



# City of Louisville Parks and Open Space Ballot Measure Survey

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April 20<sup>th</sup> to May 4<sup>th</sup>, 2023



# Methodology

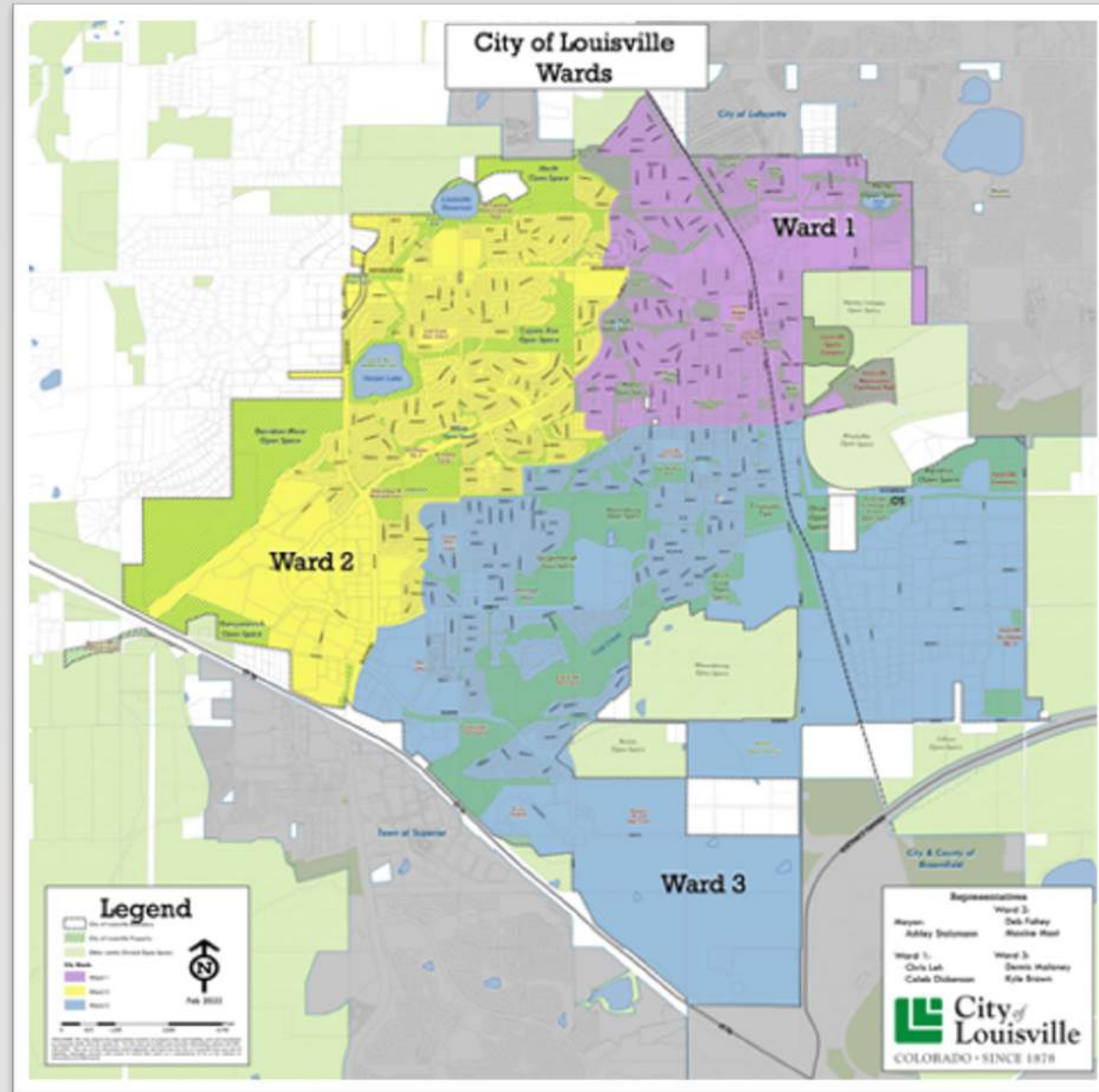
Magellan Strategies is pleased to present the results of an online survey of 1,236 residents of Wheat Ridge, Colorado. The interviews were conducted from March 9<sup>th</sup> to 23<sup>rd</sup>, 2023.

The overall survey responses have a margin of error of +/- 2.72% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results were weighted to be representative of odd-year voting demographics for the City of Louisville.



# City of Louisville Wards



# City of Louisville Voter Demographics

## City of Louisville Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2022		2021		2020		2019	
Female	8,417	51.3%	6,287	52.6%	4,615	52.6%	7,747	52.1%	5,029	52.5%
Male	8,005	48.7%	5,673	47.4%	4,161	47.4%	7,127	47.9%	4,545	47.5%
Total	16,422		11,960		8,776		14,874		9,574	

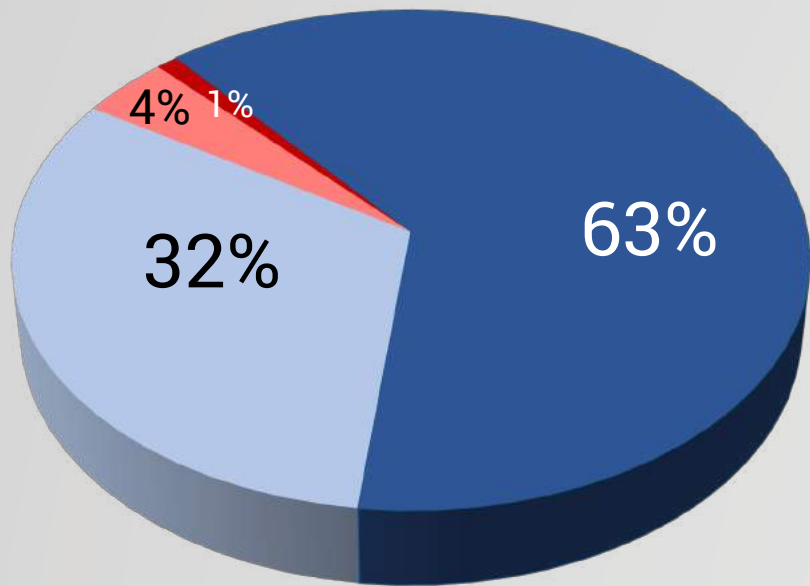
  

Age Group	Registration		2022		2021		2020		2019	
18-34	3,943	24.0%	2,085	17.4%	1,101	12.5%	3,471	23.3%	1,282	13.4%
35-44	2,717	16.5%	1,911	16.0%	1,323	15.1%	2,538	17.1%	1,511	15.8%
45-54	2,940	17.9%	2,370	19.8%	1,682	19.2%	2,808	18.9%	1,983	20.7%
55-64	2,743	16.7%	2,324	19.4%	1,956	22.3%	2,825	19.0%	2,289	23.9%
65+	4,079	24.8%	3,270	27.3%	2,714	30.9%	3,232	21.7%	2,509	26.2%
Total	16,422		11,960		8,776		14,874		9,574	

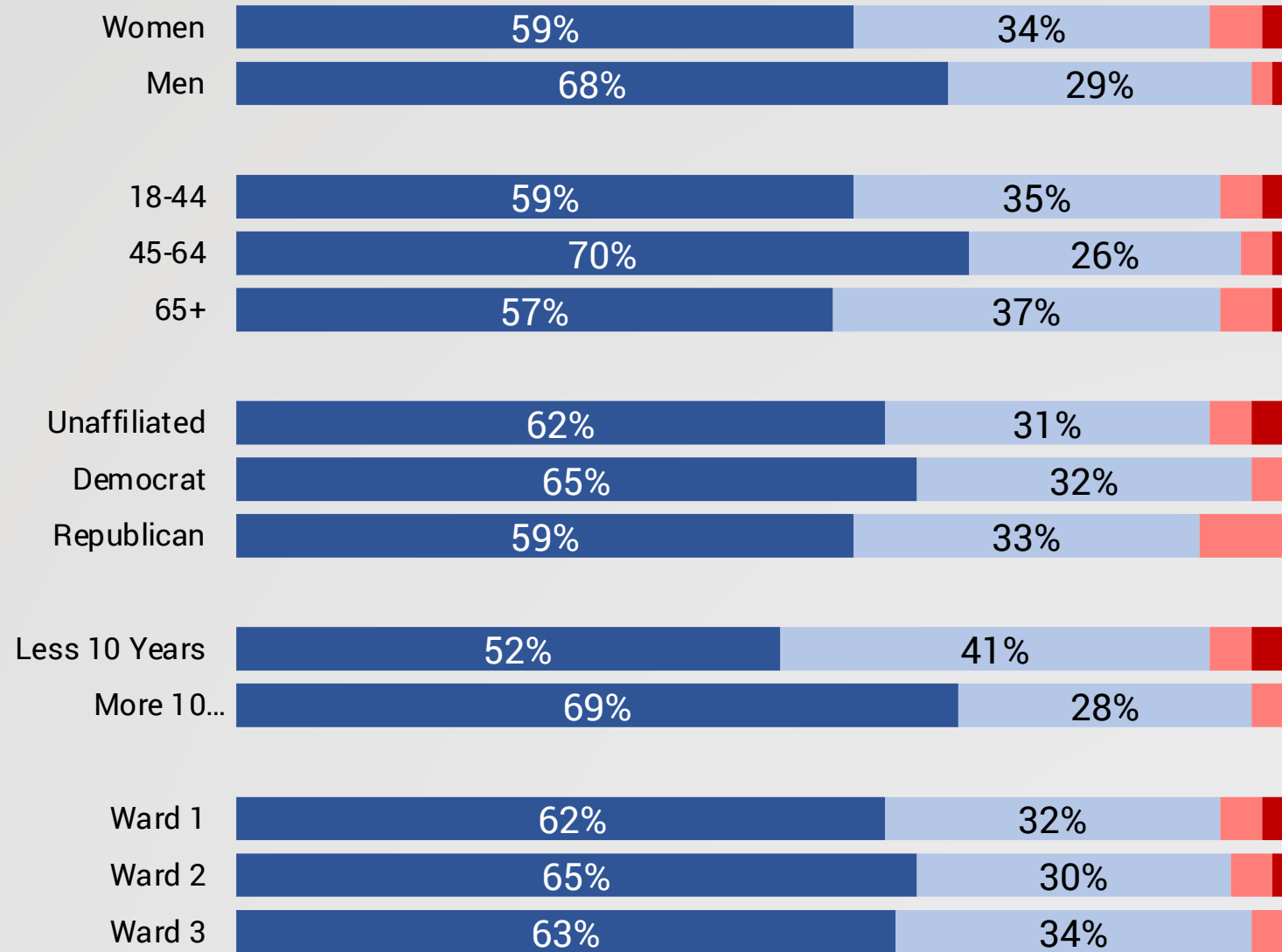
  

Party	Registration		2022		2021		2020		2019	
Unaffiliated	7,282	44.3%	4,886	40.9%	3,262	37.2%	5,924	39.8%	3,319	34.7%
Democrat	7,355	44.8%	5,864	49.0%	4,551	51.9%	7,074	47.6%	4,871	50.9%
Republican	1,621	9.9%	1,123	9.4%	922	10.5%	1,745	11.7%	1,312	13.7%
Libertarian	120	0.7%	64	0.5%	34	0.4%	100	0.7%	54	0.6%
Other	44	0.3%	23	0.2%	7	0.1%	31	0.2%	18	0.2%
Total	16,422		11,960		8,776		14,874		9,574	

# How familiar are you with the parks, playgrounds, trails, and open spaces managed by Louisville's Parks and Open Space Divisions? Are you:

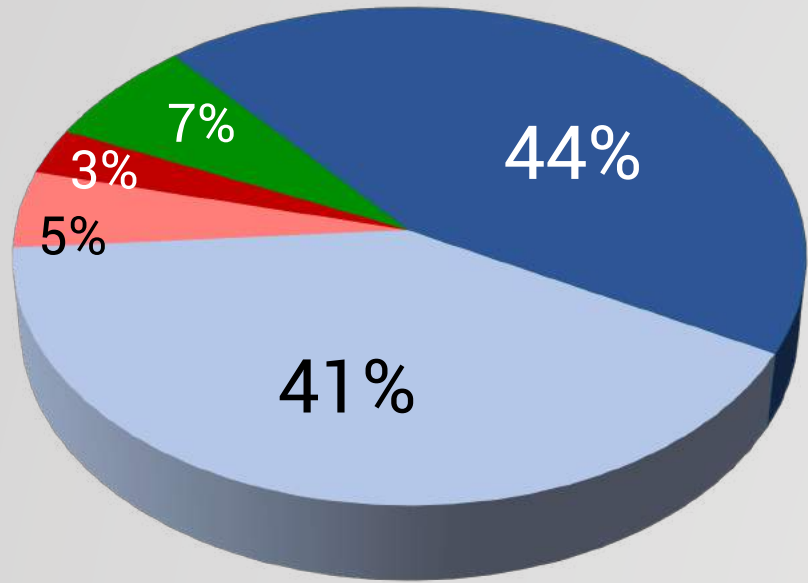


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All

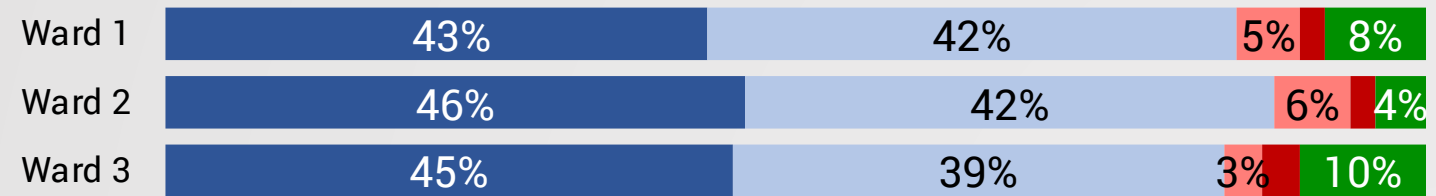
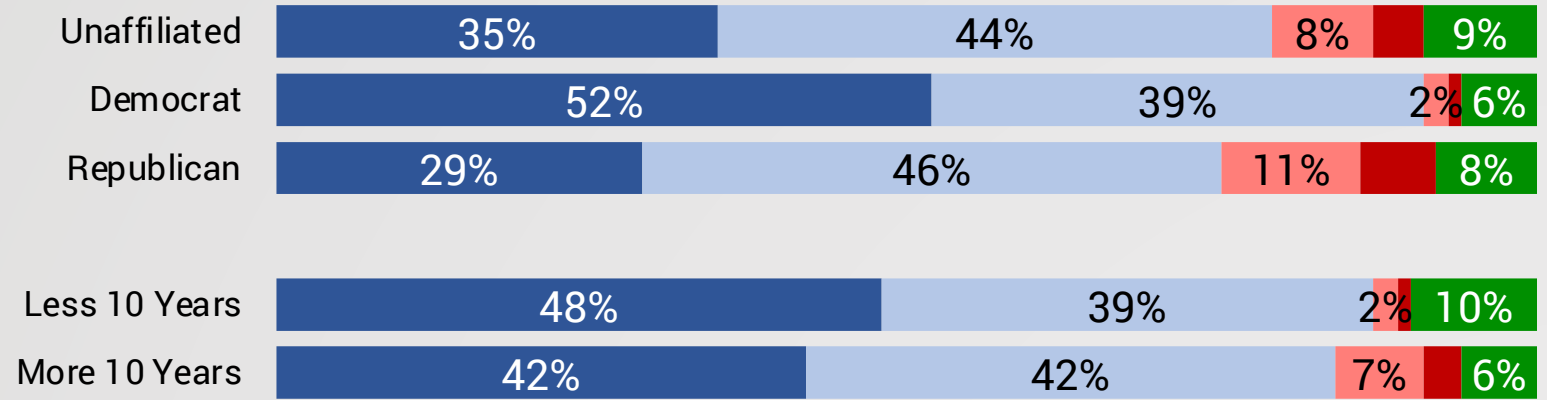
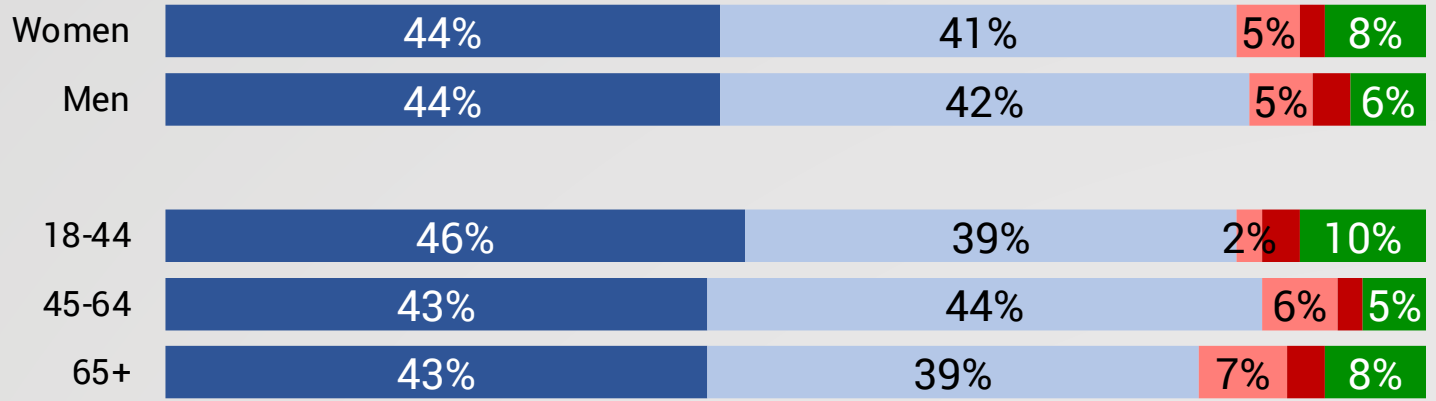


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All

# Do you approve or disapprove of the job the Louisville Parks Division is doing managing the City's parks and playgrounds?

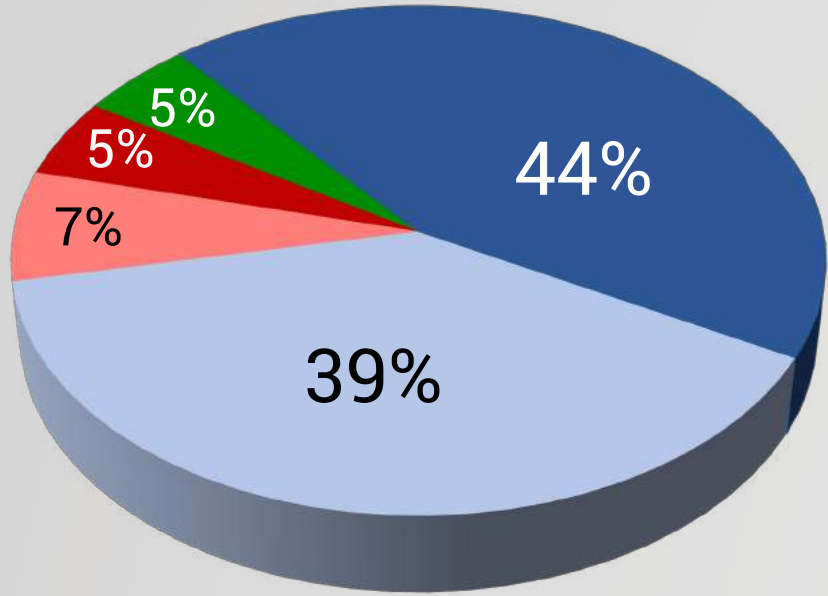


- Strongly Approve
- Somewhat Approve
- Somewhat Disapprove
- Strongly Disapprove
- No Opinion

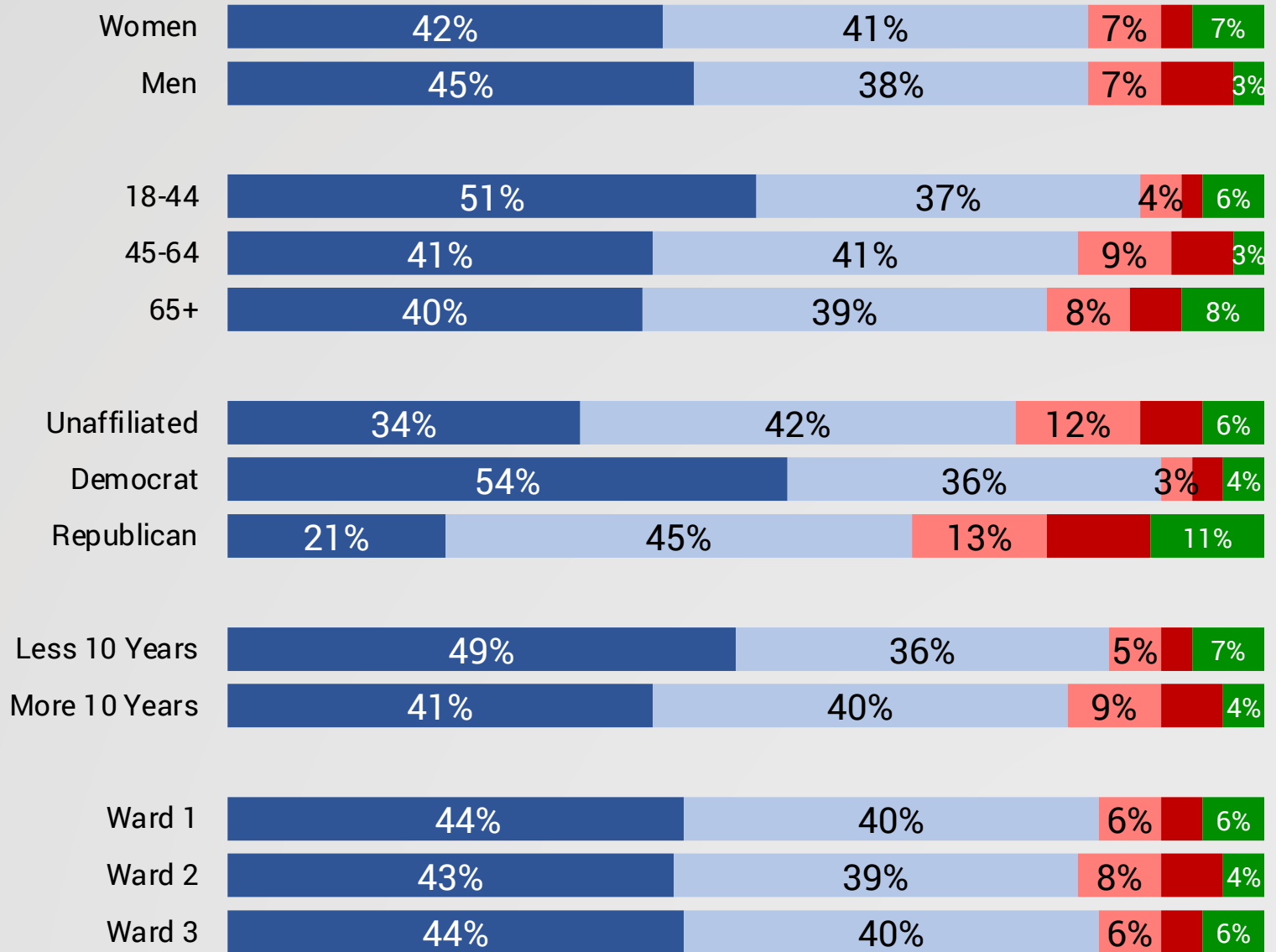


- Strongly Approve
- Somewhat Approve
- Somewhat Disapprove
- Strongly Disapprove
- No Opinion

# Do you approve or disapprove of the job the Louisville Open Space Division is doing managing the City's open spaces and trails?

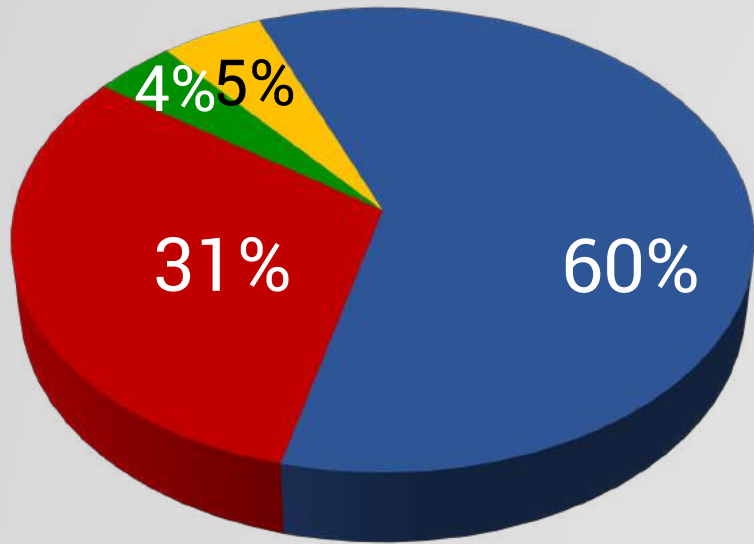


- Strongly Approve
- Somewhat Approve
- Somewhat Disapprove
- Strongly Disapprove
- No Opinion

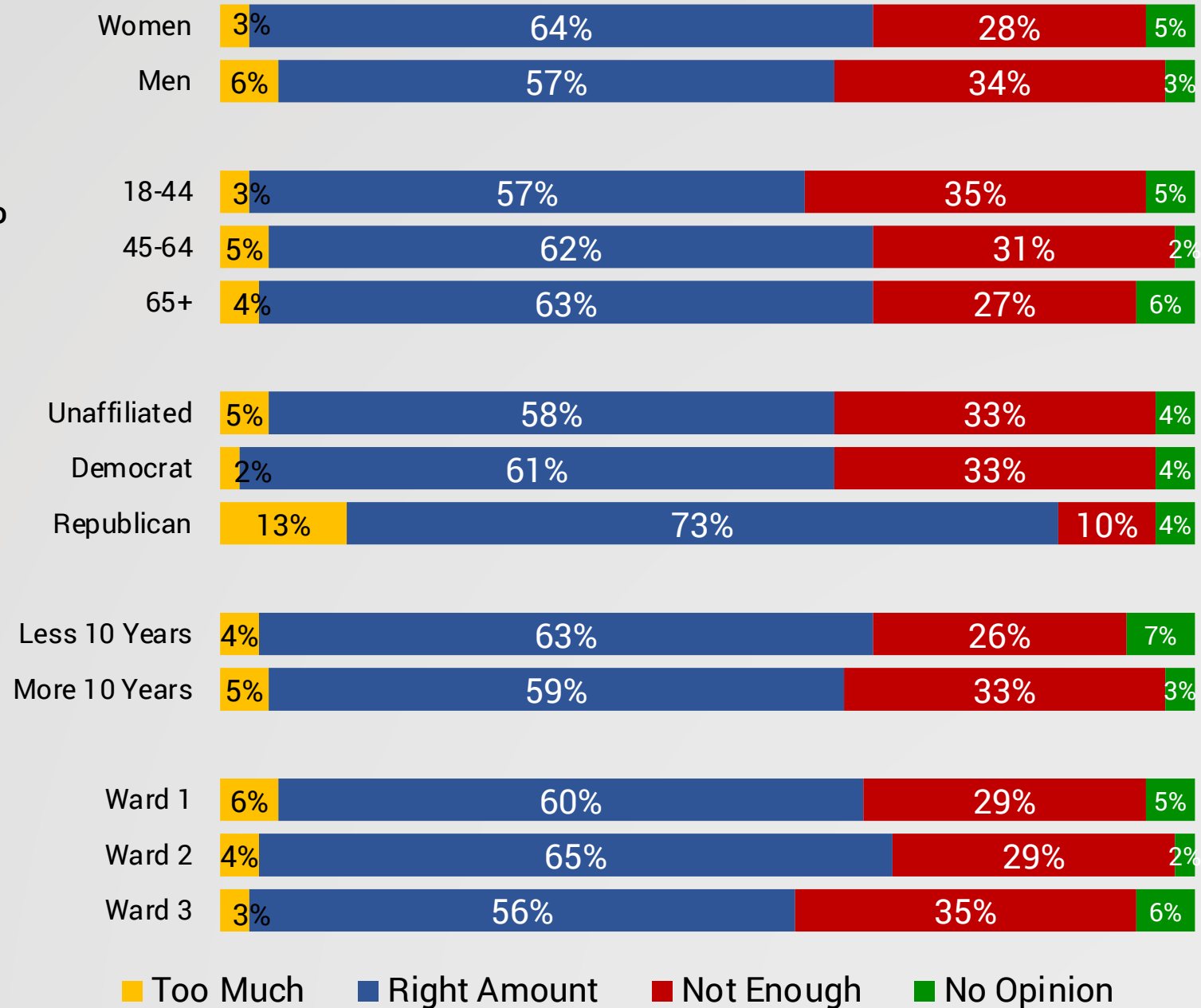


- Strongly Approve
- Somewhat Approve
- Somewhat Disapprove
- Strongly Disapprove
- No Opinion

As you may know, the City of Louisville owns or has an interest in roughly 2,000 acres of open space, which is approximately 40% of the land within city limits. Do you think this is:



- Too Much Open Space
- About the Right Amount of Open Space
- Not Enough Open Space
- Unsure/No Opinion



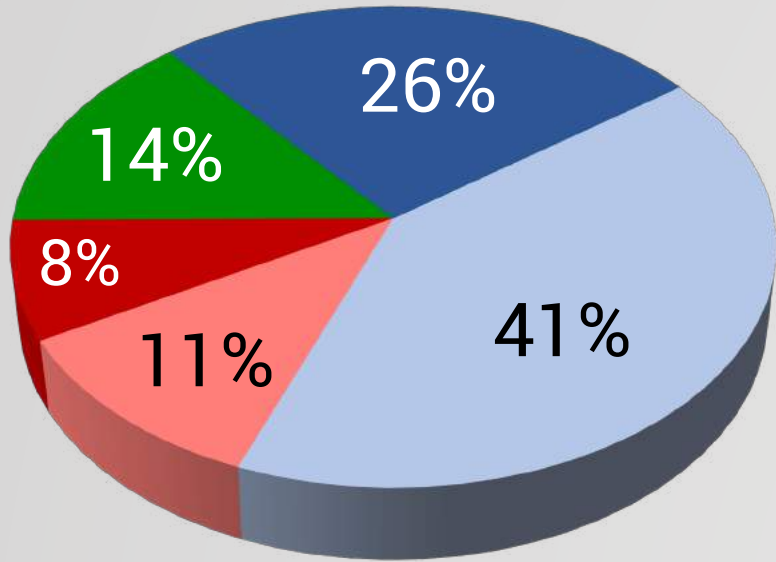


# Importance of Parks and Open Space Responsibilities and Functions

Please indicate how important the following Parks and Open Space Division responsibilities and functions are.

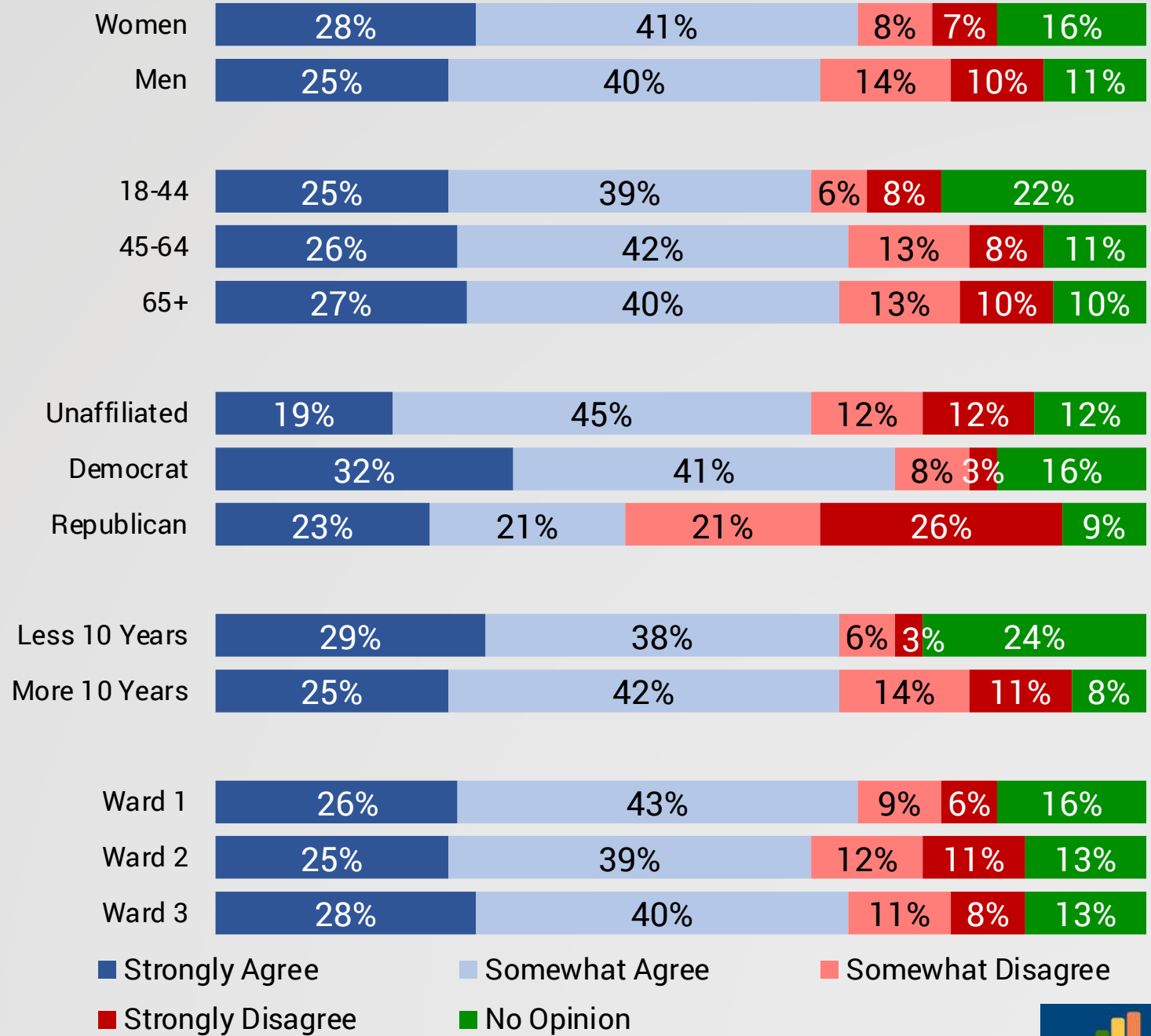
Responsibility or Function	Total Important	Total Not Important	Very Important	Somewhat Important	Not Too Important	Not Important at All	Unsure or No Opinion
Open space/trails maintenance and operations	<b>97%</b>	<b>3%</b>	75%	22%	2%	1%	0%
Fire mitigation activities on City land	<b>95%</b>	<b>5%</b>	73%	22%	4%	1%	0%
Parks/playground maintenance and operations	<b>95%</b>	<b>4%</b>	66%	29%	3%	1%	1%
Natural environment and habitat restoration	<b>88%</b>	<b>11%</b>	61%	27%	9%	2%	1%
Open space land acquisitions	<b>72%</b>	<b>26%</b>	39%	33%	18%	8%	2%
New parks and open space capital/building projects	<b>70%</b>	<b>27%</b>	27%	43%	21%	6%	3%

Do you approve or disagree with the following statement?  
*“The City of Louisville is fiscally responsible and spends taxpayer money wisely?”*



Total Agree	67%
Total Disagree	19%

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree



- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- No Opinion

# Respondent Information



Before we continue, it is important to understand that the City has not determined the specifics of a ballot measure regarding funding for parks, trails, and open space that will be placed on the November ballot.

However, your participation in this survey and sharing your honest opinions will influence those decisions. So, let's continue the survey now...

# Louisville Parks, Trails, Open Space, and Land Acquisition Uninformed Ballot Measure



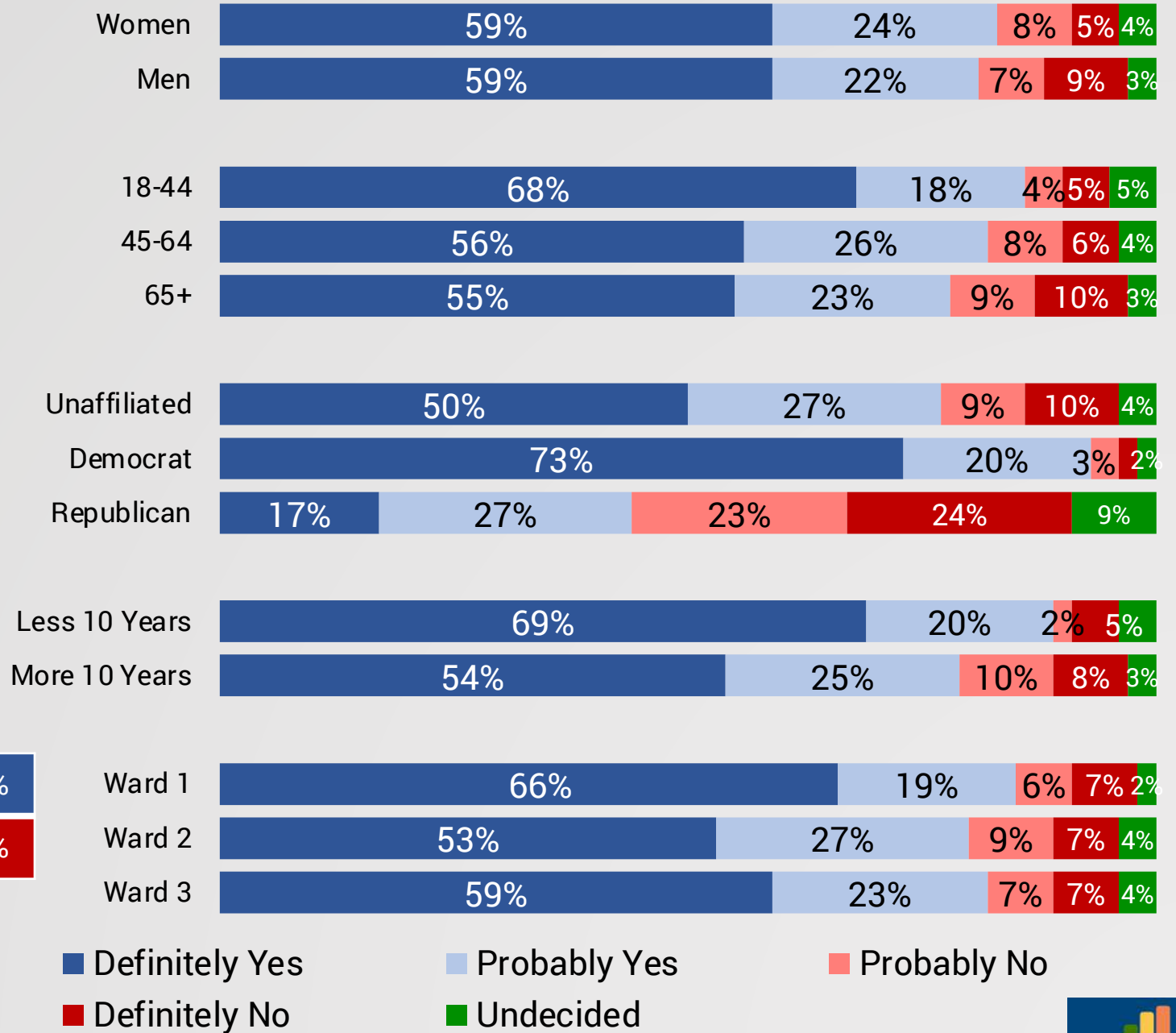
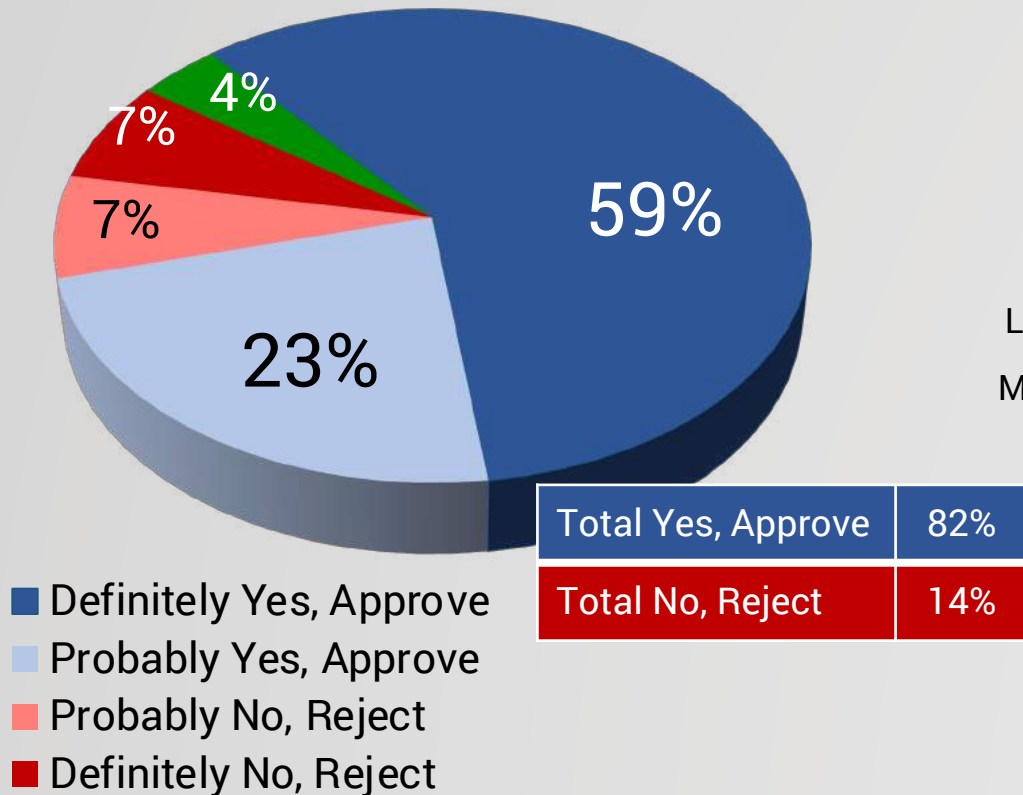
As you may know, in 2002, Louisville voters approved a 0.375% sales tax increase to create a dedicated funding source for the maintenance of parks, trails, open space, and land acquisition. In 2012, voters approved an extension of this tax for another 10 years, and the tax expires at the end of 2023.

The City is considering a ballot measure asking voters to approve or reject another 10-year extension of the tax. The 0.375% sales tax generates \$2.85 million annually and costs a consumer 3.75 cents on a \$10 purchase of taxable items.

If an election were held today, would you vote yes and approve or vote no and reject an extension of the 0.375% sales tax for 10 years to generate a \$2.85 million dedicated funding source for the maintenance of parks, trails, open space, and land acquisition?

# Uninformed Ballot Test

If an election were held today, would you vote yes and approve or vote no and reject an extension of the 0.375% sales tax for 10 years to generate a \$2.85 million dedicated funding source for the maintenance of parks, trails, open space, and land acquisition?



# Louisville Parks and Open Space Sales Tax Extension Information Questions



We will now share information about the Parks and Open Space Divisions and why the City will be placing a ballot measure before voters this November.

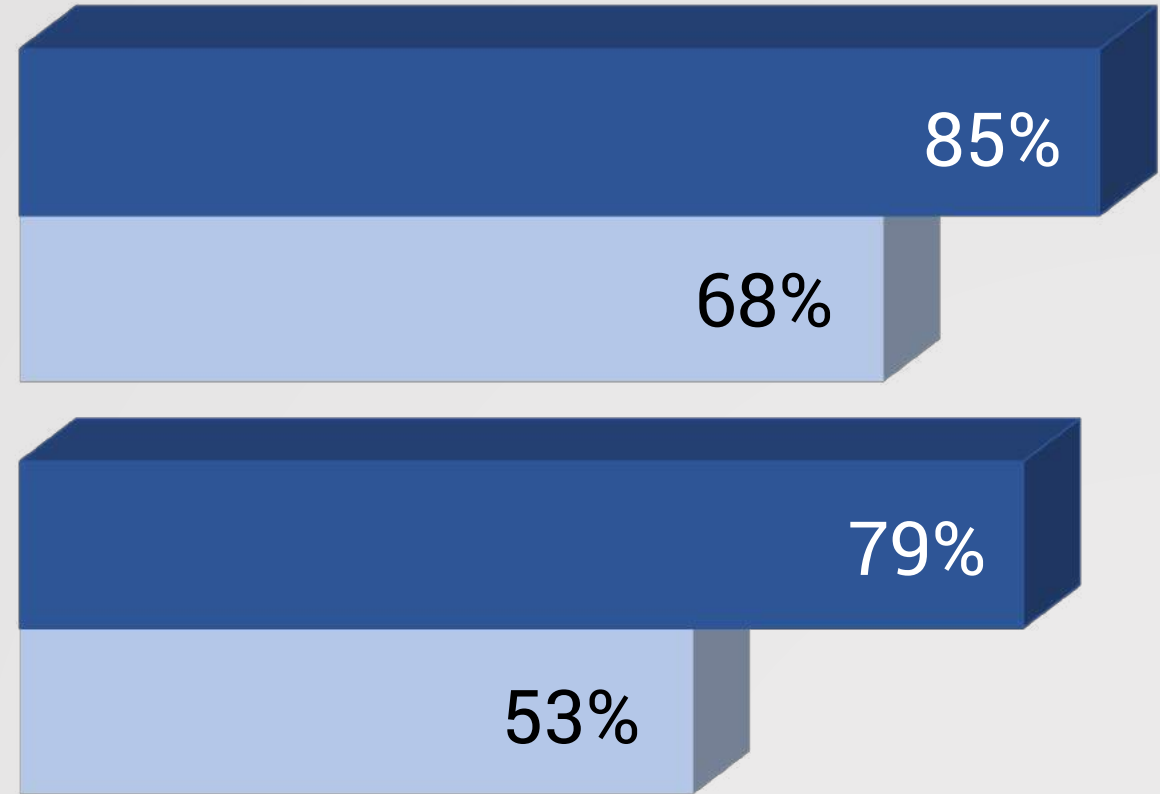
The ballot measure may ask for voters to approve an extension of the 0.375% sales tax to generate \$2.85 million in annual funding for the maintenance of parks, trails, open space, and land acquisition.

After reading/hearing the information, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it. Let's get started...

# Louisville Parks and Open Space Sales Tax Extension Information Questions

If the 0.375% dedicated parks and open space sales tax is not extended, the City must dramatically reduce the operational costs of the Parks and Open Space Divisions. This would result in less mowing, wildfire mitigation, and reduced trail, park, and open space maintenance.

The 0.375% sales tax revenue pays for 60% of the Parks Division's operational costs and 100% of the Open Space Division's operational costs. These costs include maintenance, capital projects, equipment, staff, and management work associated with parks and open spaces.



- Total More Likely to Support
- Much More Likely to Support

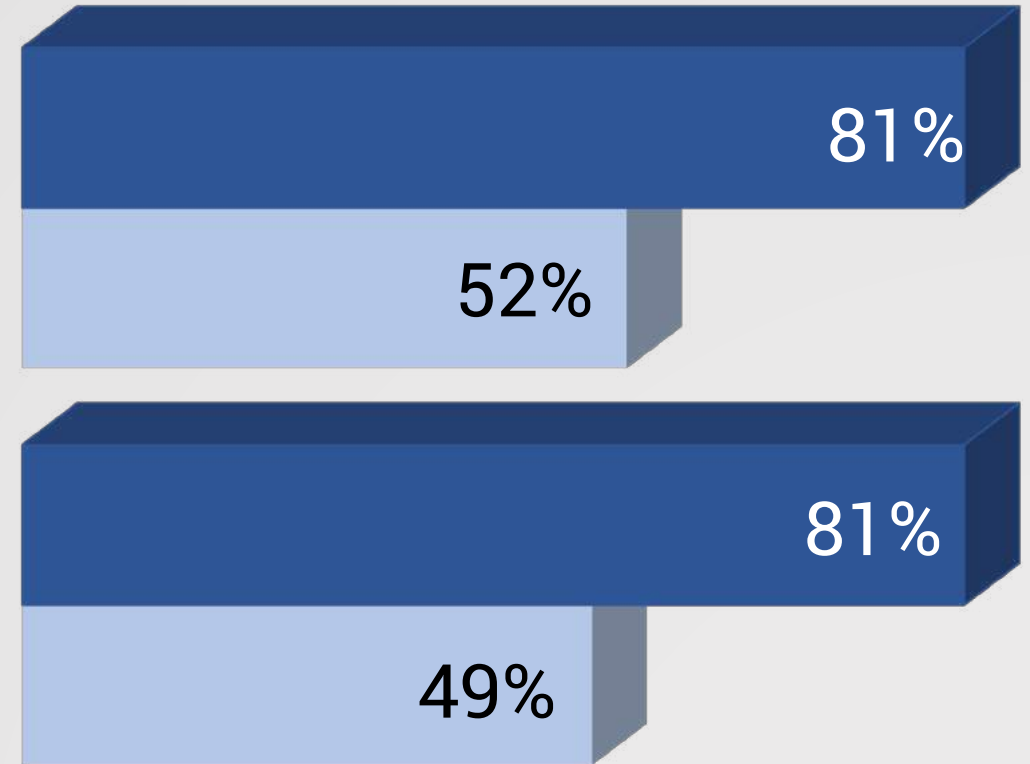
# Louisville Parks and Open Space Sales Tax Extension Information Questions

The Open Space Division is responsible for maintaining approximately 2,000 acres of open lands that the City owns or has an interest in, plus 20 miles of trails. These lands provide recreational opportunities for residents and visitors, support diverse wildlife and plant communities, and create visual buffers between Louisville and neighboring municipalities.

The Parks Division is responsible for maintaining and operating 37 parks, 16 playgrounds, 7 basketball courts, 14 athletic fields, 11 Tennis courts, 5 pickleball courts, and a multipurpose in-line skating rink.

In addition, they manage the City's forestry (including the Arboretum & 10,000 trees throughout the City), skate park, street medians, and streetscapes, right-of-way landscape maintenance, 70 neighborhood entrance areas, and over 10 miles of street landscaping maintenance.

The Parks Division also manages 10 miles of trails and all public horticulture areas, including all downtown flower beds, trees, and the Louisville Cemetery.

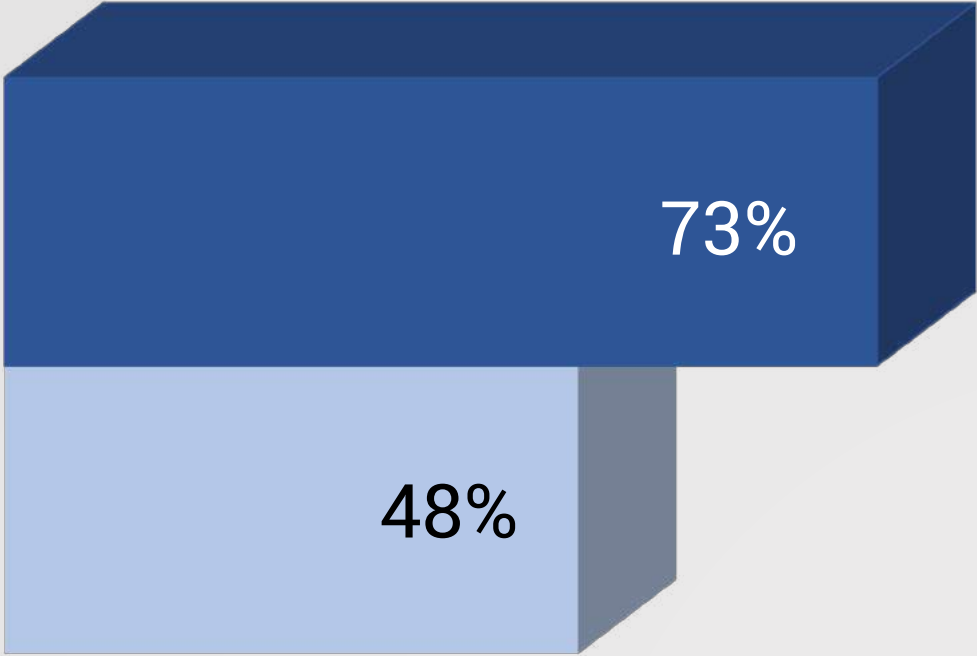


- Total More Likely to Support
- Much More Likely to Support



# Louisville Parks and Open Space Sales Tax Extension Information Questions

Since 2002, revenue from the 0.375% sales tax has helped fund the acquisition of Mayhoffer, Hecla, and Bullhead Gulch Open Spaces.



- Total More Likely to Support
- Much More Likely to Support

# Louisville Parks, Trails, Open Space, and Land Acquisition Informed Ballot Measure



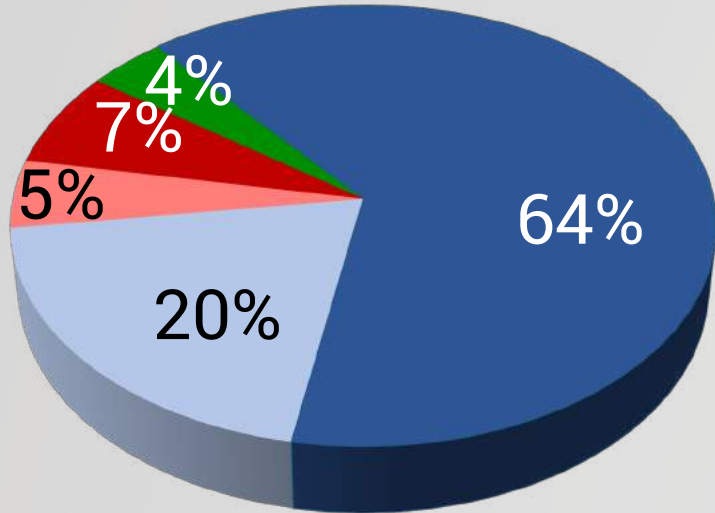
Thank you for learning why the City is placing a ballot measure on the November ballot.

As a reminder, the ballot measure may ask voters to approve or reject a 0.375% sales tax extension for 10 years to continue generating a \$2.85 million annual dedicated funding source for the maintenance of parks, trails, open space, and land acquisition.

A 0.375% sales tax extension would cost a consumer 3.75 on a \$10 purchase of taxable items.

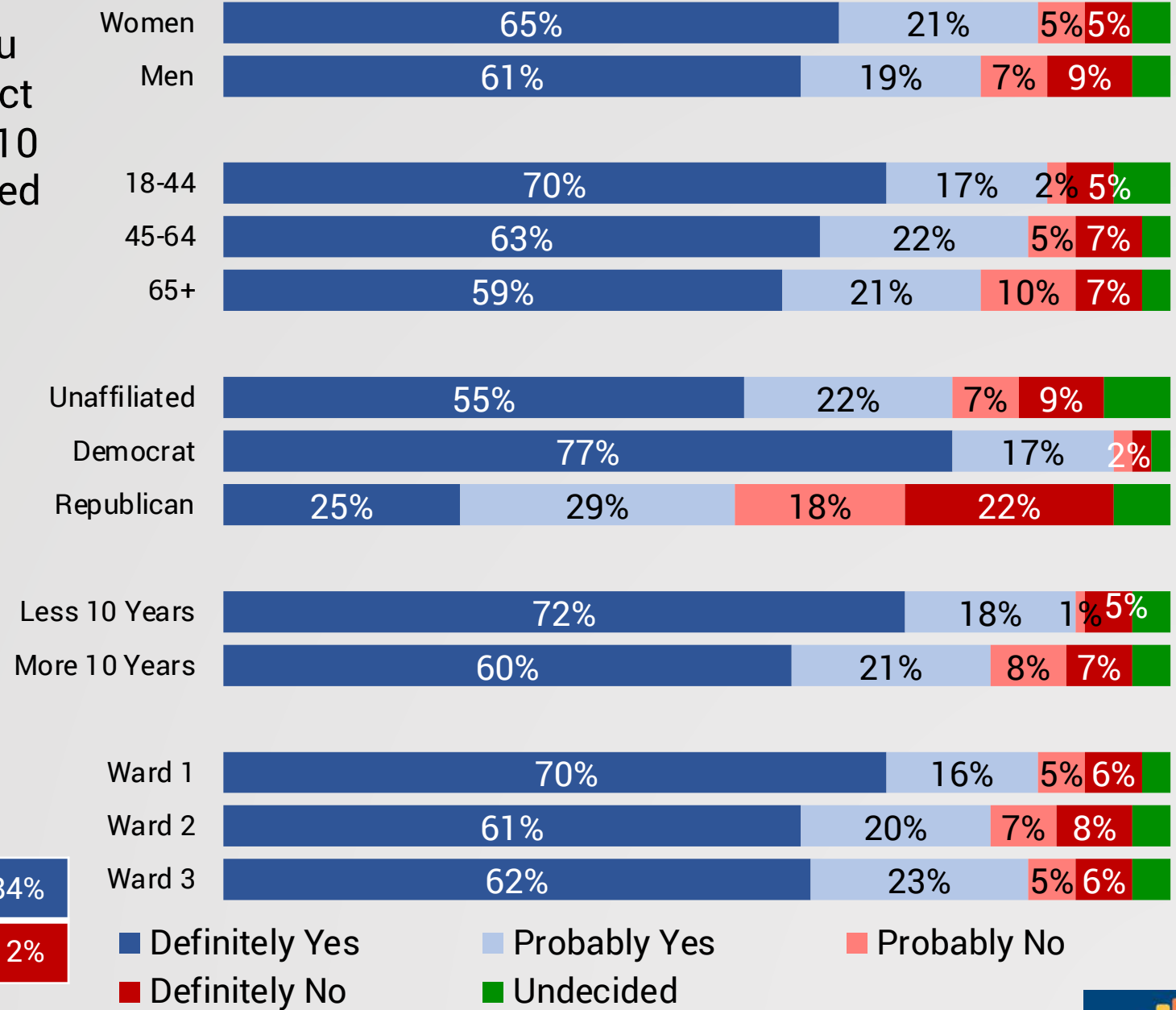
# Informed Ballot Test

If an election were held today, would you vote yes and approve or vote no and reject an extension of the 0.375% sales tax for 10 years to generate a \$2.85 million dedicated funding source for the maintenance of parks, trails, open space, and land acquisition?



- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject

Total Yes, Approve	84%
Total No, Reject	12%



- Definitely Yes
- Probably Yes
- Probably No
- Definitely No
- Undecided

# Why 84% of Respondents Would Vote Yes

Please describe the reasons why you would vote yes and approve the ballot measure.

Themes
Quality of Life and Community Well-being
Wildfire Mitigation and Environmental Conservation
Support for Existing Tax and Investment

“Open space and parks are a very important part of my life here in Louisville. Their importance to the city and wide availability were a huge factor in our decision to move to Louisville in fact. From walking, running and biking to bird watching, I can’t imagine my life in Louisville without access to such amazing trails, parks and open spaces.” -**Female, 18-34, Democrat, Less 2 Years, Ward 1**

“I have two small children; we play on multiple playgrounds in our neighborhood. We go for nature walks in the open space next to our home. That nature access is invaluable for the children.”-**Female, 45-54, Democrat, 2-5 Years, Ward 3**

“Maintenance of open space and other outdoor facilities is critical to the unique and attractive environment of Louisville. I had no idea of the large scope of what needs to be maintained and improved, so that’s why I wholeheartedly support this initiative.” -**Female, 55-64, Unaffiliated, 15-20 Years, Ward 2**

“Maintaining open space & city parks to the citizens of Louisville is very important to me as a homeowner & voter.” -**Male, 55-64, Republican, 15-20 Years, Ward 1**

“Parks and open space are a critical part of our local ecosystems and a major reason why many people decide to call Louisville home. Maintaining these spaces for their sustainability, usability safety is critical to ensure long-term community support.” -**Male, 35-44, Unaffiliated, 2-5 Years, Ward 3**

# Why 84% of Respondents Would Vote Yes

Please describe the reasons why you would vote yes and approve the ballot measure.

**1. Quality of Life and Community Well-being:** Respondents express a strong appreciation for the parks, trails, and open spaces in Louisville, highlighting their importance for mental and physical well-being. They believe that these natural areas contribute to the overall quality of life in the community, increase property values, and provide essential recreational opportunities for residents of all ages.

**2. Wildfire Mitigation and Environmental Conservation:** Many respondents emphasize the importance of funding for wildfire mitigation efforts and environmental conservation. They recognize the value of preserving open spaces not only for recreational purposes but also for protecting against wildfires, maintaining natural habitats, and mitigating the impacts of climate change.

**3. Support for Existing Tax and Investment:** Respondents express a willingness to support the existing tax or even consider a tax increase to maintain and improve parks, trails, and open spaces in Louisville. They view this investment as essential for preserving the character of the city, preventing overdevelopment, and ensuring continued access to natural areas for future generations.

# Why 12% of Respondents Would Vote No

Please describe the reasons why you would vote no and reject the ballot measure.

## Themes

Tax Fatigue and Fiscal Responsibility

Distrust in City Management and Priorities

Skepticism Towards Open Space Acquisition

“No need to buy more open space. Need better management and less waste of available funds. Overall taxes are far too high.” -**Male, 65+, Republican, 20+ Years, Ward 3**

“Without a promise of more maintenance and fire mitigation and little or no new acquisitions of property, I am likely to vote no. We do a poor job of maintenance and fire mitigation. We have PLENTY of Open Space land...the focus needs to shift to access and maintenance...with greater funding for parks and no more money for new property acquisition.” –**Male, 65+, Democrat, 20+ Years, Ward 2**

“We don’t need all of the open space. The city does a very poor job of maintaining it and wastes tax \$\$\$. We are getting taxed to death. If they can’t properly maintain the open space, then they should sell it.” -**Female, 55-64, Unaffiliated, 20+ Years, Ward 1**

“Our city tax is already too high (one of the highest) and the city has been fighting new businesses from coming in, which could also increase sales tax revenue.” -**Male, 45-54, Unaffiliated, 10-15 years, Ward 3**

# Why 12% of Respondents Would Vote No

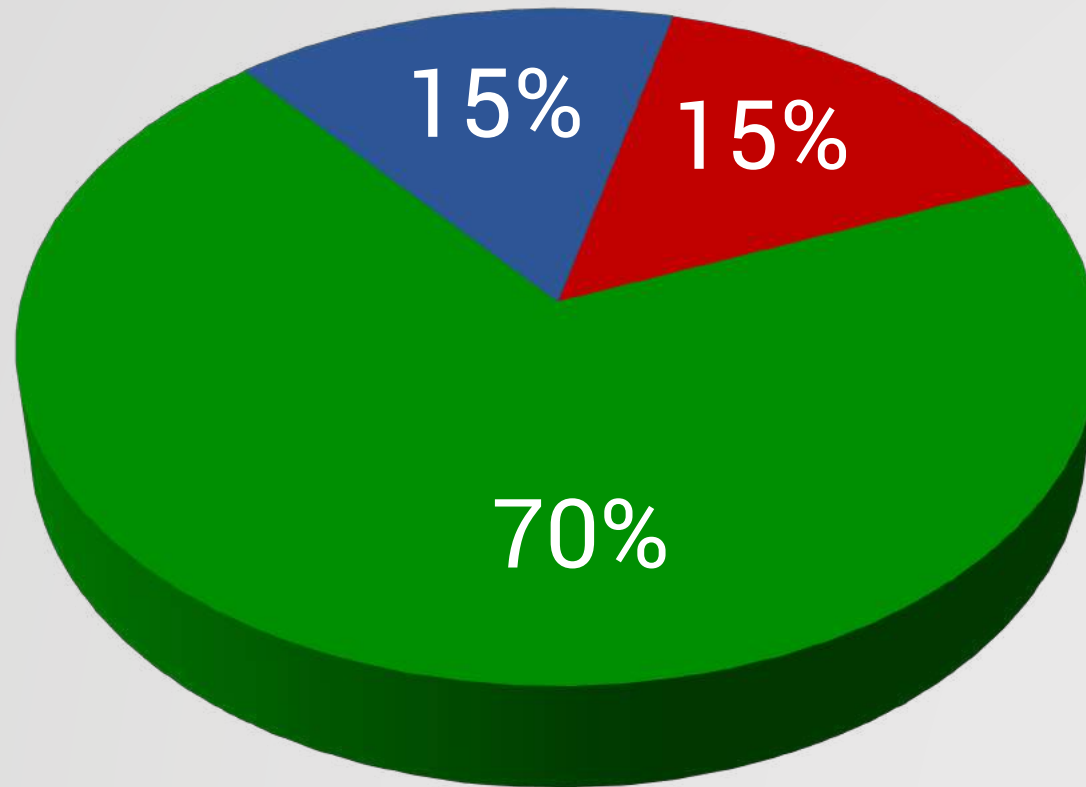
Please describe the reasons why you would vote no and reject the ballot measure.

**1. Tax Fatigue and Fiscal Responsibility:** Respondents express frustration with the increasing number of taxes and call for fiscal responsibility in government spending. They argue that the city should find ways to cut its budget and prioritize essential services rather than continuously raising taxes. Some express skepticism about the effectiveness of tax-funded initiatives and call for greater efficiency in resource allocation.

**2. Distrust in City Management and Priorities:** Many respondents lack trust in the city's fund management and question its priorities. They cite examples of perceived mismanagement, such as poorly maintained parks and open spaces, and express skepticism about the city's ability to effectively utilize additional tax revenue. Some criticize what they perceive as wasteful spending on non-essential projects and express concern about the city's focus on certain social and political agendas.

**3. Skepticism Towards Open Space Acquisition:** Several respondents oppose the idea of acquiring more open space, arguing that the city already has enough land and struggles to maintain existing areas adequately. They question the need for additional funding for land acquisition and emphasize the importance of focusing on the maintenance and management of current parks and open spaces.

If you had to choose, do you lean more towards voting yes and approving the ballot measure, or do you lean more towards voting no and rejecting it?  
(Asked to the 34 respondents who were undecided)



■ Lean Yes, Approve ■ Lean No, Reject ■ Undecided



# Voter Opinion of Longer-Term Funding Options

Parks and Open Space are amenities that require long-term funding. Therefore, the City is considering asking voters to approve extending the 0.375% sales tax dedicated for Parks and Open Space for more than 10 years. Please indicate your level of support or opposition to extending the 0.375% sales tax for the following time periods:

<u>Time Period</u>	<u>Total Support</u>	<u>Total Oppose</u>	<u>Definitely Support</u>	<u>Probably Support</u>	<u>Probably Oppose</u>	<u>Definitely Oppose</u>	<u>Undecided</u>
A 15-Year Extension	<b>75%</b>	<b>19%</b>	52%	23%	6%	13%	6%
A 20-Year Extension	<b>65%</b>	<b>25%</b>	42%	23%	8%	17%	10%
Make it a Continuing Tax	<b>61%</b>	<b>28%</b>	40%	21%	8%	20%	11%

# Louisville Parks, Trails, Open Space, and Land Acquisition 0.5% Sales Tax Ballot Test



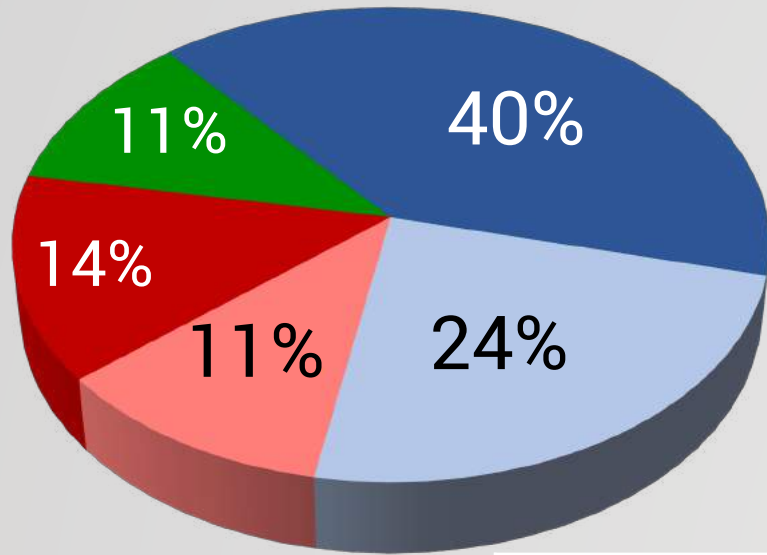
Again, because Parks and Open Space are amenities that require long-term funding, the City is considering a ballot measure that would increase the tax by 0.125% to raise an additional \$950,000 for the maintenance of parks, trails, open space, and land acquisition.

This additional funding would be used for maintaining existing parks, maintaining Open Space, trails, and future open space or park land acquisition. This may include more frequent playground replacement, trail development, natural resource management and education, addressing deferred maintenance issues and aging infrastructure, and the rising cost of materials and labor.

Knowing this, would you vote yes and approve or vote no and reject a 0.5% sales tax to fund an annual \$3.75 million dedicated funding source for the maintenance of parks, trails, and open space land acquisition that would expire and sunset in 10 years?

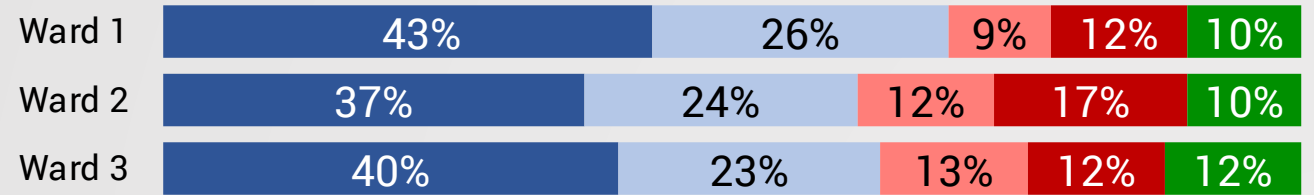
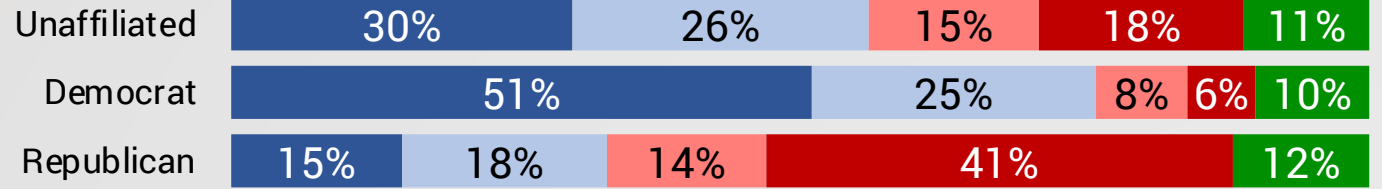
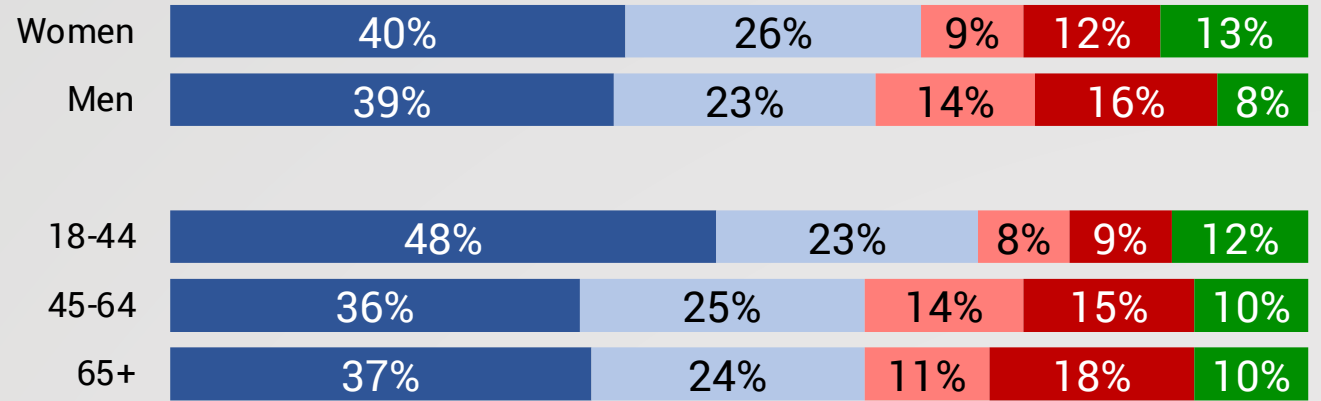
# 0.5% Sales Tax Ballot Test

Knowing this, would you vote yes and approve or vote no and reject a 0.5% sales tax to fund an annual \$3.75 million dedicated funding source for the maintenance of parks, trails, and open space land acquisition that would expire and sunset in 10 years?



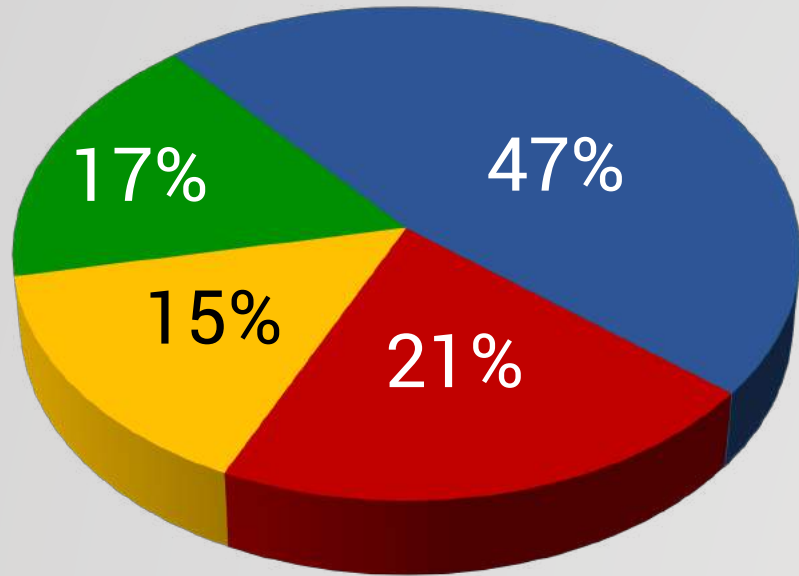
- Definitely Yes, Approve
- Probably Yes, Approve
- Probably No, Reject
- Definitely No, Reject

Total Yes, Approve	64%
Total No, Reject	25%

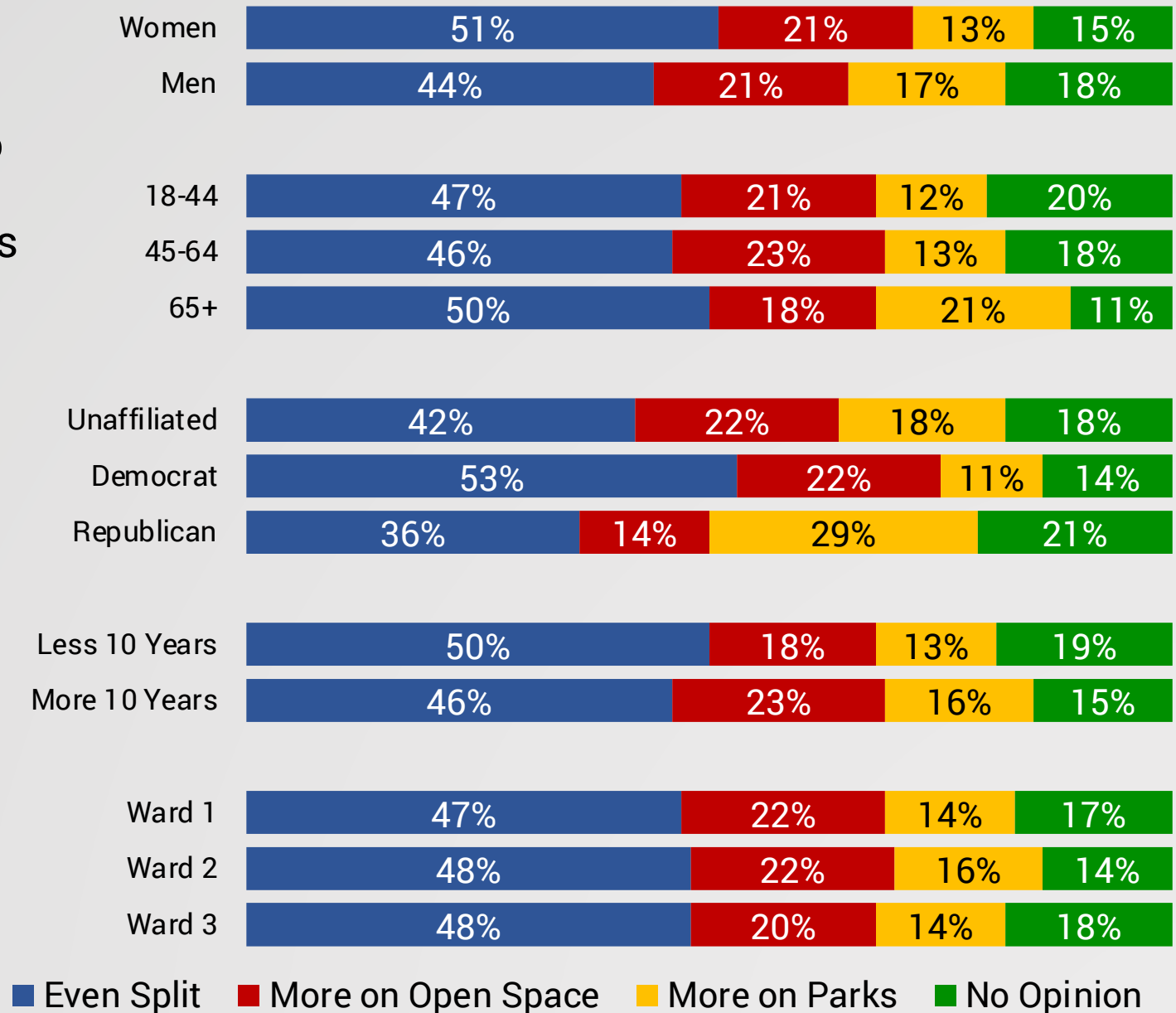


- Definitely Yes
- Probably Yes
- Probably No
- Definitely No
- Undecided

In the past, the funds generated from the 0.375% sales tax have been split evenly, with roughly 50% going toward parks, and roughly 50% going toward open space. Do you support this allocation of funds, or would you like to see more go toward parks or open space?



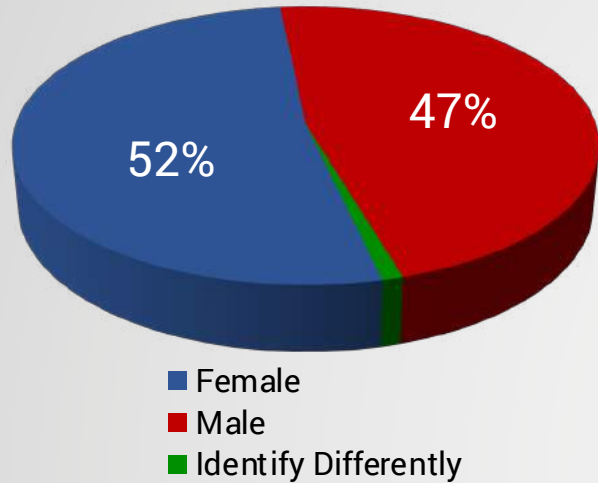
- Support an Even Split
- More Spent on Open Space, Less on Parks
- More Spent on Parks, Less on Open Space
- No Opinion



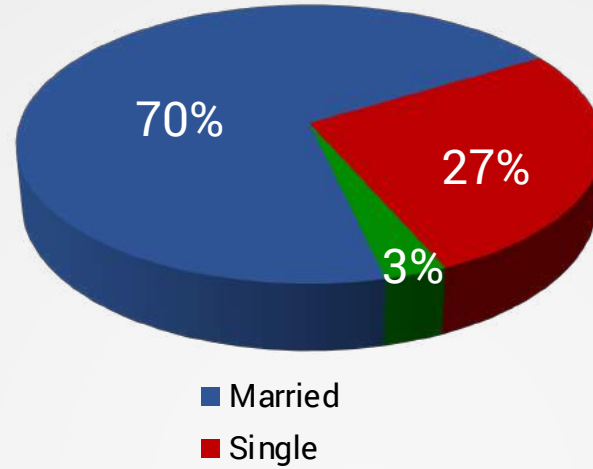
- Even Split
- More on Open Space
- More on Parks
- No Opinion

# Survey Demographics

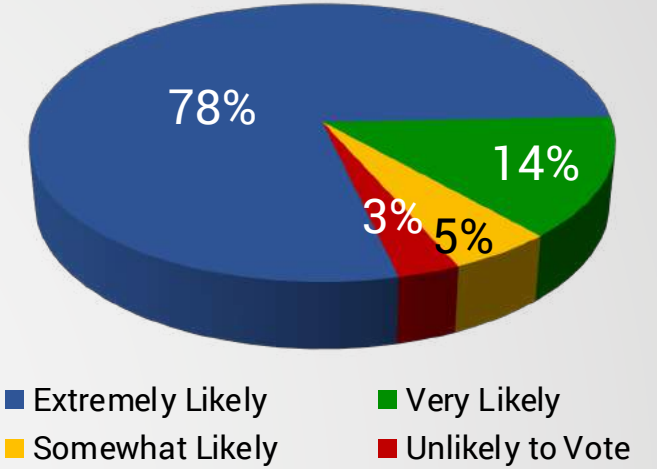
Gender



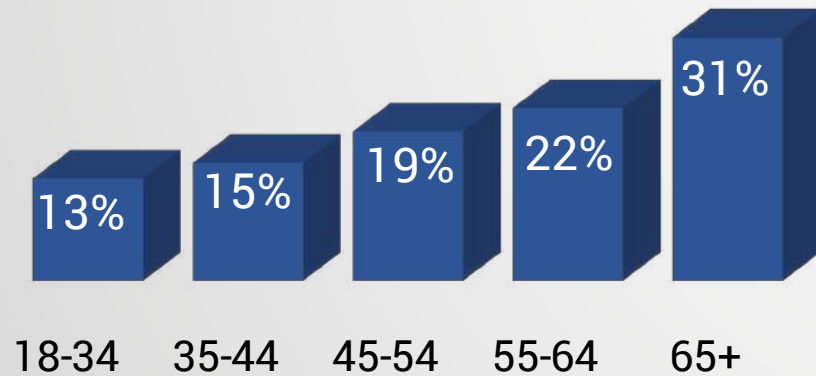
Marital Status



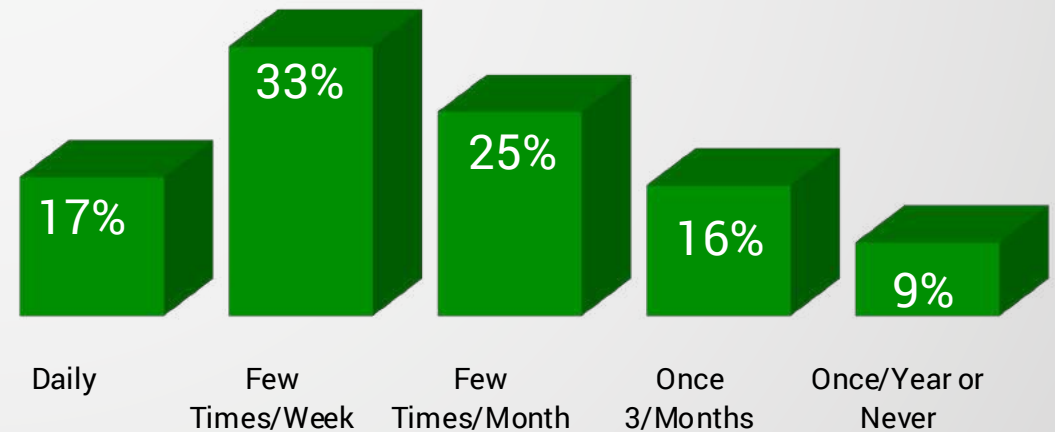
Likelihood to Vote



Age Range

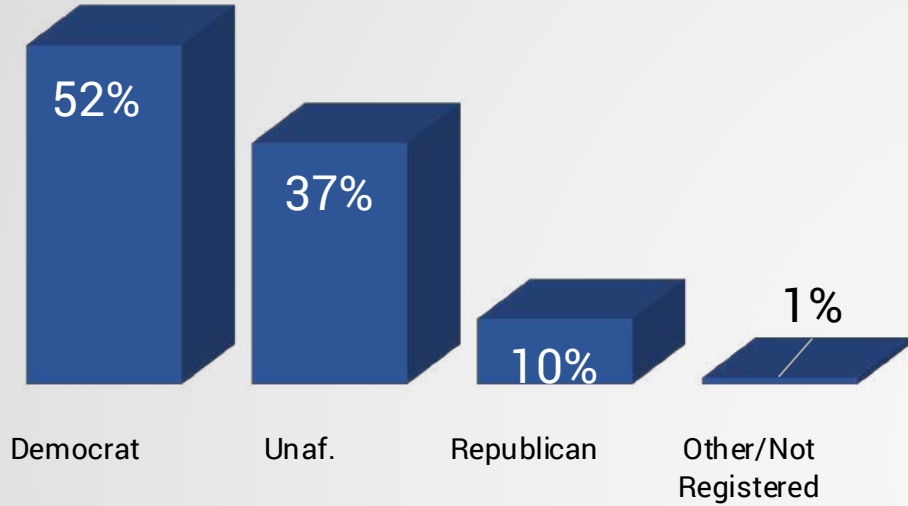


Parks/Playground Usage

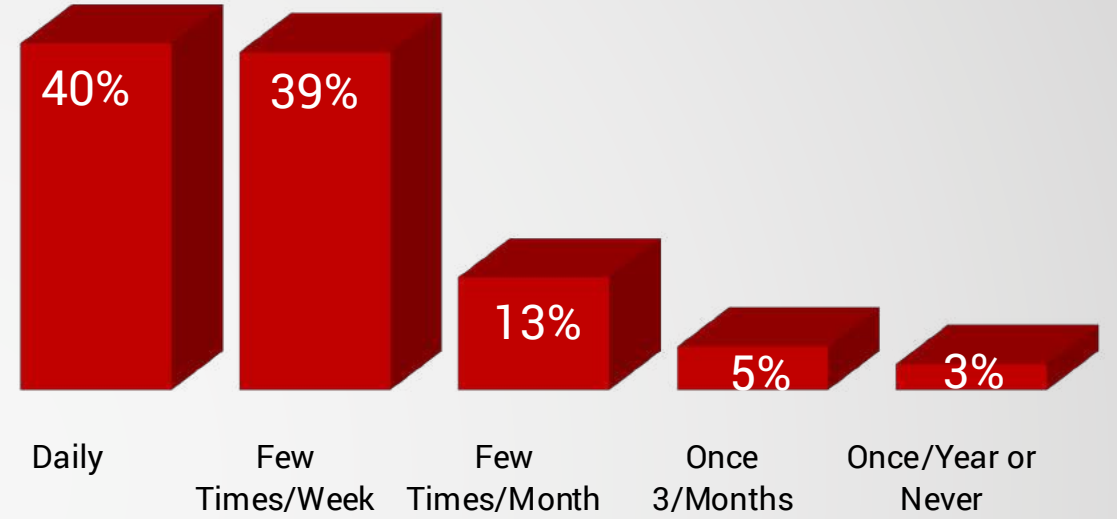


# Survey Demographics

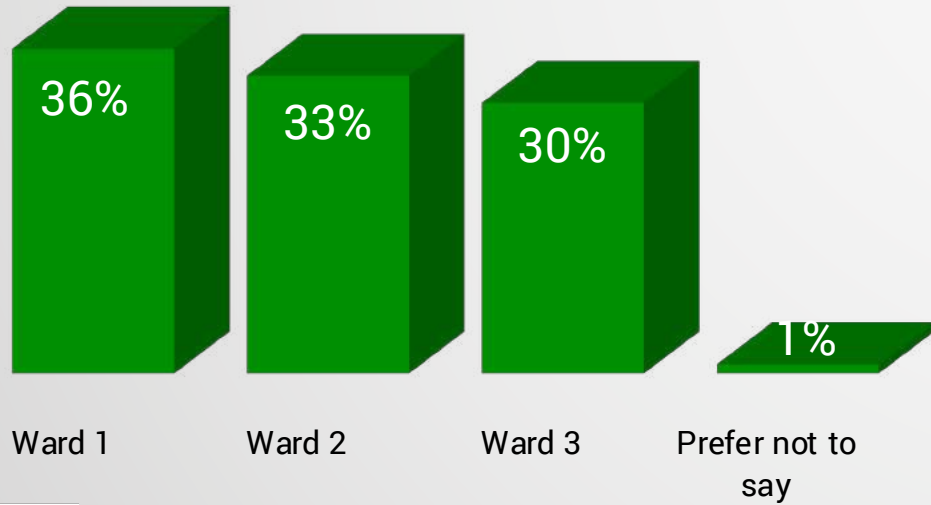
Party Affiliation



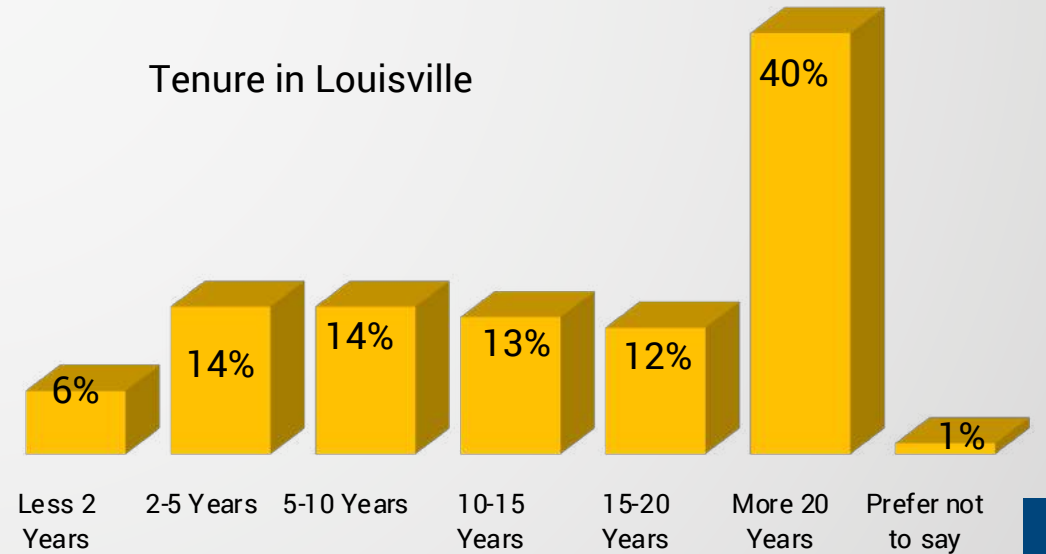
Trails/Open Space Usage



Ward



Tenure in Louisville



Magellan Strategies

1685 Boxelder St. Suite 300

Louisville, CO 80027

[www.MagellanStrategies.com](http://www.MagellanStrategies.com)

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