



**Ballot Measure Funding
Options Research for
Gainesville
and Alachua County
Gainesville RCAPW
Committee,
May 14, 2015**

THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE

Focus of Research

- The Trust for Public Land was contacted independently by Alachua County and City of Gainesville staff in January.
- The City of Gainesville is focused on implementation of Vision 2020, the Parks, Recreation and Cultural Affairs Master Plan, primarily its highest priority projects. March 2016 is the most likely ballot date being considered.
- Alachua County is focused on re-authorizing funding for its Alachua County Forever land conservation program. November 2016 is the most likely ballot date.
- Other organizations have expressed alternative uses for the infrastructure sales tax, or a Children's Trust.
- The One Mill for School Operations will be on the November, 2016 ballot (approved in 2008, 2012).

The Conservation Finance Program seeks approval for new public funding for land conservation and parks through the research, design and passage of ballot measures and legislation. Other needs are often included.

478 ballot measure wins
81% approval rate
\$48 billion voter approved

THE TRUST FOR PUBLIC LAND - LANDVOTE

STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES 1998 - 2013



Data provided by LandVote. www.LandVote.org
March 2014. Cartography by The Trust for Public Land. www.tpl.org

TPL Track Record

2010

49
Measures

41
Measures
Passed
(84%)

\$2.2 billion
Created

2011

24
Measures

14
Measures
Passed
(58%)

\$3 billion
Created

2012

68
Measures

53
Measures
Passed
(78%)

\$8 billion
Created

2013

20
Measures

15
Measures
Passed
(75%)

\$3 billion
Created

2014

50
Measures

35
Measures
Passed
(70%)

\$13.2 billion
Created

TPL Process

Feasibility Research

Public Opinion Survey

Program Recommendations

Ballot Language

Campaign

Research Includes

- Finance options
- Fiscal capacity
- Political profile
- Election history
- Election requirements
- Ballot language requirements
- Best practices

Field Services – Feasibility Research & Polling

CONSERVATION FINANCE FEASIBILITY STUDY :: MARCH 2014

LARIMER COUNTY, COLORADO



THE TRUST *for* PUBLIC LAND
CONSERVING LAND FOR PEOPLE

#14281 Larimer County Survey Interview Schedule
May 5-6, 2014

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Now there may be one of two proposals on the ballot sometime in the future in Larimer County.

(ROTATE AS A BLOCK QUESTIONS Q1-3 WITH Q4-7)

Please listen carefully as I read you the first one, as sometimes the language is technical and difficult to understand ...

1. Without increasing taxes, shall the existing one-quarter of one percent Larimer County sales and use tax, or 25 cents for every 100 dollars (which will not be collected on sales of food or prescription drugs), be extended for the same purposes to acquire, protect, improve, manage, maintain and administer open space, natural areas, wildlife habitats, parks and trails, and shall Larimer County debt be increased up to 25 million dollars, with a repayment cost of not more than 44 million dollars, with all expenditures subject to recommendations of a citizens' advisory committee and independent audit, and with no changes to the "Help Preserve Open Spaces" program except allowing up to 50% of the county funds to be used for improvement, management, maintenance and administration of open space, natural areas, wildlife habitats, parks and trails; up to 35% for acquisition; and up to 15% to be used for either of these county open space program purposes?

If the election were being held today would you vote Yes in favor or No against this ballot measure?

(IF ANSWER, ASK: And would you DEFINITELY vote (yes/no) or just PROBABLY vote (yes/no)?
(IF DK/NA ASK:) Well, do you LEAN towards voting yes or no?

30%	DEFINITELY YES
29%	PROBABLY YES
1%	UNDECIDED, LEAN YES
1%	UNDECIDED, LEAN NO
10%	PROBABLY NO
24%	DEFINITELY NO
5%	DON'T KNOW /REFUSED (DO NOT READ)

Field Services – Ballot Language/Measure Design

PUBLIC QUESTION NO. 2

YES	<p>CONSTITUTIONAL AMENDMENT DEDICATING STATE FUNDS FOR OPEN SPACE, FARMLAND, AND HISTORIC PRESERVATION, AND CHANGING EXISTING DEDICATION FOR WATER PROGRAMS, UNDERGROUND STORAGE TANKS, AND HAZARDOUS SITE CLEANUPS</p> <p>Do you approve amending the Constitution to dedicate certain State revenues each year for environmental programs?</p> <p>The Constitution now dedicates four percent of the money collected from the Corporation Business Tax to help pay for some environmental programs. This amendment raises the amount from four percent to six percent beginning on July 1, 2019.</p> <p>The amendment also changes, beginning July 1, 2015, some of the programs funded by the current dedication. The new dedication would be used mostly to preserve and steward open space, farmland, historic sites, and flood-prone areas. Funds would also be used to improve water quality, remove and clean up underground tanks, and clean up polluted sites. Lastly, the amendment dedicates money received from leases and other uses of State open space lands to pay for open space, farmland, and historic preservation.</p>
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The Florida Water and Land Conservation Amendment

En Español

BALLOT TITLE:

Water and Land Conservation - Dedicates funds to acquire and restore Florida conservation and recreation lands

BALLOT SUMMARY:

Funds the Land Acquisition Trust Fund to acquire, restore, improve, and manage conservation lands including wetlands and forests; fish and wildlife habitat; lands protecting water resources and drinking water sources, including the Everglades, and the water quality of rivers, lakes, and streams; beaches and shores; outdoor recreational lands; working farms and ranches; and historic or geologic sites, by dedicating 33 percent of net revenues from the existing excise tax on documents for 20 years.

CONTINUE PROTECTING OUR NATURAL AREAS, OPEN SPACE, RIVERS AND WILDLIFE HABITAT

WITHOUT INCREASING TAXES, SHALL THE EXISTING ONE-QUARTER OF ONE PERCENT LARIMER COUNTY SALES AND USE TAX, OR 25 CENTS FOR EVERY 100 DOLLARS (WHICH WILL NOT BE COLLECTED ON SALES OF FOOD OR PRESCRIPTION DRUGS), BE EXTENDED FOR 25 YEARS FOR THE SAME PURPOSES OF:

- CONSERVING NATURAL AREAS, OPEN SPACES, RIVERS AND WILDLIFE HABITAT,
- PROTECTING LANDS THAT PRESERVE WATER QUALITY AND RIVERS, LAKES AND STREAMS,
- OPERATING, MAINTAINING AND IMPROVING NATURAL AREAS, PARKS AND TRAILS, AND
- PROTECTING WORKING FARMS AND RANCHES

SUBJECT TO RECOMMENDATIONS OF A CITIZENS' ADVISORY COMMITTEE AND INDEPENDENT AUDIT, AND CONTINUING THESE FUNDS

Campaign Management

Carl Hiaasen: A vote to save the future of our Florida

11/01/2014 3:00 PM | Updated: 11/01/2014 8:05 PM

Story

Comments

Okay, we get it.

You're burned out, disillusioned and disgusted. The very thought of stepping into a voting booth causes the bile to rise in your throat.

But what if there was something on the ballot that made the ordeal worthwhile, something that made you actually feel good about Florida's future?

There is.

It's Amendment One, and a Yes vote will help you sleep better Tuesday night.

Search Twitter

I'M VOTING YES ON 1
VOTEYESON1FL.ORG

FL Water Land Legacy
@VoteYesOn1FL

Working to protect clean water & natural areas for future generations by passing Amendment 1: Water & Land Conservation on Nov 4, 2014. Join us!

TWEETS 975 FOLLOWING 823 FOLLOWERS 3,583 FAVORITES 1,049 LISTS 9

Tweets Tweets & replies Photos & videos

FL Water Land Legacy retweeted
ghendi @ghendi · Nov 6
@CarltonWard @VoteYesOn1FL Thanks for your hard work advocating Amendment 1, and congratulations!

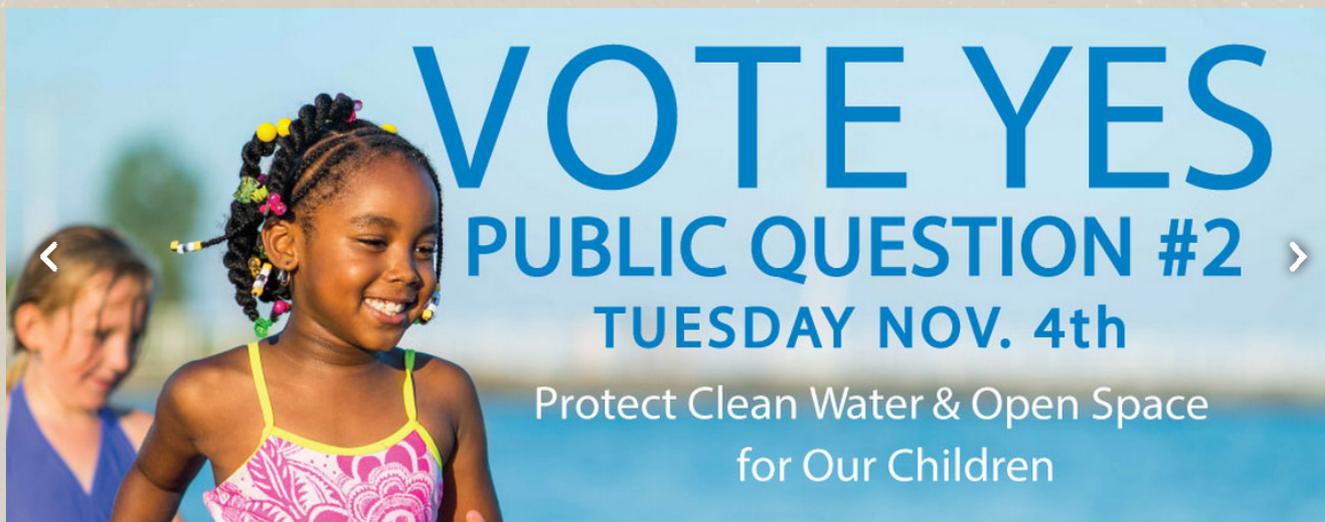


Florida's Water and Land Legacy



You like this.

You and 27,033 others like Florida's Water and Land Legacy.



VOTE YES
PUBLIC QUESTION #2 >
TUESDAY NOV. 4th
Protect Clean Water & Open Space
for Our Children

Gainesville/Alachua County Research

Publicly Funded: Research studies for Gainesville and Alachua County assessing financing mechanism (bond, property tax, sales tax), election history, ballot requirements and so on.

City Contract: March 2016 to fund the highest priorities of the Vision 2020 Parks, Recreation and Culture Master Plan. Looking primarily at property tax or bond levied in the city only.

County Contract: November 2016 to fund continuation of Alachua County Forever. Looking at property tax, bond or sales tax.

Overview of Options, Success Rates

Local Conservation Finance Measures in Florida, 1990-2014

Mechanism Type	Total Measures	Measures Passed	Percent Passed
Bond	65	59	91%
Property Tax	13	10	77%
Sales Tax	21	12	57%
Other	2	2	100%
Total	101	83	82%

Source: The Trust for Public Land, LandVote database

Fiscal Impact Analysis

Estimated Revenue and Costs of Property Tax Increase City of Gainesville			
Mill Levy Increase	Estimated Annual Revenue*	Cost/Year/\$100,000 of taxable property value	Cost/Year/Average single family home**
0.05	\$282,707	\$5	\$4
0.1	\$565,414	\$10	\$7
0.25	\$1,413,534	\$25	\$18
0.5	\$2,827,068	\$50	\$36
0.75	\$4,240,603	\$75	\$53
<p>*Based on 2014 total taxable value = \$5,654,136,790 **Based on estimated single family home average taxable value for 2014 = \$71,001 Sources: Alachua County Property Appraiser, 2014 County Tax Roll Data</p>			

Fiscal Impact Analysis

Estimated City of Gainesville Bond Financing Costs

Bond Issue	Annual Debt Service*	Property Tax Mill Increase	Cost/Year/\$100,000 of taxable property value	Cost/Year/Average single family home**
\$10,000,000	\$735,818	0.130	\$13	\$9
\$20,000,000	\$1,471,635	0.260	\$26	\$18
\$30,000,000	\$2,207,453	0.390	\$39	\$28
\$50,000,000	\$3,679,088	0.651	\$65	\$46
\$80,000,000	\$5,886,540	1.041	\$104	\$74

*Assumes 20-year bond at 4.0% interest rate; 2014 Total Assessed Valuation = \$5,654,136,790

**Based on estimated single family home average taxable value for 2014 = \$71,001

Sources: Alachua County Property Appraiser, 2014 County Tax Roll Data; Alachua County Property Tax Overview (2014). Florida Department of Revenue

Fiscal Impact Analysis

Estimated Revenue and Cost of Infrastructure Sales Tax

Sales Tax	Estimated Annual Revenue*	Household Spending on Taxable Goods	Annual Cost/Household
1.0%	\$29,895,995	\$11,739	\$118
0.5%	\$14,947,997	\$11,739	\$59
Sales Tax	Estimated Annual Revenue*	Total Revenue Attributed to Resident Spending***	% Revenue Generated by Residents****
1.0%	\$29,895,995	\$11,274,490	37.7%
0.5%	\$14,947,997	\$5,637,245	37.7%

*Estimates from the Florida Department of Revenue, Office of Tax Research

**Estimate assumes 25% of median household income spent on taxable items. This uses \$46,956 (statewide average), rather than \$42,149 reported by the Census, including students households

***Average household spending multiplied by number of households in county (96,043)

****Remainder is attributed to visitors and business expenditures.

Source: Census QuickFacts <http://quickfacts.census.gov/afd/states/12/12001.html>

Infrastructure Sales Tax – Capital

- F.S. 212.055 (d) The proceeds of the surtax authorized by this subsection and any accrued interest shall be expended by the school district, within the county and municipalities within the county, or, in the case of a negotiated joint county agreement, within another county, to finance, plan, and construct infrastructure; to acquire land for public recreation, conservation, or protection of natural resources; to provide loans, grants, or rebates to residential or commercial property owners who make energy efficiency improvements to their residential or commercial property...

Infrastructure Sales Tax – Capital

- F.S. 212.055 (d) 1. The term “infrastructure” means:
 - a. Any fixed capital expenditure or fixed capital outlay associated with the construction, reconstruction, or improvement of public facilities that have a life expectancy of 5 or more years and any related land acquisition, land improvement, design, and engineering costs.
 - b. A fire department vehicle, an emergency medical service vehicle, a sheriff’s office vehicle, a police department vehicle, or any other vehicle, and the equipment necessary to outfit the vehicle for its official use or equipment that has a life expectancy of at least 5 years.
 - c. ... (court related facilities)

Infrastructure Sales Tax – O&M

- F.S. 212.055 (g) Notwithstanding paragraph (d), a county having a population greater than 75,000 in which the taxable value of real property is less than 60 percent of the just value of real property for ad valorem tax purposes for the tax year in which an infrastructure surtax referendum is placed before the voters, and the municipalities within such a county, may use the proceeds and interest of the surtax for operation and maintenance of parks and recreation programs and facilities established with the proceeds of the surtax throughout the duration of the surtax levy or while interest earnings accruing from the proceeds of the surtax are available for such use, whichever period is longer.

Elections Data

City of Gainesville Voter Turnout			
Election Date	Registered Voters	Ballots Cast	% Turnout
April 2015 At Large Runoff	74,884	8,873	11.2
March 2015 At Large Regular	74,621	9,356	12.5
April 2014 At Large Runoff	72,181	10,738	14.9
March 2014 At Large Regular	72,017	10,855	15
April 2013 Mayor Runoff	82,039	13,313	16.2
March 2013 Mayor Regular	81,847	12,248	15
February 2012 At Large Runoff	72,176	10,106	14
January 2012 At Large Regular & Presidential Preference Primary (REP)	71,961	13,178	18.3
April 2010 Mayor Runoff	72,769	12,204	16.8
March 2010 Mayor Regular	72,623	10,180	14
January 2008 At Large Regular & Presidential Primary (DEM & REP)	56,201	23,875	42.5
March 2004 Mayor Runoff	53,365	15,428	28.9
March 2004 Mayor & Presidential Primary (DEM)	52,900	15,415	29.5

Source: Alachua County Supervisor of Elections, <http://www.votealachua.com/Elections-Records/Election-Results>

Elections Data

Alachua County Voter Turnout

Election Date	Registered Voters	Ballots Cast	% Turnout
November 2014	157,849	79,236	50%
August 2014	155,349	30,340	20%
November 2012	164,970	119,933	73%
August 2012	152,746	34,632	23%

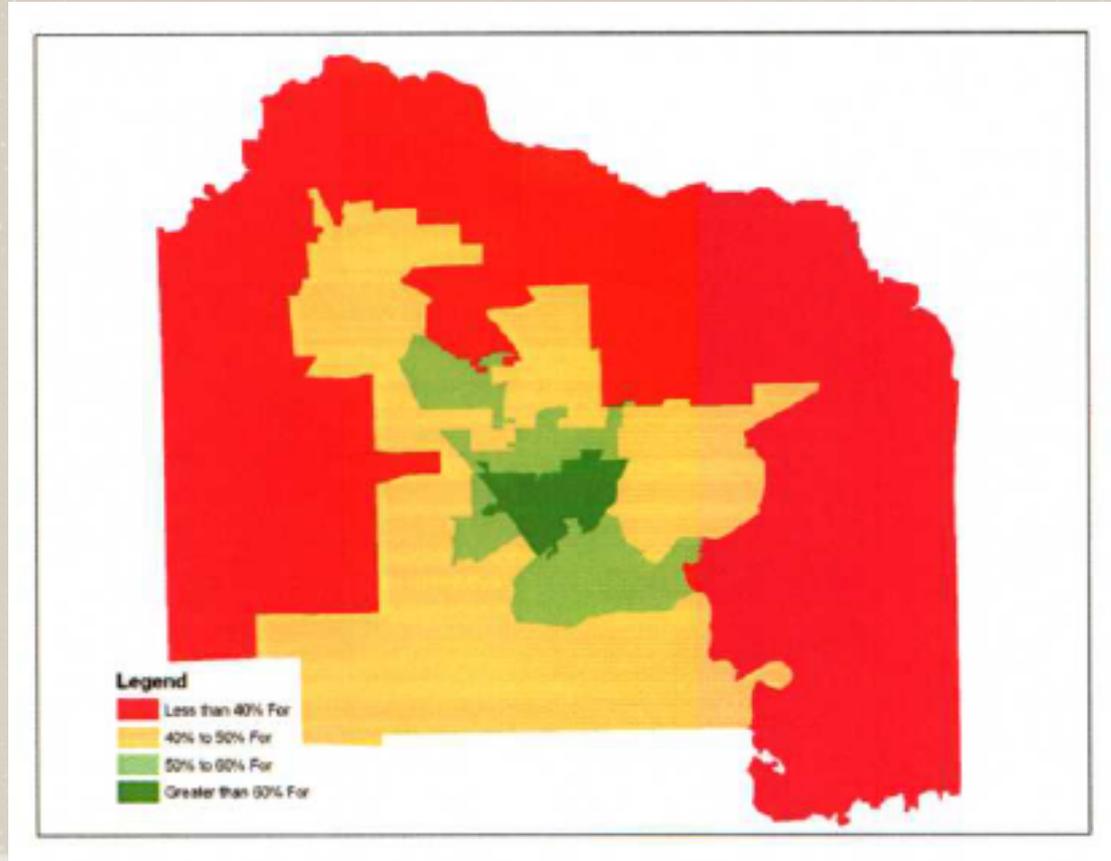
Source: Alachua County Supervisor of Elections,
<http://www.votealachua.com/Elections-Records/Election-Results>

Alachua County Voter Registration

Party	Registered Voters	Percent
Democrat	74,153	46.7
Republican	45,187	28.5
Other	39,375	24.8
Total	158,715	

Source: Alachua County Supervisor of Elections

Elections Data



Source: WSPP,
Robert
Hutchinson

- An analysis of precinct returns for the schools millage and transportation surtax in 2012 plus the transportation surtax Amendment 1 in 2014 shows:
- Precincts with only Gainesville voters had an average “yes” or “for” vote among these four measures of 61.4%
- Precincts split between Gainesville and Unincorporated voters had an average of 54.2%
- The Countywide average is 53.3%
- Precincts that serve only unincorporated voters had an average of 48.3%
- Those split between unincorporated and other cities averaged 44.4%
- Precincts serving only other cities averaged 44.1%

Next Step – Public Opinion Research

Privately Funded: Public Opinion Research

Ideal to poll on any options that may be brought forward and approved for consideration by either Commission. Must look at interplay between different options.

- Feedback from city staff so far is entirely focused on Vision 2020 Master Plan implementation.
- County direction is on land only.
- Community feedback for county includes transportation, recreation, and a children's trust. Soliciting input.

Reminder of Next Steps

Feasibility Research

Public Opinion Survey

Program Recommendations

Ballot Language

Campaign

Questions? Contacts

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CONSERVING LAND FOR PEOPLE

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