

REGIONAL LIBRARY SURVEY

CONDUCTED FOR
TRUCKEE LIBRARY JPA &
THE FRIENDS OF TRUCKEE
LIBRARY

PRESENTED BY
TIMOTHY McLARNEY PH.D.

3/13/2025





PURPOSE OF STUDY

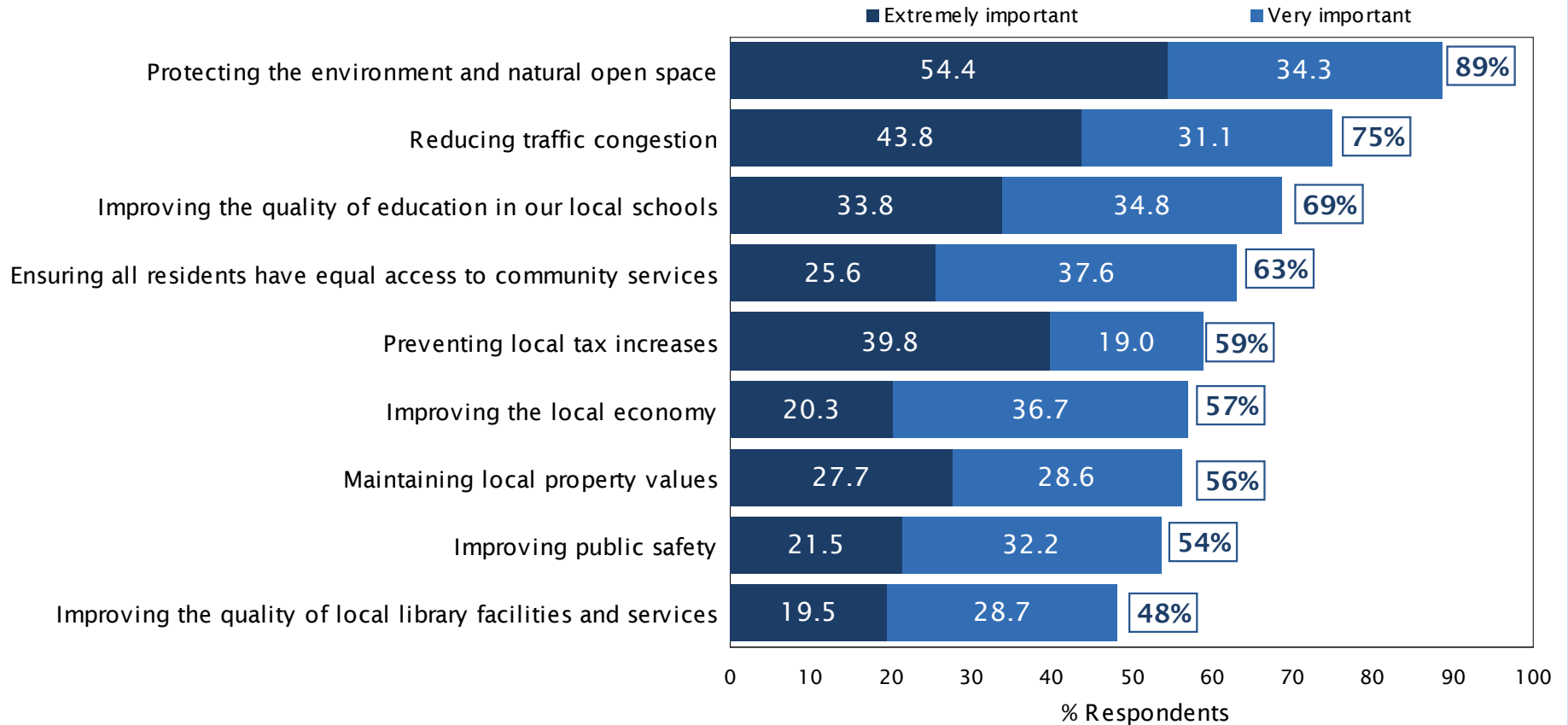
- Determine if a parcel tax measure to fund a Regional Library is feasible
- Identify how to create a measure consistent with community priorities
- Gather information needed for communications & outreach



METHODOLOGY OF STUDY

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

IMPORTANCE OF ISSUES





INITIAL BALLOT TEST

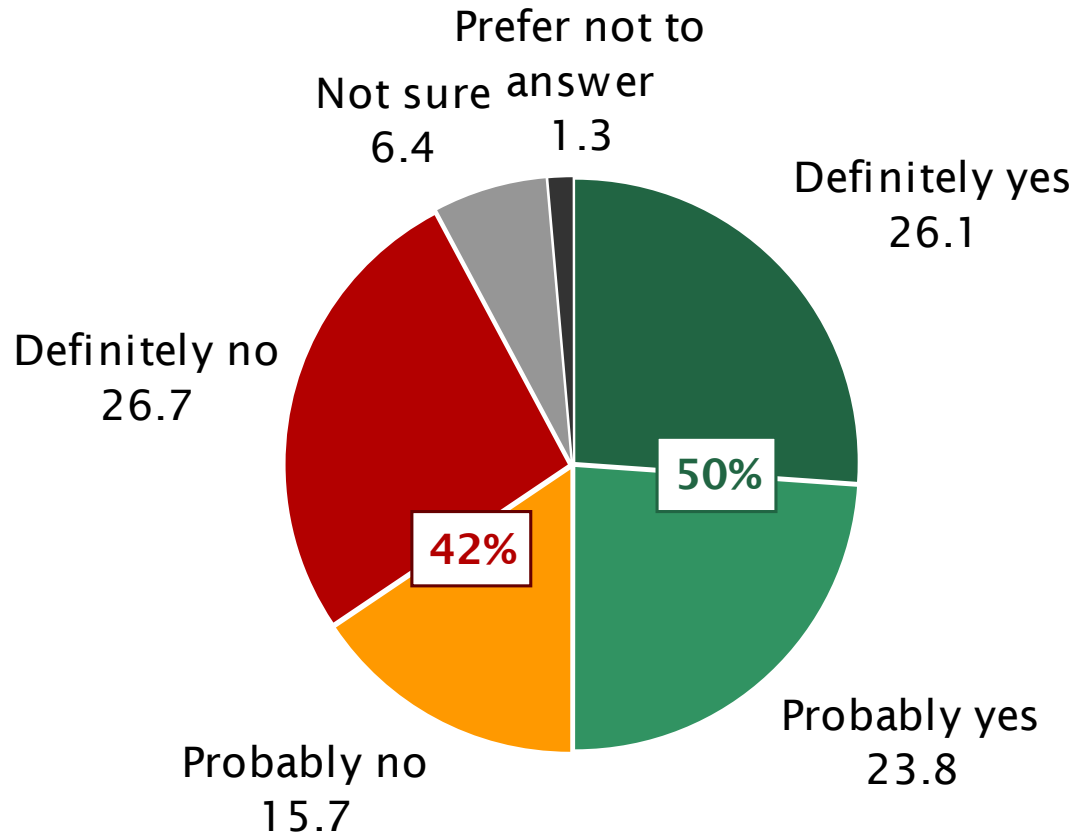
In order to:

- 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

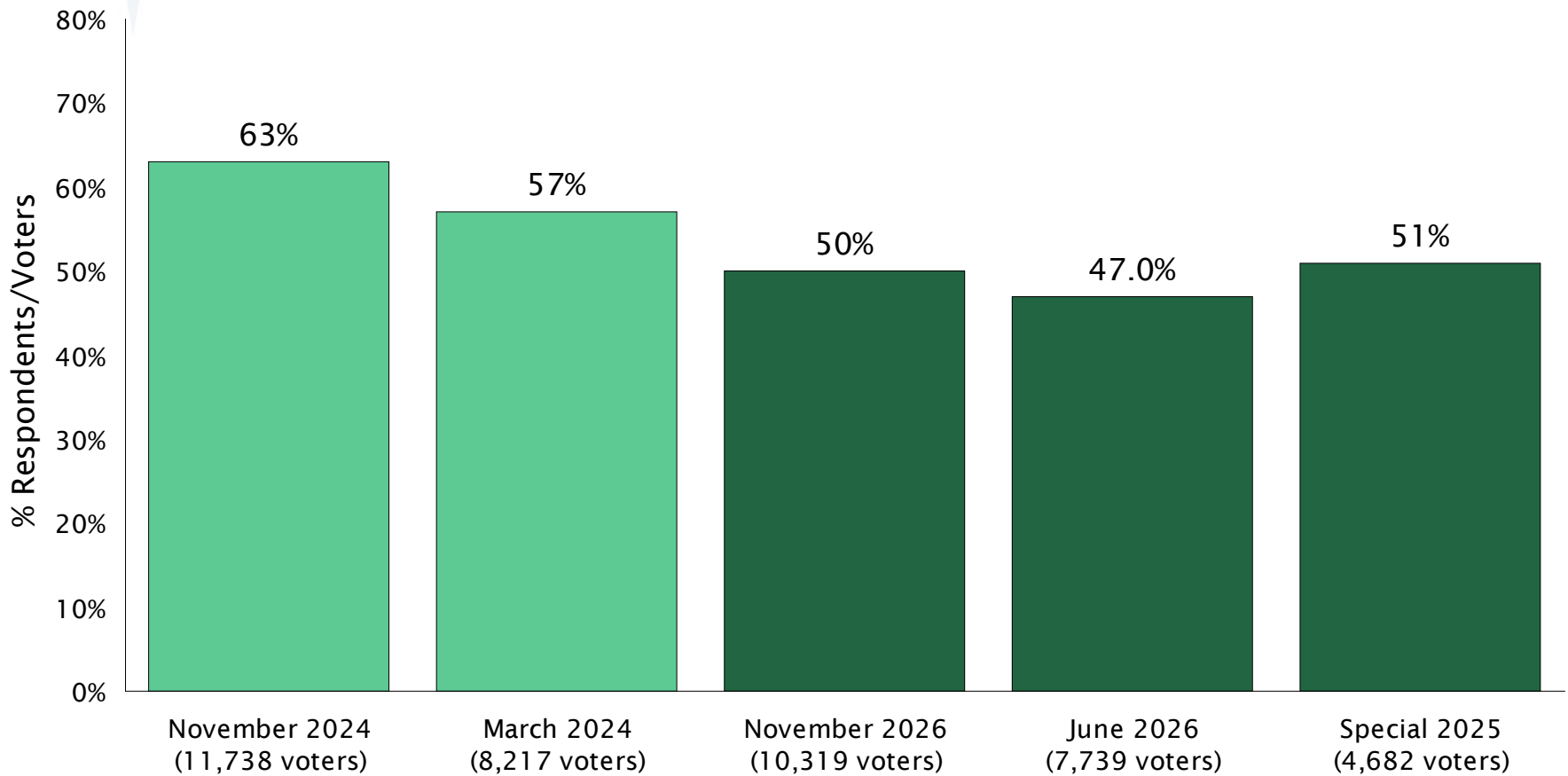
shall Truckee Library Joint Powers Authority's measure be adopted levying 5 cents per building square foot annually (raising 2 million dollars annually) for 30 years, authorizing bonds/appropriation limit of 25 million dollars with independent oversight and all funds staying local?

If the election were held today, would you vote yes or no on this measure?

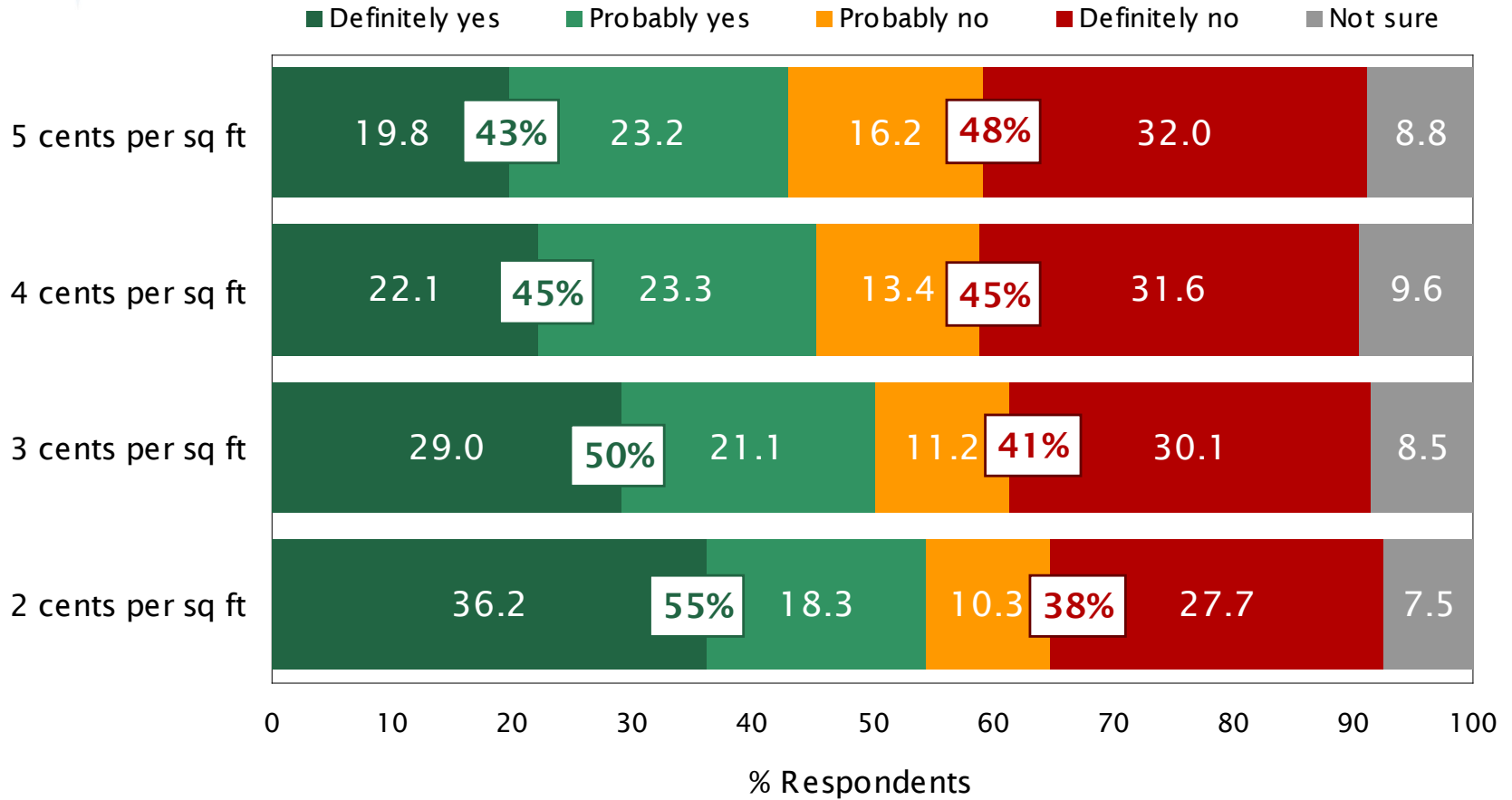
INITIAL BALLOT TEST



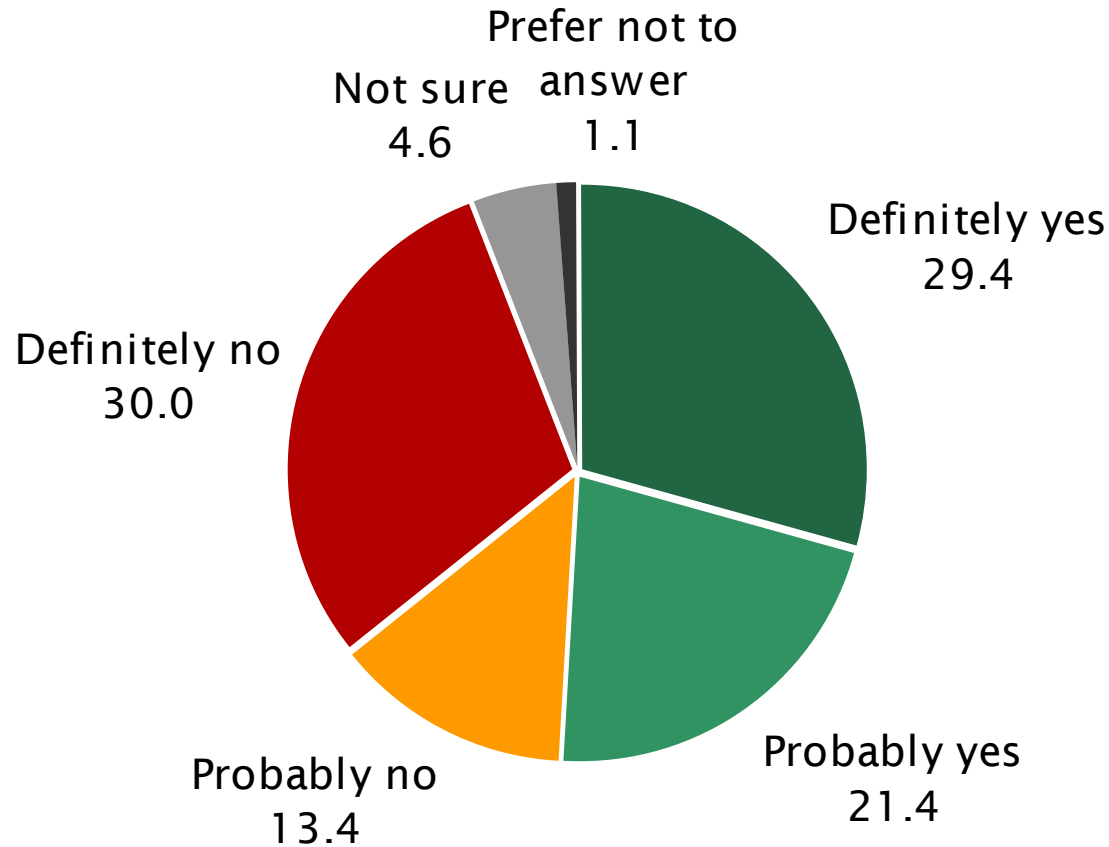
INITIAL BALLOT TEST COMPARISONS



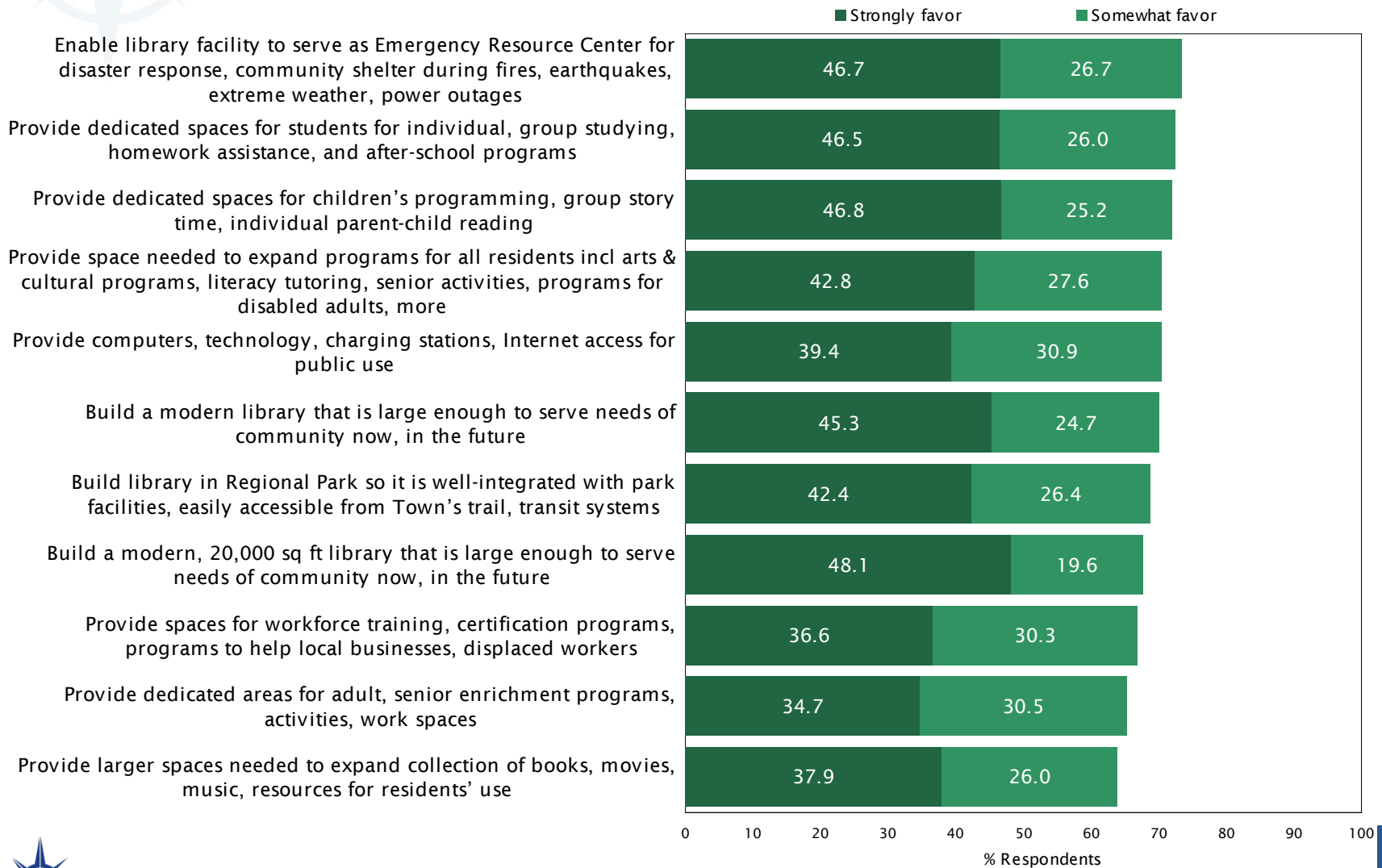
TAX THRESHOLD



TAX THRESHOLD OF \$91 PER YEAR



PROJECTS & SERVICES



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

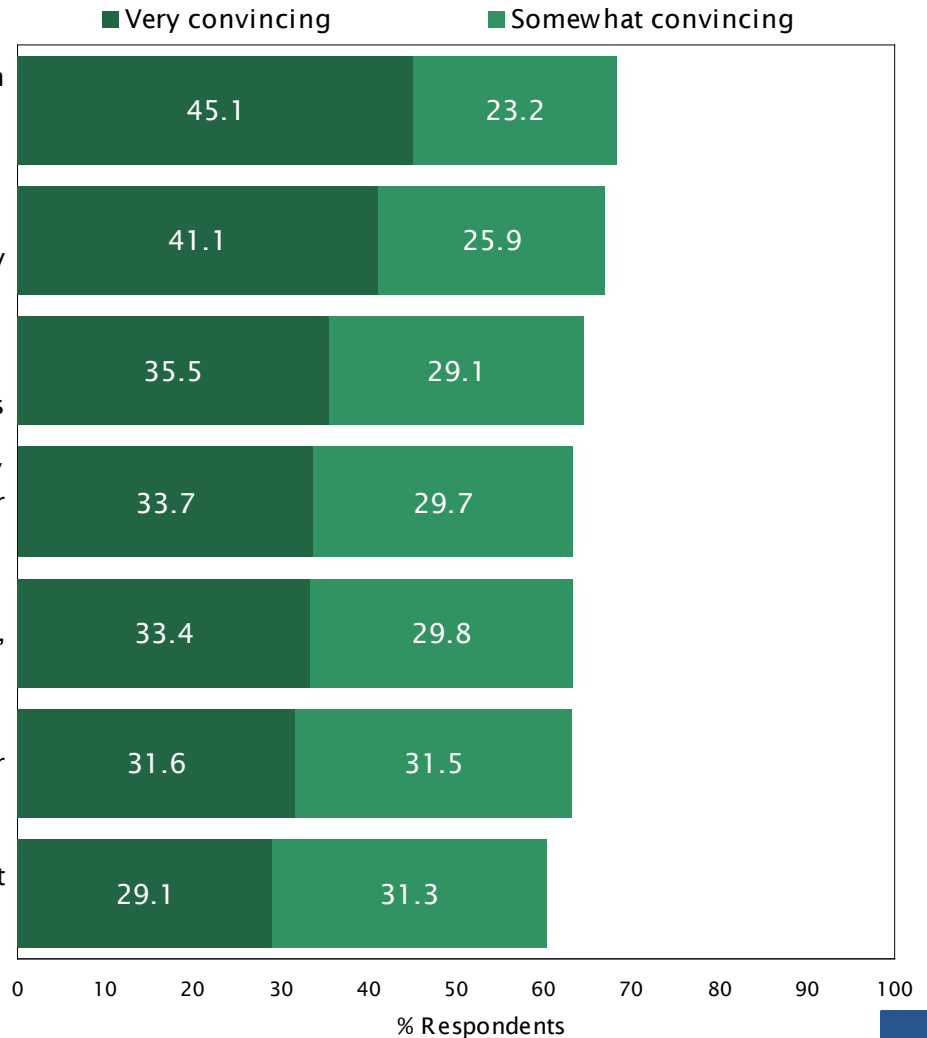
Current library too small for events, programs, attendees often turned away or forced to stand; new library will provide larger indoor, outdoor spaces for community events, programs, meetings

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

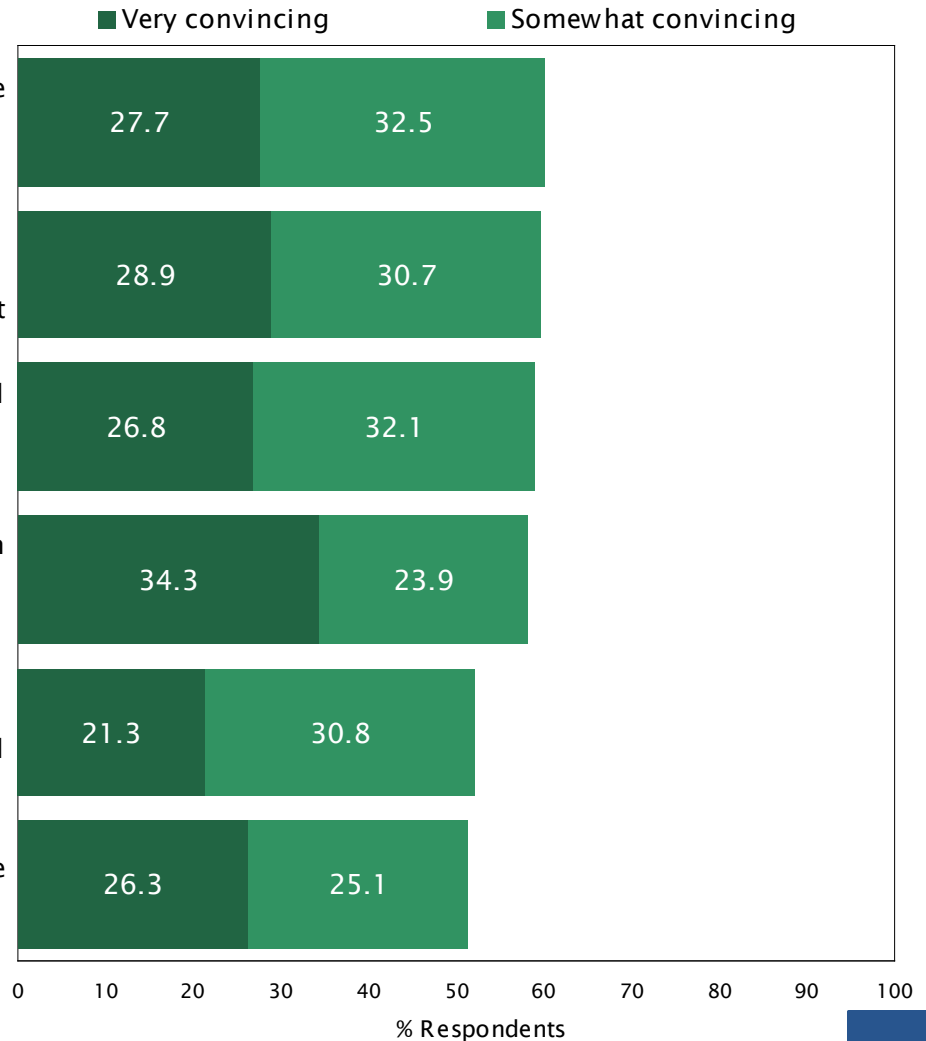
Measure requires a transparent system of accountability, incl a project list detailing exactly how money will be used, a Citizens' Oversight Committee, public disclosure of how all funds are spent

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

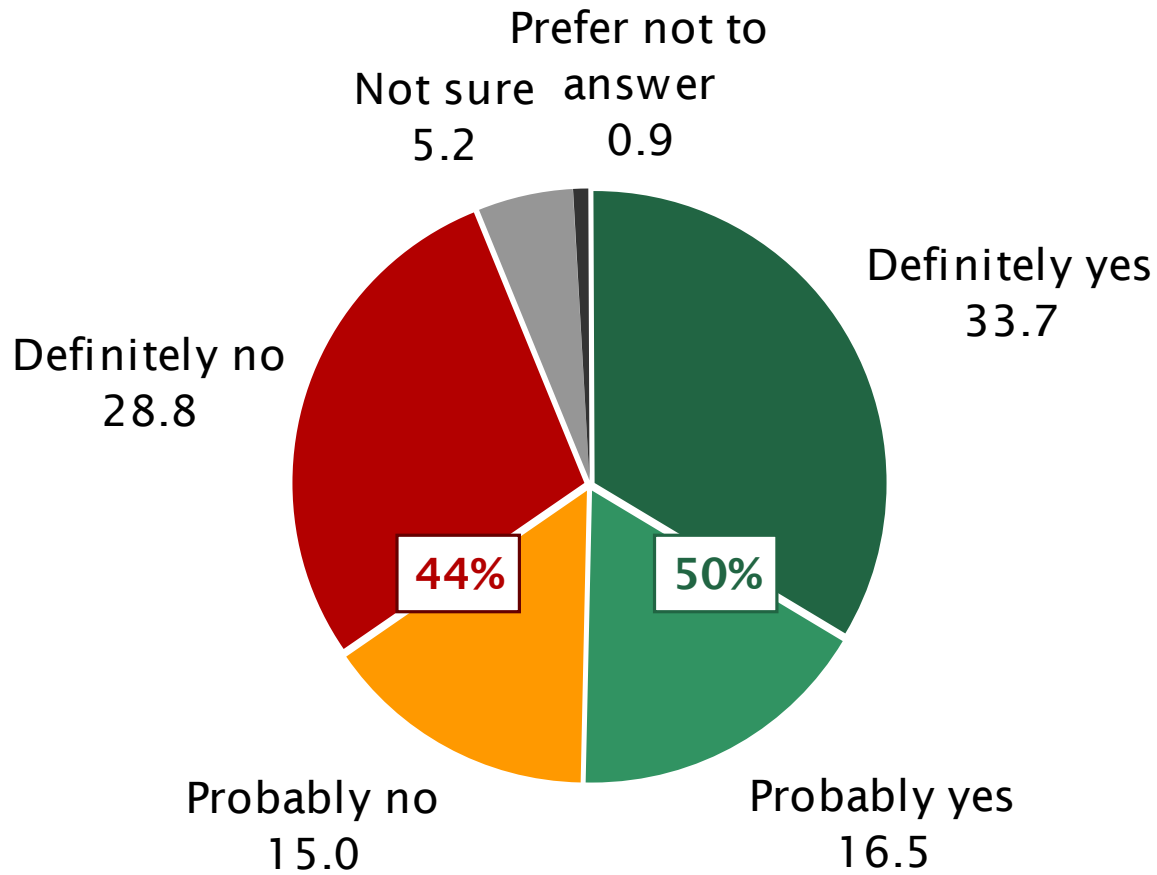
Measure ensures that vacation home owners pay their fair share; in fact, more than half of cost of measure will be paid for by out-of-town owners of second homes

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

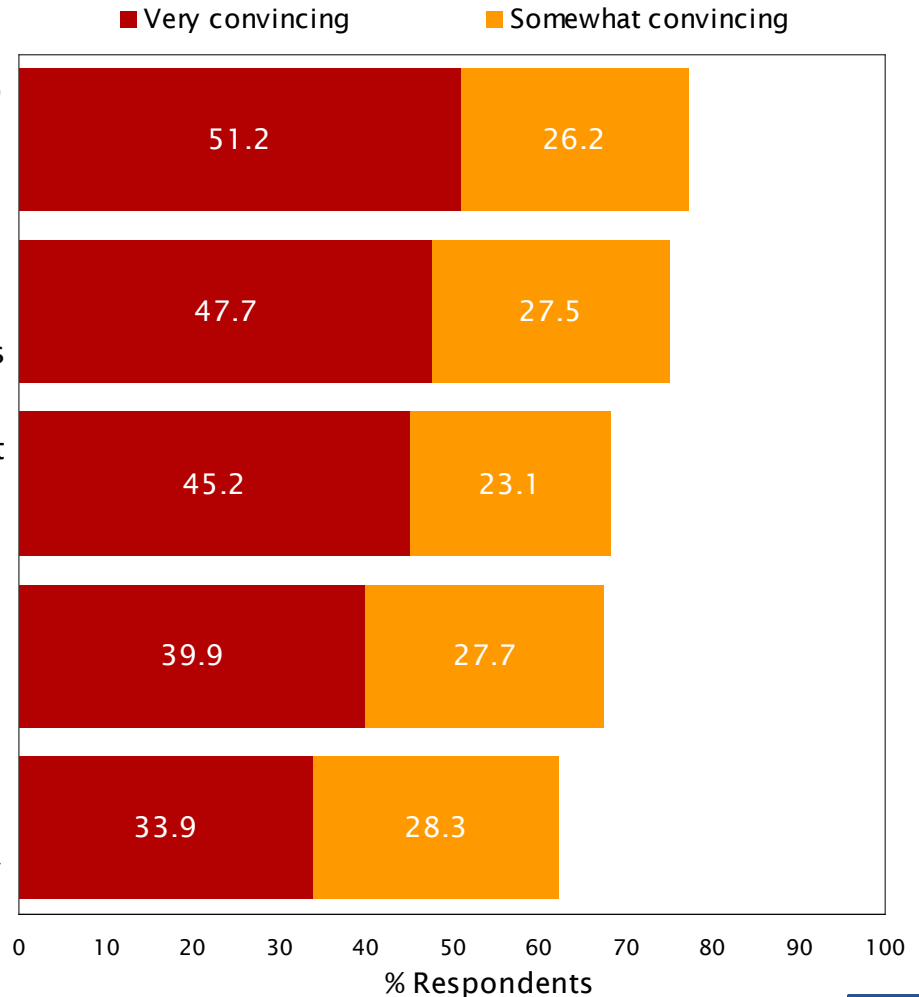
Over past 5 yrs Truckee has increased general sales tax, trails tax, fire tax, increased hotel tax; now they want to increase taxes again? Enough is enough; we can't afford to keep raising taxes

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

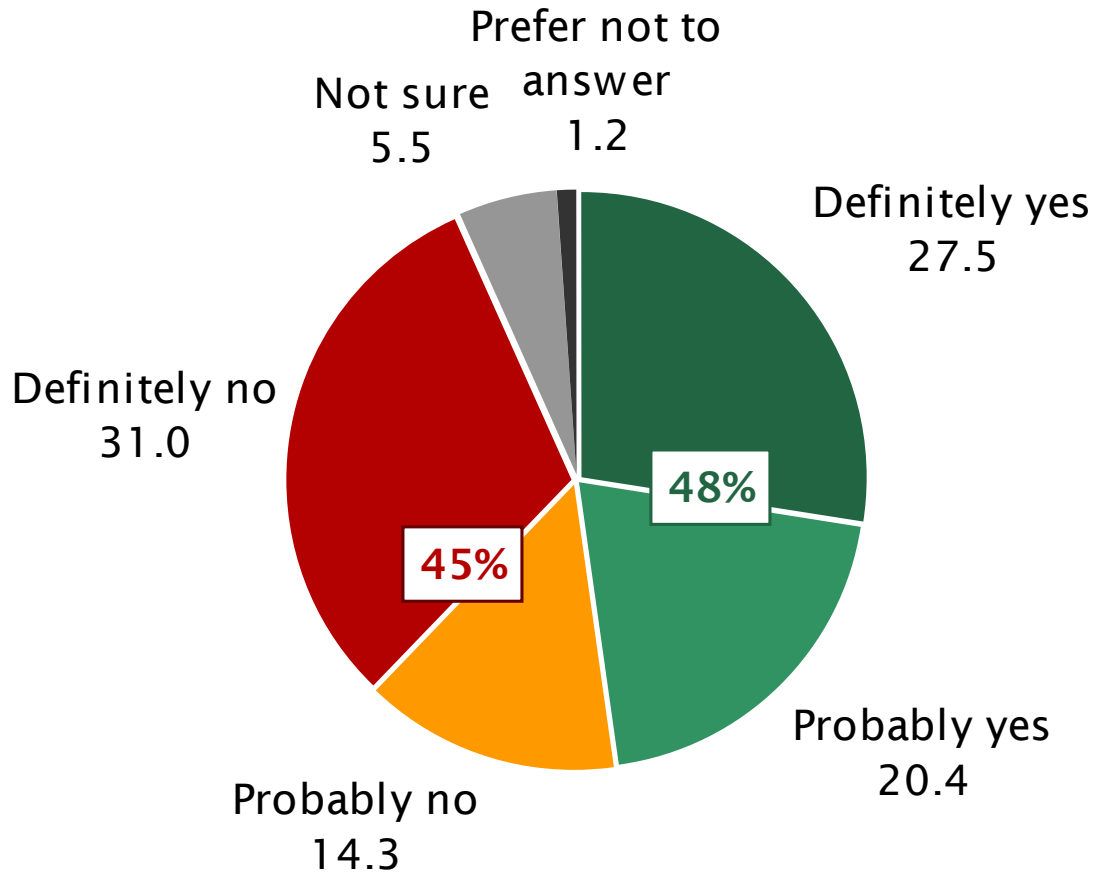
Cost of living adjustment built into measure means that tax rate will increase automatically each year, without voter approval

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