

Building Community Support A 24/7/365 Commitment

A Case Study from Stevens
(WA) Fire District #1

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Stevens County Fire Dist. 1

- ◉ 375 square miles
- ◉ 8 very distinct communities
 - What is the personality of your communities?
- ◉ Highly conservative
 - More “Constitutional”
- ◉ Very suspicious of government
- ◉ High unemployment (double the national average)
- ◉ Very low per capita income (\$16,000)

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3 Quick Hits

- ◉ Transparency
- ◉ Community Interaction
- ◉ Create Value

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Marketing 101

- ◉ Business Marketing
 - “Location, location, location”
- ◉ (Government) Marketing
 - “Transparency, transparency, transparency”
- ◉ 24-7-365 Endeavor

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Transparency

- ◉ What's the Secret?
 - Be there for them
 - Inform, Inform, Inform
 - What do **they** want?

Transparency=Honesty

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Transparency



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Involve the Community



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Who Are You? Branding (Let them know who you are)

- Logo Use
 - On letterhead
 - On vehicles
 - Uniforms
- Stevens “County”



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Use your People

Easy to Vote Against Things



Hard to Vote Against People

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Create Value

- ◉ What is in it for them?
- ◉ Who are your competitors?
- ◉ What is your true value?



ULTING

Communicate Value

BEFORE

- ◉ Balanced Budget
- ◉ Fund an additional FF
- ◉ Decrease in Volunteers
- ◉ Health and Safety of our FFs
- ◉ Decontamination Units
- ◉ Exhaust Ventilation

AFTER

- ◉ Reduce EMS response times
- ◉ Reduce Fire response times
- ◉ Value for your tax dollar

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Community Interaction

- Community Interaction is 365 Days



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Community Newsletter

- Reaches 7100 households
- \$14,000 per year (4 issues)
- Independent publisher
- Utilize all your "reporters"
- Feature/Celebrate your people
- Lots of photos
- Set up a project timeline over many issues



"We look forward to the newsletter"

Included in your packet
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End Results

- Passed EMS levy 62.5% (2013)
 - Consultant was successful at 56.25%
 - 14 of 16 precincts passed it (1 tie, 1 loss by 5)
- Passed Fire Levy 54.5% (2015)
- Passed \$6.5 Million Station Bond (2016)
- Passed EMS LID Lift 55% (2018)



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One Last Thing

Be Professional

Your crews must do their jobs *correctly* for any of this to work.

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Thank you

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"Providing the best information in the most common sense approach possible"

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