

Welcome to today's webinar:

Amendment 3: Understanding Public Sentiment

We will begin at 10:00am EST



Today's Panelists



Chief Harold Theus
Executive Director
Florida Fire Chiefs
Association



Lee Feldman
Senior Advisor of Local
Government Strategy
Zencity



Eric Prutsman
Lobbyist
Florida Fire Chiefs
Association



Josie Peery – Moderator
Enterprise Account
Executive
Zencity

Background on the survey



Zencity



- **Digital** Surveying and Engagement Tools
- Designed to help communities **hear past the STPs** (same ten people) that control the voice and the media
- Output is **actionable data** for budgeting, planning, performance management, and communications
- Focused on a **feedback loop**:
Listen → Understand → Act → Listen

Methodology



- Begin with **US Census demographics** to define target population for statistical analysis.
- Deploy add through **online panels** that meet residents where they are (social media, mobile gaming, youtube, etc.)
- **Lower barriers to participation** with native language translation and targeted advertising
- **Rake weighting** for statistical safeguards

State Survey



- Conducted between **June 10 – June 14, 2026**
- **602 respondents**
- Quotas **match the distribution** of race, ethnicity, age, and gender in Florida
- Analysis reviewed by **Ph.D. Methodologists and Data Analysts** and formatting into the following slides
- Full report available on Zencity.io

Most Florida residents have limited familiarity with how their local government funds its services

How familiar are you with how your local government pays for the services it provides?

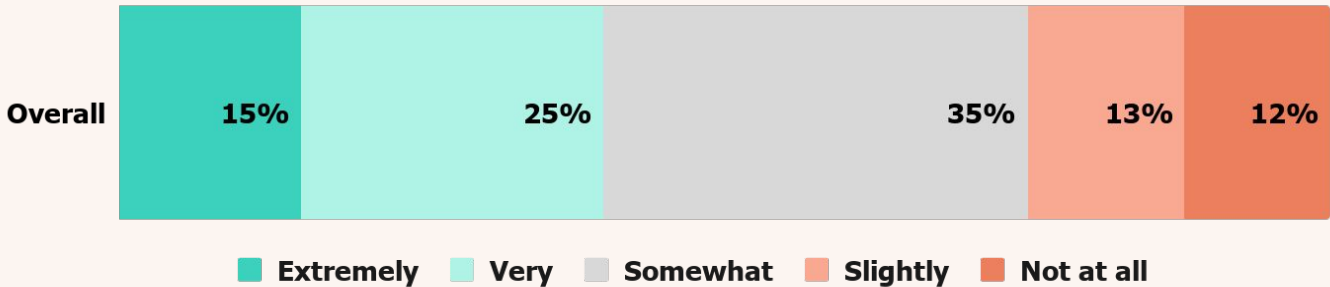
[Single select, N=602]



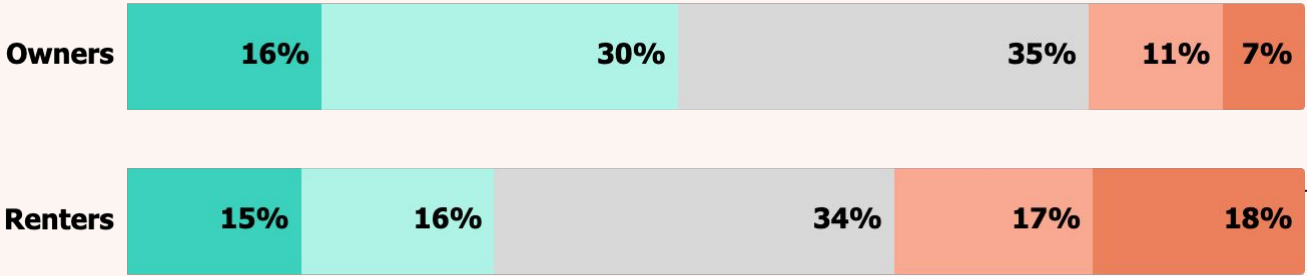
Familiarity with the amendment is low overall, with renters noticeably less familiar than homeowners

In November 2026, the General Ballot Election will ask Floridians to vote on a constitutional amendment that will reduce property taxes received by local governments by increasing the homestead property tax exemption.

How familiar are you with this amendment? *[Single select, N=602]*



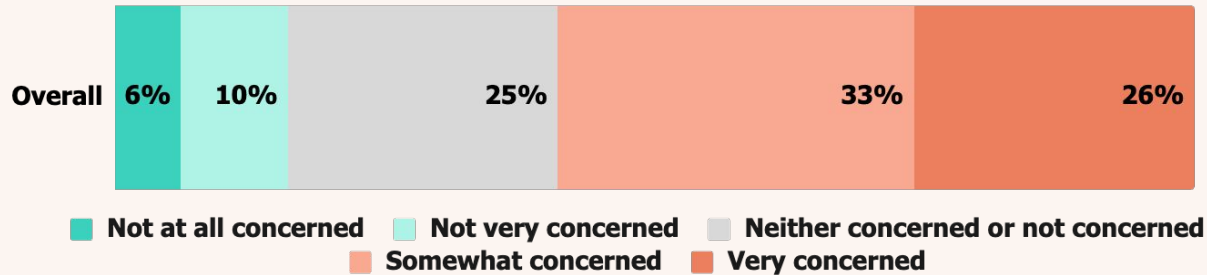
Familiarity by home ownership



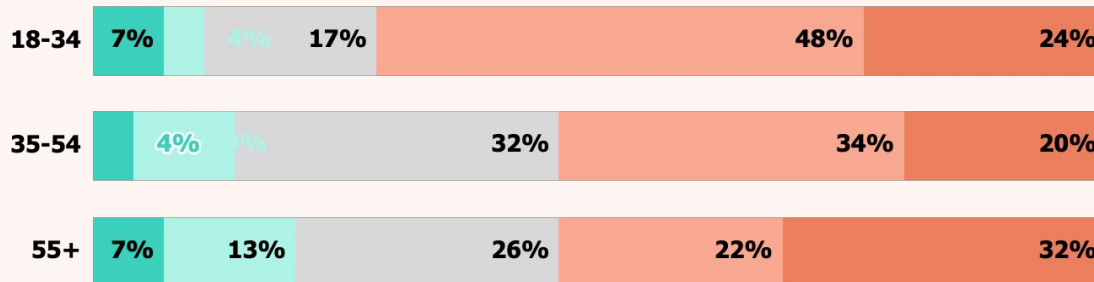
Most residents are concerned that lost property tax revenue will lead to service cuts, particularly younger residents

In November 2026, the General Ballot Election will ask Floridians to vote on a constitutional amendment that will reduce property taxes received by local governments by increasing the homestead property tax exemption. If passed, this amendment may lead to changes in your local government's budget.

How concerned are you that your city or county would have to cut services because of the loss in property tax revenue? *[Single select, N=602]*



Concern by age



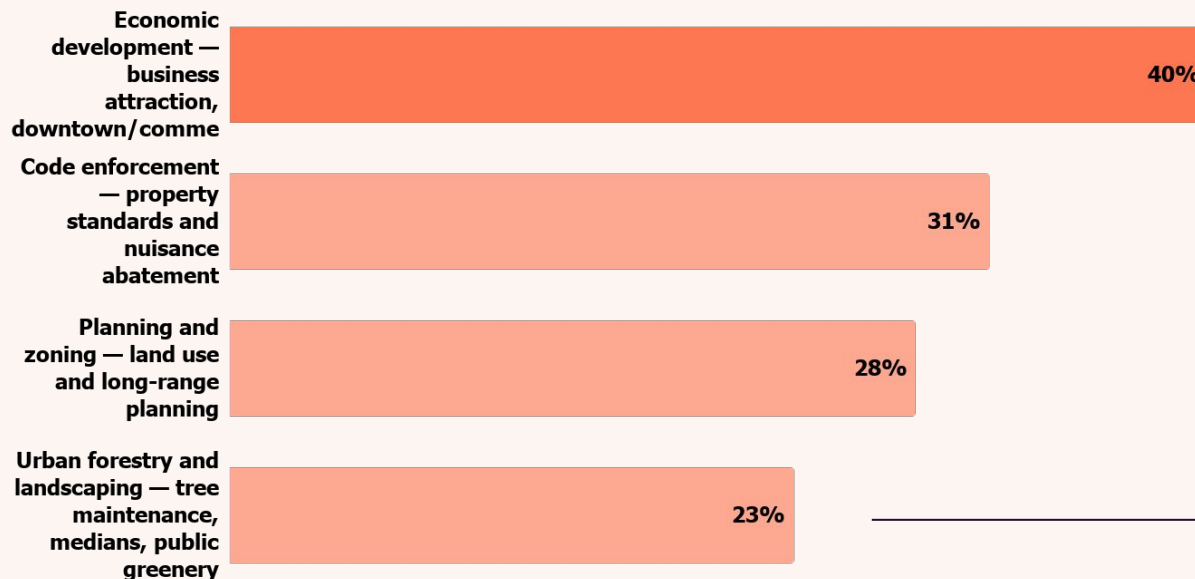
Economic development and regulatory functions are residents' top targets for cuts

In November 2026, the General Ballot Election will ask Floridians to vote on a constitutional amendment that will reduce property taxes received by local governments by increasing the homestead property tax exemption. If passed, this amendment may lead to changes in your local government's budget.

If your local government had to make budget cuts, which services should it reduce?

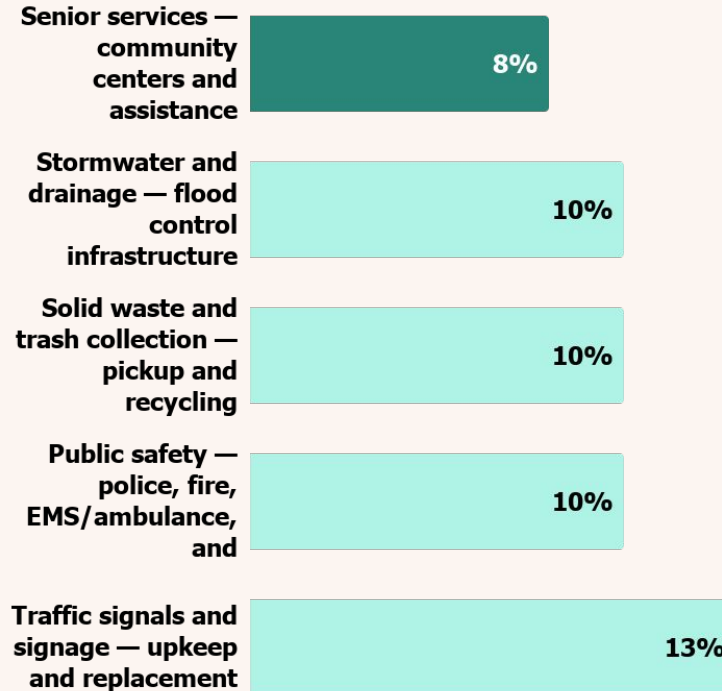
Please pick up to 5 services *[Randomize, Select up to 5, N=602]*

Top services to reduce



Public Safety, Fire, EMS/Ambulance ranks fourth on services to preserve

Services to preserve



FACTS ON 3

THE IMPACT OF
AMENDMENT 3
ON FIRE & EMS SERVICES



FACTS ON 3

WHAT IS AMENDMENT 3?

Amendment 3 would increase Florida's homestead exemption for non-school property taxes to **\$150,000 in 2027 and \$250,000 in 2028**, with inflation adjustments thereafter. It would also allow further increases in certain circumstances, reduce the annual assessment cap for non-homestead properties from **10% to 5%**, and place restrictions on how counties and municipalities may use property tax revenue. The amendment would take effect **January 1, 2027**.



FACTS ON 3

THE IMPACT OF AMENDMENT 3

“State economists estimate that Amendment 3 would cost Florida roughly \$12 billion on a recurring basis. If the amendment passes, costs will shift, as local lawmakers either cut public services or increase other taxes and fees to make up for the loss in revenue.”

-Florida Policy Institute



AMENDMENT 3

FACTS ON 3

FIRE/EMS DEPARTMENT FUNDING METHODOLOGIES



- **Fire Assessment Fees – Various Models**
 - **Ambulance Fee Transports**
 - **Municipal Service Taxing Unit (Counties/Special Districts)**
 - **Ad Valorem Taxes**
 - **Various Sales Taxes**
-

FACTS ON 3

CONSEQUENCE OF

AMENDMENT 3

The passage of Amendment 3 would reduce the revenue collected through Ad Valorem Property Taxes and Municipal Service Taxing Unit.



Percentage of Budget Made Up By Ad Valorem and MSTU: _____

FACTS ON 3

THE IMPACT OF AMENDMENT 3

Total Budget (in dollars):_____

Revenue from Ad Valorem and
MSTU (in dollars):_____

Projected Budgetary Reduction:_____



THE IMPACT OF **AMENDMENT 3**

NUMBER OF FIRE STATIONS

NUMBER OF EMS UNITS

NUMBER OF PERSONNEL

AVERAGE RESPONSE TIME (MINUTES)

FACTS ON 3



PROJECTED OUTCOMES OF **AMENDMENT 3**

REDUCED NUMBER OF FIRE STATIONS

REDUCED NUMBER OF EMS UNITS

REDUCED NUMBER OF PERSONNEL

PROJECTED AVERAGE RESPONSE TIME
(MINUTES)

FACTS ON 3



THE IMPACT OF **AMENDMENT 3**

FACTS ON 3



FURTHER REDUCTION CONSIDERATIONS

STAFFING LEVELS

Hiring freezes, stalled recruitment efforts, and reductions in personnel.

PROGRAMS

Reduction or elimination of community health programs, fire prevention practices, emergency management, and public education.

EQUIPMENT & TRAINING

Delayed replacement of equipment and vehicles; reduced training for first responders.

FACILITIES & STATIONS

Postponed maintenance, renovations, and construction of police, fire, and EMS facilities

FACTS ON 3

THE IMPACT OF **AMENDMENT 3**

Fire & EMS services are essential to a safe, healthy and resilient community. Amendment 3 would reduce a major source of local funding, requiring local governments to carefully evaluate how to continue providing these important services to the visitors and citizens of the state of Florida.



FACTS ON 3

HELPFUL LINKS:

[FLORIDA ASSOCIATION OF COUNTIES](#)

[FLORIDA POLICY INSTITUTE](#)

[FLORIDA LEAGUE OF CITIES](#)



FACTS ON 3



Disclaimer: Factual, nonpartisan educational material. Local figures should be verified against the local government's adopted budget, taxable-value data, and applicable official fiscal estimates. Reductions in service that are suggested as part of this messaging are realistic and supported by data.

A vibrant, stylized illustration representing digital technology and data. In the center, a large green magnifying glass is positioned over a square grid of various colored pixels (white, grey, blue, yellow, green, red). Surrounding this central element are several other tech-themed icons: a large grey cloud at the top left, a yellow speech bubble with three white dots, a teal speech bubble with horizontal lines, a blue circuit board, a purple speech bubble with a white greater-than sign, a brown speech bubble with a line graph, a purple square containing a white robot head icon, a green speech bubble with three white dots, and a blue cursor arrow pointing upwards. The entire composition is set against a light beige background.

**If you have a question
for the panel, please
put it in the Zoom chat.**



Thank You

Zencity's Full
Amendment 3 Report



FFCA's Website for
toolkit and recording

