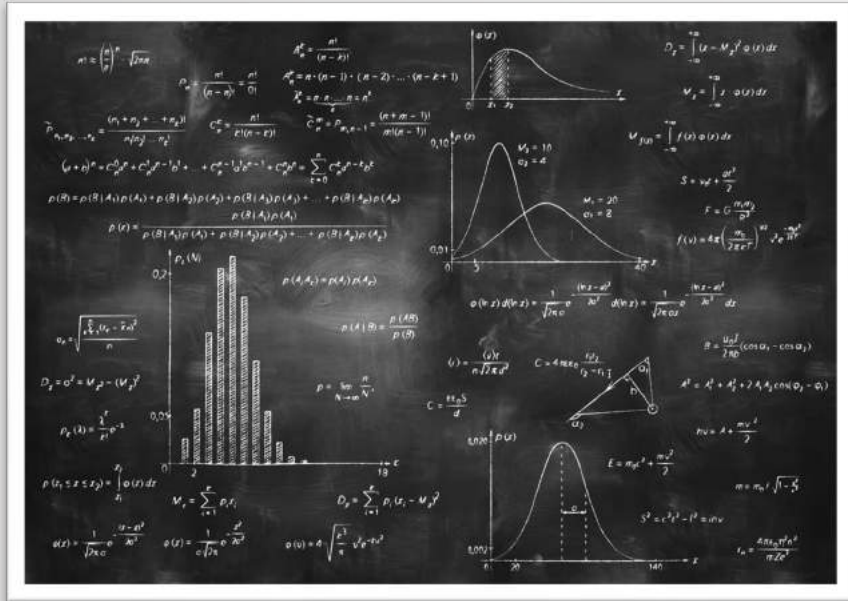


Town of Monument Police Services Ballot Measure Survey

May 11th to 18th, 2021



Methodology



Magellan Strategies is pleased to present the results of a live telephone and online survey of 563 registered voters in Monument, Colorado. Survey data collection utilized MMS Text messaging and the Town's email list.

The interviews were conducted from May 11th to 18th, 2021. The overall survey responses have a margin of error of +/- 3.97% 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 demographics of expected turnout for an odd-year general election in the town of Monument.



Survey Goals & Objectives



This survey aimed to measure voter support and opposition for a 0.5% sales tax increase to create a dedicated funding source for the Monument Police Department.

The survey also measured:

- The image rating and job approval of the Police Department.
- Opinions of crime and the Police Department spending taxpayer money wisely.
- Testing messages and information educating voters why the Police Department needs additional funding.

Town of Monument Voter Registration Demographics

Town of Monument Magellan Strategies Voter Registration and Past Election Turnout Report

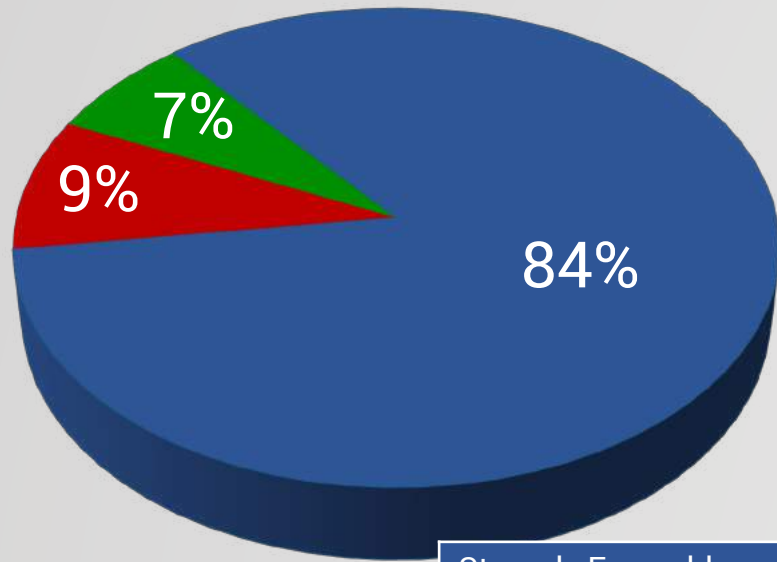
Sex	Registration		2022		2021		2020		2019	
Female	4,473	50.4%	3,008	50.8%	1,688	50.1%	3,345	51.2%	1,800	50.9%
Male	4,396	49.6%	2,915	49.2%	1,678	49.9%	3,192	48.8%	1,738	49.1%
Total	8,869	100.0%	5,923	100.0%	3,366	100.0%	6,537	100.0%	3,538	100.0%

Age Group	Registration		2022		2021		2020		2019	
18-34	2,263	25.5%	1,001	16.9%	396	11.8%	1,482	22.7%	434	12.3%
35-44	1,573	17.7%	1,076	18.2%	517	15.4%	1,214	18.6%	672	19.0%
45-54	1,754	19.8%	1,311	22.1%	728	21.6%	1,448	22.2%	865	24.4%
55-64	1,665	18.8%	1,311	22.1%	831	24.7%	1,311	20.1%	736	20.8%
65+	1,614	18.2%	1,224	20.7%	894	26.6%	1,082	16.6%	831	23.5%
Total	8,869	100.0%	5,923	100.0%	3,366	100.0%	6,537	100.0%	3,538	100.0%

Party	Registration		2022		2021		2020		2019	
Unaffiliated	4,175	47.1%	2,479	41.9%	1,281	38.1%	2,596	39.7%	1,222	34.5%
Democrat	1,069	12.1%	768	13.0%	466	13.8%	866	13.2%	495	14.0%
Republican	3,462	39.0%	2,584	43.6%	1,572	46.7%	2,956	45.2%	1,763	49.8%
Libertarian	126	1.4%	71	1.2%	39	1.2%	95	1.5%	49	1.4%
Other	37	0.4%	21	0.4%	8	0.2%	24	0.4%	9	0.3%
Total	8,869	100.0%	5,923	100.0%	3,366	100.0%	6,537	100.0%	3,538	100.0%

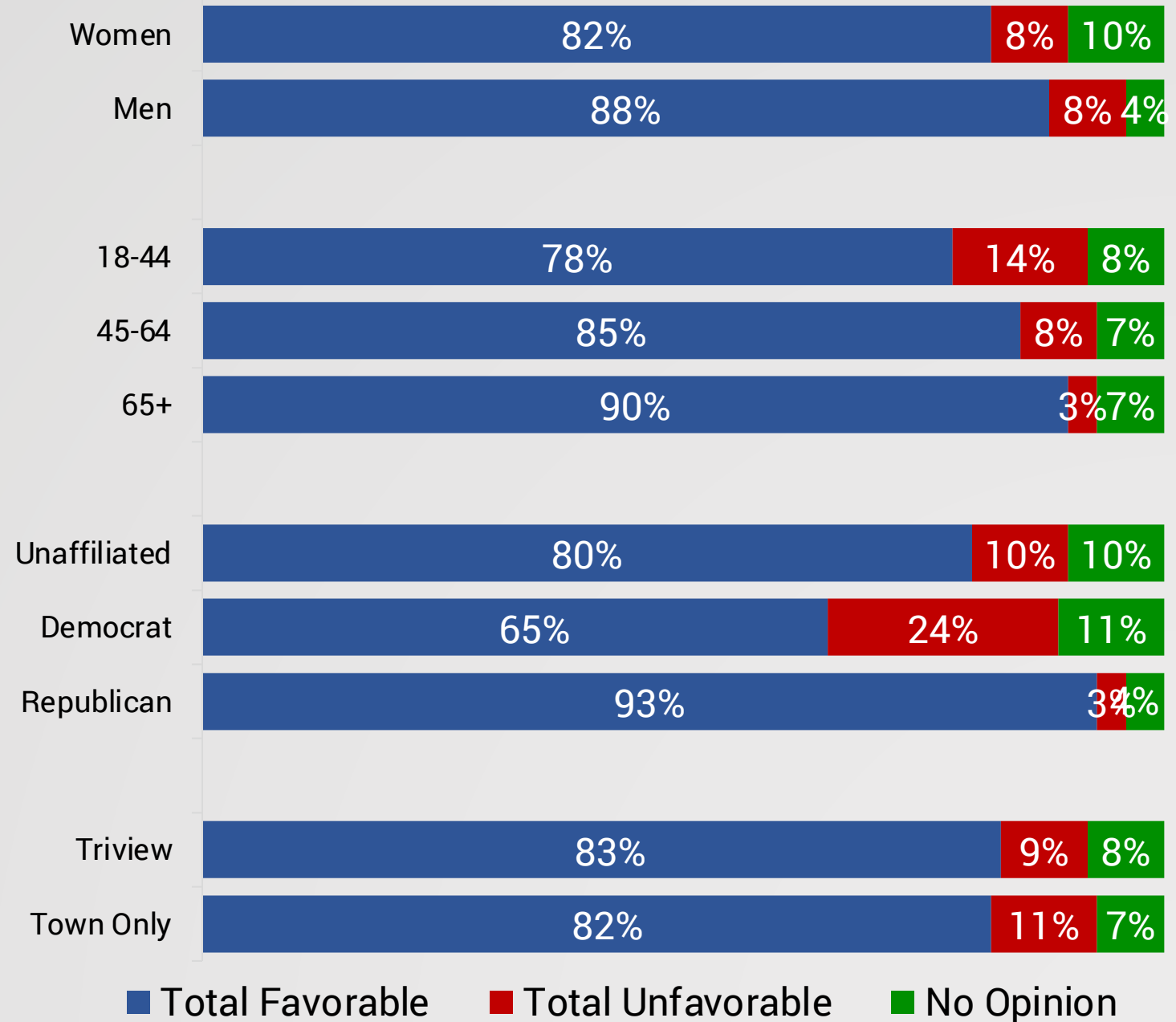


Do you have a favorable or unfavorable opinion of the Monument Police Department?

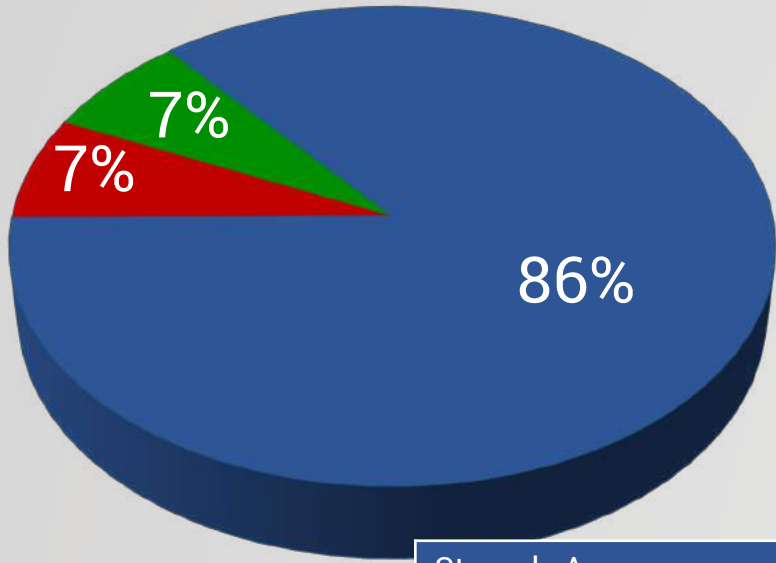


■ Total Favorable
■ Total Unfavorable
■ No Opinion

Strongly Favorable	62%
Somewhat Favorable	22%
Strongly Unfavorable	2%
Somewhat Unfavorable	7%

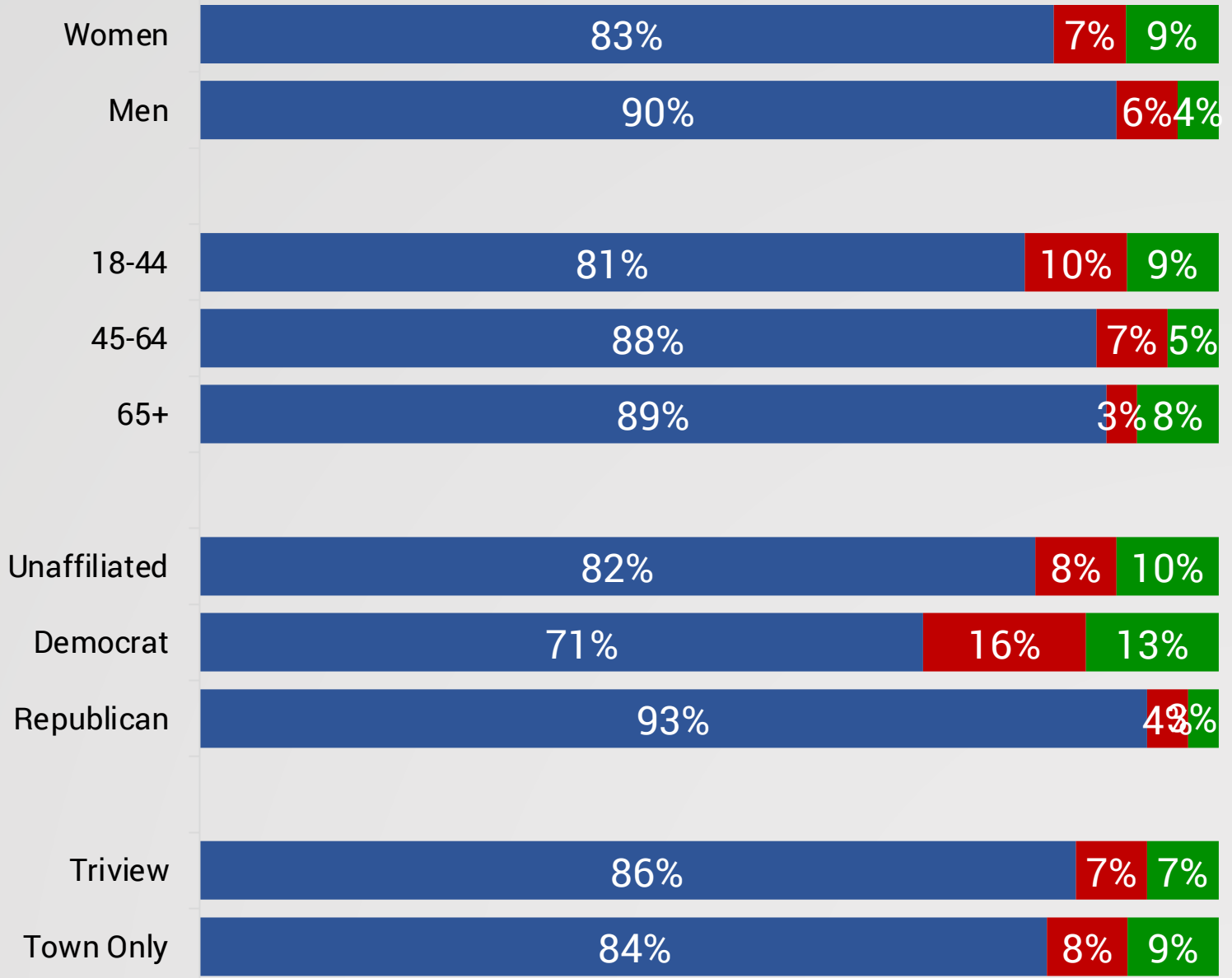


Do you approve or disapprove of the job the Monument Police Department is doing?



■ Total Approve
 ■ Total Disapprove
 ■ No Opinion

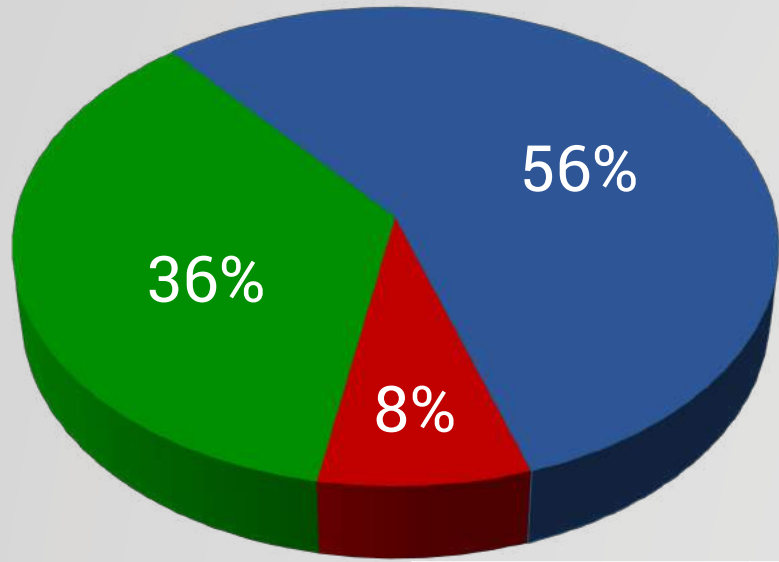
Strongly Approve	58%
Somewhat Approve	28%
Strongly Disapprove	2%
Somewhat Disapprove	5%



■ Total Approve ■ Total Disapprove ■ No Opinion

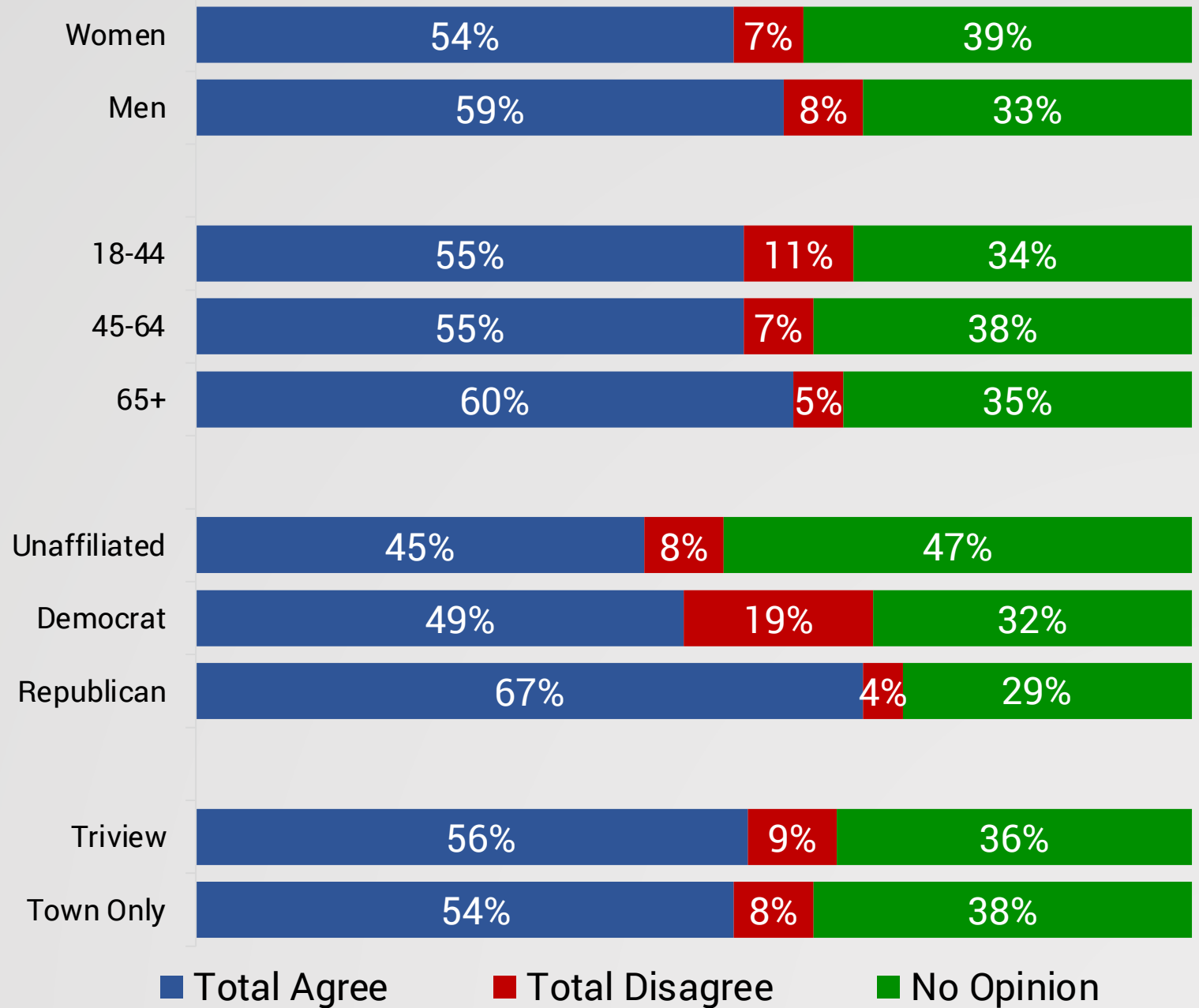


Do you agree or disagree with the following statement? "The Monument Police Department is fiscally responsible and spends taxpayer money wisely."



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

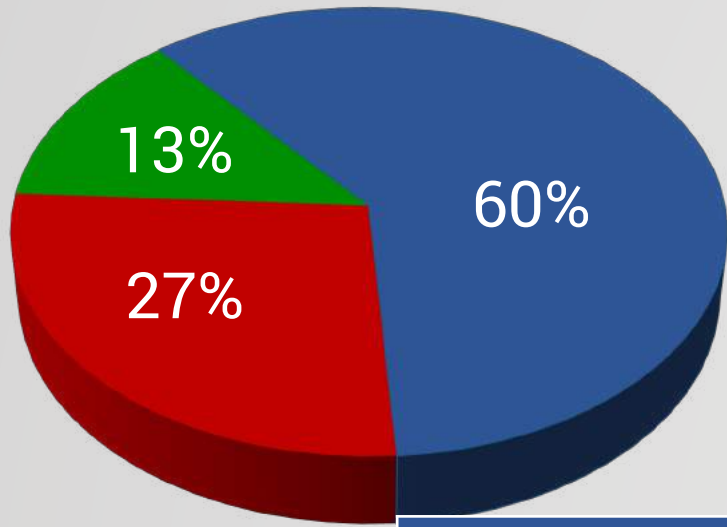
Strongly Agree	32%
Somewhat Agree	24%
Strongly Disagree	3%
Somewhat Disagree	5%



■ Total Agree ■ Total Disagree ■ No Opinion

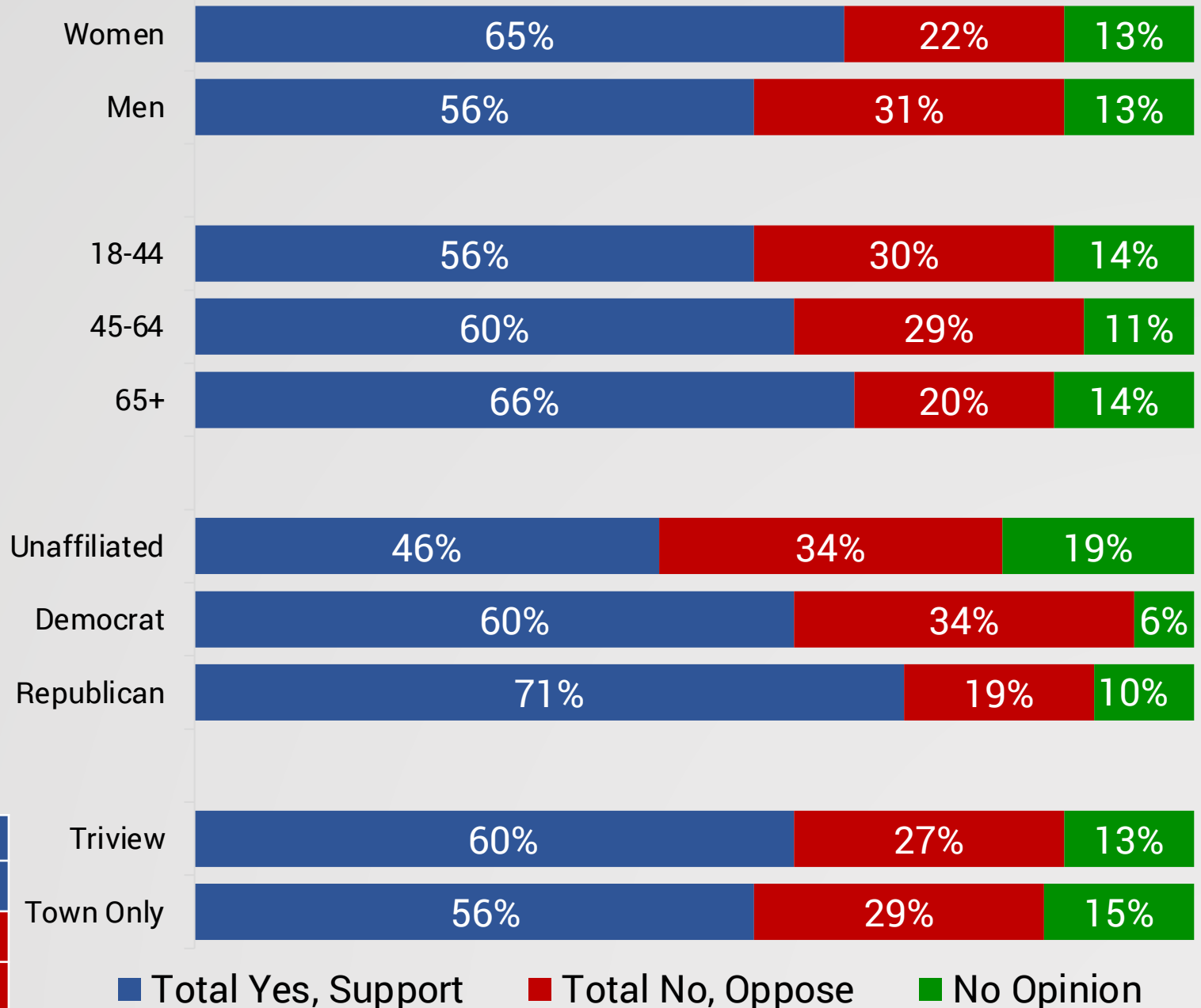


Generally speaking, would you support or oppose a local sales tax increase to generate new funding for Monument Police Department services and programs?



- Total Yes, Support
- Total No, Oppose
- No Opinion

Yes, Strongly Support	31%
Yes, Somewhat Support	29%
No, Strongly Oppose	14%
No, Somewhat Oppose	13%



- Total Yes, Support
- Total No, Oppose
- No Opinion



Monument Police Department Ballot Measure Survey Respondent Information



Before we continue, it is important to understand that no decisions have been made by the town to put a sales tax ballot measure before voters this November to fund Police Department services and programs. Your honest responses to the following questions will help the town make that decision. Let's continue the survey now.

Monument Police Department Uniformed Funding Ballot Measure Test

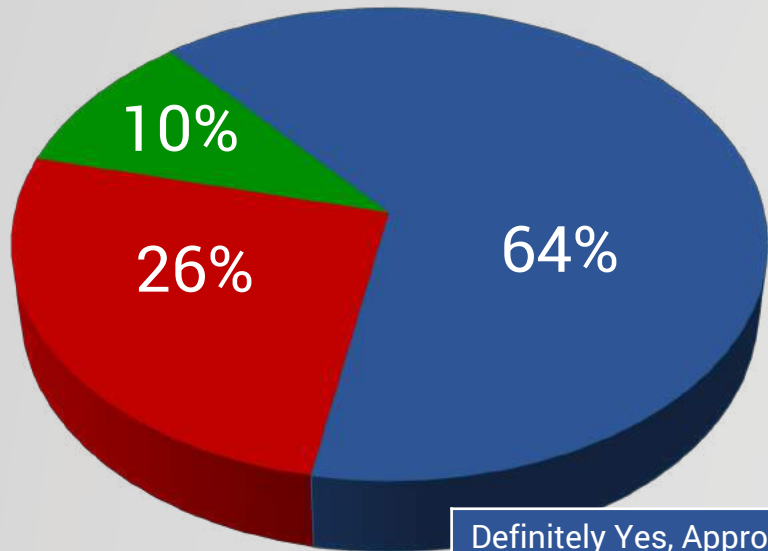


One ballot measure being considered by the Town Trustees to generate a funding source for Police Department services and programs is an increase in the town sales tax by 0.5%.

This increase would raise the sales tax from 3.0% to 3.5% and is estimated to raise \$1.4 million annually. A 0.5% increase would cost consumers 50 cents on a \$100 purchase of taxable items. Food and grocery purchases would not be subject to this tax increase.

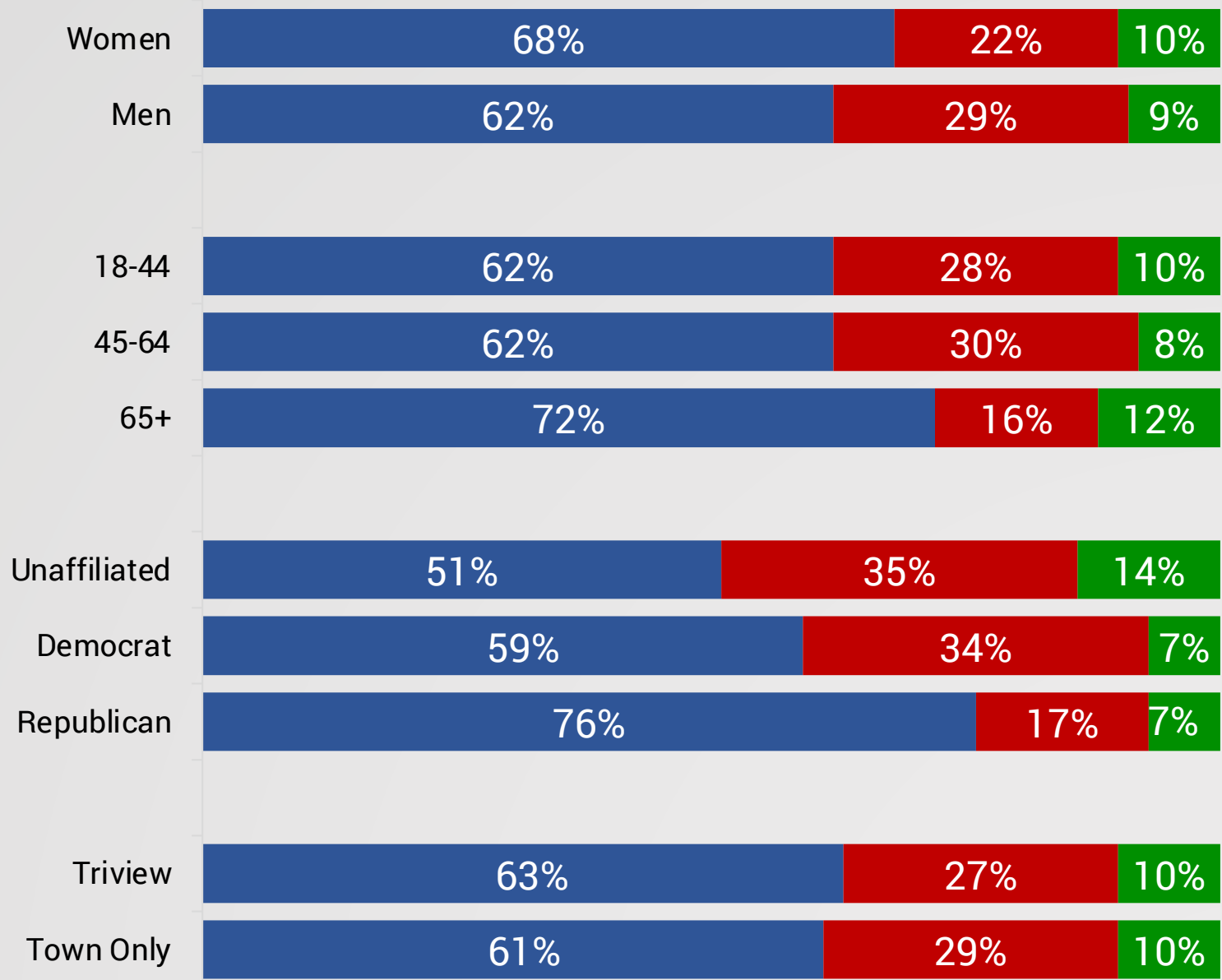
Uninformed Ballot Test

Knowing this information, if an election were being held today, would you vote yes and approve a 0.5% sales tax increase to generate new funding for Police Department Services and programs, or would you vote no and reject it?



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

Definitely Yes, Approve	33%
Probably Yes, Approve	31%
Definitely No, Reject	13%
Probably No, Reject	13%



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



Please describe the reasons why you would vote yes and approve a 0.5% sales tax increase to fund Police Department services and programs.

Themes
Community Safety and Support for Law Enforcement
Need for Proper Funding and Resources
Support for Growth and Expansion

“Because I appreciate what the police do to keep my community safe.”

-Female, 65+, Republican

“Our police in Monument have been underfunded for a long time. Its time we help them out.” **-Female, 35-44, Republican**

“Properly funding our police and equipping them with needed materials is essential for keeping our neighborhood safe.” **-Male, 45-54, Republican**

“Safety is important. We back the blue 100%.” **-Female, 45-54, Unaffiliated**

“The Police Department is severely underfunded. They need more cars, more staff and more resources to cover the growing town.” **-Male, 45-54, Unaffiliated**

“We need new funding sources because of the area growth.” **-Female, 35-44, Democrat**

“Our town is growing and therefore we need the appropriate staffing and funding of our Police Department.” **-Female, 45-54, Other**



Please describe the reasons why you would vote yes and approve a 0.5% sales tax increase to fund Police Department services and programs.

1. Community Safety and Support for Law Enforcement: Many respondents express appreciation for the work of the police in keeping the community safe. They emphasize the importance of adequately funding the police department to ensure they have the necessary resources, such as protective gear, equipment, and staffing, to effectively carry out their duties. There's a consensus that safety is a top priority, and supporting law enforcement is crucial for maintaining a secure environment.

2. Need for Proper Funding and Resources: There's a strong sentiment that the police department is currently underfunded and needs additional resources to fulfill its responsibilities. Respondents highlight the importance of providing modern equipment, sufficient staffing, and ongoing training to enhance the effectiveness of law enforcement efforts. They believe that a small increase in sales tax is a reasonable investment in ensuring the police have the tools and personnel they need to serve the community effectively.

3. Support for Growth and Expansion: With the town experiencing growth and increasing demands on law enforcement, many respondents emphasize the need for expanded services and infrastructure to keep pace with development. They argue that as the population grows, so too should the police force and its capabilities. This expansion requires additional funding to maintain adequate staffing levels, improve response times, and establish new facilities as needed.

Overall, these themes underscore a strong community consensus on the importance of investing in the police department to ensure public safety, support law enforcement personnel, and accommodate the evolving needs of a growing town.



Please describe the reasons why you would vote no and reject a 0.5% sales tax increase to fund Police Department services and programs.

“Defund the police, don’t find more ways to fund them.” -**Female, 18-34, Democrat**

“I am a senior. We are overtaxed as it is.” -**Male, 65+, Democrat**

“The money should be towards the roads.” -**Male, 35-44, Republican**

“Money needs to be redistributed from programs that I believe should not be funded.” -**Female, 55-64, Republican**

“No need for increasing police budgets.” -**Identify Differently, 35-44, Unaffiliated**

“Sales taxes are already too high. The police don’t need any more funding.” -**Male, 18-34, Democrat**

“We need to investigate how the current funding is being used and if there are other programs that can do some of the work that the PD is being asked to handle.” -**Male, 45-54, Democrat**

Themes

Skepticism and Distrust of Police Funding

Taxation and Financial Concerns

Calls for Police Reform and Alternative Services



Please describe the reasons why you would vote no and reject a 0.5% sales tax increase to fund Police Department services and programs.

- 1. Skepticism and Distrust of Police Funding:** Many respondents express skepticism regarding the need for additional funding for the police department. Some argue that the police are already well-funded and that increasing their budget is unnecessary. Others question the allocation of funds and express concerns about transparency and accountability in how the money is used. There's a sentiment that the police department should be funded through existing resources rather than through additional taxes.
- 2. Taxation and Financial Concerns:** A significant number of respondents oppose any tax increase, citing concerns about the overall tax burden, particularly for seniors and individuals on fixed incomes. They argue that the town already has numerous taxes in place, and any further increase would be burdensome. Some suggest that the town should prioritize spending and reallocate funds rather than imposing new taxes.
- 3. Calls for Police Reform and Alternative Services:** Several respondents advocate for police reform and alternative approaches to public safety. They argue that the focus should be on reallocating resources to address social issues, such as mental health, rather than increasing funding for law enforcement. Some express skepticism about the effectiveness of police services in the community and suggest exploring alternative models, such as contracting with the county sheriff or diverting funds to other programs.

Overall, these themes reflect a range of concerns, including skepticism about the need for increased police funding, objections to taxation, and calls for alternative approaches to public safety and law enforcement.

Monument Police Department Funding Ballot Measure Information Questions



We now will share some information on why the Monument Police Department and the Board of Trustees are considering a ballot measure and how the sales tax revenue would be spent.

After reading the information, please indicate if you are more likely to vote yes and approve a 0.5% sales tax increase to fund Police Department services or if you are more likely to vote no and reject it. Let's get started

Monument Police Department Funding Ballot Measure Information Questions



4 to 5 Officers on Patrol At All Times - Before hiring Police Chief Hemingway in February of 2020, at times only one officer was on patrol duty for a 12-hour shift. The Chief determined this was unacceptable and created real risks and ensuring the public's safety. With just a single patrol officer on duty, the Police Department struggled to handle more than one call at a time, especially if an officer needed backup. Despite budget limitations, the Chief increased patrol duty to two officers per 12-hour shift from just one. If the ballot measure is approved, the Police Department will double the number of patrols so that 4 to 5 officers will be on patrol duty at all times, 24 hours a day.

Reducing Response Times - Currently, emergency response times can take 14 to 17 minutes when an officer has to go from one end of town to the other. This situation is unacceptable, especially if a resident needs an immediate response. If the ballot measure is approved, the Police Department will hire and train ten new police officers to address this problem. Having more patrol officers on duty will significantly reduce response times and make Monument safer.

Monument Police Department Funding Ballot Measure Information Questions



Update Arrest Report Software and Computers - Currently, the Police Department's arrest report software and computer infrastructure are outdated and not compatible with regional El Paso County Law Enforcement agencies. This prevents the Police Department from sharing and receiving analytic and criminal background data related to regional crime information. This limits the Police Department's ability to identify individuals who may have an outstanding warrant for their arrest or a criminal background. If the ballot measure is approved, funds would be used to update the department's arrest report software and computers, allowing officers to see and share analytic and criminal information with other regional law enforcement agencies.

12 Vehicles in Fleet, Overdue for Replacement/Maintenance - Currently, the Police Department has 12 vehicles in its fleet, including 7 marked patrol cars and 5 that are unmarked. A patrol car, which is in use 24 hours a day, is usually replaced every four years. At this time, 6 of the 12 vehicles are overdue for replacement, and 2 have been removed entirely from patrol duty. The maintenance costs to keep overdue patrol cars in the fleet have increased significantly. This has forced the Chief to reallocate Police Department funds towards patrol car maintenance instead of funding officer training and other public safety needs.

Monument Police Department Funding Ballot Measure Information Questions



5th Squad Patrol Unit - If the ballot measure is approved, funding will pay for a 5th squad patrol unit of Special Enforcement Officers. This unit would focus on combating vehicle break-ins, residential burglaries, drug dealing, and human trafficking.

Only One Detective, Second Female Detective to be Hired - Currently, Monument's crime investigations are limited to just one detective. This limits the Police Department's ability to address criminal investigations in a timely and thorough manner. If the ballot measure is approved, a second female detective would likely be hired to handle sensitive issues like sexual assault and assist with criminal case follow-up and larger investigations. A second detective will also allow criminal investigation work to occur promptly, rather than doing patrol work during patrol officer shortages.

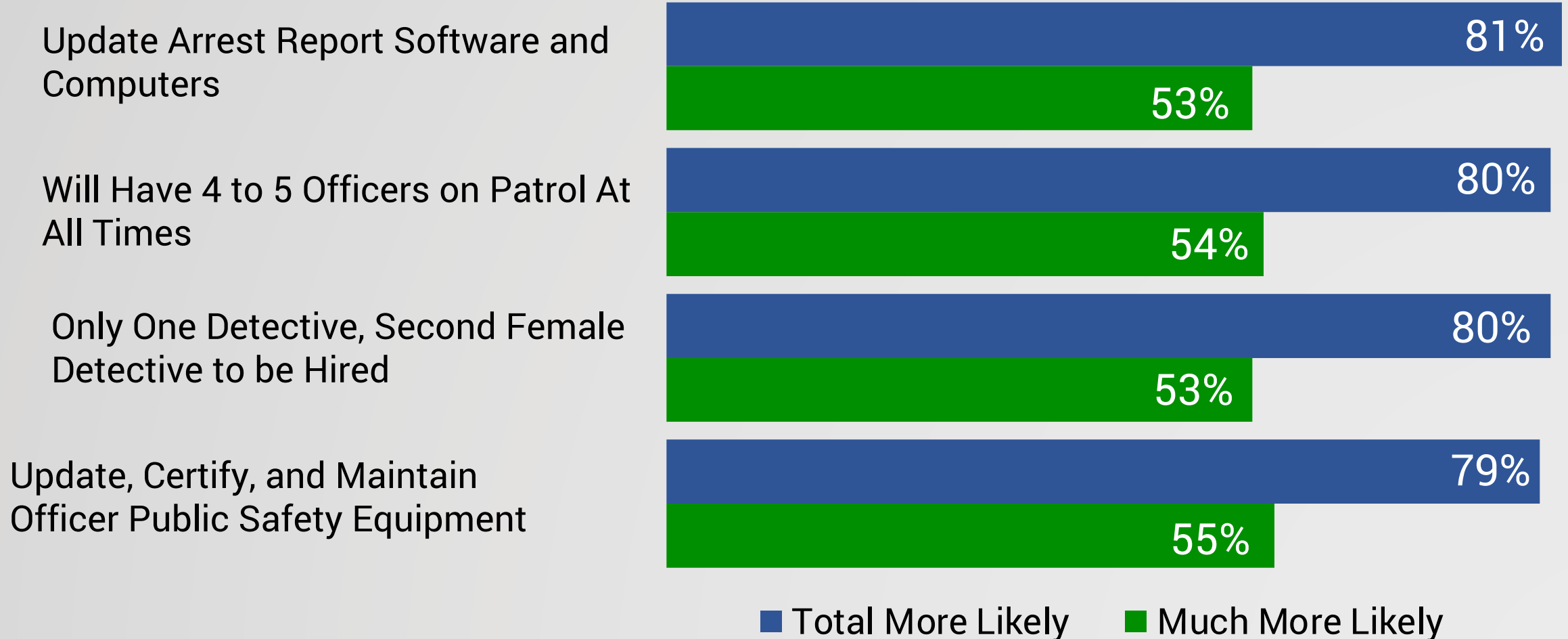
Monument Police Department Funding Ballot Measure Information Questions



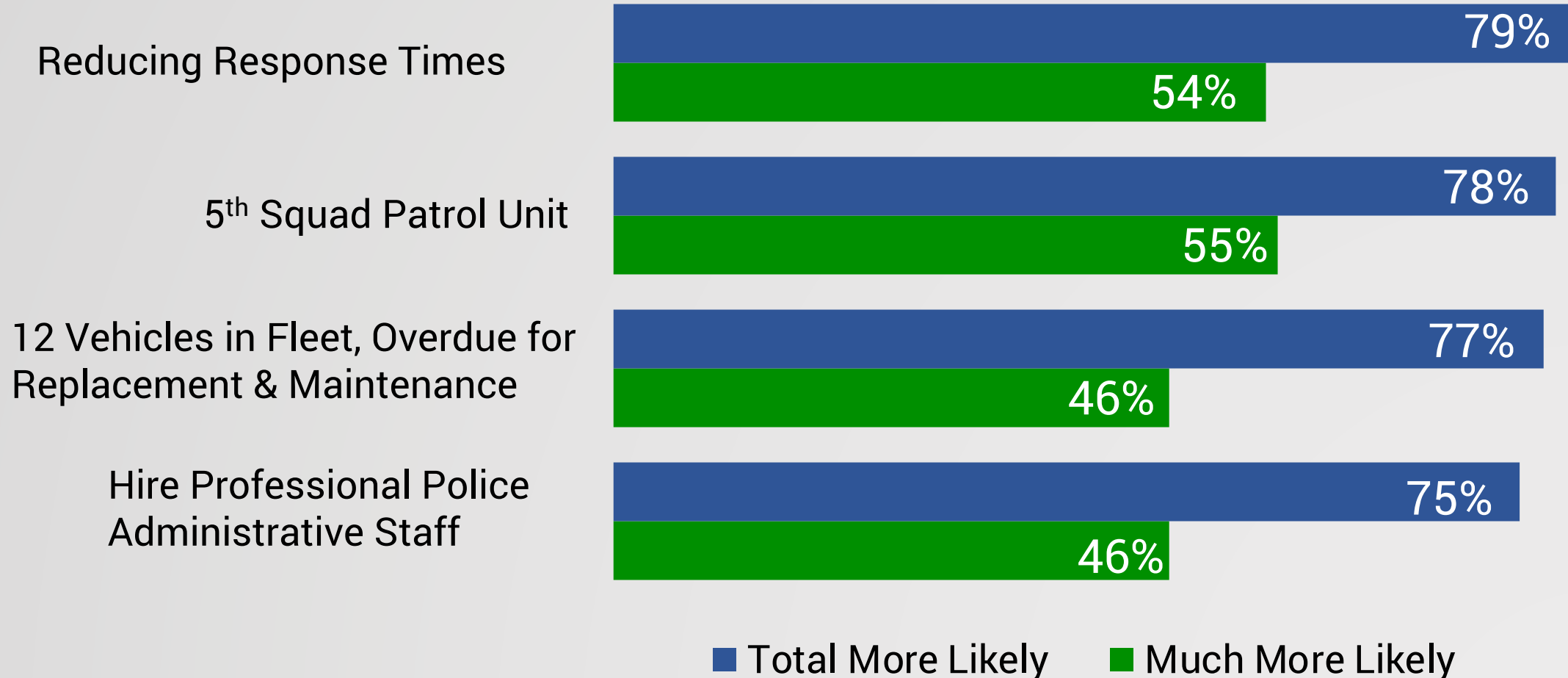
Update, Certify, and Maintain Officer Public Safety Equipment - Currently, the Police Department does not have the funding to keep and maintain officer and public safety equipment certified and up to date. This includes outdated TASERS, rifle-rated shields, and bulletproof vests. The Police Department is also burdened with a 2019 unfunded mandate from the state to purchase and equip officers with body cameras. If approved, the ballot measure would pay for these police equipment needs.

Hire Professional Police Administrative Staff - The Police Department currently does not have any full-time professional police administrative staff. These positions include personnel to manage internal affairs investigations, police training, compliance programs, and human resource needs (healthcare, life insurance, retirement, vacation, and sick leave). If the ballot measure is approved, these essential positions would be filled so in-the-field police officers and detectives can concentrate on their jobs fighting crime and keeping the community safe.

Monument Police Department Funding Ballot Measure Information Ranked by More Likely to Vote Yes



Monument Police Department Funding Ballot Measure Information Ranked by More Likely to Vote Yes



Monument Police Department Informed Funding Ballot Measure Test

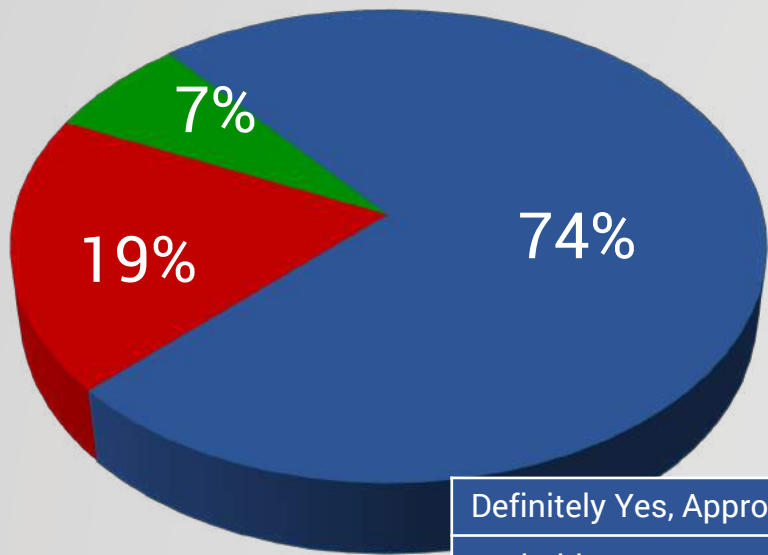


Thank you for taking the time to read some information about why the Police Department and Board of Trustees are considering a ballot measure to generate new funding for police services and programs.

As a reminder, if approved, this ballot measure would increase the town sales tax by 0.5%, from 3.0% to 3.5%. The sales tax increase is estimated to raise \$1.4 million annually and cost consumers 50 cents on a \$100 purchase of taxable items. Food and grocery purchases would not be subject to this tax increase.

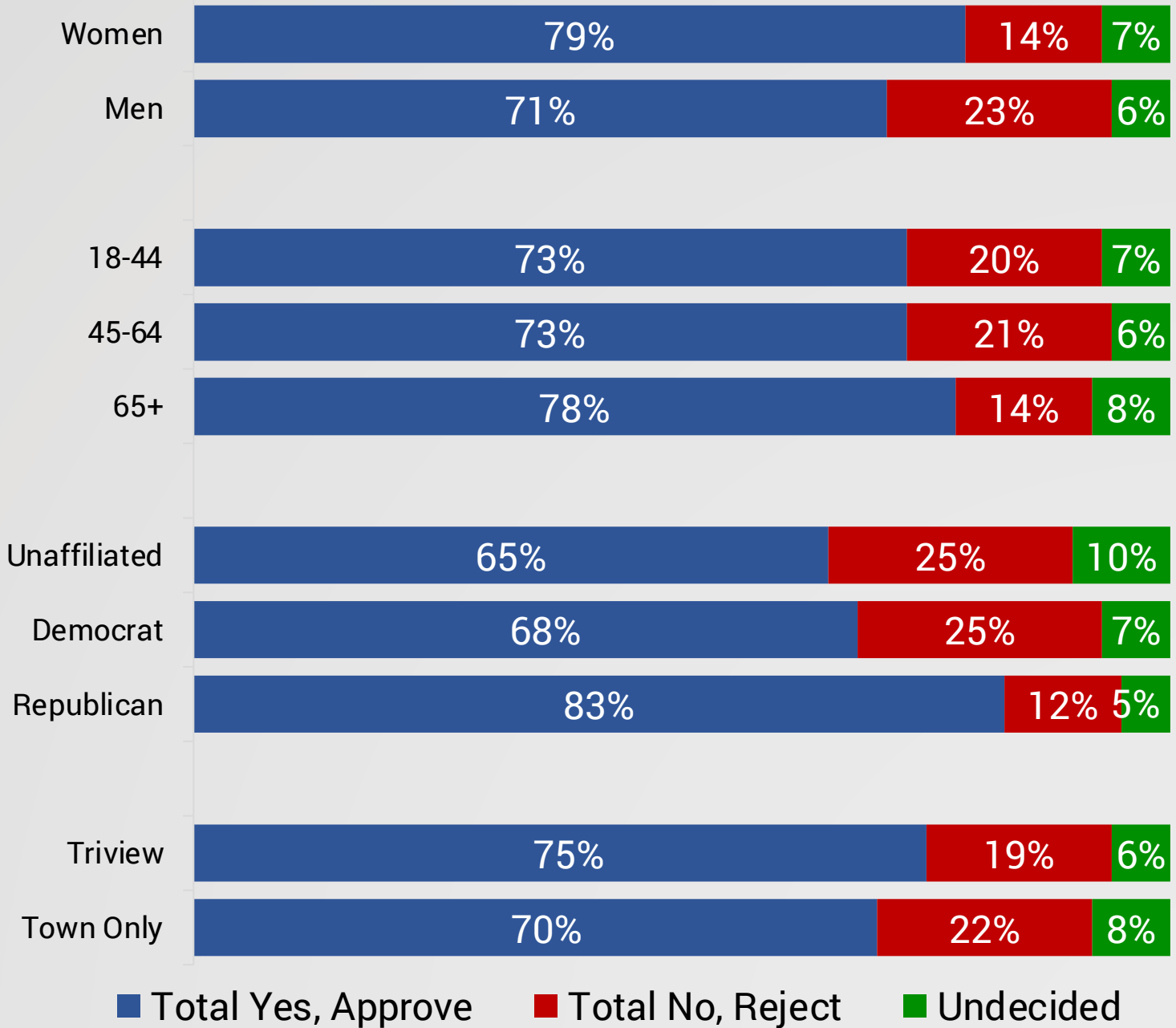
Informed Ballot Test

Knowing this information, if an election were being held today, would you vote yes and approve a 0.5% sales tax increase to generate new funding for Police Department Services and programs, or would you vote no and reject it?

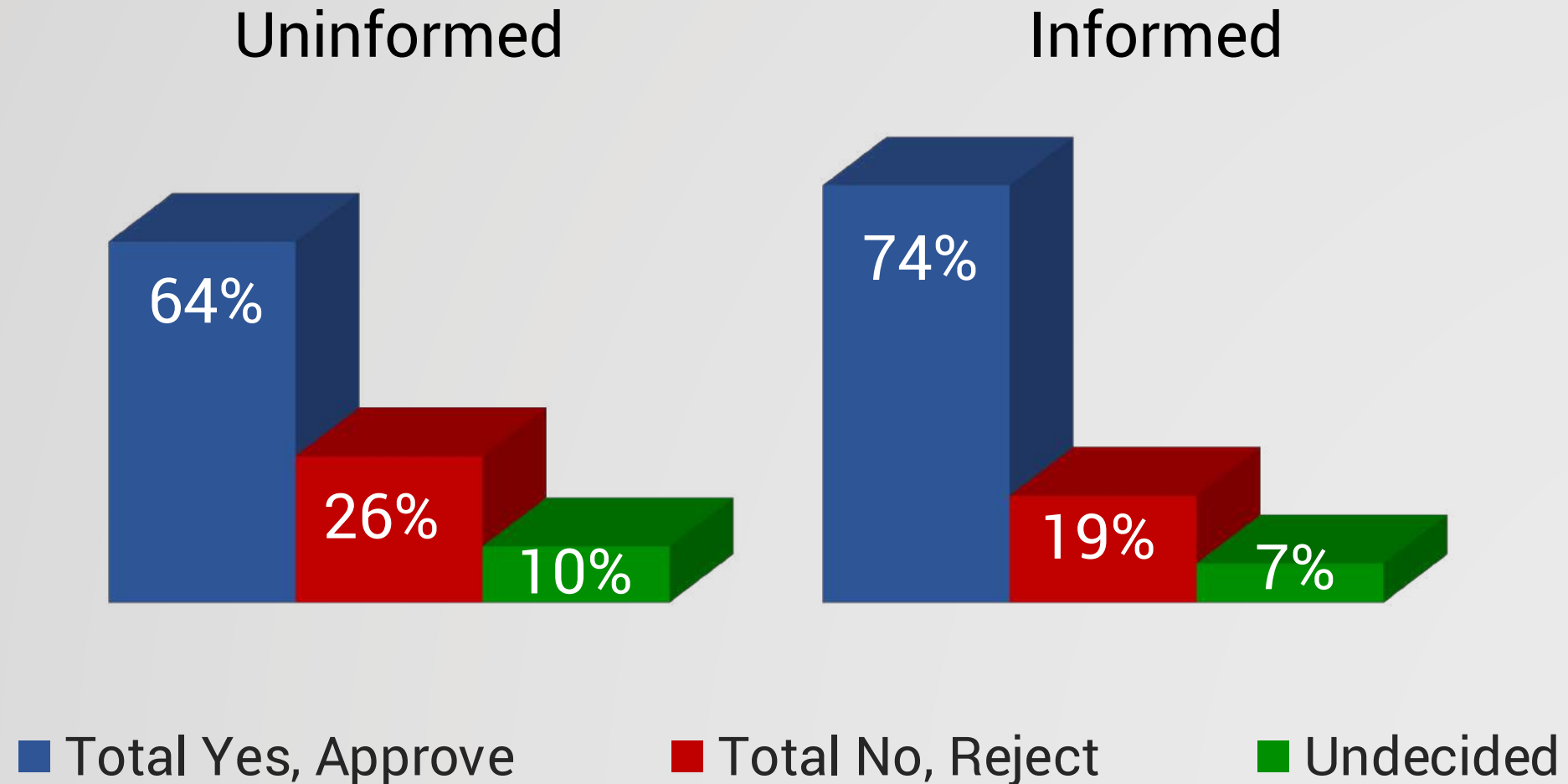


Definitely Yes, Approve	48%
Probably Yes, Approve	26%
Definitely No, Reject	11%
Probably No, Reject	8%

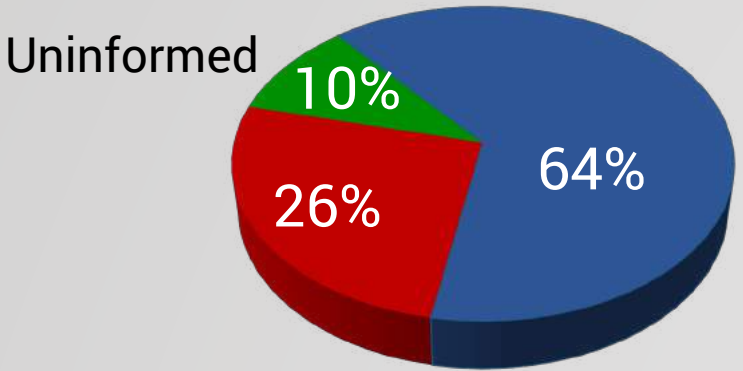
- Total Yes, Approve
- Total No, Reject
- Undecided



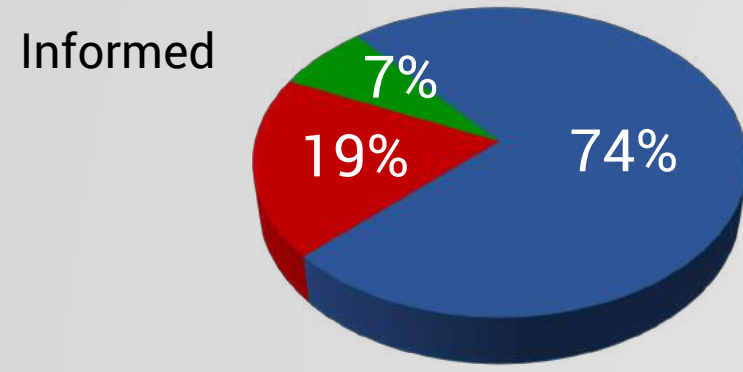
Monument Police Department Funding Ballot Measure Uninformed Ballot Test vs. Informed Ballot Test



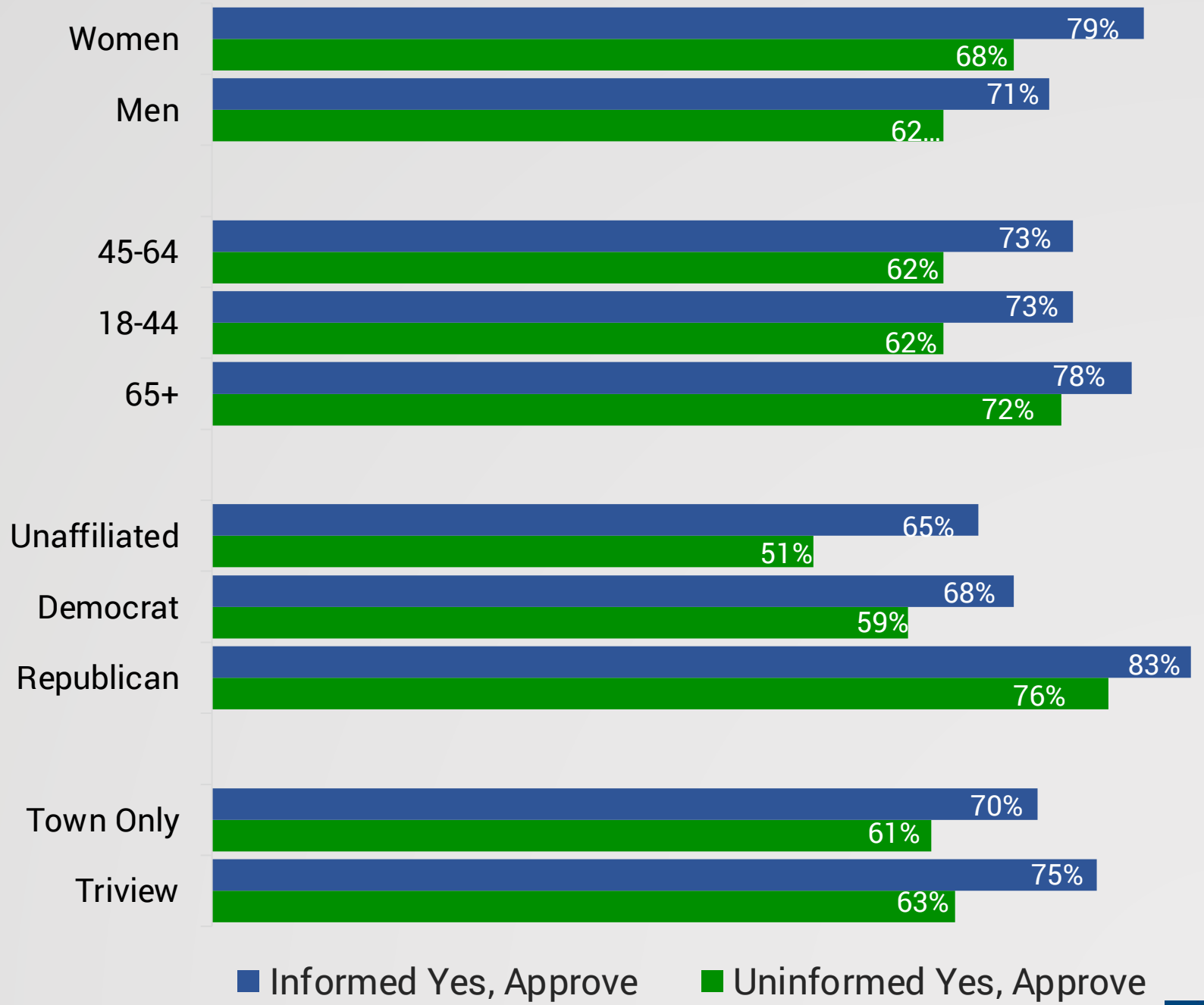
Informed Vs. Uninformed by Voter Subgroup



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



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



■ Informed Yes, Approve ■ Uninformed Yes, Approve



Why 74% Would Support the Ballot Measure

Please describe the reasons why you would vote yes and approve a 0.5% sales tax increase to fund Police Department services and programs.

Themes

Community Safety and Protection

Investment in Police Resources and Infrastructure

Growing Community Needs and Population

“This area is going so fast we can not keep up superior service w/o an upgrade & that takes money.” -**Female, 65+, Republican**

“I believe an increase in sales tax is a small price for our family and community's safety.” -**Female, 35-44, Unaffiliated**

“Much needed equipment and services would be funded for less than a penny a day per household.” -**Male, 55-64, Democrat**

“We've had a very professional police department for many years. I'd like to give them every opportunity to stay on top of their game for the betterment and ultimately improved safety of the Town of Monument.”

-**Male, 55-64, Democrat**

“Small price to pay for such an impactful gain for our police force.” -**Male, 35-44, Other Party**

“As a member of this community I would feel safer if the department had the money they needed for any and all the improvements that would allow them to serve us better, while keeping themselves better protected.” -**Female, 45-54, Republican**

Why 74% Would Support the Ballot Measure

Please describe the reasons why you would vote yes and approve a 0.5% sales tax increase to fund Police Department services and programs. The top 3 themes include:

- 1. Community Safety and Protection:** Many respondents emphasize the importance of maintaining and improving community safety through increased funding for the police department. They express concerns about rising crime rates and the need for enhanced police presence, response times, and resources to address various safety issues. Ensuring the safety and security of residents is cited as a primary reason for supporting the tax increase.
- 2. Investment in Police Resources and Infrastructure:** Respondents highlight the need for additional resources, such as modern equipment, updated technology, and adequate staffing, to enable the police department to effectively fulfill its duties. They argue that investing in police officers' training, equipment, and support staff is crucial for enhancing their ability to handle diverse calls and emerging challenges, ultimately leading to improved public safety.
- 3. Growing Community Needs and Population:** Many respondents point to the rapid growth and expansion of the community as a driving factor behind the need for increased police funding. They argue that with the community's growth comes increased demands on law enforcement and the need for additional officers, equipment, and services to keep pace with the evolving needs of the population. Supporting the police department financially is seen as essential for meeting the demands of a growing community and maintaining high-quality public safety services.

Overall, these themes underscore a strong consensus among respondents regarding the importance of adequately funding the police department to ensure the safety and well-being of the community, address emerging challenges, and meet the needs of a growing population.



Why 19% Would Oppose the Ballot Measure

Please describe the reasons why you would vote no and reject a 0.5% sales tax increase to fund Police Department services and programs.

Themes
Taxation Concerns and Opposition
Efficiency and Fiscal Responsibility
Prioritization of Funding and Skepticism

“They have management issues and high taxes. I don’t need any new taxes.” -**Male, 65+, Democrat**

“No tax increases. More people are moving here. Use their money instead.” -**Female, 55-64, Republican**

“We need less police not more.” -**Female, 45-54, Unaffiliated**

“The Police Dept is already well funded.” -**Male, 45-54, Unaffiliated**

“The city is collecting enough already. They need to reallocate where it goes. Then, the police department would have enough.” -**Male, 65+, Unaffiliated**

“Learn to manage the money you have. I also keep hearing that a lot of officers have left in the last year due to a toxic leadership environment so how is more money going to fix that?” -**Female, 35-44, Republican**

“No more taxes!” -**Male, 65+, Republican**



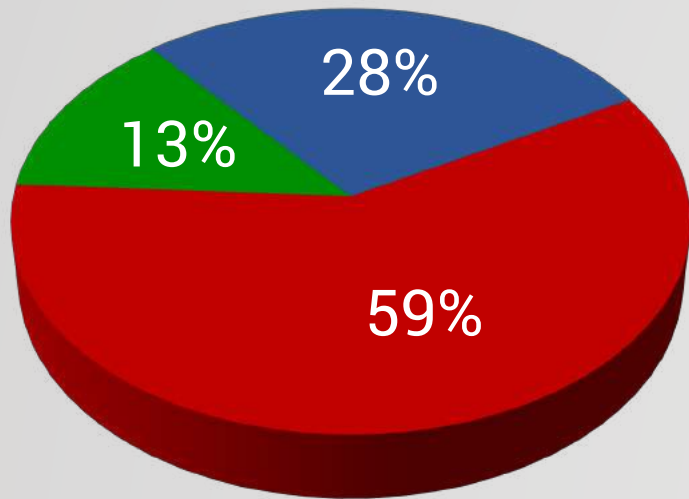
Why 19% Would Oppose the Ballot Measure

Please describe the reasons why you would vote no and reject a 0.5% sales tax increase to fund Police Department services and programs. The top 3 themes include:

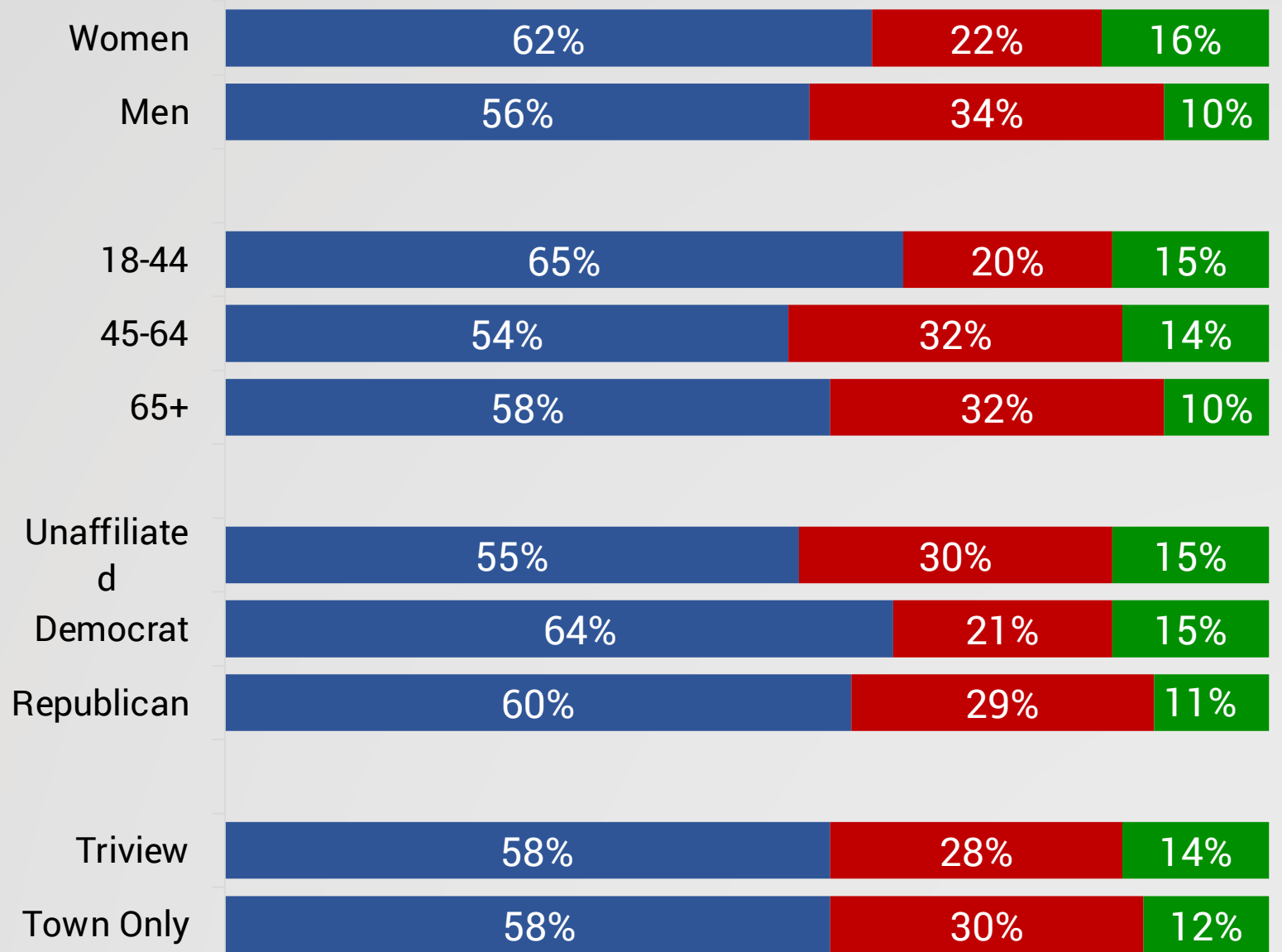
- 1. Taxation Concerns and Opposition:** Many respondents express strong opposition to any increase in taxes, citing concerns about already high tax rates and feeling overburdened by existing taxes. They assert that taxes are already too high and express a general reluctance to support further tax hikes for any purpose, including funding the police department.
- 2. Efficiency and Fiscal Responsibility:** Respondents emphasize the importance of fiscal efficiency and responsible budget management within the police department. They question the need for additional funding, suggesting that the department should prioritize efficiency and reallocate existing resources rather than relying on tax increases. Concerns about wasteful spending, lack of transparency, and insufficient justification for the requested funds are also raised.
- 3. Prioritization of Funding and Skepticism:** Many respondents express skepticism about the allocation of funds and the justification for the proposed tax increase. The police department should explore alternative funding sources, such as reallocating funds from other areas or leveraging revenue generated from increased business and population growth. Additionally, some respondents question the necessity of certain proposed expenditures, such as hiring additional officers, and advocate for a more thorough examination of the budgetary needs and priorities within the department.

Overall, these themes reflect a sentiment among respondents that while they recognize the importance of funding law enforcement, they have reservations about the necessity and justification for a tax increase, and they prioritize fiscal responsibility, efficiency, and transparency in budget management.

If the ballot measure included a sunset provision so the 0.5% sales tax would expire after 10 years, would you be more likely to vote yes and approve it, or would it not make a difference in your decision?



- More Likely to Vote Yes, Approve
- Sunset Provision Makes No Difference
- No Opinion



- More Likely to Vote Yes, Approve
- Sunset Provision Makes No Difference
- No Opinion

Survey Insights, Findings and Observations



- The Monument Police Department has a very strong image rating with 84% of respondents having a favorable opinion of the department, and only 9% having an unfavorable opinion.
- The department also has a very strong approval rating with 86% of respondents approving of the job the department is doing.
- Among all voters, 56% agree that the Monument Police Department is fiscally responsible and spends taxpayer money wisely, and only 8% disagree.

Survey Insights, Findings and Observations



- Among all voters, 64% would vote to increase the sales tax by 0.5% to generate a funding source for the Monument Police Department. Only 26% would vote no and reject the sales tax increase.
- After reading/hearing eight different messages to persuade voters to support the sales tax increase, 74% of voters would vote yes and approve the ballot measure, an increase of 10 points.

Survey Insights, Findings and Observations



- The top three messages were:
 - Updating arrest report software and computers – 81% more likely.
 - Increasing the number of officers on patrol at all times – 80% more likely.
 - Hiring a second, female detective – 80% more likely.
- Even though these three were the top, all eight messages were 75% or higher total more likely to support the ballot measure. All eight messages are strong messages to use.

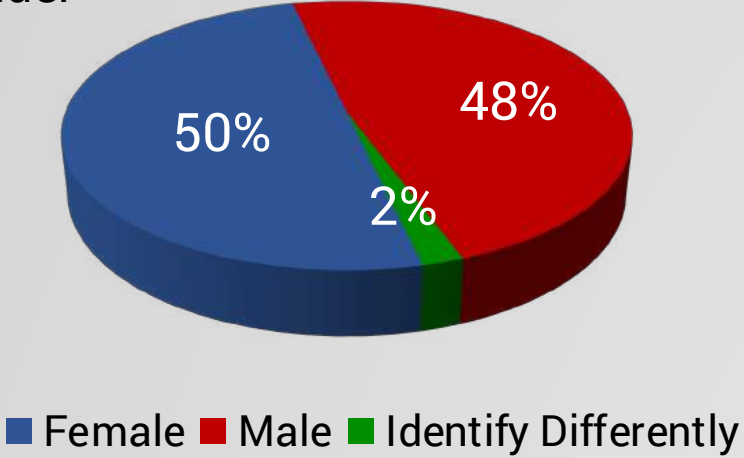
Survey Insights, Findings and Observations



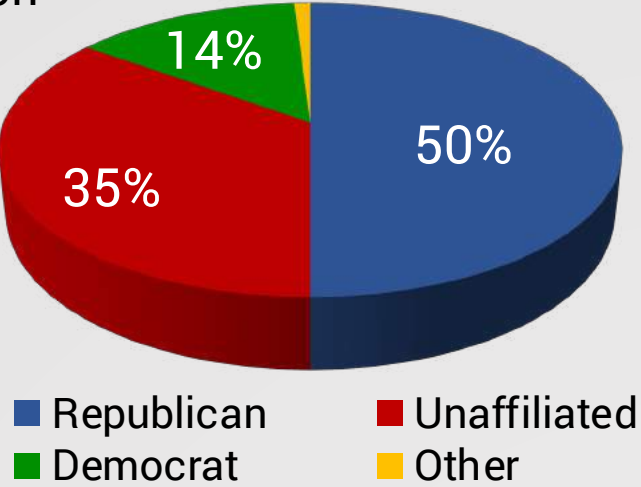
- Voters were asked why they would support the ballot measure the common themes were, an understanding of the need for the Police department and for them to have the equipment necessary to succeed. Respondents also understood that as the town has grown, the police department needs to grow as well.
- Among voters that said they would vote no, the two common themes were, they would never vote for any kind of tax increase, and they agreed with the defund the police movement.

Survey Demographics

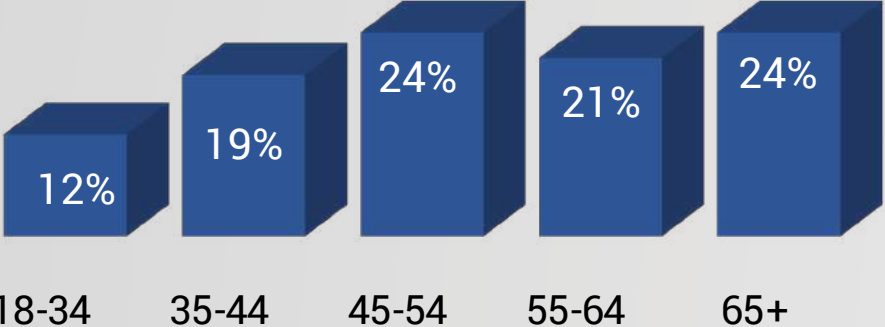
Gender



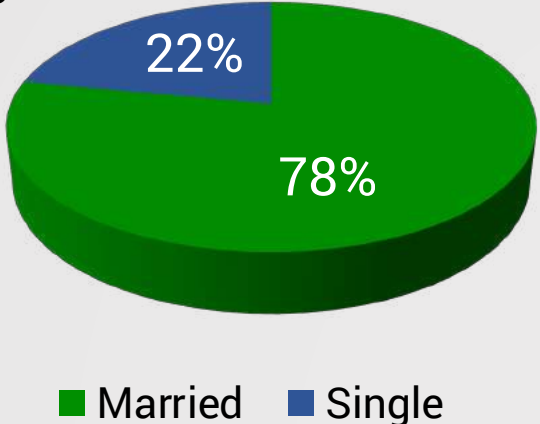
Party Affiliation



Age Range



Marital Status



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