

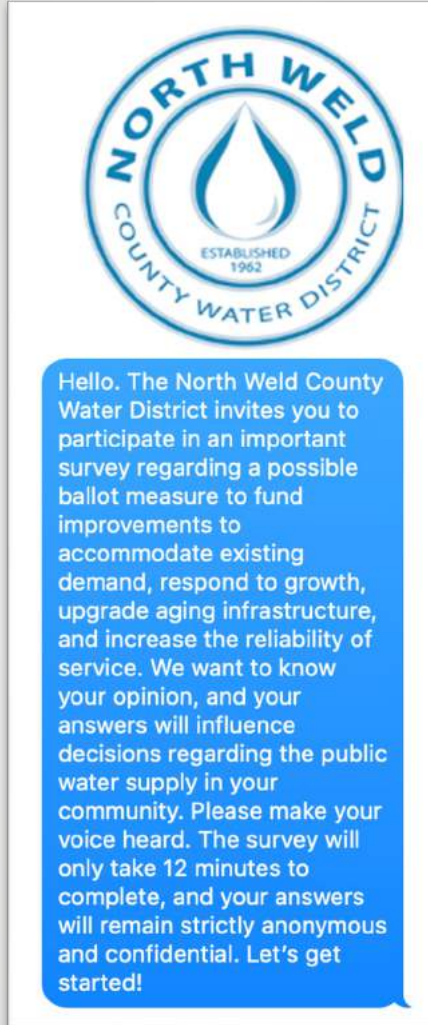
# North Weld County Water District Ballot Measure Survey

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August 18<sup>th</sup> to 25<sup>th</sup> , 2022



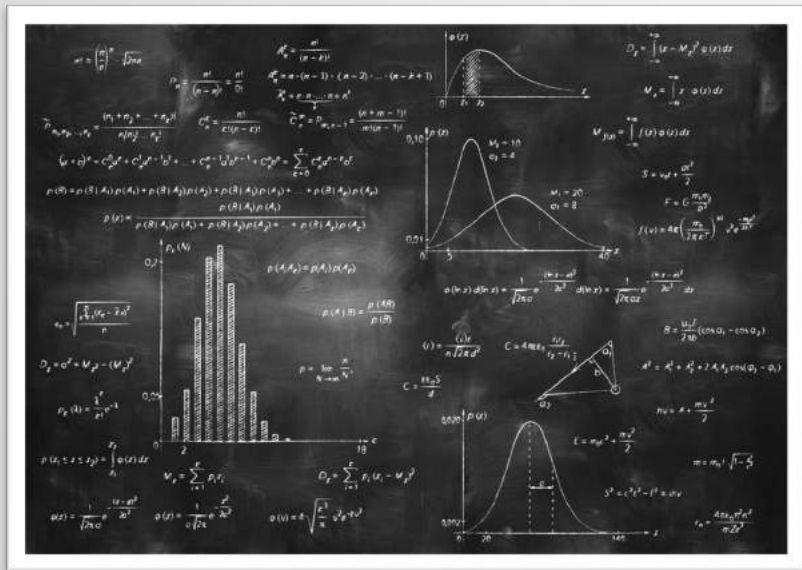
# Methodology



- Magellan Strategies are pleased to present the results of an online survey of 511 registered voters within the North Weld County Water District.
- The interviews were conducted from August 18<sup>th</sup> to August 25<sup>th</sup>, 2022. The overall survey responses have a margin of error of +/- 4.28% 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 within the North Weld County Water District.



# Survey Objectives



➤ The primary objective of this survey was to measure voter support and opposition levels for a 5-mill property tax increase to be used for necessary projects to accommodate existing demand, respond to growth, upgrade aging infrastructure, and increase the reliability of service.

➤ The survey included information questions regarding the reasons why the district is considering this ballot measure, as well as general questions regarding the district.



Magellan Strategies North Weld County Water District Registration and Voter Turnout Demographics

Residential Address	Active Registration		2021		2020		2019		2018	
Windsor	7,376	35.4%	3,202	38.9%	7,189	35.6%	2,671	29.0%	5,160	35.8%
Severance	6,473	31.1%	2,094	25.4%	6,299	31.2%	2,565	27.9%	3,959	27.4%
Greeley	1,959	9.4%	759	9.2%	1,878	9.3%	1,286	14.0%	1,594	11.0%
Eaton	1,797	8.6%	747	9.1%	1,777	8.8%	1,185	12.9%	1,449	10.0%
Fort Collins	739	3.5%	364	4.4%	707	3.5%	360	3.9%	556	3.9%
Timnath	657	3.2%	311	3.8%	626	3.1%	182	2.0%	300	2.1%
Ault	617	3.0%	347	4.2%	586	2.9%	405	4.4%	578	4.0%
Gill	604	2.9%	196	2.4%	565	2.8%	277	3.0%	418	2.9%
Pierce	364	1.7%	119	1.4%	323	1.6%	159	1.7%	235	1.6%
Other	251	1.2%	95	1.2%	244	1.2%	109	1.2%	179	1.2%
	20,837		8,234		20,195		9,199		14,428	

Sex	Active Registration		2021		2020		2019		2018	
Female	10,502	50.4%	4,240	51.5%	10,328	51.1%	4,709	51.2%	7,373	51.1%
Male	10,335	49.6%	3,994	48.5%	9,867	48.9%	4,490	48.8%	7,055	48.9%
Total	20,837		8,234		20,195		9,199		14,428	

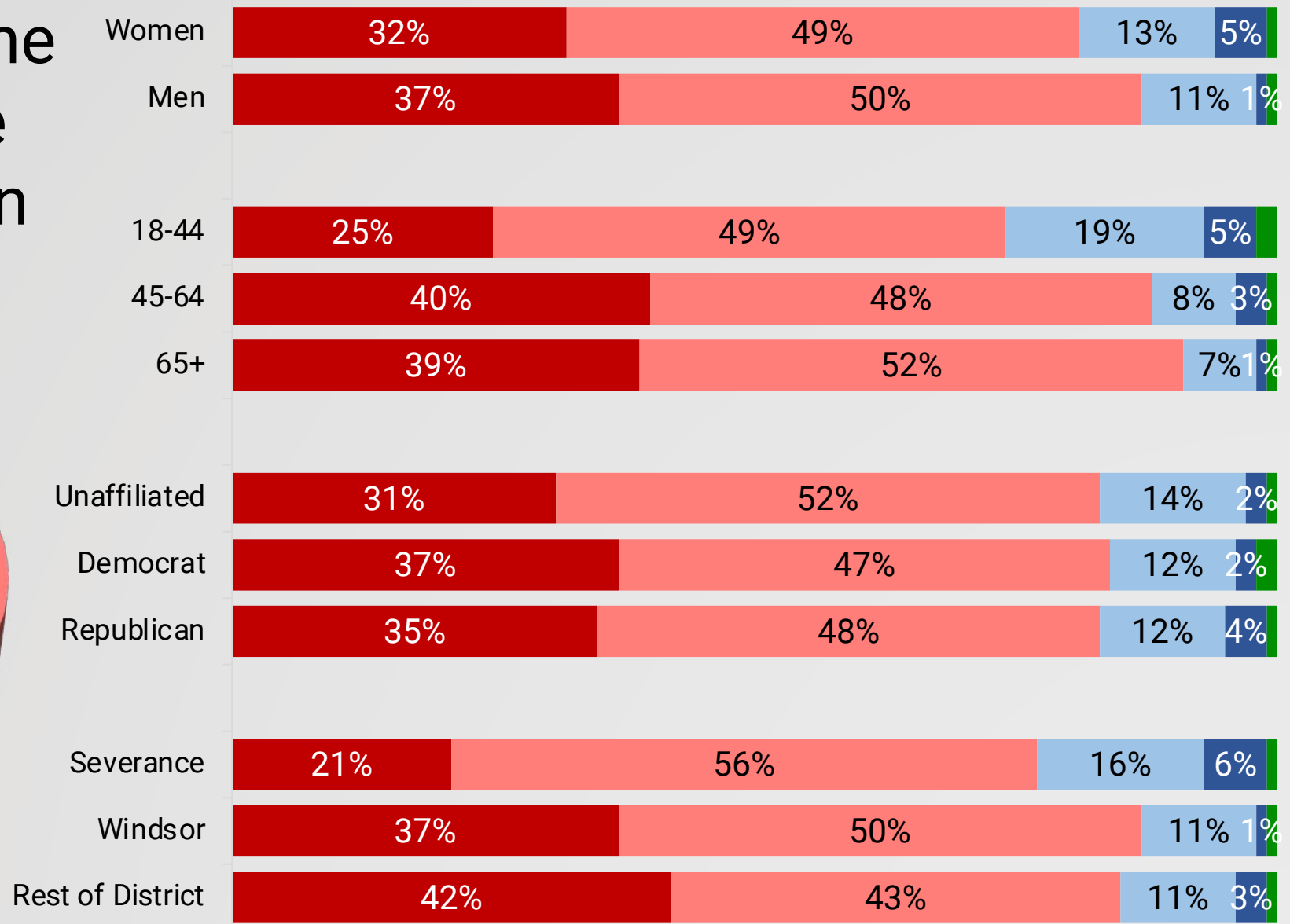
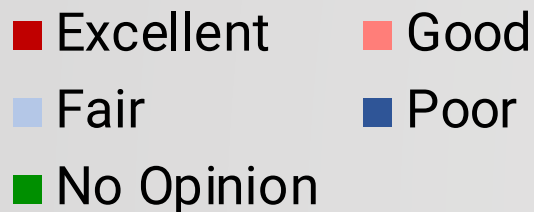
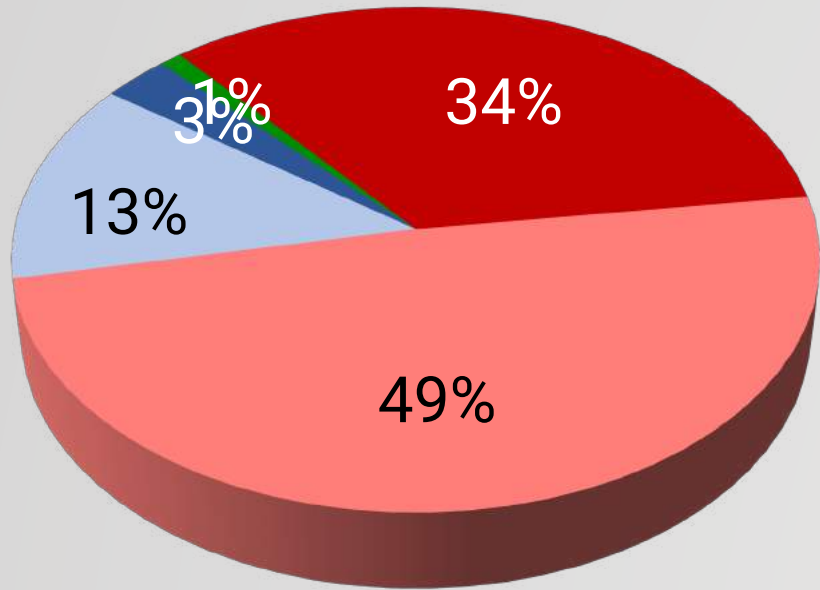
Age Group	Active Registration		2021		2020		2019		2018	
18-34	6,260	30.0%	1,250	15.2%	5,207	25.8%	1,359	14.8%	2,836	19.7%
35-44	4,361	20.9%	1,608	19.5%	4,110	20.4%	1,438	15.6%	2,821	19.6%
45-54	3,307	15.9%	1,335	16.2%	3,264	16.2%	1,461	15.9%	2,453	17.0%
55-64	3,246	15.6%	1,664	20.2%	3,496	17.3%	2,078	22.6%	2,818	19.5%
65+	3,663	17.6%	2,377	28.9%	4,118	20.4%	2,863	31.1%	3,500	24.3%
Total	20,837		8,234		20,195		9,199		14,428	

Party	Active Registration		2021		2020		2019		2018	
Unaffiliated	8,824	42.3%	2,892	35.1%	7,360	36.4%	2,742	29.8%	4,663	32.3%
Republican	8,779	42.1%	4,043	49.1%	9,714	48.1%	5,019	54.6%	7,430	51.5%
Democrat	2,920	14.0%	1,220	14.8%	2,864	14.2%	1,344	14.6%	2,157	15.0%
Libertarian	210	1.0%	55	0.7%	180	0.9%	64	0.7%	122	0.8%
Other	104	0.5%	24	0.3%	77	0.4%	30	0.3%	56	0.4%
	20,837		8,234		20,195		9,199		14,428	

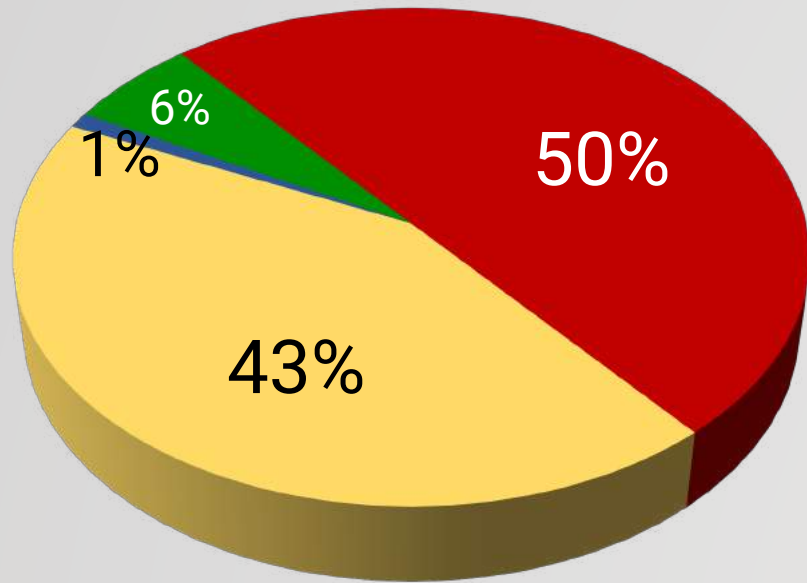
# North Weld Water District Voter Registration and Past Turnout Demographics



# How would you rate the overall quality of the public water supply in your community?

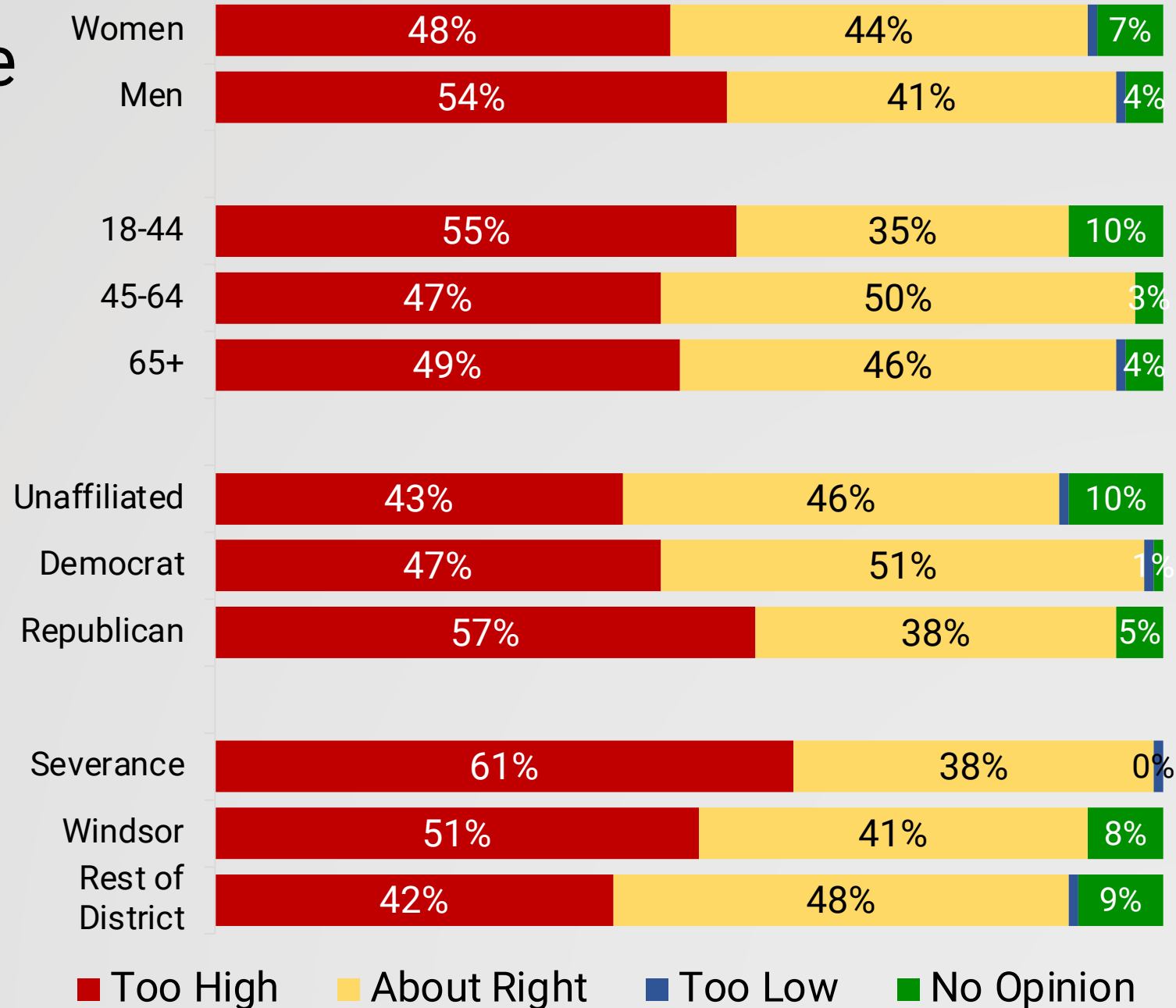


# How would you rate the monthly water rates in your community?

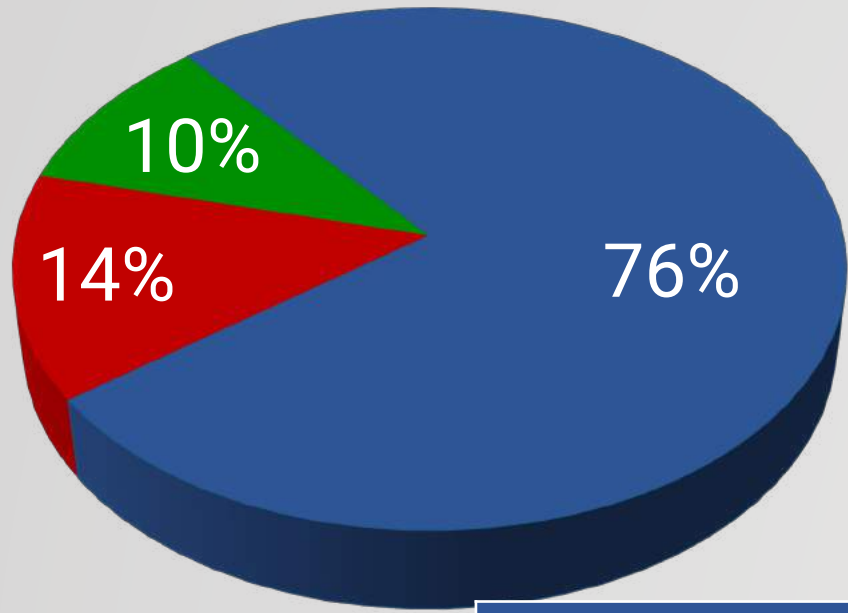


- Total Too High
- About Right
- Total Too Low
- No Opinion

Much Too High	15%
Somewhat Too High	35%
Much Too Low	0%
Somewhat Too Low	1%

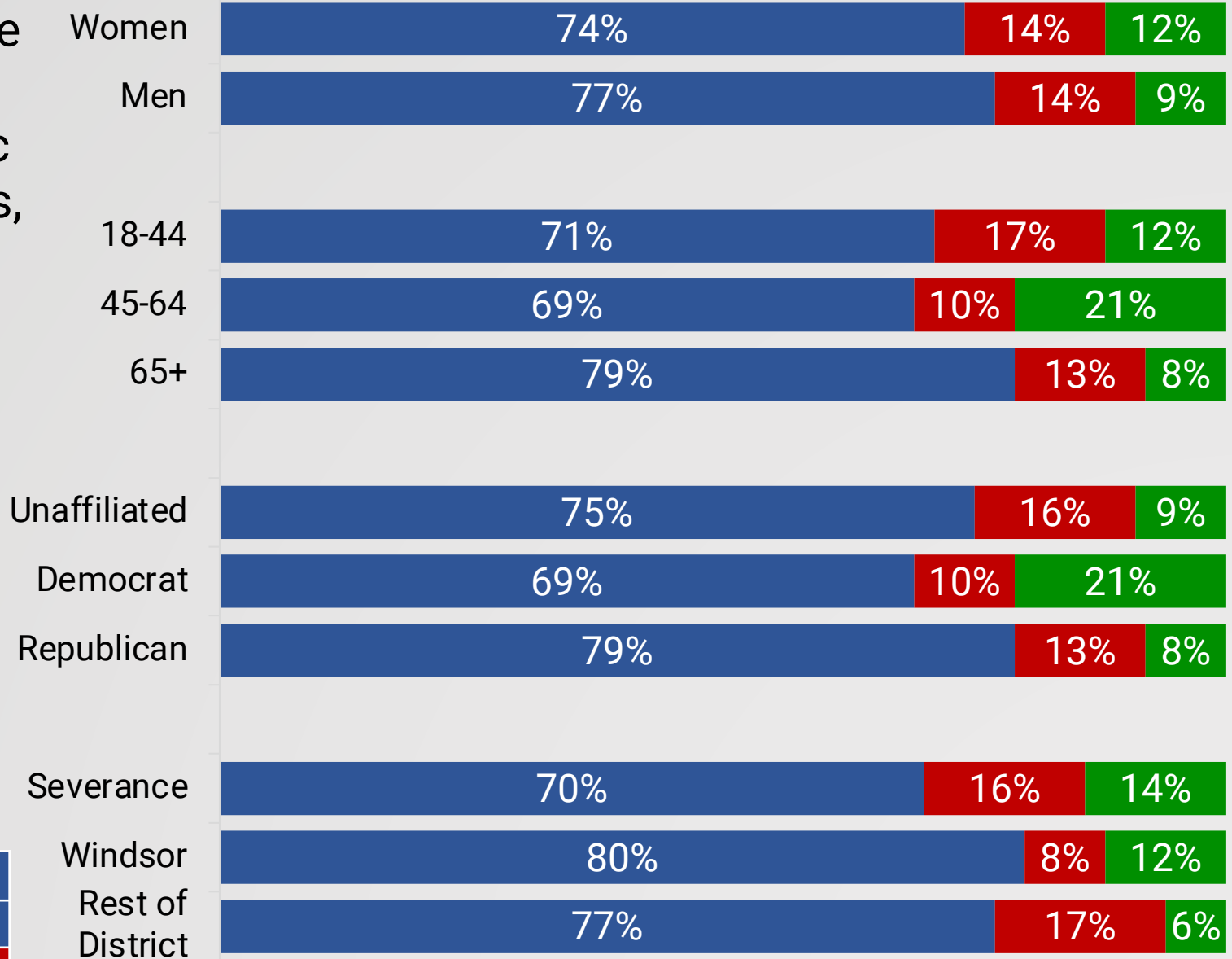


Do you approve or disapprove of the job the North Weld County Water District does in providing the public water supply for homes, businesses, and agricultural and livestock operations in your area?



■ Total Approve  
 ■ Total Disapprove  
 ■ No Opinion

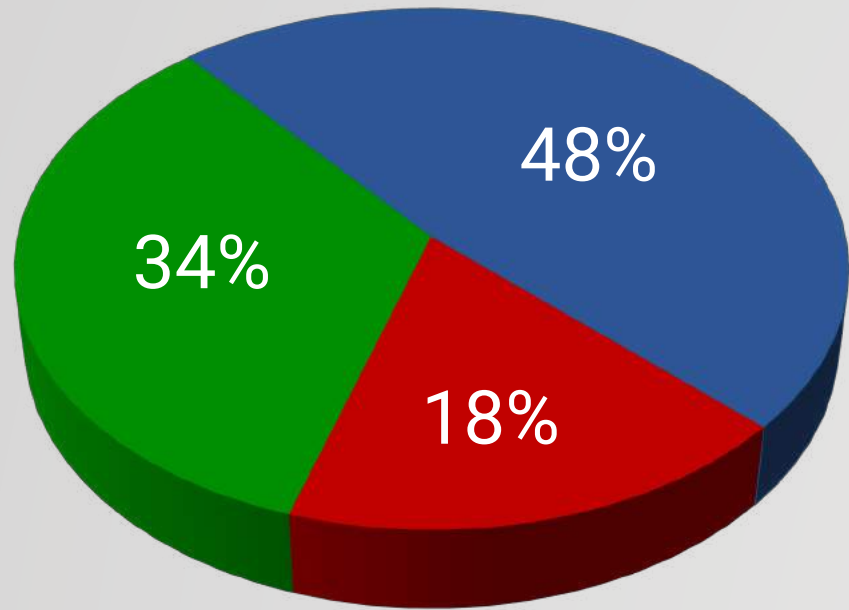
Strongly Approve	32%
Somewhat Approve	44%
Strongly Disapprove	6%
Somewhat Disapprove	8%



■ Total Approve    ■ Total Disapprove    ■ No Opinion

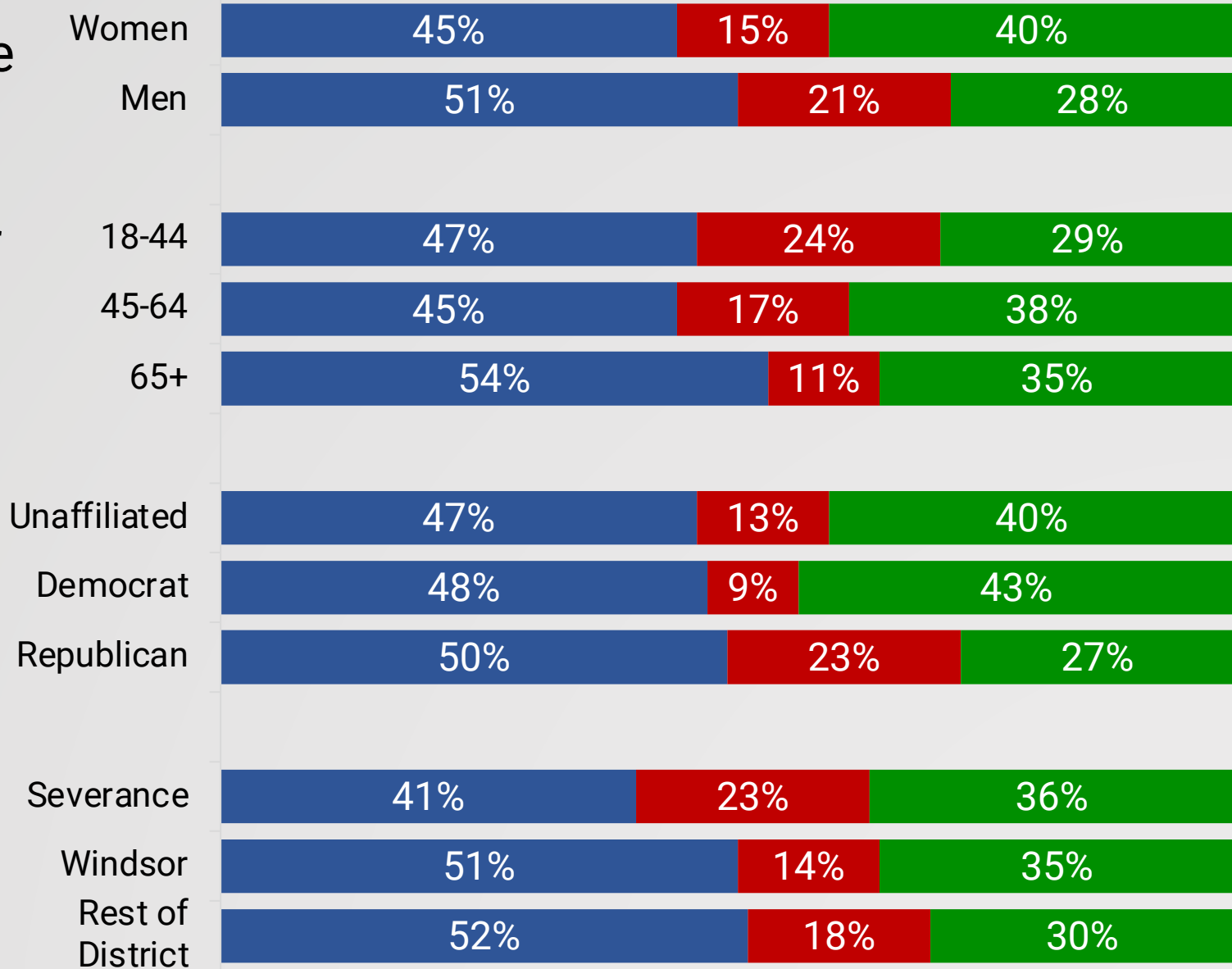


Do you agree or disagree with the following statement, *“The North Weld Water District is fiscally responsible and spends taxpayer money wisely.”*



■ Total Agree  
 ■ Total Disagree  
 ■ No Opinion

Strongly Agree	13%
Somewhat Agree	35%
Strongly Disagree	8%
Somewhat Disagree	10%



■ Total Agree      ■ Total Disagree      ■ No Opinion





# Informing Respondents That No Decisions Have Been Made



Before we continue, you should know the District has not decided to place a ballot measure before voters to fund necessary projects and infrastructure improvements.

The District has been increasing rates and realizes that this has been tough on customers and is therefore looking for other solutions. Your participation in this survey will strongly influence future decisions. Let's continue the survey now.



# 5-Mill Property Tax Uninformed Ballot Test



The North Weld County Water District is considering a ballot measure in November asking voters to approve a 5-mill property tax increase. A 5-mill property tax increase would raise \$5 million annually and would cost a homeowner \$13.33 per month on a home valued at \$450,000.

Revenue from the property tax increase would allow the District to complete necessary projects to accommodate existing demand, respond to growth, upgrade aging infrastructure, and increase the reliability of service.

# 5-Mill Property Tax Uninformed Ballot Test



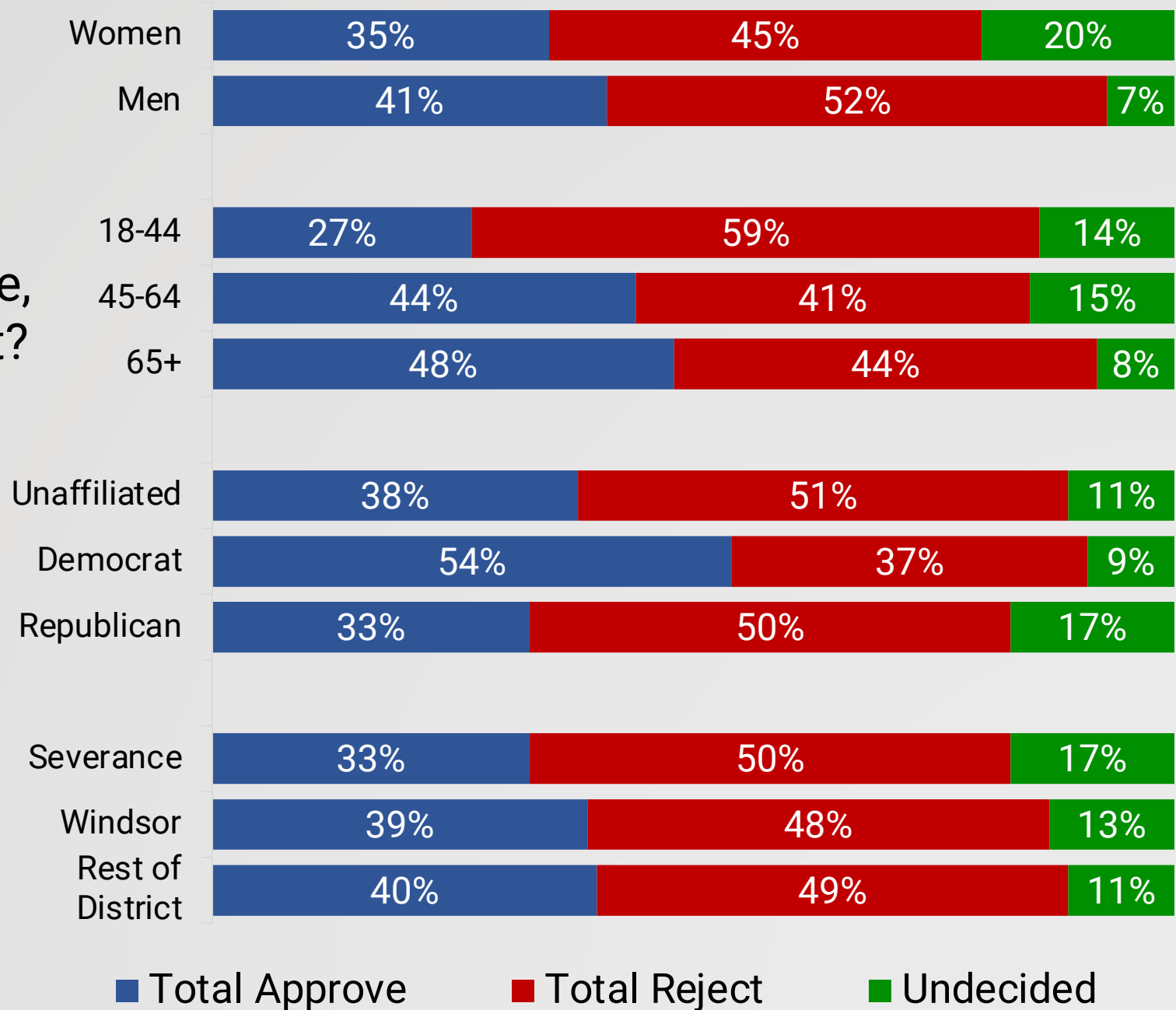
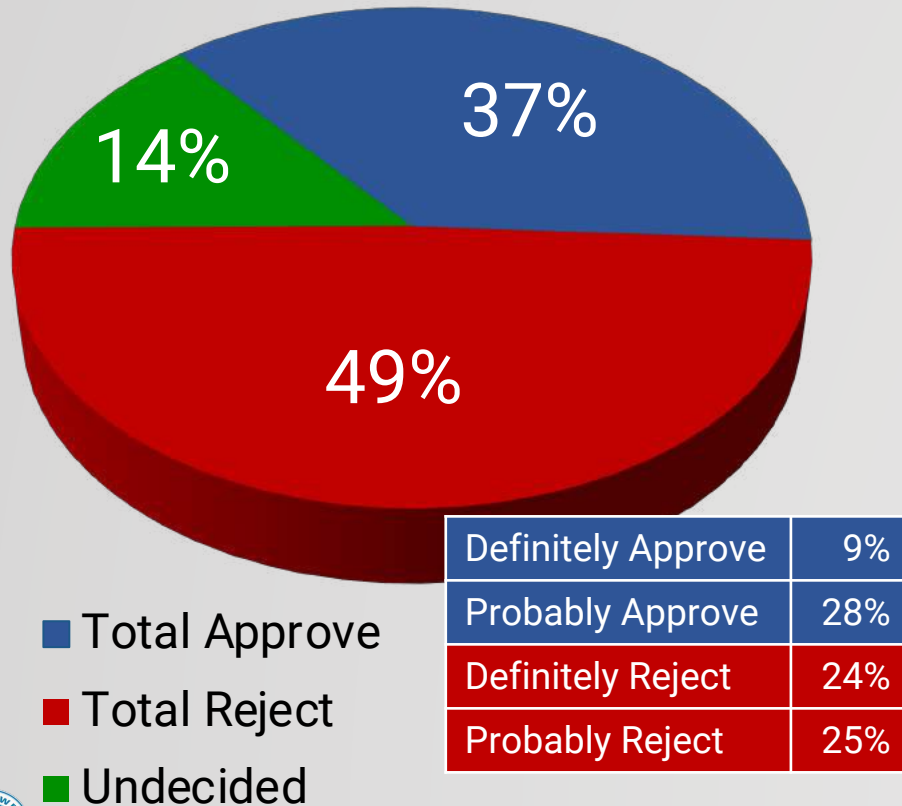
These projects would include:

- Pump Station Newt III
- Water Rights Purchase and Acquisition
- Interconnect with the City of Greeley
- Line Upgrade 16 to 48 inch From Tank 1 to Eastern Distribution System
- Eaton Pipeline along County Road 72 to Tank 4 Site
- TANK 1C at Existing Highway 257 Tank 1 Site,
- North Weld ELCO Transmission Line (NEWT III) – Third Phase and final segment of the project
- 42-inch Transmission Line Weld County Segment (County Line to Tank 1)

# 5-Mill Property Tax

## Uninformed Ballot Test

If an election were being held today, would you vote yes and approve this property tax increase, or would you vote no and reject it?





# North Weld Water District Information Questions



We will now share information about why the North Weld County Water District is considering asking voters to approve a 5-mill property tax increase.

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. Let's get started.

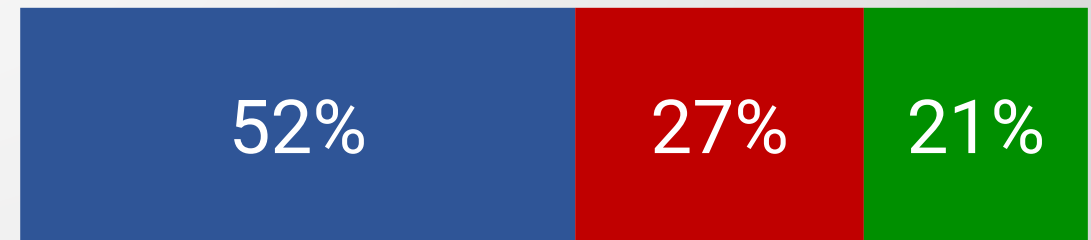
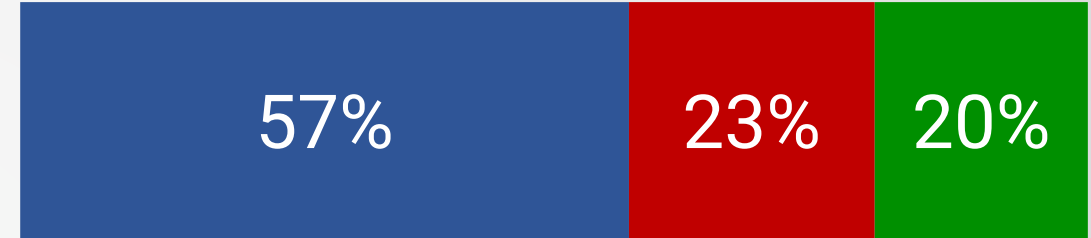
# North Weld Water District

## 5-Mill Property Tax Increase Information Questions

Previously, developers were allowed to make a payment to the District in lieu of water supply. Now, the District has required developers to provide the water supply needed for development.

Without an increase in property taxes, it will take over 10 years to finance and construct the necessary projects and infrastructure improvements. The District wants to invest now in order to avoid a breakdown in the system that becomes more expensive to fix in the future.

The District is working with commercial customers to decrease demand through flow control device policies and surcharge fees.



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

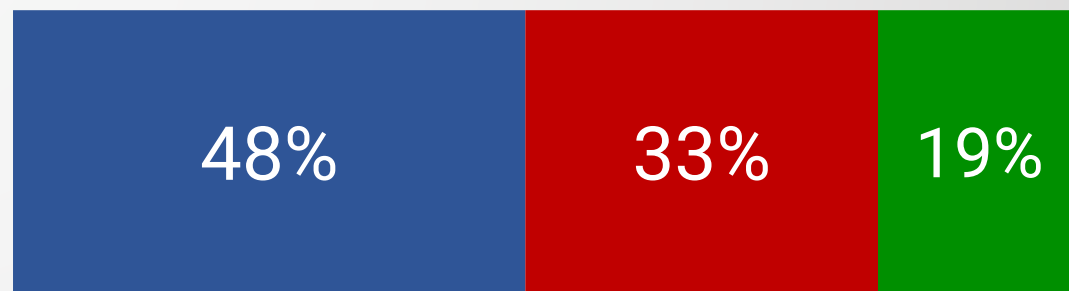


# North Weld Water District 5-Mill Property Tax Increase Information Questions

New revenue from a property tax increase could be used to accelerate capital projects and/or provide rate relief.



The District has implemented a partial moratorium on new taps (plant investments) so that growth does not extend beyond what the system can handle.



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



# North Weld Water District

## 5-Mill Property Tax Increase Information Questions

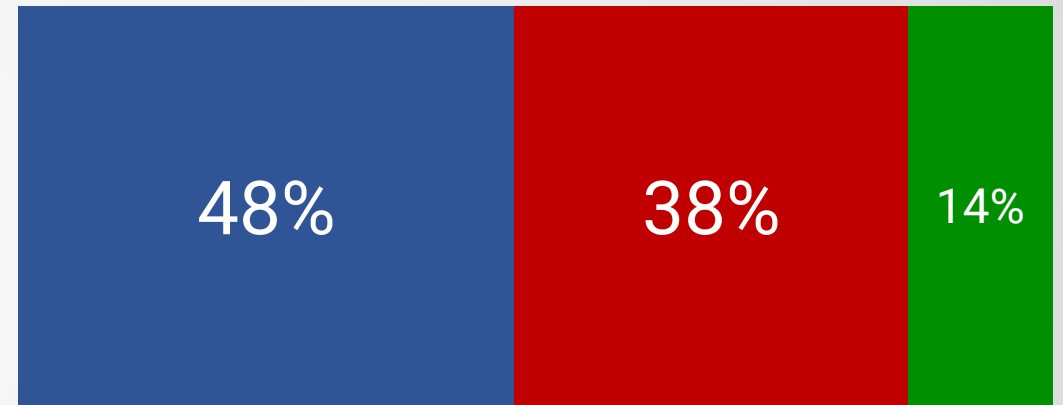
Without an increase in property taxes, the new revenue to finance and construct the necessary projects and infrastructure improvements will need to come from rate increases. The current water rates are:

- Residential: \$4.15 per 1,000 gallons
- Commercial/Industrial: \$4.15 per 1,000 gallons
- Towns: \$3.11 per 1,000 gallons.

The rates for 2023 would be:

- Residential: \$4.44 per 1,000 gallons
- Commercial/Industrial: \$4.44 per 1,000 gallons
- Towns: \$3.33 per 1,000 gallons

Rates would need to be increased annually at 7% over the next ten years if a property tax increase is not approved by voters.

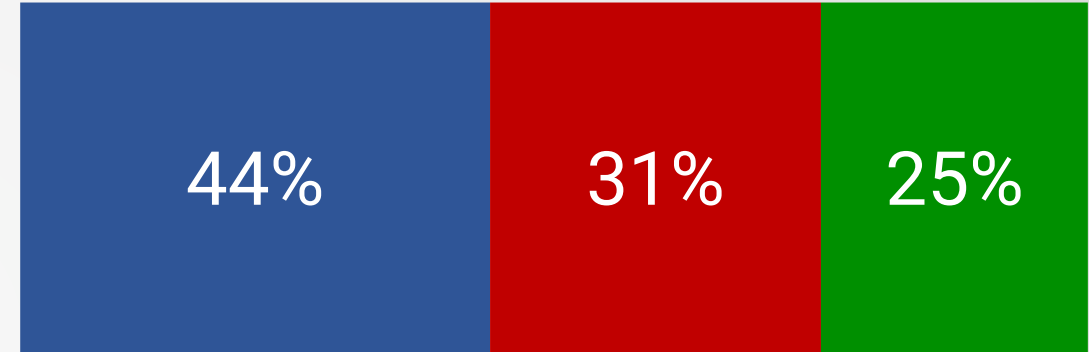


- More Likely to Approve
- More Likely to Reject
- No Opinion

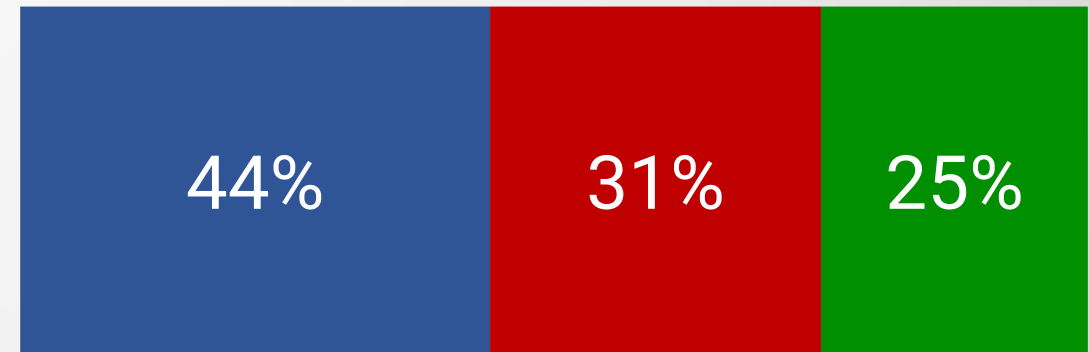


# North Weld Water District 5-Mill Property Tax Increase Information Questions

The District has already invested in NEWT III and the Eaton pipelines to increase system capacity.



The District has doubled the cost of plant investments in order to require growth to pay for itself.



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



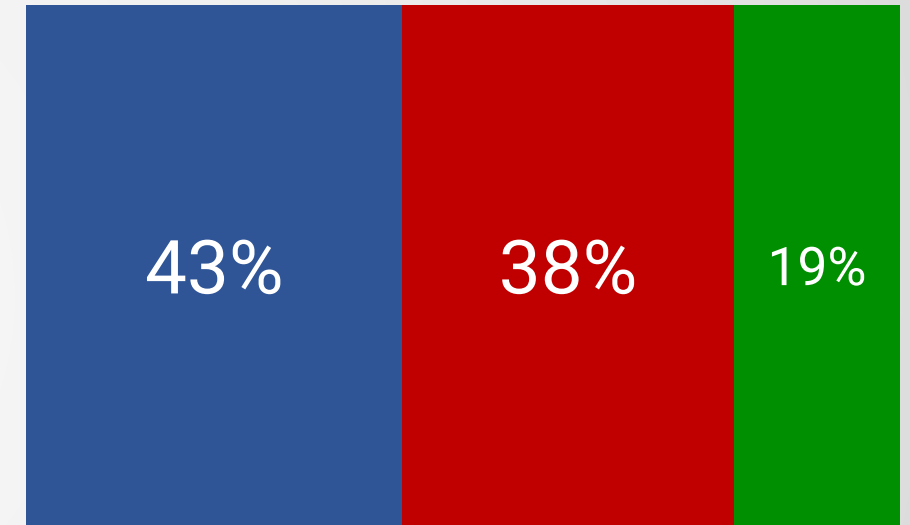
# North Weld Water District

## 5-Mill Property Tax Increase Information Questions

The District is in the process of bonding for \$38 million to fund the most critical projects before demands on the system have long-term negative effects. These critical projects include:

- Construction of a third tank at the Tank 1 site (Tank 1C)
- North Weld ELCO Transmission Line (NEWT III) – Third Phase and final segment of the project
- 42-inch Transmission Line Weld County Segment (County Line to Tank 1C)

Part of the revenue from a 5-mill property tax increase could be used to pay off the bond.

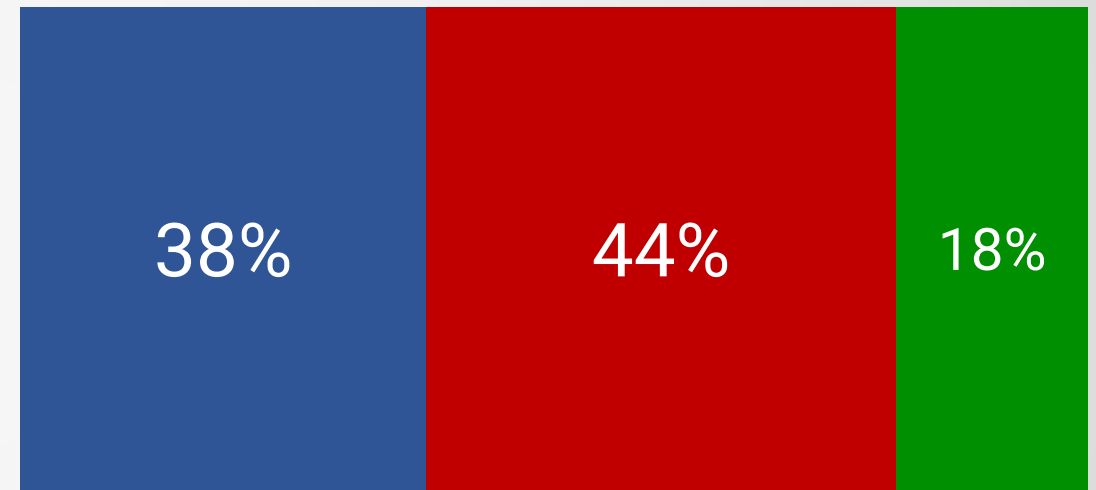


- More Likely to Approve
- More Likely to Reject
- No Opinion



# North Weld Water District 5-Mill Property Tax Increase Information Questions

The District has increased rates by 7% each year to help pay for capital investments.



- More Likely to Approve
- More Likely to Reject
- No Opinion



# 5-Mill Property Tax Uninformed Ballot Test



Thank you for learning why the District is considering a ballot measure in November asking voters to approve a 5-mill property tax increase.

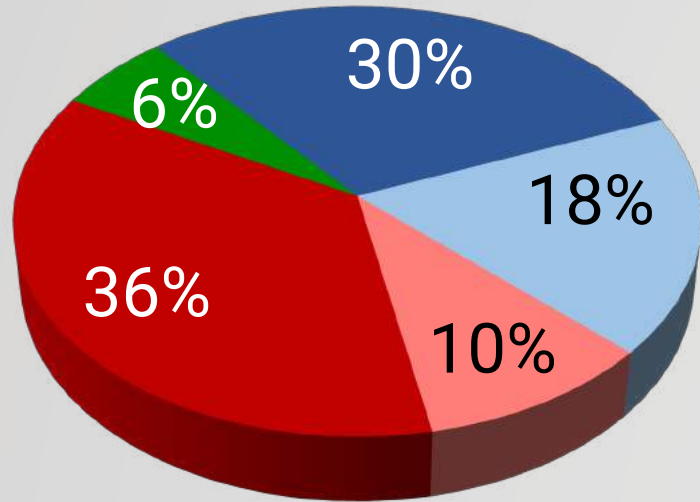
As a reminder, a 5-mill property tax increase would raise \$5 million annually and would cost a homeowner \$13.33 per month on a home valued at \$450,000.

Revenue from the property tax increase would allow the District to complete necessary projects to accommodate existing demand, respond to growth, upgrade aging infrastructure, and increase reliability of service.



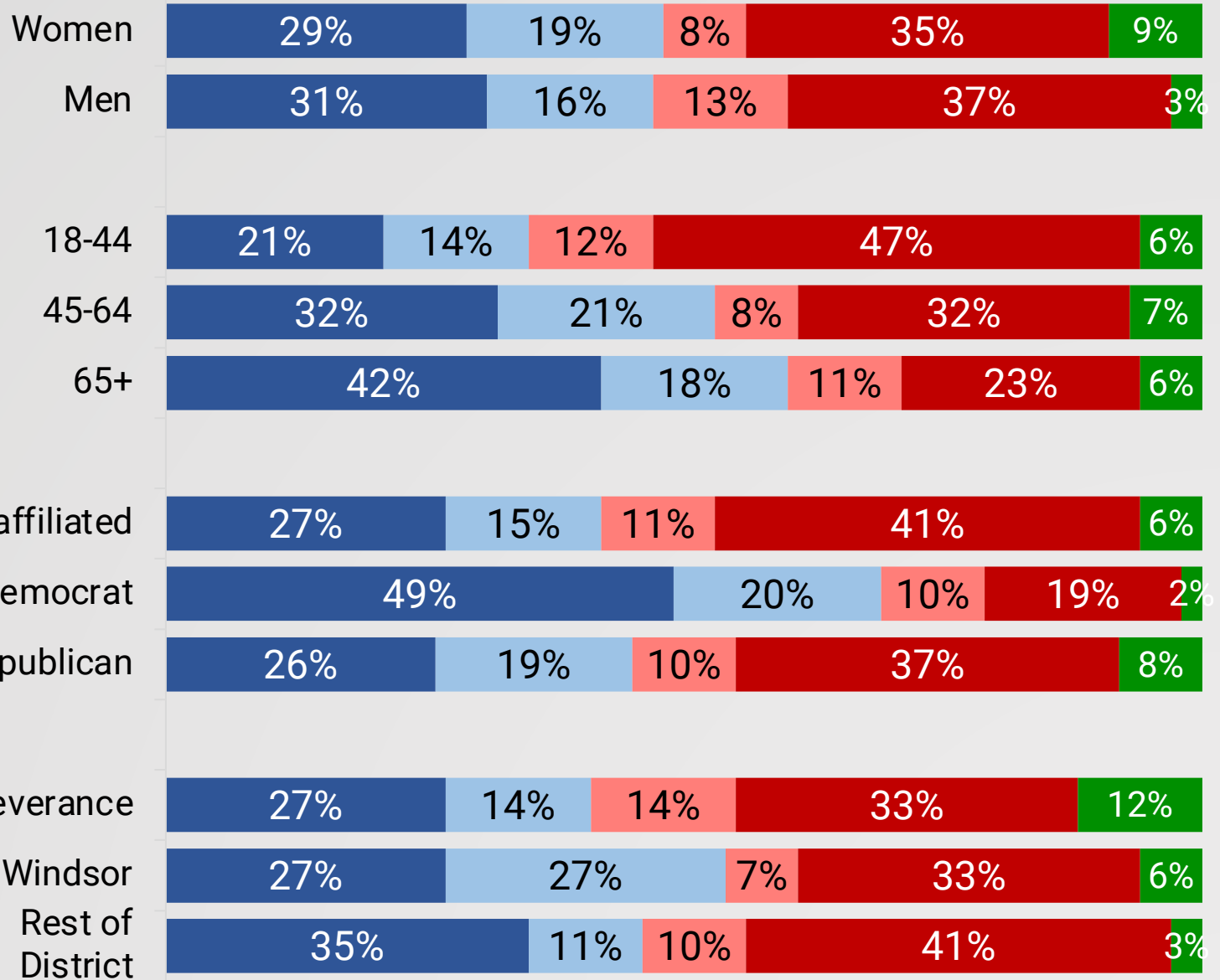
# 5-Mill Property Tax Informed Ballot Test

If an election were being held today, would you vote yes and approve this property tax increase, or would you vote no and reject it?



■ Total Yes    ■ Lean Yes  
■ Lean No    ■ Total No  
■ Undecided

Definitely Approve	12%
Probably Approve	18%
Definitely Reject	25%
Probably Reject	11%



■ Total Yes    ■ Lean Yes    ■ Lean No    ■ Total No    ■ Undecided

# Why 30% Would Approve a 5-Mill Property Tax Increase

Please describe the reasons why you would vote yes and approve the 5-mill property tax increase.

## Themes

Understand the Need

Prefer Tax Increase to Rate Increase

Desire to Control Growth & Have Developers Pay Fair Share

We Need to upgrade the systems. We need to hold developers more accountable for their water as it relates to number of homes/buildings going up and the increased usage/stress on the systems. - **Female, 45-54, Windsor**

I understand the need, but my hesitance is the amount of increased property tax. I think more of the new development cost burden should be put on the new DEVELOPERS (cities, towns, land developers, etc.) If you want growth, have them PAY for the capital growth needed to support them. Property taxes have already gone up a LOT over the last couple of years due to house valuations. - **Male, 65+, Eaton**

Whether approved or disapproved taxpayers are going to have to pay one way or another either through rights or the tax increase. It seems more logical to approve the ballot in my opinion. -**Female,35-44, Severance**

I guess the money has to come from somewhere and I don't want a rate hike in my water bill. - **Male, 45-54, Windsor**

I like having clean reliable water for my family. – **Male, 35-44, Pierce**

# Why 36% Would Reject a 5-Mill Property Tax Increase

Please describe the reasons why you would vote no and reject the 5-mill property tax increase.

## Themes

Property Taxes are Already Too High, Inflation

Too Much Growth, Developers Should Pay Fair Share

Not Happy with Past District Actions

Growth should pay for itself. Pass the cost onto developers and those moving to the area. Maintenance is one thing but funding growth for the sake of growth makes no sense. As a senior \$13.33 a month is a lot of money. Taxes are high enough. **-Female, 55-64, Windsor**

Had NWCWD been more responsible over the last 10 years, we wouldn't be in this situation. People are tired of new taxes, fees, surcharges, and whatever the hell else you wanna call them. **-Male, 55-64, Severance**

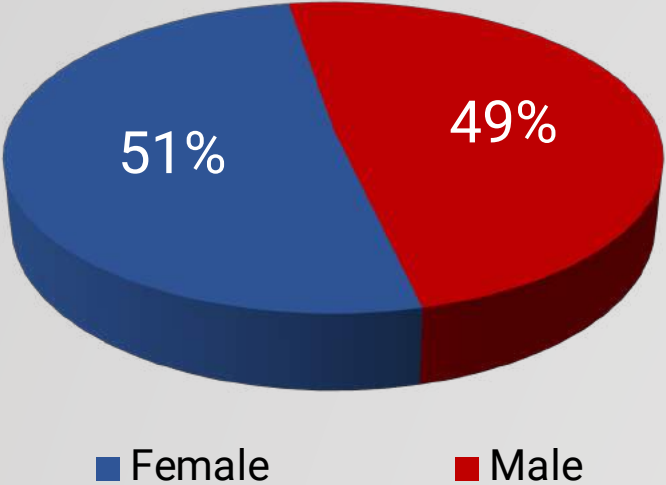
Don't want to pay more taxes and money should have been invested better for how much we paid for taps. **-Female, 35-44, Ault**

We are subsidizing poor growth management strategies. This infrastructure and capacity should be funded through fees from development not existing users. Development in this area is cheap so developers take advantage and then we subsidize the needed infrastructure. **-Female, 35-44, Fort Collins**

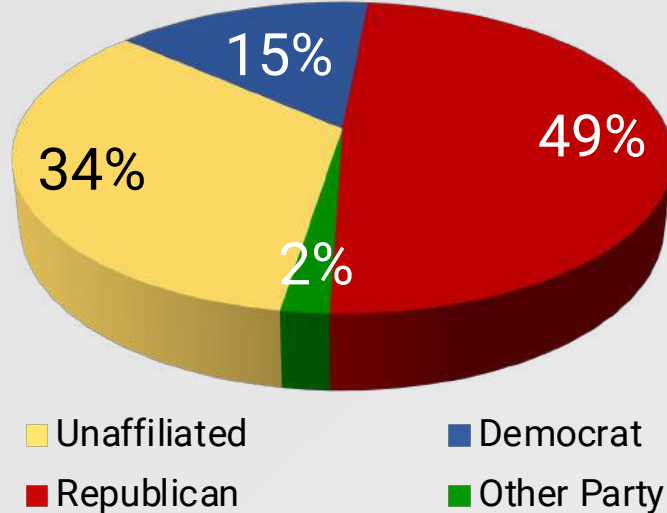
I believe growth in Northern Colorado is too fast paced and unsustainable. I'm glad that water constraints have slowed that process, especially in Eaton. Taxing existing homeowners to finance the rapid growth is an affront to those that have called Northern Colorado home for many years. I also believe a rate hike is more appropriate so that high volume users pay more than low volume users. **-Male, 35-44, Eaton**

# Survey Demographics

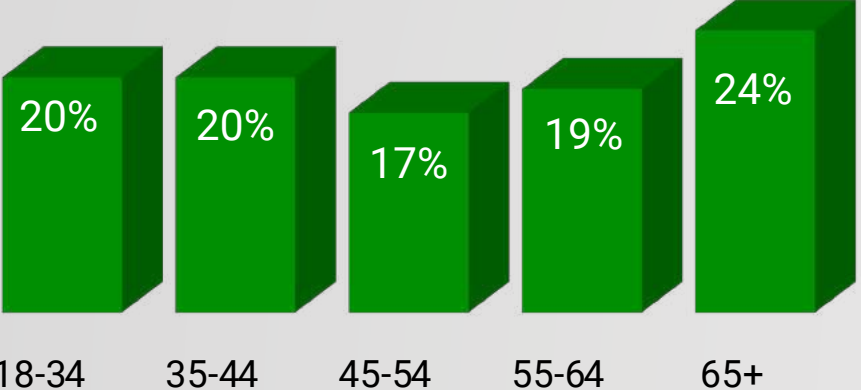
Gender



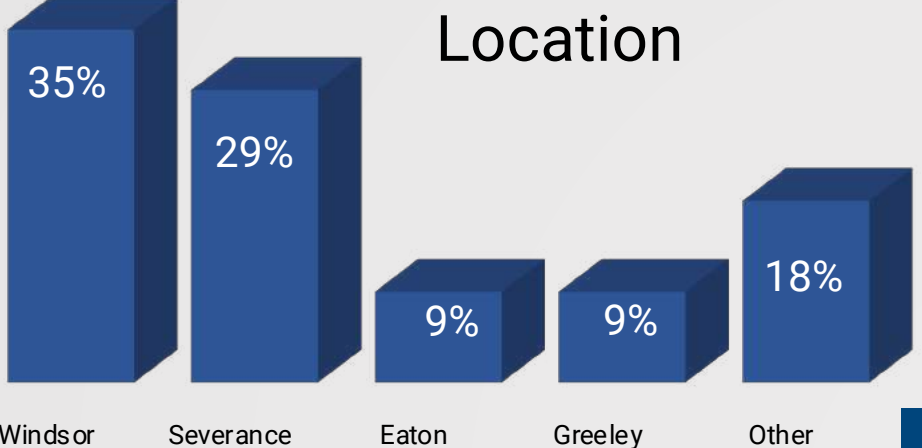
Party Affiliation



Age Range



Location



North Weld County Water District Voter Opinion Survey, August 2022, 511n, +/-4.28% MoE





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