



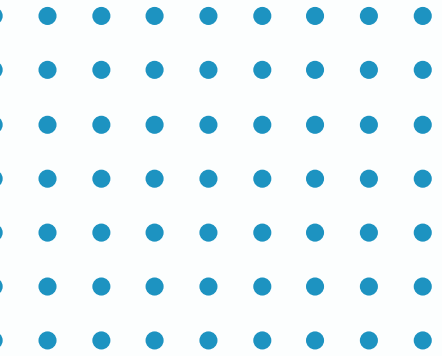
# HOW TO PASS SCHOOL-RELATED REFERENDA



**FLORIDA SCHOOL  
LABOR RELATIONS SERVICE &  
FLORIDA EDUCATIONAL NEGOTIATORS**

January, 2023





A BRIEF  
OVERVIEW ...  
OF THE LAST  
DECADE





# MAJOR LEGISLATIVE CHANGES

01

No more  
Primaries/PPP's

02

No more money for  
"education"

03

Mandated "charter  
school" language  
on ballot

04

One bite at the  
extension apple

05

OPPAGA review  
and delay

06

Jail time for even  
talking about it



# POTENTIAL CHANGES TO COME

60%

60% to pass

100%

Unanimous school  
board vote

\$\$\$

Money to voucher schools



2024:  
HB 1195/  
SB 1322



If passed, might  
impose 2/3rd  
SB/BOCC vote for  
millage increases



# A HISTORY OF SUCCESS

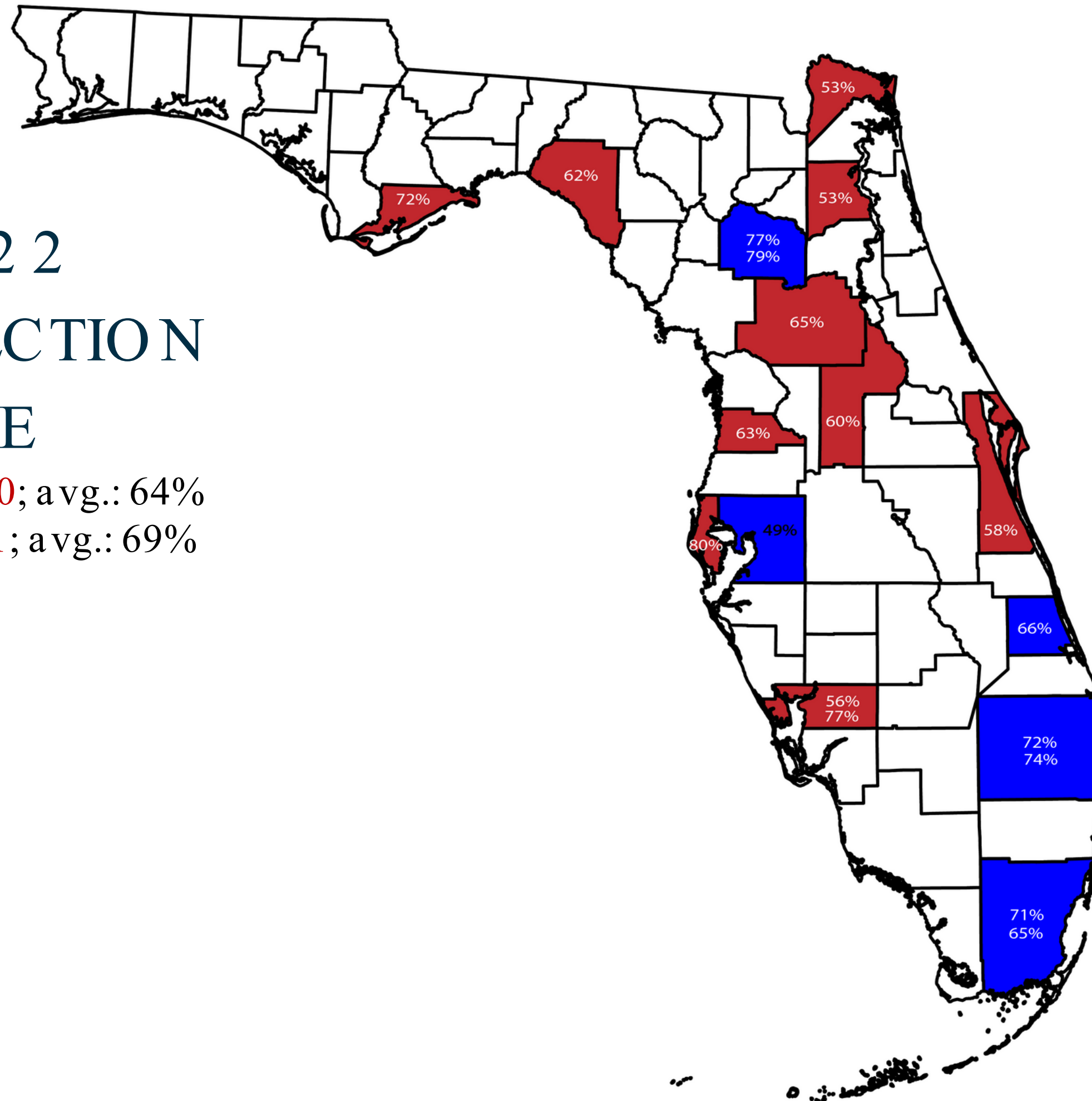
Tax Type	2016 General Presidential	2018 General Off-year	2020 General Presidential	2022 General Off-year	Total
Millage	1-0	3-0	3-0	11-1	18-1 (14-5 at 60%)
Sales Tax	2-0	5-0	4-1	7-1	18-2
Total	3-0	8-0	7-1	18-2	36-3





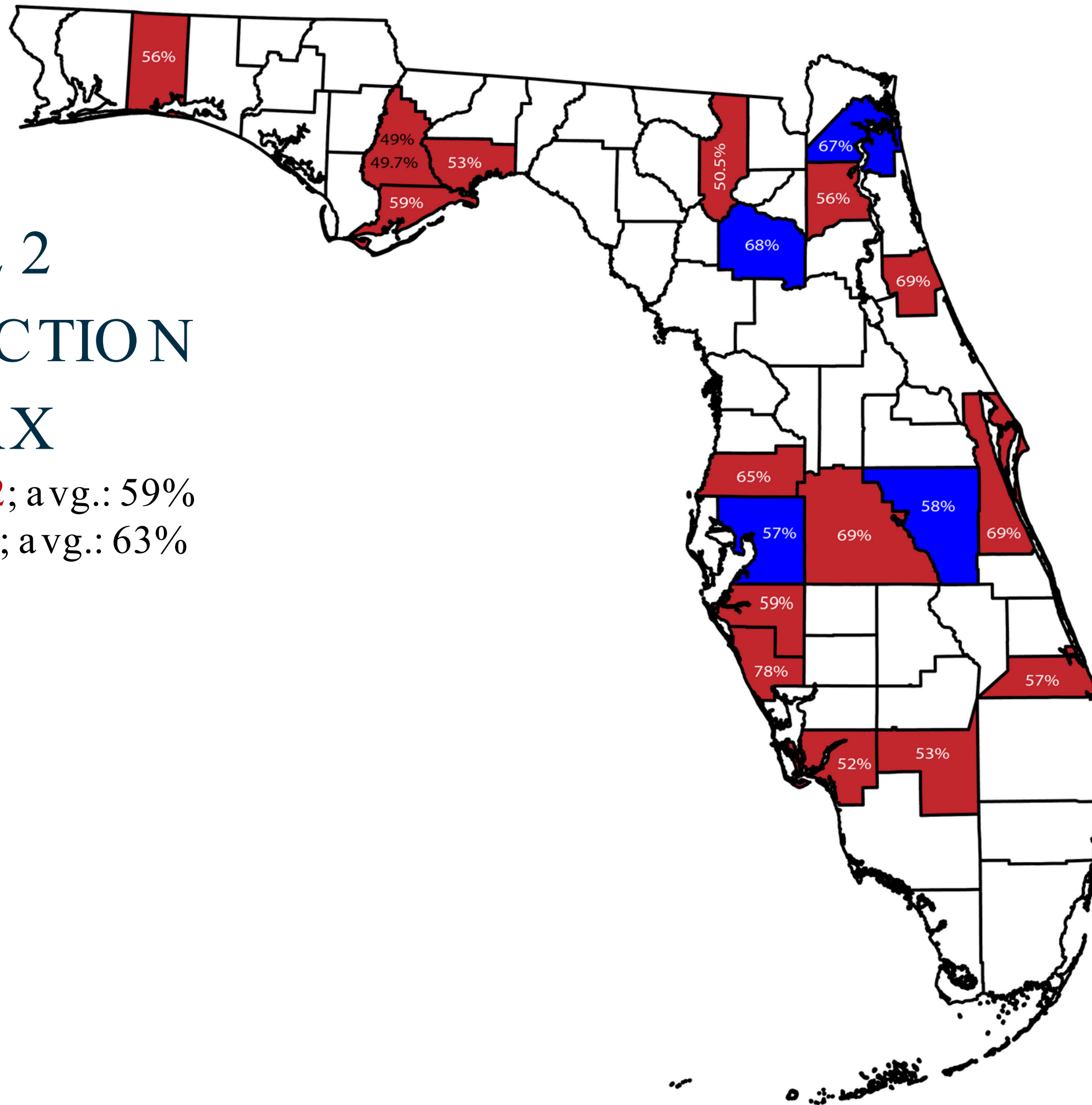
# 2016-2022 GENERAL ELECTION MILLAGE

Republican counties: 11-0; a vg.: 64%  
Democratic counties: 7-1; a vg.: 69%



# 2016-2022 GENERAL ELECTION SALES TAX

Republican counties: 14-2; a vg.: 59%  
Democratic counties: 4-0; a vg.: 63%





STATEWIDE  
BACKGROUND

Sales Tax Wins-Losses Statewide  
Multiple Referenda, Same Ballot

County	2016 General Presidential	2018 General Off-year	2020 General Presidential
Manatee	2-0		
Broward	1-1		
Hillsborough		2-0	
Liberty			1-1





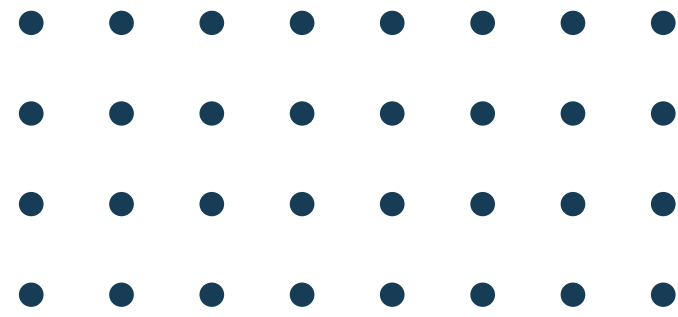


# WHAT DOES THE HISTORY TELL US?

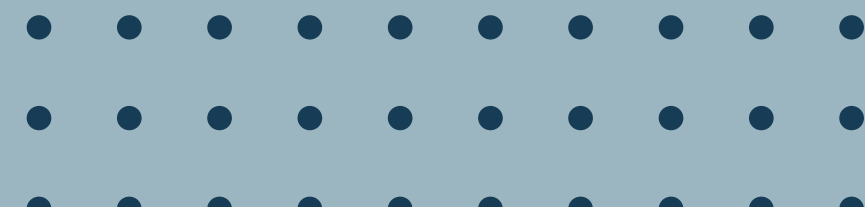
- These items tend to win
- Presidential years are better than off-year elections
- Cohesion matters
- Language matters

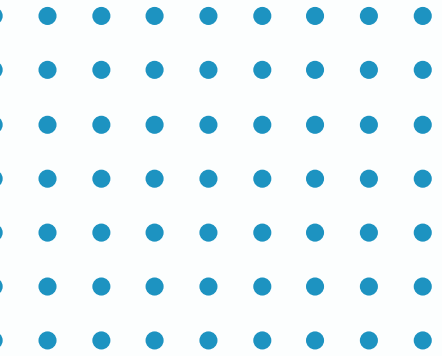






“Past performance  
is no guarantee of  
future results.”

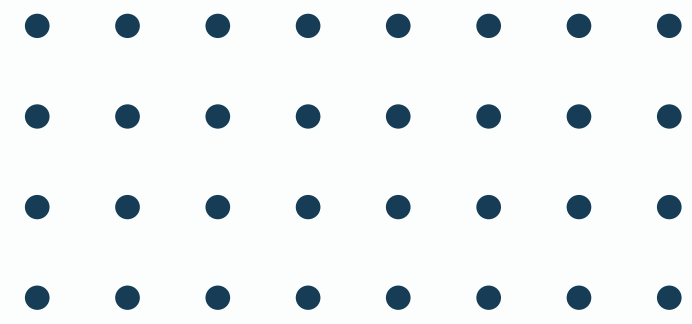




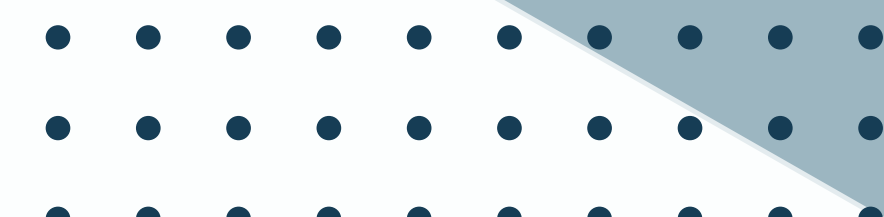
# LET'S GET TO IT: HOW TO WIN







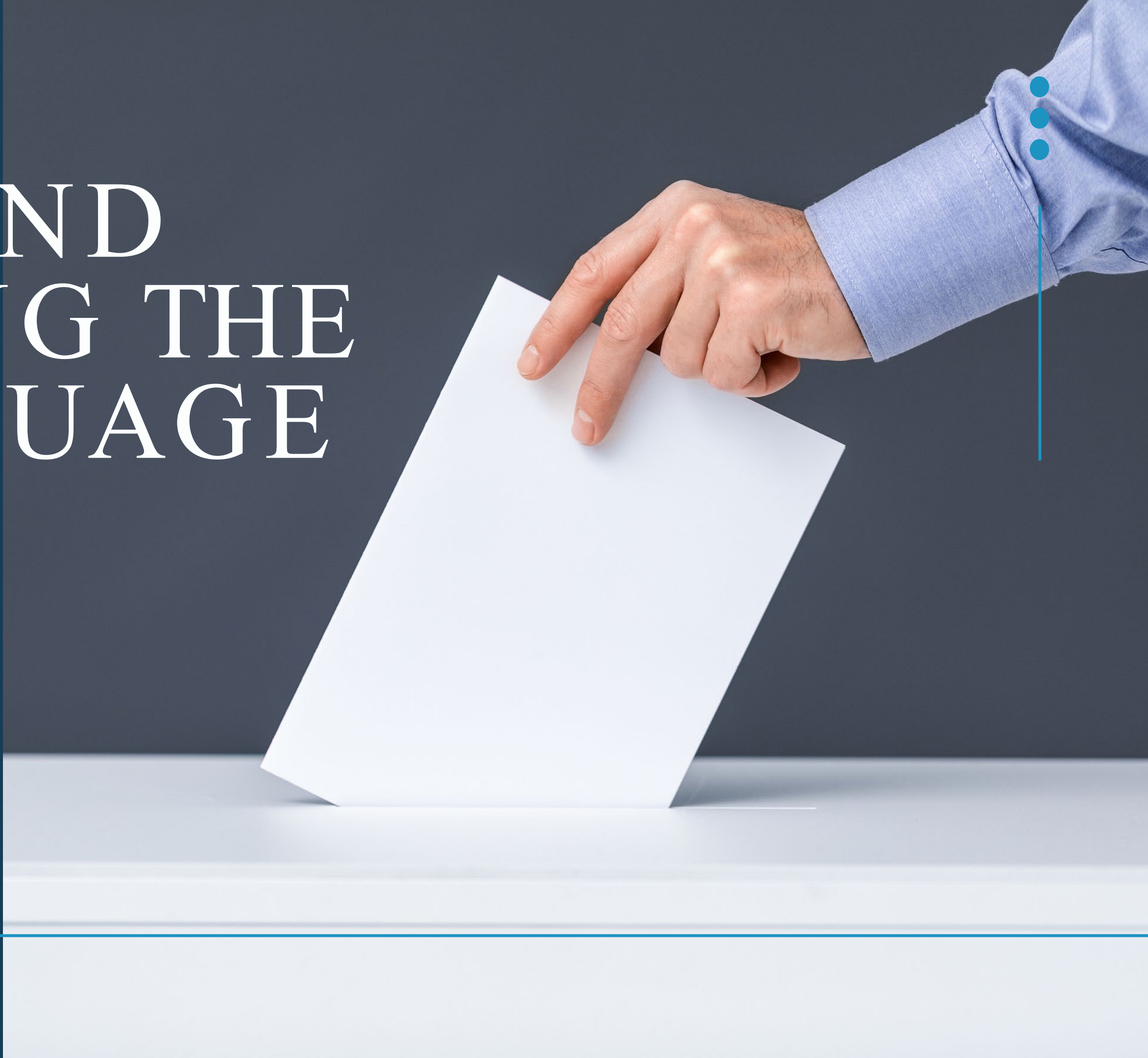
# Start at the End





# POLLING AND DEVELOPING THE BEST LANGUAGE

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# BUILDING THE BEST BALLOT LANGUAGE



STEP 1:  
DECIDE NEEDS



STEP 2 :  
CREATE "BEST GUESS" LANGUAGE



STEP 3 :  
RUN IT BY LEGAL



STEP 4 :  
POLL IT



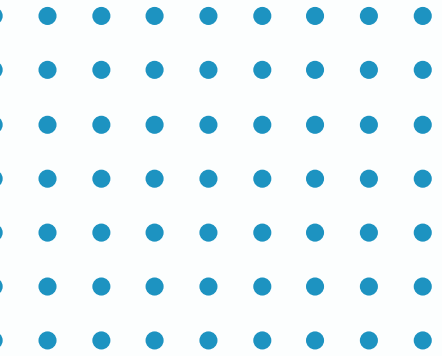
STEP 5 :  
RE-WRITE/RE-POLL (IF NECESSARY)



# SCHOOLBOARD VS. SCHOOLDISTRICT

Net > 10 points favors  
= ~2 points on ballot





# POLLING AND BALLOT DYNAMICS



## 2022 PRIMARY BALLOTS

AVG. NET LOSS: 9 POINTS

- HILLSBOROUGH: -12 POINTS
- PASCO: -9 POINTS
- BROWARD: -6 POINTS



2022 Primary Ballots

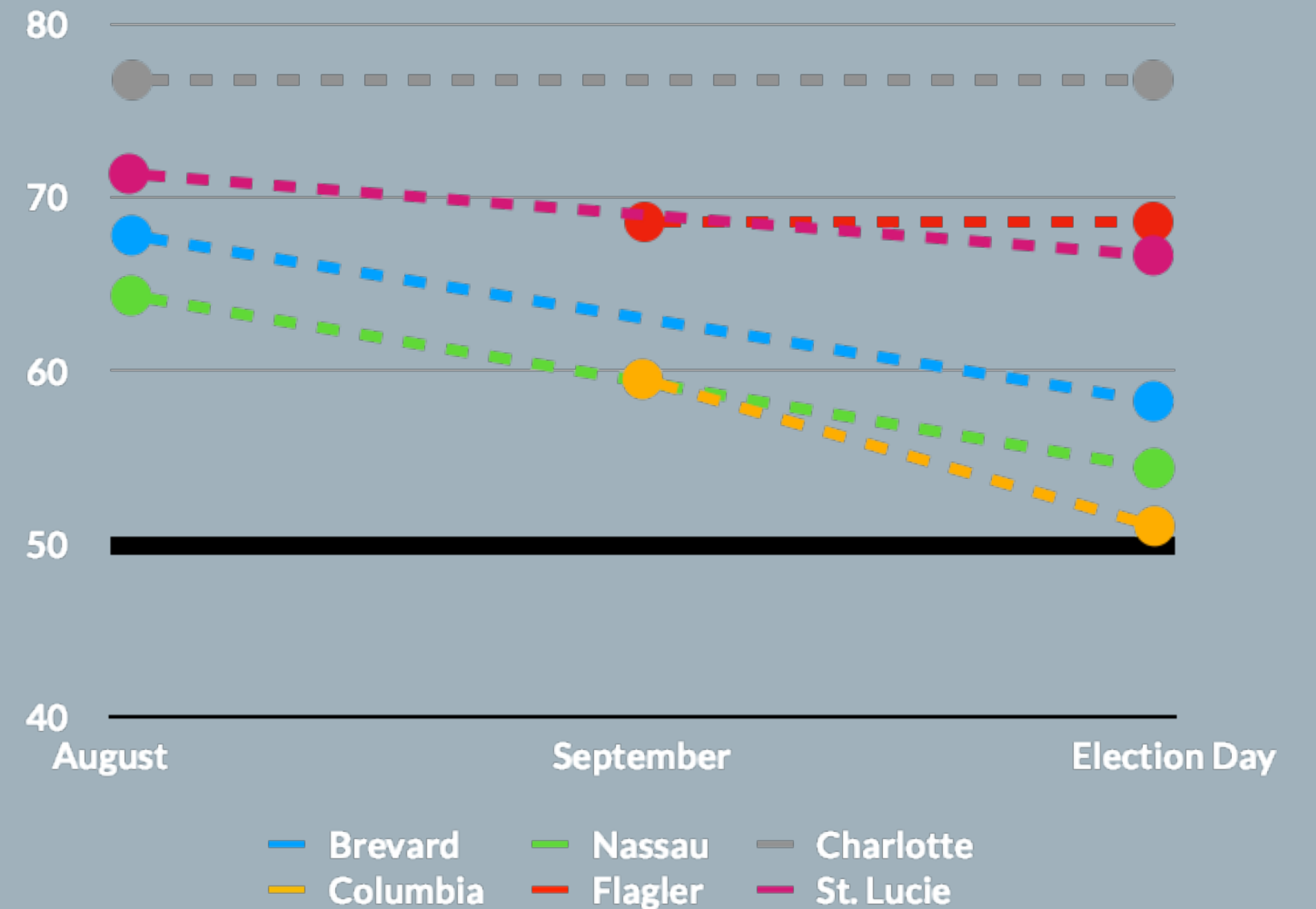


## AVG. NET LOSS: 6 POINTS

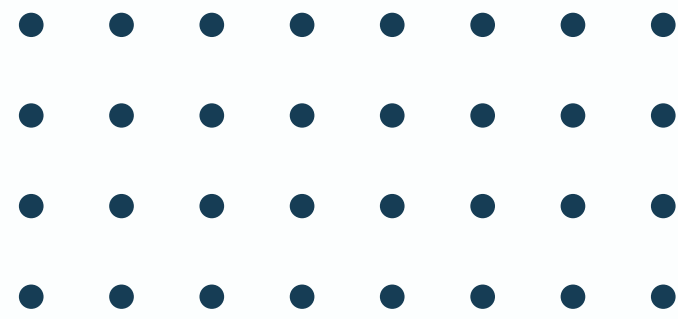
- BREVARD: -10 POINTS
- NASSAU: -11 POINTS
- CHARLOTTE: 0
- COLUMBIA: -10 POINTS
- FLAGLER: 0
- ST. LUCIE: -4 POINTS



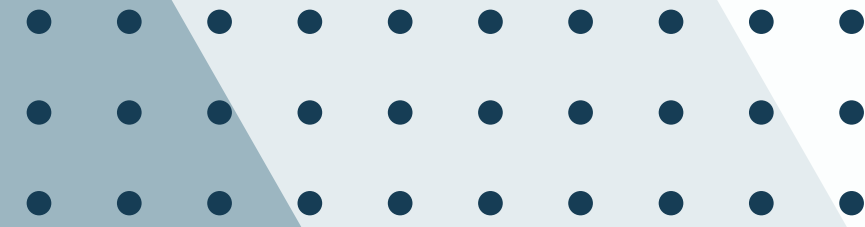
2022 General Ballots





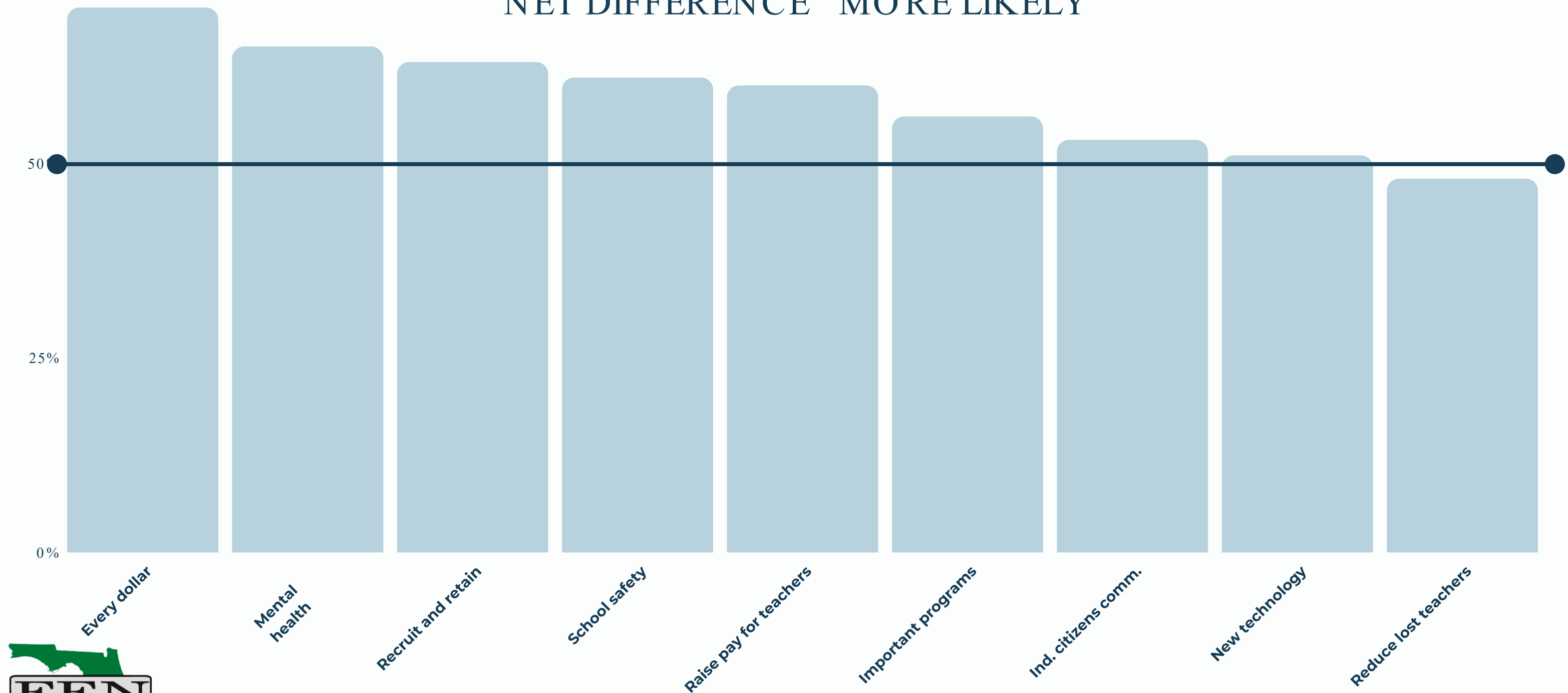


# Elevator-Anchor Analysis



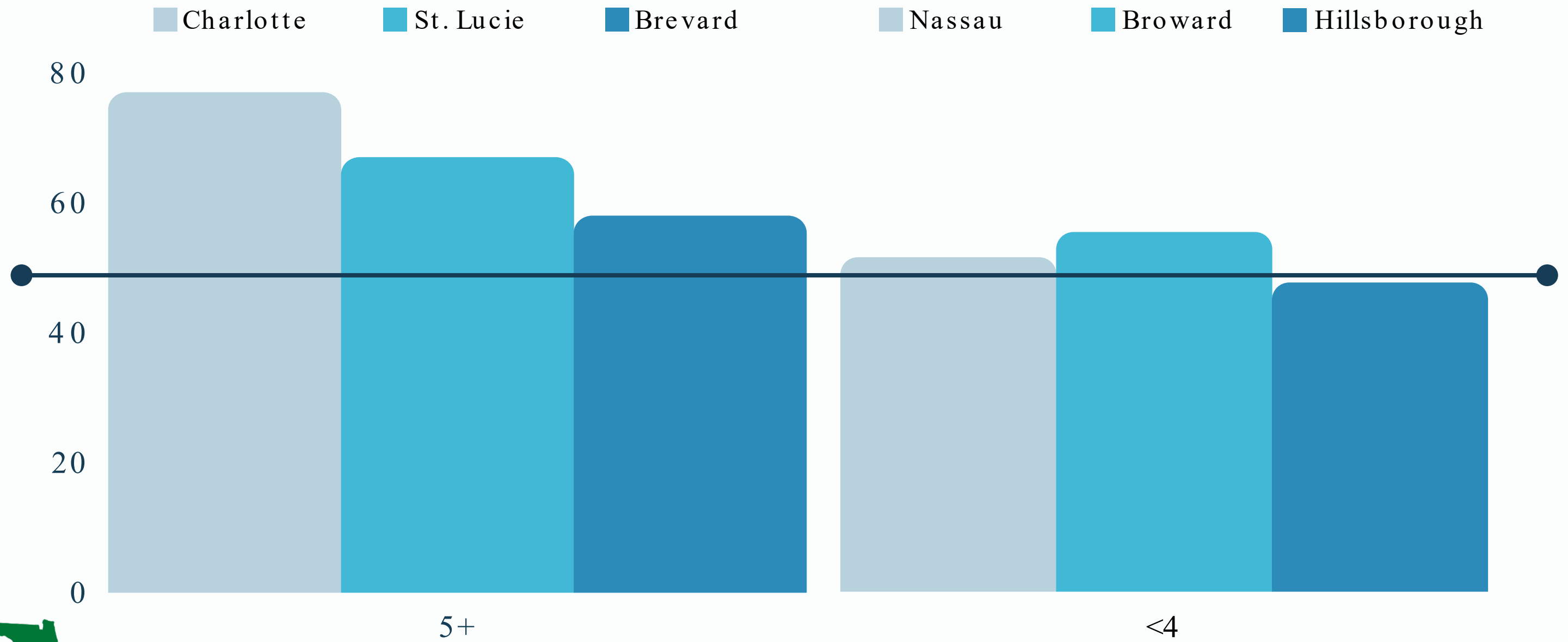
# ELEVATORS: MESSAGING

NET DIFFERENCE “MORE LIKELY”

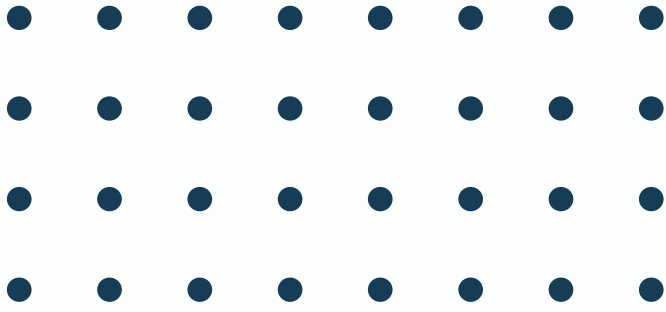


# ELEVATORS: GENERAL MILLAGE BALLOTS

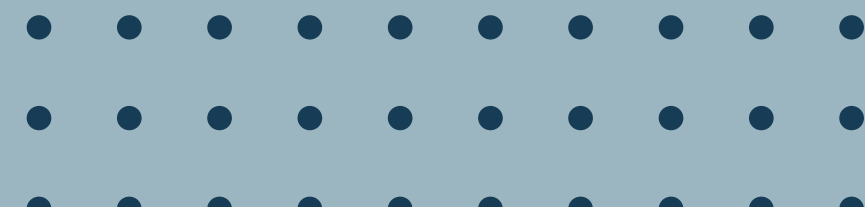
## USE OF ELEVATORS







When is the best  
time to go?



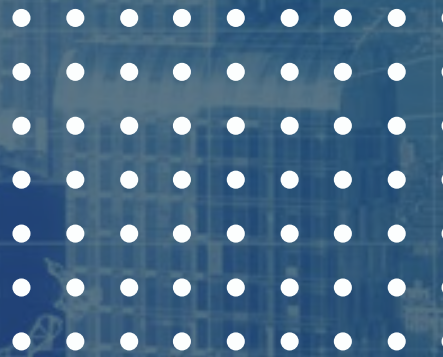
VOTER FREQUENCY AND MESSAGE FAVORABILITIES: PRESIDENTIAL VS. OFF-YEAR



Question Text	Gubernatorial: 3/4 and 4/4 average	Presidential: 2/4	Point difference
Preserving important school programs	58	71	13
Helping reduce the amount of teachers we lose to neighboring counties	59	71	12
Hiring additional school resource officers for our local schools	59	68	9
Every dollar from the tax will be used right here in our community	74	83	9
Every dollar raised will be reviewed by an independent citizens committee to ensure those funds will be used as intended	72	81	9
Returning a full unit of art, music, and physical education not every elementary school	77	85	8
Recruiting and retaining high-quality teachers	74	81	7
Helping make our local schools safer	73	80	7
The referendum will raise your property taxes if you own a home	42	49	7
Raising teacher pay	74	80	6
Funds raised from the tax would also be used to improve salaries for non-administrative support personnel in our schools	75	81	6



# CONCLUSIONS

- These items tend to win
  - Presidential years are better
  - Language matters!
  - Polling is your road map
  - Ally alignment matters
- 





QUESTIONS?

clearview  
RESEARCH





THANK YOU

clearview  
RESEARCH