



VOTER OPINION SURVEY
SUMMARY REPORT

PREPARED FOR
**TOWN OF TRUCKEE, NEVADA COUNTY,
PLACER COUNTY, & THE FRIENDS OF
TRUCKEE LIBRARY**



MAY 2023



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INTRODUCTION

Residents of Truckee and neighboring communities in Nevada County and Placer County are currently served by a single public library located at 10031 Levon Avenue in Truckee, adjacent to the Joseph Government Center and Tahoe Truckee Hospital. Originally built nearly 50 years ago to serve a population of approximately 2,000 residents, the facility is outdated, undersized (maximum capacity of 54 people), and simply not up to the task of serving a population that is now ten times larger. Recognizing the need for a larger, modern facility that serves the needs of residents in multiple jurisdictions, the Town of Truckee, Nevada County, Placer County, and The Friends of Truckee Library have partnered to actively work toward designing and building a new 20,000 square foot Regional Library. In addition to providing traditional library services, the facility would also provide spaces for workforce training, certification, and small business programs, provide a central community gathering place where residents can meet, learn, and collaborate, and serve as an emergency operations center, resource center, and community shelter for disaster response. To make this vision a reality, however, funding will be needed from private sources as well as a voter-approved revenue measure in the future.

MOTIVATION FOR RESEARCH The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local parcel tax measure to fund the construction of the proposed Regional Library. Additionally, should a measure be placed on a future ballot, the survey data can guide how best to structure a measure so that it is consistent with the community's priorities and expressed needs. Specifically, the survey was designed to:

- Gauge current, baseline support for a local parcel tax measure to fund all or a portion of the construction and operation of a new Regional Library,
- Identify the tax rate that is within voters' comfort zone and what portion of a new Regional Library voters are willing to fund,
- Identify the features, amenities, and operations that voters are most interested in funding, should the measure pass,
- Expose voters to arguments in favor of—and against—the proposed parcel tax measure to gauge how information affects support for the measure, *and*
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle.

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure in the months leading up to election day. Accordingly, to accurately assess the feasibility of passing a parcel tax measure, it was important that in addition to measuring *current* opinions about the measure (Questions 2 & 4), the survey expose respondents to the types of information voters are likely to encounter in future months—including arguments in favor of (Question 10) and opposed to (Question 13) the measure—and gauge how this information ultimately impacts their voting decision (Questions 14 & 15).

SPLIT-SAMPLE FOR FLAT RATE VS SQUARE FOOTAGE RATE A parcel tax can be structured as a flat rate per parcel (e.g., \$93 per parcel) or a rate that is based on the square footage of taxable buildings on a parcel (e.g., 6 cents per square foot). To test both options, the survey employed a split-sample approach in which half of respondents received a measure based on a flat rate and half received a measure with a rate per square foot.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 32. In brief, the survey was administered to a random sample of 497 registered voters in the study area who are likely to participate in the November 2024 general election, with a subset who are also likely to participate in the lower turnout March 2024 primary election. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered between March 9 and March 30, 2023, the average interview lasted 16 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important findings of the survey and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 35) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS True North thanks the Town of Truckee, Nevada County, Placer County, and The Friends of Truckee Library for the opportunity to design and conduct the survey. The collective expertise, local knowledge, and insight provided by staff and representatives improved the overall quality of the research presented here. A special thanks also to Charles Heath (TeamCivX) for assisting in the design of the study.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the opinions, perceptions, priorities, and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 1,200 survey research studies for public agencies, including more than 400 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more than 95% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$35 billion in voter-approved local revenue measures.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide a statistically reliable understanding of voters' interest in funding the construction of a new Regional Library. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's and TeamCivX's interpretations of the survey results and the firms' collective experience conducting revenue measure studies for public agencies throughout the State.

To what extent are voters interested in funding a Regional Library?

A majority of voters in the Greater Truckee Area consider improving the quality of local library facilities and services to be an extremely or very important issue. Although this issue does not rank as high as several other issues that also compete for tax dollars—including reducing traffic congestion, protecting the environment and natural open space, improving the quality of education in local schools, and improving public safety—the survey results nevertheless indicate that many voters are interested in the creation of a Regional Library and the various improvements that would come with. When it comes to *funding* the construction of a modern 20,000 square foot Regional Library, voters appear willing to support a proposal provided that the cost of the measure is within their comfort zone.

The survey tested a range of tax rates to identify the level at which the requisite two-thirds of voters would be willing to support a measure to fund the construction of a Regional Library. At the highest tax rates tested (\$93 per parcel or 6 cents per square foot) which would fully fund the construction of a new Regional Library, support ranged between 55% to 63%, short of the two-thirds supermajority required for passage of a special tax. However, the survey also found that support for the proposal climbed significantly as the tax rate declined, with approximately two-thirds of respondents willing to support the measure at 2 cents per square foot (66%) or \$31 per parcel (65%), which would provide approximately one-third (\$10,000,000) of the funding needed to construct a Regional Library.

Which projects and services do voters identify as priorities for funding?

One of the goals of this study was to identify voters' preferences with respect to how the proceeds of a successful measure should be spent. This information can be used to ensure that the expenditure plan for a future Regional Library measure is well-aligned with voters' priorities.

Voters in the Greater Truckee Area area were attracted to the features and improvements that would be possible with a modern Regional Library that is large enough to serve the needs of the community, now and in the future. In fact, all projects and improvements tested in the survey were favored by at least two-thirds of voters surveyed. That said,

voters expressed the *greatest* interest in using parcel tax proceeds to provide dedicated spaces for children's programming and story time (79% strongly or somewhat favor), enable the library facility to also serve as an emergency operations center for disaster response, as well as a community shelter and resource center during incidents such as fires, earthquakes, extreme weather, and power outages (78%), provide group study rooms and dedicated spaces for students to study, be tutored, and work on group projects (77%), and provide dedicated areas for adult and senior programs, activities, and work spaces (76%). For more on how voters rated various library improvements and services, see *Projects & Services* on page 16.

How might a public information campaign affect support for a Regional Library measure?

As noted in the body of this report, individuals' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters' opinions about a Regional Library measure.

It is clear from the survey results that voters' opinions about the proposed measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific improvements that could be funded by the measure, as well as arguments in favor of the measure, were found by many voters to be compelling reasons to support the measure. However, voters also exhibited sensitivity to opposition arguments, and there is a risk they could be swayed by divisive and hyper-partisan campaigning during an election cycle. Accordingly, one of the keys to building and *sustaining* support for an eventual Regional Library measure will be the presence of an effective, well-organized public outreach effort, as well as an independent campaign that focuses on the need for the measure as well as the many benefits that it will bring.

Which approach do voters prefer—a flat rate measure or a measure based on square footage?

A parcel tax can be structured as a flat rate per parcel (e.g., \$93 per parcel) or a rate that is based on the square footage of taxable buildings on a parcel (e.g., 6 cents per square foot). To test both options, the survey employed a split-sample approach in which half of respondents received a measure based on a flat rate and half received a measure with a rate per square foot.

When tested in the context of a 75 word ballot statement, the square footage approach (6 cents per square foot) initially enjoyed higher support (63% Initial Ballot Test) when compared to a comparable flat rate of \$93 per parcel (57% Initial Ballot Test). Over the course of the interview, however, this advantage largely faded. At the Final Ballot Test, support

for the measure at 6 cents per square foot (57%) was similar to that found for a flat rate measure at \$93 per parcel (55%).

The lack of a clear preference for *how* the tax was applied was also evident when respondents' attention was focused on a range of tax rates that could be associated with the measure (see *Tax Threshold* on page 13). At *each* comparable level of taxation (e.g., \$93 per parcel vs 6 cents per square foot) support for the measure varied by just 1% between the square footage and flat rate option.

How might changes to the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. This should provide some reassurances that a Regional Library measure may be feasible in the future. Although support for a measure in the current environment falls short of the required two-thirds threshold, the current environment is also a particularly challenging one with stubborn inflation, concerns about supply chain disruptions and the economy, and hyper-partisanship. As some of these conditions improve or fade, the prospects for a successful measure will likely improve as well.

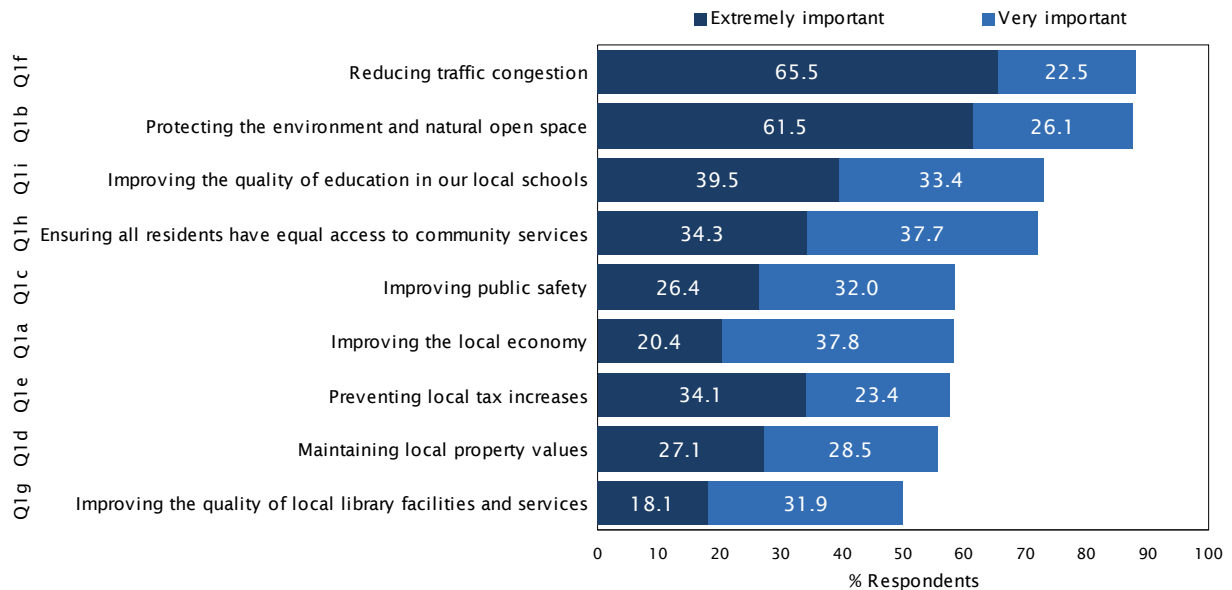
IMPORTANCE OF ISSUES

The first substantive question of the survey presented respondents with several issues facing residents in their community and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were presented was randomized for each respondent.

Figure 1 presents the issues tested, as well as the importance assigned to each by survey participants, sorted by order of importance. Overall, reducing traffic congestion received the highest percentage of respondents indicating that the issue was either extremely or very important (88%), followed by protecting the environment and natural open space (88%), improving the quality of education in local schools (73%), and ensuring all residents have equal access to community services (72%). Given the purpose of this study, it is instructive to note that improving the quality of local library facilities and services was rated lower in importance (50%) than the issue of preventing local tax increases (58%).

Question 1 *To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

FIGURE 1 IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' support for a measure that would construct a modern 20,000 square foot Regional Library to serve the Greater Truckee Area, with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations. To this end, questions 2 and 4 were designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing questions 2 and 4 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Questions 2 and 4, also known as the Initial Ballot Tests, are thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of 'natural' support for a measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

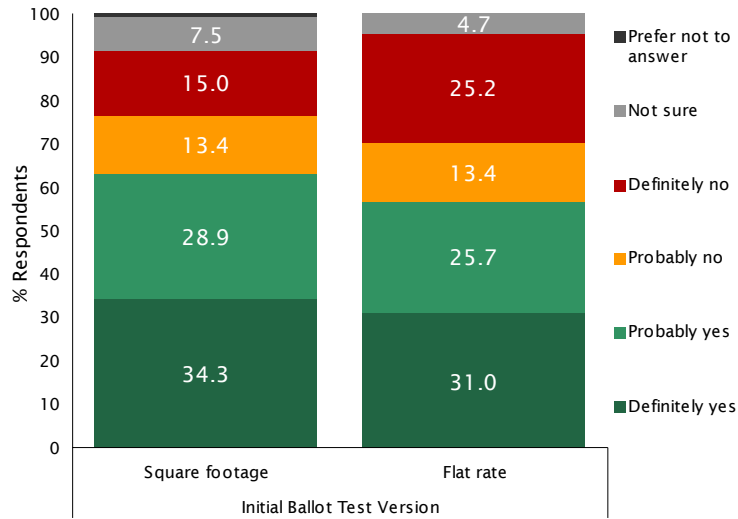
SPLIT SAMPLE TO TEST FLAT RATE VS. SQUARE FOOTAGE A parcel tax can be structured as a flat rate per parcel or a rate that is based on the square footage of taxable buildings on a parcel. To reliably estimate voter support for the proposed measure for each approach, a split-sample methodology was employed in which half of the sample received a square footage-based tax (Question 2) and half received a flat rate tax (Question 4). Once selected for a particular version of the proposed measure, the respondent continued with that version for the remainder of the interview.

Question 2 *Next year, voters in your area may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area; with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations; shall the Truckee Regional Library Community Facilities District measure be adopted levying 6 cents per building square foot annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local? If the election were held today, would you vote yes or no on this measure?*

Question 4 *Next year, voters in your area may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area; with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations; shall the Truckee Regional Library Community Facilities District measure be adopted levying \$93 per parcel annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local? If the election were held today, would you vote yes or no on this measure?*

As shown in Figure 2 below, both measures received support above a simple majority, but short of the required two-thirds threshold at the Initial Ballot Test. Among those who received the flat rate version (\$93 per parcel), 57% supported the proposal, 39% opposed, and 5% were unsure or unwilling to share their opinion at the Initial Ballot Test. The results were somewhat stronger for the square-footage version (6 cents per square foot), with 63% in support of the proposal, 28% opposed, and 8% unsure or unwilling to share their opinion.

FIGURE 2 INITIAL BALLOT TEST



SUPPORT BY SUBGROUPS For the interested reader, the following tables show how support at the Initial Ballot Test for the parcel tax using a square footage approach (Table 1) and flat rate approach (Table 2) varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the likely November 2024 election voter universe that each subgroup category comprises. Patterns of support for the measures at the subgroup level were strikingly similar overall, with the strongest support for both measures found among those whose household had visited the Truckee Library during the past 12 months, Democrats, those in dual Democrat households, voters under the age of 40, renters, voters who are likely to participate in the November 2024 election (but not the March 2024 primary), and females.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: SQUARE FOOTAGE

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100.0	63.2	7.5
Child in Hsld (Q16)	Yes	31.4	65.3	5.7
	No	68.6	63.7	8.0
Hsld Truckee Library Visit in Past 12 Mos (Q17)	Yes	45.6	75.3	6.0
	No	54.4	53.3	8.8
Frequency of Hsld Truckee Library Visits (Q18)	Not in past 12 mo	54.7	53.3	8.8
	>1x per mo	11.6	85.6	1.8
	1x per mo	11.9	69.8	4.2
	<1x per mo	21.8	71.9	9.5
Party	Democrat	51.2	74.5	5.2
	Republican	17.3	37.1	10.3
	Other / DTS	31.5	55.2	10.3
Household Party Type	Single dem	28.4	70.2	5.1
	Dual dem	14.2	83.4	6.8
	Single rep	7.8	35.8	15.4
	Dual rep	5.4	31.4	0.0
	Other	22.8	47.0	16.3
	Mixed	21.5	67.1	3.0
Age	18 to 29	12.4	84.5	6.3
	30 to 39	17.5	77.1	3.2
	40 to 49	20.5	47.0	10.5
	50 to 64	26.4	52.6	7.5
	65 or older	23.3	63.3	9.6
Registration Year	Since Nov '18	19.1	77.4	5.5
	Jun '12 to <Nov '18	22.9	76.6	7.5
	Jun '06 to <Jun '12	11.7	57.7	13.9
	Before Jun '06	46.2	51.3	6.8
Homeowner on Voter File	Yes	62.5	61.4	7.4
	No	37.5	66.0	7.6
Likely to Vote by Mail	Yes	85.4	64.6	8.5
	No	14.6	55.4	1.7
Likely Mar 2024 Voter	Yes	69.9	56.6	8.2
	No	30.1	78.3	5.9
Area of Residence	Town of Truckee	89.8	62.8	8.1
	Unincorp	10.2	66.6	2.3
Gender	Male	46.1	58.2	6.4
	Female	53.9	69.7	8.7

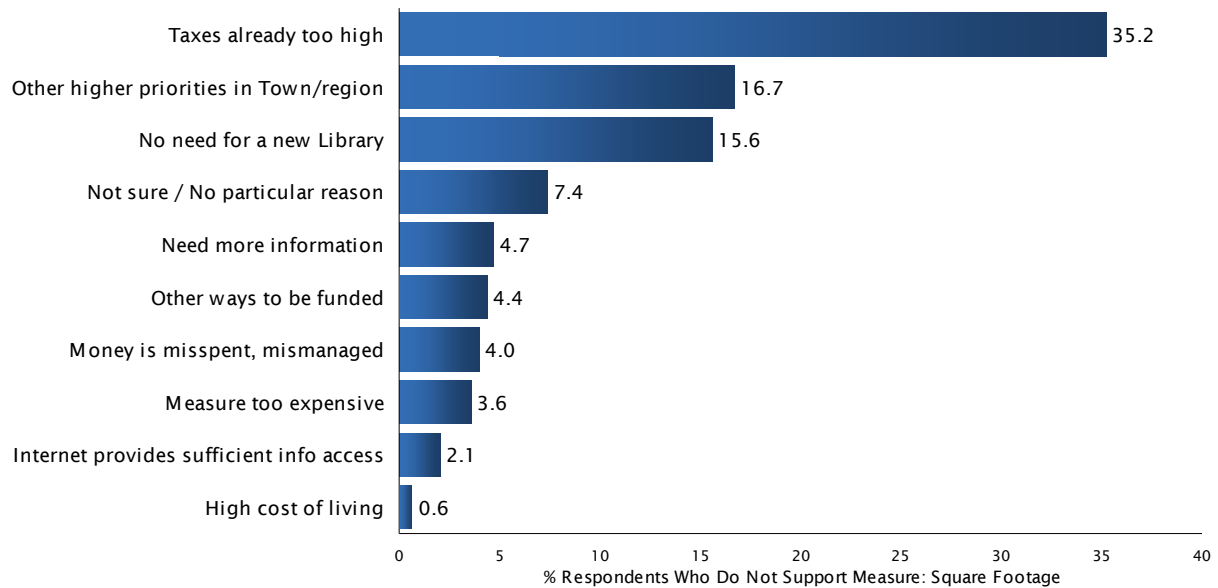
TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: FLAT RATE

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100.0	56.7	4.7
Child in Hsld (Q16)	Yes	31.4	56.6	3.6
	No	68.6	58.6	5.3
Hsld Truckee Library Visit in Past 12 Mos (Q17)	Yes	45.6	73.1	1.9
	No	54.4	43.2	7.1
Frequency of Hsld Truckee Library Visits (Q18)	Not in past 12 mo	54.7	43.2	7.1
	>1x per mo	11.6	68.4	0.0
	1x per mo	11.9	81.6	0.0
	<1x per mo	21.8	70.7	4.0
Party	Democrat	51.2	66.7	5.8
	Republican	17.3	38.4	4.0
	Other / DTS	31.5	53.3	3.5
Household Party Type	Single dem	28.4	66.3	7.1
	Dual dem	14.2	68.9	3.5
	Single rep	7.8	53.1	4.5
	Dual rep	5.4	20.0	5.3
	Other	22.8	51.7	2.4
	Mixed	21.5	57.6	5.8
Age	18 to 29	12.4	88.4	0.0
	30 to 39	17.5	78.9	0.0
	40 to 49	20.5	51.6	6.2
	50 to 64	26.4	43.0	6.0
	65 or older	23.3	49.8	6.7
Registration Year	Since Nov '18	19.1	87.7	4.2
	Jun '12 to <Nov '18	22.9	62.1	4.5
	Jun '06 to <Jun '12	11.7	49.5	0.0
	Before Jun '06	46.2	44.5	6.2
Homeowner on Voter File	Yes	62.5	54.3	5.4
	No	37.5	60.6	3.5
Likely to Vote by Mail	Yes	85.4	58.2	4.9
	No	14.6	47.4	3.4
Likely Mar 2024 Voter	Yes	69.9	54.1	4.6
	No	30.1	62.7	5.0
Area of Residence	Town of Truckee	89.8	56.5	3.9
	Unincorp	10.2	58.3	11.9
Gender	Male	46.1	48.7	3.3
	Female	53.9	63.8	6.0

REASONS FOR NOT SUPPORTING MEASURE Respondents who did not support the measure at the Initial Ballot Test were asked if there was a particular reason for their position. Questions 3 and 5 were posed in an open-ended manner, allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 for the square footage version, Figure 4 for the flat rate version. Although the percentages varied between the two versions, the top three reasons for not supporting the measure were the same: a perception that taxes are already too high, a belief that there are other higher priorities, and the opinion that a new library isn't needed.

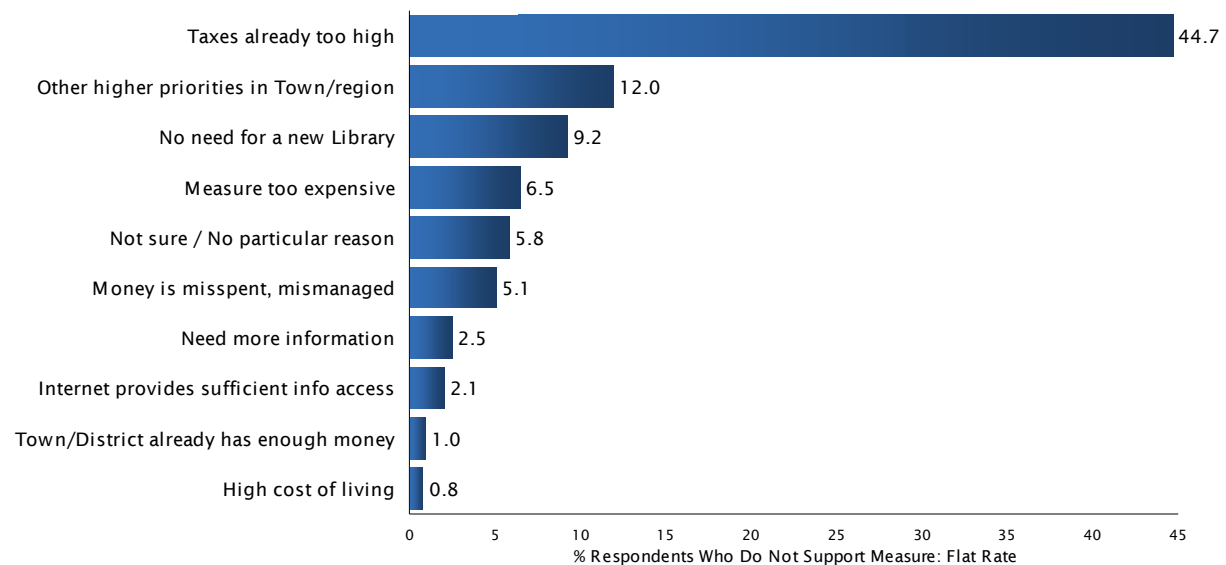
Question 3 *Is there a particular reason why you do not support or are unsure about the measure I just described?*

FIGURE 3 REASONS FOR NOT SUPPORTING MEASURE: SQUARE FOOTAGE



Question 5 *Is there a particular reason why you do not support or are unsure about the measure I just described?*

FIGURE 4 REASONS FOR NOT SUPPORTING MEASURE: FLAT RATE



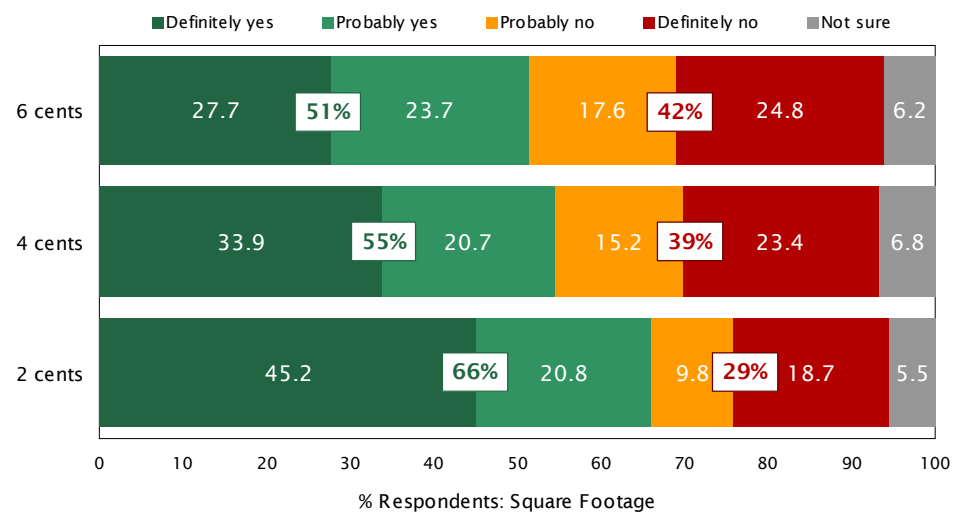
TAX THRESHOLD

Naturally, voter support for a revenue measure is often contingent on the cost of the measure. The higher the tax rate, all other things being equal, the less likely a voter is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the tax rate can be expected to have on voter support for the proposed Regional Library measure.

SQUARE FOOTAGE VERSION Question 6 was designed to do just that for the square footage version. Respondents were first instructed that the measure would raise money through annual property taxes paid by residential and commercial property owners, and that the amount to be charged was not yet finalized. They were then presented with the highest additional tax rate (6 cents per square foot of taxable buildings) and asked if they would support the proposed measure at that rate. If a respondent did not answer ‘definitely yes’, they were asked whether they would support the measure at the next lowest tax rate. The three tax rates tested and the percentage of respondents who indicated they would vote in favor of the measure at each rate are shown in Figure 5.

Question 6 *The measure I just described would raise money through annual property taxes paid by residential and commercial property owners. However, the amount to be charged has not been finalized yet. If you heard that your household would pay _____ per square foot of taxable buildings on your property per year, would you vote yes or no on the measure?*

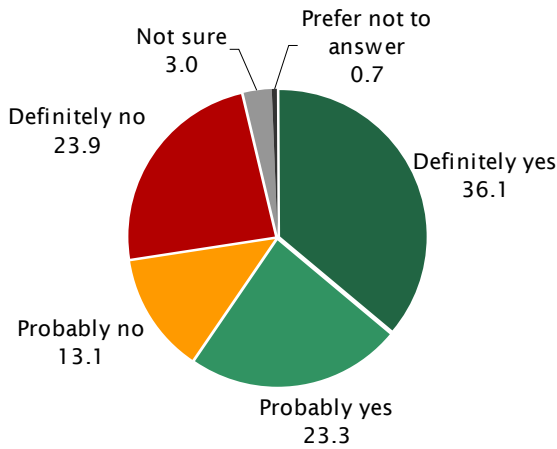
FIGURE 5 TAX THRESHOLD: SQUARE FOOTAGE



The most obvious pattern revealed in Figure 5 is that some voters are price sensitive when it comes to their support for the proposed Regional Library measure, especially when their attention is focused on the price tag as it is in Question 6. As the cost of the measure to their household increases, support for the measure decreases. At the highest tax rate tested (6 cents per square foot), 51% of voters indicated that they would support the measure. Incremental reductions to the tax rate resulted in incremental increases in support, with 66% stating they would support the measure at a rate of 2 cents per square foot.

Question 7 *Let me put it another way: If you knew that this measure would cost the typical home owner about \$118 per year, would you vote yes or no on the library measure?*

FIGURE 6 TAX THRESHOLD OF \$118 PER YEAR

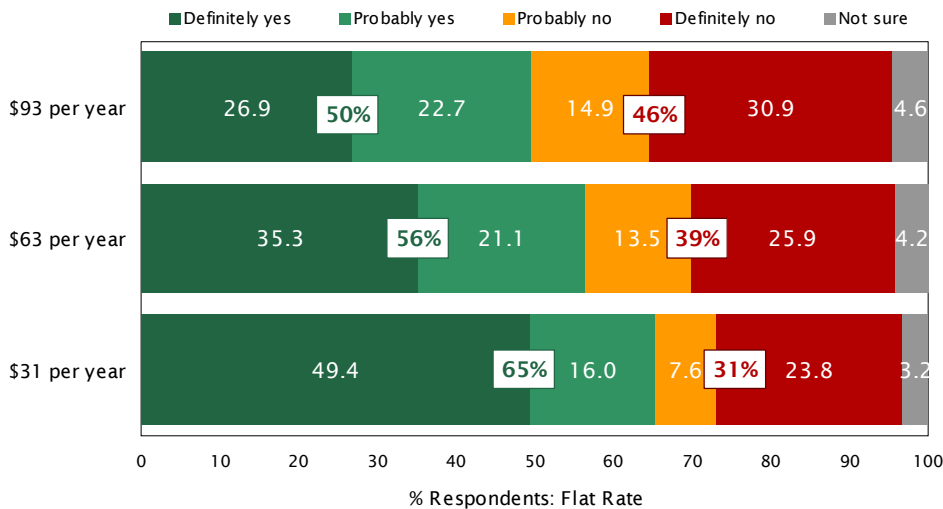


Recognizing that the square footage rate can leave some respondents uncertain about exactly how much they may pay annually if the measure passes, Question 7 informed voters in this subgroup that the typical home owner would pay about \$118 per year. Knowing this, 59% of respondents indicated they would support the measure, which is significantly higher than the 51% who indicated they would support the measure at the underlying rate of 6 cents per square foot of taxable buildings.¹

FLAT RATE VERSION In a manner similar to that described above, respondents who received the flat rate version of the proposed measure were initially asked if they would support the measure if the rate were set at \$93 per parcel. Those who were not ‘definitely’ in support of the measure at the highest rate were subsequently asked about their support at lower rates of \$63 and \$31 per parcel, respectively (see Figure 7).

Question 8 *The measure I just described would raise money through annual property taxes paid by residential and commercial property owners. However, the amount to be charged has not been finalized yet. If you heard that your household would pay _____ per year for your property, would you vote yes or no on the measure?*

FIGURE 7 TAX THRESHOLD: FLAT RATE



1. The \$118 annual total for the typical home owner was calculated assuming a rate of 6 cents per square foot.

At an annual rate of \$93 per parcel, 50% of voters indicated they would support the proposed Regional Library measure, 46% were opposed, whereas 5% were unsure or unwilling to state their opinion. Reducing the tax rate resulted in significant increases in *overall* support, with 65% of voters indicating they would support the measure at the lowest rate tested (\$31 per parcel).

It's worth noting that support for the Regional Library measure did not vary significantly based on *how* the tax was applied—square footage *or* flat tax. Indeed, at *each* comparable level of taxation (e.g., \$93 per parcel vs 6 cents per square foot) support for the measure varied by just 1%.

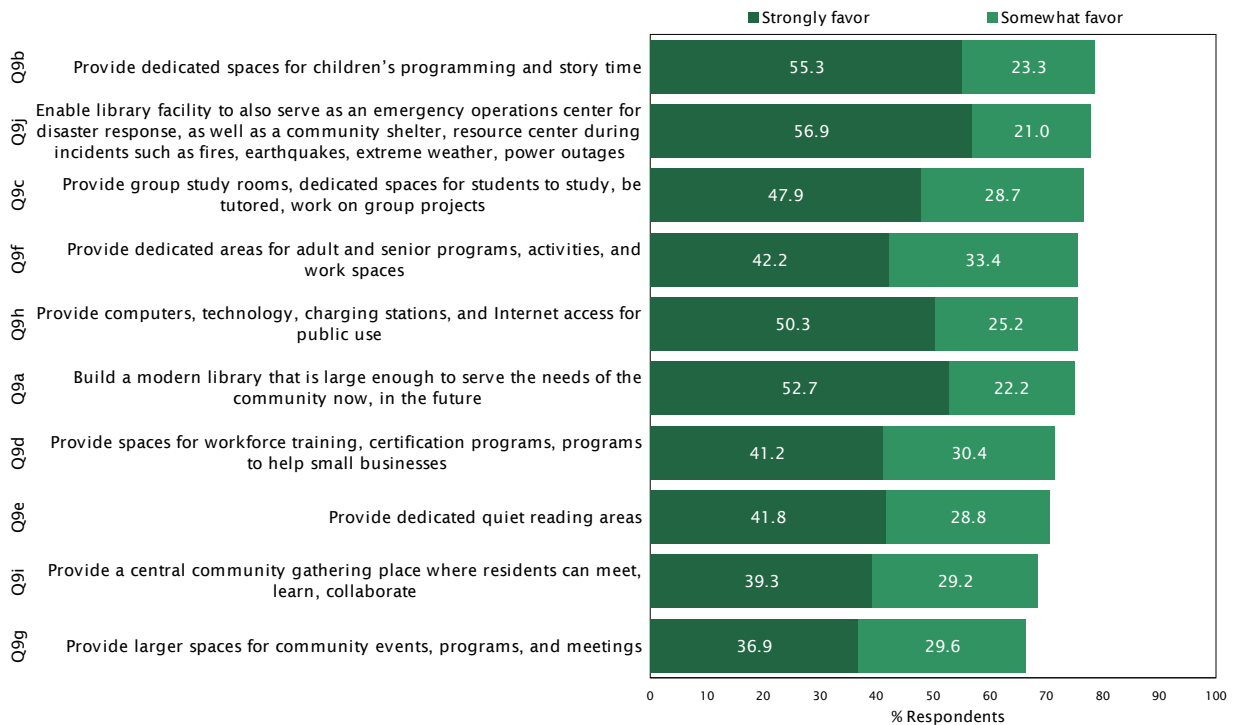
PROJECTS & SERVICES

The ballot language presented in questions 2 and 4 indicated that the proposed parcel tax measure would be used to construct a modern 20,000 square foot Regional Library to serve the Greater Truckee Area, with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations. The purpose of Question 9 was to provide respondents with the full range of projects and services that may be funded by the proposed measure, and to identify which of these items voters most favored funding with parcel tax proceeds.

After reading each item that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular item assuming that the measure passes. Descriptions of the projects and services tested, as well as voters' responses, are shown in Figure 8 below.

Question 9 *The measure we've been discussing will provide funding for a variety of library improvements and services in your community. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 8 PROJECTS & SERVICES



Although all potential uses of parcel tax proceeds tested in Question 9 were favored by at least two-thirds of voters surveyed, the items that resonated with the largest percentage of respondents were providing dedicated spaces for children's programming and story time (79% strongly or somewhat favor), enabling the library facility to also serve as an emergency operations center for disaster response, as well as a community shelter and resource center during incidents such as fires, earthquakes, extreme weather, and power outages (78%), providing group study rooms

and dedicated spaces for students to study, be tutored, and work on group projects (77%), and providing dedicated areas for adult and senior programs, activities, and work spaces (76%). Given the intensity of the response, it’s worth noting that more than half of respondents (53%) *strongly* favored the item: Build a modern library that is large enough to serve the needs of the community, now and in the future.

PROJECT & SERVICE RATINGS BY INITIAL SUPPORT Table 3 presents the top five items (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given item when compared to supporters. Nevertheless, initial supporters, opponents, and the undecided were in agreement on three of the five top priorities for funding.

TABLE 3 TOP PROJECTS & SERVICES BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2/Q4)	Item	Project or Sevices Summary	% Strongly Favor
Probably or Definitely Yes (n = 298)	Q9a	Build a modern library that is large enough to serve the needs of the community now, in the future	79
	Q9b	Provide dedicated spaces for children’s programming and story time	77
	Q9j	Enable library facility to also serve as an emergency operations center for disaster response, as well as a community shelter, resource center during incidents such as fires, earthquakes, extreme weather, power outages	74
	Q9c	Provide group study rooms, dedicated spaces for students to study, be tutored, work on group projects	69
	Q9h	Provide computers, technology, charging stations, and Internet access for public use	68
Probably or Definitely No (n = 167)	Q9j	Enable library facility to also serve as an emergency operations center for disaster response, as well as a community shelter, resource center during incidents such as fires, earthquakes, extreme weather, power outages	28
	Q9h	Provide computers, technology, charging stations, and Internet access for public use	20
	Q9b	Provide dedicated spaces for children’s programming and story time	17
	Q9c	Provide group study rooms, dedicated spaces for students to study, be tutored, work on group projects	12
	Q9d	Provide spaces for workforce training, certification programs, programs to help small businesses	12
Not Sure (n = 30)	Q9b	Provide dedicated spaces for children’s programming and story time	47
	Q9j	Enable library facility to also serve as an emergency operations center for disaster response, as well as a community shelter, resource center during incidents such as fires, earthquakes, extreme weather, power outages	42
	Q9h	Provide computers, technology, charging stations, and Internet access for public use	39
	Q9g	Provide larger spaces for community events, programs, and meetings	37
	Q9a	Build a modern library that is large enough to serve the needs of the community now, in the future	34

POSITIVE ARGUMENTS

If the decision is made to place a Regional Library measure on a future ballot, voters will be exposed to various arguments about the measure in the ensuing months. Proponents of the parcel tax will present arguments to try to persuade voters to support a measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for the proposed measure, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the measure.

The objective of Question 10 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and will be discussed later in this report (see *Negative Arguments* on page 24). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 10 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 9 POSITIVE ARGUMENTS

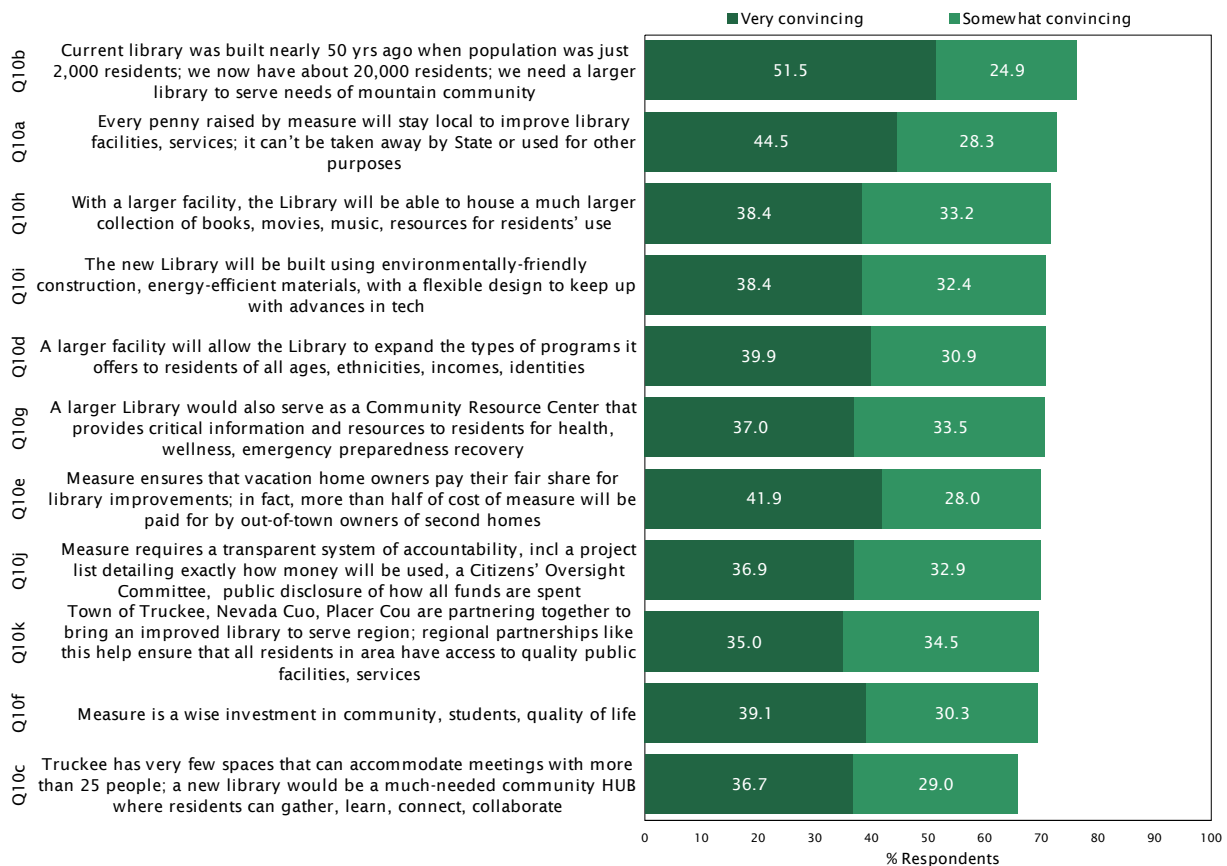


Figure 9 presents the truncated positive arguments tested, as well as voters' reactions to the arguments. The arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *The current library was built nearly 50 years ago when our population was just two thousand residents. We now have about twenty thousand residents. We need a larger library to serve the needs of our mountain community* (76% very or somewhat convincing), followed by *Every penny raised by the measure will stay local to improve our library facilities and services. It can't be taken away by the State or used for other purposes* (73%), and *With a larger facility, the Library will be able to house a much larger collection of books, movies, music, and resources for residents' use* (72%).

TOP POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 4 on the next page lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very convincing*) according to respondents' vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of voters who were initially inclined to support the measure when compared to voters who initially opposed the measure or were unsure. Nevertheless, two arguments were ranked among the top five most compelling by supporters, opponents, and the undecided.

TABLE 4 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2/Q4)	Item	Project or Sevices Summary	% Strongly Favor
Probably or Definitely Yes (n = 298)	Q10b	Current library was built nearly 50 yrs ago when population was just 2,000 residents; we now have about 20,000 residents; we need a larger library to serve needs of mountain community	74
	Q10a	Every penny raised by measure will stay local to improve library facilities, services; it can't be taken away by State or used for other purposes	66
	Q10f	Measure is a wise investment in community, students, quality of life	60
	Q10d	A larger facility will allow the Library to expand the types of programs it offers to residents of all ages, ethnicities, incomes, identities	59
	Q10e	Measure ensures that vacation home owners pay their fair share for library improvements; in fact, more than half of cost of measure will be paid for by out-of-town owners of second homes	58
Probably or Definitely No (n = 167)	Q10e	Measure ensures that vacation home owners pay their fair share for library improvements; in fact, more than half of cost of measure will be paid for by out-of-town owners of second homes	15
	Q10b	Current library was built nearly 50 yrs ago when population was just 2,000 residents; we now have about 20,000 residents; we need a larger library to serve needs of mountain community	13
	Q10h	With a larger facility, the Library will be able to house a much larger collection of books, movies, music, resources for residents' use	12
	Q10a	Every penny raised by measure will stay local to improve library facilities, services; it can't be taken away by State or used for other purposes	9
	Q10i	The new Library will be built using environmentally-friendly construction, energy-efficient materials, with a flexible design to keep up with advances in tech	9
Not Sure (n = 30)	Q10b	Current library was built nearly 50 yrs ago when population was just 2,000 residents; we now have about 20,000 residents; we need a larger library to serve needs of mountain community	37
	Q10c	Truckee has very few spaces that can accommodate meetings with more than 25 people; a new library would be a much-needed community HUB where residents can gather, learn, connect, collaborate	35
	Q10e	Measure ensures that vacation home owners pay their fair share for library improvements; in fact, more than half of cost of measure will be paid for by out-of-town owners of second homes	33
	Q10a	Every penny raised by measure will stay local to improve library facilities, services; it can't be taken away by State or used for other purposes	32
	Q10g	A larger Library would also serve as a Community Resource Center that provides critical information and resources to residents for health, wellness, emergency preparedness recovery	29

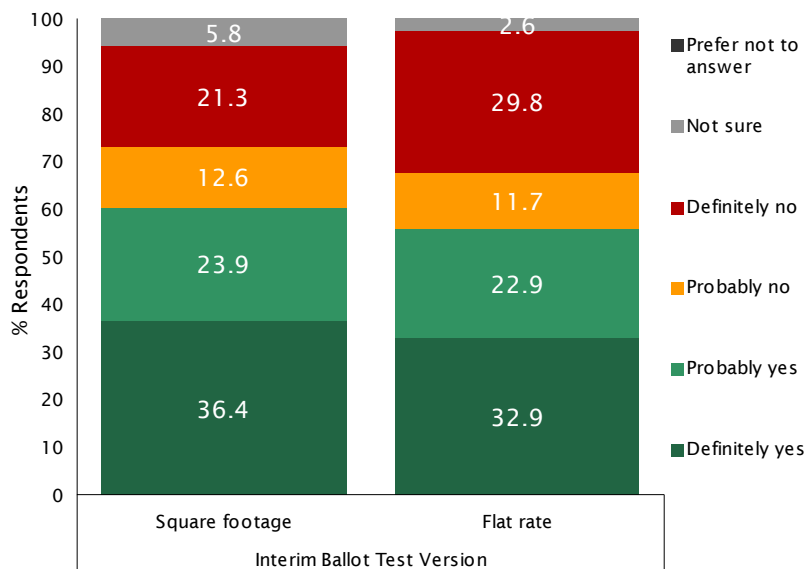
INTERIM BALLOT TEST

After informing respondents about the potential tax rates associated with the Regional Library measure, projects and services that could be funded, as well as exposing them to positive arguments they may encounter during the election cycle, the survey again presented voters with the ballot language used previously to gauge how their support for the proposed measure may have changed.

Question 11 *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area; with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations; shall the Truckee Regional Library Community Facilities District measure be adopted levying 6 cents per building square foot annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local? If the election were held today, would you vote yes or no on this measure?*

Question 12 *Sometimes people change their mind about a measure once they have more information about it. In order to construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area; with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations; shall the Truckee Regional Library Community Facilities District measure be adopted levying \$93 per parcel annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 10 INTERIM BALLOT TEST



As shown in Figure 10 on the previous page, overall support for the flat rate \$93 parcel tax measure among likely November 2024 voters dipped slightly to 56%, with 42% of respondents opposed to the measure at this point in the survey, and an additional 3% being unsure or unwilling to state their vote choice. Support for the square footage version at 6 cents per square foot of taxable buildings declined to 60% at the Interim Ballot Test, with 34% opposed and 6% unsure or unwilling to share their opinion.

SUPPORT BY SUBGROUPS For the interested reader, tables 5 (square footage) and 6 (flat rate) display how support for the measures at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red. When compared to the flat rate version, there were much larger reductions in support for the measure among select subgroups (e.g., dual Democrat households) for the square footage version in response to the information shared after the Initial Ballot Test.

TABLE 5 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: SQUARE FOOTAGE

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100.0	60.3	-2.8
Child in Hsld (Q16)	Yes	31.4	62.7	-2.6
	No	68.6	60.6	-3.1
Hsld Truckee Library Visit in Past 12 Mos (Q17)	Yes	45.6	71.4	-3.8
	No	54.4	51.3	-2.0
Frequency of Hsld Truckee Library Visits (Q18)	Not in past 12 mo	54.7	51.3	-2.0
	>1x per mo	11.6	85.3	-0.3
	1x per mo	11.9	62.5	-7.3
	<1x per mo	21.8	68.0	-3.9
Party	Democrat	51.2	67.2	-7.3
	Republican	17.3	26.2	-10.9
	Other / DTS	31.5	63.9	+8.7
Household Party Type	Single dem	28.4	65.9	-4.3
	Dual dem	14.2	63.6	-19.8
	Single rep	7.8	23.5	-12.3
	Dual rep	5.4	31.4	No change
	Other	22.8	61.2	+14.2
	Mixed	21.5	63.7	-3.5
Age	18 to 29	12.4	90.8	+6.3
	30 to 39	17.5	69.3	-7.8
	40 to 49	20.5	42.8	-4.1
	50 to 64	26.4	55.4	+2.8
	65 or older	23.3	53.1	-10.1
Registration Year	Since Nov '18	19.1	78.6	+1.2
	Jun '12 to <Nov '18	22.9	75.2	-1.3
	Jun '06 to <Jun '12	11.7	51.8	-5.8
	Before Jun '06	46.2	46.6	-4.7
Homeowner on Voter File	Yes	62.5	59.4	-2.0
	No	37.5	61.9	-4.2
Likely to Vote by Mail	Yes	85.4	61.8	-2.8
	No	14.6	52.3	-3.0
Likely Mar 2024 Voter	Yes	69.9	53.5	-3.1
	No	30.1	76.1	-2.1
Area of Residence	Town of Truckee	89.8	60.2	-2.6
	Unincorp	10.2	61.6	-5.0
Gender	Male	46.1	57.1	-1.1
	Female	53.9	65.2	-4.4

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: FLAT RATE

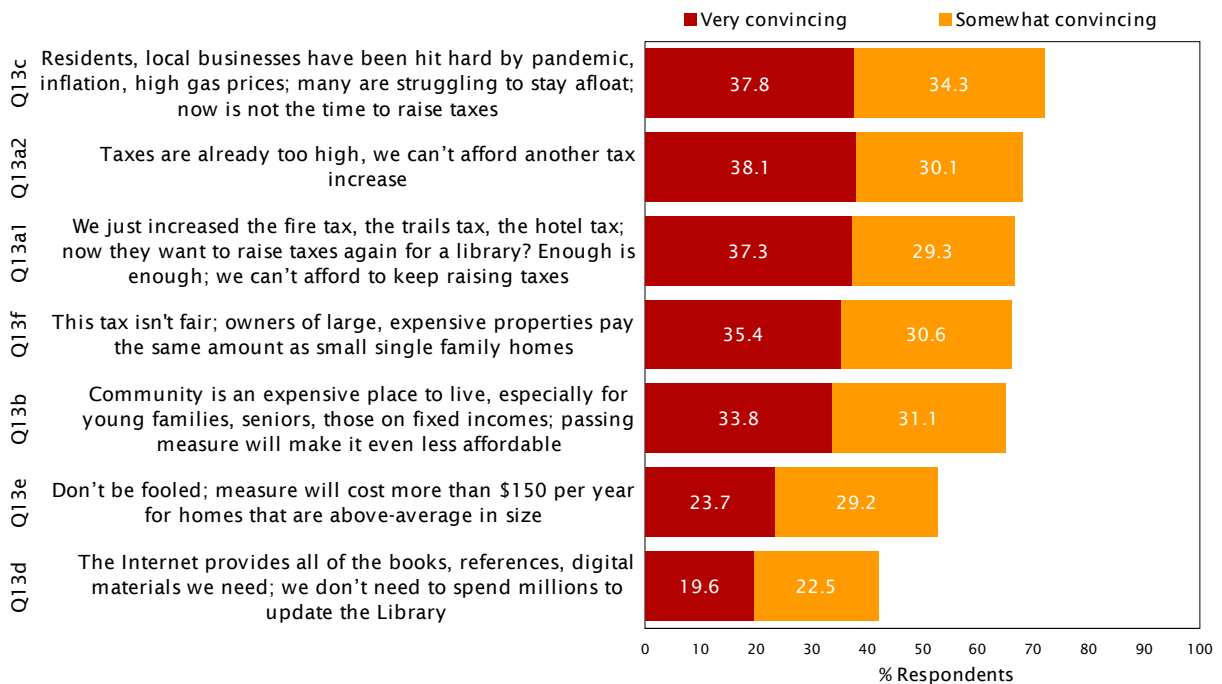
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q4)
Overall		100.0	55.8	-0.8
Child in Hsld (Q16)	Yes	31.4	52.4	-4.2
	No	68.6	59.2	+0.6
Hsld Truckee Library Visit in Past 12 Mos (Q17)	Yes	45.6	70.4	-2.7
	No	54.4	43.9	+0.7
Frequency of Hsld Truckee Library Visits (Q18)	Not in past 12 mo	54.7	43.9	+0.7
	>1x per mo	11.6	60.3	-8.2
	1x per mo	11.9	81.6	-0.0
	<1x per mo	21.8	69.4	-1.3
Party	Democrat	51.2	65.0	-1.7
	Republican	17.3	37.3	-1.1
	Other / DTS	31.5	53.9	+0.6
Household Party Type	Single dem	28.4	66.1	-0.3
	Dual dem	14.2	67.1	-1.8
	Single rep	7.8	50.8	-2.3
	Dual rep	5.4	20.0	No change
	Other	22.8	51.7	No change
Age	Mixed	21.5	56.1	-1.5
	18 to 29	12.4	88.4	-0.0
	30 to 39	17.5	78.9	-0.0
	40 to 49	20.5	45.9	-5.7
	50 to 64	26.4	43.6	+0.7
Registration Year	65 or older	23.3	50.5	+0.7
	Since Nov '18	19.1	89.0	+1.3
	Jun '12 to <Nov '18	22.9	59.4	-2.7
	Jun '06 to <Jun '12	11.7	40.9	-8.6
Homeowner on Voter File	Before Jun '06	46.2	45.8	+1.3
	Yes	62.5	54.6	+0.2
Likely to Vote by Mail	No	37.5	57.9	-2.6
	Yes	85.4	57.2	-1.0
Likely Mar 2024 Voter	No	14.6	47.5	+0.1
	Yes	69.9	52.6	-1.5
Area of Residence	No	30.1	63.3	+0.6
	Town of Truckee	89.8	55.6	-0.9
Gender	Unincorp	10.2	58.3	-0.0
	Male	46.1	46.7	-2.0
	Female	53.9	64.0	+0.1

NEGATIVE ARGUMENTS

Whereas Question 11 presented respondents with arguments in favor of the measure, Question 13 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 13, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters’ opinions about the arguments, are presented in Figure 11.

Question 13 *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 11 NEGATIVE ARGUMENTS



Among the negative arguments tested, the most compelling were: *Residents and local businesses have been hit hard by the pandemic, inflation, and high gas prices. Many are struggling to stay afloat. Now is not the time to raise taxes* (72% very or somewhat convincing), *Taxes are already too high - we can't afford another tax increase* (68%), and *We just increased the fire tax, the trails tax, and the hotel tax. Now they want to raise taxes again for a library? Enough is enough. We can't afford to keep raising our taxes* (67%).²

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 7 on the next page ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents’ vote choice at the Initial Ballot Test.

2. Because of their similarity, the latter two arguments were tested using a split-sample whereby half received Q13a1 and half received Q13a2.

TABLE 7 TOP NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2/Q4)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 298)	Q13f	This tax isn't fair; owners of large, expensive properties pay the same amount as small single family homes	24
	Q13a1	We just increased the fire tax, the trails tax, the hotel tax; now they want to raise taxes again for a library? Enough is enough; we can't afford to keep raising taxes	22
	Q13c	Residents, local businesses have been hit hard by pandemic, inflation, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes	20
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	14
	Q13e	Don't be fooled; measure will cost more than \$150 per year for homes that are above	13
Probably or Definitely No (n = 167)	Q13a2	Taxes are already too high, we can't afford another tax increase	79
	Q13a1	We just increased the fire tax, the trails tax, the hotel tax; now they want to raise taxes again for a library? Enough is enough; we can't afford to keep raising taxes	69
	Q13c	Residents, local businesses have been hit hard by pandemic, inflation, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes	69
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	66
	Q13f	This tax isn't fair; owners of large, expensive properties pay the same amount as small single family homes	52
Not Sure (n = 30)	Q13a2	Taxes are already too high, we can't afford another tax increase	54
	Q13a1	We just increased the fire tax, the trails tax, the hotel tax; now they want to raise taxes again for a library? Enough is enough; we can't afford to keep raising taxes	54
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	49
	Q13e	Don't be fooled; measure will cost more than \$150 per year for homes that are above-average in size	47
	Q13c	Residents, local businesses have been hit hard by pandemic, inflation, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes	42

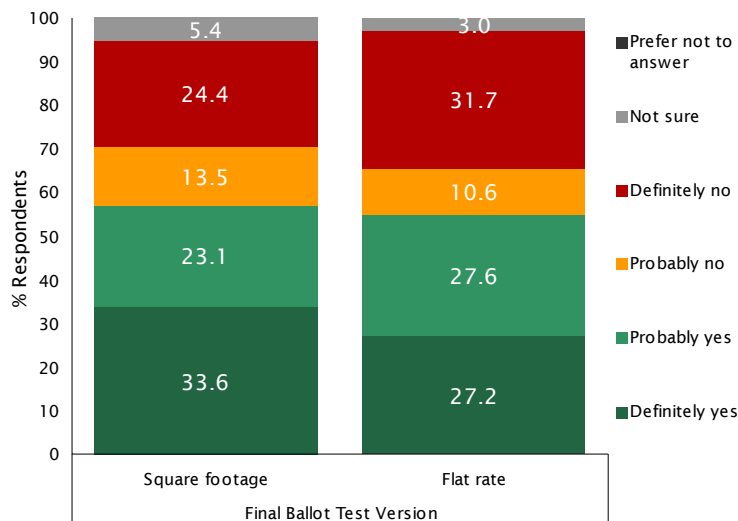
FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how voters' opinions about the proposed measure may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measure, potential tax rates, projects and services that could be funded, and arguments in favor of and against the proposal, the survey again asked voters whether they would vote 'yes' or 'no' on the proposed Regional Library measure.

Question 14 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area; with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and underserved populations; shall the Truckee Regional Library Community Facilities District measure be adopted levying 6 cents per building square foot annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local? If the election were held today, would you vote yes or no on this measure?*

Question 15 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area; with dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and underserved populations; shall the Truckee Regional Library Community Facilities District measure be adopted levying \$93 per parcel annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 12 FINAL BALLOT TEST



At this point in the survey, support for the \$93 flat rate measure was found among 55% of voters, with 42% opposed and 3% unsure or unwilling to state their vote choice (see Figure 12). Support for the 6 cent per square foot version of the parcel tax checked-in at 57% at the Final Ballot Test, with 38% opposed to the measure and 5% unsure or unwilling to state their vote choice.

CHANGE IN SUPPORT

Tables 8 (square footage) and 9 (flat rate) provide a closer look at how support for the proposed Regional Library measure changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, negative differences in red.

As expected, most groups responded to the negative arguments with a reduction in their support for the parcel tax measure when compared with the levels recorded at the Interim Ballot Test. For the square footage version, the general trend over the course of the entire survey (Initial to Final Ballot Test) was modestly negative, averaging -6%. At the Final Ballot Test, support was approximately 10% below the required two-thirds threshold required for passage when the rate was set at 6 cents per square foot of taxable buildings on the parcel (see Table 8).

TABLE 8 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: SQUARE FOOT RATE

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q11)
Overall		100.0	56.7	-6.4	-3.6
Child in Hsld (Q16)	Yes	31.4	57.3	-7.9	-5.4
	No	68.6	57.8	-5.9	-2.8
Hsld Truckee Library Visit in Past 12 Mos (Q17)	Yes	45.6	68.9	-6.4	-2.6
	No	54.4	46.8	-6.5	-4.5
Frequency of Hsld Truckee Library Visits (Q18)	Not in past 12 mo	54.7	46.8	-6.5	-4.5
	>1x per mo	11.6	87.2	+1.5	+1.8
	1x per mo	11.9	62.1	-7.6	-0.3
	<1x per mo	21.8	61.8	-10.1	-6.2
Party	Democrat	51.2	66.0	-8.5	-1.2
	Republican	17.3	26.2	-10.9	No change
	Other / DTS	31.5	54.5	-0.7	-9.4
Household Party Type	Single dem	28.4	64.0	-6.2	-1.9
	Dual dem	14.2	63.3	-20.1	-0.3
	Single rep	7.8	23.5	-12.3	No change
	Dual rep	5.4	31.4	No change	No change
	Other	22.8	50.1	+3.1	-11.1
	Mixed	21.5	60.6	-6.5	-3.0
Age	18 to 29	12.4	84.5	+0.0	-6.3
	30 to 39	17.5	55.8	-21.4	-13.6
	40 to 49	20.5	42.9	-4.0	+0.1
	50 to 64	26.4	55.4	+2.8	No change
	65 or older	23.3	53.2	-10.1	+0.0
Registration Year	Since Nov '18	19.1	74.3	-3.1	-4.4
	Jun '12 to <Nov '18	22.9	63.2	-13.4	-12.0
	Jun '06 to <Jun '12	11.7	52.0	-5.7	+0.2
	Before Jun '06	46.2	46.6	-4.7	+0.0
Homeowner on Voter File	Yes	62.5	56.9	-4.5	-2.5
	No	37.5	56.4	-9.6	-5.4
Likely to Vote by Mail	Yes	85.4	57.5	-7.0	-4.2
	No	14.6	52.3	-3.0	No change
Likely Mar 2024 Voter	Yes	69.9	52.3	-4.4	-1.3
	No	30.1	67.1	-11.1	-9.0
Area of Residence	Town of Truckee	89.8	56.2	-6.6	-4.0
	Unincorp	10.2	61.6	-5.0	+0.0
Gender	Male	46.1	52.2	-6.0	-4.9
	Female	53.9	62.6	-7.0	-2.6

The flat rate version witnessed a smaller decline in support over the course of the interview (-2% on average), but it also started with lower support than the square footage version—the result being that support for the flat rate version at the Final Ballot Test was approximately 12% below the two-thirds requirement (see Table 9).

TABLE 9 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: FLAT RATE

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q4)	Change From Interim Ballot Test (Q12)
Overall		100.0	54.7	-2.0	-1.1
Child in Hsld (Q16)	Yes	31.4	52.4	-4.2	No change
	No	68.6	57.6	-1.1	-1.7
Hsld Truckee Library Visit in Past 12 Mos (Q17)	Yes	45.6	68.5	-4.6	-2.0
	No	54.4	43.5	+0.2	-0.5
Frequency of Hsld Truckee Library Visits (Q18)	Not in past 12 mo	54.7	43.5	+0.2	-0.5
	>1x per mo	11.6	60.3	-8.2	No change
	1x per mo	11.9	79.5	-2.1	-2.1
	<1x per mo	21.8	66.4	-4.3	-3.0
Party	Democrat	51.2	64.5	-2.2	-0.5
	Republican	17.3	37.3	-1.1	-0.0
	Other / DTS	31.5	51.1	-2.2	-2.8
Household Party Type	Single dem	28.4	66.1	-0.2	+0.0
	Dual dem	14.2	65.5	-3.4	-1.6
	Single rep	7.8	50.8	-2.3	No change
	Dual rep	5.4	20.0	No change	No change
	Other	22.8	49.3	-2.4	-2.4
	Mixed	21.5	54.6	-3.1	-1.5
Age	18 to 29	12.4	88.4	No change	+0.0
	30 to 39	17.5	78.9	No change	+0.0
	40 to 49	20.5	45.9	-5.7	No change
	50 to 64	26.4	40.4	-2.5	-3.2
	65 or older	23.3	49.6	-0.3	-1.0
Registration Year	Since Nov '18	19.1	89.0	+1.3	-0.0
	Jun '12 to <Nov '18	22.9	57.2	-4.9	-2.1
	Jun '06 to <Jun '12	11.7	40.9	-8.6	No change
	Before Jun '06	46.2	44.4	-0.0	-1.3
Homeowner on Voter File	Yes	62.5	54.2	-0.2	-0.4
	No	37.5	55.6	-4.9	-2.3
Likely to Vote by Mail	Yes	85.4	56.3	-1.9	-0.9
	No	14.6	44.9	-2.5	-2.6
Likely Mar 2024 Voter	Yes	69.9	51.0	-3.1	-1.6
	No	30.1	63.3	+0.6	No change
Area of Residence	Town of Truckee	89.8	54.4	-2.0	-1.1
	Unincorp	10.2	57.0	-1.3	-1.3
Gender	Male	46.1	45.6	-3.1	-1.1
	Female	53.9	62.8	-1.1	-1.2

Whereas tables 8 and 9 display change in support for the measure over the course of the interview at the group level, tables 10 and 11 display the individual-level changes that occurred between the Initial and Final Ballot Tests for the respective measures. On the left side of the tables is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the tables depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row of Table 10 we see that of the 34.3% of respondents who indicated that they would definitely support the square footage parcel tax measure at the Initial Ballot Test, 27.1% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 4.0% moved to the probably support group, 1.2%

moved to the probably oppose group, 1.4% moved to the definitely oppose group, and 0.4% percent stated they were now unsure of their vote choice.

To ease interpretation of the tables, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 10 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST: SQUARE FOOTAGE

Initial Ballot Test (Q2)		Final Ballot Test (Q14)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	34.3%	27.1%	4.0%	1.2%	1.4%	0.4%
Probably support	28.9%	6.0%	15.8%	2.9%	1.2%	2.9%
Probably oppose	13.4%	0.0%	1.2%	6.4%	5.5%	0.3%
Definitely oppose	15.0%	0.0%	0.0%	0.7%	14.3%	0.0%
Not sure	8.4%	0.5%	2.1%	2.2%	1.9%	1.7%

TABLE 11 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST: FLAT RATE

Initial Ballot Test (Q4)		Final Ballot Test (Q15)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	31.0%	23.9%	5.8%	0.4%	0.9%	0.0%
Probably support	25.7%	2.8%	20.3%	1.8%	0.3%	0.6%
Probably oppose	13.4%	0.0%	0.3%	7.1%	5.8%	0.3%
Definitely oppose	25.2%	0.0%	0.2%	1.1%	23.9%	0.0%
Not sure	4.7%	0.4%	1.0%	0.3%	0.9%	2.1%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, the tables make clear that although the information did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas a larger percentage found the same information to be a reason to be less supportive.

Despite 18% of respondents making a *fundamental*³ shift in their opinion about the square footage measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test was approximately 6% lower than support at the Initial Ballot Test. There was less movement among those who received the flat rate version (7% made a fundamental shift in their opinion), although most of the movement was in the negative direction such that support at the Final Ballot Test was approximately 2% lower than at the Initial Ballot Test.

3. That is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.



BACKGROUND & DEMOGRAPHICS

TABLE 12 DEMOGRAPHICS OF SAMPLE

Total Respondents	497
Child in Hsld (Q16)	
Yes	30.6
No	66.8
Prefer not to answer	2.6
Hsld Truckee Library Visit in Past 12 Mos (Q17)	
Yes	45.2
No	54.0
Prefer not to answer	0.8
Frequency of Hsld Truckee Library Visits (Q18)	
Not in past 12 mo	54.0
>1x per mo	11.5
1x per mo	11.8
<1x per mo	21.5
Prefer not to answer	1.2
Gender	
Male	45.2
Female	52.9
Prefer not to answer	1.8
Party	
Democrat	51.2
Republican	17.3
Other / DTS	31.5
Age	
18 to 29	12.4
30 to 39	17.5
40 to 49	20.5
50 to 64	26.4
65 or older	23.3
Registration Year	
Since Nov '18	19.1
Jun '12 to <Nov '18	22.9
Jun '06 to <Jun '12	11.7
Before Jun '06	46.2
Household Party Type	
Single dem	28.4
Dual dem	14.2
Single rep	7.8
Dual rep	5.4
Other	22.8
Mixed	21.5
Homeowner on Voter File	
Yes	62.5
No	37.5
Likely to Vote by Mail	
Yes	85.4
No	14.6
Likely Mar 2024 Voter	
Yes	69.9
No	30.1
Area of Residence	
Town of Truckee	89.8
Unincorp	10.2

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2024 voter sample represented in this report is shown to the left in Table 12.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the Town of Truckee, Nevada County, Placer County, and Friends of the Truckee Library to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the parcel tax at the Initial Ballot Test (Questions 2 and 4) were asked the follow-up open-ended questions (Questions 3 and 5) regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 35) identifies the skip patterns used during the survey to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting telephone interviews. The CATI program automatically navigates skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled voters. The integrity of the questionnaire was pre-tested internally by True North and by dialing into voter households in the district prior to formally beginning the survey.

SAMPLE The survey was administered to a random sample of 497 likely voters in the study area, which consisted of the Town of Truckee and neighboring communities in Nevada County and Placer County.⁴ Consistent with the profile of this universe, the sample was stratified into clusters, each representing a combination of age, gender, and household party-type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

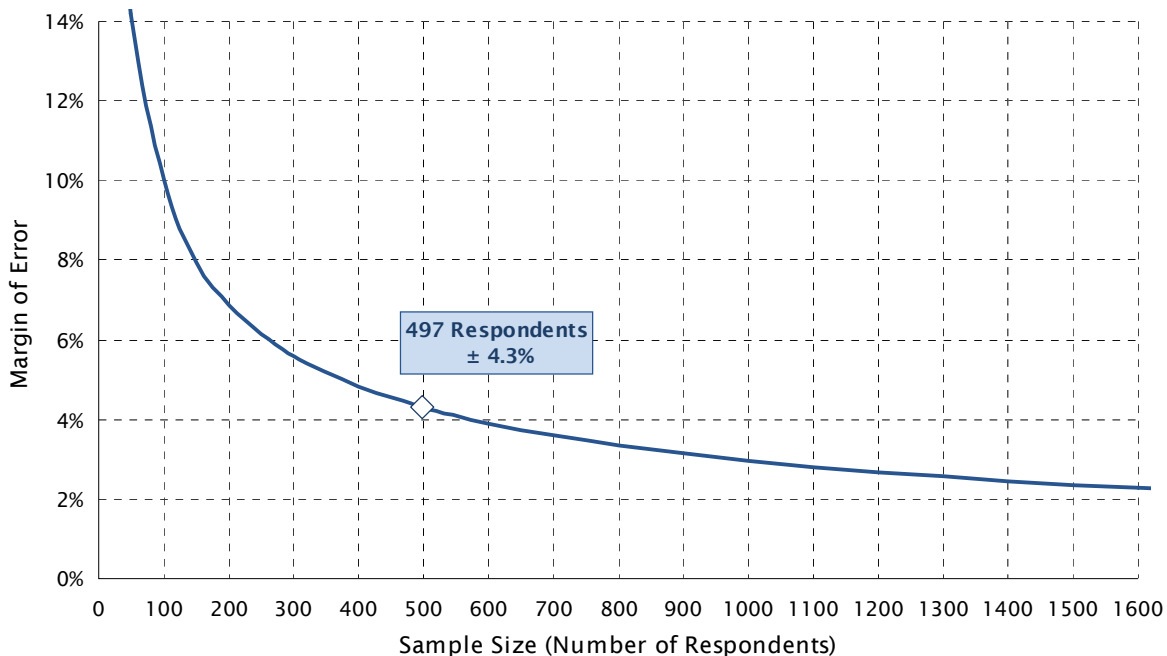
To accommodate the study's interest in obtaining a statistically reliable gauge of voter support for a flat rate parcel tax *and* a parcel tax based on square footage, the sample was divided into two representative subsamples. Half received questions related to a flat rate tax, while the other half received questions related to a tax based on square footage of buildings on a parcel.

4. The boundary in Nevada County was consistent with the Truckee Fire Protection District boundary. In Placer County, residents of Martis Valley were included in the study.

STATISTICAL MARGIN OF ERROR By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the study area who are likely to participate in the November 2024 election, with a subset who are also likely to participate in the lower turnout March 2024 primary. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in these elections. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 497 voters for a particular question and what would have been found if all 11,738 likely voters identified had been surveyed for the study.

Figure 13 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.3\%$.

FIGURE 13 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING



Within this report, figures and tables show how responses to certain questions varied by age, gender, party affiliation, and other subgroup categories. Figure 13 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

RECRUITING & DATA COLLECTION The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is stan-

standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample.

Voters recruited via email and text were assigned a unique passcode to ensure that only voters who received an invitation could access the online survey site, and that each voter could complete the survey only one time. During the data collection period, an email reminder notice was also sent to encourage participation among those who had yet to take the survey.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, weighting, and preparing frequency analyses and cross-tabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

QUESTIONNAIRE & TOPLINES



Town of Truckee
Regional Library Survey
Final Toplines (n=497)
March 2023

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling from TNR on behalf of the Town of Truckee, Nevada and Placer Counties. These agencies are conducting a survey of voters who live in Truckee or in nearby communities, and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: Your survey responses will be confidential.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

Section 2: Importance of Issues

Q1 To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Improving the local economy	20%	38%	31%	10%	1%	0%
B	Protecting the environment and natural open space	61%	26%	11%	1%	0%	0%
C	Improving public safety	26%	32%	33%	8%	1%	0%
D	Maintaining local property values	27%	29%	30%	13%	1%	0%
E	Preventing local tax increases	34%	23%	31%	11%	1%	0%
F	Reducing traffic congestion	66%	23%	10%	1%	0%	0%
G	Improving the quality of local library facilities and services	18%	32%	35%	13%	1%	0%
H	Ensuring all residents have equal access to community services	34%	38%	21%	6%	1%	0%
I	Improving the quality of education in our local schools	40%	33%	19%	5%	2%	1%

Section 3: Initial Ballot Test

Next year, voters in your area may be asked to vote on a local ballot measure. Let me read you a summary of the measure.

Split Sample. Only Sample A (square footage rate) gets Q2 & Q3.

Q2	In order to:
	<ul style="list-style-type: none"> ○ Construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area ○ With dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations <p>shall the Truckee Regional Library Community Facilities District measure be adopted levying 6 cents per building square foot annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>

	1	Definitely yes	34%	Skip to Q6
	2	Probably yes	29%	Skip to Q6
	3	Probably no	13%	Ask Q3
	4	Definitely no	15%	Ask Q3
	98	Not sure	7%	Ask Q3
	99	Prefer not to answer	1%	Skip to Q6

Q3 Is there a particular reason why you do not support or are unsure about the measure I just described? *If yes, ask:* Please briefly describe your reason. *Verbatim responses recorded and later grouped into categories shown below.*

	Taxes already too high	35%
	Other higher priorities in Town/region	17%
	No need for a new Library	16%
	Not sure / No particular reason	7%
	Need more information	5%
	Money is misspent, mismanaged	4%
	Other ways to be funded	4%
	Measure too expensive	4%
	Internet provides sufficient info access	2%
	High cost of living	1%

Split Sample. Only Sample B (flat rate) gets Q4 and Q5.				
Q4	In order to:			
	<ul style="list-style-type: none"> ○ Construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area ○ With dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations 			
	shall the Truckee Regional Library Community Facilities District measure be adopted levying \$93 per parcel annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local?			
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>			
	1	Definitely yes	31%	<i>Skip to Q6</i>
	2	Probably yes	26%	<i>Skip to Q6</i>
	3	Probably no	13%	<i>Ask Q5</i>
4	Definitely no	25%	<i>Ask Q5</i>	
98	Not sure	5%	<i>Ask Q5</i>	
99	Prefer not to answer	0%	<i>Skip to Q6</i>	
Q5	Is there a particular reason why you do not support or are unsure about the measure I just described? <i>If yes, ask: Please briefly describe your reason. Verbatim responses recorded and later grouped into categories shown below.</i>			
	Taxes already too high		45%	
	Other higher priorities in Town/region		12%	
	No need for a new Library		9%	
	Measure too expensive		6%	
	Not sure / No particular reason		6%	
	Money is misspent, mismanaged		5%	
	Need more information		3%	
	Internet provides sufficient info access		2%	
	Town/District already has enough money		1%	
	High cost of living		1%	

Section 4: Tax Threshold								
<i>Split Sample. Only Sample A (square footage rate) gets Q6 and Q7.</i>								
Q6	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners. However, the amount to be charged has not been finalized yet. If you heard that your household would pay _____ per square foot of taxable buildings on your property per year, would you vote yes or no on the measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
<i>Read in sequence starting with the highest amount (A), then the next highest (B). If respondent says 'definitely yes' to (A), record 'definitely yes' for (B) and go to Q7.</i>								
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer	
A	6 cents	28%	24%	18%	25%	5%	1%	
B	4 cents	34%	21%	15%	23%	6%	1%	
C	2 cents	45%	21%	10%	19%	5%	1%	
Q7	Let me put it another way: If you knew that this measure would cost the typical home owner about \$118 per year, would you vote yes or no on the library measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
	1	Definitely yes					36%	
	2	Probably yes					23%	
	3	Probably no					13%	
	4	Definitely no					24%	
	98	Not sure					3%	
	99	Prefer not to answer					1%	
<i>Split Sample. Only Sample B (flat rate) gets Q8.</i>								
Q8	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners. However, the amount to be charged has not been finalized yet. If you heard that your household would pay _____ per year for your property, would you vote yes or no on the measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
<i>Read in sequence starting with the highest amount (A), then the next highest (B). If respondent says 'definitely yes' to (A), record 'definitely yes' for (B) and go to Q9.</i>								
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer	
A	93 dollars	27%	23%	15%	31%	4%	0%	
B	63 dollars	35%	21%	14%	26%	4%	0%	
C	31 dollars	49%	16%	8%	24%	3%	0%	

Section 5: Projects & Services							
The measure we've been discussing will provide funding for a variety of library improvements and services in your community.							
Q9 If the measure <u>passes</u> , would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>							
	<i>Randomize</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Build a modern library that is large enough to serve the needs of the community now and in the future	53%	22%	7%	11%	5%	2%
B	Provide dedicated spaces for children's programming and story time	55%	23%	6%	9%	5%	2%
C	Provide group study rooms and dedicated spaces for students to study, be tutored, and work on group projects	48%	29%	7%	10%	5%	2%
D	Provide spaces for workforce training, certification programs, and programs to help small businesses	41%	30%	10%	11%	6%	2%
E	Provide dedicated quiet reading areas	42%	29%	11%	11%	6%	2%
F	Provide dedicated areas for adult and senior programs, activities, and work spaces	42%	33%	6%	10%	6%	2%
G	Provide larger spaces for community events, programs, and meetings	37%	30%	14%	12%	6%	2%
H	Provide computers, technology, charging stations, and Internet access for public use	50%	25%	8%	10%	5%	2%
I	Provide a central community gathering place where residents can meet, learn, and collaborate	39%	29%	12%	11%	6%	2%
J	Enable the library facility to also serve as an emergency operations center for disaster response, as well as a community shelter and resource center during incidents such as fires, earthquakes, extreme weather, and power outages	57%	21%	8%	8%	4%	2%

Section 6: Positive Arguments							
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.							
Q10	Supporters of the measure say: ----- Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not Sure	Prefer not to answer
A	Every penny raised by the measure will stay local to improve our library facilities and services. It can't be taken away by the State or used for other purposes.	45%	28%	17%	8%	2%	1%
B	The current library was built nearly 50 years ago when our population was just two thousand residents. We now have about twenty thousand residents. We need a larger library to serve the needs of our mountain community.	52%	25%	15%	5%	2%	1%
C	Truckee has very few spaces that can accommodate meetings with more than 25 people. A new library would be a much-needed community HUB where residents can gather, learn, connect, and collaborate.	37%	29%	22%	10%	2%	1%
D	A larger facility will allow the Library to expand the types of programs it offers to residents of all ages, ethnicities, incomes, and identities.	40%	31%	19%	7%	2%	1%
E	This measure ensures that vacation home owners pay their fair share for library improvements. In fact, more than half of the cost of this measure will be paid for by out-of-town owners of second homes.	42%	28%	21%	6%	2%	1%
F	This measure is a wise investment in our community, our students, and our quality of life.	39%	30%	19%	8%	2%	1%
G	A larger Library would also serve as a Community Resource Center that provides critical information and resources to residents for health, wellness, and emergency preparedness and recovery.	37%	34%	20%	7%	2%	1%
H	With a larger facility, the Library will be able to house a much larger collection of books, movies, music, and resources for residents' use.	38%	33%	20%	5%	3%	1%
I	The new Library will be built using environmentally-friendly construction, energy-efficient materials, and with a flexible design to keep up with advances in technology.	38%	32%	19%	7%	3%	1%

J	This measure requires a transparent system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and public disclosure of how all funds are spent.	37%	33%	17%	10%	2%	1%
K	The Town of Truckee, Nevada County and Placer County are partnering together to bring an improved library to serve our region. Regional partnerships like this help ensure that all residents in our area have access to quality public facilities and services.	35%	34%	21%	6%	3%	1%

Section 7: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Split Sample. Only Sample A (square footage rate) gets Q11.

Q11	In order to:	
	<ul style="list-style-type: none"> o Construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area o With dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations 	
shall the Truckee Regional Library Community Facilities District measure be adopted levying 6 cents per building square foot annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local?		
If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>		
1	Definitely yes	36%
2	Probably yes	24%
3	Probably no	13%
4	Definitely no	21%
98	Not sure	6%
99	Prefer not to answer	0%

Split Sample. Only Sample B (flat rate) gets Q12.

Q12	In order to:	
	<ul style="list-style-type: none"> o Construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area o With dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations 	
	shall the Truckee Regional Library Community Facilities District measure be adopted levying \$93 per parcel annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local?	
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>	
	1	33%
	2	23%
3	12%	
4	30%	
98	3%	
99	0%	

Section 8: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q13	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize. Split Sample A1/A2 using odd/even clusters.</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not Sure	Prefer not to answer
A1	We just increased the fire tax, the trails tax, and the hotel tax. Now they want to raise taxes again for a library? Enough is enough. We can't afford to keep raising our taxes.	37%	29%	26%	5%	1%	1%
A2	Taxes are already too high - we can't afford another tax increase.	38%	30%	26%	4%	0%	1%
B	Our community is an expensive place to live, especially for young families, seniors, and those on fixed incomes. Passing this measure will make it even less affordable.	34%	31%	25%	8%	1%	1%
C	Residents and local businesses have been hit hard by the pandemic, inflation, and high gas prices. Many are struggling to stay afloat. Now is not the time to raise taxes.	38%	34%	21%	5%	1%	1%

D	The Internet provides all of the books, references, and digital materials we need. We don't need to spend millions to update the Library.	20%	23%	41%	14%	2%	1%
<i>Split Sample. Only Sample A (square footage rate) gets item E.</i>							
E	Don't be fooled. This measure will cost more than \$150 per year for homes that are above-average in size.	24%	29%	33%	8%	5%	2%
<i>Split Sample. Only Sample B (flat rate) gets item F.</i>							
F	This tax isn't fair. Owners of large, expensive properties pay the same amount as small single family homes.	35%	31%	27%	5%	1%	1%

Section 9: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Split Sample. Only Sample A (square footage rate) gets Q14.

Q14	In order to:		
	<ul style="list-style-type: none"> o Construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area o With dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations 		
	shall the Truckee Regional Library Community Facilities District measure be adopted levying 6 cents per building square foot annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local?		
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	34%
	2	Probably yes	23%
	3	Probably no	13%
4	Definitely no	24%	
98	Not sure	5%	
99	Prefer not to answer	0%	

Split Sample. Only Sample B (flat rate) gets Q15.

Q15	In order to:		
	<ul style="list-style-type: none"> ○ Construct a modern, 20,000 square foot regional library to serve the Greater Truckee Area ○ With dedicated and enhanced spaces, technology, programs, books, and digital collections for children, teens, adults, seniors, community groups, and under-served populations 		
	shall the Truckee Regional Library Community Facilities District measure be adopted levying \$93 per parcel annually (raising 3 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 30 million dollars with independent oversight and all funds staying local?		
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>		
	1	Definitely yes	27%
	2	Probably yes	28%
	3	Probably no	11%
4	Definitely no	32%	
98	Not sure	3%	
99	Prefer not to answer	0%	

Section 10: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

Q16	Do you have children under the age of 18 living in your household?		
1	Yes	31%	
2	No	67%	
99	Prefer not to answer	3%	
Q17	In the past 12 months, have you or another member of your household visited the Truckee Library?		
1	Yes	45%	Ask Q18
2	No	54%	Skip to end
99	Prefer not to answer	1%	Skip to end

Q18	How often does a member of your household visit the Truckee Library - at least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	7%
	2	Two to three times per month	19%
	3	Once per month	26%
	4	Less often than once per month	48%
	99	Prefer not to answer	1%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items

S1	Gender		
	1	Male	45%
	2	Female	53%
	99	Prefer not to answer	2%
S2	Party		
	1	Democrat	51%
	2	Republican	17%
	3	Other	10%
	4	DTS	21%
S3	Age on Voter File		
	1	18 to 29	12%
	2	30 to 39	18%
	3	40 to 49	20%
	4	50 to 64	26%
	5	65 or older	23%
S4	Registration Date		
	1	Since Nov 2018	19%
	2	Jun 2012 to before Nov 2018	23%
	3	Jun 2006 to before Jun 2012	12%
	4	Before June 2006	46%

S5 Household Party Type		
1	Single Dem	28%
2	Dual Dem	14%
3	Single Rep	8%
4	Dual Rep	5%
5	Single Other	17%
6	Dual Other	5%
7	Dem & Rep	4%
8	Dem & Other	13%
9	Rep & Other	4%
0	Mixed (Dem + Rep + Other)	<1%
S6 Homeowner on Voter File		
1	Yes	63%
2	No	37%
S7 Likely to Vote by Mail		
1	Yes	85%
2	No	15%
S8 Likely March 2024 Voter		
1	Yes	70%
2	No	30%
S9 Likely November 2024 Voter		
1	Yes	100%
2	No	0%
S10 Household Party Type		
1	Town of Truckee	90%
2	Nevada County unincorporated	3%
3	Placer County unincorporated	7%