



Telluride Fire Protection District Ballot Measure Survey

September 6th to 22nd, 2022



Methodology



The Telluride Fire Protection District invites you to participate in an important survey regarding a potential ballot measure to fund fire facilities maintenance and growth, personnel, and programs. We want to know your opinion, and your answers will influence important decisions in your community. The survey will only take 10 minutes to complete, and your answers will remain strictly confidential and anonymous. Let's get started.

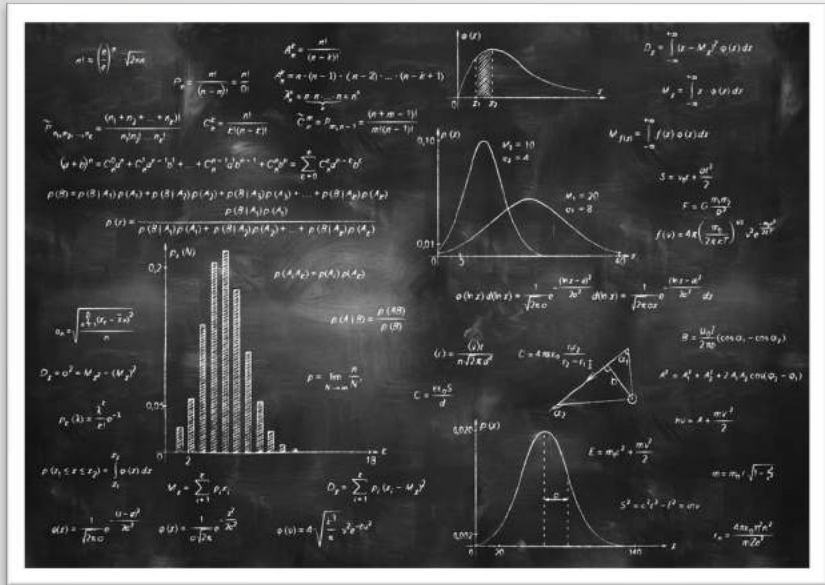
Magellan Strategies are pleased to present the results of a live telephone and online survey of 361 registered voters in San Miguel County that live within the Telluride Fire Protection District.

The interviews were conducted from September 6th – 22nd, 2022.

The overall survey responses have a margin of error of +/- 4.98% 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 the voter turnout demographics within the Telluride Fire Protection District for an odd-year November general election cycle.

Survey Objectives



➤ The primary objective of this survey was to measure voter support and opposition to a 4-mill property tax increase to fund building remodeling and maintenance, additional personnel support, and updated equipment.

➤ The survey educated respondents about the role of the Telluride Fire Protection District.

➤ The survey also measured job approval for the organization.



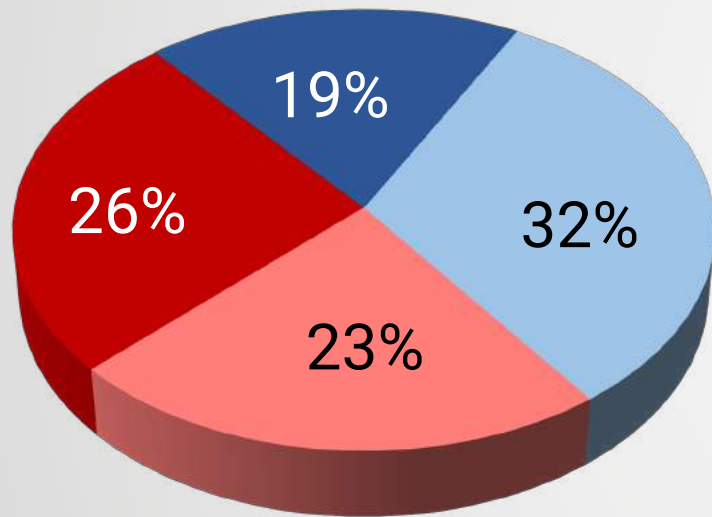
Telluride Fire Protection District Voter Demographics

Magellan Strategies Telluride Fire Protection District										
Voter Registration and Past Election Turnout Demographics										
Municipality	Registration		November 2021		November 2020		November 2019		November 2018	
Telluride	2,209	40.8%	1,229	52.5%	1,700	40.4%	1,061	48.4%	1,426	41.8%
Mountain Village	976	18.0%	241	10.3%	676	16.1%	245	11.2%	501	14.7%
Unincorporated/Oth	2,233	41.2%	869	37.2%	1,830	43.5%	884	40.4%	1,488	43.6%
	5,418		2,339		4,206		2,190		3,415	
Sex	Registration		November 2021		November 2020		November 2019		November 2018	
Female	2,562	47.3%	1,154	49.3%	2,031	48.3%	1,094	50.0%	1,656	48.5%
Male	2,856	52.7%	1,185	50.7%	2,175	51.7%	1,096	50.0%	1,759	51.5%
Total	5,418		2,339		4,206		2,190		3,415	
Age Group	Registration		November 2021		November 2020		November 2019		November 2018	
18-34	1,418	26.2%	401	17.1%	1,048	24.9%	360	16.4%	676	19.8%
35-44	956	17.6%	365	15.6%	717	17.0%	347	15.8%	552	16.2%
45-54	1,088	20.1%	511	21.8%	903	21.5%	520	23.7%	797	23.3%
55-64	955	17.6%	486	20.8%	762	18.1%	444	20.3%	673	19.7%
65+	1,001	18.5%	576	24.6%	776	18.4%	519	23.7%	717	21.0%
Total	5,418		2,339		4,206		2,190		3,415	
Party	Registration		November 2021		November 2020		November 2019		November 2018	
Unaffiliated	2,625	48.4%	820	35.1%	1,580	37.6%	707	32.3%	1,156	33.9%
Democrat	2,147	39.6%	1,287	55.0%	2,176	51.7%	1,240	56.6%	1,843	54.0%
Republican	523	9.7%	194	8.3%	379	9.0%	209	9.5%	346	10.1%
Libertarian	70	1.3%	23	1.0%	43	1.0%	17	0.8%	39	1.1%
Other	53	1.0%	15	0.6%	28	0.7%	17	0.8%	31	0.9%
	5,418		2,339		4,206		2,190		3,415	

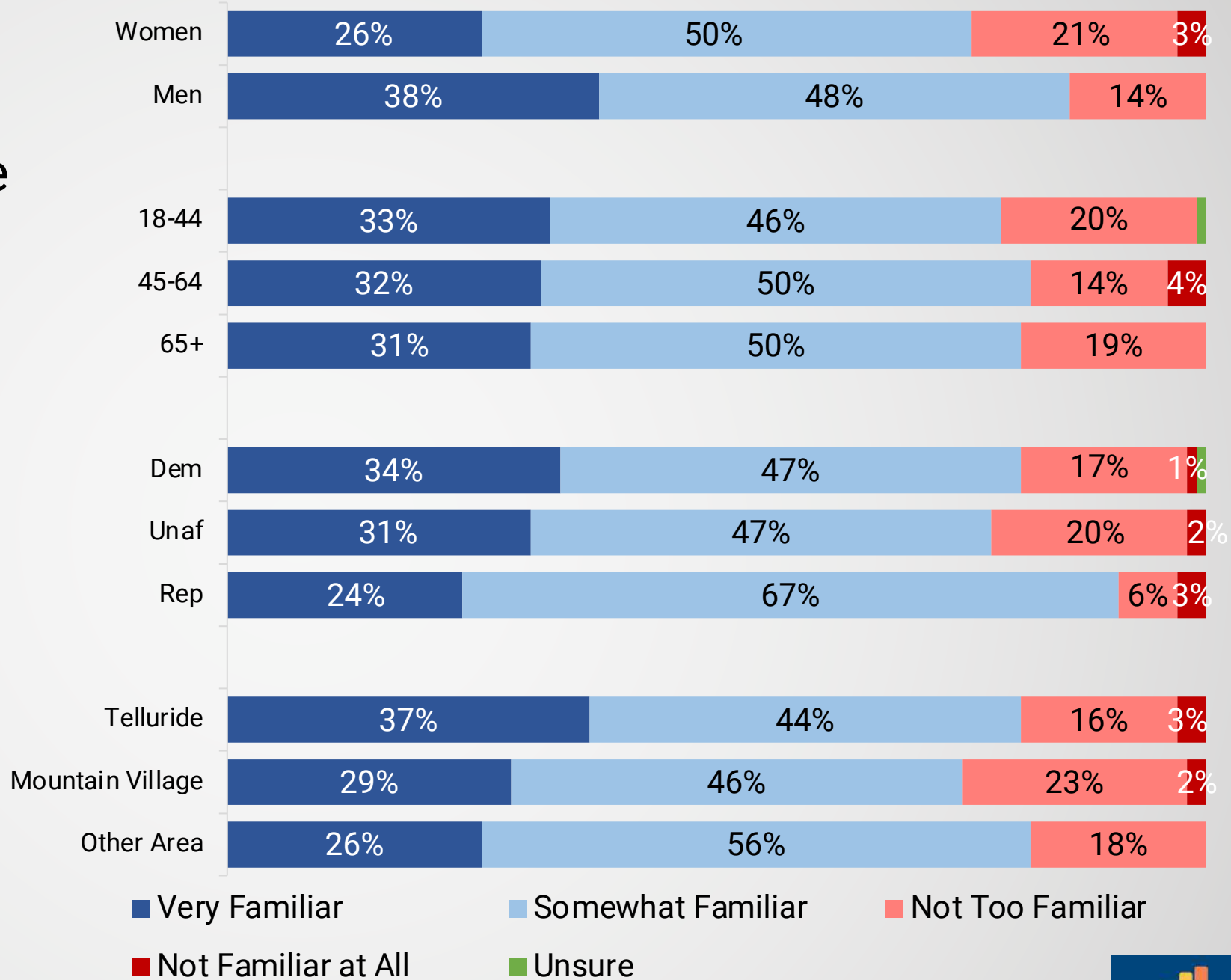


How familiar are you with the Telluride Fire Protection District and the services that it offers?

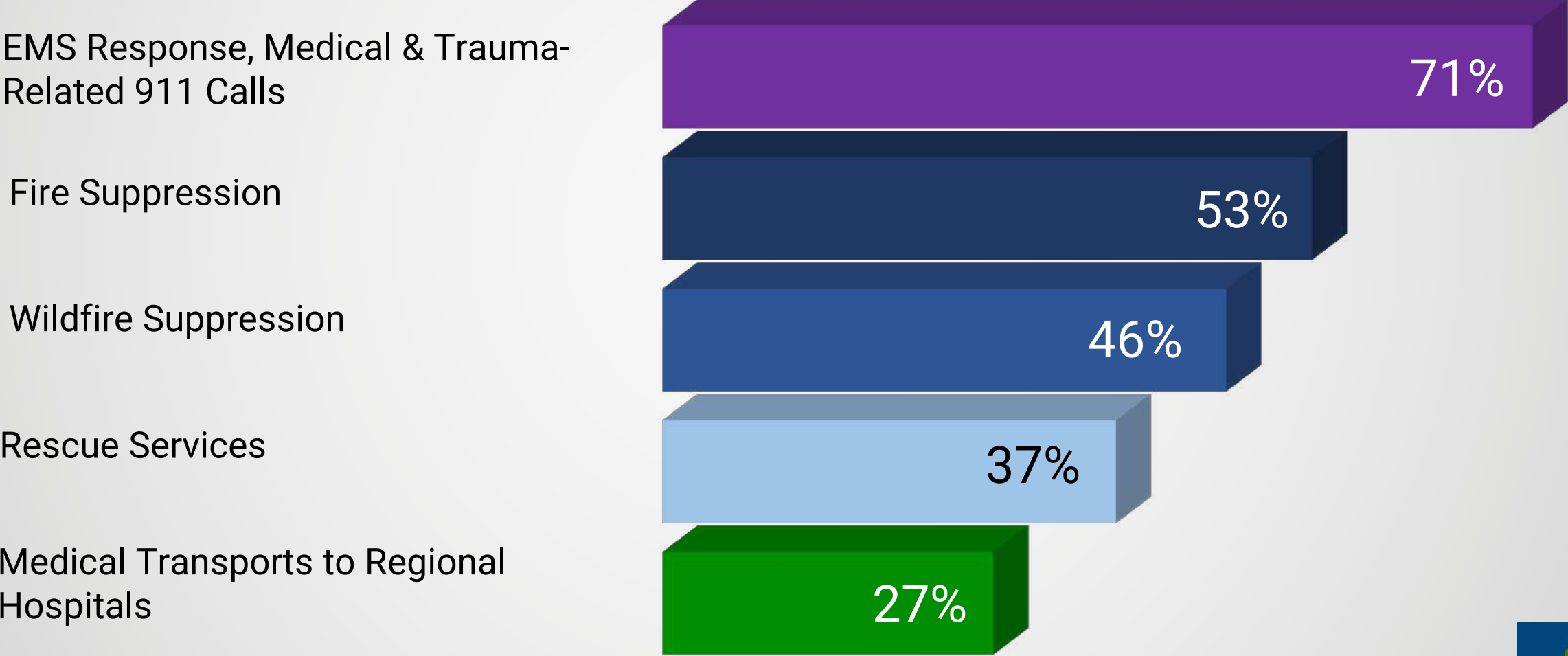
Very & Somewhat Familiar 51%



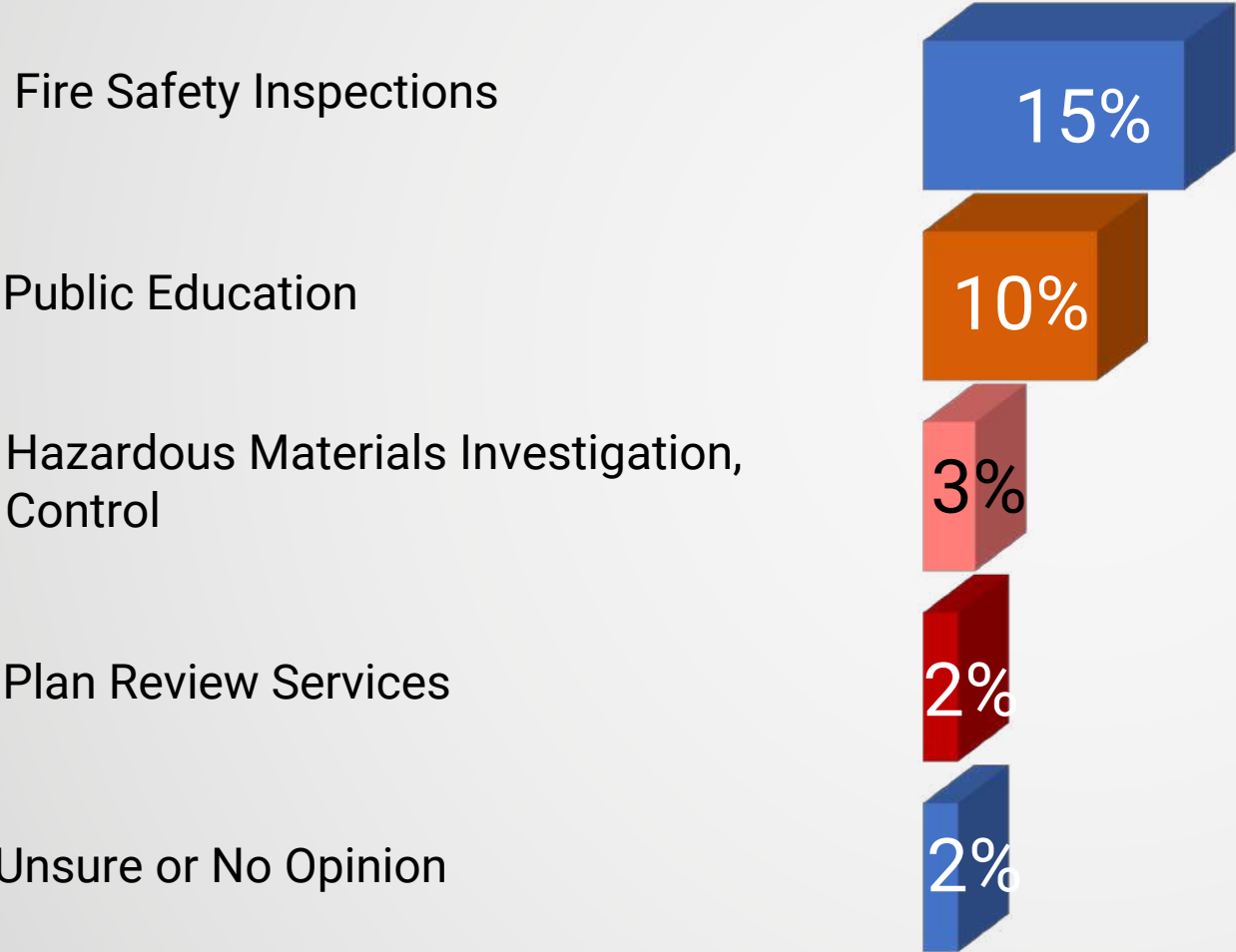
- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All



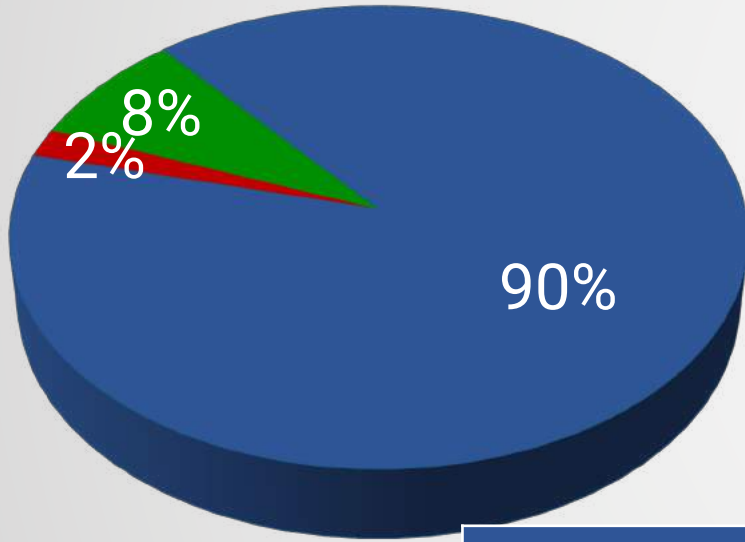
As you may know, the Telluride Fire Protection District offers many different services. Among the following list of services that the fire district provides, please choose up to three that you think the Telluride Fire Protection District should be addressing the most.



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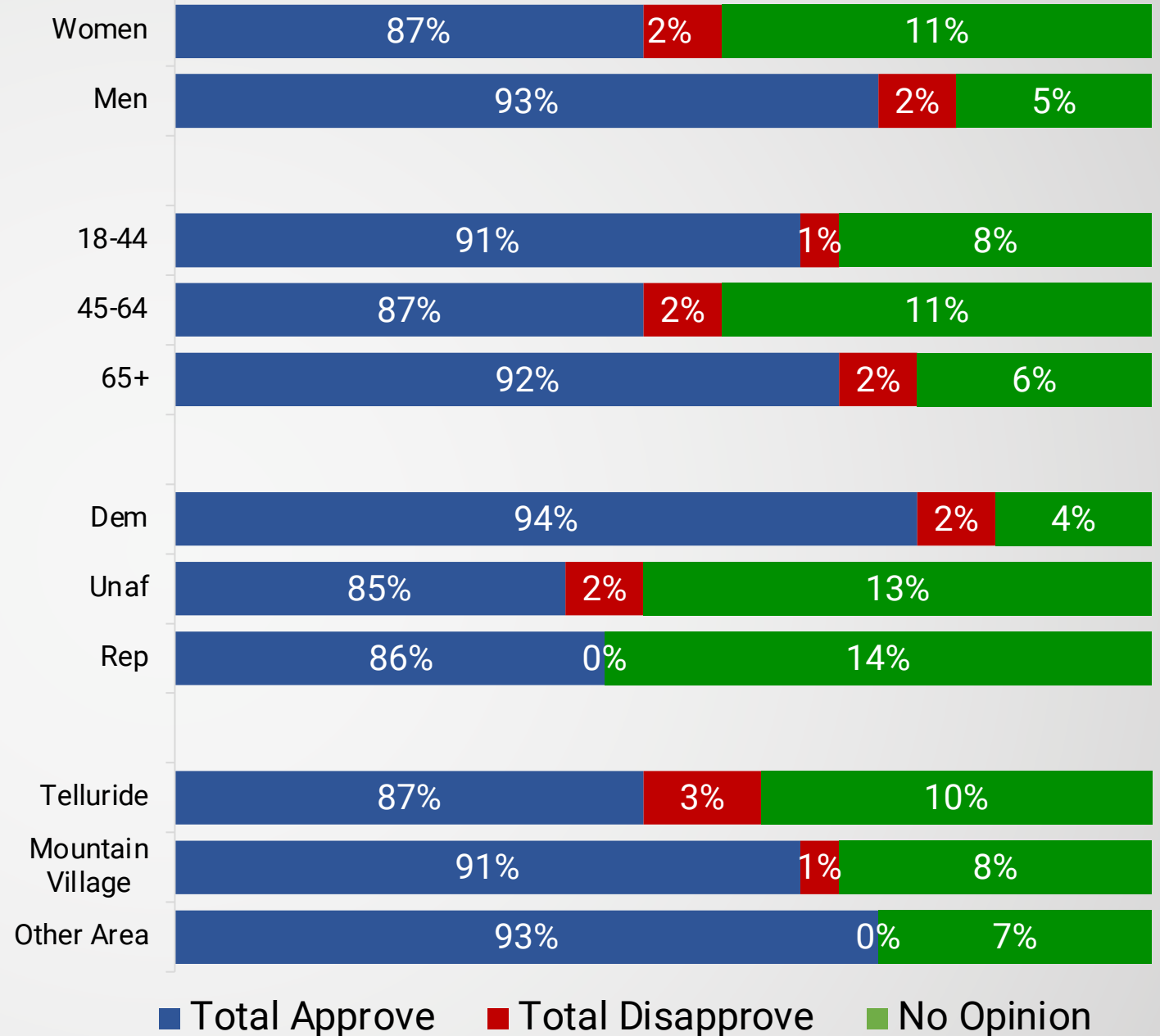


Do you approve or disapprove of the job the Telluride Fire Protection District does to provide fire protection, fire suppression, and emergency medical care to the communities they serve?



- Total Approve
- Total Disapprove
- No Opinion

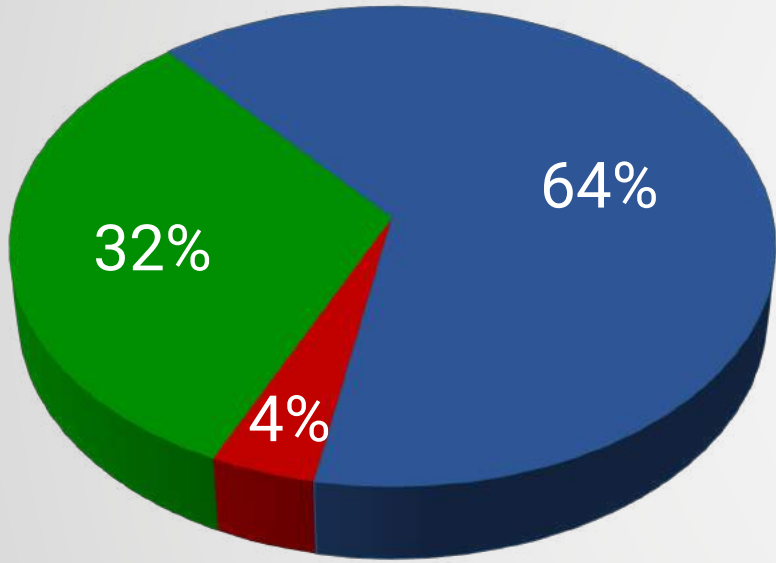
Strongly Approve	69%
Somewhat Approve	21%
Strongly Disapprove	1%
Somewhat Disapprove	1%



- Total Approve
- Total Disapprove
- No Opinion

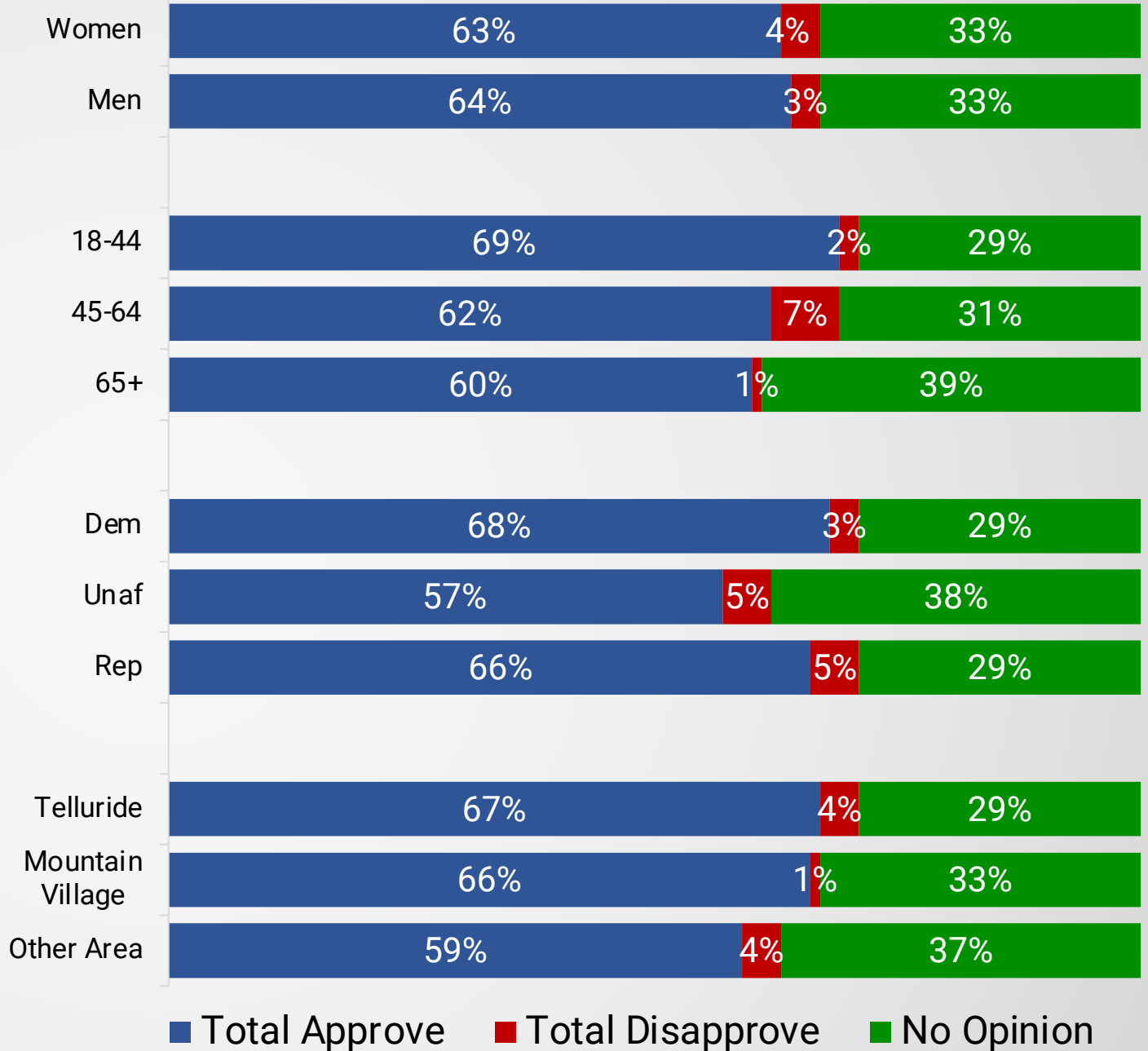


Do you agree or disagree with the following statement? *“The Telluride Fire Protection District is fiscally responsible and spends taxpayer money wisely?”*

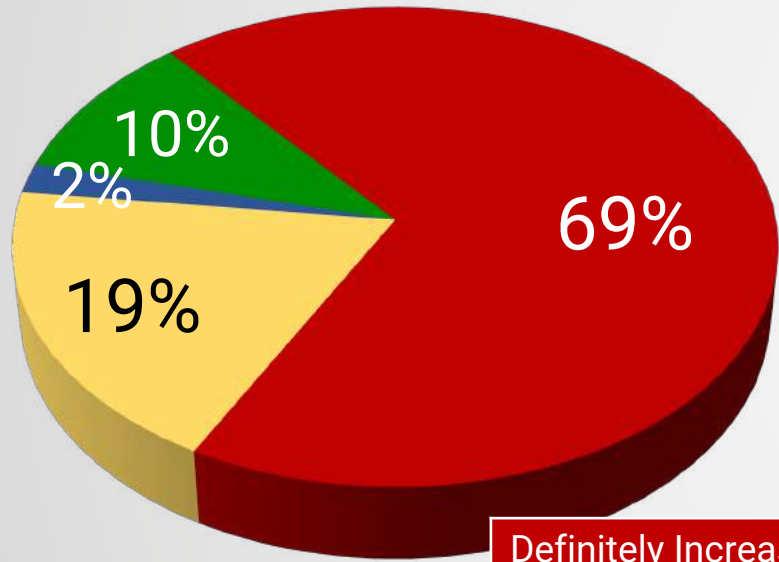


■ Total Approve
 ■ Total Disapprove
 ■ No Opinion

Strongly Approve	41%
Somewhat Approve	23%
Strongly Disapprove	1%
Somewhat Disapprove	3%

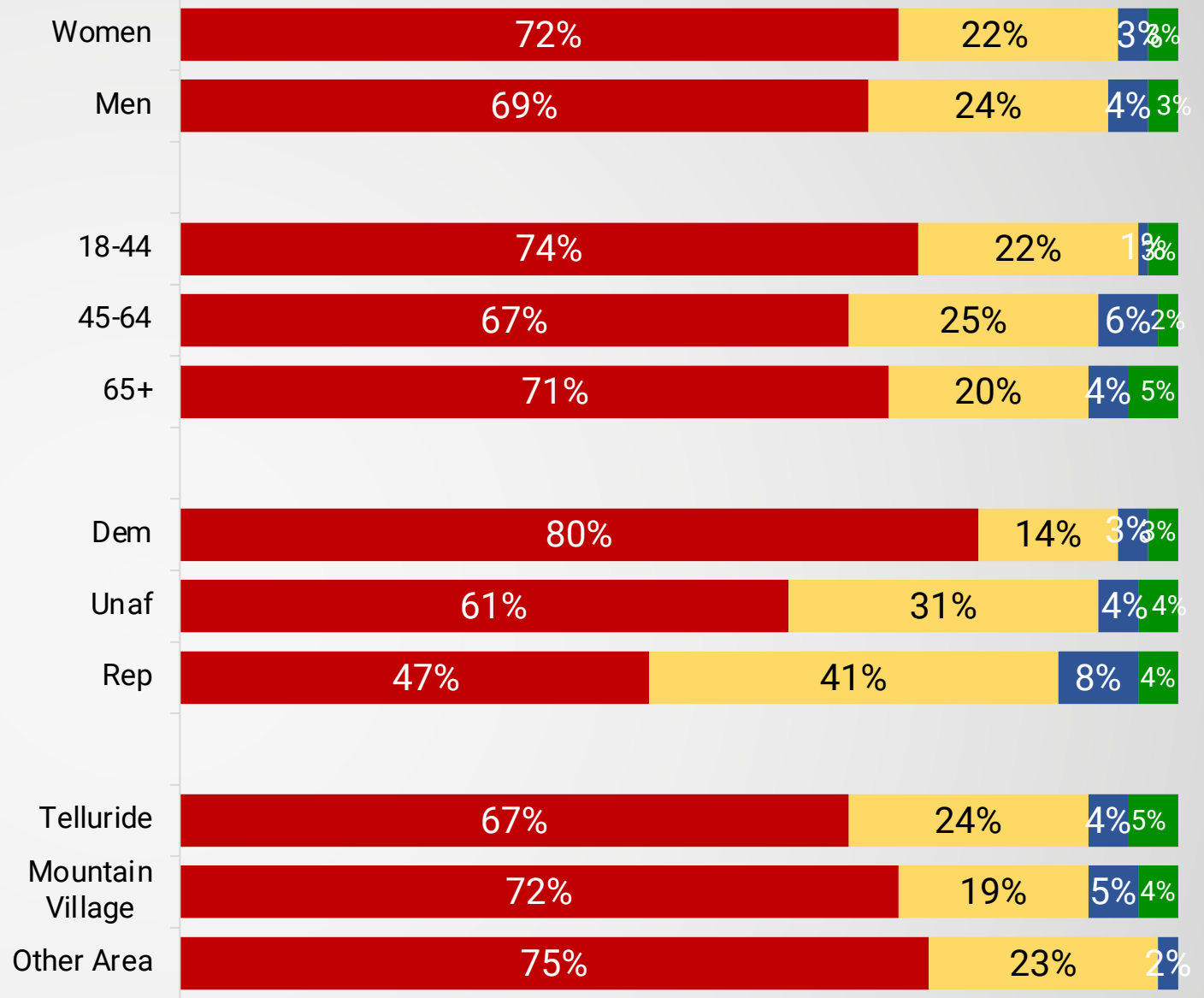


Do you think fire risk in your area has increased, stayed about the same, or declined in the past couple of years?



- Total Increased
- About the Same
- Total Decreased
- No Opinion

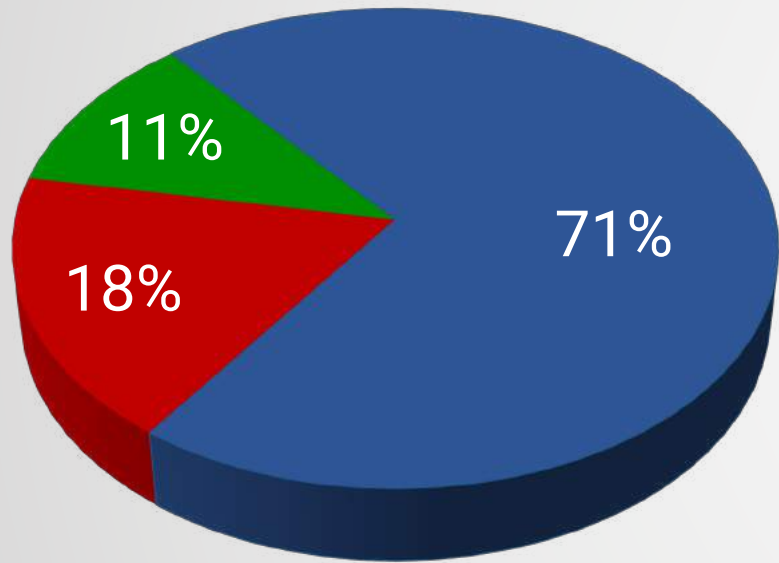
Definitely Increased	40%
Probably Increased	29%
Definitely Decreased	0%
Probably Decreased	2%



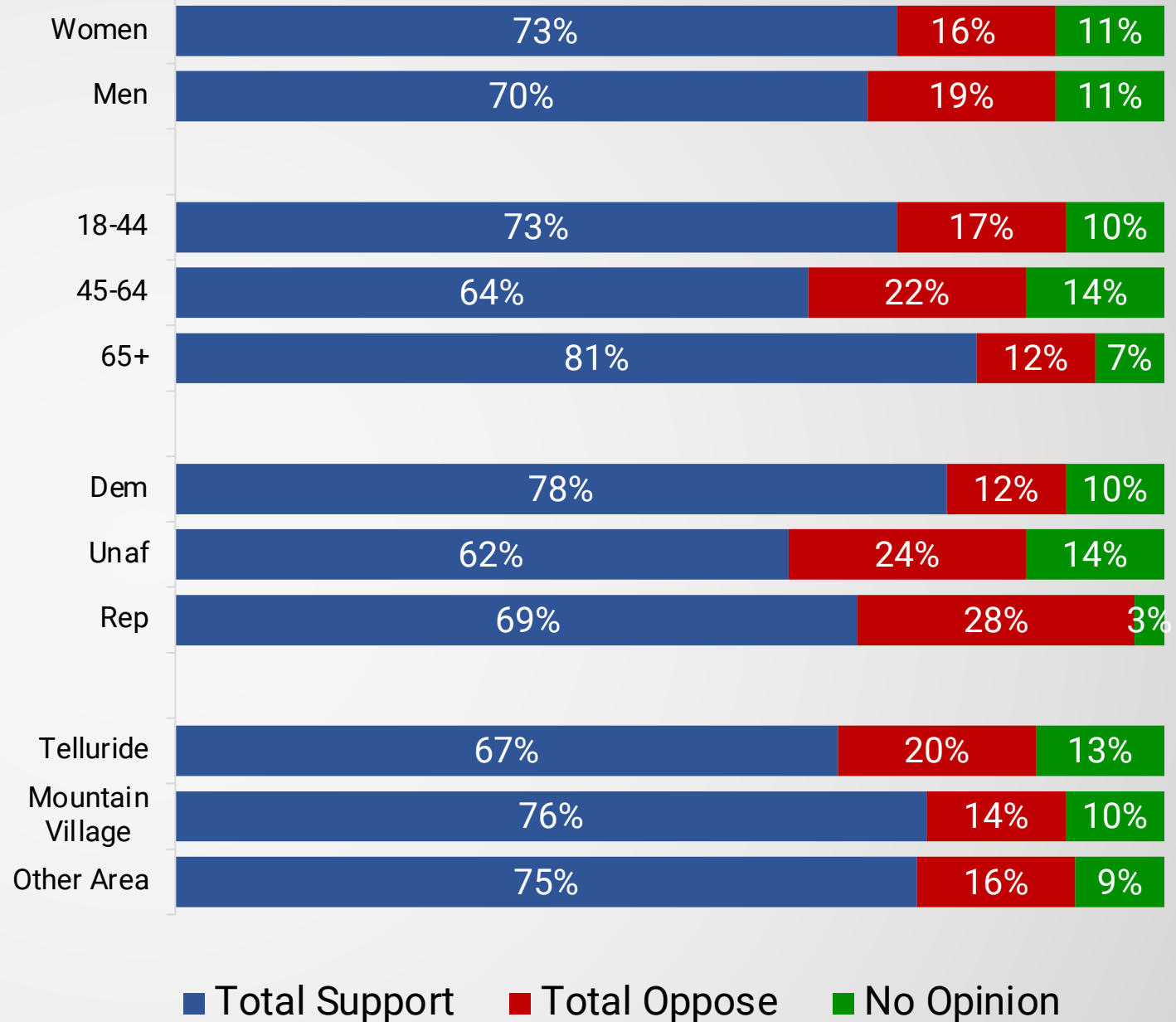
- Total Increased
- About the Same
- Total Decreased
- No Opinion



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



■ Total Support	Strongly Approve	33%
	Somewhat Approve	38%
■ Total Oppose	Strongly Disapprove	7%
	Somewhat Disapprove	11%
■ No Opinion		



■ Total Support ■ Total Oppose ■ No Opinion



Uninformed 4- Mill Property Tax Ballot Measure Test

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.

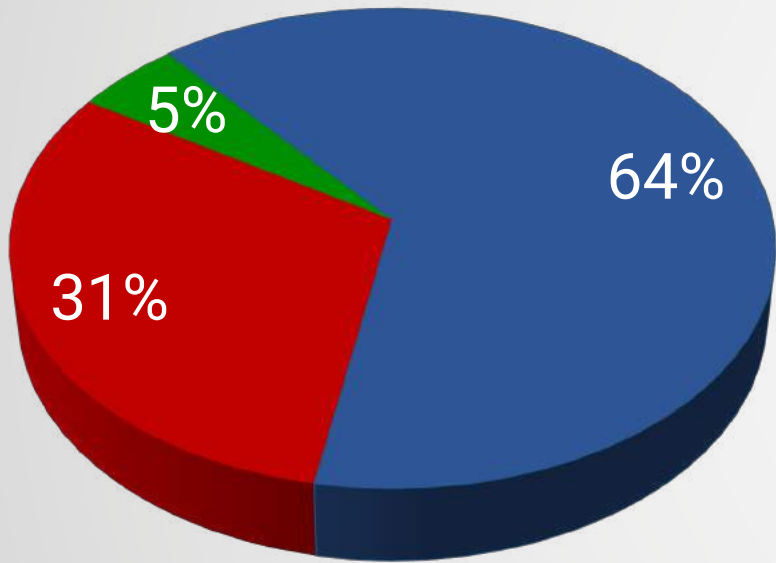
Uninformed 4-Mill Property Tax Ballot Measure Test

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?

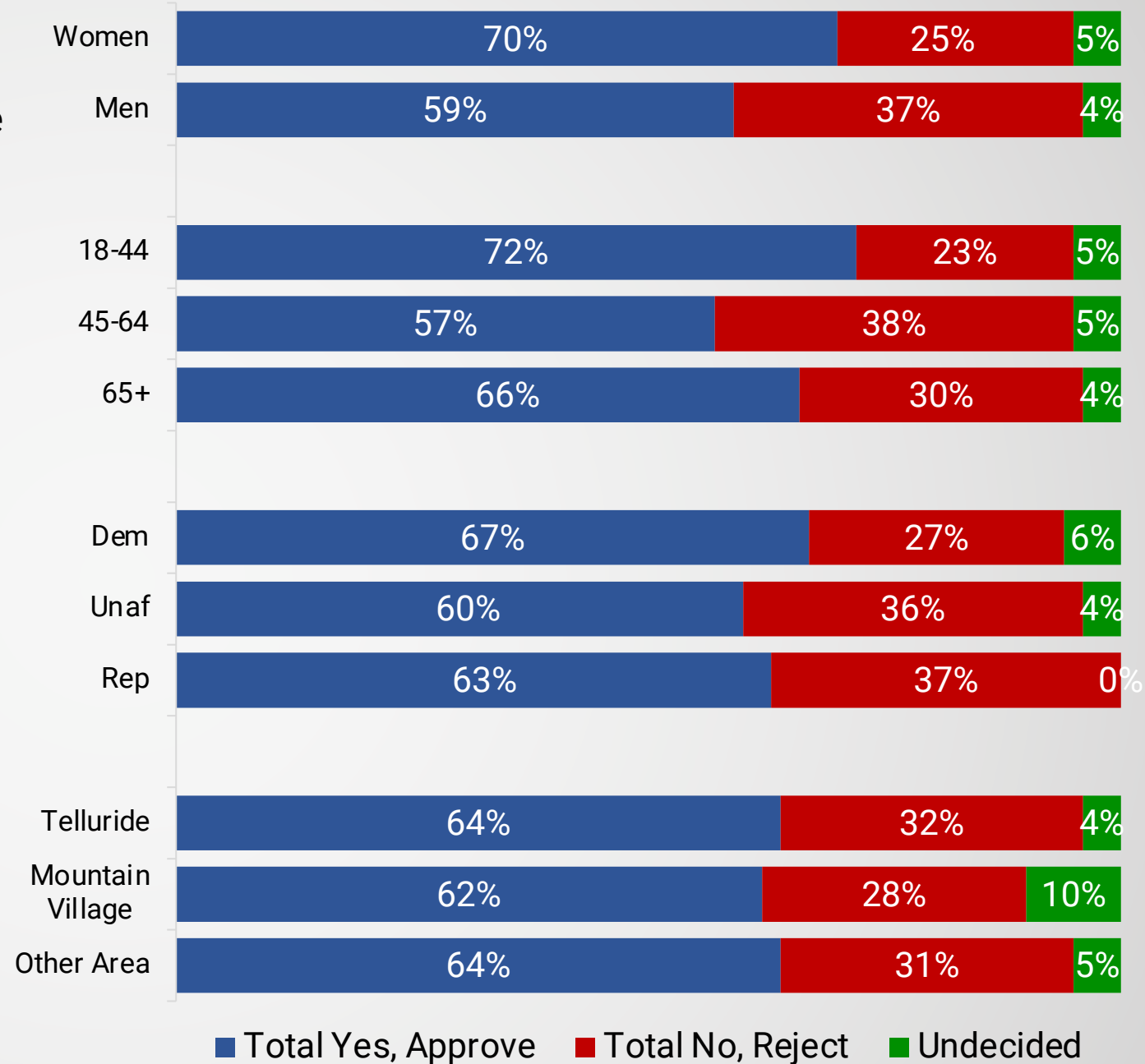
Uninformed Ballot Test

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
 ■ Total No, Reject
 ■ Undecided

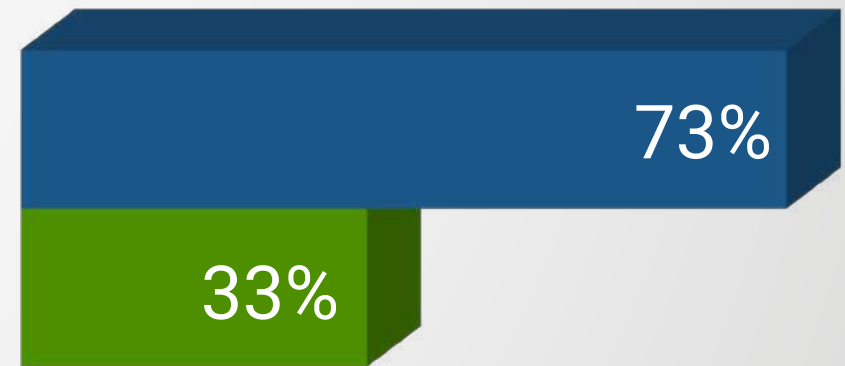
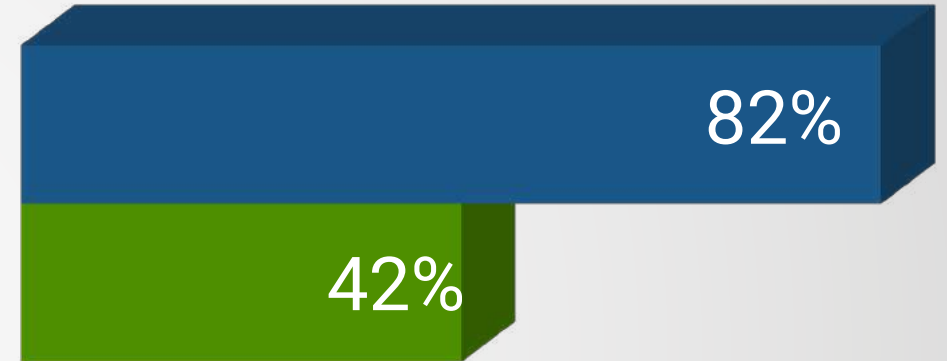
Definitely Yes, Approve	25%
Probably Yes, Approve	39%
Definitely No, Reject	15%
Probably No, Reject	16%



Telluride Fire Protection District 4-Mill Property Tax Increase Ballot Measure Information Questions Ranked By Total Much More Likely

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.

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.



- Total Much More Likely to Approve
- Much More Likely to Approve

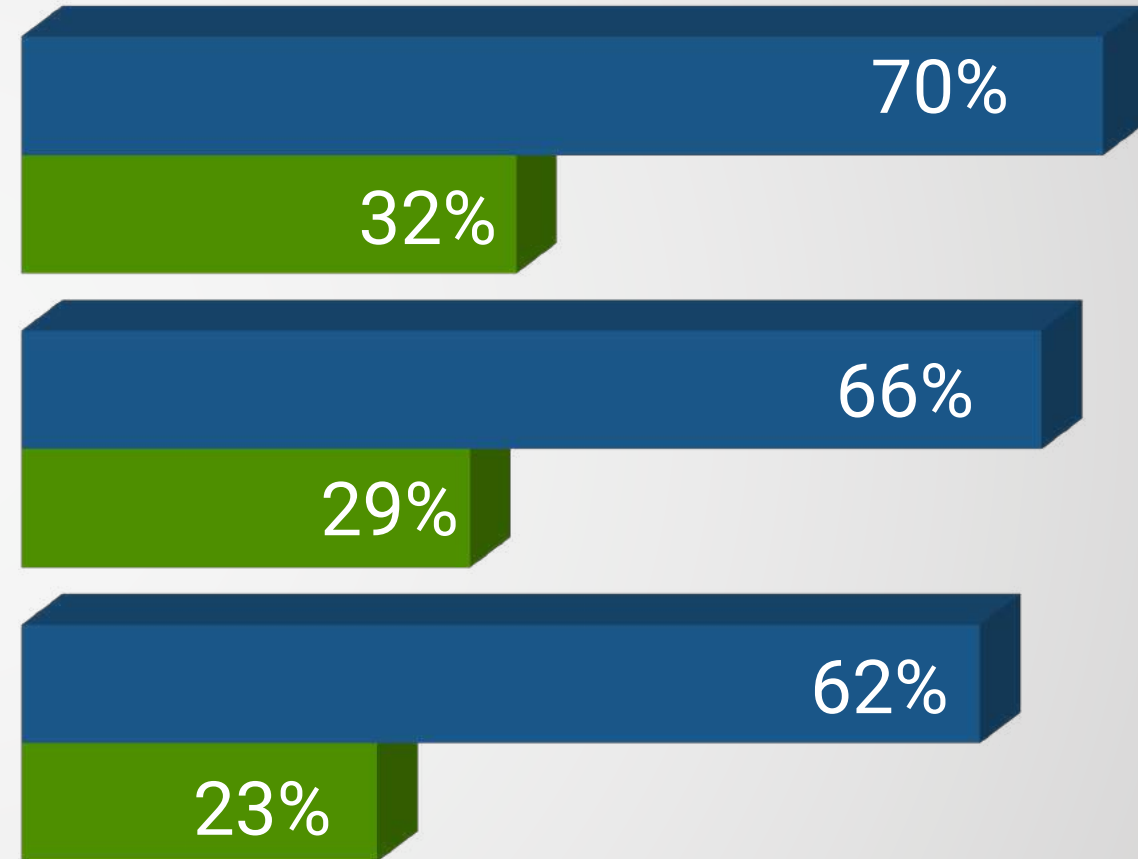


Telluride Fire Protection District 4-Mill Property Tax Increase Ballot Measure Information Questions Ranked By Total Much More Likely

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.

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.

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.



■ Total Much More Likely to Approve
■ Much More Likely to Approve



Informed 4- Mill Property Tax Ballot Measure Test

As a reminder, 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.

Informed 4-Mill Property Tax Ballot Measure Test

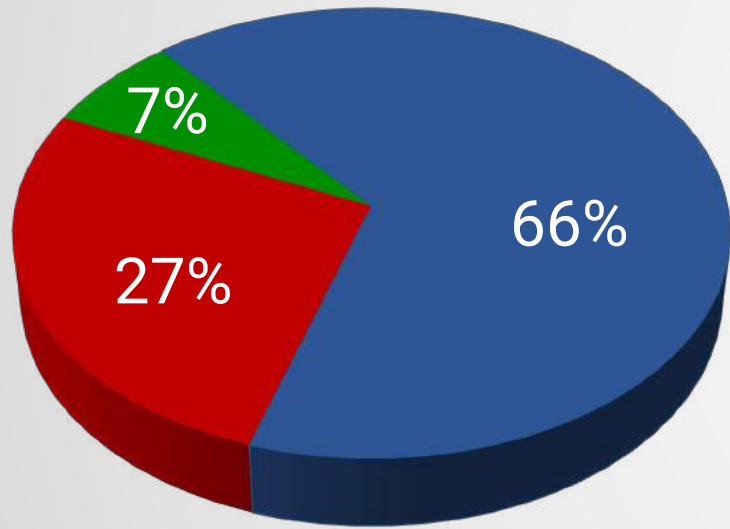
The ballot measure would increase the current mills for the fire district from 4.315 to 8.315. An 8.315 mill property tax would cost a homeowner approximately \$305.56 annually or \$25.46 per month for a home valued at \$500,000.

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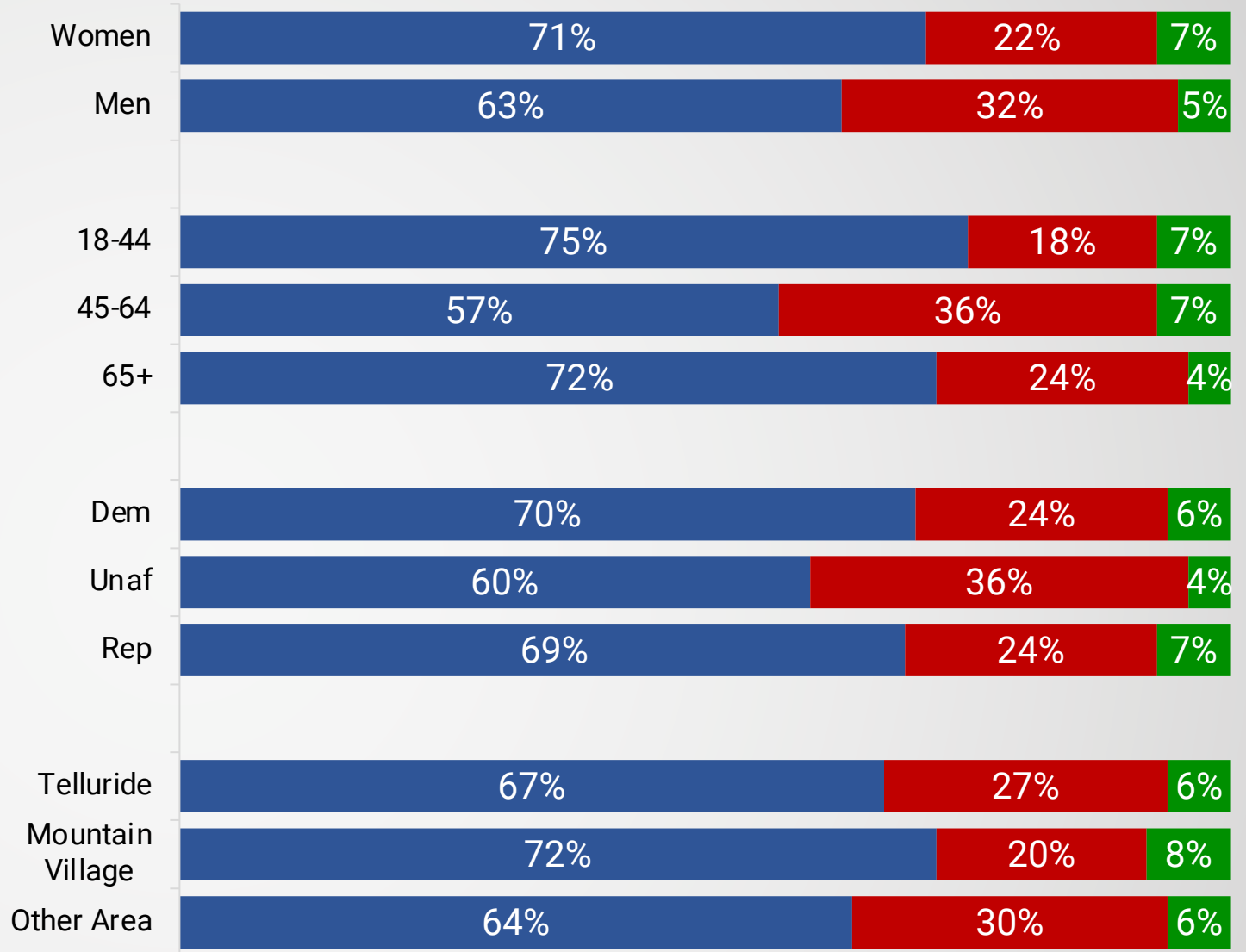
Informed Ballot Test

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
 ■ Total No, Reject
 ■ Undecided

Definitely Yes, Approve	30%
Probably Yes, Approve	36%
Definitely No, Reject	13%
Probably No, Reject	14%

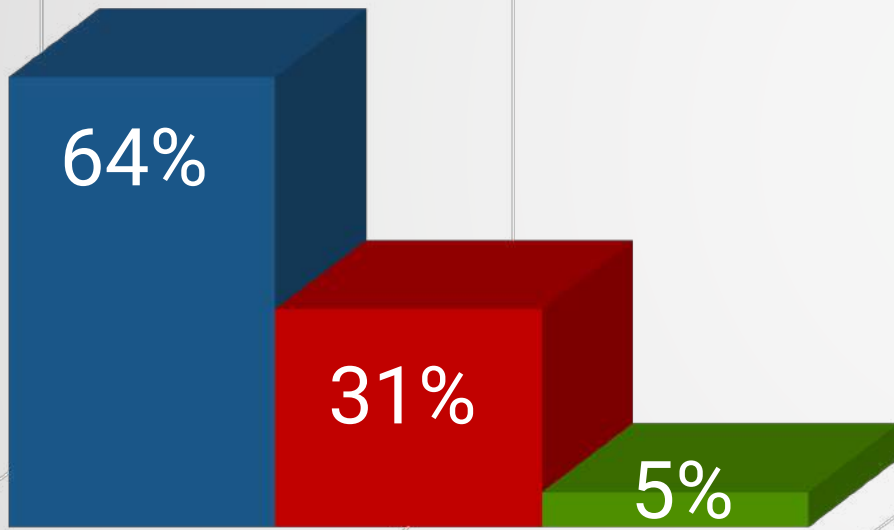


■ Total Yes, Approve ■ Total No, Reject ■ Undecided

Telluride Fire Protection District 4-Mill Increase Ballot Measure Question

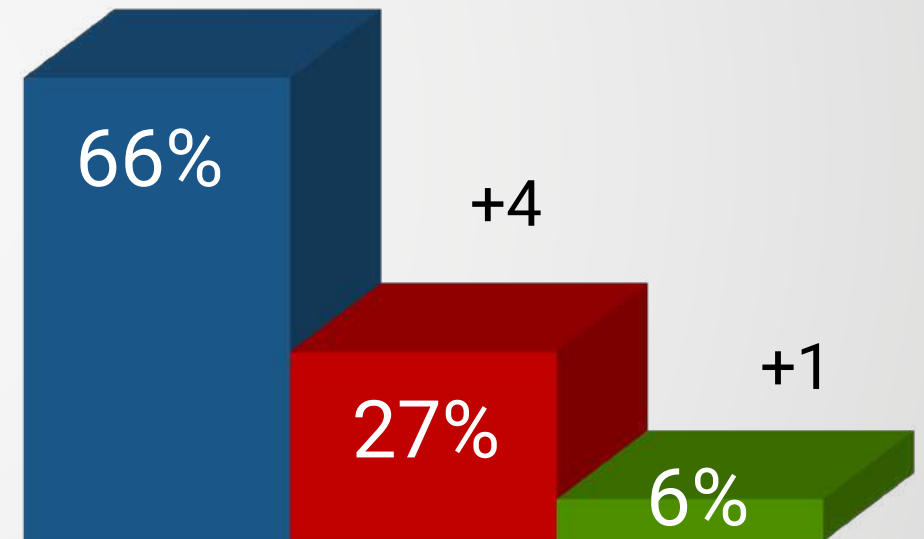
Movement from Uninformed to Informed
After Reading Information Questions

Uninformed



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

+2 Informed



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

Why 66% of Respondents Would Vote Yes and Approve the Telluride Fire Protection District Ballot Measure

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

Themes

Understanding of the need for fire services.

With more people moving in, there is a need for more firefighters and equipment.

Fire danger has increased significantly.
Climate change.

“The fire risk in this area is scary. The region needs a top-notch fire mitigation and suppression team that has adequate resources to protect all of us.”

-Female, 55-64, Unaffiliated, Mountain Village

“With increased 2nd home ownership in the TFPD and increased property values, it is imperative that we have adequate defenses and medical support for ALL residents.”

-Female, 65+, Unaffiliated, Telluride

“I realize the need for increased funding in an ever-growing community.”

-Female, 45-54, Democrat, Other Area

“It's time to no longer defer the deferred maintenance.”

-Male, 45-54, Democrat, Telluride

“The fire department is responsible for many different areas of public safety and this comes at a cost to residents.”

-Female, 55-64, Republican, Telluride

“Don't really care about remodeling stations etc., unless that affects the quality of response. More importantly, given climate change is increasing ability to stop and suppress wildfires.”

-Male, 55-64, Unaffiliated, Mountain Village

Why 27% of Respondents Would Vote No and Reject the Telluride Fire Protection District Ballot Measure

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

Themes

This is too much of an ask. Double the amount. 100% increase.

Doubles the current fee forever, when the fixes are one-time issues.

Taxes are already too high.

“I’m working class, not rich and retired. Doubling the fees forever to upgrade equipment once doesn’t make sense. If the proposal was to increase these taxes for only one year in order to replace equipment, and then bring it back down, I would tighten my budget for a year and vote yes.”

-Male, 35-44, Unaffiliated, Telluride

“For middle class Telluride people who happen to live in homes that are now valued at \$500,000, that is a large amount of money. I would approve of the measure if it was a smaller amount monthly or annually.”

-Female, 55-64, Democrat, Other Area

“I don’t think stations need remodeling.”

-Female, 55-64, Unaffiliated, Other Area

“Overburdened with taxes in an inflationary environment.”

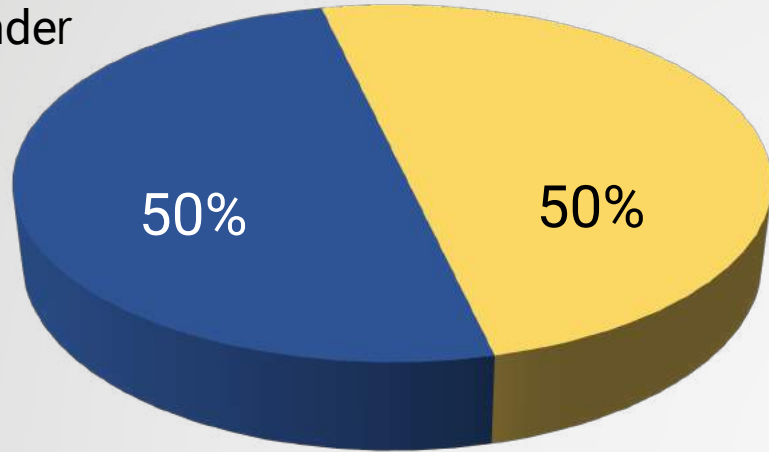
-Non-Binary, 35-44, Democrat, Telluride

“Should be able to find the money in general budgets. Taxes are already too high.”

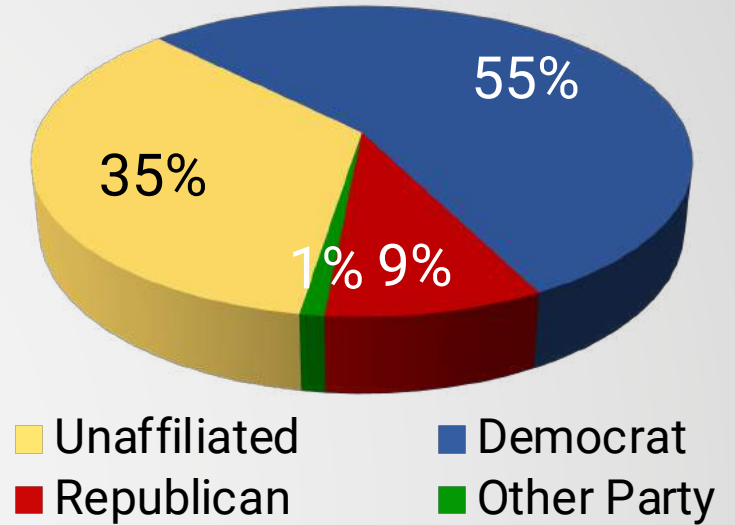
-Male, 55-64, Unaffiliated, Mountain Village

Survey Demographics

Gender

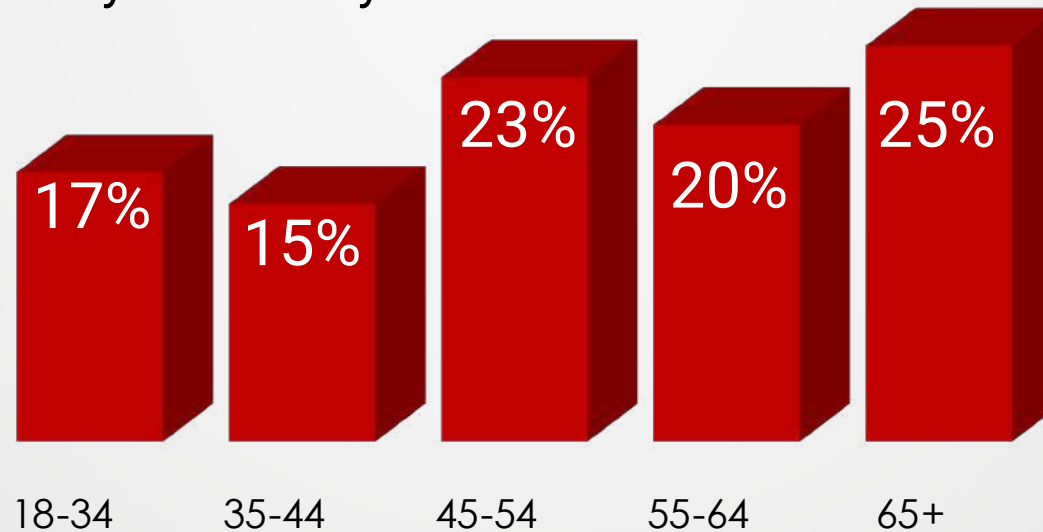


Party Affiliation



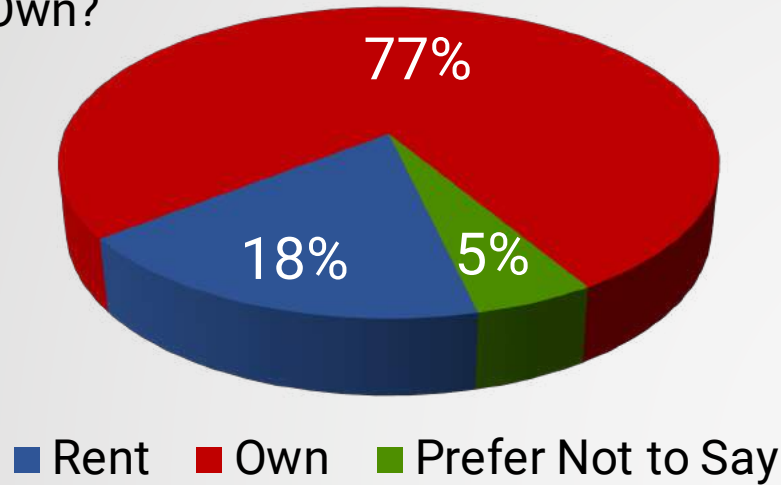
■ Female ■ Male ■ Identify Differently

Age Range

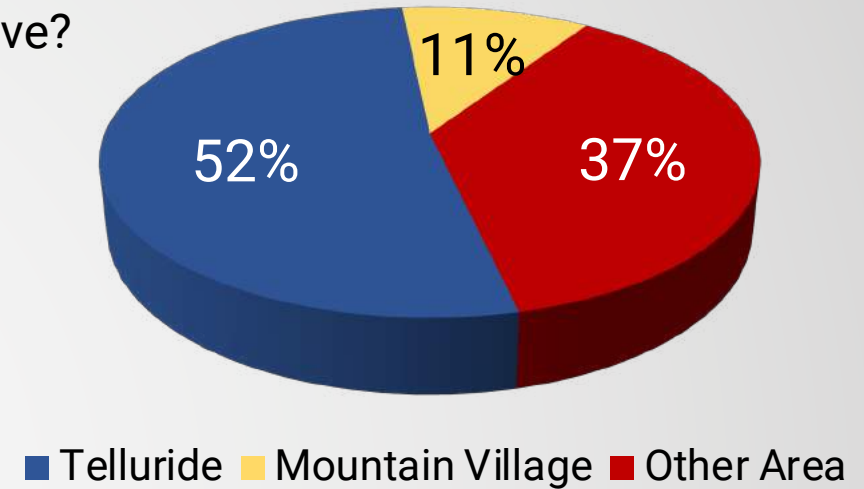


Survey Demographics

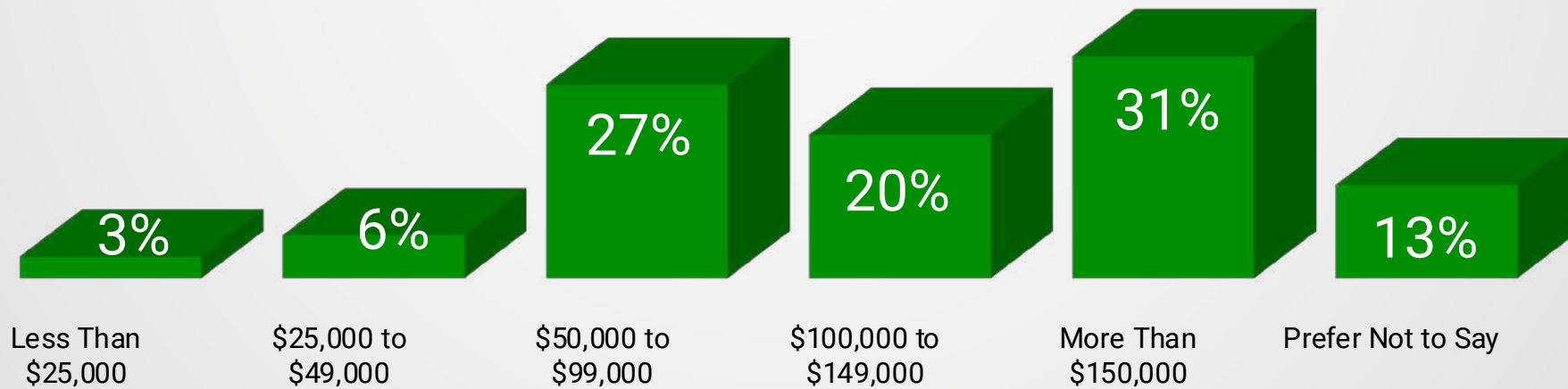
Rent or Own?



Where do you live?



How would you describe your household income?



Key Findings



- Support for a 4-mill tax increase to provide additional funding for the Telluride Fire Protection District is high with 64% of voters saying they would vote yes and approve the ballot measure, and 31% of voters saying they would vote no and reject the ballot measure.
- After voters are informed of what the additional funding would go towards, what it would cost, and that it would provide additional staff and remodels to the fire stations, the ballot measure increased by 2 points, with 66% of voters saying they would vote yes and approve the ballot measure. Not a large movement from uninformed to informed.

Key Findings



- The main reasons voters would support the ballot measure are, that they understand the need for firefighters and updated equipment. They understand that the risk of fire has increased substantially over the last couple years due to an influx in population and a belief in climate change.
- The reasons why voters would vote no and reject the ballot measure are that the mill levy increase is too much, that doubling it is asking for too much at one time. Voters believe taxes are too high already, and some mention that they would possibly support a smaller increase.

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