

Wheat Ridge Ballot Measure Polling Presentation



June 25th, 2014

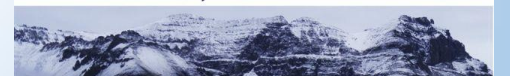


Keating Research

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 two decades, 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. A few recent highlights include:

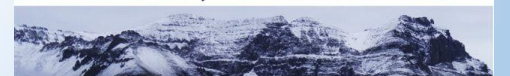
- ✓ 2013 - led successful polling effort for Commerce City Ballot Measure 2K.
- ✓ 2012 - led successful polling efforts for the statewide personnel Amendment S and Denver's De-Bruce Ballot Measure 2A.
- ✓ 2011 - directed the polling research for Denver Mayor Michael Hancock's successful campaign.
- ✓ 2010 - directed the polling research for Colorado Governor John Hickenlooper successful campaign.



Sewald Hanfling Public Affairs & Colorado Communiqué

Sewald Hanfling is a Colorado based public affairs firm founded in 2012 by R.D. Sewald and Joshua Hanfling. They have 40 years of combined experience in government, business and community outreach to help achieve goals for their clients at the local, state and national level. They are known as people who get things done.

Colorado Communiqué is a full-service governmental affairs and political consulting firm that has provided strategic analysis to clients for over 30 years. Colorado Communiqué's client list reflects organizations with not only a significant Colorado presence, but a substantial worldwide standing as well. As a partner at Colorado Communiqué for fifteen years, Collon Kennedy has managed many issue and candidate campaigns from the municipal to federal level.



Polling Methodology

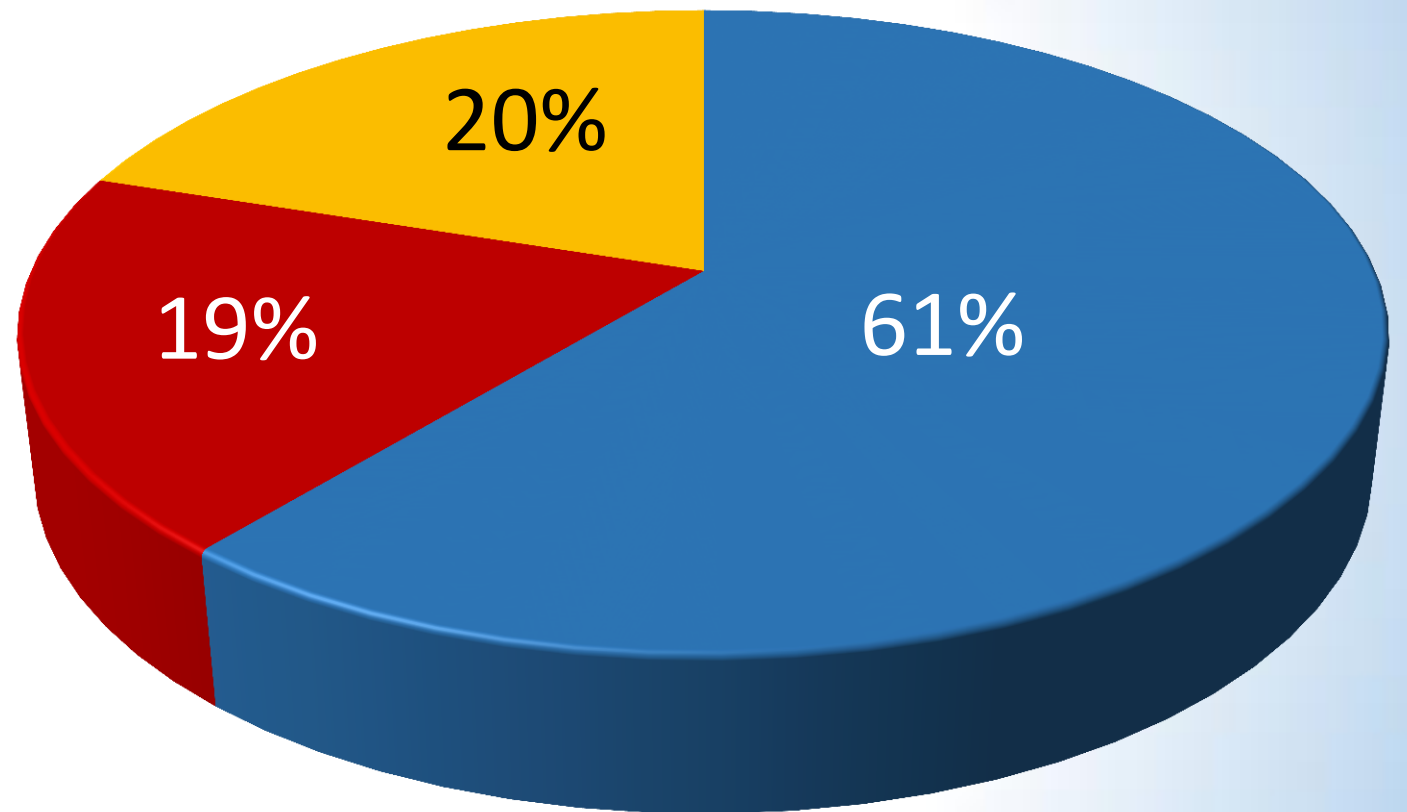
- ✓ 603 live telephone interviews among likely November 2014 voters throughout Wheat Ridge chosen at random from a list of registered voters
- ✓ Interviews were conducted June 17-19, 2014
- ✓ The worst case margin of error for these results is plus or minus 4.0%
- ✓ Representative sample of likely November 2014 voters in Wheat Ridge based on gender, age, party affiliation, ethnicity and region
- ✓ Cell phone numbers were included such that 44% of respondents conducted the interview by cell phone
- ✓ The poll was conducted by Keating Research, Inc.



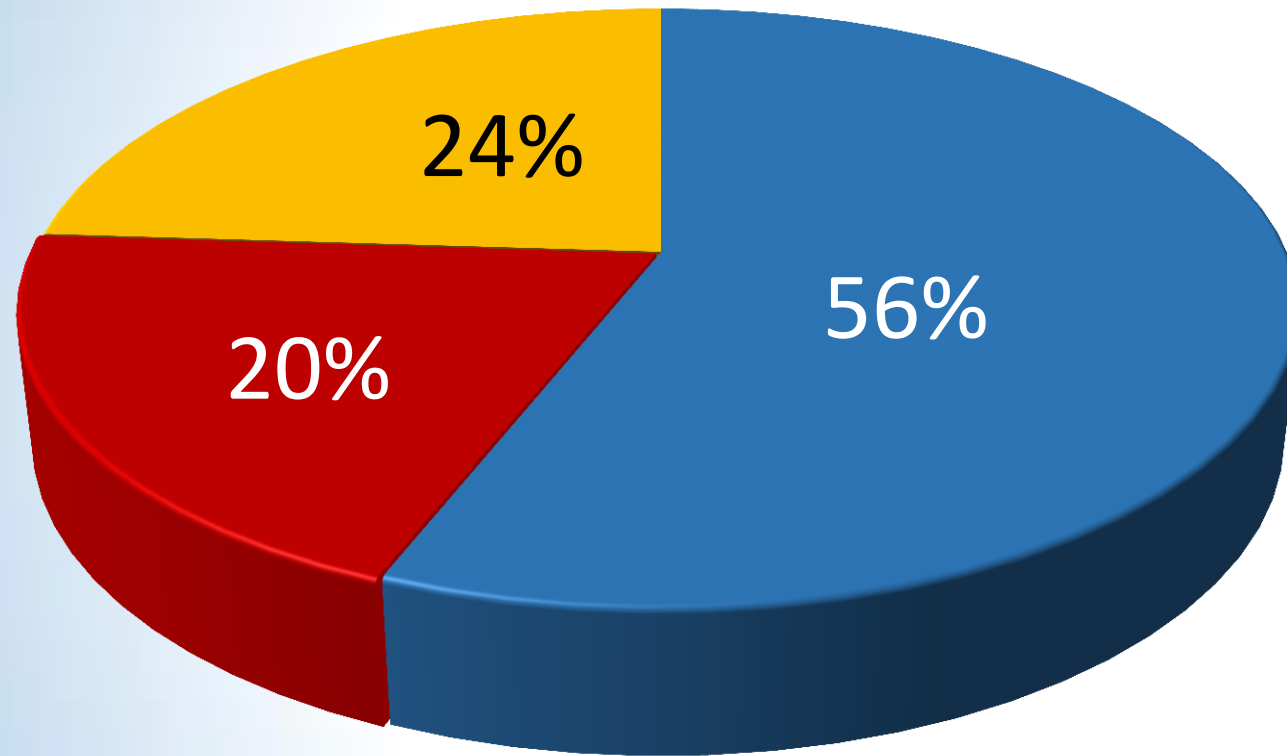
Wheat Ridge is Heading in the Right Direction

Generally speaking, do you think things in Wheat Ridge are heading in the right direction, or do you think things in Wheat Ridge are heading in the wrong direction?




- Right Direction
- Wrong Direction
- Don't Know



Voters are Favorable Toward City Council



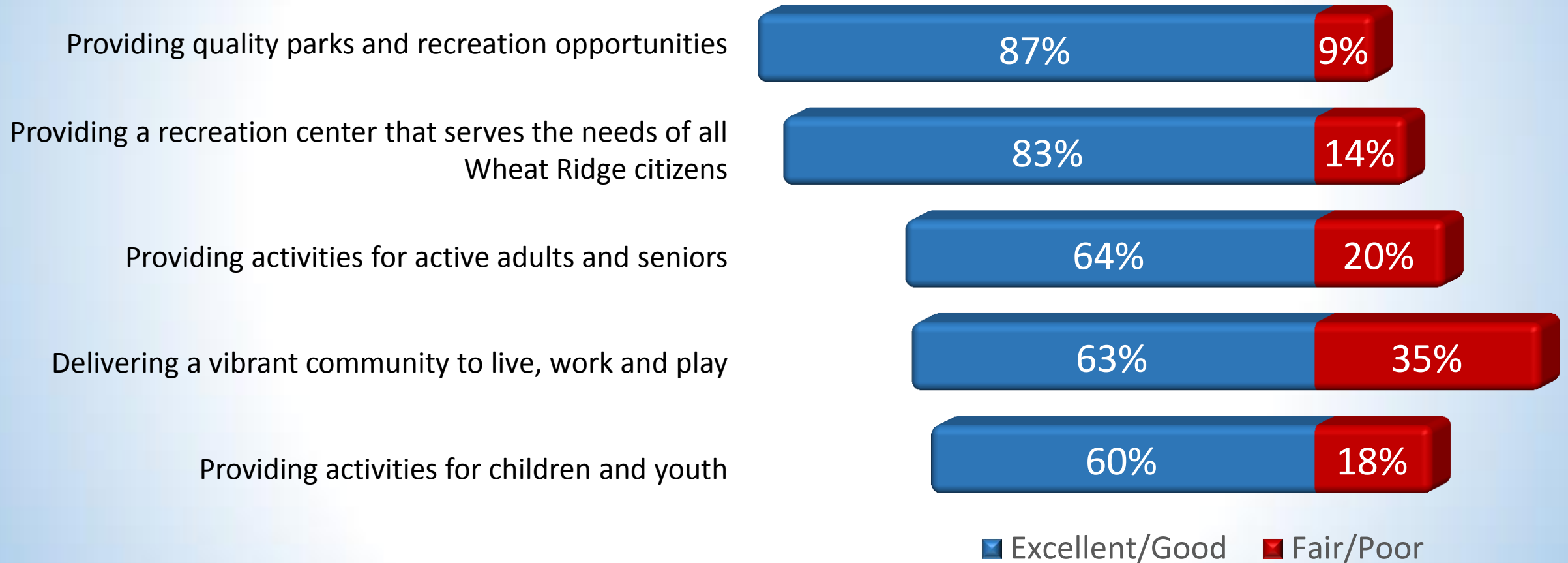
Do you have a favorable opinion or unfavorable opinion of the Wheat Ridge City Council?

-  Favorable
-  Unfavorable
-  Don't Know



Wheat Ridge Is Providing Parks and Recreation Opportunities

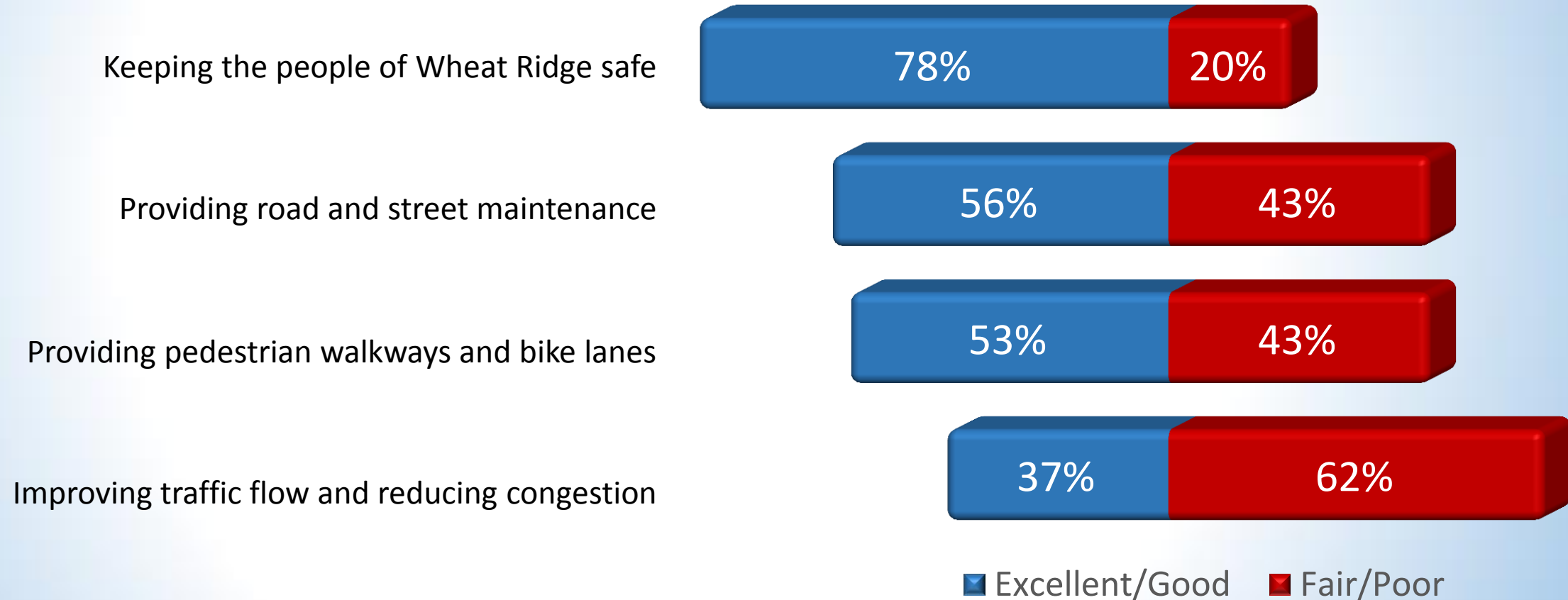
How well is Wheat Ridge Government doing on...



Wheat Ridge Is Considered Safe

Traffic Flow and Congestion Are Concerns

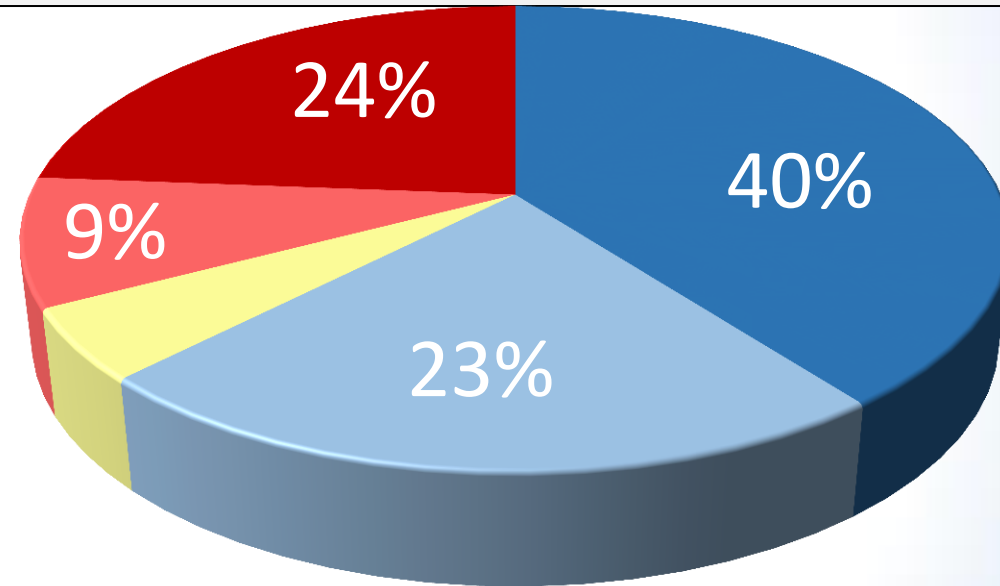
How well is Wheat Ridge Government doing on...



Voters Favor The Revitalization Of 38th Avenue Into A Main Street Business District

While you may or may not be aware of it, Wheat Ridge is planning to make improvements to 38th Avenue between Marshall and Wadsworth by adding landscaping, outdoor seating areas and wider sidewalks in order to revitalize the area into a main street business district. Do you favor or oppose this plan? **If favor or oppose ask:** Do you strongly favor / oppose it or somewhat favor / oppose it?

- Favor - Strongly
- Favor - Somewhat
- Don't know
- Oppose - Somewhat
- Oppose - Strongly



Favor



Oppose



Half Percent Sales Tax Ballot Measure Language

Shall Wheat Ridge taxes be increased by **\$3 million dollars annually** - by increasing the sales tax rate by **half of one percent** in order to obtain bonds to pay for **three** specific improvement projects:

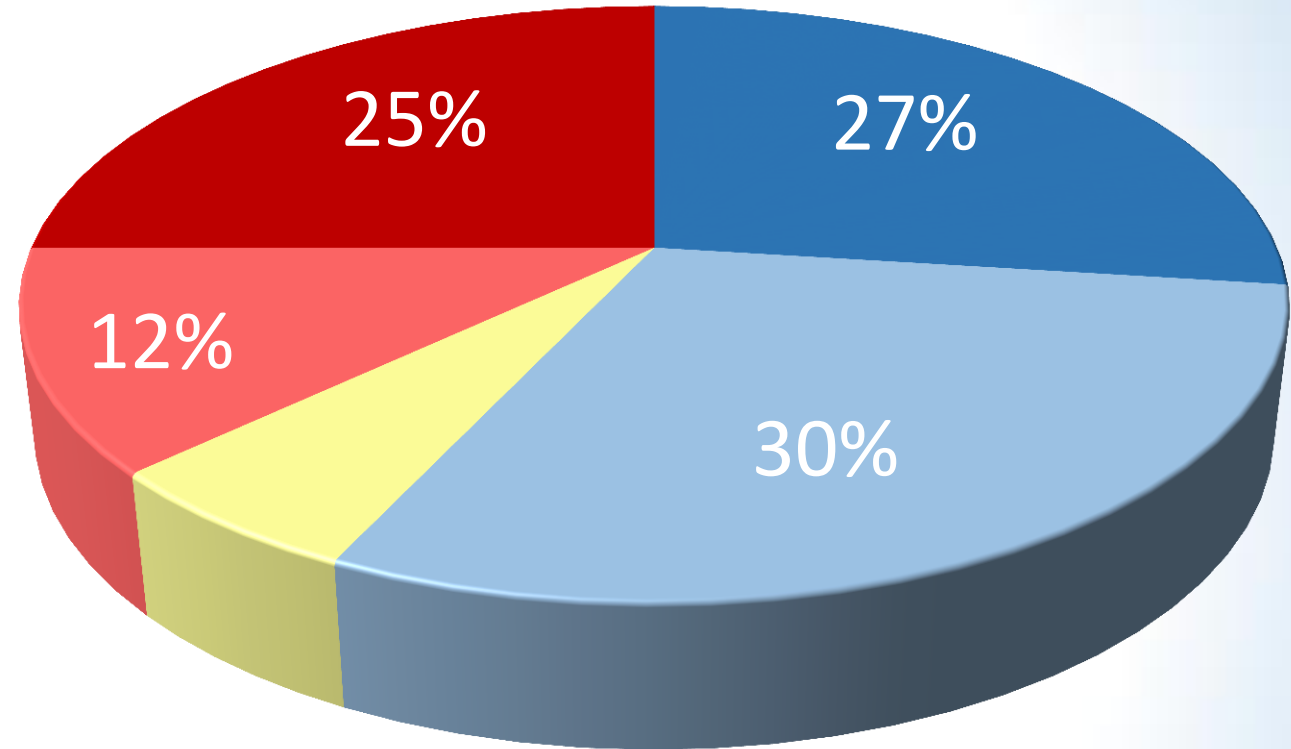
- 1) Improvements to existing parks, like Anderson Park and the outdoor pool, and the recreation and senior centers,
- 2) Further revitalization of the 38th Avenue corridor, including the southwest corner of 38th and Wadsworth and
- 3) Road, bridge and drainage system maintenance and improvements?



Half Percent Sales Tax Increase Receives Majority Support

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?**

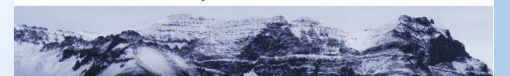
- Definitely Yes
- Probably | Lean Yes
- Undecided
- Probably | Lean No
- Definitely No



One Percent Sales Tax Ballot Measure Language

Shall Wheat Ridge taxes be increased by **\$6 million dollars annually** - by increasing the sales tax rate by **one percent** in order to obtain bonds to pay for **five** specific improvement projects:

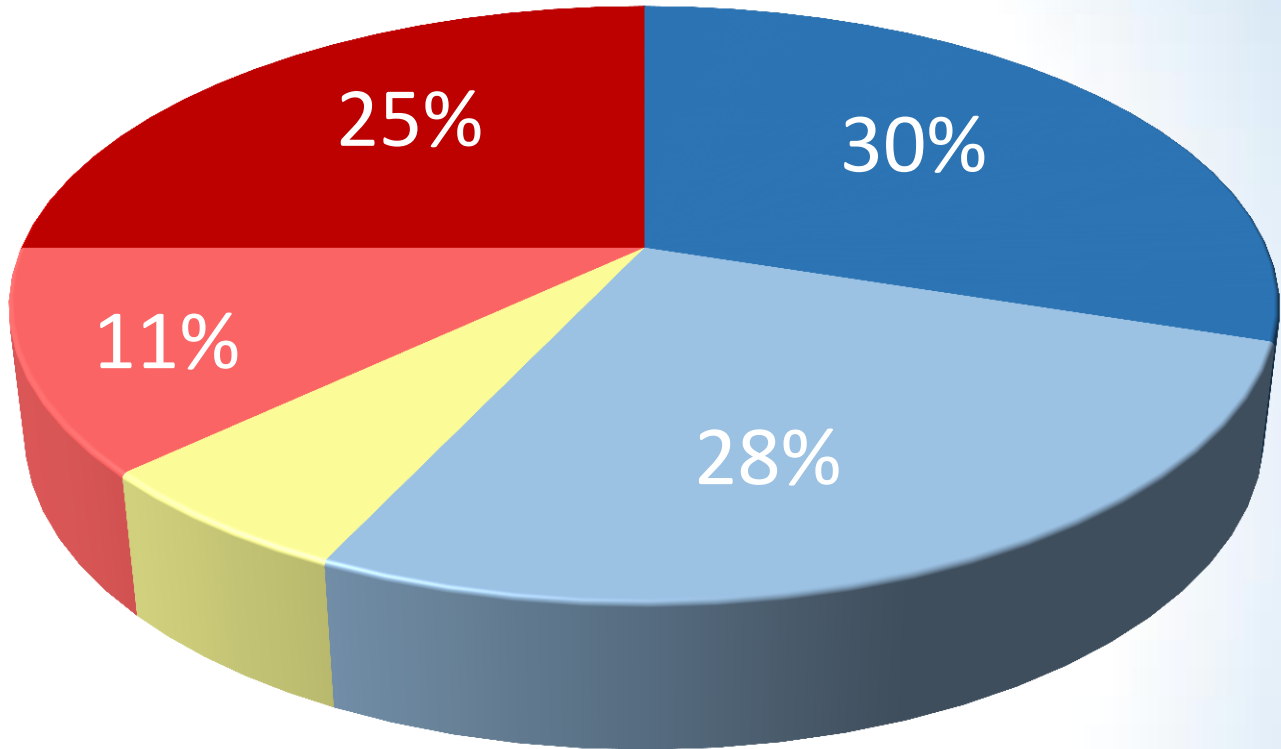
- 1) Improvements to existing parks, like Anderson Park and the outdoor pool, and the recreation and senior centers
- 2) The addition of a new satellite recreation center in the east side of Wheat Ridge
- 3) The addition of bike lanes and pedestrian walkways
- 4) Further revitalization of the 38th avenue corridor, including the southwest corner of 38th and Wadsworth, and
- 5) Road, bridge and drainage system maintenance and improvements?



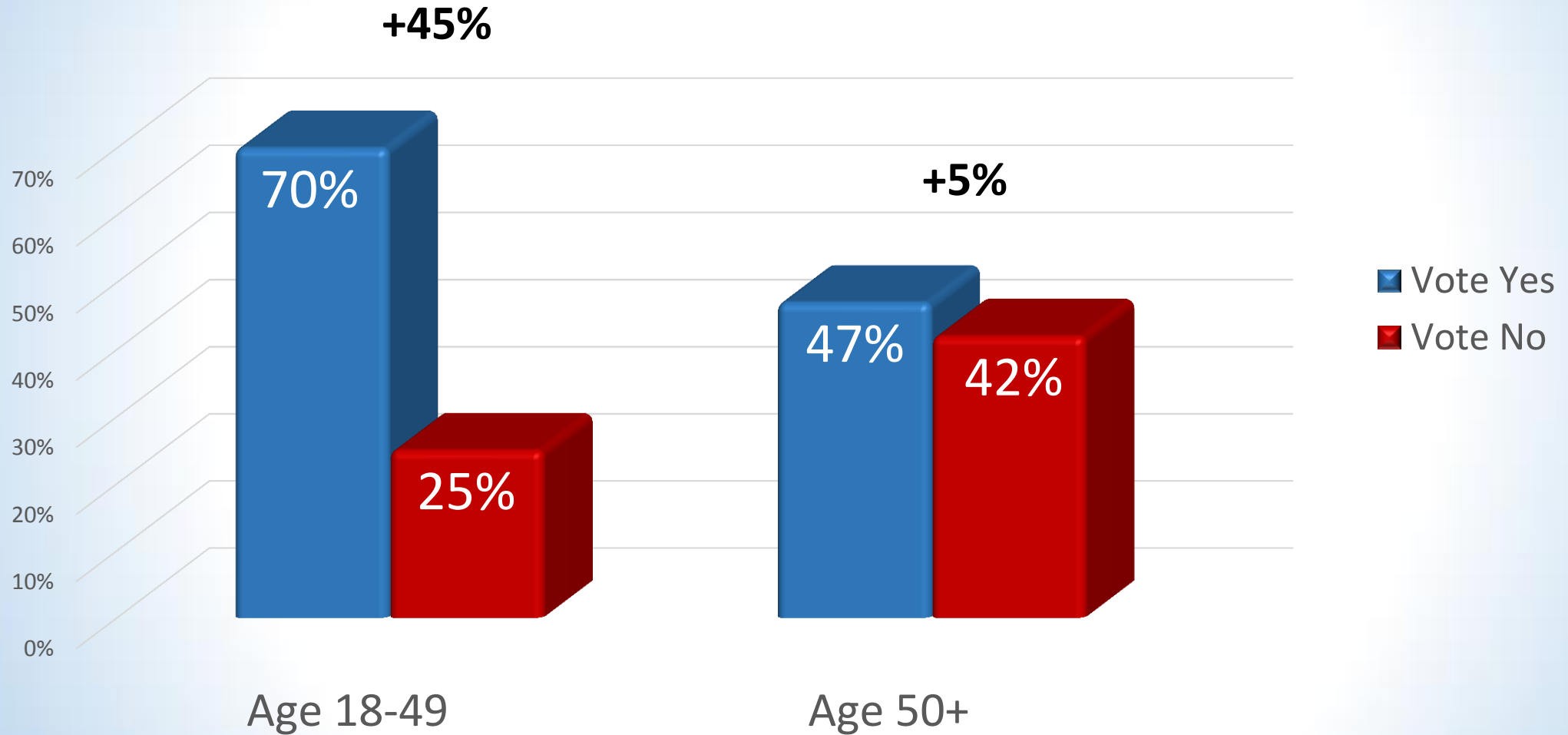
One Percent Sales Tax Increase Receives Similar Support

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?

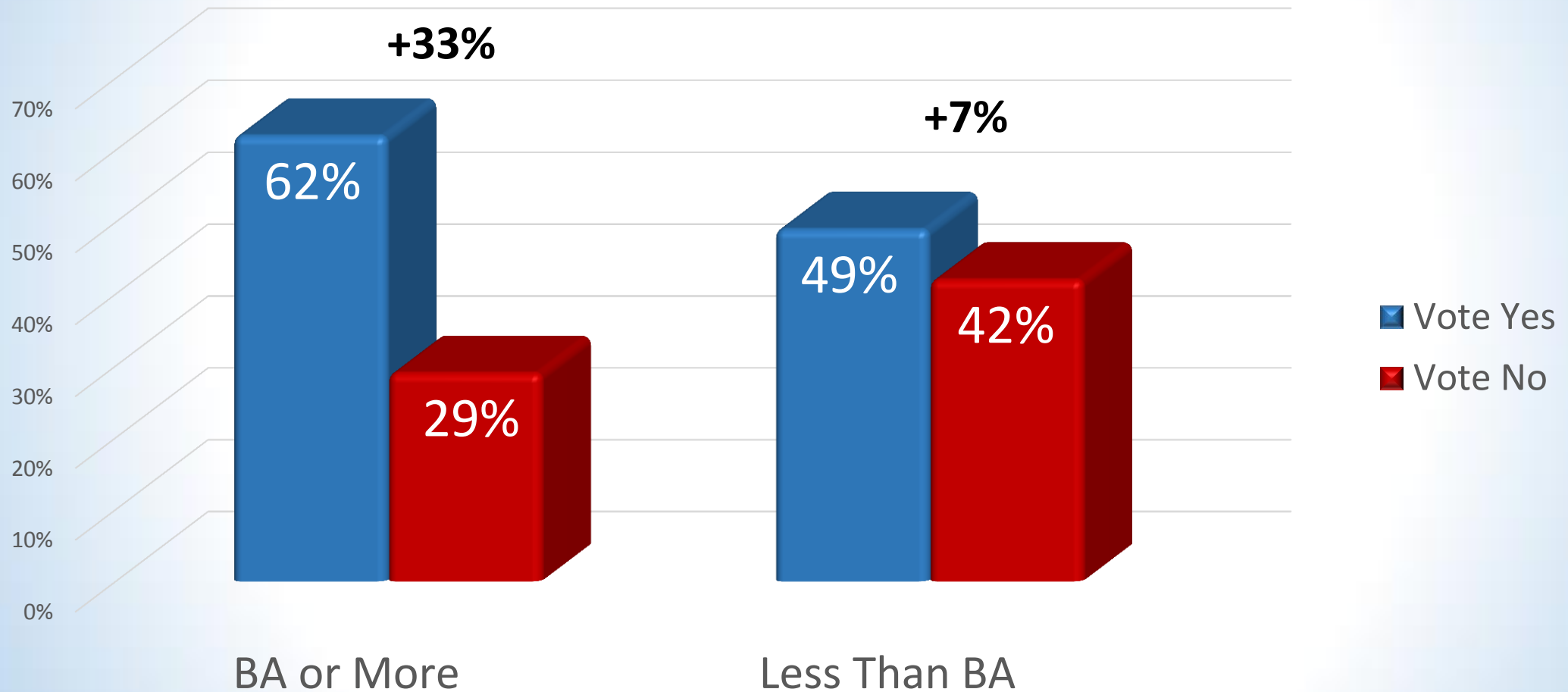
- Definitely Yes
- Probably | Lean Yes
- Undecided
- Probably | Lean No
- Definitely No



Younger Voters Overwhelmingly Support the Measure



More Educated = More Support



Yes Voters: Want To Improve Wheat Ridge

No Voters: Don't Like Taxes / Have Concerns About 38th Avenue

What are the main reasons you would vote yes on this measure?

Improves and updates, better city	31%
Parks, Anderson Park, recreation center	13%
It's needed, work needs to get done	11%
Infrastructure, road & street repairs, bridges, sewers	10%
Tax increase is not that high, need revenues	10%
Improve 38 th Avenue	7%
Economic, business development	6%
Bike paths & lanes, pedestrian friendly	5%

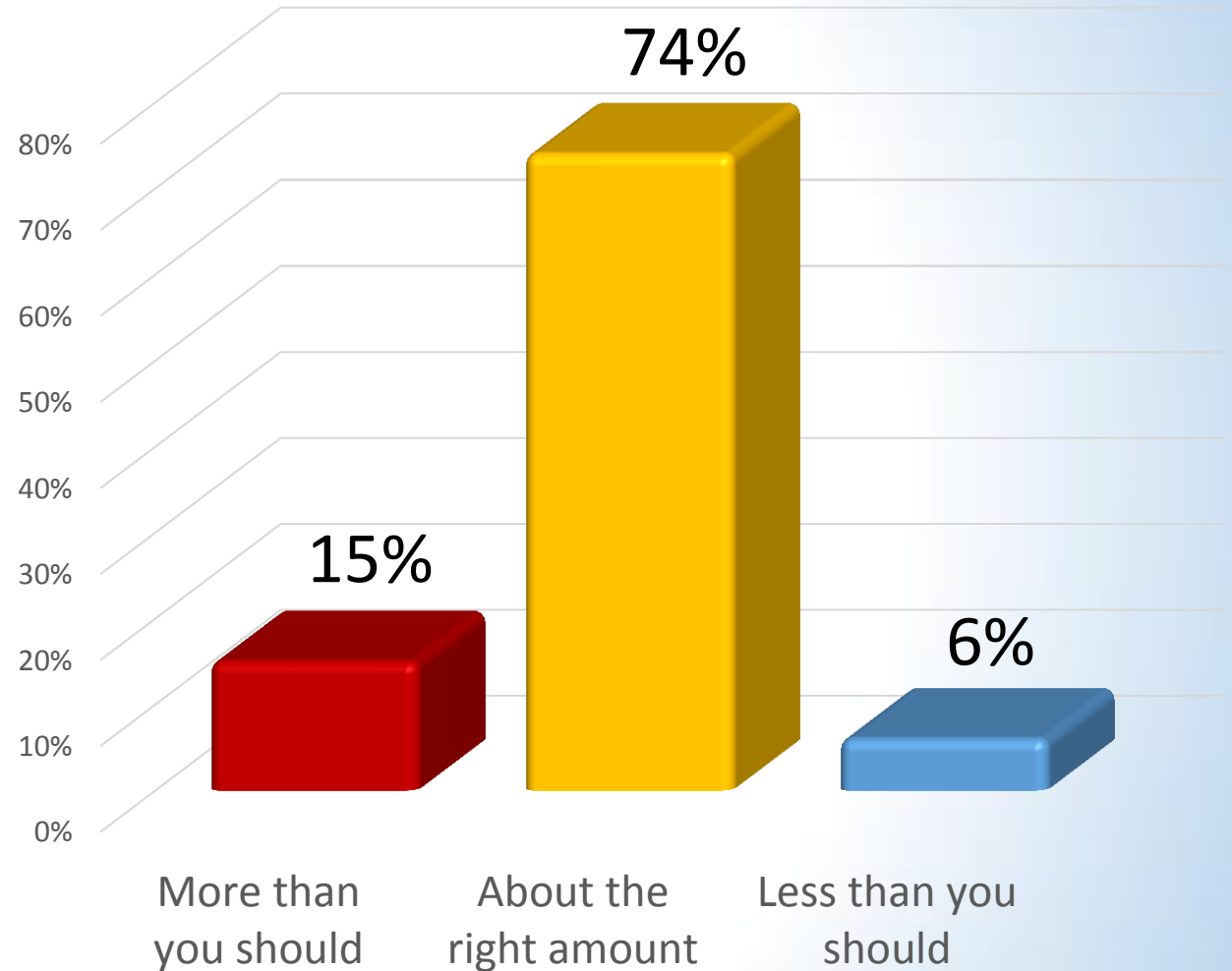
What are the main reasons you would vote no on this measure?

Don't like taxes	38%
Traffic and parking on 38 th Avenue	21%
Revenues are managed poorly, incorrectly	19%
It's a waste of money, not needed	14%



Wheat Ridge Voters Don't Feel Overtaxed

*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 Wheat Ridge - **do you feel you are asked to pay** more than you should, about the right amount, or less than you should?*



Top Priority: Road, Bridge & Storm Drainage Projects

Please tell me if the statement makes you **more** likely or **less** likely to vote for the measure?

This measure will fund critical infrastructure projects and allow Wheat Ridge to maintain and improve roads, bridges and storm water drainage systems



Because of decreased revenues, the city of Wheat Ridge has been forced to postpone 80% of critical maintenance projects to roads, bridges and drainage systems. This measure will allow the city to catch-up on critical projects that have been delayed in recent years



This measure will fund improvements to Wheat Ridge's streets and roads



This measure will attract businesses and create jobs by funding urban renewal projects at Ward Road & I-70, 44th & Wadsworth, and near the commuter rail station along the Gold Line



■ Much More ■ Somewhat More



Second Priority: Improvements To Anderson Park

Please tell me if the statement makes you **more** likely or **less** likely to vote for the measure?

This measure will fund improvements to Anderson Park that include resurfacing the pool, updating locker rooms and the children's play area and the addition of a community amphitheater and event space



This measure will fund improvements to Wheat Ridge's parks and recreation centers



This measure will improve public safety in Wheat Ridge's parks and trails by hiring additional public safety employees



This measure will allow Wheat Ridge to make improvements to the active adult community center that includes art classes, technology programs, senior day trips, and additional community events



■ Much More ■ Somewhat More



Lower Priorities: 38th Avenue And Recreation Center Additions

Please tell me if the statement makes you **more** likely or **less** likely to vote for the measure?

This measure will fund improvements and the expansion of the Wheat Ridge Recreation Center to include extra parking, weight lifting equipment and gym space, and additional space for youth activities



This measure will provide funding to build a new satellite recreation center on the east side of Wheat Ridge that includes additional adult and youth recreational activities



This measure will allow Wheat Ridge to continue investing in developing the 38th avenue corridor to fund new projects that attract businesses and create jobs



This measure will fund further revitalization of the 38th avenue corridor to include a walkable retail business district with wider sidewalks, outdoor seating areas, and landscaping, additional on-street parking, and a community event plaza



■ Much More ■ Somewhat More



Message Frame: Invest and Improve Wheat Ridge

Please tell me which ONE of the following statements is a better reason to support this ballot measure?



Wheat Ridge continues to be a great place to live and raise a family. But, as other towns in the area have invested in improvements, Wheat Ridge has lost a competitive edge. Now is the time for Wheat Ridge to invest in projects that attract businesses, improve the quality of life and keep our roads safe

Wheat Ridge has faced a budget shortfall in recent years and the city has been forced to defer work on important projects. Without an increase in revenue, the city will need to make cuts to important programs like police, parks and recreation and continue to postpone work on roads and bridges

