



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 2/8/2022

File #: 22-56, **Version:** 1

SUBJECT: Consent Agenda

Home Rule Survey #1 & Engagement Update

DEPARTMENT: Communications & Community Engagement

PRESENTERS: Gabi Rae, Communications & Community Engagement Director

David Flaherty, CEO of Magellan Strategies

Mavis Fitzgerald, Senior Associate Project Resource Studio

TIME ESTIMATE: 30 minutes

STAFF RECOMMENDATION:

No action needed. Staff will present updates from initial surveys of the public and present a plan for ongoing engagement. Any comments or suggestions from the Board are welcome.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

The Town of Erie discussed a possible move toward Home Rule for roughly three years. The item was originally added to the Work Plan in 2020 and, due to pandemic impacts, the timeline was extended with a new goal decision date for the November 2022 Election.

If a Home Rule question is approved by voters, the next decision is the election of Charter Commission members who will write a new governing Charter. A successful and effective Charter is more likely if the education and outreach process with the community and key stakeholders is thorough and thoughtful. The Town contracted with the consulting firm Project Resource Studio which has multiple examples of successful Home Rule campaigns in other neighboring Colorado municipalities. This team will provide Town staff with valuable advice, implement baseline and follow-up surveys for residents, design effective content for our education campaign, and help organize and manage engagement events.

As a reminder, the high-level timeline for this project is as follows:

- **Sept. - Oct. 2021:** Solicit interested parties to be a consultant, project manager, and expert for the Home Rule process.
- **Nov. 2021:** Choose consulting team and have internal meetings to better understand the current status of staff's pre-existing work on this project.
- **Dec. 2021 - Jan. 2022:** Administer detailed baseline surveys with community members and stakeholders.
- **Feb. - May 2022:** Organize focus groups, conversations, and engagement with businesses, residents, HOAs, and other stakeholder groups.
- **Late May 2022:** Administer follow-up surveys to gauge any change in sentiment in community and stakeholder groups.
- **June 2022:** Board of Trustees discusses adopting an ordinance adding the Home Rule Charter question to the ballot for November 2022.
- **November 2022:** If the Home Rule Charter question passes, then the elected Charter Commission begins its work of drafting a Home Rule Charter.

As we recently wrapped up the baseline surveying of residents, the consulting team is here to present their findings and outline a more detailed timeline for education, outreach, and engagement. Please review the attachments for detailed survey results and a presentation of engagement plans.

Board Priority(s) Addressed:

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

ATTACHMENTS:

1. Town of Erie Home Rule Survey Presentation
2. Town of Erie Home Rule Survey Topline Results
3. Town of Erie Home Rule Survey Undecided Verbatim Responses
4. Town of Erie Home Rule Survey Yes Approve Verbatim Responses
5. Town of Erie Home Rule Survey No Reject Verbatim Responses
6. Town of Erie Home Rule Survey Voter Opinion Survey Crosstabs