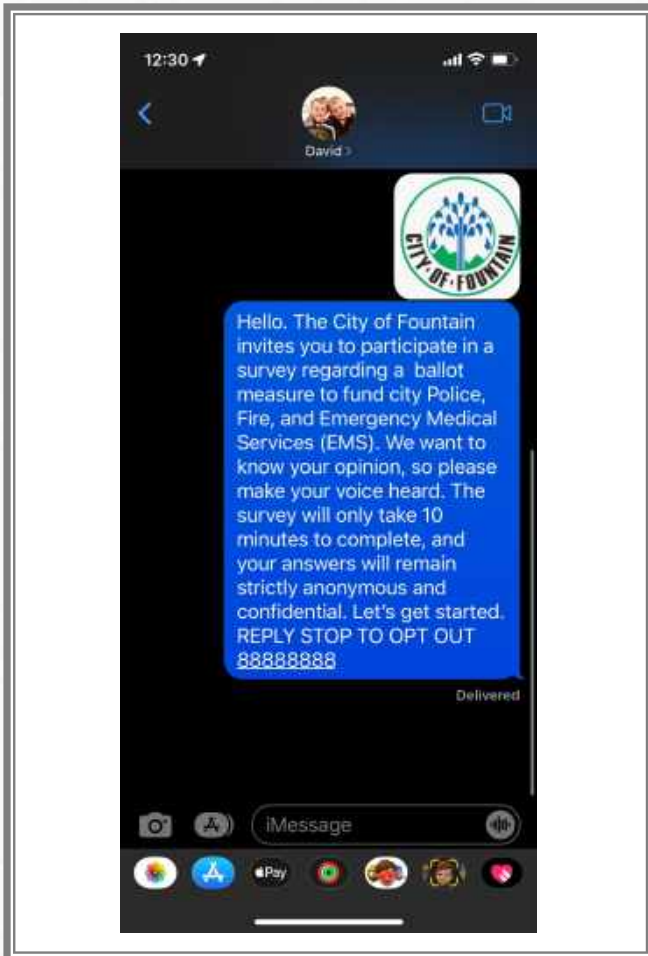


**City of Fountain
Public Safety
Ballot Measure
Voter Opinion Survey**

May 18th to June 1st, 2022



Survey Methodology



- Magellan Strategies are pleased to present the results of a live telephone and online survey of 853 registered voters in the City of Fountain, Colorado.
- The interviews were conducted from May 18th to June 1st, 2022. The overall survey responses have a margin of error of +/- 3.26% at the 95% confidence interval. Subgroups of voters will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the voter turnout demographics of a midterm election in Fountain, Colorado.

Survey Objectives



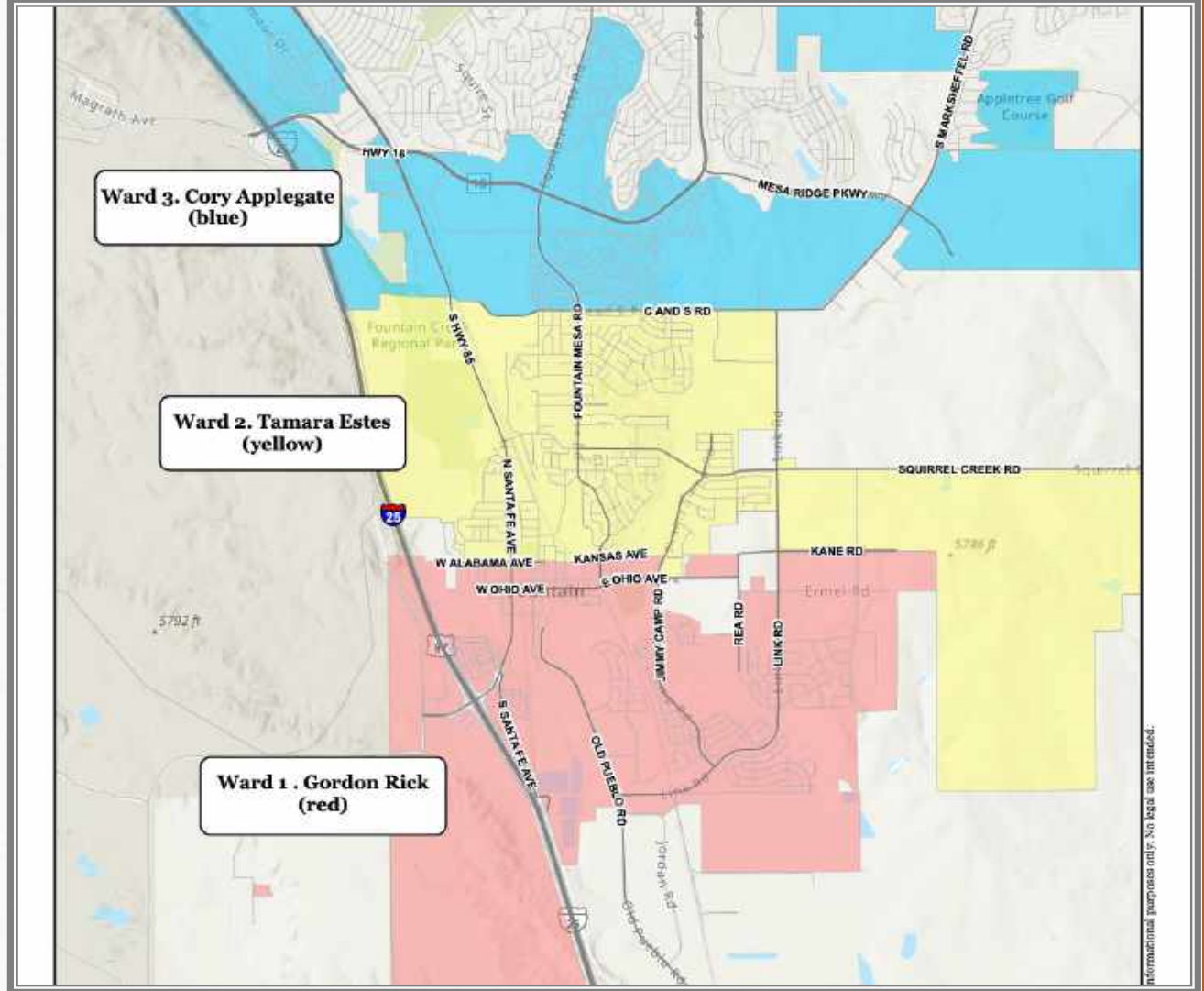
- The primary objective of this survey was to measure voter support and opposition levels for a 6.2-mill property tax increase to create a dedicated \$1.7 million funding source for Fountain Police, Fire/EMS services, personnel, and programs.
- The survey included information questions about why the City is considering this ballot measure.
- The survey also asked respondents how they would vote if both a 6.2-mill property tax increase *and* a 1% sales tax increase for street maintenance and road repairs were on the ballot this November.

City of Fountain Voter Demographics

Magellan Strategies City of Fountain General Election Survey Demographics										
Active Registration and Voter Turnout										
Ward	Active Reg.		Nov. 2021		Nov. 2020		Nov. 2019		Nov. 2018	
Ward 1	4,599	28.8%	1,279	30.6%	3,452	28.5%	1,426	31.3%	2,243	29.3%
Ward 2	6,852	43.0%	1,701	40.7%	5,051	41.8%	1,853	40.7%	3,170	41.3%
Ward 3	4,492	28.2%	1,196	28.6%	3,592	29.7%	1,271	27.9%	2,254	29.4%
	15,943		4,176		12,095		4,550		7,667	
Sex	Active Reg.		Nov. 2021		Nov. 2020		Nov. 2019		Nov. 2018	
Female	8,134	51.0%	2,086	50.0%	6,369	52.7%	2,304	50.6%	4,008	52.3%
Male	7,809	49.0%	2,090	50.0%	5,726	47.3%	2,246	49.4%	3,659	47.7%
Total	15,943		4,176		12,095		4,550		7,667	
Age Group	Active Reg.		Nov. 2021		Nov. 2020		Nov. 2019		Nov. 2018	
18-34	6,024	37.8%	618	14.8%	3,693	30.5%	700	15.4%	1,649	21.5%
35-44	3,354	21.0%	673	16.1%	2,576	21.3%	655	14.4%	1,420	18.5%
45-54	2,543	16.0%	756	18.1%	2,197	18.2%	938	20.6%	1,539	20.1%
55-64	2,138	13.4%	965	23.1%	1,949	16.1%	1,102	24.2%	1,558	20.3%
65+	1,884	11.8%	1,164	27.9%	1,680	13.9%	1,155	25.4%	1,501	19.6%
Total	15,943		4,176		12,095		4,550		7,667	
Party	Active Reg.		Nov. 2021		Nov. 2020		Nov. 2019		Nov. 2018	
Unaffiliated	8,026	50.3%	1,591	38.1%	5,083	42.0%	1,526	33.5%	2,626	34.3%
Republican	4,233	26.6%	1,490	35.7%	3,903	32.3%	1,828	40.2%	2,863	37.3%
Democrat	3,245	20.4%	1,013	24.3%	2,814	23.3%	1,095	24.1%	1,996	26.0%
Libertarian	276	1.7%	53	1.3%	198	1.6%	60	1.3%	117	1.5%
Other	163	1.0%	29	0.7%	97	0.8%	41	0.9%	65	0.8%
	15,943		4,176		12,095		4,550		7,667	



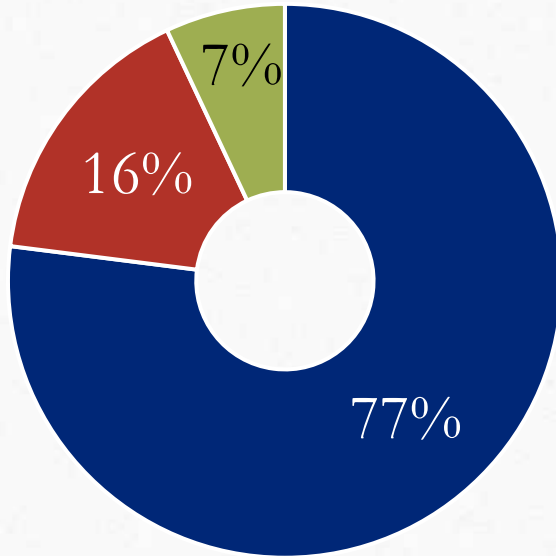
City of Fountain Ward Map



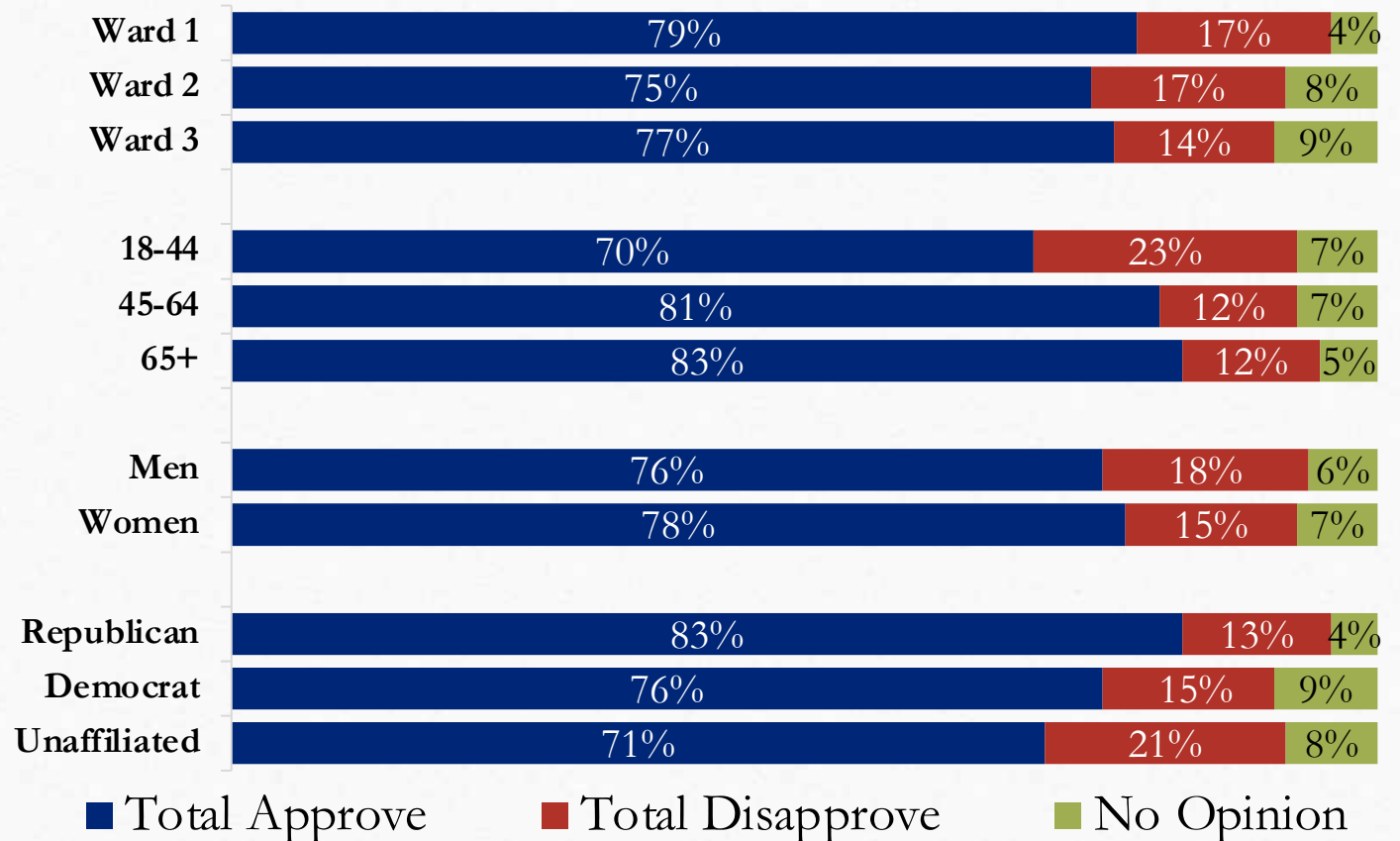


Fountain Police and Fire/EMS Job Approval and Fiscal Responsibility

Thinking now about public safety in the City of Fountain. Do you approve or disapprove of the job the Fountain Police Department is doing?



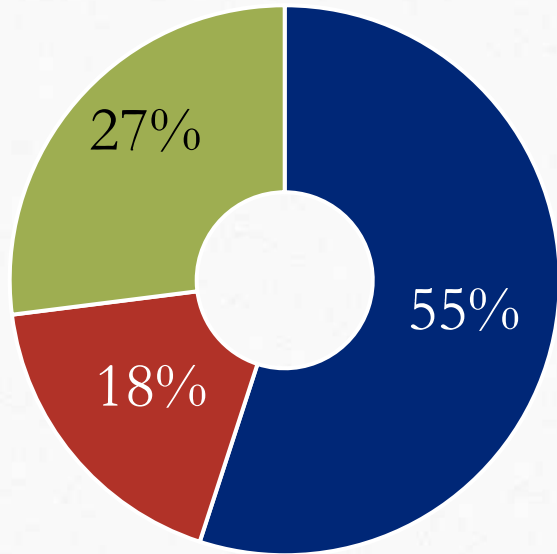
- Total Approve
- Total Disapprove
- No Opinion



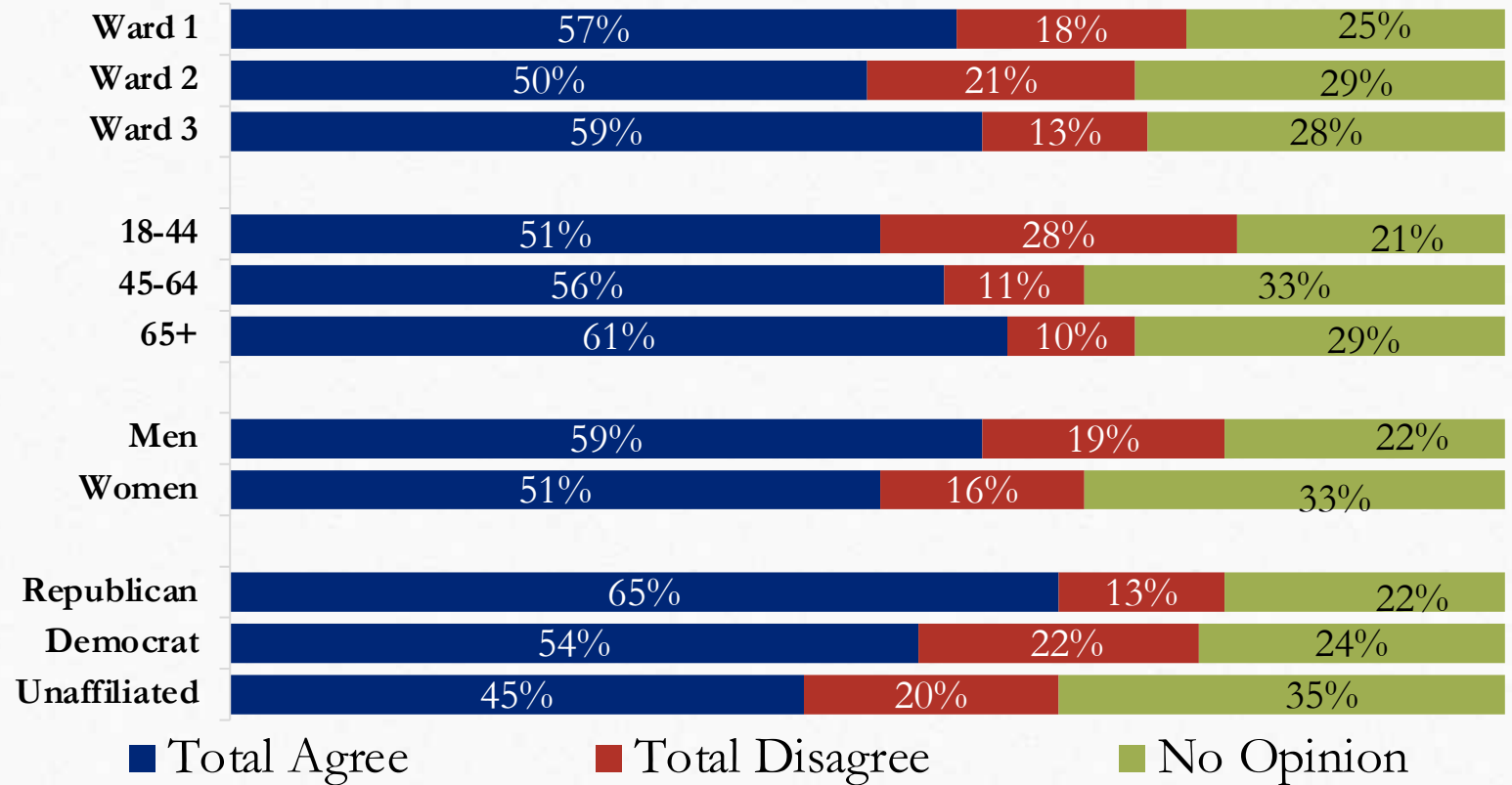
Strongly Approve 47%, Somewhat Approve 30%, Somewhat Disapprove 9%, Strongly Disapprove 7%



Do you agree or disagree with the following statement? “The Fountain Police Department is fiscally responsible and spends taxpayer money wisely.”



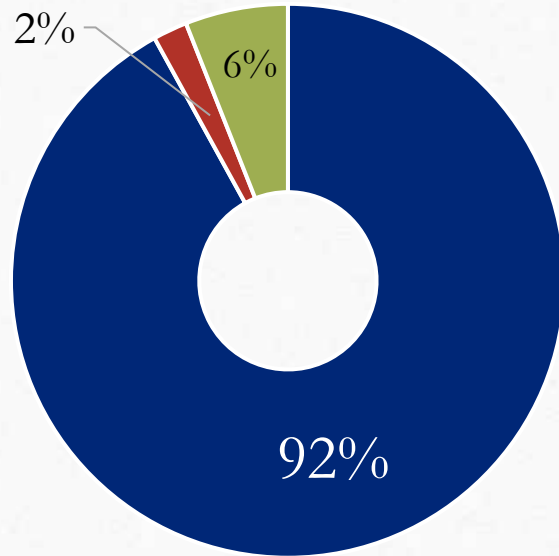
■ Total Agree
■ Total Disagree
■ No Opinion



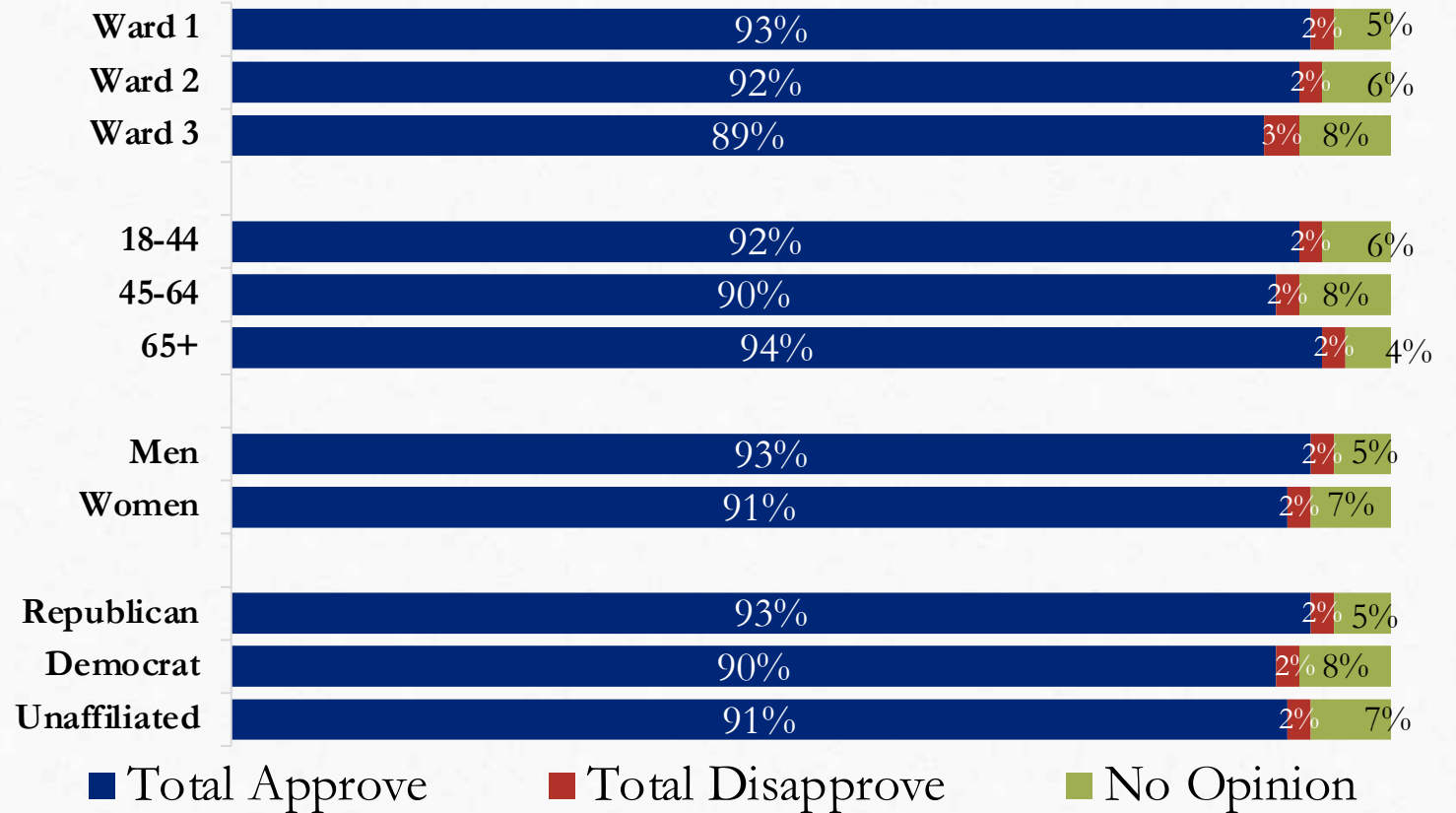
Strongly Agree 32%, Somewhat Agree 23%, Somewhat Disagree 9%, Strongly Disagree 9%



Thinking now about public safety in the City of Fountain. Do you approve or disapprove of the job the Fountain Fire/EMS Department is doing?



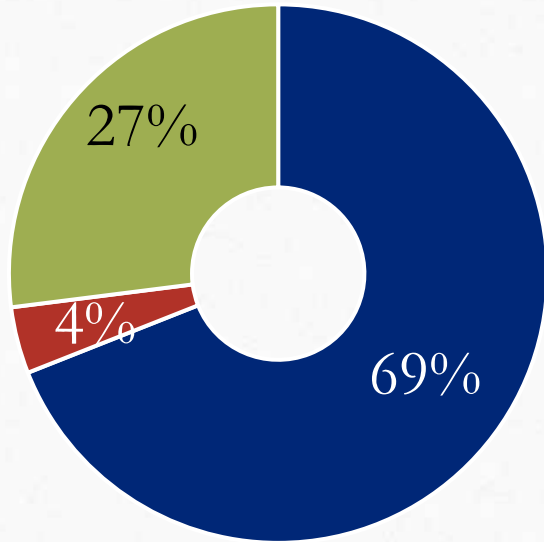
- Total Approve
- Total Disapprove
- No Opinion



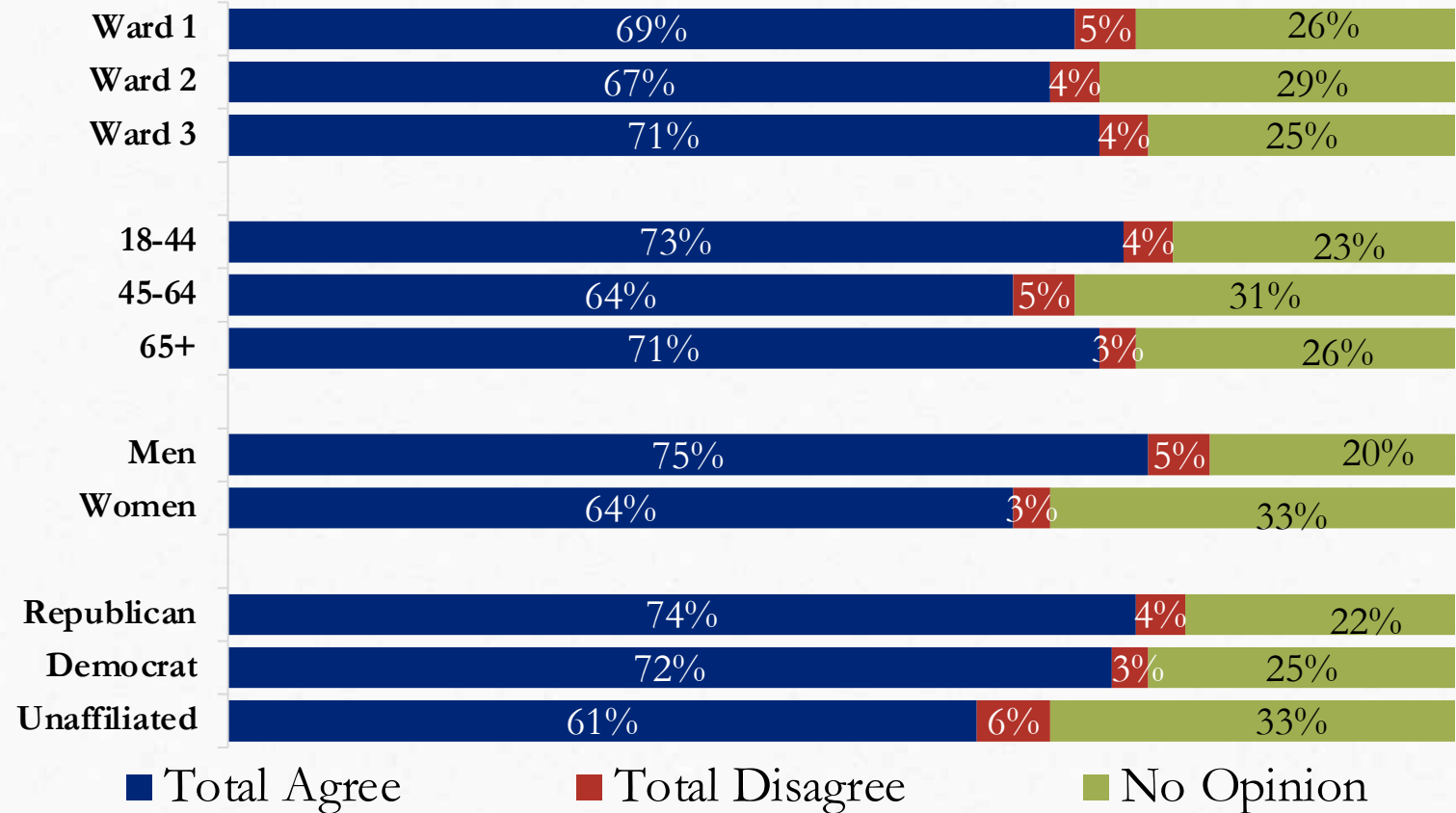
Strongly Approve 74%, Somewhat Approve 18%, Somewhat Disapprove 1%, Strongly Disapprove 1%



Do you agree or disagree with the following statement? “The Fountain Fire/EMS Department is fiscally responsible and spends taxpayer money wisely.”



■ Total Agree
■ Total Disagree
■ No Opinion



Strongly Agree 43%, Somewhat Agree 26%, Somewhat Disagree 1%, Strongly Disagree 3%

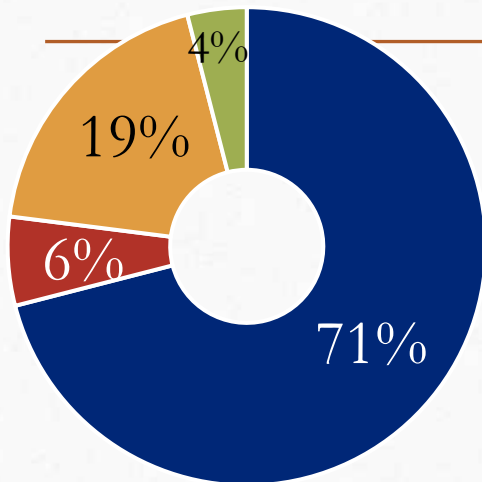




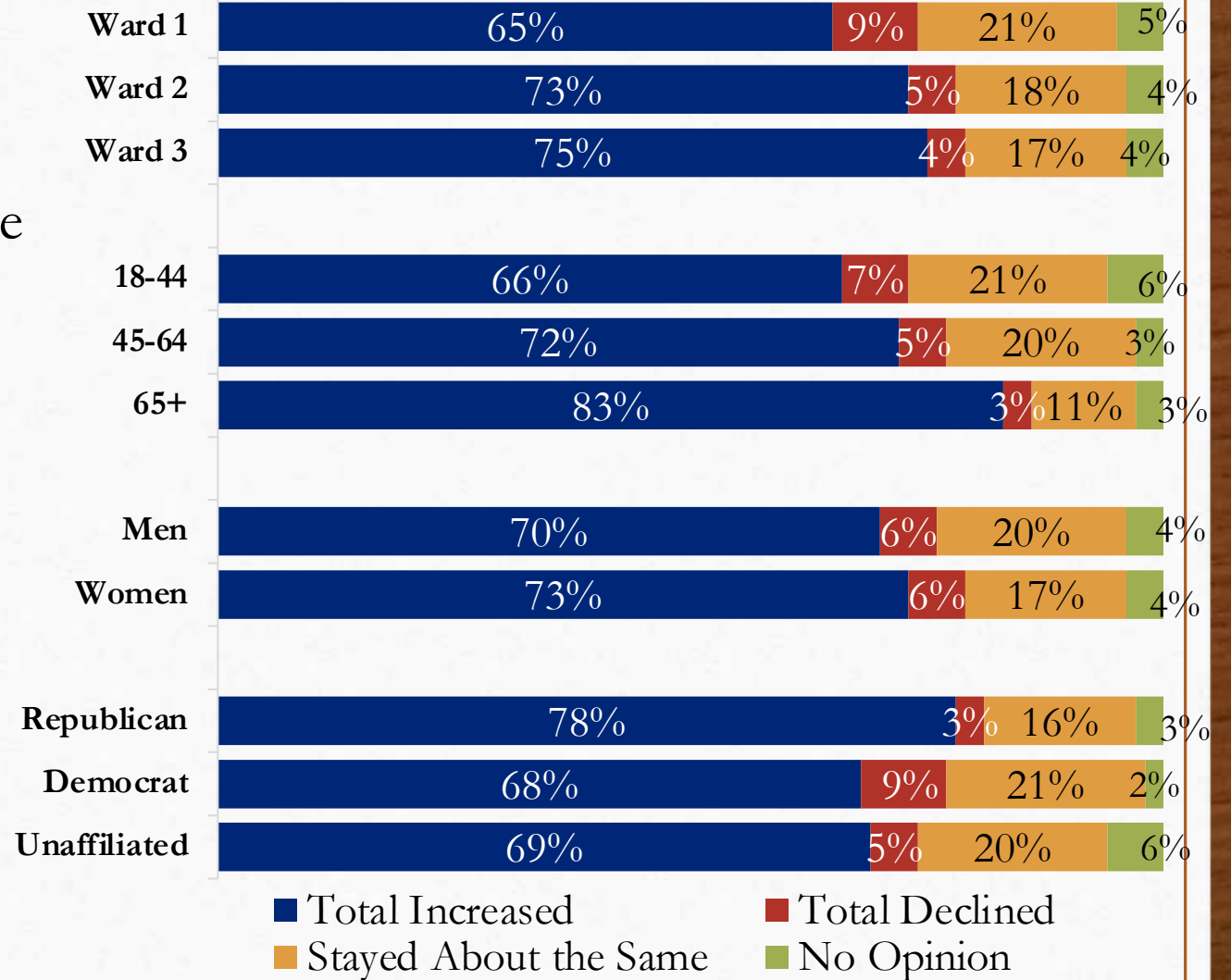
Perceptions of Crime and Fire Risk in Fountain

Opinion of Crime in Fountain

Do you think crime in the City of Fountain has increased, declined, or stayed about the same in the past couple of years?



- Total Increased
- Total Declined
- Stayed About the Same
- No Opinion



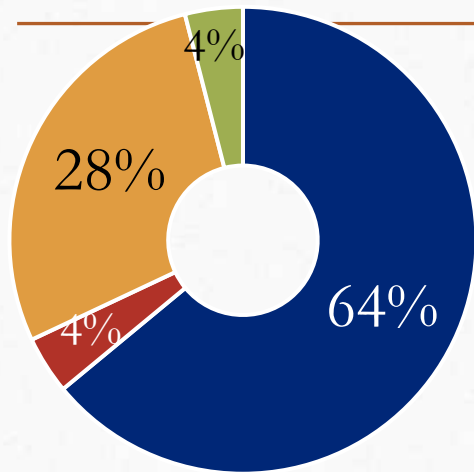
- Total Increased
- Total Declined
- Stayed About the Same
- No Opinion

Definitely Increased 41%, Probably Increased 30%, Definitely Declined 2%, Probably Declined 4%

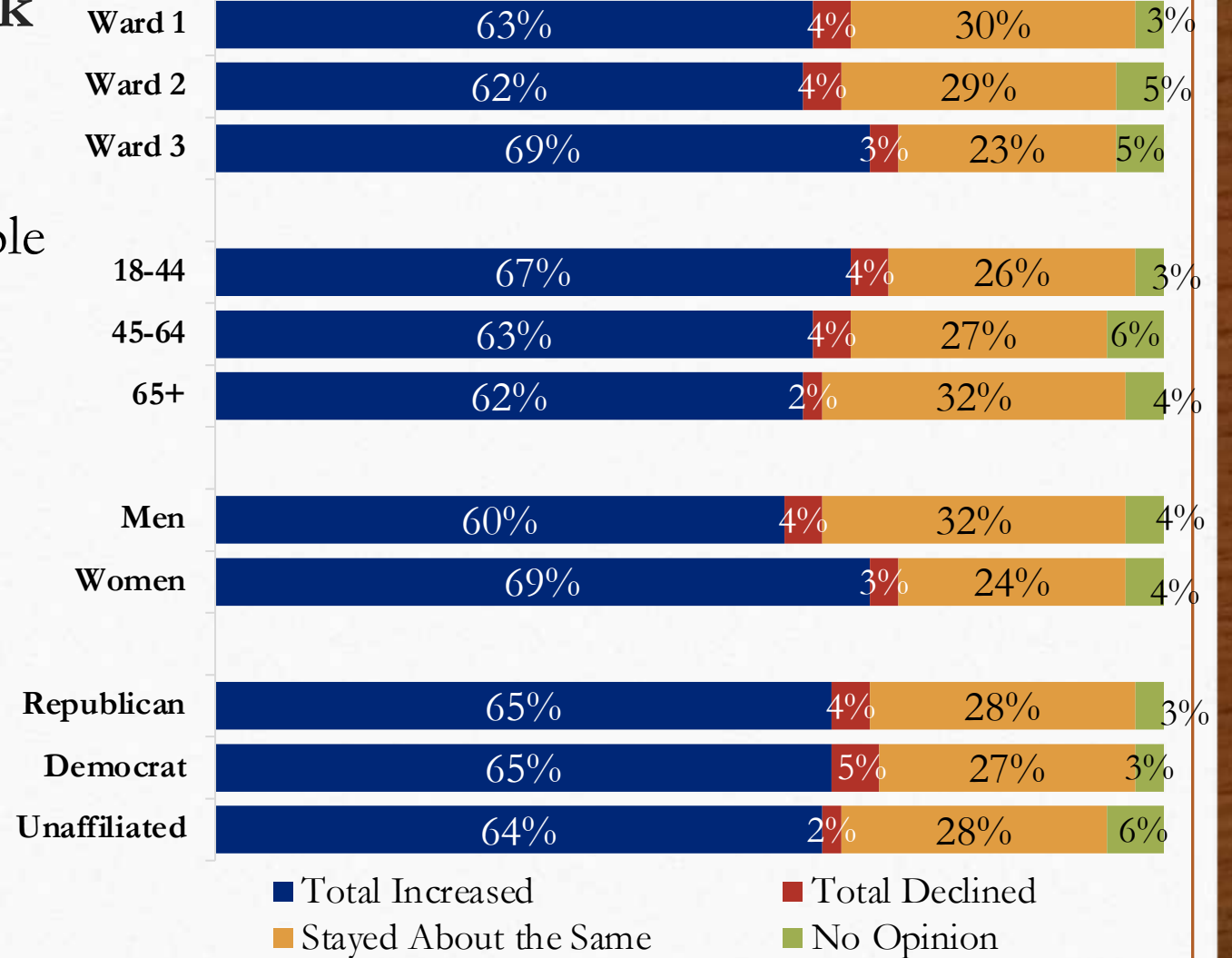


Opinion of Fountain Fire Risk

Do you think fire risk in the City of Fountain has increased, declined, or stayed about the same in the past couple of years?



- Total Increased
- Total Declined
- Stayed About the Same
- No Opinion



- Total Increased
- Total Declined
- Stayed About the Same
- No Opinion

Definitely Increased 32%, Probably Increased 32%, Definitely Declined 1%, Probably Declined 3%

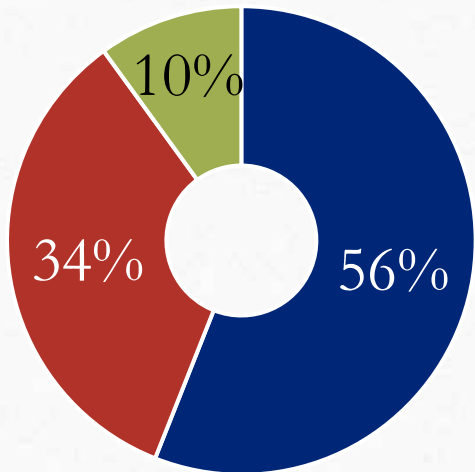




General Property Tax Increase for Fountain's Police, Fire, and EMS Services, Personnel, and Programs

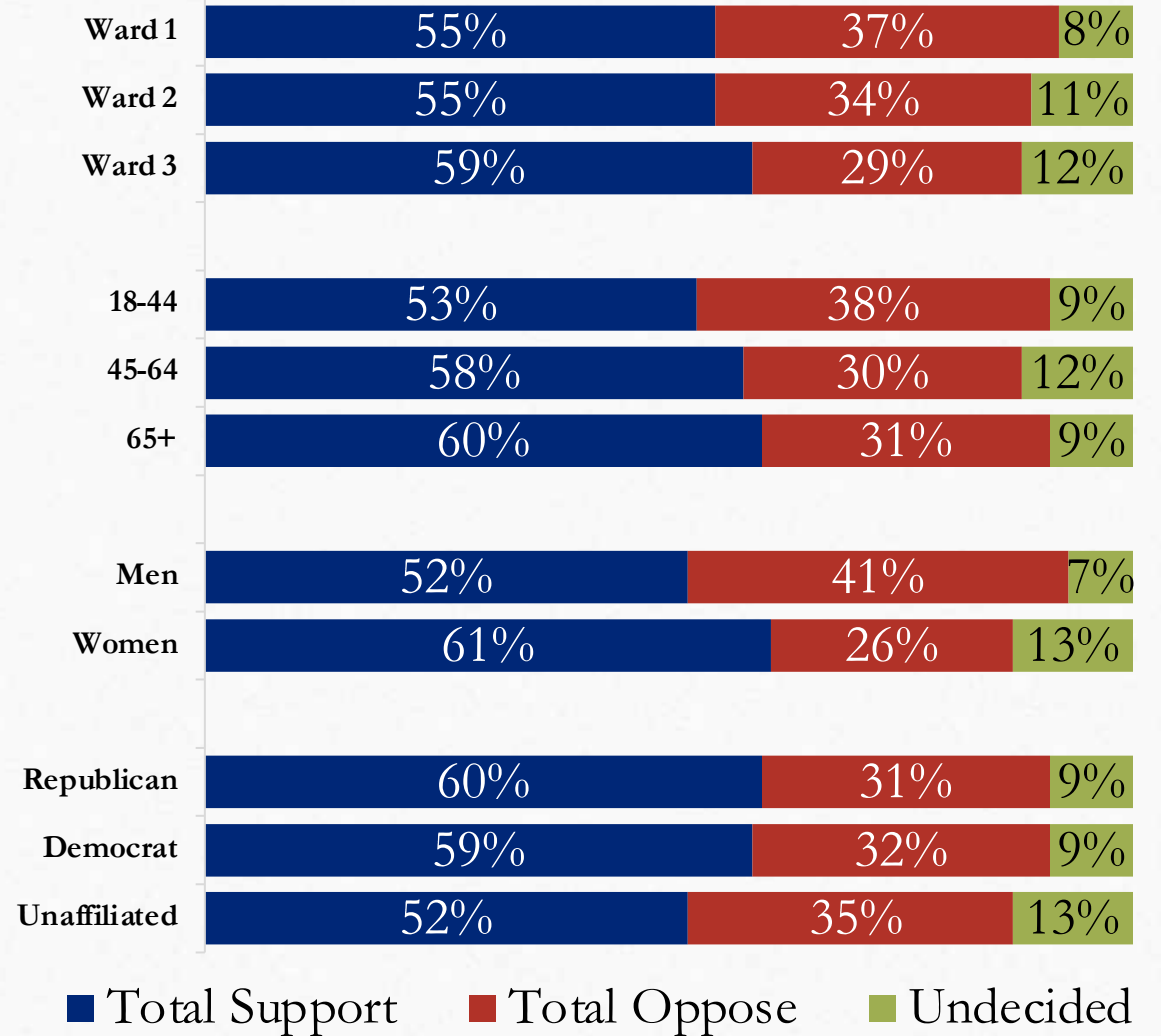
General Property Tax Increase for Police, Fire, and EMS Services

Would you support or oppose a property tax increase to create a dedicated funding source for Fountain's Police, Fire, and EMS services, personnel, and programs?



- Total Support
- Total Oppose
- Undecided

Strongly Support	31%
Somewhat Support	25%
Strongly Oppose	24%
Somewhat Oppose	10%



- Total Support
- Total Oppose
- Undecided

6.2-Mill Property Tax Increase for Police and Fire/EMS Uninformed Ballot Test



Before we continue, it is important to understand that the city has not decided to put a ballot measure before voters this November to fund public safety services and programs. However, your honest responses to the following questions will help the city make that decision. So, let's continue the survey now...

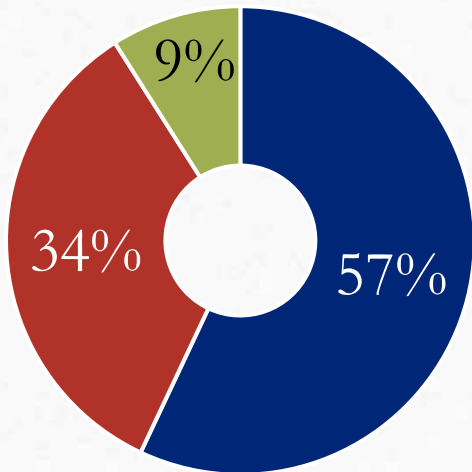
This November, the City of Fountain is considering a public safety ballot measure to create an annual, dedicated \$1.7 million funding source for the city's Police, Fire/EMS services, personnel, and programs.

The ballot measure would ask voters to approve a 6.2-mill property tax increase. A 6.2-mill increase would cost a homeowner about \$178 annually or \$15 per month for a home with an assessed value of \$410,000.

Knowing this information, if an election were being held today, would you vote yes and approve a 6.2 mill increase to fund public safety services, personnel, and programs, or would you vote no and reject it?

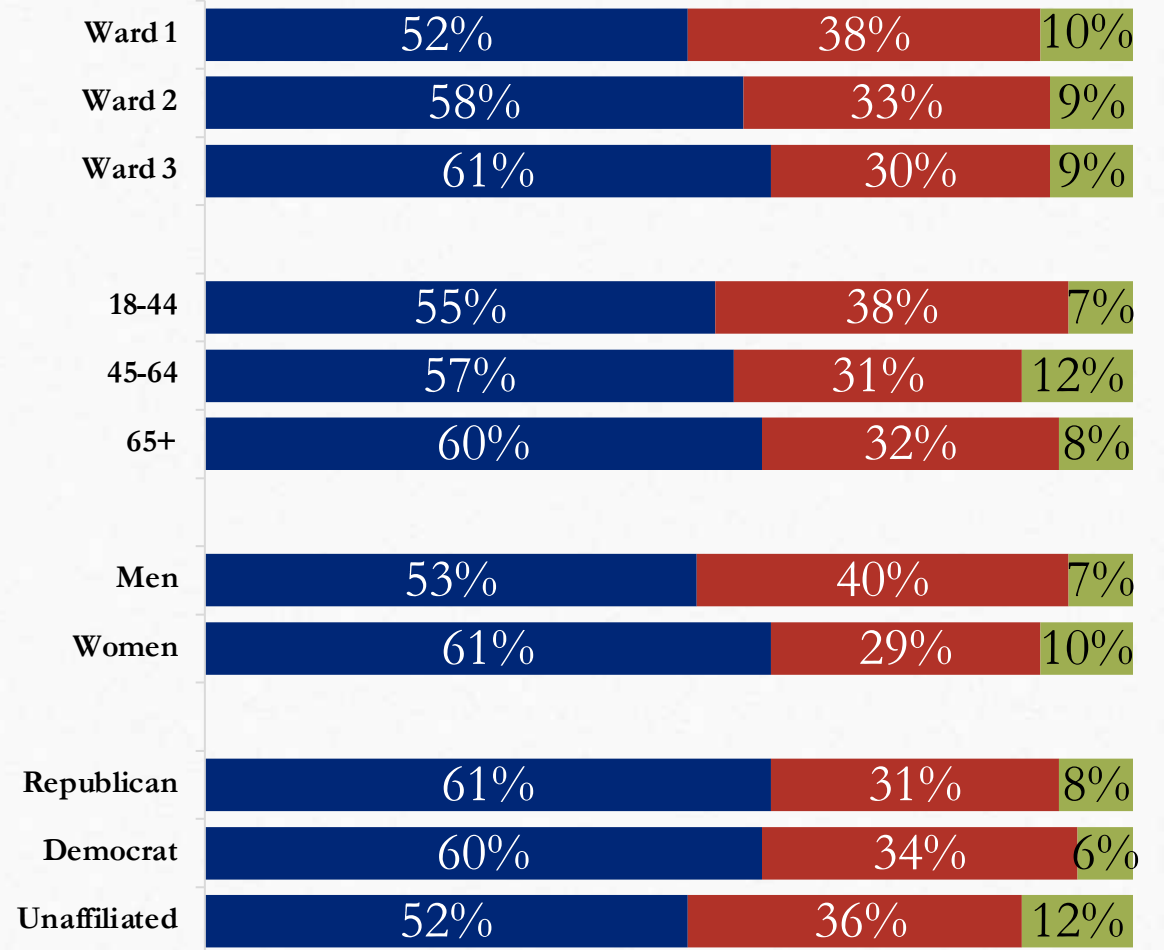
6.2-Mill Property Tax Increase Uninformed Ballot Test

Knowing this information, if an election were being held today, would you vote yes and approve a 6.2 mill increase to fund public safety services, personnel, and programs, or would you vote no and reject it?



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

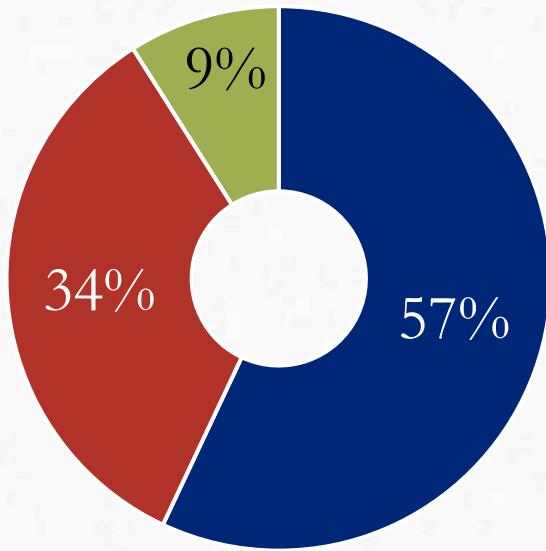
Definitely Yes, Approve	29%
Probably Yes, Approve	28%
Definitely No, Reject	22%
Probably No, Reject	12%



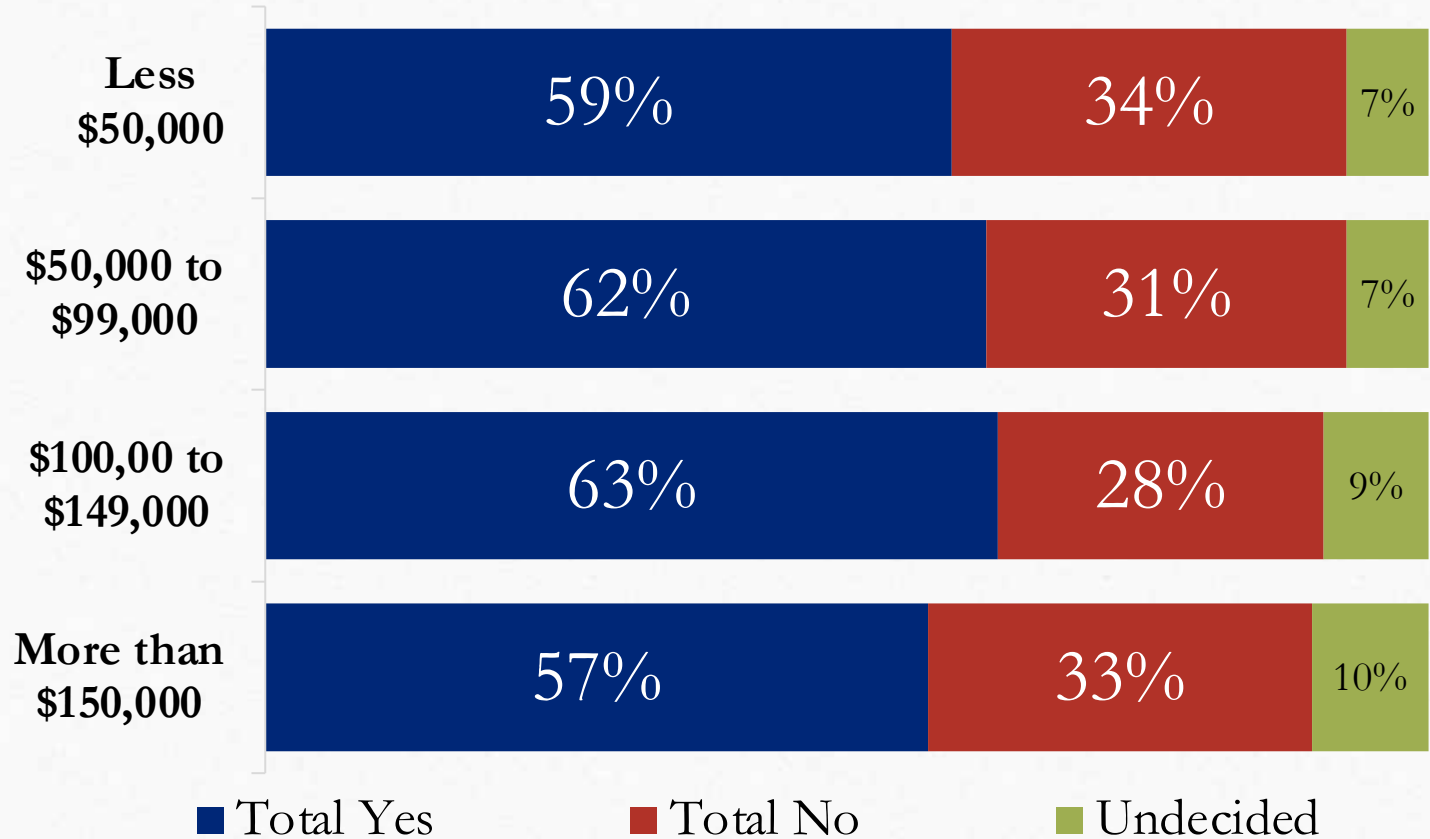
- Total Yes, Approve
- Total No, Reject
- Undecided



Knowing this information, if an election were being held today, would you vote yes and approve a 6.2 mill increase to fund public safety services, personnel, and programs, or would you vote no and reject it?



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



Definitely Vote Yes 29%, Probably Vote Yes 28%, Definitely Vote No 22%, Probably Vote No 12%



Information About Why the City is Considering a 6.2-Mill Property Tax Increase



We now will share some information about the reasons why the city is considering a ballot measure to create a dedicated funding source for public safety services, personnel, and programs. After reading/hearing 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. Let's get started...



Information Questions on 6.2-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

If approved, the ballot measure would fund a third full-time ambulance unit and additional firefighter capabilities.

The city plans to build a new Fire Station with a Police Substation on the East side of Fountain near the intersection of Link and Watchmen Roads by 2025. This ballot measure will NOT fund its construction. However, this ballot measure would pay for the salaries of six new firefighters and paramedics for the new station.

If the ballot measure is approved, six police officers will be hired to support increased traffic enforcement, reduced response times, increased police presence city-wide, and resources dedicated to addressing crimes against children, sex trafficking, and financial crimes.



■ More Likely to Approve ■ More Likely to Reject ■ No Opinion



Information Questions on 6.2-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

The new Fire Station-Police Substation is estimated to decrease a Fountain homeowner's insurance by \$400 to \$600 annually if the homeowner's insurance company uses the city's Insurance Services Office (ISO) in their insurance policy calculation.



If the ballot measure is approved, funds would be used to address the difficulties in retention / recruiting, enhanced training, officer wellness, and the increased stress our police officers and firefighters are experiencing. Studies have shown overworked and understaffed police, and fire/EMS lead to a sense of hopelessness. This environment results in less proactive and productive public safety employees.



■ More Likely to Approve ■ More Likely to Reject ■ No Opinion

Information Questions on 6.2-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

The City of Fountain's Police and Fire/EMS services are being stretched due to a growing population and rising crime rates. Residential housing growth in Fountain is accelerating dramatically with an estimated 17,000 to 23,000 people moving into our community in future years. Without additional resources, it will be difficult for our Police and Fire Departments to provide an acceptable level of services to Fountain residents.

Each call received by the Police Department falls into one of two categories. Priority 1 calls are incidents of a violent nature like domestic violence, assault, mental health, suicide, or homicide. Priority 2 calls involve incidents of a less violent nature like car theft, noisy neighbors, or a burglary/break-in. In the past five years, there has been a 43% increase in Priority 1 calls, which require more time and resources than a Priority 2 call. More police resources are needed to address both Priority 1 and Priority 2 calls in an acceptable amount of time.



■ More Likely to Approve ■ More Likely to Reject ■ No Opinion

Information Questions on 6.2-Mill Property Tax Increase

Ranked by Percent More Likely to Approve

Crime has increased statewide and in the City of Fountain, including assault by 14%, menacing (physical threats) by 19%, burglary by 19%, vehicle theft by 50%, and drug and narcotic violations by 59%. To address these trends and provide an acceptable level of public safety to residents, additional funding is needed.

Fountain District 8 School District plans to build 6 more schools in the next eight years. As a result, the police department will need more officers to fill these schools and maintain officers in existing schools with a growing population.

Unfortunately, law enforcement legislation from the state in the past few years has resulted in less accountability for criminals, the decriminalization of drugs, and lower severity of penalties and sentencing for some criminal offenses. In addition, the Colorado “catch and release” system has made it more difficult for law enforcement to keep people in jail. For these reasons, additional funds will help our police do their job.



■ More Likely to Approve ■ More Likely to Reject ■ No Opinion



6.2-Mill Property Tax Increase for Police and Fire/EMS Informed Ballot Test



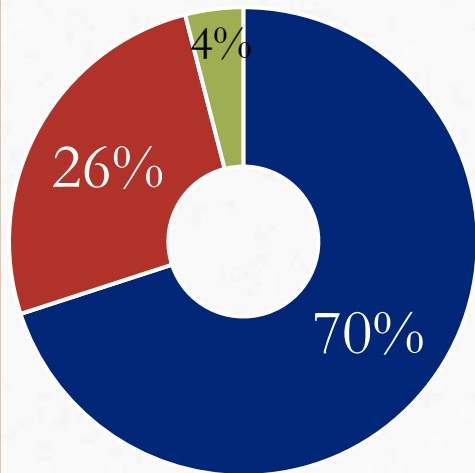
Thank you for learning why the City of Fountain is considering a ballot measure to fund public safety services this November. As a reminder, if approved, the ballot measure would create an annual, dedicated \$1.7 million funding source for Fountain Police, Fire/EMS services, personnel, and programs.

The ballot measure would ask voters to approve a 6.2-mill property tax increase. A 6.2-mill increase would cost a homeowner about \$178 annually or \$15 per month on a home with an assessed value of \$410,000.

Knowing this information, if an election were being held today, would you vote yes and approve this public safety ballot measure, or would you vote no and reject it?

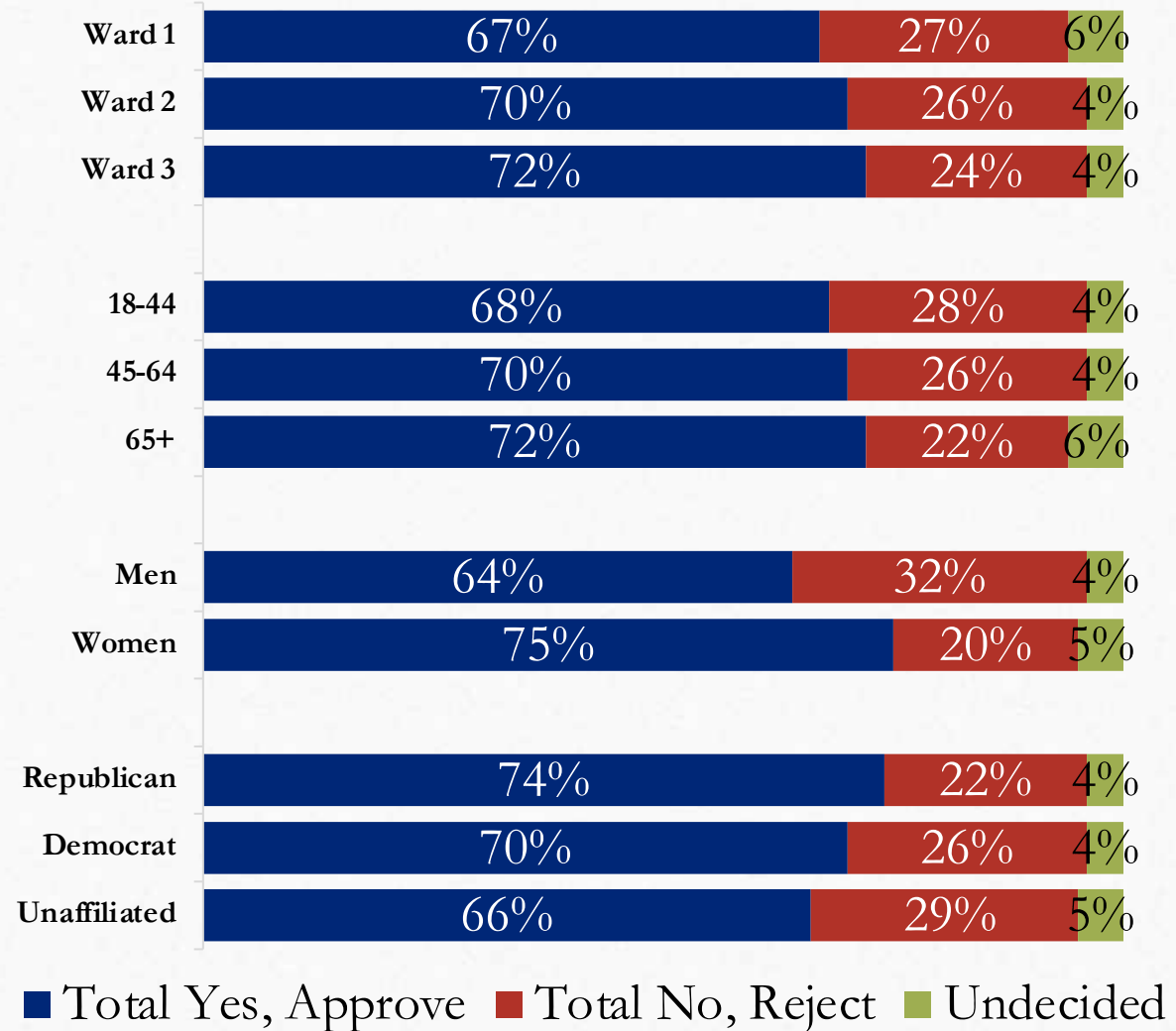
6.2-Mill Property Tax Increase Informed Ballot Test

Knowing this information, if an election were being held today, would you vote yes and approve this public safety ballot measure, or would you vote no and reject it?

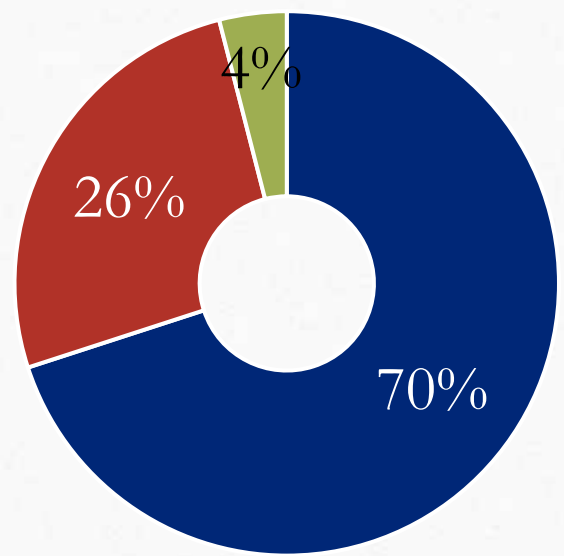


■ Total Yes, Approve
■ Total No, Reject
■ Undecided

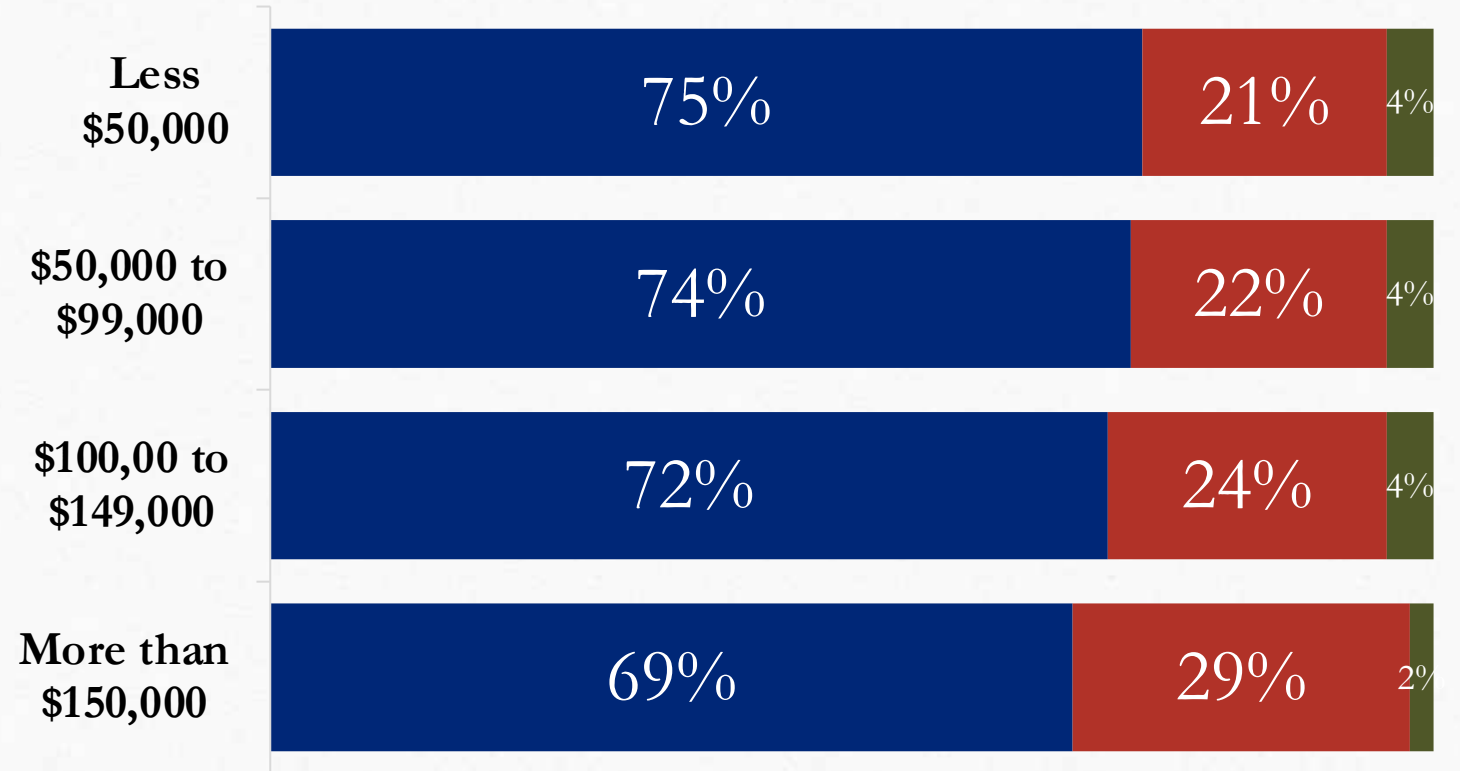
Definitely Yes, Approve	39%
Probably Yes, Approve	21%
Lean Towards Yes, Approve	10%
Definitely No, Reject	16%
Probably No, Reject	4%
Lean Towards No, Reject	6%



Knowing this information, if an election were being held today, would you vote yes and approve this public safety ballot measure or would you vote no and reject it?



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



- Total Yes
- Total No
- Undecided

Definitely Vote Yes 39%, Probably Vote Yes 21%, Definitely Vote No 16%, Probably Vote No 4%



Why 70% of Voters Would Vote Yes and Approve a 6.2-Mill Property Tax Increase

“Please describe the reasons why you would vote yes and approve the public safety ballot measure.”

Themes

These Services are Important for Public Safety

Community is Growing

- *“Our public safety people need all the resources that can be made available to not only ensure our safety but theirs too.”*
-Female, 55-64, Unaffiliated
- *“With the population growth steadily increasing, we have an increasing need for more police/fire/EMS services.”*
-Male, 45-54, Unaffiliated
- *“Due to increase of crime and decreased response times. Officer wellness.”*
-Male, 55-64, Republican
- *“We need a better police presence due to high crime.”*
-Male, 18-34, Republican
- *“Increased security. Increased fire mitigation. Decrease in homeowners insurance.”*
-Female, 45-54, Republican
- *“The city is growing and society is getting more desperate. These times call for law and fire measures to be growing with the times.”*
-Female, 55-64, Democrat



Why 26% of Voters Would Vote No and Reject a 6.2-Mill Property Tax Increase

“Please describe the reasons why you would vote no and reject the public safety ballot measure.”

Themes

Taxes and Cost of Living are Too High Already

Don't Trust How Money is Currently Spent

Dissatisfaction with Police Department

- *“Inflation and can't afford taxes already assessed. Asking for more money at the wrong time.”*
-Male, 55-64, Unaffiliated
- *“Pretty simple, with growth of residents there is also a growth in taxes coming into the city. Property taxes have increased dramatically every year. No need to double down. Manage what you have better.”*
-Male, 35-44, Republican
- *“The reason I vote no is that there is a huge influx of housing being built. The property value has been going up and taxes are going up. There should be enough money.”*
-Male, 18-34, Democrat
- *“The community doesn't need more police it needs more firefighters, mental health resources, and education.”*
-Female, 35-44, Unaffiliated
- *“With everything else going up in price, people will lose their homes and then where would the funds come from?”*
-Male, 35-44, Republican



Why 4% of Voters Are Undecided About a 6.2-Mill Property Tax Increase

“Please describe the reasons why you are undecided about approving or rejecting the public safety ballot measure.”

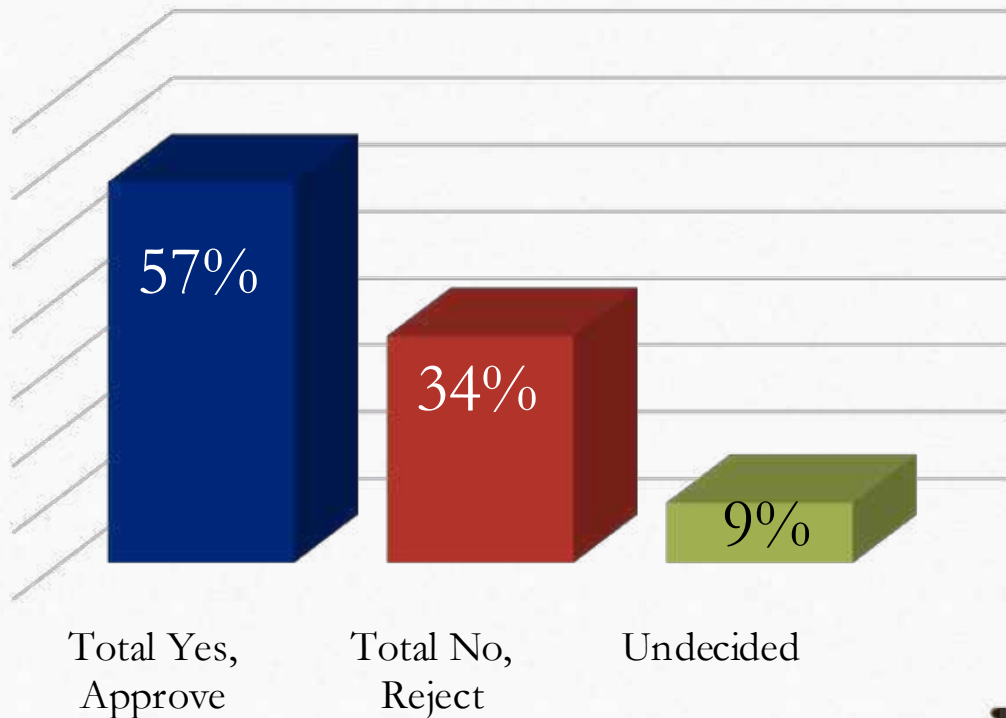
Themes
Need More Information
Services Are Important but Cost is High

- *“I need more information about how money is spent now. I understand growth in the community but that means more tax money should be given with all the new housing being put up. If housing plans are approved by the city, there has to be plans for community services too. Where’s the money going?”*
-Female, 35-44, Unaffiliated
- *“With the cost of living ever increasing right now with no end in sight and add in living on a fixed income, I am uncertain of being able to cover yet another outlay of dollars.”*
-Female, 55-64, Republican
- *“Can’t afford to pay higher taxes but want to be safe.”*
-Female, 35-44, Democrat
- *“Because the mill increase has happened before and no action have been made. Why not use government grants?”*
-Male, 45-54, Republican

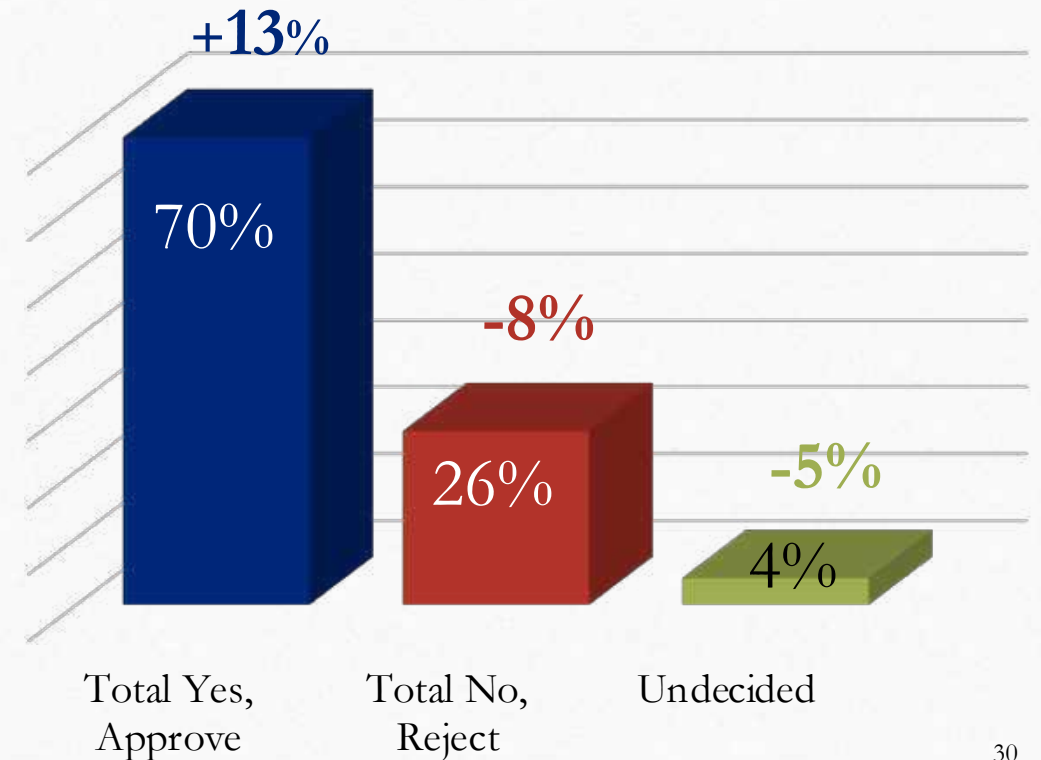


Uninformed vs. Informed 6.2-Mill Property Tax Increase Ballot Measure

Uninformed Ballot Test



Informed Ballot Test



**Effect of 6.2-Mill
Property Tax Increase
and
1% Sales Tax Increase
on the November Ballot**

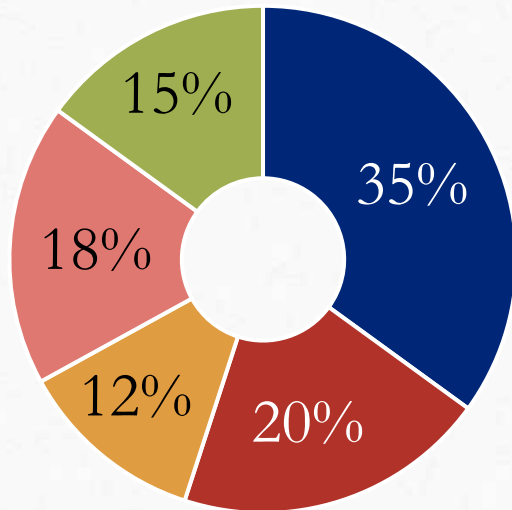


Finally, the City of Fountain is also considering a ballot measure that would ask voters to approve or reject a 1% sales tax increase for street maintenance and road repairs.

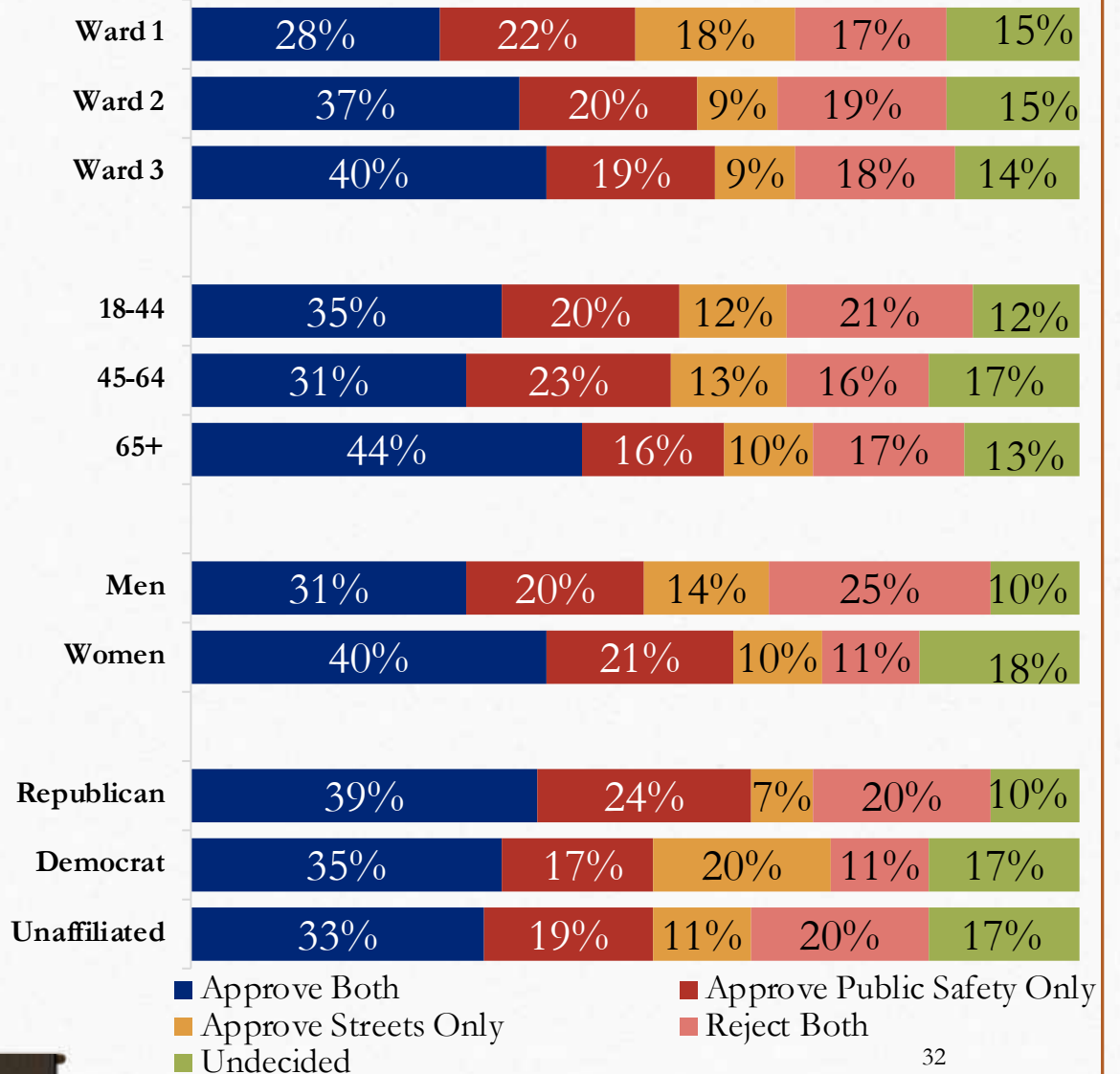
If the 6.2-mill property tax public safety ballot measure and the 1% sales tax increase for street maintenance were on the ballot this November, how would you vote?

Effect of 6.2-Mill Property Tax Increase and 1% Sales Tax Increase on the November Ballot

If the 6.2-mill property tax public safety ballot measure and the 1% sales tax increase for street maintenance were on the ballot this November, how would you vote?



- Approve Both
- Approve Public Safety Only
- Approve Streets Only
- Reject Both
- Undecided



- Approve Both
- Approve Public Safety Only
- Approve Streets Only
- Reject Both
- Undecided





Final Thoughts and Conclusions

Final Thoughts and Conclusions

- Fountain voters overwhelmingly approve of the job that the Fire/EMS Department is doing, with 92% approving and 74% strongly approving. The Fountain Police Department has a high job approval as well, at 77%.
- When asked whether crime has increased, declined, or stayed about the same in the past couple of years, 71% of voters think that it has increased. A similar percentage, 64%, think that fire risk has increased.
- Regarding fiscal responsibility, 69% agree that the Fire/EMS Department spends taxpayer money wisely, and 55% agree that the Police Department does so.

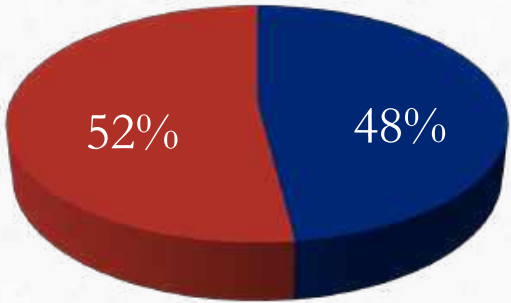
Final Thoughts and Conclusions

- A majority of voters, 57%, would vote yes and approve a 6.2 mill increase to fund public safety services, personnel, and programs, before reading information about why the City is considering this ballot measure. Thirty-four percent would vote no, and 9% are undecided.
- After learning why the City is considering the ballot measure, support increases to 70% who would vote yes, with 26% who would vote no and 4% undecided.
- The most common reasons given for supporting the ballot measure include a simple belief in the importance of public safety, and a realization that the community is growing.

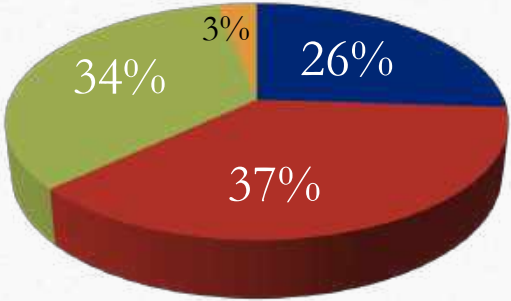
Final Thoughts and Conclusions

- The most common reasons for rejecting the ballot measure are that taxes and the cost of living are already too high, or there is a distrust in how money is currently spent. Among some voters, there is also some dissatisfaction with the current performance of the Police Department.
- When asked how the presence of a 1% sales tax increase for street maintenance and road repairs may affect their vote, only 35% of voters indicated that they would approve both ballot measures. This suggests that it would be prudent to only choose one ballot measure.

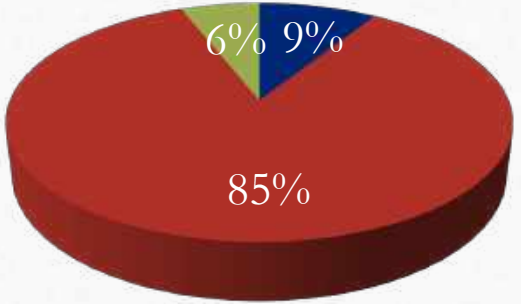
Survey Demographics



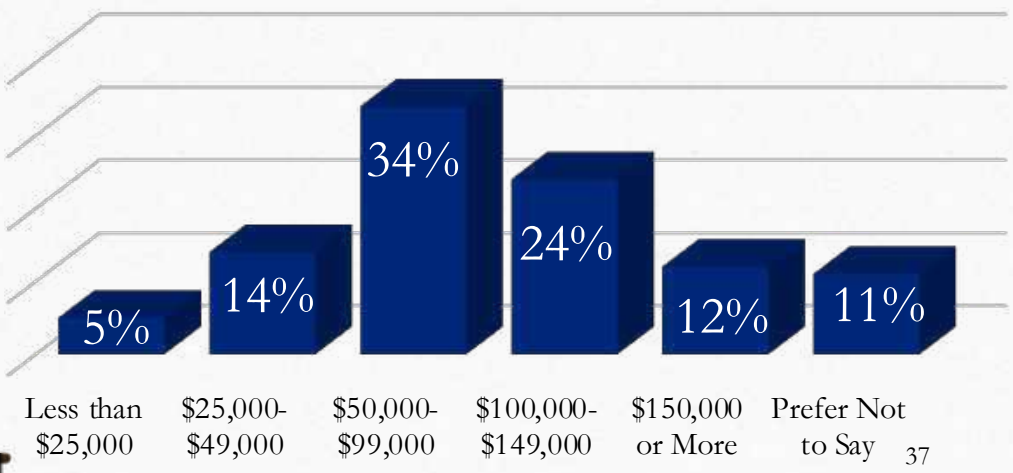
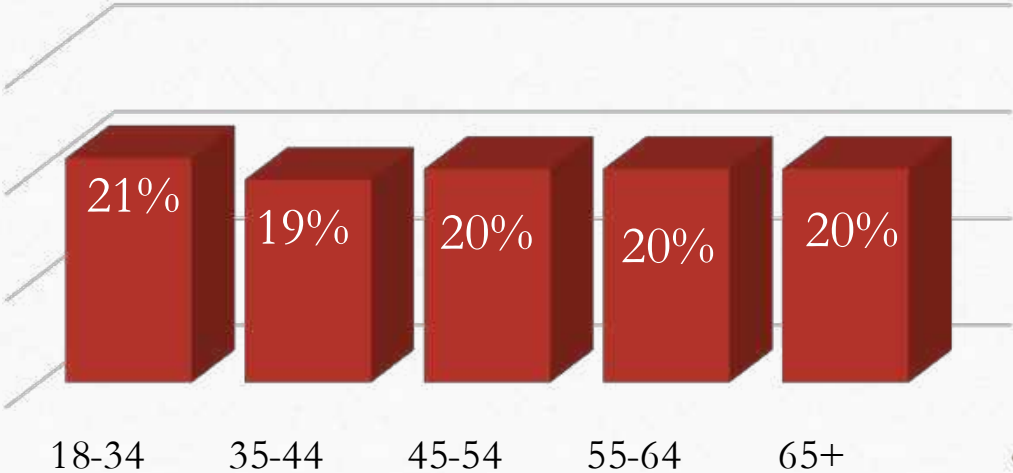
■ Male ■ Female



■ Democrat ■ Republican
■ Unaffiliated ■ Other



■ Rent
■ Own
■ Prefer Not to Say





David Flaherty | Courtney Sievers | Ryan Winger
1685 Boxelder Street, Suite 300 | Louisville, CO 80027
www.MagellanStrategies.com | 303-861-8585