

TOWN OF ERIE  
HOME RULE  
VOTER OPINION  
SURVEY

January 10 – 19, 2022

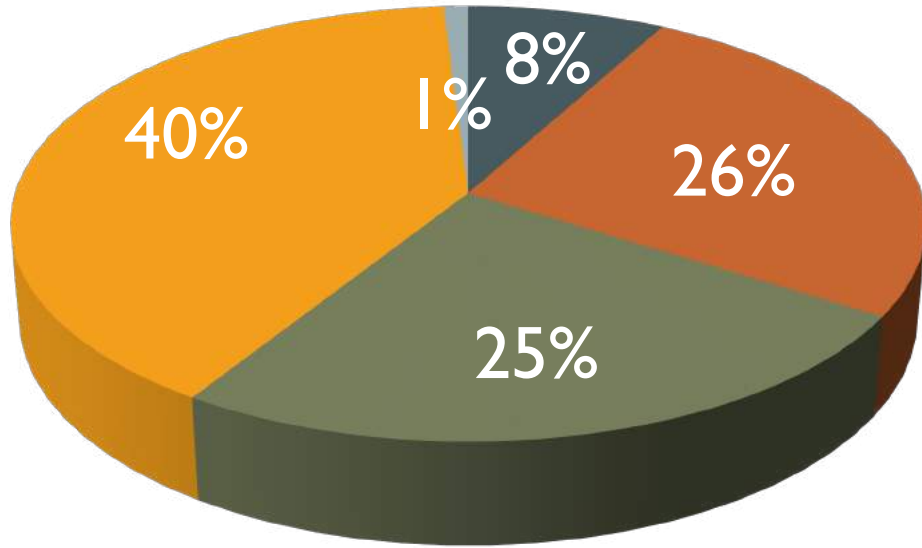




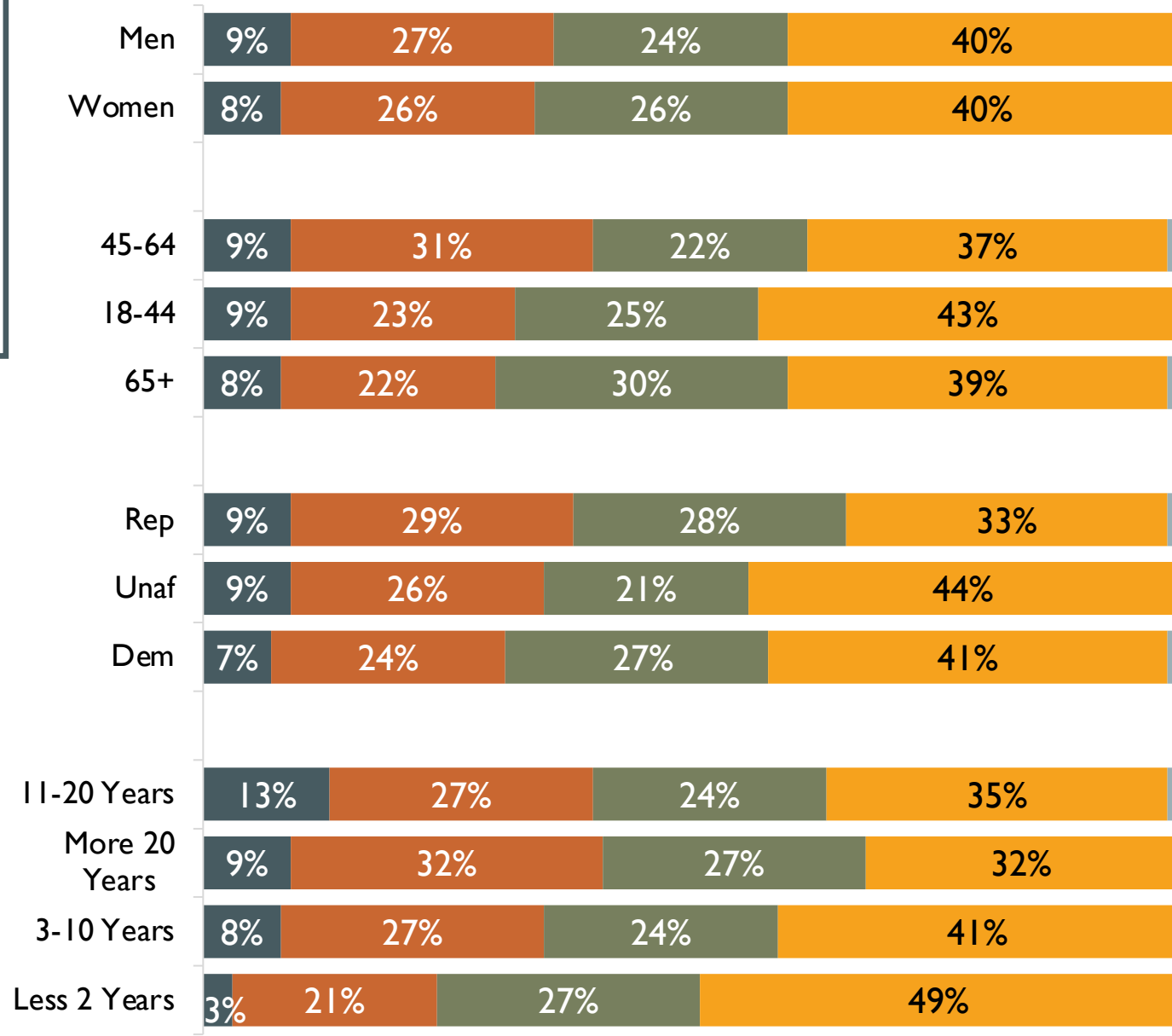
## METHODOLOGY

- Magellan Strategies are pleased to present the results of a live telephone and online survey of 1,531 registered voters in the Town of Erie, Colorado.
- The interviews were conducted from January 10 – 19, 2022.
- The overall survey responses have a margin of error of +/- 2.41% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the voter turnout demographics within Erie, CO for a midterm election cycle.

How familiar are you with the Town's efforts to educate and inform residents about the process of changing Erie's form of government from Statutory Rule to Home Rule?



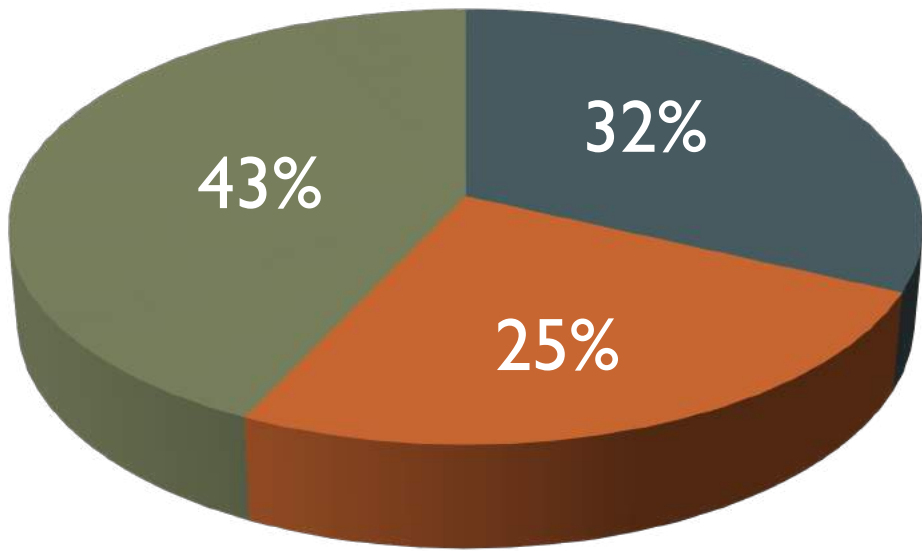
- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar At All
- Unsure or No Opinion



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

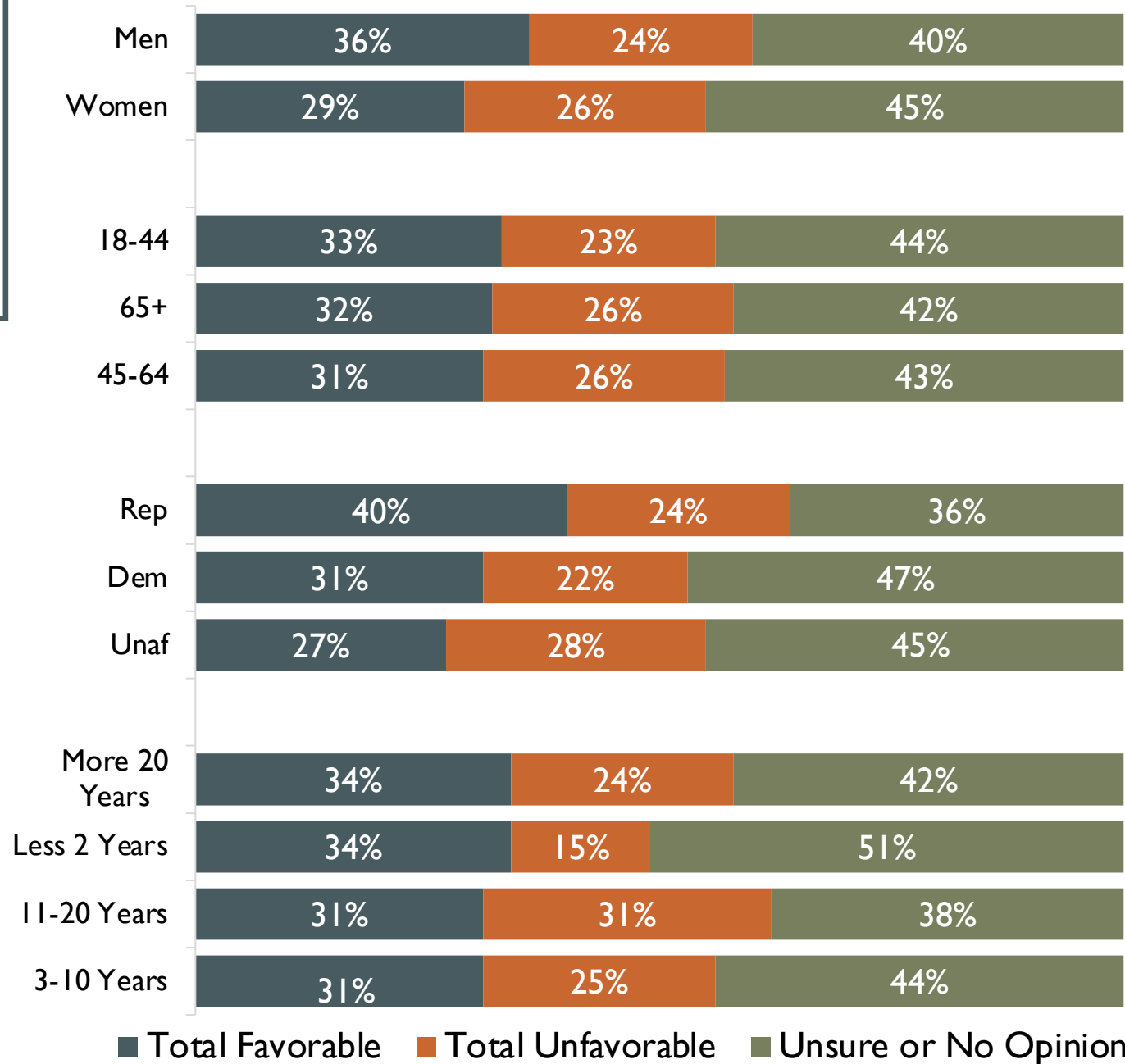


Based on your current knowledge, do you have a favorable or unfavorable opinion of a Home Rule form of government?



■ Total Favorable  
■ Total Unfavorable  
■ Unsure or No Opinion

Very Favorable	14%
Somewhat Favorable	18%
Very Unfavorable	15%
Somewhat Unfavorable	10%





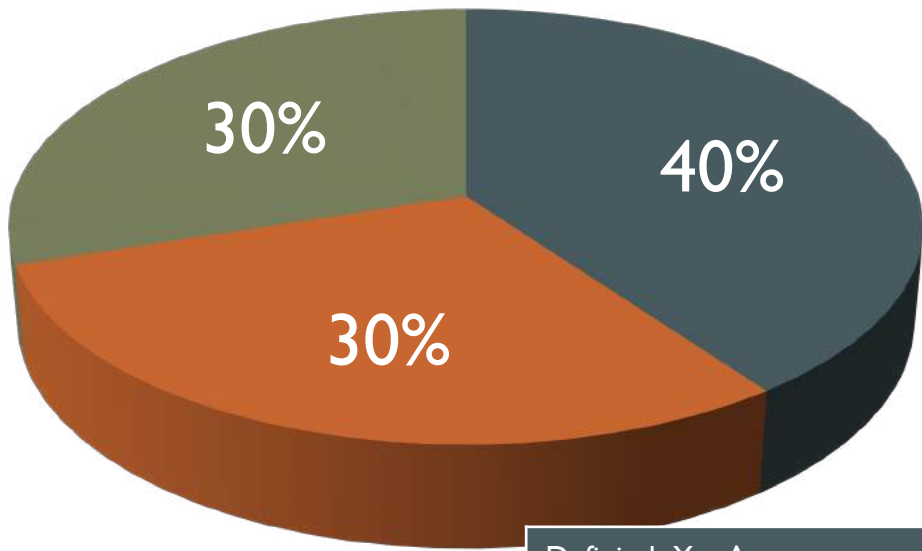
## TOWN OF ERIE HOME RULE BALLOT QUESTION

The first step in changing the form of government from Statutory to Home Rule is a ballot question. The ballot question asks voters to approve or reject the formation of a Home Rule Charter Commission. In that same election and on the same ballot, voters will also be asked to vote for residents to serve on the Home Rule Charter Commission.

Knowing this information, if an election was held today, would you vote yes to approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?

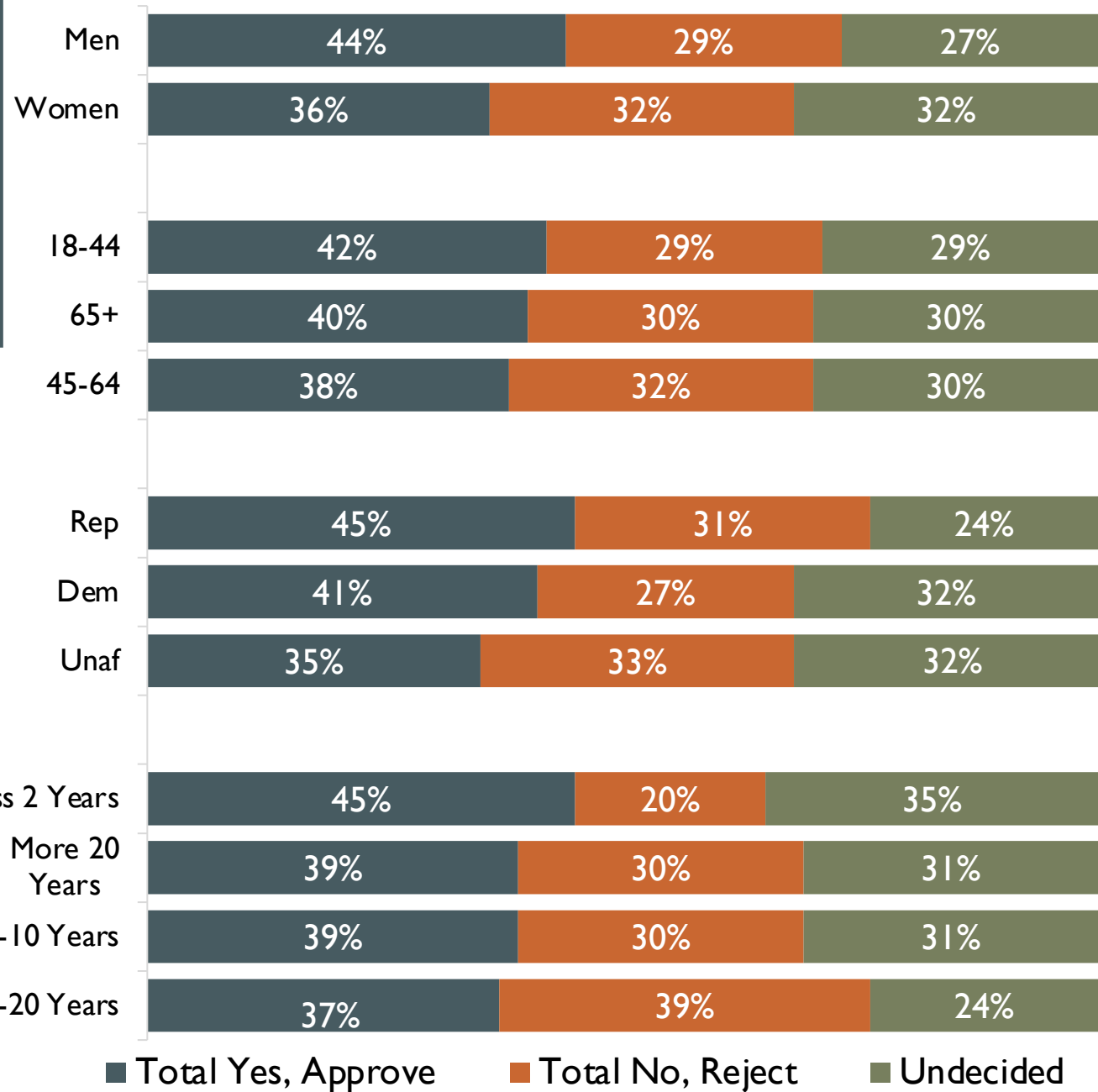
# TOWN OF ERIE HOME RULE BALLOT QUESTION

Knowing this information, if an election was held today, would you vote yes to approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?



Definitely Yes, Approve	14%
Probably Yes, Approve	15%
Lean Yes, Approve	11%
Definitely No, Reject	17%
Probably No, Reject	7%
Lean No, Reject	6%

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



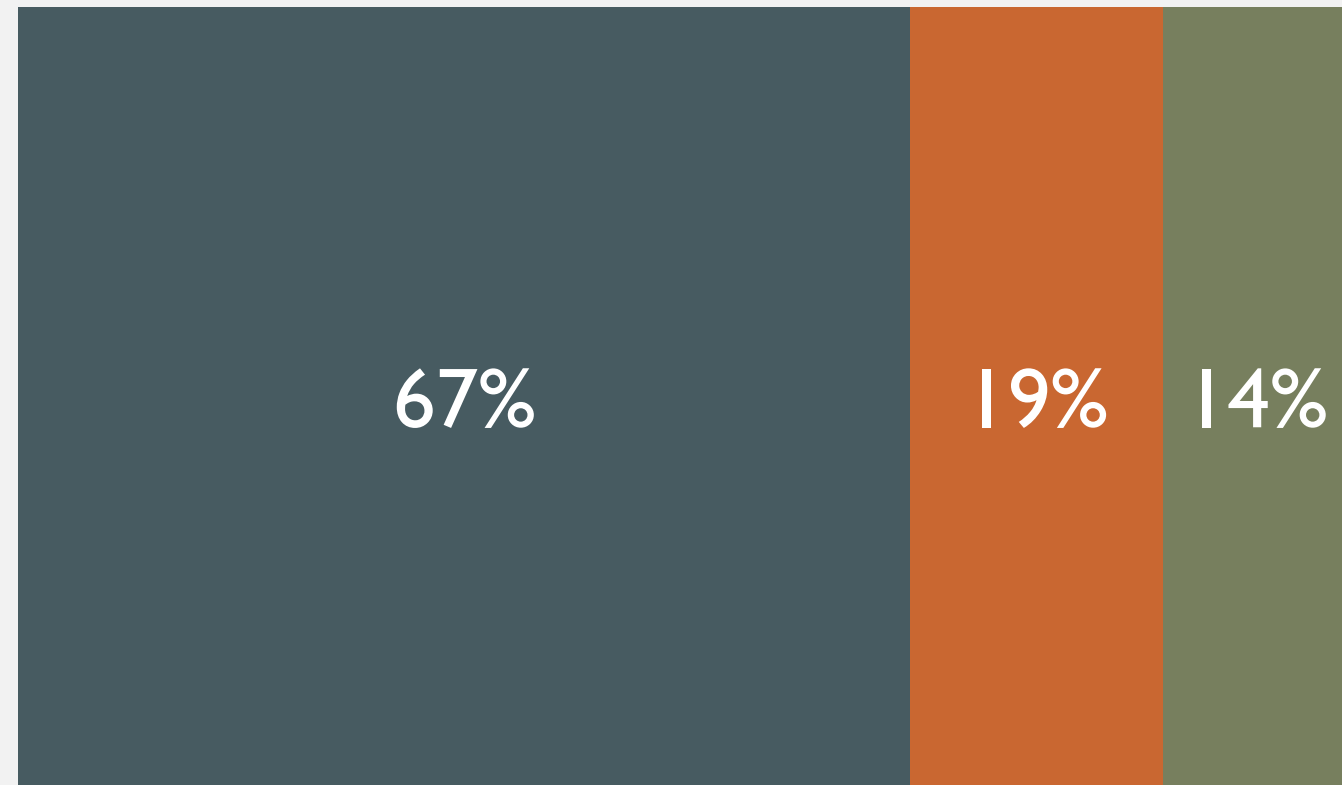
- Total Yes, Approve
- Total No, Reject
- Undecided



We will now share information regarding the process of changing Erie's form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it.

**Ranked by Total More Likely to Support**

Successful Home Rule Charter Commissions usually have a **politically diverse group of members** to ensure all voices and opinions are represented when drafting the new Town charter.



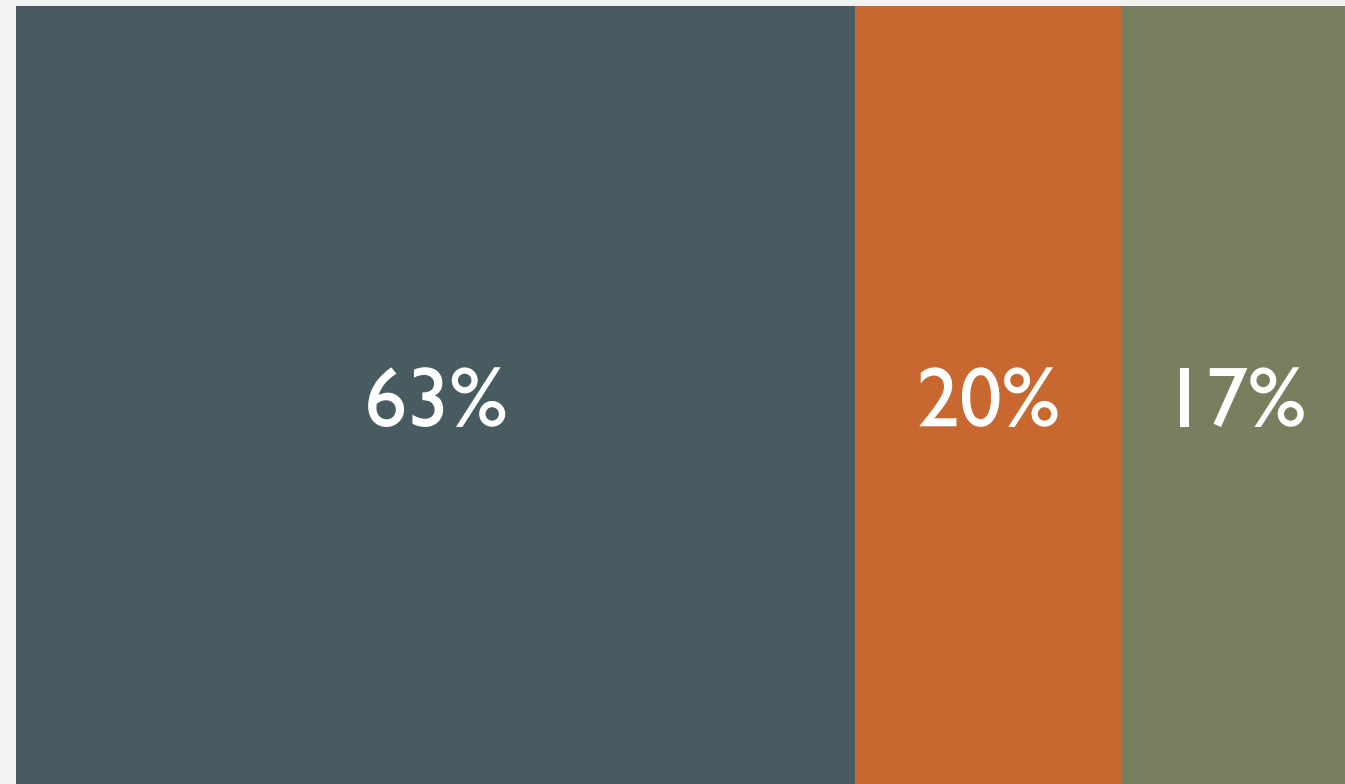
■ Total More Likely ■ Total Less Likely ■ Undecided



We will now share information regarding the process of changing Erie's form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it.

**Ranked by Total More Likely to Support**

**Ninety-three percent** of Colorado residents live in a Home Rule community.



■ Total More Likely ■ Total Less Likely ■ Undecided

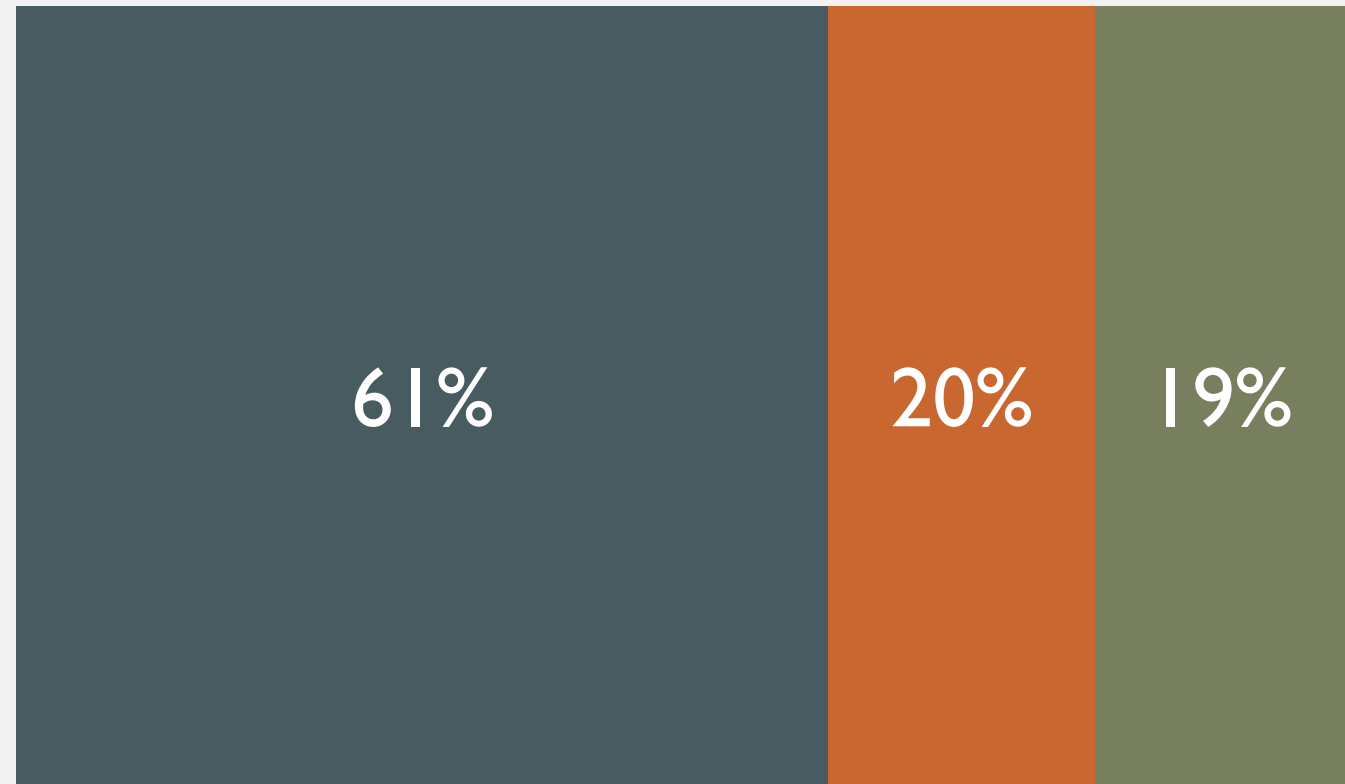




We will now share information regarding the process of changing Erie's form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it.

**Ranked by Total More Likely to Support**

Under a Home Rule form of government, the **Town of Erie still must abide by the TABOR Amendment**, also known as the Taxpayer Bill of Rights. This requires Erie voters to approve any future sales tax or mill levy increases.



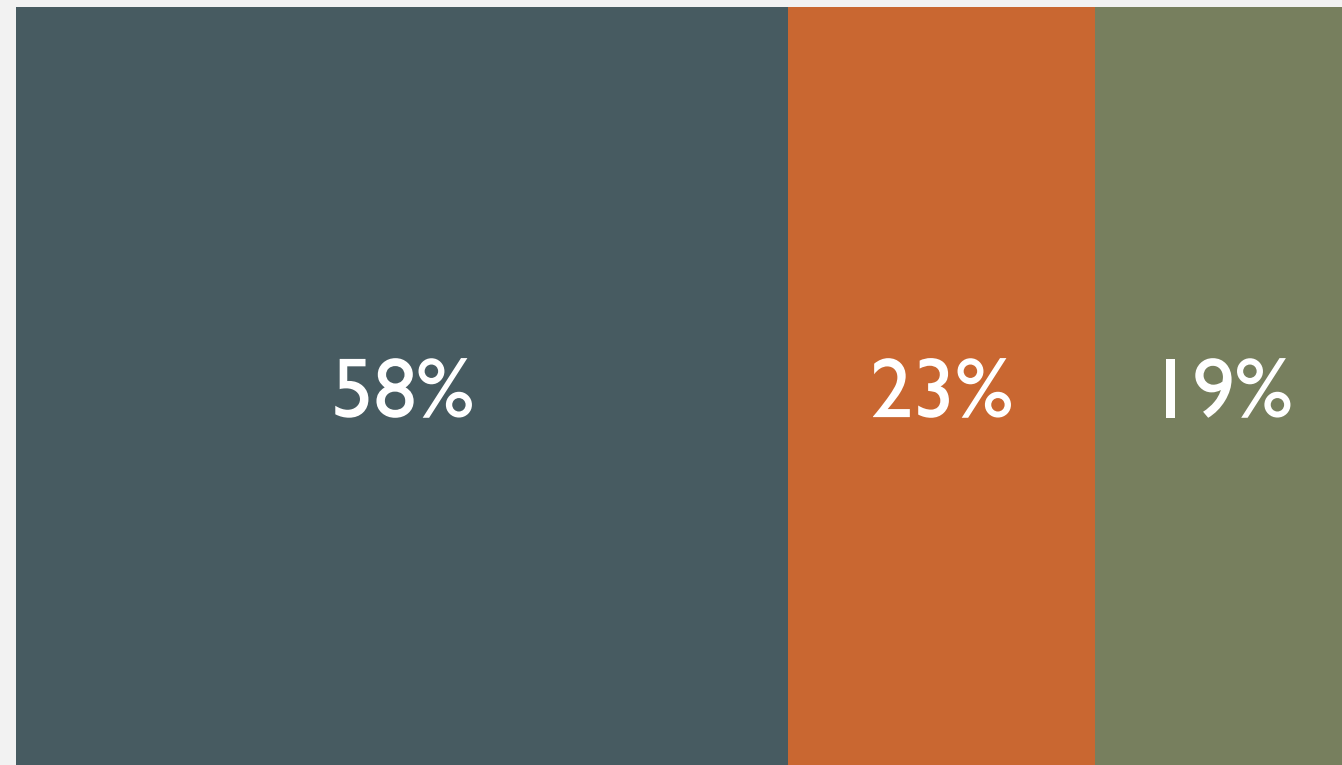
■ Total More Likely ■ Total Less Likely ■ Undecided



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**Ranked by Total More Likely to Support**

After the Home Rule Commission members draft a new Town charter, **Erie voters would hold an election and vote to approve or reject the charter.**



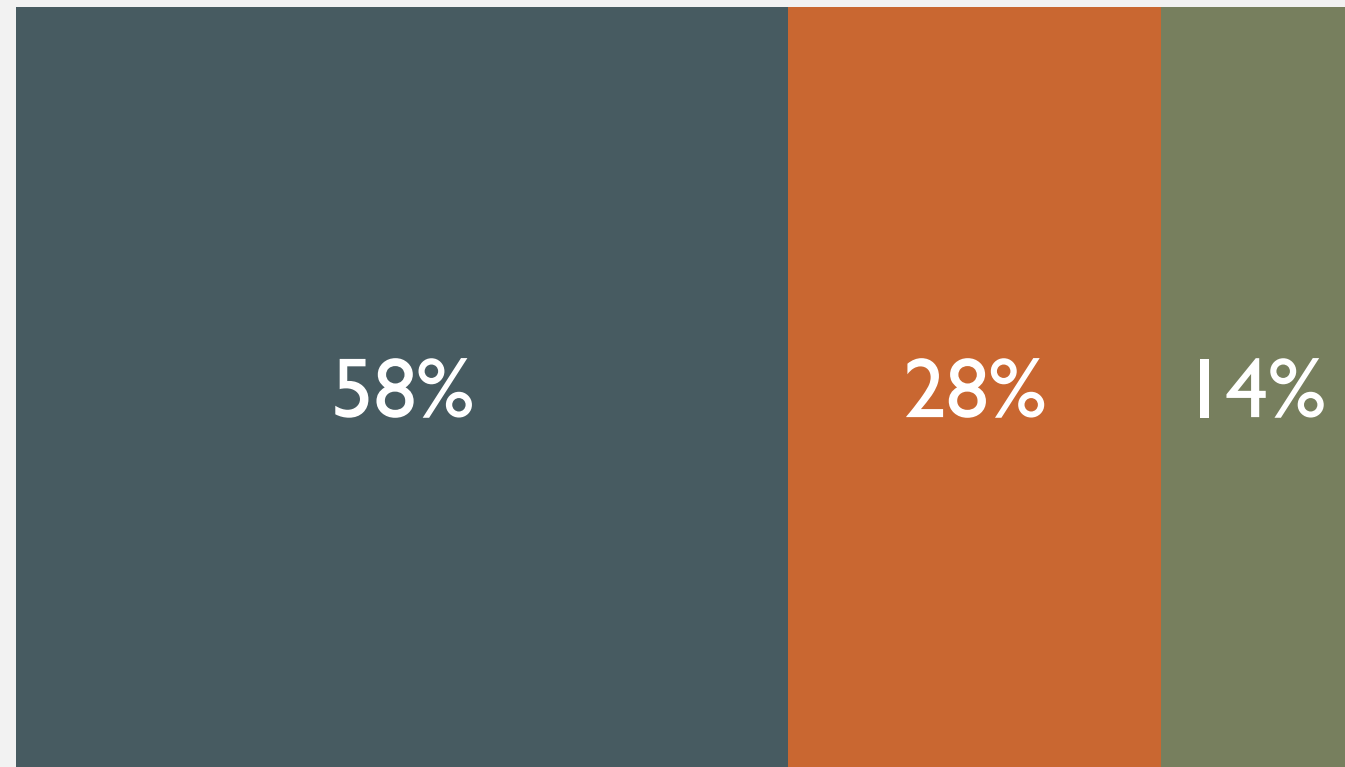
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We will now share information regarding the process of changing Erie's form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it.

**Ranked by Total More Likely to Support**

Under a Home Rule form of government, Erie residents are given a greater authority to create laws rather than having a **“one size fits all” statutory system.**



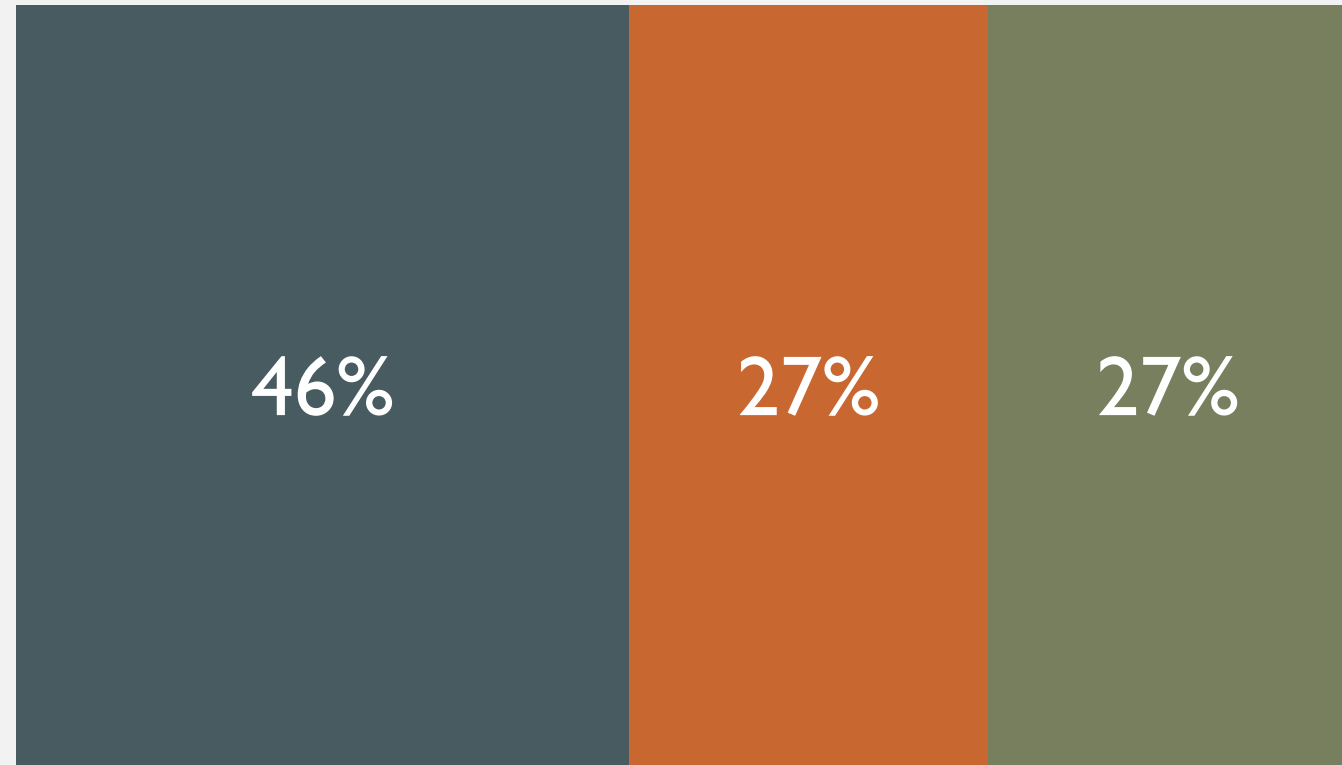
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We will now share information regarding the process of changing Erie's form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it.

**Ranked by Total More Likely to Support**

If approved, a Home Rule Charter Commission would have **180 days to draft a new Town charter.**



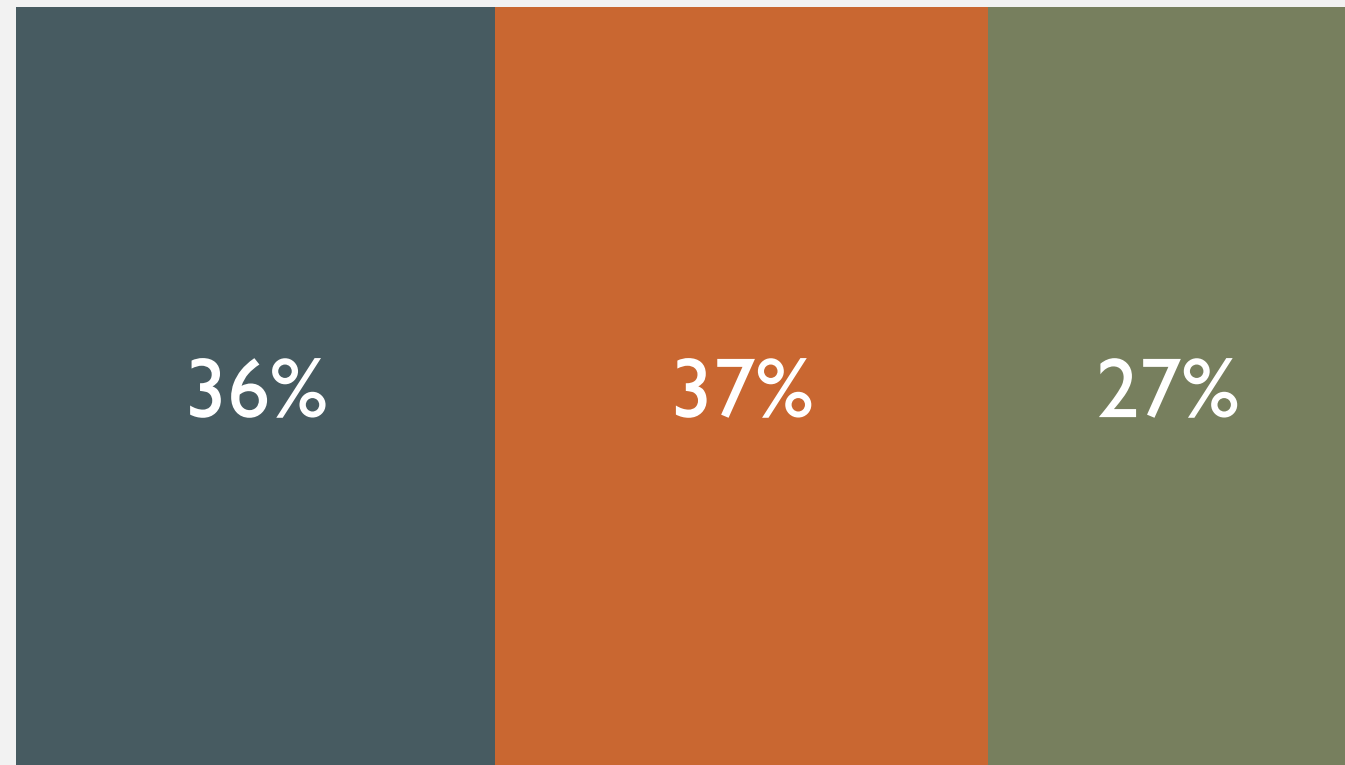
■ Total More Likely ■ Total Less Likely ■ Undecided



We will now share information regarding the process of changing Erie's form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it.

**Ranked by Total More Likely to Support**

A drawback of the Home Rule process is the **additional costs to the Town of holding an election.**

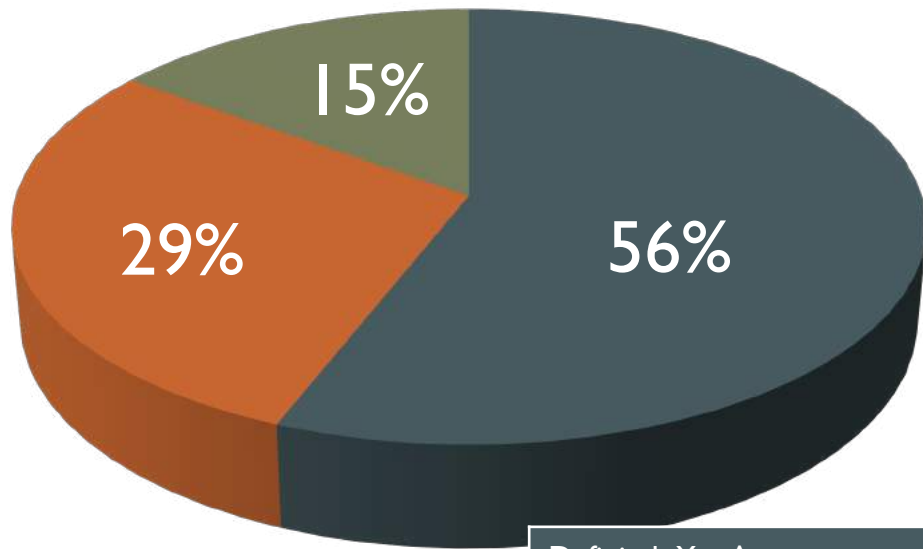


■ Total More Likely ■ Total Less Likely ■ Undecided



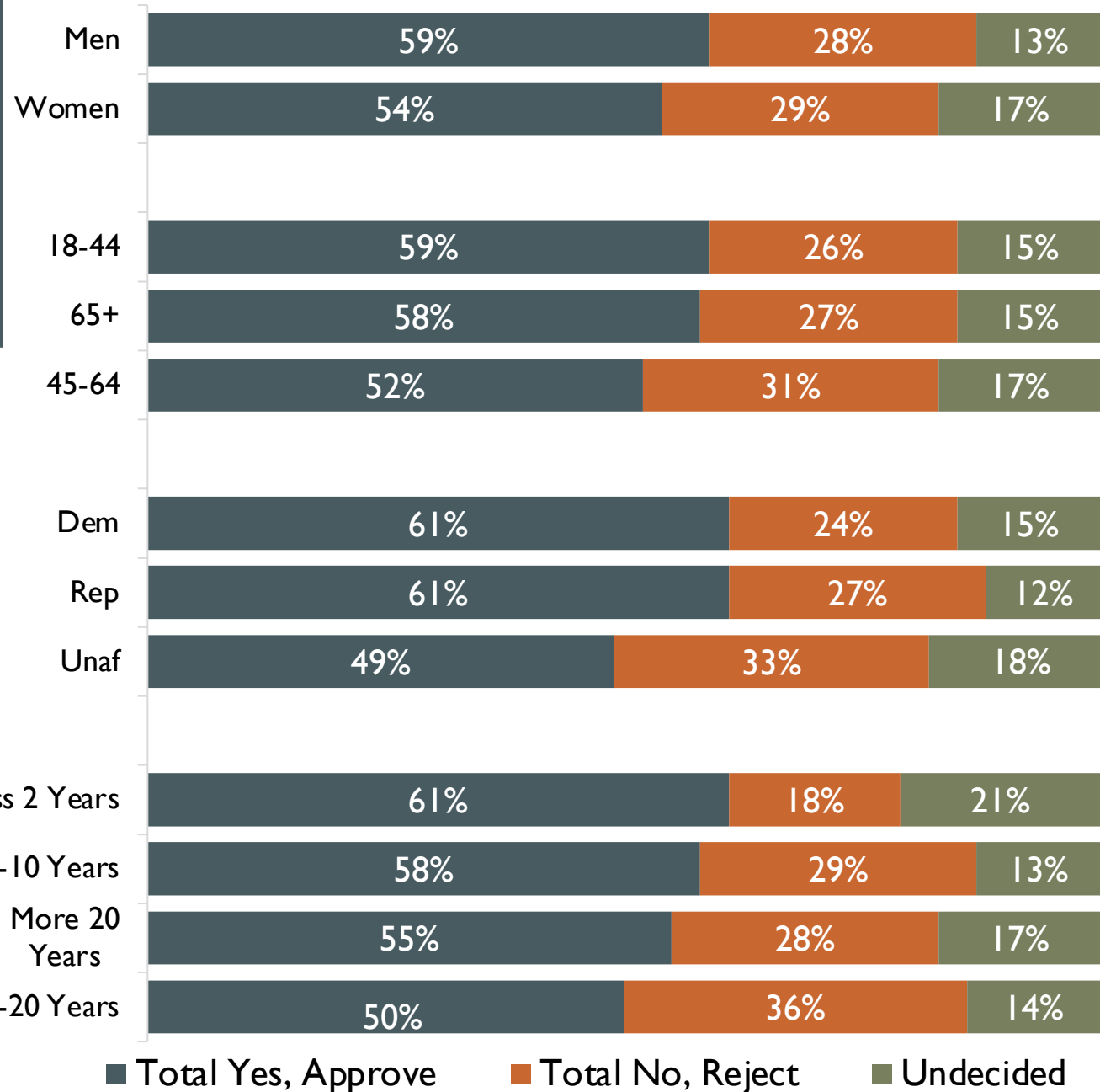
# TOWN OF ERIE HOME RULE INFORMED BALLOT QUESTION

Now that you have read/heard some information about a Home Rule Charter Commission, if an election was held today, would you vote yes and approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?



Definitely Yes, Approve	18%
Probably Yes, Approve	20%
Lean Yes, Approve	18%
Definitely No, Reject	16%
Probably No, Reject	7%
Lean No, Reject	6%

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

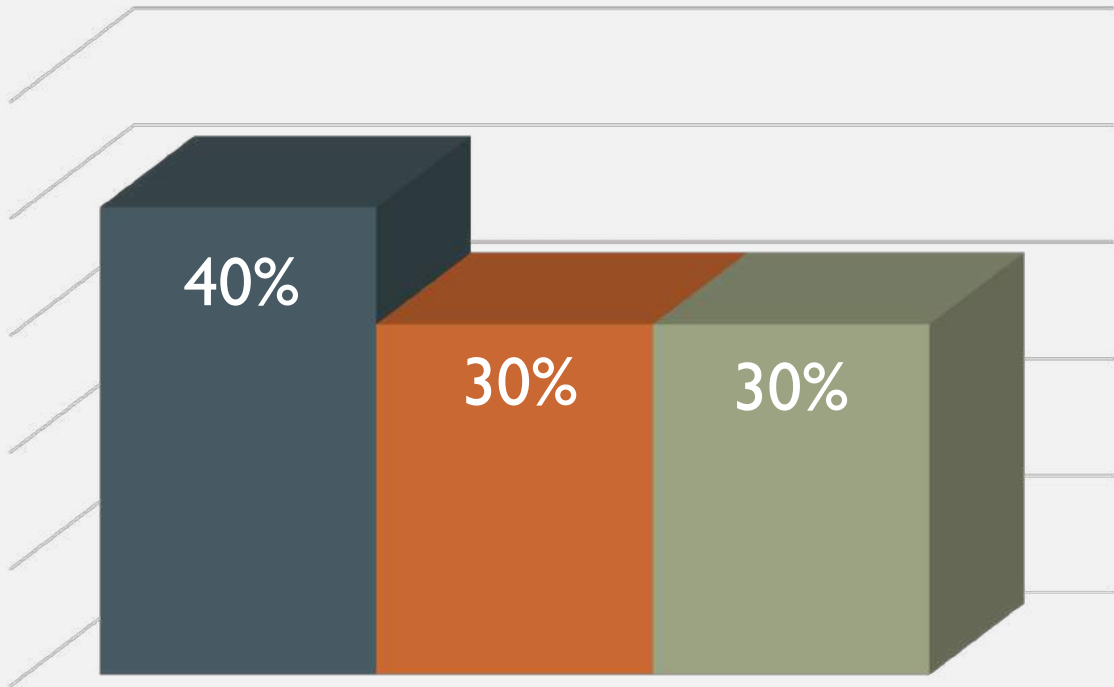


- Total Yes, Approve
- Total No, Reject
- Undecided



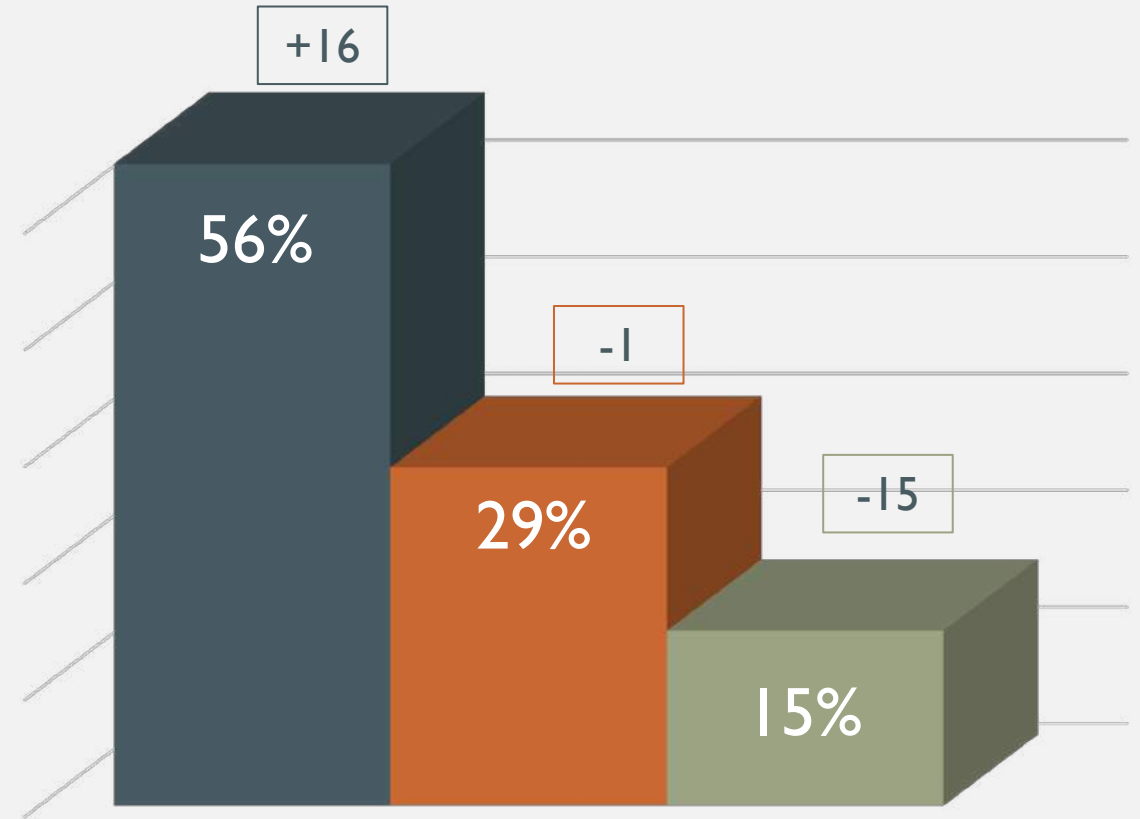
# TOWN OF ERIE HOME RULE BALLOT QUESTION MOVEMENT

## UNINFORMED



■ Total Yes, Approve ■ Total No, Reject ■ Undecided

## INFORMED



■ Total Yes, Approve ■ Total No, Reject ■ Undecided



# Town of Erie Home Rule Ballot Question Movement by Voter Subgroup

	Increase in Support	Informed Yes, Approve	Uninformed Yes, Approve
Democrats	+20	61%	41%
Living in Erie 3-10 Years	+19	58%	39%
Women	+18	54%	36%
65+	+18	58%	40%
18-44	+17	59%	42%
Lived in Erie More 20 Years	+16	55%	39%
Republicans	+16	61%	45%
Live in Erie Less 2 Years	+16	61%	45%

\*Every main voter demographic subgroup moved by at least 13 points.



# WHY 56% OF RESPONDENTS WOULD VOTE YES AND APPROVE A HOME RULE CHARTER COMMISSION

“In your own words, please describe the reasons why you would likely vote **yes and approve** a ballot measure to create a Home Rule Charter Commission.”

## Themes

Local Control, Erie Residents Would Govern Erie

The Community Knows What is Best

Increased Decision-Making Power

93% of Colorado is Home Rule

Not a “One-Size-Fits-All” Type of Government

## Verbatim Responses

“I would vote yes because we need more flexibility and autonomy in our very fast-growing community.”

**-Male, 35-44, Democrat, Less than 2 Years**

“More resident control for specific Erie needs/situations.”

**-Female, 45-54, Democrat, 6-10 Years**

“We the people of Erie should be voting for how we want the community governed.”

**-Male, 18-34, Republican, 3-5 Years**

“Power closer to home. We know what's best for our town because we live here. Smaller government closer to home all the way.”

**-Female, 35-44, Republican, 3-5 Years**

“Erie residents should have a say not one size fits all.”

**-Female, 65+, Republican, 6-10 Years**

“93% of Colorado is already there.”

**-Male, 45-54, Unaffiliated, Less than 2 Years**

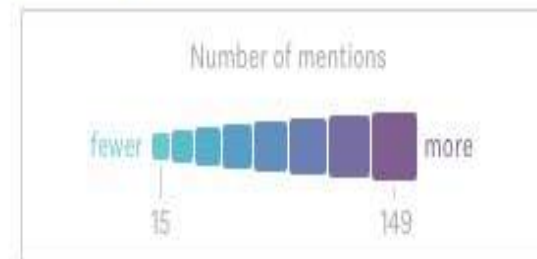
“All government should be local.”

**-Male, 45-54, Unaffiliated, More than 20 Years**

# WHY 56% OF RESPONDENTS WOULD VOTE YES AND APPROVE A HOME RULE CHARTER COMMISSION

“In your own words, please describe the reasons why you would likely vote **yes and approve** a ballot measure to create a Home Rule Charter Commission.”

## Word Cloud



\*A word cloud is a cluster of words depicted in different sizes. The larger and bolder the word appears, the more often it was mentioned in the verbatim responses.

## WHY 29% OF RESPONDENTS WOULD VOTE NO AND REJECT A HOME RULE CHARTER COMMISSION

“In your own words, please describe the reasons why you would likely vote **no and reject** a ballot measure to create a Home Rule Charter Commission.”

### Themes

Do Not Trust Government (Mayor, Board)

Would Have Too Many People Involved, Not Get Anything Done

Cost

### Verbatim Responses

“I prefer our current form of government and what a board of trustees to be in charge of the town.”

**-Female, 18-34, Democrat, 3-5 Years**

“I feel like there would be too many people involved and it would interfere with getting anything done. By trying to make all people happy no one would be happy.”

**-Female, 35-44, Democrat, 16-20 Years**

“Erie has had too many issues already with it's Mayor and elects. This will just add more issues to our community.”

**-Male, 35-44, Democrat, 6-10 Years**

“Given the current Mayor and administration, I have zero faith in the community to actually put people in the seats that are fit for the job. In addition, the current board elected has nearly zero difference of opinions which has been evident over the past few years. In no way would I be comfortable passing more responsibility on to current administration or any elected individuals of the community.”

**-Male, 35-44, Republican, 6-10 Years**

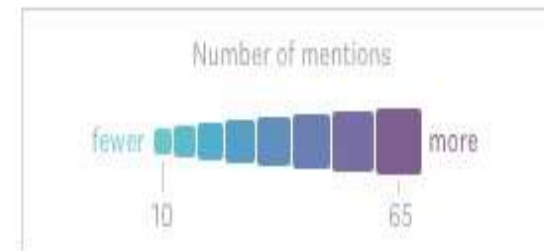
“It'll be very costly for the residents, and I don't believe the town can manage itself.”

**-Female, 18-34, Unaffiliated, Less than 2 Years**

# WHY 29% OF RESPONDENTS WOULD VOTE NO AND REJECT A HOME RULE CHARTER COMMISSION

“In your own words, please describe the reasons why you would likely vote **no and reject** a ballot measure to create a Home Rule Charter Commission.”

## Word Cloud



\*A word cloud is a cluster of words depicted in different sizes. The larger and bolder the word appears, the more often it was mentioned in the verbatim responses.

## WHY 15% OF RESPONDENTS ARE UNDECIDED REGARDING A HOME RULE CHARTER COMMISSION

“In your own words, please describe the reasons why you are **undecided** in your decision to support or oppose a ballot measure to create a Home Rule Charter Commission.”

### Themes

Need More Information

Do Not Trust Community Members

Uneducated on What Home Rule Is

Dislike Any Kind of Change

### Verbatim Responses

“I don't know enough about it. My initial reaction is no because we live with some extremists in our community who are actively involved in thwarting progress such as racial equity work or school funding. I am very wary of these voices getting more power.”

**-Female, 35-44, Unaffiliated, 11-15 Years**

“I've lived in Erie for 3 years and love the direction the town is currently going, but I do not know many of the Erie resident voters. So, I do not trust a change at this point.”

**-Male, 45-54, Democrat, 3-5 Years**

“Just want more information. Erie is such a divided town politically, just not sure.”

**-Female, 65+, Democrat, 16-20 Years**

“Because I'm not sure what the home rule is exactly. Seems like the people on the committee will make the rules and what if I don't agree with the opinion of the people on the committee.”

**-Male, 55-64, Republican, 16-20 Years**

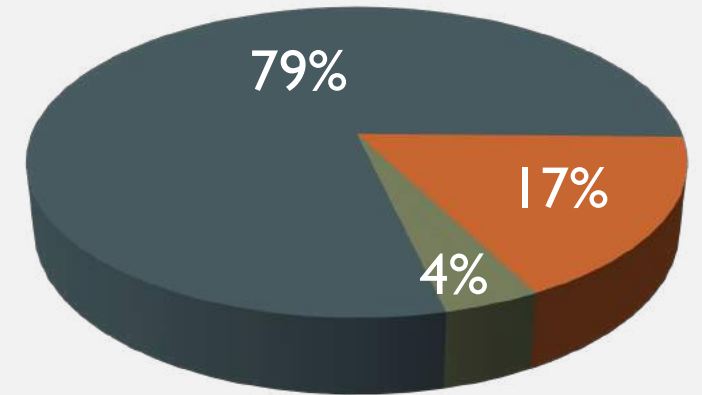
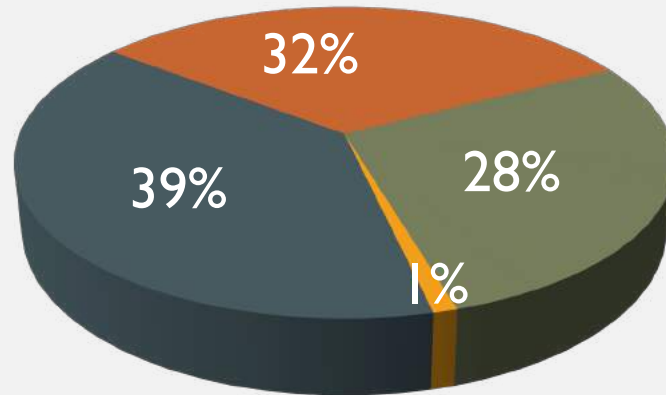
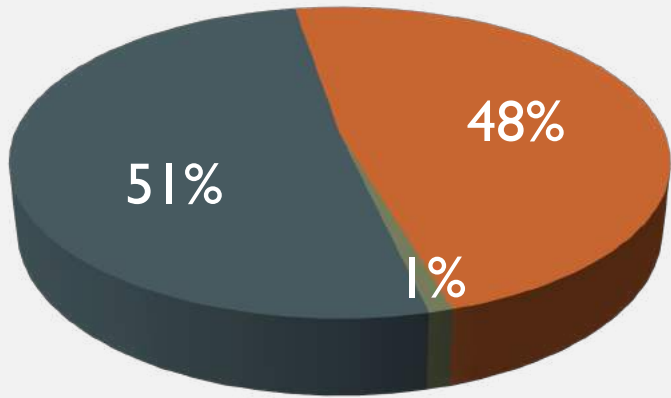
“Uneducated on what a Home Rule Charter Commission is and the major and minor pros and cons of this form of government.”

**-Female, 45-54, Democrat, More than 20 Years**

“Need much more detailed information.”

**-Female, 65+, Unaffiliated, 6-10 Years**

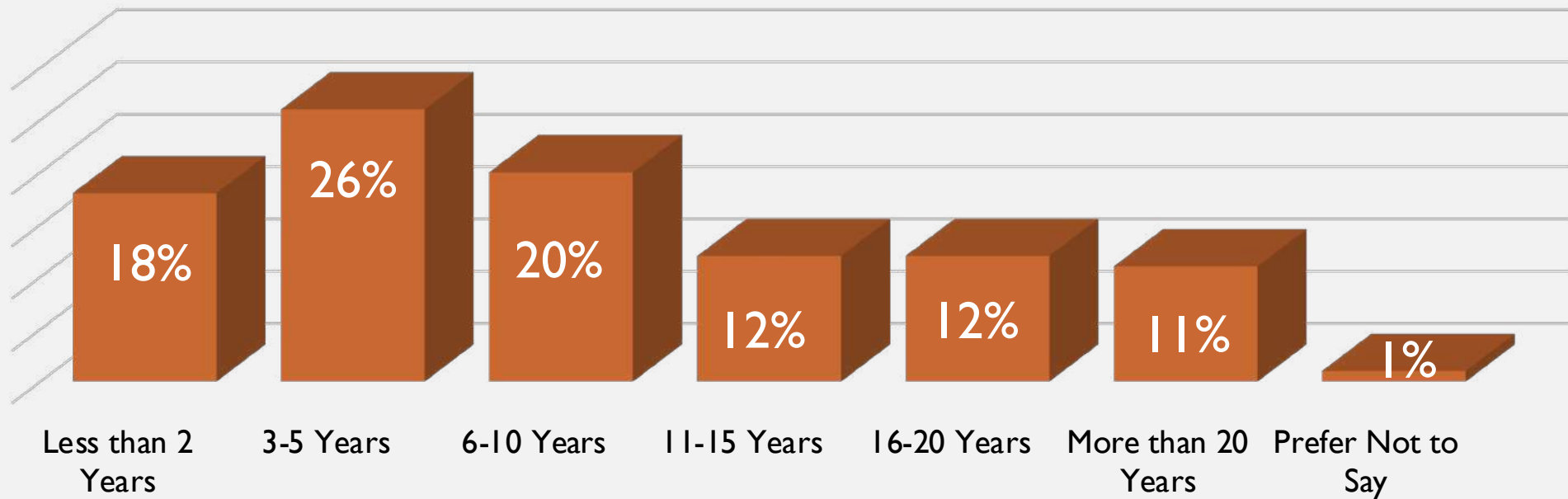
# SURVEY DEMOGRAPHICS



■ Female ■ Male ■ Identify Differently

■ Unaffiliated ■ Democrat  
■ Republican ■ Other Party

■ Married ■ Single ■ Prefer Not to Say



# EDUCATION AND OUTREACH: RESOURCES

## Engage Erie Website:

- Information hub for all Home Rule information and engagement opportunities
  - [Process](#), [FAQs](#), [Online Dialogue](#)

## Print Advertising in Local Papers:

- Display ads advertising events and webpage

## Town of Erie Facebook Page:

- Frequent informational posts, link to Engage Erie, advertise

## Direct Email Campaign:

- Outreach to Town news subscribers, community organizations

## In-Person:

- Presence at Town events

Home » The Roadmap to Home Rule

## The Roadmap to Home Rule



What do you know about Home Rule? This year, the Town of Erie wants to explore whether it should remain a statutory town or implement Home Rule. Over the next few weeks, we will be sharing information about what Home Rule is, how it could impact you, and ask you to be involved in this process.

So what is Home Rule? Home Rule is a form of government based on a **charter written by residents** rather than following state statute. It is based upon the theory that the residents in the community know best how to solve local issues. A Home Rule Charter could give **you** the chance to determine if Erie should become a city or stay a town, whether the Board of Trustees should become a council, what the term limits are for elected officials, and so much more. Going Home Rule could affect finance, taxation, land use, elections, and administration in Erie.

Ultimately Home Rule is all about YOU! If the community votes to "go Home Rule" in November, the Charter the Town uses to govern the community will be **created by residents** and you get to participate in the whole process. Want to be really involved? Apply to be a Charter Commissioner. Have just a few opinions? Join our discussion boards or attend a Community Conversation.

Help put your stamp on the future of Erie! We want to hear from you about your priorities, needs, and expectations for how the Town of Erie government should operate as the community continues to grow. Use some of the tools below and be sure to check out other ways to participate on our social media pages.

### GOING HOME RULE AFFECTS



# EDUCATION AND OUTREACH: TIMELINE

## February: Educate

- Launch video campaign, informational flyers, social media, outreach to community organizations, business community and HOA's

## March: Educate and Engage

- Host two virtual meetings: "What is Home Rule"

## April: Educate and Engage + Events

- Saturday, April 30 – Community Open House, Strider Bike Derby, Arbor Day event.

- Interactive kid's + parent activities

## May: Community

- Saturday, May 21 – Town Fair, Hot Air Balloon Launches
- Final in-person engagement before second survey launch, results will be presented to Board on June 14.

**Should Erie Go HOME RULE?**

As growth in communities across the Front Range continues exploding, the Town of Erie recognizes its responsibility to provide the best possible quality of life while also ensuring thoughtful growth and fiscal responsibility. 93% of Colorado cities and towns are governed by Home Rule. Erie's Board of Trustees believes now is the time for residents to assess the Town's statutory governing structure and explore becoming a Home Rule town.

To determine if Home Rule is right for Erie, the Board of Trustees would like to make sure the community and its leadership have a shared understanding of:

1. What Home Rule could look like for the Town of Erie?
2. What opportunities and challenges come with a governing change?
3. What steps would need to be taken to shift Erie's government structure?

**WHAT IS HOME RULE?**

"In Colorado, municipal 'home rule' is a form of government under the control of local citizens rather than state government, with powers and authority derived from the municipality's locally enacted charter and ordinances, rather than state statutes. It affords citizens of cities and towns who adopt a local charter freedom from the need for state enabling legislation and protection from state interference in 'local and municipal matters.'"

Colorado Municipal League, Home Rule Handbook for Colorado's Cities & Towns (January 2017)

**IN SIMPLER TERMS...**

Home Rule is a form of government under the control of local residents rather than state statute.

Home Rule is based upon the theory that the residents of a municipality should have the right to decide how their local problems are solved.

There are many details to help you understand how this might work...keep reading on the flip side.

**WHAT IS THE PROCESS FOR GOING HOME RULE?**

- In June 2022 the Board of Trustees reviews community feedback and votes whether to add Home Rule and the creation of a Charter Commission for the November 2022 election.
- Those interested in being on the Charter Commission complete a nomination petition and submit to appear on the ballot 30 days of the trustee vote.
- If ballot passes, the Charter Commission meets and begins creating the Charter and submits to the Town Board.
- November 2023 General Municipal Election includes enacting the proposed Charter.

**WHAT IS A CHARTER?**

A Charter establishes the Town's form of government and specifies certain rights and responsibilities. As an independent body, the Charter Commission represents residents' viewpoints and considers and recommends appropriate revisions to the Charter, balancing the interests of the Town government and citizens.

**WHAT ARE THE POTENTIAL DISADVANTAGES OF GOING HOME RULE?**

1. The possibility of a restrictive Charter could lose the flexibility offered by Home Rule.
2. Adopting a Home Rule Charter involves some costs, which can be burdensome to the Town.
3. Some may see the ability of a Home Rule charter to provide more municipal authority as a disadvantage.

**HOME RULE COULD IMPACT:**

**Finance & Taxation**

- Allows for broader taxing powers.
- Establishes a separate tax base.
- Revises budget and adoption procedures.
- Establishes debt limitations.
- Establishes municipal bond repayment limitations.

**Land Use**

- Allows for greater control over zoning.
- Modifies the Planning Commission and Board of Adjustment.

**Elections**

- Established a new process and dates for municipal elections.
- Establishes new procedures for initiative, referendum, and recall elections.
- Modified process for filling elected office vacancies.
- Allows Erie to specify the minimum age for elected officials.

**Administration/Governance**

- Allows Erie to determine its form of government.
- Enables Erie to establish its own ordinances and resolutions.
- Establishes procedures for regular, special meetings and executive sessions.
- Determines municipal court jurisdiction.
- Establishes Town procedures for the sale of public property and awarding contracts.
- Determines Town qualifications of municipal officers and employees.
- Establishes maximum terms for public utility franchises.

**WANT TO LEARN MORE?**

To learn more, visit the Erie Home Rule website and join the community conversations

[www.erileco.us/home-rule-charter](http://www.erileco.us/home-rule-charter)



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