

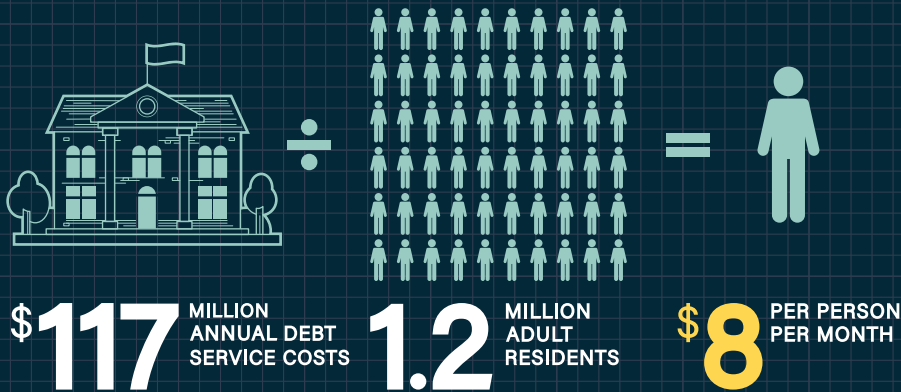
FISCAL FLUENCY MADE EASY



Numbers are at the core of public finance officer's job. A big part of the job is communicating those numbers to other people. However, numbers are not a first language of many in finance officer's audience.

Numbers are abstract concepts. Abstractions require effortful thinking. This is why young children are taught to count objects, like fingers and toes—this makes the numbers more concrete. The numbers that public finance officers need to communicate often go well beyond what can be accommodated by fingers and toes. However, we can take a cue from our childhood and transform numbers into human experience. GFOA's research report *Fiscal Fluency Made Easy* provides essential strategies for transforming numbers into human experience, based on the popular book, *Making Numbers Count*. Here, we are highlighting three ways in which large, potentially confusing numbers could be translated to human scale. Check out the report for more strategies to make fiscal fluency easy for your audience.

CONSIDER THE DEBT SERVICE FOR SCHOOL BUILDINGS AT PALM BEACH PUBLIC SCHOOLS



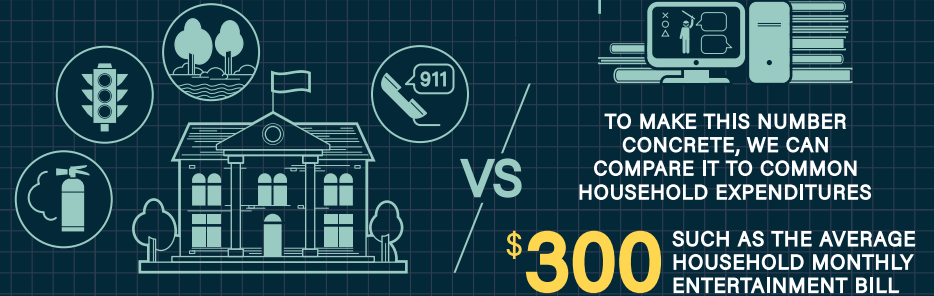
THEN COMPARE THE \$8 TO THE AVERAGE ADULT'S MONTHLY COFFEE EXPENDITURE!



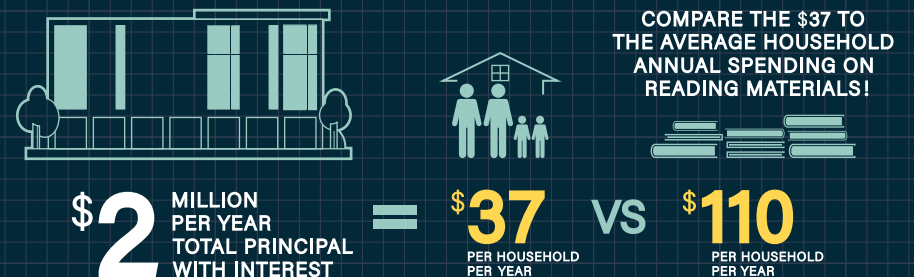
CONSIDER THE CITY OF SAN MATEO'S GENERAL GOVERNMENTAL OPERATING BUDGET



\$260 PAYS FOR PUBLIC SAFETY, PUBLIC WORKS, LIBRARY, PARKS/ RECREATION, AND MORE



CONSIDER SAN MATEO'S GENERAL OBLIGATION BOND TO FINANCE THE COST OF ITS MAIN LIBRARY



COMPARE THE \$37 TO THE AVERAGE HOUSEHOLD ANNUAL SPENDING ON READING MATERIALS!

OR CONSIDER IT BY MONTH

