

Town of Erie In-Depth Community Survey

MAGELLAN ID: COERIE-051325

Field Dates: TBD

Language: English, Spanish

Interview Goal = 3,000n

+/- 3.08% MoE

The Town of Erie invites you to participate in an important survey regarding Town services, projects, and funding priorities. Please make your voice heard by sharing your thoughts and opinions on these critical issues. Your answers will be anonymous and confidential, and the survey will take just X minutes to complete.

Any questions about this survey can be directed to the Town's Communications & Community Engagement Department at communications@erieco.gov. Let's get started!

T1. First, could you please verify that you are registered to vote in the Town of Erie, Colorado?

Yes;-1

No;-2

IF T1=2, "I am sorry, but this survey is for registered voters of Erie, Colorado. Thank you for your time and have a good day."

T2. How familiar are you with the public services, projects, and programs provided by the Town of Erie?

Very Familiar;-1

Somewhat Familiar;-2

Not Too Familiar;-3

Not Familiar at All;-4

Unsure or No Opinion;-5

T3. Please describe the top two or three issues, priorities, or problems that you think the Town of Erie should address in the next two or three years.

TEXT BOX

T4. Generally speaking, do you think things in the Town of Erie are headed in the right direction, or do you feel things are off on the wrong track?

Right Direction;-1

Wrong Track;-2

Unsure;-3

IF T4=1 ASK T5

IF T4=2 SKIP TO T6

IF T4=3 SKIP TO T7

T5. Please describe why you think things in the Town of Erie are headed in the right direction.

CAPTURE VERBATIM RESPONSE, SKIP TO T7

- T6. Please describe why you think things in the Town of Erie are off on the wrong track.

CAPTURE VERBATIM RESPONSE

- T7. Do you approve or disapprove of the job the Town of Erie is doing to provide public services, projects, and programs for Town residents?

Strongly Approve;-1
Somewhat Approve;-2
Somewhat Disapprove;-3
Strongly Disapprove;-4
Unsure or No Opinion;-5

- T8. Thinking about all the programs and services you receive from the Town of Erie, how would you rate the overall value for the fees, charges, or taxes you pay?

Very Good Value;-1
Somewhat Good Value;-2
Somewhat Poor Value;-3
Very Poor Value;-4
Unsure/No Opinion;-5

- T9. Do you think the Town of Erie has the financial resources needed to provide an acceptable level of services, projects, and programs to town residents?

Yes, Definitely;-1
Yes, Probably;-2
No, Probably Not;-3
No, Definitely Not;-4
Unsure or No Opinion;-5

- T10. Do you agree or disagree with the following statement? *"The Town of Erie is fiscally responsible and spends taxpayer money wisely."*

Strongly Agree;-1
Somewhat Agree;-2
Somewhat Disagree;-3
Strongly Disagree;-4
Unsure or No Opinion;-5

Police Department Questions

T11. In 2021, the Town of Erie completed a Facility Strategic Plan that identified the top priorities for Town buildings. The two highest priorities were expansion and improvements to Town Hall and the Erie Police Department. The Town Hall expansion and renovation will be completed in late 2025, and the next project is expanding and remodeling the Erie Police Department. The current police facility is already at full capacity, and the expansion is estimated to cost \$38.6 million. This expansion is designed to meet future operational needs as the Town's population continues to grow.

Knowing that information, there are multiple ways for the Town of Erie to pay for the expansion and renovation of the police facility:

- 1) A property tax that would increase taxes by 4 mills, or \$134 annually for a home valued at \$500,000. This would need to be approved by voters.
- 2) A sales tax that would increase the Erie sales tax rate from 3.5% to 3.98%, or another \$0.48 per \$100 purchase. This would need to be approved by voters.
- 3) A Certificate of Participation (COP), which is a type of financing, similar to a mortgage, that does not raise taxes. The Town of Erie would need to pay back the financing with interest over time (4.5% interest), the funding of which would come from the General Fund and would not need approval by voters. The Town estimates paying back COPs for this project at \$2.5 million per year for 20 years, this is already planned in the Town of Erie's long-term budget.

Knowing this information, how would you prefer the Town of Erie pay to finance the Erie Police Department expansion and renovation?

Property Tax;-1
Sales Tax;-2
Certificate of Participation (COP);-3
Unsure or No Opinion;-5

T12. Some people think that using Certificates of Participation (COP) are the best way to pay for building or renovating Town facilities because they do not require voter approval, and the funding to pay for them comes from the General Fund.

While...

Other people think that using COPs is not a good idea because it uses money from the Town's General Fund, which could tie up funding that could be used for other projects, services, and programs for many years.

Which of these are closer to your point-of-view?

COP's best way to build/renovate Town facilities;-1
COP's bad idea, take away funding from other projects, services, and programs;-2
Unsure/No Opinion;-3

Affordable Housing/Housing Diversity Questions

T13. Do you agree or disagree with the following statement: The Town of Erie needs more housing diversity, meaning a better balance between condos, apartments, townhomes, smaller (cottage-sized) homes, and single-family homes?



- Strongly Agree;-1
- Somewhat Agree;-2
- Somewhat Disagree;-3
- Strongly Disagree;-4
- Unsure or No Opinion;-5

T14. How much of a problem is the availability of homeownership opportunities in the Town of Erie?

- Big Problem-1
- Somewhat of a Problem-2
- Not Too Much of a Problem-3
- Not A Problem at All-4
- No Opinion-5

T15. How much of a problem is the availability of rental opportunities in the Town of Erie?

- Big Problem-1
- Somewhat of a Problem-2
- Not Too Much of a Problem-3
- Not A Problem at All-4
- No Opinion-5

T16. How much of a problem is it for local essential workers (teachers, retail workers, firefighters, police, nurses, etc.) to find rental and homeownership opportunities within their budget range in the Town of Erie?

- Big Problem-1
- Somewhat of a Problem-2
- Not Too Much of a Problem-3
- Not A Problem at All-4
- No Opinion-5

T17. How would you rate residential housing costs in the Town of Erie?

- Much Too High-1
- Somewhat Too High-2
- Just The Right Amount-3
- Somewhat Too Low-4
- Much Too Low-5
- Unsure or No Opinion-6

T18. As you may be aware, less than 5% of the people who work in Erie live in Erie (2022 Census data). While there are various reasons why this may be the case, the Town believes that one contributing reason is the lack of available housing for lower- and middle-income people. Knowing this, do you agree or disagree with the following statement? It is important that people who work in Erie should have the opportunity to live in Erie.

- Strongly Agree;-1
- Somewhat Agree;-2
- Somewhat Disagree;-3
- Strongly Disagree;-4
- Unsure/No Opinion;-5

T19. From the images below, what sort of neighborhood would you prefer to live in?



[Image of Residential-Rural] Larger lot, very low housing density;-1



[Image of Residential-Low] Suburban-style, single family attached/detached units;-2



[Image of Residential-Medium] Mix of housing types, single-family, duplexes, and townhomes;-3



[Image of Residential-High] Townhomes, condos, apartments, stacked flats; -4



[Mixed Use Village (left picture)] Primarily vertical mix of residential, commercial, retail, and office uses in compact, pedestrian-oriented environment;-5



[Mixed Use Neighborhood (right picture)] Mix of residential attached homes, commercial, retail, and office uses in walkable block system;-6
Unsure/No Opinion;-7

T20. How familiar are you with the Town of Erie's Affordable Housing Program?

- Very Familiar;-1
- Somewhat Familiar;-2
- Not Too Familiar;-3
- Not Familiar at All;-4
- Unsure/No Opinion;-5

T21. The Town of Erie's Affordable Housing Program has hired dedicated staff, has purchased land for future affordable housing developments, has received grant funding to help repair existing affordable housing units, and continues to try to diversify housing in Erie. Knowing this information, do you support or oppose the work of the Town of Erie's Affordable Housing Program?

- Strongly Support;-1
- Somewhat Support;-2
- Somewhat Oppose;-3

Strongly Oppose;-4
Unsure/No Opinion;-5

- T22. As you may know, the Town of Erie purchased land in 2023 to create the Cheesman Street Residences as a first step in Erie's effort to create more attainable housing options. The Cheesman development will be 35 homeownership deed-restricted homes.

The Town of Erie has also purchased the Village Coal Creek property, to not only create more attainable housing options, but to connect trails and provide additional open space.

Knowing this, do you support or oppose the Town of Erie, purchasing additional land in the future, to build more of these types of developments which would include attainable and mixed-income housing options?

Strongly Support;-1
Somewhat Support;-2
Somewhat Oppose;-3
Strongly Oppose;-4
Unsure/No Opinion;-5

- T23. Do you believe the Town of Erie should be more involved, stay about the same, or be less involved in supporting affordable/attainable housing?

Much More Involved;-1
Somewhat More Involved;-2
About the Same;-3
Somewhat Less Involved;-4
Much Less Involved;-5
Unsure/No Opinion;-6

- T24. Which of the following funding options would you support the Town of Erie using to help pay for affordable or attainable housing projects? Please select all that apply and if you do not support using any of these funding sources, there is an option for that too.

Modest Sales Tax Increase
Modest Property Tax Increase
Certificate of Participation (COP's)
Development Related Fees
State and Federal Grants
From the General Fund
None, Would Not Support Any funding to Affordable/Attainable Housing
Unsure/No Opinion

Traffic/Streets Transportation

T25. How would you rate the overall condition of the major streets and roads in the Town of Erie?

- Excellent;-1
- Good;-2
- Fair;-3
- Poor;-4
- Unsure or No Opinion;-5

T26. How would you rate the condition of the roads in your neighborhood?

- Excellent;-1
- Good;-2
- Fair;-3
- Poor;-4
- Unsure or No Opinion;-5

T27. Do you think traffic in the Town of Erie has increased, stayed about the same, or decreased in the past 5 years?

- Definitely Increased;-1
- Probably Increased;-2
- Stayed About the Same;-3
- Probably Decreased;-4
- Definitely Decreased;-5
- Unsure or No Opinion;-6

T28. For each of the following individuals, do you believe safety on the roads within the Town of Erie has increased, stayed about the same, or decreased in the past few years?

- A) Drivers
- B) Pedestrians (walking, running, rolling)
- C) Bicyclists

- Definitely Increased;-1
- Probably Increased;-2
- Stayed About the Same;-3
- Probably Decreased;-4
- Definitely Decreased;-5
- Unsure or No Opinion;-6

T29. In general, would you support or oppose a modest tax or fee increase to help fund the streets, roads, and transportation services in the Town of Erie?

- Strongly Support;-1
- Somewhat Support;-2
- Somewhat Oppose;-3
- Strongly Oppose;-4
- Unsure/No Opinion;-5

T30. How familiar are you with the RTD JUMP Bus Route?

- Very Familiar;-1
- Somewhat Familiar;-2
- Not Too Familiar;-3
- Not Familiar at All;-4
- Unsure/No Opinion;-5

T31. As you may know, RTD offers the JUMP bus route from the Erie Community Center to Downtown Boulder. Have you ever used the RTD JUMP Bus Route?

- Yes;-1
- No;-2

T32. As you may know, the Town of Erie is developing an on-demand shuttle service with the goal of providing more convenient transportation options for residents. If transit was offered to be picked up and dropped off anywhere within Erie for low or no cost, would you use the service?

- Yes;-1
- No;-2

Parks, Rec, Other Amenity Questions-

T33. From the following list of community amenities... On a scale of 1 to 5 with 5 being extremely important and 1 being not important at all please indicate how important are the following amenities in the Town of Erie to you and your family.

- A. Neighborhood Parks
- B. Performing Arts Center
- C. Second Recreation Center
- D. Outdoor Pool Only (No Recreation Center)
- E. Water Park (Similar to Bay Aquatic Park in Broomfield)
- F. A Community Campus – Similar to Erie Community Center/Erie Community Park with a rec center, aquatic center, and full amenity park nearby.
- G. Community Trails
- H. Open Space

- 5-Extremely Important
- 3-Neutral
- 1-Not Important at All

- T34. As mentioned above, there are multiple ways for the Town of Erie to pay for services, programs, and amenities. From the following list, please indicate how you would prefer the Town of Erie to pay for the service or amenity?

Please keep in mind, the Town of Erie could fund these projects gradually over time using the general fund or Enterprise Funds, but that approach may significantly delay their completion. If you do not believe a specific service or amenity should be funded at all, there is an option to for that as well.

- A. Neighborhood Parks
- B. Performing Arts Center
- C. Second Recreation Center
- D. Outdoor Pool Only (No Recreation Center)
- E. Water Park (Similar to Bay Aquatic Park in Broomfield)
- F. A Community Campus – Similar to Erie Community Center/Erie Community Park with a rec center, aquatic center, and full amenity park nearby.
- G. Community Trails
- H. Open Space

Property Tax;-1

Sales Tax;-2

Town of Erie General Fund Over Time;-3

Town of Erie Should Not Fund;-4

Unsure/No Opinion;-5

Sustainability & Water Conservation Questions

- T35. How familiar are you with the Town of Erie's sustainability work including the 2019 Sustainability Plan?

Very Familiar;-1

Somewhat Familiar;-2

Not Too Familiar;-3

Not Familiar at All;-4

Unsure/No Opinion;-5

- T36. The Town of Erie currently has a team of full-time staff who are dedicated to water conservation efforts and sustainability efforts like saving energy, offering rebates to residents, and planning for the future to make the Town more efficient and resilient. Knowing this, do you think the Town of Erie should do more, keep doing about the same, or do less to support sustainability, water conservation, and similar efforts now and in the future?

Much More Involved;-1

Somewhat More Involved;-2

About the Same;-3

Somewhat Less Involved;-4

Much Less Involved;-5

Unsure/No Opinion;-6

T37. As mentioned above, the Town of Erie offers many programs for sustainability. Among the following list of programs, do you think the Town of Erie should be doing more, about the same, or doing less to promote each of the following sustainability areas?

- A. Support solar/renewable energy options for residents
- B. Support and expand electric vehicle infrastructure for public use
- C. Increase waste diversion opportunities including yard waste and organics recycling collection
- D. Increase Town resilience to climate impacts including extreme heat events, flooding, and wildfire
- E. Increase rebate offerings including water wise landscape conversion, energy efficiency upgrades, etc.
- F. Related policy advocacy and support at the state level including efforts involving climate mitigation, increased resilience, and other related initiatives
- G. Continue to maintain and expand recycling services at the Erie Recycling Center
- H. Continue to support Town engagement and events including the biannual Clean Up Day, Arbor/Earth Day, and recently added Compost Giveaway event.

Do More;-1

About the Same;-2

Do Less;-3

Unsure/No Opinion;-4

T38. Similar to some of our neighboring municipalities, would you support or oppose a modest tax increase for the Town of Erie's sustainability initiatives?

Strongly Support;-1

Somewhat Support;-2

Somewhat Oppose;-3

Strongly Oppose;-4

Unsure/No Opinion;-5

T39. What is the absolute best thing about living in Erie?

TEXT BOX

T40. If you could improve one aspect of Erie, what would it be and why?

TEXT BOX

T41. Many that live in Erie, cherish the small-town feel. Being as descriptive as possible, how would you define Erie's small-town feel?

TEXT BOX

Thank you for your time, the survey is almost complete. We just have a few more questions regarding how you stay informed about your community.

T42. How do you currently receive news and information about what's happening locally in the Town of Erie? *Select all that apply.*

- Friends and family;-1
- Neighborhood Networks / News (HOAs, Facebook pages, etc.)
- Social Media;-2
- Local community publications such as the Hometown Weekly;-3
- Town of Erie website;-4
- Town of Erie newsletters;-5
- Statewide news organizations such as 9News or the Denver Post;-6
- Other method not mentioned;-7 **TEXT BOX**

And now, we have a few questions for statistical purposes only.

T43. Are you:

- Male;-1
- Female;-2
- Identify Differently;-3

T44. Are you between the ages of:

- 18 to 34-1
- 35 to 44-2
- 45 to 54-3
- 55 to 64-4
- 65 or Older-5

T45. For statistical purposes only, are you registered to vote as an Unaffiliated voter, a Democrat, a Republican, or another party?

- Unaffiliated;-1
- Democrat;-2
- Republican;-3
- Other Party;-4

T46. Which race or ethnicity do you most identify with?

- White;-1
- Hispanic or Latino;-2
- Black or African-American;-3
- Asian;-4
- Other;-5

T47. Have you earned a four-year college degree?

Yes;-1
No;-2

T48. When thinking about fiscal issues such as taxes and government spending, do you consider yourself to be conservative, moderate, or liberal?

Conservative;-1
Moderate;-2
Liberal;-3
Unsure/No Opinion;-4

T49. Are you a parent or guardian of a child under the age of 18?

Yes;-1
No;-2

T50. How long have you lived in the Town of Erie?

Five years or less;-1
6 to 10 years;-2
11 to 20 years;-3
More than 20 years;-4
Prefer Not to Say;-5

T51. Do you rent or own your home?

Rent;-1
Own;-2
Other;-3
Prefer Not to Say;-4

T52. How would you describe your annual household income?

Less than \$50,000;-1
\$50,000 to \$74,999;-2
\$75,000 to \$99,999;-3
\$100,000 to \$149,999;-4
\$150,000 to \$199,999;-5
\$200,000 to \$249,999;-6
More than \$250,000;-7
Prefer Not to Say;-8

The Town of Erie thanks you for participating in this important survey and sharing your opinions. If you would like to learn more about any of the topics in this survey, please visit www.erieco.gov/SurveyTopics. We hope you enjoy the rest of your day.