

Speaking with Citizens about Home Rule

Public Opinion eLearning

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Florida Urban Partnership Polling Results

August 16, 2018

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What we did...

INDIVIDUAL CITY METHODOLOGY: REPRESENTATIVE SAMPLE		
Dates	May 1-9, 2018	
Model	Registered Voters	
Respondents	300 in 7 Florida cities	Combined: 2,100 total
Margin of Error	+/- 5.65%	+/- 2.14%



Why we did it...



Key Findings

- ▶ They like cities, but...
- ▶ There is very little variation among subgroups
- ▶ There is very little variation from city to city
- ▶ There are no bad messages...
- ▶ Framing should be, "Us vs Them"

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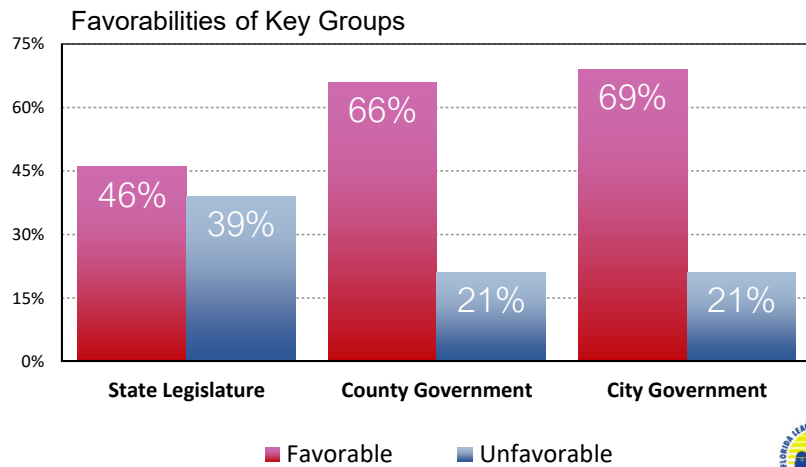
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They Like Cities, But...



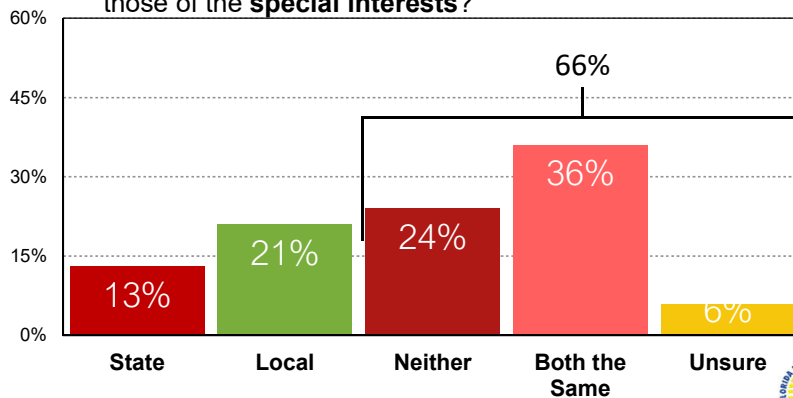
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They Like Cities, But...

The bigger picture

Which government best protects your interests over those of the **special interests**?



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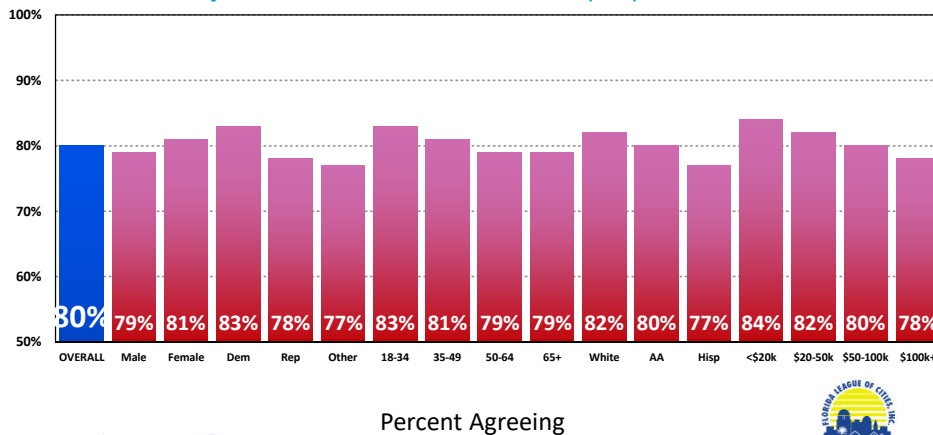
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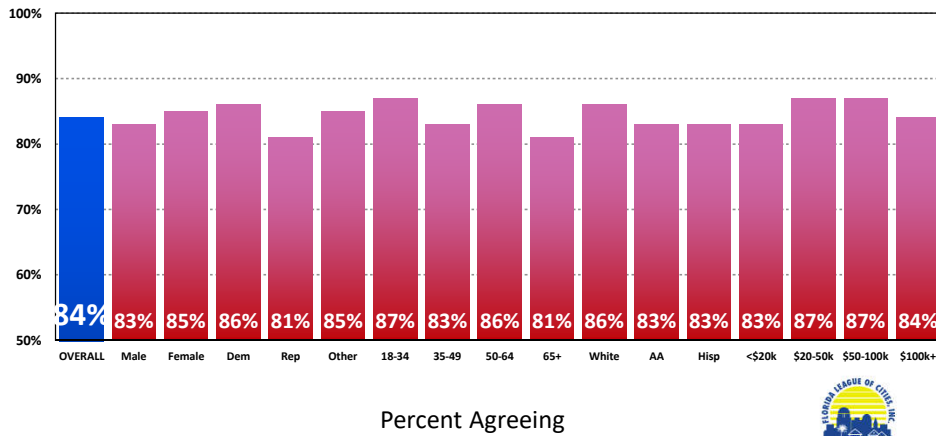
Little Variation Among Subgroups

Q18. Local elected officials are better able to solve problems because they are more accountable to local people like me.



Little Variation Among Subgroups

Q19. Local decision-making is better because it is closer to home.



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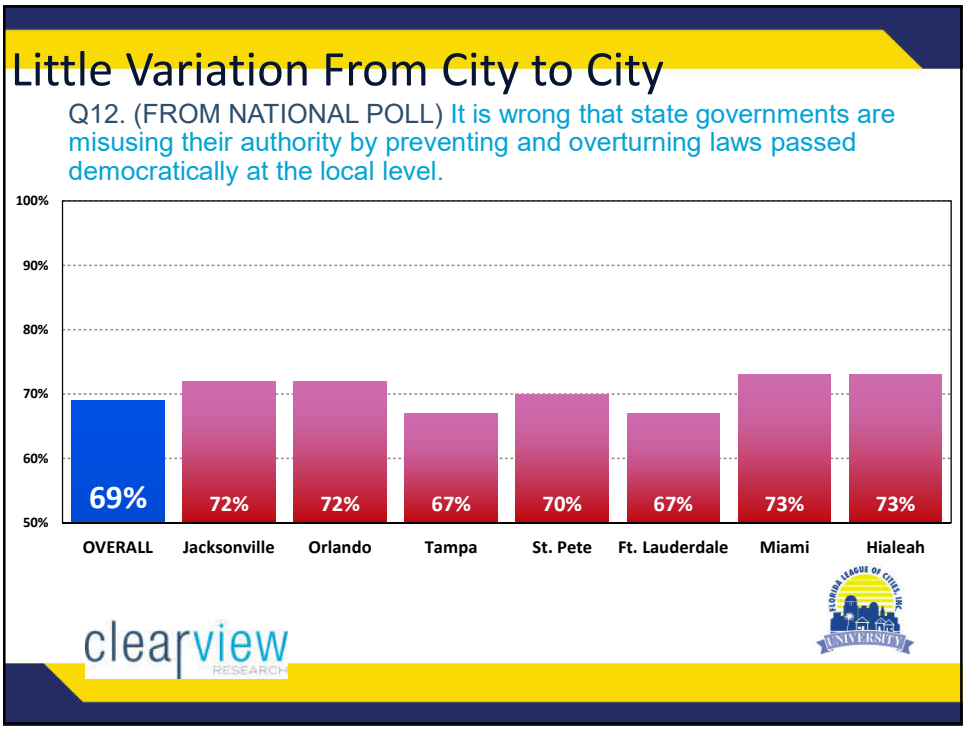
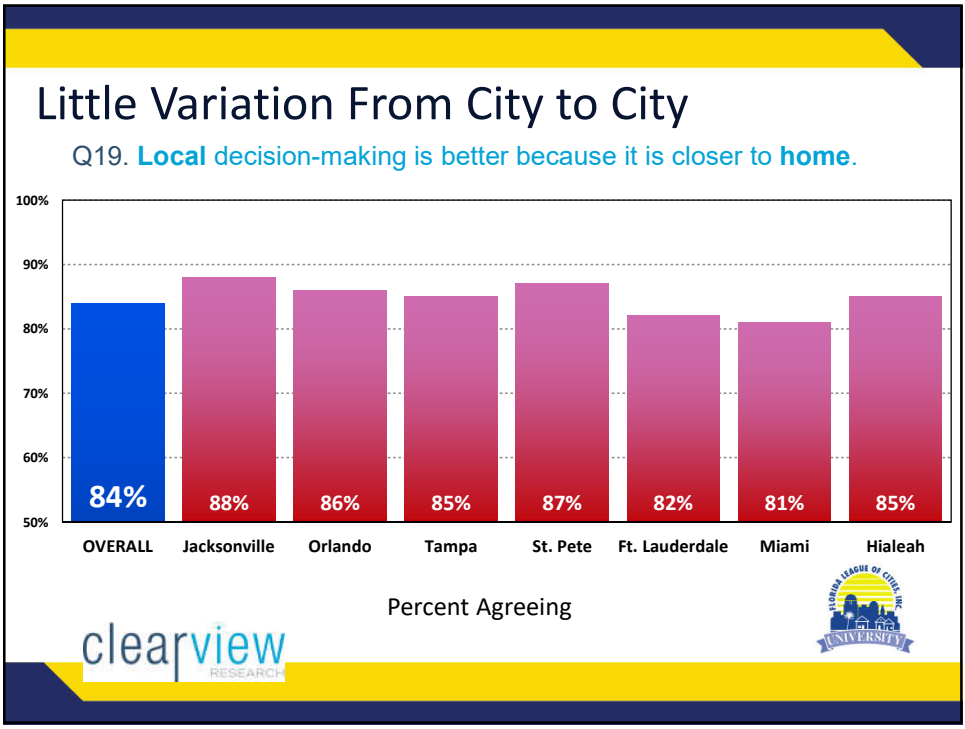


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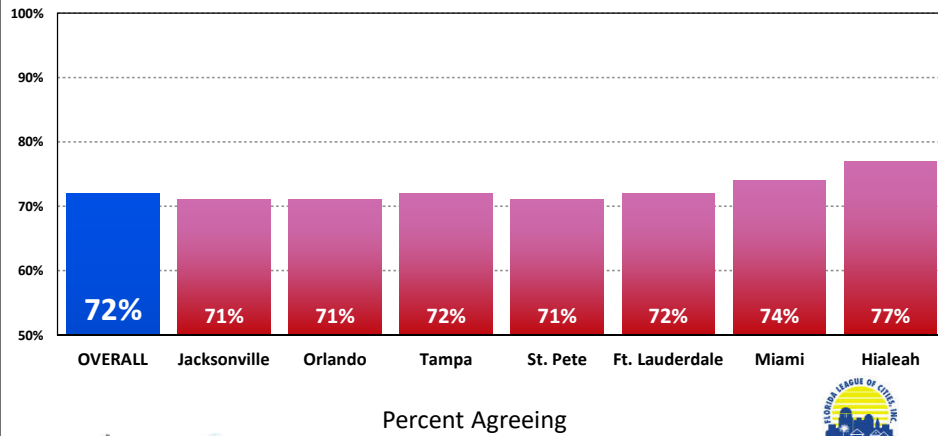
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Little Variation From City to City

Q10. My local city government is more connected to my needs and better reflects local values than the state government does..



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Key Findings

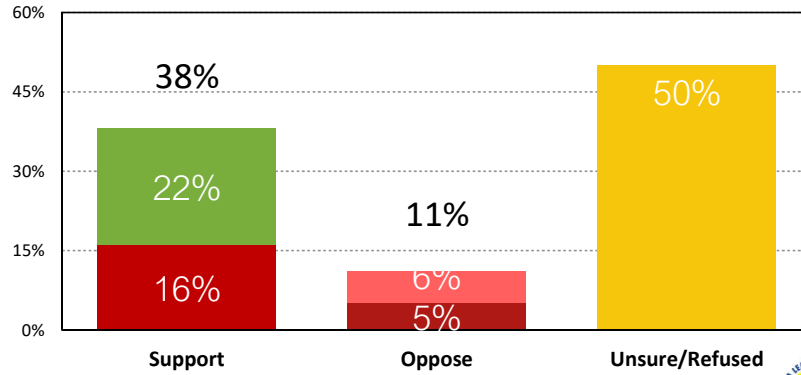
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There are no Bad Messages

Q6. When it comes to government, do you support or oppose the concept of home-rule?

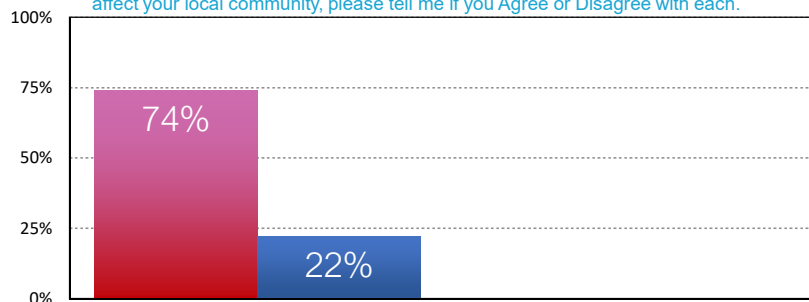


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There are no Bad Messages

Q9-16: Next, I am going to read you several statements about how state laws may affect your local community, please tell me if you Agree or Disagree with each.



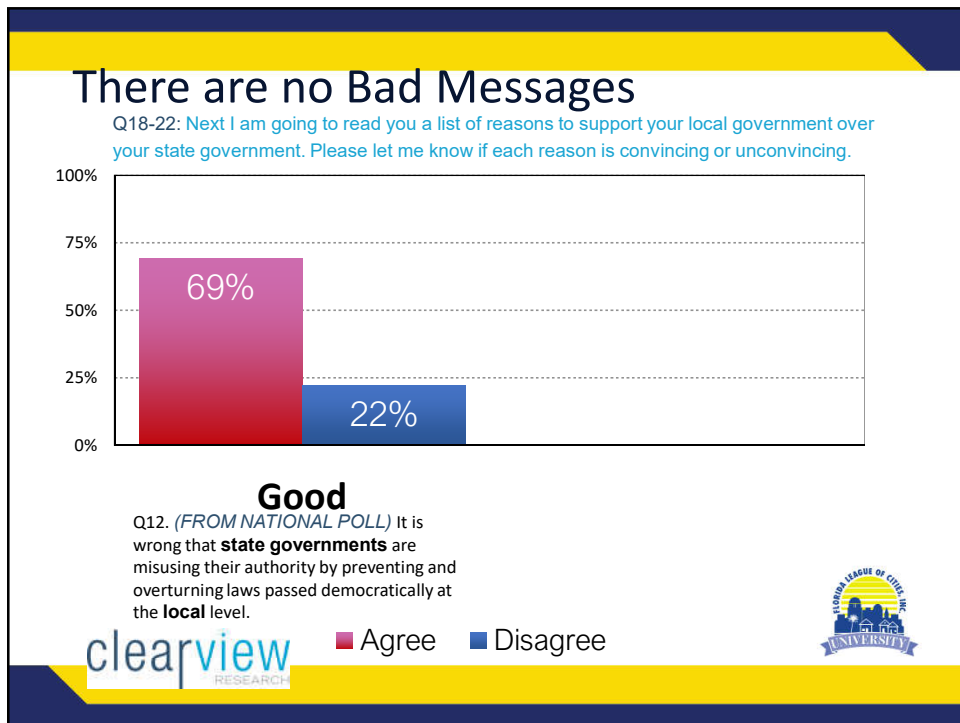
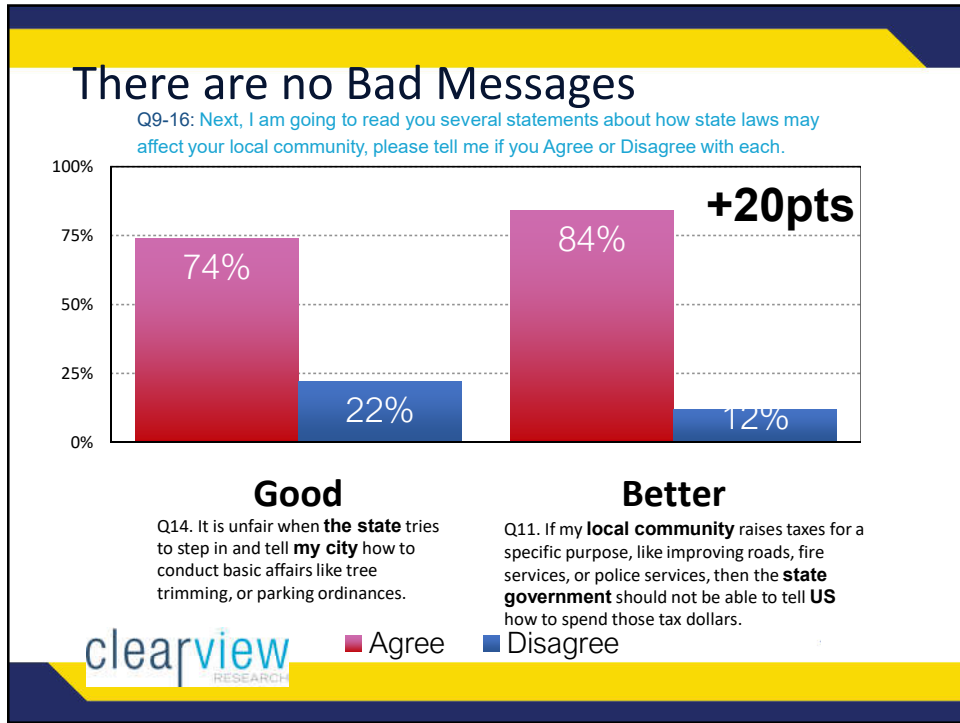
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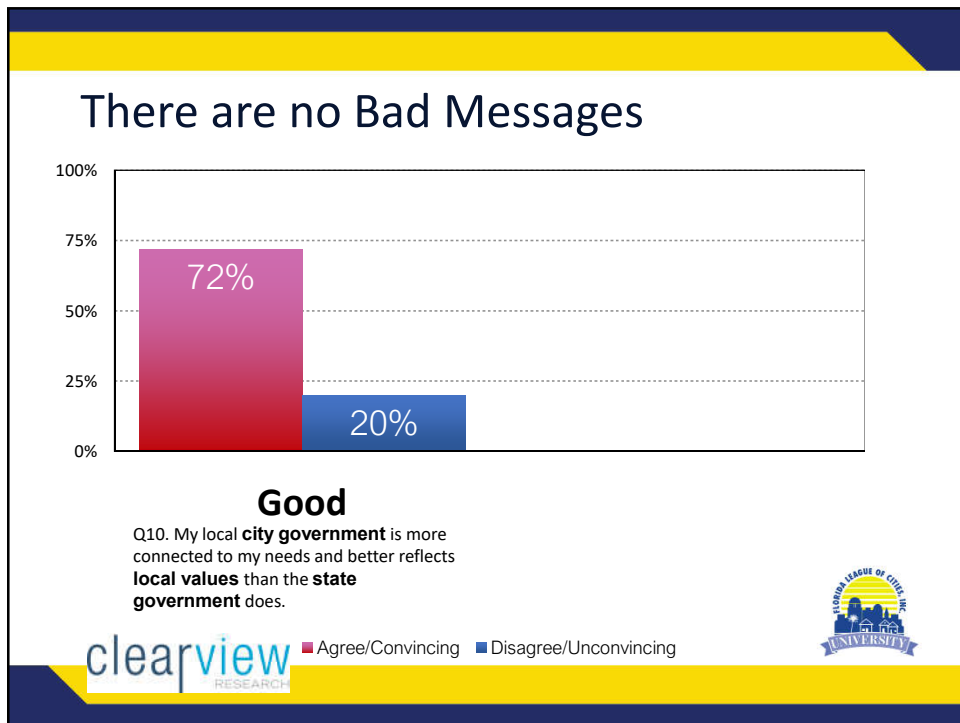
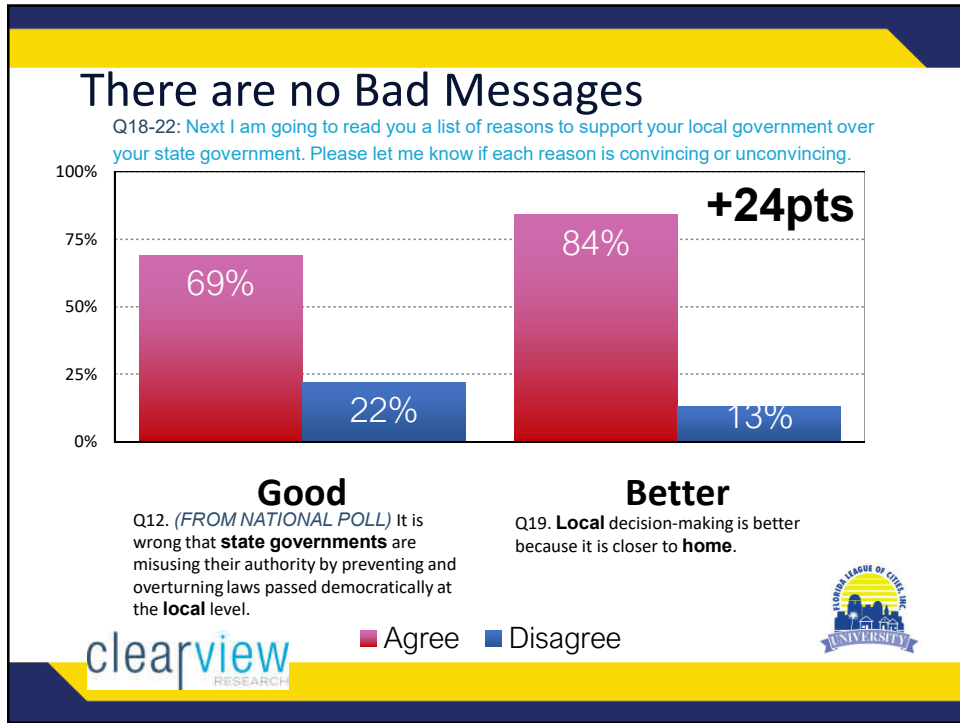
Q14. It is unfair when **the state** tries to step in and tell my **city** how to conduct basic affairs like tree trimming, or parking ordinances.

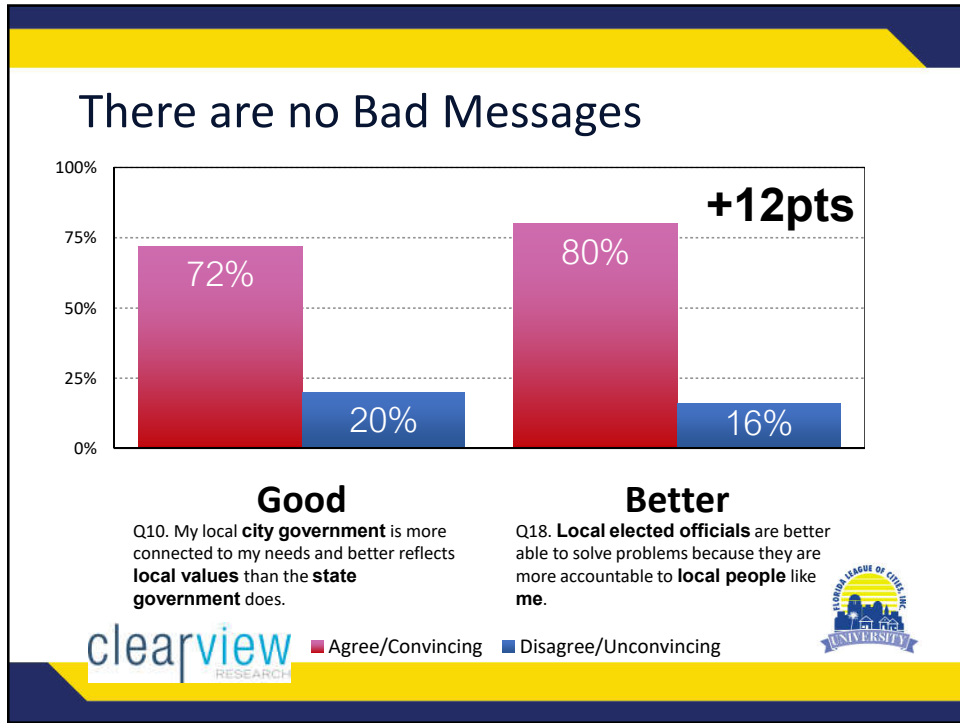
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■ Agree ■ Disagree

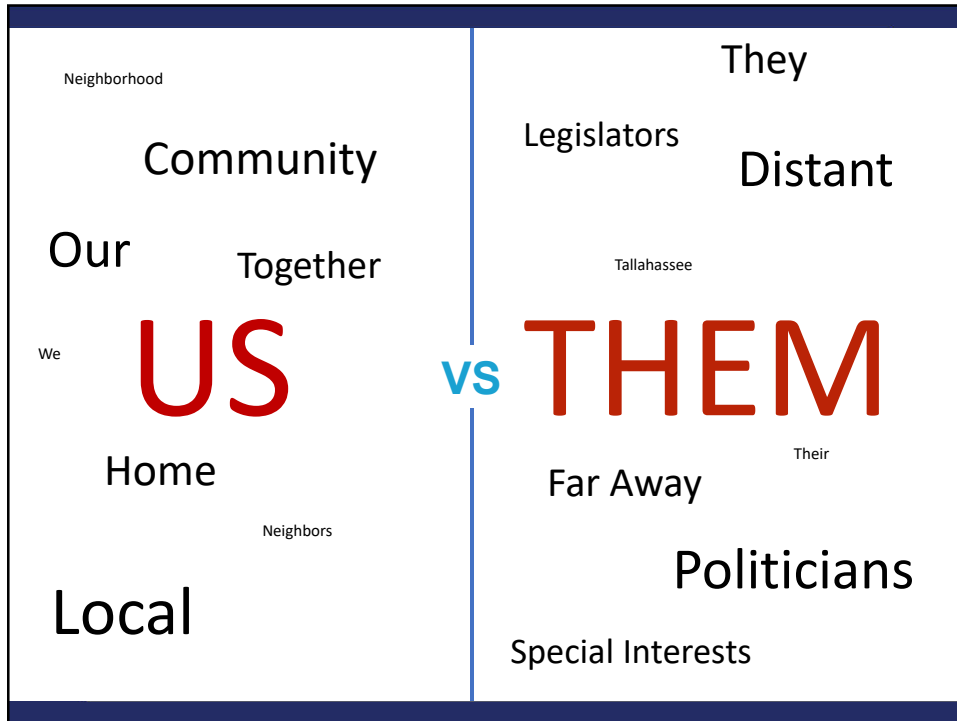








- ## Key Findings
- ▶ They like cities, but...
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Use "US" vs "THEM"

General Preemption

"Business interests often turn to sympathetic state legislators when they can't get what they want at the local level, even though that's where they operate."



"Special interests turn to Tallahassee politicians when they can't get what they want from us, even though they want to do business with us, in our community, and in our neighborhoods."

Use “US” vs “THEM”

General Preemption

*“Intrusion from the **state or federal government** into **local** finances prohibits **elected city leaders** from meeting the expectations of **their citizens**.”*



*“**State and federal politicians** want to tell **us** how to spend **our local** tax dollars and that’s just plain wrong.”*

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Use “US” vs “THEM”

Tree Trimming

*“The **state government** wants to tell **local government** how it should trim its trees.”*



*“They are **our** trees, **our** neighborhoods, and a part of **our** plan to keep **our** **community** beautiful. **Tallahassee politicians** want to take that away from **us**.”*

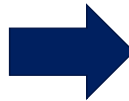
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Use "US" vs "THEM"

Vacation Rentals

*"Cities need **their** Home Rule authority fully restored so **they** can effectively determine **local** solutions that work for **their** respective **communities**."*



*"Large out-of-state real estate corporations want **state politicians** to tell **us** how to keep **our neighborhoods** safe and quiet. **Tallahassee** needs to butt out."*

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Use "US" vs "THEM"

Vacation Rentals

*"When it comes to short term rentals, the **state government** shouldn't tell **local governments** how to enact **local** ordinances."*



*"Large out-of-state real estate corporations want **state politicians** to tell **us** how to keep **our neighborhoods** safe and quiet. **Tallahassee** needs to butt out."*

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Use “US” vs “THEM”

Ride-Sharing

*“State government is too beholden to **special interests** and it’s hurting the **City** of _____’s ability to govern itself.”*



*“Big ride-share corporations want to persuade **Tallahassee politicians** to create laws that will make ride-sharing more dangerous to **our local passengers**. **We** need to fight this.”*

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Use “US” vs “THEM”

Telecom Installations

*“Telecom will attempt to use congress, the FCC, and the **Legislature** to permit **private interests** to use taxpayer funded assets for private gain.”*



*“**Our neighborhoods** should have the ability to fight for **our community**, in deciding what **our neighborhoods** look like and not **Tallahassee politicians** and **special interests**.”*

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Use “US” vs “THEM”

Gun Control

*“We also believe that **the city**, knowing its citizens best, should join other Florida **municipalities** in fighting preemption laws that allow **the state** to make all of the decisions involving gun laws.”*



*“**Our community** wants safer gun laws to protect **our neighborhoods** and **our children**.”*

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Three Keys to Talking about Home Rule

Define it

Localize it

Tailor it



Questions???



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Thank you!

Steve Vancore
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Shwanda Barnette
FLC University

and

You!

