



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO:** MAYOR AND TOWN COUNCIL

**FROM:** DIANE MCBRIDE, ASSISTANT TOWN MANAGER  
VANESSA AGEE, COMMUNICATIONS DIRECTOR

**RE:** COMMUNITY SURVEY PRESENTATION

**DATE:** May 13, 2025

**Summary Statement:** On January 8, 2025, during the Frisco Town Council retreat, Council prioritized capital projects for the next 10 years. Staff took information discussed during this retreat and presented scenarios for the Council's review during the February 25, 2025, work session. As a result of these discussions, staff returned to Council on April 8, 2025, with a 10-year capital improvement program that was adopted by Council through Resolution 25-12.

During the Council retreat on January 8, 2025, Council also expressed interest in exploring a tax increase to support funding for capital projects and/or ongoing operational expenses. Please note that the adopted 10-year plan allows the Capital Improvement Fund to maintain a positive fund balance for all 10 years, with the project ending fund balance for 2034 being \$871,607. Additional funds secured through a tax increase could potentially expedite capital projects from the 10-year plan and/or prioritize unfunded capital projects currently not on the 10-year plan but prioritized by the Council and the community through various planning processes. Council supported staff engaging a firm to research community sentiment on passing a tax increase to expedite and complete capital projects.

Staff reached out to Magellan Strategies who came highly recommended both locally and through the statewide town manager's listserv. Magellan Strategies is a professional public opinion research firm that measures resident and voter opinions with sentiment research, including scientifically valid surveys. Since 2007, they have managed countless ballot measure research projects for local governments, school districts, and special districts (metro, library, fire, and recreation). Staff have been working with both David Flaherty, CEO and founder of Magellan Strategies, and Ryan Winger, Polling Project Manager and Ballot Measure Consultant, on drafting a community survey to gauge voter opinion on a potential tax increase question.

During the May 13, 2025, work session, staff from Magellan Strategies will describe the work they do and will present a draft community survey. Council will have the opportunity to weigh in on the survey questions. The survey takes approximately 30 days to complete from start to

finish. Once finished, staff from Magellan Strategies will return to Council to present the results. Council will have an opportunity at that later time to engage once again with staff from Magellan Strategies and determine the best path forward.

**Background:** Magellan Strategies is an opinion research firm that has been conducting professional surveys since 2007. Magellan Strategies embraces modern data collection methods using MMS text messages, phone interviews if necessary, and enhanced voter registration databases. Their survey methods produce more engaging surveys than traditional “phone only” or “online panel” surveys, which often use outdated voter databases and non-representative, incentivized panels. Their survey data collection methods and community engagement process are designed to interview more people, including hard-to-reach populations.

The survey includes questions that measure opinions regarding the following topics and issues:

- Measure the Town of Frisco’s job approval and service satisfaction levels.
- Measure the importance of individual Town services, initiatives, and amenities.
- Measure opinions of the Town of Frisco being fiscally responsible and spending taxpayer money wisely.
- Measure general voter support and opposition for sales or lodging tax increase to fund infrastructure projects and trail, park, Marina, and recreation projects.
- Measure voter support and opposition for a 1% increase in the town’s lodging tax and a 1% sales tax increase.
- Educate and inform voters and residents about the reasons why the town is considering these ballot measures.
- Measure voter support and opposition changes in opinion after informing respondents of the reasons for considering these ballot measures.

It is made clear in the survey that no decision has been made by the Town of Frisco to put a funding measure for capital projects on the ballot at this time and that participation in this survey and sharing honest opinions will influence Council’s decision moving forward.

**Financial Impact:** As evidenced in the adopted 10-year capital plan, which includes a list of “unfunded projects”, the costs for such capital projects are high.

**Infrastructure Projects** in the plan include 33 projects at an approximate cost of \$60M:

- Road, lighting, parking, and sidewalk improvements
- Multi-use pathway engineering and construction
- Fire mitigation in “Frisco’s Backyard”
- Traffic management
- Signage and wayfinding
- Bridge replacements
- Power/utility undergrounding
- Town facility improvements and projects
- Broadband/fiber infrastructure

**Trail, Park, Marina, and Recreation Projects** in the plan include 22 projects at an approximate cost of \$27M:

- Playground replacement and improvements
- New trail planning and additions
- General park improvements
- Historic Park land use planning and implementation
- Nordic trail expansion
- Lighting at recreational areas
- More restrooms at the Marina, in parks, and trailheads
- Shade structures
- Marina facility improvements
- Improved snowmaking
- Bike park improvements

To expedite the construction of many of these capital projects, additional funds would need to be secured. One means of generating additional revenue is through a sales tax or lodging tax increase. It is estimated that a 1% sales tax increase could generate an additional \$3.4M in annual revenue or a 1% lodging tax increase could generate an additional \$400,000 in annual revenue. Engaging Magellan Strategies will help Council decide if the Frisco community would support such a tax increase. The fee to engage Magellan Strategies for research services is \$9,500.

**Alignment with Strategic Plan:** By engaging our community on such important issues, we are supporting our mission: *“We create a powerful sense of community by maintaining public safety, providing quality core services, fostering connections to one another, and creating unparalleled experiences.”*

**Environmental Sustainability:** N/A

**Staff Recommendation:**

Staff recommends Council engage with staff from Magellan Strategies and review the draft community survey. If approved, the goal would be to release the survey the week of May 19, 2025.

**Reviews and Approvals:**

- Tom Fisher, Town Manager

**Attachments:**

- Attachment 1 – Draft Community Survey