



# PENNY FOR PINELLAS

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May 4, 2017

*Building a Better Pinellas*

# Building a Better Pinellas

## Objective

Seek Board support for proposed projects and categories for Penny IV

## Framework

- What is the Penny for Pinellas?
- How were the proposed projects and categories identified?
- Guiding Principles and Strategies
- Proposed Projects and Categories
- Next Steps
- Board Questions and Feedback



# What is the Penny for Pinellas?



**A 1-percent sales tax  
building a better Pinellas  
since 1990**

## Penny Facts

**1%**

sales tax paid by everyone who spends money in the county.

**1/3**

is paid by tourists and seasonal visitors.



**Not a new tax;** Penny has been in effect since 1990.



# Penny Facts

**Not collected** on essentials,  
such as groceries or  
medications, and only  
applied to first \$5,000  
of a single purchase.



## Stays local

The Penny is collected in Pinellas  
and builds a better Pinellas.



# Penny Facts

## Investments without property tax

Annually, the Penny generates the equivalent of 2.4 mills of property tax  
*(\$286 for average home in Pinellas)*



**Leverages** funding from other sources, including state and federal grants

**Funds long-term, capital investments in** roads, bridges, trails, parks, land, public facilities, public safety equipment, water quality and others.





# Public Input

## How we've identified community needs

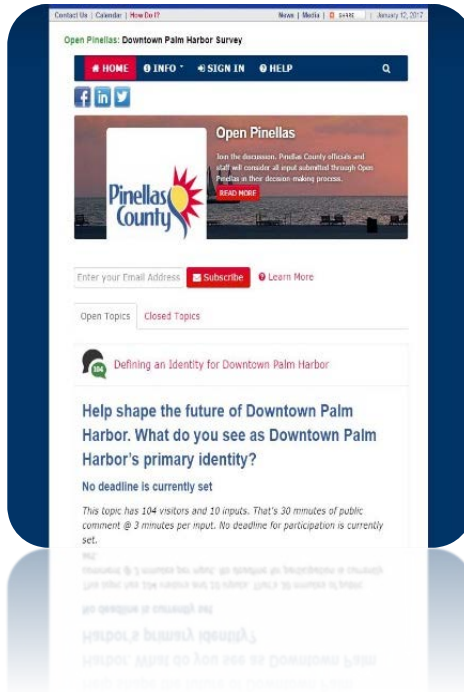


- Engagement with community organizations
- BCC input on community needs
- Annual Citizen Values Survey
- Past identified needs deferred in recession
- Strategic Plan goals
- Community needs identified through:
  - Doing Things App
  - See Click Fix
- Needs exceed available resources



# Public Input

## Online Survey



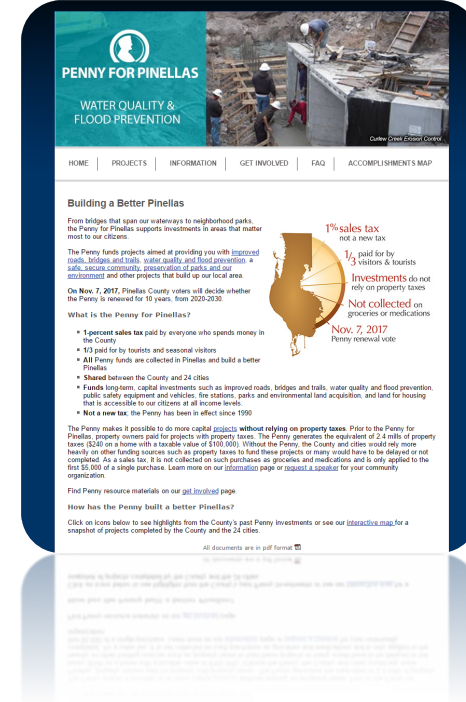
March 15 – April 17  
1,513 Responses

## Citizen Input Meetings



March 15 – Palm Harbor  
March 20 – Gulfport  
March 29 – Largo  
162 Attendees

## New Website



Website Launch: March 15  
18 Speaker  
Requests/Events  
1,200 + Attendees



# Public Input

## Open House Meetings

162 Attendees



### Broad Areas of Support:

- Improved Roads, Bridges & Trails
- Water Quality & Flood Prevention
- Preserving Parks & Our Environment

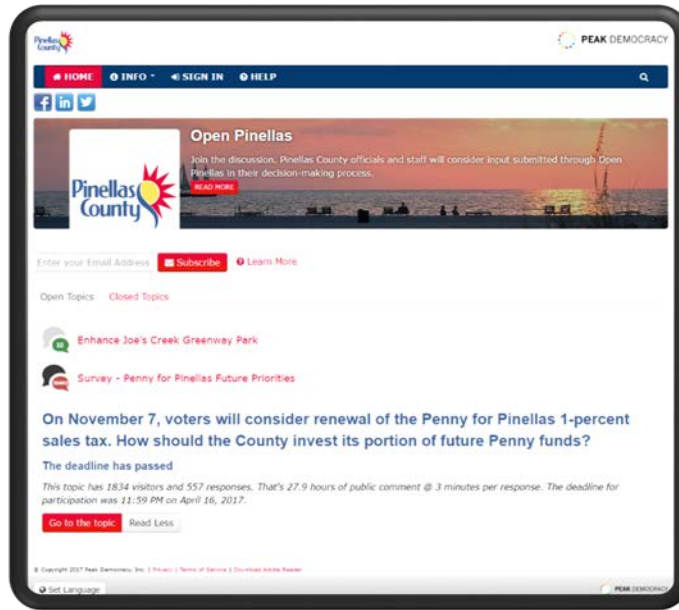
### Other Feedback:

- Citizen groups expressed vocal support for specific Community Vitality projects, such as library facilities and land for affordable housing



# Public Input

## Online Survey Results



**1,513 Responses**

**557 Registered**

**956 Anonymous**

**City Residents: 67.3%**

**Unincorporated: 29.5%**



# Public Input

## Online Survey Results



• Water Quality & Flood/Sewer Spill Prevention 20%



• Improvements to Roads & Bridges 18%



• Parks & Environment 12%



• Recreational/Community Facilities 10%



• Pedestrian/Cyclist Safety Projects 9%



• Public Safety Facilities and Equipment 9%



• More Housing Opportunities 6%



• Economic Vitality 5%



• Other 5%

# Building a Better Pinellas

## Penny IV Projection (2020-2030)



<b>Countywide Investments</b>	<b>11.3%</b>	<b>\$225M</b>
Jail & Court Facilities	3.0%	\$60M
Economic Development		
Capital Projects and Housing	8.3%	\$165M
<b>Balance Split County/Municipalities</b>	<b>100.0%</b>	<b>\$1.8B</b>
County	51.8%	\$915M
Municipalities	48.2%	\$853M
<hr/>		
<b>Total Estimated Revenue</b>		<b>\$2.0B</b>

# Building a Better Pinellas

## Guiding Principles & Strategies for Penny IV Investments

- Using the Penny as a platform for partnership
- Preserve and extend life of existing assets
- Investing capital dollars to reduce long term operations and maintenance costs
- Address needs and gaps - annual citizen survey
- Alignment with the strategic plan
- Public needs unmet by previous Penny
- Consider adaptations related to climate change, including sea level rise
- Prioritize/implement including commitment to age friendly community





# Building a Better Pinellas

## Guiding Principles & Strategies for Penny IV Investments

- Highlight signature projects within a master plan, allowing for changing priorities based on community needs and leveraging grant and other revenue opportunities
- Adopt portfolio approach – prioritize projects that accomplish multiple public needs/priorities
- Countywide Investments: economic development capital projects, affordable/workforce housing, jail & courts facilities





# Building a Better Pinellas

## Improved Roads, Bridges & Trails

- Road improvements
- Sidewalks
- Bicycle facilities
- Stormwater and wastewater improvements
- Intersection improvements
- Connect employment centers, cities and neighborhoods throughout the county





# Building a Better Pinellas

## Improved Roads, Bridges & Trails

### Major County Roads:

- Starkey Rd from East Bay Dr to Flamevine
- 62nd Ave N from 34th St to 49th St
- Forest Lakes Blvd from SR580 to SR584
- East Lake Rd Expansion Tampa Rd to Keystone Rd

### Local Roads:

- 126th Ave from 34th St to US 19
- 46th Ave from 49th St to 35th St
- Gulf Boulevard Improvements





# Building a Better Pinellas

## Improved Roads, Bridges & Trails

### Resurfacing, Restoration and Rehabilitation of Existing Roads:

- Belleair Rd from US 19 to Keene Rd
- Paving of unpaved roads (MSTU Program)
- 22nd Ave S from 58th St to 34th St

### Sidewalk Preservation and Improvement:

- Virginia Ave from Keene Rd to Hercules Ave
- Belcher Rd - 38th Ave to 54th Ave N
- Hercules Ave from Sunset Point to Sherwood St
- Belleair Rd from Fort Harrison to Lake Ave





# Building a Better Pinellas

## Improved Roads, Bridges & Trails

### Intersection Improvements:

- Belcher Rd/Gulf-to-Bay
- 49th St/58th Avenue N
- Keystone Rd/Fire Station
- East Lake and Ridgemoor
- Bay Pines and 95th St

### Bridge Rehabilitation & Replacement:

- San Martin Blvd Bridge and Road
- Westwinds Dr and Crosswinds Dr Bridges
- Oakwood Dr Bridge
- Beckett Bridge
- Dunedin Causeway Bridge







# Building a Better Pinellas

## Improved Roads, Bridges & Trails

### Trails:

- Fred E. Marquis Pinellas Trail Loop South Gap from Haines Bayshore to San Martin Bridge
- Construction of community trails to enhance the County trail network - Joe's Creek Trail and other connections to parks
- Resurface Fred E. Marquis Pinellas Trail segments
- Refurbish trail bridges/overpasses





# Building a Better Pinellas

Water Quality, Flood & Sewer Spill Prevention

## Stormwater/Sanitary Sewer System Projects - Reduce Sanitary Sewer Overflows:

- Reduce impacts of surface water inflow into the sanitary sewer system
- Provide storage areas for stormwater
- Convey stormwater away from sewer system
- Preventing stormwater from entering sewer system





# Building a Better Pinellas

## Water Quality, Flood & Sewer Spill Prevention

### Regional Stormwater Systems:

- Reduce flooding and inflow into the sewer system
- Improve water quality discharging into our Bays, lakes, and the Gulf
- Remove properties from floodplain
- Provide economic development opportunities
- Neighborhood stormwater parks
- Converting paved areas to green infrastructure
- Floodplain compensation areas





# Building a Better Pinellas

## Water Quality, Flood & Sewer Spill Prevention

### Water Quality:

- Improve existing stormwater treatment facilities
- Develop new storage areas to treat stormwater prior to discharge
- Long Branch Regional Stormwater Retention Facility & Channel Restoration
- Joe's Creek Water Quality Improvements
- Alligator Creek Water Quality Improvements
- Roosevelt Creek Pond Improvements
- Improve Treatment Capacity in County-Owned Ponds
- Spring Branch Floodplain Preservation and Habitat Improvement Area





# Building a Better Pinellas

## Water Quality, Flood & Sewer Spill Prevention

### Flood Prevention:

- Reduce neighborhood flooding
- Replace aging pipes, structures, ditches, ponds
- Divert stormwater to storage areas
- Increase stormwater conveyance systems
- McKay Creek Watershed-wide Flood Reduction Projects
- Starkey Channel 8 Drainage Improvements through Green Meadows and Twin Oaks
- Pinebrook Canal / Cross Bayou Stormwater Management Improvements
- Crystal Beach Comprehensive Drainage Improvements







# Building a Better Pinellas

## Water Quality, Flood & Sewer Spill Prevention

### Flood Prevention (continued):

- Neighborhood Flood Reduction
  - Indian Rocks Rd Drainage Improvements in Harbor Bluffs
  - Cherokee Drive (48<sup>th</sup> Ave N) Drainage Improvements
  - Brooker Creek Channel Improvements
  - Chenango Rd and Sedeeva Dr
  - Ozona Area Drainage Improvements
  - Wexford Leas Roadway
  - Cross Bayou Estates
  - Lealman Area
- Road Flood Reduction:
  - Florida Ave (Tarpon Springs) Drainage Improvements
  - Drainage improvements along 62nd St N and side streets





# Building a Better Pinellas

Water Quality, Flood & Sewer Spill Prevention

## Erosion Control:

- Creek and channel stabilization projects
- Joe's Creek Channel Erosion Control
- Curlew Creek Channel Improvements
- Stevenson's Creek Channel Reconstruction
- Lower Bee Branch Channel Restoration and Flood Reduction





# Building a Better Pinellas

Safe, Secure Community

## Emergency Evacuation Shelters:

- Increasing countywide shelter capacity
- Design or hardening of existing buildings

## Emergency Communication Radio Towers:

- Replace/improve radio towers

## Public Safety Vehicles, Equipment & Facilities:

- Sheriff vehicles, vessels, facilities
- Fire & EMS vehicles, vessels, facilities

## Animal Services Facility

- Update and expand service capabilities





# Building a Better Pinellas

## Preserving Parks & Our Environment

### Renovate/replace park structures:

- Shelters, bathrooms, boardwalks, playgrounds, observation towers
- Boat ramps, docks, and sea walls

### Replace aging parks utility infrastructure:

- Lift stations, pump stations, water/sewer lines
- Fire hydrants, electrical supply lines

### Paving park roads, parking lots, replace sidewalks





# Building a Better Pinellas

## Preserving Parks & Our Environment

### Wall Springs Park Expansion:

- Public access to north & central tracts
- Trails, boardwalks, shelters
- Canoe/kayak launch
- Primitive camping, interpretive signage

### Environmental Land Acquisition:

- Target 250 acres

### Taylor Homestead:

Renovate historic Taylor homestead for public use and education







# Building a Better Pinellas

Preserving Parks & Our Environment

Ft. De Soto Visitor Center

Heritage Village:

- Visitor Center with archives/artifacts/document storage
- Turner Bungalow renovation





# Building a Better Pinellas

## Community Vitality

### Community Centers, Libraries, Recreational Facilities:

- East Lake Community Library Expansion
- Palm Harbor Recreation Center
- Lealman Community Recreational Center
- Tierra Verde Community Center
- Unincorporated Seminole Recreation Facilities
- Partner Facilities Capital Projects
  - Capital Improvements to County-owned facilities operated by community partners Examples: Palm Harbor Library, Ridgecrest YMCA, Seminole Youth Sports fields.





# Building a Better Pinellas

## Community Vitality

### Government Customer Service Facilities:

- County Customer Service Centers
- Renewal and Replacement - Preserving/Extending Life of Facilities
- Audiovisual Technology Upgrades for improved citizen access to public meetings
- Technology Infrastructure





# Building a Better Pinellas

## Community Vitality

### Community Projects:

- Lealman CRA / Innovation District - Complete Streets 54th Ave Project
- Community Redevelopment Stormwater Management (Joe's Creek Industrial Area)
- Palm Harbor Master Plan Projects
- Target Area Recreation

### Housing (Countywide Investment):

- Land assembly for affordable housing
- Mixed use projects featuring workforce housing
- Partnerships to develop transitional housing for displaced residents





# Building a Better Pinellas

## Community Vitality

### Economic Development Capital Projects:

- Capital investment approved/improved sites
  - Attract and retain businesses
  - Retain and create jobs
  - Sites ready for employers to build to suit
- Assemble land
- Manage environmental testing and remediation
- Demolition of aging and obsolete structures
- Onsite and offsite infrastructure improvements
- Regulatory assistance



# Next Steps and Timeline

**Ongoing** – Public education and outreach open house events; Speakers Bureau

**June 2017** – Municipalities submit executed interlocal agreement

**July 18, 2017** – Authority to advertise the public hearing on ordinance with ballot language and BCC action on the interlocal agreement

**August 1, 2017** – BCC considers ordinance with ballot language

**Late September – Early October, 2017** – Ballots mailed

**October 8 – November 5, 2017** – Early Voting (7 days/week at three Supervisor of Elections offices)

**November 7, 2017** – Referendum on Penny renewal for 2020-2030





# Building a Better Pinellas

## Objective

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## Board Questions and Feedback

