



Tax Revenue Initiative Polling Options

May 24, 2022 City Council Work Session



City of Greeley Tax Renewal Timeline

Tax	Purpose	Use Examples	Expiration
General Sales Tax	Government Operations	<ul style="list-style-type: none">• Salaries• Benefits• Utility Payments• Fuel	None
Food Tax	Capital Maintenance	<ul style="list-style-type: none">• Traffic Signal replacement• Public parking lot maintenance• Linn Grove irrigation replacement	2026
Public Safety	Public Safety Building	<ul style="list-style-type: none">• Debt Service/ New Stations• Equipment Replacements• Public Safety Salaries	2044
Quality of Life	Parks, Public Facilities	<ul style="list-style-type: none">• Highway 34 Interchanges• Centennial Park Improvements• East Greeley Natural Area	2042
Keep Greeley Moving	Road Infrastructure	<ul style="list-style-type: none">• Overlay & Striping Program• Concrete Repair Program• Asphalt Patching Program	2029

Current ‘Bucketization’ Timeline

Long term financial planning effort and timeline supported by City Council – May 17, 2022

Early Analysis	Started recently
Consultant Assistance	Fall 2022
Presentation to City Council	First Quarter 2023
Consultation with Citizen Budget Advisory Committee	Following City Council Direction
Return to City Council with recommendations	<ul style="list-style-type: none">• In time to influence Food Tax Renewal• Expires December 2025• First Renewal Effort – November 2025
Polling/ Survey of Voters	To determine taxing capacity and support for priority areas identified by City Council

Natural Areas and Trails/ Open Space Polling

- Issue was included in June 2020 Food Tax polling.
 - **Results:** 48% support / 42% oppose
 - Lack of clarity on priorities to be funded
 - Evolving economic context
 - Order effect in poll
- Best approach?
 - 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)
 - If polling question approved in 3 days, could get data by end of week of June 6. Otherwise, week of June 20.
 - Cost: \$28,268
 - Comprehensive Fiscal Poll with full 'bucketization' context
 - 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
 - Cost: \$34,473

City Council Direction

- Conduct Polling?
 - Streamlined single issue poll
 - Comprehensive fiscal poll with full 'bucketization' context
- 'Bucketization' timeline