



Surveys on Quality of Life and Sales Tax Capital Improvement Fund

JUNE 4, 2024

Survey Process



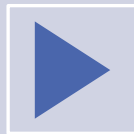
Survey included as QR code in April utility bills. Survey shared in Town comms, Vail Daily ad and 2 mobile texts.



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



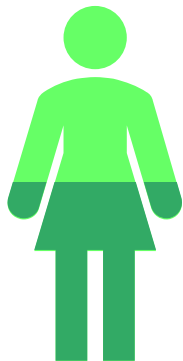
Quality of Life survey received 553, including 2 responses in Spanish.



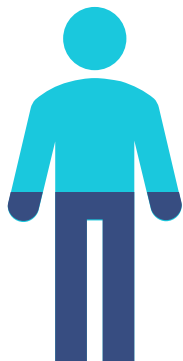
Respondents sent to survey on the Sales Tax Capital Improvement Fund (STCIF). 379 responses, including 1 in Spanish.

Demographics: Gender and Age Range

Gender:



Female: 45.79%
2024 LV: 50.71%



Male: 45.99%
2024 LV: 49.29%

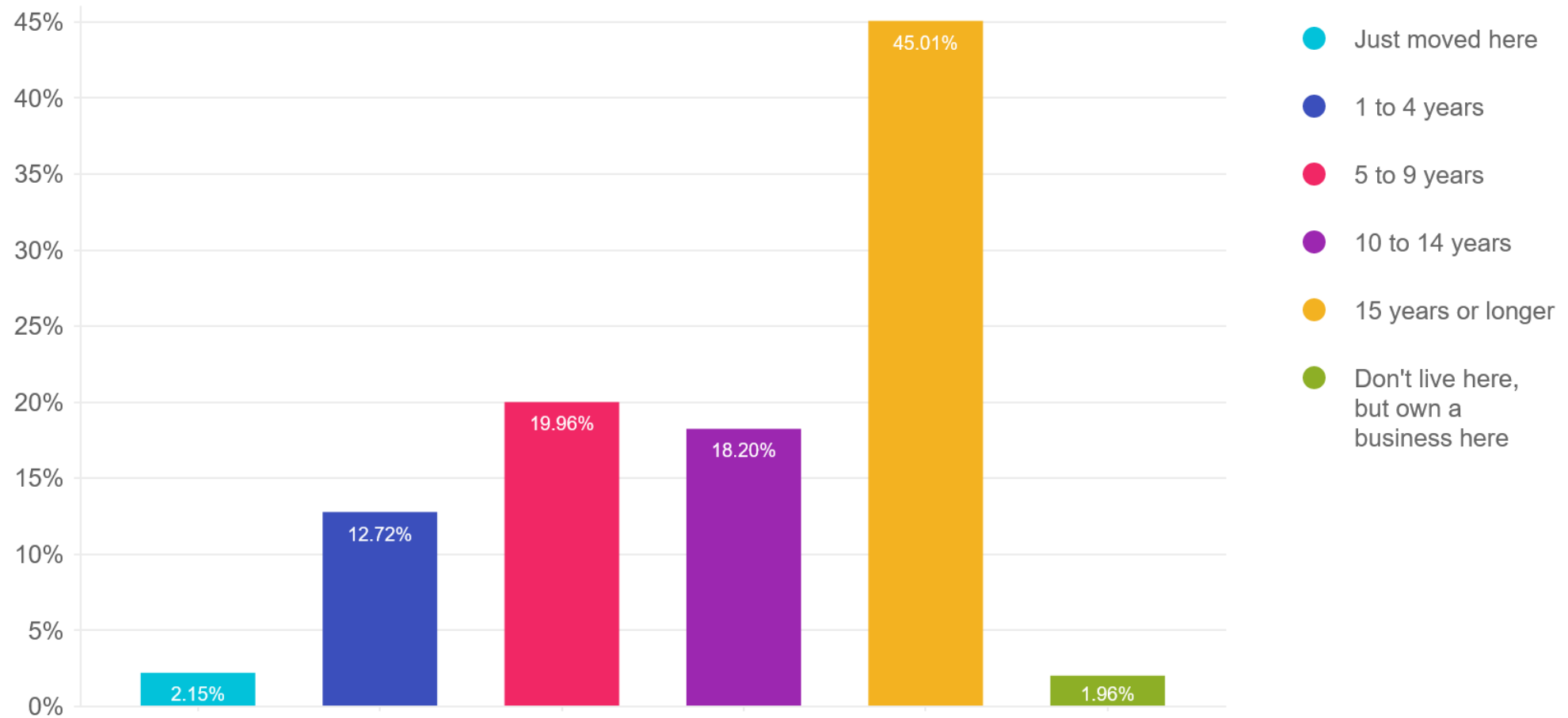
Nonbinary: 0.20%
Prefer not to answer: 8.02%

Age Range:

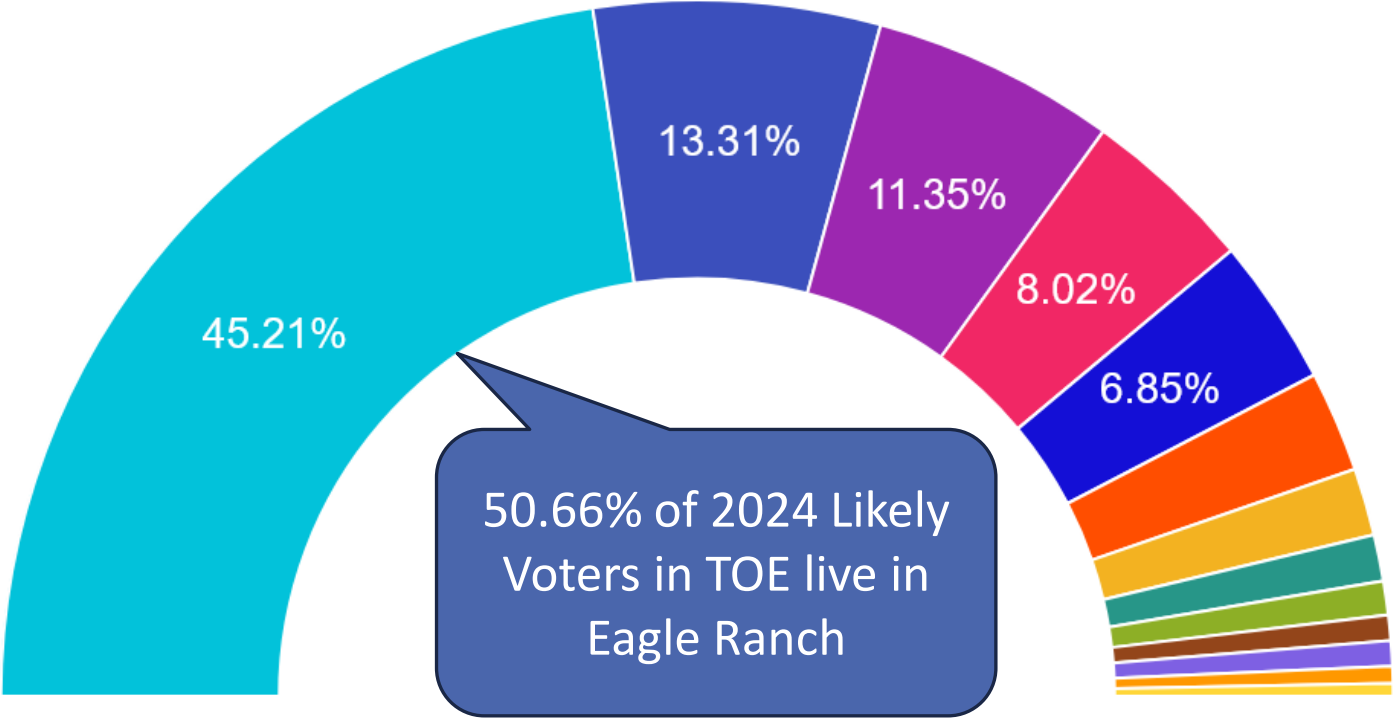
<u>Age Range</u>	<u>Survey</u>	<u>2024 LV*</u>
18-34	5.68%	17.45%
35-44	22.50%	19.70%
45-54	36.20%	24.23%
55-64	17.81%	19.50%
65 and older	11.74%	19.13%
Prefer not to say	6.07%	N/A

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

Demographics: Length of residency



Demographics: Eagle neighborhoods

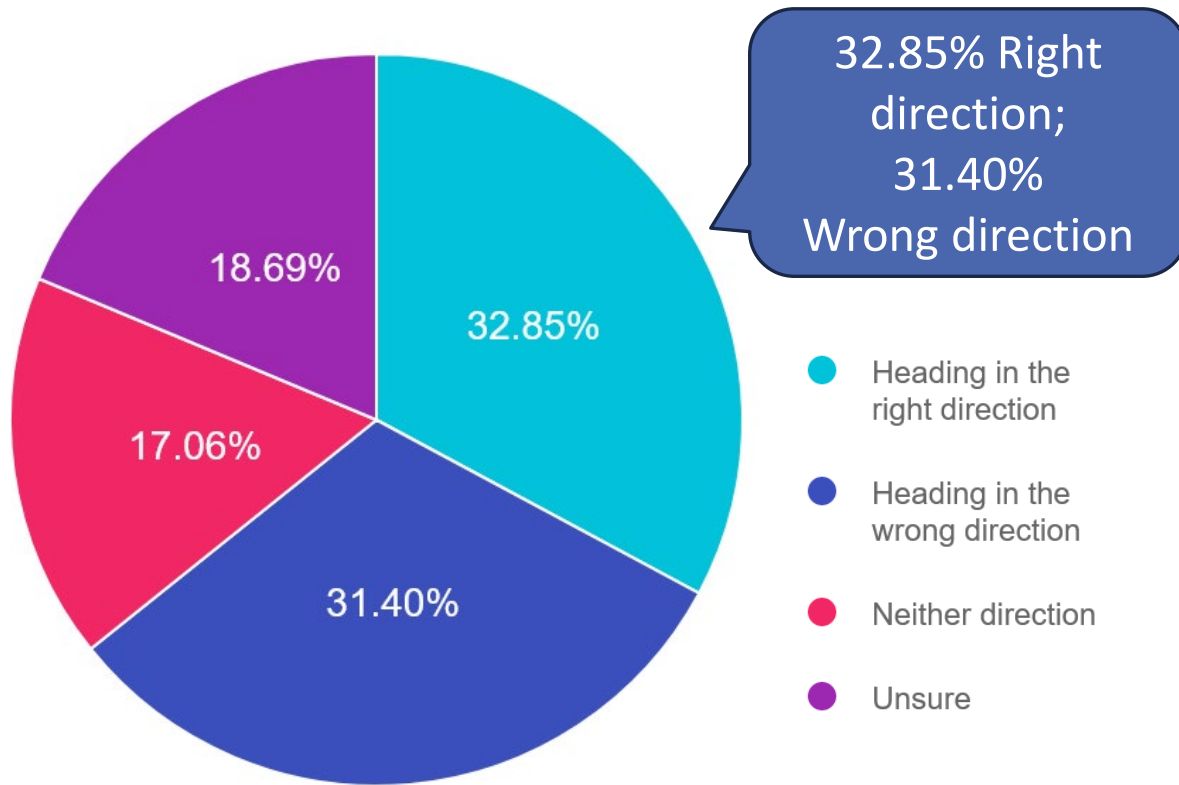


- Eagle Ranch
- The Terrace
- Old Eagle
- The Bluffs
- Other (Please specify)
- Pool & Ice Area (The Orchard, Brush Creek Tomehomes, Soleil)
- Old Eagle - Lower Kaibab
- Eby Creek
- Nogal Road
- West Eagle (Eagle Landing, Hocket Gulch, Green Acres)
- Upper Kaibab
- Chambers
- Frost Creek
- Market Street (Eby Creek Apts, The House)

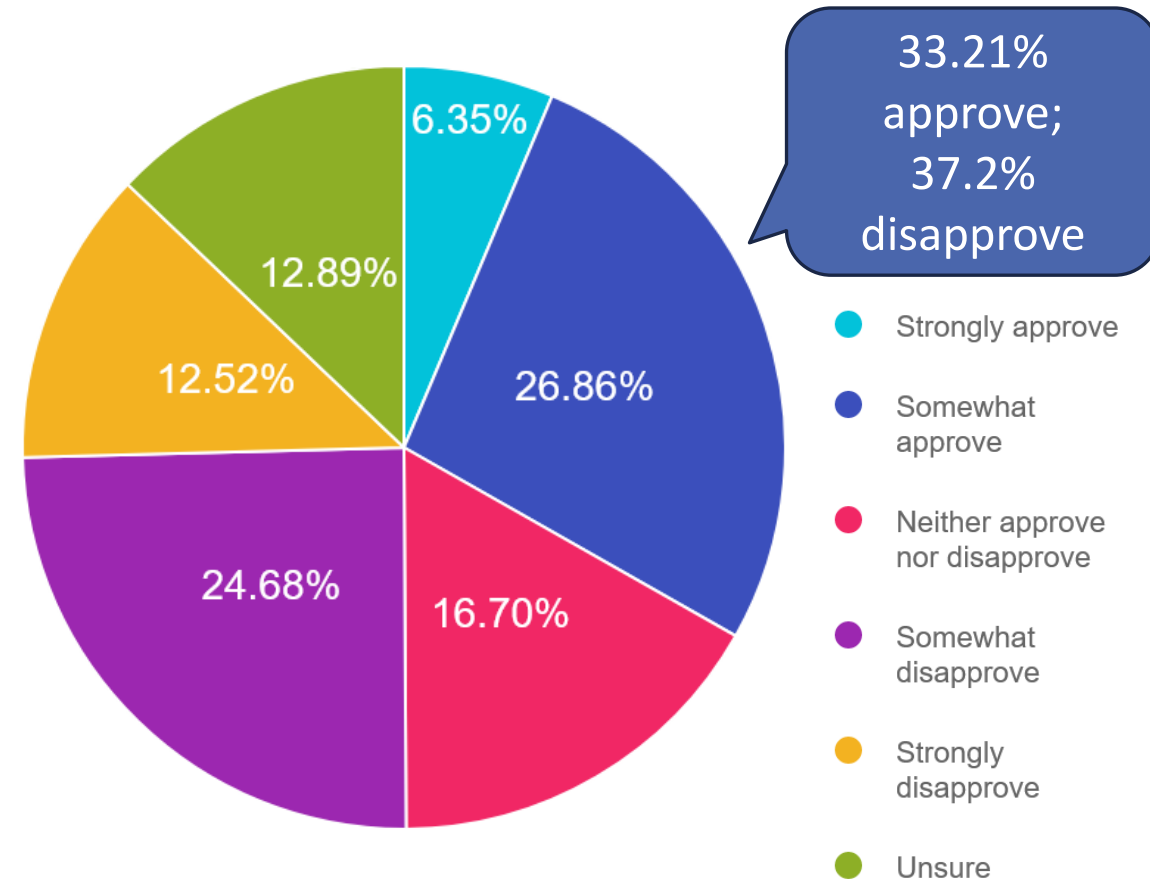
Eagle Ranch	45.21%
The Terrace	13.31%
Old Eagle	11.35%
The Bluffs	8.02%
Other	6.85%
Pool & Ice Area	4.70%
Old Eagle/Lower Kaibab	3.13%
Eby Creek	2.15%
Nogal Road	1.57%
West Eagle	1.17%
Upper Kaibab	1.17%
Chambers	0.78%
Frost Creek	0.59%
Market Street	0.00%

Town's Direction and Taxpayer Confidence

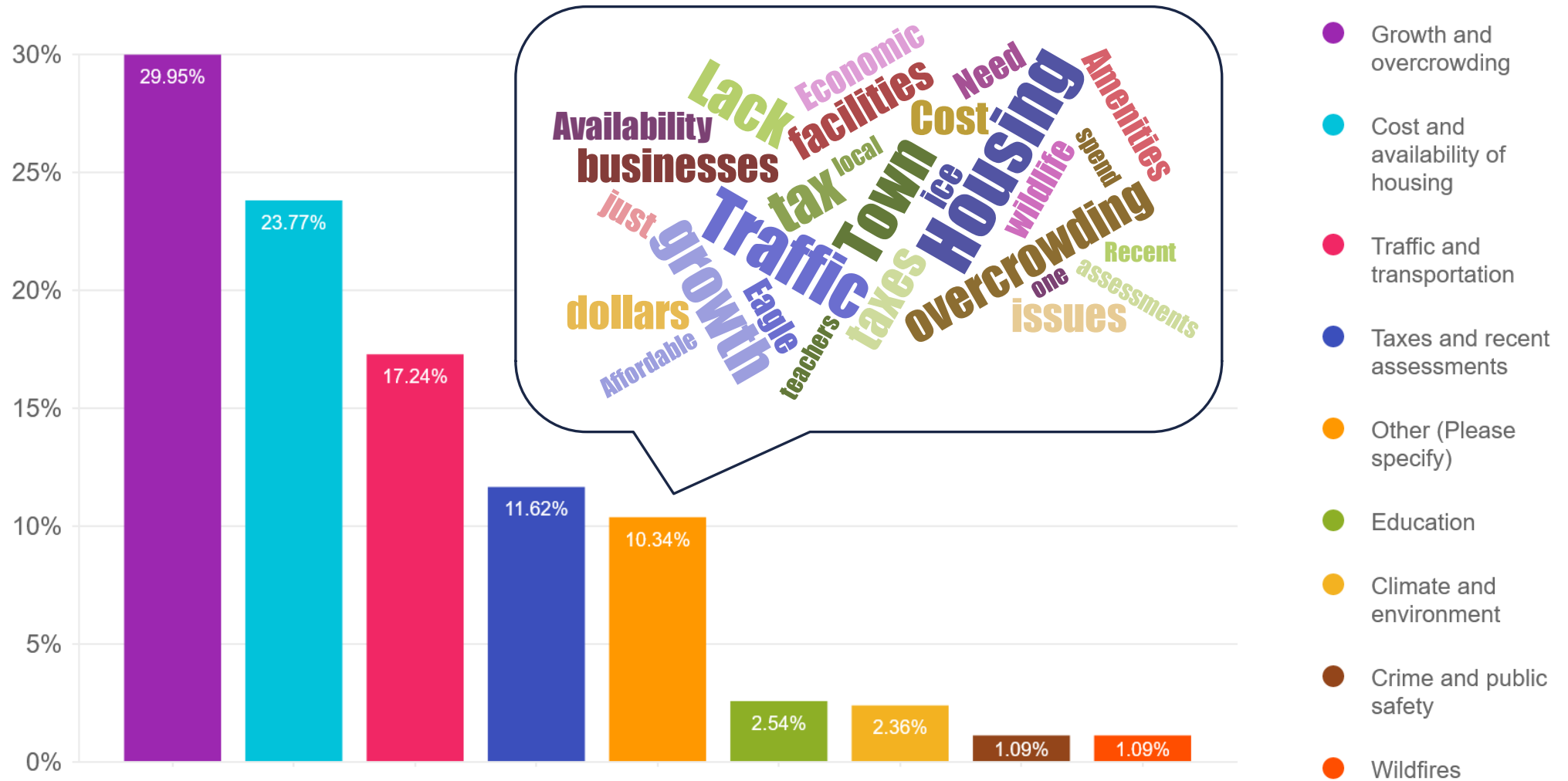
Thinking about the Town of Eagle, how would you describe the current direction of the town?



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

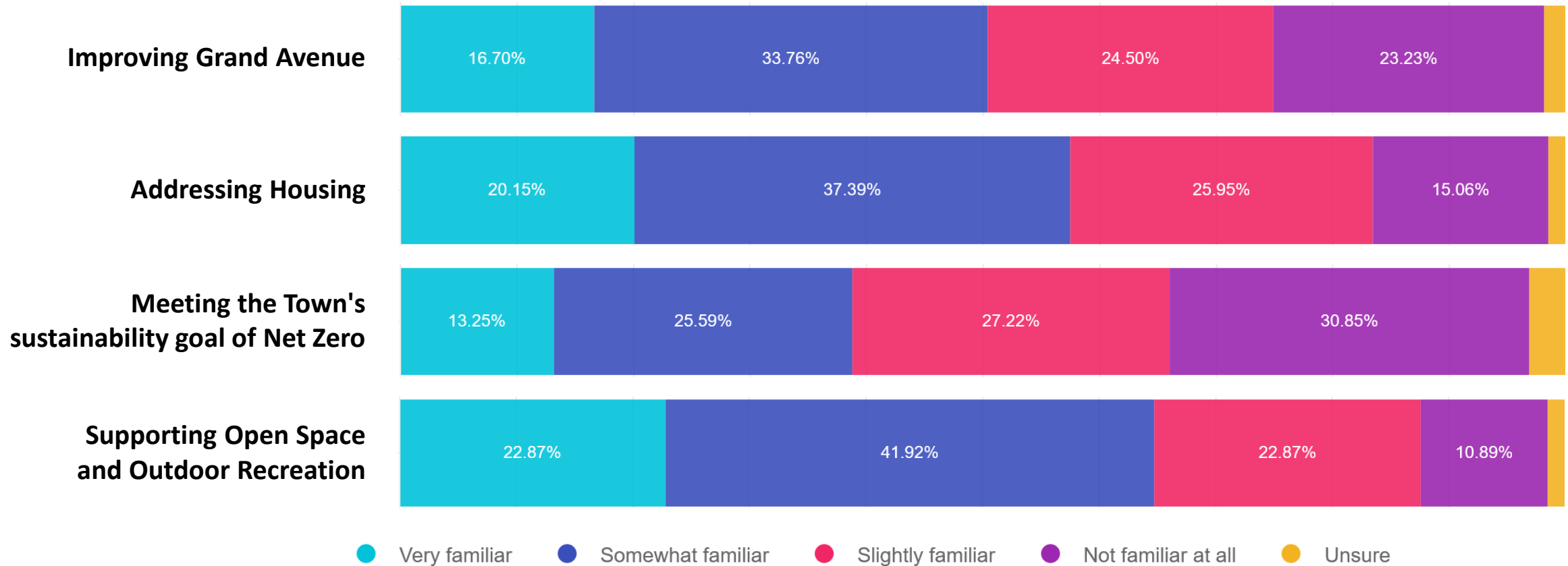


Growth, Housing and Traffic are top concerns



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?

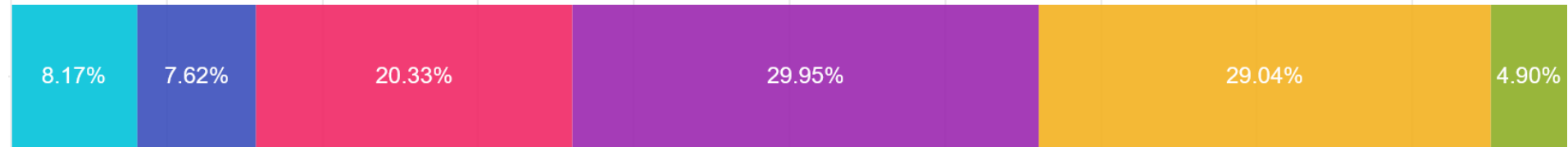


Quality of Life Prioritizing

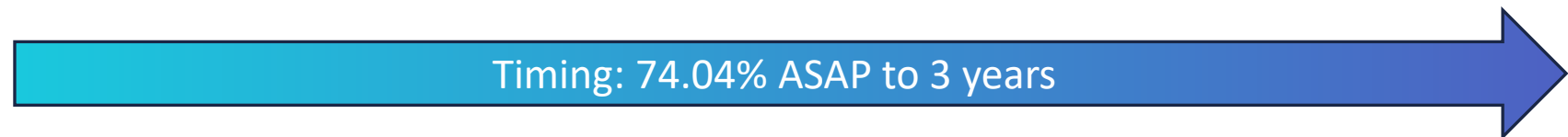
The Quality of Life priorities were identified over the past 5 years using several community engagement and planning efforts. While Town Council has decided to prioritize and fund meaningful projects within these four areas, we understand that every member of the community likely would prioritize these 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:**

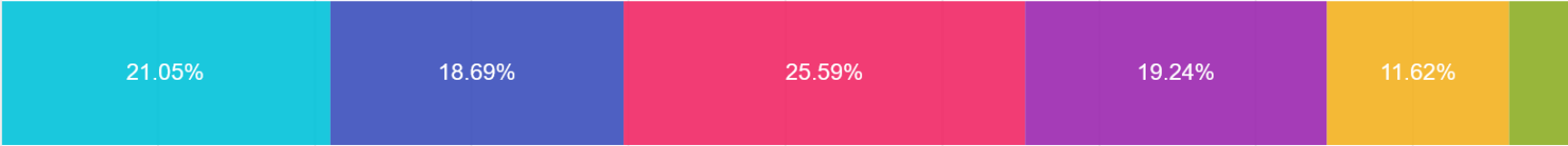


Average rating: 3.67

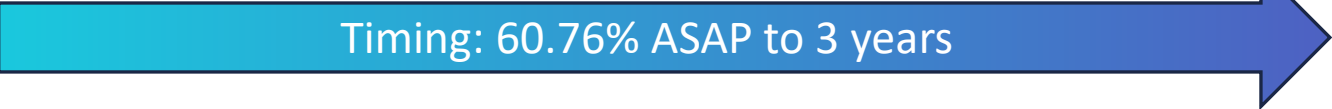


What is your preferred timeline for the Town to begin this project?

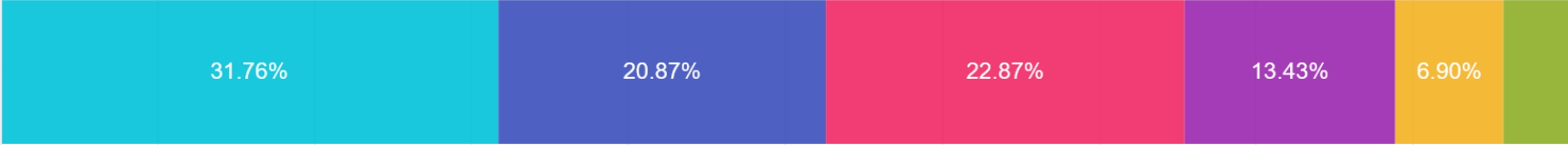
**Short-term housing for key
Town employees:**



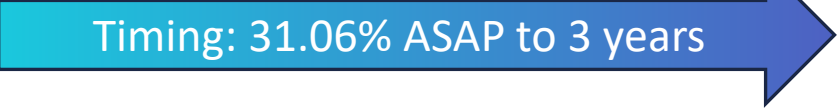
Average rating: 2.81



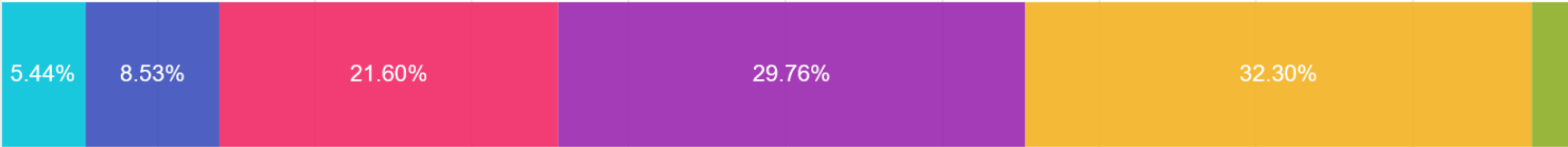
**Sustainability and Net-Zero
Projects for the Town:**



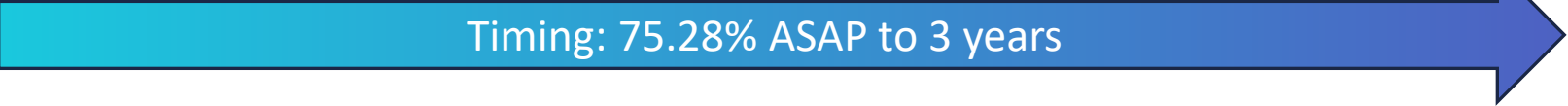
Average rating: 2.40



**Open Space and Outdoor
Recreation projects:**



Average rating: 3.77



Quality of Life funding

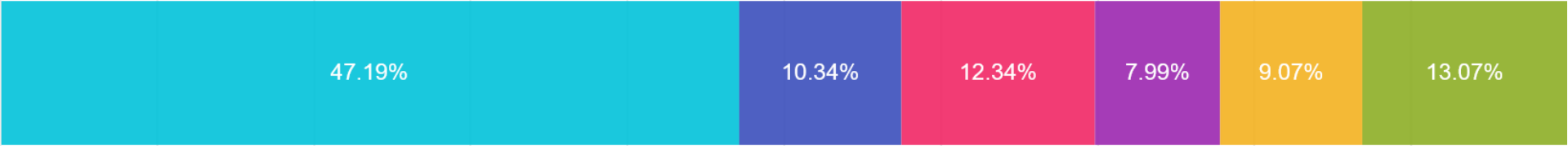
As we strive to enhance the quality of life in the Town of Eagle, we are faced with crucial decisions regarding funding for our priorities. These initiatives are essential for the well-being and prosperity of all residents. However, we must carefully consider the financial implications before making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

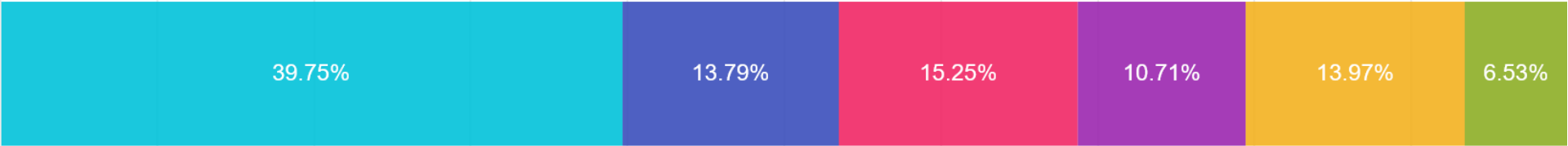
Property Tax and Sales Tax ratings

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

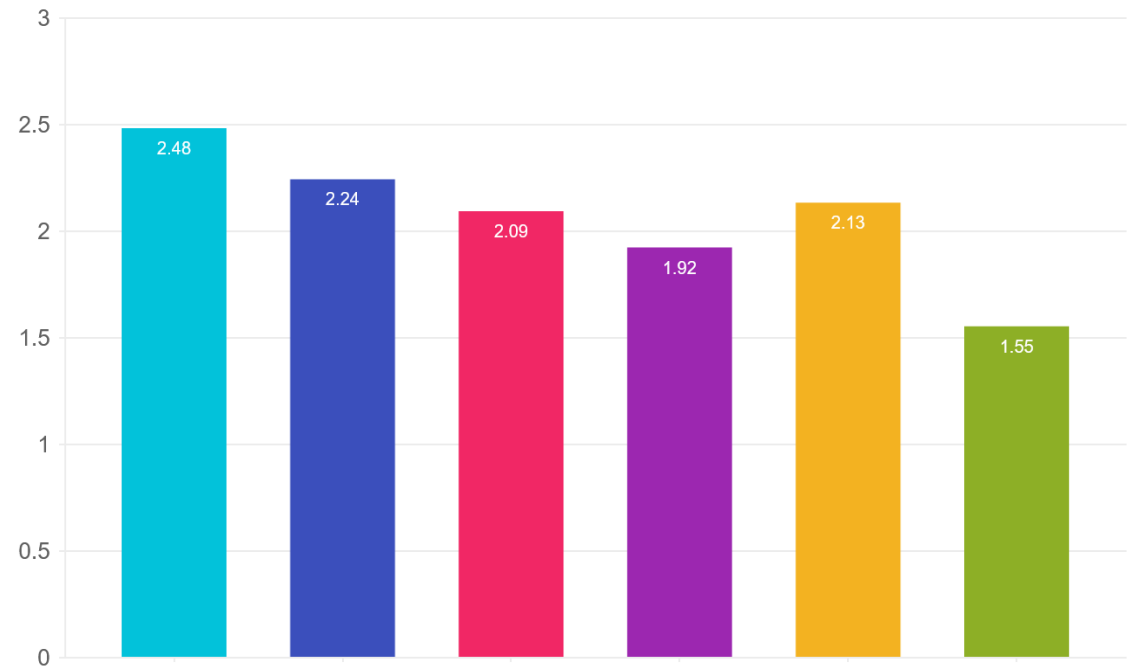


Average rating: 2.42

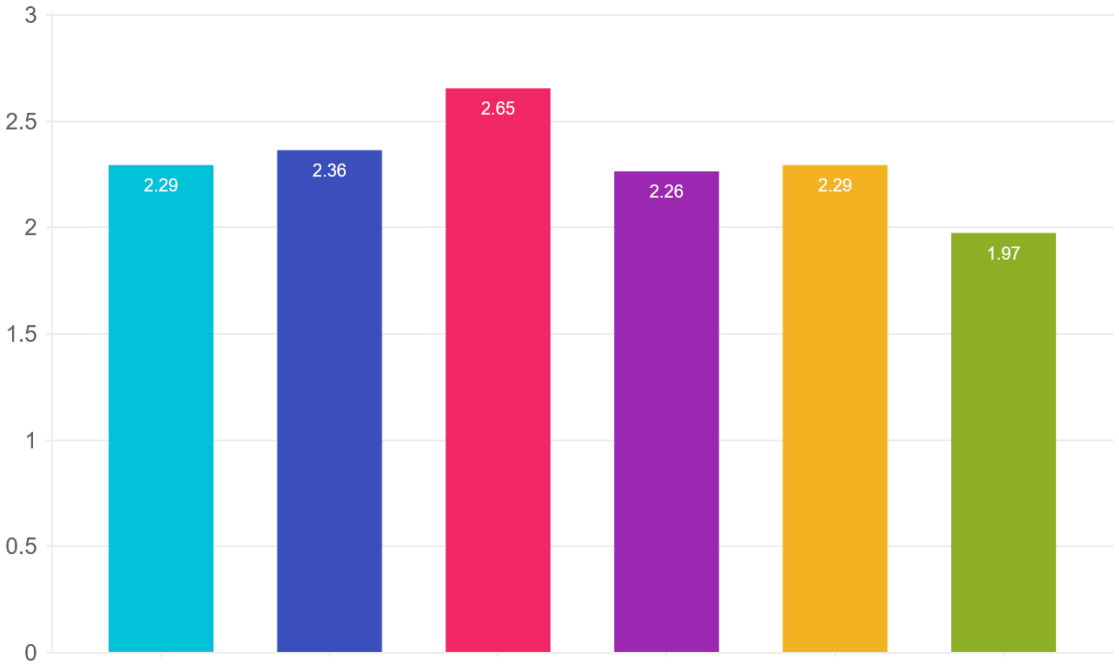
● 1 —Least preferred ● 2 ● 3 ● 4 ● 5—Most preferred ● Unsure

Funding proposals by age group

Mill levy by Age group:



Sales tax by Age group:

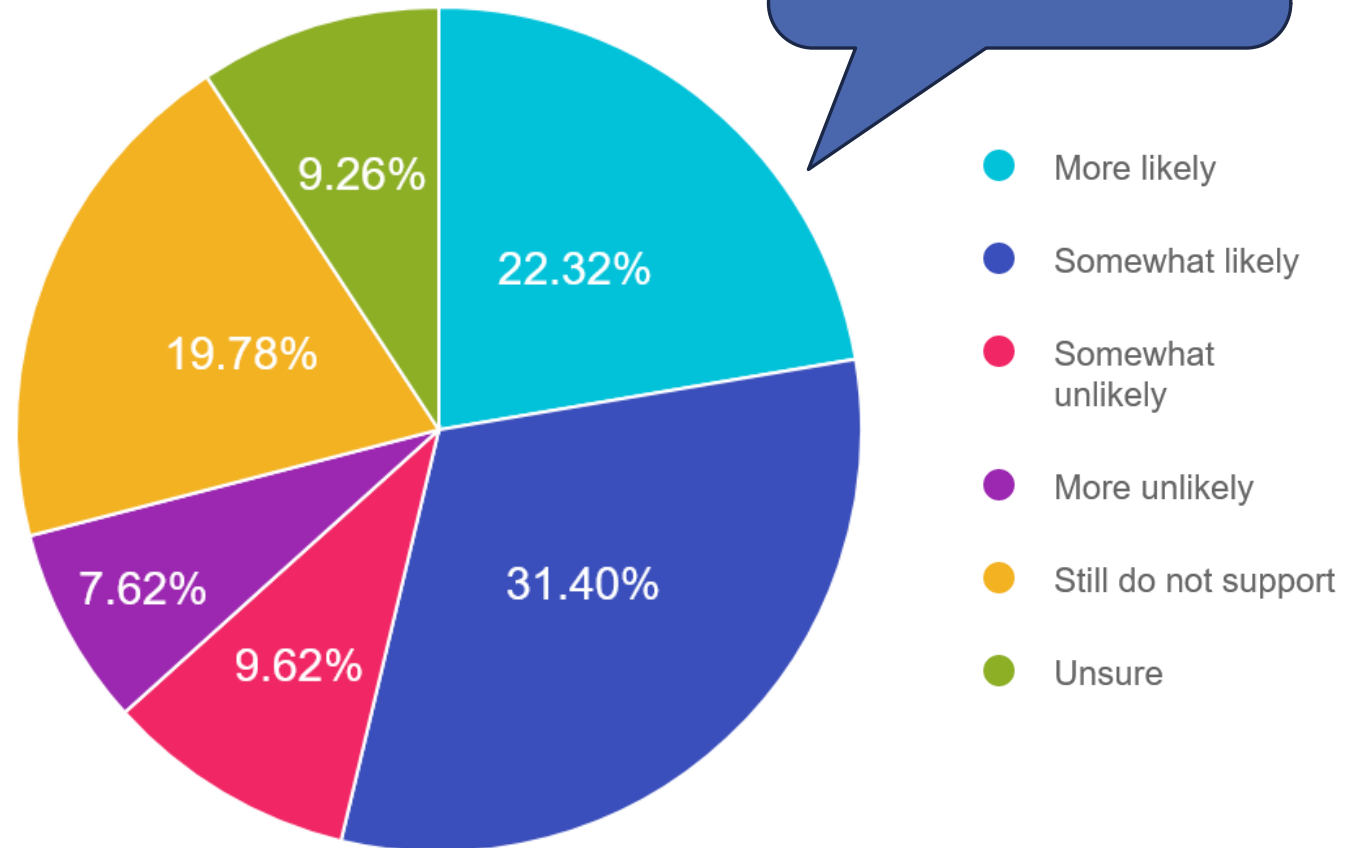


18-34 35-44 45-54 55-64 65 & older Prefer not to answer

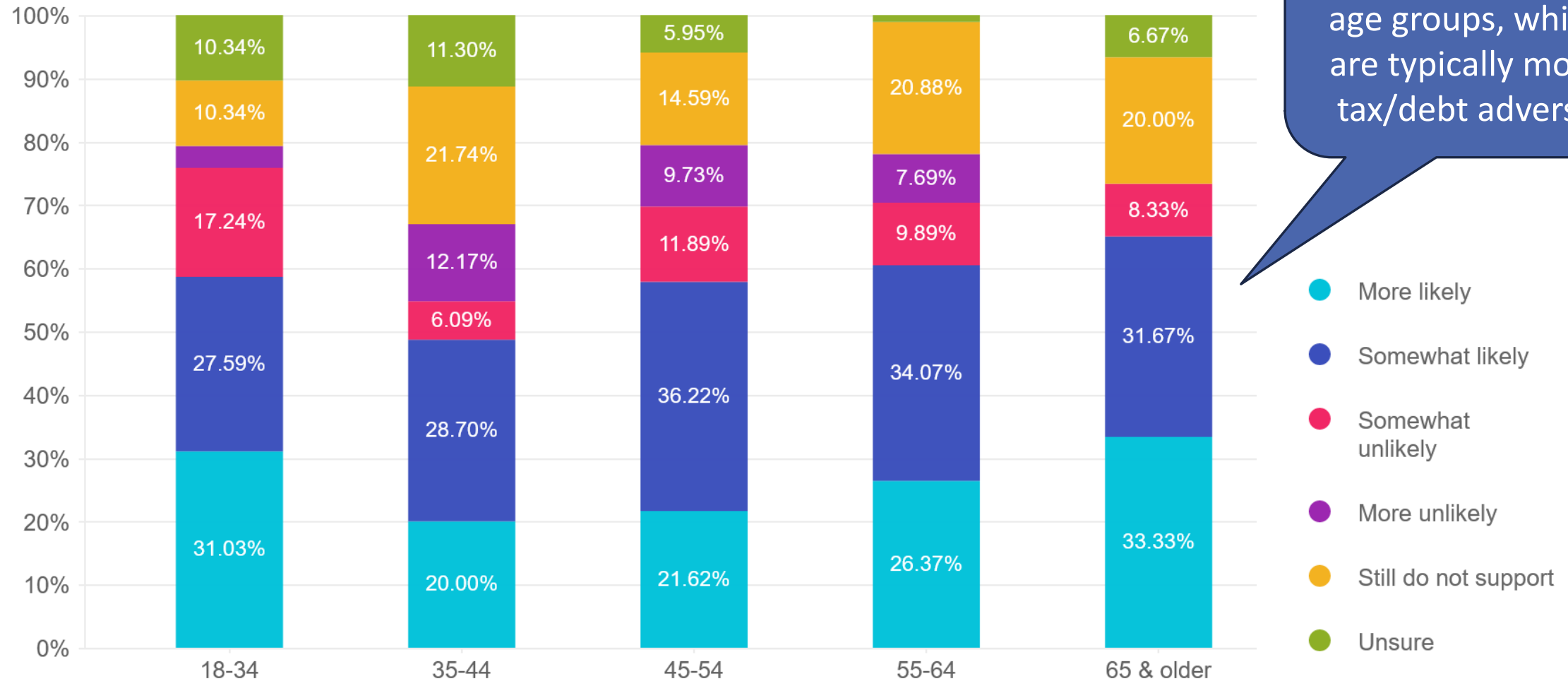
Grand Avenue bond proposal

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?

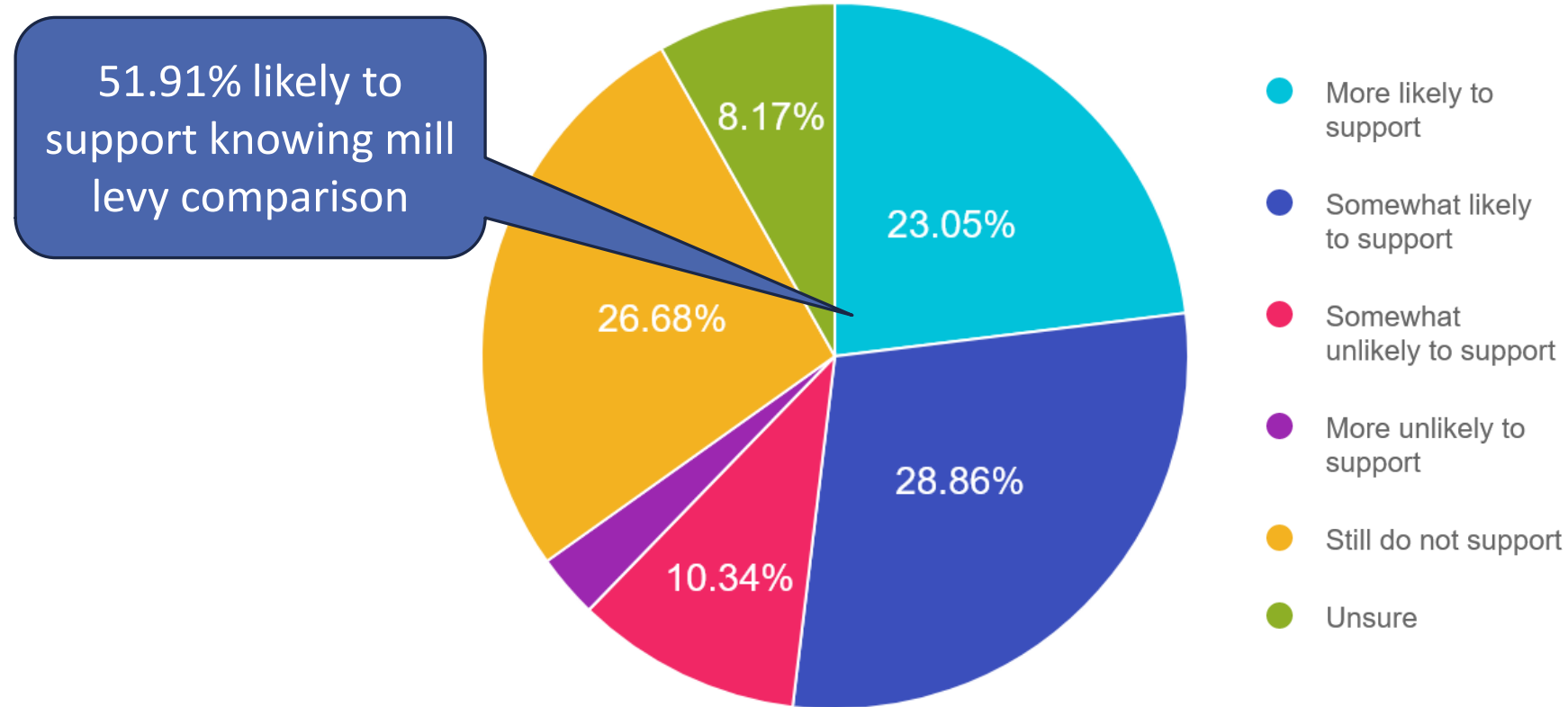


Grand Avenue bond by Age group



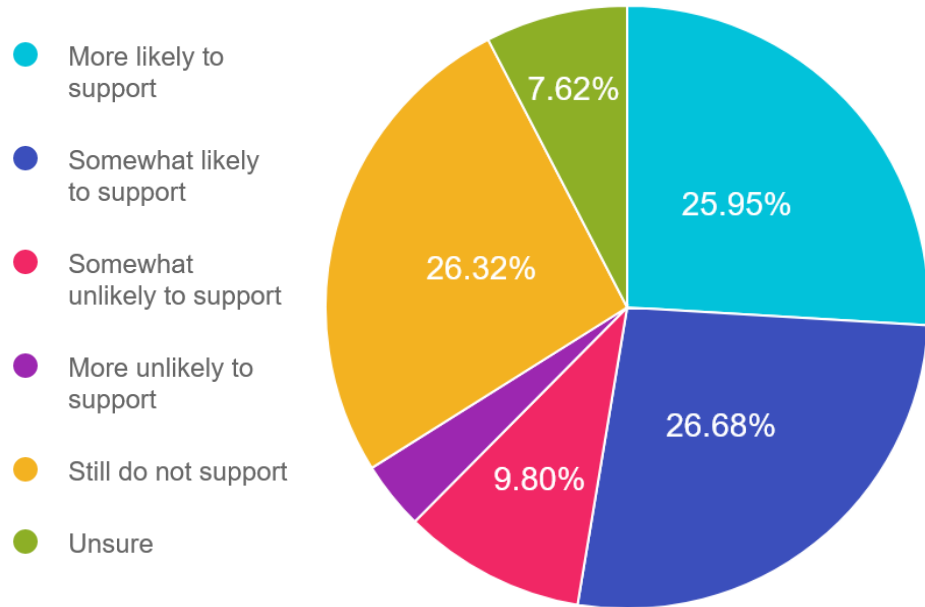
Mill levy comparison

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?



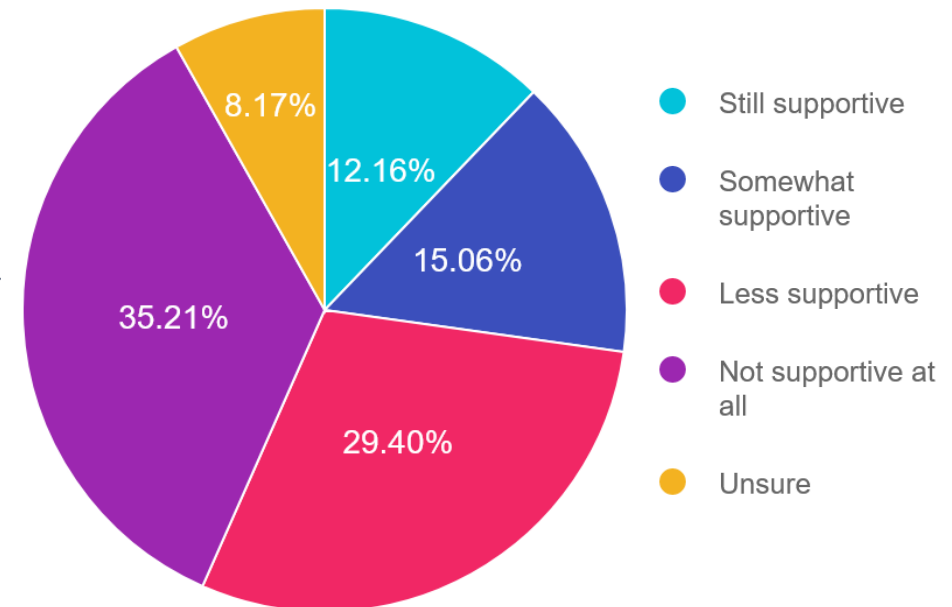
Sales tax information

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?



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?

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



Open-ended responses

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



Open-ended responses: Sentiment analysis



“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.”

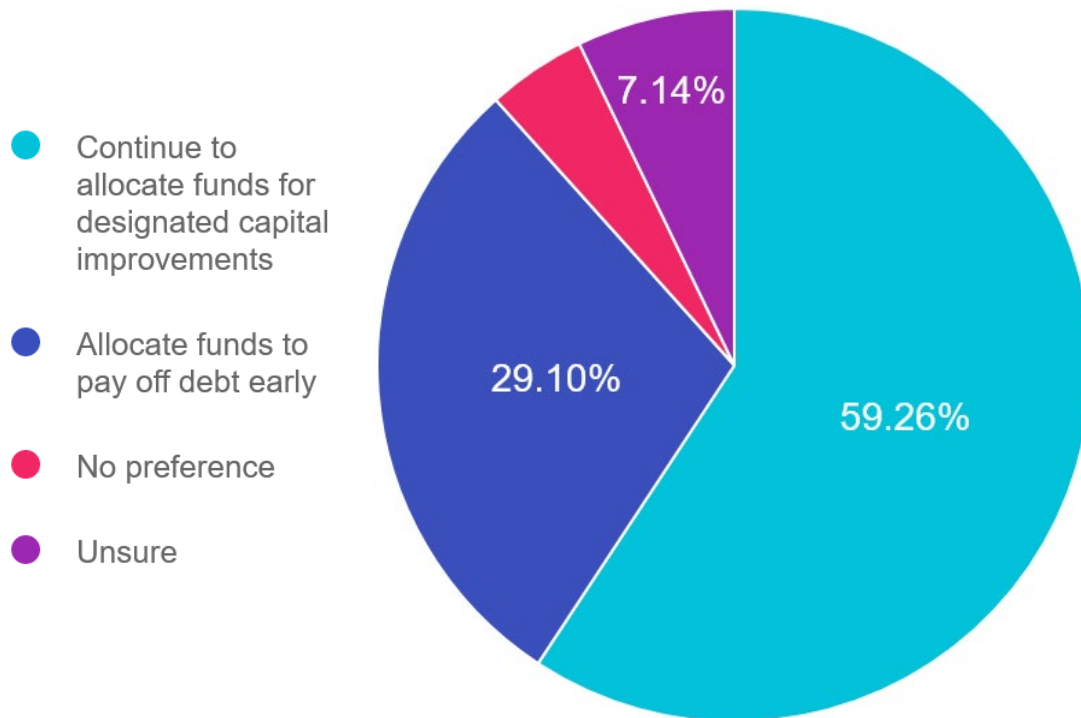
—35 to 44 year old female
resident of Eagle Ranch

Sales Tax Capital Improvement Fund Survey

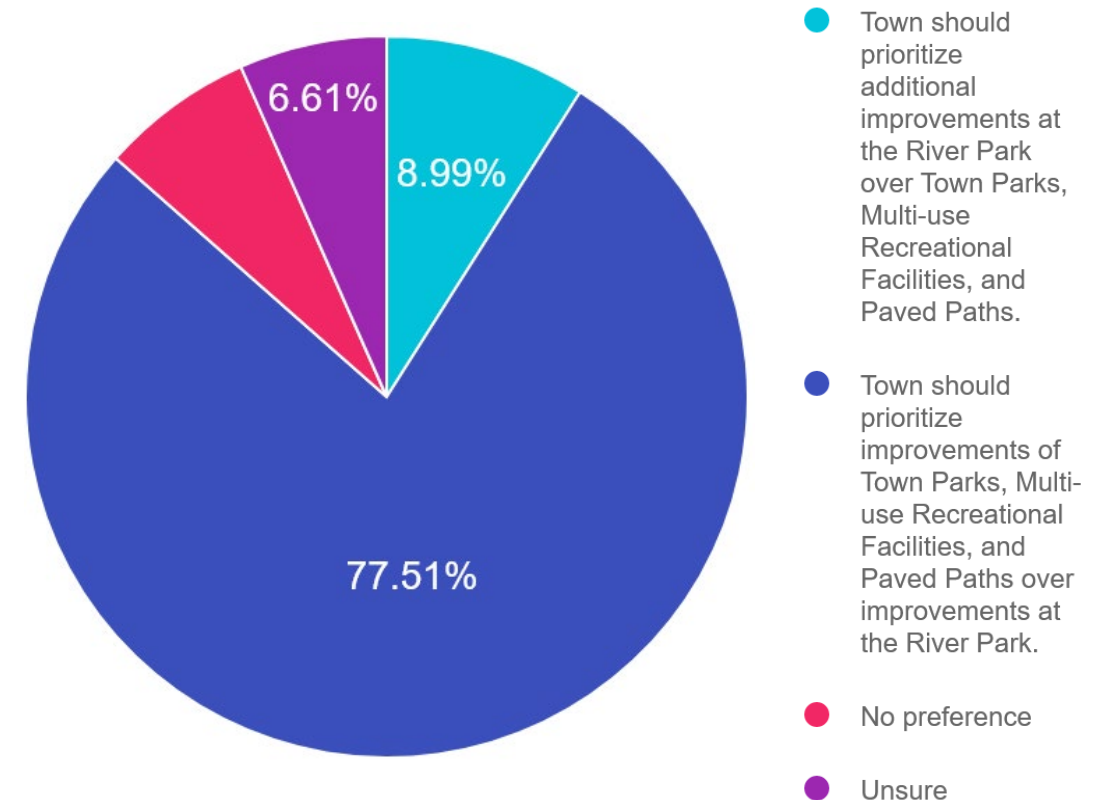
379 RESPONDENTS

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.

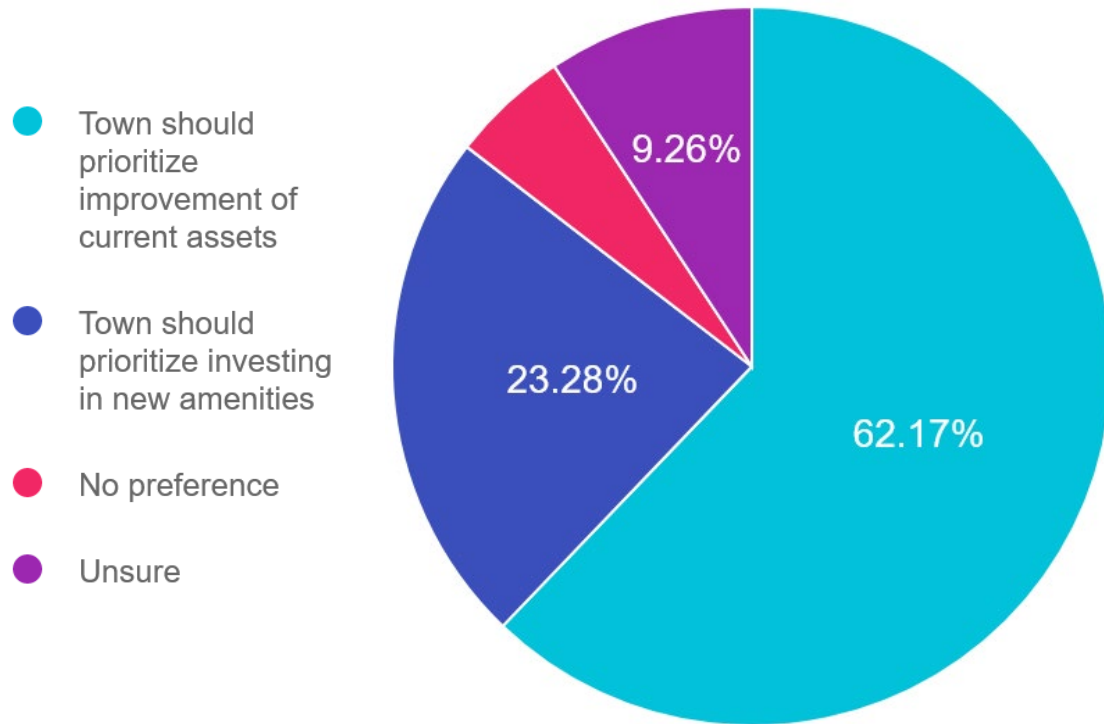


Approximately 1/3 of the annual funding is utilized toward the debt service resulting from the construction of the River Park. With this knowledge, how do you feel about using the funds toward additional projects at the River Park?

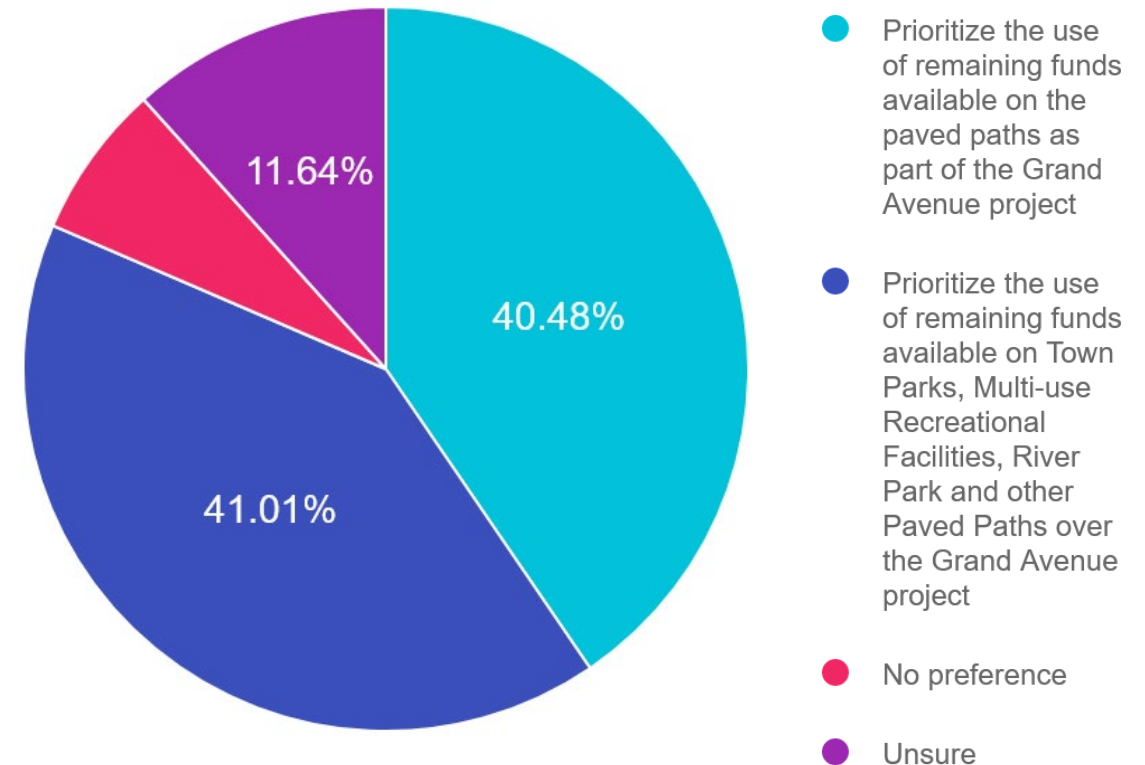


Prioritizing STCIF funds ... Split on Grand Avenue

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?



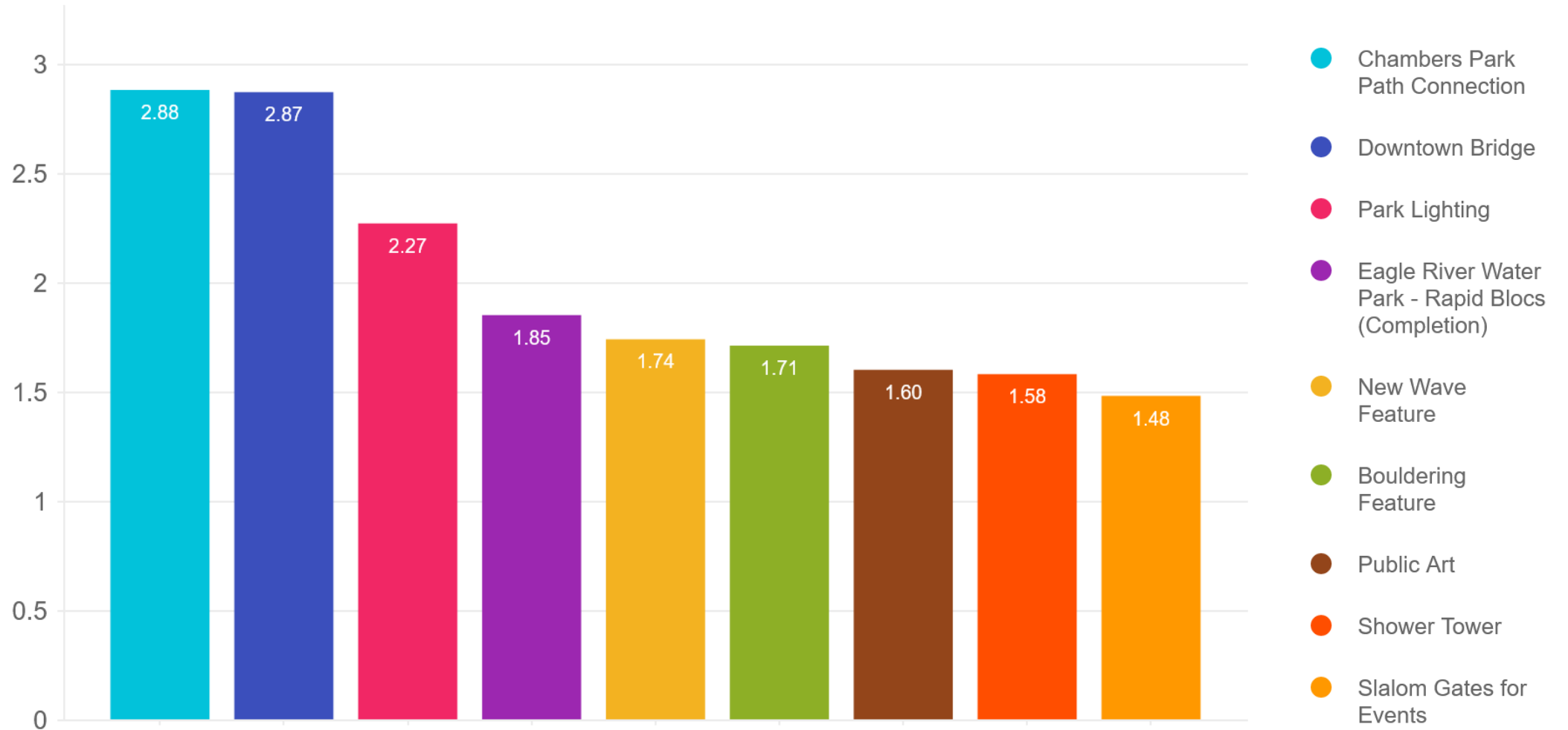
Town may seek additional tax funding specifically for the \$65 million Grand Avenue project. The project includes paved paths that could be partially funded with the half-cent sales tax. How would you feel about the Town utilizing the remaining funds toward the paths along Grand Avenue?



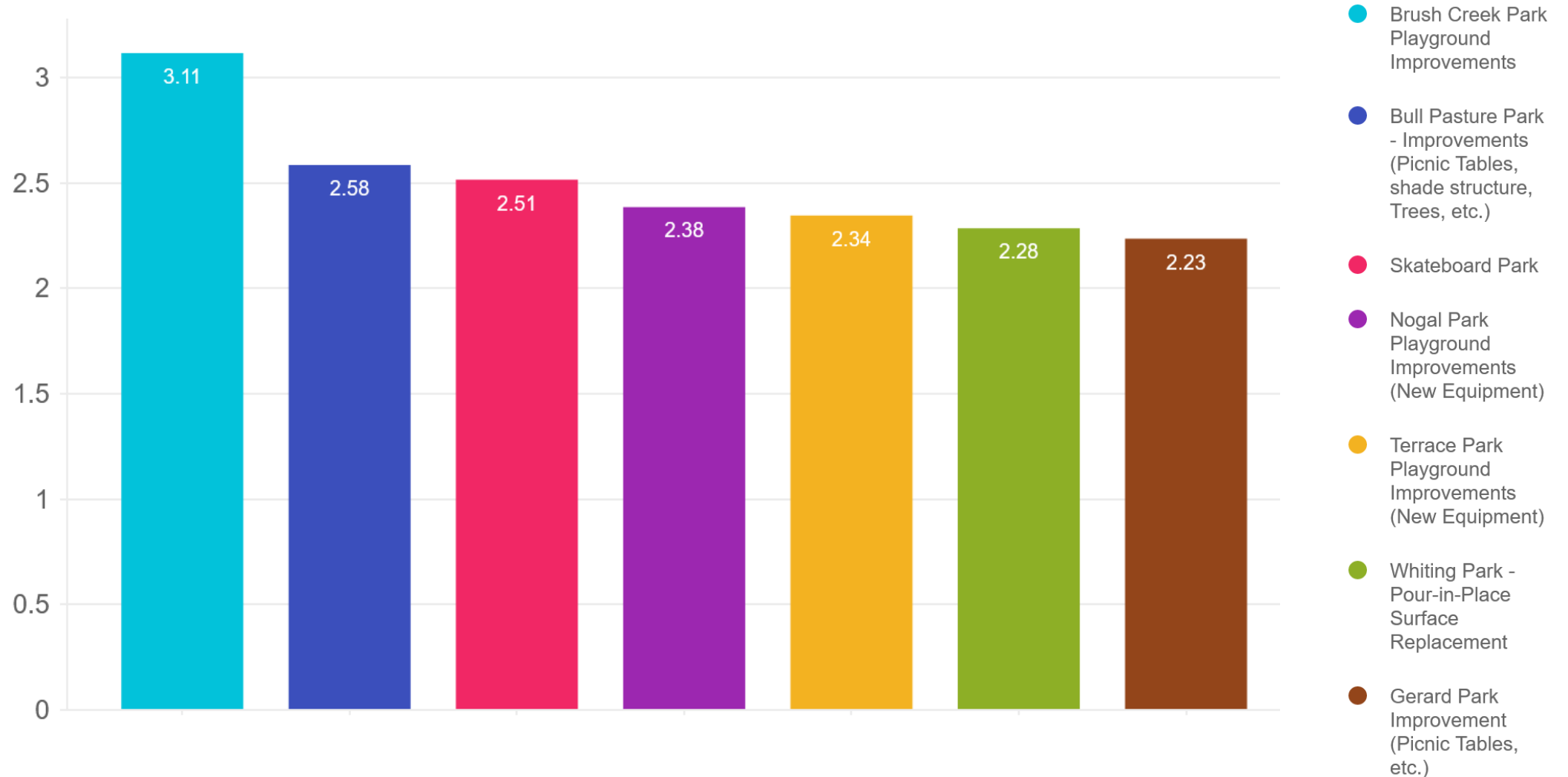
Specific Improvements and Projects

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:

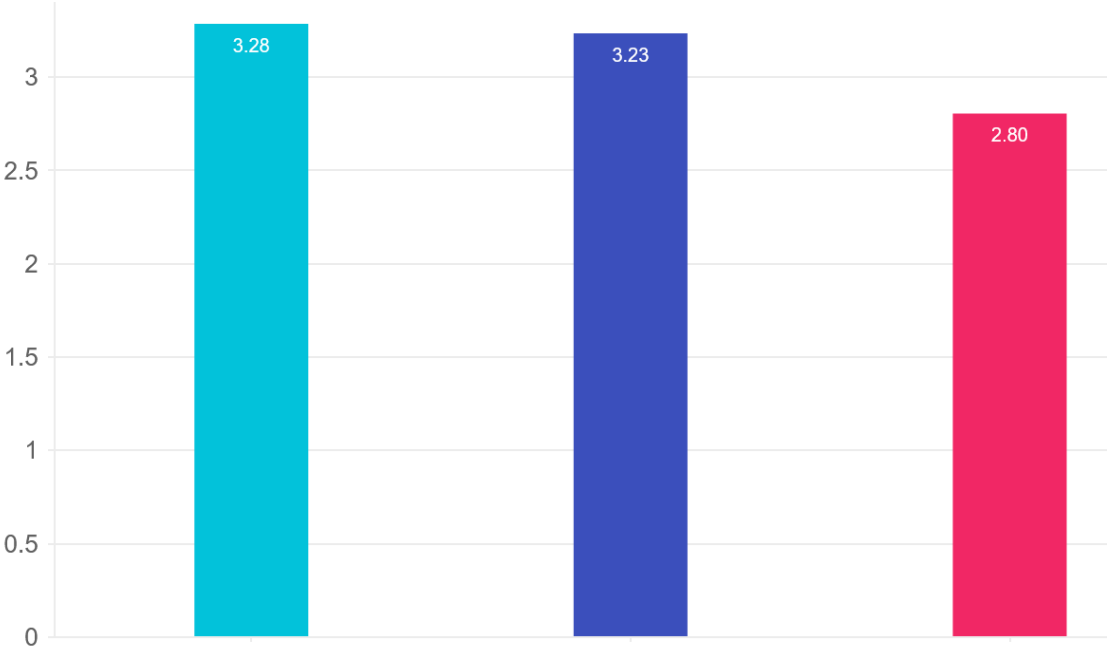


Town Park Improvements:



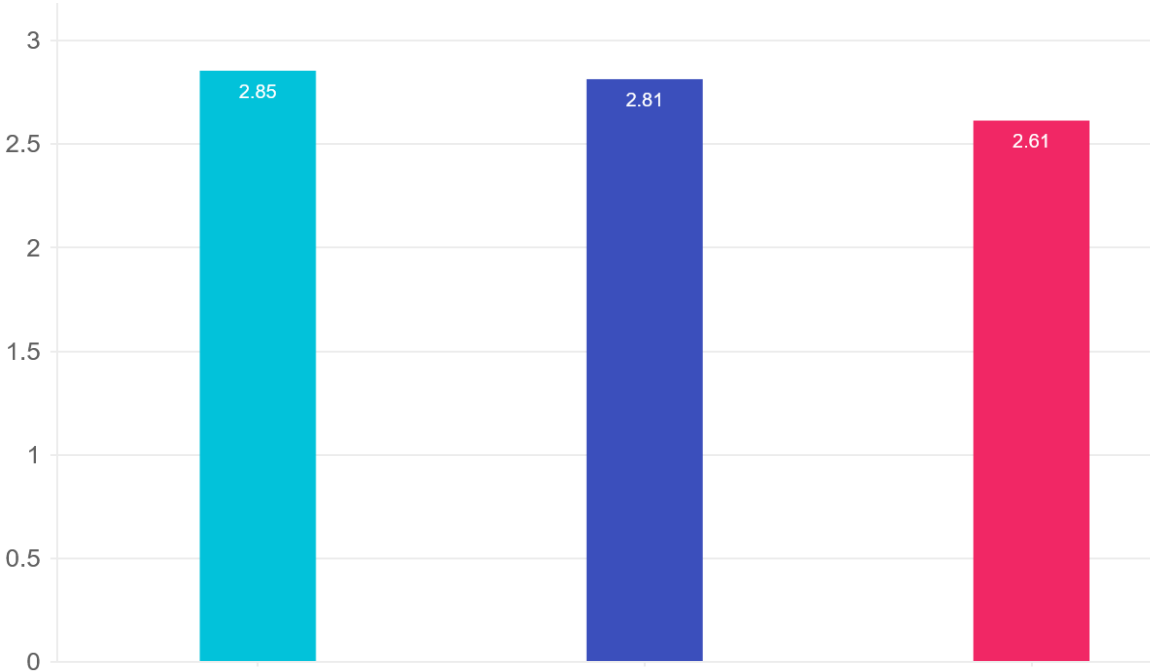
Paved Paths, Multi-Use Facility Improvements

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

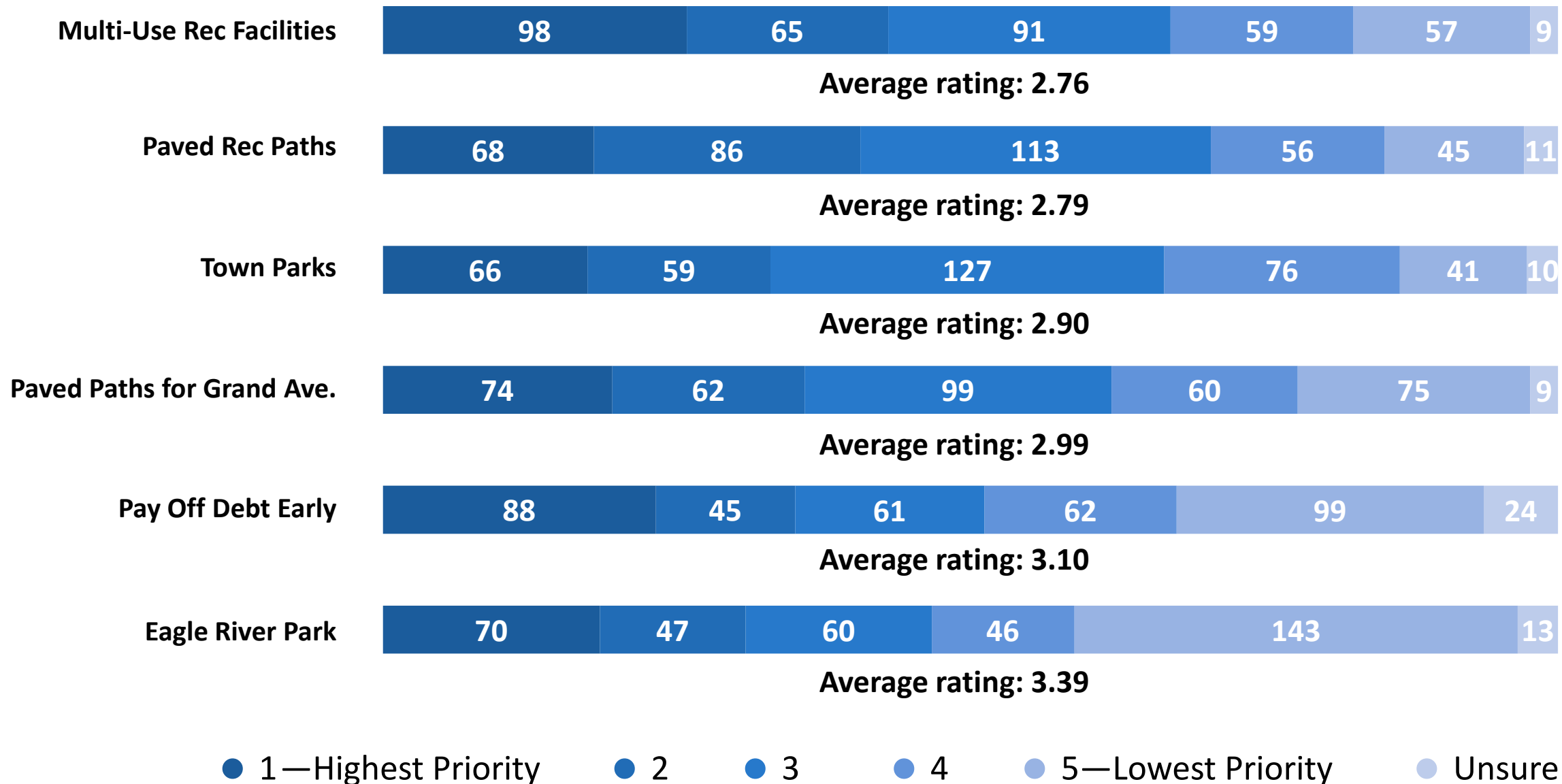
Multi-Use Recreational Facilities:



- 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?
