

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. This survey will help the Mayor and Town Council identify priorities and decide how to best use limited government resources. Your answers will be anonymous and confidential, and the survey will take just 12 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 first please verify that you are at least 18 years old and a resident of the Town of Erie?

Yes;-1

No;-2

IF T1=2, "I am sorry, but this survey is for residents 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. 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

T9. 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

- T10. Each year, the Town Council must decide where to focus the Town's attention across a variety of services and programs. While essential services like police, water, sewer, and roads must always be maintained, there are many other areas that can enhance the quality of life in the community.

With that in mind, on a scale of 1 to 5, where 5 means it should be a top priority and 1 means it is a lower priority, how would you rate each of the following current or potential services or programs in terms of how much focus and effort the Town should dedicate to them?

- A. Affordable Housing
- B. Sustainability Programs (water conservation, solar/renewable energy, waste diversion, etc.)
- C. Expand Town of Erie Parks, located in neighborhoods
- D. Expand recreation services
- E. Arts and culture in public places
- F. Performing Arts Center
- G. Potential New Water Park (Similar to Bay Aquatic Park in Broomfield or LaMont Does Park in Lafayette)
- H. Town Events (Fireworks, Boo! On Briggs, Tails and Ales)

5-Top Priority

3-Neutral

1-Least Priority

Police Department Question

- T11. In 2021, the Town of Erie completed a Facility Strategic Plan that identified the top priorities for Town buildings. The current Erie Police Department is already at full capacity, and the expansion is estimated to cost \$38.6 million before interest. This expansion is designed to meet future operational needs as the Town's population continues to grow from 40,000 to 66,000. 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, like a mortgage, that does not raise taxes or need voter approval. The Town of Erie would need to pay back the financing with interest over time, and the funding would be prioritized from the General Fund. The Town estimates paying back COPs for this project at \$2.5 million per year for 20 years

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

Housing Questions – Erie Small-Town Feel

T12. Many that live in Erie, cherish the small-town feel. Being as descriptive as possible, how would you define small-town feel?

TEXT BOX

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, single-family homes, or custom-built 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

The following housing questions discuss affordable housing in the Town of Erie. For this survey, it is important to understand that the Town of Erie defines affordable housing as housing that is financially manageable, that is, they are not spending more than 30% of their income on housing. Some of these households may receive subsidies to be able to afford this housing.

T16. In 2024, the Town of Erie completed a housing needs assessment that showed potential benefits of affordable housing policies. Knowing this, do you agree or disagree with each of the following statements:

- A. Affordable housing helps make Erie's economy stronger by allowing more local workers to live in the same community where they work.
- B. Affordable housing helps families stay stable. When people aren't spending too much on rent, they have more money for other things.
- C. Affordable housing promotes diversity and inclusive growth for residents at all phases of life.

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

T17. Please read the two following statements,

A. The Town of Erie needs to increase housing density, by building more townhomes, duplexes, or apartments, because additional housing units may create the tax revenue needed to cover the long-term costs of maintaining streets, water systems, and other infrastructure.

Or...

B. The Town of Erie should continue to focus on lower-density housing, mainly single-family homes, even if it may mean higher individual taxes in the future to cover the long-term costs of maintaining streets, water systems, and other infrastructure.

Which of these statements do you prefer?

- A) Increase housing density, reduce need for individual higher taxes;-1
- B) Continue lower-density housing, even if it means higher individual taxes;-2
- Unsure/No Opinion;-3

T18. 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

- T19. 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. The Affordable Housing Program operates on a yearly budget of approximately \$450,000. 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

- T20. 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 for a two-person household with a household income of \$144,000 or less.

Knowing this, do you believe the Town of Erie should be more involved, stay about the same, or be less involved in supporting affordable 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

- T21. Which of the following funding options would you support the Town of Erie using to help pay for affordable 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 Voter Approved Tax Increase;-1
Development Related Fees on New Homes;-2
Federal and State Funding and Grants;-3
From the General Fund;-4
None, Would Not Support Any funding to Affordable Housing;-5
Unsure/No Opinion;-6

Traffic/Streets Transportation

- T22. In the past 12 months, has traffic added more than 10 minutes to your regular commute or daily travel within or through the Town of Erie?

Yes, Frequently;-1
Yes, Occasionally;-2
No, Not Really;-3
I do not commute or travel regularly in or through Erie;-4
Unsure/No Opinion;-5

IF T29=1,2 ASK T23

IF T29=3,4,5 SKIP TO T24

- T23. Being as specific as possible, which intersections and at what time have you been most impacted by traffic in the past 12 months.

TEXT BOX

- T24. 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
- D) E-Bikes

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

- T25. Are there any other issues with roads, intersections, traffic, or safety that you would like to point out to the Town of Erie?

TEXT BOX

Parks, Rec, Other Amenity Questions-

- T26. 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 the following amenities in the Town of Erie are to you and your family.

- A. Town of Erie Parks, located in neighborhoods
- 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 or LaMont Does Park in Lafayette)
- F. A Community Campus – Similar to Erie Community Center/Erie Community Park with a rec center, aquatic center, and full amenity park nearby.
- G. History Museum

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

- T27. 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?

If you do not believe a specific service or amenity should be funded at all, there is an option for that as well.

- A. Town of Erie Parks, located in neighborhoods
- 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 or LaMont Does Park in Lafayette)
- F. A Community Campus – Similar to Erie Community Center/Erie Community Park with a rec center, aquatic center, and full amenity park nearby.
- G. History Museum

Modest Voter Approved Tax Increase;-1
 Town of Erie General Fund Over Time;-2
 Town of Erie Should Not Fund;-3
 Unsure/No Opinion;-4

Sustainability Questions-

- T28. The Town of Erie is 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. The sustainability program operates on a yearly budget of approximately \$1,200,000

The Town of Erie offers many programs for sustainability. Among the following list of programs, do you believe the Town of Erie should be more involved, stay about the same, or be less involved in promoting each of the following sustainability areas?

- A. Support solar/renewable energy
- B. Support and expand electric vehicle infrastructure
- C. Increase rebate offerings including water wise landscape conversion, energy efficiency upgrades, etc.
- D. Related policy advocacy and support at the state level
- E. Continue to maintain and expand the Erie Recycling Center

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

- T29. Would you support or oppose a dedicated, modest tax increase to fund the Town of Erie's sustainability program?

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

Thank you for your time, the survey is almost complete. And now, we have a few questions for statistical purposes only.

T30. Are you:

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

T31. 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

T32. For statistical purposes only, are you registered to vote as an Unaffiliated voter, a Democrat, a Republican, with another party, or are you not registered to vote?

Unaffiliated;-1
Democrat;-2
Republican;-3
Other Party;-4
Not Registered to Vote;-5

T33. Which race or ethnicity do you most identify with?

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

T34. Have you earned a four-year college degree?

Yes;-1
No;-2

T35. 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

T36. Are you a parent or guardian of a child under the age of 18?

Yes;-1

No;-2

T37. 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

T38. 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

T39. Where do you work?

Work for a company based in Erie, In the Office;-1

Work for a company based in Erie, From Home;-2

Work for a company based in Erie, Hybrid (from home and office);-3

Work for a company based in Erie, On Location;-4

Work for a company based outside of Erie, In the Office;-5

Work for a company based outside of Erie, From Home;-6

Work for a company based outside of Erie, Hybrid (from home and office);-7

Work for a company based outside of Erie, On Location;-8

Not Currently Employed;-9

Retired;-10

Student;-11

Other;-12

T40. List of Neighborhoods, HOA's

DROP DOWN WHEEL

The Town of Erie thanks you for participating in this important survey and sharing your opinions. If you would like to find out any more information about the topics and services that were covered in this survey, please visit the website, <https://www.erieco.gov/SurveyTopics>. We thank you again, and hope you enjoy the rest of your day.