

HIGHGROUND

PUBLIC AFFAIRS CONSULTANTS

**Public Affairs • Strategic Planning • Lobbying • Coalition Development
Campaign Management • Grassroots Coordination • Public Opinion Polling**

Cochise County Public Involvement Process & Elections Consulting

Public Involvement and Elections Consulting

- We recommend a robust public engagement effort to improve awareness within the community about the public safety needs of Cochise County. This proposal is aimed at helping Cochise County save money, time, and ultimately, make an educated decision on whether to call for an election.
- HighGround will assist in three main areas:
 1. Strategic Planning
 2. Messaging and Communications
 3. Opinion Research

Area 1: Strategic Planning

- Strategic timeline for Election Advisory Committee process to help keep the committee on track
- Strategic messaging and writing
- Assistance in developing an outreach and community engagement strategy during development
- List of needs and goals through the end of the development process
- Reviewing meeting results and next steps
- Assist in a media engagement and social media plan
- Participating in meetings as necessary



Area 2: Messaging and Communications



Develop consistent talking points.



Create a branded effort focused on key issues.



Develop bridge messaging regarding difficult topics.



Conduct speaker training and develop materials focused on message discipline.



Create and implement a free media editorial calendar.



Develop social communication schedule.

Area 3: Opinion Polling

- Countywide messaging survey
- Test perception of the county and the direction of public safety
- Test messengers and credibility
- Test awareness of public safety needs, funding options, and general impressions regarding positive/negative reception, community satisfaction, and service
- Explore several messages for and against the proposal, growth, economic development, and taxation
- A ballot test to help provide a baseline understanding to help the Board of Supervisors make their decision



Additional Information

- Timeline: 6-month engagement to begin strategy and process
- Staff and community involvement will be critical to success
- Discipline and deliberation – a process focused on communicating needs and exploring solutions
- Committee should be made up of community members and others who can review relevant information and become “experts” on the topic
- Understanding the benefits and challenges of both 2023 and 2024

Questions?

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Thank You!

