



June 10th, 2019
MEMORANDUM

TO: VAIL LOCAL HOUSING AUTHORITY, INTERESTED PARTIES
FR: DAVID FLAHERTY, COURTNEY SIEVERS, RYAN WINGER
RE: TOWN OF VAIL LOCAL HOUSING AUTHORITY COMMUNITY SURVEY

This is a summary of an online and telephone survey of 400 registered voters in the Town of Vail, Colorado. The interviews were conducted from May 22nd to June 5th, 2019. The overall results have a margin of error of +/- 4.61% at the 95 percent confidence interval. The survey results were slightly weighted to reflect the voter turnout demographics for an odd-year election in the Town of Vail.

Survey Overview

The focus of this survey was to measure and understand general opinions of the Vail community regarding the availability of housing and awareness of ongoing town policies and programs to address this problem. The survey also measured general support and opposition levels for a possible local sales or property tax that would generate a permanent funding source for housing programs and policies.

The survey findings reveal a community that genuinely wants to address the problem of affordable housing. There is no question in their commitment and willingness to work and support solutions to this difficult problem. However, there are many different opinions of which solutions would be best for the Vail workforce, residents and homeowners.

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.
- 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.
- 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.

Voter Opinion of Lack of Available Homes for Residents in the Town of Vail

A majority of respondents, 51%, think the lack of available homes in the Town of Vail is a very big problem and 32% think it is somewhat of a problem. The largest differences of opinion are driven by age, or more apparently where a respondent is in their stage of life. Among voters aged 44 or younger, a whopping 76% believe the lack of available homes is a very big problem compared to only 29% of seniors aged 65 or older.

*“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 affordable home is a big problem, somewhat of a problem, not too much of a problem or not a problem at all?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Big Problem	51%	47%	55%	76%	59%	29%	51%	60%	43%	84%	42%
Smwt. Prob.	32%	30%	33%	15%	29%	44%	37%	23%	38%	13%	37%
Not too much	11%	14%	9%	3%	9%	19%	10%	11%	9%	1%	15%
Not a prob.	4%	7%	2%	4%	3%	6%	2%	3%	10%	1%	5%
Refused	1%	2%	1%	2%	0%	2%	0%	3%	0%	1%	1%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Voter Opinion of What Vail Should or Should Not do to Address Housing

To gain a broad understanding of what the Vail community thinks should or should not be done to address the shortage of available homes in Vail, respondents were asked to provide their opinion. The responses are filled with strong opinions, emotion and frustration among homeowners and year-round residents.

“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

“Build more affordable projects like Vail Commons. The attempt at the new Chamonix was still way out of reach for 90% of front-line employees. People are lined up for a mile to look at Vail Commons units when they become available. This could happen down valley also. People will stay even if they have to commute. Miller Ranch was another good example.” – Male, 35-44

“Find a way to develop housing for long-term locals that is affordable. The people you need to keep are those professionals in lower management. Chamonix was not affordable for the population that needs housing the most.” – Female, 35-44

“Putting restrictions on Airbnb and VRBO rentals in town may help with the housing crisis. So many homeowners now rent short term to make more money when they used to rent their homes long term to the locals that work in the valley.” – Female, 35-44

“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

"There are housing opportunities outside of Vail in the valley, which has excellent public transportation options. Would hate to see the town put up a bunch of housing/apartments."
– Female, 35-44

"I think we are going to have a big employee crisis if we don't address housing issues." – Female, 45-54

"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

"We should attain and/or build both rental and for-sale affordable housing. And we should do both as the town and through public/private partnerships." -Female, 45-54

"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

"Put more restrictions on short-term rentals. Most of the available housing that was once available to rent long term has now been turned over to short-term rentals and thus limiting the available housing. With the few options available the price has increased for those long-term rentals." – Male, 45-54

"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

"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

"Need more subsidized housing. Vail Resorts is the largest employer, but they don't provide enough housing and only pay a small percentage towards other options." – Female, 55-64

"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+

"For starters, build what private developers are building. So far, the density the town has built is embarrassing – virtually no increase at Timber Ridge, exceptionally low density at Champ despite pleas from many locals to include some multi-family building for example."
– Female, 45-54

"The unavailability of homes for residents has always been a problem to some degree. I think it's important for the town to identify the factors contributing to this situation. In my view the proliferation of the "short term rental" in residential neighborhoods as a business

model, and the virtually unrestricted 2nd, 3rd, 4th home market are contributing significantly to the availability and affordability of homes. Put a moratorium on short term rentals, and a housing impact fee on 2nd home purchases. Require that new or expanding businesses provide housing for employees as a cost of doing business. Our large local employers – Vail Resorts, Vail Health need to provide housing for their employees or contribute to a housing fund.” – Male, 55-64

“Build more affordable single-family houses that middle-class families can afford. Both me and my husband have good jobs working at the hospital. We save well and do not spend our money on unnecessary items, yet we still cannot afford a decent sized house from Eagle-Vail to Edwards where we would like to live. We would like to eventually have a family and will need a bigger place and do not want to share walls with noisy renters, but with the current housing situation this will not be possible due to lack of availability and price of homes. -Female, 18-34

“Raise property taxes on second and third homeowners who drain the resources of the town but do not contribute measurably through sales taxes as they are rarely here.” – Male, 35-44

“You cannot fix this, as long as we keep growing, we will never have all the housing you/we need.” – Male, 55-64

“The town should not subsidize housing for big employers who are growing each year but are not taking responsibility for their housing needs.” – Female, 55-64

“The Town of Vail should not support more high-density within its town limits. Vail, as a resort experience, is popular and successful because of its low-density charm. Over building by increasing density will ruin the charm which has made Vail successful. Vail should invest in improving transit up and down the valley. Employees need access but don’t need to live within walking distance of Vail Mountain.” – Female, 55-64

“Create a block of rent-controlled apartments/townhomes in various multi-unit buildings throughout Vail.” – Female, 55-64

“I agree with converting existing structures to deed-restricted housing. I do not agree with the development of open spaces and the vacant lands which make Vail special and welcoming to humans and animals. We must be good stewards of the land. I also agree with requiring new developments/hotels to include employee housing units.” – Female

“More employee housing, restrictions on pricing, and restrictions on secondary home owners.” – Male, 18-34

Vail Local Housing Authority Image Rating

Among all respondents, who are registered Vail voters, 39% have a favorable opinion of the Vail Local Housing Authority (VLHA), 34% have an unfavorable opinion and 21% of respondents have heard of the VLHA, but do not have an opinion of it. These numbers tell us there is room for improvement in educating and informing voters of the VLHA's mission, programs and developments.

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

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Total Fav.	39%	40%	39%	31%	44%	41%	35%	49%	41%	26%	44%
Total Unfav.	34%	36%	32%	31%	31%	36%	42%	20%	32%	36%	33%
Hrd. of, no opin.	21%	19%	23%	28%	22%	18%	19%	27%	20%	28%	19%
Never heard of	3%	3%	3%	9%	1%	2%	3%	3%	2%	9%	1%
Refused	3%	2%	3%	1%	2%	3%	1%	1%	5%	1%	3%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Town of Vail Job Approval for Providing and Securing Homes for Residents

Among all respondents, 52% approve of the actions the Town of Vail is doing providing and securing homes for residents, 36% disapprove and 12% do not have an opinion. Among respondents that say they are very familiar with the VLHA and Town of Vail's mission, 49% disapprove of the Town of Vail's actions and 51% approve. After reviewing some of the open-ended verbatim responses, we suspect the high disapproval rating is due to a general frustration with the lack of affordable housing options.

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

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Total Approve	52%	50%	53%	48%	58%	50%	52%	53%	61%	47%	54%
Total Disappr.	36%	36%	36%	34%	32%	38%	39%	26%	34%	33%	36%
No Opinion	12%	13%	11%	18%	10%	12%	9%	21%	5%	19%	10%
Refused	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Voter Familiarity of VLHA and Town of Vail's Missions

One-third of respondents say they are very familiar with the Vail Local Housing Authority and the Town of Vail's mission of providing and securing homes for residents, and 43% are somewhat familiar. Clearly, there is room for improvement educating and informing the Vail community of the Town and VLHA's missions to address the lack of available homes for residents.

*"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 or not familiar at all?" **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Very Fam.	29%	36%	21%	19%	30%	33%	34%	21%	31%	15%	32%
Smwt. Fam.	43%	36%	51%	43%	42%	42%	42%	42%	42%	41%	44%
Not Too Fam.	18%	19%	17%	20%	19%	17%	17%	23%	15%	20%	17%
Not Fam. at All	10%	9%	11%	18%	9%	8%	7%	14%	12%	24%	7%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

*"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 or not familiar at all?" **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Very Fam.	34%	37%	31%	23%	37%	37%	40%	28%	31%	18%	39%
Smwt. Fam.	43%	40%	46%	42%	42%	44%	44%	43%	42%	40%	44%
Not Too Fam.	14%	12%	16%	23%	15%	9%	12%	17%	16%	27%	10%
Not Fam. at All	9%	11%	7%	12%	6%	10%	4%	12%	11%	15%	7%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Opinion of Government Making Efforts to Provide Deed Restricted Homes to Residents

Seventy-five percent of respondents agree, and 46% strongly 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. These are strong numbers and are encouraging for the Town of Vail and the VLHA as they begin to measure voter support for a possible permanent funding source. However, despite this positive observation of voter agreement with this viewpoint, general support for a sales or property tax increase is very weak.

*“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?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Total Agree.	75%	73%	78%	84%	79%	69%	76%	83%	76%	90%	72%
Total Disagree	23%	25%	20%	12%	19%	30%	22%	13%	24%	6%	27%
No Opinion	2%	2%	2%	4%	2%	1%	2%	4%	10%	4%	1%
Strong. Agree	46%	44%	48%	62%	49%	35%	45%	55%	43%	72%	39%
Smwt. Agree	29%	29%	30%	22%	30%	34%	31%	28%	33%	18%	33%
Strong. Disagr.	10%	11%	9%	5%	6%	15%	9%	5%	12%	4%	11%
Smwt. Disagr.	13%	14%	11%	7%	13%	15%	13%	8%	12%	2%	16%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Why 75% Agree Vail Should Maintain and Increase Supply of Deed-Restricted Homes

The overwhelming reason 75% of respondents agree with the viewpoint that Vail should make reasonable efforts to maintain and supply deed-restricted homes is the concern and sympathy for the community workforce. The comments from respondents show a very strong belief that deed-restricted homes are a fundamental requirement in addressing the problem of affordable housing for workers serving the Vail community. There are also many comments that touch upon the need for better pay and higher wages to live in the Vail community.

“It’s hard to find good employees. Creating more housing allows for our growing town to help employ our businesses.” – 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

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

“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

"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 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

"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+

"Without affordable housing for workers in Vail, the town is going to collapse." – Male, 65+

Why 23% Disagree Vail Should Maintain and Increase Supply of Deed-Restricted Homes

There are a few reasons 23% of respondents that disagreed with the viewpoint that the town should maintain and increase the supply of deed-restricted homes. One reason is the belief that local employers, big or small should pay their employees more so they can afford the cost of living in Vail. There is also a strong belief that deed-restricted housing harms the property values of non-deed restricted homes. Another view is the local governments and taxpayer money should not be used to provide local housing because that is the 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

"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

"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+

“Deed-restricted units harm re-sale value in the condo community. Also, why is it the government’s responsibility to house employees of local businesses? You are using my tax dollars to solve a problem that is the responsibility of the business owners.” – 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

Voter Awareness and Opinion of What a “Deed Restricted” Home Is

The survey included an open-ended question asking voters what a “deed restricted” home is in order to verify and understand how Vail voters think about this important concept. The responses demonstrated a very clear and accurate understanding of what deed restrictions are and how they work. There were also a few comments regarding owners being limited to what they can do with the property. The following is a sample of responses:

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

“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+

“The community does not allow the property owner to do anything they want with it or rent to whomever they want.” – Male, 45-54

“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

“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

Voter Awareness of the Town’s Deed Restricted Programs and Housing Developments

This survey included questions to measure the familiarity of the “Vail InDEED” housing program and awareness of town’s involvement with two housing developments. Voter awareness of the town’s sponsorship and development with the Chamonix Vail Neighborhood was overwhelming with a 94% measurement. Fifty-one percent of voters were aware of the town’s deed-restriction purchases at 6 West Apartments in Edwards. Finally, one in four respondents said they were very familiar with the “Vail InDEED” programs and 34% somewhat familiar.

*“How familiar are you with “Vail InDEED”, the deed-restriction program that is managed by the Vail Local Housing Authority? Would you say you are very familiar, somewhat familiar, not too familiar or not familiar at all?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Very Fam.	25%	30%	20%	22%	30%	22%	34%	25%	18%	18%	27%
Smwt. Fam.	34%	30%	38%	31%	35%	34%	30%	26%	43%	34%	35%
Not Too Fam.	22%	20%	23%	20%	21%	25%	21%	28%	15%	28%	20%
Not Fam. at All	19%	20%	19%	27%	14%	19%	15%	21%	24%	20%	18%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

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

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Yes	94%	94%	94%	89%	96%	94%	94%	95%	93%	88%	96%
No	6%	6%	6%	11%	4%	6%	6%	5%	7%	12%	4%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

*“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?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Yes	51%	54%	48%	53%	53%	47%	60%	46%	44%	55%	50%
No	49%	46%	52%	47%	47%	53%	40%	54%	56%	45%	50%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Voter Opinion of the Town of Vail/Vail Local Housing Authority’s Mission

After measuring awareness of the Town of Vail and the Vail Local Housing Authority’s (VLHA) mission, respondents were read a description of their mission and then asked if they thought it was going in the right direction or off on the wrong track. The survey finds a slight majority, 53%, think the town and the VLHA are headed in the right direction and 31% felt they were off on the wrong track.

The one voter subgroup that had the highest percentage of respondents thinking the mission was on the wrong track were seniors aged 65 and older, with 40% feeling the mission was on the wrong track. However, among voters 64 or younger, nearly two-thirds believe the mission is headed in the right direction.

“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?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Right Direction	53%	52%	54%	62%	60%	43%	47%	64%	56%	63%	52%
Wrong Track	31%	31%	30%	23%	23%	40%	30%	23%	32%	22%	32%
Unsure/No Opin.	16%	16%	15%	13%	17%	17%	22%	13%	11%	15%	16%
Refused	0%	1%	1%	2%	0%	0%	1%	0%	1%	0%	0%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

General Support/Opposition for Sales or Property Tax for Housing Mission

At this time there is little voter support for a possible sales or property tax to fund the VLHA’s mission of maintaining and increasing the support 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% would not be willing to support a tax.

Among the 28% of respondents that would be willing to support a tax increase to fund housing, 53% preferred a sales tax and 38% a property tax. However, with only 28% of all respondents willing to consider a tax increase to fund housing, we would recommend not putting a ballot measure before voters this year or in the near future.

“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?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
Yes	28%	28%	28%	48%	24%	21%	30%	41%	17%	49%	22%
No	51%	56%	46%	27%	50%	67%	48%	34%	68%	24%	59%
Undecided	20%	16%	25%	25%	26%	12%	21%	25%	15%	27%	18%
Refused	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Informed Voter Opinion of Costs of a Property or Sales Tax Increase

In an attempt to measure shifts in voter support for a general property or sales tax increase, the survey informed voters of the cost to a residential home owner for a 1 mill increase and a 0.25% sales tax increase. The survey measured 39% of voters being more likely to support a 1 mill increase and 37% being more likely to support a 0.25% sales tax increase. However, among the 51% of respondents that are not willing to support any tax increase, only 11% would be more likely to support after being informed about the cost of a 1 mill levy increase. After being informed about the sales tax increase costs, only 20% of the voters that would not being willing to support a tax increase would be more likely to consider it.

*“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 half million dollars 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?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
More Likely	39%	33%	46%	62%	41%	22%	43%	50%	29%	67%	31%
Less Likely	46%	53%	38%	24%	38%	67%	41%	34%	58%	19%	53%
Unsure	13%	11%	14%	13%	18%	6%	12%	16%	11%	14%	12%
Refused	2%	3%	2%	1%	3%	5%	4%	0%	2%	0%	4%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

*“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?” **

<u>Response</u>	<u>All</u>	<u>Men</u>	<u>Wom</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>Unaf</u>	<u>Dem</u>	<u>Rep</u>	<u>Rent</u>	<u>Own</u>
More Likely	37%	38%	37%	41%	37%	36%	38%	45%	35%	40%	37%
Less Likely	47%	49%	44%	44%	39%	55%	46%	36%	53%	42%	47%
Unsure	15%	13%	17%	14%	23%	8%	13%	18%	12%	16%	15%
Refused	1%	0%	2%	1%	1%	1%	3%	1%	0%	2%	1%

*Voter subgroup margins of error %, men 7.3%, women 7.4%, 18-44 10.8%, 45-64 8.7%, 65+ 8.9%, unaffiliated voters 9.9%, Democratic voters 9.3%, Republican voters 9.9%, rent home 12.5%, own home 5.7%.

Voter Closing Thoughts and Suggestions for Town Council and Local Housing Authority

The following is a sample of responses to a closing question asking voters if they had any thoughts, suggestions or opinions, positive or negative regarding housing for local residents that the wanted to share with the Vail Town Council and the Vail Local Housing Authority.

“There needs to be more real estate options. They should be more focused on what they are asking the people to pay. There needs to be more affordable housing here.” – Male, 18-34

“Focus on outlawing/restricting short term rentals. If the town doesn’t outlaw short term rentals, at least charge the owners hotel taxes. Increase the tax rate on 2nd home owners and decrease the tax rate on primary residents. This would drive down the price of real estate and should be the town’s primary focus.” – Male, 35-44

“Keep working on strategies to offer housing to locals in the Vail Valley.” – Male, 45-54

“We certainly need affordable housing, but I do not approve of build if it effects a wildlife habitat such as East Vail. I’ve lived in Vail for 40 years and the big horn sheep herds are dwindling. It seems we have forgotten why we have moved here.” – Female, 55-64

“I was happy to learn that Vail purchased housing in Edwards. I’m a full-time resident who works hard to make a living here and raise our kids. I’m in a Bald Mountain Townhome we purchased in 2008 at top value. I’ve been paying a big mortgage and my home value has not returned to our purchase price. I was a little angry when of our units was just converted to deed-restricted. It makes me feel like now my place will never come back. I have been watching giant new homes popup throughout East Vail, I get it. Normal folks do not live in those homes. I’m personally counting on the high-end development of Vail to bring up the value of my little place. Please don’t crush that possibility.” – Female, 45-54

"It is vital to set up a permanent funding source for housing. It should be steady." – Female, 65+

"With regard to increases in tax to pay for housing, in order to say yes I would need to know what is actually proposed." – Male, 55-64

"I can't support something that will not bring me direct benefit, I've been searching for an affordable place to live in myself. It is not reasonable to support a tax increase when I am unable to get housing myself." – Female, 35-44

"The current deed restricted properties are still too expensive for the regular Vail worker." – Female, 45-54

"Restating that they should limit the Air B& B's that take away from full time residents being able to find or purchase housing." – Female, 45-54

"Something needs to be done. We are losing valuable employees as a result of the lack of affordable housing both as rentals and purchases. It needs to be at a much faster pace than is currently implemented." – Male, 55-64

"The word is out. There is a shortage of affordable housing in Eagle County. The result, homes are being built, many more planned. Let the marketplace solve the issue. Not everyone can live in Vail city limits. Provide subsidized transportation and cheap parking with the town for employees. More cost effective than getting into the real estate business." – Male, 65+

"I have shared my concerns with an emphasis being placed on housing within the Town of Vail. I feel that both the Vail Town Council and the Vail Local Housing Authority would be wise to look at down valley housing options and potentially consider added transportation to/from these locations." – Female, 55-64

Conclusion

At this time there is a lack of consensus among people in the Vail community on the best approach to solving the problem of affordable housing. However, we hope this voter opinion research will lead to a broader discussion of solutions that will generate more awareness of what is being done to solve this complicated problem.