



Superstition Fire & Medical District's 2016 Override Election Initiative

In November 2016, the SFMD successfully passed an Override ballot initiative.

Following are lessons learned and recommendations to other fire districts who may be considering the same initiative in 2017.



What Worked

- Educating internal personnel was job #1 – everyone needed to understand why???
- Then had to frame the discussion
- Emphasized the big picture “Not just us” or “our problem.”
- Framed the discussion as “unintended consequences” of Prop 117. Didn’t alienate voters who may have supported that legislation

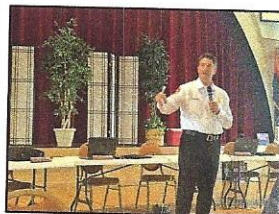
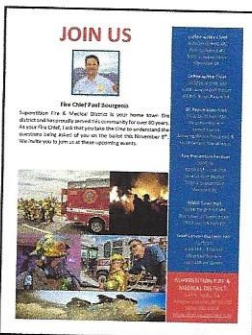


What Worked

- Solicited “Champions” for our cause - Community Advocates
- Began scheduling meetings and speaking engagements
- Presentations included Labor, Fleet Services, & the Fire Chief



Face-to-Face Communication



Fleet Supervisor & Firefighter



**All totaled, we attended 43
different meetings, presentations,
speaking engagements**

This level of engagement was
paramount to our success!



What Worked

- Published several articles in local media
- We were engaged and accessible – responded quickly to questions raised in our newspaper and on social media
- Very active presence on local social media
- We were clear regarding the consequences of a “No” vote



What Worked

- We were decisive! We took action and took risks.
- We researched related laws and ordinances ourselves
- We adopted a “Can-Do” attitude!
- Simple, informative, easy to understand tri-fold



Firefighters Union

- Union handled the “Yes” campaign
- Union members went door-to-door, posted signs, and greeted voters at polling sites
- Union ran a “Yes” ad in local newspapers for several weeks
- Union paid to conduct a phone survey
- Message on Union signs was short, concise and easy to comprehend



Union “Yes” Sign



Challenges

- Struggled to understand applicable rules and the laws
- Challenges with elections departments, sometimes contradictory information between Pinal and Maricopa County.
- Signed into law in late May but no information from AFDA or the legislature on how to proceed



Recommendations

- Chamber of Commerce is a key partner that is easy to overlook
- Promote "Pro" or "Yes" signs for business owners
- Leverage survivor stories and community advocates who are willing to promote and carry your message.
- Walk areas that lack social or print media
- Early ballots are very popular these days – get the message out to the bulk of voters before early ballots are cast
- Concentrate mailers or door hangers in neighborhoods of high-efficacy voters



Marketing Materials



**Superstition Fire & Medical District
Temporary Override**
Just 7¢ per day*

**FUNDING FOR FIRE TRUCKS, AMBULANCES,
HEART MONITORS,
AND FIREFIGHTER PROTECTIVE EQUIPMENT.**

For more information please visit <http://sfmd.az.gov/override/>
or call 982-4440

*Based on maximum 2% per \$100,000 of limited assessed valuation.

Tri-Fold

WHAT WILL MONEY FROM THE OVERRIDE BE USED FOR?

- Cardiac Heart Monitors
- Fire Trucks
- Ambulances
- Personal Protective Gear (Turnouts)
- Radios
- Other Capital Items

ONLY 7¢* A DAY!!

Remember!
Local issues are on the BOTTOM of the ballot! So, please start there to address the important issue!

Bottoms UP!!!

FOR MORE INFORMATION ON THE TAX OVERRIDE AND HOW IT AFFECTS YOU, PLEASE VISIT: www.sfmd.az.gov/override

MISSION:

- Preserve Life
- Protect Property
- Add Value to the Community

VISION:
To be the premier fire district in Arizona.


VALUES:

- Responsive
- Innovative
- Professional

PERMITTING TO THE 2016 NOVEMBER 9TH ELECTION
A measure to authorize a temporary 0.25 cent per \$100 of assessed property value tax increase.

SUPERSTITION FIRE & MEDICAL DISTRICT
2016 TAX OVERRIDE

By Order of the Board of Directors
March 1, 2016



**2016
TEMPORARY
TAX OVERRIDE**

Tri-Fold

OVERIDE FACTS

What is the override?
The override is a measure that allows the community to vote on whether to increase the local property tax rate to fund additional services and equipment.

What is the override used for?
The override is used to fund additional services and equipment, such as fire trucks, ambulances, heart monitors, and firefighter protective equipment.

What is the override rate?
The override rate is 0.25 cents per \$100 of assessed value.

What is the override revenue?
The override revenue is estimated to be \$100,000 per year.



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Webpage & PSA

- Webpage -> <http://sfmd.az.gov/override/>
- Video PSA's, customer testimonials - <https://www.youtube.com/watch?v=odGGhuHisfuk>



Lessons Learned Summary

- Don't wait until there's a crisis to establish relationships with community stakeholders
- Start early, start now!
- Develop your message; Deliver it consistently; Share it often
- Clearly explain Pros and Cons
- Solicit the help and support of community opinion leaders



Lessons Learned Summary (cont'd)

- Don't be afraid to exploit the good things you do in your community
- Social media can be an extremely powerful medium
- Use your website as a central portal for information



Questions?

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