

# Town of Eagle 2024 Quality of Survey

In May 2024, the Town of Eagle invited residents and business owners to participate in an online survey focusing on Quality of Life Initiatives. The survey asked participants to prioritize four key initiatives: Grand Avenue Multimodal Corridor Project, Housing Affordability, Sustainability and 2028 Net Zero Goals, and Open Space and Recreation—and how to meaningfully fund projects within each initiative. Additionally, the town sought guidance on allocating its 0.5 percent Sales Tax Capital Improvement Fund. Below is an overview of key data from the survey. Visit [tinyurl.com/eaglequality](https://tinyurl.com/eaglequality) to review the full results.

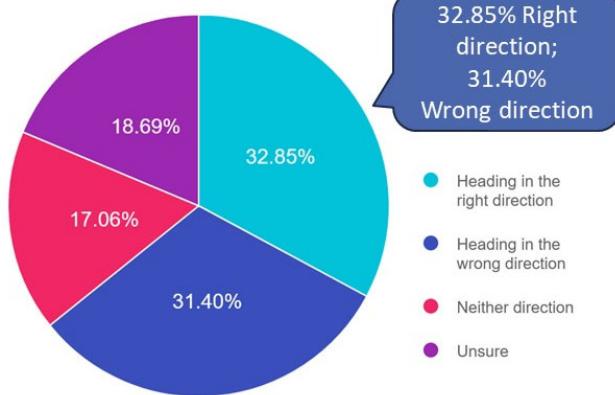
## Survey Process and Responses:

- Survey was provided online to town residents and business owners. Invitations were distributed through the town's water utility bill, mobile texts, emails, social media, Vail Daily advertisements and other communications channels.
- 553 community members responded, including two in Spanish.
- Responses were fairly spread across key demographic measures and closely matched in gender, age-range and neighborhood dispersion.

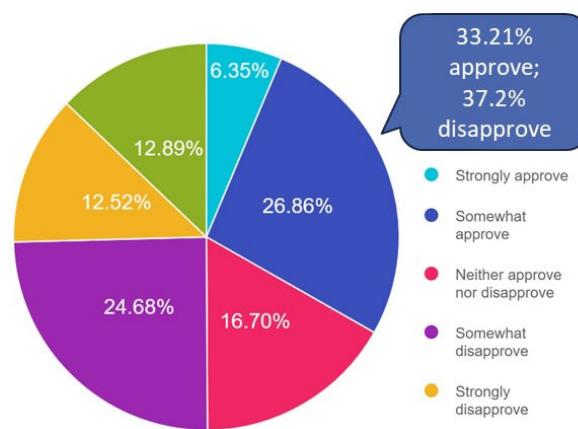
## Rating the Town of Eagle:

At the beginning of the survey, respondents were asked to rate the direction of the town and its government:

### 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?



## Top Community Concerns:

When asked about the **most important issue facing the Town of Eagle**, respondents focused on three areas:

- 29.95% stated growth and overcrowding; 23.77% chose cost and availability of housing; and 17.24% selected traffic and transportation.
- Just over 10% provided another concern—but most answers focused on development, growth and traffic.

## Quality of Life Priorities:

Respondents were asked to rank the four Quality of Life priorities on a scale of 1 to 5, with 5 being most important.

1. Open Space and Outdoor Recreation—Average rating of 3.77 out of 5
2. Grand Avenue Multimodal Corridor Project—Average rating of 3.67 out of 5
3. Housing affordability—Average rating of 2.81 out of 5
4. Sustainability and Net Zero 2028 Goals—Average rating of 2.40 out of 5

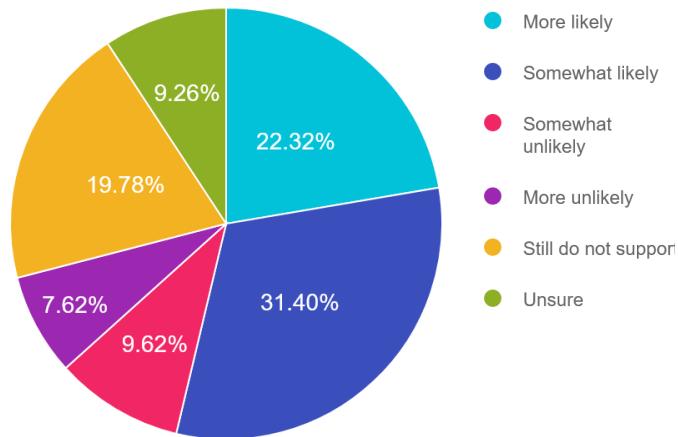
A follow-up question was asked about the urgency of funding these priorities. More than 70% of respondents wanted Grand Avenue and Open Space projects funded within the next three years, while only 60% had the same level of urgency for Housing Affordability projects. Sustainability and Net Zero had just 31% supporting funding within the next three years.

## **Funding the Quality of Life initiatives:**

Respondents were asked to give their preference for either a dedicated sales tax or property tax to help fund these priorities. Both ranked low with respondents, with a property tax at an average rating of 2.10 out of 5 and sales tax at 2.42 out of 5.

**Respondents showed a willingness to support a bond to close the gap for funding the Grand Avenue project:**

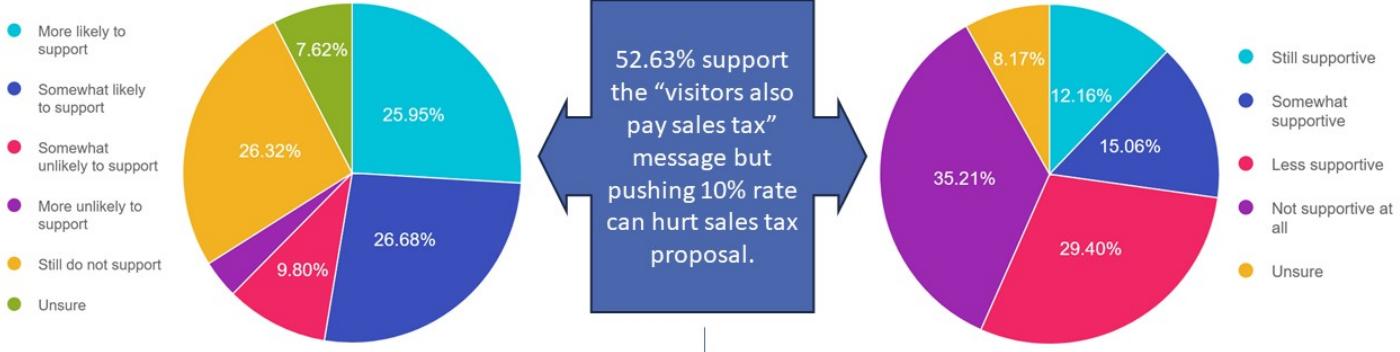
The Town of Eagle has initiated engineering and planning for the Grand Avenue reconstruction project, estimated to cost \$65 million or more. Through careful budgeting, the Town aims to save and invest \$17.5 million for the project. Additionally, efforts are underway to secure state and federal grants.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



**On sales tax**, respondents were more likely to support knowing that tourists and visitors would help pay a larger share. However, that message was balanced when told the overall sales tax amount for the Town would be close to 10%:

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?



## **Community Feedback Responses:**

At the end of the survey, respondents had the opportunity to share feedback with the Town Council. More than 170 respondents provided substantive comments. These responses were shared with the Town Council. Below is a word cloud highlighting some of the top themes:

