



PENNY FOR PINELLAS

Building a Better Pinellas

Public Education Program

- **Timeline**
- **Penny Facts**
- **Public Outreach Update**



Timeline

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



Public Outreach Program

- **Speakers Bureau**
- **Printed Materials**
- **Social Media**
- **Digital and Audiovisual**



Public Outreach – Speakers Bureau



- **Audiences:** Civic Organizations, Clubs, HOAs, Neighborhood Associations, Industry Groups, County Departments
- Presentations and events with approximately **80 community groups and organizations;** thousands reached

Speakers Bureau Outreach

Since Aug. 1, 2017

- Speakers Bureau training
- Internal presentations - **21**
- External presentations – **27**



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
- Preserving Parks & Our Environment**
Renovations and enhancements to park facilities and preservation of environmental land
- Community Vitality**
Libraries, community recreation centers for housing that

Learn more at: www.pinellascounty.org/penny. Get details on Penny projects, an interactive Contact our Speakers Bureau at (727) 464-4600 to learn more about how the Penny has built a better Pinellas.

Building a Better Pinellas

PENNY FOR PINELLAS

Bryan Dairy Road

www.pinellascounty.org/penny

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

- Fliers
- Rack Cards
- Poster
- Business cards
- Displays
- Articles
- Go kits
- Signage

www.pinellascounty.org/penny

Print Materials Outreach

Since Aug. 1, 2017

- **Penny-funded facilities/projects**
- Departmental public access facilities
- **Public libraries**
- Community centers
- **Fire stations**
- Chambers of Commerce
- **Local businesses**
- Legislative offices
- **Articles in local media outlets and newsletters**



Educational materials – Social Media



#PennyforPinellas

Social Media Topics:

- Speakers Bureau
- Penny Projects and Priorities
 - Story Map and Website
 - Important Dates



Social Media Outreach

Since Aug. 1, 2017

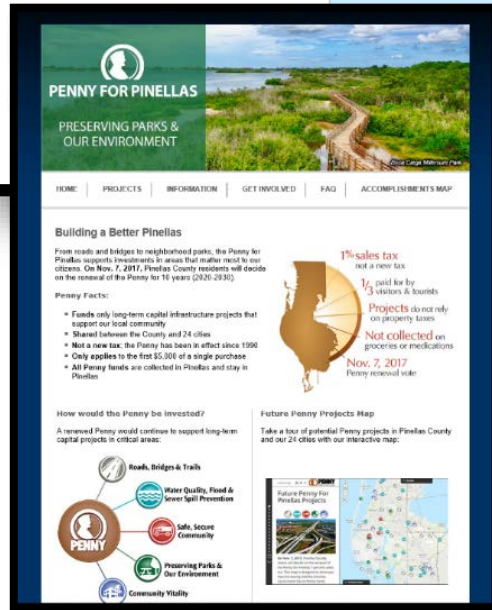
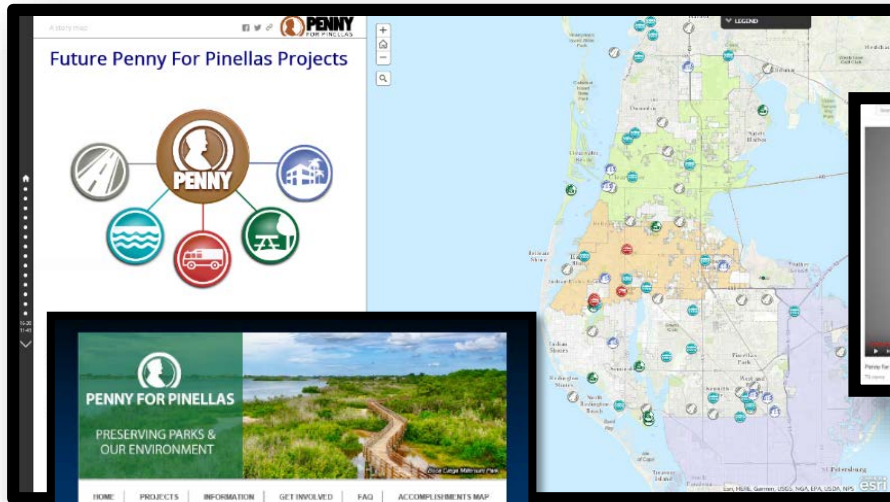
- Infographics, videos, animations and web links
- More than 30 posts
- Combined reach: **80K+ users**

Top post of the year by reach - 41K users



The image shows a composite graphic. On the left is an infographic titled "Pinellas Trail Loop" featuring a map of the trail route in green and blue. On the right is a screenshot of a Facebook post from "Pinellas County Government" dated "about 3 months ago". The post text reads: "Pinellas Trail Loop Did you know our county is planning to expand the Pinellas Trail by creating a 70-mile trail loop? Completing the loop is a priority for the #PennyforPinellas renewal, which will be considered by voters on Nov. 7, 2017. #BiketoWorkDay".

Educational materials – Digital/AV



- Updated Website
- Project Story Map
- Videos
- PCC-TV packet

www.pinellascounty.org/penny

Digital/Audiovisual Outreach

Since Aug. 1, 2017

- **Web/Story Map views: More than 7K**
- Online toolkit email outreach
- **PCC-TV video package (11/20 min. videos, bulletin board, info crawl)**
- Informational video at various closed-circuit locations



City Partners Outreach

- **Toolkit and Public Access TV packet**
- Municipal presentations
- **Social media**
- City project and educational signage
- **Collateral at local businesses and community facilities**
- Informational videos at public venues
(theatres, auditorium, community centers)



Next Steps

- **Schedule and attend** additional outreach meetings and events
- **Provide** additional signage to identify neighborhood and public safety projects
- **Distribute** additional materials at various locations
- **Post** weekly Penny videos on social media
- **Continue** municipal PIO partnerships





NOV. 7, 2017
Voter Referendum

www.pinellascounty.org/penny

A dark blue rectangular banner with a white border. On the left is a circular brown logo with a white profile of a woman's head and the text 'PENNY FOR PINELLAS'. To the right of the logo, the date 'NOV. 7, 2017' and 'Voter Referendum' are written in large, bold, yellow sans-serif font. Below the banner, the website URL 'www.pinellascounty.org/penny' is written in a bold, dark blue sans-serif font.

www.pinellascounty.org/penny