



---

# TOWN OF EAGLE HOME RULE CHARTER PROPOSAL VOTER OPINION SURVEY

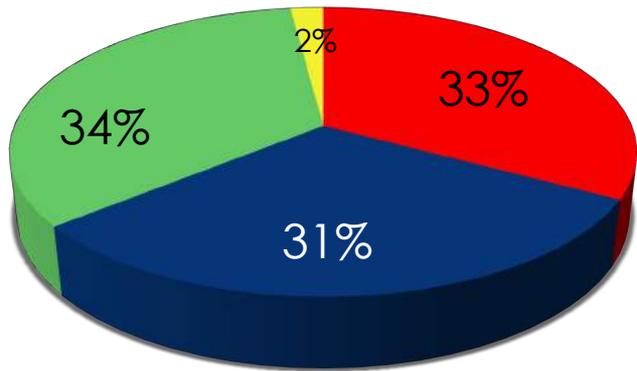
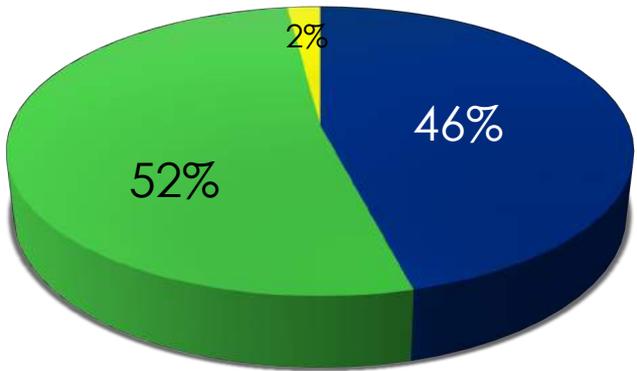
February 4<sup>th</sup> to 14<sup>th</sup>, 2019



# Methodology

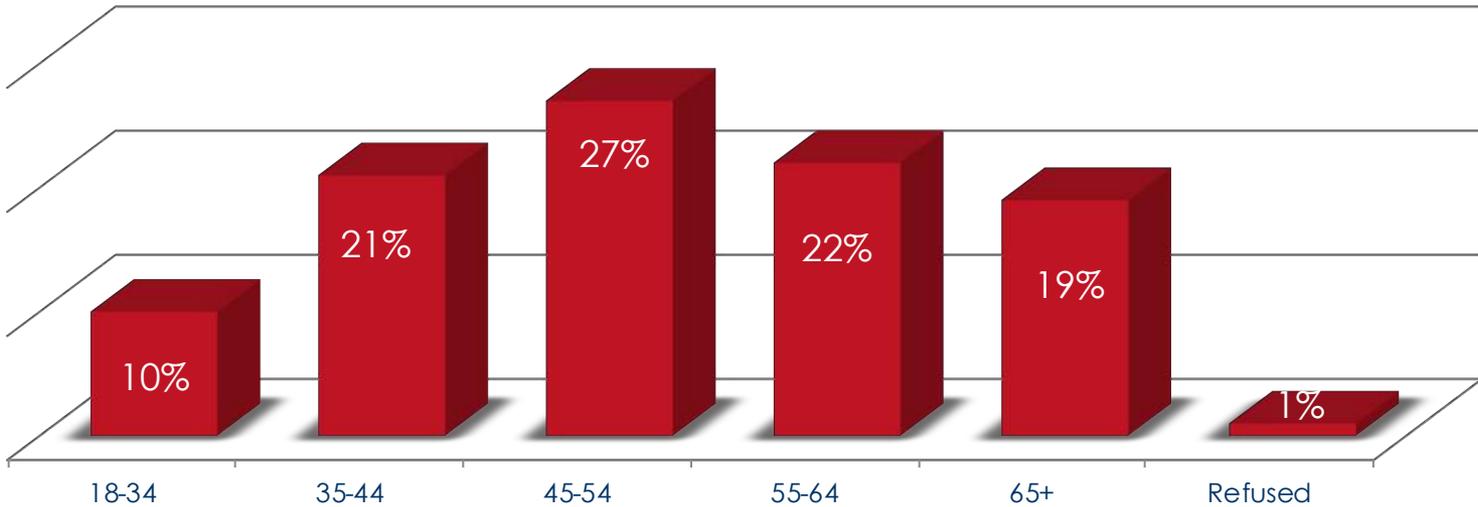
- Magellan Strategies are pleased to present the results of a 332n live telephone and online survey of likely 2019 general election voters in the Town of Eagle, Colorado.
- The interviews were conducted from February 4<sup>th</sup> to 14<sup>th</sup>, 2019.
- The overall survey has a margin of error of +/-5.18% at the 95% confidence interval. Subgroups of voters will have higher margin of error than the overall population.
- The survey results were weighted based upon past voter turnout demographics for an odd-year election cycle in Eagle, Colorado.
- David Flaherty was the principal researcher on this project, and Courtney Sievers was the project director.

# Survey Demographics

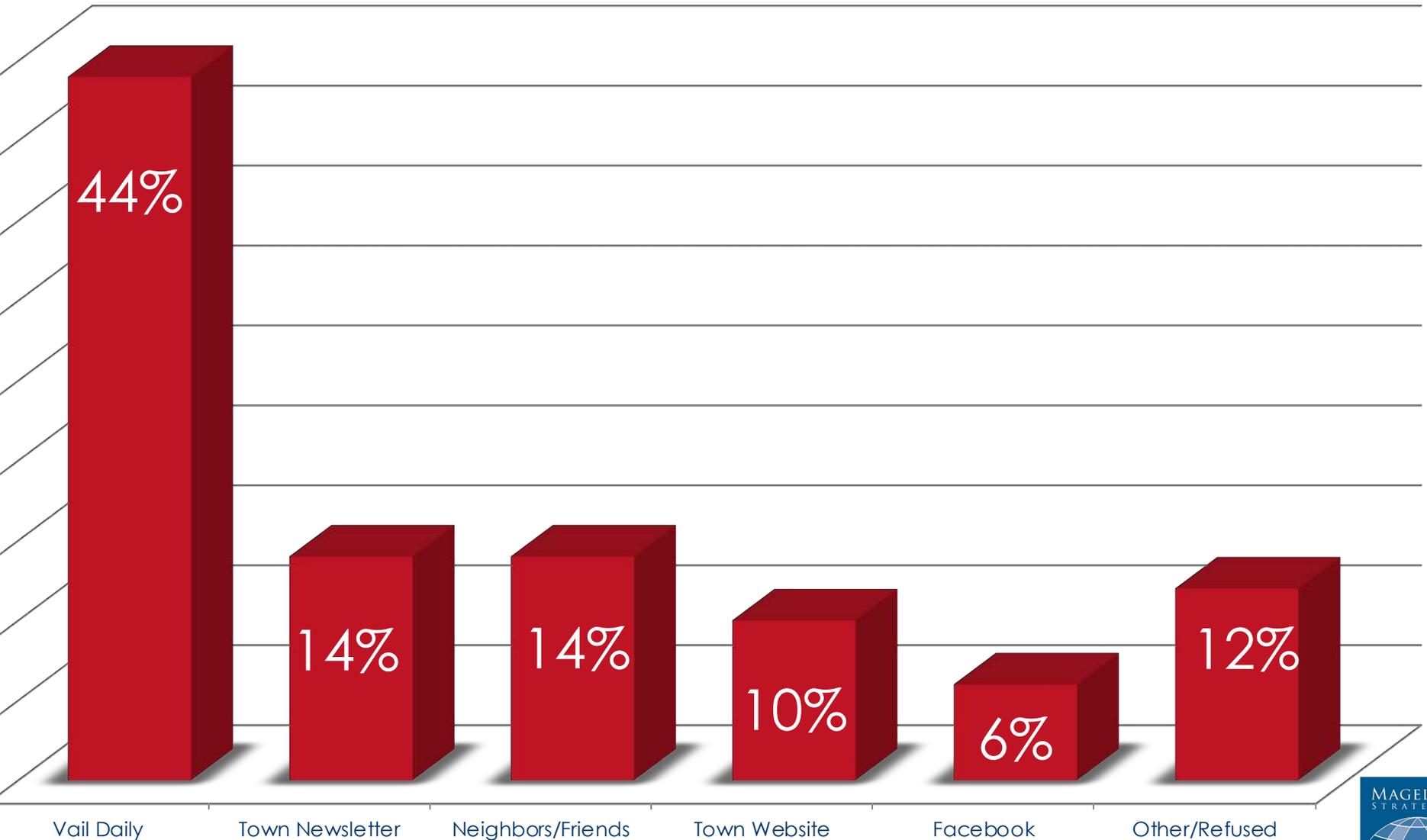


■ Male   ■ Female   ■ Refused

■ Republican   ■ Democrat  
 ■ Unaffiliated   ■ Other



# Eagle Voter Preferred News Sources





---

# KEY FINDINGS

MAGELLAN  
STRATEGIES

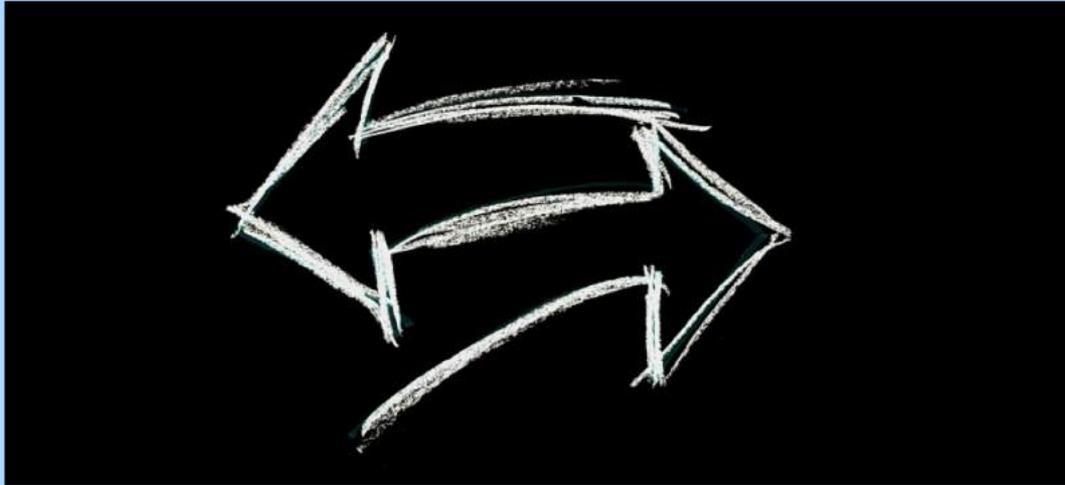


# Key Findings:

- Currently 47% of likely 2019 Eagle voters would vote yes and approve a Home Rule Charter Commission, 16% would oppose it and 38% are undecided. The more voters learn about a Home Rule form of government the more likely they are to support it. After voters were informed of basic information about a Home Rule form of government, voter support increases from 47% to 71%.
- Overall, a majority of Eagle voters are not aware or familiar with the Board of Trustee's actions to change Eagle's form of government from Statutory Rule to Home Rule. Among all respondents, 38% are not familiar at all with the effort and 26% not too familiar.
- Voters primarily support a Home Rule form of government because they believe it will empower them with more local control. Voters oppose a Home Rule form of government mostly because they are not informed about what it is and what it would mean for the Town of Eagle.

# Key Findings:

- 74% of voters were more likely to support Home Rule after learning that federal and state laws still apply but municipalities have the power to make laws and policies regarding local issues with minimal state intervention.
- 71% of voters were more likely to support Home Rule after learning that the Eagle Board of Trustees would be able to protect and preserve the uniqueness of Eagle's values and culture and allow residents to control future changes to the town.



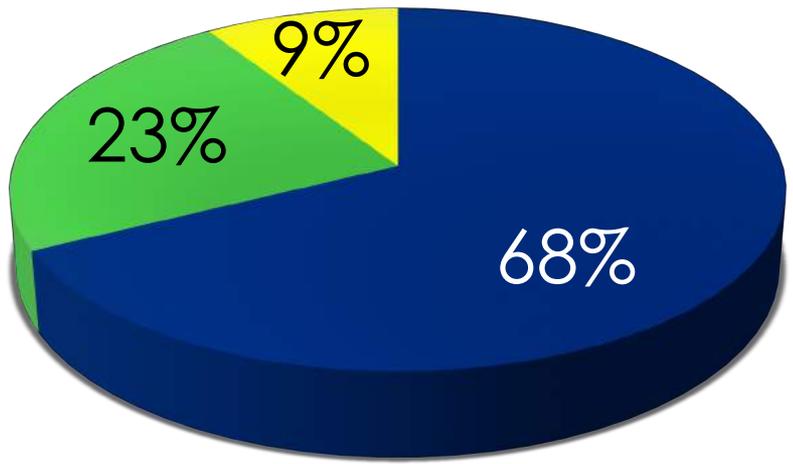
---

# TOWN OF EAGLE VOTER MOOD

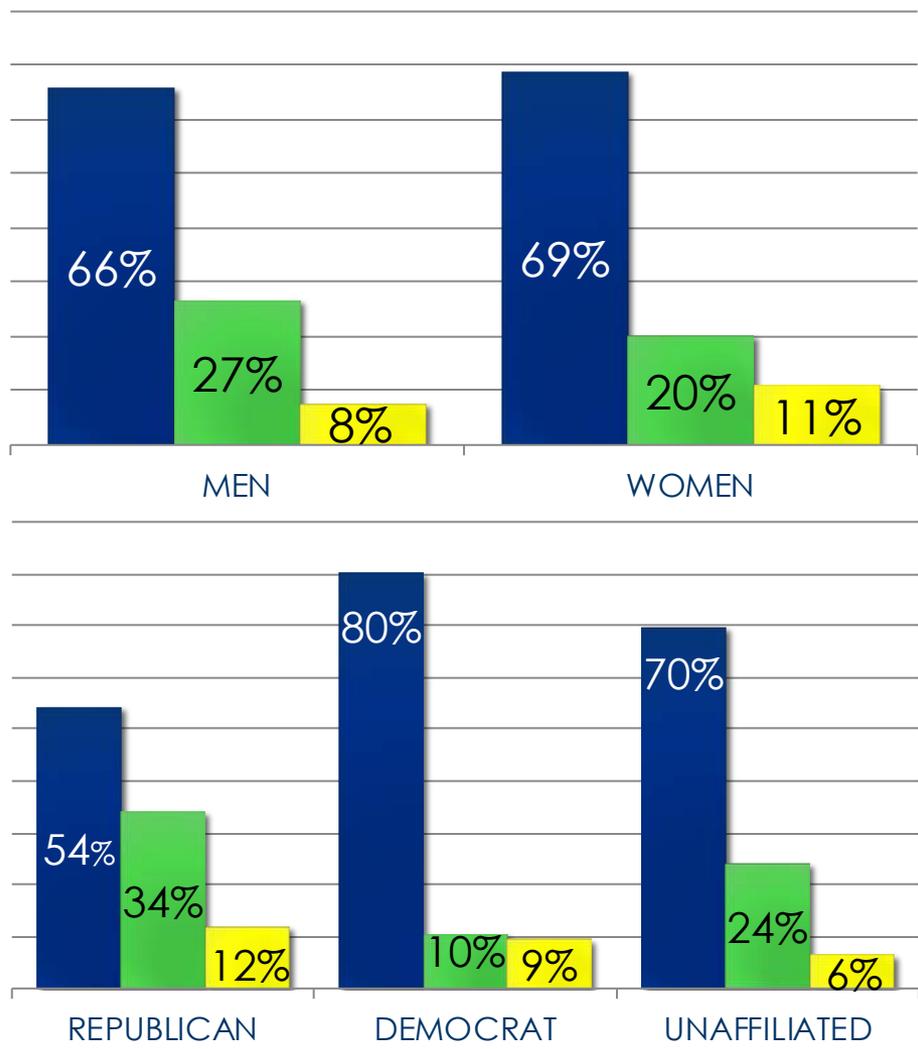
MAGELLAN  
STRATEGIES



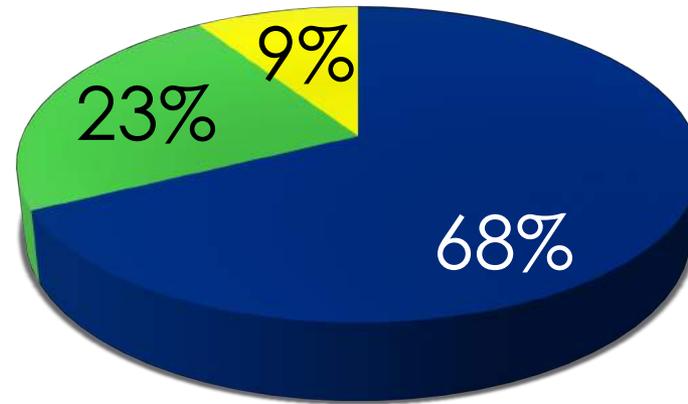
# Generally speaking, do you think things in the Town of Eagle are heading in the right direction, or do you feel that things are off on the wrong track?



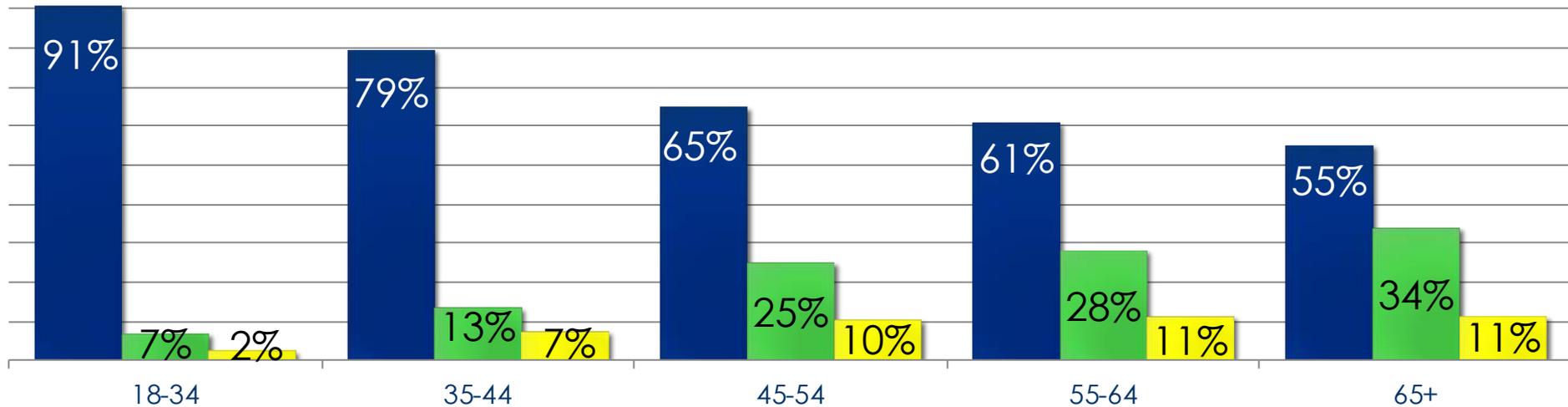
- RIGHT DIRECTION
- WRONG TRACK
- UNSURE NO OPINION



# Generally speaking, do you think things in the Town of Eagle are heading in the right direction, or do you feel that things are off on the wrong track?



■ RIGHT DIRECTION ■ WRONG TRACK ■ UNSURE NO OPINION

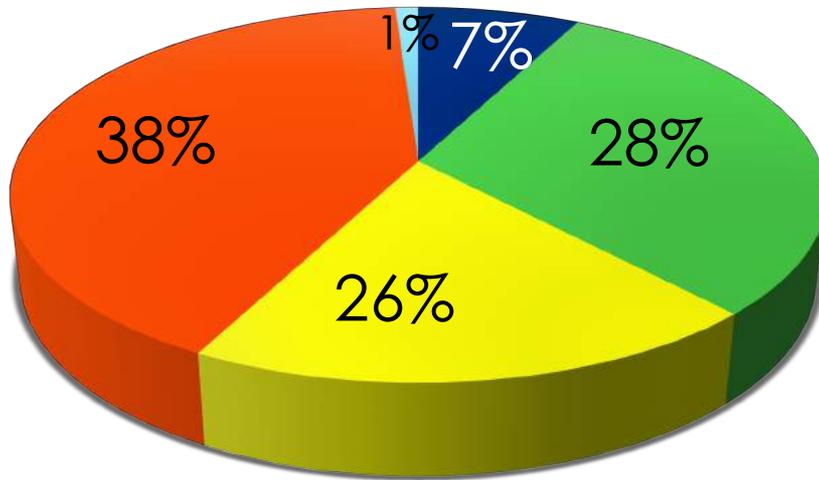




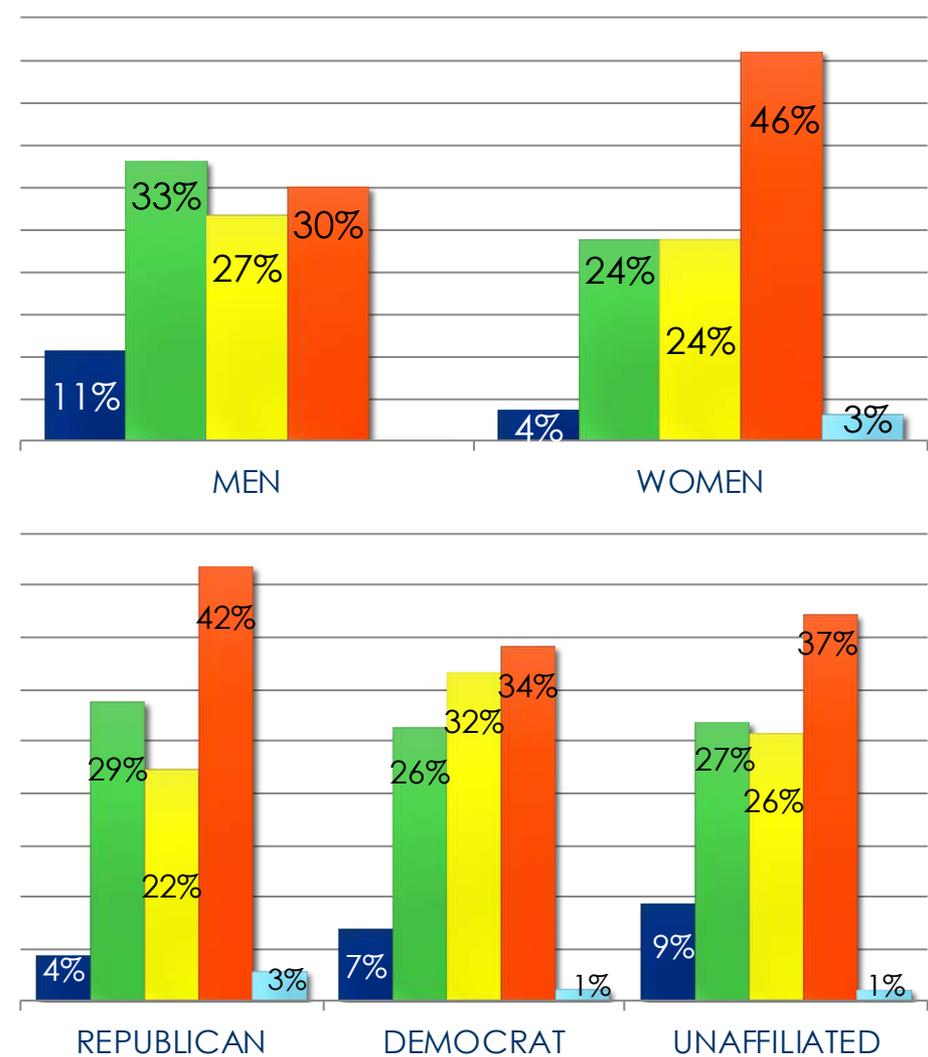
---

# FAMILIARITY WITH EAGLE TRUSTEE ACTIONS TO MOVE TOWARD A HOME RULE FORM OF GOVERNMENT

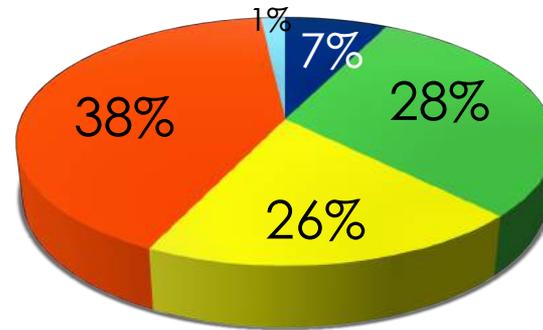
How familiar would you say you are about the Eagle Board of Trustees actions to start the process of changing Eagle's form of government from Statutory Rule to Home Rule? Would you say you are...



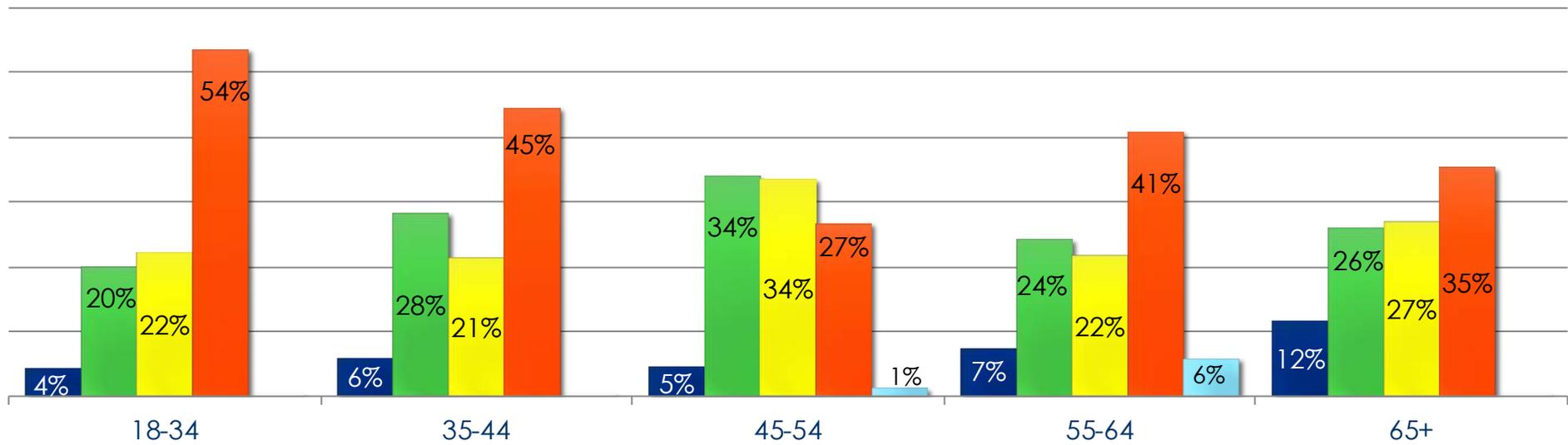
- VERY FAMILIAR
- SOMEWHAT FAMILIAR
- NOT TOO FAMILIAR
- NOT FAMILIAR AT ALL
- UNSURE/REFUSED



How familiar would you say you are about the Eagle Board of Trustees actions to start the process of changing Eagle's form of government from Statutory Rule to Home Rule? Would you say you are...



- VERY FAMILIAR
- SOMEWHAT FAMILIAR
- NOT TOO FAMILIAR
- NOT FAMILIAR AT ALL
- UNSURE/REFUSED

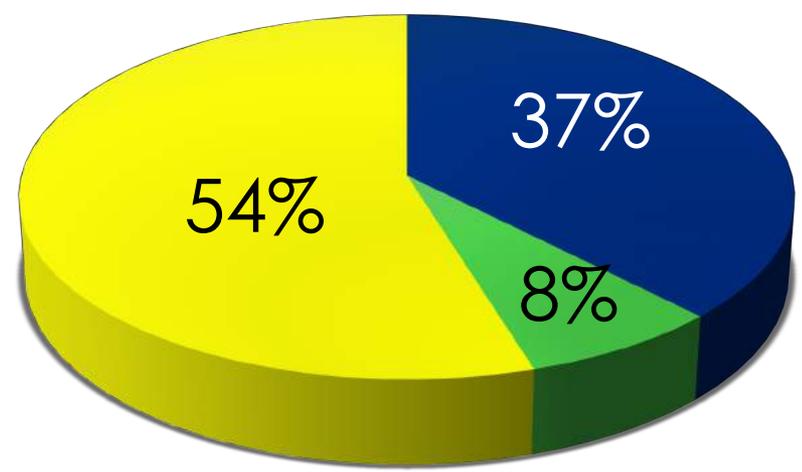




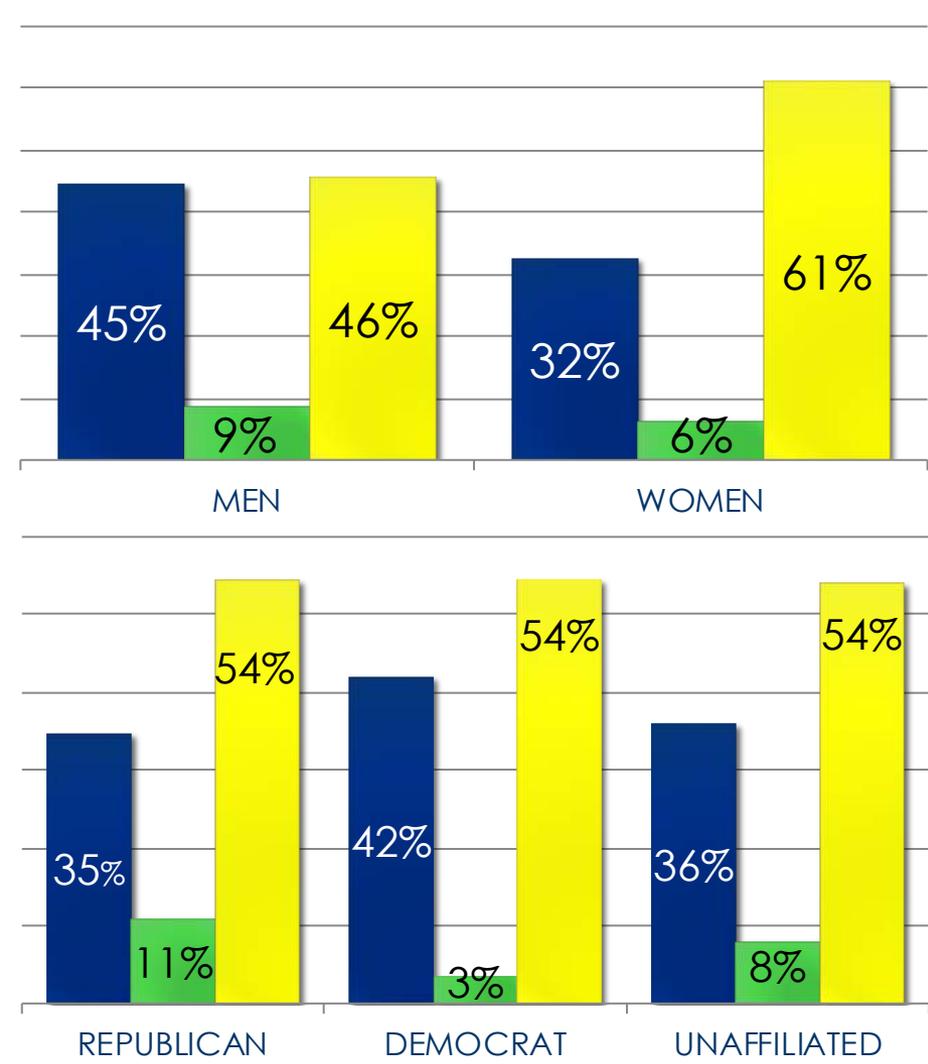
---

# EAGLE VOTER APPROVAL AND DISAPPROVAL OF HOME RULE FORM OF GOVERNMENT

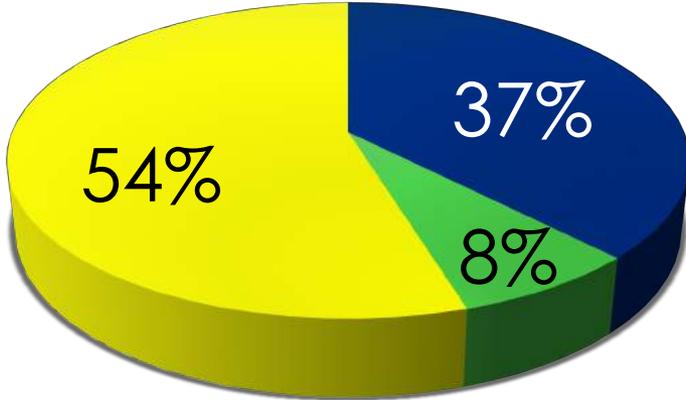
Do you approve or disapprove of a Home Rule form of government? If you do not know what a Home Rule form of government is, there is an option for that as well.



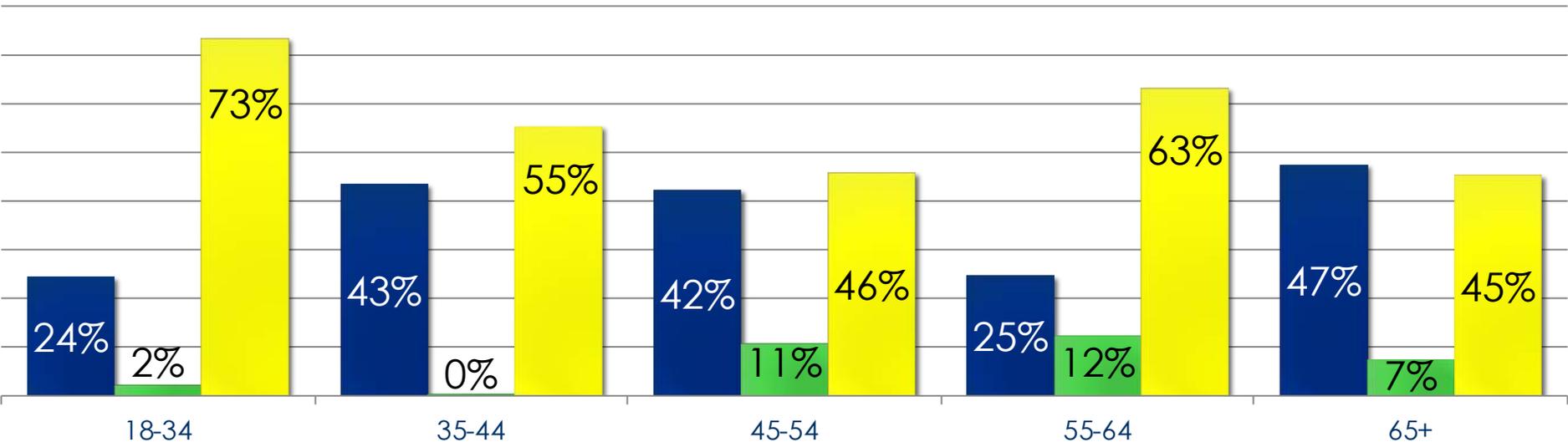
- APPROVE
- DISAPPROVE
- DON'T KNOW



Do you approve or disapprove of a Home Rule form of government? If you do not know what a Home Rule form of government is, there is an option for that as well.



■ APPROVE ■ DISAPPROVE ■ DON'T KNOW





---

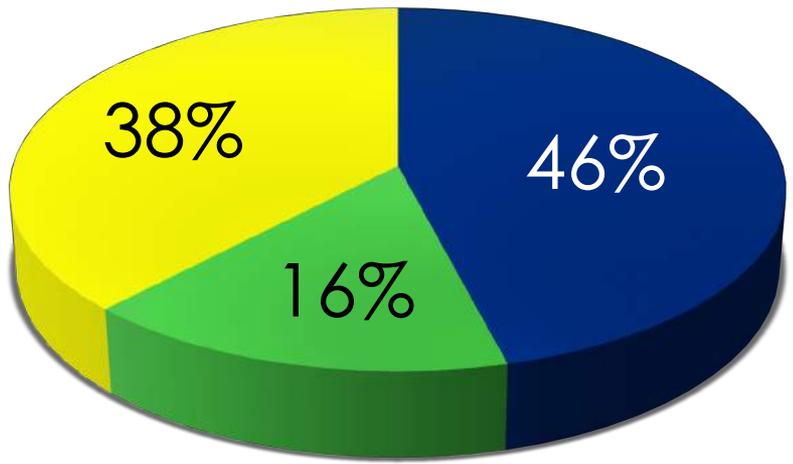
# HOME RULE CHARTER COMMISSION “UNINFORMED” BALLOT TEST

# Home Rule Ballot Proposal

*“As you may know, the first step to change a form of government from Statutory Rule to Home Rule is putting a ballot question before voters. The ballot question will ask voters to approve or reject the formation of a Home Rule Charter Commission. And at the same time, on the same ballot choose the members to serve on the Home Rule Charter Commission.*

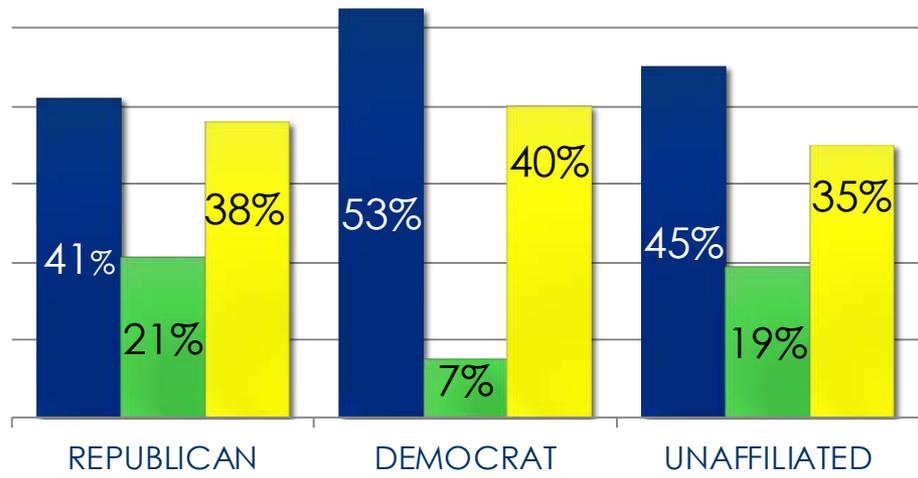
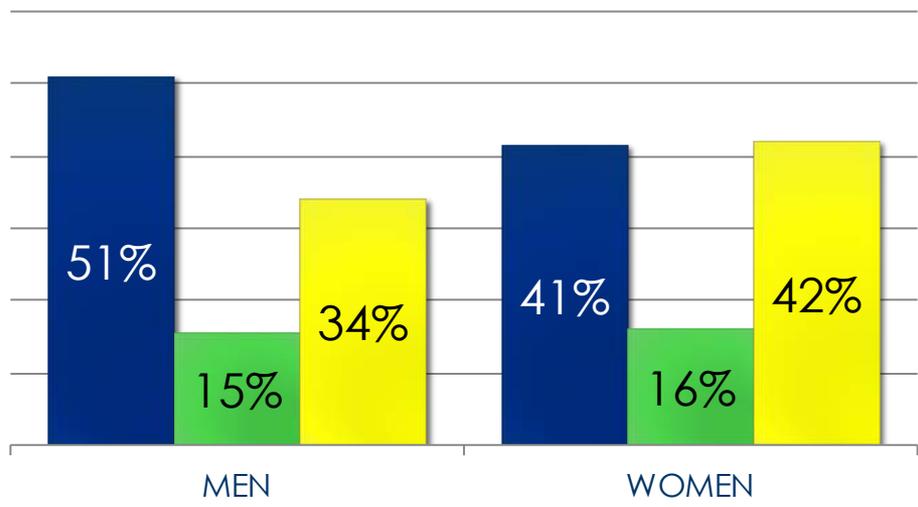
*Knowing this information, if an election in Eagle were being held today and there was a ballot question asking voters to approve the creation of a Home Rule Charter Commission and at the same time select members to serve on the commission, would you vote YES and approve the ballot question, or would you vote NO and reject it?”*

If an election in Eagle were being held today and there was a ballot question asking voters to approve the creation of a Home Rule Charter Commission and at the same time select members to serve on the commission, would you vote YES and approve the ballot question, or would you vote NO and reject it?

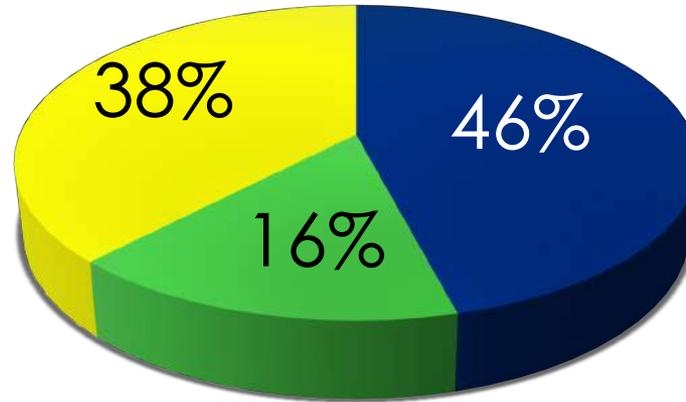


- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED/REFUSED

Definitely Yes, Approve	20%
Probably Yes, Approve	26%
Definitely No, Reject	7%
Probably No, Reject	9%

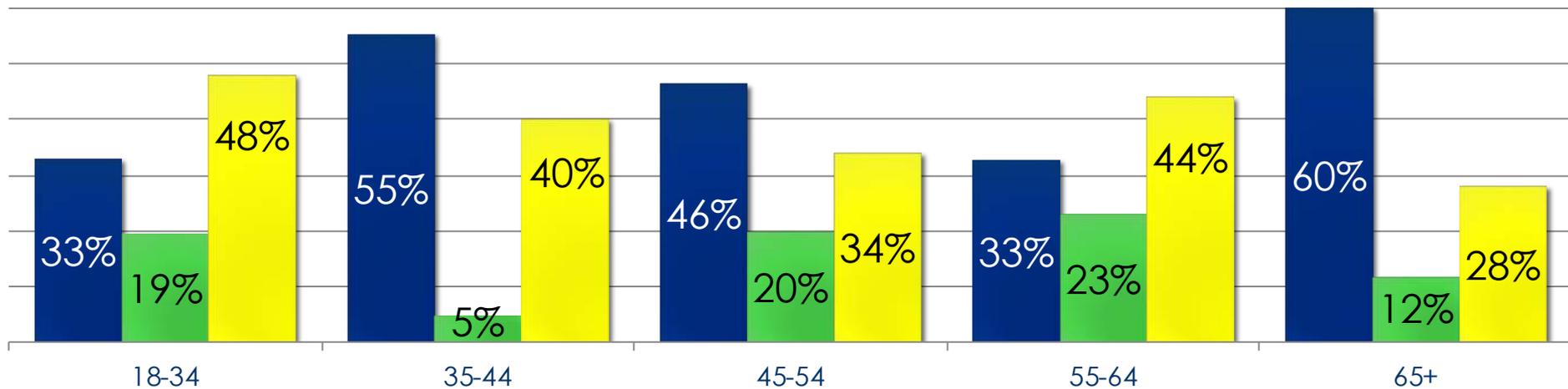


If an election in Eagle were being held today and there was a ballot question asking voters to approve the creation of a Home Rule Charter Commission and at the same time select members to serve on the commission, would you vote YES and approve the ballot question, or would you vote NO and reject it?



Definitely Yes, Approve	20%
Probably Yes, Approve	26%
Definitely No, Reject	7%
Probably No, Reject	9%

■ TOTAL YES, APPROVE ■ TOTAL NO, REJECT ■ UNDECIDED/REFUSED



# In your own words, being as descriptive as possible, please tell me why you would vote **yes and approve** the ballot question to create a Home Rule Charter Commission.

## Major Themes

- More Local Control of Government
- Ability to Focus on What Community Wants

"I think locals should be the ones making the decision for our town, not the state."  
-Female, 45-54, Unaffiliated

"Home rule will give citizens and leaders in the town more say in how our town functions."  
-Female, 55-64, Democrat

"It would allow greater flexibility in governance."  
-Male, 18-34, Democrat

"From what I know about it, it allows Eagle residents to govern differently than the larger cities like Denver."  
-Male, 35-44, Republican

"This gives voters the ability to choose and have their voices heard through the election process."  
-Female, 45-54, Democrat

"Local government and policies are generally a more effective way of going about things."  
-Male, 35-44, Democrat

"I support self-governing. The bigger the government, the less effective it is, so go local."  
-Male, 18-34, Unaffiliated

"It is the next logical step for the town and would give greater control of the future of the town to it's elected officials."  
-Male, 45-54, Unaffiliated

"I prefer the option of Eagle having the ability to create it's own government and manage it's own finances."  
-Male, 35-44, Republican

"Local control is always better than larger government control. However, I would want to understand the driving forces of the candidates on the commission before approving."  
-Female, 35-44, Republican

In your own words, being as descriptive as possible, please tell me why you would vote **no and reject** the ballot question to create a Home Rule Charter Commission.

Major Themes
Not Enough Information/Misinformation
Dissatisfaction with Taxes/Town Government

"I do not know what a Home Rule Commission is."  
-Female, 18-34, Democrat

"I am ignorant about it. I need to be educated more about the issue."  
-Male, 45-54, Unaffiliated

"Before I vote on something, I need to be educated on things. I need to see the pros and cons."  
-Female, 55-64, Unaffiliated

"I don't know what it is and since things are going well in Eagle, why create something different?"  
-Female, 45-54, Unaffiliated

"I believe the reason Eagle want to convert is to raise taxes."  
-Male, 55-64, Republican

"A lot more information needs to be made public...why do they want to change?"  
-Female, 45-54, Republican

"I don't have a whole grasp on it, but I want to minimize the control of the government."  
-Male, 18-34, Libertarian

"There is no evidence that Home Rule is better than Statutory Rule. Home Rule could increase taxes. Home Rule could also centralize power."  
-Male, 55-64, Unaffiliated

"Not enough knowledge at this time to feel comfortable."  
-Male, 55-64, Republican

"I wouldn't trust that the people being elected weren't self-serving. Most likely they'd be developers that want to continue to turn Eagle into a large city, something I'm against."  
-Female, 35-44, Unaffiliated



---

# HOME RULE STATEMENTS, FACTS & INFORMATION

# Home Rule Info. Questions

*“I am now going to read to you some statements, facts and information regarding the process of changing Eagle’s form of local government from Statutory Rule to Home Rule. After hearing the information, please tell me if you are more likely or less likely to support changing Eagle’s current form of government to Home Rule, or if the information makes no difference in your decision. Let’s get started.”*

# Ranking of Home Rule Message Tests

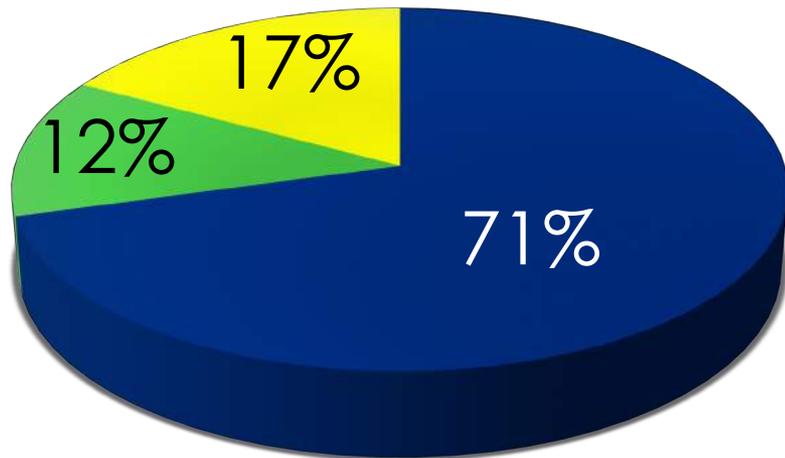
Message	More Likely	Less Likely
<i>Federal and state laws under a Home Rule form of government still apply, but Home Rule municipalities have the power to make laws and policies regarding local issues with minimal state intervention instead of using a one size fits all statutory system.</i>	<b>74%</b>	<b>6%</b>
<i>Under Home Rule, the Eagle Board of Trustees will be able to protect and preserve the uniqueness of Eagle's values, culture and allow residents to control future changes to the town.</i>	<b>71%</b>	<b>7%</b>
<i>Under a Home Rule form of government, Eagle residents are given greater authority to create laws that meet the needs and expectations of the citizens instead of using a one size fits all statutory system.</i>	<b>70%</b>	<b>7%</b>
<i>Currently, any sales taxes that are collected from online shopping first goes to the state and then back to the Town of Eagle. Under Home Rule, the Town of Eagle would be able to directly collect the sales tax, which is much more efficient and beneficial to the functioning of local government.</i>	<b>69%</b>	<b>7%</b>
<i>Ninety-three percent of Colorado municipal residents live in a Home Rule community.</i>	<b>67%</b>	<b>5%</b>
<i>Under a Home Rule form of government, the Town of Eagle still has to abide by the TABOR Amendment, also known as the Taxpayer Bill of Rights, and ask Eagle voters to approve any future sales tax or mill levy increases.</i>	<b>59%</b>	<b>7%</b>
<i>If approved, a Home Rule Charter Commission would have one hundred and eighty days to draft a new Town charter. The new Charter would then be approved or rejected by the voters of Eagle in a future election.</i>	<b>57%</b>	<b>8%</b>



---

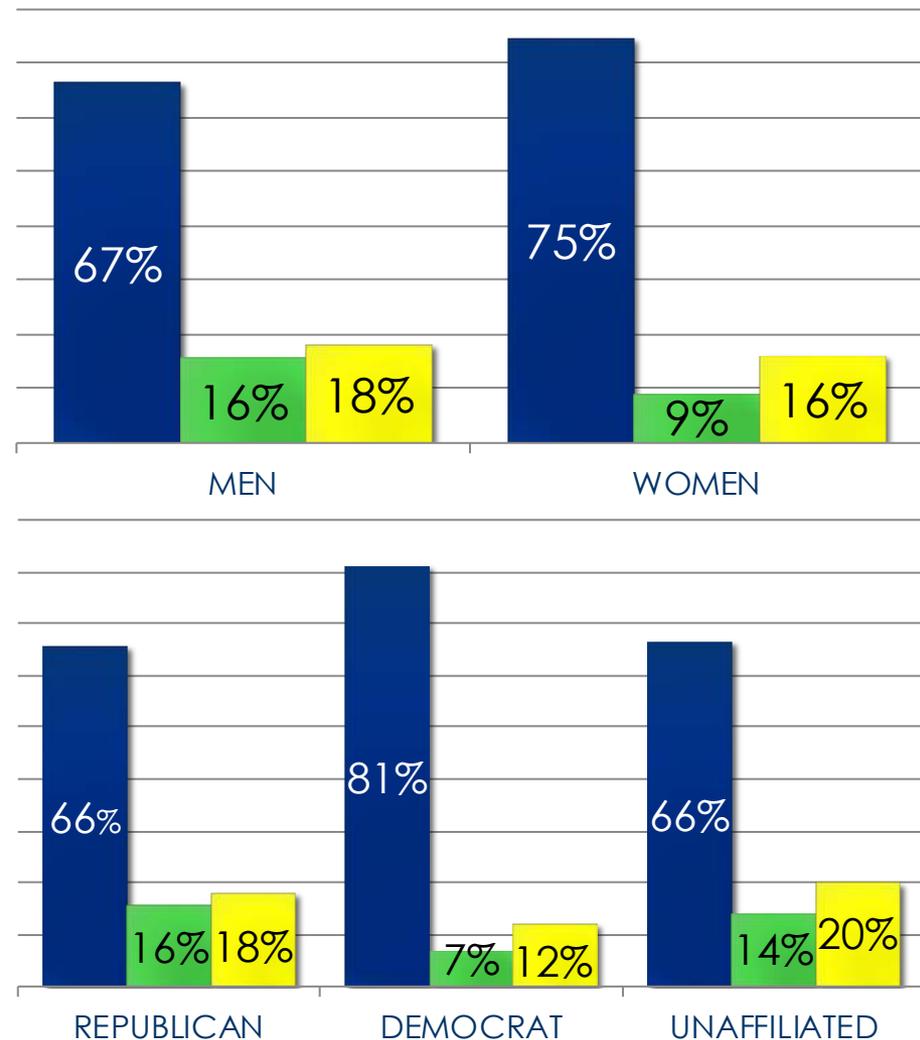
# HOME RULE CHARTER COMMISSION "INFORMED" BALLOT TEST

Now that you have heard some information about a Home Rule Charter Commission and how it would work, if an election were being held today would you vote YES and approve the creation of a Home Rule Charter Commission and at the same time select members to serve on the commission, or would you vote NO and reject it?

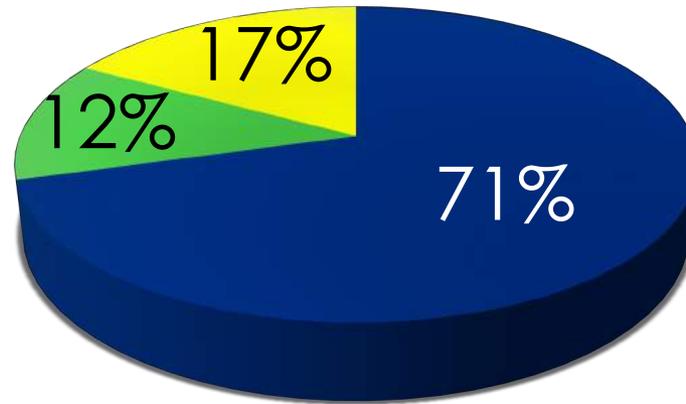


- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED/REFUSED

Definitely Yes, Approve	29%
Probably Yes, Approve	42%
Definitely No, Reject	9%
Probably No, Reject	3%

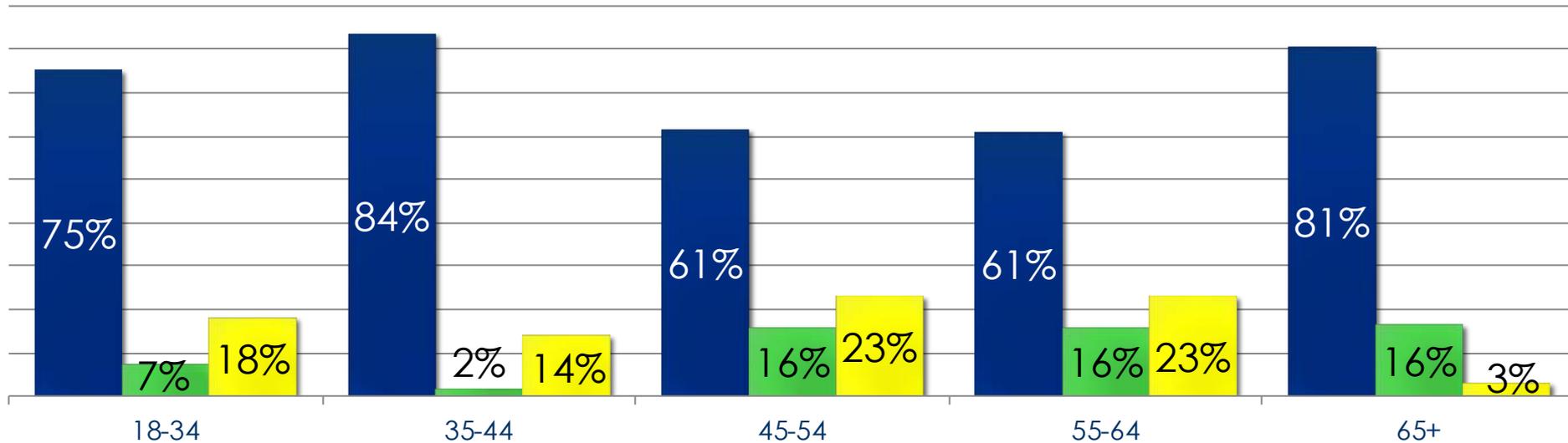


Now that you have heard some information about a Home Rule Charter Commission and how it would work, if an election were being held today would you vote YES and approve the creation of a Home Rule Charter Commission and at the same time select members to serve on the commission, or would you vote NO and reject it?



Definitely Yes, Approve	29%
Probably Yes, Approve	42%
Definitely No, Reject	9%
Probably No, Reject	3%

■ TOTAL YES, APPROVE ■ TOTAL NO, REJECT ■ UNDECIDED/REFUSED

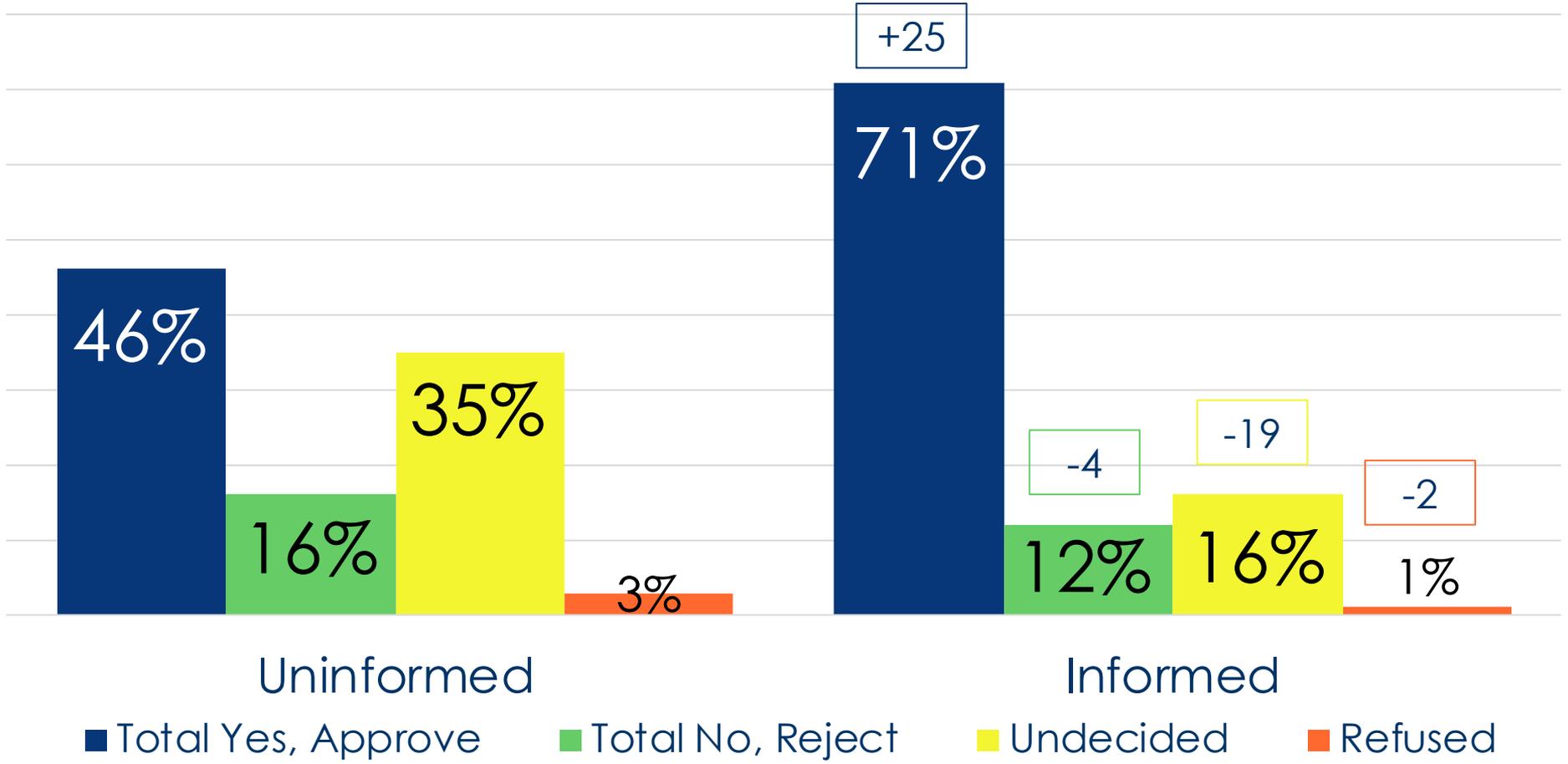




# Home Rule Ballot Test

## Uninformed Ballot vs. Informed Ballot

### Voter Movement



# Conclusion:

- This survey finds that voter approval for a Town of Eagle Home Rule Charter Commission is likely this November with the assumption that voters will be well informed about the facts of Home Rule. The uninformed ballot test shows that 46% of likely voters already support the proposal, 16% oppose it and 38% are undecided.
- As voters learn about Home Rule, they become more likely to support it. This survey measured a 25% change in opinion from no or undecided to supporting it. We anticipate the change in opinion will occur as Eagle voters become more informed about the benefits of a Home Rule form of government.

David Flaherty | Courtney Sievers  
Ryan Winger



1685 Boxelder Street, Suite 300  
Louisville, CO 80027  
303-861-8585  
[www.MagellanStrategies.com](http://www.MagellanStrategies.com)