



Ridgway Fire Protection District Ballot Measure Survey

August 16th to 22nd, 2022



Methodology



Hello, the Ridgway Fire Protection District invites you to participate in an important survey regarding a ballot measure to fund additional personnel, equipment, and fire mitigation programs. We want to know your opinion, so please make your voice heard. The survey will only take 10 minutes to complete. Click the link to get started... REPLY STOP TO OPT OUT 88888888

Delivered

Magellan Strategies is pleased to present the results of an online survey of 216 registered voters in Ouray County who live within the Ridgway Fire Protection District.

The interviews were conducted from August 16th to 22nd, 2022. The overall survey responses have a margin of error of $\pm 6.3\%$ 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 Ridgway Fire Protection District for a midterm election cycle.

Ridgway Fire Protection District Voter Registration and Past Turnout Demographics

Magellan Strategies Ridgway Fire Protection District Voter Registration and Past Voter Turnout Demographics

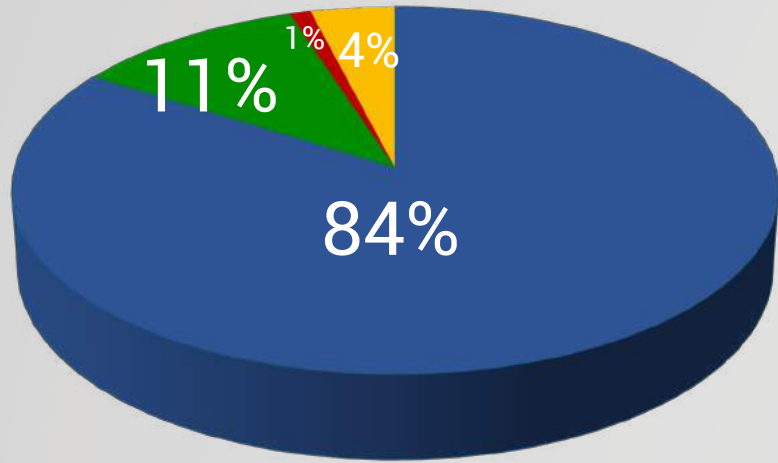
Sex	Active Registration		2021 Turnout		2020 Turnout		2019 Turnout		2018 Turnout	
Female	1,052	50.5%	618	52.2%	974	51.3%	611	53.1%	832	52.1%
Male	1,031	49.5%	567	47.8%	926	48.7%	540	46.9%	765	47.9%
Total	2,083		1,185		1,900		1,151		1,597	

Age Group	Active Registration		2021 Turnout		2020 Turnout		2019 Turnout		2018 Turnout	
18-34	301	14.5%	82	6.9%	284	14.9%	85	7.4%	171	10.7%
35-44	359	17.2%	162	13.7%	286	15.1%	129	11.2%	209	13.1%
45-54	327	15.7%	174	14.7%	306	16.1%	173	15.0%	262	16.4%
55-64	377	18.1%	257	21.7%	418	22.0%	305	26.5%	392	24.5%
65+	719	34.5%	510	43.0%	606	31.9%	459	39.9%	563	35.3%
Total	2,083		1,185		1,900		1,151		1,597	

Party	Active Registration		2021 Turnout		2020 Turnout		2019 Turnout		2018 Turnout	
Unaffiliated	1,036	49.7%	459	38.7%	739	38.9%	381	33.1%	548	34.3%
Democrat	569	27.3%	471	39.7%	679	35.7%	454	39.4%	603	37.8%
Republican	443	21.3%	246	20.8%	456	24.0%	301	26.2%	408	25.5%
Libertarian	19	0.9%	6	0.5%	15	0.8%	9	0.8%	18	1.1%
Green	9	0.4%	2	0.2%	7	0.4%	5	0.4%	17	1.1%
ACP	7	0.3%	1	0.1%	4	0.2%	1	0.1%	3	0.2%
Total	2,083		1,185		1,900		1,151		1,597	

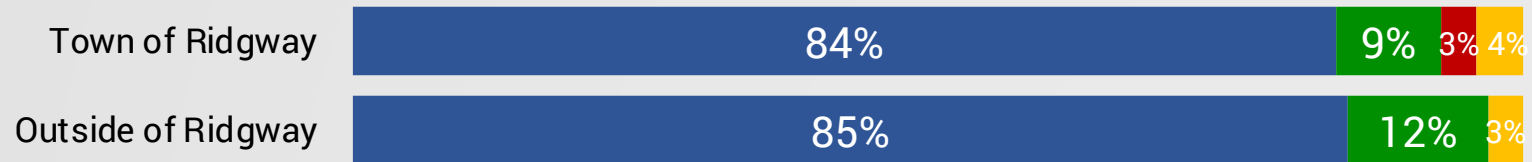
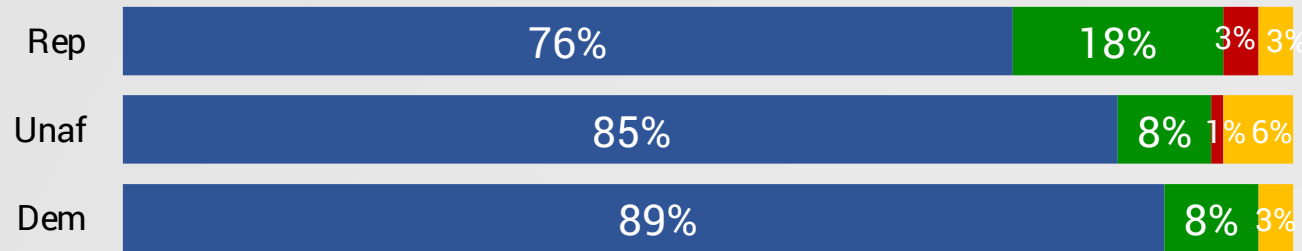
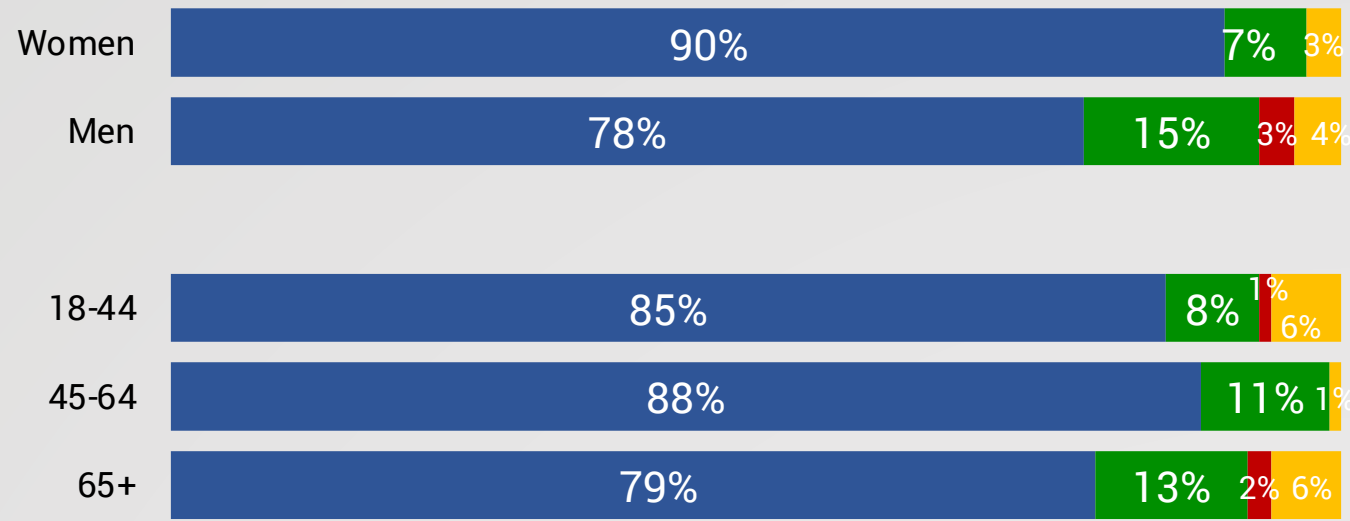


Do you think fire risk in the Ridgway Fire Protection District has increased, declined, or stayed about the same in the past several years?



- Total Increased
- Stayed About the Same
- Total Declined
- No Opinion

Definitely Increased	45%
Probably Increased	39%
Definitely Decreased	0%
Probably Decreased	1%

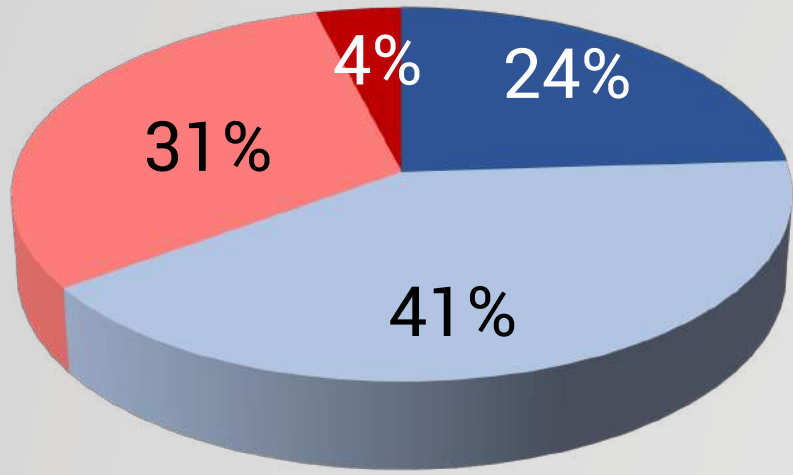


- Total Increased
- Total Declined
- Stayed About the Same
- No Opinion

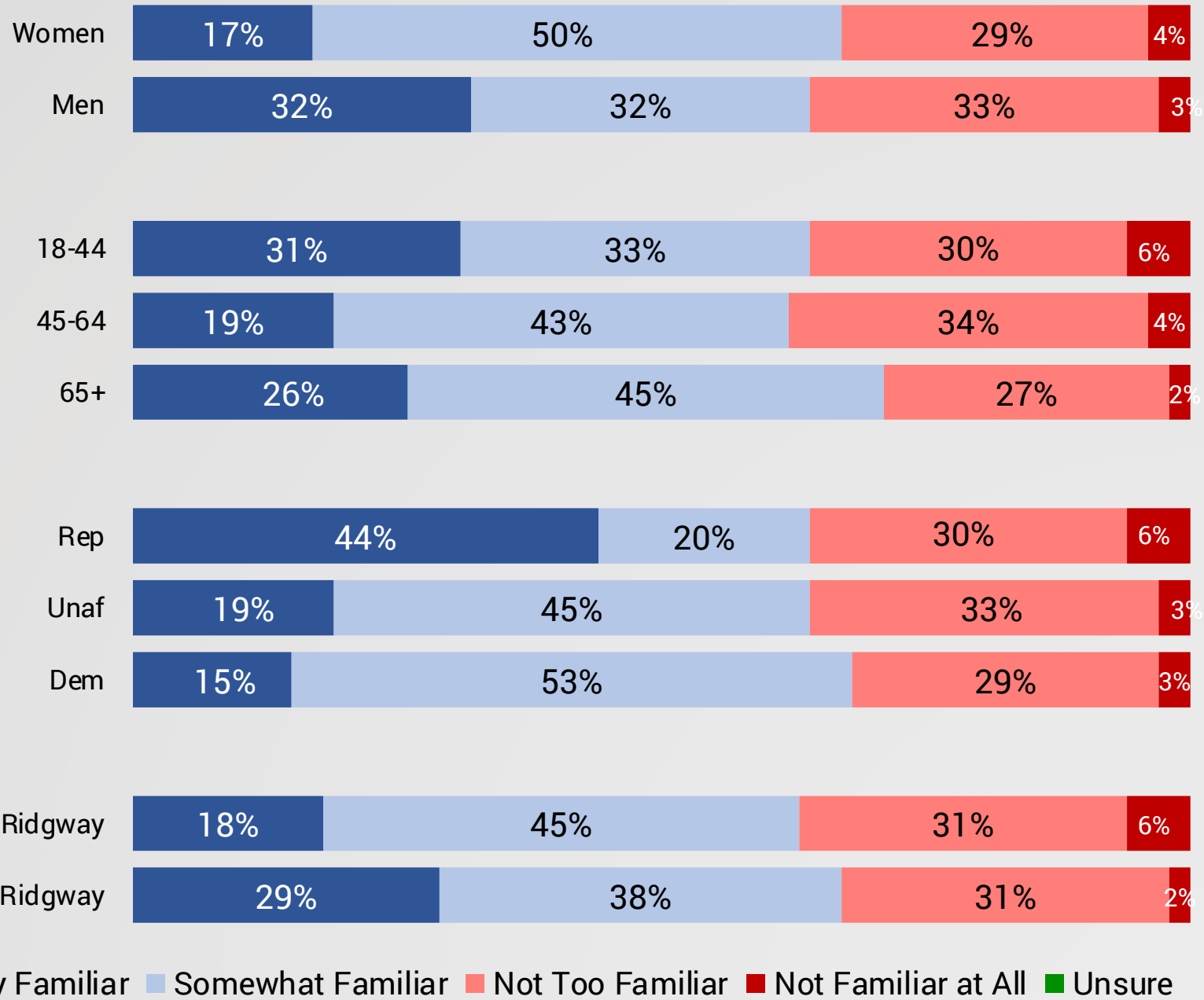


How familiar are you with the Ridgway Fire Protection District and the services they provide?

Total Familiar	65%
Total Unfamiliar	35%



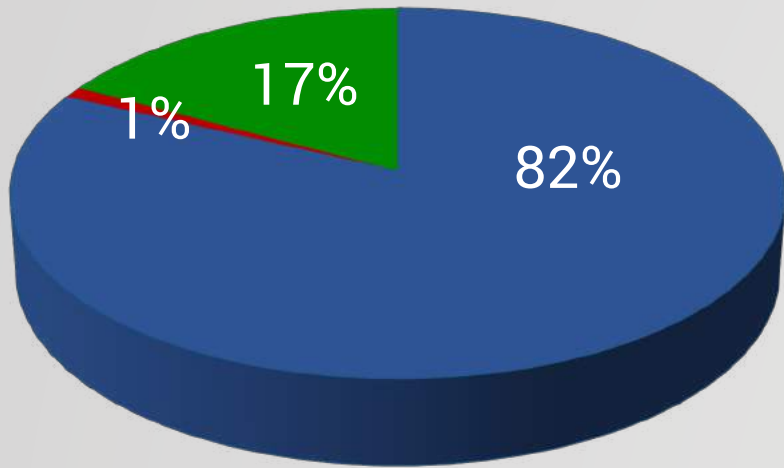
- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- Unsure or No Opinion



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

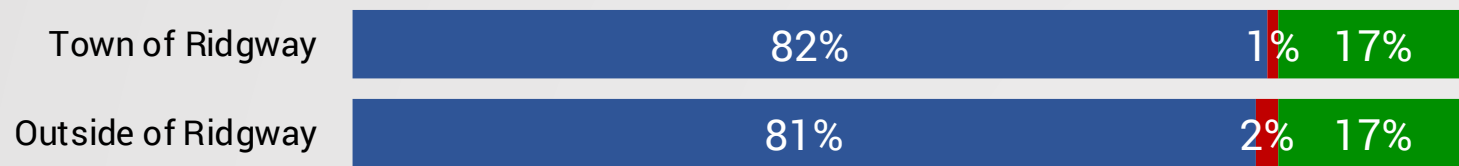
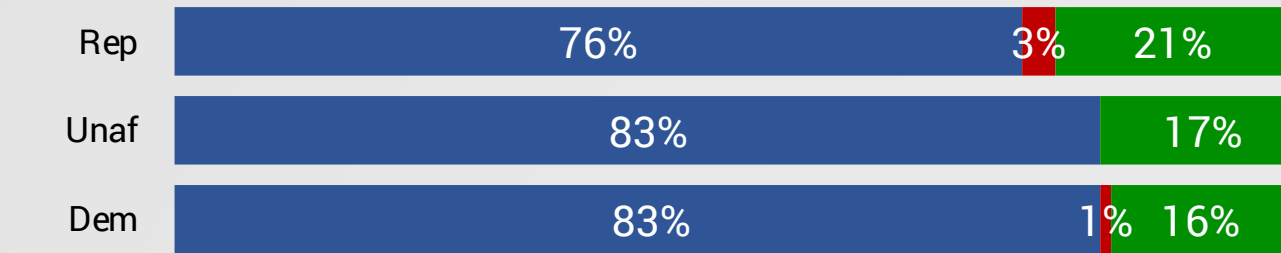
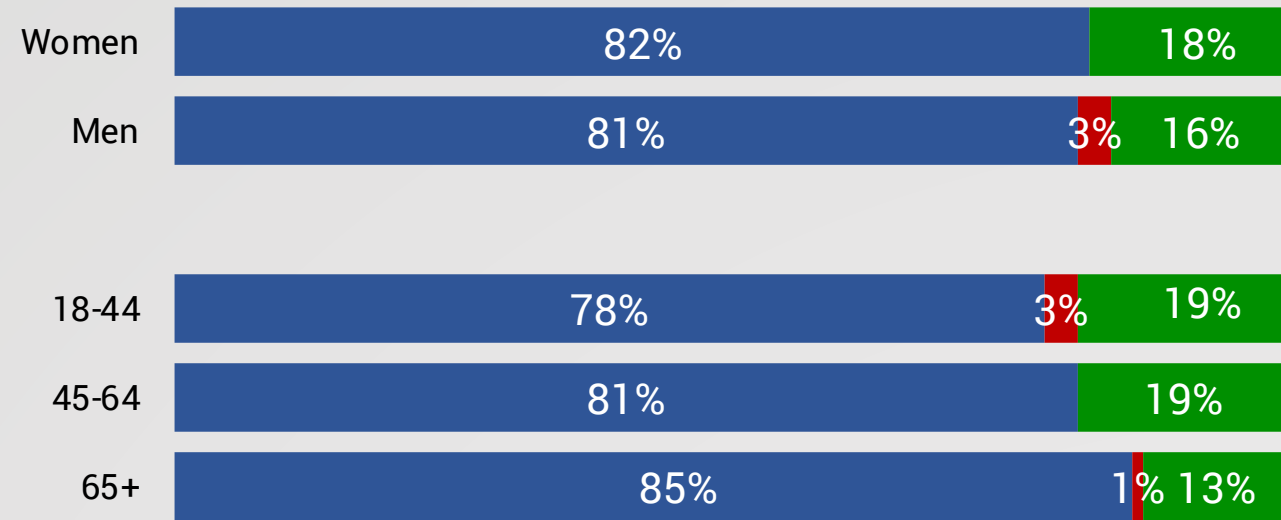


Do you approve or disapprove of the job the Ridgway Fire Protection District is doing providing fire protection, fire suppression, and motor vehicle rescue services in Ouray County?



- Total Approve
- Total Disapprove
- No Opinion

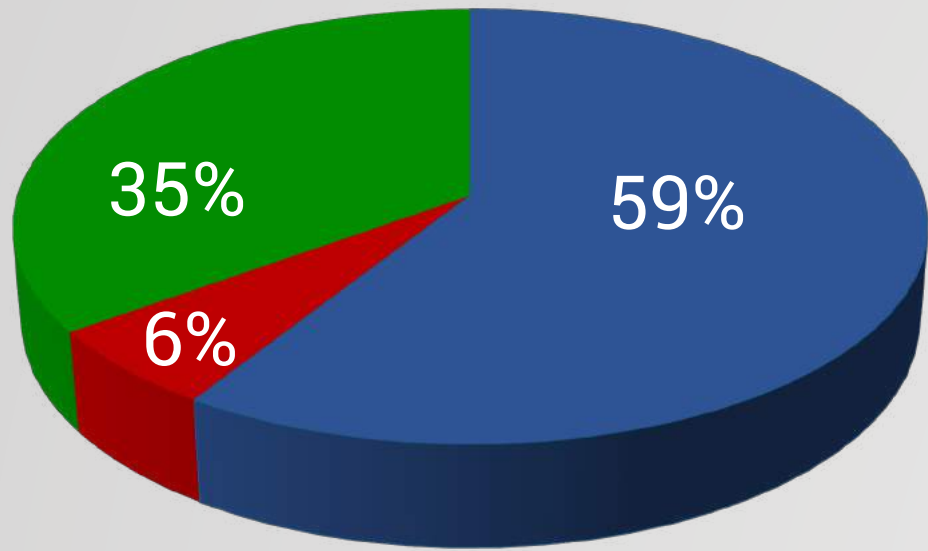
Strongly Approve	64%
Somewhat Approve	18%
Strongly Disapprove	0%
Somewhat Disapprove	1%



- Total Approve
- Total Disapprove
- No Opinion

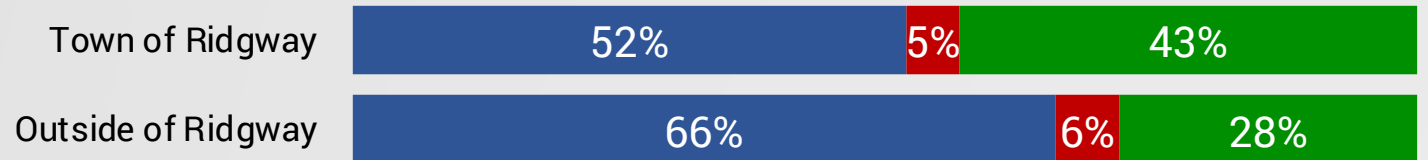
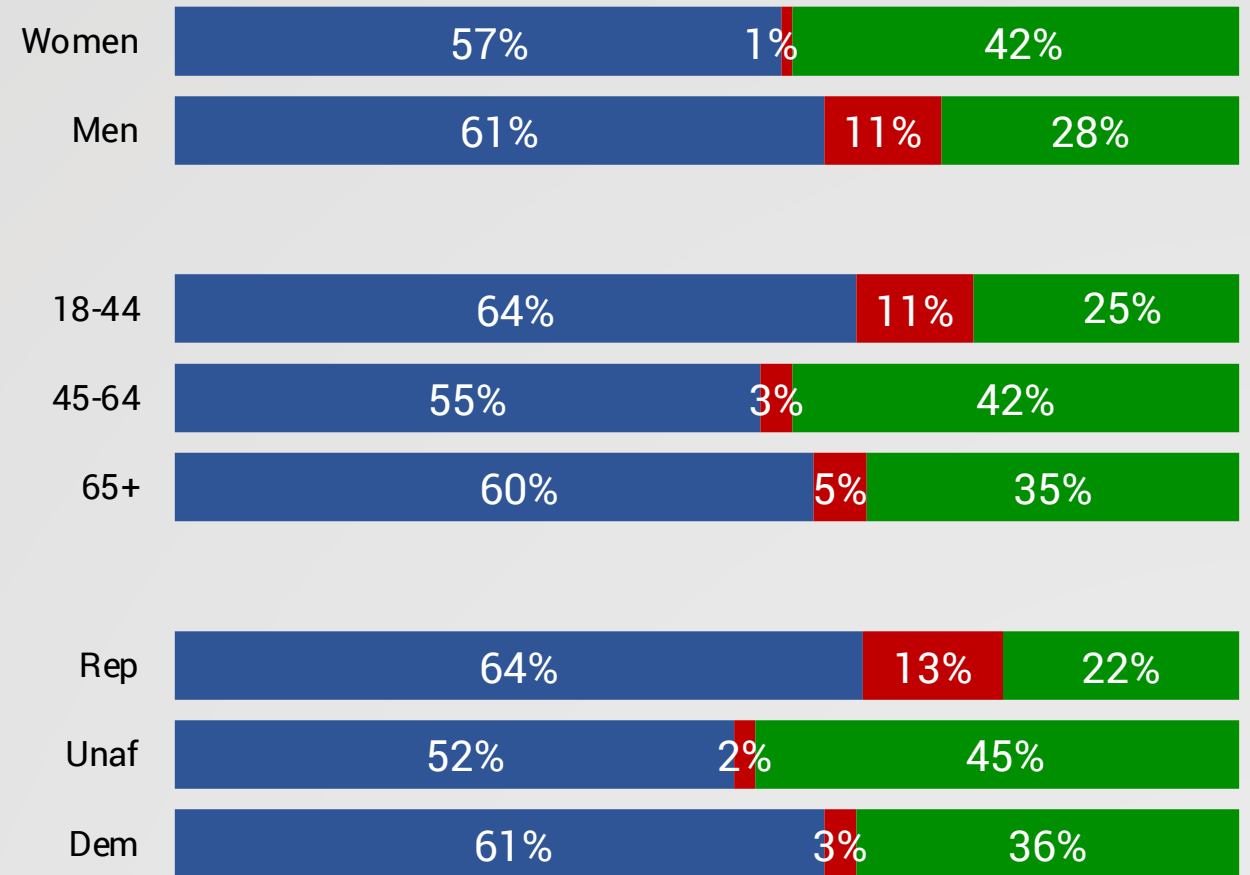


Do you agree or disagree with the following statement?
 “The Ridgway Fire Protection District is fiscally responsible and spends taxpayer money wisely?”



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

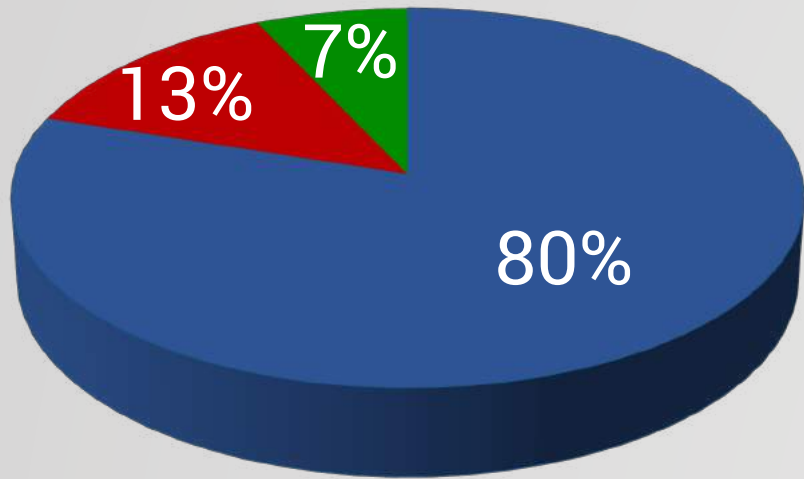
Strongly Agree	43%
Somewhat Agree	16%
Strongly Disagree	2%
Somewhat Disagree	4%



■ Total Agree ■ Total Disagree ■ No Opinion

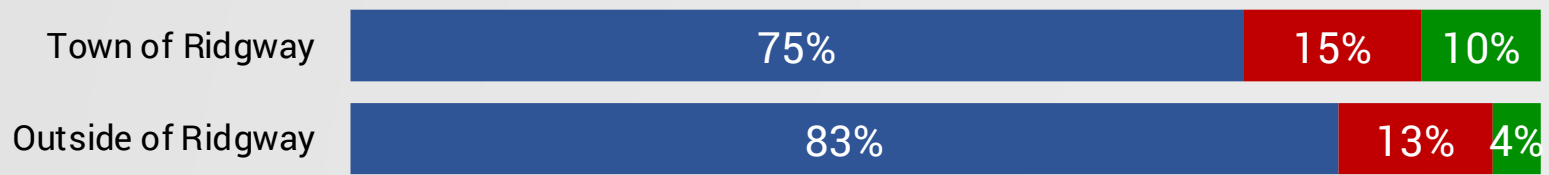
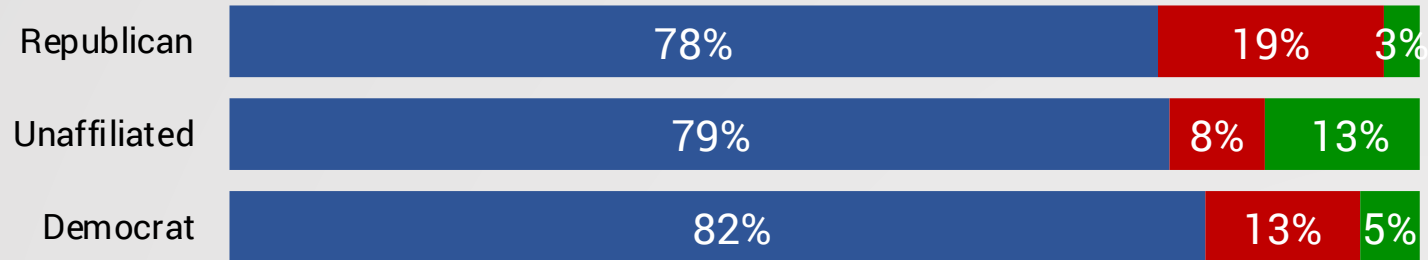
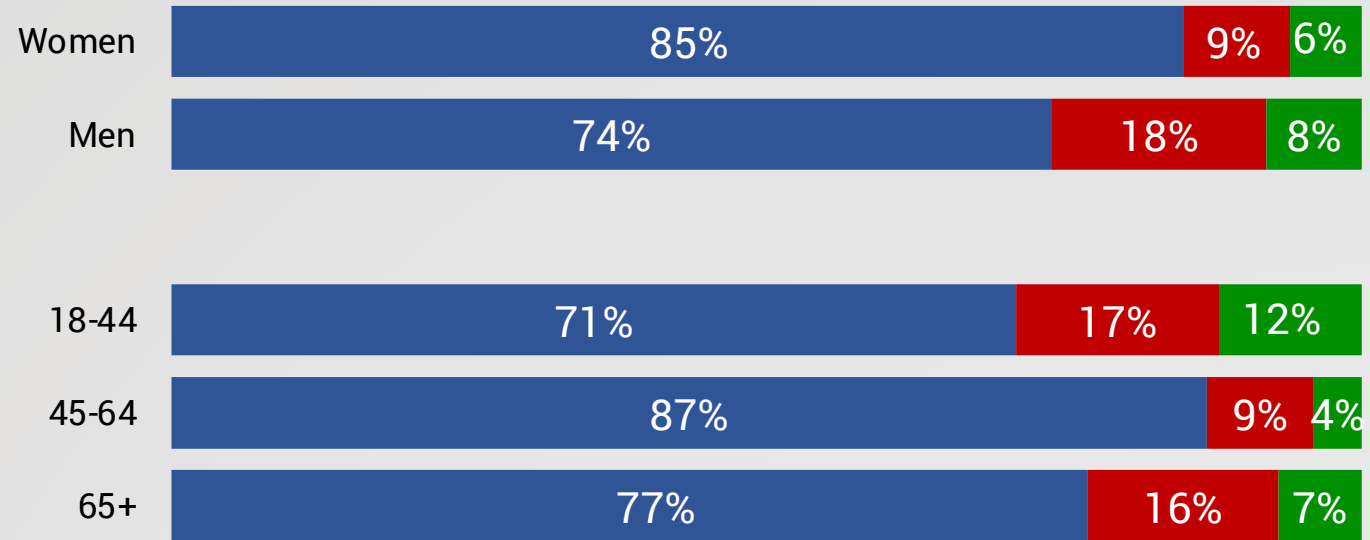


Would you support or oppose a property tax increase to create additional funding for the Ridgway Fire Protection District?



■ Total Support
■ Total Oppose
■ No Opinion

Strongly Support	42%
Somewhat Support	38%
Strongly Oppose	5%
Somewhat Oppose	8%



■ Total Support
 ■ Total Oppose
 ■ No Opinion



Ridgway Fire Protection District 4- Mill Property Tax Uninformed Ballot Measure Question



The Ridgway Fire Protection District is considering a 4-mill ballot measure property tax increase to generate \$365,000 in additional funding. The additional revenue would be used to hire full-time firefighters and part-time support staff, update aging engines and equipment, implement mitigation services and continue to provide ongoing critical training opportunities to the staff and volunteers.

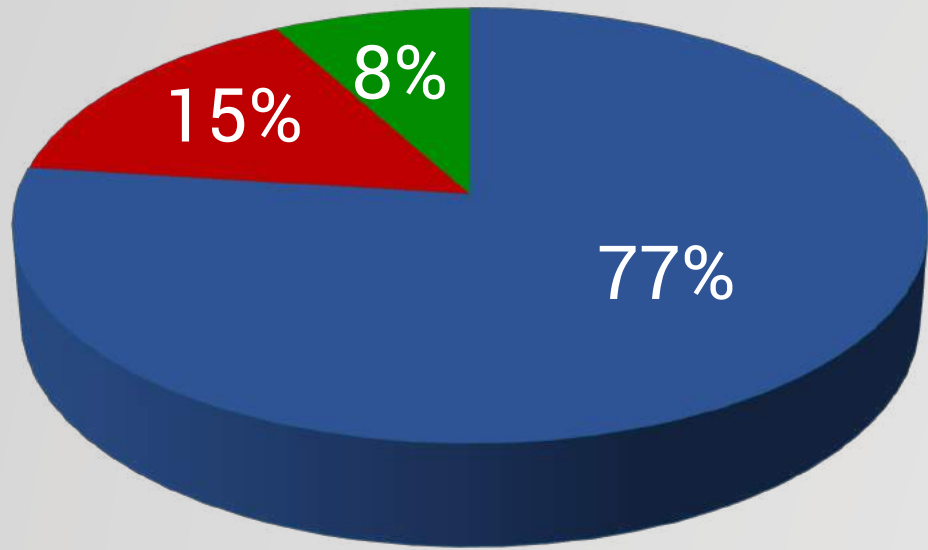
The ballot measure would increase the current Fire District mill levy from 3.591 to 7.591. A 4-mill property tax increase would cost a homeowner about \$208 annually, or \$17 a month for a home valued at \$750,000.

If an election were being held today, would you vote yes and approve or vote no and reject a 4-mill property tax increase to raise \$365,000 in additional funding for the Ridgway Fire Protection District?



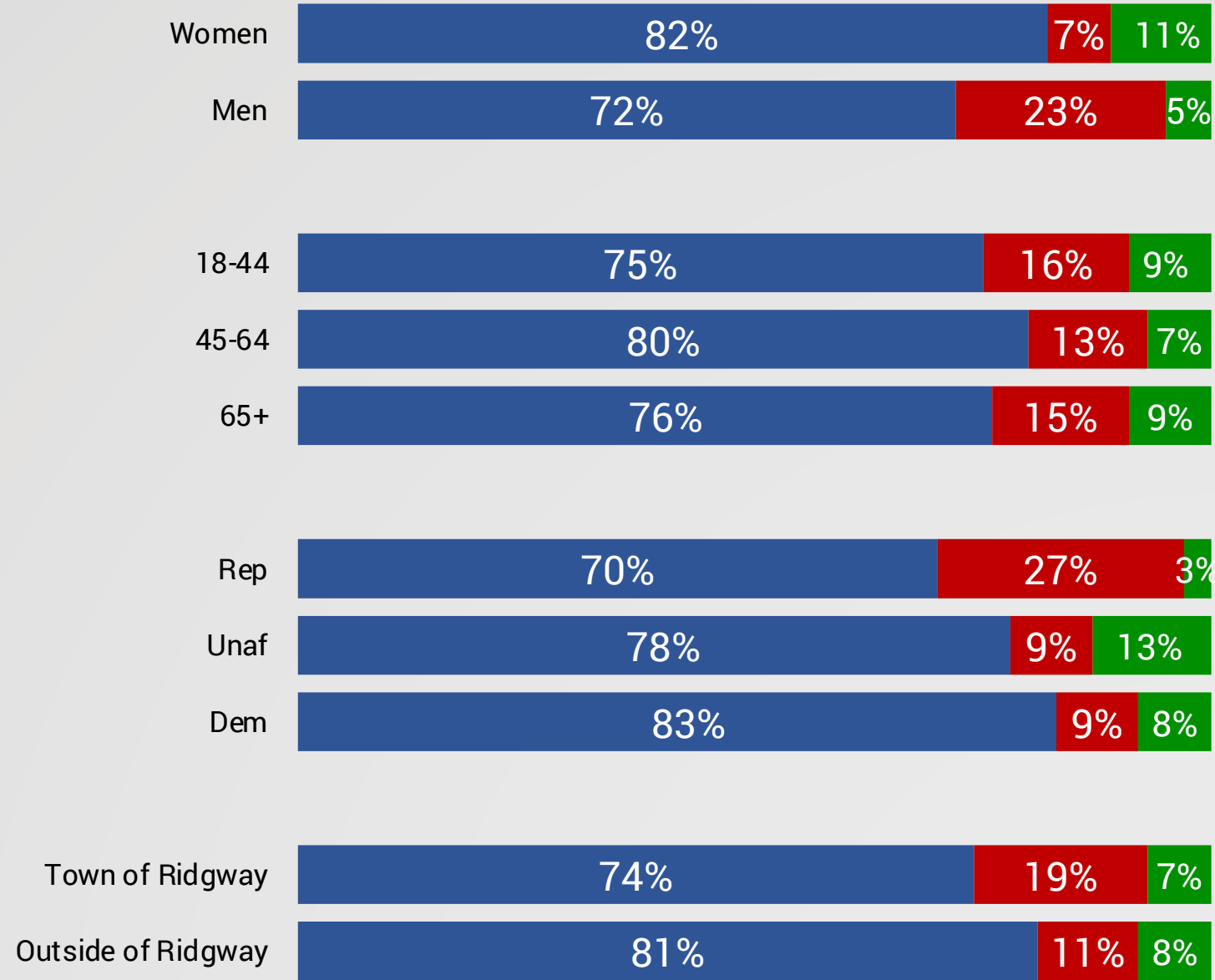
Uniformed Ballot Measure Question

If an election were being held today, would you vote yes and approve or vote no and reject a 4-mill property tax increase to raise \$365,000 in additional funding for the Ridgway Fire Protection District?



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

Definitely Yes, Approve	40%
Probably Yes, Approve	37%
Definitely No, Reject	6%
Probably No, Reject	9%



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

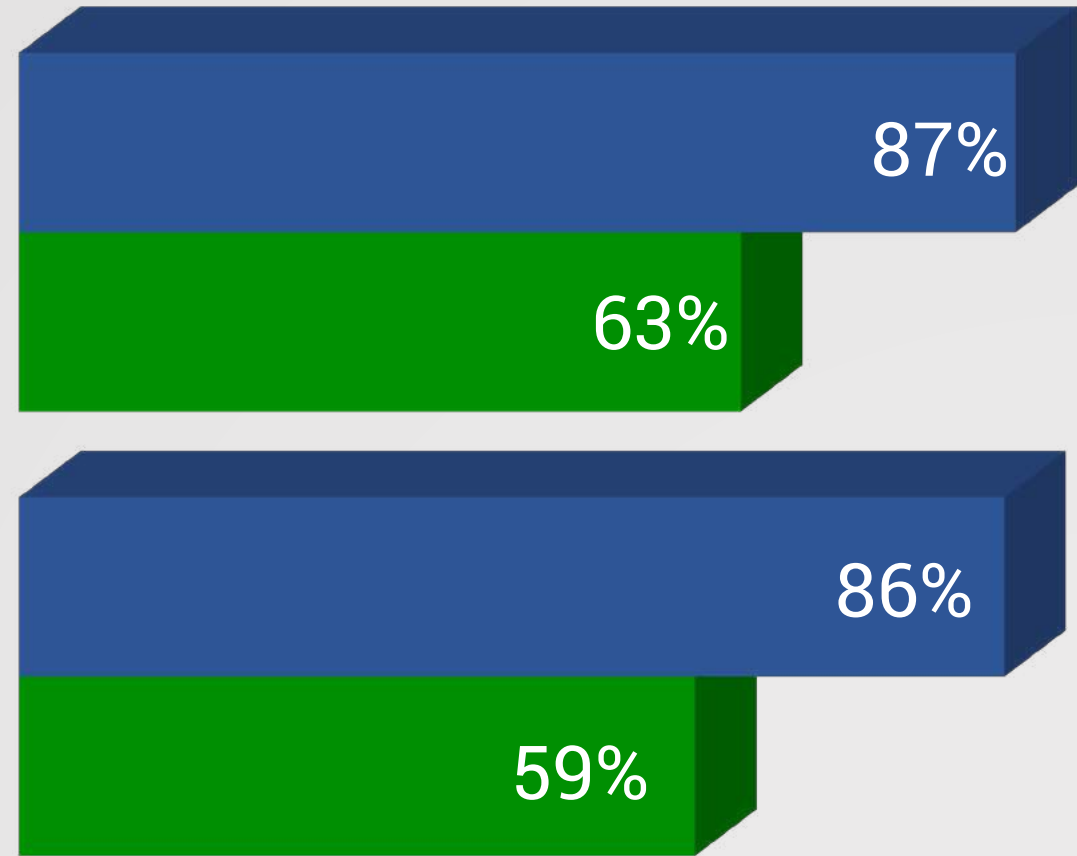


Ridgway Fire Protection District

4-Mill Property Tax Ballot Measure Information Questions

The number of people, residences, commercial buildings, and structures covered by the fire district has nearly doubled over the last 20 years. Residences have grown from 963 to 1,628, commercial buildings from 98 to 220, and other outdoor structures (garages, barns, sheds, etc.) have grown from 769 to 1,584. These residents and structures cannot be adequately protected from fire risk without additional financial and human resources.

Wildland Mitigation is a critical concern for the Ridgway Fire Protection District. The district's service area is all wildland other than the town of Ridgway itself. An increase in revenue will help to implement mitigation services to further protect the district's constituents against possible future wildfires.



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

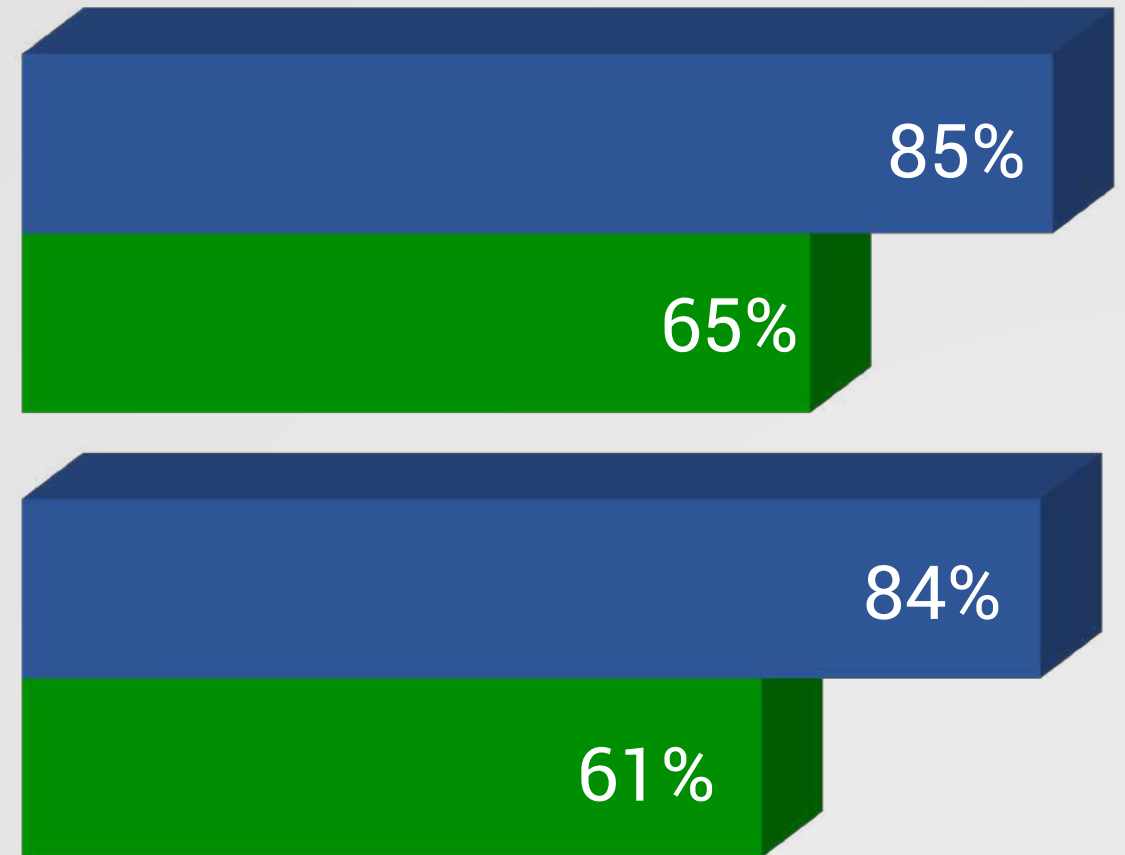


Ridgway Fire Protection District

4-Mill Property Tax Ballot Measure Information Questions

The Ridgway Fire Protection District has been good stewards of taxpayer money. They have successfully provided fire protection services without raising taxes since 2000. However, the cost to maintain fire engines, vehicles, and equipment and to keep an adequate number of trained firefighters has become more and more difficult in the past 22 years. Knowing this information, are you:

If approved, this ballot measure would allow the Ridgway Fire Protection District to provide more training opportunities to both the paid staff and its volunteers. Knowing this information, are you:



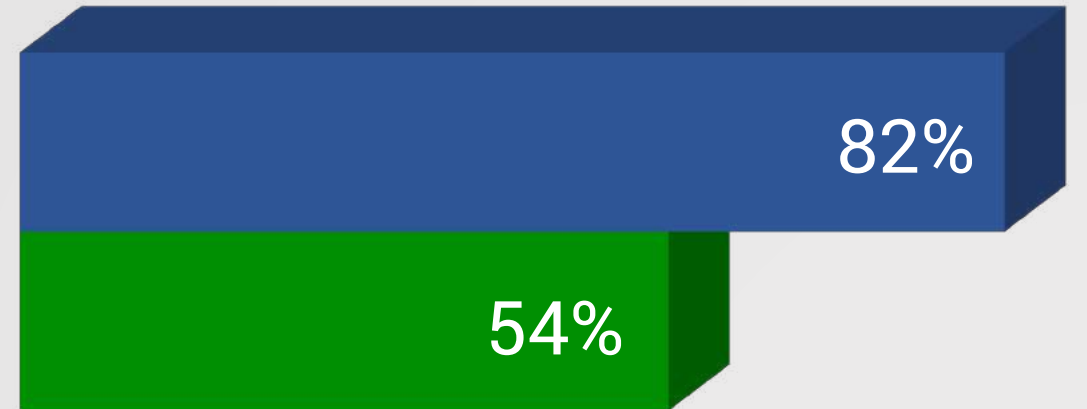
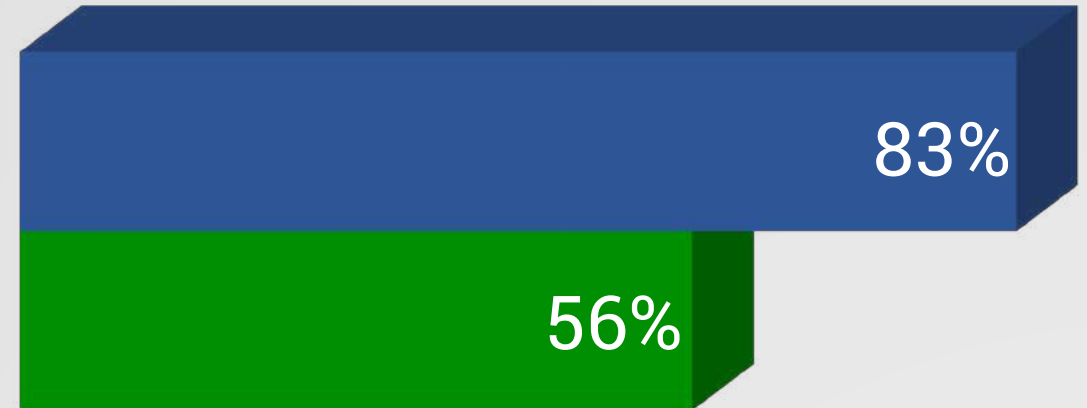
- Total Much More Likely to Approve
- Much More Likely to Approve



Ridgway Fire Protection District 4-mill Property Tax Ballot Measure Information Questions

The Ridgway Fire Protection District has the strength of only 22 volunteer firefighters. If approved, funds would be used to hire a Fire Chief, 1 or 2 full-time paid firefighters, as well as part-time support staff. These additional hires would significantly reduce fire and motor vehicle accident response times. Knowing this information, are you:

The number of auto accidents requiring an emergency response from the fire district has significantly increased over the last several years and continues to rise annually. Knowing this information, are you:



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

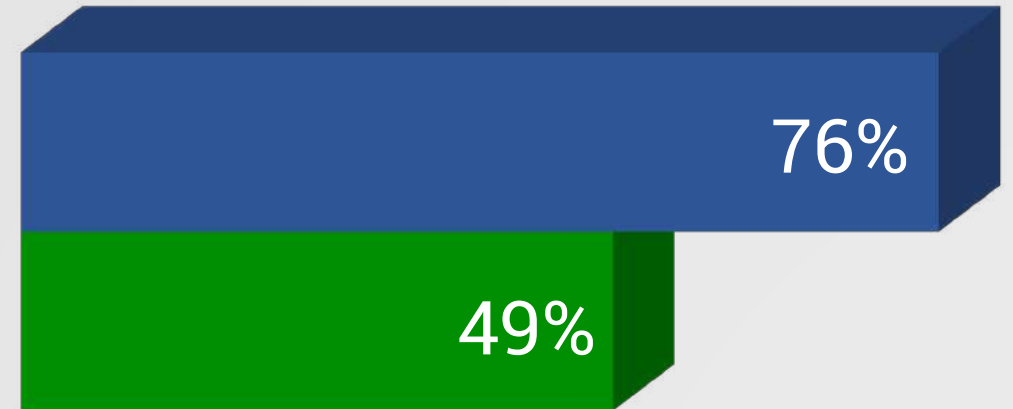
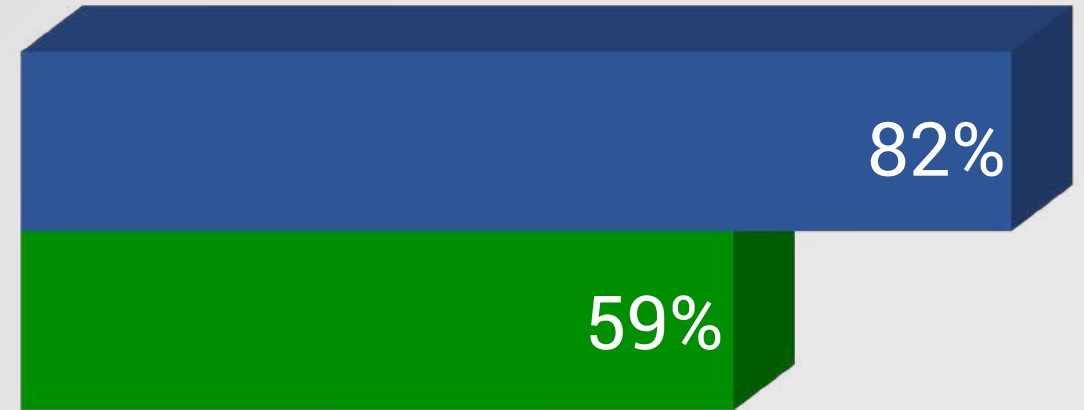


Ridgway Fire Protection District

4-Mill Property Tax Ballot Measure Information Questions

Most of the Fire District's engines and equipment are over 15 years old and need to be updated and replaced. Funds from the ballot measure would be used to help upgrade its aging engines and equipment to provide the district with up-to-date technology, as well as safer and more reliable equipment. Knowing this information, are you:

As you may know, the residential assessment rate (RAR) determines the amount of property taxes you pay from year to year, in 2023 the RAR will be reduced by 0.2%. The rate will go from 7.15% to 6.95%. This will reduce the amount of property taxes you pay annually. Knowing this information, are you:



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



Ridgway Fire Protection District 4-Mill Property Tax Informed Ballot Measure Question



Thank you for reading the information on why the Ridgway Fire Protection District is considering a 4-mill ballot measure increase to fund \$365,000 in additional resources for the Ridgway Fire Protection District.

As a reminder, the ballot measure would increase the current Fire District mill levy from 3.591 to 7.591. A 4-mill property tax increase would cost a homeowner about \$208 annually, or \$17 a month for a home valued at \$750,000.

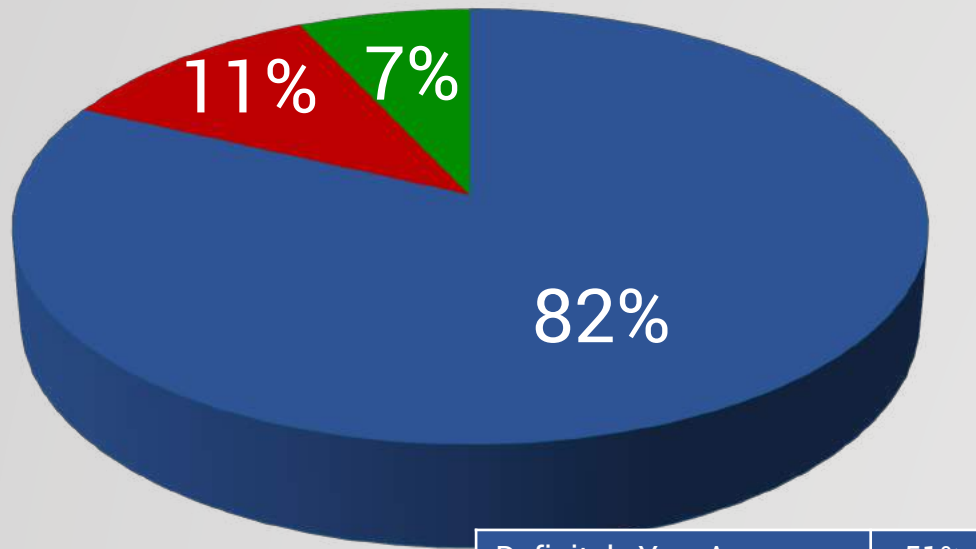
The additional revenue would be used to hire full-time firefighters and part-time support staff, update aging engines and equipment, implement mitigation services and continue to provide ongoing critical training opportunities to the staff and volunteers.

If an election were being held today, would you vote yes and approve a 4-mill property tax increase to raise \$365,000 in additional funding for the Ridgway Fire Protection District, or would you vote no and reject it?



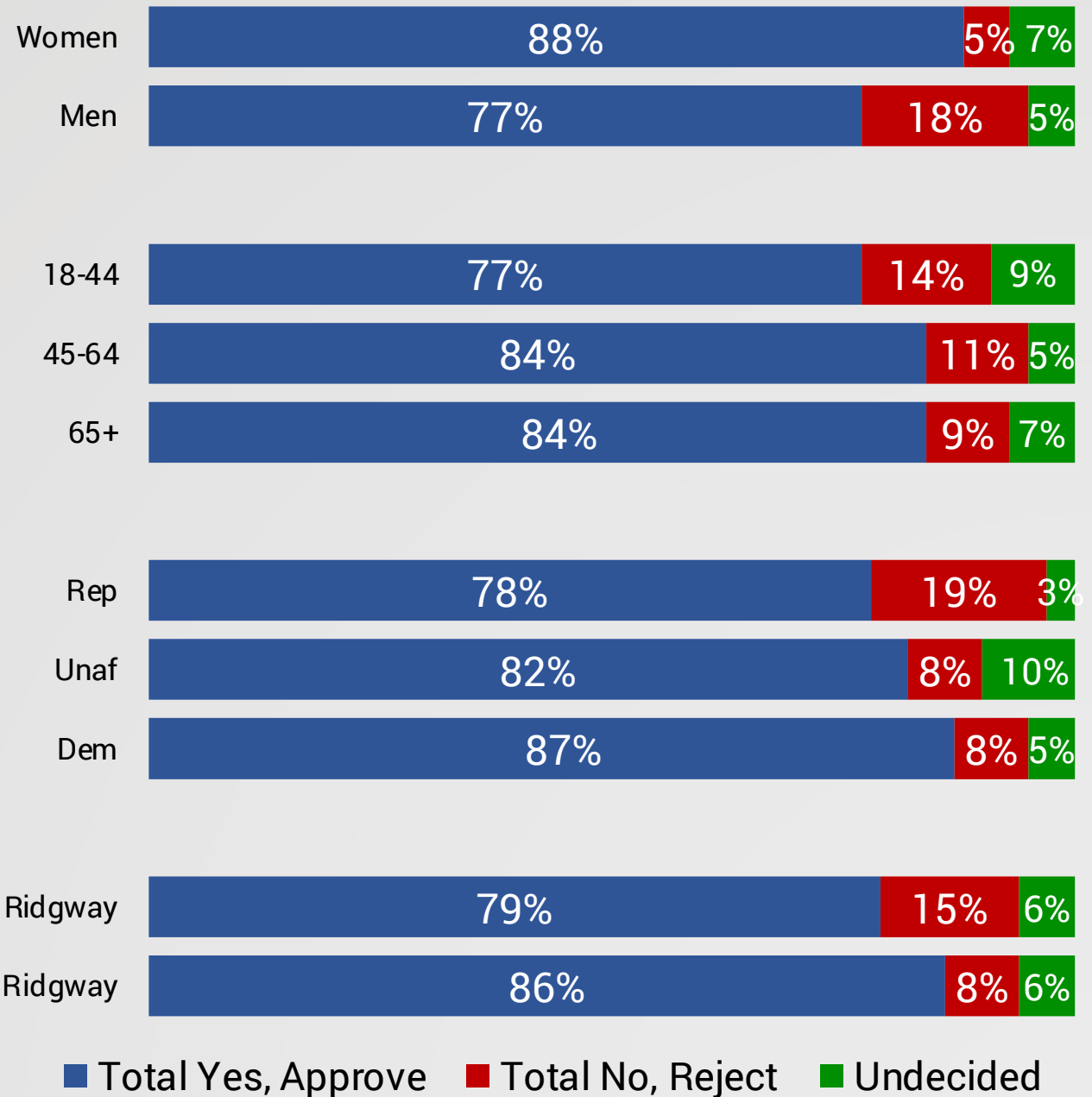
Uniformed Ballot Measure Question

If an election were being held today, would you vote yes and approve or vote no and reject a 4-mill property tax increase to raise \$365,000 in additional funding for the Ridgway Fire Protection District?



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

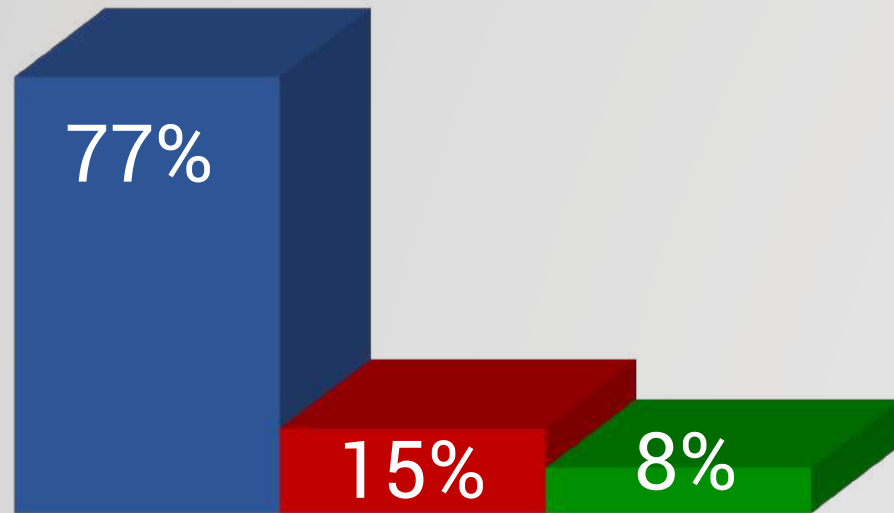
Definitely Yes, Approve	51%
Probably Yes, Approve	31%
Definitely No, Reject	5%
Probably No, Reject	6%



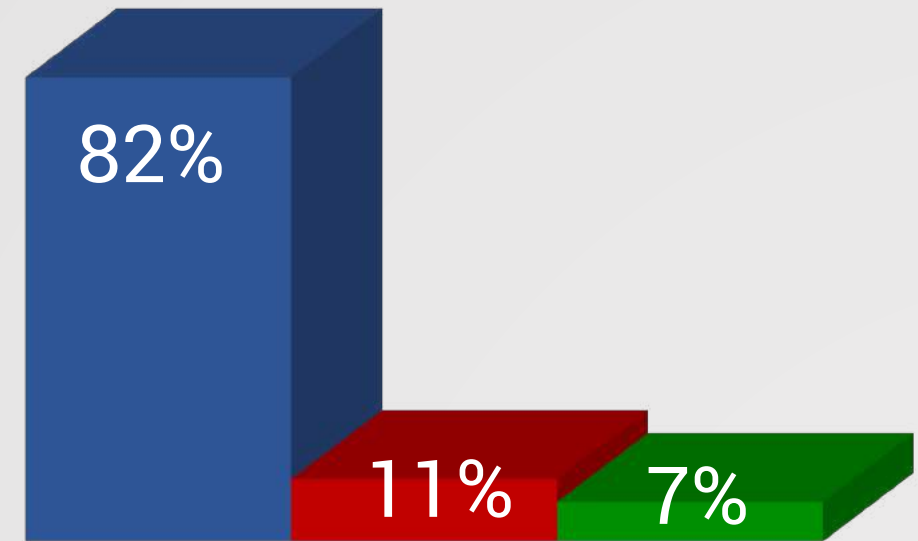
Ridgway Fire Protection District 4-Mill Increase Ballot Measure Question

Voter Change of Opinion from Uninformed to Informed Ballot Question

Uninformed



Informed



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

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



Why 82% of respondents would vote yes and approve the Ridgway Fire Protection District Ballot Measure

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

Themes

Addressing Growing Needs and Risks

Support for Essential Services and Personnel

Recognition of Funding Necessity and Longevity

“Fire danger has gone up drastically in the West with climate change. That, coupled with the influx of new people/structures, has upped the need for a paid fire fighting staff. You all have proved your worth over the years with volunteers. You’ve done a great job, and thank you!!” -**Female, 65+, Unaffiliated, Town of Ridgway**

“Measures to make the fire department more able may not be a big deal at this moment.... but there will be more property and wildfires in our future.” -**Male, 65+, Unaffiliated, Town of Ridgway**

“Because we need to have a well funded competent modern fire department.” -**Female, 45-54, Democrat, Town of Ridgway**

“The RFPD is in dire need of upgrading equipment, adding additional staff, and increasing training. This is so important as we see our risk of wildfires increase along with our population..” -**Female, 55-64, Unaffiliated, Outside of Ridgway**

“Keep and improve the high level of fire/first responders service.” -**Male, 65+, Republican, Outside of Ridgway**



Why 82% of Respondents Would Approve the Ballot Measure

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

1. Addressing Growing Needs and Risks: Respondents express concerns about the increasing risks posed by wildfires due to factors like climate change and population growth in the Ridgway area. They emphasize the need for enhanced fire protection services, improved response times, and updated equipment to mitigate these risks effectively.

2. Support for Essential Services and Personnel: Many respondents highlight the importance of properly funding the Ridgway Fire Protection District to ensure the safety and well-being of the community. They express gratitude for the hard work of the fire department personnel and acknowledge the need for paid staff, modern equipment, and adequate training to maintain high-quality emergency response services.

3. Recognition of Funding Necessity and Longevity: Respondents recognize the necessity of increased funding for the fire protection district, noting that it has been a long time since the last mill levy increase. They believe that investing in fire protection is crucial for the safety and resilience of the community, particularly in light of the changing environmental and demographic landscape.



Why 11% of Respondents Would Reject the Ridgway Fire Protection District Ballot Measure

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

Themes

Concerns About Tax Burden and Affordability

Doubts About Necessity and Efficiency of Funding Allocation

Preference for Alternative Solutions and Accountability

“Call volume is not enough to warrant paid people.” -**Male, 65+, Republican, Town of Ridgway**

“The trucks are 15 years old. They are cared for and not used that much to require updating. Everybody can not continue to pay more in taxes, including yourselves. All taxing entities think they all need more mil levy increases to survive, but there is a point where no one can afford more for any entity, no matter who. The taxing spigot is drying up. When you built the new firehouse, did you add all the necessary items, or did you upgrade a lot to make it fancier? That is responsible spending. With evaluations at an all-time high, the amount is higher. This is one of the reasons working families aren't able to live here. Not everyone is rich.” -**Female, 55-64, Unaffiliated, Outside of Ridgway**

“Double the budget seems inefficient. A 2-Mill increase seems more in line with outcomes and would seem more likely to succeed.” -**Male, 35-44, Unaffiliated, Town of Ridgway**

“It's too large of an increase. Property values have increased already, which makes me question why taxes would need to double for the fire district.” -**Male, 18-34, Democrat, Town of Ridgway**



Why 11% of Respondents Would Reject the Ballot Measure

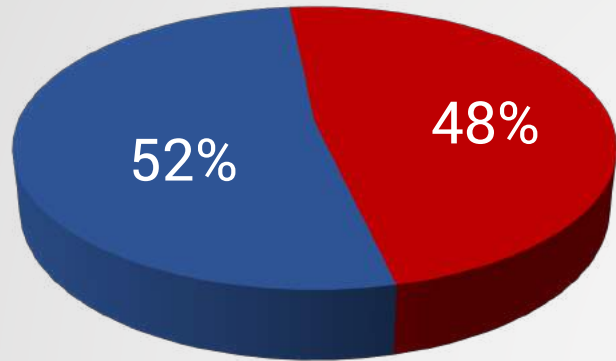
Please describe the reasons why you would vote no and reject the Ridgway Fire Protection District ballot measure.

- 1. Concerns About Tax Burden and Affordability:** Respondents express apprehension about the proposed tax increase, citing concerns about already high taxes, limited income, and residents' inability to afford further tax hikes. Some argue that taxes should target wealthier individuals rather than burden low-income residents.
- 2. Doubts About Necessity and Efficiency of Funding Allocation:** Many respondents question the necessity of the proposed mill levy increase, suggesting that the current funding level may be adequate or that the increase is too significant. Some expressed skepticism about how the funds will be used, citing concerns about potential misuse or inefficiency in spending. There are also doubts about the need for paid personnel and the allocation of resources toward wildland mitigation.
- 3. Preference for Alternative Solutions and Accountability:** Some respondents advocate for alternative solutions to address funding needs, such as incremental increases, exploring county-wide fire department options, or holding homeowners accountable for fire mitigation measures. There are also calls for greater transparency and accountability in how the funds are managed and spent, with concerns raised about the potential for abuse or mismanagement.



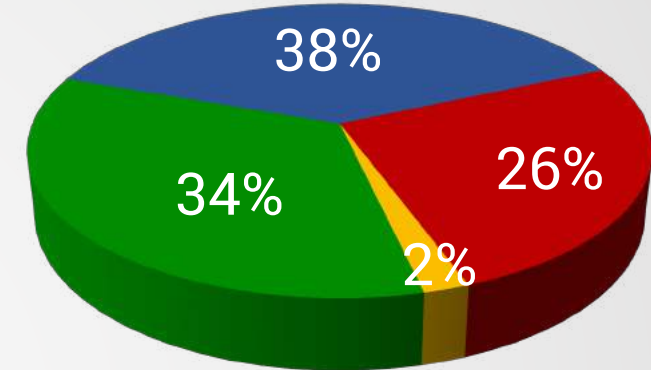
Survey Demographics

Gender



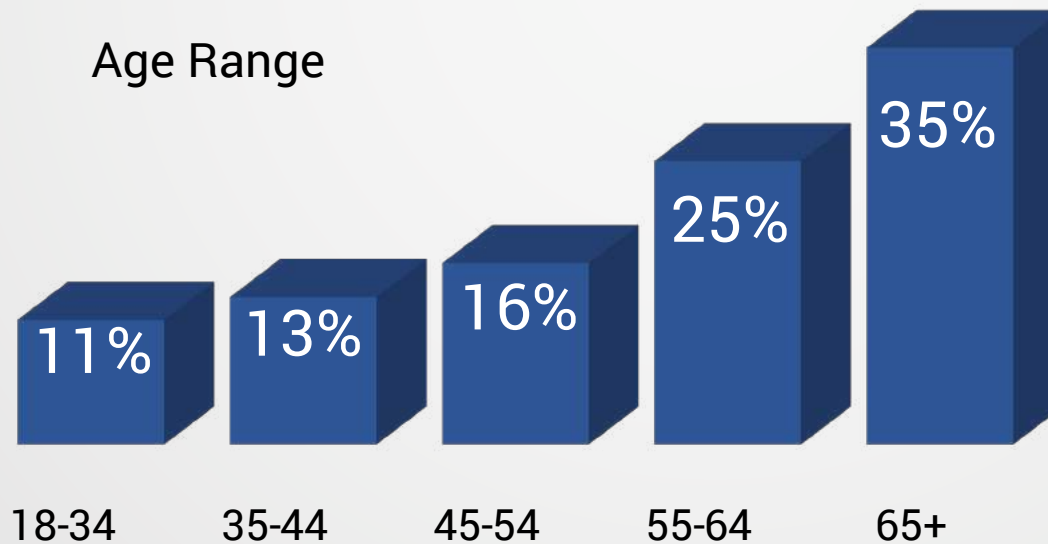
■ Female ■ Male ■ Identify Differently

Party Affiliation



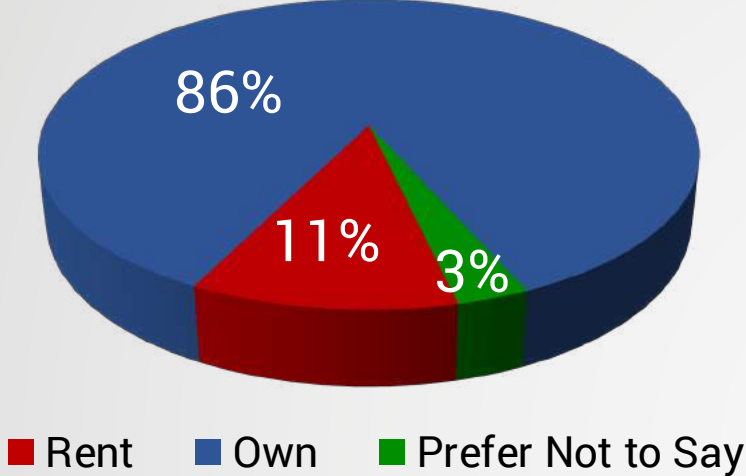
■ Unaffiliated ■ Democrat
■ Republican ■ Other Party

Age Range

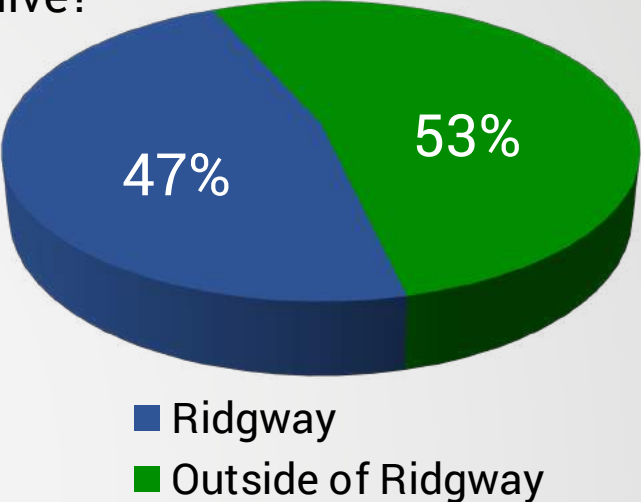


Survey Demographics

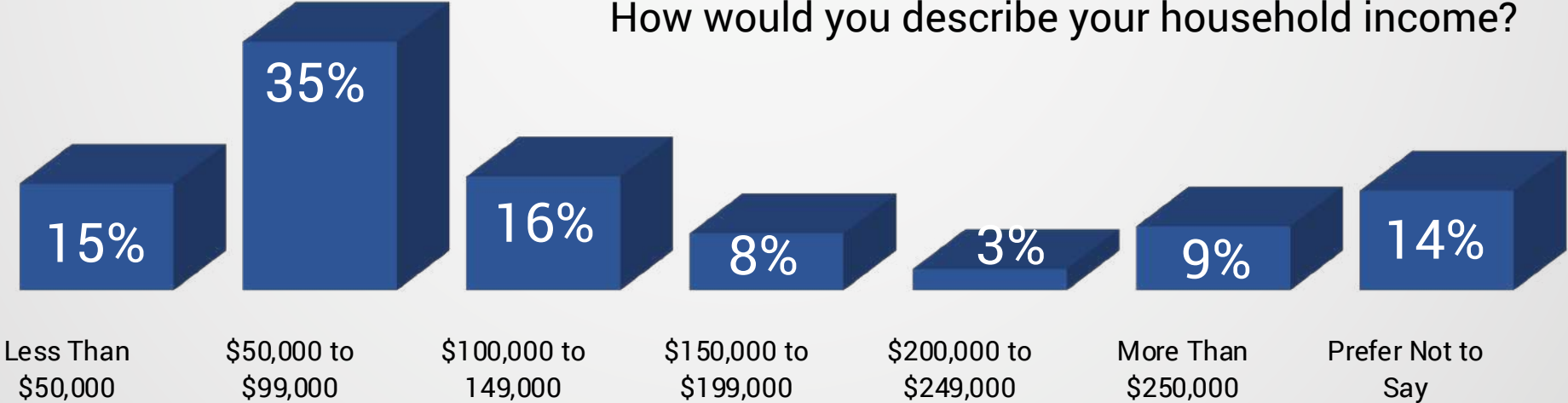
Rent or Own?



Where do you live?



How would you describe your household income?



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