



VAIL LOCAL HOUSING AUTHORITY COMMUNITY SURVEY

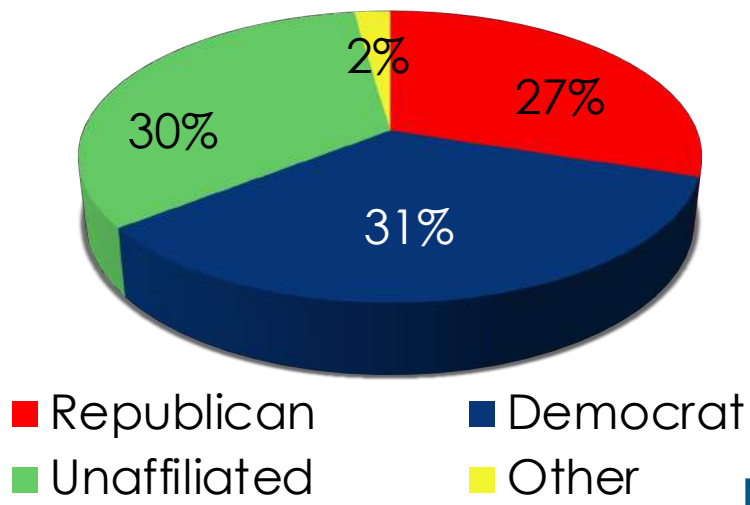
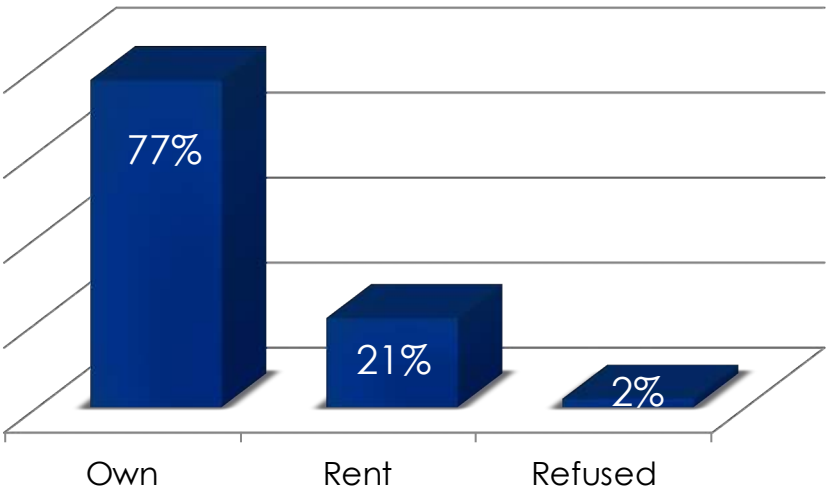
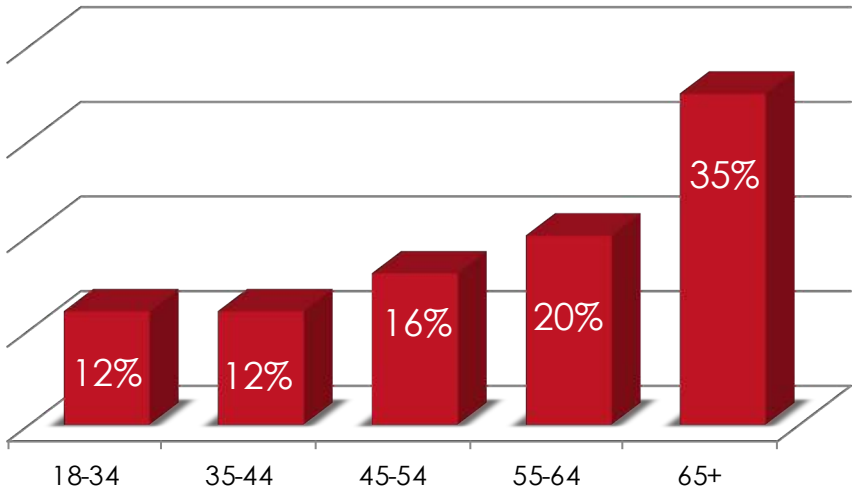
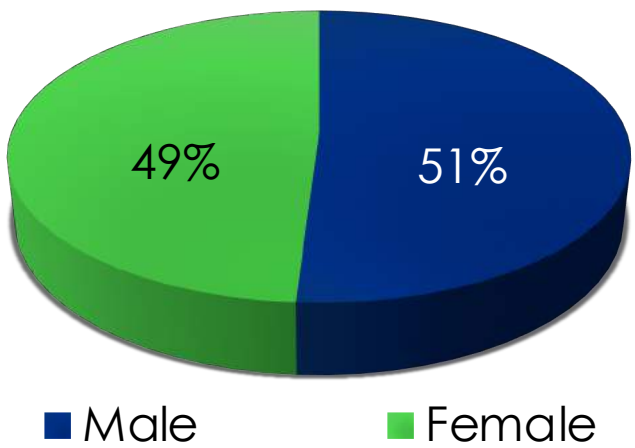
May 22nd – June 5th, 2019

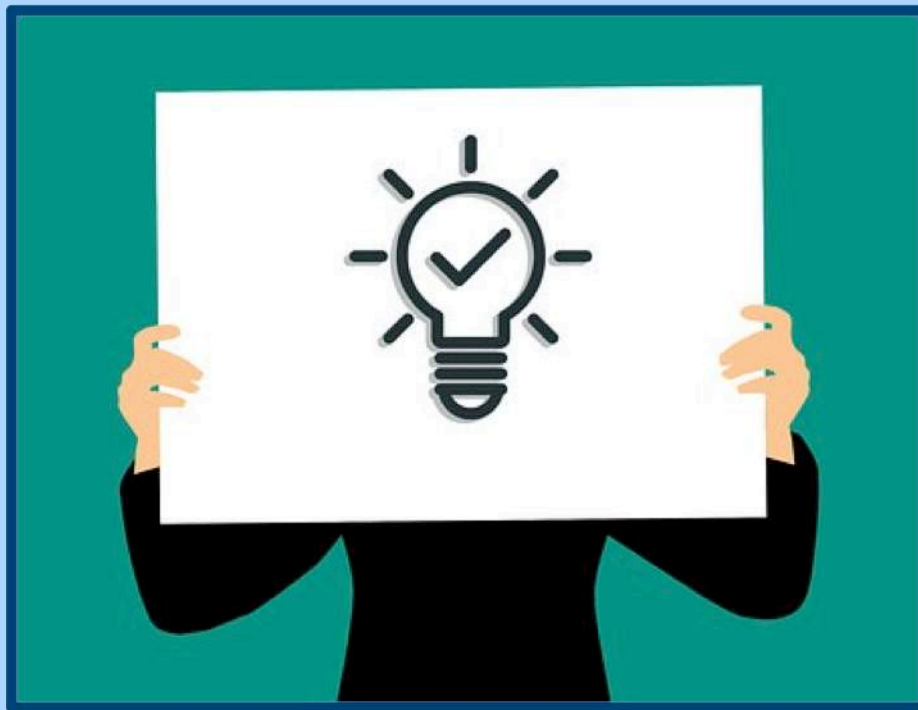


Methodology

- Magellan Strategies are pleased to present the results for a 400n live and online survey of registered voters in Vail, Colorado.
- The online interviews were conducted from May 22nd – June 5th, 2019. The phone interviews were conducted from June 3rd – 5th, 2019.
- The overall survey has a margin of error of +/- 4.61% at the 95% confidence interval. Subgroups of voters will have higher margin of error than the overall population.
- The survey results were weighted based upon past off-year voter turnout demographics for a general election in Vail, Colorado.
- David Flaherty was the principal researcher on this project, and Courtney Sievers was the project director.

Survey Demographics





KEY FINDINGS



Key Findings:

- A majority of respondents, 51%, think the lack of available and affordable homes in the Town of Vail is a big problem and 32% say it is somewhat of a problem. Among voters aged 44 and younger, 76% think the lack of affordable homes is a big problem compared to seniors, aged 65 and older, with only 29% thinking it is big problem.
- Seventy-five percent of Vail voters agree, and 46% strongly agree with the viewpoint that local governments in mountain resort communities like the Town of Vail should make reasonable efforts to maintain and increase the supply of available resident-occupied, deed-restricted homes for residents.
- Fifty-two percent of respondents approve of the actions the Town of Vail is taking to provide and secure available homes for residents and 36% disapprove of them. Thirty-nine percent of respondents have a favorable opinion of the Vail Local Housing Authority, 34% have an unfavorable opinion, and 21% have heard of the Vail Local Housing Authority but do not have an opinion of it.

Key Findings:

- There is little voter support for a possible sales or property tax increase to fund the town's mission of maintaining and increasing the supply of resident-occupied deed restricted homes. Among all respondents, only 28% said they would be willing to support an unspecified sales or property tax increase and 51% of voters would not be willing to support a tax increase.
- Ninety-four percent of respondents are aware the Town of Vail sponsored and developed the Chamonix Vail Neighborhood and 51% were aware the town purchased deed-restrictions at 6 West Apartments in Edwards. Voter familiarity with the "Vail InDEED" program was relatively strong, with 25% being very familiar with the program and 34% somewhat familiar.

Key Findings:

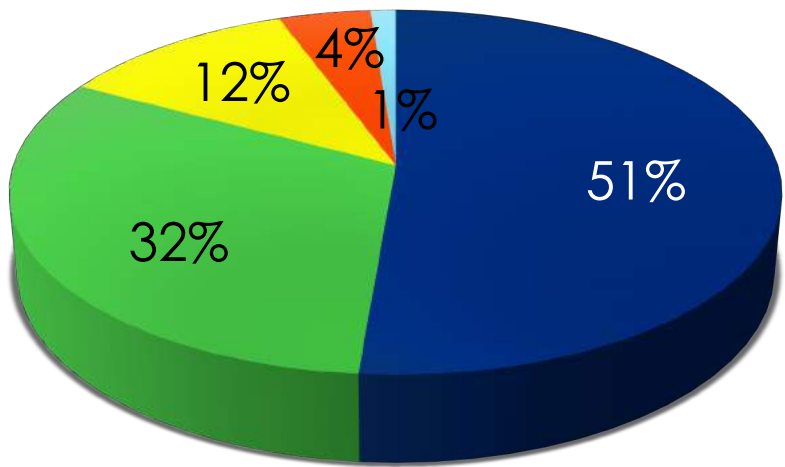
- Many voters blame the growth and adoption of Airbnb and VRBO for the lack of housing for full-time residents. They think the long-term rental market has decreased significantly and short-term rentals have increased due to 2nd home owners using these services. Because of this, some voters suggest putting a limit on the total number of short-term rentals or applying a hotel tax to short-term rentals.
- Many voters think Vail employers both big and small need to pay their employees more, so they can afford housing. Others believe employers should be more accountable for finding housing for their employees instead of the Town of Vail taking the lead in addressing the housing problem.
- Some voters have an unfavorable opinion of deed-restricted housing because they think deed-restricted homes lower the property value of non-deed restricted homes within the same area.



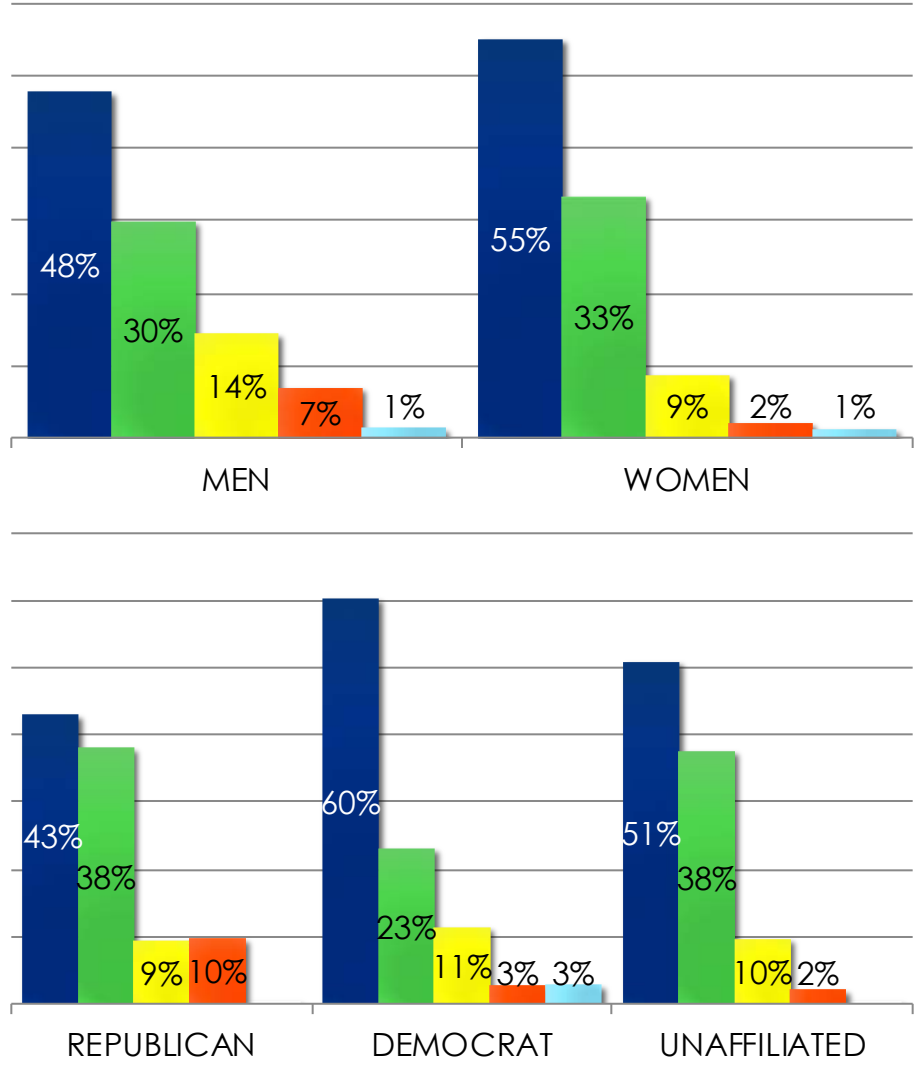
OPINION OF AVAILABLE HOMES IN TOWN OF VAIL



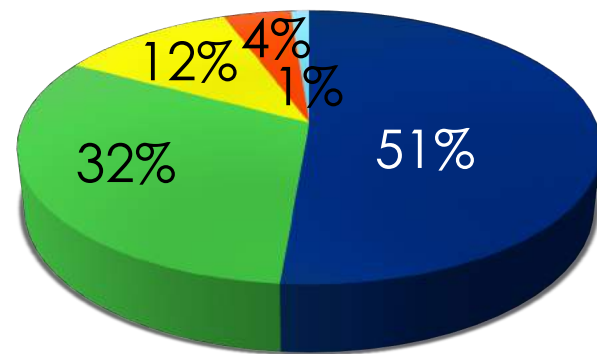
How much of a problem is the lack of the availability of homes, including townhomes, condominiums, and apartments for residents in the Town of Vail? Would you say the lack of available of homes is a...



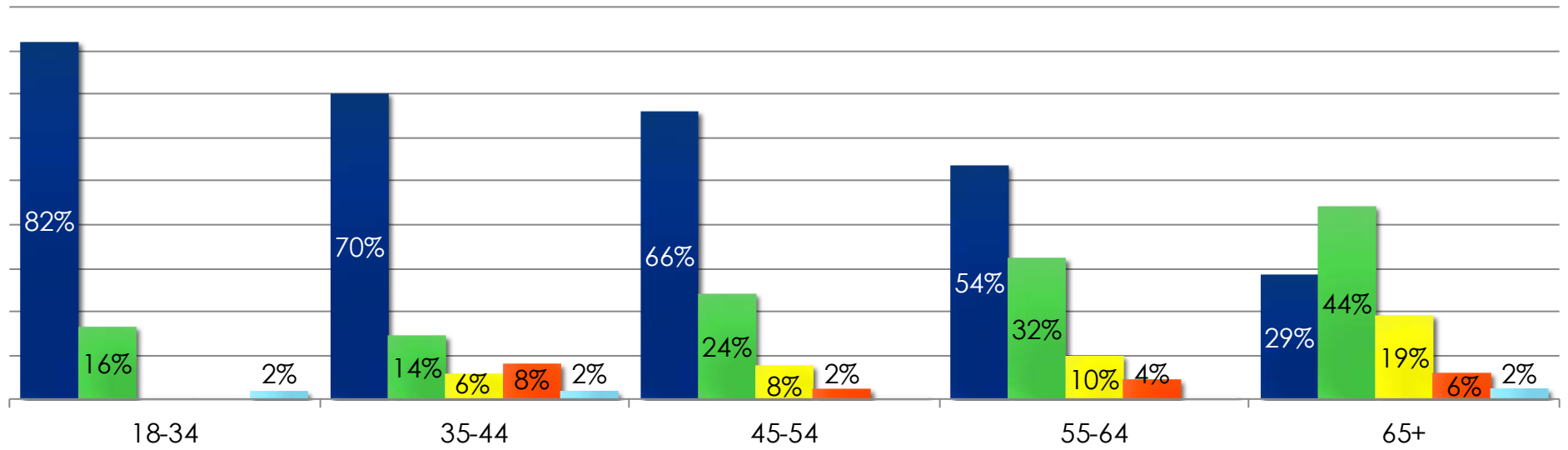
- BIG PROBLEM
- SOMEWHAT OF A PROBLEM
- NOT TOO MUCH OF A PROBLEM
- NOT A PROBLEM AT ALL
- DON'T KNOW REFUSED



How much of a problem is the lack of the availability of homes, including townhomes, condominiums, and apartments for residents in the Town of Vail? Would you say the lack of available of homes is a...



- BIG PROBLEM
- SOMEWHAT OF A PROBLEM
- NOT TOO MUCH OF A PROBLEM
- NOT A PROBLEM AT ALL
- DON'T KNOW / REFUSED





VOTER OPINION OF WHAT TOWN OF VAIL SHOULD DO TO ADDRESS HOUSING PROBLEM



Regardless if you agree or disagree with the view that the availability of homes for Vail residents is a problem, in your own words please tell me what you think the Town of Vail should or should not do to address the shortage of available homes for residents.

Top Issues
Work with Local Business
Limit/Tax Short Term Rentals
Only Build Long-Term Locals
Affordable for Workers

"Only allow home sales if it is a primary residence. There are far too many homes that sit empty for 50 weeks a year. You want to come here for only two weeks a year, rent a hotel room like everyone else. "

-Male, 35-44

"Many similar towns limit the percentage of home that can be [a] short-term rental, (Airbnb, VRBO), The percentage available to workers should be equal to those for short-term rental. "

-Female, 55-64

"Market forces have always driven this problem. More supply is not always the right answer but perhaps subsidies that allow locals to buy is one way. "

-Male, 55-64

"Outlaw short-term rentals. At the very least, the town should charge hotel tax to all short- term rentals. The town should also increase the property tax rate on 2nd home owners and decrease the property tax rate on primary home owners. "

-Male, 35-44

"Work with Vail Resorts and local businesses to develop a plan for more employee/local housing in Vail and the Valley as a whole. "

-Female, 45-54,

"Work with local business and development companies to increase the availability of employee housing, throughout the county and not just down valley. Housing needs to increase close to Vail Village. "

-Male, 65+

"Tax second home owners with a certain amount of square footage, require them to build or pay for employee units depending on how much jobs and work that would generate. "

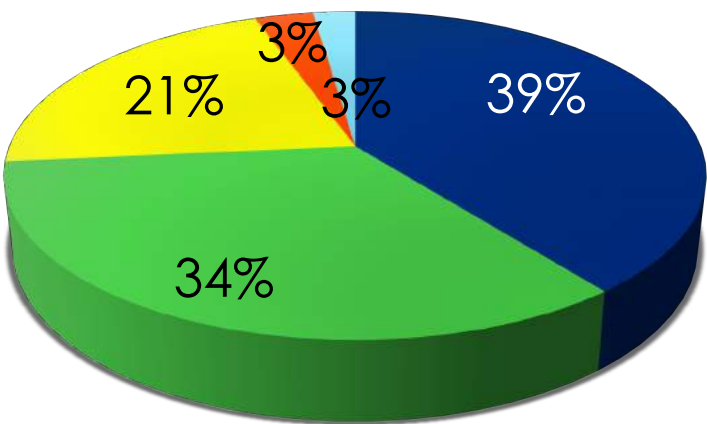
-Female, 45-54



VAIL LOCAL HOUSING AUTHORITY IMAGE RATING

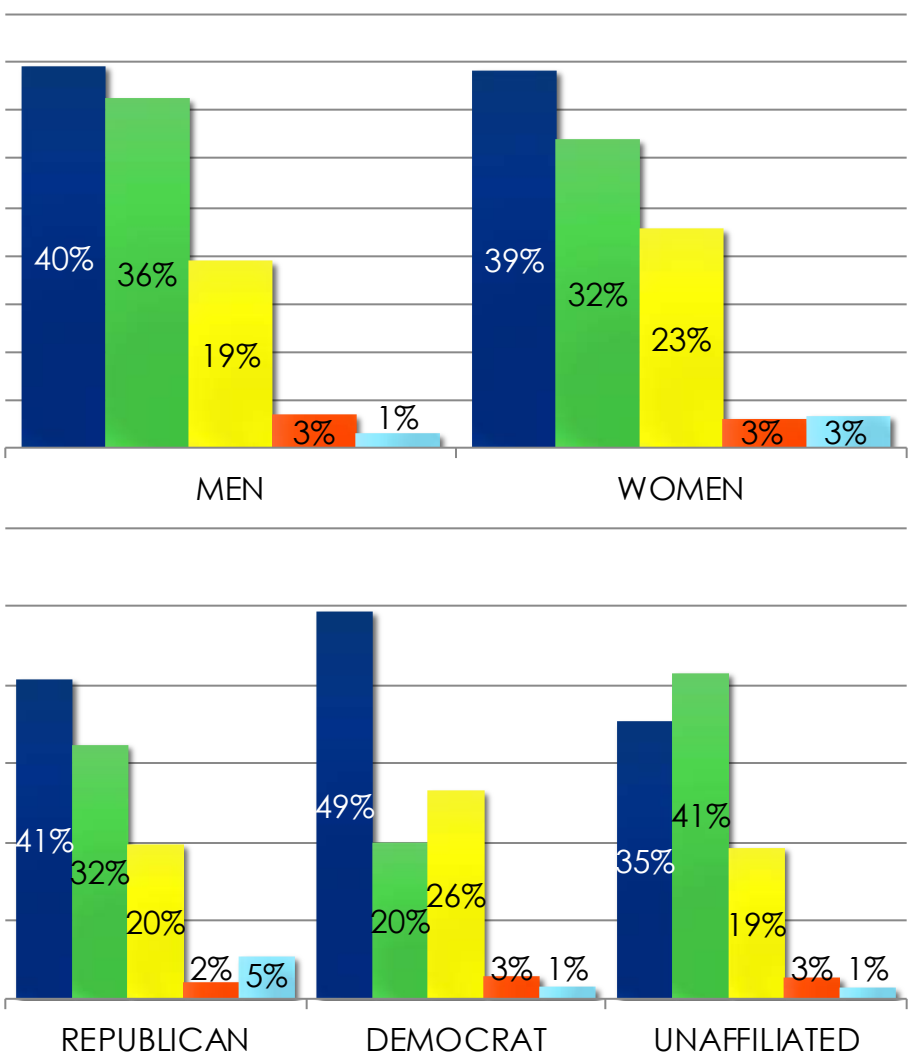


Do you have a favorable or unfavorable opinion of the Vail Local Housing Authority?

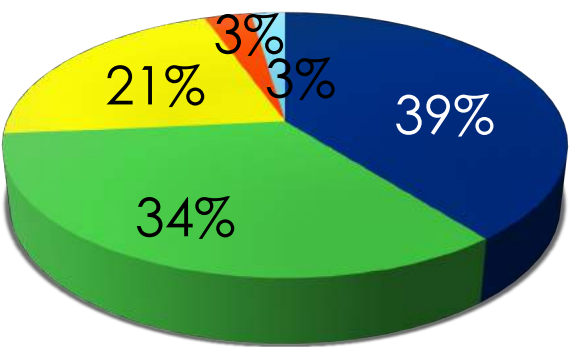


- TOTAL FAVORABLE
- TOTAL UNFAVORABLE
- HEARD OF, NO OPINION
- NEVER HEARD OF
- REFUSED

Very Favorable	11%
Somewhat Favorable	28%
Very Unfavorable	20%
Somewhat Unfavorable	14%

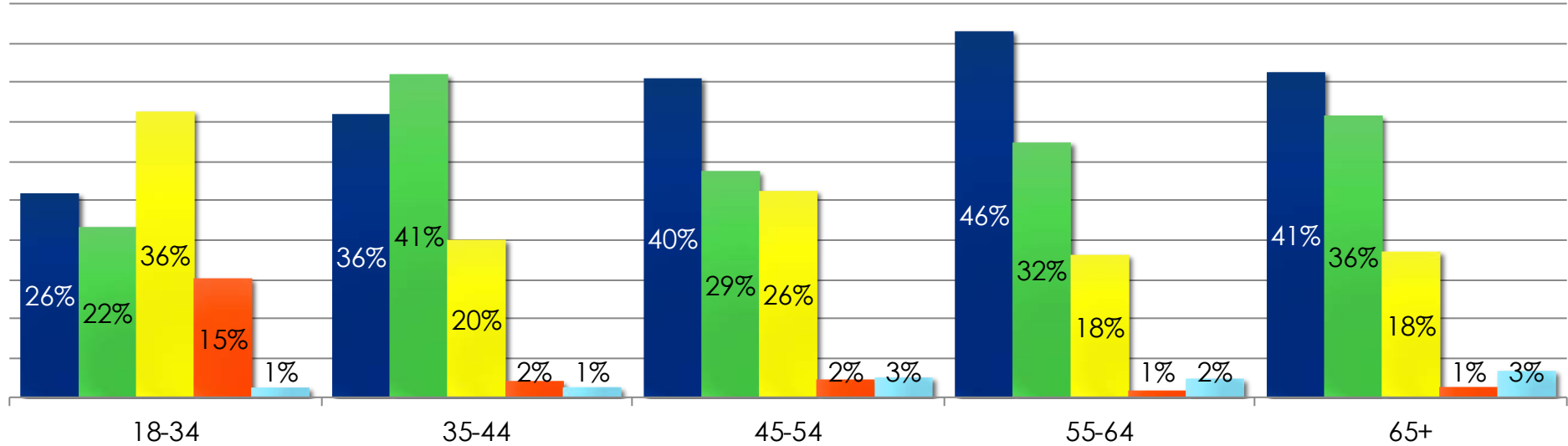


Do you have a favorable or unfavorable opinion of the Vail Local Housing Authority?



Very Favorable	11%
Somewhat Favorable	28%
Very Unfavorable	20%
Somewhat Unfavorable	14%

■ TOTAL FAVORABLE ■ TOTAL UNFAVORABLE ■ HEARD OF, NO OPINION
■ NEVER HEARD OF ■ REFUSED

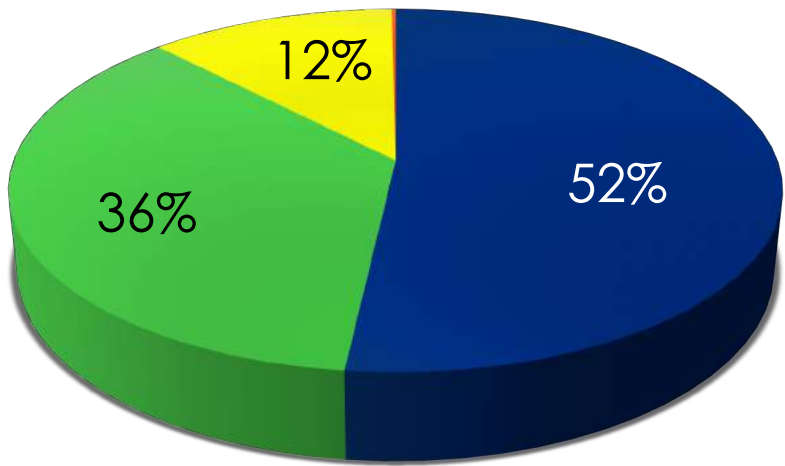




VOTER APPROVAL/DISAPPROVAL OF TOWN ACTIONS TO SECURE HOUSING

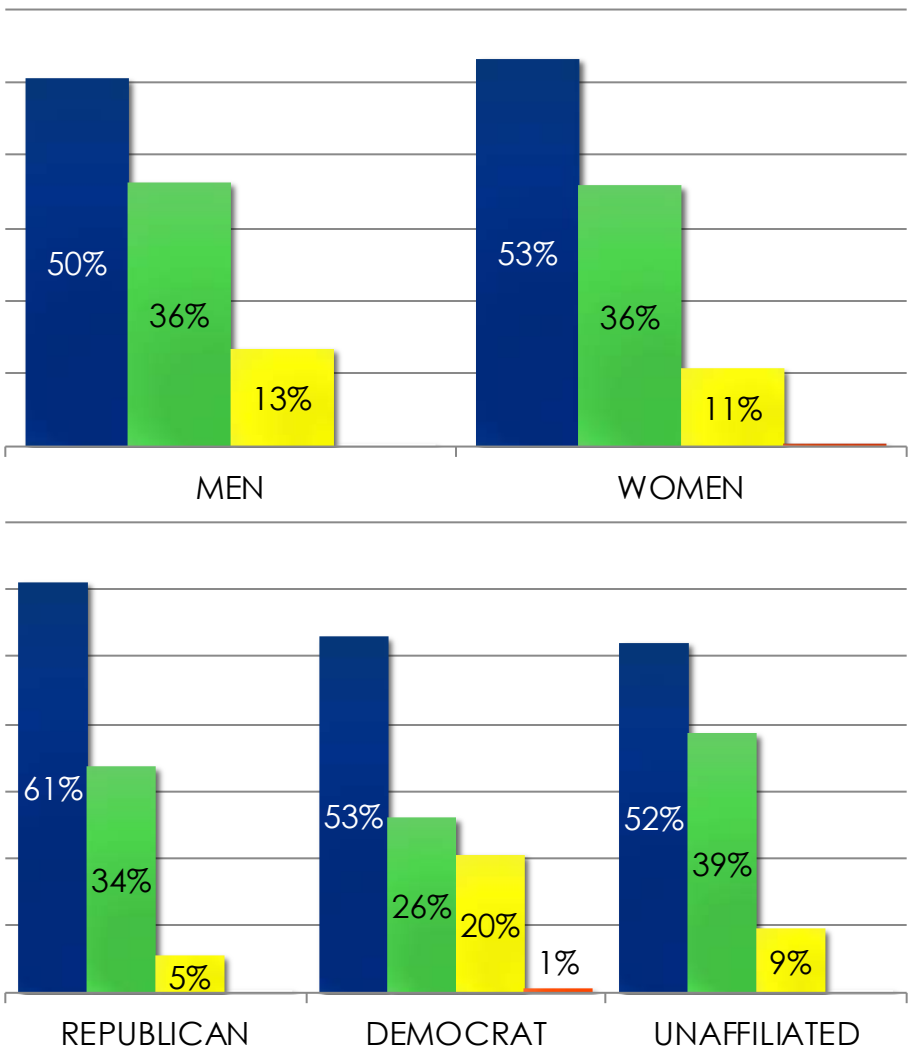


Do you approve or disapprove of the actions the Town of Vail is taking to provide and secure available homes for residents?

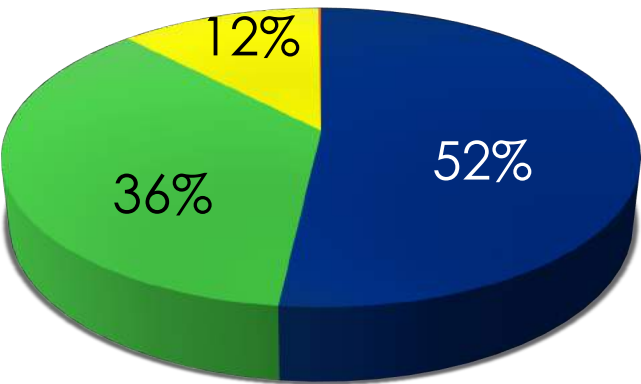


- TOTAL APPROVE
- TOTAL DISAPPROVE
- UNSURE NO OPINION
- REFUSED

Strongly Approve	15%
Somewhat Approve	37%
Strongly Disapprove	19%
Somewhat Disapprove	17%

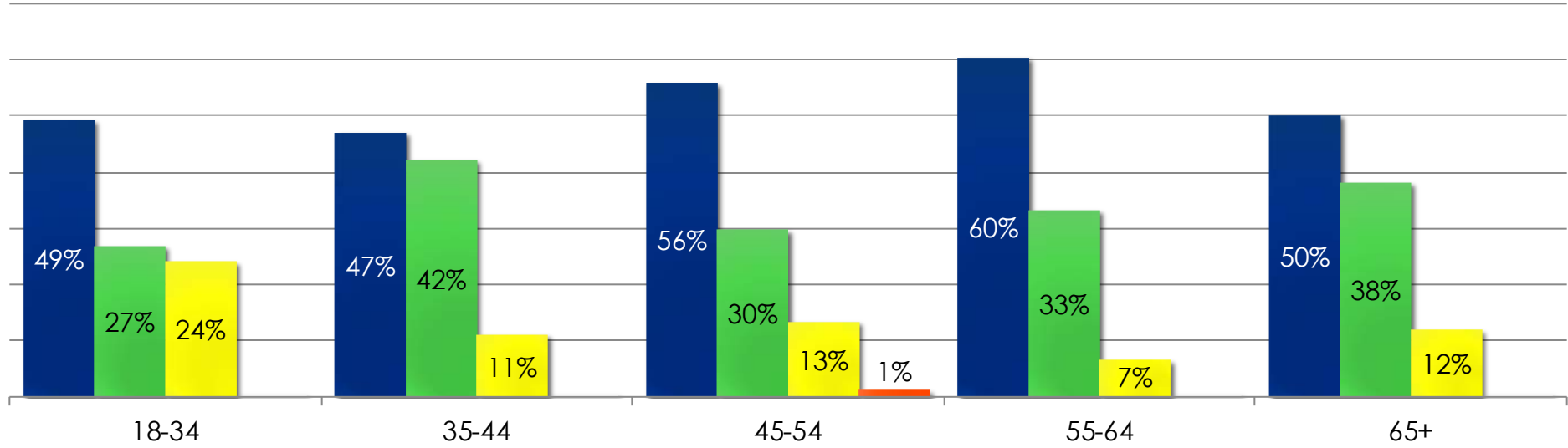


Do you approve or disapprove of the actions the Town of Vail is taking to provide and secure available homes for residents?



Strongly Approve	15%
Somewhat Approve	37%
Strongly Disapprove	19%
Somewhat Disapprove	17%

■ TOTAL APPROVE ■ TOTAL DISAPPROVE ■ UNSURE NO OPINION ■ REFUSED

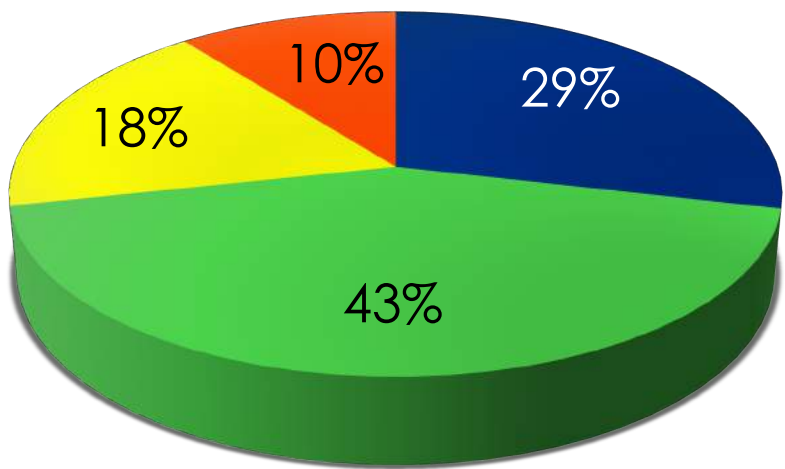




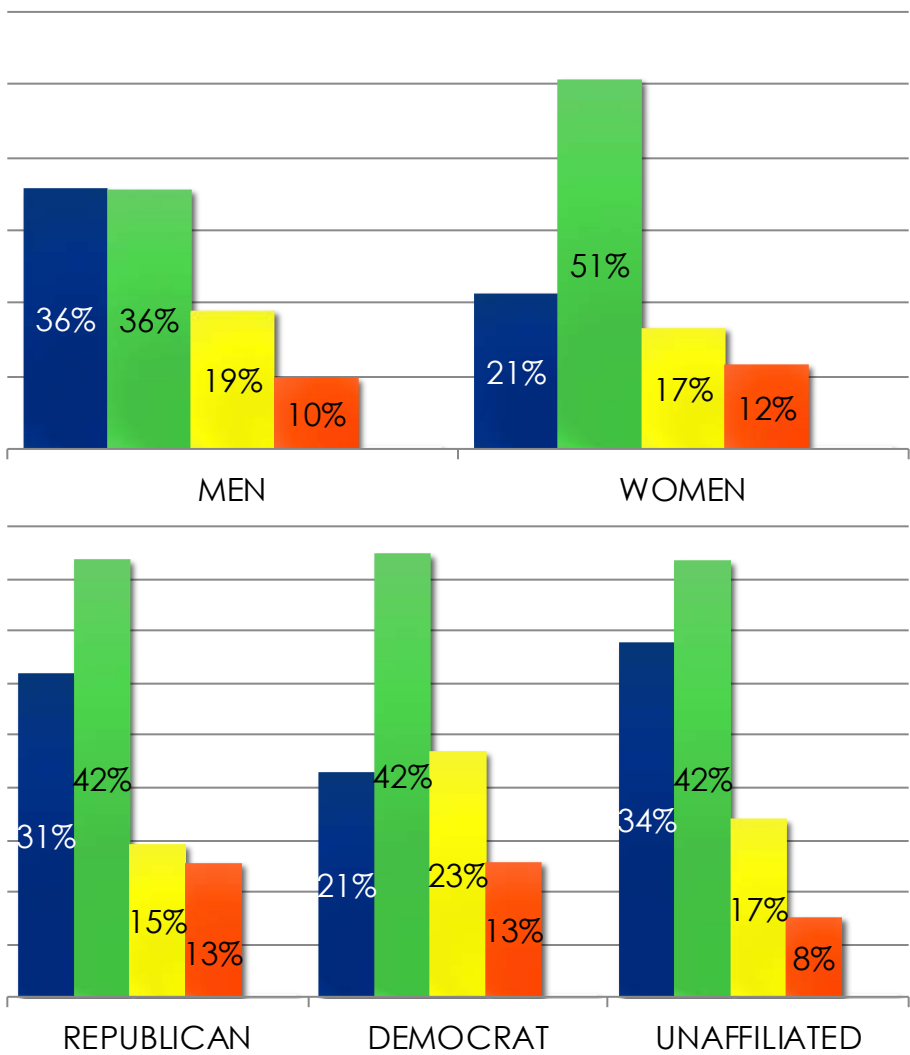
VOTER FAMILIARITY OF VAIL LOCAL HOUSING AUTHORITY'S MISSION



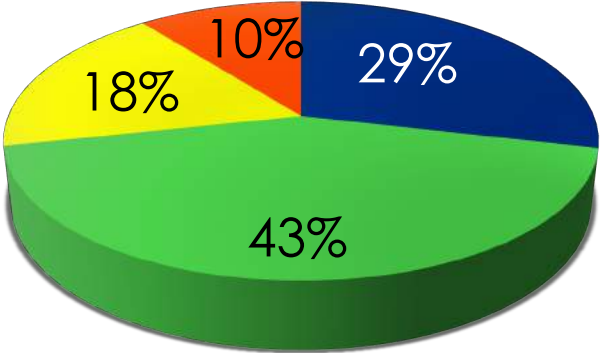
How familiar would you say you are with the mission of the Vail Local Housing Authority? Would you say you are...



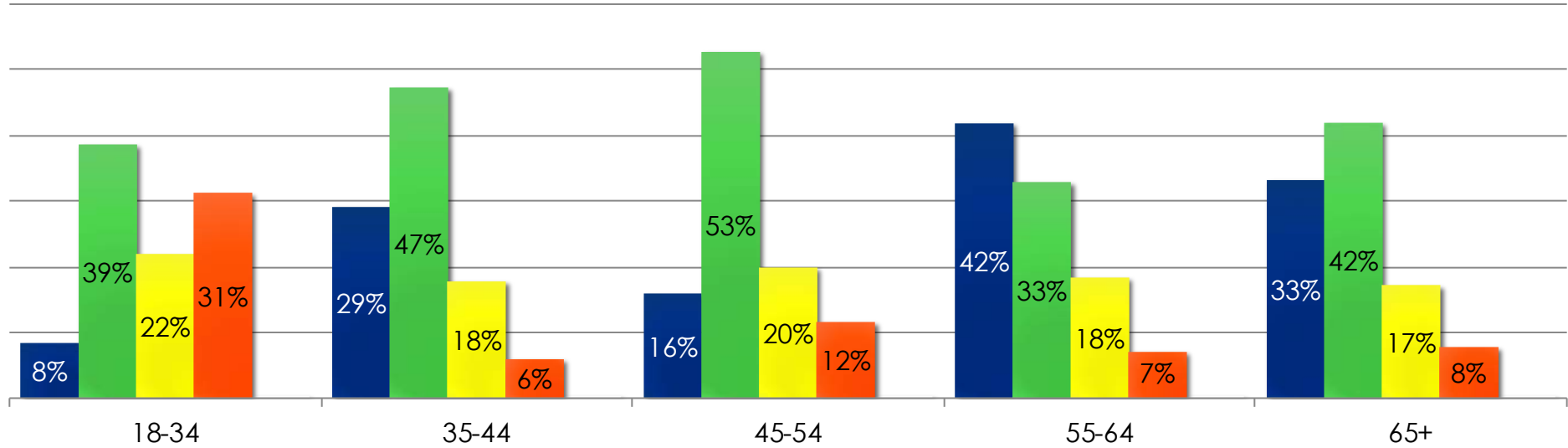
- VERY FAMILIAR
- SOMEWWHAT FAMILIAR
- NOT TOO FAMILIAR
- NOT FAMILIAR AT ALL
- REFUSED



How familiar would you say you are with the mission of the Vail Local Housing Authority? Would you say you are...



■ VERY FAMILIAR ■ SOMEWHAT FAMILIAR ■ NOT TOO FAMILIAR
■ NOT FAMILIAR AT ALL ■ REFUSED

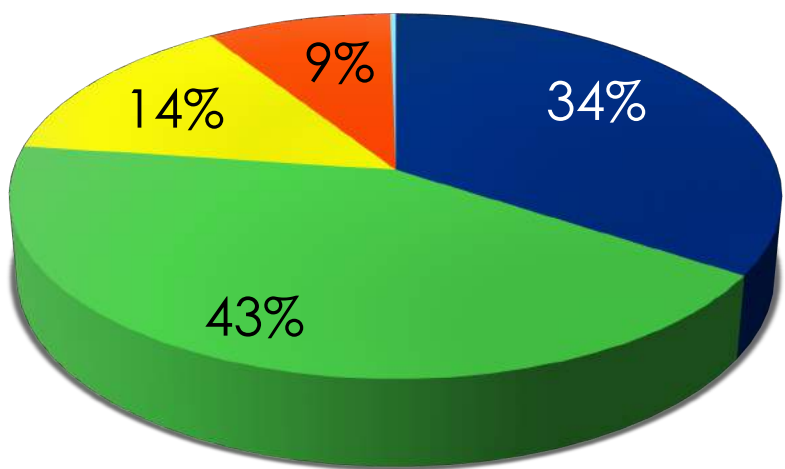




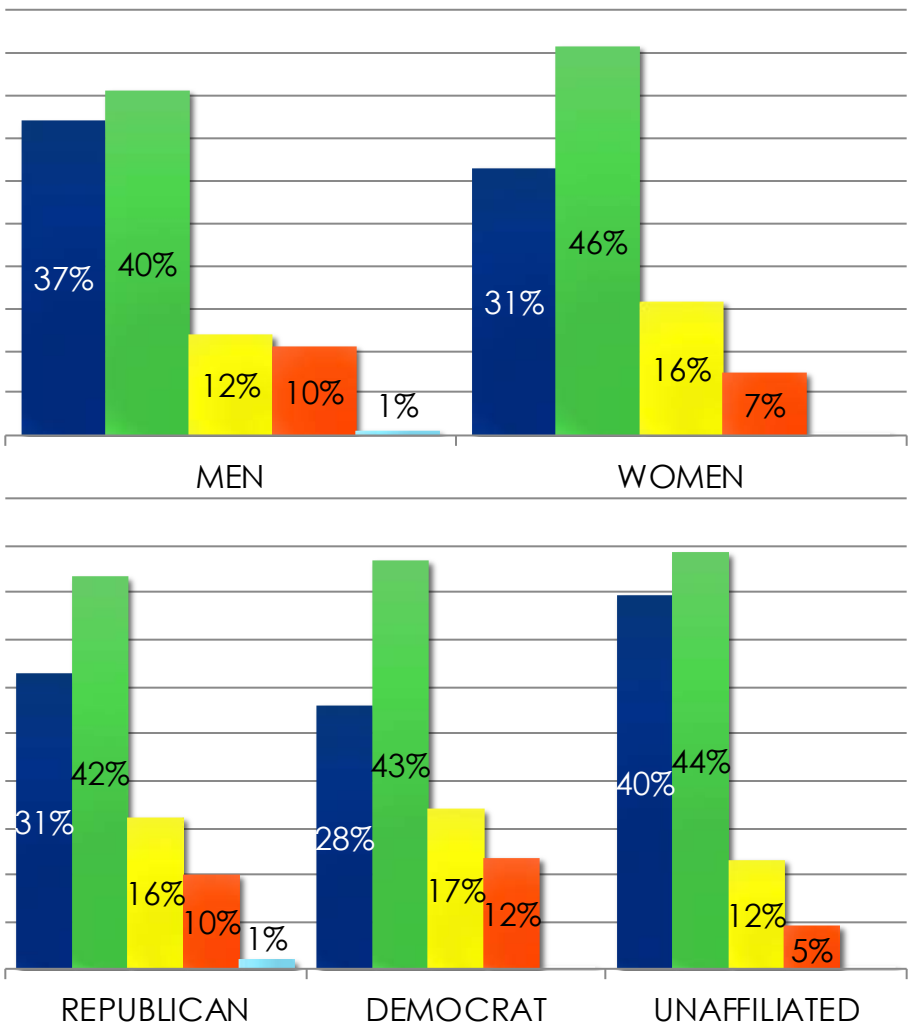
VOTER FAMILIARITY WITH TOWN OF VAIL'S HOUSING MISSION



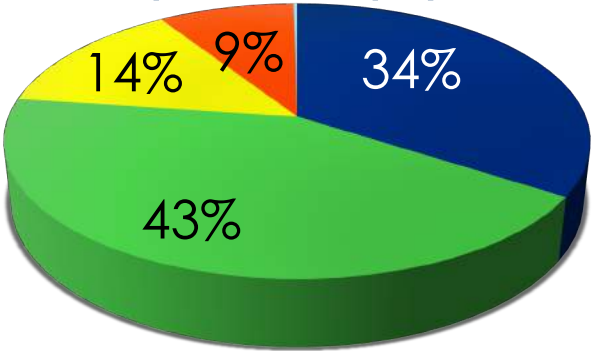
How familiar would you say you are with the Town of Vail's mission of providing and securing homes for residents? Would you say you are...



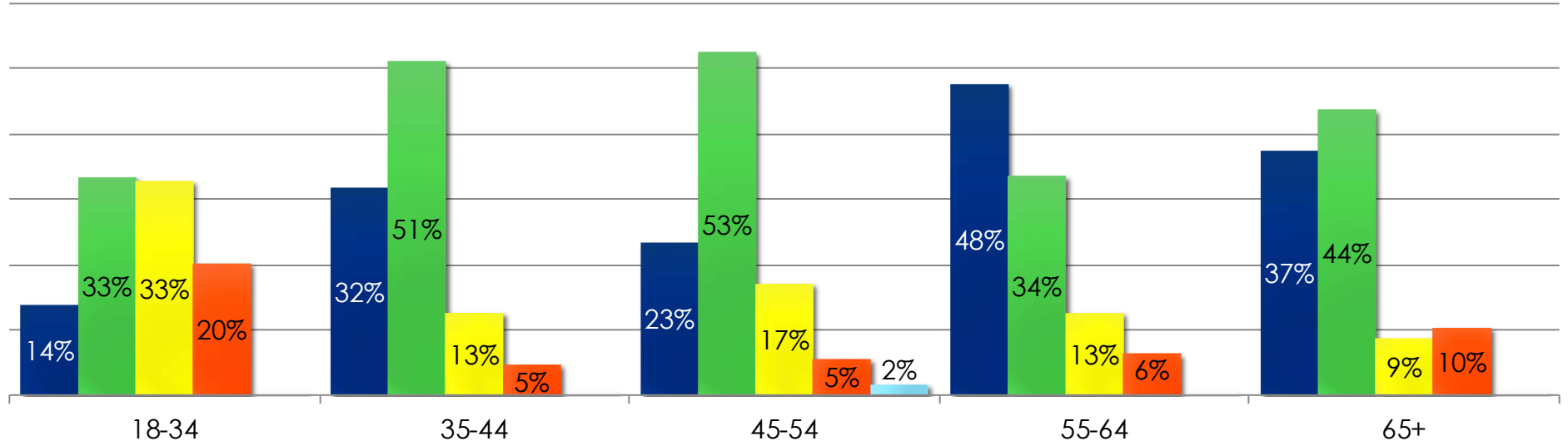
- VERY FAMILIAR
- SOMEWHAT FAMILIAR
- NOT TOO FAMILIAR
- NOT FAMILIAR AT ALL
- REFUSED



How familiar would you say you are with the Town of Vail’s mission of providing and securing homes for residents? Would you say you are...



■ VERY FAMILIAR ■ SOMEWHAT FAMILIAR ■ NOT TOO FAMILIAR
■ NOT FAMILIAR AT ALL ■ REFUSED





VOTER OPINION OF WHAT A DEED RESTRICTED HOME IS



In your own words, being as descriptive as possible, please tell me what you think a “deed-restricted” home is.

Top Issues
Accurate Understanding
Owners Being Limited with the Property

"It is housing that can only be sold or leased to a full time Eagle County employee and may include limits on yearly appreciation. "
-Female, 65+

"It is a home that is only allowed to be appreciated by a controlled small amount each year. "
-Female, 65+

"A home that can be on the free market but isn't because it has been "deed-restricted" in order to temper the price and keep it as "affordable" as it can be for those living and working in the Town of Vail. "
-Male, 35-44

"A home to be purchased at a lower sales cost or with incentives (like down payment assistance) that can then only be sold with a certain percentage profit and maybe only to a full-time resident. "
-Male, 18-34

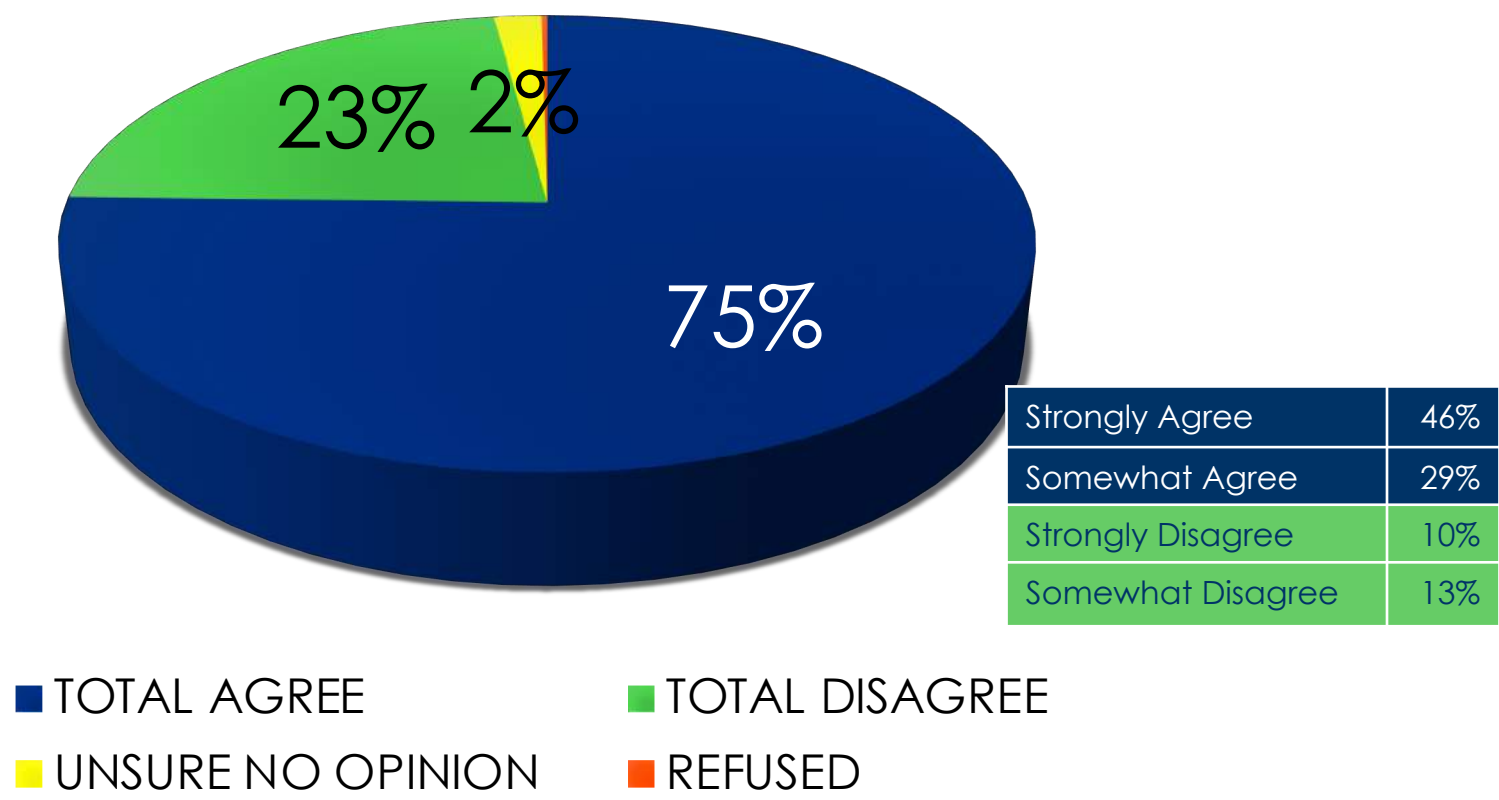
"The community does not allow the property owner to do anything they want with it or rent to whomever they want. "
-Female, 45-54

Town of Vail Efforts to Maintain Deed Restricted Homes

As you may know, a resident-occupied, deed-restricted home limits the occupancy of the residence to a number of people that make the home their primary residence and are employed a minimum of 30 hours per week on an annual basis at a business located within Eagle County.

Understanding what a deed-restricted home is, do you agree or disagree with the viewpoint that local governments in mountain resort communities like the Town of Vail should make reasonable efforts to maintain and increase the supply of available resident-occupied, deed-restricted homes for residents?

Understanding what a deed-restricted home is, do you agree or disagree with the viewpoint that local governments in mountain resort communities like the Town of Vail should make reasonable efforts to maintain and increase the supply of available resident-occupied, deed-restricted homes for residents?



In your own words being as descriptive as possible, please tell me why you agree with the viewpoint that local governments in mountain resort communities should make reasonable efforts to maintain and increase the supply of available deed-restricted homes for residents.

Top Issues
Concern and Sympathy for Workforce
Fundamental Requirement
Need for Better Pay – Higher Wages

"Because otherwise there won't be anyone living here who also works in their community. The town will suffer for it if it becomes untenable to raise a family here."
-Female, 18-34

"It's hard to find good employees. Creating more housing allows for our growing town to help employ our businesses. "
-Female, 35-44

"Too much of our housing is second homes owned by non-residents who rent at inflated levels. "
-Male, 65+

"It is hard to find affordable housing for typical residents of that area. The fact that they offer deed-restricted housing for people in that area who aren't millionaires is important. "
-Female, 35-44

"The town and community are built around our mountain. The town and resort have a duty to help people that work hard to keep everything moving. How can we not help those people? Hard workers are being forced down valley because the wages cannot support living in this town."
-Male, 18-34

"Without affordable housing we will not have employees to keep our businesses running. We strive for a high level of customer service in Vail as we are a first-class resort. Without deed restricted homes the second homeowners will purchase all available and affordable options. "
-Female, 55-64

"We need workers in jobs that do not necessarily pay well. Vail is an expensive community. Deed-restricted housing would help to reduce our problems in this regard."
-Male, 65+

In your own words being as descriptive as possible, please tell me why you disagree with the viewpoint that local governments in mountain resort communities should make reasonable efforts to maintain and increase the supply of available deed-restricted homes for residents.

Top Issues
Local Employers Should Pay More
Deed-Restricted Housing Reduces Property Values
Responsibility of Local Business

"Deed-restricted properties are impacting the value of other units in complexes that often end up staying on the market much longer, again impacting the sales of non-deed restricted properties. Given deed-restricted properties can still be quite pricey, for example over \$600K for a 2-3BR in Vail, this price point is still very difficult for a new home buyer or lower economic bracket which keeps it on the market longer and is not serving the purpose it was meant to serve but does end up hurting the non-deed restricted properties."

-Female, 45-54

"The town of Vail should not be engaging it's municipality in buying and selling real estate. It should be done by professional real estate people and developers. It is in conflict with their fiduciary duty to the citizens."

-Male, 65+

"Because the town then ramrods these projects into neighborhoods where they may not be suitable; size or density-wise. It is time for private business to pay a living wage for their circumstances. Or, at least assist their employees with transportation."

-Male, 65+

"Vail Health and Vail Resorts should be paying the bulk of the cost of providing more deed-restricted housing. The Town of Vail can be a partner but should not should majority of the financial burden."

-Female, 55-64

"Deed-restriction robs the owner of the opportunity to gain property value. Being stuck in a lower valued property would decrease incentive to maintain the property. As years pass the deed restricted homes will look out of place and potentially bring the town down."

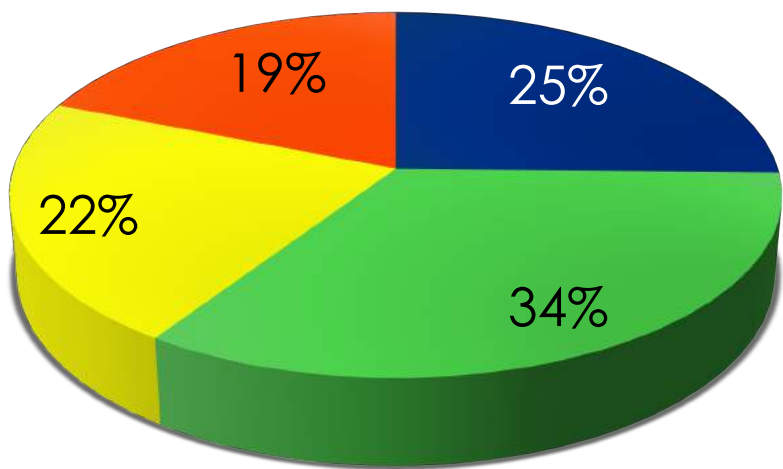
-Female, 45-54



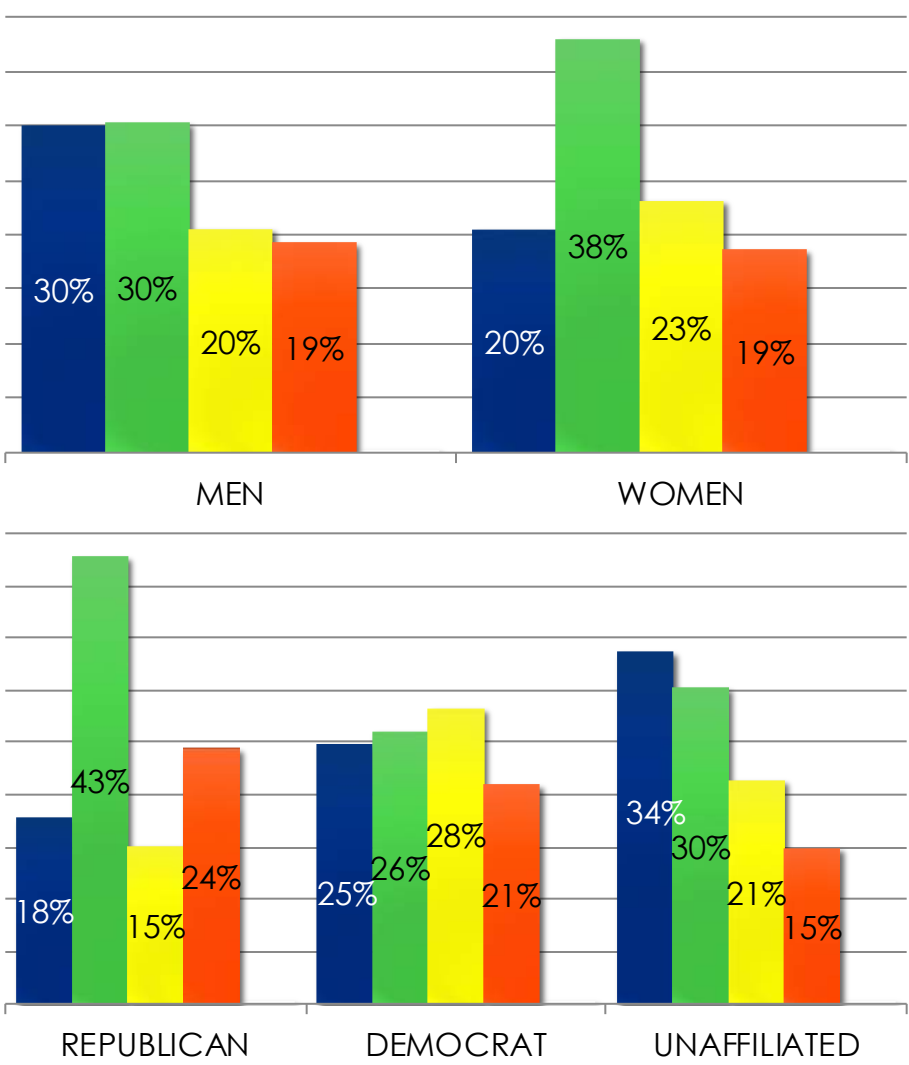
VOTER FAMILIARITY WITH THE VAIL INDEED HOUSING PROGRAM



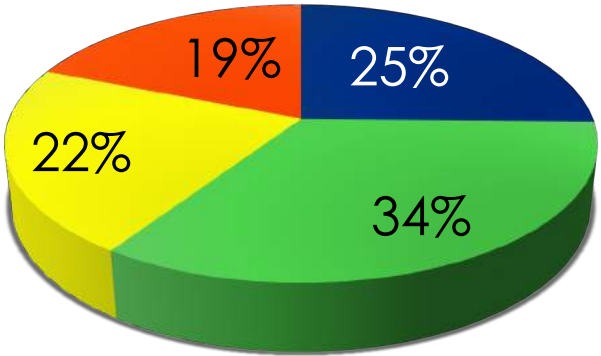
How familiar are you with “Vail InDEED”, the deed-restriction purchase program that is managed by the Vail Local Housing Authority? Would you say you are...



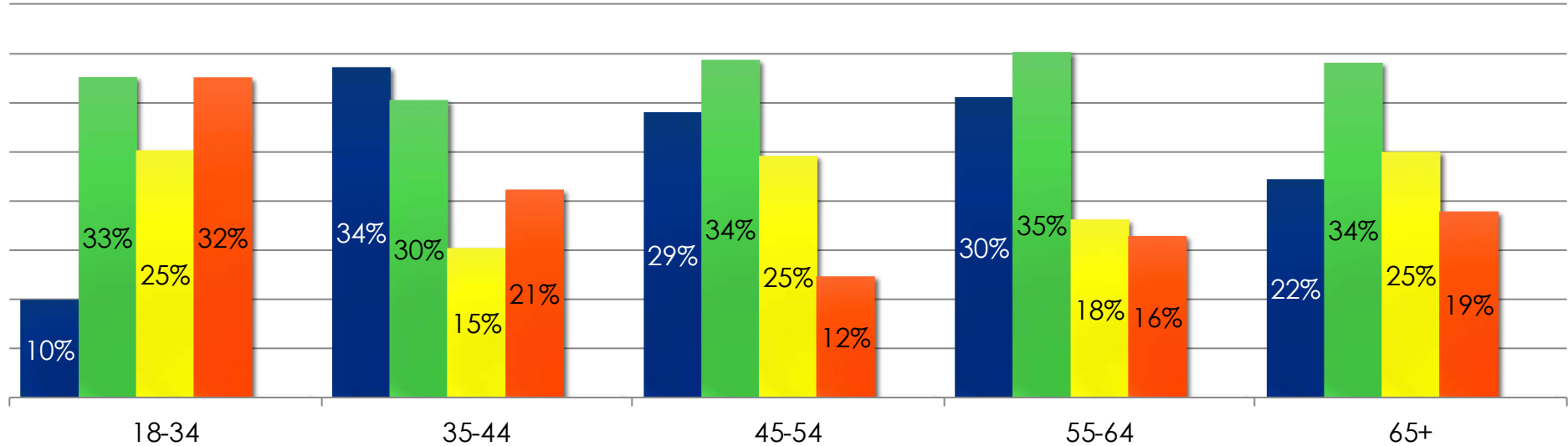
- VERY FAMILIAR
- SOMEWHAT FAMILIAR
- NOT TOO FAMILIAR
- NOT FAMILIAR AT ALL
- REFUSED



How familiar are you with “Vail InDEED”, the deed-restriction purchase program that is managed by the Vail Local Housing Authority? Would you say you are...



■ VERY FAMILIAR ■ SOMEWHAT FAMILIAR ■ NOT TOO FAMILIAR
■ NOT FAMILIAR AT ALL ■ REFUSED

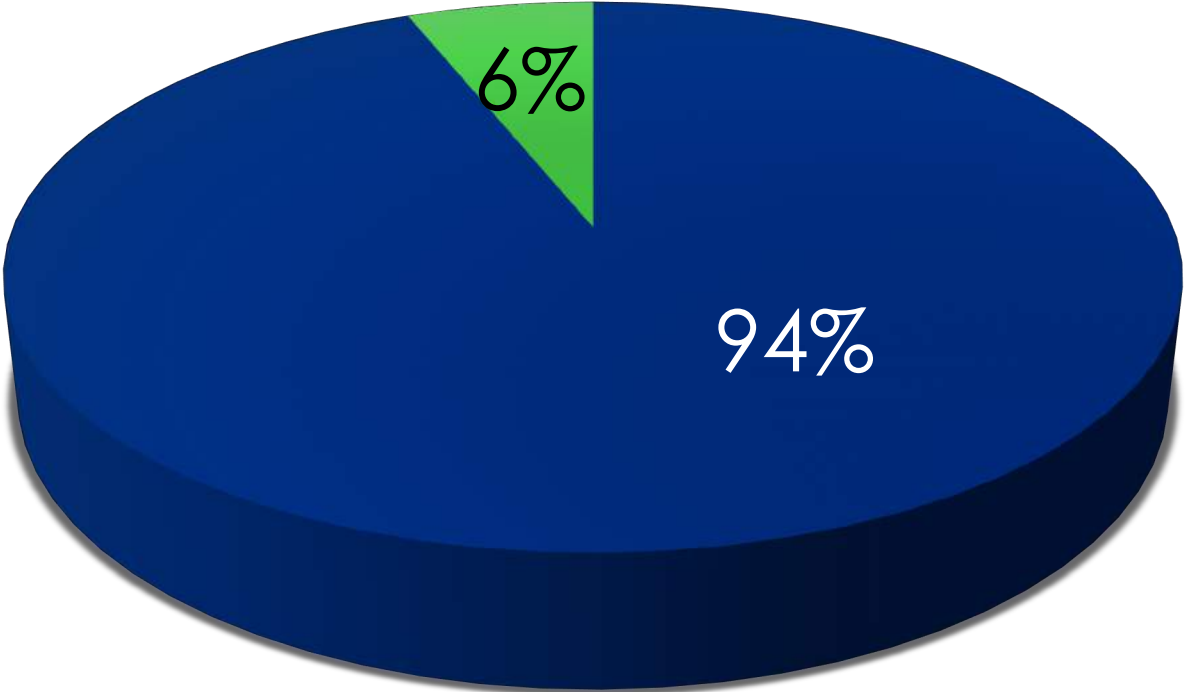




VOTER AWARENESS OF TOWN'S INVOLVEMENT WITH CHAMONIX AND 6 WEST APARTMENTS

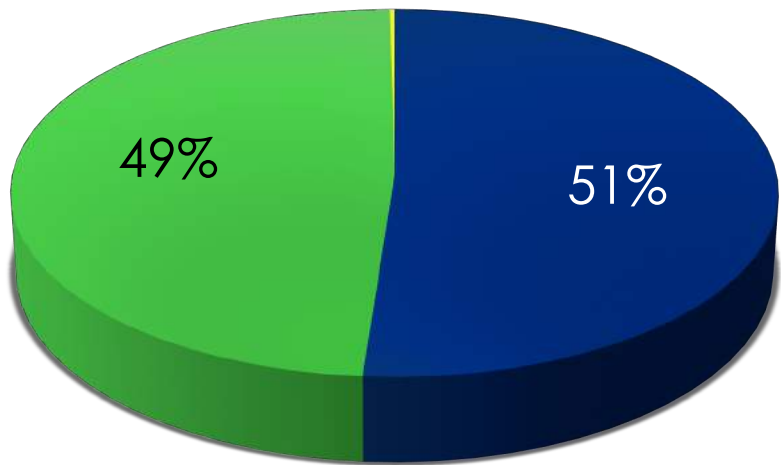


Are you aware the Town of Vail sponsored and developed the deed-restricted community Chamonix Vail Neighborhood?

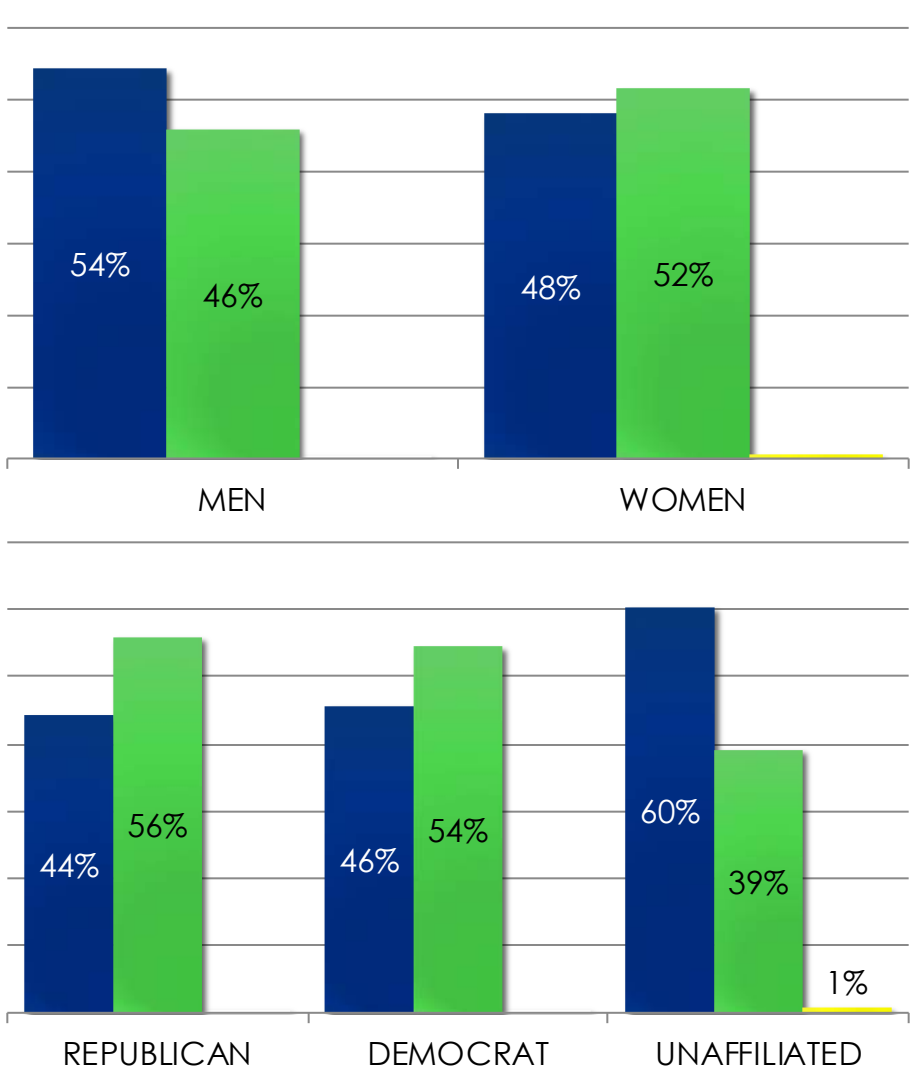


■ YES ■ NO ■ REFUSED

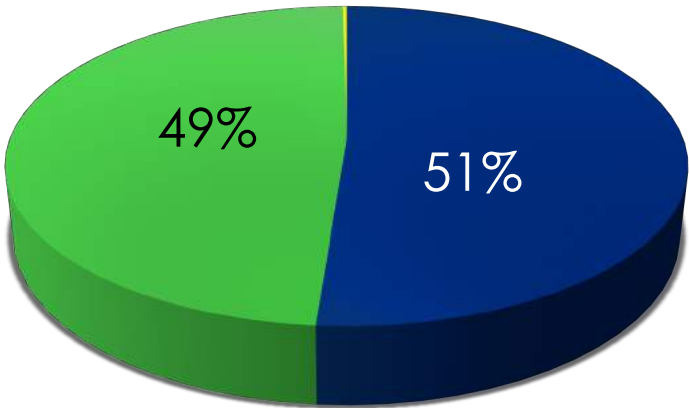
Are you aware the Town of Vail purchased deed-restrictions at the 6 West Apartments in Edwards that grants leasing preference to people employed in the Town of Vail?



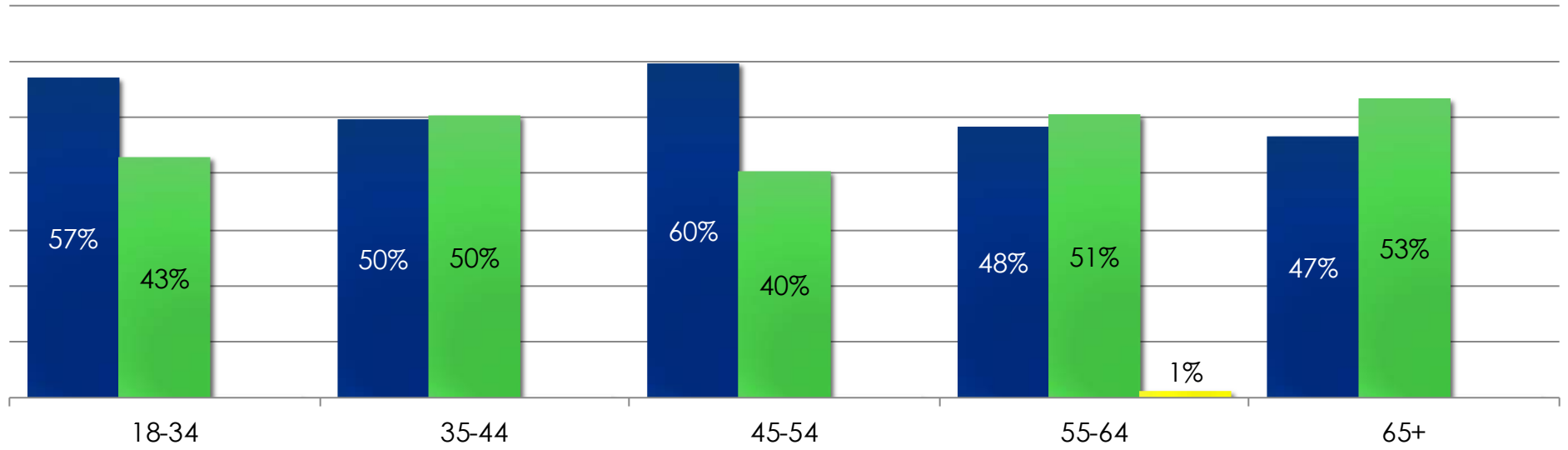
■ YES ■ NO ■ REFUSED



Are you aware the Town of Vail purchased deed-restrictions at the 6 West Apartments in Edwards that grants leasing preference to people employed in the Town of Vail?



■ YES ■ NO ■ REFUSED





VOTER OPINION OF VAIL LOCAL HOUSING AUTHORITY'S MISSION



Opinion of Vail Local Housing Authority

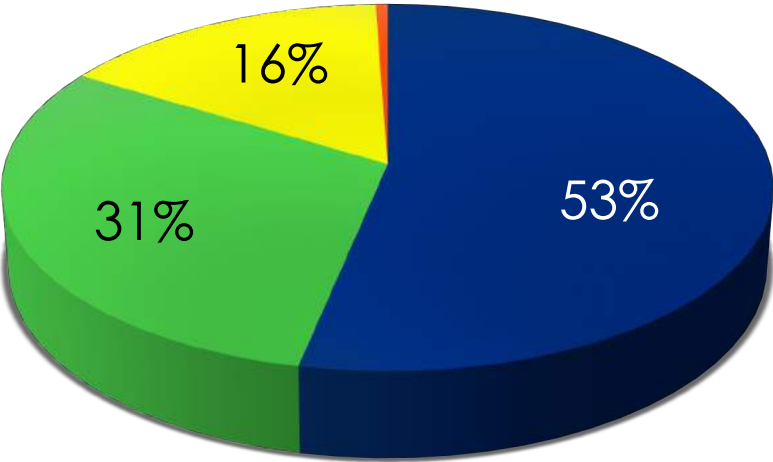
Mission

The mission of the Town of Vail and the Vail Local Housing Authority is to maintain and increase the supply of resident-occupied, deed-restricted homes for residents through the acquisition of deed restrictions. They do this with the goal of maintaining and sustaining community in Vail.

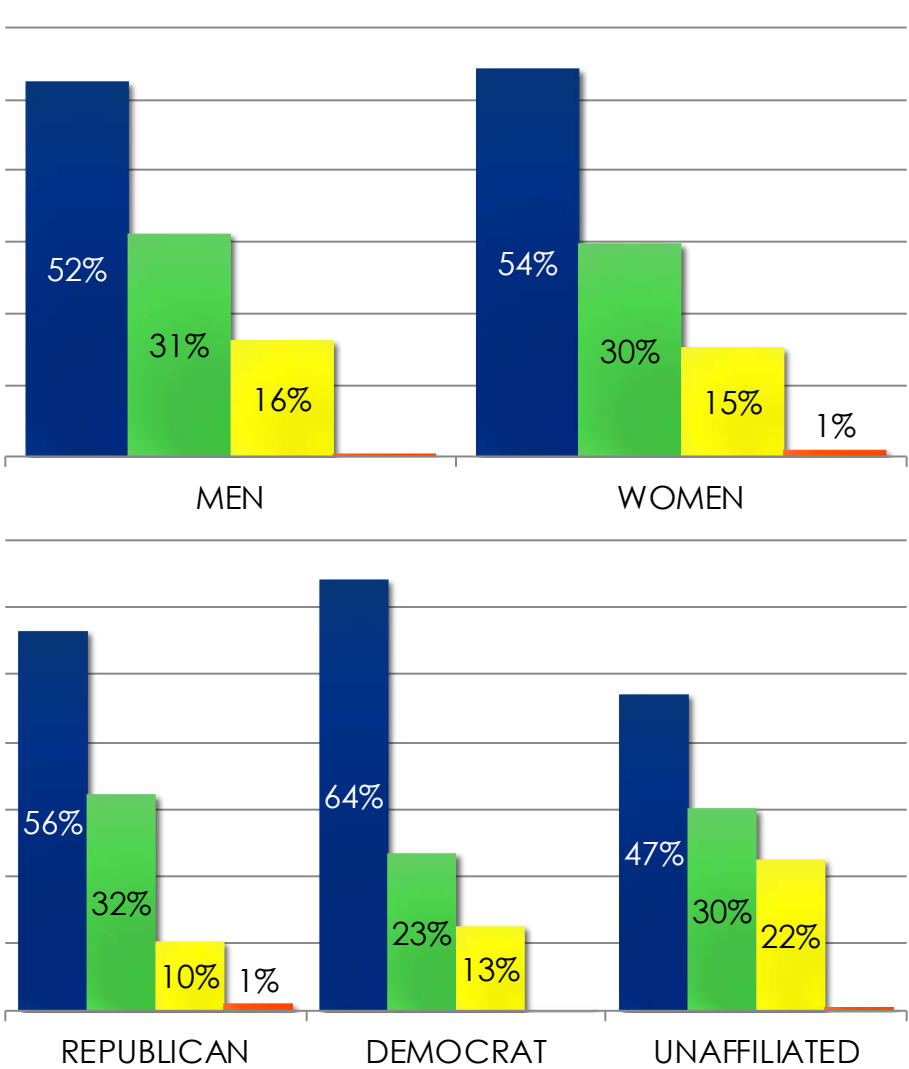
To advance their mission, they apply an “all of the above” approach to identifying, acquiring and building future deed-restricted homes. This is done by researching and pursuing public-private partnerships, strategic initiatives, innovative programs and collaboration within the community. Recent examples of approaches taken to achieve their mission include Chamonix Vail Neighborhood, Vail InDEEd and 6 West Apartments.

Understanding their mission, do you think the Town of Vail and the Vail Local Housing Authority is headed in the right direction in working towards their mission or do you feel they are off on the wrong track?

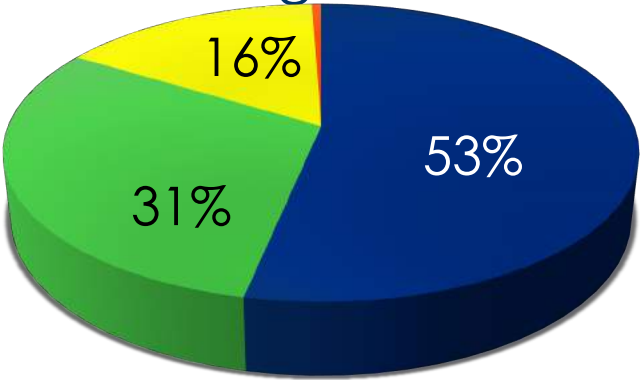
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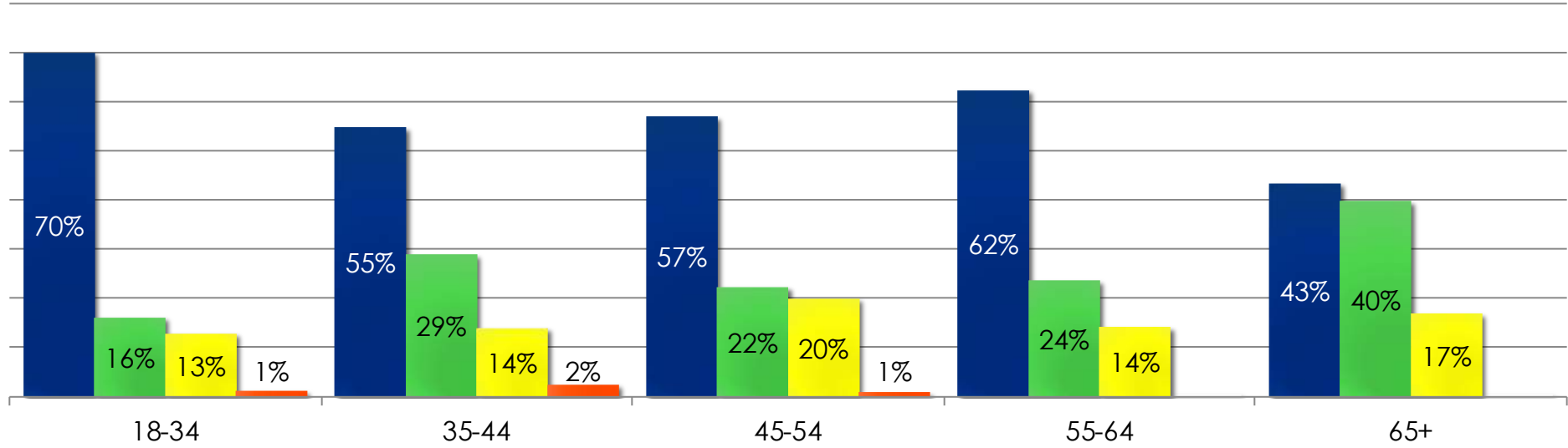
- RIGHT DIRECTION
- WRONG TRACK
- UNSURE NO OPINION
- REFUSED



Understanding their mission, do you think the Town of Vail and the Vail Local Housing Authority is headed in the right direction in working towards their mission or do you feel they are off on the wrong track?



■ RIGHT DIRECTION ■ WRONG TRACK ■ UNSURE NO OPINION ■ REFUSED





VOTER OPINION SUPPORT OF TAX INCREASE FOR VAIL LOCAL HOUSING AUTHORITY

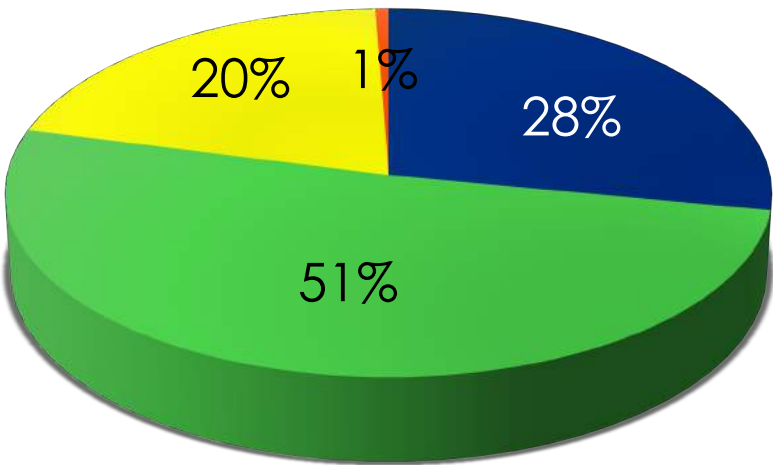


Voter Opinion of Tax Increases to Fund Vail Local Housing Authority

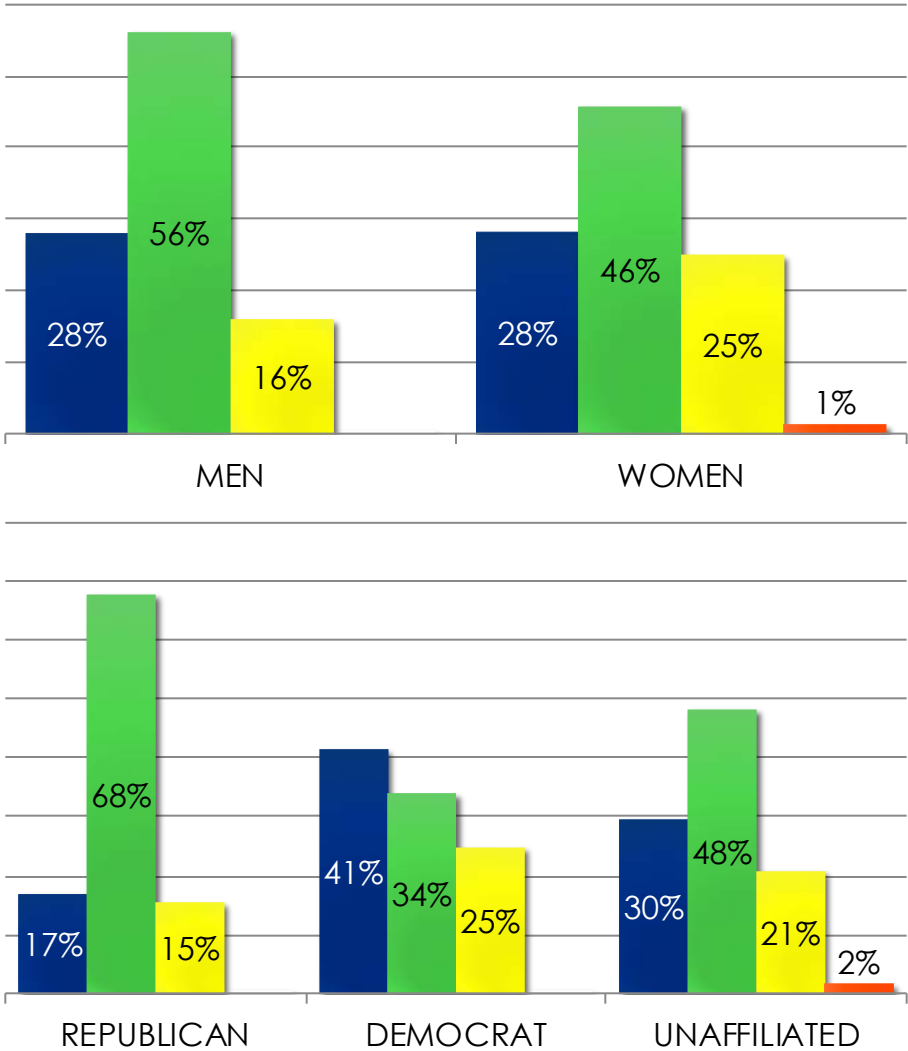
The Vail Local Housing Authority, working at the direction of the Vail Town Council, is just beginning to have discussions with the community to listen, learn and understand what voters think of a possible sales or property tax increase to fund the housing authority's mission.

Knowing this, are you willing to support a sales or property tax increase to fund the Town of Vail and the Vail Local Housing Authority's mission of maintaining and increasing the supply of resident-occupied, deed-restricted homes for residents?

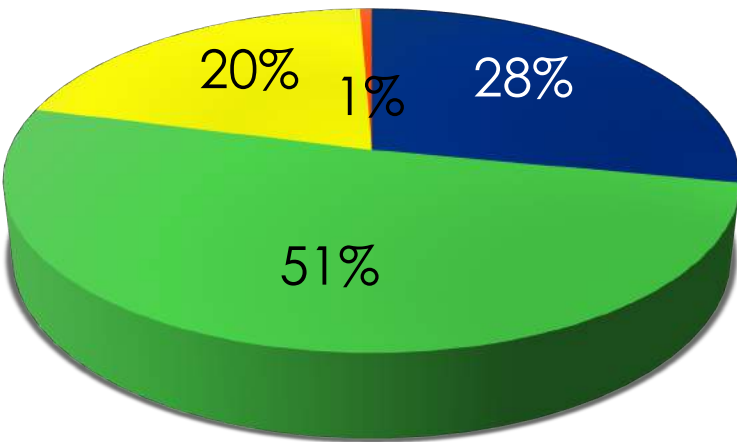
Knowing this, are you willing to support a sales or property tax increase to fund the Town of Vail and the Vail Local Housing Authority's mission of maintaining and increasing the supply of resident-occupied, deed-restricted homes for residents?



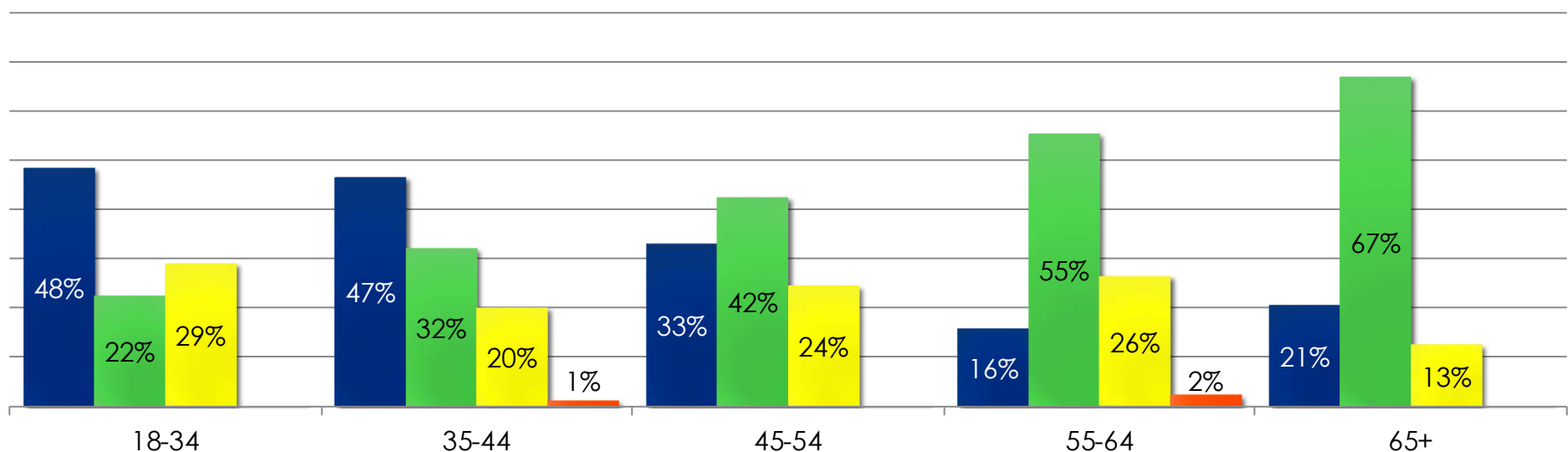
■ YES ■ NO ■ UNSURE ■ REFUSED



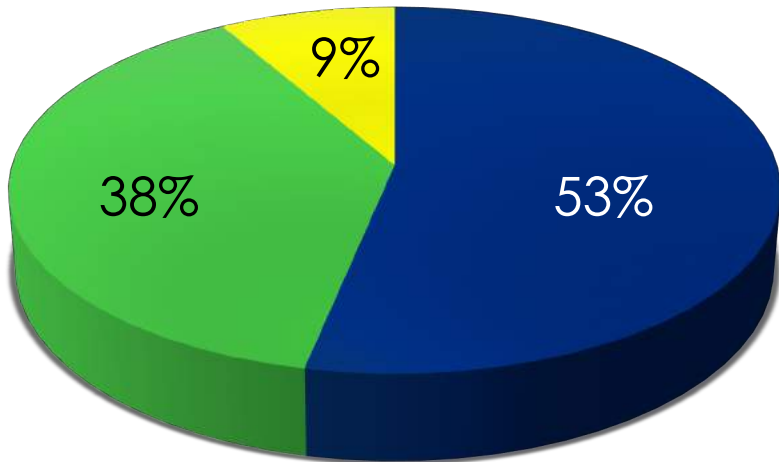
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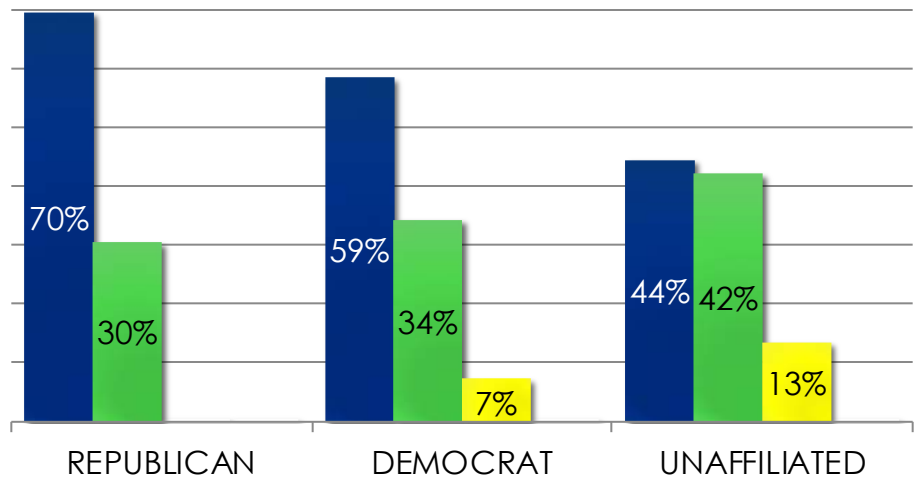
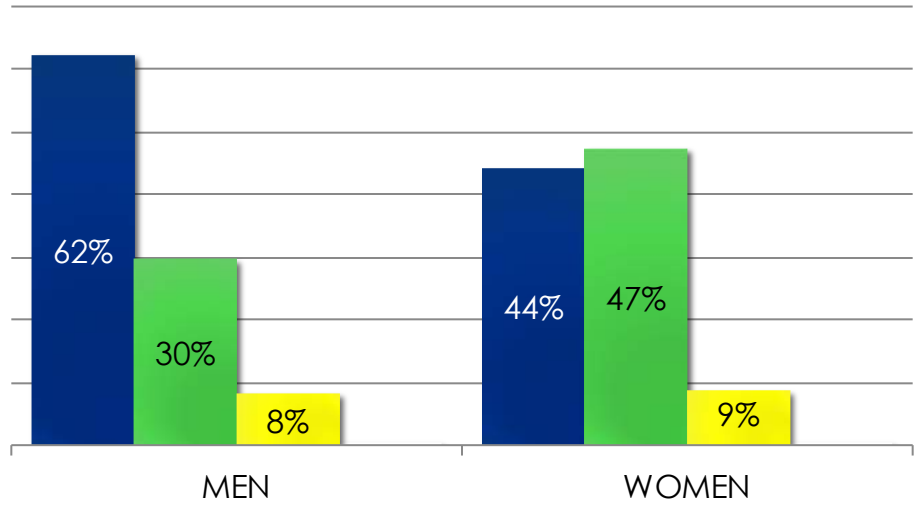
■ YES ■ NO ■ UNSURE ■ REFUSED



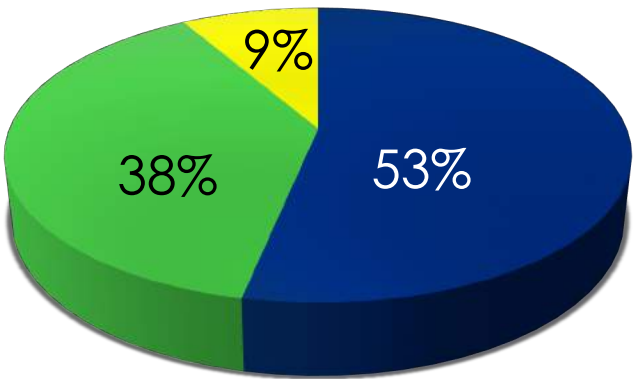
And would you prefer the tax to fund an increase in the supply of available homes for residents to be a sales tax or a property tax?
(Asked only to 112 respondents that would consider a tax increase, MoE +/- 9.1%)



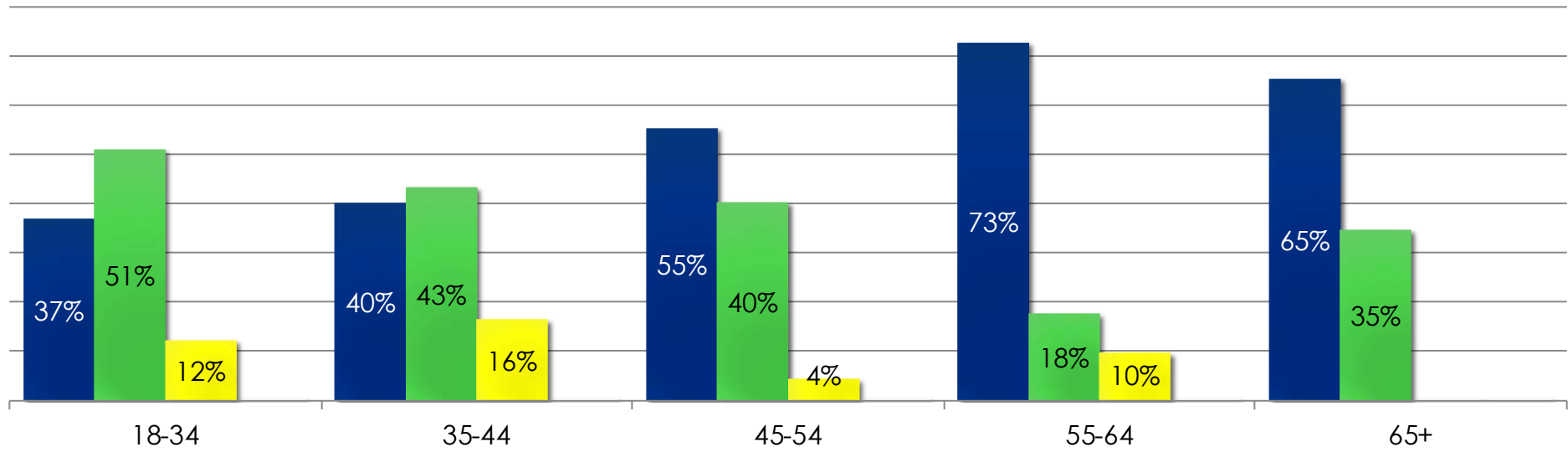
- SALES TAX
- PROPERTY TAX
- UNSURE UNDECIDED
- REFUSED



And would you prefer the tax to fund an increase in the supply of available homes for residents to be a sales tax or a property tax? (Asked only to 112 respondents that would consider a tax increase, MoE +/- 9.1%)



■ SALES TAX ■ PROPERTY TAX ■ UNSURE UNDECIDED ■ REFUSED



In your own words, please tell me why you would support a **sales tax** rather than a property tax.

Top Issues
Takes Away the Burden of Just Property Owners
Makes the Tourists Pay As Well

"A couple of reasons. 1. I think you may have a very difficult time getting people to vote in favor of a property tax, particularly in light of the newest round of assessments that just came out. 2. I think that it is important not only for our residents but also visitors to buy into the idea that housing is infrastructure."

-Female, 45-54

"The increase in property taxes further burdens the local worker living in Vail which is already a strain for most financially. A sales tax puts that cost/burden more on the tourist than the local which seems more appropriate."

-Female, 65+

"Sales tax will capture all the visitors who come to the valley, which is why everything is so expensive in this county."

-Female, 45-54

"I think a sales tax would encourage our community to buy local, knowing where that extra tax is going. It would also allow us to benefit from Vail's tourism. Peoples vacations depend on the employees in Vail."

-Male, 18-34

"The primary beneficiary of affordable housing is the tourism industry serving our visitors. These visitors should contribute to the expense of house the people serving them. It will be a smaller amount spread among more people."

-Male, 45-54

In your own words, please tell me why you would support a **property tax** rather than a sales tax.

"Sales taxes are already very high. Property taxes bring income to the second homeowners."

-Female, 35-44

"Would tax commercial and second home owners. Could exempt full time residents employed in Eagle County."

-Female, 65+

"It's more reasonable to me."

-Female, 35-44

Top Issues

Tax Only Those with Second Homes

Personal Preference

"Leave the locals alone and tax the owners of empty, unrented homes. I support a property tax on homes that sit empty."

-Female, 45-54

"I believe part of the root of the problem is second and third homeowners who have relatively low property taxes and aren't in town enough to contribute to the sales tax base measurably. We already tax our visitors at a ratio that is high, this is designed in my opinion in part to keep property taxes low.. most areas have a higher property tax to sales tax ratio and I believe this is the best way to improve revenues in order to improve infrastructure and subsidize housing."

-Male, 35-44, Republican

"A very large number of second homes exists in the area, especially Vail. The fact that those homes are vacant most of the time has contributed to the housing crisis we now face. As a homeowner, I'm willing to pay my share to help make Vail more sustainable for the long term."

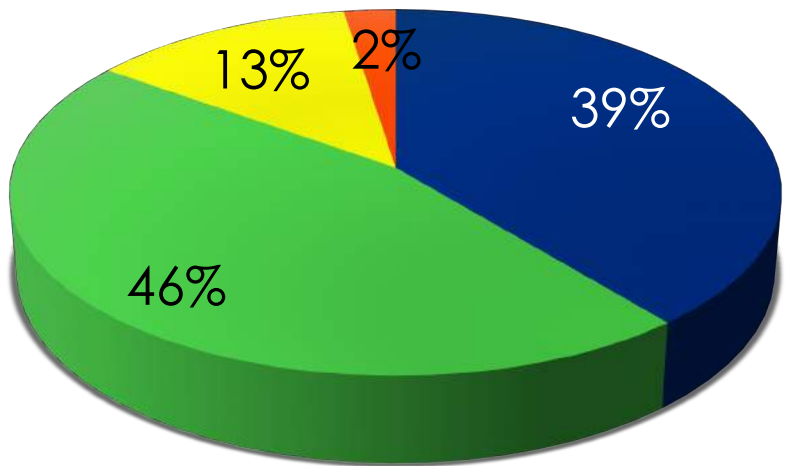
-Male, 45-54



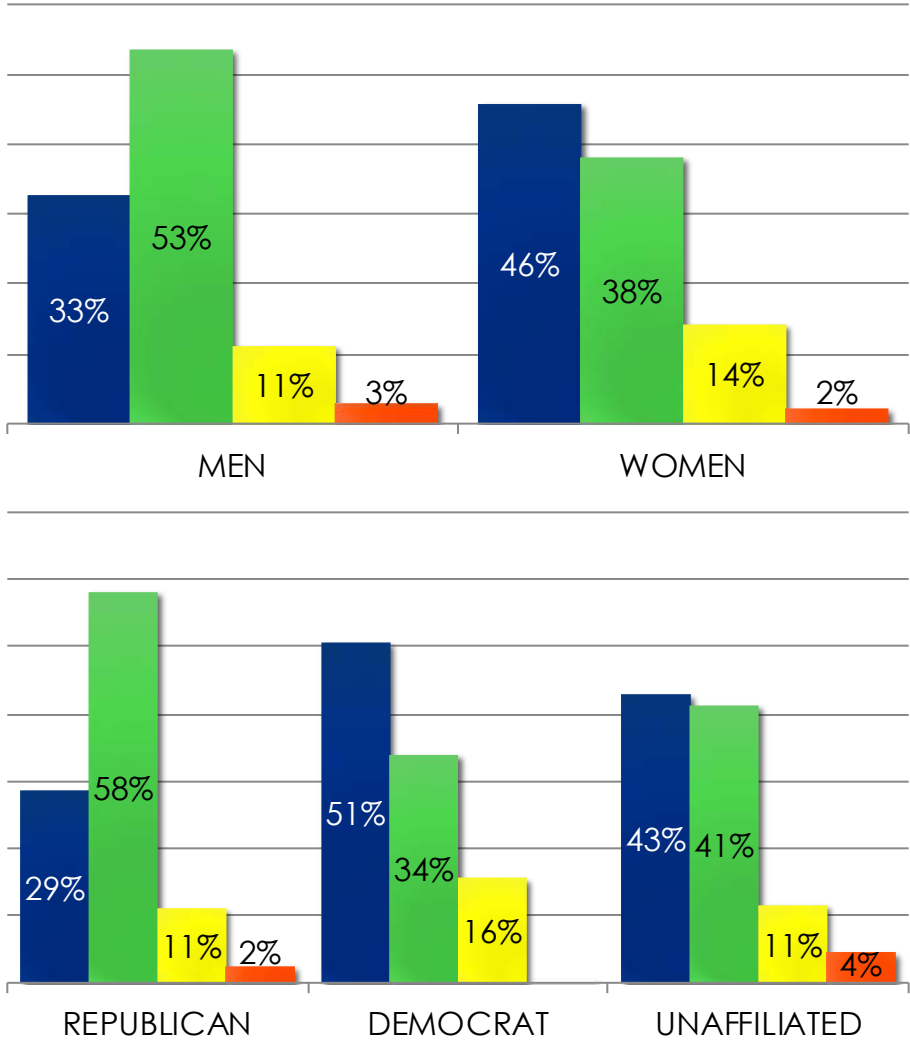
VOTER OPINION OF ONE MILL INCREASE TO FUND VAIL LOCAL HOUSING AUTHORITY



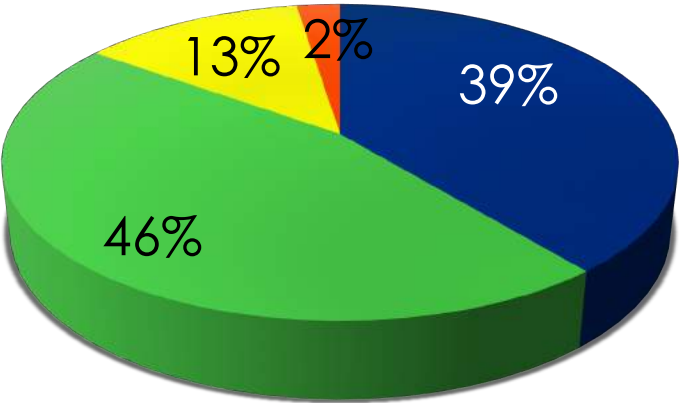
To better understand the cost of a property tax increase, a 1 mill increase on a residential property in the Town of Vail with a value of a \$500,000 would cost a homeowner an additional \$36 dollars per year. Knowing this information, are you more likely or less likely to support a property tax increase to fund the Town of Vail and the Vail Local Housing Authority's mission?



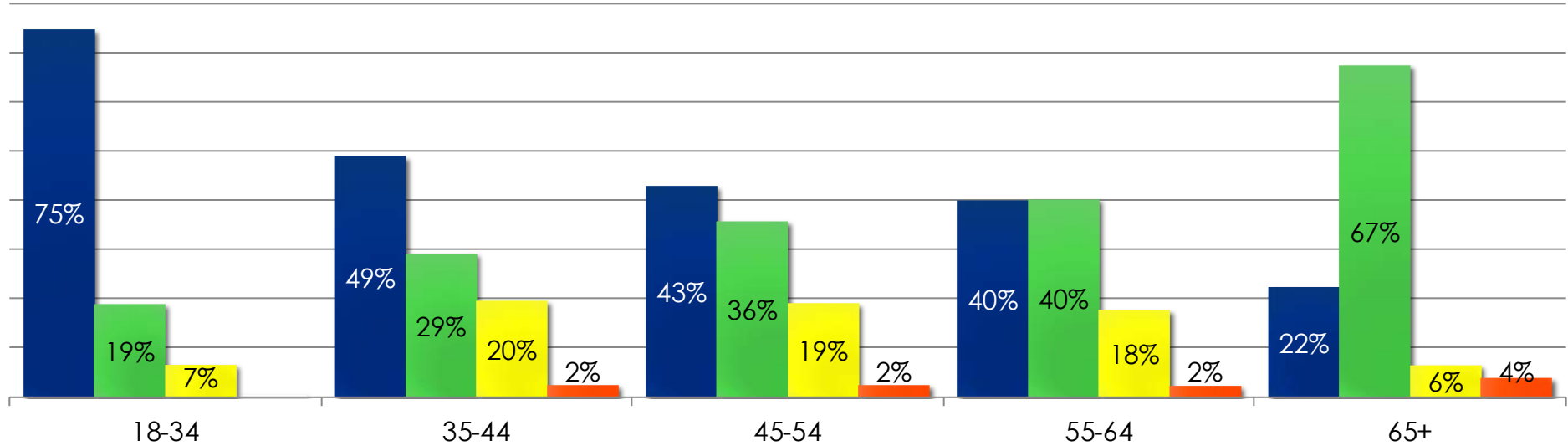
- MORE LIKELY
- LESS LIKELY
- UNSURE NO OPINION
- REFUSED



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■ MORE LIKELY ■ LESS LIKELY ■ UNSURE NO OPINION ■ REFUSED

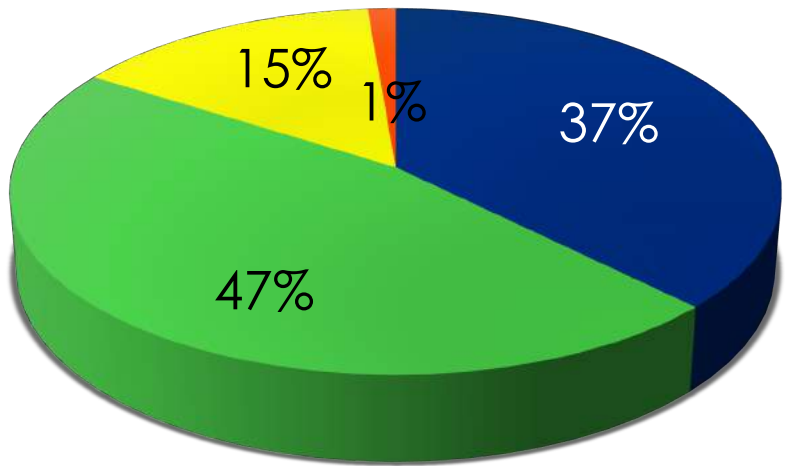




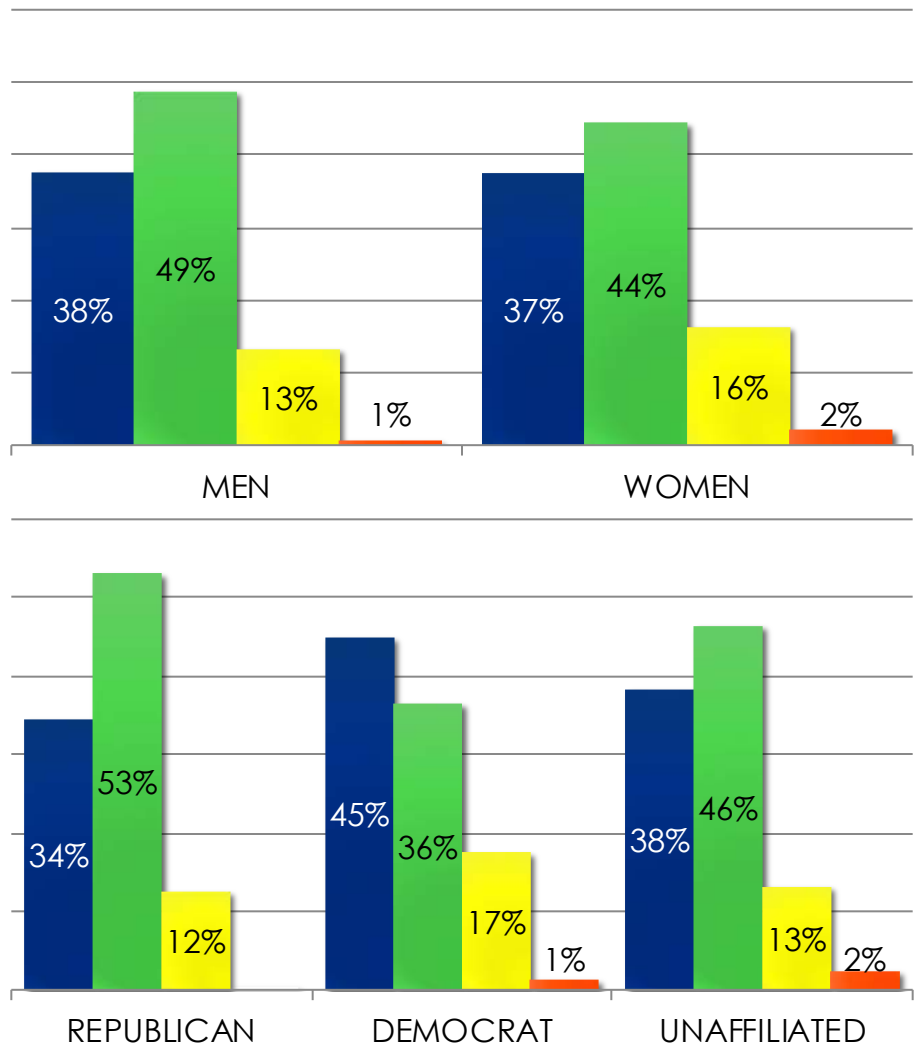
OPINION OF SALES TAX INCREASE TO FUND VAIL LOCAL HOUSING AUTHORITY



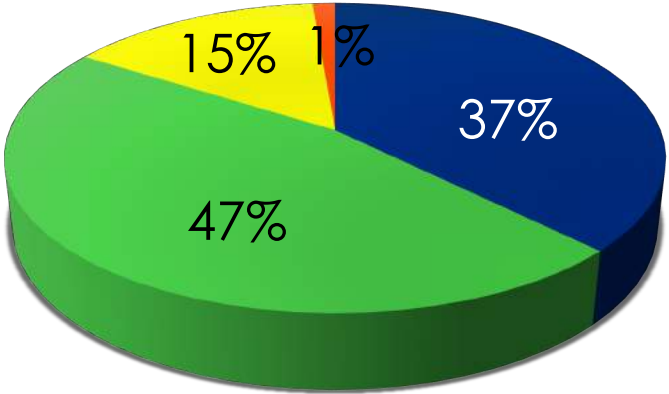
To better understand the cost of a sales tax increase to you as a consumer, the current local sales tax for purchases in the Town of Vail is 4.0%. The overall sales tax rate including state and county taxes is 8.4%. The cost of a 0.25% sales tax increase on a \$100- dollar purchase is twenty-five cents. Knowing this information, are you more likely or less likely to support a sales tax increase to fund the Vail Town Council/Vail Local Housing Authority's mission?



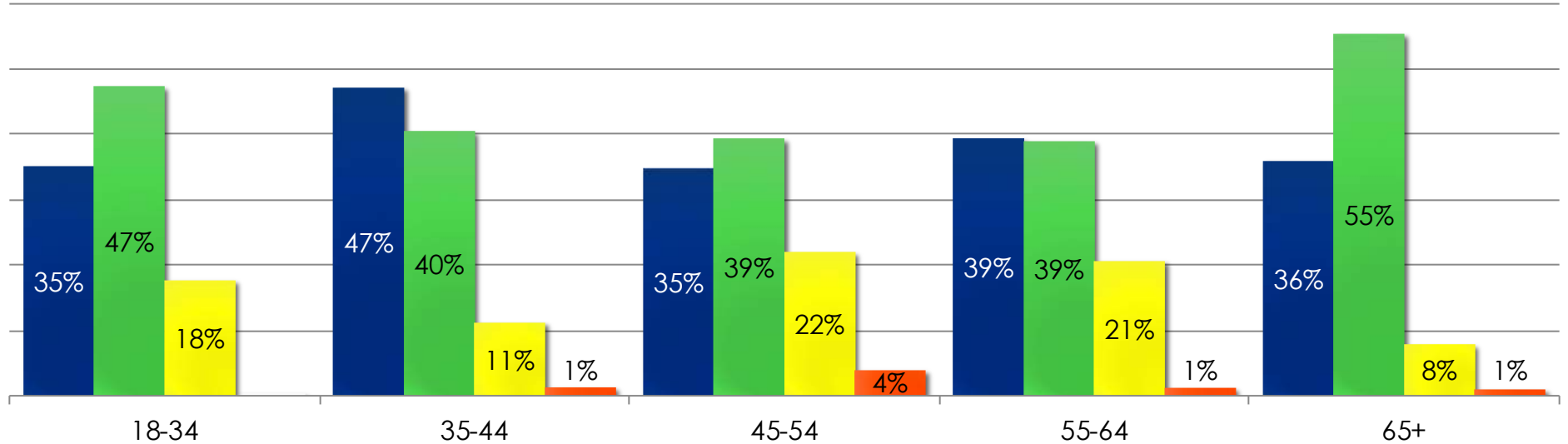
- MORE LIKELY
- LESS LIKELY
- UNSURE NO OPINION
- REFUSED



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■ MORE LIKELY ■ LESS LIKELY ■ UNSURE NO OPINION ■ REFUSED



David Flaherty | Courtney Sievers
Ryan Winger



MAGELLAN STRATEGIES
303-861-8585
www.MagellanStrategies.com