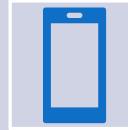




Surveys on Quality of Life and Sales Tax Capital Improvement Fund

JUNE 4, 2024

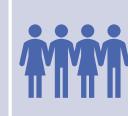
Survey Process



Survey included as QR code in April utility bills. Survey shared in Town comms, Vail Daily ad and 2 mobile texts.



Surveys were available online in English and Spanish. Surveys were open from April 30 to May 27.



Quality of Life survey received 553, including 2 responses in Spanish.



Respondents sent to survey on the Sales Tax Capital Improvement Fund (STCIF). 379 responses, including 1 in Spanish.

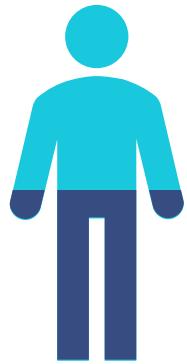
Demographics: Gender and Age Range

2024 LV:
Percentage of voters within a demographic group likely to vote in the 2024 general election based on historic voter turnout data.

Gender:



Female: 45.79%
2024 LV: 50.71%



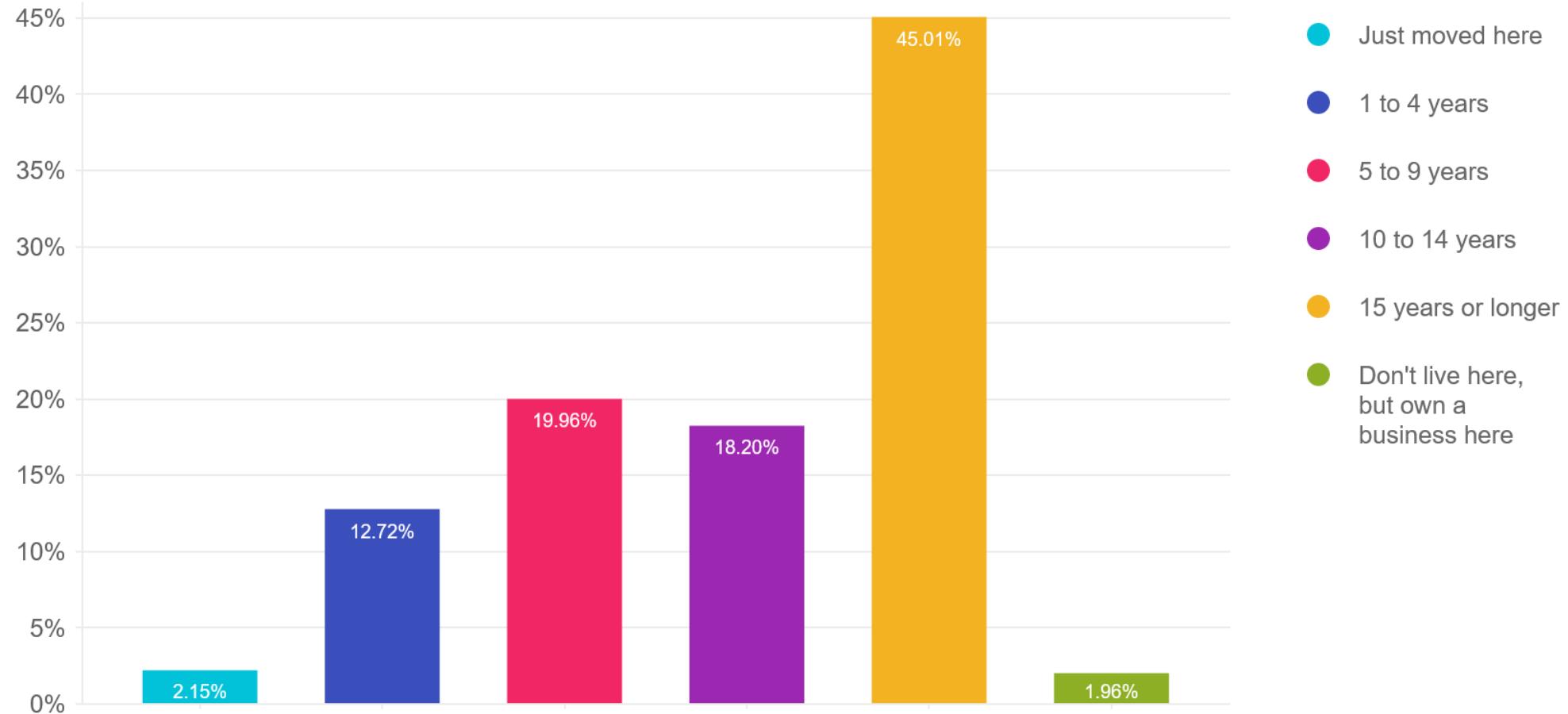
Male: 45.99%
2024 LV: 49.29%

Nonbinary: 0.20%
Prefer not to answer: 8.02%

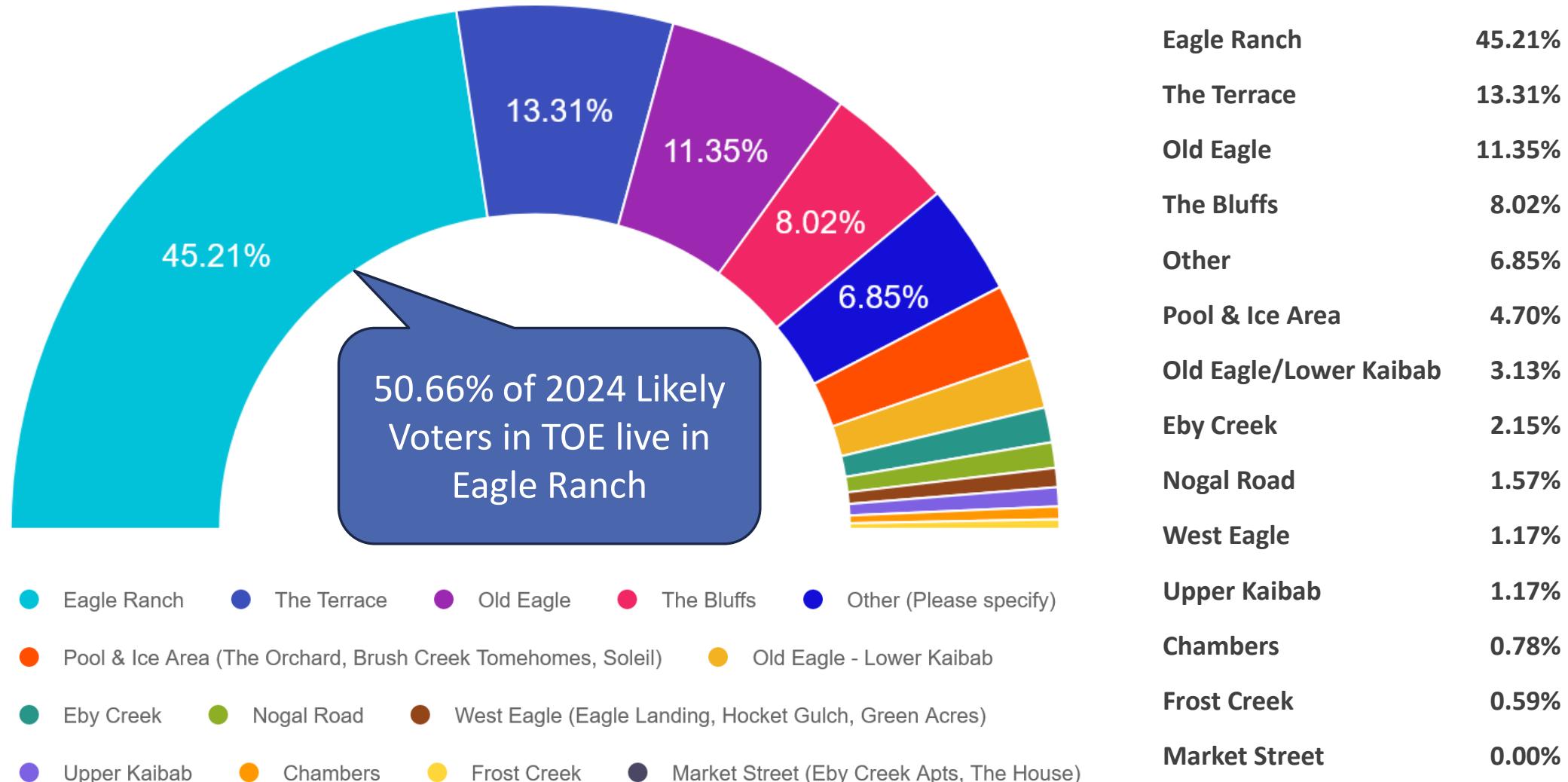
Age Range:

| Age Range | Survey | 2024 LV* |
|-------------------|--------|----------|
| 18-34 | 5.68% | 17.45% |
| 35-44 | 22.50% | 19.70% |
| 45-54 | 36.20% | 24.23% |
| 55-64 | 17.81% | 19.50% |
| 65 and older | 11.74% | 19.13% |
| Prefer not to say | 6.07% | N/A |

Demographics: Length of residency

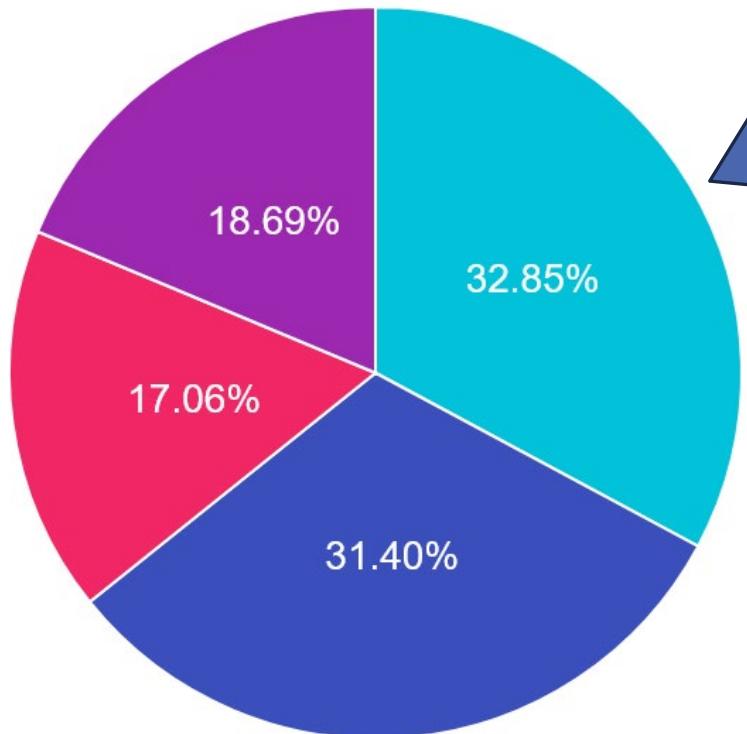


Demographics: Eagle neighborhoods



Town's Direction and Taxpayer Confidence

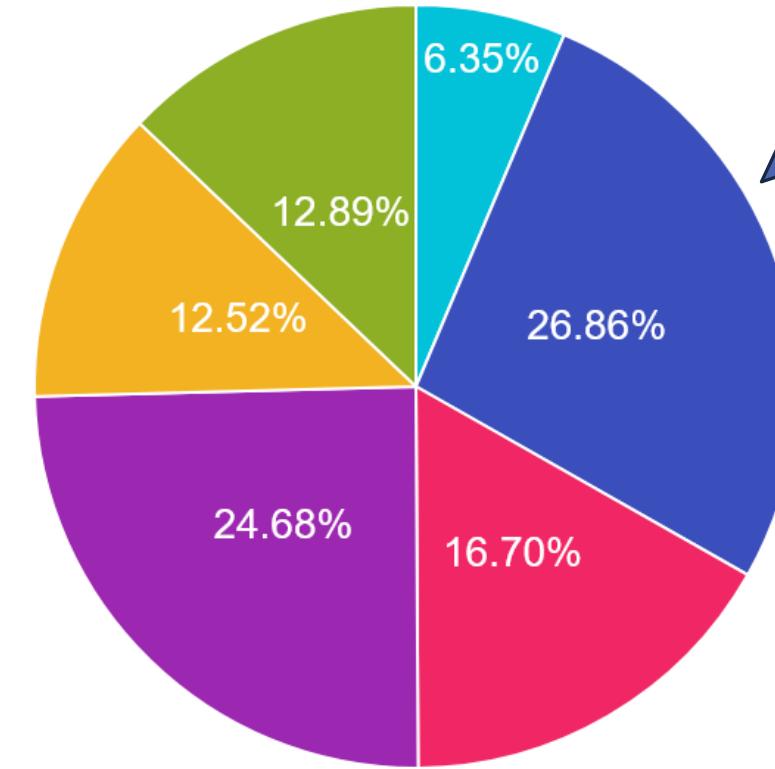
Thinking about the Town of Eagle, how would you describe the current direction of the town?



32.85% Right direction;
31.40% Wrong direction

- Heading in the right direction
- Heading in the wrong direction
- Neither direction
- Somewhat disapprove
- Unsure

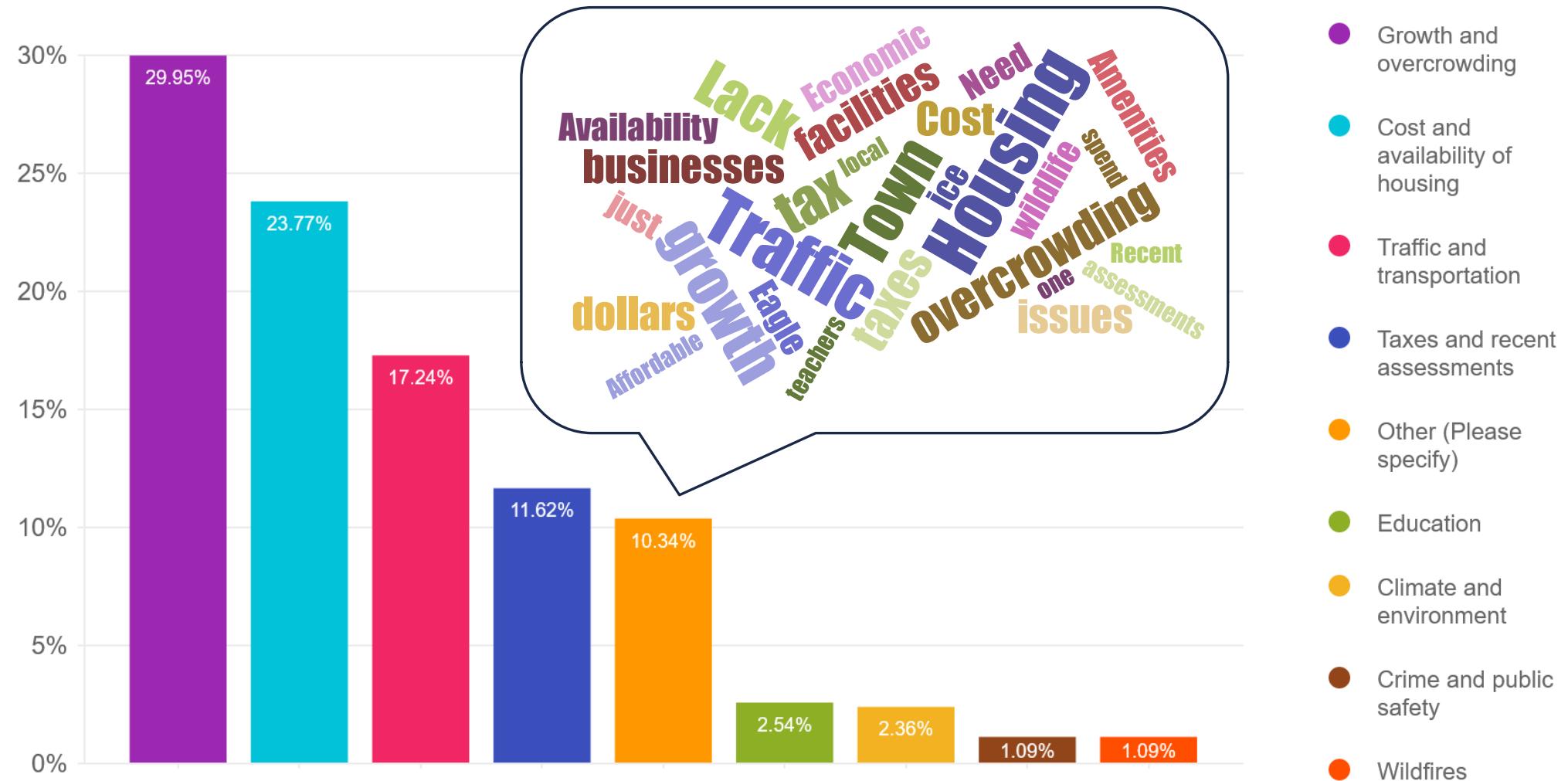
What is your opinion regarding the management of tax dollars by the local government of the Town of Eagle?



33.21%
approve;
37.2%
disapprove

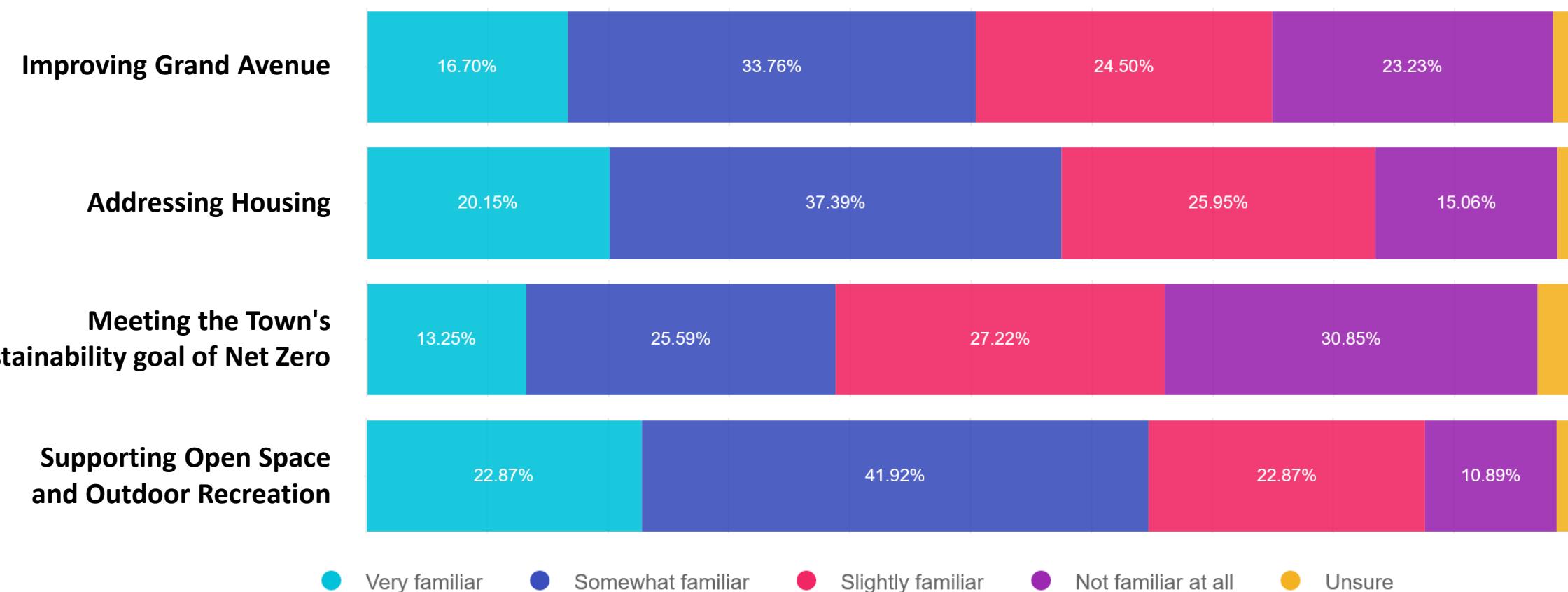
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Unsure

Growth, Housing and Traffic are top concerns



Quality of Life Awareness

Over the past few months, to what extent have you been informed or are aware of the following community priorities that were established in the Town of Eagle's strategic plan?

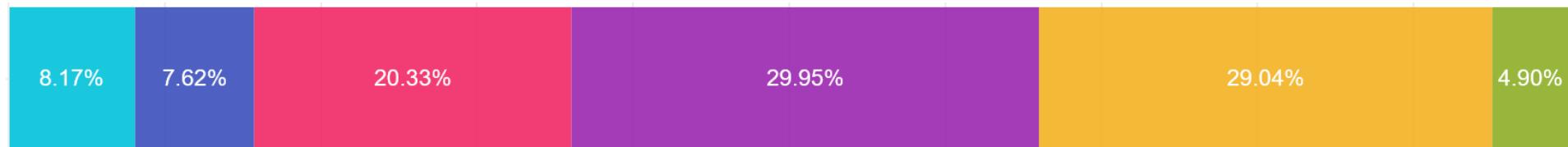


Quality of Life Prioritizing

The Quality of Life priorities were identified over the past 5 years using several community engagement and planning efforts. While Town Council has decided to prioritize and fund meaningful projects within these four areas, we understand that every member of the community likely would prioritize these areas different. **Please review the following list and provide your personal ranking on a 1 to 5 scale, with 5 being most important:**

● 1 —Least important ● 2 ● 3 ● 4 ● 5—Most important ● Unsure

Grand Avenue Multimodal Corridor Project:

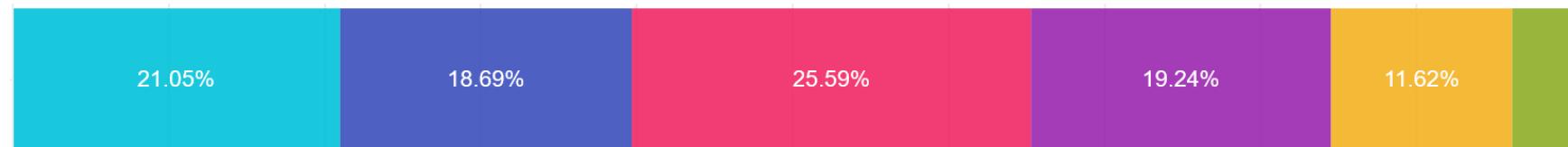


Average rating: 3.67

Timing: 74.04% ASAP to 3 years

What is your preferred timeline for the Town to begin this project?

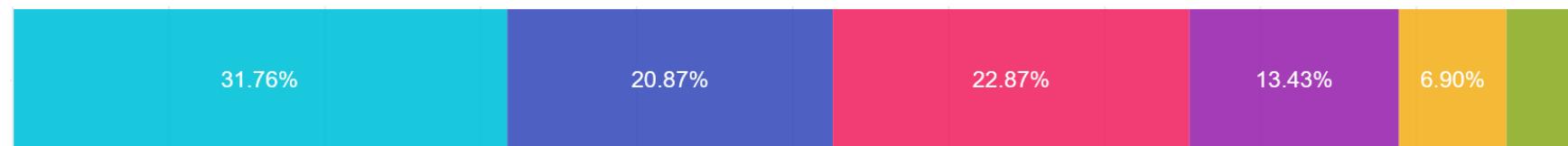
Short-term housing for key Town employees:



Average rating: 2.81

Timing: 60.76% ASAP to 3 years

Sustainability and Net-Zero Projects for the Town:



Average rating: 2.40

Timing: 31.06% ASAP to 3 years

Open Space and Outdoor Recreation projects:



Average rating: 3.77

Timing: 75.28% ASAP to 3 years

Quality of Life funding

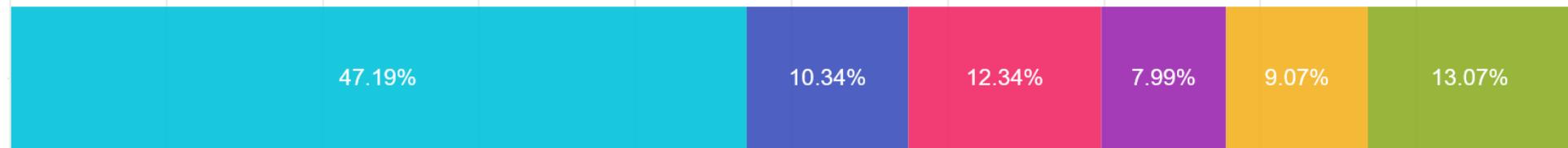
As we strive to enhance the quality of life in the Town of Eagle, we are faced with crucial decisions regarding funding for our priorities. These initiatives are essential for the well-being and prosperity of all residents. However, we must carefully consider the financial implications before making any decisions. Your input on the following is invaluable in shaping the future of our community.

The Town is considering establishing a Quality of Life Capital Investment Fund that would only be used to address projects within the four priority areas:

- The fund would be supported through a mill levy or a sales tax increase.
- Each option would provide approximately \$1.5 million annually to the Town and could be used to pay for bonds to address major infrastructure projects like Grand Avenue.
- Both of these options require approval by Eagle voters.
- Oversight of the fund would include an annual report to the community that details the projects addressed, how the tax dollars are being spent, and future projects.

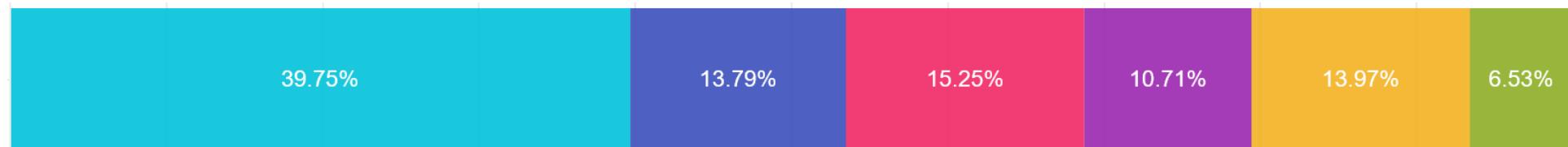
Property Tax and Sales Tax ratings

Increase the Town's mill levy from 2.33 mills to about 6.3 mills



Average rating: 2.10

Increase the Town's sales tax from 4.5 percent to 5.25 percent

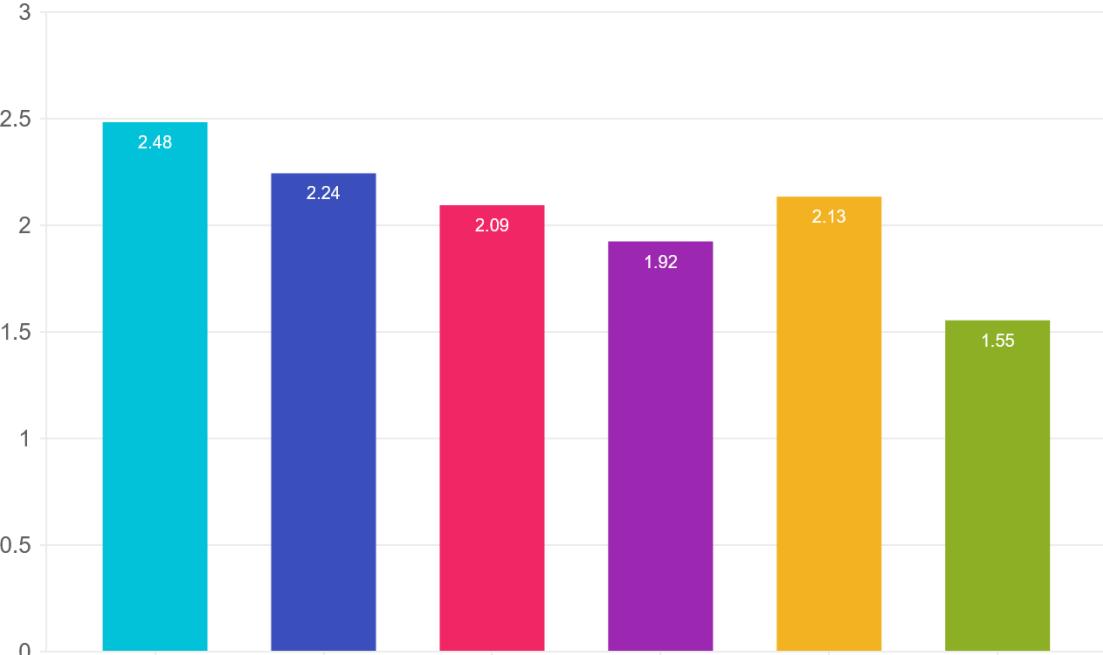


Average rating: 2.42

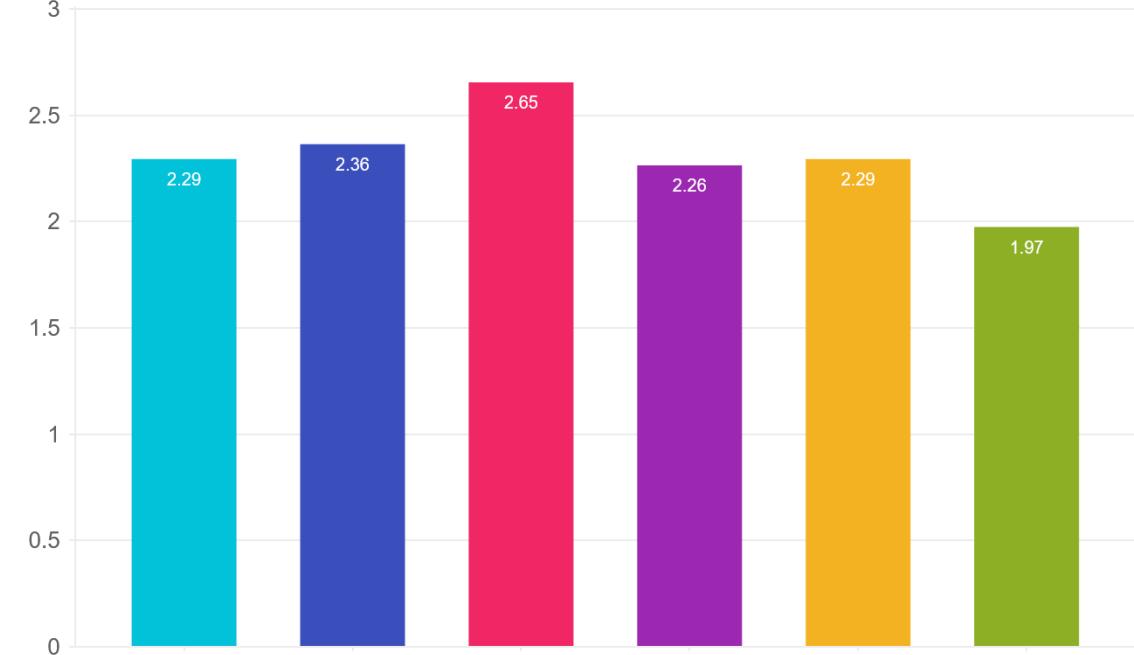
- 1 –Least preferred
- 2
- 3
- 4
- 5 –Most preferred
- Unsure

Funding proposals by age group

Mill levy by Age group:



Sales tax by Age group:



● 18-34

● 35-44

● 45-54

● 55-64

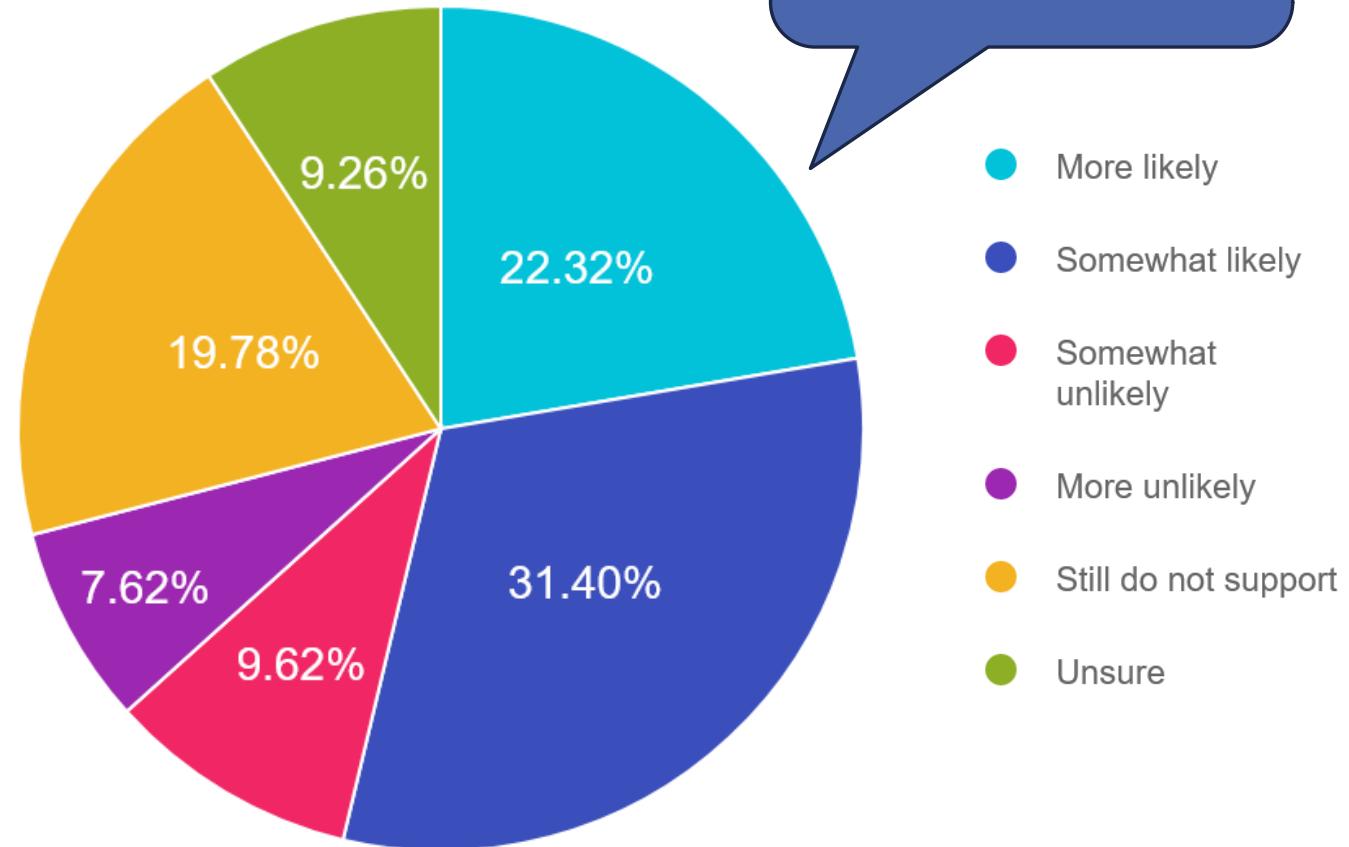
● 65 & older

● Prefer not to answer

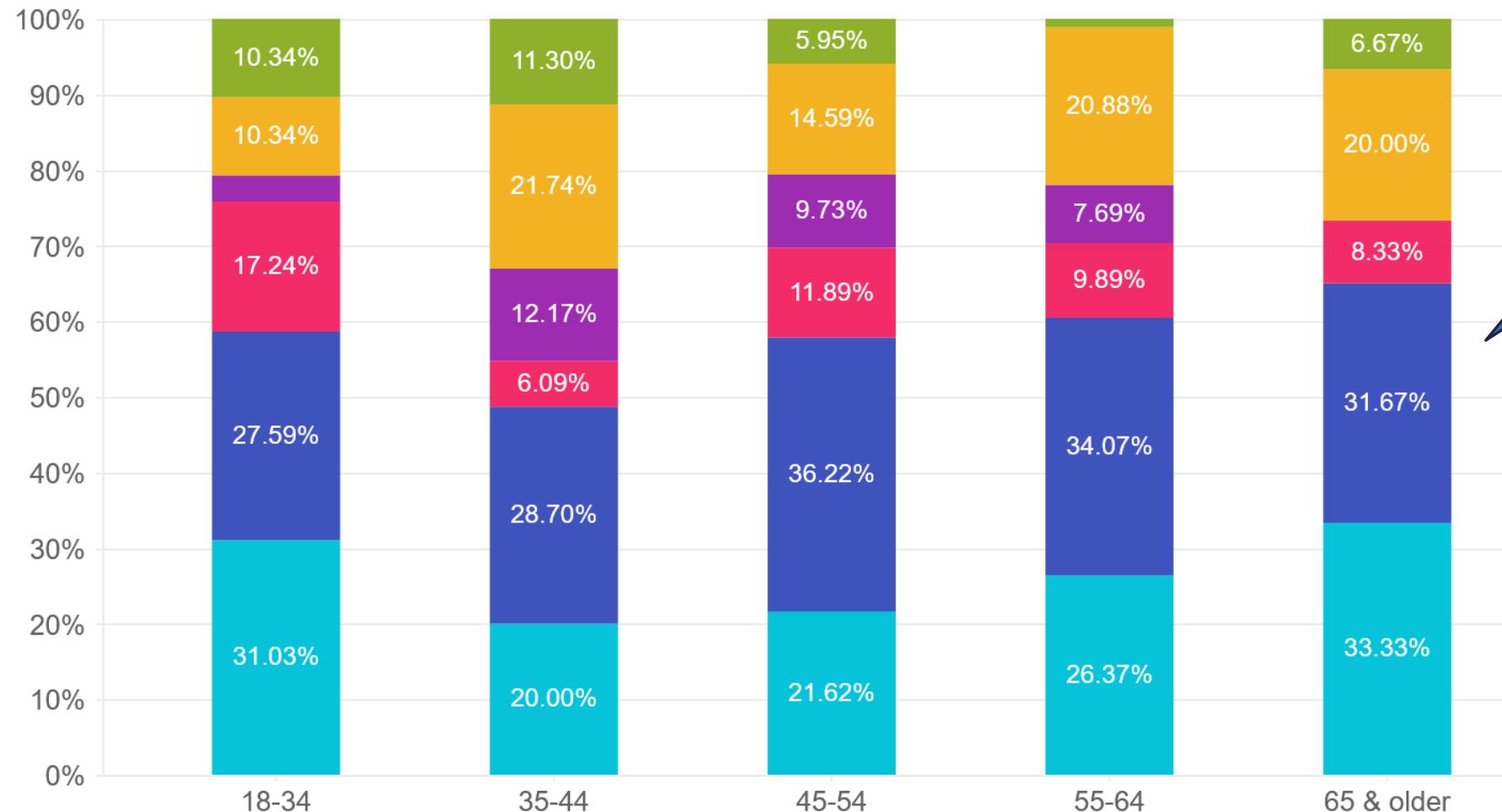
Grand Avenue bond proposal

The Town of Eagle has initiated engineering and planning for the Grand Avenue reconstruction project, estimated to cost \$65 million or more. Through careful budgeting, the Town aims to save and invest \$17.5 million for the project. Additionally, efforts are underway to secure state and federal grants.

The Town can greatly enhance its chances of securing matching grants if voters approve an additional \$15 to \$20 million in debt through a bond to complete the project. Given this information, would you be more or less inclined to support this proposal?



Grand Avenue bond by Age group

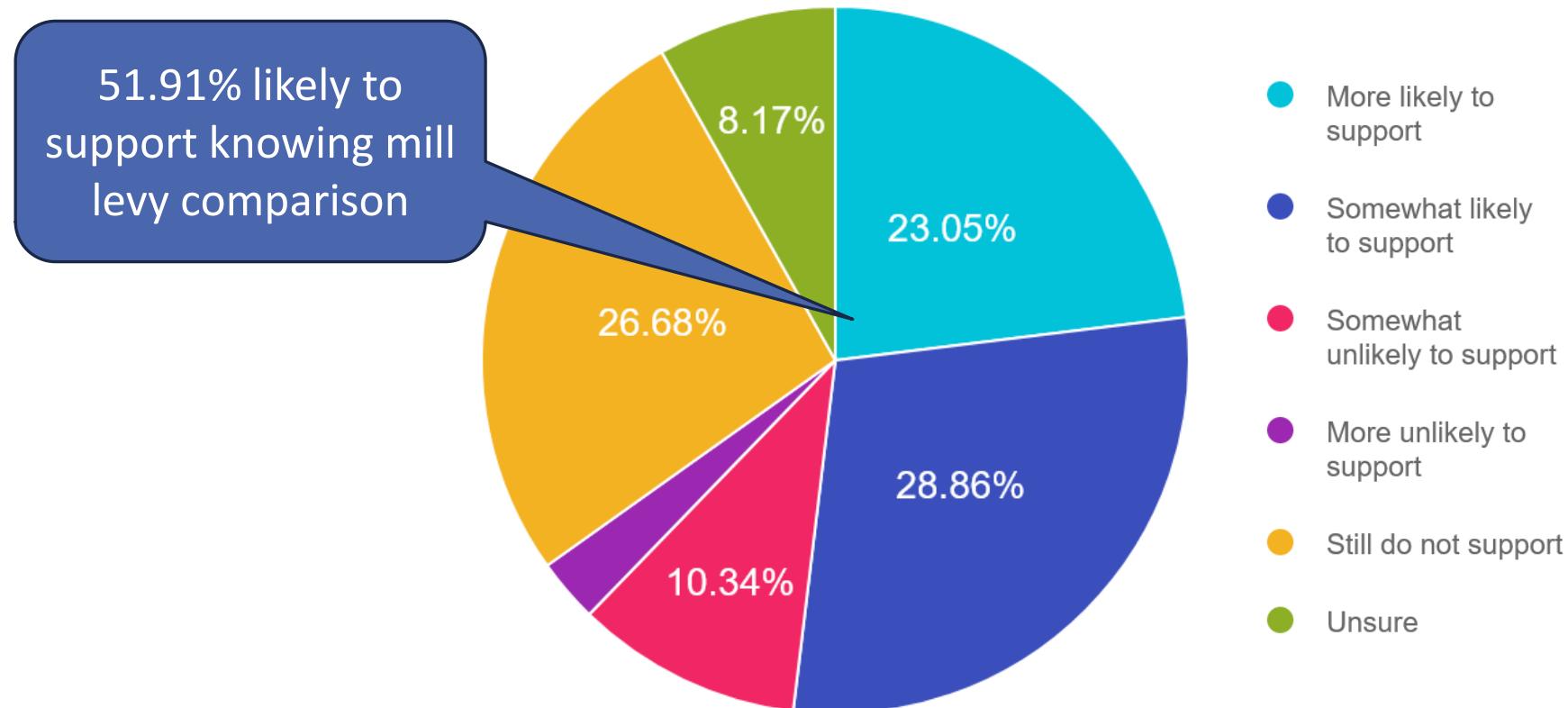


Support for bond increases in older age groups, which are typically more tax/debt adverse

- More likely
- Somewhat likely
- Somewhat unlikely
- More unlikely
- Still do not support
- Unsure

Mill levy comparison

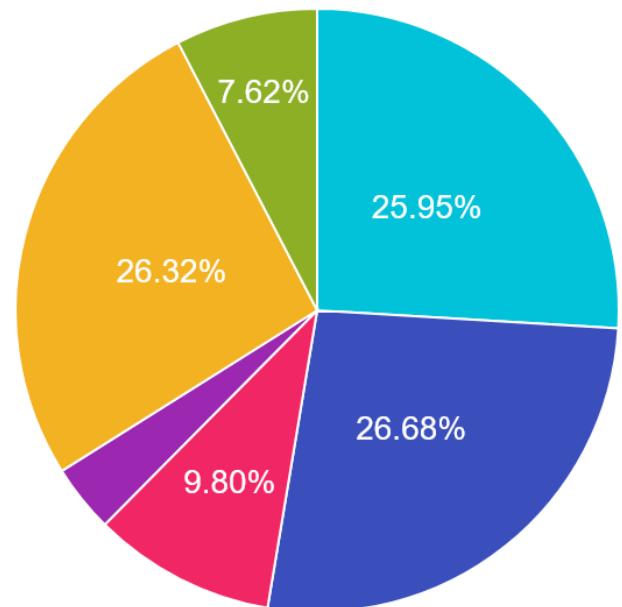
If you were aware that the Town of Eagle has the lowest mill levy rate in Eagle County, less than half of Gypsum's mill levy rate, would this information influence your stance on the proposal?



Sales tax information

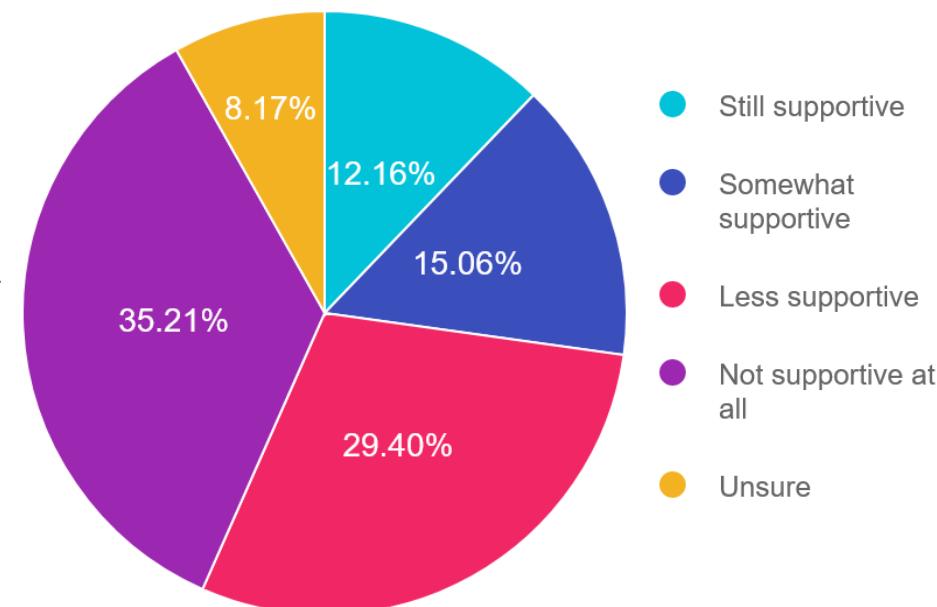
For the proposed sales tax increase, if you were aware that the sales tax ensures funding contributions from consumers in neighboring communities like Gypsum, visitors, and tourists, would you be more or less inclined to support this proposal?

- More likely to support
- Somewhat likely to support
- Somewhat unlikely to support
- More unlikely to support
- Still do not support
- Unsure



52.63% support the “visitors also pay sales tax” message but pushing 10% rate can hurt sales tax proposal.

If you knew that increasing the Town’s 4.5 percent sales tax to 5.25 percent would result in a total sales tax rate exceeding 10 percent for all sales taxes collected in the Town of Eagle, how would this information impact your position on a potential sales tax increase?



Open-ended responses

- Approximately 171 comments in the QoL survey and 71 in the STCIF survey.

A word cloud visualization of open-ended survey responses. The words are in blue, with their sizes and positions indicating frequency and context. The most prominent words are 'residents', 'Town', 'sales', 'tax', 'housing', 'projects', 'Eagle', and 'project'. Other visible words include 'Grand Avenue corridor', 'wildlife', 'place', 'priority', 'Gypsum', 'I-70', 'airport', 'interchange', 'water', 'treatment', 'plant', 'improvements', 'expenses', 'business', 'increase', 'funding', 'Costco', 'question', 'Slush Fund', 'community', 'survey', 'area', 'Sheet', 'Mill Levy', 'County', 'plan', 'Grand Ave', 'Ave', 'developers', 'issues', 'money', 'support', 'homeowners', 'life', 'ToE', 'traffic', 'problem', 'grocery', 'roads', 'situation', 'apartments', 'valley', 'pets', 'space', 'ICE RINK', 'expansion', 'government', 'agency', 'thing', 'goal', 'term', 'investment', 'ICE RINK', 'expansion', 'valley', 'quality'.

Open-ended responses: Sentiment analysis



54.85%

7.59%

11.39%

22.78%

3.38%

"Raising taxes forever is not the way to fund short and near term projects. Taxpayers don't want to pay more in hopes that the powers that be can come up with more projects to fund. Any tax increases to pay for specific projects should have definite sunset provisions.."

—55 to 64 year old male resident of Police & Ice Area

"As a taxpayer, all I want from my municipal government is to provide and maintain adequate roads and sidewalks, reliable and safe water and sewer service, fire hydrants that work, and public safety services. The town can't seem to properly manage the existing budget to provide these things. Yet, the town has spent over a half million dollars on a silly looking art project. ..."

—55 to 64 year old female resident of Eagle Ranch

"Grand Avenue capital improvements do not increase sales taxes for the Town. \$65 million is too much to spend. If there is a I-70 Interchange into the airport, there will be less traffic on Grand. Doesn't make sense.."

—65 year old or older resident of Eagle Ranch

"These are tough priorities to balance and overall I agree with the priorities identified by the town. As a voter, I am not opposed to tax increases for initiatives that benefit quality of life, education and our local economy. That being said, I realize a mill increase may be easier to swallow, however given the recent significant increases in property taxes due to valuation, I think this will be much tougher to pass at this juncture, which is why I am more in favor of a sales tax increase to achieve these goals."

—35 to 44 year old female resident of Eagle Ranch

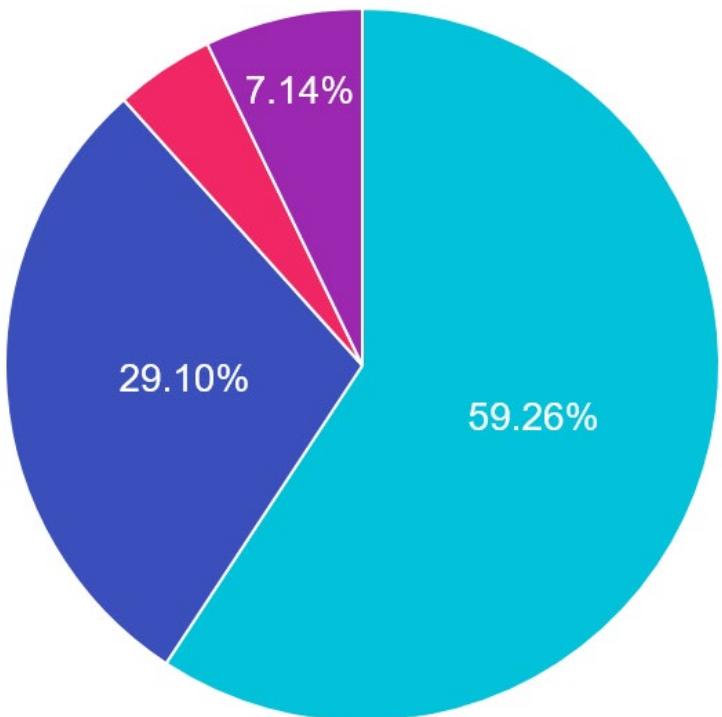
Sales Tax Capital Improvement Fund Survey

379 RESPONDENTS

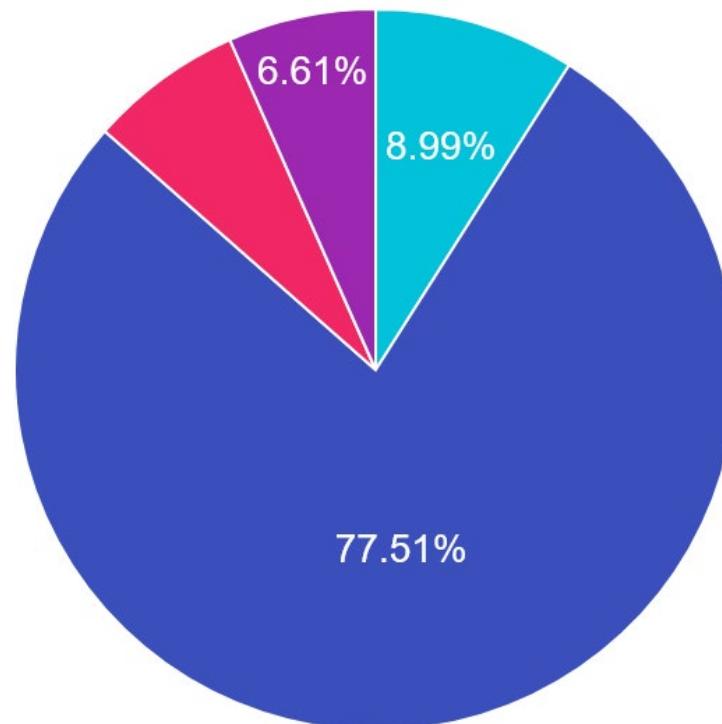
Allocation of STCIF funds

The Town has the option to allocate the additional funds towards paying off debt early rather than utilizing them for additional improvements.

- Continue to allocate funds for designated capital improvements
- Allocate funds to pay off debt early
- No preference
- Unsure



Approximately 1/3 of the annual funding is utilized toward the debt service resulting from the construction of the River Park. With this knowledge, how do you feel about using the funds toward additional projects at the River Park?

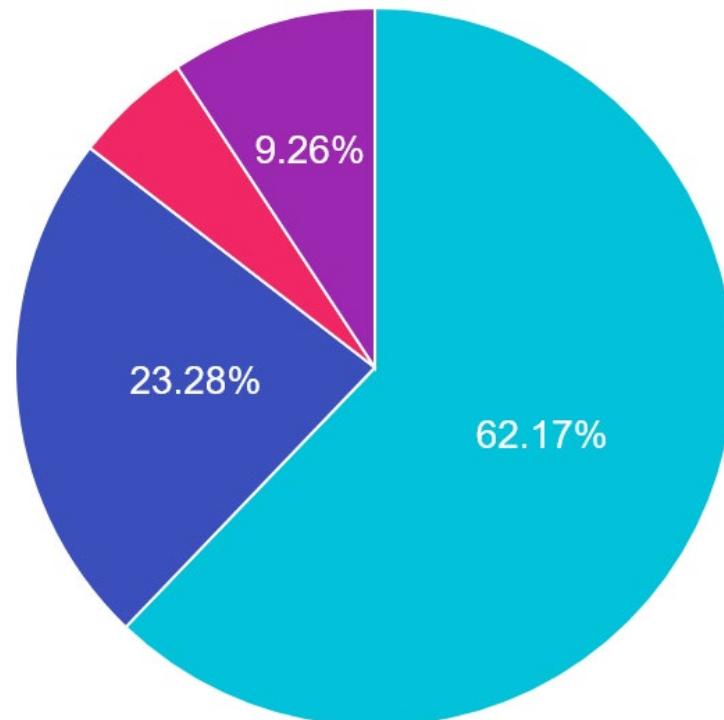


- Town should prioritize additional improvements at the River Park over Town Parks, Multi-use Recreational Facilities, and Paved Paths.
- Town should prioritize improvements of Town Parks, Multi-use Recreational Facilities, and Paved Paths over improvements at the River Park.
- No preference
- Unsure

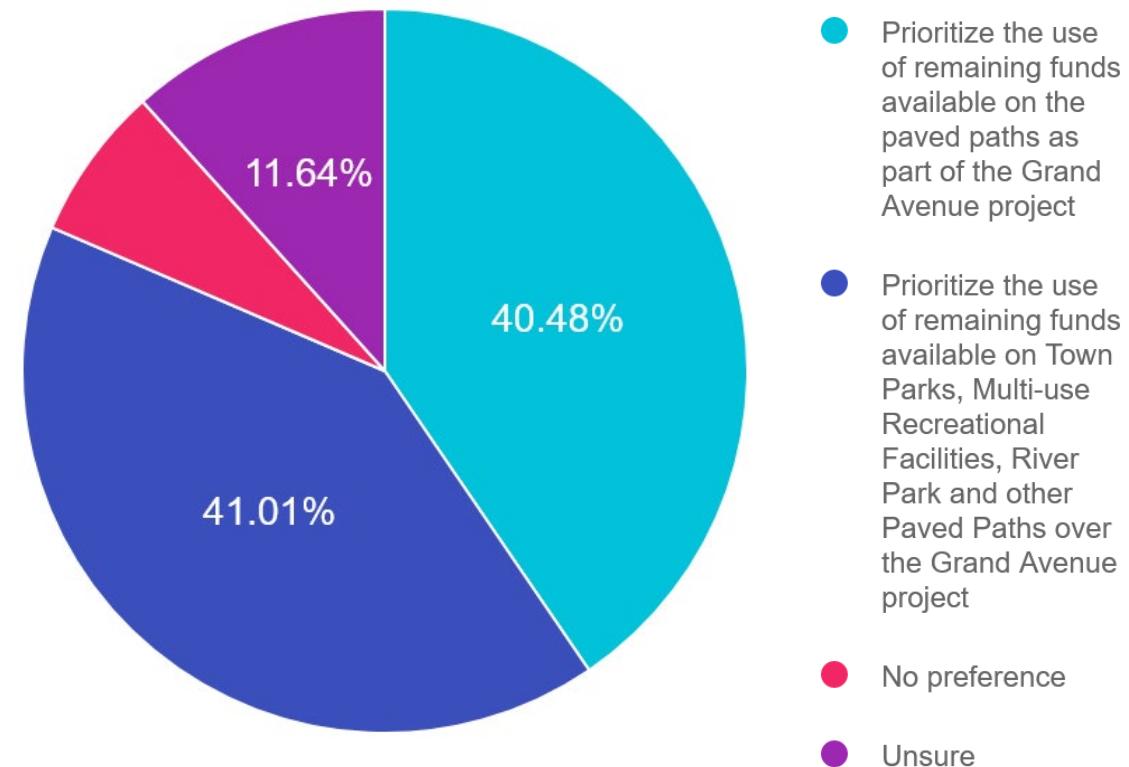
Prioritizing STCIF funds ... Split on Grand Avenue

Considering that the Town has more projects identified than available funds, would you prefer to prioritize funding for improvements to current assets or invest in new amenities?

- Town should prioritize improvement of current assets
- Town should prioritize investing in new amenities
- No preference
- Unsure



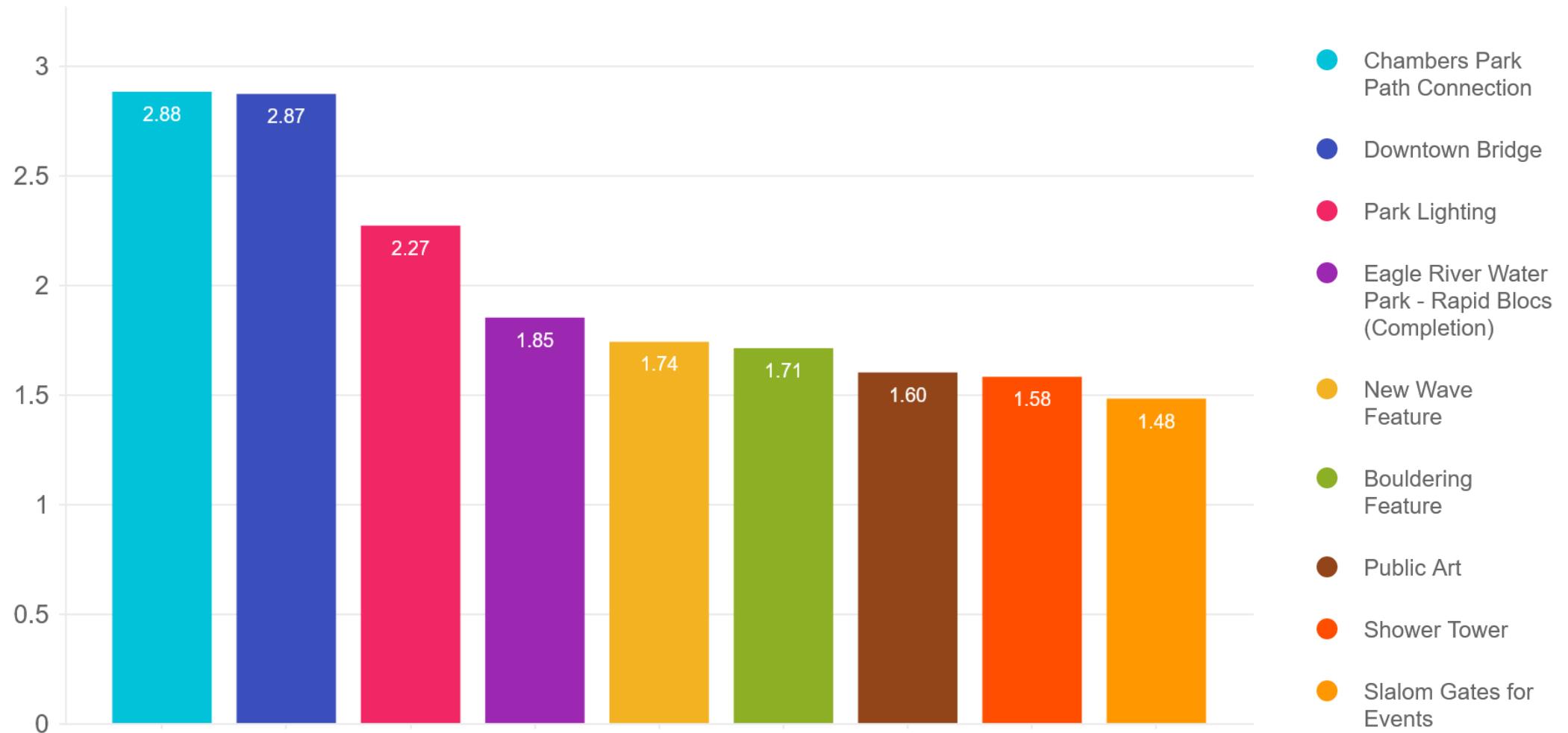
Town may seek additional tax funding specifically for the \$65 million Grand Avenue project. The project includes paved paths that could be partially funded with the half-cent sales tax. How would you feel about the Town utilizing the remaining funds toward the paths along Grand Avenue?



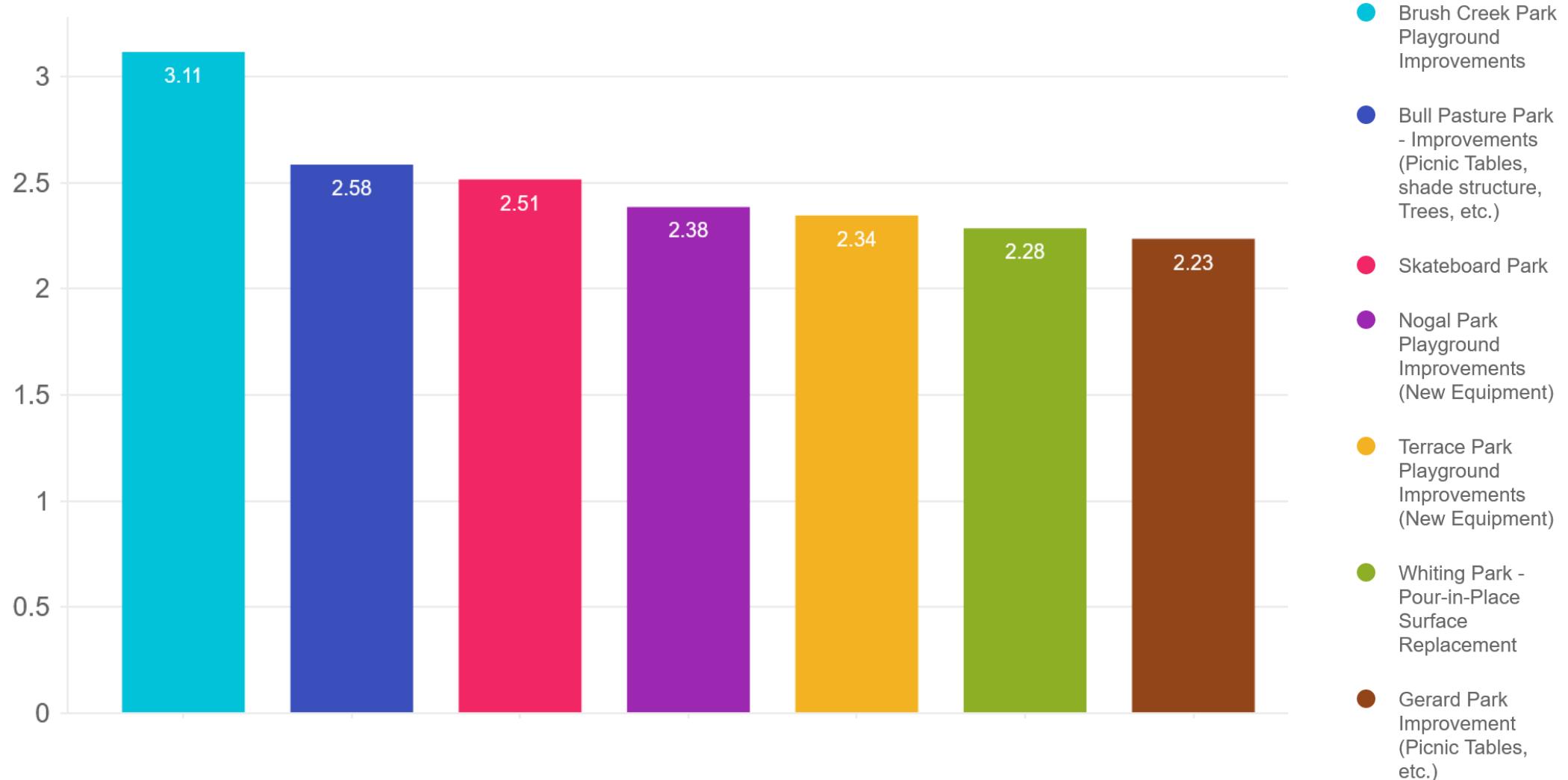
Specific Improvements and Projects

The following is the list of projects currently identified by the Town that could be supported through the Sales Tax Capital Improvement Fund. Please provide your priority for each item on a 1 to 5 scale, with 1 being the lowest and 5 being the highest:

River Park Improvements:

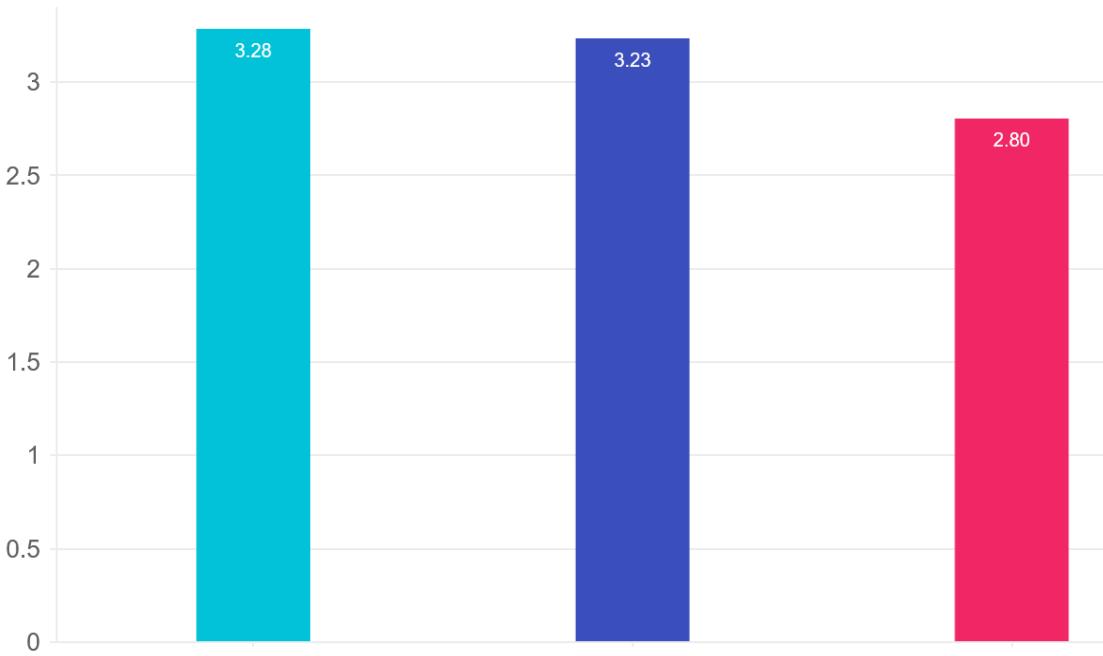


Town Park Improvements:



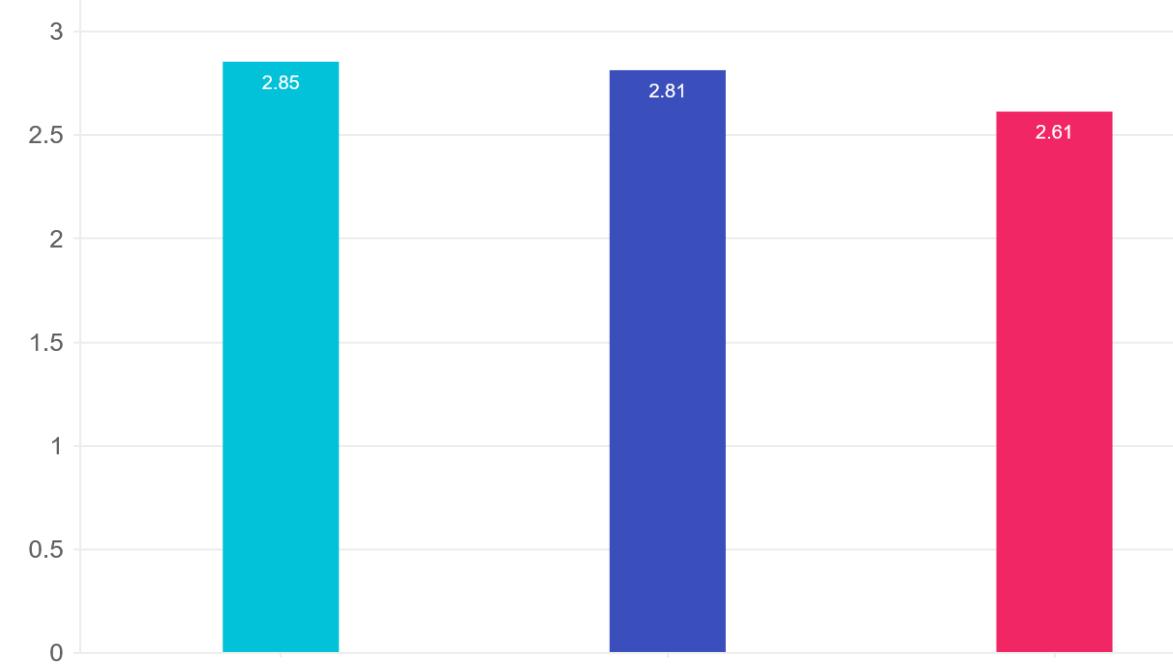
Paved Paths, Multi-Use Facility Improvements

Paved Recreation Path Improvements:



- Paved Recreation Path along Brush Creek Road (In Partnership with the County)
- Grand Avenue Path (Provide funding of new construction for Grand Avenue project)
- Pedestrian Trail Bull Pasture - West Side

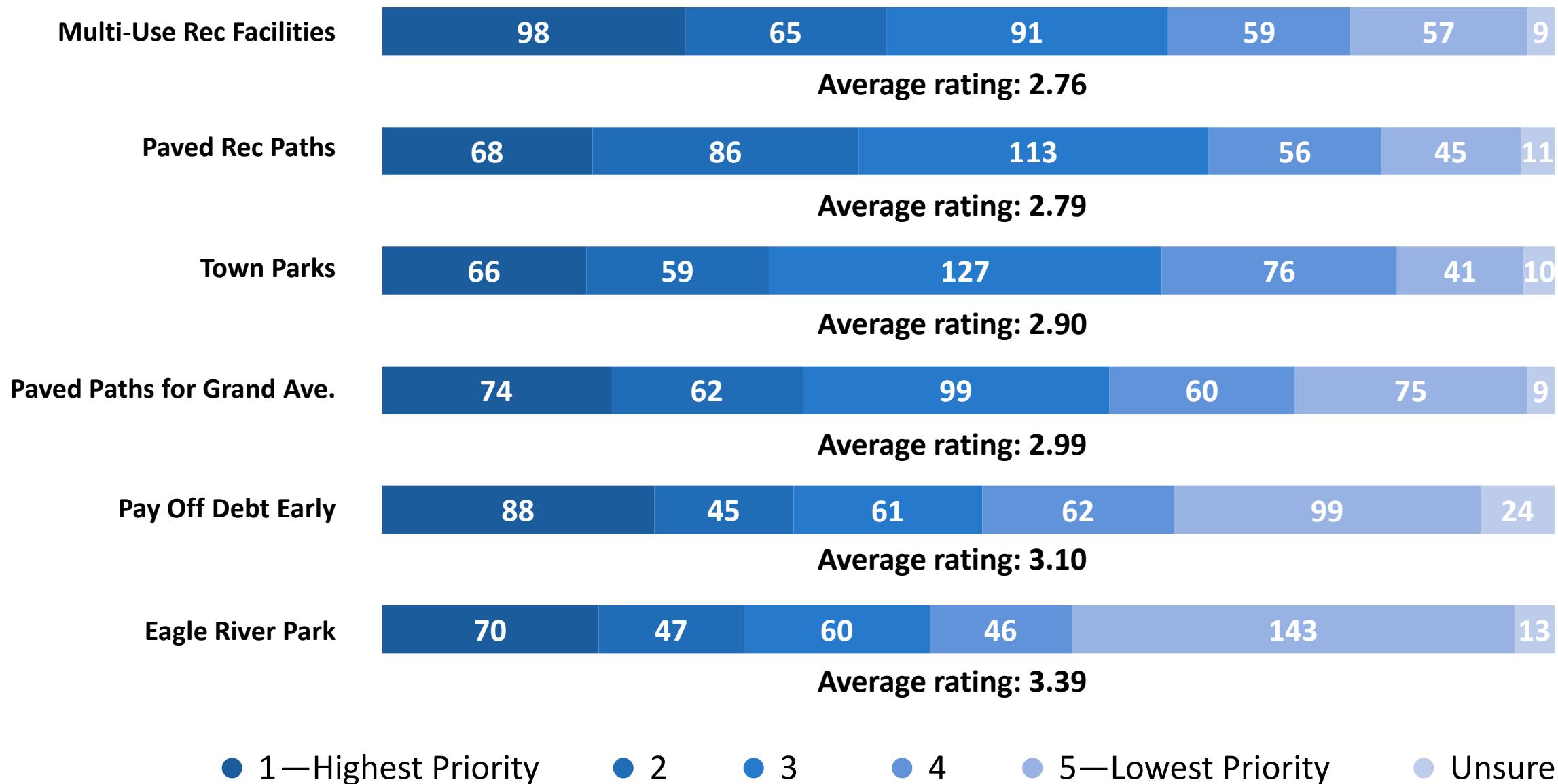
Multi-Use Recreational Facilities:



- Additional funding for Indoor Ice Rink
- Outdoor Ice Rink
- Pickleball Courts

Ranking STCIF Priorities

Based on the information provided above, please rank how you would prioritize the use of remaining funds by category on a scale of 1 to 5, with 1 being the highest priority and 5 being the lowest priority.



Questions?
