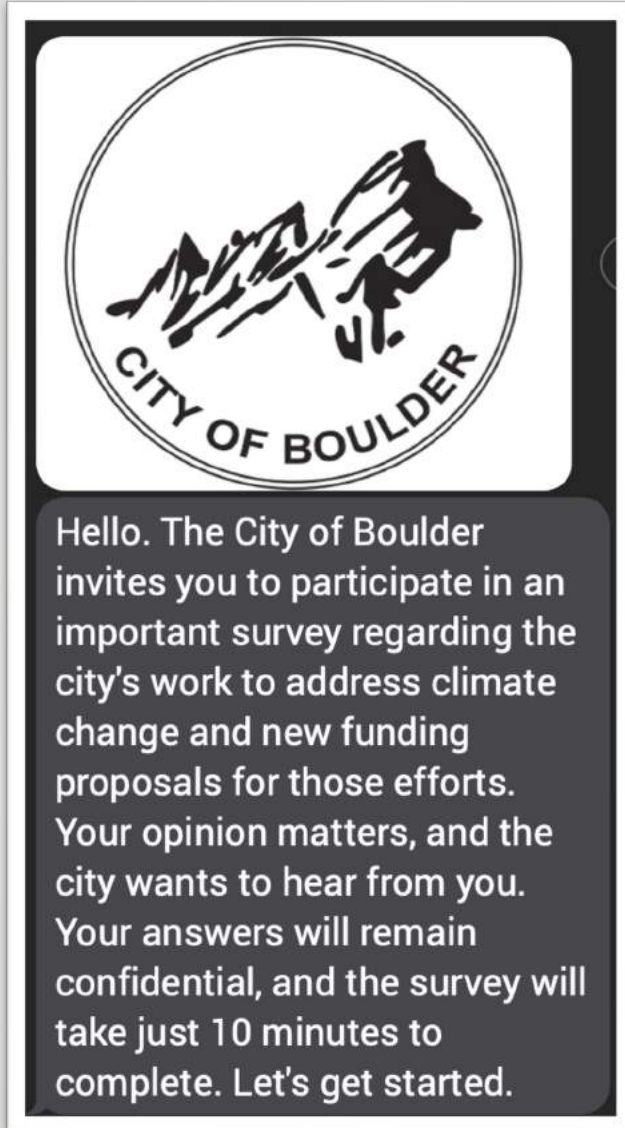


City of Boulder Climate Tax Ballot Measure Survey

May 19th to June 2nd, 2022



Methodology

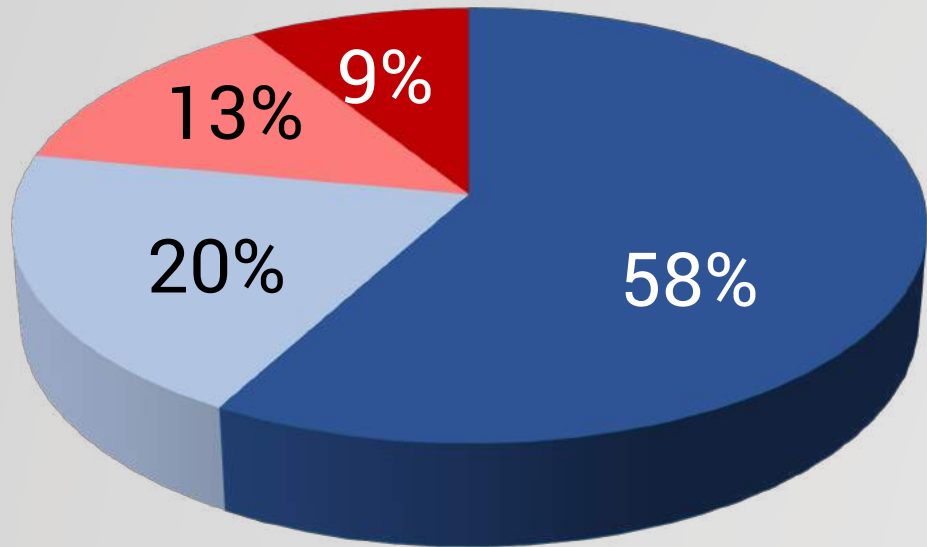


Magellan Strategies is pleased to present the results of a live telephone and online survey of 1,180 registered voters in the City of Boulder, Colorado. The interviews were conducted from May 19th to June 2nd, 2022.

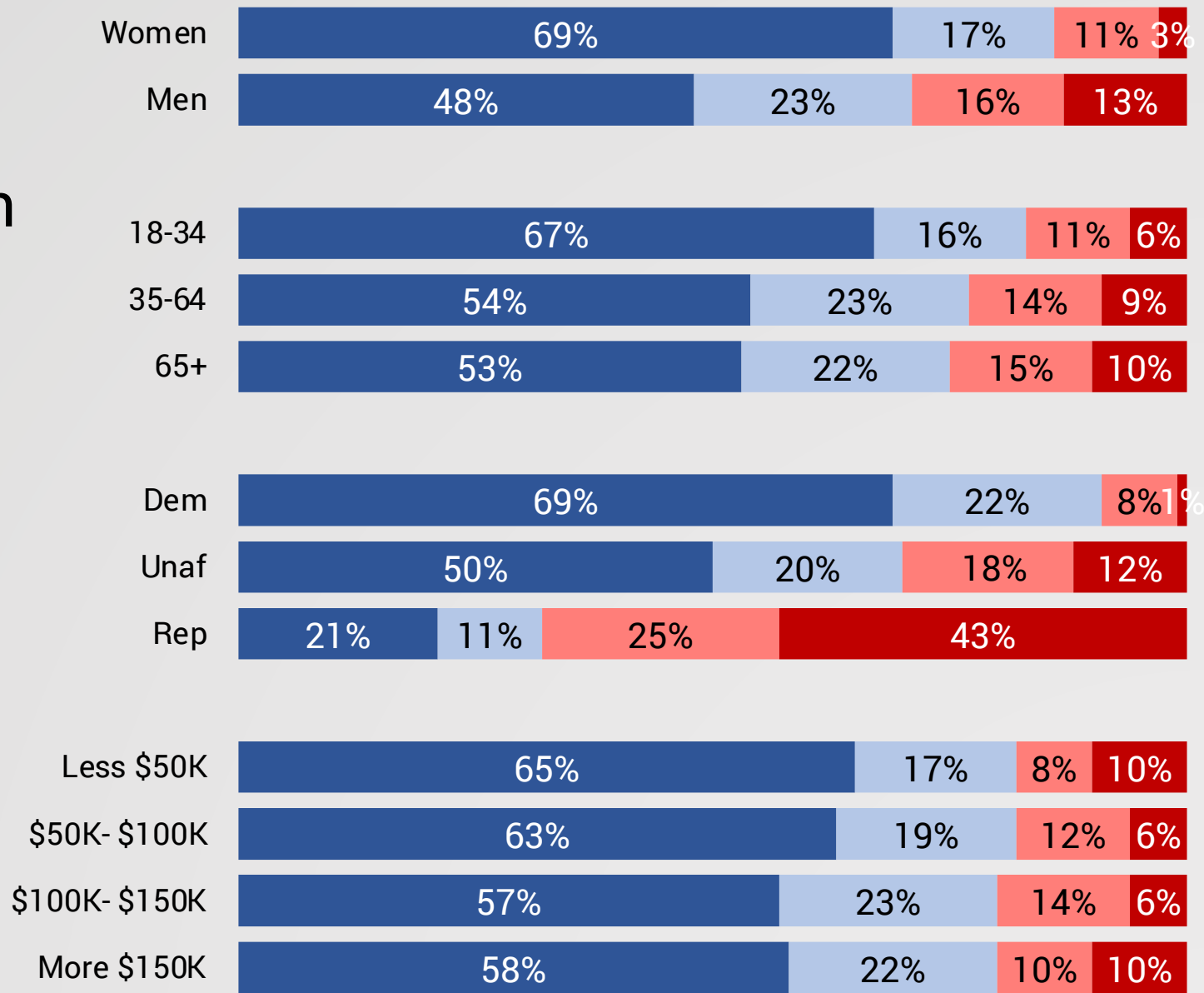
The overall survey responses have a margin of error of +/- 2.83% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results were weighted to be representative of the voter turnout demographics for a midterm election in the City of Boulder.

How worried are you about the impacts of climate change and global warming in Boulder, Colorado?



- Extremely Worried
- Very Worried
- Somewhat Worried
- Not Worried at All

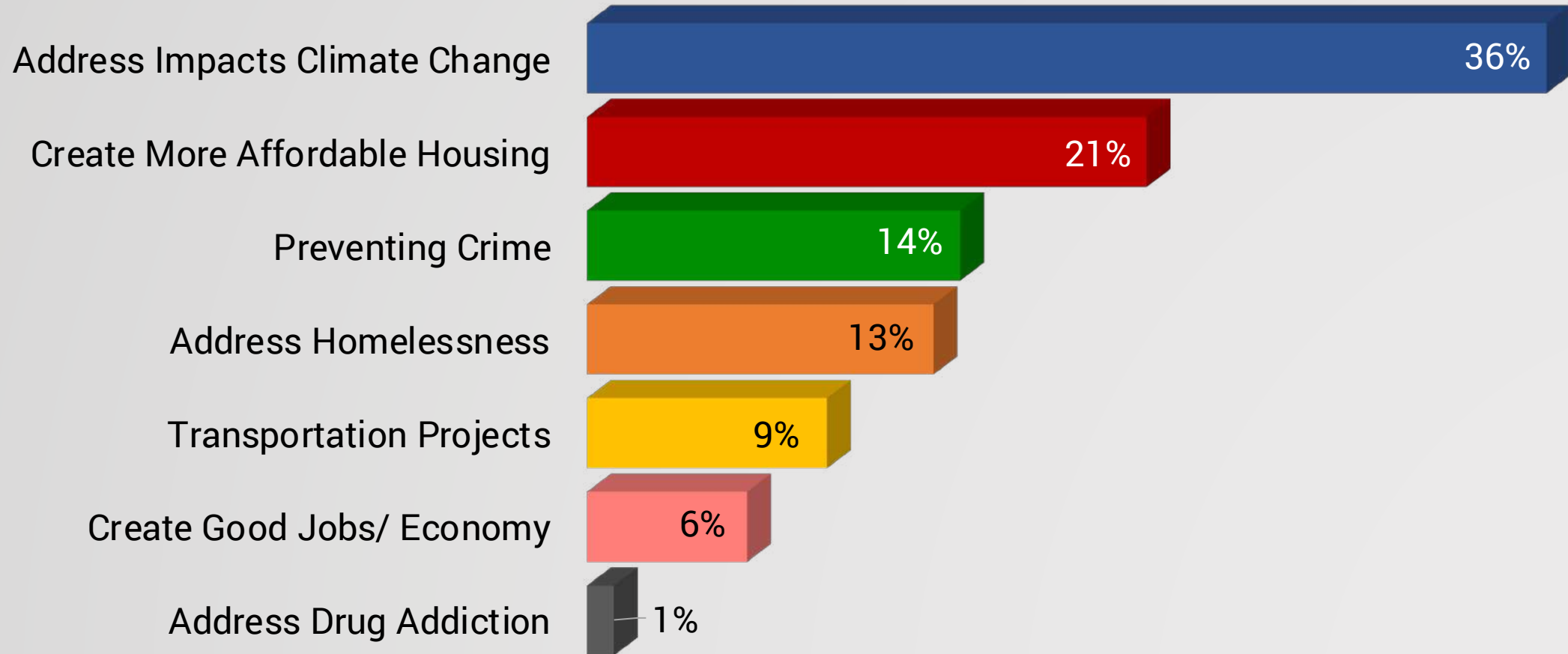


- Extremely Worried
- Very Worried
- Somewhat Worried
- Not Worried at all
- No Opinion



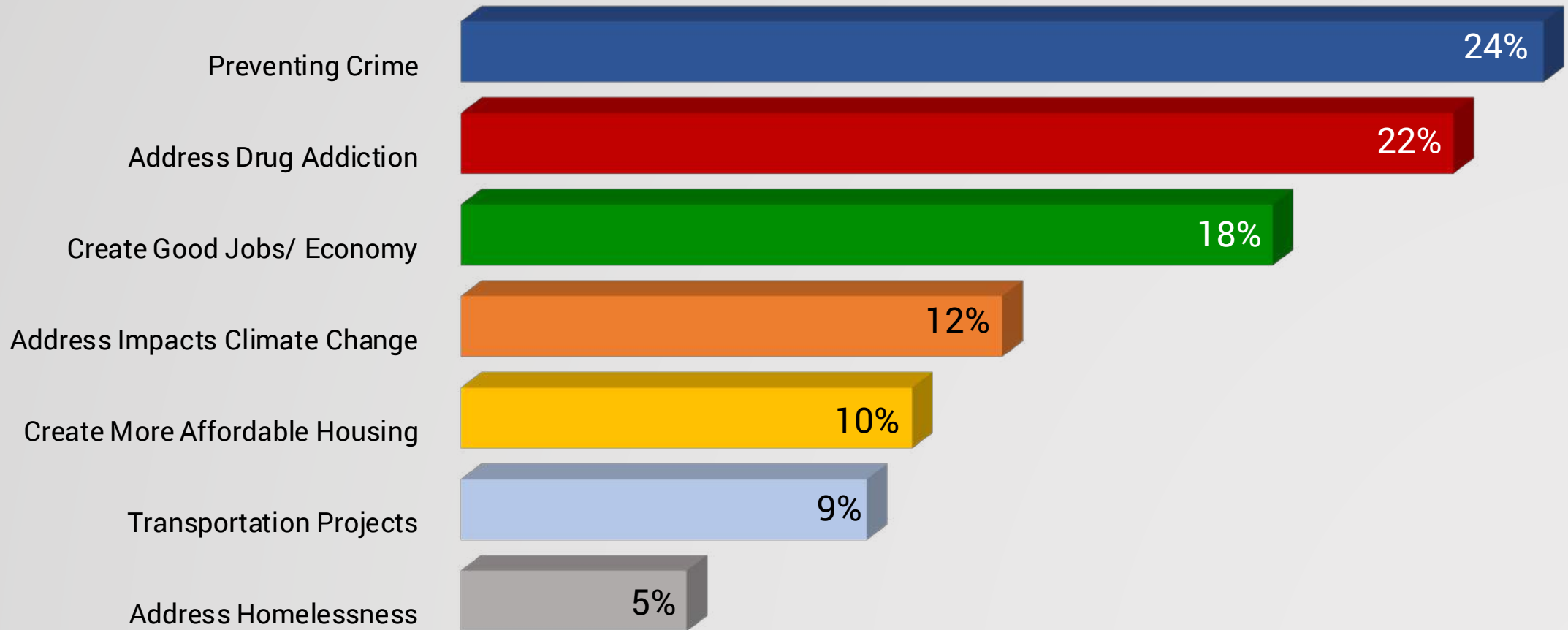
Opinion of Most Important Issues Facing Boulder

Please rank the following issues the city is facing in order of importance to you and your family. Rank the most important issue as #1 and the least important issue as #8.

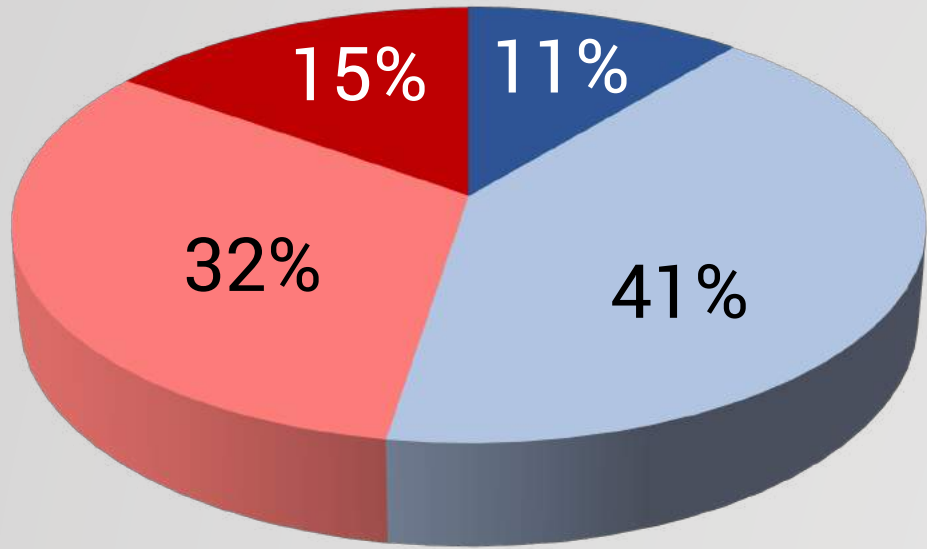


Opinion of Least Important Issues Facing Boulder

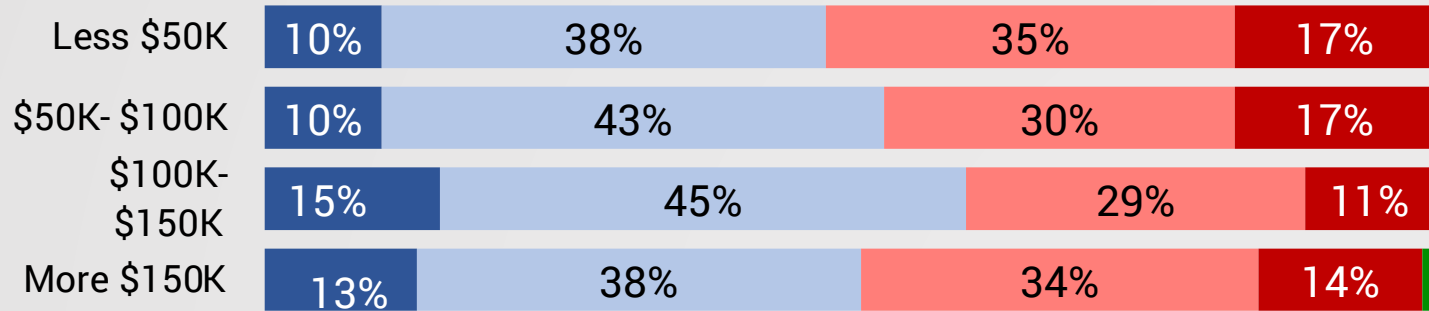
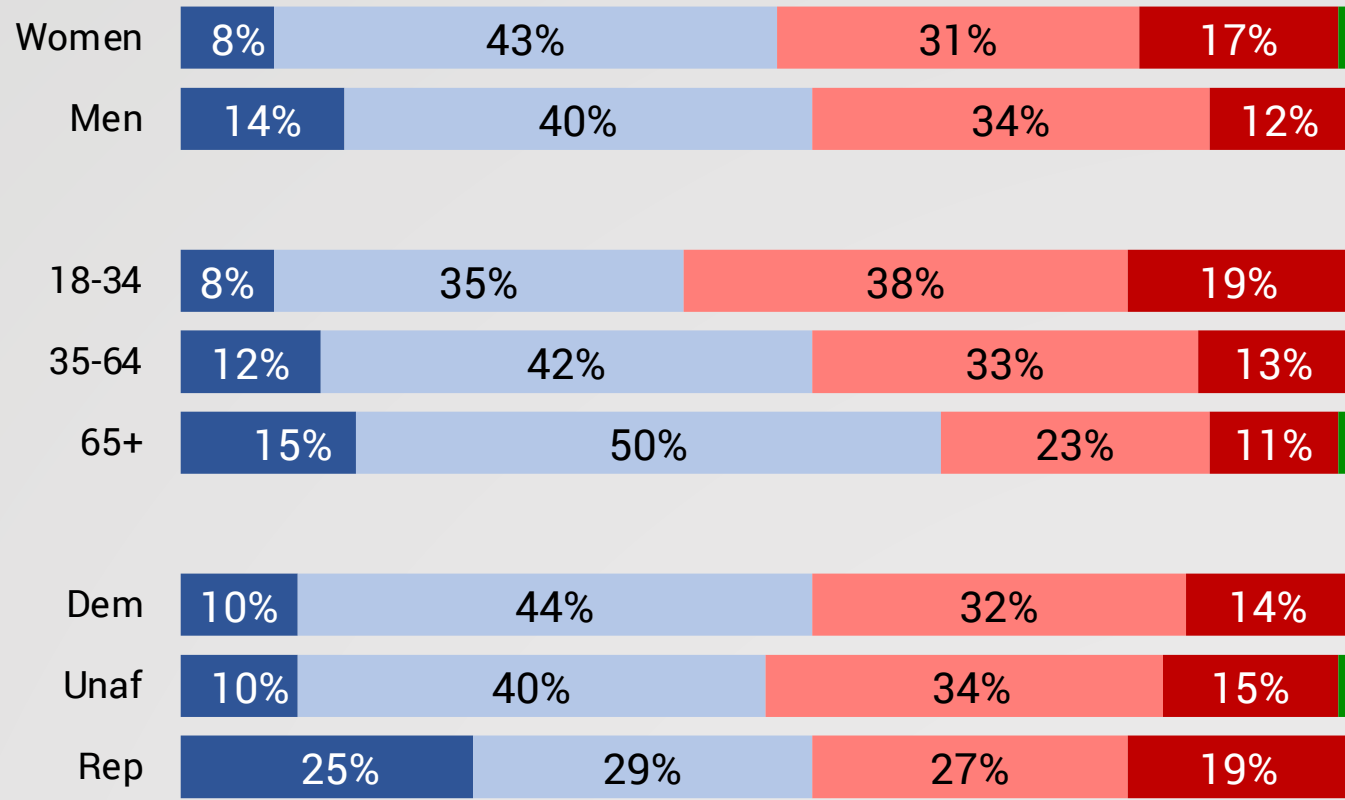
Please rank the following issues the city is facing in order of importance to you and your family. Rank the most important issue as #1 and the least important issue as #8.



How familiar are you with the City of Boulder's programs to reduce emissions and increase our community's ability to withstand climate-related events like fires, floods, and extreme weather?



- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at all

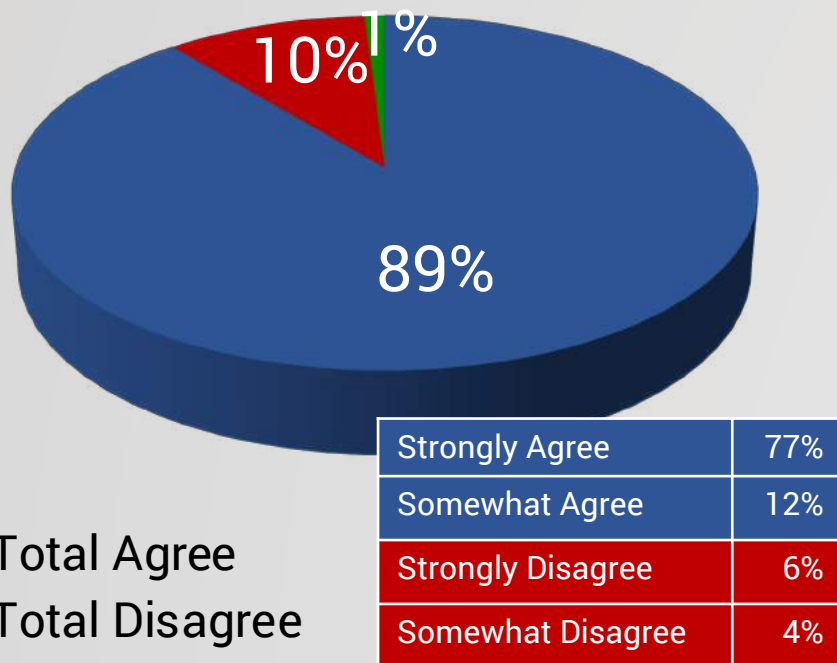


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- No Opinion

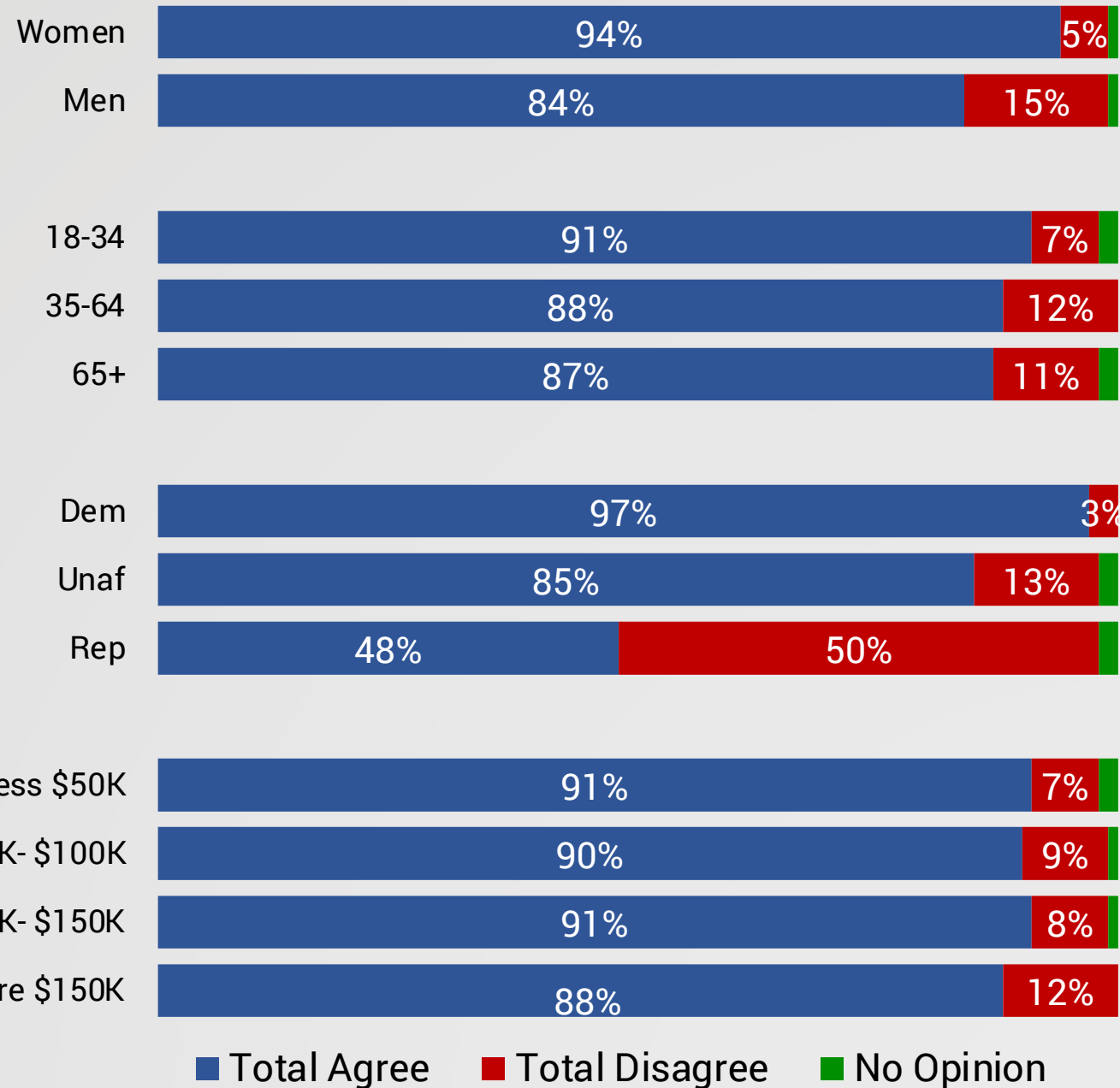


Please tell me if you agree or disagree with the following statement.

Climate-related events in the Boulder area in the last ten years, including floods, fires, and extreme weather, demonstrate that climate change is real, negatively impacting our community, and will likely intensify if nothing is done to address it.



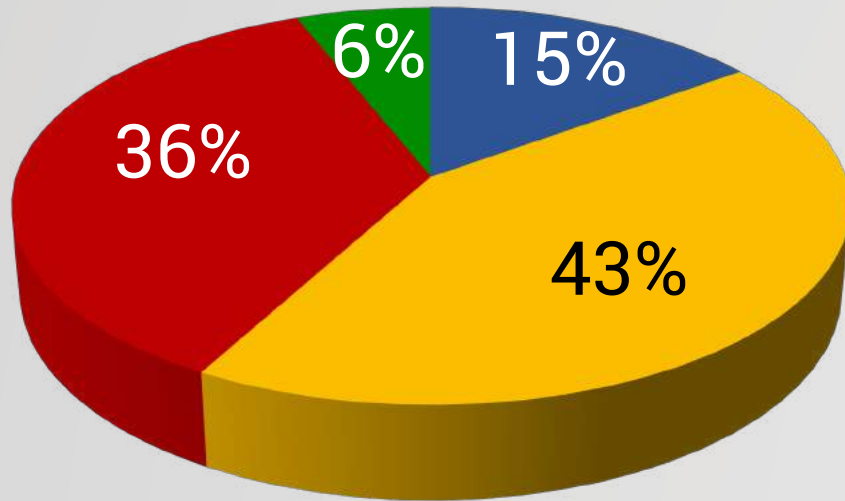
■ Total Agree
 ■ Total Disagree
 ■ No Opinion



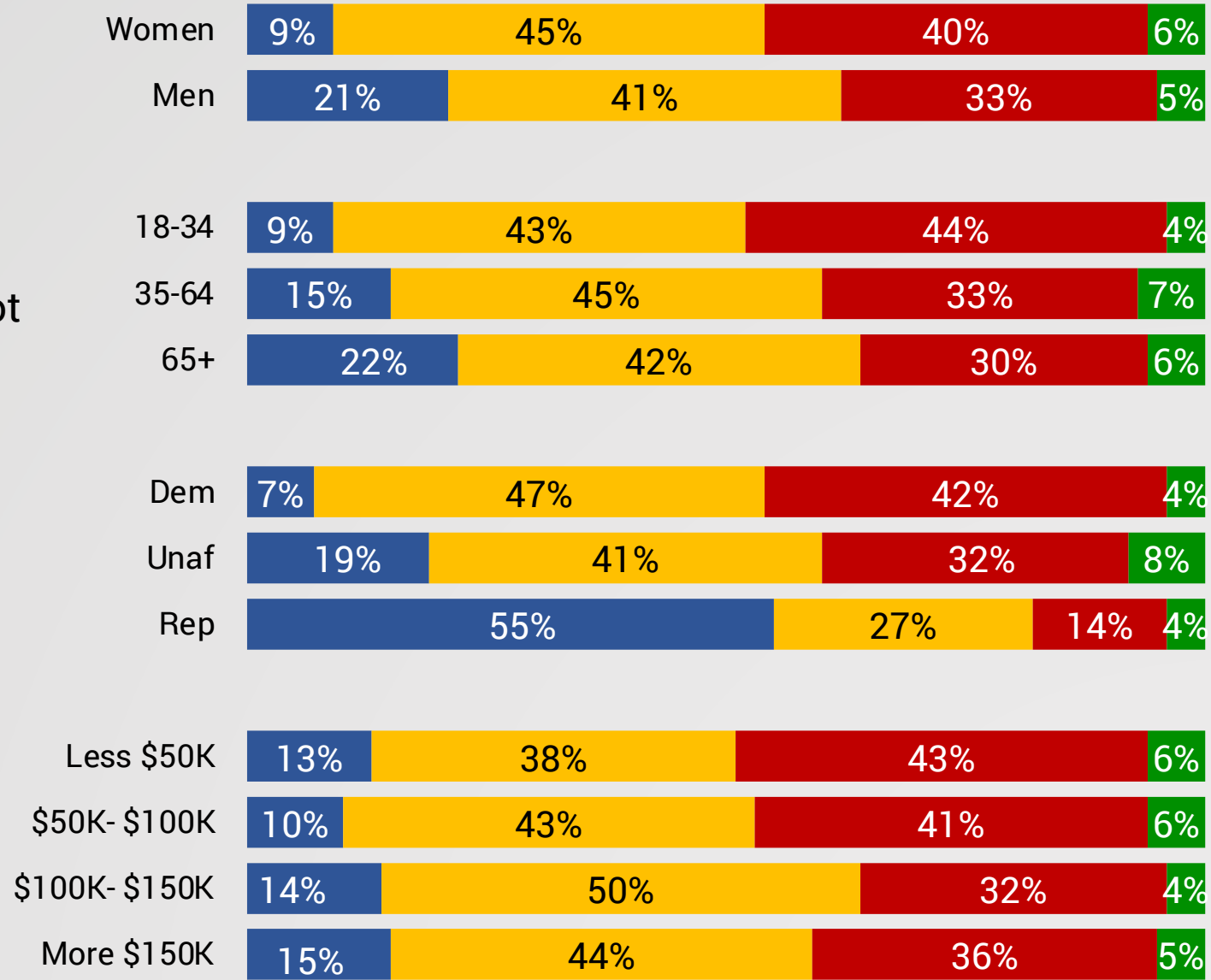
Last October, the City of Boulder adopted the following climate goals:

- 1) Reduce emissions 70% by 2030
- 2) Become a carbon net-zero city by 2035
- 3) Become a carbon-positive city by 2040

Do you believe these goals are too aggressive, not aggressive enough, or just about right when it comes to addressing climate change?



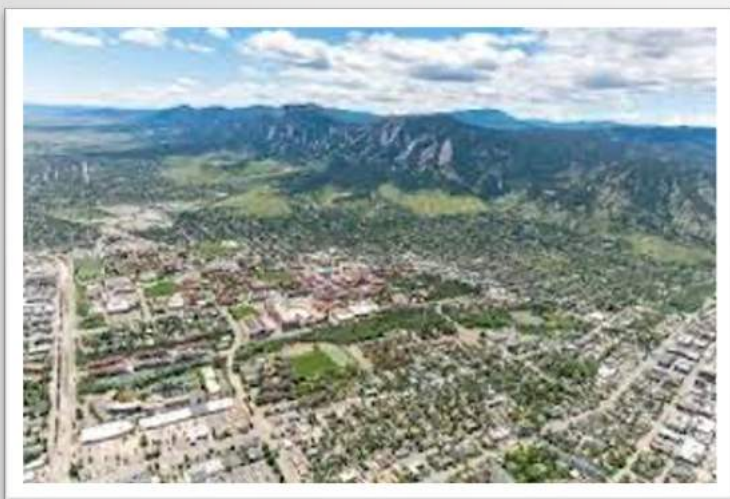
- Too Aggressive
- Just About Right
- Not Aggressive Enough



- Too Aggressive
- Just About Right
- Not Aggressive Enough
- No Opinion



Voter Opinion on Climate Action Plan Tax (CAP Tax)



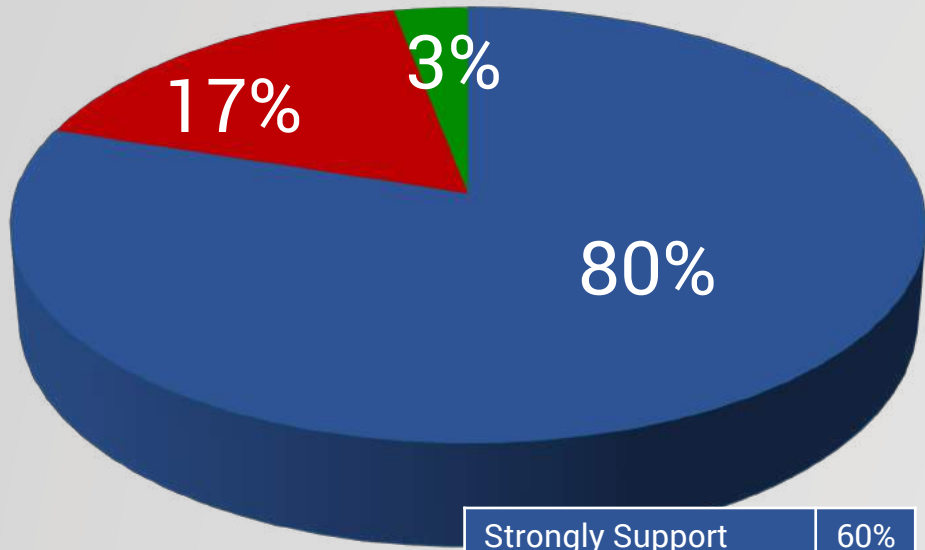
In 2006, Boulder became the first city in the US to adopt a local Climate Action Plan Tax (CAP Tax). It has remained a dedicated funding source for reducing greenhouse gas emissions and creating a more climate-resilient community.

The CAP Tax is based on how much electricity Boulder residents and businesses use, and it is collected on your Xcel Energy electric utility bills. The tax generates about \$1.8 million annually for the city's climate programs.

On average, the annual cost is \$27 per household, \$86 for a commercial business, and \$128 for an industrial business. This tax is set to expire in March of 2023. Knowing this information, do you support or oppose the Climate Action Plan Tax?

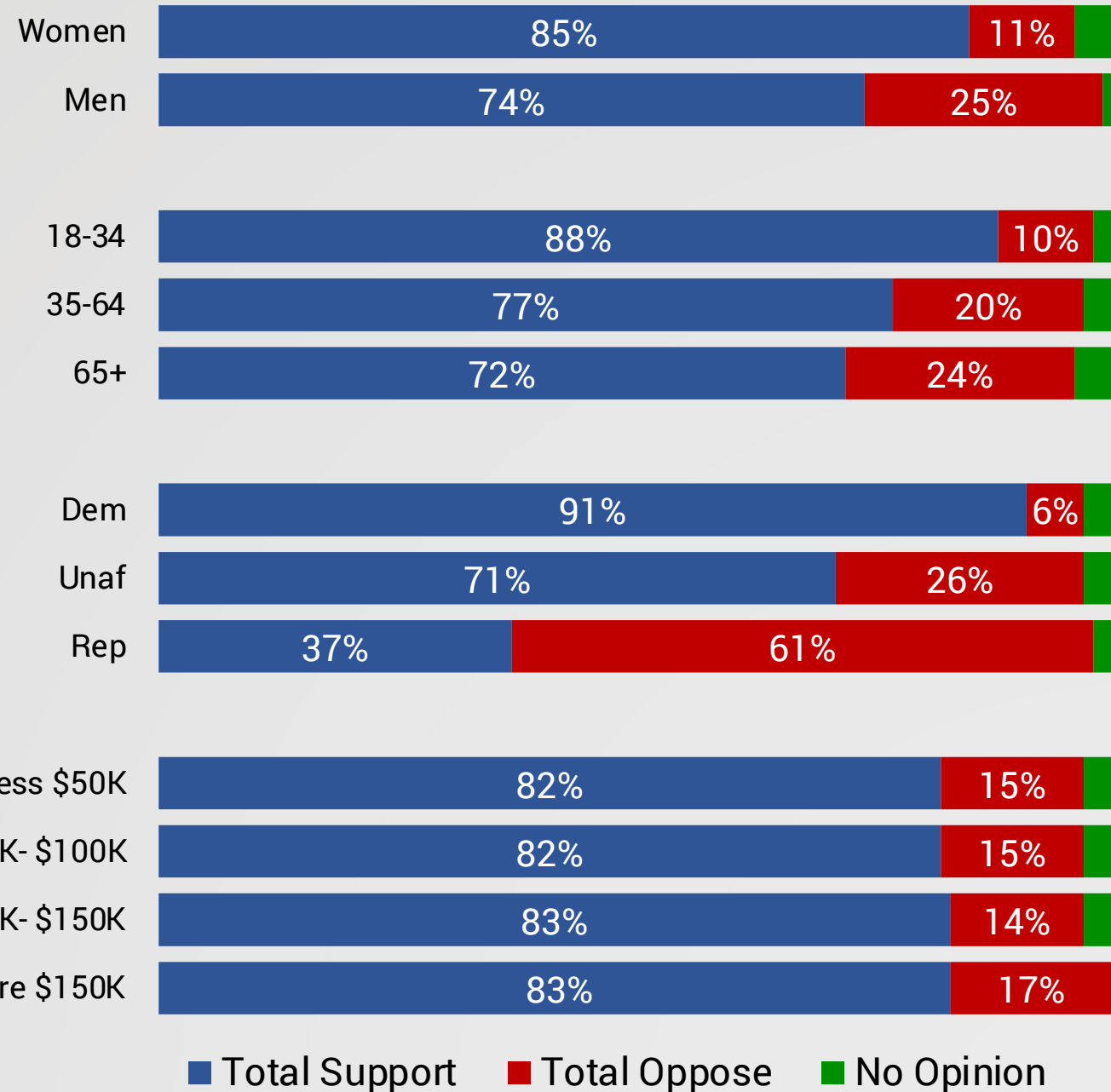
Voter Opinion On CAP Tax

Knowing this information, do you support or oppose the Climate Action Plan Tax?



■ Total Support
 ■ Total Oppose
 ■ No Opinion

Strongly Support	60%
Somewhat Support	20%
Strongly Oppose	11%
Somewhat Oppose	6%



Voter Opinion on Utility Occupation Tax



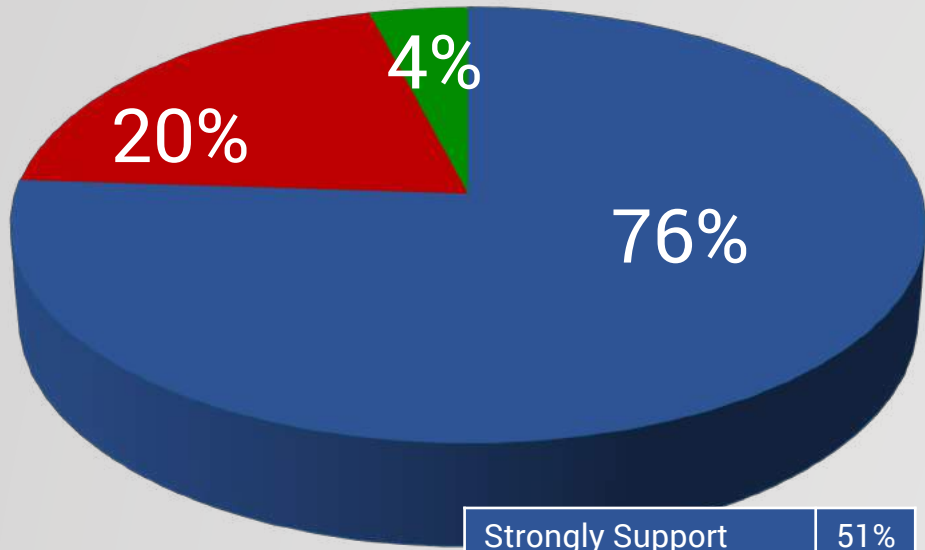
Another source of dedicated, voter-approved funding for the city's climate programs is the Utility Occupation Tax (UOT). Created in 2010 and renewed in 2020, this tax on Xcel Energy is passed on to customers.

The UOT generates about \$2 million annually and pays for the city's clean energy initiatives, including the city's partnership work with Xcel.

On average, the annual cost is \$16 per household, \$155 for a commercial business, and \$577 for an industrial business. This tax expires in December of 2025. Knowing this information, do you support or oppose the Utility Occupation Tax?

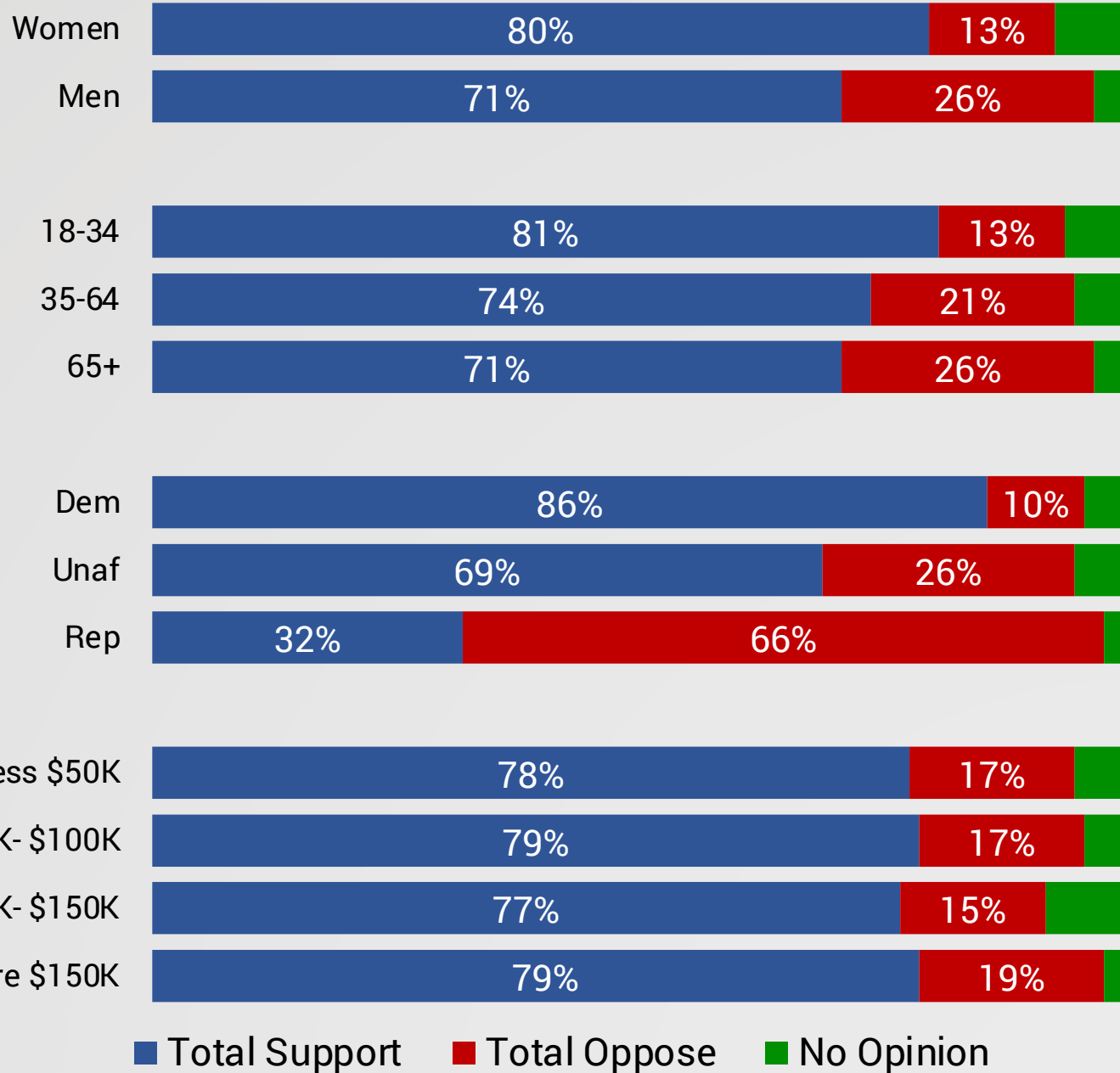
Voter Opinion On UOT Tax

Knowing this information, do you support or oppose the Utility Occupation Tax?



■ Total Support
 ■ Total Oppose
 ■ No Opinion

Strongly Support	51%
Somewhat Support	25%
Strongly Oppose	11%
Somewhat Oppose	9%



Uninformed Voter Opinion on Climate Tax Ballot Measure

The city is considering replacing the existing Climate Action Plan Tax (CAP Tax) and the Utility Occupation Tax (UOT) with a single Climate Tax for the city's climate programs. The Climate Tax, like the current UOT, would continue to be applied to residential and commercial electric and gas utility bills and is estimated to generate a minimum of \$5 million annually.

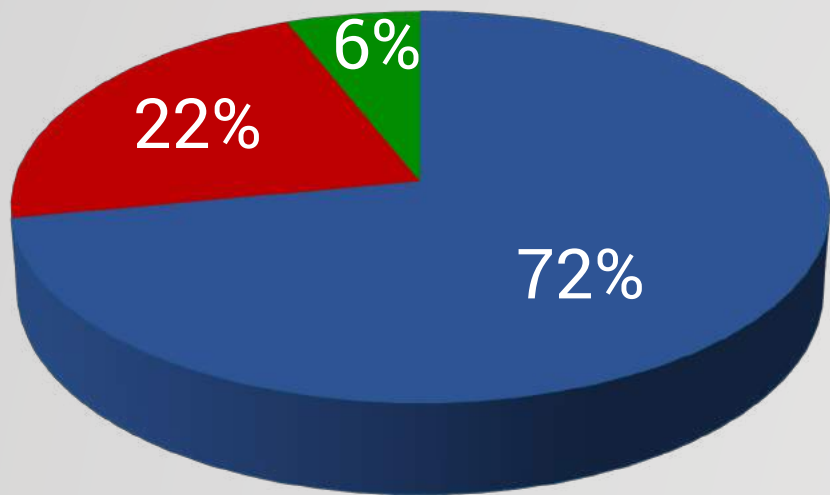
This new Climate Tax would be a local tax on energy usage and the estimated annual cost is approximately \$38 for a residential household, \$374 for a commercial business, and \$1,389 for an industrial business. The tax would begin in 2023 and sunset in 2040.

Furthermore, the tax allows the city to address long-term climate funding needs by giving it the flexibility to issue up to \$40 million in bonds. If this proposal to fund the city's climate programs was on the ballot this November, would you vote yes and approve it or would you vote no and reject it?



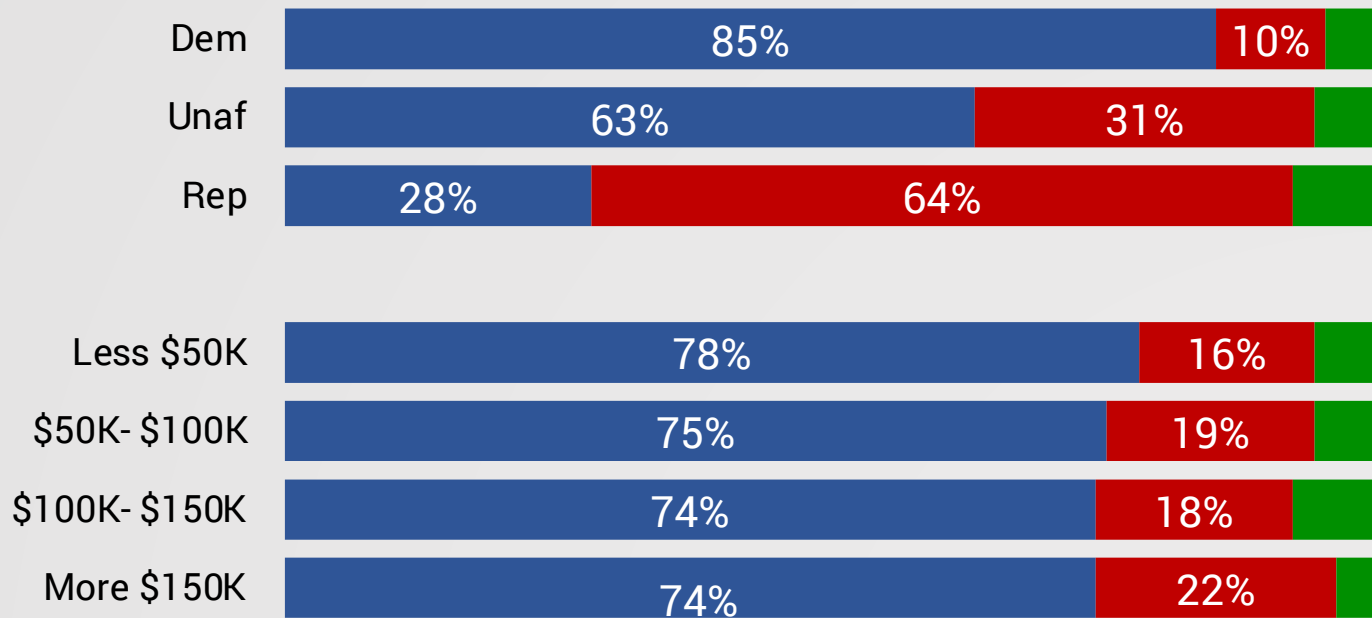
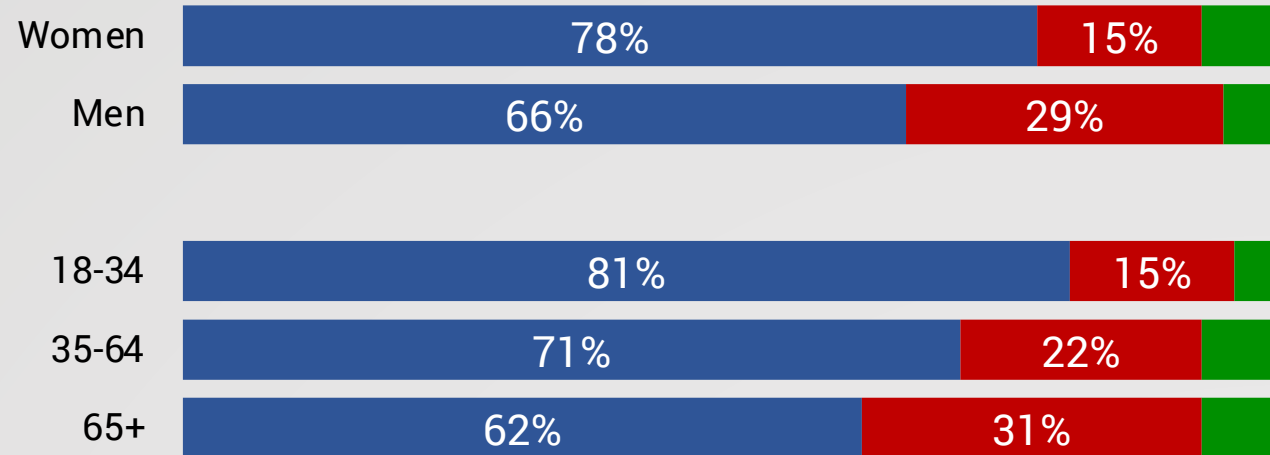
Voter Opinion On Climate Tax Ballot Measure

If this proposal to fund the city's climate programs was on the ballot this November, would you vote yes and approve it, or would you vote no and reject it?



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

Definitely Yes, Approve	40%
Probably Yes, Approve	32%
Definitely No, Reject	12%
Probably No, Reject	10%



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



Climate Tax Information Questions



The following is information about the proposal to replace the Climate Action Plan Tax (CAP Tax) and the Utility Occupation Tax (UOT) with a single Climate Tax to fund climate initiatives.

This information will explain the reasons why this proposal is being considered and what climate programs would be funded.

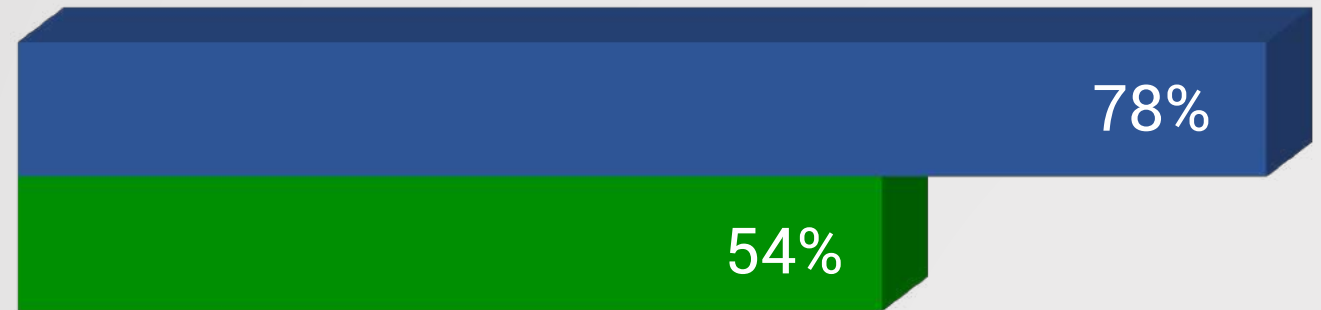
After reading the information, please indicate if you are more likely or less likely to support the Climate Tax proposal. Let's get started.

Climate Tax Information Questions

Ranked By Total More Likely to Support the Ballot Measure

Under the current CAP tax, Boulder's commercial and industrial sectors are responsible for 75% of the community's energy-related emissions, yet they contribute less than 37% of the CAP Tax revenues collected. **The new Climate Tax would have industrial companies pay more because they emit more**, and residents pay less because they emit less.

Climate change does not affect everyone equally. The proposed climate tax would allow the **city to focus on funding projects that would address inequities caused by climate change**. Examples of those projects are providing low-to-no-cost solar for households struggling with high energy costs, providing career training for urban forestry and clean energy jobs, and reducing the effects of air pollution on disproportionately impacted residents.



■ Total More Likely ■ Much More Likely

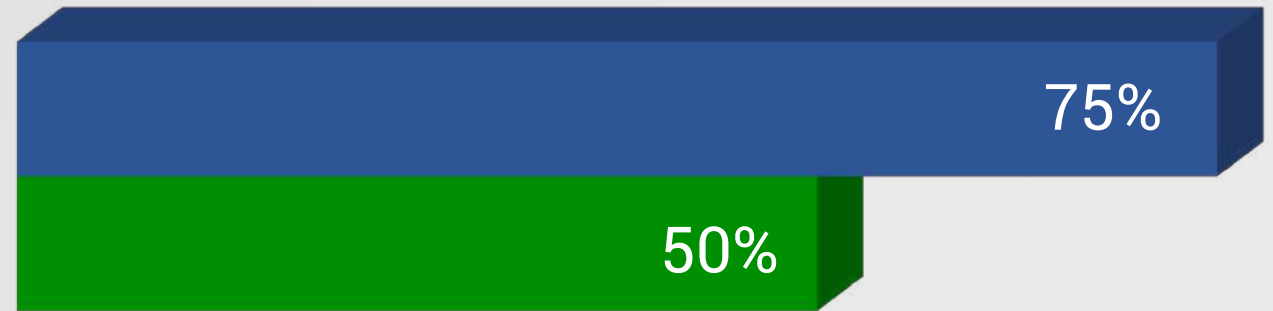
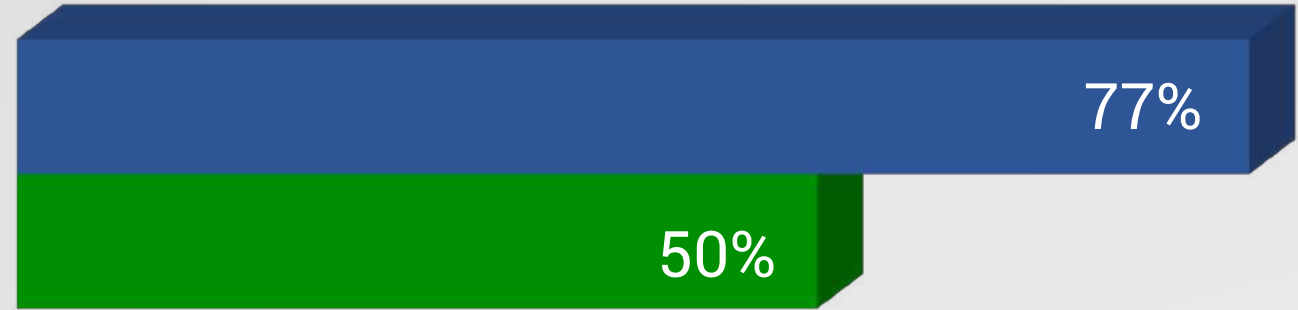


Climate Tax Information Questions

Ranked By Total More Likely to Support the Ballot Measure

The Climate Tax would allow the city to **stabilize funding for future climate programs and add the ability to issue debt**. The additional revenue and flexibility would allow for more impactful projects like developing large-scale renewable energy projects, electrifying buildings, and increasing electric vehicle charging infrastructure, energy storage technologies, and using forests, landscapes and soils to capture carbon and increase resilience to climate extremes.

The new climate funding strategy **will address equity considerations by exempting low-income residents** who are recipients of energy assistance from paying the Climate Tax. Furthermore, the city would develop a rebate program for qualifying low-income residents and possibly certain types of businesses who cannot be directly excluded from paying the Climate Tax.



■ Total More Likely ■ Much More Likely

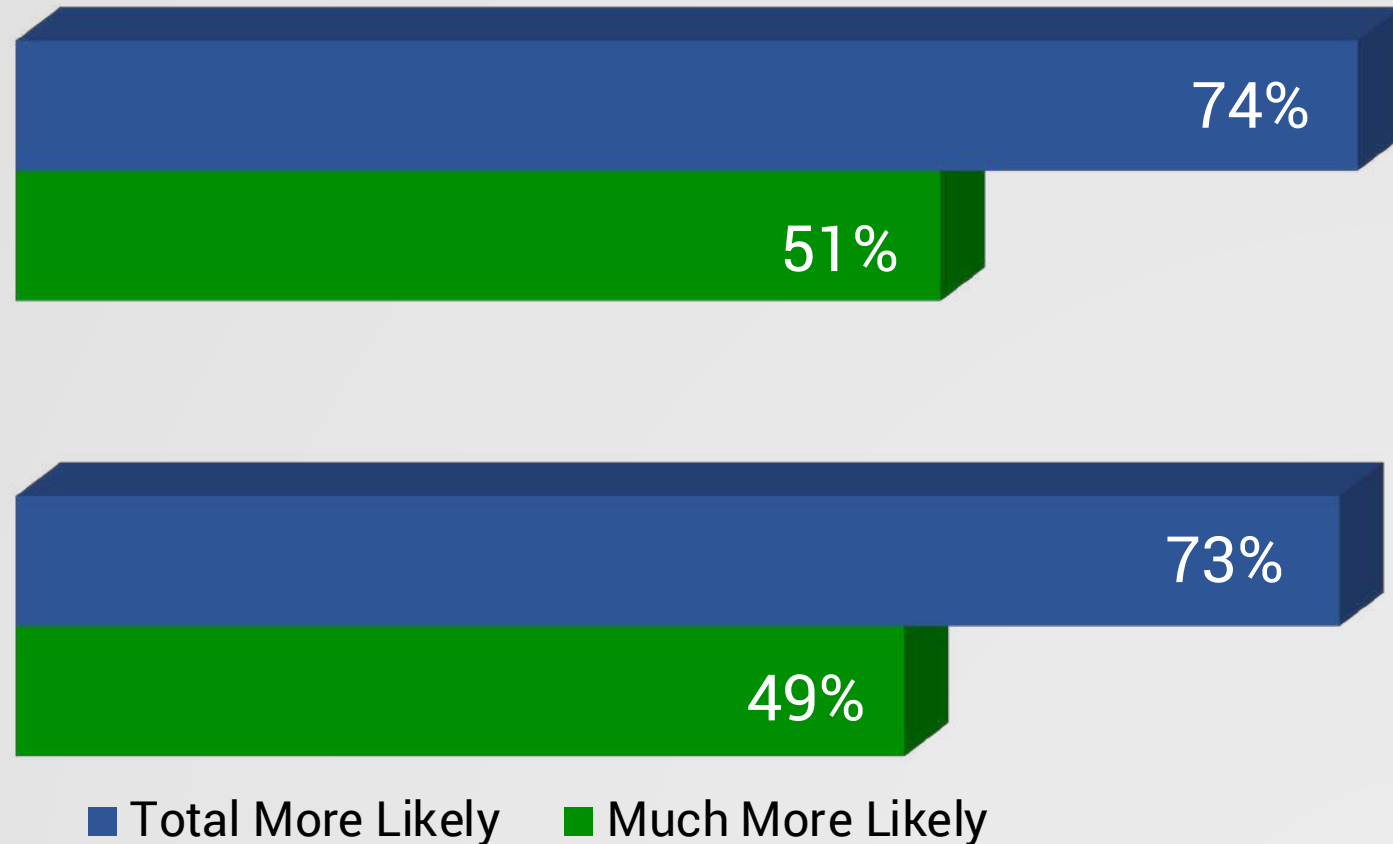


Climate Tax Information Questions

Ranked By Total More Likely to Support the Ballot Measure

The new Climate Tax will increase revenue for climate initiatives from \$3.9 million annually to a minimum of \$5 million annually, **an increase of just over \$1 million.**

When the current CAP Tax was created in 2006, emission reduction was the primary focus, but the future of climate action is more complex. **Moving forward, the current CAP Tax will be insufficient to meet the city's goals for emission reduction and preparation for fires, floods, extreme weather, and poor air quality.** As future climate work becomes increasingly difficult and expensive, it will require the commitment of a multi-year sustained effort to be successful.

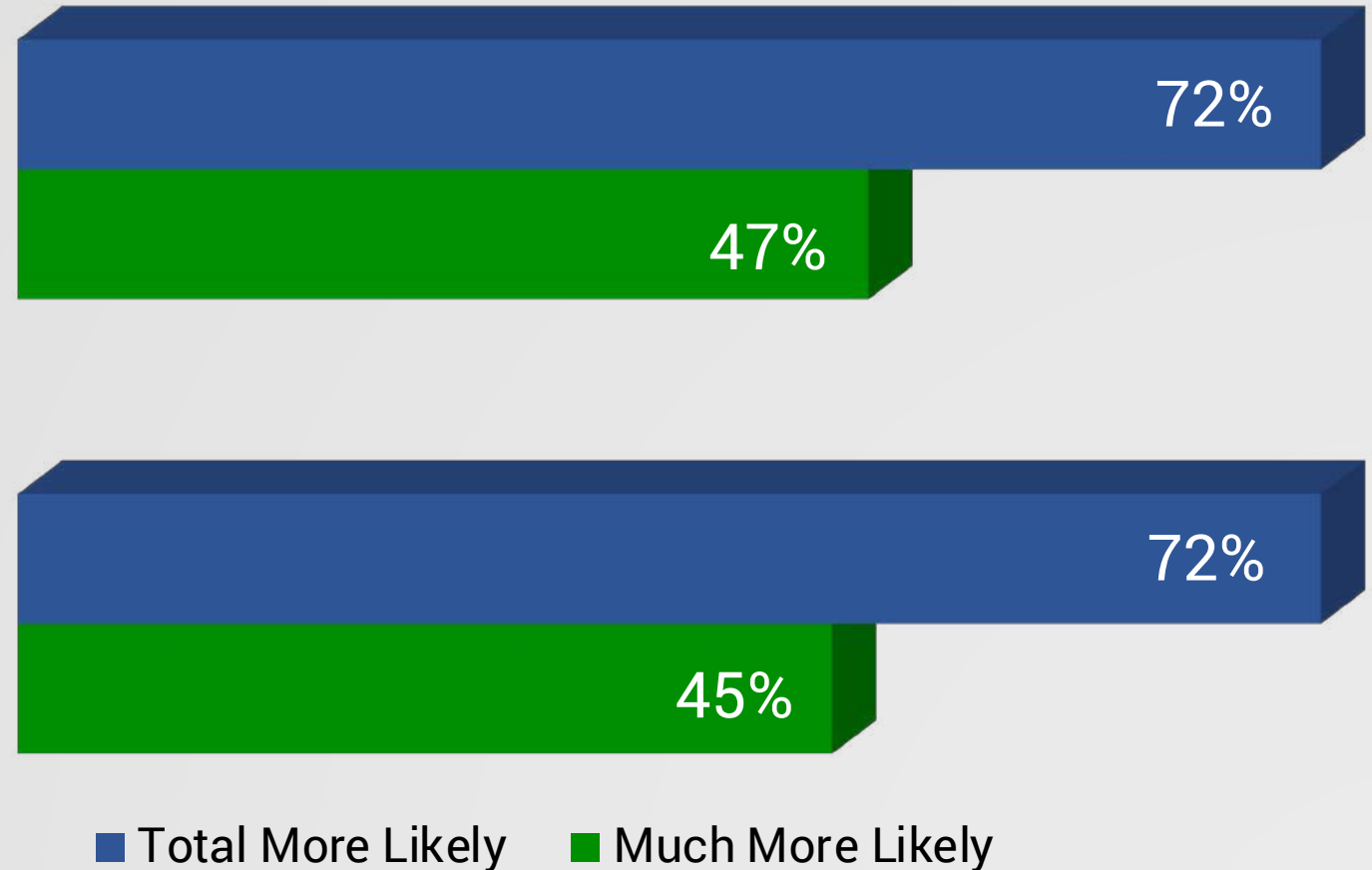


Climate Tax Information Questions

Ranked By Total More Likely to Support the Ballot Measure

Under the current CAP Tax and UOT rates, commercial businesses are paying on average \$241.29 annually and industrial businesses are paying \$704.83 annually in taxes. However, since most emissions come from commercial and industrial businesses, under the single **Climate Tax commercial businesses would pay on average \$374.90 and industrial businesses would pay \$1,389.89 in annual taxes, an increase compared to the current rates.**

Under the current CAP Tax and UOT rates, residential homeowners are paying on average \$42.95 annually in taxes. However, under the new single Climate Tax, **residential homeowners would pay on average \$38.20, a decrease compared to the current rates.**

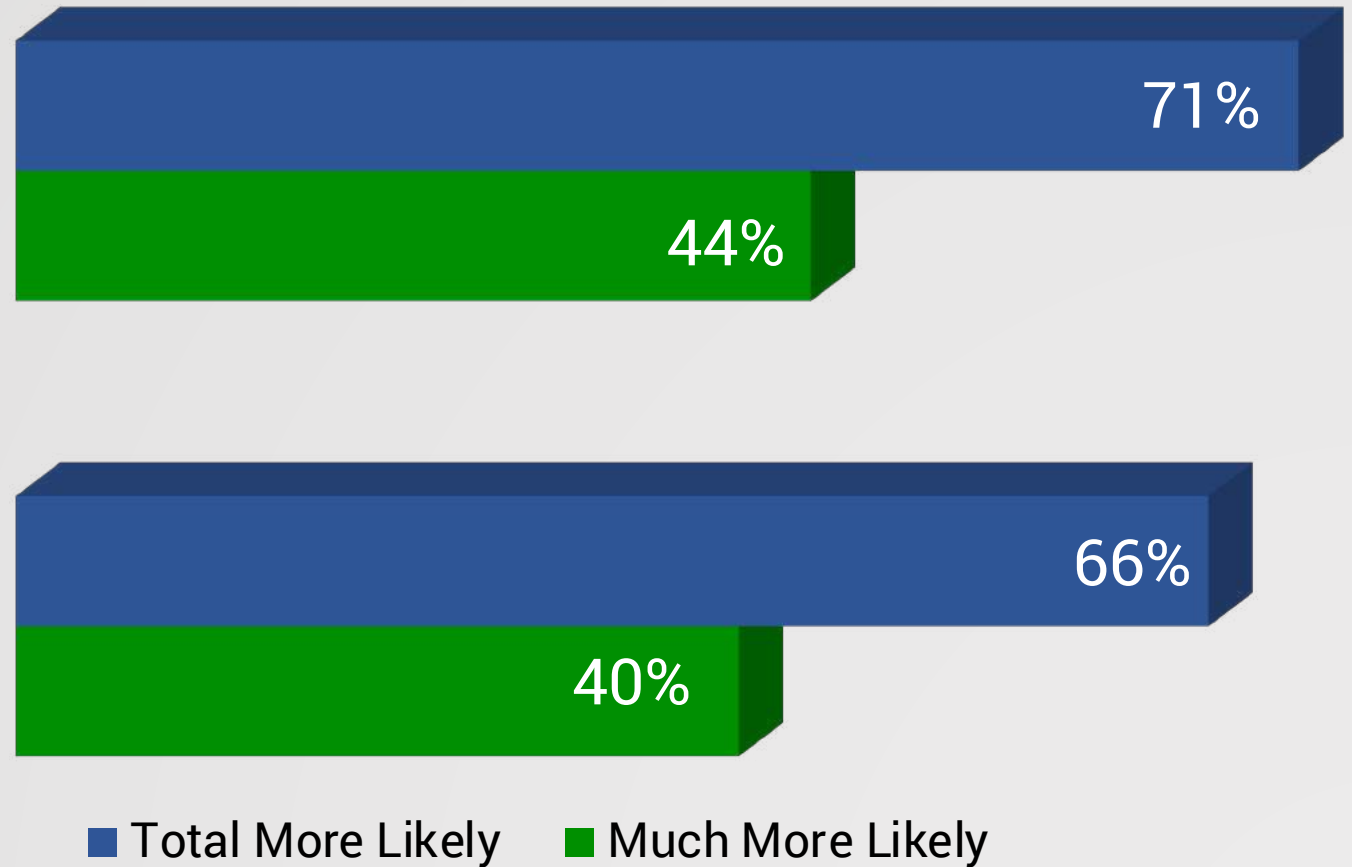


Climate Tax Information Questions

Ranked By Total More Likely to Support the Ballot Measure

Since its inception in 2006, the CAP Tax has generated approximately **\$22 million in revenue which has funded a variety of programs and policies aimed at reducing greenhouse gas emissions.** These include rebates and incentives to help residents and businesses reduce their energy use and adopt solar, piloting innovative technologies, implementing local policy and regulation, advocacy, support for legislative and regulatory changes at the state and federal level, and more.

Although electricity remains the largest source of emissions, **the electricity grid is becoming cleaner.** In three to five years, both natural gas and transportation fuel emissions will be higher than emissions from electricity. The proposed Climate Tax would tax natural gas use as well as electricity use.



Opinion on Climate Action Projects to Be Funded



The Climate Initiatives Department organizes its climate action programs into four different categories. We now ask you to help us determine which is the most important category that you think should be funded. The following are descriptions of each of those categories. After reading about each category, using a scale of 1 to 10, with 10 meaning very important and 1 meaning not important at all, please indicate your level of importance for each program.

- One category is called **Energy Systems**. This category includes reducing energy use in buildings, installing more solar, improving the reliability of our electricity system, and supporting electric vehicle adoption.
- One category is called **Circular Materials**. This category includes work that goes beyond recycling and composting to focus on keeping materials in use as long as possible, reducing consumption, and improving supply chain resiliency. Current work includes increasing reusable consumer options and supporting a statewide producer responsibility policy.

Climate Tax Information Questions Continued

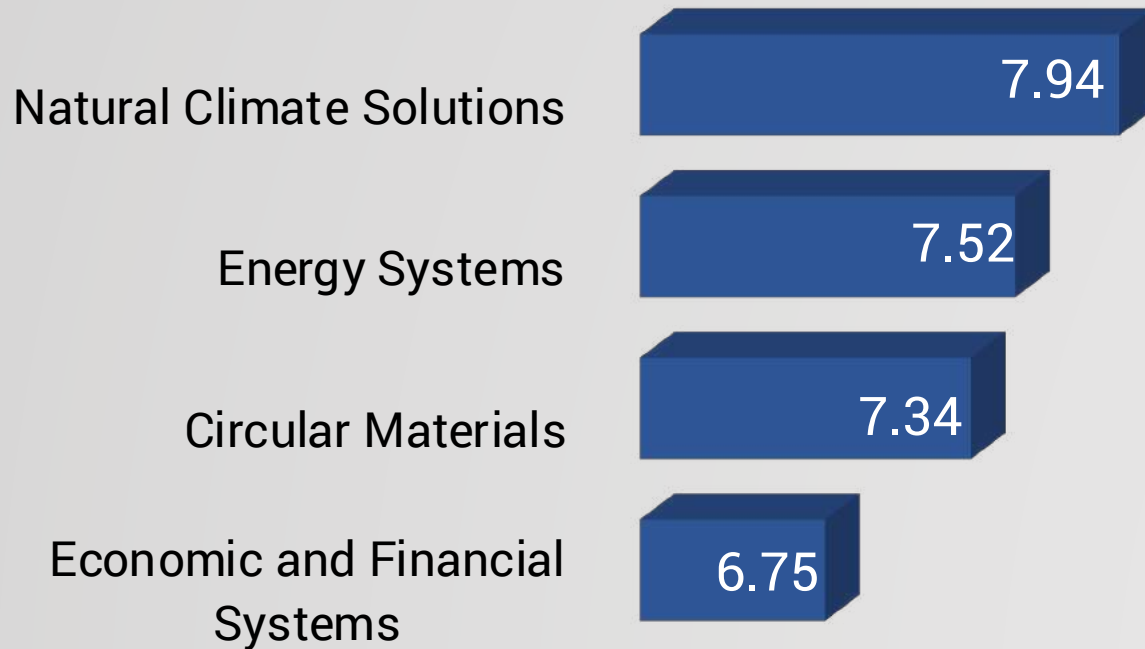


- One category is called **Natural Climate Solutions**. This category includes restoring and enhancing landscapes to absorb more carbon and water to prepare for extreme weather conditions, as well as protecting and enhancing the biodiversity of pollinators and other species critical to maintaining essential climate resilience services.
- One category is called **Economic and Financial Systems**. Community leaders and staff are looking to internalize the costs of climate impacts into city and community economic transactions. They are also looking at how to best divest from fossil fuel companies. The city would, in response to climate threats, enhance building and land use codes to advance climate justice, resilience, and mitigation goals.

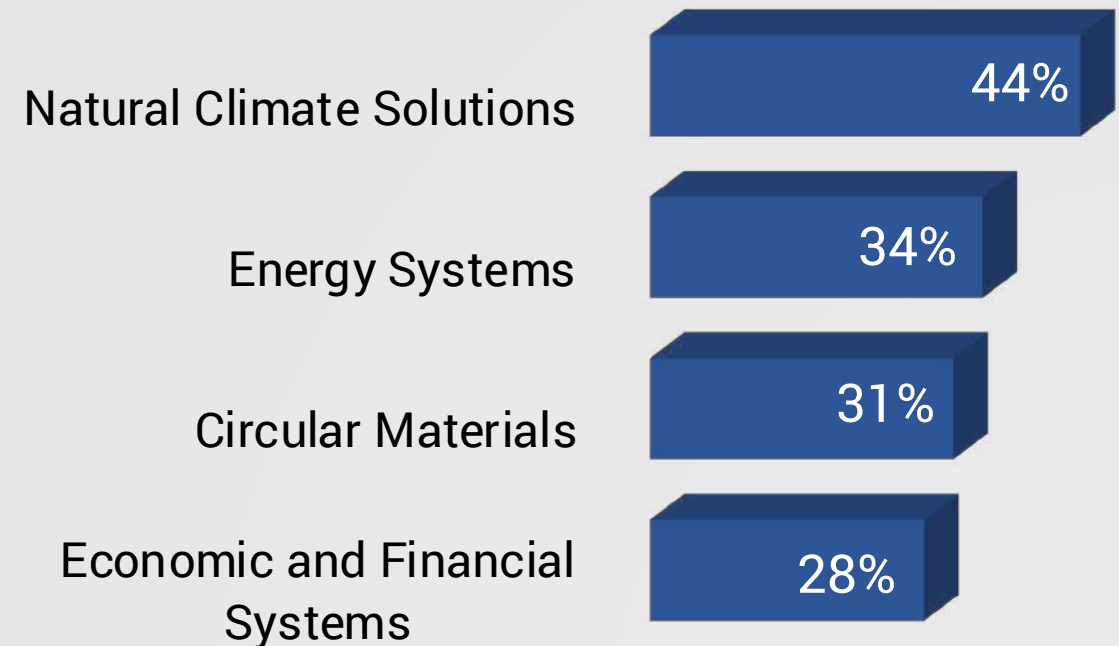
Opinion on Climate Action Projects to Be Funded

After reading about each category, using a scale of 1 to 10, with 10 meaning very important and 1 meaning not important at all, please indicate your level of importance for each program.

Ranked by Mean



Ranked by 10 – Very Important



Informed Voter Opinion On Climate Tax Ballot Measure



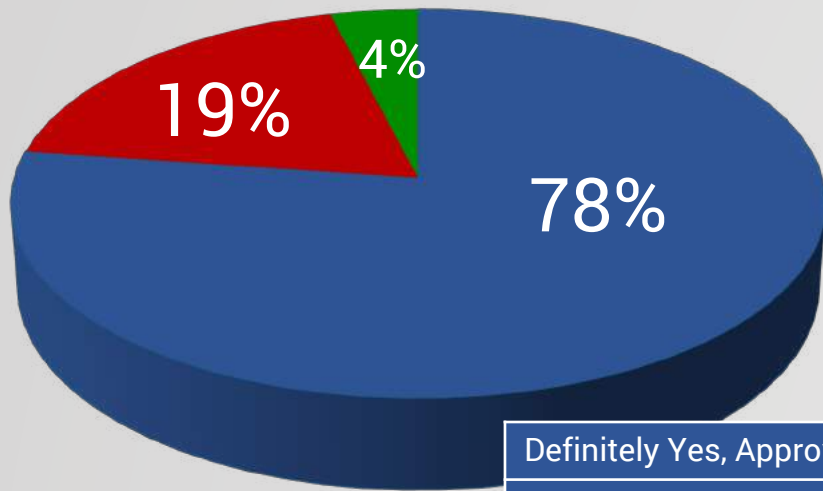
As a reminder, the Climate Tax proposal would do the following:

1. Replace the current Climate Action Plan Tax and the Utility Occupation Tax with a single Climate Tax. It is estimated to generate a minimum of \$5 million annually for climate initiatives.
2. The annual costs are approximately \$38 for a residential household, \$374 for a commercial business, and \$1,389 for an industrial business.
3. The Climate Tax would sunset in 2040.

If this proposal to fund climate programs were on the ballot this November, would you vote yes and approve it or would you vote no and reject it?

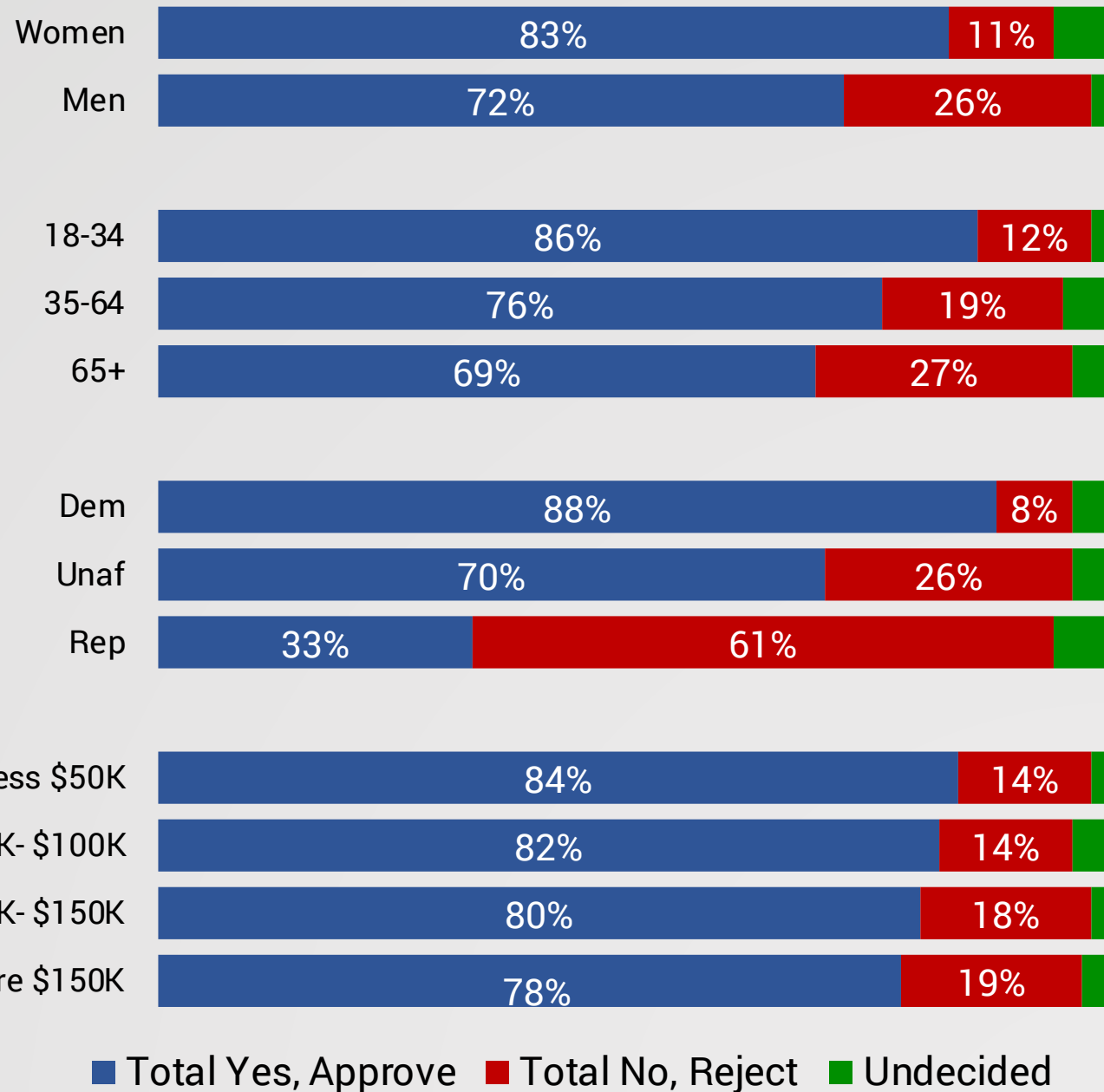
Informed Voter Opinion on Climate Tax Ballot Measure

If this proposal to fund the city's climate programs was on the ballot this November, would you vote yes and approve it or would you vote no and reject it?



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

Definitely Yes, Approve	54%
Probably Yes, Approve	18%
Lean Yes, Approve	6%
Definitely No, Reject	10%
Probably No, Reject	4%
Lean No, Reject	5%



Why 78% of Voters Would Approve the Climate Tax

Please describe the reasons why you would vote yes and approve the Climate Tax ballot measure.

Themes

Urgent Action on Climate Change

Equity and Responsibility

Leadership and Innovation

“Climate change is the biggest threat to humanity as we know it. We need to put our money where our mouth is and be held accountable.” - **Female, 18-24, Democrat**

“I would prefer a more aggressive tax to better fund climate change action. These figures could be easily be doubled.” - **Male, 55-64, Democrat**

“Combatting climate change is going to take money. We need to get that money from taxes. Plus, it is a smart investment. Having more solar and renewable energy saves money in the long run both by reducing energy costs but also by reducing pollution.” - **Male, 35-54, Democrat**

“The lives of future humans depends on addressing climate change.” - **Male, 65+, Unaffiliated**

“Climate change is an existential threat. Nothing else will matter if we can't control that..” - **Female, 65+, Unaffiliated**

“As noted in the educational notes of this survey, commercial and industrial sectors are responsible for a larger portion of energy use and emissions. As such, they should be taxed more than residents.” - **Female, 35-54, Unaffiliated**



Why 78% of Voters Would Approve the Climate Tax

Please describe the reasons why you would vote yes and approve the Climate Tax ballot measure.

Urgent Action on Climate Change: Many respondents emphasized the urgency of addressing climate change, citing it as the most significant threat to humanity and highlighting the need for immediate and aggressive action. They see the Climate Tax measure as a crucial step in combating climate change and protecting the environment for current and future generations.

Equity and Responsibility: There is a strong emphasis on fairness and responsibility in addressing climate change. Respondents expressed support for taxing industries that contribute the most to pollution while alleviating the burden on individual households, especially those with lower incomes. They see the measure as a way to hold polluting industries accountable and ensure that the costs are shared more equitably.

Leadership and Innovation: Many respondents view the Climate Tax measure as an opportunity for Boulder to demonstrate leadership and innovation in climate action. They believe that Boulder should set an example for other communities by implementing bold and comprehensive measures to reduce emissions and mitigate the impacts of climate change. They see the measure as a necessary step towards creating a cleaner and more sustainable future.



Why 19% of Voters Would Reject the Climate Tax

Please describe the reasons why you would vote no and reject the Climate Tax ballot measure.

Themes

Taxation Concerns and Government Spending Skepticism

Focus on Local Issues and Services

Doubts about Climate Change Impact and Efficacy of Measures

“The City should focus on municipal issues and services, roads, police, etc. Taxes are too high in the City. Water is too expensive. Every problem is solved by adding a tax.” -**Self-Identify, 25-34, Democrat**

“I am being taxed to death by Boulder when some of the other projects are reduced, I'll be willing to fund climate action. In meantime, make it possible for me to park my bike safely for more than a minute by moving the transient criminals out of town and into jails. I want to see a full detail accounting of how the \$22m already collected has been spent.” -**Female, Democrat**

“Local government should focus on reducing costs and therefore taxes. Climate initiatives by local governments have zero real impact and waist money!” -**Self Identify, Unaffiliated**

“It's a new thing being made out of thin air to cost me money along with everything in the man-made climate change hoax!!” -**Male, 35-54, Republican**

“Can't fix a national, worldwide problem with local resources. Stop over taxing us.” -**Male, 35-54, Unaffiliated**



Why 19% of Voters Would Reject the Climate Tax

Please describe the reasons why you would vote no and reject the Climate Tax ballot measure.

Taxation Concerns and Government Spending Skepticism: Respondents express skepticism about the effectiveness of additional taxes, especially for what they perceive as minor or ineffective initiatives. There's a general sentiment that the government already taxes excessively, and taxpayers are not seeing tangible benefits from these taxes. Many distrust the transparency and accountability of government spending, particularly citing past instances of wasteful spending or ineffective policies.

Focus on Local Issues and Services: A significant number of respondents believe that the city should prioritize addressing local issues such as homelessness, crime, infrastructure maintenance (like fixing roads and potholes), and providing essential services like police and firefighting. They argue that the city is already burdened with excessive taxes and should focus on managing basic services efficiently before allocating funds to new initiatives like climate action.

Doubts about Climate Change Impact and Efficacy of Measures: Some respondents question the efficacy of local climate action initiatives, arguing that the impact on global climate change is negligible and that Boulder's efforts will not address the larger issues, particularly in the face of global emissions from countries like China and India. There's also skepticism about the scientific consensus on climate change, with some dismissing it as a hoax or natural cycle rather than a human-induced phenomenon.



Informed Voter Opinion on Climate Tax Ballot Measure at \$8 Million Annually



Would you vote yes and approve or vote no and reject the Climate Tax if the increase would generate a minimum of \$8 million annually instead of \$5 million for climate initiatives?

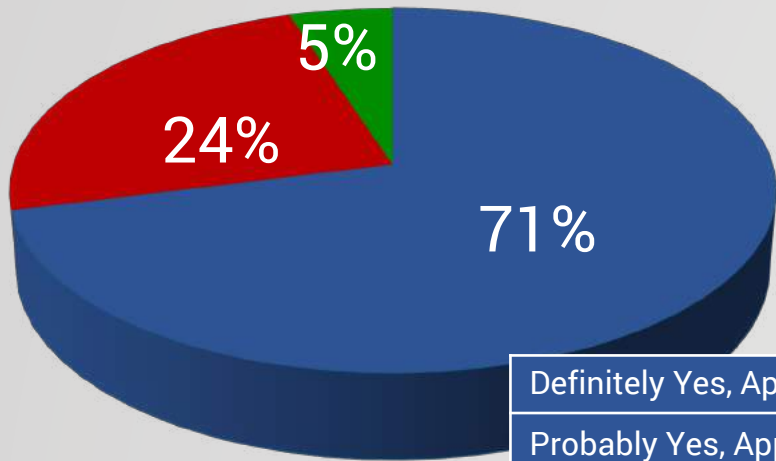
It would do the following:

1. Replace the current Climate Action Plan Tax and the Utility Occupation Tax with a single Climate Tax. It is estimated to generate a minimum of \$8 million annually for climate initiatives.
2. The annual costs are approximately \$61 for a residential household, \$600 for a commercial business, and \$2,224 for an industrial business.
3. The Climate Tax would sunset in 2040.

If this proposal to fund climate programs were on the ballot this November, would you vote yes and approve it or would you vote no and reject it?

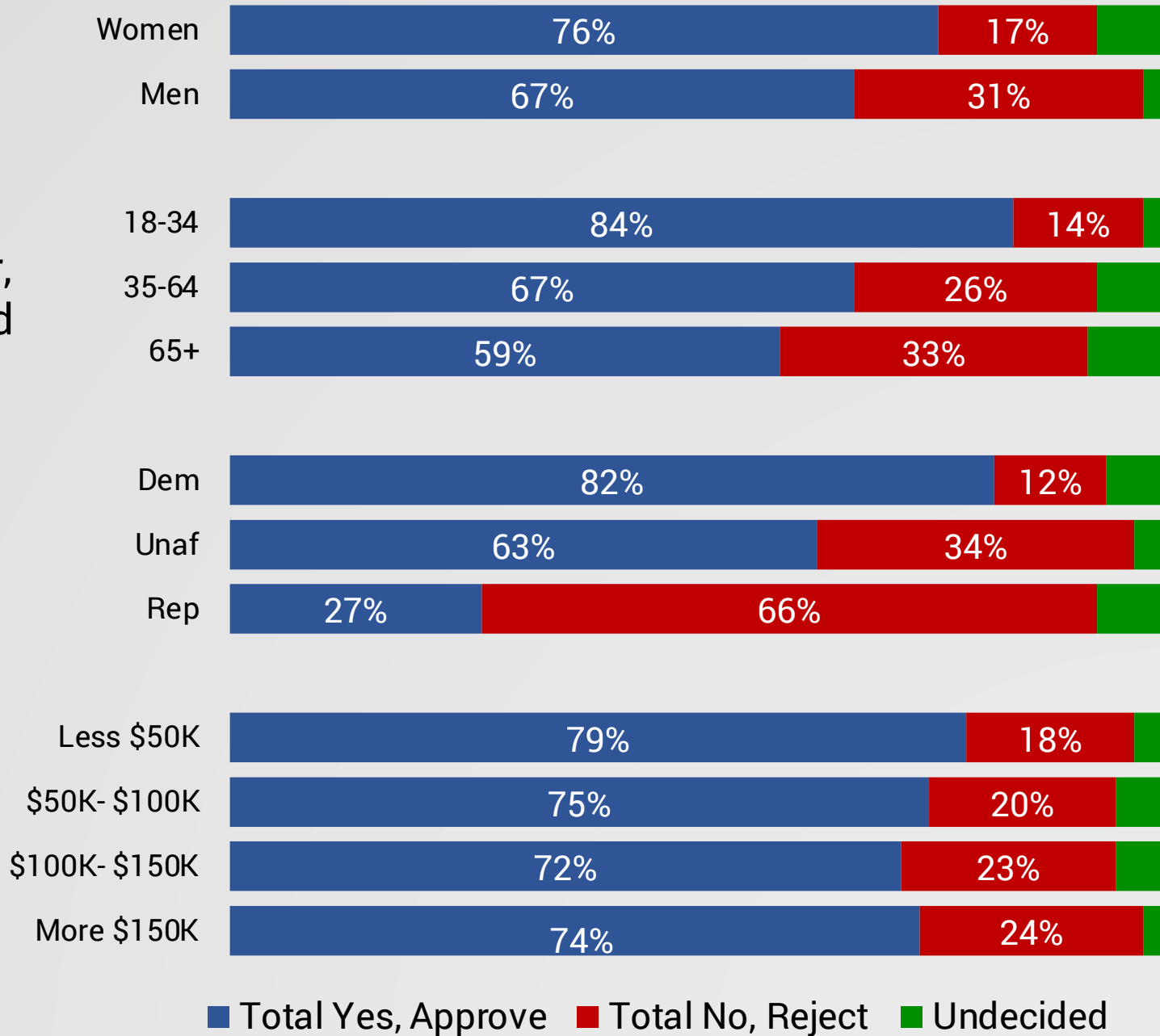
Informed Voter Opinion on Climate Tax Ballot Measure at \$8 Million Annually

If this proposal to fund the city's climate programs was on the ballot this November, would you vote yes and approve it or would you vote no and reject it?



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

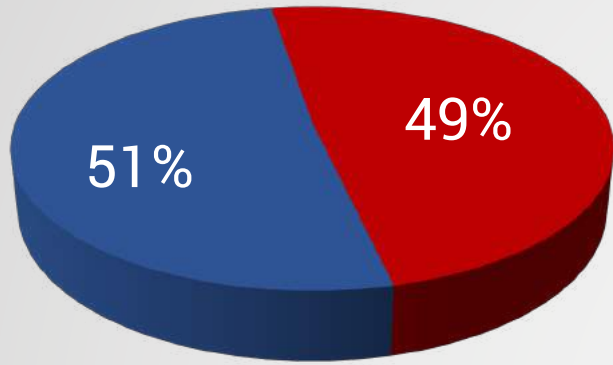
Definitely Yes, Approve	43%
Probably Yes, Approve	21%
Lean Yes, Approve	7%
Definitely No, Reject	13%
Probably No, Reject	4%
Lean No, Reject	7%



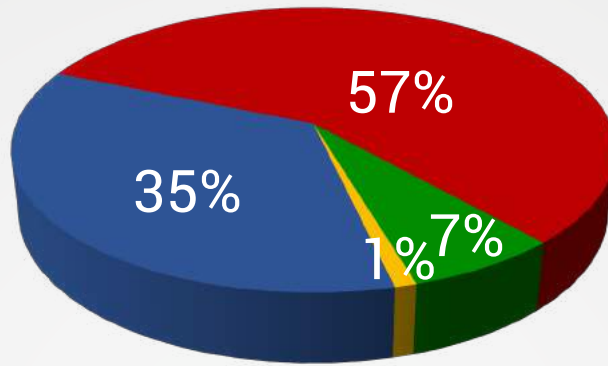
- Total Yes, Approve
- Total No, Reject
- Undecided



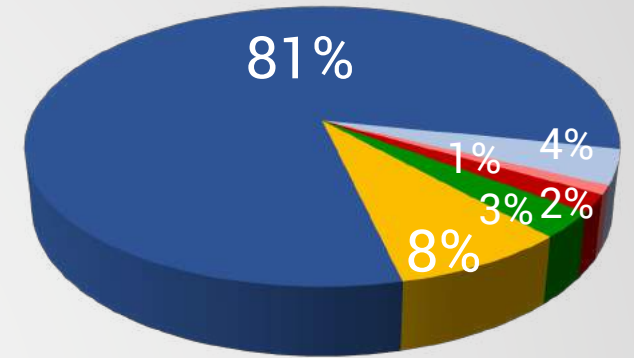
Survey Demographics



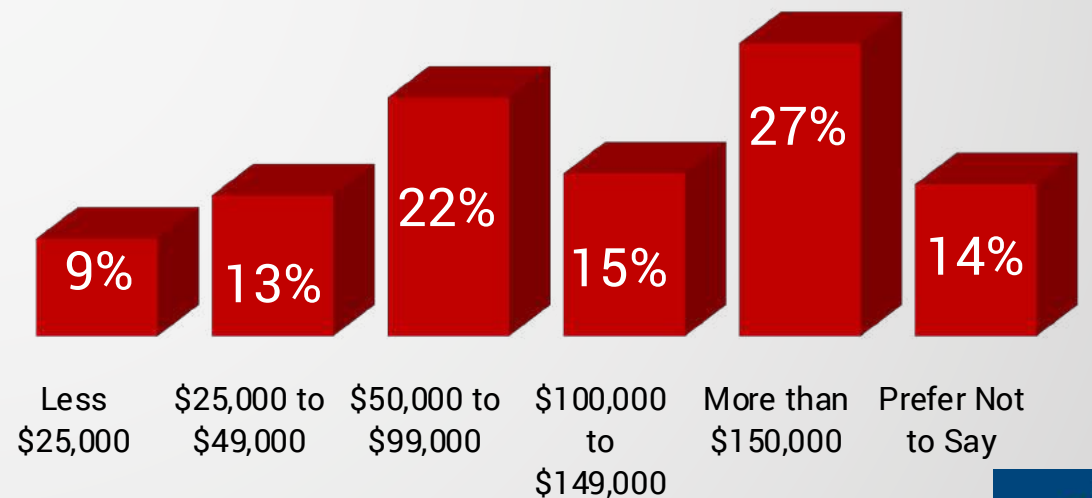
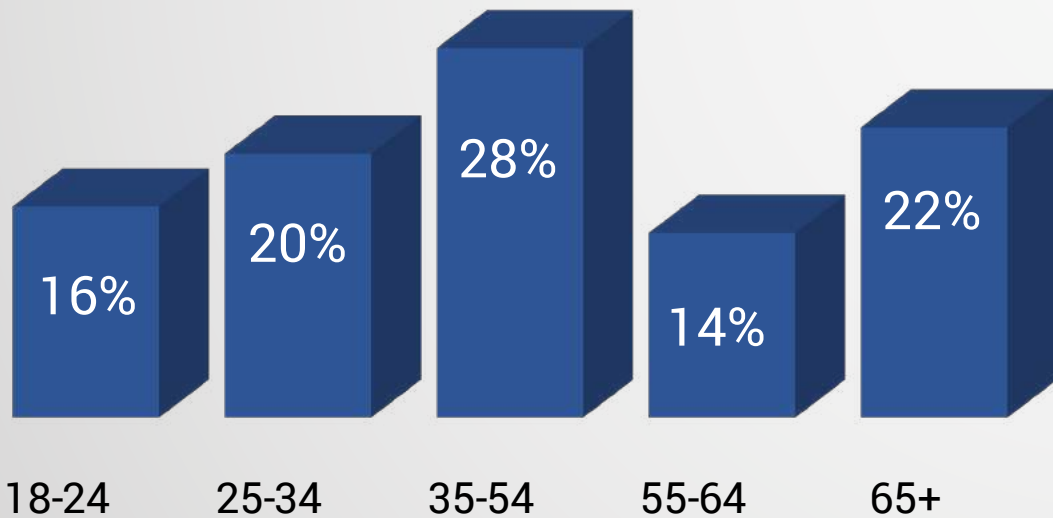
■ Female
■ Male



■ Unaffiliated
■ Democrat
■ Republican
■ Other Party



■ White
■ Black, African American
■ Two or More Races
■ Hispanic
■ Asian
■ Other



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