
2019 Mail Survey Results City of Loveland

May 10, 2019



Introduction, Purpose & Approach

This report addresses the methodology and findings derived from public opinion research conducted by George K. Baum & Company on behalf of the City of Loveland.

Approximately 37,858 registered voter households within the City received a public opinion mail survey. The questionnaire served as an invitation for public reaction to a funding proposal.

The mail survey included a total of 15 questions, including one open-ended question. Included with the mail survey questions was background information on the City's proposed community improvement projects and funding proposal.

The mail questionnaire used for this research is not a scientific poll, but a tool for collecting public input and understanding the general tone of the public's receptiveness to the issues presented. The overall summaries and conclusions drawn in this report are therefore not presented as predictors of an issue's likely success or failure at the polls. They are only presented to aid the City with another means for collecting community input and initial reaction to the proposal.

George K. Baum & Company acknowledges that this particular questionnaire functions as an opportunity to disseminate information and as an information-gathering tool and in no way represents a scientific survey or one that estimates statistical margin of error. The chief distinction is that this questionnaire was returned in lieu of people attending a public hearing (a non-representative sample of the registered voter population) as opposed to the returns representing a scientific sub-sample of the registered voter population. The results are subjective and limited in interpretation based on the *volume* of returns, not the *science* of returns. Think of this document as a written collection of comments from people who would have stood up and participated in a public hearing, but instead preferred to express their feelings through written form.

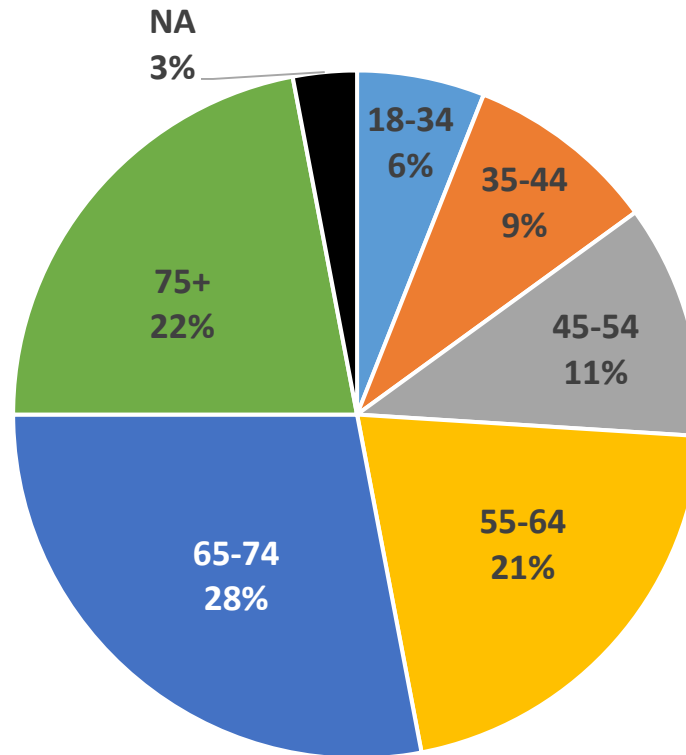
A total of 5,382 surveys were completed and processed for responses as of April 16, 2019. This represents a response rate of approximately 14.2 percent. Previous mail surveys conducted by George K. Baum & Company have typically yielded response rates between 8 and 17 percent. An additional 235 surveys were received after the original analysis was completed, bringing the total number returned to 5,617 (a response rate of 14.8%).

Summary of Approach

- Survey mailed to approximately 37,858 households within the City of Loveland
- Expected 8-17% response rate
- 5,382 replied (14.2% response rate) as of April 16, 2019
- An additional 235 surveys were returned following completion of the analysis, bringing the response rate to 14.8%
- The results of the 235 surveys received after the analysis was completed were slightly more favorable than the surveys previously received.
- The mail survey is not a scientific poll
- The mail survey is not a predictor of a ballot measure's likely success or failure
- The results provide a general undertone of the electorate

Demographics of Survey Respondents

Age of Respondents



Likely Voters

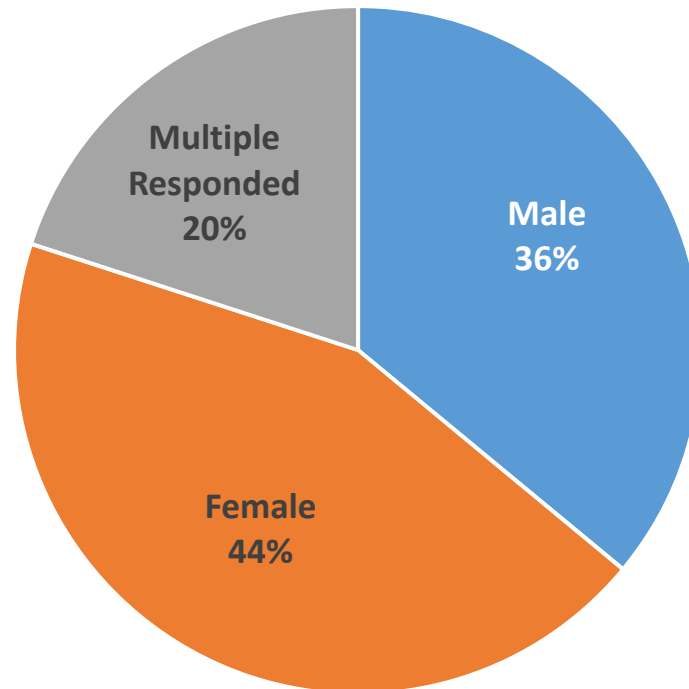
18-34: 9%
35-44: 11%
45-54: 14%
55-64: 21%
65-74: 25%
75+: 21%

Survey Respondents

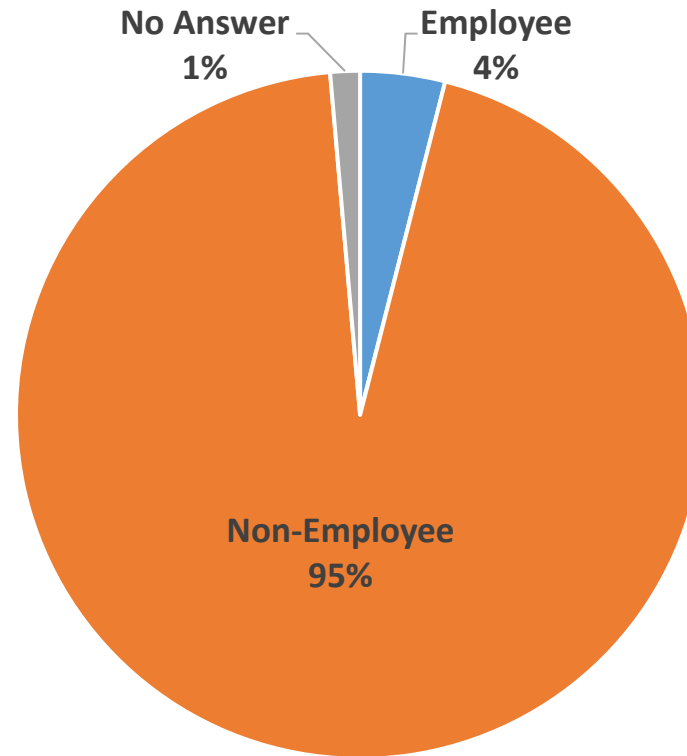
18-34: 6%
35-44: 9%
45-54: 11%
55-64: 21%
65-74: 28%
75+: 22%
NA: 3%

Demographics of Survey Respondents

Gender

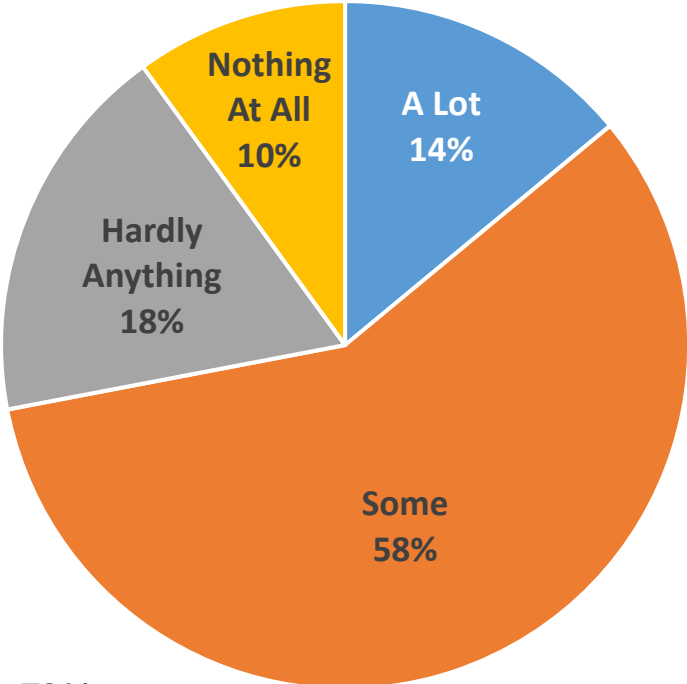


Demographics of Survey Respondents District Employees



Level of Awareness

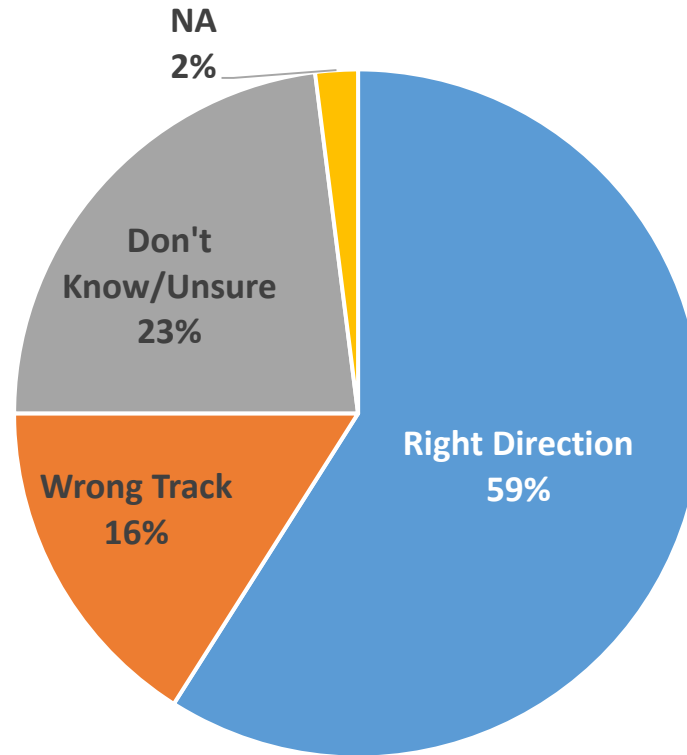
Before receiving the enclosed information, how much had you read, seen or heard about the proposed sales and use tax measure to fund eight community improvement projects in Loveland?



A Lot + Some = 72%

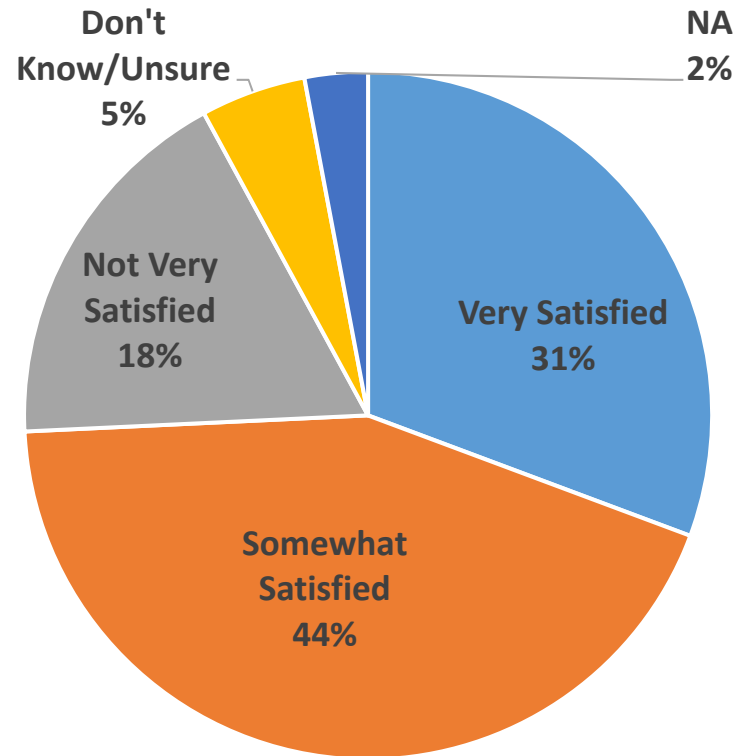
Right Direction vs. Wrong Track

Do you feel things in Loveland are generally going in the right direction or do you feel things are on the wrong track?



Level of Satisfaction With Information Received

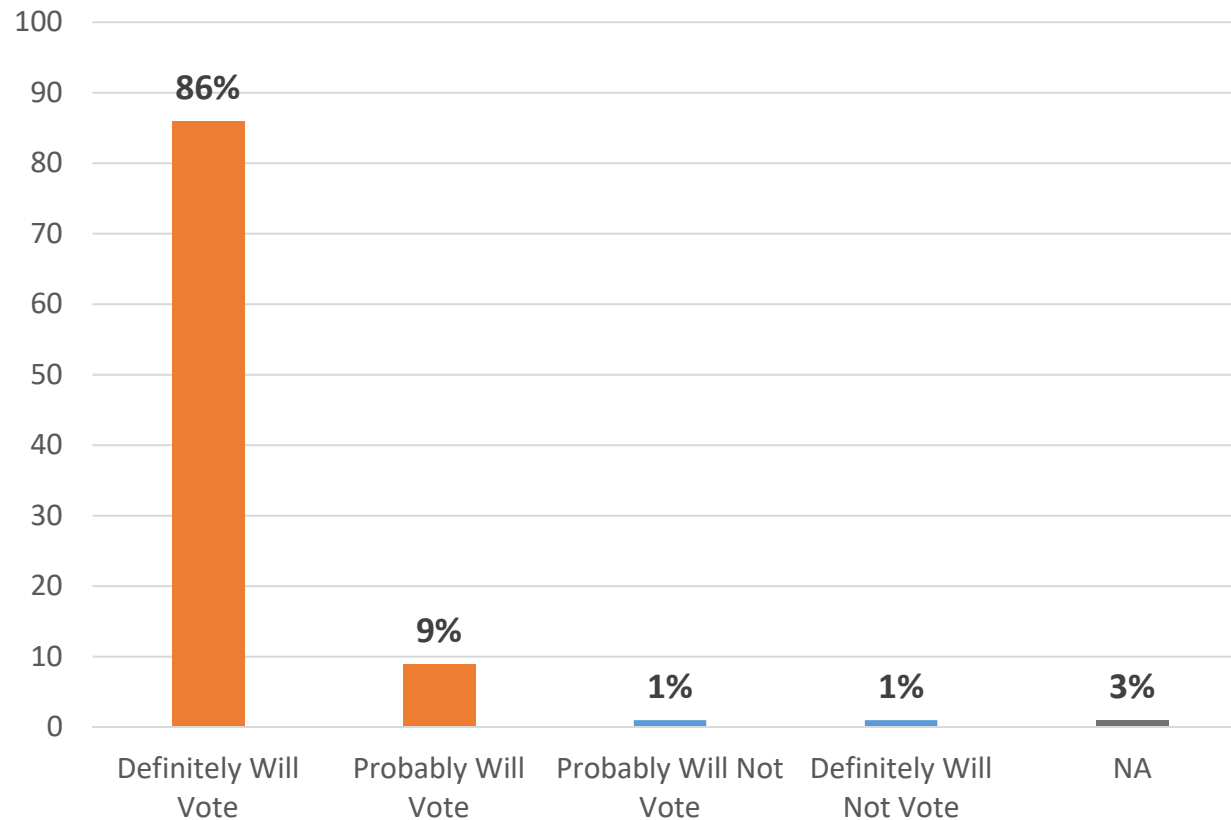
How satisfied are you with the amount of information you have received regarding the proposed sales and use tax to fund community improvement projects in Loveland?



Very Satisfied + Somewhat Satisfied = 75%

Likelihood of Voting in November 2019 Election

How likely are you to vote in the upcoming November 5, 2019 election?



Priority Placed on Each Community Improvement Project

Community Improvements Projects	Low Priority (1)	(2)	(3)	(4)	High Priority (5)
Widening of and improvements to Eisenhower Boulevard/US 34 from Boise Avenue to Rocky Mountain Avenue to relieve congestion and improve driver safety.	6%	6%	14%	22%	50%
Completion of the final phase of Taft Avenue , including widening Taft from 11 th Street to Westshore Drive and installation of a new traffic signal at the Taft/Eisenhower intersection.	9%	10%	24%	25%	31%
Replacement of Fire Station 3 , located at South Wilson Avenue in Loveland, to enhance response times, address health/life safety issues for first responders and allow for future implementation of new firefighting technology.	10%	9%	23%	27%	30%
Renovations to Fire Station 5 , located on Knobcone Drive in Loveland, to enhance response times, address health/life safety issues for first responders and allow for future implementation of new firefighting technology.	9%	10%	25%	28%	27%

Priority Placed on Each Community Improvement Project (cont.)

Community Improvements Projects	Low Priority (1)	(2)	(3)	(4)	High Priority (5)
Construction of a new recreation center in the northwest part of Loveland providing additional recreation space, leisure pool aquatics, and exercise and sport court space, to address overcrowding at the existing recreation center.	20%	12%	20%	20%	26%
Pedestrian and bicycle underpasses under arterial roads across Loveland, enhancing and improving pedestrian safety and connectivity.	18%	13%	20%	23%	26%
A new, full service branch library in the northwest parts of Loveland that provides a full range of materials, services and programs.	22%	15%	22%	20%	19%
Renovation and expansion of the Loveland Museum , including expanded exhibit spaces, a 200-seat auditorium, children’s area, community space, classrooms and other amenities.	29%	20%	25%	15%	10%

Arguments in Favor of Sales Tax Proposal

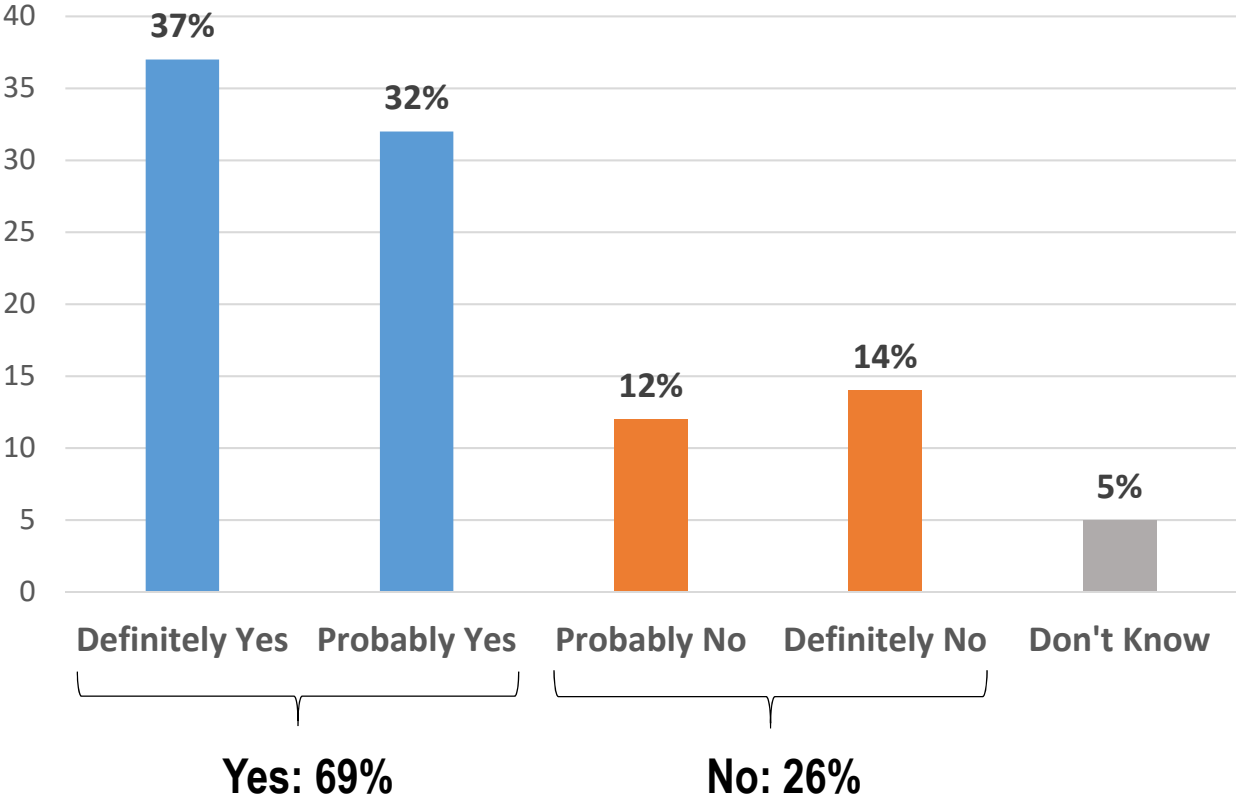
Argument in Favor	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)
A sales tax is a much better option than a property tax , especially with out-of-town visitors helping pay a big part of the tax bill.	6%	4%	11%	25%	52%
The proposed projects provide many benefits to our residents , including improving traffic congestion, pedestrian safety, response time for emergency responders and our quality of life.	7%	7%	17%	27%	40%
Loveland voters supported a similar sales tax about 35 years ago to fund our existing recreation center, public library, Civic Center Park and other important projects. These projects were successfully completed and remain an important part of our community.	14%	9%	19%	23%	33%
Loveland has one of the lowest sales taxes in the region. Even with half-cent increase, it will remain competitive with other cities.	14%	9%	20%	26%	29%
The existing recreation center, library and museum in Loveland are extremely popular and operating beyond their design capacity. It's a fair and reasonable proposal to build a second recreation center and library and to expand our world-class museum.	17%	11%	20%	23%	28%
The City has been very frugal with its funding. It's not realistic to assume the City can simply save more money or shift funds around to tackle major community improvement projects.	20%	14%	24%	20%	19%

Arguments Against Sales Tax Proposal

Argument Against	Not At All Convincing (1)	(2)	(3)	(4)	Very Convincing (5)
With eight community improvement projects, the proposal is far too ambitious. The plan needs to be scaled back.	16%	15%	23%	19%	25%
The new sales tax should focus on public safety and infrastructure and not on quality-of-life projects like a new recreation center, library and museum expansion.	27%	17%	19%	13%	22%
We simply cannot afford another tax increase. Voters approved a bond issue and mill levy override for Thompson School District and a sales tax for Larimer County just five months ago.	21%	19%	21%	16%	21%
The City should not fund projects the private sector can provide. For example, private health clubs could address the need for additional recreation space.	32%	17%	16%	13%	19%
Larimer County is considering placing a sales tax measure on the 2019 or 2020 ballot to fund transportation-related improvements countywide and other projects. This is just not a good time for the City to pursue a new sales tax since it might compete with the County's proposal.	21%	22%	28%	14%	12%
Any sales tax increase will negatively impact local retailers.	32%	25%	22%	9%	10%

Ballot Question

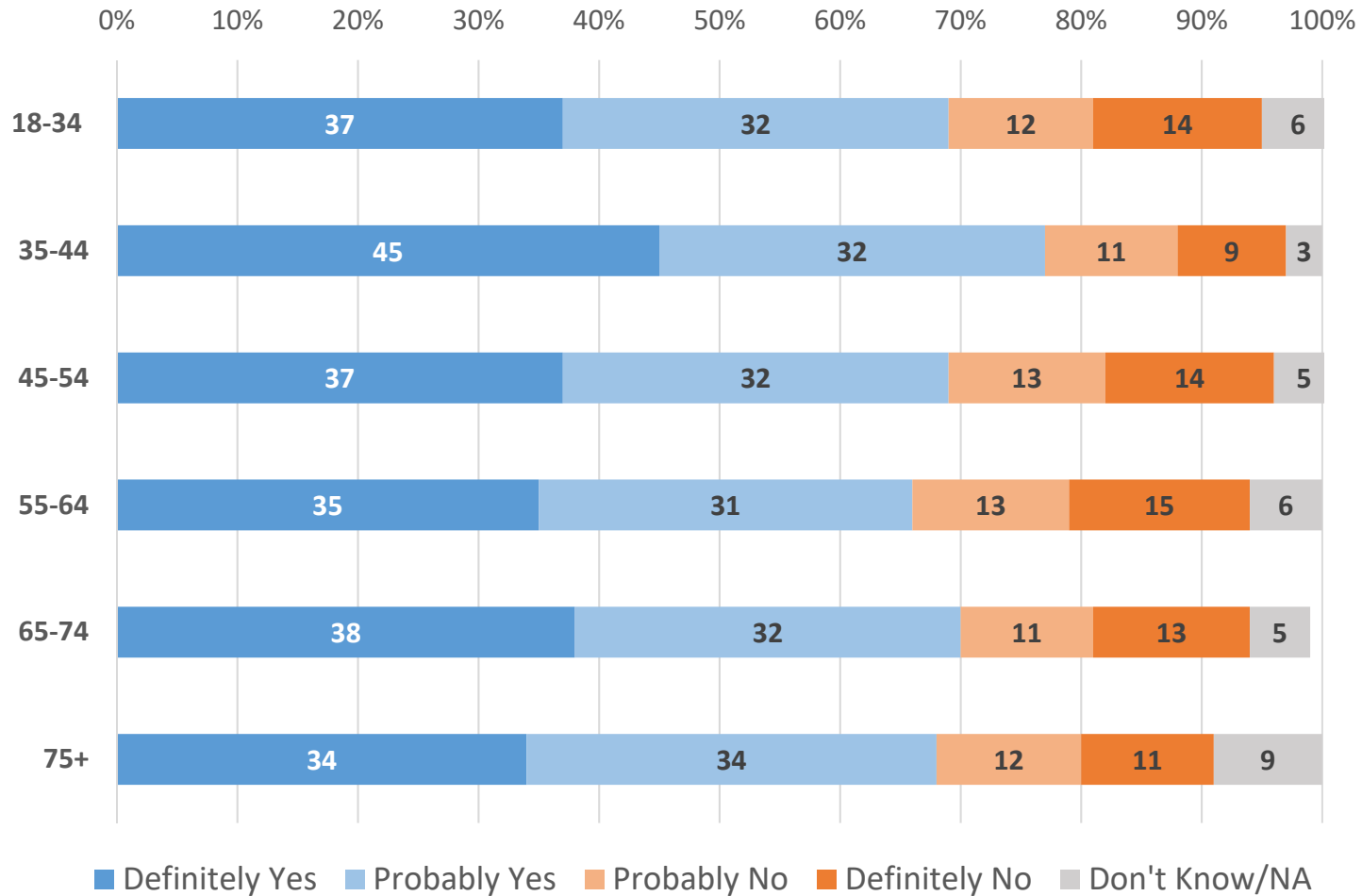
If a local election were held today, would you vote “yes” in favor of, or “no” to oppose, a half-cent sales and use tax to be imposed beginning January 1, 2020, to fund the following community improvement projects: widening of and improvements to Eisenhower Boulevard/US 34; completion of the final phase of Taft Avenue improvements; construction of a new community recreation center in Northwest Loveland; a replacement of Fire Station 3 (South Wilson Avenue); renovation of Fire Station 5 (Knobcone Drive); renovation and expansion of the Loveland Museum; a new full service branch library in Northwest Loveland, and pedestrian and bicycle underpasses under arterial roads across Loveland, provided that these increased taxes shall not be collected after January 1, 2041?



*NOTE:
Level of support for the 235 surveys received after the analysis was completed is 71%.*

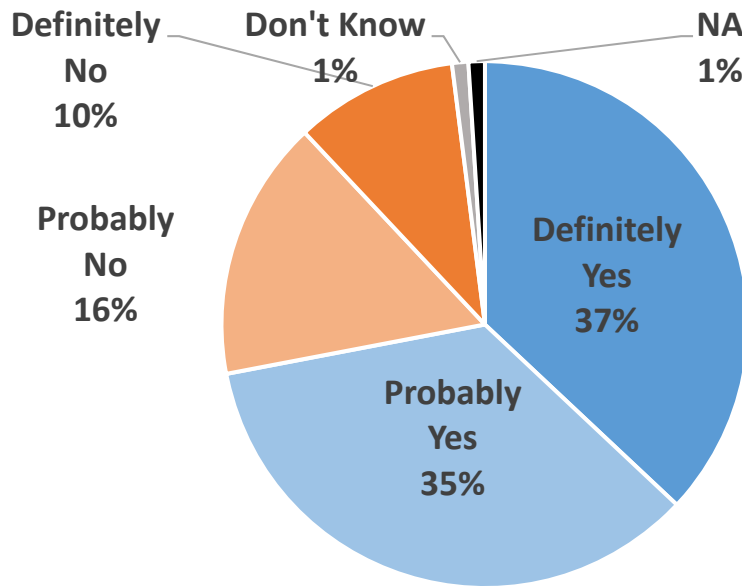


Support for Ballot Question by Age



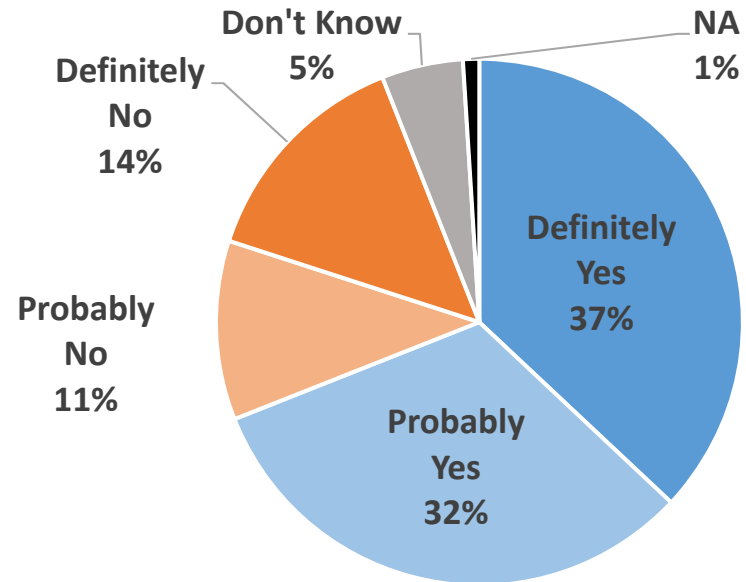
Support for Ballot Question: City Employee

City Employee



Yes: 72%
No: 26%
n: 208

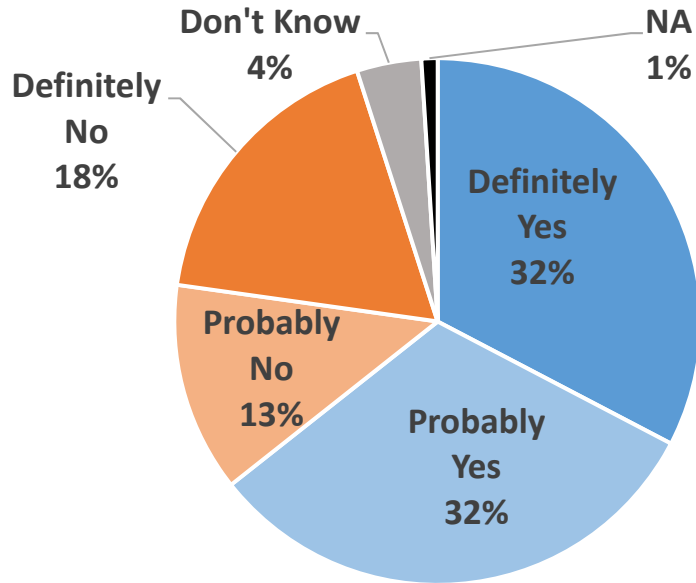
Non-Employee



Yes: 69%
No: 25%
n: 5089

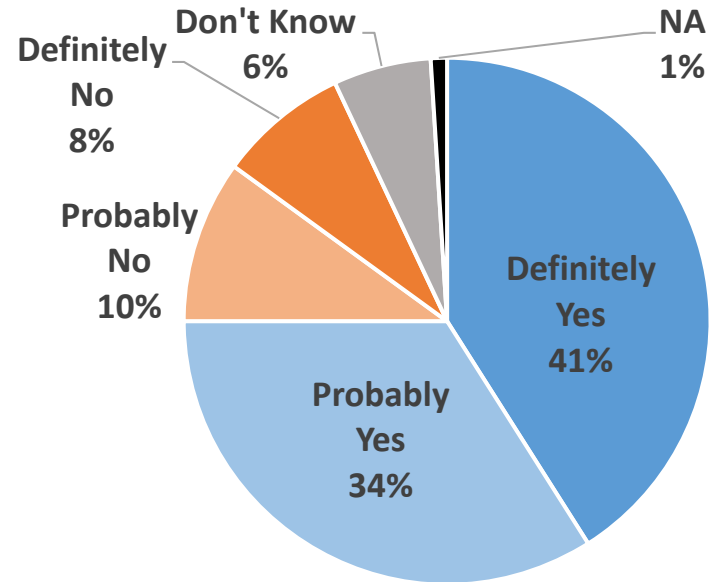
Support for Ballot Question: By Gender

Male



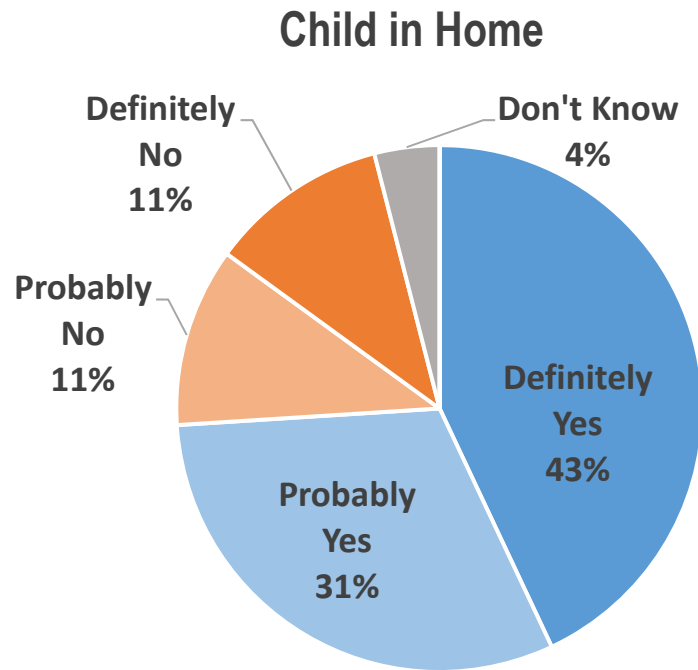
Yes: 65%
No: 31%
n: 1,927

Female

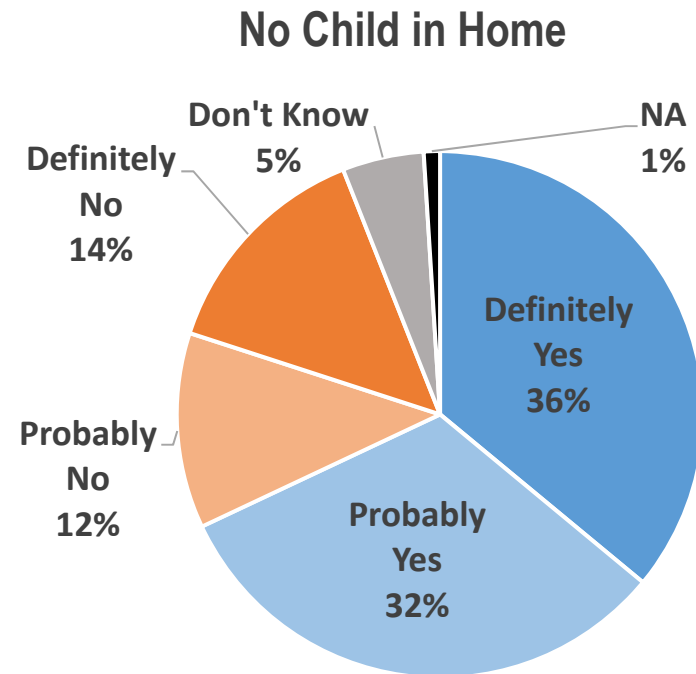


Yes: 75%
No: 18%
n: 2,357

Support for Ballot Question: School-Age Child in Home



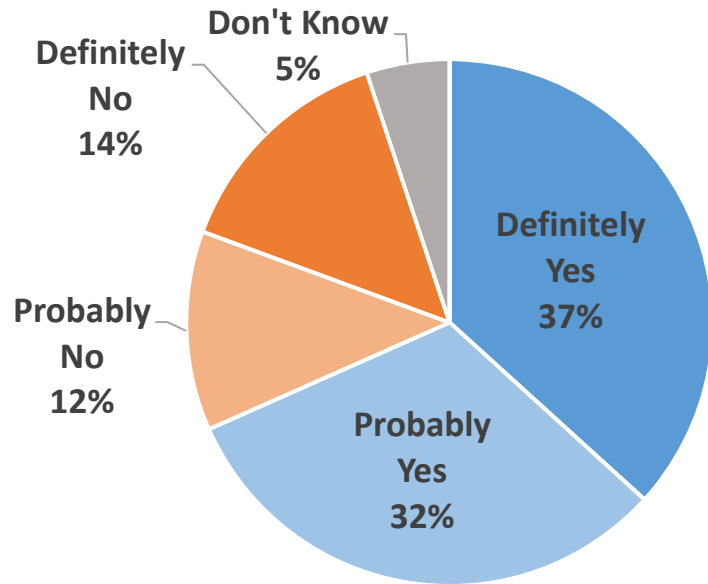
Yes: 74%
No: 22%
n: 760



Yes: 68%
No: 26%
n: 4,500

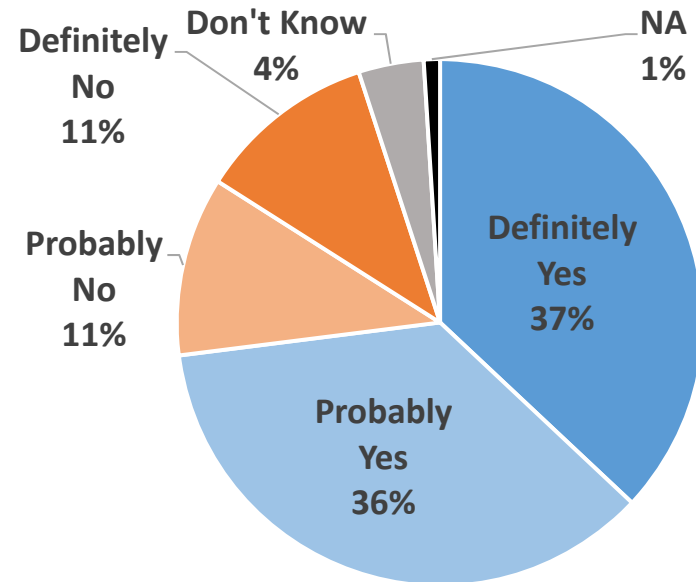
Support for Ballot Question: By Likely Voter Status*

Likely Voter



Yes: 69%
No: 26%
n: 4,377

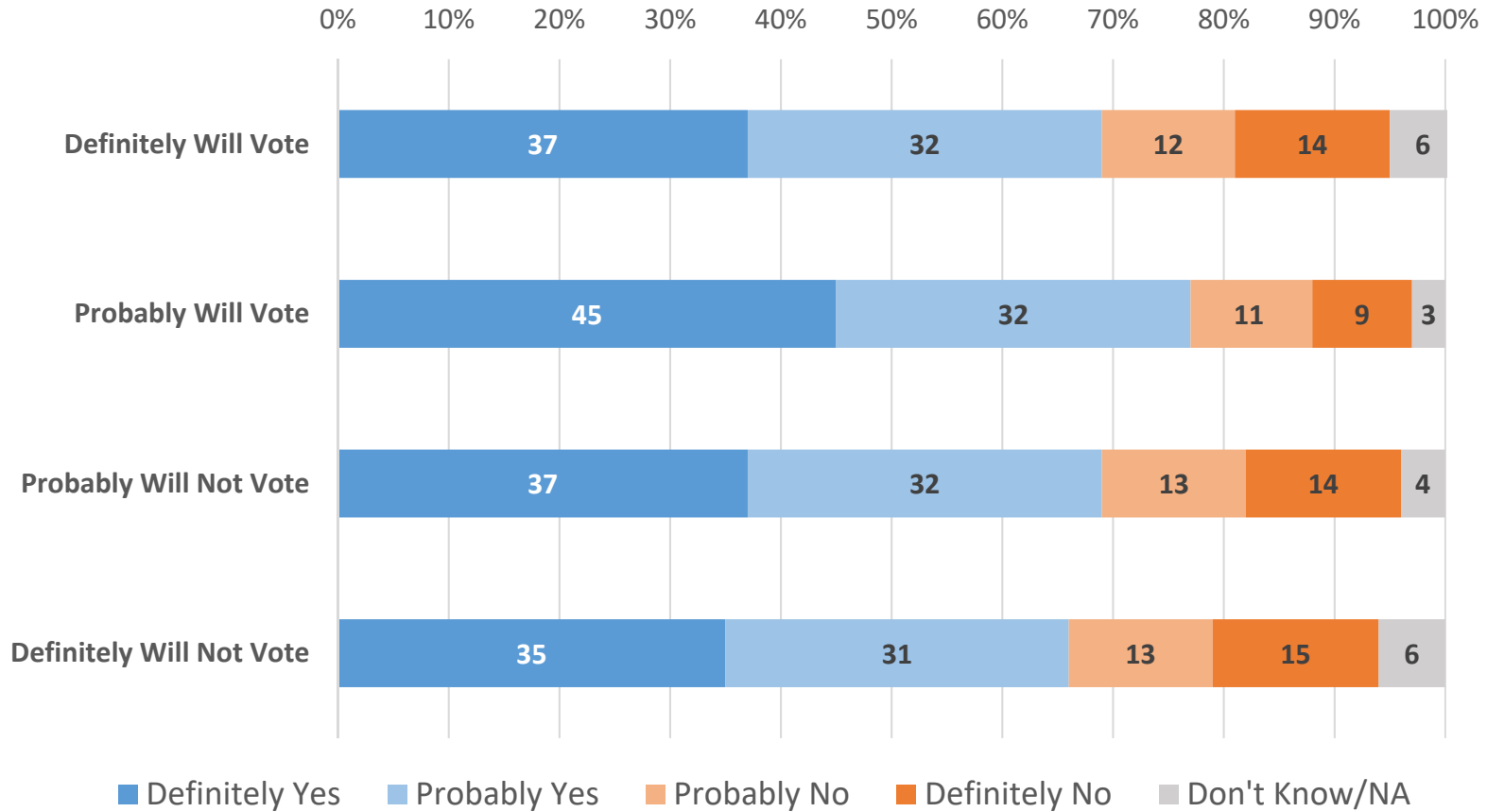
Unlikely Voter



Yes: 73%
No: 22%
n: 987

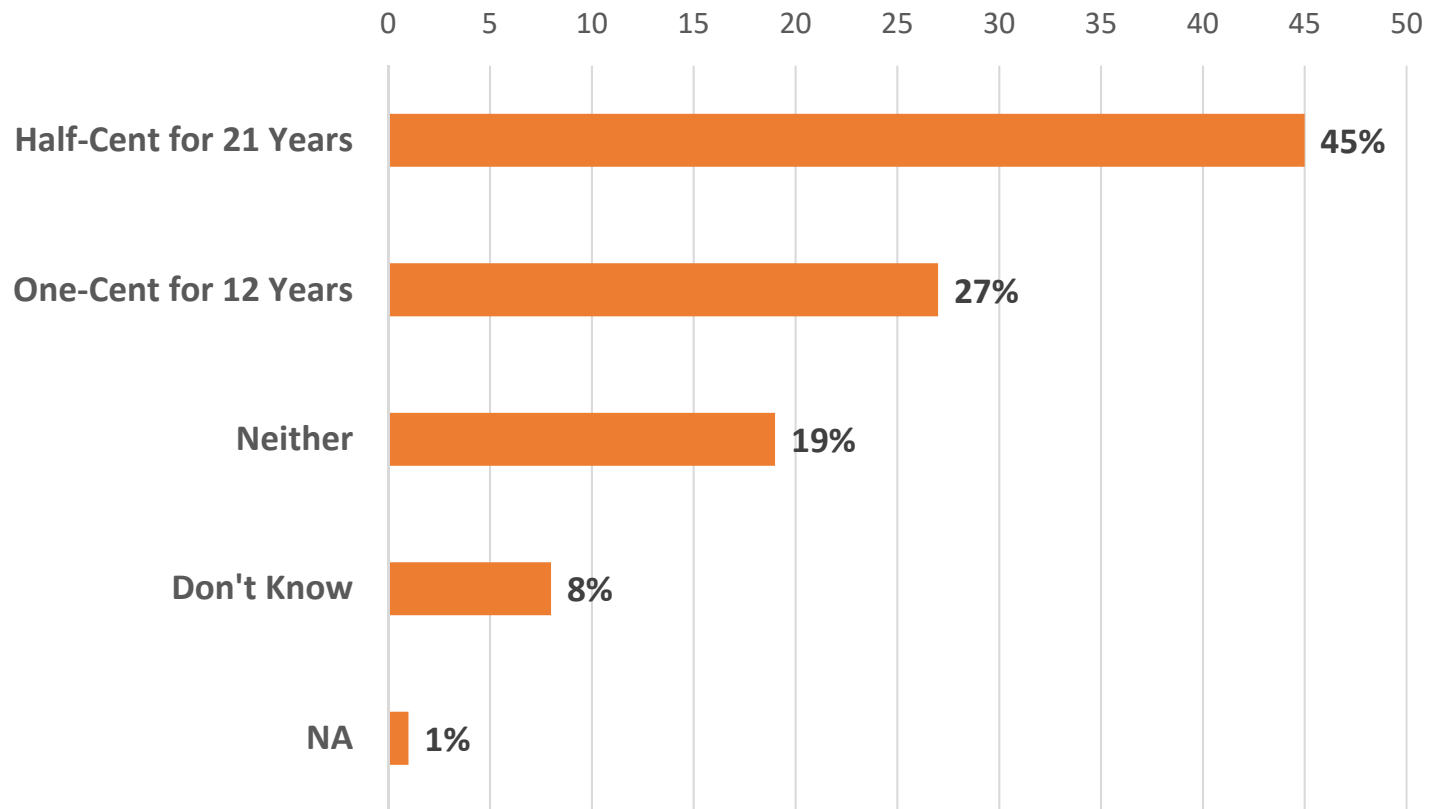
* Likely voter households identified by reply envelope

Support for Ballot Question: Self-Reported Likelihood of Voting



Preference for Half-Cent for 21 Years vs. One-Cent for 12 Years

If you had to choose between a half-cent sales and use tax that ends in 21 years versus a one-cent sales and use tax that ends in 12 years to fund the eight community improvement projects, which tax would you prefer?



Other Project Recommendations

No Answer	56%
Transportation/Infrastructure	10%
Too Many Projects / Overspending / Too Much Growth	6%
Improvements to Downtown Loveland	3%
Infrastructure Supporting Pedestrians/Bicyclists	3%
None / Not Sure / Don't Know	2%
Parks / Open Space / Dog Parks	2%
Concerns Re: Abandoned Structures / Urbanization / Need for Beautification	1%
New and Accessible Businesses & Entertainment	1%
Recreation (Outdoor & Indoor Pools, More Equipment)	1%
Public Service (More Police, Firefighters, Fire Stations, Healthcare, Service for Elderly)	<1%
More Shelters/Housing for the Homeless	<1%
Affordable Housing	<1%
More Funding for Education	<1%
Better Internet/Cell Service	<1%

Main Concerns

No Answer	51%
Taxes Too High	7%
Too Ambitious	6%
Statement in Support	4%
None	4%
Focus on Roads / Infrastructure / First Responders	4%
Need More Information	2%
Seek Transparency	2%
Misappropriation of Funds	2%
Sunset Too Long / Sunset Will Never End	1%
Tax on Groceries & Other Basics	1%
Concerned It Will Not Pass	<1%
Wrong Timing	<1%

Main Concerns (cont.)

Other Concerns Mentioned:

- Live Within Your Means
- Recreation Center, Library and Museum a Lower Priority
- Alternative Funding Sources?
- Hiring Locally?
- How are the Projects Ranked in Terms of Priorities?
- Marijuana Tax
- Sales Tax Not Enough to Address Projects, O&M?
- Too Much on West Side / What About East Loveland?
- Lack of Facilities for Homeless
- More Funding for Schools
- Better Money Management
- More Funding for Police and Fire
- Address Homeless Needs
- Focus on Downtown

Summary of Results

- **About 15% of registered voter households in the City of Loveland participated in the survey.**
- **Older voters are slightly overrepresented** in the mail survey compared to likely voters for the November 2019 election.
- **There is strong awareness of the funding proposal**, likely a result of the information pieces that were mailed to registered voter households and other community outreach efforts.
- **Three-quarters of survey respondents are very or somewhat satisfied with the amount of information they received** regarding the sales tax and proposed projects.
- **Only 16% of survey respondents felt the City was on the wrong track.**
- Of the eight community improvement projects tested, survey respondents place the **highest priority on road improvements and fire station upgrades.**

Summary of Results (cont.)

- **Among the most convincing arguments in favor of the sales tax proposal were that:**
 - a sales tax is a much better option than a property tax, especially with out-of-town visitors helping pay a big part of the tax bill
 - the project will improve congestion, pedestrian safety, response time for emergency responders and our quality of life
 - Loveland voter supported a similar sales tax about 35 years ago, projects that were successfully completed and remain an important part of the community
- **Arguments against the sales tax proposal were much less persuasive than arguments for the funding proposal.**

Summary of Results (cont.)

- **There is strong support for the sales tax proposal in its current form, according to those responding to the mail survey, with 69% support.**
 - Support intensity is much stronger than opposition intensity (37% Definitely Yes vs. 14% Definitely No)
 - There is strong support across all age groups
 - Females and residents with school-age child were most supportive
- **There is more support for a half-cent tax that lasts for 21 years than for a one-cent tax that lasts for 12 years**
- **There were many additional ideas that residents provided when asked about other possible community improvement projects**, including transportation/infrastructure projects, improvements to Downtown Loveland, improvements to enhance pedestrian and bicyclist safety, additional parks (including dog parks), more open space, beautification projects, entertainment venues, indoor/outdoor pools, more first responders, more services for the elderly, shelters for the homeless, improved internet and cell service, among others.

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