



## **EXPERIENCE: PUBLIC PARTICIPATION BALLOT INITIATIVES (100% SUCCESS RATE!)**

**Capital Improvements Sales Tax Renewal, Belton, Missouri:** In addition to communication tools that had proven effective in previous campaigns, Shockey helped the City of Belton publicize how the existing tax had improved the community over the past 20 years. Strategic activities and messages were community-driven and responsive to current concerns. The campaign

resulted in a 67% voter approval.

**Transportation Sales Tax Renewal, Belton, Missouri:** Created public education plan and arsenal of campaign materials, including image and tagline. Prepared press materials, handouts, display boards, and yard signs. Created and managed printing and mailing of direct mail pieces. Prepared presentation and provided speakers training. The campaign resulted in 65% voter approval.

**Public safety Bond Issue and Sales Tax, Belton, Missouri:** Community needed support for building a new fire station, renovations for 20-year old station and recruitment of more personnel. Shockey created public education plan and campaign materials, including image and tagline. Prepared press materials, handouts and web materials. Created and managed printing of direct mail pieces. Prepared presentation and provided speakers training. The campaign resulted in 70% voter approval of bond issue and 65% approval of sales tax.

**Stormwater Bond Issue, Belton, Missouri:** Shockey Consulting coordinated the Stormwater Bond Issue education campaign for Belton. The \$10.6 million Stormwater Bond had failed to receive voter approval in 2005. Shockey developed a public education plan complete with activities, resources and public-involvement that helped voters learn more about the community-wide concern for stormwater and flooding. The campaign resulted in a 60% voter approval.

**Public Safety Bond Issue and Sales Tax, Belton, Missouri:** Belton needed to educate the public about the need for a new fire station, necessary renovations for a 20-year old station and recruitment of more personnel. Shockey created a public education plan and campaign materials, including image and tagline; prepared press materials, handouts and web materials. Created and managed printing of direct mail pieces and prepared presentation along with speakers training. The campaign resulted in 70% voter approval of bond issue and 65% approval of sales tax.

**Stormwater Public Participation Plan, Independence, Missouri:** Consulted on the sales tax preliminary public education strategies. The public education program resulted in 80% voter approval of the sales tax.



**Vote Yes! Rain to Recreation Campaign, Lenexa, Kansas:** Raised contributions, planned and executed the campaign to renew the Rain to Recreation sales tax initiative in Lenexa. The campaign resulted in 79% voter approval.

**General Obligation Bond Issues, Raymore, Missouri:** Shockey Consulting managed the public education campaign for the City of Raymore's General Obligation Bonds for capital improvement projects. Campaign activities included a comprehensive plan, logo & tagline, campaign mailings, media materials, presentation and speakers bureau. Voter approval was 87% for the street improvements question and 74% for the parks & recreation improvements question.

**City Charter Ballot Questions, Belton, Missouri:**

Following a long history as a fourth class statutory city, the City of Belton wanted to inform the community about a proposal to change their form of local government. Residents would decide if citizens would serve on a Charter Commission for the purpose of framing a charter government for Belton. Shockey Consulting created an education plan and communications tools targeted to the community including mailers, fliers, and presentation materials. The ballot question to establish a Charter Commission to draft a city charter received 60% voter approval.

At the next regular election, the Charter Commission presented the city charter document for voter approval. Shockey again assisted in getting the messages to voters about the proposed charter government. Adoption of a city charter for Belton received 61% voter approval.

*"Thank you for your efforts in regards to this very important issue. We are looking forward to implementing this project which is crucial to our continued growth. I always feel comfortable when Shockey is on the job."*  
*Juan Alonzo, Mayor, City of Raymore, MO*

**Middle Big Creek Wastewater Improvement Bonds**

Middle Big Creek Sewer Subdistrict, a subdistrict of Little Blue Valley Sewer District, needed improvements for additional wastewater capacity and treatment. A regional funding solution with a \$38.5 million bond issue was proposed to subdistrict voters in both Cass and Jackson Counties, Missouri. Shockey Consulting, in partnership with the Art Davis Group, executed the public education and public participation campaign components in seven communities in preparation for the election. The improvements were approved by 72 percent of the voters.

*"Shockey Consulting is fantastic. They will always be #1 on my list. Thanks again!"*  
*-- Gary L. Mallory, Cass County Presiding Commissioner*

*"Because of you and your staff's hard work, we were successful in passage of the Bond Question. We enjoy very much working with you and look forward to our continued involvement on future projects."*  
*-- John Reece, Executive Director, Little Blue Valley Sewer District on the Middle Big Creek Bond Election*