

## How Fire Districts Pass Bond & Override Elections



## What You Can Do

The 4 P's:

- ▶ Prepare for the bond or override
- ▶ Plan for the election
- ▶ Perform your duties
- ▶ PAC

## Prepare For The Election

- ▶ Retain legal counsel
- ▶ Retain a financial advisor
- ▶ Determine your needs/affordability
- ▶ Consult or retain an elections consultant
- ▶ Consult or retain construction & cost expertise

## Prepare For The Election

- ▶ Understand the election rules, timing and process
- ▶ Do's and Don'ts for the board and employees
- ▶ Election date – other elections
- ▶ Pros and cons of an all-mail election

## Prepare For The Election

Conduct research to prepare for the election including:

- ▶ Needs/cost assessment
- ▶ Voter demographics
- ▶ Resident polling
- ▶ Constituent communications

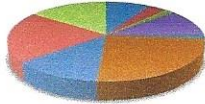
## Plan For The Election

- ▶ Create a needs assessment group
- ▶ Involve key stakeholders – community and business leaders, elected officials and employees
- ▶ Educate about your needs/costs
- ▶ Educate about consequences without improvements

### Plan For The Election

Know your audience – demographics

- ▶ How many registered voters are in your district? Who will vote in 2017 or 2018?
- ▶ What do these voters look like?
- ▶ How many are on PEVL?
- ▶ How many votes do you need to win?
- ▶ Other jurisdictions up?



### Plan For The Election

Conduct polling:

- ▶ Random sample from likely voters
- ▶ Provides statistically sound data including key demographics on levels of support and opposition
- ▶ Validation of needs assessment

### Plan For The Election

Polling allows:

- ▶ Test knowledge of needs
- ▶ Test perceptions about the district
- ▶ Identify sources and importance of information
- ▶ Determine community thresholds
- ▶ Provide information on messaging

### Perform Your Duties

- ▶ Provide the factual information to employees
- ▶ Speak to community groups and organizations, HOAs and service clubs
- ▶ Encourage engagement by employees on their own time

### Perform Your Duties

- ▶ PAC advocates
- ▶ District provides a fact sheet/FAQ
- ▶ Communicate your message early and often
- ▶ Adapt to a different political climate
- ▶ Always remember – what’s in it for me

### Perform Your Duties

- ▶ Newsletters – information, updates and good news
- ▶ Website – blast emails, postings
- ▶ Social networking
- ▶ Community events
- ▶ Charitable groups



## PAC

- ▶ Identify Chair/Treasurer for Political Action Committee (PAC)
- ▶ File with appropriate agency
- ▶ Legal entity to advocate for the election

## PAC

- ▶ Fundraise
- ▶ Advocate for the election
- ▶ Provide persuasive information via signs, direct mail, door knocking, phone calls and social media
- ▶ Coordinate with consultant on timing and message

## Questions



## What's Next

- Never stop
- ▶ When do you start the next campaign?
  - ▶ The day after you pass your first!
  - ▶ Cultivate leadership
  - ▶ Keep committee involved
  - ▶ Continue with communication