

Your City. Your Future. Community Improvement Program

CITY COUNCIL UPDATE
January 26, 2019



Today's Agenda

Diane Lapierre, Loveland Public Library Director

- *Objectives*
- *Timeline and Decision Points*

Alan Krcmarik, Acting Director of Finance, City of Loveland

- *Financing Options*

Paul Hanley, Senior Vice President, George K. Baum & Company

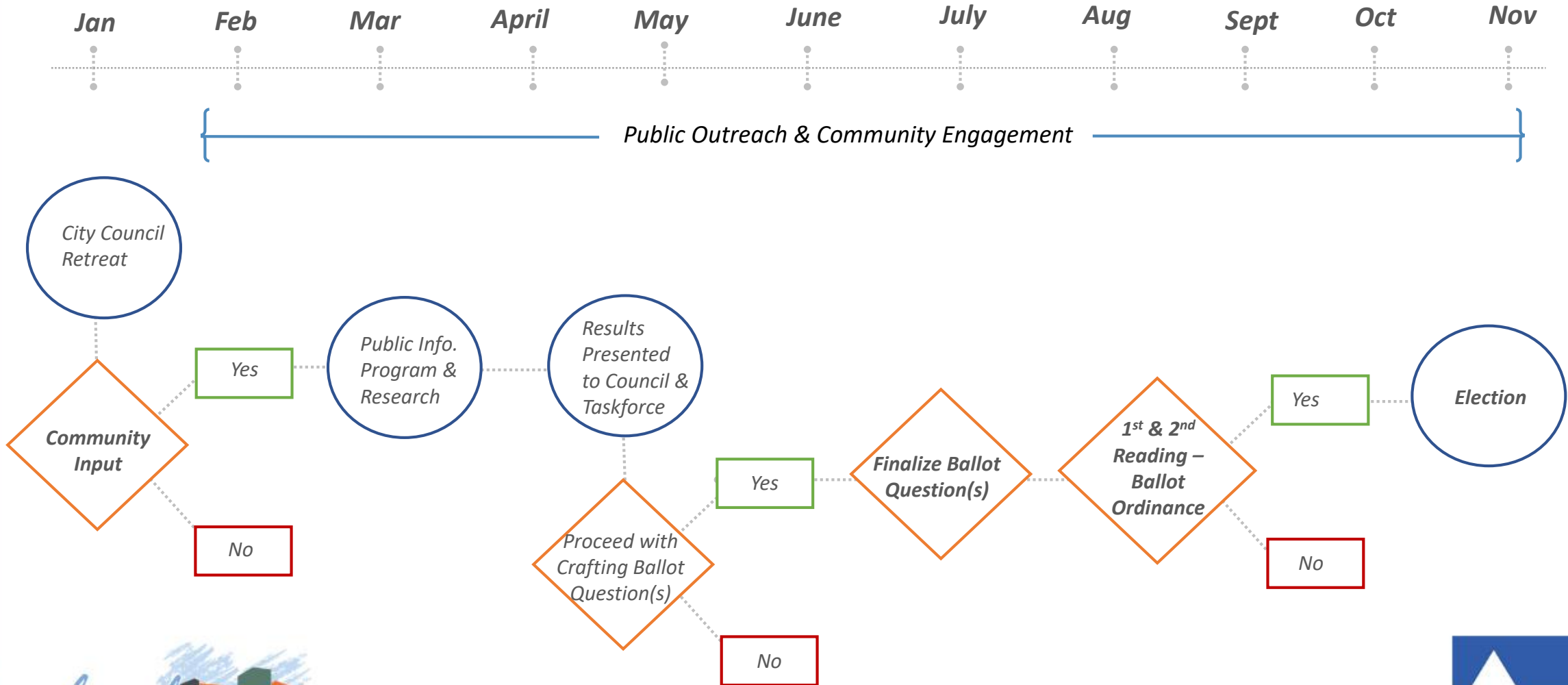
- *Community Opinion Research*

Mark Jackson, Public Works Director, City of Loveland

- *Recap of Decision Points*

Discussion

Timeline & Decision Points



Decision Points

Project Financing

- *Sales Tax on Food*
- *Use of Certificates of Participation (COPs)*

Project List

- *Pulliam Community Building*
- *Existing List*
- *Other Considerations*

Timing

- *2019 vs. 2020*

Opinion Research

- *Test One Question*

Project Purpose: To engage the community in evaluating whether or not citizens would support a proposed sales tax increase to fund select community capital projects.

City Council Update Purpose: To inform City Council on project progress to date and receive guidance.

City Council Involvement

- Council Retreat: *January 2017*
- Presentation to City Council: *July 2017*
- Approval to hire consultants: *September 2017*
- Program Update: *December 19, 2017*
- Program Update: *April 24, 2018*
- Program Reboot: *January 8, 2019*

Loveland...Your City. Your Future.

Proposed Projects:

1. Replacement of Fire Station #3
2. Renovation/Expansion of Fire Station #5
3. New Community Recreation Center
4. Museum Remodel and Expansion
5. New Branch Library
6. Eisenhower Blvd (US 34) Improvements
7. Complete Taft Avenue Projects
8. Recreation Trail Underpasses
9. Pulliam Community Building Renovation

Project Costs



Capital Cost Estimates (2018)

	<u>Total Cost</u>	<u>Available*</u>	<u>Unfunded</u>
Rec Center	55,000,000	21,050,932	33,949,068
Museum	22,000,000	4,877,711	17,122,289
Library	22,700,000	4,440,000	18,260,000
Fire Station #3	6,000,000	-	6,000,000
Fire Station #5	3,700,000	-	3,700,000
Pulliam	5,000,000		5,000,000
Rec Trail Underpasses	19,000,000	-	19,000,000
US 34 Widening	30,000,000	5,547,820	24,452,180
US 34 /Taft Intersection	5,300,000	1,212,000	4,088,000
Total	168,700,000	37,128,463	131,571,537

*Available Funds are in the 10-Year Capital Plan

Operating and Maintenance Cost Estimates (2018)

✓ Road

- Covered in Annual Maintenance Budget

✓ Fire

- Additional O&M minimal

✓ New Facilities

- Comprised of Personnel, Supplies & Other Services
- Will Need to be Initially Funded by Tax Increase Proceeds

	<u>Rec Center</u>	<u>Museum</u>	<u>Library</u>
Year One	562,500	575,000	1,000,000
10 Year Total	6,448,432	6,591,731	11,463,880
		Total O&M	24,504,043

Assumes Inflation @ 3% per year

Summary of Funding Needs

	<u>Total Cost</u>	<u>Available</u>	<u>Unfunded</u>
Capital	168,700,000	37,128,463	131,571,537
O&M	24,504,043		24,504,043*
		Total Unfunded	156,075,580

* O&M Needs for 10 years

Public Policy Program

Key Elements Ready to Go

Presentation Boards

Letter & Attachment

Website Landing Page

Newsletter

Mail Survey



Updated Timeline (if Pursued in 2019)

- **Reconvene Task Force** (Late Jan or Early Feb)
- **Open Houses/Presentations/Events** (March - July)
- **City Website/Social Media** (Preliminary Info Posted, Ongoing)
- **Earned Media** (Ongoing)
- **Registered Voter Letter** (February 12)
- **FAQ Newsletter** (February 22)
- **Mail Survey** (March 5)
- **Phone Poll** (March 24-26)
- **Final Task Force Meeting** (Early May)

Timeline Considerations

- Pros and Cons of Pursuing a Sales Tax Proposal in 2019 Rather Than 2020

ADVANTAGES

- With construction costs increasing, sooner is better
- Informational pieces and mail survey are ready to go (projects vetted by citizen task force)
- Shorter ballot, with fewer statewide measures
- Easier to get the attention of the voter (less noise)
- Fewer votes needed in an off-year election
- School district ballot measures no longer on the ballot
- County's mental health measure no longer on the ballot
- Economy still relatively strong (a key driver in voters deciding on tax-related referenda)
- Polling would determine if there is support for a 2019 sales tax measure (no need to guess)

Timeline Considerations

- Pros and Cons of Pursuing a Sales Tax Proposal in 2019 Rather Than 2020

DISADVANTAGES

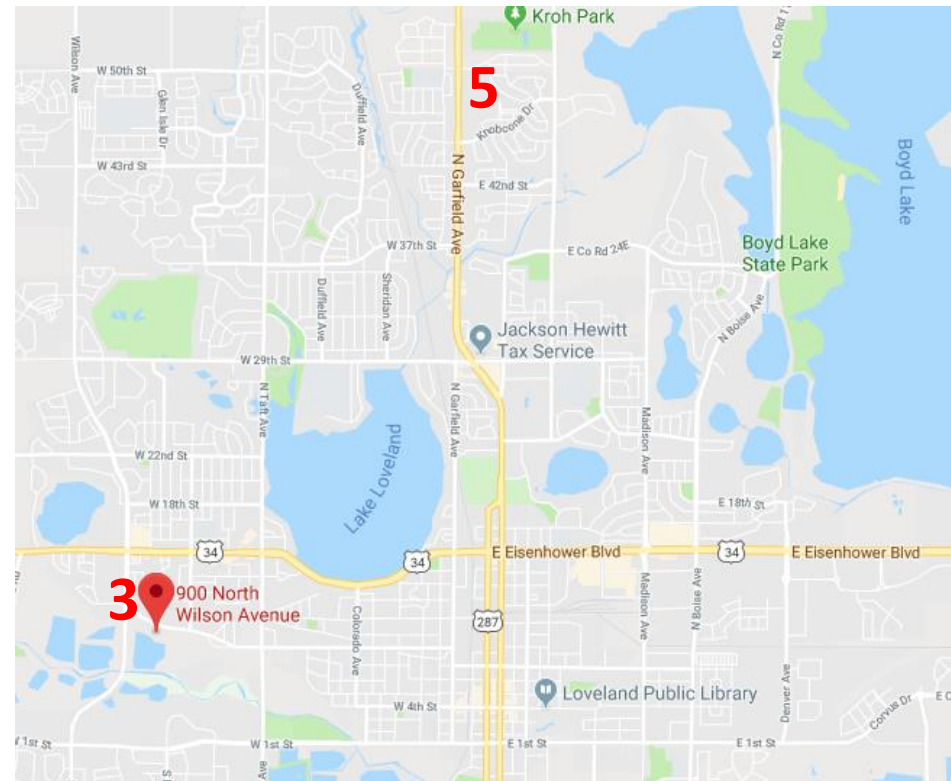
- Voter fatigue when it comes to new tax measures
- Timed with city council races
- Older, more fiscally conservative voters often represent a larger percentage of the electorate for off-year elections relative to gubernatorial and presidential elections (reducing likelihood of success)
- Much stronger get-out-the-vote (GOTV) efforts needed during the campaign to be successful
- County might consider a transportation-related ballot measure (2019 or 2020?)

City Council Update Purpose: To inform City Council on project progress to date and receive guidance.

Discussion/Direction

Additional Details & Background Information

- ✓ Replace Fire Station 3
- ✓ Renovate/Expand Fire Station 5





✓ Fire Station 3 Replacement

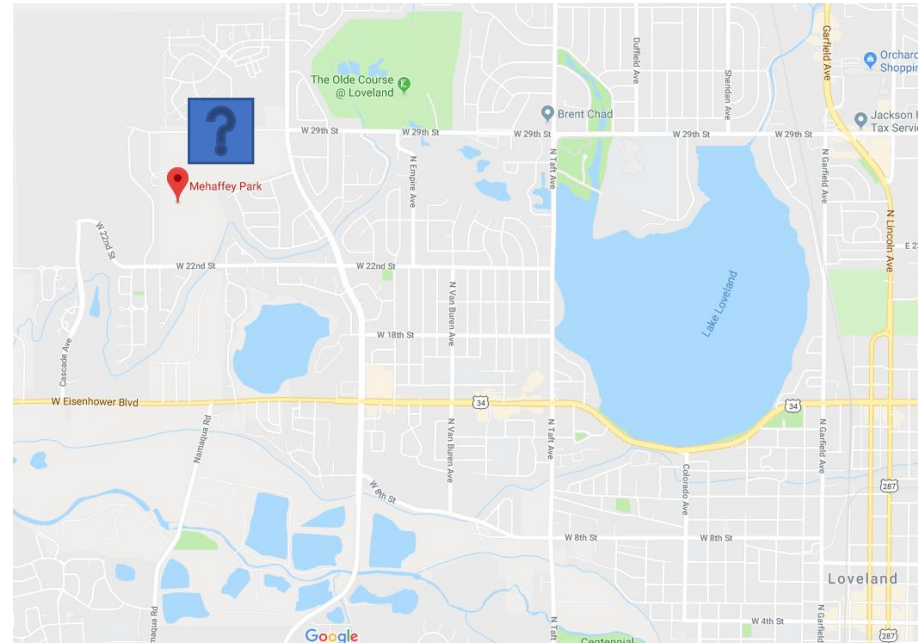
- Currently 39 years old
- Undersized functional areas: dorm, restroom, locker space
- Lack of gender privacy
- Lack of support space for apparatus bays
- Bays not compliant with standards to prevent health issues
- No lobby or public restrooms
- Proposal calls for 10,400 sq. ft. facility

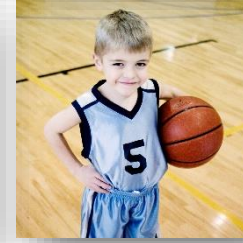
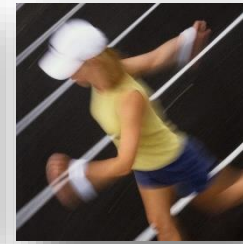


✓ Fire Station 5 Renovation/Expansion

- Undersized functional areas: dayroom, kitchen, sleeping quarters
- Lack of apparatus bay space (no drive-thru bays)
- Ineffective decontamination area
- Inadequate bunker storage and workout facilities
- Workout area not isolated from diesel exhaust
- Aging mechanical systems, roofing, door hardware
- Proposal calls for 10,500 sq. ft. facility on existing site

New Community Recreation Center

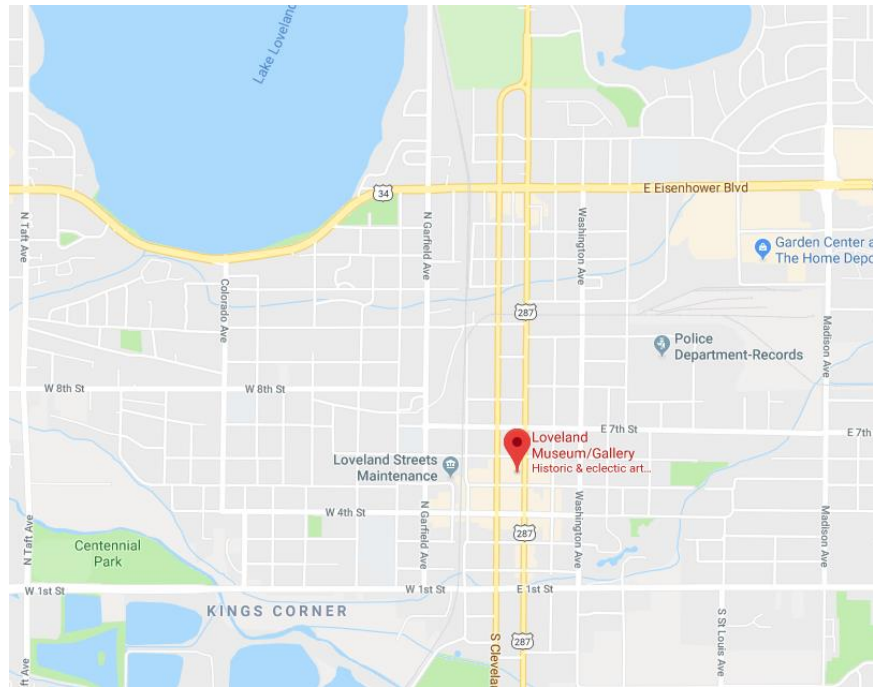




✓ **New Community Recreation Center**

- Chilson Rec Center operating over design capacity
 - 30% over design capacity (on average)
 - 50% over design capacity (school holidays and Jan-May)
- Extensive community outreach efforts identify strong demand for additional recreation space
- Proposal: 80,000 sq. ft. Community Recreation Center
- Northwest Quadrant of city

Museum Expansion & Remodel

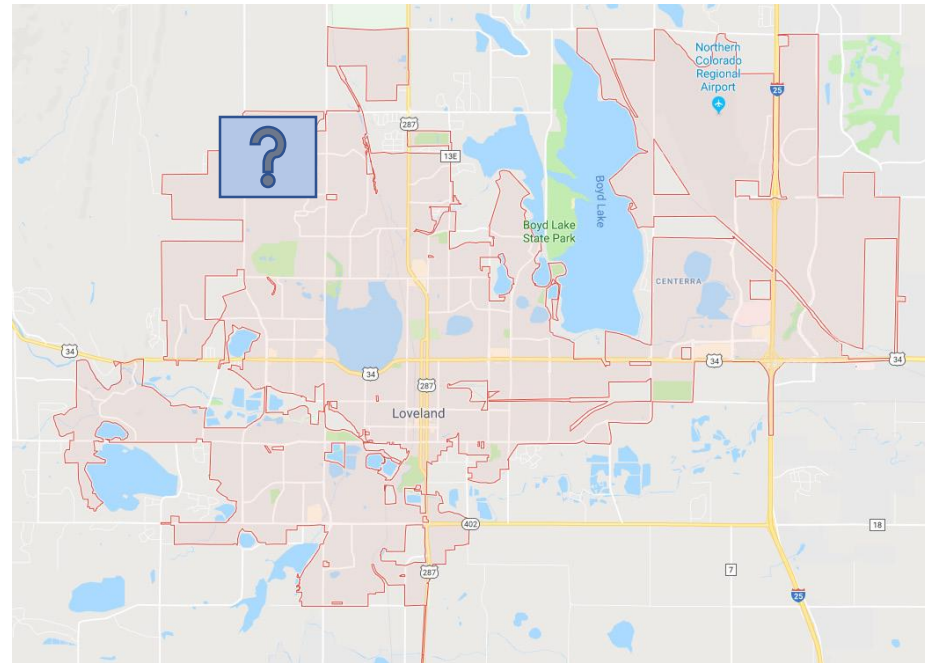




✓ Museum Expansion & Remodel

- World-class art and history museum has outgrown its current space
- Proposal: 26,000 sq. ft. expansion and remodel
- Allow for a broader range of art and history exhibits
- Help to boost the local economy and reinforce the City's reputation as a thriving arts community

New Branch Library

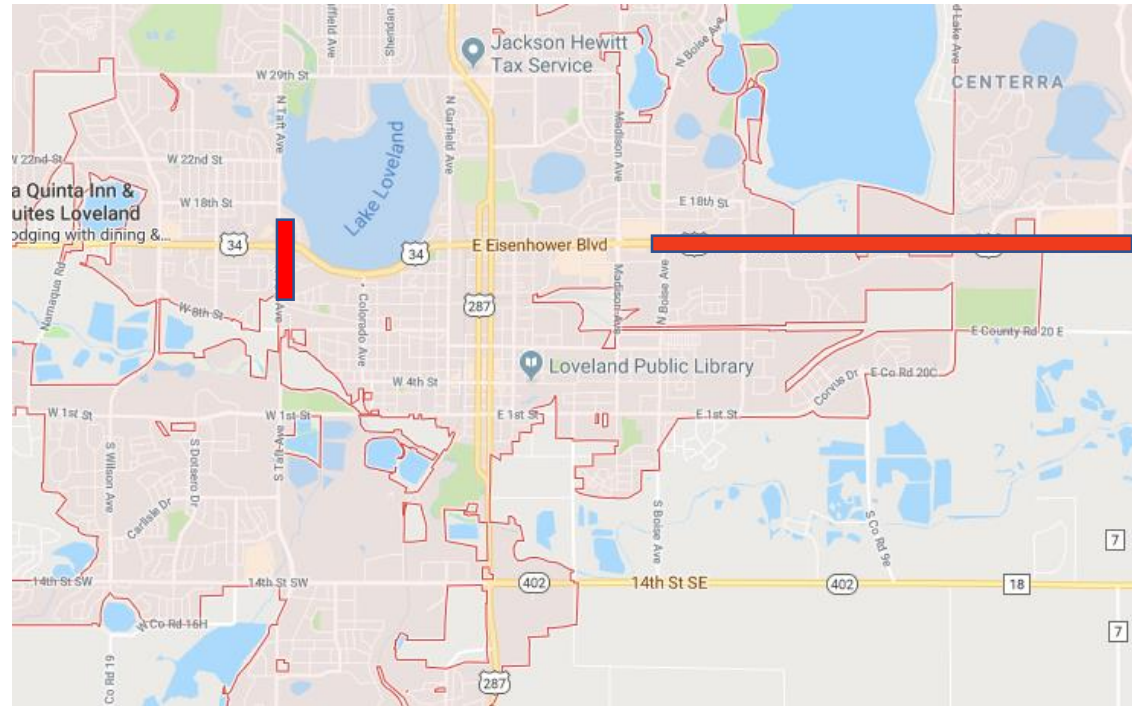


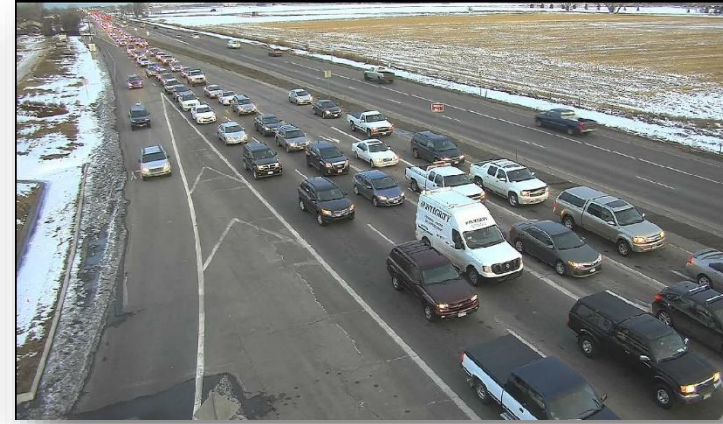


✓ New Branch Library

- Existing library has never been busier, serving thousands of individuals, businesses and organizations
- New library would address an underserved part of the city and help reduce capacity issues at existing library
- Feasibility study currently being conducted, including extensive public input, to define ideal location, size and features

- ✓ Eisenhower Blvd (US 34) Improvements
- ✓ Complete Taft Avenue Projects





✓ Widening & Intersection Improvements: E. Eisenhower Blvd (Highway 34)

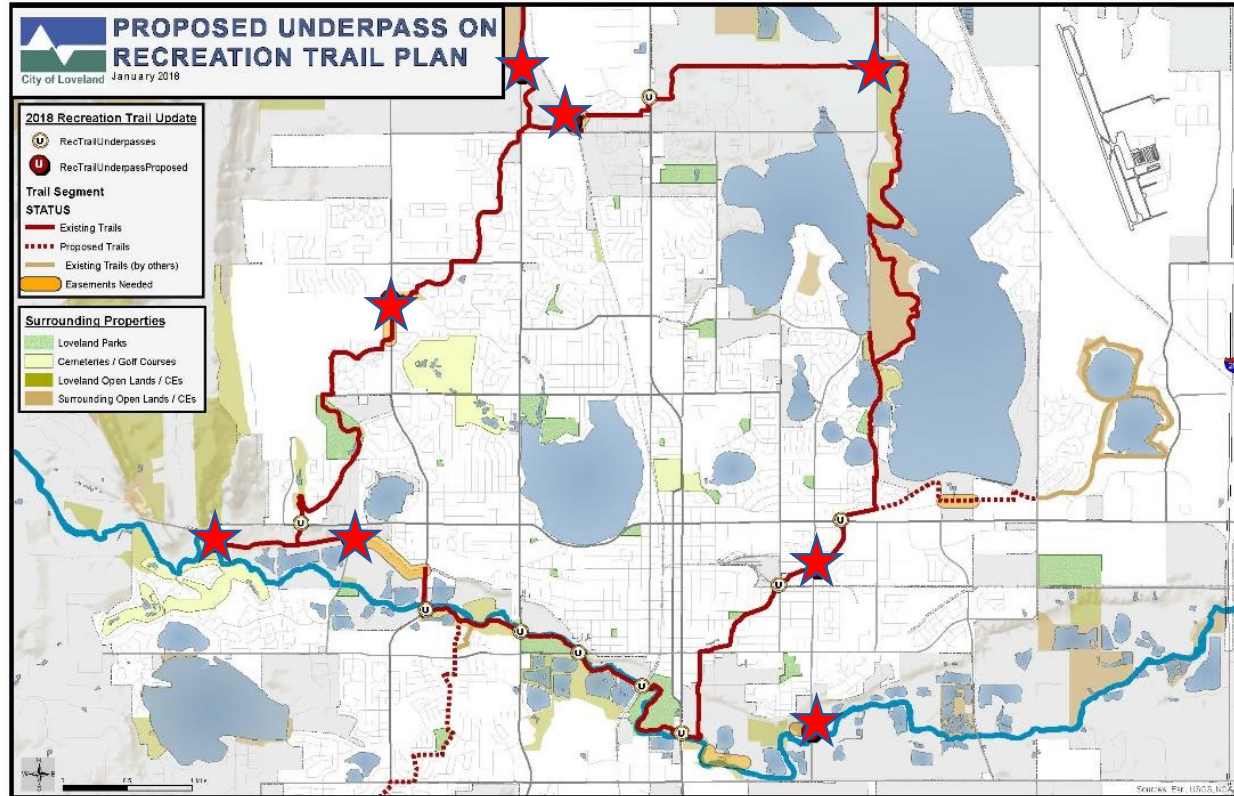
- One of Loveland's busiest roadways
- Reduce traffic congestion and improve driver and pedestrian safety
- Improvements to US 34 from Boise Ave to Rocky Mountain Ave, including US 34/Boise Ave intersection
- Address missing third through lane in each direction
- Expansion of acceleration/deceleration lanes
- Additional turn lanes at Boise intersection
- Address missing curb, gutter, sidewalk and bike lane



✓ Complete Taft Avenue Projects

- Remaining work from the Taft Avenue Phase II project
- Reduce traffic congestion and improve driver and pedestrian safety
- Roadway widening from 11th Street to Westshore Drive
- New traffic signal at Taft/Eisenhower intersection
- Dual northbound and southbound left turn lanes and medians at Eisenhower intersection

Trail Pedestrian Underpasses

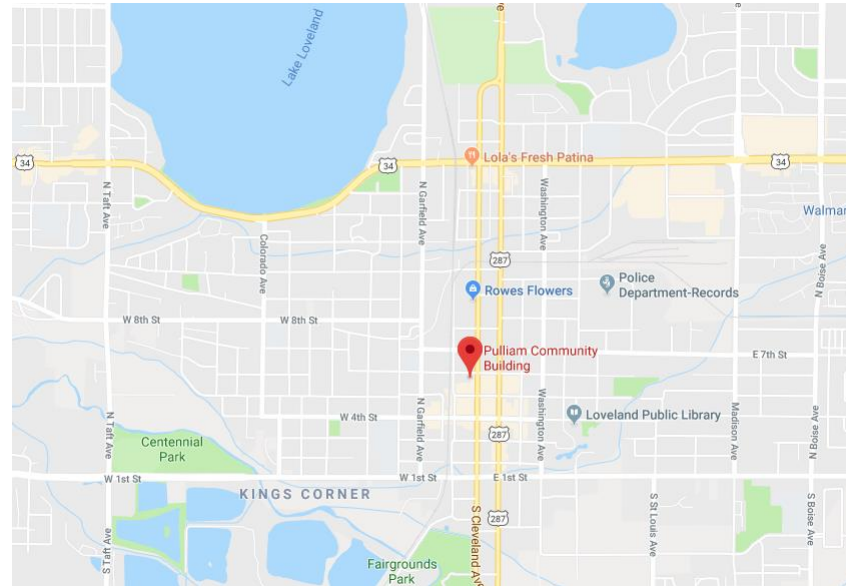




✓ Recreation Trail - Underpass

- Construction of eight pedestrian underpasses under arterial roads
- Important part of city's trail system
- Allows for separation of bicyclists and pedestrians
- Enhance safety
- Promote alternative modes of transportation
- Improve pedestrian connectivity city-wide

Pulliam Community Building





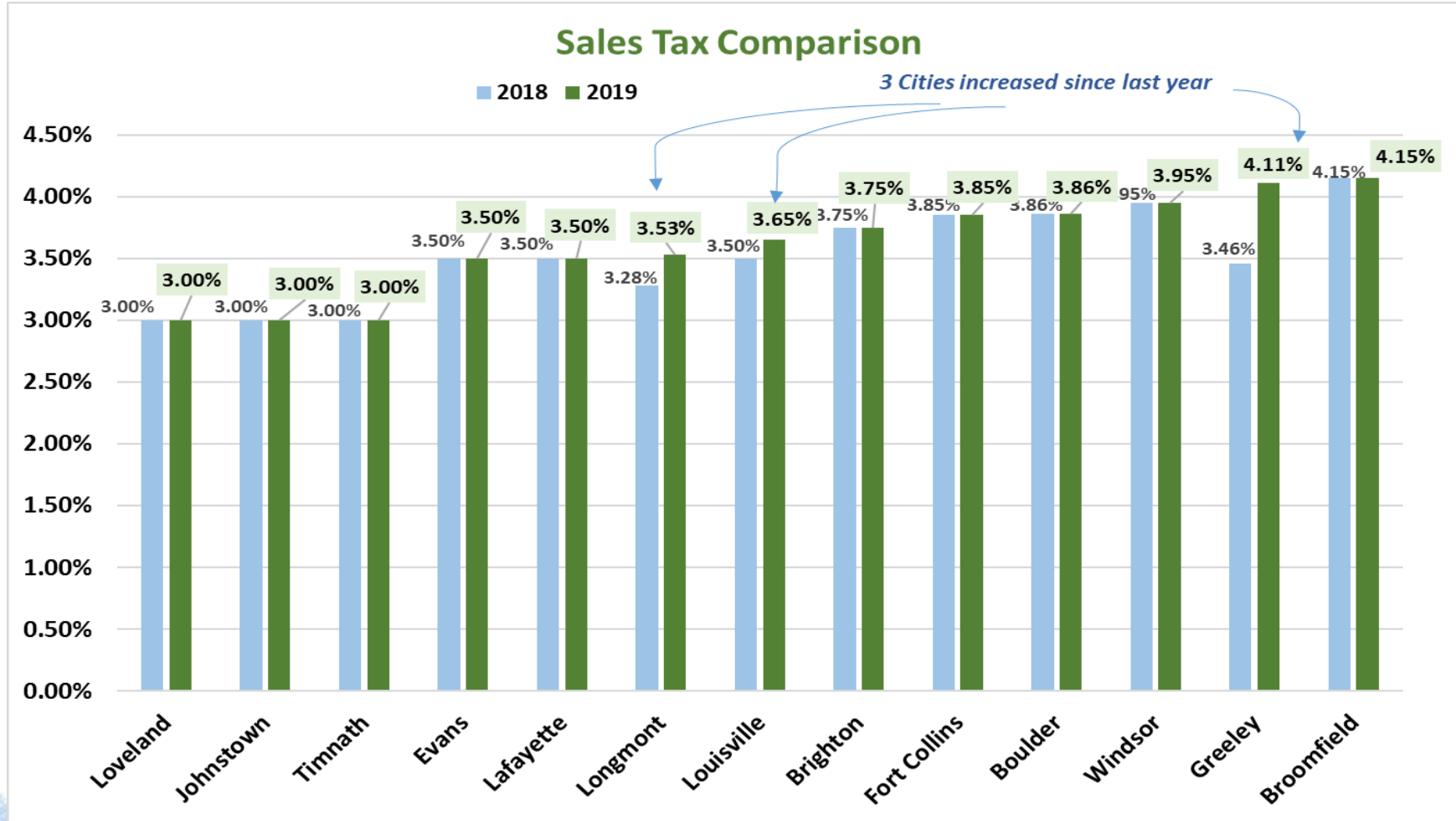
✓ Pulliam Community Building

- Historic community building constructed in 1938
- Currently underutilized and mostly vacant
- Phase I renovations funded from private donations, grant and matching funds from City
- Phase II would finish remodel and bring building back to life
- Venue for events, rentals, community gatherings and performances

Tax Increase Options Previously Considered

Sales Tax Rate Comparison

Updated 12/18/18



Updated 12/18/18

	1/2 cent Increase		
	5 cents on \$10 purchase		
	<u>Sales Tax</u>	<u>Use Tax</u>	<u>Total</u>
Year 1 2020	\$ 7,684,740	\$ 1,109,083	\$ 8,793,823
10 Year Total	\$ 88,229,128	\$ 13,117,163	\$ 101,346,290
15 Year Total	\$ 139,847,778	\$ 21,487,715	\$ 161,335,493
20 Year Total	\$ 198,545,650	\$ 30,888,191	\$ 229,433,841
2.44% annual growth rate factor (matches budget)			
Funding Gap: \$161 million			
15 years to fund			

Updated 12/18/18

	0.95 Cent Increase		
	9.5 cents on \$10 purchase		
	<u>Sales Tax</u>	<u>Use Tax</u>	<u>Total</u>
Year 1 2020	\$ 14,601,005	\$ 2,107,258	\$ 16,708,263
10 Year Total	\$ 167,635,342	\$ 24,922,609	\$ 192,557,952
15 Year Total	\$ 265,710,779	\$ 40,826,658	\$ 306,537,437
20 Year Total	\$ 377,236,735	\$ 58,687,563	\$ 435,924,298
2.44% annual growth rate factor (matches budget)			
Funding Gap: \$153,519,619			
About 8½ years to fund			



Financing Options

Pay As You Go

- ✓ No Debt
- ✓ Construction Schedule Dictated by Revenue Flows
- ✓ Delayed Gratification
 - Slower Construction Schedule
 - Construction Costs Increase (inflation)

Capital Lease

- Collateralized by Project Assets
- Slightly Higher Interest Cost
- Does Not Need Additional Voter Approval

Combined

✓ Pay as you Go

- Road Projects
- Fire Stations
- Rec Trail Underpasses

✓ Capital Lease

- Library
- Museum
- Rec Center

✓ Considerations

- Slightly Higher Interest Cost

Combined

✓ Advantages

- Facilities can be Built Sooner
- Road, Trail, and Fire Projects can be Funded Using Cash
- Closer to Current Dollars; Minimize Inflation

✓ Disadvantages

- Capital Lease Payments Include Interest
- Higher Cost (Spread Out over Several Years)

✓ Other Considerations

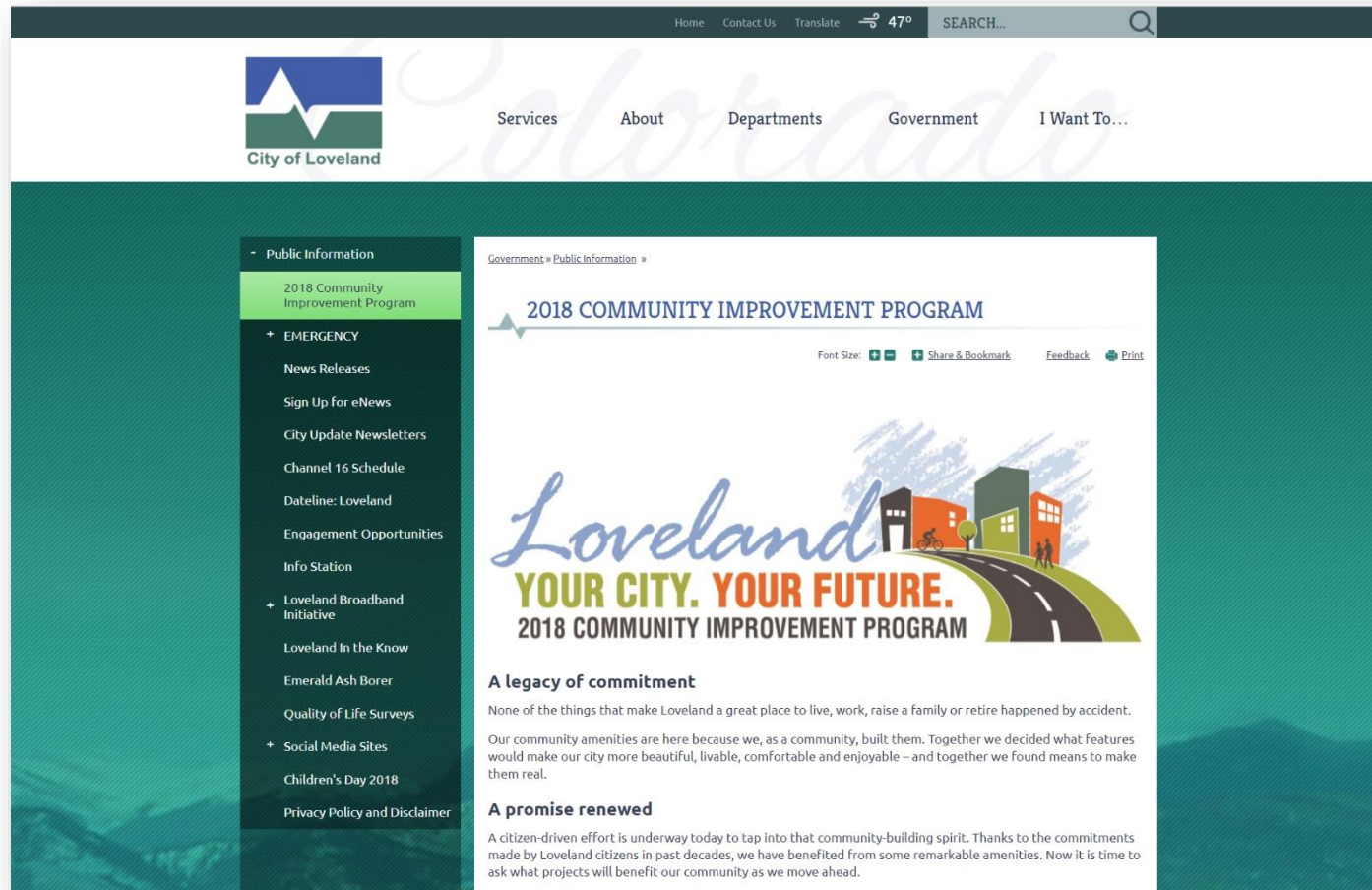
- Requires Annual Appropriation

Public Policy Details

• Open Houses/Presentations/Events (March - July)

<h3>NEW COMMUNITY RECREATION CENTER</h3> <p>Project Description: A new 10,000-sq-ft recreation center featuring a multi-use gymnasium, community room, and outdoor play area. The center will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: SUPPORT</p>	<h3>REPLACEMENT OF FIRE STATION 3</h3> <p>Project Description: Replacement of Fire Station 3 with a new 10,000-sq-ft facility. The new station will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: DO NOT SUPPORT</p>	<h3>WIDENING EISENHOWER BLVD (US 34)</h3> <p>Project Description: Widening of Eisenhower Blvd (US 34) from 4 lanes to 6 lanes. The project will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: SUPPORT</p>
<h3>LOVELAND MUSEUM EXPANSION</h3> <p>Project Description: Expansion of the Loveland Museum with a new 10,000-sq-ft wing. The new wing will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: SUPPORT</p>	<h3>RENOVATION OF FIRE STATION 5</h3> <p>Project Description: Renovation of Fire Station 5 with a new 10,000-sq-ft facility. The new station will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: DO NOT SUPPORT</p>	<h3>COMPLETION OF TAFT AVENUE PHASE II</h3> <p>Project Description: Completion of Phase II of Taft Avenue. The project will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: SUPPORT</p>
<h3>NEW BRANCH LIBRARY</h3> <p>Project Description: A new 10,000-sq-ft branch library. The library will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: SUPPORT</p>	<h3>NEW RECREATION TRAIL-UNDERPASSES</h3> <p>Project Description: Construction of new recreation trails and underpasses. The project will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: DO NOT SUPPORT</p>	<h3>PULLIAM COMMUNITY BUILDING PHASE II</h3> <p>Project Description: Phase II of the Pulliam Community Building. The project will be located on the corner of 10th and 10th Street, near the intersection of 10th and 10th Street.</p> <p>Estimated Total Cost: \$10,000,000</p> <p>Proposed Start: 2024</p> <p>Proposed Completion: 2026</p> <p>Support Status: SUPPORT</p>

- **City Website** (Preliminary Information Posted)



- **Earned Media** (ongoing)

The screenshot shows a news article on the Loveland Reporter-Herald website. At the top, there are navigation links for 'Home', 'Loveland News', and 'Story'. The article title is 'New citizen task force helping Loveland identify unfunded capital projects'. Below the title is a sub-headline: 'Projects would have a chance for completion in event of approved sales tax increase'. The author is listed as 'By Julia Rentsch, Reporter-Herald Staff Writer'. The article is dated '02/23/2018 06:27:50 PM MST'. The main image shows a man standing on a ladder in a gallery, adjusting a large video projection on the wall. The article text below the image discusses the city's plan to identify projects for completion if a sales tax increase is approved. A sidebar on the left contains social media sharing icons (Facebook, Twitter, Google+, YouTube, Pinterest) and a 'Great Value' advertisement for a house for sale at \$99,000. A sidebar on the right contains various local news snippets.

HOT TOPICS: Father, son jailed High school home-builders School overcrowding Motorcycle crash Teachers

Home Loveland News Story

New citizen task force helping Loveland identify unfunded capital projects

Projects would have a chance for completion in event of approved sales tax increase

By Julia Rentsch
Reporter-Herald Staff Writer

POSTED: 02/23/2018 06:27:50 PM MST

Great Value
\$99,000

IR OPTIONS...
about the
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eland, CO is
ilts 62+ who
aintenance,
and family –
ellent value!

REE
IAR
@ 1pm

N MORE

Artist Brandon S. Gellis sets up his live-interactive video projection Friday in preparation of his upcoming exhibit "Innate Confluences" at the Loveland Museum/Gallery main exhibit in Loveland. An expansion to the Museum/Gallery is on the preliminary list of projects that could be accomplished with the passage of a 0.5 percent sales tax increase. (Jermy Sparks / Loveland Reporter-Herald)

A new city task force composed of Loveland residents will help the city identify ideas for new projects that the city might complete with the help of a possible sales tax increase.

Last fall, the City Council directed city staff to begin the community improvement program, called "Your City, Your Future." The program seeks to identify projects that Lovelanders say they want.

• Registered Voter Letter (Feb 12)



CITY MANAGER
Civic Center • 300 East Third Street • Loveland, Colorado 80537
(970) 962-2303 • FAX (970) 962-2000 • TDD (970) 962-2620
www.cityofloveland.org

May 4, 2018

Dear Residents:

Imagine Loveland without its Civic Center heart.

Think of our City without the Hatfield Chilton Recreation Center, Loveland Public Library, Civic Center Park, and the plaza flanked by the two brick buildings that comprise our "City Hall."

None of those features existed in 1984, the year voters approved a 1-cent sales tax to pay for them. As the Civic Center took shape in the middle 1980s, its progress ignited a philanthropic gift that built the Foote Lagoon and Amphitheater, completing the picture.

We are now at another important crossroads as we identify new projects focused on making Loveland an even better place to live, work and play.

Your City, Your Future: 2018 Community Improvement Program is an initiative focused on gathering the community's feedback on a variety of possible community improvement projects in Loveland. The City of Loveland has helped convene a 35-member Citizen Task Force that includes a broad spectrum of community members, business, civic, educational and faith-based leaders. They are seeking your input on a sales tax proposal to address the following projects:

- Construction of a new recreation center in Northwest Loveland
- Renovation and expansion of the Loveland Museum
- A new, full-service branch library in an underserved area of the City
- Replacement of Fire Station 3 (South Wilson Avenue)
- Renovation of Fire Station 5 (Knobcone Drive)
- Widening of and improvements to Eisenhower Boulevard/US 34
- Completion of the final phase of Tall Avenue improvements
- Pedestrian and bicycle underpasses along the City's Recreation Trail
- Renovation of Loveland's historic Pulliam Community Building

While the City can pay for part of the projects with existing funds, gaps must be filled to meet construction costs as well as certain ongoing operations and maintenance expenses. Two funding options are currently being considered:

- A 1/2-cent sales and use tax, which equates to 5 cents on a \$10 purchase, sunseting in 17 years
- A sales and use tax just shy of a penny – 95 cent – that equates to less than 10 cents on a \$10 purchase, sunseting in 10 years

As you can see, the larger the sales tax the sooner it sunsets, and vice versa.

Project	Estimated Total Cost	Resources Available	Undeclared
LOVELAND MUSEUM EXPANSION	\$22,000,000	\$4,877,711	\$17,122,289
NEW BRANCH LIBRARY	\$23,000,000	\$4,400,000	\$18,600,000
RECREATION TRAIL-UNDERPASSES	\$19,000,000	\$0	\$19,000,000
EISENHOWER	\$30,000,000	\$5,547,820	\$24,452,180
PULLIAM COMMUNITY BUILDING - PHASE II	\$5,000,000	\$0	\$5,000,000
DE TALT II	\$5,300,000	\$1,212,000	\$4,088,000



• FAQ Newsletter (Feb 22)

2018 COMMUNITY IMPROVEMENT PROGRAM

Would the proposed tax sunset?
Yes. If voters approved a 1-cent sales and use tax, the tax would stay in place for 17 years to fund all nine projects as well as to help fund operations and maintenance (O&M) of certain projects. The larger 0.95-cent sales and use tax would also provide sufficient funds to address construction and O&M costs for all nine projects; however, the tax could sunset in 10 years.

What are some of the anticipated benefits of the community improvement projects?
Taken together, these projects would reduce traffic congestion, enhance bicycle and pedestrian safety, cut response times for police and fire emergencies, further improve our quality of life and help strengthen our local economy.

How does Loveland's sales tax compare to taxes in other Colorado communities?
Loveland has one of the lowest sales taxes in the region. If voters approved a new 1-cent sales and use tax, the City's sales tax rate would increase to 2.5%.

Is this the first time the City of Loveland has considered a proposal like this?
We have done this before. Loveland voters in 1984 approved a 1-cent sales tax to fund the Civic Center complex, which included the Chilton Recreation Center, Loveland Public Library, and the two buildings that comprise "City Hall." These public assets form the liberal heart of our community.

Would any City funds be used?
The current proposal calls for the City to allocate \$5.4 million of projected funds toward the nine projects, while the proposed sales tax would fund \$131 million of construction costs and \$31 million of operations and maintenance costs.

When would the projects be completed?
If voters approved multiple projects, they would be phased in over multiple years.

How much revenue does a 1/2-cent versus 0.95-cent sales and use tax generate annually?
A 1/2-cent sales and use tax would generate about \$12.5 million annually. A 0.95-cent sales and use tax would generate about \$14.25 million annually.



What oversight would be in place?
All spending from a voter-approved sales and use tax measure would be publicly disclosed and project updates would be posted on the City's website.

How can residents provide their thoughts and recommendations on the projects and funding options?
The City is holding community outreach meetings, which are posted online at www.lovelandco.gov. The City will also be getting public input through a public opinion mail survey to be sent out later this spring. Your participation is greatly appreciated.

Think of our City without the Hatfield Chilton Recreation Center and Civic Center Park. These public assets were funded with a voter-approved, 1-cent sales tax almost 35 years ago and remain a very important part of our community. We are now at another important crossroads as we identify new projects focused on making Loveland an even better place to live, work and play, and we need your thoughts and recommendations. When it comes to investing in our community, you have the final say. Always.

—Steve Adams, City Manager, City of Loveland



2018 COMMUNITY IMPROVEMENT PROGRAM Q&A
Q: How do we know the projects are necessary?
A: The City's strategic plan identifies the need for these projects to improve our quality of life and economic vitality.

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2018 COMMUNITY IMPROVEMENT PROGRAM

A legacy of commitment
None of the things that make Loveland a great place to live, work, raise a family or retire happened by accident. Our community amenities are here because we, as a community, built them. Together we decided what features would make our city more beautiful, usable, comfortable and enjoyable—and together we found means to make them real.

A new path forward
Elected members of our City Council have directed the City staff to work with citizens on a new initiative called "Your City, Your Future: 2018 Community Improvement Program." Its purpose is to identify projects that our citizens have said they want, but have no or limited funds to build them.

What are the community improvement projects being considered?
There are a total of nine projects, including a new recreation center, renovation and expansion of the Loveland Museum, a new library building, replacement of Fire Station 5, renovation of Fire Station 5, widening and improvements to Eisenhower Boulevard US 84, completion of Taff Avenue Phase 1, pedestrian underpasses and the renovation of the historic Pullman Community Building.

Proposed includes New Underpasses
Eight pedestrian underpasses under arterial roads in Loveland need to be constructed. These are located at:
• North Wilson Avenue
• Mountain Road
• County Road 11C
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• Blue Avenue along Big Thompson Park
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2018 COMMUNITY IMPROVEMENT PROGRAM

How were the projects identified?
Multiple municipal planning efforts have identified these projects as important priorities, and community surveys and outreach programs conducted in recent years have found public support for them.

How do we know the projects are necessary?
A recent Citizen Task Force that includes a broad spectrum of community members, business, civic, educational and faith-based leaders, and other stakeholders, has also vetted the proposed projects. The Task Force agreed that the projects are a community priority and additional public input should be gathered to determine which would be the most important to pursue.

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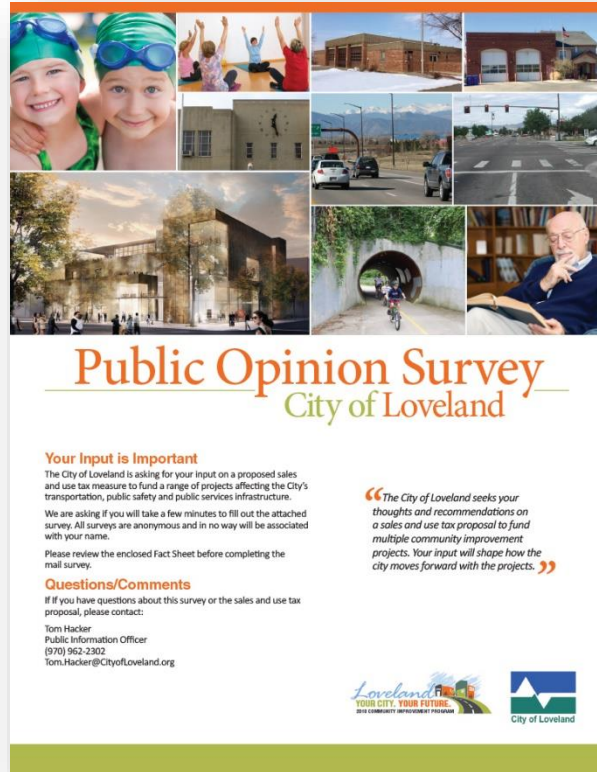
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- **Mail Survey** (March 5)



- Mailed to **all registered voter households** (both likely and unlikely Nov 2019 voters)
- **Highest readership** of all pieces mailed
- **15 to 20 questions**, including open-ended
- Provides **general undertone** of electorate
- **Not a predictor** of an issue's likely success or failure
- A **non-representative sample** of the registered voter population
- **Response rate 7-18%**
- **Often 8-10% too friendly**

Mail Survey Questions:

- ✓ **Awareness question**
("How much had you read, seen or hear about...")
- ✓ **Right direction vs. wrong track**
- ✓ **Priority placed on parts of proposal**
- Fire stations, rec center, museum expansion, etc.
(1=Low Priority....5=High Priority)
- ✓ **Arguments in favor vs. arguments against**
(1=Not at All Convincing...5=Very Convincing)

Mail Survey Questions (cont.):

- ✓ **Ballot Question (½-cent, 9-Yr Sunset Proposal)**
("If an election were held today, would you vote 'Yes' in favor, or 'No' to oppose...")
- ✓ **Open-Ended Follow-Up**
("What is your main concern, if any....")
- ✓ **Ballot Question (0.95-cent, 16-Yr Sunset Proposal)**
("Rather than pursuing a ½-cent sales and use tax...")
- ✓ **Additional Information Needs**
("What additional information...")
- ✓ **Demographics**

Phone Poll (Mar 24-26)

- ✓ **Public Opinion Strategies**
- ✓ **Random stratified sample (300)**
- ✓ **5.66% +/-**
- ✓ **30-40% cell phones 60-70% landlines**

Phone Poll Questions

- ✓ **Warm-up questions**
- ✓ **Ballot question**
 - Split sample (150 = ½-cent and 150 = 0.95-cent)
- ✓ **Open-ended (determine why support or not)**
- ✓ **Test parts of the proposal** } - *Parts of proposal rotated*
- ✓ **Tax sensitivity question**
- ✓ **Arguments in favor** } - *Half of sample hear arguments in favor first*
- ✓ **Arguments against** } - *Arguments rotated*
- ✓ **Ballot question**
("Now that you've heard more about...")
- ✓ **Demographic questions**

Estimated Print, Postage, Polling...

<ul style="list-style-type: none"> ✓ Registered Voter Letter/Attachment 26,655 Households Print & Prep for Mailing: \$4,068 Postage – Presort Standard: \$6,930 	
<ul style="list-style-type: none"> ✓ Newsletter 26,655 Households Print & Prep for Mailing: \$4,837 Postage – Presort Standard: \$6,930 	
<ul style="list-style-type: none"> ✓ Mail Survey 26,655 Households Print & Prep for Mailing: \$6,060 Postage – Presort Standard: \$6,930 Reply Postage: \$4,717 (15% return) 	
<ul style="list-style-type: none"> ✓ Phone Poll (n=300) 	\$20,000
<ul style="list-style-type: none"> ✓ Follow-Up Letter 26,655 Households Print & Prep for Mailing: \$3,493 Postage – Presort Standard: \$6,930 	

TOTAL: \$70,895

