



The Problem

Median Value = \$150,000

x 1% for City Property Tax

= \$1,500 taxes/yr.



+\$150 to roads



-\$3,300 cost/yr.



-\$4,000 cost/yr.

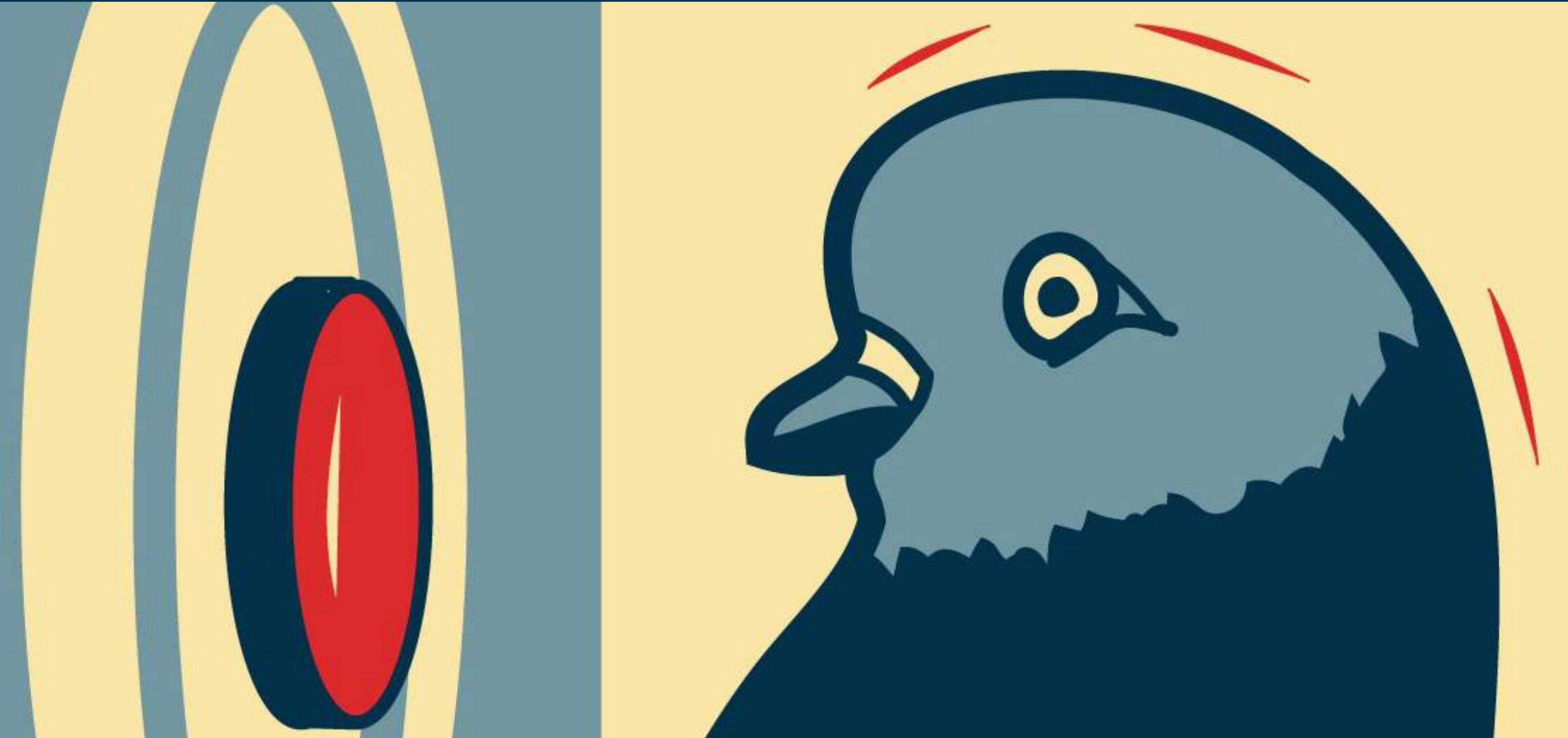
-\$7,150 cost/house

The Problem

A photograph of a desert landscape with a sign in the foreground. The sign is yellow with a red border and black text. The text reads "BUY NOW" in blue and "PAY LATER" in red. The sign is supported by two wooden posts. The background shows a vast, flat desert with sparse vegetation and a blue sky with light clouds.

BUY NOW
PAY LATER

Behavioral Economics



"You are about to show me shadows of the things that have not happened, but will happen in the time before us."

Ebenezer Scrooge
The Ghost of Christmas Yet to Come
A Christmas Carol

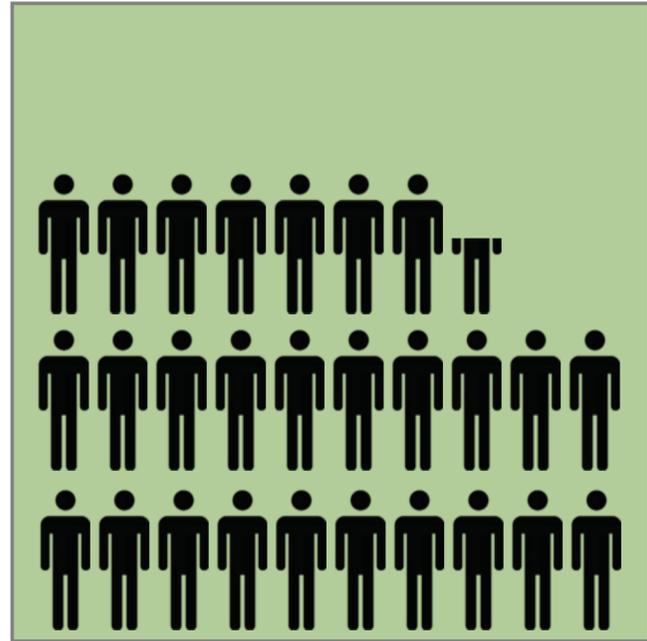


What are the numbers for Gwinnett County?

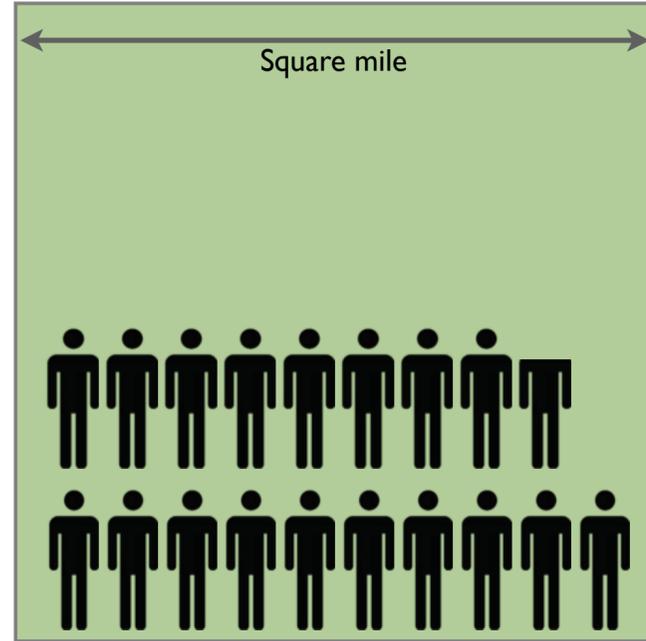


Density - People per Square Mile

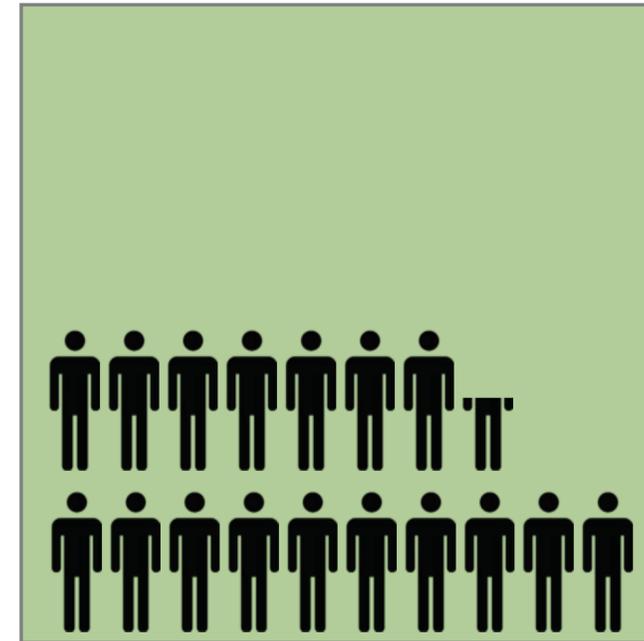
 = 100 people
Source: US Census



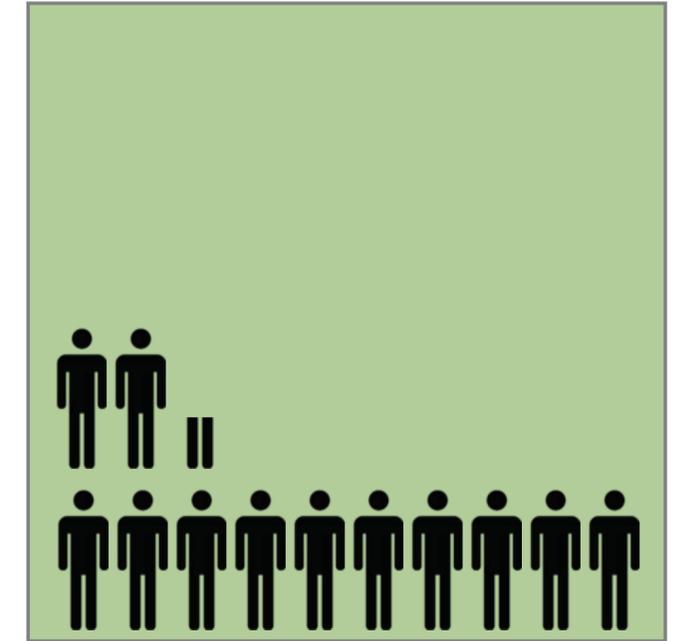
DeKalb, GA
2,740 people/Sq. Mi.



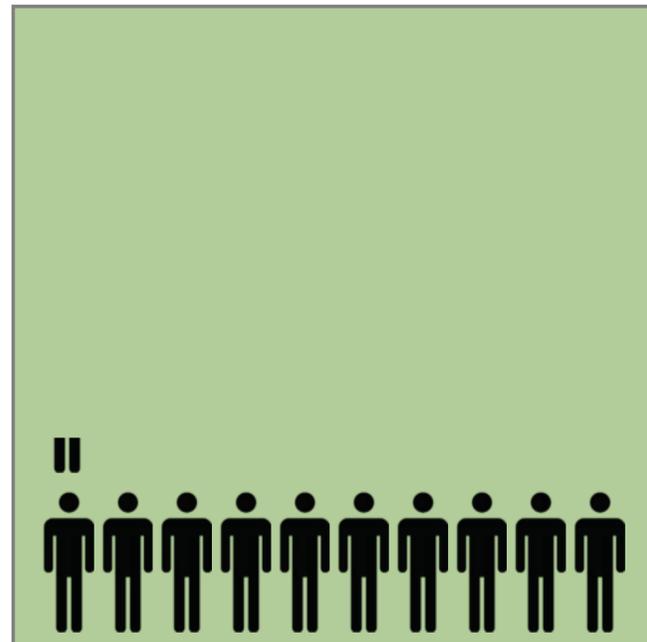
Gwinnett, GA
1,871 people/Sq. Mi.



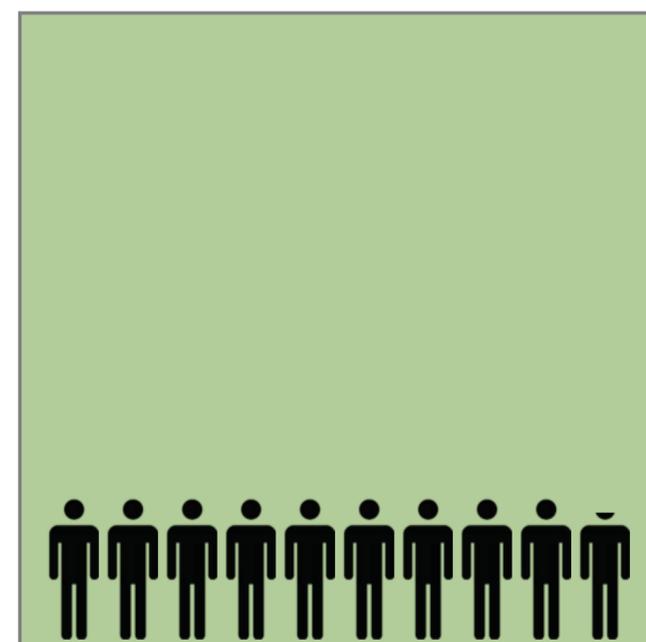
Mecklenburg, NC
1,756 people/Sq. Mi.



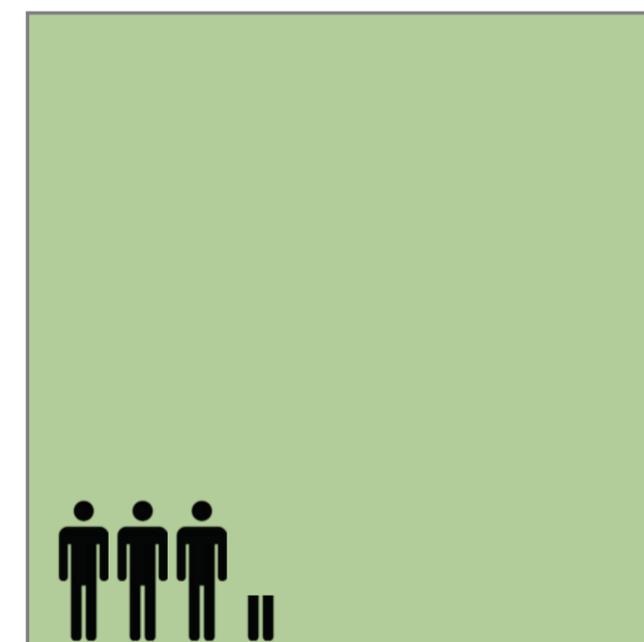
Davidson, TN
1,243 people/Sq. Mi.



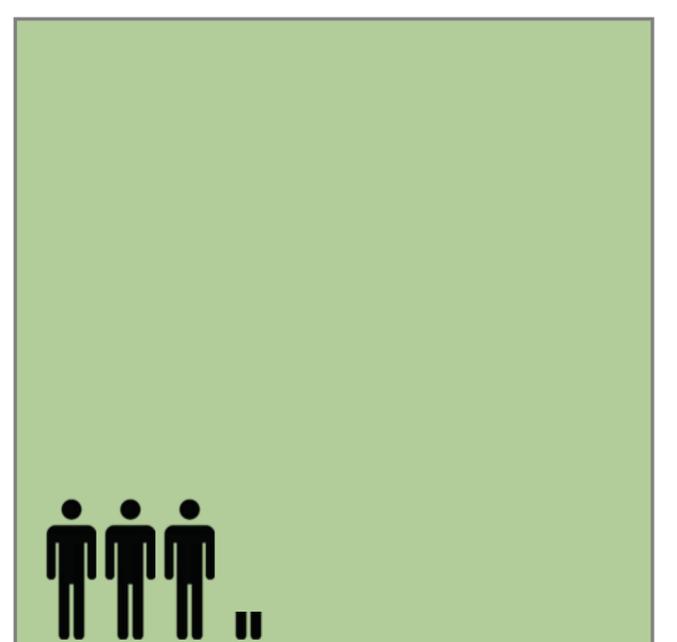
Travis, TX
1,034 people/Sq. Mi.



Wake, NC
992 people/Sq. Mi.



Buncombe, NC
344 people/Sq. Mi.



Orange, NC
313 people/Sq. Mi.

Gwinnett County, GA

Total Value Per Acre

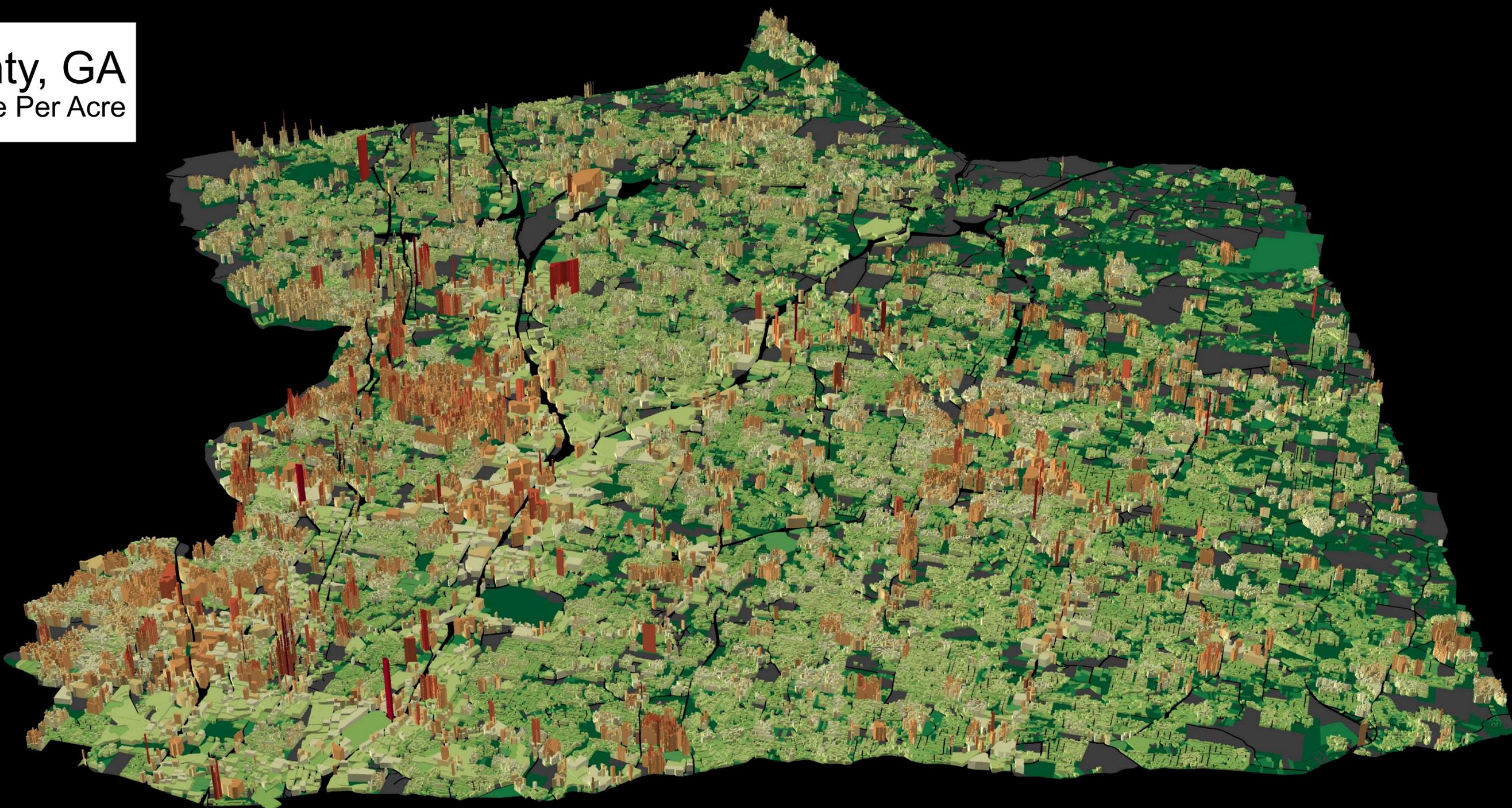


Total Value Per Acre

Grey	0
Dark Green	1 - 50,000
Medium Green	50,001 - 250,000
Light Green	250,001 - 500,000
Yellow-Green	500,001 - 750,000
Yellow	750,001 - 1,000,000
Light Orange	1,000,001 - 1,500,000
Orange	1,500,001 - 2,000,000
Dark Orange	2,000,001 - 3,000,000
Red	3,000,001 - 4,000,000
Pink	4,000,001 - 8,000,000

Gwinnett County, GA

Total Value Per Acre

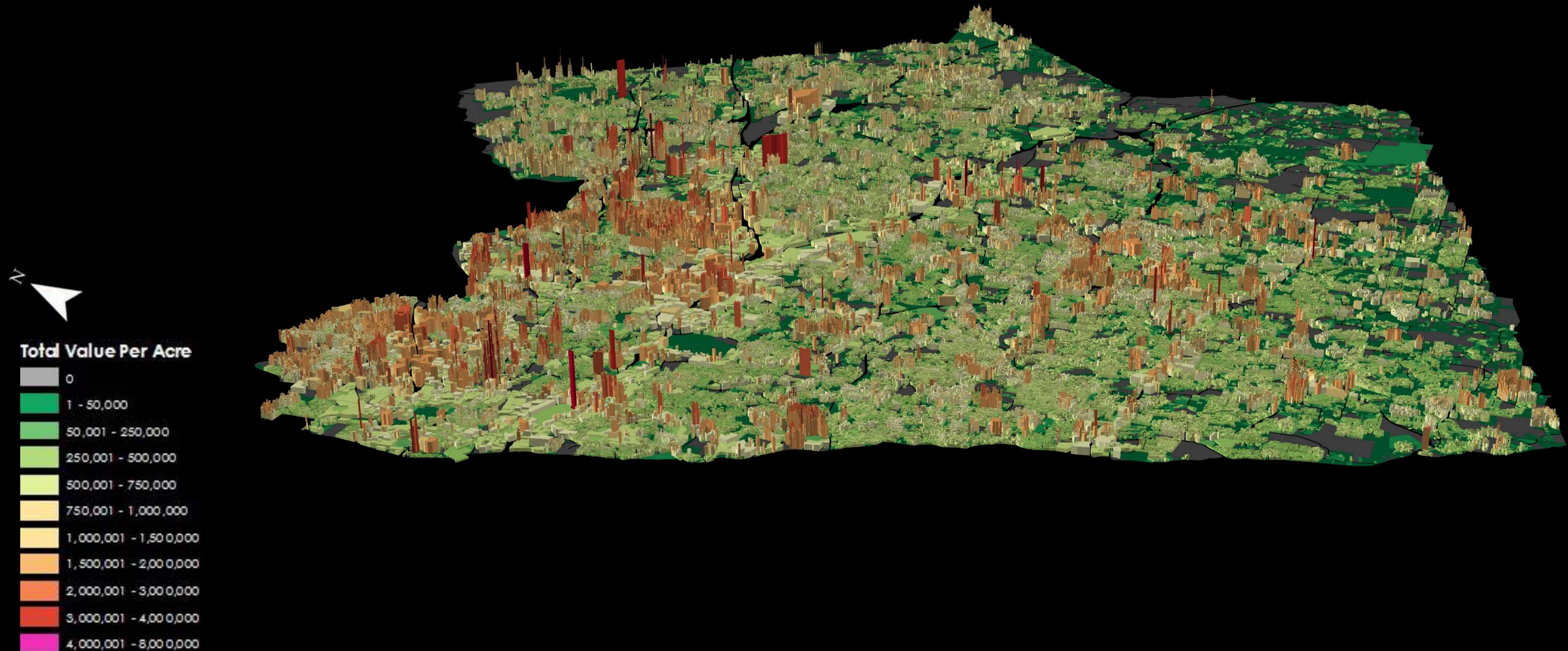


Total Value Per Acre



Gwinnett County, GA

Total Value Per Acre

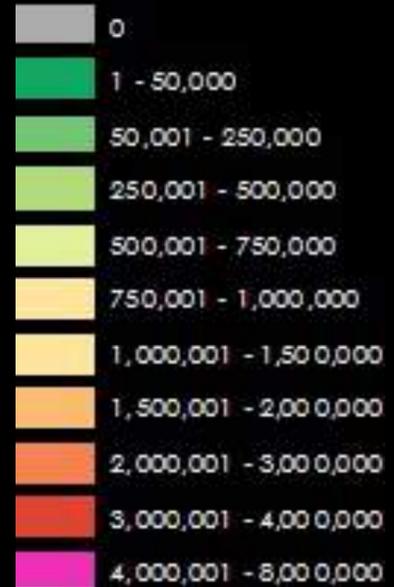


Gwinnett County, GA

Total Value Per Acre (elevation)

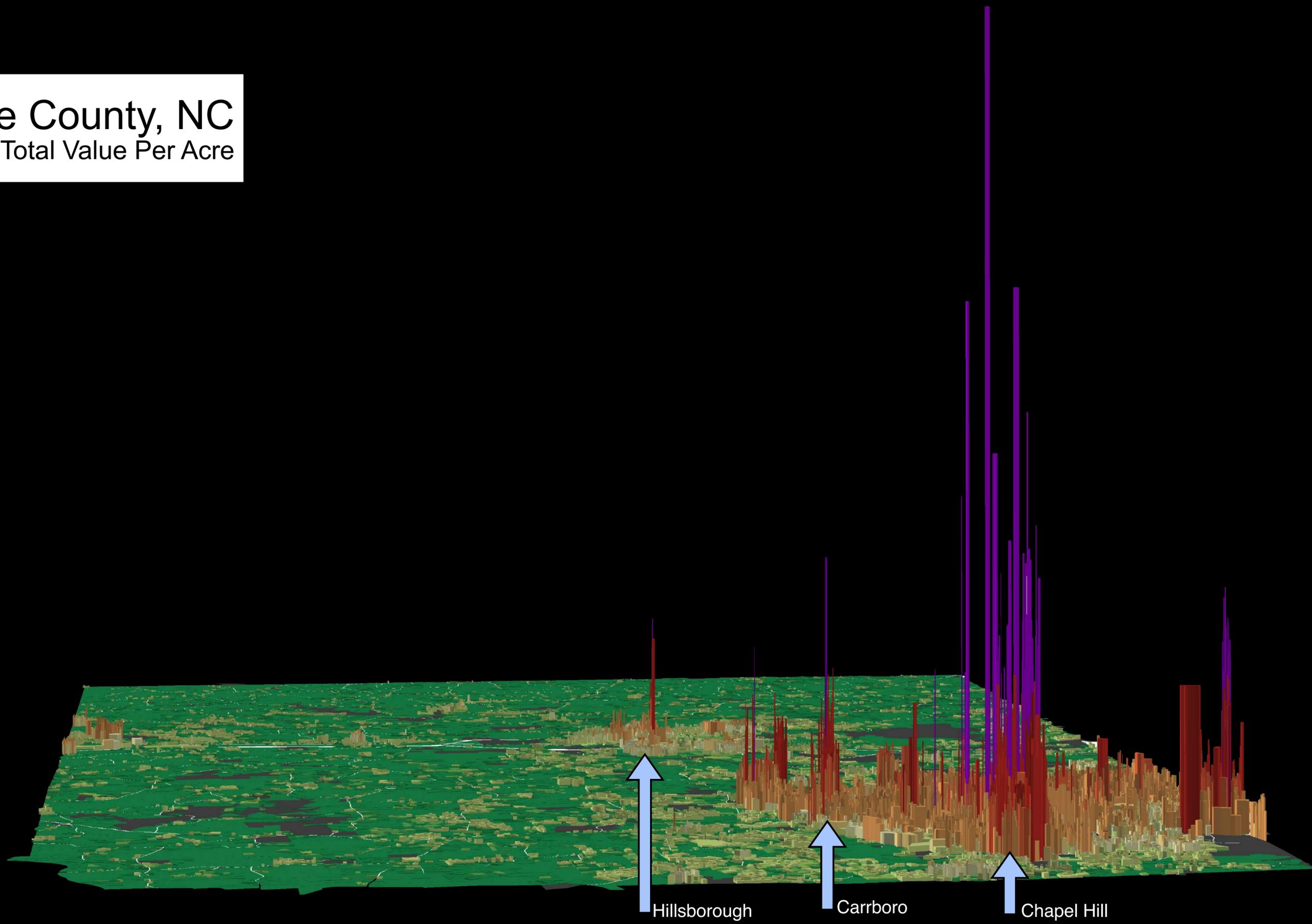


Total Value Per Acre



Orange County, NC

Total Value Per Acre

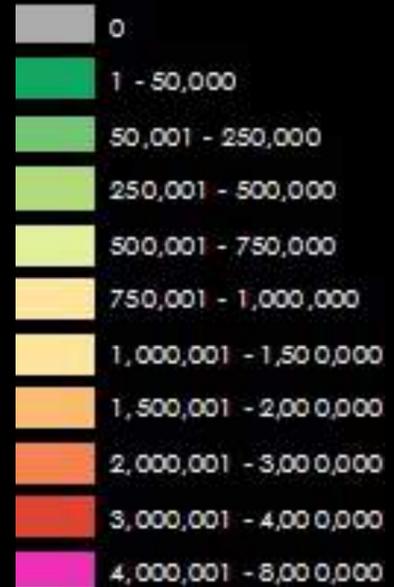


Gwinnett County, GA

Total Value Per Acre (elevation)

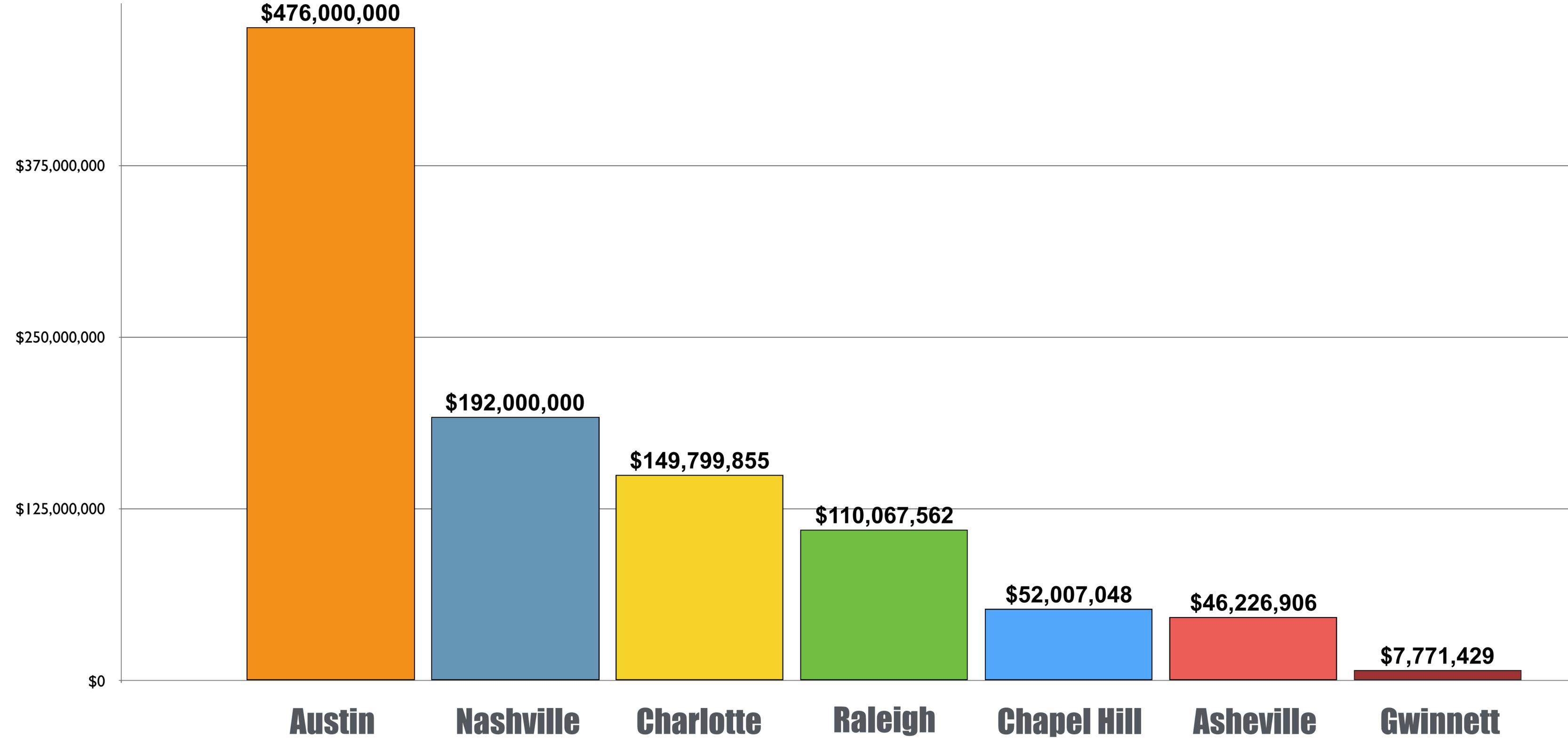


Total Value Per Acre



Highest Value of in Each Community

(Value/acre of individual parcel)



County Comparisons

Total Value Per Acre

\$192M/acre

\$476M/acre

\$8M/acre

Nashville

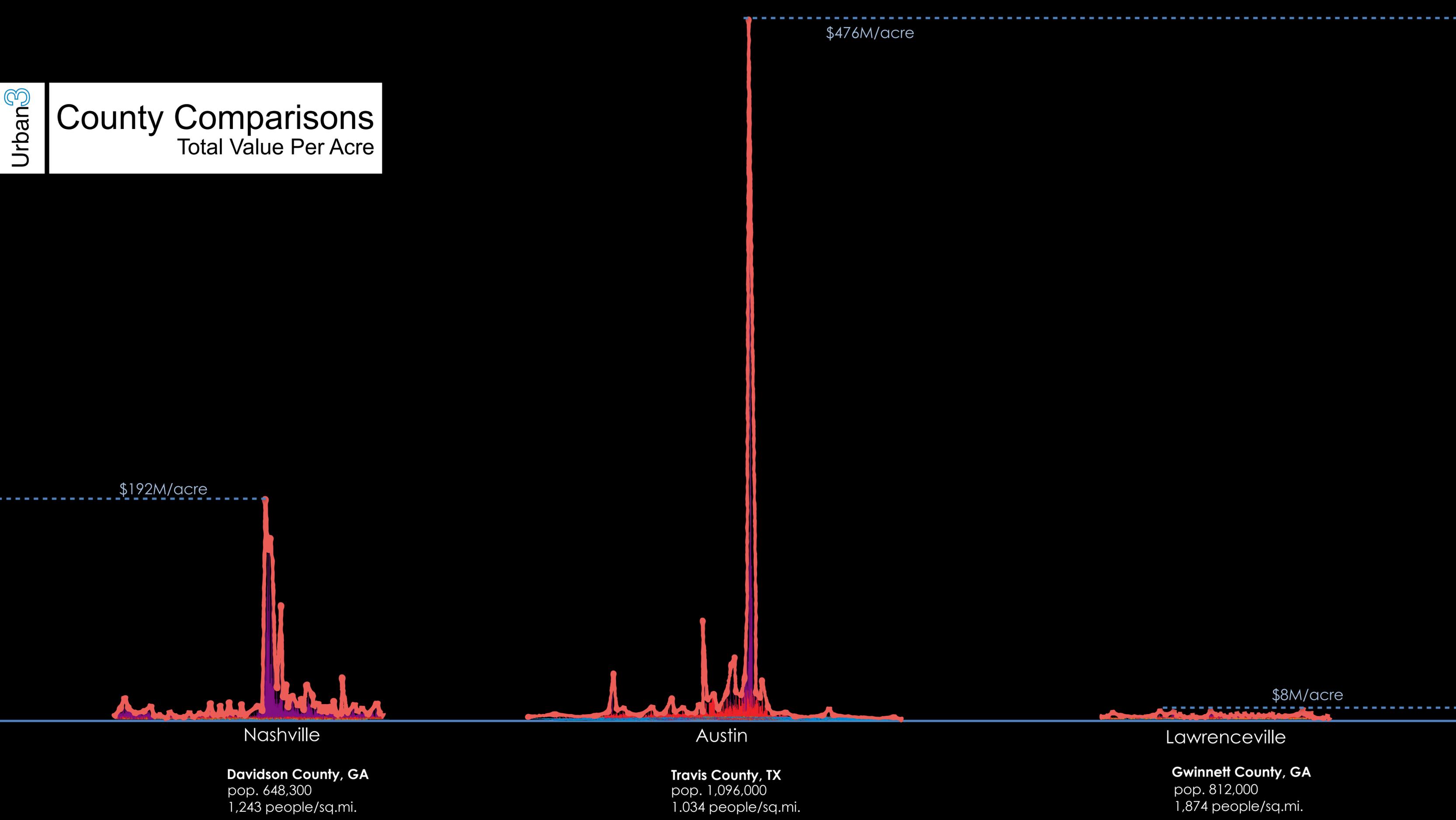
Austin

Lawrenceville

Davidson County, GA
pop. 648,300
1,243 people/sq.mi.

Travis County, TX
pop. 1,096,000
1,034 people/sq.mi.

Gwinnett County, GA
pop. 812,000
1,874 people/sq.mi.





**Tax
Code**

44444444

44444444

44444444
44444444
44444444



MARKET FORCES



Corbellment

Honfleur, Normandy

Houses from the Middle Ages corbelled wood-sides to avoid paying a tax based on the ground level surface.

People added on more space by stacking up larger and larger floors. Some houses that faced each other would nearly touch each other, which increased the risk of fires spreading!

King Francois I banned this type of architecture (1515-1547).



The Window Tax

1696-1851, by King William III

Window tax consisted of:

1. a flat-rate house tax per house and,
2. a variable tax for # windows > 10
3. Between 10 and 20 = 4 shillings, and
4. Those $> 20 = 8$ shillings.



Photo: Alija

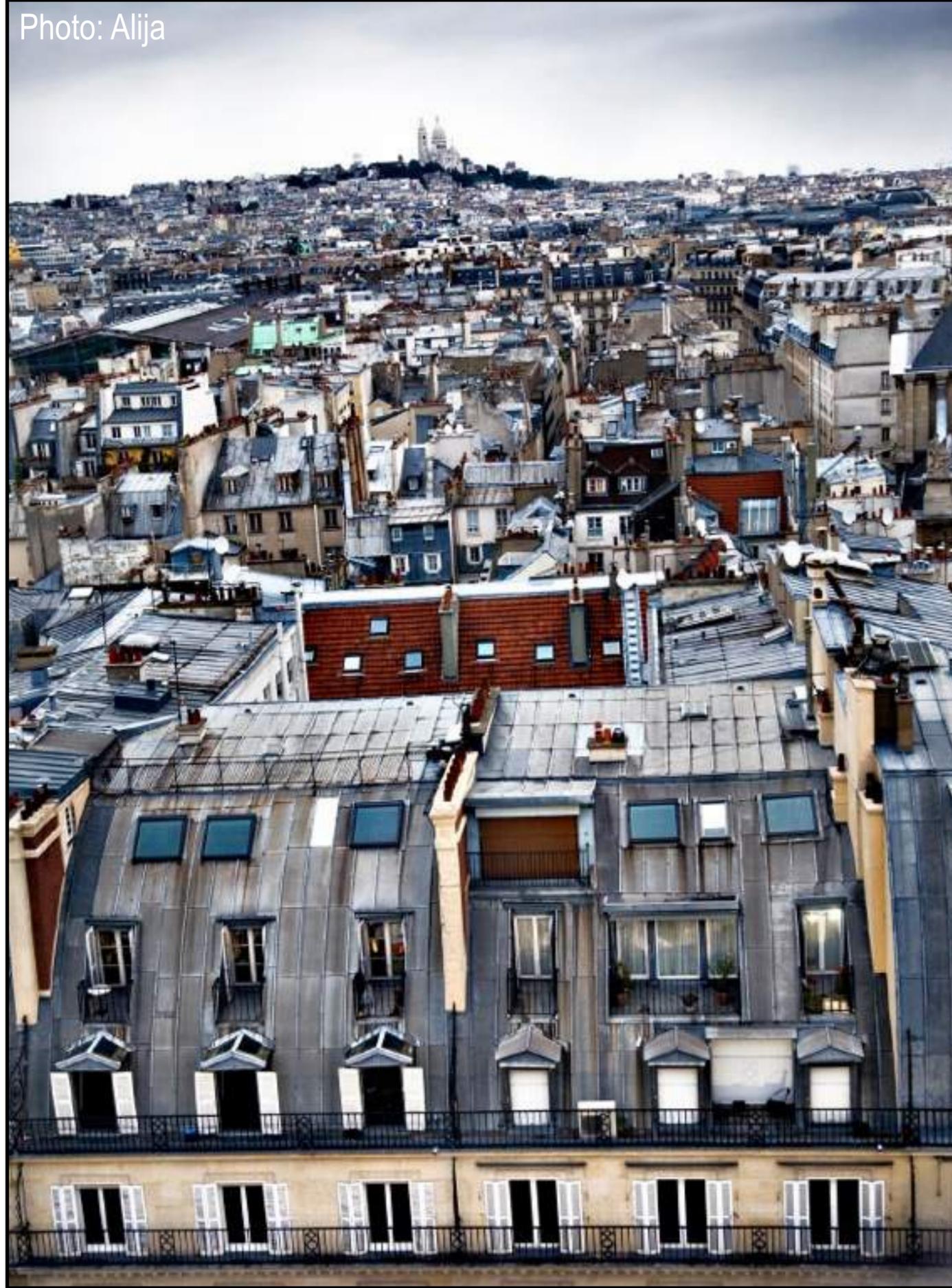


Photo: Alija

François Mansart, architect

(1598–1666)

His treatment of high roof stories gave rise to the term **“Mansard roof”**

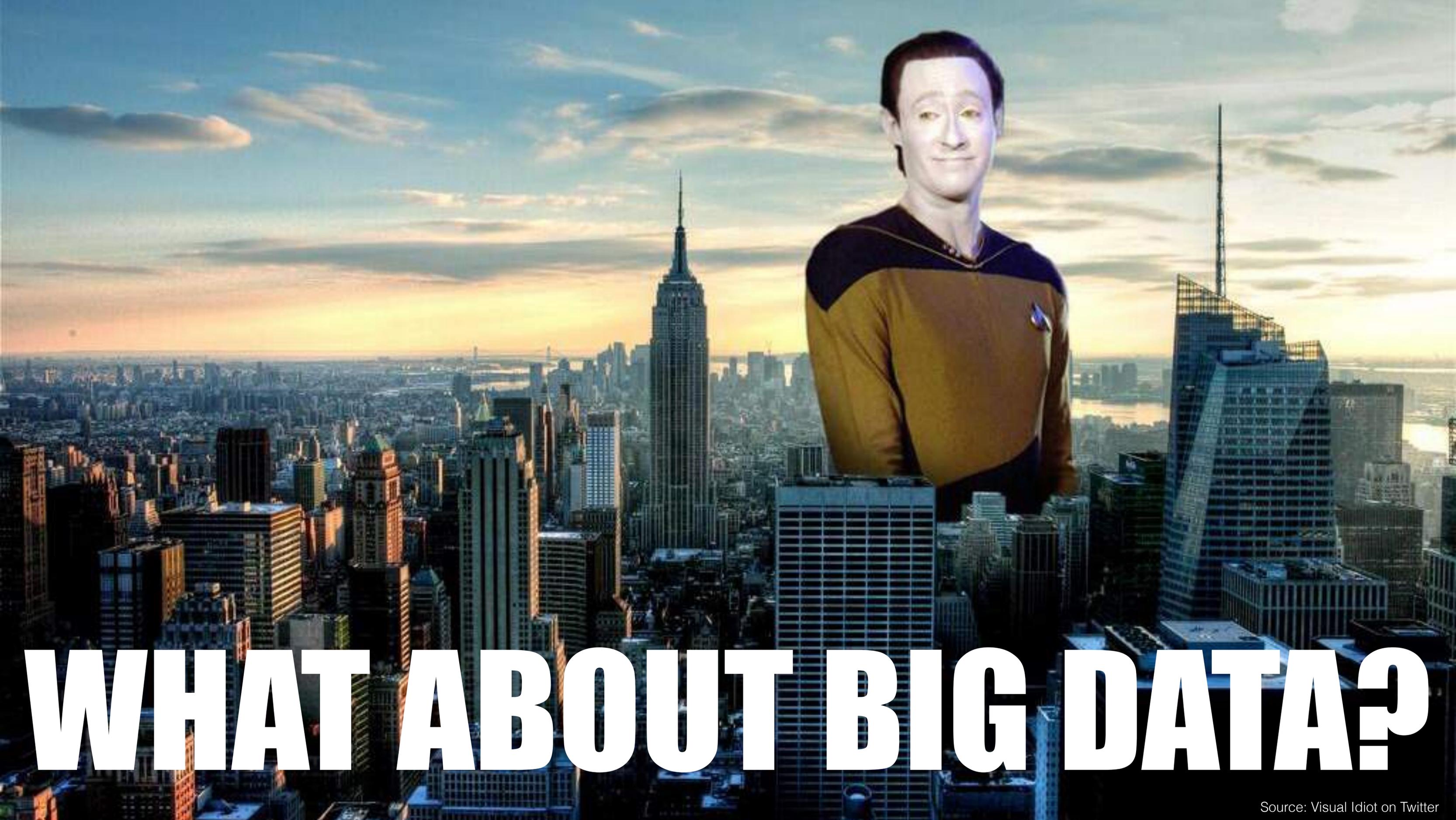
At the time, only the number of floors below the “roof”, were considered part of the building.

Public Policy





WHAT ABOUT BIG DATA?



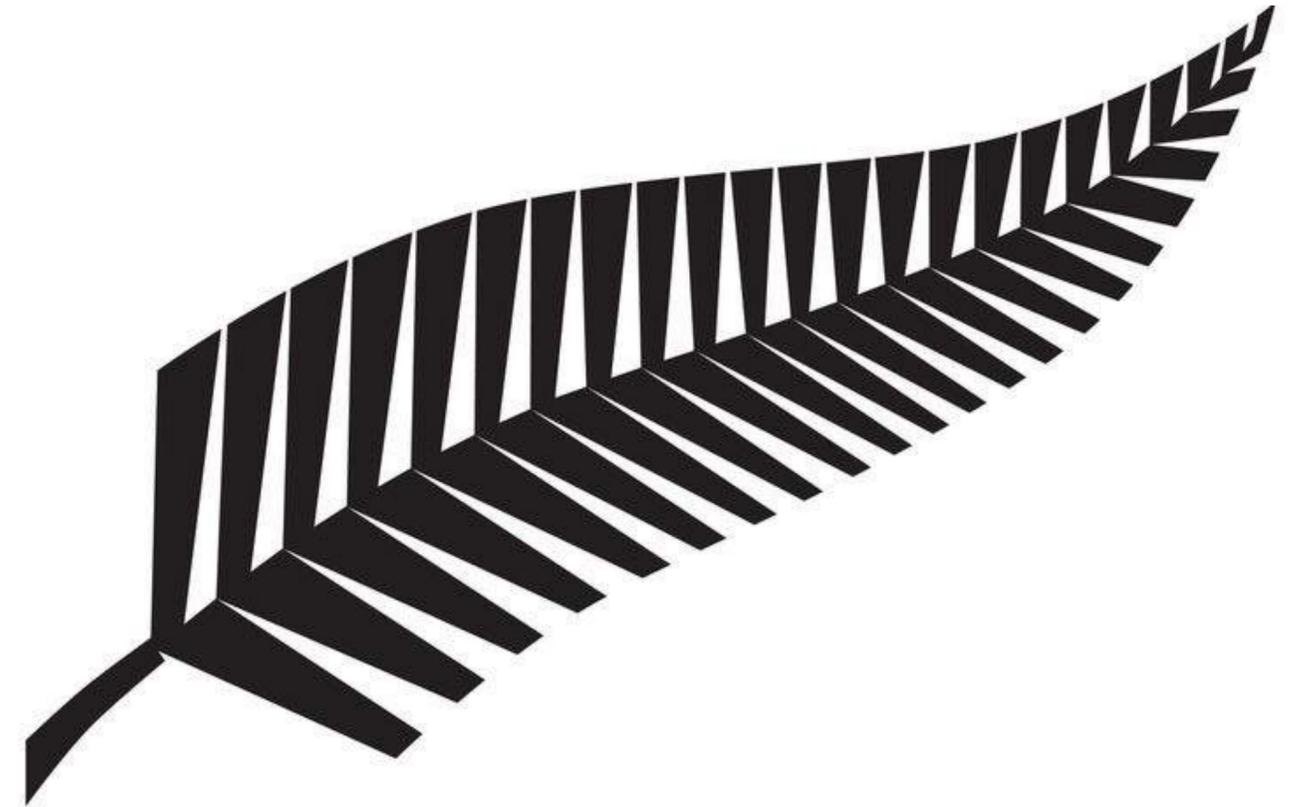
WHAT ABOUT BIG DATA?



IT'S HIDING IN PLAIN SIGHT



Asheville
\$18.7B (NZD)



ALL BLACKS[®]

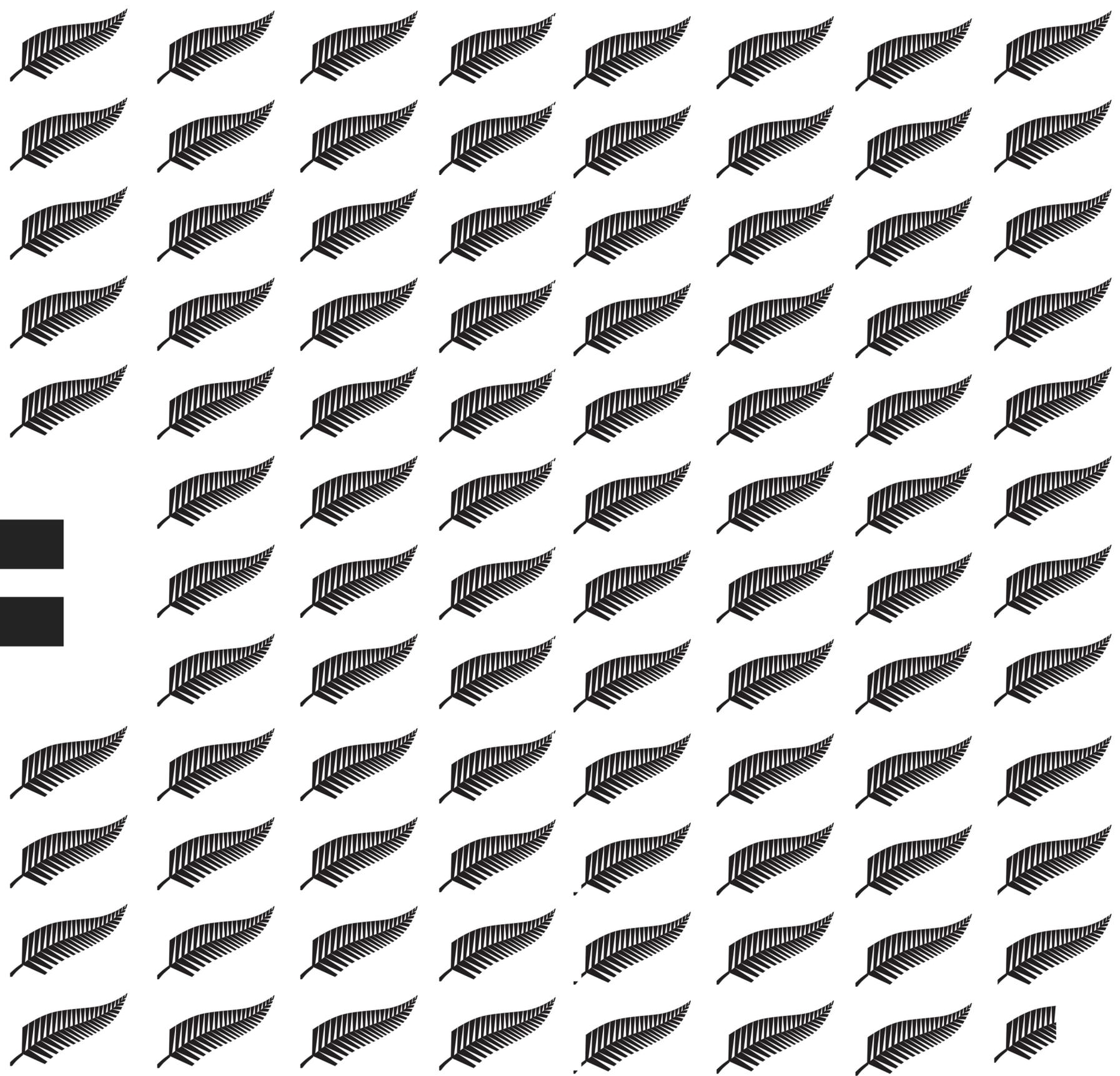
Market Value
\$200M (NZD)

Source: [Bloomberg.com](http://www.stuff.co.nz/sport/rugby/all-blacks/73303781/All-Blacks-brand-heads-towards-500m-but-success-on-the-pitch-is-vital)

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Asheville
\$18.7B (NZD)



Market Value
\$200M (NZD)

93.5
Source: [Bloomberg.com](http://www.stuff.co.nz/sport/rugby/all-blacks/73303781/All-Blacks-brand-heads-towards-500m-but-success-on-the-pitch-is-vital)

Dan Carter



Dan Carter



**If you can't measure it,
you can't
manage it.**

Mayor Michael Bloomberg



DO THE MATH

