



Magellan Strategies

Telluride Fire Protection District Ballot Measure Survey

Topline Results

Magellan Strategies is pleased to present the topline results of a live telephone and online survey of 361 registered voters in the Telluride Fire Protection District in San Miguel County, Colorado. The interviews were conducted from September 6th – 22nd, 2022. This survey has a margin of error of +/- 4.98% at the 95 percent confidence interval. The survey data was weighted to be representative of voter turnout demographics within the Telluride Fire Protection District in San Miguel County, Colorado for an odd-year November general election.

T1. For statistical purposes only, could you please verify that you are registered to vote in San Miguel County, Colorado?

Yes..... 100%

T2. How familiar are you with the Telluride Fire Protection District and the services that it offers?

Very and Somewhat Familiar Combined 81%

Very Familiar 32%

Somewhat Familiar 49%

Not Too Familiar..... 17%

Not Familiar at All 2%

Unsure or No Opinion..... 0%

T3. As you may know, the Telluride Fire Protection District offers many different services. Among the following list of services that the fire district provides, **please choose up to three** that you think the Telluride Fire Protection District should be addressing the most.

EMS Response, Medical & Trauma-related 911 Calls	71%
Fire Suppression.....	53%
Wildfire Suppression.....	46%
Fire Prevention.....	37%
Rescue Services	27%
Medical Transports to Regional Hospitals	25%
Fire Safety Inspections (Codes and Regulations)	15%
Public Education.....	10%
Hazardous Materials Investigation and Control	3%
Plan Review Services	2%
Unsure or No Opinion.....	2%

T4. Do you approve or disapprove of the job the Telluride Fire Protection District does to provide fire protection, fire suppression, and emergency medical care to the communities they serve?

Total Approve	90%
Total Disapprove	2%
Unsure or No Opinion.....	8%
Strongly Approve	69%
Somewhat Approve.....	21%
Strongly Disapprove.....	1%
Somewhat Disapprove	1%

T5. Do you agree or disagree with the following statement? “The Telluride Fire Protection District is fiscally responsible and spends taxpayer money wisely.”

Total Agree	64%
Total Disagree.....	4%
Unsure or No Opinion.....	32%
Strongly Agree	41%
Somewhat Agree.....	23%
Strongly Disagree.....	1%
Somewhat Disagree	3%



T6. Do you think fire risk in your area has increased, stayed about the same, or declined in the past couple of years?

Total Increased	70%
About the Same	23%
Total Declined	4%
Unsure or No Opinion.....	3%
Definitely Increased	40%
Probably Increased	30%
Definitely Declined.....	2%
Probably Declined.....	2%

T7. Would you support or oppose a property tax increase to create additional funding for the Telluride Fire Protection District?

Total Support	71%
Total Oppose	18%
Unsure or No Opinion.....	11%
Strongly Support	33%
Somewhat Support.....	38%
Strongly Oppose	7%
Somewhat Oppose.....	11%



Before we continue, it is important to understand that Telluride Fire Protection District has not decided to put a ballot measure before voters next year. However, your honest responses to the following questions will help the district make that decision.

T8. The Telluride Fire Protection District is considering a ballot measure that would increase property taxes by 4.0 mills to raise \$3.65 million in additional funding for the fire district. The additional revenue would be used for building remodel and maintenance, additional personnel support, and to update equipment.

The ballot measure would increase the current mills for the fire district from 4.315 to 8.315. An 8.315 mill property tax would cost a homeowner approximately \$305.56 annually or \$25.46 per month for a home valued at \$500,000.

Knowing this information, if an election were being held today, would you vote yes and approve a 4.0 mill property tax increase to raise \$3.65 million in additional funding for the Telluride Fire Protection District, or would you vote no and reject it?

Total Yes, Approve.....	64%
Total No, Reject.....	31%
Undecided.....	5%
Definitely Yes, Approve	25%
Probably Yes, Approve.....	39%
Definitely No, Reject	15%
Probably No, Reject.....	16%



We now will share some information about the reasons why the Telluride Fire Protection District is considering a ballot measure to create additional funding for the fire district. 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:

T9. If the ballot measure passes, the funding would be used to remodel all four Telluride Fire Protection District stations, and potentially build two additional stations. The ballot measure would also allow the district to hire additional staff for full-time firefighters, wildfire firefighters, a training officer, and a potential Deputy Chief. It would also fund upgrades to the current ambulances and other equipment. Knowing this information, are you:

Total More Likely to Approve..... 73%
Total More Likely to Reject 19%
Unsure No Opinion 8%

Much More Likely to Approve 33%
Somewhat More Likely to Approve 40%

Much More Likely to Reject 9%
Somewhat More Likely to Reject..... 10%

T10. Currently, the Telluride Fire Protection District costs homeowners \$166.56 per year for a home valued at \$500,000. The potential 4.0-mill increase would take property taxes for the fire district from 4.315 to 8.315-mills and would cost homeowners an additional \$139.00 per year, for a total cost of \$305.56 annually. Knowing this information, are you:

Total More Likely to Approve..... 66%
Total More Likely to Reject 27%
Unsure No Opinion 7%

Much More Likely to Approve 29%
Somewhat More Likely to Approve 37%

Much More Likely to Reject 13%
Somewhat More Likely to Reject..... 14%



T11. The current rate of 4.315 mills generates approximately \$3.9 million for the Telluride Fire Protection District. If the ballot measure is passed to increase property taxes by 4.0 mills, it would generate an additional \$3.65 million for the fire district. Knowing this information, are you:

Total More Likely to Approve..... 62%
Total More Likely to Reject 27%
Unsure No Opinion 11%

Much More Likely to Approve 23%
Somewhat More Likely to Approve 39%

Much More Likely to Reject 11%
Somewhat More Likely to Reject..... 16%

T12. The Telluride Fire Protection District has been good stewards of taxpayer money in the past. They saved the district approximately \$400,000 by reissuing a general obligation bond that was originally issued in 2004 and reissued again in 2014 at a lesser rate of interest. Knowing this information, are you:

Total More Likely to Approve..... 70%
Total More Likely to Reject 15%
Unsure No Opinion 15%

Much More Likely to Approve 32%
Somewhat More Likely to Approve 38%

Much More Likely to Reject 6%
Somewhat More Likely to Reject..... 9%



T13. The Telluride Fire Protection District has deferred maintenance and replacements to apparatuses such as emergency equipment and fire trucks due to increases in costs. This ballot measure would allow them to update equipment and apparatuses. Knowing this information, are you:

Total More Likely to Approve..... 82%
Total More Likely to Reject 14%
Unsure No Opinion 4%

Much More Likely to Approve 42%
Somewhat More Likely to Approve 40%

Much More Likely to Reject 4%
Somewhat More Likely to Reject..... 10%

T14. Now that you have read/heard some information about the reasons why the Telluride Fire Protection District is considering a ballot measure to increase property taxes for additional funding for the fire district. As a reminder, if approved the ballot measure would increase property taxes by 4.0 mills to raise \$3.65 million in additional funding for the fire district to fund building maintenance, additional personnel, and to update equipment.

The ballot measure would increase the current mills for the fire district from 4.315 to 8.315. An 8.315 mill property tax would cost a homeowner approximately \$305.56 annually or \$25.46 per month for a home valued at \$500,000.

Knowing this information, if an election were being held today, would you vote yes and approve a 4.0 mill property tax increase to raise \$3.65 million in additional funding for the Telluride Fire Protection District, or would you vote no and reject it?

Total Yes, Approve..... 66%
Total No, Reject..... 27%
Undecided..... 6%

Definitely Yes, Approve 30%
Probably Yes, Approve..... 36%

Definitely No, Reject 13%
Probably No, Reject..... 14%

Among those Undecided:

Lean Toward Voting Yes, Approve 2%
Lean Toward Voting No, Reject 1%
Still Undecided 3%



T15. Please describe the reasons why you would vote yes and approve the Telluride Fire Protection District ballot measure.

**Verbatim responses are in a separate document.*

T16. Please describe the reasons why you would vote no and reject the Telluride Fire Protection District ballot measure.

**Verbatim responses are in a separate document.*

T17. Please describe the reasons why you are undecided about approving or rejecting the Telluride Fire Protection District ballot measure.

**Verbatim responses are in a separate document.*

T18. If you had to decide today, would you lean towards voting yes and approving the Telluride Fire Protection District ballot measure or lean toward voting no and rejecting the ballot measure?

Lean Toward Voting Yes, Approve 29%
Lean Toward Voting No, Reject 11%
Still Undecided 60%

And now we have some questions for statistical purposes only.

T19. Although it is a long way off, how likely are you to vote in a Telluride Fire Protection District ballot measure election regarding fire safety needs in May of 2023?

Extremely Likely 65%
Very Likely 27%
Somewhat Likely 7%
Unlikely to Vote 1%

T20. Are you:

Male 50%
Female 50%
Self-Identify <1%



T21. Are you between the ages of:

18 to 34	17%
35 to 44	15%
45 to 54	23%
55 to 64	20%
65 Plus.....	25%

T22. Do you rent or own your home?

Own	77%
Rent.....	18%
I Prefer Not to Say.....	5%

T23. For statistical and weighting purposes only, are you registered to vote as an unaffiliated voter, a Democrat, a Republican, or are you registered with another party?

Democrat.....	55%
Unaffiliated.....	35%
Republican	9%
Other Party	1%

T24. How would you describe your household income?

Less than \$25,000.....	3%
\$25,000 to \$49,000	6%
\$50,000 to \$99,000	27%
\$100,000 to \$149,000	20%
More than \$150,000	31%
Prefer Not to Say.....	13%

T25. For survey weighting purposes only, where do you live?

Telluride	52%
Mountain Village	11%
Other Area.....	37%



Survey Methodology

This data collection for this survey employed MMS text messages and live telephone interviews among registered voters in the Telluride Fire Protection District in San Miguel County, Colorado. There was also a live link on the Fire District website and social media pages that allowed citizens to participate in the survey. The survey response data was weighted to reflect the voter turnout demographics for an odd-year November general election in the Telluride Fire Protection District in San Miguel County, Colorado. The interviews were conducted from September 6th – 22nd, 2022. This survey has a margin of error of +/- 4.98% at the 95 percent confidence interval.

