



TOYER STRATEGIC CONSULTING



MONTEREY MEDIA

Direct Petition Method
Annexation Management

Our Annexation Capabilities

Is Your Community Ready for Annexation?

- The election method of annexation isn't your only option ([MRSC notes that city's can support direct petition method annexations](#))

We Can:

- Help you analyze the likelihood of either election or petition method annexation.
- We can be your project manager for petition method annexations, handling communications strategies, signature gathering, neighborhood meetings and outreach, and process management (SEPA, boundary review board NOI, etc.)

Comparing Annexation Options

Election Method

- Election costs are variable
- City cannot “support” the annexation
- Who in community leads or pays for “Yes” campaign?
- Election misses an opportunity to educate
- “NO” general drives more voter turnout
- If “NO” prevails, expect major setback to annexation efforts for several years!

Direct Petition Method

- No restrictions on City support (per MRSC)
- City can be strategic about annexation(s) to fully annex UGA over time
- Petition method creates opportunities for communication and education
- Higher probability of success on first attempt, because of the ability to be responsible to resident concerns
- Opportunities to establish trust instead of the rumors and conjectures of campaigning

No Margin for Error

Lessons We've Learned from Annexations

- Among those contacted & confirmed there is a 1.6 : 1.0 ratio of 'YES' to 'NO' – a thin margin for meeting a 60% (1.5 : 1.0) threshold for either petition or election method annexations
- The petition only requires 1 owner of a parcel to sign – helpful in households split on their opinion of annexation
- 'NO' voters are traditionally more motivated to turn out a vote
- The “I don't know” and “I don't care” apathy of voters a huge hurdle in an annexation election

Direct Petition “Opportunities”

Education is more than Information

- Face-to-face contact appreciated
 - They feel heard, informed and “apart of” the process
 - Concerns can be addressed head on
- When explained that a petition method requires more participation than the election method
 - We’ve experienced people are more compelled to say “Yes” and people on both sides appreciate more input considered
- Education is critical to overcoming objections based on property taxes, growth, etc.
 - Standard voter statements and “FAQ” sheets that cities put on websites are not effective for annexation
 - Personal contact in the direct petition method process is valuable to educate residents and identify the “unknown” questions future residents have.

Comparing Method Limitations

Election Method

- City pays for cost of the election
- City cannot use resources to “support” the annexation because it’s an election
- If City can’t campaign for annexation, who does?

City Led Petition Process

- According to MRSC, there is no prohibition on City using resources to support a petition annexation. [Learn more](#)

What Does Petition Method Annexation Cost?

- The cost of a direct petition method annexation will vary based on location (how far we have to travel), as well as the size and density of the annexation area
- We price a not-to-exceed fee for each phase of the annexation process and back load the project with a “success fee” to ensure you are paying for the result, not simply ‘activity’
- To the maximum extent possible we buy and hire local to maximum the benefit to your community. That means we hire local signature gathers (often college students home for the summer) and buy from local vendors.

Roles & Responsibilities



TOYER STRATEGIC CONSULTING

Strategy, Management and
Communications



MONTERREY MEDIA

Research, Marketing, and
Education