

## **Campaign Management: Political Consulting Firms**

### **(1) VIRGINIA: Political/Media Consultants for “Let’s Go Virginia” Campaign**

**House Bill 2313 Bill Summary:** Virginia delivered a five-year, \$3.4 billion transportation investment bill that, among other changes, replaces the state’s gas tax with a sales tax on motor fuel. The legislature passed the bill in March, and Governor McDonnell (R) signed this overhaul of the transportation funding system into law in May. The new law scraps the gas tax, raises the sales tax, establishes a tax on wholesale gas and diesel, and charges registration fees for hybrid, electric and alternative-fuel vehicles.

**“Let’s Go Virginia” Campaign:** The Virginia Transportation Construction Alliance (VTCA) hired Public Opinion Strategies and Frederick Polls for political consulting and polling services to support the 2013 transportation legislation in the legislature. VTCA used Charles Ryan Associates for the campaign advertising materials.

**Charles Ryan Associates:** This communications firm focuses on brand communication strategy and worked on advertising materials for the Let’s Go Virginia campaign.

Website: <http://www.charlesryan.com>

Facebook: <https://www.facebook.com/CharlesRyanAssociates>

Twitter: [@CharlesRyan](https://twitter.com/CharlesRyan)

**Public Opinion Strategies:** A national political and public affairs research firm (Offices in VA & CO)

**Jim Hobart**, Vice President at Public Opinion Strategies

Website: <http://pos.org/>

E-mail Address: [info@pos.org](mailto:info@pos.org)

Twitter: @POStqia

Facebook: <https://www.facebook.com/PublicOpinionStrategies>

Addresses: 214 North Fayette Street Alexandria, VA 22314

**Frederick Polls, LLC:** An issue and campaign polling firm. This firm conducts telephone polls, focus groups, online surveys, strategy analysis, and more.

**Keith Frederick**, Owner

Website: <http://www.frederickpolls.com/>

Phone Number: 703.528.3031

Address: 2101 Wilson Blvd., Suite 104 Arlington, Virginia 22201

## (2) ARKANSAS: “Move Arkansas Forward” & Hargraves Consulting

**Summary:** In 2012, voters approved Issue 1, a half-cent sales tax increase to go toward a \$1.3 billion bond for a 4-lane state highway network as well as for road improvements.

**“Move Arkansas Forward”:** This was the official committee that worked to pass Issue 1 in the 2012 election.

### **Move Arkansas Forward Campaign**

Campaign Chairmen: Madison Murphy and Mark Lamberth

Treasurer: Randy Zook

Campaign Coordinator: Craig Douglass

### **Craig Douglass Communications, Inc.**

InFocus, LLC

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### **Hargraves Consulting (Client: Move Arkansas Forward)**

Mr. Lucas Hargraves is the Principal at Hargraves Consulting, and he previously served as the Vice President of Public Policy at the Little Rock Regional Chamber of Commerce. Mr. Hargraves helped Move Arkansas Forward to develop and execute campaign strategies.

Ms. Amanda Story, an associate at Hargraves Consulting, worked with Move Arkansas Forward to develop an earned media program, which was part of a broader integrated marketing communications campaign.

#### Contact Information:

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### (3) MASSACHUSETTS: Political Consultants for “Campaign for Our Communities”

**Bill Summary:** Massachusetts legislators in July overrode a veto from Governor Deval Patrick (D) to enact a three-cents-per-gallon gasoline tax increase as part of an \$800 million transportation bill (Governor Patrick had wanted an even more ambitious plan). As a result of the bill’s passage, the gasoline tax increased by three-cents on July 31, 2013—from 21 cents-per-gallon to 24-cents-per-gallon.

**“Campaign for Our Communities”:** The Campaign for Our Communities is an organization that supports investments in communities. More specifically, Campaign for our Communities endorses tax reforms that will increase revenues to support “well-maintained roads, bridges, and public transportation” as well as affordable healthcare and secure neighborhoods. The Campaign for Our Communities is a broad coalition made up of unions, civic groups, labor organizations, local government boards, and advocates.

**Northwind Strategies:** Mr. Kyle Sullivan

Mr. Kyle Sullivan is the Senior Vice President for Public Relations with Northwind Strategies. Mr. Sullivan initially served as Governor Deval Patrick’s press secretary, and later he became Governor Patrick’s Communications Director. Northwind Strategies offers an array of services to corporations, non-profit organizations, and grassroots campaigns and initiatives. These services include strategic communications and public relations services, corporate and grassroots campaigns, public affairs and political consulting, marketing and business development, and media trainings.

E-mail: [Kyle@Northwindstrategies.com](mailto:Kyle@Northwindstrategies.com)

Website: <http://northwindstrategies.com/>

**Crawford Strategies:** Mr. Steve Crawford

Mr. Steve Crawford is the principal of Crawford Strategies, and he also serves as a communications strategist for Governor Patrick’s campaign committee as well as for unions. Crawford Strategies provides public relations assistance and political expertise to clients within the local, state, and federal level. The specific services offered by this firm include media (TV, radio, and print), public affairs, public relations, crisis communications, and brand management.

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#### (4) ALAMEDA, CA: Transportation Sales Tax —“Yes on B1” Campaign (2012)

**Summary:** This transportation sales tax ballot measure failed by 700 votes in the November 2012 election. The ballot measure received 66.53 percent of the vote, thus failing to secure 66.67 percent of voter approval, which is required for ballot measures in California.

Measure B1 proposed extending Alameda County’s current .5 percent transaction and use tax that was designated for transportation projects. The second part of this measure included raising the transactions and use tax by another .5 percent so it would then be 1 percent. The third component of this measure was giving the Alameda County Transportation Commission the power to issue limited tax bonds.

#### **“Yes on B1” Campaign: Campaign Consultants: Larry Tramatola & John Whitehurst**

- **Barnes Mosher Whitehurst Lauter & Partners:** Mr. John Whitehurst, Principal at  
Website: <http://www.bmwlandpartners.com/>
- **Mosher Campaign Strategy & Media:** “Yes on B1” Campaign Consultants  
Website: <http://whitehurstmosher.com/wp/>
- **Wendel Rosen Black and Dean:** Law Firm for “Yes on B1” Campaign

## (5) LOS ANGELES, CA: “Yes on Measure J”

**Summary:** This was a 2012 transportation funding ballot measure in Los Angeles, California. Although the measure narrowly failed, the campaign was extremely effective. This measure failed to receive 67 percent of the vote, and as a result, the measure was very narrowly defeated—66.11 percent of voters voted in favor of the proposal.

**“Yes on Measure J Campaign”:** This was a coalition of business, labor, and charitable organizations. The main sources of funding were from the Museum Associates and the Los Angeles Dodgers. The “Yes on J” Campaign used an experienced consulting team to help with the fundraising and media efforts.

### **Fundraising Consultants:**

**Maravich Associates:** Michelle Maravich in Los Angeles, CA 90067  
Contact Information: 310-203-1010 office, 310-502-2451 cell;  
[michellemaravich@aol.com](mailto:michellemaravich@aol.com)

**Cathy Finley:** [catherine.m.finley@gmail.com](mailto:catherine.m.finley@gmail.com)

**SCN Strategies:** Ace Smith, Sean Clegg

SCN Strategies also worked on Measure R, a 2008 ballot measure transportation campaign. This ballot measure was an extension of Measure R, which was a ballot measure that passed in 2008, and it created a ½ cent County sales tax for a 30-year period—from 2009 to 2039. Measure R used the new revenue for transportation projects, where 35% were used for rail/rapid transit, 20% were used for highway projects, 20% for bus operations, 15% for local street system maintenance projects, and 10% for Metrolink, Metrorail and other rail projects.

“SCN ran the campaign for LA County's Measure R, which achieved the tough 2/3rds threshold for a half-cent county sales tax, establishing a \$40 billion funding stream for mass transit and highways.”<sup>1</sup>

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Website: <http://www.scnstrategies.com/>

## **(6) Atlanta, Georgia: Special District Transportation Sales and Use Tax (T-SPLOST)**

**Summary:** This July 2012 referendum failed in each of the ten counties in the Atlanta region, though it did pass within the limits of the City of Atlanta. This referendum included a \$7.2 billion transportation package that proposed a 1 percent sales tax over a ten-year period to fund roads and mass transportation. 85 percent of the funds would have been allocated for a regional list of proposed projects, and 15 percent of the funds would have been given to the cities and counties to spend on their own transportation needs. 48 percent of the proposed transportation funding would have been allocated for roads and the rest was designated for buses, trains, trails and bicycle proposals.

**Campaign Information:** The Metro Atlanta Transportation Education Network (MAVEN) and the Citizens for Transportation Mobility, Inc. (CTM) hired a team to support their campaign to support this transportation referendum.

**Hill Research Consultants:** Campaign hired this company to conduct polls and research

**Dr. David Hill:** Leading pollster from Hill Research

Hill Research Consultants is a full-service public opinion and marketing research firm organized in 1988. Serving a nationwide clientele, the firm specializes in research on politics and public affairs, education, transportation, real estate, healthcare, high tech, sports marketing, and corporate image. In addition to survey research and focus groups, the firm provides a wide range of opposition research and competitive intelligence services.

Clients of the firm include leading elected public officials, schools, state and local government agencies, major corporations, chambers of commerce, membership associations, advocacy groups, advertising agencies and public relations firms.

Contact Information: [info@hillresearch.com](mailto:info@hillresearch.com); 888.338.4455

Website: <http://www.hillresearch.com/>

## **(7) Hillsborough County, Florida**

**Summary:** The Hillsborough County Commission passed this transit sales tax with a vote of 5 to 2 on May 13, 2010. As a result of this vote, the issue was then placed on the November ballot for voters to approve or reject. This ballot referendum was defeated in the November 2, 2010 election —58 percent of voters opposed this measure, while roughly 42 percent supported its passage.

**“Move Hillsborough Forward”:** This was one of the campaigns in support of the transit sales tax.

*Political and Media Consultants for Moving Hillsborough Forward Campaign*

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