

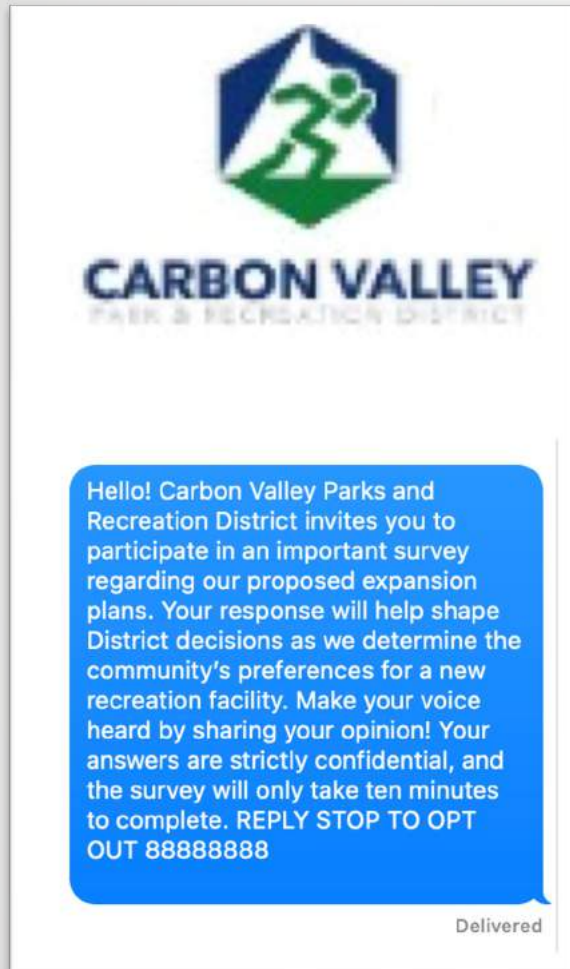


Carbon Valley Parks & Recreation District Ballot Measure Voter Opinion Survey

January 19th to 27th, 2022



Methodology



Magellan Strategies is pleased to present the results of an online survey of 1,174 registered voters within the Carbon Valley Parks and Recreation District. The interviews were conducted from January 19th to 27th, 2022.

The overall survey responses have a margin of error of +/- 2.79% 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 District for an off-year election cycle.

Carbon Valley Park and Recreation District Voter Demographics

Magellan Strategies Carbon Valley Park and Recreation District										
Registration and Voter Turnout Demographics										
Municipality	Active Registration		2021		2020		2019		2018	
Firestone	10,345	43.3%	3,916	45.1%	8,948	43.6%	3,690	42.7%	6,237	42.7%
Frederick	9,241	38.7%	3,381	38.9%	8,013	39.0%	3,560	41.2%	5,686	39.0%
Dacono	3,312	13.9%	1,020	11.7%	2,731	13.3%	979	11.3%	2,017	13.8%
Unincorporated/Other	978	4.1%	375	4.3%	844	4.1%	421	4.9%	653	4.5%
	23,876		8,692		20,536		8,650		14,593	
Sex	Active Registration		2021		2020		2019		2018	
Female	11,979	50.5%	4,398	50.8%	10,433	51.3%	4,377	50.9%	7,460	51.4%
Male	11,741	49.5%	4,260	49.2%	9,914	48.7%	4,228	49.1%	7,047	48.6%
Total	23,720		8,658		20,347		8,605		14,507	
Age Group	Active Registration		2021		2020		2019		2018	
18-34	6,818	28.6%	1,241	14.3%	5,334	26.0%	1,345	15.5%	2,925	20.0%
35-44	5,425	22.7%	1,741	20.0%	4,635	22.6%	1,630	18.8%	3,276	22.4%
45-54	4,283	17.9%	1,583	18.2%	3,914	19.1%	1,647	19.0%	2,917	20.0%
55-64	3,661	15.3%	1,773	20.4%	3,400	16.6%	1,827	21.1%	2,688	18.4%
65+	3,689	15.5%	2,354	27.1%	3,253	15.8%	2,201	25.4%	2,787	19.1%
Total	23,876		8,692		20,536		8,650		14,593	
Party	Active Registration		2021		2020		2019		2018	
Unaffiliated	10,906	45.7%	3,447	39.7%	8,311	40.5%	3,023	34.9%	5,342	36.6%
Republican	7,504	31.4%	3,187	36.7%	7,255	35.3%	3,494	40.4%	5,510	37.8%
Democrat	4,983	20.9%	1,921	22.1%	4,585	22.3%	1,969	22.8%	3,443	23.6%
Libertarian	336	1.4%	101	1.2%	284	1.4%	131	1.5%	235	1.6%
Other	147	0.6%	36	0.4%	101	0.5%	33	0.4%	63	0.4%
	23,876		8,692		20,536		8,650		14,593	

Respondent Information

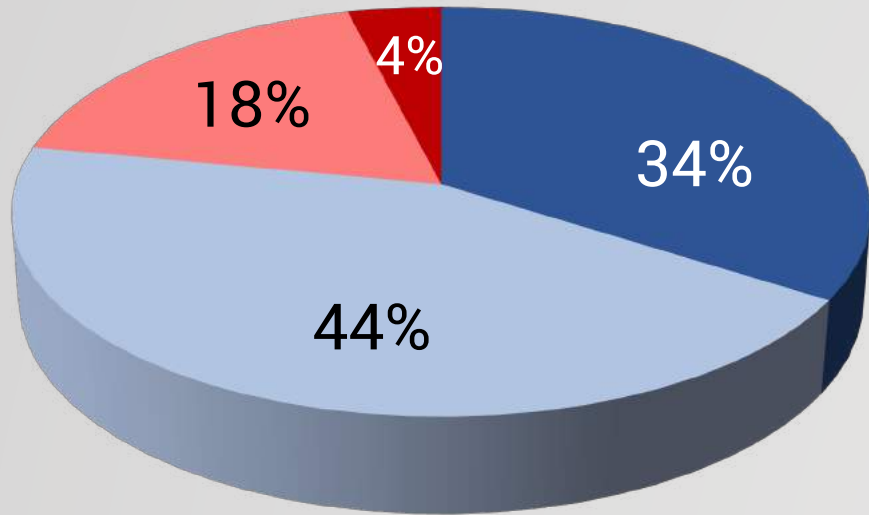


The Carbon Valley Parks and Recreation District includes the City Of Dacono and the Towns Of Firestone and Frederick, as well as surrounding rural areas.

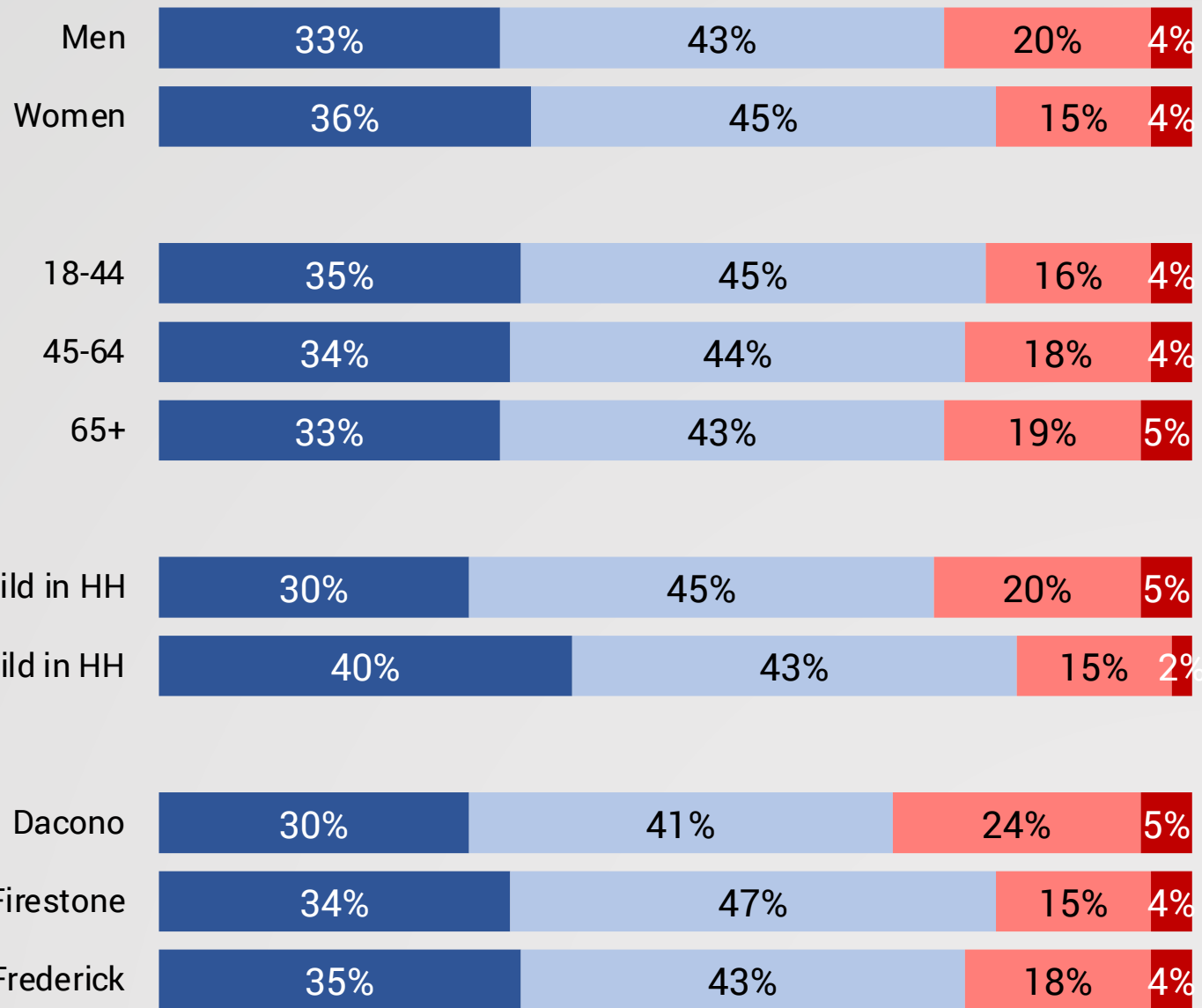
Through the management of the Carbon Valley Recreation Center, the Carbon Valley Gymnastics Center, and the Carbon Valley Senior Center, the District offers a variety of recreational programming.

How familiar would you say you are with the Parks and Recreation District's locations, services and programs?

How familiar would you say you are with the Parks and Recreation District's locations, services, and programs?

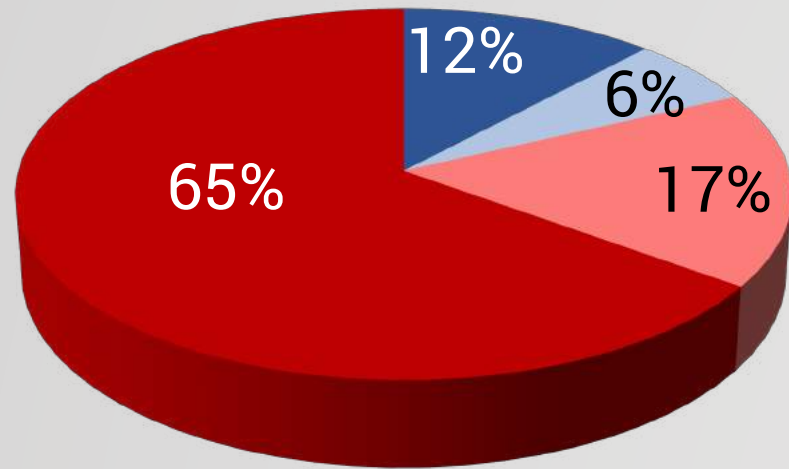


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar At All

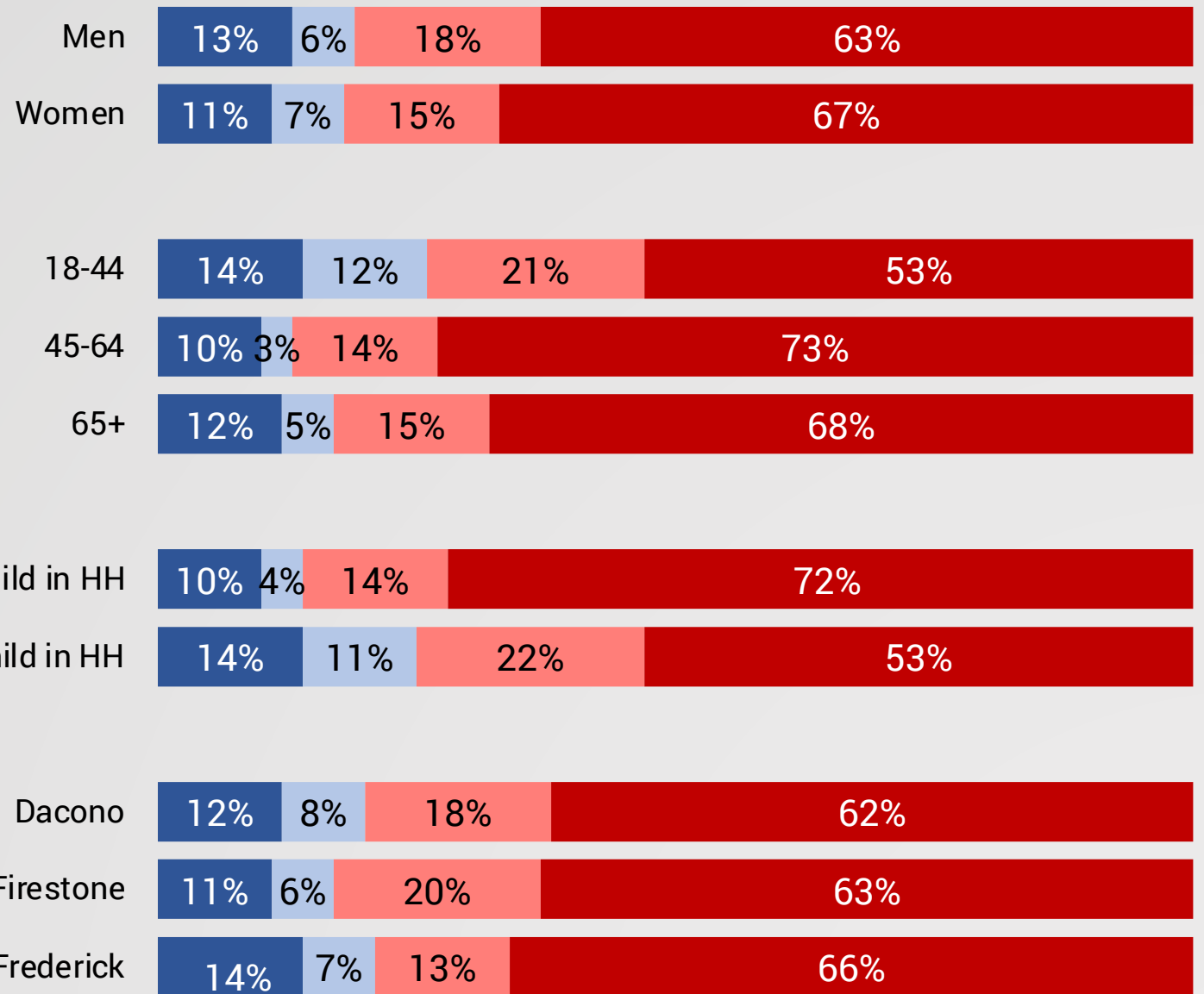


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All

How frequently do you use the current facilities operated by the Carbon Valley Parks and Recreation District (Recreation Center, Gymnastics Center, and Senior Center)?

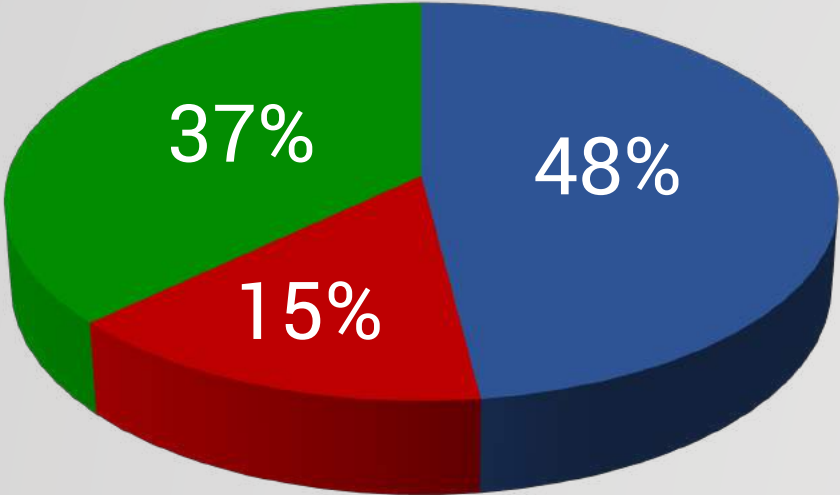


- Several Times a Week
- Once a Week
- Few Times a Month
- Less than Once a Month

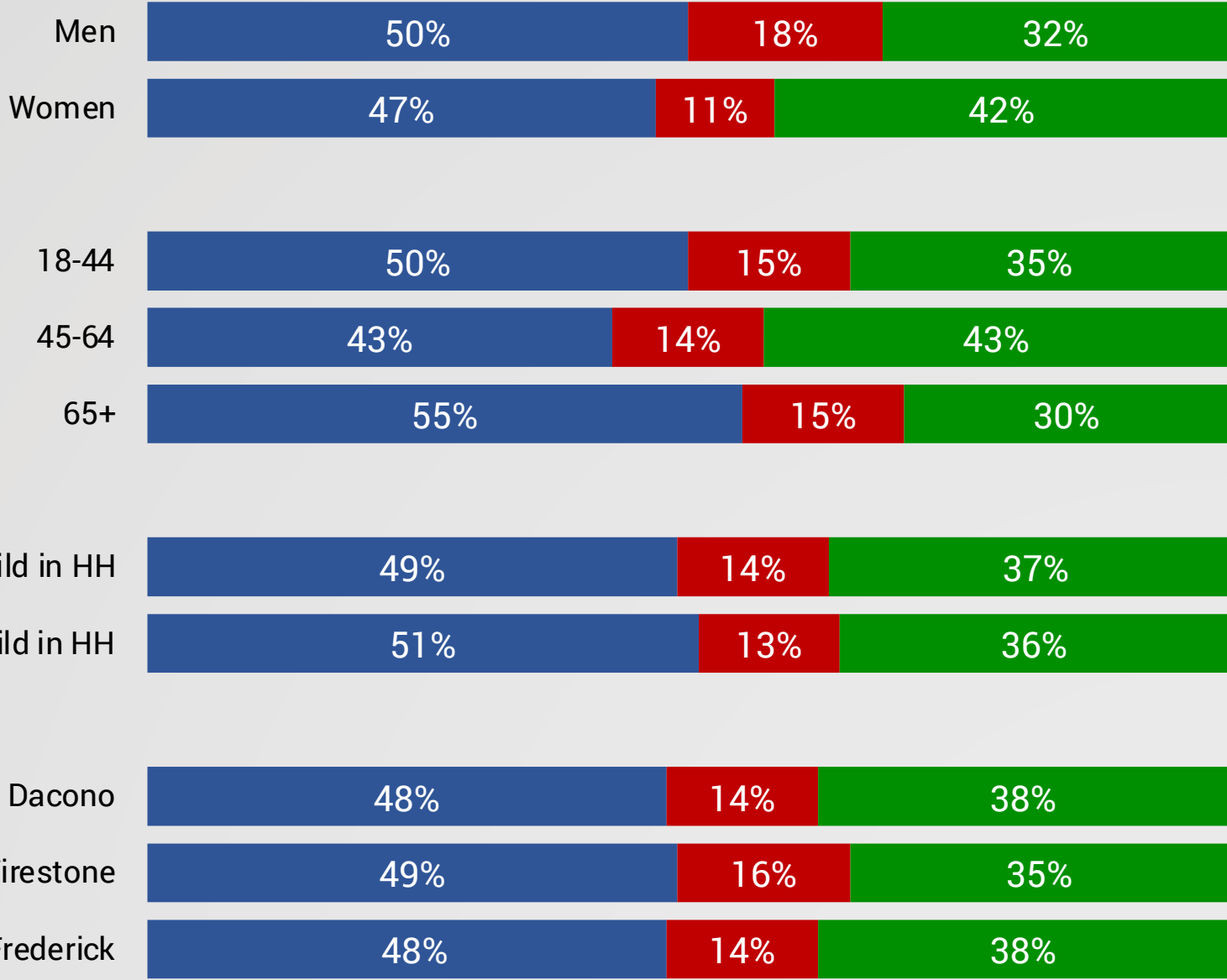


- Several Times a Week
- Once a Week
- Few Times a Month
- Less than Once a Month

Do you agree or disagree with the following statement? The Carbon Valley Parks and Recreation District is fiscally responsible and spends taxpayer money wisely.



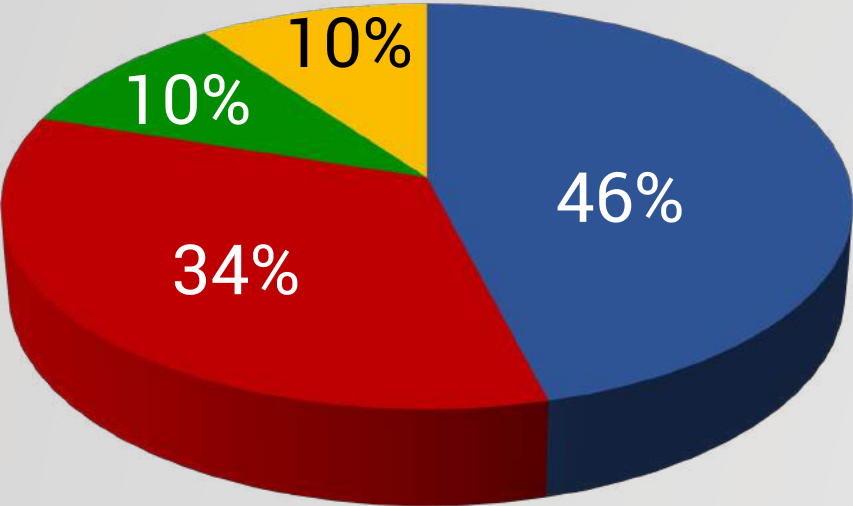
■ Total Agree
■ Total Disagree
■ Unsure or No Opinion



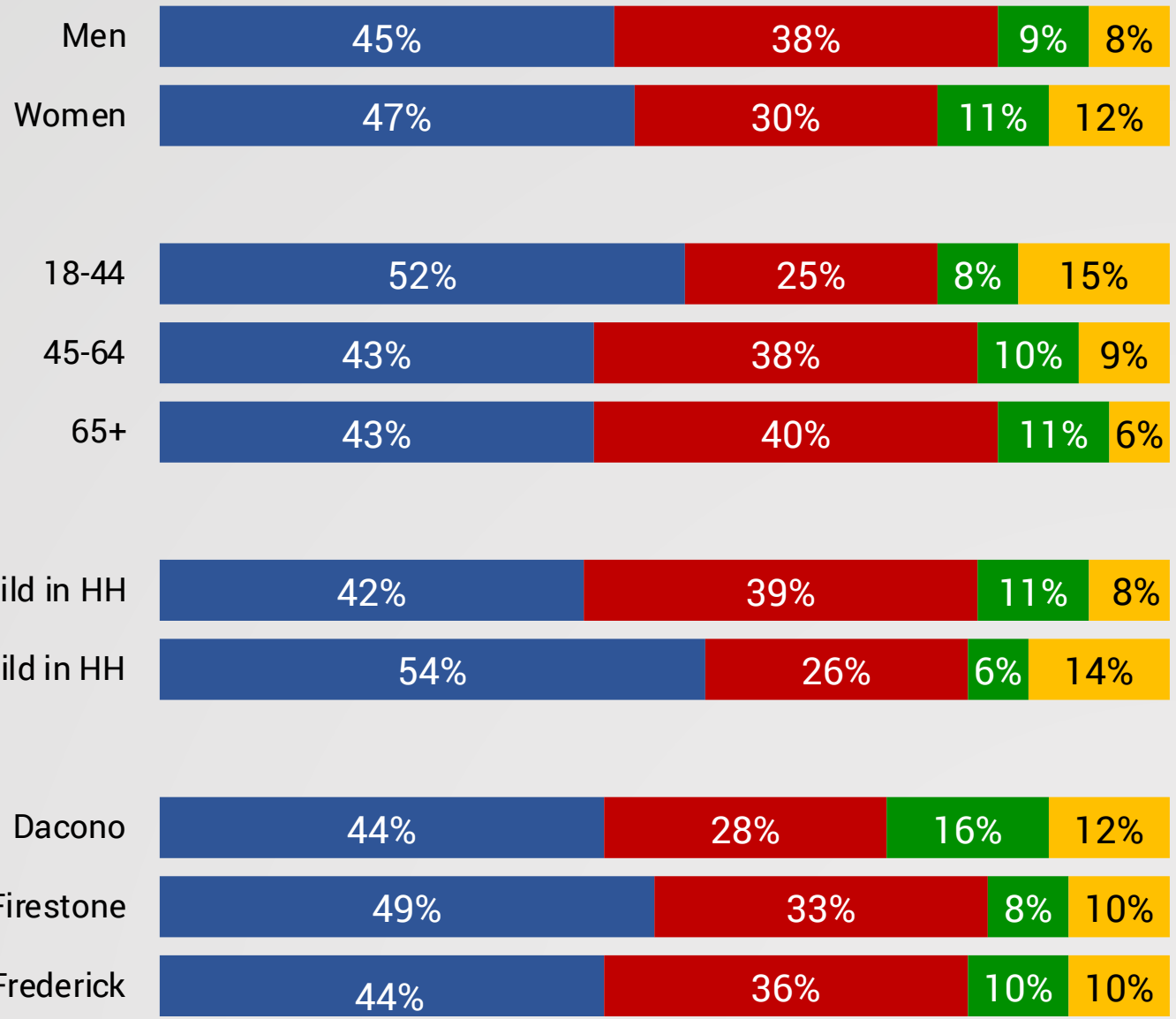
■ Total Agree ■ Total Disagree ■ Unsure or No Opinion



As you might remember, Ballot Issue 6A was on the ballot last November. Ballot Issue 6A was a mill levy increase of 2.7 mills to fund District capital needs, meet operational costs, and finance: A second community recreation center, an outdoor pool and water park, and a senior center addition. Do you remember how you voted on Ballot Issue 6A?



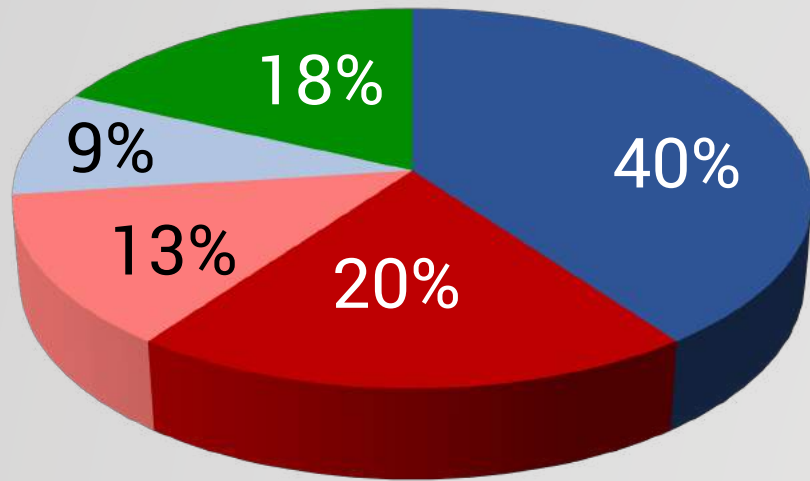
- Voted Yes, Approved 6A
- Voted No, Rejected 6A
- Do Not Remember
- Did Not Vote



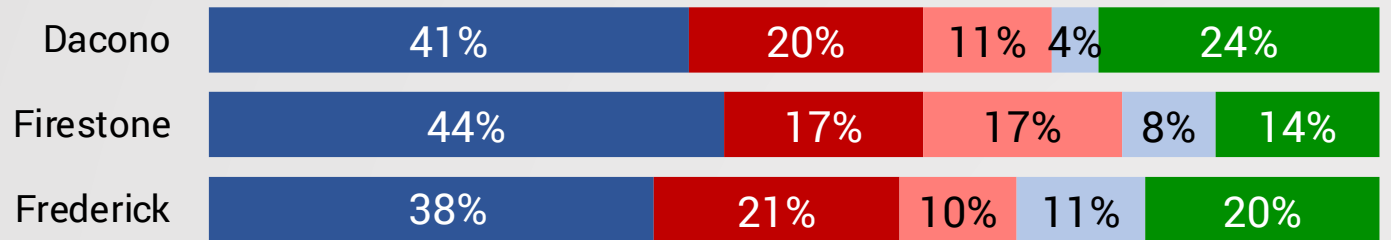
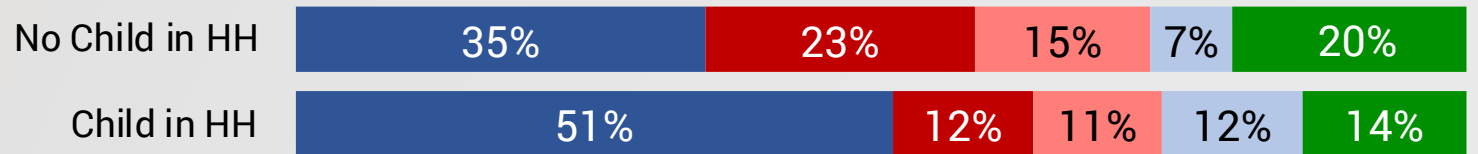
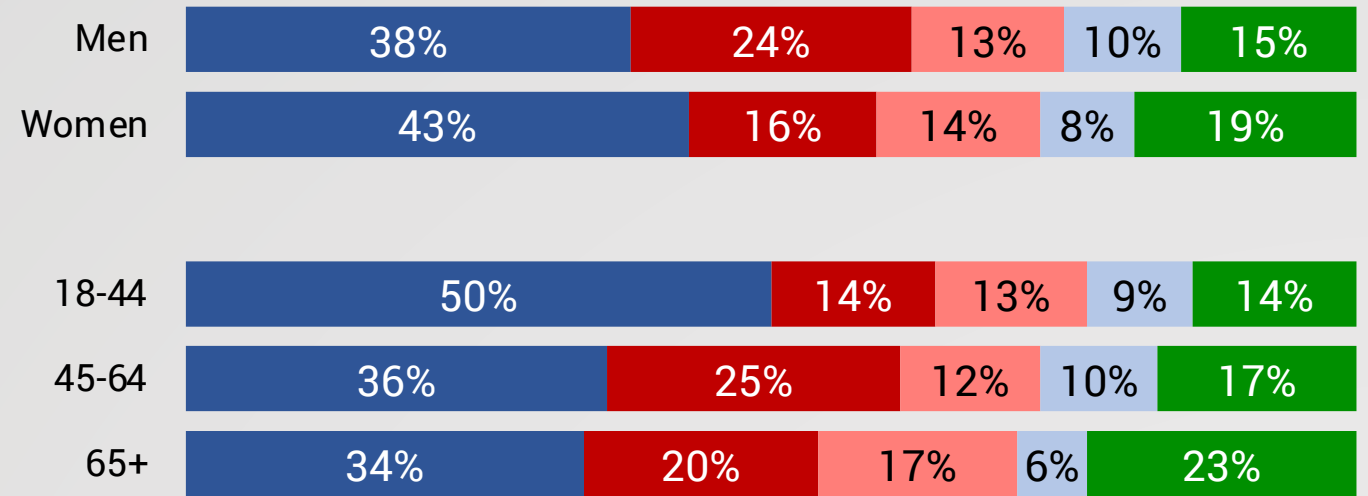
- Voted Yes, Approved 6A
- Voted No, Rejected 6A
- Do Not Remember
- Did Not Vote



Given the description of the expansion plans in the previous question, which of the following statements comes closest to your overall opinion about Ballot Issue 6A?



- Vote Yes Exactly as it Was
- Vote No on Any Proposal
- Proposal Needed Fewer Features
- Proposal Needed More Features



- Vote Yes Exactly as it Was
- Vote No on Any Proposal
- Fewer Features
- More Features
- Unsure

What features would the 9% of respondents like to see added to the proposal?

Please describe the features that you would like to see added to the expansion plans.

Themes
Desire for Comprehensive Recreation Facilities
Preference for Year-Round Indoor Facilities
Transparency and Cost Considerations

“Lose the water park. More gym and indoor facilities like expanded weights and racquetball courts.” -**Male, 45-54, Frederick**

“I would be more inclined to vote yes if it included more indoor pool space, and facilities that could be used year-round.” -**Female, 45-54, Firestone**

“You needed to be more specific on where the funds would go. How much for each item you proposed?”
-**Female, 65+, Firestone**

“The proposed plan limits most activity to seasonal and location is less convenient/less central for Carbon Valley residents than the current recreational center.”
-**Female, 18-34, Dacono**

“I feel like the proposal probably looked like a water park only to a lot of folks and that the recreation center part took a back seat.” -**Male, 45-54, Frederick**

“The proposal was too vague on specifics regarding how the money was segregated and wasn’t clear it was only for the stated items.” -**Female, 45-54, Firestone**

Please describe the features that you would like to see added to the expansion plans.

- 1. Desire for Comprehensive Recreation Facilities:** Many respondents express the need for a comprehensive recreation center that includes amenities like soccer, lacrosse, and football fields, tennis courts, and modern facilities comparable to those in neighboring areas. They emphasize the importance of catering to the needs of families, attracting businesses, and providing economic benefits to the community.
- 2. Preference for Year-Round Indoor Facilities:** There is a preference for year-round indoor facilities, such as expanded gym space, racquetball courts, and indoor swimming pools. Some suggest converting the proposed outdoor water park into an indoor water park to make it usable throughout the year. Respondents also highlight the importance of accommodating working professionals with flexible class schedules.
- 3. Transparency and Cost Considerations:** Respondents express the need for transparency regarding admission costs and membership fees for the proposed facilities. They also emphasize the importance of considering the cost to residents and suggest offering discounts for facility use. Additionally, there is a call for more information on commercial and infrastructure growth in the area to garner more support for the expansion plans.

What features would the 13% of Respondents like to see removed from the proposal? Please describe the features that you would like to see removed from the expansion plans.

Themes

Concerns about Utility and Appropriateness

Preference for Indoor Facilities and Year-Round Activities

Desire for Diverse Recreational Opportunities

“A second recreation center is needed. Take the water park off the ballot.” -**Male, 55-64, Frederick**

“I felt that the tax increase was too high and the outdoor water park feels unnecessary.” -**Female, 18-34, Dacono**

“Way too fancy outdoor water park for the limited time it could be used in Colorado. Waaaay too expensive.”
-**Female, 65+, Firestone**

“I don’t think a water park is necessary or financially responsible until roads and infrastructure are fixed to allow better access to the area.”-**Male, 35-44, Firestone**

“No new Rec Center needed as very few people use the current one! Outdoor pool needed but not a full-blown water park.” -
Male, 45-54, Firestone

“If my taxes are to be increased to operate the facility, why don’t I get free access for at least part of my family? Award annual passes in return for increased property taxes please.” -**Male, 35-44, Firestone**

Please describe the features that you would like to see removed from the expansion plans.

1. Concerns about Utility and Appropriateness: Many respondents express concerns about the necessity and appropriateness of including an outdoor water park in the expansion plans. They argue that it would be underutilized due to seasonal constraints and might not cater to the needs of the local community. Some suggest that the funds allocated for the water park could be better utilized for other facilities that have year-round use and meet the needs of a broader audience.

2. Preference for Indoor Facilities and Year-Round Activities: Respondents prefer indoor facilities and activities that can be enjoyed year-round. They highlight the need for additional sports fields, larger weight rooms, basketball and volleyball courts, indoor tracks, and more lanes for lap swimming. They emphasize the importance of providing amenities that can be utilized throughout the year and cater to a wider range of interests.

3. Desire for Diverse Recreational Opportunities: Some respondents express a desire for more diverse recreational opportunities beyond traditional sports and fitness activities. They suggest including features related to performing arts and arts education to cater to a broader range of interests within the community.

Before we proceed with the survey, are there any other thoughts or opinions you want to share about Ballot Issue 6A?

Themes (No on 6A Voters)
Taxes Too High
Don't Need It
Voters Have Spoken

Themes (Yes on 6A Voters and New Voters)
Need More Outreach/Planning
Communicate All Features, Not Just Water Park

“Our property taxes are high enough and voting on the same issue is fruitless.” -**Female, 55-64, Firestone**

“It feels unnecessary, the pool and other recreation centers that already exist are fantastic as is, despite seeming a bit underfunded.” -**Male, 18-34, Dacono**

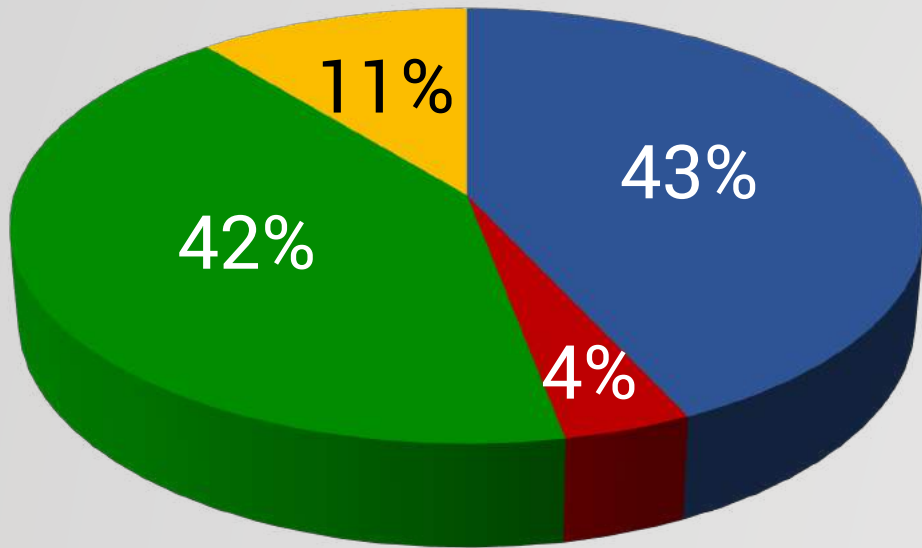
“Stop trying to push this same issue. This should be dropped for a few years and then can be readdressed.” -**Female, 35-44, Firestone**

“More advertising. Door-to-door flyers to every resident affected. Explain why it’s good for the community. Property values, etc...” -**Male, 18-34, Firestone**

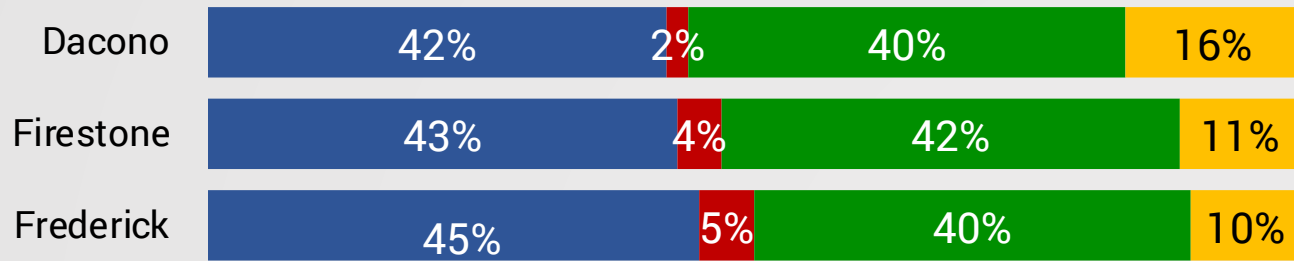
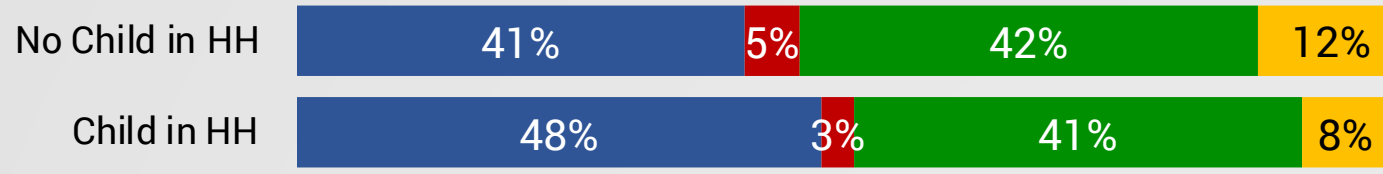
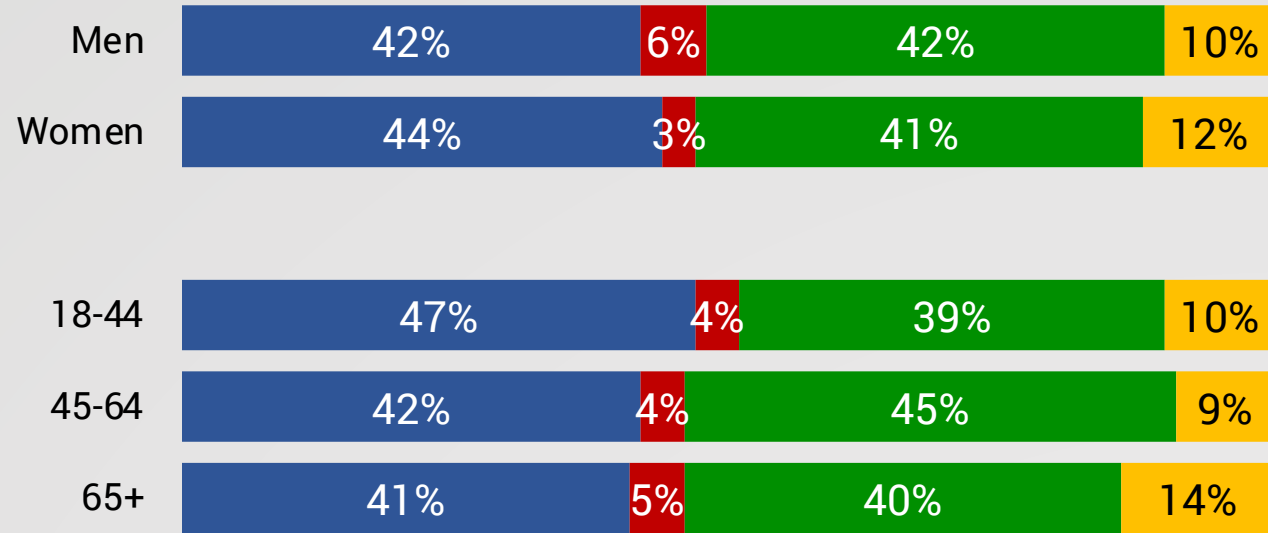
“I think the marketing of the proposal turned people off...Lots of negative feedback on a ‘water park’ due to traffic concerns, water use and of course the added taxes.” -**Female, 35-44, Firestone**

“I am all for it, however, see why others are not. Clarity and careful planning would fix this hesitation.” -**Female, 35-44, Frederick**

As mentioned, the language of Ballot Issue 6A listed the following additions: a second community recreation center, an outdoor pool and water park, and a senior center addition. Would more information or additional details about the expansion plan make you:

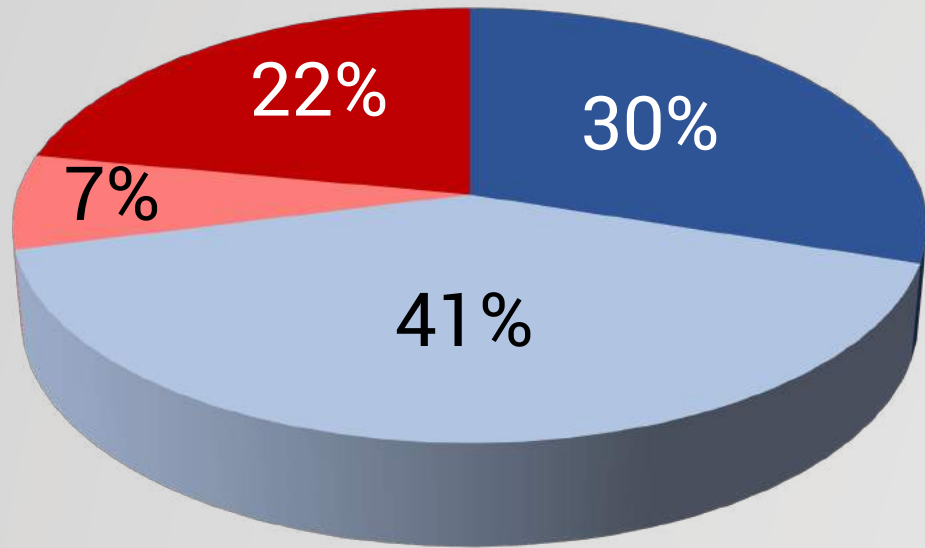


- More Likely to Vote Yes, Approve
- More Likely to Vote No, Reject
- No Difference
- Unsure No Opinion

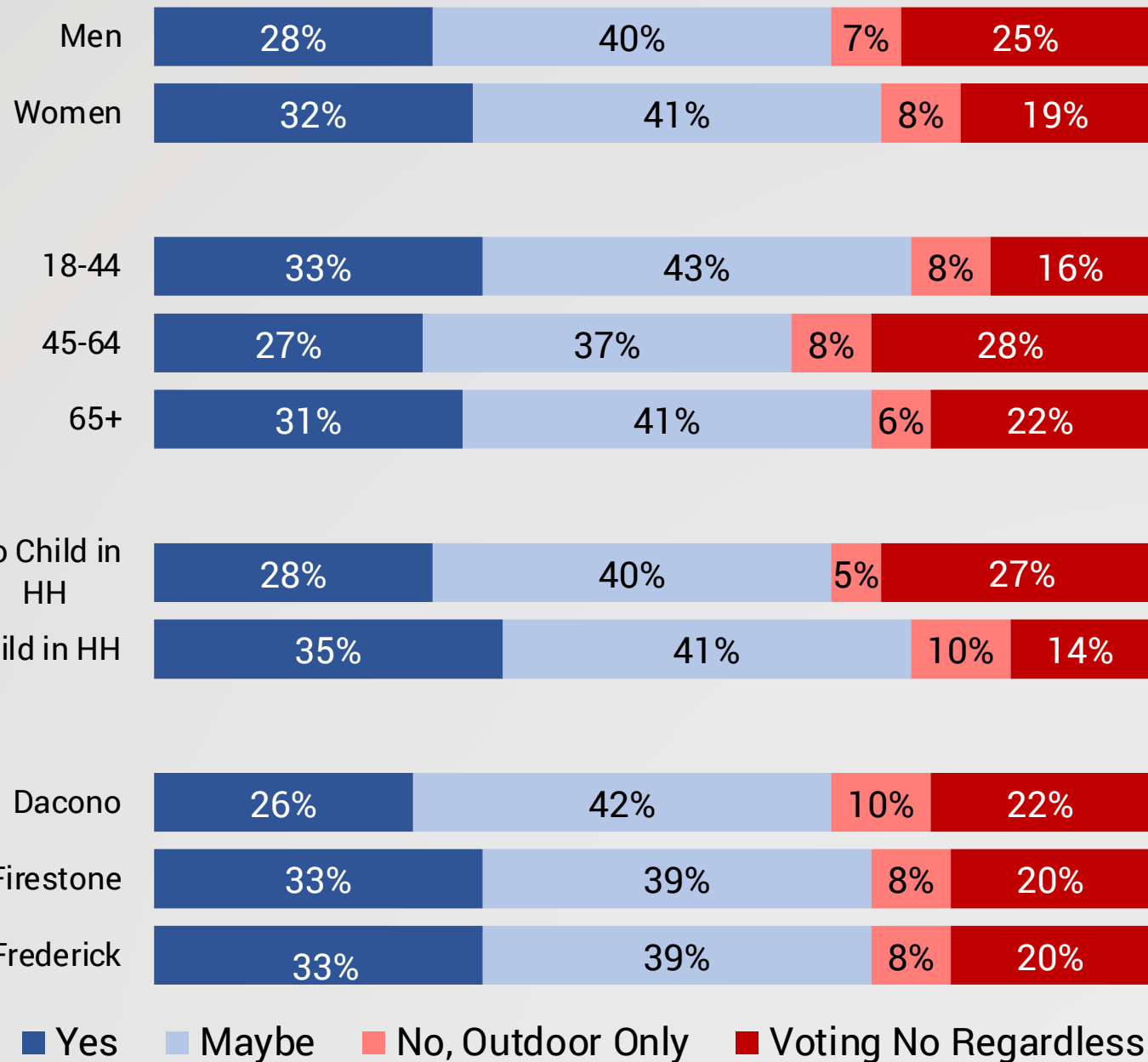


- More Likely to Vote Yes
- More Likely to Vote No
- No Difference
- Unsure

Would the inclusion of indoor aquatics programming make you more likely to vote for the new recreation facility?

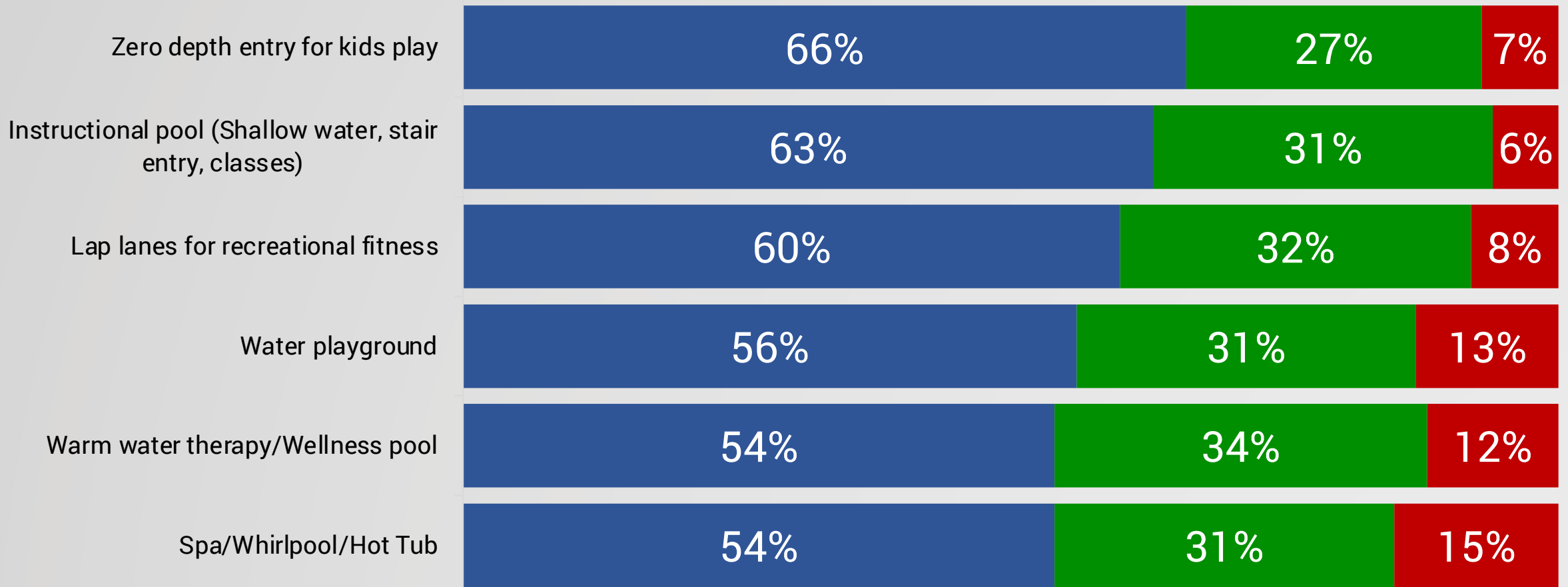


- Yes
- Maybe, Depends on Features
- No, Would Prefer Outdoor Water Only
- Voting No Regardless of Features



- Yes
- Maybe
- No, Outdoor Only
- Voting No Regardless

Listed here are various aquatic components that could be included in a new Recreation Center. For each one, please indicate whether you think the component is strongly needed, somewhat needed, or not needed in the community. (Top 6 Listed)

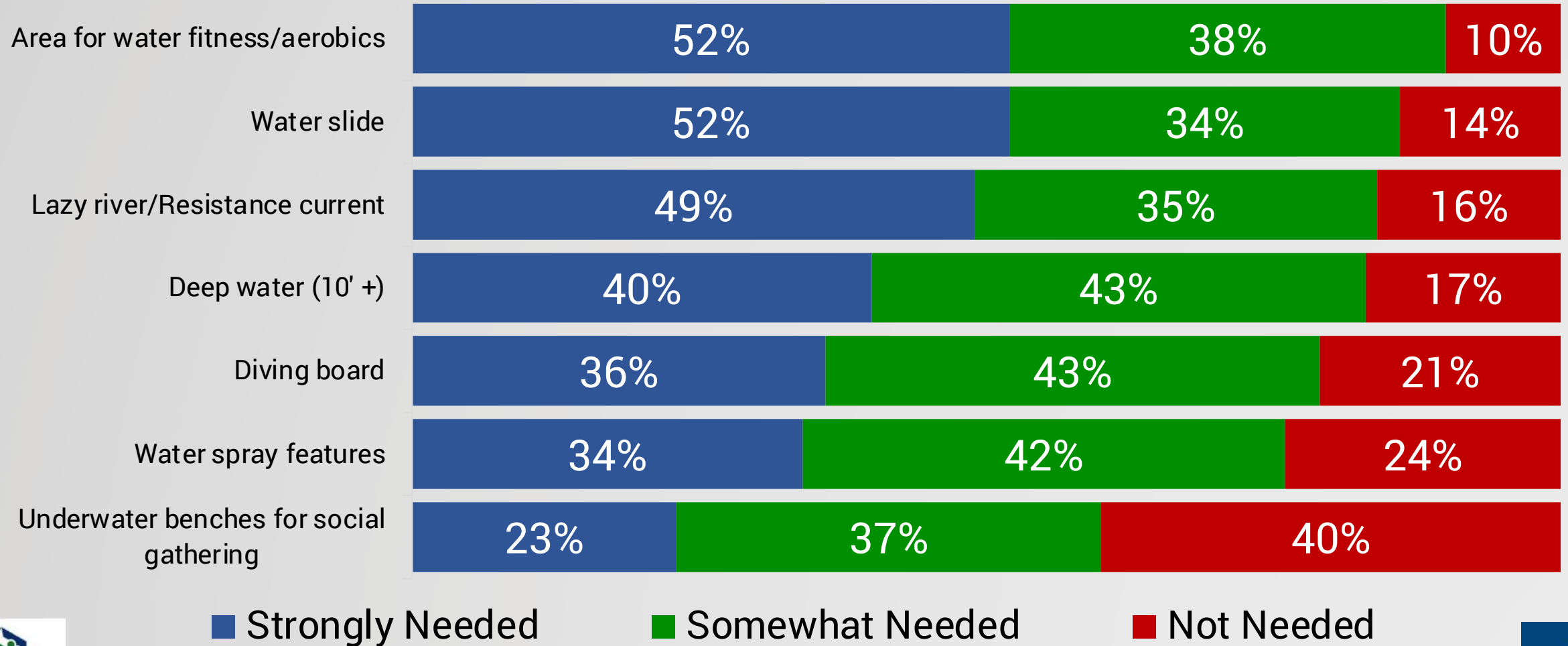


■ Strongly Needed

■ Somewhat Needed

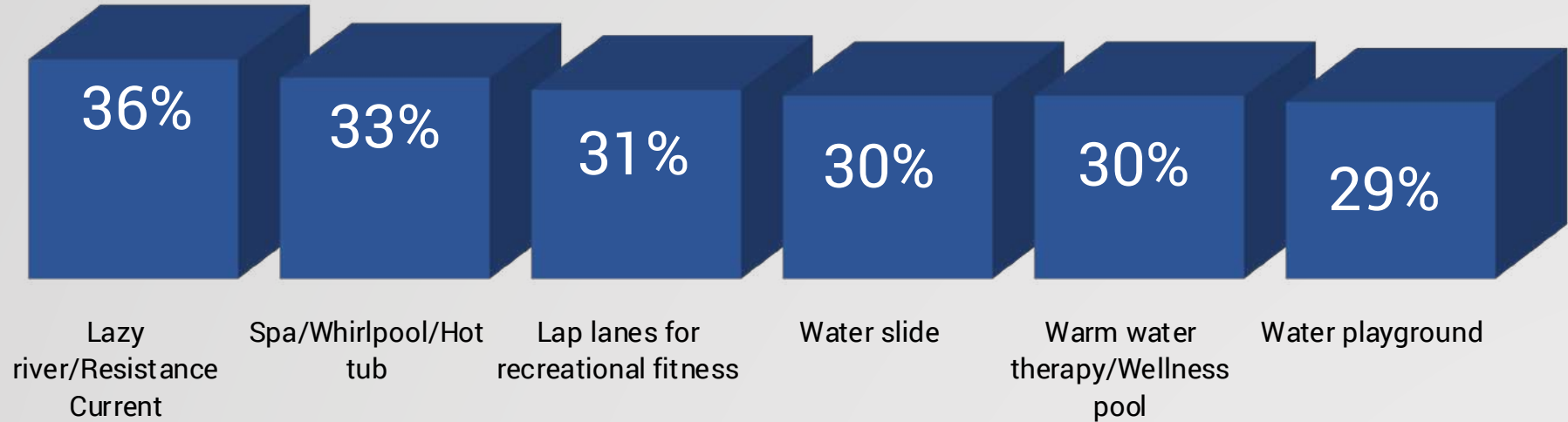
■ Not Needed

Listed here are various aquatic components that could be included in a new Recreation Center. For each one, please indicate whether you think the component is strongly needed, somewhat needed, or not needed in the community. (Bottom 7 Listed)

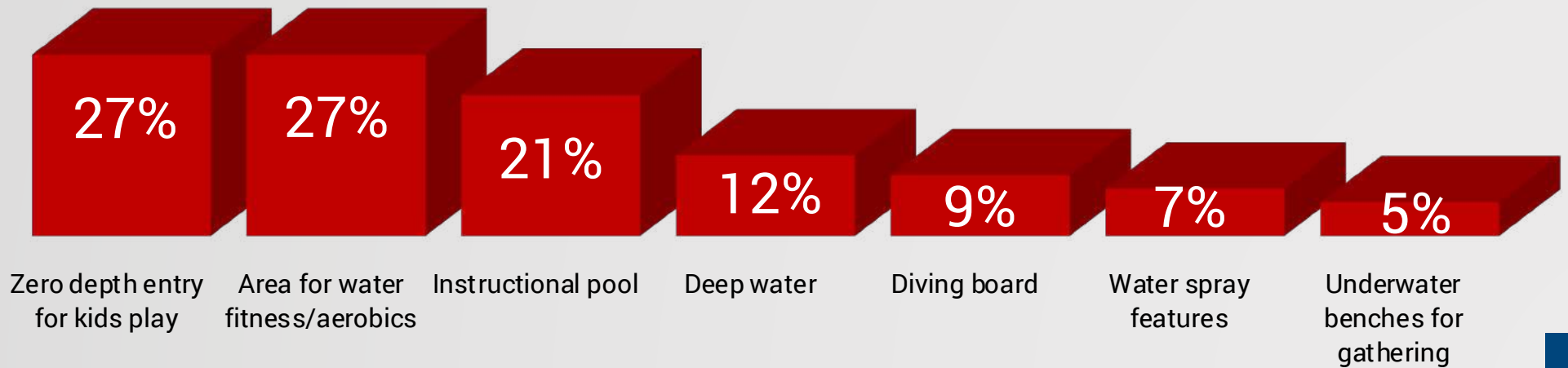


Which THREE of the features listed in the previous question do you and your household feel are most needed?

Top Six Choices



Bottom Seven Choices

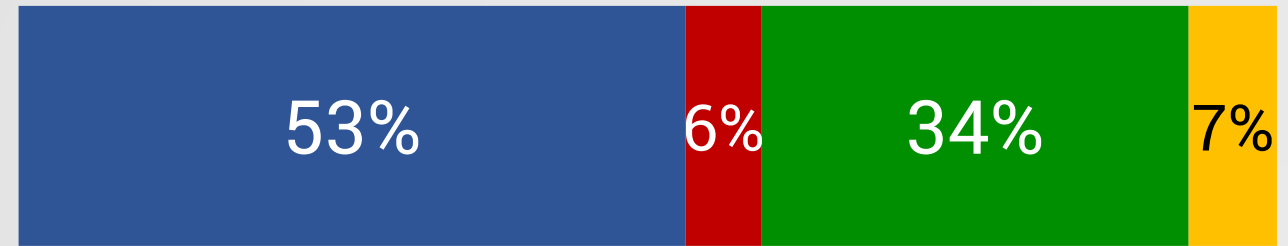


We will now share a few statements that will provide you with more information about the Carbon Valley Parks and Recreation District and the May 2022 ballot question, similar to Ballot Issue 6A, that would seek voter approval to finance the District's proposed expansion plans. After reading each statement, please indicate if you are more likely to vote yes and approve the ballot question or if you are more likely to vote no and reject it.

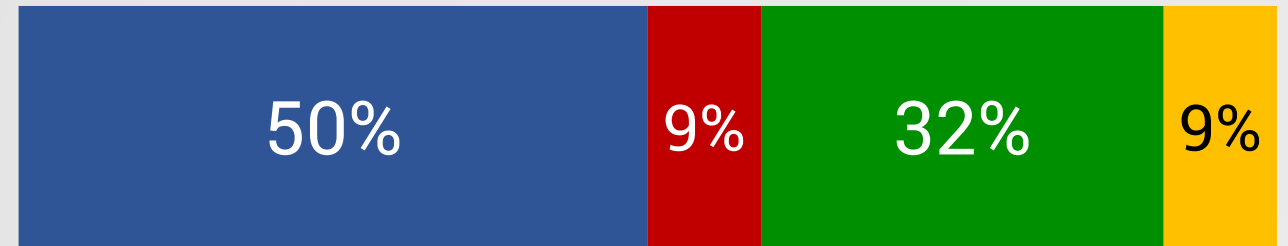
The current Recreation Center in Frederick was built when the population of the Carbon Valley area was around 10,000. With more than 40,000 residents now living in the area, it makes sense to expand and build a second recreation center.



The Carbon Valley Parks and Recreation District is a separate entity from the City of Dacono and the Towns of Firestone and Frederick. Therefore, the District's funding is not related to any municipal services such as roads or water. It is only responsible for funding the operations of the Carbon Valley Recreation Center, the Carbon Valley Gymnastics Center, and the Carbon Valley Senior Center.



The Carbon Valley Parks and Recreation District paid off its previous debt two years early in 2018, which means the mill levy decreased by 2.785 mills at that time. If voters approve the proposed expansion plans, the mill levy will likely return to what it was pre-2018.



■ Total More Likely Vote Yes

■ Total More Likely Vote No

■ No Difference

■ Unsure No Opinion

Ballot Issue 6A Informed Ballot Test

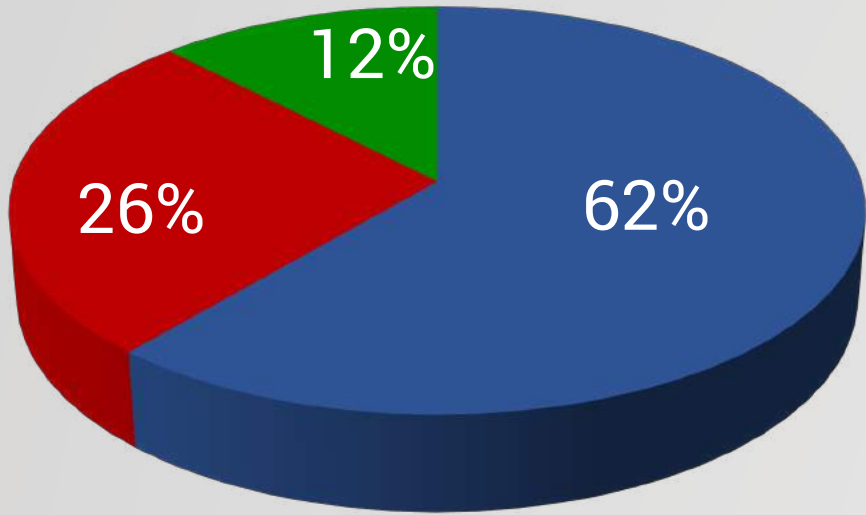


Thank you for taking the time to read this information about a May 2022 ballot question that would seek voter approval to finance the Carbon Valley Parks and Recreation District's proposed expansion plans.

Your input is valuable and will directly impact the district's decisions.

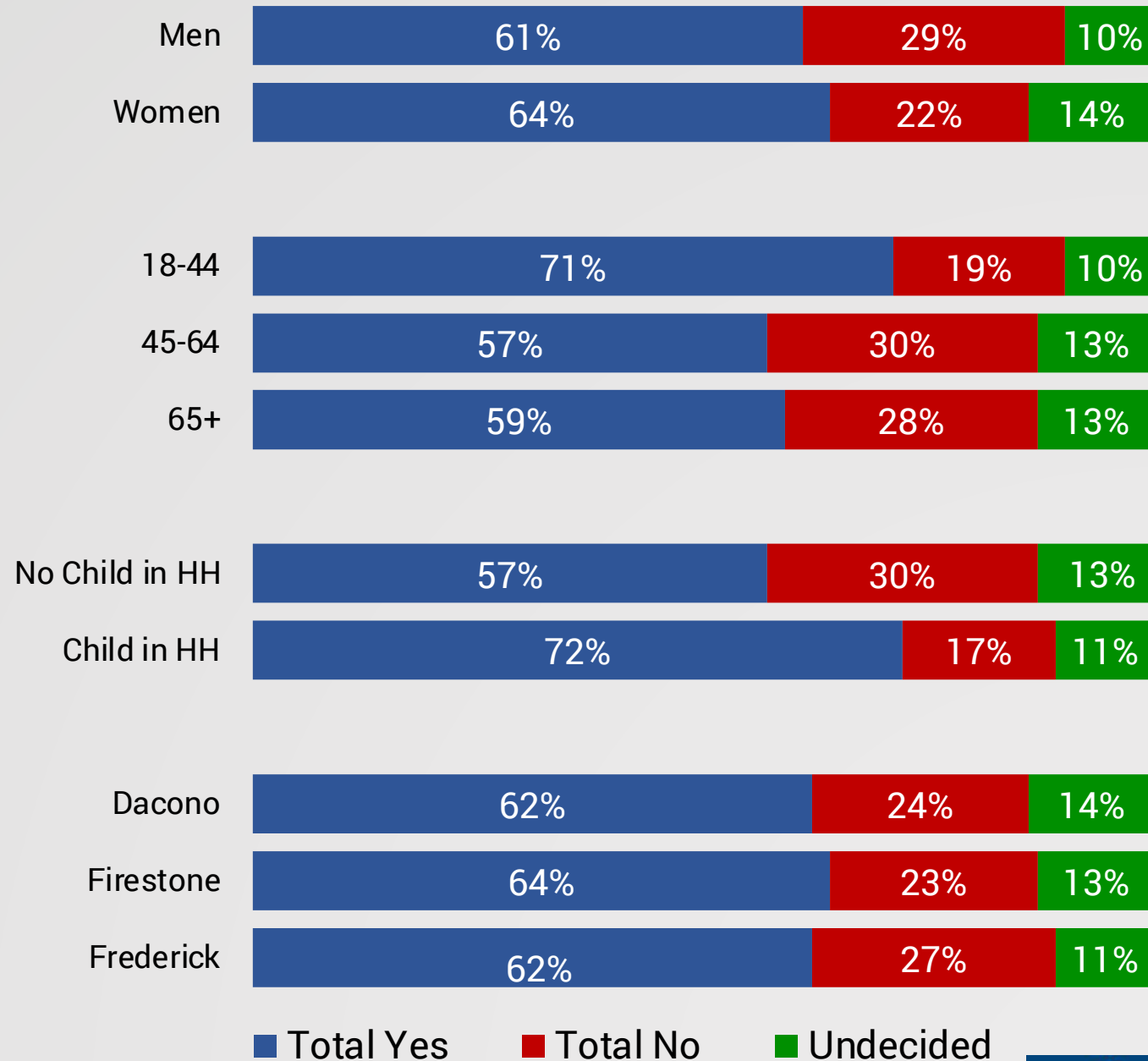
If an election were being held today, and the proposal was similar to Ballot Issue 6A, would you vote yes and approve or would you vote no and reject it?

If an election were being held today, and the proposal was similar to Ballot Issue 6A, would you vote yes and approve or would you vote no and reject it?

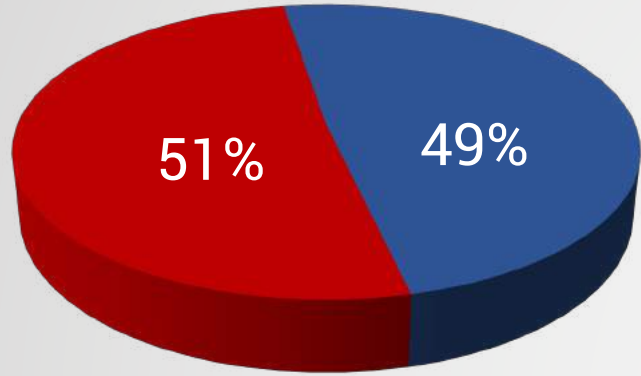


■ Total Yes, Approve
■ Total No, Reject
■ Undecided

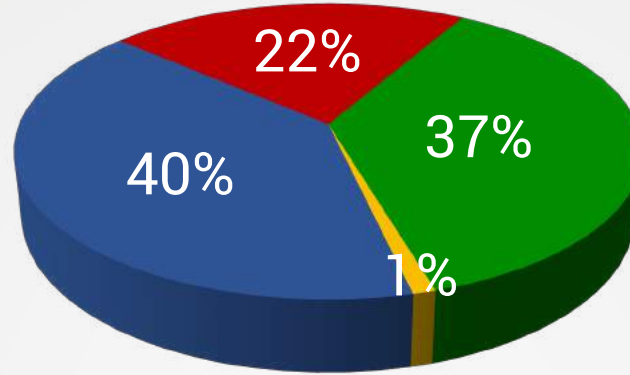
Definitely Yes, Approve	44%
Probably Yes, Approve	18%
Definitely No, Reject	17%
Probably No, Reject	9%



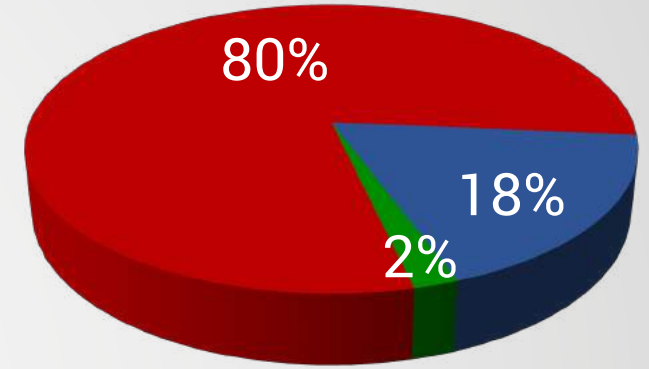
Survey Demographics



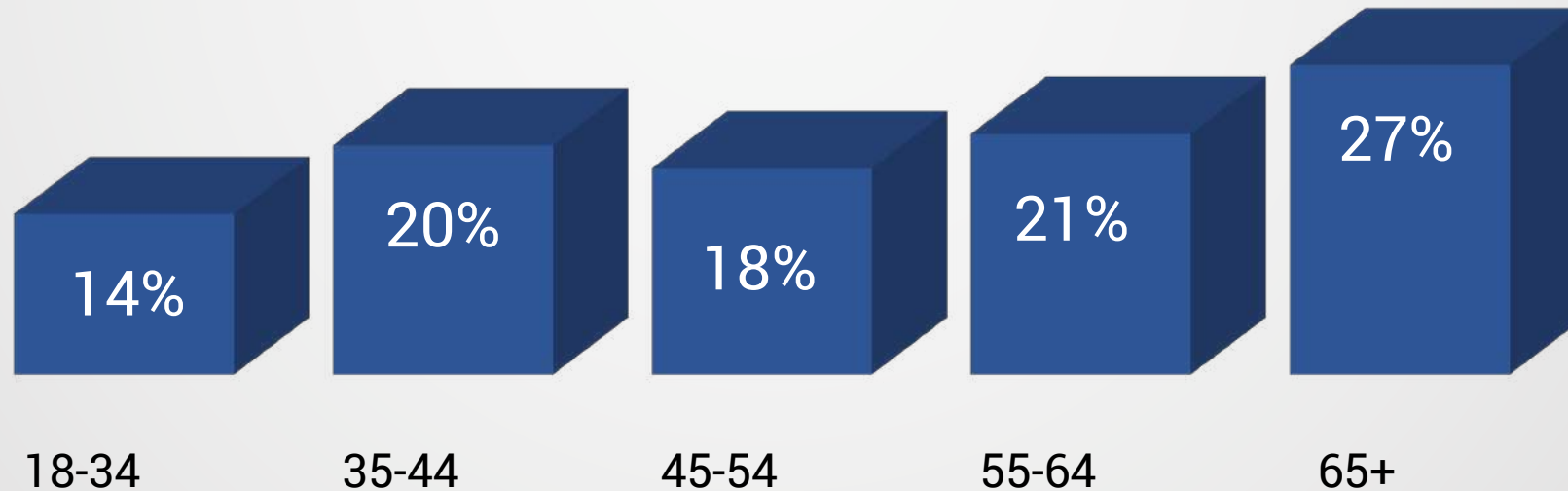
Female Male Identify Differently



Unaffiliated Democrat
Republican Other Party

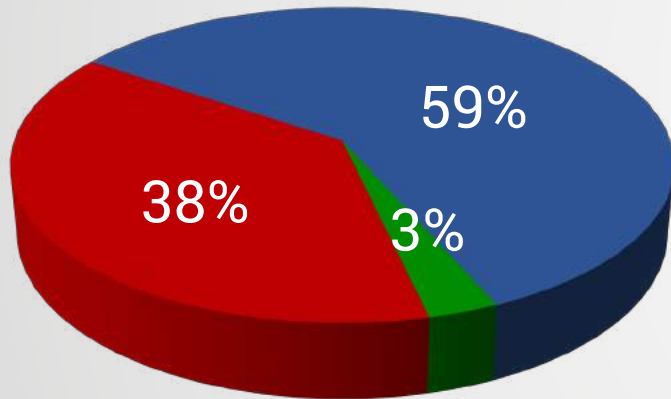


Married Single Prefer Not to Say



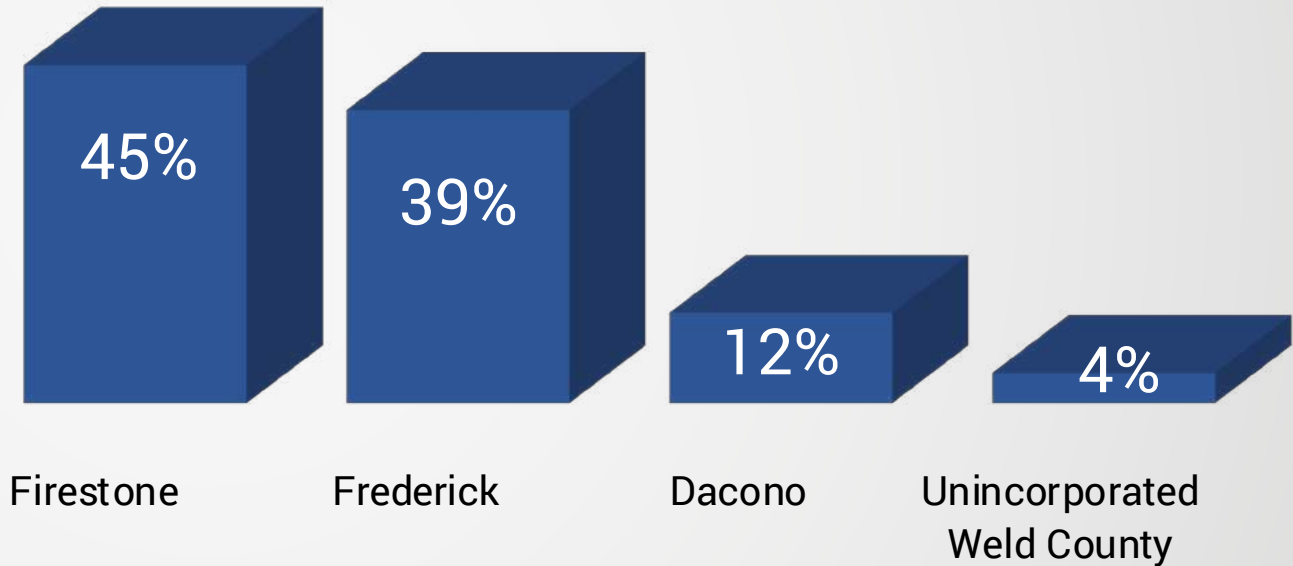
Survey Demographics

Are you the parent or guardian of an individual 18 or younger in your household?



- Yes, Parent
- No, Not Parent
- Prefer Not to Say

Responses by City/Town



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