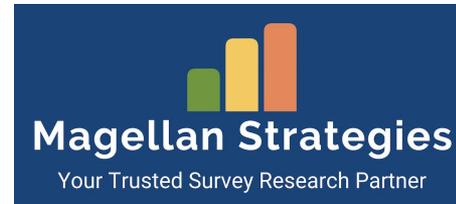


South Metro Fire Rescue Community Engagement

December 6, 2024



Introduction: Public Alignment

About Us

- 20+ years of community relations, public affairs, and communications and marketing experience
- Expertise in local, regional, and state government; special districts; public-private partnerships
- Experts in distilling complicated challenges into actionable plans

Our Strategic Approach

- Data-informed plans
- Strategic messaging
- Meeting people where they are
- Input beyond the “vocal minority”
- Metrics to measure impact

Overview of Services

Strategy + Messaging

- Work with Magellan on messaging for the poll
- Host a kick-off meeting w/leadership
- Conduct stakeholder interviews
- Develop a message framework
- Identify key audiences, based on baseline polling
- Establish community outreach budgets and timelines

Community Outreach

- Develop a tactical plan + timeline
- Identify whether paid media is needed
- Establish a dedicated [engagement site](#)
- Produce materials and collateral
- Implement on the plan, which could include:
 - Mailers, paid media, social media, public meetings, SMS texts, etc.

Monitoring + Reporting

- Monitor real-time data and engagement
 - Website data, participation data, media impressions, etc.
- Determine strategic shifts in strategy / messaging
- Develop a report with analytics at the end of the outreach initiative

Arapahoe County

LEARN MORE AT [ACBUDGET.COM](https://www.acbudget.com)
WORKING TO SUSTAIN ESSENTIAL SERVICES

ARAPAHOE COUNTY

STAY TUNED
This construction nonprofit helps students build their career-stay-tuned education series. 208425541871

In the first episode of our Stay Tuned Education Series we travel to UniCommon Construction in New Or...

- ARAPAHOE COUNTY** Funding for Vulnerable Youth is at Risk
Sustain Essential Services
- ARAPAHOE COUNTY** Affordable Housing Programs are at Risk
Sustain Essential Services
- ARAPAHOE COUNTY** Funding for Public Safety is at Risk
Sustain Essential Services
- ARAPAHOE COUNTY** Road Quality and Safety are at Risk
Sustain Essential Services
- ARAPAHOE COUNTY**
Funding for Public Safety is at Risk
Sustain Essential Services
Learn More »

Arapahoe County Government
Sponsored · Paid for by Arapahoe County Governm... · 🌐

Arapahoe County is facing a budget shortfall. Without new funding by 2025, essential services are at risk.

About this ad

LEARN MORE AT [ACBUDGET.COM](https://www.acbudget.com)
WORKING TO SUSTAIN ESSENTIAL SERVICES

ARAPAHOE COUNTY

acbudget.com
Your Input is Vital

Learn more

City of Littleton

THE PROBLEM The City of Littleton is faced with an annual \$6.5 million revenue shortage in its Capital Projects Fund. This equipment, and vehicle revenue source.

CAPITAL PROJECTS FUND

Without new revenue to address these ongoing needs, Littleton's Capital Projects Fund is projected to be depleted by 2025.

THE DETAILS

Littleton's Capital Projects Fund pays for road and building maintenance and improvements, technology upgrades, and equipment that wears out every day. There are several reasons the fund is projected to be depleted in just four years:

- Increasing Capital and Infrastructure Demands** - Littleton's list of unfunded capital and infrastructure projects totals \$88 million over the next 10 years (\$8.8 million per year). To put the city's 2021 budget deficits into 70 capital and infrastructure projects that need funding between now and 2030. Some of these unfunded costs include major transportation such as:
 - \$2 MILLION for transit repairs and updates to the buscafariis. Team: Hall Arts Center, Bennis Public Library and the Littleton Museum.
 - \$7.5 MILLION for technology upgrades, fiber network connections, police and public works radios and equipment.
 - \$18.2 MILLION for public safety equipment and city fleet vehicles - this subtotal does not address state-mandated body cameras.
 - \$19.6 MILLION for maintenance, repairs and replacement of city-owned buildings.
 - \$60.3 MILLION to maintain and improve the quality of Littleton's roads, sidewalks, and bridges - and fix major intersections like Santa Fe Drive and West Mineral Avenue.

The city's Capital Projects Fund - which should pay for these projects - only brings in about \$6 million each year, about half of which is earmarked for street maintenance. As the network of streets, sidewalks, bridges, and bridges has grown over the years, that \$3.1 million earmarked for street maintenance now meets only about 25 percent of the need in 2021.

2. Rising Maintenance and Repair Costs - When critical capital improvement projects are delayed, the materials, labor, and other associated costs to fix roads, repair buildings, and update technology keep going up. For example, the cost to repave a pavement one mile of any given city street is \$200,000. If maintenance on that same mile is delayed by three to five years, the street needs to be completely rebuilt at a cost of \$1 million. The ability to make timely repairs to city streets and buildings will be less costly.

3. Unstable Revenue Streams - The main sources of revenue for the Capital Projects Fund are not adequate to address both the backlog of projects and anticipated funding needs.

- Revenue from building use fees that developers and homebuilders pay when new structures are approved is highly volatile and averages only about \$1.5 million per year. Because Littleton has no room to grow, residential growth in building Use Tax Revenue is unlikely.
- Littleton's share of the revenue from the Highway Users Tax - or gas tax - which comes from federal and state sources, isn't enough to make up for the shortage. As more hybrid and electric vehicles replace older vehicles, these funds become less valuable.
- There is not enough sales tax revenue to fund increasing demands. Unlike neighboring cities with many "big box" retailers, Littleton has only two big-box retail stores within the city limits. Littleton values its small locally owned retailers, but they don't generate the volume of sales tax for the city.

4. Lower Fees & Rates - and a low sales tax rate. The city has not increased its sales tax rate in more than 50 years. At these prices, Littleton's sales tax rate is less than the metro-wide average of 8.1% and a half percent. Unlike other cities, Littleton does not collect driver maintenance fees, street lighting fees, business license fees, a lodging tax, or property taxes.

THE FIX

Last year, city council asked departments to cut \$8 million to help offset a 40 percent reduction in sales tax revenue due to the pandemic. The staff together was able to meet other cost-saving measures for city employees. Unfortunately, there are very few solutions that decrease the budget sufficiently enough to balance the Capital Projects Fund and still keep the city functioning at a level for citizens and businesses need.

Even eliminating the Bennis Public Library and the Littleton Museum, which are beloved community assets, is not sufficient. This would create a savings in the General Fund - not in the Capital Projects Fund.

We need the a sustainable and smart revenue solution. City leadership is engaging the community in a consultation about the following potential solutions:

- A modest revenue tax increase would provide \$500,000 to \$1 million per year.
- A lodging tax - which Littleton does not currently collect - on hotel and short-term rental guests could generate up to \$1 million per year.
- A 0.5% increase in the sales tax rate (8.6% to 9.1%) would generate an average of \$5.5 million annually in new revenue.
- A 0.25% increase in the sales tax rate (8.75% to a \$10 cent) would generate an average of \$1 million annually in new revenue.
- Eliminating community assets like Bennis Public Library and the Littleton Museum would create an annual savings of \$4.2 million in the General Fund.

Without new revenue to address these ongoing needs, Littleton's Capital Projects Fund is projected to be depleted by 2025. Please get involved and learn more at: LittletonFundingFix.org

Littleton Colorado
2355 West Berry Avenue
Littleton, CO 80120

ECRWSS
Postal Patron



August 2021

DEAR LITTLETON RESIDENTS,

As you may have heard by now, the City of Littleton is faced with an annual \$6.5 million revenue shortage in its Capital Projects Fund. Without intervention, this Fund is set to be depleted in just four years.

This deficit is due to a growing backlog of infrastructure and maintenance projects, rising labor and maintenance costs, requirements to modernize public safety equipment, and limited and flattening revenue sources.

While individual council members may have a difference of opinion on some policy matters facing Littleton, there is no disagreement among city council on the severity of the revenue problem in the Capital Projects Fund.

At 6:30 p.m. Thursday, August 26, city council is convening a special meeting to make a final decision on a solution to this revenue problem. We are writing to encourage you to learn more about this urgent issue and provide your feedback.

Please go to www.LittletonFundingFix.org to learn more. You will find answers to frequently asked questions and other information. Then, share your questions, comments, and suggestions prior to August 26 - or in person during the city council meeting at the Littleton Center at 2255 W. Berry Ave.

Whichever way you choose to participate, we are eager to hear your feedback. Thank you in advance for your participation. We look forward to your response!

Sincerely,
Littleton City Council

Jerry Valdes
Jerry Valdes, Mayor, District II

Scott Melin
Scott Melin, Mayor Pro Tem, At Large

Patrick Driscoll
Patrick Driscoll, District I

Carol Fey
Carol Fey, District III

Kelly Millman
Kelly Millman, District IV

Pam Grove
Pam Grove, At Large

Mark Rudnicki
Mark Rudnicki, At Large

9NEWS.com News Weather Sports Connect Watch Live

COVID-19 VACCINE CORONAVIRUS VOICES OF CHANGE

BREAKING NEWS WATCH LIVE: Severe Thunderstorm Watch Issued for Denver, NE Colorado Read More

DENVER FORECAST TODAY

65 69 75 81 85 83 78

FORECAST

WATCH LIVE: Tornado warning issued for Thornton, Arvada and Westminster until 3:15 p.m.

Numerous showers and storms were found over western Colorado yesterday. Now the storms will push into the eastern side of the state along with cooling temperatures.



WATCH LIVE: 4 suspects arrested after crime spree that left Denver student...

Changes made to COVID exposure app that worked just 8% of the time

Sen. Hickenlooper tests positive for COVID

Teen arrested in death of man experiencing homelessness

Littleton-area mansion set on 27 scenic acres lists for \$8M

1-70 remains closed through Glenwood Canyon due to 'high uncertainty' of forecast

Say it ain't snow: Denver's earliest snow on record is just 2 weeks away

Coloradans can be the first try Chipotle's new chorizo

Take a peek inside Catbird Hotel, Denver's first boutique extended-stay hotel

HAVE A SAY IN LITTLETON'S FUNDING FIX

Learn more at LittletonFundingFix.org

CORONAVIRUS IN COLORADO

LATEST NEWS AND UPDATES

Coronavirus in Colorado: Latest updates and news



HAVE A SAY IN LITTLETON'S FUNDING FIX

Citizens are invited to learn more about this issue and provide input. There are numerous opportunities. Visit www.LittletonFundingFix.org where you'll be able to:

- Review a fact sheet and read answers to frequently asked questions
- Take a two-question survey
- Submit questions for the website FAQ
- Mark your calendars for the August 26 special meeting and public hearing

Littleton Funding Fix

Grand EMS

ABOUT GRAND COUNTY EMS

Anytime you dial 9-1-1 for a medical emergency in Grand County, whether you're at home or in the backcountry, we answer the call and respond with trained professionals:

41

Paid full time staff rotating shifts around the clock.

4

Stations covering the County in: Fraser, Granby, Grand Lake and Kremmling

8

Primary Ambulances

3

Reserve Ambulances



GrandCountyEMS.com



DEAR GRAND COUNTY COMMUNITY

It's been a pleasure serving and working with you over the past 18 months since I became Chief of Grand County EMS.

We have been through a lot in a short while, but even the unique challenges that Covid and the Williams Fork and East Troublesome fires brought in 2020 never kept me from focusing on the long-term sustainability and success of Grand County EMS.

Deputy Chief Allen Pulliam and I have been working on a detailed plan to ensure we can address increasing demands for medical emergency response and the numbers tell a compelling story.

Over half of our patients are Grand County residents and another 22% live in the state

By 2027, we anticipate our calls for service will double compared to 2015

We have two buildings from the 1940s and 1950s; neither can accommodate modern day needs and must be rebuilt.

We need to retain the staff we have and hire 6 additional professionals so we can continue to respond efficiently and effectively

We need to purchase 1 new ambulance in 2022 to keep up with call volume and will need to replace 3 other aging ambulances in the next 3 to 5 years.

I've been very transparent about the challenges we face and the funding we need to overcome them. I've had numerous conversations with our County Commissioners and have presented a wealth of data over the past several months. Deputy Chief Pulliam developed a detailed list of all the needs we have over the next seven years, which is available on our website.

One of the most efficient and cost-effective ways to fund these needs is to consider an increased mill levy on property, which constituents ultimately would vote on. Raising the local property tax mill levy by 1.75 would bring an estimated \$1.64 million annually directly to Grand County EMS (not the General Fund) to be spent on staffing, building repairs and construction and vehicles needed to serve Grand County safely, efficiently and effectively.

The proposed mill levy increase depends on your home value. For example, a \$500,000 home would be taxed an additional \$62 each year (\$5 per month if you have an escrow account on your mortgage). Use our online property tax calculator to see what it would cost you.

I encourage you to join us at one of our two Town Hall meetings on August 17 and 18. Deputy Chief Pulliam and I will be there along with members of the Grand County EMS team and we'd love to meet you. We'll present some information and will reserve plenty of time to answer your questions.

If you can't join us for a Town Hall meeting, be sure to visit our website where you'll find additional information, including a fact sheet and answers to frequently asked questions.

www.GrandCountyEMS.com

Sincerely,
Chief Good

Visit us at:
www.GrandCountyEMS.com



No one can anticipate a medical emergency. That's why Grand County EMS works around the clock to ensure there are trained professionals to respond to your call for help. But keeping up with increasing demand puts a strain on our staff, our aging buildings, and our medical vehicles and equipment.

OUR CREWS ARE STRETCHED THIN

We need to retain the staff we have and hire six additional professionals so we can continue to respond effectively and efficiently

OUR BUILDINGS ARE IN DISREPAIR

We have two buildings from the 1940s and 1950s; neither can accommodate modern day needs and must be rebuilt

OUR RESERVE AMBULANCES ARE AGING

We need to purchase a new volume and will need to replace next three to five years

Calls for service increase projected to steady

www.G

WE HAVE A PROPOSED SOLUTION

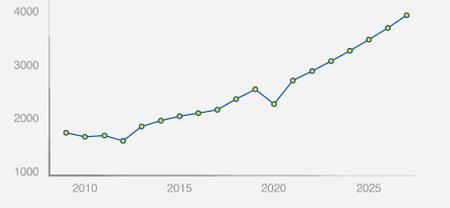
The Grand County Commissioners are considering placing a question on the November ballot to increase property taxes by 1.75 mills, which would provide an estimated \$1.54 million annually directly to Grand County EMS (not the county's General Fund) to pay for these urgent staffing, infrastructure, and equipment needs. Visit our website to see exactly how every dollar would be spent.

How this affects you depends on your home value. For example, a \$500,000 home would be taxed an additional \$62 each year. Use our property tax calculator on our website to see exactly what it would cost you.

WE WANT TO HEAR FROM YOU!

There are many ways to learn more, get your questions answered, and share your thoughts. Visit www.GrandCountyEMS.com for more info.

DEMAND CONTINUES TO GROW



Calls for service to Grand County EMS continue to rapidly increase and are projected to double by 2027 compared to 2015.

Aug 18
10pm
Church
ter Dr.

Telluride Hospital District

RURAL HEALTHCARE IS STRUGGLING
TELLURIDE IS NO EXCEPTION | SUPPORT LOCAL HEALTHCARE



- 30% of staff are paid below the mid-range
- Upwards of 400% increases in life-saving medications
- Medicare only reimburses up to 30% of costs

TMC IS AT A FINANCIAL CROSSROADS

FIND OUT HOW WE PLAN TO MAINTAIN OUR LEVEL OF CARE

[LEARN MORE](#)

OUR LOCAL HEALTHCARE IS AT RISK

Quick Facts

- Rural healthcare across Colorado and the nation is struggling to survive.
- Locally, TMC is operating at a loss of over \$1 million annually.
- This is a trend that will continue without serious intervention.

The Context

- The high cost of living makes it challenging to attract and retain qualified staff.
- Medicare only reimburses a small portion of costs for patients 65 and older, leaving us to cover a significant financial gap.
- TMC cannot be classified as a hospital, so we don't receive insurance reimbursements for critical supplies, medications, and treatments.

A Note from Paul Reich, Chair of the Board of Directors Telluride Hospital District

We're working diligently to find a sustainable solution. The community relies on TMC every single day for quality primary, behavioral, and emergency and trauma healthcare. We want to continue to be there when you need us – and we're looking at ways to broaden our mission of providing affordable, exceptional medical care that improves the health and quality of life for those in our community.

What Are Our Options?

This is not a temporary challenge, so we need a sustainable revenue stream. The Board of Directors may ask voters to consider a **4.25 mill increase** in property taxes this November, which would raise **\$3.9 million annually**.

This means property owners would pay an **additional \$24/month on a \$1 million home**. The additional property tax revenue would cover the immediate \$1.5 million shortfall and improve our care, which may include the following annual investments:

- \$940,000 in 2024 and \$685,000 in following years – employee recruitment and retention
- \$500,000 – technology upgrades/security
- \$350,000 – improved clinical/patient access
- \$250,000 – employee housing and stipends
- \$250,000 – capital improvements (facilities, equipment, etc.)
- \$100,000 – facility services (maintenance, professional cleaning, etc.)

For more information, including a property tax calculator to help you find out what this potential property tax increase means for you, please visit tellmed.org/sustainability.



Securing Financial Sustainability for Our Local Healthcare

Like rural healthcare across Colorado, and the nation, the Telluride Regional Medical Center (TMC) is facing serious financial challenges. We've operated at a loss of over \$1 million the past two years – a trend that will continue without serious intervention.



What's Behind the Financial Situation?

Years of competitive wage increases for medical professionals, declining insurance reimbursements, and rising costs are contributing to this unsustainable situation.

- Relentless inflation and the high cost of living makes it more costly every year to hire and retain qualified staff.
- Medicare only reimburses 30% of costs for our patients 65 & older, leaving us to cover a significant financial gap.
- TMC cannot be classified as a hospital, so we don't receive insurance reimbursements for critical supplies, medications, and treatments.



What's at Stake for the Community?

We don't want to make hard decisions that will impact our patients & providers, but we may be forced to look at:

- Reducing primary care to only 2 or 3 providers during the week.
- Limiting the number of Medicare patients (65+) we can treat.
- Decreasing the number of nurses working at a given time.
- Reducing and/or eliminating resources in our Emergency Department.

Because this community relies on TMC every single day for quality primary, behavioral, and emergency and trauma healthcare, we must explore every option. I don't want to be forced to make tough decisions that would negatively affect our patients and our providers – all of whom are members of our community. I believe we'll come together to find a sustainable solution. We have to.

– Dr. Diana Koelliker
Interim CEO and Director, Trauma and Emergency Services



What Are Our Options?

Because this is not a temporary challenge, the most effective means to financial sustainability is an increased and ongoing revenue stream. The Board of Directors of the Telluride Hospital District (the governing body of the Medical Center) may ask voters to consider a **4.25 mill increase in property taxes** this November which would raise **\$3.9 million annually**. **This means property owners would pay an additional \$18/month on a \$750,000 home.**

- The additional property tax revenue would cover the \$1.5 million annual shortfall and broaden/improve our care, to include the following annual investments:
 - \$940,000 in 2024 and \$685,000 in following years – employee recruitment and retention
 - \$500,000 – technology upgrades/security
 - \$350,000 – improved clinical/patient access
 - \$250,000 – employee housing and stipends
 - \$250,000 – capital improvements (facilities, equipment, etc.)
 - \$100,000 – facility services (cleaning, etc.)

For more information, including a property tax calculator to help you find out what this potential property tax increase means for you, please visit tellmed.org/sustainability

Comprehensive Timeline

PROJECTS	AUDIENCE	Phase I		Phase II				Phase III (TBD)	
		December	January	February	March	April	May	June	July
Strategy, Research + Framing									
Aligning SMFR leadership	Internal								
Budget spend/cut exercise	Internal								
Core Team	Internal								
Wider Team	Internal								
Public Surveys									
Draft survey #1	District wide								
Field survey #1	District wide								
Draft survey #2	District wide								
Field survey #2	District wide								
Present survey results	District leadership; stakeholders; public								
Stakeholder Outreach									
Individual interviews + share results	Up to 12 key stakeholders								
SMFR meetings + presentations	All stakeholders								
SMFR meetings + presentations	All stakeholders								
Communications									
Website launch	Public								
Collateral (fact sheet + FAQ)	Public								
Website updates	Public								
Social media	Public (followers)								
SMFR platforms (newsletter, etc.)	Public								
Community Outreach / Public Input									
Engagement tools added to website	Public								
SMFR meetings + presentations	Public								
SMFR attendance at community events	Public								

Introduction: Magellan Strategies

- Public Opinion research firm specializing in measuring and understanding resident and voter opinion for local governments, special districts, and other policy organizations.
- Conducted more than 1,000 ballot measure surveys in Colorado since 2007.
- Experts in understanding what is needed to pass a ballot measure, no matter the demographics.

Survey Methodology

- Utilize MMS text invitations to participate in an online survey.
 - Paired with the logo of the fire district, helps promote validity of survey.
- Enhanced voter file databases.
 - Allows for larger sample sizes.



Hello, the Roaring Fork Fire Rescue Authority invites you to participate in an important survey regarding a potential ballot measure to fund the Roaring Fork Fire Rescue Station #42, El Jebel fire station expansion, training, maintenance facilities, and employee housing. We want to know your opinion, and your answers will influence important decisions. Please make your voice heard. Your answers will remain strictly anonymous and confidential. Let's get started. [LINK]

Table 2

T2. Do you think Arapahoe County has the financial resources to provide an acceptable level of county services, projects, and programs to county residents for the foreseeable future?

	Gender-Marital							Age-Gender												
	TOTAL	Men	Men Marr	Men Sing	Wom	Wom Marr	Wom Sing	18-34	35-44	18-44	18-44 Men	18-44 Wom	45-54	55-64	45-64	45-64 Men	45-64 Wom	65+	65+ Men	65+ Wom
TOTAL	2017	944	583	319	1063	520	448	545	363	908	459	440	343	343	686	305	380	424	180	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Yes	1007	549	361	166	450	224	197	262	172	434	254	172	165	178	343	182	160	231	113	118
	49.9	58.2	61.9	51.9	42.3	43.0	44.1	48.0	47.5	47.8	55.4	39.1	48.2	51.8	50.0	59.6	42.2	54.5	62.9	48.3
Total No	594	237	131	94	356	159	154	165	113	279	120	158	114	97	211	85	126	104	32	72
	29.4	25.1	22.5	29.6	33.5	30.6	34.3	30.3	31.2	30.7	26.1	35.8	33.3	28.2	30.8	27.9	33.1	24.6	17.9	29.7
Unsure or No Opinion	416	157	91	59	257	137	97	118	77	195	85	110	63	69	132	38	93	88	35	54
	20.6	16.7	15.6	18.6	24.2	26.4	21.6	21.6	21.3	21.5	18.4	25.0	18.5	20.0	19.2	12.5	24.6	20.9	19.3	22.1
Yes, Definitely	367	228	144	71	137	60	61	86	70	156	109	45	65	72	137	77	59	74	42	32
	18.2	24.1	24.8	22.4	12.9	11.6	13.6	15.9	19.2	17.2	23.7	10.3	18.8	21.1	20.0	25.3	15.6	17.5	23.2	13.3
Yes, Probably	640	322	217	94	313	163	137	175	102	278	146	127	101	105	206	105	101	156	71	85
	31.7	34.1	37.2	29.5	29.5	31.4	30.5	32.2	28.2	30.6	31.7	28.9	29.3	30.7	30.0	34.3	26.6	36.9	39.6	35.0
No, Definitely Not	129	56	24	29	74	33	31	40	25	65	35	29	29	23	53	17	35	12	3	9
	6.4	5.9	4.1	9.2	6.9	6.4	6.8	7.4	6.8	7.1	7.7	6.6	8.6	6.8	7.7	5.7	9.3	2.9	1.7	3.8
No, Probably Not	464	181	107	65	282	126	123	125	89	214	84	129	85	73	158	68	91	92	29	63
	23.0	19.2	18.4	20.4	26.5	24.2	27.5	23.0	24.5	23.6	18.4	29.2	24.7	21.4	23.1	22.2	23.9	21.8	16.2	25.9

Survey Deliverables



Magellan Strategies

Arapahoe County Ballot Measure Survey Topline Results

Magellan Strategies is pleased to present the topline results of a survey of 2,017 voters in Arapahoe County, Colorado. The interviews were conducted from May 21st to June 3rd, 2024. This survey has a margin of error of +/- 2.18% at the 95 percent confidence interval. The survey data were weighted to represent the voter turnout demographics of a presidential election year for Arapahoe County.

T1. First, could you please verify that you are at least 18 years old and a resident of Arapahoe County, Colorado?

Yes100%

T2. Do you think Arapahoe County has the financial resources to provide an acceptable level of county services, projects, and programs to county residents for the foreseeable future?

Total Yes50%
 Total No29%
 No Opinion21%

Yes, Definitely18%
 Yes, Probably32%

No, Definitely Not6%
 No, Probably Not23%



Arapahoe County Ballot Measure Survey

May 21st to June 3rd, 2024



ARAPAHOE COUNTY



Fundamental Steps to Developing a Ballot Measure Survey

Step 1: Knowing Your Voter Registration and Turnout Demographics

County	Registration		2023		2022		2021		2020	
Douglas	210,985	47.9%	97,771	51.1%	131,717	47.9%	86,364	48.9%	162,230	46.4%
Arapahoe	202,508	45.9%	81,316	42.5%	124,775	45.3%	78,472	44.5%	164,568	47.1%
Jefferson	27,348	6.2%	12,250	6.4%	18,733	6.8%	11,696	6.6%	22,961	6.6%
Total	440,841	100.0%	191,337	100.0%	275,225	100.0%	176,532	100.0%	349,759	100.0%
Municipality	Registration		2023		2022		2021		2020	
Centennial	86,245	19.6%	38,172	20.0%	56,520	20.5%	35,853	20.3%	71,580	20.5%
Parker	47,423	10.8%	18,560	9.7%	26,787	9.7%	16,195	9.2%	34,857	10.0%
Littleton	36,818	8.4%	15,265	8.0%	23,229	8.4%	15,023	8.5%	29,781	8.5%
Greenwood Village	12,858	2.9%	5,648	3.0%	8,290	3.0%	6,090	3.4%	10,573	3.0%
Castle Pines	12,498	2.8%	6,552	3.4%	7,890	2.9%	5,351	3.0%	8,065	2.3%
Lone Tree	12,147	2.8%	5,346	2.8%	7,402	2.7%	5,345	3.0%	9,519	2.7%
Cherry Hills Village	5,327	1.2%	2,510	1.3%	3,934	1.4%	2,521	1.4%	4,681	1.3%
Columbine Valley	1,485	0.3%	890	0.5%	1,116	0.4%	736	0.4%	1,166	0.3%
Aurora	790	0.2%	317	0.2%	435	0.2%	987	0.6%	2,785	0.8%
Bow Mar	725	0.2%	406	0.2%	560	0.2%	399	0.2%	689	0.2%
Foxfield	656	0.1%	353	0.2%	489	0.2%	333	0.2%	589	0.2%
Lakewood	131	0.0%	56	0.0%	89	0.0%	58	0.0%	116	0.0%
Unincorporated	223,738	50.8%	97,262	50.8%	138,484	50.3%	87,641	49.6%	175,358	50.1%
Total	440,841	100.0%	191,337	100.0%	275,225	100.0%	176,532	100.0%	349,759	100.0%
Sex	Registration		2023		2022		2021		2020	
Female	225,556	51.2%	99,558	52.0%	142,843	51.9%	91,506	51.8%	182,076	52.1%
Male	215,286	48.8%	91,780	48.0%	132,382	48.1%	85,026	48.2%	167,683	47.9%
Total	440,841	100.0%	191,337	100.0%	275,225	100.0%	176,532	100.0%	349,759	100.0%
Age Group	Registration		2023		2022		2021		2020	
18-34	124,695	28.3%	25,912	13.5%	49,757	18.1%	23,070	13.1%	85,849	24.5%
35-44	77,631	17.6%	28,850	15.1%	45,919	16.7%	26,664	15.1%	61,061	17.5%
45-54	75,811	17.2%	35,792	18.7%	54,418	19.8%	34,248	19.4%	68,230	19.5%
55-64	68,794	15.6%	38,028	19.9%	52,920	19.2%	36,693	20.8%	62,336	17.8%
65+	93,910	21.3%	62,755	32.8%	72,211	26.2%	55,857	31.6%	72,283	20.7%
Total	440,841	100.0%	191,337	100.0%	275,225	100.0%	176,532	100.0%	349,759	100.0%
Party	Registration		2023		2022		2021		2020	
Unaffiliated	216,798	49.2%	79,490	41.5%	114,040	41.4%	65,749	37.2%	138,363	39.6%
Democrat	97,884	22.2%	47,619	24.9%	69,857	25.4%	45,945	26.0%	90,188	25.8%
Republican	118,955	27.0%	62,366	32.6%	88,315	32.1%	63,205	35.8%	116,731	33.4%
Libertarian	4,043	0.9%	1,303	0.7%	2,230	0.8%	1,260	0.7%	3,325	1.0%
Other	3,161	0.7%	559	0.3%	783	0.3%	373	0.2%	1,152	0.3%
Total	440,841	100.0%	191,337	100.0%	275,225	100.0%	176,532	100.0%	349,759	100.0%

Fundamental Steps to Developing a Ballot Measure Survey Continued

Step 2: Ask relevant questions measuring the environment and the “uninformed” ballot test.

- Do you approve or disapprove of the job the Roaring Fork Fire Rescue Authority does to provide fire protection, fire suppression, and emergency medical care to the communities they serve?
- Do you agree or disagree with the following statement? *“The Roaring Fork Fire Rescue Authority is fiscally responsible and spends taxpayer money wisely.”*
- Do you think fire risk in your area has increased, stayed about the same, or declined in the past couple of years?

Basalt & Rural Fire Protection District Uninformed Ballot Measure



Following is the language for a potential ballot measure in the Basalt and Rural Fire Protection District that would increase district debt of approximately \$26 million to construct and remodel the current Roaring Fork Fire Rescue Station #42, El Jebel. After reading it, please indicate if you would vote yes and approve it or vote no and reject it.

SHALL BASALT AND RURAL FIRE PROTECTION DISTRICT DEBT BE INCREASED \$26 MILLION, WITH A REPAYMENT COST OF UP TO \$42 MILLION, AND SHALL DISTRICT TAXES BE INCREASED \$2.1 MILLION ANNUALLY TO PAY SUCH DEBT, SUCH DEBT TO BE USED FOR CAPITAL IMPROVEMENTS OF THE DISTRICT, INCLUDING:

EXPANSION, RENOVATION, AND MODERNIZATION OF FIRE STATION 42 IN EL JEBEL, INCLUDING ADDING CREW QUARTERS TO ALLOW ADDITIONAL 24-HOUR STAFFING AND RESPONSE CAPABILITY, AND ADDING TRAINING AND MAINTENANCE FACILITIES AND EMPLOYEE HOUSING;

SUCH DEBT TO BE EVIDENCED BY THE ISSUANCE OF GENERAL OBLIGATION BONDS OR ANY OTHER MULTIPLE YEAR FINANCIAL OBLIGATION OF THE DISTRICT; SUCH BONDS TO BE SOLD IN ONE SERIES OR MORE, FOR A PRICE ABOVE OR BELOW THE PRINCIPAL AMOUNT OF SUCH SERIES, ON TERMS AND CONDITIONS, AND WITH SUCH MATURITIES AS PERMITTED BY LAW AND AS THE DISTRICT MAY DETERMINE, INCLUDING PROVISIONS FOR REDEMPTION OF THE BONDS PRIOR TO MATURITY WITH OR WITHOUT PAYMENT OF THE PREMIUM OF NOT TO EXCEED THREE PERCENT; AND SHALL SUCH TAX REVENUES AND THE EARNINGS FROM THE INVESTMENT OF SUCH BOND PROCEEDS AND TAX REVENUES BE COLLECTED, RETAINED AND SPENT AS A VOTER APPROVED REVENUE CHANGE UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

Knowing this information, if an election were being held today, would you vote yes and approve the bond measure to construct and remodel the current Roaring Fork Fire Rescue Station #42, El Jebel, or would you vote no and reject it?

Fundamental Steps to Developing a Ballot Measure Survey Continued

Step 3: Tell your story! Educate and inform voters why this ballot measure is being considered and how the funds will be spent.

- Give voters the information and details of what this money would be used for.
- The survey can include images and graphs, not only telling your story, but showing it.

Step 4: Measure changes in opinion and understand why voters are supporting or opposing the ballot measure.

- Once voters have heard your story, the survey will ask them again if they would vote yes or no on the ballot measure, did the information move their opinion?
- What information had the largest impact on specific voters subgroups.
- Ask voters WHY? Why they would vote yes or vote no?

Fundamental Steps to Developing a Ballot Measure Survey Continued

Step 5: Developing clear, specific, informative ballot language voters will understand.

- The survey will show a path to victory in November, and will explain what voters would support and why.

Thank you!

