

Stanwood-Camano School District Levy Election: Executive Summary

Date: February 13, 2024 (Special Election)

Measure: Proposition 1 - Educational Programs & Operations (EP&O) Levy Replacement

Outcome: Passed with 59.81% of the vote

Key Findings:

- Voters approved the continuation of the existing levy, authorizing the district to collect approximately \$17 million a year from 2025 to 2028
- Turnout 39% in Stanwood and 48% on Camano Island — highest turnout in Snohomish County (averaged 30%), Arlington (35%), Lakewood (29%), Edmonds (31%), and Sultan (33%)
- The largest increase in number of voters came from the precincts with new developments around Cedarhome
- Compared to the 2022 levy vote, Yes votes increased by 2,301 and no votes decreased by 786

Additional Notes:

- **Did our efforts impact previous data?**
 - Turnout increased
 - The total amount of No voters was relatively stable, indicating efforts are better spent focusing on turnout
 - Precinct data was uniformly distributed; few “hot spots”
 - Anecdotally, focusing on educating staff seemed to reduce emails and possibly misinformation while building confidence in staff’s understanding of the levy
- **Are there “new” data to consider?**
 - Last-minute turnout was extremely high in 2024
- **Where did your levy facts come from?**
 - Staff, social media, news, district emails, district website, word-of-mouth?
- **Total levy messages by platform (analytics)**
 - 76 Facebook posts + 68 Instagram posts, 39,009 impressions
 - 12 Nextdoor posts, 14,730 views
 - 70 levy-specific Smore newsletters, 52,770 views, averaging about 4 minutes
 - Levy Website 2,591 (spiked after direct mailer)
- **Our information-sharing playbook**

- Community events (89)
 - Easy-to-understand slide decks
 - Consistent messaging/branding
 - Educating staff on details
 - Flexibility to adapt to questions/concerns
 - Communicate via a variety of mediums (online, print, radio, in-person, video, email, word of mouth)
 - Positive focus
 - Info early in the campaign, narrow focus to meaningful specific examples, shift to turnout
- **Areas we can improve upon**
 - Ingraining “how school budgets and levies work” into peoples’ base knowledge
 - Increasing voter participation
 - Teaching about tax exemptions all year long
- **Things we learned?**
 - People didn’t like being told “what to do” or “what was right/wrong,” they wanted to understand and make up their own minds
 - Live streaming events on social media via a podcast style rather than a direct-to-camera presentation
 - Easy-to-understand graphics
 - Seesaw graphic on how levy taxes work
 - Number/type of staff underfunded by state