

North Tahoe Public Utility District Revenue Feasibility Survey Results



Presented by:

Chris Coulter
John Bliss

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4745 Mangels Blvd, Fairfield, California 94534

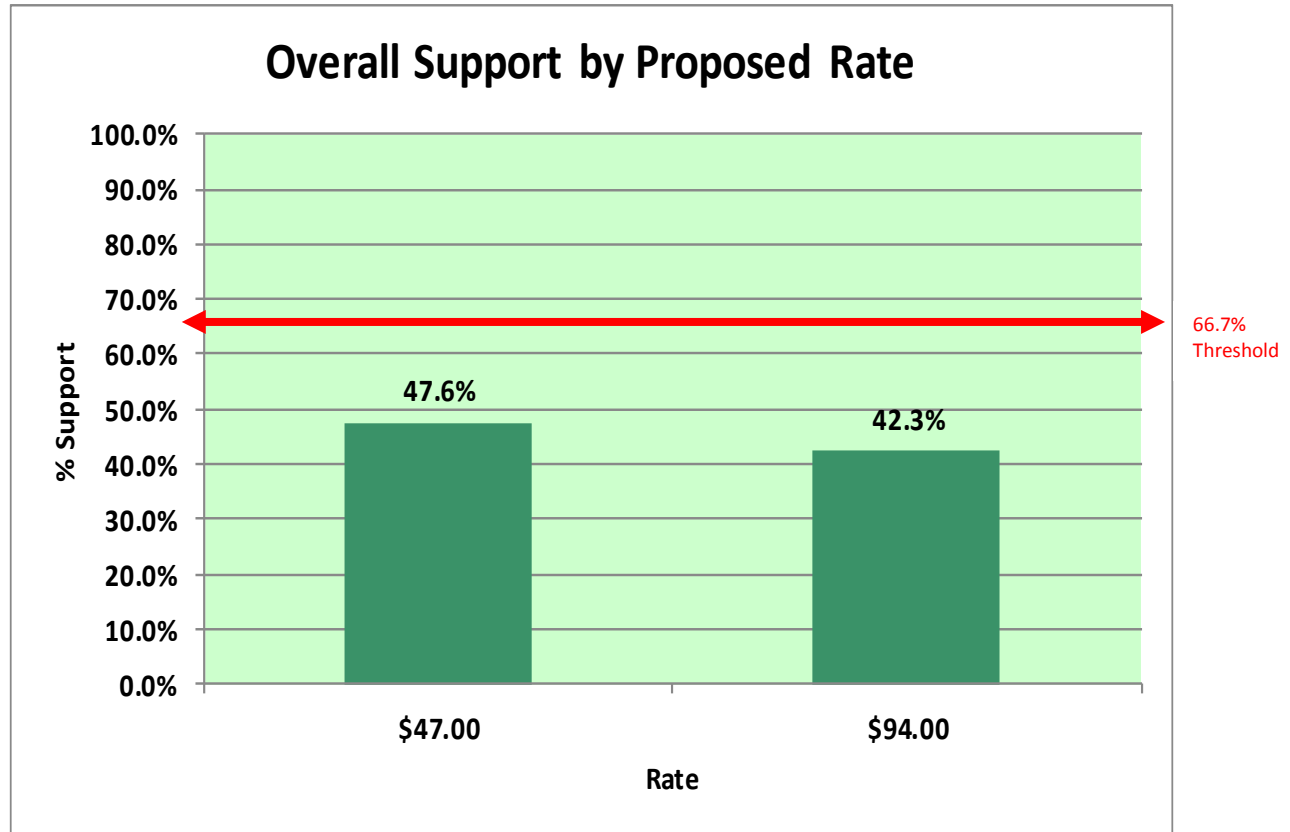
Survey Objectives

- Evaluate the support and priorities of property owners and registered voters within the District regarding current and proposed parks and recreation services
- Measure the level of support for a local funding measure to maintain or improve parks and recreation services:
 - Measure the level of support for a Special Tax
 - Measure the level of support for a Benefit Assessment

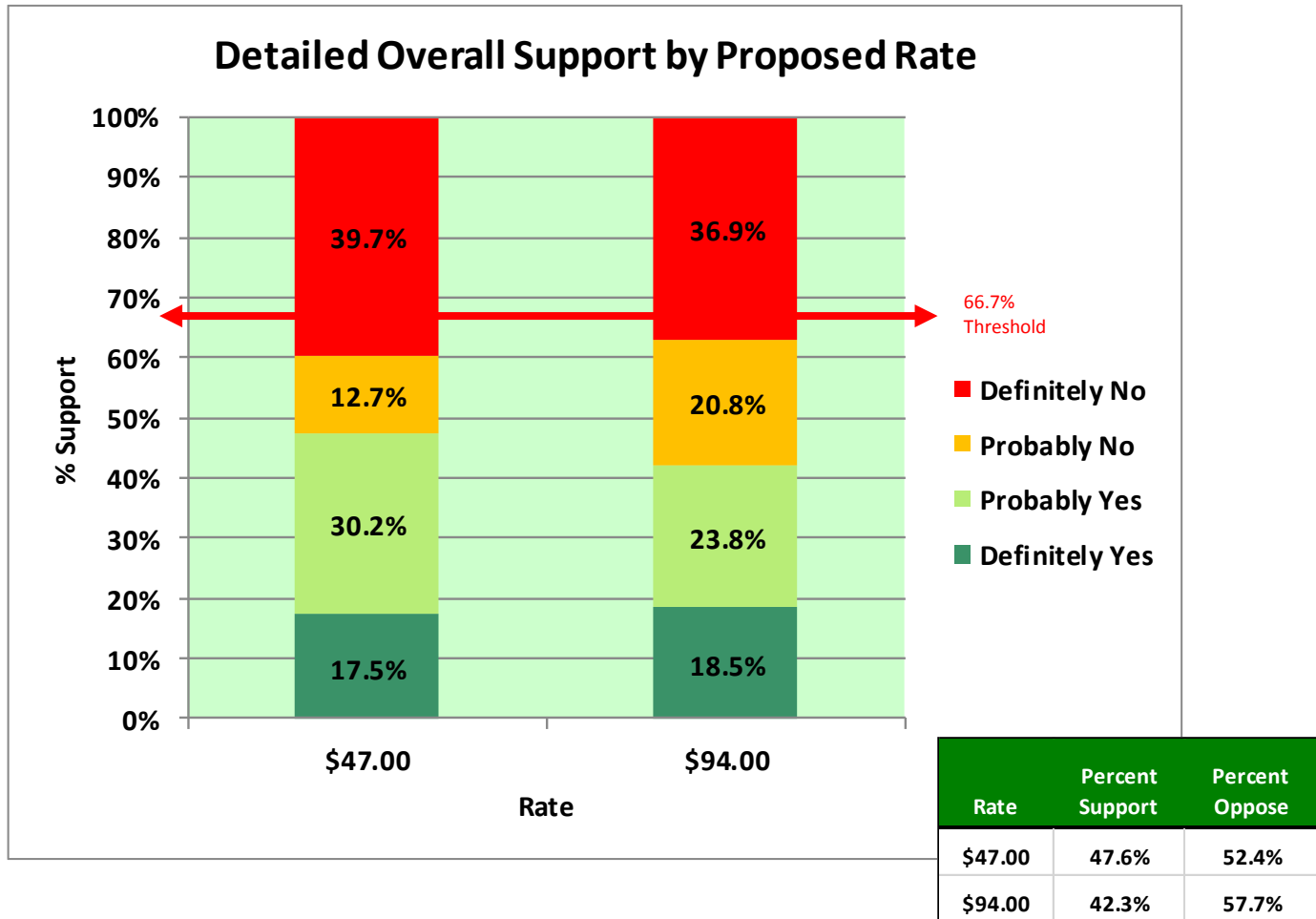
Survey Scope of Work & Methodology

- Initial property and voter analysis
- Survey mailed to 6,692 property owners and voters using randomized, stratified samples
- Surveys mailed November 8, 2016
- 961 surveys returned (by mail and online)
 - 14% return rate
 - Overall margin of error of $\pm 2.98\%$
- The survey tested 2 proposed annual rates, representing 2 service levels:
 - \$47 per single family home, with tiered rates for other types of property
 - \$94 per single family home, with tiered rates for other types of property

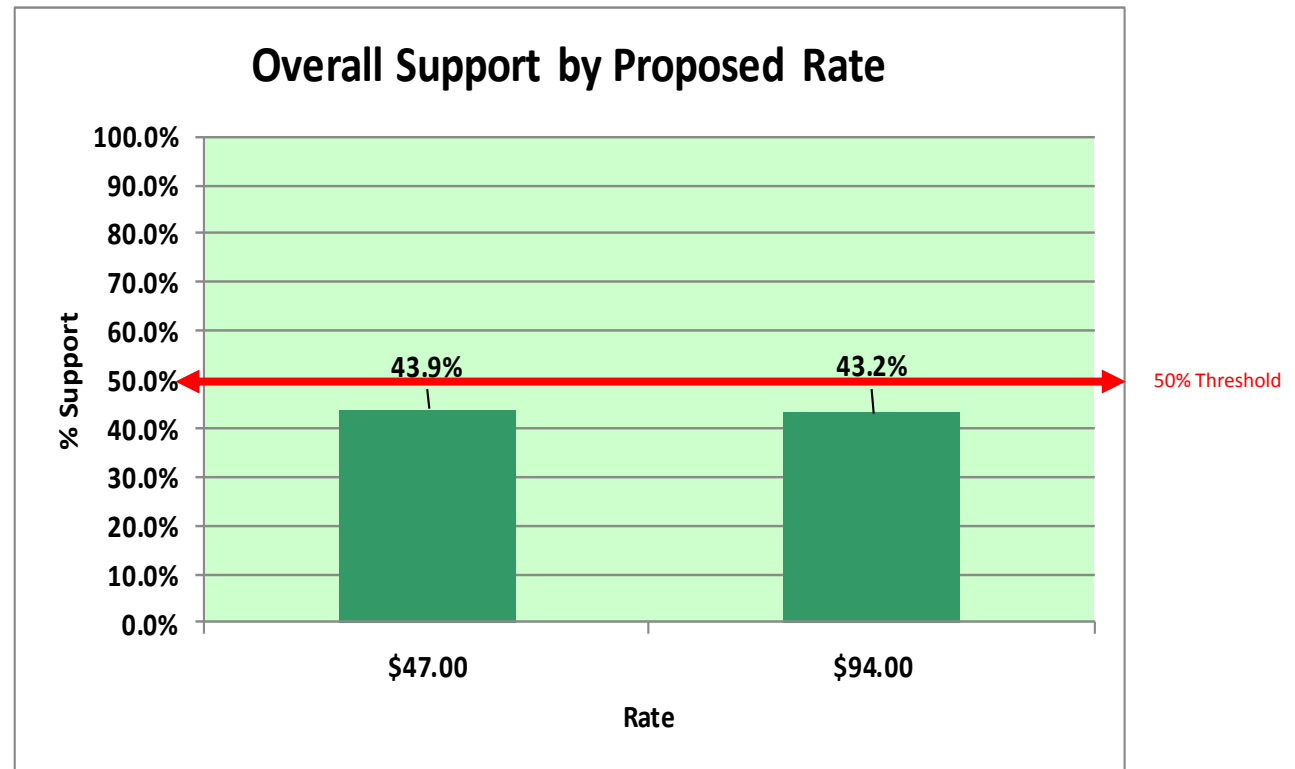
Overall Support by Rate for a Special Tax



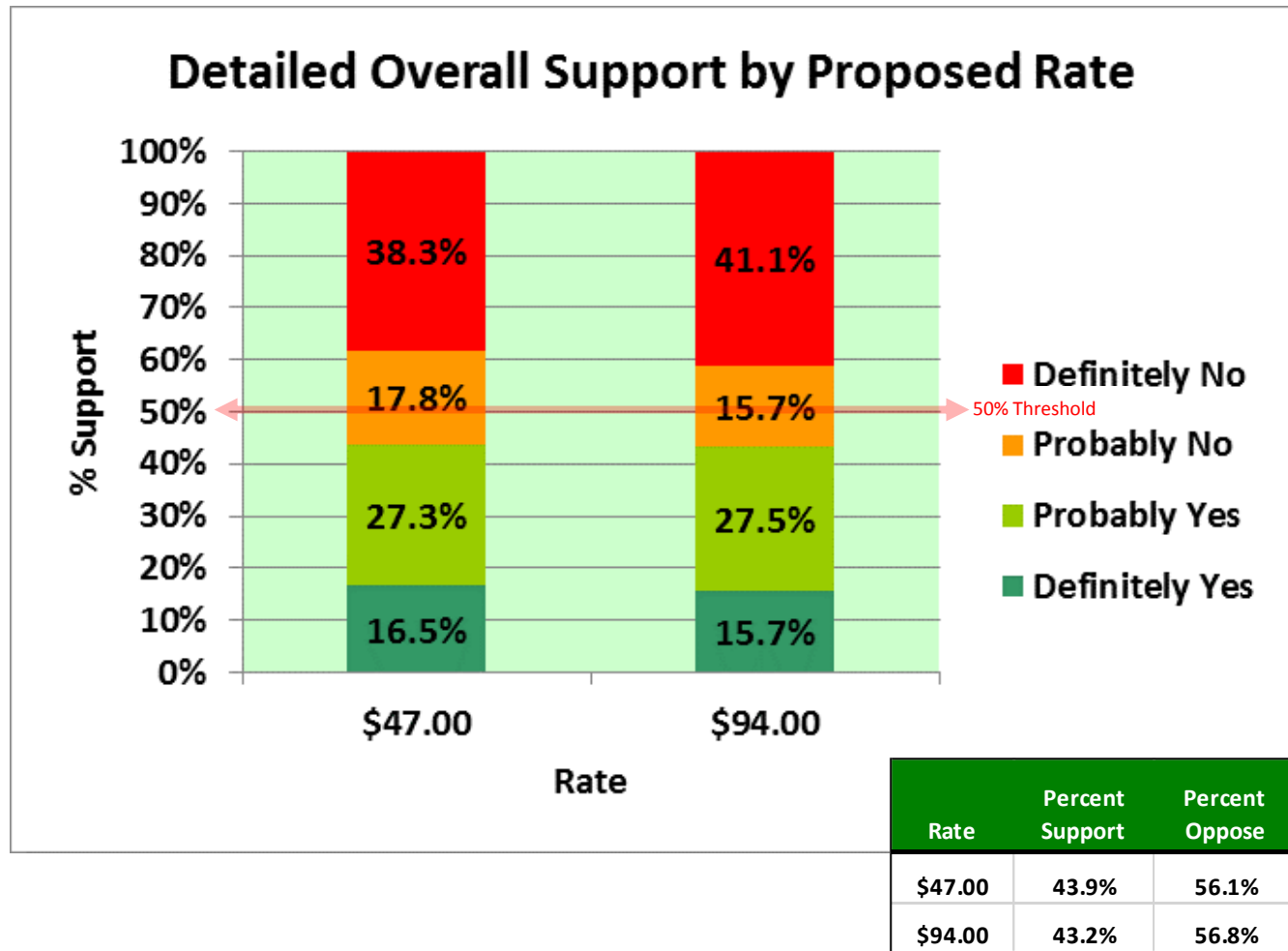
Detailed Overall Support by Rate for Special Tax



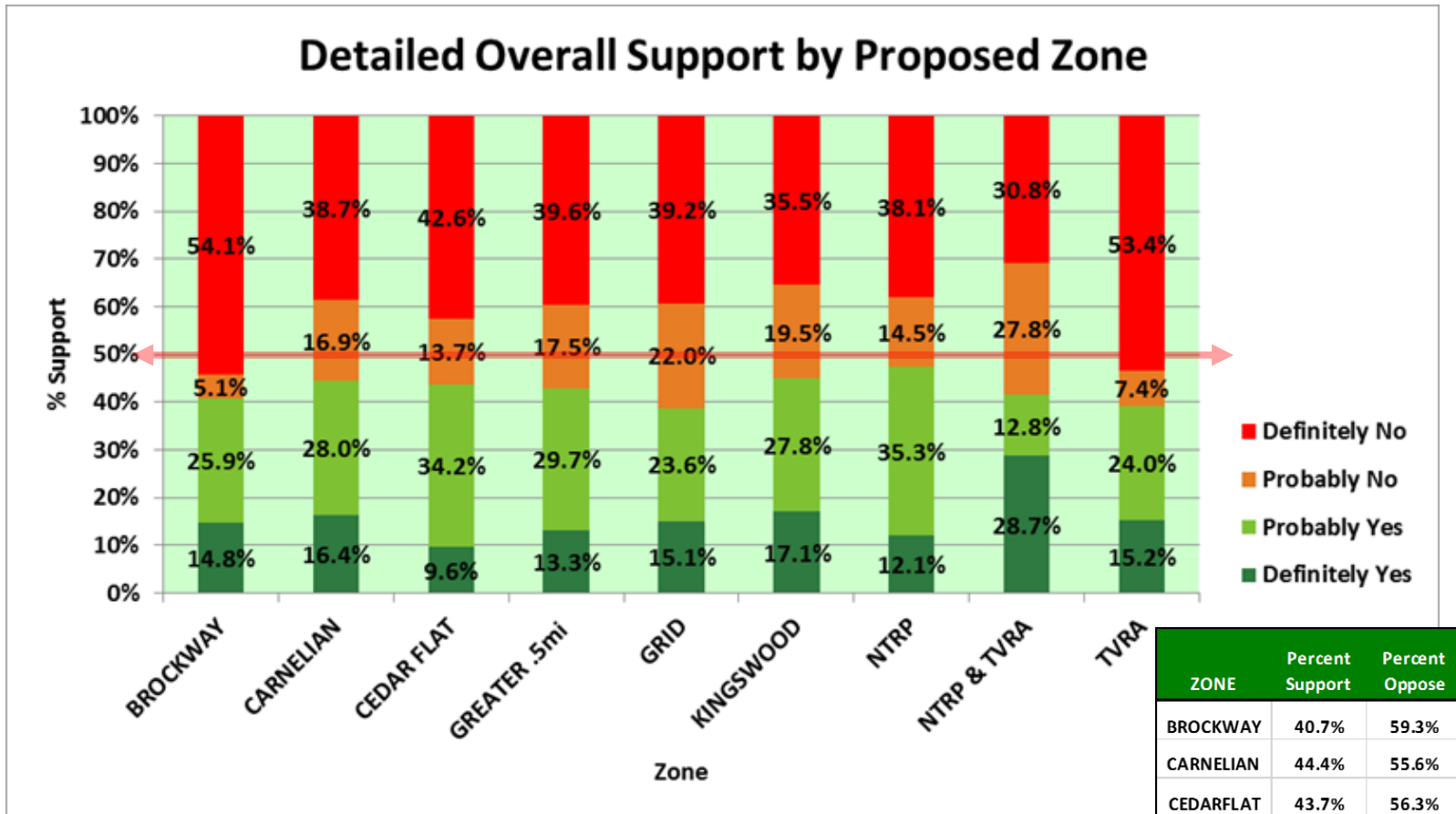
Overall Support by Rate for a Benefit Assessment



Detailed Overall Support by Rate for Benefit Assessment

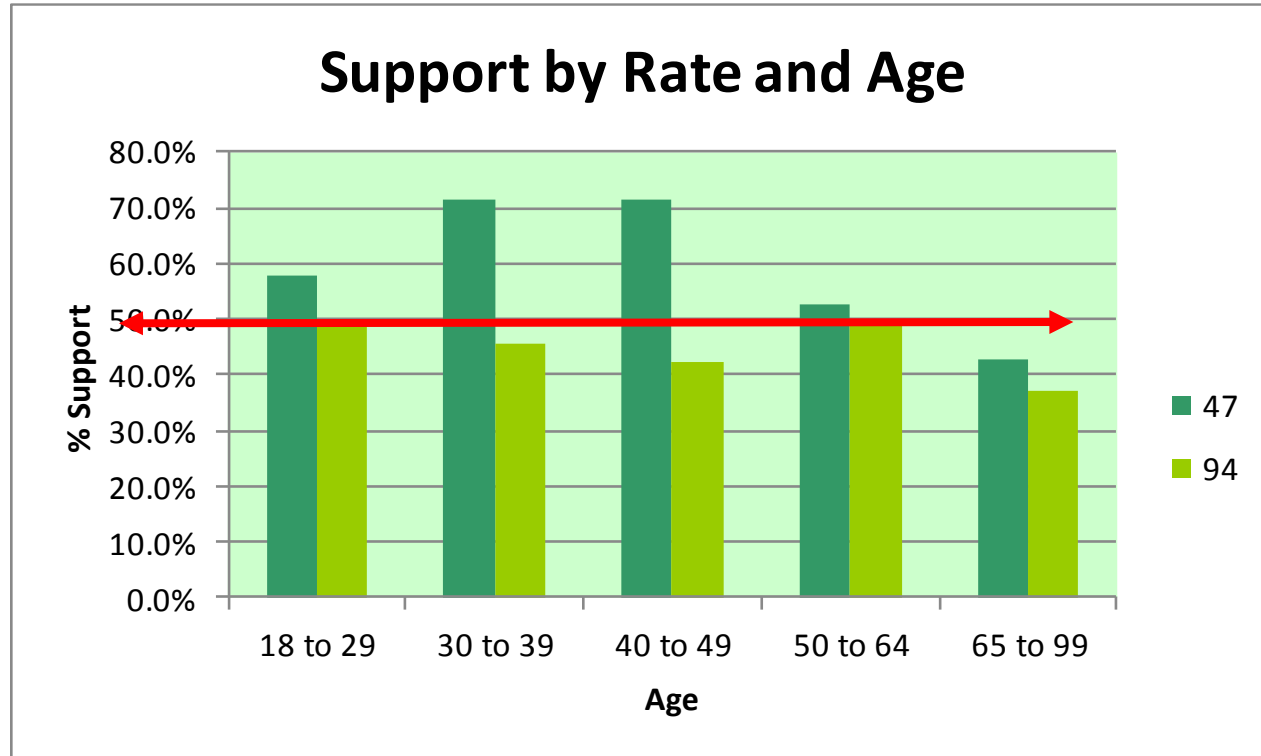


Detailed Overall Support by Zone



ZONE	Percent Support	Percent Oppose
BROCKWAY	40.7%	59.3%
CARNELIAN	44.4%	55.6%
CEDARFLAT	43.7%	56.3%
GREATER .5mi	43.0%	57.0%
GRID	38.7%	61.3%
KINGSWOOD	45.0%	55.0%
NTRP	47.4%	52.6%
NTRP & TVRA	41.4%	58.6%
TVRA	39.2%	60.8%

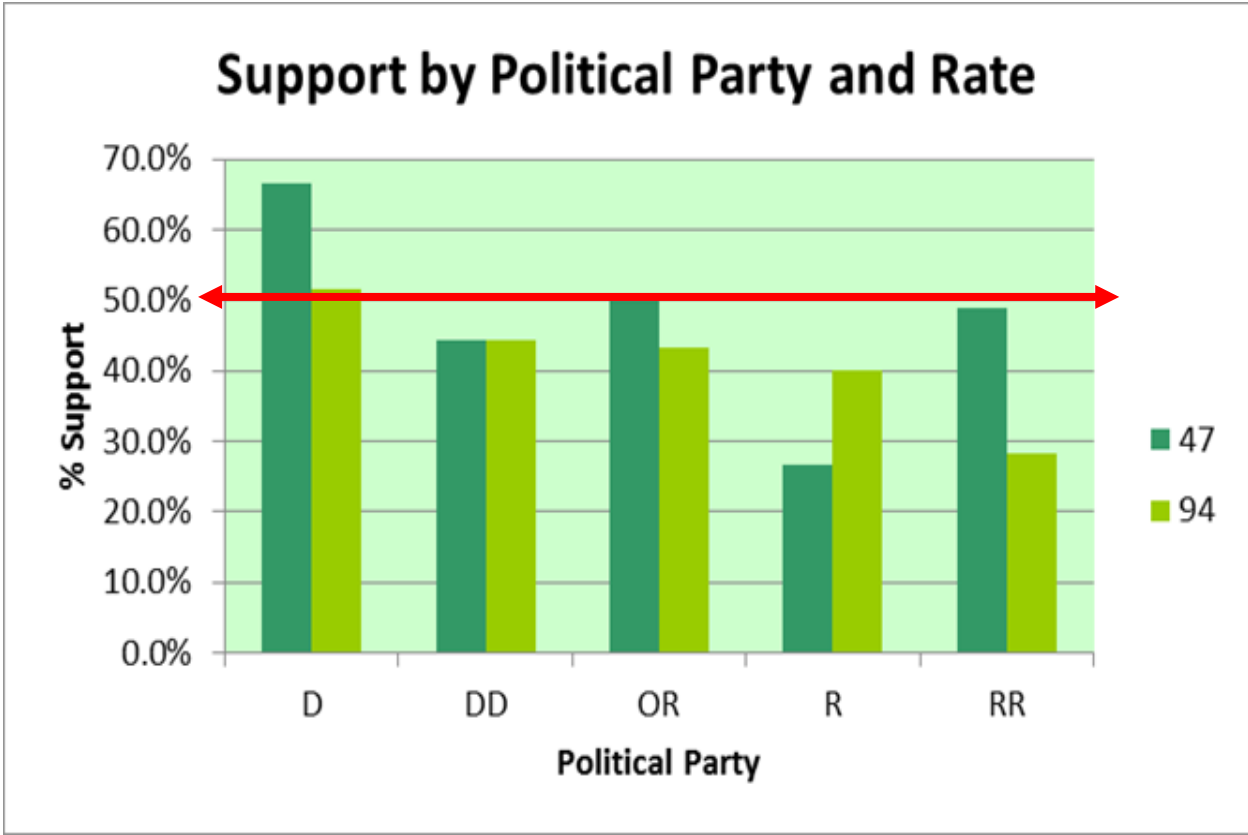
Support by Rate and Age



Rate	18 to 29	30 to 39	40 to 49	50 to 64	65 to 99
\$47.00	57.6%	71.4%	71.4%	52.6%	42.9%
\$94.00	50.0%	45.5%	42.3%	50.0%	37.2%

Age Range	Number of Voters	Percent
18 to 29	482	16.6%
30 to 39	479	16.5%
40 to 49	464	16.0%
50 to 64	827	28.5%
65 to 99	646	22.3%
Total	2,898	100.0%

Support by Political Party

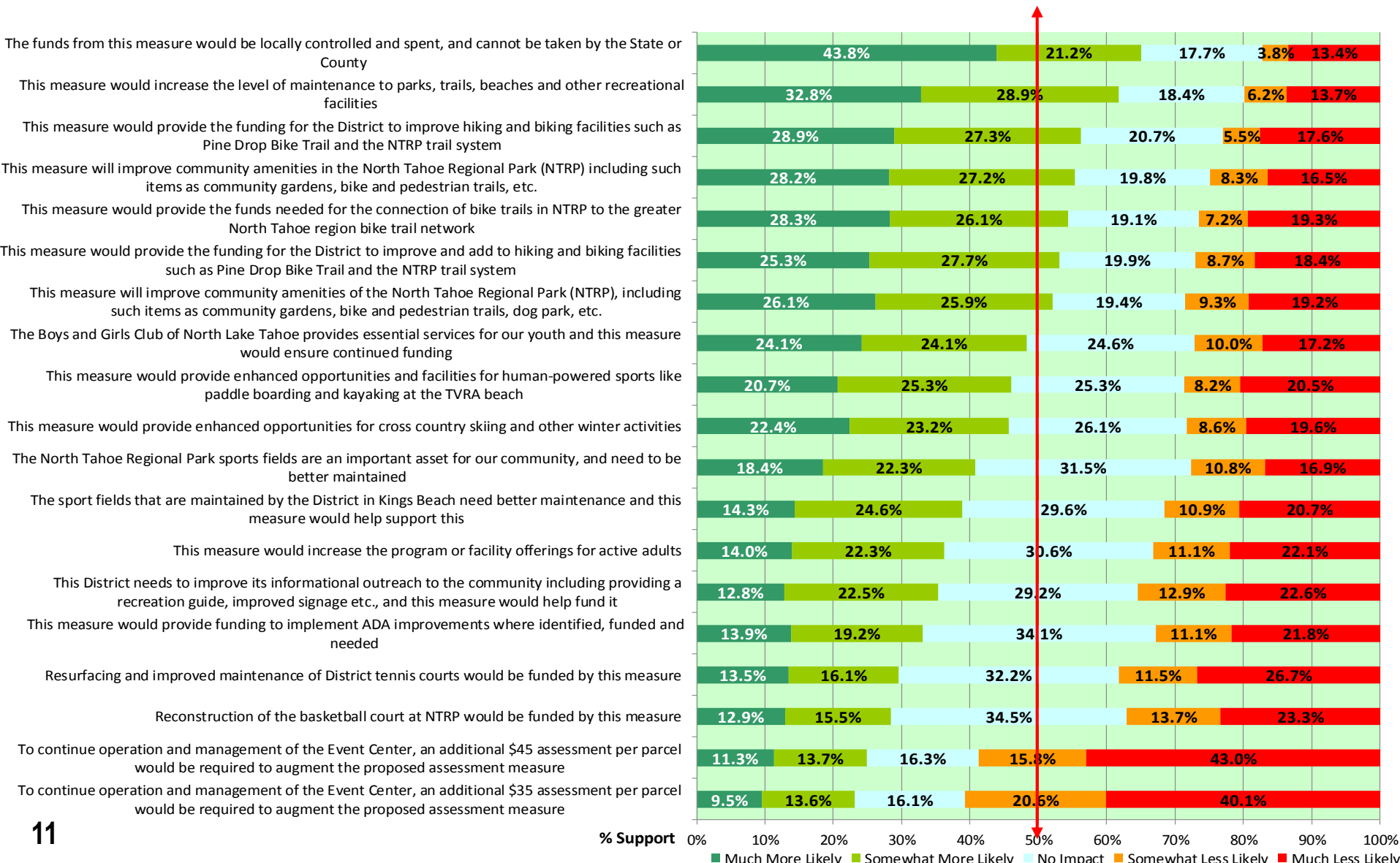


Note:
 D = One Democrat in residence
 DD = Two Democrats in residence
 OR = Neither Democrat nor Republican in residence (e.g. Green, Reform, Independent)
 R = One Republican in residence
 RR = Two Republicans in residence
 Source: Placer County Registrar of Voters

Rate	D	DD	OR	R	RR
\$47.00	66.7%	44.4%	50.0%	26.7%	49.0%
\$94.00	51.5%	44.4%	43.2%	40.0%	28.3%

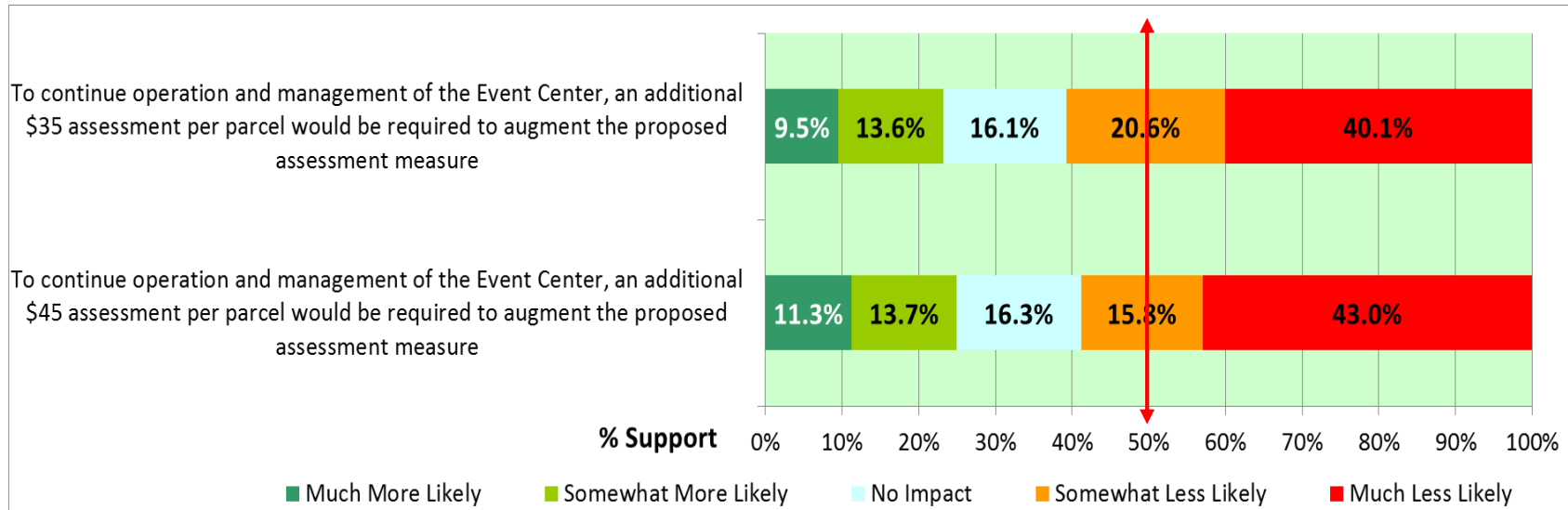
Service Priorities – Most Popular Projects

Detailed Support by Projects and Issues for All Respondents



Support for North Tahoe Event Center Assessment

Detailed Support for Additional Assessment for NTEC by Proposed Additional Assessment Rate



Rate	Much More Likely	Somewhat More Likely	Total Percent Support	No Impact	Somewhat Less Likely	Much Less Likely	Total Percent Oppose
\$35	9.5%	13.6%	23.2%	16.1%	20.6%	40.1%	60.7%
\$45	11.3%	13.7%	24.9%	16.3%	15.8%	43.0%	58.8%

Summary of Findings

- **Overall support is below both the 66.67% and 50% thresholds for both levels of service**
 - Support levels for Benefit Assessment:
 - \$47 = 43.9% support – margin of error 4.17%
 - \$94 = 43.2% support – margin of error 4.25%
 - Very little price sensitivity between the two rates tested
 - The response rate was appropriate for a statistically valid result

- **In particular, residents are concerned about:**
 - Fiscal responsibility and organizational transparency
 - Making visitors and/or users pay for services
 - No new taxes
 - General mistrust of government

Recommendations

- The survey found insufficient support within the community for both a Special Tax measure and Benefit Assessment measure for parks and recreation services (6 to 7 percentage points below 50% support needed for a Benefit Assessment)
- We recommend you do not go forward with a measure in the next 2-4 years.
- Timing of future ballot election measure:
 - 2019-2021 – after strong outreach do a tracker survey to test if support levels have improved

Recommendations

- Preferred option based on negative survey results:
 - Use District ad-valorem property tax revenue to fund recreation and parks
 - Adjust sewer rates accordingly to reflect actual expenses
- Possible options to consider for a funding measure in 2-4 years:
 - CPI: do not add a CPI to the proposed rate
 - Sunset: include a sunset of 5 to 9 years
- Consider a strong community outreach campaign to inform voters of:
 - Current parks and recreation services and offerings
 - District financial transparency
 - The District's strong accountability and oversight of funds, the solid foundational and forward planning
- Maintain transparency and clearly explain what new services will be provided with additional revenue
- Build a coalition of supporters, to include business owners, elected officials, taxpayers association, community leaders, senior community, and other stakeholders