



# **PENNY FOR PINELLAS**

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**Building a Better Pinellas**

# Public Education Program

- Timeline
- Penny Facts and Project Categories
- Citizen and Partner Input
- Educational Materials and Public Outreach
- Next steps



# Timeline

**July 28** – Public Education Package launch

**August - November** – Public education program & Speakers Bureau

**Sept. 22** – Ballots mailed for military/overseas voters

**October 3** – Ballots mailed for domestic voters

**October 10** – Voter registration deadline

**Oct. 28 - Nov. 5** – Early voting

**Nov. 7** – Referendum on Penny renewal (2020-2030)



# Penny Facts

1% sales tax

not a new tax

$\frac{1}{3}$  paid for by  
visitors & tourists

**Projects** do not rely  
on property taxes

**Not collected** on  
groceries or medications

**Nov. 7, 2017**

Penny renewal vote



# Penny Project Categories

From water quality projects to roads and neighborhood parks, the Penny funds projects in areas that matter most to our citizens.



Roads, Bridges & Trails



Water Quality, Flood & Sewer Spill Prevention



Preserving Parks & Our Environment



Safe, Secure Community



**PENNY**  
FOR PINELLAS



Community Vitality

# Citizen and Partner Input

- Online Survey
- Focus Groups
- Open Houses
- Outreach events
- Partner engagement



# Educational materials - Digital



This block contains three overlapping screenshots of digital educational materials. The top-left screenshot shows a webpage titled 'Future Penny For Pinellas Projects' with a navigation menu and introductory text. The top-right screenshot is a 'Future Penny Projects Map' showing various project locations across Pinellas County, with a legend on the right side. The bottom screenshot is a 'PENNY FOR PINELLAS' project story map titled 'PRESERVING PARKS &amp; OUR ENVIRONMENT', which includes text, images, and a small map of the county.

- Updated Website
- Project Story Map
- Videos

[www.pinellascounty.org/penny](http://www.pinellascounty.org/penny)

# Educational materials – Digital



## #PennyforPinellas

### Social Media Topics:

- Story Map
- Referendum Date
- Fast Facts Video
- Before/After Projects





# Educational materials - Print



REFERENDUM VOTE **NOVEMBER 7, 2017**

**PENNY FOR PINELLAS**

**Building a Better Pinellas**  
From roads and bridges to neighborhood parks, the Penny for Pinellas supports investments that matter most to our citizens. Pinellas County voters will decide on the renewal of the Penny on Nov. 7, 2017.

**Penny Facts:**

- Funds only long-term capital infrastructure projects that support our local community
- Shared between the County and 24 cities
- Not a new tax; the Penny has been in effect since 1990
- Only applies to the first \$5,000 of a single purchase
- All Penny funds are collected in Pinellas and stay in Pinellas

**How Would the Penny be Invested?**

- Roads, Bridges & Trails:** Lanes, interchanges, bridges, sidewalks and multiuse trails
- Water Quality, Flood & Sewer Spill Prevention:** Enhance water quality, sewer spills and reduce neighborhood flooding
- Safe, Secure Community:** Fire stations, law enforcement vehicles, emergency shelter space and other public safety projects
- Community Viability:** Libraries, community recreation centers for housing that
- Preserving Parks & Our Environment:** Renovations and enhancements to park facilities and preservation of environmental land

Learn more at: [www.pinellascounty.org/penny](http://www.pinellascounty.org/penny). Get details on Penny projects, an interactive Contact our Speakers Bureau at (727) 464-1600 to learn more about how the Penny has built a better Pinellas.

REFERENDUM VOTE **NOVEMBER 7, 2017**

**PENNY FOR PINELLAS**

From roads and bridges to neighborhood parks, the Penny for Pinellas supports investments that matter most to our citizens.

On **Nov. 7, 2017**, voters will decide on the renewal of the Penny.

**Building a Better Pinellas**

- 1% sales tax; not a new tax
- 1/3 paid for by visitors & tourists
- Projects do not rely on property taxes
- Funds only long-term capital infrastructure projects
- Shared between the County & 24 cities
- All Penny funds are collected in Pinellas and stay in Pinellas
- Not collected on groceries or medications

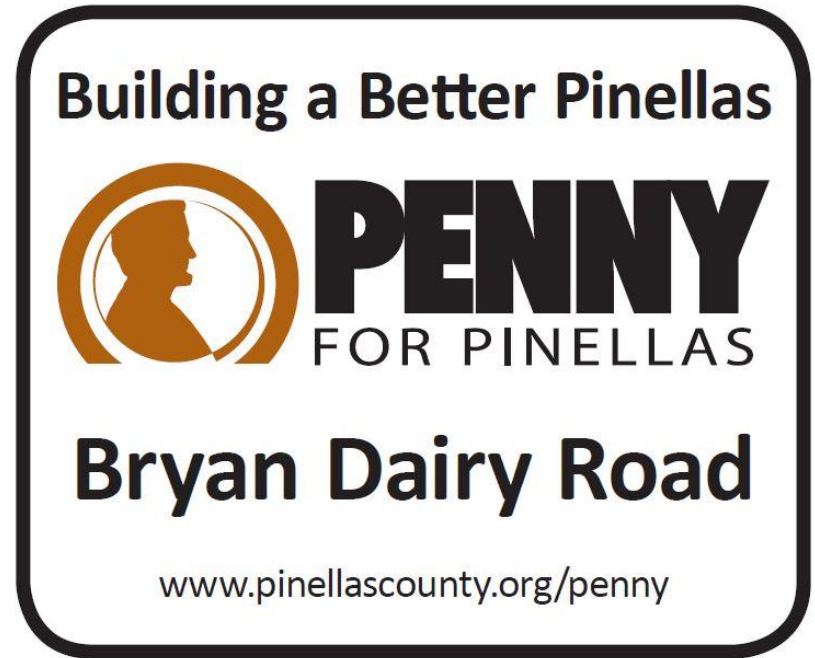
Learn more: [www.pinellascounty.org/penny](http://www.pinellascounty.org/penny)

- Fliers
- Rack Cards
- Poster
- Articles
- Go kits

[www.pinellascounty.org/penny](http://www.pinellascounty.org/penny)

# Educational materials

- Road signage
- Parks signage



# Public Outreach – Speakers Bureau



- **Audiences:** Civic Organizations, Clubs, Homeowner Associations, Neighborhood Associations, Industry Groups
- Presentations to approximately **50 community groups and organizations** with thousands reached so far.

# With Partners We Can Do More

- County departments
- Public Information Officer Network
- Municipalities
- Public libraries
- Community centers
- Penny-funded facilities/projects
- Public access locations
- Media partners
- Community partners
- Board of County Commissioners



# Next Steps

- **Distribute** informational materials
- **Schedule and attend** additional outreach meetings and events
- **Share** Penny information via social media and digital platforms





**NOV. 7, 2017**  
**Voter Referendum**

**[www.pinellascounty.org/penny](http://www.pinellascounty.org/penny)**

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