



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Meeting Agenda

Town Council

Tuesday, May 6, 2025

6:00 PM

Council Chambers

Special Meeting

[Link to Watch or Comment Virtually: https://bit.ly/TCSPECIAL05-06-2025](https://bit.ly/TCSPECIAL05-06-2025)

I. Call Meeting to Order and Pledge of Allegiance

6:00 p.m.

II. Roll Call

III. Approval of the Agenda

6:00-6:05 p.m.

IV. General Business

[25-257](#)

Comprehensive Plan - Land Use Fiscal Analysis & Implementation

Attachments:

[Staff Report](#)

[Presentation](#)

6:05-7:35 p.m.

Presenter(s): Sarah Nurmela, Director of Planning and Development

Josh Campbell, Senior Strategic Planner

Gabi Rae, Communications and Community Engagement Director

Consultant - Kevin Shepherd, P.E., Verdunity

[25-292](#)

Community Questionnaire Building

Attachments:

[Presentation](#)

[Questionnaire Creation Worksheet](#)

7:35-8:35 p.m.

Presenter(s): Gabi Rae, Director of Communications & Community Engagement

David Flaherty, CEO/Founder, Magellan Strategies

Courtney Sievers, Director of Survey Research, Magellan Strategies

[25-290](#)

Discussion on Surveys, Past and Future

8:35-9:05 p.m.

Presenter(s): Gabi Rae, Director of Communications & Community Engagement

V. Adjournment

9:05 p.m.

(The Town Council's Goal is that all meetings be adjourned by 10:30pm. An agenda check will be conducted at or about 10:00 p.m., and no later than at the end of the first item finished after 10:00 p.m. Items not completed prior to adjournment will generally be taken up at the next regular meeting.)



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 5/6/2025

File #: 25-257, **Version:** 1

SUBJECT:

Comprehensive Plan - Land Use Fiscal Analysis & Implementation

DEPARTMENT: Planning & Development

PRESENTER(S): Sarah Nurmela, Director of Planning and Development
Josh Campbell, Senior Strategic Planner
Gabi Rae, Communications and Community Engagement Director
Consultant - Kevin Shepherd, P.E., Verdunity

TIME ESTIMATE: 90 minutes

POLICY ISSUES:

At the March 4 Study Session, the Council expressed interest in better understanding the Land Use Fiscal Analysis and Comprehensive Plan implementation. These elements are described in more detail in the attached staff report and presentation.

STAFF RECOMMENDATION:

Informational item only.

EXECUTIVE SUMMARY AND BACKGROUND:

The Comprehensive Plan is an overarching guide for development, services, and lived experience in the Town. The document establishes a vision, guiding principles, and policies, with action items to implement the Town's vision. As a guiding document, the policies are meant to provide guidance for decision makers and staff alike as they review development, prioritize investments, and deliver infrastructure improvements. As part of the Comprehensive Plan process, the Town's consultant Verdunity completed a Land Use Fiscal Analysis and model. This analysis quantified the fiscal performance of the Town's current development and service model as a baseline to inform discussions on ways to improve long-term fiscal health. The fiscal model was used to evaluate the land use scenarios and final draft developed during the planning process.

The vision articulated in the Comprehensive Plan is implemented by more detailed plans and implementation strategies like the Transportation and Mobility Plan (TMP), Water Supply Plan,

Affordable Housing Strategy, or Parks, Recreation, Open Space and Trails (PROST) Plan-among others. An update to the Town's Unified Development Code (UDC) is planned as a part of implementation. Additionally, continued outreach to the community is planned-not only as part of the implementing plans like PROST, but as a continued conversation and opportunity to inform residents of the Comprehensive Plan and how it is implemented over time.

COUNCIL PRIORITY(S) ADDRESSED:

- ✓ Attractive Community Amenities
- ✓ Engaged and Diverse Community
- ✓ Prosperous Economy
- ✓ Well-Maintained Transportation Infrastructure
- ✓ Small Town Feel
- ✓ Safe and Healthy Community
- ✓ Effective Governance
- ✓ Environmentally Sustainable
- ✓ Fiscally Responsible

ATTACHMENT(S):

1. Staff Report
2. Presentation
3. [Land Use Fiscal Analysis <https://www.erieco.gov/DocumentCenter/View/21314/Land-Use-Fiscal-Analysis>](https://www.erieco.gov/DocumentCenter/View/21314/Land-Use-Fiscal-Analysis)

**TOWN OF ERIE
TOWN COUNCIL MEETING
May 6, 2025**

SUBJECT: Comprehensive Plan – Land Use Fiscal Analysis & Implementation

PURPOSE: Discussion only

CODE REVIEW: N/A

DEPARTMENT: Planning and Development
Communications and Community Engagement

PRESENTER: Sarah Nurmela, Director of Planning and Development
Josh Campbell, Senior Strategic Planner
Gabi Rae, Communications and Community Engagement Director
Consultant – Kevin Shepherd, Verdunity

STAFF RECOMMENDATION:

Informational item only.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

At the March 4 Study Session on the Comprehensive Plan, the Council expressed a desire to have an additional Study Session on the Land Use Fiscal Analysis with the consultant the Town previously hired to complete that analysis. Additionally, Council shared interest in outreach and education efforts for the Comprehensive Plan and its implementation.

The Comprehensive Plan is an overarching guide for development, services, and lived experience in the Town. The document establishes a vision, guiding principles, and policies, with action items to implement the Town's vision. As a guiding document, the policies are meant to provide direction to decision makers and staff alike as they review development, prioritize investments, and deliver infrastructure improvements.

The vision articulated in the Comprehensive Plan is implemented by more detailed plans and implementation strategies like the Transportation and Mobility Plan (TMP), Water Supply Plan, Affordable Housing Strategy, or Parks, Recreation, Open Space and Trails (PROST) Plan. An update to the Town's Unified Development Code (UDC) is planned as a part of implementation.

Comprehensive Plan Fiscal Analysis

Fiscal health is the financial well-being of a government, including its ability to meet financial and service obligations. Municipalities must have sufficient revenue to cover service and infrastructure costs or be faced with the difficult decision to either reduce services or increase costs for residents. Municipal revenues come from many sources including property taxes, sales taxes, development fees, and charges for services. The majority of Erie's General Fund comes from sales tax, of the remaining portion, 11% comes from property tax, and 14% from development fees. As Erie reaches full buildout over the next 20 to 30 years, revenues from development fees will go down. When planning for long-term fiscal health, the Town must ensure it has the resources it needs to cover service and infrastructure costs that will increase as the Town matures.

How a community grows directly impacts its fiscal health. While some development patterns produce enough property and sales tax revenue to cover service and infrastructure costs, others fall short. One of the largest unfunded liabilities for many municipalities is the cost associated with maintaining and replacing public streets, parks and amenities, and infrastructure. The more spread out a development pattern is, the larger the resource gap between liabilities and revenues. A fiscally healthy municipality will have a mix of development types and land uses, resulting in a balance between long-term liabilities and revenues. The following graphics, excerpted from the Land Use Fiscal Analysis, illustrate this point.



Figure 1: Financial Impacts of One Development Pattern



Figure 2: Fiscal Impacts of Mixed Development Pattern

The Town's consultant, Verdunity, completed the Land Use Fiscal Analysis to quantify and communicate the fiscal performance of the Town's current and projected development and service model. Erie's current fiscal health shows an expansion of its service area and population along with increasing costs. Due to the lower density development pattern of this development the cost per household is increasing. Other General Fund (GF) observations from the analysis include:

- Over the last five years, expenses have increased from \$2,191 to \$4,283 per acre, while the revenue per acre has only grown from \$2,757 to \$3,935 in this same span.
- Expenditures per acre are increasing, despite the Town boundary also increasing. This indicates that the Town's spending as a ratio of its service area (Town limits) is increasing.
- Expenses per capita and per household have both increased significantly over the last five years, with the largest spike in fiscal year 2022 (FY22), below.

Year	FY19 Actual	FY20 Actual	FY21 Actual	FY22 Budget	FY23 Adopted
GF Expenses	\$ 26,015,610	\$ 26,427,619	\$ 31,743,954	\$ 58,272,858	\$ 52,861,085
Population	22,965	24,223	30,038	29,367	34,828
Households	7,732	8,156	10,114	9,888	11,727
Acreage	11,872	11,880	12,325	12,341	12,341
GF/Capita	\$ 1,133	\$ 1,091	\$ 1,057	\$ 1,984	\$ 1,518
GF/HH	\$ 3,365	\$ 3,240	\$ 3,139	\$ 5,893	\$ 4,508
GF/Acre	\$ 2,191	\$ 2,225	\$ 2,576	\$ 4,722	\$ 4,283

Verdunity's work also informed discussions on ways to improve long-term fiscal health by quantifying the land use scenarios developed during the Comprehensive Plan process. The following excerpt from the Fiscal Analysis summarizes the findings of the scenario modeling:

"Growth Scenario Modeling

Continuing the status quo (represented by Scenario A in the modeling) results in a larger net revenue deficit than current conditions. This is not a fiscally sustainable position for the Town long-term. Scenarios B, C, and the Preferred Scenario have positive net revenue, thereby decreasing the revenue deficit of the Town. By accommodating more people and increasing the density, the revenue per acre (property and sales tax) increases while the average cost per household decreases, as there are more people to share the cost burden." (p. 4)

Verdunity's analysis considered all revenue sources, including sales tax. The following illustrates the fiscal performance of each scenario, and the selected 'preferred scenario', also known as the Future Land Use Map. **The Preferred Scenario has an average household cost that is 28% less than the Town's existing development pattern. Additionally, the Preferred Scenario has the highest revenue growth (522% property tax revenue, and 294% total revenue).**

Cumulative Values (Existing + Scenario Additions)					
	Existing (2023)	Scenario A	Scenario B	Scenario C	Preferred Scenario
Population	33,104	67,761	75,065	89,718	77,572
Households	10,585	23,142	25,788	31,097	26,697
Revenues					
Property Tax Revenue at Current Tax Rate	\$ 5,411,857	\$ 11,843,366	\$ 28,103,302	\$ 30,118,474	\$ 33,646,524
Sales Tax Revenue (Development Related)	\$ 7,152,002	\$ 31,804,192	\$ 30,169,587	\$ 30,461,618	\$ 30,009,350
Sales Tax Revenue (Internet + All Other)	\$ 8,900,854	\$ 18,219,241	\$ 20,183,223	\$ 24,123,092	\$ 20,857,148
Total Tax Revenue (Property + Sales)	\$ 21,464,713	\$ 61,866,799	\$ 78,456,112	\$ 84,703,184	\$ 84,513,022
Costs					
Public Services and Maintenance Costs	\$ 52,861,085	\$ 71,764,669	\$ 74,172,859	\$ 78,492,861	\$ 73,791,119
Future Street Liabilities	\$ 11,969,485	\$ 46,416,213	\$ 45,602,355	\$ 47,000,006	\$ 44,285,893
Total Cost (Services + Infrastructure)	\$ 64,830,570	\$ 118,180,882	\$ 119,775,214	\$ 125,492,866	\$ 118,077,012
Net Revenue	\$ (43,365,857)	\$ (56,314,083)	\$ (41,319,102)	\$ (40,789,682)	\$ (33,563,990)
Avg Cost / New HH	\$ 6,125	\$ 5,107	\$ 4,645	\$ 4,035	\$ 4,423

Since the March 4 Study Session, several Council members asked for clarity on the difference between the annual expenditures assumed in the Fiscal Analysis model and the Town's current planned expenditures for street improvements identified by the Town's Streetscan program. The fiscal analysis prepared for the Comprehensive Plan is a conservative, high-level model of total life cycle costs. The number used in the model assumes full street reconstruction every 20 years, which is estimated to cost \$299 million during the 25-year horizon of the Comprehensive Plan and model. This overall number was averaged over the 25-year horizon to \$12 million/year and is not meant to be used as an engineering study for capital improvements planning

(CIP) or for budgeting. This works out to a cost of \$750,000 per lane mile to reconstruct a lane mile every 25 years, or the equivalent of \$30,000/lane mile/year. In contrast, the Town's actual costs for street maintenance, and in fact the amount spent at the 75 Percentile for over 100 jurisdictions in Colorado, is much lower, at about \$11,000/lane mile/year. This lower figure reflects the preservative effect of routine maintenance and regular resurfacing treatments that extend the useful life of pavement over a period longer than 25 years. The fiscal analysis points out that only 7% of Erie's streets require reinvestment over the next 10 years and assumes that greater investment will be required as new infrastructure ages and must be improved or reconstructed.

Since most of Erie's development has occurred over the last 20 years, the Town will need to spend more on infrastructure over time. Based on current practices, The Town does not fully reconstruct every 20 years and thus will be able to extend the \$299 million cost over a longer period. Excerpt from the Fiscal Analysis: (pg. 77)

*"The Town's current budget is set up to cover current costs and doesn't fully account for future infrastructure costs that will be coming in the next several decades as the streets and other infrastructure put in by developers in past years must be replaced. If the Town wanted to cover these future street reconstruction liabilities completely with property tax **[alone]** at the current tax rate, it would need to quadruple the average property tax revenue/acre townwide from \$444 to \$1,612. If property tax continues to make up the same 11% of the overall general fund as it does currently, this would mean the general fund per acre townwide would need to be around \$15,605. emphasis added*

*If the Town continues to add development on the periphery of the Town that is lower density and requires additional thoroughfares, local streets, and public services, these values will increase even more. Due to state legislation that limits the Town's ability to collect property taxes, it is not likely these revenue goals can be accomplished with just property tax, so sales tax will need to grow significantly. **The most viable solution to grow both property and sales tax revenue while limiting costs is to prioritize mixed-use infill development that increases value capture in areas that already have infrastructure and services.** Additionally, new greenfield development should be evaluated to ensure it helps the Town close resource gaps as opposed to making them bigger."*
(p. 77)

StreetScan analysis does factor in recommendations of full reconstruction, where needed, based on the data collected. Streetscan estimates and the Town's approach will evolve over time. StreetScan is real-time data that helps the Town understand pavement deterioration rates and forecast a definitive 5-year capital improvement plan. The StreetScan analysis is an on-the-ground reflection of what it costs to

maintain streets. This does not change the fiscal analysis findings and the relationship between development patterns and resulting lane miles, property values, and other revenues. Public Works and Transportation staff will be presenting information about this year's StreetScan findings, the annual maintenance program, and 5-year capital improvement plan for the street infrastructure this summer.

The StreetScan analysis is used for CIP and budgeting, while the fiscal analysis is an average of 25-years of infrastructure costs and assumes full replacement every 25 years. The Fiscal Analysis shows Erie's development pattern and infrastructure to be relatively young, and lower cost in the short term. Erie's costs in the next 10 years will be lower than the average \$12M identified in Fiscal Analysis, but as the Town reaches build-out costs will increase due to decreasing revenue and increased infrastructure maintenance. As Erie reaches build out over the next 20-30 years, the Town will have less development-related revenue, and more streets liabilities, given the age of streets. As Erie's neighborhoods and infrastructure continue to age, more funds will be needed for the Public Works department, Streets and Parks divisions.

Education and Outreach

During the engagement phases of the Comprehensive Plan, staff recognized that future messaging and community education about the Comprehensive Plan and its role was a necessary step for successful implementation. Since plan adoption, the Communications team and Planning staff have been working on creating a multi-pronged outreach approach to provide continual education on development processes, areas of growth, and the Comprehensive Plan overall.

The multi-pronged approach will include a "Road Show" and Awareness Campaign(s) over a 6-month period.

- **Phase One** (2-3 months): The Road Show is a community education opportunity where the Comprehensive Plan and past community efforts will be shared at various Town events throughout the community. Staff will also be available to attend HOA meetings upon request. The goal of these efforts is to build off past momentum and share where the Comprehensive Plan is now and where it is going, answer resident questions, and inform on items that are actively being implemented.
- **Phase Two** (2-3 months): During the Road Show, staff anticipate there will be certain areas and/or items of the Comprehensive Plan that are points of confusion. These points of confusion are opportunities for staff to engage and explain issues to develop further awareness. This phase will focus in on these areas and/or items by working cross departmentally on creating Awareness Campaigns. These campaigns will be deep dives of

the areas and/or topics utilizing videos, social media, print materials, and additional in-person events. The goal for the awareness campaigns is to inform and provide clarity.

Unified Development Code (UDC) Update

When Comprehensive Plans are updated, it is common to follow with an update to a municipality's development codes and regulations. This ensures the vision expressed in the plan, and the development related policies are implemented. As a part of the approved 2025 budget, \$200,000 was approved to hire a consultant for the UDC update. The project will have stakeholder engagement and feedback. Project goals are as follows:

- Implement Comprehensive Plan policies and goals, including addressing the needs of infill development, water conservation, green infrastructure, and diverse housing options.
- Create a transparent, predictable, and consistent process.
- Respond to feedback and concerns from the community, business owners, developers, and builders.
- Remain consistent with State and federal law.
- Ensure the last five years of individual UDC updates are cohesive.
- Increase use of standard zoning districts instead of Planned Development (PD) zone district.
- Address technical concerns identified by staff since the 2019-2022 updates.

ELEVATE ERIE

Planning Our Future Together





Roadmap for Discussion

- **Inform**
 - Fiscal Analysis
 - Comprehensive Plan Education & Awareness
 - Unified Development Code Update
- **Confirm Next Steps**

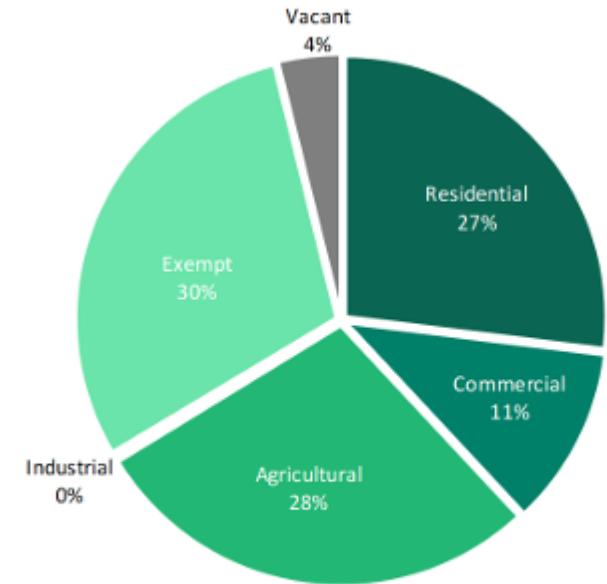
Fiscal Analysis

What is Fiscal Health?



Impacts to Fiscal Health

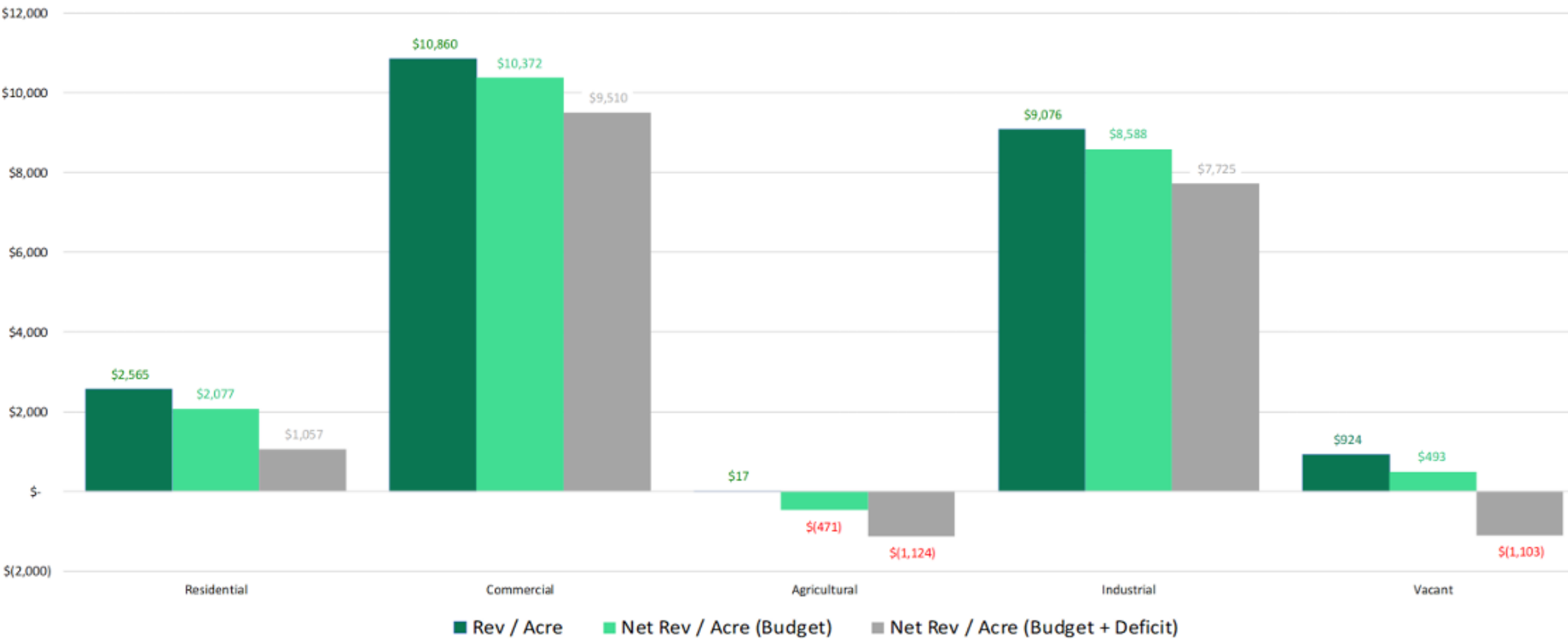
- **Development patterns**
 - Building spacing
 - Size of buildings
 - Density/Intensity
 - Street dimensions and layout
- **Land uses**
- **Revenue sources**



Land use distribution within Erie's town limits. (Source: Boulder & Weld Appraisal Districts)



Erie's Fiscal Health



Fiscal performance of parcels grouped by major land use categories. (Source: Boulder & Weld Appraisal Districts, Town of Erie, Verdunity)

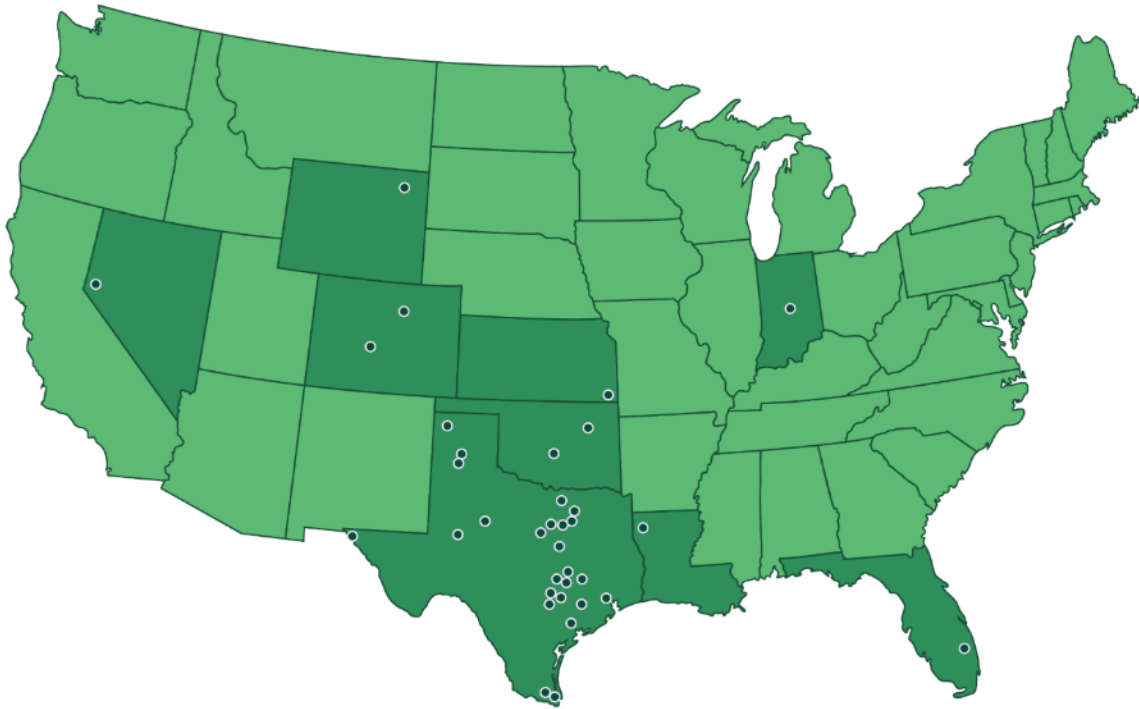
Cultivating Prosperity

Managing growth to build communities that last

Erie, CO Town Council Workshop

May 6, 2025

Cultivating Strong Towns and Prosperity



Lasting, inclusive prosperity does not come from endless new growth. It's *cultivated* incrementally by locals.

At Verdunity, we help city leaders align vision, policy, and investments with what residents are able to pay so that you can:

- ✓ Create a culture of trust and collaboration;
- ✓ Make meaningful progress right now;
- ✓ Close your city's resource and affordability gaps; and
- ✓ Make your community relevant, unique, and lasting.

**We're building cities
we can't afford to live
in and maintain.**

Race to be the Best Place to Live, Work and Play

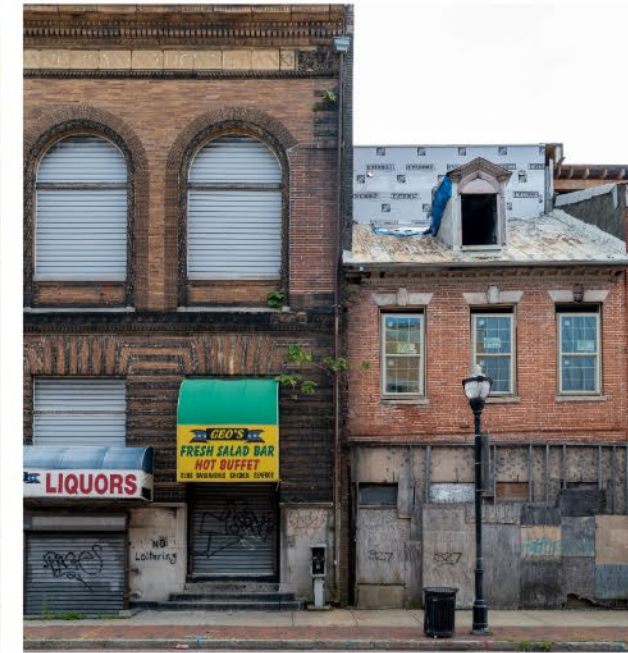
Post WW2, cities have aggressively pursued fast growth and higher quality of life in the short-term without fully considering long-term costs and impacts.



What About Maintenance *After* Growth?



Needs, Wants, and (Not Enough) Resources



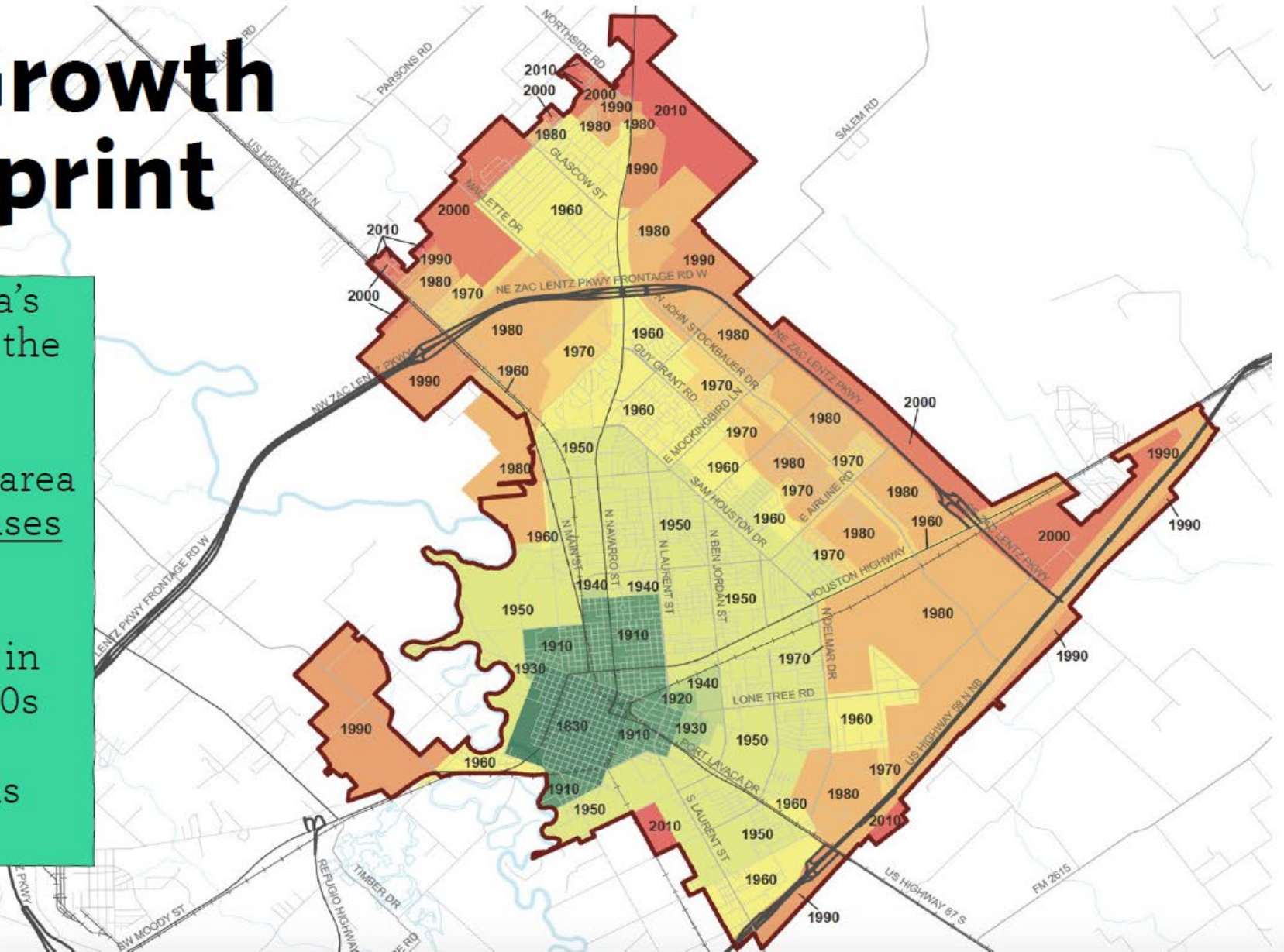
Population Growth vs Land Footprint

Between 1950 and 2015, Victoria's service area grew by **13X**, while the population only grew by **4X**.

When cities expand the service area while reducing density, it increases the per household cost burden.

Many U.S. cities that developed in this manner over the 1960s-1980s are now facing significant infrastructure funding deficits as reconstruction costs skyrocket.

Land Use Fiscal Analysis | Victoria, TX



Erie's Growth Pattern

Erie is following the same suburban expansion model where services and infrastructure are being extended outward in a lower density pattern.

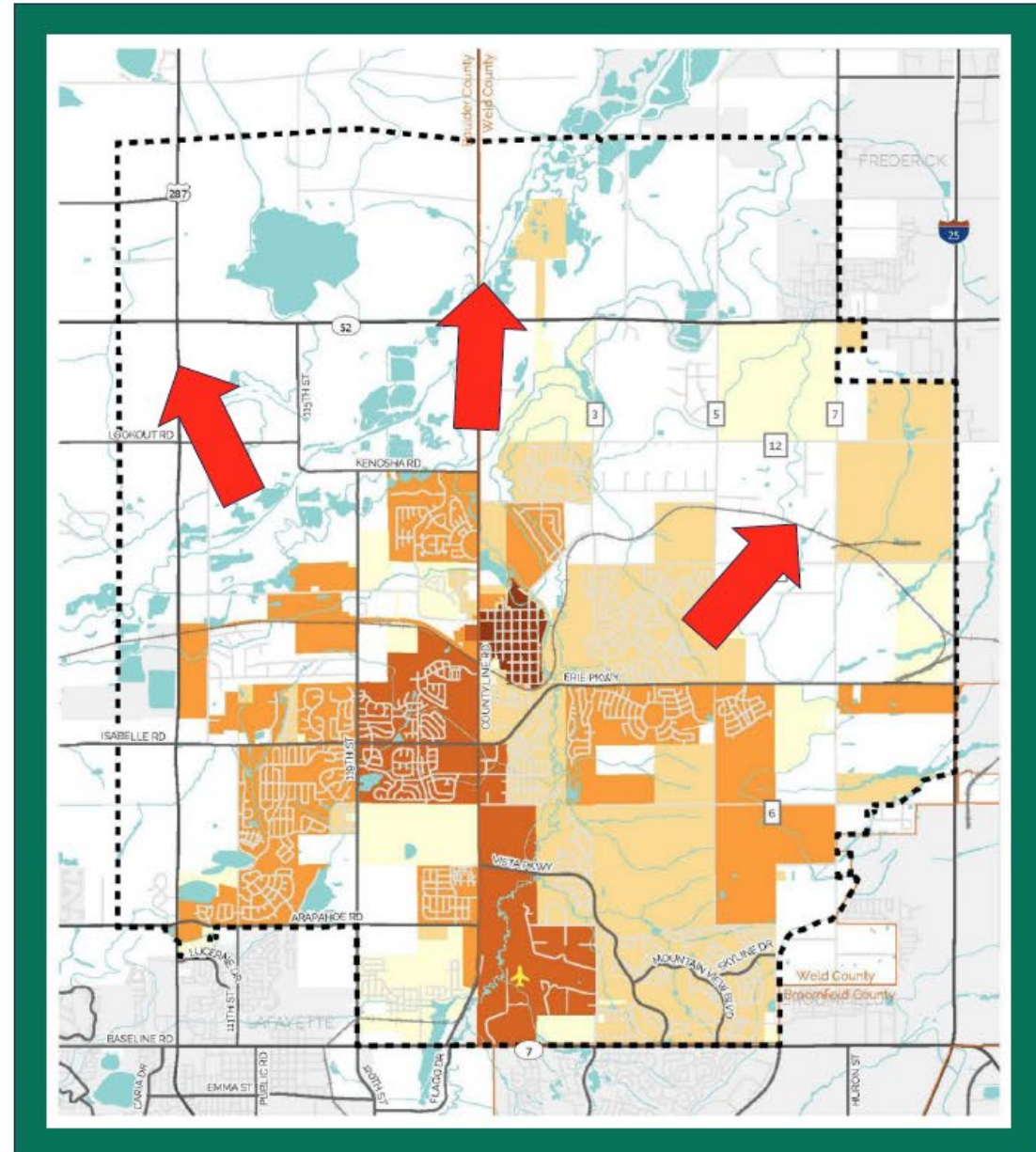
If this continues, the Town should expect infrastructure costs to rise significantly in the future as roads, utilities, and facilities reach the end of their initial life cycle.

History of Annexation

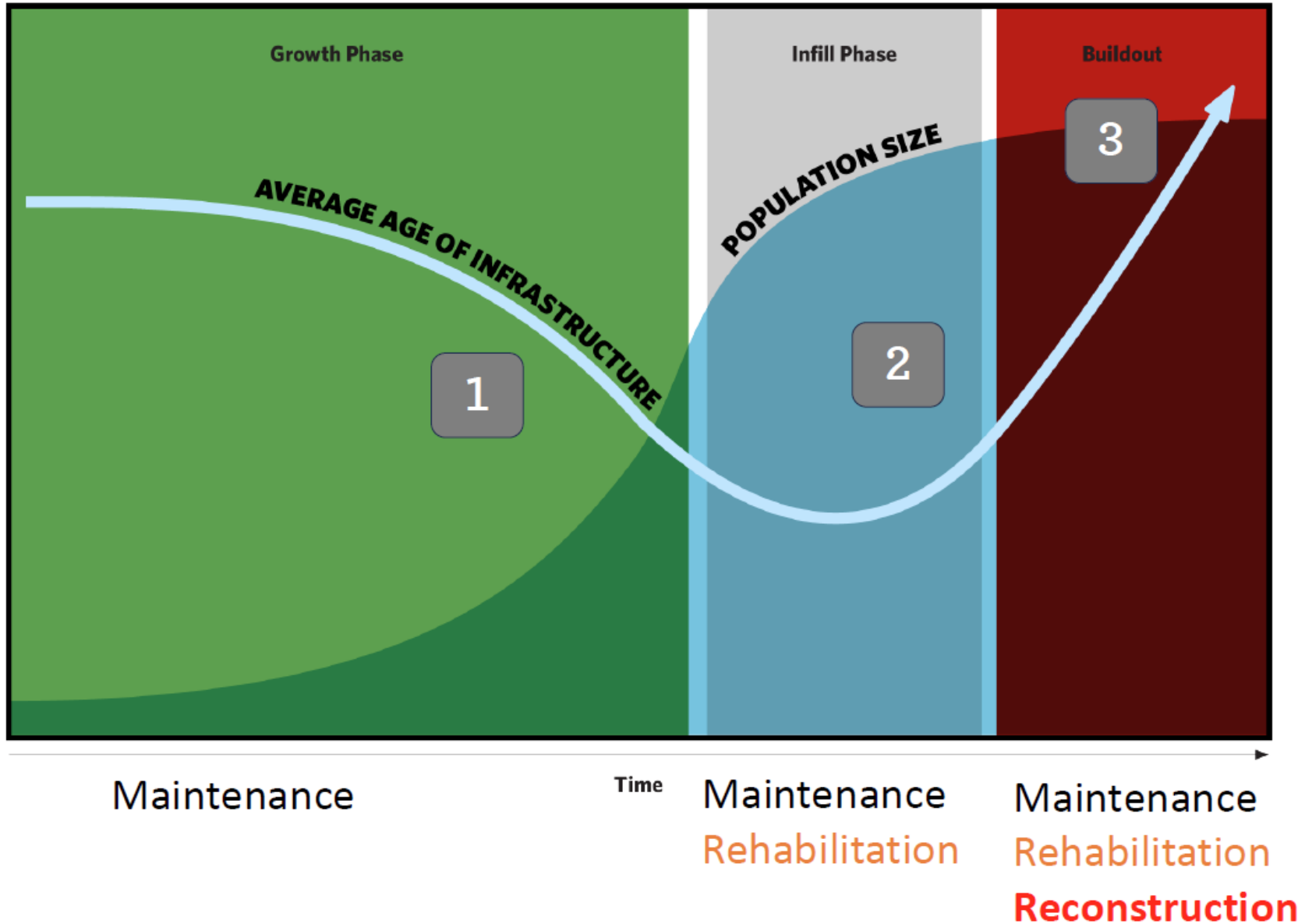


7/5/2023

Legend



INFRASTRUCTURE AGE AND POPULATION SIZE OVER TIME



1) During the growth phase, developers put in infrastructure at little to no cost to the city.

➤ Revenues increase and costs are low.

2) As the city transitions between growth and infill, street costs are primarily preventative maintenance.

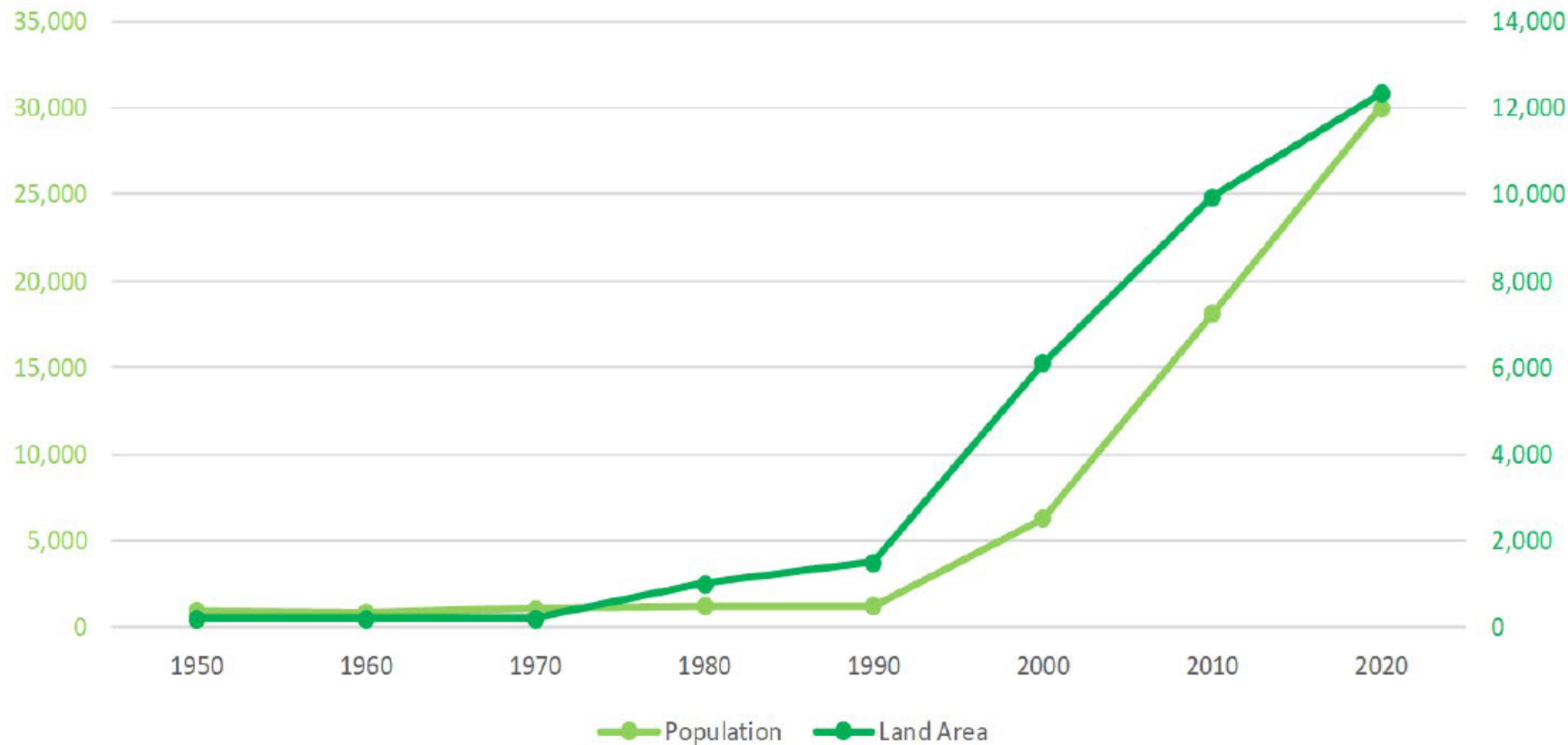
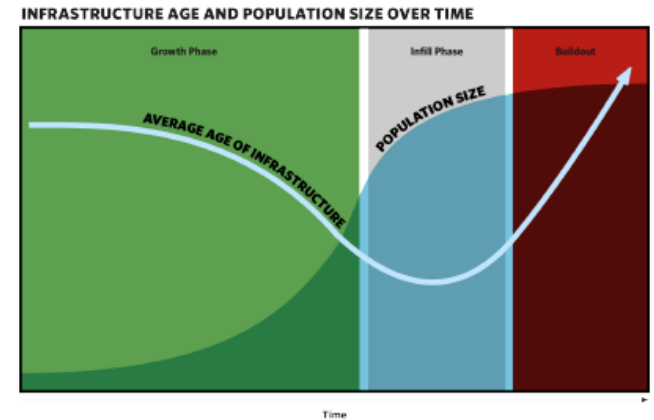
➤ Revenues slow down and costs begin to increase.

3) Eventually, the roads and other infrastructure put in by developers reach the end of their life cycle and have to be replaced. These costs are much higher than what cities budget for preventative maintenance.

➤ Costs typically exceed revenues and require a combination of fees, cuts, and debt to catch up.

Erie is in the Growth Phase

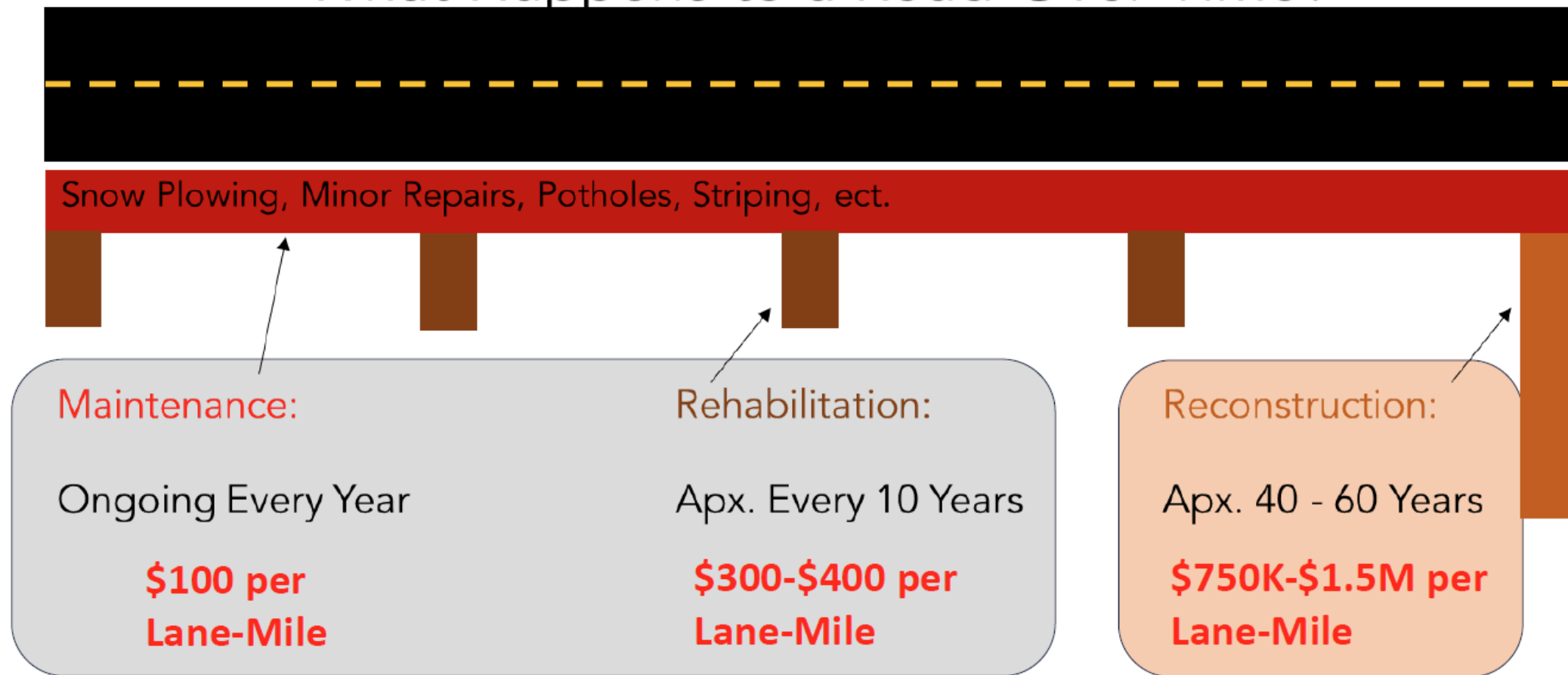
What Will the Future Look Like?



Roadway Life Cycle Costs

Operations (Near-Term) vs Capital Projects (Future)

What Happens to a Road Over Time?

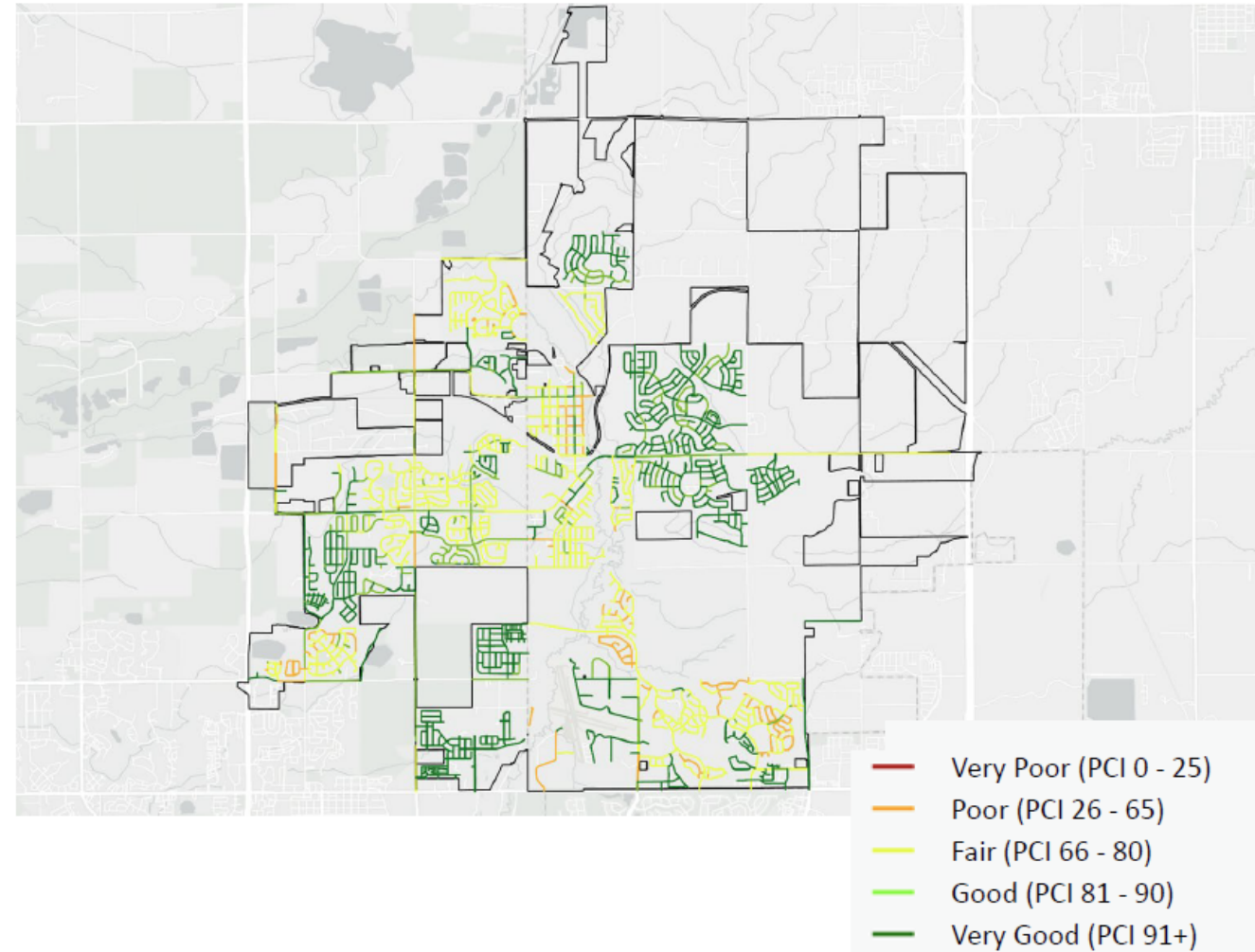


Street Conditions and Costs Over Time

Estimated Long-Term Street Obligations

Centerline Miles:	169.6
Estimated # of 11' paved lanes:	399
Est. Replacement Cost per 11' Lane-Mile:	\$750,000
Total Replacement Cost: $398.98 \times \$750,000 =$	\$299.25 M
Town's Annual Street Cost Liability: $\$299.2\text{M} / 25 \text{ yr life cycle} =$	\$12M per yr

Life cycle for asphalt = ~25-30 yrs
Life cycle for concrete = ~50-60 yrs



Options to Close Resource Gaps



Increase
Taxes & Fees

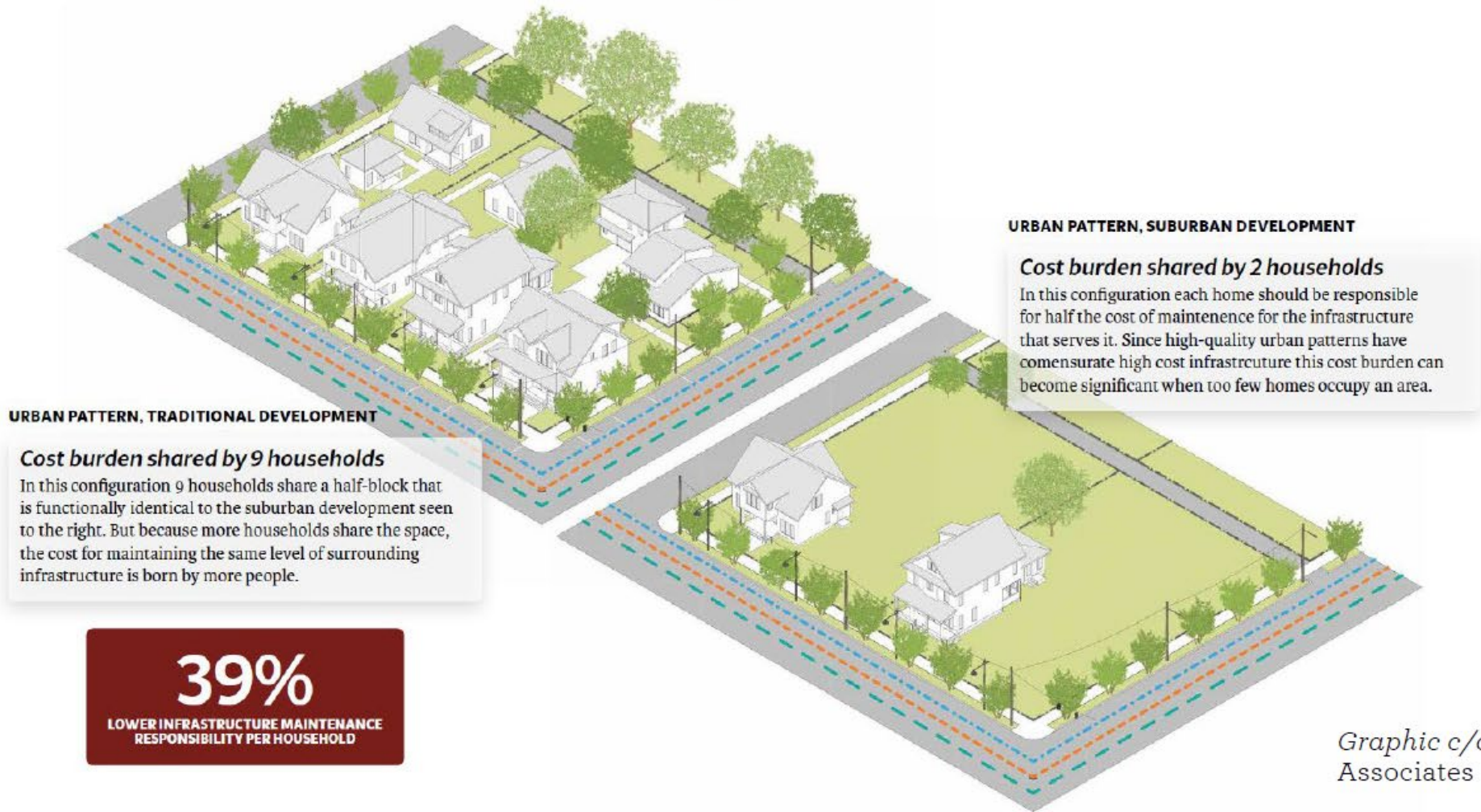


Reduce
Services



Align
Development
with Revenues

Density Distributes Infrastructure Costs Over More Properties



Graphic c/o Kronberg & Associates

Development Comparisons

Modern Suburban Single Family

Single use subdivisions limit housing options and necessitate autocentric commercial. This drives housing and infrastructure costs up and reduces the fiscal productivity of development.



Land Use Fiscal Analysis & Comp Plan
Liberty Hill, TX

Development Comparisons

Traditional Mixed-Use Neighborhood

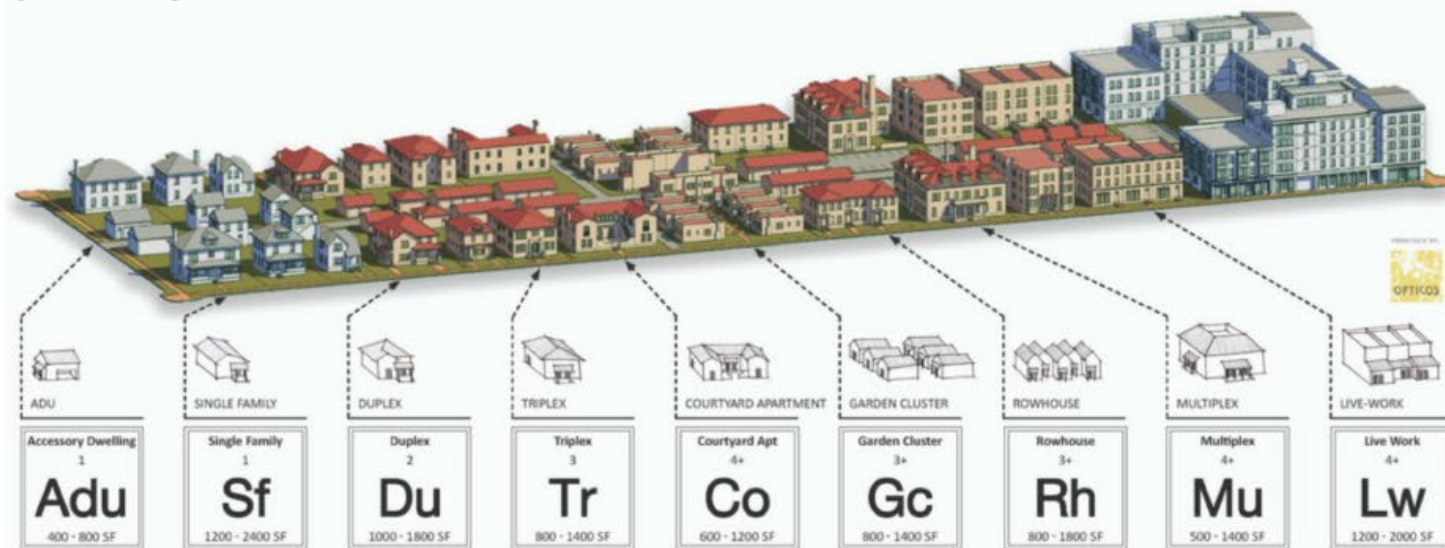
A moderate mix of uses and density boosts property and sales tax, encourages walkability, and supports local businesses.



Land Use Fiscal Analysis & Comp Plan
Liberty Hill, TX

Diversifying Housing & Commercial Options

Small does not mean low quality!



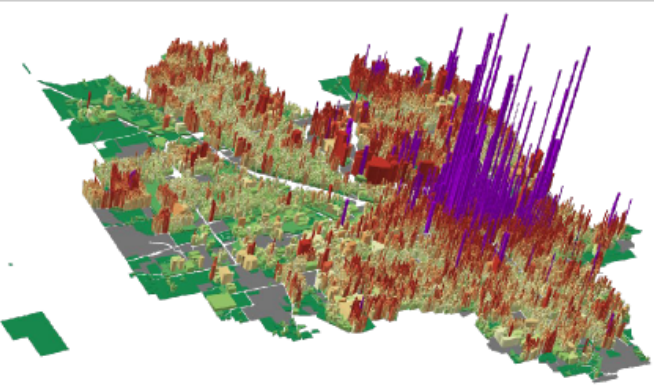
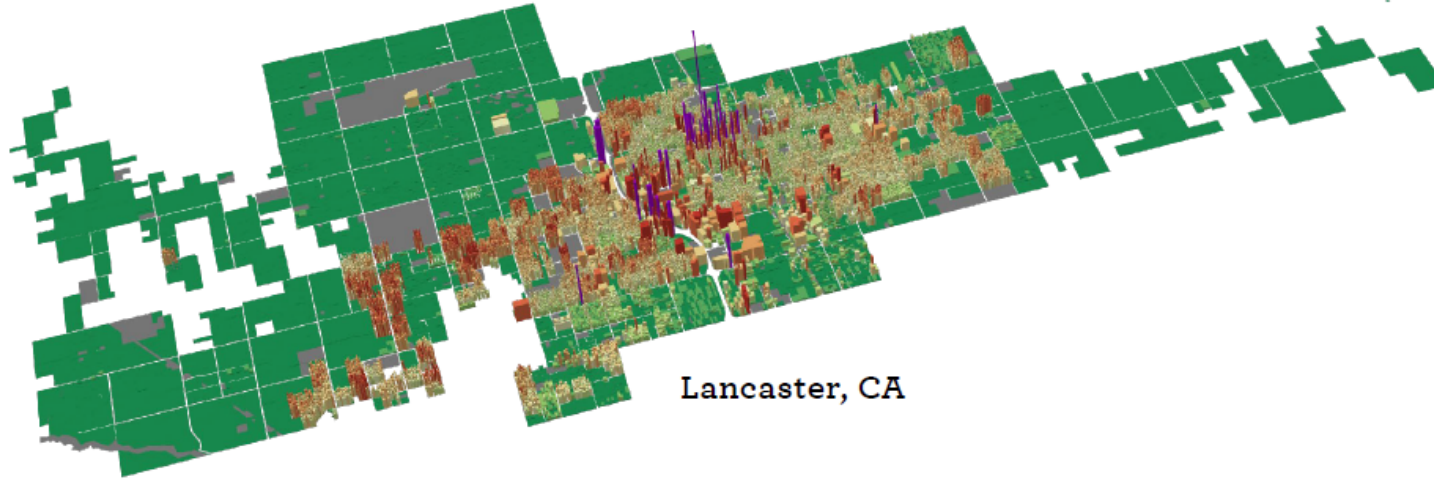
"Missing Middle Housing" Image c/o Opticos Design



Cumulative Values (Existing + Scenario Additions)					
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Net Revenue	\$ (43,365,857)	\$ (56,314,083)	\$ (41,319,102)	\$ (40,789,682)	\$ (33,563,990)
Avg Cost / New HH	\$ 6,125	\$ 5,107	\$ 4,645	\$ 4,035	\$ 4,423

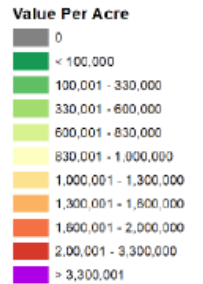
- Additional street costs are comparable across all four scenarios, but the Preferred Scenario allows these costs to be distributed over more properties, lowering the per household cost
- Preferred Scenario provides the highest revenue growth (522% for property tax revenue and 294% total revenue)
- Fiscal sustainability can be secured by strategically placing mixed-use developments in the Town as we build out

The Tale of Two Cities



Eugene, OR

Lancaster, CA



Graphics and data c/o
Urban3

	Lancaster, CA	Eugene, OR
Population	160,106	168,916
Feet of Road/Person	33	18
Area (Square Miles)	75.90	43.72
Density (People per Sq Mile)	2,109	4,670
Peak VPA	\$13,662,939	\$22,727,988
Total Value	\$9.6B	\$13.8B

Final Thoughts

- As the Town ages and grows, infrastructure costs will shift from preventative maintenance to more expensive maintenance and replacement.
 - Acknowledging this and intentionally managing development today can help minimize these costs in the future.
 - Creating a process to connect the near-term (3-5 yr) budget to long-term costs is critical.
- Compact development generates more taxable value and tax revenue (property and sales tax) than more spread out, lower density.
 - Just a little additional density in targeted areas can go a long way in increasing revenues.
 - Compact, walkable neighborhoods are in high demand by both old and young generations and are where missing middle housing options work best. Diversifying housing options is critical to keeping quality housing attainable.
- Infrastructure costs can be reduced and service efficiency enhanced with more compact development and a grid street network (vs culdesacs)
 - Increasing walkability helps to reduce the number of lanes (and pavement costs) required.
 - Expanding the Town's city limits extends the service area for public safety and public works, and requires more water towers, lift stations, fire stations, parks, etc. Compact development reduces these costs and maximizes ROI of staff, facilities, and equipment.

Ultimately, it's about balancing development and services with what residents are willing and able to pay for – now and in the future.

Questions and Discussion

Next Steps

Education & Awareness

- **Road Show**
 - Communitywide showcase of the Comprehensive Plan including the purpose, process, and next steps.
- **Awareness Campaign(s)**
 - Specific topics heard during the road show that may warrant additional awareness & education.
- **Community Update(s)**

UDC Update

- Approved in 2025 Budget
- Project Goals
 - Transparent, predictable, and consistent process
 - Respond to feedback and concerns from the community, business owners, developers, and builders
 - Water conservation
 - Green infrastructure
 - Infill development
 - Improve design outcomes

ELEVATE ERIE

Planning Our Future Together





TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 5/6/2025

File #: 25-292, **Version:** 1

SUBJECT:

Community Questionnaire Building

DEPARTMENT: Communications & Community Engagement

PRESENTER(S): Gabi Rae, Director of Communications & Community Engagement
David Flaherty, CEO/Founder, Magellan Strategies
Courtney Sievers, Director of Survey Research, Magellan Strategies

TIME ESTIMATE: 60 minutes

FISCAL SUMMARY: N/A

POLICY ISSUES:

The Council requested a Special Topics Questionnaire for the community, managed by a professional research firm. Council will now determine which topics should be covered in the questionnaire to facilitate policymaking decisions going forward.

STAFF RECOMMENDATION:

Provide direction to the consultant team about the makeup of the Special Topics Questionnaire.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

Council has requested a standalone special topic questionnaire to thoroughly explore issues of density, growth, affordable housing, funding facility and amenity construction, traffic, and other related topics.

Staff sent a Request for Quotes/Qualifications to six Colorado-based research firms with a basic scope for the project consisting of the following requirements:

- Ability to attend at least three in-person Council meetings to design appropriate questions, approve the questionnaire, and present the results.
- Various methods for presenting the questionnaire to the residents of Erie which may include the use of mailings, text messages, emails, or other tools.
- Comprehensive analysis and presentation of results no later than Aug. 5, 2025.

As requested by the Council, this survey will be available for every household in Erie to complete and

will remain open for a minimum of two weeks, though best practice suggests keeping it open for longer to maximize engagement. Data analysis and presentation will follow shortly thereafter.

Expectations for Study Session

This meeting is intended to allow the Council to work directly with the expert consultant team to begin creating the questionnaire. Staff have shared with the consultants some of the topic areas the Council has shown greatest interest in exploring and the team is prepared to discuss the more appropriate ways to gather data about those topics.

Ahead of this Study Session, staff sent Council a worksheet to encourage each member to consider the data they each need in order to make informed policy or budgetary decisions. Staff asked Council to consider a list of topics areas, or suggest other topics, and list what sort of information the public could provide to guide decision-making about those topics. The consultant team will discuss this worksheet with Council during the Study Session and will use the information provided by the Council to begin creating the questions for the questionnaire.

TOWN COUNCIL PRIORITY(S) ADDRESSED:

- ✓ Engaged and Diverse Community
- ✓ Effective Governance
- ✓ Fiscally Responsible

ATTACHMENT(S):

1. Presentation
2. Questionnaire Creation Worksheet



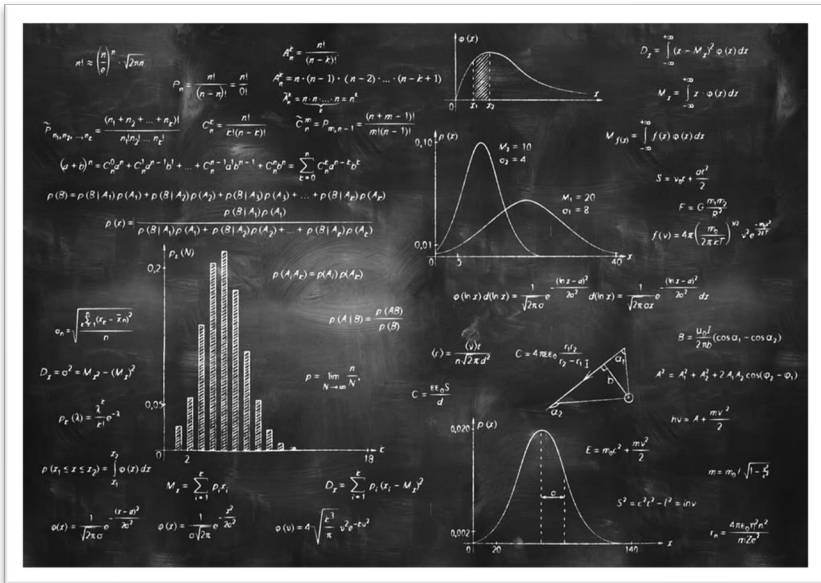
Community Research Services Overview for the Town of Erie



Objectives and Issue Areas

This survey will measure and understand the opinions of Erie residents and voters on the following local issues:

- Affordable Housing/Housing Diversity
- Identify Town amenity capital project priorities while educating them on costs.
- Identify Town facility expansion needs while educating them on costs.
- Identify preferred funding options for capital projects, including sales tax, property taxes, and Certificates of Participation.
- Community growth, density, and character.
- Traffic, transit, and other connectivity topics.
- Other?



The Pre-Survey Worksheet

What Data & Information Will Help You Make Decisions?

Describe the type of data and information you want and need to assist you in making decisions about those specific topic areas.

- Affordable Housing/Housing Diversity
- Identify Town amenity capital project priorities while educating them on costs.
- Identify Town facility expansion needs while educating them on costs.
- Identify preferred funding options for capital projects, including sales tax, property taxes, and Certificates of Participation.
- Community growth, density, and character.
- Traffic, transit, and other connectivity topics.
- Other?

Erie Voter Population Subgroup Quotas*

Town of Erie Magellan Strategies Voter Registration and Past Election Turnout Report

County	Registration		2024		2023		2022		2021		2020	
Boulder	12,110	42.6%	10,101	43.4%	5,313	47.9%	7,591	45.5%	4,136	49.5%	8,388	44.0%
Weld	16,316	57.4%	13,200	56.6%	5,776	52.1%	9,092	54.5%	4,228	50.5%	10,662	56.0%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

Sex	Registration		2024		2023		2022		2021		2020	
Female	14,521	51.1%	12,053	51.7%	5,698	51.4%	8,561	51.3%	4,251	50.8%	9,798	51.4%
Male	13,906	48.9%	11,249	48.3%	5,392	48.6%	8,122	48.7%	4,113	49.2%	9,252	48.6%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

Age Gro	Registration		2024		2023		2022		2021		2020	
18-34	7,493	26.4%	5,315	22.8%	1,514	13.7%	2,942	17.6%	1,089	13.0%	4,266	22.4%
35-44	6,640	23.4%	5,473	23.5%	2,312	20.8%	3,983	23.9%	1,699	20.3%	4,600	24.1%
45-54	5,763	20.3%	5,020	21.5%	2,434	21.9%	3,805	22.8%	1,760	21.0%	4,234	22.2%
55-64	3,981	14.0%	3,483	14.9%	2,036	18.4%	2,775	16.6%	1,633	19.5%	2,985	15.7%
65+	4,549	16.0%	4,010	17.2%	2,793	25.2%	3,178	19.0%	2,183	26.1%	2,965	15.6%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	15,000	52.8%	11,812	50.7%	5,143	46.4%	7,740	46.4%	3,517	42.0%	8,502	44.6%
Democrat	7,616	26.8%	6,697	28.7%	3,525	31.8%	5,208	31.2%	2,833	33.9%	5,722	30.0%
Republican	5,293	18.6%	4,419	19.0%	2,299	20.7%	3,527	21.1%	1,924	23.0%	4,601	24.2%
Libertarian	269	0.9%	199	0.9%	98	0.9%	164	1.0%	77	0.9%	176	0.9%
Other	248	0.9%	174	0.7%	24	0.2%	44	0.3%	13	0.2%	49	0.3%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

*We will also utilize the voter population data for the three new council districts.

Erie Adult Population Subgroup Quotas*

Educational attainment

97.5%

High school grad or higher

about 10 percent higher than the rate in the Greeley, CO Metro Area: 88.5%

a little higher than the rate in Colorado: 92.8%

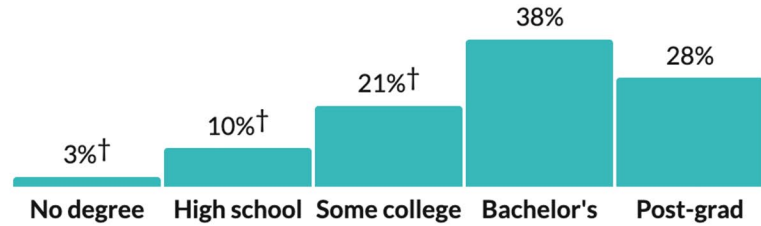
66.5%

Bachelor's degree or higher

more than double the rate in the Greeley, CO Metro Area: 32%

about 1.5 times the rate in Colorado: 44.7%

Population by highest level of education



* Universe: Population 25 years and over

[Show data / Embed](#)

Income

\$62,726

Per capita income

about 1.5 times the amount in the Greeley, CO Metro Area: \$41,661

about 25 percent higher than the amount in Colorado: \$50,489

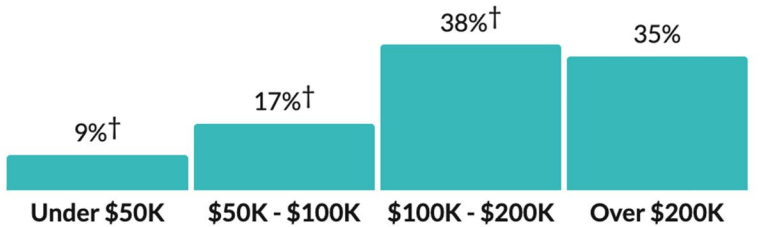
\$163,644

Median household income

more than 1.5 times the amount in the Greeley, CO Metro Area: \$93,287

more than 1.5 times the amount in Colorado: \$92,470

Household income



[Show data / Embed](#)

Households

11,101

Number of households

the Greeley, CO Metro Area: 120,019

Colorado: 2,325,576

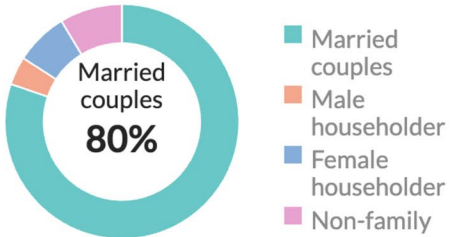
2.9

Persons per household

a little higher than the figure in the Greeley, CO Metro Area: 2.8

about 20 percent higher than the figure in Colorado: 2.5

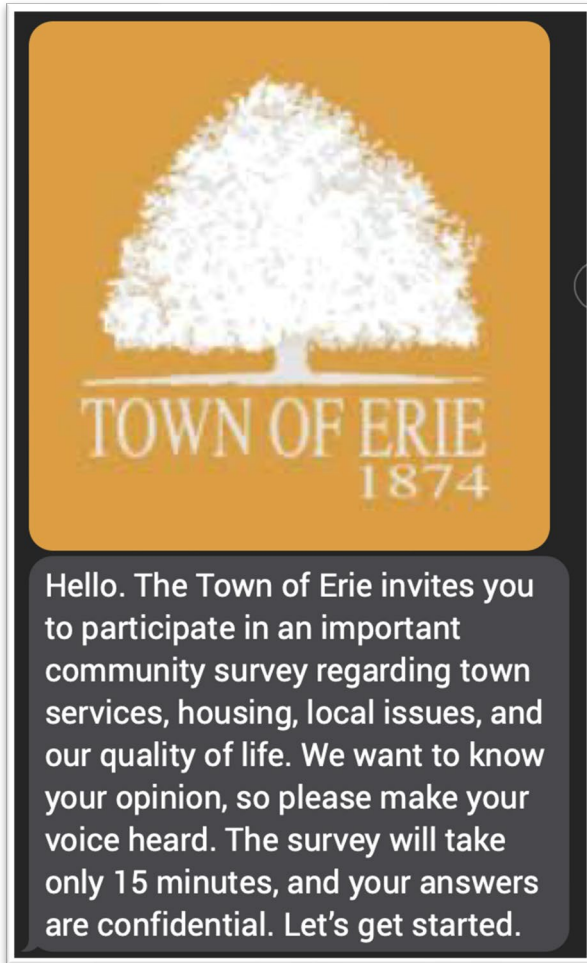
Population by household type



[Show data / Embed](#)

*U.S. Census American Community Survey 2023 5-Year Estimates

Survey Data Collection Methods



MMS Text Survey Invitations – 20,649 unique cell phones, among 28,426 adult residents and voters. (73% coverage). We will send at least three invitations to each cell number.

Phone Interviews – 200 among those we do not have a cell number, likely a younger resident subgroup.

Postcard Mailings – 13,000 Households, once or twice?

Posting a Survey Link on the Town website & social media.

Posting of Survey QR Codes in public areas.

Questions?





David Flaherty | Courtney Sievers
Ryan Winger | Ben Robinson

MagellanStrategies.com | 303-861-8585
4800 Aspen Creek Drive | Broomfield, CO 80023

Special Topic Questionnaire – Pre-Work

Please review the topic areas below. In the space provided, describe the sort of information you might need to help you when making decisions about those specific topic areas. For example, if we had the topic area of “Playgrounds” – you might decide it would be helpful to know if the person taking the survey has children they regularly look after, if they support Town-maintained playgrounds, and demographics like where they live in Town (can help us determine proximity to parks), and their age.

Affordable Housing and Diversity of Housing Types

Click or tap here to enter text. You can add bullets, bold, or other rich text formatting. The text box will expand as needed.

Paying for Public Facility Expansion (EPD, LAWSC, Rec Center, etc.)

Click or tap here to enter text. You can add bullets, bold, or other rich text formatting. The text box will expand as needed.

Community Amenity Prioritization (Cultural Arts Facility, Water Park, etc.)

Click or tap here to enter text. You can add bullets, bold, or other rich text formatting. The text box will expand as needed.

Paying for Community Amenities

Click or tap here to enter text. You can add bullets, bold, or other rich text formatting. The text box will expand as needed.

Traffic, Transit & Connectivity (walking, riding, rolling, etc.)

Click or tap here to enter text. You can add bullets, bold, or other rich text formatting. The text box will expand as needed.

Other Topic Areas & Information Needed

Click or tap here to enter text. You can add bullets, bold, or other rich text formatting. The text box will expand as needed.



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 5/6/2025

File #: 25-290, **Version:** 1

SUBJECT:

Discussion on Surveys, Past and Future

DEPARTMENT: Communications & Community Engagement

PRESENTER(S): Gabi Rae, Director of Communications & Community Engagement

TIME ESTIMATE: 30 minutes

FISCAL SUMMARY: N/A

POLICY ISSUES:

Council will discuss the use and history of the National Community Survey in Erie and whether to continue using the tool to benchmark community priorities, desires, and satisfaction with Town services.

STAFF RECOMMENDATION:

Staff recommend Council thoroughly discuss this topic and provide staff with direction to move forward, or not, with conducting the National Community Survey in 2025. As recommended by the Town Attorney, to facilitate this staff recommends noticing the study session as a "Special Meeting" so a vote may be taken on direction.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

Since 2013, the Town of Erie has deployed the National Community Survey (NCS) in early spring every odd year to gather data from residents with respect to their likes, dislikes, priorities, and other thoughts on the community. The statistically valid data collected from these surveys is compared to results from previous years and to nearby municipalities to inform the budget, projects, and strategy for the future.

Recent examples of how previous Council/Town Boards and staff have used data from this survey include:

Examples:

- Results showed a drop in satisfaction with education and arts/culture opportunities which led to a Public Art Program and research into potential for a Cultural Arts Facility.

- Results indicated dissatisfaction with fresh food availability - in particular for those surveyed in Old Town which helped staff increase the focus on finding a grocer for Town Center.
- Results highlighted a decline in the percentage of respondents who rated Erie positive for overall transportation which led to stronger investment in road infrastructure projects and hiring transportation staff.
- Results showed a decline in satisfaction with the variety of housing options which led to more diverse development opportunities.

As Council suggested earlier this year, staff has created [high-level data comparisons from 2013-2023 <https://www.canva.com/design/DAGedfWVxIE/6les5YZY21NMadrdwxdkMg/view?utm_content=DAGedfWVxIE&utm_campaign=designshare&utm_medium=link2&utm_source=unique_links&utm_id=hf85ffc0a30>](https://www.canva.com/design/DAGedfWVxIE/6les5YZY21NMadrdwxdkMg/view?utm_content=DAGedfWVxIE&utm_campaign=designshare&utm_medium=link2&utm_source=unique_links&utm_id=hf85ffc0a30) to include other municipalities that have participated in the process. [All data from the NCS <https://www.erieco.gov/970/Community-Survey>](https://www.erieco.gov/970/Community-Survey) is also available for the Council's and Community's review.

Options to Consider

Though we have a contract in place and work has been completed to prepare the 2025 NCS, there are options Council can consider for this year and for future years:

- For 2025:
 - Only complete the Special Topics Questionnaire as requested by Council and no other survey. The contract with Polco would need to be amended and staff would work to get a refund for work not completed.
 - Complete both a Special Topics Questionnaire and the NCS this year - staggering the timing to reduce any confusion over the topics and purposes of the two opportunities.
- For the Future:
 - Continue with the NCS in each odd year and complete other special topic surveying as needed.
 - Discontinue the NCS tool and consider other surveying options on either a regular cadence, or on an as-needed basis.

TOWN COUNCIL PRIORITY(S) ADDRESSED:

- ✓ Engaged and Diverse Community
- ✓ Effective Governance
- ✓ Fiscally Responsible