

Stakeholder Revenue Presentation Feedback	
Themes	Details
Marketing recommendations	Don't refer generally to "staff" - break out types, services; show as a % of budget
	Use heart attack as example of how we utilize each person
	Tie revenue needs to services that will benefit voters
	Inclue CRR services, success
	Focus on need for equipment replacement, explain cycles
	Highlight cost saving measures taken
	Public health program very popular to stakeholders
	Focus on infrastructure
	Focus on homeless
	Lack of debt
	Include rising employee costs, not just equipment/capital
	Align w/ JeffCo who is also starting significant wildfire program expansion
	Explain mill levies
Property tax preference	Democrats, cities, counties
	Sales tax is more regressive
	Some cities have a high property tax
	Support from Aurora, Lone Tree, Parker, Centennial
	Support from developers within Denver South
	Sales tax revenue is flattening
Sales tax concerns	Need to leave room for city to increase their tax if needed
	Some cities have expiring tax that will need to be renewed
	Increased sales = stronger economy = increased property values
	Opposition letter from Aurora, Lone Tree, Parker, Centennial
	Consumer sensitivity to sales tax rates
	Significant need to evaluate and manage sales tax, which can vary frequently
	Partner with cities, counties instead of compete
Questions raised	When did we see this coming
	Do you have too many people (several standing around on emergency scenes)
	Why do we send an engine and medic (or more) to medical calls
	What proactive steps have you already taken to reduce costs, increase efficiency
	Demographics of district employees
	Cost/FF/Year, compare to others
	Cost/Capita, compare to others
	Population growth since 2019
	What happened to 2024 property tax increase
	Can we ask for a combination of property/sales tax
Perceptions	Union contract has caused this issue
	We have very nice equipment, stations, vehicles, etc.
Additional uncertainties discussed during presenations	Medicaid/Medicare funding
	Tarrifs
	Annual statewide growth
	Property tax limit (Cap)
New growth	Apply different mill levies
	My fire station' or 'my area' vs overall district resources/deployment capabilities
	Explain contribution of new growth to revenue increase
Other funding suggestions	Debt
	Impact fees
	Capital vs operating separation
	Fines
Possible endorsements	Cherry Hills Village
	Jefferson County
	Denver South
	Developers



Why is firefighter appearance and professionalism not being prioritized?

0 votes | 28 views | ⋮

Anonymous asked a month ago | Question asked to Fire Chief John Curtis

At the fire muster SMFR was the worst / improperly dressed of the on-duty firefighters and NFPA 1403 was completely ignored during the live fire demonstration. No safety officer, no back up line, no water supply, engineer dressed in shorts, t-shirt and a helmet with a crowd of children 20 feet away from a class a burn. Public visits are appreciated since we don't see them as much after Littleton became south metro, but funding and gear are available now and not being utilized appropriately.

Do you like this question?

👍 0



Fire Chief John Curtis

Replied a month ago

Answer

Thank you for taking the time to share your concerns. South Metro Fire Rescue is committed to maintaining the highest standards of safety and professionalism, both on emergency scenes and during public demonstrations.

We take feedback like yours seriously and are reviewing the details of the event to ensure alignment with safety protocols, including NFPA 1403. Public engagement events are an important opportunity for us to connect with our community, and they must be conducted with the same attention to safety as any other operation.

We appreciate you bringing this to our attention and will address it internally to ensure continuous improvement moving forward.

Was this answer helpful?

👍 0

Remove

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SMFR SUPPORT & PROPERTY TAXES

0 votes | 27 views | ⋮

Anonymous asked a month ago | Question asked to Fire Chief John Curtis

My property taxes in Douglas County have increased substantially by more than 40% over the past 2 years. To what extent has SMFR seen a commensurate increase in funding? Why is yet another property tax increase required?

Do you like this question?

👍 0



Fire Chief John Curtis

Replied a month ago

Answer

Appreciate the question. It seems logical that as your taxes go up, South Metro Fire Rescue would receive more funding. But that's not the case. Even with increased home values, South Metro is receiving less money per property than in previous years. Additionally, due to a new state law, we're anticipating a \$16 million annual shortfall starting next year. This is on top of increasing calls and demand for emergency services. And just like homeowners, inflation has hit us hard. Our costs continue to rise. It's critical to us that we maintain the quality level of service we're able to deliver and need to be proactive about securing a sustainable financial future.

Was this answer helpful?

👍 1

Remove

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Response question

0 votes | 31 views | ⋮

Anonymous asked a month ago | Question asked to Fire Chief John Curtis

Why does south metro respond to West Douglas as a primary response/initial dispatch? I understand mutual aid but it seems south metro is supplementing services and leaving the SMFR district uncovered (or longer response times) to areas like Castle Pines, Sterling Ranch and Castle Pines Village to provide services to an area that has a volunteer fire department and I don't believe SMFR charges for this service so what is the benefit for the SMFR tax payer?

Do you like this question?



Fire Chief John Curtis

Replied a month ago

Answer

Thanks for the great question!

We participate in both automatic and mutual aid agreements with neighboring fire departments, including West Douglas County Fire Protection District. These agreements are part of our mission at SMFR to be a good neighbor and regional partner.

We only provides aid on certain types of calls is in West Douglas Fire's jurisdiction. These include medical calls, structure fires, motor vehicle accidents (MVAs) and confirmed brush fires. West Douglas handles all other emergencies on their own.

While SMFR may be dispatched to assist West Douglas as part of these agreements, we have well-established protocols in place to maintain appropriate coverage within our own district - ensuring areas like Castle Pines, Sterling Ranch, and Castle Pines Village remain protected at all times.

The benefit to SMFR taxpayers is that these same agreements ensure we receive immediate support from neighboring agencies when we need it.

Was this answer helpful?



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is the information on this website even truthful? How can 3 different social media sites have 3 different city names for the same house fire?

0 votes | 36 views

Anonymous asked a month ago | Question asked to Fire Chief John Curtis

I'm reaching out to address a concern that unfortunately persists: the continued use of false or misleading information across your official social media sites. How can three different South Metro Fire social media sites have three different city names for the same house fire? X states in Centennial, Facebook in Highlands Ranch & thanks the ACSO support Instagram says Littleton. At this point, I have to ask—what am I supposed to believe is real? Is the information on this website even truthful?

Do you like this question?

👍 0



Fire Chief John Curtis

Replied a month ago

Answer

Hello. We're not quite following this question. Please reach out to our public information office with more detail and they'll be happy to respond. You can email them at piogroup@southmetro.org. Thanks.

Was this answer helpful?

👍 0

Remove

Unpublish

Edit



Why did you spend all that money to buy a tiller?

1 votes | 31 views | ⋮

Anonymous asked 2 months ago | Question asked to John Curtis

Seems like a lot of money to spend on something that's not really needed.

Do you like this question?

👍 1



Fire Chief John Curtis

Replied a month ago

Answer

We appreciate the question. South Metro's new tiller is a specialized fire truck that is essentially a trailer with an aerial ladder pulled by a tractor unit. It has a second driver, so the trailer can be steered independently of the tractor – allowing for easier navigation of narrow streets, buildings with complex access (including multi-story residences), and crowded areas.

The tiller truck replaces both Tower 34 and Heavy Rescue 34 engines, which were scheduled for replacement to meet South Metro's goal of retiring apparatus at the 20+ year mark. Instead of needing two replacements that would cost the department millions of dollars, South Metro combined two pieces of apparatus into one with the new tiller.

We have an educational video that provides more information. You can view it at <https://www.youtube.com/watch?v=fXEJPqmlkEw>.

Was this answer helpful?

👍 0

Remove

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South Metro Fire Rescue Ballot Measure Survey

June 2025

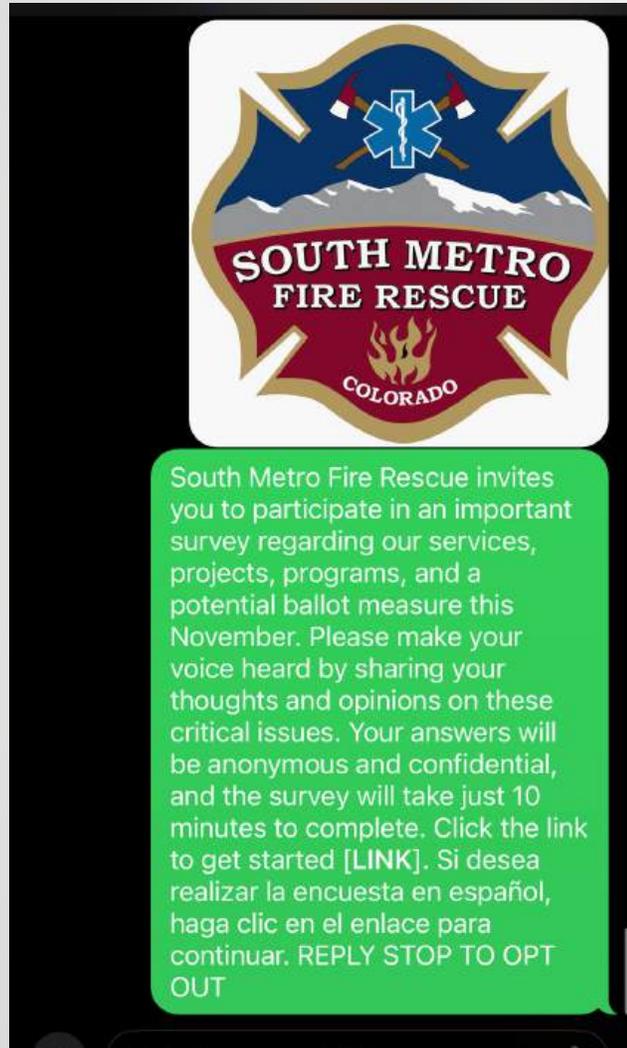


Survey Objectives



- To measure support and opposition for two potential additional funding ballot measures.
- The survey also measured opinion on potential ballot measure to waive the tax limit created by House Bill 24B-1001.
- The survey also measured opinion on information questions regarding the potential ballot measure to waive the tax limit.
- The survey included questions to measure the approval rating and familiarity of services of the district and measured the opinion on the fiscal responsibility of the district.

Methodology



Magellan Strategies is pleased to present the results of a survey of 2,095 registered voters in the South Metro Fire Rescue District. The interviews were conducted from June 18th - 30th, 2025.

The overall survey responses have a margin of error of +/- 2.14% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results are weighted to be representative the voter turnout demographics of an odd-year election cycle in the South Metro Fire Rescue District.

South Metro Fire Rescue Voter Registration & Past 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%

Director District	Registration		2023	
1	62,949	14.0%	21,170	11.2%
2	63,034	14.0%	23,156	12.3%
3	57,068	12.7%	26,275	14.0%
4	65,310	14.5%	27,386	14.5%
5	66,956	14.9%	32,835	17.4%
6	66,046	14.7%	29,396	15.6%
7	67,979	15.1%	28,054	14.9%
Total	449,342	100.0%	188,272	100.0%



South Metro Fire Rescue

Voter Registration & Past Turnout Demographics

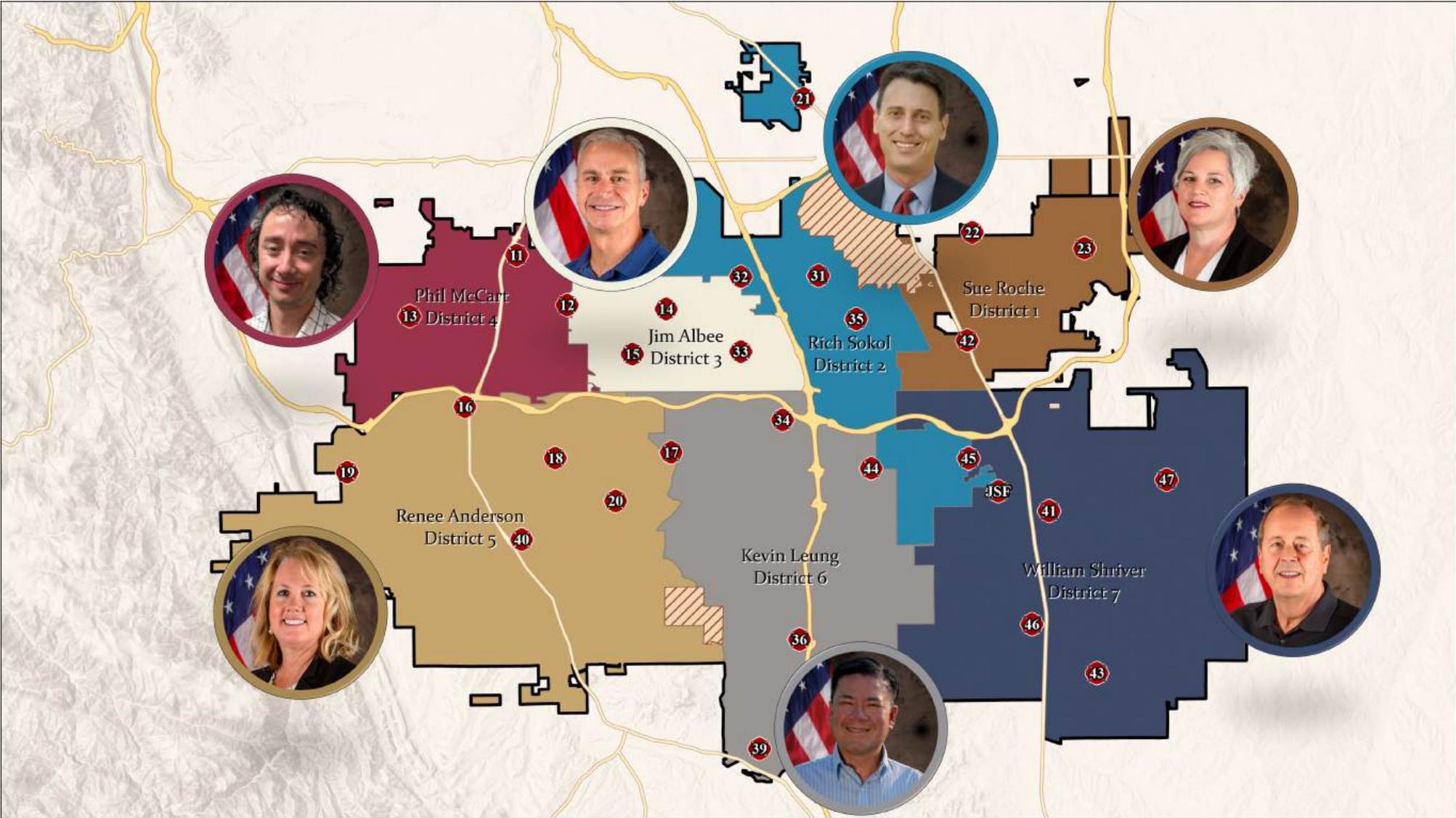
Sex	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	225,556	51.2%	99,558	52.0%	142,843	51.9%	91,506	51.8%	182,076	52.1%
Male	215,286	48.8%	91,780	48.0%	132,382	48.1%	85,026	48.2%	167,683	47.9%
Total	440,841	100.0%	191,337	100.0%	275,225	100.0%	176,532	100.0%	349,759	100.0%

Age Group	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
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	
	Count	%	Count	%	Count	%	Count	%	Count	%
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%



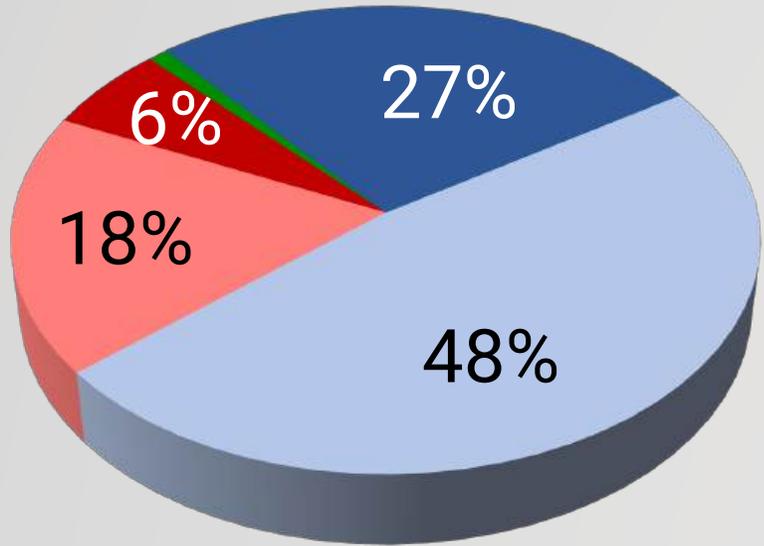
South Metro Fire Rescue Board Districts



How familiar are you with the services provided by South Metro Fire Rescue?

June 2025

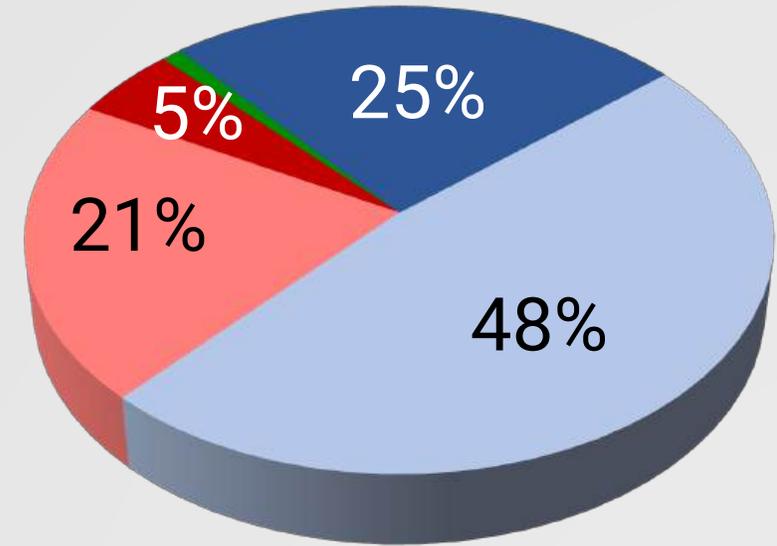
Very & Somewhat 75%



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

Jan./Feb. 2025

Very & Somewhat 73%

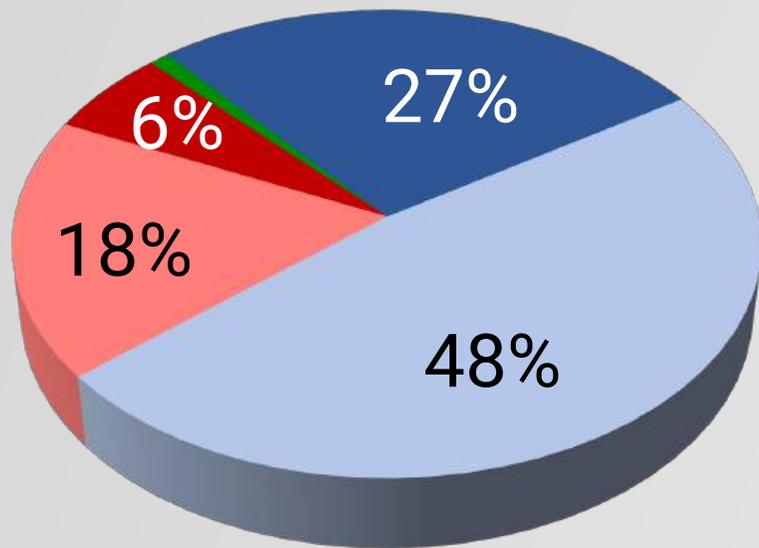


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- Unsure

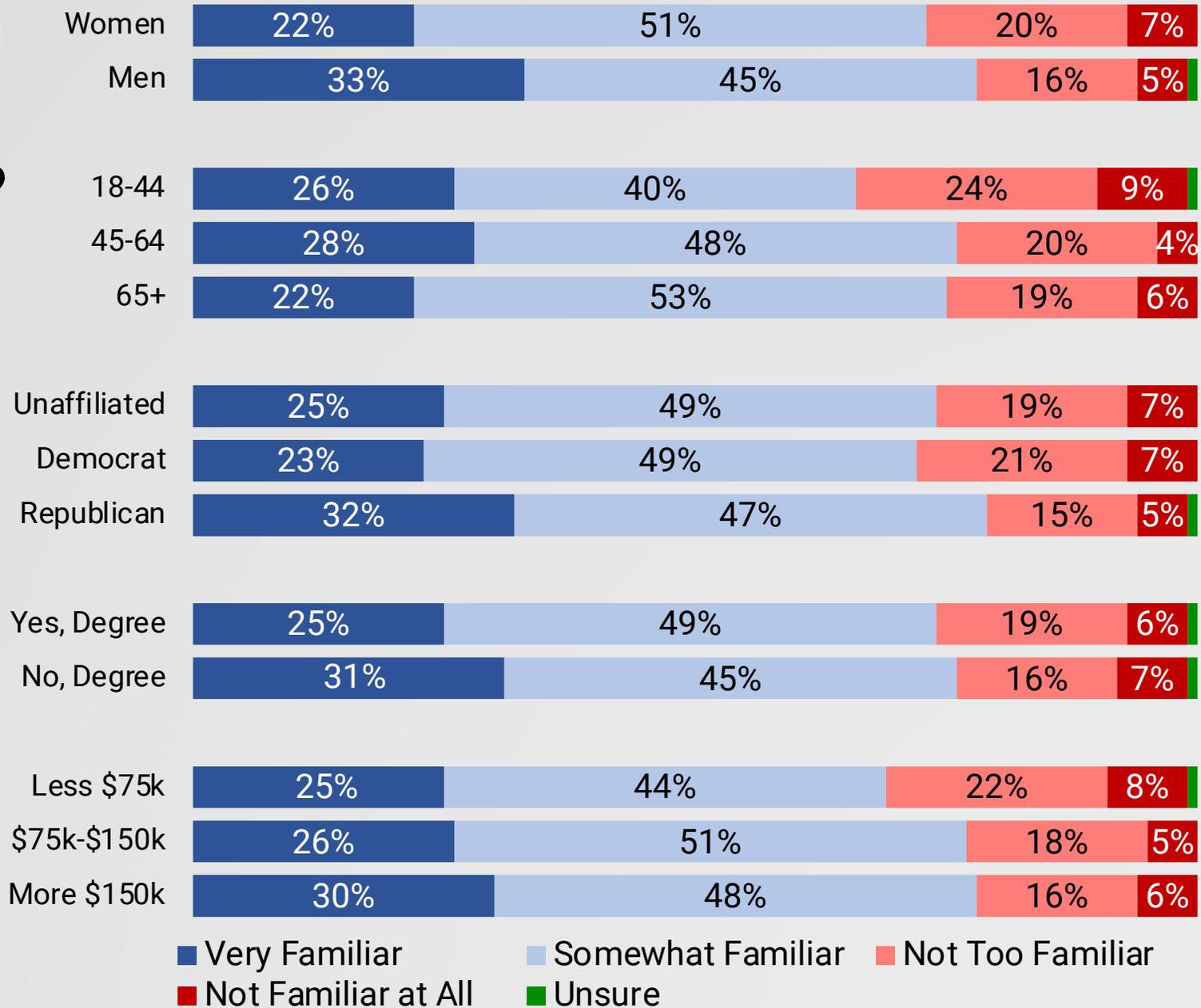


How familiar are you with the services provided by South Metro Fire Rescue?

Very & Somewhat 75%

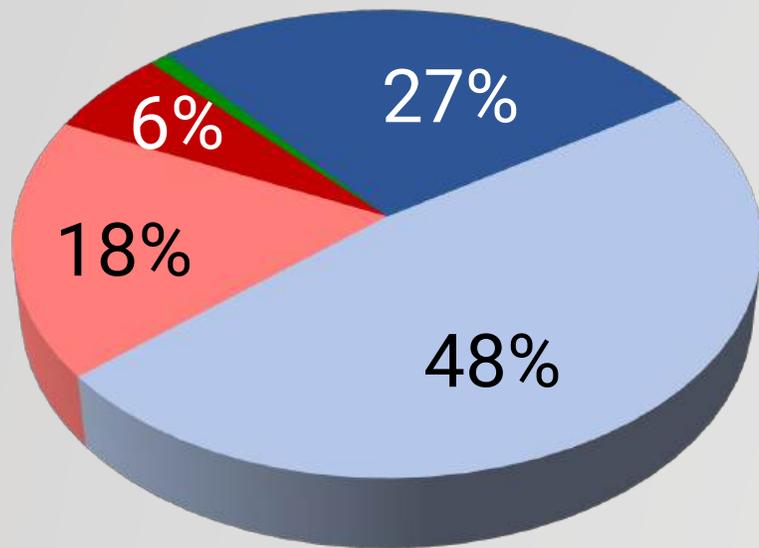


■ Very Familiar ■ Somewhat Familiar
■ Not Too Familiar ■ Not Familiar at All
■ Unsure

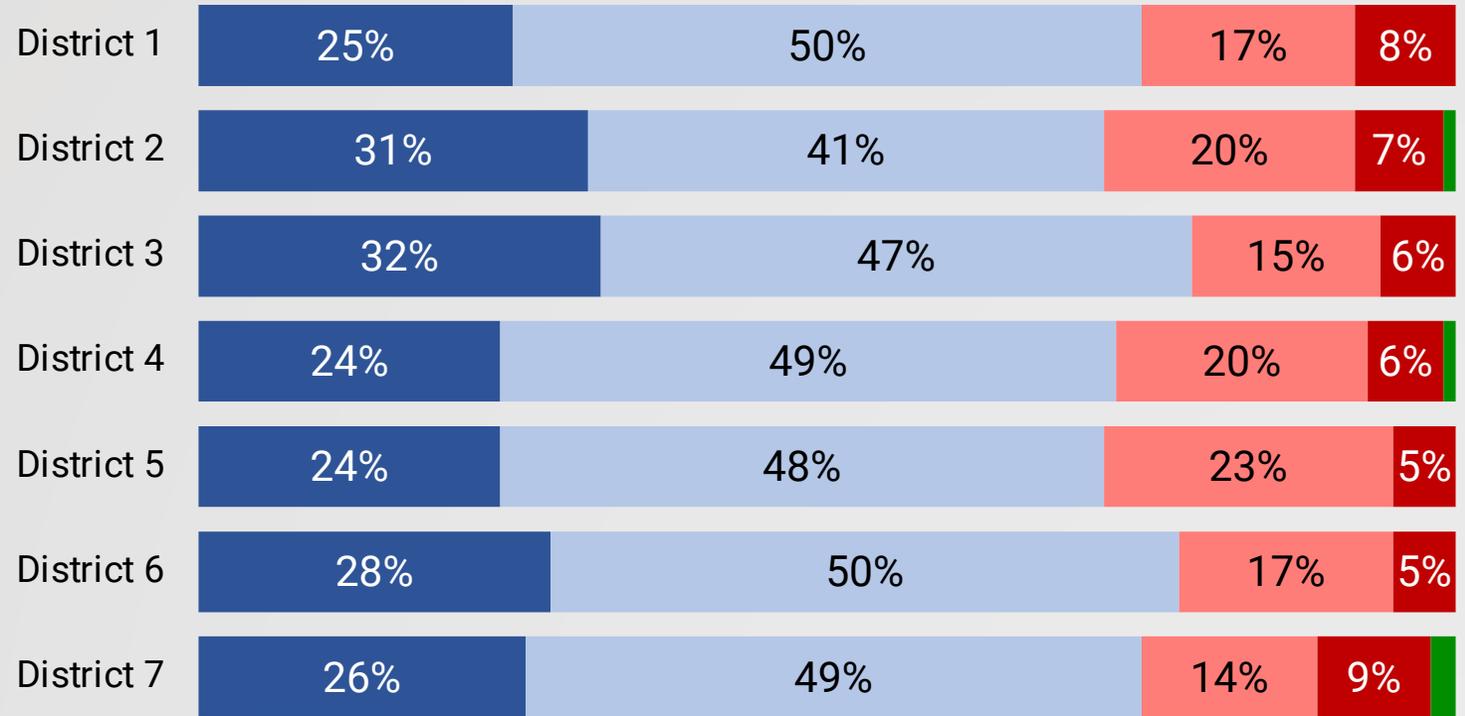
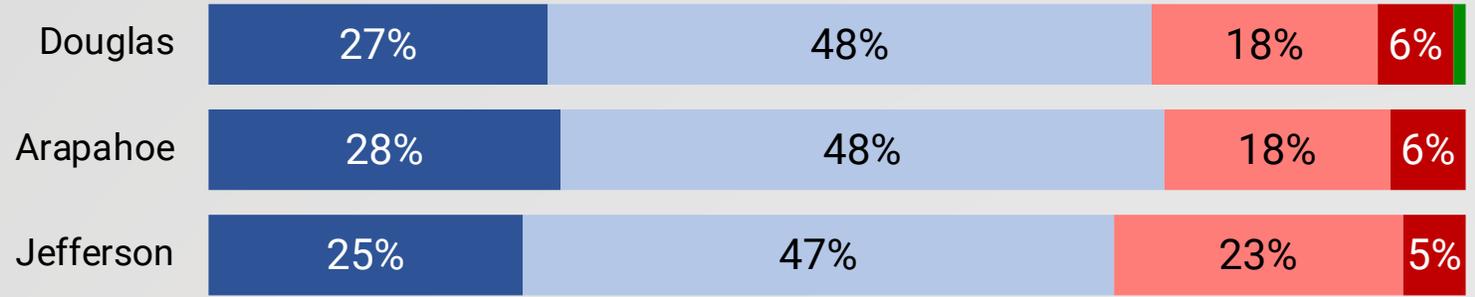


How familiar are you with the services provided by South Metro Fire Rescue?

Very & Somewhat 75%



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



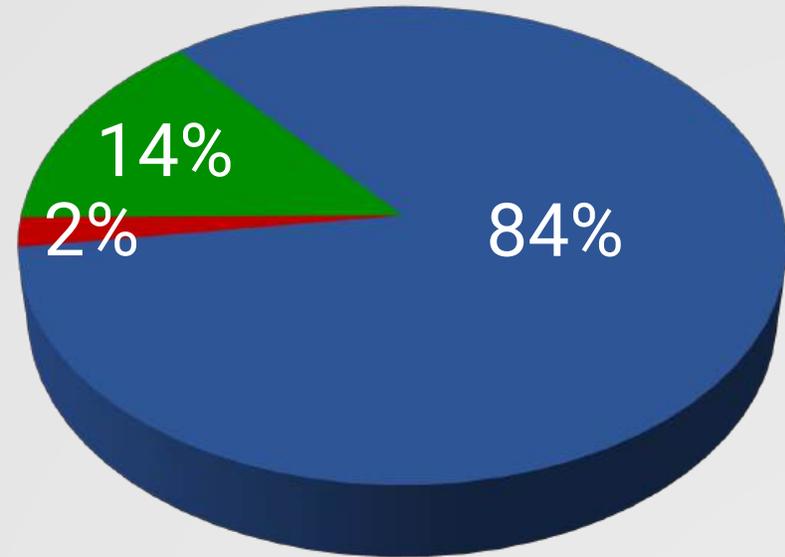
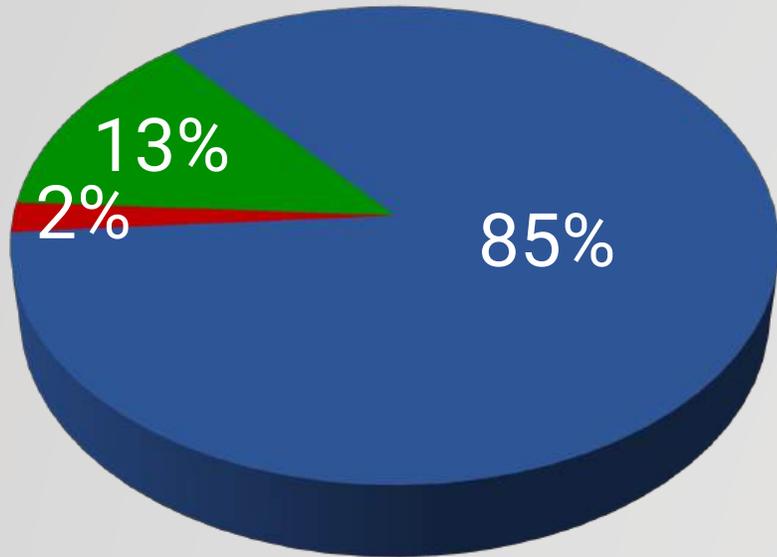
■ Very Familiar ■ Somewhat Familiar ■ Not Too Familiar
■ Not Familiar at All ■ Unsure



Do you approve or disapprove of the job South Metro Fire Rescue is doing providing fire protection, ambulance, and emergency medical services in your community?

June 2025

Jan./Feb. 2025



- Approve
- Disapprove
- Unsure

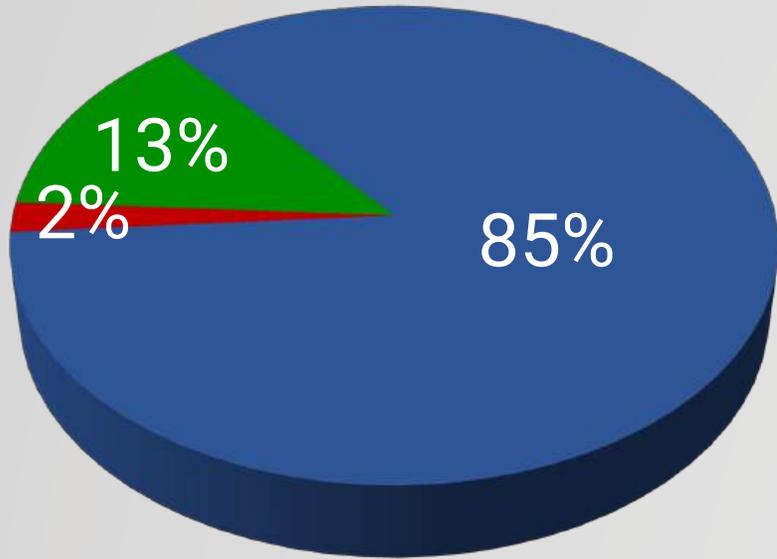
Strongly Approve	68%
Somewhat Approve	17%
Strongly Disapprove	1%
Somewhat Disapprove	1%

- Approve
- Disapprove
- Unsure

Strongly Approve	64%
Somewhat Approve	20%
Strongly Disapprove	1%
Somewhat Disapprove	1%

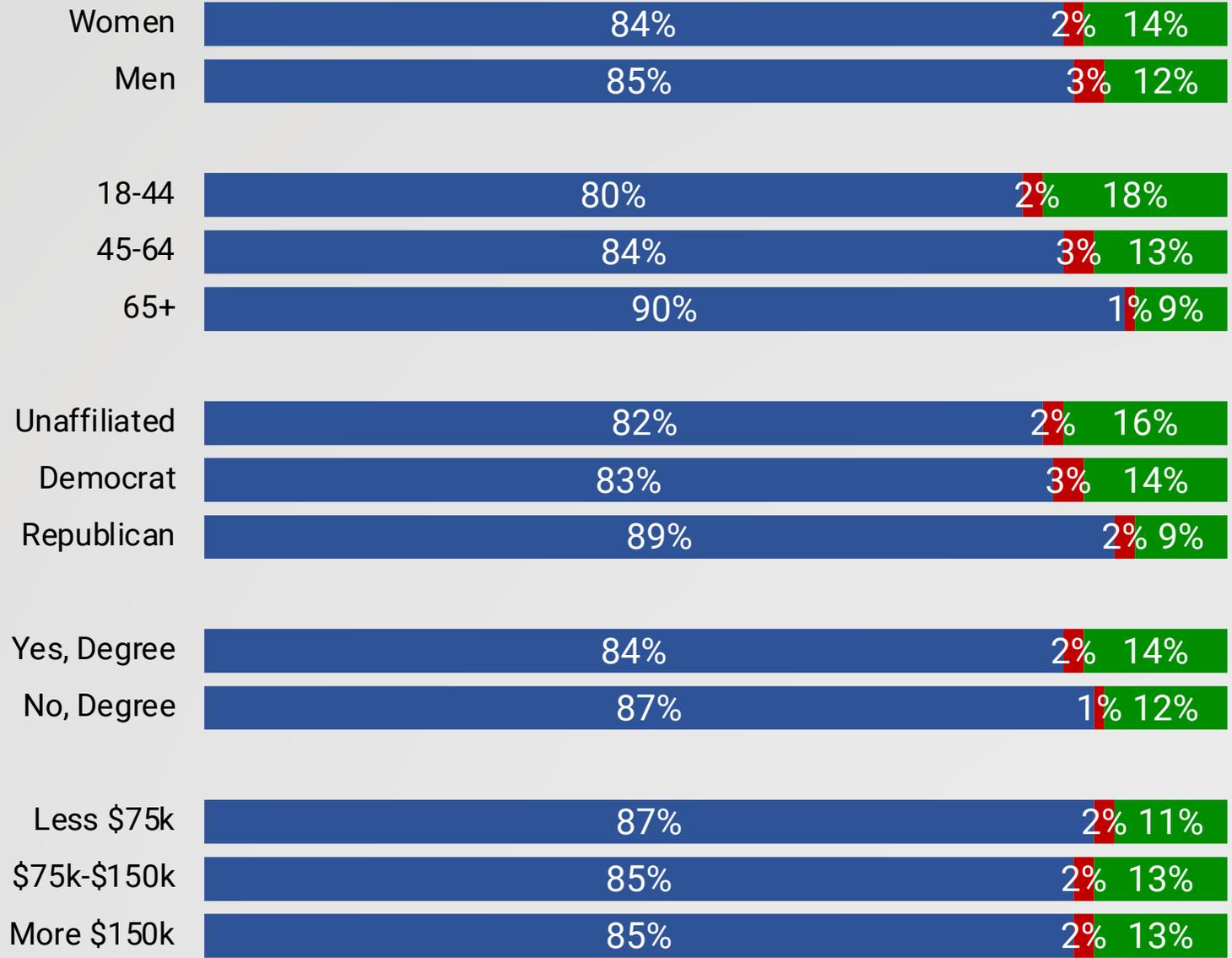


Do you approve or disapprove of the job South Metro Fire Rescue is doing providing fire protection, ambulance, and emergency medical services in your community?



■ Approve
■ Disapprove
■ Unsure

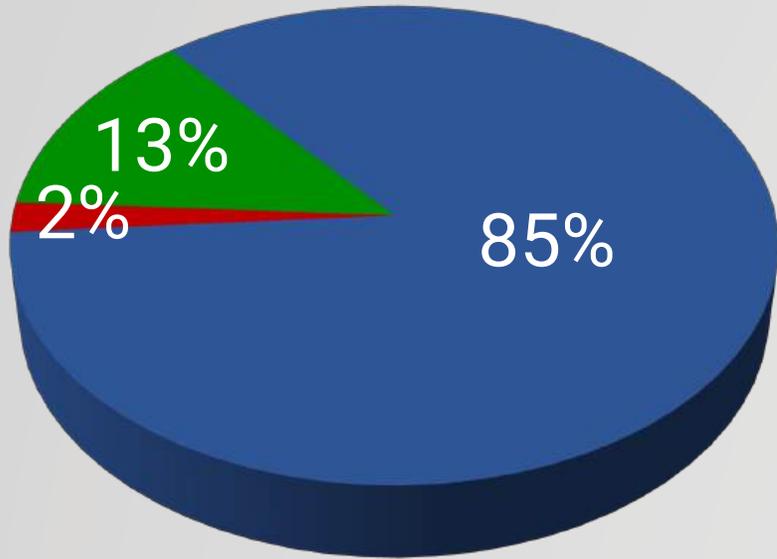
Strongly Approve	68%
Somewhat Approve	17%
Strongly Disapprove	1%
Somewhat Disapprove	1%



■ Approve ■ Disapprove ■ Unsure

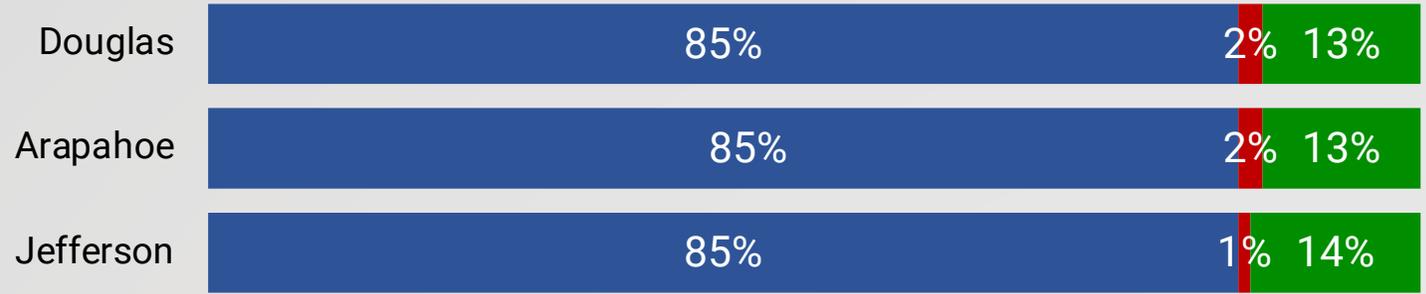


Do you approve or disapprove of the job South Metro Fire Rescue is doing providing fire protection, ambulance, and emergency medical services in your community?



- Approve
- Disapprove
- Unsure

Strongly Approve	68%
Somewhat Approve	17%
Strongly Disapprove	1%
Somewhat Disapprove	1%

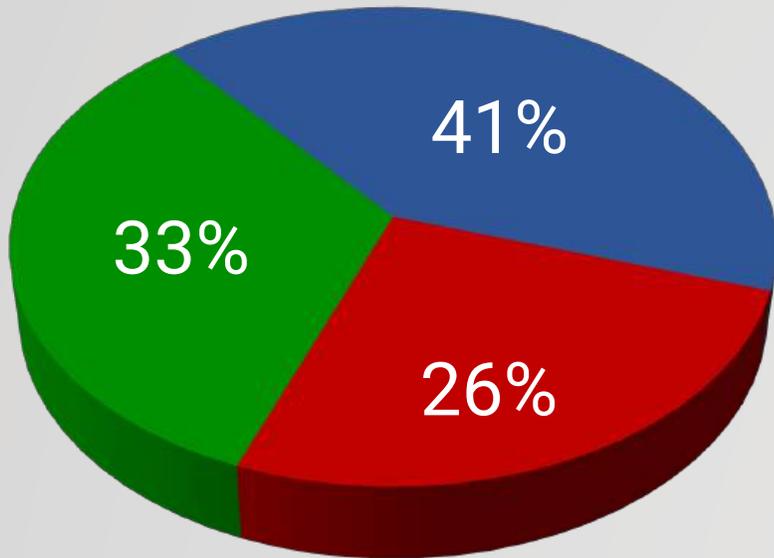


- Approve
- Disapprove
- Unsure



Do you think South Metro Fire Rescue has the financial resources to provide an acceptable level of fire protection, ambulance, and emergency medical services in your community?

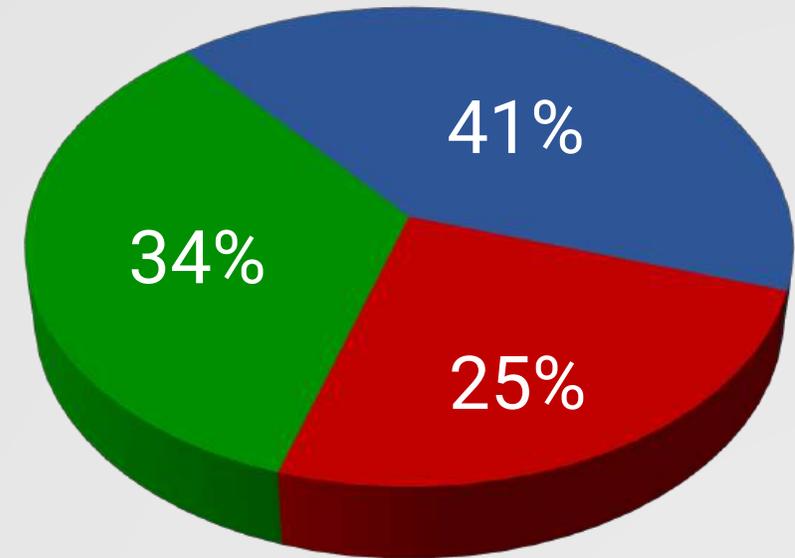
June 2025



- Yes
- No
- Unsure

Yes, Definitely	15%
Yes, Probably	26%
No, Definitely Not	3%
No, Probably Not	23%

Jan./Feb. 2025

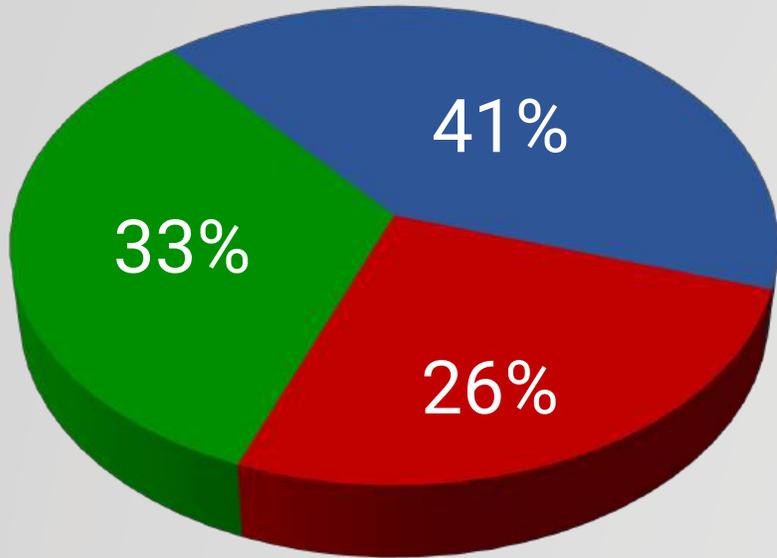


- Yes
- No
- Unsure

Yes, Definitely	15%
Yes, Probably	26%
No, Definitely Not	3%
No, Probably Not	22%

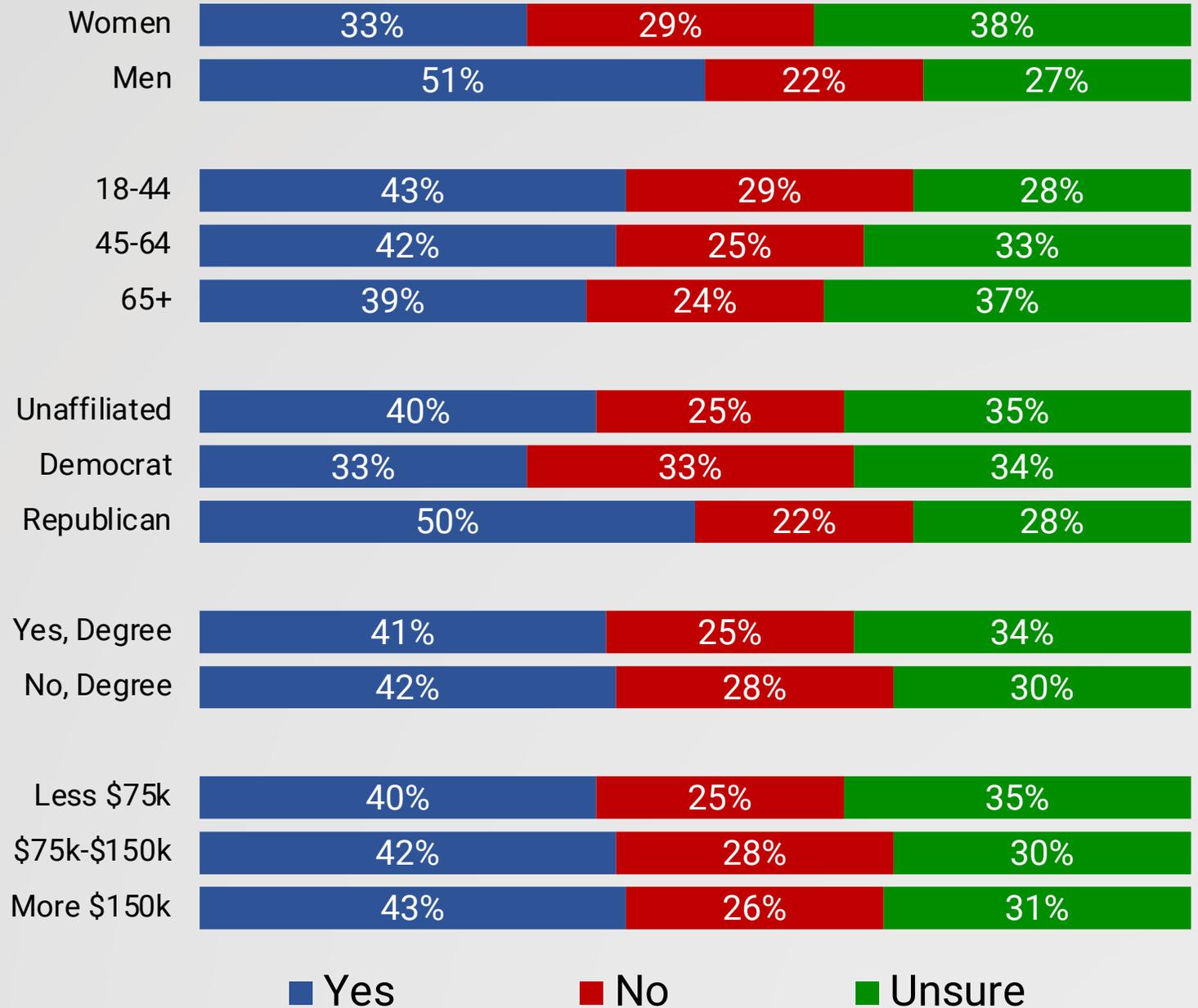


Do you think South Metro Fire Rescue has the financial resources to provide an acceptable level of fire protection, ambulance, and emergency medical services in your community?

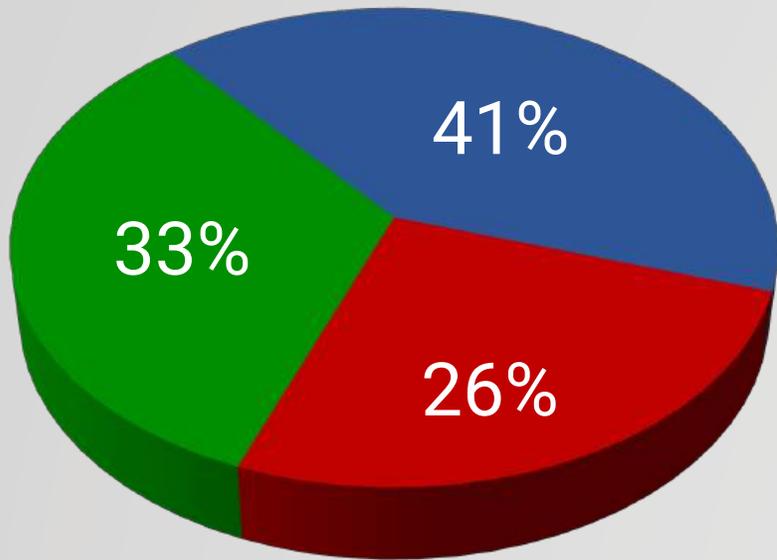


■ Yes
■ No
■ Unsure

Yes, Definitely	15%
Yes, Probably	26%
No, Definitely Not	3%
No, Probably Not	23%

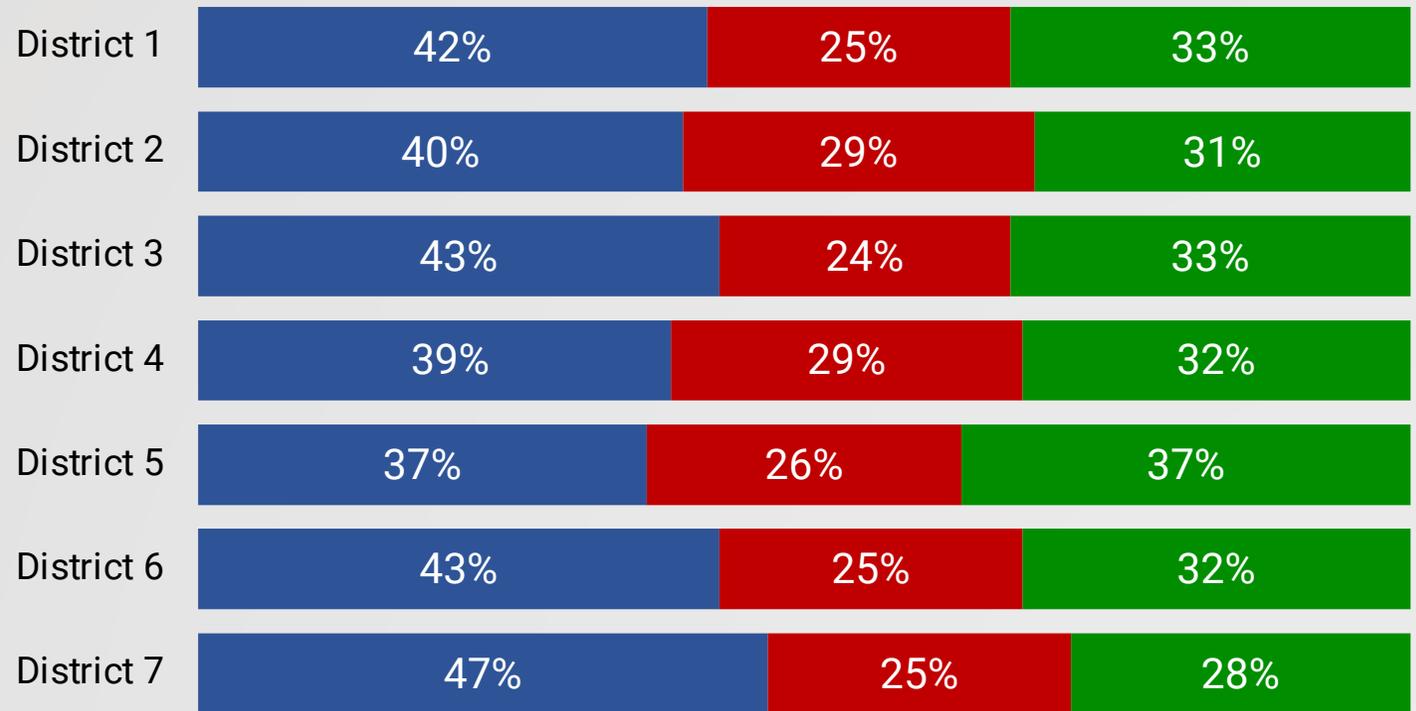
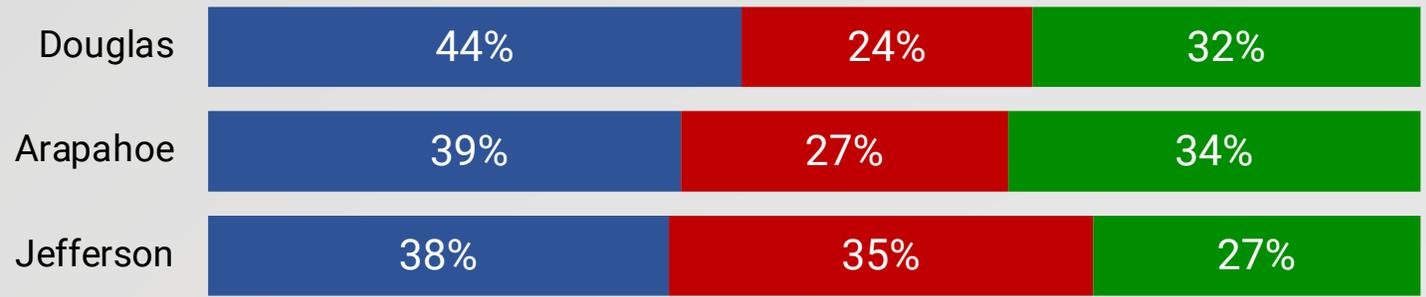


Do you think South Metro Fire Rescue has the financial resources to provide an acceptable level of fire protection, ambulance, and emergency medical services in your community?



■ Yes
■ No
■ Unsure

Yes, Definitely	15%
Yes, Probably	26%
No, Definitely Not	3%
No, Probably Not	23%

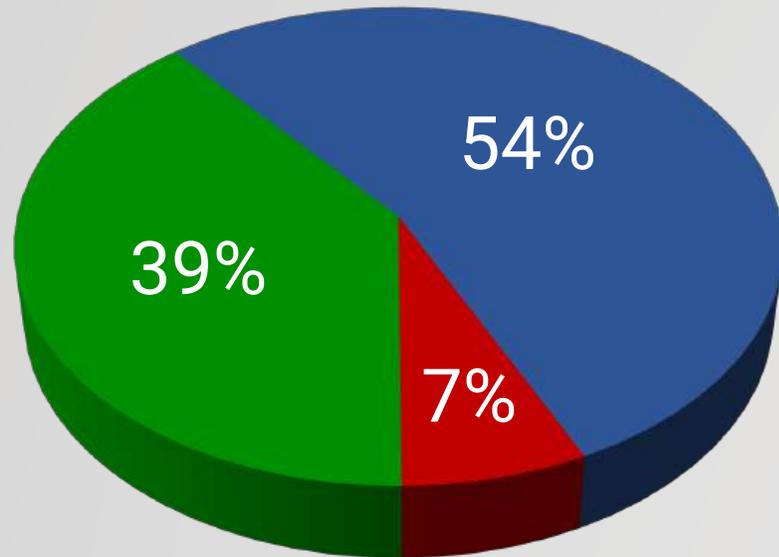


■ Yes ■ No ■ Unsure



Do you agree or disagree with the following statement?
“South Metro Fire Rescue is fiscally responsible and spends taxpayer money wisely.”

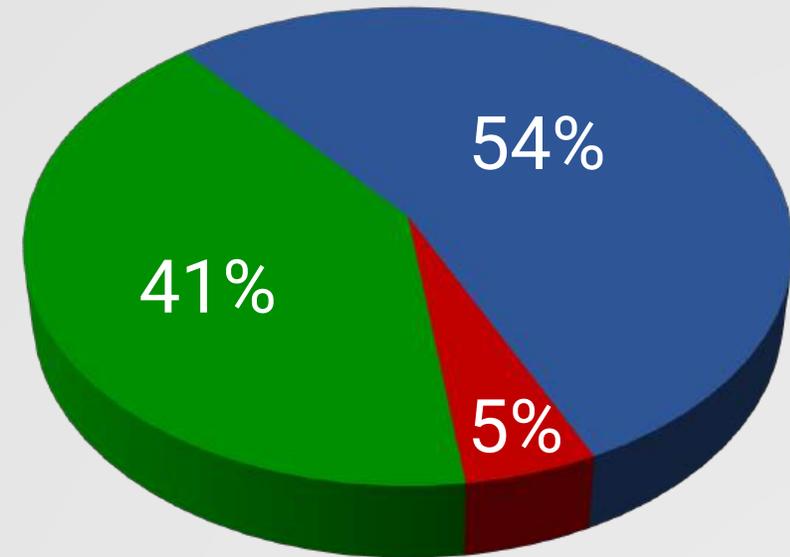
June 2025



- Agree
- Disagree
- Unsure

Strongly Agree	33%
Somewhat Agree	21%
Strongly Disagree	3%
Somewhat Disagree	4%

Jan./Feb. 2025

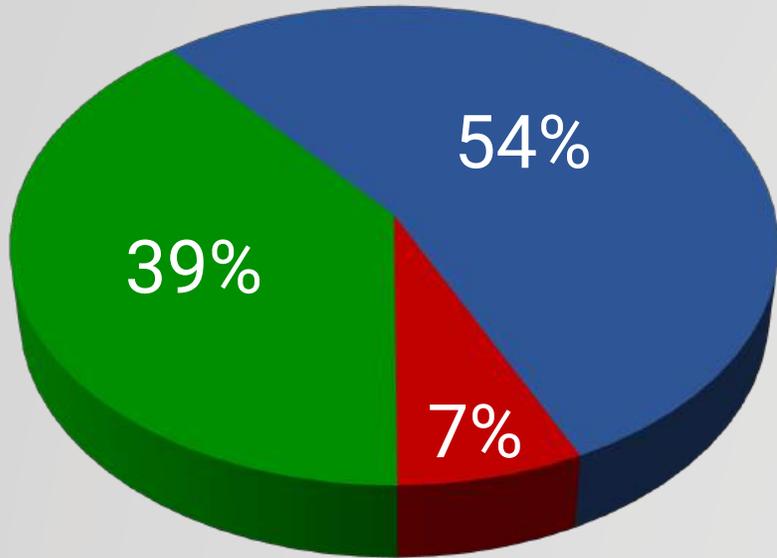


- Agree
- Disagree
- Unsure

Strongly Agree	31%
Somewhat Agree	23%
Strongly Disagree	2%
Somewhat Disagree	3%

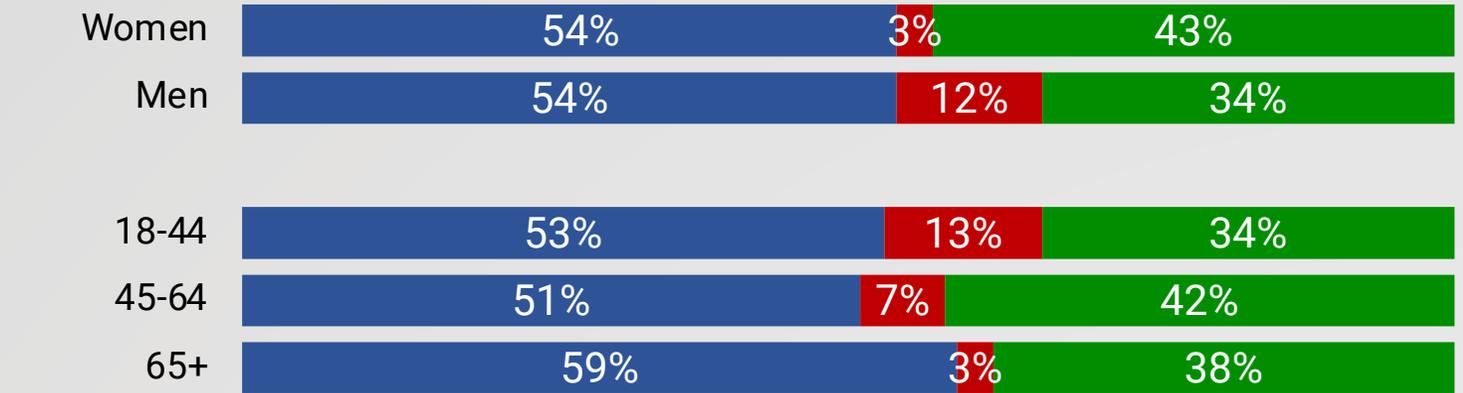


Do you agree or disagree with the following statement? *“South Metro Fire Rescue is fiscally responsible and spends taxpayer money wisely.”*



■ Agree
■ Disagree
■ Unsure

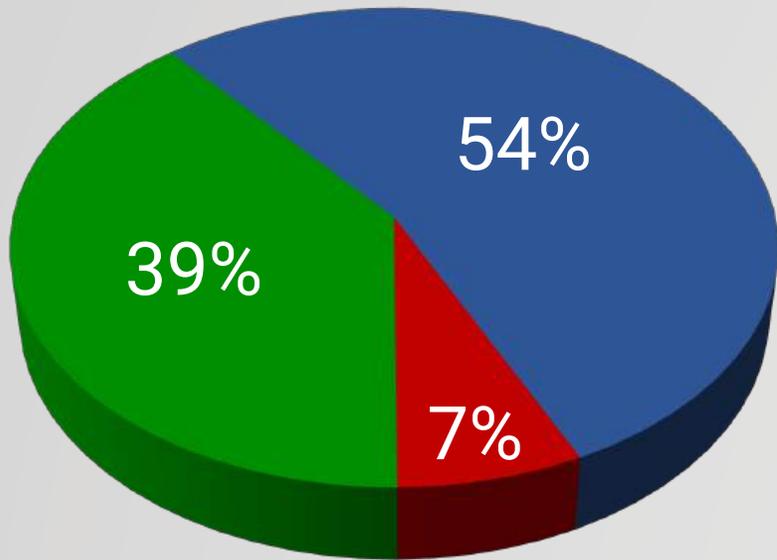
Strongly Agree	33%
Somewhat Agree	21%
Strongly Disagree	3%
Somewhat Disagree	4%



■ Agree ■ Disagree ■ Unsure

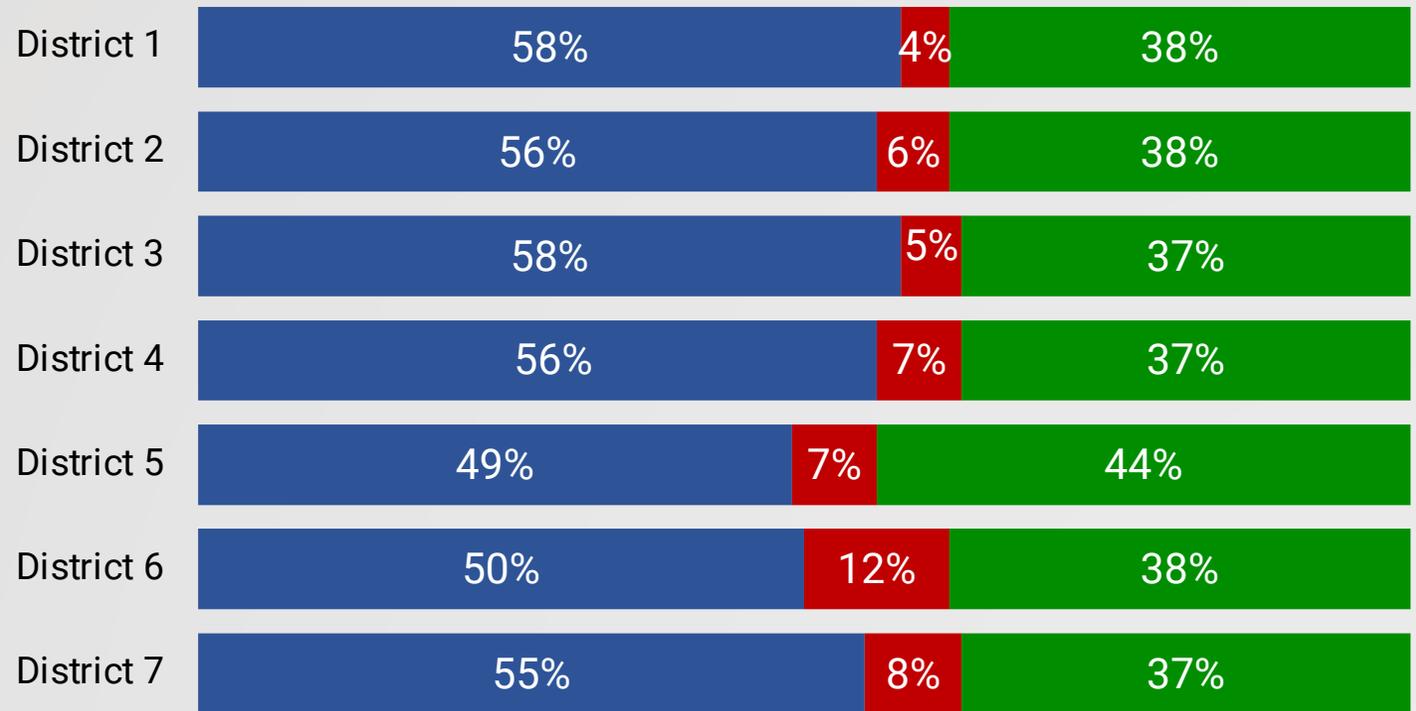
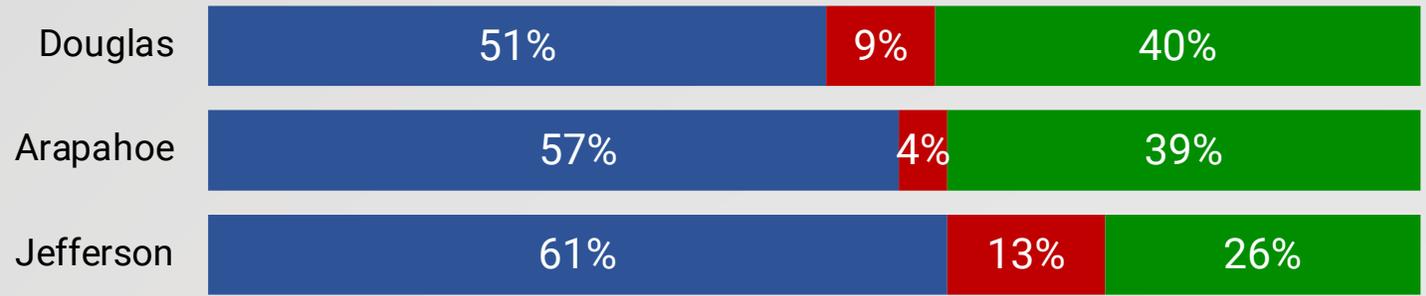


Do you agree or disagree with the following statement?
“South Metro Fire Rescue is fiscally responsible and spends taxpayer money wisely.”



■ Agree
 ■ Disagree
 ■ Unsure

Strongly Agree	33%
Somewhat Agree	21%
Strongly Disagree	3%
Somewhat Disagree	4%

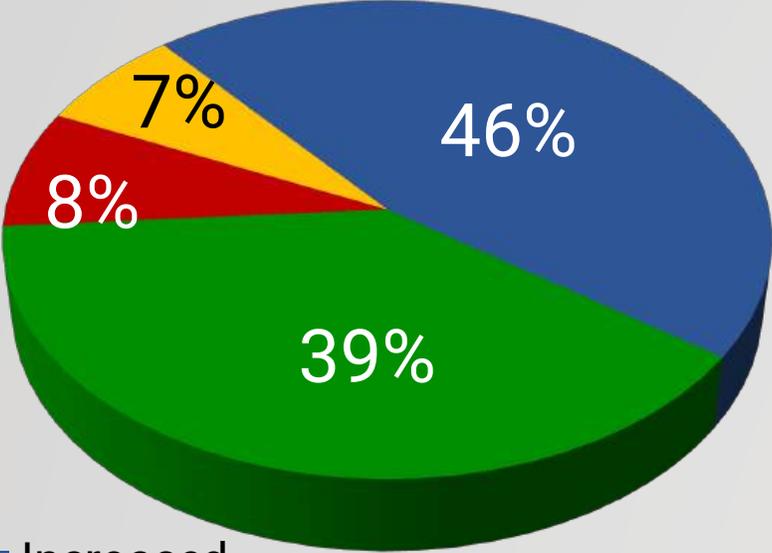


■ Agree ■ Disagree ■ Unsure



Do you think fire risk in your community has increased, stayed about the same, or decreased in the past five years?

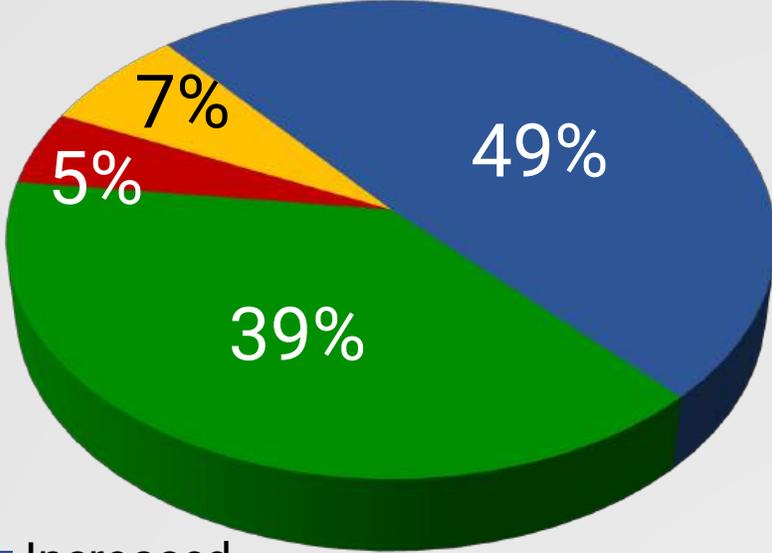
June 2025



- Increased
- About the Same
- Decreased
- Unsure

Definitely Increased	16%
Probably Increased	30%
Definitely Decreased	2%
Probably Decreased	6%

Jan./Feb. 2025

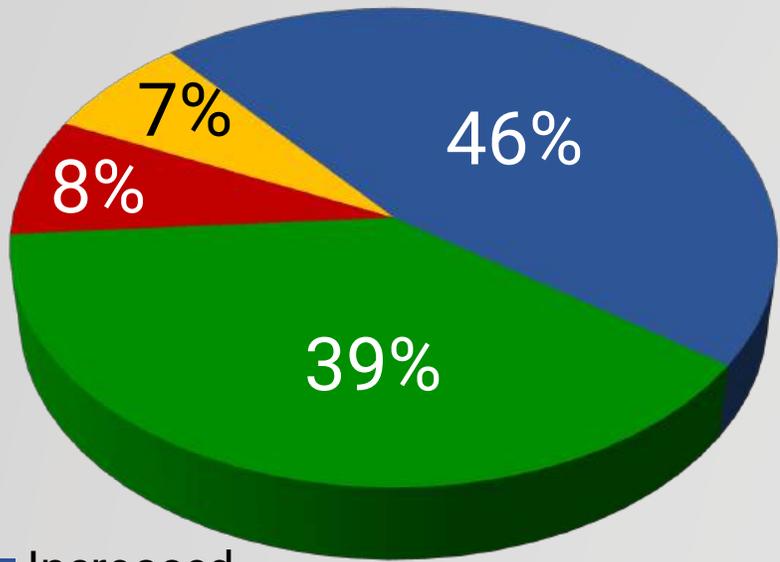


- Increased
- About the Same
- Decreased
- Unsure

Definitely Increased	17%
Probably Increased	32%
Definitely Decreased	1%
Probably Decreased	4%

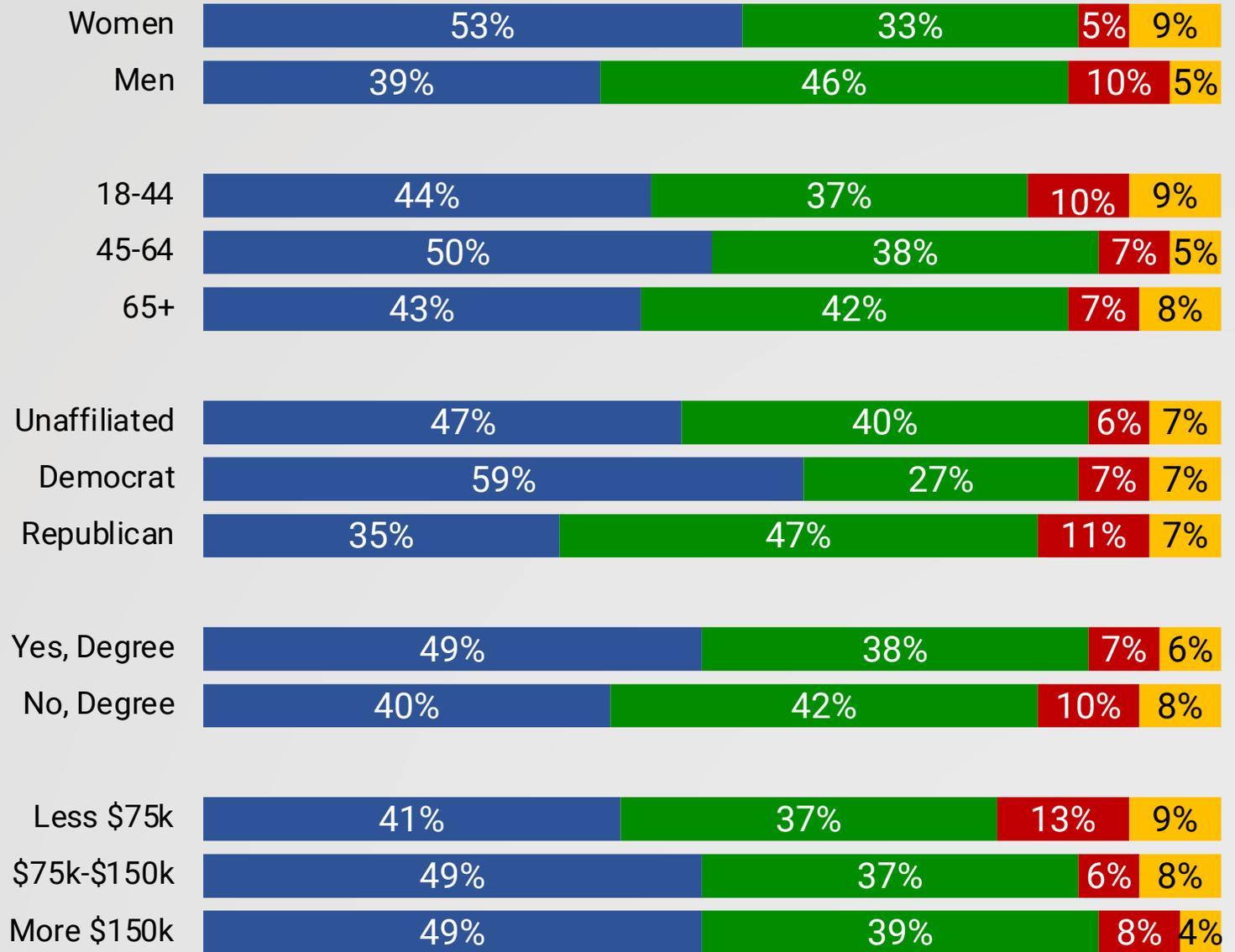


Do you think fire risk in your community has increased, stayed about the same, or decreased in the past five years?



- Increased
- About the Same
- Decreased
- Unsure

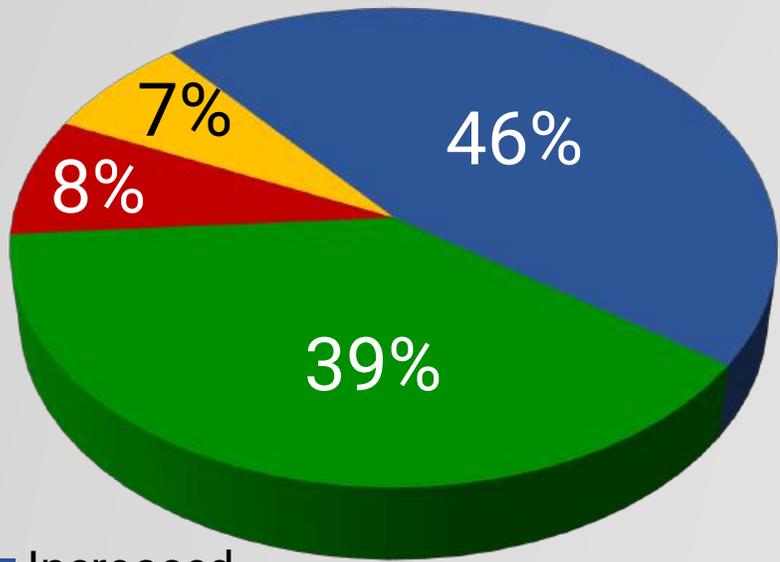
Definitely Increased	16%
Probably Increased	30%
Definitely Decreased	2%
Probably Decreased	6%



- Increased
- About the Same
- Decreased
- Unsure

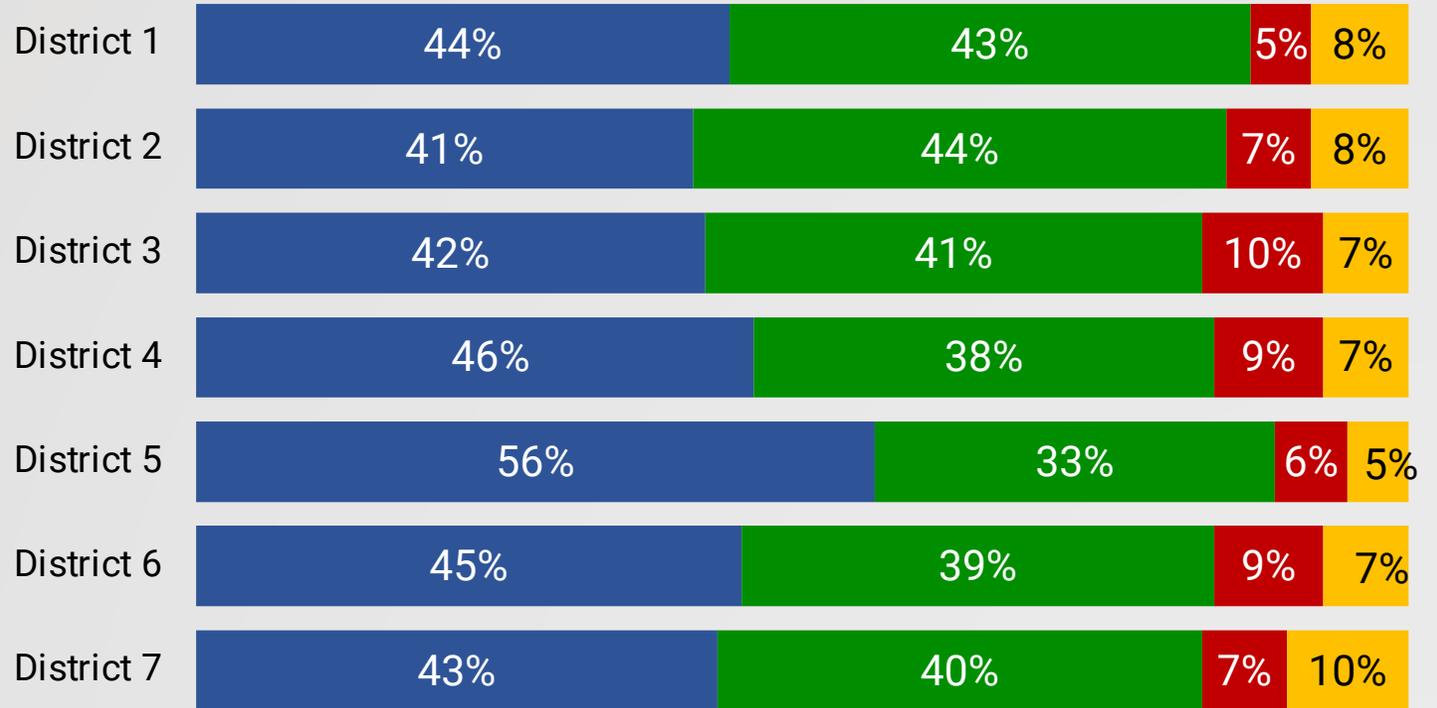
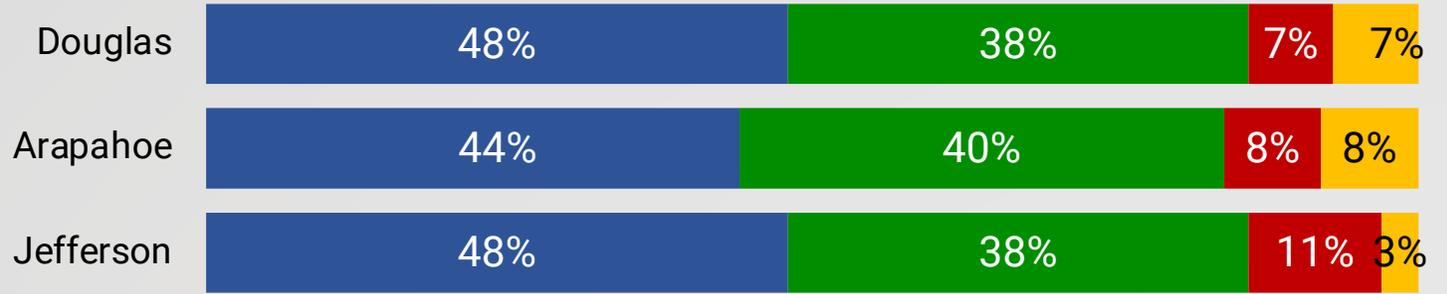


Do you think fire risk in your community has increased, stayed about the same, or decreased in the past five years?



- Increased
- About the Same
- Decreased
- Unsure

Definitely Increased	16%
Probably Increased	30%
Definitely Decreased	2%
Probably Decreased	6%



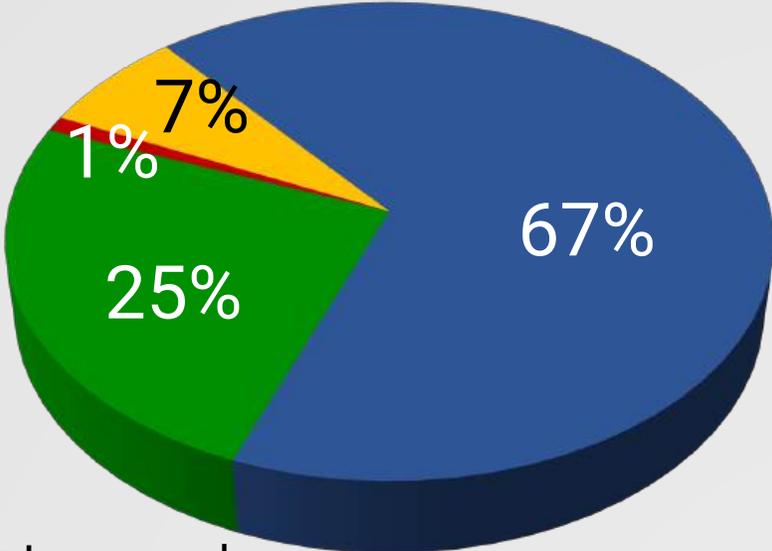
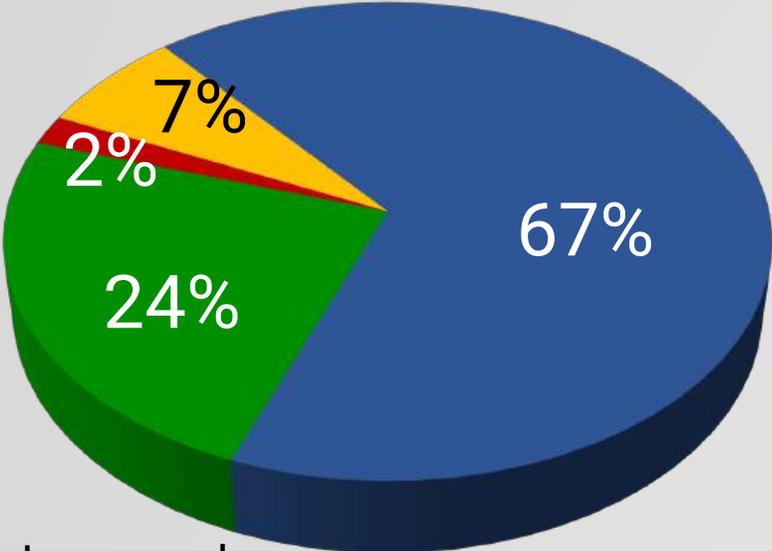
- Increased
- About the Same
- Decreased
- Unsure



Do you think the need for ambulance and emergency medical services in your community has increased, stayed about the same, or decreased in the past five years?

June 2025

Jan./Feb. 2025



- Increased
- About the Same
- Decreased
- Unsure

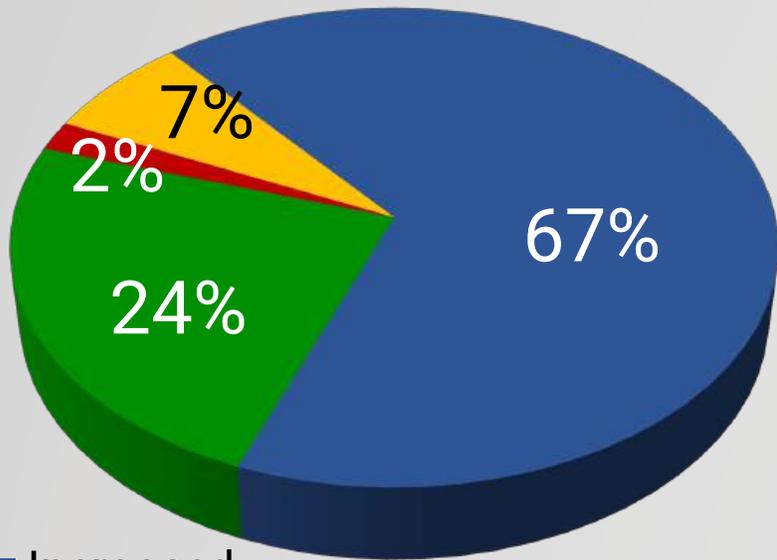
Definitely Increased	22%
Probably Increased	45%
Definitely Decreased	
Probably Decreased	2%

- Increased
- About the Same
- Decreased
- Unsure

Definitely Increased	21%
Probably Increased	46%
Definitely Decreased	
Probably Decreased	1%

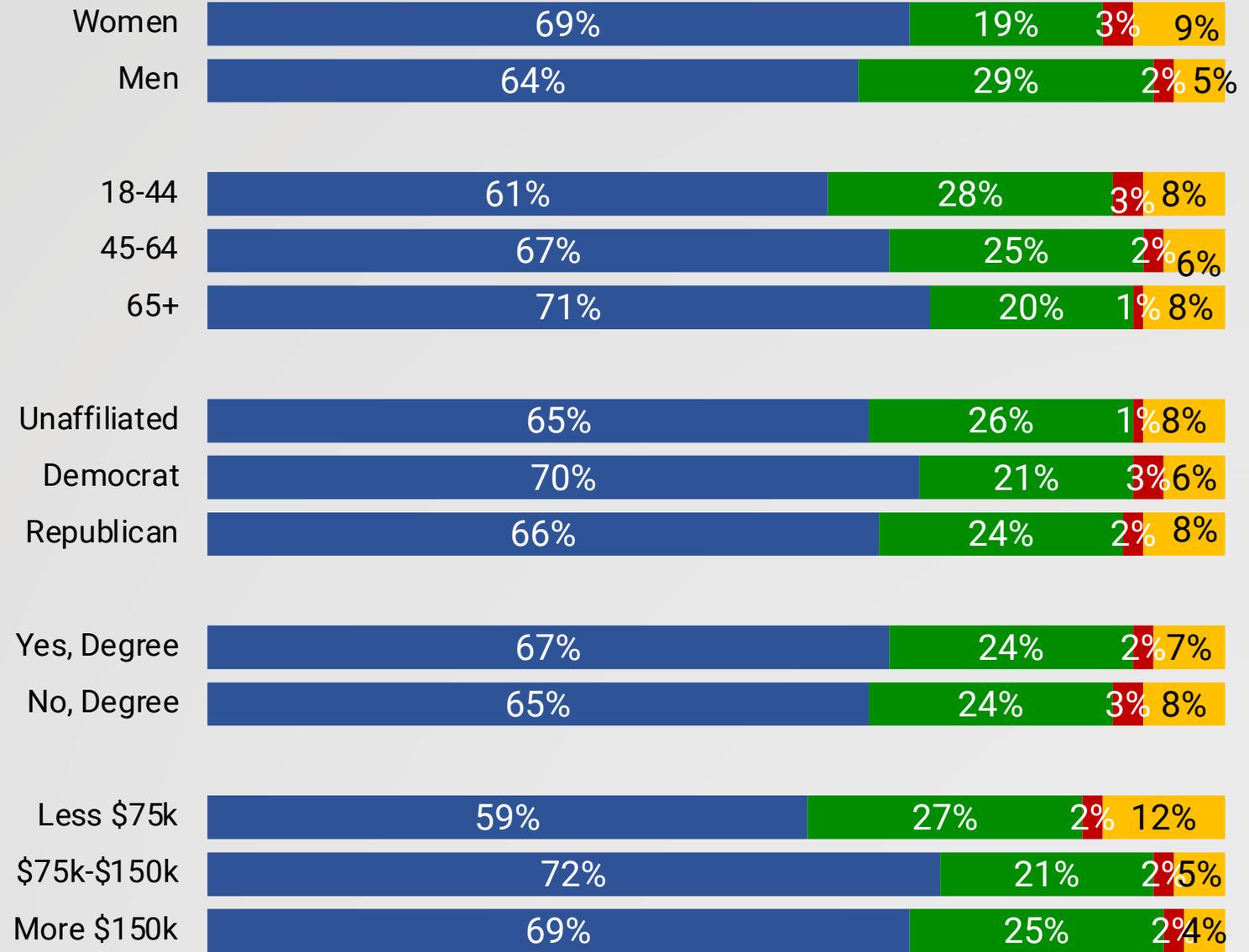


Do you think the need for ambulance and emergency medical services in your community has increased, stayed about the same, or decreased in the past five years?



- Increased
- About the Same
- Decreased
- Unsure

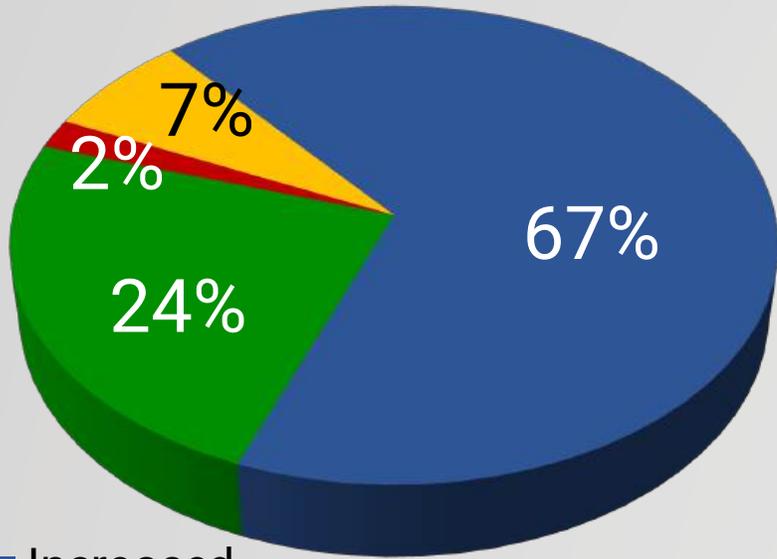
Definitely Increased	22%
Probably Increased	45%
Definitely Decreased	
Probably Decreased	2%



- Increased
- About the Same
- Decreased
- Unsure

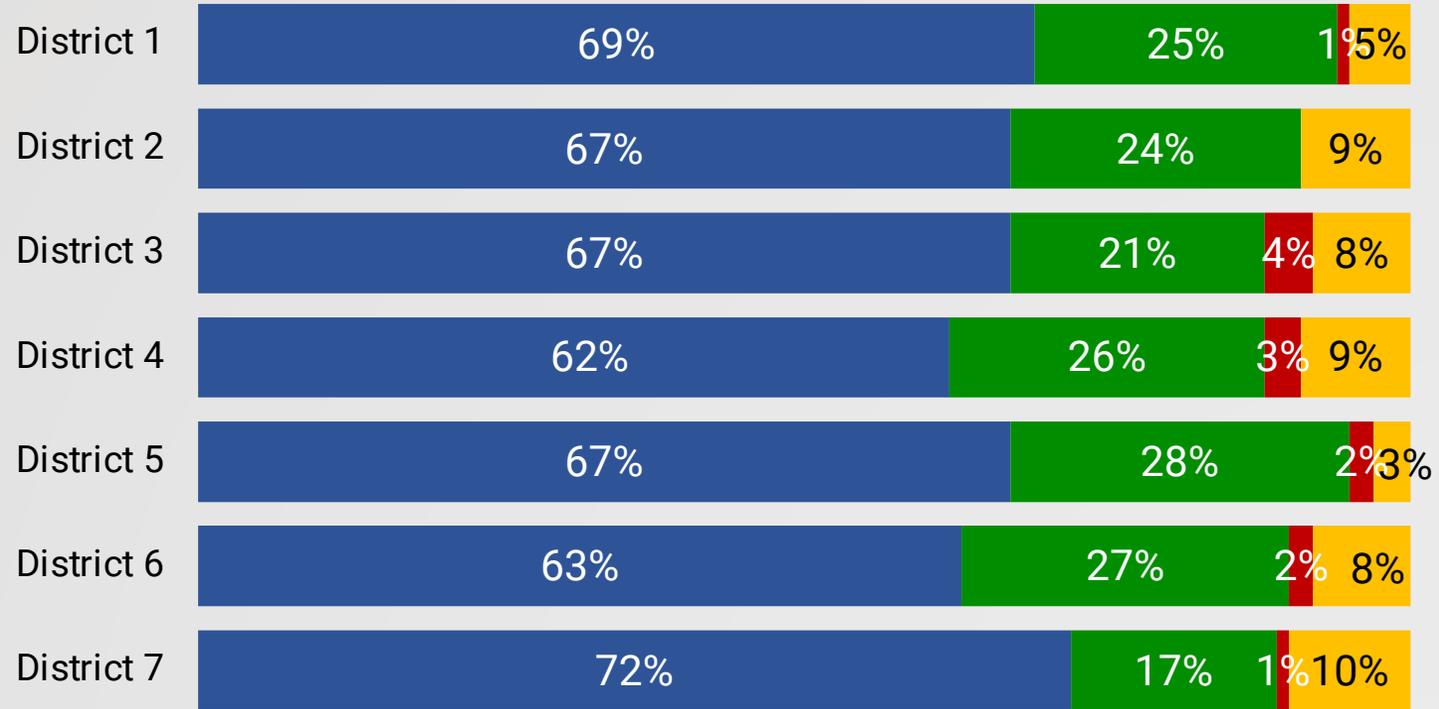
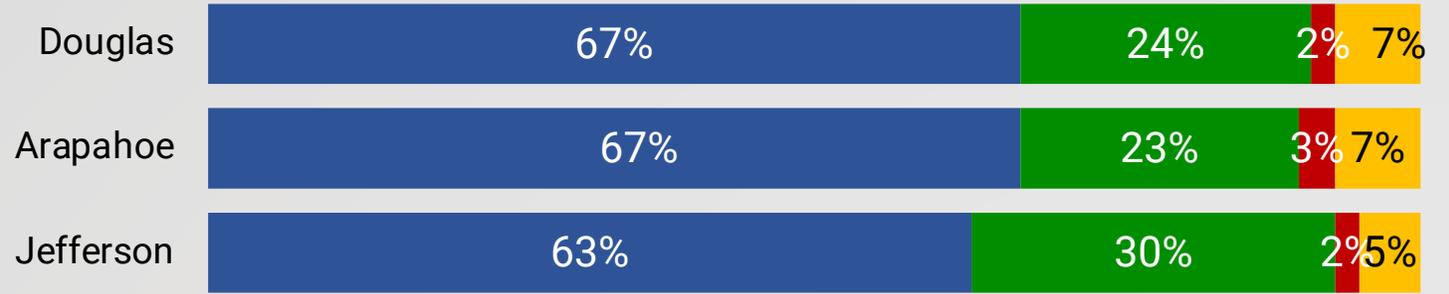


Do you think the need for ambulance and emergency medical services in your community has increased, stayed about the same, or decreased in the past five years?



■ Increased
 ■ About the Same
 ■ Decreased
 ■ Unsure

Definitely Increased	22%
Probably Increased	45%
Definitely Decreased	
Probably Decreased	2%

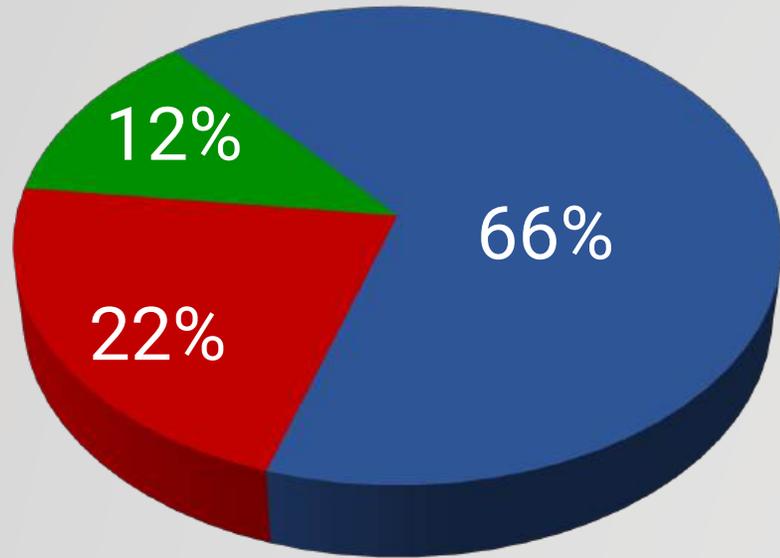


■ Increased ■ About the Same ■ Decreased ■ Unsure



Would you support or oppose a modest tax increase to create additional funding for South Metro Fire Rescue?

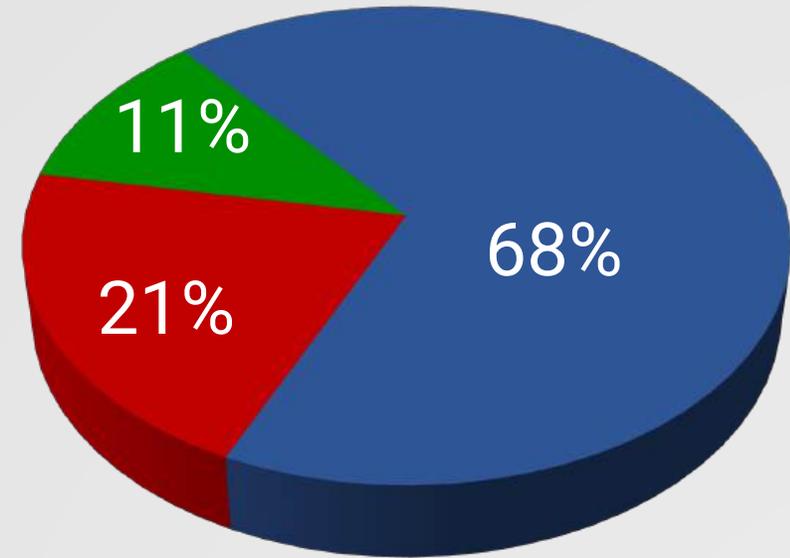
June 2025



- Support
- Oppose
- Unsure

Strongly Support	30%
Somewhat Support	36%
Strongly Oppose	11%
Somewhat Oppose	11%

Jan./Feb. 2025

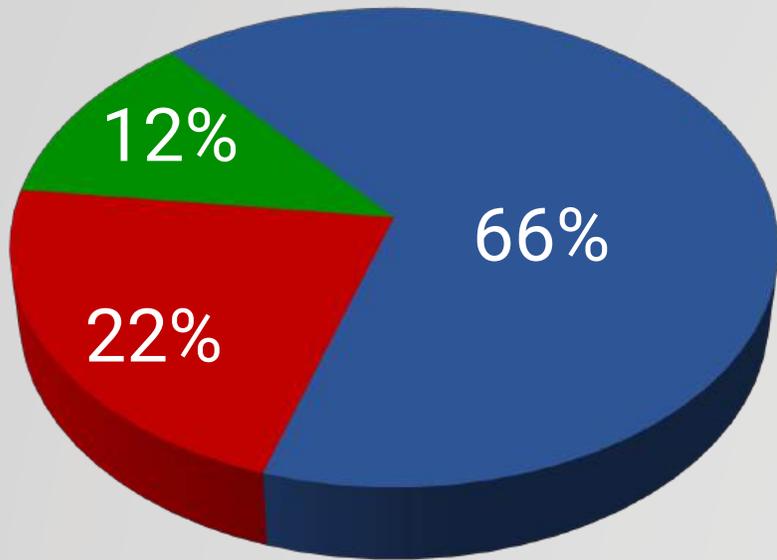


- Support
- Oppose
- Unsure

Strongly Support	34%
Somewhat Support	34%
Strongly Oppose	10%
Somewhat Oppose	11%

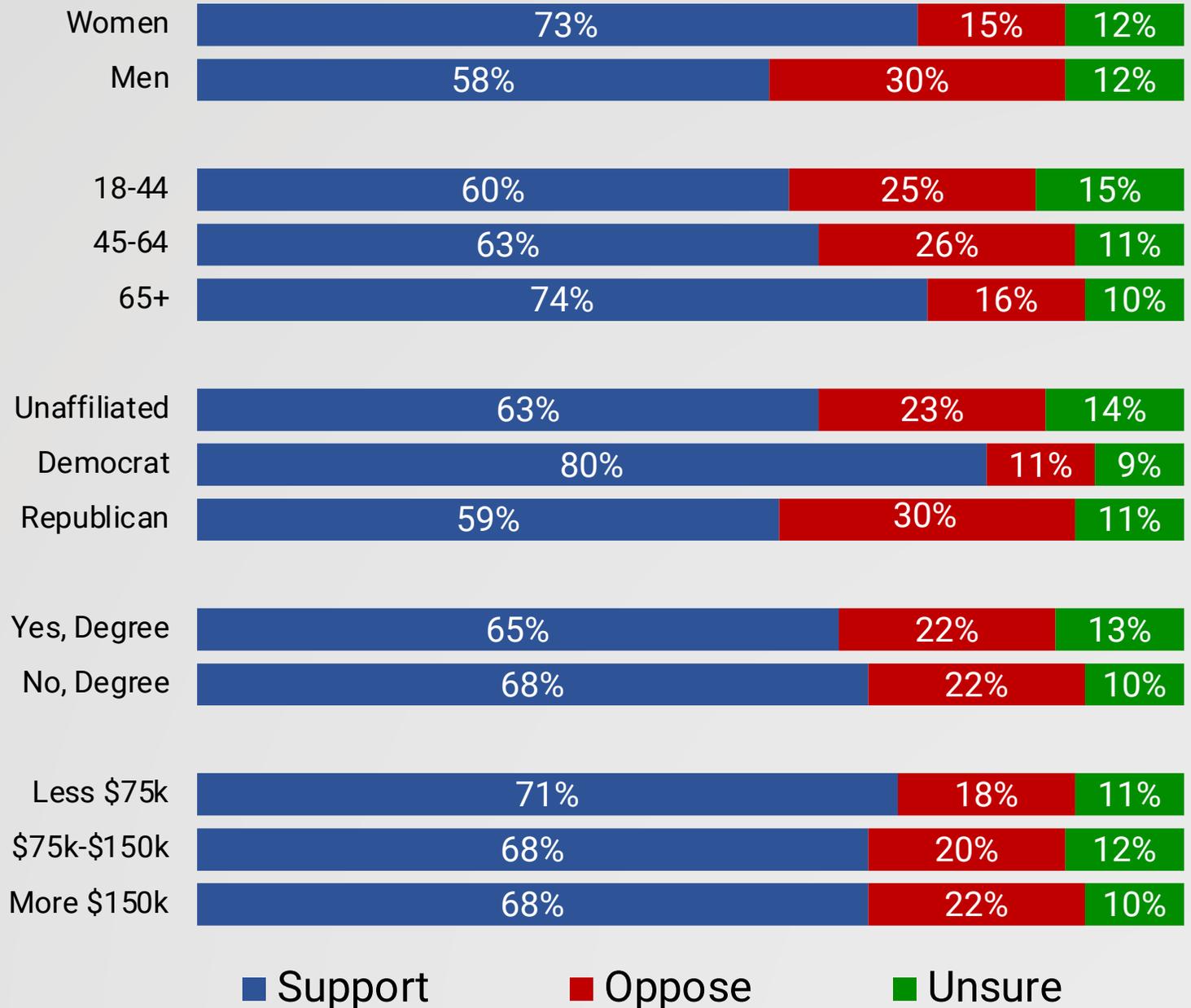


Would you support or oppose a modest tax increase to create additional funding for South Metro Fire Rescue?

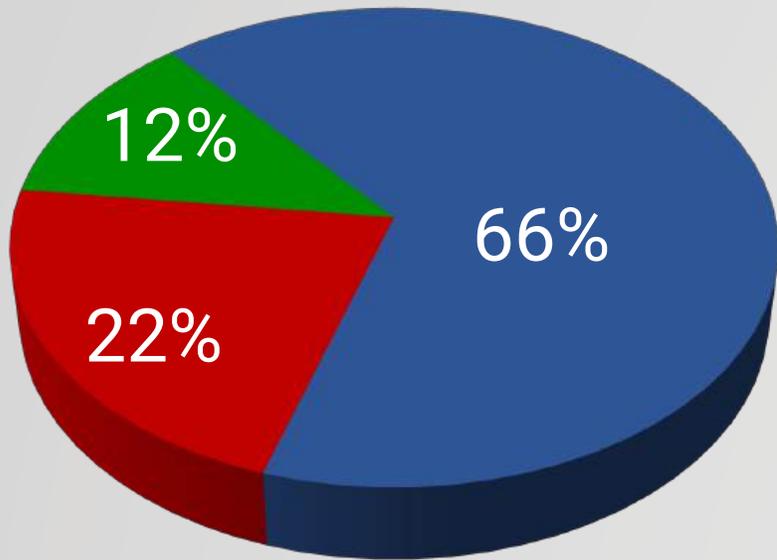


■ Support
■ Oppose
■ Unsure

Strongly Support	30%
Somewhat Support	36%
Strongly Oppose	11%
Somewhat Oppose	11%

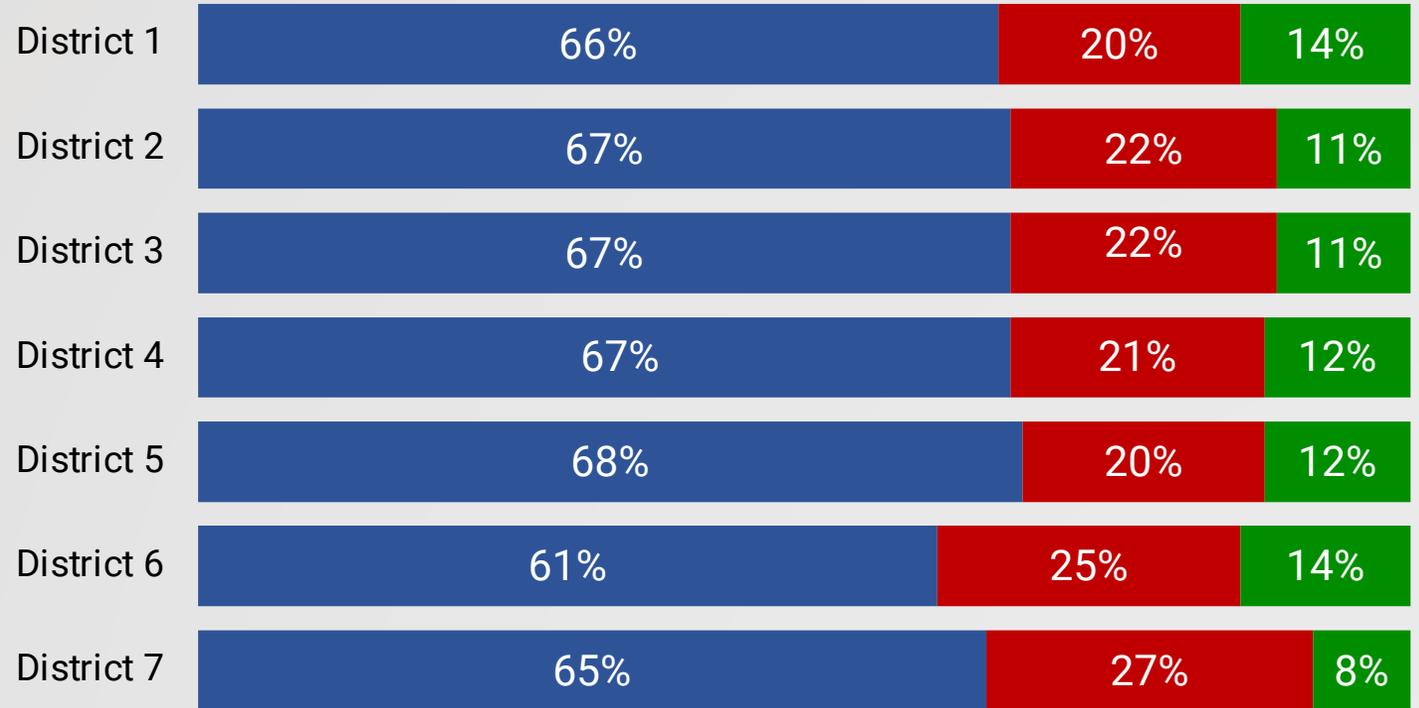
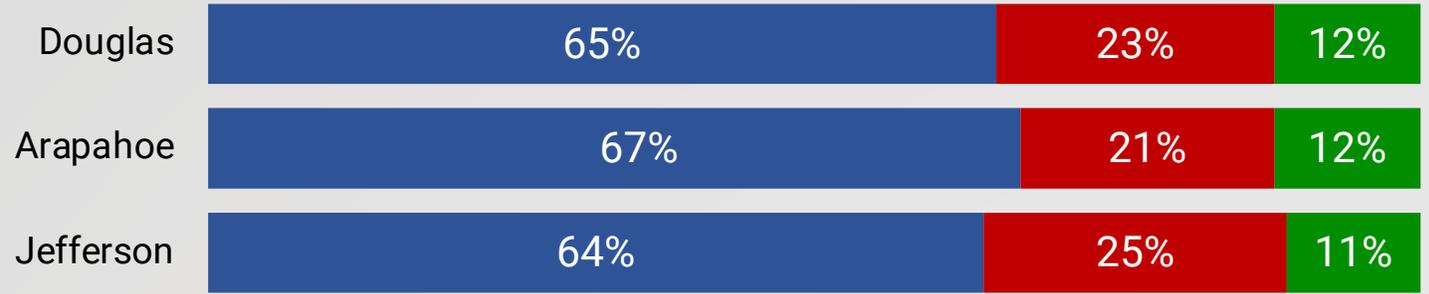


Would you support or oppose a modest tax increase to create additional funding for South Metro Fire Rescue?



■ Support
■ Oppose
■ Unsure

Strongly Support	30%
Somewhat Support	36%
Strongly Oppose	11%
Somewhat Oppose	11%

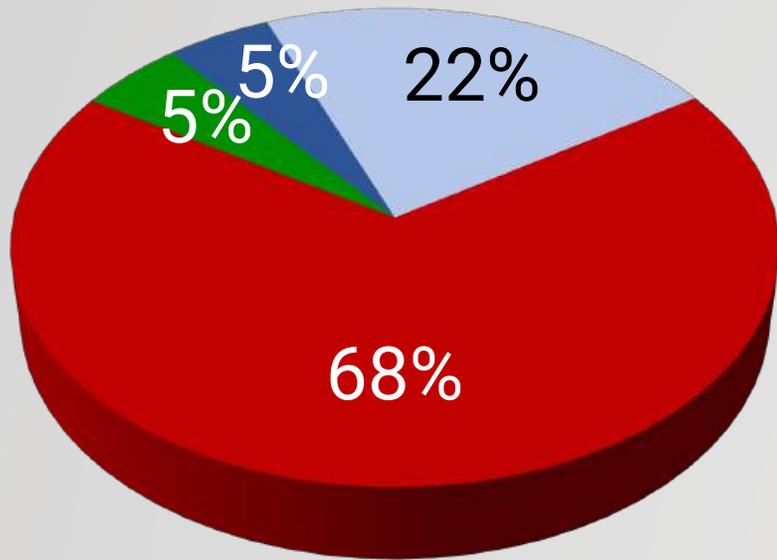


■ Support ■ Oppose ■ Unsure

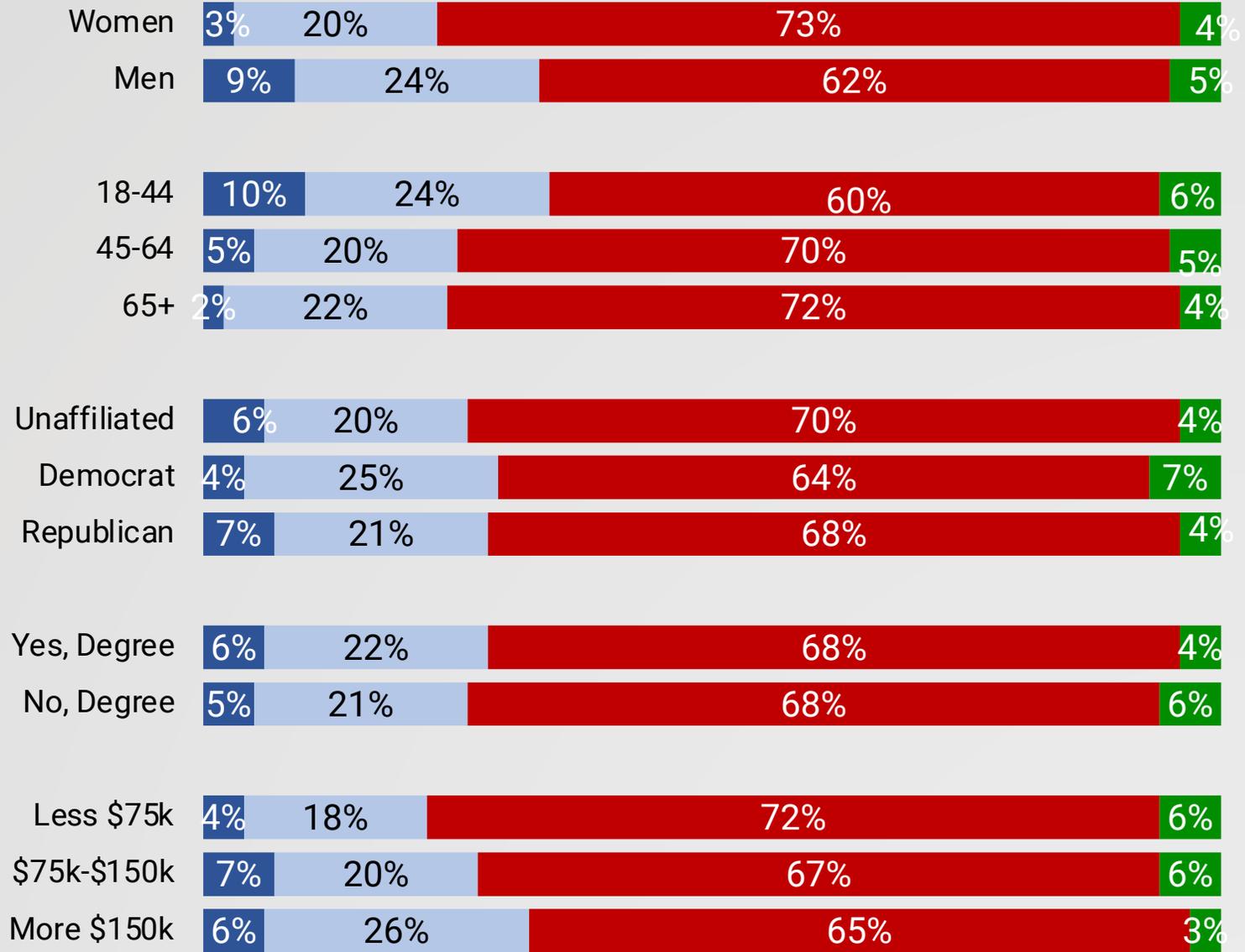


How much information have you seen, read, or heard about South Metro Fire Rescue's funding shortage for services, projects, and programs?

A Lot and Some Combined | 27%



■ A Lot ■ Some
■ No Info at All ■ Unsure

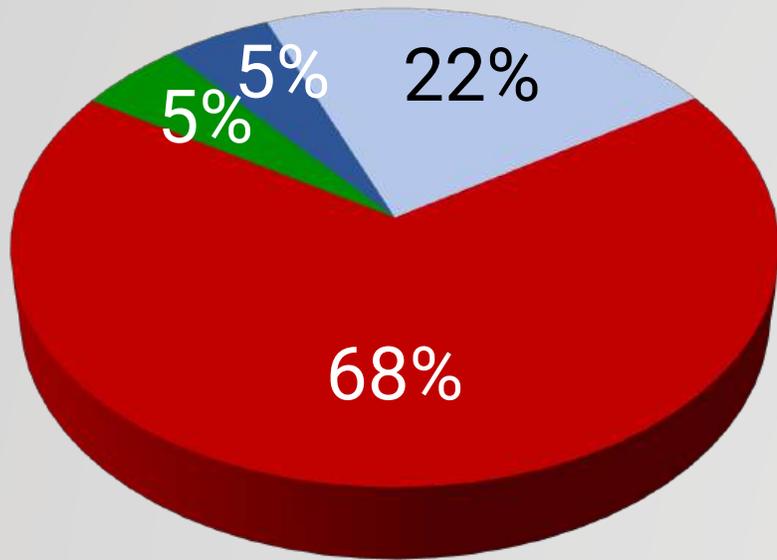


■ A Lot ■ Some ■ No Info at All ■ Unsure

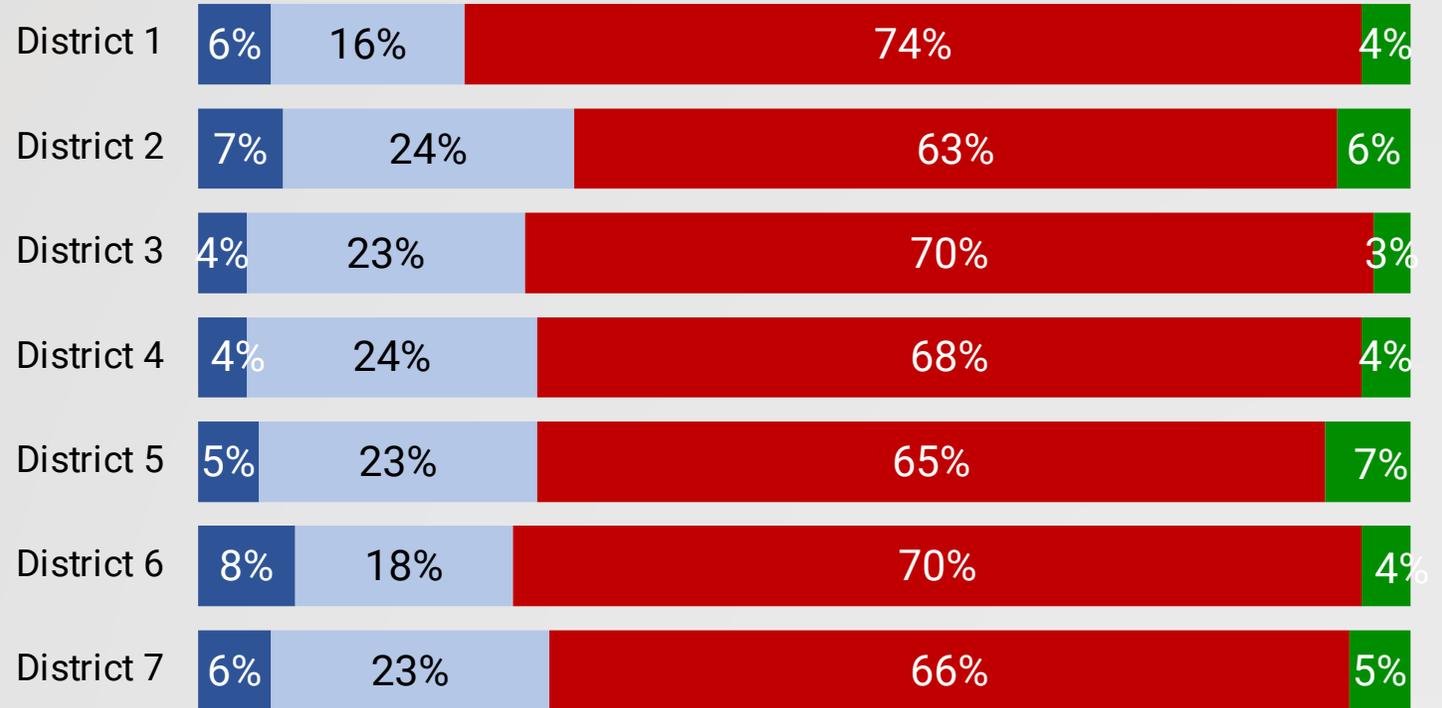


How much information have you seen, read, or heard about South Metro Fire Rescue's funding shortage for services, projects, and programs?

A Lot and Some Combined 27%



■ A Lot ■ Some
■ No Info at All ■ Unsure

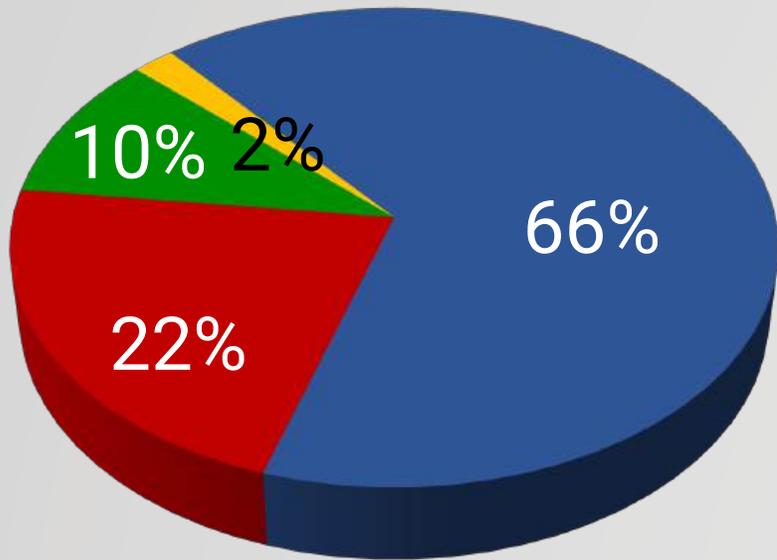


■ A Lot ■ Some ■ No Info at All ■ Unsure



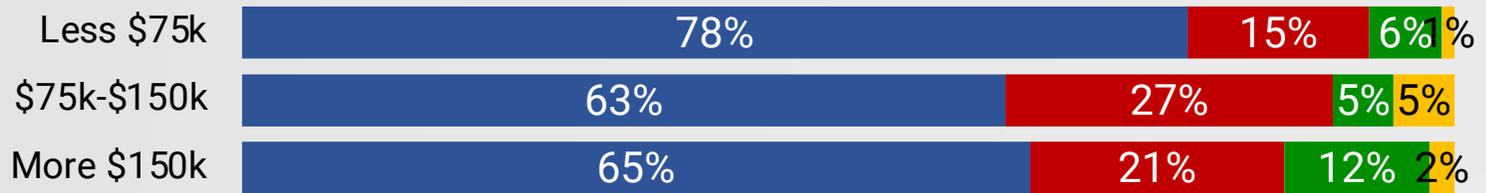
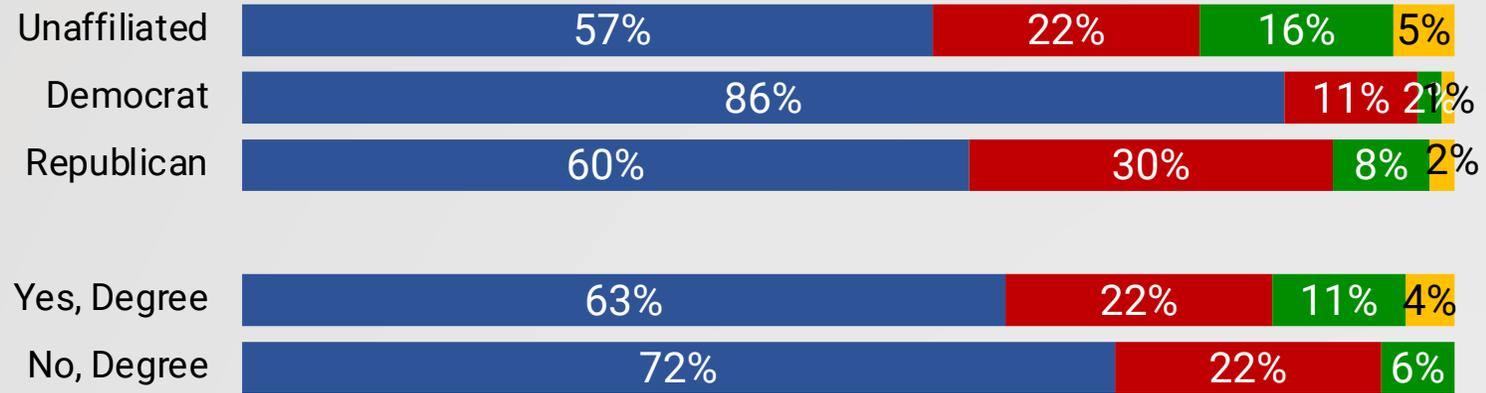
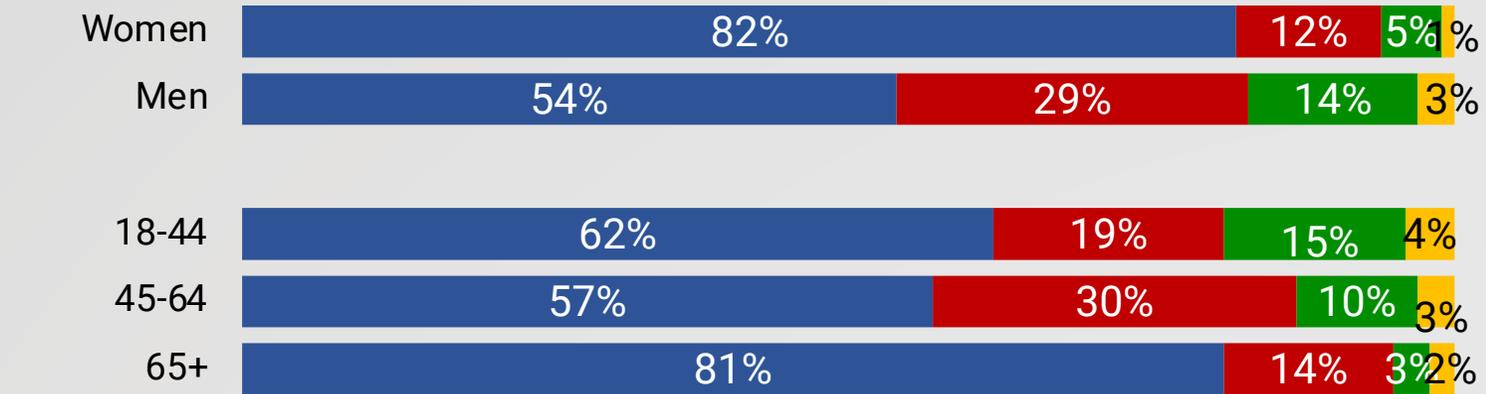
From the information you have seen, read, or heard, would you be more or less likely to support a potential ballot measure question to increase funding for the South Metro Fire Rescue?

[Asked to respondents who have seen, read, or heard "a lot" or "some" information, 572n]



- More Likely to Support
- Less Likely to Support
- No Difference
- Unsure

Much More Likely	39%
Somewhat More Likely	27%
Much Less Likely	15%
Somewhat Less Likely	7%

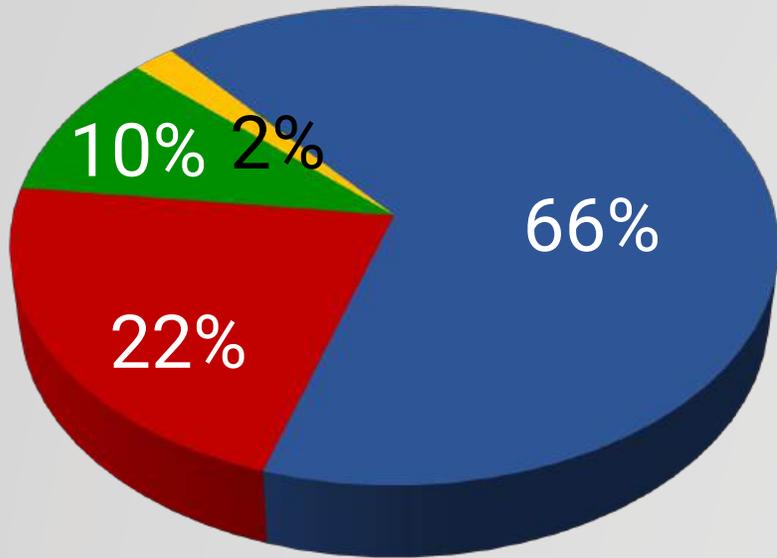


- More Likely to Support
- Less Likely to Support
- No Difference
- Unsure



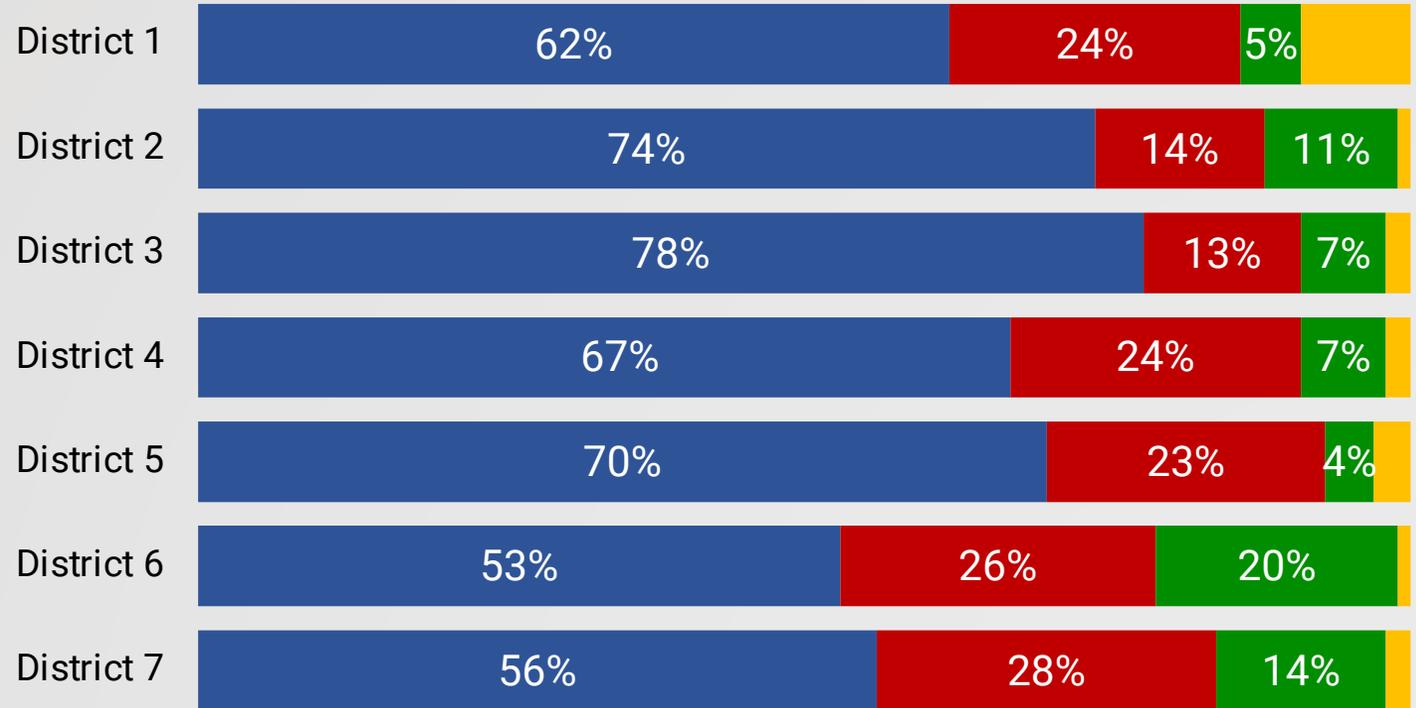
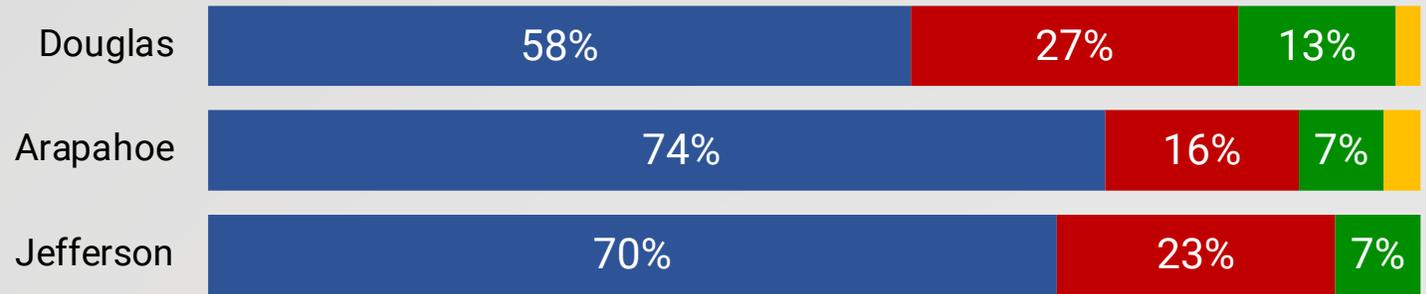
From the information you have seen, read, or heard, would you be more or less likely to support a potential ballot measure question to increase funding for the South Metro Fire Rescue?

[Asked to respondents who have seen, read, or heard "a lot" or "some" information, 572n]



- More Likely to Support
- Less Likely to Support
- No Difference
- Unsure

Much More Likely	39%
Somewhat More Likely	27%
Much Less Likely	15%
Somewhat Less Likely	7%



- More Likely to Support
- Less Likely to Support
- No Difference
- Unsure



Uninformed Ballot Tests



Before we continue, it is important to understand that South Metro Fire Rescue has not decided whether to put a ballot measure before voters this November to generate additional revenue.

Participating in this survey and sharing your honest opinions will help make that decision. Let's continue the survey now...

0.5% Sales Tax Ballot Measure



South Metro Fire Rescue is considering the following ballot measure this November. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot measure reads as follows:

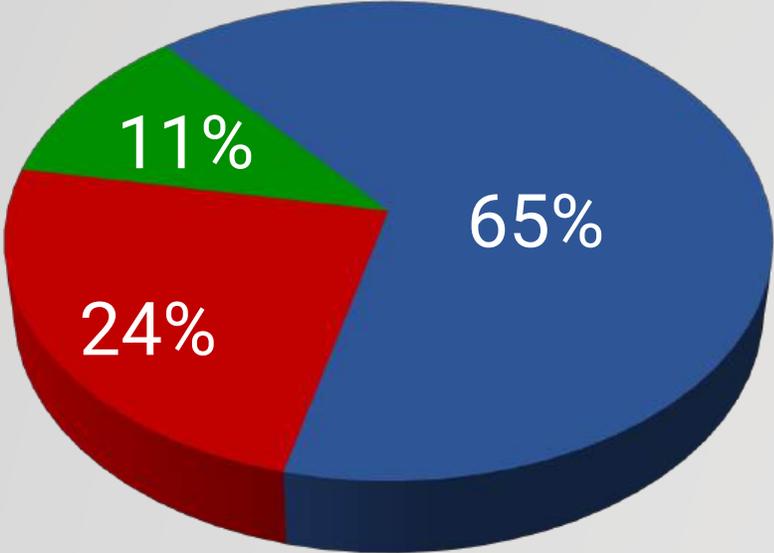
[0.5% Sales Tax Ballot Language]

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

0.5% Sales Tax Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

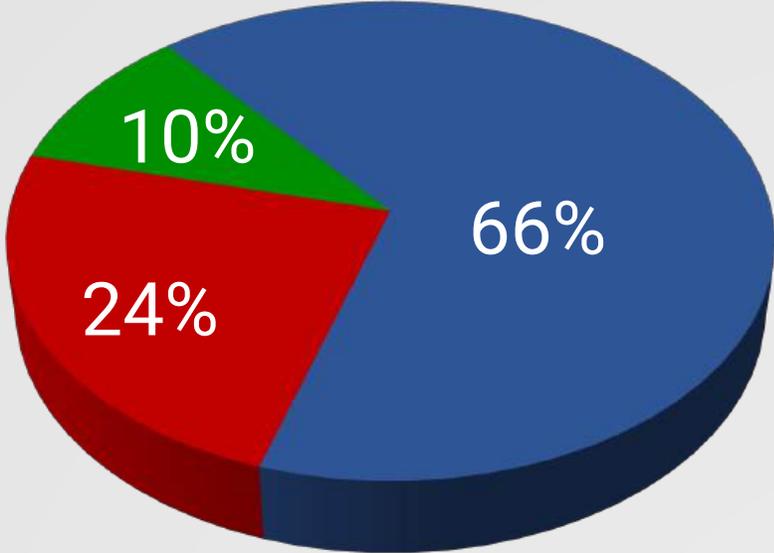
June 2025



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	30%
Probably Yes	35%
Definitely No	11%
Probably No	13%

Jan./Feb. 2025



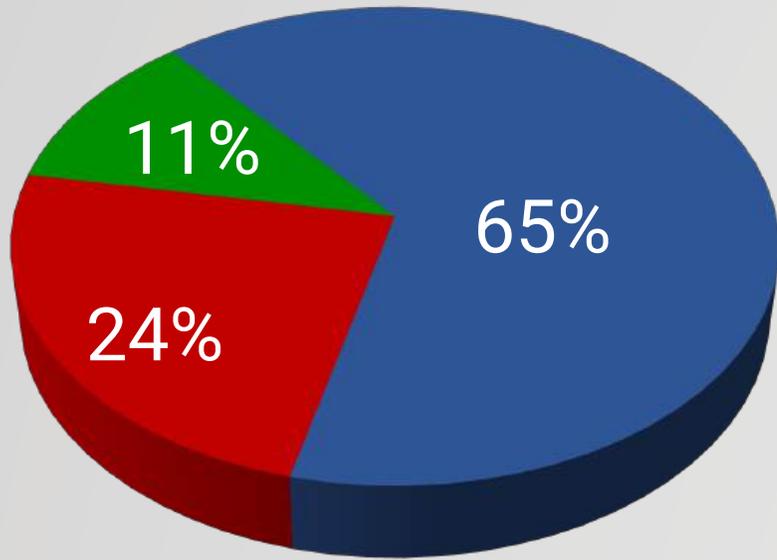
- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	30%
Probably Yes	36%
Definitely No	10%
Probably No	14%



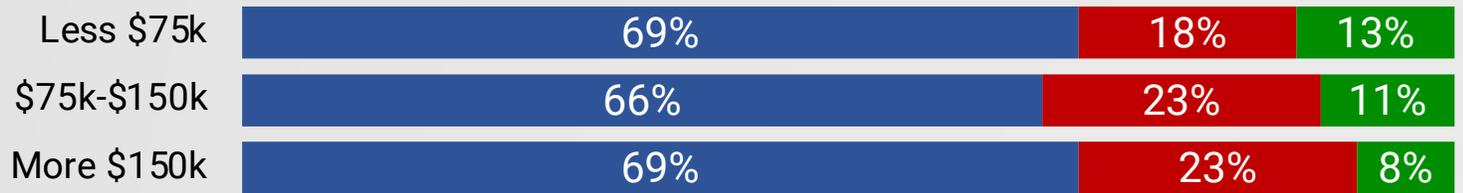
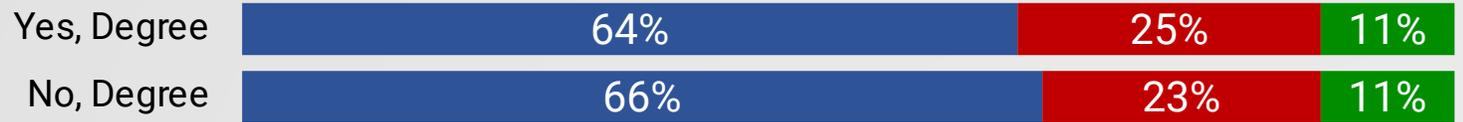
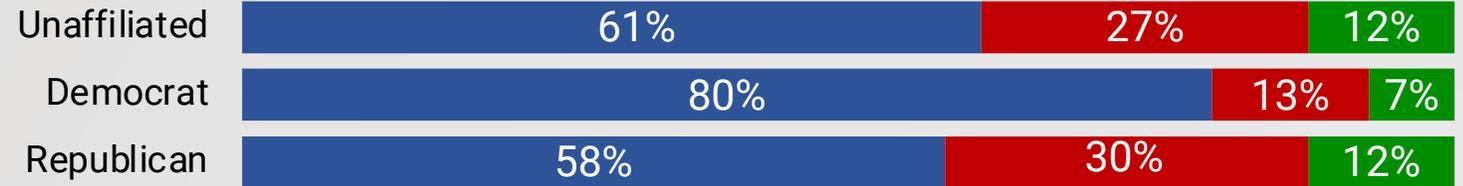
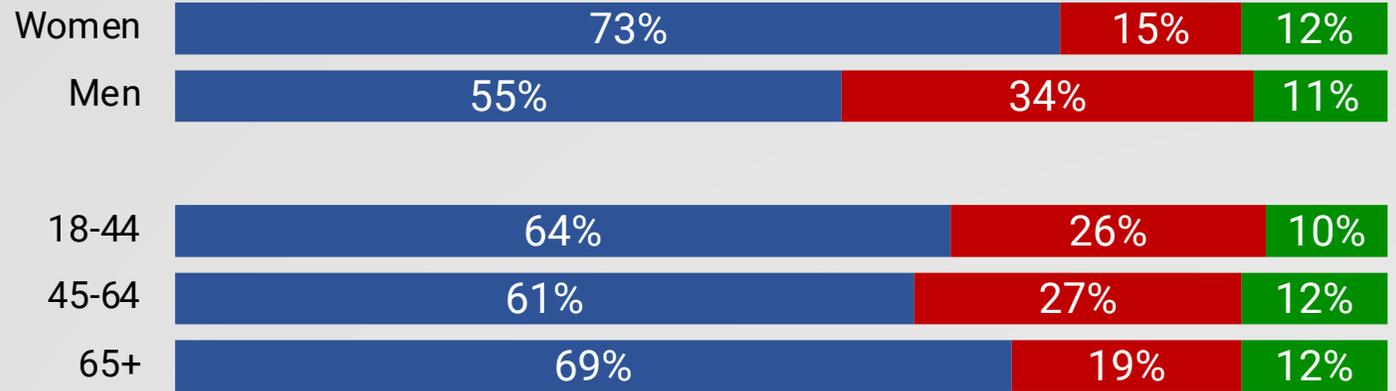
0.5% Sales Tax Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



■ Yes, Approve
■ No, Reject
■ Undecided

Definitely Yes	30%
Probably Yes	35%
Definitely No	11%
Probably No	13%

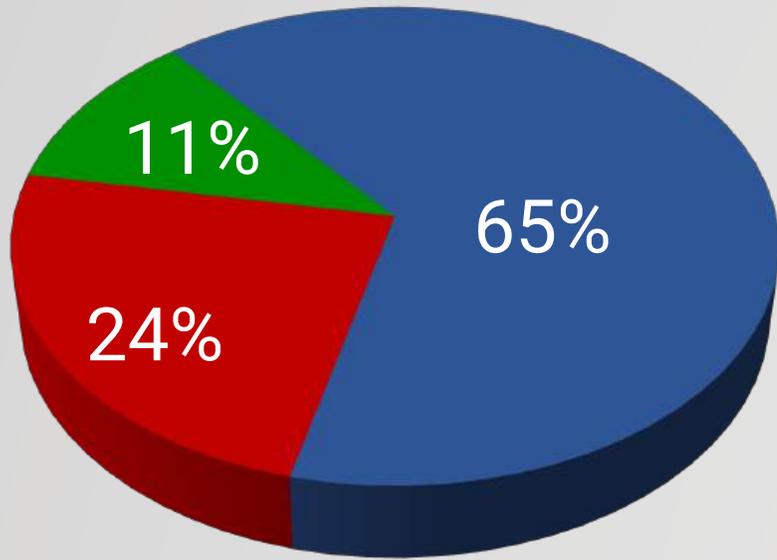


■ Yes, Approve
 ■ No, Reject
 ■ Undecided



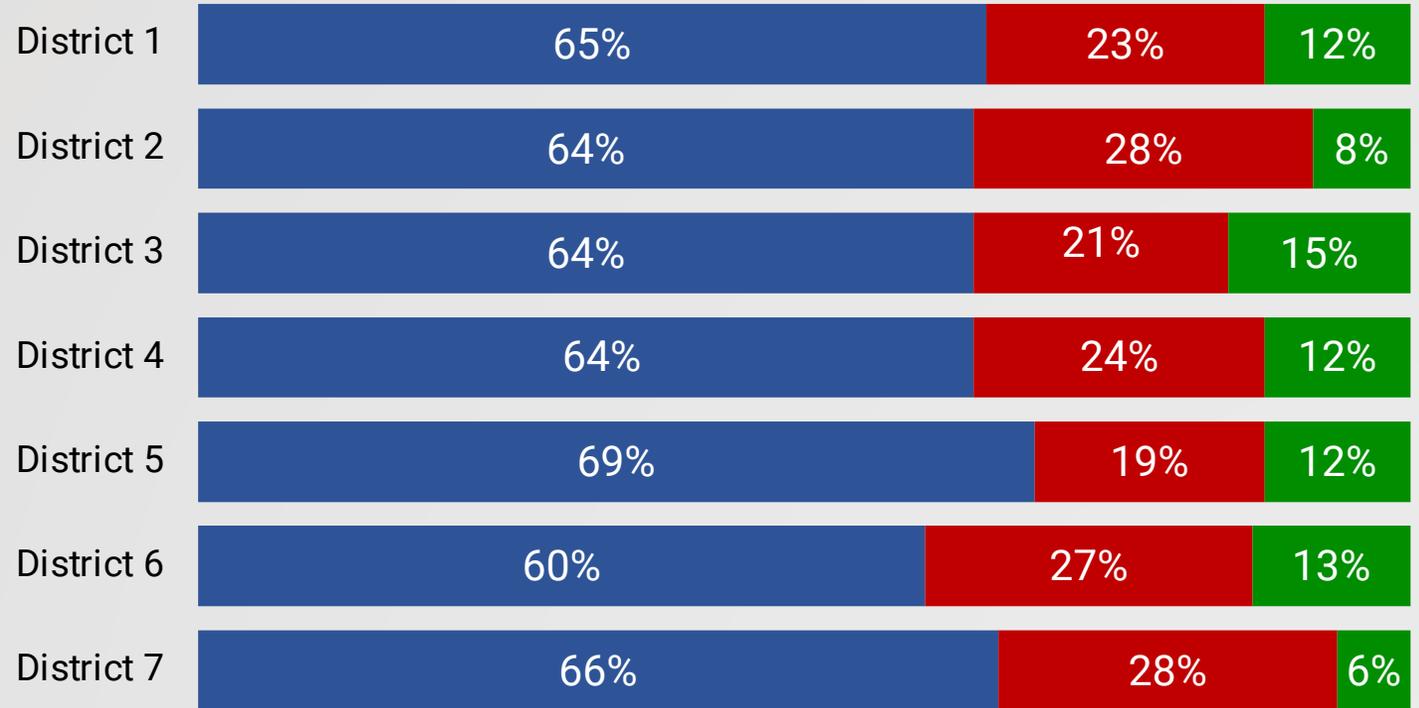
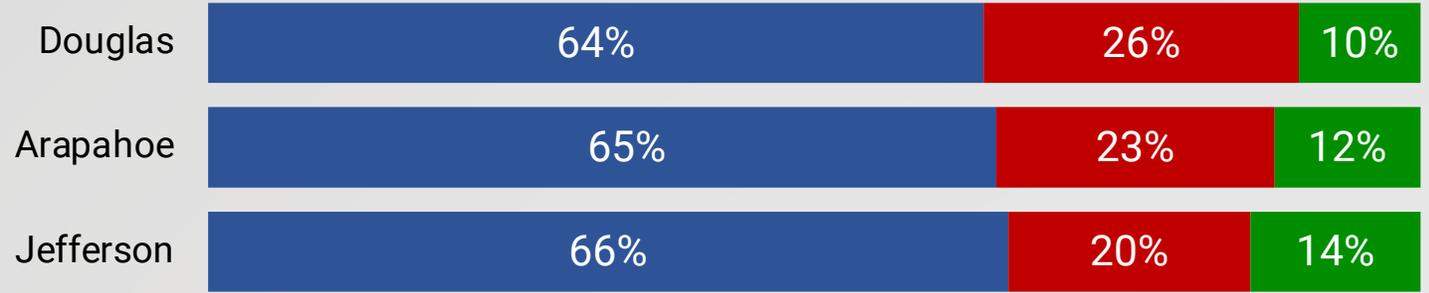
0.5% Sales Tax Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	30%
Probably Yes	35%
Definitely No	11%
Probably No	13%



- Yes, Approve
- No, Reject
- Undecided



3-Mill Property Tax Ballot Measure



Following is the language for a different ballot measure that is being considered. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

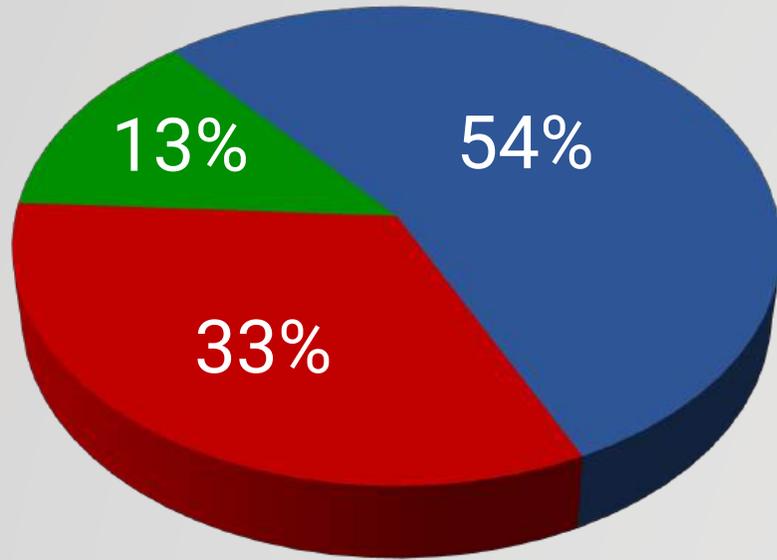
[3-Mill Property Tax Ballot Language]

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

Property Tax Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

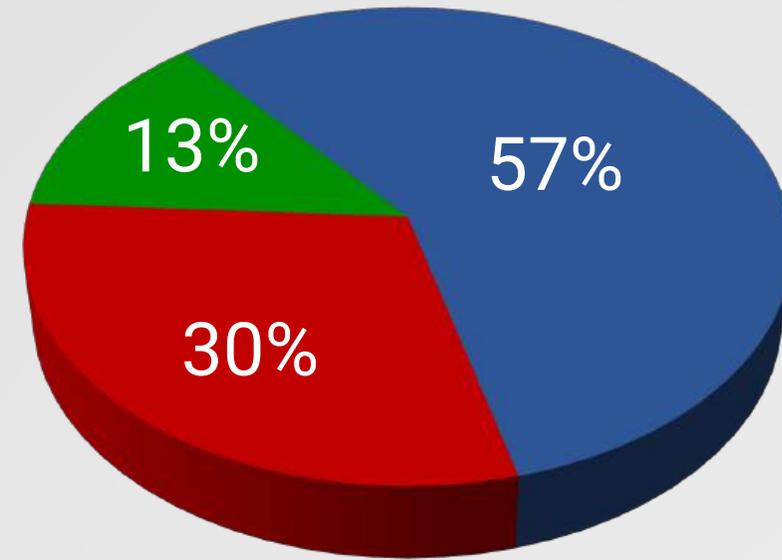
June 2025



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	23%
Probably Yes	31%
Definitely No	16%
Probably No	17%

Jan./Feb. 2025



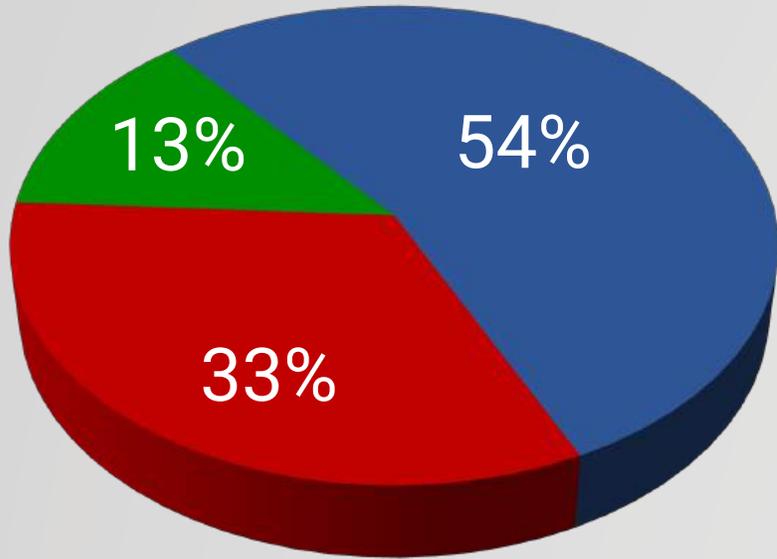
- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	26%
Probably Yes	31%
Definitely No	13%
Probably No	17%



Property Tax Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

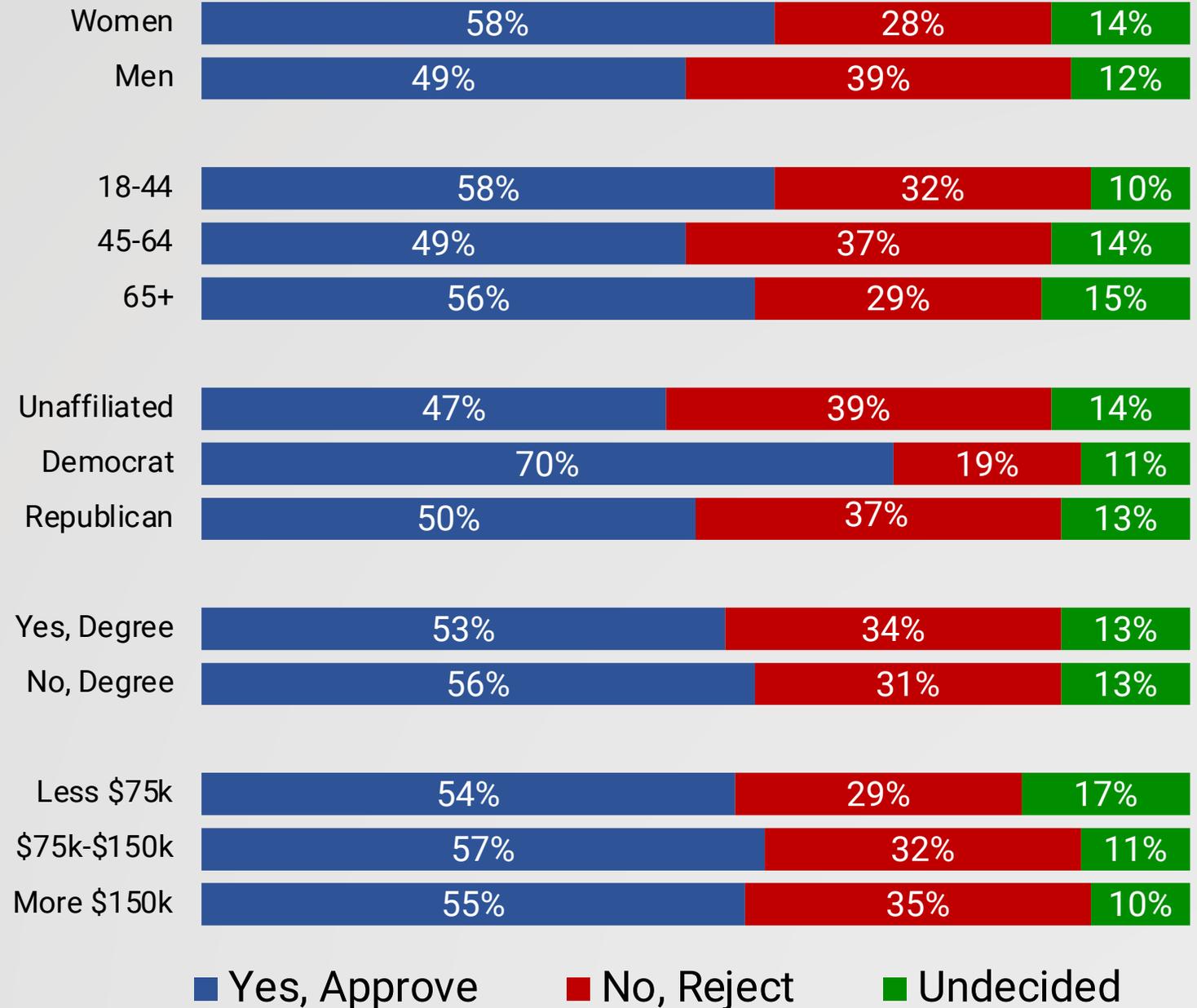


■ Yes, Approve

■ No, Reject

■ Undecided

Definitely Yes	23%
Probably Yes	31%
Definitely No	16%
Probably No	17%



■ Yes, Approve

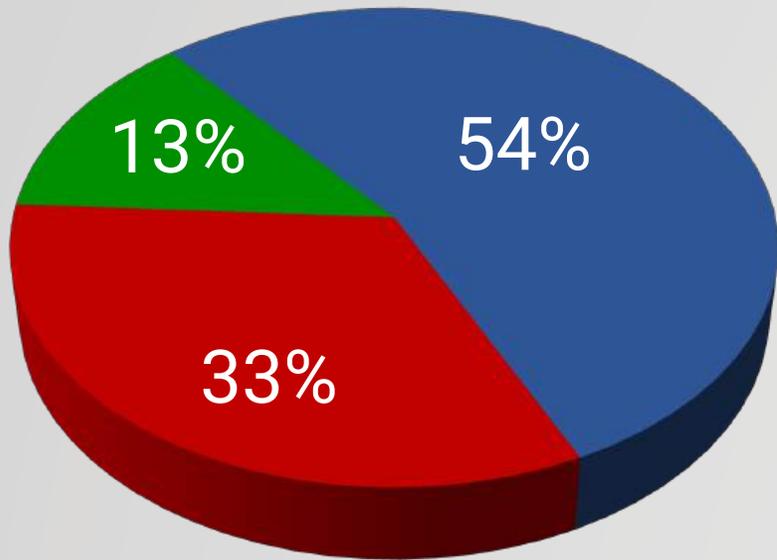
■ No, Reject

■ Undecided



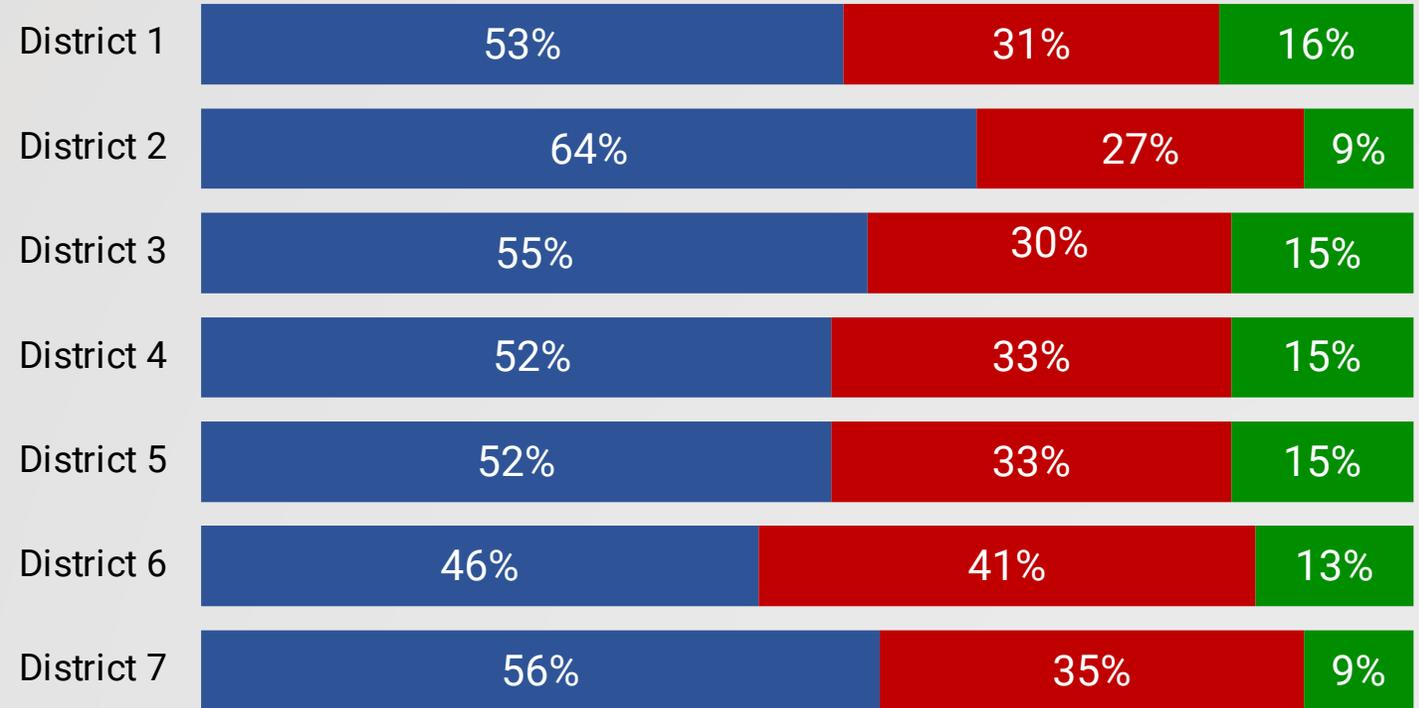
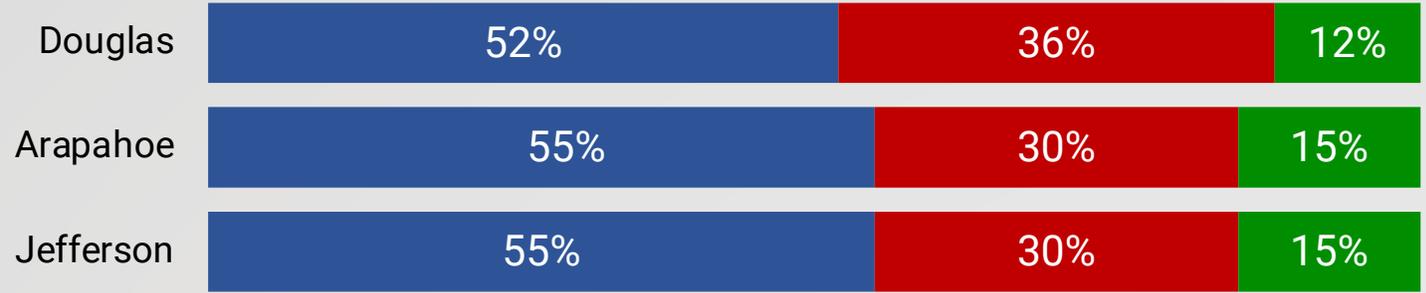
Property Tax Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	23%
Probably Yes	31%
Definitely No	16%
Probably No	17%



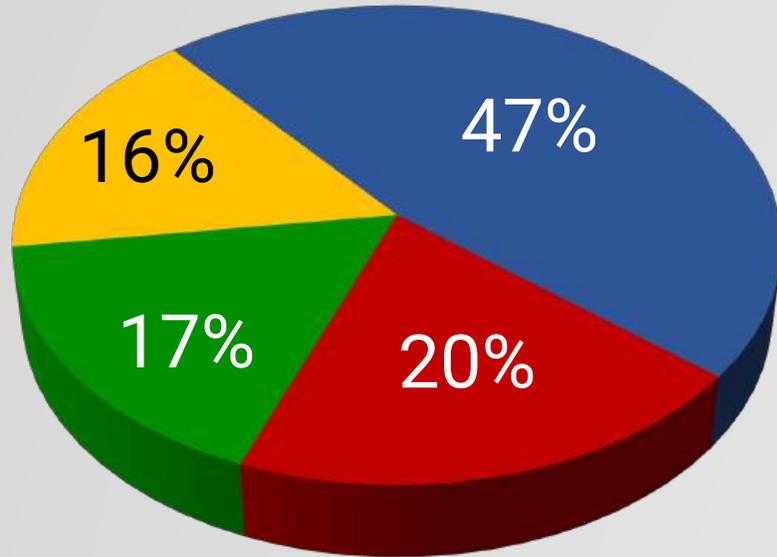
- Yes, Approve
- No, Reject
- Undecided



Sales Tax vs. Property Tax

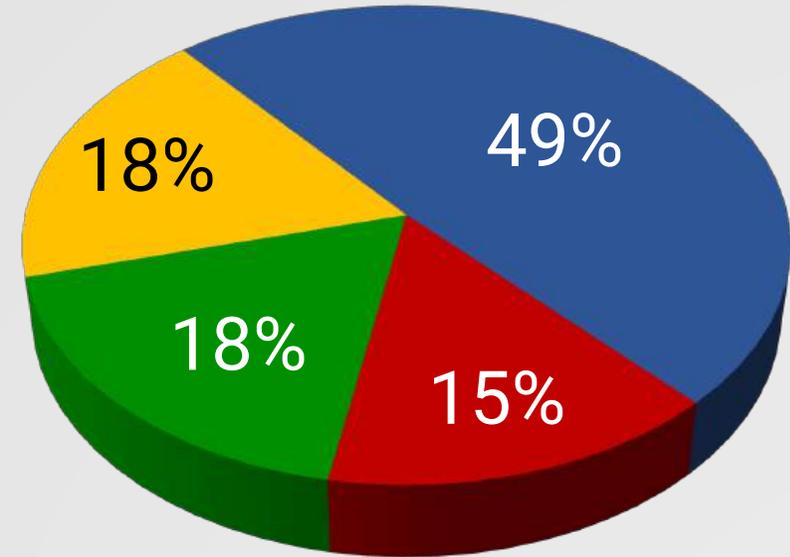
If you had to choose between the two ballot measures, which would you prefer to vote on this November?

June 2025



- 0.5% Sales Tax
- 3-Mill Property Tax
- Neither
- Unsure

Jan./Feb. 2025

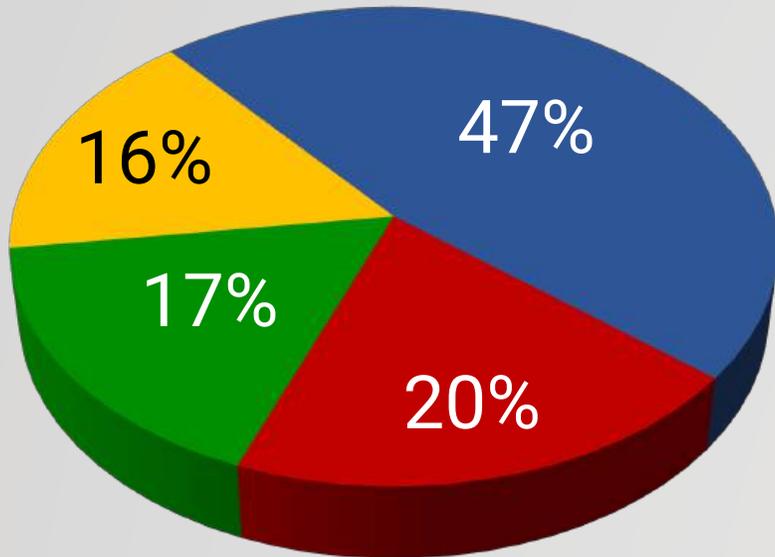


- 0.5% Sales Tax
- 3-Mill Property Tax
- Neither
- Unsure

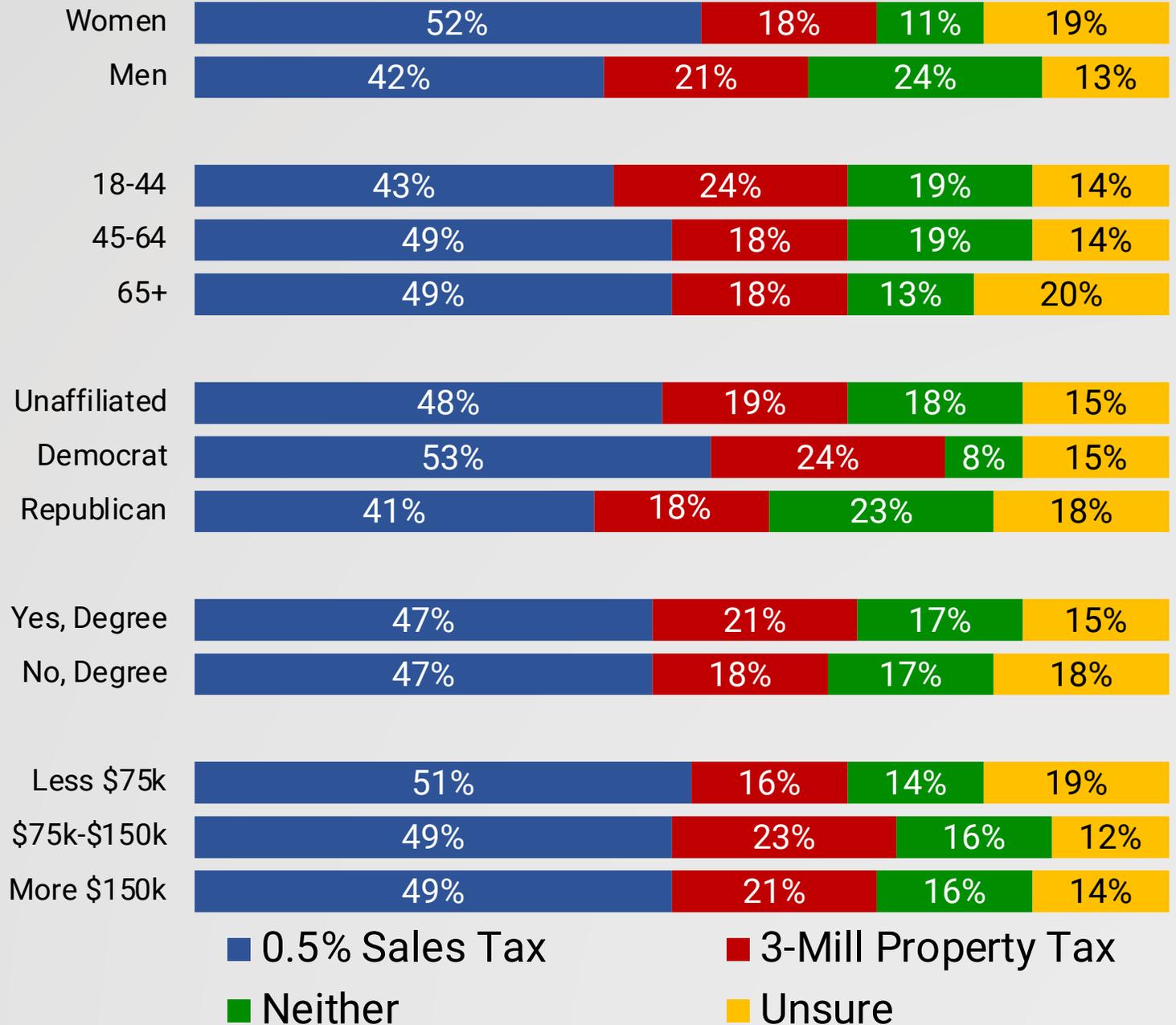


Sales Tax vs. Property Tax

If you had to choose between the two ballot measures, which would you prefer to vote on this November?



- 0.5% Sales Tax
- 3-Mill Property Tax
- Neither
- Unsure

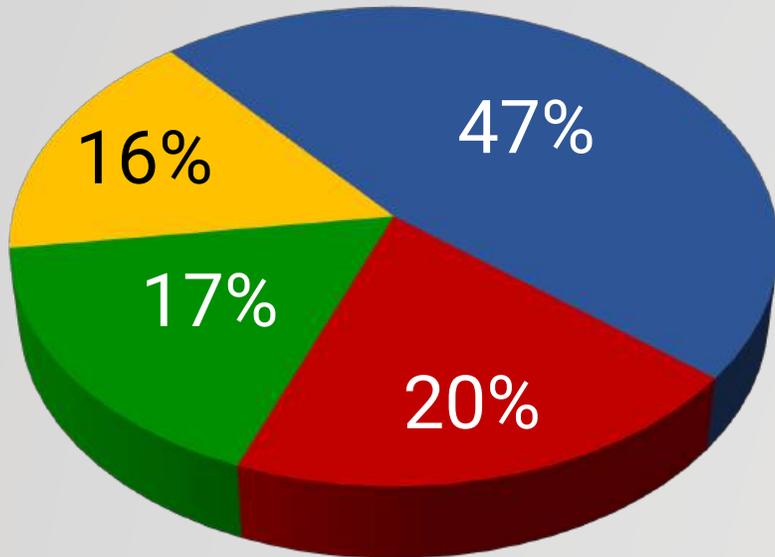


- 0.5% Sales Tax
- 3-Mill Property Tax
- Neither
- Unsure

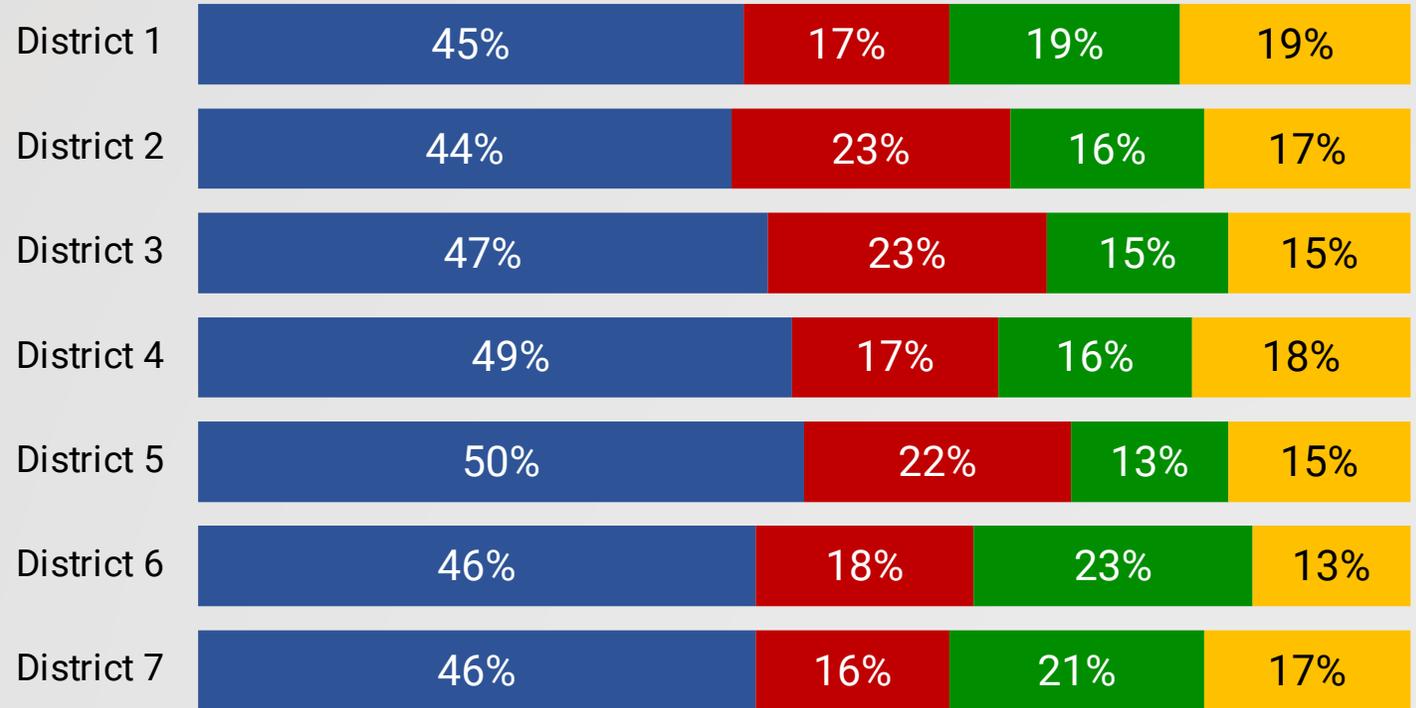
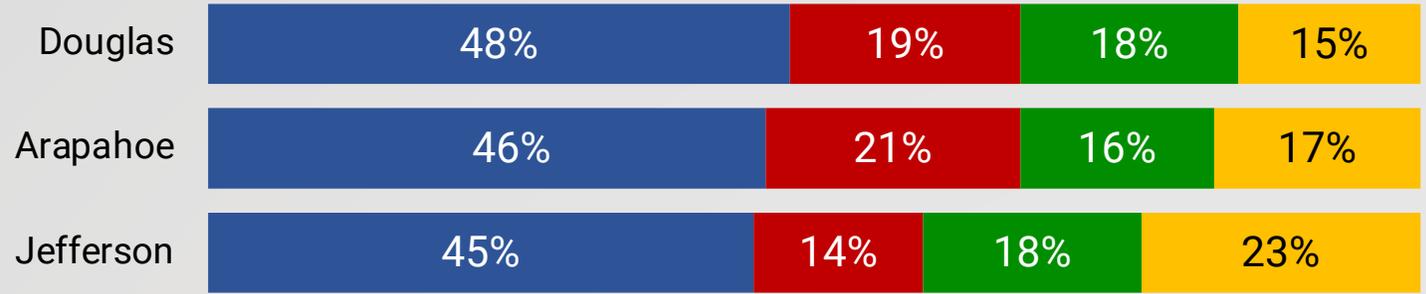


Sales Tax vs. Property Tax

If you had to choose between the two ballot measures, which would you prefer to vote on this November?



- 0.5% Sales Tax
- 3-Mill Property Tax
- Neither
- Unsure



- 0.5% Sales Tax
- 3-Mill Property Tax
- Neither
- Unsure



Tax Limit Ballot Measure



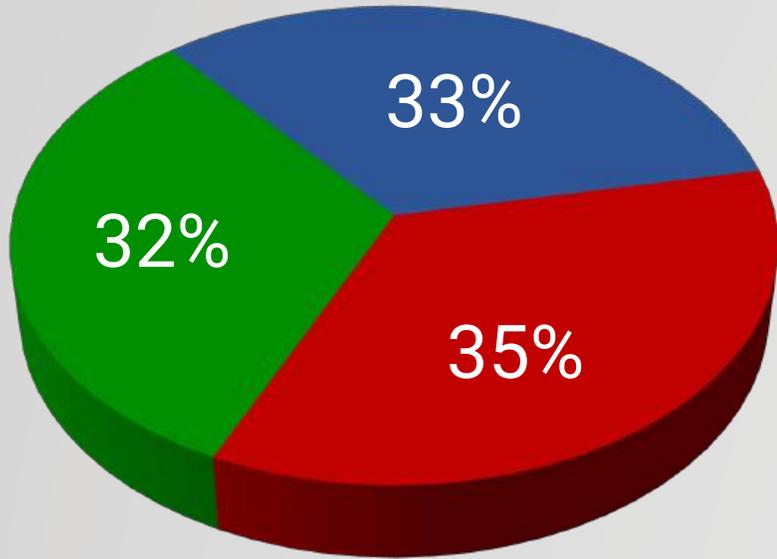
Following is the language for a different ballot measure that is being considered. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

[Waive Tax Limit Ballot Language]

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

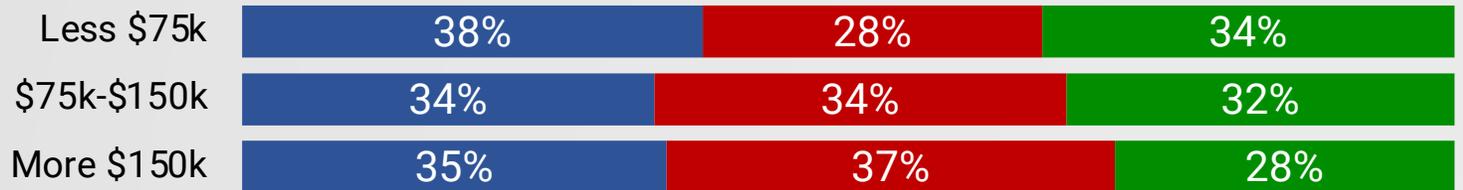
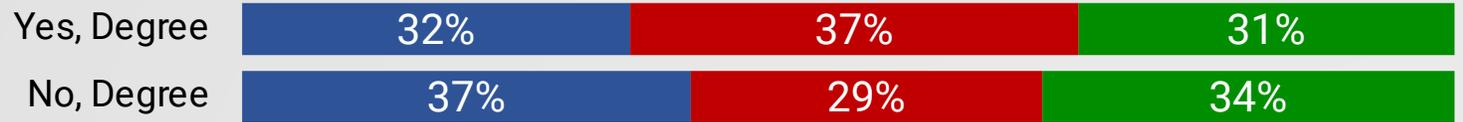
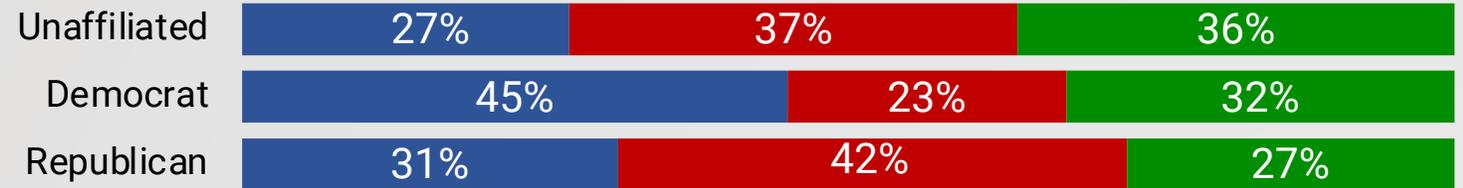
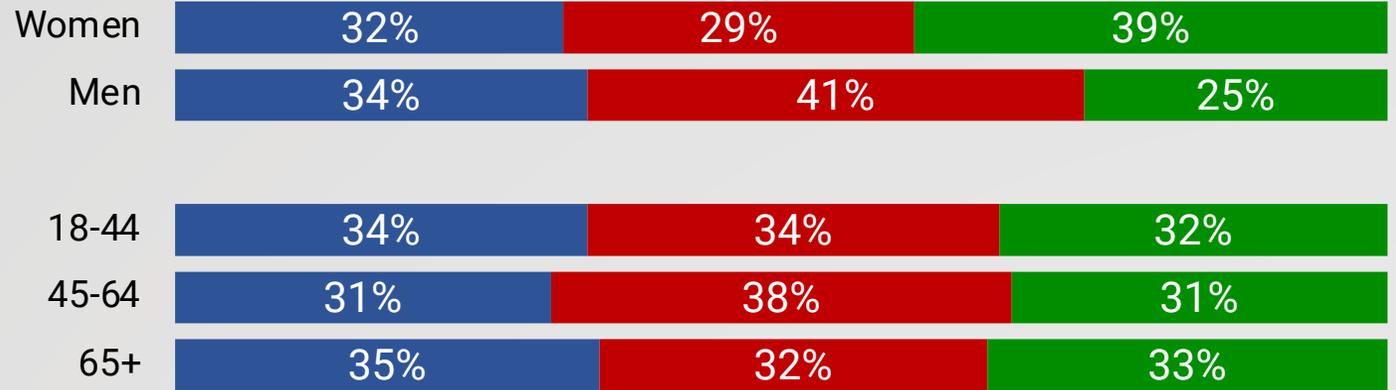
Tax Limit Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	14%
Probably Yes	19%
Definitely No	17%
Probably No	18%

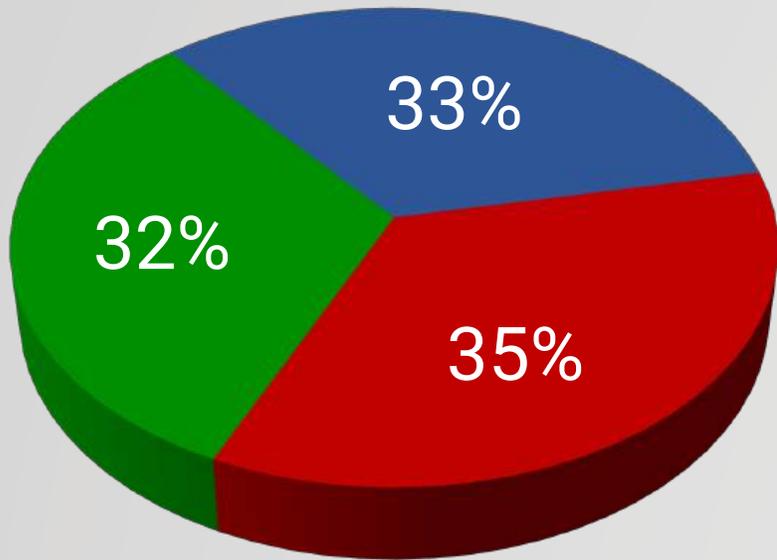


- Yes, Approve
- No, Reject
- Undecided



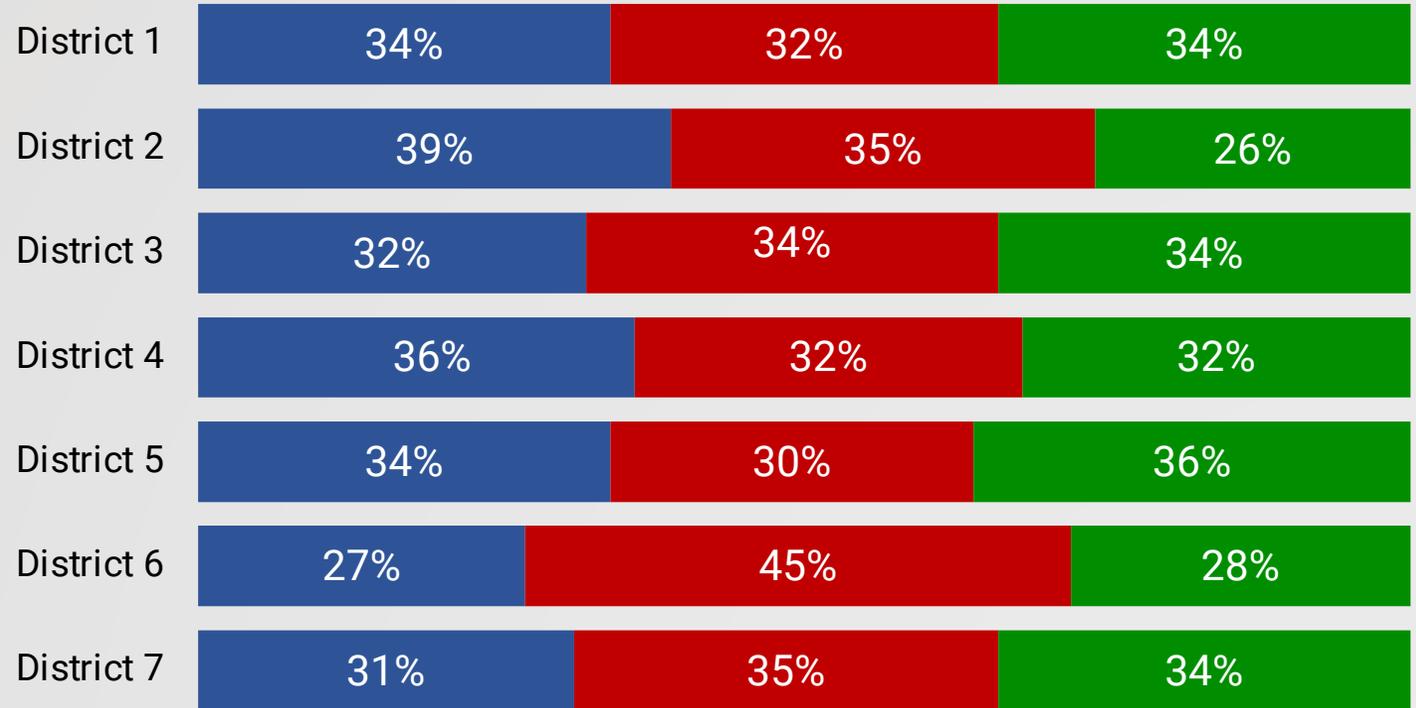
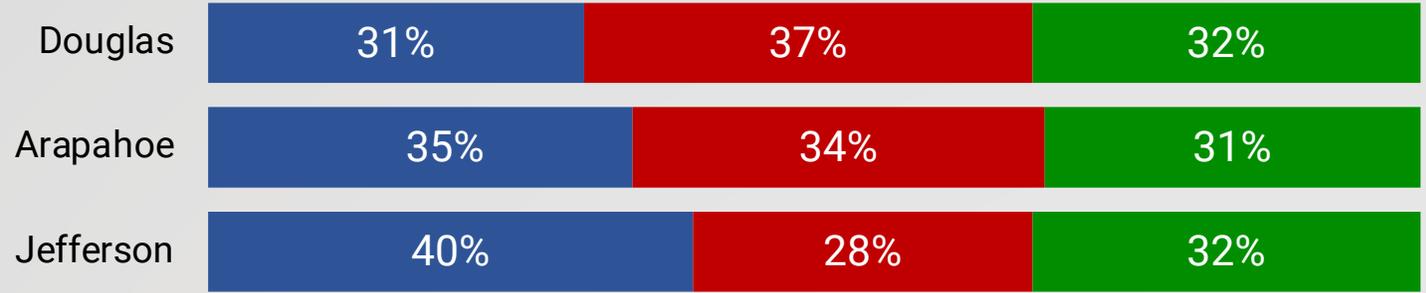
Tax Limit Ballot Measure

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■ Yes, Approve
 ■ No, Reject
 ■ Undecided

Definitely Yes	14%
Probably Yes	19%
Definitely No	17%
Probably No	18%



■ Yes, Approve ■ No, Reject ■ Undecided



Information Questions

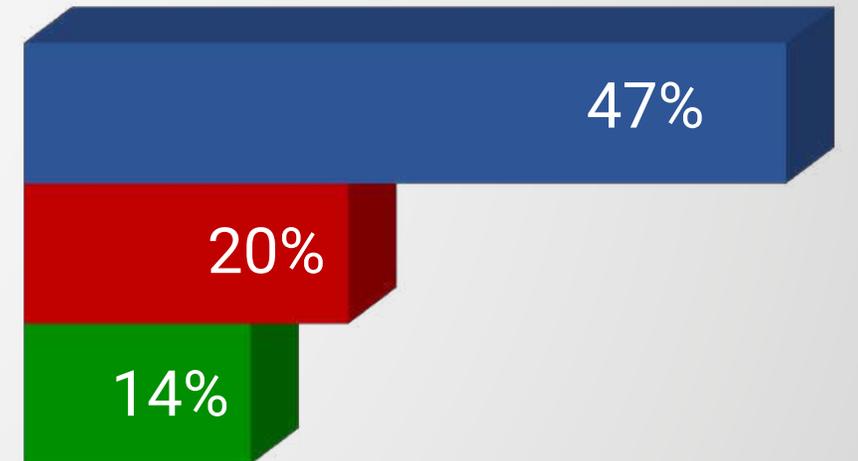
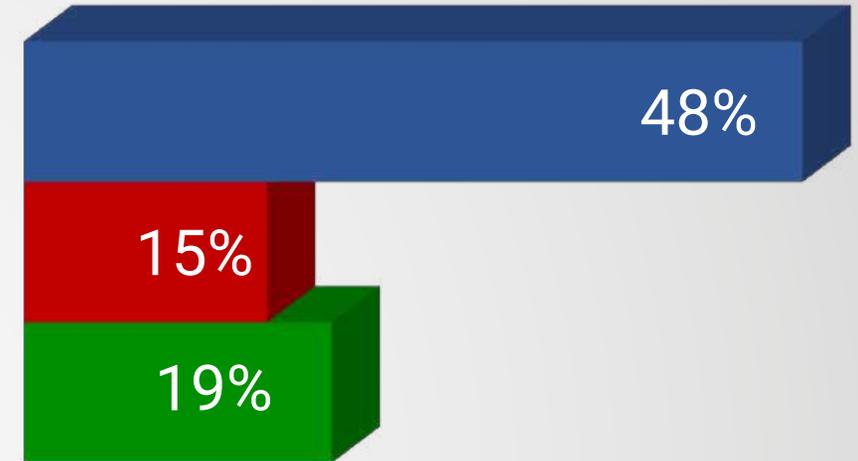


As you may know, without additional revenue in the future, South Metro Fire Rescue will face a significant budget shortfall starting in 2026. After reading the information, please indicate if you are more likely to vote yes and approve a ballot measure to waive the property tax limit for the fire district or if you are more likely to vote no and reject it. Let's get started:

South Metro Fire Rescue Ballot Measure Information Questions

If South Metro Fire Rescue is unable to waive the Colorado legislatures limit on all annual property tax revenue growth, they will need to go back to voters in future years.

Colorado House Bill 24B-1001 was passed last September in the state legislature and introduced significant reforms to the states property tax system, especially for local governments, like fire districts. The new legislation reduced the limit on all annual property tax revenue growth to 5.25%. Because of this, South Metro Fire Rescue is considering not only a ballot measure to increase funding, but a ballot measure to allow the district to realize the full benefit of all its voter authorized property tax rate.



- Total More Likely to Approve
- Total More Likely to Reject
- No Difference



Informed Tax Limit Ballot Measure



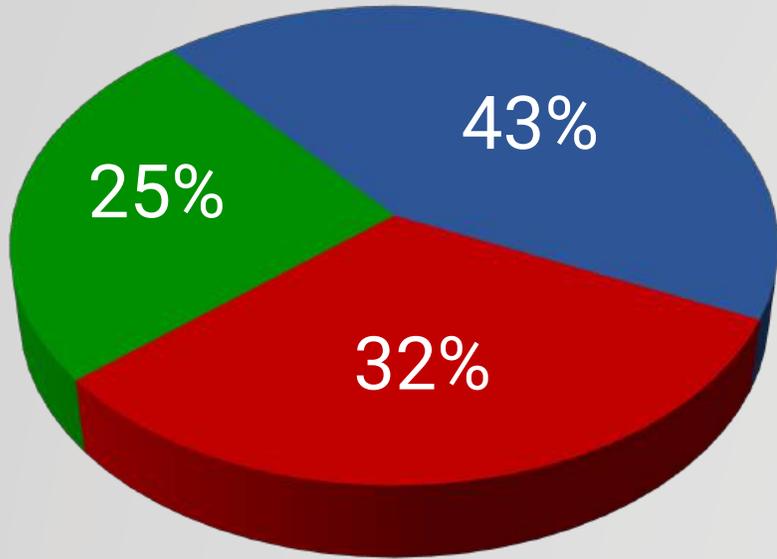
Thank you for reading and learning the reasons why South Metro Fire Rescue is considering a ballot measure in November. We now ask you to reread the ballot language and indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot reads as follows:

[Waive Tax Limit Ballot Language]

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

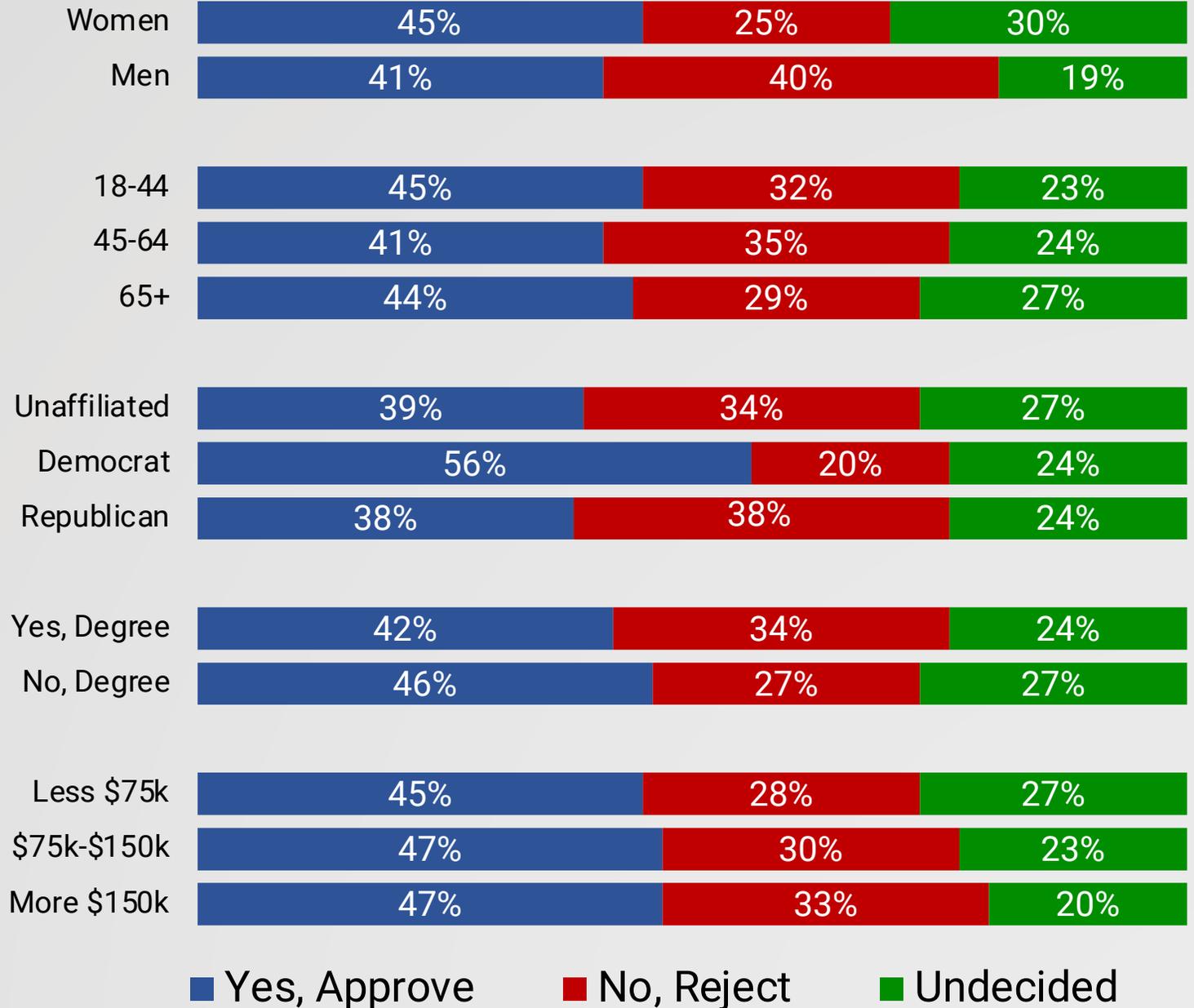
Informed Tax Limit Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	18%
Probably Yes	25%
Definitely No	15%
Probably No	17%

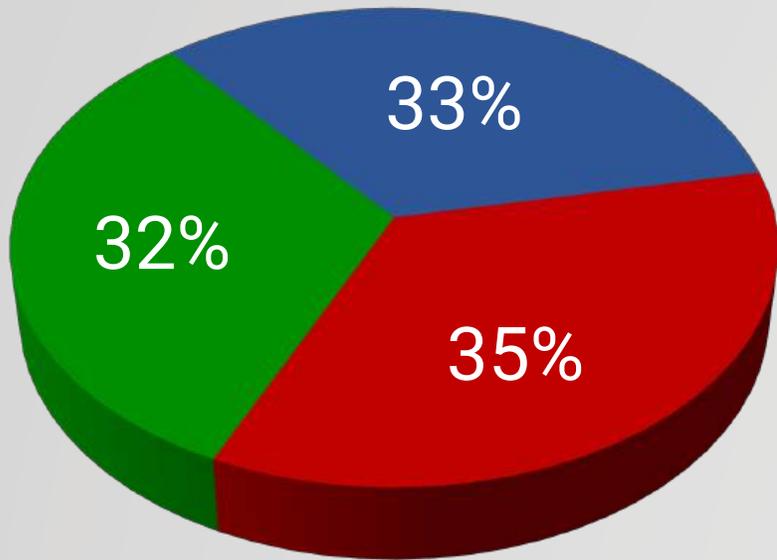


- Yes, Approve
- No, Reject
- Undecided



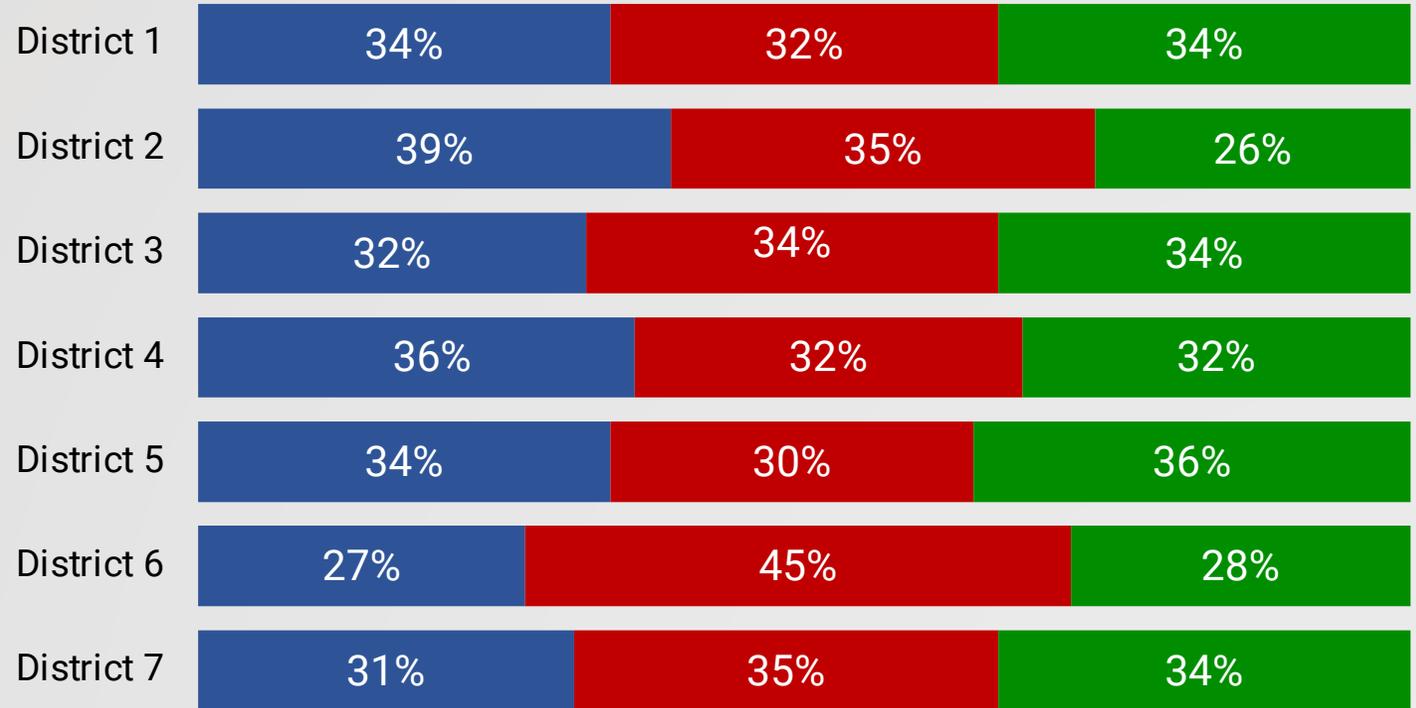
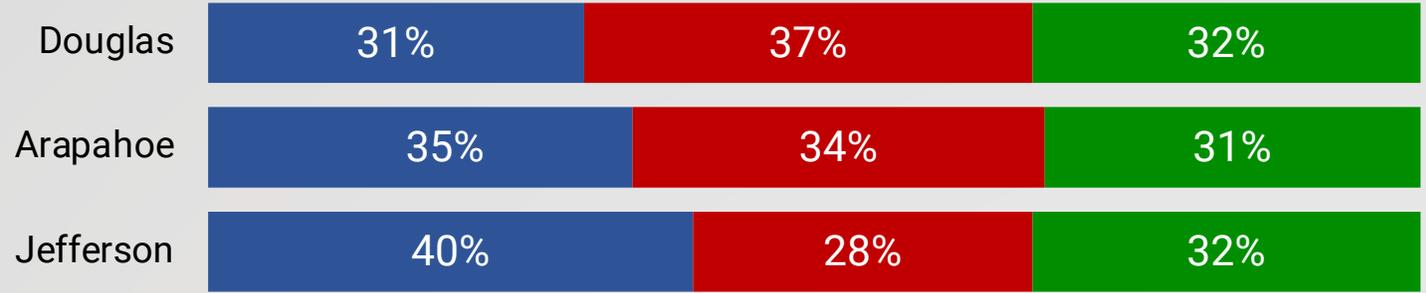
Informed Tax Limit Ballot Measure

Now that you have read the ballot language if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



- Yes, Approve
- No, Reject
- Undecided

Definitely Yes	14%
Probably Yes	19%
Definitely No	17%
Probably No	18%



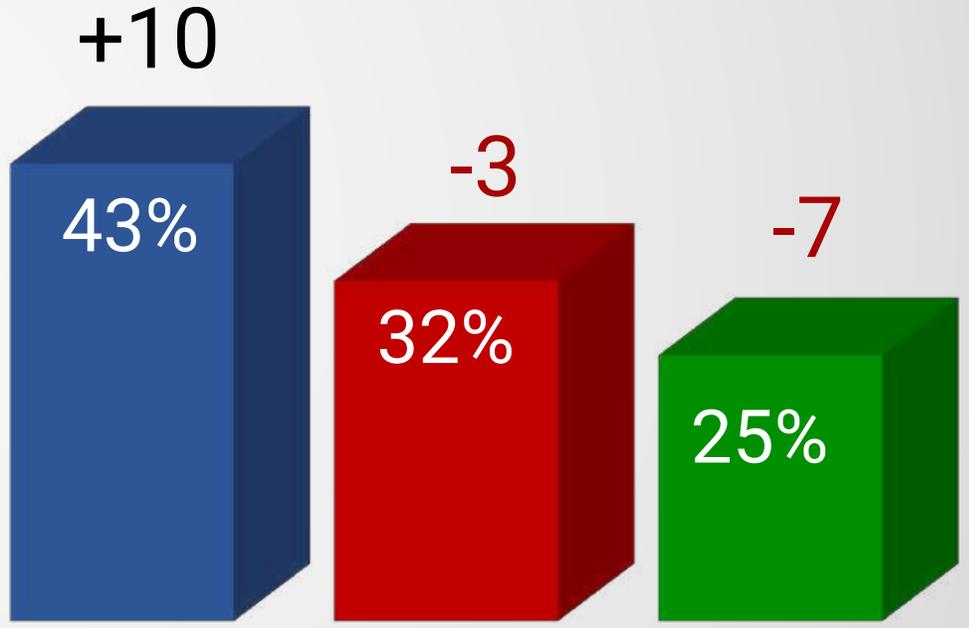
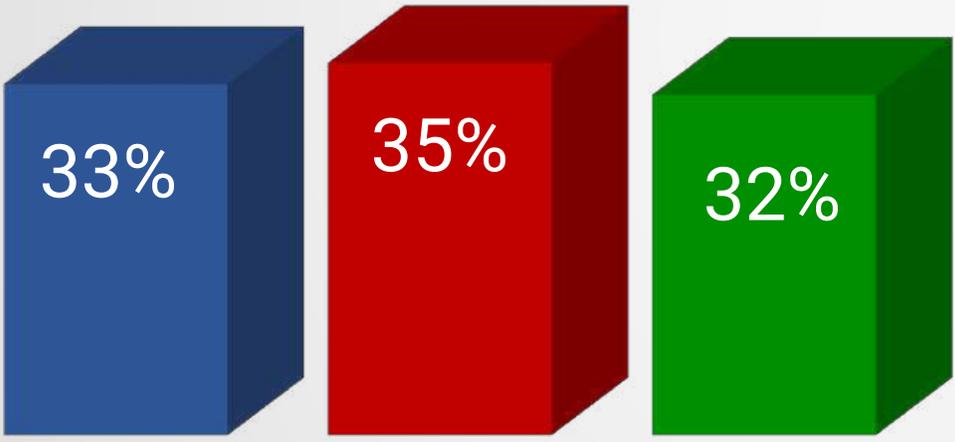
- Yes, Approve
- No, Reject
- Undecided



South Metro Fire Rescue – Tax Limit Ballot Measure Comparison

Uninformed

Informed



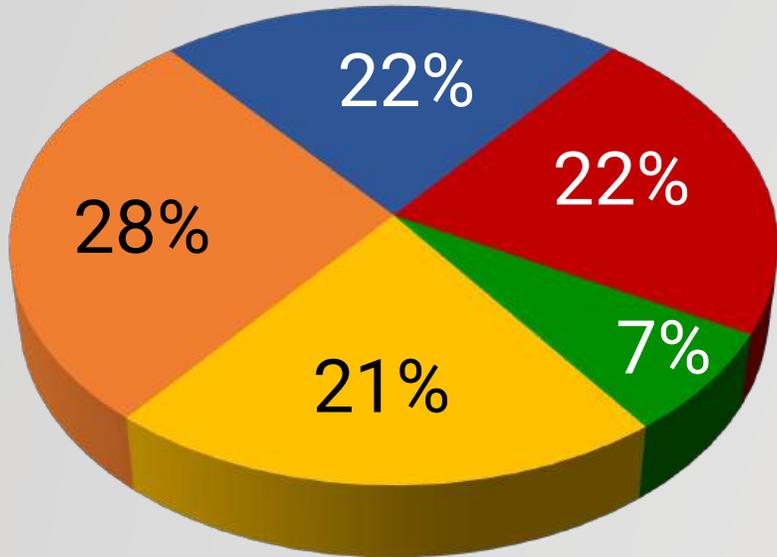
Yes, Approve No, Reject Undecided

Yes, Approve No, Reject Undecided

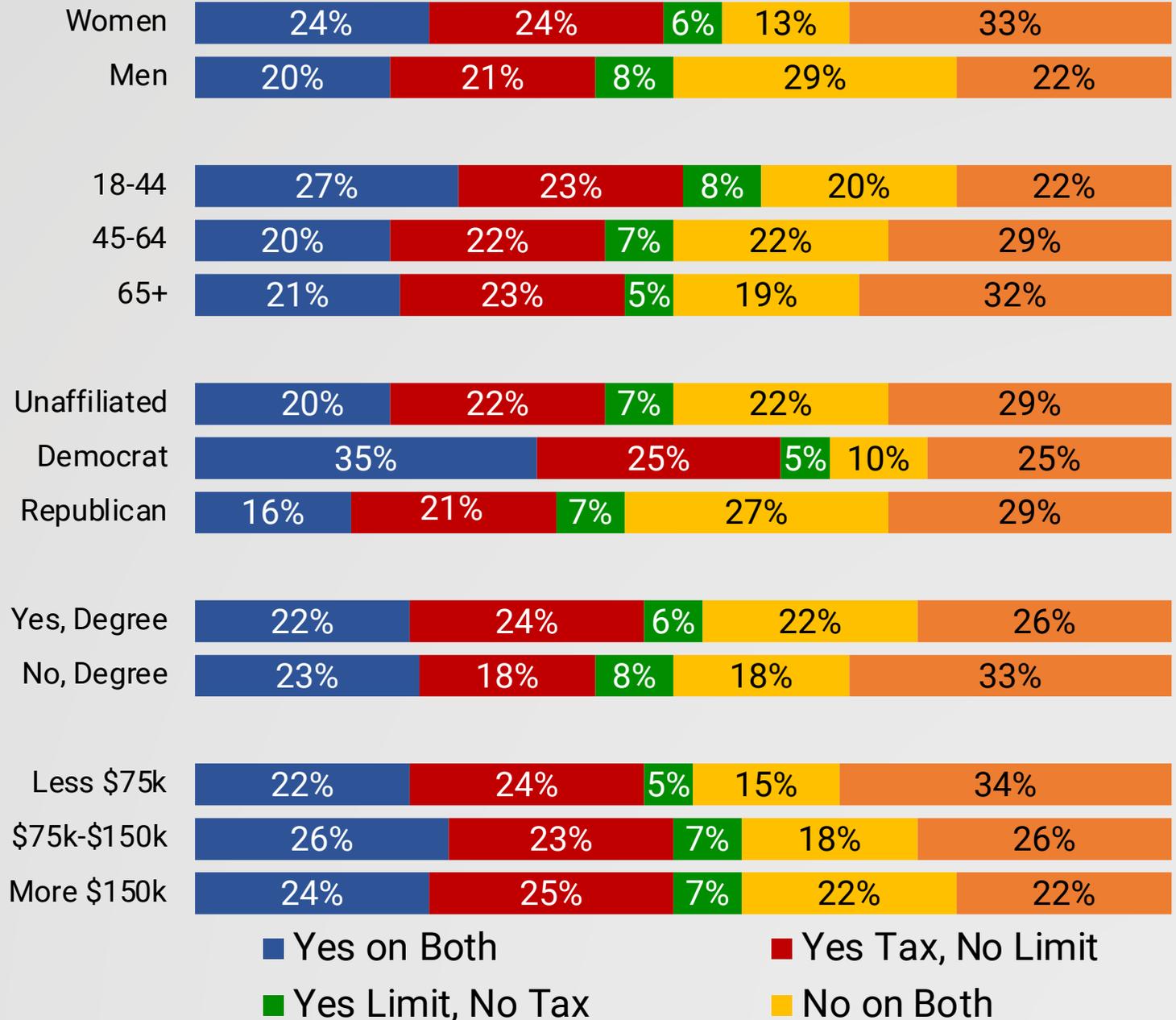


Opinion on Both Measures Being On the Ballot

If the South Metro Fire Rescue decided to put a ballot measure tax increase question and a ballot measure question to waive the property tax limit on the ballot this November, how would you vote?



- Yes on Both
- Yes Tax, No Limit
- Yes Limit, No Tax
- No on Both
- Undecided

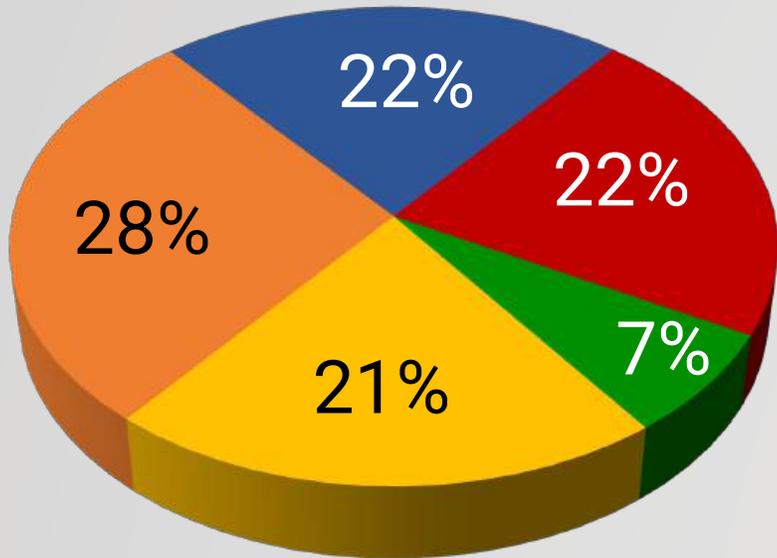


- Yes on Both
- Yes Tax, No Limit
- Yes Limit, No Tax
- No on Both

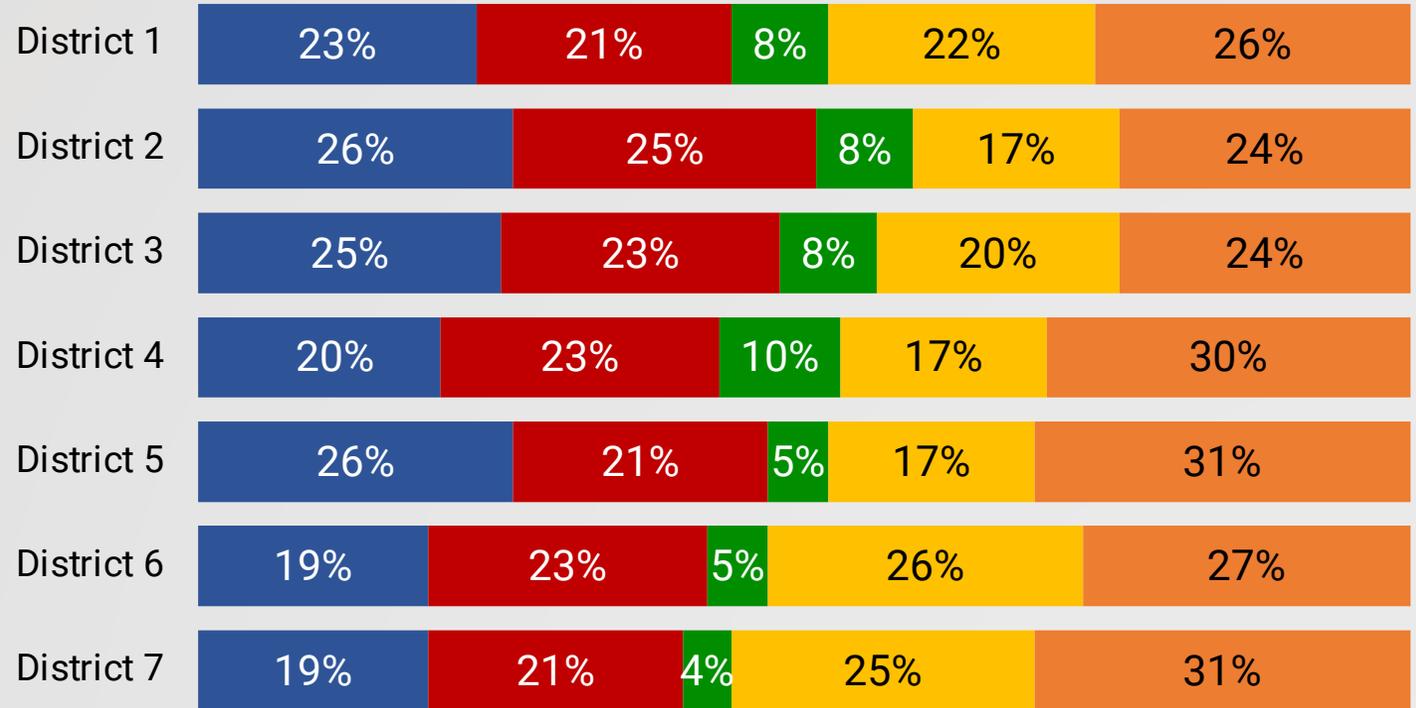
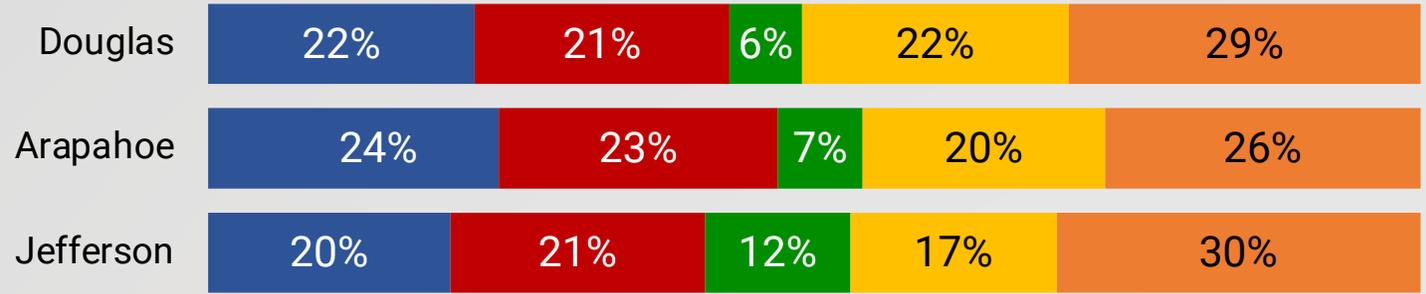


Opinion on Both Measures Being On the Ballot

If the South Metro Fire Rescue decided to put a ballot measure tax increase question and a ballot measure question to waive the property tax limit on the ballot this November, how would you vote?



- Yes on Both
- Yes Tax, No Limit
- Yes Limit, No Tax
- No on Both
- Undecided



- Yes on Both
- Yes Tax, No Limit
- Yes Limit, No Tax
- No on Both



South Metro Fire Rescue Verbatim Responses – YES on Both Ballot Measures

Please describe why you would vote yes and approve both ballot measures, one to approve a tax increase to generate additional revenue and the other to waive the property tax limit for South Metro Fire Rescue.

Support for Essential, Life-Saving Services: Many respondents emphasized that fire, EMS, and rescue services are critical and must be fully funded to ensure community safety. Personal stories of needing emergency response reinforced this support.

Funding Is Necessary to Keep Up with Growth, Inflation, and Modern Needs: Respondents frequently mentioned the rising costs of equipment, staffing, and training—as well as growing populations, aging communities, and increased fire risk (especially from climate change).

Willingness to Pay More to Maintain or Improve Services: Many voters expressed a readiness to pay higher taxes if it means continued or improved service. Some also said it's a shared civic responsibility to fund public safety.

Fairness and Equity in Funding Sources: Some respondents noted that a sales tax spreads costs across more people—including renters and tourists—while waiving the property tax limit allows the district to keep up with rising property values and inflation.

Trust and Appreciation for South Metro Fire Rescue: Respondents expressed strong trust in SMFR's leadership, fiscal responsibility, and deep appreciation for their professionalism, courage, and effectiveness—especially during emergencies.



South Metro Fire Rescue Verbatim Responses – YES on Tax Increase, NO on Tax Limit

Please describe why you would vote yes on a tax increase to generate additional revenue but vote no on waiving the property tax limit for South Metro Fire Rescue.

Prefer One-Time, Voter-Approved Increases Over Automatic Revenue Growth: Respondents expressed support for a specific, transparent tax increase, but do not want to give up future control. They prefer to vote on each tax change rather than allowing unlimited automatic revenue increases.

Concern About Accountability and Oversight: Waiving the property tax limit raised red flags for some voters about reduced financial oversight or unchecked spending. They feared it would lead to budget bloat or misuse of funds over time.

Taxpayer Fatigue or Limits on Tax Burden: Some respondents supported a limited tax increase but felt that removing caps could lead to unpredictable or unsustainable tax hikes over time—especially in the context of inflation, housing costs, or fixed incomes.

Desire for Defined, Transparent Use of Funds: Support for the tax increase often came with a call for clarity: respondents wanted to know exactly how the money would be spent and ensure it wasn't open-ended. The property tax waiver felt too vague or broad.

Support for Fire Services—With Limits: Even when opposing the waiver, nearly all respondents voiced support for SMFR's services and mission. Their votes reflect cautious support, not opposition to the fire district itself.



South Metro Fire Rescue Verbatim Responses – YES on Tax Limit, NO on Tax Increase

Please describe why you would vote yes on waiving the property tax limit but vote no on a tax increase to generate additional revenue for South Metro Fire Rescue.

Waiving the Limit Is Not a New Tax – Just Lets SMFR Keep What It's Already Collecting: Many respondents support waiving the limit because it allows SMFR to retain existing revenue without increasing taxes. They see it as a logical fix to an artificial cap, without added burden to taxpayers.

Strong Opposition to New or Additional Taxes: Respondents repeatedly voiced tax fatigue or opposition to ongoing tax increases, especially regressive taxes like sales tax that hit lower-income individuals harder. Many felt overtaxed already.

Need for Better Communication, Transparency, and Understanding: Some voters were confused or lacked clarity about the funding proposals. They wanted more plain-language explanations about the differences between the two measures and how the money would be used.

Fiscal Responsibility Concerns with SMFR: Several respondents questioned how SMFR currently manages its budget and expressed skepticism about the need for more funding. They cited large facilities, perceived administrative bloat, or generous pay.



South Metro Fire Rescue Verbatim Responses – NO on Both Ballot Measures

Please describe why you would vote no and reject both ballot measures, one to approve a tax increase to generate additional revenue and the other to waive the property tax limit for South Metro Fire Rescue.

General Opposition to New Taxes and Tax Increases: A strong number of respondents said they're simply opposed to any form of tax hike—property or sales—due to already high taxes, cost of living, or personal financial limitations.

Skepticism or Lack of Trust in Government Spending: Many respondents expressed distrust in how South Metro Fire Rescue or government agencies in general handle money. Some felt SMFR already has sufficient resources but doesn't spend them wisely.

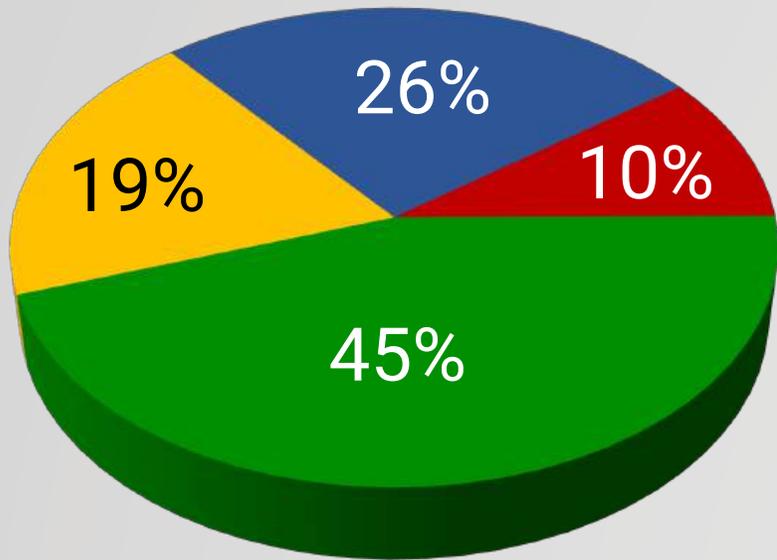
Opposition to Removing Voter Oversight (De-Brucing): Several voters said they were unwilling to waive the property tax limit because it removes checks and balances. They want to retain the right to approve any future increases.

Perception That Services Are Already Adequate: Some respondents said they saw no justification for additional funding. They felt current service levels were sufficient and that SMFR does not need more resources at this time.

Economic Concerns and Financial Pressures on Residents: Rising costs of living, housing, inflation, and fixed incomes were commonly cited as reasons why voters did not support either measure—especially among retirees and working-class residents.

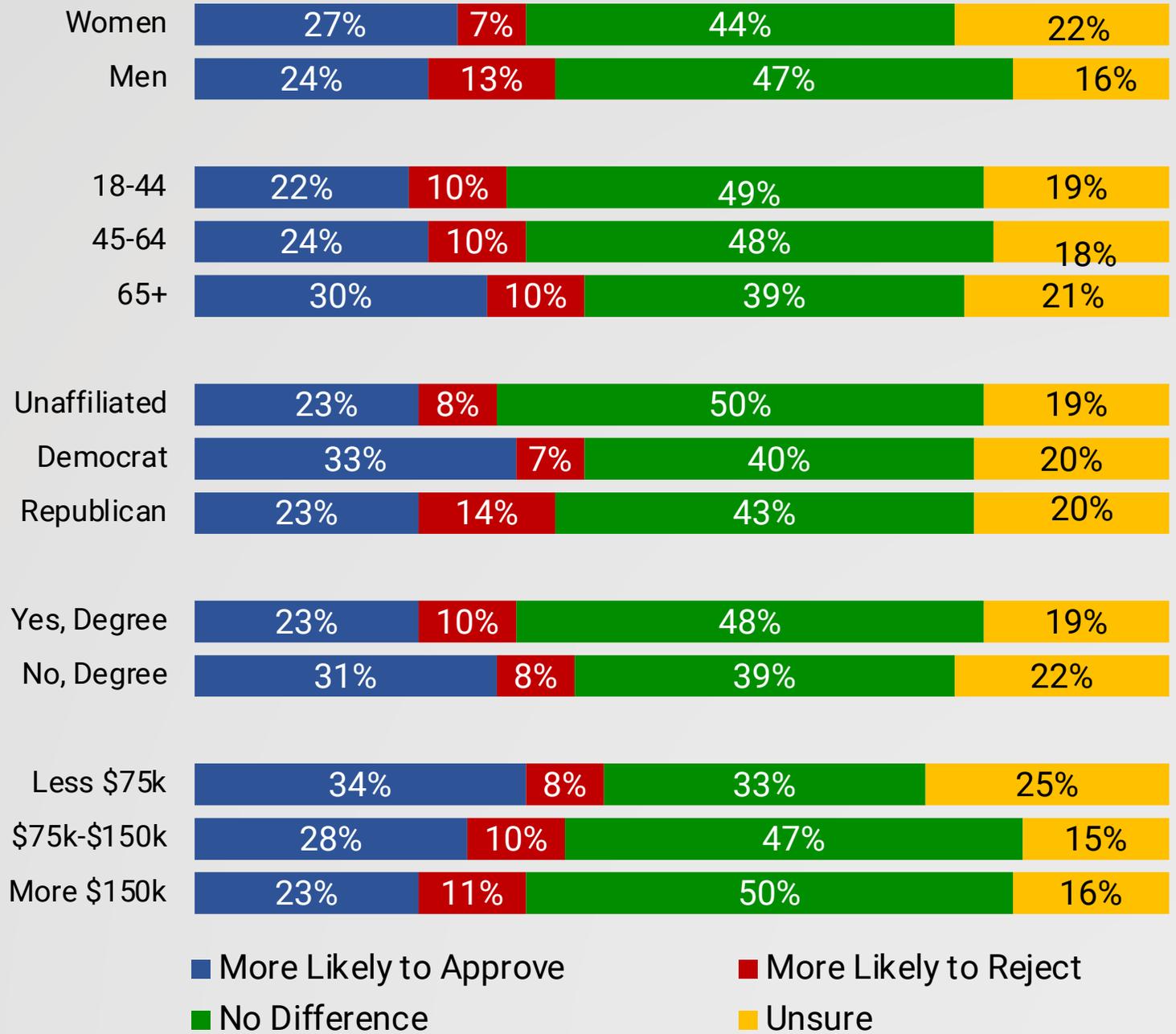


If you knew that some local elected officials were opposed to the South Metro Fire Rescue tax ballot measure, would that make you:



- More Likely to Approve
- More Likely to Reject
- No Difference
- Unsure

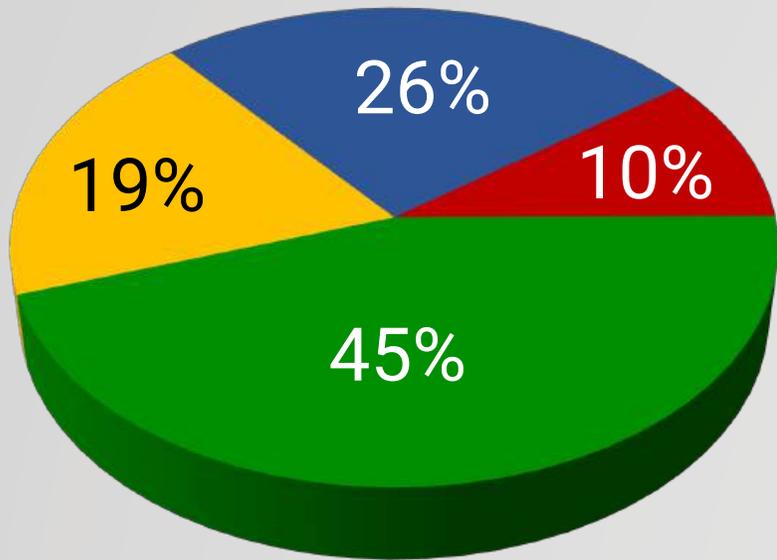
Much Likely Approve	15%
Somewhat Likely Approve	11%
Much Likely Reject	5%
Somewhat Likely Reject	5%



- More Likely to Approve
- More Likely to Reject
- No Difference
- Unsure



If you knew that some local elected officials were opposed to the South Metro Fire Rescue tax ballot measure, would that make you:



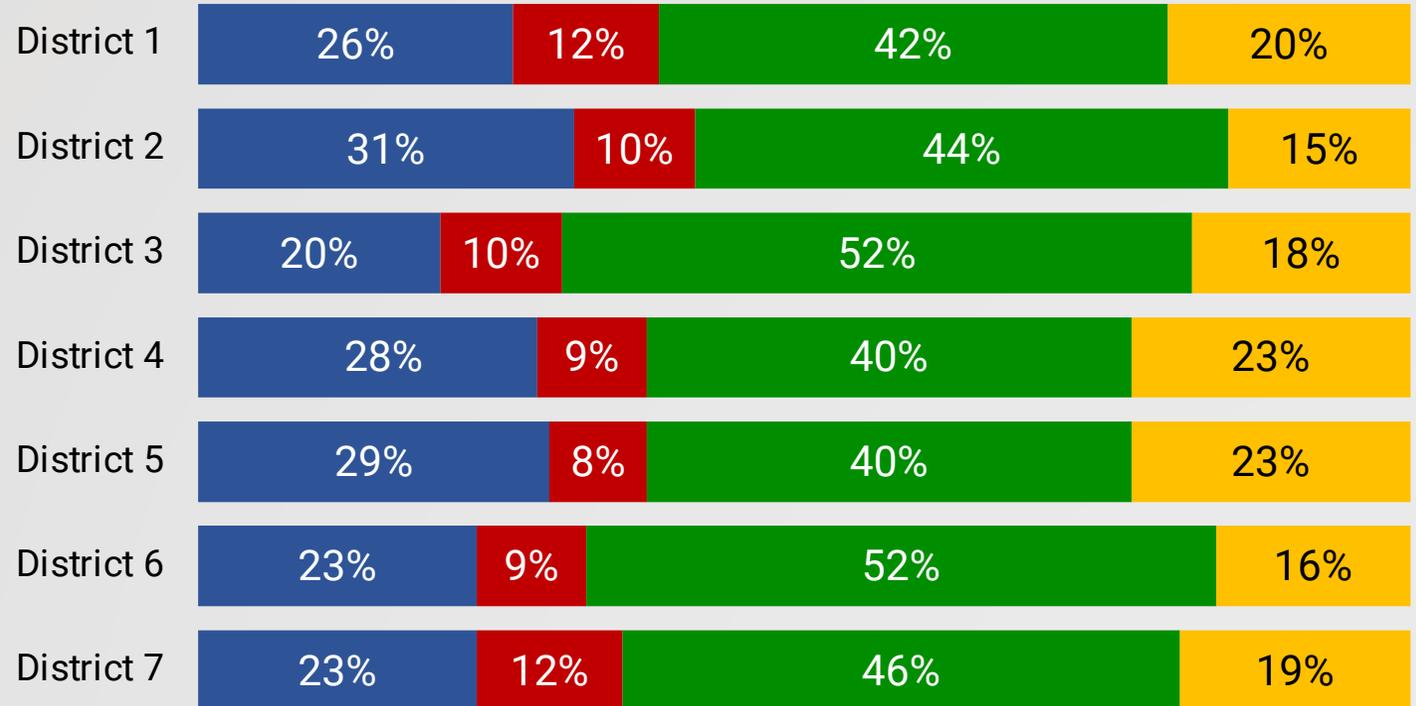
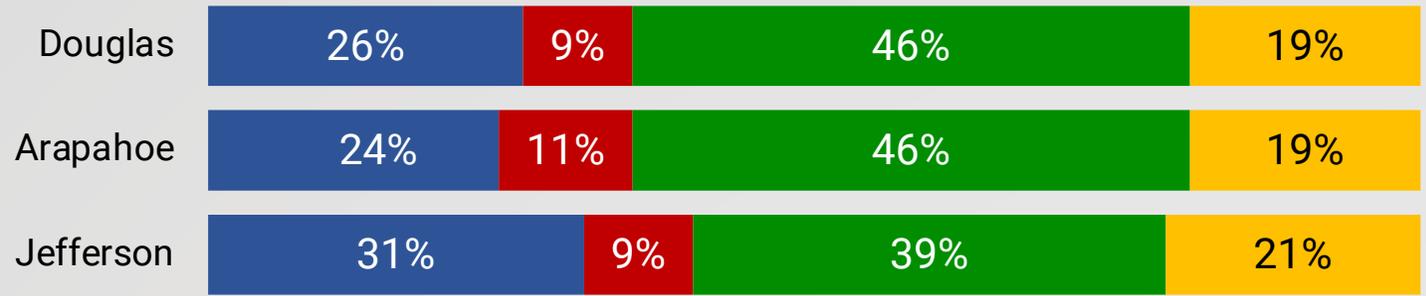
■ More Likely to Approve

■ More Likely to Reject

■ No Difference

■ Unsure

Much Likely Approve	15%
Somewhat Likely Approve	11%
Much Likely Reject	5%
Somewhat Likely Reject	5%



■ More Likely to Approve

■ No Difference

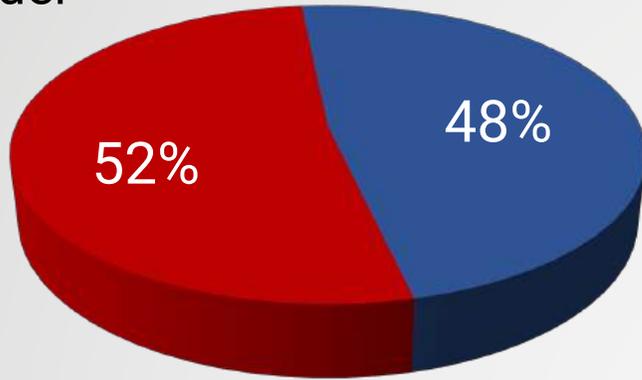
■ More Likely to Reject

■ Unsure



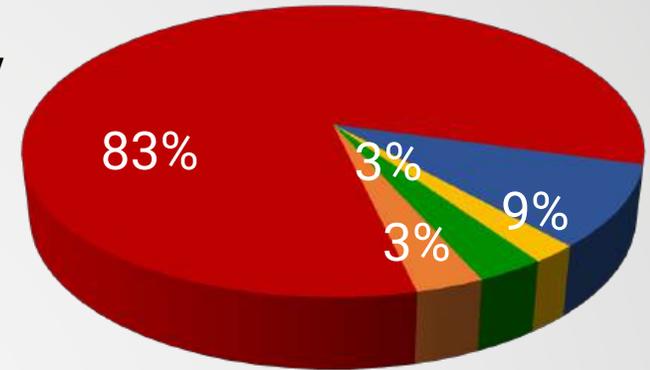
Survey Demographics

Gender



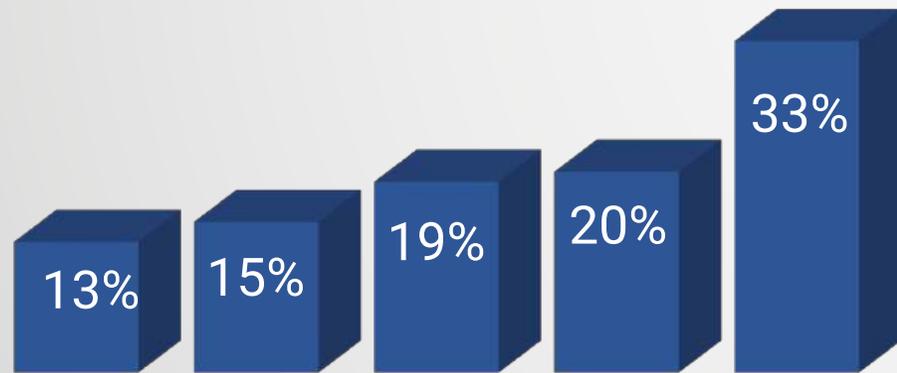
Female Male Identify Differently

Race or Ethnicity



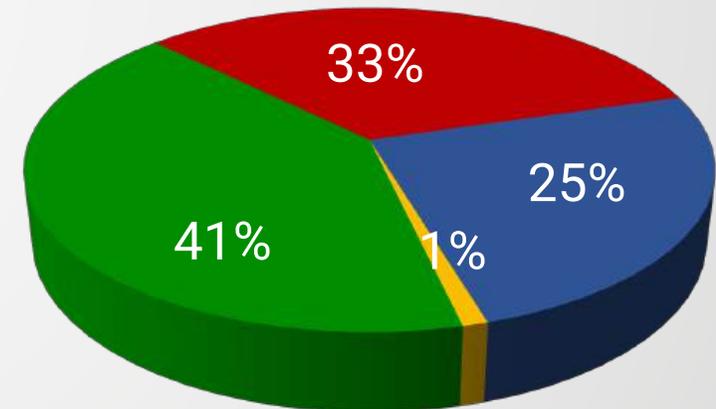
White Hispanic/ Latino
Black/ African American Asian
Other

Age Range



18-34 35-44 45-54 55-64 65+

Party Affiliation

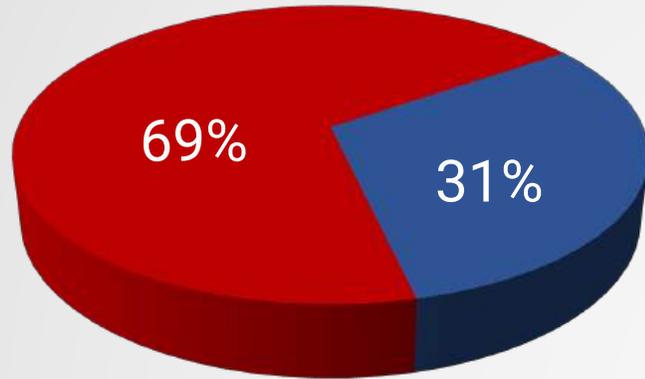


Unaffiliated Republican Democrat Other



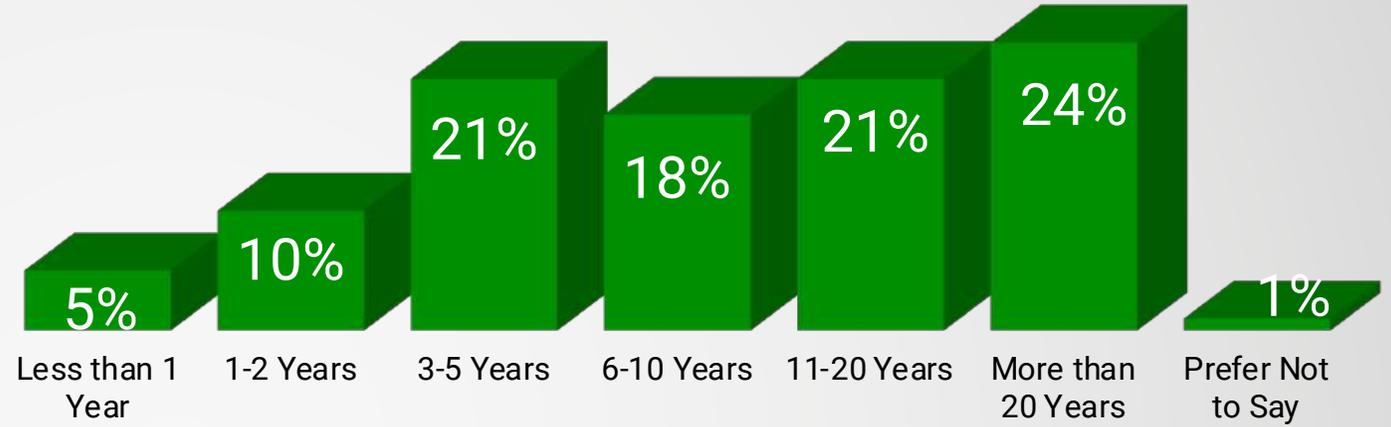
Survey Demographics

4-Year College Degree

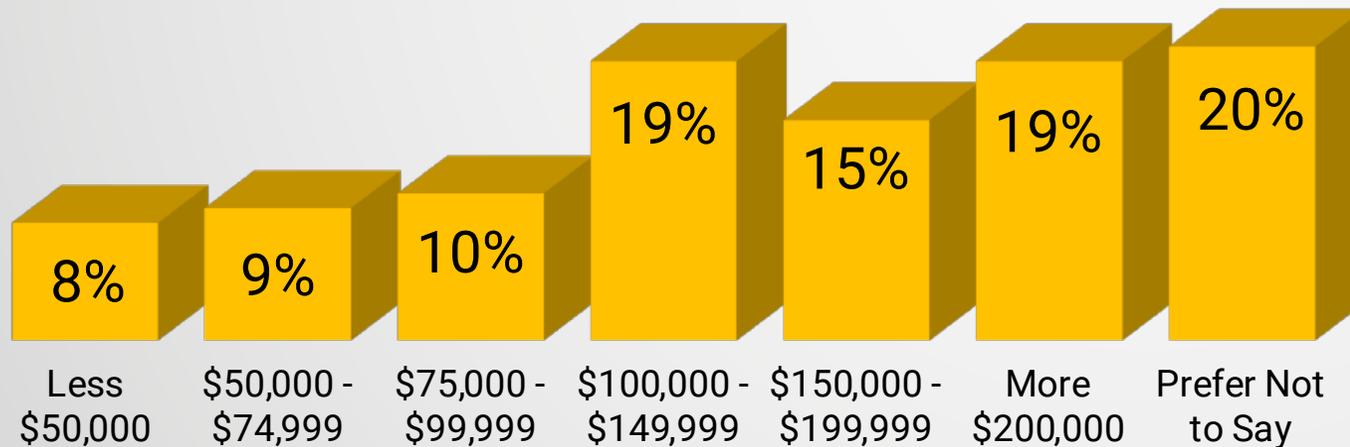


■ Yes ■ No

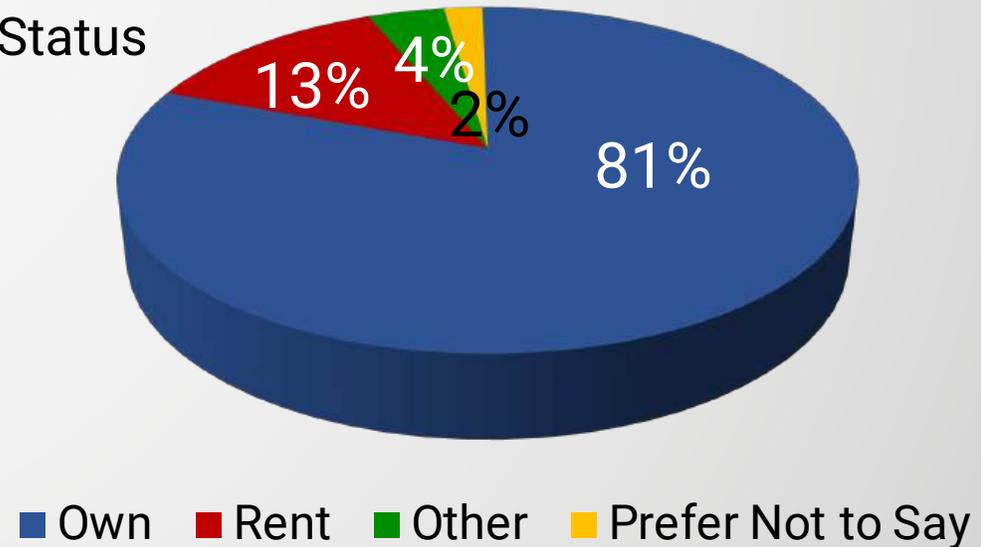
Tenure



Income



Home Status



■ Own ■ Rent ■ Other ■ Prefer Not to Say



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