



# Funding Fix Discussion

August 26, 2021

# Prior Actions/Discussions

- February 2-Goal 2, Financial Stability, timeline for revenue-focused ballot issue
- March 2-Consultant team introduced/Community Research and Engagement Project gets underway
- April 6-Budget proviso released for public opinion research and polling
- May 18-First status report-qualitative research and telephone poll
- June 30-Telephone Town Hall
- August 3-Second status report-telephone poll and council consensus

# Baseline Poll

April 27 – May 2 poll of 300 likely voters found:

Support for .5% sales tax rate increase:

- 29% definitely
- 21% probably
- 3% lean towards
- Total 54% in favor






Support for .75% sales tax rate increase:

- 30% definitely
- 20% probably
- 7% lean towards
- Total 57% in favor

# Engagement Summary - Open Littleton

318 responses, 15.9 hours public comment

Based on what you know right now, which of the following do you support? Select all that apply.

		Response Percent	Response Count
A retail marijuana tax rate increase (this tax is too new to determine how much it would generate, but it would likely be insignificant compared to the shortfall)		66.4%	95
A new lodging tax on hotel and short-term rental guests that could bring in up to one million dollars a year		69.9%	100
A half-cent increase in the sales tax rate (\$0.50 on a \$100 purchase) that would generate an average of \$6.5 million annually in new revenue		56.6%	81
A three-quarters cent increase in the sales tax rate (\$0.75 on a \$100 purchase) that would generate an average of \$10 million annually in new revenue		49.0%	70
None of these solutions		6.3%	9



# Engagement Summary

- Funding Fix website - launched May 21, 1,658 unique visitors, contains FAQ, Fact Sheet, 15-year CPF list, etc.
- *Littleton Report* - print edition two front page stories (26,000 postal patrons); seven stories in online edition (3,500 subscribers)
- Facebook - 11 posts from May 21-August 4, 9,000 followers
- Telephone Town Hall – 334 participants, 5,400 minutes of engagement

# Engagement Summary

- Presentations – State of the City, Planning Commission, Arts & Culture Commission, NGAC, TMB, HPB
- Direct Mail – Fact Sheet and council's invitation to participate mailed to 26,000 postal patrons
- Paid advertising – *Littleton Independent*, Facebook, 9NEWS website banner ads
- Influencer interviews – 57 total, 26 female, 21 male, 18 business owners, 15 non-profit or public sector employees, 10 former elected officials, 17 citizens with no specific affiliation
- 42 emails responded to from questions/comments to website

# Post Engagement Poll

July 20-25 poll of 300 likely voters found:

Support for .5% sales tax rate increase:

- 38% definitely
- 26% probably
- 4% lean towards
- Total 68% in favor

Support for .75% sales tax rate increase:

- 39% definitely
- 24% probably
- 3% lean towards
- Total 66% in favor

# 0.5% Sales Tax

## **0.5% could generate \$6.5M annually-Projects could include:**

- Prioritization of the \$90M+ deferred capital plan, includes:
  - Improvements to Mineral/Santa Fe intersection
  - Neighborhood streets maintenance and construction
  - Downtown streetscape improvements
  - Public Works facility replacements
  - Maintenance and improvements to Bemis Public Library, the Littleton Museum and Municipal Courthouse
- List of Projects on Littleton Web Page – “Funding Fix”



## 0.5% Versus 0.75%

### **0.75% could generate \$9.8M annually-Projects could include:**

- Greater leverage for Federally funded Transportation Projects
  - Major Corridor projects – intersections, grade separations, pedestrian improvements
  - Advancing projects sooner in time
- Broader Downtown roadway and circulation improvements
  - Streetscape – Linking north to south with Main Street
  - Safety & pedestrian improvements with adjacent residential
  - Deeper partnership for parking with potential DDA
- Comprehensive rebuild of roadway medians – safety improvements, landscaping and irrigation

## 0.5% Versus 0.75%

### 0.75% could generate \$9.8M annually-Projects could include:

- Technology upgrades – cyber security, greater integration for business & citizen transactions
- Undergrounding overhead utilities – downtown, major corridors
- Parking & pedestrian improvements adjacent to Light Rail Stations – partnership with RTD
- Improved High Line Canal grade crossings
- Broader Improvements to Geneva Lodge, Bemis House, Town Hall Arts Center, and the Art Depot

# Ballot Details

- Funds directed only to Capital Project Fund
- High Degree of Transparency on revenue & expenditures
  - Separate annual report
  - Reviewed by Transportation Mobility Board (TMB) with comments to City Council
  - Annual review by City Council
  - Report and conclusions communicated to the public
- Development of at least a 5-year financial plan
- Bonding question would come later in time



# Separate Ballot Ordinances

- Two Separate Ballot ordinances –  $\frac{3}{4}$  cent &  $\frac{1}{2}$  cent
- Staff recommendation:
  - Advance both ordinances to a Public Hearing
  - Receive public testimony & deliberate
  - Advance one ordinance to the November Ballot
  - Recommended motions:
    1. *“I move to approve an ordinance on first reading submitting to the registered electors of the City of Littleton, Colorado, a ballot issue regarding a  $\frac{1}{2}$  **cent** sales and use tax increase to fund the cost of capital improvement projects and to set the second reading and public hearing at a special meeting on August 26, 2021”*
    2. *“I move to approve an ordinance on first reading submitting to the registered electors of the City of Littleton, Colorado, a ballot issue regarding a  $\frac{3}{4}$  **cent** sales and use tax increase to fund the cost of capital improvement projects and to set the second reading and public hearing at a special meeting on August 26, 2021”*





Questions?