

TOWN OF PARADISE VALLEY

ELR Educational Outreach Strategy

June 9, 2016



Outreach Strategy

- I. Theme
- II. Talking Points
- III. Methods
- IV. Champions



Theme

- Neutral
- Build Familiarity/Recognition
 - Language
 - Ballot Focused
- Fact Oriented



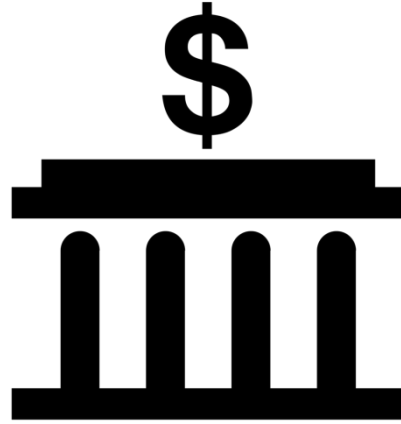
Theme

- Permanent Base Adjustment – Know the Facts
- Prop 40X – Protecting Our Services
- Its not 1979 – Planning for the next 10 years.



Theme

- Icons



Preserve Our Services



PROP 40X

It's Not 1979



Prop 406

LOOKING

FORWARD



Talking Points

- Elevator Speech
 - The State rightfully limits how much local governments can spend. But they tied that to PV's 1979 budget plus inflation & population growth. Our demand for public safety (police, fire, courts) & infrastructure has grown faster. Fortunately our resorts are providing the equivalent revenue but we have to adjust the Permanent Base to allow the Town to use those revenues.



Talking Points

1. The Law

- State limits Town's expenditures to 1979-80 levels
- Limit grows by inflation & population but...
- Resorts drive most revenue & expenditures but not population (Omni, MTS, ANdAZ, Ritz)
- Services & service levels differ since 1979



Talking Points

2. Not a tax increase
3. Not a debt increase
4. Town must still pass & operate under a balanced budget every year.
5. Budgets are a public process & adopted annually by an elected Council.



Talking Points

6. Revenues, driven by resorts, exceed ELR.
7. Sitting on large reserve yet can't pay pension.
8. Issuing debt yet have cash to pay.
9. If it fails, Town must cut 40% from current budget level.
10. Eighty-five (85%) of all AZ towns have passed an ELR adjustment



Methods

- Speaking Engagements
 - Boards & Commissions
 - Men's Breakfast
 - Women's Alliance
 - Churches
 - Book Club
 - Rotary, Kiwanis
 - Republican Women's



Methods

- Letters to the Editor
 - Monthly June – August, Weekly September-Nov
 - From Mayor & Council in Individual Capacity
 - From Manager & Administration Director
 - From Champions
- Digital Outreach/Social Media



Methods

- Publicity Pamphlet
- Town Reporter
- Sewer Bills
- CVB Newsletter
- Interviews
 - Radio, Independent, You Tube Videos, Podcast
- Business Cards with Talking Points

Others?



Champions

- Who
 - Known to community
 - Opinion Leaders
 - Trusted
 - Familiar with system



Champions

- What
 - Bring Attention to the Measure
 - Sponsor
 - Ads
 - Mailings
 - Gather Endorsements & Publicize



Outreach Strategy

- Other Suggestions
- Questions

