

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Policy Session Worksheet

Presentation Date: January 26, 2016 **Approx. Start Time:** 10:30 am **Approx Length:** 60 min

Presentation Title: Ballot Language for Emergency Radio System Replacement Bond Measure

Department: County Administration, County Counsel, County Finance

Presenters: Laurel Butman, Chris Storey

Other Invitees: Bob Cozzie, CCOM; Matt Ellington & James Rhodes, Sheriff; Marc Gonzales, Finance

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Review of ballot language for the Emergency Radio System Replacement bond measure and approval to move to hearing.

EXECUTIVE SUMMARY:

Clackamas County has been asked by the Board of Directors of the Clackamas 800 Radio Group (C800), an ORS 190 agency which provides the emergency communications system in Clackamas County, to place a measure on the May 2016 ballot asking voters to approve a countywide General Obligation Bond levy to finance the replacement of the emergency radio system and necessary components. The proposed debt issuance would total approximately \$59 million.

The current radio system which serves Clackamas County first responders including Fire Districts, city fire departments, the County Sheriff, City Police Departments, Central Dispatch Agencies, and Emergency Medical Responders, was built over 15 years ago utilizing technology that had been developed in the 1990's. The system, which is on the verge of obsolescence and prone to unpredictable failures, will lose vendor support starting in 2017. Many system components are no longer manufactured.

In order to most efficiently replace the current system with current technology, modernized radios, and necessary supporting infrastructure, C800 has been working with WCCCA, the parallel agency in Washington County to create a reliable update to the systems which benefit both Counties. WCCCA and C800 jointly operate this aging technology for emergency dispatch and field communications,

At the request of C800, the Board of County Commissioners has indicated willingness to place the question before voters in May 2016 seeking approval to issue General Obligation debt to finance the Clackamas county portion of this replacement project. Washington County is also pursuing a General Obligation bond on the same timeline for its portion of the project. By coordinating timing and joint strategies, both emergency communications organizations hope to save money and improve service.

This project, if voter-approved for financing, will provide the County and its residents with a reliable and up to date system of emergency radio communications that will interact cooperatively with Washington County's compatible technology to continue the joint system. The solution will be viable well into the future.

The County will be the issuer of this debt and the debt service will be provided through a voter approved levy estimated to cost about \$25.30 per year or a little more than \$2 per month for the average household.

FINANCIAL IMPLICATIONS:

Is this item in your current budget? YES NO (C800 owns and manages the project and budget.)
What is the cost? \$59 million What is the funding source? General Obligation Bond Levy proceeds

STRATEGIC PLAN ALIGNMENT:

- How does this item align with your Department’s Strategic Business Plan goals? This item aligns with County Administration’s goals to a) become known as a highly professional, productive, & effective government organization. It also aligns with County Administration and County Counsel’s parallel goal of solving problems together with local and regional government partners in a positive manner.

This item aligns with Finance’s goal of maintaining or improving the County’s credit rating. By virtue of having managed County finances well and thoughtfully, the County is in a position to respond positively to C800’s request for assistance through this bond without negatively impacting either its bond rating or other planned or potential debt issuance.

Neither the Sheriff’s Office nor CCOM have completed their Strategic Business Plans, but are members of C800 where this item is core to the organization’s mission and goals.

- How does this item align with the County’s Performance Clackamas goals? When an individual calls 9-1-1, chances are that it is one of the worst days of his or her life. Having the smoothly functioning radio system to communicate with and among first responders can literally make the difference in ensuring that a person in crisis receives the help needed as quickly as possible. This item is integral to the County’s goals to Ensure Safe, Healthy, and Secure Communities and to Build (and maintain) Public Trust.

LEGAL/POLICY REQUIREMENTS:

The ballot measure documents for this session have been finalized with hands on review and advice from County Counsel to ensure that all legal and policy requirements of elections law have been met.

PUBLIC/GOVERNMENTAL PARTICIPATION:

The ballot measure documents for this session were developed in coordination between C800 and its Washington County counterpart, WCCCA. Public surveys, commissioned by C800, were examined and heeded during document development.

OPTIONS:

1. Accept the ballot measure language as written and approve to move it to public hearing.
2. Make changes to the language and approve to move the revised documents to public hearing.
3. Make changes and provide direction on the language and request another policy session to review.
4. Reject the ballot measure language and documents and direct to staff as to how to proceed.

RECOMMENDATION:

Staff respectfully recommends that the Board of County Commissioners approve option 1.

ATTACHMENTS:

1. Ballot measure Title and Explanatory Statement
2. Patinkin Research Strategies August 2015 Survey Results

SUBMITTED BY:

Division Director/Head Approval: CS
 Department Director/Head Approval: SM
 County Administrator Approval: LSB

For information on this issue or copies of attachments, please contact Laurel Butman @ (503) 655-8893

ATTACHMENT 1

CAPTION: General Obligation Bonds to replace aging emergency communications system.

(9/10)

QUESTION: Shall Clackamas County issue \$59 million in bonds to replace first responder emergency communications, expand coverage, and harden for disasters? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

(20/20)

SUMMARY: When the public calls 9-1-1 for help, Clackamas County's emergency communications system dispatches all fire and rescue, law enforcement, and ambulance providers countywide. Although the system has worked for decades, manufacturers no longer make key parts and towers are not designed to withstand the earthquakes predicted for Oregon.

If approved, bonds would pay for replacement of the emergency communications system including:

- Convert the emergency radio system to current technology;
- Expand coverage to areas of the county that currently have none;
- Add in-building coverage, so radios can function within hospitals and schools;
- Improve reliability during major disasters; and
- Replace approximately 1,000 analog radios countywide.

For accountability, an appointed citizen committee will provide oversight.

Bonds would be paid over 15 years or less.

Projected tax rate for the bonds is estimated not to exceed 10¢ per \$1,000 of assessed value. Actual rate may vary depending on market conditions. Typical homeowners with a 2016 average assessed (not market) value of \$262,514 would pay about \$26.25 annually or a little over \$2 a month.

(175/175)

Clackamas County Measure No. ___ - ___
Clackamas County Emergency Communications System Bond Measure
DRAFT Explanatory Statement

The existing emergency radio communications system for Clackamas County was built in the 1990s as a multi-agency effort to ensure emergency responders, including fire, law enforcement, and ambulance providers, could quickly and safely respond to emergencies.

Who uses the emergency communications system?

When a call for help is made to 9-1-1, the emergency radio system allows dispatchers to get all necessary emergency responders to the caller's location as quickly as possible. The system also provides the vital link among responders in the field to coordinate, request backup and get aid to people in crisis. The system is used by fire and rescue, city police, the County Sheriff, and EMS/ambulance responders countywide. The system is run by the Clackamas 800 Radio Group (C800), a partnership of public safety agencies.

Why does the system need to be updated?

Four key issues prompt the need for the system upgrades contemplated by the bond:

- Changes in Emergency Communications Technology – Equipment for the current system is out-of-date and reaching the end of its serviceable life. Manufacturers no longer make key replacement parts because they have transitioned to newer technology, and finding used parts for the system has become increasingly difficult.
- Growing Demand for Emergency Services – Population and emergency call volume have grown and are anticipated to increase further over the coming decades. Up-to-date equipment is necessary to ensure that the system remains effective.
- System Coverage – The existing system has limited or no coverage in rural areas including Mt. Hood, the Clackamas River drainage, and portions of South County. The existing system also has limited in-building coverage and does not function well within large buildings such as schools, hospitals, and commercial structures. Purchasing additional sites, adding towers, and expanding in-building coverage will increase system availability.
- Need to Improve Reliability During Major Disasters – The system must be designed, built and maintained to a much higher standard than consumer telecommunications so it can work reliably during a storm, earthquake, or other major emergency, even if landline or cell phone networks overload or fail. Updated equipment and strengthened facilities will improve reliability of the system during severe weather, major earthquakes, and other disasters.

How much would the system improvements cost?

The proposal would raise an estimated \$59 million for capital improvements, equipment upgrades, and replacement of over 1,000 analog radios currently used by first responders countywide. These funds would be generated through the County's issuance of general obligation bonds that are expected to be paid over 15 years or less.

How much would this measure cost property taxpayers?

The projected levy rate is estimated to be approximately 10¢ per \$1,000 of assessed value. Actual rate may vary depending on changes in bond interest rates and assessed values. This rate would be levied over 15 years or less. A typical homeowner would pay about \$26.25 in 2016 or a little over \$2 a month assuming an average assessed (not market) value of \$262,514.

More information?

Call C800 at 503-780-4806 or visit the website at <http://66.147.244.176/~ceigzerz>.

(495/500)

Bond to Replace Clackamas County's Emergency Radio System



**PATINKIN
RESEARCH
STRATEGIES**



- A survey of 400 likely voters in Clackamas County was conducted by telephone using professional interviewers.
- A voter file sample was used and the poll universe was diminished to reflect a May, 2016 electorate.
- Interviews were conducted July 6th through July 8th, 2015.
- The margin of error for the sample as a whole is plus or minus 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.
- Throughout this report we refer to “younger” and “older” voters. Younger voters are under age 50 and older voters are age 50 and up.
- Throughout this report we refer to “emergency response” and “non-emergency response” voters. This refers to whether or not that voter has personally had to rely on rapid emergency response in a life threatening or life changing situation.
- Regional definitions are as follows:
 - Mt. Hood/South County: Brightwood, Government Camp, Rhododendron, Sandy, Welches, Aurora, Canby, Hubbard, Molalla
 - East Metro: Clackamas, Damascus, Gladstone, Happy Valley, Milwaukie, Oak Grove
 - West Metro: Lake Oswego, Marylhurst, West Linn, Wilsonville
 - Rural Central: Beaver Creek, Boring, Colton, Eagle Creek, Estacada, Mulino, Oregon City

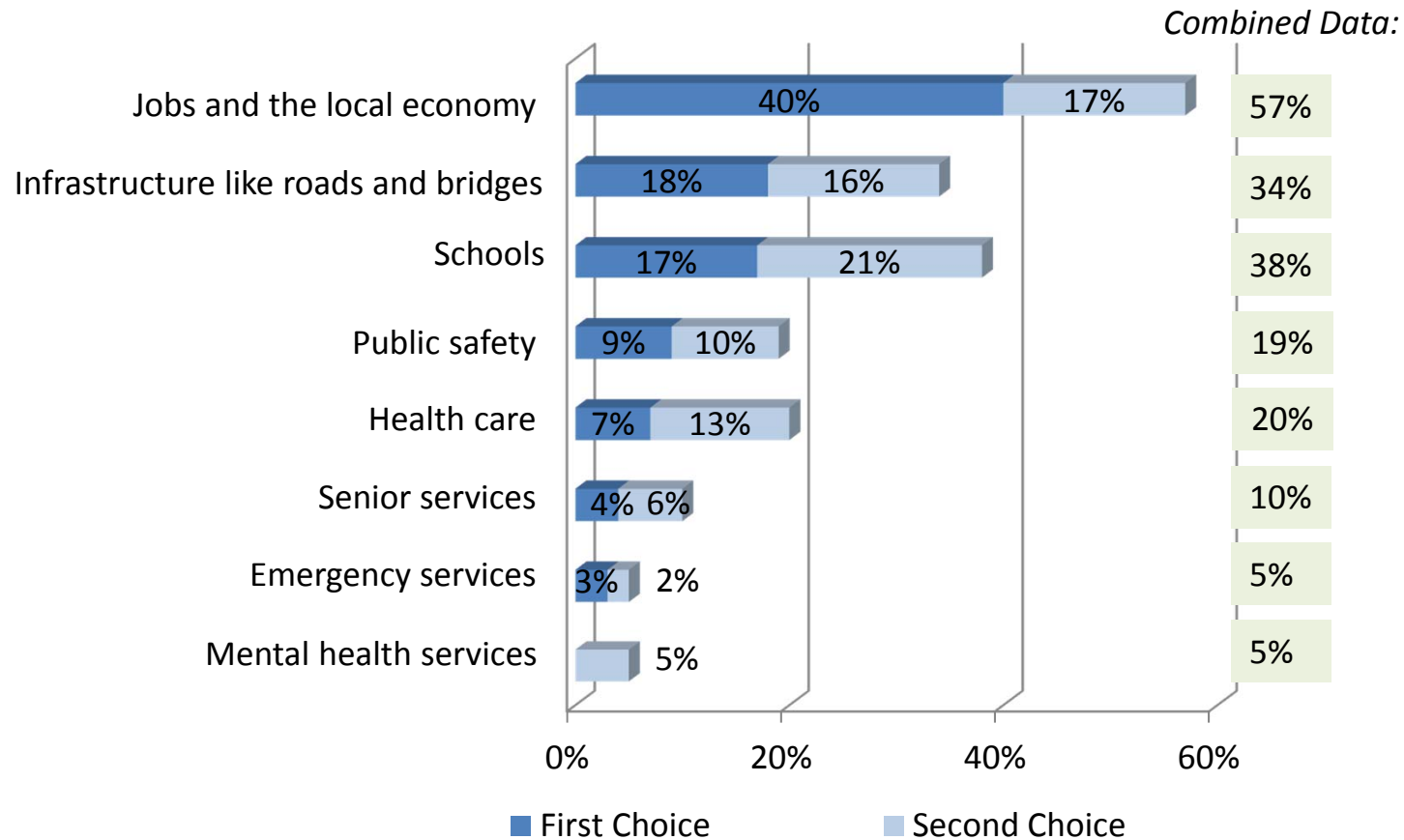


Issue Landscape

Jobs and the local economy are voters' #1 concern

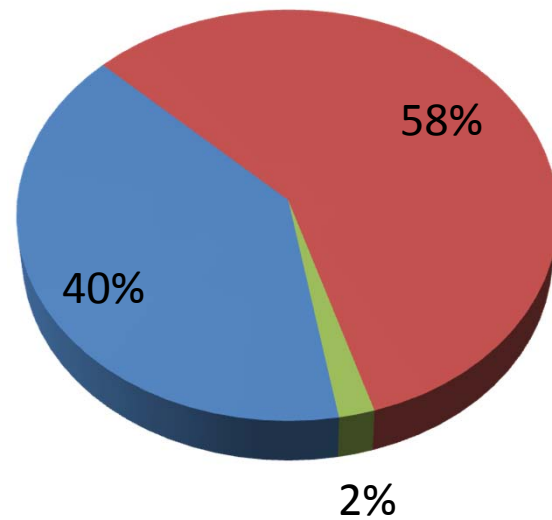


Just under one-in-four are concerned about public safety and emergency services.



I'm going to read you a list of concerns that many people have. Please tell me which one of these concerns is the most important for you when thinking about Clackamas County...And which concern is the second most important for you when thinking about Clackamas County?

Four-in-10 have personally had to rely on emergency response



■ Yes ■ No ■ DK/NA

Most likely to have relied on emergency response:

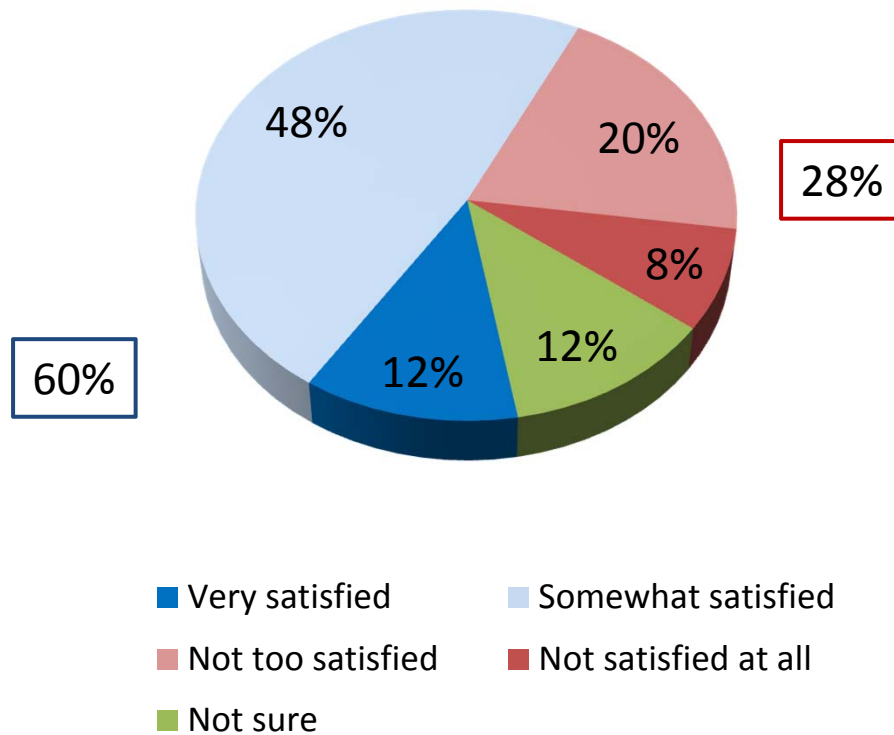
Partisan Scores 84-94	51%
High propensity voters	49%
Rural Central	49%
Democratic men	49%
No college	47%
Older voters	46%
All voters	40%

Have you ever had to rely on rapid emergency response in a life threatening or life changing situation?

Overall, county residents are satisfied with how their tax dollars are being spent



That said, almost half indicate they are only “somewhat satisfied” with county spending.

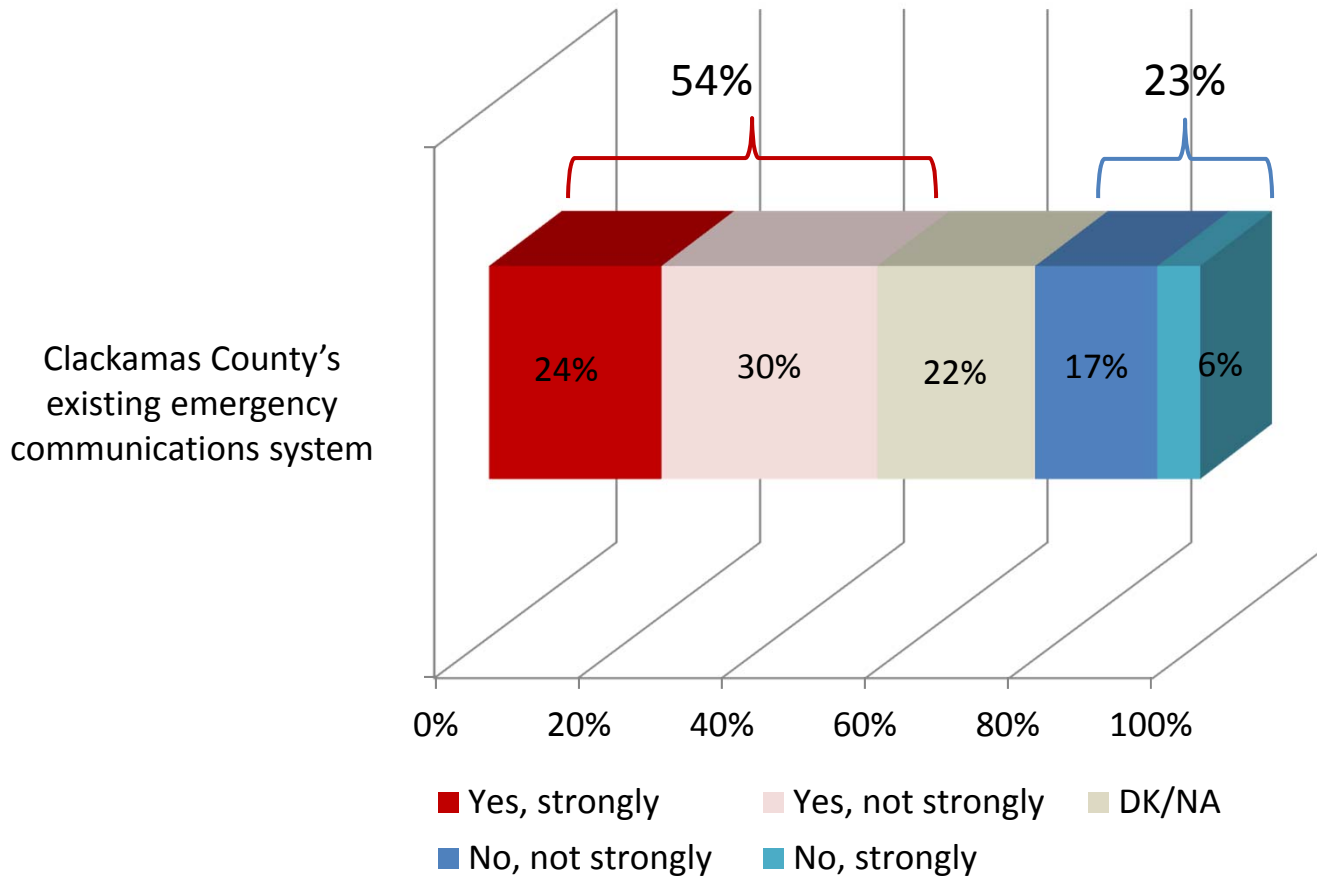


How satisfied are you with how Clackamas County government spends the tax dollars it receives?

Less than a quarter are aware of the current state of the emergency communications system



Our job: make clear the system is not meeting our needs.



Do you think Clackamas County's existing emergency communications system meets the needs of the community?

Conservative voters are most likely to believe the existing system meets the needs of the community



Democrats and those living in the Mt. Hood/South County region are more likely to believe it does not.

Most likely to think the emergency communications system <u>does not</u> meet the needs of the community	
• Mt. Hood/South County	32%
• Ages 50-59	32%
• College grads	31%
• Democrats	28%
• Older women	28%
• All voters	23%

Most likely to think the emergency communications system meets the needs of the community	
• Partisan Scores ≤ 6	65%
• Young NAV	63%
• Republicans	62%
• Under 50, no college	62%
• High propensity voters	59%
• No college men	59%
• All voters	54%

Most likely to not know whether the emergency communications system meets the needs of the community	
• Post grads	38%
• NAV	34%
• PS 84-94	29%
• Kids @ home	28%
• Ages 70+	27%
• All voters	22%

Do you think Clackamas County's existing emergency communications system meets the needs of the community?

Local police and emergency response are *very well-liked*



Voters are also satisfied with the quality of service provided by the Clackamas County Sheriff’s Office.

	<i>Very satisfied</i>	<i>Somewhat satisfied</i>	<i>Not too satisfied</i>	<i>Not satisfied at all</i>	<i>Net “satisfied”</i>	<i>Net “not satisfied”</i>
The police department in your city or town	36%	47%	10%	2%	83%	12%
Fire and emergency medical services in your city or town	35%	47%	8%	2%	82%	10%
The Clackamas County Sheriff’s Office	21%	56%	7%	3%	77%	10%

How satisfied are you with the quality of service provided by _____? Are you...



Where We Start



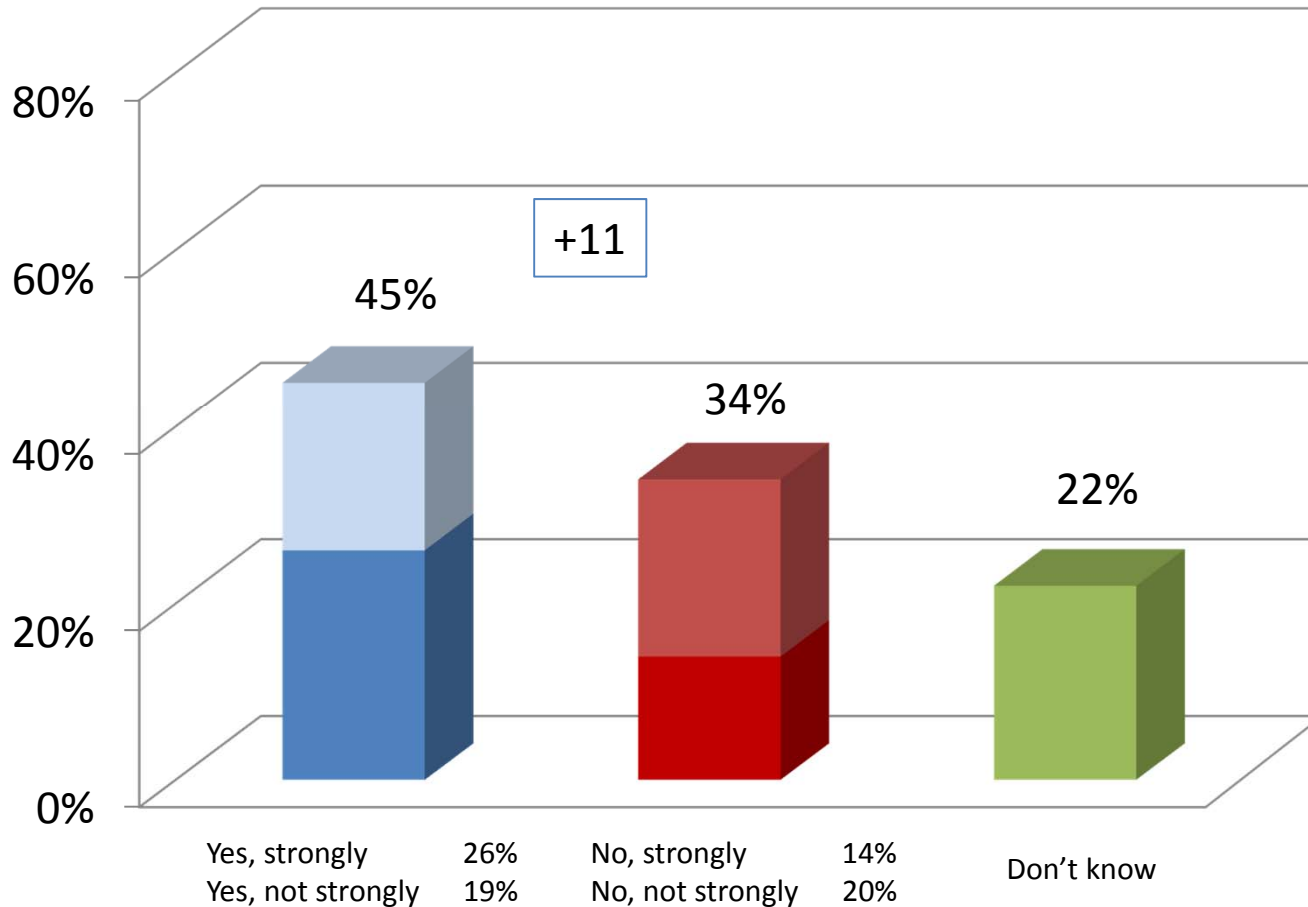
To win, a proposal should meet the following benchmarks:

1. Overall support for the proposal should be in the mid-50s or higher
2. The intensity of support must be around 40% or higher
3. The intensity of opposition should be muted—around 25% or less
4. In almost any ballot measure contest—but particularly those involving taxes and revenue—initially undecided voters will break towards the “no” side in far greater numbers than they do towards the “yes” side. Hence the need for a cushion cited in points one and two above
5. If a measure does not meet these thresholds, we’ll want to see it receive robust support after messaging in order to assume a shot at success. Note that this will require significant investment in this case.

The first ask of likely bond language garners only lukewarm support



To be clear: **THE INITIAL ASK DOES NOT MEET OUR USUAL MEASURES OF VIABILITY**



Clackamas County may place a bond measure on the May, 2016 ballot which would read: "Bond to Replace Obsolete Emergency Communications for First Responders. Shall County replace obsolete emergency communications for first responders by issuing \$53,704,000 general obligation bond with required audits, citizen oversight?"

Our base supporters tend to be older and Republican women



Our weak supporters tend to be younger independents and women as well as Democratic women.

Base supporters (strong “yes”)

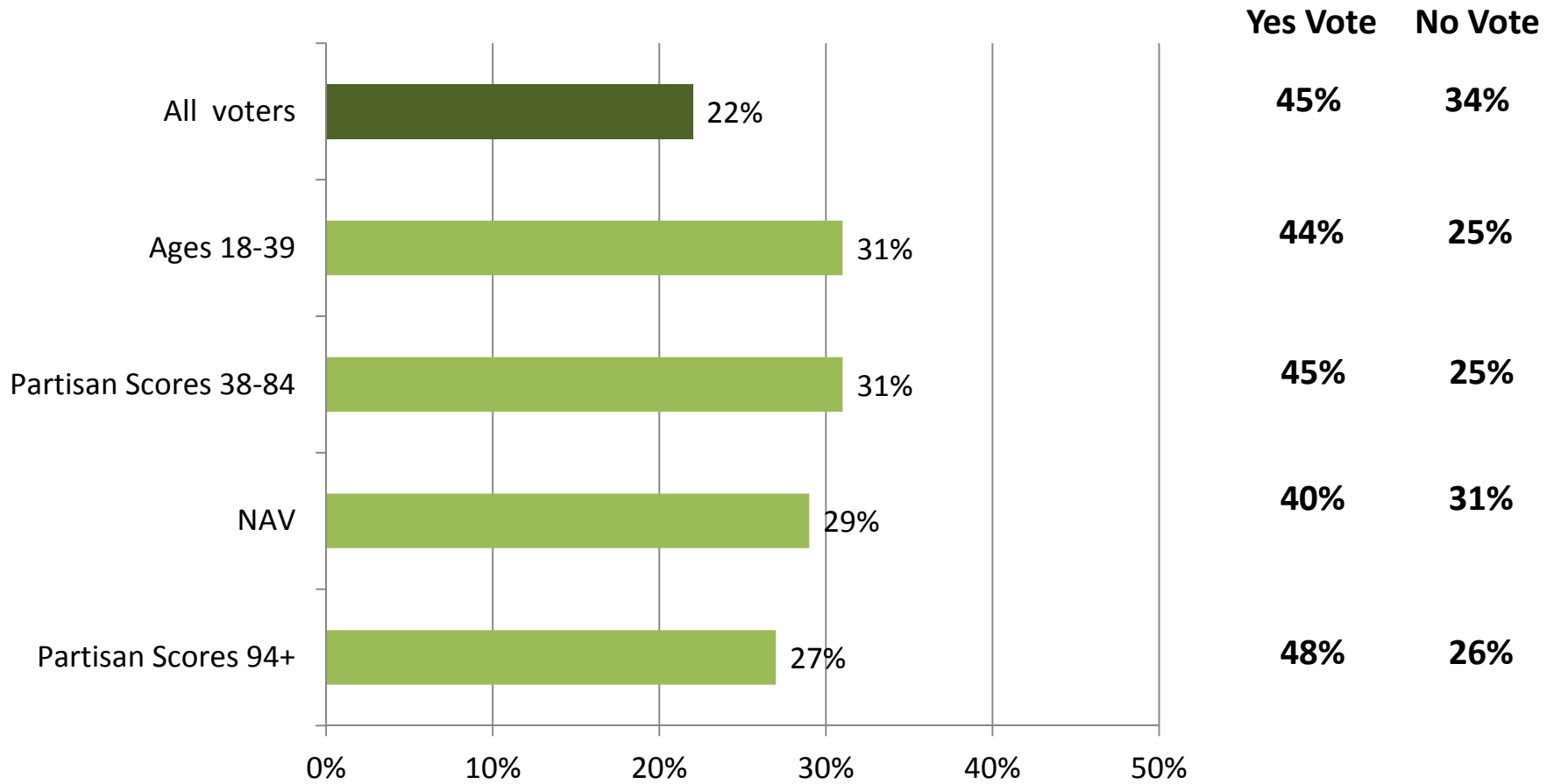
• Republican women	34%
• Young Democrats	33%
• Older women	31%
• HS or less	31%
• All voters	26%

Soft supporters (not strong “yes”)

• Younger women	30%
• Young NAV	30%
• Ages 40-49	25%
• College+	25%
• Partisan Scores 84-94	24%
• Democratic women	24%
• All voters	19%

If the election were held today, would you vote 'yes' or 'no' on this bond measure?

Undecideds tend to be:



If the election were held today, would you vote 'yes' or 'no' on this bond measure?

Women, younger voters, and those with a 4-year degree or more are most likely to support the bond



	Yes	No	Don't Know	Yes Margin
Men	38%	40%	22%	-2
Women	50%	29%	21%	+21
Under age 40	44%	25%	31%	+19
Under age 50	50%	28%	22%	+22
Over age 50	42%	38%	20%	+4
Over age 70	43%	31%	26%	+12
Kids @ home	47%	32%	21%	+15
No kids @ home	44%	35%	21%	+9
No college education	39%	42%	19%	-3
College+	51%	25%	24%	+26
TOTAL	45%	34%	22%	+11

If the election were held today, would you vote 'yes' or 'no' on this bond measure?

There are divides in the electorate based on partisanship



Democrats offer lukewarm support, independents lean our way, and Republicans remain divided.

	Yes	No	Don't Know	Yes Margin
Democrat	50%	29%	21%	+21
NAV	40%	31%	29%	+9
Republican	41%	41%	18%	-0-
Partisan scores 94+	48%	26%	27%	+22
Partisan scores 84-94	47%	41%	13%	+6
Partisan scores 38-84	45%	25%	31%	+20
Partisan scores 6-38	37%	45%	19%	-8
Partisan scores ≤6	46%	34%	20%	+12
TOTAL	45%	34%	22%	+11

< We do not see the typical partisan scaling we would expect in a bond measure.

If the election were held today, would you vote 'yes' or 'no' on this bond measure?

There are regional divides at play



Initial ballot language also garners higher levels of support from those who have not had to rely on emergency response.

	Yes	No	Don't Know	Yes Margin
Emergency response	38%	44%	18%	-6
Non-emergency response	49%	27%	25%	+22
Mt. Hood/South County	47%	31%	23%	+16
West Metro	46%	35%	19%	+11
East Metro	43%	33%	23%	+10
Rural Central	43%	36%	21%	+7
TOTAL	45%	34%	22%	+11

If the election were held today, would you vote 'yes' or 'no' on this bond measure?

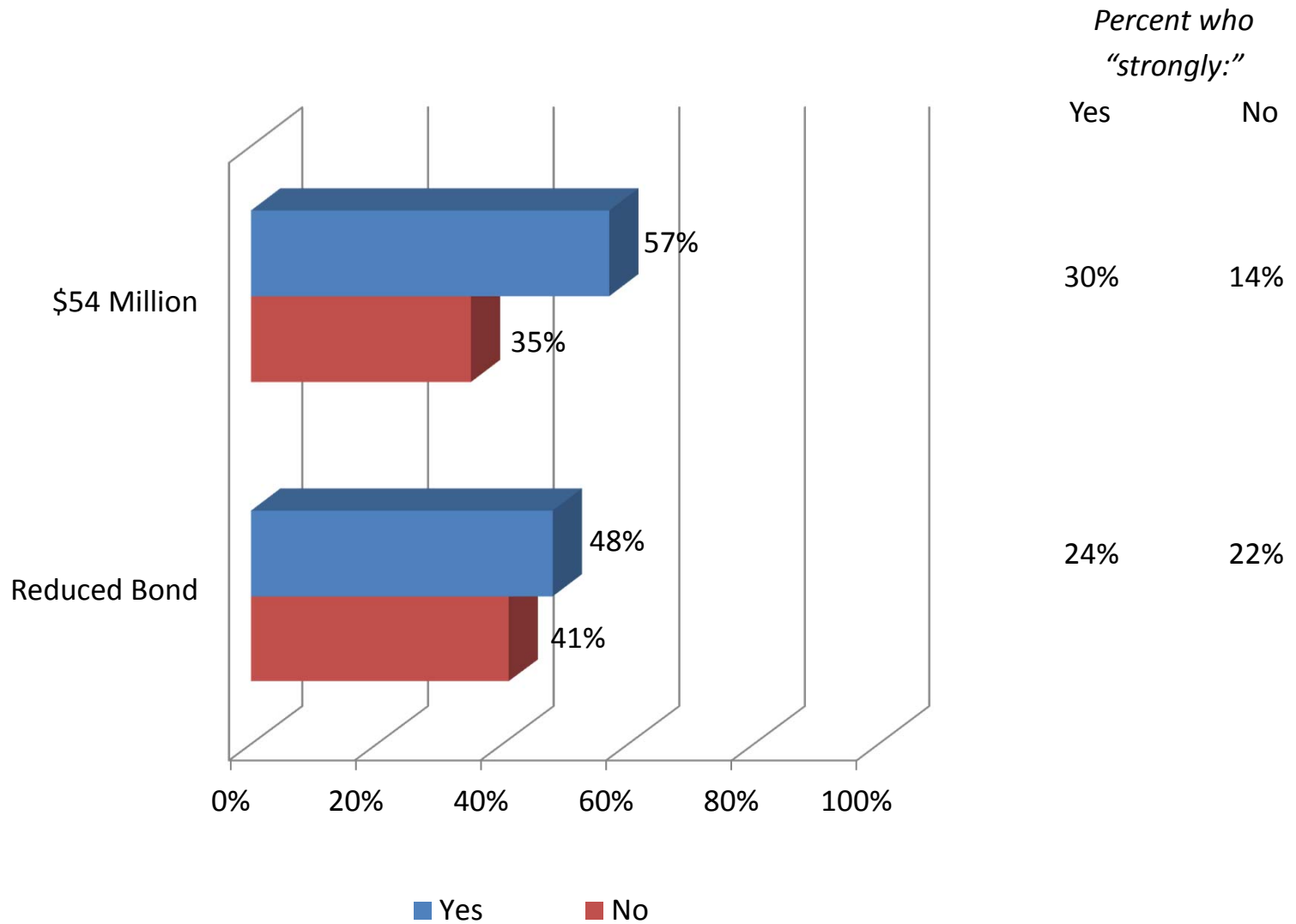
Bond options:



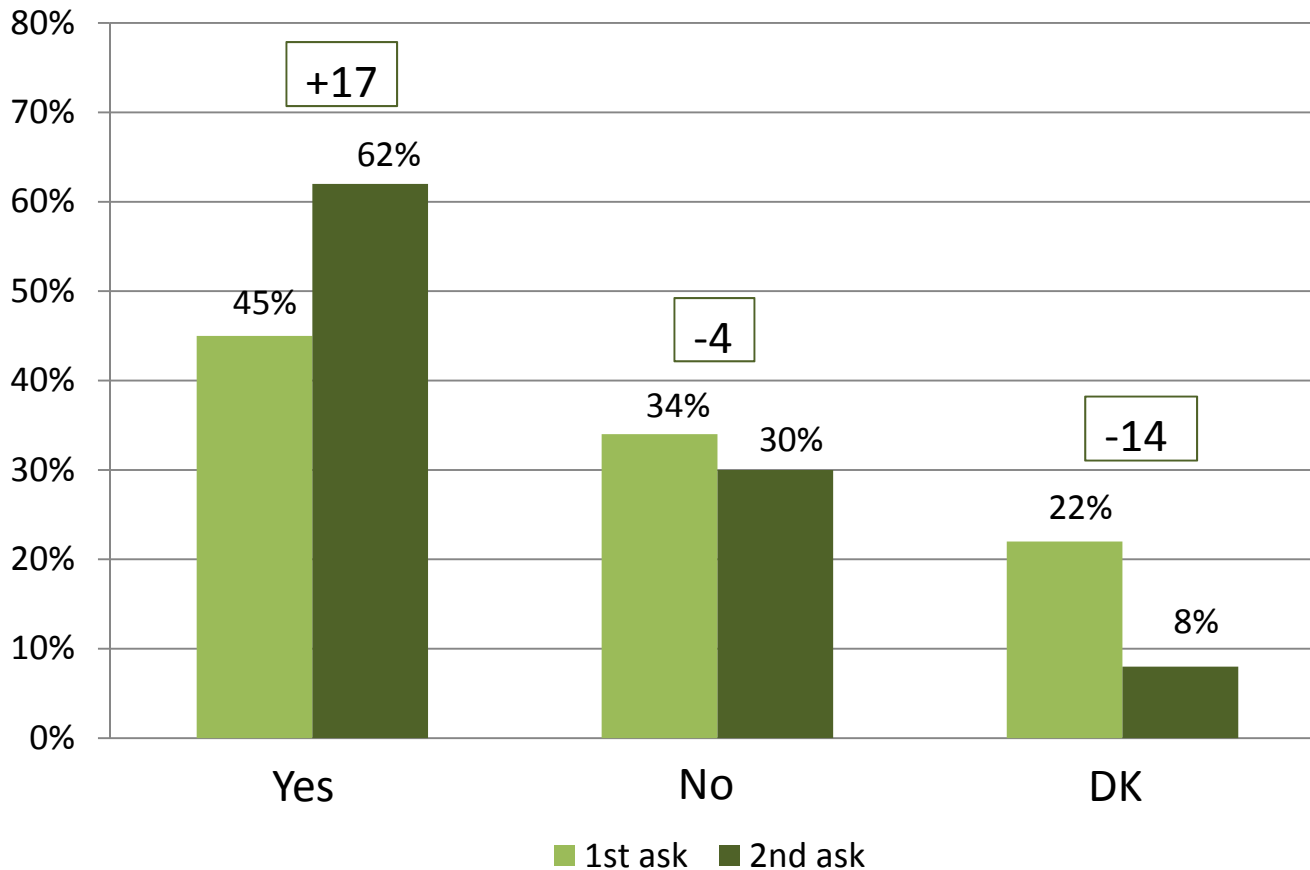
[\$54 MILLION] One potential bond measure would replace the current obsolete emergency communications system with a new digital system. The bond would create emergency communications coverage in parts of the county that currently have none, will include portable on the hip capabilities for frontline personnel, and will allow radios to properly function within large buildings. It will also pay for the replacement of the current emergency paging system and will include warranties and software updates for the new system, limiting future costs. This bond will cost the average homeowner \$2 dollars and 9 cents per month

[REDUCED BOND] Another potential bond measure would still pay to replace the existing obsolete emergency communications system with a new digital system. However, this bond would not pay for increased coverage across the county, or more reliable communications when inside a building, and has no ability to expand coverage to deal with expected population growth. It would cost the average homeowner \$1 dollar and 67 cents per month

As we saw in the focus groups, voters prefer the more robust bond



Voters move our way when given more information about the bond



“The better the explanations and reason for the measure, the more likely I would be to support it.”

“We would not want something to crash and need assistance and not be able to get the help that we need. That is very scary.”

*Qualitative data from June 2015
QualBoard*

Let me tell you a little bit more about this bond measure: This bond will replace the radio system that sheriff’s deputies, police, firefighters, and EMTs, use to communicate with 911 dispatchers in an emergency. On any given day, this communication system has over 40 thousand transmissions to and between emergency responders. Yet it runs on technology from the early 1990s, has many components that are no longer manufactured, and a technical support system that will be completely phased out by 2017. Given its age, if any critical component suddenly stops working, the entire radio system could suffer a critical failure, so while residents could still call 911 and speak to someone, the dispatcher would have no reliable way to contact and send emergency responders to where they are needed.



Building a popular bond

Language nuance to keep in mind:



<i>What we should say:</i>	<i>Instead of:</i>
Replaces the county's existing <u>emergency radio system</u> 67% "favor"	Replaces the county's existing <u>emergency communications system</u> 59% "favor"



Note: At the end of the focus group, participants preferred referring to this as creating a new “emergency communications system” as opposed to an “emergency radio system.” The former was seen as more “modern,” “broader,” and more likely to be something used to “exchange information with other people.” It is worth noting that focus group participants made this distinction after learning a great deal about the system and exactly what it does – nuance that the typical voter will not have.

Language nuance to keep in mind:



<i>What we should say:</i>	<i>Instead of:</i>
<p><u>Enhances</u> coverage by adding emergency communications towers in areas of the County that currently have none</p> <p>77% “favor”</p>	<p><u>Improves</u> coverage by adding emergency communications towers in areas of the County that currently have none</p> <p>70% “favor”</p>
<p><u>Replaces</u> the out-of-date alert paging system used to notify firefighters and other public safety officers in an emergency</p> <p>73% “favor”</p>	<p><u>Updates</u> the out-of-date alert paging system used to notify firefighters and other public safety officers in an emergency</p> <p>65% “favor”</p>
<p><u>Modernizes</u> the out-of-date alert paging system used to notify firefighters and other public safety officers in an emergency</p> <p>70% “favor”</p>	
<p>Replaces the county’s existing <u>emergency radio system</u></p> <p>67% “favor”</p>	<p>Replaces the county’s existing <u>emergency communications system</u></p> <p>59% “favor”</p>

Language nuance to keep in mind:



What we should say:

Pays for the pre-purchase of an extended warranty for the digital communications system in order to avoid annual support costs. *This saves tax payers eighty thousand dollars annually*

71% “favor”

Instead of:

Pays for the pre-purchase of an extended warranty for the digital communications system in order to avoid annual support costs

62% “favor”

Adding towers and expanded in-building coverage are popular aspects of the bond



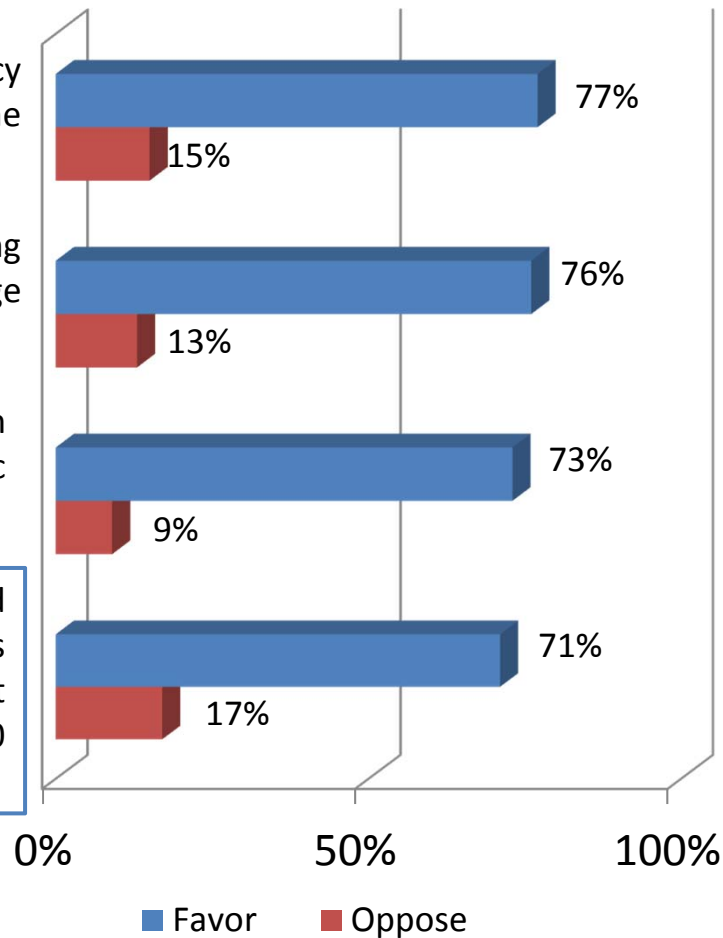
Voters also favor replacing the paging system and purchasing the extended warranty, saving taxpayer dollars.

Enhances coverage by adding emergency communications towers in areas of the County that currently have none

Expands in-building coverage, allowing radios to properly function within large buildings like hospitals, schools, and malls

Replaces out-of-date alert paging system used to notify firefighters and other public safety officers in an emergency

Pays for the pre-purchase of an extended warranty for the digital communications system in order to avoid annual support costs. This saves tax payers \$80,000 annually



Percent who “strongly:”
Favor Oppose

52% **8%**

51% **7%**

43% **5%**

43% **8%**

I’m going to read you some possible aspects of the potential bond paying to replace Clackamas County’s emergency communications system. After each, please tell me whether you favor or oppose that particular aspect of the bond.

Note: Items boxed in blue appear in regression modeling as drivers of support for the bond.

Best case bond language:



CAPTION: (10 words) Bond to replace obsolete emergency communications for first responders.

QUESTION: (20 words) Shall county replace obsolete emergency communications for first responders, expand coverage, by issuing \$53,704,000 general obligation bond with citizen oversight? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

SUMMARY: (175 words) If approved, this measure would fund the replacement of the emergency communications system for first responders. The bond would:

- Replace the county's existing emergency radio system that runs on technology from the early 1990s;
- Enhance coverage by adding emergency communications towers in areas of the county that currently have none;
- Expand in-building coverage, allowing radios to properly function within large buildings like hospitals or schools;
- Replace out-of-date alert paging system used to notify firefighters and other public safety officers in an emergency;
- Will cost the average homeowner \$2.09 per month
- Includes built-in accountability mechanisms like citizen oversight
- Pay bond issuance costs;

Bonds would mature in a period not to exceed XX years from the date of issue and may be issued in one or more series. The overall tax rate for bonds is estimated to be approximately \$XX per \$1,000 of assessed property value. Results may differ based on actual interest rates incurred and growth in assessed value.

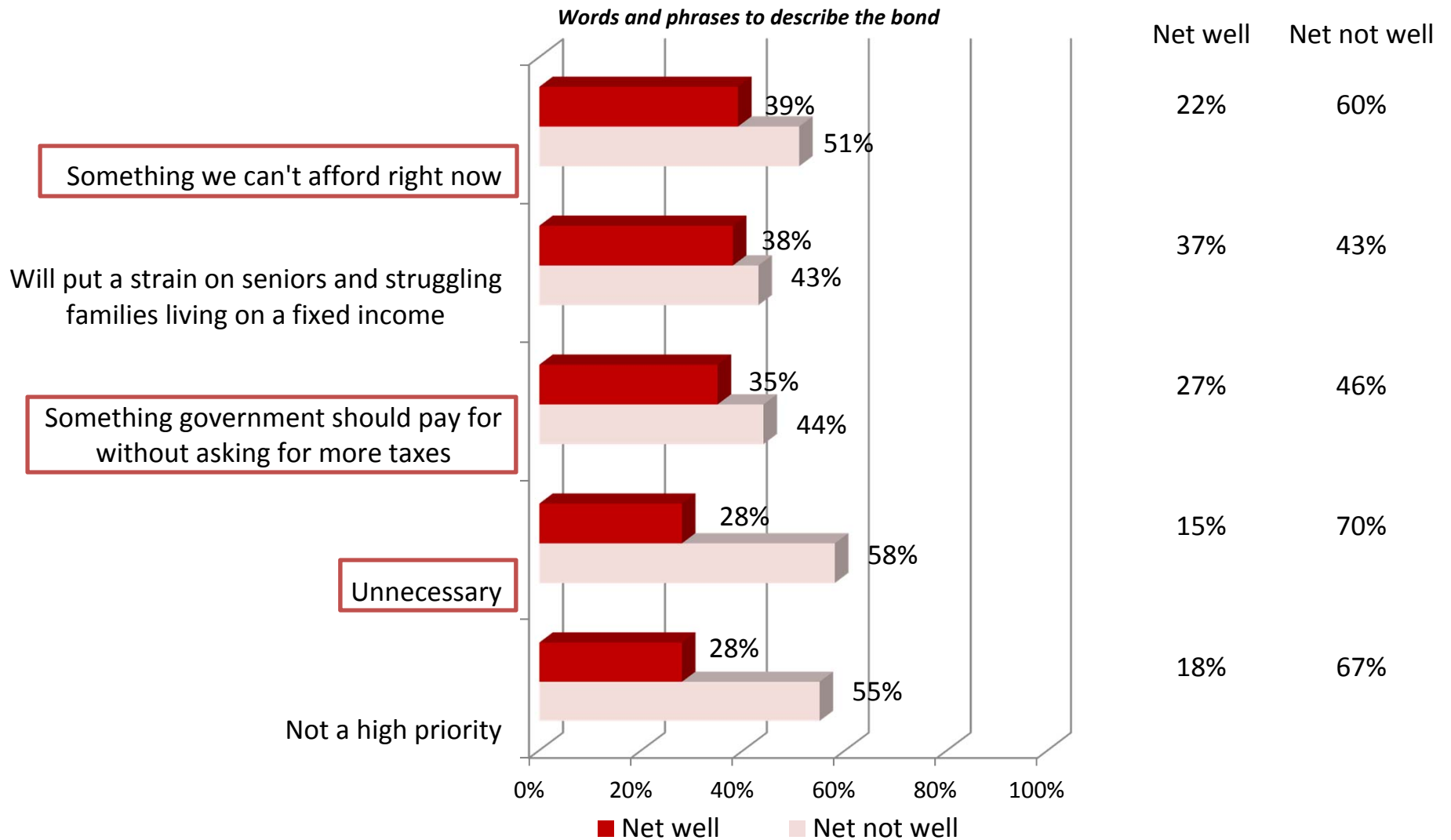


Message Strategy

After messaging, none of the negative traits are seen as descriptive



According to regression modeling we need to worry about voters believing this is an unnecessary bond we can't afford that should instead be paid for without more taxes.



Note: Traits outlined in red are drivers of opposition to the bond.

Messaging against the bond falls flat with voters

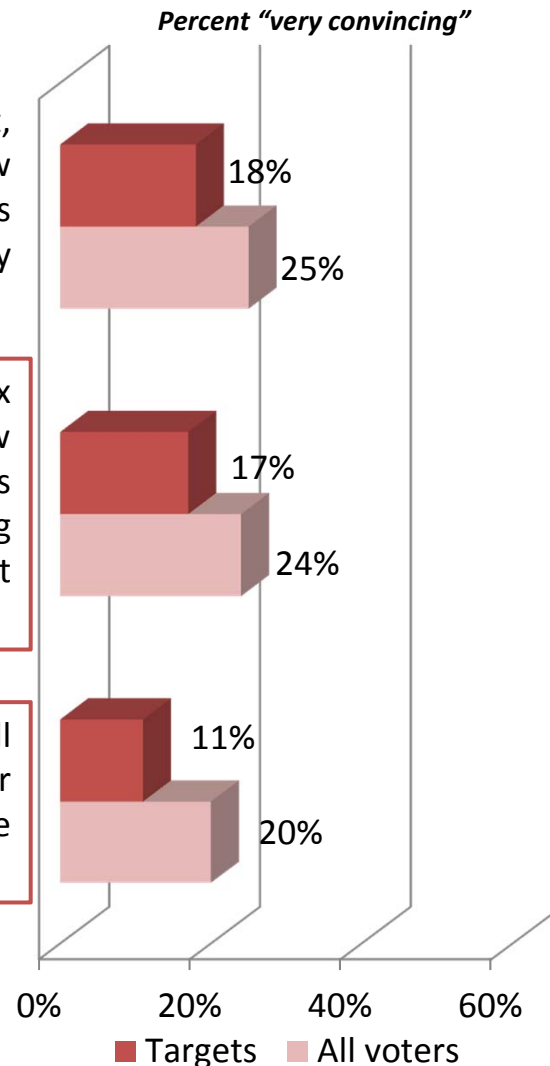


However, regression modeling indicates that messages regarding taxes and the functionality of the current system drive opposition to the bond.

[WASTE] Public safety is a core function of government, and shouldn't be paid for with special taxes. If a new radio system is necessary, government bureaucracies need to find more efficiencies, cut more waste, and pay for this itself

[TAXES] Government needs to think outside of the box instead of just throwing money at a problem. This new tax will put a strain on working families and seniors living on a fixed income. With a just-barely improving economy and already sky-high property taxes, the last thing we need to do is create another one

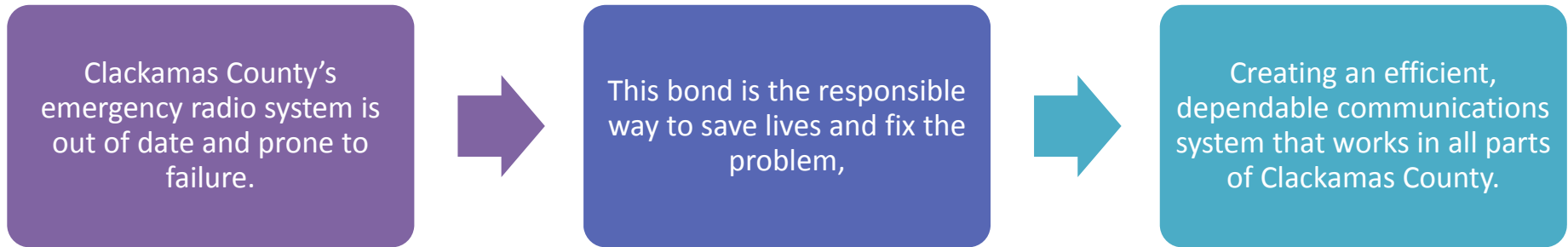
[NOT TIME] The current system is working, and will continue to work for at least two more years. Rather than spending more money now, we should continue using what we have and reassess in 2017



Net "convincing"	
Targets	All voters
37%	46%
39%	49%
29%	40%

Note: Messages outlined in red are drivers of opposition to the bond.

Our message frame:

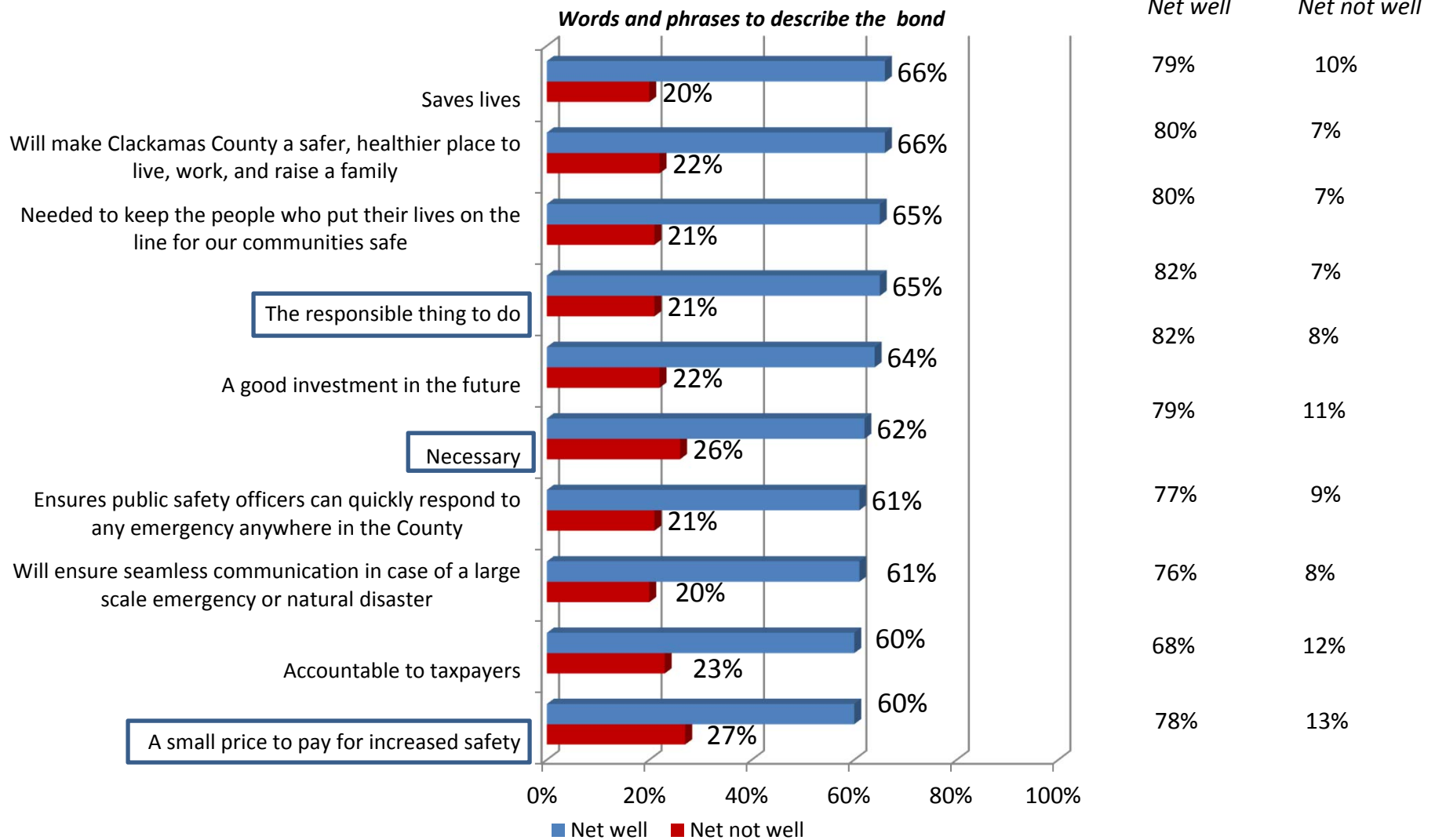


Note: this frame was arrived at through a combination of top tier messaging and regression analysis.

Voters find all positive traits to be descriptive of the bond after messaging



Regression modeling indicates that we should emphasize that this bond is a small price to pay for increased safety and is both necessary and the responsible thing to do.



Note: Traits outlined in blue are drivers of support for the bond.

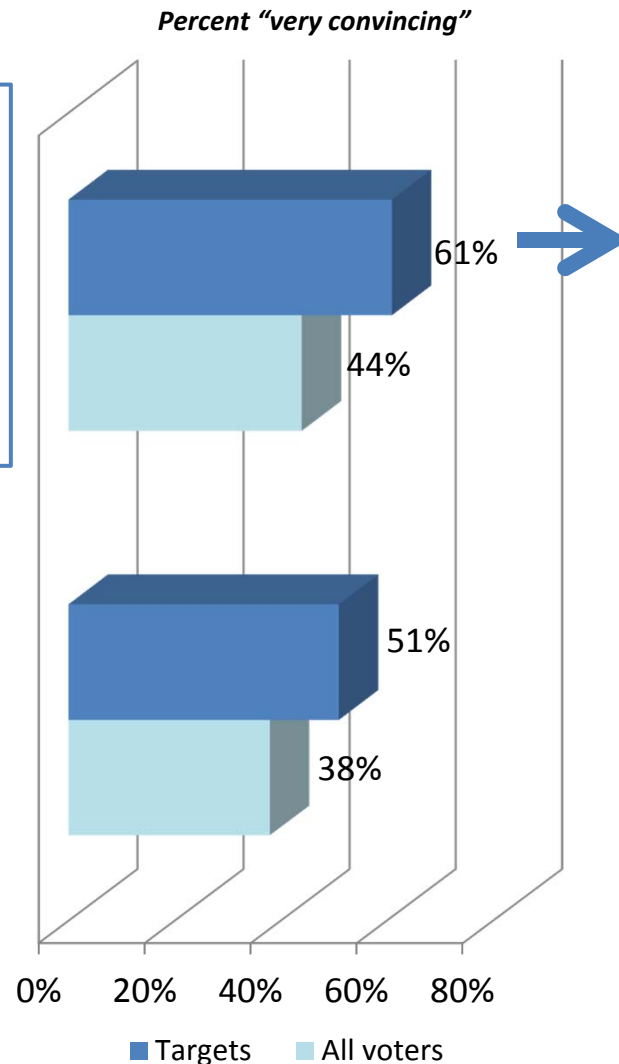
Our best messaging focuses on safety and the urgency of replacing the current system



According to regression modeling 9/11 is a great example of needing a fully functioning system.

[LIFE & DEATH 1] This bond will ensure that police, firefighters, and emergency responders use the same, reliable communications equipment, and work together using the same radio frequencies. As we saw in the response to 9/11 when firefighters and police from different agencies had difficulty coordinating their response, this can literally mean the difference between life and death

[FAILURE 1] Clackamas County's emergency radio system is experiencing an ever increasing number of operational issues and failures. In fact, the system had had three major outages since August of last year – impacting emergency response by requiring public safety officers to use complicated work arounds that make it harder to respond to an emergency quickly and safely. Should there be a critical system failure, it may take more than six months to get the system fully back up and running. Put simply: we can't put this off any longer



When looking at our bond targets, the 9/11 example tests much better (61% very convincing) than the Clackamas Town Center example (47% very convincing).

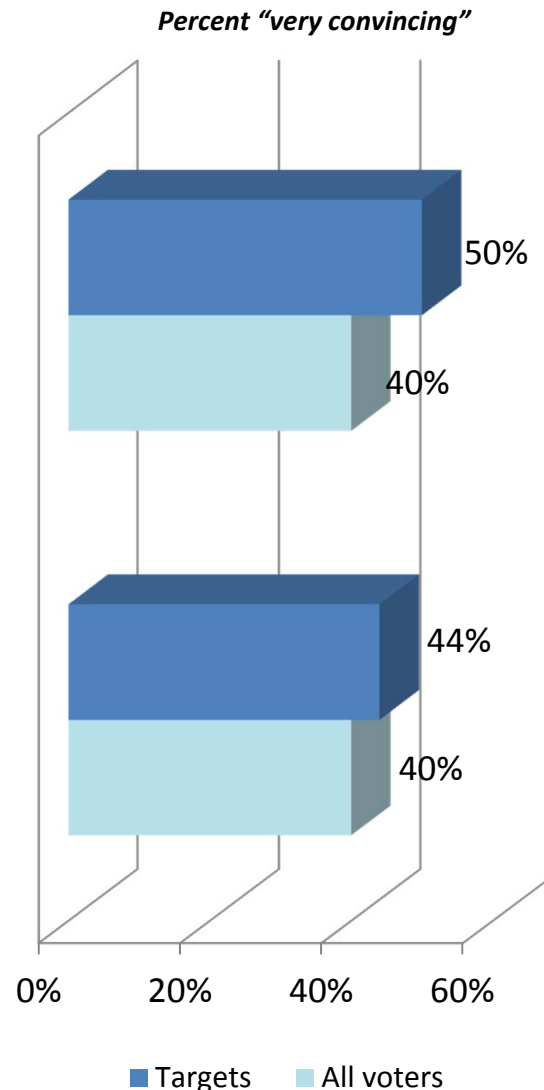
Note: Messages outlined in blue are drivers of support for the bond.

The age of the equipment and description of the bond as “good government” is also compelling

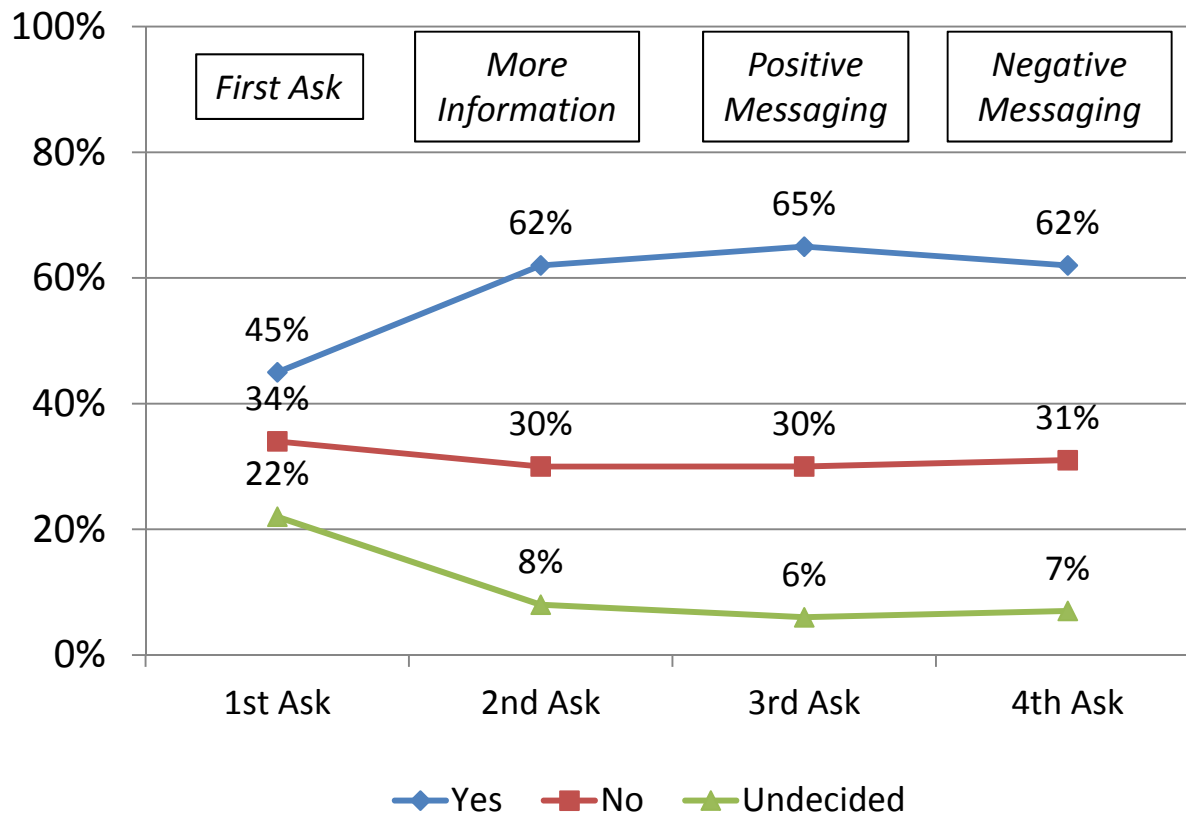


[OUTDATED 1] Our public safety and emergency responder’s radio communications equipment is obsolete. As a result, our emergency response is forced to operate using out-of-date software, and as parts break our police and fire agencies have to purchase replacements from agencies that no longer use this outdated technology, including from places as far away as the Middle East

[RIGHT THING TO DO] We need a dependable emergency communications system that works all the time and in all parts of Clackamas County. This is good government: improved service, efficiency, low cost, forward looking, with cost controls in place



We see significant movement by the end of the survey

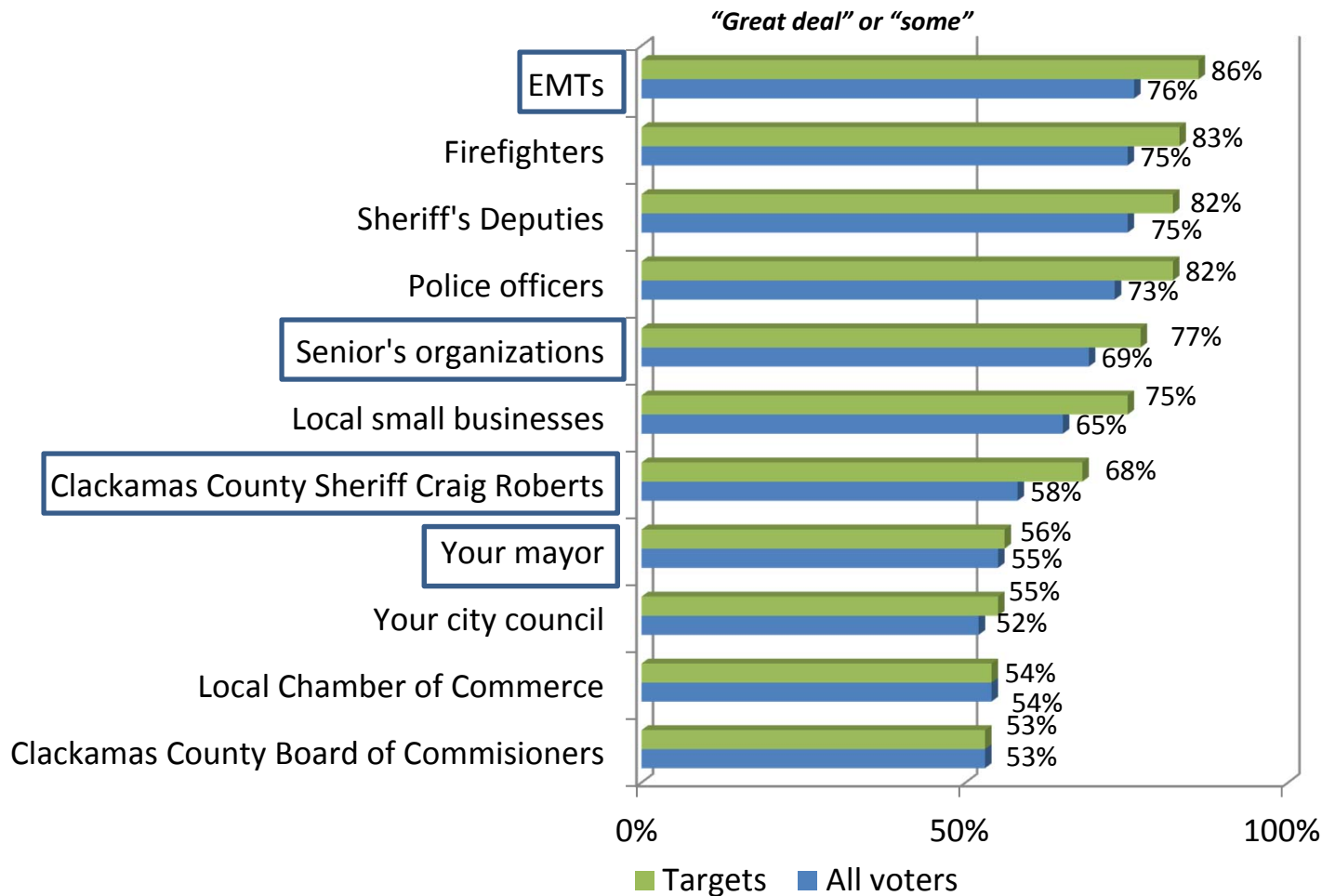


Where the "yes" vote increases:

Young Democrats	+29
Union HH	+24
PS 38-84 and 94+	+24
Democratic men	+23
Young men	+23
NAV	+22
Medium propensity	+22
College+	+22
All voters	+17

If the election were held today, would you vote 'yes' or 'no' on this bond measure?

Emergency responders are our best messengers



"I'm going to read you a list of some groups, businesses, and people who may speak out about the potential bond paying to replace Clackamas County's emergency communications system. After each, please tell me if you trust that group, business, or person a great deal, some, not too much, or not at all. If you aren't sure how much you trust each one or aren't familiar with them, just say so and we will go on."

Note: Messengers outlined in blue indicate drivers of support for the bond based on regression modeling.

Our persuasion targets:



Targets:

- Young Democrats
- Mt. Hood/South County
- Partisan Scores 38-84 and 94+
- NAV
- College+
- Young women
- Ages 18-39



Attachment 3

Recommended revisions from C800 strategist, Liz Kaufman,

CAPTION: General Obligation Bonds to replace aged emergency radio communications system.

(9/10)

QUESTION: Shall County replace outdated first responders emergency radio communications system; expand coverage; reinforce for disasters; issue \$59 million in bonds?, If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

(20/20)

SUMMARY: When the public calls 9-1-1 for help, Clackamas County's emergency communications system dispatches all fire and rescue, law enforcement, and ambulance providers countywide. Although the system has worked for decades, manufacturers no longer make key parts and towers are not designed to withstand the earthquakes predicted for Oregon.

If approved, bonds pay for replacement of the emergency communications system including:

- Convert the emergency radio system to current technology;
- Expand coverage to areas of the county that currently have none;
- Add in-building coverage, so radios can function within hospitals, schools;
- Improve reliability during major disasters; and
- Replace approximately 1000 analog first responder radios countywide;

For accountability, an appointed citizen committee will provide oversight.

Bonds would be paid over 15 years or less.

Projected tax rate for bonds is estimated not to exceed 10¢ per \$1,000 of assessed value. Actual rate may vary depending on market conditions. Typical homeowners with a 2016 average assessed (not market) value of \$262,514 would pay about \$26.25 annually or a little over \$2 a month.

(174/175)