

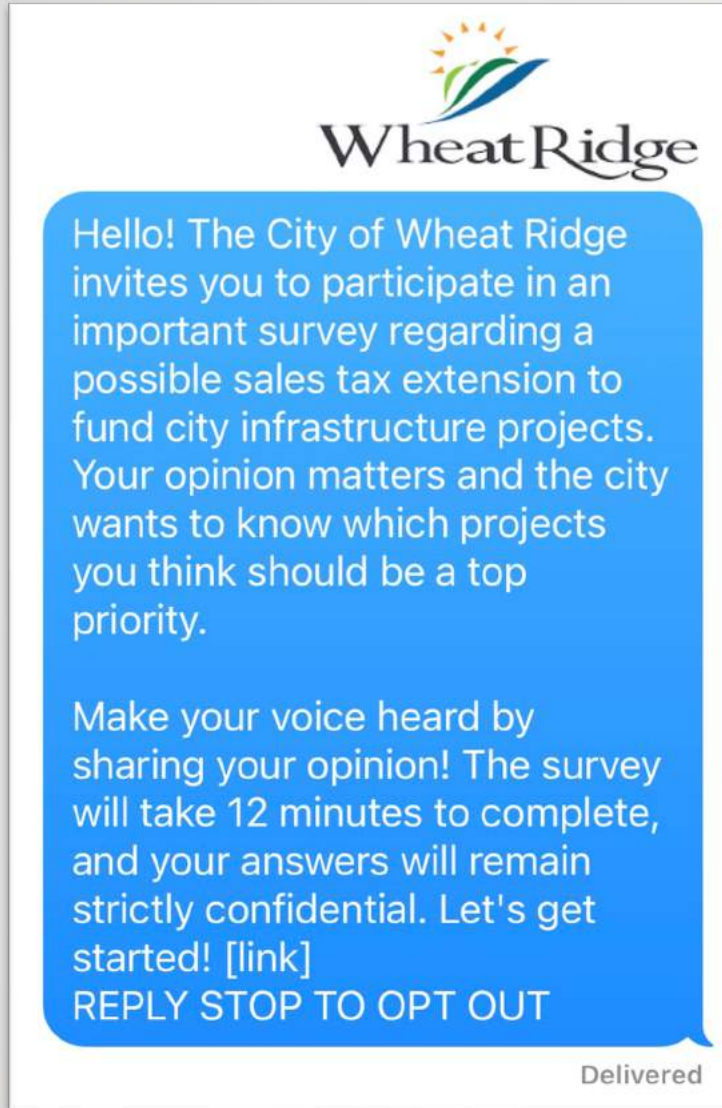


City of Wheat Ridge 0.5% Sales Tax Extension Survey

March 9th to 23rd, 2023



Methodology

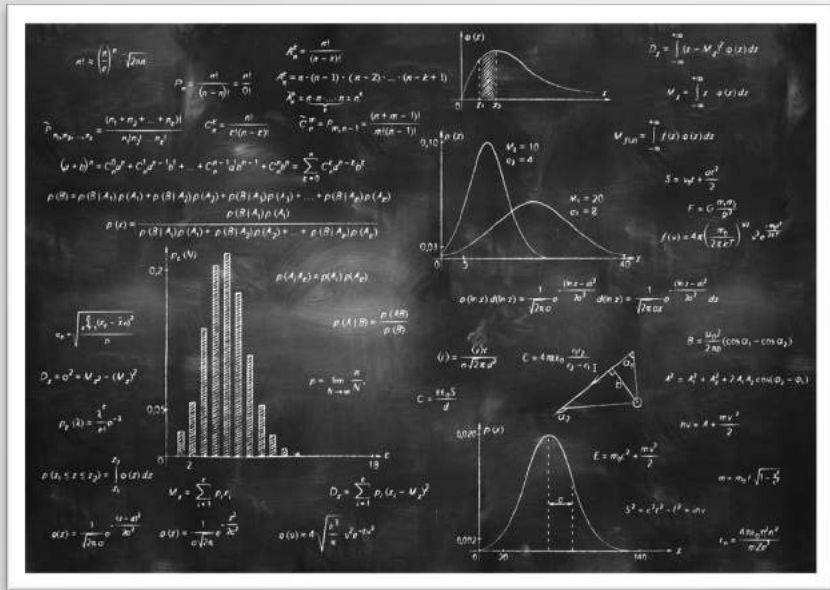


Magellan Strategies is pleased to present the results of an online survey of 1,236 residents of Wheat Ridge, Colorado. The interviews were conducted from March 9th –23rd, 2023.

The overall survey responses have a margin of error of +/- 2.72% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

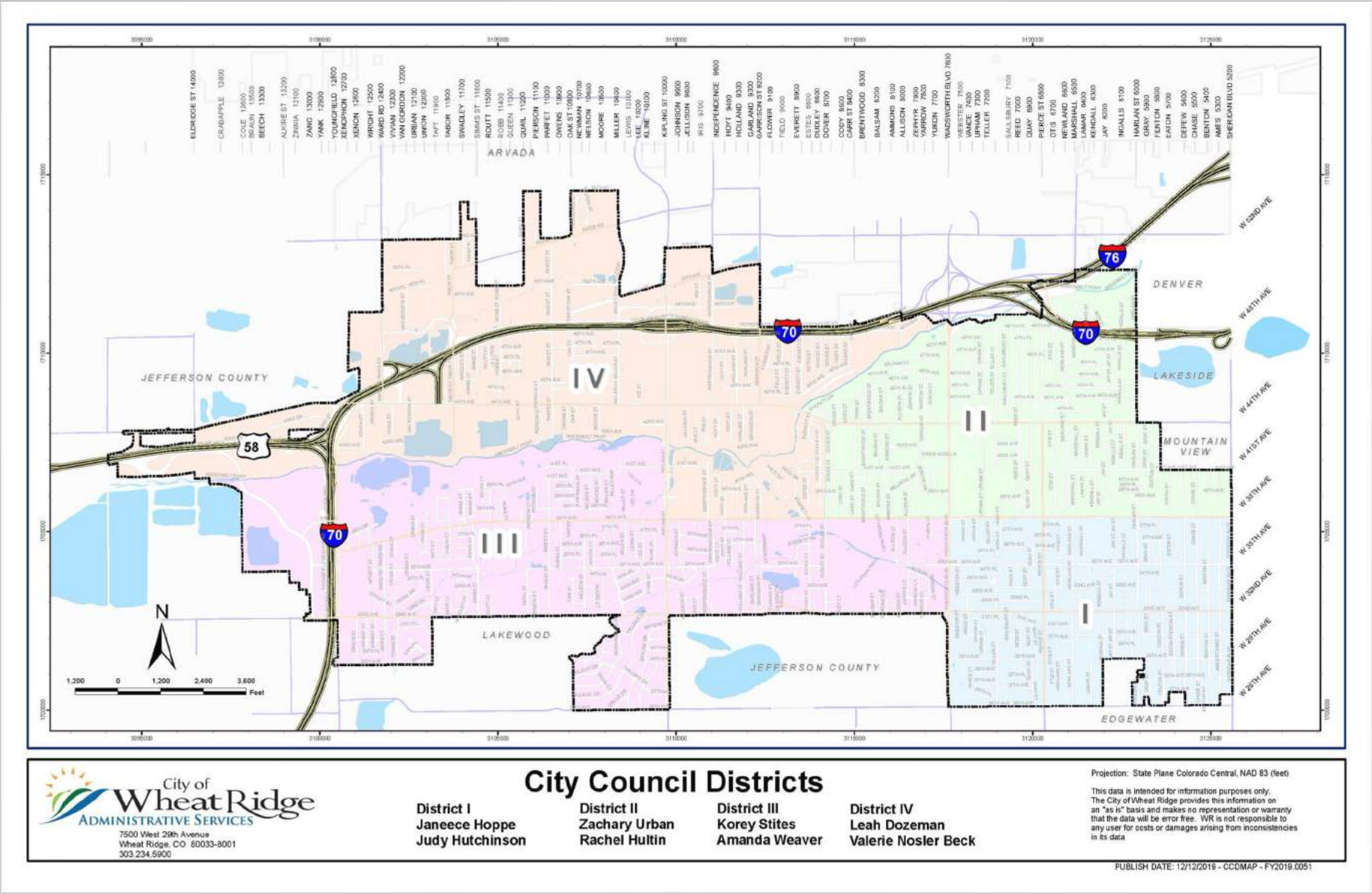
The survey results were weighted to be representative of odd-year voting demographics in the City of Wheat Ridge.

Survey Goals & Objectives



This survey's focus was on measuring and understanding Wheat Ridge voter support and opposition to a 0.5% sales tax extension to fund street and road improvements and capital projects.

City of Wheat Ridge City Council Districts



City of Wheat Ridge Voter Demographics

City of Wheat Ridge

Magellan Strategies Voter Registration and Past Election Turnout Report

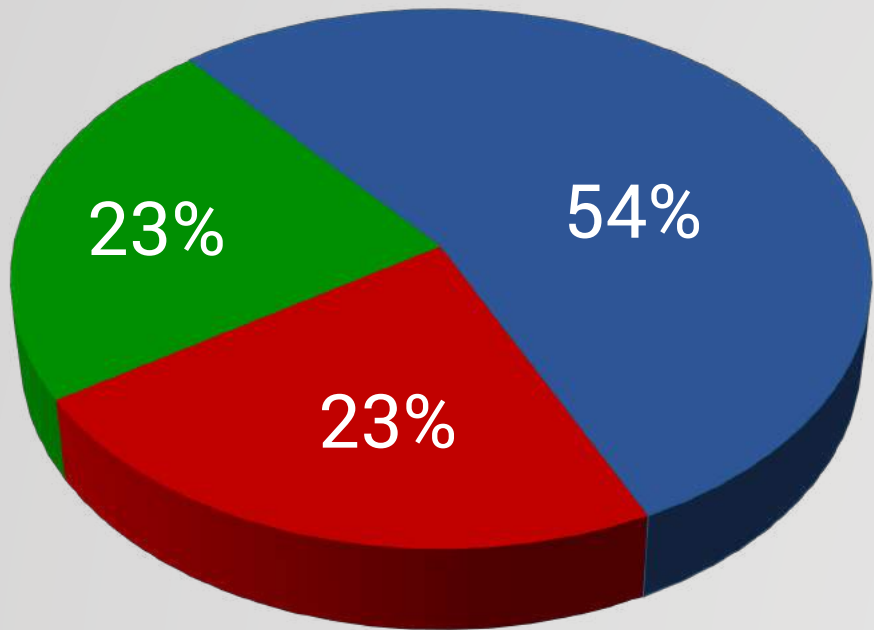
District	Registration		2022		2021		2020		2019	
District 1	6,416	24.7%	4,028	24.8%	2,411	24.9%	5,241	26.0%	2,672	25.5%
District 2	6,360	24.5%	4,026	24.8%	2,393	24.7%	5,072	25.2%	2,645	25.3%
District 3	7,133	27.5%	4,886	30.1%	3,216	33.2%	5,589	27.8%	3,263	31.2%
District 4	6,038	23.3%	3,277	20.2%	1,673	17.3%	4,225	21.0%	1,888	18.0%
Total	25,947		16,217		9,693		20,127		10,468	

Sex	Registration		2022		2021		2020		2019	
Female	13,301	51.3%	8,604	53.1%	5,227	53.9%	10,659	53.0%	5,669	54.2%
Male	12,646	48.7%	7,613	46.9%	4,466	46.1%	9,468	47.0%	4,799	45.8%
Total	25,947		16,217		9,693		20,127		10,468	

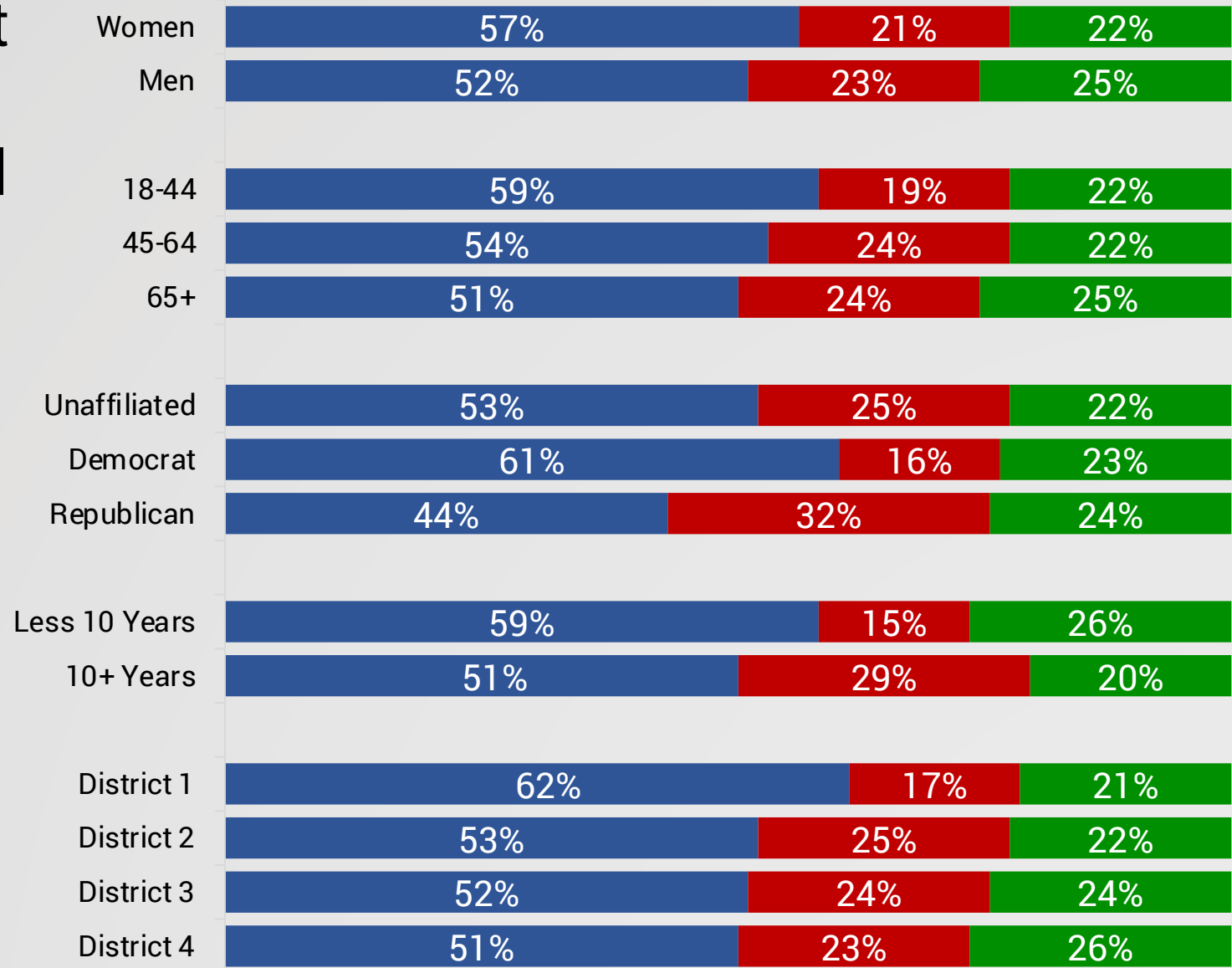
Age Group	Registration		2022		2021		2020		2019	
18-34	7,629	29.4%	3,431	21.2%	1,283	13.2%	4,979	24.7%	1,425	13.6%
35-44	5,318	20.5%	3,127	19.3%	1,491	15.4%	3,750	18.6%	1,530	14.6%
45-54	3,284	12.7%	2,102	13.0%	1,210	12.5%	2,632	13.1%	1,371	13.1%
55-64	3,597	13.9%	2,579	15.9%	1,842	19.0%	3,395	16.9%	2,163	20.7%
65+	6,119	23.6%	4,978	30.7%	3,867	39.9%	5,371	26.7%	3,979	38.0%
Total	25,947		16,217		9,693		20,127		10,468	

Party	Registration		2022		2021		2020		2019	
Unaffiliated	12,072	46.5%	6,663	41.1%	3,535	36.5%	8,095	40.2%	3,533	33.8%
Democrat	9,105	35.1%	6,409	39.5%	4,030	41.6%	7,811	38.8%	4,357	41.6%
Republican	4,230	16.3%	2,903	17.9%	2,036	21.0%	3,918	19.5%	2,457	23.5%
Libertarian	327	1.3%	164	1.0%	58	0.6%	202	1.0%	80	0.8%
Other	213	0.8%	78	0.5%	34	0.4%	101	0.5%	41	0.4%
Total	25,947		16,217		9,693		20,127		10,468	

Do you think things in Wheat Ridge are heading in the right direction, or do you feel things are off on the wrong track?



■ Right Direction
■ Wrong Track
■ No Opinion



■ Right Direction
 ■ Wrong Track
 ■ No Opinion

Why 54% of Residents Think Things are Headed in the Right Direction

Please explain the reasons why you think things in Wheat Ridge are headed in the right direction.

The top four themes emerging from the responses to the question "Please explain the reasons why you think things in Wheat Ridge are headed in the right direction" are:

- 1. Infrastructure and Road Improvements:** Many residents highlight the positive impact of infrastructure developments, particularly the widening of Wadsworth Boulevard, improvements on 38th Avenue, and enhanced road maintenance. These improvements are seen as crucial for easing traffic congestion, enhancing accessibility, and beautifying the area.
- 2. Community Growth and Development:** A recurrent theme is the influx of new businesses, dining options, and young families moving into Wheat Ridge. The development of multifamily housing and the expansion of small shopping districts are viewed positively, indicating a thriving community that is attractive to both residents and visitors. This growth is also linked to increasing safety and a sense of community well-being.
- 3. Enhancements in Public Spaces and Recreation:** There is significant appreciation for the investments in public parks, bike lanes, and pedestrian-friendly infrastructure. The development of outdoor spaces like the Clear Creek Greenbelt and the improvements in park facilities reflect a commitment to enhancing the quality of life for residents.
- 4. Resident Engagement and Responsive Governance:** A notable number of responses commend the city's efforts in seeking resident input and maintaining transparency in decision-making processes. The community values the city council's responsiveness and the opportunity for residents to contribute to the planning and prioritization of city projects. This engagement is seen as key to ensuring that developments align with the community's needs and desires.

Why 23% of Residents Think Things Are On the Wrong Track

Please explain the reasons why you feel things in Wheat Ridge are off on the wrong track.

The top four themes emerging from the responses to the question "Please explain the reasons why you feel things in Wheat Ridge are off on the wrong track" are:

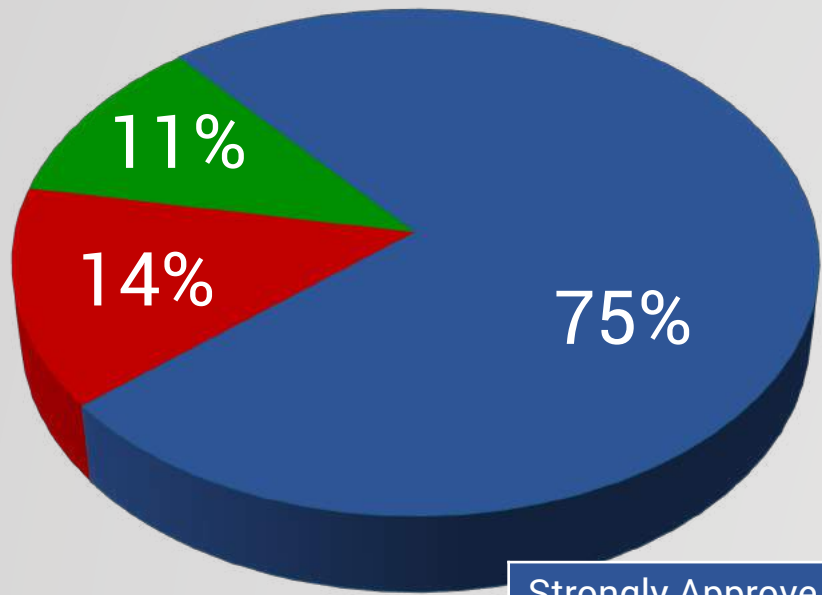
1. Infrastructure and Urban Development Concerns: Many residents express dissatisfaction with the current state and maintenance of infrastructure, including roads and parks. Overcrowding due to high-density housing developments, particularly large apartment complexes, is a recurrent concern. There is also frustration over the pace and planning of construction projects, including the Wadsworth Boulevard project, and concerns about the impact of development on the community's character.

2. Safety and Crime Issues: A significant number of responses indicate a growing concern about crime rates and safety, especially in relation to the increasing visibility of homelessness and drug use. Residents are troubled by the presence of homeless individuals in public spaces, such as parks and near highways, and the perceived increase in theft and other criminal activities.

3. Lack of Community Amenities and Services:** Respondents express dissatisfaction with the lack of desirable local businesses, restaurants, and retail options. The closure of schools and the limited appeal of available amenities and commercial areas are seen as detriments to the community's appeal and livability.

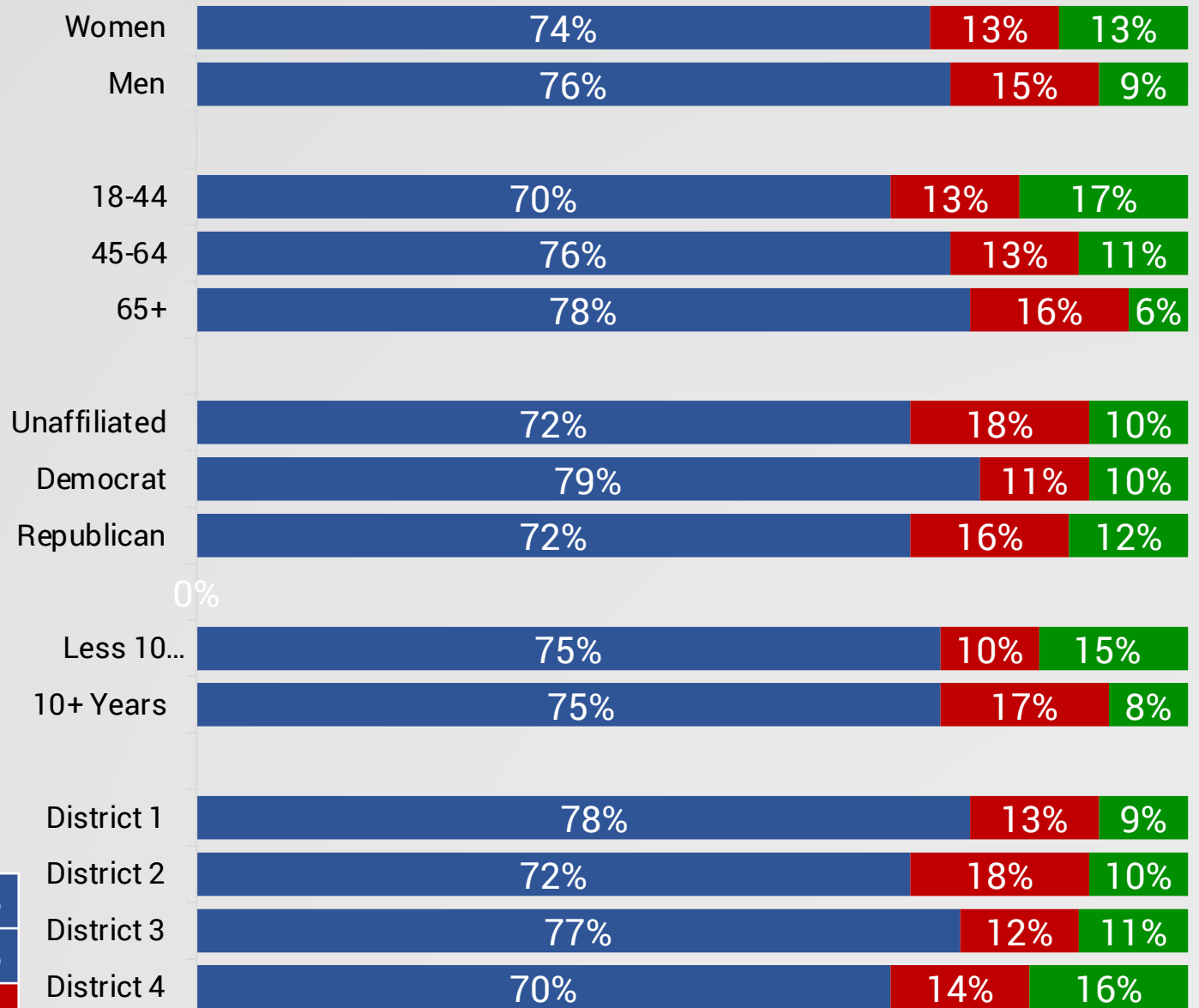
4. City Governance and Policy Decisions: There is a notable dissatisfaction with the decisions and priorities of city governance. Residents feel that the city council is not adequately listening to or addressing the concerns of citizens. Issues raised include perceived mismanagement of funds, lack of transparency, and failure to adequately address key issues like zoning, traffic management, and the preservation of the city's character.

Do you approve or disapprove of the job the City of Wheat Ridge is doing providing services to city residents?



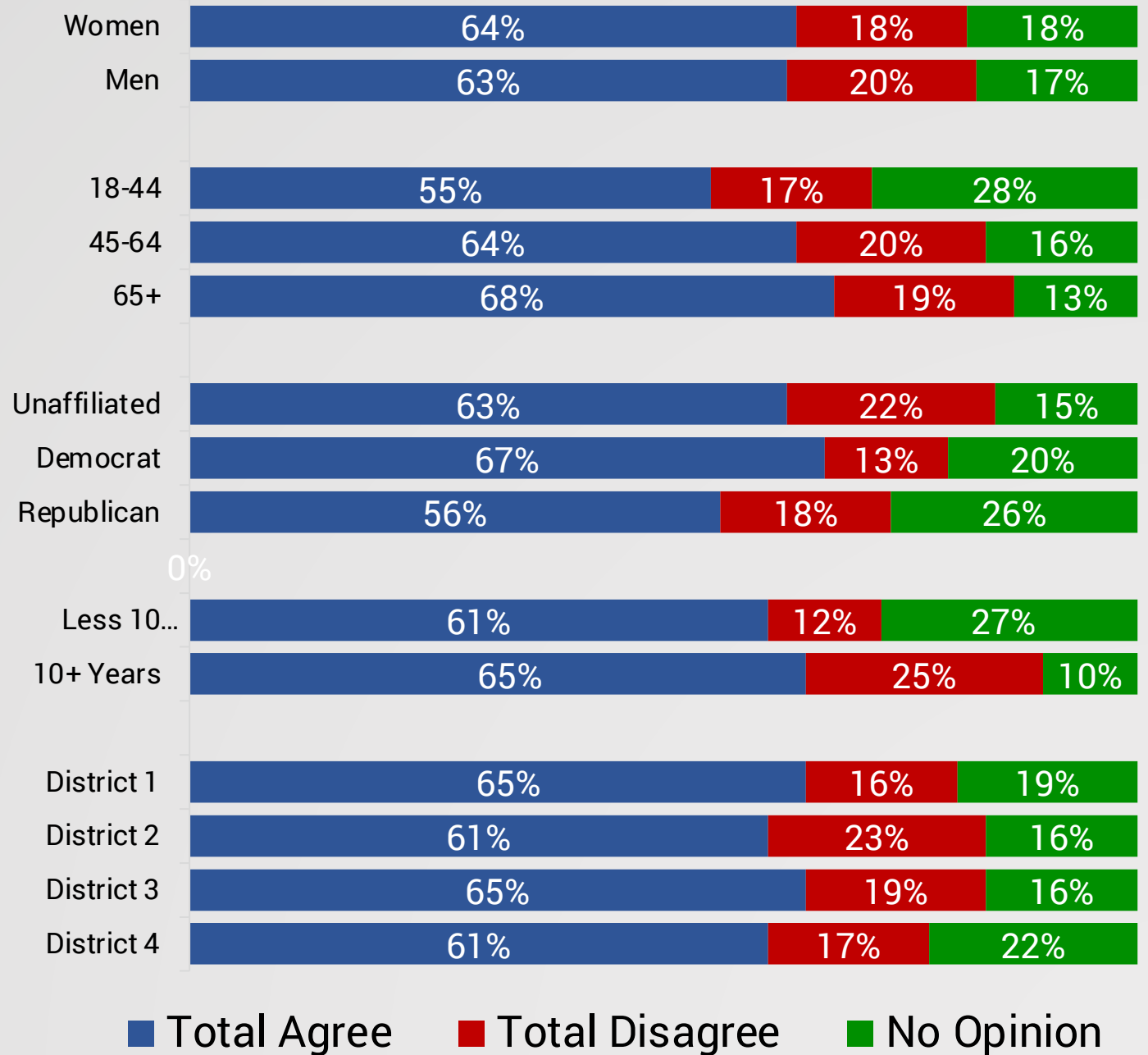
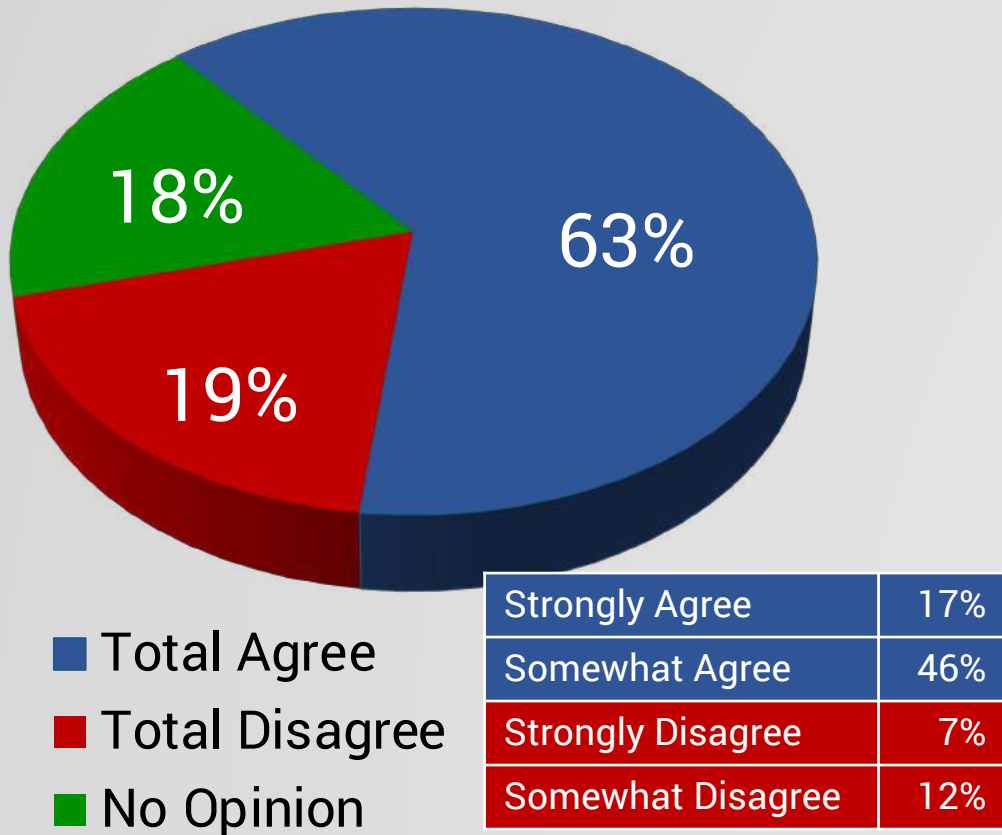
■ Total Approve
■ Total Disapprove
■ No Opinion

Strongly Approve	19%
Somewhat Approve	56%
Strongly Disapprove	4%
Somewhat Disapprove	10%

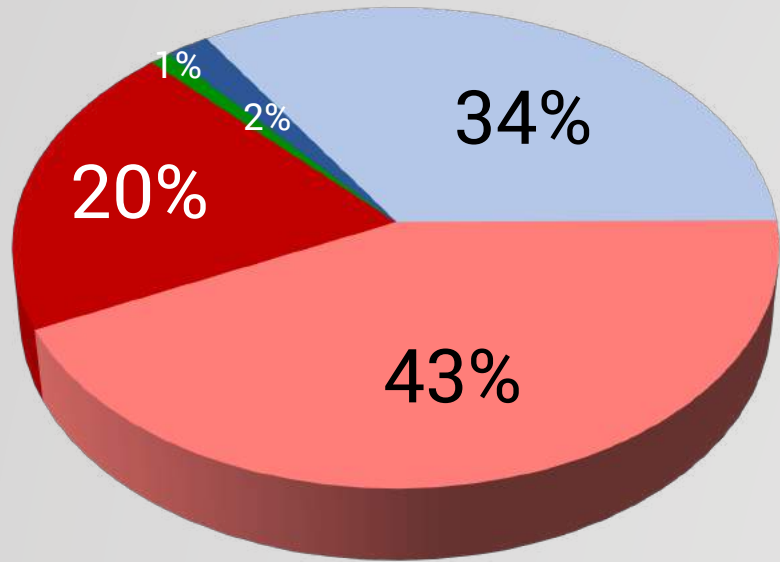


■ Total Approve
 ■ Total Disapprove
 ■ No Opinion

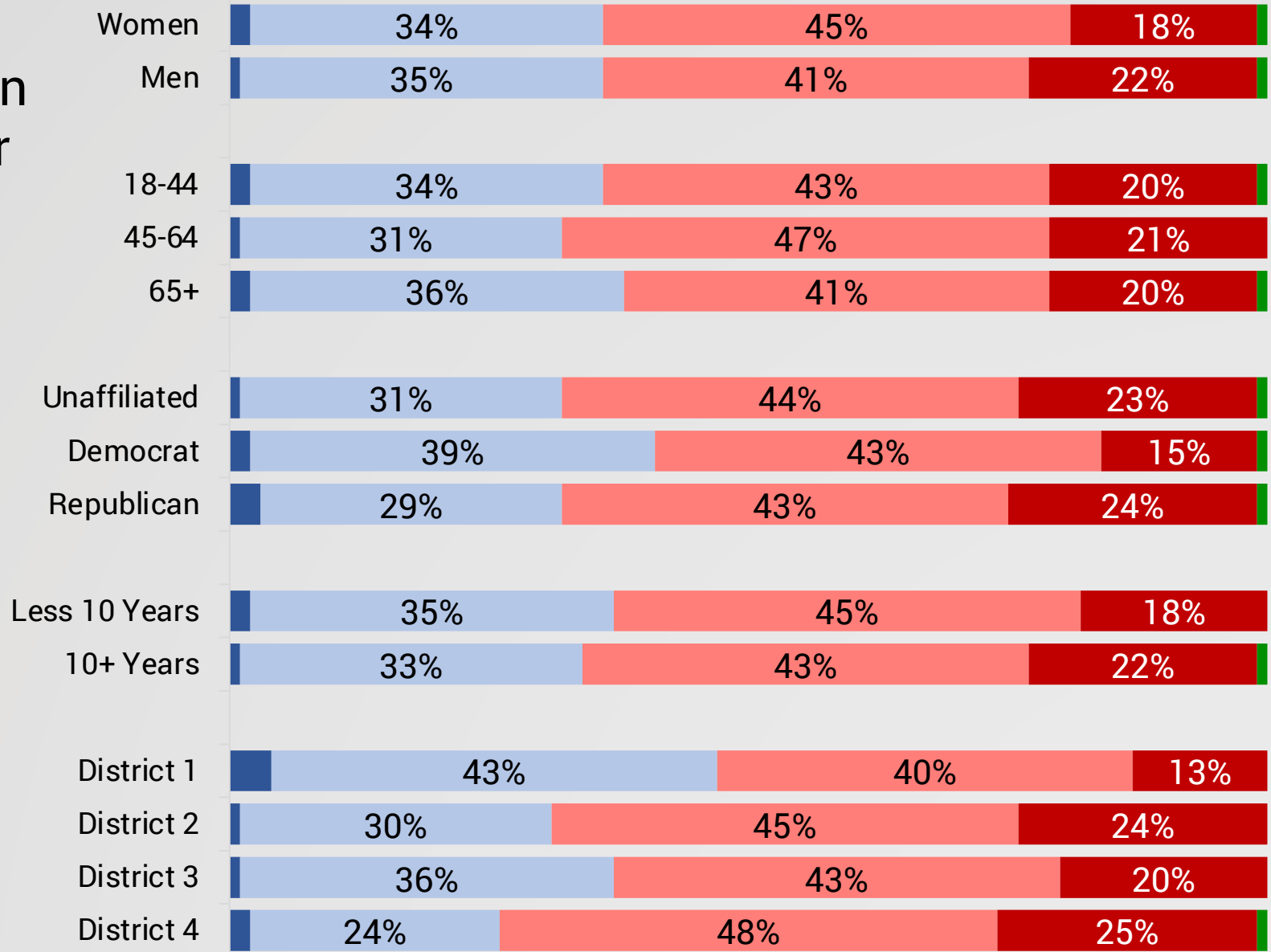
Do you agree or disagree with the following statement? The City of Wheat Ridge is fiscally responsible and spends taxpayer money wisely.



How would you rate the condition of the major streets in Wheat Ridge? Do you consider them to be in excellent, good, fair, or poor condition?

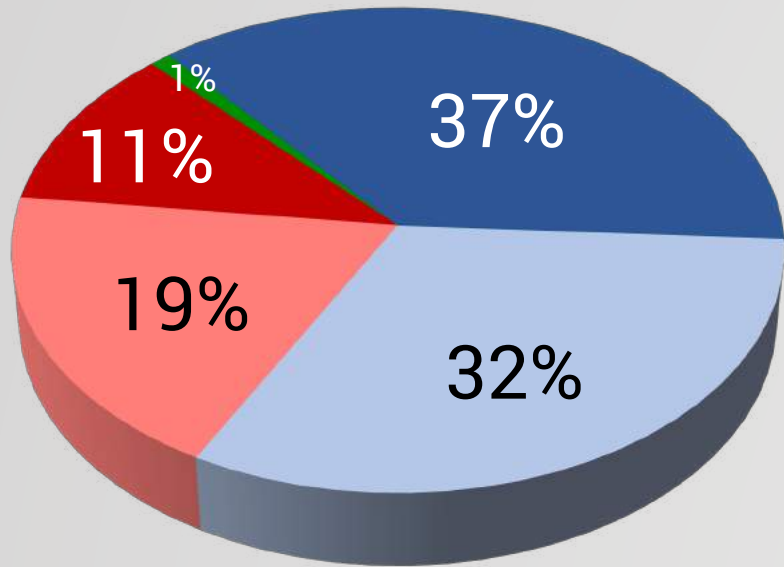


■ Excellent ■ Good
■ Fair ■ Poor
■ No Opinion

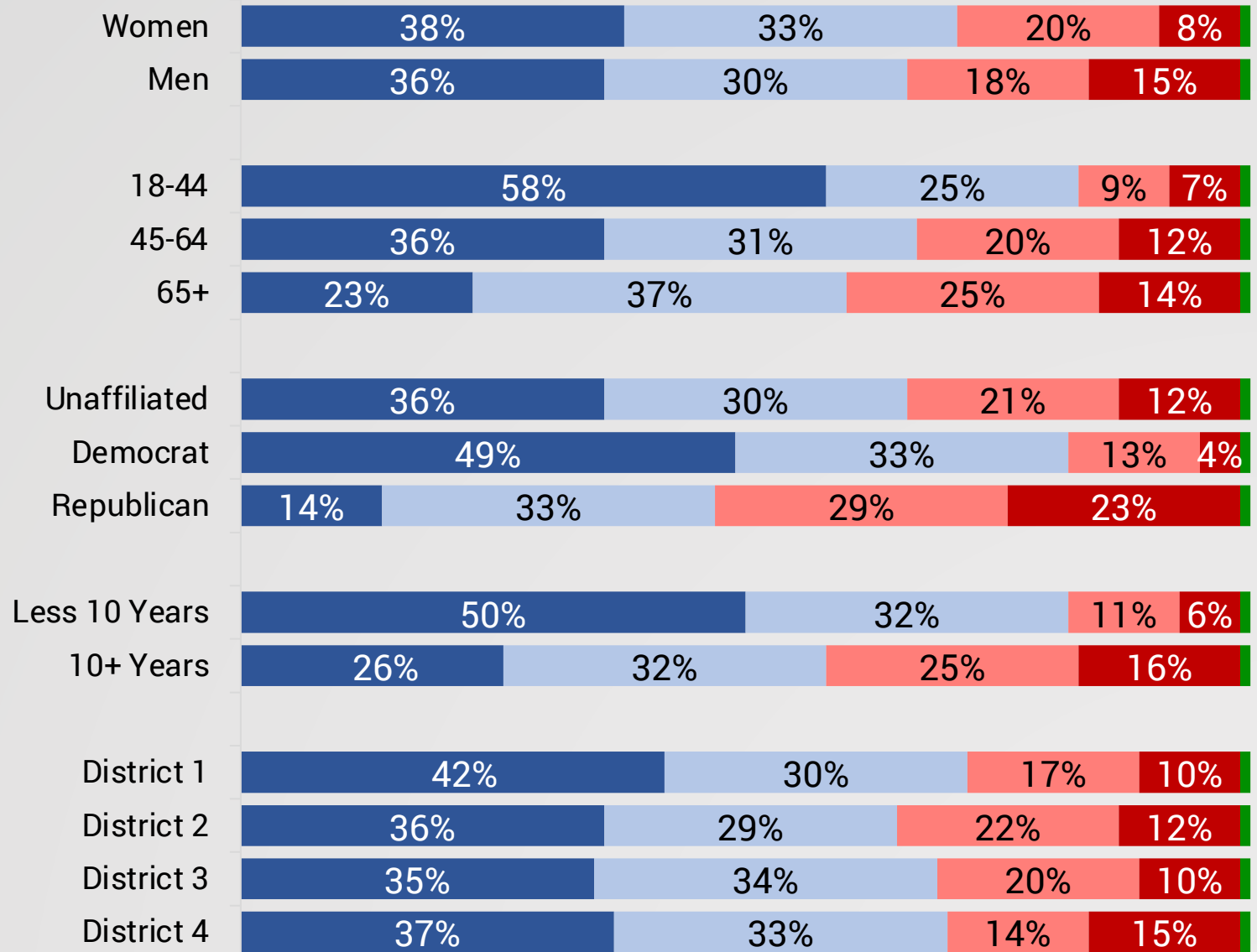


■ Excellent ■ Good ■ Fair ■ Poor ■ No Opinion

How important to you, if at all, are continued improvements to sidewalks and bike lanes to enhance pedestrian and bicyclist mobility in Wheat Ridge?



- Essential
- Very Important
- Somewhat Important
- Not at all Important
- No Opinion



- Essential
- Very Important
- Somewhat Important
- Not at all Important
- No Opinion

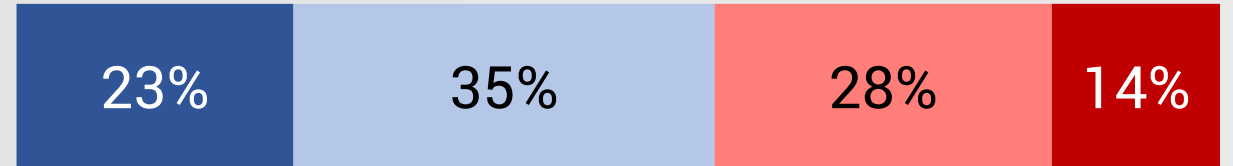
Prioritizing City Infrastructure Projects

Following are four categories of infrastructure projects that need to be addressed by the City. Please rank them in order of priority to be completed. Ranking a category #1 indicates that it is your top priority, and you want it to be addressed first. Ranking a category #4 indicates that it is your least priority and should be completed last.

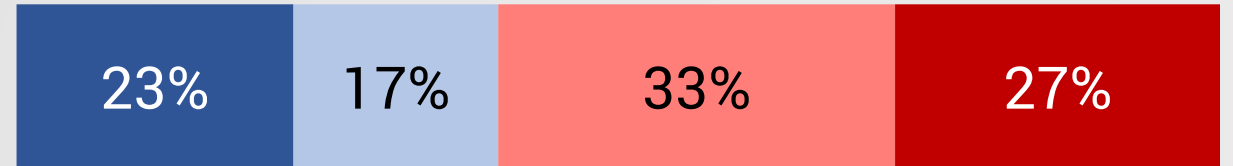
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.



Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridors



Drainage and floodplain infrastructure improvements throughout the City



Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space



■ Ranked #1 ■ #2 ■ #3 ■ #4

Infrastructure Project Information & Cost



Before we continue, it is important to understand that the City has made no decisions to put a ballot measure before Wheat Ridge voters this November asking them to approve or reject a sales tax extension. Your responses to the following questions will help the City make that decision. Let's continue the survey now.

Wheat Ridge voters approved a temporary one-half of one-cent (0.5%) sales tax rate increase in 2016 for improvements to Anderson Park, Wadsworth Boulevard, Wheat Ridge-Ward commuter rail station area, and the Clear Creek Crossing development.

City Council is considering a ballot measure for the November 2023 election that would ask voters to approve an extension of this temporary tax for additional projects across the city that are currently unfunded.

Infrastructure Projects

Following are descriptions of each infrastructure project and its approximate cost. After reading about each project, please indicate if you are more likely or less likely to vote yes and approve or vote no and reject a 0.5% sales tax extension for 10 to 20 years if that project was included in the list of projects that would be completed.

Sidewalk gap improvements throughout the city with an emphasis on areas near transit lines and schools. The project cost is approximately \$5 million. (41% much more likely)



Drainage and floodplain infrastructure improvements throughout the city. The project cost is approximately \$4 million. (38% much more likely)



38th Ave sidewalks and street improvements from Wadsworth to Harlan. The project cost is approximately \$11 million. (38% much more likely)



32nd Ave street improvements to include sidewalks and bike lanes from Kipling to Wadsworth. The project cost is approximately \$12 million. (35% much more likely)



Improvements on 44th Avenue, including new signals and pedestrian crossing between Kipling and Ward. The project cost is approximately \$2.5 million. (27% much more likely)



■ More Likely Yes ■ More Likely No ■ Unsure

Infrastructure Projects

Following are descriptions of each infrastructure project and its approximate cost. After reading about each project, please indicate if you are more likely or less likely to vote yes and approve or vote no and reject a 0.5% sales tax extension for 10 to 20 years if that project was included in the list of projects that would be completed.

Youngfield sidewalk/trail & pedestrian bridge (east side) 38th Ave to 44th Ave. The project cost is approximately \$6 million. (30% much more likely)



38th Ave sidewalks and street improvements from Youngfield to Kipling. The project cost is approximately \$17 million. (32% much more likely)



44th Avenue, wider sidewalks from Ward to Kipling. The project cost is approximately \$10 million. (20% much more likely)



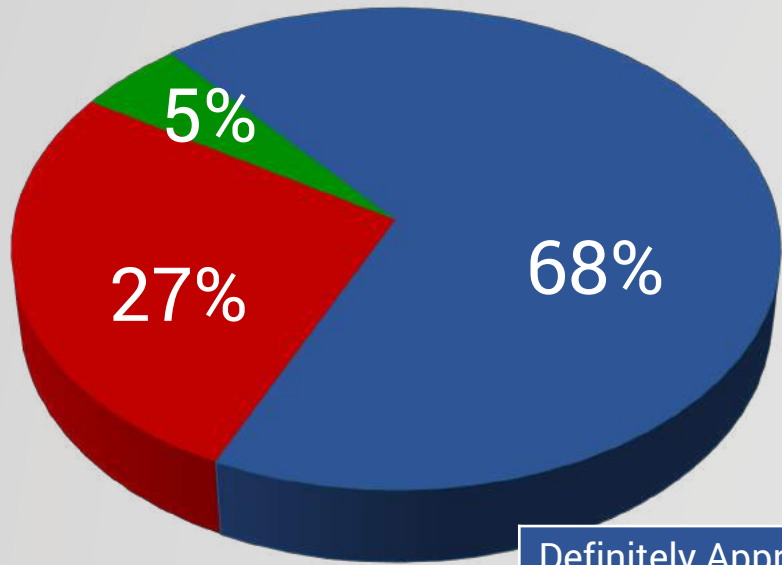
Recreation Center expansion to expand space for additional sports and fitness activities. The project cost is approximately \$15 million. (23% much more likely)



■ More Likely Yes ■ More Likely No ■ Unsure

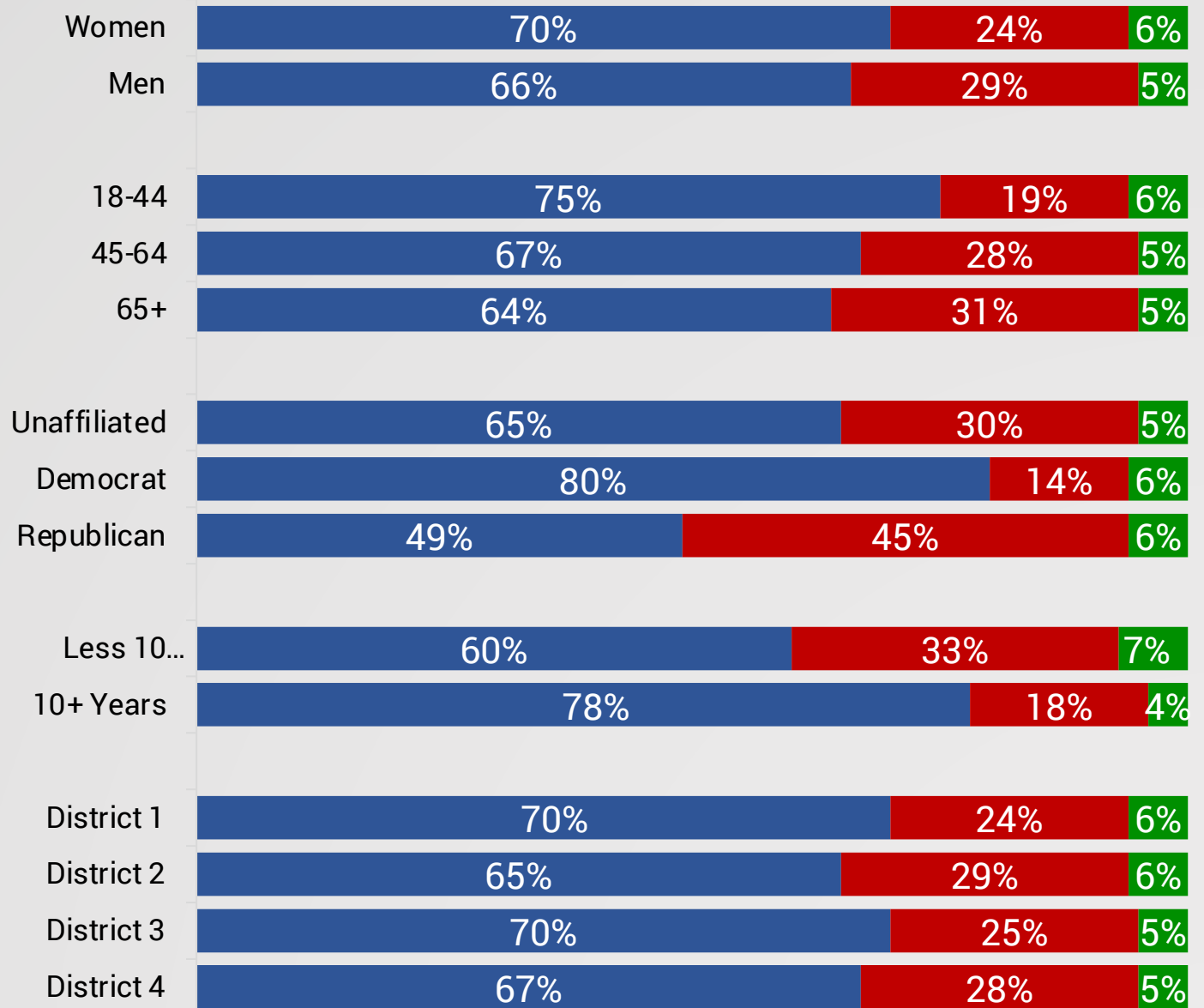
Informed 0.5% Sales Tax Extension Ballot Test

The total cost for all city infrastructure projects described above to be completed is approximately \$82.5 million. If all city projects were included in a ballot measure to extend the 0.5% sales tax for 10-20 years, yielding approximately \$45 million to \$75 million, would you vote yes and approve it or would you vote no and reject it?



■ Total Approve
■ Total Reject
■ Undecided

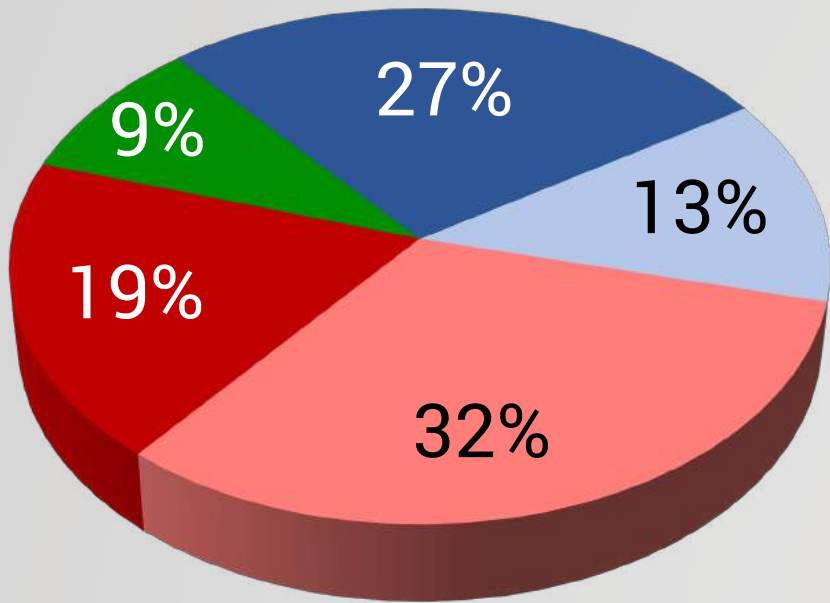
Definitely Approve	32%
Probably Approve	36%
Definitely Reject	13%
Probably Reject	14%



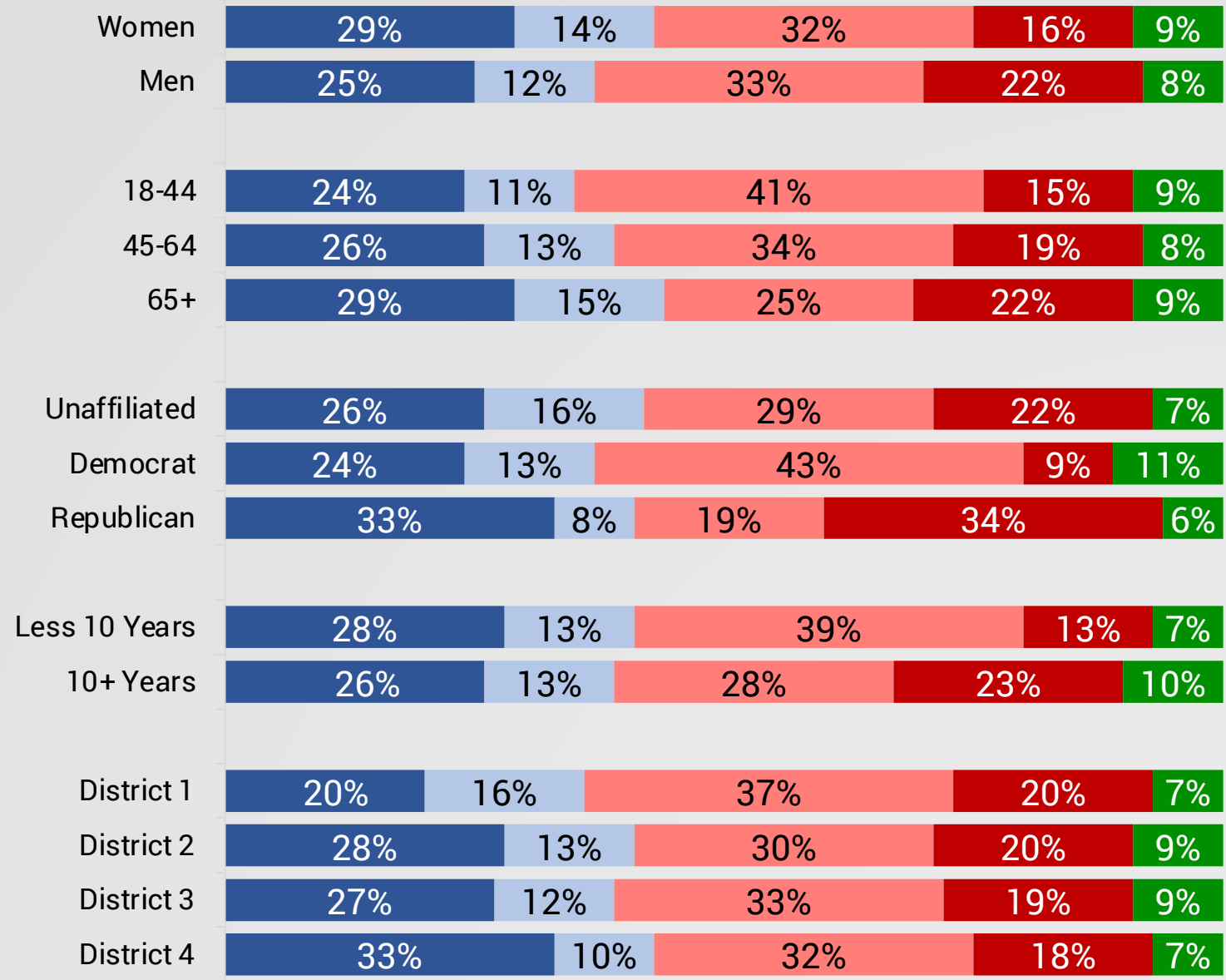
■ Total Approve
 ■ Total Reject
 ■ Undecided

Opinion of Tax Extension Timeline

How long, if at all, would you feel comfortable extending the current temporary one-half of one-cent sales tax rate to fund priority projects throughout the city?



- 10 Years, Yield Approx. \$45 million
- 15 Years, Yielding Approx. \$60 million
- 20 Years, Yielding Approx. \$75 million
- I Do Not Want to Extend the Sales Tax
- Unsure



- 10 Years
- 15 Years
- 20 Years
- Do Not Want to Extend
- Unsure

Final Thoughts & Opinions

Do you have any final thoughts or opinions regarding the potential 0.5% sales tax extension that you would like to share with the City of Wheat Ridge?

The top four themes emerging from the responses to the question "Do you have any final thoughts or opinions regarding the potential 0.5% sales tax extension that you would like to share with the City of Wheat Ridge?" are:

1. Opposition to Further Tax Increases: Many residents express strong opposition to any additional tax increases, citing the rising cost of living, current economic pressures, and the belief that the city should better manage its existing budget. There is a sense of tax fatigue among the population, with some residents feeling overburdened by the continuous tax hikes.

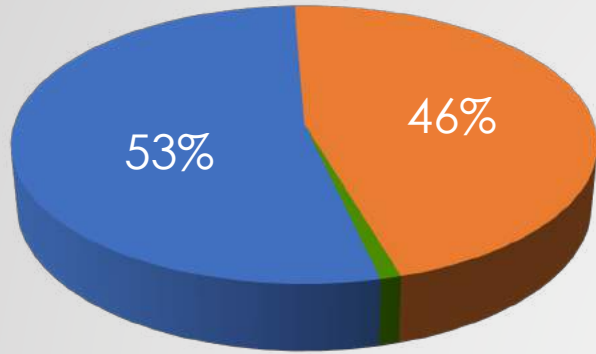
2. Concerns About City's Fiscal Management and Priorities: Skepticism exists about the city's ability to manage funds effectively and responsibly. Respondents question the city's spending decisions, including the allocation of funds for certain projects such as the 38th Avenue redevelopment, and suggest that the city should focus on more essential services and infrastructure improvements.

3. Desire for Improved Infrastructure and Services: Many responses highlight the need for improved infrastructure, particularly in areas like sidewalk repair, street maintenance, and floodplain management. There is a call for the city to prioritize these fundamental services, reflecting a desire for tangible improvements that directly impact residents' daily lives.

4. Community and Public Safety Concerns: Respondents also emphasize the need for better public safety measures, including enhanced law enforcement and addressing issues related to homelessness and crime. There is a sentiment that the city should focus more on maintaining public safety and the quality of life for its residents.

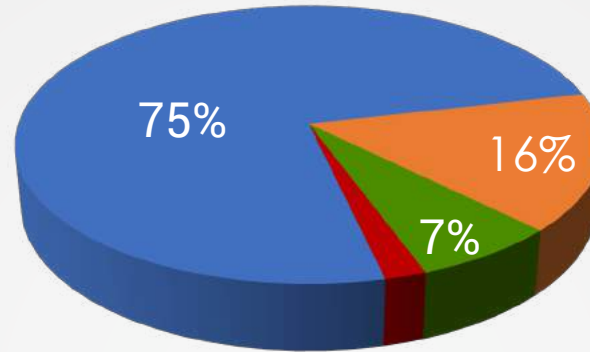
Survey Demographics

Gender



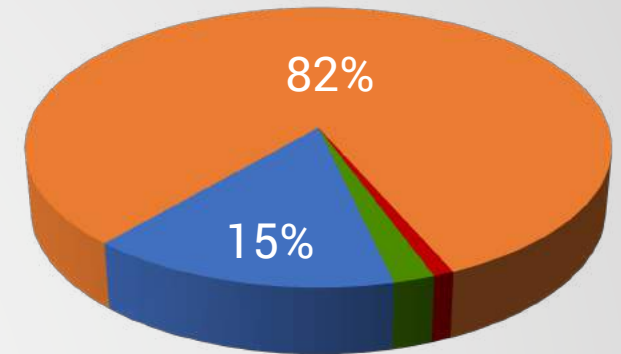
- Female
- Male
- Identify Differently

Likelihood to Vote



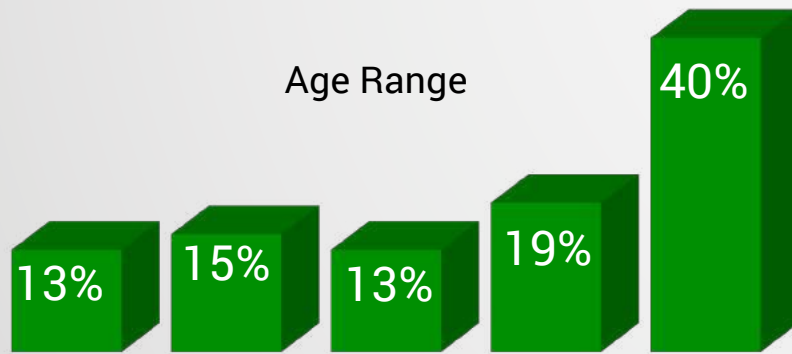
- Extremely Likely
- Very Likely
- Somewhat Likely
- Unlikely to Vote

Rent or Own



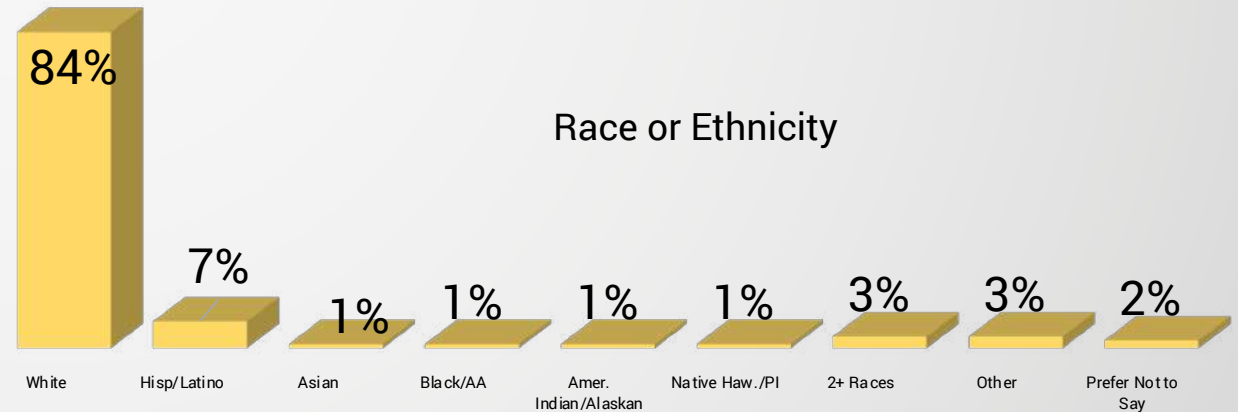
- Rent
- Own
- Other
- Prefer Not to Say

Age Range



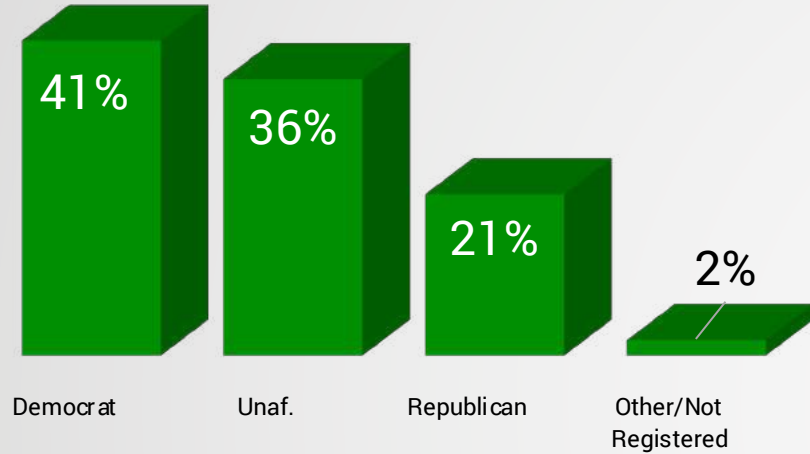
18-34 35-44 45-54 55-64 65+

Race or Ethnicity

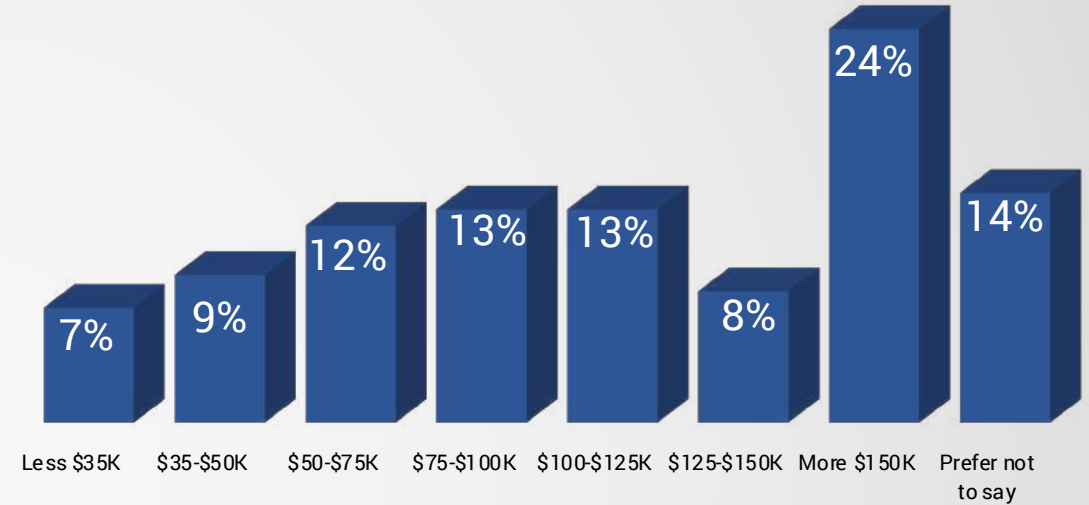


Survey Demographics

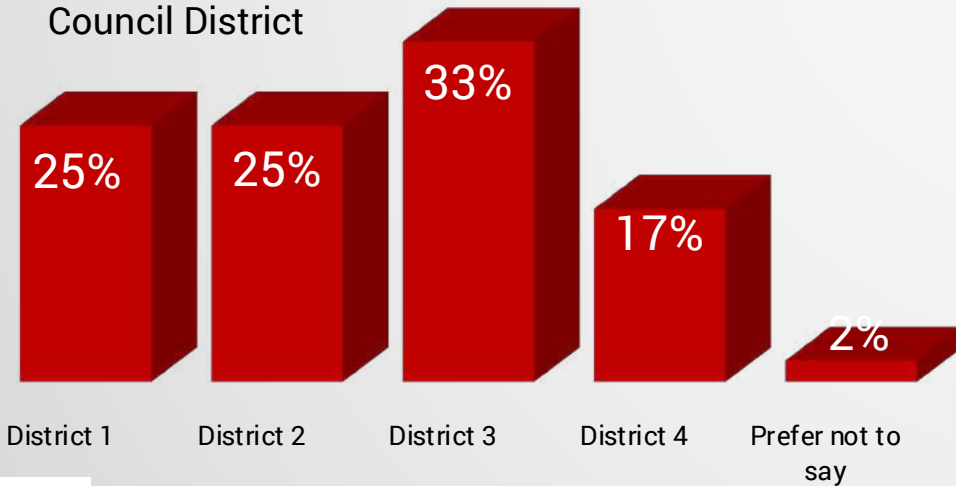
Party Affiliation



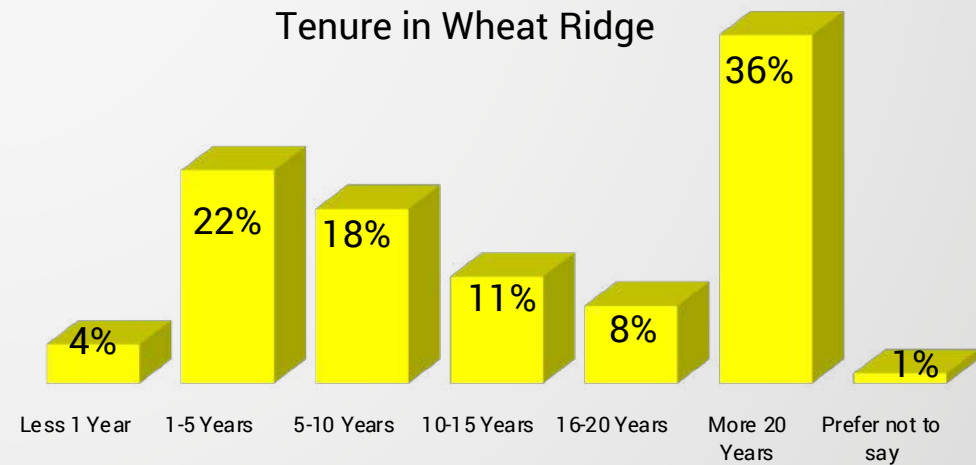
Income



Council District



Tenure in Wheat Ridge



Magellan Strategies

1685 Boxelder St. Suite 300

Louisville, CO 80027

www.MagellanStrategies.com

(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers | Katie Witt

