



COMMON CENTS

Your penny at **Work.**



Education Plan

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Common Cents Facts



It will fund projects that, among others, will enhance water quality, public safety, road improvement and widening, and quality of life infrastructure such as libraries, parks and schools. It would not fund the hiring of employees.



The penny sales tax referendum does not raise taxes. Sarasota County voters first authorized this sales tax in 1989 and have extended it twice.



Every dollar generated by the penny will be spent in Sarasota County. It will benefit the community and the residents who live here, and the bond referendum is intended to allow Sarasota County to fast-track projects.

Common Cents Facts



Every penny of funds raised by the tax and bonds will be overseen by a Citizen Oversight Committee, which is made up of local residents who will review any changes made to the list of projects or to the allocation of proceeds.



A substantial portion of funds from the penny sales tax is generated by non-residents, such as tourists. Sarasota County taxpayers would only pay \$1 in taxes for every \$100 they spend in Sarasota County.

Education Plan



Incorporate Common Cents into Existing Plans



Seek New Opportunities for Visibility



Enhance Website and Resources for the Community



Expand Social Media and Newsletter Content

Education Plan



Incorporate Common Cents into Existing Plans

- Include Common Cents information in already scheduled staff presentations, webinars and workshops for the community about other topics. Coordination and tracking will be handled by the county departments' community outreach specialists to ensure resources are available to presenters.
- Have staff and the Communications mobile unit available at community events to answer questions on Sarasota County ballot questions.

Education Plan



Seek New Opportunities for Visibility

- Partner with our constitutional officers, municipalities, and school board, to set up a mobile unit at their respective events to answer Sarasota County ballot questions.
- Set up the Communications mobile unit outside county libraries. The plan would focus on rotating throughout the county and begin the same week that the election sample ballot is posted.
- Upon request, provide Common Cents presentations for the community (homeowner and civic associations, chambers of commerce, advisory councils, Friends groups, business associations, etc.).

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Enhance Website and Resources for the Community

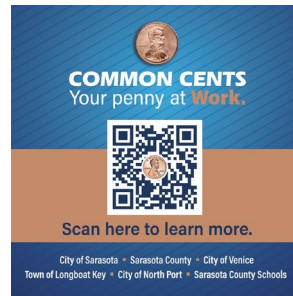
- Create a Common Cents educational kit for commissioners' use. The kit will include a supply of all hard-copy materials for distribution upon request, as well as a dedicated area on the [Surtax IV website](#) with educational video segments featuring commissioners and an archive of related county news and editorials for the community.
- Post an online Common Cents media portal on the Surtax IV website that includes, but is not limited to, related statements and media releases, links to commissioners' videos and other video news releases. The portal will emphasize interview opportunities available to local media, and link to the [county's imagery collection](#).

Education Plan



Enhance Website and Resources for the Community

- Create a portal for community stakeholders to request printed educational materials.
- Maintain the Common Cents website's resource page that features materials available for download. Materials include, but are not limited to, fact sheets, brochures, presentation templates, etc.



Education Plan



Expand Social Media and Newsletter Content

- Focus social media engagement and community newsletter content on three areas:
 - Highlight related action taken by the BCC with boosted posts featuring recaps of BCC actions taken, along with supporting imagery and a link to the video clip from the respective meeting.
 - Continue highlighting previous surtax projects and their benefits with boosted posts that feature educational videos and supporting imagery.
 - Continue highlighting broader topics of public safety, the environment, water quality, libraries and history, parks, schools and roads with boosted posts that feature informational videos and imagery.

Staff Recommendation



To approve the Common Cents Education Plan.



**Election Day
is Nov. 8, 2022**

Scan to learn more about the penny sales tax.