



TOWN OF MONUMENT HOME RULE VOTER OPINION SURVEY

May 25th to June 3rd, 2021



Survey Objective

The primary objective of this survey was to measure and understand Monument voter opinion of:

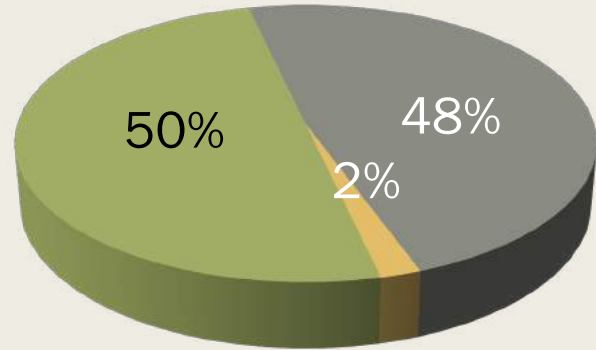
- Changing the town's form of government from Statutory Rule to Home Rule.
- Perceptions of what Home Rule is after being informed of the process and eventual vote to approve or reject a new town charter.
- Reasons why voters would support or oppose Home Rule after being informed about it.

Methodology

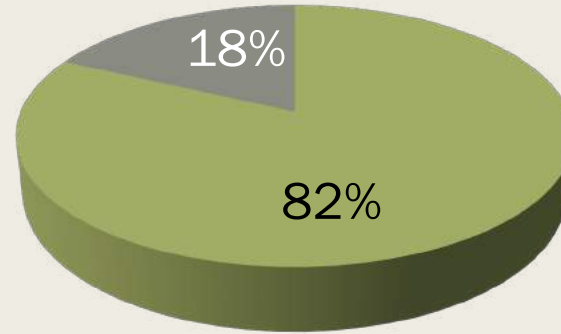
- Magellan Strategies are pleased to present the results of a survey of 382 registered voters in the the Town of Monument Colorado who are likely to vote in a 2021 November election.
- The interviews were conducted from May 25th to June 3rd, 2021, using MMS text messaging invitation and the Town's email list.
- The overall responses have a margin of error of +/- 4.88% at the 95% confidence interval.
- The survey results were weighted to be representative of the voter demographics for an odd-year election in the Town of Monument.



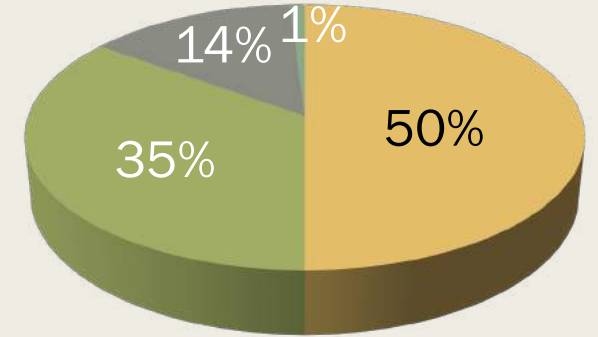
Survey Demographics



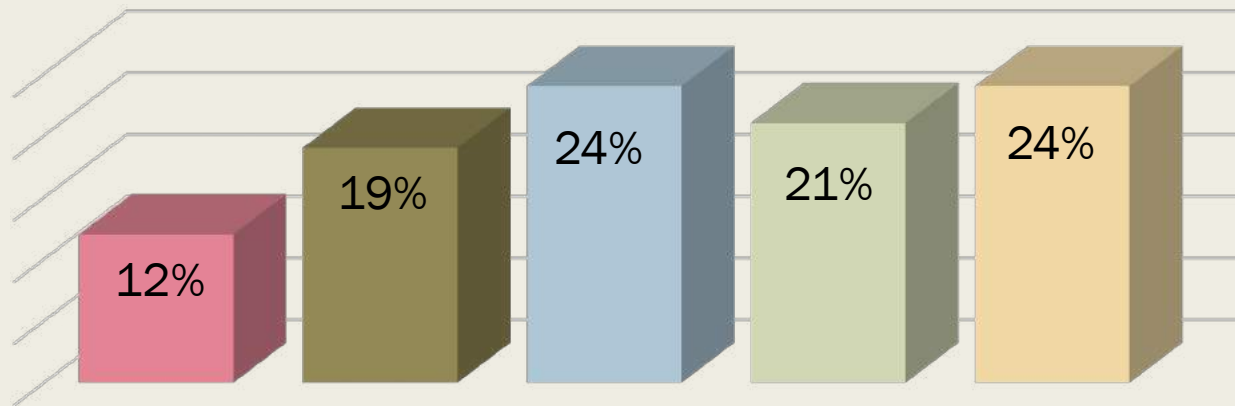
- Female
- Male
- Identify Differently



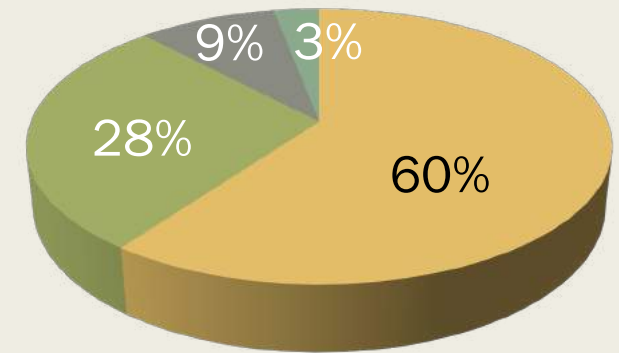
- Married
- Single



- Republican
- Unaffiliated
- Democrat
- Other



18-34 35-44 45-54 55-64 65+



- Triview
- Town Only
- Village Center
- Lake of the Rockies

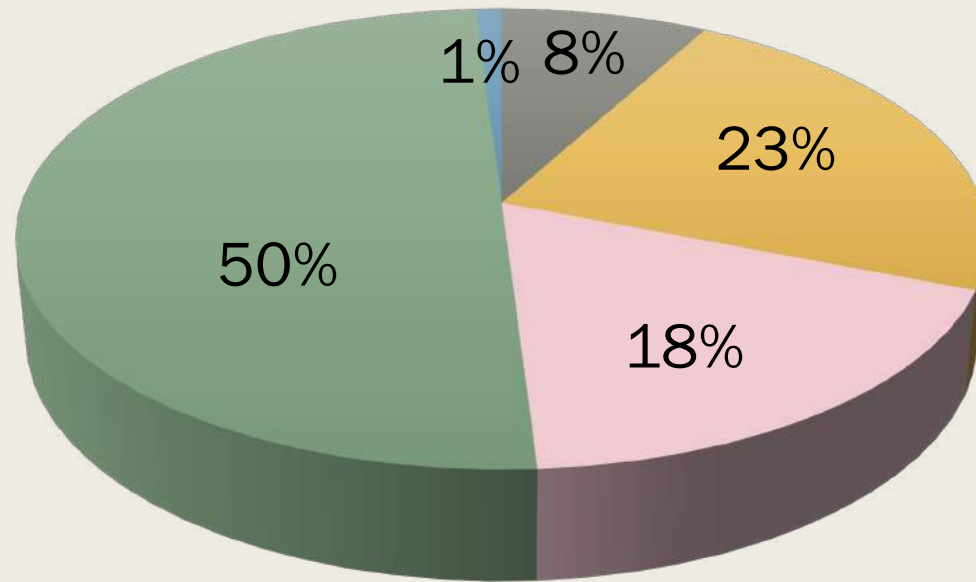


Town of Monument Voter Registration and Past Voter Turnout Demographics

Magellan Town of Monument Voter Registration and Past Turnout Demographics										
Sex	Active Registration		2020 Turnout		2019 Turnout		2018 Turnout		2017 Turnout	
Female	3,640	50.5%	3,284	51.2%	1,781	50.9%	2,420	52.0%	1,291	52.0%
Male	3,568	49.5%	3,132	48.8%	1,720	49.1%	2,235	48.0%	1,193	48.0%
Total	7,208		6,416		3,501		4,655		2,484	
Age Group	Active Registration		2020 Turnout		2019 Turnout		2018 Turnout		2017 Turnout	
18-34	1,930	26.3%	1,482	22.7%	434	12.3%	762	16.1%	288	11.5%
35-44	1,335	18.2%	1,214	18.6%	672	19.0%	875	18.5%	411	16.4%
45-54	1,544	21.0%	1,448	22.2%	865	24.4%	1,151	24.4%	640	25.5%
55-64	1,378	18.8%	1,311	20.1%	736	20.8%	1,035	21.9%	565	22.5%
65+	1,157	15.8%	1,082	16.6%	831	23.5%	900	19.1%	604	24.1%
Total	7,344		6,537		3,538		4,723		2,508	
Party	Active Registration		2020 Turnout		2019 Turnout		2018 Turnout		2017 Turnout	
Republican	3,125	42.6%	2,956	45.2%	1,763	49.8%	2,397	50.8%	1,374	54.8%
Democrat	966	13.2%	866	13.2%	495	14.0%	660	14.0%	360	14.4%
Unaffiliated	3,109	42.3%	2,596	39.7%	1,222	34.5%	1,571	33.3%	730	29.1%
Libertarian	112	1.5%	95	1.5%	49	1.4%	81	1.7%	34	1.4%
Green	8	0.1%	7	0.1%	3	0.1%	6	0.1%	3	0.1%
ACP	24	0.3%	17	0.3%	6	0.2%	8	0.2%	7	0.3%
	7,344		6,537		3,538		4,723		2,508	
Metro Dist.	Active Registration		2020 Turnout		2019 Turnout		2018 Turnout		2017 Turnout	
Triview	4,353	59.3%	3,888	59.5%	2,134	60.3%	2,741	58.0%	1,480	59.0%
Village Center	708	9.6%	629	9.6%	328	9.3%	486	10.3%	210	8.4%
Lake of the Rock	269	3.7%	248	3.8%	109	3.1%	125	2.6%	25	1.0%
Other/None	2,014	27.4%	1,772	27.1%	967	27.3%	1,371	29.0%	793	31.6%
	7,344		6,537		3,538		4,723		2,508	

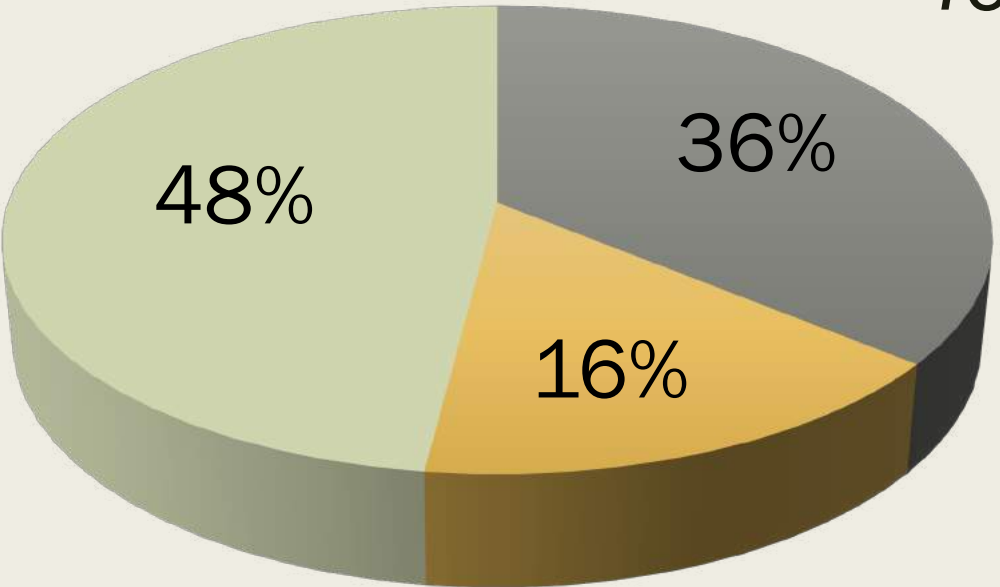


How familiar are you about the Town's consideration and decision to review the process of changing Monument's form of government from Statutory Rule to Home Rule?



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

Do you have a favorable or unfavorable opinion of a Home Rule form of government?



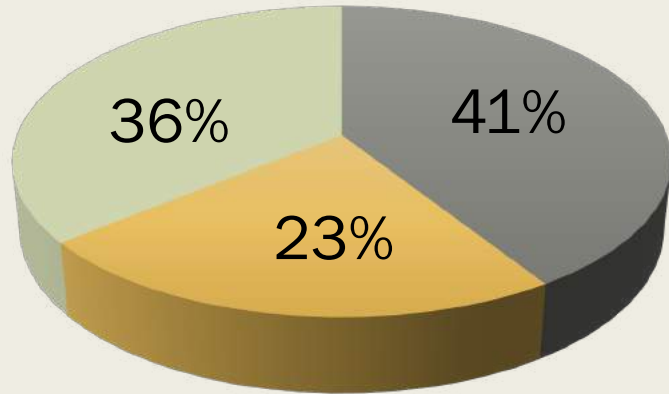
- Total Favorable
- Total Unfavorable
- Don't Know What it Is

Very Favorable	20%
Somewhat Favorable	17%
Very Unfavorable	10%
Somewhat Unfavorable	6%

Home Rule Uninformed Ballot Test

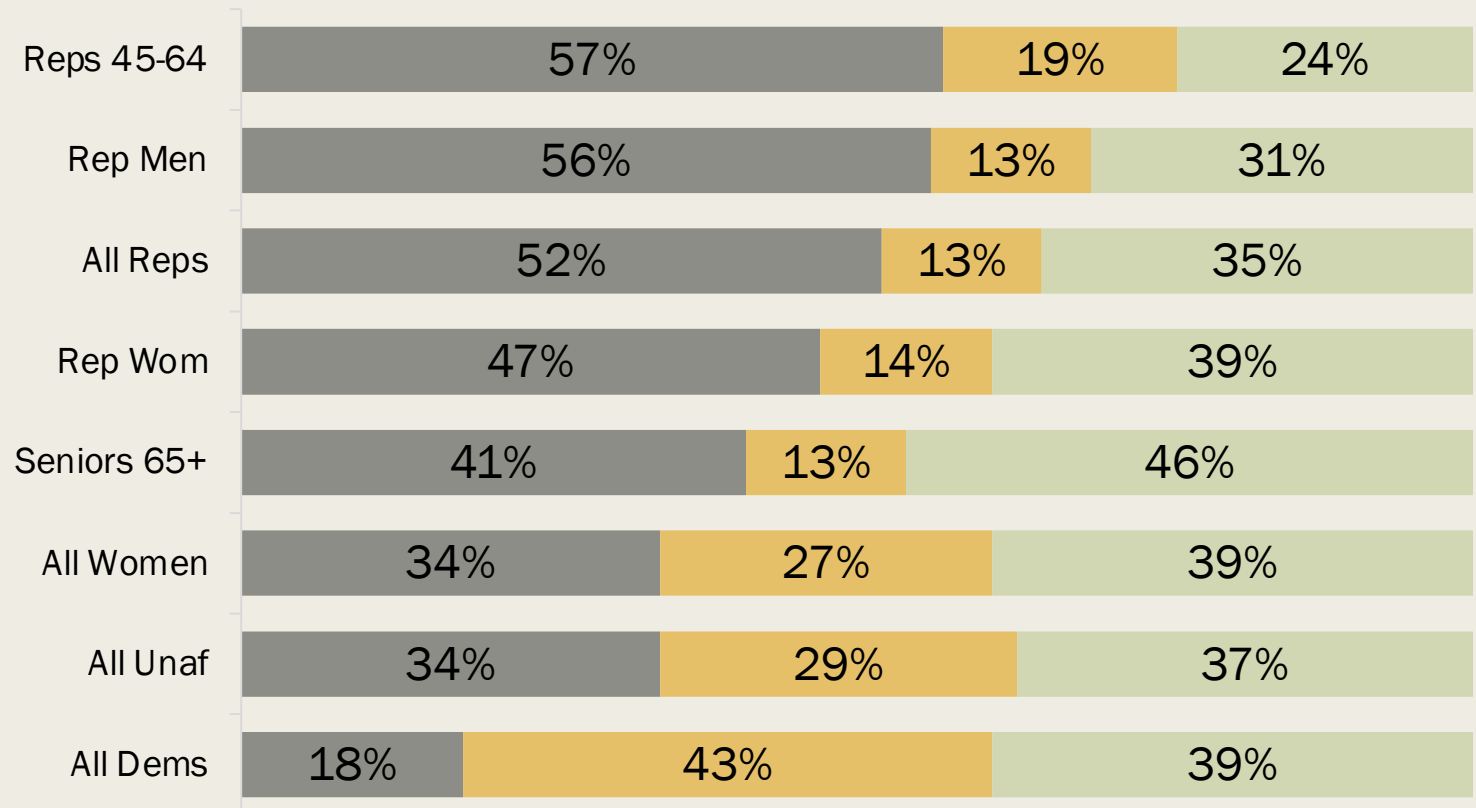
The first step to change a form of government from Statutory Rule to Home Rule is putting a ballot question before voters. The ballot question will ask voters to approve or reject the formation of a Home Rule Charter Commission. In the same election, at the same time, on the same ballot voters also choose fellow residents to serve on the Home Rule Charter Commission. Knowing this information, if an election were being held today and there was a ballot question asking voters to approve the creation of a Home Rule Charter Commission and at the same time select members to serve on the commission, would you vote yes and approve the ballot question, or would you vote no and reject it?

All Respondents



■ Total Approve ■ Total Reject
■ Undecided

Definitely Approve	20%
Probably Approve	21%
Definitely Reject	13%
Probably Reject	10%



■ Total Approve ■ Total Reject ■ Undecided



We will now share information with you regarding the process of changing Monument's form of government from Statutory Rule to Home Rule. After reading the information, please indicate if you are more likely to support a change to Home Rule or if you are more likely to oppose it. Let's get started.

Information Questions

Question #1: Under a Home Rule form of government, Monument residents are given greater authority to create laws that meet the needs and expectations of residents rather than having a “one size fits all” statutory system.

Question #2: If approved, a Home Rule Charter Commission would have one hundred and eighty days to draft a new Town charter. The new Charter would then be approved or rejected by the voters of Monument in a future election.

Question #3: Ninety-three percent (93%) of Colorado municipal residents live in a Home Rule community.

Information Questions

Question #4: Federal and state laws under a Home Rule form of government still apply, but Home Rule municipalities have the power to make laws and policies regarding local issues with minimal state intervention instead of using a “one size fits all” statutory system.

Question #5: Under a Home Rule form of government, the Town of Monument still must abide by the TABOR Amendment, also known as the Taxpayer Bill of Rights. This requires Monument voters to approve any future sales tax or mill levy increases.

Information Questions

Question #6: Under Home Rule, the Monument Board of Trustees will be able to protect and preserve the uniqueness of Monument's values, culture and allow residents to have control of future changes to the Town.

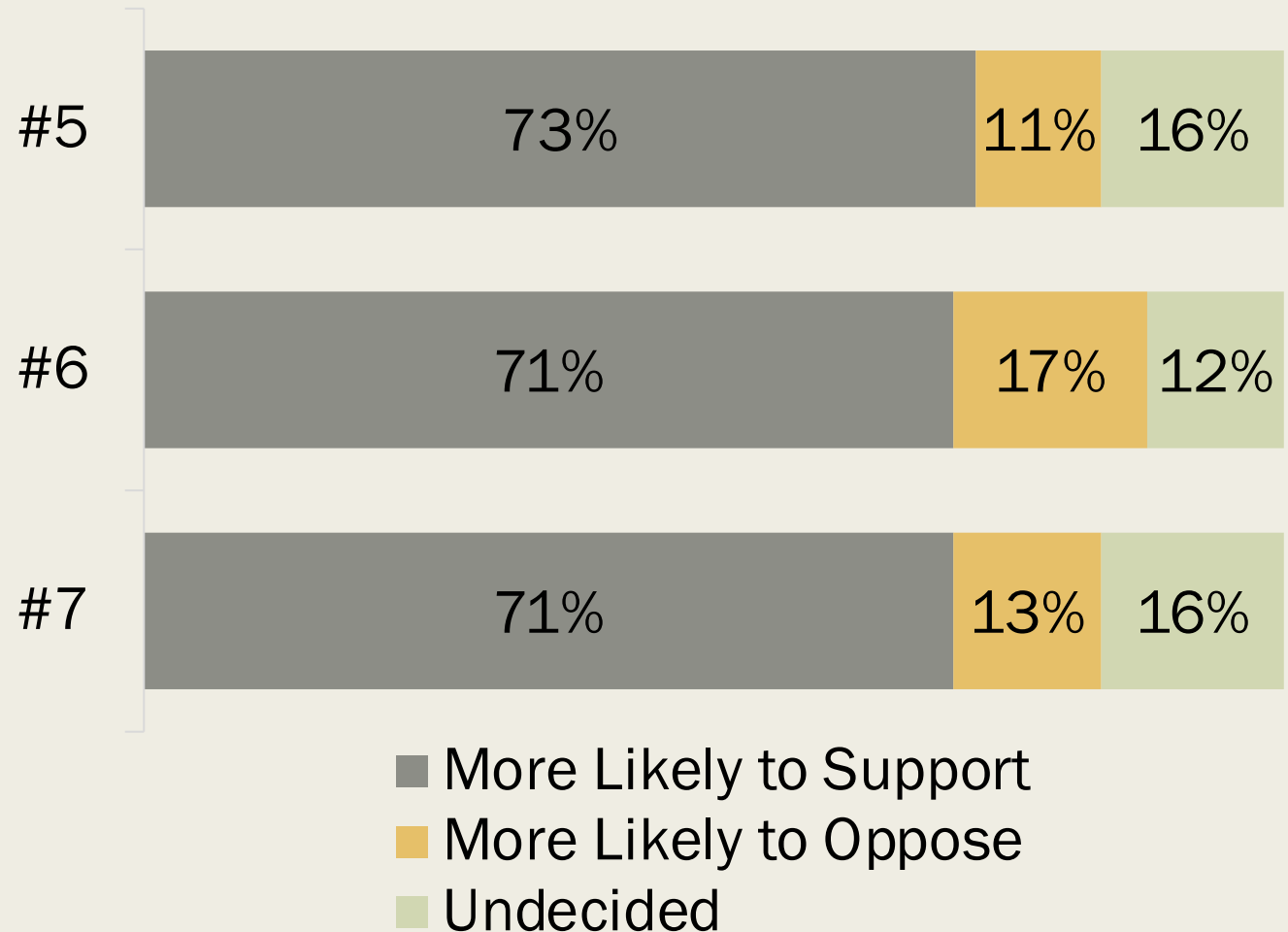
Question #7: After a new town charter is drafted by the Home Rule Commission members, Monument voters would have an election to vote to approve it or reject it.

Information Questions That Increase Support for Home Rule Ballot Measure

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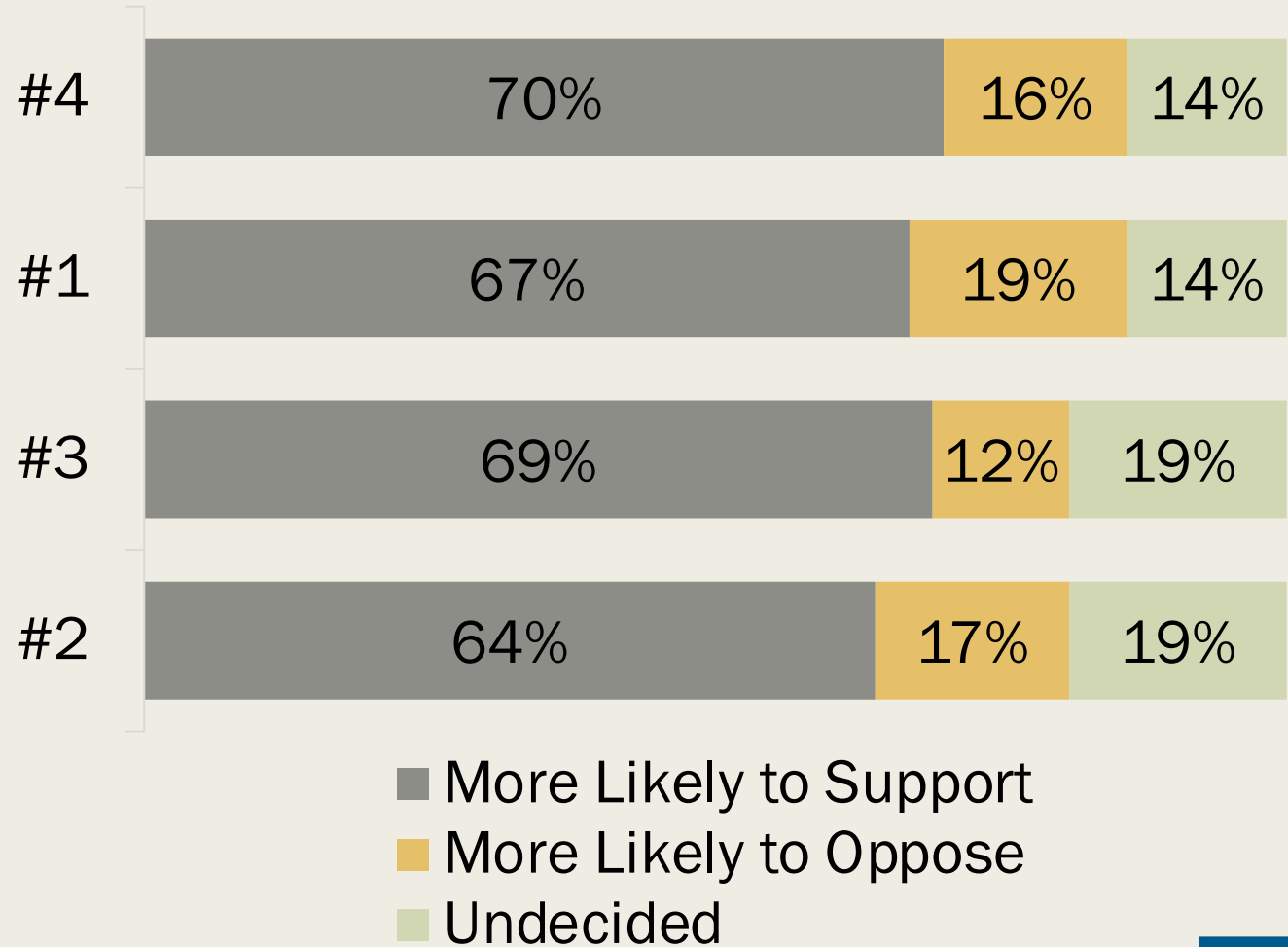
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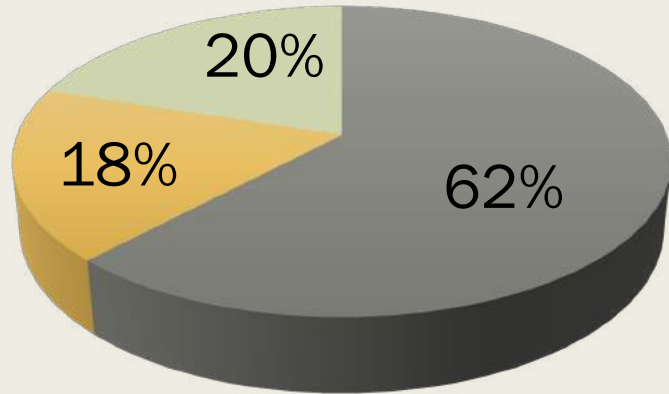
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Home Rule Informed Ballot Test

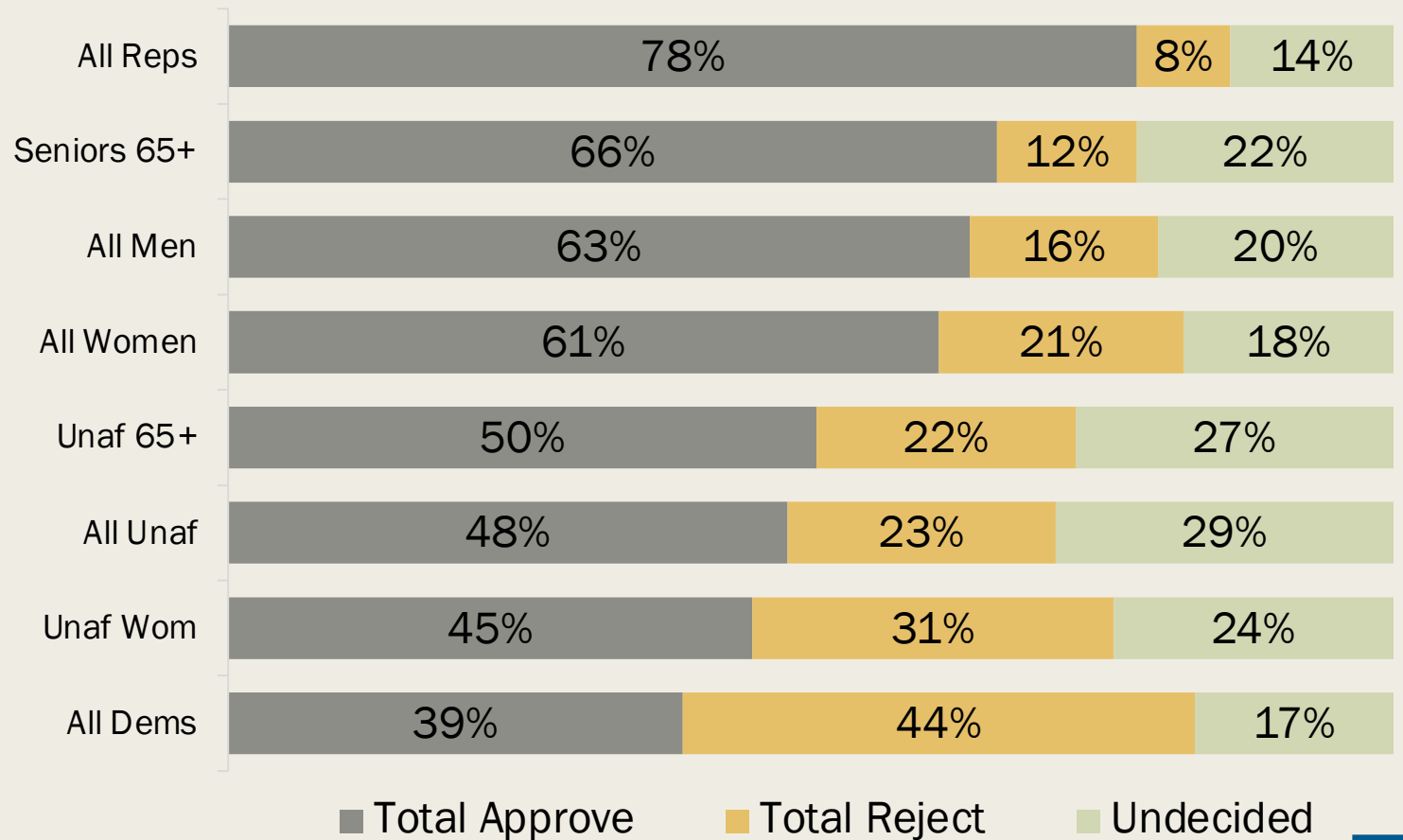
Now that you have read information about a Home Rule Charter Commission and how it would work, if an election were being held today would you vote YES and approve a ballot measure to create a Home Rule Charter Commission and at the same time select members to serve on the commission, or would you vote NO and reject it?

All Respondents



Total Approve
 Total Reject
 Undecided

Definitely Approve	29%
Probably Approve	33%
Definitely Reject	11%
Probably Reject	7%



Total Approve
 Total Reject
 Undecided



Reasons Why 62% of Voters Would Approve a Home Rule Ballot Measure

“Please describe the reasons why you would vote yes and approve a ballot measure to create a Home Rule form of government.”

So we can protect the small town feel of Monument and not have to follow rules for big cities such as Denver. – **Female, 65+, Republican**

I think Home Rule could be beneficial for the town but am concerned about who might be elected to the commission. – **Female, 55-64, Democrat**

Most of the time, local government is better suited to finding solutions to local issues/problems than state government. – **Male, 45-54, Unaffiliated**

I moved here because I don't want to be lumped into Colorado Springs values, culture, etc. We need to preserve that. – **Female, 35-44, Republican**

Major Themes

Local control, local control, local control

Like the idea of not having to follow state government statutes

Preserve Monument's character

Under our current system it appears that we, the citizens are required to obey what the communists running the state legislature in Denver decide. Freedom is always the right choice. – **Male, 45-54, Unaffiliated**

I lived in home rule community prior to moving to Monument. I want the town to make decisions on behalf of its residents without unnecessary state oversight. I believe this community favors more conservative values than the state. Colorado is becoming far too liberal. – **Female, 55-64, Republican**

I am all in, my concern would be ensuring that commission members actually represent Monument's values. There have been a few "wolves in sheep's clothing" in recent elections, particularly for school board. – **Male, 35-44, Unaffiliated**

Monument is a unique area and I think it would be better protected under home rule where the people living in the area have the majority of say. – **Female, 35-44, Republican**



Reasons Why 62% of Voters Would Approve a Home Rule Ballot Measure Word Cloud

“Please describe the reasons why you would vote yes and approve a ballot measure to create a Home Rule from of government.”



Reasons Why 18% of Voters Would Oppose a Home Rule Ballot Measure

“Please describe the reasons why you would vote no and reject a ballot measure to create a Home Rule from of government.”

Major Themes
Disagree With Board of Trustee Actions and Think Will Give Them More Power
Differences in Political Views
Want More Information

I don't think that residents have the knowledge or foresight to make good governance decisions.
 - Female, 35-44, Unaffiliated

Monument local government already disregards state government statutory authority on a whim to appeal to right wing base. I don't trust that giving you more legal authority would lead to more and more radical local laws.
 - Male, 45-54, Democrat

The Town of Monument Board Members cannot be trusted with this type of decision. They don't understand basic town business. We need a more dedicated experienced leaders to handle this type of initiative. - Male, 55-64, Republican

Disagree With Board of Trustee Actions and Think Will Give Them More Power

Differences in Political Views

Want More Information

I don't want a bunch of jerks who think they know what is best for me to do this. I feel like some people of Monument are entirely too conservative and want to take us backward rather than forward and being progressive. - Female, 55-64, Republican

Having residents serve on the board and be able to change laws that affect the entire city sound like one big HOA that we all have to abide by. This is one of the reasons I moved here. Home Rule would effectively ruin Monument. - Female, 55-64, Unaffiliated

The HR commission has too much control over my life, and all of our lives. If the state says a child can't open carry, and the home rule says the child can, then I would be horrified. - Female, 65+, Democrat

After the letter about masking and following state guidelines regarding open businesses, I no longer trust the town council to make decisions best suited for Monument. That decision was one made solely on political grounds with faulty logic and science applied afterwards.
 - Female, 18-34, Democrat

I still don't understand Home Rule and am concerned about the conservative bent of the town may create laws that I am not in agreement with. - Female, 55-64, Unaffiliated



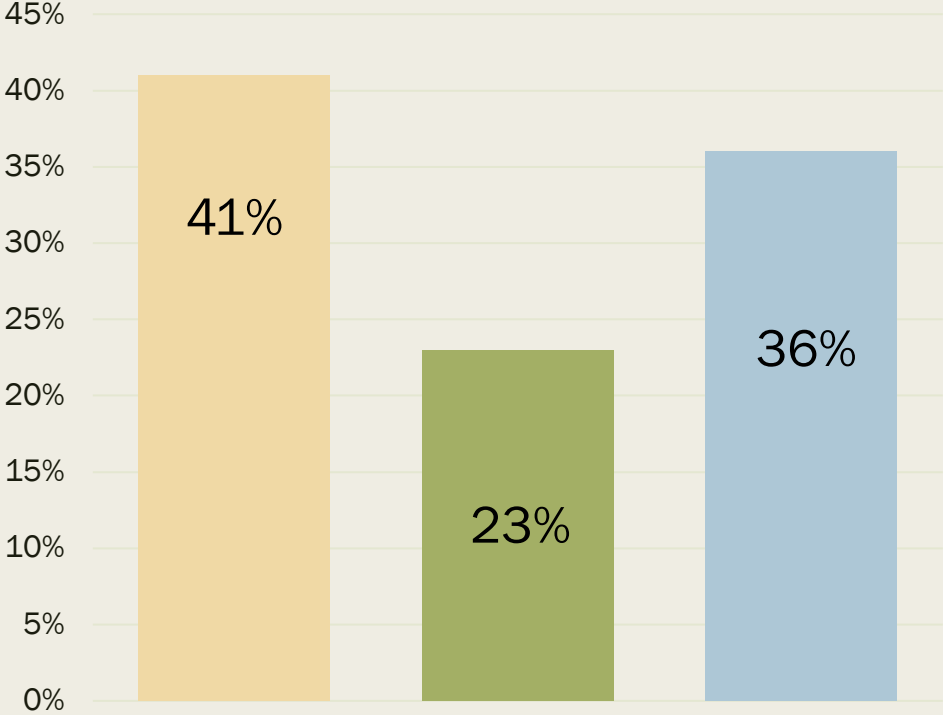
Reasons Why 18% of Voters Would Oppose a Home Rule Ballot Measure Word Cloud

“Please describe the reasons why you would vote no and reject a ballot measure to create a Home Rule form of government.”



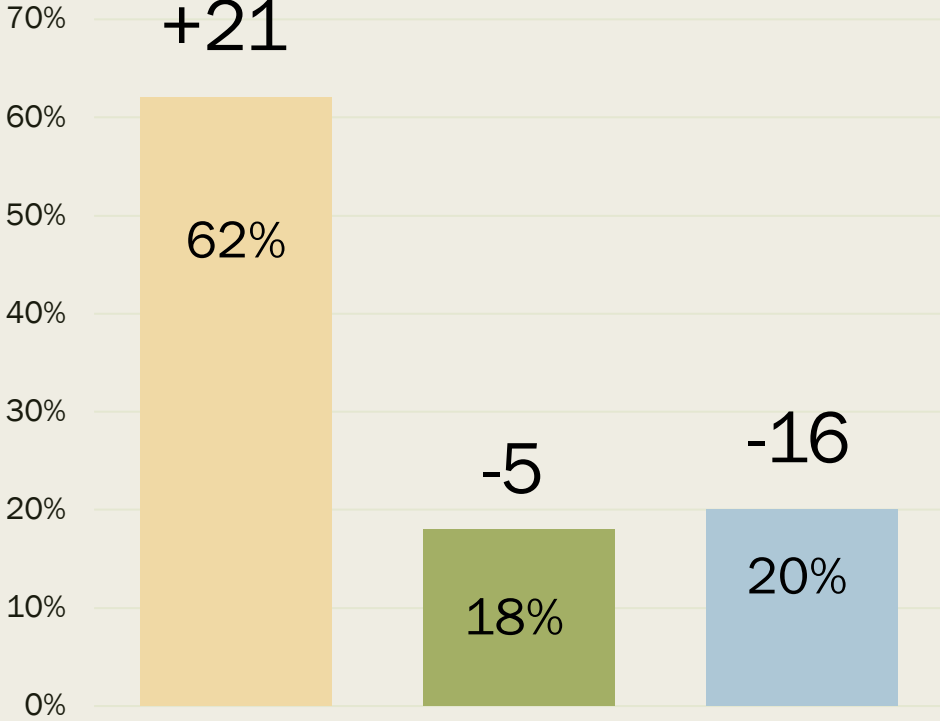
Change in Support for Home Rule Ballot Measure

Uninformed Ballot Test



■ Total Approve ■ Total Reject ■ Undecided

Informed Ballot Test



■ Total Approve ■ Total Reject ■ Undecided



Change in Support for Home Bond Measure By Voter Subgroup

	All Voters	All Men	All Wom.	Seniors 65+	All Rep.	All Unaf.	All Dem.	18-44	45-64
Change	+21	+16	+27	+25	+26	+14	+21	+24	+16
Informed	62%	63%	61%	66%	78%	48%	39%	62%	58%
Uninformed	41%	47%	34%	41%	52%	34%	18%	38%	42%

Final Thoughts and Observations

- Changing a form of government is not something that happens very often in Colorado. Therefore, it is not surprising voters are unfamiliar with the process and what a “Home Rule” form of government is. This survey reflects those observations, with 48% of residents not knowing what Home Rule is and only 36% having a favorable opinion of it.
- The uninformed ballot test measured resident support for Home Rule at 41%, opposition at 23%, and 36% of voters being undecided. These opinion levels are to be expected and typical in a Home Rule process.
- After learning about Home Rule and the process, voter support increases to 62%, opposition declined by 5 points to 18%, and the percentage of undecided voters declined to 20%. Among the 20% of all undecided voters, 29% leaned towards supporting Home Rule, 13% leaned towards opposing it, and 60% remained undecided.



Final Thoughts and Observations

- The primary reasons 62% of voters support Home Rule are increased local control from the state and preserving and protecting Monument's character and values. The primary reason 18% of voters oppose Home Rule is a difference of opinion on political issues. The primary reason 20% of voters remain undecided is a need for more information.
- If Home Rule is referred to the ballot this November, it is likely to be approved by voters. However, voter approval will be difficult if voters are uninformed about the process, uninformed about what Home Rule is, and most importantly, if the residents serving on the Charter Commission are not representative of the Monument community.



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