

Preparing for a Ballot Measure

- ▶ There Will be Fee's for the Ballot Measure.
- ▶ Gila County Fee's;
 - Election Office – *50 cent per registered voter.*
 - Recorders Office – *\$1.15 per registered voter.*

Preparing for a Ballot Measure

- ▶ The Fire Board Must Pass a Resolution.
- ▶ The Resolution Must Reflect the Vote Count.
- ▶ Submit the Resolution and Ballot Language to the Elections Office Before the Deadlines.

Preparing for a Ballot Measure

- ▶ Shall the XYZ Fire District board of directors, for a 5 year period of time, beginning with the 2017 tax year, through the 2021 tax year, be allowed to increase the Fire District levy limit to the amount not to exceed \$3.50 per assessed value on properties within the boundaries of the Fire District?

Preparing for a Ballot Measure

- ▶ Have Your Attorney Review and Approve Resolution and Ballot Language.
- ▶ Use an Independent Financial Advisor to Confirm Needs & Costs, Etc. > *Transparency.*

Preparing for a Ballot Measure

- ▶ Form an Community Advisory Committee.
- ▶ Opposition May Form it's Own Committee.
- ▶ Committees May be Required to File a Financial Statement (PAC).
- ▶ Survey Likely Voters for Their Position ?
- ▶ Pro Pamphlet Statements May be Required.

Preparing for a Ballot Measure

- ▶ The Opposition May Produce Their Own Con Pamphlet Statements.
- ▶ Utilize the AFDA Consultant
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 - pulan@primaryconsultants.com

Voter Education

Key to Success

Voter Education Planning

- ▶ Past Customer Service Matters.
- ▶ Past Communication & Performance Matters.
- ▶ A Good Voter Education Plan Matters.
- ▶ Focus on the Registered Voter.
- ▶ Voter Registration List Available from County Recorder.

Voter Education Planning

- ▶ When and How to Initiate the Education.
- ▶ Understand the Opposition Crowd May Form it's Own Voter Education Campaign.
- ▶ How to Use the Community Advisory Group in Public Education Efforts.

Voter Education Planning

- ▶ Know the Fire Districts Legal Restrictions in the Campaign.

Voter Education Methods

Getting Your Message Across

Voter Education Methods

- ▶ When to Start?
- ▶ What's Your Budget?
- ▶ Website Postings – When, What, Message?
- ▶ Social Media – What's Your Message?

Voter Education Methods

- ▶ Video – When, Where, Message?
- ▶ Fact Sheets – Design/What's Your Message?
- ▶ Newspaper: Editor/Ads. Written Messaging.
- ▶ TV/Radio Stations. Prepare Written Messaging.

Voter Education Methods

- ▶ Public Education Forums? Targeted Audience?
- ▶ Role of Labor Organizations.
- ▶ Endorsements?
- ▶ Use *"Firefighter/Paramedic"* and *"Public Safety"* Language.

Voter Education Methods

- ▶ U.S. Postal Service/Mailings to Public.
- ▶ Public Education Presentations/Handouts.
- ▶ Cardiac Arrest Demonstration.
- ▶ Messaging to the Voter Should Be....

Voter Education Methods

- ▶ Tell Them How the District Operates.
- ▶ Tell Them Inflationary Costs Are Rising at a Rate Greater Than Revenue Gained.
- ▶ Tell Them How the Recession Hurt the District, Budget, and Public Safety.

Voter Education Methods

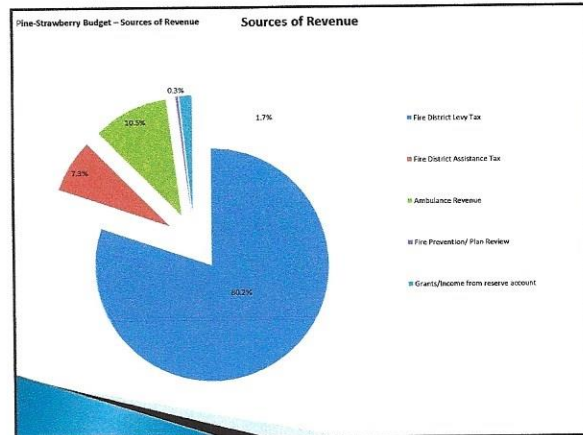
- ▶ Tell Them What You Did to Survive...Budget Cuts, Layoffs, etc?
- ▶ Show Them How Their Taxes Are Lower Today.
- ▶ Emphasize 7 Cents a Day or \$24 Annually.

Voter Education Methods

- ▶ Tell Them Where the Money Will Go.
- ▶ Tell Them What the Additional Hurt Will be to the District and *"Public Safety"* if Ballot Fails.
- ▶ If the Ballot Passes, **Thank the Voters!**
- ▶ Keep Them Informed on the Implementation.

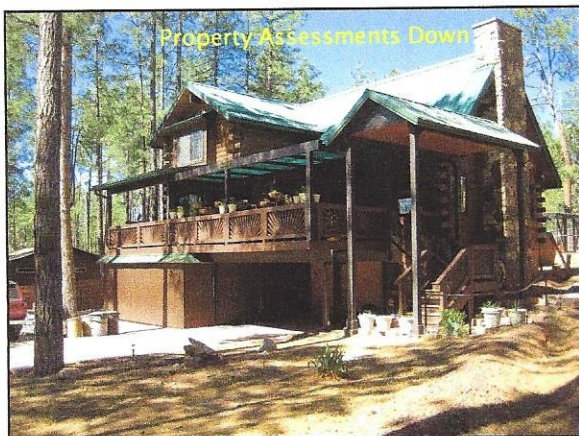
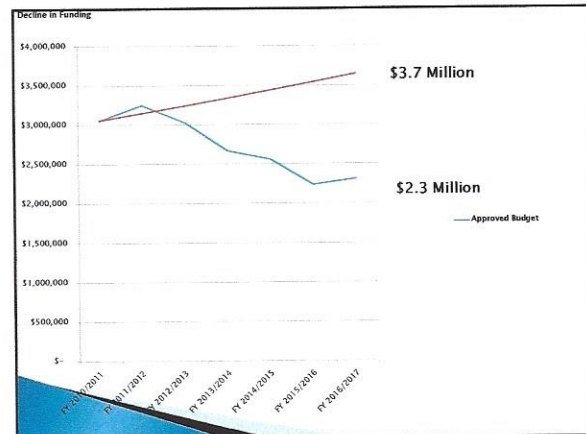
Supporting Slides

Pine Strawberry Fire District



Sources of Revenue

▶ Fire District Levy Tax	80.2%
▶ Fire Department Assistance Tax	7.3%
▶ Ambulance Transport Fees	10.5%
▶ Fire Prevention Plans Review Fees	0.3%
▶ Interest on Reserve Fund	1.7%
▶ Wildland Firefighting Fees	Varies
▶ Federal Grants	Varies



Recession Reduced Taxes

2009	\$722.56	2013	\$523.51
2010	\$676.99	2014	\$487.75
2011	\$683.61	2015	\$492.83
2012	\$637.03	2016	\$517.50
A \$205.06 REDUCTION IN TAXES			

