

# CASE STUDY:

## WHY TARGETING MATTERS

*Identifying Key Audiences  
for Awareness,  
Persuasion & Turnout*





## *The Problem*

The Association of Washington Public Hospital Districts (AWPHD) had multiple levies on the ballot in various communities to build new hospitals, increase access to services, purchase new ambulances, and more.

Many previous ballot attempts had failed by narrow margins. The AWPHD needed an affordable yet effective way to reach voters, make them aware of the levies, persuade them to support the plans, and motivate them to return their ballots. An additional hurdle the AWPHD faced in many measures was needing to garner 60% of the vote for each levy to pass in addition to meeting strict legal guidelines for engagement.

## *The Goal*

The Majority Strategies team recognized immediately the need to analyze the data and identify the key audiences for awareness, persuasion, and turnout, considering the demographics of the areas with a levy on the ballot.

We determined the right audiences of voters in three hospital districts who could be persuaded to support the issues as well as turn out and cast their ballots.

## *The Plan*

The voter contact plan was crafted with a heavy emphasis on direct mail as well as live calls and text messages. We exclusively used live calls in small communities to protect the local feel and prevent any insinuation that a larger outside group was attempting to influence the outcome of the levies. There were also a high number of landlines in the area..

The goal was certainly persuasion but even more so turnout to meet the threshold needed in addition to the 60%-passage requirement.

# The Details

DIRECT MAIL

## "IMPACT"

**WHAT WILL BE THE BALLOT MEASURE'S IMPACT?**

The ballot measure requests a levy amount of 50 cents per \$1,000 of assessed value, to be collected beginning in 2024.

**IF APPROVED, LEVY FUNDS WILL HELP:**

- Improve Access to Quality Care
- Enhance Primary, Surgical, and Emergency Care
- Provide Locally Reliable and Accessible Urgent Care
- Boost Growth and Support for Our Local Workforce

REMEMBER TO VOTE! BALLOTS DUE TUESDAY, APRIL 25!

QUESTIONS? Email [SRHUpdates@skagitregionalhealth.org](mailto:SRHUpdates@skagitregionalhealth.org)

Skagit Regional Health

Paid for by Association of Washington Public Hospital Districts  
AWPHD  
999 Third Avenue  
Suite 1400  
Seattle, WA 98104

## "BETTER"

**A Crucial Opportunity to Strengthen Snoqualmie's Local Health Services**

There will be a special election on April 25<sup>th</sup>. If approved, Hospital District Prop 1. would provide Snoqualmie Valley Hospital additional funding to:

- Enhance Primary Care
- Expand Specialty and Urgent Care
- Bolster Emergency Medical Services
- Grow Local Lab & Radiological Services

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**LOCAL HEALTHCARE IS ON THE BALLOT**

REMEMBER TO VOTE! BALLOTS DUE TUESDAY, APRIL 25!

For the first time in history, Public Hospital District No. 1, Skagit Regional Health, is asking voters to consider a property tax levy to help support access to quality care in our community. The ballot measure requests a levy amount of 50 cents per \$1,000 of assessed value. Based on the assessed value of property within the district for 2023, this equates to \$16.65 per month or \$200 per year for property with an assessed value of \$400,000. The proposition to support operational improvements and continued access to safe, quality care will appear on the April 25, 2023 special election ballot.

Local, excellent healthcare is indispensable. If approved, additional funds from the levy will help Skagit Regional Health meet new challenges and continue serving our local community.

WHAT WILL BE THE IMPACT OF GREATER COMMUNITY SUPPORT? See Reverse Side

Skagit Regional Health

**Keep Snoqualmie Care Local ... and Make It Even Better**

Snoqualmie Valley Health (King County Public Hospital District #4) has proposed a maximum regular property levy rate for collection in 2024 of \$0.70/\$1000 assessed value.

With Increased Funding from Hospital District Prop 1, Snoqualmie Valley Hospital Can:

- Expand Emergency Department to meet our community needs 24/7
- Modernize lifesaving technology, like MRI and CT imaging, along with locally accessible lab services
- Increase critical women's health services, including adding mammography technology
- Support growing Behavioral Health needs for all ages
- Provide good careers for those that live, invest and stay in our community

Visit [www.SnoqualmieHospital.org](http://www.SnoqualmieHospital.org)

## "CARE"

**Keep Care LOCAL**

The 2023 Bond Proposal will provide necessary renovations and upgrades to Ocean Beach Hospital.

- Improve Local Access to Quality Health Care
- Help Our Buildings Last Longer
- Grow Our Local Economy

Visit [OceanBeachHospital.com](http://OceanBeachHospital.com) to Learn More

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**Keep Care LOCAL**

Many community members must travel long distances to receive specialty care, causing hardship for themselves and their families ...

Ocean Beach Hospital requires renovations to improve patient care and maintain the facility.

Funding from the 2023 Bond Proposal will:

- Expand Local Urgent Care
- Enhance Access to Local Rehabilitation Services
- Bring the Latest Imaging Technology
- Modernize Patient Rooms & Bathrooms

Visit [OceanBeachHospital.com](http://OceanBeachHospital.com) to Learn More

PROPOSITION 1 will provide the issuance of its unlimited tax general obligation bonds in the aggregate principal amount of not to exceed \$10,000,000, for the purpose of providing funds to purchase, construct, equip, renovate, expand, and make certain capital improvements to the facilities of the District.

# The Results

Four of the five levies we were engaged in met the turnout threshold as well as the 60%-passage requirement.

2,463 voters in these districts did not vote in the 2018 midterm but did turn out in 2022.

Across the 3 hospital districts, 69.7% turned out in the 2022 general election, with a high in one hospital district of 80%.

We saw a clear turnout lift for the targeted voters in each district when compared to the overall turnout:

	TO%	Audience TO Lift
Adams Hospital District 2	67.9%	12.1%
Kittitas Hospital District 2	68.5%	7.8%
Whitman Hospital District 1A	52.0%	11.1%

This lift is also notable in that our targeted voters turned out at a higher rate despite turnout statewide being down from 2018, dropping to 63.8% in 2022 compared to 71.8% in 2018.

## Key Takeaways

Success begins with good targeting to ensure the right creative message is delivered to the right people on the right medium and effective planning to stay within budget.

*Partnering with Majority Strategies has made a big impact on the success rate of our measures. Their team is savvy, responsive and attune to the unique needs of our members. Working together has meant that more Public Hospitals have passed funding measures that will create a generational benefit to local healthcare here in Washington State.*

**MATTHEW ELLSWORTH**  
Executive Director,  
Association of Washington Public Hospital Districts



# MAJORITY STRATEGIES

POLITICS & PUBLIC AFFAIRS



[MajorityStrategies.com](http://MajorityStrategies.com)

[info@majoritystrategies.com](mailto:info@majoritystrategies.com)

904-567-2008

