

City Council Work Session Agenda Summary

May 24, 2022

Key Staff Contact:

Raymond C. Lee III, City Manager

Paul J. Fetherston, Deputy City Manager for Enterprise Resources

Becky Safarik, Interim Deputy City Manager for Community Building

John Karner, Finance Director

Kelly Snook, Interim Director, Culture Parks and Recreation Department

Title:

Tax Revenue Initiative Polling Options

Summary:

As a follow up to a discussion in May 2021 among City Council about polling for potential ballot initiatives in November 2021, a request was made to update City Council about the option to conduct polling for a potential tax initiative poll/ survey among Greeley residents. The request is associated with conducting polling for a new tax on the November 2022 ballot.

Information provided to City Council in May 2021 specifically regarding the request to conduct additional polling on a new sales tax for open space and natural areas is attached. At the time, there was a consensus among City Council to forego any polling or new sales tax ballot initiative in November 2021, but to conduct polling in 2022 associated with the ongoing effort to 'bucketize' citywide needs and align them with funding sources.

It was the intention of staff to conduct polling as a part of the 'bucketization' effort in 2022 to help identify support for priorities and needs identified by the City Council. Due to the number of unanticipated challenges such as ERP, no additional progress has been made in the 'bucketization' effort. However, the Finance Department has been able to commit resources to the effort that recently restarted with a plan to be completed for presentation to City Council in the first quarter of 2023. Staff has developed a Request for Proposals to secure polling/ surveying services to assist through the remainder of the 'bucketization' effort as needed.

Timing and Cost of Polling

Since 2019, the City has utilized Strategies360 for polling/ surveying and communication services associated with tax renewals and potential tax initiatives. In the event City Council directs that a poll be conducted in anticipation of a potential ballot initiative,

staff could secure Strategies360 polling services through a bid exception. The following timeline and costs have been identified by Alex Dunn of Strategies360:

OPTION A: Brief, single issue poll focused solely on electorate existing attitudes about open space funding

- Timeline: 3-5 weeks (mainly depending on how much time is required by the City to provide feedback on the draft polling language)
 - o If polling question approved in 3 days, could get data by end of week of June 6. Otherwise, week of June 20.
- Scope: Sample size of 500 (same sample size City has used in past two renewal polls), 10 minute call
 - o Cost: \$28,268

OPTION B: Standard version, qualitative poll: requires additional time to draft, would look more like what City did for Food Tax/KGM (including more contextual questions and arguments), designed to look at public support and simulate a debate to stress test the concept and see how attitudes shift

- Timeline: Data by week of June 20
- Scope: Sample size of 500, 15 minute call
- Cost: \$34,473

Alex Dunn will be available virtually during the May 24 Work Session presentation to present the options and address any questions.

Natural Areas and Trails/ Open Space

Kelly Snook, Interim Director of the Culture, Parks and Recreation Department, will be available during the May 24 Work Session to address any specific questions to a potential sales tax for natural areas and trails/ open space.

Attachments:

May 28, 2021 Memo to City Council on November 2021 Ballot Initiatives/ Request for Additional Polling
PowerPoint Presentation