

Greeley City Council Agenda

Work Session

Tuesday, July 22, 2025 at 6:00 PM

City Council Chambers at City Center South
1001 11th Avenue, Greeley, CO 80631

NOTICE:

City Council Meetings are held on the 2nd and 4th Tuesdays of each month in the City Council Chambers. Meetings are conducted in a hybrid format, with a Zoom webinar in addition to the in-person meeting in Council Chambers.

City Council members may participate in this meeting via electronic means pursuant to their adopted policies and protocol.

Members of the public are also invited to view Council work sessions in person or remotely. **Work sessions are intended for discussion and an overview of key topics to inform future decision-making. While no formal action will be taken, we appreciate public interest; however, participation (virtually or in-person) is not part of the work session format. Public comments are made during City Council meetings.**

Watch Meetings:

Meetings are open to the public and can be attended in person by anyone.

Meetings are livestreamed on the City's Meeting Portal <https://greeleyco.portal.civicclerk.com/>.

For more information about this meeting, to request reasonable accommodations for accessibility purposes in an alternative format, or for meeting agendas, minutes, and archived videos, please contact the City Clerk's Office at cityclerks@greeleygov.com or 970-350-9740.



Mayor

John Gates

Councilmembers

Tommy Butler - Ward I

Deb DeBoutez - Ward II

Johnny Olson - Ward III

Dale Hall - Ward IV

Brett Payton - At-Large

Melissa McDonald - At-Large



**City Council
Work Session Agenda**

**Tuesday, July 22, 2025 at 6:00 PM
City Council Chambers at City Center South
1001 11th Avenue, Greeley, CO 80631**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Councilmembers
5. June 2025 Polling Results and November Ballot Decision
6. 2025 'Your Thoughts on Greeley: Non-resident Survey'
7. West Greeley General Improvement District (GID) Update
8. Scheduling of Meetings, Other Events
9. Motion to go into Executive Session to discuss the potential purchase and acquisition of real property, receive instructions on negotiation and, if necessary, receive legal advice
10. Adjournment



Work Session Agenda Summary

Item: 4.

Title:

Reports from Mayor and Councilmembers

Background:

Board/Committee	Meeting Day/Time	Assignment
Airport Authority	3 rd Thu, 3:30 p.m.	Payton/Gates
Board/Commission Interviews (Team of 2)	monthly as needed	Council Rotation
CML Executive Board Opportunity	as needed	Hall
CML Other Opportunities	as available/desired	
CML Policy Committee (Council or Staff)	as needed	Hall/Lee Gates alternate
Downtown Development Authority	3 rd Thu, 7:30 a.m.	Butler/DeBoutez
Employee Health Board	as needed	DeBoutez
Highway 34 Coalition	as needed	Olson
Highway 85 Coalition	as needed	Gates
Historic Preservation Loan Committee	as needed	DeBoutez
Human Relations Commission	2 nd Monday, 5 p.m.	DeBoutez
Interstate 25 Coalition	as needed	Olson
Island Grove Advisory Board	1 st Thu, 3:30 p.m.	Butler
National League of Cities Transportation and Infrastructure Services Committee	as needed	Olson
Parks & Recreation Board	1 st Friday, 7 a.m.	DeBoutez
Police Pension Board	quarterly	McDonald
Poudre River Trail	1 st Thu, 7 a.m.	Hall
Regional Opioid Council	as needed	Gates
Transportation/Air Quality MPO	1 st Thu, 6 p.m.	Olson/Payton
Upstate Colorado Economic Development	last Wed, 7 a.m.	Gates
Water & Sewer Board	3 rd Wed, 2 p.m.	Gates
Weld Project Connect Committee (United Way)	as needed	Olson
Youth Commission Liaison	4 th Mon, 6 p.m.	McDonald



Work Session Agenda Summary

Item: 5.

July 22, 2025

Key Staff Contact: Kalen Myers, Interim Budget & Policy Director

Title:

June 2025 Polling Results and November Ballot Decision

Background:

The purpose of this item is to present City Council with the results of recent public opinion polling and to seek consensus on which tax measure(s), if any, to advance for placement on the November 4, 2025 ballot.

Background:

In June 2025, the City engaged Aspect Strategic, a public opinion research firm, to conduct a statistically valid survey of 600 Greeley residents. The purpose was to assess community support for four potential tax measures:

1. Public Safety
2. Affordable Housing & Homelessness
3. Combined Public Health & Safety (includes elements of the first two)
4. Economic Development

Each measure was tested at a 0.50% sales tax rate, projected to generate approximately \$12–14 million in annual revenue. Respondents were contacted through live phone interviews and mobile web links, ensuring a representative cross-section of the community. The results carry a margin of error of $\pm 4.0\%$. Consultant Alex Dunn will present detailed poll findings. High-level results show initial support at:

- 53% for Public Safety
- 51% for Housing & Homelessness
- 56% for the Combined measure
- 42% for Economic Development

While none of the measures reached the threshold traditionally associated with ballot viability (50%+ support excluding leaners), the combined public health and safety measure appears to offer the greatest breadth of appeal and the clearest path forward.

Action Requested:

Following the presentation, staff requests Council discussion and consensus on which, if any, of the four measures should move forward for first reading at the August 5, 2025, Council meeting.

Strategic Focus Area:

Business Growth
Housing For All
Safe and Secure Communities

Attachments:

1. City of Greeley June 2025 Aspect Strategic Poll Toplines
2. Item 5 - Presentation

City of Greeley: Summer 2025 Community Poll

[PHONE] Hello, may I please speak with (NAME ON LIST)? My name is _____ from _____, a public opinion polling firm. We are conducting a short survey about some issues people in Greeley have been talking about lately. We're not selling anything and I will not ask for a donation at any time. It will take only a few minutes and all responses will be anonymous and used only for research purposes.

[WEB]¹ Hello, it's Research-Polls! We're conducting a study on local issues in Greeley. Your response is voluntary and will be kept strictly confidential!
[LINK] You may opt out at any time by replying STOP. Thank you!

These first few questions are just to make sure we are surveying a representative sample of the entire community.

1. Are you 18 years or older and currently registered to vote at your home address in Greeley, Colorado?

Yes	100%
--	
No.....	(TERMINATE)
DK/NA/REFUSED.....	(TERMINATE)

2. Which of the following best describes your age?

18-34	36%
35-49	24
50-64	18
65+	22
--	
Younger than 18	(TERMINATE)
DK/NA/REFUSED.....	(TERMINATE)

3. Are you... **(ROTATE)**

Male.....	48%
Female	52
Other / I use a different term	*

ELECTION INTEREST

4. As you may know, there will be an election in November of this year for a handful of statewide and local ballot measures, but **not** for any major offices like president, governor, or U.S. Congress. Using a scale of one to ten, please rate your level of enthusiasm about voting in this November's election, where ten means you're extremely enthusiastic about voting and one means you're not enthusiastic at all.

1 (not enthusiastic at all)	11%
2	2
3	5
4	4
5	13
6	6
7	10
8	15
9	5
10 (extremely enthusiastic)	30
--	
DK/NA/REFUSED.....	*

¹ For clarity, only the phone version of question text is displayed in the topline data.

TAX SENSITIVITY

5. Generally speaking, do you support or oppose increasing taxes to improve and expand city programs and services?

SUPPORT	35%
OPPOSE	57%
Definitely support increasing taxes	10%
Probably support increasing taxes	25
Probably oppose increasing taxes	22
Definitely oppose increasing taxes	35
--	
DK/NA/REFUSED	8

POTENTIAL BALLOT MEASURES

To start, here are two potential ballot measures (or initiatives) that could be on your ballot in an upcoming election. Please assume that **only one of them** would move forward and end up on your ballot. Please consider each one carefully—even though they may sound similar, each one is different.

SPLIT SAMPLE A (n=300) NEXT TWO QUESTIONS ROTATED PUBLIC SAFETY

6. (SSA) Here's [one of the potential ballot measures / the other potential ballot measure].

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, TO ADDRESS INCREASED DEMAND FOR PUBLIC SAFETY SERVICES, INCLUDING BUT NOT LIMITED TO:

- **IMPROVING STAFFING LEVELS FOR FIRST RESPONDERS;**
- **PAYING COMPETITIVE WAGES TO RETAIN AND RECRUIT HIGH-QUALITY FIREFIGHTERS, POLICE OFFICERS, AND OTHER PUBLIC SAFETY STAFF; AND**
- **PROVIDING PUBLIC SAFETY PERSONNEL WITH UPDATED EQUIPMENT, TECHNOLOGY, AND FACILITIES TO PROTECT THE COMMUNITY AND THEMSELVES;**

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

If you had to decide today, would you support or oppose this proposal? (PINWHEEL ROTATE)

SUPPORT	53%
OPPOSE	45%
Definitely support	16%
Somewhat support	21
Undecided, but leaning toward supporting	15
Undecided, but leaning toward opposing	11
Somewhat oppose	10
Definitely oppose	24
--	
DK/NA/REFUSED	2

HOUSING & HOMELESSNESS

7. (SSA) Here's [one of the potential ballot measures / the other potential ballot measure].

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, TO PREVENT AND REDUCE HOMELESSNESS AND EXPAND ACCESS TO AFFORDABLE HOUSING, INCLUDING BUT NOT LIMITED TO:

- INVESTING IN STRATEGIES TO BRING MORE AFFORDABLE HOMES AND RENTAL UNITS TO GREELEY;
- PROVIDING TARGETED OUTREACH AND RENTAL ASSISTANCE TO PREVENT HOMELESSNESS AND INCREASE HOUSING STABILITY;
- SUPPORTING SERVICES THAT HELP INDIVIDUALS AND FAMILIES TRANSITION TO STABLE HOUSING AND SELF-SUFFICIENCY; AND
- REDUCING ENCAMPMENTS BY OPERATING A YEAR-ROUND EMERGENCY SHELTER;

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

If you had to decide today, would you support or oppose this proposal? (PINWHEEL ROTATE)

SUPPORT	51%
OPPOSE	48%
Definitely support	27%
Somewhat support	15
Undecided, but leaning toward supporting	9
Undecided, but leaning toward opposing	11
Somewhat oppose	8
Definitely oppose	29
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DK/NA/REFUSED	1

SPLIT SAMPLE B (n=300)
NEXT TWO QUESTIONS ROTATED
PUBLIC SAFETY & PUBLIC HEALTH

8. **(SSB)** Here's [one of the potential ballot measures / the other potential ballot measure].

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, TO IMPROVE PUBLIC SAFETY AND PUBLIC HEALTH, INCLUDING BUT NOT LIMITED TO:

- **IMPROVING STAFFING LEVELS FOR FIRST RESPONDERS TO MEET GROWING COMMUNITY NEEDS;**
- **PROVIDING POLICE, FIRE, AND EMERGENCY SERVICES WITH MODERN EQUIPMENT, TECHNOLOGY, AND FACILITIES TO PROTECT RESIDENTS' HEALTH AND SAFETY;**
- **REDUCING THE IMPACT OF HOMELESSNESS ON NEIGHBORHOODS AND PUBLIC SERVICES BY OPERATING A YEAR-ROUND EMERGENCY SHELTER, WITH WRAPAROUND SUPPORT TO TRANSITION INDIVIDUALS AND FAMILIES TO LONG-TERM STABILITY;**
- **SUPPORTING PREVENTION STRATEGIES SUCH AS TARGETED OUTREACH, RENTAL ASSISTANCE, AND HOUSING STABILITY SERVICES TO MINIMIZE ENCAMPMENTS AND EMERGENCY RESPONSE BURDENS;**

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

If you had to decide today, would you support or oppose this proposal? **(PINWHEEL ROTATE)**

SUPPORT	56%
OPPOSE	43%
Definitely support	22%
Somewhat support	22
Undecided, but leaning toward supporting	11
Undecided, but leaning toward opposing.....	6
Somewhat oppose	10
Definitely oppose	27
--	
DK/NA/REFUSED.....	1

ECONOMIC DEVELOPMENT

9. (SSB) Here's [one of the potential ballot measures / the other potential ballot measure].

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, FOR ECONOMIC DEVELOPMENT PURPOSES SUCH AS BUSINESS SUPPORT, JOB CREATION, AND COMMUNITY INVESTMENT, INCLUDING BUT NOT LIMITED TO:

- OFFERING TOOLS AND GRANTS TO HELP EXISTING BUSINESSES GROW AND REMAIN IN GREELEY, AND INCENTIVES AND STARTUP ASSISTANCE TO ATTRACT NEW EMPLOYERS;
- INVESTING IN JOB CREATION PROGRAMS, INCLUDING HIGHER-PAYING AND TRADE-SKILLED JOBS;
- REVITALIZING GREELEY'S DOWNTOWN AND PUBLIC SPACES TO PROMOTE CLEANLINESS AND SAFETY; AND
- SUPPORTING NEW AMENITIES LIKE RESTAURANTS AND RETAIL;

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

If you had to decide today, would you support or oppose this proposal? (PINWHEEL ROTATE)

SUPPORT	42%
OPPOSE	55%
Definitely support	16%
Somewhat support	16
Undecided, but leaning toward supporting	11
Undecided, but leaning toward opposing	12
Somewhat oppose	13
Definitely oppose	31
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DK/NA/REFUSED	2

CONTEXTUAL QUESTIONS

10. From the following list, which do you think would be the **two biggest benefits** of economic development efforts in Greeley? (**RANDOMIZE**)

(MULTIPLE RESPONSES ACCEPTED; TOTAL DOES NOT ADD TO 100%)

Supporting local employers and creating new, quality jobs.....	44%
Utilizing vacant buildings and making Greeley's public spaces more clean, safe, and beautiful.....	39
Helping local businesses grow and attracting new ones.....	33
Creating a more vibrant downtown with more restaurants and retail.....	21
None of these	9
--	
DK/NA/REFUSED.....	6

11. If you had to choose, would you say population growth is more of (**ROTATE**) [a good thing] or [a bad thing] for Greeley?

GOOD THING.....	50%
BAD THING.....	48%
More of a good thing – I feel this way <u>strongly</u>	13%
More of a good thing – I <u>lean</u> this way.....	37
More of a bad thing – I <u>lean</u> this way.....	27
More of a bad thing – I feel this way <u>strongly</u>	21
--	
DK/NA/REFUSED.....	2

12. In general, how worried are you about crime in Greeley? Would you say... (**PINWHEEL ROTATE**)

WORRIED	63%
NOT WORRIED.....	37%
Very worried	23%
Fairly worried	40
Not too worried	29
Not worried at all.....	7
--	
DK/NA/REFUSED.....	1

13. Which of the following issues do you think are most important for the city to address in order to make Greeley safer? You can pick up to two. Would you say... (**RANDOMIZE**)

(MULTIPLE RESPONSES ACCEPTED; TOTAL DOES NOT ADD TO 100%)

Gang activity.....	43%
Drugs.....	36
Homelessness	35
Violent crime.....	34
Non-violent crime like theft and vandalism	22
Something else	5
--	
DK/NA/REFUSED.....	*

BLOCK 1: HOUSING & HOMELESSNESS

Next, here are several programs and services that could be funded by the proposal for affordable housing assistance and homeless solutions. Please choose whether you support or oppose each one. You can also say you're unsure.

	(RANDOMIZE)	TOTAL SUPP	TOTAL OPP	Strngly supp	Smwt supp	Smwt opp	Strngly supp	DK/ REF
14.	Assistance with housing repairs and maintenance costs to help keep seniors and low-income people in their homes	78%	19%	42%	35%	9%	10%	4%
15.	A year-round emergency shelter with services that support recovery and self-sufficiency	76%	20%	44	32	5	15	4
16.	Rent assistance and other support services to help keep people in their homes and transition individuals and families out of homelessness	74%	23%	40	34	11	12	3
17.	Down-payment assistance for qualifying homebuyers	65%	29%	36	29	14	15	6
18.	Incentives for developers to build more affordable homes and rental units	62%	33%	29	33	12	21	5

Here are several brief statements about the proposal to fund affordable housing assistance and homeless solutions. Please choose whether you find each statement to be very convincing, somewhat convincing, or not convincing.

	(RANDOMIZE)	TOTAL CONV	Very conv	Smwt conv	Not conv	DK/ REF
19.	SELF-SUFFICIENCY Housing and homeless investments would focus on transitioning families and individuals to self-sufficiency by giving them the tools, resources, and stability they need to address mental and physical health issues, get back to school, or find a job.	74%	35%	39%	24%	2%
20.	AFFORDABILITY With more and more Greeley residents being priced out of owning homes, smart housing incentives would help create more homes that everyday people can afford—so Greeley doesn't become the next Fort Collins or Denver. And with housing affordability now the #1 driver of homelessness in Greeley, targeted housing investments would help prevent homelessness by keeping seniors and low-income residents in their homes.	71%	31	40	25	4
21.	RETURN ON INVESTMENT An independent, third-party study found that every dollar invested in targeted homelessness solutions would create more than \$3 in return for the Greeley community. Not only would addressing homelessness reduce the impact on hospitals and first responders, it would benefit local businesses and drive economic growth by helping revitalize downtown Greeley.	71%	28	43	28	1
22.	COMMUNITY BENEFIT Addressing homelessness will increase housing stability, minimize encampments, and make our entire community healthier and safer. That means a more vibrant downtown for Greeley residents, more foot traffic to help small businesses grow, and more dynamic public spaces and amenities for all of us.	68%	29	39	28	4
23.	BAD TIMING In an ideal world, we'd have extra resources for homelessness. But Greeley voters shouldn't be asked to pick up the tab for housing assistance and a homeless shelter—especially when people are already grappling with unprecedented housing costs of their own.	67%	36	31	31	3

24. **(SSA ONLY)** Now that you've learned a little more, would you support or oppose the proposal to increase Greeley's sales tax by 0.5% to fund affordable housing assistance and homeless solutions?

If you had to decide today, would you support or oppose this proposal? **(PINWHEEL ROTATE)**

SUPPORT	55%
OPPOSE	44%
Definitely support	28%
Somewhat support	18
Undecided, but leaning toward supporting	9
Undecided, but leaning toward opposing	8
Somewhat oppose	12
Definitely oppose	24
--	
DK/NA/REFUSED	1

BLOCK 2: PUBLIC SAFETY
SPLIT SAMPLE A (n=300)

25. **(SSA)** Here are two brief statements about the proposal to fund public safety services. Please listen to them carefully. **(ROTATE)**

[Some people / other people] say that with Greeley's heightened demand for emergency services, both the fire department and the police department are facing mandatory overtime and high staff turnover, putting our first responders in danger of being overworked and stretched too thin. Additional resources will help them keep emergency response times low and provide the updated safety equipment our first responders need, as well as adequate personnel to respond to medical and mental health emergencies across our city.

[Some people / other people] say that strengthening public safety programs is a good idea, but the timing isn't right to raise taxes. It's been a tough couple of years, and we need to let families get back on their feet before we ask them to pay even more in taxes.

Now that you've learned a little more, would you support or oppose the proposal to increase Greeley's sales tax by 0.5% to fund public safety services?

If you had to decide today, would you support or oppose this proposal? **(PINWHEEL ROTATE)**

SUPPORT	59%
OPPOSE	39%
Definitely support	27%
Somewhat support	20
Undecided, but leaning toward supporting	12
Undecided, but leaning toward opposing	5
Somewhat oppose	9
Definitely oppose	24
--	
DK/NA/REFUSED	2

BLOCK 3: ECONOMIC DEVELOPMENT
SPLIT SAMPLE B (n=300)

(SSB) Here are several brief statements about the proposal to fund economic development programs like business support, job creation, and community investment. Please choose whether you find each statement to be very convincing, somewhat convincing, or not convincing.

	(RANDOMIZE)	TOTAL CONV	Very conv	Smwt conv	Not conv	DK/ REF
26.	WRONG TIME We all want to support local businesses, but this is the wrong time to ask for a tax increase. Many families are still living paycheck-to-paycheck, and we need to let them get back on their feet before we raise taxes.	78%	52%	26%	20%	2%
27.	JOB By supporting local businesses and attracting new ones, economic development funding would help create new jobs, including higher-paying and trade-skilled jobs. This helps ensure a full range of employment opportunities for Greeley residents, reduce unemployment, and raise income levels across the city.	74%	26	48	22	4
28.	GOOD DEAL Community and business investments will pay for themselves in the long run by growing local businesses, creating higher-paying jobs for residents, and keeping Greeley dollars in Greeley—instead of losing growth opportunities and local tax revenue to nearby communities with better entertainment options.	70%	23	46	24	7
29.	SMALL BUSINESS Investing in economic development would help small businesses grow, thrive, and remain in Greeley, reducing the “revolving door” of downtown businesses and attracting new restaurants and retail through incentives, infrastructure improvements, and downtown revitalization efforts.	66%	18	49	29	5

30. (SSB) Now that you've learned a little more, would you support or oppose the proposal to increase Greeley's sales tax by 0.5% to fund economic development programs like business support, job creation, and community investment?

If you had to decide today, would you support or oppose this proposal? (PINWHEEL ROTATE)

SUPPORT	50%
OPPOSE	49%
Definitely support	16%
Somewhat support	23
Undecided, but leaning toward supporting	11
Undecided, but leaning toward opposing	8
Somewhat oppose	11
Definitely oppose	30
--	
DK/NA/REFUSED	1

DEMOGRAPHICS

These last few questions are just for statistical purposes.

31. What is the highest level of education you have fully completed? **(PINWHEEL ROTATE)**

Some high school or less	3%
High school graduate or GED	32
Some college, vocational or post-secondary credit, or an Associates degree	33
Four year or Bachelor's Degree	18
Postgraduate or advanced degree	14
--	
DK/NA/REFUSED	*

32. Which of the following best describes your own personal financial situation? Is it... **(PINWHEEL ROTATE)**

I can live comfortably while also saving an adequate amount for the future	36%
I can get by every month but I struggle to save money or pay for unexpected expenses	51
I find it difficult to make ends meet every month	12
--	
DK/NA/REFUSED	1

33. Party ID:

DEMOCRAT	37%
REPUBLICAN	46%
Strong Democrat	16%
Not strong Democrat	8
Independent, lean Democratic	13
Strictly Independent	17
Independent, lean Republican	11
Not strong Republican	9
Strong Republican	25
--	
DK/NA/REFUSED	*

34. How would you describe your race or ethnicity? **(RANDOMIZE)**

White or Caucasian	66%
Hispanic or Latino	29
Mixed race or multi-racial	2
Black or African American	1
Asian or Pacific Islander	1
Native American	*
--	
DK/NA/REFUSED	*

35. Over the next 12 months, how confident are you in your ability to maintain or improve your current financial situation? **(PINWHEEL ROTATE)**

CONFIDENT	55%
WORRIED	28%
Very confident	24%
Somewhat confident	31
Neither confident nor worried	17
Somewhat worried	19
Very worried	9

That completes our survey. Thank you VERY MUCH for your time.

Sample

Landline	14%
Mobile	27
Web	59

Registration

Democrat	21%
Unaffiliated / Other	54
Republican	25

Region

80631	32%
80634	68



November 2025 Ballot Measures Polling Update

Kalen Myers, Interim Budget and Policy Director

Alex Dunn, Vice President Aspect Strategic

City Council Work Session – July 22, 2025

Agenda

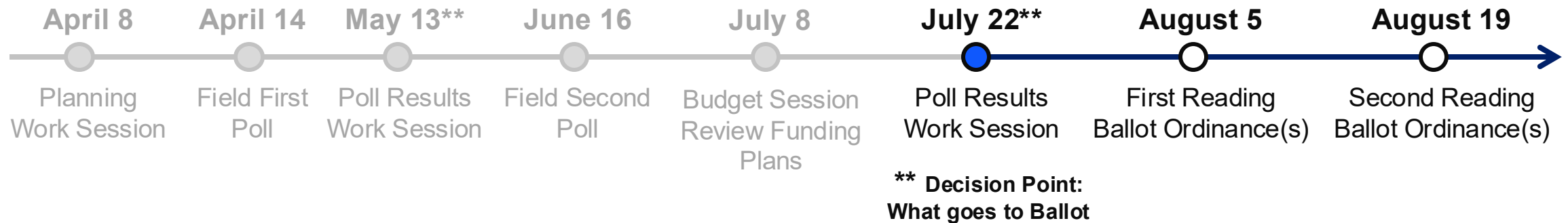


- Timeline Review
- Poll Methodology
- Poll Results
- Summary and Next Steps

Purpose: require consensus on what to advance to ballot for first reading on August 5.

Timeline Review

November Ballot Council Planning Timeline



Measures Under Consideration



Each measure is being considered as a 0.50% tax increase which would generate an estimated \$12 - \$14 Million in additional annual revenue.

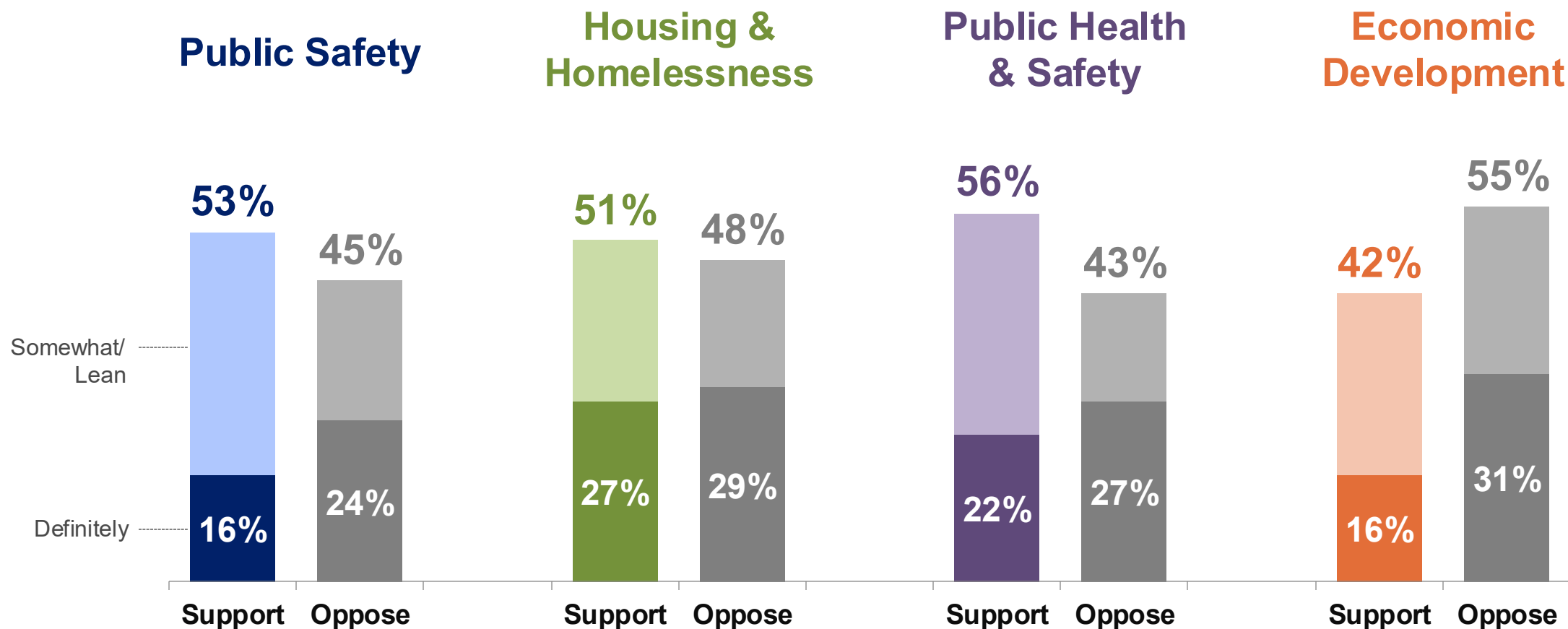
Poll Methodology

- Scientific survey of 600 Greeley residents selected at random
- Data collected via live telephone interviews and SMS responses online
- Conducted June 17-22, 2025
- Overall margin of error: +/- 4.0%
- Based on Census and voter file data, poll results are representative by gender, age, educational attainment, ZIP, council ward, race, party registration, etc.

Potential revenue proposals...

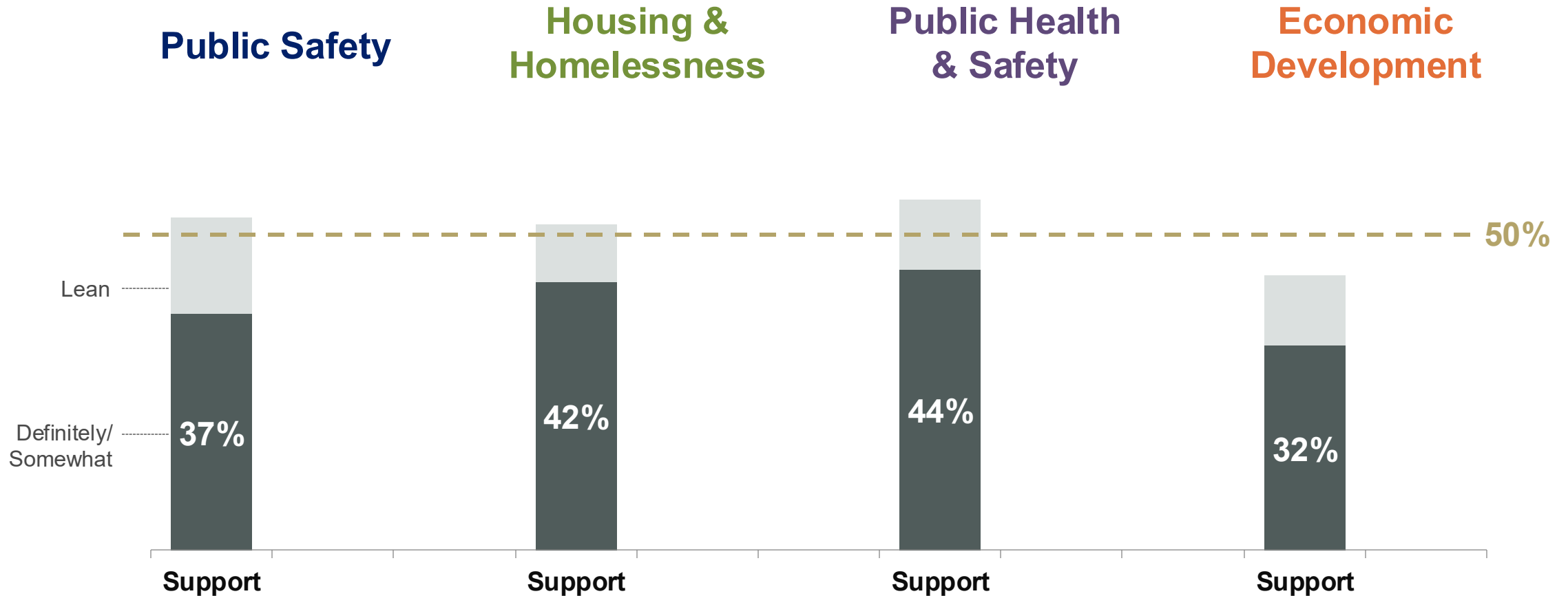
- We tested four different proposals in total
- Each was split-sampled (asked of 300 respondents, for a margin of error of +/- 5.7%)
- Each respondent reviewed two proposals (rotated)
- Proposal language was reviewed and approved by legal staff

Reactions to potential tax measures*



"Here's [one of the potential ballot measures / the other potential ballot measure]. If you had to decide today, would you support or oppose this proposal?" *Asked of ½ the sample.

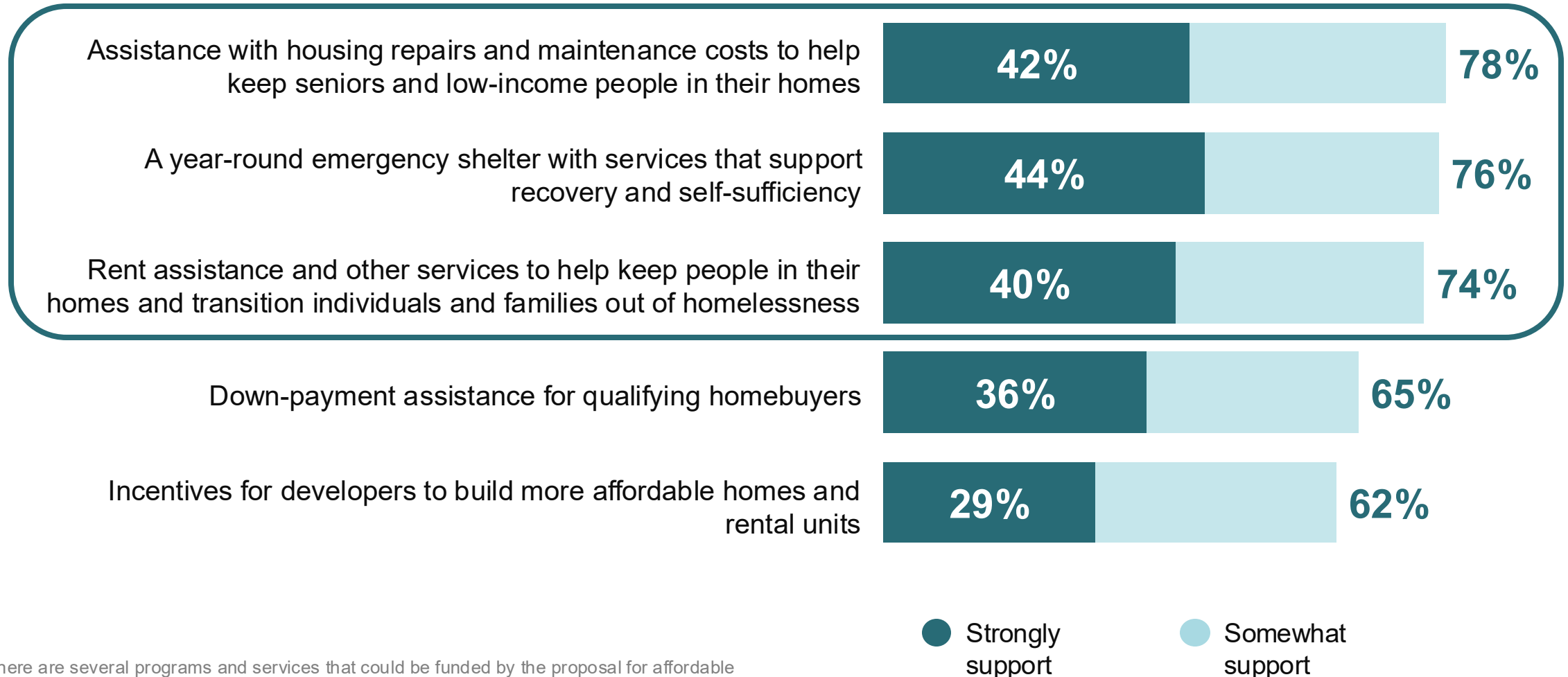
No proposal reaches 50% without leaners; health & safety most viable



Things to keep in mind...

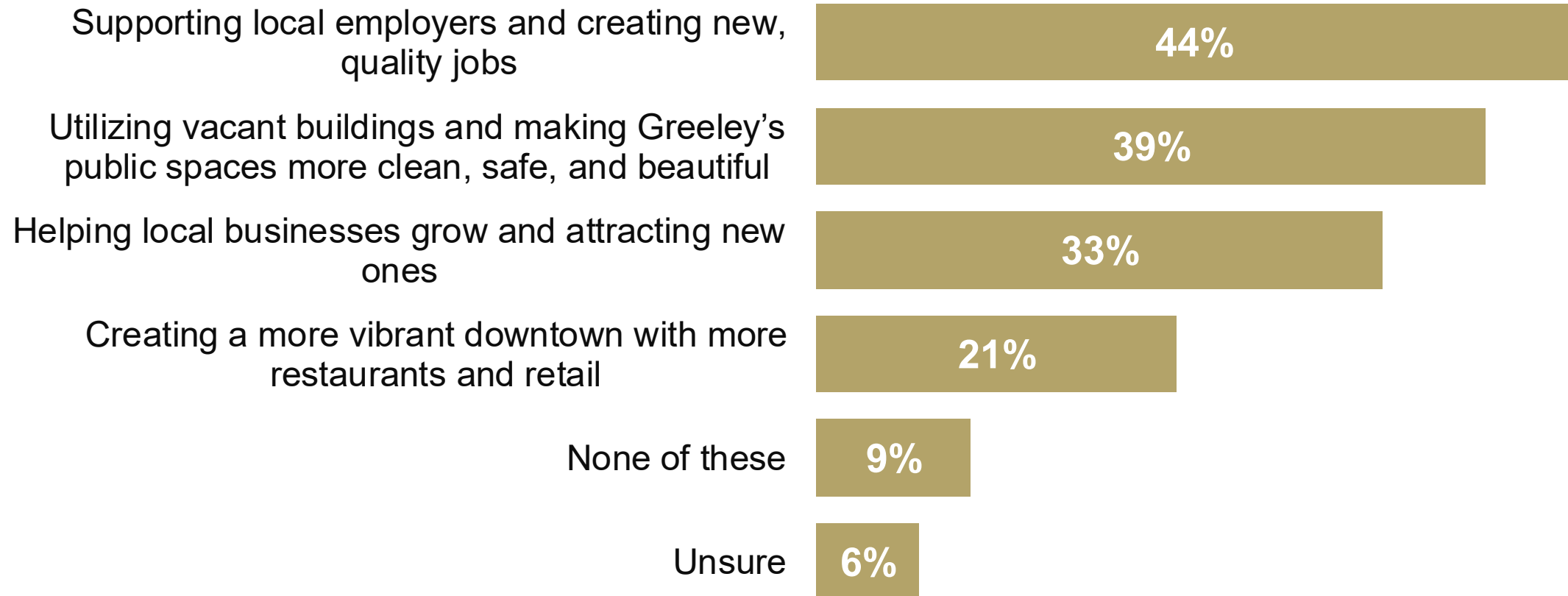
- This is **not** a 'likely voter' or campaign poll—this is a community-wide survey
- Low-turnout, odd-year electorates tend to feature a disproportionate share of older, more educated voters
- Perceptions of economic stability have shifted substantially since our April poll, and likely will again

Reactions to a sampling of potential housing & homeless programs

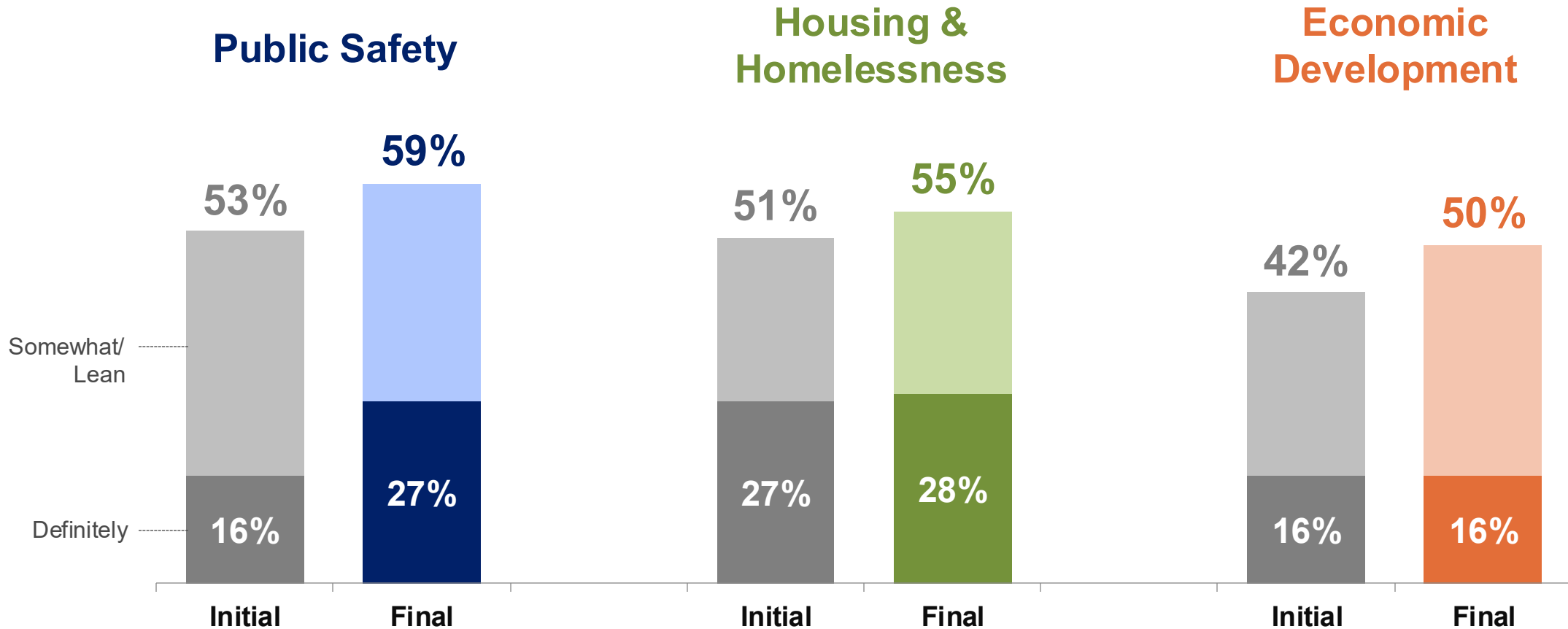


“Next, here are several programs and services that could be funded by the proposal for affordable housing assistance and homeless solutions. Please choose whether you support or oppose each one. You can also say you’re unsure.”

Biggest benefits of economic development in Greeley



Potential measures after pro/con



Summary: causes for concern

- ✗ None of the proposals meet our traditional viability criteria for ballot readiness (50%+ support—*excluding* leaners)
- ✗ We should assume less support among **likely** voters
- ✗ Additional economic shocks could further destabilize residents' willingness to consider funding proposals

Summary: reasons for optimism

- ✓ A majority of residents are receptive to three of four proposals
- ✓ Learning more about the city's funding needs generally increases receptivity
- ✓ With last year's passage of Food Tax and transportation debt, the November ballot is un-cluttered
- ✓ No other tax measures are expected on the statewide ballot

Final recommendations

- Avoid advancing more than one proposal to the ballot
- Limit any sales tax increase to .5% or less
- Any proposal should be bolstered with as many transparency and accountability safeguards as possible
- The combined public safety and public health measure appears to offer the greatest breadth of appeal and clearest path forward

Council Discussion and Consensus

Measures Under Consideration

Public Safety

Advance to
Ballot?

✓ Yes **X** No

Affordable Housing and Homeless Solutions

Advance to
Ballot?

✓ Yes **X** No

Combined Public Safety and Homeless Solutions

Advance to
Ballot?

✓ Yes **X** No

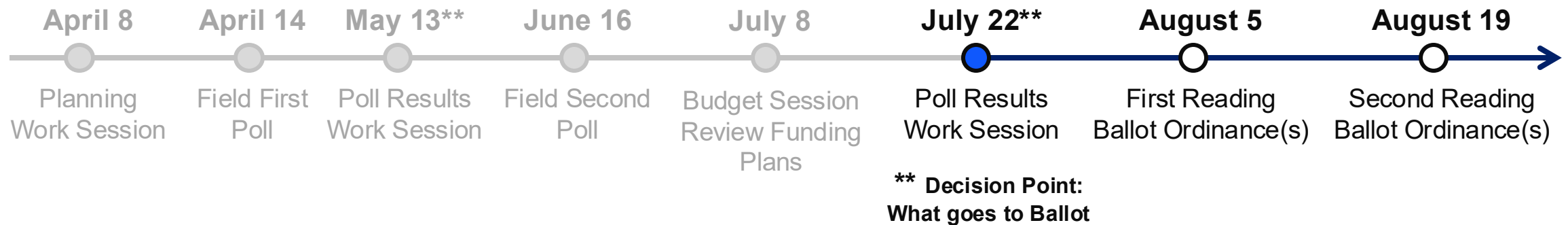
Economic Development

Advance to
Ballot?

✓ Yes **X** No

Next Steps

November Ballot Council Planning Timeline



Upcoming Dates:

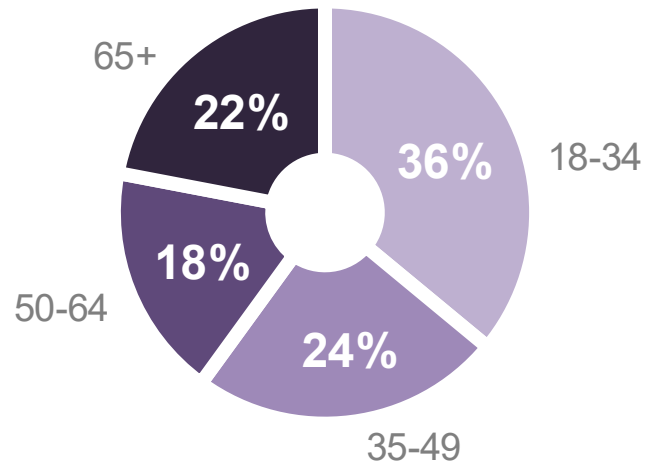
- Now – Aug 5: Final City communications and hand-off to citizen committee
- Aug 5: First Reading of Ballot Ordinance
- Aug 19: Second and Final Reading of Ballot Ordinance
- Nov 4: Election Day

APPENDIX

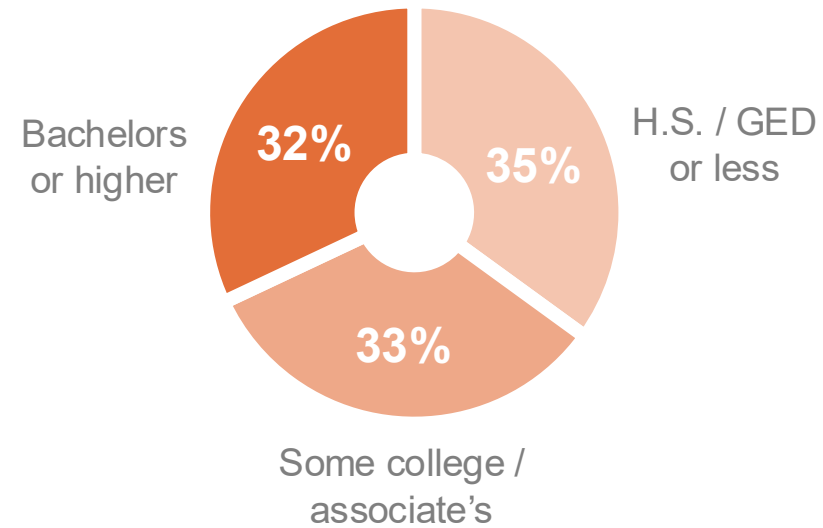


A Profile of Respondents

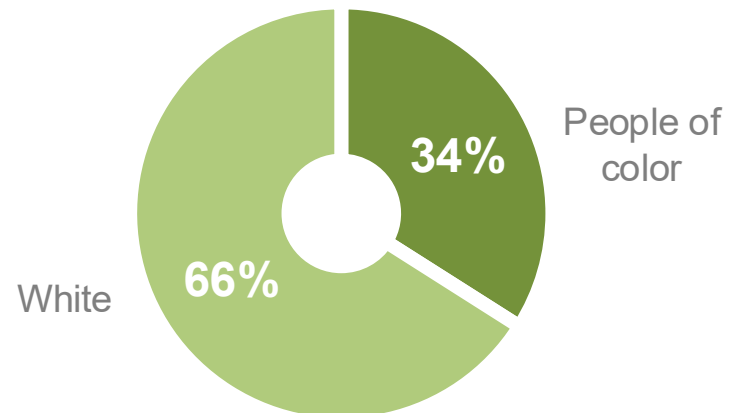
Age



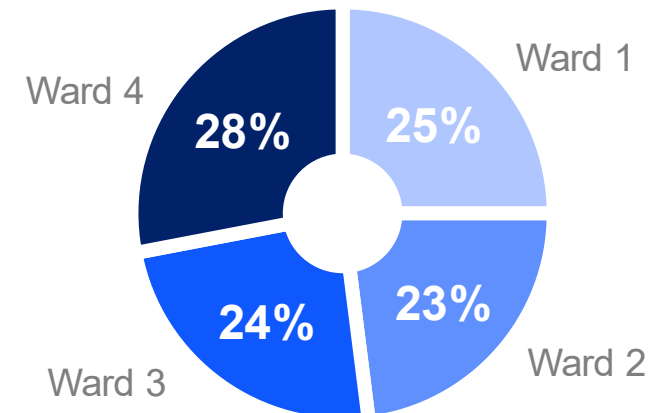
Education



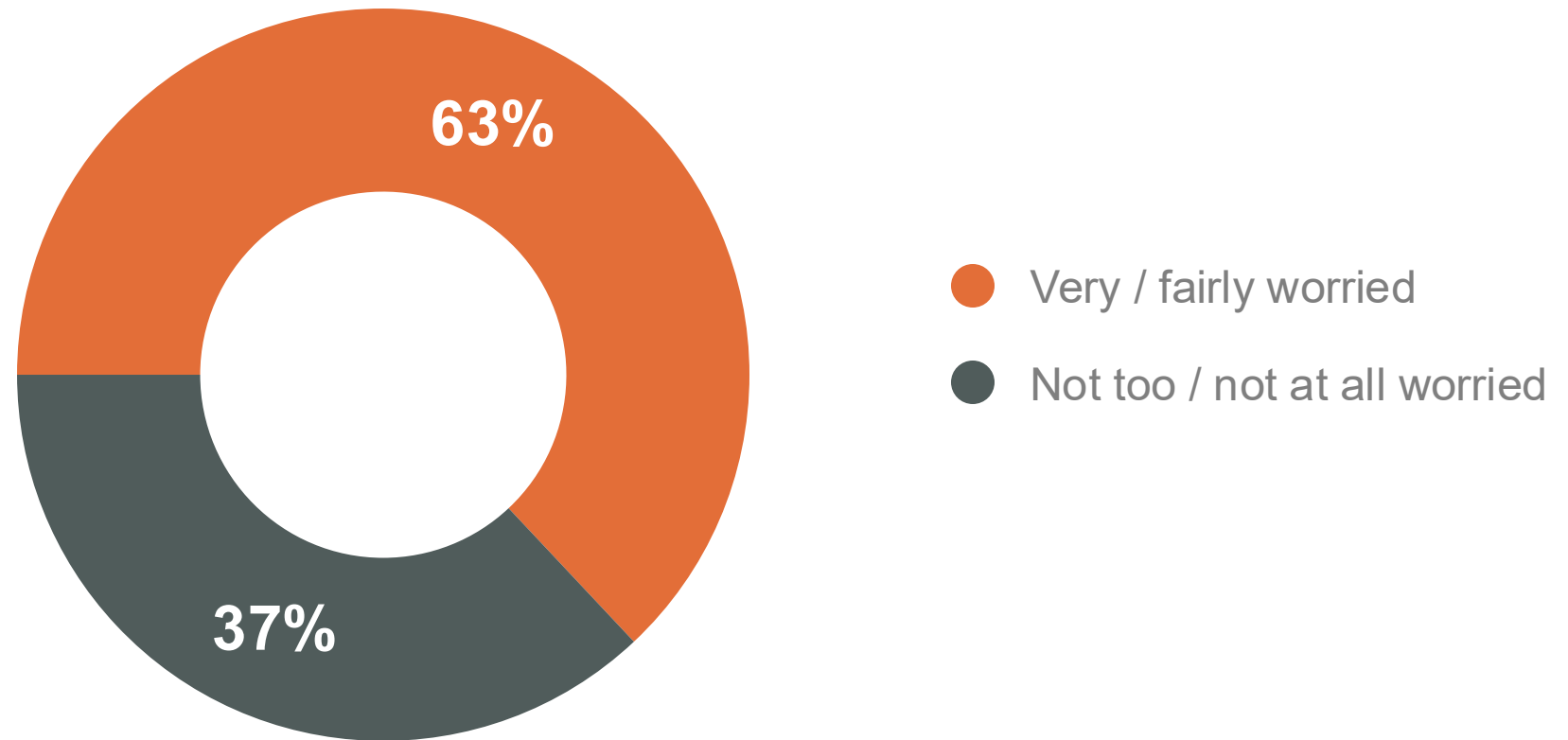
Race



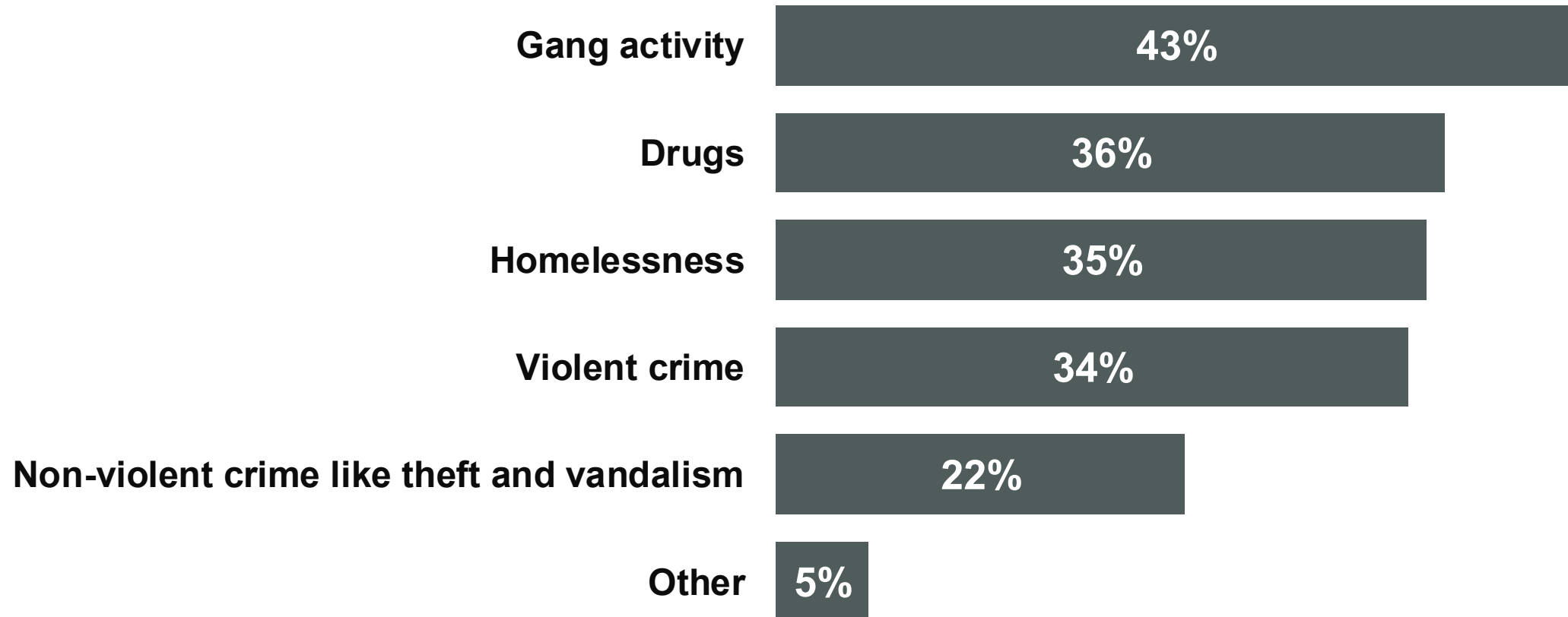
Ward



In general, how worried are you about crime in Greeley?



Issues to address in order to make Greeley safer



Those most worried about crime are primarily fixated on gang activity and drug-related concerns

Crime Priorities by Level of Concern About Crime

	Very / fairly worried	Not too / not at all worried
Gang activity	47%	35%
Drugs	38%	33%
Theft & vandalism	20%	24%
Violent crime	34%	33%
Homelessness	30%	43%

Public Safety Ballot Title

\$14 Million (.5%) Sales Tax Increase*

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, TO ADDRESS INCREASED DEMAND FOR PUBLIC SAFETY SERVICES, INCLUDING BUT NOT LIMITED TO:

- IMPROVING STAFFING LEVELS FOR FIRST RESPONDERS;
- PAYING COMPETITIVE WAGES TO RETAIN AND RECRUIT HIGH-QUALITY FIREFIGHTERS, POLICE OFFICERS, AND OTHER PUBLIC SAFETY STAFF; AND
- PROVIDING PUBLIC SAFETY PERSONNEL WITH UPDATED EQUIPMENT, TECHNOLOGY, AND FACILITIES TO PROTECT THE COMMUNITY AND THEMSELVES;

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

Housing & homelessness ballot title

\$14 Million (.5%) Sales Tax Increase*

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, **TO PREVENT AND REDUCE HOMELESSNESS AND EXPAND ACCESS TO AFFORDABLE HOUSING**, INCLUDING BUT NOT LIMITED TO:

- **INVESTING IN STRATEGIES TO BRING MORE AFFORDABLE HOMES AND RENTAL UNITS TO GREELEY;**
- **PROVIDING TARGETED OUTREACH AND RENTAL ASSISTANCE TO PREVENT HOMELESSNESS AND INCREASE HOUSING STABILITY;**
- **SUPPORTING SERVICES THAT HELP INDIVIDUALS AND FAMILIES TRANSITION TO STABLE HOUSING AND SELF-SUFFICIENCY; AND**
- **REDUCING ENCAMPMENTS BY OPERATING A YEAR-ROUND EMERGENCY SHELTER;**

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

Public health & safety ballot title

\$14 Million (.5%) Sales Tax Increase*

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, TO IMPROVE PUBLIC SAFETY AND PUBLIC HEALTH, INCLUDING BUT NOT LIMITED TO:

- IMPROVING STAFFING LEVELS FOR FIRST RESPONDERS TO MEET GROWING COMMUNITY NEEDS;
- PROVIDING POLICE, FIRE, AND EMERGENCY SERVICES WITH MODERN EQUIPMENT, TECHNOLOGY, AND FACILITIES TO PROTECT RESIDENTS' HEALTH AND SAFETY;
- REDUCING THE IMPACT OF HOMELESSNESS ON NEIGHBORHOODS AND PUBLIC SERVICES BY OPERATING A YEAR-ROUND EMERGENCY SHELTER, WITH WRAPAROUND SUPPORT TO TRANSITION INDIVIDUALS AND FAMILIES TO LONG-TERM STABILITY;
- SUPPORTING PREVENTION STRATEGIES SUCH AS TARGETED OUTREACH, RENTAL ASSISTANCE, AND HOUSING STABILITY SERVICES TO MINIMIZE ENCAMPMENTS AND EMERGENCY RESPONSE BURDENS;

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

Economic development ballot title

\$14 Million (.5%) Sales Tax Increase*

SHALL GREELEY TAXES BE INCREASED BY \$14 MILLION IN 2026, AND BY WHATEVER ADDITIONAL AMOUNTS ARE RECEIVED EACH YEAR THEREAFTER, **FOR ECONOMIC DEVELOPMENT PURPOSES SUCH AS BUSINESS SUPPORT, JOB CREATION, AND COMMUNITY INVESTMENT**, INCLUDING BUT NOT LIMITED TO:

- **OFFERING TOOLS AND GRANTS TO HELP EXISTING BUSINESSES GROW AND REMAIN IN GREELEY, AND INCENTIVES AND STARTUP ASSISTANCE TO ATTRACT NEW EMPLOYERS;**
- **INVESTING IN JOB CREATION PROGRAMS, INCLUDING HIGHER-PAYING AND TRADE-SKILLED JOBS;**
- **REVITALIZING GREELEY'S DOWNTOWN AND PUBLIC SPACES TO PROMOTE CLEANLINESS AND SAFETY; AND**
- **SUPPORTING NEW AMENITIES LIKE RESTAURANTS AND RETAIL;**

BY INCREASING THE EXISTING SALES AND USE TAX RATE BY 0.5% (EQUAL TO 50 CENTS ON A \$100 PURCHASE), EXCLUDING THE CITY SALES TAX ON FOOD,

WITH SUCH EXPENDITURES TO BE SUBJECT TO INDEPENDENT REVIEW BY A CITIZENS COMMITTEE, AND SHALL THE CITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL PROCEEDS OF THE NEW TAX REVENUE AS VOTER-APPROVED REVENUE?

Preferences differ by subgroup, but health & safety is a unifier

Subgroup Preferences

	Men	Women	Under 50	50 and over	No 4-year degree	4-year degree
1 st choice	Housing & homeless	Health & safety	Health & safety	Public safety	Health & safety	Health & safety
2 nd choice	Health & safety	Public safety	Public safety	Health & safety	Housing & homeless	Public safety

Preferences differ by subgroup, but health & safety is a unifier (continued)

Subgroup Preferences (continued)

	White	People of color	Wards 1 & 2	Wards 3 & 4
1 st choice	Public safety	Health & safety	Health & safety	Health & safety
2 nd choice	Health & safety	Economic dev	Public safety	Housing & homeless

Preferences differ by subgroup, but health & safety is a unifier (continued)

Subgroup Preferences (continued)

	Living comfortably, saving	Getting by but struggling to save	Difficult to make ends meet	Independents	Democrats	Republicans
1 st choice	Public safety	Health & safety	Health & safety	Health & safety	Housing & homeless	Health & safety
2 nd choice	Housing & homeless	Public safety	Housing & homeless	Housing & homeless	Health & safety	Public safety

Pro/con statements: housing & homelessness

Self-Sufficiency

Housing and homeless investments would focus on transitioning families and individuals to self-sufficiency by giving them the tools, resources, and stability they need to address mental and physical health issues, get back to school, or find a job.

Affordability

With more and more Greeley residents being priced out of owning homes, smart housing incentives would help create more homes that everyday people can afford—so Greeley doesn't become the next Fort Collins or Denver. And with housing affordability now the #1 driver of homelessness in Greeley, targeted housing investments would help prevent homelessness by keeping seniors and low-income residents in their homes.

Return on Investment

An independent, third-party study found that every dollar invested in targeted homelessness solutions would create more than \$3 in return for the Greeley community. Not only would addressing homelessness reduce the impact on hospitals and first responders, it would benefit local businesses and drive economic growth by helping revitalize downtown Greeley.

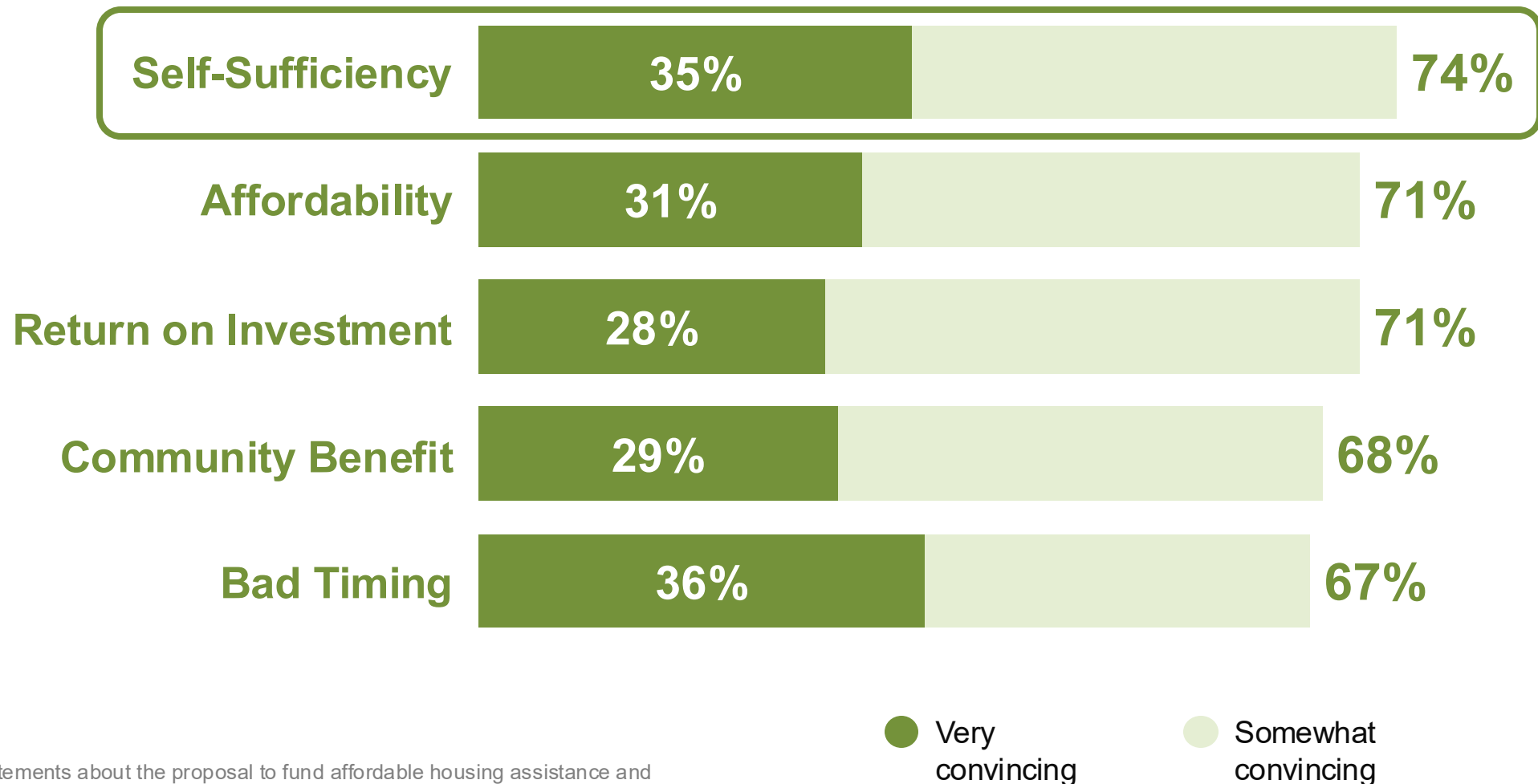
Community Benefit

Addressing homelessness will increase housing stability, minimize encampments, and make our entire community healthier and safer. That means a more vibrant downtown for Greeley residents, more foot traffic to help small businesses grow, and more dynamic public spaces and amenities for all of us.

Bad Timing

In an ideal world, we'd have extra resources for homelessness. But Greeley voters shouldn't be asked to pick up the tab for housing assistance and a homeless shelter—especially when people are already grappling with unprecedented housing costs of their own.

Pro/con statements: housing & homelessness



“Here are several brief statements about the proposal to fund affordable housing assistance and homeless solutions. Please choose whether you find each statement to be very convincing, somewhat convincing, or not convincing.”

Takeaways for community outreach

Housing & homelessness

- ✓ The appeal of moving toward greater **self-sufficiency** is deeply motivating for the community. Residents connect with the concept of strategies to stabilize housing outcomes and promote recovery and self-sufficiency.
- ✓ **Prevention** efforts also resonate strongly. Targeted interventions to keep seniors and low-income residents in their homes strikes most residents as an intuitive, common-sense approach.
- ✓ The need for a year-round shelter is widely recognized, though it's important to remind residents that it would be oriented toward giving people the **tools, resources, and stability** they need to resolve personal issues and re-enter society and the workforce.
- ✓ While reducing encampments and preventing homelessness constitute residents' top priorities, incentivizing more attainable housing and programs like down-payment assistance helps reassure residents that the city is **keeping the full community in mind**.

Pro/con statements: economic development*

Jobs

By supporting local businesses and attracting new ones, economic development funding would help create new jobs, including higher-paying and trade-skilled jobs. This helps ensure a full range of employment opportunities for Greeley residents, reduce unemployment, and raise income levels across the city.

Good Deal

Community and business investments will pay for themselves in the long run by growing local businesses, creating higher-paying jobs for residents, and keeping Greeley dollars in Greeley—instead of losing growth opportunities and local tax revenue to nearby communities with better entertainment options.

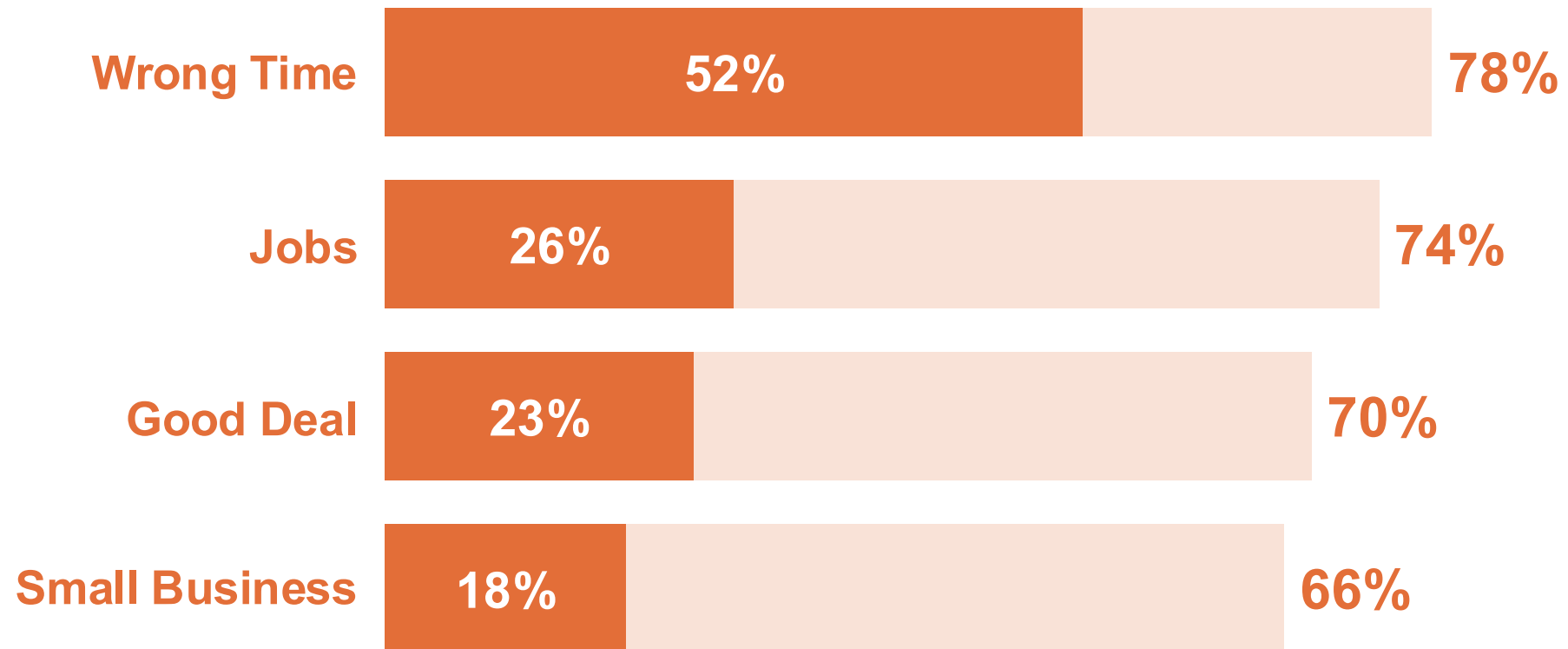
Small Business

Investing in economic development would help small businesses grow, thrive, and remain in Greeley, reducing the “revolving door” of downtown businesses and attracting new restaurants and retail through incentives, infrastructure improvements, and downtown revitalization efforts.

Wrong Time

We all want to support local businesses, but this is the wrong time to ask for a tax increase. Many families are still living paycheck-to-paycheck, and we need to let them get back on their feet before we raise taxes.

Pro/con statements: economic development*



● Very convincing

● Somewhat convincing

"Here are several brief statements about the proposal to fund economic development programs like business support, job creation, and community investment. Please choose whether you find each statement to be very convincing, somewhat convincing, or not convincing." *Asked of ½ the sample.

Takeaways for community outreach

Economic development

- ✓ While the term “economic development” is useful as an umbrella term, it’s too opaque to convey any shared understanding to the public and should either be replaced by or accompanied with **simple, concrete specifics** about the city’s economic development goals.
- ✓ The allure of more and better **jobs brings people together across the city**. Among men and women, among younger and older residents, and regardless of educational attainment, ZIP code, race, and socioeconomic status: all view jobs as the most promising element of economic development efforts.
- ✓ Meanwhile, utilizing vacant buildings and improving Greeley’s public spaces shows more targeted appeal, resonating among women more than men, and among younger residents more than older ones. Nearly universally, residents are currently downplaying the need to make downtown more vibrant by bringing more restaurants and retail.

Pro/con statements: public safety*

Here are two brief statements about the proposal to fund public safety services. Please [read / listen to] them carefully.

[Some people / other people] say that with Greeley's heightened demand for emergency services, both the fire department and the police department are facing mandatory overtime and high staff turnover, putting our first responders in danger of being overworked and stretched too thin. Additional resources will help them keep emergency response times low and provide the updated safety equipment our first responders need, as well as adequate personnel to respond to medical and mental health emergencies across our city.

[Some people / other people] say that strengthening public safety programs is a good idea, but the timing isn't right to raise taxes. It's been a tough couple of years, and we need to let families get back on their feet before we ask them to pay even more in taxes.



November 2025 Ballot Measures Funding Proposals



Agenda

Ballot Measure Funding Proposals



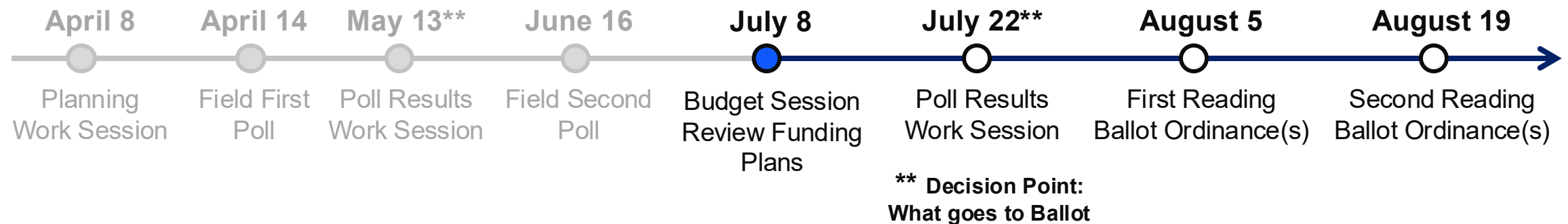
- Timeline Review
- Review Proposed Use of Funds
 - Public Safety
 - Housing and Homeless Solutions
 - Combined Measure
 - Economic Development

Purpose: Informational. Prepare Council for July 22 Decision of what to pursue on the ballot

Timeline Review



November Ballot Council Planning Timeline



Measures Under Consideration



Each measure is being considered as a 0.50% tax increase which would generate an estimated \$12 - \$14 Million in additional annual revenue.



Public Safety Measure: Proposed Use of Funds

2026 Funding

Police - \$44M

- 97% General Fund
- 2% Public Safety 0.16
- 73% Staffing

Fire - \$33M

- 84% General Fund
- 9% Public Safety 0.16
- 71% Staffing

OEM - \$482k

- 100% General Fund
- 90% Staffing

Program	Est. Cost	Notes
Fire Staffing Relief Factor	\$1,400,000	9 Firefighters to eliminate mandatory overtime and increase GFD's staffing relief factor from 1.16 to a more appropriate level of 1.29.
Fire Admin and Fire Prevention Staffing	\$905,000	5 Positions: Fire Inspector, Plans Examiner, EMS Battalion Chief, EMS QA/QI Program Manager, Deputy Admin Chief
Fire New Alternative Response Model	\$1,090,000	6 Firefighters for implementation of a Peak Demand Unit
Police Support Services Staffing	\$380,000	4 Positions: Police Services Technician, Body Worn Camera Technician (2), Records Specialist
Police RTIC Additional Staffing	\$500,000	4 RTIC Technicians – 2 to support the drone as first responder program
Police Additional Patrol Vehicles	\$1,200,000	12 fully equipped patrol vehicles
Station 4 Replacement Debt Service	\$785,000	Cost Estimate \$9.8 Million 10,000 sqft, Modeled as 20 Year COP Issuance
Joint Public Safety Complex Debt Service	\$2,100,000	Cost Est. \$26.7M 27,500 sqft, Modeled as 20 Yr COP Issuance **Development Impact Fees will Reduce this Debt**
Joint Public Safety Complex O&M	\$5,000,000	Annual operating and staffing estimate. 15 Firefighters, O&M, Fire Apparatus, Additional Police Staffing
Emergency Management Staffing	\$270,000	2 Positions and Internship Program: Emergency Management Analyst, Admin Assistant
Total	\$13,630,000	



Homeless & Housing Measure: Proposed Use of Funds

Without Additional Resources:

Homeless Solutions

- Staffing drops from 30 to 7
- 2/3 of programming gone
- Progress will be lost and the problem will worsen

Housing Solutions

- Staffing drops from 8 to 3
- Inability to carry out Housing for All priorities

Program	Est. Cost	Notes
Housing Solutions - Sustain Existing Team	\$1,280,000	5 Positions & O&M: Housing Development Manager, Housing Investment Manager, Housing Incentive Manager, Grant Specialist, Affordable Housing Program Manager
Housing Solutions - Expand Team	\$689,000	4 Positions & O&M: 3 Housing Project Managers + Admin Assistant
Housing Rehab and Downpayment Assistance	\$1,000,000	Assist eligible households with emergency rehab projects & funds for downpayment assistance
Affordable Housing Development Initiatives	\$2,000,000	Gap financing for eligible affordable housing development projects
Rapid Rehousing & Outreach Teams	\$2,850,000	13 Positions + O&M - Currently funded by grants expiring early 2026 (80 households)
Homeless Solutions Admin Team	\$1,560,000	10 Positions currently term-limited through the end of 2025 + Base Operating Costs
Homeless Solutions 365 Day & Night Shelter	\$2,980,000	365 Day & Night Shelter Operations
Rapid Rehousing & Perm Supportive Housing	\$1,240,000	Expansion of existing homeless programming – (Support 30 additional households in rapid rehousing and 150 individuals with prevention or rapid exit from homelessness)
Total	\$13,600,000	



Combined Public Safety and Homeless Measure: Proposed Use of Funds

TABOR Single Subject Rule influences the combined measure

Program	Est. Cost	Notes
Fire Staffing Relief Factor	\$1,400,000	9 Firefighters to eliminate mandatory overtime and increase GFD's staffing relief factor from 1.16 to a more appropriate level of 1.29.
Fire Admin and Fire Prevention Staffing	\$310,000	2 Positions: Fire Inspector, EMS Battalion Chief (Phased from 5 positions for combined)
Police Support Services Staffing	\$380,000	4 Positions: Police Services Technician, Body Worn Camera Technician (2), Records Specialist
Police RTIC Additional Staffing	\$250,000	2 RTIC Technicians (Phased from 4 technicians for combined measure)
New Station 8 / Police Substation Debt Service	\$2,100,000	Cost Estimate \$26.7M 27,500 sqft, Modeled as 20 Year COP Issuance <i>**Contributions from Development Impact Fees will Reduce this Debt</i>
New Station 8 / Police Substation O&M	\$3,500,000	Annual operating and staffing estimate. 15 Firefighters, O&M, Fire Apparatus, Additional Police Staffing (Phased from \$5M for combined measure)
Rapid Rehousing & Outreach Teams	\$2,850,000	13 Case Management Positions + O&M - Currently funded by grants expiring early 2026. Funds also include dollars for 80 households, move in costs, bridge housing while looking for a rental unit, IDs, transportation costs, etc.
Homeless Solutions Admin Team	\$1,560,000	10 Positions currently term-limited through the end of 2025 + Base Operating Costs
Rapid Rehousing & Perm Supportive Housing	\$1,330,000	Expansion of existing homeless programming - Support 30 additional households in rapid rehousing and 180 individuals with prevention or rapid exit from homelessness
Total	\$13,680,000	

More on the Combined Measure: Balancing Breadth vs. Depth



What’s *Not* Funded

Cuts from Public Safety Plan:

- No Alternative Fire Response Unit
- 2 of 5 Fire Admin/Prevention staff funded
- No additional patrol vehicles
- 2 of 4 RTIC techs funded
- No replacement of Station 4
- OEM Staffing

Cuts from Housing/Homeless Plan:

- No funding for Year-Round Shelter
- No Housing Dollars (Single Subject Rule)
- Reduced support for permanent supportive housing

A combined measure may appeal broadly - but splitting resources across two critical areas means neither receives full funding.

If elements like a year-round shelter are “must haves,” Council can revise the combined package to prioritize them, recognizing that doing so will require trade-offs elsewhere in the proposal.

Option	Pros	Cons
Combined Measure	Broad appeal, addresses two urgent needs	Neither area fully resourced, limited impact
Separate Measures	Full funding = greater impact in one area	Requires more political capital, could split voter support



Economic Development Measure: Proposed Use of Funds

2026 Funding

Economic Development & Real Estate

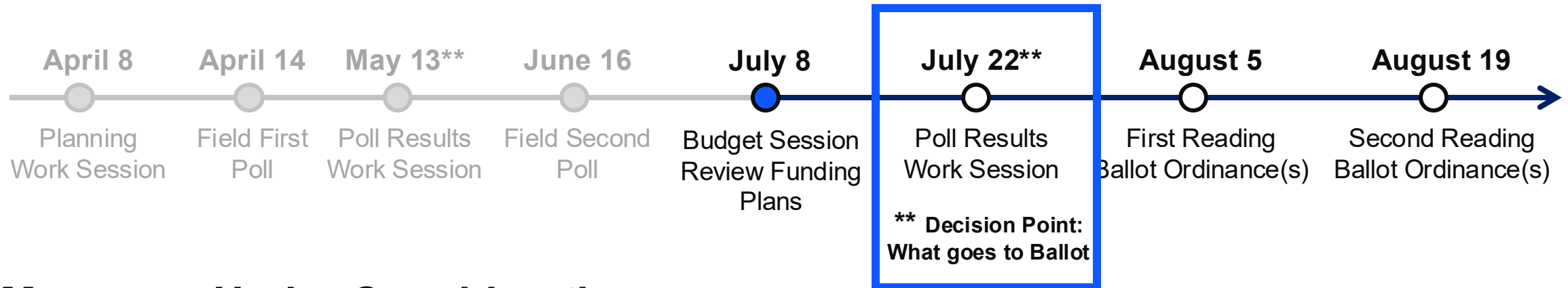
- 100% General Funded
- 2026 Base \$2.8M
- 70% Staffing
- No additional set-aside for economic incentives

Program	Est. Cost	Notes
Business Assistance Fund	\$3,000,000	Support existing and new company location projects, including new retail establishments. The fund was outlined in the Incentive Policy passed by Council May '25.
Expand Small Business Support	\$4,900,000	
Small Business Financial Support – Loans and Grants	\$1,000,000	Provide additional small business support through loans or grants, to assist with new locations, façade improvements, utility upgrades or capital purchase needs.
Workforce Development Support for Employers	\$1,000,000	Establish a program that assists employers with upskilling training for existing workers.
Establish A Greeley Small Business Resource Center	\$2M start-up/ \$900,000	Work with community partners to establish a one-stop-shop for small business support. ie bilingual materials/training, computer access, financial resources, <i>Grow with Google</i> training and other resources.
Entrepreneurial Start-Up Programs	\$3,950,000	
gALPHA Idea Lab Cohort	\$100,000	Designed to help entrepreneurs create high-growth startups. The program provides product ideas, mentorship and coaching, and direct assistance with the development of innovative and marketable products and/or solutions.
gBETA Cohort	\$350,000	Program run by gENER8TOR that assists scalable, early-stage businesses.
Business Incubator Space/Program	\$2M start-up/ \$1,000,000	Provide an affordable location with programs and services that incubate early-stage, scalable businesses by providing affordable, small industrial spaces with shared resources.
Start-Up Investment Fund	\$500,000	Add to existing fund that provides angel investment for start-up companies.
(Re)development Initiatives	\$2,150,000	
Greeley Technology Park	\$1,000,000/TBD	Establishing a technology park that supports the location of AgTech companies, and other primary employers that diversify the local economy.
Clean, Safe, Beautiful Program	\$1,150,000	Supports economic vitality by improving perceptions of safety, cleanliness and community aesthetics, especially in commercial areas like Downtown.
Total	\$14,000,000	

We'll Return July 22 with Polling



November Ballot Council Planning Timeline



Measures Under Consideration



Each measure is being considered as a 0.50% tax increase which would generate an estimated \$12 - \$14 Million in additional annual revenue.



Work Session Agenda Summary

Item: 6.

July 22, 2025

Key Staff Contact: Nelvis Alvarez, Public Engagement Manager

Title:

2025 'Your Thoughts on Greeley: Non-resident Survey'

Background:

The 2025' Your Thoughts on Greeley: Non-Resident' Survey is a strategic initiative led by the Communication and Engagement Department to better understand how people from surrounding communities perceive Greeley—its image, offerings, and regional role.

Purpose:

The survey's primary objective is to explore how residents from other Colorado cities and Cheyenne, Wyoming, perceive the City of Greeley. It aims to determine whether they have visited Greeley, how often, for what reasons, and their experiences. The survey also seeks to identify what factors might encourage them to visit more frequently, including perceptions of Greeley as a destination for shopping, dining, recreation, events, and business.

As a perception survey, it seeks to:

- Identify how non-residents experience Greeley.
- Learn what attracts them—or keeps them away.
- Discover what services, events, or amenities they value or feel are missing.

Scope & Distribution:

The survey was mailed to 10,000 randomly selected households across various Colorado and Cheyenne, Wyoming communities, with Greeley, Evans, and Garden City intentionally excluded to ensure responses reflected only external perspectives. In addition to mailed invitations, responses were also accepted through a general online link, allowing individuals from any eligible city to participate, regardless of whether they received the survey by mail. Surveys could be completed by mail in English or online in English and Spanish. The effort was administered by the ETC Institute, a nationally recognized research firm specializing in local government studies.

Use of Results:

By identifying areas of opportunity and improvement, the city can take targeted steps to enhance Greeley's regional appeal, promote a more accurate narrative, and attract more visitors.

Timeline:

The survey was launched in February and closed in April 2025.

Strategic Focus Area:

Business Growth
Community Vitality
High-Performance Government
Infrastructure and Mobility
Quality of Life
Safe and Secure Communities

Attachments:

1. Item 6 - Presentation



2025 'Your Thoughts on Greeley'

Non-Greeley Residents Survey Results

Nelvis Alvarez, Public Engagement Manager
Presented by Robert Heacock, ETC Institute
City Council Work Session – July 22, 2025

Agenda

- Purpose and Methodology
- Topic #1: Perception of the City of Greeley
- Topic #2: Frequency of Visits to Greeley
- Topic #3: Barriers to Visiting Greeley
- Topic #4: Familiarity with Greeley Events and Attractions
- Summary
- Q&A
- Appendix – Cities' responses and demographics

Purpose



Gather opinion and feedback from households in cities across Colorado and Wyoming, excluding the cities of Greeley, Evans, and Garden City.



Understand what brings people to Greeley and what factors would encourage them to visit more frequently.

Methodology



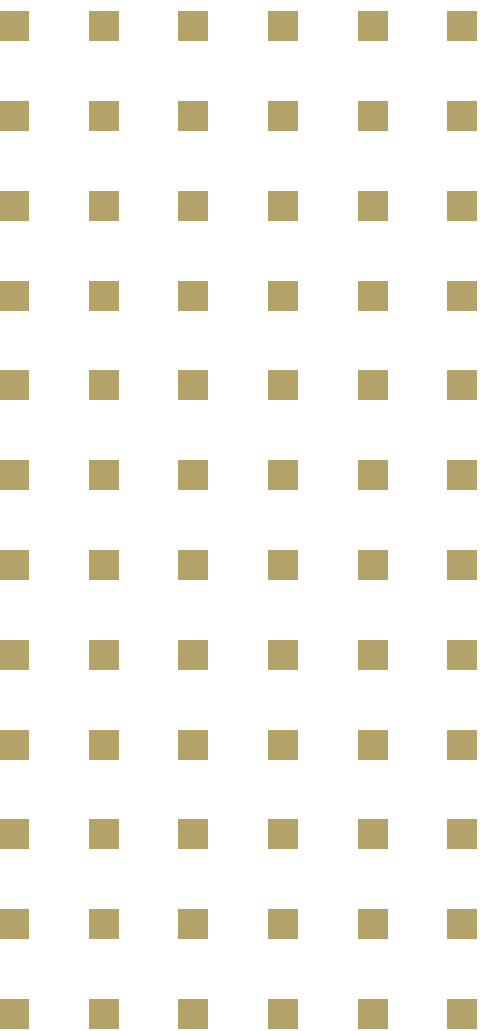
Administered by mail and online to Colorado and Wyoming households during the Spring of 2025.



The goal was to collect 800 survey responses. In total, 807 were completed, surpassing the target.



95% level of confidence with a margin of error of +/- 3.4%.



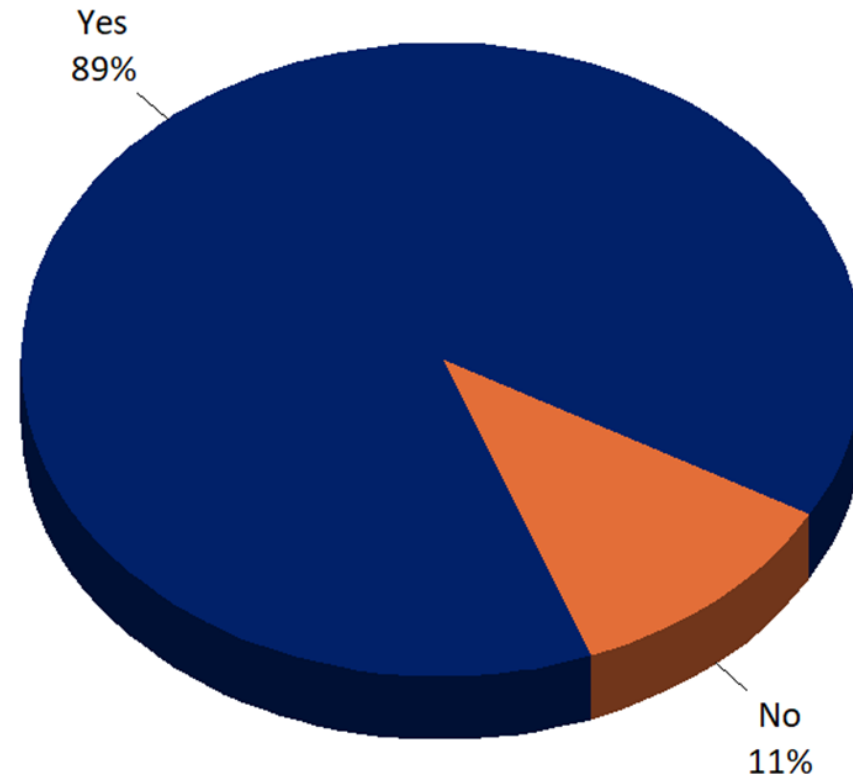
Perception of Greeley

Topic #1

Most
respondents
to the survey
have visited
Greeley

Q1. Have you or a family member visited the City of Greeley?

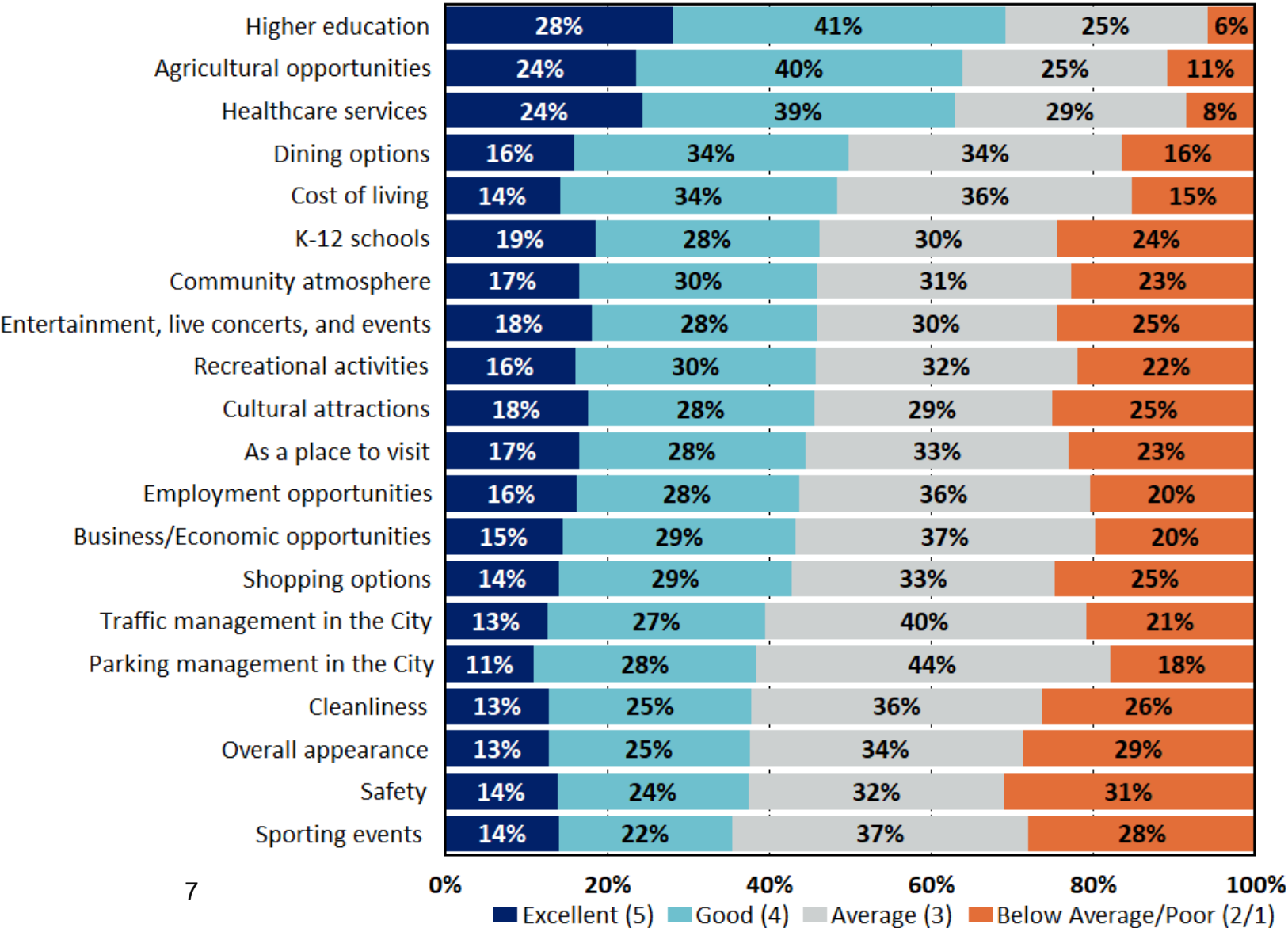
by percentage of respondents (excluding "not provided")

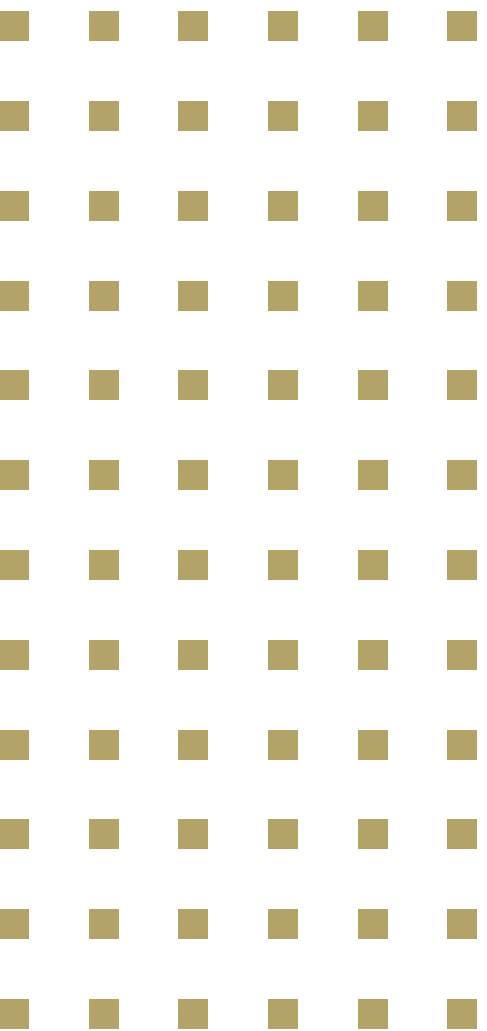


Respondents who visited Greeley gave high ratings for higher education, agricultural opportunities, and health care services.

Q2. Perception of Greeley

by percentage of respondents who answered "yes" on Question 1 (excluding "don't know")





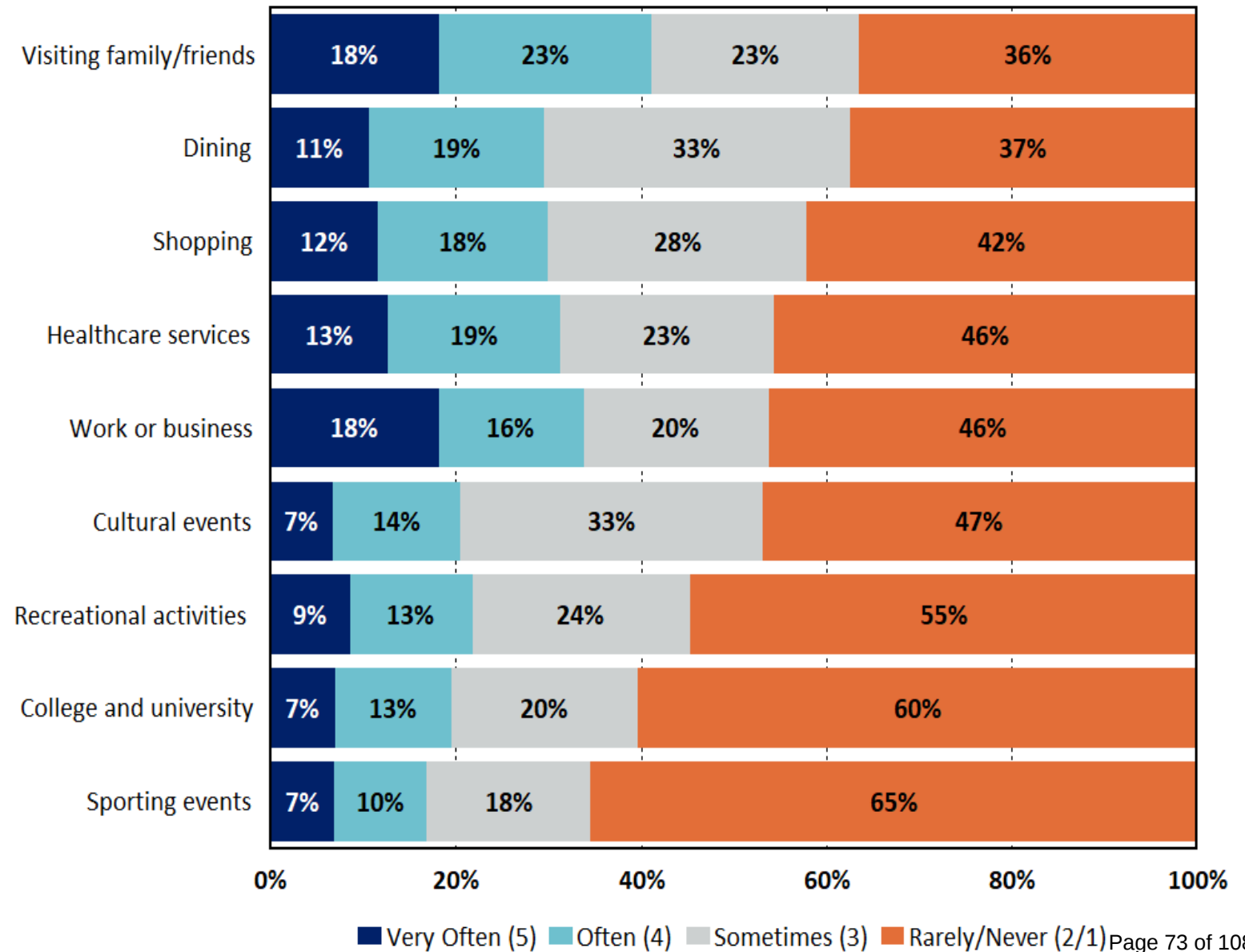
Frequency of Visits to Greeley

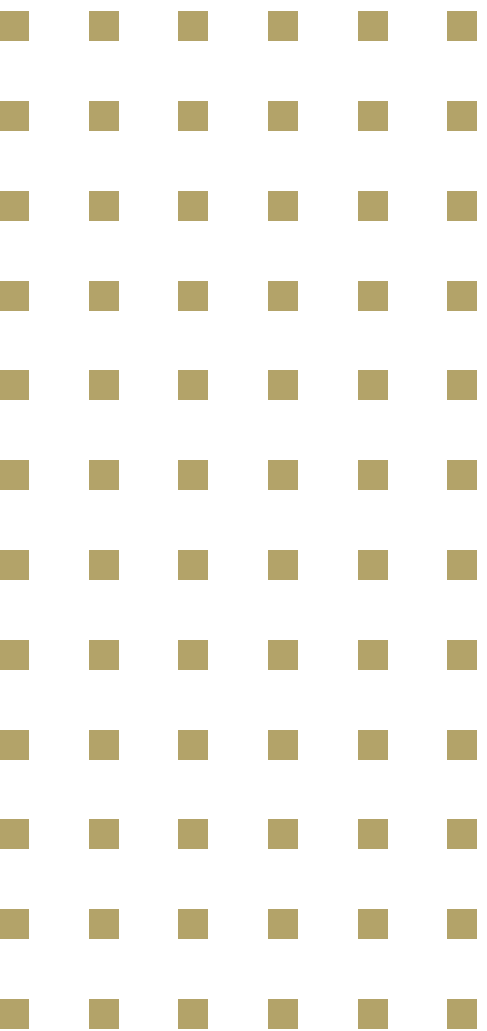
Topic #2

Respondents most frequently come to Greeley to visit family and friends or for work or business, followed by dining and shopping.

Q3. Frequency of Visits to Greeley for the Following Reasons

by percentage of respondents (excluding "don't know")





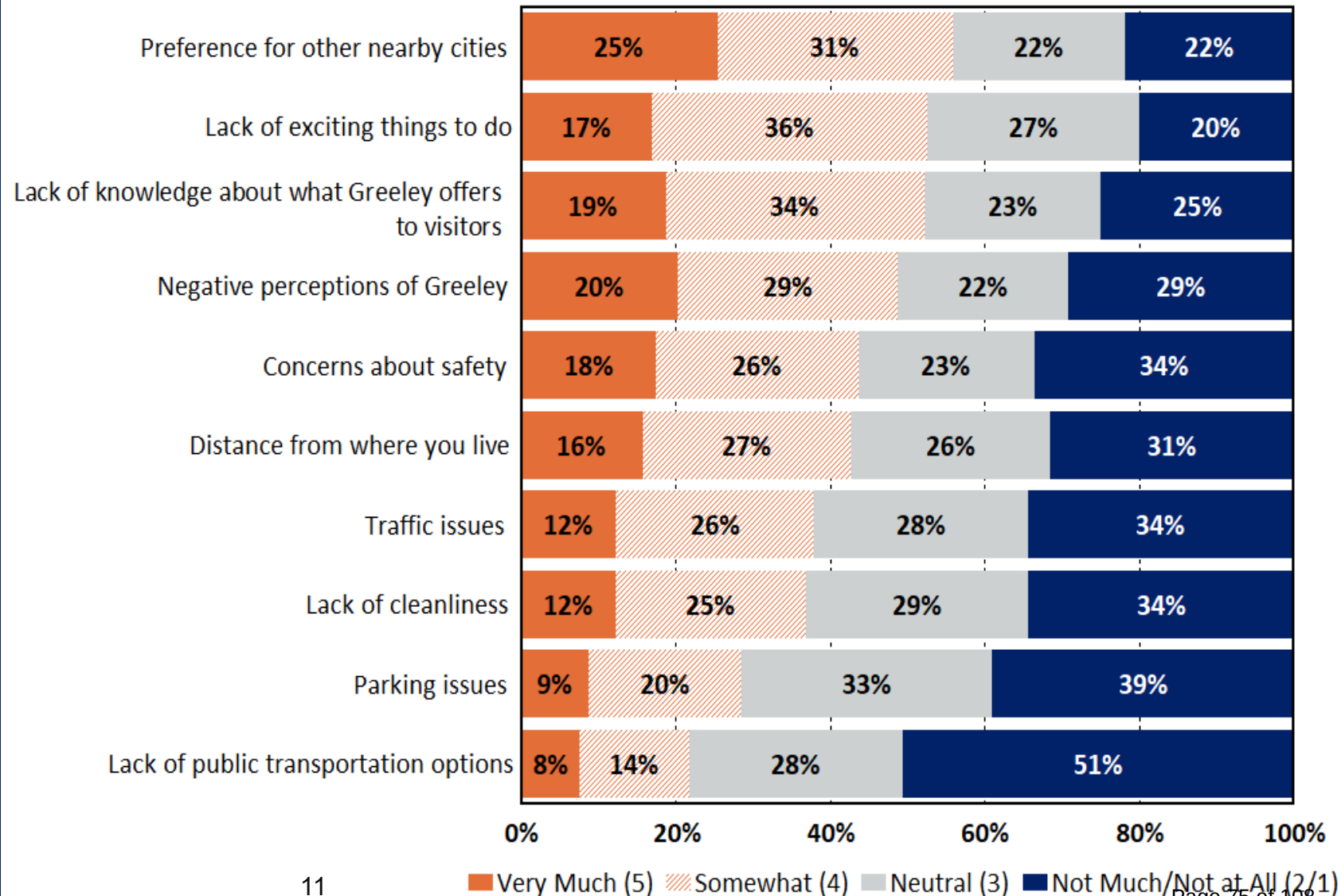
Barriers to Visiting Greeley

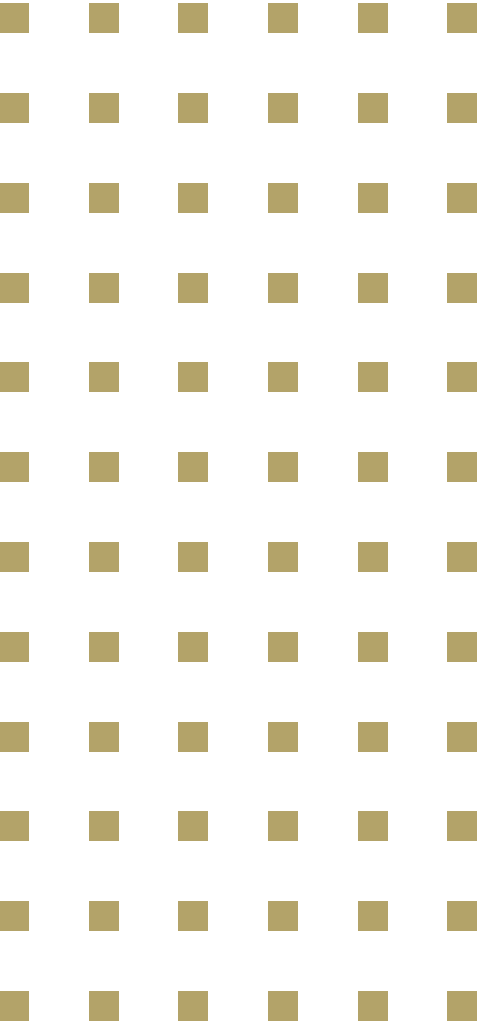
Topic #3

Preference for other nearby cities, lack of exciting things to do, and lack of knowledge about what Greeley offers to visitors are the top barriers that keep respondents from visiting more often.

Q5. How Much Each of the Following Factors Discourages Respondents From Visiting Greeley More Often

by percentage of respondents (excluding "don't know")





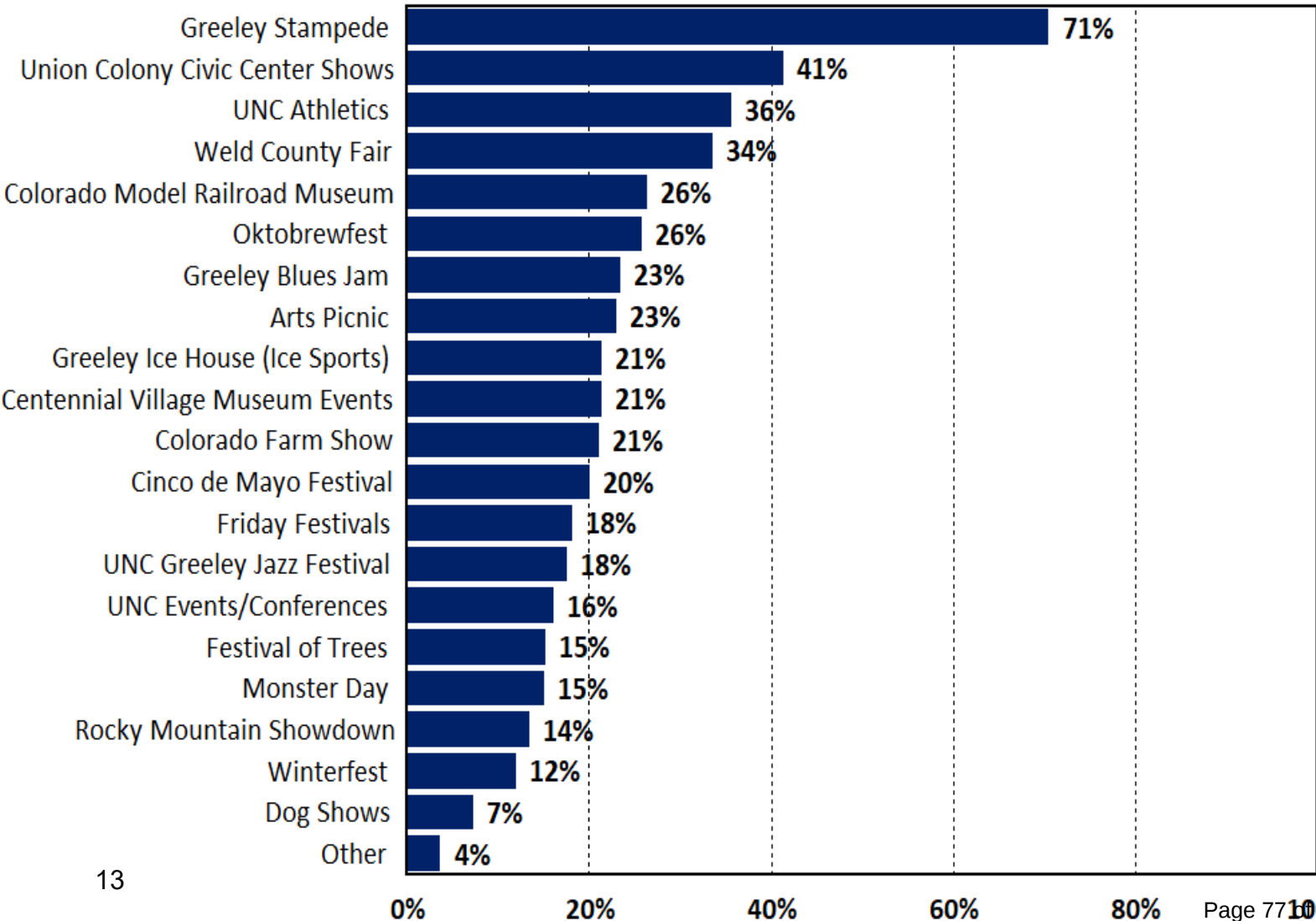
Familiarity with Greeley Events and Attractions

Topic #4

Respondents are most familiar with the Greeley Stampede, Union Colony Civic Center Shows, UNC Athletics, and the Weld County Fair.

Q7. Which of the following Greeley events or attractions are you familiar with?

by percentage of respondents (multiple selections could be made)



Summary



Respondents generally have a positive perception of Greeley

- Respondents who visited the City gave high ratings for higher education, agricultural opportunities, and healthcare services.
- Respondents most frequently come to Greeley to visit family and friends or for work and business, followed by dining and shopping.



Priorities and Barriers

- Safety, overall appearance, and cleanliness were top priorities to make the City a more desirable place to live or visit.
- Preference for other nearby cities, a lack of exciting things to do, and a lack of knowledge about what Greeley offers visitors are the top barriers that keep respondents from visiting more often.

Thank you!





Appendix

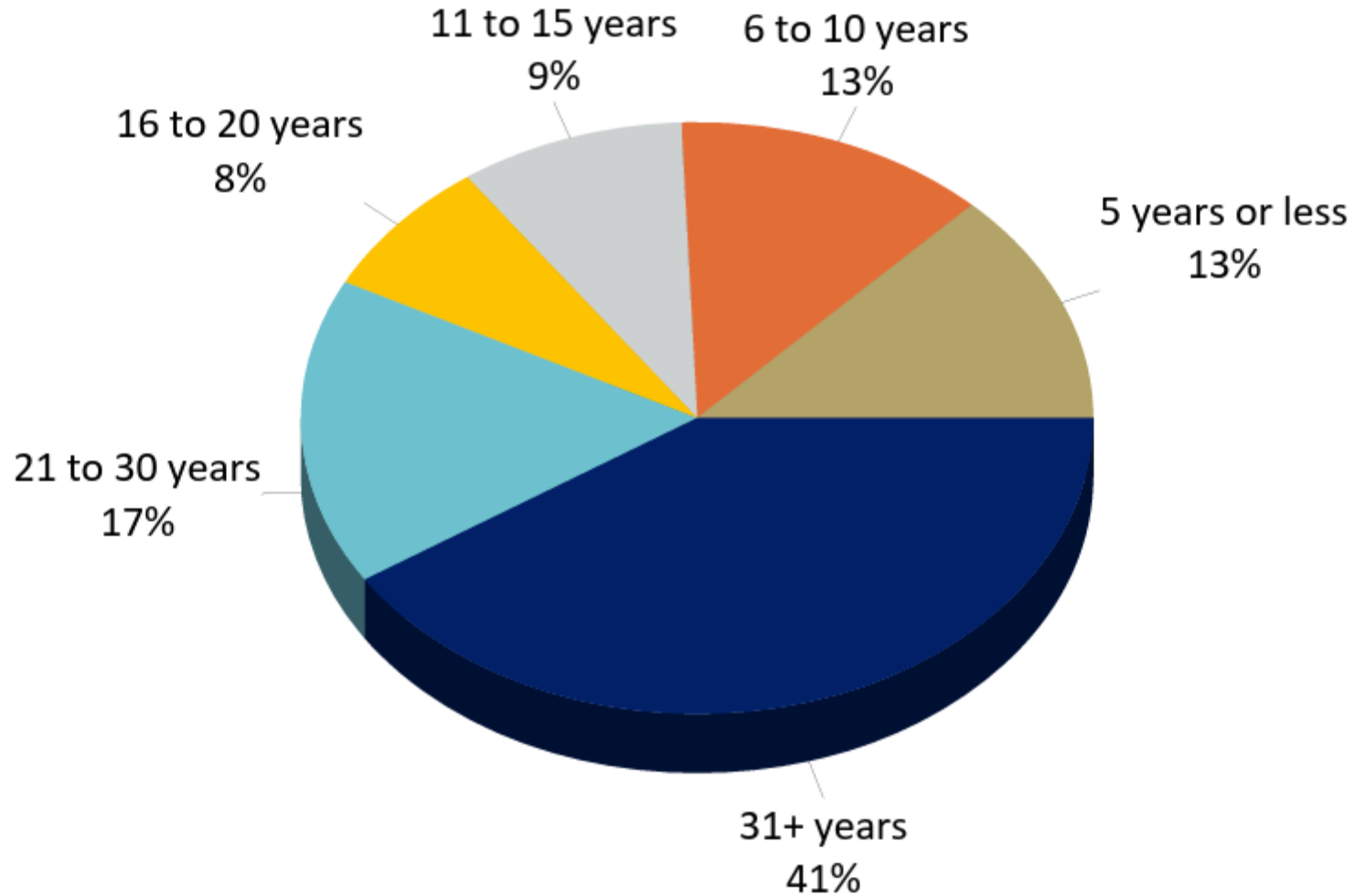
Demographics and responses per city

Surveys Received by Area

City	Number	Percentage
Berthoud	46	5.7%
Brighton	38	4.7%
Cheyenne	41	5.1%
Denver	114	14.1%
Eaton	65	8.1%
Estes Park	42	5.2%
Fort Collins	73	9.0%
Fort Morgan	54	6.7%
Johnstown	45	5.6%
Longmont	60	7.4%
Loveland	47	5.8%
Westminster	46	5.7%
Windsor	55	6.8%
Other Colorado	71	8.8%
Other Wyoming	10	1.2%
TOTAL	807	100%

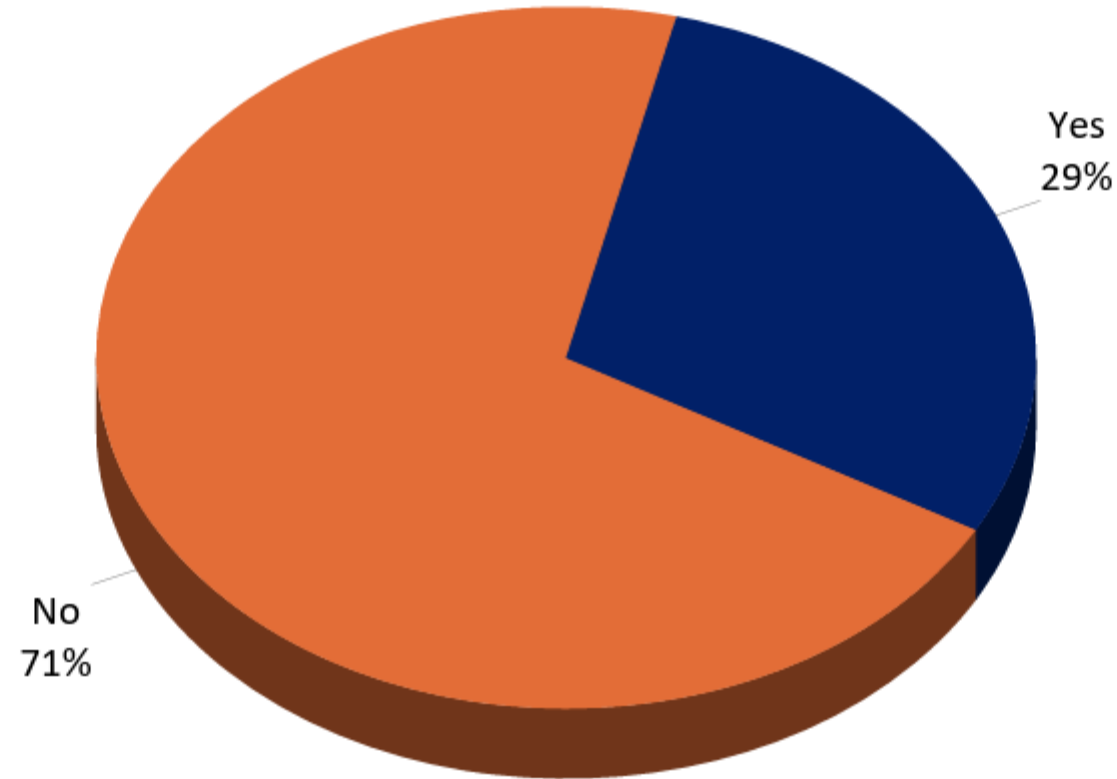
Q12. Demographics: Number of Years Lived in Colorado

by percentage of respondents (excluding "not provided")



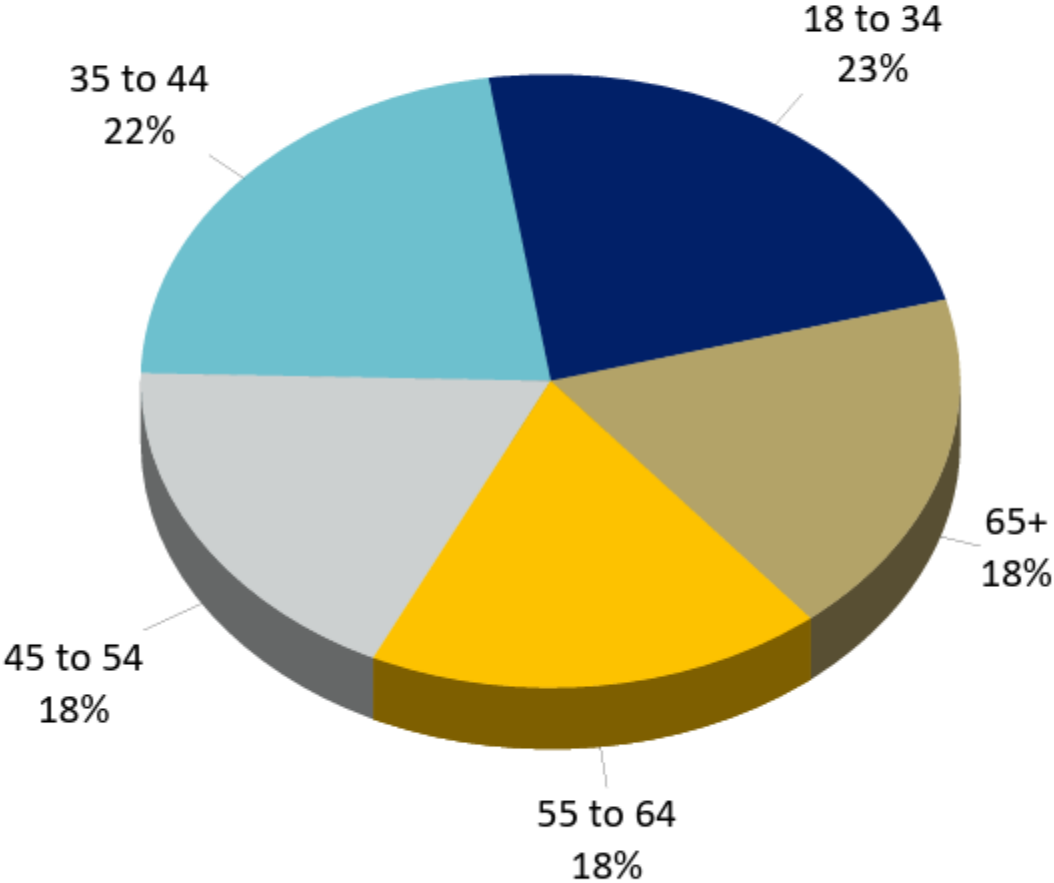
Q13. Demographics: Do you work in Greeley?

by percentage of respondents (excluding "not provided")



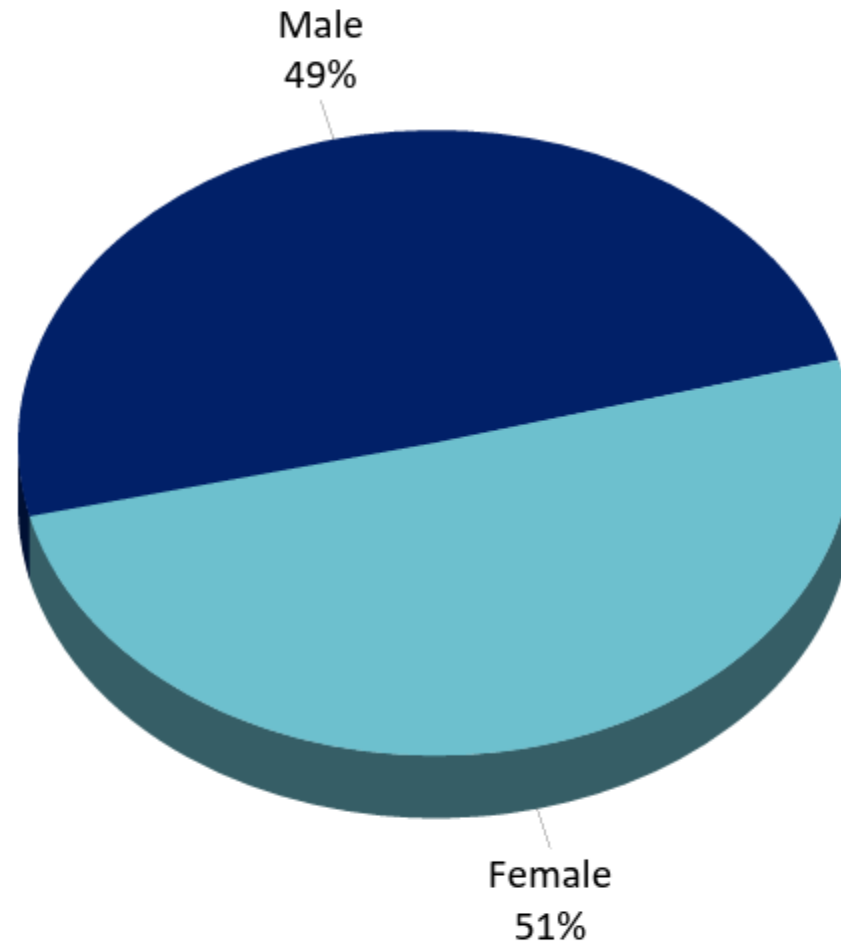
Q14. Demographics: Age of Respondent

by percentage of respondents (excluding "not provided")



Q15. Demographics: Gender

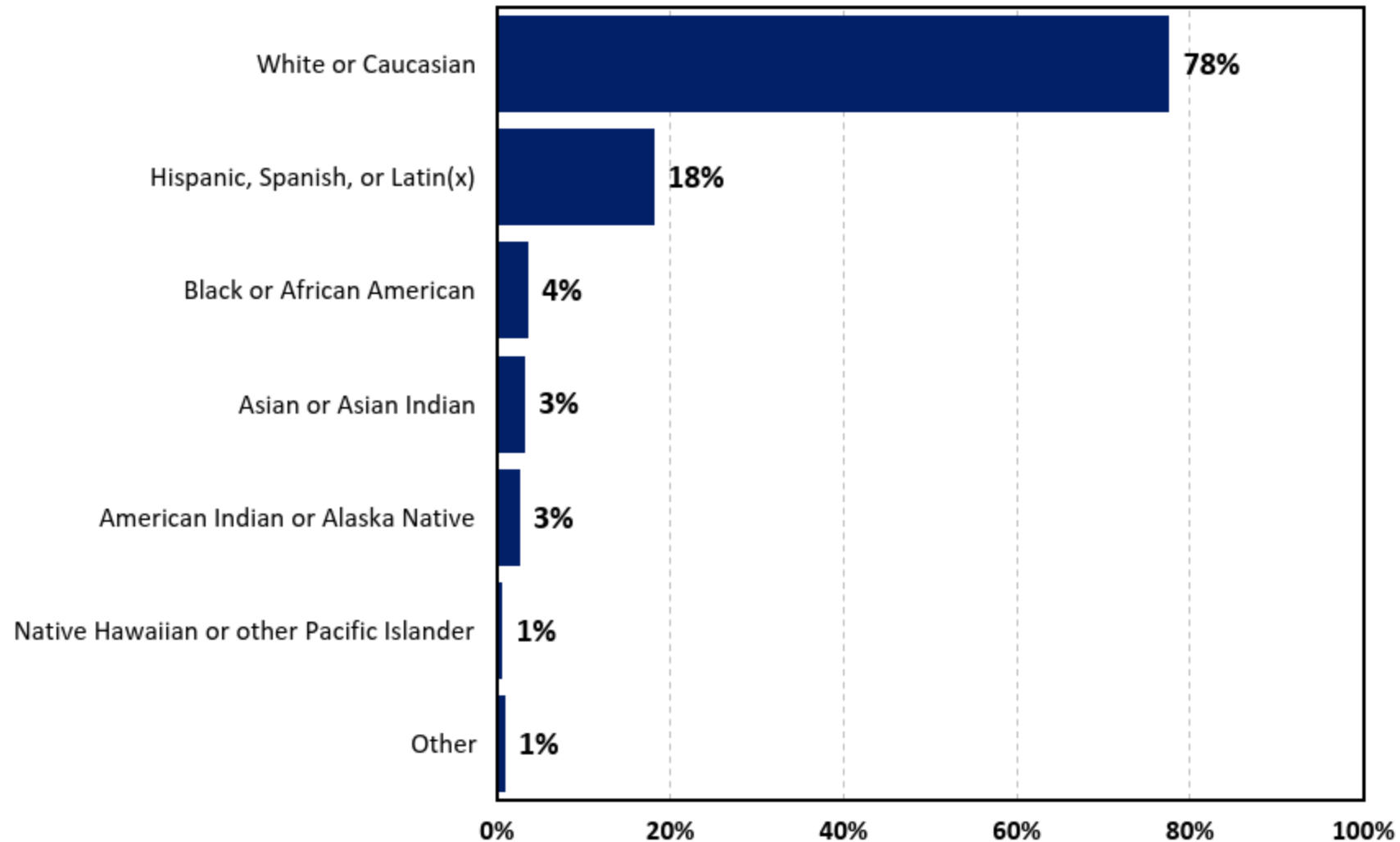
by percentage of respondents (excluding "not provided")



0.4% of respondents chose to self-identify

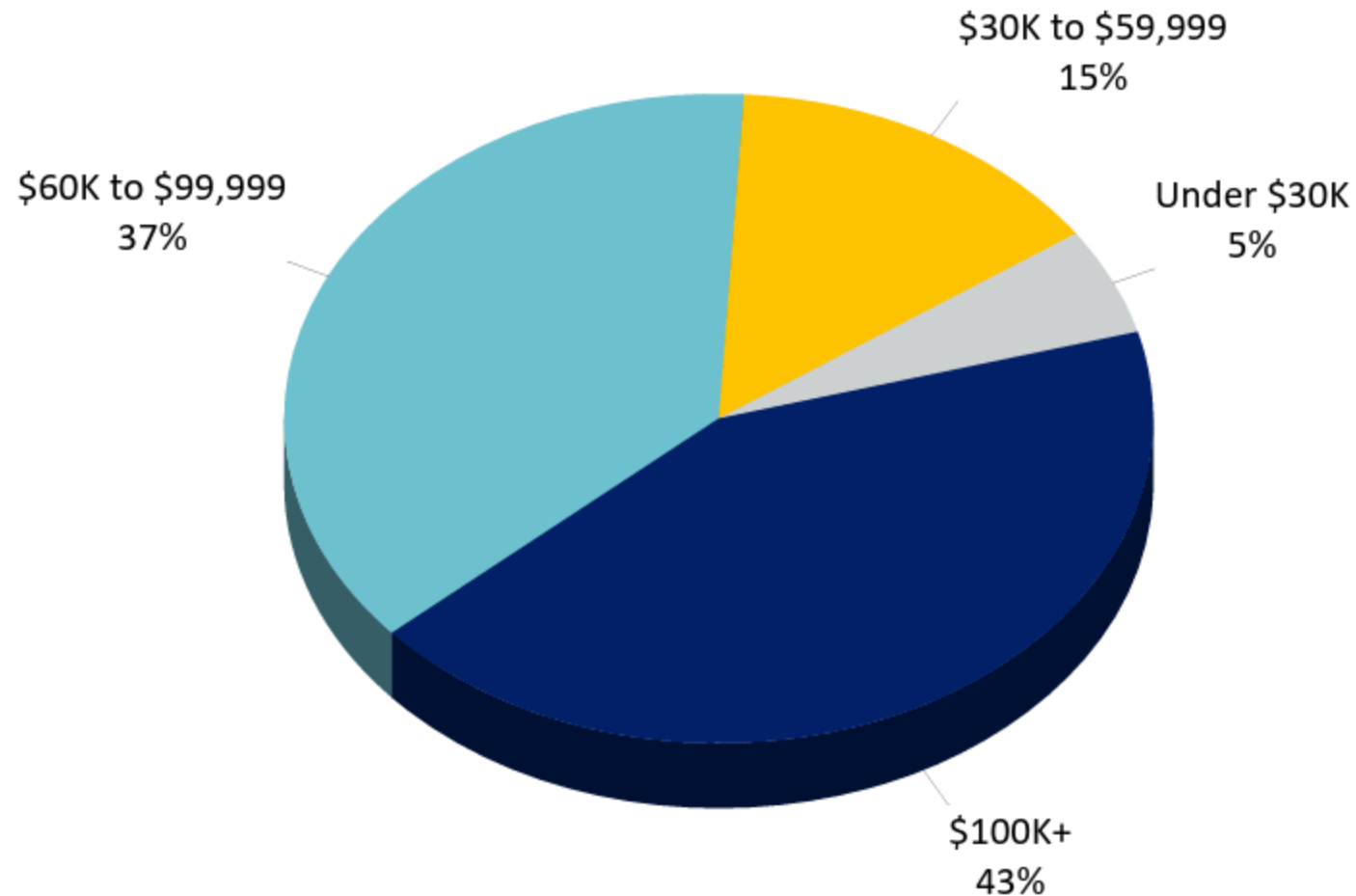
Q16. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q17. Demographics: Total Household Income

by percentage of respondents (excluding "prefer not to respond")





Work Session Agenda Summary

Item: 7.

July 22, 2025

Key Staff Contact: Brian McBroom, Community Development Director

Title:

West Greeley General Improvement District (GID) Update

Background:

This presentation is an update on the creation of a new General Improvement District (GID) for the West Greeley region. The purpose of the GID is to fund necessary regional infrastructure. An introductory presentation about GIDs and the need for a West Greeley GID was shared at the February 25 Work Session. This presentation is to prepare the City Council for their first meeting as the West Greeley GID Board of Directors in August.

Strategic Focus Area:

Business Growth
Community Vitality
Housing For All
Infrastructure and Mobility
Quality of Life
Safe and Secure Communities

Attachments:

1. Item 7 - Presentation



West Greeley General Improvement District Update

Brian McBroom
Director of Community Development
City Council Work Session - July 22, 2025



Agenda



- Quick GID Overview
- Summary of Steps to Create the WGGID
- Current Timeline
- Background for the First WGGID Board Meeting
- Review of WGGID TABOR Election Ballot Language
- Questions/Discussion
- Purpose: Informational

What Is A GID?

- General Improvement Districts (GIDs) are local taxing entities created for the purpose of constructing, operating, or maintaining specific public improvements and/or certain services within a district
- City Council acts as the governing board for the GID
- A GID can finance improvements through general obligation bonds, revenue bonds or Certificates of Participation (COPs)
- A GID can generate revenue through property taxes, special assessments, and other fees
- A GID can construct and operate any improvement and/or provide any service that the municipality is authorized to provide
- City of Greeley created GID #1 in 1968 to fund downtown improvements (parking, landscaping, mid-block walkways, etc.)

What Is A GID?

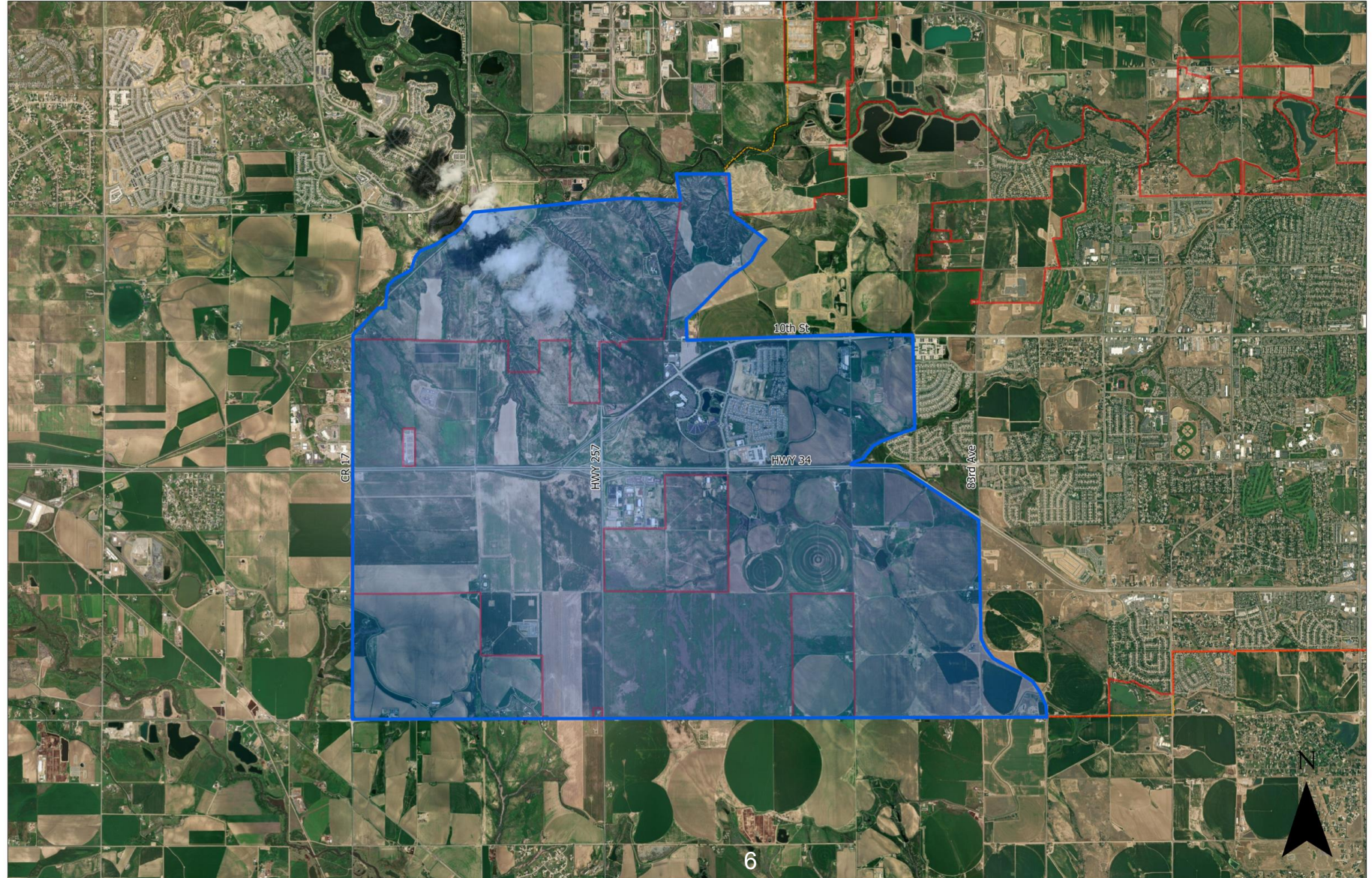
- It's like a large Metropolitan District except the City Council serves as the board
- Simple way for growth to pay its own way
- A GID is a fair distribution of costs for large infrastructure projects to the properties that benefit
- A GID reduces the need for city general fund dollars to pay for growth
- The city also anticipates using GIDs to manage the costs of growth in East Greeley and in the city's growth area north of the river

Steps to Create the West Greeley GID

- An initial property owner submits a petition (Water Valley Company)
- City Council creates GID by ordinance
- City Council submits ballot question(s) to GID elector(s) to DECIDE WHETHER TO approve taxes, THE DEBT AMOUNT and uses of revenues
- Additional properties are added later by petition to the City Council
- Joining will likely be required to gain access to GID funded infrastructure (such as water, sewer, storm sewer and roads)
- No future ballot questions needed unless GID ballot language is amended

Potential GID Limits at Build Out

Exhibit A



Current Timeline

- Creation of GID being negotiated with The Water Valley Company
- First reading of GID Establishing Ordinance: 8-5-25
- Second Reading of GID Establishing Ordinance: 8-19-25
- First GID Board Meeting: 8-19-25
 - Resolution approving ballot language and setting TABOR election
- Impact Fee Study & Marketing Study Results: Mid-September
- GID 2026 Budget: October
- GID TABOR Election: 11-4-25

Draft Ballot Language: Key Points

- Both total authorized property tax rate and total debt are set high to offer flexibility
- Total Authorized Mill Levy: 20 (tentative)
 - Annual tax rate set by GID Board of Directors as part of annual budget process
 - To be used to build AND maintain infrastructure
- Total Authorized Debt Limit: \$5 billion (tentative)
 - Will cover all infrastructure needed to build out entire West Greeley Area
- Uses of Debt: roads, water, sewer, storm sewer, parks, trails, public safety, maintaining public infrastructure

Why Do We Need A GID In West Greeley?

Regional Infrastructure Needs

- Significant water, sewer, storm drainage, and transportation improvements needed
- Regional improvements with regional benefits
- Fair distribution of costs based upon benefits
- **Insulates existing taxpayers from costs of growth in West Greeley**

Entertainment District/Cascadia Funding Strategy

- Allows the construction of key, long range infrastructure pieces ahead of development
- Reduces funding commitments on city GF and 501(c)3 entity
- **An essential funding source for infrastructure construction that must start in 2026**

Questions and Discussion



10



Thank you



Pros and Cons of GIDs

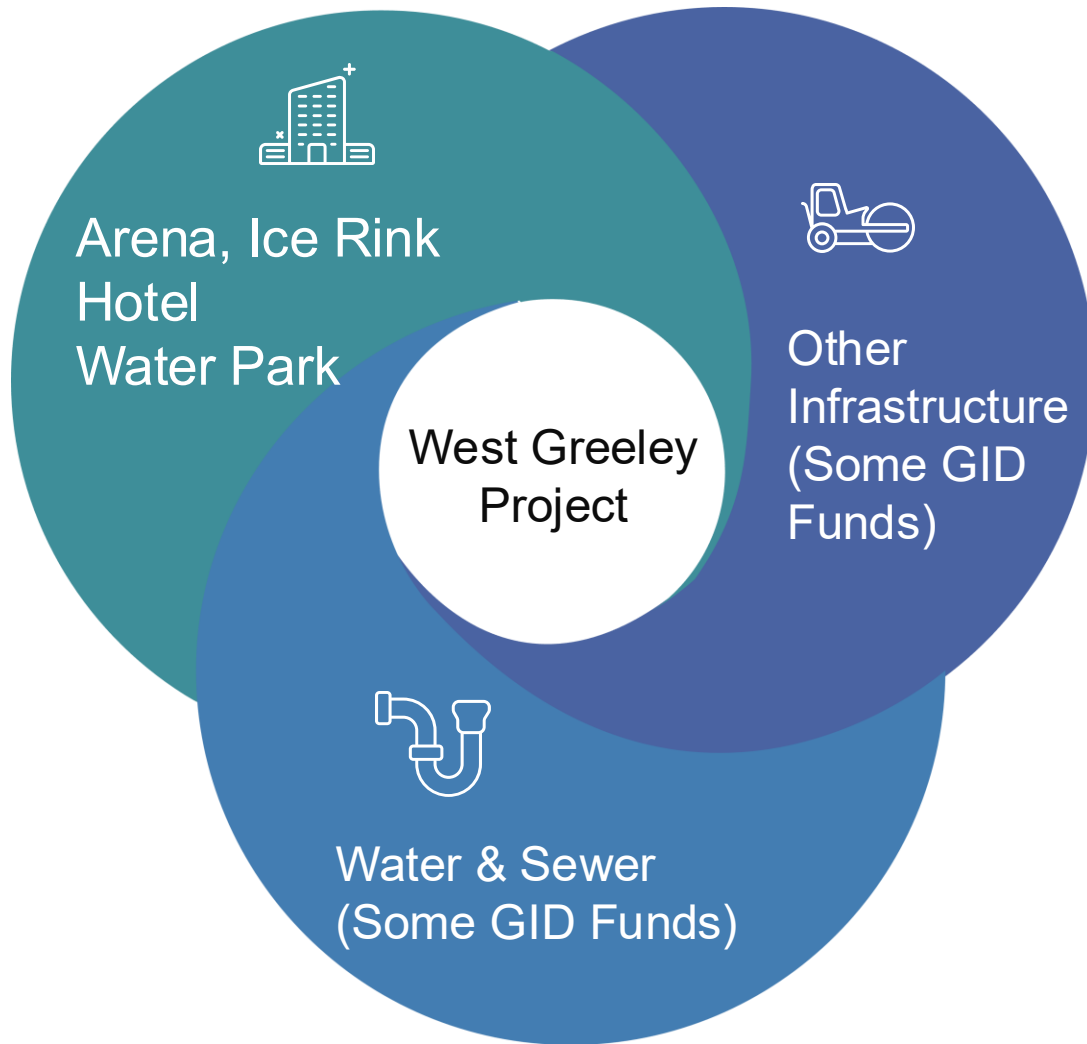
Pros

- Isolates debt from city's budget
- Distributes regional costs to regional benefactors
- Enables construction of infrastructure ahead of development
- City Council as board of directors = high transparency and accountability
- Can pay for operations and maintenance

Cons

- Low assessed value = low borrowing power early on
- Increases total tax burden in the district which could impact competitiveness and long-term economic development

Financing Overview



Financing Stages

Initial Predevelopment

- Mid 2025 through Early 2026

First Stage of Issuance

- Early/Mid 2026



Work Session Agenda Summary

Item 8.

Title

Scheduling of Meetings, Other Events

Summary

During this portion of the meeting the City Manager or City Council may review the attached Council Calendar or Work Session Schedule regarding any upcoming meetings or events.

Attachments

Council Meetings and Other Events Calendar

Council Meeting and Work Session Schedule

Status Report of Council Initiatives and Related Information

Council Meetings and Other Events Calendars

July 20 – August 16, 2025

Tuesday, July 22, 2025

- City Council Work Session Meeting 6 p.m. City of Greeley Council Chambers (1001 11th Ave Greeley CO 80631)

Saturday & Sunday, July 26 - 27, 2025

- 2025 Arts Picnic (Gates, Hall, McDonald, DeBoutez) Lincoln Park (917 8th Street)
-

Monday, July 28, 2025

- Greeley Chamber of Commerce 11:30 a.m.

Wednesday, July 30, 2025

- Upstate Colorado Economic Development 7 a.m. Upstate Colorado Conference Room (822 7th Street Greeley CO 80631)

Thursday, July 31, 2025

- Habitat for Humanity Breakfast 6:45 a.m. Christ Community Church (1301 15th St, Greeley, CO 80631)
-

Monday, August 4, 2025

- Candidate 101 6 p.m. (informational session for candidates running for public office) Council Chambers (1001 11th Ave Greeley CO 80631)

Tuesday, August 5, 2025

- City Council Meeting 6 p.m. City of Greeley Council Chambers (1001 11th Ave Greeley CO 80631)

Thursday, August 7, 2025

- Poudre River Trail Meeting 7:30 a.m. Poudre Learning Center (8813 W. F Street Greeley CO 80631)

- Island Grove Advisory Board 3:30 p.m. (600 N. 14th Ave Greeley CO 80631)
 - North Front Range MPO Meeting 6 p.m. Fort Collins Colorado River Community Room (222 LaPorte Avenue Fort Collins, CO 80521)
-

Monday, August 11, 2025

- Greeley/Weld Quarterly Breakfast Meeting 7 a.m. Doug's Diner (801 9th St, Greeley, CO 80631)

Tuesday, August 12, 2025

- City Council Work Session Meeting 6 p.m. City of Greeley Council Chambers (1001 11th Ave Greeley CO 80631)

2025 Council Meeting/Work Session Agenda Items Schedule

7/15/2025			
This schedule is subject to change			
Date/Type	Description	Sponsor Presenter/Director or Project Manager	Placement/Time
August 05, 2025 Council Meeting	Minutes - July 8 WS	Heidi Leatherwood	Consent
	Executive Committee Liasons for Large Projects	Mayor	Intro
	Resolution - Eagles Lease	Stacey Aurzada	SM
	Resolution to appoint a hearing officer for Election protest hearings	Heidi Leatherwood	Consent
	Resolution - Carryforward 2025 Private Activity Bonds (PABs)	Deb Callies	Consent
	Resolution - IGA to coordinate elections with Weld County	Heidi Leatherwood	Consent
	Resolution - Arroyos Del Sol Annexation	Don Threewitt	Consent
	Resolution - Schmerge Annexation	Katelyn Puga/Brian McBroom	Consent
	Resolution - Kinnison Annexation	Katelyn Puga/Brian McBroom	Consent
	Intro & first reading ord - Ballot Ordinances	Kalen Myers	Consent
	Intro & 1st Rdg Ord - GID	Brian McBroom	Consent
	Resolution & PH - Housing for All Strategic Plan	Deb Callies	Regular
August 12, 2025 City Council Work Session	Planning Commission Interviews	Jennifer Middleton	WS
	Initiative 3-2025 - Public Art Update	Kalen Myers/Diana Frick	WS
	Initiative 5-2025 Contracts Update	Allena Portis	WS
	Poudre River Restoration Initiative	Victoria Leonhardt	WS
	Budget Update (Hold)	Kalen Myers	WS
August 19, 2025 Council Meeting	Minutes - July 15 RM; July 22 WS	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Willow Vista Annexation 1	Katelyn Puga/Brian McBroom	Consent
	Intro & 1st Rdg Ord - Willow Vista Annexation 2	Katelyn Puga/Brian McBroom	Consent
	Intro & 1st Rdg Ord - Willow Vista Annexation 3	Katelyn Puga/Brian McBroom	Consent
	Intro & 1st Rdg Ord - Willow Vista Annexation Zoning	Katelyn Puga/Brian McBroom	Consent
	Intro & first reading ord - Landscape code amendment	Meg Oren/Don Threewitt	Consent
	PH & second reading ord - Ballot Ordinances	Kalen Myers	Regular
	PH & second reading Ord - GID (ord to be effective immediately)	Brian McBroom	Regular
	Informational - Budget Update (Hold)	Kalen Myers	Regular
	B&C Appointments	Jennifer Middleton	Regular
August 26, 2025 City Council Work Session	Initiative 07-2025 - 12th Street Outfall Project and Quiet Zones Update	Bhooshan Karnik	WS
	CAO Organizational Assessment (Tentative)	Stacey Aurzada	WS
	Civic Campus Update (tentative)	Blair Snow	WS
	CPRD Master Plan	Diana Frick	WS
	CIS Utility Billing update	Erik Dial/Krystal Dilka	WS
	Budget Update (Hold)	Kalen Myers	WS
September 02, 2025 Council Meeting	Minutes - August 5 RM; August 12 WS	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Cascadia PUD	Katelyn Puga/Brian McBroom	Consent
	Intro & 1st Rdg Ord - Schmerge Annexation	Katelyn Puga/Brian McBroom	Consent
	Intro & 1st Rdg Ord - Kinnison Annexation	Katelyn Puga/Brian McBroom	Consent
	Intro & first reading ord - Arroyos Del Sol Annexation	Don Threewitt	Consent
	PH & second reading ord - Landscape code amendment	Meg Oren/Don Threewitt	Regular
	PH & second reading Ord - Willow Vista Annexation 1	Katelyn Puga/Brian McBroom	Regular
	PH & second reading Ord - Willow Vista Annexation 2	Katelyn Puga/Brian McBroom	Regular
	PH & second reading Ord - Willow Vista Annexation 3	Katelyn Puga/Brian McBroom	Regular
	PH & second reading Ord - Willow Vista Annexation Zoning	Katelyn Puga/Brian McBroom	Regular

Greeley City Council

Status Report of Council Initiatives

Initiative No.	Council Member Initiating	Council Request	Council Meeting or Work Session Date Requested	Next Steps & Schedule	Anticipated Deliverable & Date (Report, Council Presentation, etc.)	Assigned to:
11-2023	Clark/Butler	Artificial turf and landscape standards	August 1, 2023 Council Meeting	•Come back to Council with a draft ordinance	The Landscape Code Amendment is scheduled for August 19 and public hearing/second reading on September 2.	Brian McBroom
4-2024	Butler	Lincoln Park Redesign	April 2, 2024 City Council Meeting	Requested Work Session for information on the Lincoln Park Redesign- to include status of project, timeline of project and overview of the coming outreach Work Session	Early 2025: Construction design drawings scheduled to begin, incorporating stakeholder input, alignment with redevelopment goals, and lessons from other urban parks. Late 2025 - 2026: Construction slated to begin at the end of 2025 and continue into 2026. At the June 10 WS council requested staff to pause construction to ensure Lincoln Park compliments future vision for Greeley's Downtown Civic Campus.	Diana Frick
5-2024	Hall	Impact Fee Study Structure	May 7, 2024 Council Meeting	Requested staff bring a report to a future work session explaining more in depth the Impact Fee Study Structure - how the ratio is calculated, review process, timeline of review, and development fees	DTA was awarded the contract and that process has now started. The consultant is working on completing the study. Tentatively set for Sep.	Allena Portis/Robert Miller
8-2024	Olson	Code Compliance	Oct 1, 2024 Council Meeting	Part 1 - Requested staff to present at a future work session on code compliance- what is compliant and what is not and to develop a plan to assist with low-income residents specifically relating to yards and vegetation Part 2 - More information needed on specific options on landscaping; enhancing voluntary compliance ticketing system	Part 1 was presented Feb. 11 and staff has begun working on the next report to council to be scheduled for a later date The work is ongoing. Updates will be provided at a later time.	Kelli Johnson/Buxton Demers
13- 2024	Butler	Audit of Development Code	Dec 10, 2024 Council WS	Discrepancies in the code and would like an administrative fix of the R-M zoning issue if possible, and then a full audit of the Development Code.	Received proposals on 2/13 and now in the evaluation The consultant was hired and code audit has begun.	Brian McBroom
3-2025	DeBoutez	Public Art Program	March 18, 2025 Council Meeting	Research the Public Art Program with 3 components: expanding the program to include local performing art groups, clarify the funding source for the 1% for all of the capital improvement projects, and reporting of when the money is appropriated to the program.	This is scheduled for the August 12 WS.	Diana Frick
4-2025	Butler	Civic Campus Funding	4/15/2025 Council Meeting	Requested staff to bring back funding plan options that does not require the funding to go to voters.	Staff will return with a presentation including the Financial Model at the Aug 26 WS.	Allena Portis
5-2025	Hall	Contracts	April 22, 2025 Work Session	Staff to send a descriptive memo or schedule a work session regarding all contract policies and options that were discussed at a previous meeting.	Stacey will provide a memo to council regarding the policies regarding contracts. A presentation is tentatively scheduled for the August 12 WS.	Stacey Aurzada/Allena Portis
7-2025	Butler	12th Street Outfall Project and Quiet Zones	May 6, 2025 Council Meeting	Update at a future work session on the 12th Street Outfall and quiet zone projects.	Scheduled for the August 26 WS.	Public Works
9-2025	Olson	Executive Committee	May 20, 2025 Council Meeting	Requested staff to provide guidance on the setup and process for this committee. The committee would be provided monthly or bi-monthly updates on US 34 and 47th Ave (MERGE Project)	This is scheduled for the August 5 Council Meeting.	CMO
10-2025	DeBoutez	Weld County Redistricting	May 20, 2025 Council Meeting	Requested staff to provide an update to Council on the redistricting and the affect it has on the residents. The request also included for it to be monitored.	An update was sent to Council in the Friday (6/6) memo.	Kelli Johnson



Work Session Agenda Summary

Item: 9.

July 22, 2025

Key Staff Contact: Kelli Johnson, Assistant City Manager

Title:

Motion to go into Executive Session to discuss the potential purchase and acquisition of real property, receive instructions on negotiation and, if necessary, receive legal advice

Background:

The Executive Session will focus on discussing potential opportunities related to the purchase and acquisition of real property to enhance and support economic development and City services in Downtown Greeley. Staff will request instructions from the Council related to negotiations for real property acquisitions.

Council's Recommended Action:

A motion go into executive session to discuss the potential purchase, acquisition, or lease of property, and to determine positions and receive instructions regarding negotiations, as provided for in C.R.S §24-6-402(4)(a) and §24-6-402(4)(e)(I) and Greeley Municipal Code §2-151 (a)(1) and §2-151(a)(5); and if necessary to receive advice from the City Attorney related to these matters as provided for in C.R.S. §24-6-402(4)(b) and Greeley Municipal Code §2-151(a)(2)

Strategic Focus Area:

High-Performance Government

Attachments:

None



Work Session Agenda Summary

Item: 10.

Title

Adjournment