

TOWN OF ERIE
PARKS AND REC
BALLOT MEASURE
SURVEY

May 26 – June 9, 2022

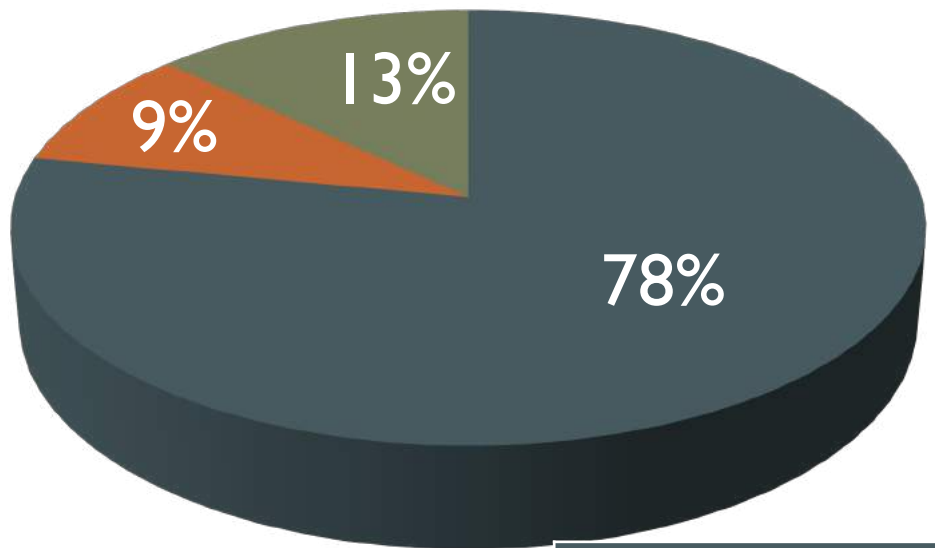




METHODOLOGY

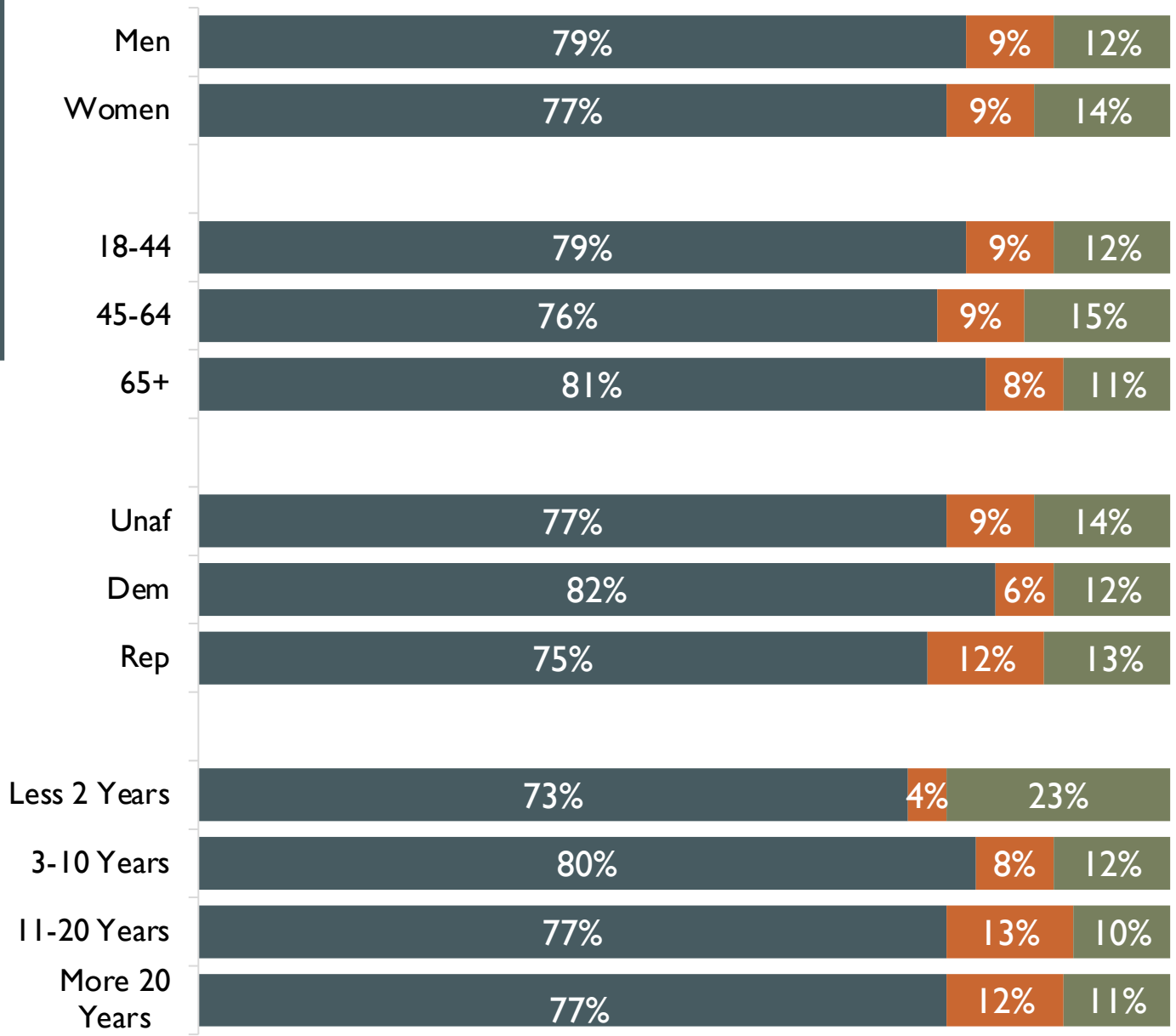
- Magellan Strategies are pleased to present the results of a live telephone and online survey of 1,618 registered voters in the Town of Erie, Colorado.
- The interviews were conducted from May 26 – June 9, 2022.
- The overall survey responses have a margin of error of +/- 2.34% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the voter turnout demographics within Erie, CO for a midterm election cycle.

Do you approve or disapprove of the job the Town of Erie Department of Parks and Recreation is doing?



Strongly Approve	30%
Somewhat Approve	48%
Strongly Disapprove	2%
Somewhat Disapprove	7%

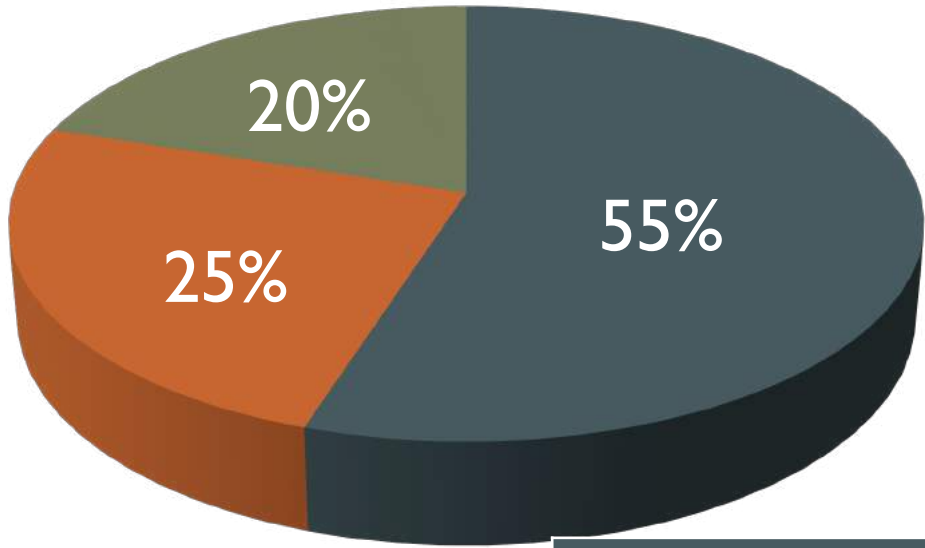
- Total Approve
- Total Disapprove
- Unsure or No Opinion



- Total Approve
- Total Disapprove
- Unsure or No Opinion

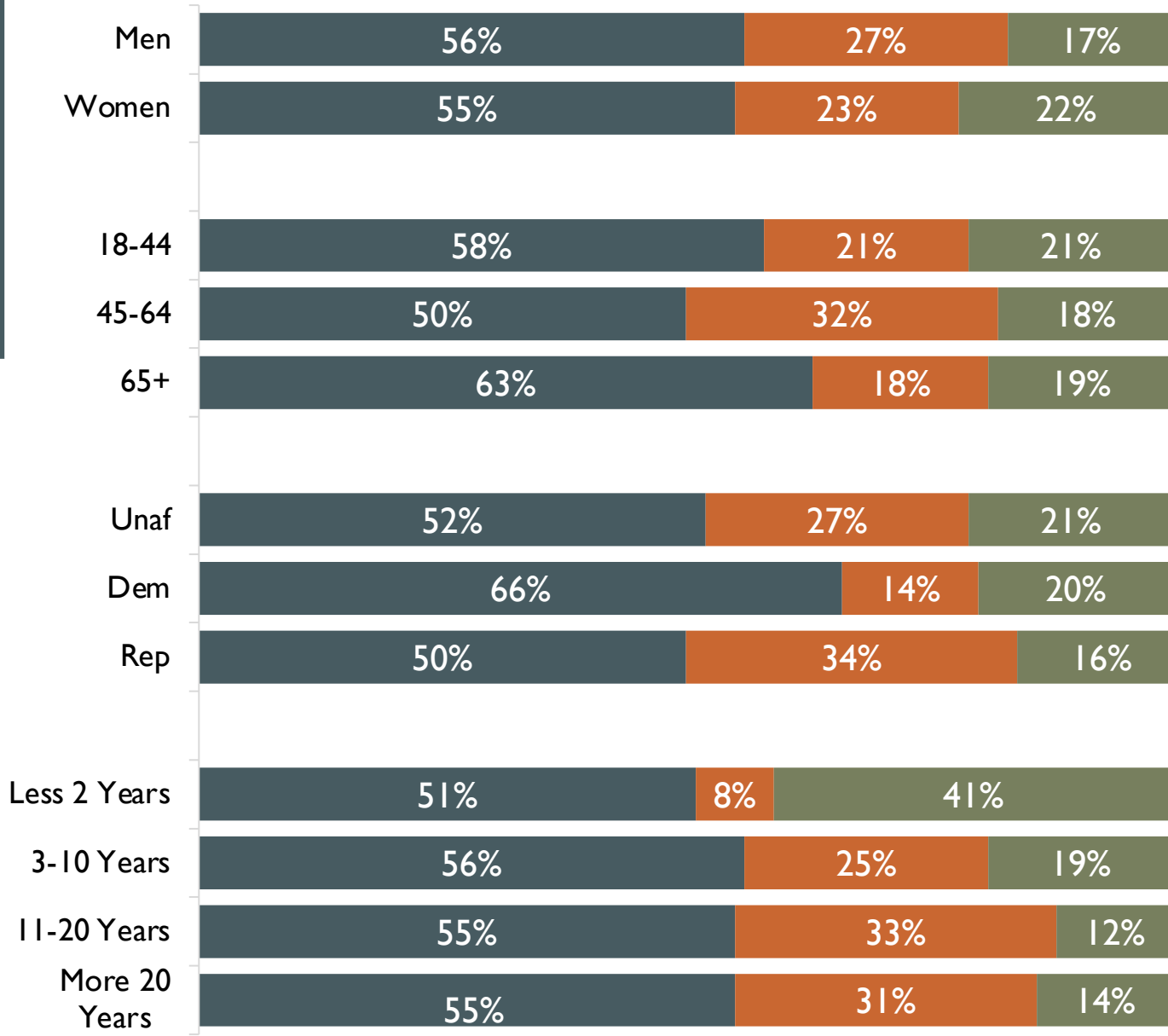


Do you agree or disagree with the following statement?
“The Town of Erie is fiscally responsible and spends taxpayer money wisely.”



■ Total Agree
 ■ Total Disagree
 ■ Unsure or No Opinion

Strongly Agree	13%
Somewhat Agree	42%
Strongly Disagree	11%
Somewhat Disagree	14%



■ Total Agree
 ■ Total Disagree
 ■ Unsure or No Opinion



GENERAL OPINION OF TNACC

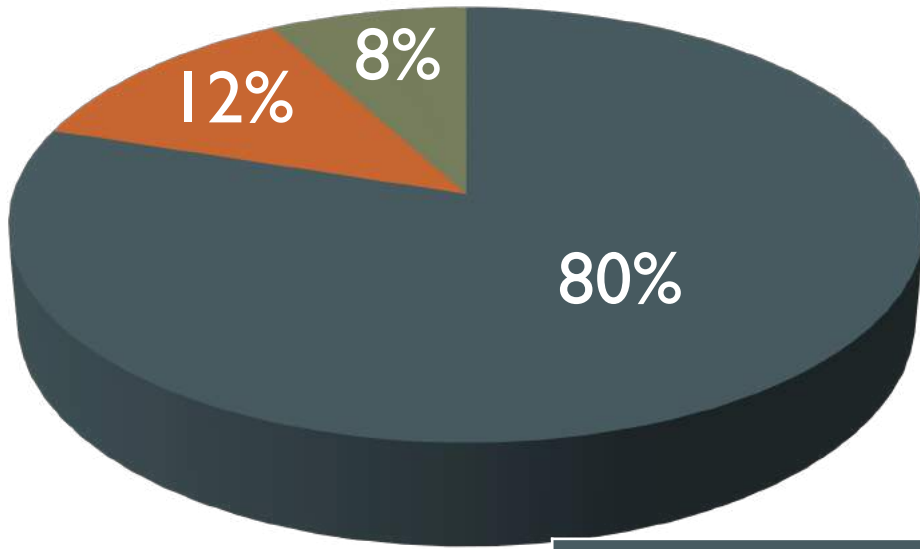
In 2004 and then again in 2014, the Town of Erie voters passed the Trails, Natural Areas, and Community Character (TNACC) ballot measure. This authorized a 4.0 mill property tax to fund the purchase of natural areas and open space, create and connect trails, preserve wildlife habitats, protect natural areas around creeks, and conserve scenic landscapes.

The TNACC Fund currently generates approximately \$2.0 million per year and will sunset and expire in 2024. Knowing this do you support or oppose the TNACC Fund?



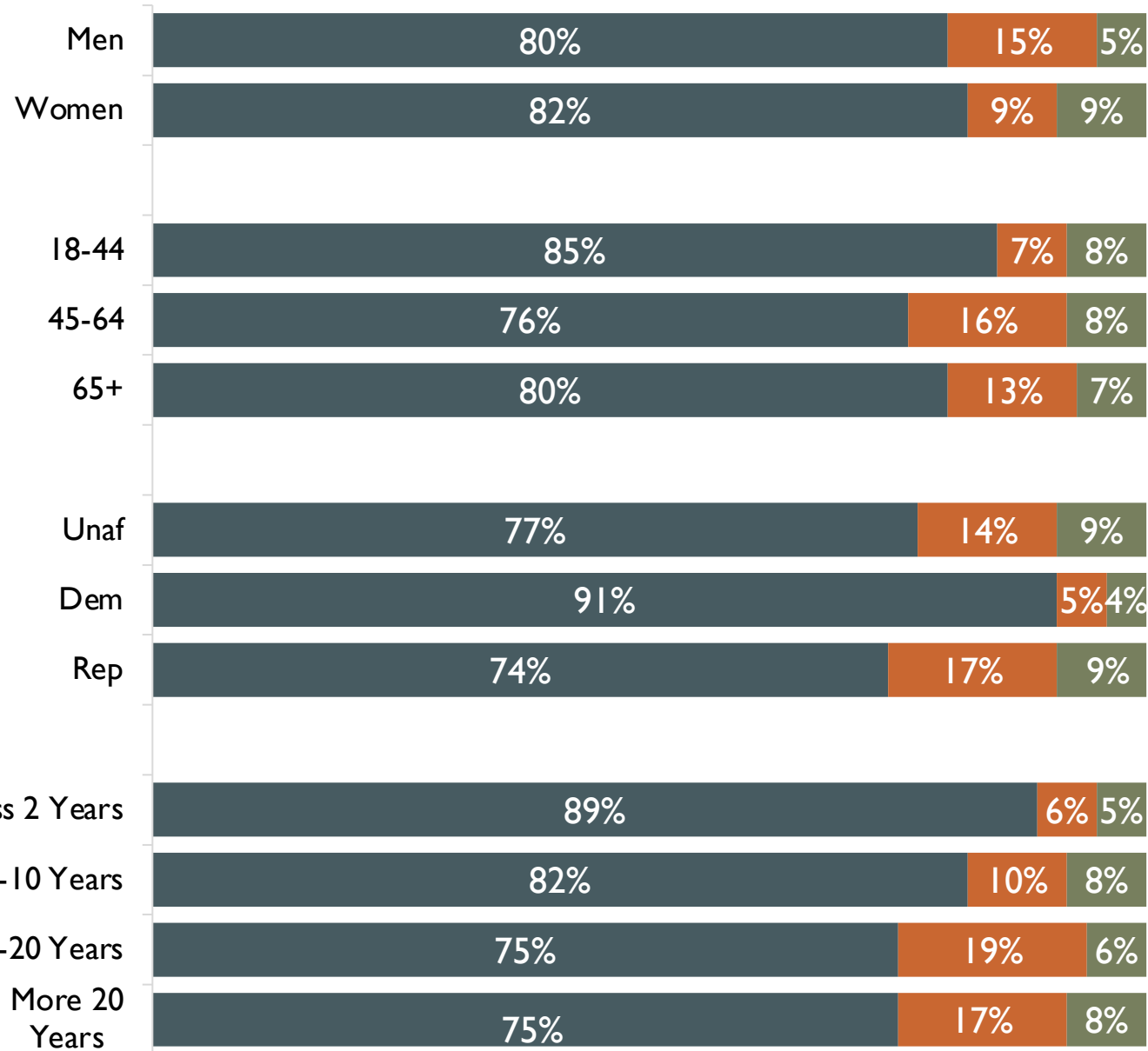
GENERAL OPINION OF TNACC

Knowing this do you support or oppose the TNACC fund?



- Total Support
- Total Oppose
- Unsure or No Opinion

Strongly Support	53%
Somewhat Support	27%
Strongly Oppose	6%
Somewhat Oppose	6%



- Total Support
- Total Oppose
- Unsure or No Opinion



VOTER OPINION TO EXTEND TNACC BALLOT MEASURE

The Trails, Natural Areas, and Community Character (TNACC) fund is set to expire in 2024. The Town is considering a ballot measure asking voters to extend the TNACC property tax to continue funding the purchase of natural areas and open space, create and connect trails, preserve wildlife habitats, protect natural areas around creeks, and conserve scenic landscapes.

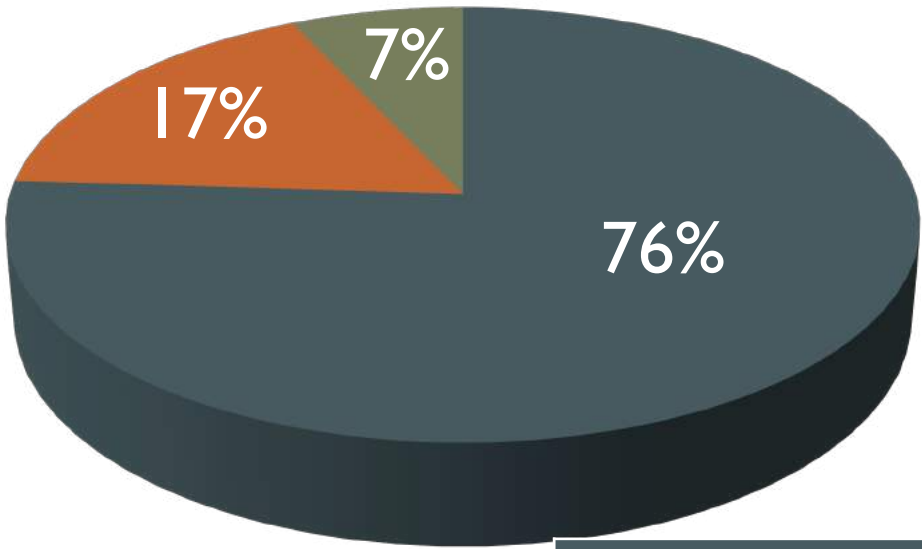
The TNACC 4.0 mill property tax extension would continue to raise \$2 million annually for the Parks and Recreation Department budget and would sunset and expire in 10 years.

If an election were being held today, would you vote yes and approve or no and reject a ballot measure that would extend the TNACC 4.0 mill property tax for 10 years?



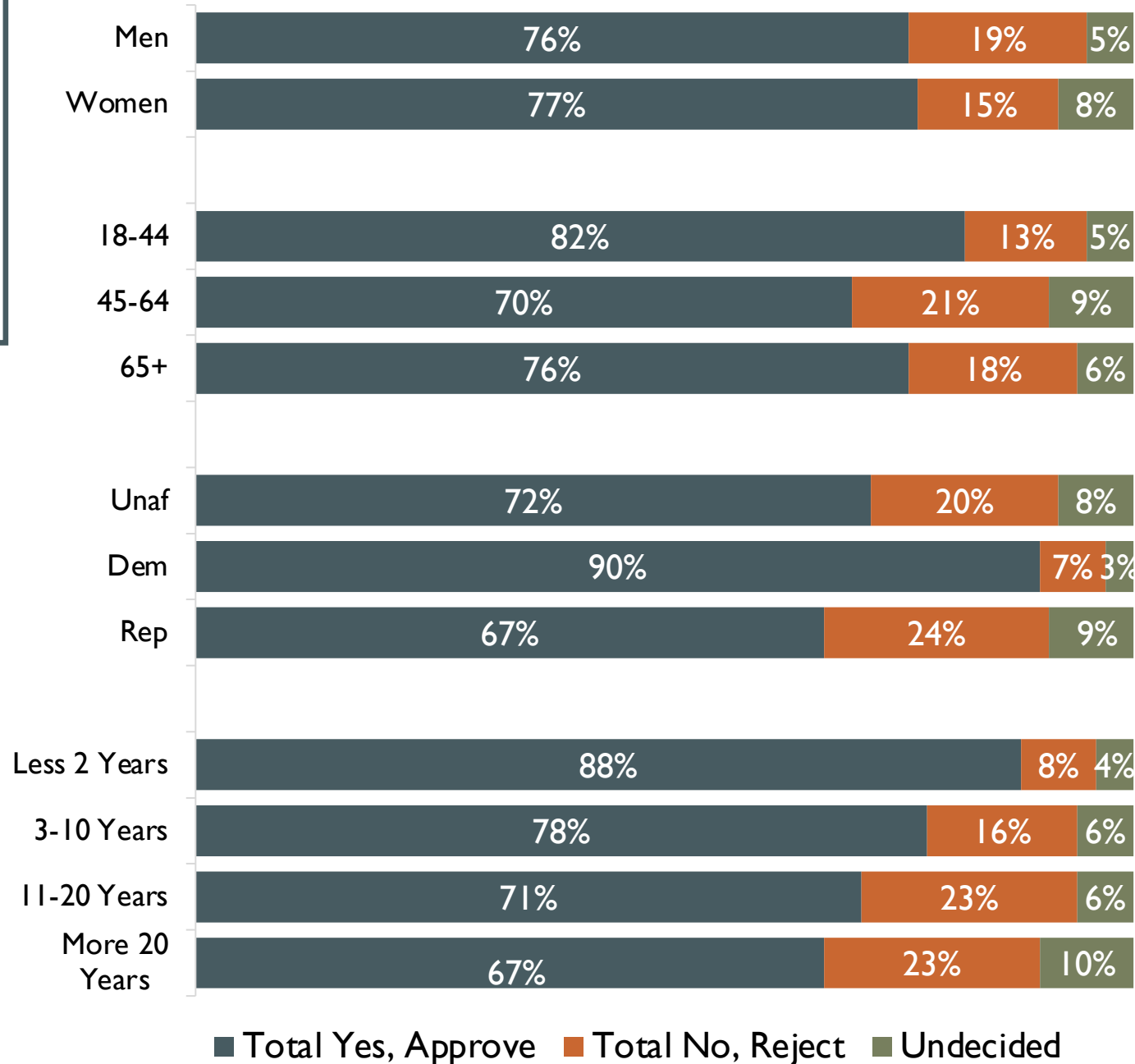
Voter Opinion To Extend TNACC Ballot Measure

If an election were being held today, would you vote yes and approve or no and reject a ballot measure that would extend the TNACC 4.0 mill property tax for 10 years?



- Total Yes, Approve
- Total No, Reject
- Undecided

Definitely Yes, Approve	45%
Probably Yes, Approve	31%
Definitely No, Reject	8%
Probably No, Reject	9%



- Total Yes, Approve
- Total No, Reject
- Undecided



VOTER OPINION TO EXTEND AND BROADEN TNACC BALLOT MEASURE

The Town is also considering a version of the TNACC ballot measure that would allow the Parks and Recreation Department to **extend and broaden** the use of TNACC funds for purposes other than purchasing land. Examples of other uses are updating and improving outdated playgrounds, and the maintenance of existing parks. These uses would be in addition to the purchasing of natural areas and open space, creating and connecting trails, preserving wildlife habitats, protecting natural areas around creeks, and conserving scenic landscapes.

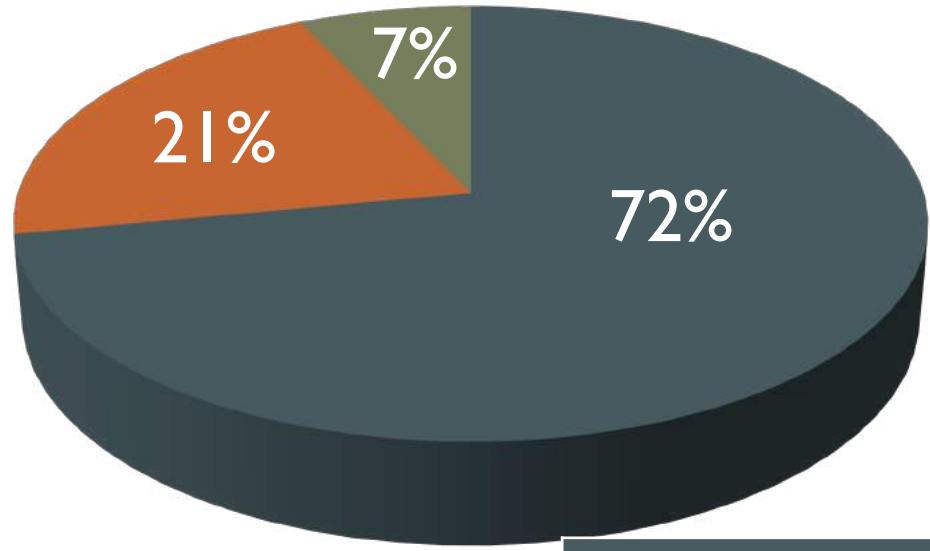
This version of the TNACC ballot measure would remain at 4 mills, would generate \$2.0 million annually, and would sunset and expire in 10 years.

If an election were being held today, would you vote yes and approve or no and reject a ballot measure that would **extend and broaden** the TNACC 4.0 mill property tax for 10 years?



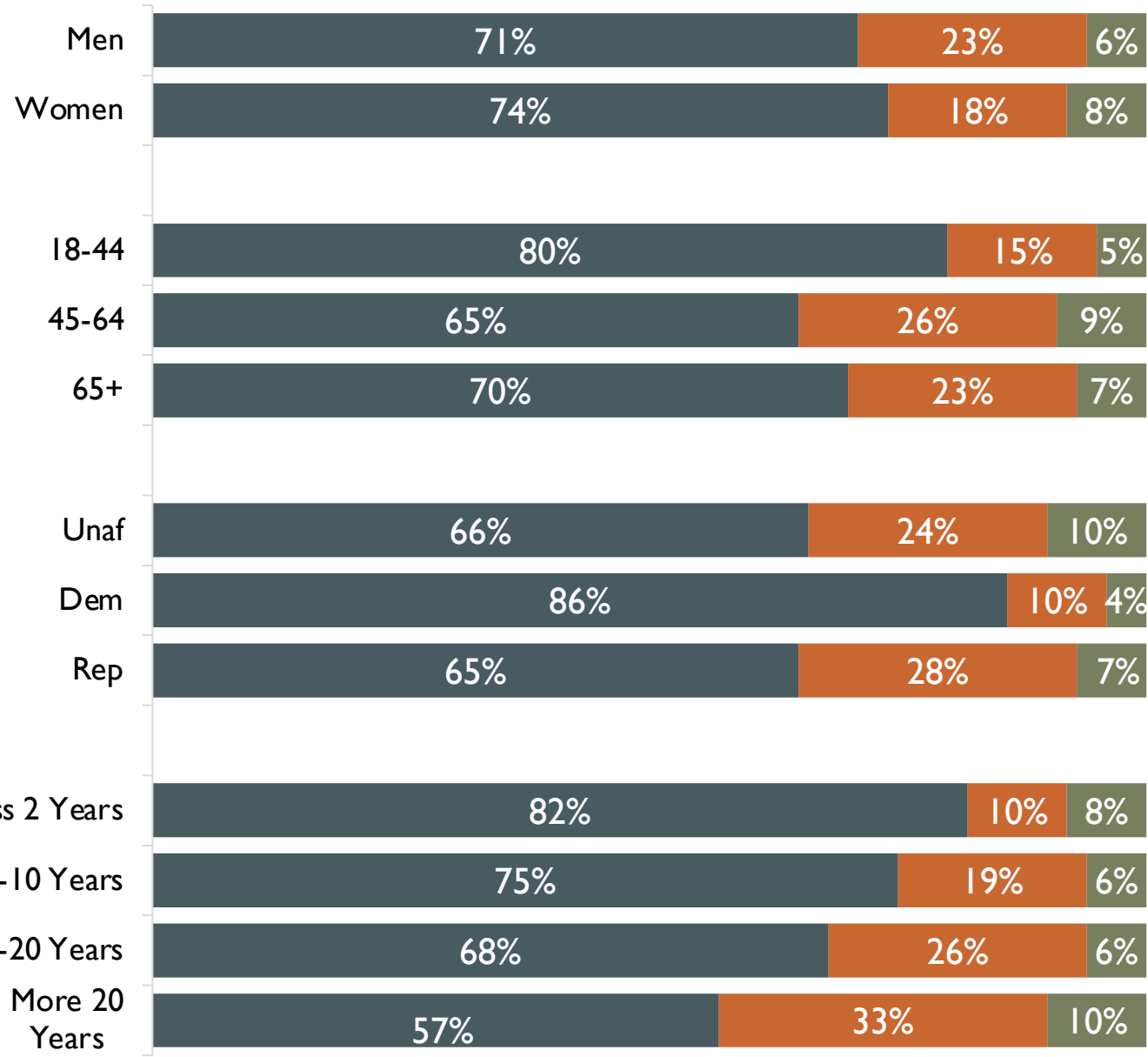
VOTER OPINION TO EXTEND AND BROADEN TNACC BALLOT MEASURE

If an election were being held today, would you vote yes and approve or no and reject a ballot measure that would **extend and broaden** the TNACC 4.0 mill property tax for 10 years?



- Total Yes, Approve
- Total No, Reject
- Undecided

Definitely Yes, Approve	36%
Probably Yes, Approve	36%
Definitely No, Reject	10%
Probably No, Reject	11%



- Total Yes, Approve
- Total No, Reject
- Undecided



VOTER OPINION TO INCREASE AND EXTEND TNACC BALLOT MEASURE

A final version of the Trails, Natural Areas, and Community Character ballot measure being considered would **increase property taxes by 1 mill** to raise \$500,000 in additional funding for the Parks and Recreation Department's budget. The additional revenue would be used to update and replace existing parks, maintain buildings and structures, and build new neighborhood parks.

This ballot measure would increase the TNACC property tax from 4.0 mills to 5.0 mills and generate \$2.5 million annually. A 5.0 mill property tax would cost a homeowner \$180 annually for a home with an assessed value of \$500,000. This ballot measure would sunset and expire in 10 years.

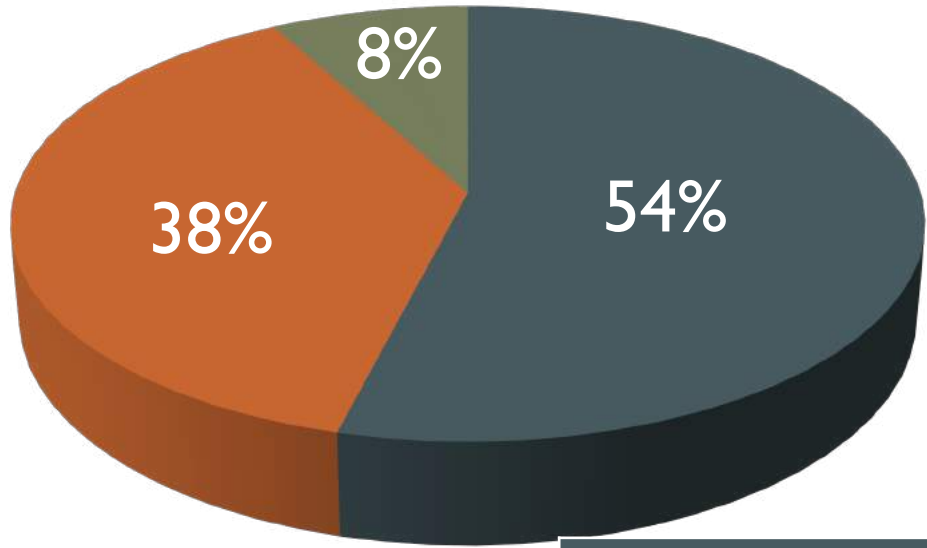
This ballot measure would continue to fund the purchase of natural areas and open space, create and connect trails, preserve wildlife habitats, protect natural areas around creeks, and conserve scenic landscapes.

If an election were being held today, would you vote yes and approve or no and reject a ballot measure that would increase and extend the TNACC property tax from 4.0 to 5.0 mills to generate \$2.5 million annual revenue for the Trails, Natural Areas, and Community Character fund?



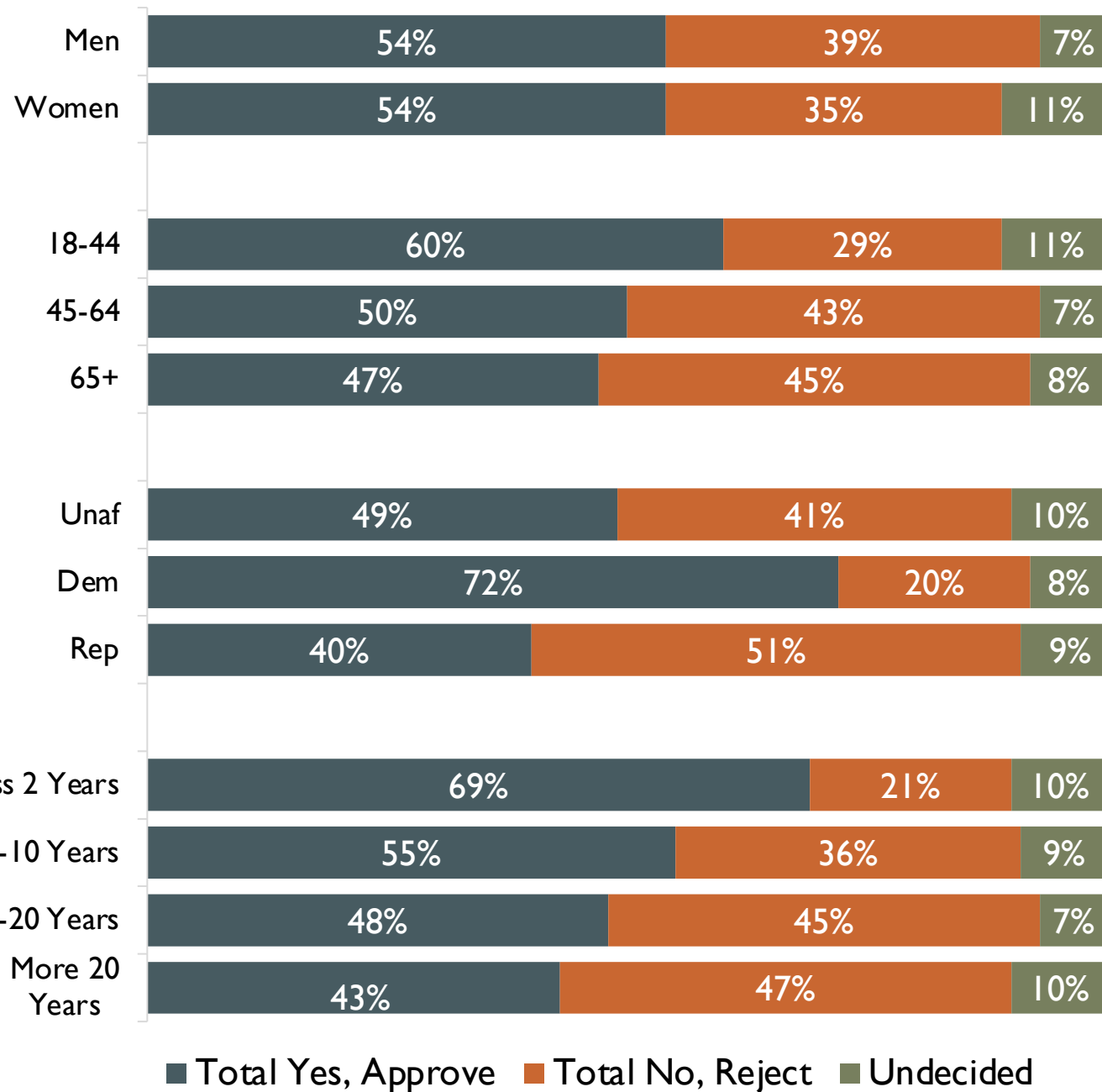
VOTER OPINION TO INCREASE AND EXTEND TNACC BALLOT MEASURE

If an election were being held today, would you vote yes and approve or no and reject a ballot measure that would increase and extend the TNACC property tax from 4.0 to 5.0 mills to generate \$2.5 million annual revenue for the Trails, Natural Areas, And Community Character Fund?



- Total Yes, Approve
- Total No, Reject
- Undecided

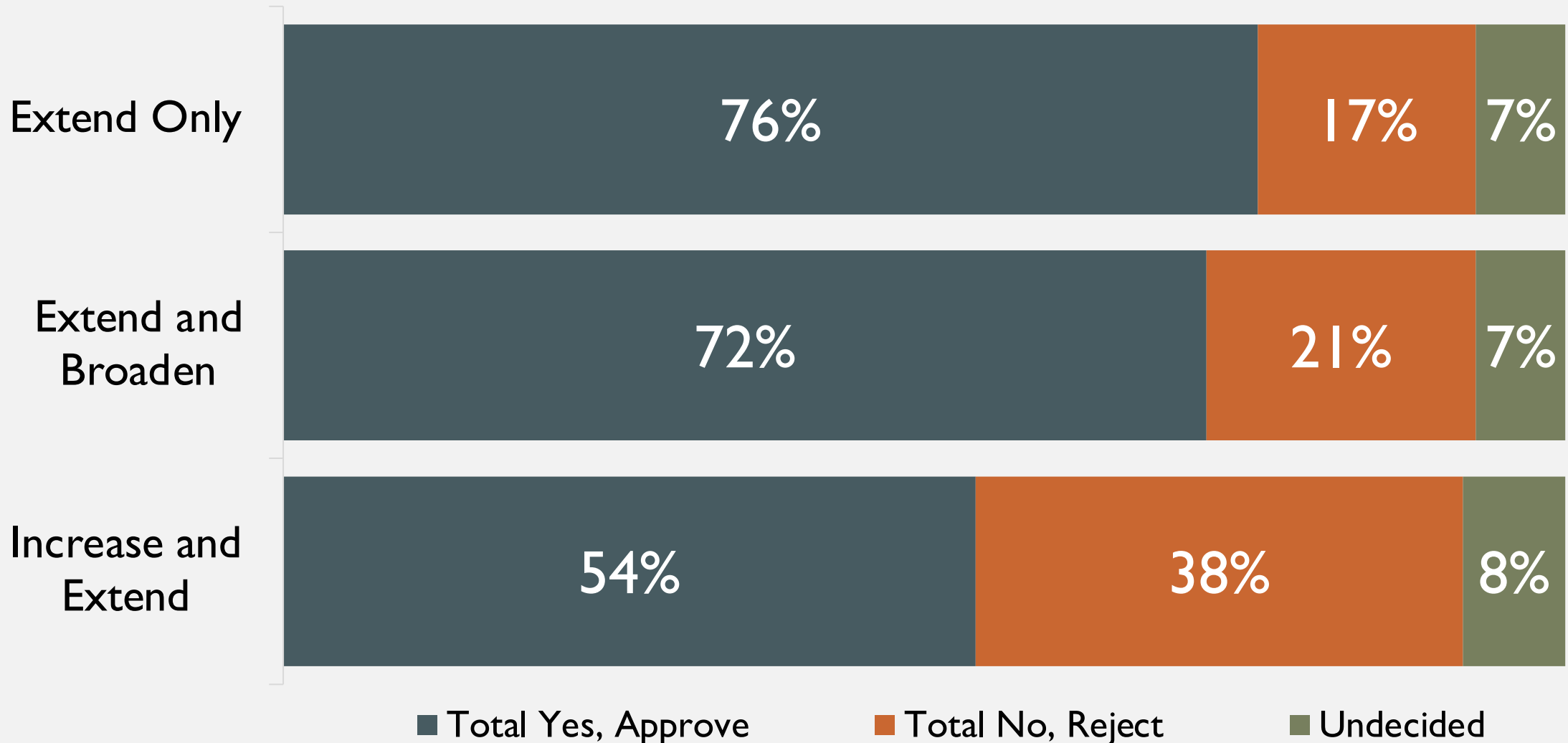
Definitely Yes, Approve	26%
Probably Yes, Approve	28%
Definitely No, Reject	18%
Probably No, Reject	20%



- Total Yes, Approve
- Total No, Reject
- Undecided



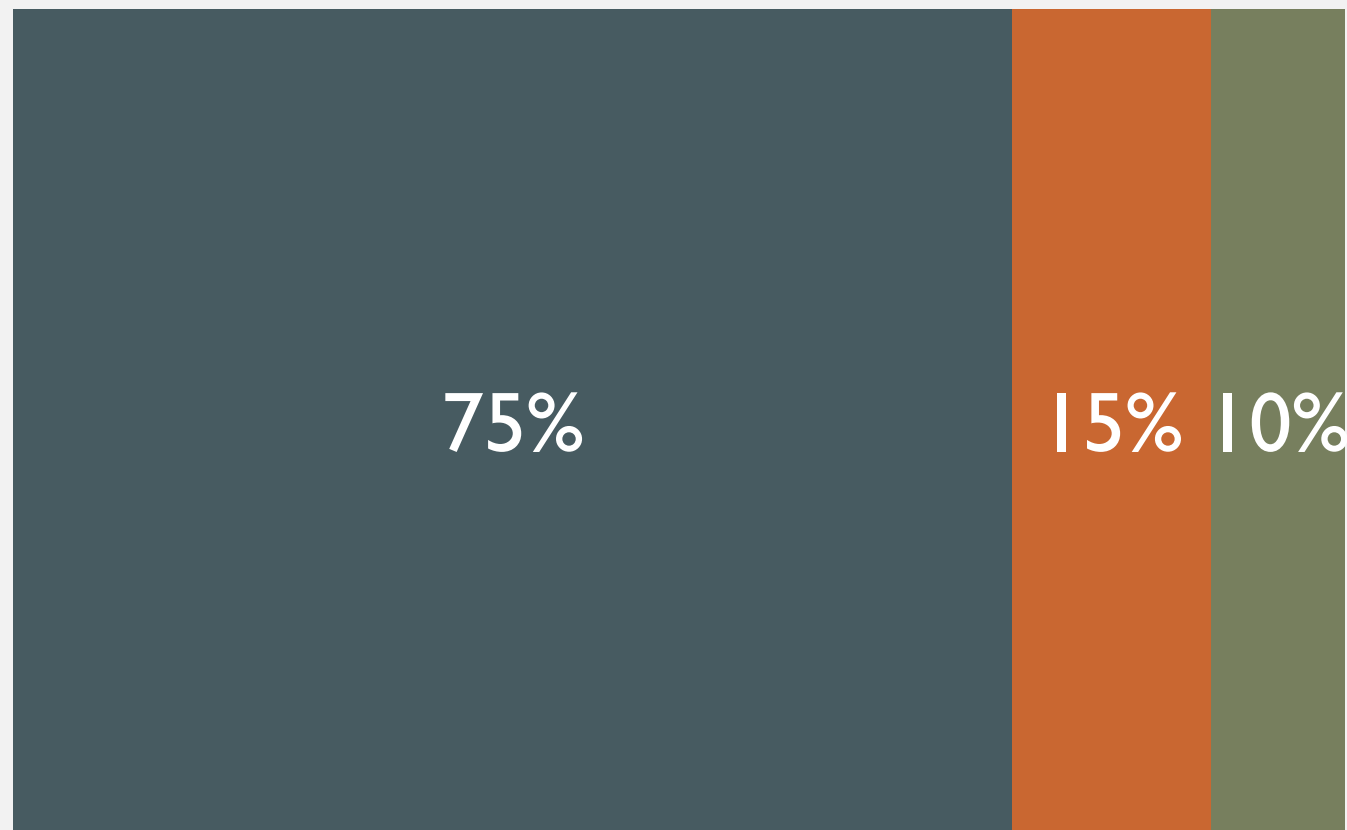
Comparison of All Three TNACC Extension Options



We will now share information about the reasons why the town is considering an extension and expansion of uses for the trails, natural areas, and community character fund. After reading/hearing the information, please indicate if you are more likely to vote yes and approve the TNACC ballot measure or if you are more likely to vote no and reject it.

Ranked by Total More Likely to Support

Since the TNACC was created in 2004, the **Town of Erie has acquired 367 additional acres of maintained open space and has created 21 miles of new trails.**



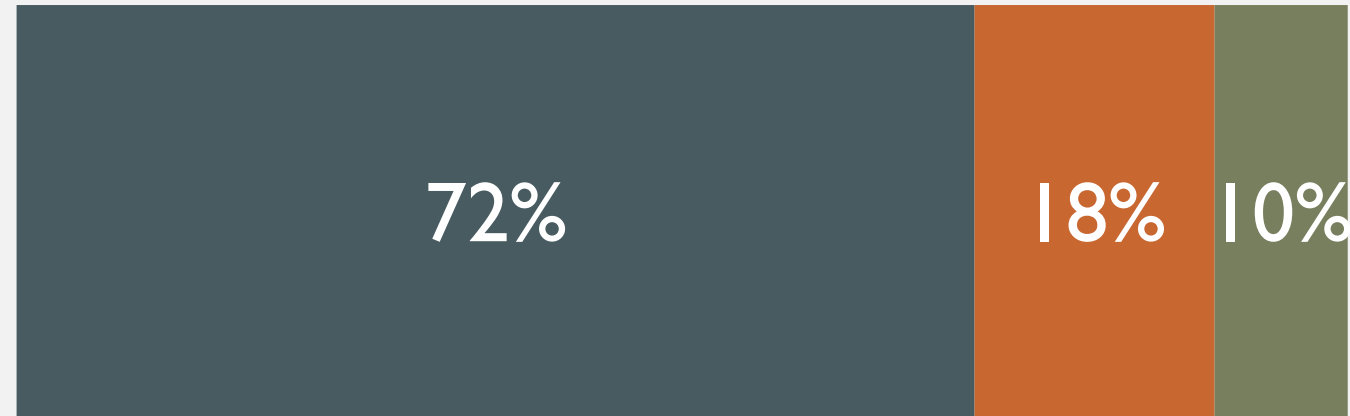
- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Unsure or No Opinion



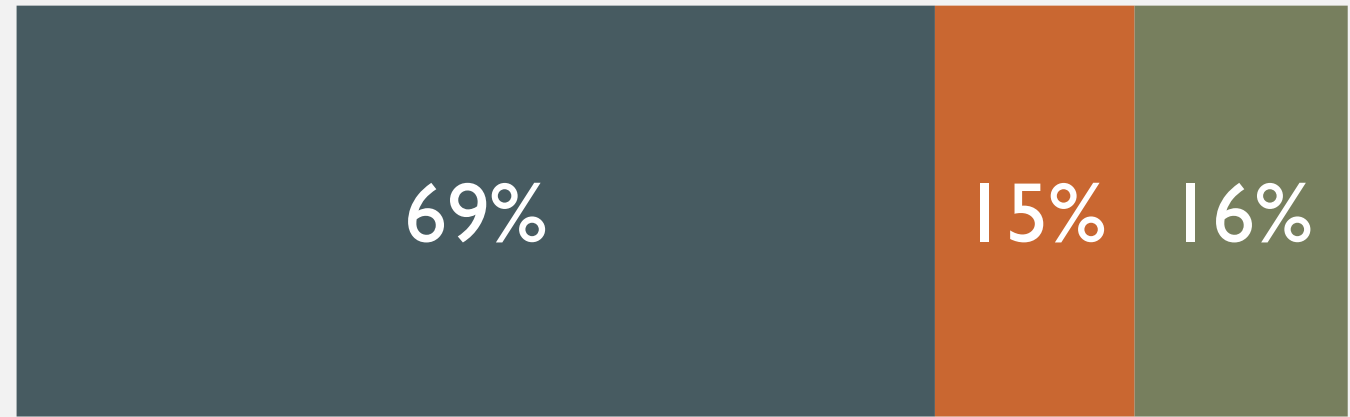
We will now share information about the reasons why the town is considering an extension and expansion of uses for the trails, natural areas, and community character fund. After reading/hearing the information, please indicate if you are more likely to vote yes and approve the TNACC ballot measure or if you are more likely to vote no and reject it.

Ranked by Total More Likely to Support

The additional funding will **continue to be used for open space** as parcels become available.



The TNACC fund has a **resident-led advisory board** to ensure that the fund has financial checks and balances in place.



■ More Likely to Vote Yes, Approve ■ More Likely to Vote No, Reject
■ Unsure or No Opinion



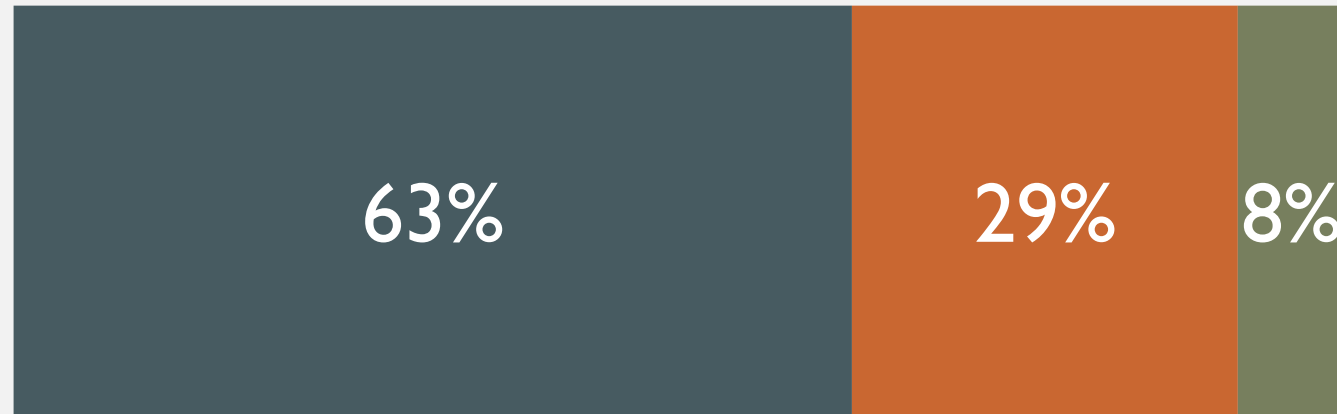
We will now share information about the reasons why the town is considering an extension and expansion of uses for the trails, natural areas, and community character fund. After reading/hearing the information, please indicate if you are more likely to vote yes and approve the TNACC ballot measure or if you are more likely to vote no and reject it.

Ranked by Total More Likely to Support

At the current rate of 4 mills the TNACC generates approximately \$2.0 million per year. **As the Town of Erie continues to grow, the money the TNACC generates will also increase proportionally with the town's growth.**



The current TNACC fund costs homeowners \$140 per year. The potential 1.0 mill increase to the TNACC would take the property tax from 4.0 mills to 5.0 mills and would **cost homeowners an additional \$40 per year, for a total cost of \$180 annually.**



- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Unsure or No Opinion

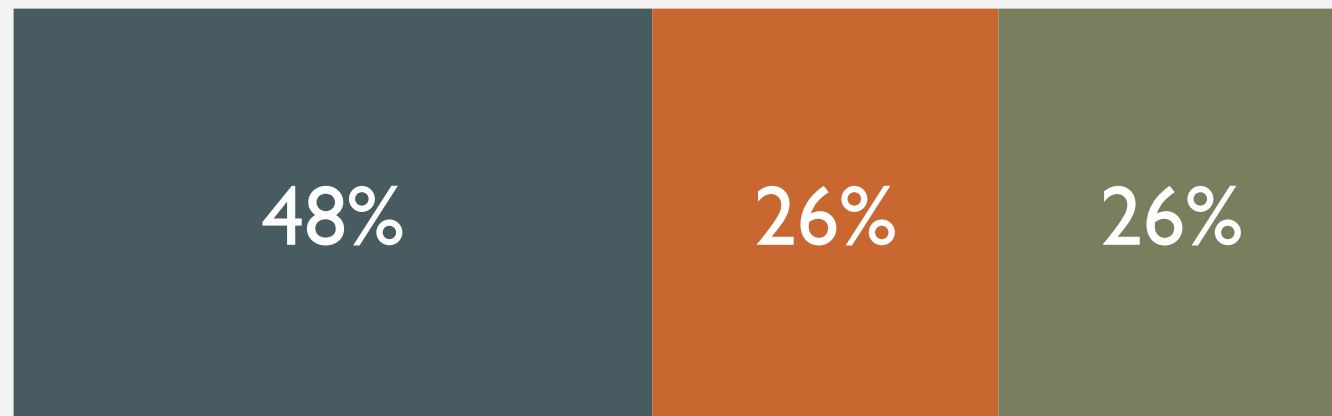
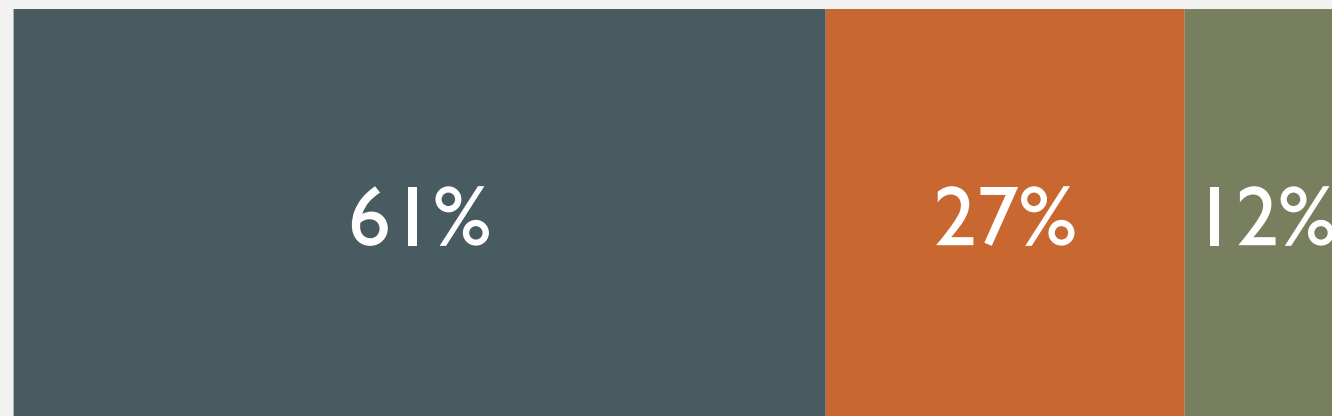


We will now share information about the reasons why the town is considering an extension and expansion of uses for the trails, natural areas, and community character fund. After reading/hearing the information, please indicate if you are more likely to vote yes and approve the TNACC ballot measure or if you are more likely to vote no and reject it.

Ranked by Total More Likely to Support

With the additional funding, the Town of Erie would look to build **new neighborhood parks** in the Morgan Hill, Compass, and Country Fields Neighborhoods. The money would also go to the completion of Schofield Historic Park and Trailhead, improvements to Coal Creek Trail, and a new community trail connection from Erie Highlands to Westerly development through the Sunset Open Space. It would also replace the existing park amenities at Reliance Park and replace the tennis/pickleball courts at Arapahoe Ridge Park.

If the new TNACC were to pass this November, the ballot measure **would NOT fund the building and construction of a second community center.**



- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- Unsure or No Opinion



INFORMED VOTER OPINION TO INCREASE AND EXTEND TNACC BALLOT MEASURE

Now that you have read/heard some information about the reasons why the Town is considering an extension and expansion of uses for the Trails, Natural Areas, and Community Character fund, we remind you again:

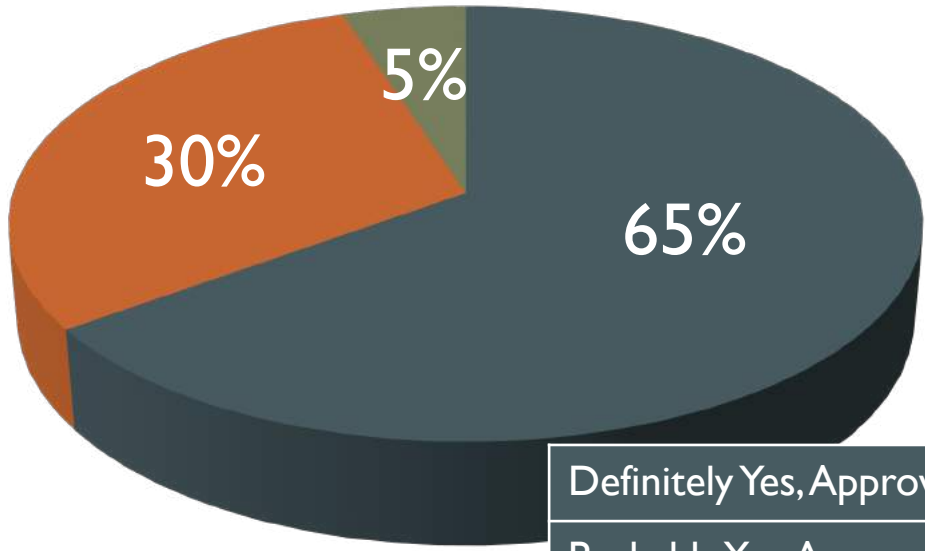
The ballot measure would increase the TNACC property tax from 4.0 mills to 5.0 mills and generate \$2.5 million annually. A 5.0 mill property tax would cost a homeowner \$180 annually for a home with an assessed value of \$500,000. This ballot measure would sunset and expire in 10 years.

If an election were being held today, would you vote yes and approve or no and reject this ballot measure?



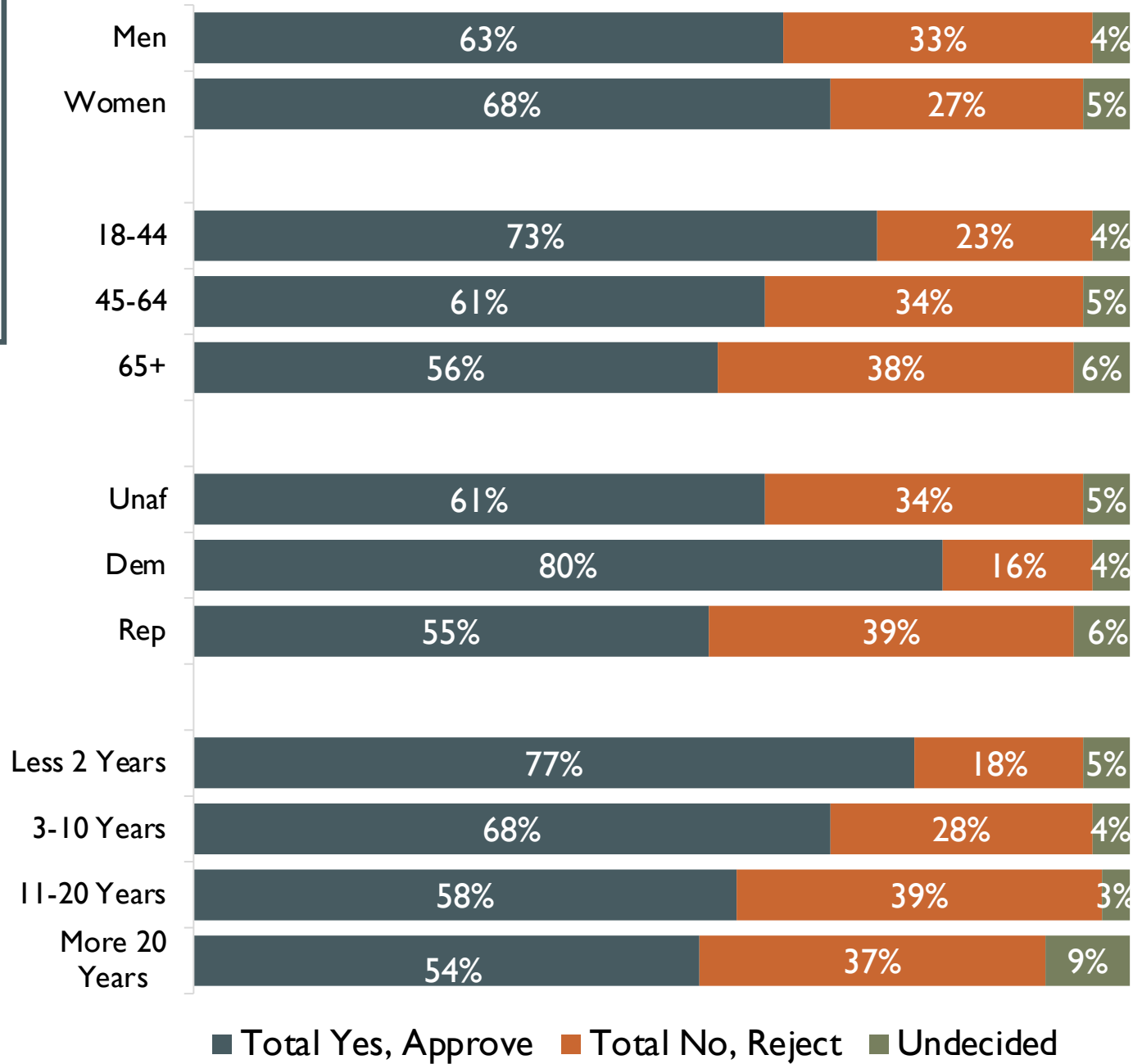
INFORMED VOTER OPINION TO INCREASE AND EXTEND TNACC BALLOT MEASURE

If an election were being held today, would you vote yes and approve or no and reject this ballot measure?



- Total Yes, Approve
- Total No, Reject
- Undecided

Definitely Yes, Approve	29%
Probably Yes, Approve	23%
Lean Toward Yes	13%
Definitely No, Reject	13%
Probably No, Reject	7%
Lean Toward No	10%

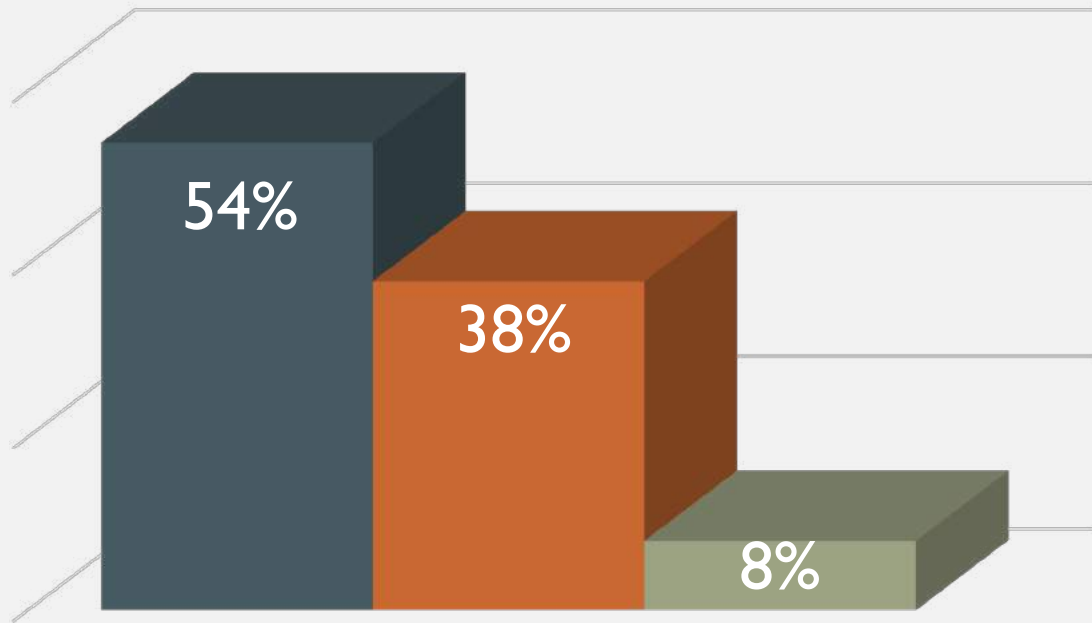


- Total Yes, Approve
- Total No, Reject
- Undecided



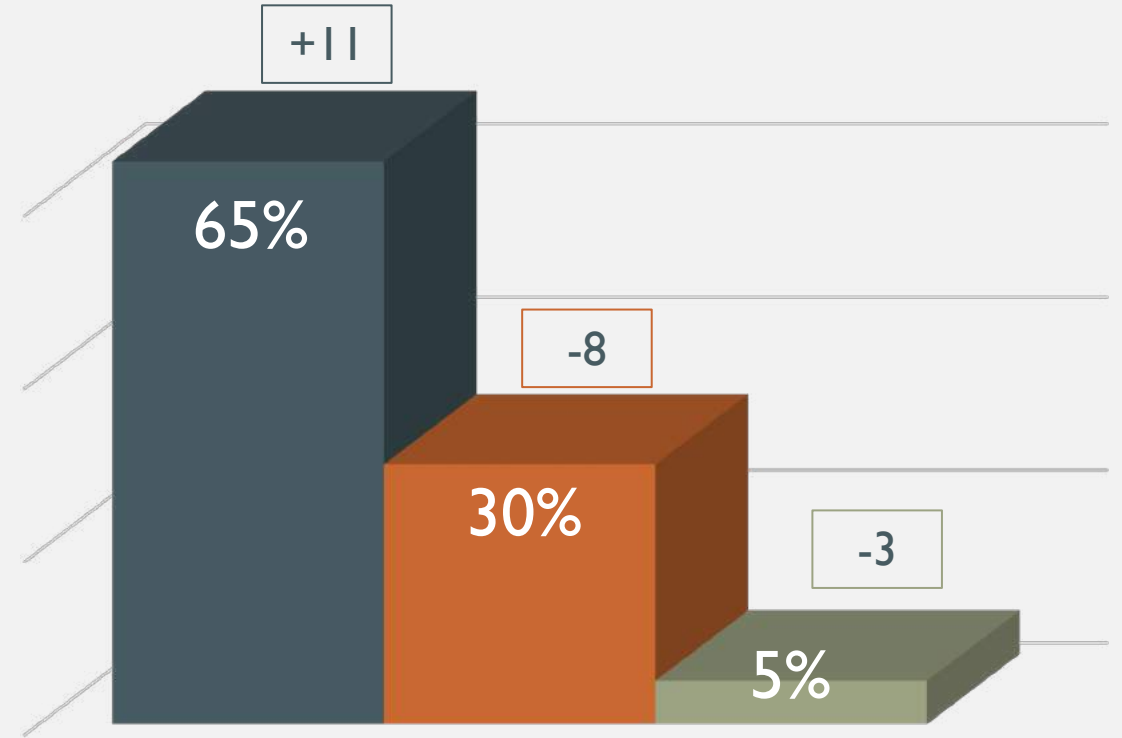
TOWN OF ERIE TNACC INCREASE AND EXTEND BALLOT MEASURE QUESTION MOVEMENT

UNINFORMED



■ Total Yes, Approve ■ Total No, Reject ■ Undecided

INFORMED



■ Total Yes, Approve ■ Total No, Reject ■ Undecided



Town of Erie TNACC Increase and Extend Ballot Measure Movement by Voter Subgroup

	Increase in Support	Informed Yes, Approve	Uninformed Yes, Approve
Republicans	+15	55%	40%
Women	+14	68%	54%
Living in Erie 3-10 Years	+13	68%	55%
18-44	+13	73%	60%
Unaffiliated	+12	61%	49%
Lived in Erie More 20 Years	+11	61%	50%
45-64	+10	58%	48%

*Remaining voter subgroups moved by less than 10 points.

WHY 65% OF RESPONDENTS WOULD VOTE YES AND APPROVE THIS TNACC BALLOT MEASURE

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

Themes

Parks and open space improve the quality of life in Erie.

The town is growing, and open space will become more important.

Trail connectivity

Creating/updating parks within already created developments (Compass, Vista Ridge)

Verbatim Responses

“Trails, open space, and parks are significant contributors to the wonderful quality of life in Erie.”

-Male, 65+, Unaffiliated, 3-5 Years

“I believe additional parks and open spaces would be both beneficial to residents and attractive to outsiders, generally increasing the overall desirability of our community.”

-Male, 18-34, Unaffiliated, 3-5 Years

“We need more open space in Erie, not more houses.”

-Male, 55-64, Democrat, Less than 2 Years

“Trail expansion and connectivity..”

-Female, 65+, Republican, 16-20 Years

“Our parks and open spaces are something that can set us apart from neighboring communities such as Broomfield, Frederick, Firestone, Brighton, etc. Our parks are critical to what makes Erie special.”

-Female, 45-54, Democrat, 6-10 Years

“It's painful to watch the open space get chewed up by housing. We need to preserve spaces to enjoy while we can.”

-Female, 35-44, Democrat, 6-10 Years

WHY 30% OF RESPONDENTS WOULD VOTE NO AND REJECT THIS TNACC BALLOT MEASURE

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

Themes

Taxes are already too high. Taxed enough.

Would rather funding go to a community center.

Mistrust in how the Town spends taxpayer money.

Increase in inflation makes this difficult.

Verbatim Responses

“Taxes are already too high. Tax relief is needed.”

-Female, 55-64, Unaffiliated, 3-5 Years

“I personally feel we need a new recreation center. No information on how a new recreation center could or would be funded.”

-Female, 55-64, Democrat, More than 20 Years

“You have enough taxes coming in. Use them properly and responsibly and you won't need anymore out of my pockets. If you need more income from the city, use what you already have in place.”

-Female, 35-44, Republican, 3-5 Years

“Inflation + gas prices = NO NEW TAXES!!!”

-Male, 45-54, Republican, 6-10 Years

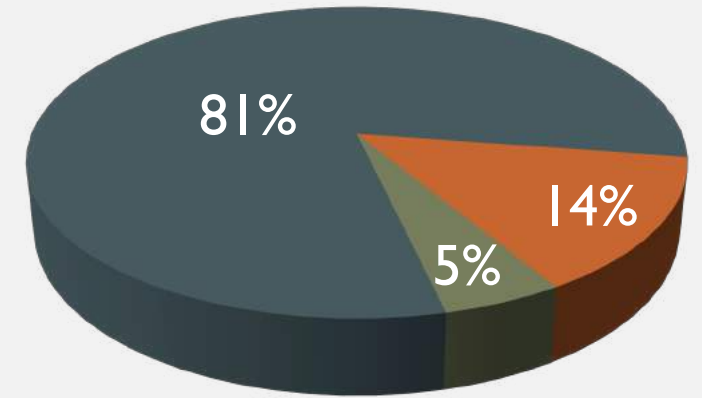
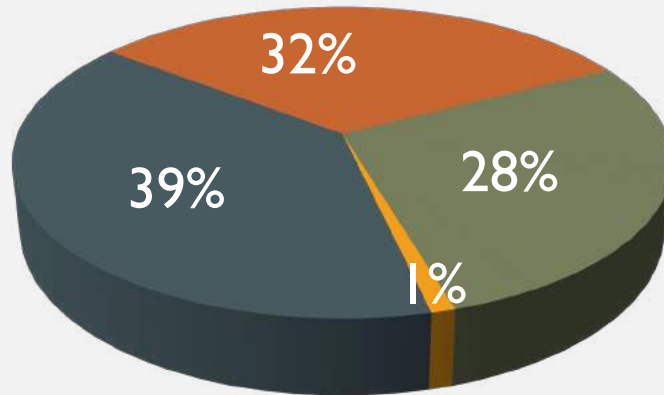
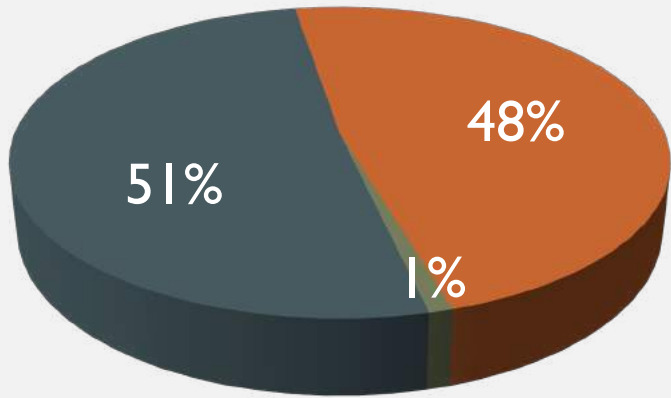
“My budget is stretched to the MAX because of inflation, higher prices for groceries/utilities/gas/water/ Everything Else. I will not vote to raise my taxes, too.”

-Female, 65+, Unaffiliated, 6-10 Years

“Tired of our taxes going up and having no new commercial taxes coming in to help the people.”

-Male, 55-64, Republican, More than 20 Years

SURVEY DEMOGRAPHICS

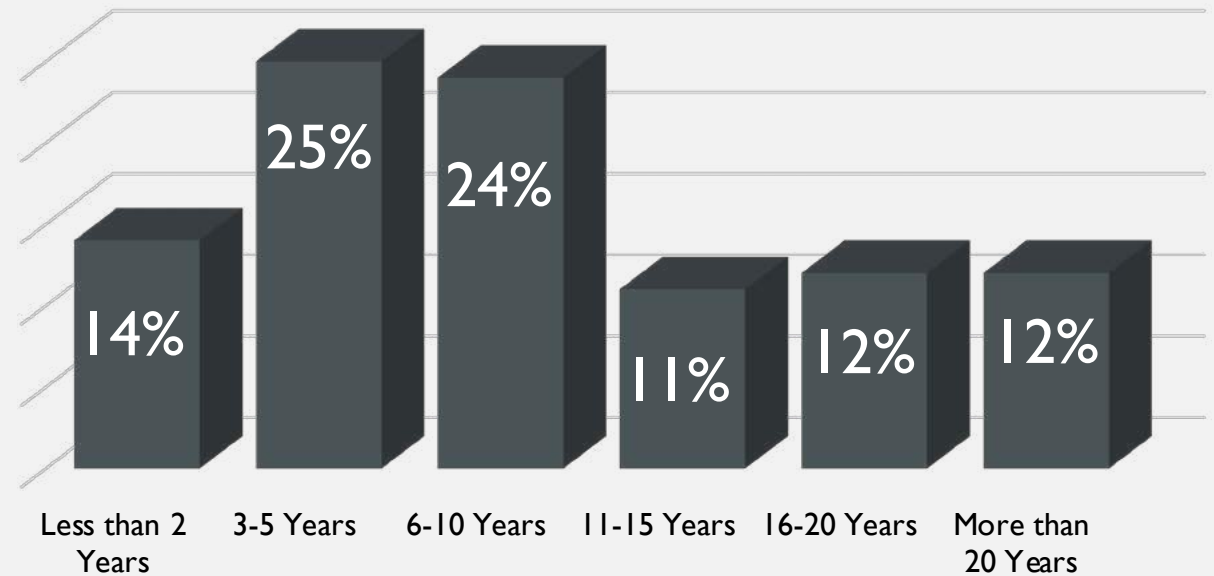
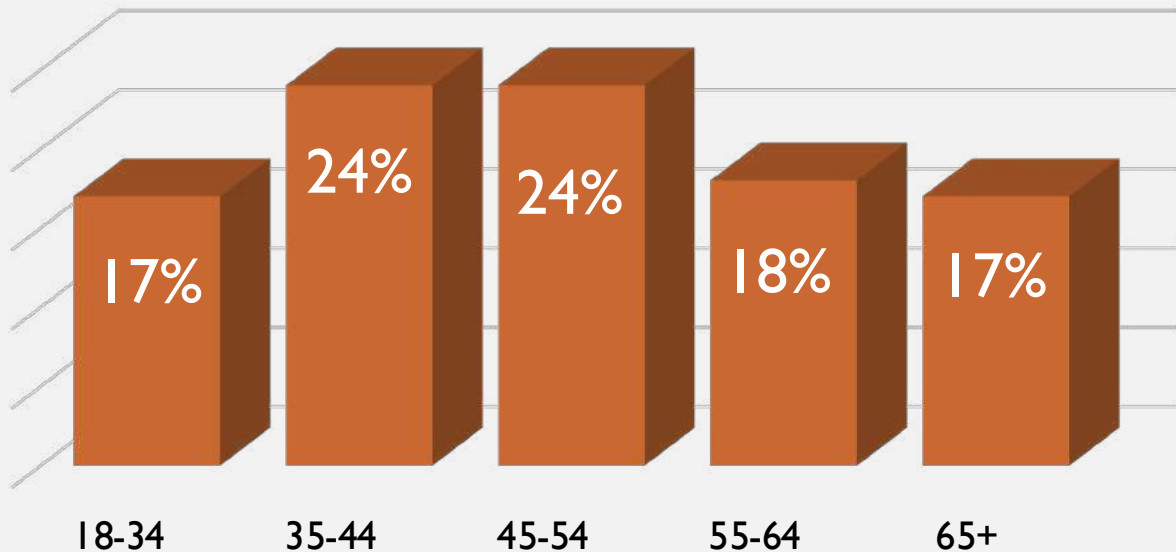


■ Female ■ Male ■ Identify Differently

■ Unaffiliated
■ Republican

■ Democrat
■ Other Party

■ Married ■ Single ■ Prefer Not to Say



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