



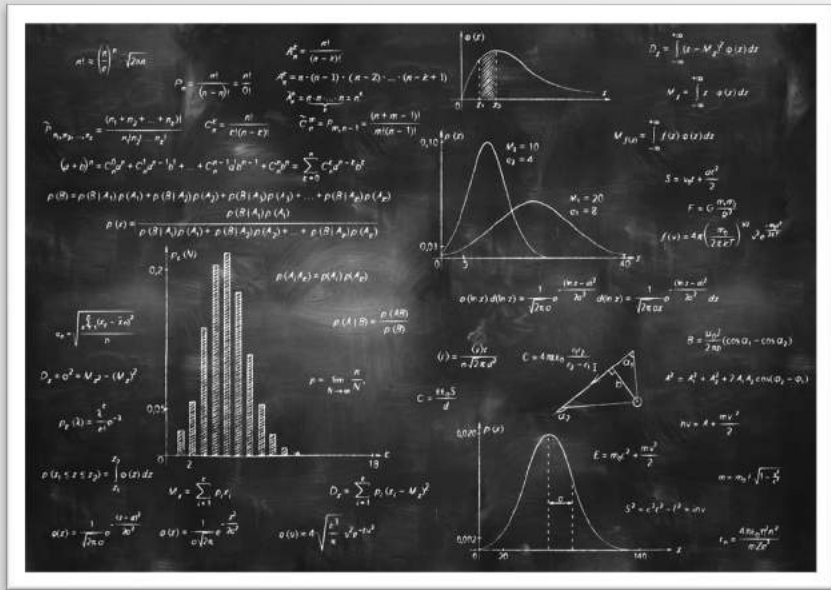
Greater Eagle Fire Protection District Ballot Measure Survey

August 17th to 22nd, 2018



Magellan Strategies
Your Trusted Survey Research Partner

Methodology



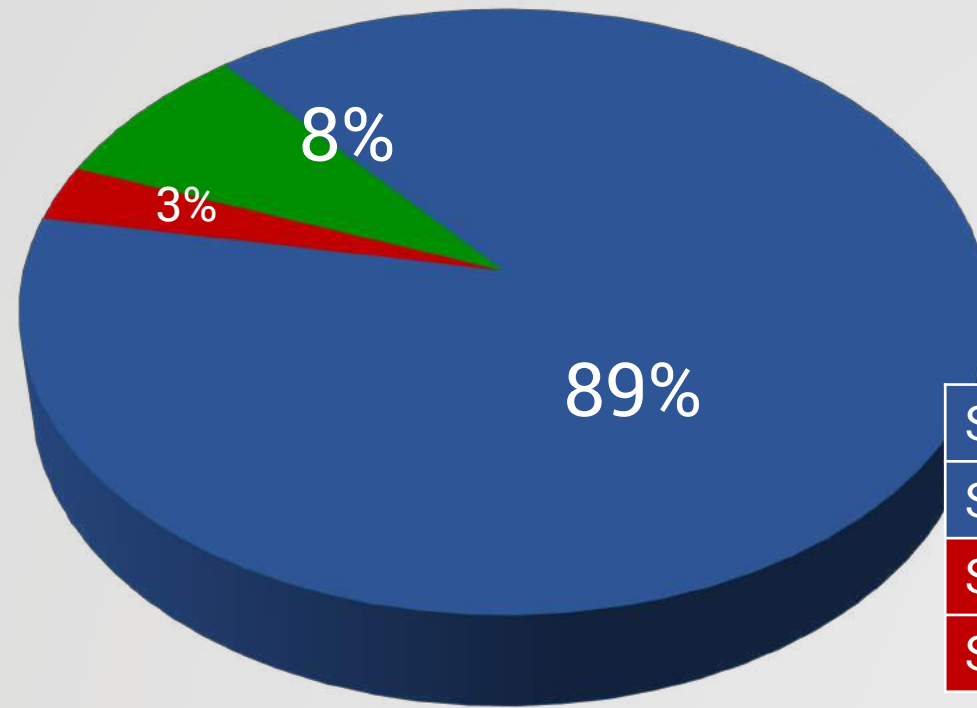
Magellan Strategies is pleased to present the results of a 344n live and online survey of likely 2018 general election voters in the Greater Eagle Fire Protection District in Eagle County, CO. The interviews were conducted from August 17th – 22nd, 2018.

The overall survey has a margin of error of +/-5.11% at the 95% confidence interval. Subgroups of voters will have higher margin of error than the overall population.

David Flaherty was the principal researcher on this project. Courtney Sievers was the project director.



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



Strongly Approve	62%
Somewhat Approve	27%
Strongly Disapprove	1%
Somewhat Disapprove	2%

■ Total Approve ■ Total Disapprove ■ No Opinion



GEFPD Uniformed Ballot Test



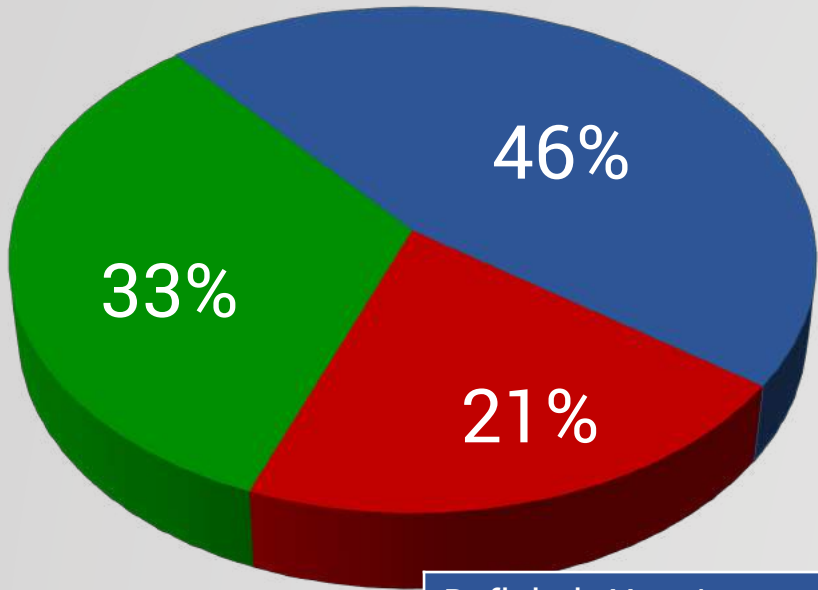
As you may know, there may be a question on the ballot this November regarding funding for the Greater Eagle Fire Protection District. I am now going to read to you the language of the ballot question. After hearing the language, I would like you to tell me if you intend to vote yes and approve the ballot question or if you intend to vote no and reject it. It's a little long, so please be patient and listen carefully. The ballot question reads as...

“Shall greater Eagle Fire Protection District taxes be increased \$220,000 dollars, or by such amount as may be raised by an additional mill levy rate of one mill; and shall the district’s total mill levy rate of eleven mills be adjusted annually, to offset revenue losses from refunds, abatements and changes in the law regarding, or the methods of calculating, the ratio of valuation for assessment; and shall all district revenues be collected, retained, and spent notwithstanding any revenue limits provided by law?”

Now that you have heard the ballot question, if the election were being held today, would you vote YES and approve it, or would you vote NO and reject it?

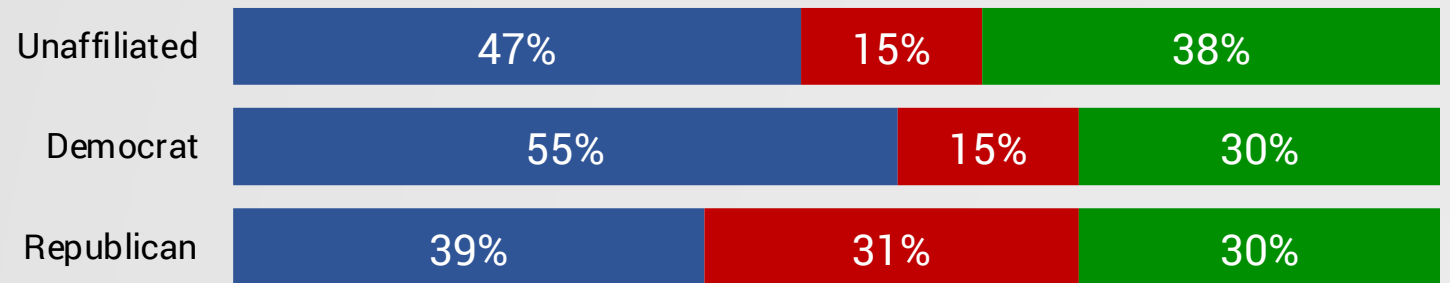
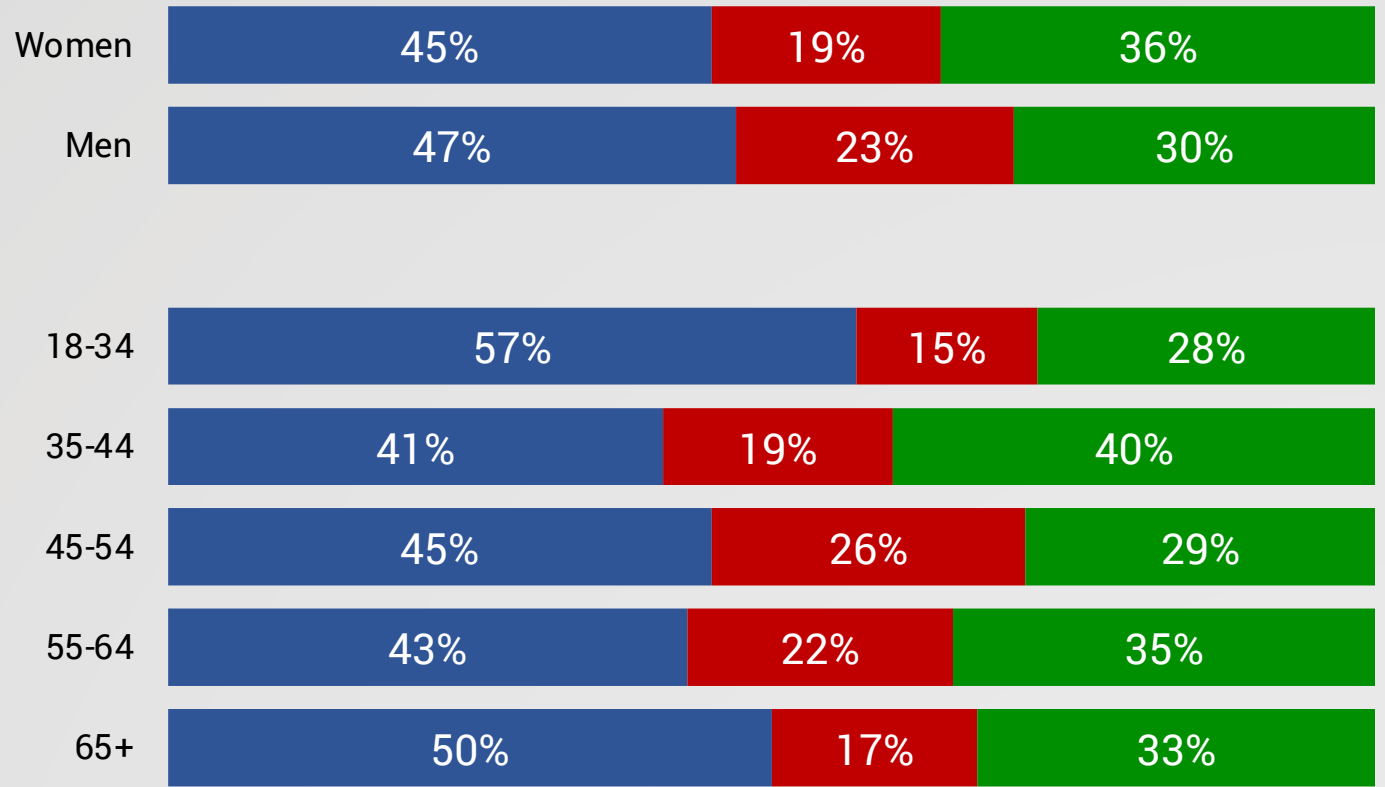


Uninformed Ballot Test
 Now that you have heard the ballot question, if the election were being held today, would you vote yes and approve it or would you vote no and reject it?



■ Total Yes
 ■ Total No
 ■ No Opinion

Definitely Yes, Approve	22%
Probably Yes, Approve	24%
Definitely No, Reject	8%
Probably No, Reject	13%



■ Total Yes ■ Total No ■ No Opinion



Why 46% of Voters Intend to Vote Yes

In your own words, being as descriptive as possible, please tell me why you intend to vote yes and approve the ballot question.

Why Yes, Approve

Support for Firefighters

Recognition of Fire Risk and Need for Funding

Community Safety and Emergency Preparedness

“Emergency services in my community are extremely important to me whether it’s wildfire firefighting or protecting homes and responding to medical emergencies.” -**Female, 55-64, Republican**

“Eagle Fire Protection is extremely important, and they need to be funded to do their job.” -**Female, 45-54, Republican**

“I believe they need as much funding as they can get. We are in a challenging location for both fires and emergencies, outdoors, river, mountains, these men and women work very hard.” -**Female, 35-44, Unaffiliated**

“This is more important than most other tax issues and has been under-supported in the past to fund more frivolous projects. This may also be more important in the future as climate change leads to more forest fires.” -**Male, 45-54, Democrat**

“Service is needed. We don’t need to lose any jobs or emergency services.” **Female, 65+**



Why 46% of Voters Intend to Vote Yes

In your own words, being as descriptive as possible, please tell me why you intend to vote yes and approve the ballot question.

- 1. Support for Firefighters:** Many respondents express support for firefighters and acknowledge the importance of their work in protecting the community. Some have personal connections to firefighters, such as family members in the profession, which strengthens their resolve to vote yes on the ballot question.
- 2. Recognition of Fire Risk and Need for Funding:** Respondents highlight concerns about fire danger, especially given the dry conditions and frequency of wildfires in Colorado. They emphasize the necessity of adequately funding the fire department to ensure it can effectively respond to emergencies and protect homes and lives.
- 3. Community Safety and Emergency Preparedness:** There's a widespread belief that supporting the fire protection district is essential for maintaining community safety and emergency preparedness. Respondents view fire protection as a vital service and express a willingness to contribute financially to ensure it remains robust and effective.



Why 21% of Voters Intend to Vote No

In your own words, being as descriptive as possible, please tell me why you intend to vote no and reject the ballot question.

Why No, Reject

Lack of Transparency and Accountability

Tax Fatigue and Affordability

Doubts About Need and Justification

“My property taxes have increased over the last few years. I don’t want my property taxes to increase more since I am retired and on a fixed income.” - **Male, 65+, Unaffiliated**

“There are too many fire districts in the community. If the districts combined reduced administration and overhead costs and then still needed additional revenue, I would vote yes. I will not vote yes while there are so many separate districts.” - **Female, 45-54, Democrat**

“The question is too confusing. Rewrite the ballot question in easier-to-understand English.” - **Female, 45-54, Unaffiliated**

“Tax increases should be a very last resort. The District needs to justify why it can’t meet its budget needs through other measures. Taxpayers aren’t a piggy bank. ” - **Female, 35-44**

“I don’t understand what it really means. I may be willing to vote yes if it were written in plain English. ” - **Male, 45-54, Republican**

“Because I think that any increase in taxes should be as specific as possible. The amount in this ballot question is completely unknown, and there is no discussion of what this money will be used for.” - **Female, 35-44, Democrat**



Why 21% of Voters Intend to Vote No

In your own words, being as descriptive as possible, please tell me why you intend to vote no and reject the ballot question.

1. Lack of Transparency and Accountability: Many respondents express concerns about the lack of clarity regarding how the additional funds will be utilized. They feel that there is insufficient information provided about the budget needs and expenditure plans of the fire protection district. Some question the district's past financial management and express skepticism about its ability to use the funds responsibly.

2. Tax Fatigue and Affordability: There's a prevalent sentiment of tax fatigue among respondents, who feel burdened by the constant increase in property taxes. They express frustration with the high cost of living in the area and believe that additional tax hikes would exacerbate financial strain, particularly for retirees and middle-income homeowners. Some suggest that the district explore alternative revenue sources or prioritize budget cuts before resorting to tax increases.

3. Doubts About Need and Justification: Several respondents doubt the necessity of the tax increase, citing reasons such as recent mill levy adjustments, perceived mismanagement of funds, and the belief that the district is already adequately funded. They emphasize the need for more transparent communication from the district regarding its budgetary needs and express skepticism about the urgency of the proposed tax hike.



GEFPD Ballot Information Questions



Gallagher Amendment Explanation -- In 2018, funding for the Greater Eagle Fire Protection District budget declined significantly because of an unforeseen problem with an amendment to the state constitution called the “Gallagher Amendment”. The Gallagher Amendment automatically lowers the amount of residential property taxes that special districts like Greater Eagle Fire Protection can collect from residential property owners. By voting YES and approving this ballot question, the Greater Eagle Fire Protection District will be able to restore the badly needed funding that was lost in 2018.

Funding Coming from Property Taxes – Reductions from GA -- Currently, 90% of the Greater Eagle Fire Protection District’s funding comes from property taxes. Of which more than half is from residential property taxes. In 2020, the Gallagher Amendment will trigger another decrease in residential property taxes that is estimated to reduce the fire district’s funding by an additional \$187,000. If voters approve this ballot question, the fire district would be protected from the decline in funding from happening.

Current Budget – Funding Loss \$303,000 -- The Greater Eagle Fire Protection District’s annual funding is \$2.2 million. If voters do not approve this ballot question to address the automatic cuts under the Gallagher Amendment, the total funding loss will increase to \$303,000 annually by 2020.



GEFPD Ballot Information Questions



16 Full-time Firefighters, 20 Volunteers, Cut EMT Positions -- The Greater Eagle Fire Protection District has the strength of sixteen full-time firefighters and twenty volunteers to protect and assist with vital emergency medical service to 8,000 citizens across the 190-square-mile district. If voters do not approve this ballot measure, trained firefighter "EMT" positions would be the first to be cut, followed by deferrals of investment in necessary emergency equipment.

Increase Property Taxes to One Mill -- To restore the lost funding from the 2018 Gallagher Amendment adjustment, the Greater Eagle Fire Protection District is asking voters to approve a property tax increase of one mill. The annual cost of a one mill increase is \$36 dollars for a home worth \$500,000 dollars.



GEFPD Ballot Information Questions



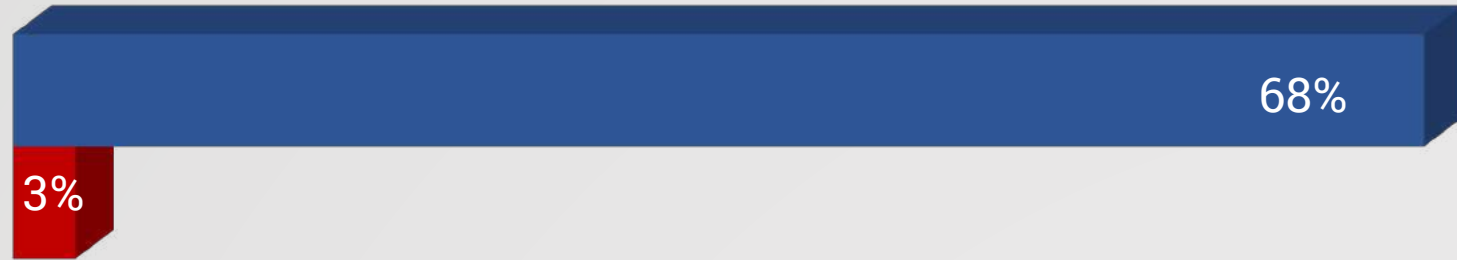
16 Full-time Firefighters, 20 Volunteers, Cut EMT Positions -- The Greater Eagle Fire Protection District has the strength of sixteen full-time firefighters and twenty volunteers to protect and assist with vital emergency medical service to 8,000 citizens across the 190-square-mile district. If voters do not approve this ballot measure, trained firefighter "EMT" positions would be the first to be cut, followed by deferrals of investment in necessary emergency equipment.

Increase Property Taxes to One Mill -- To restore the lost funding from the 2018 Gallagher Amendment adjustment, the Greater Eagle Fire Protection District is asking voters to approve a property tax increase of one mill. The annual cost of a one mill increase is \$36 dollars for a home worth \$500,000 dollars.



GEFPD Tax Increase Information Questions Ranked by More Likely to Approve the Ballot Measure

16 Full-time Firefighters, 20
Volunteers, Cut EMT Positions



Citizens Served Have Been Steadily
Rising



Increase Property Taxes to One Mill



■ More Likely ■ Less Likely



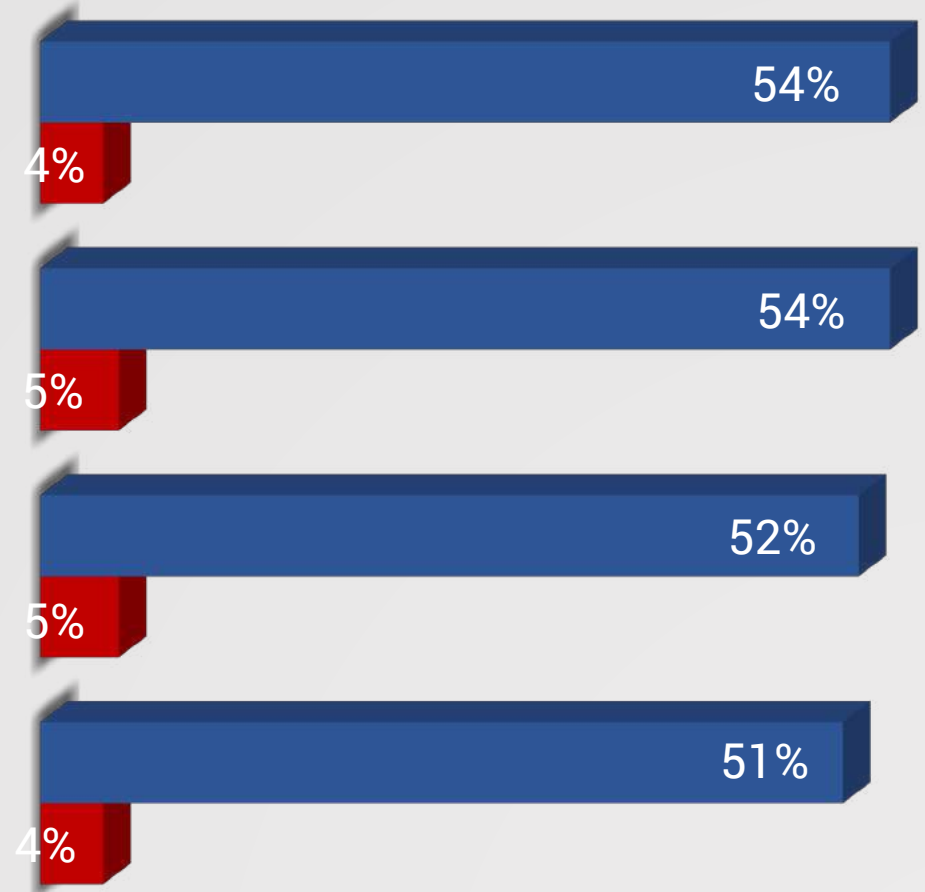
GEFPD Tax Increase Information Questions Ranked by More Likely to Approve the Ballot Measure

Funding Coming from Property Taxes – Reductions from GA

Gallagher Amendment Explanation

Hold Future Property Taxes at a Steady Rate

Current Budget – Funding Loss \$303,000



■ More Likely ■ Less Likely



GEFPD Informed Ballot Test



As you may know, there may be a question on the ballot this November regarding funding for the Greater Eagle Fire Protection District. I am now going to read to you the language of the ballot question. After hearing the language, I would like you to tell me if you intend to vote yes and approve the ballot question or if you intend to vote no and reject it. It's a little long, so please be patient and listen carefully. The ballot question reads as...

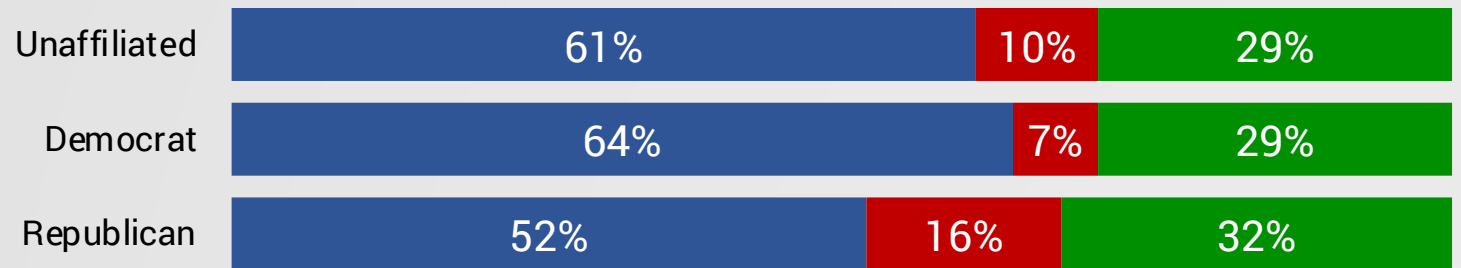
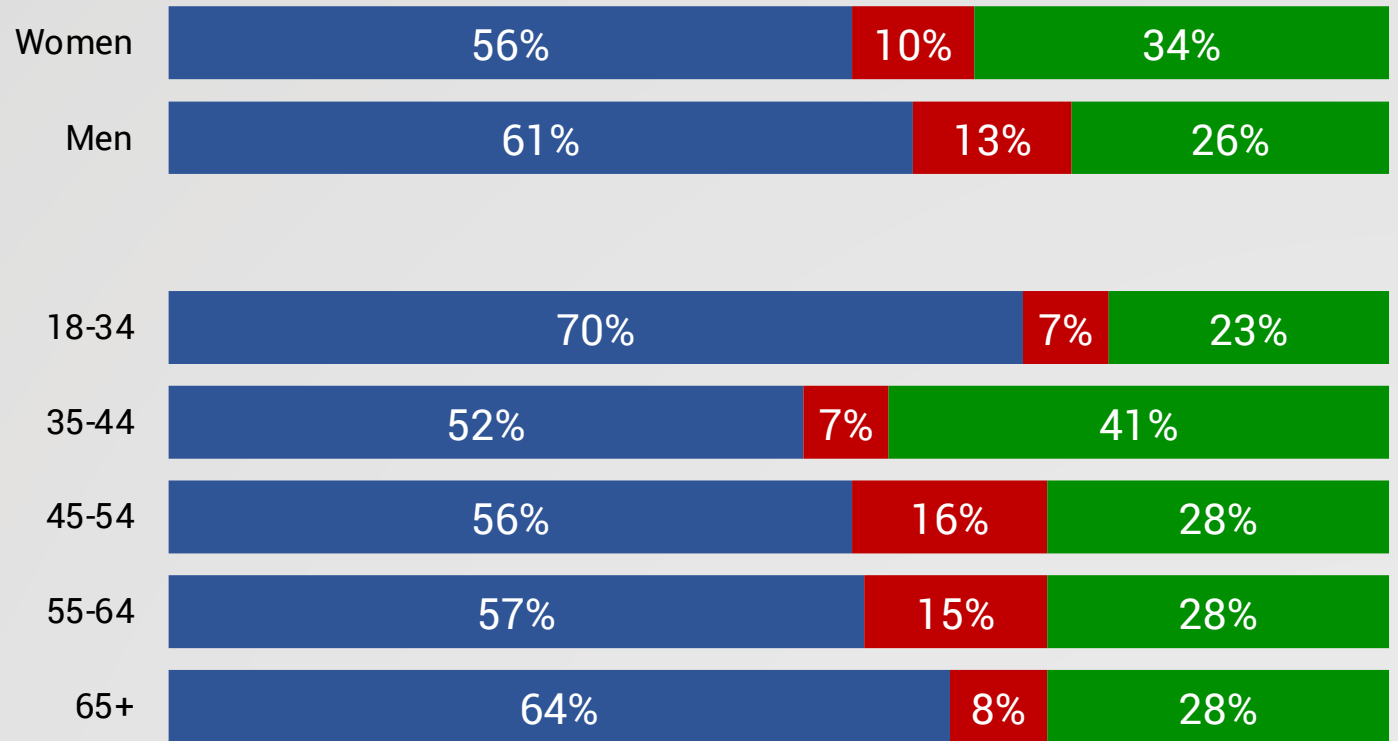
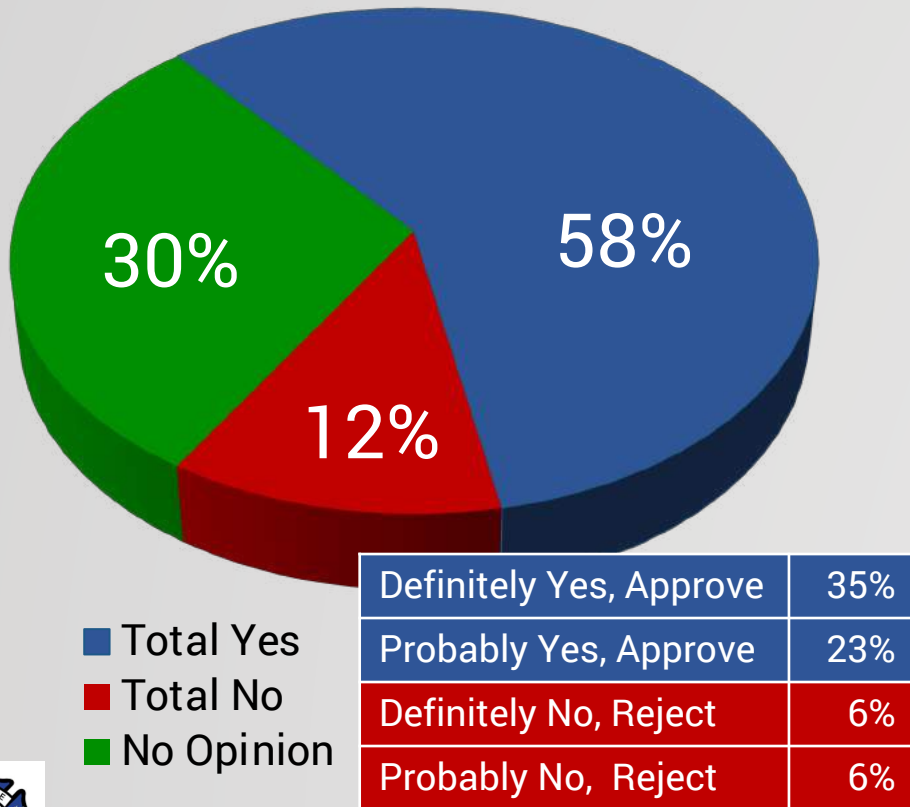
“Shall greater Eagle Fire Protection District taxes be increased \$220,000 dollars, or by such amount as may be raised by an additional mill levy rate of one mill; and shall the district’s total mill levy rate of eleven mills be adjusted annually, to offset revenue losses from refunds, abatements and changes in the law regarding, or the methods of calculating, the ratio of valuation for assessment; and shall all district revenues be collected, retained, and spent notwithstanding any revenue limits provided by law?”

Now that you have heard the ballot question, if the election were being held today, would you vote YES and approve it, or would you vote NO and reject it?



Informed Ballot Test

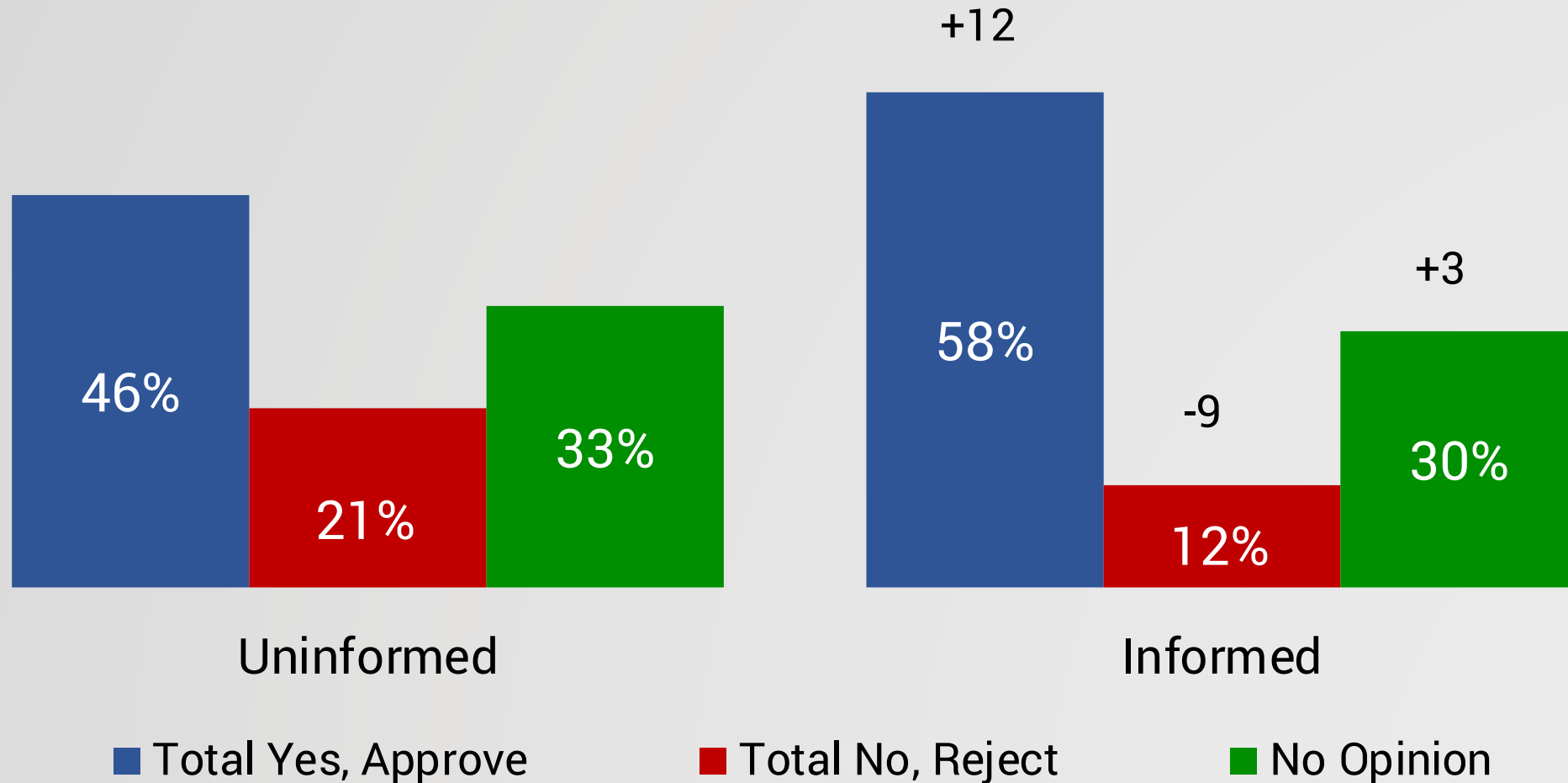
Now that you have heard the above information, if the election were being held today, would you vote yes and approve it or would you vote no and reject it?



■ Total Yes ■ Total No ■ No Opinion



GEFPD Ballot Measure Changes in Voter Opinion Informed vs. Uninformed Ballot Tests



Why 58% of Voters Would Vote Yes

In your own words, being as descriptive as possible, please tell me why you intend to vote yes and approve the ballot question. (Respondents who went from opposing/no opinion to supporting the ballot question)

Why Yes, Approve

Ensuring Safety and Protection

Supporting Essential Community Services

Addressing Funding Needs and Challenges

“As a Democrat, I know that services must be paid from our tax dollars. I am happy to pay for the wonderful services from the Greater Eagle Fire Protection District. I also understand the devastation that the Gallagher amendment has caused in Colorado because I’m a teacher & it affects education as well.” -**Female, 45-54, Democrat**

“It sounds like they are understaffed, if this summer is any indication, they need the money as long as it does not cause the taxes to increase significantly.” -**Female, 45-54, Republican**

“We need to continually support our fire protection services ... IT IS THE MOST IMPORTANT COMMUNITY SERVICE WE HAVE!” -**Female, 65+, Democrat**

“Now that I understand the story behind the language and that there were budget cuts, I would more likely approve it.” -**Female, 35-44, Democrat**

“I have to do more research, but it sounds like they are underfunded considering their job is already difficult as it is.” -**Male, 55-64, Republican**

“They need the funds, and the dollar amount it would cost sounds manageable.” -**Female, 45-44, Democrat**

“Because they should be adequately funded, and the funds need to be managed efficiently .” -**Female, 55-64, Republican**



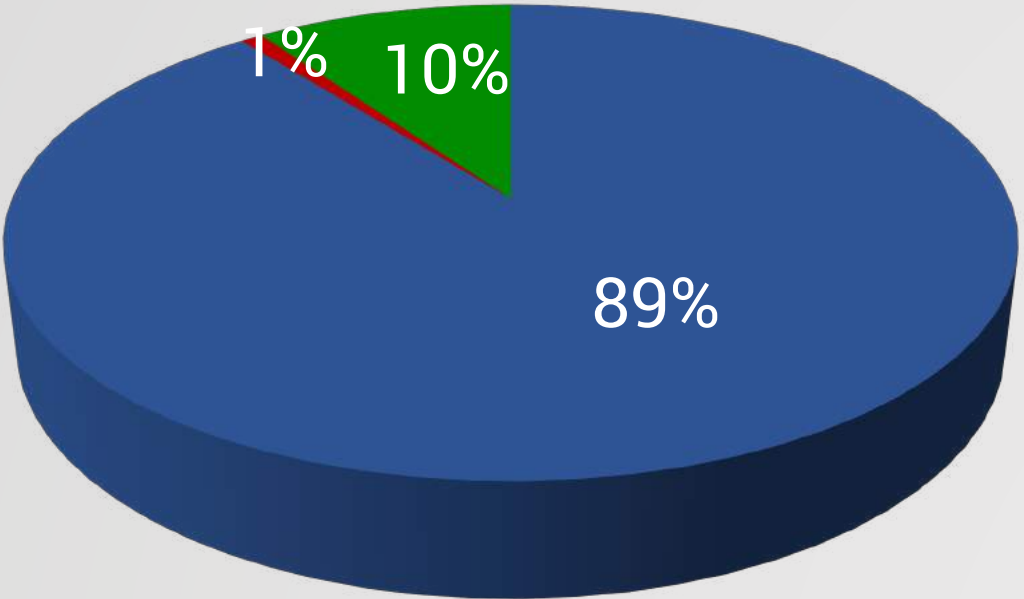
Why 58% of Voters Would Vote Yes

In your own words, being as descriptive as possible, please tell me why you intend to vote yes and approve the ballot question. (Respondents who went from opposing/no opinion to supporting the ballot question).

- 1. Ensuring Safety and Protection:** Respondents emphasize the importance of having a well-equipped and adequately funded fire protection service to handle emergencies such as fires. They express concern for their safety, property, and the community as a whole, particularly in light of increasing wildfire risks and the need for expert intervention during crises.
- 2. Supporting Essential Community Services:** Many respondents believe that fire protection and emergency medical care are essential services that must be properly funded to ensure the well-being of the community. They express a willingness to support these services financially, viewing them as vital components of community infrastructure.
- 3. Addressing Funding Needs and Challenges:** There's recognition among respondents of the funding challenges faced by the fire protection district, including the impact of the Gallagher Amendment and the increasing costs associated with firefighting and emergency response. They express a desire to maintain or increase funding to support the district's operations and address staffing, equipment, and training needs.



As you may know, there are going to be several other statewide questions on the ballot this November asking you to approve sales tax increases for Public Education and Transportation. There could also be an Eagle County Sales Tax to fund resources for open space. Knowing this, do you still intend to vote yes and approve the Fire District ballot question?



- YES STILL SUPPORT
- NO WILL NOT STILL VOTE FOR FIRE DISTRICT
- UNSURE UNDECIDED



Key Findings



- The survey finds that 46% of voters support the “uninformed” ballot measure, 21% oppose it, and 30% are undecided. After being informed about the ballot details and reasons for the ballot measure, support increased by 12 points to 58%. Opposition declines by 9 points to 12%, and 30% are undecided.
- Supporters of the ballot measure believe fire protection and emergency services are very important to them and their communities. Several comments also mentioned drought conditions and the impact of climate change creating a greater need for fire protection services.



Key Findings



- Voters who oppose the ballot measure do so because they feel they are taxed enough and simply can't approve another one. Others oppose the measure because they do not have enough information to understand the ballot question. Therefore, they don't know why the increase is needed and how the fire district would spend the money.
- Some voters said the ballot language is too confusing and they do not understand it, so they will not vote for it.
- The two statements that are the most effective in moving voters to support the ballot measure are informing them of cuts to professionally trained firefighters and EMTs and the expanded workload due to a steady increase of homes, businesses, and people.



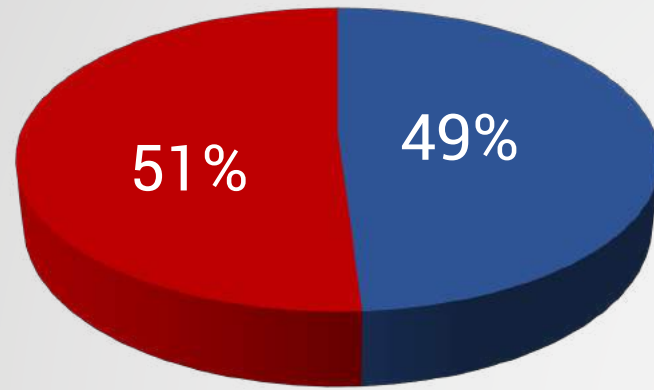
Key Findings



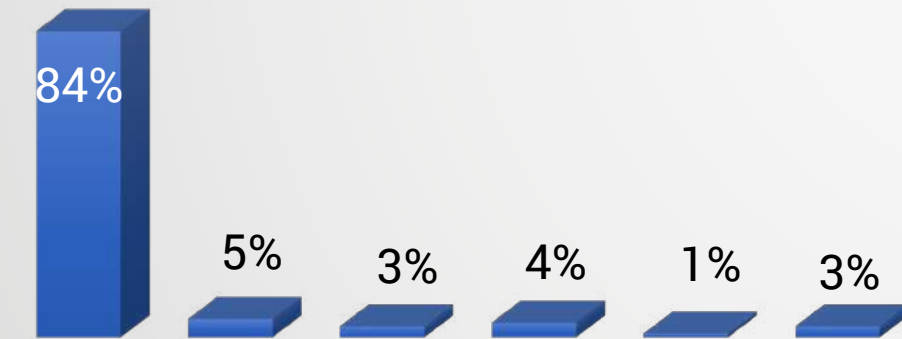
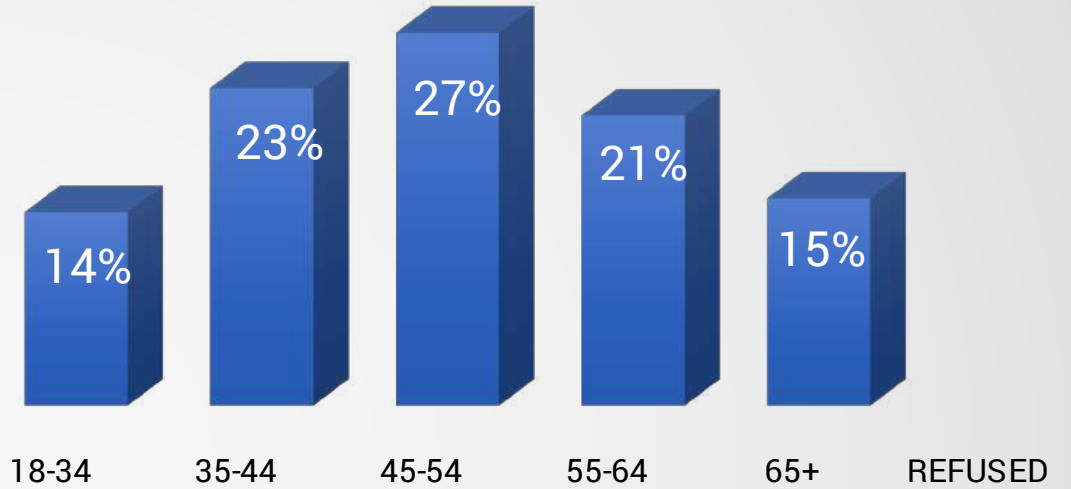
- For this ballot measure to pass, it is imperative that voters be informed about the Gallagher Amendment's past and future impacts and how it will reduce services and personnel.
- Voters who are not informed will not support the ballot measure. Therefore, a thorough and well-executed campaign is imperative for this measure to achieve voter approval.



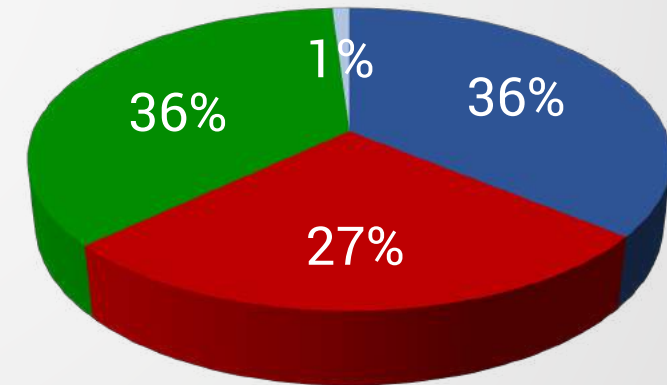
Survey Demographics



■ Male ■ Female



Married Unmarried, Living with Partner Widowed Single, Never Married Separated Divorced No Opinion



■ Republican ■ Democrat ■ Unaffiliated
■ Other ■ Unsure



Magellan Strategies
1685 Boxelder St. Suite 300
Louisville, CO 80027
www.MagellanStrategies.com
(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers | Katie Witt

