

File a Formal Complaint - Michele L Earl-Hubbard

Michele reported 3 months ago (Wed, 13 Apr at 5:20 PM) via Portal Meta

I am a resident of Shoreline. On or about April 7, 2016, I received a phone call at my Shoreline phone number from a company conducting a survey. The caller said she had worked for a company that had been retained by the City of Shoreline to conduct a survey of residents for their opinions related to an upcoming levy measure the City had put on the ballot. The survey taker proceeded to ask me a series of loaded questions clearly designed to encourage me to support the upcoming levy measure. The questions were so incredibly loaded that I do not see how anyone could have thought they were anything other than campaigning and promoting the levy. The questions clearly implied that a denial of the levy would lead the City to greatly reduce our traffic and safety enforcement patrols and lay off many police officers and to close most of our parks. The questions clearly suggested that the "quality of life" in Shoreline would be eroded if the levy was not passed since parks would have to be closed, services would be reduced, and most of our police force would be laid off or fired. I wondered how the City could really have been behind funding such a survey since it was clear to me that the survey was a clear violation of campaign finance/PDC laws. On April 8, 2016, I got an email from the City confirming it was behind the survey. A copy of that email is attached. The email revealed the City has done this before. I urge the PDC to get a copy of the questions that were asked of residents with this latest survey as well as the other survey the City admits it paid to have performed. I urge the PDC to prosecute the City for its illegal use of public resources to promote a levy measure in this fashion. Whoever authorized the use of public resources for this illegal survey should be made to pay the taxpayers back for that illegal expenditure.

1 Attachment

PDF

[2016-04-08 S...](#)
(13.5 KB)

From: [City of Shoreline pio@shorelinewa.gov](mailto:pio@shorelinewa.gov)
To: [Michele Earl-Hubbard](#)
Subject: City conducting polling related to renewal of 2010 Maintenance and Operations
Date: Friday, April 08, 2016 11:15:42 AM

The following is a message from Alert Shoreline, the City of Shoreline's mass communication system:

The City has engaged EMC Research to conduct polling related to renewal of the City's six-year maintenance and operations levy for basic public safety, parks, recreation, and community services. EMC is a research firm and is not a marketing or advertising firm. EMC is calling a random sample of Shoreline residents to ask their views on the levy and other issues related to the City's financial sustainability. Residents started receiving calls on Monday, April 4. Polling is expected to be completed by April 17.

The City has conducted similar polling in the past. It did so in 2010 when the Council was considering placing the initial levy on the ballot and again in 2012 when Council was considering placing acquisition of the SPU water system on the ballot.

If you have any questions, you can contact Communications Program Manager Eric Bratton at ebratton@shorelinewa.gov or (206) 801-2217.


If you have any questions or if you received this notification in error, please contact: pio@shorelinewa.gov. To unsubscribe from these alerts, log onto your [Alert Shoreline](#) account.