



Magellan Strategies

Public Opinion Research Services for Colorado County Governments

CCI 2021 Winter Conference

About Magellan Strategies



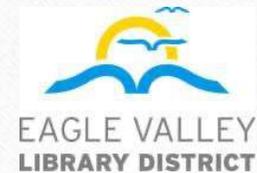
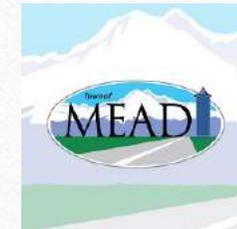
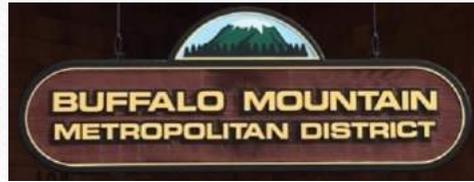
We are a public opinion research firm specializing in quantifying, measuring, and understanding resident and voter opinion for governments, special districts, and public policy organizations.

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 Extention 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



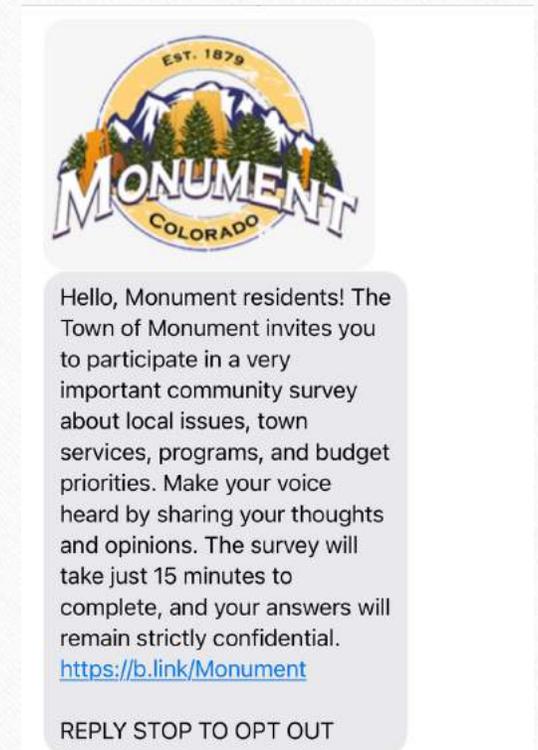
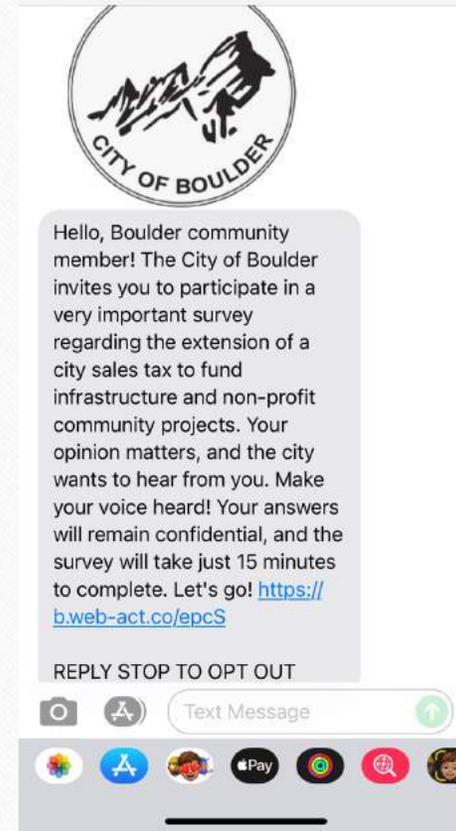
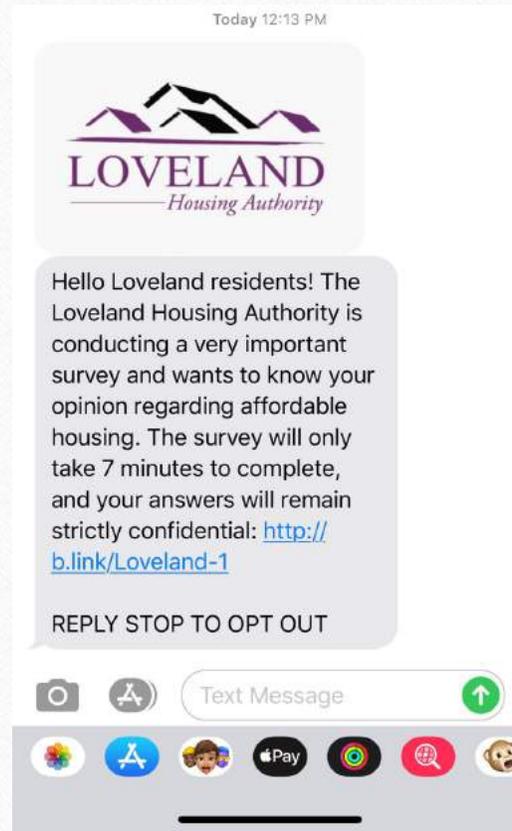
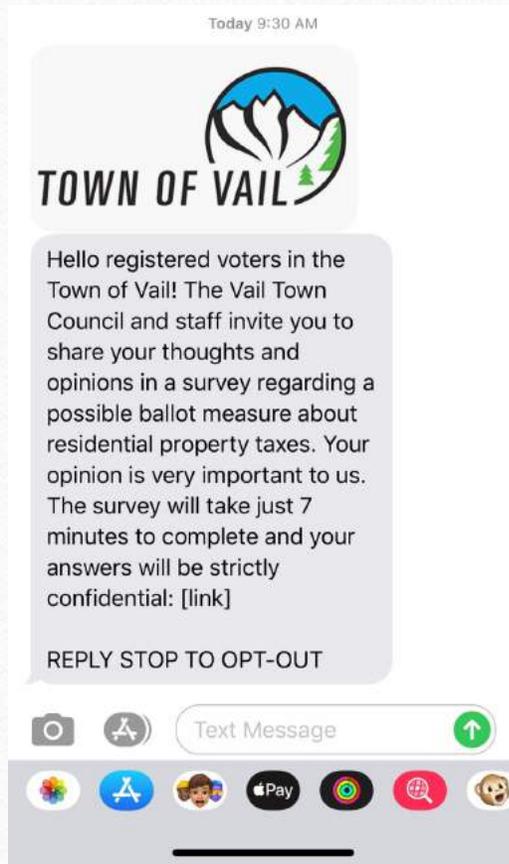
- Text survey invitation to respondent cellphone
- Quick set up and launch
- Solid response rates
- Very affordable

MMS Text/Phone

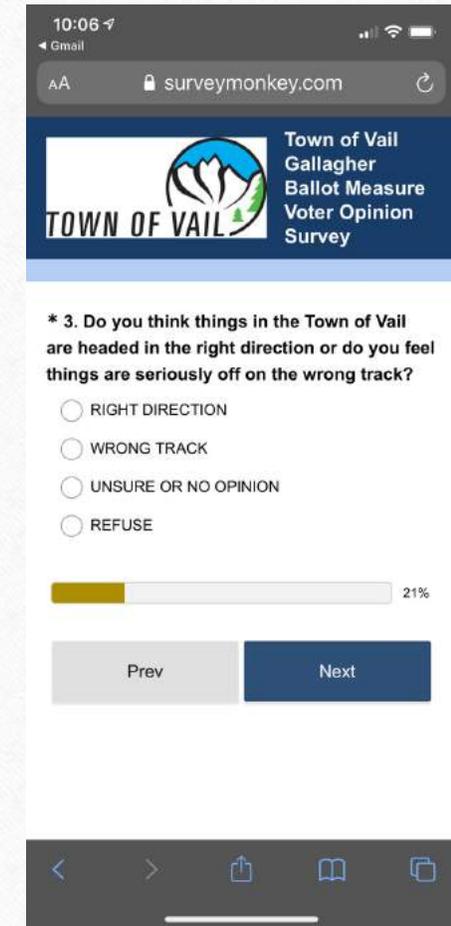
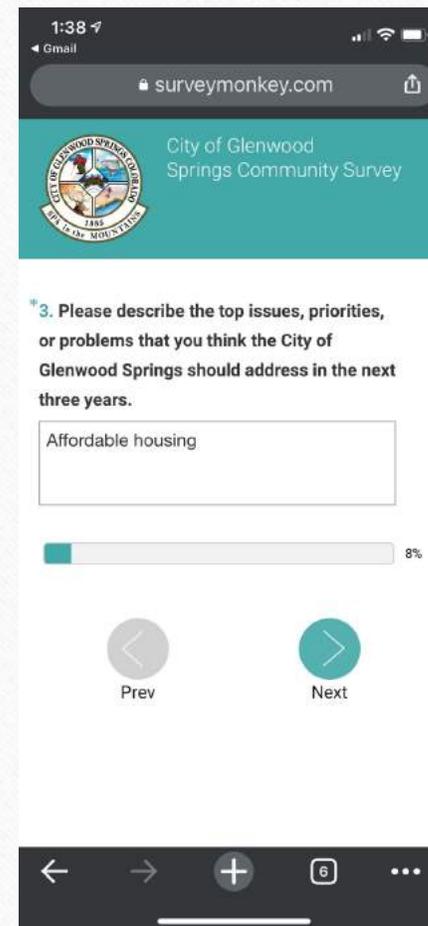
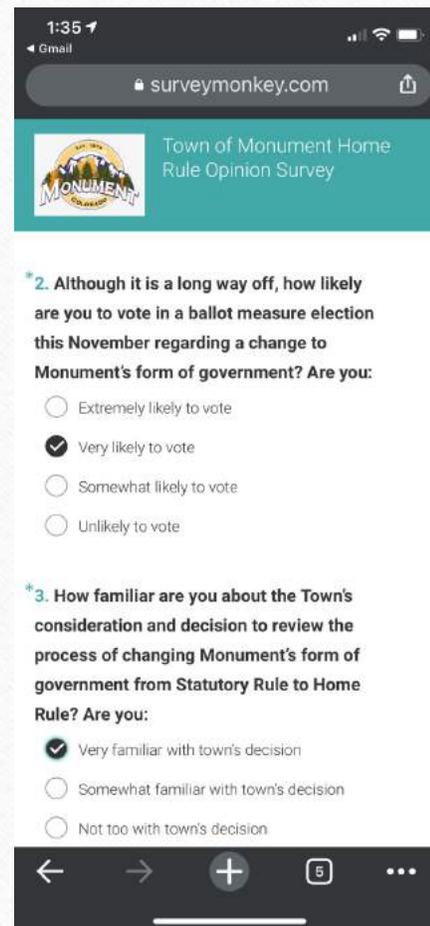
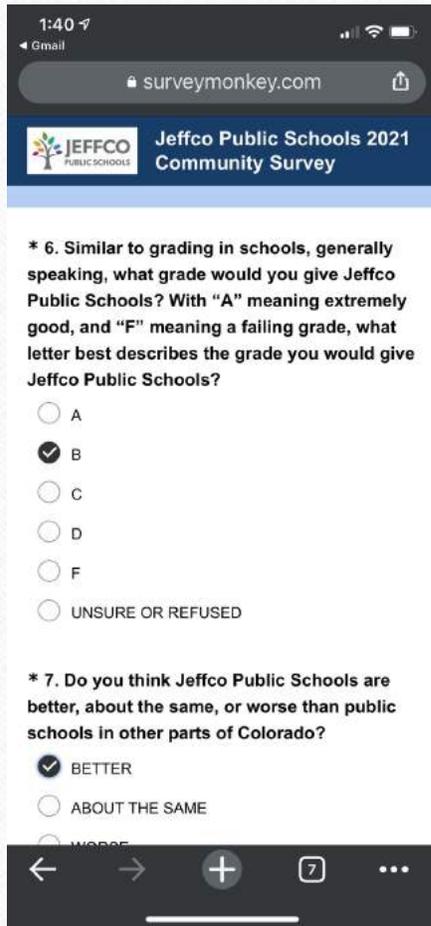


- Provides best opportunity for respondent participation
- Very reasonable cost
- Communication outreach benefits

Example MMS Text Invitations



People Prefer Taking Surveys on Their Phones

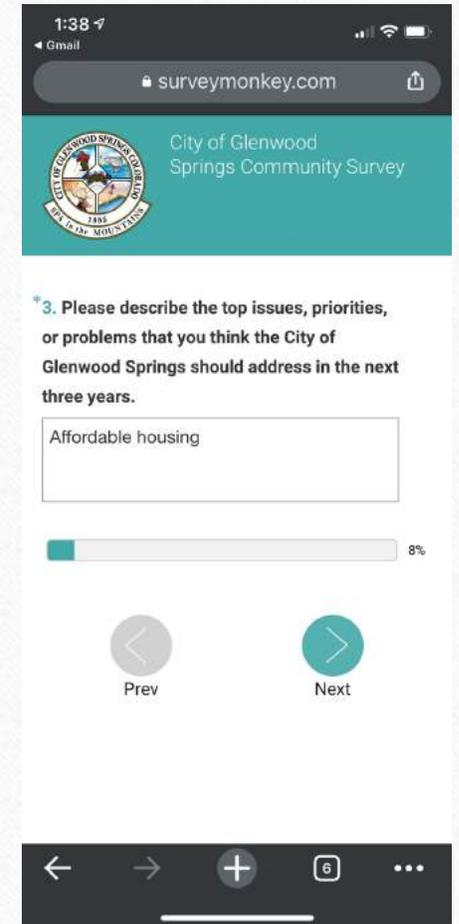


Respondent Engagement with MMS Text is Outstanding for All Population Sizes

- 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

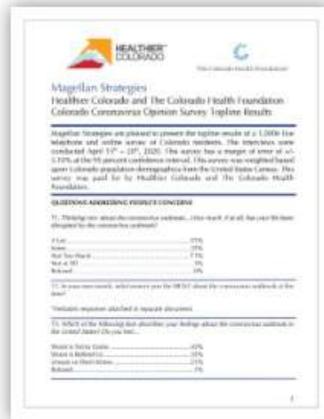
Why Hire Magellan Strategies for Your Community Survey?

- 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.



Magellan Strategies Survey Project Deliverables

TOPLINE DOCUMENT



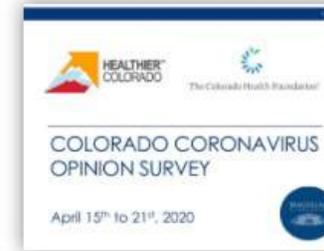
CROSSTABS

The thumbnail shows a large data table with multiple columns and rows, representing cross-tabulated survey data.

VERBATIM RESPONSES

The thumbnail shows a table of verbatim responses, with columns for question ID, response text, and other metadata.

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	PowerPoint Presentation
	Maximum of two verbatim questions.	Verbatim Responses
	Does not include a written analysis.	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



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