



# 2017 ANNUAL CONFERENCE AND EXPOSITION



NATIONAL ASSOCIATION OF COUNTIES  
2017 ANNUAL CONFERENCE AND EXPOSITION  
FRANKLIN COUNTY/COLUMBUS, OHIO JULY 21-24

# How to Gain Citizen Buy-in



**Verdenia Baker**  
County Administrator for Palm  
Beach, FL



**Hon. Karl Keith**  
County Auditor for Montgomery  
County, OH



**Hon. Michael Montplaisir**  
County Auditor for Cass County,  
ND

# PALM BEACH COUNTY, FL (est. 1909)

- 1 of 47 AAA Bond-rated counties
- 26<sup>th</sup> largest county in USA
- 67 counties in FL (one of 9 @ 6% in 2016)
- 3<sup>rd</sup> largest county in FL
- 39 municipalities
- 1.44 million residents in PBC
- 7.3 million visitors in 2016
- 10<sup>th</sup> largest agricultural-producing county in USA



# One Penny = \$2.7B

## Infrastructure Sales Surtax



# Infrastructure Improvements



# Infrastructure Improvements

## Main Detention Center – East Tower Leo A. Daly



Antiquated Door Control



Repair/Replacement  
Required due to Moisture



Repair/Replacement Required  
of Millwork & Systems



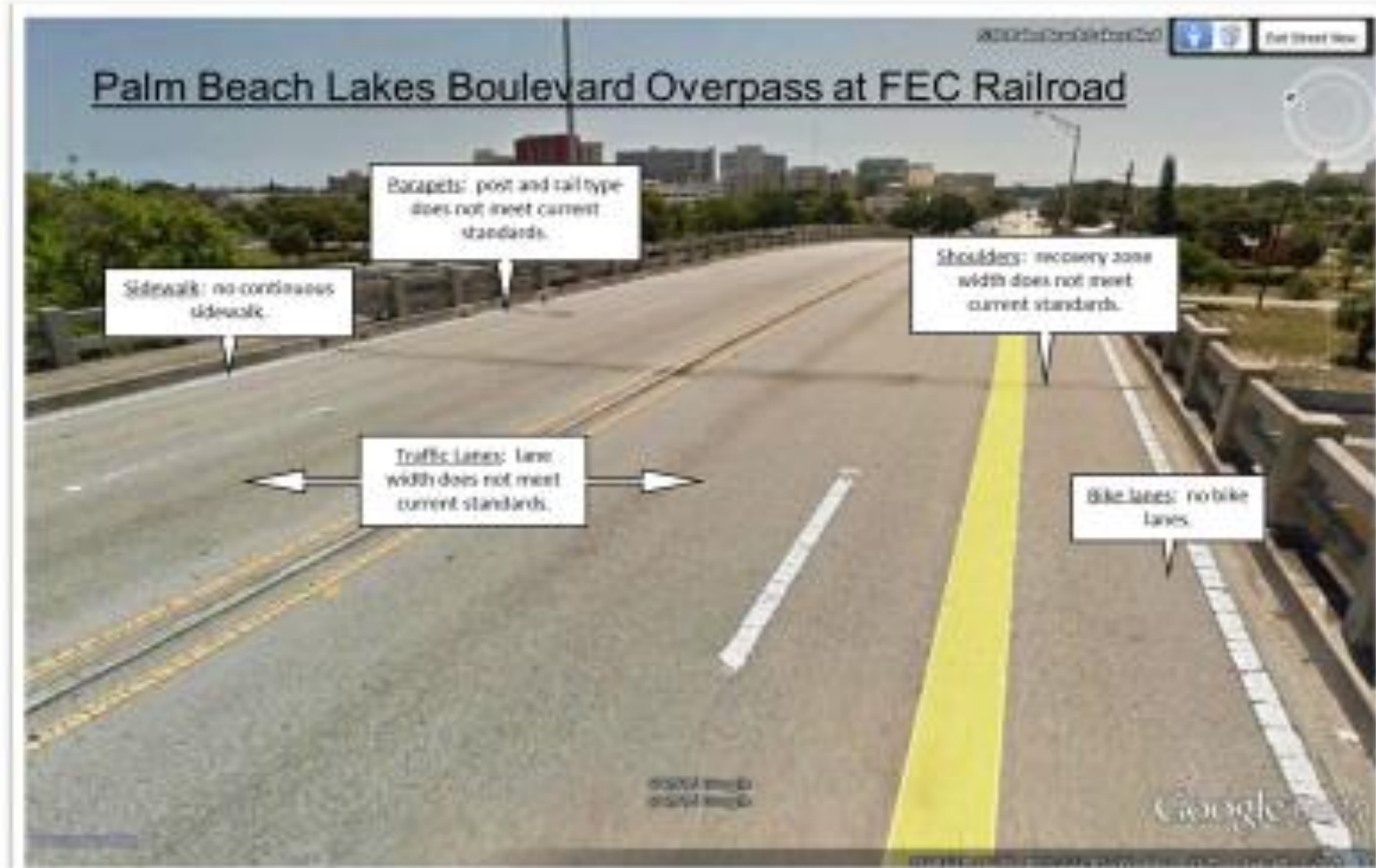
Mechanical Equipment (including  
Ductwork) in Poor Condition



Mechanical/Moisture  
Issues



# Infrastructure Improvements



# Distribution

School District  
\$1.1B – \$1.3B

PBC  
\$683M – \$807M



Cities (39)  
\$455M – \$538M

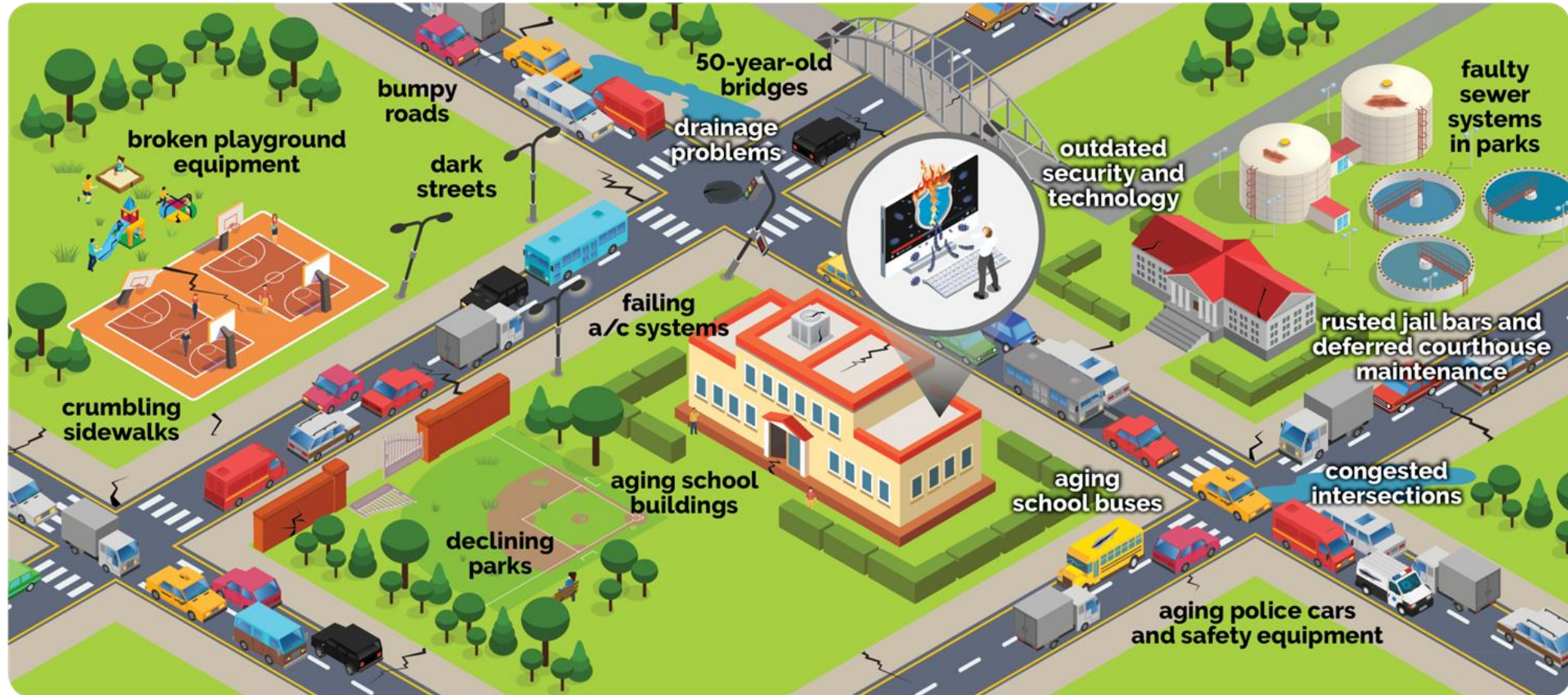


# Infrastructure Surtax Projects

## Ballot Language

- Improving district–owned school buildings, equipment, technology and security;
- Purchase school buses, public safety vehicles and equipment;
- Equip, construct and repair roads, bridges, signals, streetlights, sidewalks, parks, drainage, shoreline and wastewater infrastructure, recreational and governmental facilities;

# OneCountyOnePenny.org



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# How to Gain Citizen Buy-in



**Hon. Karl Keith**  
County Auditor for Montgomery  
County, OH



# Role of Ohio's County Auditors

The County Auditor wears many hats

Sealer of Weights and Measures

Responsible for testing commercial devices used to weigh or measure products for sale

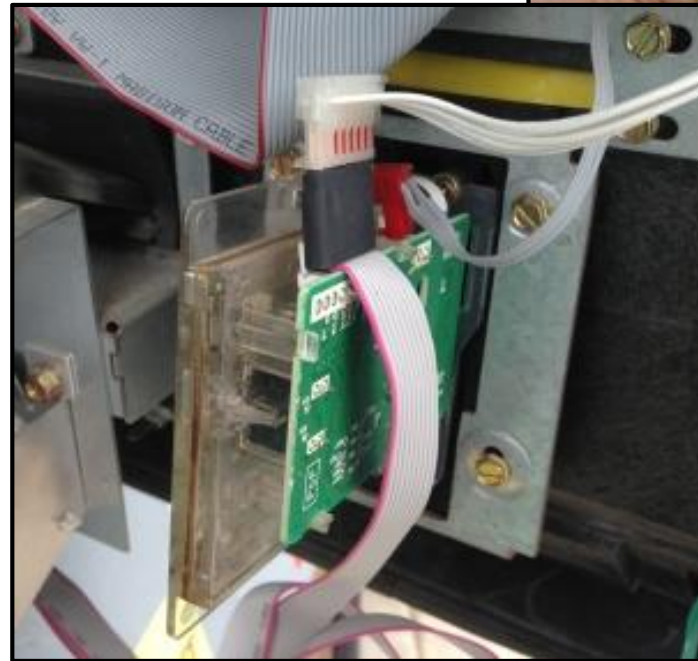
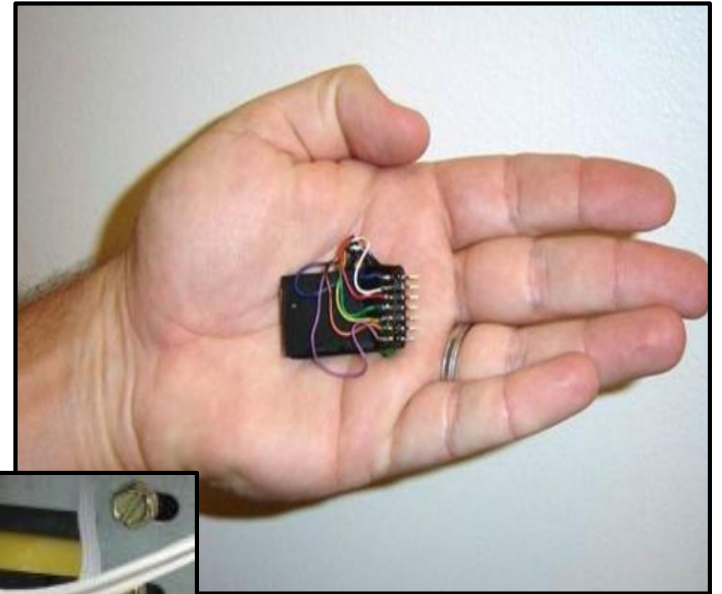


# The Problem

Skimmer: Small electronic device that fits in the palm of your hand

Connected to the credit card reader inside the pump

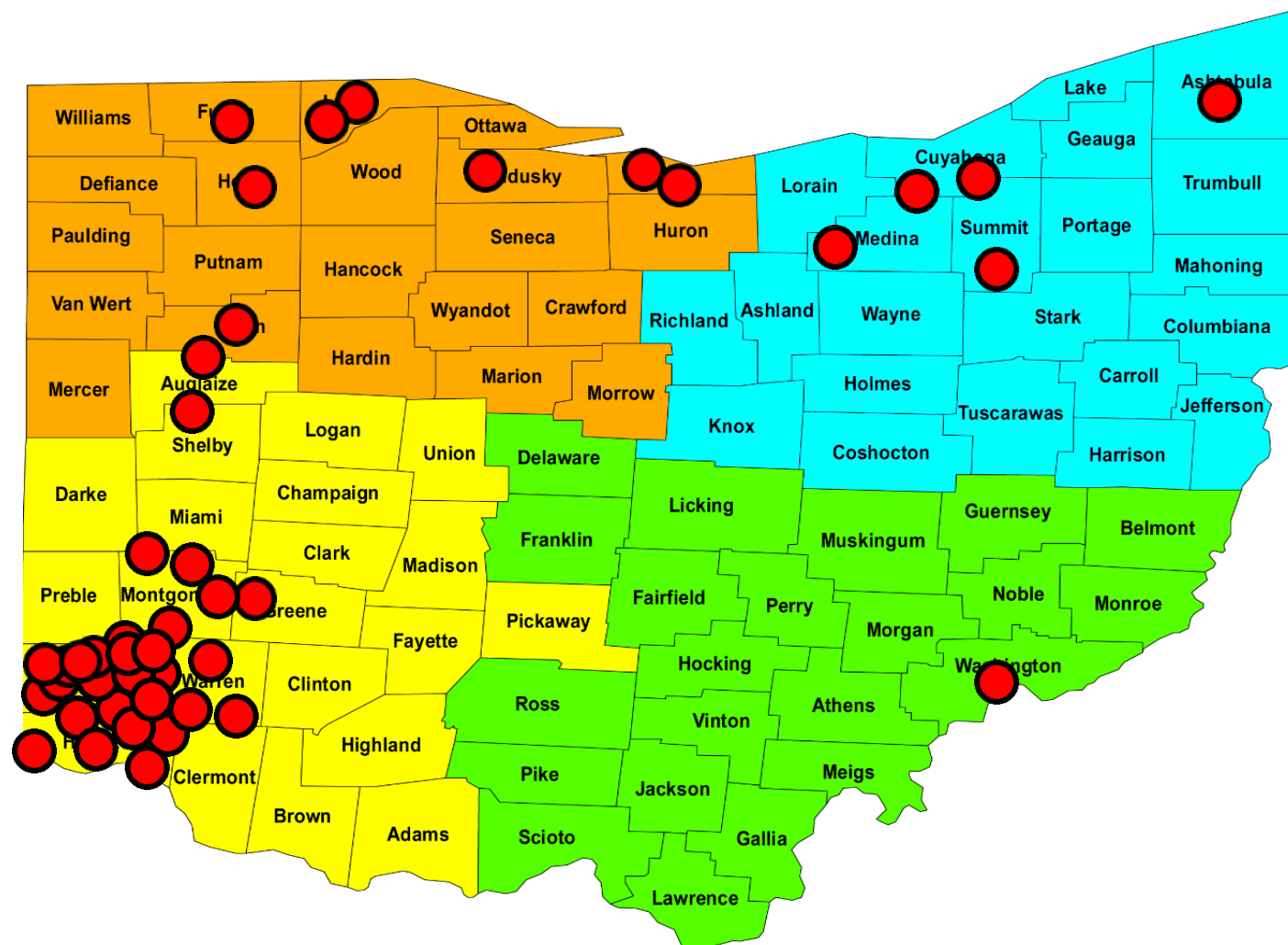
Not visible from the outside of the dispenser



# The Problem

# 51 skimmers have been found in Ohio since 2013

## Found in 19 counties



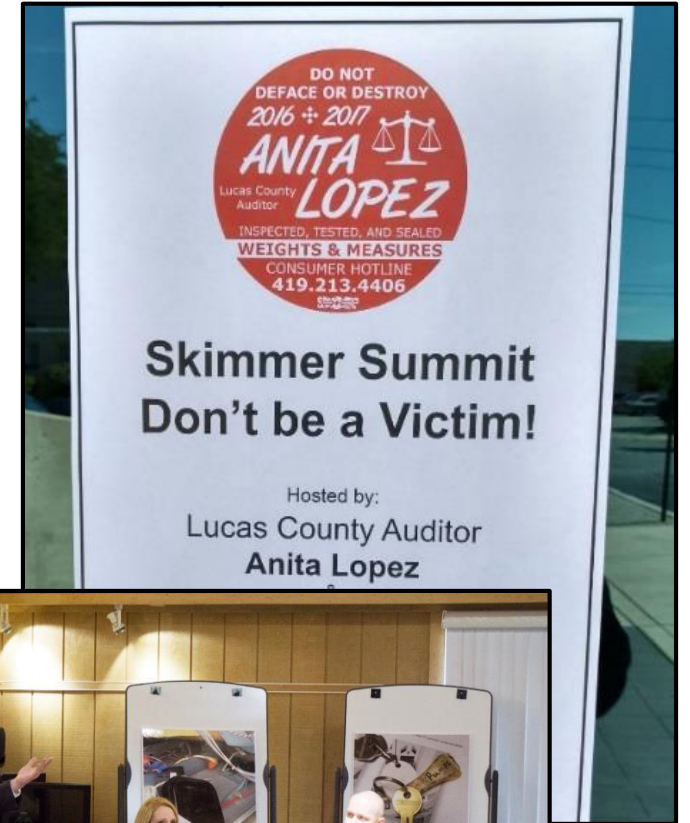


# Skimmer Summits

County Auditors' Association of Ohio

Hosted in 8 counties across the state

Included county auditors, inspectors, gas station owners, law enforcement officers, and concerned citizens



# Ohio County Auditors' Skimmer Sweep

64 County Auditors

84 Inspectors

1,400 Gas Stations

12,000 Gas Pumps

5 Skimmers Found



# Public Awareness

70 News Stories

10 Media Markets

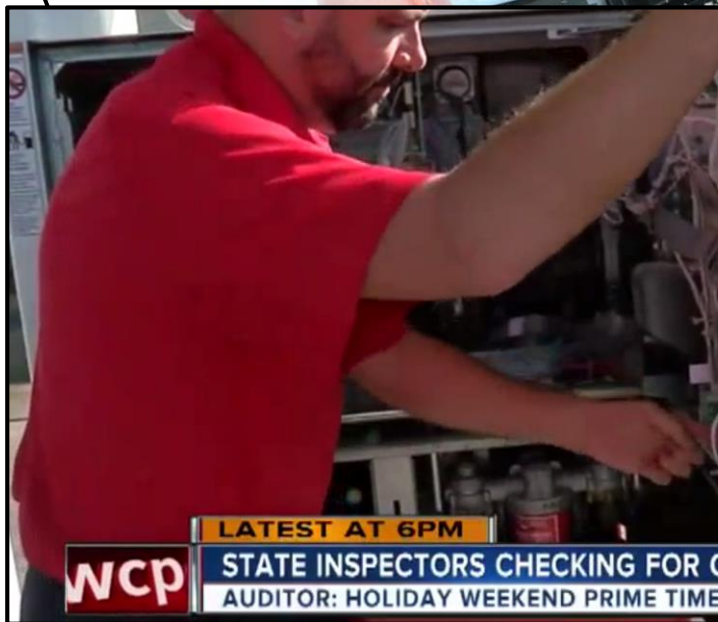
Amplified efforts using social media





County auditors launch statewide credit card skimmer sweep over Labor Day weekend

Comment Posted on September 1, 2016 at 11:36 AM



## County auditors launch 'Skimmer Sweep'

Inspectors to check 12,000 gas pumps

Staff report

traveled routes in Delaware County for skimmers. Statewide, more than 80 weights and measures inspectors are expected to visit approximately 1,500 gas stations at targeted locations, checking more than

## Gas station card skimmers targeted

### Five credit card skimmers found in sweep

Inspectors checked nearly 12,000 gas pumps

Montgomery County Auditor Karl Keith announced that inspectors removed five illegal credit card skimming devices from Ohio gas pumps as part of the "Skimmer Sweep" hosted over Labor Day Weekend by Keith and more than 60 other Ohio county auditors.

Two skimmers were found in Erie County and one skimmer was found in each of Fulton, Sandusky and Greene counties. Inspectors notified law enforcement of the findings and the devices were turned over for investigation.

During the search more than 80 weights and measures inspectors visited nearly 1,400 gas stations at targeted locations, checking nearly

12,000 gas pumps. 454 pumps were checked at 55 stations in Montgomery County according to Keith. No credit card skimmers were found.

"Although no skimmers were found here, we will continue to be proactive in addressing the skimming crime in our county," said Keith.

Keith coordinated the strategic Skimmer Sweep effort as co-chair of the County Auditors Association of Ohio (CAAO) weights and measures committee. The auditors have been planning the sweep for more than three months.

"The Skimmer Sweep was a tremendous success. It's unheard of to have 64 elected officials united in the same effort. That's more than two-thirds of county auditors," said Keith.



Montgomery County Auditor Karl Keith (right) and Chief Weights and Measures Inspector Joe Harris (left) inspect a pump during the Skimmer Sweep.

defeat this crime, by educating the public on how they can protect themselves," said Keith. "The Skimmer Sweep was great success in that regard."

Consumers should know that paying for gas with cash is always the safest option at the pump. Using a credit card is safer than using a debit card because customers who use their debit cards risk their PIN numbers being stolen. Monthly bank and credit card statements should always be reviewed for any fraudulent charges. Motorists should use pumps near the attendant, as criminals often target pumps further from view. Anything that seems out of place or indicates that a pump has been tampered with should be reported.

Credit card scamming devices



Montgomery Auditor Karl Keith and Preble Auditor Lavoie Wright took part in the sweep.

Criminals use the technology to acquire personal financial information they need to drive

Skimmers continued on A12

WCP

LATEST AT 6PM

STATE INSPECTORS CHECKING FOR CARD SKIMMERS  
AUDITOR: HOLIDAY WEEKEND PRIME TIME FOR SKIMMERS



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# Success

Teaching consumers how to protect themselves

Encouraging gas stations to increase security

Educating citizens about weights and measures





# How to Gain Citizen Buy-in



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County Auditor for Cass County,  
ND



# Sales Tax to Provide Flood Protection

- The Red River Valley experiences weather extremes with spring flooding being a frequent threat.
  - The Red River ends 550 miles north of its source.
  - Temperatures on the south end can rise dramatically in late March.
  - The term “valley” is really a misnomer—the area is extremely flat so floods spread over a wide area.

# Sales Tax to Provide Flood Protection

- The frequency and severity of floods are increasing.
  - Cass County has exceeded flood stage 49 out of the last 110 years, including every year from 1993 through 2011, and again in 2013.
  - Each year we build dikes out of both clay and sandbags, only to remove them after the flood.
  - Permanent protection is both expensive and creates winners and losers.

# Sales Tax to Provide Flood Protection

- After the 2006 flood, protection planning began in earnest.
  - Water Resource Districts, City Engineers, Commissioners, and Federal Agencies started to work through solutions.
- 2009 – Largest Flood of Record
  - This was our wakeup call – something needed to change!
    - Hospital and some nursing home patients as well as jail inmates were evacuated
    - Thousands of volunteers were needed for sandbagging efforts



# Sales Tax to Provide Flood Protection

- Without a plan for flood protection, the city decided to hold a special election for a ½ cent sales tax to provide funds.
  - An election was scheduled for June 30, 2009, just a couple of months after the flood waters receded.
  - Given what we had just been through, a push for passage of a sales tax was not needed.
  - The 20-year sales tax passed with 91% of the people voting “yes”.

# Sales Tax to Provide Flood Protection

- In November of 2010, following yet another flood, Cass County had a measure on the ballot to levy a ½ cent sales tax for the flood protection plan.
  - We held meetings throughout the county and partnered with the Home Builders Association, who raised funds for an advertising campaign.
- This sales tax passed with 64%; our support came from people inside the metro area.

# Sales Tax to Provide Flood Protection

- We formed an organization, the Diversion Authority, to work with the Corps of Engineers to finalize and implement their plan. As the costs of the plan became more firm, we lined up partners.
  - State of North Dakota \$570 million
  - Corps of Engineers \$450 million
  - Roughly half of the \$2 billion plan



# Sales Tax to Provide Flood Protection

- In 2011 we saw the third major flood in three years.
- 2012, the City of Fargo again went to the voters to approve yet another ½ cent sales tax for flood control and other infrastructure needs—this tax passed with 60.3%
  - We now had a project plan and knew the costs.
  - FEMA warned us if we didn't start permanent flood protection, a large portion of the city would be re-mapped into the flood plain.

# Sales Tax to Provide Flood Protection

- In 2016 the city and county continued to formulate a plan and looked at financing the plan. We did not want to increase the sales tax further, but we knew we needed more resources for both the city and county share of the plan.
  - We proposed extending our current flood control sales taxes to 2084 even though they were not scheduled to run out until 2030 and 2031.
  - The FM Area Chamber of Commerce was a major partner in promoting the vote.

# Sales Tax to Provide Flood Protection

- Our challenges in this election were many...
  - We have not had a major flood since 2011, and people's memories are short.
  - A lot of new people to the area had not been involved in flood fighting.
  - We had already had three votes on sales taxes for this project.
  - We were asking people to think out 68 years!



# Sales Tax to Provide Flood Protection

- The positives in promoting the sales tax vote in 2016:
  - We were not asking for an increase in the rate.
  - The Diversion Authority has numerous ambassadors since it is made up of members from three different cities, two counties, and two states.
  - The Chamber ran strategically placed ads during NDSU Bison football games
    - A very large local audience
    - Community minded viewers
- The results of the election were passage of both sales tax measures—66% in the City of Fargo and 64% in Cass County as a whole.

# Sales Tax to Provide Flood Protection

- We had five votes in four different elections over eight years, and all of them passed by more than 60%.
- How did we do it?
  - We had a real need, something that benefits everyone
  - We had a lot of partners
  - We tried to communicate every way we could
- Organized opposition to the “plan” but not to the sales tax



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