



**CITY OF COVINGTON  
SPECIAL MEETINGS AGENDA**

**CITY COUNCIL INTERVIEWS FOR YOUTH COUNCIL – 5:20 P.M.**

**CITY COUNCIL STUDY SESSION – 6:00 P.M.**

**Council Chambers – 16720 SE 271<sup>st</sup> Street, Suite 100, Covington**

[www.covingtonwa.gov](http://www.covingtonwa.gov)

**Tuesday, April 23, 2019**

***Council will interview Youth Council applicants beginning at 5:20 p.m.***

**GENERAL INFORMATION:**

*The study session is an informal meeting involving discussion between and among the City Council, Commissioners, and city staff regarding policy issues. Study sessions may involve presentations, feedback, brainstorming, etc., regarding further work to be done by the staff on key policy matters.*

**CALL CITY COUNCIL STUDY SESSION TO ORDER**

**ITEM(S) FOR DISCUSSION**

1. Lessons Learned Regarding 2018 Proposition One Ballot Measure

**ADJOURN**

Americans with Disabilities Act – reasonable accommodations provided upon request a minimum of 24 hours in advance (253-480-2400).

***\*Note\* A Regular Council meeting will follow at approximately 7:00 p.m.***

# Agenda Item 1

Covington City Council Study Session

Date: April 23, 2019

SUBJECT: LESSONS LEARNED RE PROPOSITION ONE BALLOT MEASURE

RECOMMENDED BY: City Manager

ATTACHMENT(S):

1. Summary from City of Bothell
2. Summary from City of Kirkland
3. Summary from City of Shoreline
4. Excerpt from 2019 Summit Action Items

PREPARED BY: Regan Bolli, City Manager

EXPLANATION:

At your annual summit earlier this year, Council directed staff to schedule a study session to discuss last year's Proposition One ballot measure in order to learn what worked and what didn't and to use that knowledge for future endeavors.

Staff reached out to cities that had recent, successful ballot measures to learn the strategies they used. Attached for Council review are documents from the cities of Bothell, Shoreline and Kirkland. Each city had comprehensive outreach campaigns and their Councils were heavily involved.

The City of Bothell recommends involving the City Council and staff in the education process as they are regularly out in the community. They also did a guest editorial from the Mayor and several of their councilmembers created political action committees. The councilmembers did fundraisers, mailers and created a website. They also each did door knocking on weekends. The City of Kirkland councilmembers all split up to go to HOA meetings, PTA meetings, and other community leadership groups such as local service clubs. The City of Shoreline recommends that you have some councilmembers willing to take a leadership role.

FISCAL IMPACT:

CITY COUNCIL ACTION: \_\_\_ Ordinance \_\_\_ Resolution \_\_\_ Motion  X  Other

**Discussion only**

REVIEWED BY: City Manager, Finance Director, City Attorney



# City of Bothell™

## **Bothell Safe and Secure Propositions Public Education Summary**

### **Overview**

The nature and complexity of police, fire and emergency medical services increased over the past two decades, straining the City of Bothell’s ability to deliver critical police and fire services. Aging fire stations and outdated equipment were not sufficient to meet the increasing number of fire and medical related calls for service. The City Council unanimously approved a resolution to place two ballot measures on the November 2018 general election ballot:

- Proposition 1, a levy lid lift to hire police, fire fighters and other professional staff, and
- Proposition 2, a bond to build two fire stations.

### **Results**

Voters overwhelmingly approved both public safety measures in November 2018:

Proposition 1: Public Safety Levy Lid Lift – Yes 60.06%; No 39.94%

Proposition 2: Fire Station Bonds – Yes 64.51%; No 35.49%

The following briefly summarizes activities undertaken to educate the public about the measures, including considerations for future efforts.

### **Strategy**

The public education effort focused on the following:

- Understanding the community’s awareness, priorities and needs regarding public safety
- Engaging and educating the community regarding facts about the measures
- Providing information in user-friendly, convenient ways
- Utilizing and maximizing existing communication platforms, tools and venues
- Reaching people where they are
- Employing trusted experts and resources (police, fire, EMS)
- Leveraging community partners and resources
- Complying with PDC regulations/Washington state election laws

## Key Messages

Top key messages were included consistently and repetitively in materials, at events and through social and traditional media.

### Overall

- Public safety demands have changed and grown; police and fire staffing and resources have not kept up

### Prop 1 – Public Safety Levy Lid Lift

- Adds police, fire and emergency medical personnel, programs and facilities, including:
  - New Swing Shift
  - New Community Crime Reduction Team
  - New Mental Health Professional
  - Additional Police Staff
  - More Firefighters and New Aid Car
  - New Probation Officer
- Investment is approximately \$220/year on a \$500,000 home

### Prop 2 – Fire Station Bonds

- Completely replaces fire stations (Downtown and Canyon Park) and adds new police satellite office at Canyon Park Station
  - Meets emergency response needs for next 30-50 years
  - Modernizes technology and connectivity
  - Increases space
  - Enhances safety features
  - Improves decontamination area
  - Separates sleeping quarters
- Investment is approximately \$130/year on a \$500,000 home

## Tactics

Communicators used a broad array of tactics throughout the education and outreach process, starting with background and research to inform messaging, planning and implementation of education and engagement.

## Research

### Activities

- Conducted 15 community leader interviews representing a mix of constituencies to explore and understand current knowledge, perceptions and attitudes regarding public safety services, including challenges, needs, priorities and recommendations about potential ballot measures.
- Deployed and analyzed an online survey (initial form and fuller survey), including comment tracking and summary of results
- Completed a background review of past measures – outcomes, types of measures (bonds, levies, sales, utility, criminal justice, police, fire, school, etc.), landscape, voter fatigue, etc.

### Lessons learned / future considerations

- Input informed public involvement plans and messages; key insights included:
  - Residents strongly value public safety services and providers
  - There was little understanding about public safety challenges, although recognition that petty crime, homelessness, drug addiction is increasing
  - Traffic, pedestrian and school safety are top concerns
  - Affordability and tax fatigue are concerns
- Consider implementing telephone survey and/or focus groups early in process/before measure is proposed to better assess public opinion.

### **Education**

#### Activities

##### Training/preparation

- Provided updates at council meetings
- Presented at Fire Retreat
- Prepared and supported topical speakers (e.g., City Manager, Fire Chief, Police Chief, etc.)
- Supported outreach with accurate, compelling and timely materials

##### Materials (revised basic materials after measures were proposed)

- Website: [bothellwa.gov/publicsafety](http://bothellwa.gov/publicsafety)
- Dedicated email: [publicsafety@bothellwa.gov](mailto:publicsafety@bothellwa.gov)
- FAQ
- Fact sheet
- Business cards
- Presentation slides
- Talking points
- Travelling display
- Poster
- Infographics
- Enewsletters
- Public Safety updates
- Bothell Bridge articles
- Videos
- Mailer

##### Outreach

- Speakers' bureau (presentations, information distribution)
- Fire Station open houses
- Visibility/tables at community events (Main street re-opening, pancake breakfast, summer concerts, Safe Halloween)
- Posters, information distribution at community gathering locations
- Public safety enews / listserv
- Bothell Bridge articles
- Bothell Community Television
- Social and traditional media

### Lessons learned / future considerations

- Utilizing multiple City communication channels and mail broadened audience reach
- Business card was an effective handout (verses one-pager)
- Shorter video promos were more successful than longer video
- Engaging community partners was challenging; continue building on-going relationships so they are in place for future efforts because of the large networks that can be leveraged
- Consider involving council and general city staff in the education process as they are regularly out in the community; provide regular internal updates throughout process

## Traditional media and social media

### Activities

- Wrote and placed opinion editorials (May and Oct)
- Wrote and distributed news releases (April and June)
- Wrote and submitted a call-out message (April)
- Briefed reporter – early in process (educate, provide background)
- Developed talking points

### Lessons learned / future considerations

- Effectively used multiple media platforms (i.e. BCTV, social media, print media) to reach various audiences; consider adding earned TV and larger print markets if appropriate for future efforts
- Reporter briefing successfully provided background, educated and engaged early in process
- Bothell Reporter was a willing partner in providing facts; consider letters to the editor
- Frequent, regular cadence of social media was successful (repetition is necessary); consider coordinating social media posts/tools with other departments earlier in process; develop calendar i.e. Facebook: post 2-3 times/week; / Twitter: use hashtags; use visuals: photos, drawings, images, etc.

### Key project metrics

Tactic	Metrics
Targeted Public Safety E-Newsletter	14 editions from May through November, total of 787 emails
City ENews	8 editions from May through November, total of 14,726 emails
Bothell Bridge	Article in June edition, special 2-page feature in September edition, each reaching all 21,750 households in Bothell
Website	See attached report
Speaking engagements/events	Participated in 46 events and speaking engagements, from Music in the Park to PTA meetings, reaching an estimated xxx people
Earned media	Several articles in Bothell Reporter as a result of proactive media relations: <ul style="list-style-type: none"> <li>• 4/16, “Bothell wants input on potential public safety ballot measure”</li> <li>• 6/25, “Bothell City Council places public safety measures on ballot”</li> <li>• 10/2, “Bothell goes to voters for public safety investments”</li> <li>• 10/9, “Shape Bothell’s public safety future – Vote!” (Guest editorial, Mayor Andy Rheume)</li> </ul>

	<ul style="list-style-type: none"> <li>• 11/6, “Bothell voters approve public safety ballot measures”</li> <li>• 11/14, “Thank you Bothell” (Guest editorial, City Council)</li> </ul>
Video	<p>On YouTube:</p> <ul style="list-style-type: none"> <li>• Public Safety, Get Involved, 52 views</li> <li>• Vote by Nov. 6, 57 views</li> <li>• Thank You Bothell, 230 views</li> <li>• Bothell Buzz, Safe &amp; Secure Bothell Props 1 &amp; 2, 269 views</li> <li>• Bothell Buzz, Police Dept’s Navigator Program, 396 views</li> <li>• Animal Control Officer, 476 views</li> <li>• Bothell Buzz, CERT, 184 views</li> </ul> <p>On Facebook:</p> <p>Of 2018’s top 19 videos, several were related to the public safety ballot measures or public safety, including:</p> <ul style="list-style-type: none"> <li>• Thank you Bothell, 1.1K views, 4.4K 3-second views</li> <li>• Bothell Fire demonstrates what Not to do, 961 views, 2.6K 3-second views</li> <li>• Bothell Buzz episode 10, Animal control, 867 views, 1.5 K 3-second views</li> <li>• Safe Halloween, 801 views, 2.8 K 3-second views</li> <li>• We need to hear from you about public safety, 797 views, 3.6K 3-second views</li> <li>• July 4 Freedom Festival, 738 views, 3K3-second views</li> <li>• Earthquake shaker, 713 views, 2.9K 3-second views</li> <li>• Safe &amp; Secure Bothell – Props 1 &amp; 2, 440 views, 2K 3-second views</li> <li>• Thanks for keeping kids cool, 361 views, 1.2 K 3-second views</li> </ul>
Social media	Using a coordinated content calendar, information about the levy and bond were posted on City channels, Fire and Police department channels. See separate report.

## Appendices

- Stakeholder Interview Summary
- Listening Summary
- Fire Retreat Presentation
- Communication Plan
- Mailer
- Bothell Bridge Articles
- Fact Sheet
- Travelling Display
- Master Presentation Deck
- List of Organizations
- Op-eds
- News releases

Note from Bothell City Manager on Councilmember involvement:

Several Council Members created PACs: 1 for the Levy and 1 for the Bond. Fundraised for signs, one mailer and a website.

They all did door knocking on weekends, along with the Police and Fire unions.



Attendees: Jim Lopez, Rob Hendrickson, Casey Parker

Phone conversation with Jim Lopez, Assistant City Manager, City of Kirkland re: Enhanced Police Services and Community Safety Sales Tax Measure

Kirkland had a financial challenge in 2018

The idea was born out of the energy created with the tragic, nationwide gun incidents at schools and other locations

Citizens were upset and concerned about gun/school safety in the community:

- there was a groundswell from the public
- a very structured community engagement program was created to channel energy to action for gun safety and concern
- city team that met daily with the CM focusing on community engagement
- some type of city action was needed
- one action step was to initiate a ballot measure (CM initiated)

Through polling information – crafted a ballot measure

Kirkland Alliance of Neighborhoods – *all council members* split up to go to HOA meetings, PTA meetings, 2<sup>nd</sup> amendment groups, and community leadership groups such as Kiwanis, Rotary, etc.

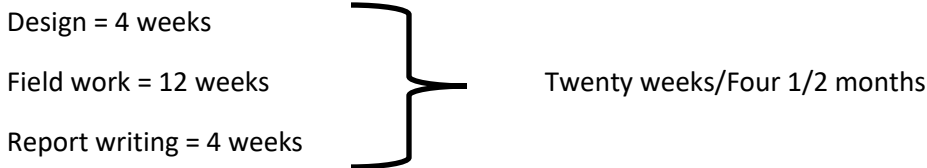
Opposition perspectives:

- 1) Great idea but pay for it out of existing budget dollars – countered through budget reviews showing dollars at capacity for existing services
- 2) Against SROs

This didn't start out as a ballot measure. It was the public's concern over gun safety and the safety of school students. The public pushed this effort. The city council got involved to make this happen.

Take a-ways:

- 1) Lots of work
- 2) The council gets *heavily* involved
- 3) The public was the initiator
- 4) Set up focus groups
- 5) Takes time to do the report – working weekends to take advantage of the energy created *by the public*.
- 6) Data harvesting – time consuming
- 7) Make 100% commitment or else don't move forward
- 8) Costs: \$30k for survey



Set up a marketable package such as proactive policing, focus the needs, focus groups on those models

Focus strategy around a specific need

**Notes from Shoreline City Manager Debbie Tarry**

March 18, 2019

1. A super-majority of the Council has to support and advocate for the measure. (We haven't had unanimous support from Council, but it has been a super majority)
2. You need to have at least some Councilmembers willing to take a leadership role
3. Put together a communication strategy early – way before the Council actually takes any action to adopt a ballot measure. Define the problem and options that have been considered.
4. We have consistently used "Resident Advisory Committees" for all of our ballot measures. Primarily they formulate a recommendation to the City Manager. This is a lot of hard work but has proven successful.
5. You need to have a simple and clear message. Confusion can kill the whole thing.
6. Staff and Council need to stay on point and not follow red-herrings (see #5)
7. Don't get distracted by those trying to distract from your message.
8. Find some residents who will be your champions (and provide the Council some cover). They should be speaking at your public comment to encourage Council action.
9. Speak and share information with any group that is willing to listen.

# 2019 Summit Action Items

*Action Items from the 2019 City Council Summit*

Police	Present to council sustainable revenue options that would allow us to hire additional police officers.
Funding	Hire a consultant to study and develop a plan that educates the public on the need for additional public safety and parks and their associated funding. Finalize the plan and present it to council. (Amended at the 2/26/19 council meeting from the original action item to conduct a community wide survey)
Communications	Develop an inclusive communications plan to educate the public on city services and operations using multiple forms of communication platforms.
Communications	Providing Councilmembers and Commissioners with talking points would ensure that the Council is on the same page when messaging to the public the importance of city services.