



Meeting Instructions for the June 23, 2020, City Council Worksession:

This meeting will be held in Council Chambers, 1001 11th Avenue, and it is open to the public. Residents are welcome to join us in Council Chambers to view the meeting. Chambers are set up to meet social distancing requirements, and everyone is required to wear a mask when inside.

The only way to view this Worksession is by attending the meeting in person. Because this is a Worksession, no public input will be accepted in any format, written or otherwise.

Please contact the City Clerk's Office with any questions you might have at 970-350-9740. Thank you!



Mayor
John Gates

Councilmembers

Tommy Butler
Ward I

Brett Payton
Ward II

Michael Fitzsimmons
Ward III

Dale Hall
Ward IV

Kristin Zasada
At-Large

Ed Clark
At-Large

A City Achieving
Community Excellence

Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live, work, and play.

City Council Worksession Agenda

June 23, 2020 at 6:00 PM (Immediately following Special Council Meeting)

1001 11th Avenue, City Center South, Greeley, CO 80631

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Councilmembers
5. COVID-19 Update

Roy Otto, City Manager
6. November 2020 Tax Renewal Initiatives Discussion – Survey/Polling Results and Next Steps

Paul Fetherston, Assistant City Manager
7. Scheduling of Meetings, Other Events

Roy Otto, City Manager
8. Adjournment

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 1

Title:

Call to Order

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 2

Title:

Pledge of Allegiance

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 3

Title:

Roll Call:

1. Mayor Gates
2. Councilmember Butler
3. Councilmember Payton
4. Councilmember Hall
5. Councilmember Fitzsimmons
6. Councilmember Clark
7. Councilmember Zasada

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 4

Title:

Reports from Mayor and Councilmembers

Background:

This Council Reports item has traditionally appeared on Council's regular meeting agenda; however, Council expressed a desire, at its February Council Retreat, to move it to Council's Worksession meeting agendas to allow for better opportunity to report on activities of the committees/boards to which they have been assigned and to seek feedback and input on various committee/board initiatives and actions. During this portion of the meeting any Councilmember may offer a summary of the Councilmember's attendance at assigned board/committee meetings and should include key highlights and points that may require additional decision and discussion by the full Council at this or a future Worksession.

Board/Committee	Meeting Day/Time	Assignment
--Team of 2-- Board/Commission Interviews	Monthly as Needed	Council Rotation
Water & Sewer Board	3 rd Wed, 2:00 pm	Gates
Youth Commission Liaison	4 th Mon, 6:00 pm	Butler
Historic Preservation Loan Committee	As Needed	Zasada
Police Pension Board	Quarterly	Clark
Employee Health Board	As Needed	Fitzsimmons
Airport Authority	3 rd Thur, 3:30 pm	Payton/Clark
Visit Greeley	3 rd Wed, 7:30 am	Fitzsimmons
Upstate Colorado Economic Development	Last Wed, 7:00 am	Gates/Hall
Greeley Chamber of Commerce	4 th Mon, 11:30 am	Hall
Island Grove Advisory Board	1 st Thur, 3:30 pm	Butler
Weld Project Connect Committee (United Way)	As Needed	Hall
Downtown Development Authority	3 rd Thur, 7:30 am	Butler/Zasada
Transportation/Air Quality MPO	1 st Thur, 6:00 pm	Payton/Gates
Poudre River Trail	1 st Thur, 7:00 am	Hall
Interstate 25 Coalition	As Needed	Gates
Highway 85 Coalition	As Needed	Gates
Highway 34 Coalition	As Needed	Payton
CML Policy Committee (Council or Staff)	As Needed	Payton/Otto Gates alternate
CML Executive Board opportunity	As Needed	Hall
CML - Other opportunities	As Available/Desired	

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 5

Roy Otto, City Manager, 970-350-9750

Title:

COVID-19 Update

Background:

There will be a brief update to Council regarding COVID-19.

Decision Options:

Informational only

Attachments:

May 2020 Financial Update

June 23, 2020

Robert Miller | Interim Finance Director

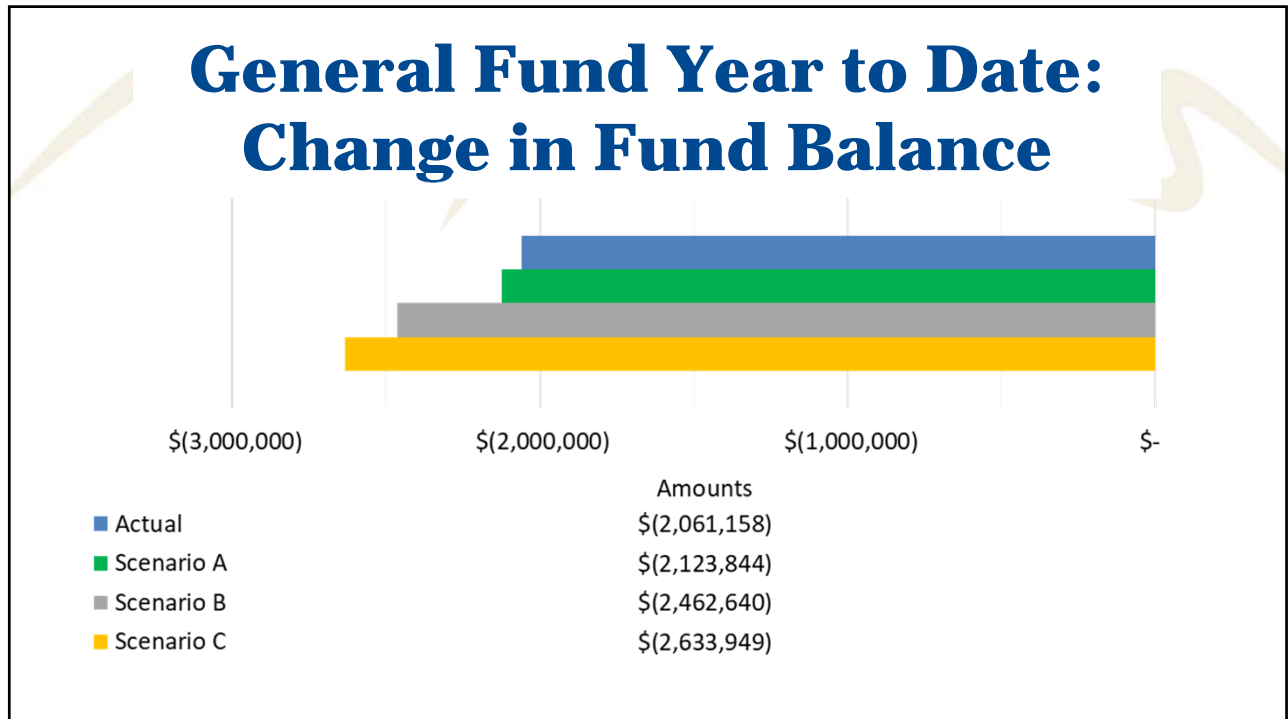
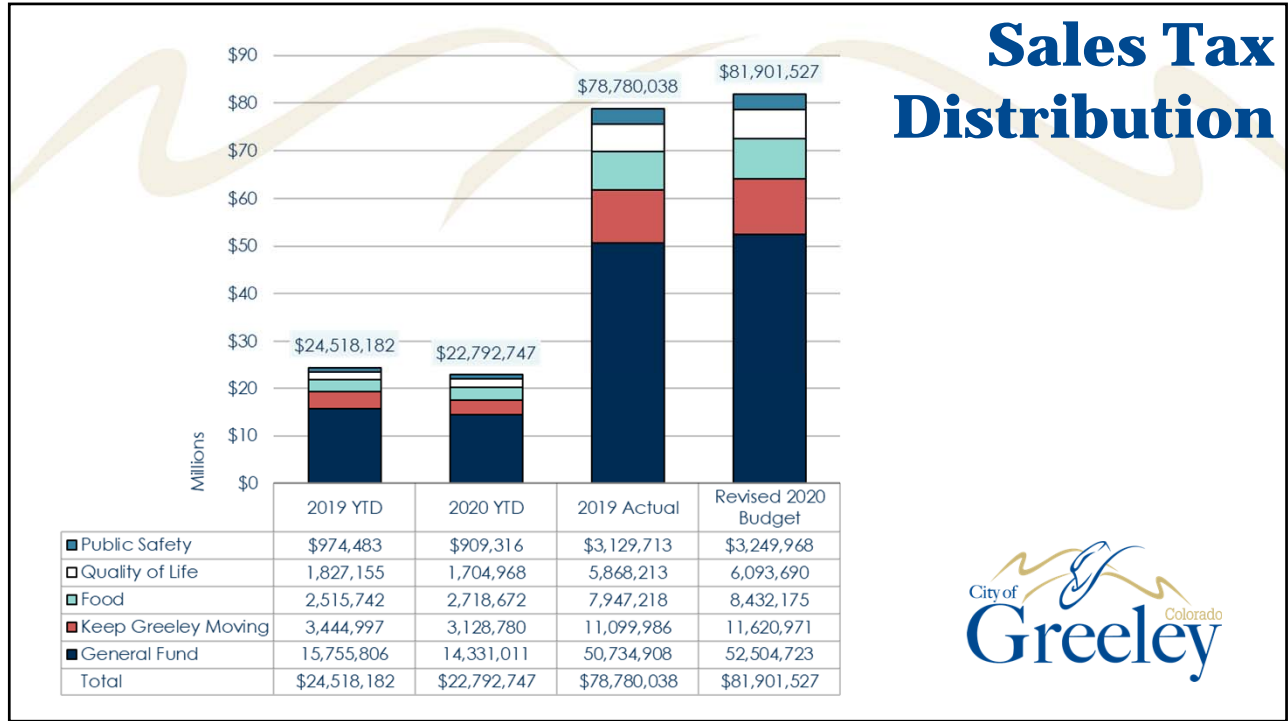
May 2020 Financial Update



General Fund Summary

GENERAL FUND	2019 YTD	2020 YTD	2020 BUDGET	% of BUDGET
Beginning Fund Balance	\$ 32,644,158	\$ 38,717,529	\$ 38,717,529	
Revenue	40,096,997	34,899,613	113,396,222	30.8%
Expenditures	48,947,580	44,328,984	121,967,262	36.3%
Committed Fund Balance	5,909,735	3,893,960		
Ending Fund Balance	\$ 17,883,840	\$ 25,394,198	\$ 30,146,489	





2020 Financial Condition

- ↑ General Fund Resources
Following Scenario A
\$10.9 Million Reduction (10%)
- ↑ Food Tax 8% YTD Growth
- ↑ Utilities Rate Revenues
- ↑ Reserves Available +\$40 Million
- ↑ Additional Grants +\$7 Million

- ↓ Building Use Tax 52% YTD
- ↓ Lodging Tax 36% YTD
- ↓ Development Impact Fees 24% YTD
- ↓ Auto Use Tax 16% YTD
- ↓ Sales Tax 9% YTD

May 2020 Financial Update

Continue to Develop 2021
Budget for A, B & C
Scenarios

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 6

Paul Fetherston, Assistant City Manager
 Kelli Johnson, Communications and Engagement Director
 Robert Miller, Interim Finance Director
 Joel Hemesath, Public Works Director
 Andy McRoberts, Culture Parks and Recreation Director

Title:

November 2020 Tax Renewal Initiatives Discussion – Survey/ Polling Results and Next Steps

Background:

During the March 10, 2020 Work Session, the City Council was presented with information regarding potential ballot measures related to renewals of existing tax initiatives as a part of the November 2020 ballot – the Food Tax and the Keep Greeley Moving Tax.

Existing Tax	Description	Current Expiration
Food Tax	The Food Tax, which is a sales tax of 3.0% on groceries only, was originally approved by voters in 1990 and has remained at the same rate for each five-year renewal since that time. The purpose of the Food Tax has been and remains focused largely on the repair and/ or replacement of public buildings, recreational facilities and streets.	December 31, 2021 <ul style="list-style-type: none"> Renewal would typically be sought in November 2020
Keep Greeley Moving	Greeley voters first approved the Keep Greeley Moving (KGM) Tax in 2015 for a period of a seven-year 0.65% sales (food exempt) focused on street related improvements and repairs.	December 31, 2022 <ul style="list-style-type: none"> Renewal would typically be sought in November 2021

At that time, the recommendation was made by the Citizen Budget Advisory Committee (CBAC) and City Staff to seek renewal of both the existing Food Tax and Keep Greeley Moving Tax on the November 2020 ballot. The recommendation to seek renewal of the Keep Greeley Moving

tax one year earlier than normal was intended to enable staff to start developing master plans that will identify the prioritized capital needs within the areas of facilities, transportation, culture parks and recreation, over a five to ten year period. The development of this information would be critical to informing a community-wide discussion by 2025 of what changes to the existing sales tax structure may be needed to support the community's infrastructure.

At that time, the CBAC provided its recommendation to the City Council with which staff concurred.

Consideration	Food Tax	KGM
Rate	Remain same: 3.0%	Remain same: 0.65%
Term of the Tax	Remain same: 5 years	Remain same: 7 years
Ballot Timing	2020	2020
Purpose	Remain same	Remain same
Citizen Oversight Board	CBAC	CBAC

Following a presentation and discussion of the information, it was the consensus of the City Council:

- To move forward with the steps to place the Food Tax and Keep Greeley Moving Tax on the 2020 ballot; and
- That there will no longer be an automatic transfer related to the current capital plan for Keep Greeley Moving.

In furtherance of the City Council's consensus, the City released a Public Polling and Outreach Consultant Services Request for Proposals through which Strategies360 – a Denver based firm – was secured. Surveying/ polling of 500 registered Greeley voters – which was made available via landline, SMS and mobile – occurred between May 29 and June 3. A copy of the polling results are attached and will be reviewed by Strategies 360 representatives during the June 23 Work Session.

In addition to polling support of the two existing tax renewals, the polling also followed up on a proposal presented to City Council in 2019 regarding the potential dedication of a new sales tax for the acquisition and maintenance of natural areas and trails in Greeley. While City Council at the time did not support placement of a new tax on the November 2019 ballot, it did direct staff to continue working towards developing more information related to a potential tax. The information secured through this polling provides a baseline for support of such an initiative for future consideration.

It is important to note that the CBAC and Staff recommendations were made prior to the onset of and impacts from COVID-19. Based on those impacts and the polling results, the City Council may want to direct staff to

move forward with preparing ballot language and a communications plan for the renewal of the Food Tax only as a part of the November 2020 ballot.

The tentative timeline for the setting of November 2020 ballot language is provided below:

Introduction/ First Reading	August 4
Final Reading	August 18

Decision Options:

This memorandum and corresponding presentations are intended to provide background so City Council (Council) may provide guidance regarding:

1. Does Council want staff to continue to move forward with developing ballot language and a communications plan towards placing the following items on the November 2020 ballot:
 - a. Renewal of the 3.0% Food Tax (sales tax on groceries only) for a five-year period to expire in 2026?
 - b. Renewal of the 0.65% Keep Greeley Moving Tax (sales tax on all retail goods – food exempt) for a seven-year period to expire in 2029?

Attachments:

March 10, 2020 Work Session Memo (with PowerPoint)
Tax Renewal Survey/ Polling Results May/ June 2020
PowerPoint




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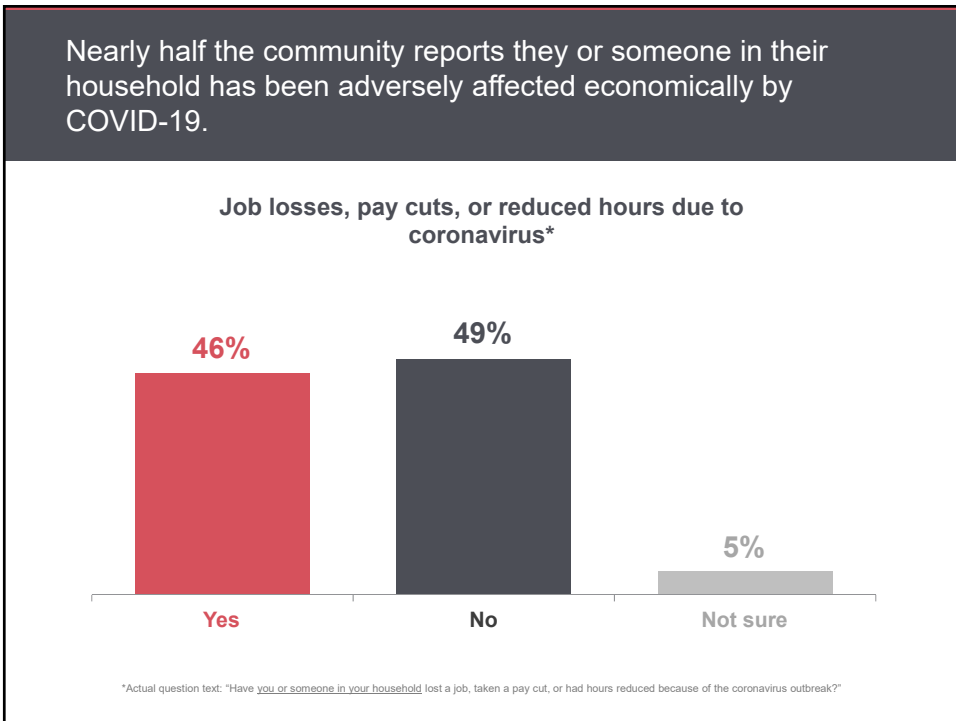




 **METHODOLOGY**

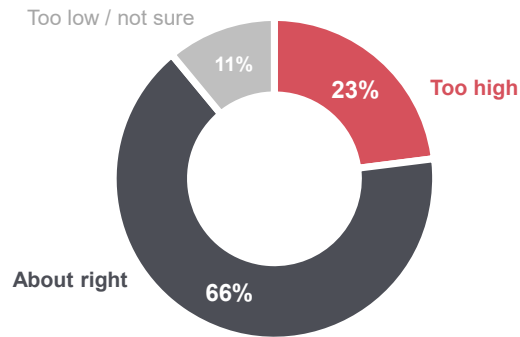
- Strategies 360 conducted a **citywide survey of 500 registered voters**.
- Interviews were conducted **May 29 – June 3, 2020**.
- This **mixed-mode** survey included interviews on cell phones, landlines, and online via MMS invitations.
- Respondents could opt to take the survey in English or Spanish.
- The margin of error for a survey of 500 interviews is **±4.4%** at the 95% confidence level. The margin of error for other subsamples may be higher.
- Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias, and response bias.

Community perceptions & fiscal context



Still, only about a quarter of residents believe local taxes are too high, a number consistent with what we've seen in recent years in Greeley.

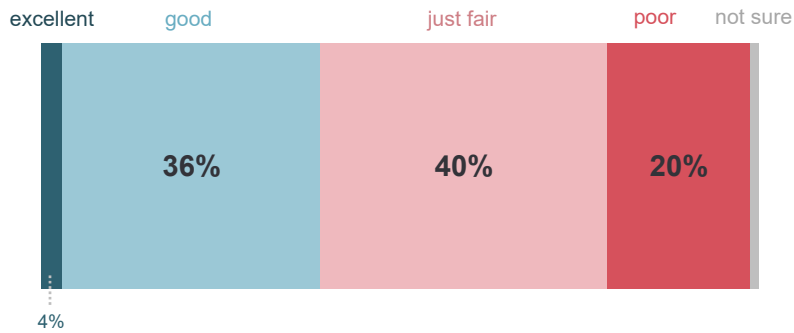
Local taxes
in general, are they too high or about right?



*Actual question text: "Thinking about the quality of public services here in Greeley, would you say local taxes are..."

When it comes to the city's streets and sidewalks, most residents characterize their condition as "just fair" or "poor."

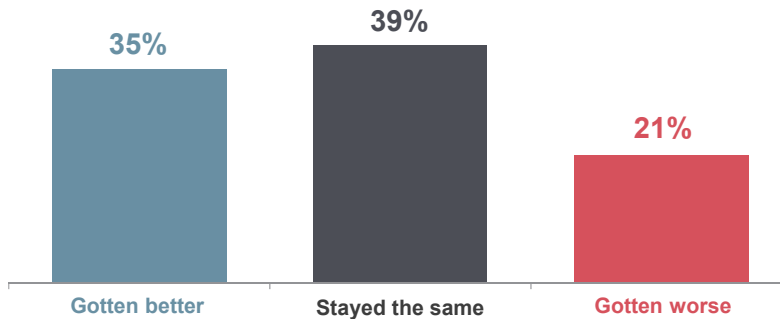
Condition of Greeley's streets and sidewalks
would you say they're generally in...



*Actual question text: "Overall, how would you rate the condition of Greeley's streets and sidewalks? Would you say they're generally in..."

Roughly one third of residents recognize the work the city has done to improve street quality. However, many more believe street quality is stagnant or on the decline.

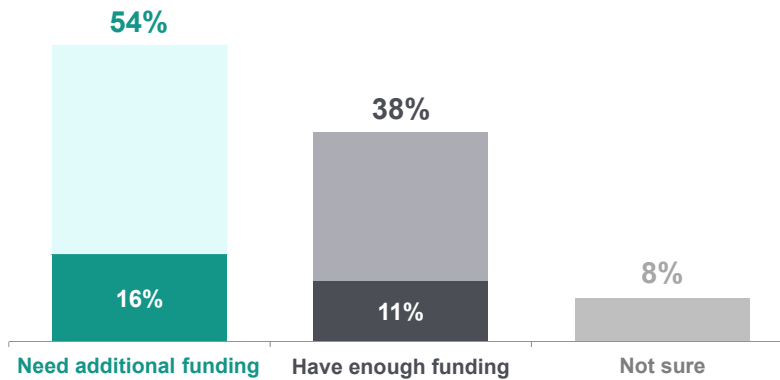
Quality of streets has...
over last five years*



*Actual question text: "Thinking back over the last five years or so, would you say the quality of Greeley's streets has..."

A majority of residents believe Greeley's streets need additional funding, though just 16% say the city "definitely" needs it.

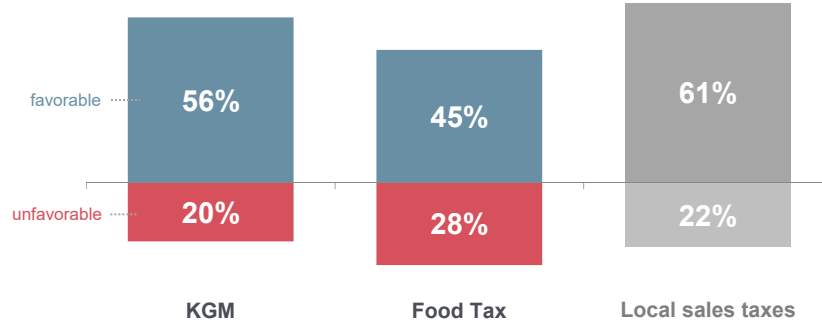
Funding need
would you say Greeley's streets...



*Actual question text: "Based on what you may have heard or read, would you say Greeley's streets..."

Most residents have a favorable association of KGM, though the Food Tax is a bit more divisive.

Local name recognition: KGM & Food Tax



*Actual question text: "For each of the following items, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion. If you don't recognize the name, or if you recognize the name but do not have an opinion, please select one of those options."

Renewing the Food Tax



INITIAL FOOD TAX RENEWAL SUPPORT

Respondents were asked the following question:

“Without raising taxes, shall the City of Greeley renew the previously voter-approved city sales tax of 3.0% on groceries until December 31, 2026, to continue funding capital repair, maintenance, and construction projects, including but not limited to:

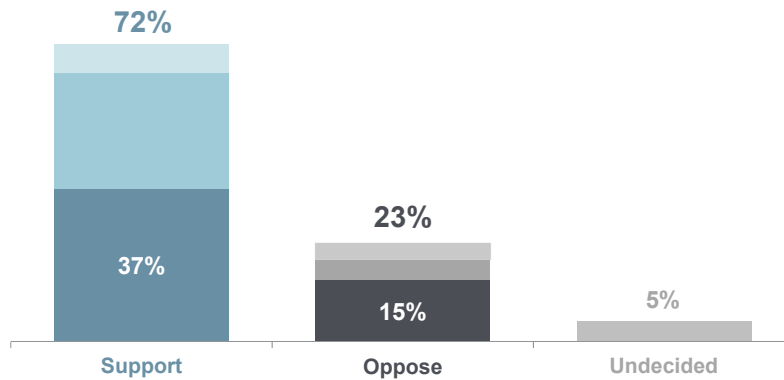
- Restoring and improving public parks and making repairs at parks and recreational facilities;
- Repairing potholes and improving traffic signals to increase safety;
- Repairing sidewalks to improve pedestrian safety;
- Making improvements to public buildings; and
- Improving accessibility to public facilities for people with disabilities.

With such expenditures to be subject to an independent overseen by a citizens committee and available for public review on the city's website?

If you had to decide today, would you support or oppose this proposal?”

As of early June, initial support for renewing the Food Tax eclipses 70% (with just 23% opposed). Roughly half of supporters suggest they remain open to changing their mind, however.

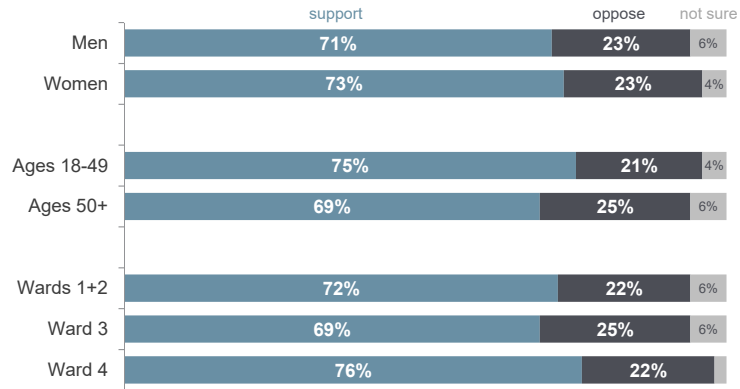
Initial support for Food Tax renewal
3.0% on groceries until 2026



At first blush, most residents back Food Tax renewal.
Support by gender, age, and region differ minimally.

Initial support for Food Tax renewal

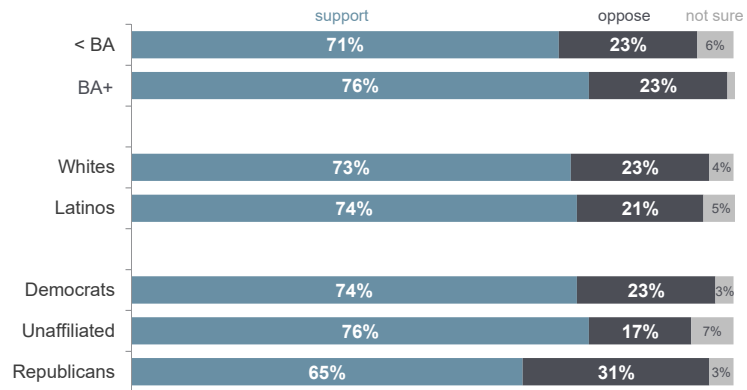
3.0% on groceries until 2026



Regardless of educational attainment, race, and party affiliation, most residents back Food Tax renewal.

Initial support for Food Tax renewal

3.0% on groceries until 2026

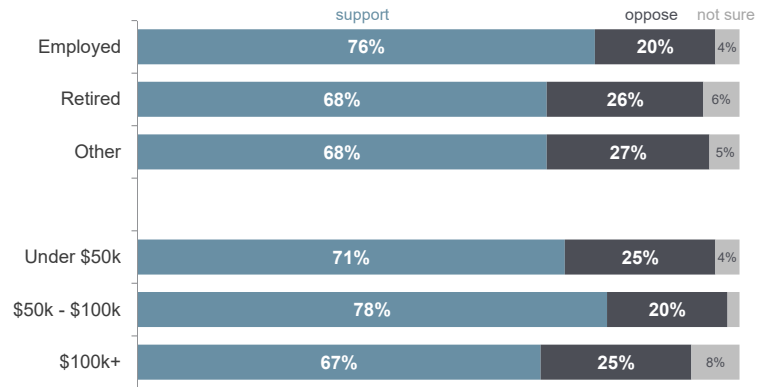


Party based on registration status from publicly available voter file records.

Employment and socioeconomic status do have some bearing on support—and could become more significant factors depending on the arc of COVID-19.

Initial support for Food Tax renewal

3.0% on groceries until 2026



Renewing KGM



INITIAL "KEEP GREELEY MOVING" RENEWAL SUPPORT

Respondents were asked the following question:

"Without raising taxes, shall the City of Greeley renew the previously voter-approved city sales tax of 0.65% on purchases excluding groceries, also known as "Keep Greeley Moving," until December 31, 2027, to continue funding transportation-related infrastructure improvements and repairs, including but not limited to:

- Widening, realigning, and expanding major streets to ease traffic congestion and improve safety;
- Improving local streets with repaving, crack patching, and repair;
- Replacing damaged sidewalks and conducting concrete repair and maintenance;

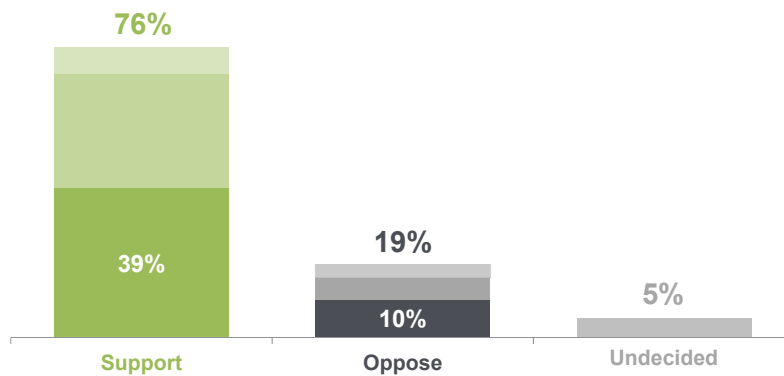
With such expenditures to be subject to an independent overseen by a citizens committee and available for public review on the city's website?

If you had to decide today, would you support or oppose this proposal?"

Support for renewing KGM closely mirrors the dynamics of Food Tax renewal.

Initial support for KGM renewal

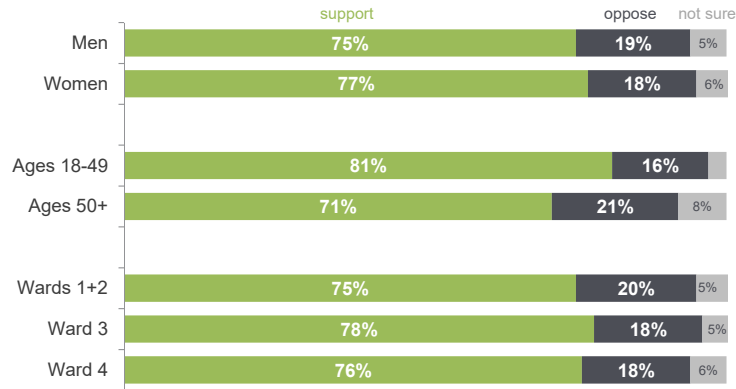
0.65% on purchases *excluding* groceries until 2027



Like the Food Tax, most constituencies back renewing KGM.

Initial support for KGM renewal

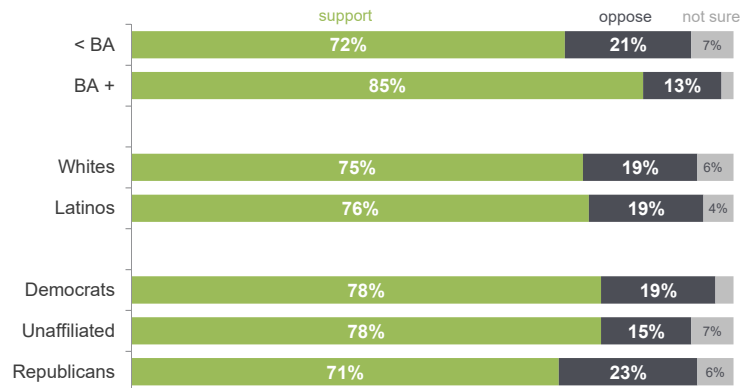
0.65% on purchases excluding groceries until 2027



KGM benefits from especially high levels of support among residents with a 4-year college degree.

Initial support for KGM renewal

0.65% on purchases excluding groceries until 2027

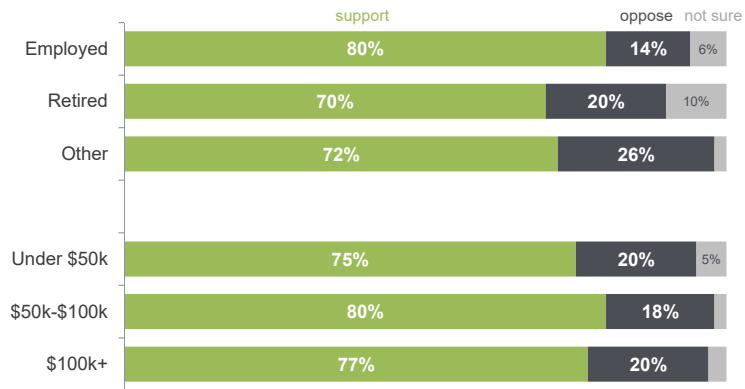


Party based on registration status from publicly available voter file records.

Like the Food Tax, those who are currently employed exhibit the highest levels of support for extending KGM.

Initial support for KGM renewal

0.65% on purchases excluding groceries until 2027



Testing the durability of support



After assessing initial support for potential renewal measures, we posed two competing views on local taxes during the coronavirus pandemic.

Here are two statements about the ballot questions we've been discussing. If you had to choose, which of the following comes closer to your view?

Continue funding

"We need to make critical investments in safe, quality streets and infrastructure in Greeley, even if that means keeping taxes at their current levels while the economy is still dealing with the effects of the coronavirus."

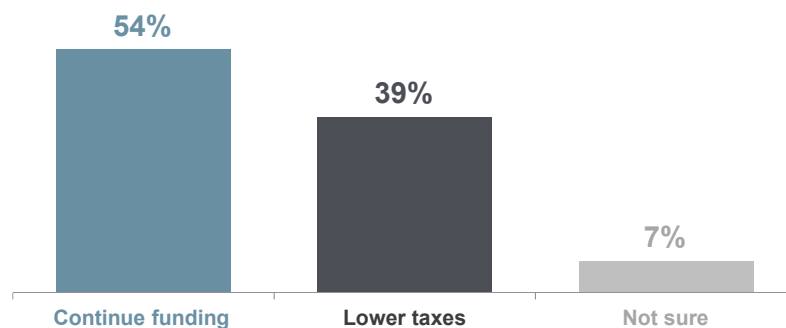
Lower taxes

"Greeley families have been hit hard by the pandemic and we need to lower taxes wherever we can, even if that means essentially stopping street safety and maintenance work."

*Arguments rotated to control for the order effect.

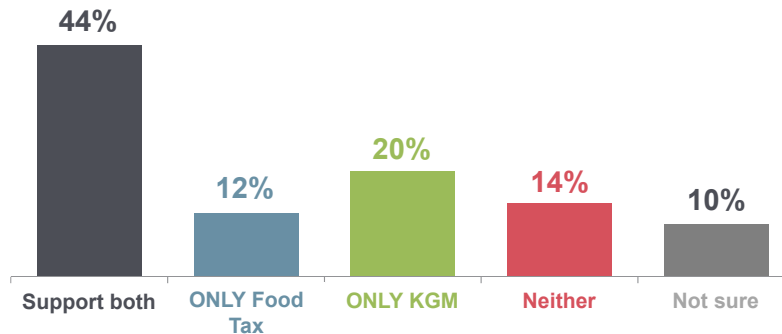
A majority think Greeley should continue investing in streets and infrastructure, while about two-fifths believe the city should lower taxes due to COVID-19.

Views on generic infrastructure spending
after arguments on both sides*



Many residents reconsider their initial positions after hearing arguments and learning that both renewals would occur in tandem.

Stance on tax renewals
after arguments on both sides*

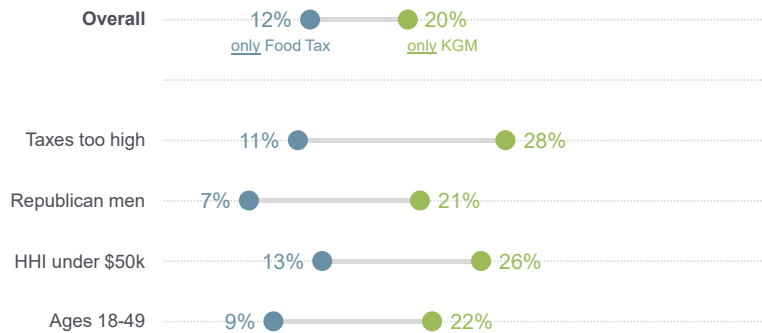


*Actual question text: "Now that you've heard more, I'd like to ask you again about the sales tax proposals we discussed earlier. If you had to decide right now, please tell me which ones you would support. Would you support..."

Who accounts for the gap between the Food Tax and KGM?
A broad swath of the community, including tax-sensitive groups, lower-income households, and younger residents.

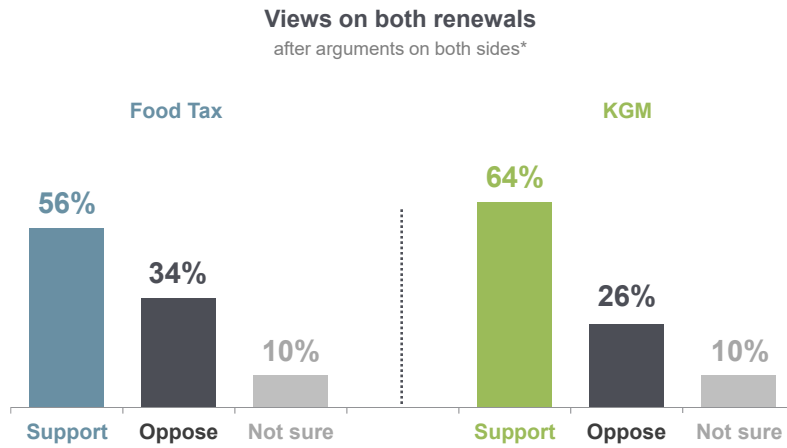
Notable support gaps

groups who prefer KGM to Food Tax when considered simultaneously



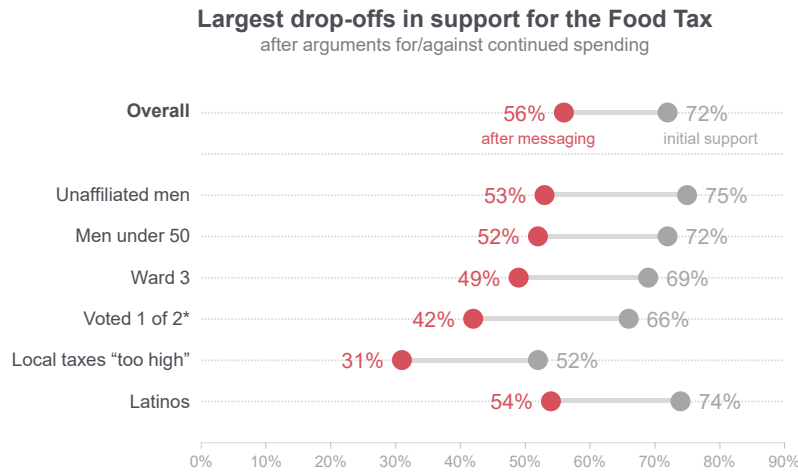
Those who would only support the Food Tax depicted in blue; those who would only support KGM depicted in green.

Overall, this accounts for a substantial decrease in support for both measures, though the risk to the Food Tax is especially evident.



*Actual question text: "Now that you've heard more, I'd like to ask you again about the sales tax proposals we discussed earlier. If you had to decide right now, please tell me which ones you would support. Would you support..."

After hearing arguments from both sides, support for renewing the Food Tax declines across the board. This erosion is especially pronounced among several groups.



*Respondents who voted in just one of the general elections in 2016 and 2018. Initial support for Food Tax renewal in gray; support for the Food Tax renewal after messaging depicted in red. Food Tax used as a proxy for both measures since dynamics of support are similar.



OUTREACH & EDUCATION MESSAGES

Accountability
In order to ensure the transparent and accountable use of taxpayer dollars, spending will be overseen by a citizens committee and published on the city's website for all taxpayers to review.

Long run
Doing basic street maintenance now saves taxpayers money in the long run before repairs become more expensive and time consuming.

Growth
The Greeley area has been one of the fastest-growing communities in the country, and with the added traffic, street repair crews need resources now more than ever.

378 miles
If we don't pass these ballot measures, the city will no longer have any resources to keep up with Greeley's 378 miles of streets—from major roads to the streets in our neighborhoods.

Listed in order of effectiveness.

OUTREACH & EDUCATION MESSAGES (CONT.)

KGM record

In less than five years since it was approved by Greeley voters in 2015, the Keep Greeley Moving tax has allowed the city to repave, reconstruct, and improve nearly 142 miles of streets and 38,000 feet of sidewalks.

Food tax history

Greeley's tax on food purchases like groceries was originally approved in 1990 and has been renewed by voters five times since then. For most of the past three decades, it has been the city's only funding source for infrastructure repairs.

Losing ground

These voter-approved taxes have funded critical infrastructure projects in Greeley, but we're losing ground every year because of the rising cost of construction and aging infrastructure. Renewing these existing taxes now will help the city keep up with repairs and maintenance.

Parks & Rec

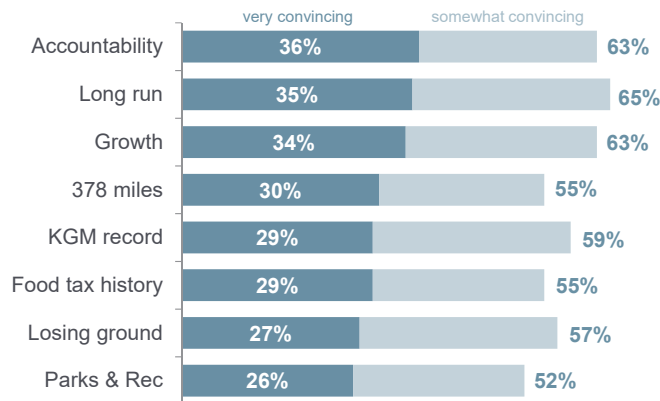
In addition to street repairs, Greeley's tax on food purchases has helped the city update and improve many of the city's parks, rec centers, trails, such as Island Grove park and the Union Colony Civic Center—improving the quality of life for all Greeley residents.

Listed in order of effectiveness.

The performance of the top three messages is comparable, suggesting the ability to effectively combine them into one overarching message.

Outreach and education messages

% very or somewhat convincing reason to support tax renewals





MESSAGE RECOMMENDATIONS

- **Emphasize growth** to highlight the importance of Food Tax and KGM revenue for keeping up with the city's infrastructure.
- Remind taxpayers that even though this is an unprecedented time, **conducting street repairs sooner rather than later costs less** than waiting until they're more expensive to fix.
- **Reassure the community that the city is a responsible steward of taxpayer money** by reminding them that a citizens committee will oversee spending and spending information will be accessible to the public.
- Generally speaking, there's no need for complex message segmentation when communicating with the public—the top messages are well-received across the board.



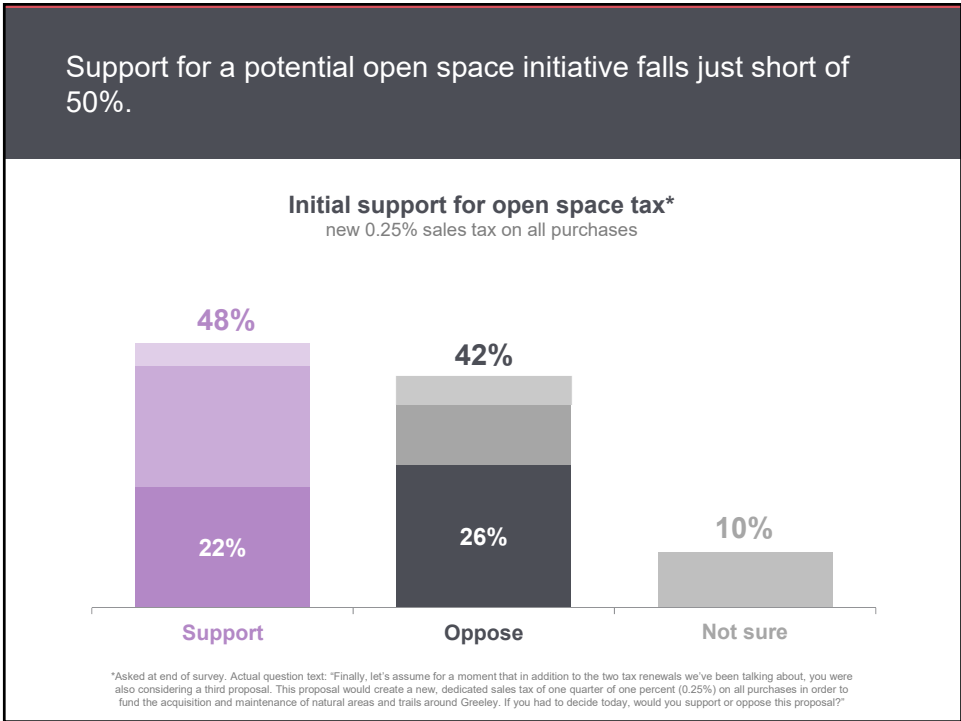
DRAFT COMPOSITE MESSAGE

The Greeley area is one of the fastest growing communities in the United States. Growth brings new opportunities, but it also brings more traffic than ever, and increased congestion is hard on Greeley's infrastructure. Street repair crews need resources now more than ever.

Should the city choose to pursue infrastructure tax renewal, it would help street crews make much-needed repairs and improvements to Greeley's streets. By doing basic street maintenance now, taxpayers will save money in the long run. Taking care of these repairs sooner rather than later can keep them from becoming more expensive to the taxpayer and more time consuming for repair crews.

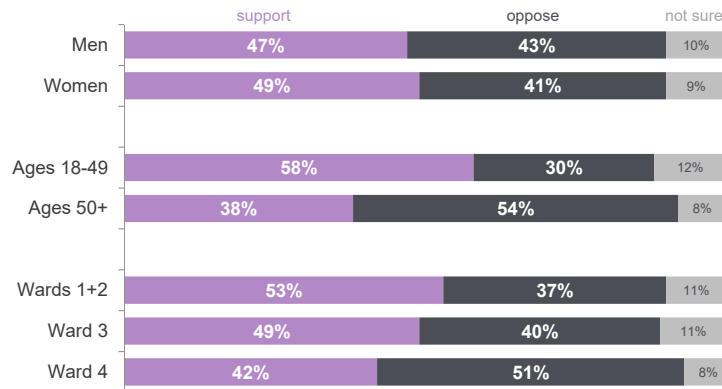
The City of Greeley has—and will continue to be—a good steward of taxpayer dollars. Spending will be overseen by a citizens' committee and published on the city's website, keeping the city accountable and the interests of Greeley residents at heart.

Evaluating a potential open space measure



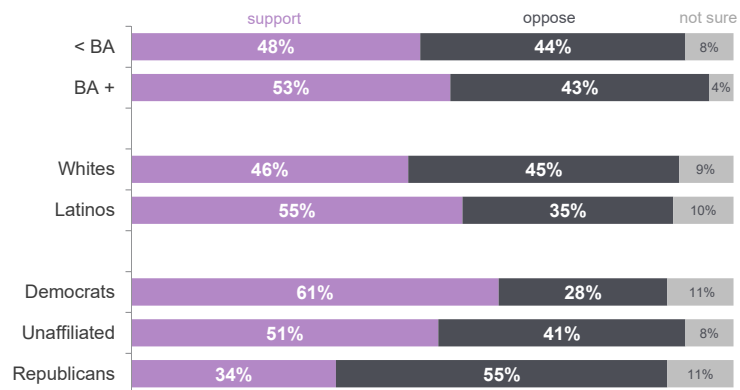
Older residents and those living in northwest Greeley are most skeptical of an open space tax.

Initial support for open space tax
new 0.25% sales tax on all purchases



Similarly, registered Republicans show considerably less appetite for this measure than their Democratic and unaffiliated counterparts.

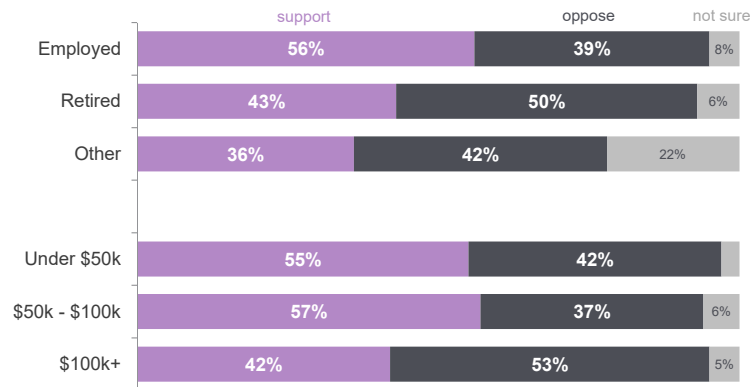
Initial support for open space tax
new 0.25% sales tax on all purchases



Party based on registration status from publicly available voter file records.

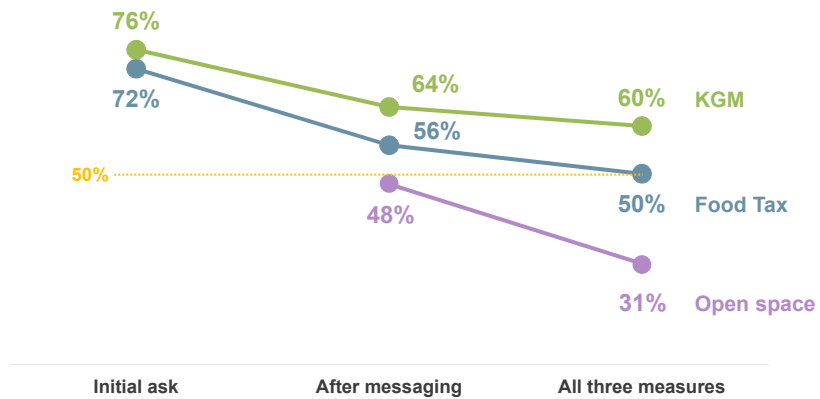
Those who are retired, unemployed, or on disability or sick leave also express less support for such a measure.

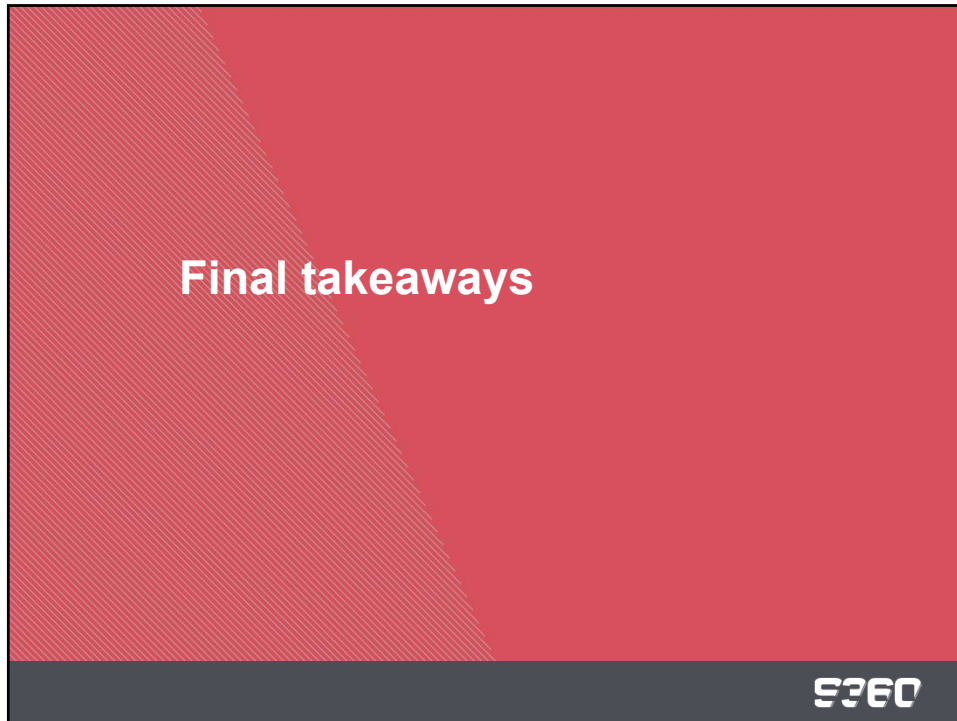
Initial support for open space tax
new 0.25% sales tax on all purchases



Asking residents to consider all three measures simultaneously negatively impacts the fortunes of each measure individually—and further imperils the Food Tax renewal.

Support for tax renewals
progression throughout the survey





FINAL TAKEAWAYS

- ✓ **Most of the community shows at least initial openness to renewing Greeley's dual infrastructure taxes.** The Food Tax and KGM attract nearly three quarters of the electorate at first blush, though roughly half of supporters characterize their stance as weak.¹
- ✓ However, **this poll is a snapshot in time**; the unknowns associated with the pandemic pose a substantial risk to the fortunes of either measure—especially if paired together.
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- ✓ Regardless of decisions about the path to renewal, **the city has a compelling story to tell the community** about the pressing need for infrastructure investment.

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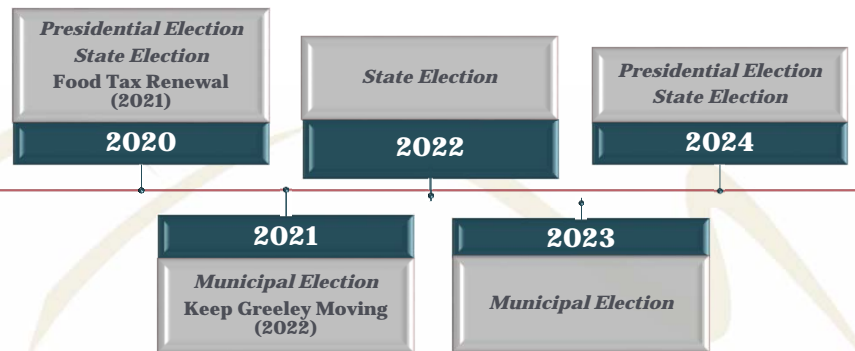
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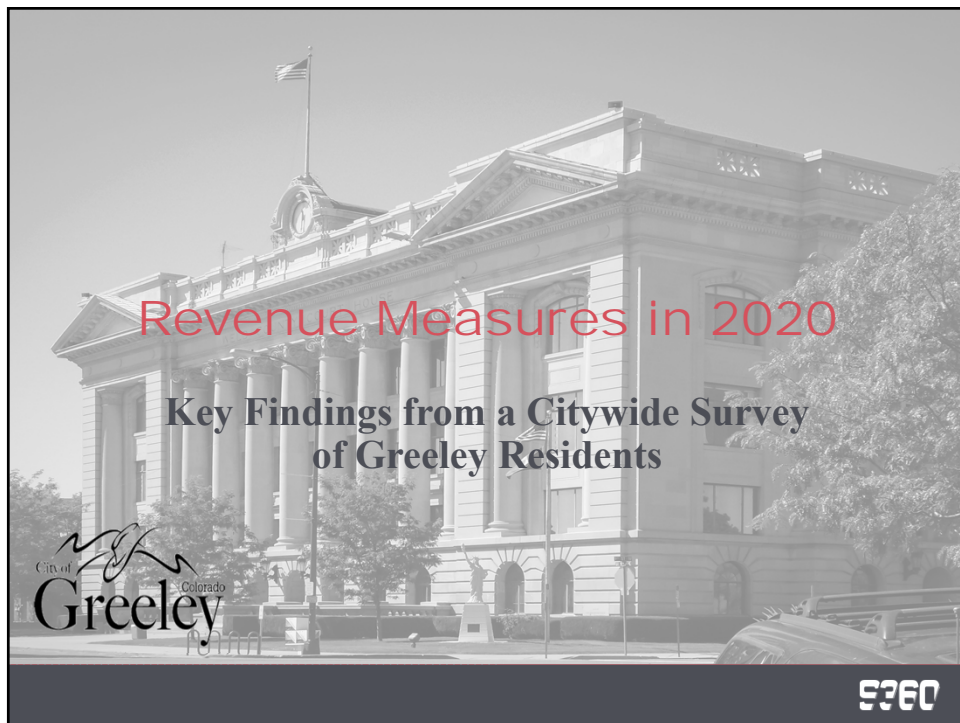
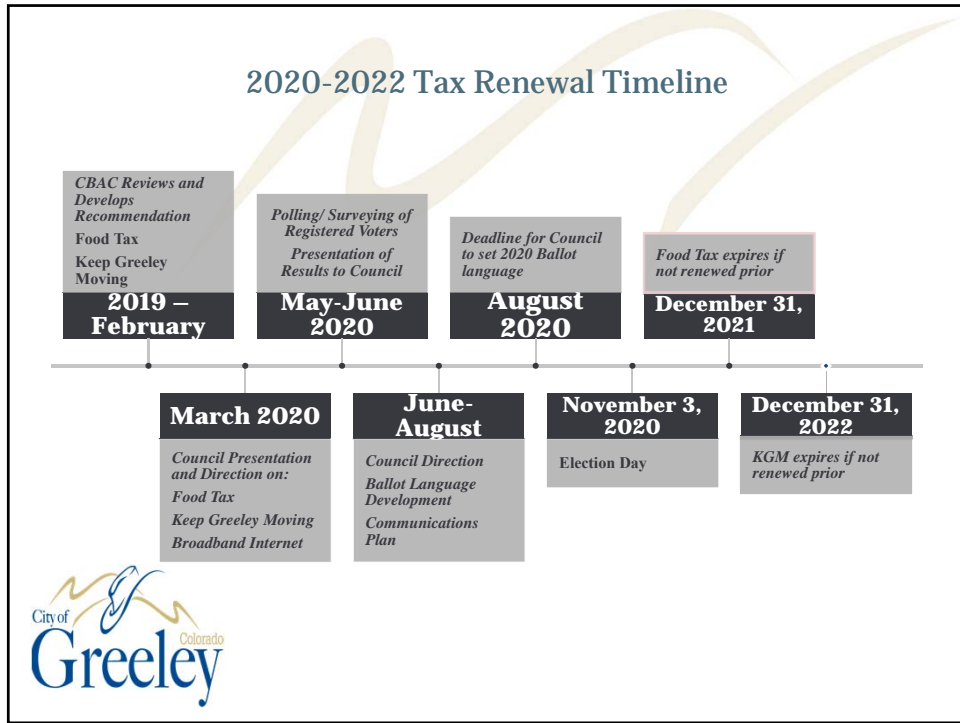
November 2020 Tax Renewal Ballot Initiatives Discussion - Survey/ Polling Results and Next Steps

June 23, 2020 City Council Work Session



City of Greeley 2019 – 2024 Election Timeline







METHODOLOGY

- Strategies 360 conducted a **citywide survey of 500 registered voters**.
- Interviews were conducted **May 29 – June 3, 2020**.
- This **mixed-mode** survey included interviews on cell phones, landlines, and online via MMS invitations.
- Respondents could opt to take the survey in English or Spanish.
- The margin of error for a survey of 500 interviews is **±4.4%** at the 95% confidence level. The margin of error for other subsamples may be higher.
- Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias, and response bias.

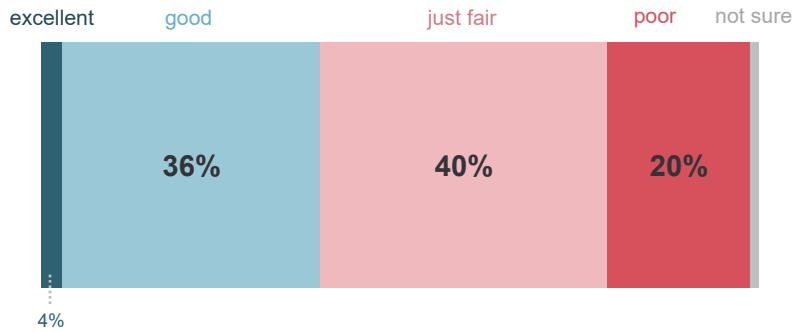


Community perceptions & fiscal context



When it comes to the city's streets and sidewalks, most residents characterize their condition as "just fair" or "poor."

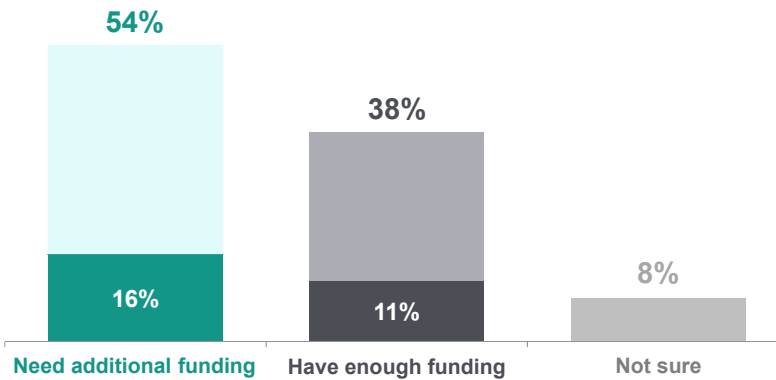
Condition of Greeley's streets and sidewalks
would you say they're generally in...



*Actual question text: "Overall, how would you rate the condition of Greeley's streets and sidewalks? Would you say they're generally in..."


A majority of residents believe Greeley's streets need additional funding, though just 16% say the city "definitely" needs it.

Funding need
would you say Greeley's streets...



*Actual question text: "Based on what you may have heard or read, would you say Greeley's streets..."



 INITIAL FOOD TAX RENEWAL SUPPORT

Respondents were asked the following question:

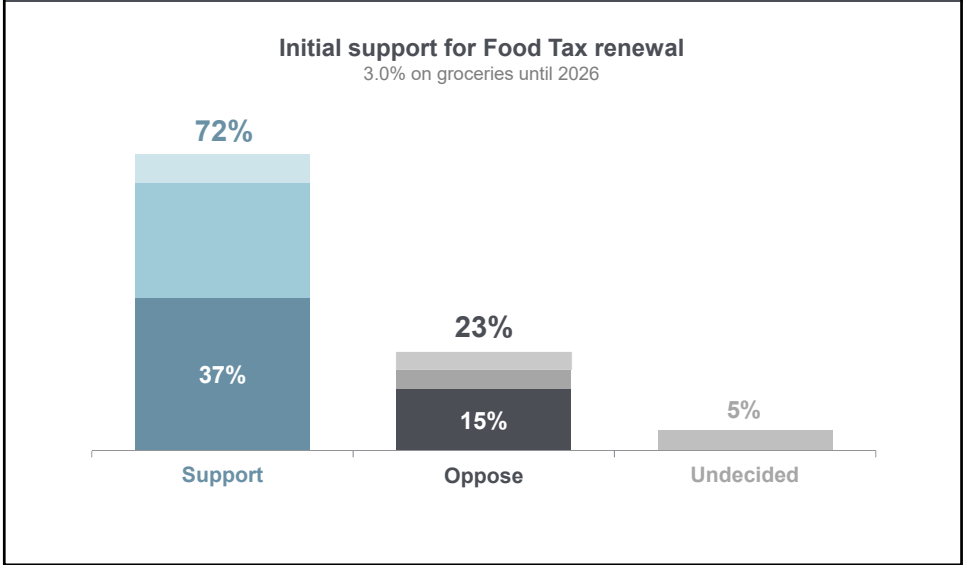
“Without raising taxes, shall the City of Greeley renew the previously voter-approved city sales tax of 3.0% on groceries until December 31, 2026, to continue funding capital repair, maintenance, and construction projects, including but not limited to:

- Restoring and improving public parks and making repairs at parks and recreational facilities;
- Repairing potholes and improving traffic signals to increase safety;
- Repairing sidewalks to improve pedestrian safety;
- Making improvements to public buildings; and
- Improving accessibility to public facilities for people with disabilities.

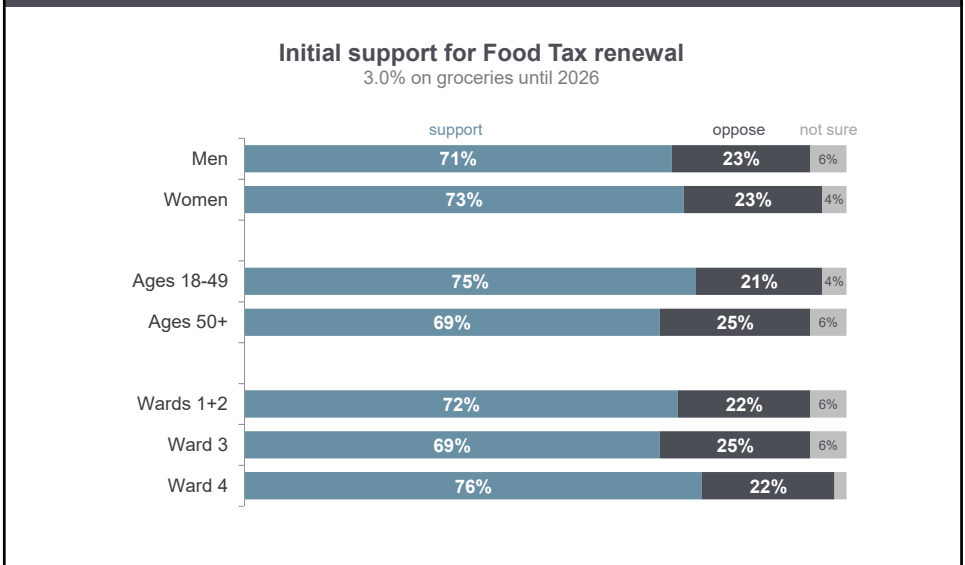
With such expenditures to be subject to an independent overseen by a citizens committee and available for public review on the city's website?

If you had to decide today, would you support or oppose this proposal?”

As of early June, initial support for renewing the Food Tax eclipses 70% (with just 23% opposed). Roughly half of supporters suggest they remain open to changing their mind, however.



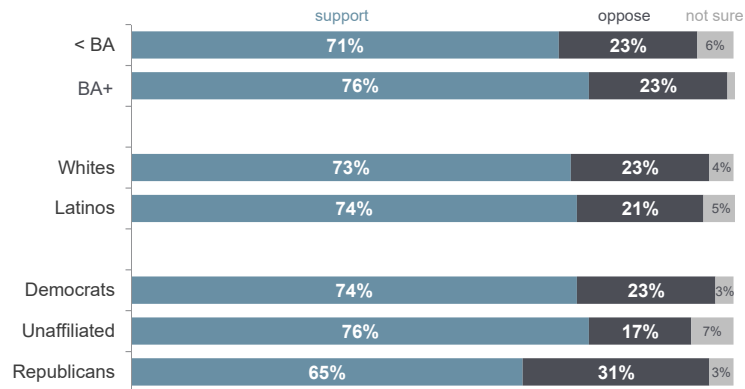
At first blush, most residents back Food Tax renewal. Support by gender, age, and region differ minimally.



Regardless of educational attainment, race, and party affiliation, most residents back Food Tax renewal.

Initial support for Food Tax renewal

3.0% on groceries until 2026

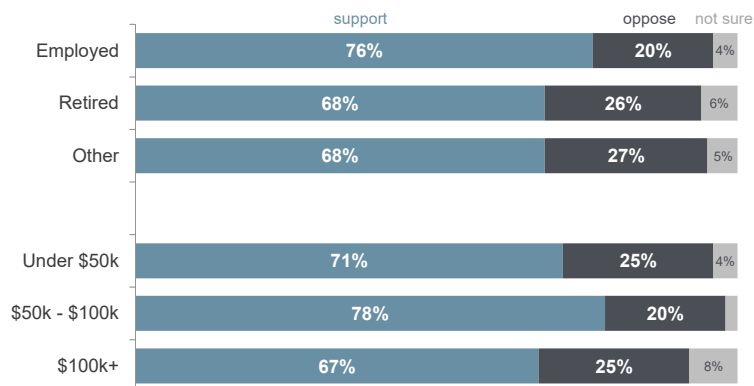


Party based on registration status from publicly available voter file records.


Employment and socioeconomic status do have some bearing on support—and could become more significant factors depending on the arc of COVID-19.

Initial support for Food Tax renewal

3.0% on groceries until 2026





 INITIAL "KEEP GREELEY MOVING" RENEWAL SUPPORT

Respondents were asked the following question:

"Without raising taxes, shall the City of Greeley renew the previously voter-approved city sales tax of 0.65% on purchases excluding groceries, also known as "Keep Greeley Moving," until December 31, 2027, to continue funding transportation-related infrastructure improvements and repairs, including but not limited to:

- Widening, realigning, and expanding major streets to ease traffic congestion and improve safety;
- Improving local streets with repaving, crack patching, and repair;
- Replacing damaged sidewalks and conducting concrete repair and maintenance;

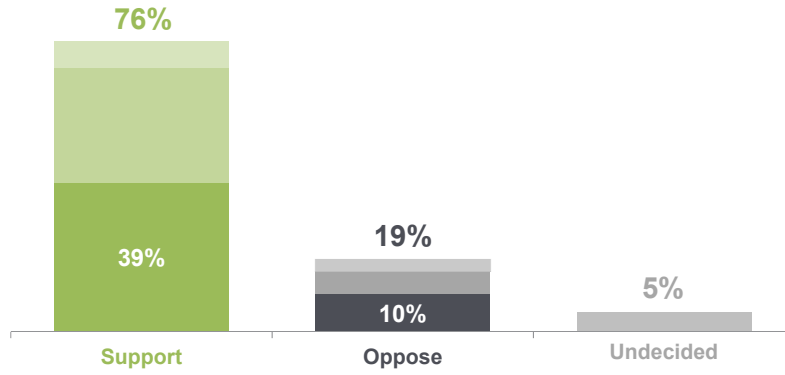
With such expenditures to be subject to an independent overseen by a citizens committee and available for public review on the city's website?

If you had to decide today, would you support or oppose this proposal?"

Support for renewing KGM closely mirrors the dynamics of Food Tax renewal.

Initial support for KGM renewal

0.65% on purchases *excluding* groceries until 2027



Testing the durability of support



After assessing initial support for potential renewal measures, we posed two competing views on local taxes during the coronavirus pandemic.

Here are two statements about the ballot questions we've been discussing. If you had to choose, which of the following comes closer to your view?

Continue funding

"We need to make critical investments in safe, quality streets and infrastructure in Greeley, even if that means keeping taxes at their current levels while the economy is still dealing with the effects of the coronavirus."

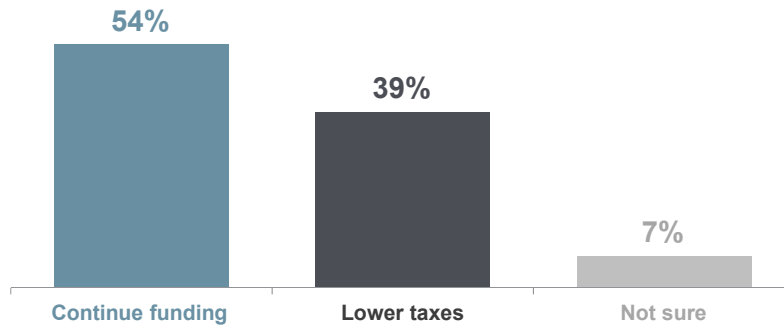
Lower taxes

"Greeley families have been hit hard by the pandemic and we need to lower taxes wherever we can, even if that means essentially stopping street safety and maintenance work."

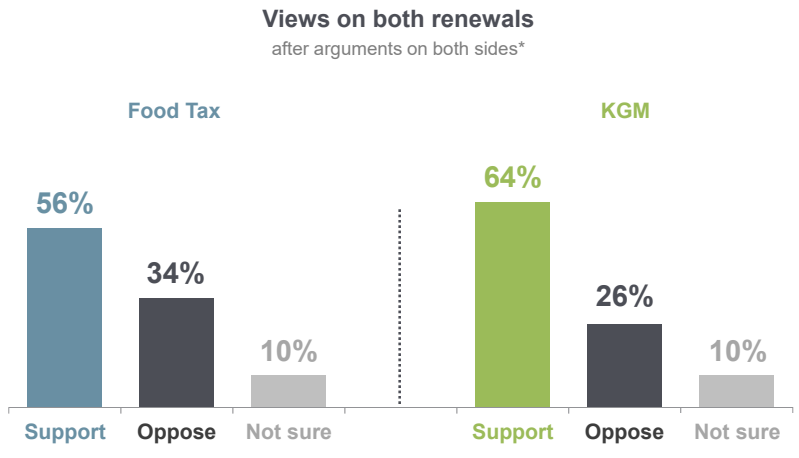
*Arguments rotated to control for the order effect.

A majority think Greeley should continue investing in streets and infrastructure, while about two-fifths believe the city should lower taxes due to COVID-19.

Views on generic infrastructure spending
after arguments on both sides*




Overall, this accounts for a substantial decrease in support for both measures, though the risk to the Food Tax is especially evident.



*Actual question text: "Now that you've heard more, I'd like to ask you again about the sales tax proposals we discussed earlier. If you had to decide right now, please tell me which ones you would support. Would you support..."

Communications and outreach





OUTREACH & EDUCATION MESSAGES

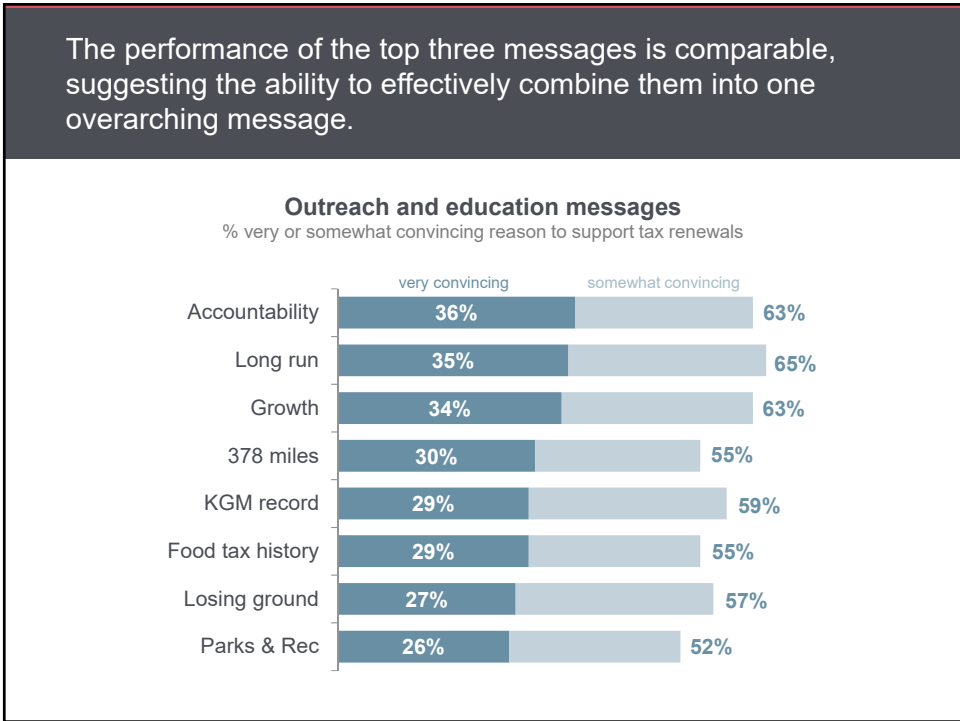
Accountability
 In order to ensure the transparent and accountable use of taxpayer dollars, spending will be overseen by a citizens committee and published on the city's website for all taxpayers to review.

Long run
 Doing basic street maintenance now saves taxpayers money in the long run before repairs become more expensive and time consuming.

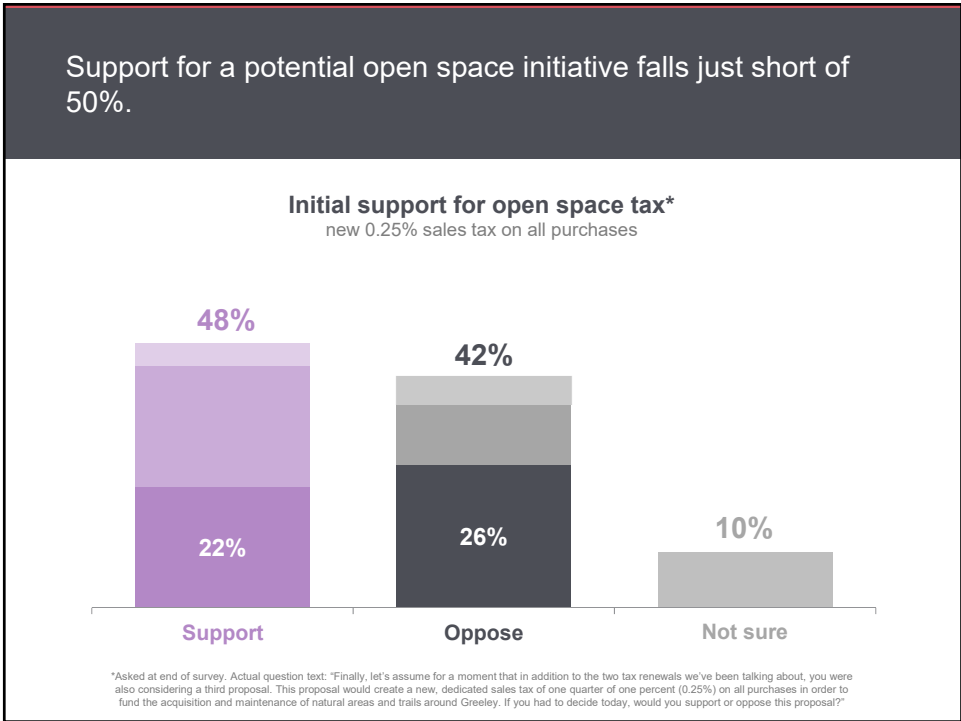
Growth
 The Greeley area has been one of the fastest-growing communities in the country, and with the added traffic, street repair crews need resources now more than ever.

378 miles
 If we don't pass these ballot measures, the city will no longer have any resources to keep up with Greeley's 378 miles of streets—from major roads to the streets in our neighborhoods.

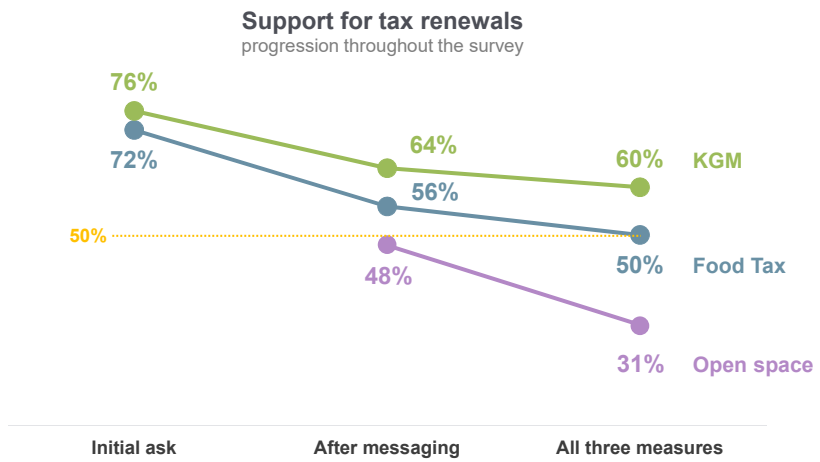
Listed in order of effectiveness.



Evaluating a potential open space measure



Asking residents to consider all three measures simultaneously negatively impacts the fortunes of each measure individually—and further imperils the Food Tax renewal.



Final takeaways



FINAL TAKEAWAYS

- ✓ **Most of the community shows at least initial openness to renewing Greeley's dual infrastructure taxes.** The Food Tax and KGM attract nearly three quarters of the electorate at first blush, though roughly half of supporters characterize their stance as weak.¹
- ✓ However, **this poll is a snapshot in time**; the unknowns associated with the pandemic pose a substantial risk to the fortunes of either measure—especially if paired together.
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City Council Questions

Does Council want staff to continue to move forward with developing ballot language and a communications plan towards placing the following items on the November 2020 ballot:

- Renewal of the 3.0% Food Tax (sales tax on groceries only) for a five-year period to expire in 2026?
- Renewal of the 0.65% Keep Greeley Moving Tax (sales tax on all retail goods – food exempt) for a seven-year period to expire in 2029?



Next Steps

Develop Ballot Language

- Introduction/ First Reading – August 4
- Final Reading – August 18

Develop and Implement Communications Plan



Worksession Agenda Summary

June 23, 2020

Agenda Item Number 7

Roy Otto, City Manager, 970-350-9750

Title:

Scheduling of Meetings, Other Events

Background:

During this portion of the meeting the City Manager or City Council may review the attached Council Calendar or Meeting Schedule regarding any upcoming meetings or events.

Attachments:

Council Meetings/Other Events Calendar

Council Meeting/Worksession Schedule

Status Report of Council Initiatives and Related Information

June 22, 2020 - June 28, 2020

June 2020							July 2020							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
		1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11	
14	15	16	17	18	19	20	12	13	14	15	16	17	18	
21	22	23	24	25	26	27	19	20	21	22	23	24	25	
28	29	30					26	27	28	29	30	31		

Monday, June 22

11:30am - 12:30pm Greeley Chamber of Commerce (Hall) ↻

6:00pm - 7:00pm Youth Commission (Butler) ↻

Tuesday, June 23

12:00am RSVP Required: 98th Colorado Municipal League Annual Virtual Conference (Westminster) - Council Master Calendar →

6:00pm - 9:00pm City Council Worksession
(<https://zoom.us/j/508162666>) - Jessica Diagana ↻

Wednesday, June 24

← RSVP Required: 98th Colorado Municipal League Annual Virtual Conference (Westminster) - Council Master Calendar →

7:00am - 8:00am Upstate Colorado Economic Development (Gates/Hall) (Upstate Colorado Conference Room) - Council Master Calendar ↻

Thursday, June 25

← RSVP Required: 98th Colorado Municipal League Annual Virtual Conference (Westminster) - Council Master Calendar →

Friday, June 26

← 12:00am RSVP Required: 98th Colorado Municipal League Annual Virtual Conference (Westminster) - Council Master Calendar

4:00pm - 5:30pm Canceled: COVID-19 Update
(<https://greeleygov.zoom.us/j/588773488>) - Jessica Diagana ↻

Saturday, June 27

Sunday, June 28

June 29, 2020 - July 5, 2020

June 2020							July 2020							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
		1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11	
14	15	16	17	18	19	20	12	13	14	15	16	17	18	
21	22	23	24	25	26	27	19	20	21	22	23	24	25	
28	29	30					26	27	28	29	30	31		

Monday, June 29

Tuesday, June 30

Wednesday, July 1

Thursday, July 2

- 7:00am - Poudre River Trail (Hall)
- 3:30pm - IG Adv. Board (Butler)
- 6:00pm - MPO (Gates/Payton)

Friday, July 3

4:00pm - 5:30pm Canceled: COVID-19 Update
(<https://greeleygov.zoom.us/j/588773488>) - Jessica Diagona

Saturday, July 4

Sunday, July 5

July 6, 2020 - July 12, 2020

July 2020							August 2020						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	4						1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

Monday, July 6

Tuesday, July 7

6:00pm - City Council Meeting (Council's Chambers, 1001 11th Avenue)

Wednesday, July 8

Thursday, July 9

Friday, July 10

4:00pm - 5:30pm Canceled: COVID-19 Update
(<https://greeleygov.zoom.us/j/588773488>) - Jessica Diagona

Saturday, July 11

Sunday, July 12

July 13, 2020 - July 19, 2020

July 2020							August 2020						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	4						1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

Monday, July 13

Tuesday, July 14

6:00pm - 9:00pm City Council Worksession
<https://zoom.us/j/332065143> - Jessica Diagona

Wednesday, July 15

2:00pm - 5:00pm Water & Sewer Board (Gates)

Thursday, July 16

7:30am - 8:30am DDA (Zasada/Butler)

3:30pm - 4:30pm Airport Authority (Clark/Payton)

Friday, July 17

4:00pm - 5:30pm Canceled: COVID-19 Update
<https://greeleygov.zoom.us/j/588773488> - Jessica Diagona

Saturday, July 18


Sunday, July 19

July 20, 2020 - July 26, 2020

July 2020							August 2020						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	4						1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

Monday, July 20


Tuesday, July 21

6:00pm - City Council Meeting (Council's Chambers, 1001 11th Avenue) 

Wednesday, July 22

Thursday, July 23

Friday, July 24

4:00pm - 5:30pm Canceled: COVID-19 Update
(<https://greeleygov.zoom.us/j/588773488>) - Jessica Diagona 

Saturday, July 25

Sunday, July 26

City Council Meeting Scheduling

Current as of 6/19/2020

This schedule is subject to change

Date	Description	Sponsor	Placement/Time
July 7, 2020 Council Meeting	Resolution - IGA with CDOT for 35th Ave & Hwy 34 Interchange	Joel Hemesath	Consent
	Resolution - IGA with CDOT for 47th Ave & Hwy 34 Interchange	Joel Hemesath	Consent
July 14, 2020 Worksession Meeting	CPRD Cost Recovery Study Overview	Andy McRoberts	0.50
	Short-Term Rentals Discussion	Brad Mueller	0.50
	CAFR Presentation	Robert Miller	0.50
July 21, 2020 Council Meeting			
July 28, 2020 Worksession Meeting	Quarterly Financial Report	Robert Miller	0.50
	Discussion of Development Impact Fees	Robert Miller	1.00
	Municipal Code Recodification - Review of Changes	Cheryl Aragon	0.75
	Strategic Housing Plan Progress/Update (non-action)	Ben Snow	0.50
August 4, 2020 Council Meeting	Ordinance - Intro - Ballot Measures for Tax Renewals	Robert Miller	Consent
	Ordinance - Intro - Municipal Code Recodification	Cheryl Aragon	Consent
August 11, 2020 Worksession Meeting	Business Attraction/New Opportunities	Ben Snow	0.25
August 18, 2020 Council Meeting	Resolution - Northeast All Hazards Region 2020 Grant Award	Robert Miller	Consent
	Resolution - IGA with Weld County for the Coordinated Election	Cheryl Aragon	Consent
	Resolution - Ballot Ratification	Cheryl Aragon	Consent
	Ordinance - Intro - Code Revisions for Standard Review	Robert Miller	Consent
	Ordinance - Final - Municipal Code Recodification	Cheryl Aragon	Regular
	Ordinance - Final - Ballot Measures for Tax Renewals	Robert Miller	Regular
August 25, 2020 Worksession Meeting	Impact Fee Study	Robert Miller	1.00
	Revenue Project Overview for the 2021/2022 Budget	Robert Miller	0.50

Greeley City Council

Status Report of Council Initiatives

Council Request	Council Meeting, Worksession, or Committee Meeting Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Assigned to:
Councilmember Butler requested that the Mayor, City Council, and the City's Executive Team participate in racial sensitivity training.	June 16, 2020		

Worksession Agenda Summary

June 23, 2020

Agenda Item Number 8

Title:

Adjournment