

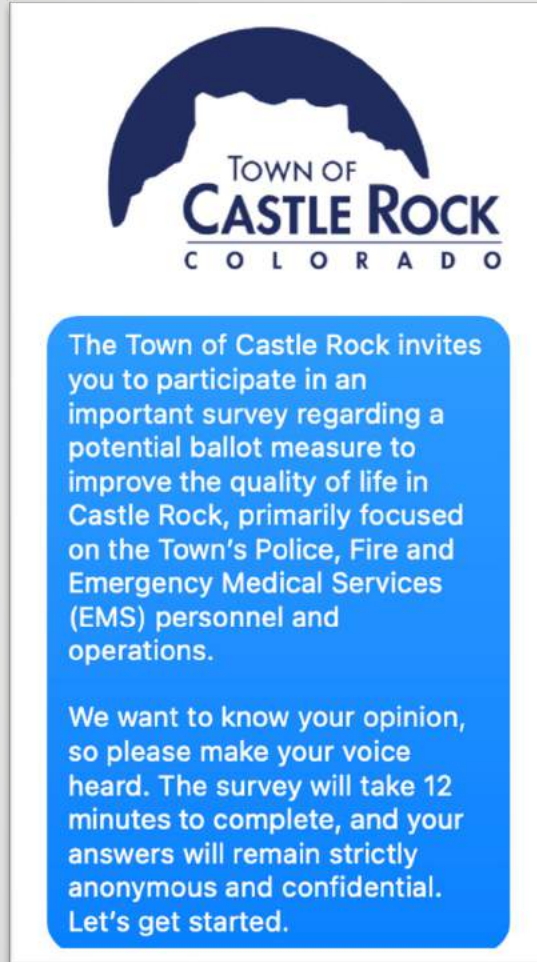


Town of Castle Rock Public Safety Ballot Measure Survey

April 30th to May 12th, 2024



Methodology



Magellan Strategies is pleased to present the results of a survey of 1,092 voters in Castle Rock, Colorado. The interviews were conducted from April 30th to May 13th, 2024.

The overall survey responses have a margin of error of +/- 2.94% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey data were weighted to represent presidential election year turnout in Castle Rock.

Town of Castle Rock Voter Registration and Past Turnout Demographics

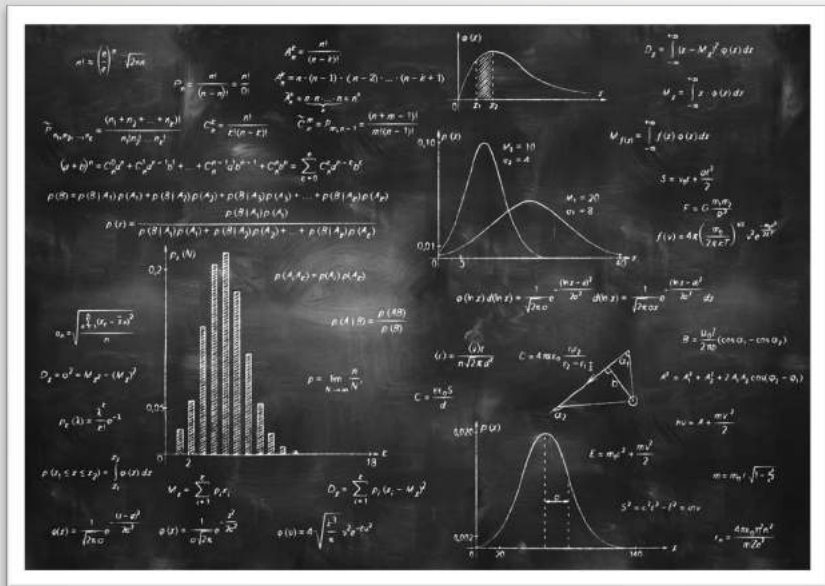
Town of Castle Rock Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	30,757	50.9%	14,491	51.6%	19,050	51.3%	12,672	51.2%	23,128	51.7%
Male	29,653	49.1%	13,581	48.4%	18,090	48.7%	12,090	48.8%	21,637	48.3%
Total	60,409	100.0%	28,071	100.0%	37,139	100.0%	24,762	100.0%	44,764	100.0%

Age Group	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
18-34	17,936	29.7%	4,728	16.8%	7,530	20.3%	3,847	15.5%	11,397	25.5%
35-44	12,548	20.8%	5,427	19.3%	7,646	20.6%	5,028	20.3%	9,716	21.7%
45-54	11,484	19.0%	5,821	20.7%	7,932	21.4%	5,386	21.8%	9,529	21.3%
55-64	8,886	14.7%	5,234	18.6%	6,508	17.5%	4,582	18.5%	6,977	15.6%
65+	9,555	15.8%	6,861	24.4%	7,523	20.3%	5,919	23.9%	7,145	16.0%
Total	60,409	100.0%	28,071	100.0%	37,139	100.0%	24,762	100.0%	44,764	100.0%

Party	Registration		2023		2022		2021		2020	
	Count	%	Count	%	Count	%	Count	%	Count	%
Unaffiliated	29,155	48.3%	11,986	42.7%	15,430	41.5%	9,438	38.1%	17,458	39.0%
Democrat	9,666	16.0%	4,994	17.8%	6,713	18.1%	4,565	18.4%	8,367	18.7%
Republican	20,425	33.8%	10,734	38.2%	14,459	38.9%	10,435	42.1%	18,181	40.6%
Libertarian	800	1.3%	263	0.9%	409	1.1%	256	1.0%	590	1.3%
Other	363	0.6%	94	0.3%	128	0.3%	68	0.3%	168	0.4%
Total	60,409	100.0%	28,071	100.0%	37,139	100.0%	24,762	100.0%	44,764	100.0%

Survey Objective



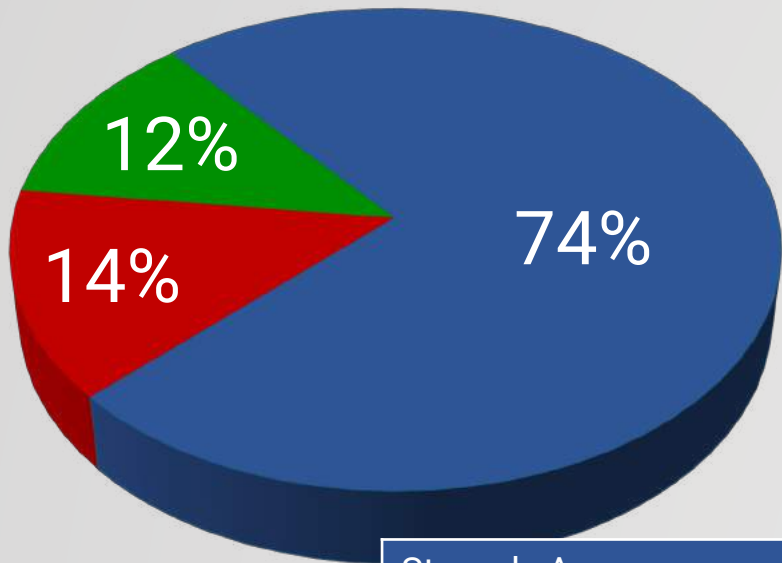
The primary objective of this survey was to measure voter support and opposition to a ballot measure that would increase sales taxes by .20% predominantly to fund public safety services, with \$200,000 for public arts and cultural programs, and the remainder to go toward road maintenance, parks and recreation.

Respondent Information



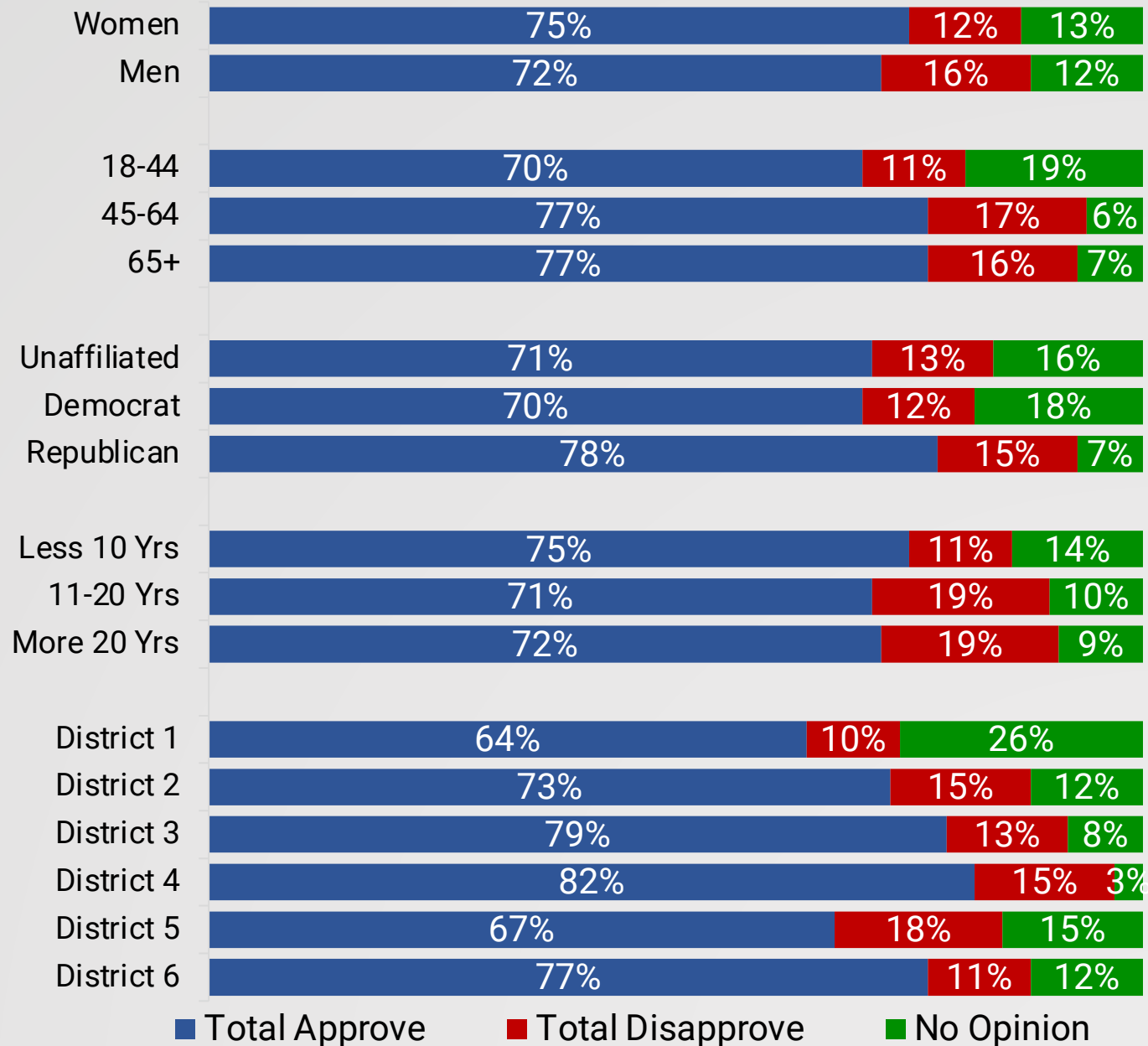
Before we start, you should know that the Town of Castle Rock has not decided to place a ballot measure before voters this November to generate additional revenue, primarily for the Castle Rock Police Department and Castle Rock Fire and Rescue. However, your participation in this survey will be valuable to elected decision-makers. Let's get started.

Generally speaking, do you approve or disapprove of the job the Town of Castle Rock is doing managing Town services, programs, and initiatives?



■ Total Approve
■ Total Disapprove
■ No Opinion

Strongly Approve	31%
Somewhat Approve	43%
Strongly Disapprove	4%
Somewhat Disapprove	10%



■ Total Approve
 ■ Total Disapprove
 ■ No Opinion



Please describe the reasons why you approve of the job the Town of Castle Rock is doing managing Town services.

[Asked of 691 respondents who approved of the way the Town is managing services]

The top themes were:

Public Safety and Low Crime Rate: Many respondents appreciate the town's focus on safety, low crime rates, and efficient police and emergency services. The community feels secure and well-protected, which is a significant factor in residents' approval.

Quality and Availability of Local Amenities: Residents are pleased with the parks, recreational opportunities, and the general upkeep of the town. The availability of family-friendly activities and well-maintained public spaces contributes to a high quality of life.

Effective Management of Growth and Infrastructure: Although rapid growth is a concern, many feel that the town is handling the expansion responsibly. There's a focus on maintaining the town's values and aesthetics despite the challenges of accommodating more residents and businesses.

Please describe the reasons why you disapprove of the job the Town of Castle Rock is doing managing Town services.

[Asked of 219 respondents who disapproved of the way the Town is managing services]

The top themes were:

Rapid Growth and Development: Many residents feel that the town is growing too quickly without adequate planning or infrastructure to support the new development. This includes concerns about overbuilding, particularly with high-density housing like apartments and condos, which are believed to overshadow the town's character and overwhelm existing resources.

Traffic and Infrastructure Issues: A significant number of responses cited issues with traffic congestion and inadequate infrastructure. Complaints include poorly planned roads, insufficient parking downtown, and traffic management problems that exacerbate congestion and accessibility issues, particularly during emergencies.

Lack of Essential Services and Amenities: Residents are concerned about the scarcity of vital services such as adequate policing and emergency response capabilities. There are also calls for more recreational centers and better maintenance of public spaces. Concerns about the adequacy of water supply and the management of other utilities like snow removal were frequently mentioned.

What are the top two or three issues or problems the Town of Castle Rock should be addressing the most?

The top themes were:

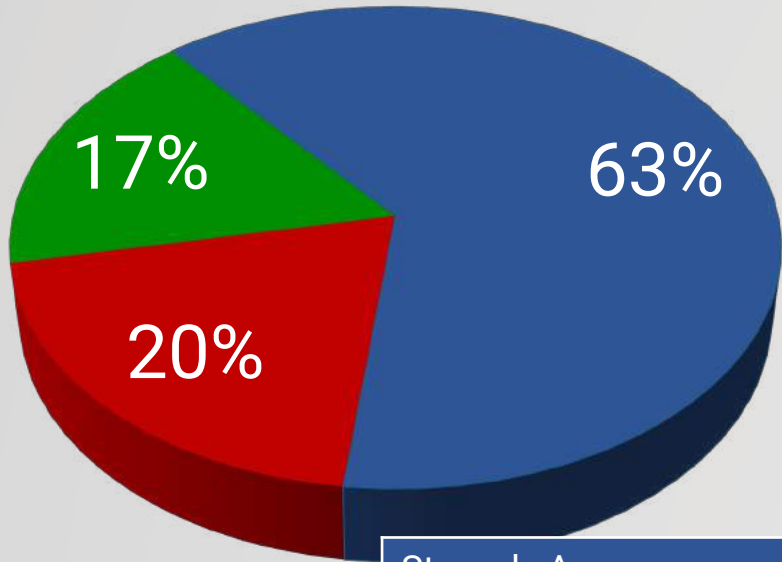
Growth and Development Management: Many responses highlight concerns about rapid growth leading to problems like traffic congestion, strain on infrastructure, and loss of community character. Residents suggest slowing down growth, managing it more effectively, and ensuring that development doesn't outpace the town's ability to provide necessary services and infrastructure.

Traffic and Infrastructure: Traffic issues are a significant concern, with many citing congestion, poor road conditions, and inadequate traffic management. There's also a call for improvements in infrastructure such as better roads, more parking solutions, and updated traffic light systems to accommodate the increasing population.

Public Safety and Security: Enhancements in police presence, firefighting services, and overall public safety measures are frequently mentioned. Concerns include better lighting in public areas, increased police visibility, and resources for handling emergencies, particularly in newer or rapidly growing neighborhoods.

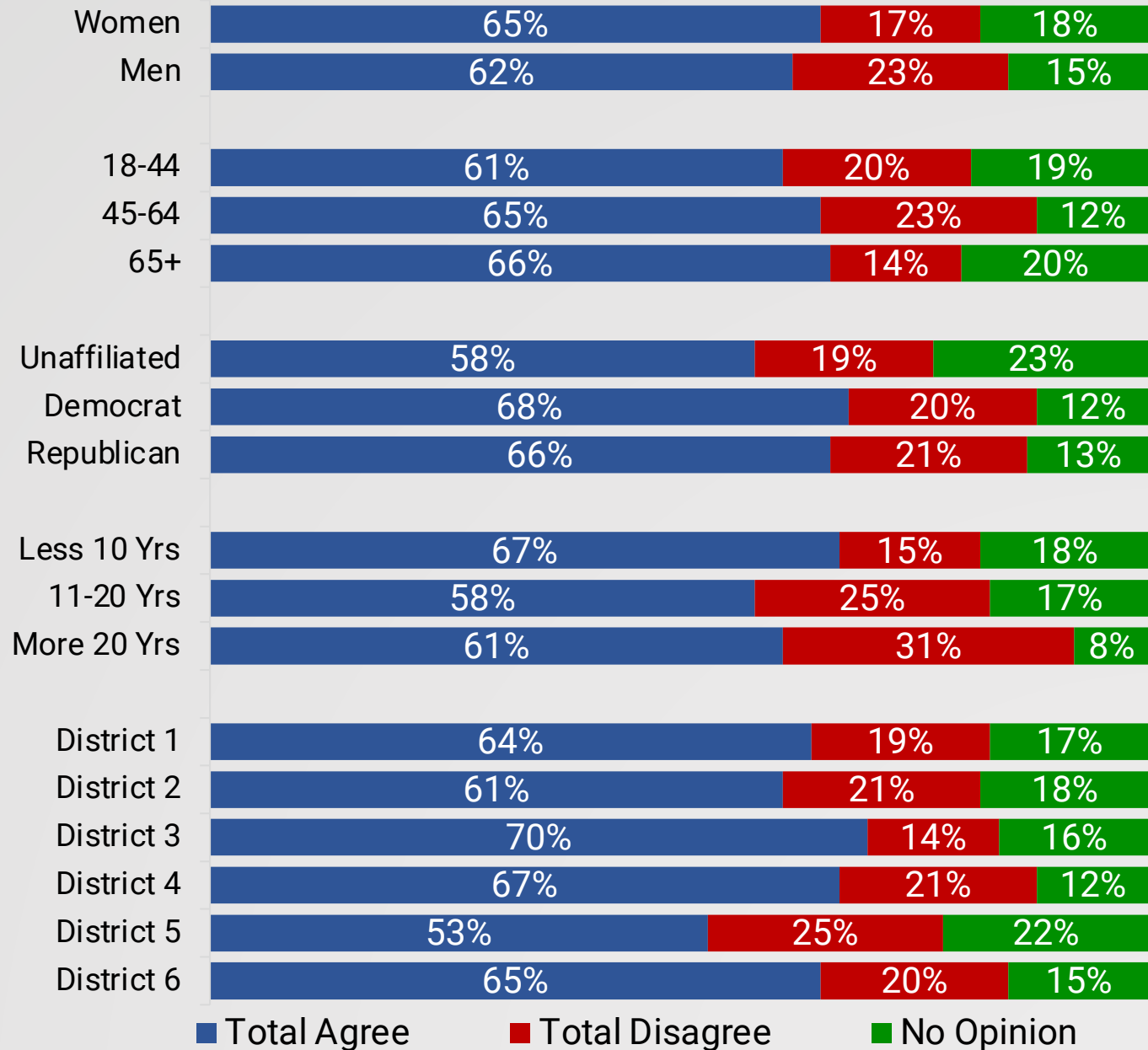
Water Conservation and Management: With the growth, there's an awareness of water sustainability. Respondents express the need for better water management practices, conservation efforts, and infrastructure improvements to ensure a reliable water supply.

Do you agree or disagree with the following statement? *“The Town of Castle Rock is fiscally responsible and spends taxpayer money wisely.”*



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

Strongly Agree	19%
Somewhat Agree	44%
Strongly Disagree	8%
Somewhat Disagree	12%



■ Total Agree ■ Total Disagree ■ No Opinion

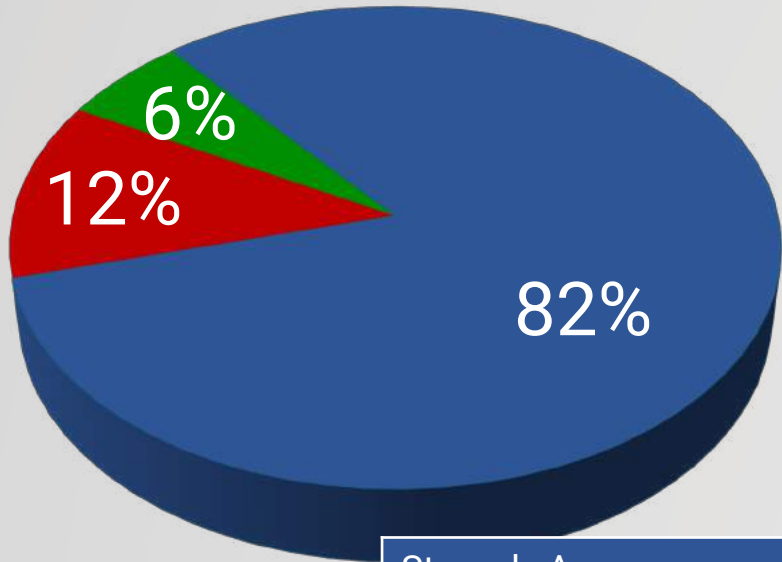


Respondent Information



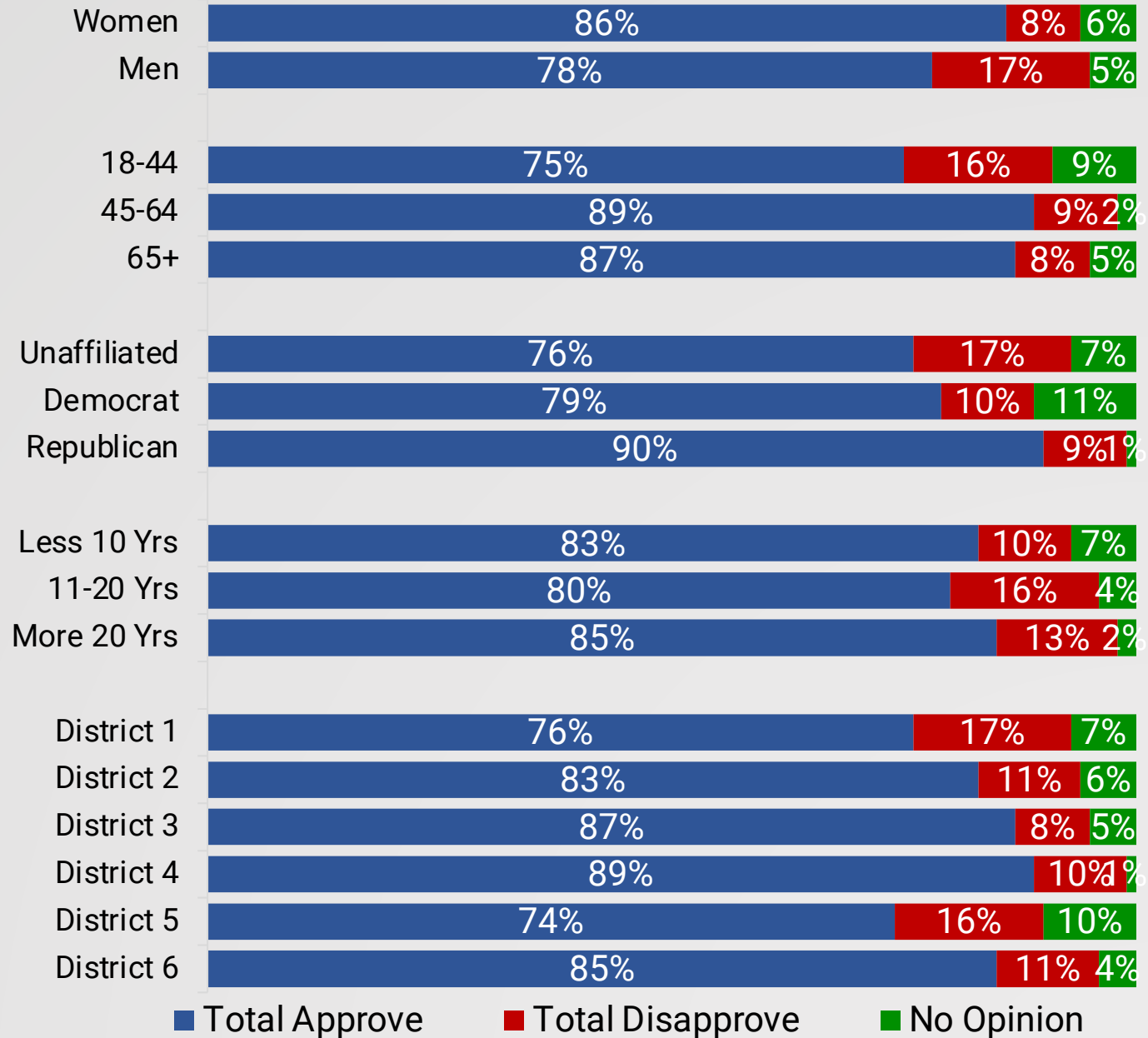
Thinking now about Castle Rock
Police Department...

Do you approve or disapprove of the job the Castle Rock Police Department is doing?



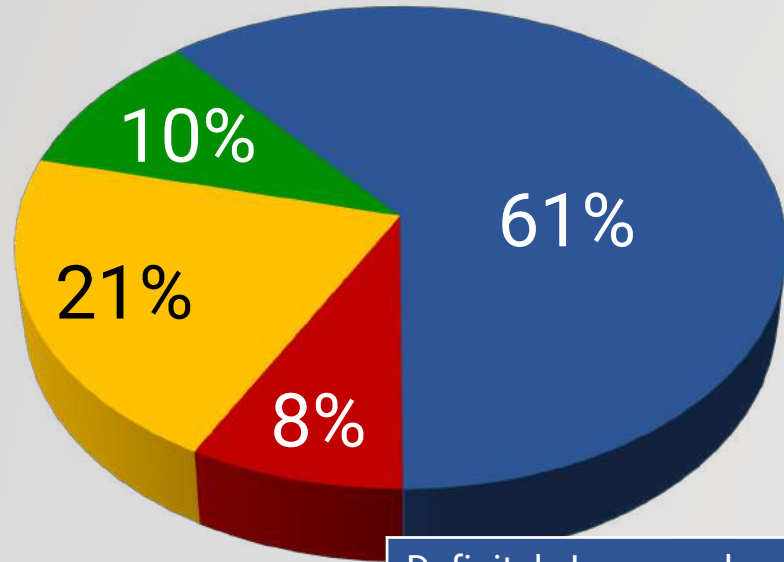
■ Total Approve
■ Total Disapprove
■ No Opinion

Strongly Approve	56%
Somewhat Approve	26%
Strongly Disapprove	7%
Somewhat Disapprove	5%



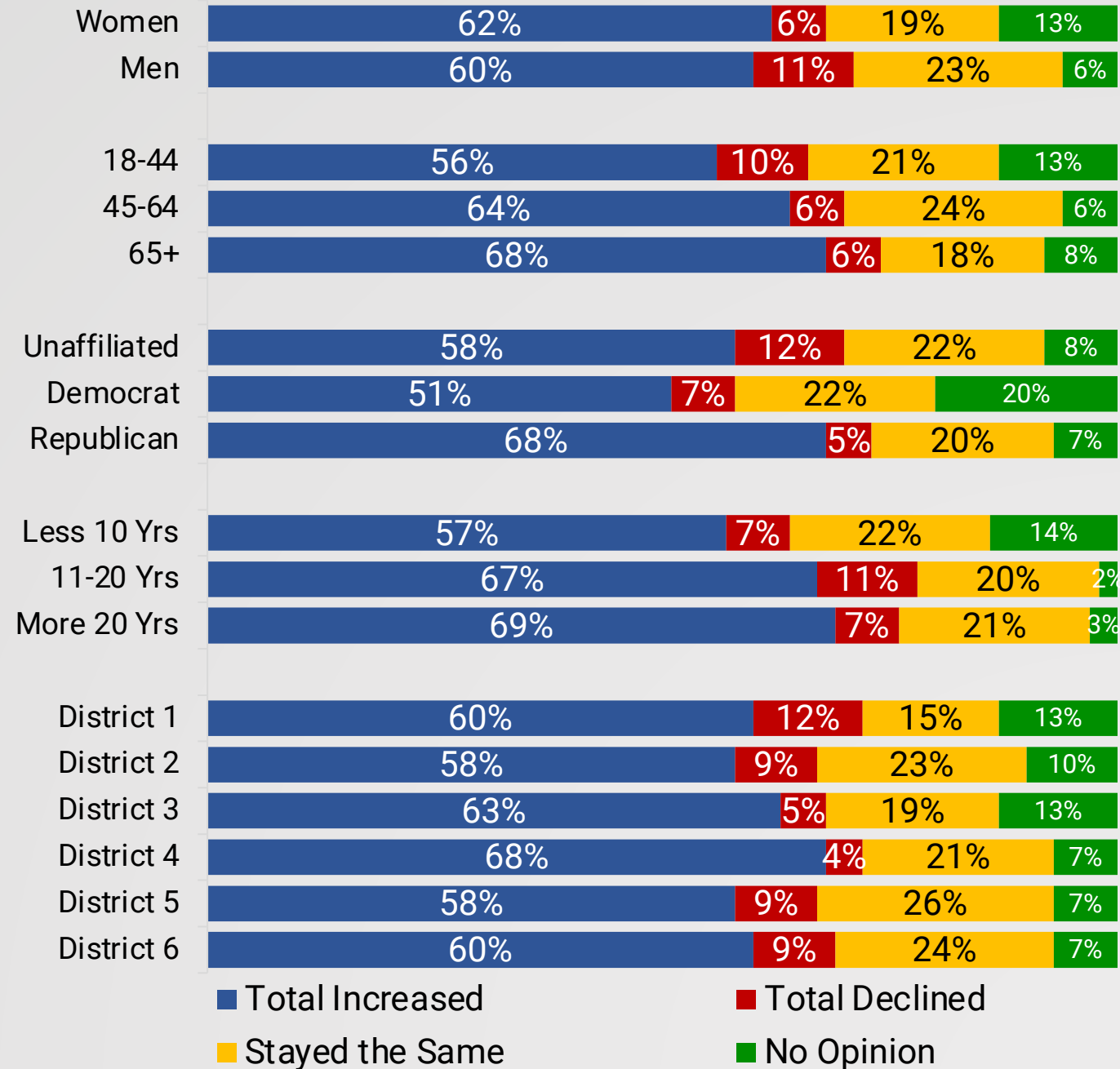
■ Total Approve ■ Total Disapprove ■ No Opinion

Do you think the need for public safety services provided by the Castle Rock Police Department has increased, stayed about the same, or declined in the past five years?



- Total Increased
- Total Declined
- Stayed the Same
- No Opinion

Definitely Increased	30%
Probably Increased	31%
Definitely Decreased	6%
Probably Decreased	2%



- Total Increased
- Total Declined
- Stayed the Same
- No Opinion

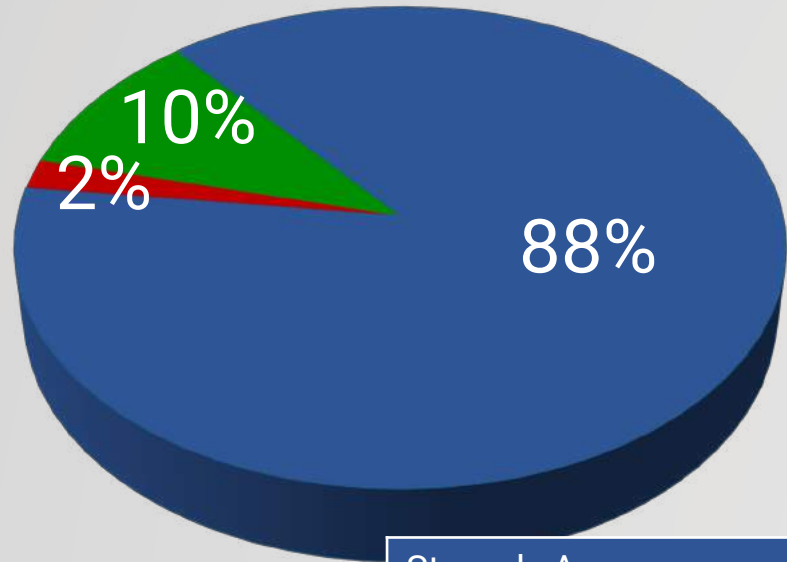


Respondent Information



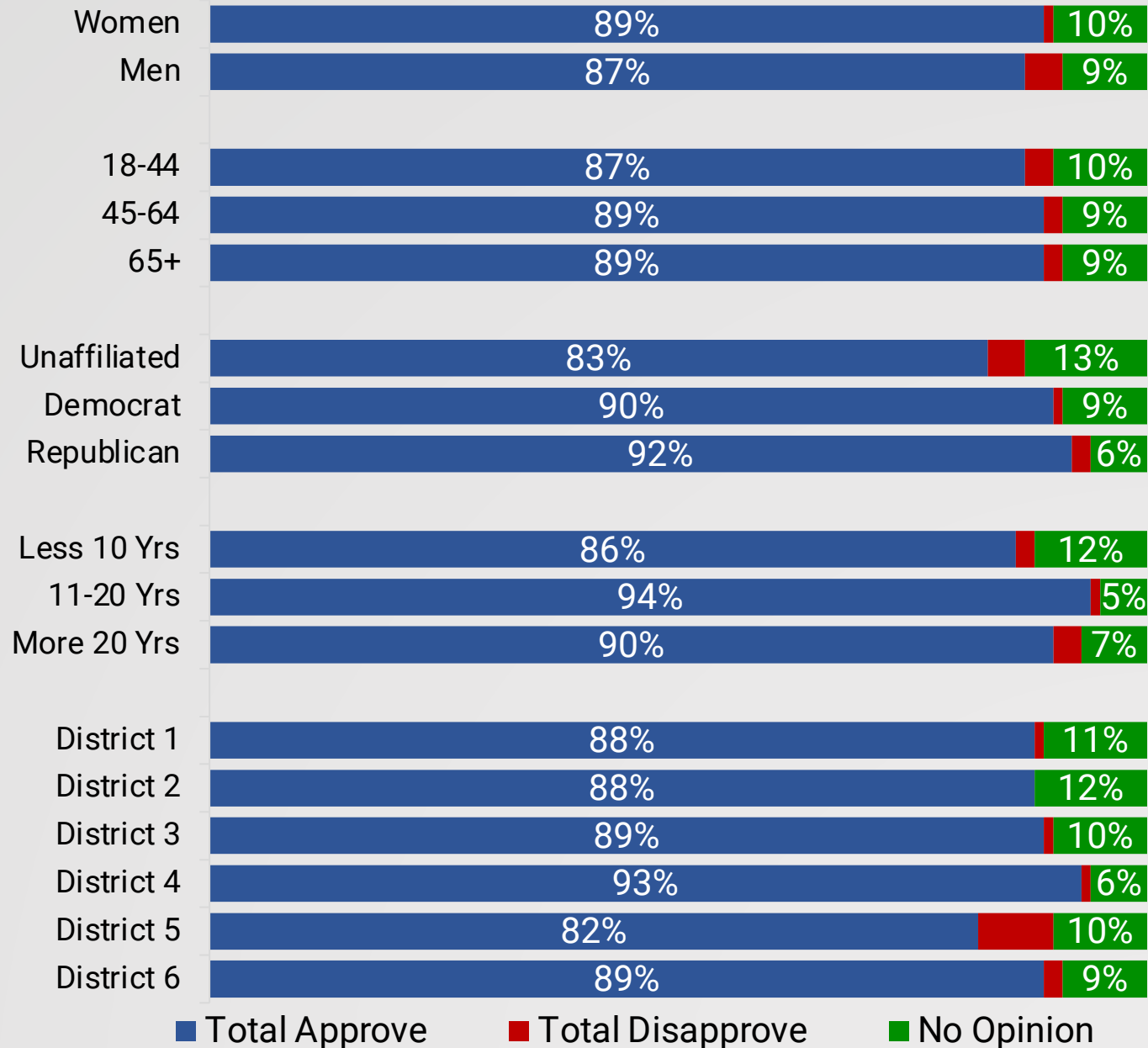
Thinking now about Castle Rock Fire and Rescue

Do you approve or disapprove of the job Castle Rock Fire and Rescue is doing providing fire protection, ambulance, and emergency medical services to residents?



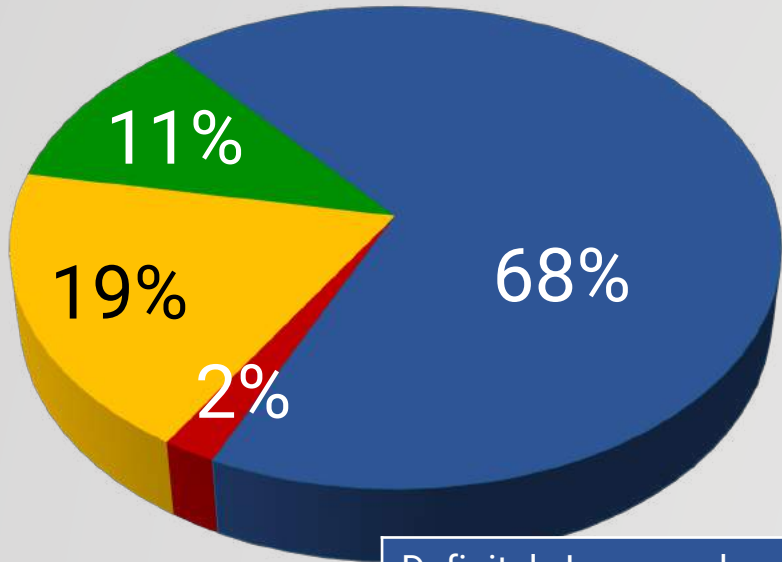
■ Total Approve
 ■ Total Disapprove
 ■ No Opinion

Strongly Approve	69%
Somewhat Approve	19%
Strongly Disapprove	1%
Somewhat Disapprove	1%



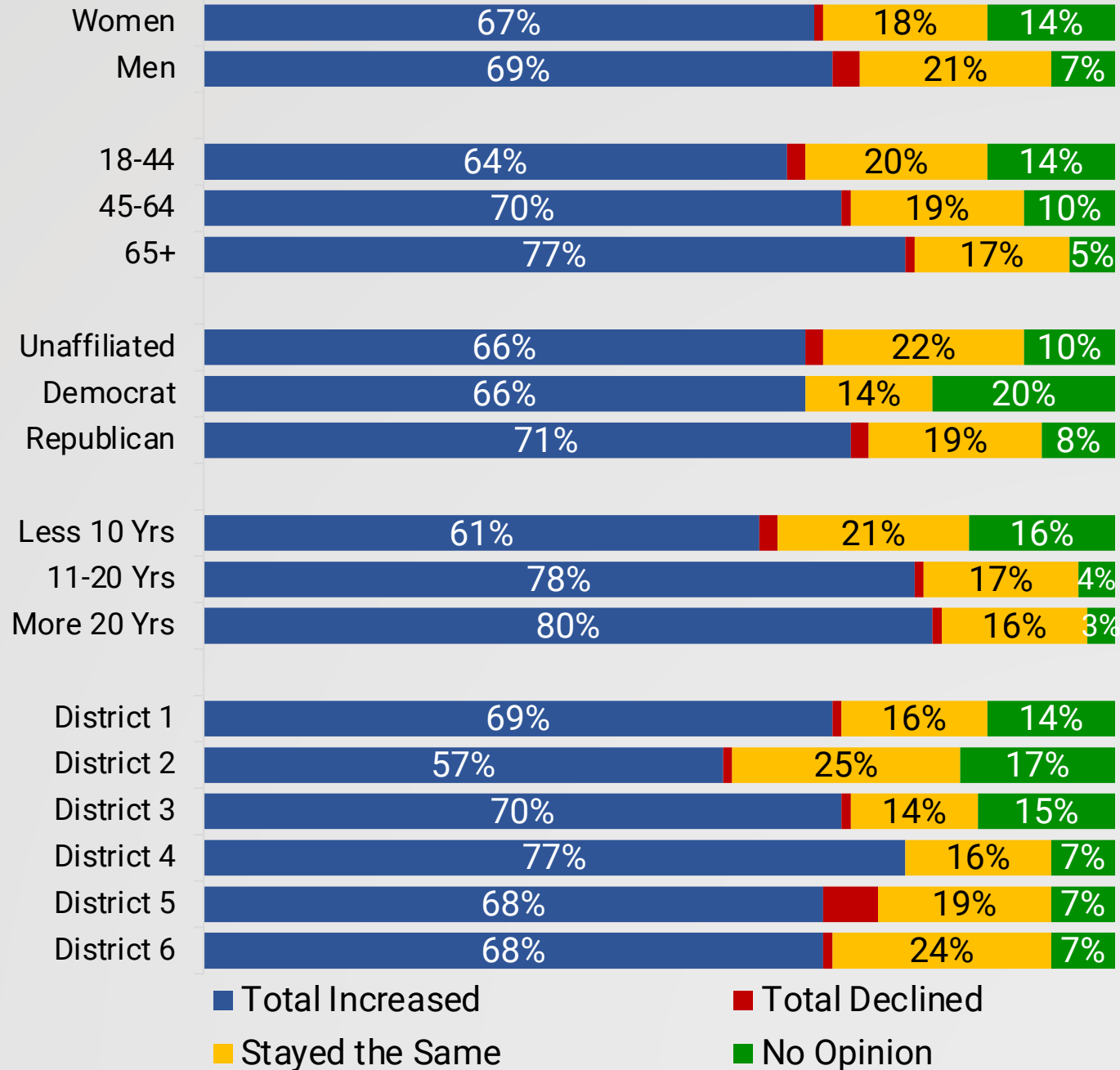
■ Total Approve ■ Total Disapprove ■ No Opinion

Do you think the need for public safety services provided by Castle Rock Fire and Rescue has increased, stayed about the same, or declined in the past five years?



- Total Increased
- Total Declined
- Stayed the Same
- No Opinion

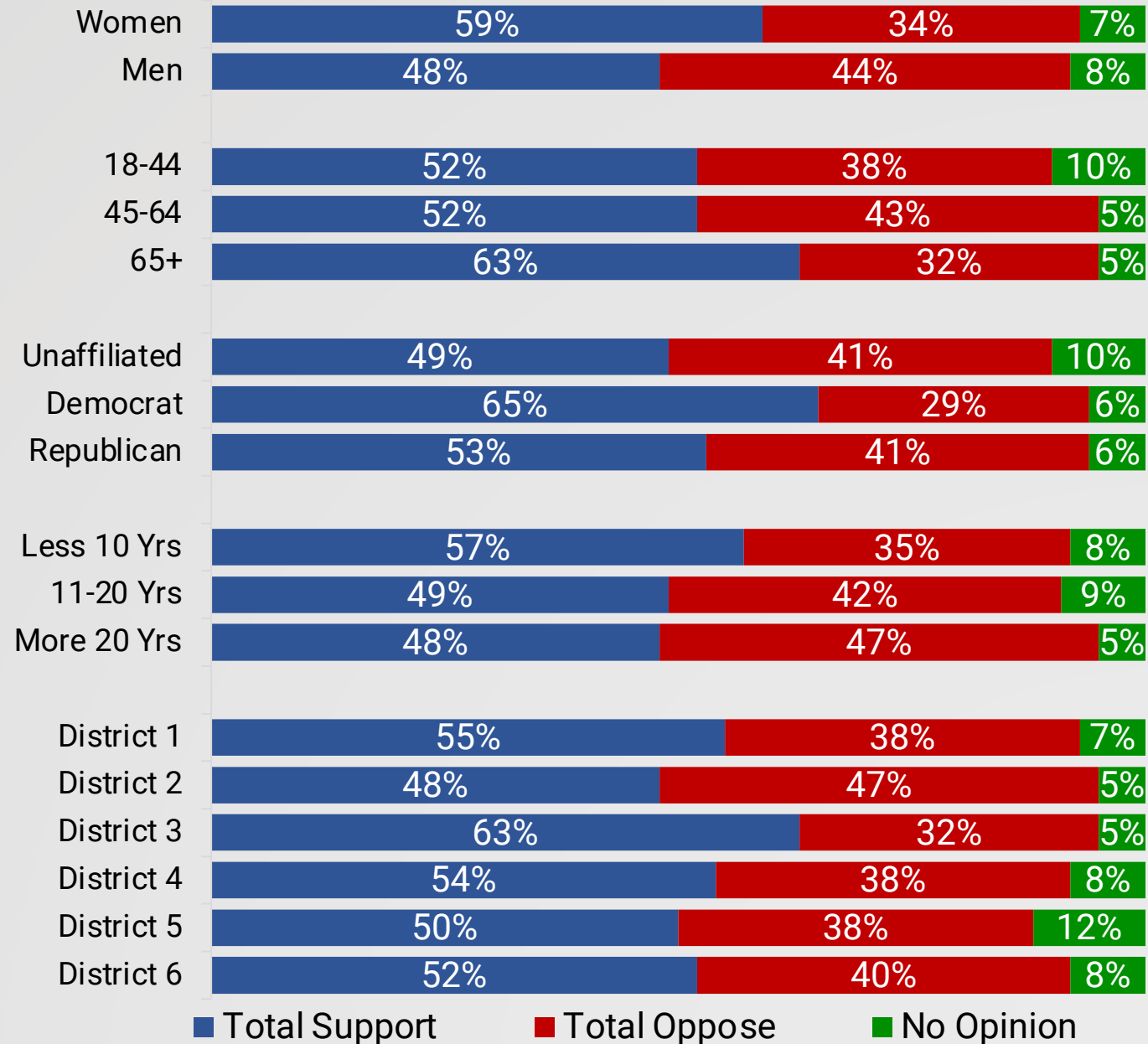
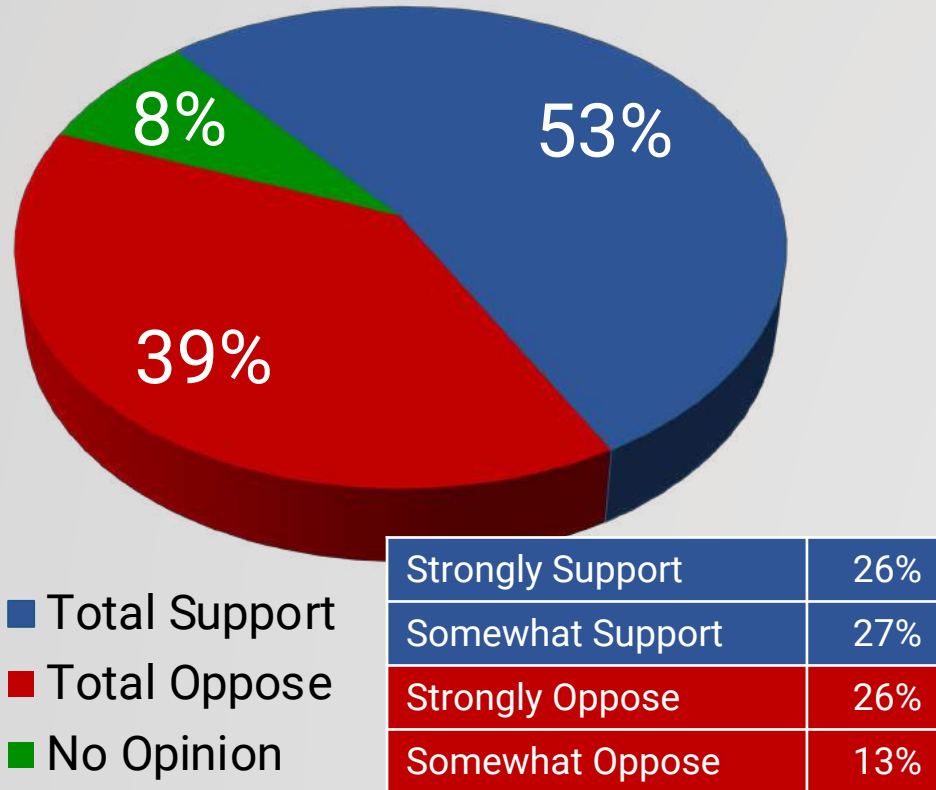
Definitely Increased	32%
Probably Increased	36%
Definitely Decreased	1%
Probably Decreased	1%



- Total Increased
- Total Declined
- Stayed the Same
- No Opinion



Would you support or oppose a modest sales tax increase to create additional funding for the Castle Rock Police Department and Castle Rock Fire and Rescue?



Uninformed .20% Sales Tax Increase Ballot Test

This November, the Town of Castle Rock is considering asking voters to approve a ballot measure to primarily fund public safety personnel and operations. Please read the possible ballot language below and indicate if you would vote yes and approve it or if you would vote no and reject it.

Uninformed .20% Sales Tax Increase Ballot Test

SHALL TOWN OF CASTLE ROCK TAXES BE INCREASED BY \$3,750,000 ANNUALLY BEGINNING JANUARY 1, 2025, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BY AN ADDITIONAL SALES AND USE TAX OF .20% (WHICH WOULD COST 20 CENTS ON A \$100 PURCHASE) TO FUND:

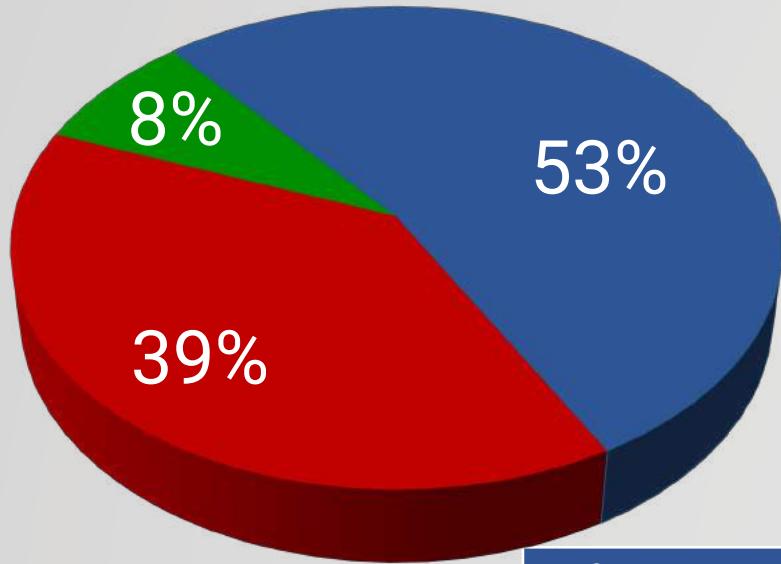
- THE HIRING OF 22 POLICE PERSONNEL IN THE NEXT 5 YEARS, INCLUDING 2 SCHOOL RESOURCE OFFICERS
- THE HIRING OF 18 FIRE AND RESCUE PERSONNEL IN THE NEXT 5 YEARS, INCLUDING STAFFING FOR AN ADDITIONAL AMBULANCE UNIT
- A MINIMUM OF \$200,000 PER YEAR, WITH ANNUAL INFLATION ADJUSTMENTS, TOWARD PUBLIC ARTS AND CULTURE AS DETERMINED BY TOWN COUNCIL
- REMAINING FUNDS WILL SUPPORT ROAD MAINTENANCE AND PARKS AND RECREATION SERVICES

AND SHALL THE TOWN BE AUTHORIZED TO COLLECT, RETAIN AND SPEND THE PROCEEDS OF THE REVENUE FROM SUCH TAXES AND ANY EARNINGS THEREON WITHOUT LIMITATION OR CONDITION AS A VOTER-APPROVED REVENUE CHANGE UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

If this 0.20% sales tax question was on the ballot this November, would you vote yes and approve it, or would you vote no and reject it?

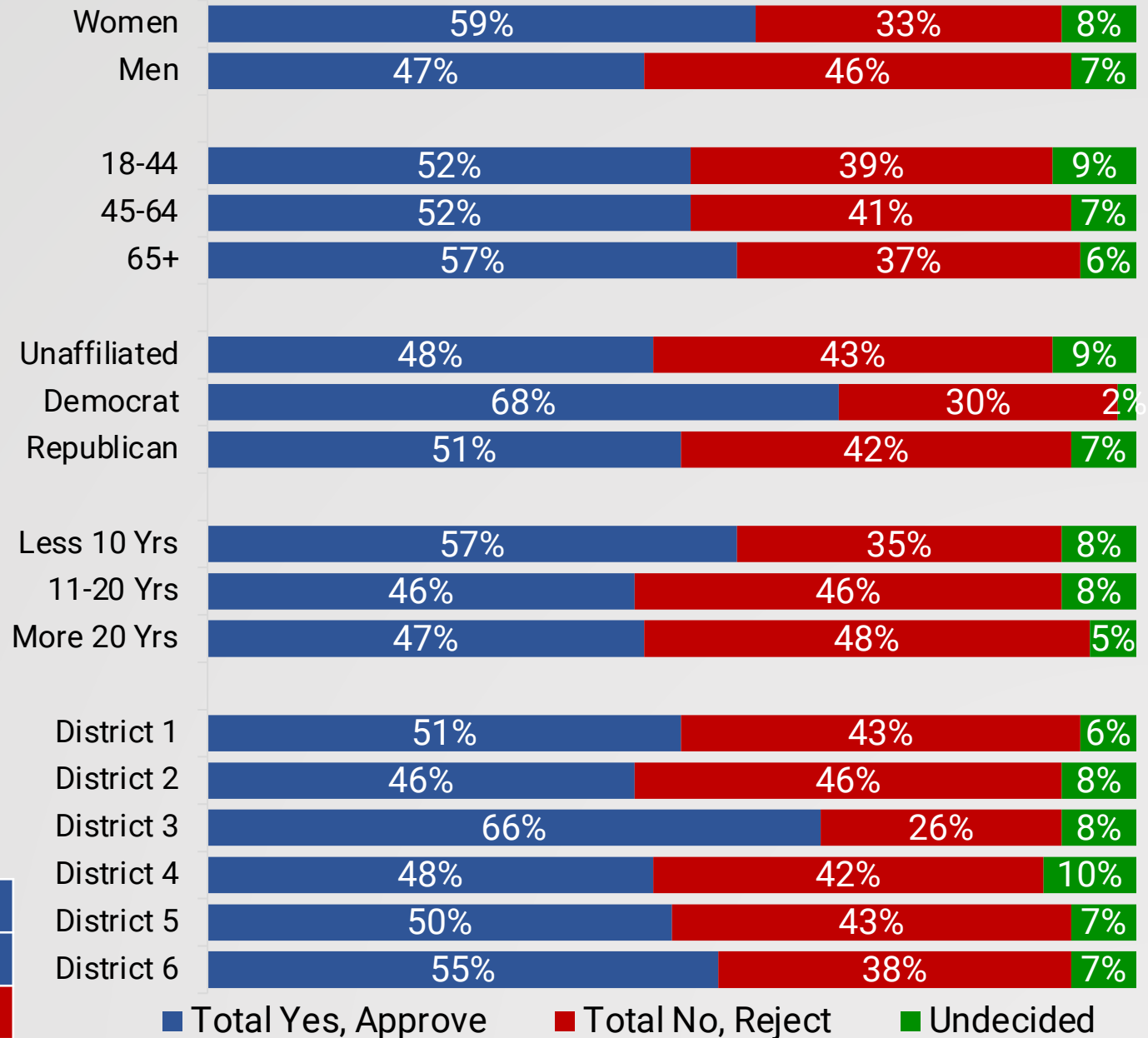
Uninformed .20% Sales Tax Increase Ballot Test

If this 0.20% sales tax question was on the ballot this November, would you vote yes and approve it, or would you vote no and reject it?



- Total Yes, Approve
- Total No, Reject
- Undecided

Definitely Yes, Approve	28%
Probably Yes, Approve	25%
Definitely No, Reject	24%
Probably No, Reject	15%



- Total Yes, Approve
- Total No, Reject
- Undecided

Information Questions

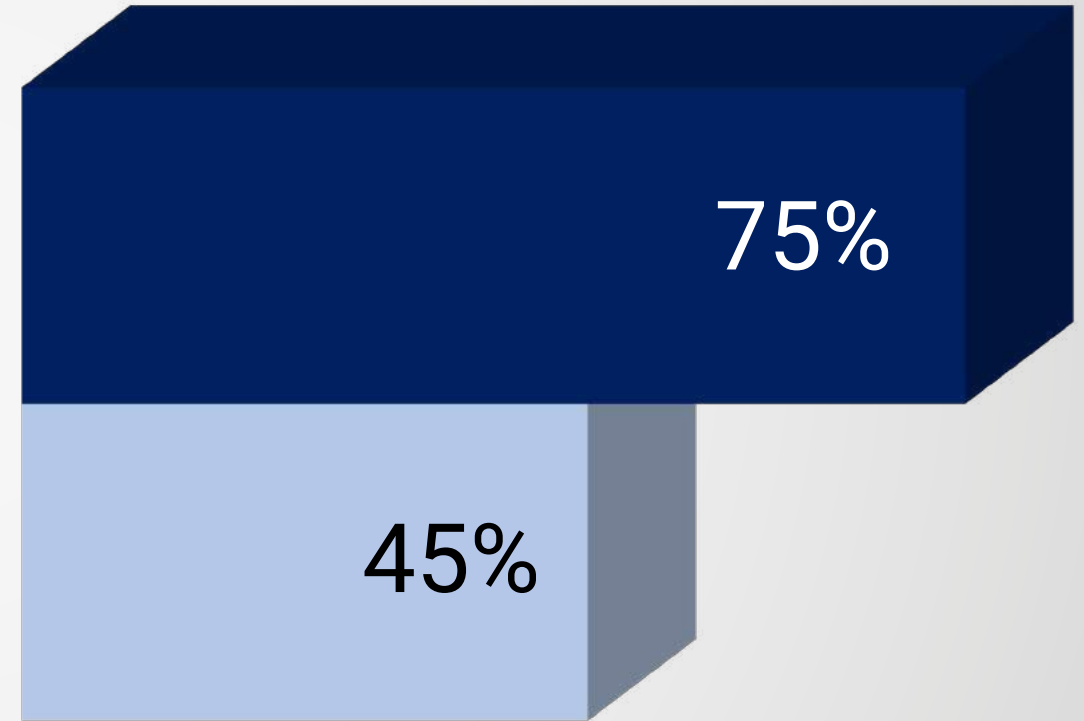


We will now share some information about why the Town of Castle Rock is considering a ballot measure to primarily fund public safety personnel and operations. After reading the information, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it. Let's get started:

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The addition of a 4th ambulance fills a critical need for Castle Rock Fire and Rescue, as currently there are on average 16 minutes a day when all three ambulances are on calls. That means there would be no ambulance available in Town to transport a patient having an accident or an emergency. Knowing this information, are you:

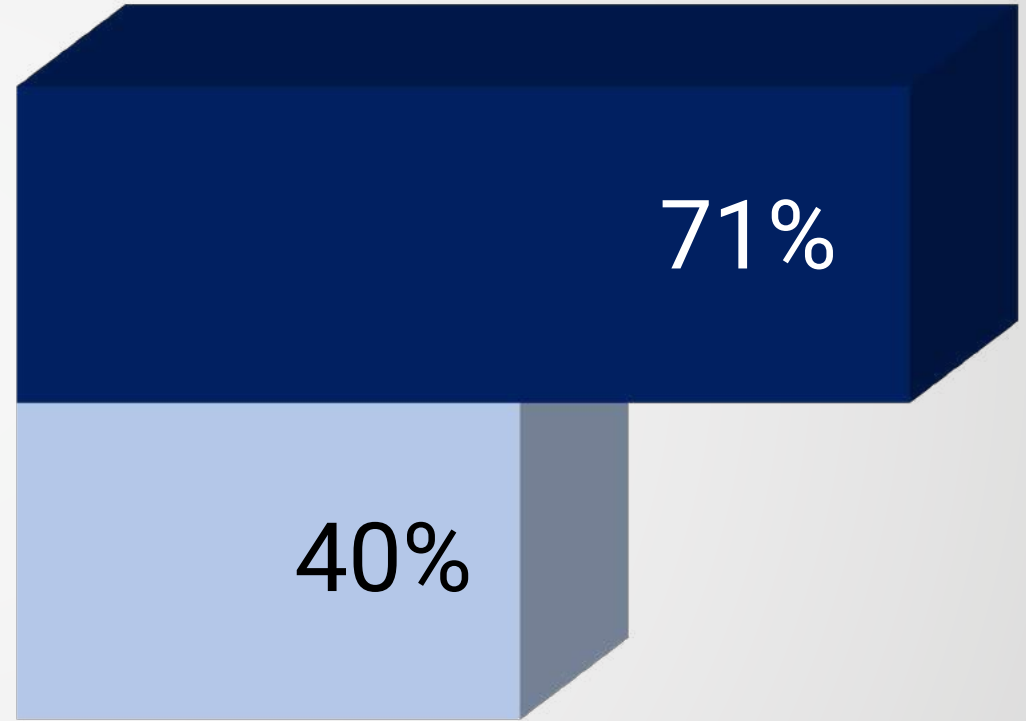
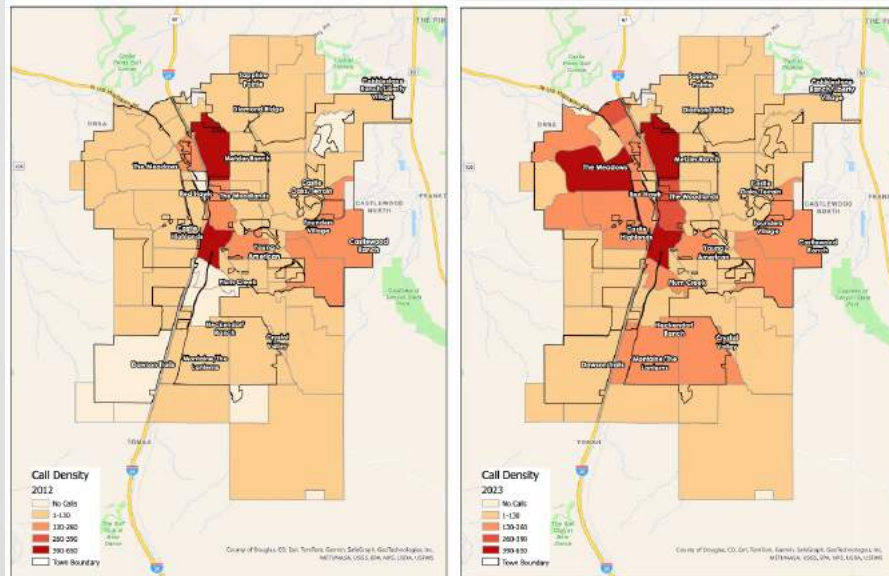


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The maps below show increased call volume for Castle Rock Fire and Rescue since 2012. Overall, there has been a 61% increase, with 3,945 calls in 2012 and 6,340 calls in 2023. Knowing this information, are you:



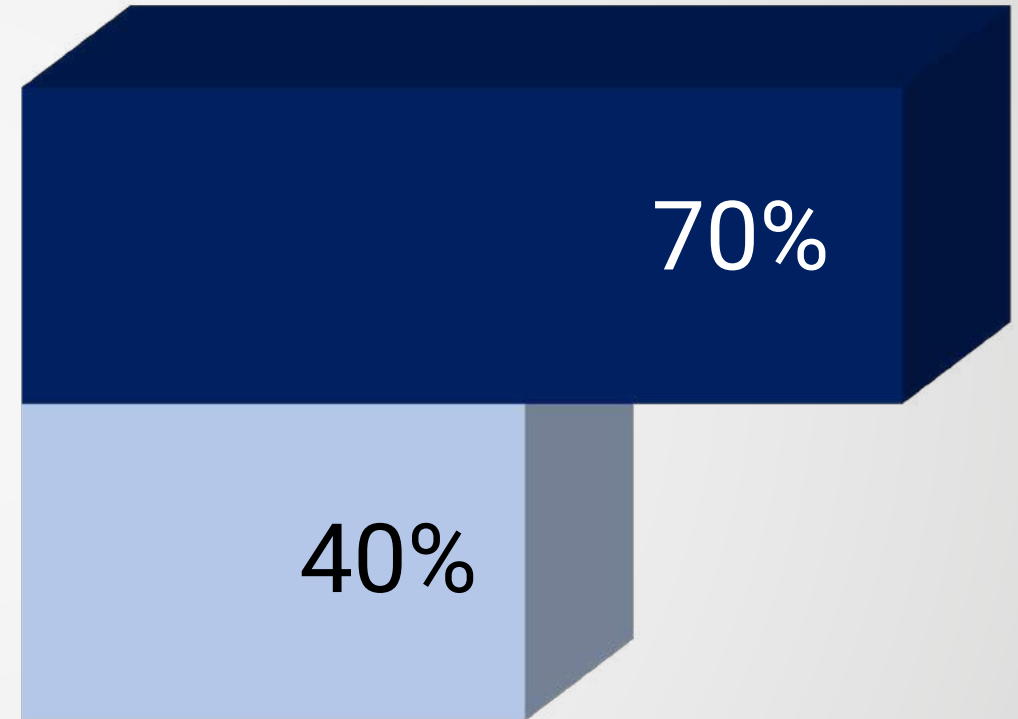
- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The 18 new hires by Castle Rock Fire and Rescue would fill the following positions and roles:

- 9 positions would be committed to placing a 4th medic unit (ambulance) in service
- 6 positions would be used for staffing fire stations
- 1 position for a Fire Apparatus Mechanic
- 1 position for an additional administrative support position for the Training and Logistics Divisions, as well as back to the current administrative positions
- 1 position for a Fire Inspector/Investigator

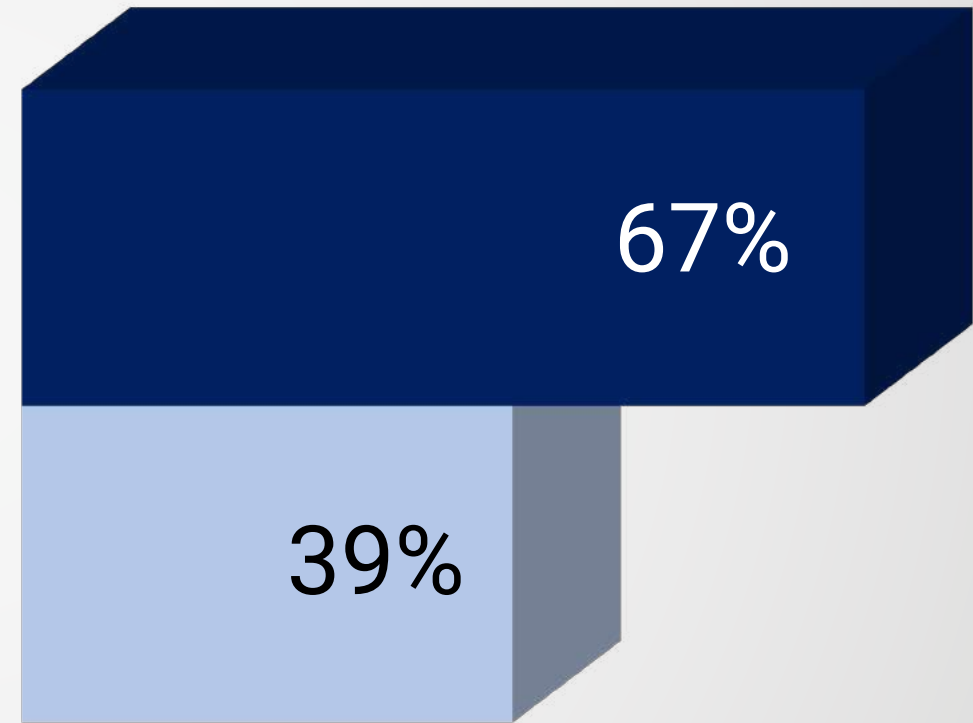


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

As demand for services increases, without additional resources, both Castle Rock Police Department and Castle Rock Fire and Rescue will have a more difficult time maintaining their current level of excellence. Knowing this information, are you:

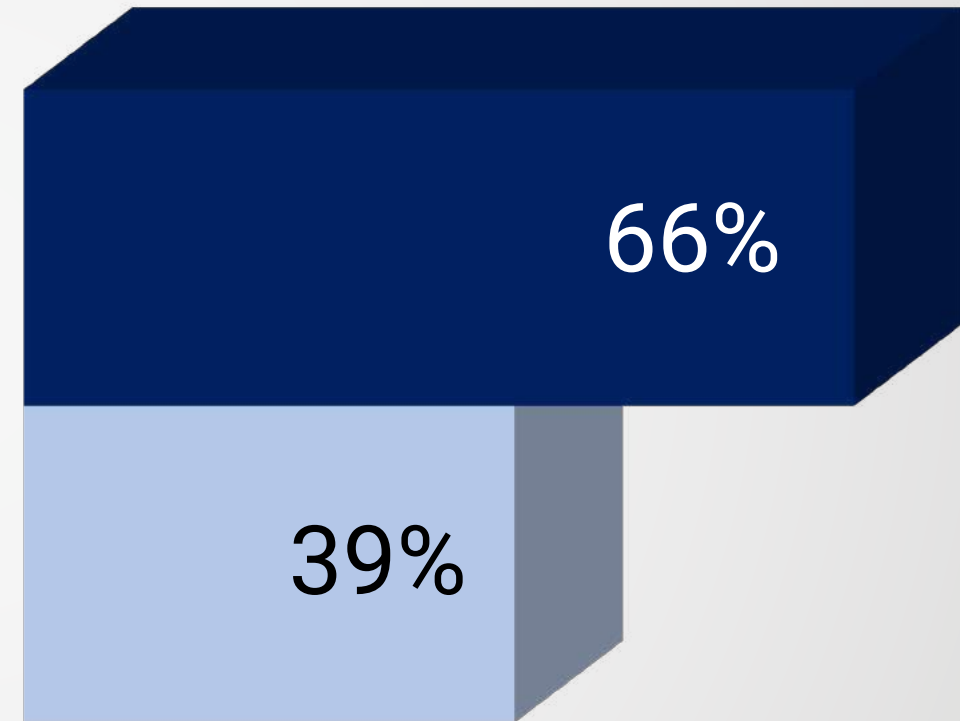


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

In 2012, there were 18,425 total housing units in Castle Rock. At the end of the year in 2023, there were 30,142 total housing units. With this growth comes an increased demand for services from both the Castle Rock Police Department and Castle Rock Fire and Rescue. Knowing this information, are you:

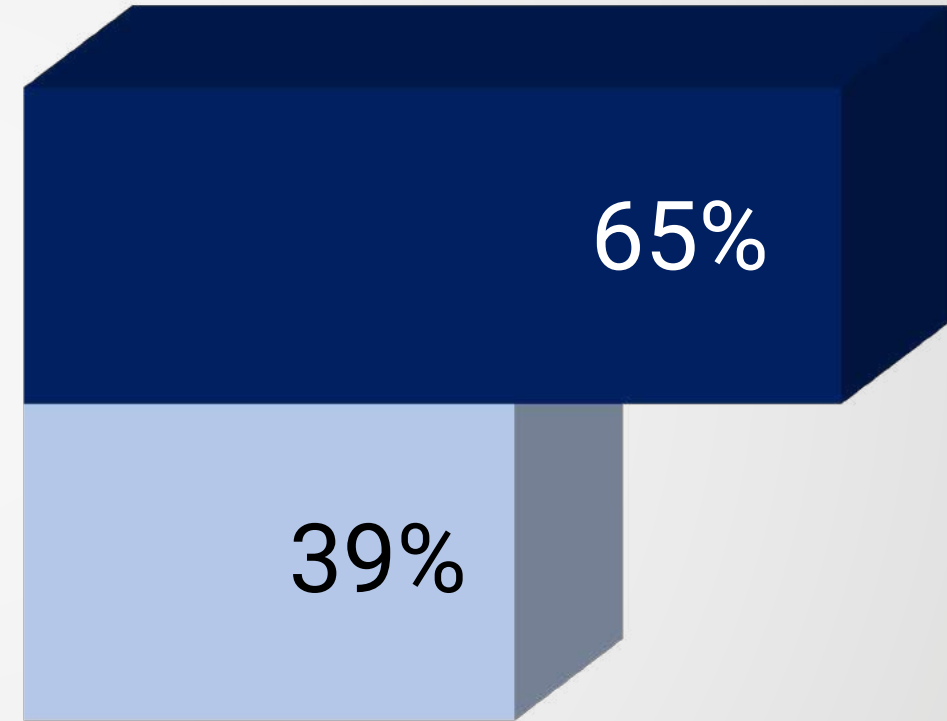
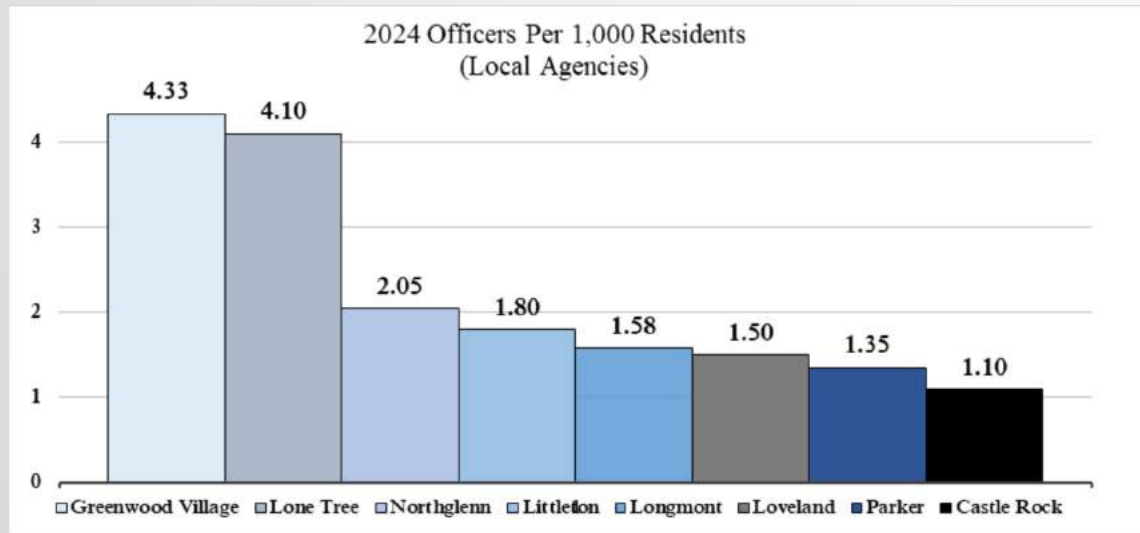


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The chart below shows the number of police officers per 1,000 residents for comparable local agencies, with Castle Rock on the low end at 1.10. Knowing this, information, are you:

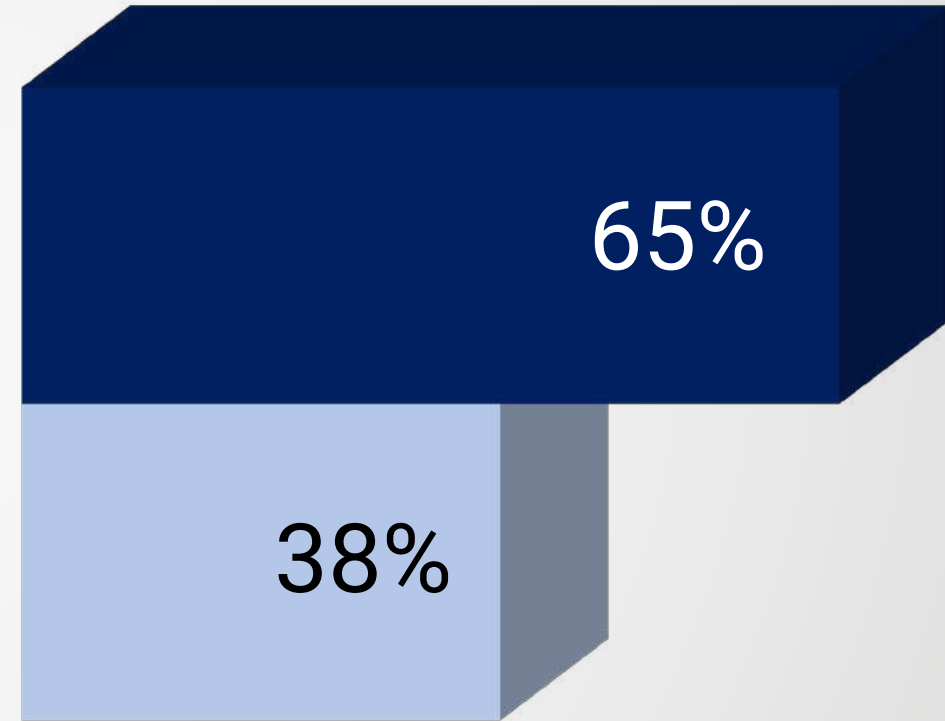


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

By placing additional police officers in schools, known as School Resource Officers or SROs, the Castle Rock Police Department helps students and police build an atmosphere of trust and respect, resulting in long-term crime prevention. The growing national popularity of school resource programs results from an increased emphasis on community policing as a means to create safer, more secure schools. Knowing this information, are you:

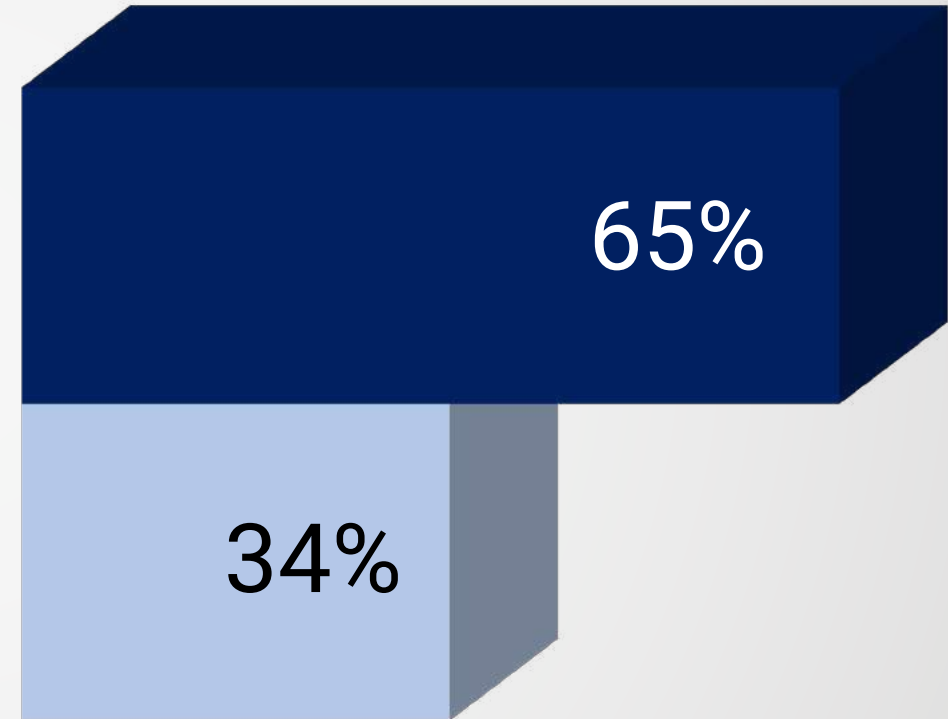
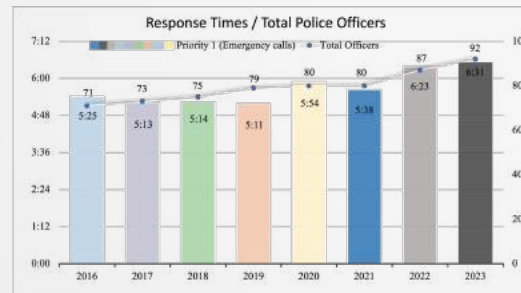
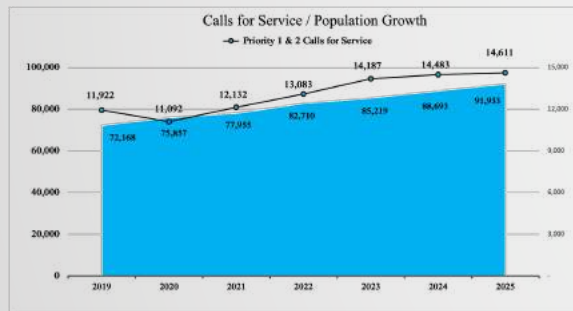


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The two charts below show how the increased population in Castle Rock has led to an increase in the number of calls for service by the Castle Rock Police Department, as well as an increase in the average response time. Knowing this information, are you:



- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The 22 new hires by the Castle Rock Police Department would fill the following positions and roles over the next five years:

2025

- Two School Resource Officers to provide more coverage to the schools within Castle Rock.
- One Patrol Sergeant to supervise the Strategic Response Center, which uses data to disseminate information to officers in the field, providing the ability to more effectively respond to criminal activity.
- One Detective to handle increasing caseloads.
- One Animal Control Supervisor to handle increasing animal calls and to supervise the Animal Control Officers.
- One Traffic Officer to handle crashes and traffic safety-related calls.
- Four Patrol Officers to respond to and handle calls for service on the Day and Swing shifts.
- One Police Dispatcher to handle the increase in activity in the Communications Center.

2026

- One SRO Sergeant to provide leadership and supervision to the SRO team.
- Two Patrol Lieutenants to provide supervision and leadership to the Patrol sergeants.
- One Traffic Officer to handle crashes and traffic safety-related calls.

2027

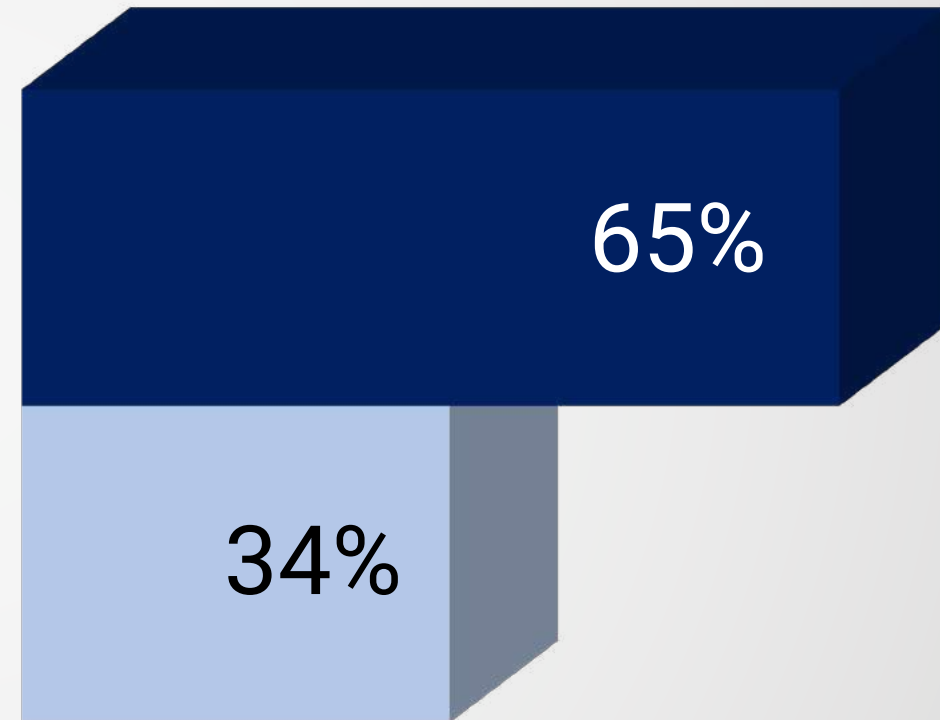
- One Police Dispatcher to handle the increase in activity in the Communications Center.
- One Detective to handle the increase in caseloads.
- One Division of Innovation and Technology team member to support camera and IT activities related to Police functions.

2028

- One Officer assigned to department training to maintain our training levels.
- Two Strategic Response Center Officers to maintain the workload associated within the center.

2029

- One Traffic Officer to handle crashes and traffic safety-related calls.

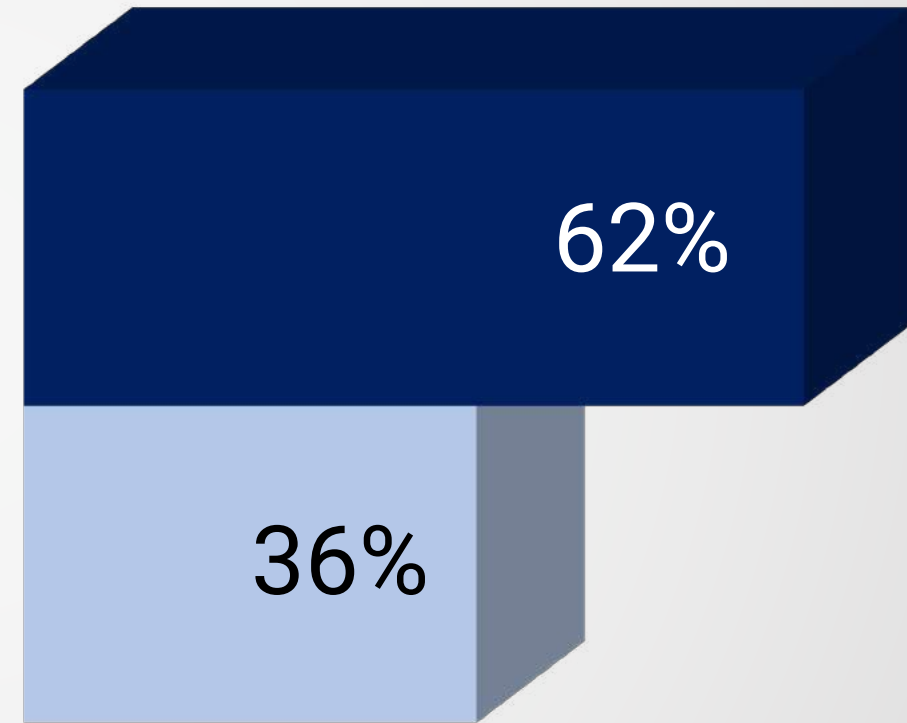


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The majority of shoppers in Castle Rock come from out of town, meaning that the majority of sales tax revenue the Town receives is not paid by Castle Rock residents. Knowing this information, are you:

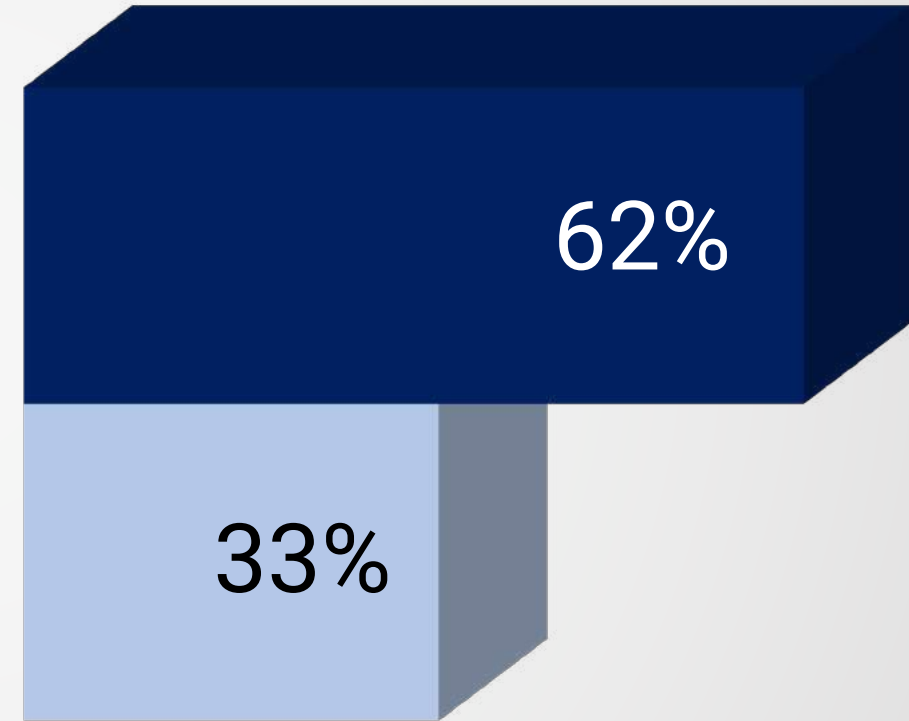


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

Despite ongoing conservative financial management, including a very low Town property tax mill levy, the Town is unable to fund police and fire needs at the level required to maintain excellent public safety services into the future. Knowing this information, are you:

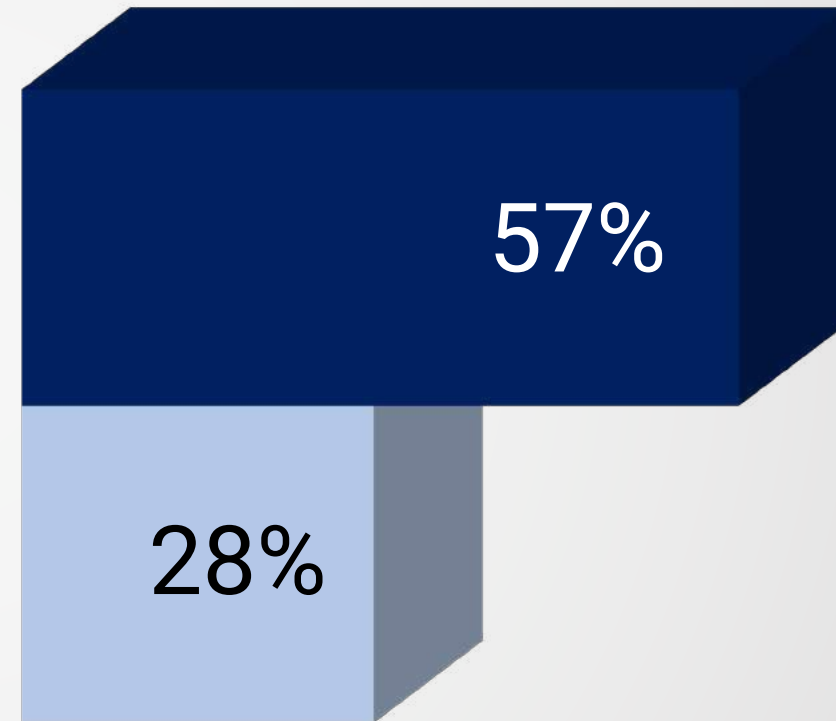


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

The sales tax rate in the Town of Castle Rock has not changed since 2011. Knowing this information, are you:

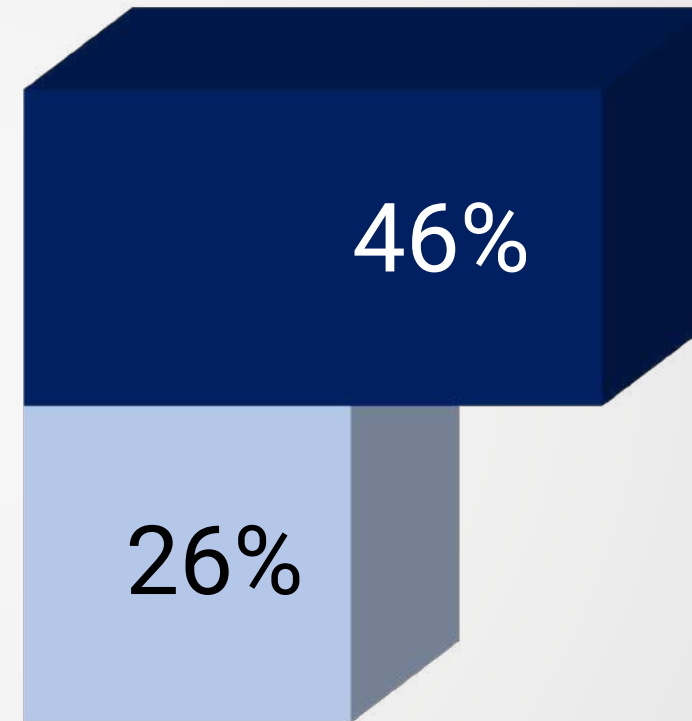


- Total More Likely to Approve
- Much More Likely to Approve

Town of Castle Rock .20% Sales Tax Increase Information Questions

Ranked by Total More Likely to Approve

If this ballot measure were to pass, the Town would dedicate \$200,000 annually to provide grants to local cultural and arts organizations. Knowing this information, are you:



- Total More Likely to Approve
- Much More Likely to Approve

Informed .20% Sales Tax Increase Ballot Test

Thank you for taking the time to learn about why this ballot measure is being considered. Now, we ask you to reread the ballot question and indicate how you would vote if it were on the ballot in November.

Informed .20% Sales Tax Increase Ballot Test

SHALL TOWN OF CASTLE ROCK TAXES BE INCREASED BY \$3,750,000 ANNUALLY BEGINNING JANUARY 1, 2025, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BY AN ADDITIONAL SALES AND USE TAX OF .20% (WHICH WOULD COST 20 CENTS ON A \$100 PURCHASE) TO FUND:

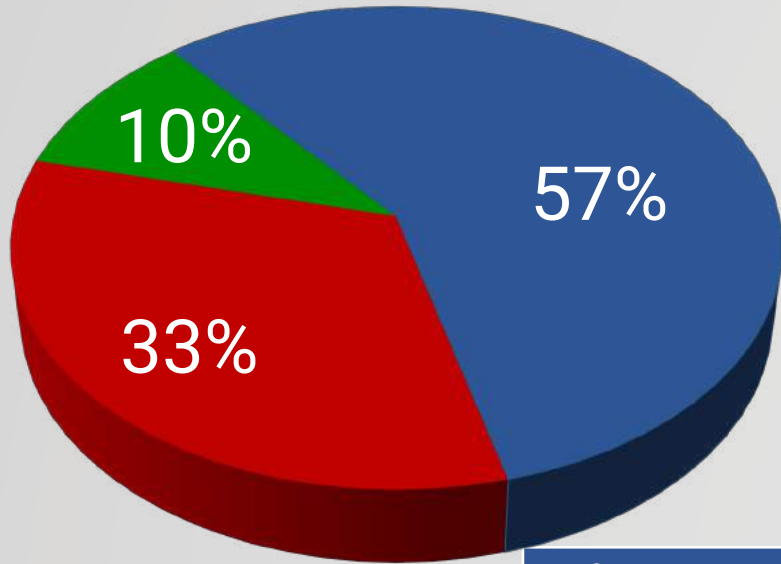
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- THE HIRING OF 18 FIRE AND RESCUE PERSONNEL IN THE NEXT 5 YEARS, INCLUDING STAFFING FOR AN ADDITIONAL AMBULANCE UNIT
- A MINIMUM OF \$200,000 PER YEAR, WITH ANNUAL INFLATION ADJUSTMENTS, TOWARD PUBLIC ARTS AND CULTURE AS DETERMINED BY TOWN COUNCIL
- REMAINING FUNDS WILL SUPPORT ROAD MAINTENANCE AND PARKS AND RECREATION SERVICES

AND SHALL THE TOWN BE AUTHORIZED TO COLLECT, RETAIN AND SPEND THE PROCEEDS OF THE REVENUE FROM SUCH TAXES AND ANY EARNINGS THEREON WITHOUT LIMITATION OR CONDITION AS A VOTER-APPROVED REVENUE CHANGE UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

If this 0.20% sales tax question was on the ballot this November, would you vote yes and approve it, or would you vote no and reject it?

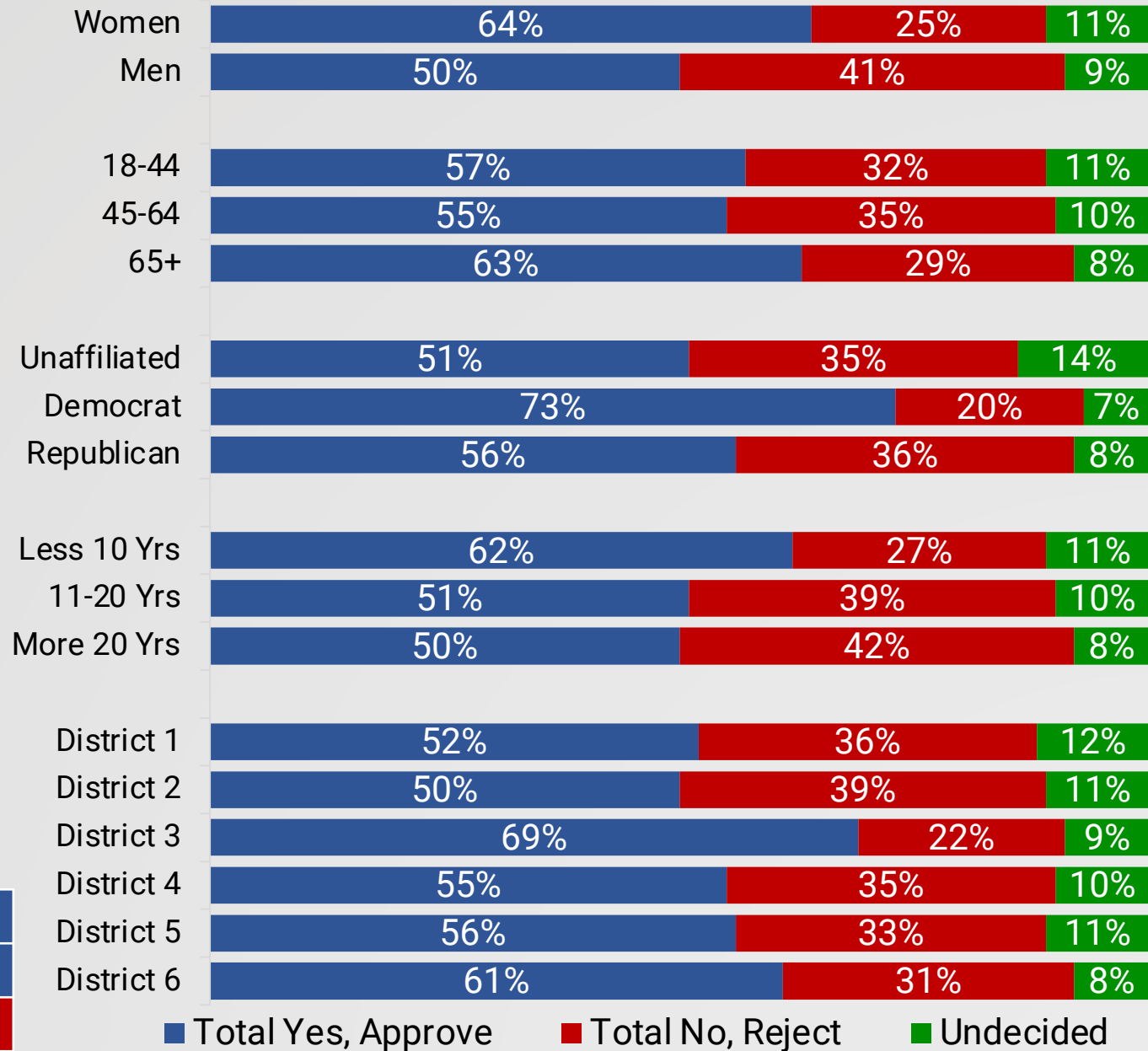
Informed .20% Sales Tax Increase Ballot Test

If this 0.20% sales tax question was on the ballot this November, would you vote yes and approve it, or would you vote no and reject it?



■ Total Yes, Approve
■ Total No, Reject
■ Undecided

Definitely Yes, Approve	32%
Probably Yes, Approve	25%
Definitely No, Reject	19%
Probably No, Reject	14%



Please describe the reasons why you would vote yes and approve a 0.20% sales tax increase to fund public safety personnel and operations.

[Asked of 626 respondents who would vote yes]

The top themes were:

Public Safety and Emergency Services: Many respondents emphasize the need for more police and fire personnel to keep up with the town's growth. They highlight safety as a priority, pointing out that the expansion of emergency services is necessary to maintain community safety standards amidst increasing population.

Growth Management: Several responses link the need for increased services to the town's growth. They suggest that as the population and infrastructure expand, there is a corresponding need to enhance public safety measures, address the strain on existing services, and ensure a high quality of life.

Fiscal Responsibility and Tax Use: Some participants express a desire for transparent and responsible use of tax dollars, advocating for the tax increase if it directly funds police, fire, and emergency services. There is a concern for ensuring that funds are allocated properly without being diverted to less essential services.

Community Values and Quality of Life: Responses reflect a concern for preserving community values and the quality of life in Castle Rock. This includes maintaining low crime rates and ensuring rapid emergency response times.

Please describe the reasons why you would vote no and reject a 0.20% sales tax increase to fund public safety personnel and operations.

[Asked of 357 respondents who would vote no]

The top themes were:

Lack of Financial Transparency and Management Concerns: Many respondents express dissatisfaction with how the town has managed funds in the past and the lack of specific plans for the new tax revenue. They want clearer accountability and restrictions on how the money is used, fearing it may not be allocated as promised.

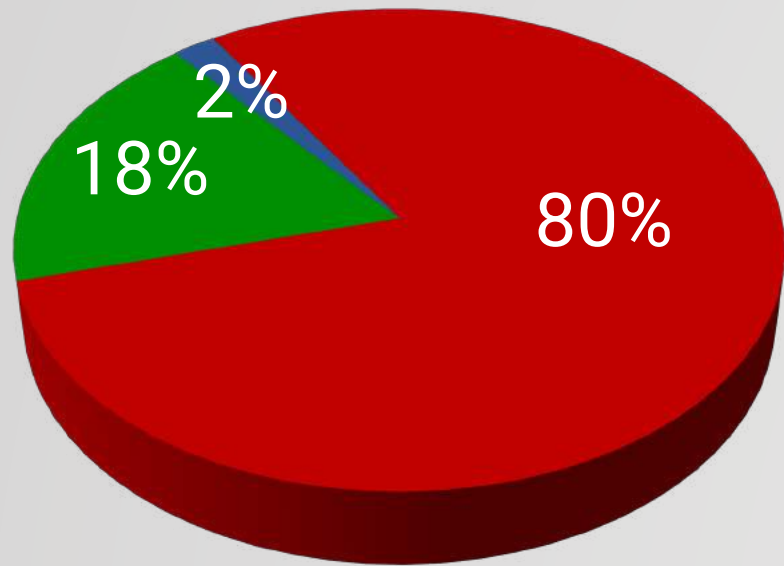
Concerns Over Excessive Growth and Mismanagement: There is a strong sentiment that the town's rapid growth has been poorly managed. Respondents feel this growth has put a strain on resources and infrastructure, and they criticize the town for not having a sustainable plan to handle this growth without constantly raising taxes.

Desire for More Information and Alternatives: Before agreeing to a tax increase, voters want more detailed information and exploration of alternative solutions. This includes a more thorough investigation into possible savings, budget reallocations, and other funding mechanisms.

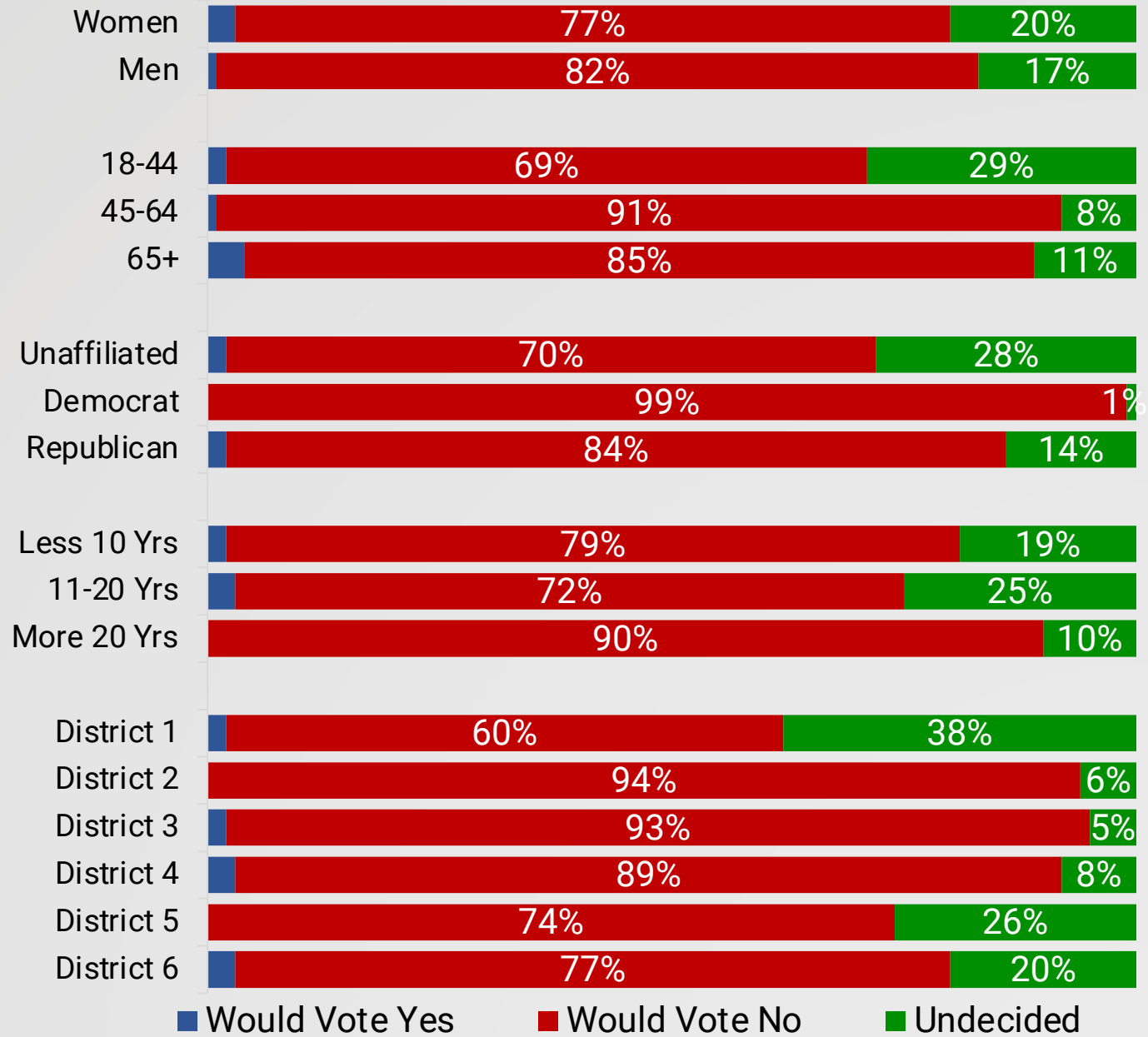
Opposition to Mixing Essential Services with Non-Essential Spending: Many are opposed to combining funding for essential services like police and fire with other less critical spending such as arts and culture. They prefer that funds be dedicated solely to essential public safety needs.

Tax Fatigue and Economic Concerns: A significant number of respondents express a general frustration with continuous tax increases, feeling overburdened especially in a time of economic difficulty. They argue that the existing tax revenue should be sufficient due to the increase in population and consequent rise in property and sales tax collection.

If the .20% sales tax increase expired after 15 years and would only continue beyond 15 years if re-approved by voters, would that change your vote on the ballot measure? [Asked only to No voters]

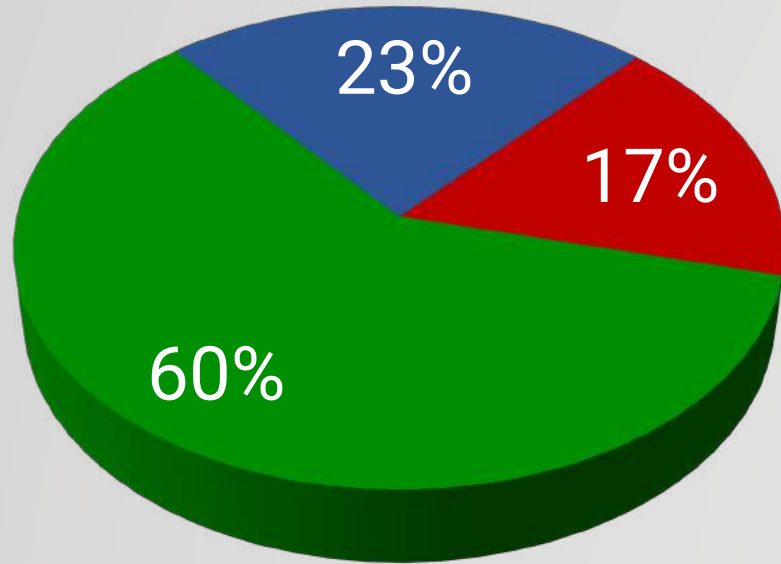


- Would Vote Yes
- Would Vote No
- Undecided

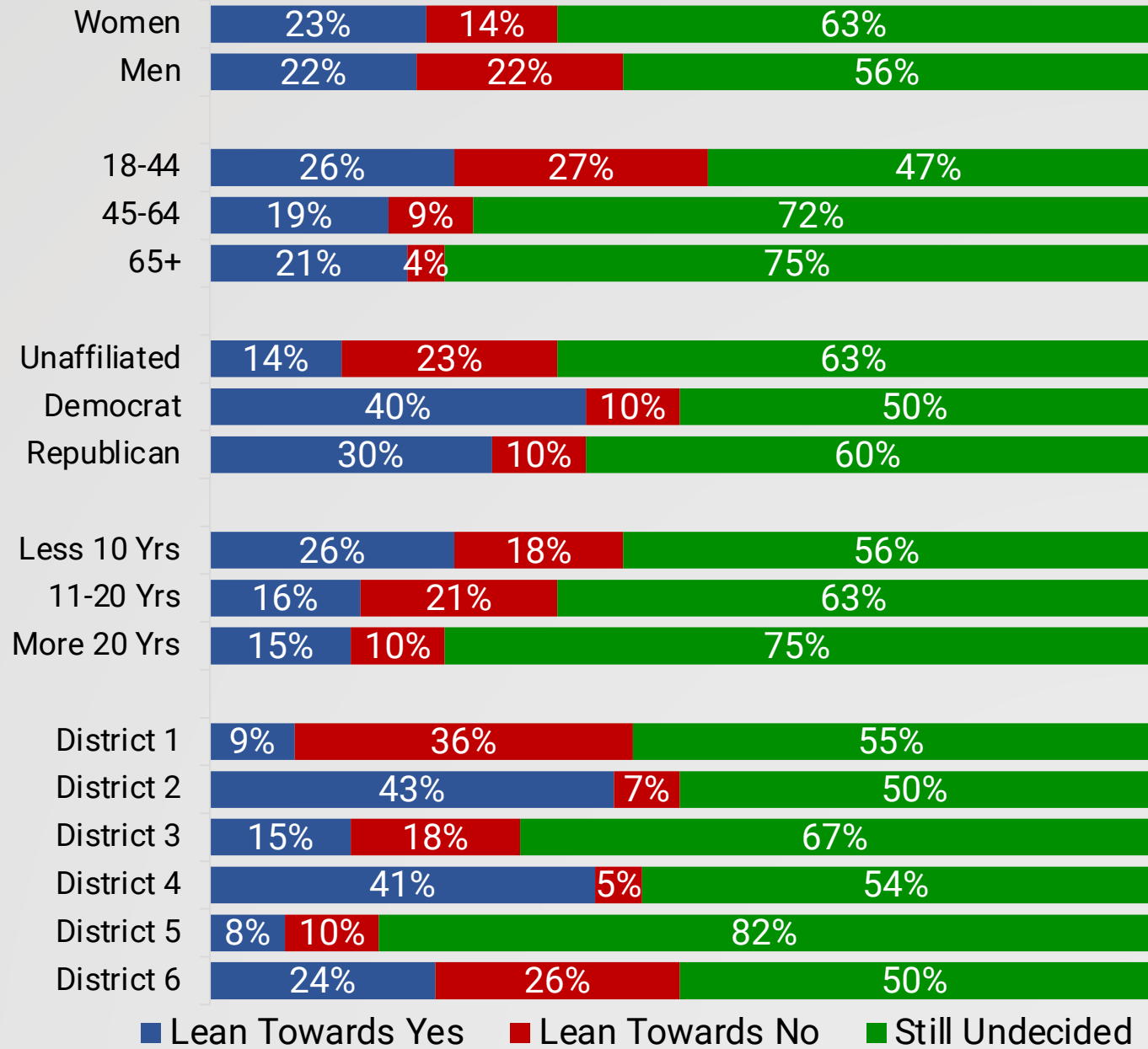


- Would Vote Yes
- Would Vote No
- Undecided

If you had to decide today, do you lean toward voting yes and approving the ballot measure, or do you lean toward voting no and rejecting it?
 [Asked only to Undecided voters]



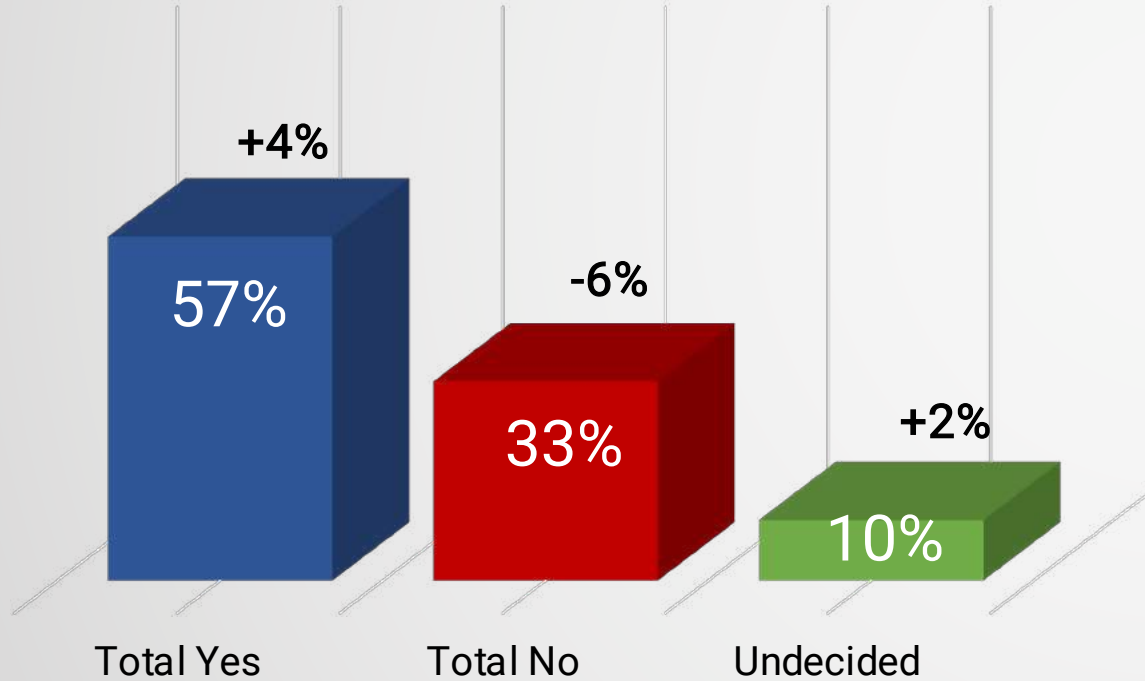
- Lean Towards Yes
- Lean Towards No
- Still Undecided



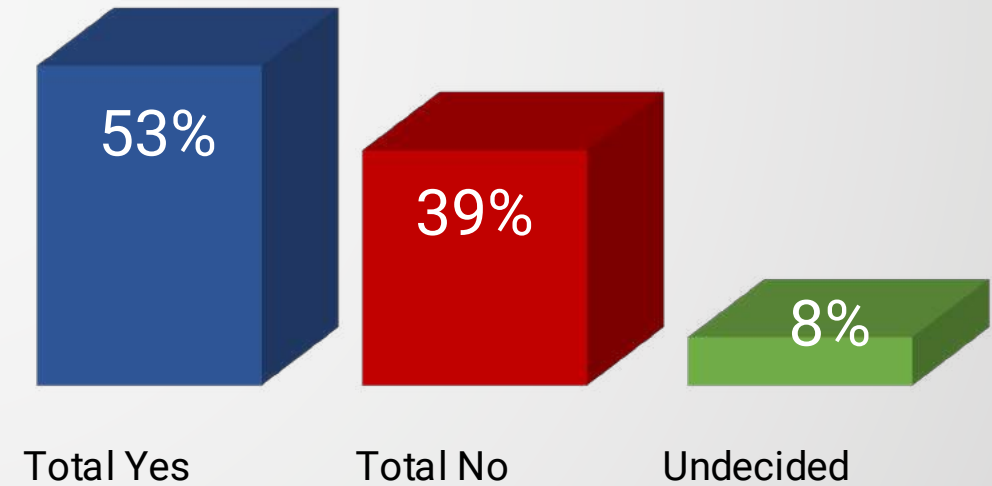
■ Lean Towards Yes ■ Lean Towards No ■ Still Undecided

Town of Castle Rock .20% Sales Tax Increase Ballot Question

Informed Ballot

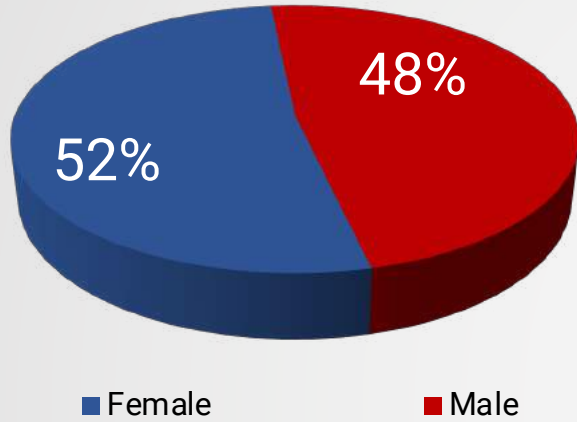


Uninformed Ballot

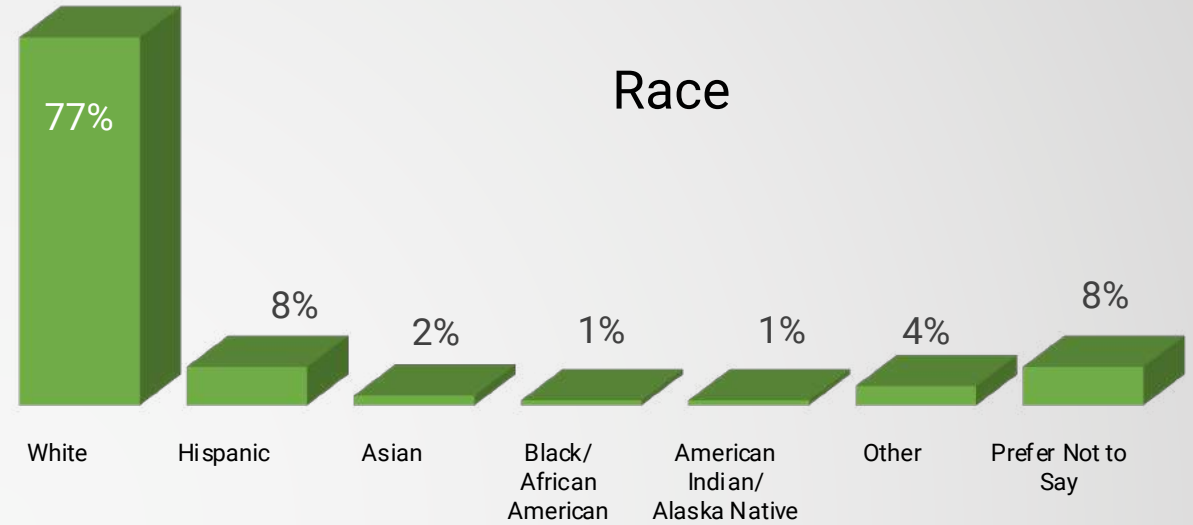


Survey Demographics

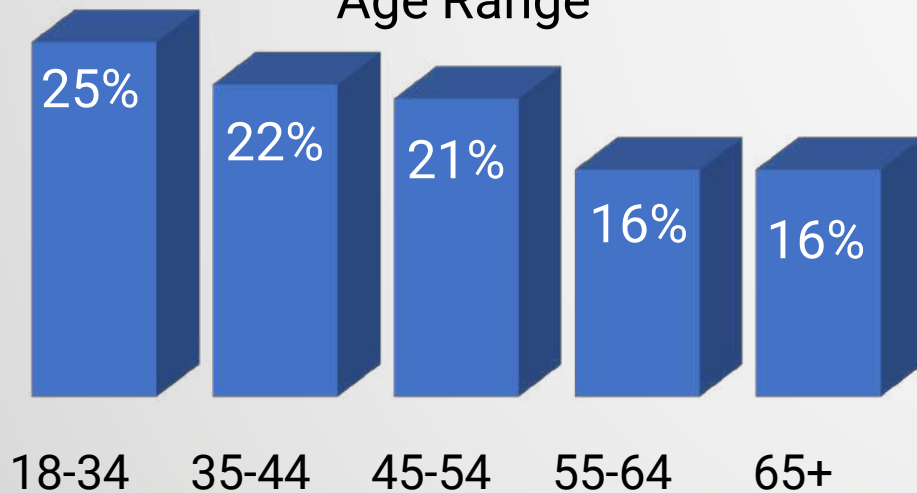
Gender



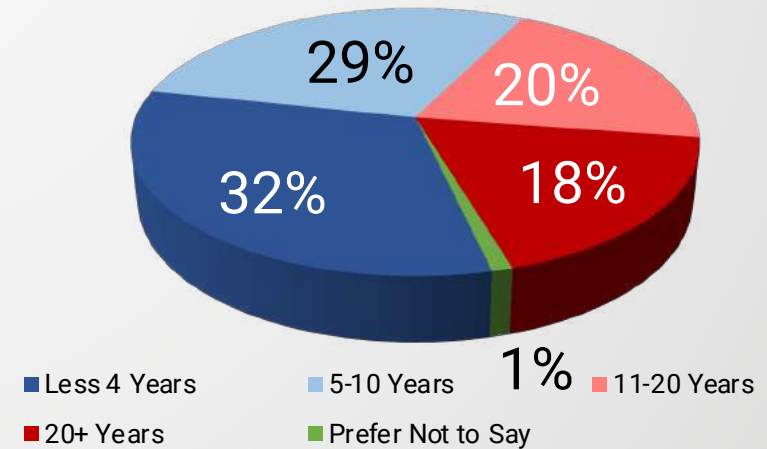
Race



Age Range

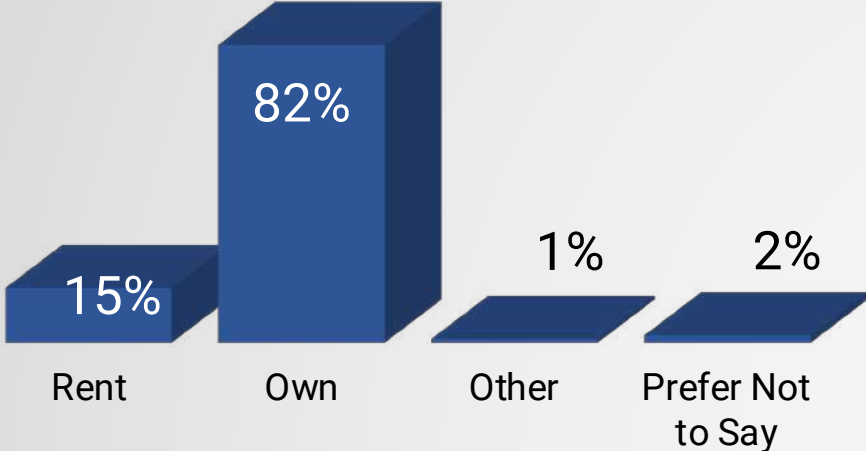


Tenure



Survey Demographics

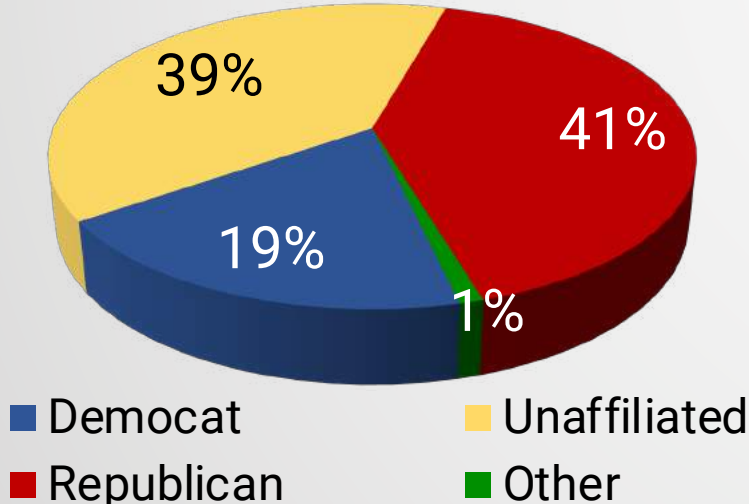
Living Situation



Income

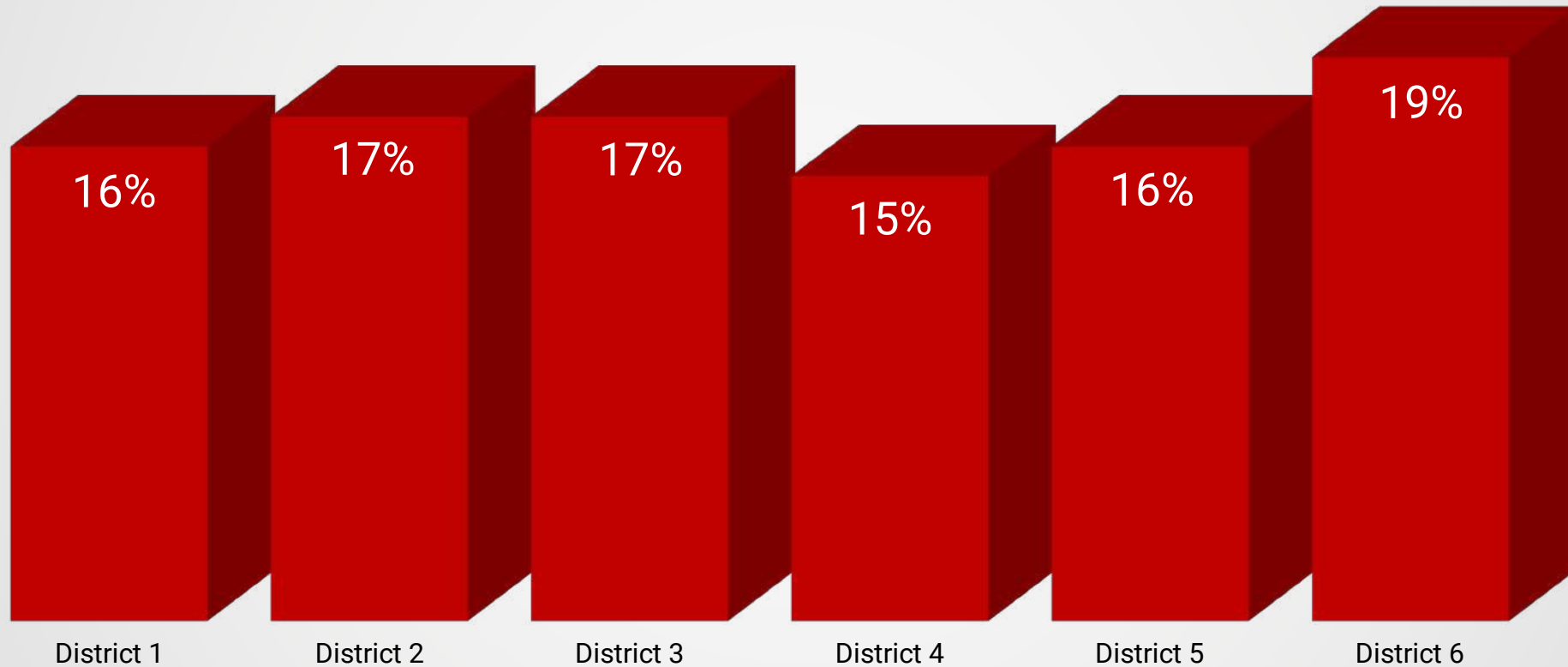


Party Affiliation



Survey Demographics

Location



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