

**Todd Tatum**

replied

*(Wed, 2 Apr 2025 at 9:56 AM)*

To:"PDC Support" <pdcc@pdcc.wa.gov>

Cc:mike.rosen@edmondswa.gov

External Email

Ms. Townsend,

Attached is our response to the supplemental complaint. Please let us know if you have any questions.

Todd



**Todd Tatum | Community, Culture, Economic Development Director**

City Hall | 121 5<sup>th</sup> Ave N | Edmonds WA 98020

425.771.0251 (office) | 425.758.1908 (mobile)

[todd.tatum@edmondswa.gov](mailto:todd.tatum@edmondswa.gov)

[www.edmondswa.gov](http://www.edmondswa.gov)



# CITY OF EDMONDS

CITY HALL • THIRD FLOOR

121 5<sup>TH</sup> AVENUE NORTH • EDMONDS, WA 98020 • 425.771-0247 • fax 425.771.0252

[www.edmondswa.gov](http://www.edmondswa.gov)

OFFICE OF THE MAYOR

MIKE ROSEN

MAYOR

April 2, 2025

Ms. Tabitha Townsend  
Compliance Officer  
Public Disclosure Commission  
711 Capitol Way S. #206  
Olympia, WA 98504

VIA EMAIL

**RE: PDC Case Number 167685 – April 22, 2025 ballot measure**

Dear Ms. Townsend:

We are in receipt of the PDC's March 28, 2025 email, regarding the supplemental complaint filed by Theresa Hutchinson. The following numbered paragraphs correspond to the numbered paragraphs of the supplemental complaint.

1. The PDC should not find any problem with the phrase "General Levy Contribution to Fire Service Contract" as used in the City's cost calculator. The word "contribution," in particular is appropriate because it is necessary to clarify for the voters that the general property tax levy (as distinct from the EMS levy) funds other city services, not only the fire service. To give voters a better understanding of how much of their current taxes go to the fire service, the word "contribution" is used. The cost calculator is introduced by the following sentence: "Use the cost calculator below to estimate your Fire/EMS costs if Edmonds voters approve annexation to the RFA." Once a user inputs a tax parcel number, the calculator compares the current tax-funded cost for fire/EMS services under the heading "Now" to what taxes for fire/EMS services would be under annexation. Given the context, is it hard to take seriously the complaint's assertion that one might confuse such contributions as being voluntary. This complaint should be dismissed.
2. The PDC should not require the City to educate voters about property taxes that are not part of the ballot measure. From an educational perspective, what matters is the difference in tax-funded costs with and without annexation. The city has accurately provided that information. The calculator also comes with the following note, which is placed right below the tax amounts that are displayed by the calculator: "Note: this calculator shows your estimated fire/EMS taxes should Edmonds annex into the RFA. This amount does not include city, county, hospital, school, library, or state taxes that make up your total property tax amount. Visit the Assessor's website to learn more about your total property tax." This complaint should also be dismissed.

• *Incorporated August 11, 1890* •  
Sister City – Hekinan, Japan

3. The complaint misunderstands the phrase “strategic communications” and mistakenly assumes that strategic communications are geared toward advocacy. That is not the case with regard to the services that the city contracted with LLPA to provide. The city is submitting with this response a declaration from Liz Loomis that further explains the nature of the services that she provides. In short, they are educational services. The same kind of services that LLPA has provided for 22 years. To the complainant’s additional concerns about the presentation of alternative options, the City is not required to educate voters about choices that are not on the ballot. Having said that, these other options are noted throughout the educational material provided by the city and can be readily accessed on the same website as the calculator.
4. No public funds are being used to advocate for City of Edmonds Proposition 1. The City’s funds are only being used to generate educational materials. This complaint should be dismissed.

Sincerely,



Mike Rosen  
Mayor

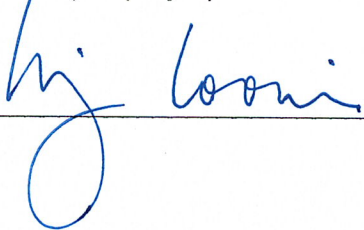
DECLARATION FROM LIZ LOOMIS PUBLIC AFFAIRS – April 1, 2025

Liz Loomis declares as follows:

1. This declaration responds to complaints filed with the Public Disclosure Commission (PDC) regarding City of Edmonds Proposition 1.
2. I am the CEO and Founder of Liz Loomis Public Affairs (LLPA).
3. LLPA provides strategic communication services to local governments. These services include educational communication regarding ballot measures, general communications, public relations, and crisis communications.
4. LLPA has been in business for 22 years. When the business began, all materials created were run by and approved by the PDC. This is content we continue to use today.
5. In 22 years, and prior to our work for Edmonds, there was one complaint filed against an LLPA client. It is common place for people opposed to candidates or ballot measures to file complaints with the PDC in an effort to capture media attention and defeat a candidate or proposal. That one complaint was dismissed, but the opposition group was successful in defeating the ballot measure.
6. LLPA has never advocated for ballot measures for its clients. We educate residents with factual information based on research and conclusions by companies or firms independent of the local government for whom we work.
7. LLPA has never worked for, or accepted money from private campaigns associated with a political candidate or a ballot measure.
8. Local governments are allowed to contract for communication services – including the communication of educational materials related to ballot measures – that are funded by taxpayer dollars. These services include providing facts associated with a ballot measure and utilizing communication channels that have already been established to share information.

I declare under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct.

Signature: \_\_\_\_\_  
Washington.



Date and Place: April 1, 2025 at Snohomish,