REGIONAL LIBRARY SURVEY

CONDUCTED FOR

TRUCKEE LIBRARY JPA &

THE FRIENDS OF TRUCKEE

LIBRARY

PRESENTED BY
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3/19/2025





PURPOSE OF STUDY

- Determine if a parcel tax measure to fund a Regional Library is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach

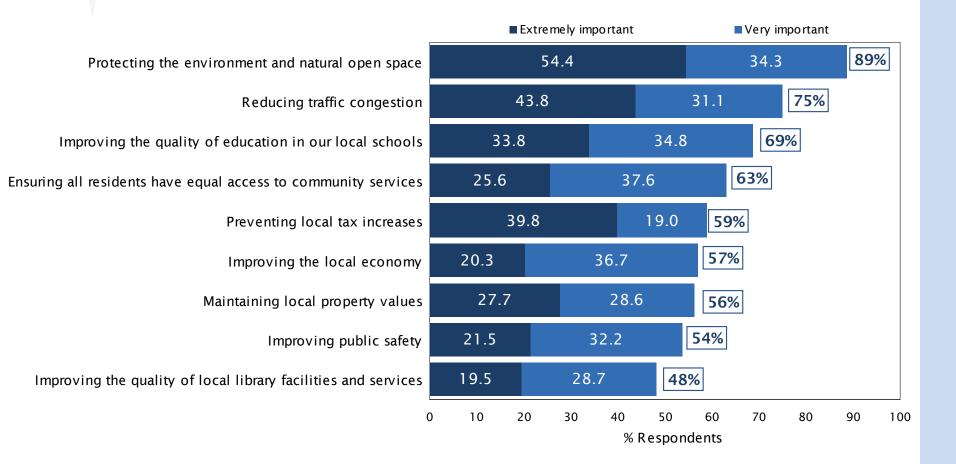


METHODOLOGY OF STUDY

- O How did we select voters to survey?
 - OStratified & Clustered Random Sample of likely November 2026, June 2026, and special election 2025 voters in study area
 - o Ensures balanced, representative sample of likely voters
- O How did we recruit participation?
 - o Personalized email, text, and telephone calls
 - o PINs to restrict access and ensure one complete per respondent
- O How were voters able to share their opinions?
 - Secure, PIN-protected website that scales to the device
 - o Telephone (land line or mobile)
- What was the sample size?
 - o 476 completed interviews
 - Overall margin of error of ± 4.3% @ 95% level of confidence



IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

In order to:

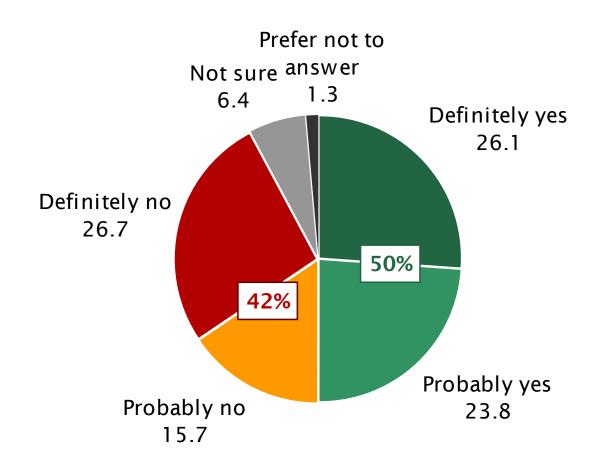
- Construct and maintain a modern regional Library and Emergency Resource Center large enough to serve the Greater Truckee Area
- With enhanced spaces, technology, programs, and collections for children, teens, adults, seniors, community groups, and under-served populations

shall Truckee Library Joint Powers Authority's measure be adopted levying 5 cents per building square foot annually (raising 2 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 25 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?

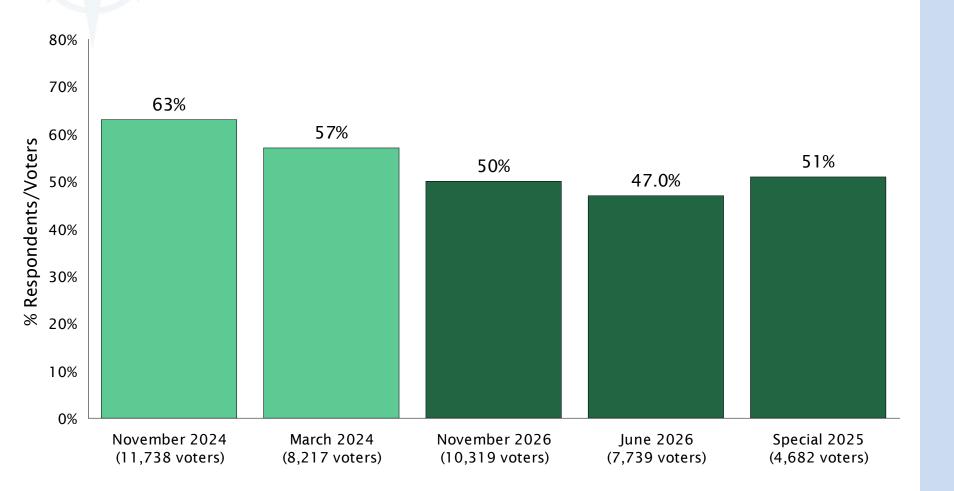


INITIAL BALLOT TEST



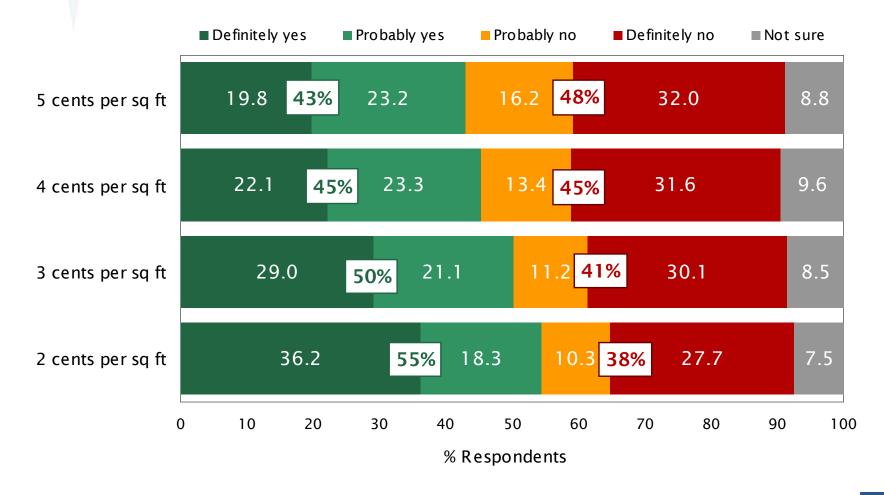


INITIAL BALLOT TEST COMPARISONS



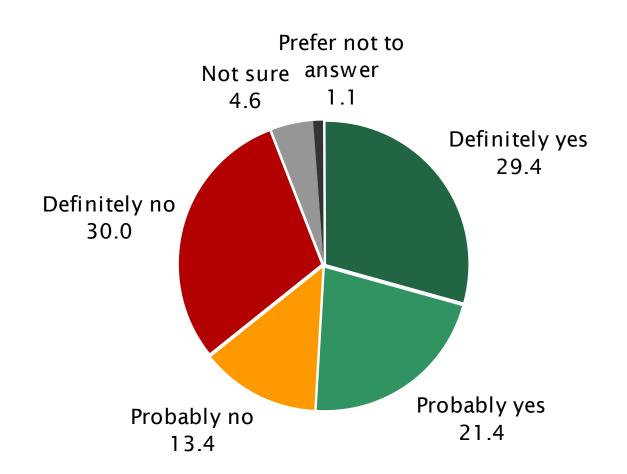


TAX THRESHOLD





TAX THRESHOLD OF \$91 PER YEAR





PROJECTS & SERVICES

Enable library facility to serve as Emergency Resource Center for disaster response, community shelter during fires, earthquakes, extreme weather, power outages

Provide dedicated spaces for students for individual, group studying, homework assistance, and after-school programs

Provide dedicated spaces for children's programming, group story time, individual parent-child reading

Provide space needed to expand programs for all residents incl arts & cultural programs, literacy tutoring, senior activities, programs for disabled adults, more

Provide computers, technology, charging stations, Internet access for public use

> Build a modern library that is large enough to serve needs of community now, in the future

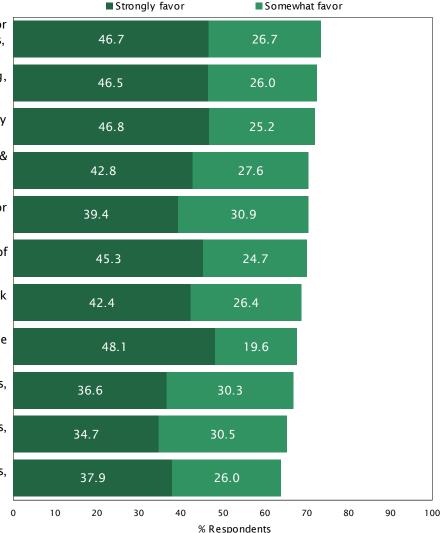
Build library in Regional Park so it is well-integrated with park facilities, easily accessible from Town's trail, transit systems

Build a modern, 20,000 sq ft library that is large enough to serve needs of community now, in the future

Provide spaces for workforce training, certification programs, programs to help local businesses, displaced workers

Provide dedicated areas for adult, senior enrichment programs, activities, work spaces

Provide larger spaces needed to expand collection of books, movies, music, resources for residents' use



■ Somewhat favor



POSITIVE ARGUMENTS TIER 1

Truckee needs larger library; library built ~50 yrs ago, population just 2,000 residents, has capacity for 54 people; now have over 20,000 residents, 15,000 library card holders

Truckee does not have facility that has back-up power, com capabilities, ADA accessible, center public can use during emergencies; new library will fill this critical gap in emergency preparedness

Current library too small for events, programs, attendees often turned away or forced to stand; new library will provide larger indoor, outdoor spaces for community events, programs, meetings

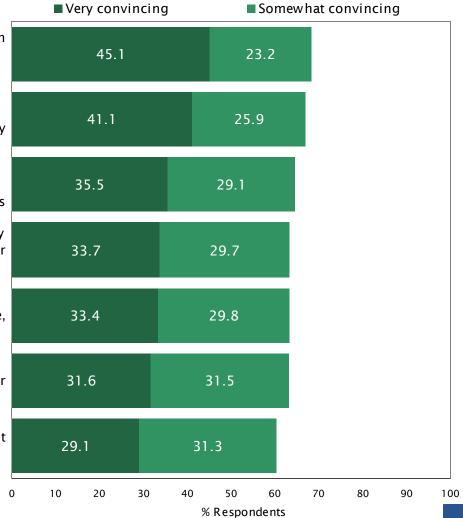
Every penny raised by measure will stay local to improve library facilities, services; it can't be taken away by State, used for other purposes

40+ local agencies, nonprofits have endorsed new library as an essential resource for community, incl school district, Truckee Fire,

Office of Emergency Services

A larger, modern library will offer much-needed services to community, tutoring, study time for students, career-training for displaced workers, enrichment activities, programs for adults

A larger facility will allow Library to expand types of programs it offers to residents of all ages, ethnicities, incomes, identities





POSITIVE ARGUMENTS TIER 2

Measure makes good financial sense; cost of new library will be shared by private donors, foundations, grants, other funding sources, which reduces burden on local taxpayers

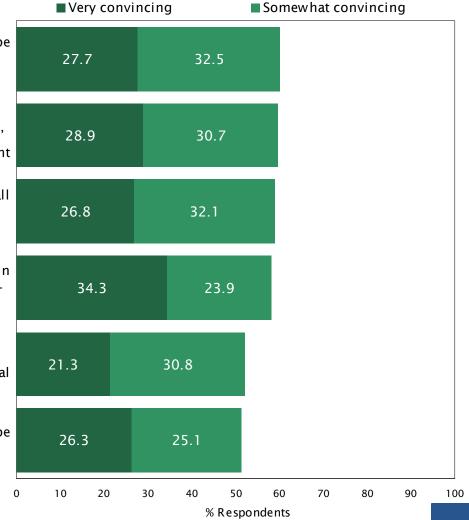
Measure requires a transparent system of accountability, incl a project list detailing exactly how money will be used, a Citizens' Oversight Committee, public disclosure of how all funds are spent

New library will support local economy by helping residents of all ages succeed in school, increase their tech skills, pursue job training certification, build small businesses

Measure ensures that vacation home owners pay their fair share; in fact, more than half of cost of measure will be paid for by out-oftown owners of second homes

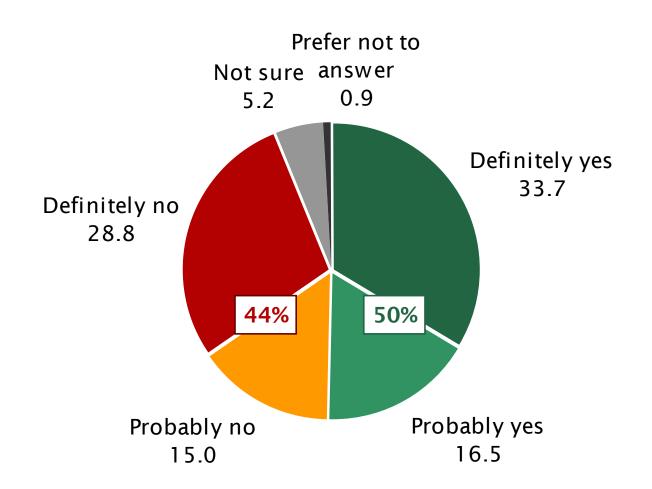
Measure ensures all property owners pay fair share for library improvements; costs spread across Truckee, communities in Nevada, Placer counties, proportional to size of homes, commercial properties

Great communities build great libraries; new Truckee Library will be a source of pride for whole community





INTERIM BALLOT TEST





NEGATIVE ARGUMENTS

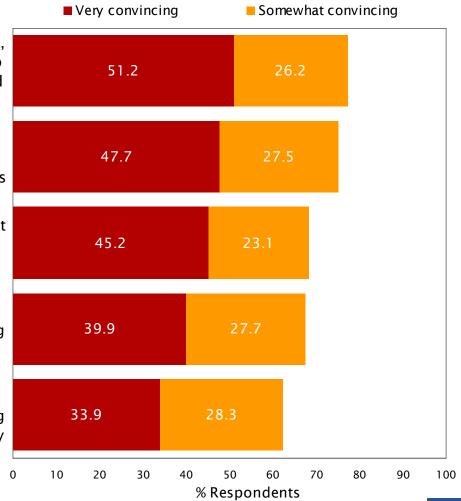
Over past 5 yrs Truckee has increased general sales tax, trails tax, fire tax, increased hotel tax; now they want to increase taxes again? Enough is enough; we can't afford to keep raising taxes

Residents, local businesses have been hit hard by inflation, high interest rates, high gas prices; many are struggling to stay afloat; now is not the time to raise taxes

Cost of living adjustment built into measure means that tax rate will increase automatically each year, without voter approval

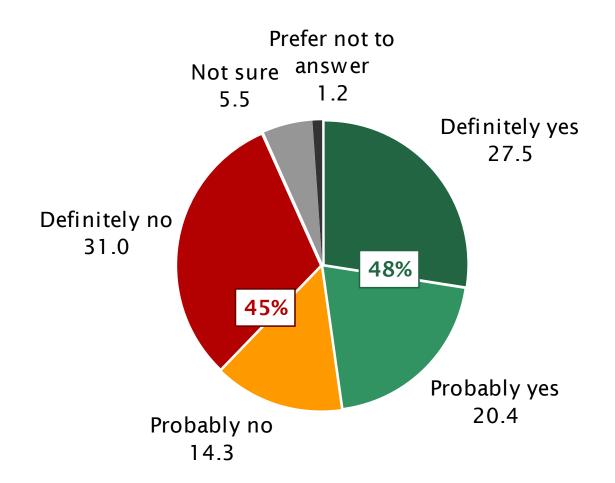
Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable

We have more pressing problems in Truckee like improving schools, wildfire safety, repairing aging infrastructure; a new library just isn't a top priority





FINAL BALLOT TEST





KEY TAKEAWAYS

- A local parcel tax measure does not appear feasible at the 2/3 supermajority level in the current environment.
- A shift in tax sensitivity since the baseline survey in 2023 appears to be the primary issue.
- Time can be helpful
 - Get some distance from recent tax increases
 - Outreach & communications have more opportunity to sink in
 - Secure private matching funds
- Keep ears to the ground as conditions can change

