How Fire Districts Pass Bond & Override Elections

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

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
- 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

Perform Your Duties

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