

Communicating Your Budget

Utah League of Cities and Towns
99th Annual Conference



Why?...and How?

- Why is it important to educate your community of the city or town budget?
- What is the benefit?
- What are the perceptions taxes?



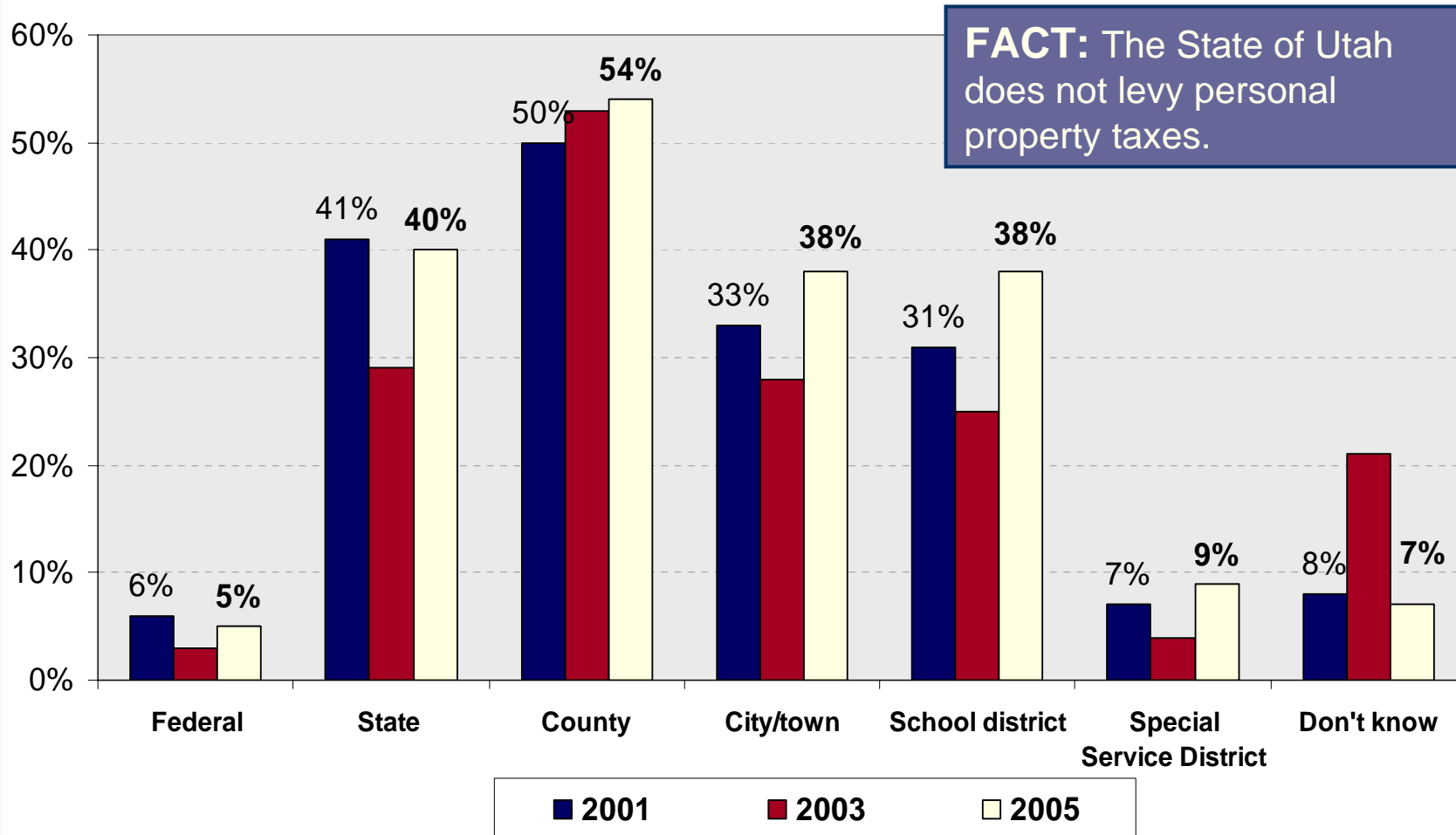
Misperceptions of Taxes

Dan Jones & Associates Survey

Date:	December, 2005 August, 2003 August, 2001
Sample Size:	612 completed interviews (2005)
Universe:	Utahns statewide
Tolerated Error:	± 4.0%

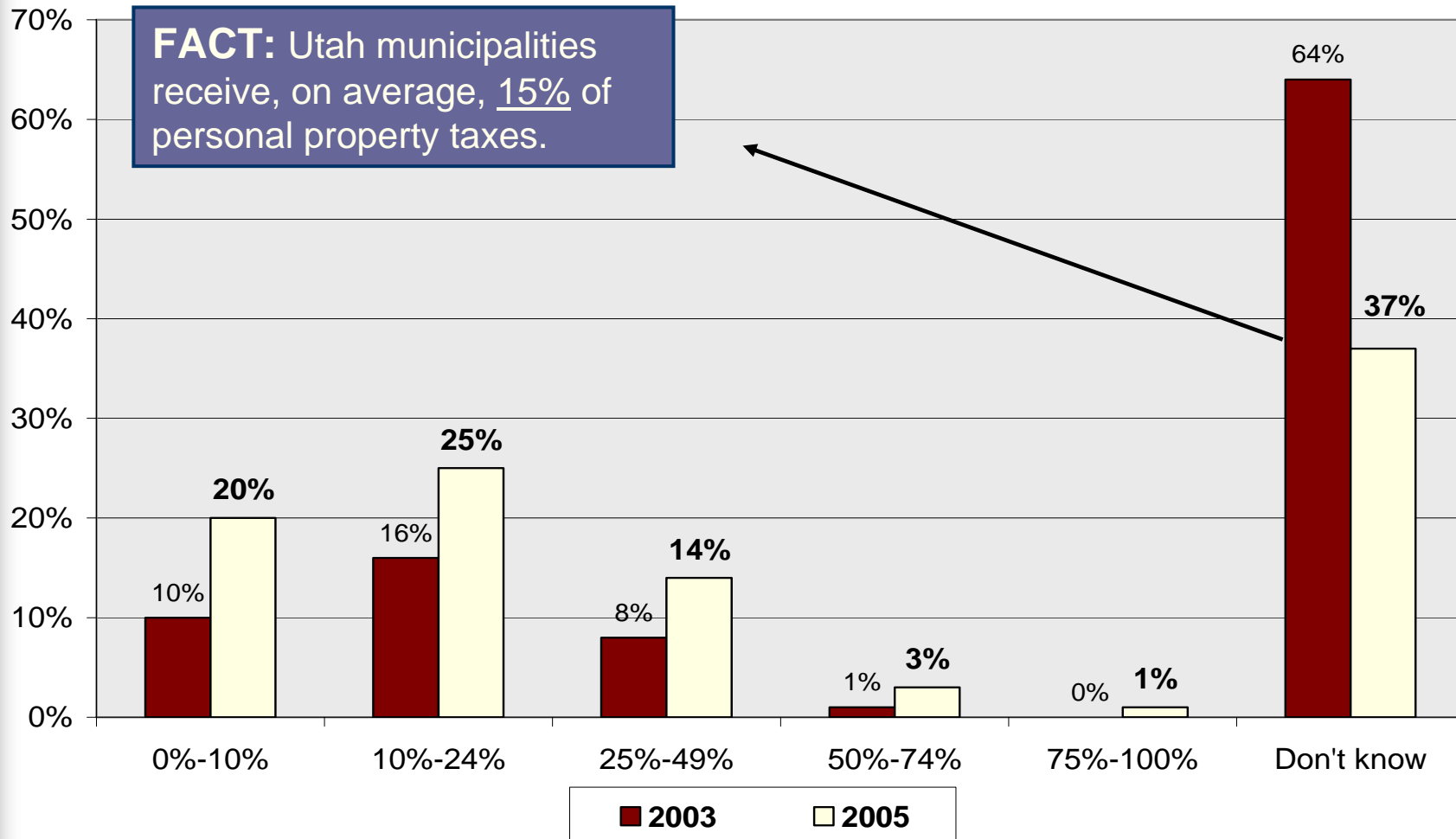


Which level of government receive any tax revenue from *PROPERTY* taxes?

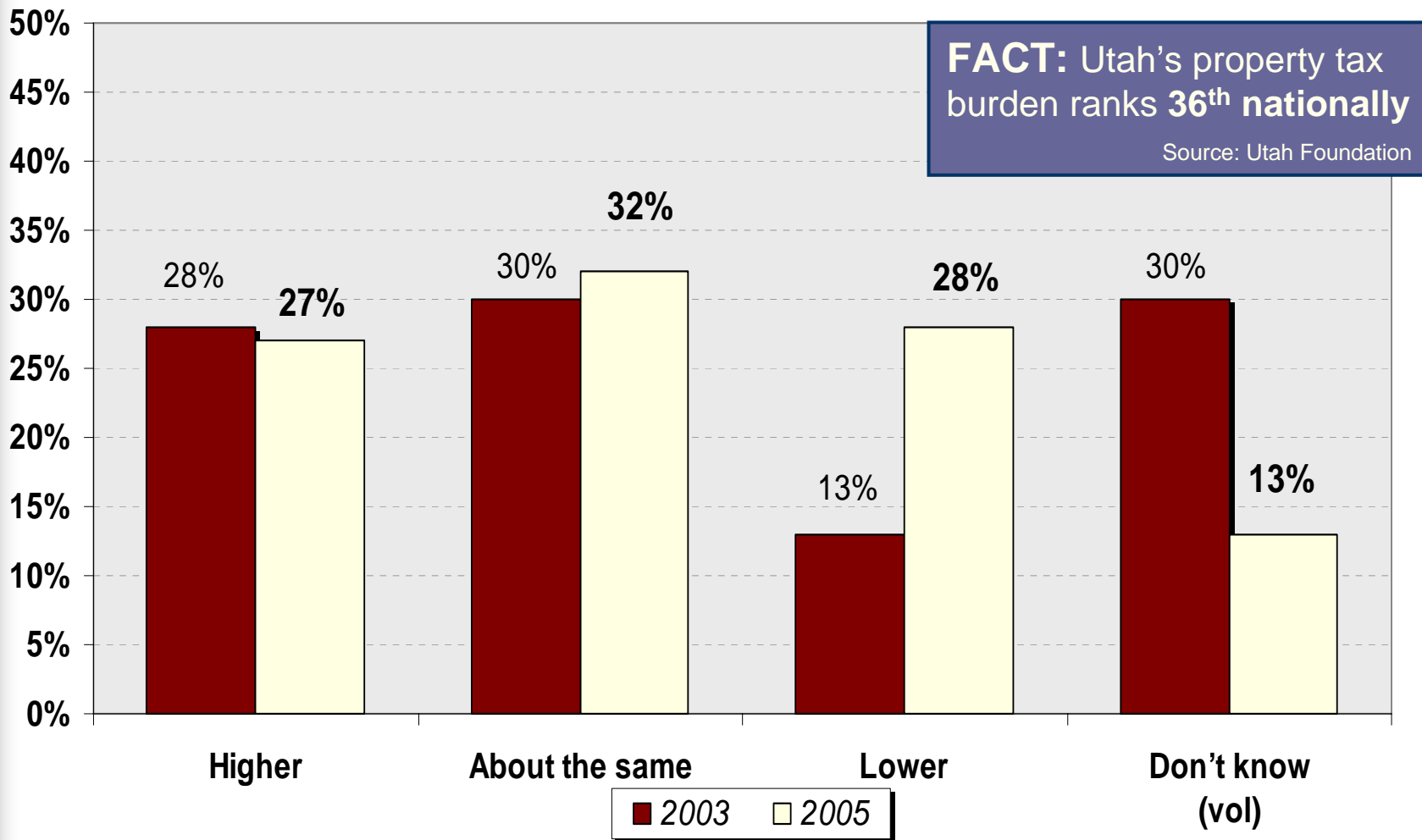


Of the total *property taxes* you pay what percent goes to your *city/town*?

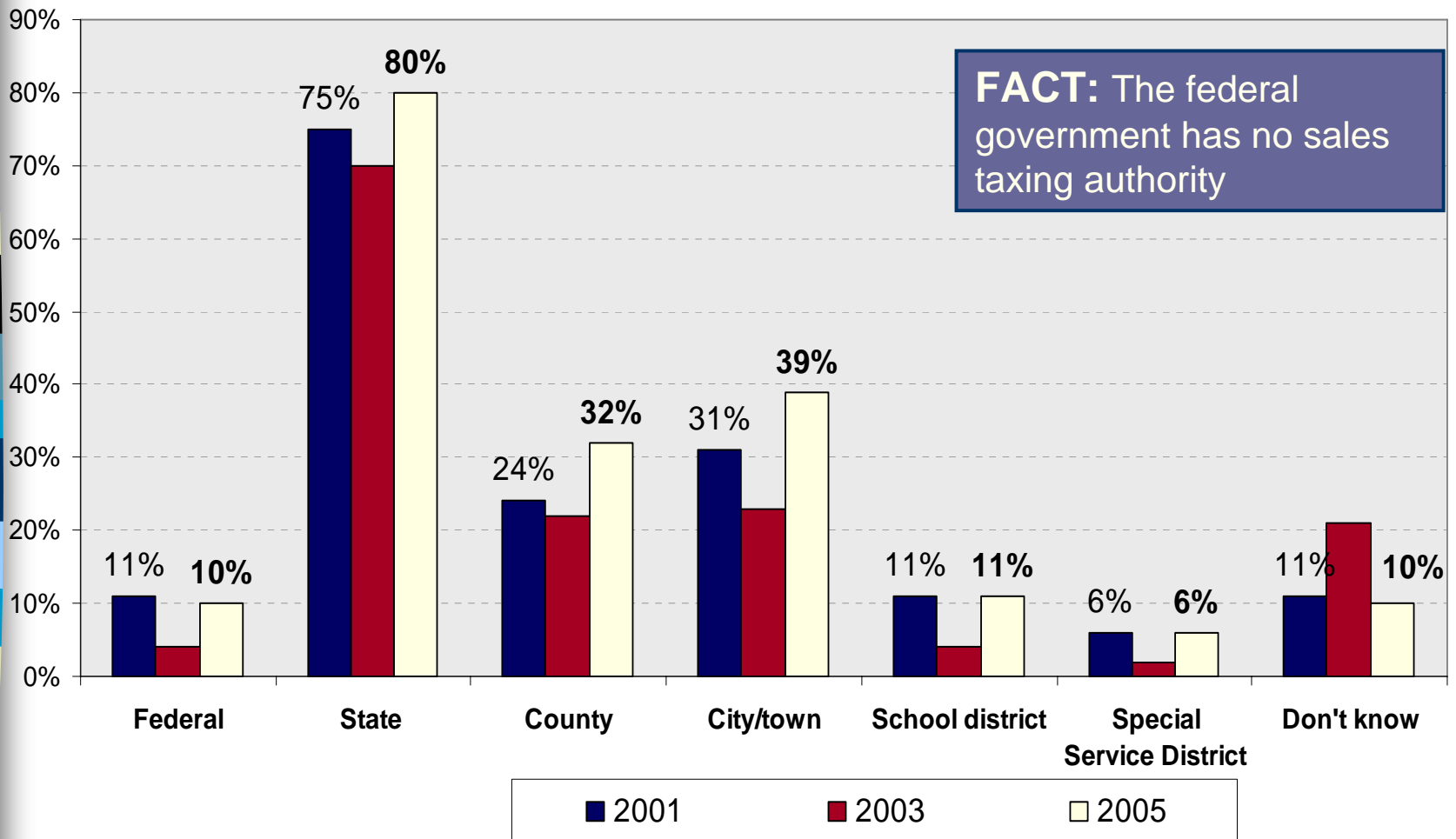
FACT: Utah municipalities receive, on average, 15% of personal property taxes.



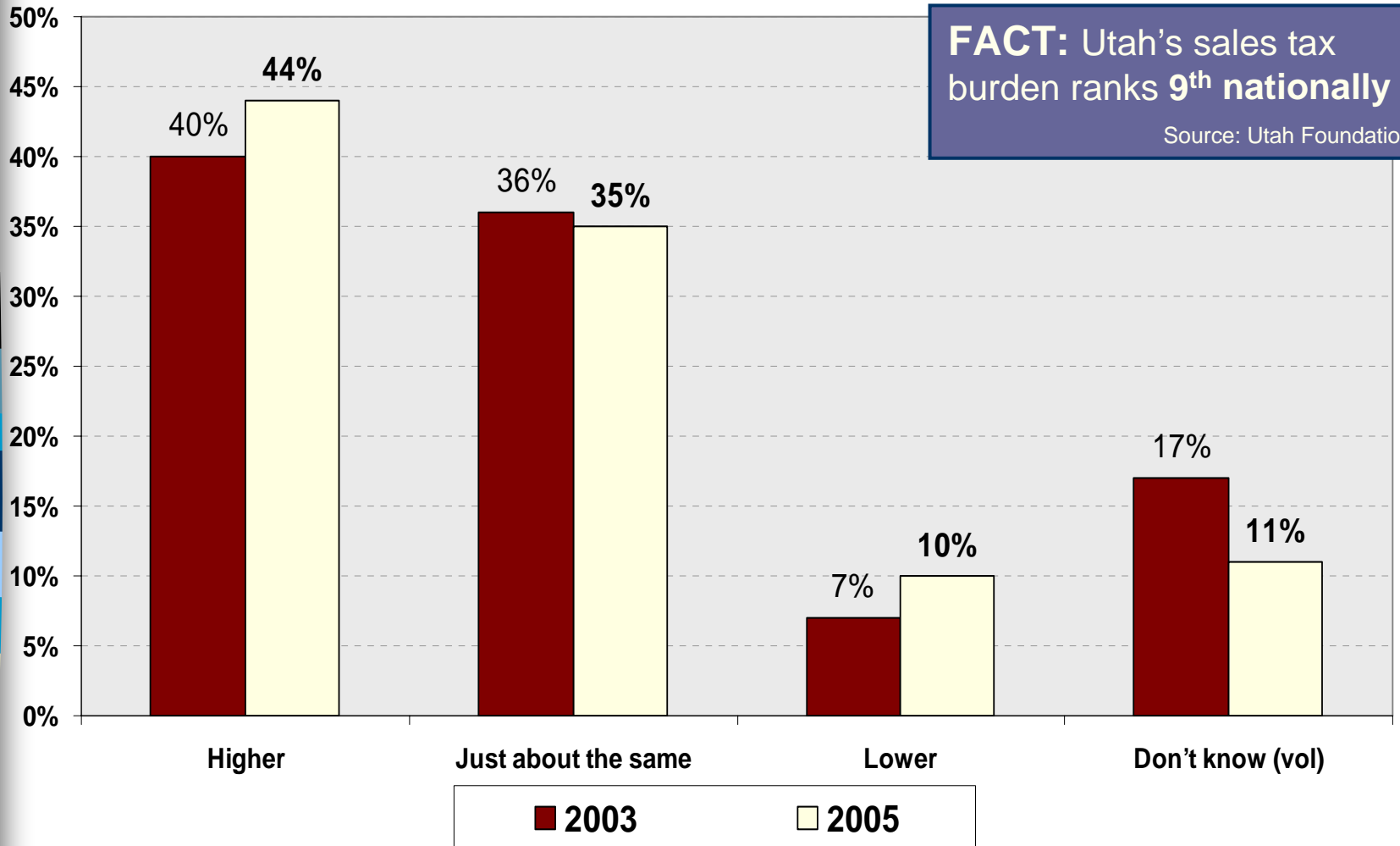
When comparing the property taxes you pay in Utah to other states, would you say that your Utah property taxes are...



Which level of government receive any tax revenue from *SALES* taxes?



When comparing the sales taxes you pay in Utah to other states, would you say that your Utah sales taxes are...



What about the services you provide?

2nd Dan Jones & Associates
survey conducted:
August 2001, 2003, and 2006





What are the services you receive from city or local government?

Top 3 Mentioned

Garbage (50%)

Water (47%)

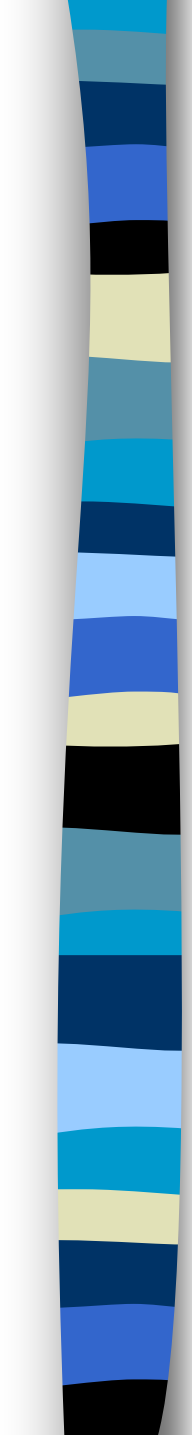
Police (41%)

Last 3 Mentioned

Planning and Zoning (5%)

Libraries (9%)

Rec Programs (10%)



How would you rate your local government services?

Services with Highest Rating

Garbage (90%) – 89% (2003), 88% (2001)

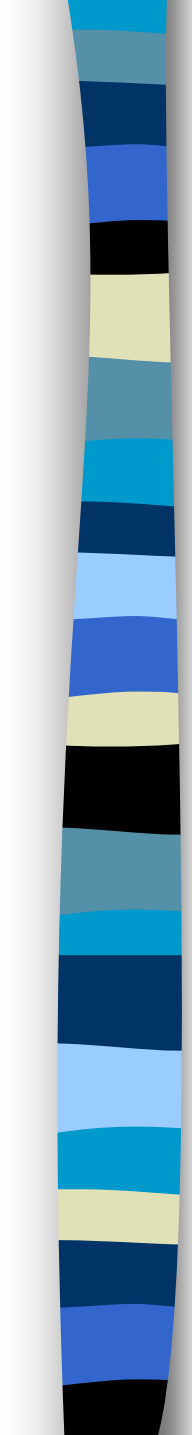
Fire (87%) – 87% (2003), 88% (2001)

Sewer (84%) – 84% (2003), 84% (2001)

Water (81%) – 70% (2003), 78% (2001)

Parks (81%) – 76% (2003), 80% (2001)

Excellent or Good rating



How would you rate your local government services?

Services with Lowest Rating

Planning and Zoning (47%) – 39% (2003), 43% (2001)

Road Construction (52%) – 47% (2003), 46% (2001)

Recreation Programs (65%) – 60% (2003), 59% (2001)

Snow Removal (67%) – 65% (2003), 68% (2001)

Excellent or Good rating

Why?

- Most citizens do not know where their tax dollars go.
- Most do not know what services are provided by which government entity.
- There is a missing link or nexus between payment and benefit received.
- Can tax preferences change with education?
- Finally...**HOW** do we educate our citizens?





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