Going to the Voters for Funding: Stories, Strategies, and Best Practices

CCCMA 2022 Annual Conference
About Magellan Strategies

We are a public opinion research firm specializing in quantifying, measuring, and understanding resident and voter opinion for governments, special districts, school districts, and public policy organizations.

We have conducted more than 1,000 voter and public opinion surveys in Colorado since 2007. Our office is in Louisville, Colorado.
We Are Proud Members & Financial Supporters
What Kind of Surveys Do We Offer?

**Ballot Measure Surveys**
Sales tax, mill levy, and debt increases to fund a wide array of local government and school district priorities and capital projects. We also do post-election surveys to learn why a ballot measure failed.

**Community Surveys for Local Governments and School Districts**
A broad survey of 50 to 100 questions measuring parent and voter opinion of a wide array of school district policies, services, programs and education issues.

**Public Policy & Issue Surveys**
Healthcare issues, affordable housing, transportation & transit needs, timely local issues such COVID response, retail marijuana, or oil and natural gas development.
We accurately predicted the win/loss outcome of 11 ballot measure elections in 2021.

Our ballot measure survey track record for the 2021 election cycle was 100%. We accurately predicted the outcome of 11 ballot measures, 10 wins and 1 loss for our government and special district clients.

<table>
<thead>
<tr>
<th>#</th>
<th>Ballot Measure</th>
<th>Magellan’s Forecast</th>
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<th>Percent Difference</th>
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<td>62%</td>
<td>59%</td>
<td>3%</td>
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<td>Town of Monument 2G</td>
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<td>59%</td>
<td>3%</td>
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<td>59%</td>
<td>3%</td>
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<td>59%</td>
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<td>10</td>
<td>0.27% Sales Tax Increase for Public Safety</td>
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We accurately predicted the win/loss outcome of 11 ballot measure elections in 2021.

<table>
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<th>#</th>
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<th>Percent Difference</th>
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<td>7</td>
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<td>54%</td>
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<td>0.5% Sales Tax Increase for Affordable Housing</td>
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<td></td>
<td>Allow Retail Marijuana</td>
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Five Steps to Developing a Ballot Measure Survey That Can Lead to Voter Approval

Step 1: Knowing your voter registration and past turnout demographics.

Step 2: Ask the right questions that measure relevant opinions.

Step 3: Educate and inform respondents of the what and the why.

Step 4: Measure opinion changes by subgroup and ask why support/oppose.

Step 5: Drafting good ballot language that is similar to the survey if possible.
Step 1: Knowing Your Voter Registration and Turnout Demographics
# Magellan Strategies City of Lafayette

## Active Registration and Voter Turnout Demographics

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<tr>
<th>Sex</th>
<th>Active Registration</th>
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<th>November 2020</th>
<th>November 2019</th>
<th>November 2018</th>
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<td>10,076</td>
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<td>53.3%</td>
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<tr>
<td>Male</td>
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<td>4,704</td>
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<td>46.3%</td>
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<tbody>
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<td>45-54</td>
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<td>17.1%</td>
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<td>16.4%</td>
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<td>65+</td>
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<tr>
<td>Total</td>
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<td>10,273</td>
<td>19,321</td>
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<table>
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<th>Party</th>
<th>Active Registration</th>
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<th>November 2020</th>
<th>November 2019</th>
<th>November 2018</th>
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<td>8,926</td>
<td>5,201</td>
<td>7,694</td>
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<td></td>
<td>44.3%</td>
<td>50.7%</td>
<td>46.2%</td>
<td>51.6%</td>
<td>47.7%</td>
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<tr>
<td>Republican</td>
<td>2,407</td>
<td>1,179</td>
<td>2,317</td>
<td>1,372</td>
<td>2,320</td>
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<tr>
<td></td>
<td>11.3%</td>
<td>11.5%</td>
<td>12.0%</td>
<td>13.6%</td>
<td>14.4%</td>
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<tr>
<td>Libertarian</td>
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<td>51</td>
<td>155</td>
<td>51</td>
<td>126</td>
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<td></td>
<td>0.9%</td>
<td>0.5%</td>
<td>0.8%</td>
<td>0.5%</td>
<td>0.8%</td>
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<tr>
<td>Green</td>
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<td>22</td>
<td>54</td>
<td>31</td>
<td>70</td>
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<td></td>
<td>0.3%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>0.4%</td>
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<tr>
<td>ACP</td>
<td>39</td>
<td>7</td>
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<td>0.1%</td>
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<td>0.1%</td>
<td>0.1%</td>
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<tr>
<td>Total</td>
<td>21,245</td>
<td>10,273</td>
<td>19,321</td>
<td>10,071</td>
<td>16,143</td>
</tr>
</tbody>
</table>
Step 2: Asking the Right Questions and Measure Relevant Opinions
Step 2: Asking the Right Questions
Measuring Relevant Opinions

- Measure voter awareness of the city services
- Measure job approval and satisfaction levels
- Measure opinion of the organization spending funds wisely
- Measure general support/opposition for a tax increase
- Measure support/opposition for actual ballot language or a paraphrased summary including the most relevant information.
City of Lafayette Public Safety and Mental Health Ballot Measure Survey

June 22nd to 29th, 2021
Survey Objectives

• The objective of this survey was to determine voter support and opposition for two potential ballot measures to fund public safety and mental health/human service needs in Lafayette.

• The survey included information questions for each ballot measure to educate and inform respondents about how new funds would be spent and why the city is considering these ballot measures.

• This project employed an A/B testing approach to the public safety ballot measure in order to measure differences in voter support and opposition for a ballot measure that hired police officers and one that did not.

City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Do you agree or disagree with the following statement?
“The City of Lafayette is fiscally responsible and spends taxpayer money wisely.”

- Strongly agree: 18%
- Somewhat agree: 44%
- Strongly disagree: 5%
- Somewhat disagree: 12%

 Agree  Disagree  No opinion
Respondent Clarification

Before we continue, it is important to understand the purpose of this survey is to determine if a ballot question to fund public safety services is in the form of a sales tax increase or a property tax/mill levy increase. Your responses to the questions in this survey will help determine that decision. Again, to be clear, there will not be two ballot questions to fund public safety services, only one! Let's continue.
Step 2: Uninformed Ballot Test Question
Sales Tax Uninformed Ballot Test Version A

One/alternatively, a ballot measure being considered by the city to generate a new funding source for public safety services and needs is a 0.32% sales tax increase. This increase is estimated to raise $1.43 million annually and would cost 16 cents on $50 purchase of taxable items. Knowing this information, if an election were being held today, would you vote yes and approve a 0.32% sales tax increase to generate new funding for public safety services and needs or would you vote no and reject it? (Asked to 502 respondents, +/- 4.3% MoE)

<table>
<thead>
<tr>
<th>Party</th>
<th>Definitely Yes</th>
<th>Probably Yes</th>
<th>Definitely No</th>
<th>Probably No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican</td>
<td>30%</td>
<td>50%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Seniors 65+</td>
<td>57%</td>
<td>35%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Unaffiliated</td>
<td>59%</td>
<td>27%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Democrat</td>
<td>69%</td>
<td>24%</td>
<td>7%</td>
<td></td>
</tr>
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City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Property Tax Uninformed Ballot Test Version A

One/alternatively, ballot measure being considered to generate a new funding source for public safety services and needs is a property tax increase of **2.35 mills**. This increase is estimated to raise **$1.43 million annually** and would cost a property owner **$84 a year** for a home valued at **$500,000**. Knowing this information, if an election were being held today, would you vote yes and approve a property tax increase of **2.35 mills** to generate new funding for public safety services and needs or would you vote no and reject it? (Asked to 502 respondents, +/- 4.3% MoE)

---

**Democrat**
- Definitely Yes: 61%
- Probably Yes: 27%
- Definitely No: 12%

**Unaffiliated**
- Definitely Yes: 49%
- Probably Yes: 40%
- Definitely No: 11%

**Seniors 65+**
- Definitely Yes: 52%
- Probably Yes: 38%
- Definitely No: 10%

**Republican**
- Definitely Yes: 36%
- Probably Yes: 61%
- Definitely No: 3%

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City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Uninformed Sales and Property Tax Comparison
Version A – No Police Officers

0.32% Sales Tax

- 61% Vote Yes, Approve
- 28% Vote No, Reject
- 11% Undecided

2.35 Mil Property Tax

- 54% Vote Yes, Approve
- 35% Vote No, Reject
- 11% Undecided

City of Lafayette Ballot Measure Survey, 861 n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Step 3: Educating and Informing Respondents of the Ballot Measure What and Why...Tell Your Story
Information Questions

We will now share some information on why the city is considering a ballot measure to generate a new funding source for public safety services and needs. After reading the information, please indicate if you are more likely to vote **yes and approve** the ballot measure or if you are more likely to vote **no and reject it**.
Information Questions
If approved, the new funding would pay for.....

1. The hiring of mental health co-responders to accompany police on calls involving behavioral health issues to minimize violence, arrests, and the use of jails.
   - More likely to approve: 87%
   - More likely to reject: 11%
   - No opinion: 2%

2. The replacement of aging and outdated fire ladder trucks, fire engines, and ambulances.
   - More likely to approve: 83%
   - More likely to reject: 10%
   - No opinion: 7%

3. The hiring of three more firefighter/medics to bring Fire Station #2 located by Good Samaritan Medical Center up to full staffing levels. This will increase response capabilities in the southern areas of Lafayette and will improve response to emergencies throughout the entire City.
   - More likely to approve: 89%
   - More likely to reject: 5%
   - No opinion: 6%

4. The replacement of critical firefighter breathing equipment that is aging.
   - More likely to approve: 89%
   - More likely to reject: 7%
   - No opinion: 4%

5. The maintenance of police body-worn cameras and costs associated with video maintenance and file storage.
   - More likely to approve: 82%
   - More likely to reject: 11%
   - No opinion: 7%

City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Lafayette Public Safety Ballot Measure Information Questions Version B

If approved, the new funding would pay for…..

1. The hiring of mental health co-responders to accompany police on calls involving behavioral health issues to minimize violence, arrests, and the use of jails.
   - More likely to approve: 82%
   - More likely to reject: 17%
   - 1%

2. The replacement of aging and outdated fire ladder trucks, fire engines, and ambulances.
   - More likely to approve: 84%
   - More likely to reject: 12%
   - 4%

3. The hiring of three more firefighter/medics to bring Fire Station #2 located by Good Samaritan Medical Center up to full staffing levels. This will increase response capabilities in the southern areas of Lafayette and will improve response to emergencies throughout the entire City.
   - More likely to approve: 89%
   - More likely to reject: 7%
   - 4%

4. The replacement of critical firefighter breathing equipment that is aging.
   - More likely to approve: 91%
   - More likely to reject: 6%
   - 3%

5. The hiring of four police officers. This will allow the Department to have a minimum of three officers on duty at all times rather than two. The additional officers will help reduce response times and put more focus on community policing.
   - More likely to approve: 72%
   - More likely to reject: 22%
   - 6%

6. The maintenance of police body-worn cameras and costs associated with video maintenance and file storage.
   - More likely to approve: 85%
   - More likely to reject: 11%
   - 4%
Step 4: Measuring Voter Opinion Movement and Understanding Reasons WHY Will Support or Oppose a Ballot Measure
Respondent Clarification

Thank you for learning how the funds from this ballot measure would be spent if it is approved. We will now ask you again if you would approve or reject a sales tax increase and if you would approve or reject a property tax increase to fund public safety services and needs. **Again, only one ballot question will be on the ballot to fund public safety services, not both!** Let’s continue.
Sales Tax Informed Ballot Test Version A

As a reminder, a ballot measure being considered by the city to generate a new funding source for public safety services and needs is a 0.32% sales tax increase. This increase is estimated to raise $1.43 million annually and would cost 16 cents on $50 purchase of taxable items. Knowing this information, if an election were being held today, would you vote yes and approve a 0.32% sales tax increase to generate new funding for public safety services and needs or would you vote no and reject it? (Asked to 502 respondents, +/- 4.3% MoE)

<table>
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<th>Group</th>
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<th>Reject</th>
<th>No opinion</th>
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<td>Democrat</td>
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<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Men</td>
<td>70%</td>
<td>24%</td>
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<tr>
<td>Women</td>
<td>84%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Seniors 65+</td>
<td>72%</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>Republican</td>
<td>65%</td>
<td>23%</td>
<td>12%</td>
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</tbody>
</table>

Definitely Yes 35%
Probably Yes 42%
Definitely No 8%
Probably No 9%

City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Why 77% of Voters Would Approve a 0.32% Sales Tax Version A

"Please describe the reasons why you would vote yes and approve a 0.32% sales tax increase to fund public safety services and needs."

I'd rather provide more preventative services such as mental health co responding than pay for more jails or squad cars. -Male, 45-54, Democrat

Public safety is critical, I already have high regards for Lafayette Police and Fire, adding to their needs is a good use of funds. -Male, 30-34, Unaffiliated

These are vital services, and a sales tax increase puts the responsibility on everyone to help fund them. -Female, 55-64, Unaffiliated

We are all responsible for the health and safety of all in our community and this sales tax increase raises the funds from all who shop in our city. -Female, 65+, Unaffiliated

Major Themes

Public Safety Services are Essential

We Are All Responsible, Community, Everyone Benefits

Like the Idea of Pairing Mental Health Social Worker Aspect to Public Safety

I believe that the tax increases are very worth the fact that a certified mental health personnel would be going along with police to calls. -Male, 30-34, Democrat

To increase public safety funding, especially alternatives to traditional police response such as mental health providers, social workers, etc. -Male, 30-34, Democrat

The value of homes is increasing dramatically so I don't want more property taxes. I think we need mental health responders which is my main reason for YES. -Female, 65+, Democrat

Public services are important and the need for optimal equipment to secure the public and keep people safe is necessary. Mental health needs are also at an all time high. -Female, 45-54, Unaffiliated

City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 29th, 2021
Why 17% of Voters Would Reject a 0.32% Sales Tax Version A

"Please describe the reasons why you would vote no and reject a 0.32% sales tax increase to fund public safety services and needs."

**Major Themes**

- **Taxes Too High Already**
- **City Should Live Within Means**
- **Sales Taxes Hurt the Poor**

**I am all for public safety, but residents are in no financial position to add additional tax burdens by increasing sales tax and property taxes, no matter how noble the cause? The timing is not appropriate!!!!!! We will have to make do for the present.** - Female, 65+, Republican

**I prefer the property tax over the sales tax. I think that we need to encourage local shopping in Lafayette and a higher sales tax may deter people.** - Male, 30-34, Democrat

**The city needs to become more efficient in use of existing revenue. Money is being wasted by council already. They need to prioritize and learn to live within their income, just like city residents.** - Male, 55-64, Unaffiliated

**Sales taxes are use taxes that have larger impacts on less wealthy residents. I generally don't like blanket sales tax increases to pay for city services.** - Male, 35-44, Democrat

**Boulder County has extremely high taxes and little to nothing to show for it, there is nothing we get back from our local government except more problems. Allocate the money we are paying in taxes better before proposing tax hikes.** - Other, 30-34, Unaffiliated

**I believe a sales tax disproportionately affects lower income households, and I would likely vote against a sales tax increase in order to wait for a ballot measure that accomplishes the same purposes with a property tax increase.** - Female, 30-34, Democrat
Comparison of Public Safety Sales Tax Ballot Tests
Version A – No Police Officers      Version B – Police Officers
Voter Movement from Uninformed to Informed Ballot Test

Uninformed Ballot Test

<table>
<thead>
<tr>
<th></th>
<th>Survey Version A</th>
<th>Survey Version B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Approve</td>
<td>61%</td>
<td>77%</td>
</tr>
<tr>
<td>No, Reject</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>Undecided</td>
<td>11%</td>
<td>-11%</td>
</tr>
</tbody>
</table>

Informed Ballot Test

<table>
<thead>
<tr>
<th></th>
<th>Survey Version A</th>
<th>Survey Version B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Approve</td>
<td>+16%</td>
<td>+6%</td>
</tr>
<tr>
<td>No, Reject</td>
<td>67%</td>
<td>28%</td>
</tr>
<tr>
<td>Undecided</td>
<td>7%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

City of Lafayette Ballot Measure Survey, 861n, +/- 3.2% MoE, June 22nd to June 28th, 2021
“Now that you have read some information about why the Town is considering a 0.5% sales tax increase to fund housing initiatives, developments and programs, we will ask you again if you would support or oppose this ballot measure.

As a reminder, the sales tax that would raise an estimated $3.5 million annually and cost consumers 50 cents on a $100 purchase of taxable items. **Food and grocery purchases would be exempt.**

If an election were being held today, would you vote yes and approve a 0.5% sales tax increase to fund housing initiatives sales tax or would you vote no and reject it?”

Informed 0.5% Sales Tax Ballot Measure for Town of Vail Housing Initiatives
Informed 0.5% Sales Tax Ballot Measure for Housing Initiatives

“If an election were being held today, would you vote yes and approve a 0.5% sales tax increase to fund housing initiatives sales tax or would you vote no and reject it?”

<table>
<thead>
<tr>
<th>Voter Subgroups Ranked By Total Yes, Approve</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-44</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
<tr>
<td>45-64</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
<tr>
<td>Unaffiliated</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
<tr>
<td>Seniors 65+</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
<tr>
<td>Republicans</td>
</tr>
<tr>
<td>Definitely Yes</td>
</tr>
<tr>
<td>Probably Yes</td>
</tr>
<tr>
<td>Definitely No</td>
</tr>
</tbody>
</table>

- Total Yes, Approve
- Total No, Reject
- Undecided
Uninformed vs. Informed Ballot Tests
0.5% Sales Tax Increase for Housing Initiatives

Uninformed Ballot Test

<table>
<thead>
<tr>
<th>Total Yes, Approve</th>
<th>Total No, Reject</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>42%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Informed Ballot Test

<table>
<thead>
<tr>
<th>Total Yes, Approve</th>
<th>Total No, Reject</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td>38%</td>
<td>5%</td>
</tr>
</tbody>
</table>

+5

-4

-1
## Uninformed vs. Informed Ballot Test Comparison
Change in Support for 0.5% Sales Tax by Voter Subgroup

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change</strong></td>
<td>+5</td>
<td>+5</td>
<td>+5</td>
<td>+7</td>
<td>+4</td>
<td>+3</td>
<td>+6</td>
<td>+2</td>
<td>+6</td>
</tr>
<tr>
<td><strong>Informed</strong></td>
<td>57%</td>
<td>54%</td>
<td>62%</td>
<td>75%</td>
<td>54%</td>
<td>45%</td>
<td>55%</td>
<td>75%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Uninformed</strong></td>
<td>52%</td>
<td>49%</td>
<td>57%</td>
<td>68%</td>
<td>50%</td>
<td>42%</td>
<td>49%</td>
<td>73%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Why 57% of Voters Would Approve a 0.5% Sales Tax Increase for Housing

“Please describe the reasons why you would vote yes and approve a 0.5% sales tax increase to fund housing initiatives.”

Major Themes

- Agree Vail Housing is a Real Crisis
- The Local Population is Being Driven Out
- Businesses/Managers Need Employees
- The Negative Impacts on the Community

I will vote yes because housing is a major issue. Unfortunately, there are little to no housing options for working-class community members. Past housing options are essentially unobtainable due to high demand for appropriately priced homes, or "affordable housing" listed at $500,000. Half a million dollars is not affordable for people who are essential workers. - Female, 25-34

If we do not address the housing crisis in our community, our community will cease to exist, and the vast majority of our local population will be driven out. - Female, 25-34

As stated, the housing crisis is real and growing. People have to be able to afford to live here. I don't think that over half a million dollars for one bedroom should be considered affordable. Hopefully, this money can do something to address that. - Male, 45-54

Housing is an obvious problem the I see the effects of every day. Every year I watch good employees struggle to find affordable housing and end up leaving. It’s to the point that a person has to work a minimum of 2 jobs and doesn't end up having time to enjoy where they live. - Male, 35-44
Why 38% of Voters Would Reject a 0.5% Sales Tax Increase for Housing

“Please describe the reasons why you would vote no and reject a 0.5% sales tax increase to fund housing initiatives.”

Major Themes

- Increase Wages Not Taxes
- Tax Short Term Rentals Not Locals
- Taxes Are Already Too High
- Housing Should be Addressed by the Private Sector Not Government

This is a private sector problem. The last thing I want is the public sector, at any level, involved in the real estate market. Businesses, large and small, need to raise wages. You can't just endlessly spend your way out of this problem. - Male 55-64

Because you’re proposing taxing the WRONG people. A sales tax disproportionately impacts the working-class people you claim you’re trying to support. Rich people in this town won’t even blink at a sales tax. Raise taxes on the rich, NOT the struggling working class. Tax the rich and second homeowners and make them pay for workforce housing. - Male, 25-34

Sales tax is already astronomical vs most areas in this country. I would rather see the revenue come from property taxes or a short-term rental tax. These taxes would more directly target the people at the heart of the problem. – Male, 35-44

I would 100% support the tax if it was directed to 2nd homeowners (who have created the crisis) or directed to those using their homes for short term rentals. I don't think it should be imposed on locals who are already struggling to own their homes. – Female, 55-64
Step 5: Developing Good Ballot Language
27J Schools Post Election Survey Objectives

The objectives of this survey were to measure and understand:

• Why 52% of voters rejected Ballot Issue 5A, which would have funded teacher salaries and STEM programs.
• What changes could be made to achieve voter approval in the future.
• Why voters approved Ballot Issue 5B, a bond measure for school construction.
• The overall image of 27J Schools and its teachers.
27J Schools Ballot Issue 5A
Understanding Changes That Could Increase Support for 5A

**Change #1:** The first paragraph of Ballot Issue 5A mentions an increase of “an additional mill levy of not to exceed 8 mills.” Knowing this, would you be more likely to consider voting yes and approving Ballot Issue 5A if the language included information about how much an 8-mill increase would cost annually on a home valued at $500,000? The median home value in the school district is about $486,000.

**Change #2:** Would you be more likely to vote yes and approve Ballot Issue 5A if the amount of the mill levy increase was less than 8 mills?

Among All Respondents

- **47%** More Likely to Vote Yes
- **53%** No Opinion/No Difference

- **25%** More Likely to Vote Yes
- **75%** No Opinion/No Difference

27J Schools Post-Election Survey, 912n, +/- 3.19% MoE, November 17th to 18th, 2021
West Routt Fire Protection District Referendum 6A (Vote For 1)

SHALL WEST ROUTT FIRE PROTECTION DISTRICT TAXES BE INCREASED $349,908.00 (FIRST FULL FISCAL YEAR DOLLAR INCREASE) ANNUALLY, BEGINNING IN LEVY YEAR 2022 (FOR COLLECTION IN CALENDAR YEAR 2023) BY INCREASING THE DISTRICT’S EXISTING PROPERTY TAX BY 3.0 MILLS (WHICH AMOUNTS TO $21.45 PER $100,000 OF ASSESSED PROPERTY VALUE PER YEAR AND $87.00 PER $100,000 OF COMMERCIAL PROPERTY VALUE PER YEAR) TO BE USED BY THE DISTRICT FOR MAINTENANCE, REPAIRS OF DISTRICT ASSETS, AND OPERATIONS TO INCLUDE THE ADDITION OF NEW PERSONNEL. ALL REVENUE AND ANY EARNINGS ON THIS TAX CONSTITUTING A PERMANENT VOTER-APPROVED REVENUE CHANGE WITHIN THE MEANING OF ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION AND AN EXCEPTION TO THE LIMITATIONS SET FORTH IN SECTION 29-1-301, COLORADO REvised STATUTES, AND ANY OTHER LAW?

Yes/For: 51.62% 431
No/Against: 48.38% 404

Ouray County Ballot Issue 1A (Vote For 1)

SHALL OURAY COUNTY’S TAXES BE INCREASED BY $411,003 BEGINNING JANUARY 1, 2022 AND ANNUALLY THEREAFTER IN SUCH AMOUNTS AS ARE RECEIVED EACH YEAR FROM THE IMPOSITION OF AN ADDITIONAL TWO (2) MILLS LEVIED UPON THE TAXABLE REAL AND PERSONAL PROPERTY WITHIN THE COUNTY ($14.30/year of property taxes per $100,000 value of residential property). THE REVENUES FROM WHICH SHALL BE DEPOSITED IN THE PUBLIC HEALTH FUND AND USED SOLELY FOR THE OPERATION, MAINTENANCE, AND CAPITAL EXPENSES OF OURAY COUNTY PUBLIC HEALTH SERVICES; AND SHALL THE LEVY AND THE FULL AMOUNT OF ANY EARNINGS THEREON BE COLLECTED, RETAINED, AND EXPENDED AS A VOTER-APPROVED REVENUE CHANGE WITHOUT LIMITATION OR CONDITION UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION AND COLORADO REVISED STATUTES SECTION 29-1-301 ET SEQ OR ANY OTHER LAW, ALL IN CONFORMANCE WITH OURAY COUNTY RESOLUTION 2021-030?

Yes/For: 42.84% 1,112
No/Against: 57.16% 1,484
27J Schools Ballot Issue 5A
Understanding Changes That Could Increase for 5A

The following language in Ballot Issue 5A describes how some of the $16 million in education funding would be spent:

- Recruiting, attracting, and retaining quality teachers and staff by increasing salaries.
- Providing enhanced career-focused learning and technical education including science, technology, engineering, and math (STEM) so that students can gain the skills they need for jobs and careers.

Do you think this ballot language is specific enough describing how the $16 million would be spent, or would you prefer to see more information and details of the education programs that would be funded?

Among Voters Who Voted No on 5A

- 46% Language is Specific Enough
- 45% Prefer to See More Information
- 9% Unsure/No Opinion

27J Schools Post-Election Survey, 912n, +/- 3.15% MoE, November 17th to 18th, 2021
Example MMS Text Invitations

**TOWN OF VAIL**

Hello registered voters in the Town of Vail! The Vail Town Council and staff invite you to share your thoughts and opinions in a survey regarding a possible ballot measure about residential property taxes. Your opinion is very important to us. The survey will take just 7 minutes to complete and your answers will be strictly confidential. [Link]

REPLY STOP TO OPT-OUT

**LOVELAND**

Hello Loveland residents! The Loveland Housing Authority is conducting a very important survey and wants to know your opinion regarding affordable housing. The survey will only take 7 minutes to complete, and your answers will remain strictly confidential: [Link]

REPLY STOP TO OPT OUT

**CITY OF BOULDER**

Hello, Boulder community members! The City of Boulder invites you to participate in a very important survey regarding the extension of a city sales tax to fund infrastructure and non-profit community projects. Your opinion matters, and the city wants to hear from you. Make your voice heard! Your answers will remain confidential, and the survey will take just 15 minutes to complete. Let’s go! [Link]

REPLY STOP TO OPT OUT

**MONUMENT**

Hello, Monument residents! The Town of Monument invites you to participate in a very important community survey about local issues, town services, programs, and budget priorities. Make your voice heard by sharing your thoughts and opinions. The survey will take just 15 minutes to complete, and your answers will remain strictly confidential. [Link]

REPLY STOP TO OPT OUT
People Prefer Taking Surveys on Their Phones

2. Although it is a long way off, how likely are you to vote in a ballot measure election this November regarding a change to Monument’s form of government? Are you:
   - Extremely likely to vote
   - Very likely to vote
   - Somewhat likely to vote
   - Unlikely to vote
   - Unlikely to vote

3. How familiar are you about the Town’s consideration and decision to review the process of changing Monument’s form of government from Statutory Rule to Home Rule? Are you:
   - Very familiar with town’s decision
   - Somewhat familiar with town’s decision
   - Not too familiar with town’s decision

*3. Do you think things in the Town of Vail are headed in the right direction or do you feel things are seriously off on the wrong track?
   - RIGHT DIRECTION
   - WRONG TRACK
   - UNSURE OR NO OPINION
   - REFUSE

*6. Similar to grading in schools, generally speaking, what grade would you give Jeffco Public Schools? With “A” meaning extremely good, and “F” meaning a failing grade, what letter best describes the grade you would give Jeffco Public Schools?
   - A
   - B
   - C
   - D
   - F
   - UNSURE OR REFUSED

*7. Do you think Jeffco Public Schools are better, about the same, or worse than public schools in other parts of Colorado?
   - BETTER
   - ABOUT THE SAME
   - WORSE
MMS Text Survey Data Collection Has Been Excellent for All Population Sizes

- Town of Vail: 3,900 voters, 1,300 likely voters, 665n
- Town of Monument: 7,300 voters, 3,500 likely voters, 563n
- Town of Wellington: 6,900 voters, 737n for a community survey
- Moffat County School District: 9,000 voters, 4,000 likely voters, 361n
- City of Boulder: 68,000 voters, 30,000 likely, 1,911n
- City of Lafayette: 21,000 voters, 10,000 likely, 861n
- Mesa County Valley School District: 100,000 voters, 54,000 likely 760n
Questions?