



Chaffee Housing Authority Ballot Measure Opinion Survey

February 1st – 20th, 2024



Methodology



Hello, Chaffee County residents. We are conducting a critical survey regarding affordable housing in our county. Make your voice heard by sharing your opinion on this important issue. The survey will only take about 10 minutes to complete, and your answers will remain strictly confidential. Let's get started!

Magellan Strategies is pleased to present the results of an MMS text survey of 1,214 registered voters in Chaffee County, Colorado. The interviews were conducted from February 1st to February 20th, 2024.

The overall survey responses have a margin of error of +/- 2.72% 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 the demographics for presidential election year turnout in Chaffee County, Colorado.

Survey Goals & Objectives

This survey had the following goals & objectives:

- Evaluate the perception of Chaffee County residents of what affordable housing is, what it looks like, who it is for, who should provide it, and what it should cost.
- Determine how residents view the size and scope of the problem, and what role local governments should play.
- Measure familiarity with the Chaffee Housing Authority.
- Gauge support for different funding options, primarily a 4-mill property tax increase and a 0.50% sales tax increase.

Chaffee County Voter Registration & Past Election Turnout Demographics

Chaffee County Magellan Strategies Voter Registration and Past Election Turnout Report

Sex	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	9,158	50.5%	6,137	51.7%	4,324	52.1%	7,079	51.5%	4,300	52.0%
Male	8,962	49.5%	5,741	48.3%	3,970	47.9%	6,673	48.5%	3,966	48.0%
Total	18,120	100.0%	11,878	100.0%	8,294	100.0%	13,752	100.0%	8,266	100.0%

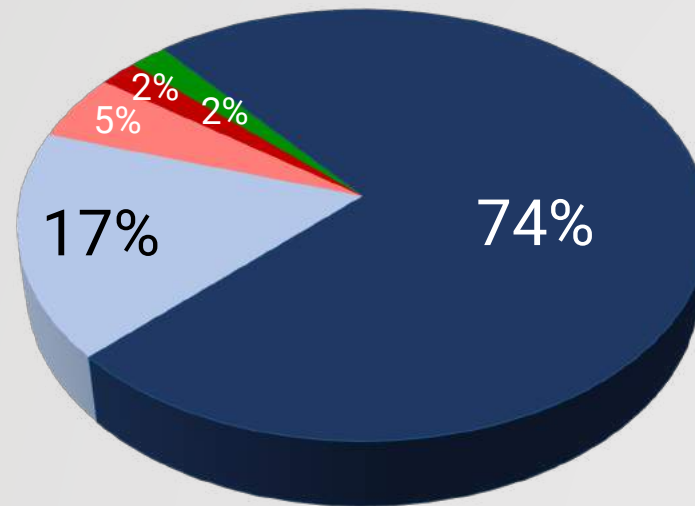
Age Group	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
18-34	3,256	18.0%	1,387	11.7%	625	7.5%	2,243	16.3%	626	7.6%
35-44	3,063	16.9%	1,750	14.7%	981	11.8%	2,009	14.6%	895	10.8%
45-54	2,549	14.1%	1,674	14.1%	1,087	13.1%	1,922	14.0%	1,051	12.7%
55-64	3,034	16.7%	2,304	19.4%	1,680	20.3%	2,732	19.9%	1,925	23.3%
65+	6,218	34.3%	4,763	40.1%	3,921	47.3%	4,846	35.2%	3,769	45.6%
Total	18,120	100.0%	11,878	100.0%	8,294	100.0%	13,752	100.0%	8,266	100.0%

Party	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Unaffiliated	8,522	47.0%	5,040	42.4%	3,176	38.3%	5,557	40.4%	2,857	34.6%
Democrat	4,396	24.3%	3,322	28.0%	2,533	30.5%	3,737	27.2%	2,452	29.7%
Republican	4,911	27.1%	3,406	28.7%	2,527	30.5%	4,286	31.2%	2,878	34.8%
Libertarian	186	1.0%	79	0.7%	42	0.5%	117	0.9%	49	0.6%
Other	105	0.6%	31	0.3%	16	0.2%	55	0.4%	30	0.4%
Total	18,120	100.0%	11,878	100.0%	8,294	100.0%	13,752	100.0%	8,266	100.0%

Most Chaffee County residents view affordable housing as a big problem.

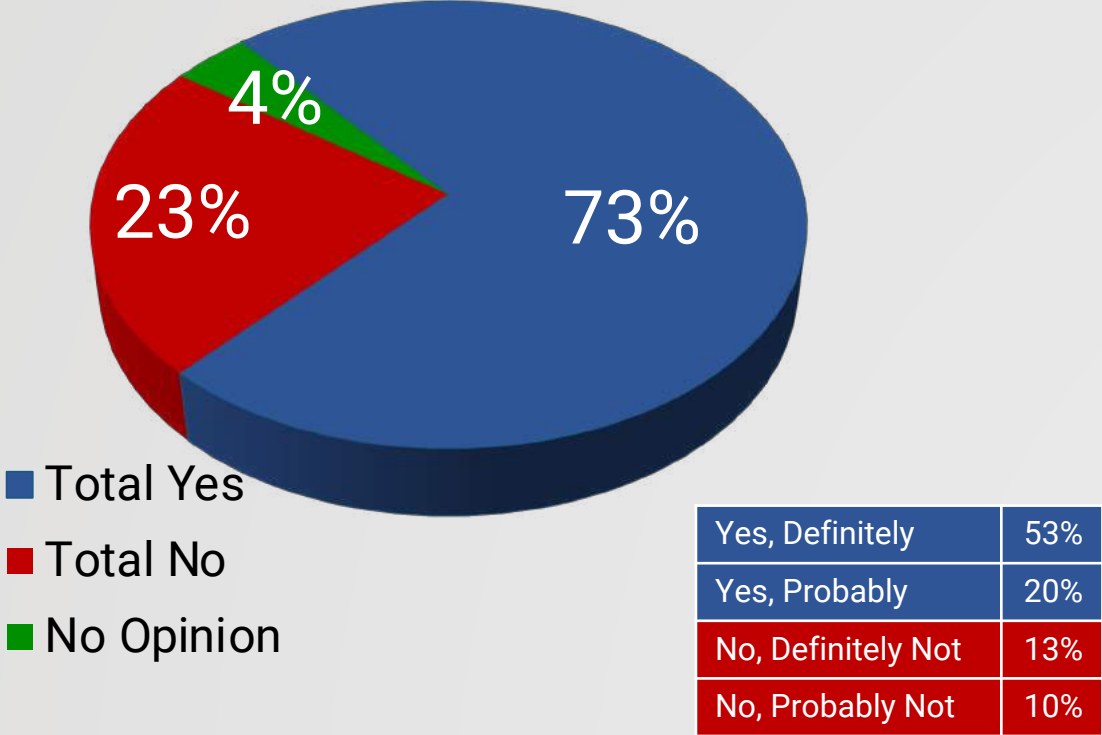
How much of a problem is the shortage of available long-term affordable housing rental and homeownership opportunities for year-round residents in Chaffee County?

Big and Somewhat a Problem	91%
Not Too & Not a Problem at All	7%



- Big Problem
- Somewhat of a Problem
- Not Too Much of a Problem
- Not a Problem
- No Opinion

Do you think local governments in Chaffee County should play an active role in providing affordable housing solutions for their year-round residents?



What Voters Think About Affordable Housing

Please describe what you think affordable housing is, what it looks like, who it is for, who should provide it, and generally how much it should cost.

Themes
Affordability Based on Income
Government Involvement and Partnerships
Workforce Focus
Housing Diversity

“30% of someone’s salary should go to housing. When salaries are low and the cost of housing is high then that is a challenge for those that want to own.”

-Female, 65+, Democrat, Own, Unincorporated

“Housing should be accessible to people contributing to the local community as they are entering the housing market. It should consist of diverse options, not just high-density HOA developments. Local, state, and federal governments should ensure cost is <30% of income.” -Male, 18-34, Democrat, Rent, Salida

“Apartment complexes, duplexes. Mostly the workers of the restaurants, Service industry - they shouldn’t have to pay more than 1,500 a month.” –Male, 45-54, Republican, Rent, Poncha Springs

“Housing that is deemed affordable by those at or below median income. I generally think the market should provide it although government may support its provision by removing zoning and other restrictions that impede development.” – Male, 45-54, Unaffiliated, Own, Buena Vista

“It should be for working people , who struggle to find and rent or buy a decent place to live . Maybe their could be a tax incentive for landlords to keep the rent affordable.” –Female, 55-64, Democrat, Own, Buena Vista

“Deregulate county zoning and building regulations as much as possible so people can build affordable housing on their own land as they see fit.” –Female, 35-44, Republican, Own, Unincorporated

“Affordable housing is housing that costs no more than 30 percent of a households annual income. It is one, two, three bedroom apartments. It is for hospitality and service workers, teachers, medical techs.it should cost between 700-1200 rent per month. The financial model in providing affordable housing is complex so should be provided through diverse funding partners from the public, private, nonprofit and philanthropic sectors.” –Female, 45-54, Democrat, Rent, Salida

What Voters Think About Affordable Housing

The top four themes were:

Affordability Based on Income

Many responses emphasize that affordable housing should be accessible to individuals earning lower wages, with rent or mortgage payments being a reasonable percentage of their income (e.g., 30% or less). There's a consensus that housing should be affordable for those making around \$15 to \$20 per hour.

Government Involvement and Partnerships

Respondents suggest that local government should play a key role in addressing affordable housing issues, whether through subsidies, tax incentives, grants, or direct involvement in providing housing solutions. There's also mention of partnerships between government agencies, private companies, and non-profits to address the issue collectively.

Workforce Focus

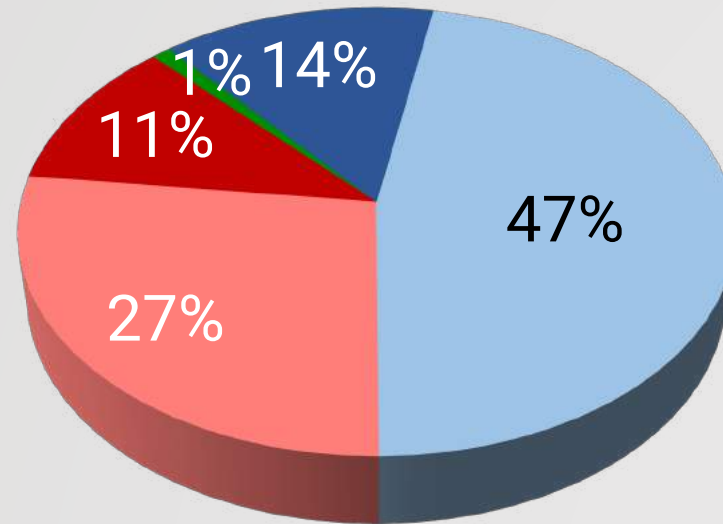
Affordable housing should primarily cater to the local workforce, including essential service providers like teachers, nurses, police officers, and restaurant workers. It aims to ensure that those vital to the community can afford to live in the area where they work.

Housing Diversity

Affordable housing should encompass a variety of housing types, including apartments, condos, starter homes, and dorm-style accommodations, to meet the needs of different demographics within the community.

How familiar are you with the Chaffee Housing Authority and its efforts to address the problem of affordable housing in Chaffee County?

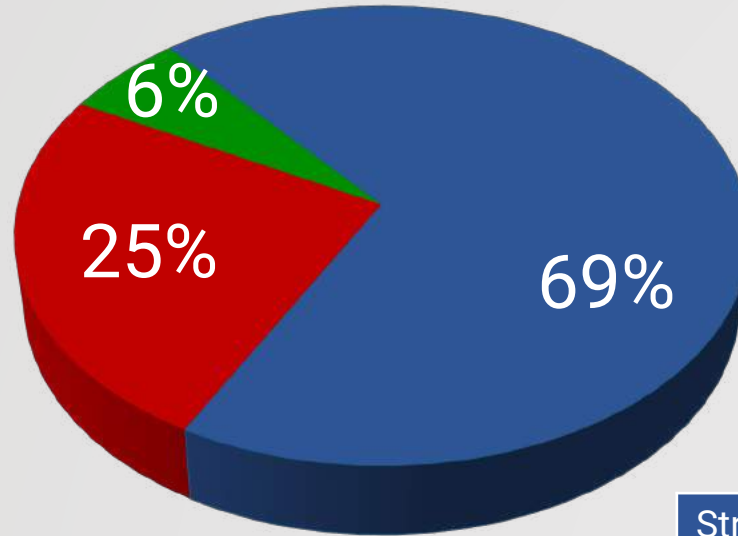
Very & Somewhat Familiar 61%



- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- No Opinion

Generic Ballot Measure Test

Generally speaking, would you support or oppose a ballot measure that would create a dedicated funding source to help fund construction of affordable housing and for affordable housing initiatives led by the Chaffee Housing Authority?



- Total Support
- Total Oppose
- No Opinion

Strongly Support	43%
Somewhat Support	26%
Strongly Oppose	18%
Somewhat Oppose	7%

Before we continue, it is important to understand that no decisions have been made by the Chaffee Housing Authority to put a ballot measure before voters this November to create a dedicated funding source to help fund the construction of affordable housing and for affordable housing initiatives.

The Housing Authority is considering two different options: a property tax increase (mill levy) or a sales tax increase. There is no scenario where both would be on the ballot. It would only be one or the other, or neither. Your participation in this survey and sharing your honest opinions will influence that decision. Let's continue the survey now.



Uninformed 4-Mill Property Tax Increase Ballot Test

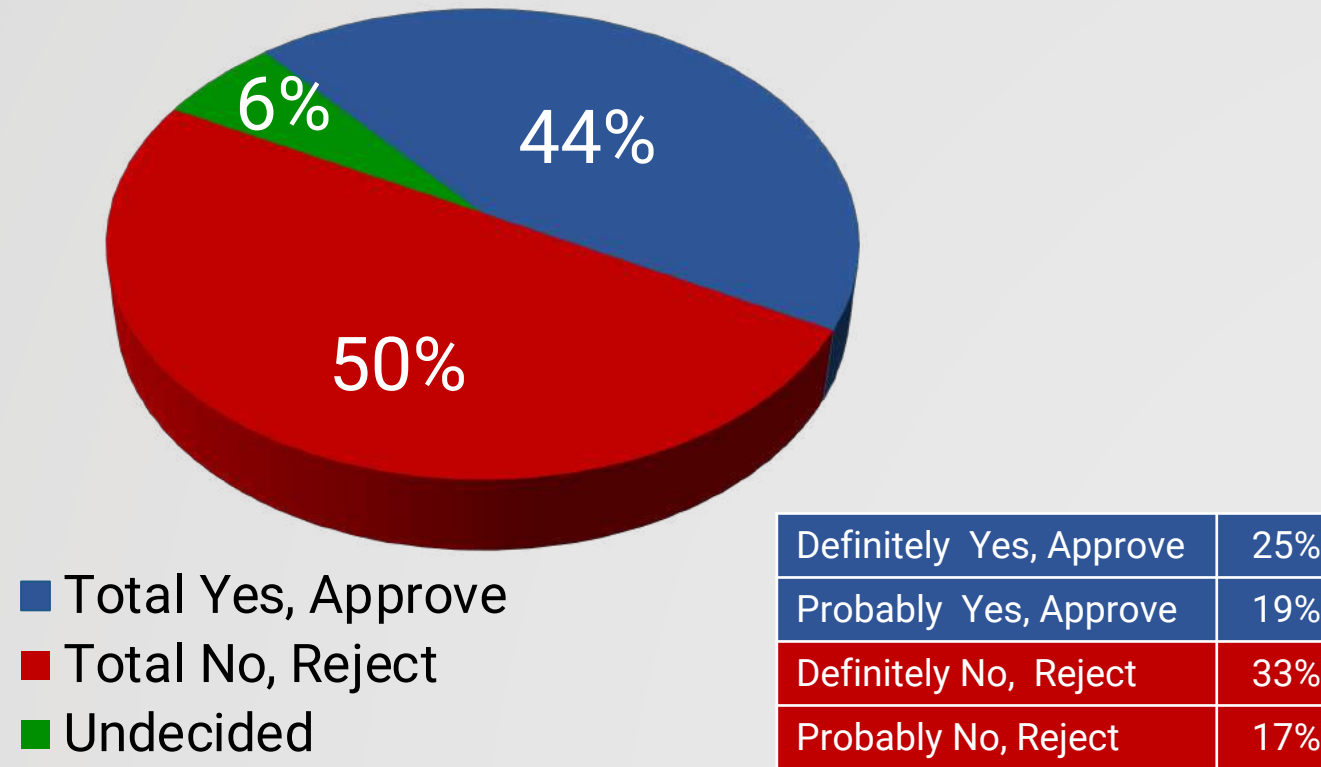
The Chaffee Housing Authority is considering a ballot measure asking voters to approve a 4-mill property tax increase that would generate an annual \$3.5 million dedicated funding source for ten years to help fund the construction of affordable housing and for affordable housing initiatives of the Chaffee Housing Authority. The property tax increase would expire after ten years to hold the Housing Authority accountable.

A 4-mill property tax increase would cost a homeowner approximately \$29 a year for each \$100,000 of a home's assessed value. Therefore, a home valued at \$650,000 (the average home price in Chaffee County in December 2023) would cost a property owner about \$188 annually.

Knowing this, would you vote yes and approve or vote no and reject a 4-mill property tax to create an annual \$3.5 million dedicated funding source for ten years to help fund the construction of affordable housing and for affordable housing initiatives of the Chaffee Housing Authority?

Uninformed 4-Mill Property Tax Increase Ballot Measure Test

After reading the ballot measure, would you vote yes and approve this ballot measure, or would you vote no and reject this ballot measure?



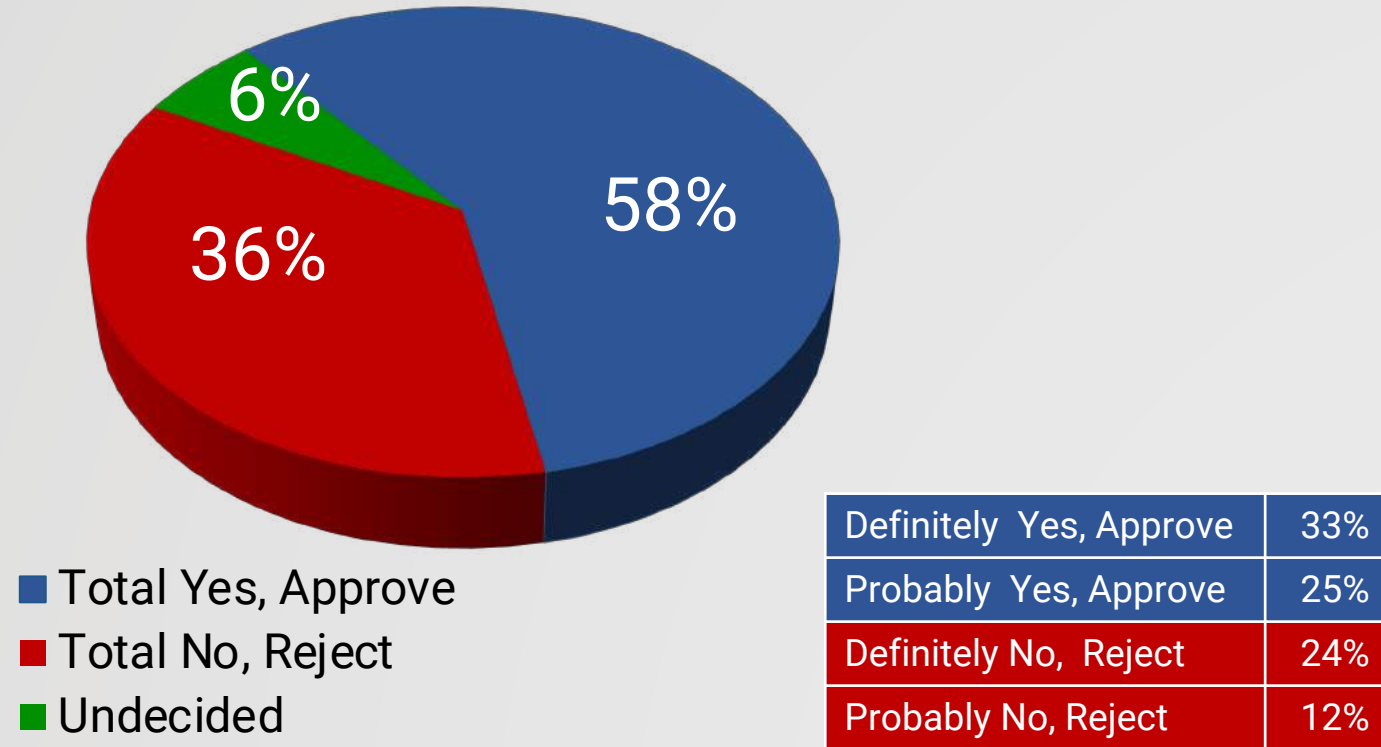
Uninformed 0.50% Sales Tax Increase Ballot Test

Another funding option being considered by the Chaffee Housing Authority is a 0.50% sales tax increase for ten years. A 0.50% sales tax increase would generate \$3.5 million annually and cost consumers 50 cents on a \$100 purchase. The sales tax increase would expire after ten years to hold the Housing Authority accountable.

If an election were being held today, would you vote yes and approve or vote no and reject a 0.50% sales tax increase to create an annual \$3.5 million dedicated funding source for ten years to help fund the construction of affordable housing and affordable housing initiatives of the Chaffee Housing Authority?

Uninformed 0.50% Sales Tax Increase Ballot Measure Test

After reading the ballot measure, would you vote yes and approve this ballot measure, or would you vote no and reject this ballot measure?



Ballot Measure Information Questions



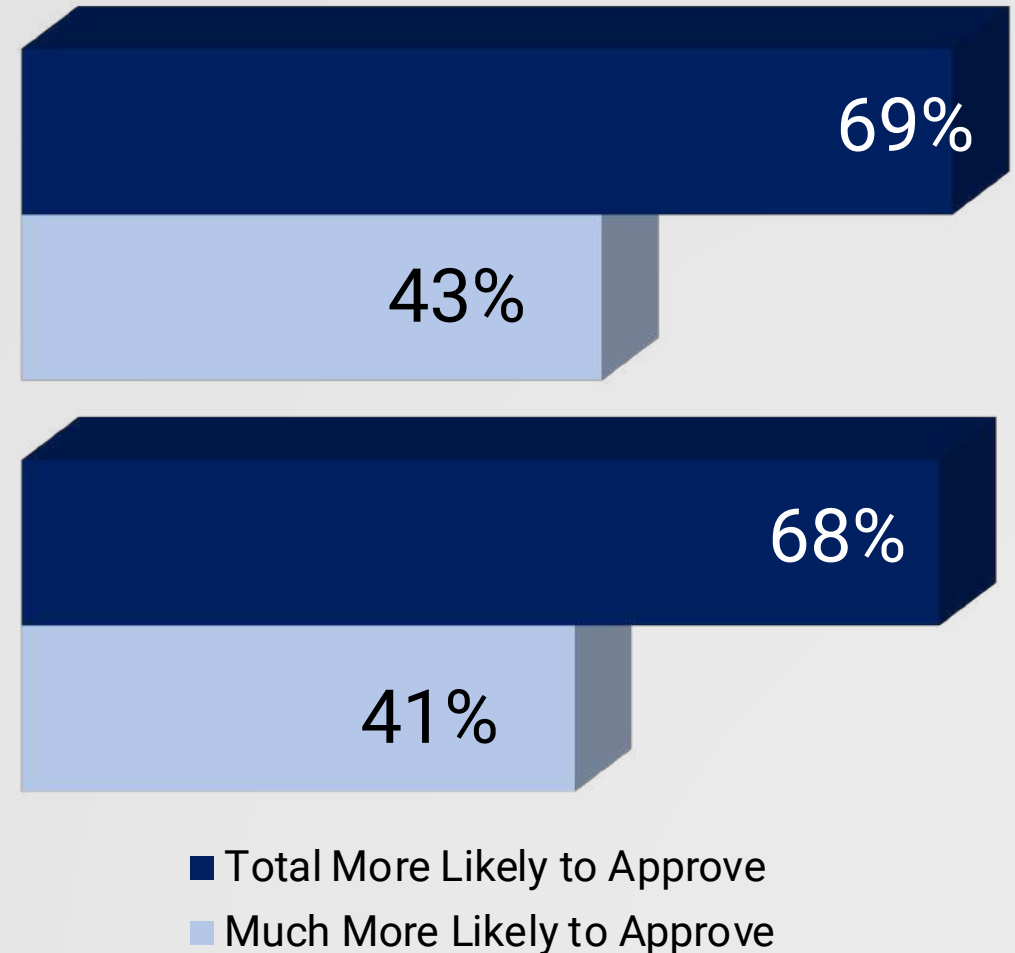
We will now share information about the reasons why the Chaffee Housing Authority is considering a ballot measure to create a dedicated funding source, how it will help Chaffee County residents and the programs, initiatives, and partnerships that would be funded if the ballot measure is approved.

After reading the information, please indicate if you are more likely to vote yes and approve a ballot measure to help fund construction of affordable housing and for affordable housing initiatives led by the Chaffee Housing Authority or if you are more likely to vote no and reject it. Let's get started...

Chaffee Housing Authority Ballot Measure Information & Message Testing

The Chaffee Housing Authority will include a **10-year sunset** if any measure is placed on the ballot in 2024 or any other year, so that voters are able to hold them accountable. After ten years, voters should be able to evaluate whether the Housing Authority has kept their promises before deciding whether to extend a dedicated funding source.

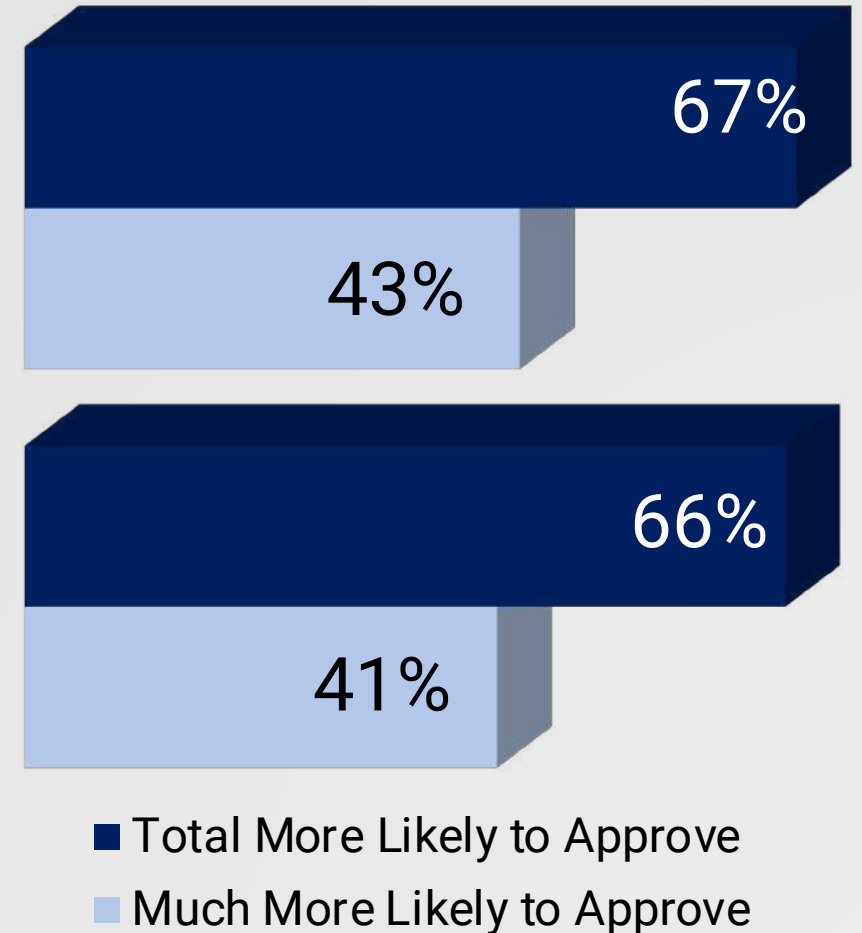
There is a shortage of long-term rental and homeownership opportunities in Chaffee County for year-round residents. This shortage is eroding our quality of life and limits our ability to have healthy businesses, great teachers, police officers, firefighters, and public safety professionals among many others. With a dedicated funding source, **more housing opportunities for local residents** can be created, helping them remain in the community.



Chaffee Housing Authority Ballot Measure Information & Message Testing

Housing is considered affordable if the household spends no more than 30% of their income on housing expenses. Households who spend 30%-50% of their income on housing expenses are considered “housing-burdened,” and households spending over 50% of their income on housing expenses are considered “extremely housing-burdened. Currently, about **64% of households in Chaffee County are considered extremely housing-burdened**, and 75% of renters are considered extremely housing-burdened.

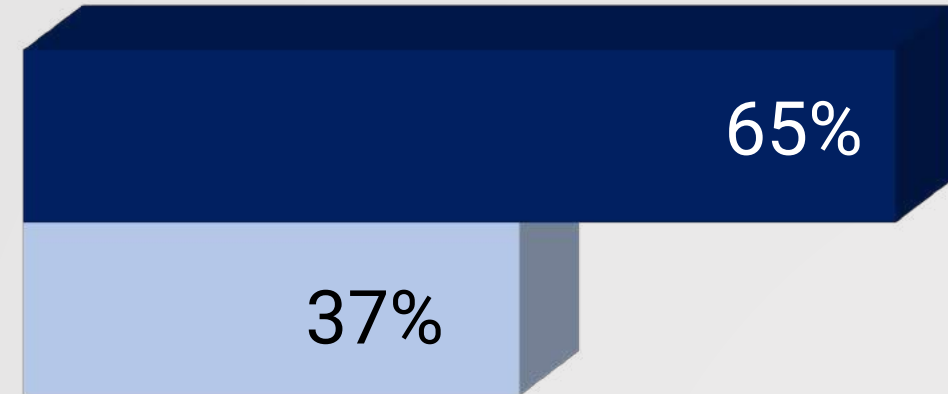
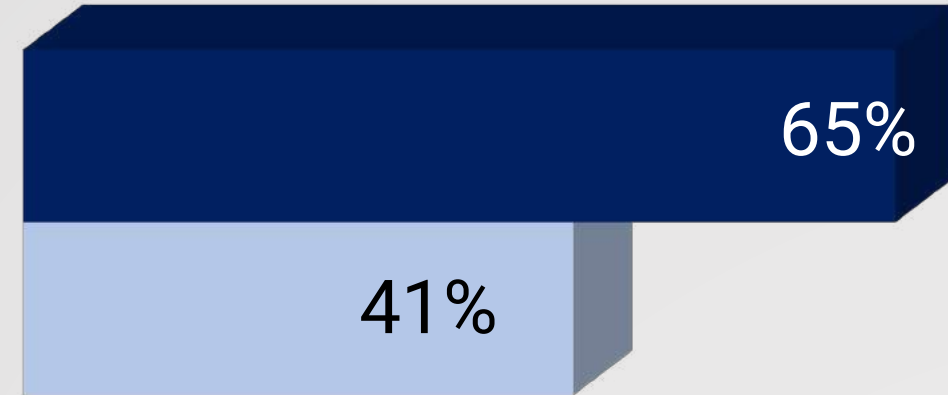
In 2022, the Chaffee Housing Authority completed a Housing Needs Assessment in cooperation with the City of Salida and the Town of Buena Vista. This assessment found that **average rents have increased by about 43% since 2016 and are still rising**, and that vacancy is below 5%, showing that finding a place to rent in Chaffee County can be extremely difficult.



Chaffee Housing Authority Ballot Measure Information & Message Testing

The Housing Needs Assessment identified a need for **1,105 new housing units** in Chaffee County by 2027, including 825 units needed for workforce and lower income residents.

With dedicated funding of approximately \$3.5 million annually, the Chaffee Housing Authority could generate about **250 rental units over a ten-year period**.

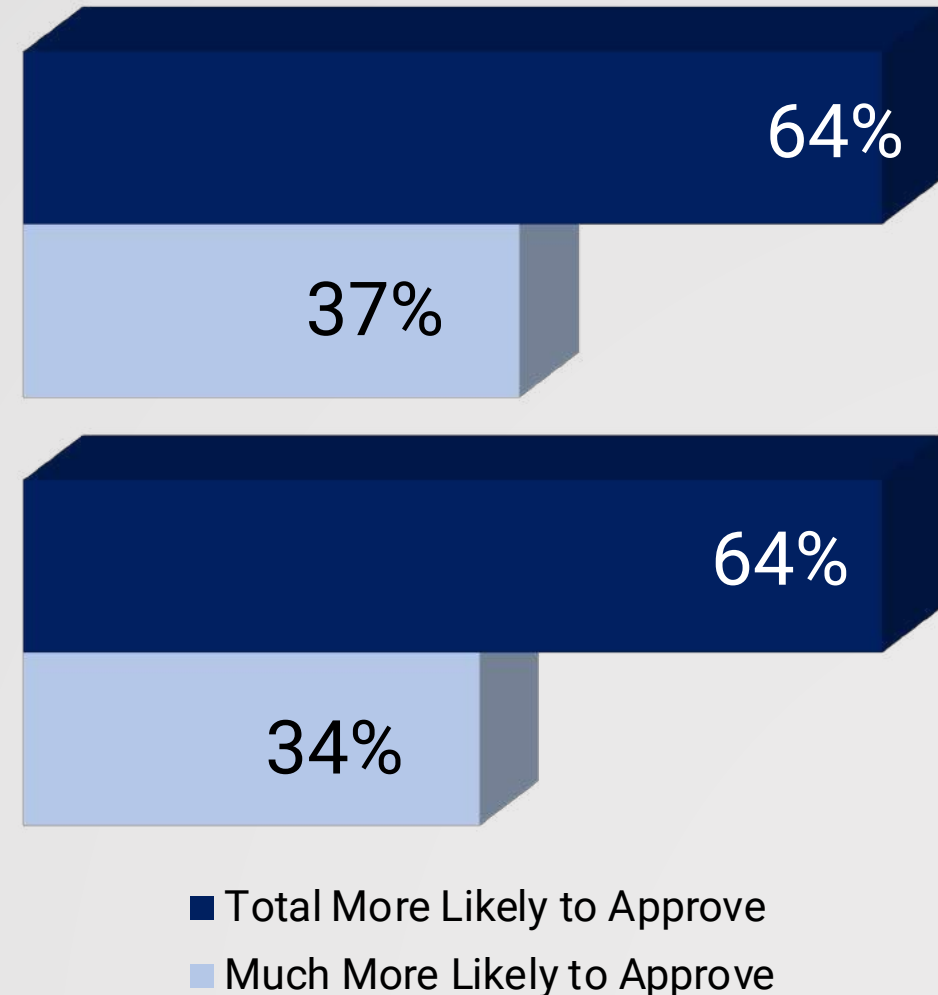


- Total More Likely to Approve
- Much More Likely to Approve

Chaffee Housing Authority Ballot Measure Information & Message Testing

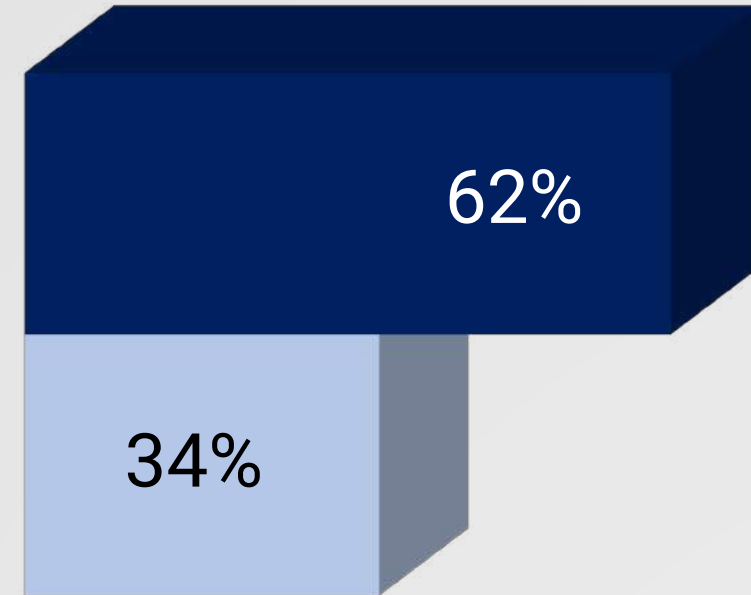
A dedicated funding source would be used to start a **Down Payment Assistance** program that will provide low-and moderate-income households the opportunity to purchase their first home in Chaffee County. This program will increase a buyer's purchasing power by bridging the gap between lower wages and higher cost housing. Preference will be given to borrowers currently living or working in Chaffee County. Borrowers may receive up to \$25,000 depending on purchase price and their qualification.

By January 2025, the Chaffee Housing Authority aims to secure formal, diverse **developer partnerships**, proposing an additional 75 deed-restricted rental units for construction to start in the next three years. Jane's Place and Carbonate Street are just two examples of these partnerships.



Chaffee Housing Authority Ballot Measure Information & Message Testing

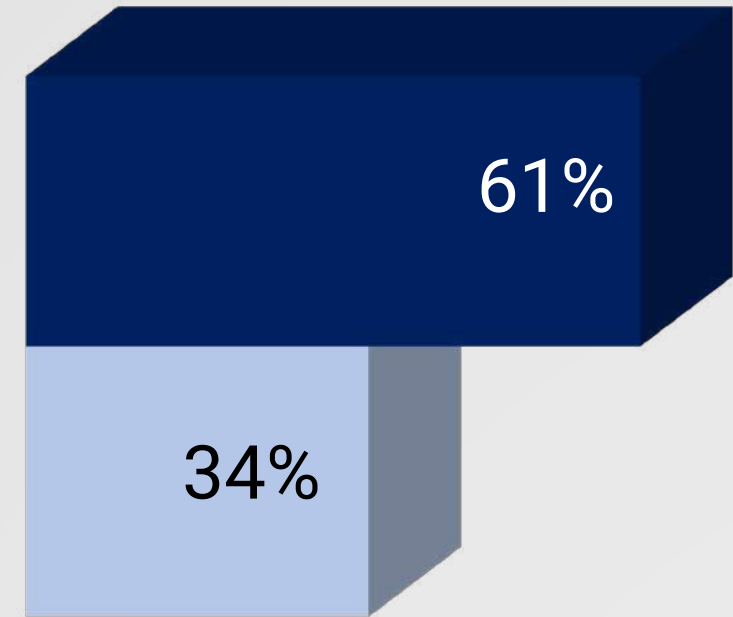
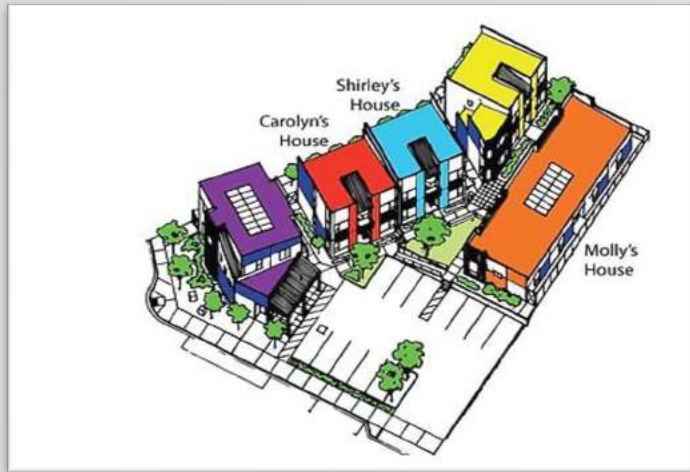
The Chaffee Housing Authority has partnered with Fading West Development on the Carbonate Street project in Buena Vista. Carbonate Street will bring meaningful workforce housing to Chaffee County, and the development includes 30 studios, 24 one-bedroom units, and six two-bedroom units. All 60 units will be deed restricted at area median incomes ranging from 80%-120%. For a one-person household that range is approximately \$46,050 - \$73,080, and for a four-person household the range is approximately \$65,750 - \$104,400. The below image shows a rendering of the Carbonate Street project:



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

Chaffee Housing Authority Ballot Measure Information & Message Testing

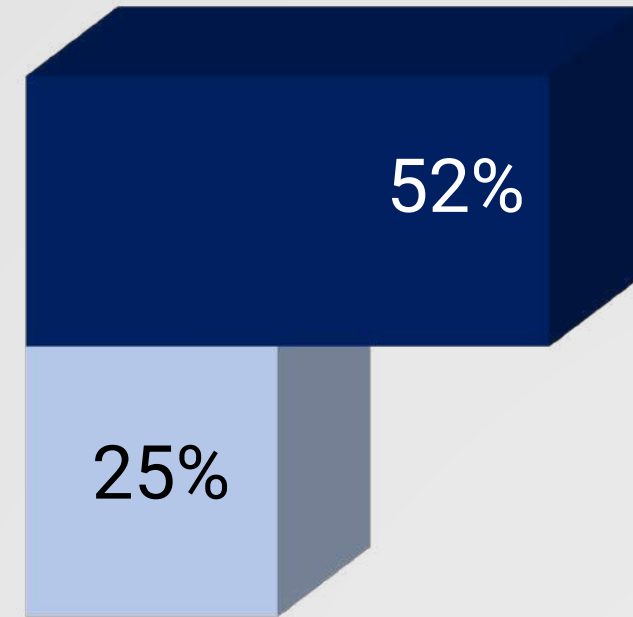
Jane's Place is an innovative and flexible housing project near the heart of downtown Salida at the intersection of 3rd and Highway 291. This project will bring 17 housing units to the Salida community and will directly serve new recruits to the workforce, families and individuals in crisis, and AmeriCorps volunteers. Jane's Place will also include a nonprofit incubator and a social enterprise coffee shop. The below image shows a rendering of Jane's Place:



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

Chaffee Housing Authority Ballot Measure Information & Message Testing

As the Chaffee Housing Authority focuses on public-private partnerships for new developments, many year-round residents want to know where the new developments will be built. That is a good question, and the honest answer is we do not know just yet. However, the Housing Authority is committed to identifying diverse locations throughout Chaffee County.



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

Informed 4-mill Property Tax Increase Ballot Test

Thank you for taking the time to read information about the housing initiatives and programs managed by the Chaffee Housing Authority. As a reminder, the Housing Authority is considering two different options: a property tax increase (mill levy) or a sales tax increase. There is no scenario where both would be on the ballot. It would only be one or the other, or neither.

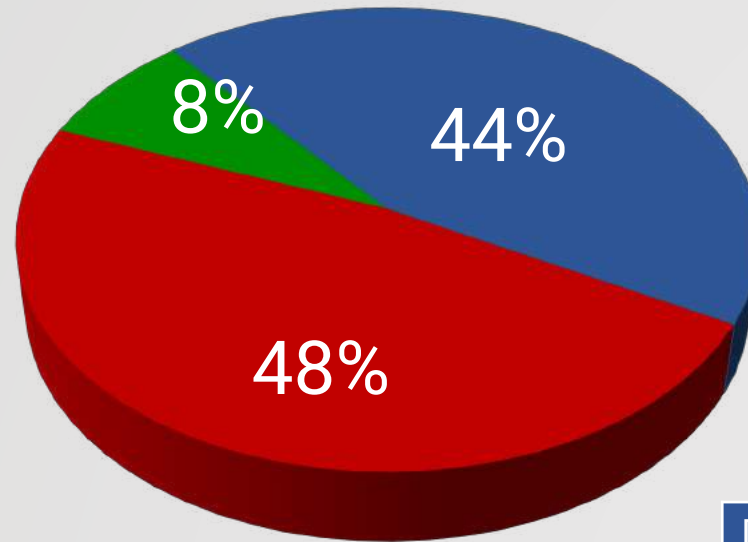
One ballot measure being considered is a 4-mill property tax increase on residential and commercial property that would generate an annual \$3.5 million dedicated funding source for ten years. The property tax increase would expire after ten years to hold the Housing Authority accountable.

A 4-mill property tax increase would cost a homeowner approximately \$29 a year for each \$100,000 of a home's assessed value. Therefore, a home valued at \$650,000 (the approximate average home price in Chaffee County) would cost a property owner about \$188 annually.

If an election were being held today, would you vote yes and approve or vote no and reject a 4-mill property tax to create an annual \$3.5 million dedicated funding source for ten years to help fund construction of affordable housing and for affordable housing initiatives of the Chaffee Housing Authority?

Informed 4-Mill Property Tax Increase Ballot Measure Test

After reading the ballot measure, would you vote yes and approve this ballot measure, or would you vote no and reject this ballot measure?



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

Definitely Yes, Approve	27%
Probably Yes, Approve	17%
Definitely No, Reject	30%
Probably No, Reject	18%

Reasons why 44% of respondents would vote yes and approve the 4-mill property tax increase ballot measure.

Themes

Addressing the Housing Crisis

Community Investment

Fairness

“Need affordable housing and government is the only way to do it.”

-Female, 45-54, Democrat, Own, Salida

“Chafee needs the housing and it is positive for the entire community. I would encourage you to look at a tax credit program.” –Male, 65+, Democrat, Own, Salida

“I think it's necessary. We have families living in campers on national forest, moving every 2 weeks. Stability is necessary for families to thrive.” –Female, 45-54, Republican, Other, Buena Vista

“To improve our community and secure future workforce housing I feel it would be money well spent for all of us.” –Male, 45-54, Unaffiliated, Own, Salida

“Because I recognize that we do not have housing options for the folks who serve this community.” –Female, 18-34, Democrat, Own, Unincorporated

“Affordable housing is directly connected to a diverse & thriving community. I was a regular visitor to Chafee County before I was able to move here. It is my sincere hope to be able to continue to be a part of this thriving community.” –Female, 65+, Democrat, Rent, Buena Vista

“This is a shared burden on all property owners and seems a fair contribution as well as a good investment to help keep our county a good place for all of us to live.” –Female, 65+, Unaffiliated, Own, Salida

“Colorado mountain towns need to do something to keep life affordable for everyone.” –Male, 35-44, Unaffiliated, Own, Poncha Springs

“Such a nominal increase to a home valued over \$500k would make a progressive, necessary step towards inclusion and attainable housing for the working class in Chafee County. All of the working class.” –Male, 35-44, Unaffiliated, Rent, Buena Vista

Reasons why 44% of respondents would vote yes and approve the 4-mill property tax increase ballot measure.

The top three themes were:

Addressing the Housing Crisis

Many respondents expressed a strong need for affordable housing in the community, emphasizing that it's necessary to retain workers, teachers, firefighters, and other essential personnel. They believe the tax increase is a small price to pay to address this pressing issue.

Community Investment

Many respondents see the tax increase as an investment in the community's future and well-being. They believe that providing affordable housing will strengthen the community, support local businesses, and ensure a diverse population.

Fairness

Several respondents noted that property owners, especially those who have benefited from the rising property values in the area, should contribute to solving the housing crisis. They argue that a property tax increase is a fair way to distribute the financial burden.

Reasons why 48% of respondents would vote no on a 4-mill property tax increase ballot measure.

Themes

Opposition to Property Tax Increases

Distrust in Government Spending

Preference for Sales Tax

Concerns about Impact on Fixed-Income Residents

“The property owners should not share this cost alone. It should be a sales tax where everyone in the area or visiting the area shares.”

-Female, 65+, Unaffiliated, Own, Buena Vista

“Our property taxes already over doubled in the last 2 years. Consider taxing short term rentals more (VRBO’s) vs full time residents.” –Female, 35-44, Unaffiliated, Own, Buena Vista

“Recent property tax increases have been excessive. I would not be in favor of increasing it more. More should be done with the money we are paying now.” –Male, 65+, Unaffiliated, Own, Salida

“Property taxes have already gone way up. And this problem has been made by local government because they didnt enforce the already existing building and developing codes. I wouldnt vote to tax the citizens more to bail out those elected officials.” –Male, 18-34, Republican, Own, Unincorporated

“We do not want low income / affordable housing subsidized by our local government.” –Male, 45-54, Republican, Own, Salida

“Tax or other financial assist at the cost of current residents is unfair!” –Male, 65+, Republican, Own, Poncha Springs

“Property taxes have already shot way up in the last few years. Hard on those with fixed incomes.” –Male, 65+, Unaffiliated, Own, Buena Vista

“Property taxes are way too high already Taxes on those coming to visit or short-term term stay are already so high tourists stay elsewhere.” –Female, 65+, Unaffiliated, Own, Salida

“Too much of this money would disappear into government waste. What percentage of current CHA budget is salaries? Ten years is along time before an accountability check.” –Male, 55-64, Republican, Own, Salida

Reasons why 48% of respondents would vote no on a 4-mill property tax increase ballot measure.

The top four themes were:

Opposition to Property Tax Increases

Homeowners, particularly those on fixed incomes, express concern about already high property taxes and the potential for further financial strain if taxes are increased.

Distrust in Government Spending

Many respondents express skepticism about how the additional tax revenue would be used, citing concerns about bureaucratic inefficiency, wasteful spending, and lack of accountability. They feel that the government has not effectively managed funds in the past and are reluctant to provide more money.

Preference for Sales Tax

Many respondents prefer a sales tax over a property tax increase, believing it spreads the burden across everyone, including tourists and visitors to the area.

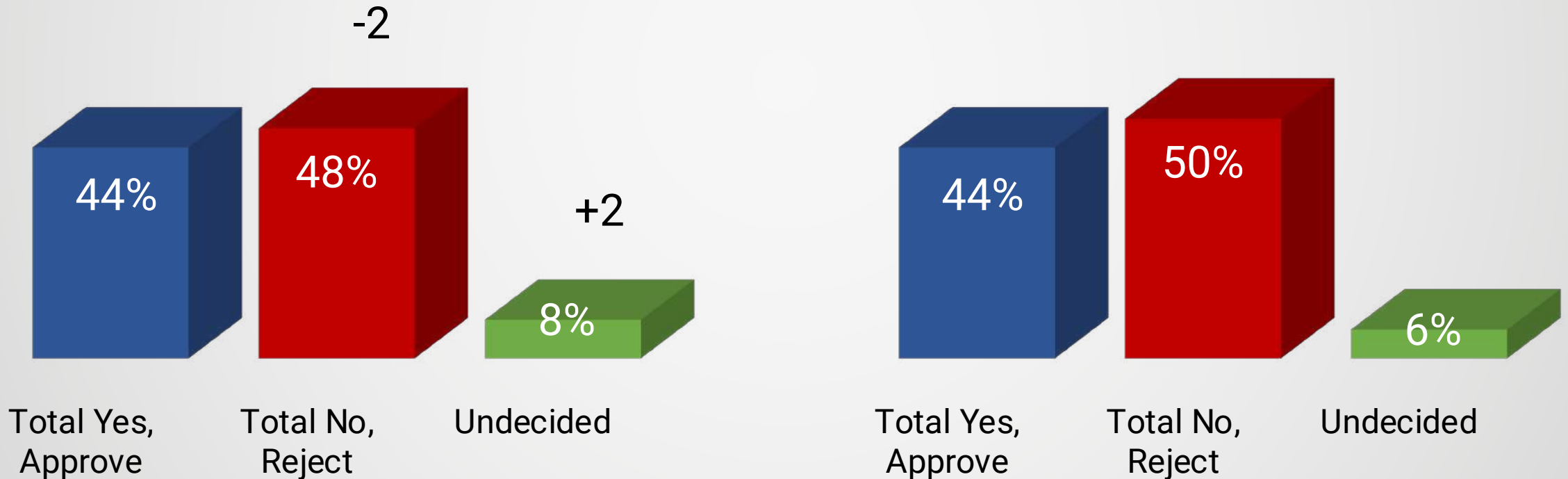
Concerns about Impact on Fixed-Income Residents

Several respondents, particularly senior citizens or those on fixed incomes, expressed concerns about the impact of increased property taxes on their ability to afford living in the county. They worry about being taxed out of their homes and believe that the burden should not fall solely on property owners.

Chaffee Housing Authority 4-Mill Property Tax Ballot Measure

Informed Ballot

Uninformed Ballot



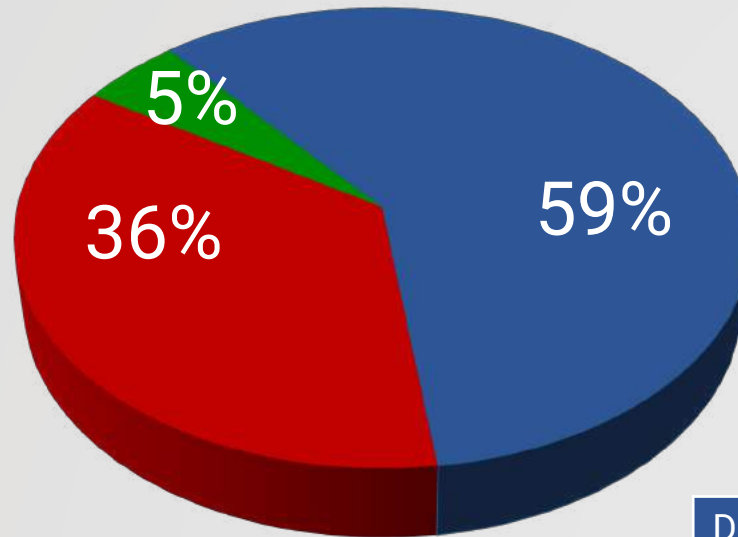
Informed 0.50% Sales Tax Increase Ballot Test

As we mentioned, another ballot measure being considered is a 0.50% sales tax increase for ten years that would generate an annual \$3.5 million dedicated funding source that would cost consumers 50 cents on a \$100 purchase. The sales tax increase would expire after ten years to hold the Housing Authority accountable.

If an election were being held today, would you vote yes and approve or vote no and reject a 0.50% sales tax increase to create an annual \$3.5 million dedicated funding source for ten years to help fund construction of affordable housing and for affordable housing initiatives of the Chaffee Housing Authority?

Informed 0.50% Sales Tax Increase Ballot Measure Test

After reading the ballot measure, would you vote yes and approve this ballot measure, or would you vote no and reject this ballot measure?



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

Definitely Yes, Approve	34%
Probably Yes, Approve	25%
Definitely No, Reject	24%
Probably No, Reject	12%

Reasons why 59% of respondents would vote yes and approve the 0.50% sales tax increase ballot measure.

Themes

Fairness and Equity

Need for Affordable Housing

Tourist Contribution

“The sales tax seems like a fairer way to share the burden. It would also allow for tourists to contribute to this fund.”

-Female, 35-44, Unaffiliated, Own, Salida

“Let the tourists who use our housing resources help pay for affordable housing.” –Female, 65+, Democrat, Own, Unincorporated

“It's a tax applied to everyone. Not just existing residents. Many historic homeowners have already seen property values increase exponentially, and so have their property taxes. Unfortunately, a number of these homeowners have not seen their wages increase at the same rate. Many long-time locals have already been pushed out, and raising their property taxes isn't going to help that. Furthermore, the amount of new second homeowners in Chaffee County is alarming and a major contributing factor to the current lack of affordable housing.” –Male, 35-44, Unaffiliated, Rent, Unincorporated

“This means of increasing Revenue at least gives people some control in how they are participating in the funding.” –Male, 65+, Unaffiliated, Own, Salida

“It's based on consumer spending and not a tax burden on property values that keep going up.” –Male, 65+, Republican, Own, Buena Vista,

“Sales taxes haven't increased as much as property taxes recently. Also burden shared by out of county tourists.” –Male, 45-54, Democrat, Rent, Salida

“People visiting come here because they like the community we've built. If we don't come up with some housing solutions, that community won't be attractive to tourists anymore. It seems more sensible that tourism should support housing solutions than to have existing property owners take the burden.” –Female, 35-44, Democrat, Own, Salida

“A small price to pay to bring in solutions to a major issue.” –Male, 18-34, Unaffiliated, Rent, Buena Vista

Reasons why 59% of respondents would vote yes and approve the 0.50% sales tax increase ballot measure.

The top three themes were:

Fairness and Equity

Many respondents believe that a sales tax increase is fairer than taxing only current property owners. They argue that it spreads the burden more evenly among residents, tourists, and visitors, rather than solely impacting homeowners.

Need for Affordable Housing

Many respondents emphasized the urgent need for affordable housing in Chaffee County. They view the sales tax increase as a necessary step to generate funding for affordable housing initiatives and support the local workforce.

Tourist Contribution

Many respondents emphasize the importance of leveraging revenue from tourism to address the housing crisis. They view a sales tax increase as a way to make tourists contribute to the solution, considering their impact on the demand for housing and infrastructure.

Reasons why 36% of respondents would vote no on a 0.50% sales tax increase ballot measure.

Themes

Residents are Already Overtaxed

Distrust in Government Spending

Preference for Alternative Funding Sources

Regressive Tax Impact

“Already spending too much for sales tax. Couple that with the significant State tax we pay, it’s beginning to be too much. Get money from the State.”

-Male, 35-44, Unaffiliated, Own, Buena Vista

“I do not support new property or sales taxes to fund housing because that burdens existing residents who already pay to support amenities and basic services.”

–Male, 35-44, Unaffiliated, Own, Salida

“It is too expensive to live in Chaffee county already. The people that get assistance for housing can’t afford gas or food it just becomes a bigger and bigger hole for them. Let them find their own solutions. Stop the nanny state.”

–Female, 65+, Unaffiliated, Own, Salida

“Locals already pay enough, why tax them more?”

–Male, 35-44, Republican, Rent, Salida

“It is not up to the government to provide housing...and use taxpayers money to benefit few.”

–Female, 65+, Unaffiliated, Own, Salida

“Why should we force the tax on the residents of the county to fix the problems that was created by owners of rental properties, non primary residence owners, interest rates and inflation?”

–Male, 35-44, Unaffiliated, Rent, Buena Vista

“Although the sales tax increase is slightly better than a property tax increase, it would also further burden people like me as it would increase the cost of living and cost of essentials like food. Opposed to the flawed premise that we need more housing to accommodate additional people that want to move here.”

–Female, 55-64, Unaffiliated, Own, Salida

“Tired of taxes being raised.”

–Male, 55-64, Other Party, Own, Salida

Reasons why 36% of respondents would vote no on a 0.50% sales tax increase ballot measure.

The top four themes were:

Residents are Already Overtaxed

Many respondents feel that they are already overtaxed and cannot afford any additional tax burden. They express frustration with the current level of taxation, highlighting issues such as high property taxes, inflation, and the overall cost of living in Chaffee County.

Distrust in Government Spending

There is a widespread lack of trust in government entities, particularly regarding their ability to effectively manage funds and implement projects. Respondents express skepticism about the efficiency and transparency of government spending.

Preference for Alternative Funding Sources

Many respondents suggest alternative funding sources, such as taxing tourists, second homeowners, or short-term rental owners more heavily. They argue that these groups should bear a larger share of the burden for funding housing initiatives rather than placing additional taxes on local residents.

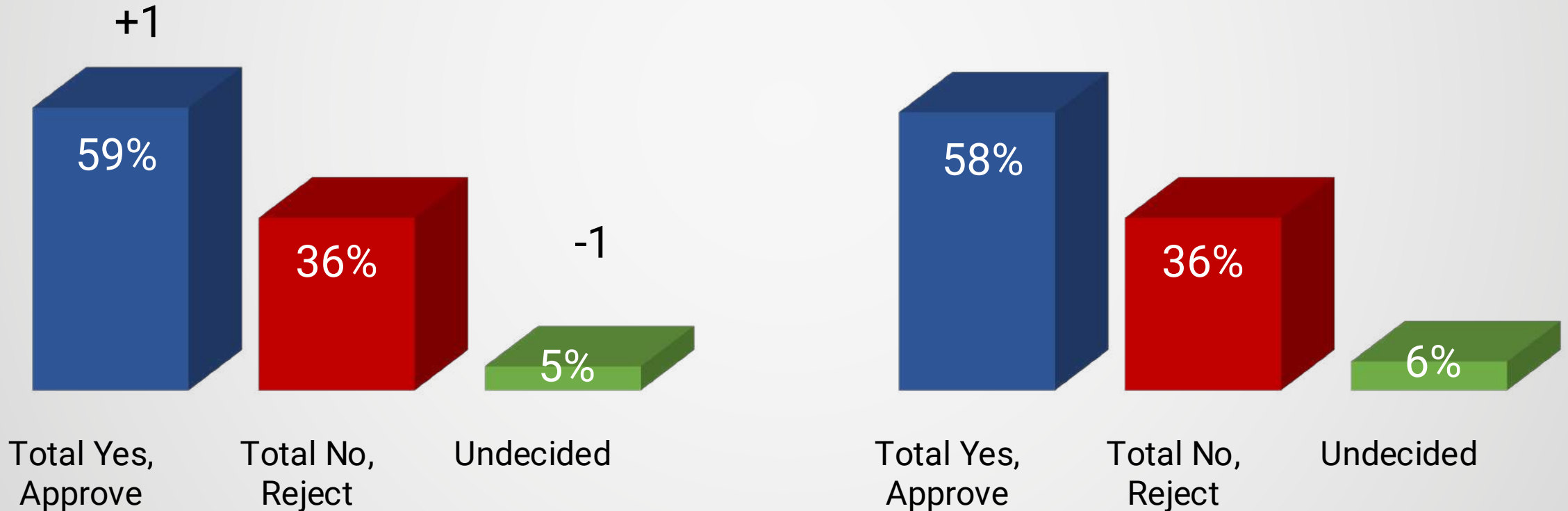
Regressive Tax Impact:

Several respondents highlight the regressive nature of sales tax, stating that it disproportionately affects low-income individuals and families, making it harder for them to afford basic necessities.

Chaffee Housing Authority 0.50% Sales Tax Ballot Measure

Informed Ballot

Uninformed Ballot



Respondent Information on Alternate Ballot Measures

The Housing Authority would also like to get your opinion on the following ballot measures for a 2-mill property tax increase and a 0.25% sales tax increase.

As a reminder, there is no scenario where there would be two different measures on the ballot.

2-Mill Property Tax Increase Ballot Test

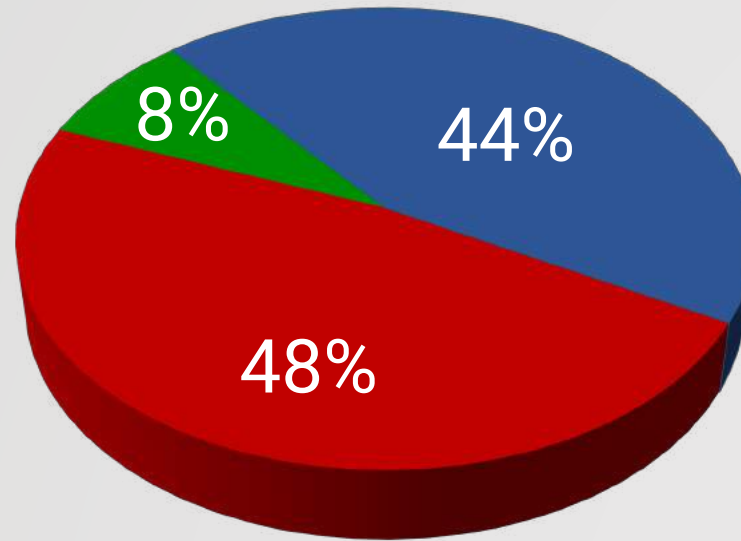
Another ballot measure being considered by the Chaffee Housing Authority is a 2-mill property tax increase to generate \$1.78 million annually.

This increase would cost a homeowner approximately \$15 a year for each \$100,000 of a home's assessed value and could generate about 125 rental units through a variety of strategies in partnership with developers and the community over a ten-year period. The property tax increase would expire after ten years to hold the Housing Authority accountable.

If an election were being held today, would you vote yes and approve or vote no and reject a 2-mill property tax increase for ten years for the Chaffee Housing Authority?

Informed 2-Mill Property Tax Increase Ballot Measure Test

After reading the ballot measure, would you vote yes and approve this ballot measure, or would you vote no and reject this ballot measure?



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

Definitely Yes, Approve	26%
Probably Yes, Approve	18%
Definitely No, Reject	30%
Probably No, Reject	17%

0.25% Sales Tax Increase Ballot Test

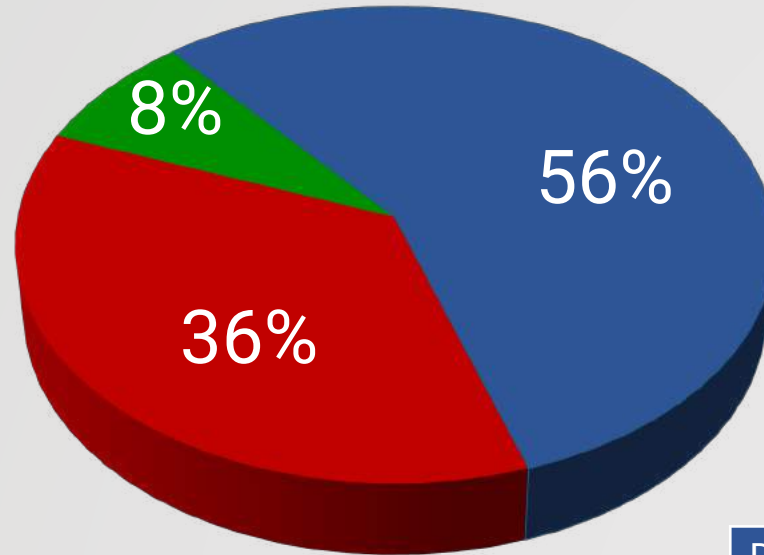
Another ballot measure being considered by the Chaffee Housing Authority is a 0.25% sales tax increase that would generate a \$1.78 million dedicated funding source.

This increase would cost consumers 25 cents on a \$100 purchase and could generate about 125 rental units through a variety of strategies in partnership with developers and the community over a ten-year period. The sales tax increase would expire after ten years to hold the Housing Authority accountable.

If an election were being held today, would you vote yes and approve or vote no and reject a 0.25% sales tax increase for ten years for the Chaffee Housing Authority?

Informed 0.25% Sales Tax Increase Ballot Measure Test

After reading the ballot measure, would you vote yes and approve this ballot measure, or would you vote no and reject this ballot measure?



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

Definitely Yes, Approve	31%
Probably Yes, Approve	25%
Definitely No, Reject	23%
Probably No, Reject	13%

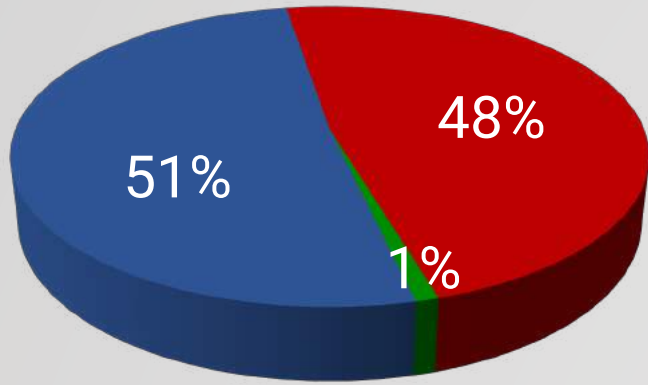


Survey Demographics



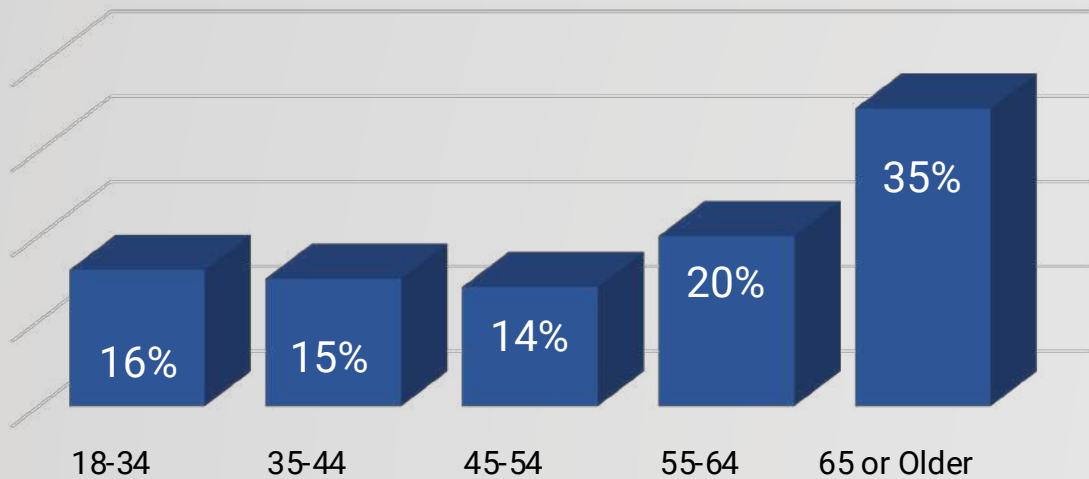
Survey Demographics

Gender

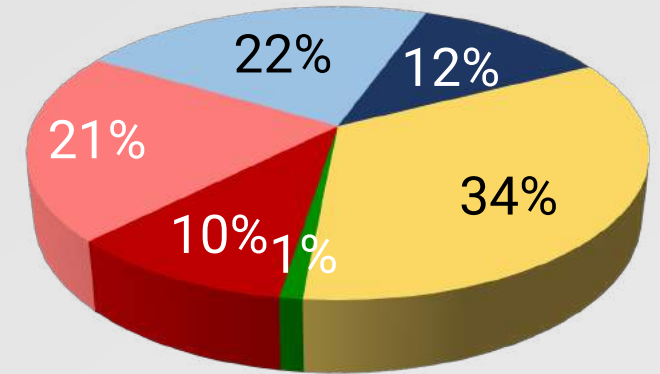


Female Male Identify Differently

Age Range

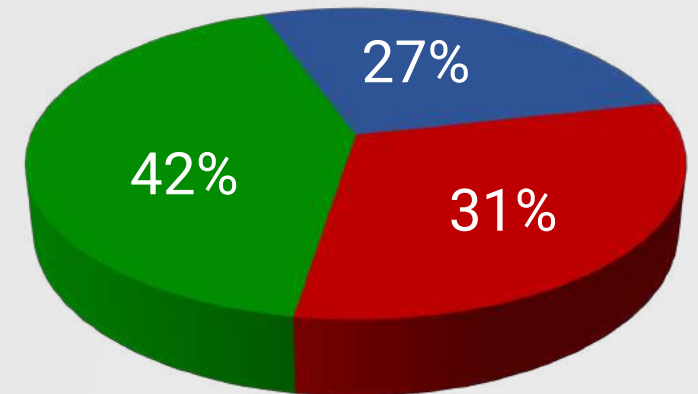


Tenure in Chaffee County



Two Years or Less 3 to 5 Years
6 to 10 Years 11 to 15 Years
More than 15 Years Not a Year-round Resident

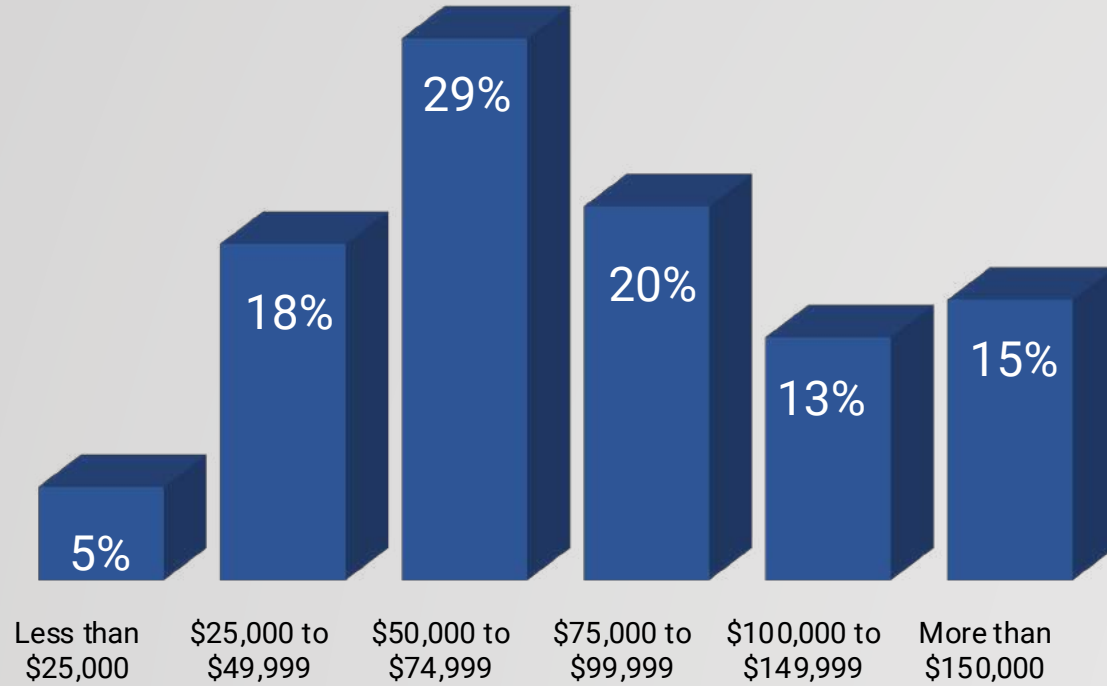
Party



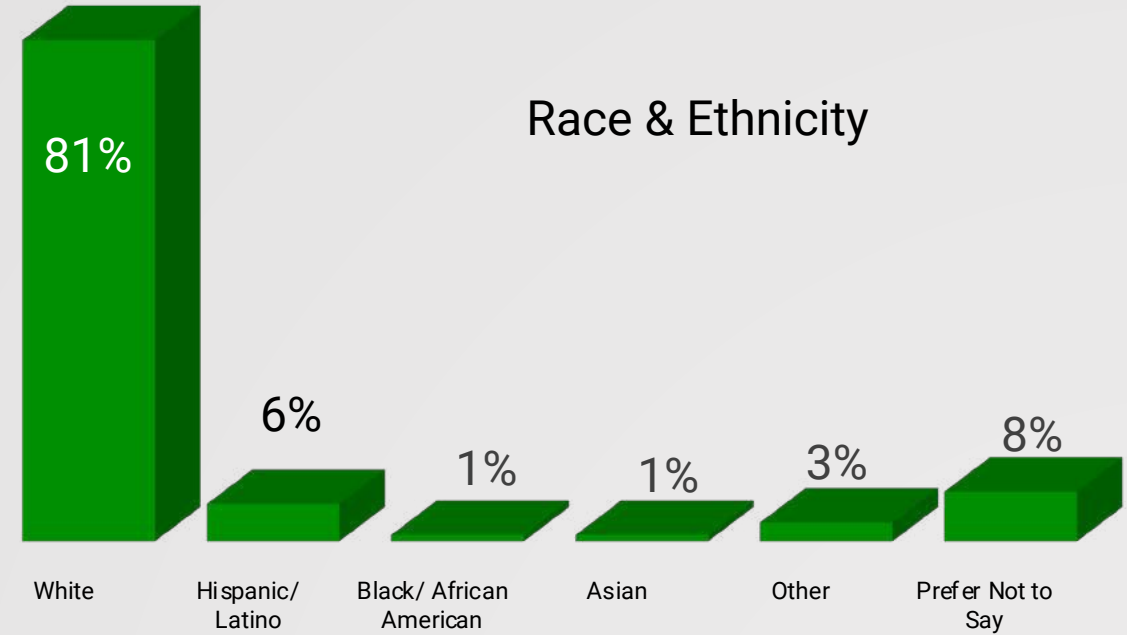
Unaffiliated/Other Democrat Republican

Survey Demographics

Household Income

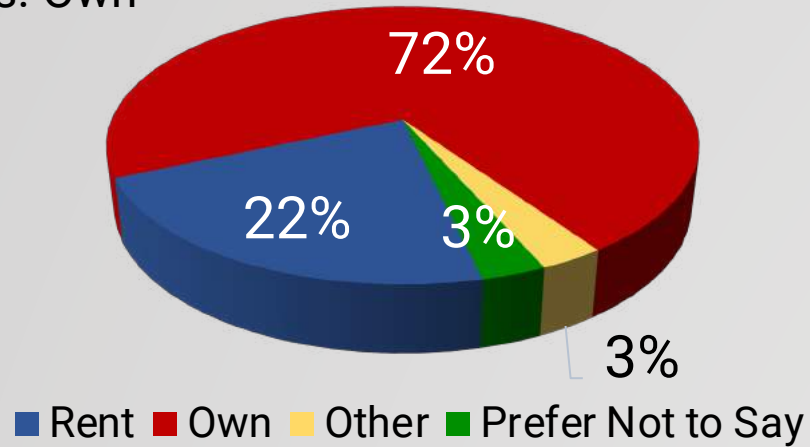


Race & Ethnicity

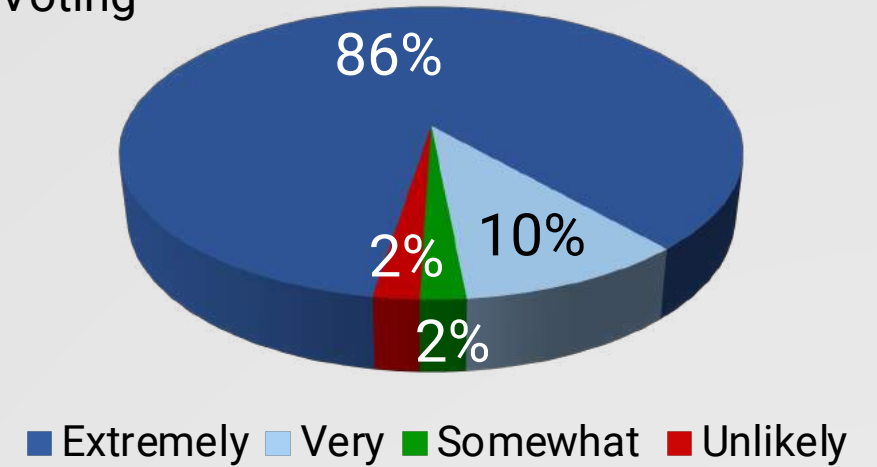


Survey Demographics

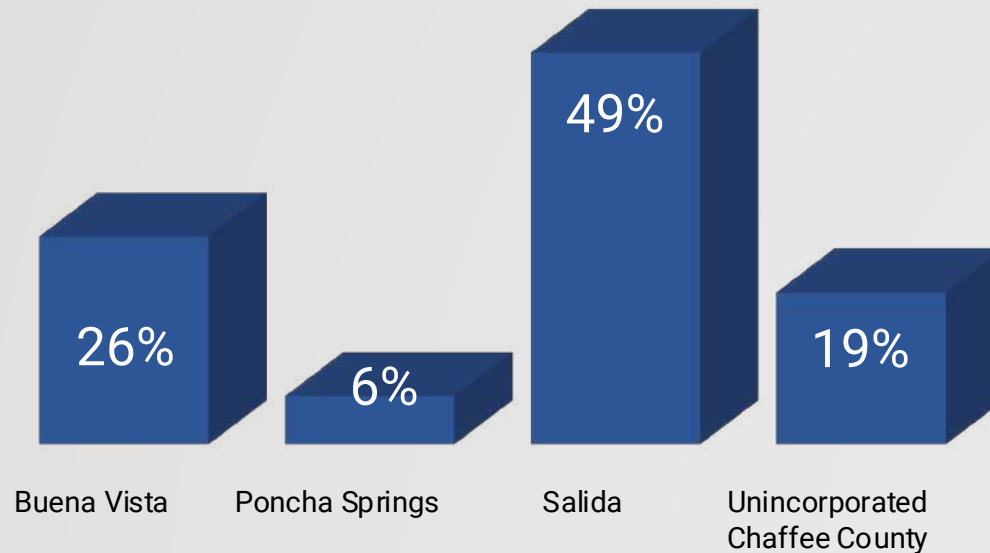
Rent vs. Own



Likelihood of Voting

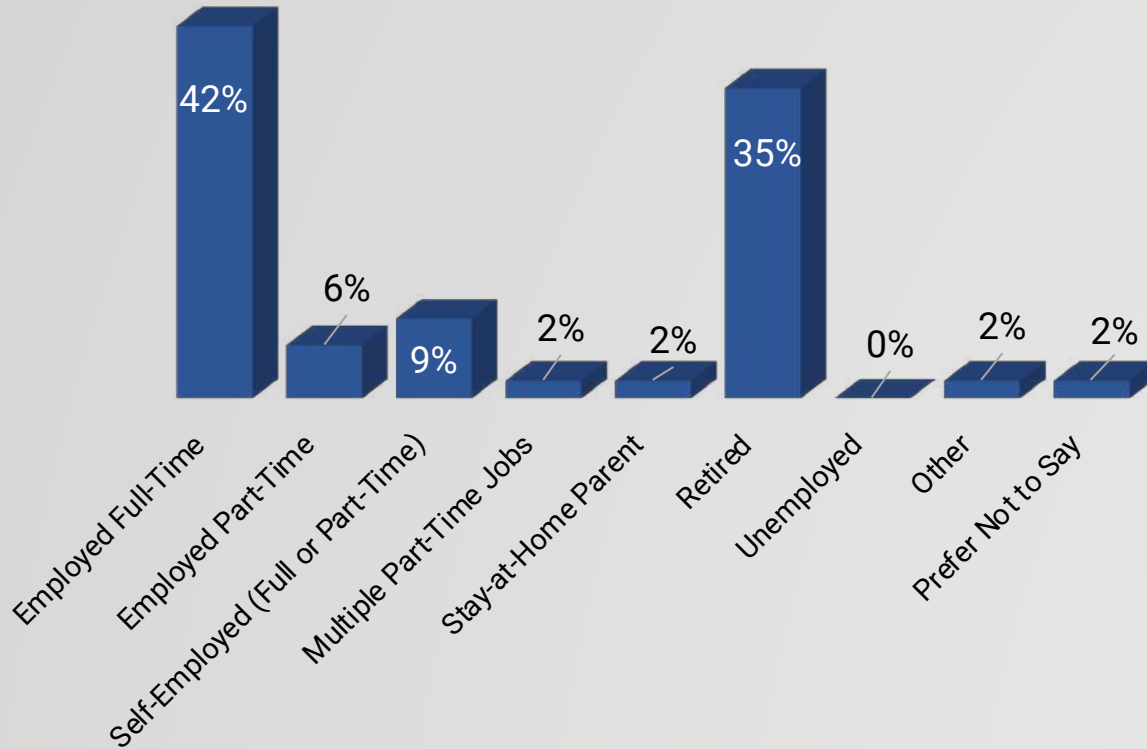


Location

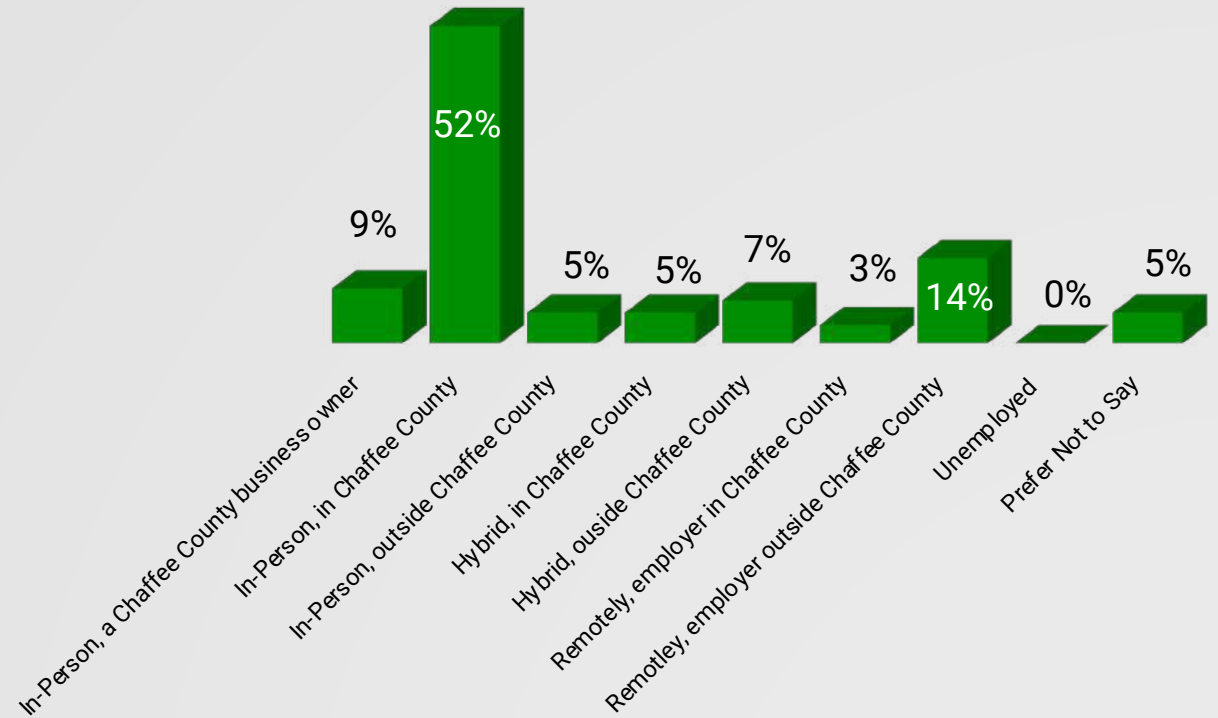


Survey Demographics

Employment Status



Work Mode and Location (Among Those Who are Employed)



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