



# Loveland DDA Voter Survey Final Results

Prepared by Survey Design & Analysis

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**February 20, 2017**



**SURVEY DESIGN & ANALYSIS**

WHEN DECISIONS MATTER

# Table of Contents

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- ▶ Objectives & Methods Page 3-4
- ▶ Call Dispositions Page 5
- ▶ Executive Summary Page 6-8
- ▶ Conclusions/Recommendations Page 9
- ▶ Demographics Page 10-17
- ▶ Survey Details Page 18-29
- ▶ Respondent Comments Page 30-31
- ▶ Data Investigations Page 32-37
- ▶ Survey Questions Page 38

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# Objectives & Methods

# Objectives

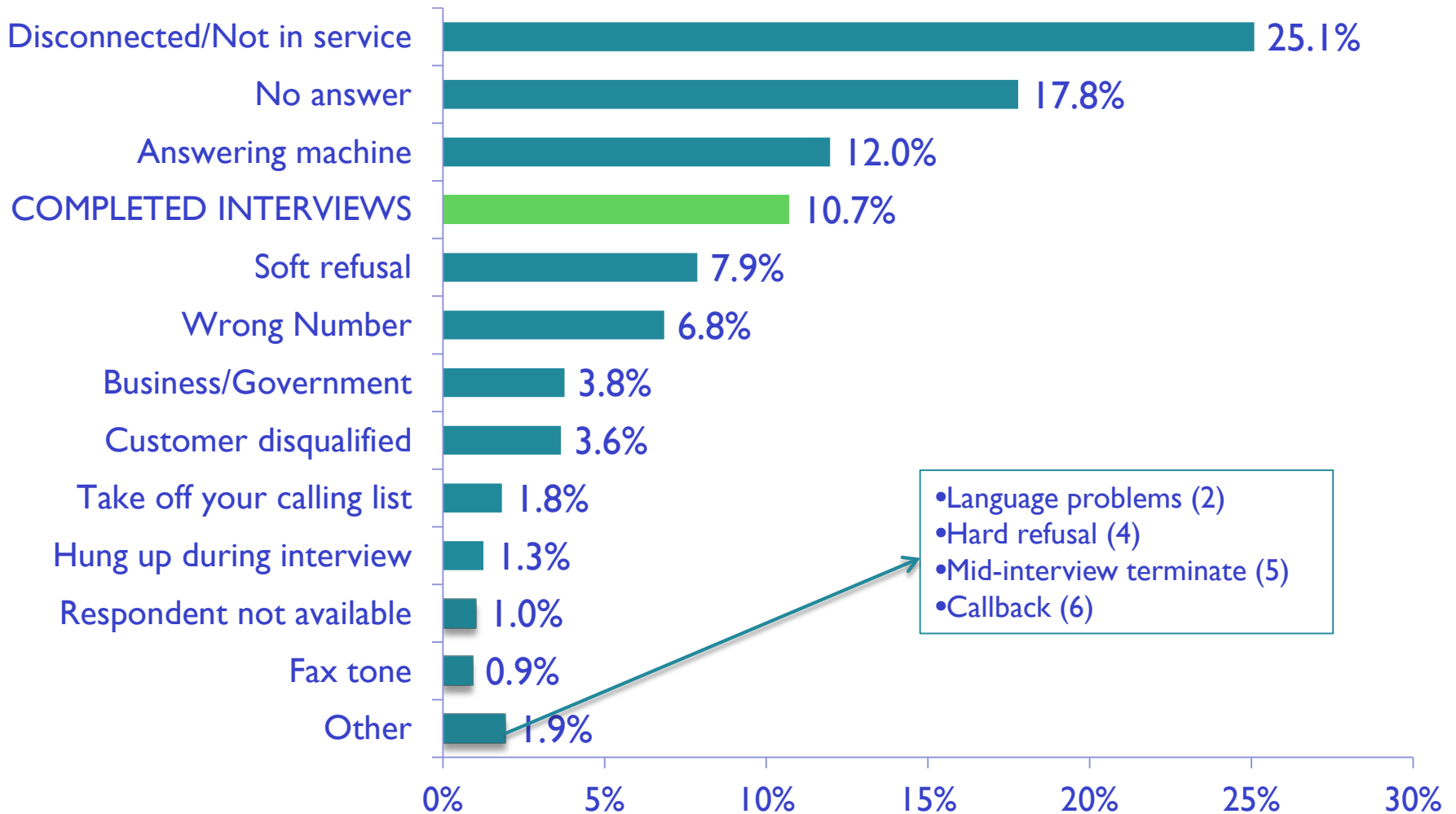
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- ▶ To determine why voters voted to create the DDA (Downtown Development Authority) but have voted down measures designed to fund its activities.
- ▶ To uncover information that will help LDP (Loveland Downtown Partnership) pass future measures to fund their activities.

# Methods

- ▶ SDA developed an early draft of the telephone survey script after conversations with LDP. SDA and LDP conducted extensive reviews of the instrument leading to many refinements.
- ▶ LDP provided two voter lists; a voter registration list with 554 contacts with phone numbers and addresses and a Property Owner and Voter Designee List with 715 names and addresses. SDA was able to obtain phone numbers for 323 of those from the owner and designee list by doing white page searches.
- ▶ From the 877 telephone numbers, 220 numbers were disconnected/not in service and 94 interviews were completed (15% completion rate).

# Call Dispositions, N=877



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# Executive Summary



# Executive Summary I

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- ▶ Demographics
  - ▶ Majority from Precincts 529 (40%) and 533 (38%) [Voter list only]
  - ▶ Male (51%), Female (49%)
  - ▶ Good distribution of ages 22 – 72 years of age; 50-64 (34%)
  - ▶ 90% natural voters; 10% voter designees
- ▶ 77% remembered both initiative 5D and 5E
  - ▶ 47% were “FOR” and 50% “AGAINST” on 5D; 43% & 50% on 5E.
- ▶ Top reasons against 5D; “taxes too high” (56%), “Not fair to tax only downtown” (19%)
- ▶ Top reasons against 5E; “Don’t like debt” (33%), “City not doing it right” (19%)
- ▶ 81% of respondents have at least heard of DDA and know some of what they do.
- ▶ 71% know/knew voters created the DDA.

# Executive Summary II

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- ▶ 58.5% support (4's and 5's on 5 point scale “Strongly against” to “Strongly support” revitalization efforts of downtown
  - ▶ Top reasons against revitalization; “It will cost me money/Raise my taxes”(29%), “Not fair to tax just downtown”(21%)
- ▶ Likelihood to support “Property Tax” in 2017
  - ▶ 45% “Very likely” or “Likely” (4) versus 39% “Very unlikely” or “Unlikely” (2)
- ▶ Likelihood to support “Increased Debt” in 2017
  - ▶ 54% “Very likely” or “Likely” (4) versus 23% “Very unlikely” or “Unlikely” (2)
- ▶ Final Comments (52) – “More communication”, “Tax across entire City”
- ▶ In precinct 529 the majority are “FOR”; in precinct 533 the majority are “AGAINST”.
- ▶ Younger voters tend to be “FOR” the initiatives.



# Conclusions/Recommendations

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- ▶ Respondents want the downtown area revitalized.
- ▶ Another ballot initiative in November 2017 will have a good chance of passing. Debt Increase is more likely than Tax increase.
- ▶ DDA Areas of Focus to get initiative to pass
  - ▶ More communication, make the issues clear and advertise!
  - ▶ Consider pushing the tax initiative to entire city
  - ▶ Younger voters and voters in precinct 529 are more likely to vote “FOR”

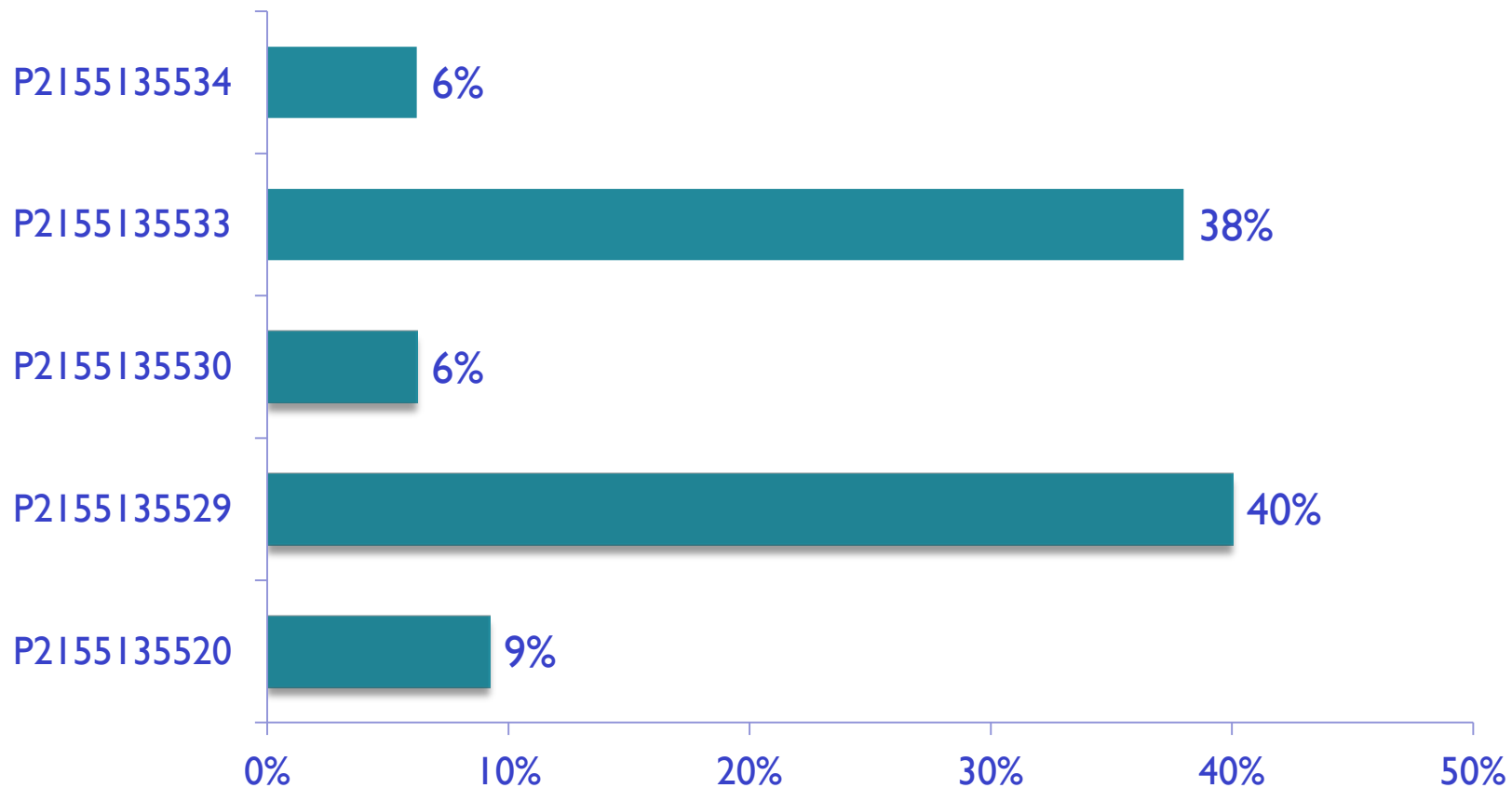
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# Demographics



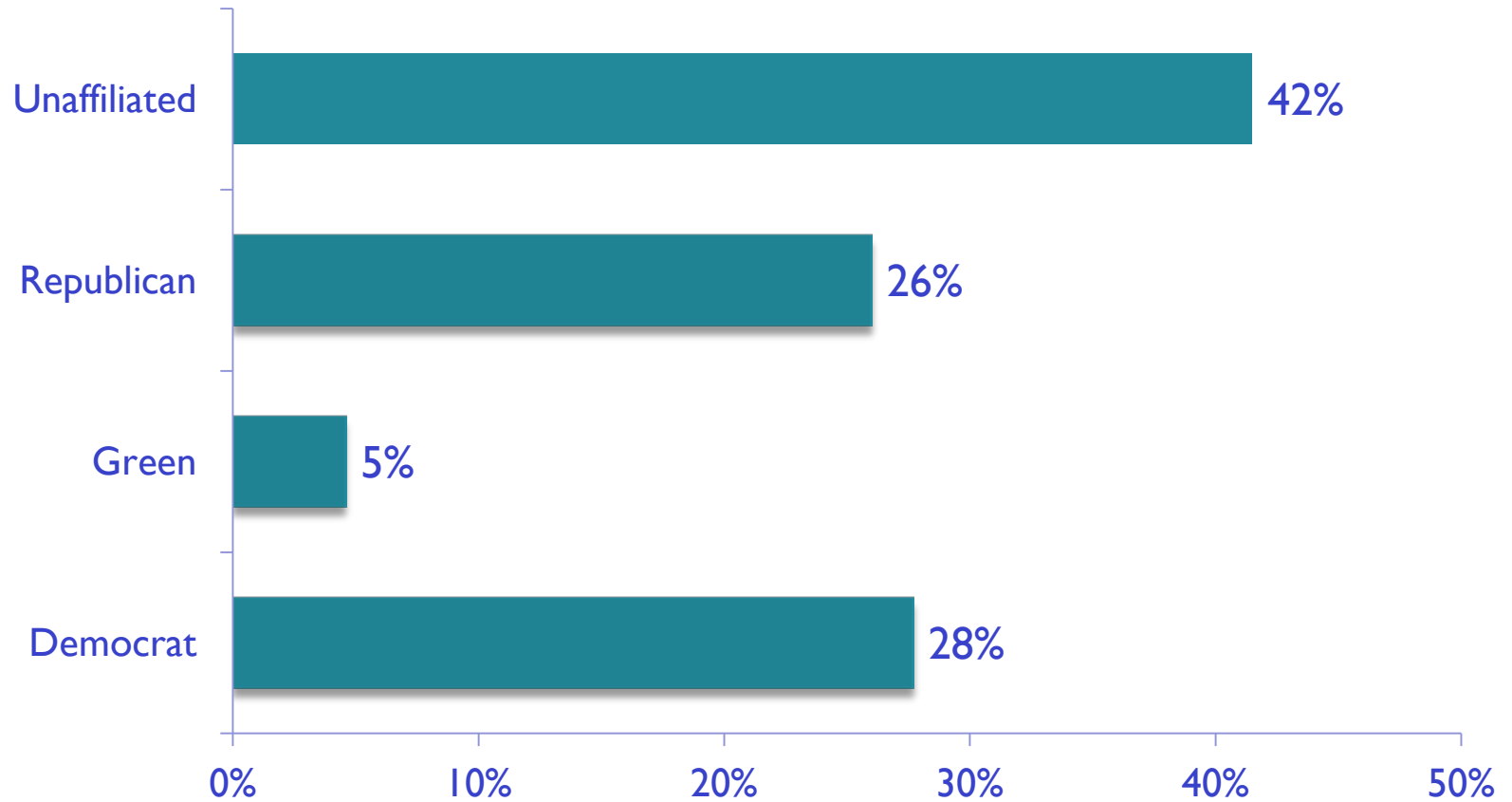
# Precinct

Precinct from Voter List only. N=65



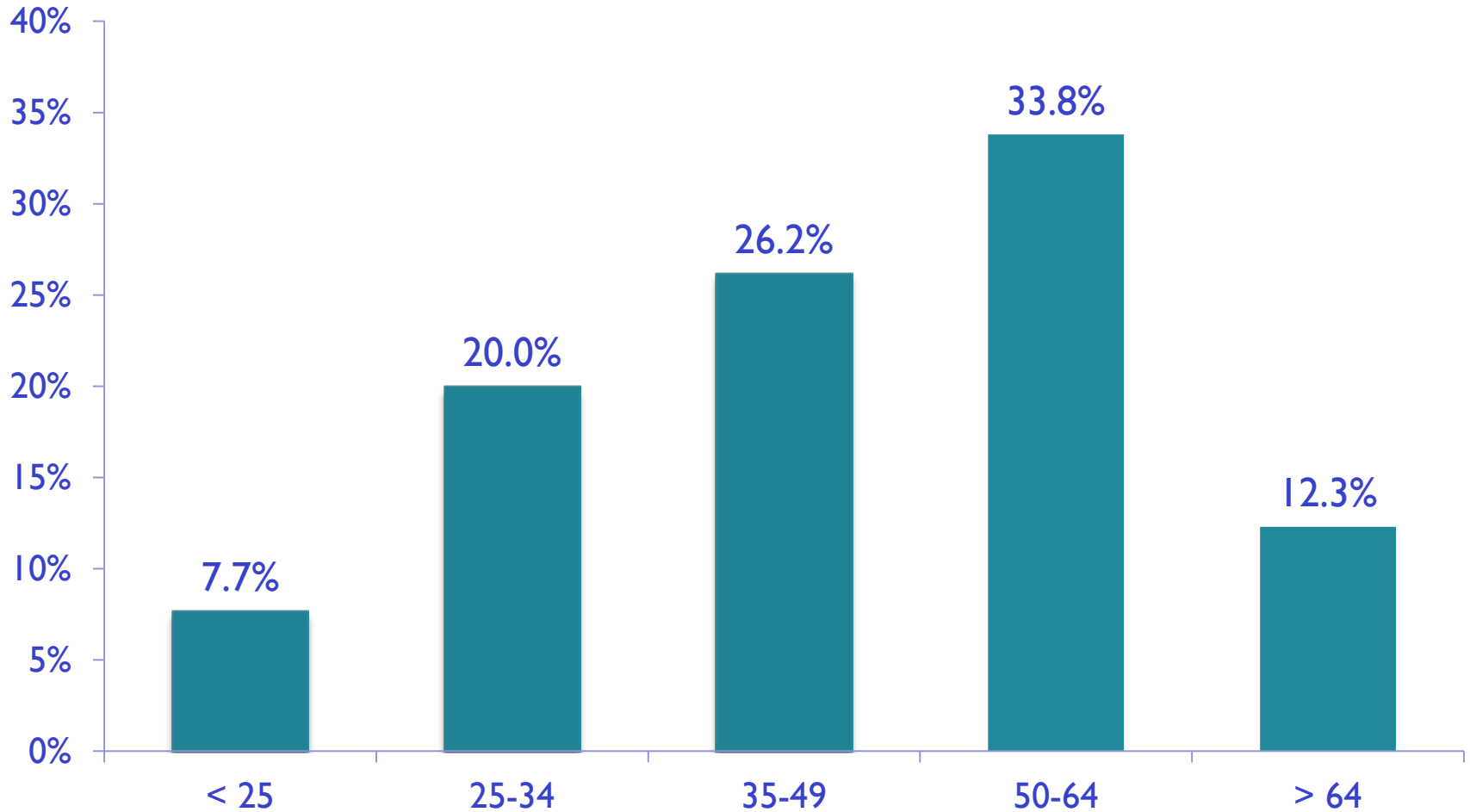
# Political Party Affiliation

Party from Voter List only. N=65



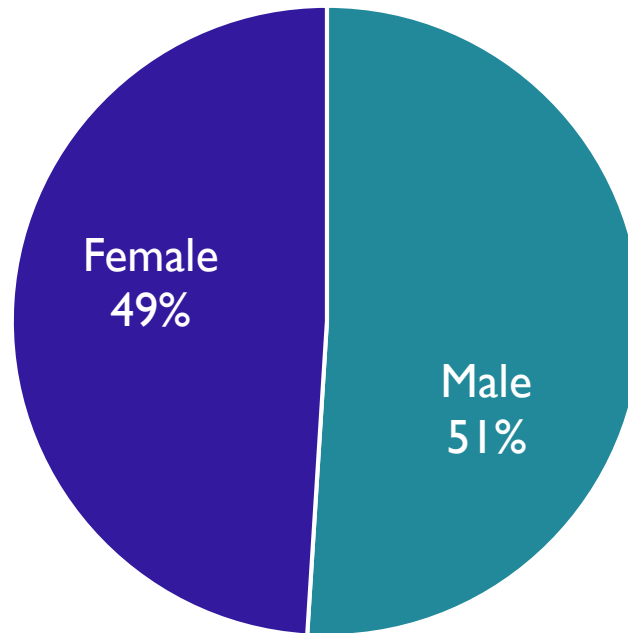
# Age

Age from Voter List only, N=65



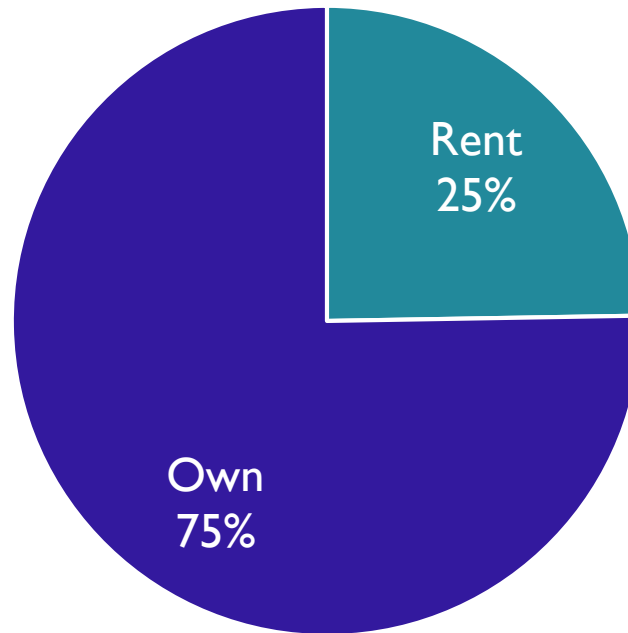
# Respondent Gender

Caller recorded Gender. N=94



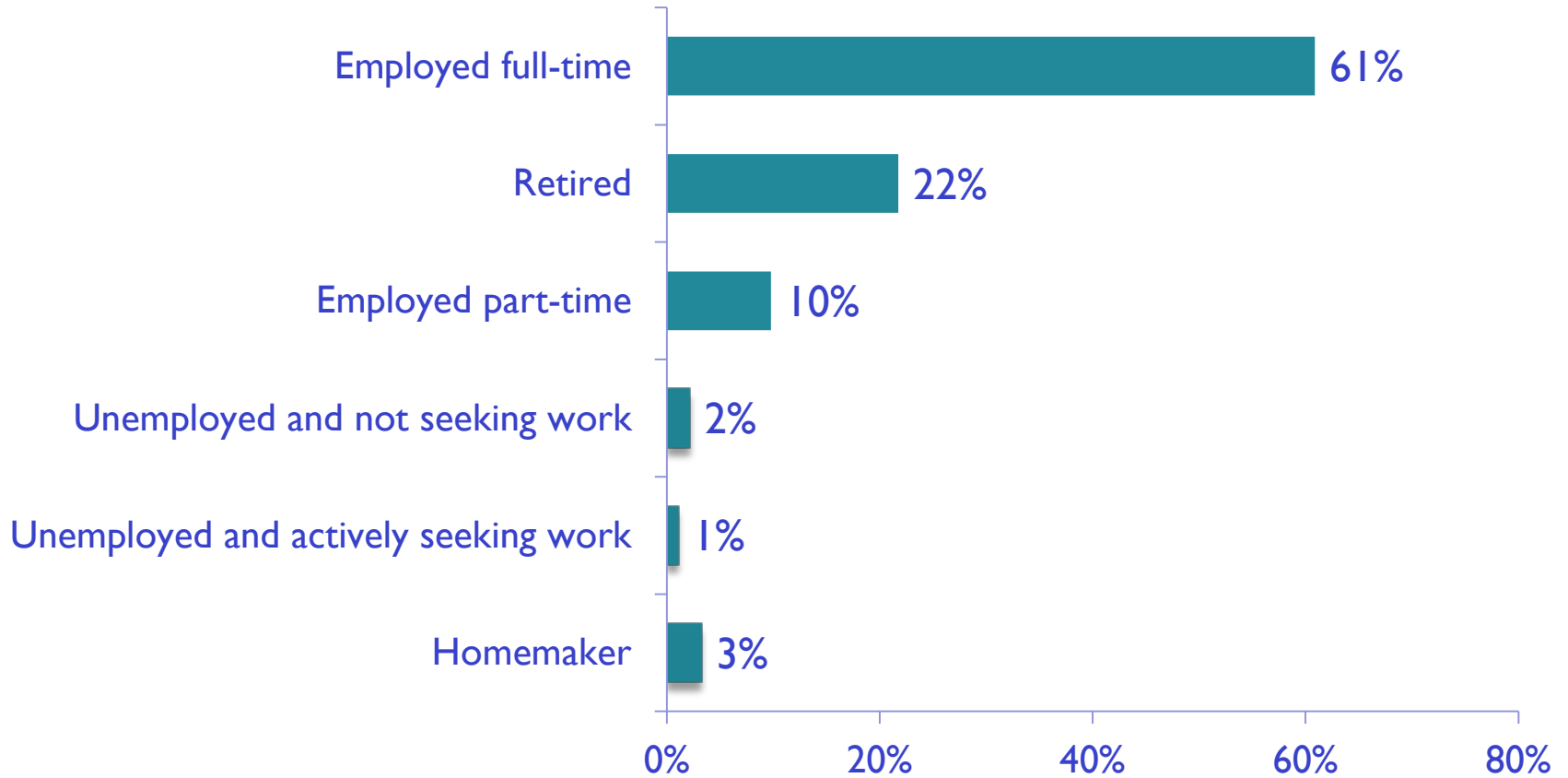
# Own or Rent?

Do you own or rent your home? N=93



# Employment Status

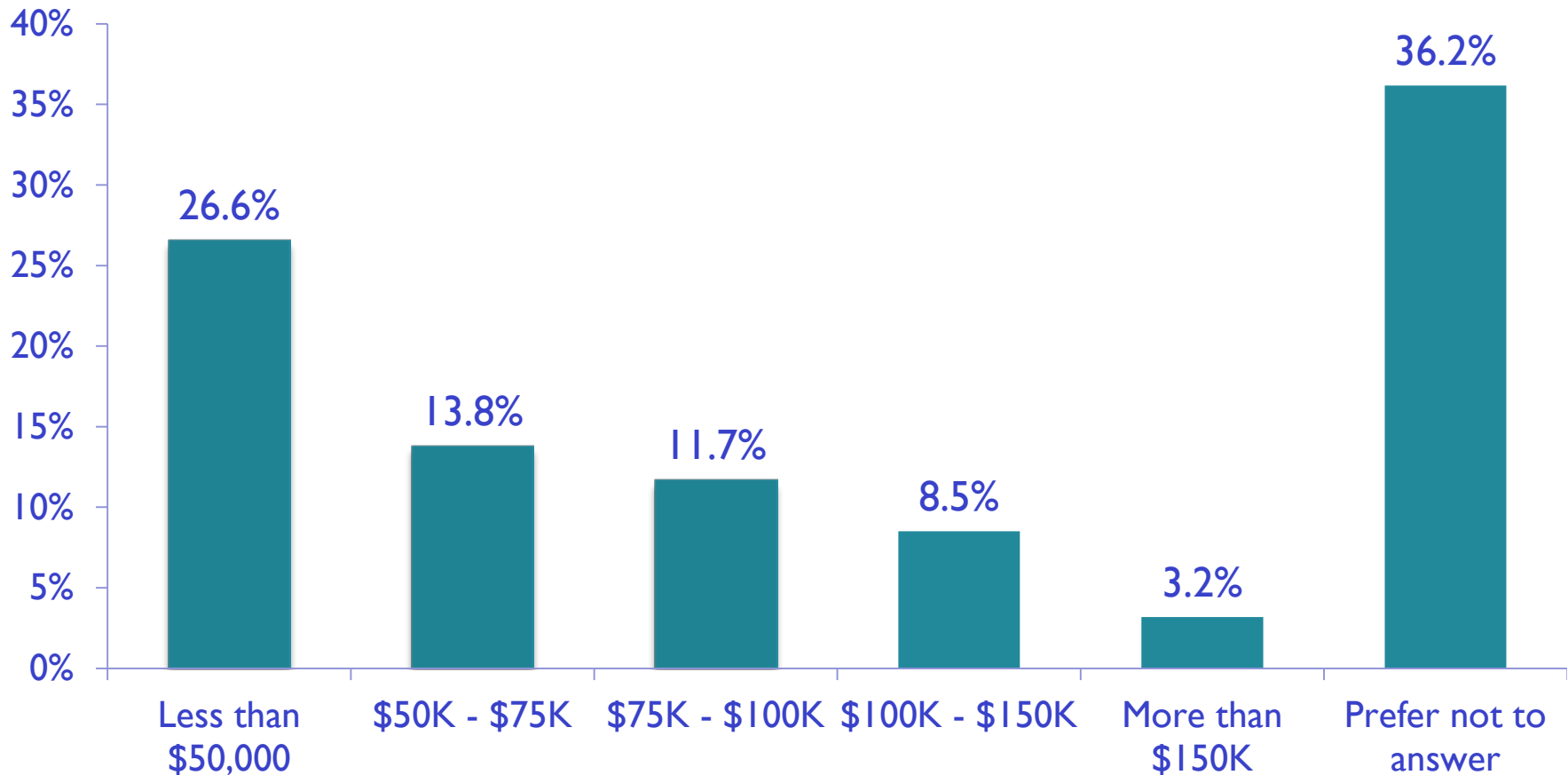
What is your current employment status? N=92





# Annual Household Income

Approximately, what is your current annual household income? N=94



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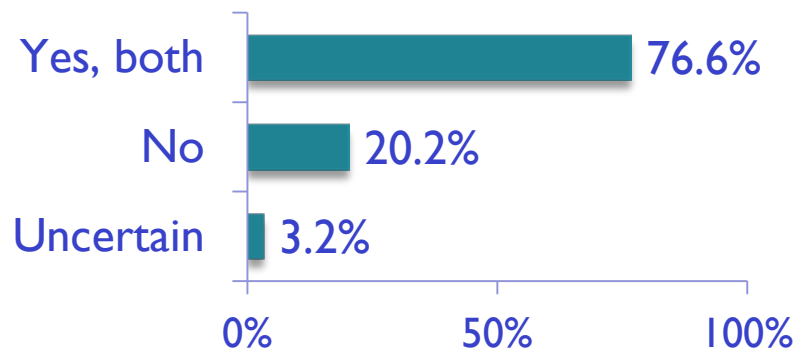
# Survey Details



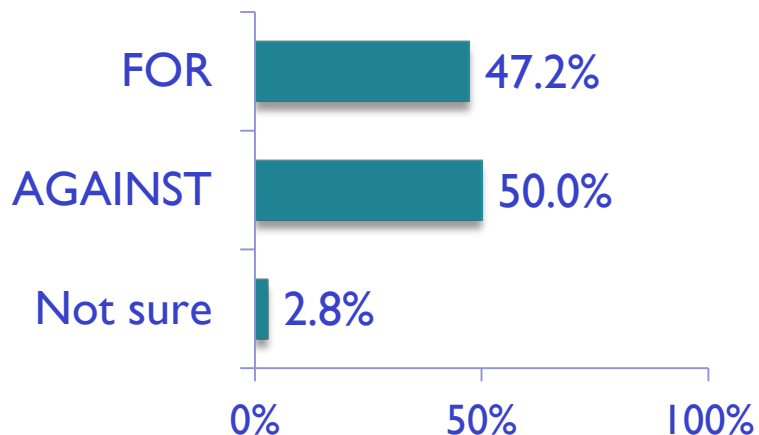
# Initiatives 5D and 5E

Do you remember either or both of these ballot initiatives? N=94 How did you vote last November? N=72

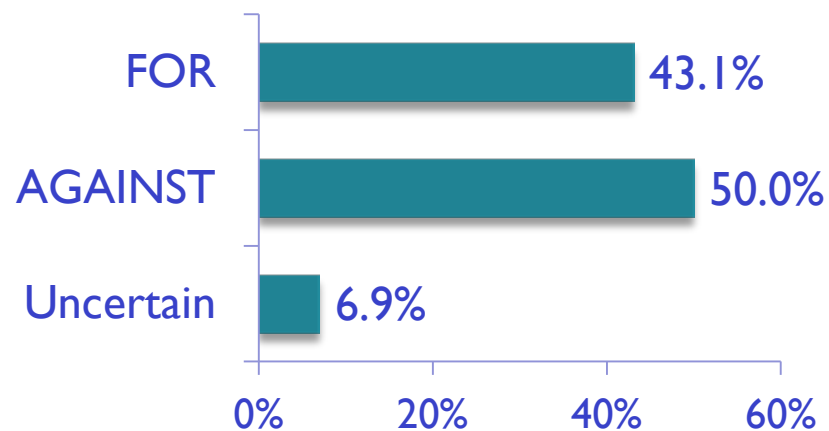
## Remember Initiatives? N=94



## 5D Vote, N=72



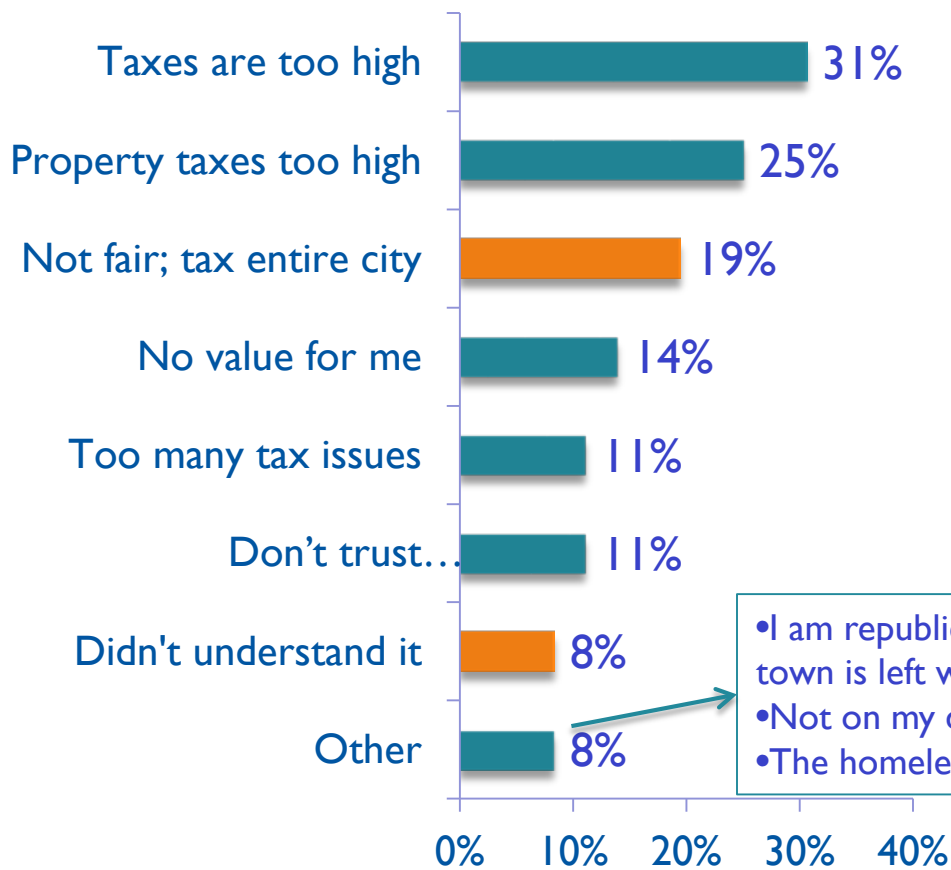
## 5E Vote, N=72



# 5D-Property Tax

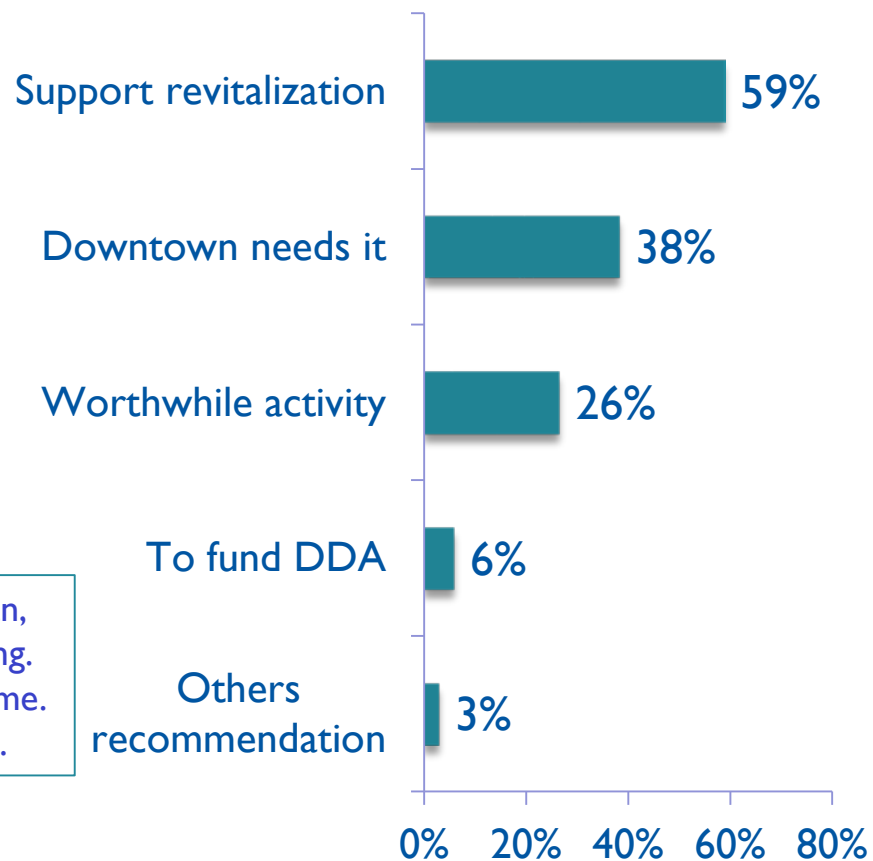
What were the main reasons you were FOR/AGAINST 5D-Property tax? N=34/36

## Reasons AGAINST



- I am republican, town is left wing.
- Not on my dime.
- The homeless.

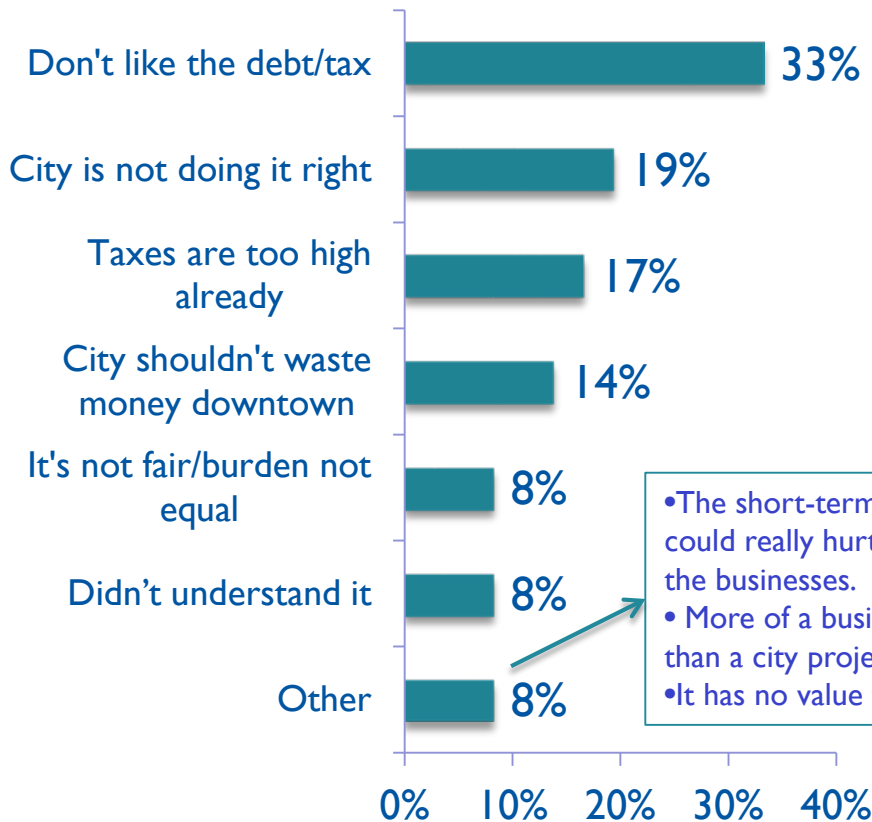
## Reasons FOR



# 5E - Debt

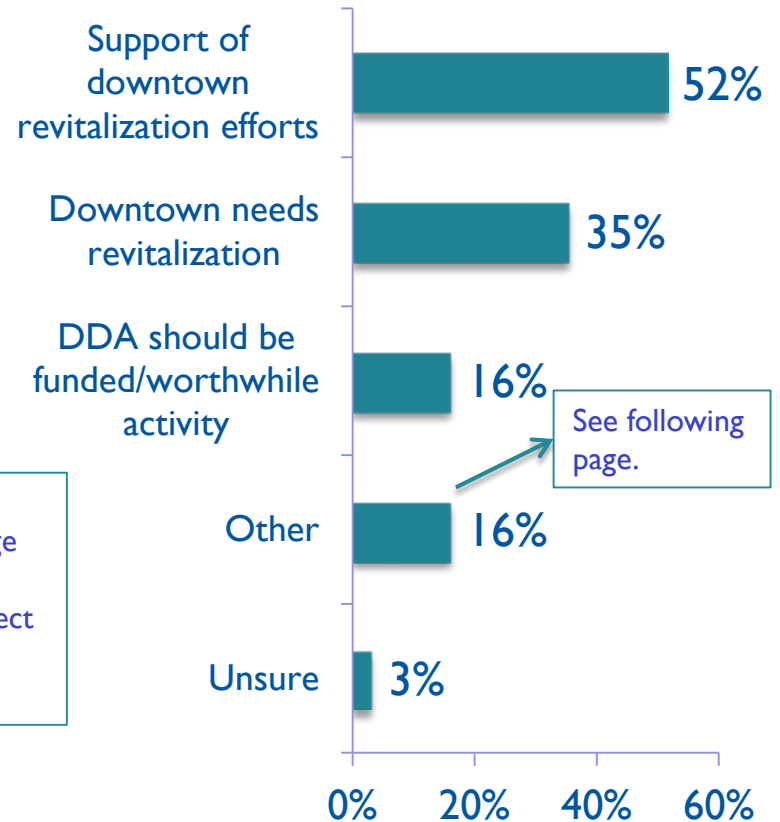
What were the main reasons you were FOR/AGAINST 5E-Debt? N=31/36

## Reasons AGAINST, N=36



- The short-term impact could really hurt & damage the businesses.
- More of a business project than a city project.
- It has no value for me.

## Reasons FOR, N=31



See following page.

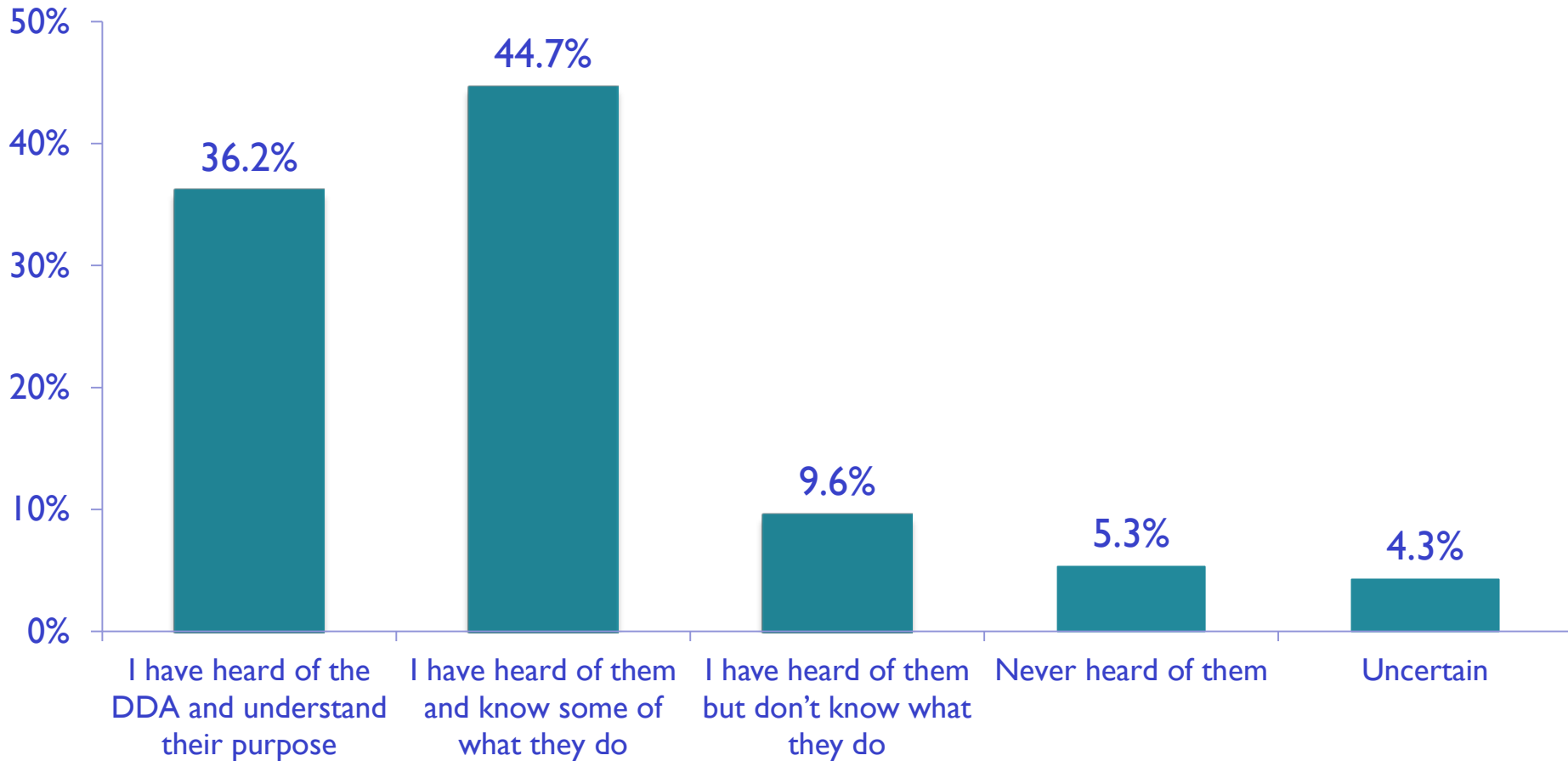
# Reasons FOR 5E – “Other”

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- ▶ *“Debt gets paid back, property taxes don’t.”*
- ▶ *“The same, but to get that proposed foundry complex built, no.”*
- ▶ *“The same as the other two, I guess.”*
- ▶ *“The city was in the way of bonds, instead of tax increases.”*
- ▶ *“Developers/Businesses should pay there own way.”*

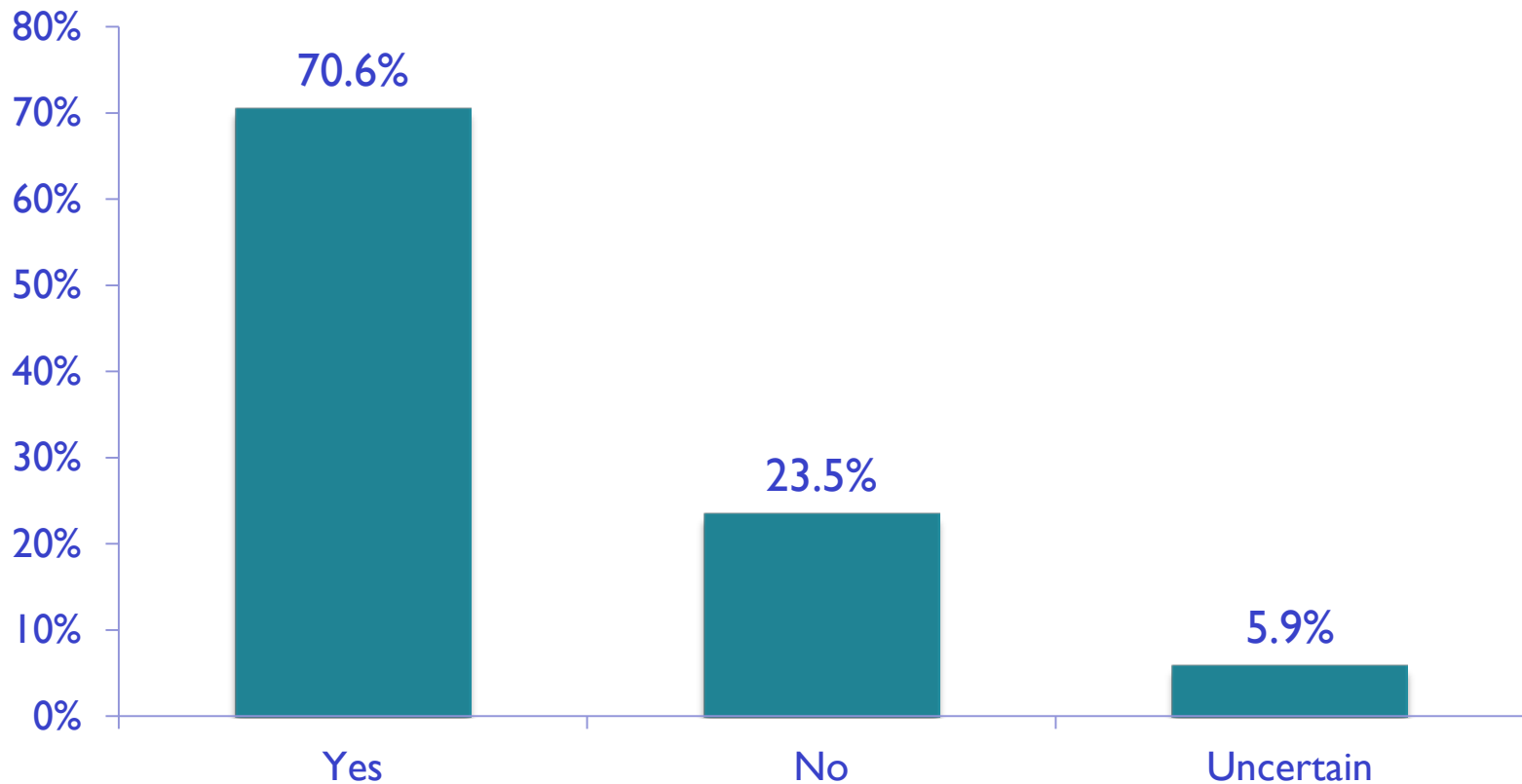
# Familiarity with DDA

How familiar are you with the Loveland Downtown Development Authority? N=94



# Familiarity w/ DDA Inception

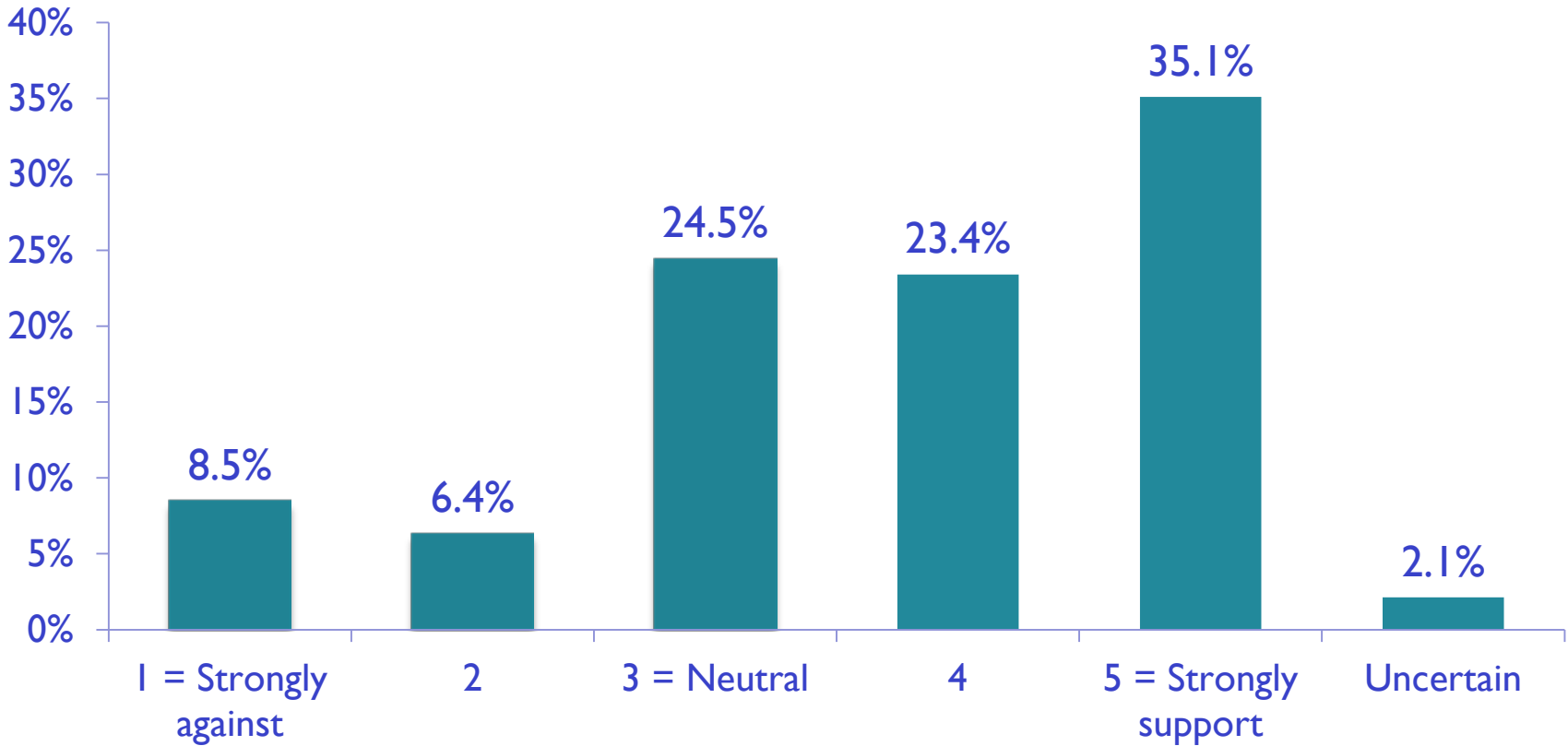
Do you/Did you know that the residents, property owners and leasehold interests within the geographic boundaries of the downtown district VOTED to create the Loveland Downtown Development Authority in February 2015, that is, the people voted to create it? N=85





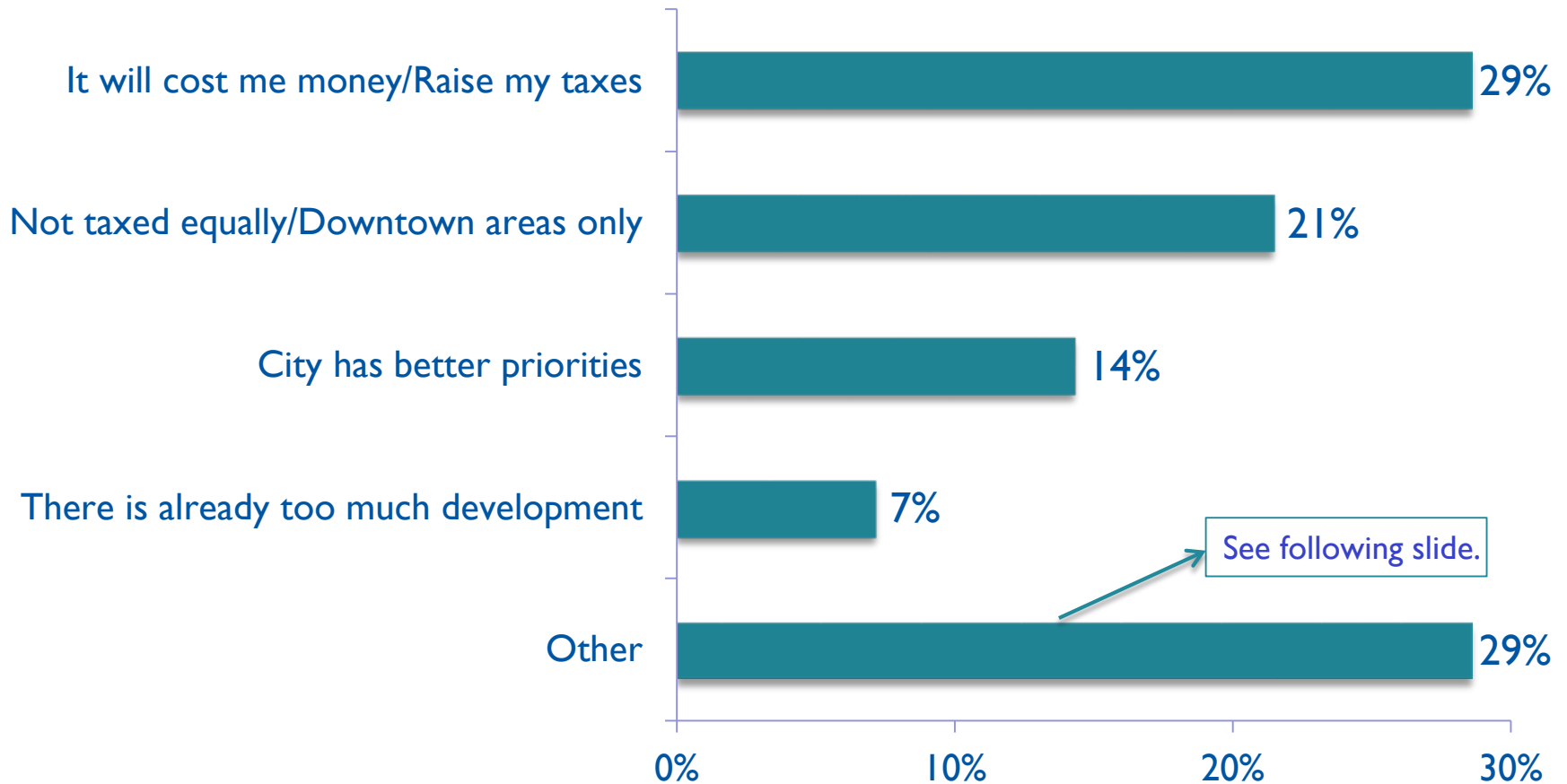
# Support of Revitalization Efforts

How much would you say you support the Downtown Development Authority's efforts to renovate/revitalize the downtown area? N=94



# Reasons AGAINST Revitalization

What are the main reasons you are against the revitalization of downtown Loveland? N=14

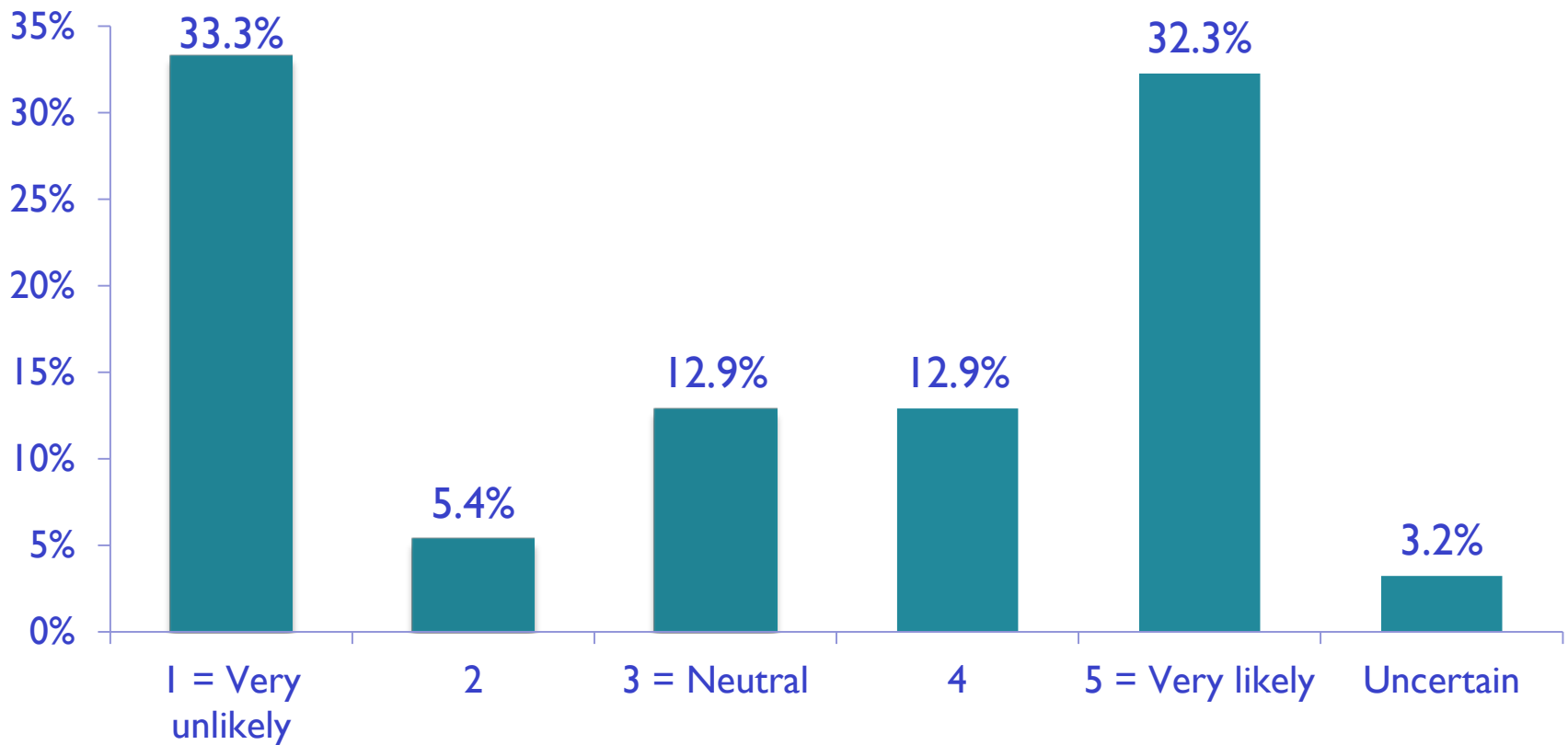


# Reasons AGAINST Revitalization – “Other”

- ▶ “WHO GETS RICH FROM IT AND WHO PAYS FOR IT.”
- ▶ “THEY HAVEN'T PLANNED IT WELL.THEY KEEP MAKING CHANGES THEN TEARING IT OUT.”
- ▶ “THEY HAVE NOT DONE A DAMN THING IN A YEAR.THEY HAVE AN EMPTY LOT THAT SITS NEXT TO THEM.”
- ▶ “THEY ARE FORCING 2 OF MY FRIENDS THAT OWN THEIR OWN BUSINESSES, 1,TO BRING IN A CERTAIN COMPANY TO TAKE THEIR TRASH AND 2,THEY SAID IF THEY DON'T HAVE A CERTAIN AMOUNT OF EMPLOYEES THEY WILL FORCE THEM OUT OF BUSINESS.THEY WANT TO BRING IN ONE BIG TRASH COMPANY TO FORCE OUT A SMALLER COMPANY THAT HAS BEEN HERE FOR A VERY LONG TIME.THE SMALL BUSINESSES JUST DON'T GET ANY RESPECT FROM THEM ANYMORE.THEY HAVE THE RIGHT TO THRIVE WITHOUT BIG GOVERNMENT.THEY NEED TO TALK TO THE SMALL BUSINESSES TO SEE WHAT THEY NEED. I HAVE BEEN HERE SINCE THE LATE NINETIES AND IT USED TO BE THE OLD STYLE PEOPLE AND THE NEW PEOPLE HAVE TURNED IT INTO A LIBERAL STATE.”

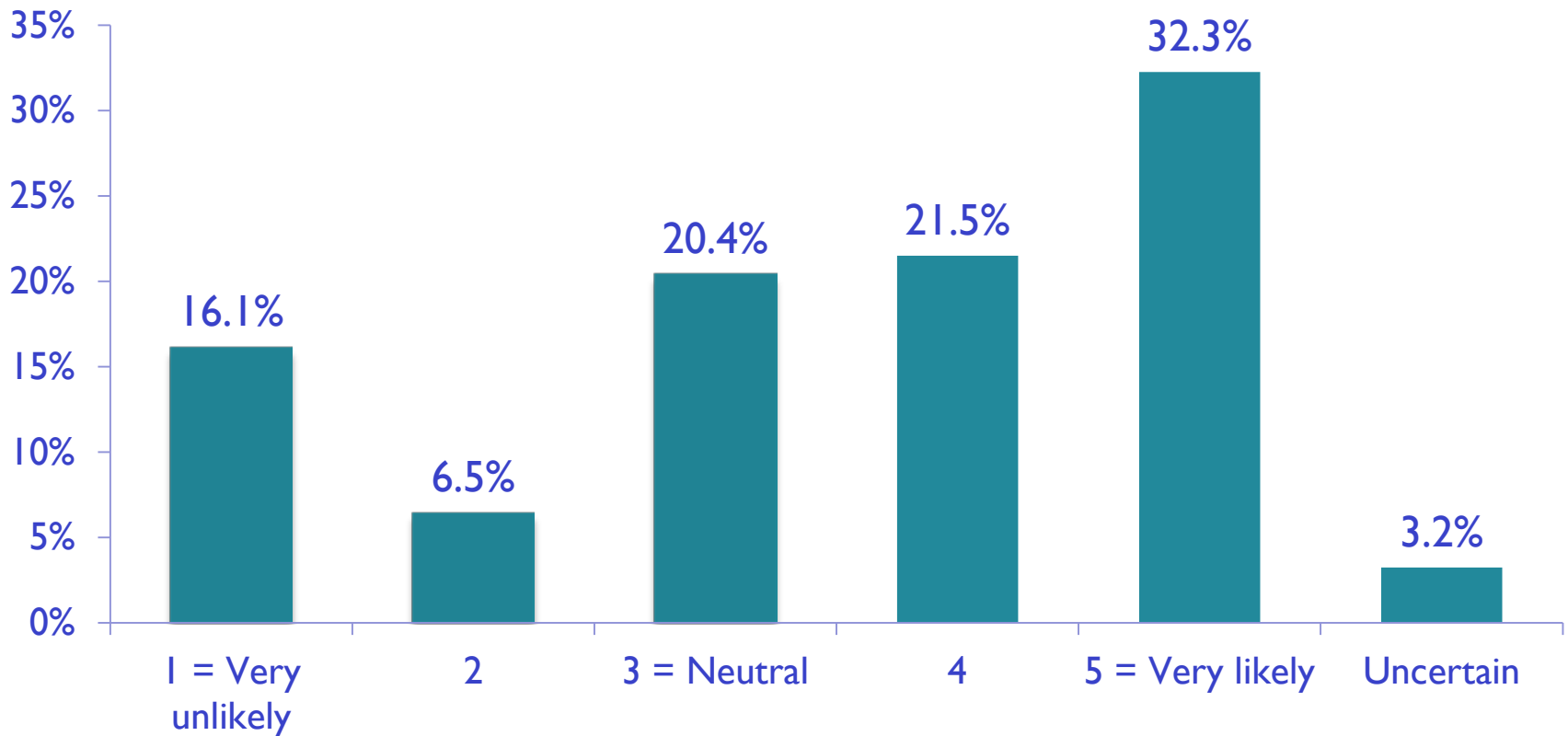
# Likelihood of Voting FOR Revitalization WITH Increase in Property Taxes

How likely would you be to vote “FOR” a ballot initiative in the next election (November 2017) asking for an increase in property taxes for the sole purpose of helping the Downtown Development Authority fund maintenance and operations to revitalize the downtown district? N=93

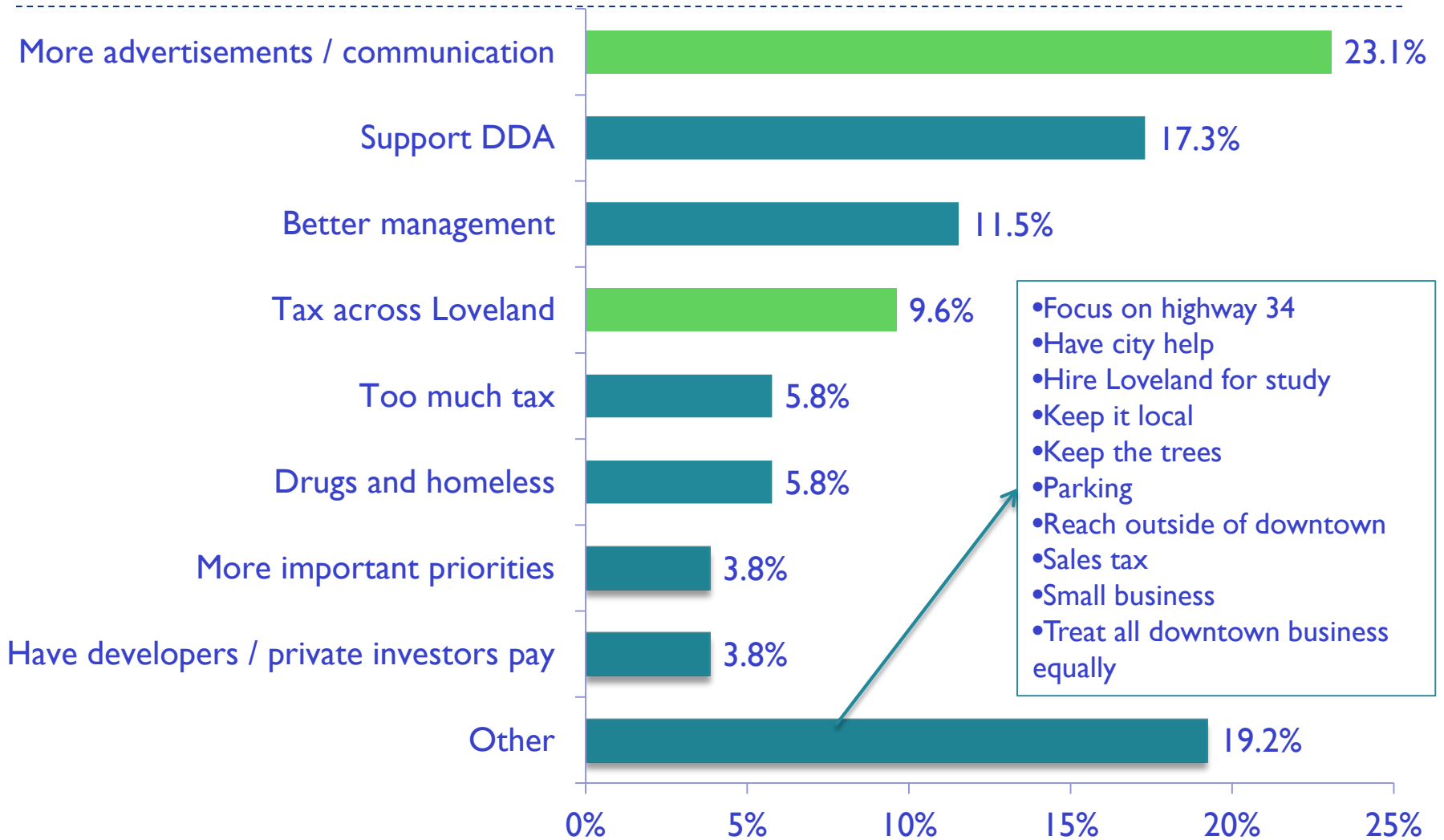


# Likelihood of Voting FOR Revitalization WITHOUT Increase in Property Taxes

How likely would you be to vote “FOR” a ballot initiative in the next election (November 2017) authorizing debt for identified capital projects – WITHOUT RAISING TAXES - and for the sole purpose of helping the Downtown Development Authority revitalize the downtown district. N=93



# Final Comments, N=52



# Selected Verbatim Comments

- ▶ **“Communicate. That Was Very Lean Last Time. I Think A Lot More People Would Have Voted For The Ballot Issue If They Knew More About It.”**
- ▶ *“Just To Keep At It. It’s A Good Program.”*
- ▶ **“I Think That If You Want More People To Understand What Your Initiatives Are, To Just Have Like Information Available At Public Places Like The Library So We Know What Their Initiatives Are.”**
- ▶ *“I Think They Have Been Doing Alright. I Can’t Give Any Instructive Criticism.”*
- ▶ **“Just Communicate With The Citizens More. I Know That Businesses Are Involved, But I Think Part Of Why The Bills Aren’t Passing Is Because The Citizens Don’t Understand Why The Downtown Development Is Going To Benefit Them As Owners And Residents. I Don’t Know If They Need To Put Things In The Paper And Media That They Aren’t Asking For Taxes For Just The Businesses, But That It Would Help The Residents, Too.”**
- ▶ *“I Think They Should Focus More On Making A Good Plan, Rather Than Trying To Have A Massive Budget.”*
- ▶ **“Have Everyone In Loveland Pay Taxes For It.”**
- ▶ *“It Would Be A Good Idea To Try To Encourage More Of The Homeless Outreach And Provide Help To Them.”*
- ▶ **“My Biggest Concern, Spread The Taxes Around The City Instead Of The One Area, And Bear The Brunt Of It.”**
- ▶ *“The Downtown Area Is Very Full Of Energy. I Always Go Downtown, And We Just Go Down There And There Is A Church Going In Somewhere, And The City Just Put A Building There. It Just Seems Like Whoever Is In Charge Of All This, Their Vision Is Just So Skewed. There Just Isn’t Anyone With Any Vision Who Should Be Doing That To The Downtown.”*

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# Data Investigations



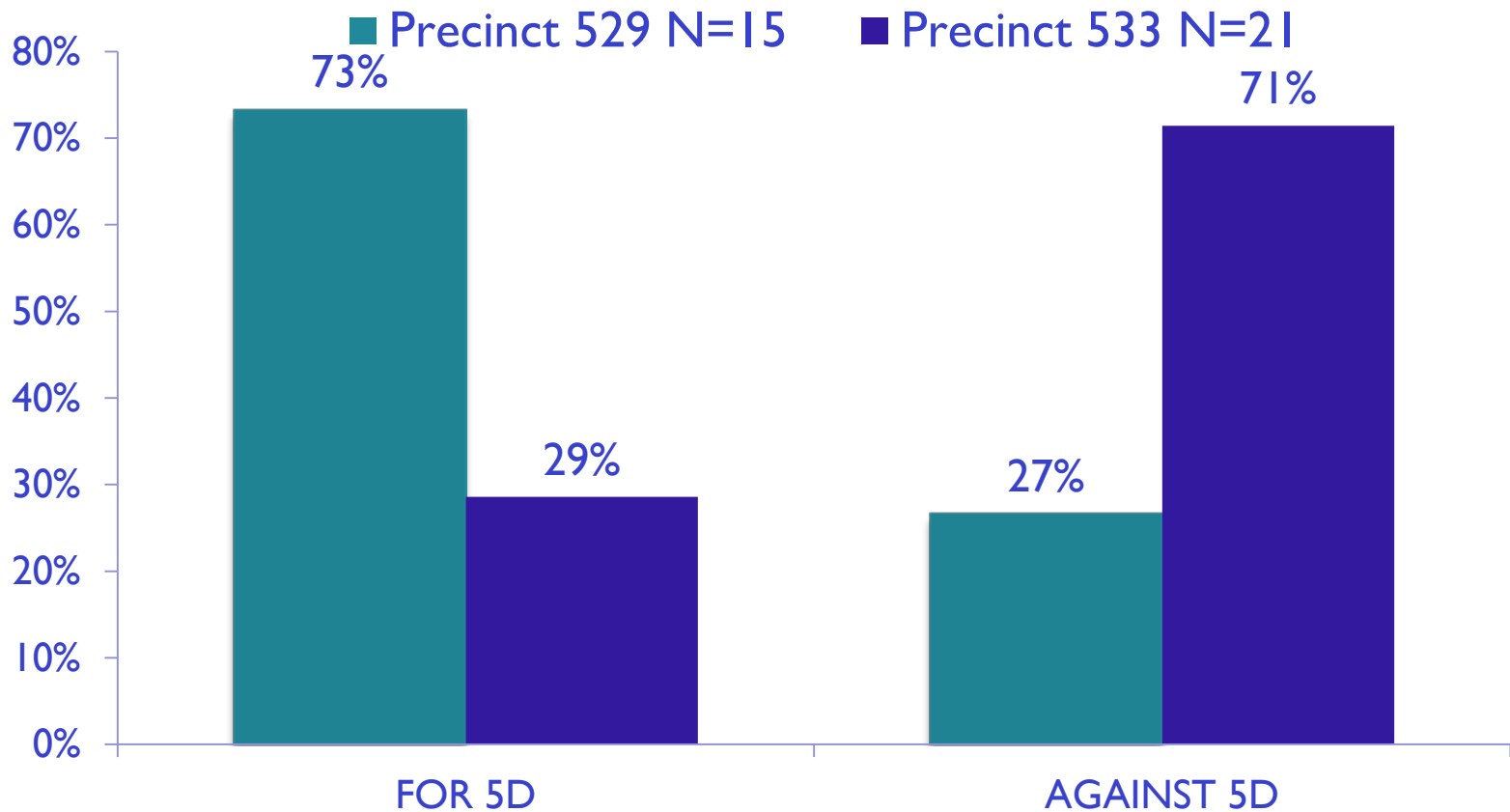
# Data Investigations

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- ▶ All demographic variables were tested for differences.
- ▶ Significant differences in how respondents voted were seen for the following variables (see following slides):
  - ▶ Precinct
  - ▶ Age
- ▶ No differences in voting or support for revitalization were found for the following variables:
  - ▶ Own or Rent?
  - ▶ Employment status
  - ▶ Income
  - ▶ Party affiliation
  - ▶ Gender

# Vote on 5D-Tax BY Precinct

Were you FOR or AGAINST 5D-Property tax? BY PRECINCT

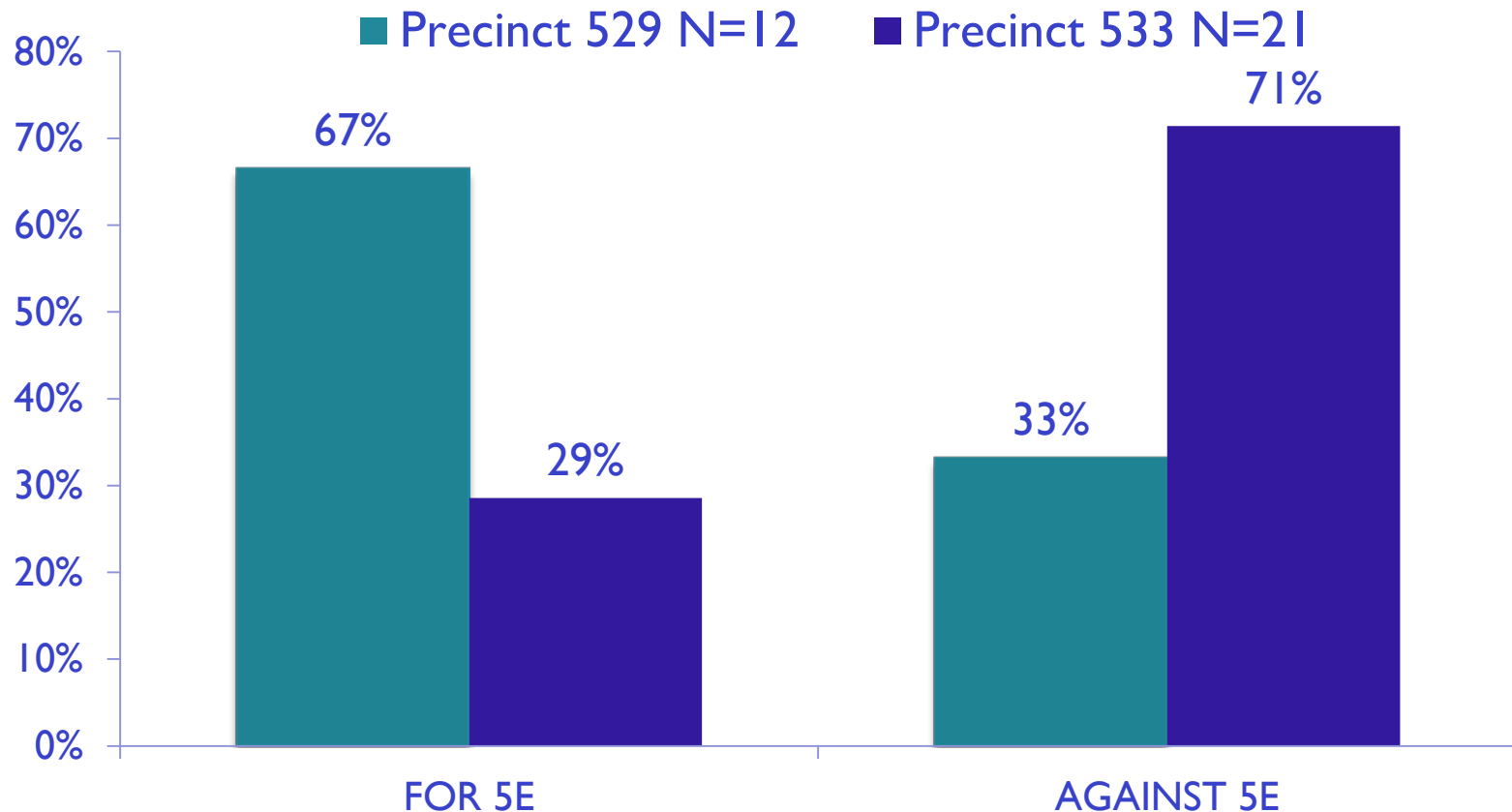


*Note: Similar difference for Likelihood to vote for "Tax Increase" in November 2017.*



# Vote on 5E-Debt BY Precinct

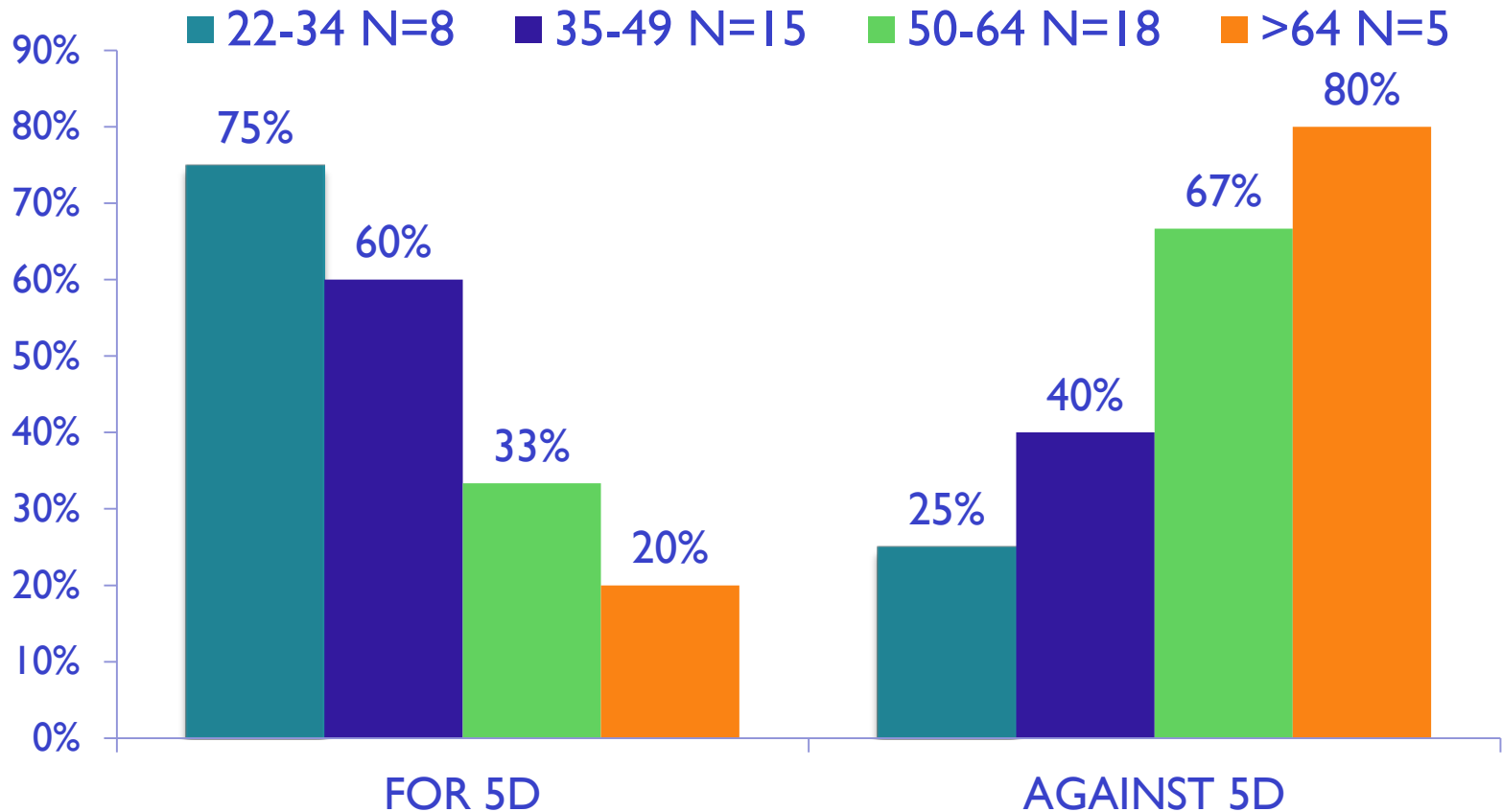
Were you FOR or AGAINST 5E- Debt? BY PRECINCT



*Note: Similar difference for Likelihood to vote for "Debt" in November 2017.*

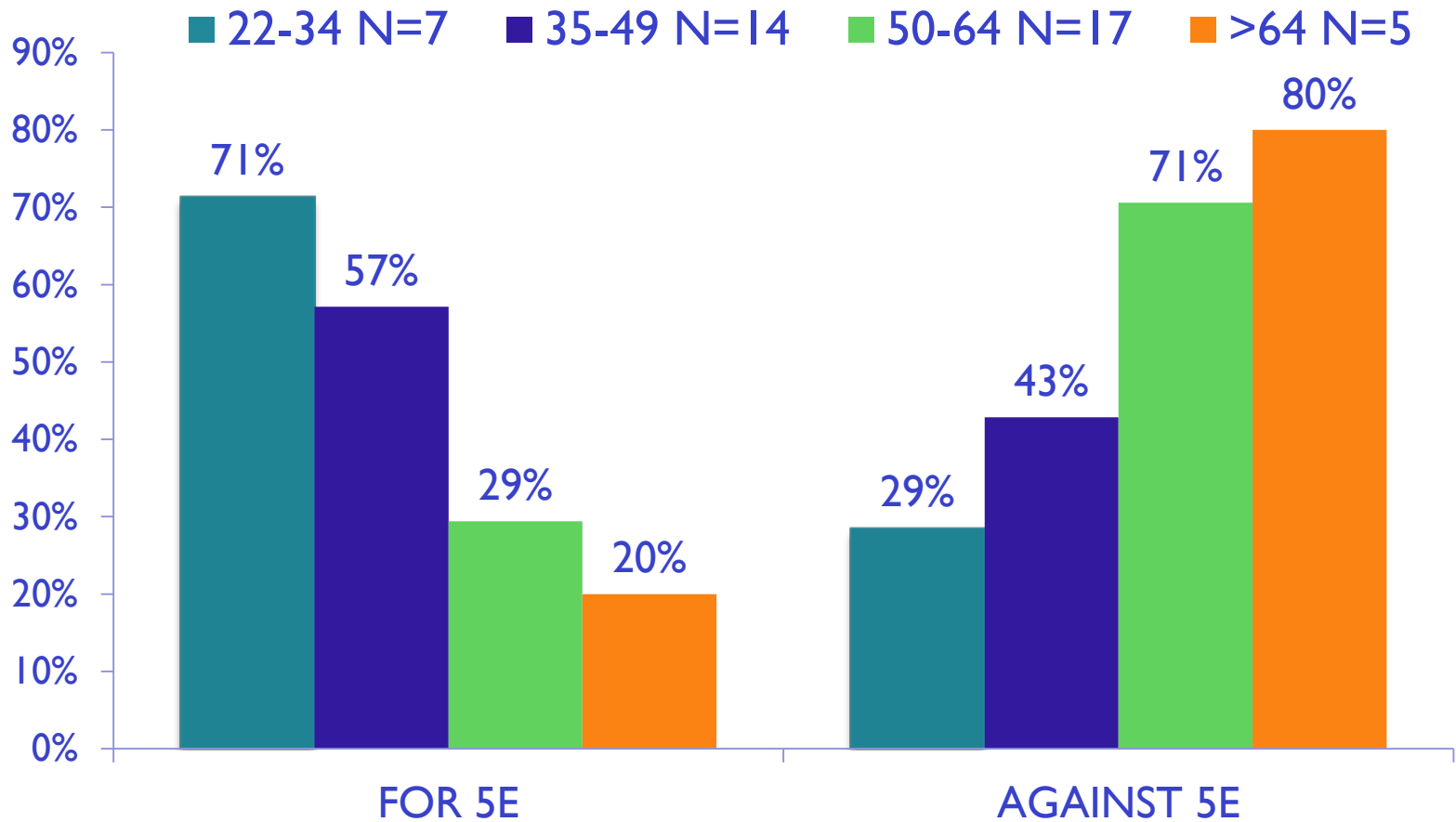
# Vote on 5D-Tax BY Age

Were you FOR or AGAINST 5D-Property tax? BY AGE



# Vote on 5E-Debt BY Age

Were you FOR or AGAINST 5E-Debt? BY AGE



# Survey Questions

- ▶ Q1. Again, the two initiatives were labeled “5D (Authorizing Property Tax Increase)” and “5E (Authorizing Debt)” Do you remember either or both of these ballot initiatives?
- ▶ Q2. [If “Yes, both” or “5D” to Q4] Were you FOR or AGAINST 5D-Property tax?
- ▶ Q3. [If “FOR” to Q5] What were the main reasons you were FOR 5D-Property tax?
- ▶ Q4. [If “AGAINST” to Q5] What were the main reasons you were AGAINST 5D-Property tax?
- ▶ Q5. [If “Yes, both” or “5D” to Q4] Were you FOR or AGAINST 5E-Debt?
- ▶ Q6. [If “FOR”] What were the main reasons you were FOR 5E-Debt?
- ▶ Q7. [If “AGAINST”] What were the main reasons you were AGAINST 5E-Debt?
- ▶ Q8. How familiar are you with the Loveland Downtown Development Authority?
- ▶ Q9. [If B, C, D to Q8] Do you/Did you know that the residents, property owners and leasehold interests within the geographic boundaries of the downtown district VOTED to create the Loveland Downtown Development Authority in February 2015, that is, the people voted to create it?
- ▶ Q10. On a scale of 1 to 5, where 1 is Strongly against and 5 is Strongly support and 3 is Neutral, how much would you say you support the Downtown Development Authority’s efforts to renovate/revitalize the downtown area?
- ▶ Q11. [If “1” or “2” to Q10] What are the main reasons you are against the revitalization of downtown Loveland?
- ▶ Q12. On a scale of 1 to 5, where 1 is Very unlikely and 5 is Very likely, and 3 is Neither likely nor unlikely, how likely would you be to vote “FOR” a ballot initiative in the next election (November 2017) asking for an increase in property taxes for the sole purpose of helping the Downtown Development Authority fund maintenance and operations to revitalize the downtown district?
- ▶ Q13. On a scale of 1 to 5, where 1 is Very unlikely and 5 is Very likely, and 3 is Neither likely nor unlikely how likely would you be to vote “FOR” a ballot initiative in the next election (November 2017) authorizing debt for identified capital projects – WITHOUT RAISING TAXES - and for the sole purpose of helping the Downtown Development Authority revitalize the downtown district? The debt would be repaid from property and sales tax revenues generated through new development and redevelopment that occurs in the downtown district.