

# La Plata County Ballot Measure Polling Presentation



Fiscal Sustainability Steering Committee  
July 15, 2015

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## Keating Research

Chris Keating, Ph.D., is the President and founder of Keating Research. Keating has worked as a public opinion pollster in Colorado for the past 20 years, during which time he has conducted hundreds of successful polling research projects for ballot measures and candidates.

Keating Research has established itself as the leading Colorado polling and voter research firm, earning accolades for accuracy in their statewide Presidential Tracking Poll for the 2012 election.

A few recent highlights include:

- ✓ 2015 – directed polling research for Denver Mayor Hancock’s re-election;
- ✓ 2014 – directed polling research for Governor Hickenlooper’s re-election campaign and Larimer County Help Preserve Open Spaces Measure;
- ✓ 2013 – directed polling research for successful Commerce City Sales Tax Measure;
- ✓ 2012 – directed polling research for the statewide personnel Amendment S and Denver’s De-Bruce Ballot Measure 2A.

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### Polling Methodology

- ✓ Results based on 482 live telephone interviews among likely 2016 voters, including 360 likely 2015 voters chosen at random from a list of voters in La Plata County.
- ✓ Interviews were conducted from May 18-21, 2015.
- ✓ The worst case margin of error for this sample of 482 is plus or minus 4.5%.
- ✓ Representative sample of likely voters in La Plata County based on gender, age, party affiliation, and ethnicity.
- ✓ Cell phone numbers were included such that 52% of respondents conducted the interview by cell phone.
- ✓ The poll was conducted by Keating Research, Inc.

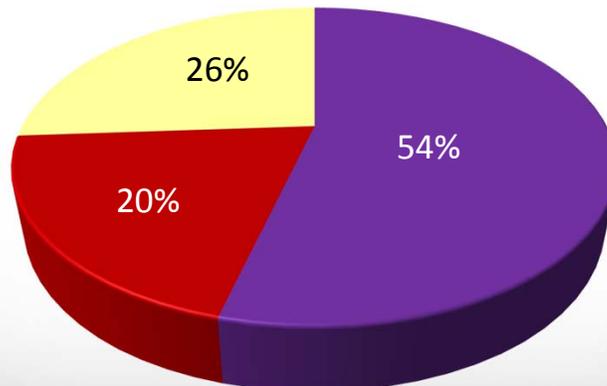
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### La Plata County Is Heading In The Right Direction

*Generally speaking, do you think things in La Plata County are heading in the right direction, or do you think things are heading in the wrong direction?*

■ Right Direction    ■ Wrong Direction    ■ Don't Know

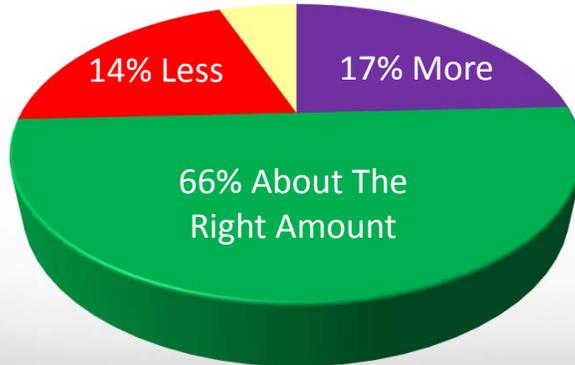


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## A Two-Thirds Majority Feel They Pay The Right Amount In Local Taxes

Now I'd like you to think about the amount you pay in local taxes and fees for the services and amenities that you receive as a resident of La Plata County - do you feel you are asked to pay more than you should, about the right amount, or less than you should?



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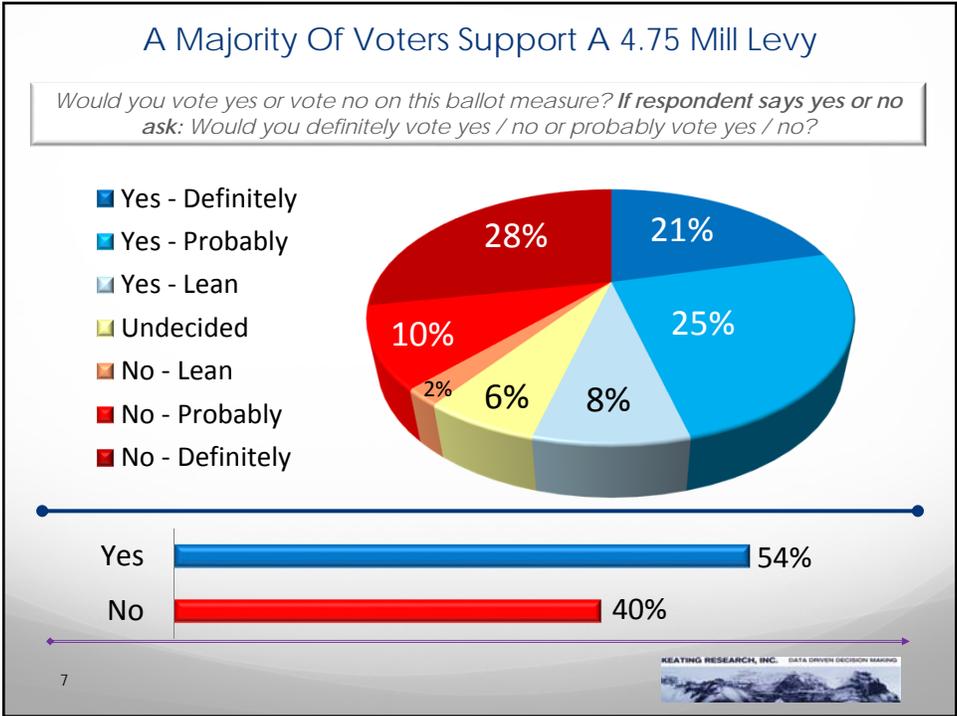


## 4.75 Property Tax Mill Levy For Capital Improvements To La Plata County Road And Bridge Infrastructure And County Buildings

Shall La Plata County taxes be increased by **\$8 million dollars** beginning in 2016 and thereafter by whatever amounts are raised annually from a levy of **4.75 mills** for the following purposes: Making capital improvements to La Plata County roads and bridges including resurfacing and maintenance, building safe bikeable shoulders, and improving public safety, and new and improved county buildings and facilities in order to better serve the growing population?

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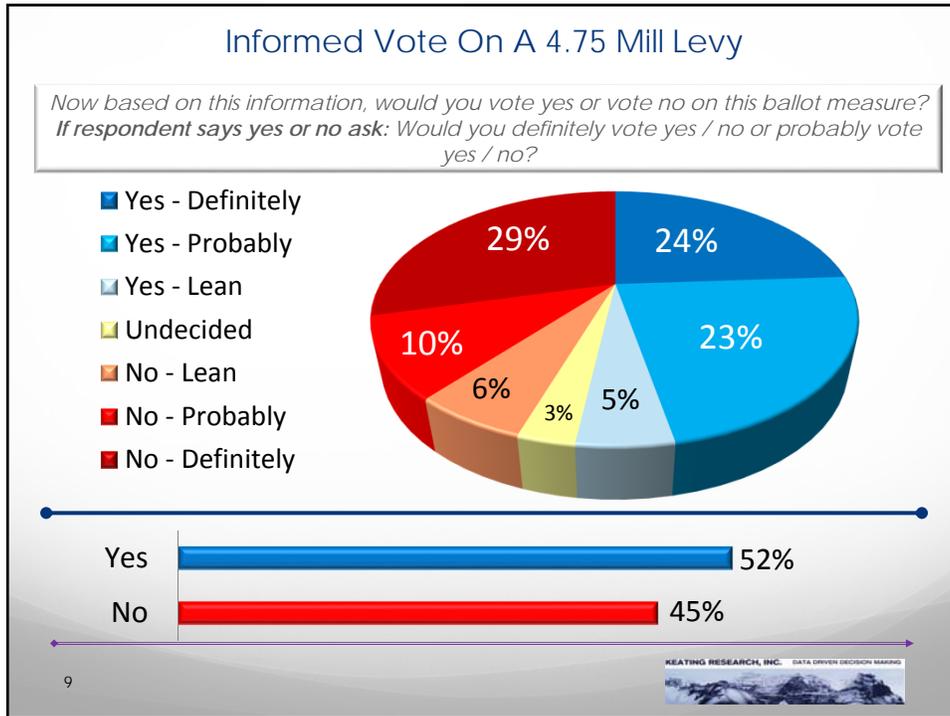


### The 4.75 Mills Further Explained

Due to a drop-off in natural gas development, La Plata County's property tax revenues have been steadily declining - and are projected to continue to decrease over the next ten years. This decline in property tax revenues is preventing La Plata County from making much needed road and bridge repairs and maintenance, and improvements to County buildings . So, in order to better serve the La Plata County's growing population, this ballot measure increases property taxes, allowing La Plata County to make necessary improvements to its roads and bridges including resurfacing and maintenance, building safe bikeable shoulders, and improving public safety, and new and improved county buildings and facilities.

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KEATING RESEARCH, INC. DATA DRIVEN DECISION MAKING



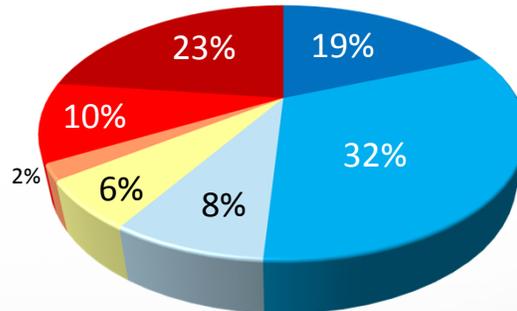
## 2.65 Property Tax Mill Levy For Road And Bridge Capital Improvement Projects Ballot Measure Language

Shall La Plata County taxes be increased by **\$5-point-4 million dollars** beginning in 2016 and thereafter by whatever amounts are raised annually from a levy of **2.65 mills** for the purposes of making capital improvements to La Plata County roads and bridges including resurfacing and maintenance, building safe bikeable shoulders, and improving public safety in order to better serve the growing population?

### Nearly 6-of-10 Voters Support A 2.65 Mill Levy

*Would you vote yes or vote no on this ballot measure? If respondent says yes or no ask: Would you definitely vote yes / no or probably vote yes / no?*

- Yes - Definitely
- Yes - Probably
- Yes - Lean
- Undecided
- No - Lean
- No - Probably
- No - Definitely



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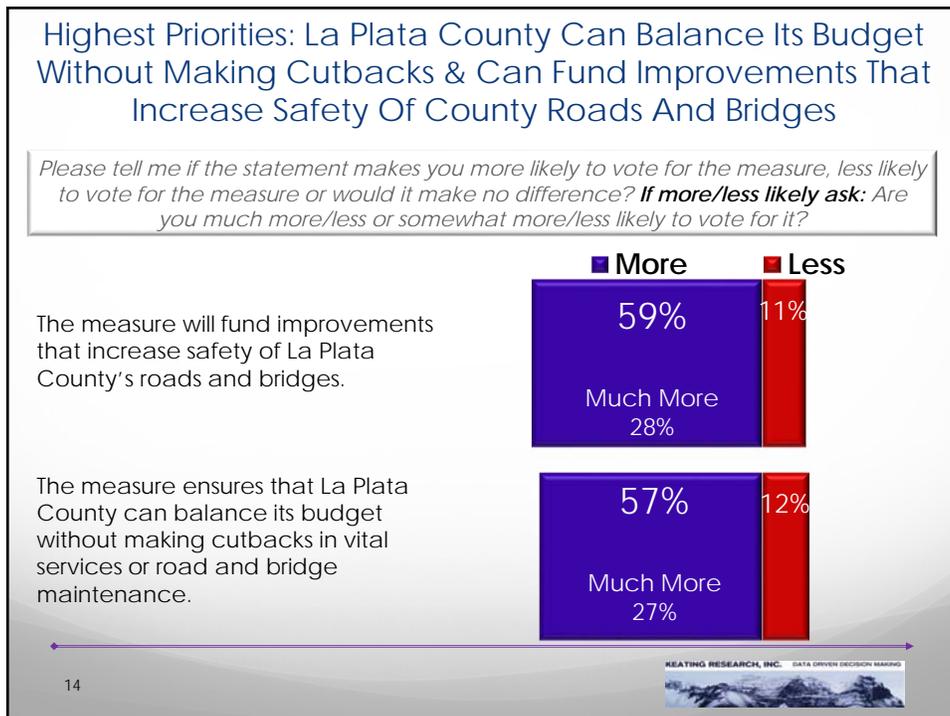
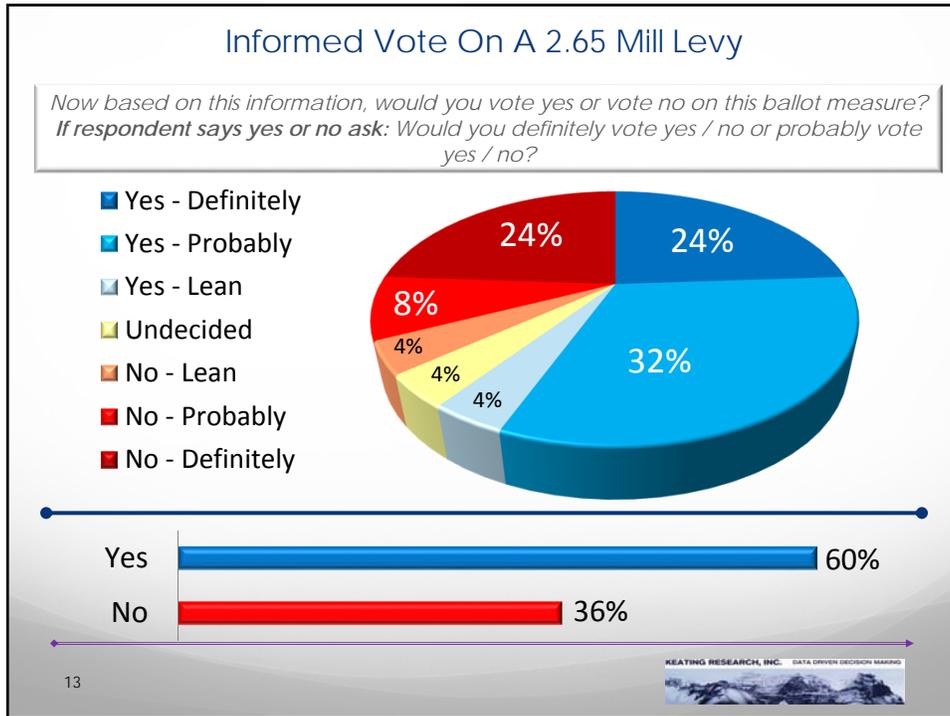
### The 2.65 Mills Further Explained

Due to a drop-off in natural gas development, La Plata County's property tax revenues have been steadily declining - and are projected to continue to decrease over the next ten years. This decline in property tax revenues is preventing La Plata County from making much needed road and bridge repairs and maintenance.

So, this ballot measure increases property taxes, allowing La Plata County to make necessary improvements to its roads and bridges including resurfacing and maintenance, building safe bikeable shoulders, and improving public safety.

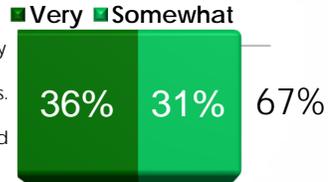
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## Message: Maintain The Quality And Safety Of Our Roads & Bridges

**Low Property Taxes.** La Plata County has the 4<sup>th</sup> lowest property tax rate of any county in Colorado and our property tax rates are the lowest in the region. In fact, it's been more than 25 years since La Plata County increased property taxes. Unless we increase property taxes, La Plata County will need to cut spending on vital services and much needed road and bridge maintenance.



**Revenue Shortfall Due To Decrease In Natural Gas Revenues In The County.** The tax revenues from natural gas development have decreased sharply over the past five years and now La Plata County faces millions of dollars in service cutbacks – particularly in the area of road and bridge maintenance. This measure will give La Plata County the revenue it needs to fund critical La Plata County services and ensure that our roads and bridges are safely maintained.

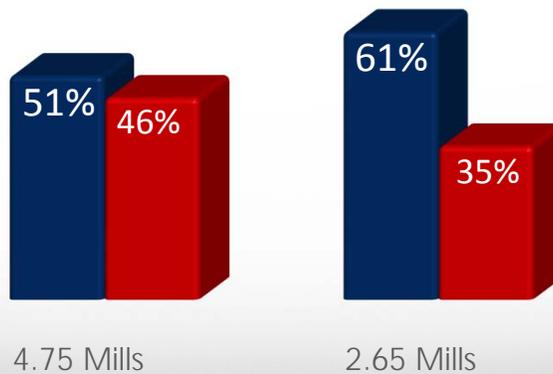


**A Great Place To Live And Raise A Family.** It's important that La Plata County remain a great place to live and raise our families. In order to do that we need to continue to make these investments in vital community services - such as maintaining the quality and safety of our roads and bridges.



## At the end of the survey, Support For 2.65 Mills Is 10 points Higher Than 4.75 Mills

■ Vote Yes ■ Vote No



# Poll Results Discussion

