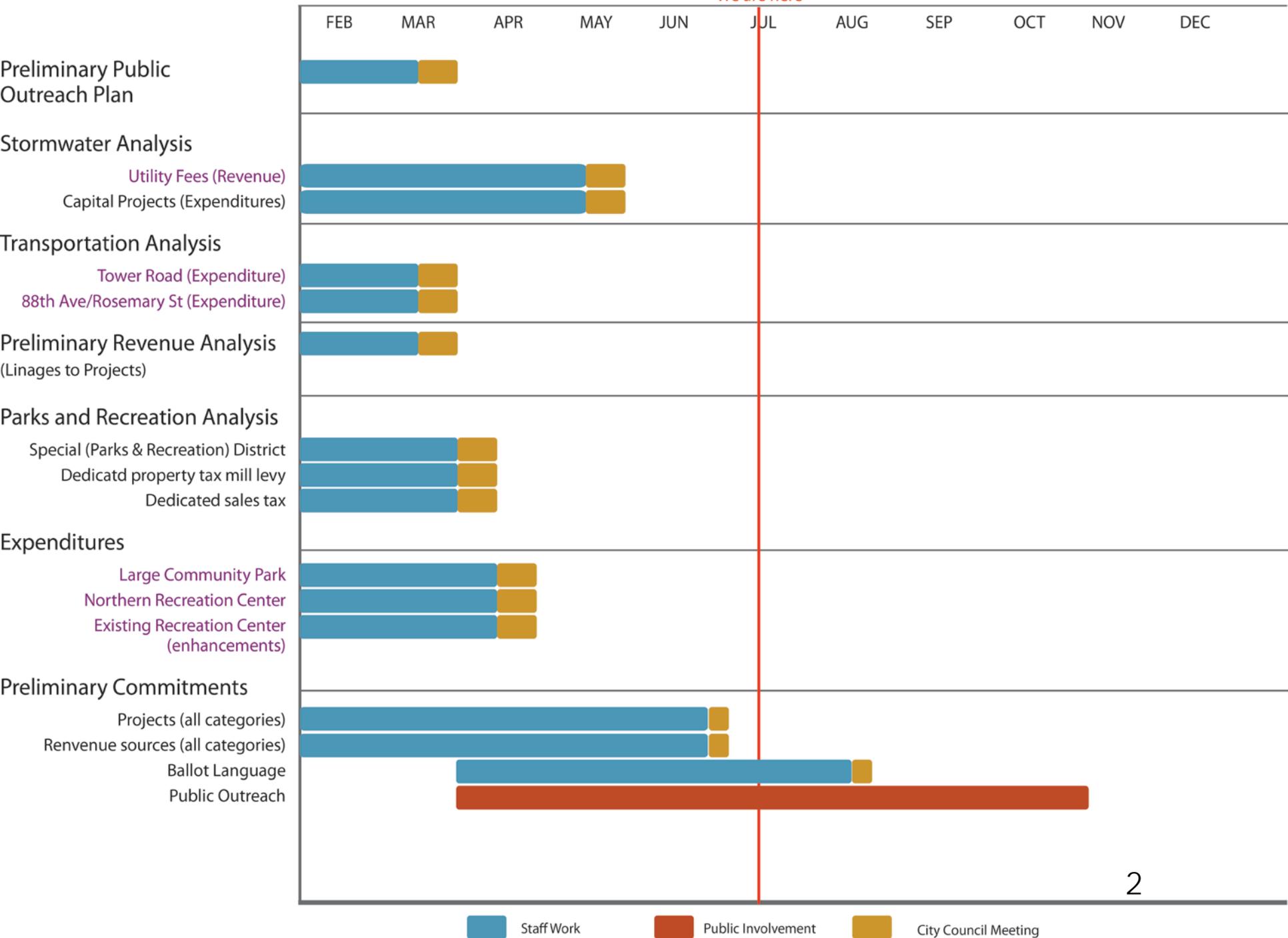


QCI Survey Results





Commerce City Ballot Measure Polling Presentation



Keating Research

Chris Keating, Ph.D., is the President and founder of Keating Research. Keating has worked as a public opinion pollster in Colorado for the past 18 years, during which time he has conducted hundreds of successful polling research projects for ballot measures and candidates.

Keating Research has established itself as the leading Colorado polling and voter research firm, most recently earning accolades for accuracy in their statewide Presidential Tracking Poll for the 2012 election. A few recent highlights include:

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

Sewald Hanfling Public Affairs

Sewald Hanfling is a Colorado based public affairs firm with 40 years of government, business and community experience to help clients achieve their goals at the local, state and national level. They are known as people who “get things done”.

R.D. Sewald –Senior Strategic Advisor & Director of Government Affairs for Governor Hickenlooper, 20+ years of state/local government experience with emphasis on public policy and political management.

Josh Hanfling – active in Colorado political, business and non-profit communities for 20+ years. Former CEO of Qube Visual, involved with Hickenlooper and Hancock mayoral races and member of Clinton Global Initiative.

Collon Kennedy – partner with Colorado Communique since 2000. Strategist, government relations and municipal/federal campaign management.

Polling Methodology

- ✓ 602 live telephone interviews among likely November 2013 voters throughout Commerce City chosen at random from a list of registered voters.
- ✓ Interviews were conducted from June 6-11, 2013
- ✓ The worst case margin of error for these results is plus or minus 4.0%
- ✓ Representative sample of likely November 2013 voters in Commerce City based on gender, age, party affiliation, ethnicity and region.
- ✓ Cell phone numbers were included such that 37% of respondents conducted the interview by cell phone.
- ✓ The poll was conducted by Keating Research, Inc.

Polling Objectives & Goals

- ◆ Understand Attitudes Toward Commerce City, City Government, and City Services.
- ◆ Gauge Support For a Sales Tax Increase Within The Range of ½% to 1% To Pay For Specific Commerce City Improvement Projects.
- ◆ Determine Priorities Among Seven Different Improvement Projects Including:
 1. Building A New Recreation Center at 2nd Creek,
 2. Building A New Community Park at 2nd Creek,
 3. Upgrading The Existing Recreation Center,
 4. Widening Tower Road,
 5. Building Three New Neighborhood Parks,
 6. Making Improvements to 88th Avenue, and
 7. Making Improvements to Rosemary Street.
- ◆ Determine Support For Additional Proposals To Raise Revenues.

Key Poll Findings

- ◆ Voters Like The Direction That Commerce City Is Heading.
- ◆ Voters Feel Good About Most Areas Of Commerce City Government Services.
- ◆ A **Half Percent** Sales Tax Increase To Pay For Improvement Projects Receives 56% Majority Support.
- ◆ A **One Percent** Sales Tax Increase To Pay For Improvement Projects Receives 57% Majority Support.
- ◆ Building A New Recreation Center and Widening Tower Road To Four Lanes are The Highest Priorities.

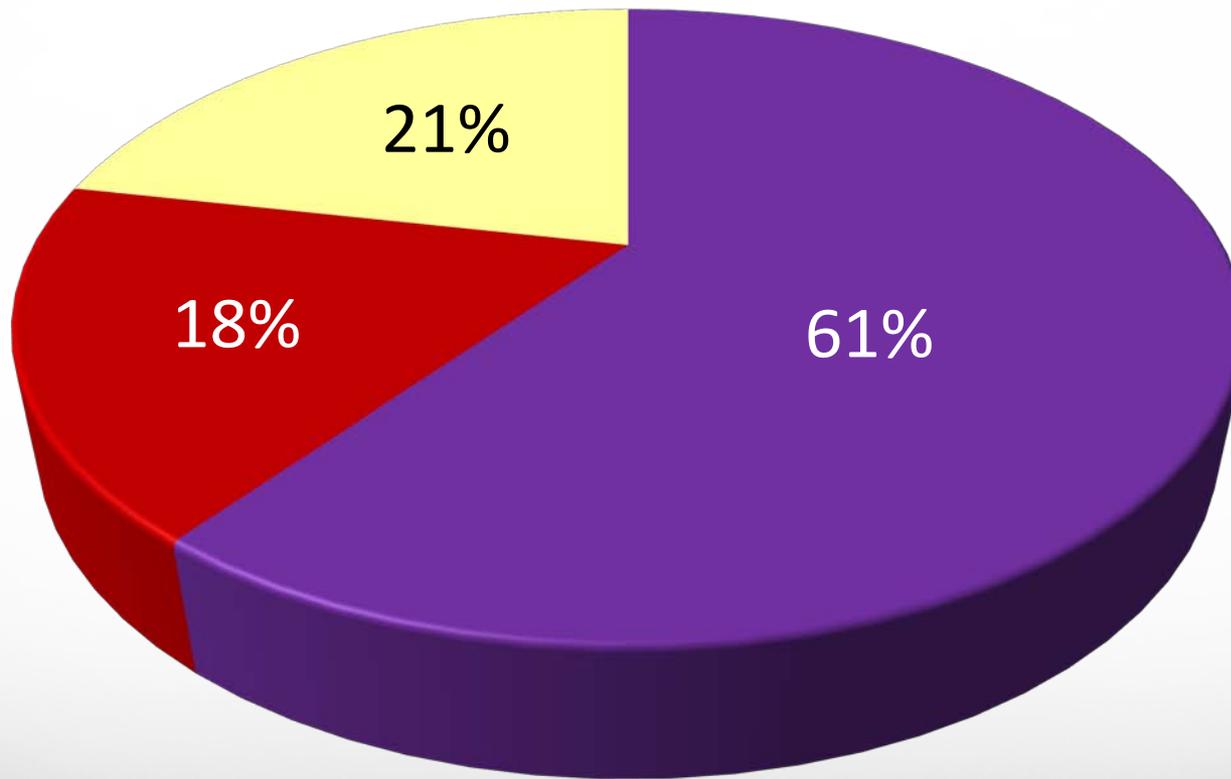
Commerce City Is Headed In The Right Direction

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

■ Right Direction

■ Wrong Direction

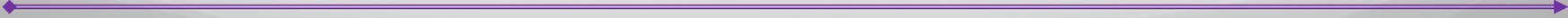
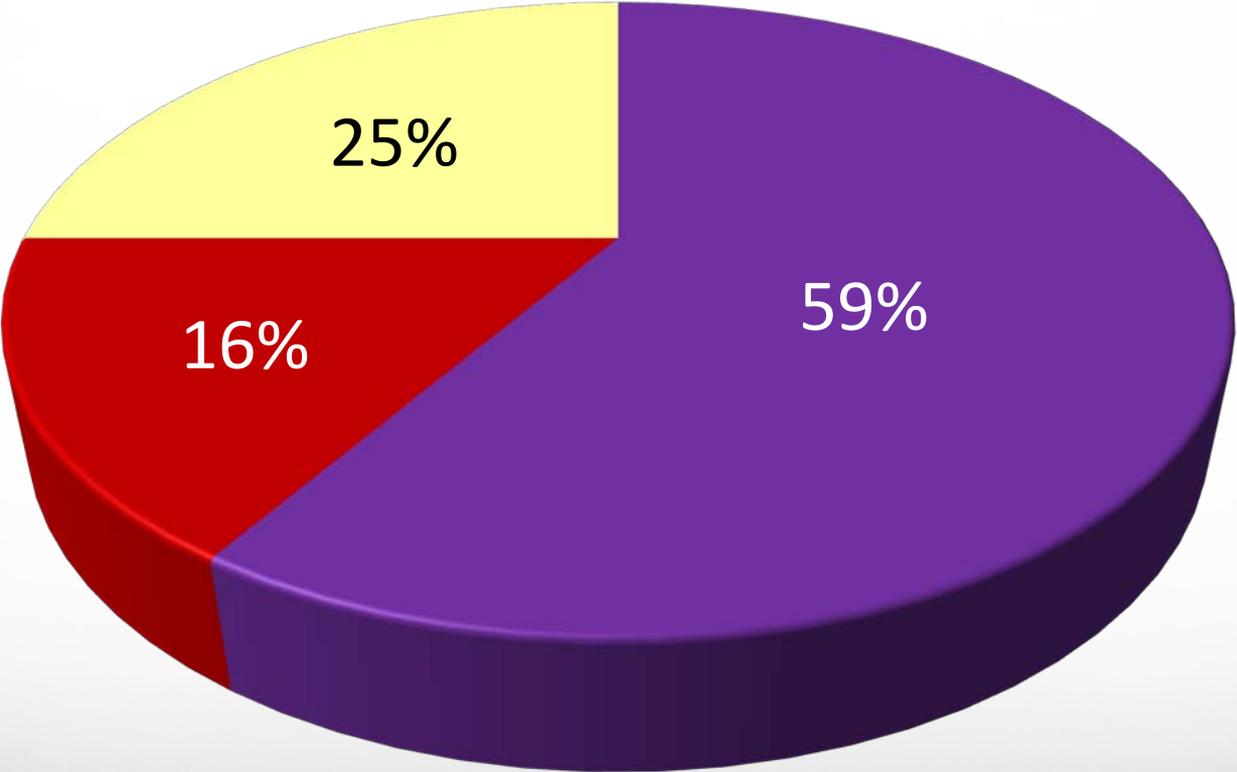
■ Don't Know



Voters Are Favorable Toward The City Council

Are you favorable or unfavorable toward the Commerce City, City Council?

■ Favorable ■ Unfavorable ■ Don't Know



Voters Feel Good About Most Areas Of Commerce City Government Services

After I read each specific area of Commerce City services, please tell me if you would rate it – excellent, good, only fair or poor?



Half Percent Sales Tax for Improvement Projects Ballot Measure Language

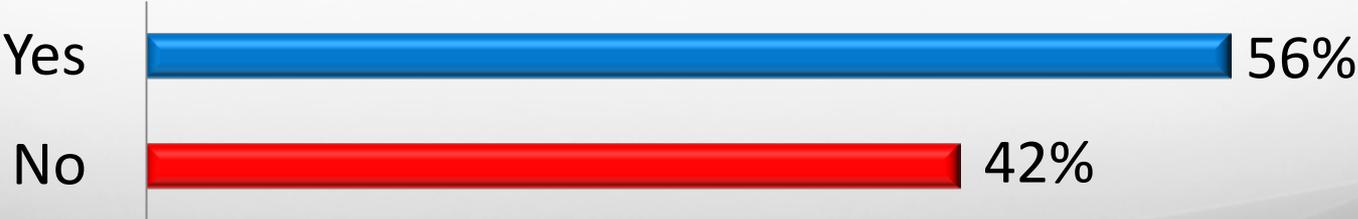
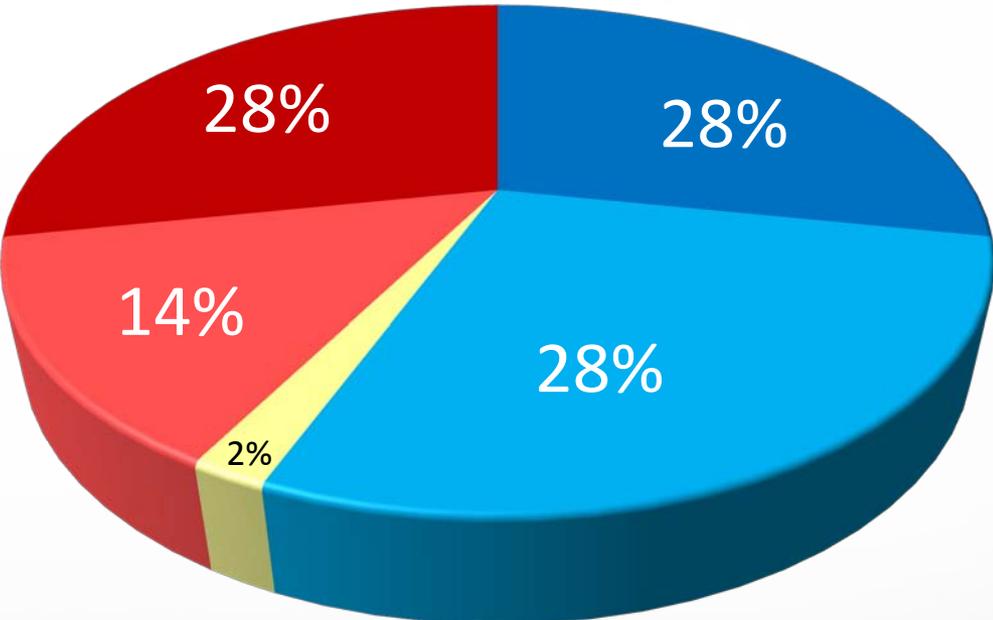
Shall Commerce City taxes be increased by **\$5 million dollars annually** - by increasing the sales tax by **half of one percent** in order to obtain **\$83 million dollars in bonds** – to pay for **three** specific improvement projects:

- 1) A new recreation center at Second Creek,
- 2) Improvements to the existing recreation center,
- 3) Adding three new neighborhood parks.

A Half Percent Sales Tax Increase Receives Majority Support

Would you vote yes or vote no on this ballot measure? If respondent says yes or no ask: Would you definitely vote yes / no or probably vote yes / no?

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



One Percent Sales Tax for Improvement Projects Ballot Measure Language

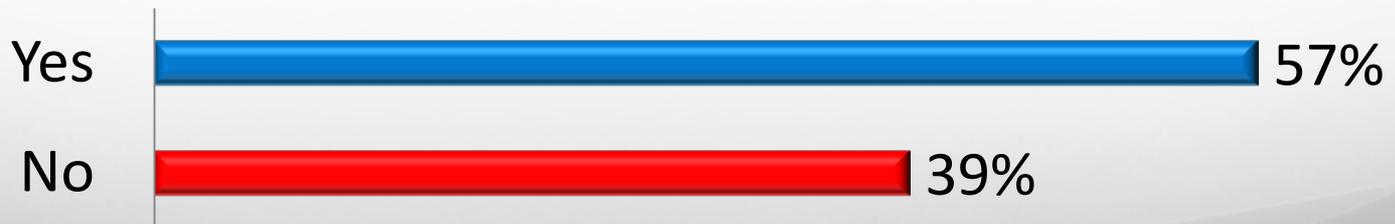
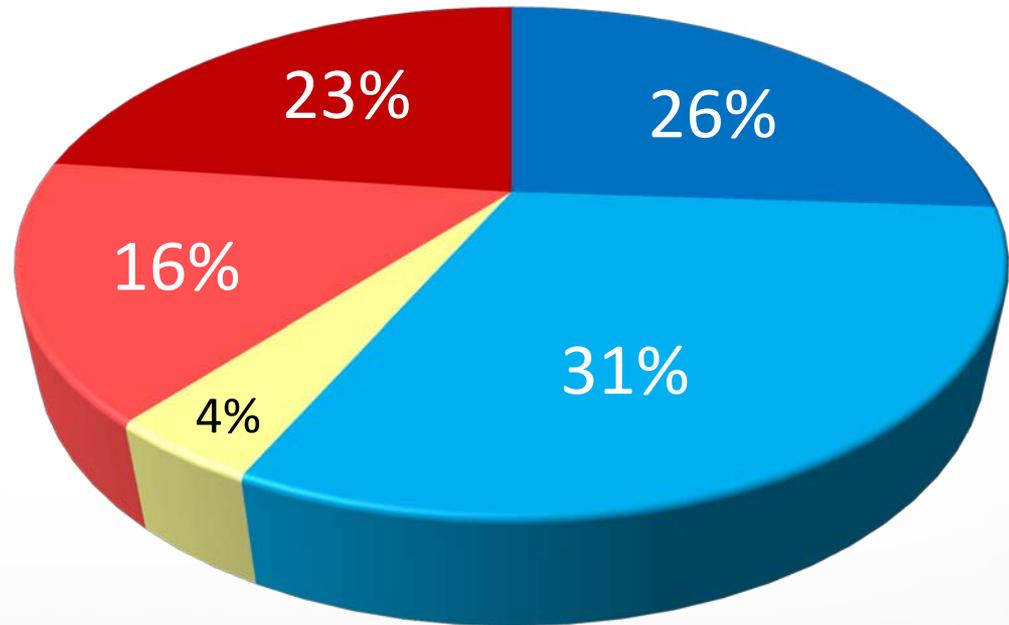
Shall Commerce City taxes be increased by **\$10 million dollars annually** - by increasing the sales tax by **one percent** in order to obtain **\$166 million dollars in bonds** – to pay for **five** specific improvement projects:

- 1) A new recreation center at Second Creek,
- 2) Improvements to the existing recreation center,
- 3) Adding three new neighborhood parks,
- 4) Street improvements and repairs on Rosemary and 88th Avenues,
- 5) The widening of Tower Road.

A One Percent Sales Tax Increase **Also** Receives Majority Support

Would you vote yes or vote no on this ballot measure? If respondent says yes or no ask: Would you definitely vote yes / no or probably vote yes / no?

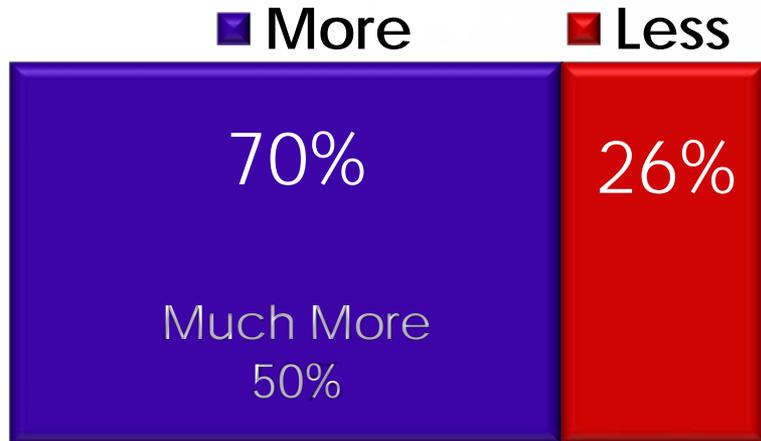
- Yes - Definitely
- Yes - Probably | Lean
- Undecided
- No - Probably | Lean
- No - Definitely



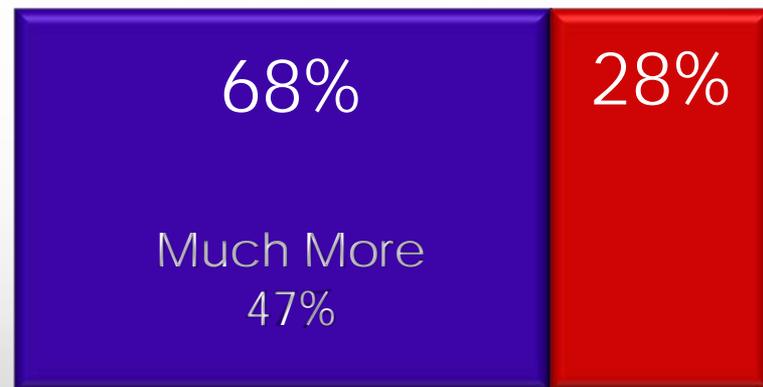
Highest Priorities: Building A New Recreation Center & Widening Tower Road To Four Lanes

Please tell me if the statement makes you more likely to vote for the measure or less likely to vote for the measure? **If more/less likely ask:** Are you much more/less or somewhat more/less likely to vote for it?

Build a new recreation center at Second Creek - which is North of 104th Avenue – that will include all of the amenities of a modern recreation center including an indoor pool and hot tub, courts and a track.



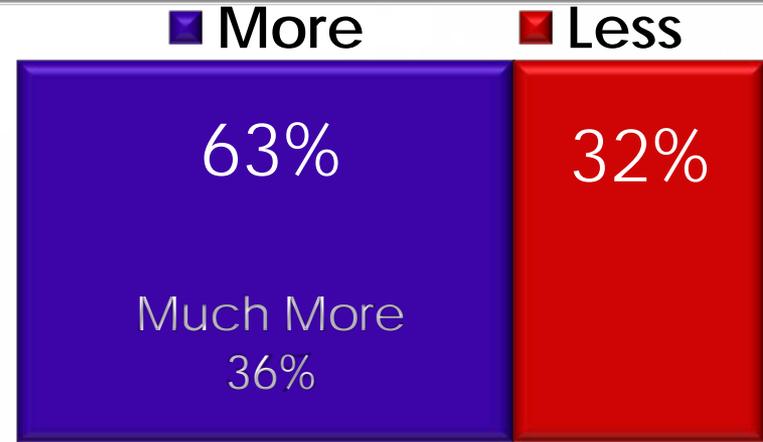
Widen Tower Road to four lanes from East 80th to 103rd Avenue – which will include asphalt repaving, an improved drainage system, new street lighting and traffic signals.



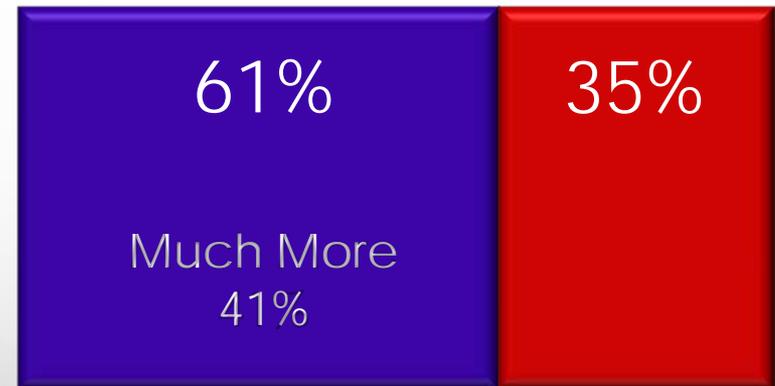
2nd Tier Priorities: Build Three Neighborhood Parks & Build A 142 Acre Community Park

Please tell me if the statement makes you more likely to vote for the measure or less likely to vote for the measure? **If more/less likely ask:** Are you much more/less or somewhat more/less likely to vote for it?

Build three new - ten to twenty acre - neighborhood parks in Commerce City - which will include multi-use fields, basketball and tennis courts, playgrounds, picnic areas, and walking and jogging paths.



Build a new 142 acre community park at Second Creek - which is North of 104th Avenue - that will include all of the amenities of a modern community park including fields, trails, courts, and an outdoor children's water spray-ground.



Lowest Priorities: Maintaining and Improving 88th Avenue and Rosemary Street, & Upgrade The Recreation Center

Please tell me if the statement makes you more likely to vote for the measure or less likely to vote for the measure? **If more/less likely ask:** Are you much more/less or somewhat more/less likely to vote for it?

Maintain and improve 88th Avenue from I-76 to Rosemary Street – which will include asphalt repaving and widening the railroad crossing.



Upgrade the existing Commerce City recreation center with improvements that will include a family locker room, therapy pool and an outdoor children's water spray-ground.

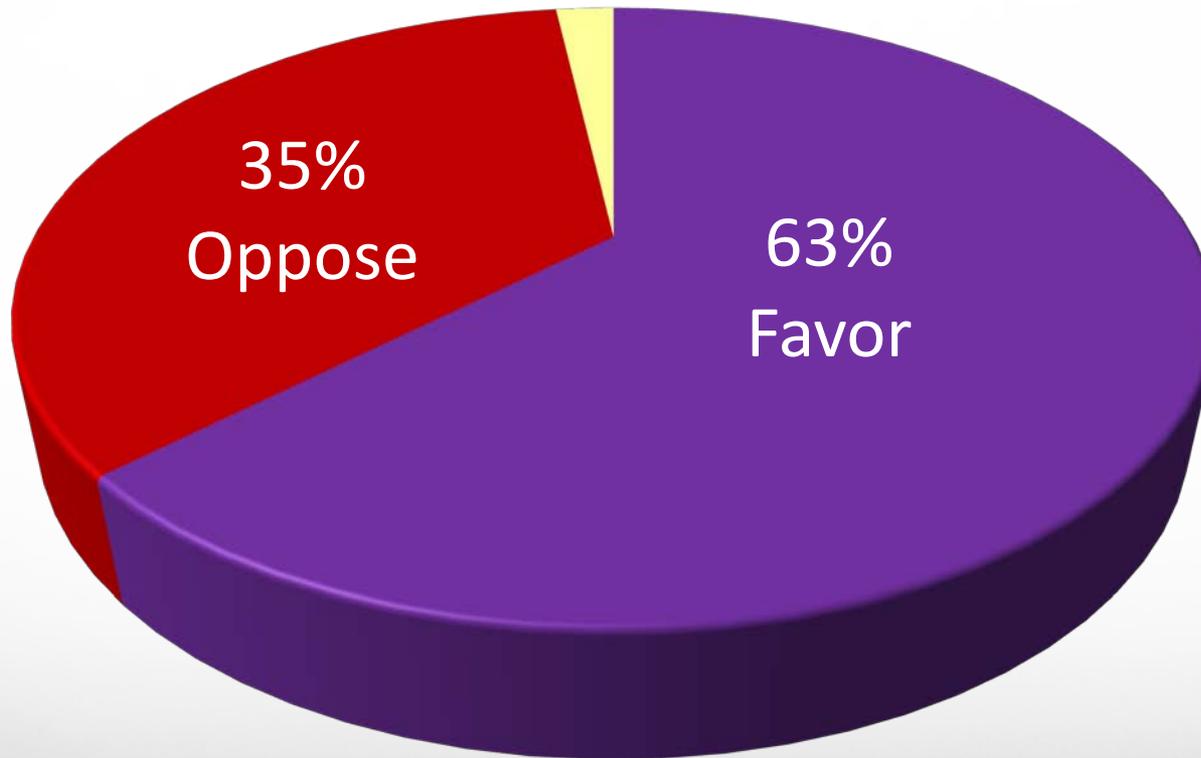


Maintain and improve Rosemary Street from 80th to 88th Avenue – which will include asphalt repaving, new street lighting and moving the electric utility lines underground.



6-of-10 Commerce City Voters Favor Charging An Admission Fee For Street Improvements

Would you favor or oppose – a proposal to charge a five percent admission fee for events at venues like Dick's Sporting Goods Park - in order to pay for Commerce City's street and road construction and improvements?



Revenue Potential

- 1% sales & use tax will generate \$10 million
- Net revenue for construction is less due to operation & maintenance costs of new projects (varies according to what is built)
- Following slide shows cumulative annual cost for repaying bonds and estimated annual operation & maintenance costs

Potential Projects

Project	Construction Cost	Bond Cost/Year	O & M Cost/Year	Cumulative Cost/Year
N. Recreation Center	\$ 35,865,000	(\$2,074,077)	(\$1,115,000)	(\$3,189,077)
S. Rec. Cen. renovation	\$ 6,500,000	(\$375,896)	(\$285,000)	(\$3,849,972)
Cultural Wing	\$ 720,000	(\$41,638)	(\$25,000)	(\$3,916,610)
Outdoor Pool - South	\$ 10,000,000	(\$578,301)	(\$350,000)	(\$4,844,911)
2nd Creek Infrastructure (gap)	\$ 12,575,000	(\$727,213)		(\$5,572,124)
3 Neighborhood Parks	\$ 8,225,000	(\$475,653)	(\$278,000)	(\$6,325,777)
Tower Road (80th Ave. to 103rd Ave.)	\$ 58,500,000	(\$3,383,061)	(\$22,308)	(\$9,731,146)
Street Improvements for 2nd Creek Park	\$ 4,650,000	(\$268,910)	(\$7,436)	(\$10,007,492)
Total	\$ 137,035,000	(\$7,924,748)	(\$2,082,744)	(\$10,007,492)

Property & Sales/Use Tax Comparison

City	Rate %	County	State	RTD/CD	Total	Food?	Prop. Tax Mills
Arvada	3.46	0.5	2.9	1.1	7.96	Yes	4.31
Aurora	3.75	0.75	2.9	1.1	8.5	No	10.29
Boulder	3.41	0.8	2.9	1.1	8.21	Yes	11.981
Brighton	3.75	0.75	2.9	1.1	8.5	Yes	6.65
Broomfield	4.15		2.9	1.1	8.15	Yes	11.457
Castle Rock	4	1	2.9	1.1	9.0	Yes	1.703
Centennial	2.5	0.25	2.9	1.1	6.75	No	5.129
Commerce City	3.5	0.75	2.9	1.1	8.25	No	3.28
Denver	3.62		2.9	1.1	7.62	Yes	32.926
Englewood	3.5	0.25	2.9	1.1	7.75	No	7.794
Erie	3.5	0.8	2.9	1.1	8.3	Yes	0.68
Federal Heights	4	0.75	2.9	1.1	8.75	Yes	9.797
Fort Collins	3.85	0.6	2.9		7.35	Yes	18.67
Glendale	3.75	0.25	2.9	1.1	8.0	No	4.31
Golden	3	0.5	2.9	1.1	7.5	Yes	12.34

Property & Sales/Use Tax Comparison

City	Rate %	County	State	RTD/CD	Total	Food?	Prop. Tax Mills
Greeley	3.46	0	2.9		6.36	Yes	11.274
Greenwd Vil.	3	0.25	2.9	1.1	7.25	No	2.932
Lafayette	3.5	0.8	2.9	1.1	8.3	Yes	14.334
Lakewood	3	0.5	2.9	1.1	7.5	No	4.711
Littleton	3	0.25	2.9	1.1	7.25	No	6.662
Longmont	3.275	0.8	2.9	1.1	8.08	Yes	13.42
Louisville	3.5	0.8	2.9	1.1	8.3	Yes	6.71
Loveland	3	0.6	2.9		6.5	Yes	9.564
Northglenn	4	0.75	2.9	1.1	8.75	Yes	11.597
Parker	3	1	2.9	1.1	8.0	Yes	2.602
Superior	3.46	0.8	2.9	1.1	8.26	Yes	9.43
Thornton	3.75	0.75	2.9	1.1	8.5	Yes	10.21
Westminster	3.85	0.75	2.9	1.1	8.6	Yes	3.65
Wheatridge	3	0.5	2.9	1.1	7.5	Yes	1.83
Windsor	3.2	0.6	2.9		6.7	Yes	12.03

Questions