



Magellan Strategies

Town of Monument Police Services Ballot Measure Survey Topline Results

Magellan Strategies are pleased to present the topline results of a live telephone and online survey of 563 registered voters in the Town of Monument, Colorado. The interviews were conducted from May 11th - 18th, 2021. This survey has a margin of error of +/- 3.97% at the 95 percent confidence interval. The survey data was weighted to be representative of the voter turnout demographics within the town of Monument for an odd-year election cycle.

T1. For statistical purposes only, could you please verify that you are registered to vote in the Town of Monument, Colorado?

Yes..... 100%

T2. Although it is a long way off, how likely are you to vote in a local sales tax ballot measure election this November to fund police services and programs?

Extremely likely..... 63%
Very likely..... 19%
Somewhat likely..... 15%
Unlikely 3%

T3. Do you have a favorable or unfavorable opinion of the Monument Police Department?

Total Favorable 84%
Total Unfavorable 9%
No Opinion 7%

Very Favorable..... 62%
Somewhat Favorable..... 22%

Very Unfavorable..... 2%
Somewhat Unfavorable..... 7%

T4. Do you approve or disapprove of the job the Monument Police Department is doing?

| | |
|---------------------------|-----|
| Total Approve | 86% |
| Total Disapprove..... | 7% |
| No Opinion | 7% |
| | |
| Strongly Approve | 58% |
| Somewhat Approve..... | 28% |
| | |
| Strongly Disapprove..... | 2% |
| Somewhat Disapprove | 5% |

T5. Do you agree or disagree with the following statement? “The Monument Police Department is fiscally responsible and spends taxpayer money wisely.”

| | |
|-------------------------|-----|
| Total Agree | 56% |
| Total Disagree..... | 8% |
| No Opinion | 36% |
| | |
| Strongly Agree..... | 32% |
| Somewhat Agree..... | 24% |
| | |
| Strongly Disagree | 3% |
| Somewhat Disagree | 5% |

T6. Generally speaking, would you support or oppose a local sales tax increase to generate new funding for Monument Police Department services and programs?

| | |
|-----------------------------|-----|
| Total Yes, Support..... | 60% |
| Total No, Oppose | 27% |
| No Opinion | 13% |
| | |
| Yes, Strongly Support | 31% |
| Yes, Somewhat Support..... | 29% |
| | |
| No, Strongly Oppose..... | 14% |
| No, Somewhat Oppose | 13% |



Before we continue, it is important to understand that no decisions have been made by the town to put a sales tax ballot measure before voters this November to fund Police Department services and programs. Your honest responses to the following questions will help the town make that decision. Let's continue the survey now.

*T7. One ballot measure being considered by the Town Trustees to generate a funding source for Police Department services and programs is an increase in the town sales tax by **0.5%**. This increase would raise the sales tax from **3.0% to 3.5%** and is estimated to raise **\$1.4 million annually**. A **0.5%** increase would cost consumers **50 cents** on a **\$100 purchase** of taxable items. Food and grocery purchases would not be subject to this tax increase.*

*Knowing this information, if an election were being held today, would you vote yes and approve a **0.5%** sales tax increase to generate new funding for Police Department services and programs or would you vote no and reject it?*

Total Vote Yes, Approve.....64%
Total Vote No, Reject.....26%
Undecided.....10%

Definitely Yes, Approve33%
Probably Yes, Approve.....31%

Definitely No, Reject.....13%
Probably No, Reject.....13%

*T8. Please describe the reasons why you would vote yes and approve a **0.5%** sales tax increase to fund Police Department services and programs.*

**Verbatim responses in separate document.*

*T9. Please describe the reasons why you would vote no and reject a **0.5%** sales tax increase to fund Police Department services and programs.*

**Verbatim responses in separate document.*



We now will share some information on why the Monument Police Department and the Board of Trustees are considering a ballot measure and how the sales tax revenue would be spent. After reading the information, please indicate if you are more likely to vote yes and approve a 0.5% sales tax increase to fund Police Department services or if you are more likely to vote no and reject it. Let's get started:

T10. Before hiring Police Chief Hemingway in February of 2020, at times only one officer was on patrol duty for a 12-hour shift. The Chief determined this was unacceptable and created real risks and ensuring the public's safety. With just a single patrol officer on duty, the Police Department struggled to handle more than one call at a time, especially if an officer needed backup.

Despite budget limitations, the Chief increased patrol duty to two officers per 12-hour shift from just one. If the ballot measure is approved, the Police Department will double the number of patrols so that 4 to 5 officers will be on patrol duty at all times, 24 hours a day. Knowing this information are you:

Total More Likely Vote Yes, Approve80%
Total More Likely Vote No, Reject 14%
No Opinion6%

Much More Likely to Vote Yes54%
Somewhat More Likely to Vote Yes26%

Much More Likely to Vote No.....8%
Somewhat More Likely to Vote No.....6%

T11. Currently, emergency response times can take 14 to 17 minutes when an officer has to go from one end of town to the other. This situation is unacceptable, especially if a resident needs an immediate response. If the ballot measure is approved, the Police Department will hire and train ten new police officers to address this problem. Having more patrol officers on duty will significantly reduce response times and make Monument safer. Knowing this information are you:

Total More Likely Vote Yes, Approve79%
Total More Likely Vote No, Reject 14%
No Opinion7%

Much More Likely to Vote Yes54%
Somewhat More Likely to Vote Yes25%

Much More Likely to Vote No.....7%
Somewhat More Likely to Vote No.....7%



T12. Currently, the Police Department’s arrest report software and computer infrastructure are outdated and not compatible with regional El Paso County Law Enforcement agencies. This prevents the Police Department from sharing and receiving analytic and criminal background data related to regional crime information. This limits the Police Department’s ability to identify individuals who may have an outstanding warrant for their arrest or a criminal background.

If the ballot measure is approved, funds would be used to update the department’s arrest report software and computers, allowing officers to see and share analytic and criminal information with other regional law enforcement agencies. Knowing this information are you:

Total More Likely Vote Yes, Approve81%
Total More Likely Vote No, Reject 12%
No Opinion7%

Much More Likely to Vote Yes53%
Somewhat More Likely to Vote Yes28%

Much More Likely to Vote No.....7%
Somewhat More Likely to Vote No.....5%

T13. Currently, the Police Department has 12 vehicles in its fleet, including 7 marked patrol cars and 5 that are unmarked. A patrol car, which is in use 24 hours a day, is usually replaced every four years. At this time, 6 of the 12 vehicles are overdue for replacement, and 2 have been removed entirely from patrol duty.

The maintenance costs to keep overdue patrol cars in the fleet have increased significantly. This has forced the Chief to reallocate Police Department funds towards patrol car maintenance instead of funding officer training and other public safety needs. Knowing this information are you:

Total More Likely Vote Yes, Approve77%
Total More Likely Vote No, Reject 15%
No Opinion8%

Much More Likely to Vote Yes48%
Somewhat More Likely to Vote Yes29%

Much More Likely to Vote No.....7%
Somewhat More Likely to Vote No.....8%



T14. If the ballot measure is approved, funding will pay for a 5th squad patrol unit of Special Enforcement Officers. This unit would focus on combating vehicle break-ins, residential burglaries, drug dealing, and human trafficking. Knowing this information are you:

Total More Likely Vote Yes, Approve78%
Total More Likely Vote No, Reject15%
No Opinion7%

Much More Likely to Vote Yes55%
Somewhat More Likely to Vote Yes23%

Much More Likely to Vote No8%
Somewhat More Likely to Vote No7%

T15. Currently, Monument’s crime investigations are limited to just one detective. This limits the Police Department's ability to address criminal investigations in a timely and thorough manner. If the ballot measure is approved, a second female detective would likely be hired to handle sensitive issues like sexual assault and assist with criminal case follow-up and larger investigations. A second detective will also allow criminal investigation work to occur promptly, rather than doing patrol work during patrol officer shortages. Knowing this information are you:

Total More Likely Vote Yes, Approve80%
Total More Likely Vote No, Reject12%
No Opinion8%

Much More Likely to Vote Yes53%
Somewhat More Likely to Vote Yes27%

Much More Likely to Vote No7%
Somewhat More Likely to Vote No5%



T16. Currently, the Police Department does not have the funding to keep and maintain officer and public safety equipment certified and up to date. This includes outdated TASERS, rifle-rated shields, and bulletproof vests. The Police Department is also burdened with a 2019 unfunded mandate from the state to purchase and equip officers with body cameras. If approved, the ballot measure would pay for these police equipment needs. Knowing this information are you:

Total More Likely Vote Yes, Approve79%
Total More Likely Vote No, Reject 13%
No Opinion8%

Much More Likely to Vote Yes55%
Somewhat More Likely to Vote Yes24%

Much More Likely to Vote No.....7%
Somewhat More Likely to Vote No.....6%

T17. The Police Department currently does not have any full-time professional police administrative staff. These positions include personnel to manage internal affairs investigations, police training, compliance programs, and human resource needs (healthcare, life insurance, retirement, vacation, and sick leave). If the ballot measure is approved, these essential positions would be filled so in-the-field police officers and detectives can concentrate on their jobs fighting crime and keeping the community safe. Knowing this information are you:

Total More Likely Vote Yes, Approve75%
Total More Likely Vote No, Reject 17%
No Opinion8%

Much More Likely to Vote Yes46%
Somewhat More Likely to Vote Yes29%

Much More Likely to Vote No.....7%
Somewhat More Likely to Vote No..... 10%



T18. Thank you for taking the time to read some information about why the Police Department and Board of Trustees are considering a ballot measure to generate new funding for police services and programs.

*As a reminder, if approved, this ballot measure would increase the town sales tax by **0.5%**, from **3.0% to 3.5%**. The sales tax increase is estimated to raise **\$1.4 million annually** and cost consumers **50 cents** on a **\$100 purchase** of taxable items. Food and grocery purchases would not be subject to this tax increase.*

*Knowing this information, if an election were being held today, would you vote yes and approve a **0.5%** sales tax increase to generate new funding for Police Department services and programs or would you vote no and reject it?*

Total Vote Yes, Approve.....74%
Total Vote No, Reject.....19%
Undecided.....7%

Definitely Yes, Approve48%
Probably Yes, Approve.....26%

Definitely No, Reject.....11%
Probably No, Reject.....8%

*T19. Please describe the reasons why you would vote yes and approve a **0.5%** sales tax increase to fund Police Department services and programs.*

**Verbatim responses in separate document.*

*T20. Please describe the reasons why you would vote no and reject a **0.5%** sales tax increase to fund Police Department services and programs.*

**Verbatim responses in separate document.*

T21. If you had to choose, do you lean more towards voting yes and approving the ballot measure, or do you lean more towards voting no and rejecting it? (Asked to respondents who are undecided on the ballot measure, 40n, +/- 15.45% MoE)

Lean Towards Yes, Approve33%
Lean Towards No, Reject12%
Still Undecided55%



T22. If the ballot measure included a sunset provision so the 0.5% sales tax would expire after 10 years, would you be more likely to vote yes and approve it, or would it not make a difference in your decision?

Sunset Provision Makes No Difference.....59%
More Likely to Vote Yes, Approve.....28%
No Opinion13%

And now I have a few questions for statistical purposes only.

T23. Are you:

Female.....50%
Male.....48%
Identify Differently.....2%

T24. Are you married or single?

Married.....78%
Single.....22%

T25. Are you between the ages of:

18-34.....12%
35-44.....19%
45-54.....24%
55-64.....21%
65+.....24%

T26. For statistical and weighting purposes only, are you registered to vote as:

Republican.....50%
Unaffiliated.....35%
Democrat.....14%
Other Party.....1%



Survey Methodology

This survey was conducted by sending an MMS text message to approximately 4,000 residents in the town of Monument, CO, and by live dialing both landline and cell phone sample for live telephone survey responses. Data collection also included sending an email to the town's email list. The survey response data was weighted to reflect the voter turnout demographics for an odd-year election in Monument, CO. The interviews were conducted from May 11th to 18th, 2021. This survey has a margin of error of +/- 3.97% at the 95 percent confidence interval.

