



# City of Salida 2022 Post-Election and Home Rule Survey

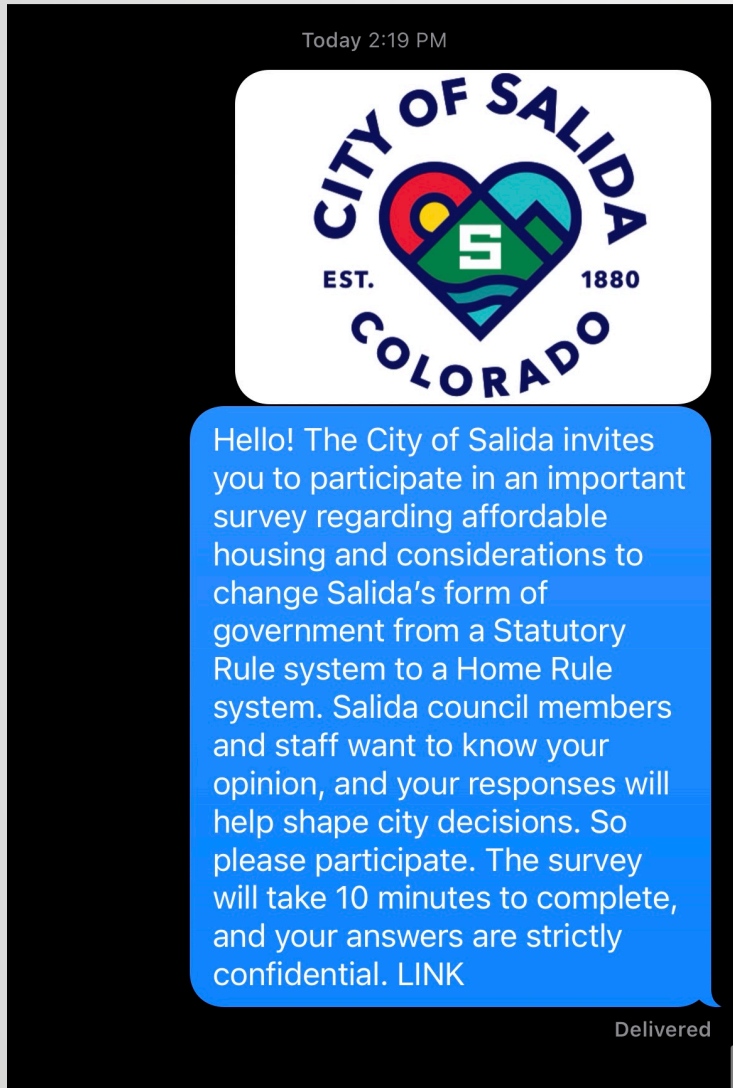
---

January 9<sup>th</sup> – 23<sup>rd</sup>, 2023

MAGELLAN  
STRATEGIES



# Methodology



Magellan Strategies are pleased to present the results of an online survey of 534 registered voters that live in and around the City of Salida, CO. The interviews were conducted from January 9<sup>th</sup> – 23<sup>rd</sup>, 2023.

The overall survey responses have a margin of error of +/- 4.01% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

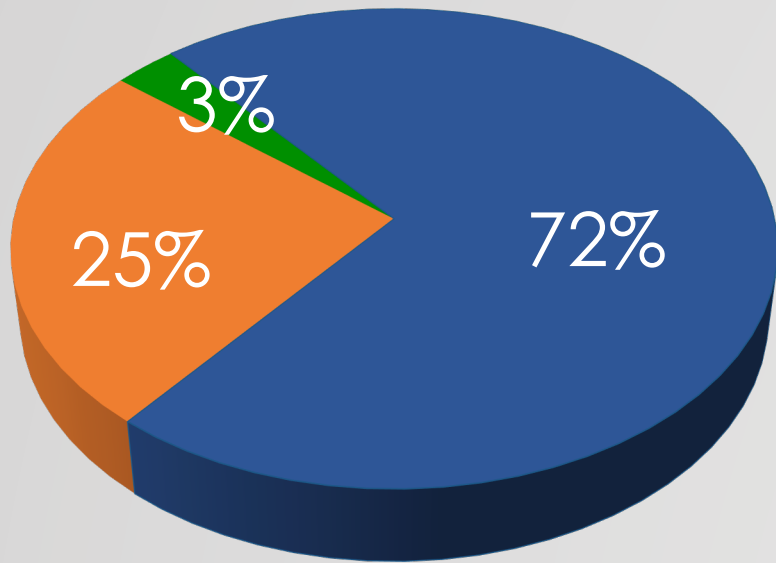
The survey results were weighted to be representative of the voter turnout demographics for an odd-year election for the City of Salida.

# City of Salida Demographics



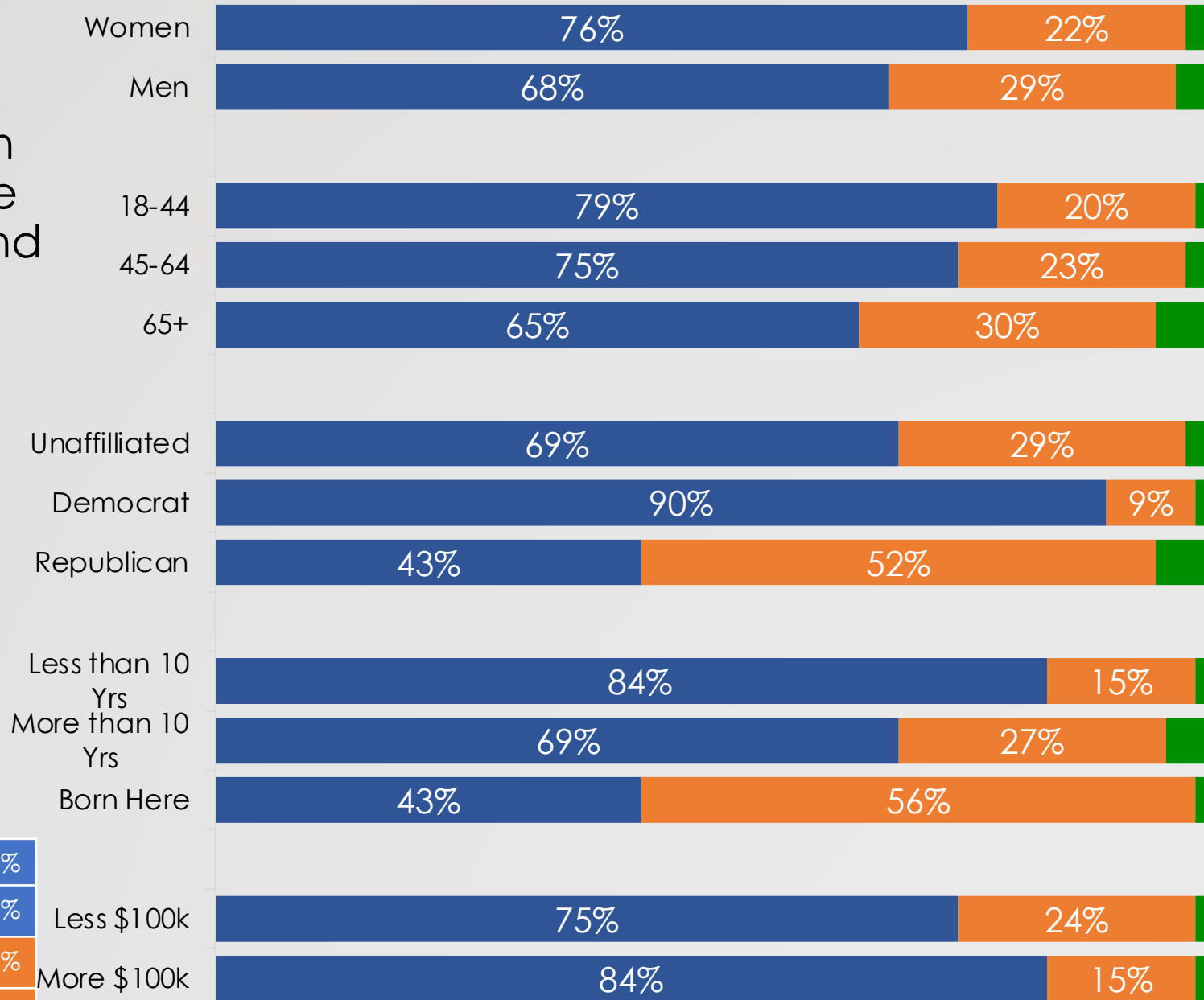
| <b>Magellan Strategies City of Salida General Election Survey Demographics</b> |                   |       |                  |       |                  |       |                  |       |                  |       |
|--|-------------------|-------|------------------|-------|------------------|-------|------------------|-------|------------------|-------|
| <b>Total Registration and Voter Turnout</b>                                    |                   |       |                  |       |                  |       |                  |       |                  |       |
| <b>Muni</b>  | <b>Total Reg.</b> |       | <b>Nov. 2022</b> |       | <b>Nov. 2021</b> |       | <b>Nov. 2020</b> |       | <b>Nov. 2019</b> |       |
| Ward 1   | 1,775             | 34.7% | 1,258            | 36.0% | 975              | 37.8% | 1,409            | 35.4% | 950              | 37.5% |
| Ward 2   | 1,722             | 33.7% | 1,196            | 34.2% | 885              | 34.3% | 1,341            | 33.7% | 859              | 33.9% |
| Ward 3   | 1,620             | 31.7% | 1,044            | 29.8% | 722              | 28.0% | 1,228            | 30.9% | 723              | 28.6% |
|  | 5,117             |       | 3,498            |       | 2,582            |       | 3,978            |       | 2,532            |       |
| <b>Sex</b>   | <b>Total Reg.</b> |       | <b>Nov. 2022</b> |       | <b>Nov. 2021</b> |       | <b>Nov. 2020</b> |       | <b>Nov. 2019</b> |       |
| Female   | 2,640             | 51.6% | 1,856            | 53.1% | 1,372            | 53.1% | 2,077            | 52.2% | 1,351            | 53.4% |
| Male   | 2,477             | 48.4% | 1,642            | 46.9% | 1,210            | 46.9% | 1,901            | 47.8% | 1,181            | 46.6% |
| Total  | 5,117             |       | 3,498            |       | 2,582            |       | 3,978            |       | 2,532            |       |
| <b>Age Group</b>   | <b>Total Reg.</b> |       | <b>Nov. 2022</b> |       | <b>Nov. 2021</b> |       | <b>Nov. 2020</b> |       | <b>Nov. 2019</b> |       |
| 18-34  | 1,018             | 19.9% | 477              | 13.6% | 238              | 9.2%  | 697              | 17.5% | 237              | 9.4%  |
| 35-44  | 901               | 17.6% | 567              | 16.2% | 391              | 15.1% | 623              | 15.7% | 322              | 12.7% |
| 45-54  | 819               | 16.0% | 557              | 15.9% | 422              | 16.3% | 631              | 15.9% | 388              | 15.3% |
| 55-64  | 851               | 16.6% | 642              | 18.4% | 495              | 19.2% | 745              | 18.7% | 589              | 23.3% |
| 65+  | 1,528             | 29.9% | 1,255            | 35.9% | 1,036            | 40.1% | 1,282            | 32.2% | 996              | 39.3% |
| Total  | 5,117             |       | 3,498            |       | 2,582            |       | 3,978            |       | 2,532            |       |
| <b>Party</b>   | <b>Total Reg.</b> |       | <b>Nov. 2022</b> |       | <b>Nov. 2021</b> |       | <b>Nov. 2020</b> |       | <b>Nov. 2019</b> |       |
| Unaffiliated   | 2,452             | 47.9% | 1,524            | 43.6% | 1,032            | 40.0% | 1,681            | 42.3% | 929              | 36.7% |
| Democrat   | 1,690             | 33.0% | 1,326            | 37.9% | 1,044            | 40.4% | 1,473            | 37.0% | 1,036            | 40.9% |
| Republican   | 888               | 17.4% | 612              | 17.5% | 488              | 18.9% | 775              | 19.5% | 539              | 21.3% |
| Libertarian  | 53                | 1.0%  | 26               | 0.7%  | 12               | 0.5%  | 36               | 0.9%  | 15               | 0.6%  |
| Other  | 34                | 0.7%  | 10               | 0.3%  | 6                | 0.2%  | 13               | 0.3%  | 13               | 0.5%  |
|  | 5,117             |       | 3,498            |       | 2,582            |       | 3,978            |       | 2,532            |       |

Thinking now about the issue of affordable housing. Do you think local governments should play an active role in providing affordable housing solutions for their year-round residents?



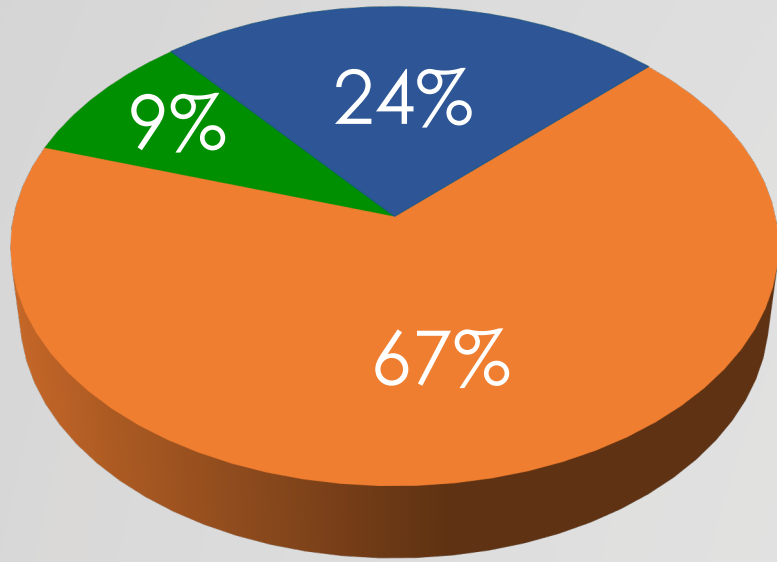
■ Total Yes  
■ Total No  
■ Unsure or No Opinion

|                    |     |
|--------------------|-----|
| Yes, Definitely    | 53% |
| Yes, Probably      | 19% |
| No, Definitely Not | 13% |
| No, Probably Not   | 12% |



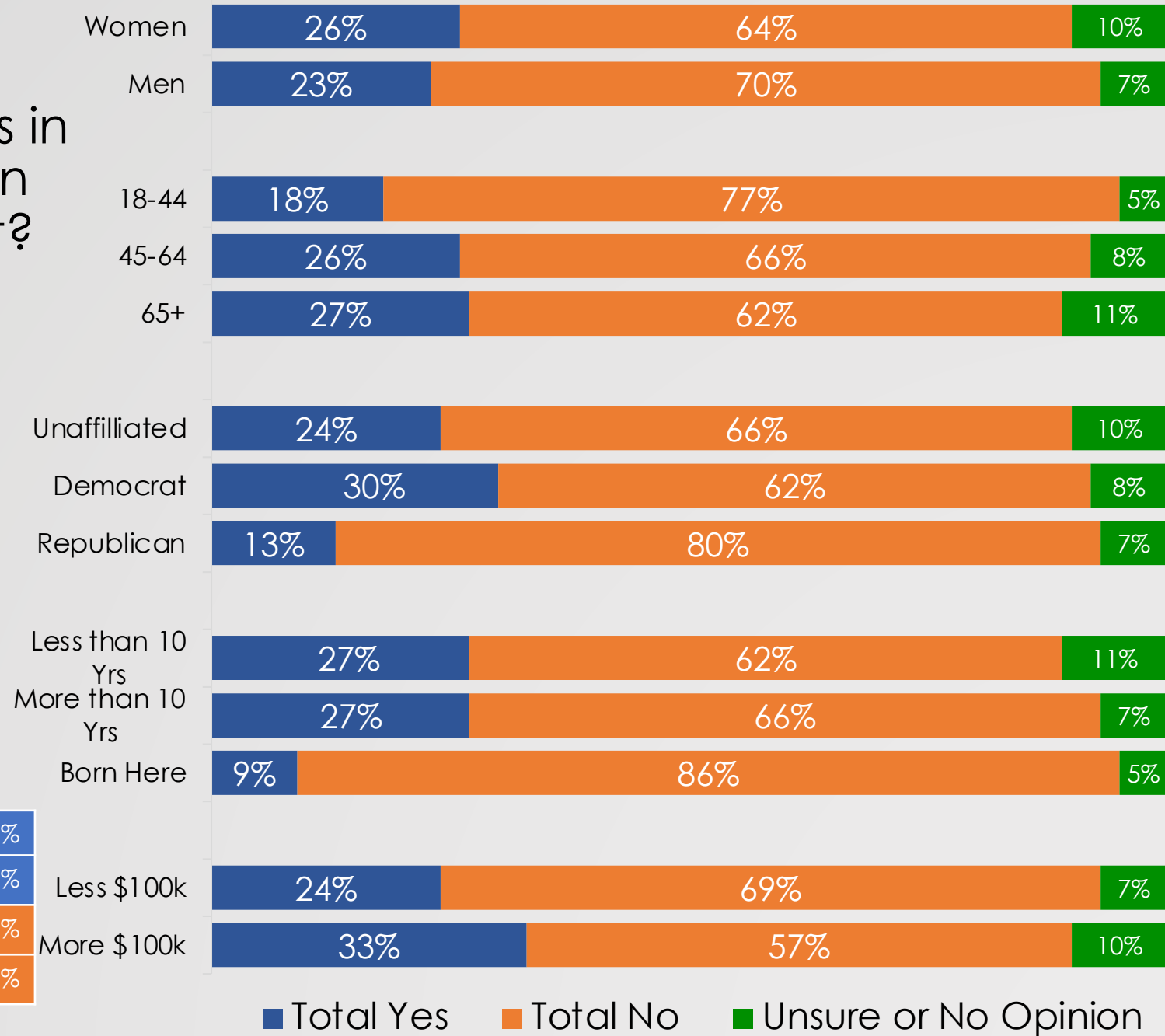
■ Total Yes   
 ■ Total No   
 ■ Unsure or No Opinion

Do you think the affordable housing initiatives and programs in the Salida area are effective in addressing the problem or not?



■ Total Yes  
 ■ Total No  
 ■ Unsure or No Opinion

|                    |     |
|--------------------|-----|
| Yes, Definitely    | 2%  |
| Yes, Somewhat      | 22% |
| No, Definitely Not | 35% |
| No, Probably Not   | 32% |



■ Total Yes   ■ Total No   ■ Unsure or No Opinion

# What is affordable housing?

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

## Themes

Housing for those working in Salida, that are teachers, fire, police, retail, or restaurant workers.

Should be housing that only costs 25-30% of median salary.

Low-income housing with restrictions.

“Affordable housing should help individuals that are working in the City of Salida. The city assistance should have a time limit on the assistance to allow other individuals an opportunity.”

**-Male, 65+, Unaffiliated, Lived in Salida 2-4 Years**

“Affordable housing is safe, clean housing that can be afforded on a single-person minimum wage income. It is for everyone because housing is a human right. That means \$655/month for a one-bedroom based on CO min wage and that housing should cost only up to 30% of people’s wages.”

**-Female, 18-34, Unaffiliated, Lived in Salida 2-4 Years**

“Housing that local working folks can afford. Multi-family and single-family homes. Working people. Free market system. I have no idea what it would/should cost. Government should not be involved.”

**-Female, 45-54, Unaffiliated, Lived in Salida 5-10 Years**

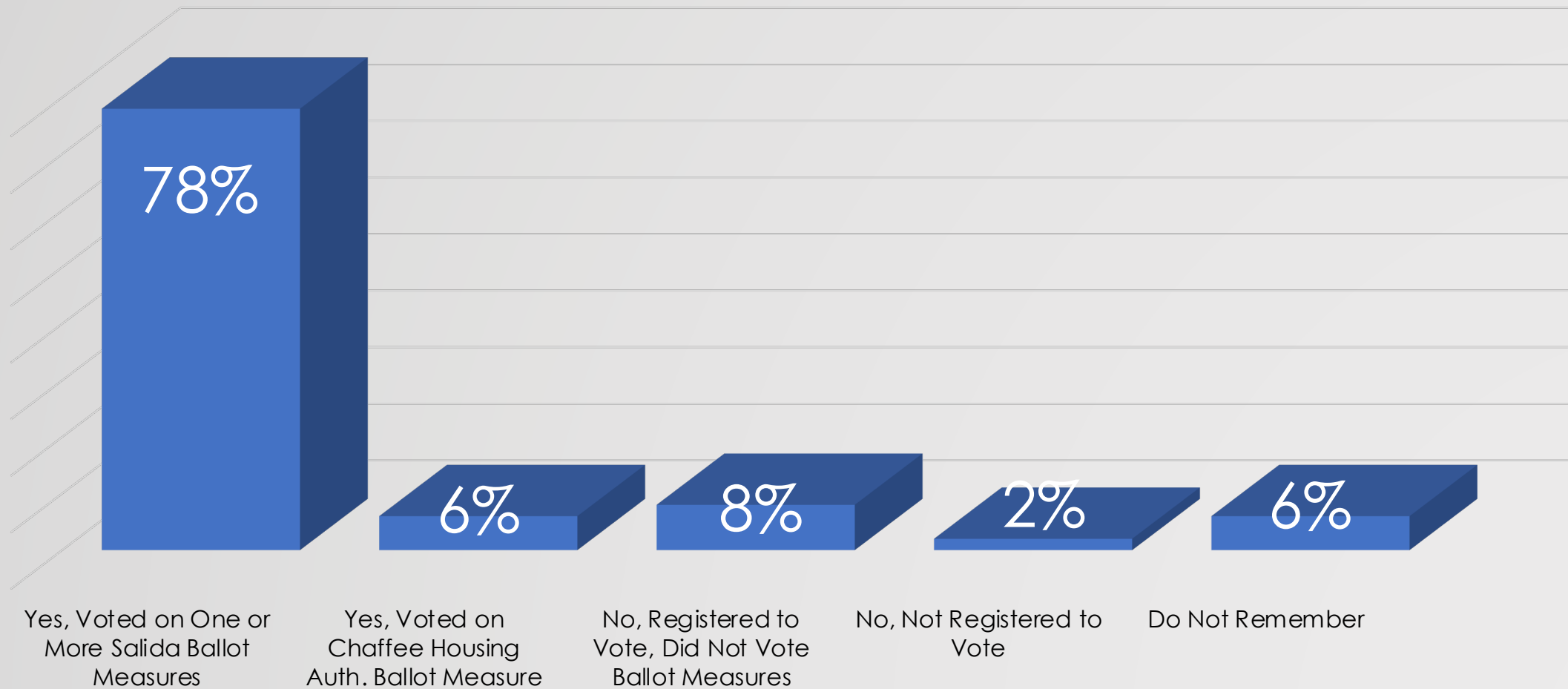
“Modest living accommodations with deed restrictions available for purchase for locals who work full time and meet requirements.”

**-Female, 55-64, Democrat, Lived in Salida 5-10 Years**

“Affordable for working-class citizens, nurses, teachers, teachers aides, etc.”

**-Female, 35-44, Republican, Lived in Salida More 10 Years**

As you may remember, this past November, Salida voters voted on four different ballot measures related to affordable housing. Three of the ballot measures, 2A, 2B, and 2D, were for the City of Salida, and the fourth measure, 6A, was for the Chaffee Housing Authority. Do you remember if you voted on these affordable housing ballot measure elections or not?



# City Of Salida Ballot Issue 2A

---

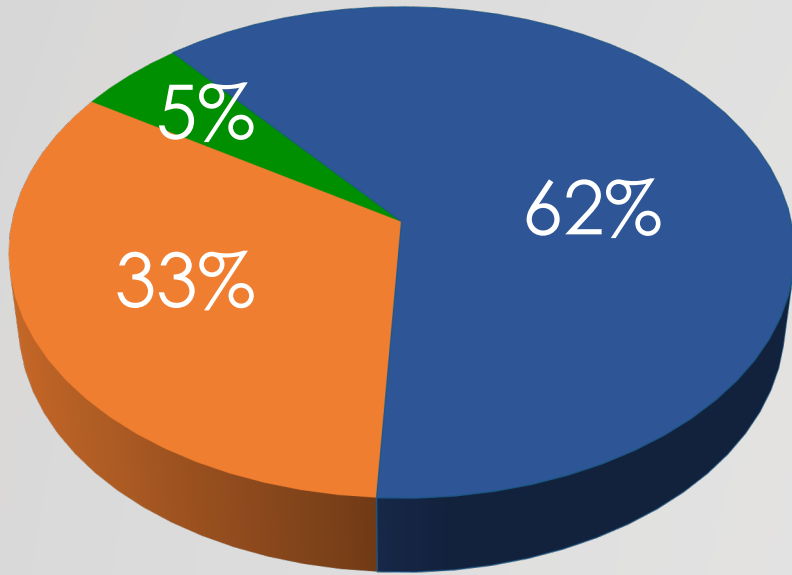
Please read Salida Ballot Issue 2A, an annual occupational license tax for short-term rentals and indicate if you voted yes and approved it or if you voted no and rejected it.

COMMENCING ON JANUARY 1, 2023, SHALL THE CITY OF SALIDA'S TAXES BE INCREASED BY AN ESTIMATED \$275,000.00 ANNUALLY (FIRST FULL FISCAL YEAR INCREASE) AND BY WHATEVER ADDITIONAL AMOUNTS ARE RAISED ANNUALLY THEREAFTER THROUGH THE ADOPTION OF AN ANNUAL OCCUPATIONAL LICENSE TAX OF \$1,000.00 ON SHORT-TERM RENTAL BUSINESS LICENSE HOLDERS, AND SHALL THE PROCEEDS OF SUCH TAX, TOGETHER WITH INVESTMENT EARNINGS THEREON, BE USED PRIMARILY TO PROMOTE AFFORDABLE HOUSING EFFORTS IN THE CITY, AND SHALL THE CITY BE AUTHORIZED TO COLLECT AND SPEND SUCH REVENUES AS A VOTER-APPROVED REVENUE CHANGE, NOTWITHSTANDING ANY REVENUE OR EXPENDITURE LIMITATION CONTAINED IN ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION?

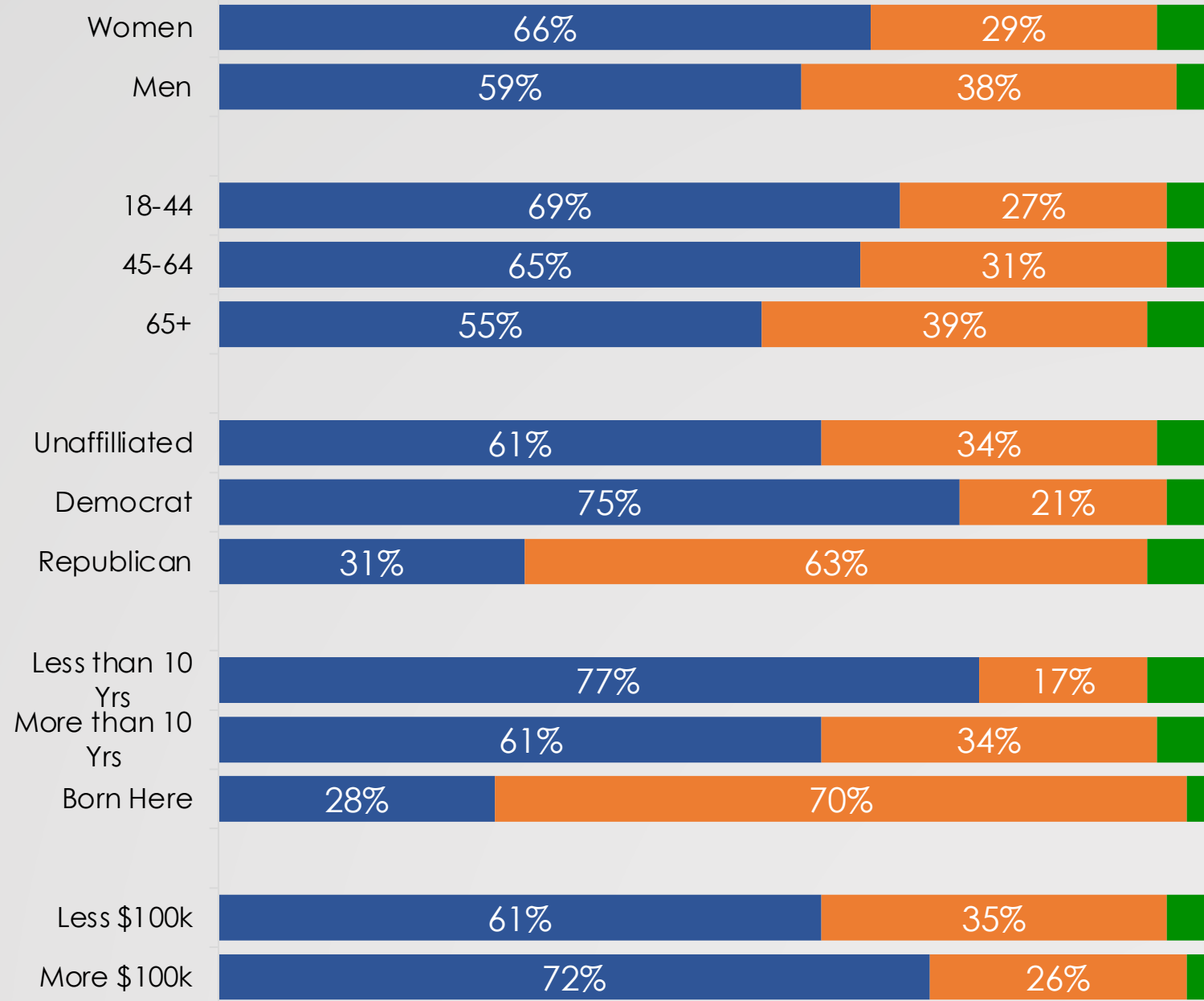


# City of Salida Ballot Issue 2A

Please read Salida Ballot Issue 2A, an annual occupational license tax for short-term rentals and indicate if you voted yes and approved it or if you voted no and rejected it.



■ Voted Yes, Approve  
■ Voted No, Reject  
■ Do Not Remember



■ Voted Yes   
 ■ Voted No   
 ■ Do Not Remember

# City of Salida Ballot Issue 2A

*Please describe the reasons why you voted yes and approved Ballot Issue 2A.*

## Themes

The tax is on Short term rentals, and they should be paying taxes similar to a business.

Because I won't have to pay, but it will help people who work here in Salida.

We must do something for those that are vital (teachers, fire, police) to be able to live in the area.

"I voted yes because ultimately the tax would be passed on to the individuals renting short-term rentals, who tend not to be locals."

**-Female, 18-34, Democrat, Less 2 Years in Salida**

"Because I work with families who can't find a place to rent, yet when I look on Airbnb, I see HUNDREDS of single-family homes. I know schools can't retrain teachers, nor can the health system find enough workers who can afford to live locally."

**-Female, 35-44, Unaffiliated, Less 2 Years in Salida**

"We need affordable housing."

**-Female, 55-64, Republican, 2-4 Years in Salida**

"STR's provide little community benefit, so I support taxing them to fund affordable housing. The tax also helps put str's on a more level playing field with hotels that pay commercial property tax."

**-Male, 18-34, Unaffiliated, 50-10 Years in Salida**

"It's a built-in tax revenue scenario charging visitors to the valley for community welfare."

**-Male, 55-64, Republican, More than 10 Years in Salida**

# City of Salida Ballot Issue 2A

*Please describe the reasons  
why you voted  
no and rejected  
Ballot Issue 2A.*

## Themes

The fee is too big for short term rentals.

Do not want higher taxes.

Government should not be involved in housing.

Do not believe the funding will actually help provide affordable housing.

“STR host. This will drive up Airbnb rates and reduce affordability of Salida.”

**-Male, 35-44, Unaffiliated, 2-4 Years in Salida**

“There should be a difference for folks who live in the area and have an STR, vs people who do not live in the area and have an STR. The folks who do not live in the area should pay the extra taxes.”

**-Male, 45-54, Unaffiliated, 2-4 Years in Salida**

“Not the business of government.”

**-Female, 55-64, Unaffiliated, 5-10 Years in Salida**

“I don't think it will help the housing crisis in any way.”

**-Male, 55-64, Republican, More than 10 Years in Salida**

“Don't trust city government, and in my opinion, Salida is catering to rich, trust fund kids, that want to play here, as a lot of homes here are summer homes, and a lot of homes here going for a million dollars, or a half million dollars.”

**-Male, 65+, Republican, Born in Salida**

# City Of Salida Ballot Issue 2B

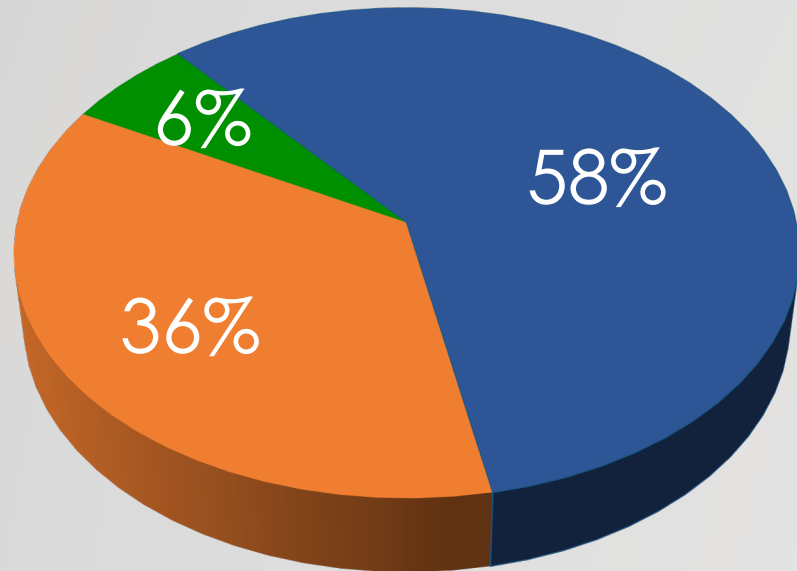
---

Please read Salida Ballot Issue 2B, a nightly occupational lodging tax for short-term rentals, and indicate if you voted yes and approved it or if you voted no and rejected it.

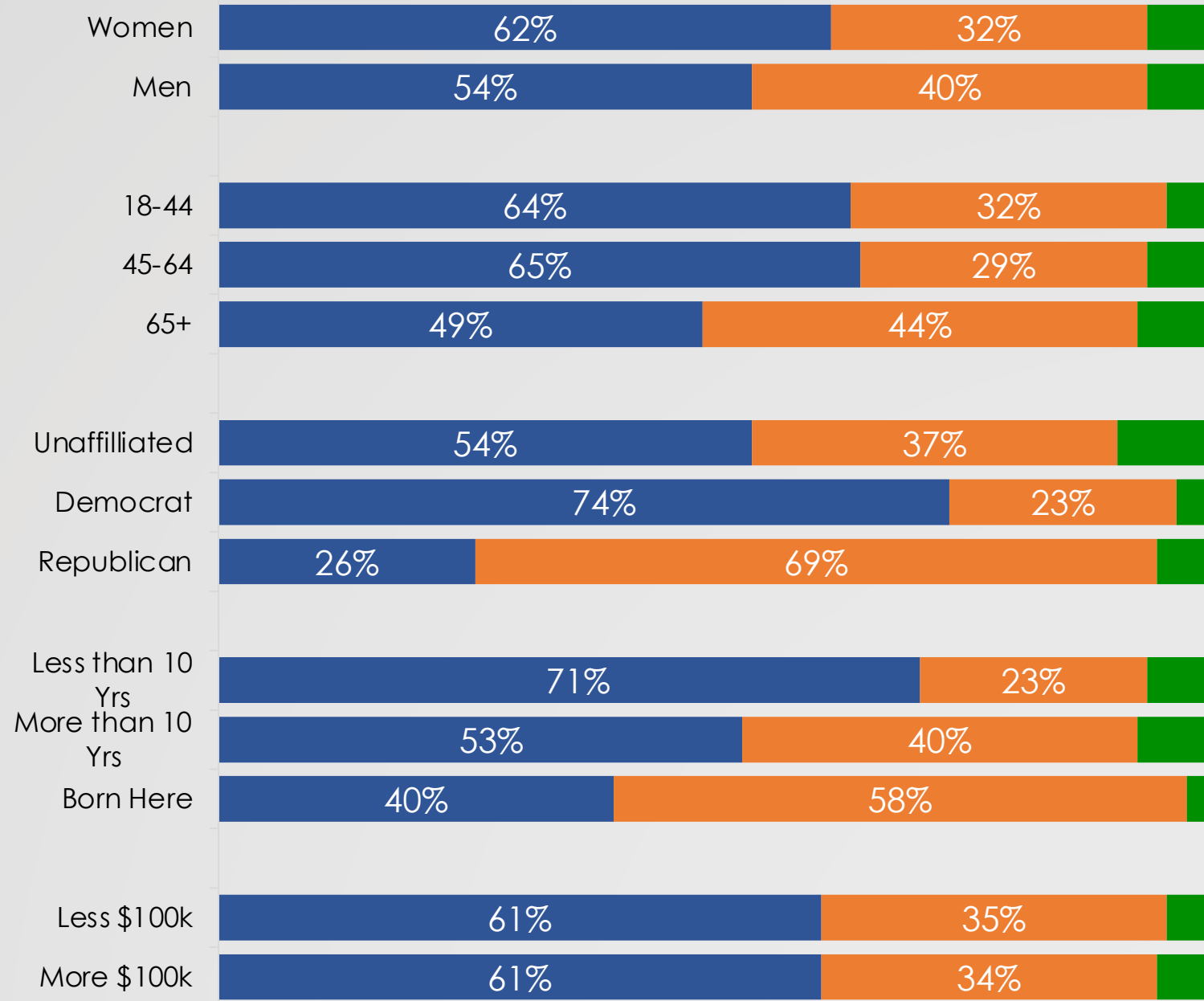
COMMENCING ON JANUARY 1, 2023, SHALL THE CITY OF SALIDA'S TAXES BE INCREASED BY \$525,000.00 ANNUALLY (FIRST FULL FISCAL YEAR INCREASE) AND BY WHATEVER ADDITIONAL AMOUNTS ARE RAISED ANNUALLY THEREAFTER BY INCREASING THE OCCUPATIONAL LODGING TAX ON THE BUSINESS OF LEASING OR RENTING SHORT-TERM RENTAL UNITS FROM \$4.82 TO \$15.00 PER NIGHT, PER BEDROOM, AND SHALL ALL THE PROCEEDS OF SUCH TAX, TOGETHER WITH INVESTMENT EARNINGS THEREON, BE USED PRIMARILY TO PROMOTE AFFORDABLE HOUSING WITHIN THE CITY, AND SHALL THE CITY BE AUTHORIZED TO COLLECT AND SPEND SUCH REVENUES AS A VOTER-APPROVED REVENUE CHANGE, NOTWITHSTANDING ANY REVENUE OR EXPENDITURE LIMITATION CONTAINED IN ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION?

# City of Salida Ballot Issue 2B

Please read Salida Ballot Issue 2B, a nightly occupational lodging tax for short-term rentals, and indicate if you voted yes and approved it or if you voted no and rejected it.



- Voted Yes, Approve
- Voted No, Reject
- Do Not Remember



- Voted Yes
- Voted No
- Do Not Remember

# City of Salida Ballot Issue 2B

*Please describe the reasons  
why you voted  
yes and approved  
Ballot Issue 2B.*

## Themes

The tax is on short term rentals and lodging which I won't have to pay, but it will help with affordable housing.

STR's should be taxed similar to other businesses.

Affordable housing is necessary.

“Most vacation rentals in Salida are owned by people who do not primarily live here, and many are second homes. This population should be supporting the community, instead of just profiting from it.”

**-Female, 18-34, Democrat, Less 2 Years in Salida**

“I wanted to increase affordable housing as well as have the folks that come here for a few days and contribute to the housing crisis to help our housing situation.”

**-Female, 55-64, Democrat, 2-4 Years in Salida**

“Landlords and VRBO holders have increased their fees, but wages have not increased accordingly. Inflation has driven prices of everything up. The working poor are being squeezed from all sides and it is up to larger institutions to correct this because profit seeking individuals, developers, corporations, and landholders lack the morality or incentive to do so.”

**-35-44, Unaffiliated, 5-10 Years in Salida**

“More tax on part time people.”

**-Female, 35-44, Republican, More 10 Years in Salida**

# City of Salida Ballot Issue 2B

*Please describe the reasons  
why you voted  
no and rejected  
Ballot Issue 2B.*

## Themes

Pay enough taxes already.

Way too high for a per room tax on rentals.

Shouldn't all fall on STR owners.

Do not believe the funding will actually help provide affordable housing.

"This is pretty much the highest taxed city in the country, this kind of price increase is incredibly unethical. And the nerve around having people pay you for rooms that aren't rented is ludicrous. Can you imagine the damage that would do to a hotel?! You seem to have the desire to put people out of business! Obscene."

**-Male, 35-44, Unaffiliated, 2-4 Years in Salida**

"It has not been clear how this \$ will be spent on affordable housing. Why doesn't the city show us their plans for this \$? Seems shady. Huge abandon building downtown, lots of expensive condos going up around town, and plenty of space to build affordable housing. What's the plan?"

**-Female, 35-44, Democrat, 2-4 Years in Salida**

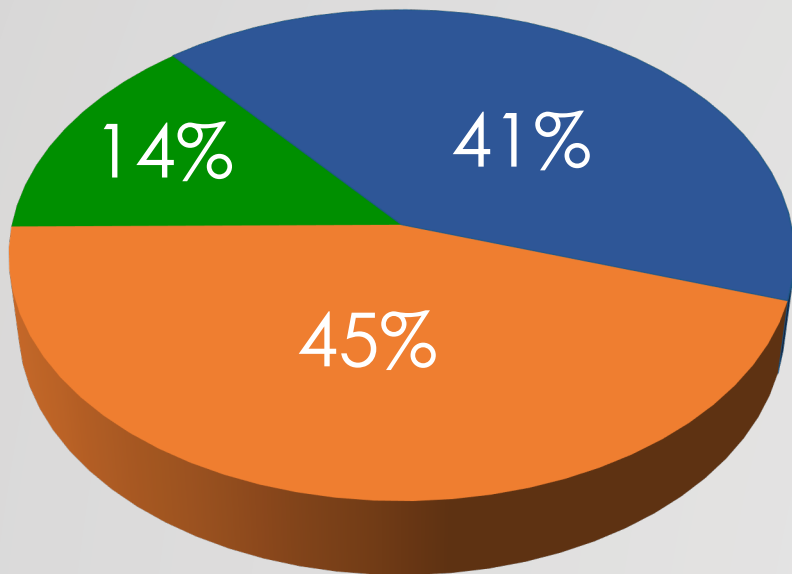
"I voted no on this because I don't think that LOCAL short term rental owners need to bare all of the responsibility to help pay for the housing crisis. It's not fair to punish locals. By increasing my nightly rental, I have to pass that along to my guests and makes my unit unaffordable after paying for nightly cleanings, fees and the mortgage. The income from my unit helps offset the costs of my small business and helps me pay my employees higher wages.."

**-Female, 45-54, Democrat, 5-10 Years in Salida**

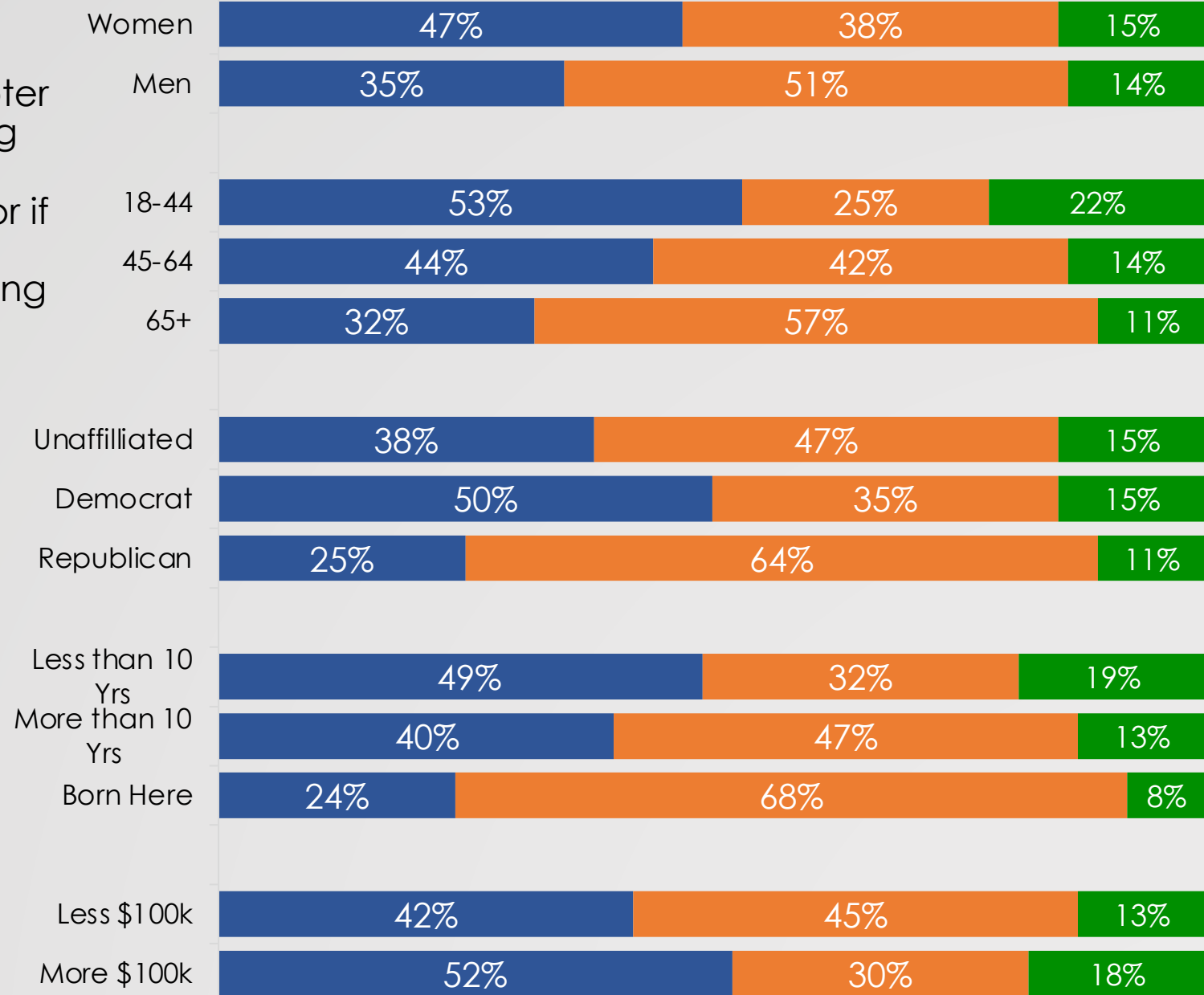
# City of Salida Ballot Issue 2D

Please read Salida Ballot Question 2D: A voter referendum to approve the Salida Bottling Company Planned Development and indicate if you voted yes and approved it or if you voted no and rejected it.

Shall Ordinance No. 2022-06, Concerning The Salida Bottling Company Project, Be Approved?



- Voted Yes, Approve
- Voted No, Reject
- Do Not Remember



- Voted Yes
- Voted No
- Do Not Remember



# City of Salida Ballot Issue 2D

*Please describe the reasons why you voted yes and approved Ballot Issue 2D.*

## Themes

Believed the project would help Salida with housing and business.

Liked the design.

A step in the right direction.

“Again; the city of Salida needs more affordable housing, and I feel that this project would be a step in the right direction in creating that.”

**-Female, 18-34, Democrat, Less 2 Years in Salida**

“I liked the design concepts and thought it would bring jobs to the area.”

**-Female, 55-64, Democrat, 2-4 Years in Salida**

“We need more affordable housing, and this was one way to do it. Density should not be a four-letter word. The opposition to 2D unfairly represented the project as something that would turn Salida into Denver. The underlying problem with the lack of affordable housing is the lack of housing, period. Salida can't solve affordable housing by allowing only single-family units on multi-acre properties. As a bonus, dense, mixed-use developments can help the city achieve other goals are sustainability and livability. Density = walkability. Sprawl = traffic congestion and tailpipe pollution.”

**-Male, 35-44, Unaffiliated, 2-4 Years in Salida**

“Anything that adds more affordability is a win.”

**-Female, 55-64, Unaffiliated, Born in Salida**

# City of Salida Ballot Issue 2D

*Please describe the reasons why you voted no and rejected Ballot Issue 2D.*

## Themes

Should not help developers.

Zoning should not be adjusted, comments on height of building.

Confusion on exactly what the project was.

“Enough with the developers getting favors and variances from the City while putting restrictive fees on STR owners. Help the little guy and make the big guys provide more affordable housing units. Not the other way around. Also, retain some of Salida's charm, history, views, etc. instead of starting the slide down the slippery slope that is height variances. Housing should be a right, not a privilege. But living on F street/ downtown Salida is a privilege, not a right. Affordable housing doesn't have to be in the heart of the most expensive part of town to live in.”

**-Female, 35-44, Unaffiliated, 2-4 Years in Salida**

“To crowded and to tall building code would have to change.”

**-Female, 65+, Republican, Born in Salida**

“Zoning should not be adjusted by Council. Zoning should be written in the code and adhered to without negotiation between parties.”

**-Male, 55-64, Unaffiliated, More than 10 Years in Salida**

“I did not agree with the height variance given by the city Council. I believe strongly we need to adhere to the existing codes.”

**-Female, 65+, Unaffiliated, More than 10 Years in Salida**

# Chaffee Housing Authority Ballot Issue 6A

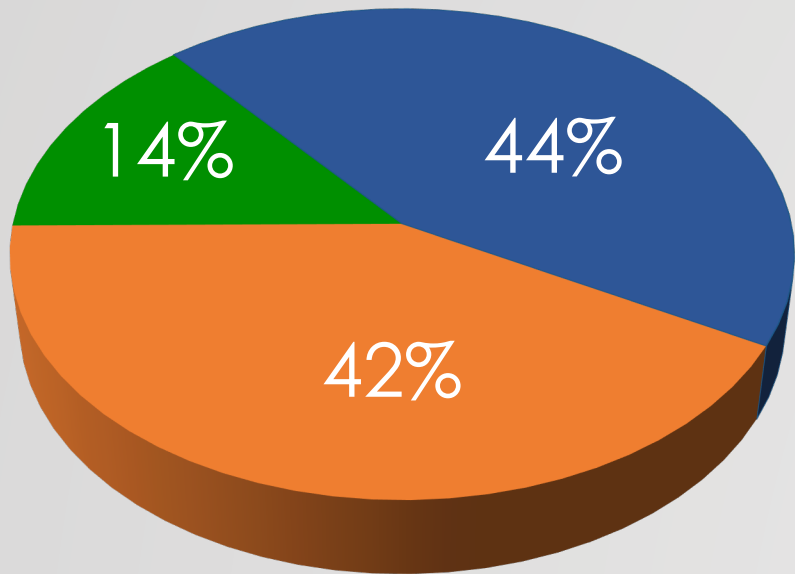
---

Please read Chaffee Housing Authority Ballot Issue 6A, a property tax increase for affordable housing, and indicate if you voted yes and approved it or if you voted no and rejected it.

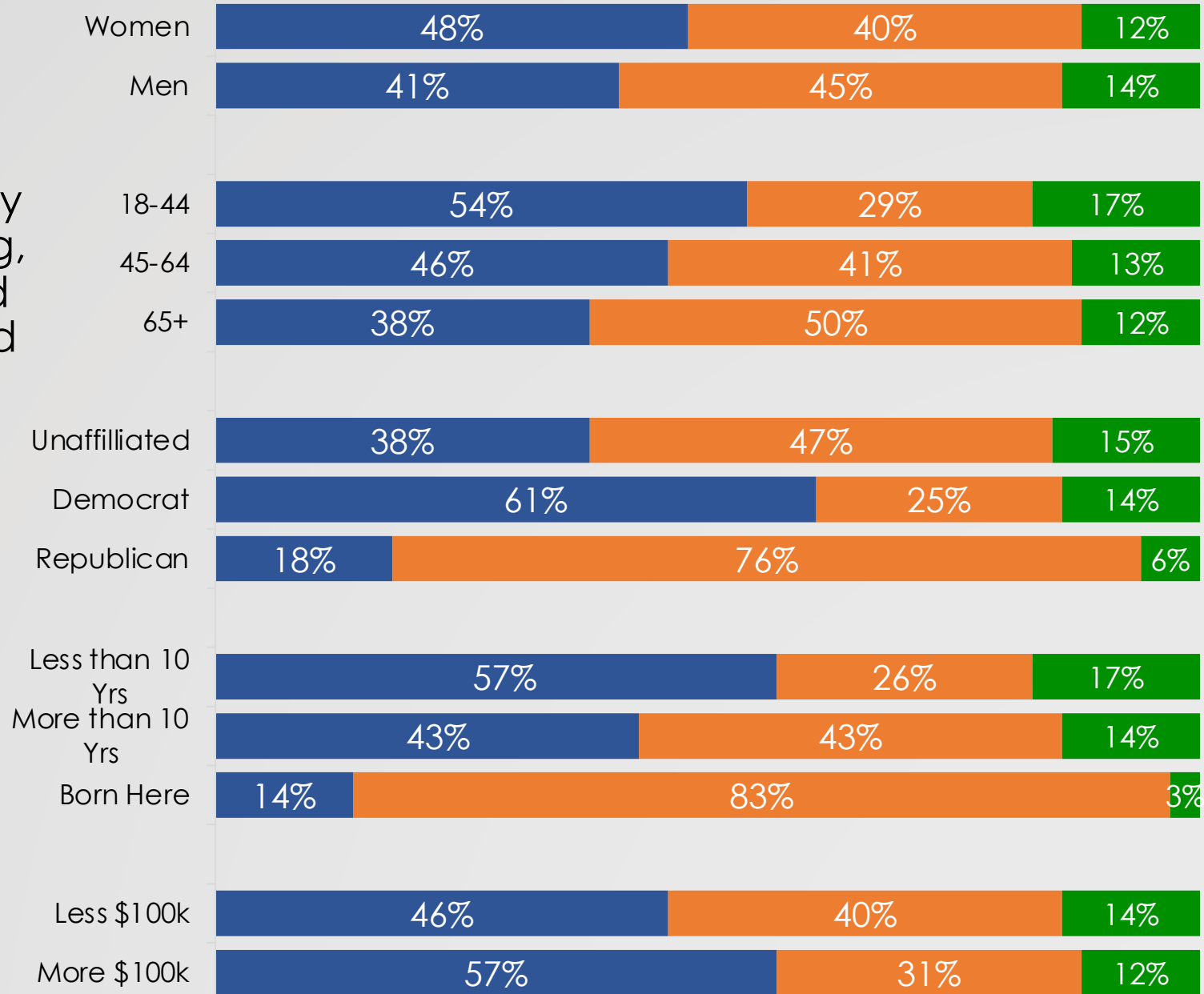
SHALL CHAFFEE HOUSING AUTHORITY TAXES BE INCREASED BY \$2,200,000 IN THE FIRST FISCAL YEAR, AND BY WHATEVER ADDITIONAL AMOUNTS ARE COLLECTED ANNUALLY THEREAFTER, BY THE IMPOSITION OF A NEW AD VALOREM PROPERTY TAX OF NOT MORE THAN 3.5 MILLS ON TAXABLE REAL AND PERSONAL PROPERTY WITHIN THE BOUNDARIES OF THE CHAFFEE HOUSING AUTHORITY, COMMENCING JANUARY 1, 2023, FOR THE PURPOSES OF PLANNING, FINANCING, ACQUIRING, CONSTRUCTING, REPAIRING, MAINTAINING, MANAGING, AND OPERATING HOUSING PROJECTS AND PROGRAMS, AND SHALL THE AUTHORITY BE AUTHORIZED TO COLLECT, RETAIN, AND SPEND ALL SUCH REVENUE AND ANY INVESTMENT EARNINGS AND INTEREST THEREON WITHOUT LIMITATION AND WITHOUT LIMITING THE EXPENDITURE OF ANY OTHER REVENUES OR FUNDS UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION?

# Chaffee Housing Authority Ballot Issue 6A

Please read Chaffee Housing Authority Ballot Issue 6A, a property tax increase for affordable housing, and indicate if you voted yes and approved it or if you voted no and rejected it.



■ Voted Yes, Approve  
■ Voted No, Reject  
■ Do Not Remember



■ Voted Yes    ■ Voted No    ■ Do Not Remember

# Chaffee Housing Authority

## Ballot Issue 6A

*Please describe the reasons why you voted yes and approved Ballot Issue 6A.*

### Themes

The need of affordable housing in the area.

Seems like a good way to help affordable housing, a committee specific to housing.

This will actually help. Belief.

“Our property taxes are already incredibly low. I knew this wouldn't pass because the community has vilified STRs to the point of believing that they are the only reason housing has become an issue. The problem is second/vacation home owners. 6A would at least extract something from non-primary home owners. The better ballot issue would be a tax or fee on empty homes. Call them second homes, vacation homes, non- primary residences, whatever. But these properties are the true problem in our community.”

**-Male, 35-44, Unaffiliated, More than 10 Years in Salida**

“This will actuality help with land and funds to build affordable housing.”

**-Female, 35-44, Unaffiliated, 2-4 Years in Salida**

“The housing authority should take the primary role in partnerships and providing affordable housing. To do so, they need funding.”

**-Female, 45-54, Democrat, 2-4 Years in Salida**

“It seemed a reasonable way to fund the construction of affordable housing.”

**-Male, 35-44, Unaffiliated, More than 10 Years in Salida**

# Chaffee Housing Authority Ballot Issue 6A

*Please describe the reasons why you voted no and rejected Ballot Issue 6A.*

## Themes

Taxes too high already.

Not clear on where the money will go and be spent.

“Property taxes are already tough to keep up with if you are not a millionaire.”

**-Male, 35-44, Unaffiliated, 2-4 Years in Salida**

“Start with short term rental taxes. Many of those are owned by people that don't even live in the area. So much is funded through property tax already. Let's spread the burden around, not just property owners.”

**-Male, 35-44, Unaffiliated, 2-4 Years in Salida**

“Many homeowners in this town are not wealthy and should not be additionally burdened by this tax. We are already facing increases due to artificially increased property values.”

**-Female, 45-54, Democrat, 5-10 Years in Salida**

“Opposed to higher property taxes.”

**-Male, 65+, Republican, More than 10 Years in Salida**

“Absolutely no plan. Just threw on the ballot hoping it would pass and shocker, bet they would have hired more staff to do nothing but justify the existence of their “job”

**-Male, 18-34, Unaffiliated, Born in Salida**

## What Should Salida Do for Housing?

*To summarize, Salida Ballot Issues 2A and 2B passed, while Salida Ballot Question 2D and Chafee County Ballot Issue 6A failed. Therefore, the City of Salida is interested in hearing the opinions of residents about local affordable housing plans and initiatives.*

*Knowing this, please describe what you think the City of Salida, and its affordable housing partners should or should not do to address this problem.*

### Themes

Have a plan on how to spend the money, specifically.

Create long term plan and educate the public on what the plan would include.

Focus on residents needs not tourists.

“From what I heard, those who voted against didn’t feel the funds were guaranteed to be used on affordable housing. Perhaps wording should indicate funds to be used exclusively for affordable housing.”

**-Female, 65+, Unaffiliated, Less than 2 Years in Salida**

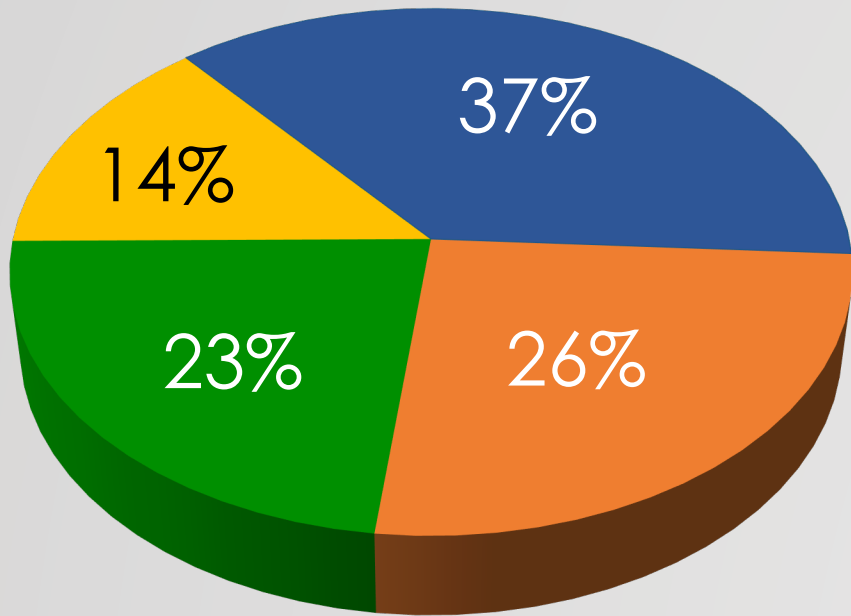
“Create a comprehensive long-term plan that predicts effect and market success with all players being considered including the construction industry. A comprehensive planned community plan should be compiled that addresses affordable housing, energy conservation, smart village development (IoT) etc.”

**-Male, 65+, Democrat, Less than 2 Years in Salida**

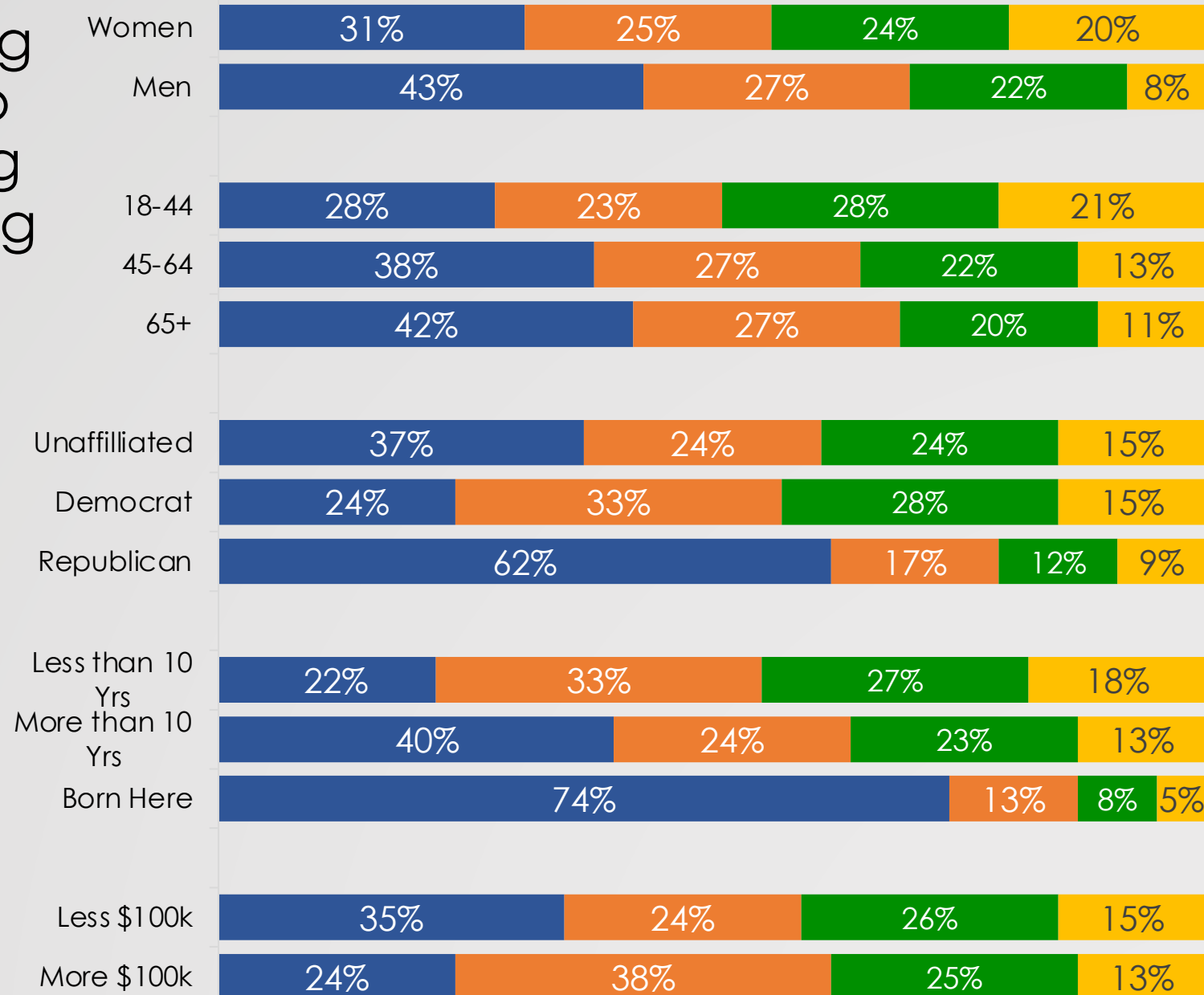
“Quit building river features, hockey rinks, skate parks, etc. whose main function is to turn Salida into a resort destination. Focus on residents' needs like parks, sidewalks, safe walking and biking paths, crosswalks, and affordable housing. Focus (for once) on residents' needs, not tourists.”

**-Female, 45-54, Democrat, 5-10 Years in Salida**

Finally, which of the following options would you prefer to create a dedicated funding source for affordable housing initiatives and programs in the Salida community?



- No Tax Increase
- Modest Sales Tax Increase
- Modest Property Tax Increase
- Unsure or No Opinion



- No Tax Increase
- Modest Property Tax
- Modest Sales Tax
- Unsure or No Opinion



# City of Salida

## Home Rule Questions

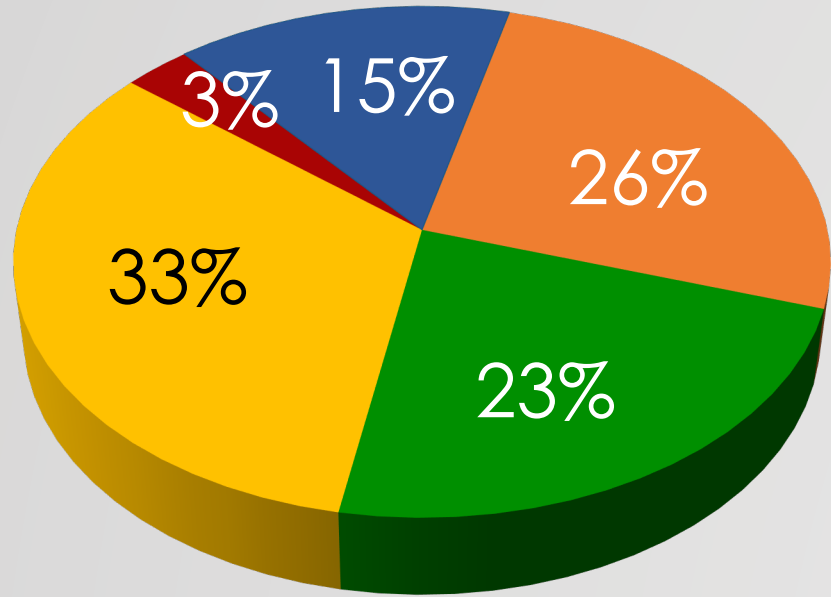
---

Asked to Salida residents only.

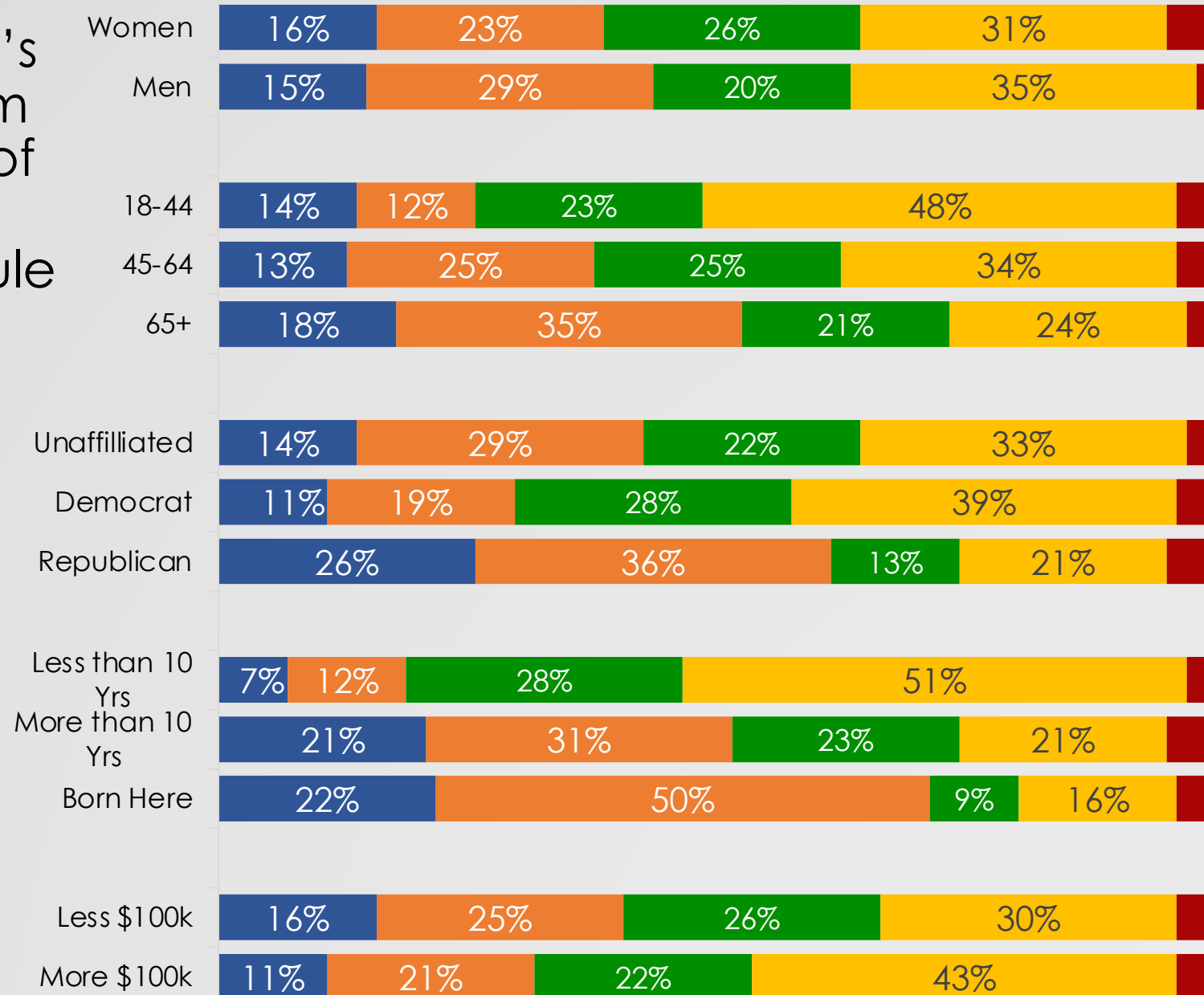
479n, +/- 4.26% MoE



# How familiar are you with Salida's efforts to educate and inform residents about the process of changing the City's form of government from Statutory Rule to Home Rule?

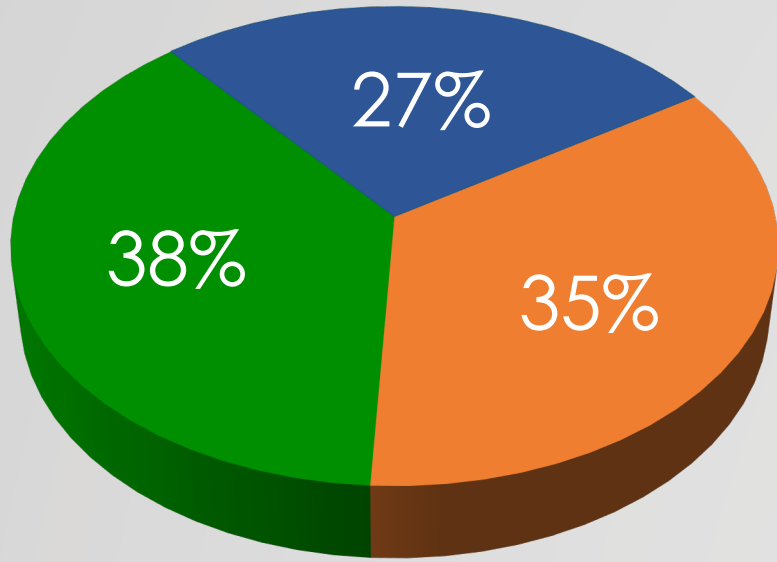


- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- Unsure or No Opinion



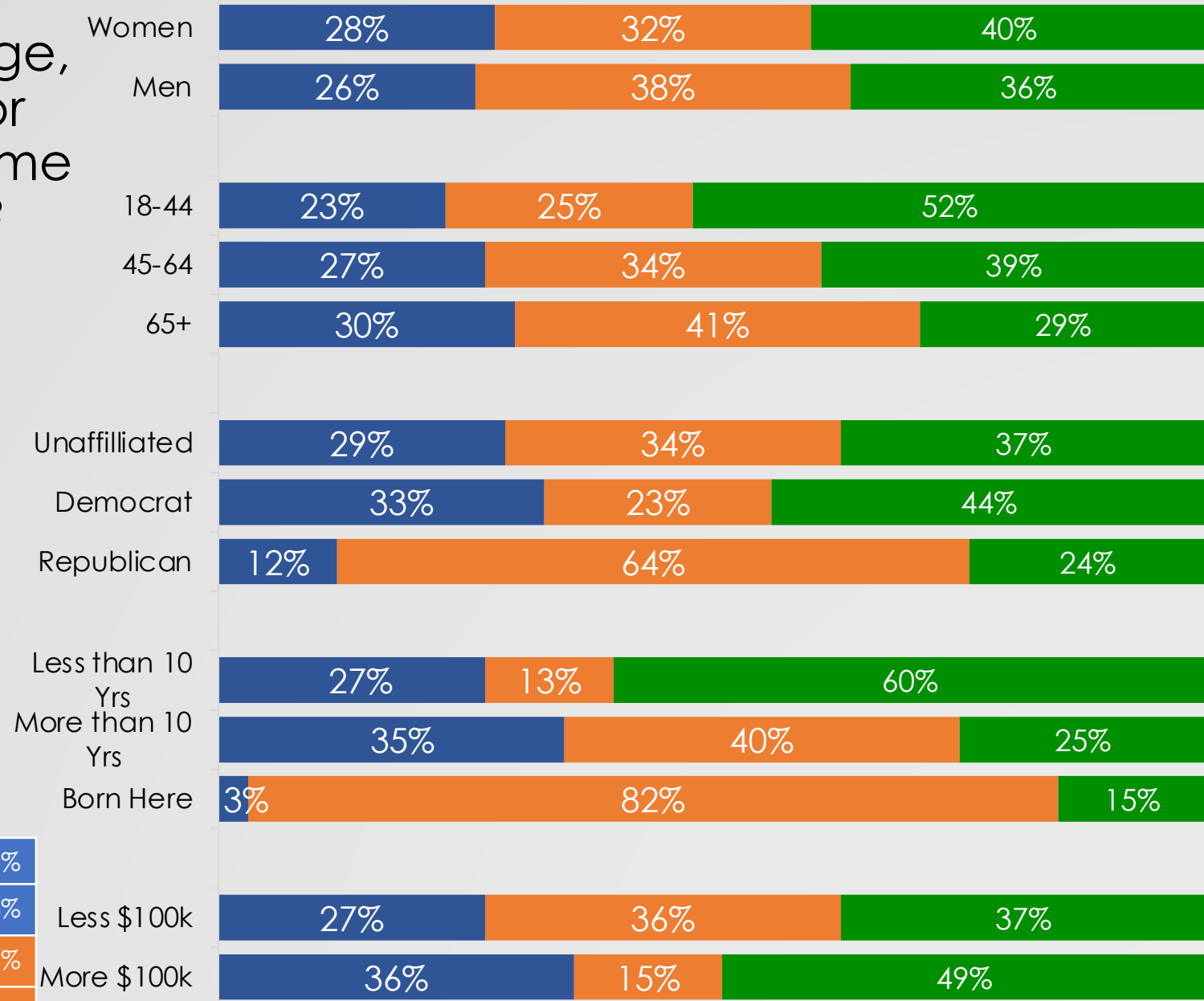
- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All

Based on your current knowledge, do you have a favorable or unfavorable opinion of a Home Rule form of government?



■ Total Favorable  
 ■ Total Unfavorable  
 ■ Unsure or No Opinion

|                      |     |
|----------------------|-----|
| Very Favorable       | 13% |
| Somewhat Favorable   | 14% |
| Very Unfavorable     | 29% |
| Somewhat Unfavorable | 6%  |



■ Total Favorable   ■ Total Unfavorable   ■ Unsure/No Opinion

# City Of Salida

## Home Rule Ballot Question

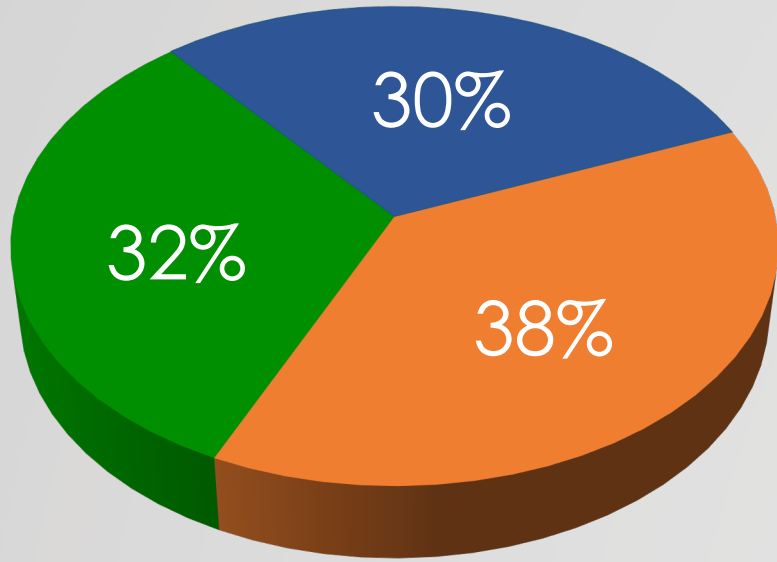
---

The first step in changing the form of government from Statutory to Home Rule is a ballot question. The ballot question asks voters to approve or reject the formation of a Home Rule Charter Commission. In that same election and on the same ballot, voters will also be asked to vote for residents to serve on the Home Rule Charter Commission.

Knowing this information, if an election was held today, would you vote yes to approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?

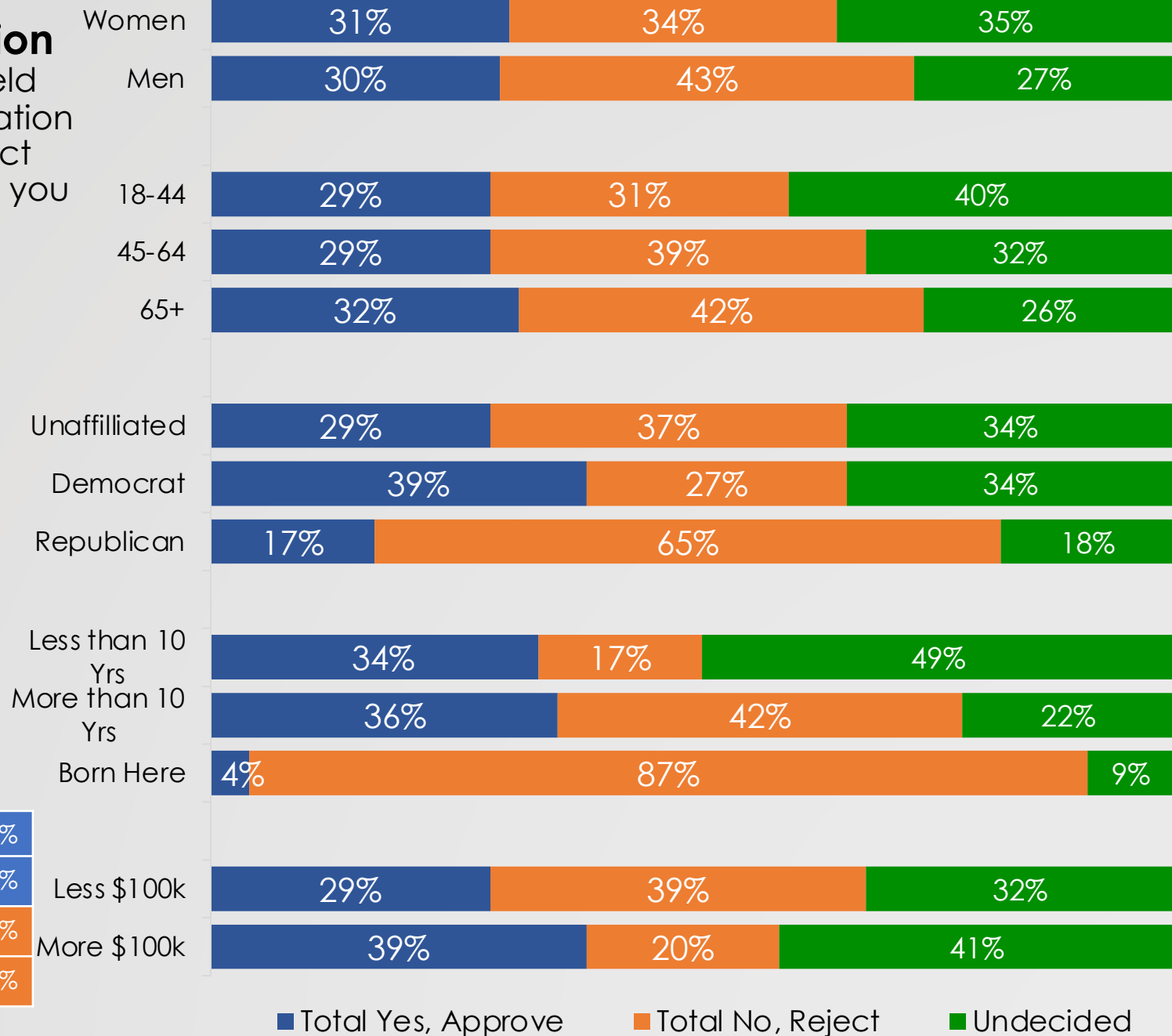
# City of Salida Home Rule Ballot Question

Knowing this information, if an election was held today, would you vote yes to approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?



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

|                         |     |
|-------------------------|-----|
| Definitely Yes, Approve | 17% |
| Probably Yes, Approve   | 13% |
| Definitely No, Reject   | 31% |
| Probably No, Reject     | 7%  |



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

# City Of Salida

## Home Rule Information Questions

---

Below is information regarding the process of changing Salida's form of government from Statutory Rule to Home Rule. After reading the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it. Let's get started.

# City of Salida Home Rule Information Questions

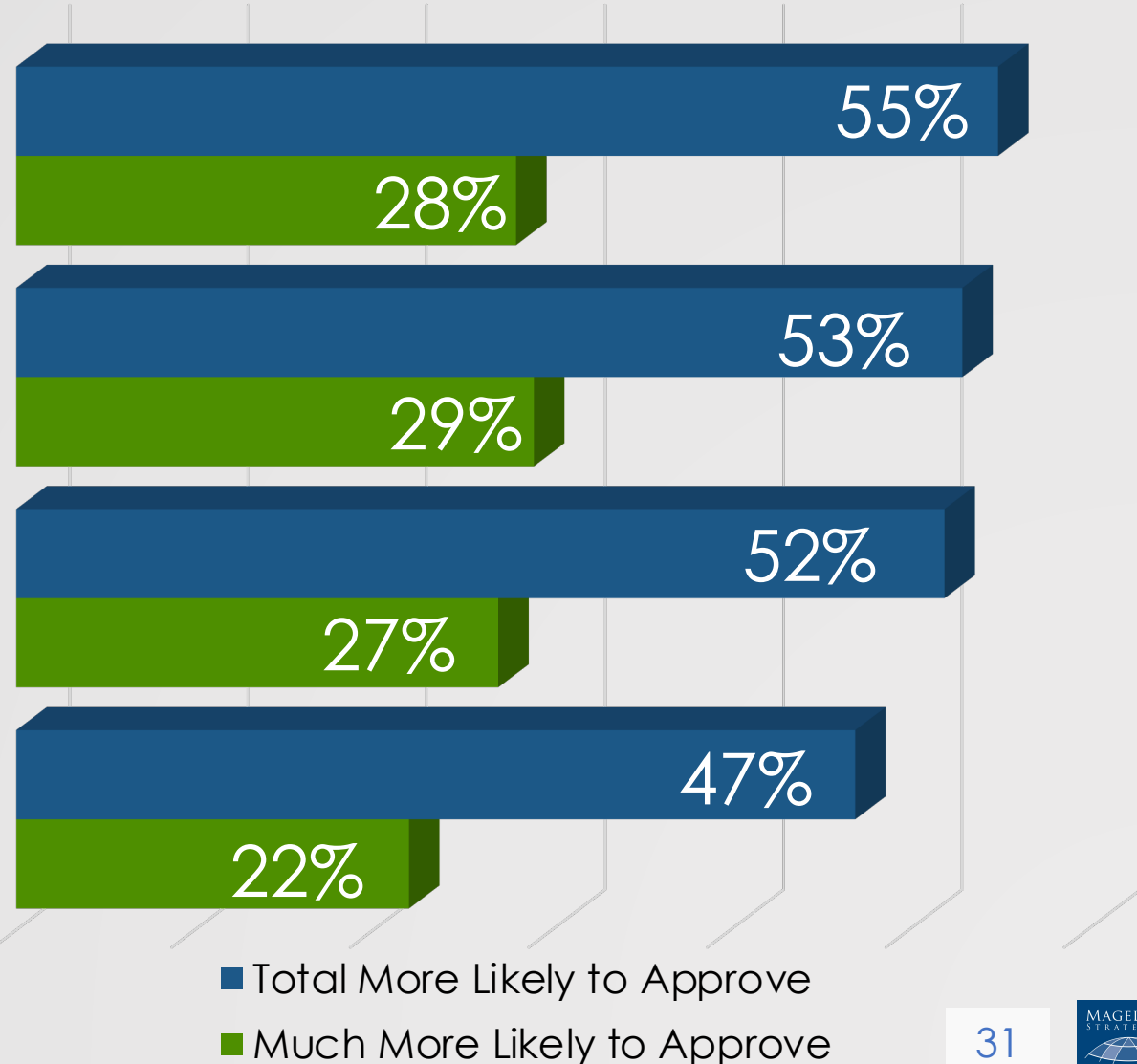
## Ranked By Total Much More Likely

The Under a Home Rule form of government, Salida residents are given a greater authority to create laws unique to Salida rather than having a “**one size fits all**” statewide statutory system.

**More than 90%** of Colorado residents live in a Home Rule community.

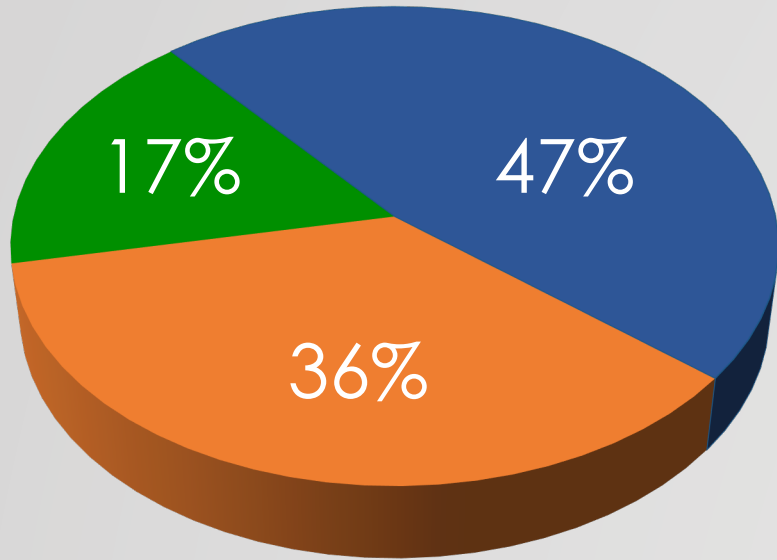
Under a Home Rule form of government, the City of Salida **still must abide by the TABOR Amendment**, also known as the Taxpayer Bill of Rights. This requires Salida voters to approve any future sales tax or mill levy increases.

If approved, a Home Rule Charter Commission would have **180 days to draft a new City charter**. That charter would then either be approved or rejected by voters.



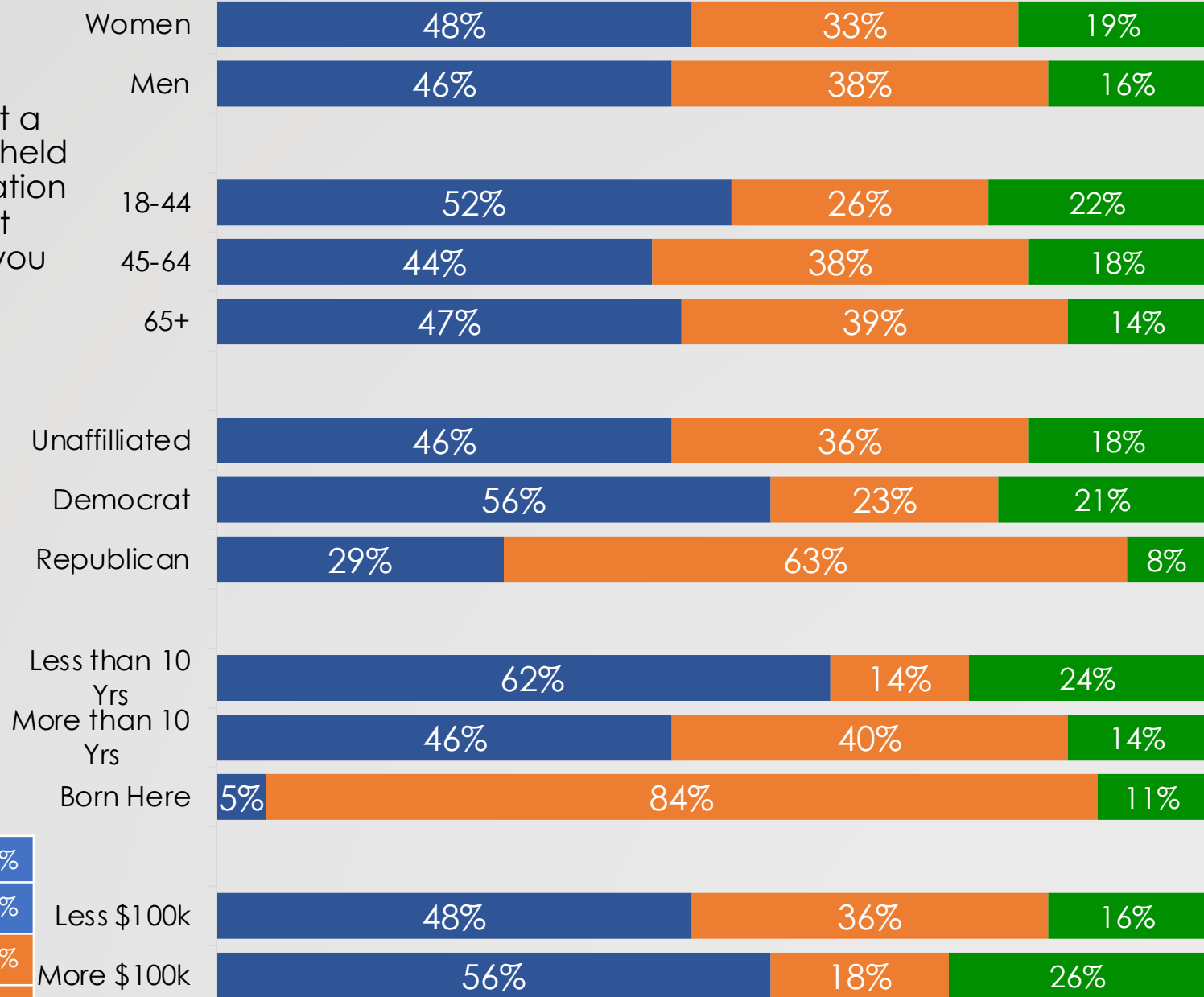
# City of Salida Home Rule Informed Ballot Question

Now that you have read some information about a Home Rule Charter Commission if an election was held today, would you vote yes and approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?



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

|                         |     |
|-------------------------|-----|
| Definitely Yes, Approve | 20% |
| Probably Yes, Approve   | 27% |
| Definitely No, Reject   | 29% |
| Probably No, Reject     | 7%  |



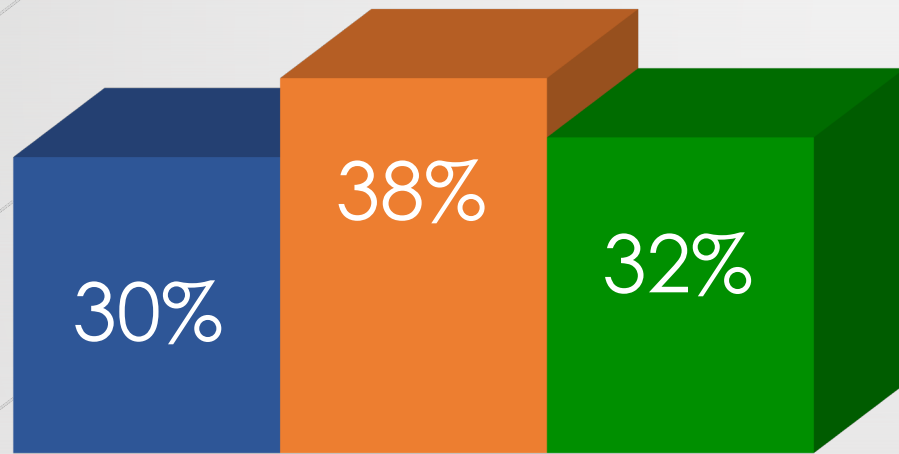
■ Total Yes, Approve    ■ Total No, Reject    ■ Undecided



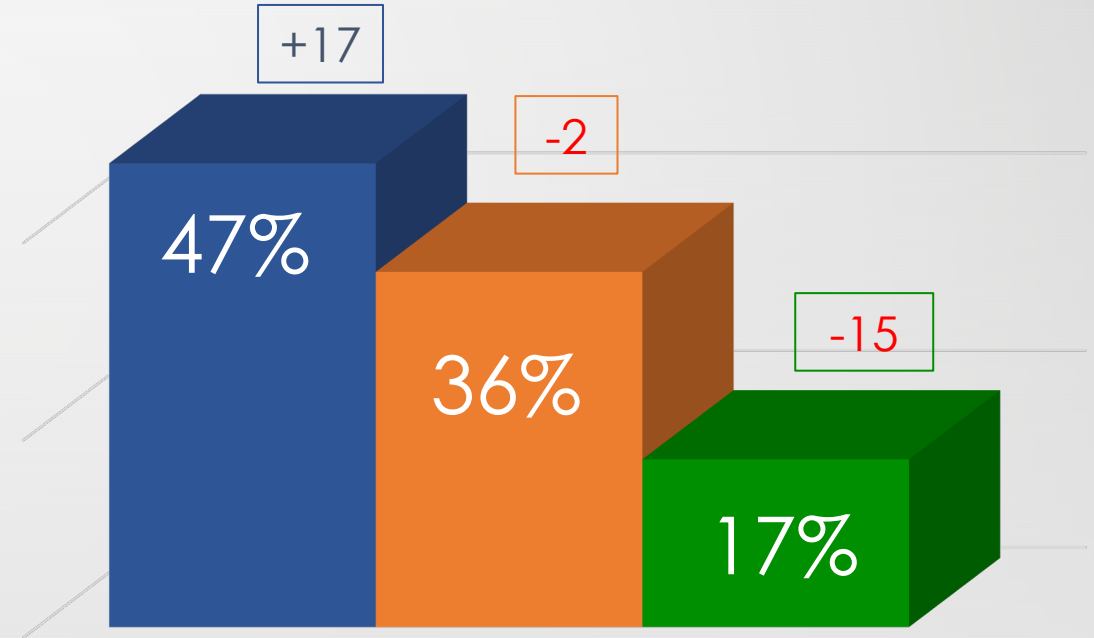
# City of Salida Home Rule Ballot Question Movement from Uninformed to Informed

UNINFORMED

INFORMED



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



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

# City of Salida Home Rule Ballot Question

## Movement from Uninformed to Informed

|                          | Less than 10 Years | 18-44 | Less \$100k | More \$100k | Women | Democrat | Unaffiliated | Men |
|--------------------------|--------------------|-------|-------------|-------------|-------|----------|--------------|-----|
| <b>Difference</b>        | +28                | +23   | +19         | +17         | +17   | +17      | +17          | +16 |
| <b>Informed Ballot</b>   | 62%                | 52%   | 48%         | 56%         | 48%   | 56%      | 46%          | 46% |
| <b>Uninformed Ballot</b> | 34%                | 29%   | 29%         | 39%         | 31%   | 39%      | 29%          | 30% |

# Why 47% of voters would approve the creation of a Home Rule Charter Commission?

Please describe the reasons why you would likely vote yes and approve a ballot measure to create a Home Rule Charter Commission.

## Themes

Local control.

Give more opportunity for people in Salida to make decisions on how Salida should be governed.

The ability to make laws unique to Salida.

“More local control over our community.”

**-Male, 45-54, Unaffiliated, More than 10 Years in Salida**

“Sounds like it would allow regular random residents be more involve which, It seems to me, that a wider range of people from Salida would be able to make more positive change. This would let people from AL sorts of backgrounds could help improve our town, it would be nice to have regular people have more of a say rather than just a select few who may not understand the other sides.”

**-Female, 18-34, Democrat, Less than 2 Years in Salida**

“It is a better way to govern a town our size.”

**-Female, 55-64, Unaffiliated, More than 10 Years in Salida**

“Flexibility and fitting regulations that fit Salida's unique needs.”

**-Female, 65+, Democrat, More than 10 Years in Salida**

“Residents of a community should have a voice in local decisions.”

**-Female, 65+, Democrat, 5-10 Years in Salida**

“Residents need to be able to make rules unique to their situation.”

**-Male, 65+, Republican, More than 10 Years in Salida**

# Why 36% of voters would reject the creation of a Home Rule Charter Commission?

Please describe the reasons why you would likely vote no and reject a ballot measure to create a Home Rule Charter Commission.

## Themes

Lack of trust in who would run the city.

“Ain’t broke don’t fix it” mentality.  
No need to change.

Been voted on before and failed, it will fail again and is not needed.

“I do not trust the voters and elected officials to make decisions that benefit the whole community. The recent election made that clear to me.”

**-Female, 55-64, Democrat, Less 2 Years in Salida**

“That ain’t broke don’t fix it“. It seems like home rule only adds more layers and more regulations in the morning and says to government with more freedom from just the state statutes.”

**-Male, 65+, Other Party, 2-4 Years in Salida**

“Salida city commissioners have shown they do NOT need anymore authority. Even when the people have spoken, they still have chosen not to listen.”

**-Female, 55-64, Republican, 5-10 Years in Salida**

“We already went down this path and voted no. Why do we have to keep voting for something we oppose? You have yet to give us your reasons why you want it.”

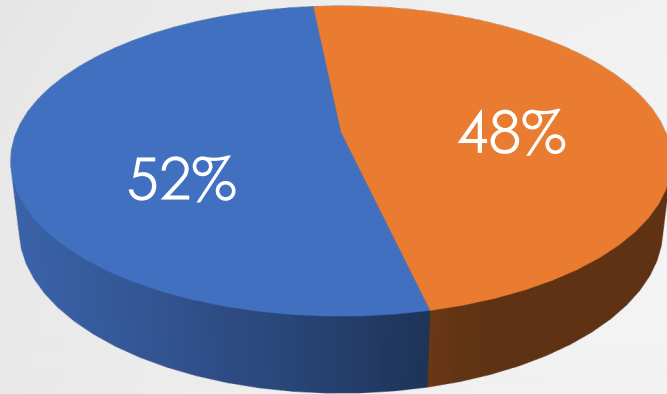
**-Male, 65+, Unaffiliated, More than 10 Years in Salida**

“It would be an avenue for a select group to utilize it for their own personal gain.”

**-Male, 55-64, Democrat, Born in Salida**

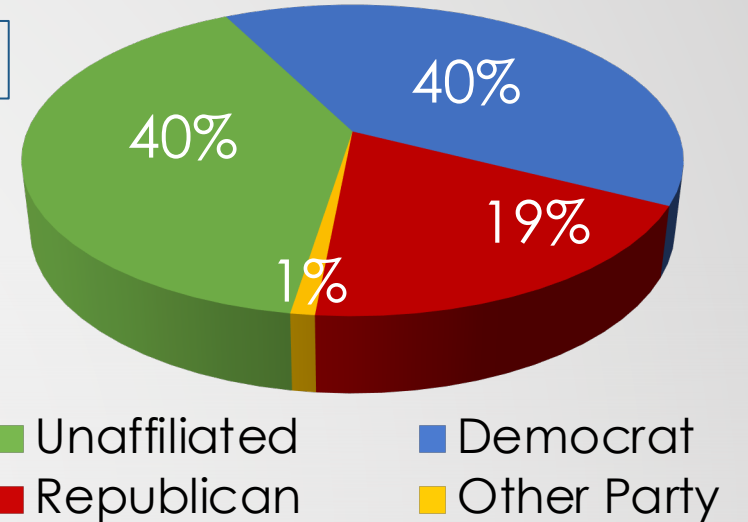
# SURVEY DEMOGRAPHICS

Gender



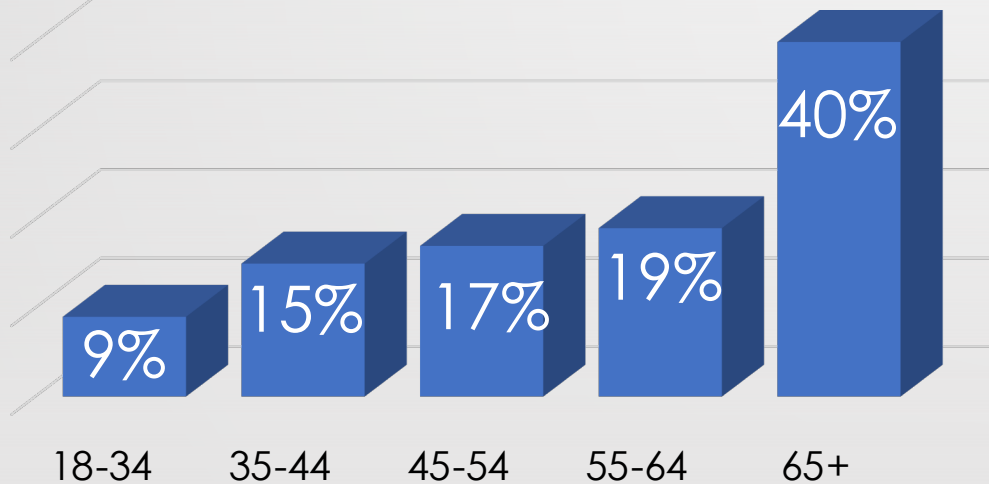
■ Female ■ Male ■ Identify Differently

Party Affiliation

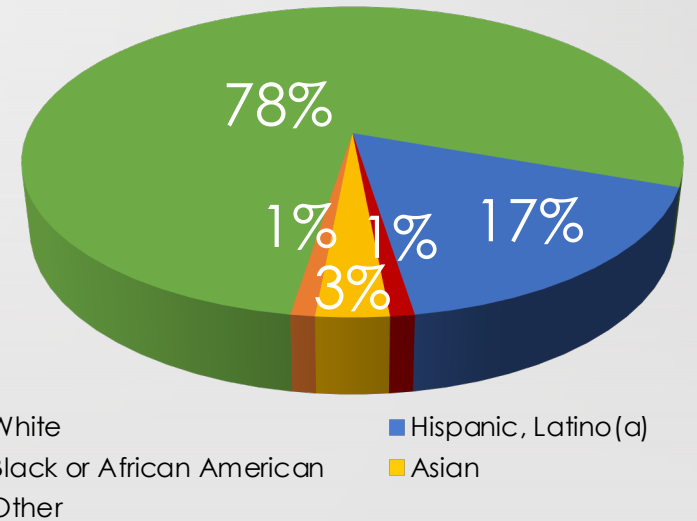


■ Unaffiliated ■ Democrat  
 ■ Republican ■ Other Party

Age Range



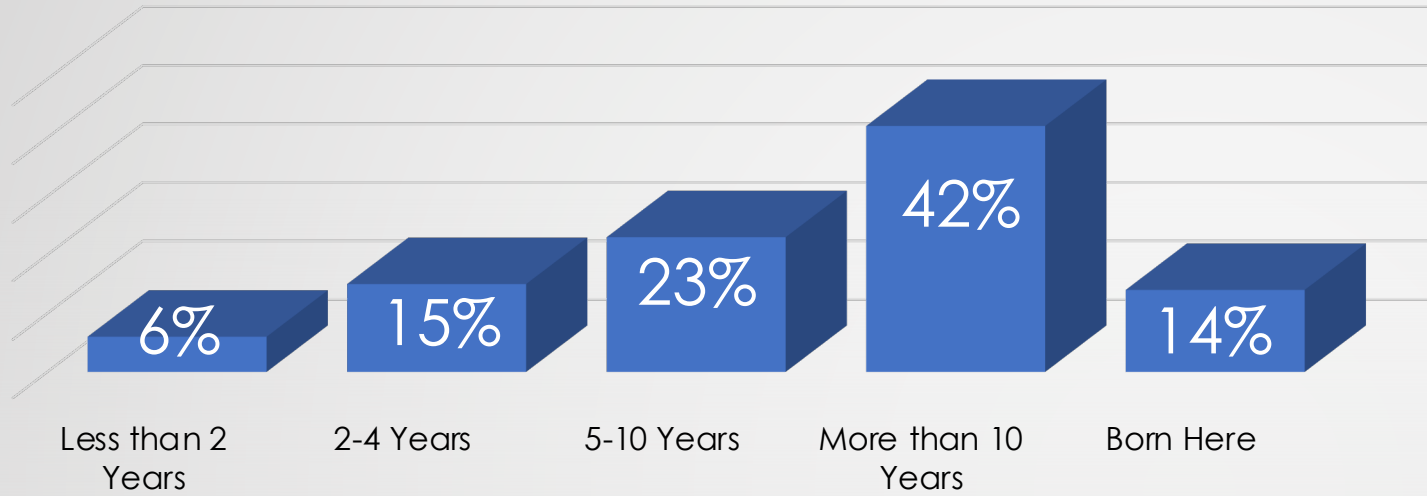
Race~Ethnicity



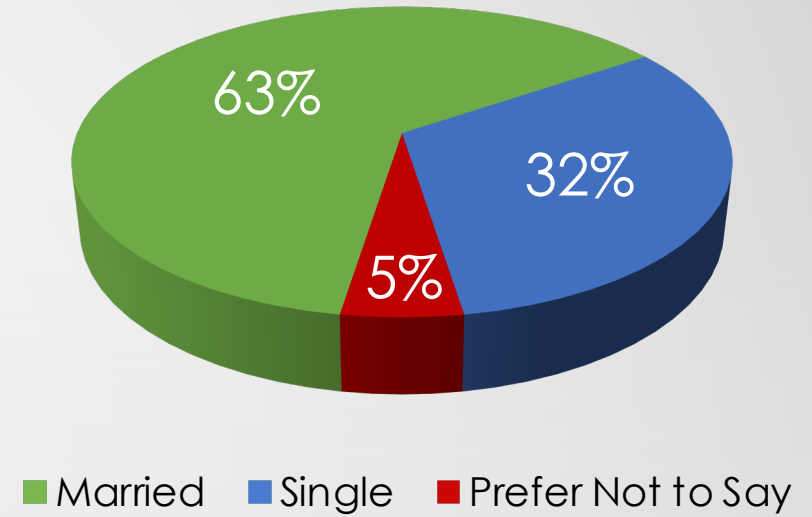
■ White ■ Hispanic, Latino (a)  
 ■ Black or African American ■ Asian  
 ■ Other

# SURVEY DEMOGRAPHICS

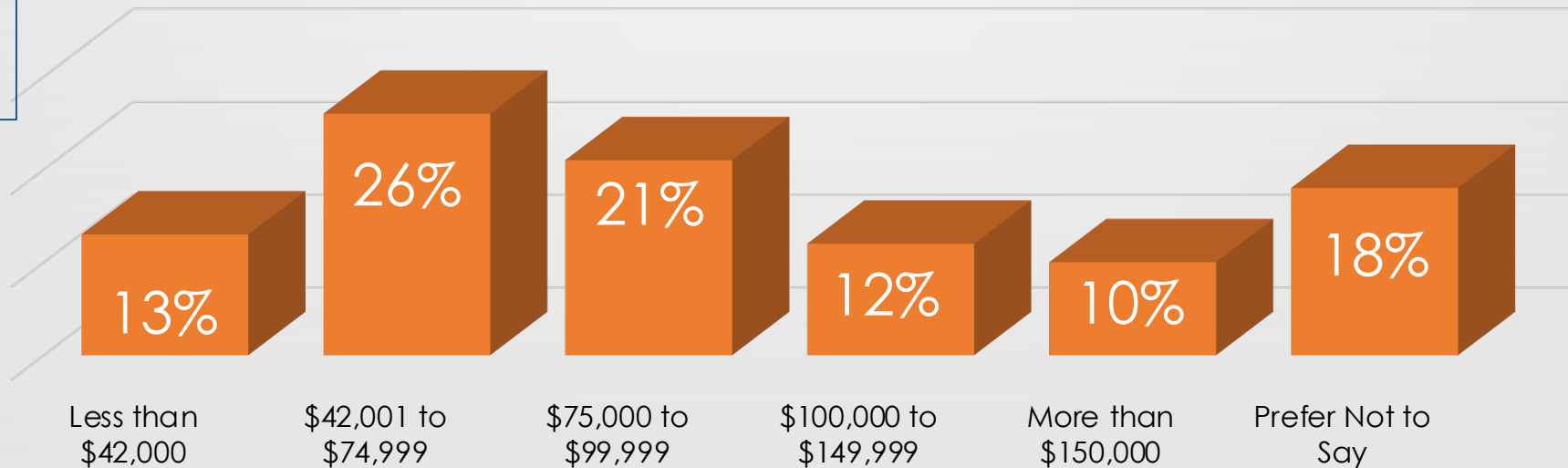
Time in Salida



Marital Status



Household Income



# MAGELLAN STRATEGIES

1685 Boxelder St. Suite 300

Louisville, CO 80027

[www.MagellanStrategies.com](http://www.MagellanStrategies.com)

(303) 861-8585

---

David Flaherty

Courtney Sievers

Ryan Winger

