

VANCORE
JONES 
COMMUNICATIONS

The End



An Analysis of Infrastructure Sales Taxes:

**The Common Elements of
Winners vs Losers**



What are those common elements?

- 1. Existing vs New**
- 2. Ballot Language**
- 3. Campaigning**
- 4. Election Cycle Timing**



Existing vs New

County	Passed	County	Failed
Charlotte	Existing	Alachua	New
Escambia	Existing	Citrus	New
Leon	Existing	Hernando	New
Seminole	Quasi New*	Pinellas	New
		Polk	New
		Martin	Quasi New*

*Quasi counties, had previous infrastructure taxes that ended and were placed on the ballot 2-3 years after expiration.



Ballot Language

- Plain Language vs Bureaucratic speak

Plain Language	Bureaucratic speak
... improve roads; reduce traffic congestion...	...ongoing maintenance and periodic resurfacing...
...Public Safety...	...improve funding for the planning, development, financing, construction, reconstruction, operation, capital investment and maintenance of...
...Public Education...	...technology enhancements...



Ballot Language

- Lead with your best punch, not your chin

Best Punch	Chin
Shall the one-cent sales tax, approved by the voters...	Shall there be levied for ten years, beginning on January 1, 2015, a one-cent sales surtax, with 50% of the proceeds therefrom to be used by...
To provide for projects designed to improve roads; reduce traffic congestion; protect lakes and water quality; reduce flooding...	Shall the improvement, construction, operation, maintenance and financing of public transit benefitting...
...revenue for the construction and rehabilitation of roads and transportation facilities; bicycle and pedestrian trails; stormwater facilities; public education...	...fund the MyRide/MyRoad initiative to provide for comprehensive transportation and bus networks, including express bus service...



Ballot Language

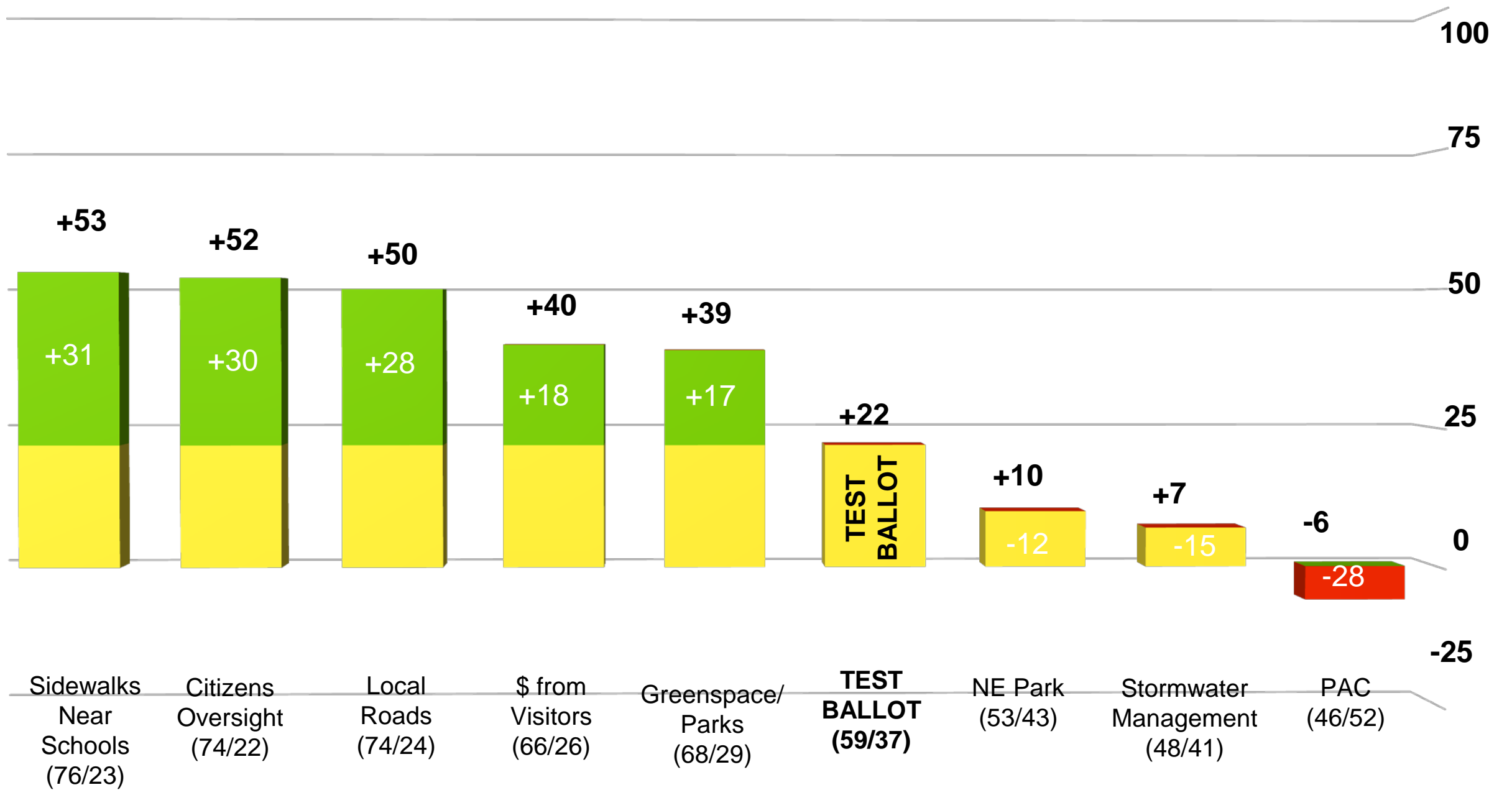
- Size seems to matter

Broad Examples	Narrow Examples
...school security and technology improvements; road improvements; public safety and service buildings; and libraries, parks and recreational facilities...	...an expanded bus system with bus rapid transit, increased frequency and extended hours, local passenger rail and regional connections...
...transportation and drainage improvements, infrastructure projects/public facilities, recreation/natural resources...	...comprehensive transportation and bus networks, including express bus service to airports, area attractions, and veteran's hospital...
...for projects designed to improve roads; reduce traffic congestion; protect lakes and water quality; reduce flooding; expand and operate parks and recreational areas; invest in economic development...	...technology enhancements that will benefit teachers and students and for school renovations and upgrades...



Ballot Language

- Elevators and anchors



Campaigning

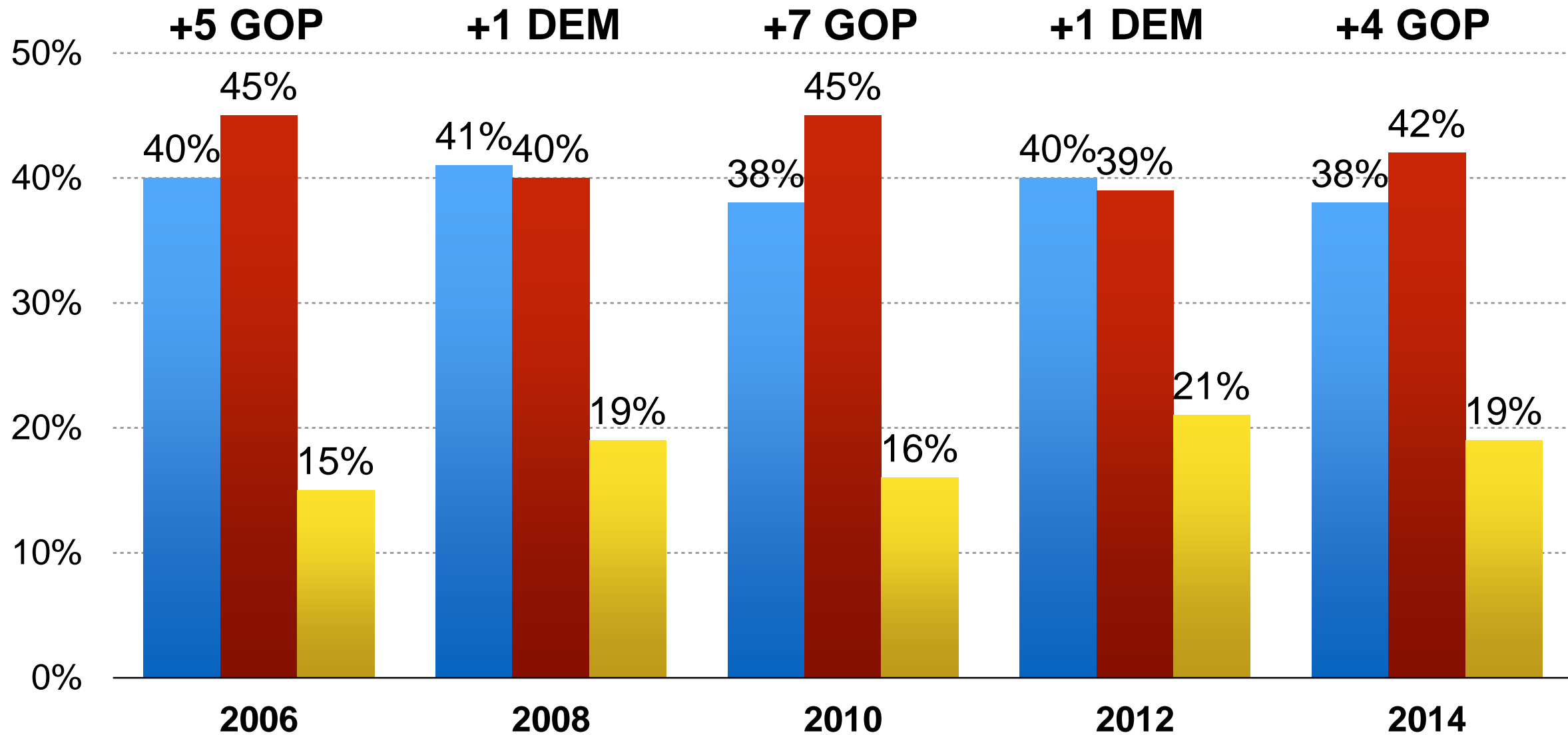


*One **cent** that makes **sense***



Election Cycle Timing

Party Turnout by Election

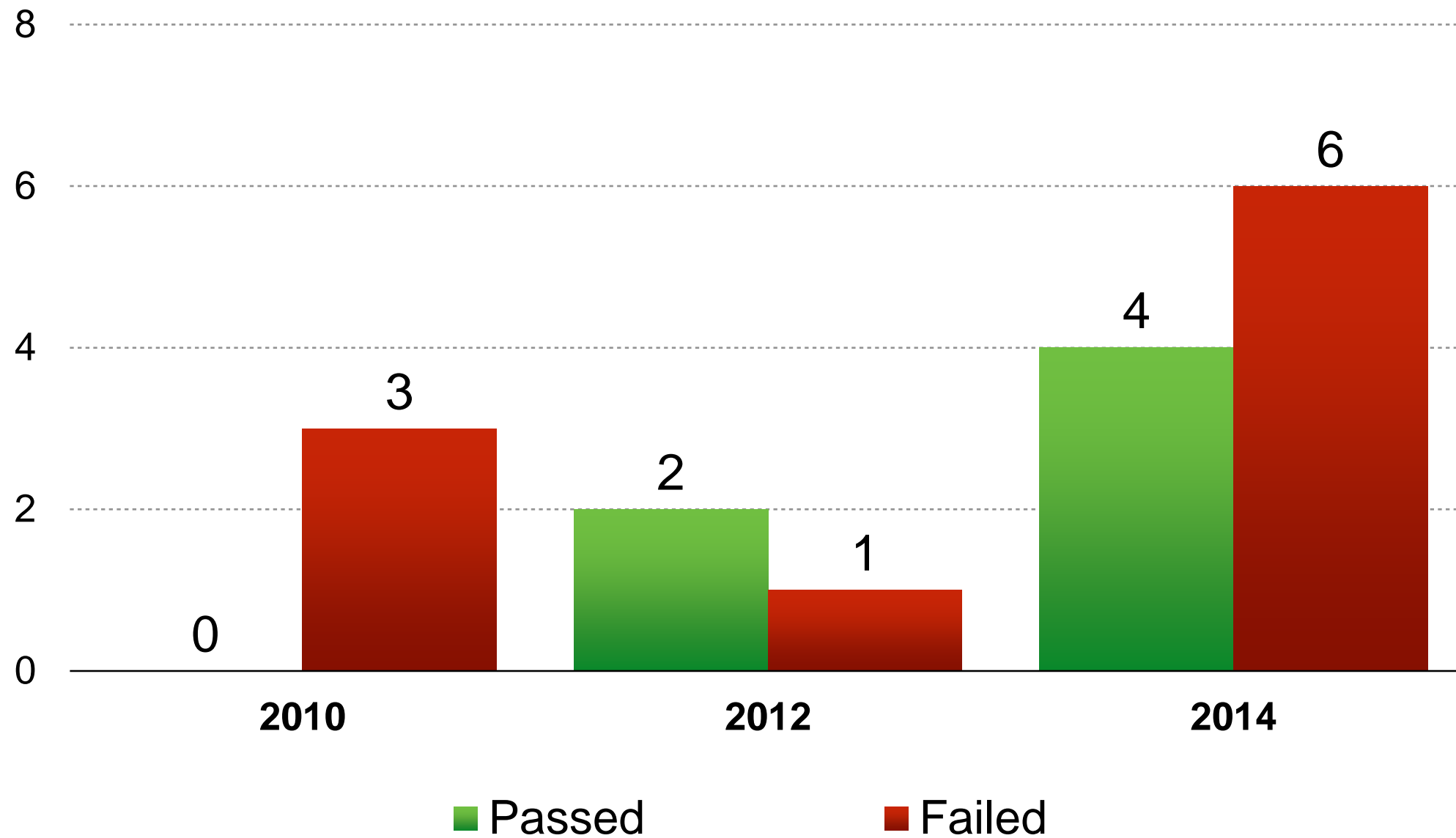


Source: Florida Voter File



Election Cycle Timing

Infrastructure initiatives by Election



Key Takeaways

1. Ballot Language

- * Poll it
- * Use winning language
- * Include elevators
- * Lose anchors
- * Lead with best punch

2. Existing vs New

3. Campaigning

- * PPP
- * Engage community
- * Win over opposition
- * Raise private sector \$\$\$
- * Tell voters to vote "Yes"

4. Timing

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