



Magellan Strategies

Public Opinion Research Services for Colorado County Governments

CCI 2021 Winter Conference

About Magellan Strategies



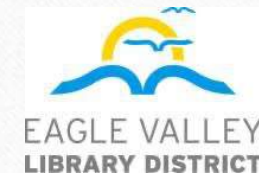
We are a public opinion research firm specializing in quantifying, measuring, and understanding resident and voter opinion for governments, special districts, and public policy organizations.

We have conducted more than 1,000 voter and public opinion surveys in Colorado since 2007.

We have been in business for 14 years and our office is in Louisville, Colorado.

We Are Proud Members of





What Kind of Surveys Do We Offer?

Ballot Measure Surveys

Sales tax, mill levy, and debt increases to fund a wide array of government needs, priorities and capital projects. We also do post-election surveys to learn why a ballot measure failed.

Community Surveys

50 to 100 questions, measuring resident opinion of government services, police, fire, recreation, roads, water, etc.

Public Policy & Issue Surveys

Healthcare issues, affordable housing, transportation & transit needs, timely local issues such COVID response, retail marijuana, or oil and natural gas development.

We
accurately
predicted the
win/loss
outcome of
11 of 11
elections in
2021.

Our ballot measure survey track record for the 2021 election cycle was 100%. We accurately predicted the outcome of 11 ballot measures, 10 wins and 1 loss for our government and special district clients.



#	Ballot Measure	Magellan's Forecast	Actual 'Yes'	Percent Difference
1	Town of Monument 2F Police Funding 0.5% Sales Tax Increase	64%	63%	1%
2	Town of Monument 2G Begin Home Rule Process	62%	59%	3%
3	City of Boulder 2I 0.3% Sales Tax Extension for Capital Projects	74%	85%	11%
4	City of Boulder 2J \$110 Million Bond for Capital Projects	65%	79%	14%
5	City of Lafayette 2B 0.27% Sales Tax Increase for Public Safety	67%	66%	1%

We
accurately
predicted the
win/loss
outcome of
11 of 11
elections in
2021.

Our ballot measure survey track record for the 2021 election cycle was 100%. We accurately predicted the outcome of 11 ballot measures, 10 wins and 1 loss for our government and special district clients.



#	Ballot Measure	Magellan's Forecast	Actual 'Yes'	Percent Difference
6	City of Lafayette 2C 0.1% Sales Tax Increase for Mental Health	72%	71%	1%
7	Town of Vail 2A 0.5% Sales Tax Increase for Affordable Housing	57%	54%	3%
8	Mesa County Valley School District 51 \$115 Million Bond for High School	61%	65%	4%
9	EagleVail Metro District Property Tax Freeze	61%	72%	11%
10	City of Golden 2A Allow Retail Marijuana	54%	51%	3%
11	Moffat County School District RE-1 \$40 Million Bond for Schools	43%	37%	6%

Magellan Strategies

Survey Data Collection Methods

Phone Surveys



- Cellphone and landline
- 3 to 5 days in field
- More expensive than MMS texting

MMS Text Surveys



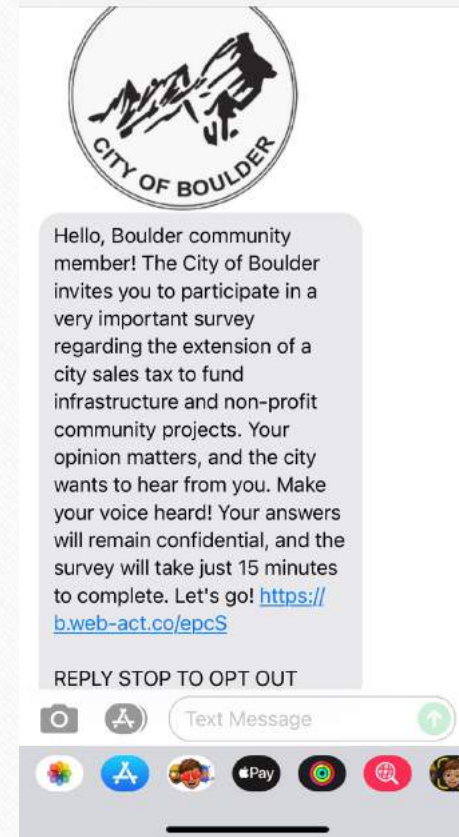
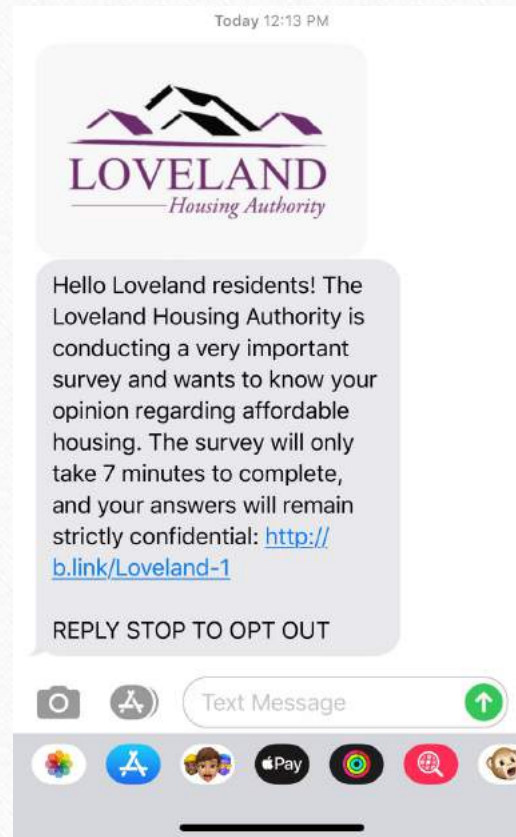
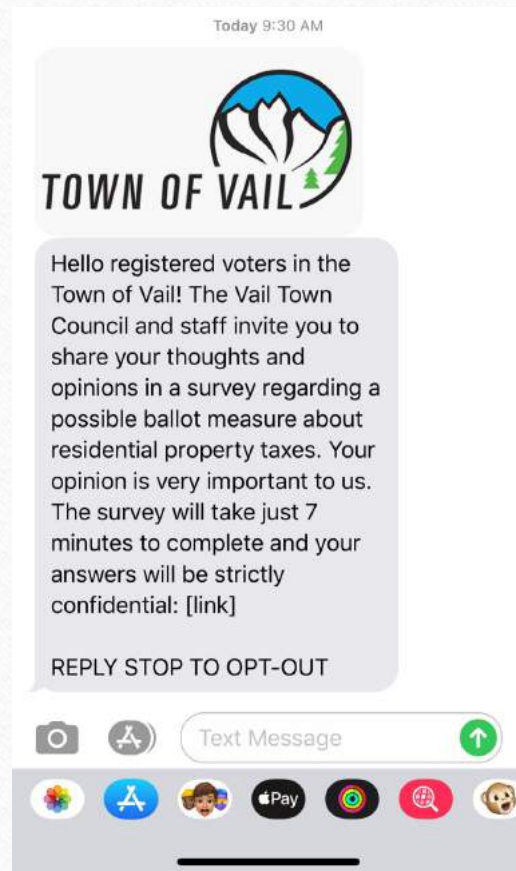
- Text survey invitation to respondent cellphone
- Quick set up and launch
- Solid response rates
- Very affordable

MMS Text/Phone



- Provides best opportunity for respondent participation
- Very reasonable cost
- Communication outreach benefits

Example MMS Text Invitations



People Prefer Taking Surveys on Their Phones

1:40
Gmail
surveymonkey.com

JEFFCO PUBLIC SCHOOLS Jeffco Public Schools 2021 Community Survey

* 6. Similar to grading in schools, generally speaking, what grade would you give Jeffco Public Schools? With "A" meaning extremely good, and "F" meaning a failing grade, what letter best describes the grade you would give Jeffco Public Schools?

☐ A
☒ B
☐ C
☐ D
☐ F
☐ UNSURE OR REFUSED

* 7. Do you think Jeffco Public Schools are better, about the same, or worse than public schools in other parts of Colorado?

☒ BETTER
☐ ABOUT THE SAME
☐ WORSE

Navigation icons: back, forward, home, 7, menu

1:35
Gmail
surveymonkey.com

MONUMENT Town of Monument Home Rule Opinion Survey

* 2. Although it is a long way off, how likely are you to vote in a ballot measure election this November regarding a change to Monument's form of government? Are you:

☐ Extremely likely to vote
☒ Very likely to vote
☐ Somewhat likely to vote
☐ Unlikely to vote

* 3. How familiar are you about the Town's consideration and decision to review the process of changing Monument's form of government from Statutory Rule to Home Rule? Are you:

☒ Very familiar with town's decision
☐ Somewhat familiar with town's decision
☐ Not too with town's decision

Navigation icons: back, forward, home, 5, menu

1:38
Gmail
surveymonkey.com

CITY OF GLENWOOD SPRINGS City of Glenwood Springs Community Survey

* 3. Please describe the top issues, priorities, or problems that you think the City of Glenwood Springs should address in the next three years.

Affordable housing

8%

Prev Next

Navigation icons: back, forward, home, 6, menu

10:06
Gmail
surveymonkey.com

TOWN OF VAIL Town of Vail Gallagher Ballot Measure Voter Opinion Survey

* 3. Do you think things in the Town of Vail are headed in the right direction or do you feel things are seriously off on the wrong track?

☐ RIGHT DIRECTION
☐ WRONG TRACK
☐ UNSURE OR NO OPINION
☐ REFUSE

21%

Prev Next

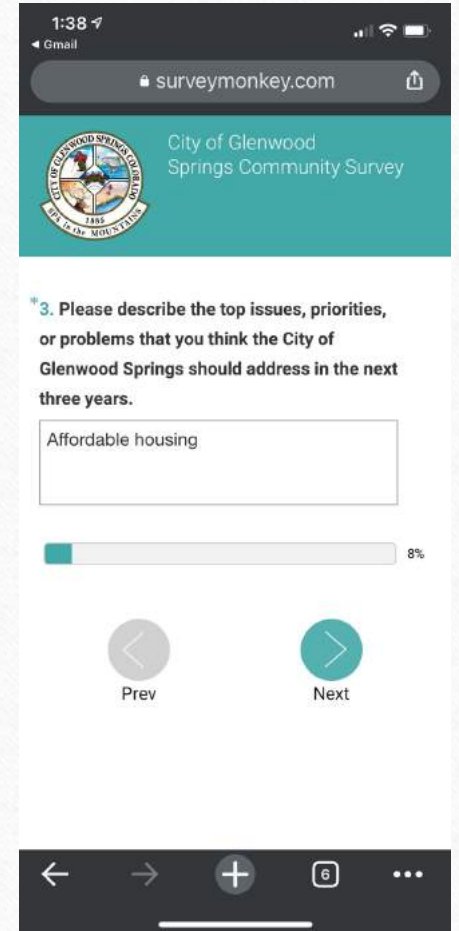
Navigation icons: back, forward, home, 21%, menu

Respondent Engagement with MMS Text is Outstanding for All Population Sizes

- Town of Vail: 3,900 voters, 1,300 likely voters, 665n
- Town of Monument: 7,300 voters, 3,500 likely voters, 563n
- Town of Wellington: 6,900 voters, 737n for a community survey
- Moffat County School District: 9,000 voters, 4,000 likely voters, 361n
- City of Boulder: 68,000 voters, 30,000 likely, 1,911n
- City of Lafayette: 21,000 voters, 10,000 likely, 861n
- Mesa County Valley School District 51: 54,000 likely 760n

Why Hire Magellan Strategies for Your Community Survey?

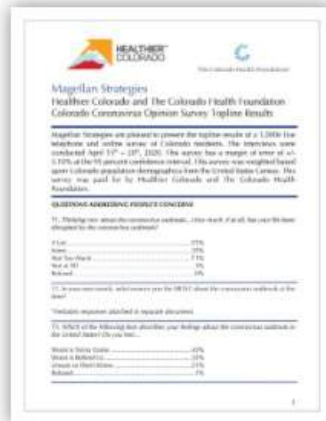
- Our MMS text interview method will attempt to interview a much larger percentage and number of residents than a mail or phone survey.
- An MMS text is a positive, informative communication to residents from their local government.
- You can ask more questions on an online survey than a paper or phone survey. We average 75 to 90 questions on our community surveys.



The screenshot shows a mobile survey interface. At the top, the status bar shows the time 1:38 and signal strength. Below the status bar is a navigation bar with a back arrow, the text "Gmail", and a search icon. The main header area has a teal background with the City of Glenwood Springs logo on the left and the text "City of Glenwood Springs Community Survey" on the right. Below the header is a question box with a teal border containing the text: "3. Please describe the top issues, priorities, or problems that you think the City of Glenwood Springs should address in the next three years." Below the question box is a text input field with the text "Affordable housing". Below the input field is a progress bar showing 8% completion. At the bottom of the survey area are two circular buttons: a grey "Prev" button with a left arrow and a teal "Next" button with a right arrow. The bottom of the screen shows a mobile home indicator bar with icons for back, forward, home, and app drawer.

Magellan Strategies Survey Project Deliverables

TOPLINE DOCUMENT



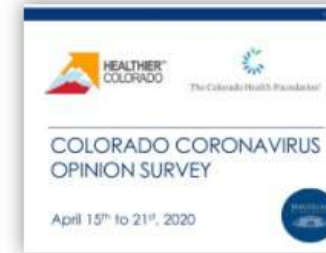
CROSSTABS

A thumbnail image of a document titled "CROSSTABS" showing a grid of data for various demographic groups. The grid has columns for "Age", "Gender", "Race", "Ethnicity", "Education", "Income", and "Household Size". Each cell contains a numerical value representing the percentage of respondents in that category.

VERBATIM RESPONSES

A thumbnail image of a document titled "VERBATIM RESPONSES" showing a grid of text responses from survey participants. The grid has columns for "Question", "Response", and "Count". Each row represents a specific question and the corresponding responses and counts.

PRESENTATION



WRITTEN SUMMARY



MMS Text Only Survey Pricing

Minimum Base Survey	Mid-Level Survey	High-Level Survey
\$5,000	\$7,500	\$10,000
Up to 15 questions	Up to 25 questions*	Up to 25 questions*
Deliverables: 300 to 500 Interviews (if pop. is large enough)	Deliverables: 300 to 500 Interviews (if pop. is large enough)	Deliverables: 300 to 500 Interviews (if pop. is large enough)
Topline Document	Topline Document	Topline Document
Crosstabs	Crosstabs	Crosstabs
Does not include verbatim responses, a written analysis or PowerPoint Presentation.	PowerPoint Presentation Maximum of two verbatim questions. Does not include a written analysis.	PowerPoint Presentation Verbatim Responses Written Analysis of Survey Findings

MMS Community Survey Pricing

Magellan Strategies Community Survey

\$15,000

Up to 75 questions*

Deliverables:

300-1,500 Interviews
(depends on population size)

Topline Document

Crosstabs

PowerPoint Presentation

Verbatim Responses

Written Analysis of Survey Findings



David Flaherty | Courtney Sievers | Ryan Winger
1685 Boxelder Street, Suite 300 | Louisville, CO 80027
www.MagellanStrategies.com | 303-861-8585