

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 to use limited government resources. 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 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. 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

T11. As you may know there are multiple ways for municipalities, such as Erie, to pay for building and renovating Town facilities. One way would be a tax increase or bond, and another way would be a Certificate of Participation (COP), which is a type of financing, similar to a mortgage, that does not raise taxes or need voter approval. COPs are repaid with interest over time using the Town's General Fund. Knowing that information, please review the following opinions...

[OPINION A] Some people think that using Certificates of Participation (COP) are the best way to pay for building or renovating Town facilities because they allow projects to move forward without needing voter approval, and the funding to pay for them comes from the General Fund.

While...

[OPINION B] Others prefer a tax increase or bond that voters must approve, so residents have a direct say in how the building or renovation of Town facilities is funded.

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

- A) Prefer COP's best way to build/renovate Town facilities, No Voter Approval;-1
- B) Prefer tax increase/bond voters approve to build/renovate Town facilities;-2
- Unsure/No Opinion;-3

Police Department Question

T12. 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. 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), as mentioned before, a type of financing 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 of which would come 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

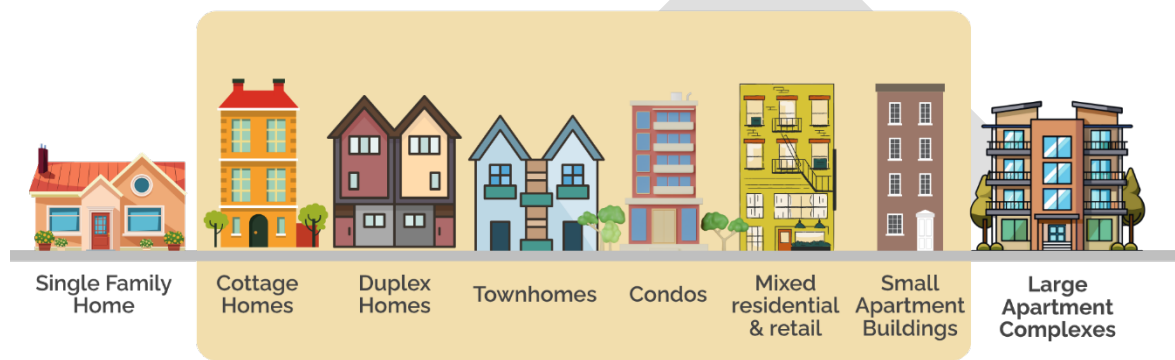
Certificate of Participation (COP);-3
Unsure or No Opinion;-5

Housing Questions – Erie Small-Town Feel

T13. Many that live in Erie, cherish the small-town feel. Being as descriptive as possible, how would you define small-town feel?

TEXT BOX

T14. 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

T15. 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

T16. 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

T17. 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

T18. In 2024, the Town of Erie completed a housing needs assessment that showed potential benefits of affordable housing policies. Knowing these benefits, how important are each of the following for the future of the Town of Erie.

A. Affordable housing builds economic resilience in the Town of Erie - by supporting the local workforce, allowing essential workers like teachers, police officers, healthcare workers, and retail workers to live within the community they serve.

B. Affordable housing stabilizes households and reduces instability - when families aren't overburdened by housing costs, they can spend on food, healthcare, and local goods.

C. Affordable housing promotes diversity and inclusive growth - helping young adults, seniors, and families at various stages of life move to or remain in the Town of Erie.

D. Affordable housing improves long-term fiscal health for the Town of Erie - when residents stay in the community long-term, they contribute more steadily to the local tax base, support school enrollment, and local businesses.

Very Important;-1

Somewhat Important;-2

Not Too Important;-3

Not Important at All;-4

Unsure/No Opinion;-5

T19. Again, the Housing Needs Assessment found that 88% of Town of Erie's housing units are single-family detached homes and showed that Erie needs an additional 300 rental units for individuals with an annual salary of approximately \$53,000 or less. For comparison, the average salary for retail worker in Erie is \$44,000 per year, and the average starting salary for a teacher in Erie through St. Vrain School District is \$63,000. Knowing this information, do you think the Town of Erie should strive to achieve the goal of more affordable rental units?

Yes, Definitely;-1

Yes, Probably;-2

No, Probably Not;-3

No, Definitely Not;-4

Unsure/No Opinion;-5

T20. The Town of Erie Housing Needs Assessment found a gap in rental and home ownership opportunities for seniors, first-time home buyers, and essential workers. Knowing this, what type of housing do you believe is missing in the Town of Erie to fill this gap? *Select all that apply*



Developments that include a mix of housing types, such as single-family homes, duplexes, and townhomes;-1



Townhomes, condos, apartments, and stacked flats;-2



A mixed use neighborhood including residential, commercial, retail, and office space made to be pedestrian-oriented;-3

Do Not Believe Erie Needs More Diverse Housing to Fill this Gap;-4

Unsure/No Opinion;-5

T21. Please read the two following opinions,

[OPINION A] Some people say that the Town of Erie needs to increase housing density, by building more townhomes, duplexes, or apartments, because additional housing units would create the tax revenue needed to cover the long-term costs of maintaining streets, water systems, and other infrastructure.

While...

[OPINION B] Other people say that the Town of Erie should continue to focus on lower-density housing, mainly single-family homes, even if it means higher individual taxes in the future to cover the long-term costs of maintaining streets, water systems, and other infrastructure.

Which of these views is closer to your own?

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

T22. 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

T23. 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

T24. As you may know, the Town of Erie partnered with a private developer 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 family of four with a household income of \$180,000 or less.

The Town of Erie has also purchased the Village at 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

T25. 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

- T26.** 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;-1
Modest Property Tax Increase;-2
Development Related Fees;-3
State and Federal Grants;-4
From the General Fund;-5
None, Would Not Support Any funding to Affordable/Attainable Housing;-6
Unsure/No Opinion;-7

Traffic/Streets Transportation

- T27.** 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

- T28.** 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

- T29.** 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 T30

IF T29=3,4,5 SKIP TO T31

- T30.** 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

T31. For each of the following movement types, 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

T32. In general, would you support or oppose a 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

T33. 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-

T34. 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

- T35.** 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

- T36.** What is the absolute best thing about living in Erie?

TEXT BOX

- T37.** If you could improve one aspect of Erie, what would it be and why?

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.

T38. 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.

T39. Are you:

Male;-1

Female;-2

Identify Differently;-3

T40. 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

T41. 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

T42. Which race or ethnicity do you most identify with?

White;-1

Hispanic or Latino;-2

Black or African-American;-3

Asian;-4

Other;-5

T43. Have you earned a four-year college degree?

Yes;-1
No;-2

T44. 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

T45. Are you a parent or guardian of a child under the age of 18?

Yes;-1
No;-2

T46. 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

T47. Do you rent or own your home?

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

T48. 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

T49. 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 outside of Erie, In the Office;-4
Work for a company based outside of Erie, From Home;-5

Work for a company based outside of Erie, Hybrid (from home and office);-6
Not Currently Employed;-7
Retired;-8
Student;-9
Other;-10

T50. 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.