

2018 BOND PRIORITIES & FUNDING

SURVEY OF REGISTERED VOTERS IN SALT LAKE CITY



SURVEY OBJECTIVES

RESEARCH GOALS

- Our team conducted a bond viability survey among registered voters in Salt Lake City. A bond viability survey has two important components: 1) it represents those that are eligible to vote in a given election, and 2) it simulates the context of a bond election, including the legal language likely to be presented to voters.
- The primary objective was to determine if there is sufficient support among voters to justify the expense of holding an election.
- Secondly, we introduced respondents to the rationale for the bond to determine why voters would support or oppose it this year.

SURVEY METHODOLOGY

SAMPLING, MODE, & MARGIN OF ERROR

- 1,474 registered voters from within the boundaries of Salt Lake City participated. This study represents all registered voters – however, it makes no attempt to identify which are likely to vote in the November election, as required by city ordinance.
- Demographically and geographically representative of the eligible registered voters.
- Self-administered online interviews via email and mailed invitations July 26 – August 9, 2018.
- Margin of error +/- 2.5 percentage points

BOND BALLOT TESTS

INITIAL SUPPORT & INFORMED BALLOT

- The initial baseline ballot shows **strong majority support for the bond**. 72% of registered voters are likely to vote for the bond while only 28% plan to vote against it.
- Bond supporters feel it is necessary to **improve the road conditions** throughout the city.
- Opponents are concerned about **going into debt for maintenance**, the cost, recent tax increases, and a lack of trust in city finances.
- After hearing all the provided information about the bond, **overall support increased from 72% to 79%**.

BALLOT – EXACT QUESTION WORDING



Salt Lake City officials are considering proposing an \$87 million general obligation bond for the November elections for the purposes of rebuilding and repairing streets in the city. **Below you will read some potential legal language about the bond. Please read it carefully and then let us know if you would be likely to vote for or against this bond if it were on the ballot.**

OFFICIAL BALLOT FOR SALT LAKE CITY, UTAH SPECIAL BOND ELECTION

Shall Salt Lake City, Utah, be authorized to issue General Obligation Bonds in a principal amount not to exceed \$87,000,000 and to mature in no more than 21 years from the date or dates of issuance; such bonds will be issued to pay all or a portion of the costs to improve various streets and roads throughout the City and related infrastructure improvements?

Property Tax Cost of Bonds:

If the bonds are issued as planned, without regard to the taxes currently levied to pay outstanding bonds that will decrease over time, an annual property tax to pay debt service on the proposed bonds will be required over a period of 20 years in the estimated amount of \$48.02 per year on a primary residence with the Salt Lake City average value of \$339,500 and in the estimated amount of \$87.30 per year on a business or secondary residence having the same value.

The City currently levies property taxes to pay debt service on other outstanding general obligation bonds that have been issued to finance voter approved projects, including bonds for two projects that will be paid off in 2019. The incremental property taxes would decrease upon the repayment of the currently outstanding bonds, but the decrease will not occur if the proposed bonds are issued. Taking into account the repayment of the outstanding bonds, the City expects that the issuance of the proposed bonds, in the manner currently expected, will result in no net increase to current annual property tax levels for the repayment of bonds.

The foregoing information is only an estimate and not a limit on the amount of taxes that the City may be required to levy to pay debt service on the bonds. The City is obligated to levy taxes to the extent provided by law in order to pay the bonds. The amounts are based on various assumptions and estimates, including debt service on the bonds and taxable values of property in the City.

Now that you have read the legal language as it might appear on the ballot, if this bond were on the ballot on an election today, would you vote for or against it?

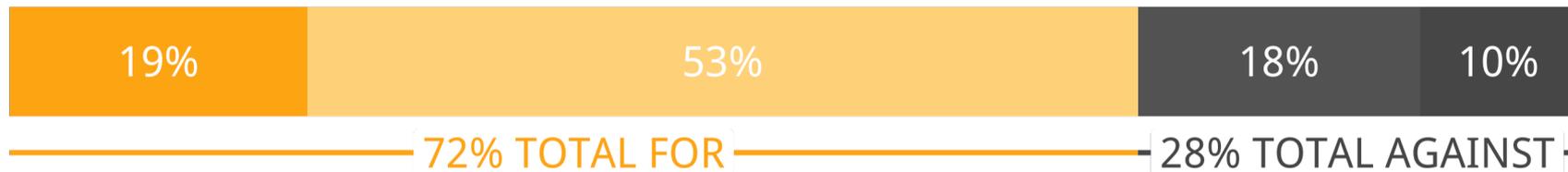
BOND BALLOT SIMULATION

After reading the ballot language, respondents indicate a strong likelihood to vote in support of the bond. 19% say they will definitely vote for it and 53% say they will probably vote for it. In total, 28% say they will vote against the bond.



Now that you have read the legal language as it might appear on the ballot, if this bond were on the ballot on an election today, would you vote for or against it?

Definitely vote for Probably vote for Probably vote against Definitely vote against



SUPPORT LARGELY DRIVEN BY ROAD CONDITIONS

71% of supporters state that they would vote for a Salt Lake City bond in November because of bad road conditions.



What is the biggest reason why you would for a Salt Lake City bond in November?

Bad road conditions 71%

Improve quality of life 19

Good investment / our responsibility 15

Low cost 9

Safety concerns 7

Growing population 5

Still unconvinced 12

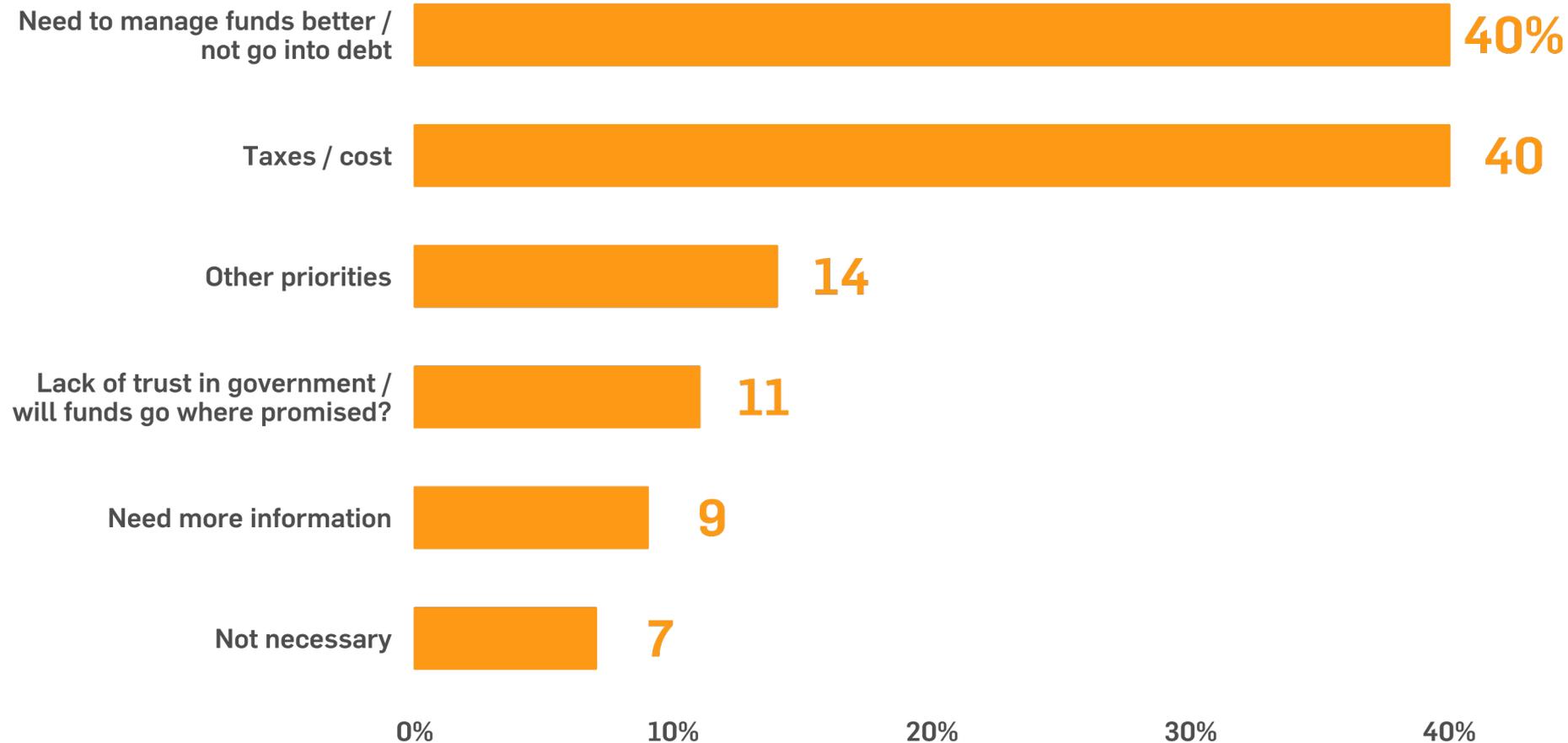
0% 20% 40% 60% 80%

OPPOSITION POINTS TO DEBT & COST

Registered voters who are not in favor of the bond are concerned about going into debt for maintenance, the cost, recent tax increases, and a lack of trust in city finances.



What is the biggest reason why you would vote against a Salt Lake City bond in November?



EARLY BALLOT COMPARED TO INFORMED BALLOT

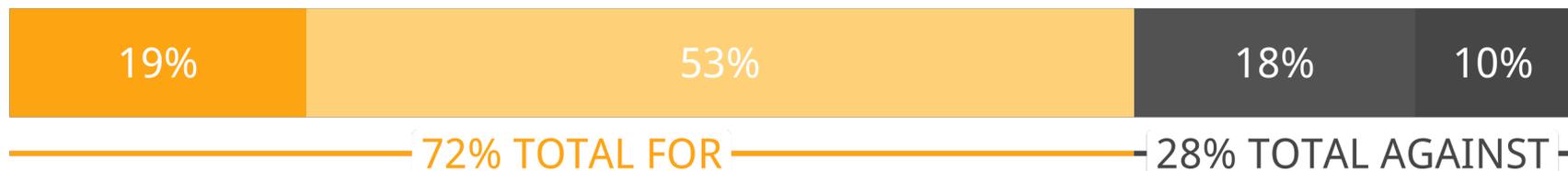
After reading the city's rationale for the bond, support increases by 7 percentage points overall. The informed ballot is 79% in support.



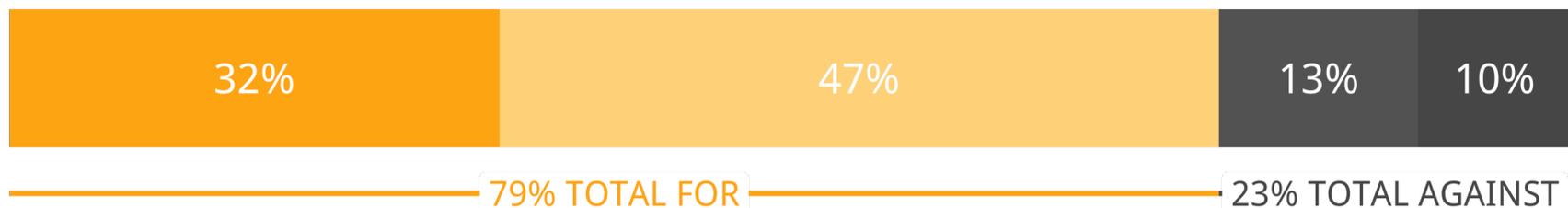
Now that you have read some more information about the issue, if the November elections were being held today and this \$87 million Salt Lake City general obligation bond was on the ballot, would you vote for or against it?

Definitely vote for Probably vote for Probably vote against Definitely vote against

Early ballot



Informed ballot



LOW COST THE MOST DETERMINATIVE RATIONALE

The most determinative information presented to registered voters was the price – that this bond would cost less than \$5 per household per year, and that it is made possible by the two retiring bonds.



Next you will read some information that you may read or hear about the bond, and then I would like you to tell us if this information makes you more likely to vote to SUPPORT or OPPOSE it in the upcoming election.

