

City of Louisville, CO

2009 Policy Survey

Report of Results

August 2009



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Summary of Results

Survey Background and Methods

Many jurisdictions are facing tough decisions due to the current economic climate and are eliciting feedback from residents to aid in decision-making. The City of Louisville 2009 Policy Survey provided registered voters the opportunity to give feedback to the government on budgeting decisions and resource allocation. The survey asked respondents their opinions about the tradeoffs between reducing service levels and raising or implementing taxes or fees to cover potential budget shortfalls.

A randomly selected sample of 1,000 registered voters within Louisville were mailed the survey. Of these, 993 were delivered to occupied households. A total of 508 completed surveys were received, for a response rate of 51%. Survey results were weighted so that respondent age and gender were represented in the proportions reflective of the entire voter population.

The survey packet was four-pages in length. The first two pages contained a letter from the mayor inviting participation, background information about City operations and finances and information about current and potential taxes and fees and the costs associated with each. The last two pages were devoted to the survey questions (see *Appendix D: Survey Instrument*).

Typical surveys are used to gather the opinions of the general population based on their existing knowledge or brief description on the survey. The 2009 Louisville Policy Survey sought to gather the opinions of registered voters who also were given the opportunity to become educated on the issues covered in the survey prior to providing their feedback. Therefore, the results discussed on the following pages are not intended to represent the views of all registered voters in the City, but they might suggest what other registered voters who are educated on the issues might think.

Even though all respondents to the survey were provided the chance to educate themselves on the subject matter, it is understandable that not everyone had time to do so. More than half of respondents reported reading all the materials, about a quarter read most of the materials, 1 in 10 read some of the materials and only 4% said they did not read any of the materials.

Understanding the Results

Following the summary of results, tables showing the frequency distributions (the percent giving each possible response to a particular question) are presented in the body of the report. The majority of the tables in the body of the report display the responses from respondents who had an opinion about a specific item (and did not select “don’t know”). A complete set of frequencies for each survey question that included a “don’t know” response is presented in *Appendix A: Complete Set of Frequencies*.

The 95 percent confidence level for this survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (508).

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

Survey Findings

The first few questions on the 2009 Policy Survey asked registered voters their thoughts on the overall quality of life and economic health in Louisville. Generally, voters were happy with the quality of life in Louisville, with nearly all respondents saying it was “excellent” or “good.” Eight in 10 respondents felt that they got an “excellent” or “good” value of services for the taxes paid to the City and about three-quarters (72%) felt the overall economic health of the city was “good” or better.

Registered voters were asked to rate their current financial status and to gauge what impact, if any, the economy would have on their family income in the following six months. A majority of respondents said that their finances were about the same as they were a year ago and predicted their finances would be about the same a year from now. Very few respondents (14%) reported that they were “much” or “somewhat better” off financially than they were a year ago, and twice as many voters felt they would be at least “somewhat better” off financially a year from now. Nine in 10 voters thought there would be either no economic impact (46%) or a negative impact (47%) on their household income in the next six months; only 7% felt there would be a positive impact.

When asked to evaluate the current property and sales tax rates in Louisville, a majority of respondents felt that they were “about right” (63% and 64%, respectively). About one-quarter felt that the property and sales tax rates in the city were a “little too high” and 1 in 10 or fewer felt that they were “much too high.”

Survey respondents were asked to state their preference for service reductions or tax increases should the gap between the City’s costs and revenues widen. Voters were split on their preference, with 54% saying they would rather see a reduction in service levels than have their taxes raised or a new tax implemented, and 46% stating they preferred a tax increase.

All respondents were asked whether or not they would support or oppose reductions in the levels of service for seven different areas. The most support was for eliminating or reducing activities at community events (65% “strongly” or “somewhat” support), followed by reducing maintenance and acquisition of open space (59%). Half of respondents were in support of reducing services related to parks (49% support), recreation (49%) and the library (47%). Fewer voters supported reducing transportation services and police and municipal courts (33% and 29% support, respectively). The strongest opposition was for reducing service levels related to transportation and police and municipal courts (35% and 37% “strongly” oppose, respectively).

As mirrored in the findings of support or opposition for service reductions, when asked to select the two services they would choose to reduce, community events and open space topped the list of services with about half of respondents selecting these at the top one or two services to reduce. Transportation and parks were the services voters were less likely to select for service reductions, with police and courts rounding out the bottom three.

Overall, less than a quarter of registered voters “strongly” supported any of the tax increases or new taxes or fees options. If the City were to ask voters to approve a tax increase or a new tax or fee to cover rising costs, 62% of respondents reported they would be most likely to support a new residential building use tax. Half (48% “strongly” or “somewhat” support) said they would support a new transportation fee, 46% supported a new consumer use tax and 42% supported a sales tax increase. The lowest support was shown for a property tax increase, with just over one-third supporting this tax. When asked to select the two taxes they would most prefer, the relative order was similar to the amount of support shown for each new tax or tax increase. Most respondents

preferred a new residential building use tax (60%), followed by a new transportation fee and a new consumer use tax (38% and 38%, respectively).

Voters responding to the survey were asked how much, if any, of a property or sales tax increase they would be willing to vote for. About 4 in 10 respondents said they would not be willing to vote for a property or sales tax increase (38% and 39%, respectively). About one-third of respondents said they would be willing to vote for the smallest tax increase – 1.0 mill of property tax and 1/8% sales tax. Fewer respondents were willing to pay the other tax increase amounts.

Tables of Survey Results

The following tables include response for each question on the survey excluding “don’t know” responses.

Table 1: Ratings of Quality of Life, Economic Health and Value for Tax Dollars

Please circle the number that comes closest to your opinion about the following:	Excellent	Good	Fair	Poor	Total	Percent reporting "excellent" or "good"
The overall quality of life in Louisville	65%	34%	2%	0%	100%	98%
The overall economic health of Louisville	7%	65%	25%	3%	100%	72%
The value of services for the taxes paid to the City of Louisville	25%	56%	15%	4%	100%	81%

Table 2: Current Financial Status

Please circle the number that best represents your answer. Would you say that you (and your household)...	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Total	Percent reporting "much" or "somewhat" better
Are better off or worse off financially than you were a year ago	2%	12%	40%	34%	13%	100%	14%
Will be better off or worse off financially in a year from now	4%	28%	47%	17%	4%	100%	32%

Table 3: Household Economic Impact in Next Six Months

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	1%
Somewhat positive	6%
Neutral	46%
Somewhat negative	39%
Very negative	8%
Total	100%
Percent reporting "very" or "somewhat" positive	7%

Table 4: Ratings of Current Tax Rates

Please circle the number that best represents your feelings about the current tax rates in Louisville.	About right	A little too high	Much too high	Total	Percent reporting "about right"
Property tax rate	63%	26%	11%	100%	63%
Sales tax rate	64%	29%	7%	100%	64%

Table 5: Preference for Service Reduction or Tax Increase

If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?	Percent of respondents
Reduce service	54%
Raise taxes	46%
Total	100%

Table 6: Support for or Opposition to Service Reductions

If the City had to reduce services to cut costs, to what extent would you support or oppose the City reducing the level of each of the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	Percent "support"
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	24%	41%	22%	14%	100%	65%
Open space (i.e., reducing maintenance & acquisition)	23%	35%	22%	19%	100%	59%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	9%	40%	30%	21%	100%	49%
Recreation (i.e., reducing hours & services/programs, senior services)	11%	38%	29%	22%	100%	49%
Library (i.e., reducing hours & services/programs)	11%	36%	27%	26%	100%	47%
Transportation (i.e., reducing street maintenance, snow plowing)	8%	25%	32%	35%	100%	33%
Police & municipal courts	9%	20%	34%	37%	100%	29%

Table 7: Preferred Service Areas for Reducing Service Levels

If the City had to reduce service levels, which 2 services would you choose for reduction? (Please check only TWO service areas.)	Percent of respondents*
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	51%
Open space (i.e., reducing maintenance & acquisition)	48%
Library (i.e., reducing hours & services/programs)	26%
Recreation (i.e., reducing hours & services/programs, senior services)	23%
Police & municipal courts	20%
Transportation (i.e., reducing street maintenance, snow plowing)	15%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	15%

*Nearly all respondents selected two responses so the total is approximately 200%.

Table 8: Support for or Opposition to New Taxes or Tax Increases

If the City asked voters to approve a tax increase to cover rising costs and the amount of revenue raised from each tax or fee was equal, to what extent would you support or oppose the following tax increases, new taxes or fees?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	Percent "support"
A new residential building use tax	28%	34%	19%	19%	100%	62%
A new transportation fee	13%	35%	27%	25%	100%	48%
A new consumer use tax	15%	32%	28%	26%	100%	46%
A sales tax increase	8%	34%	30%	28%	100%	42%
A property tax increase	11%	26%	23%	40%	100%	37%

Table 9: Preferred New Taxes or Tax Increases

If the City asked voters to approve tax increases, new taxes or fees to increase revenues to meet rising costs, and the amount of revenue raised from each tax or fee was equal, which 2 options would you most prefer. (Please check only TWO taxes or fees.)	Percent of respondents*
A new residential building use tax	60%
A new transportation fee	38%
A new consumer use tax	38%
A sales tax increase	33%
A property tax increase	28%

*Nearly all respondents selected two responses so the total is approximately 200%.

Table 10: Amount Voters are Willing to Pay for a Property Tax Increase

If City asked voters to pass a property tax increase, how much, if any, would you be willing to vote for? The following increases would be paid annually for a residential or business property valued at \$250,000.	Percent of respondents
Nothing	38%
1.0 mill = \$20 residential/\$72 business	30%
1.5 mills = \$30 residential/\$108 business	18%
2.0 mills = \$40 residential/\$144 business	14%
Total	100%

Table 11: Percentage Voters Are Willing to Pay for Sales Tax Increase

If City asked voters to pass a sales tax increase, how much, if any, would you be willing to vote for?	Percent of respondents
Nothing	39%
1/8 %	34%
1/4 %	18%
1/2 %	9%
Total	100%

Table 12: Read Informational Materials

Many people don't read the materials before taking a survey. How much of the materials on page 1 and 2 of this survey did you get a chance to read through?	Percent of respondents
All of the materials	57%
Most of the materials	26%
Some of the materials	13%
None of the materials	4%
Total	100%

Table 13: Length of Residency

How many years have you lived in Louisville?	Percent of respondents
Less than 1 year	2%
1-5 years	26%
6-10 years	14%
11-15 years	17%
More than 15 years	41%
Total	100%

Table 14: Respondent Tenure

Do you rent or own your home?	Percent of respondents
Rent	12%
Own	88%
Total	100%

Table 15: Respondent Gender

What is your gender?	Percent of respondents
Female	53%
Male	47%
Total	100%

Table 16: Respondent Age

In which category is your age?	Percent of respondents
18-24	6%
25-34	16%
35-44	18%
45-54	28%
55-64	21%
65-74	8%
75 years or older	3%
Total	100%

Table 17: Employment Status

Are you currently employed for pay?	Percent of respondents
Yes	73%
No, but looking for work	8%
No, but not looking for work (i.e., retired, homemaker)	19%
Total	100%

Table 18: Business Owner

Do you own a business in the City of Louisville?	Percent of respondents
No	88%
Yes	12%
Total	100%

Table 19: Household Income

About how much do you estimate your household's total income before taxes was in 2008?	Percent of respondents
Less than \$24,999	5%
\$25,000 to \$49,999	16%
\$50,000 to \$99,999	35%
\$100,000 to \$149,999	26%
\$150,000 or more	18%
Total	100%

Appendix A: Complete Set of Frequencies for Questions with “Don’t Know” Responses

The following pages contain a complete set of responses to the three questions on the survey that included a “don’t know” response.

Question 1						
Please circle the number that comes closest to your opinion about the following:	Excellent	Good	Fair	Poor	Don't know	Total
The overall quality of life in Louisville	64%	33%	2%	0%	1%	100%
The overall economic health of Louisville	7%	61%	23%	3%	6%	100%
The value of services for the taxes paid to the City of Louisville	25%	54%	14%	4%	3%	100%

Question 2							
Please circle the number that best represents your answer. Would you say that you (and your household)...	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Don't know	Total
Are better off or worse off financially than you were a year ago	2%	12%	40%	33%	13%	1%	100%
Will be better off or worse off financially in a year from now	4%	25%	42%	15%	3%	11%	100%

Question 4					
Please circle the number that best represents your feelings about the current tax rates in Louisville.	About right	A little too high	Much too high	Don't know	Total
Property tax rate	55%	23%	10%	12%	100%
Sales tax rate	61%	28%	7%	5%	100%

Appendix B: Comparison of Responses by Respondent Demographics

Responses to selected survey questions by respondent demographics and question 5 on the survey are compared in this appendix. For comparisons among subgroups, the margin of error rises to plus or minus 10 percentage points for a sample size of 100 and plus or minus 31 percentage points for a sample size of 10.

Question 1 by Length of Residency, Tenure and Employment Status

Please circle the number that comes closest to your opinion about the following:	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
The overall quality of life in Louisville	100%	97%	100%	96%	98%	100%	98%	98%	99%	97%	98%
The overall economic health of Louisville	81%	68%	56%	75%	72%	76%	72%	72%	72%	72%	72%
The value of services for the taxes paid to the City of Louisville	84%	82%	82%	79%	81%	70%	83%	81%	83%	77%	81%

*Percent "excellent" or "good"

Question 2 by Length of Residency, Tenure and Employment Status

Please circle the number that best represents your answer. Would you say that you (and your household)...	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Are better off or worse off financially than you were a year ago	18%	21%	13%	9%	14%	15%	14%	14%	17%	5%	14%
Will be better off or worse off financially in a year from now	32%	49%	30%	28%	32%	47%	31%	33%	34%	27%	32%

*Percent "much" or "somewhat" better

Question 3 by Length of Residency, Tenure and Employment Status

	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months?	4%	7%	6%	9%	7%	2%	8%	7%	8%	4%	7%

*Percent "very" or "somewhat" positive

Question 4 by Length of Residency, Tenure and Employment Status

Please circle the number that best represents your feelings about the current tax rates in Louisville.	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Property tax rate	74%	78%	61%	51%	62%	80%	62%	63%	66%	54%	63%
Sales tax rate	74%	62%	70%	54%	64%	66%	64%	64%	66%	57%	63%

*Percent "about right"

Question 5 by Length of Residency, Tenure and Employment Status

If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Reduce service	43%	43%	43%	69%	54%	40%	56%	54%	54%	54%	54%
Raise taxes	57%	57%	57%	31%	46%	60%	44%	46%	46%	46%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondent

Question 6 by Length of Residency, Tenure and Employment Status

If the City had to reduce services to cut costs, to what extent would you support or oppose the City reducing the level of each of the following services?	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Transportation (i.e., reducing street maintenance, snow plowing)	32%	34%	27%	36%	33%	36%	32%	33%	32%	35%	33%
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	58%	57%	61%	73%	65%	58%	65%	65%	63%	69%	65%
Police & municipal courts	27%	28%	29%	31%	29%	44%	27%	29%	30%	26%	29%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	36%	44%	45%	61%	49%	58%	47%	49%	45%	59%	49%
Recreation (i.e., reducing hours & services/programs, senior services)	43%	40%	52%	54%	49%	50%	48%	49%	46%	57%	49%
Library (i.e., reducing hours & services/programs)	41%	37%	40%	58%	47%	42%	48%	47%	46%	51%	47%
Open space (i.e., reducing maintenance & acquisition)	44%	61%	60%	68%	59%	60%	58%	58%	57%	64%	59%

*Percent support

Question 7 by Length of Residency, Tenure and Employment Status											
If the City had to reduce service levels, which 2 services would you choose for reduction? (Please check only TWO service areas.)	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Transportation (i.e., reducing street maintenance, snow plowing)	23%	20%	13%	10%	15%	15%	15%	15%	17%	9%	15%
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	49%	51%	57%	51%	51%	39%	53%	51%	50%	54%	51%
Police & municipal courts	25%	27%	20%	15%	20%	28%	19%	20%	22%	17%	20%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	12%	15%	18%	17%	15%	15%	15%	15%	13%	21%	15%
Recreation (i.e., reducing hours & services/programs, senior services)	31%	17%	22%	20%	23%	32%	22%	23%	25%	20%	23%
Library (i.e., reducing hours & services/programs)	22%	16%	24%	32%	26%	20%	26%	26%	28%	19%	26%
Open space (i.e., reducing maintenance & acquisition)	37%	52%	46%	56%	48%	49%	48%	49%	44%	59%	48%

*Percent of respondents

Question 8 by Length of Residency, Tenure and Employment Status

If the City asked voters to approve a tax increase to cover rising costs and the amount of revenue raised from each tax or fee was equal, to what extent would you support or oppose the following tax increases, new taxes or fees?	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
A property tax increase	50%	42%	43%	25%	37%	62%	34%	37%	40%	31%	38%
A sales tax increase	48%	46%	46%	35%	42%	34%	43%	42%	40%	48%	42%
A new residential building use tax	63%	64%	69%	57%	62%	63%	62%	62%	63%	57%	62%
A new consumer use tax	52%	45%	49%	42%	46%	44%	46%	46%	45%	48%	46%
A new transportation fee	53%	60%	49%	40%	48%	38%	49%	48%	49%	48%	48%

*Percent support

Question 9 by Length of Residency, Tenure and Employment Status

If the City asked voters to approve tax increases, new taxes or fees to increase revenues to meet rising costs, and the amount of revenue raised from each tax or fee was equal, which 2 options would you most prefer. (Please check only TWO taxes or fees.)	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
A property tax increase	39%	26%	35%	17%	28%	55%	24%	27%	30%	22%	28%
A sales tax increase	31%	44%	26%	33%	33%	33%	33%	33%	29%	41%	32%
A new residential building use tax	51%	50%	63%	67%	60%	53%	60%	59%	62%	53%	60%
A new consumer use tax	39%	25%	38%	42%	38%	20%	41%	38%	37%	40%	38%
A new transportation fee	39%	54%	35%	34%	38%	37%	39%	39%	38%	39%	39%

*Percent of respondents

Question 10 by Length of Residency, Tenure and Employment Status

If City asked voters to pass a property tax increase, how much, if any, would you be willing to vote for? The following increases would be paid annually for a residential or business property valued at \$250,000.	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Nothing	31%	24%	35%	48%	38%	31%	38%	37%	35%	45%	38%
1.0 mill = \$20 residential/\$72 business	23%	41%	29%	33%	30%	29%	31%	30%	30%	29%	30%
1.5 mills = \$30 residential/\$108 business	26%	20%	18%	13%	19%	25%	18%	18%	20%	15%	19%
2.0 mills = \$40 residential/\$144 business	20%	15%	18%	7%	14%	15%	14%	14%	15%	10%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondents

Question 11 by Length of Residency, Tenure and Employment Status

If City asked voters to pass a sales tax increase, how much, if any, would you be willing to vote for?	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
Nothing	36%	32%	40%	44%	39%	40%	39%	39%	39%	40%	40%
1/8 %	31%	33%	36%	35%	34%	35%	34%	34%	32%	39%	34%
1/4 %	20%	27%	12%	16%	18%	21%	18%	18%	20%	15%	18%
1/2 %	12%	9%	12%	5%	9%	5%	9%	9%	9%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondents

Question 12 by Length of Residency, Tenure and Employment Status

How much of the materials on page 1 and 2 of this survey did you get a chance to read through?	Length of residency					Rent or own			Employed for pay		
	Five years or less	6 to 10 years	11 to 15 years	More than 15 years	Overall	Rent	Own	Overall	Yes	No/No, but looking for work	Overall
All of the materials	46%	54%	52%	66%	57%	55%	57%	57%	54%	65%	57%
Most of the materials	34%	34%	30%	17%	26%	26%	26%	26%	27%	23%	26%
Some of the materials	15%	12%	12%	13%	13%	12%	13%	13%	15%	6%	13%
None of the materials	5%	1%	5%	4%	4%	7%	4%	4%	3%	6%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Percent of respondents*

Question 1 by Age, Gender, Income and Business Owner

Please circle the number that comes closest to your opinion about the following:	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
The overall quality of life in Louisville	100%	98%	97%	98%	98%	98%	98%	96%	98%	99%	98%	98%	98%	97%	98%
The overall economic health of Louisville	80%	69%	72%	72%	75%	70%	72%	72%	69%	78%	74%	73%	72%	73%	72%
The value of services for the taxes paid to the City of Louisville	77%	82%	83%	81%	86%	76%	81%	69%	81%	87%	90%	82%	81%	81%	81%

*Percent "excellent" or "good"

Question 2 by Age, Gender, Income and Business Owner

Please circle the number that best represents your answer. Would you say that you (and your household)...	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Are better off or worse off financially than you were a year ago	16%	17%	7%	14%	9%	19%	14%	5%	12%	21%	17%	14%	14%	13%	14%
Will be better off or worse off financially in a year from now	41%	36%	22%	33%	30%	36%	33%	30%	31%	32%	39%	32%	30%	47%	32%

*Percent "much" or "somewhat" better

Question 3 by Age, Gender, Income and Business Owner

	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months?	4%	8%	7%	7%	5%	9%	7%	4%	8%	9%	8%	7%	7%	7%	7%

*Percent "very" or "somewhat" positive

Question 4 by Age, Gender, Income and Business Owner

Please circle the number that best represents your feelings about the current tax rates in Louisville.	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Property tax rate	72%	67%	51%	63%	62%	62%	62%	51%	63%	66%	73%	63%	64%	50%	63%
Sales tax rate	74%	63%	57%	64%	62%	66%	64%	62%	66%	58%	73%	64%	63%	63%	63%

*Percent "about right"

Question 5 by Age, Gender, Income and Business Owner															
If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Reduce service	42%	51%	65%	54%	49%	58%	53%	59%	56%	52%	40%	53%	52%	66%	54%
Raise taxes	58%	49%	35%	46%	51%	42%	47%	41%	44%	48%	60%	47%	48%	34%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondents

Question 6 by Age, Gender, Income and Business Owner															
If the City had to reduce services to cut costs, to what extent would you support or oppose the City reducing the level of each of the following services?	Age				Gender			Household income					Owns a business		
	18-34	35-54	55 +	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Transportation (i.e., reducing street maintenance, snow plowing)	35%	32%	33%	33%	32%	35%	33%	40%	32%	28%	31%	32%	31%	48%	33%
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	52%	63%	74%	64%	65%	64%	64%	66%	64%	60%	65%	64%	65%	61%	65%
Police & municipal courts	35%	28%	26%	29%	26%	32%	29%	35%	31%	29%	18%	29%	28%	40%	29%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	43%	43%	61%	49%	47%	51%	49%	60%	51%	38%	47%	48%	49%	50%	49%
Recreation (i.e., reducing hours & services/programs, senior services)	43%	45%	58%	48%	46%	51%	48%	56%	44%	46%	50%	48%	48%	52%	49%
Library (i.e., reducing hours & services/programs)	42%	47%	50%	47%	48%	47%	47%	52%	40%	47%	52%	47%	47%	48%	47%
Open space (i.e., reducing maintenance & acquisition)	38%	61%	69%	59%	56%	61%	58%	65%	52%	50%	66%	57%	59%	56%	59%

*Percent support

Question 7 by Age, Gender, Income and Business Owner															
If the City had to reduce service levels, which 2 services would you choose for reduction? (Please check only TWO service areas.)	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Transportation (i.e., reducing street maintenance, snow plowing)	25%	16%	7%	15%	15%	16%	15%	10%	18%	19%	16%	16%	15%	20%	15%
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	46%	50%	56%	51%	53%	48%	51%	48%	53%	52%	51%	51%	52%	47%	51%
Police & municipal courts	31%	22%	11%	20%	20%	21%	21%	25%	25%	18%	11%	20%	20%	23%	20%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	12%	14%	18%	15%	17%	13%	15%	20%	13%	13%	15%	15%	16%	10%	15%
Recreation (i.e., reducing hours & services/programs, senior services)	27%	21%	24%	23%	20%	28%	24%	17%	25%	30%	21%	24%	23%	24%	23%
Library (i.e., reducing hours & services/programs)	25%	27%	24%	26%	25%	27%	26%	23%	23%	30%	28%	26%	26%	25%	26%
Open space (i.e., reducing maintenance & acquisition)	35%	47%	59%	48%	50%	46%	48%	57%	44%	36%	60%	47%	48%	50%	48%

*Percent of respondents

Question 8 by Age, Gender, Income and Business Owner

If the City asked voters to approve a tax increase to cover rising costs and the amount of revenue raised from each tax or fee was equal, to what extent would you support or oppose the following tax increases, new taxes or fees?	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
A property tax increase	50%	40%	26%	38%	38%	37%	38%	29%	41%	41%	45%	39%	39%	29%	37%
A sales tax increase	46%	39%	44%	42%	42%	43%	42%	41%	40%	41%	53%	43%	43%	37%	42%
A new residential building use tax	62%	63%	61%	62%	62%	62%	62%	58%	62%	64%	67%	63%	63%	51%	62%
A new consumer use tax	47%	46%	46%	46%	50%	42%	46%	50%	45%	41%	57%	47%	47%	43%	46%
A new transportation fee	44%	53%	46%	48%	49%	47%	48%	40%	43%	60%	56%	49%	48%	49%	48%

*Percent support

Question 9 by Age, Gender, Income and Business Owner

If the City asked voters to approve tax increases, new taxes or fees to increase revenues to meet rising costs, and the amount of revenue raised from each tax or fee was equal, which 2 options would you most prefer. (Please check only TWO taxes or fees.)	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
A property tax increase	39%	30%	16%	28%	25%	30%	28%	21%	30%	30%	34%	29%	28%	25%	28%
A sales tax increase	31%	32%	34%	32%	33%	32%	33%	47%	23%	28%	38%	32%	32%	34%	33%
A new residential building use tax	57%	58%	64%	60%	58%	61%	59%	57%	65%	57%	51%	59%	60%	55%	60%
A new consumer use tax	39%	33%	45%	38%	41%	35%	38%	37%	36%	36%	43%	37%	40%	28%	38%
A new transportation fee	33%	43%	36%	39%	39%	38%	39%	36%	40%	45%	35%	40%	37%	49%	38%

*Percent of respondents

Question 10 by Age, Gender, Income and Business Owner															
If City asked voters to pass a property tax increase, how much, if any, would you be willing to vote for? The following increases would be paid annually for a residential or business property valued at \$250,000.	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Nothing	27%	35%	47%	37%	34%	41%	37%	47%	41%	31%	25%	37%	37%	45%	38%
1.0 mill = \$20 residential/\$72 business	32%	29%	31%	30%	35%	25%	30%	35%	27%	31%	29%	30%	30%	32%	30%
1.5 mills = \$30 residential/\$108 business	21%	21%	13%	19%	19%	18%	19%	12%	18%	20%	26%	19%	19%	13%	18%
2.0 mills = \$40 residential/\$144 business	20%	15%	9%	14%	12%	16%	14%	7%	14%	18%	20%	15%	14%	9%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondents

Question 11 by Age, Gender, Income and Business Owner

If City asked voters to pass a sales tax increase, how much, if any, would you be willing to vote for?	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
Nothing	35%	41%	40%	39%	38%	40%	39%	31%	48%	41%	27%	39%	39%	43%	39%
1/8 %	29%	33%	39%	34%	35%	32%	34%	44%	29%	32%	29%	33%	33%	41%	34%
1/4 %	26%	18%	14%	18%	19%	18%	18%	21%	13%	19%	29%	19%	19%	14%	18%
1/2 %	10%	9%	7%	9%	8%	10%	9%	4%	10%	8%	15%	9%	10%	3%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondents

Question 12 by Age, Gender, Income and Business Owner

How much of the materials on page 1 and 2 of this survey did you get a chance to read through?	Age				Gender			Household income					Owns a business		
	18-34	35-54	55+	Overall	Female	Male	Overall	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Overall	No	Yes	Overall
All of the materials	46%	56%	65%	57%	51%	63%	57%	65%	57%	51%	58%	57%	57%	59%	57%
Most of the materials	35%	27%	20%	26%	28%	24%	26%	17%	27%	30%	27%	26%	26%	29%	26%
Some of the materials	12%	15%	12%	13%	16%	10%	13%	11%	12%	16%	12%	13%	13%	10%	13%
None of the materials	8%	3%	4%	4%	6%	3%	4%	7%	4%	3%	3%	4%	4%	1%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Percent of respondents

Question 1c by Question 5

Please circle the number that comes closest to your opinion about the following:	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
The value of services for the taxes paid to the City of Louisville	72%	91%	81%

**Percent "excellent" or "good"*

Question 4 by Question 5

Please circle the number that best represents your feelings about the current tax rates in Louisville.	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
Property tax rate	38%	90%	61%
Sales tax rate	45%	84%	63%

**Percent "about right"*

Question 6 by Question 5			
If the City had to reduce services to cut costs, to what extent would you support or oppose the City reducing the level of each of the following services?	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
Transportation (i.e., reducing street maintenance, snow plowing)	45%	20%	34%
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	75%	53%	65%
Police & municipal courts	38%	21%	30%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	67%	29%	50%
Recreation (i.e., reducing hours & services/programs, senior services)	61%	35%	49%
Library (i.e., reducing hours & services/programs)	57%	37%	48%
Open space (i.e., reducing maintenance & acquisition)	73%	42%	59%

*Percent support

Question 7 by Question 5

If the City had to reduce service levels, which 2 services would you choose for reduction? (Please check only TWO service areas.)	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
Transportation (i.e., reducing street maintenance, snow plowing)	15%	16%	15%
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	46%	56%	51%
Police & municipal courts	23%	19%	21%
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	16%	13%	15%
Recreation (i.e., reducing hours & services/programs, senior services)	21%	26%	23%
Library (i.e., reducing hours & services/programs)	27%	25%	26%
Open space (i.e., reducing maintenance & acquisition)	51%	43%	47%

**Percent of respondents*

Question 8 by Question 5

If the City asked voters to approve a tax increase to cover rising costs and the amount of revenue raised from each tax or fee was equal, to what extent would you support or oppose the following tax increases, new taxes or fees?	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
A property tax increase	12%	67%	37%
A sales tax increase	26%	62%	43%
A new residential building use tax	50%	76%	62%
A new consumer use tax	32%	65%	47%
A new transportation fee	35%	65%	48%

**Percent support*

Question 9 by Question 5

If the City asked voters to approve tax increases, new taxes or fees to increase revenues to meet rising costs, and the amount of revenue raised from each tax or fee was equal, which 2 options would you most prefer. (Please check only TWO taxes or fees.)	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
A property tax increase	16%	39%	27%
A sales tax increase	33%	34%	34%
A new residential building use tax	68%	50%	59%
A new consumer use tax	36%	42%	39%
A new transportation fee	43%	33%	38%

**Percent of respondents*

Question 10 by Question 5

If City asked voters to pass a property tax increase, how much, if any, would you be willing to vote for? The following increases would be paid annually for a residential or business property valued at \$250,000.	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
Nothing	60%	12%	38%
1.0 mill = \$20 residential/\$72 business	30%	30%	30%
1.5 mills = \$30 residential/\$108 business	7%	31%	18%
2.0 mills = \$40 residential/\$144 business	3%	28%	14%
Total	100%	100%	100%

**Percent of respondents*

Question 11 by Question 5

If City asked voters to pass a sales tax increase, how much, if any, would you be willing to vote for?	If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?		
	Reduce service	Raise taxes	Overall
Nothing	53%	21%	38%
1/8 %	31%	38%	34%
1/4 %	10%	28%	18%
1/2 %	6%	14%	9%
Total	100%	100%	100%

**Percent of respondents*

Appendix C: Survey Methodology

Survey Instrument Development

Policy surveys, such as this one, ask recipients their perspectives about a specific issue facing the City for which the government wishes to collect feedback from residents or, in this case, active registered voters. The 2009 Policy Survey for Louisville was developed by initial discussions between City staff and NRC about the desired topics or issues to be covered on the survey. Topics and questions were modified to find those that were the best fit for the 2009 questionnaire. In an iterative process between City staff and NRC staff, a final two-page questionnaire was created, which also included two pages of background or explanatory information.

Sample Selection

A list of registered voters was obtained from the Boulder County Clerk and Recorder's office. Approximately 1,000 active¹ Louisville registered voters were selected to participate in the survey using a stratified, systematic sampling method. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen.) All active registered voters selected to participate in the survey resided within the City of Louisville boundaries. The survey packet was sent to a named registered voter and that specific person was asked to complete the survey.

Survey Administration

Voters received three mailings each, beginning in late June 2009. Completed surveys were collected over the following five weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent, the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the City of Louisville 2009 Policy Survey, a questionnaire and self-mailing envelope. About 1% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 993 households that received a survey, 508 completed the survey, providing a response rate of 51%.

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the most recent Boulder County Clerk and Recorder's list of active registered voters living in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those voters in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups

¹ Boulder County Clerk and Recorder designates a voter as "active" if they have had any activity on their record (i.e., change of address, registered a vehicle, registered to vote, etc.) or if they have voted in any of the last three general elections.

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

The results of the weighting scheme are presented in the figure below.

2009 Louisville, Colorado Policy Survey Weighting Table			
Characteristic	Population Norm¹	Unweighted Data	Weighted Data
Sex and Age			
18-34 years of age	22%	10%	22%
35-54 years of age	46%	50%	46%
55+ years of age	32%	40%	32%
Female	53%	54%	53%
Male	47%	46%	47%
Females 18-34	11%	5%	11%
Females 35-54	25%	27%	25%
Females 55+	17%	21%	17%
Males 18-34	10%	5%	10%
Males 35-54	22%	23%	22%
Males 55+	15%	18%	15%

¹ Source: Boulder County Clerk and Recorder, May 2009

Data Analysis

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Crosstabulations of selected survey questions by respondent characteristics are included in *Appendix B: Comparison of Responses by Respondent Demographics*. For comparisons among subgroups, the margin of error rises to plus or minus 10 percentage points for a sample size of 100 and plus or minus 31 percentage points for a sample size of 10.

Appendix D: Survey Instrument

The following is a copy of the survey instrument.

Dear Louisville resident,

The City of Louisville wants your opinion about the tradeoffs between a reduction in service levels and raising or implementing taxes or fees. We invite your household to participate in this important survey.

The long term trend indicates that the cost of providing City services is increasing slightly faster than the revenue the City receives from various sources. The current economic recession is making this trend much worse. The City can respond in several ways including reducing service levels, reducing the quality of services or raising additional revenue by asking voters to increase existing fees and taxes or impose new kinds of fees or taxes. Your answers on this survey will help City leaders determine what approach to take so please participate!

To get a representative sample of Louisville residents, this questionnaire should be completed by the registered voter to whom the survey was mailed. Please have the appropriate person take a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous; none of your answers can be linked to who you are. Responses will be reported in group form only.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about this survey, please contact Heather Balser at (303) 335-4530.

Background information about city finances is provided below. We know this information takes time to read through, but it provides an important context for the questions that follow and we really would like your thoughtful feedback and guidance. Thank you in advance for taking the time to give us your opinions – whether or not you read all the information.

Sincerely yours,



Chuck Sisk, Mayor

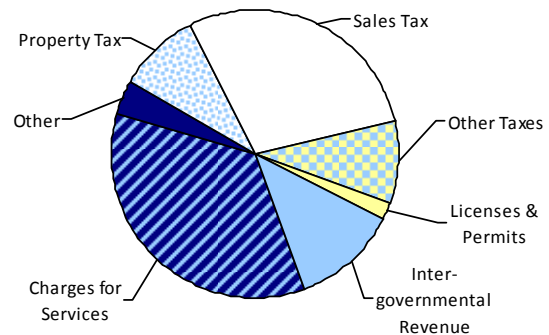
Basic Facts About the City's Operations and Finances

All of the City's operations currently cost about \$39 million per year. The table below indicates the level of funding required in each program area to maintain the current level of services and the pie chart shows where the funding for all of these operations comes from.

City-Wide Use of Funds by Program	
Program Description	2009 Budget
Public Works, Transportation & Public Utilities	\$18,430,830
Recreation & Cultural Services	\$6,769,310
Police & Municipal Courts	\$4,412,500
Debt Service	\$3,008,670
Parks & Open Space	\$2,726,020
Coordination, Administration & Technical Support	\$2,145,770
Community Development	\$1,088,020
Governance & Civic Involvement	\$213,830
Total for All Programs	\$38,794,950

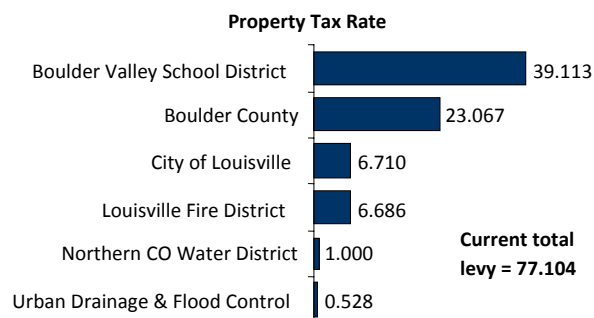
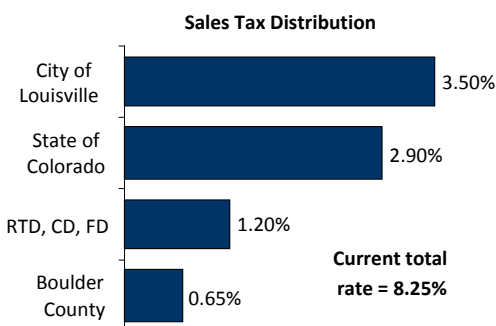
**Excludes Interfund Transfers & Internal Service Funds*

City-Wide Sources of Funds



Most City services (such as public safety, the library, open space, parks, recreation, city streets, community planning and building safety) are, to varying degrees, paid for with tax revenue. The current tax level per household in Louisville (including all sales and property tax revenue received by the City) to support these services is about \$751.00 annually.

Not all of the sales and property tax paid by Louisville residents comes to the City. Of the total sales tax collected in the City (8.25%), only about 41% comes to the City. Of the total property tax collected in the City (77.1040), only 9% of the property taxes paid comes to the City. The rest goes to the Boulder Valley School District, Boulder County, other governmental agencies and special districts. The charts below illustrate this distribution.



Current and Potential Revenue Sources and the Associated Cost of Each

Property Taxes

Property taxes are set based on the value of property. Property taxes tend to be a more stable source of revenue than sales tax. Colorado state law requires that business properties pay a higher tax rate for the same property value than residential properties. Property taxes are imposed as a mill levy (the amount of tax per thousand dollars of property value). The current mill levy for Louisville is 6.710. Under this system, each 1 mill generates about \$425,000 in property tax annually for Louisville. The adjacent table shows the cost for homeowners and businesses.

Property value	A 1 mill increase would be:	
	Residential Property Tax	Business Property Tax
\$250,000	\$20 per year	\$72 per year
\$350,000	\$28 per year	\$101 per year
\$450,000	\$36 per year	\$131 per year

Sales Taxes

Sales taxes are collected from anyone who shops in Louisville (not just Louisville residents) at the point of purchase for certain goods and utility services. The current municipal sales tax rate for Louisville is 3.5%. This means that on a \$100 purchase, the buyer would pay \$3.50 in sales tax. Each one-eighth of one percent (1/8% or 0.125%) of City sales tax generates about \$340,000 in revenue annually for the City. Assuming that, on average, each household in Louisville purchases about \$16,700 in goods and utility services within the City limits annually, each 0.125% of sales tax costs the average household about \$21.00 in sales tax per year.

Commercial and/or Residential Building Use Tax (Tax on Building Materials)

The City of Louisville currently imposes a commercial building use tax. The tax rate is 3.375% of 50% of the permit valuation for commercial construction. This generated approximately \$400,000 in 2008 but varies based on commercial development activity. The City does not have a residential building use tax at this time. If residents voted for a residential building use tax, anyone who performs construction work which requires a City of Louisville residential building permit would be required to pay the tax. The tax would be based on the cost of construction materials used in the project and set at the same rate as the commercial building use tax rate (3.375%). Construction materials are estimated to be 50% of the total project cost and the building use tax would be paid on that amount when the permit is issued.

Consumer Use Tax

Most cities around Louisville impose a consumer use tax. This is like a sales tax on purchases of tangible personal property (things like office furniture, computers and appliances) that is purchased outside the City for use within the City. Currently, Louisville does not impose such a tax. If residents voted for this tax, with a possible exemption for small purchases, it would generate about \$500,000 per year for the City with nearly all of that revenue coming from purchases made by local businesses. The consumer use tax rate would be the same as the sales tax rate.

Transportation Fee (Street Maintenance Fee)

Roughly 30% of the City of Louisville's streets are in substandard condition. Resurfacing and reconstructing all of these streets to bring them into good condition would require an additional \$1 to \$3 million of additional revenue each year for a period of 5 years. This is more than the City currently has available in the long term budget for these services. As the City incurs costs in connection with the maintenance and repair of streets, one way to pay for these maintenance costs would be to establish a street maintenance fee. All revenue from the street maintenance fee would be used exclusively to maintain the City street system and not for any general City purposes. The fee would be based on the typical vehicle traffic generated by residential, commercial or industrial properties and would be billed and collected in the City of Louisville's monthly utility bill. For example, to generate about \$500,000 in revenue per year, a monthly fee of \$3-\$5 would be charged to residential properties and a fee of \$35-\$300 would be charged to commercial or industrial properties, depending on the type and size of the property.

Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion about the following:

	Excellent	Good	Fair	Poor	Don't know
The overall quality of life in Louisville.....	1	2	3	4	5
The overall economic health of Louisville	1	2	3	4	5
The value of services for the taxes paid to the City of Louisville.....	1	2	3	4	5

2. Please circle the number that best represents your answer. Would you say that you (and your household)...

	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Don't know
Are better off or worse off financially than you were a year ago	1	2	3	4	5	6
Will be better off or worse off financially in a year from now.....	1	2	3	4	5	6

3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

4. Please circle the number that best represents your feelings about the current tax rates in Louisville.

	About right	A little too high	Much too high	Don't know
Property tax rate	1	2	3	4
Sales tax rate	1	2	3	4

5. If the gap between the City's costs and revenues widens, would you rather see service levels reduced or should the City increase revenue by asking voters to approve a tax increase?

- Reduce service
 Raise taxes

6. If the City had to reduce services to cut costs, to what extent would you support or oppose the City reducing the level of each of the following services?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Transportation (i.e., reducing street maintenance, snow plowing).....	1	2	3	4
Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations and Clean Up Day)	1	2	3	4
Police & municipal courts	1	2	3	4
Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)	1	2	3	4
Recreation (i.e. reducing hours & services/programs, senior services).....	1	2	3	4
Library (i.e., reducing hours & services/programs)	1	2	3	4
Open space (i.e., reducing maintenance & acquisition).....	1	2	3	4

7. If the City had to reduce service levels, which 2 services would you choose for reduction? (Please check only TWO service areas.)

- Transportation (i.e., reducing street maintenance, snow plowing)
 Community events (i.e., eliminating or reducing activities at the Fourth of July & Labor Day celebrations, Clean Up Day)
 Police & municipal courts
 Parks (i.e., reducing mowing & playground maintenance, maintenance of paths & trails)
 Recreation (i.e. reducing hours & services/programs, senior services)
 Library (i.e., reducing hours & services/programs)
 Open space (i.e., reducing maintenance & acquisition)

8. If the City asked voters to approve a tax increase to cover rising costs and the amount of revenue raised from each tax or fee was equal, to what extent would you support or oppose the following tax increases, new taxes or fees? (Please see the information on page 2 for definitions of each tax and fee.)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
A property tax increase.....	1	2	3	4
A sales tax increase.....	1	2	3	4
A new residential building use tax	1	2	3	4
A new consumer use tax	1	2	3	4
A new transportation fee.....	1	2	3	4

9. If the City asked voters to approve tax increases, new taxes or fees to increase revenues to meet rising costs, and the amount of revenue raised from each tax or fee was equal, which 2 options would you most prefer. (Please check only TWO taxes or fees. For more information on each tax and fee, see page 2.)

- A property tax increase
- A sales tax increase
- A new residential building use tax
- A new consumer use tax
- A new transportation fee

10. If City asked voters to pass a property tax increase, how much, if any, would you be willing to vote for? The following increases would be paid annually for a residential or business property valued at \$250,000. (See page 2 for more information about property taxes.)

- Nothing
- 1.0 mill=\$20 residential/
\$72 business
- 1.5 mills=\$30 residential/
\$108 business
- 2.0 mills=\$40 residential/
\$144 business

11. If City asked voters to pass a sales tax increase, how much, if any, would you be willing to vote for? (See page 2 for more information about sales taxes.)

- Nothing
- 1/8 %
- 1/4 %
- 1/2 %

12. Many people don't read the materials before taking a survey. How much of the materials on page 1 and 2 of this survey did you get a chance to read through?

- All of the materials
- Most of the materials
- Some of the materials
- None of the materials

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Louisville?

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-15 years
- More than 15 years

D2. Do you rent or own your home?

- Rent
- Own

D3. What is your gender?

- Female
- Male

D4. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

D5. Are you currently employed for pay?

- Yes
- No, but looking for work
- No, but not looking for work (i.e., retired, homemaker)

D6. Do you own a business in the City of Louisville?

- No
- Yes

D7. About how much do you estimate your household's total income before taxes was in 2008?

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Thank you for completing this survey! Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO BOX 549, Belle Mead, NJ 08502-992