



Arvada Fire Protection District Ballot Measure Survey

March 2026



Survey Objectives



- To measure support and opposition for two potential funding ballot measures, a sales tax increase and a property tax increase.
- The survey also measured opinion on potential messaging on why the Arvada Fire Protection District needs additional funding.
- The survey included questions to measure the approval rating and familiarity of services of the district and measured the opinion on the fiscal responsibility of the district.

Methodology



The Arvada Fire Protection District invites you to participate in an important survey regarding our services, projects, programs, and a potential ballot measure this November. Please make your voice heard by sharing your thoughts and opinions on these critical issues. Your answers will be anonymous and confidential, and the survey will take just 10 minutes to complete. Click the link to get started! [LINK]. Si desea realizar la encuesta en español, haga clic en el enlace para continuar. REPLY STOP TO OPT OUT

Magellan Strategies is pleased to present the results of a survey of 977 registered voters within the Arvada Fire Protection District.

The interviews were conducted from March 9th - 16th, 2026. This survey has a margin of error of +/- 3.12% at the 95% confidence interval.

The survey data were weighted to represent the voter turnout demographics of a mid-term election for the Arvada Fire Protection District.

Arvada Fire Protection District Voter Registration and Turnout Demographics

Municipal	Registration		2024		2023		2022		2021		2020	
Arvada	97,107	84.1%	78,091	91.2%	45,841	92.1%	64,304	91.6%	40,286	92.1%	80,129	91.5%
Wheat R.	5,767	5.0%	3,988	4.7%	1,703	3.4%	2,825	4.0%	1,379	3.2%	3,675	4.2%
Balance	12,597	10.9%	3,586	4.2%	2,238	4.5%	3,057	4.4%	2,067	4.7%	3,769	4.3%
Total	115,471	100.0%	85,665	100.0%	49,782	100.0%	70,186	100.0%	43,732	100.0%	87,573	100.0%

Sex	Registration		2024		2023		2022		2021		2020	
Female	58,836	51.0%	44,742	52.2%	26,145	52.5%	36,588	52.1%	22,919	52.4%	45,790	52.3%
Male	56,635	49.0%	40,924	47.8%	23,638	47.5%	33,598	47.9%	20,814	47.6%	41,784	47.7%
Total	115,471	100.0%	85,665	100.0%	49,782	100.0%	70,186	100.0%	43,732	100.0%	87,573	100.0%

Age Group	Registration		2024		2023		2022		2021		2020	
18-34	30,243	26.2%	20,108	23.5%	7,156	14.4%	13,611	19.4%	5,818	13.3%	21,628	24.7%
35-44	23,573	20.4%	17,033	19.9%	8,368	16.8%	13,114	18.7%	6,994	16.0%	16,157	18.4%
45-54	17,242	14.9%	12,970	15.1%	7,348	14.8%	10,896	15.5%	6,410	14.7%	13,628	15.6%
55-64	16,481	14.3%	13,257	15.5%	9,131	18.3%	12,544	17.9%	8,651	19.8%	15,335	17.5%
65+	27,932	24.2%	22,297	26.0%	17,779	35.7%	20,021	28.5%	15,859	36.3%	20,825	23.8%
Total	115,471	100.0%	85,665	100.0%	49,782	100.0%	70,186	100.0%	43,732	100.0%	87,573	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	57,622	49.9%	39,662	46.3%	20,761	41.7%	29,620	42.2%	16,715	38.2%	36,004	41.1%
Democrat	30,110	26.1%	24,424	28.5%	15,394	30.9%	21,577	30.7%	13,903	31.8%	26,311	30.0%
Republican	25,229	21.8%	20,048	23.4%	13,079	26.3%	18,104	25.8%	12,722	29.1%	23,979	27.4%
Libertarian	1,118	1.0%	756	0.9%	361	0.7%	647	0.9%	290	0.7%	936	1.1%
Other	1,392	1.2%	775	0.9%	187	0.4%	238	0.3%	102	0.2%	343	0.4%
Total	115,471	100.0%	85,665	100.0%	49,782	100.0%	70,186	100.0%	43,732	100.0%	87,573	100.0%



Key Takeaways & Opportunities

The Fire District enjoys very strong public approval and trust.

Nearly eight in ten voters (79%) approve of the job the Arvada Fire Protection District is doing providing fire protection, ambulance, and emergency medical services, with 62% strongly approving. Only 1% disapprove, demonstrating exceptionally strong community support for the department's performance.

Voters widely recognize growing public safety risks and increasing demand for services.

A large majority of residents believe risks and service needs are increasing, including 64% who say fire risk has increased in the past five years and 63% who say demand for ambulance and EMS services has increased. This indicates strong public awareness of growing pressure on emergency services.

Most voters support additional funding for the Fire District.

When asked generally, 69% support a modest tax increase to create additional funding for the Fire District, while only 20% oppose it. This suggests a strong baseline level of support for funding solutions before voters hear detailed information.



Key Takeaways & Opportunities

A sales tax increase performs significantly better than a property tax increase.

In the ballot tests, the 1.0% sales tax increase receives 66% support initially and rises to 70% support after voters receive information, while the 7.25-mill property tax increase starts at 54% support and rises to 58% after information. This shows that voters clearly prefer a sales tax funding approach over a property tax increase.

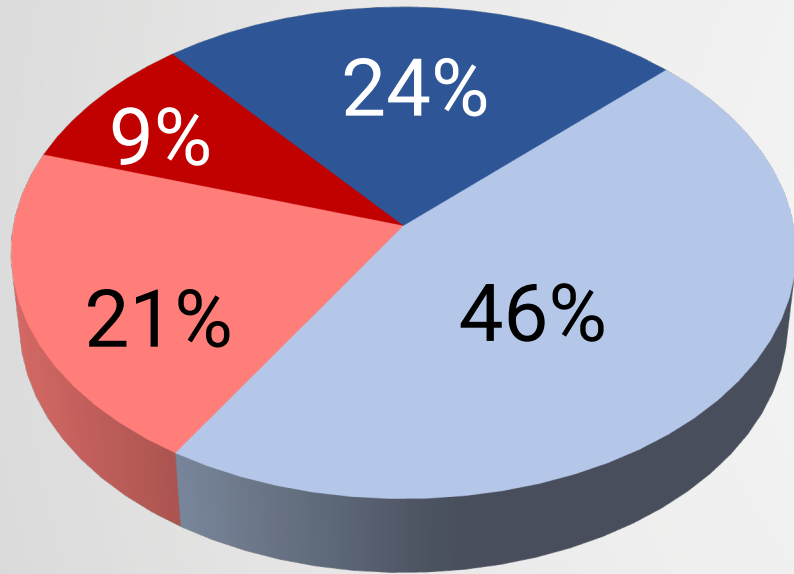
Voters prefer the sales tax option when forced to choose between funding measures.

When asked directly which measure they would prefer on the ballot, 51% choose the sales tax increase, compared with 17% who prefer the property tax increase, while 18% prefer neither. This reinforces that a sales tax is the more politically viable funding option.

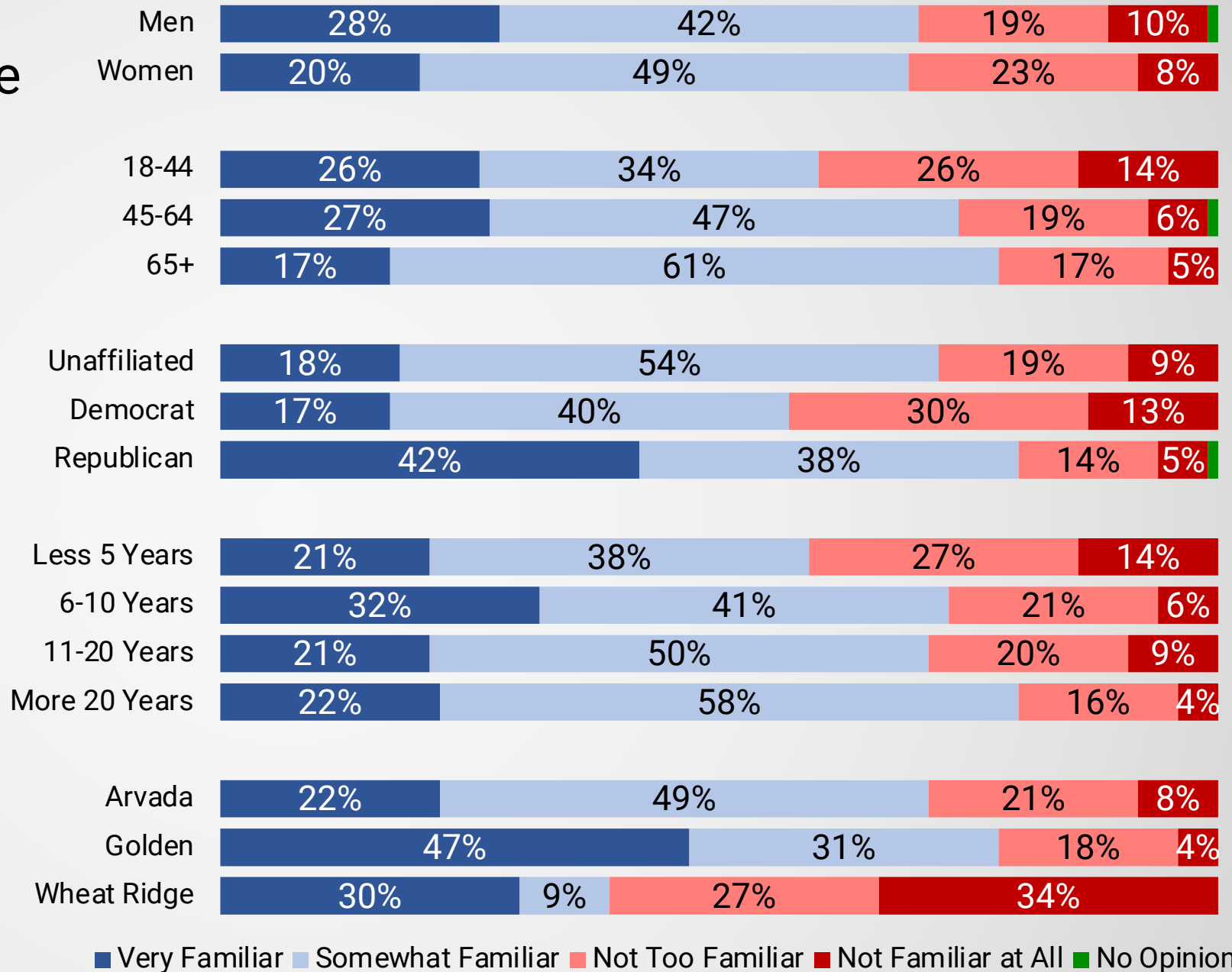


How familiar are you with the services provided by the Arvada Fire Protection District?

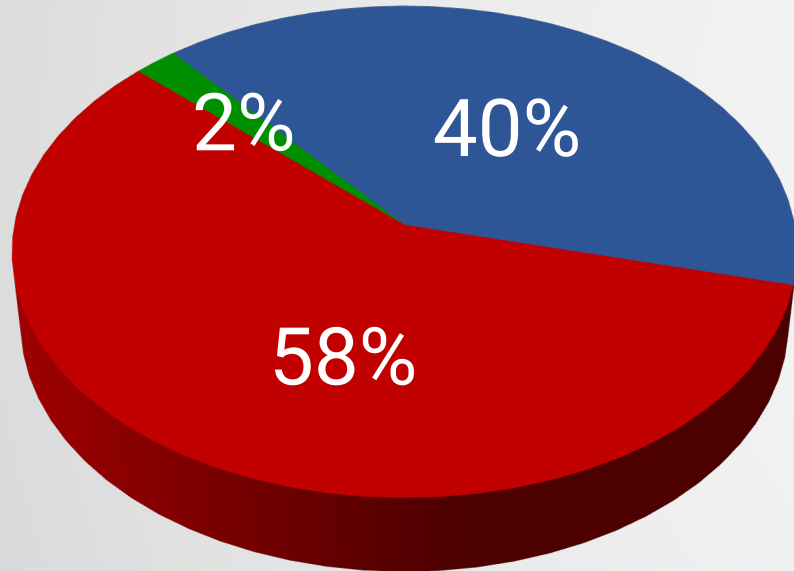
Very & Somewhat 70%



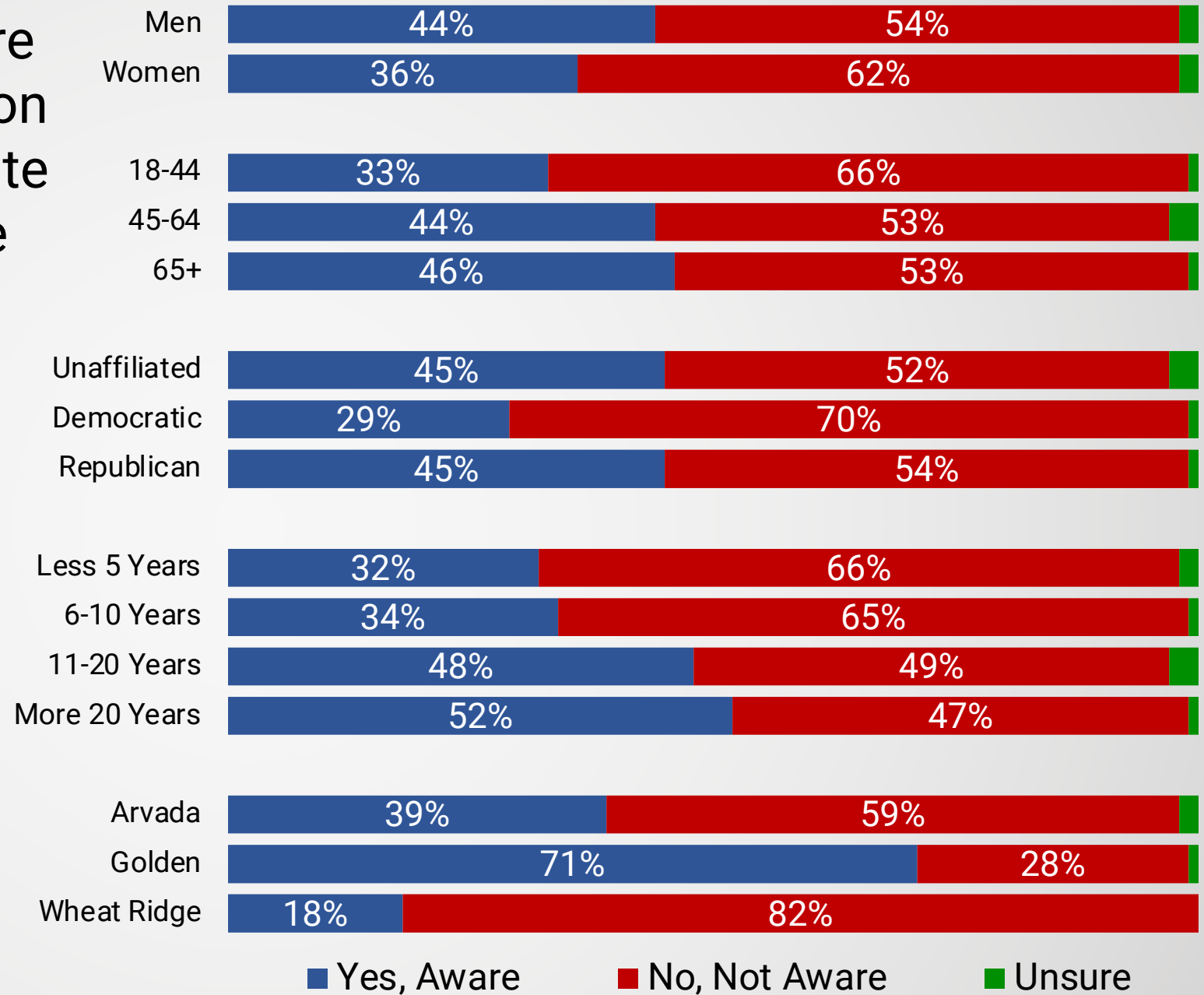
■ Very Familiar ■ Somewhat Familiar
■ Not Too Familiar ■ Not Familiar at All
■ No Opinion



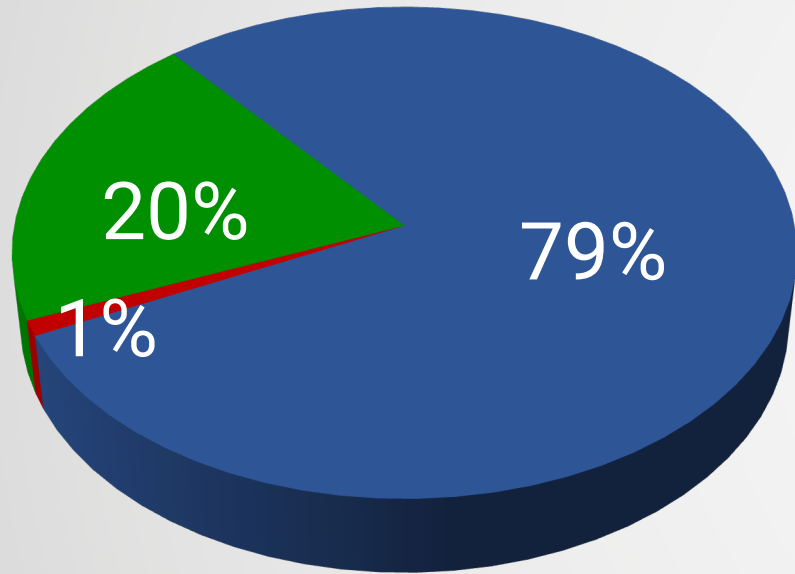
Before today, were you aware that the Arvada Fire Protection District operates as a separate government entity from the City of Arvada?



■ Yes, Aware
■ No, Not Aware
■ Unsure

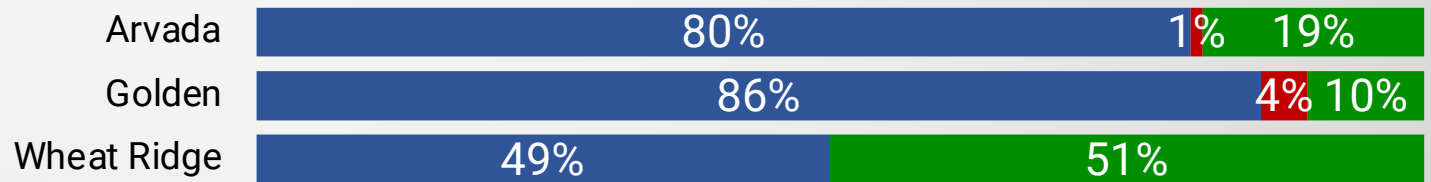
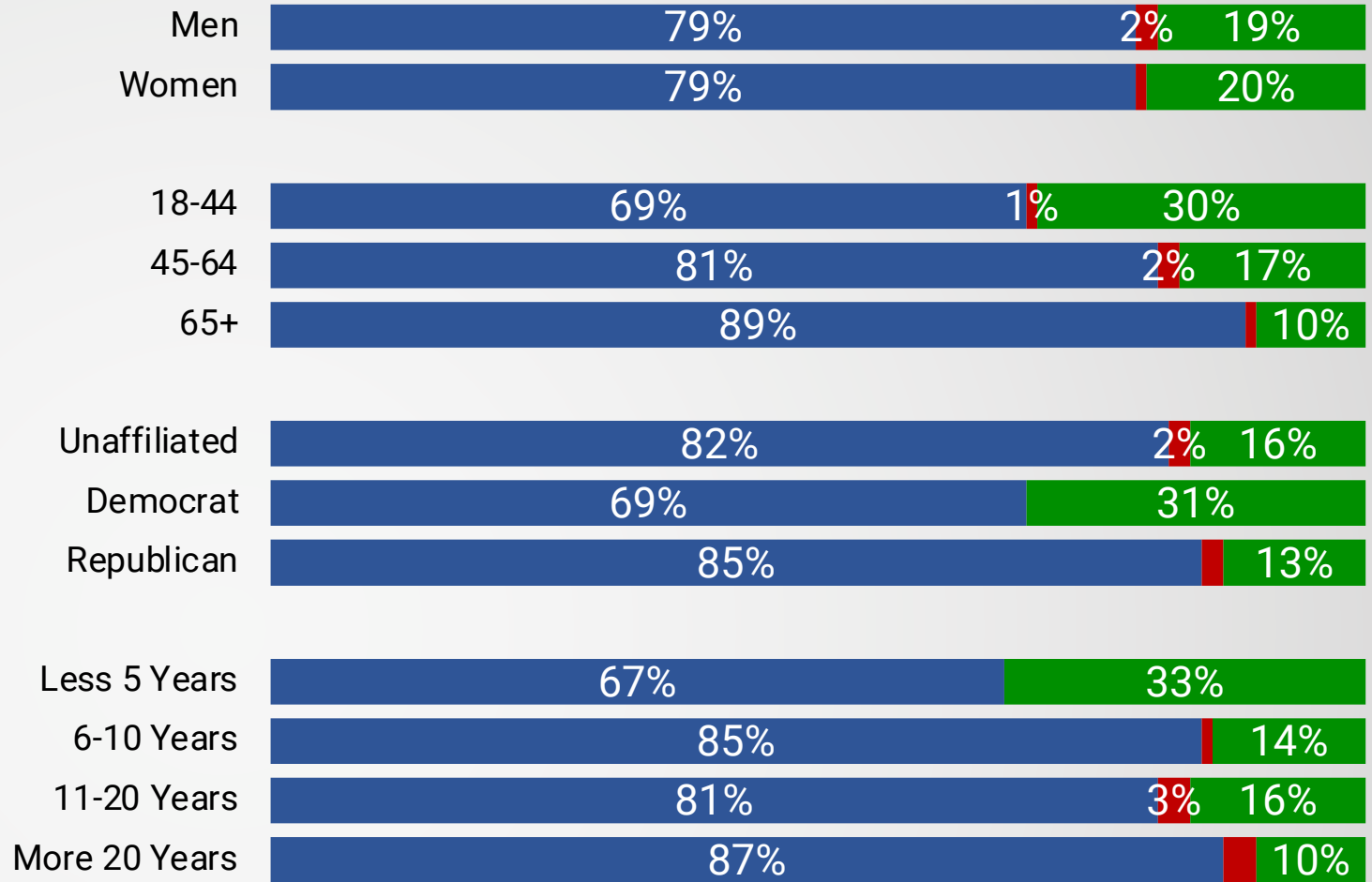


Do you approve or disapprove of the job the Arvada Fire Protection District is doing in providing fire protection, ambulance, and emergency medical services in your community?



■ Total Approve
 ■ Total Disapprove
 ■ No Opinion

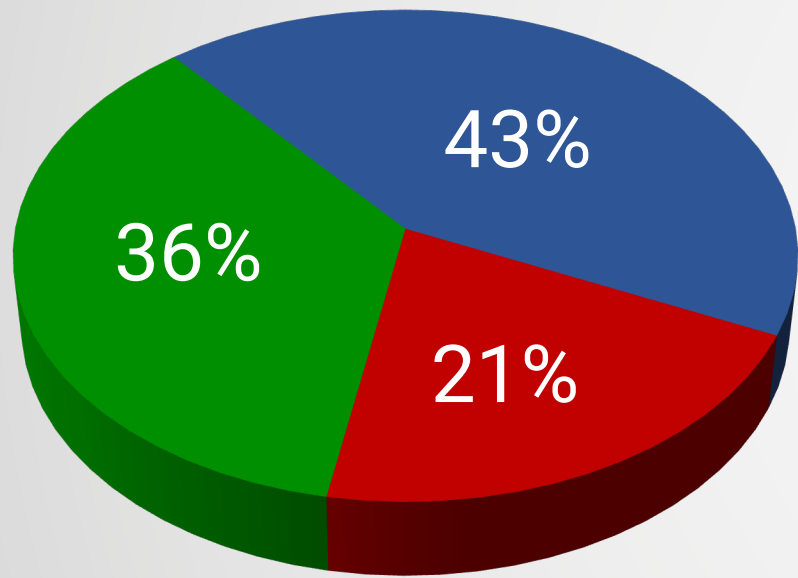
Strongly Approve	62%
Somewhat Approve	17%
Strongly Disapprove	1%
Somewhat Disapprove	0%



■ Total Approve ■ Total Disapprove ■ No Opinion

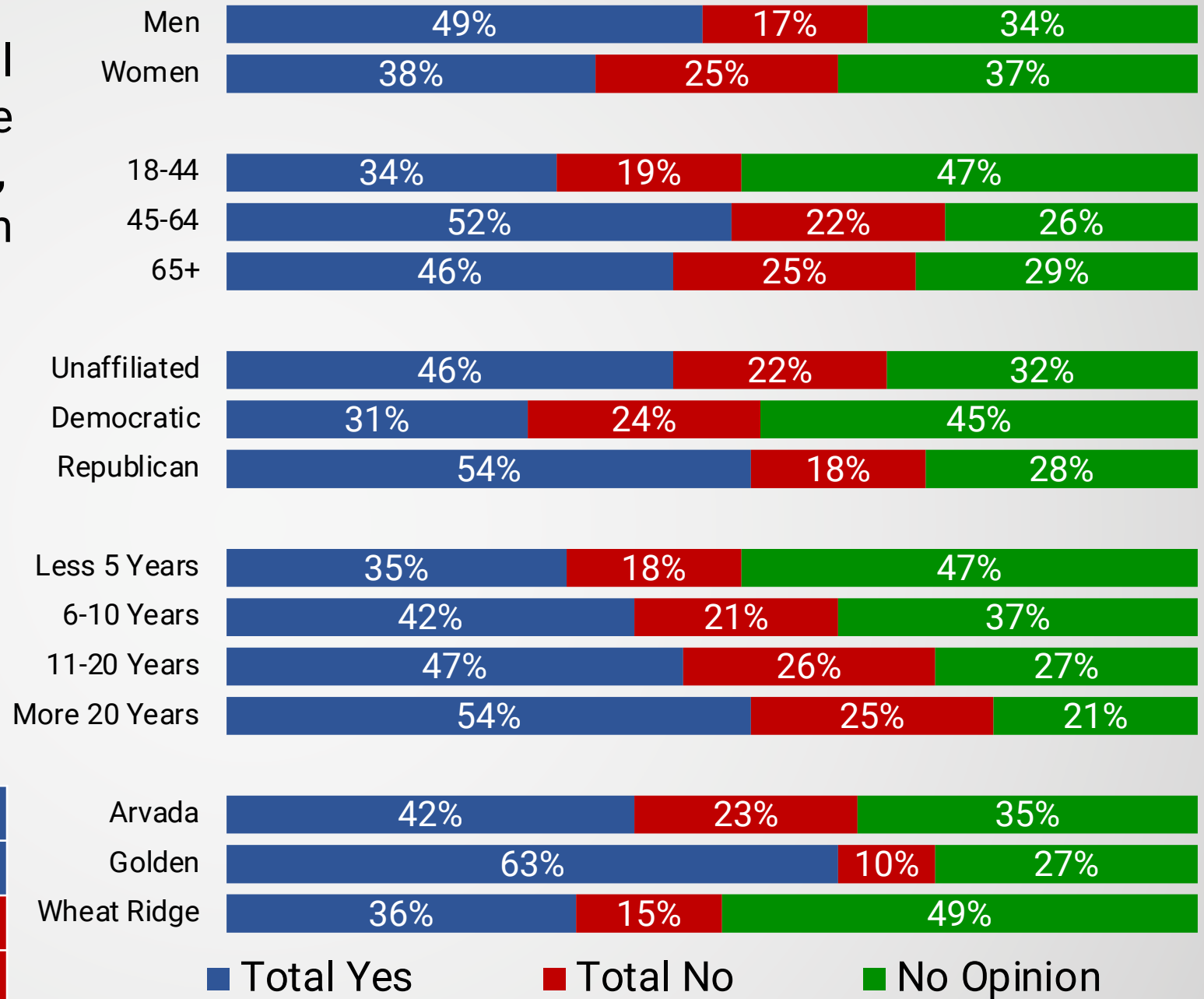


Do you think the Arvada Fire Protection District has the financial resources to provide an acceptable level of fire protection, ambulance, and emergency medical services in your community?

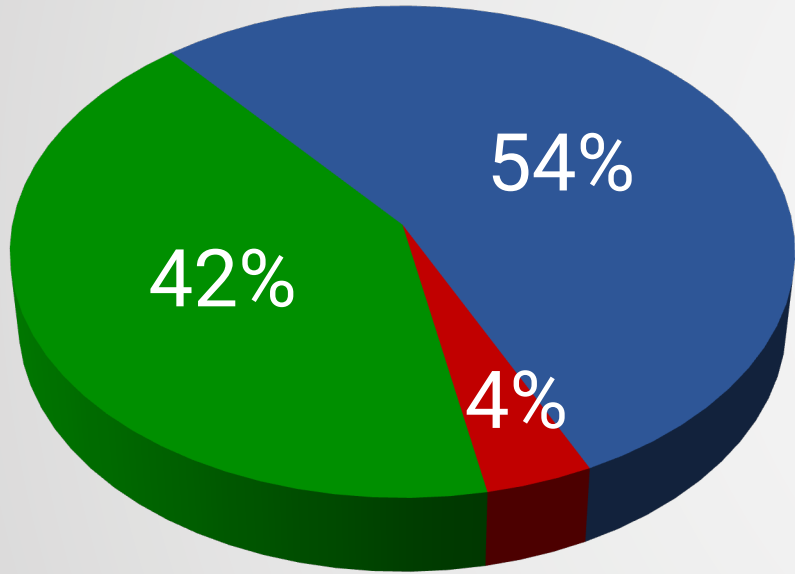


■ Total Yes
■ Total No
■ No Opinion

Yes, Definitely	17%
Yes, Probably	26%
No, Definitely Not	2%
No, Probably Not	19%

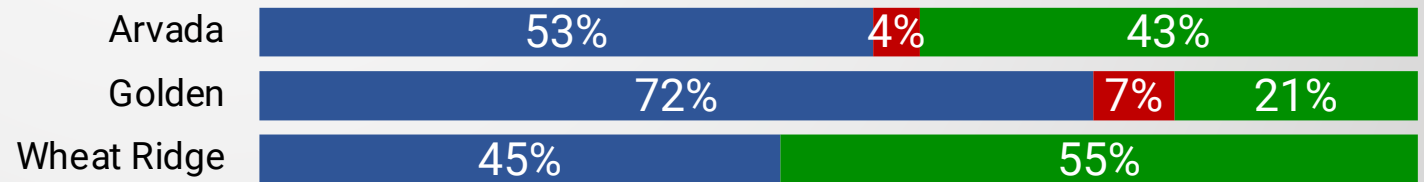
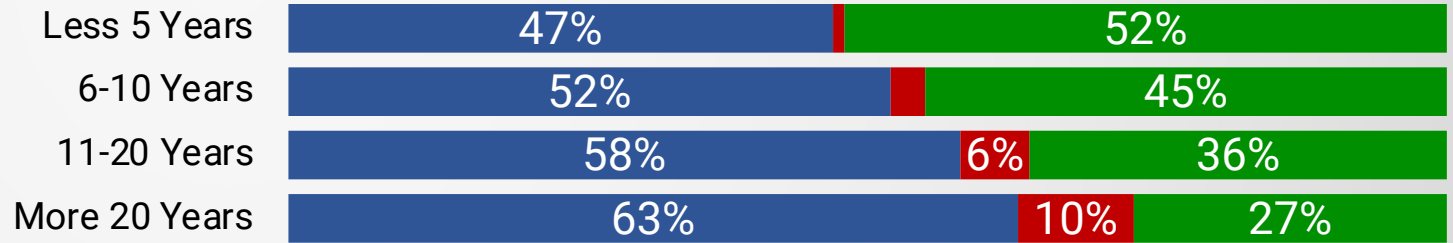
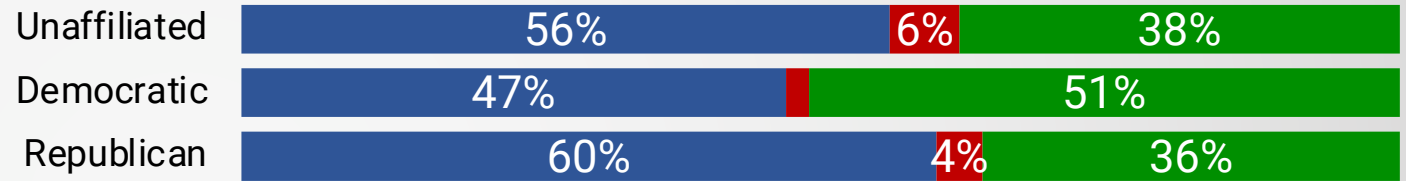
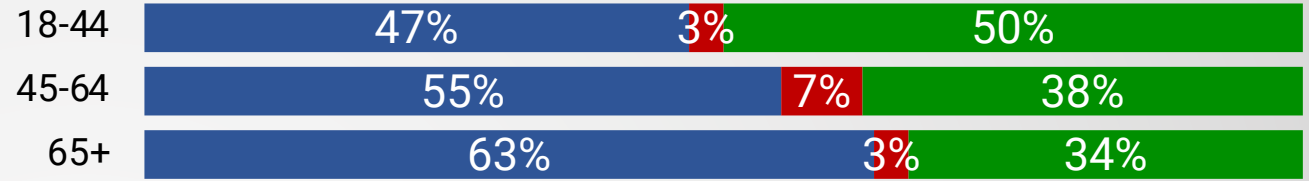


Do you agree or disagree with the following statement?
“The Arvada Fire Protection District is fiscally responsible and spends taxpayer money wisely.”



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

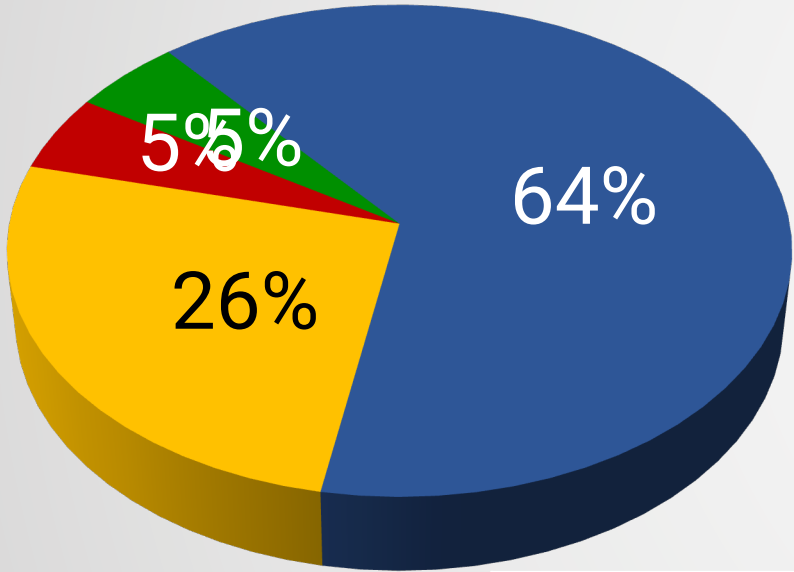
Strongly Agree	32%
Somewhat Agree	22%
Strongly Disagree	2%
Somewhat Disagree	2%



■ Total Agree ■ Total Disagree ■ No Opinion

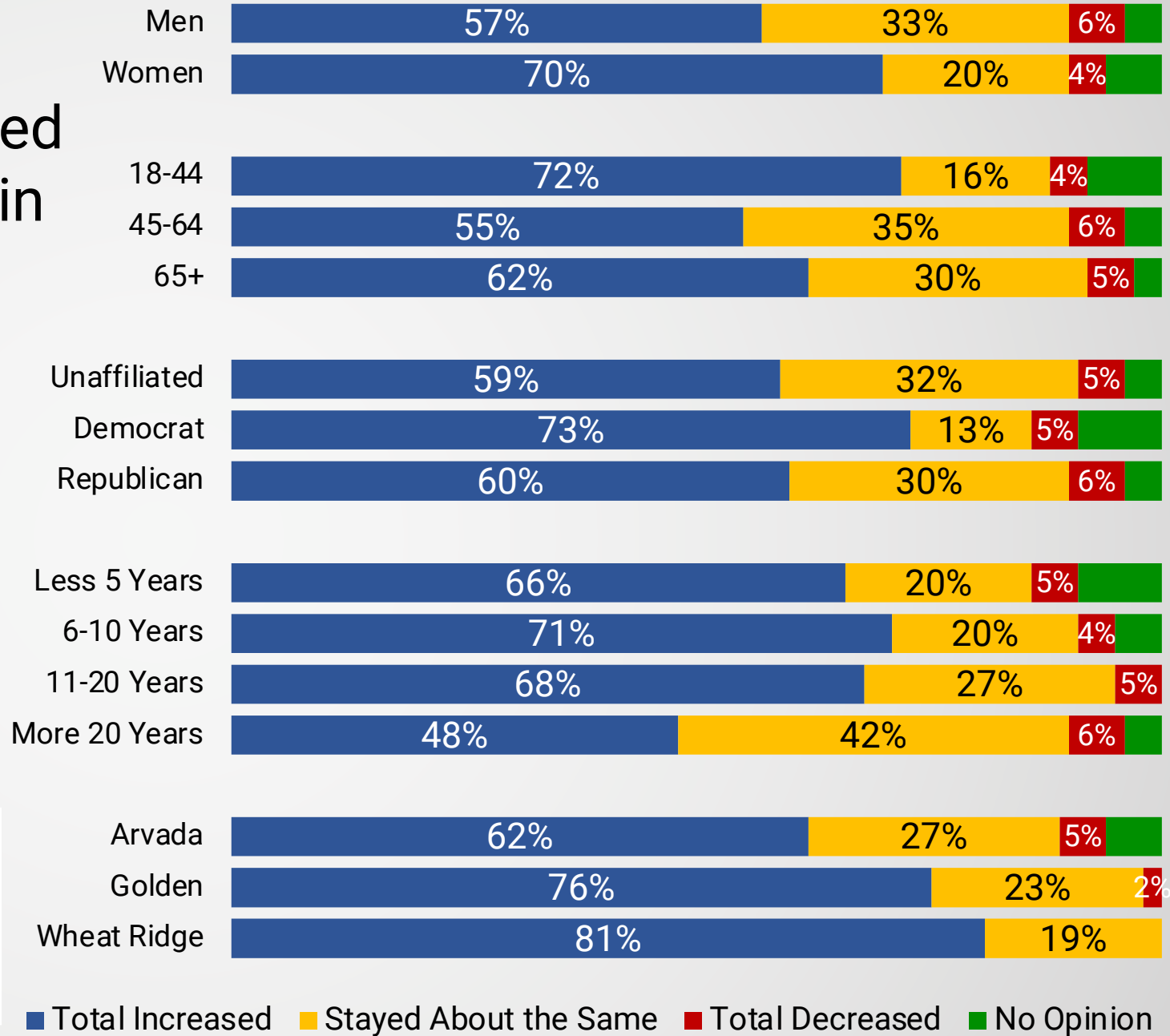


Do you think fire risk in your community has increased, stayed about the same, or decreased in the past five years?



- Total Increased
- About the Same
- Total Decreased
- No Opinion

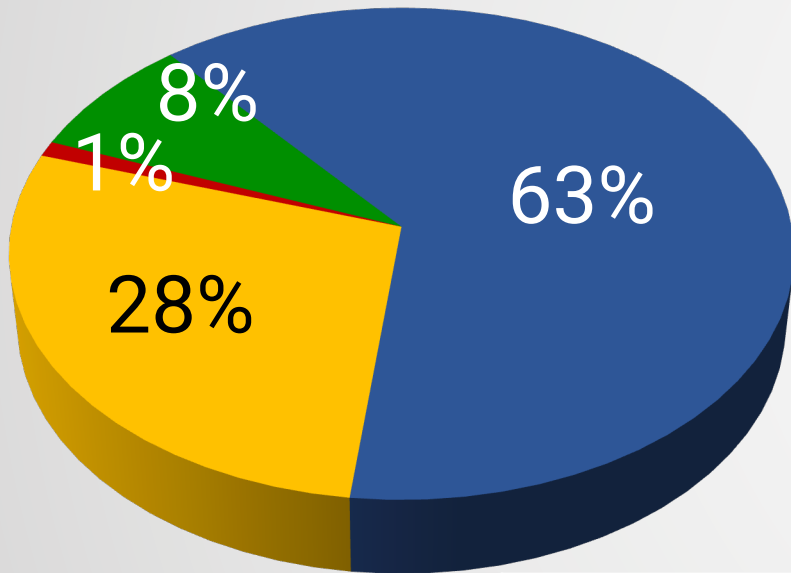
Definitely Increased	34%
Probably Increased	30%
Definitely Decreased	3%
Somewhat Disagree	2%



- Total Increased
- Stayed About the Same
- Total Decreased
- No Opinion

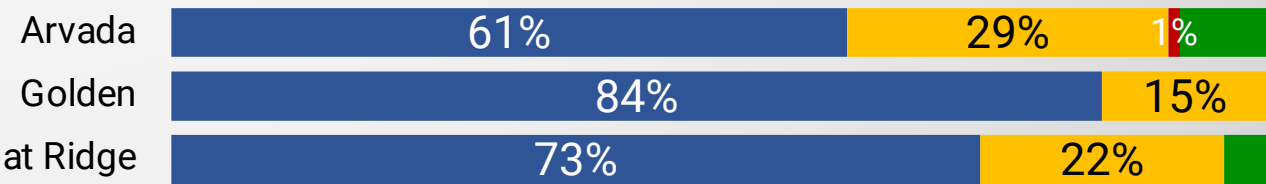
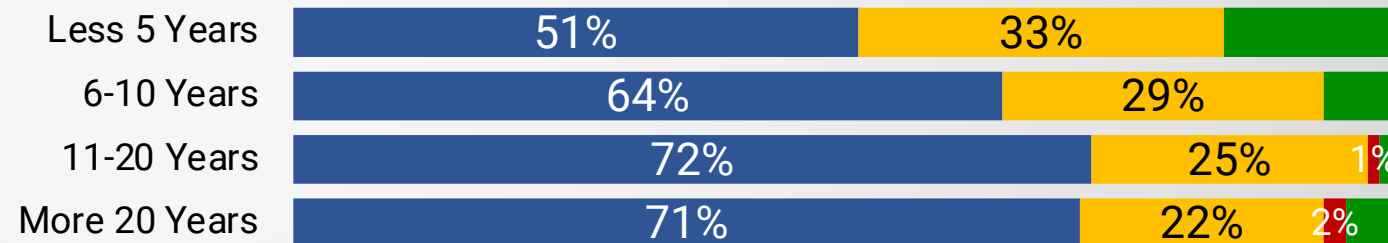
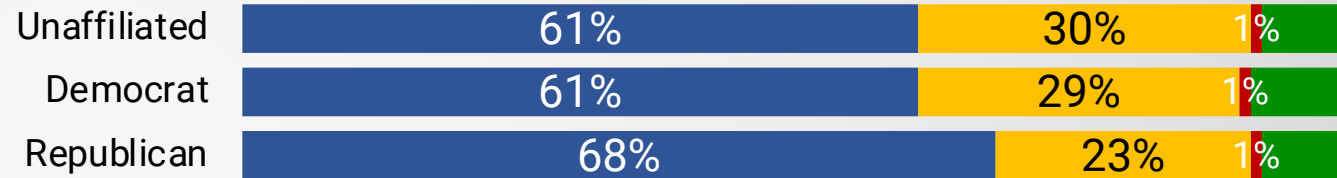
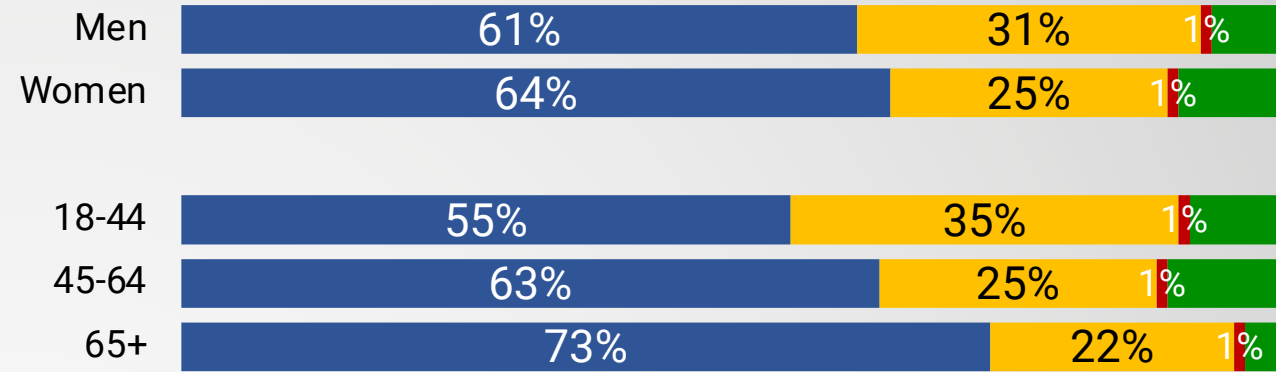


Do you think the need for ambulance and emergency medical services in your community has increased, stayed about the same, or decreased in the past five years?



- Total Increased
- About the Same
- Total Decreased
- No Opinion

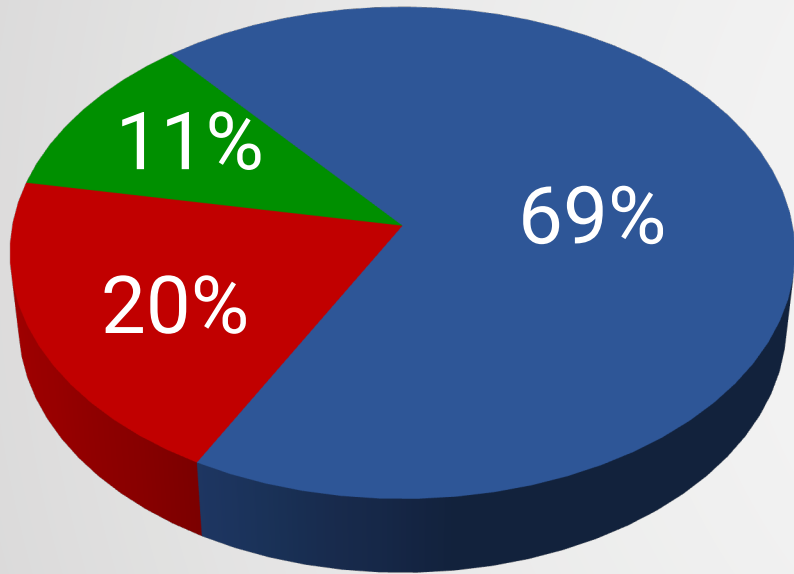
Definitely Increased	22%
Probably Increased	41%
Definitely Decreased	0%
Somewhat Disagree	1%



■ Total Increased ■ Stayed About the Same ■ Total Decreased ■ No Opinion

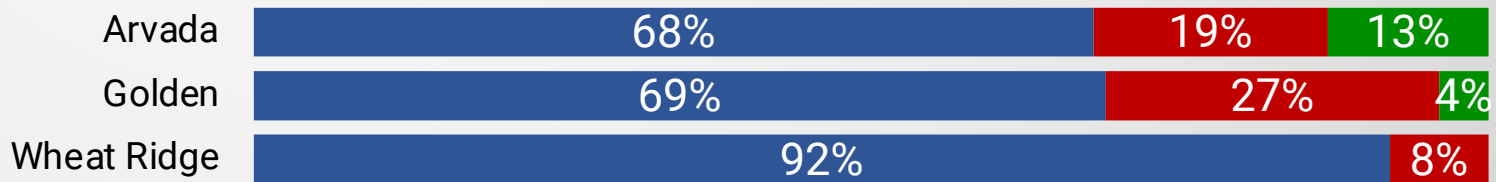
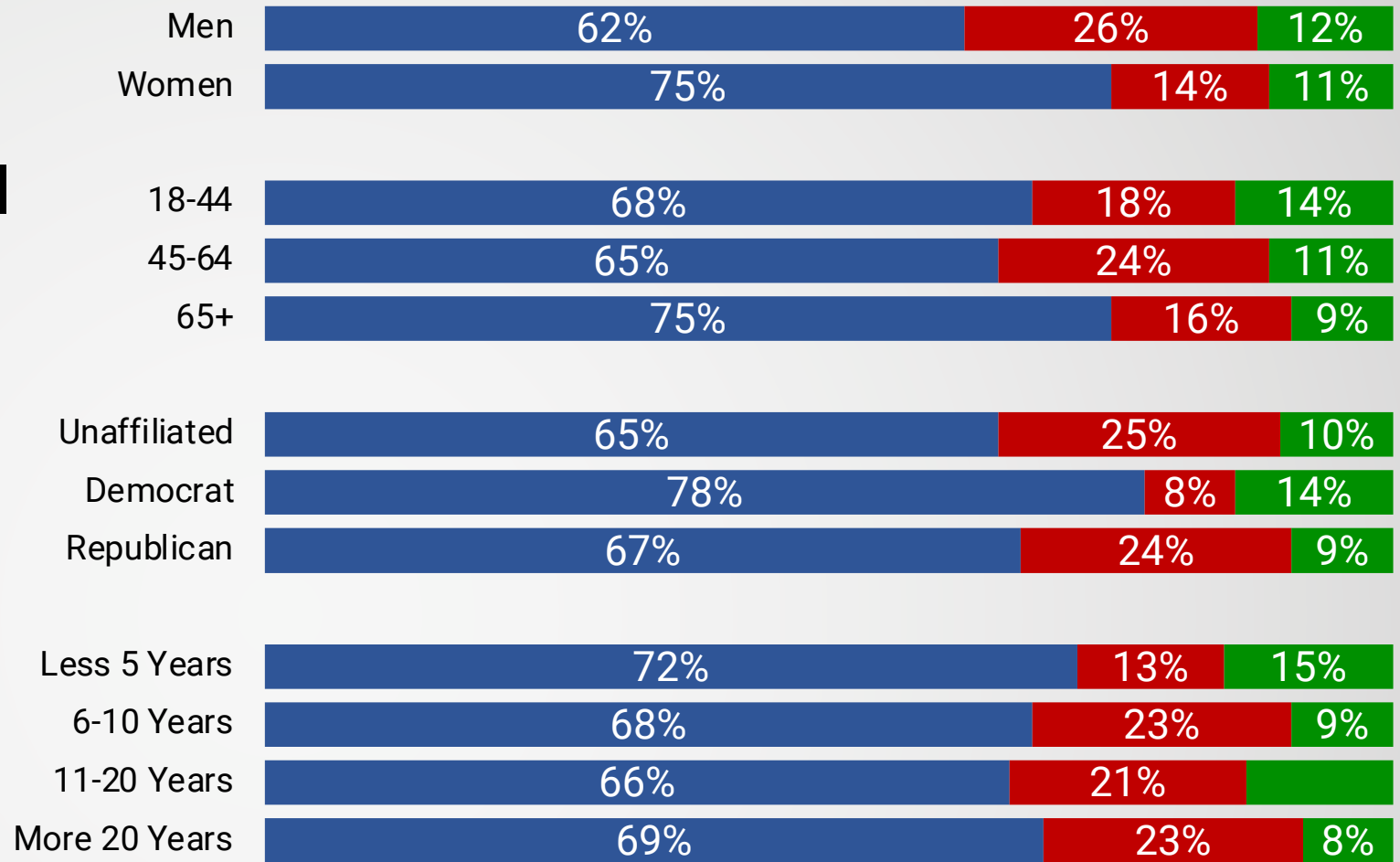


Would you support or oppose a modest tax increase to create additional funding for the Arvada Fire Protection District?



- Total Support
- Total Oppose
- No Opinion

Strongly Support	34%
Somewhat Support	35%
Strongly Oppose	13%
Somewhat Oppose	7%



- Total Support
- Total Oppose
- No Opinion



Arvada Fire Protection District Uninformed Ballot Tests



Before we continue, it is important to understand that the Arvada Fire Protection District has not decided whether to put a ballot measure before voters this November to generate additional revenue.

Participating in this survey and sharing your honest opinions will help make that decision.



Arvada Fire Protection District Uninformed Sales Tax Ballot Test

The Arvada Fire Protection District is considering the following ballot measure this November. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The proposed ballot measure reads as follows:



SHALL ARVADA FIRE PROTECTION DISTRICT TAXES BE INCREASED BY \$23,100,000 THE FIRST FISCAL YEAR, BEGINNING JANUARY 1, 2027, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BY A SALES TAX OF 1.0% (ONE PERCENT) EXCLUDING ON SALES OF FOOD FOR DOMESTIC HOME CONSUMPTION, PRESCRIPTION MEDICINES, DIAPERS, SCHOOL ACTIVITIES AND ALL OTHER CATEGORIES EXEMPT FROM STATE SALES TAX COLLECTIONS, FOR THE PURPOSES OF PROVIDING FIRE PROTECTION, AMBULANCE, EMERGENCY MEDICAL RESPONSE, RESCUE, SAFETY, AND SUPPORT SERVICES FOR THE RESIDENTS, PROPERTY OWNERS, AND BUSINESSES SERVED BY THE DISTRICT, INCLUDING:

- MAINTAINING FIREFIGHTER AND PARAMEDIC STAFFING LEVELS TO SAFELY AND EFFICIENTLY RESPOND TO EMERGENCIES.
- PROVIDE AND MAINTAIN EMERGENCY VEHICLES AND EQUIPMENT AND MODERNIZE FACILITIES TO BETTER PROTECT THE PUBLIC AND FIRST RESPONDERS.
- THE ABILITY TO RETAIN AND ATTRACT HIGHLY QUALIFIED FIRST RESPONDERS AND OTHER ESSENTIAL PERSONNEL.
- IMPROVING FIREFIGHTER HEALTH AND WELLNESS WITH PROGRAMS SUCH AS EARLY DETECTION AND TREATMENT FOR CARDIOVASCULAR CONDITIONS AND CANCER; MENTAL HEALTH SUPPORT; AND MANDATORY FITNESS TRAINING AND STANDARDS.

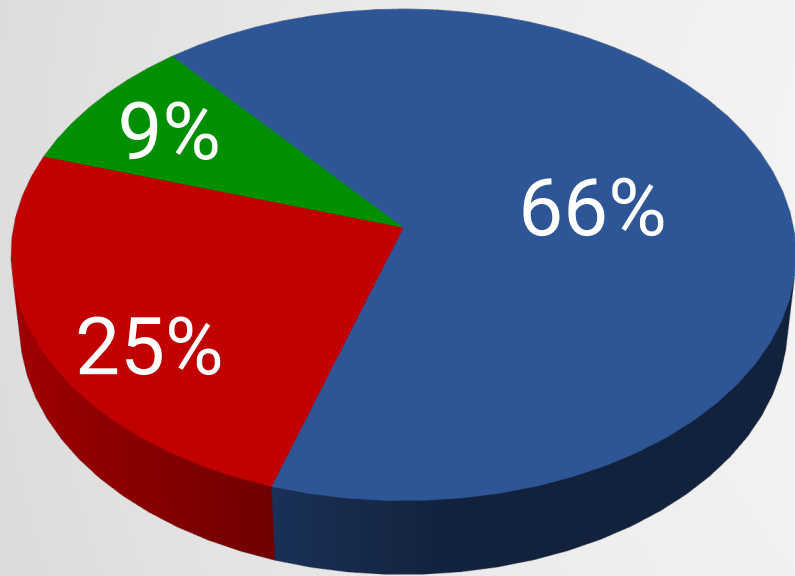
WITH ALL SPENDING OF SUCH REVENUES REPORTED IN THE DISTRICT'S ANNUAL INDEPENDENT AUDIT PUBLISHED ON THE DISTRICT WEBSITE AND REVIEWED BY AN EXTERNAL AUDITOR, AS WELL AS THE AUDIT AND FINANCE COMMITTEE.

AND SHALL ALL REVENUE AND ANY EARNINGS ON THIS TAX CONSTITUTE A PERMANENT VOTER-APPROVED REVENUE CHANGE WITHIN THE MEANING OF ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION AND AN EXCEPTION TO THE LIMITATIONS SET FORTH IN SECTION 29-1-301 OF THE COLORADO REVISED STATUTES, AND ANY OTHER LAW?



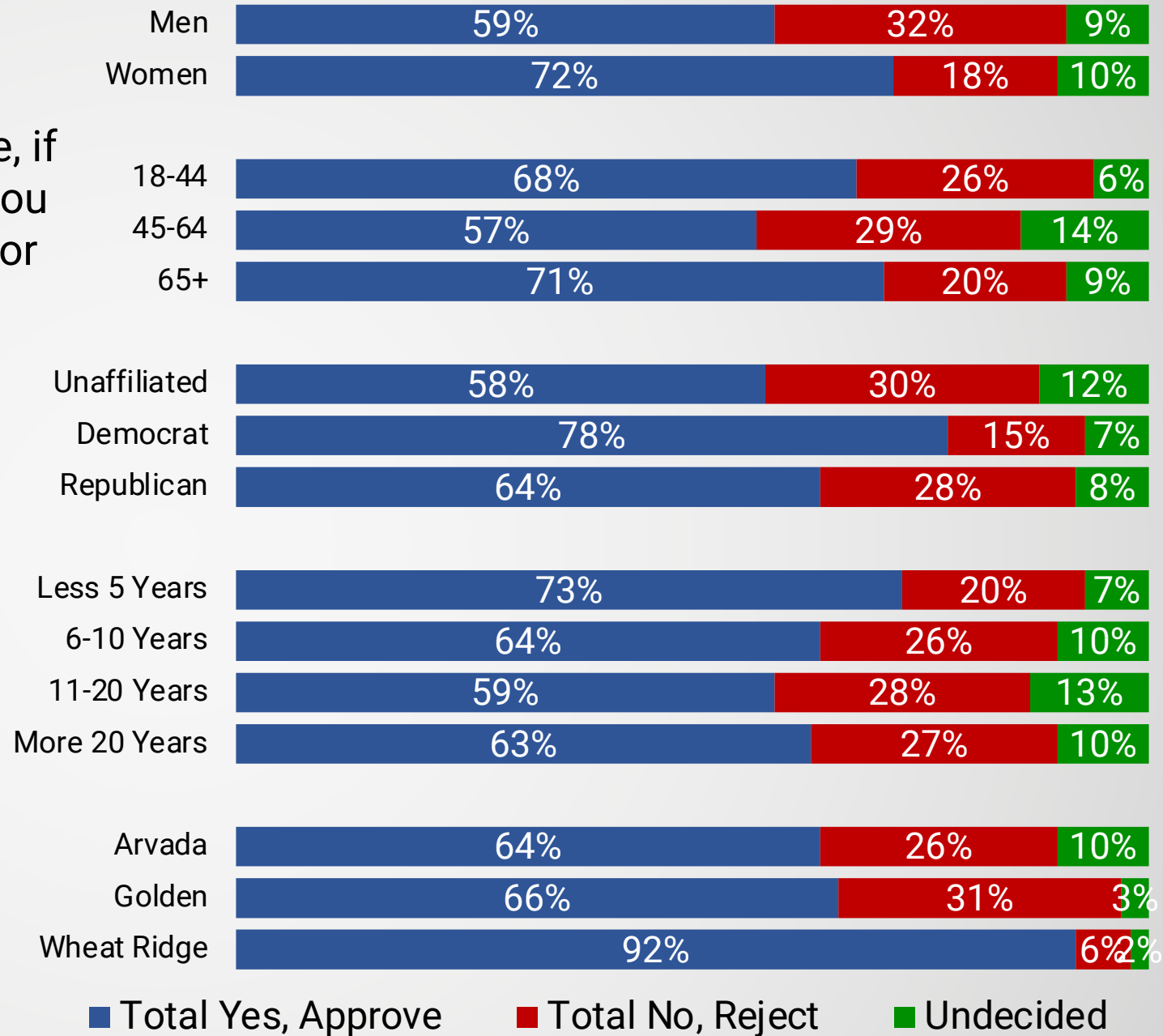
Arvada Fire Protection District Sales Tax Uninformed Ballot Test

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



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

Definitely Yes, Approve	35%
Probably Yes, Approve	31%
Definitely No, Reject	12%
Probably No, Reject	13%



Arvada Fire Protection District Uninformed Property Tax Ballot Test

Following is the language for a different ballot measure that is being considered.

After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The proposed ballot measure reads as follows:



SHALL ARVADA FIRE PROTECTION DISTRICT TAXES BE INCREASED \$23,100,000 FIRST FISCAL YEAR BEGINNING JANUARY 1, 2027, OR BY SUCH AMOUNT AS MAY BE RAISED, BY INCREASING THE DISTRICT'S PROPERTY TAX RATE BY AN ADDITIONAL 7.25 MILLS, FOR THE PURPOSES OF PROVIDING FIRE PROTECTION, AMBULANCE, EMERGENCY MEDICAL RESPONSE, RESCUE, SAFETY, AND SUPPORT SERVICES FOR THE RESIDENTS, PROPERTY OWNERS, AND BUSINESSES SERVED BY THE DISTRICT, INCLUDING:

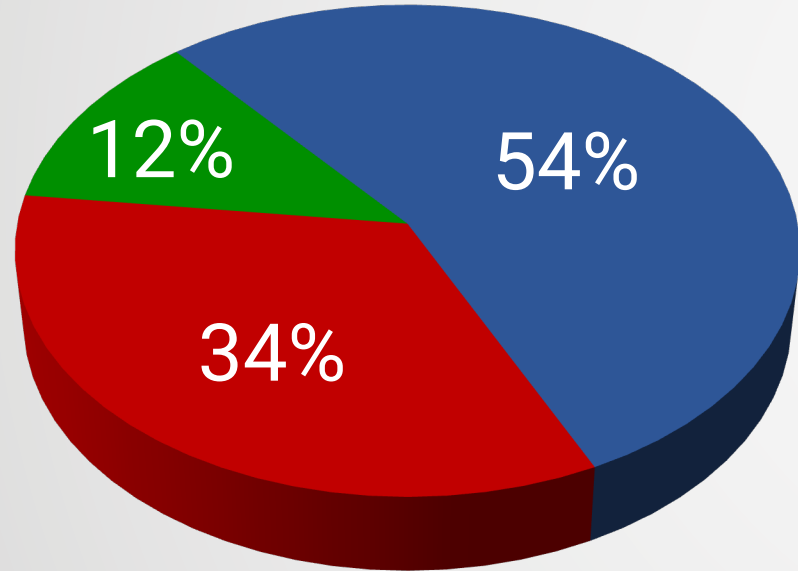
- MAINTAINING FIREFIGHTER AND PARAMEDIC STAFFING LEVELS TO SAFELY AND EFFICIENTLY RESPOND TO EMERGENCIES.
- PROVIDE AND MAINTAIN EMERGENCY VEHICLES AND EQUIPMENT AND MODERNIZE FACILITIES TO BETTER PROTECT THE PUBLIC AND FIRST RESPONDERS.
- THE ABILITY TO RETAIN AND ATTRACT HIGHLY QUALIFIED FIRST RESPONDERS AND OTHER ESSENTIAL PERSONNEL.
- IMPROVING FIREFIGHTER HEALTH AND WELLNESS WITH PROGRAMS SUCH AS EARLY DETECTION AND TREATMENT FOR CARDIOVASCULAR CONDITIONS AND CANCER; MENTAL HEALTH SUPPORT; AND MANDATORY FITNESS TRAINING AND STANDARDS.

WITH ALL SPENDING OF SUCH REVENUES REPORTED IN THE DISTRICT'S ANNUAL INDEPENDENT AUDIT PUBLISHED ON THE DISTRICT WEBSITE AND REVIEWED BY AN EXTERNAL AUDITOR, AS WELL AS THE AUDIT AND FINANCE COMMITTEE.

AND SHALL ALL REVENUE AND ANY EARNINGS ON THIS TAX CONSTITUTE A PERMANENT VOTER-APPROVED REVENUE CHANGE WITHIN THE MEANING OF ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION AND AN EXCEPTION TO THE LIMITATIONS SET FORTH IN SECTION 29-1-301 OF THE COLORADO REVISED STATUTES, AND ANY OTHER LAW?

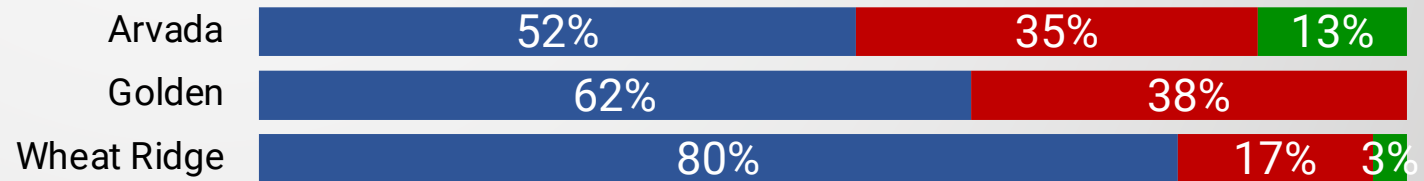
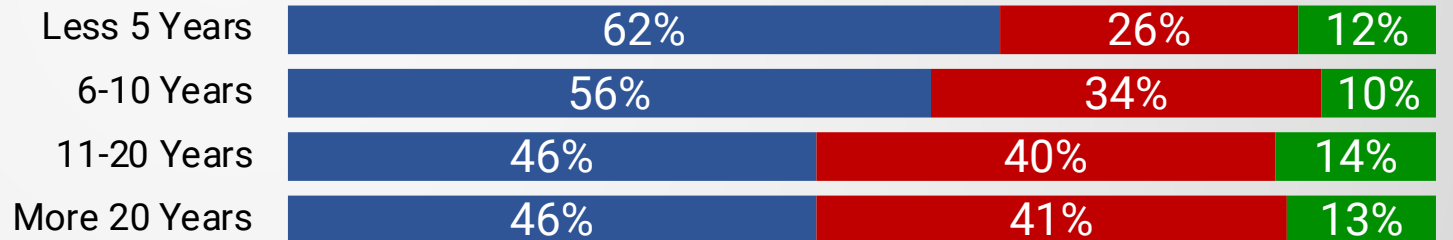
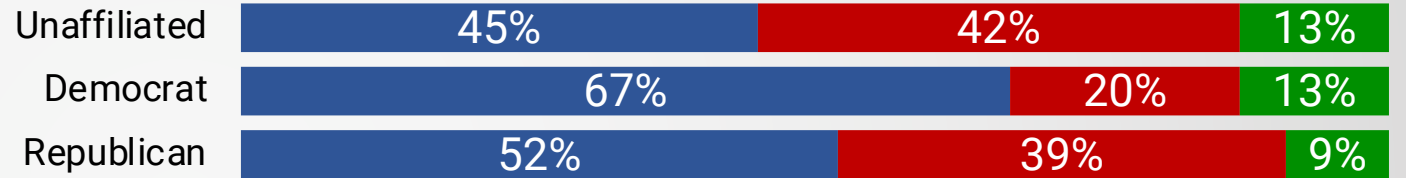
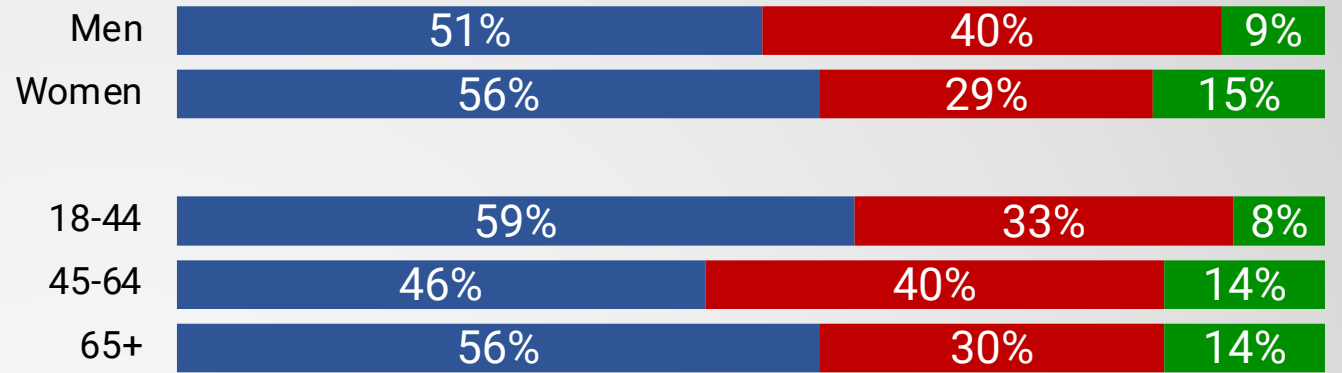
Arvada Fire Protection District Property Tax Uninformed Ballot Test

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



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

Definitely Yes, Approve	24%
Probably Yes, Approve	30%
Definitely No, Reject	17%
Probably No, Reject	17%

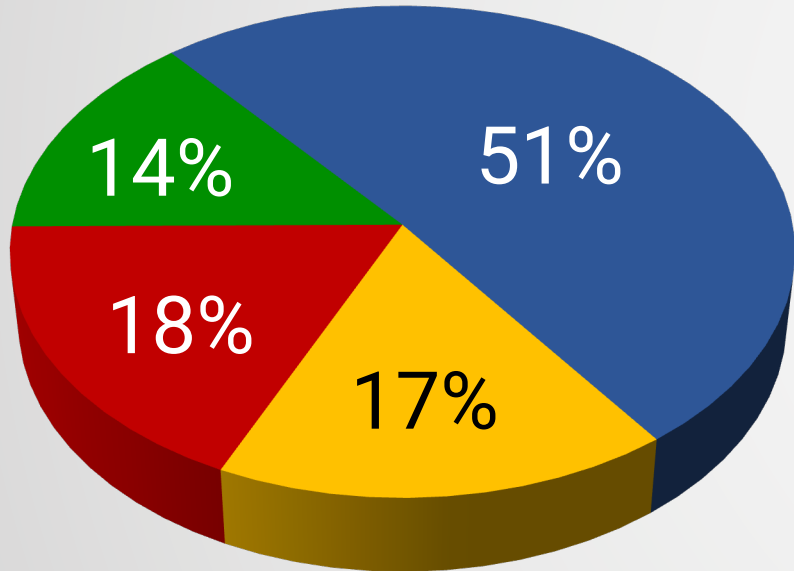


■ Total Yes, Approve ■ Total No, Reject ■ Undecided

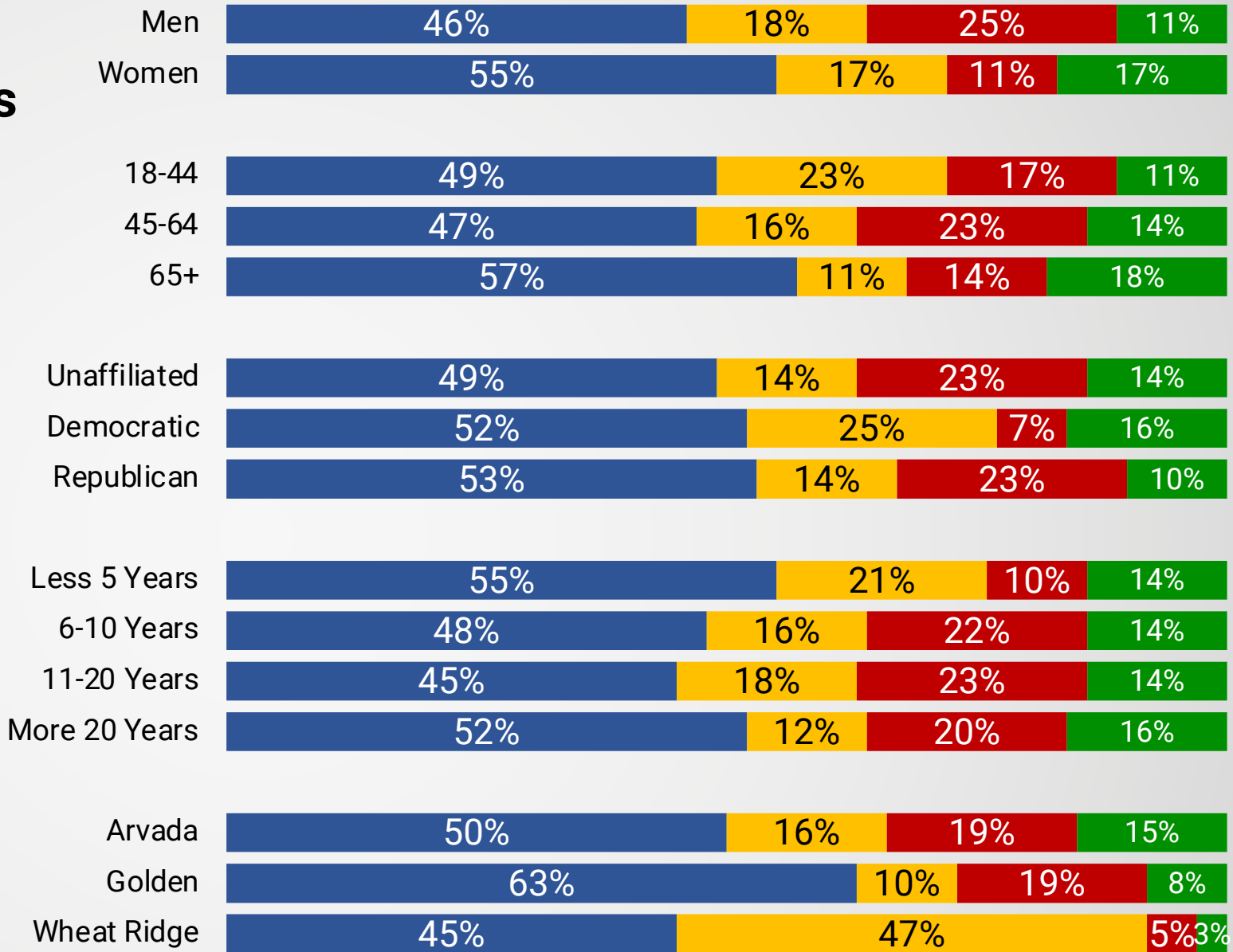


Arvada Fire Protection District Opinion on Ballot Measure Asks

If you had to choose between the two ballot measures, which would you prefer to vote on this November?



- 1.0% Sales Tax
- 7.25 Mill Property Tax
- Neither
- Unsure



- 1.0% Sales Tax
- 7.25 Mill Property Tax
- Neither
- Unsure

Arvada Fire Protection District Information Questions



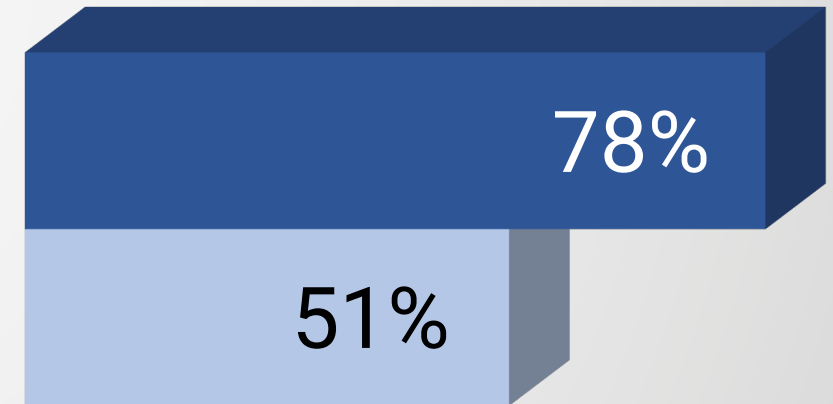
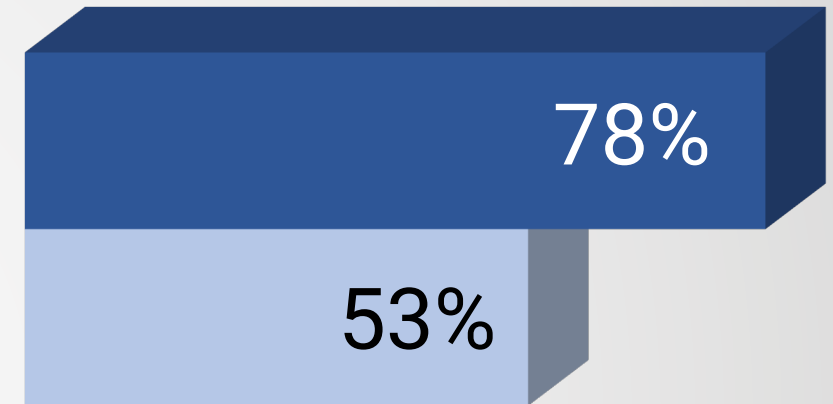
Without additional revenue in the future, the Arvada Fire Protection District will face a significant budget shortfall starting in 2028. We will now share information on the causes and effects of this shortfall and explain why the Arvada Fire Protection District is considering a ballot measure in November.

After reading the information, please indicate if you are more likely to vote yes and approve a potential ballot measure generating new revenue for the Fire District or if you are more likely to vote no and reject it. Let's get started:

Arvada Fire Protection District Ballot Measure Information Questions

Wildland fires in areas where grasslands meet neighborhoods have become one of the biggest dangers in Colorado. The Marshall fire defined the modern-day risk that communities in the Wildland Urban Interface (WUI) are exposed to. The Arvada Fire Protection District needs to be prepared to respond to these incidents with adequate personnel and equipment.

The Arvada Fire Protection District has a history of being a good steward of taxpayer dollars and providing fire services within its budget. In fact, the District has not asked voters to approve any new tax increase since 2010.



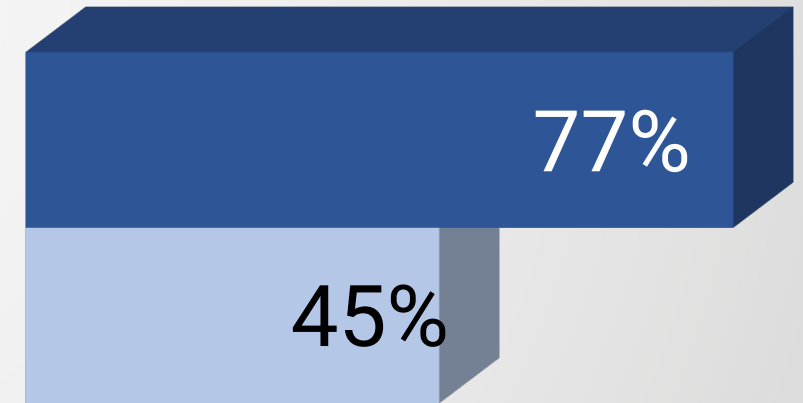
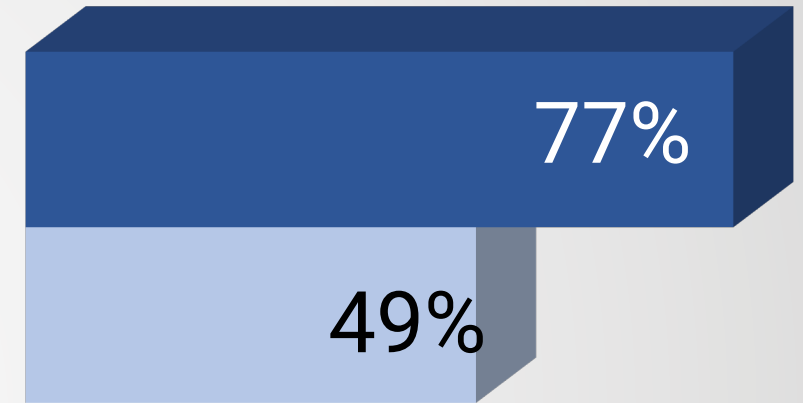
- Total More Likely to Approve
- Much More Likely to Approve



Arvada Fire Protection District Ballot Measure Information Questions

Support for firefighters' physical and mental health is a key component of being a responsible and competitive public safety employer. New revenue is needed to continue supporting the people who dedicate their lives to providing for the safety and well-being of this community. Robust mental health services help to ensure that this work doesn't take a disproportionate toll on the lives of those who respond to emergency calls.

Inflation and high demand for fire equipment have significantly increased the cost of providing fire and emergency services. For example, a new fire engine that cost about \$755,000 in 2020 now costs about \$1.37 million. Fire engines typically must be replaced every 15 years, and to maintain its current fleet, the District must purchase a new engine about every 18 months.



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

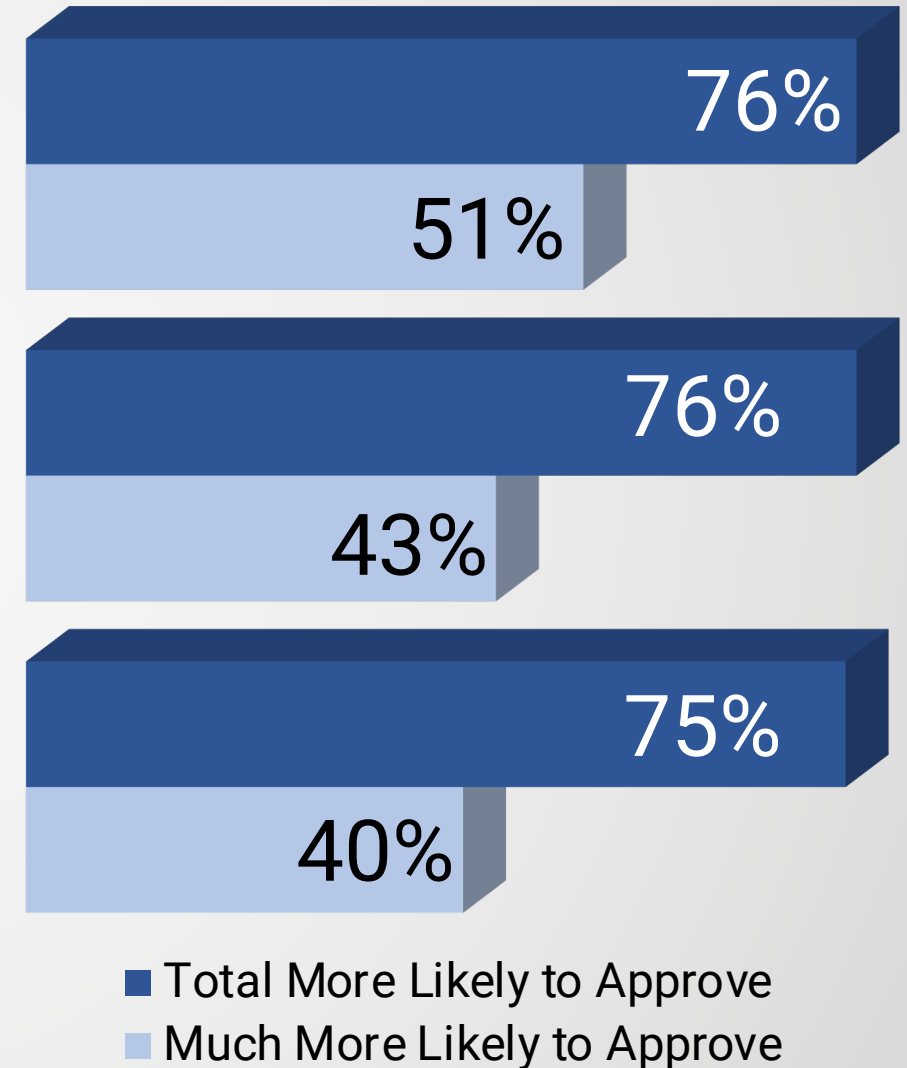


Arvada Fire Protection District Ballot Measure Information Questions

Without new funding, the Arvada Fire Protection District would need to reduce spending over the next two years to stay financially stable. These cuts could include having fewer firefighters on duty each day throughout our service area, lowering wages throughout the organization, and cutting some staff positions.

Emergency response times are a top priority, and in order to maintain those services, additional revenues are needed to ensure the District has the personnel and equipment to respond.

Costs to provide emergency services have increased significantly over the past 13 years. One example is the cost of heart monitors, which are used to treat and monitor patients of all ages. In 2013, each monitor cost approximately \$33,000 per device, and in 2026, they cost \$57,000, a 73% increase. These devices are used in nearly every patient interaction in the District, and we deploy nearly 30 of them across the District daily.

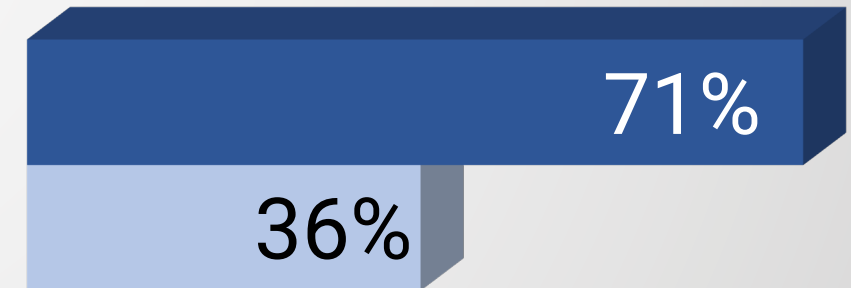
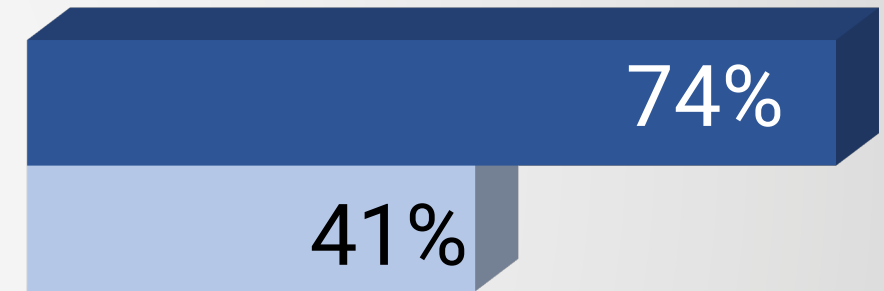
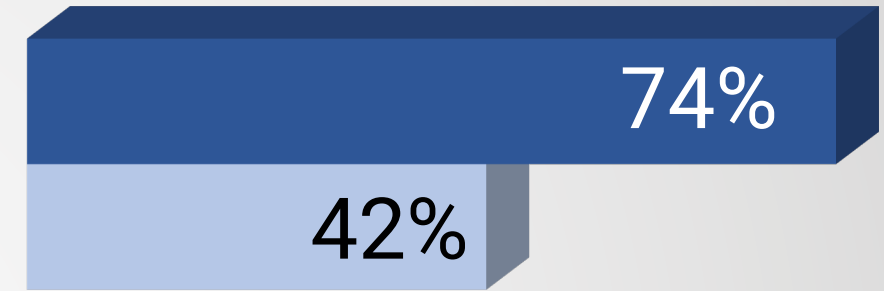


Arvada Fire Protection District Ballot Measure Information Questions

The Arvada Fire Protection District has achieved very high standards of service. Only 7 agencies in the state of Colorado are accredited by the Center for Public Safety Excellence's (CPSE) Commission of Fire Accreditation International (CFAI) and have a rating of 1 from the Insurance Services Office. The District has held this status for many years.

Inflation and high demand for fire equipment have significantly increased the cost of providing fire and emergency services. For example, a new fire engine that cost about \$755,000 in 2020 now costs about \$1.37 million. Fire engines typically must be replaced every 15 years, and to maintain its current fleet, the District must purchase a new engine about every 18 months.

Currently, the Arvada Fire Protection District employs 202 first responders and 50 critical support staff. The current staffing levels allow the District to respond with the most efficient and effective emergency response for fires and complex medical incidents, as well as wildfires, water rescues, and hazardous material incidents. The District must maintain enough staff to protect the remainder of the Fire District while calls are occurring.



■ Total More Likely to Approve
■ Much More Likely to Approve

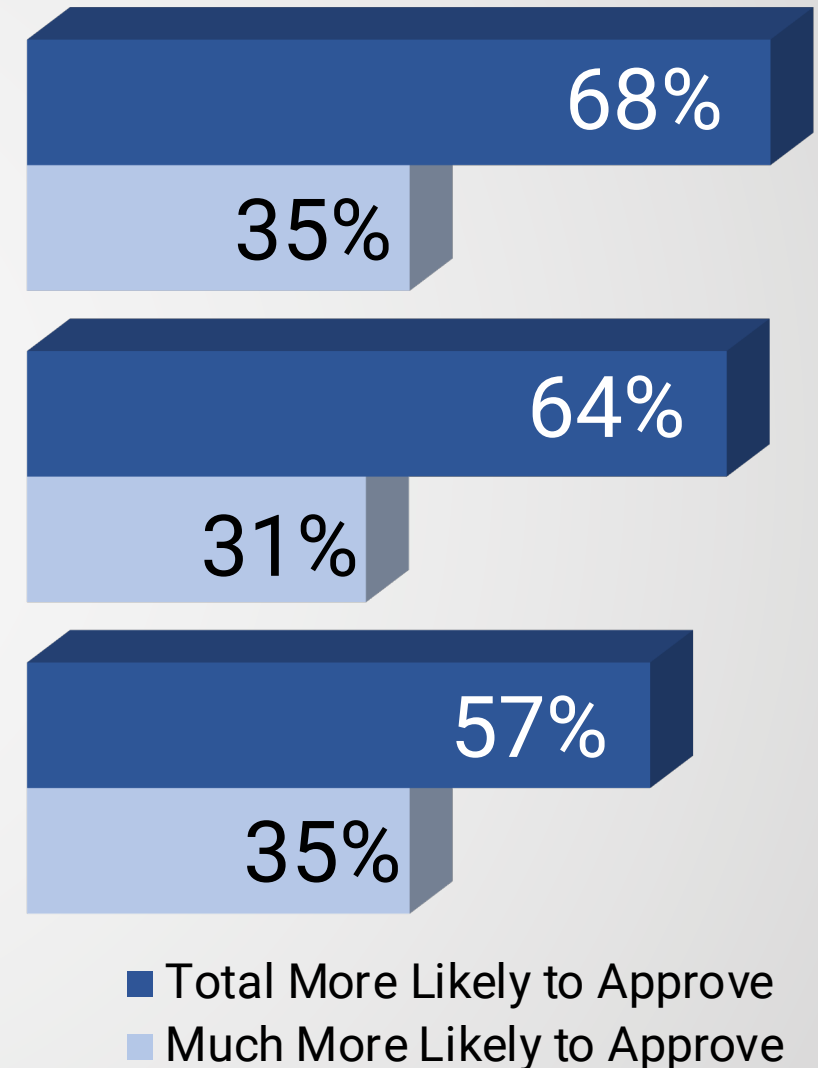


Arvada Fire Protection District Ballot Measure Information Questions

The Arvada Fire Protection District maintains 11 fire stations and serves approximately 60 square miles in the City of Arvada, the northern portion of the City of Wheat Ridge, the community of Fairmount, and portions of unincorporated Jefferson County. Arvada Fire has more than 250 employees who serve approximately 145,000 residents.

While residential properties within the Fire District have seen a significant increase in assessed value, the additional property tax revenue to the Fire District is insufficient to cover increasing demand, deferred capital maintenance, and inflationary costs.

If the proposed property tax ballot measure were to pass, increasing the rate by 7.25 mils, the property tax increase would approximately cost a homeowner \$49.32 a year per \$100,000 market value.



Arvada Fire Protection District Informed Sales Tax Ballot Test

Thank you for reading and learning the reasons why the Arvada Fire Protection District is considering a potential ballot measure in November. We now ask you to reread the ballot language and indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot measure reads as follows:



SHALL ARVADA FIRE PROTECTION DISTRICT TAXES BE INCREASED BY \$23,100,000 THE FIRST FISCAL YEAR, BEGINNING JANUARY 1, 2027, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BY A SALES TAX OF 1.0% (ONE PERCENT) EXCLUDING ON SALES OF FOOD FOR DOMESTIC HOME CONSUMPTION, PRESCRIPTION MEDICINES, DIAPERS, SCHOOL ACTIVITIES AND ALL OTHER CATEGORIES EXEMPT FROM STATE SALES TAX COLLECTIONS, FOR THE PURPOSES OF PROVIDING FIRE PROTECTION, AMBULANCE, EMERGENCY MEDICAL RESPONSE, RESCUE, SAFETY, AND SUPPORT SERVICES FOR THE RESIDENTS, PROPERTY OWNERS, AND BUSINESSES SERVED BY THE DISTRICT, INCLUDING:

- MAINTAINING FIREFIGHTER AND PARAMEDIC STAFFING LEVELS TO SAFELY AND EFFICIENTLY RESPOND TO EMERGENCIES.
- PROVIDE AND MAINTAIN EMERGENCY VEHICLES AND EQUIPMENT AND MODERNIZE FACILITIES TO BETTER PROTECT THE PUBLIC AND FIRST RESPONDERS.
- THE ABILITY TO RETAIN AND ATTRACT HIGHLY QUALIFIED FIRST RESPONDERS AND OTHER ESSENTIAL PERSONNEL.
- IMPROVING FIREFIGHTER HEALTH AND WELLNESS WITH PROGRAMS SUCH AS EARLY DETECTION AND TREATMENT FOR CARDIOVASCULAR CONDITIONS AND CANCER; MENTAL HEALTH SUPPORT; AND MANDATORY FITNESS TRAINING AND STANDARDS.

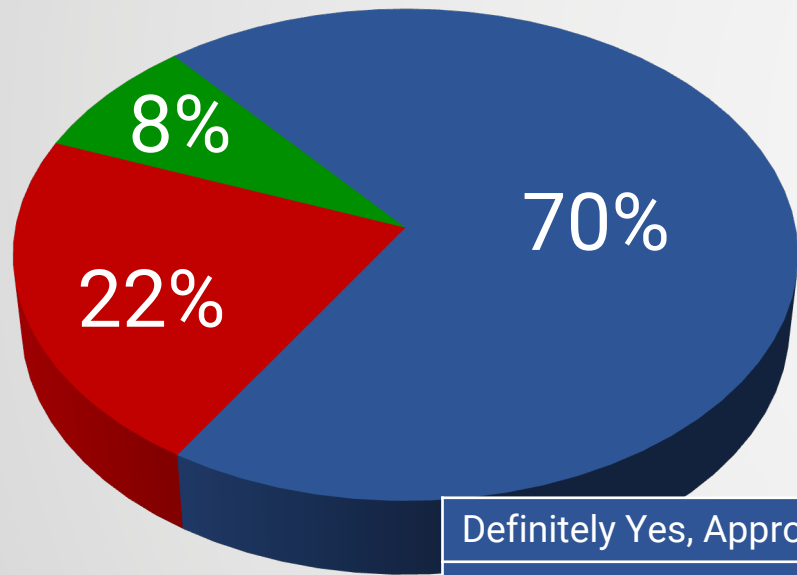
WITH ALL SPENDING OF SUCH REVENUES REPORTED IN THE DISTRICT'S ANNUAL INDEPENDENT AUDIT PUBLISHED ON THE DISTRICT WEBSITE AND REVIEWED BY AN EXTERNAL AUDITOR, AS WELL AS THE AUDIT AND FINANCE COMMITTEE.

AND SHALL ALL REVENUE AND ANY EARNINGS ON THIS TAX CONSTITUTE A PERMANENT VOTER-APPROVED REVENUE CHANGE WITHIN THE MEANING OF ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION AND AN EXCEPTION TO THE LIMITATIONS SET FORTH IN SECTION 29-1-301 OF THE COLORADO REVISED STATUTES, AND ANY OTHER LAW?



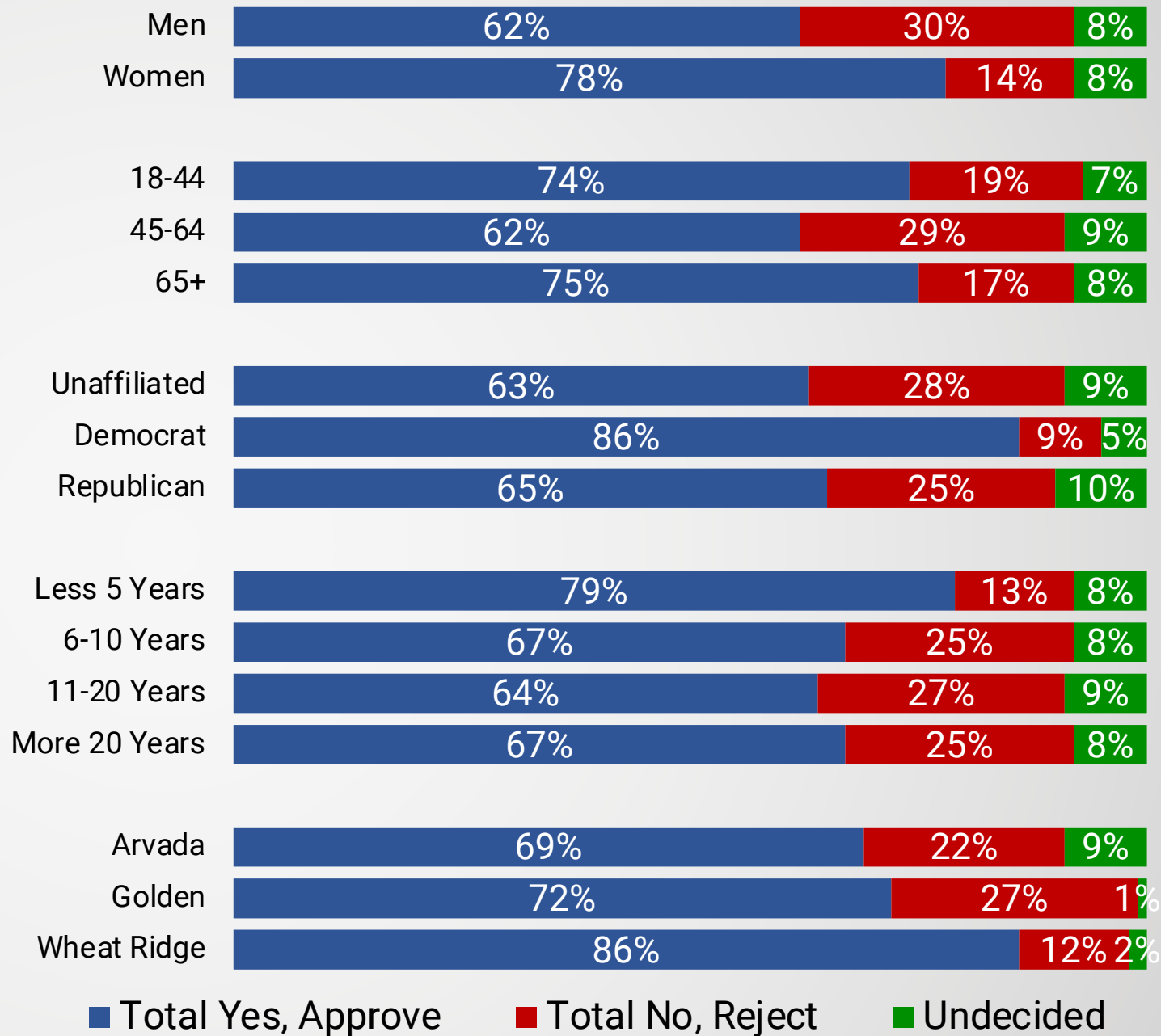
Arvada Fire Protection District Sales Tax Informed Ballot Test

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



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

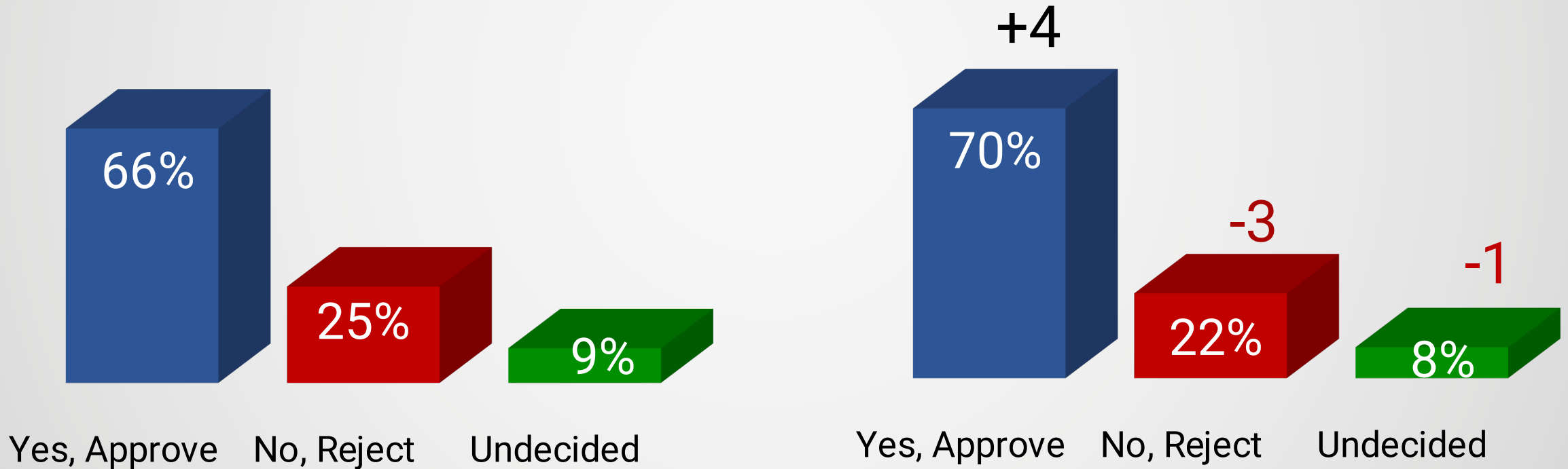
Definitely Yes, Approve	40%
Probably Yes, Approve	30%
Definitely No, Reject	13%
Probably No, Reject	9%



Arvada Fire Protection District Sales Tax Ballot Measure Comparison

Uninformed

Informed



Arvada Fire Protection District Informed Property Tax Ballot Test

Following is the language for the second proposed ballot measure. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot measure reads as follows:



SHALL ARVADA FIRE PROTECTION DISTRICT TAXES BE INCREASED \$23,100,000 FIRST FISCAL YEAR BEGINNING JANUARY 1, 2027, OR BY SUCH AMOUNT AS MAY BE RAISED, BY INCREASING THE DISTRICT'S PROPERTY TAX RATE BY AN ADDITIONAL 7.25 MILLS, FOR THE PURPOSES OF PROVIDING FIRE PROTECTION, AMBULANCE, EMERGENCY MEDICAL RESPONSE, RESCUE, SAFETY, AND SUPPORT SERVICES FOR THE RESIDENTS, PROPERTY OWNERS, AND BUSINESSES SERVED BY THE DISTRICT, INCLUDING:

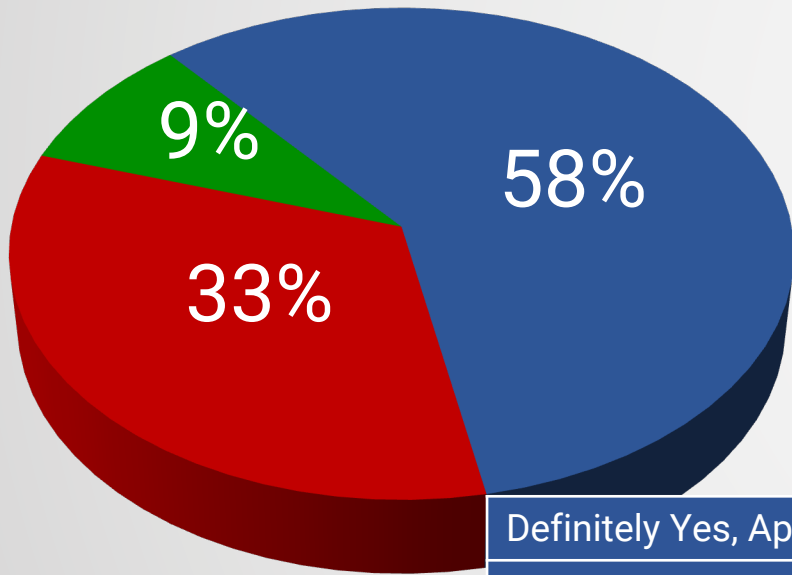
- MAINTAINING FIREFIGHTER AND PARAMEDIC STAFFING LEVELS TO SAFELY AND EFFICIENTLY RESPOND TO EMERGENCIES.
- PROVIDE AND MAINTAIN EMERGENCY VEHICLES AND EQUIPMENT AND MODERNIZE FACILITIES TO BETTER PROTECT THE PUBLIC AND FIRST RESPONDERS.
- THE ABILITY TO RETAIN AND ATTRACT HIGHLY QUALIFIED FIRST RESPONDERS AND OTHER ESSENTIAL PERSONNEL.
- IMPROVING FIREFIGHTER HEALTH AND WELLNESS WITH PROGRAMS SUCH AS EARLY DETECTION AND TREATMENT FOR CARDIOVASCULAR CONDITIONS AND CANCER; MENTAL HEALTH SUPPORT; AND MANDATORY FITNESS TRAINING AND STANDARDS.

WITH ALL SPENDING OF SUCH REVENUES REPORTED IN THE DISTRICT'S ANNUAL INDEPENDENT AUDIT PUBLISHED ON THE DISTRICT WEBSITE AND REVIEWED BY AN EXTERNAL AUDITOR, AS WELL AS THE AUDIT AND FINANCE COMMITTEE.

AND SHALL ALL REVENUE AND ANY EARNINGS ON THIS TAX CONSTITUTE A PERMANENT VOTER-APPROVED REVENUE CHANGE WITHIN THE MEANING OF ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION AND AN EXCEPTION TO THE LIMITATIONS SET FORTH IN SECTION 29-1-301 OF THE COLORADO REVISED STATUTES, AND ANY OTHER LAW?

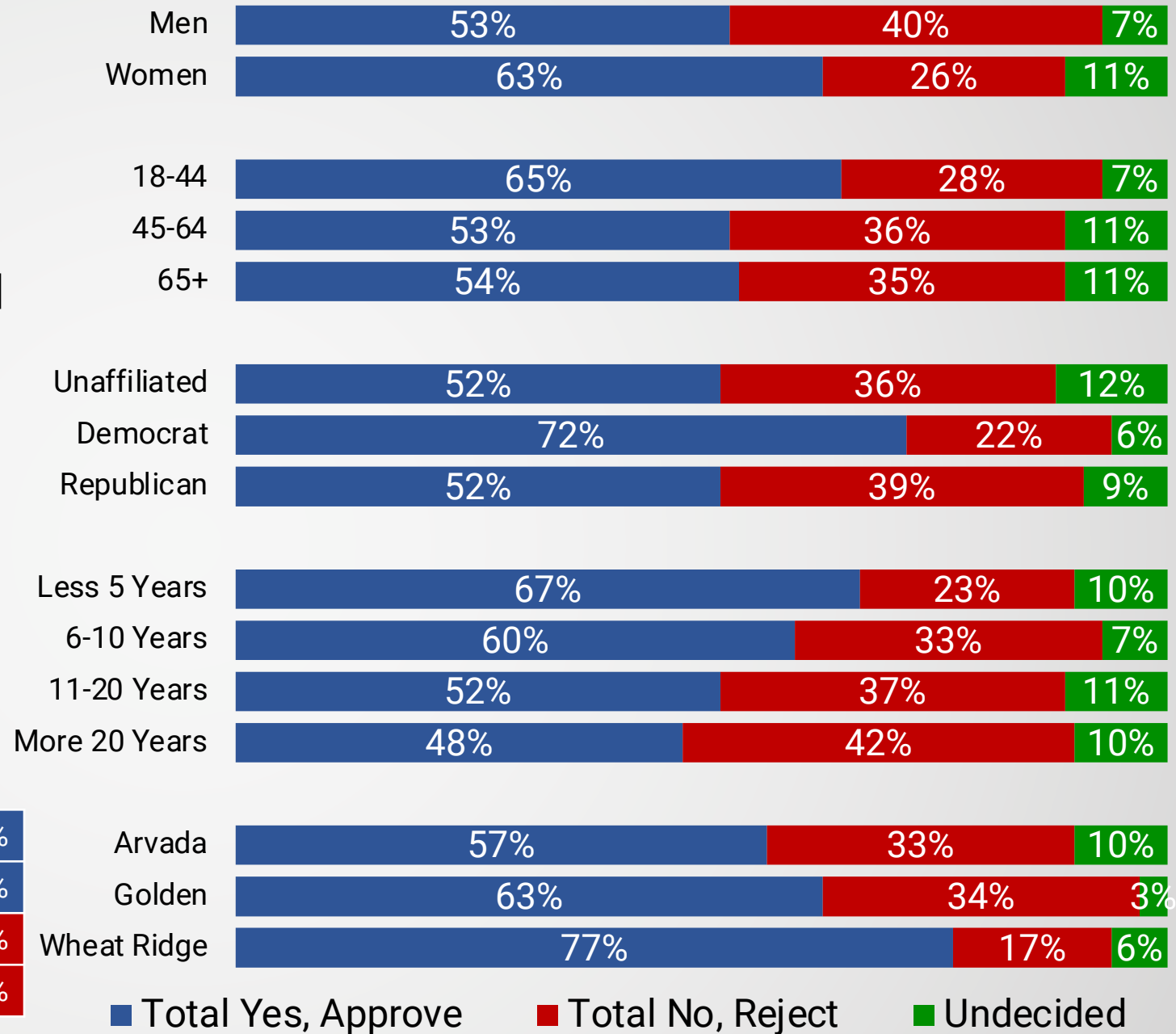
Arvada Fire Protection District Property Tax Informed Ballot Test

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



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

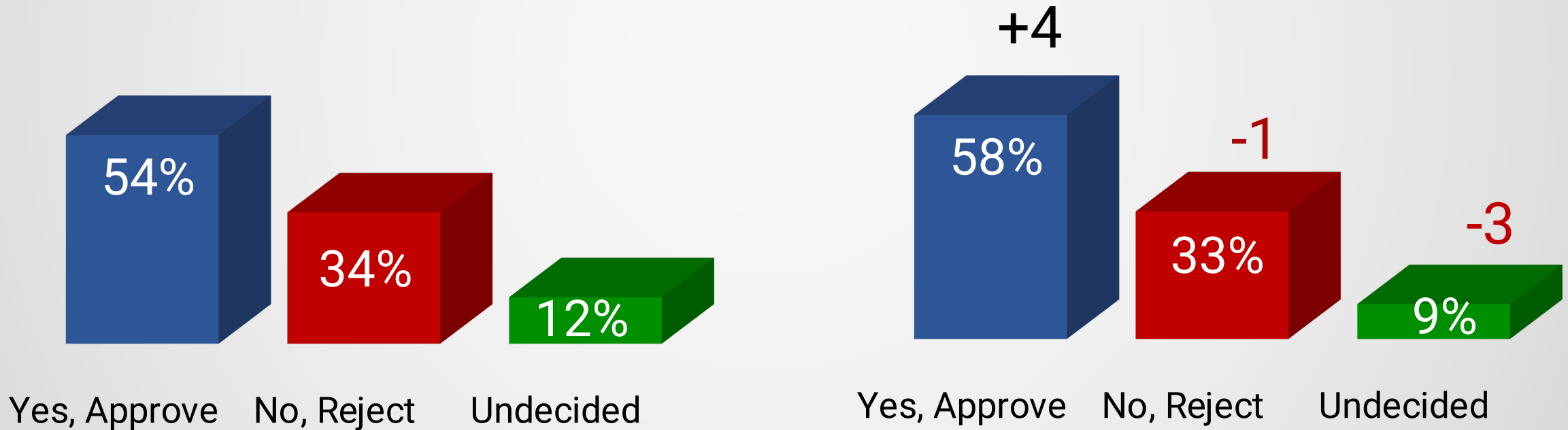
Definitely Yes, Approve	28%
Probably Yes, Approve	30%
Definitely No, Reject	19%
Probably No, Reject	14%



Arvada Fire Protection District Property Tax Ballot Measure Comparison

Uninformed

Informed



Please describe why you would vote yes and approve a tax increase to generate additional revenue for the Arvada Fire Protection District.

Fire and Emergency Services Are Essential for Community Safety: The most common reason respondents gave is that fire and emergency medical services are critical public safety functions. Many residents emphasized that protecting lives, homes, and families is a core responsibility of local government and worth the cost of additional funding.

Increasing Fire Risk and Wildfire Concerns: Many respondents referenced growing wildfire risk, drought conditions, and lessons from recent fires (such as the Marshall Fire). Residents expressed concern that fire danger is increasing and believe the district must be well funded to respond to future threats.

Need to Maintain Staffing, Equipment, and Response Times: Respondents frequently mentioned the rising cost of equipment, apparatus, and staffing. Many said the district needs additional funding to maintain response times, purchase modern equipment, recruit firefighters, and keep services at their current high level.

Strong Trust and Personal Experience with the Fire District: A significant number of respondents described positive personal experiences with the department responding to emergencies or helping family members. These experiences created strong trust and willingness to support additional funding to ensure the department continues providing high-quality service.



Please describe why you would vote no and reject a tax increase to generate additional revenue for the Arvada Fire Protection District.

Taxes and Cost of Living Are Already Too High: The most common concern is that residents feel financially stretched due to rising property taxes, insurance, groceries, and other living expenses. Many respondents—especially seniors and those on fixed incomes—said they cannot afford additional taxes.

Belief the District Should Manage Existing Funds More Efficiently: Many respondents argued that the fire district should reduce spending, improve efficiency, or reprioritize existing resources rather than ask taxpayers for more money. Some questioned equipment costs, staffing levels, or perceived spending decisions.

Skepticism About the Need for Additional Revenue: Several respondents believe the district already receives increasing revenue due to rising property values, population growth, and recent district mergers. Some feel the proposed increase is too large or unnecessary given those revenue trends.

Lack of Trust, Transparency, or Timing Concerns: A number of comments reflect distrust of government spending or frustration that the district is asking for more funding soon after previous tax increases or district changes. Others said they would need more information about how the money would be used before supporting a tax increase.



Please describe why you would vote yes and approve a sales tax increase but vote no and reject a property tax increase to generate additional revenue for the Arvada Fire Protection District.

Sales Tax Spreads the Cost Across More People: The most common theme is that a sales tax distributes the financial burden more broadly. Respondents repeatedly said fire protection benefits everyone—homeowners, renters, businesses, and visitors, so the funding should come from everyone rather than only property owners.

Property Taxes Are Already Too High: Many respondents said property taxes have increased dramatically in recent years due to rising property values and metro district fees. As a result, they feel homeowners are already paying too much and cannot absorb another property tax increase.

Sales Tax Feels More Manageable or Controllable: Several respondents prefer sales taxes because they are paid gradually through everyday purchases and can be somewhat controlled by personal spending. In contrast, property taxes are viewed as a large, unavoidable expense tied to rising home values.

Concerns About Fixed Incomes and Housing Affordability: Many retirees, seniors, and homeowners on fixed incomes said increasing property taxes could make it harder to afford housing. Respondents worry that higher property taxes could push people out of their homes or make housing less affordable.



Please describe why you would vote yes and approve a property tax increase but vote no and reject a sales tax increase to generate additional revenue for the Arvada Fire Protection District.

Property Taxes Are Viewed as More Predictable and Direct: The most common theme is that respondents prefer property taxes because the cost is clearer and easier to budget. Many said a property tax provides a known annual amount, while a sales tax feels less transparent and varies with spending. Some also noted property taxes can be tax deductible or easier to track.

Sales Taxes Are Viewed as Regressive or Harmful to Local Commerce: Several respondents believe sales taxes disproportionately impact lower-income residents and everyday purchases. Others worry that increasing the sales tax could push residents to shop in neighboring communities, potentially hurting Arvada businesses.



Arvada Fire Protection District Alternate Lower Sales Tax Ballot Test



An alternative potential ballot measure option would be to ask voters to approve a smaller sales tax increase. This would be an 0.75% increase that would generate \$17.357 million to address the following needs:

- Maintain firefighter and paramedic staffing levels
- Provide and maintain emergency vehicles and equipment, and modernize facilities
- Ambulances and fire engines
- Firefighter safety and other life-saving equipment

If an election were being held today, would you vote yes and approve a 0.75% sales tax increase, or would you vote no and reject it?

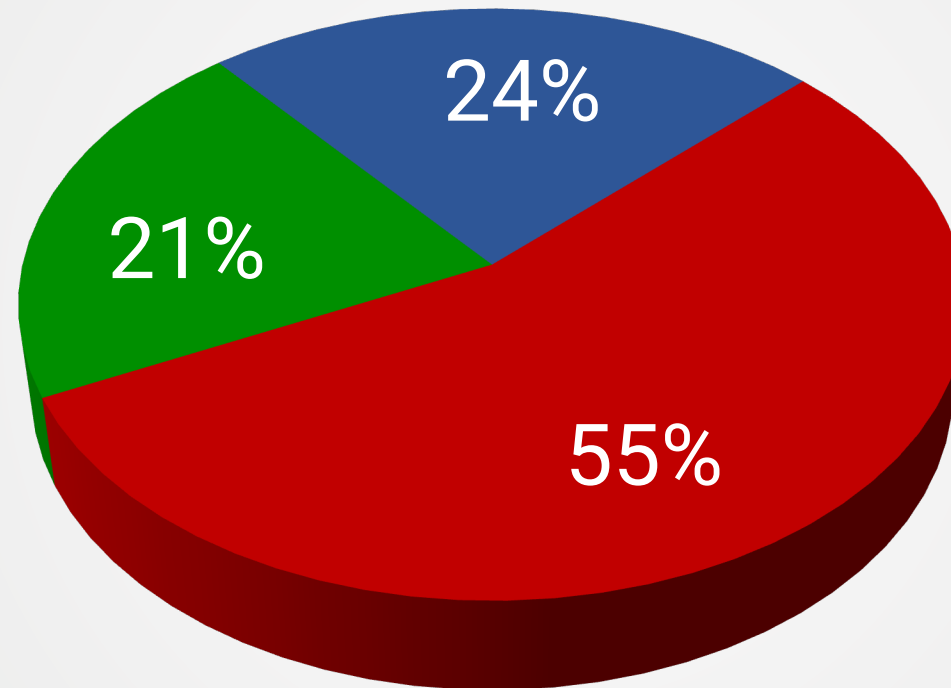
**Only asked to respondents who would vote no and reject or are undecided on the 1.0% sales tax ballot measure.*



Arvada Fire Protection District Alternate Lower Sales Tax Ballot Test

If an election were being held today, would you vote yes and approve a 0.75% sales tax increase, or would you vote no and reject it?

**Only asked to respondents who would vote no and reject or are undecided on the 1.0% sales tax ballot measure.*



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

Definitely Yes, Approve	2%
Probably Yes, Approve	22%
Definitely No, Reject	35%
Probably No, Reject	20%



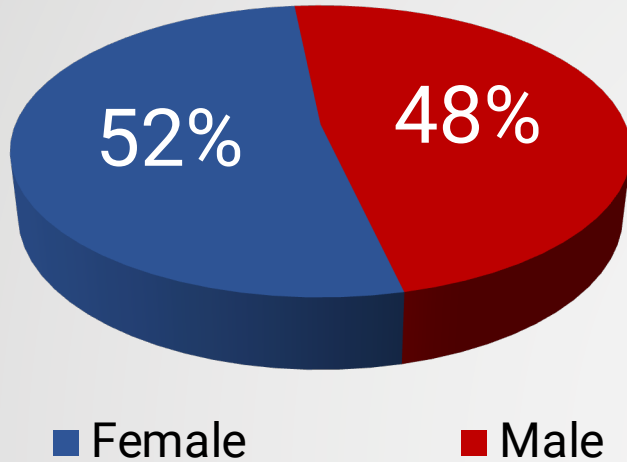


Survey Demographics

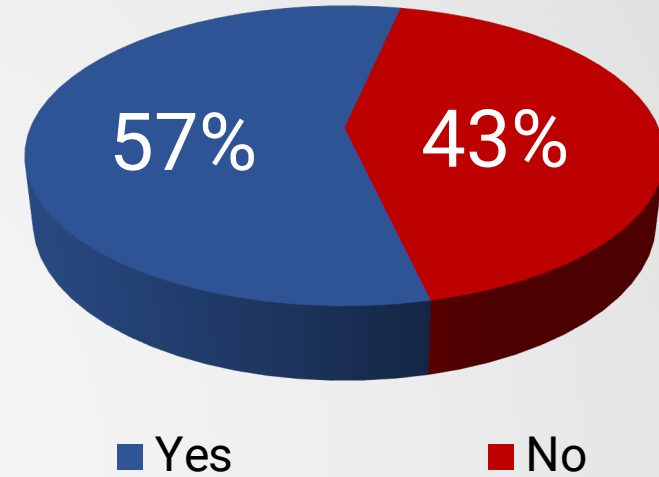


Survey Demographics

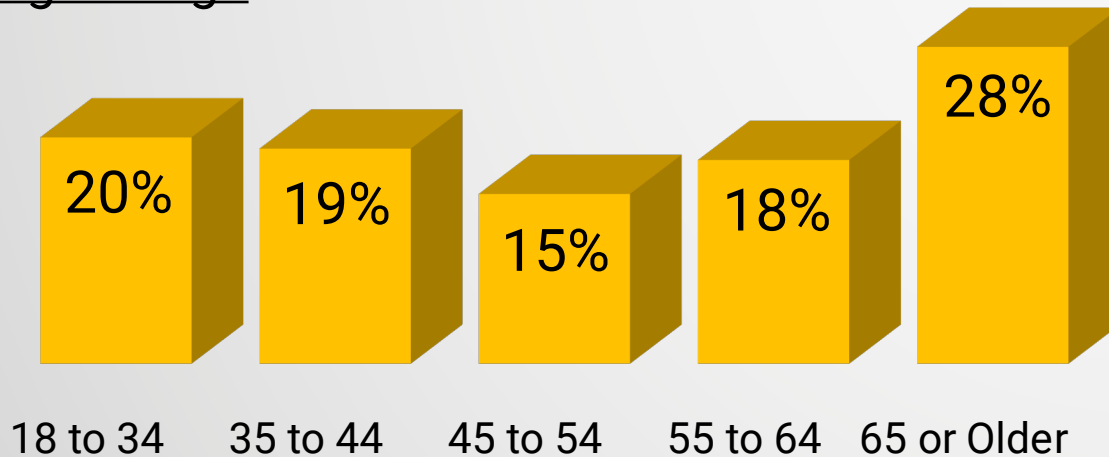
Gender



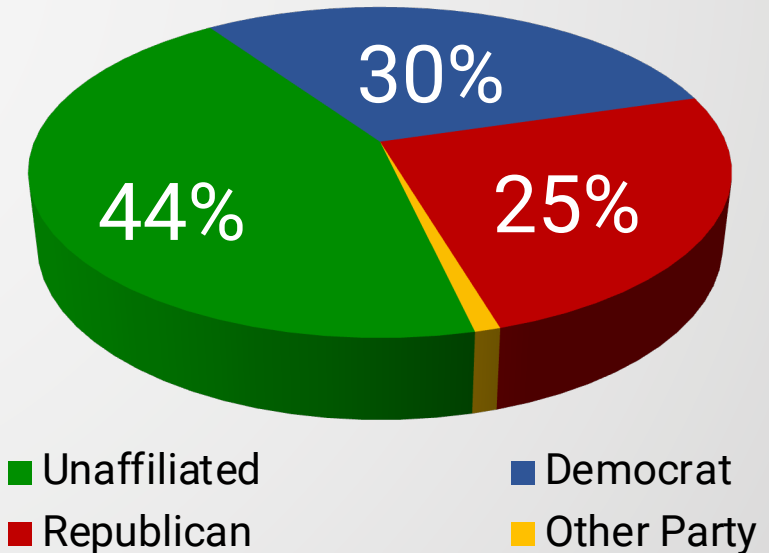
Four-Year
College Degree



Age Range

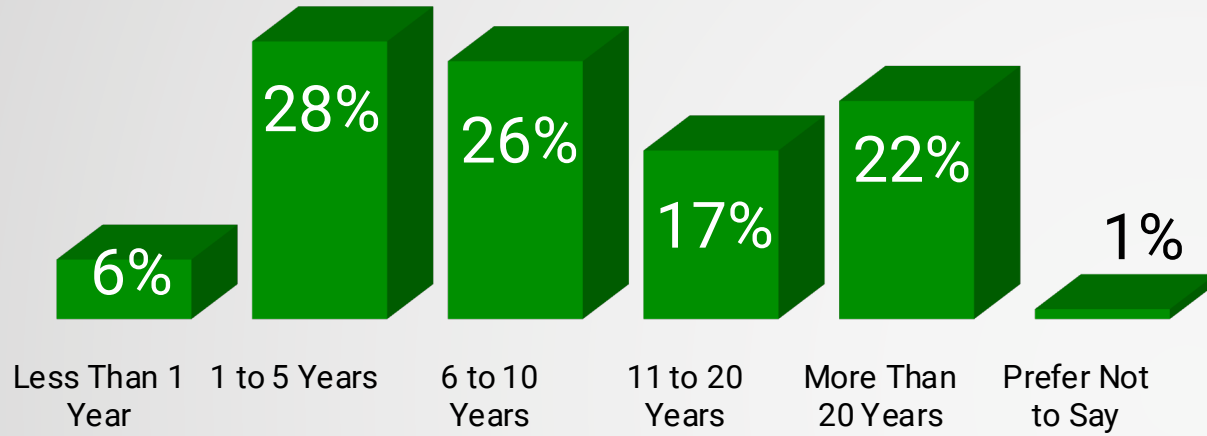


Party

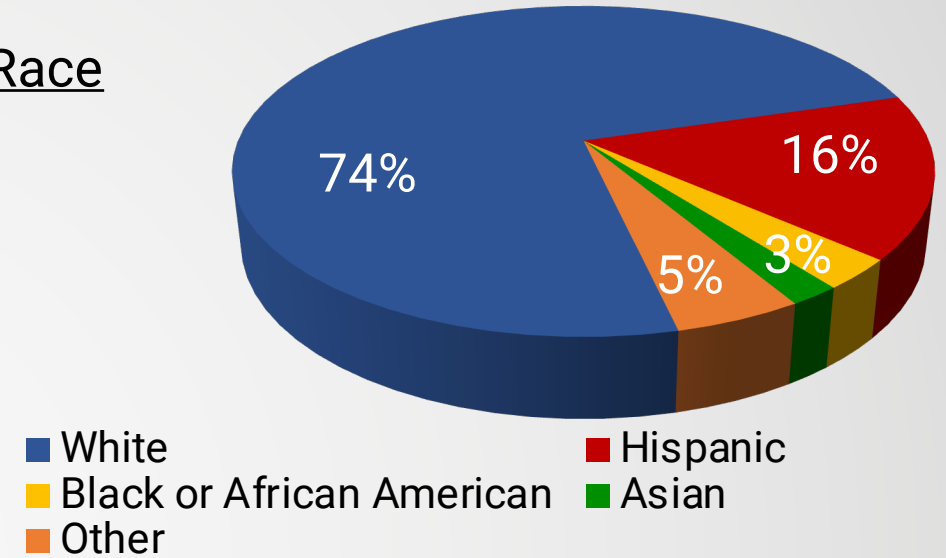


Survey Demographics

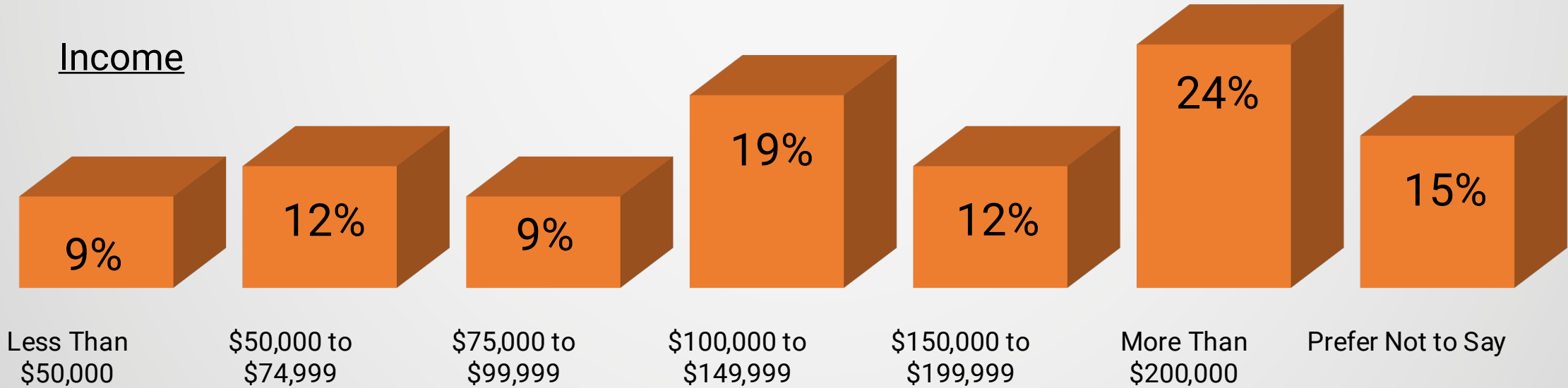
Lived at Current Address



Race



Income



Magellan Strategies

4800 Aspen Creek Drive

Broomfield, CO 80023

MagellanStrategies.com

(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers | Logan Miller

