



VOTER OPINION SURVEY SUMMARY REPORT

PREPARED FOR THE
**TRUCKEE LIBRARY JPA &
THE FRIENDS OF TRUCKEE LIBRARY**



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TABLE OF CONTENTS

Table of Contents	i
List of Tables	ii
List of Figures	iii
Introduction	1
Motivation for Research	1
Overview of Methodology.....	2
Organization of Report.....	2
Acknowledgments	2
Disclaimer	2
About True North.....	2
Key Findings	4
Importance of Issues	7
Question 1	7
Initial Ballot Test	8
Question 2	8
Support by Subgroups	9
Reasons for Not Supporting Measure	10
Question 3	10
Tax Threshold	11
Question 4	11
Annualized Impact	12
Question 5	12
Projects & Services	13
Question 6	13
Project & Service Ratings by Initial Support	14
Positive Arguments	16
Question 7	16
Top Positive Arguments by Initial Support	17
Interim Ballot Test	19
Question 8	19
Support by Subgroups	19
Negative Arguments	21
Question 9	21
Negative Arguments by Initial Support	21
Final Ballot Test	23
Question 10	23
Change in Support	24
Background & Demographics	26
Methodology	27
Questionnaire Development	27
Programming & Pre-Test.....	27
Sample	27
Statistical Margin of Error.....	27
Recruiting & Data Collection.....	28
Data Processing	29
Rounding	29
Questionnaire & Toplines	30

LIST OF TABLES

Table 1	Demographic Breakdown of Support at Initial Ballot Test.	9
Table 2	Top Projects & Services by Position at Initial Ballot Test.	15
Table 3	Top Positive Arguments by Position at Initial Ballot Test.	18
Table 4	Demographic Breakdown of Support at Interim Ballot Test.	20
Table 5	Negative Arguments by Position at Initial Ballot Test.	22
Table 6	Demographic Breakdown of Support at Final Ballot Test.	24
Table 7	Movement Between Initial & Final Ballot Test.	25
Table 8	Demographics of Sample.	26

LIST OF FIGURES

Figure 1	Importance of Issues.....	7
Figure 2	Initial Ballot Test.....	8
Figure 3	Reasons for Not Supporting Measure	10
Figure 4	Tax Threshold	11
Figure 5	Threshold of \$91 per Year	12
Figure 6	Projects & Services	13
Figure 7	Positive Arguments	16
Figure 8	Interim Ballot Test.....	19
Figure 9	Negative Arguments	21
Figure 10	Final Ballot Test	23
Figure 11	Maximum Margin of Error Due to Sampling.....	28



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 with 15,000 library card holders.

Recognizing the need for a larger, modern facility that serves the needs of residents in multiple jurisdictions, the Town of Truckee, Nevada County, and Placer County formed the Truckee Library Joint Powers Authority and have partnered with The Friends of Truckee Library 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 Resource Center for disaster response and as a community shelter during fires, earthquakes, extreme weather, and power outages. 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 that would also serve as an Emergency Resource Center for disaster response. 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 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 (Question 2), the survey expose respondents to the types of information voters are likely to encounter in future months—including arguments in favor of (Question 7) and opposed to

(Question 9) the measure—and gauge how this information ultimately impacts their voting decision (Questions 8 & 10).

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 27. In brief, the survey was administered to a random sample of 476 registered voters in the study area who are likely to participate in the November 2026 general election, with subsets who are also likely to participate in the lower turnout June 2026 primary election and/or a special election in 2025. 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 January 29 and February 9, 2025, 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 30) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS True North thanks the Truckee Library Joint Powers Authority¹ 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 1,500 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,

1. The Authority’s members include the Town of Truckee, Nevada County, and Placer County.

94% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$42 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 that would also serve as an Emergency Resource Center for disaster response. 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?

Many voters in the Greater Truckee Area consider improving the quality of local library facilities and services to be an important issue. Although this issue does not rank as high as other benchmark issues such as protecting the environment and natural open space, reducing traffic congestion, improving the quality of education in local schools, and improving public safety, the survey results nevertheless indicate that most 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 and maintenance of a modern 20,000 square foot Regional Library, however, voters' current interest in these improvements is in direct tension with their sensitivity to raising local taxes.

The results of the survey indicate that—in the current environment—a majority of likely November 2026 voters (50%) and 2025 special election voters (51%) support establishing a local parcel tax at a rate of 5 cents per building square foot 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. Although the level of support expressed in the survey is sufficient for general tax measures which require a simple majority for passage, the proposed measure is considered a *special tax* under California law and requires a two-thirds supermajority for passage.

How sensitive are voters to the proposed tax rate?

Naturally, the willingness of voters to support a specific revenue measure is contingent, in part, on the tax rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is critical that the rate be set at a level that the necessary proportion of voters view as affordable.

One of the clear patterns in the survey data is that some voters are price sensitive with respect to the proposed parcel tax measure. When their attention was *focused* on the tax rate, at the highest tax rate tested (5 cents per building square foot), 43% of those surveyed indicated that they would vote in favor of the measure. Incremental reductions in the

tax rate resulted in incremental increases in support for the proposal, but even at the lowest rate tested (2 cents per building square foot) support for the proposal (55%) did not reach the two-thirds level.

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 larger, modern Regional Library. In fact, all projects and improvements tested in the survey were favored by at least 60% of voters surveyed. That said, voters expressed the *greatest* interest in enabling the library facility to also serve as an Emergency Resource Center for disaster response and a community shelter and resource center during incidents such as fires, earthquakes, extreme weather, and power outages (73% strongly or somewhat favor), providing dedicated spaces for students for individual and group studying, homework assistance, and after-school programs (73%), and providing dedicated spaces for children's programming, group story time, and individual parent-child reading (72%). For more on how voters rated various library improvements and services, see *Projects & Services* on page 13.

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, which effectively cooled support for the measure by 2% over the course of the interview (Initial to Final Ballot Test). 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.

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 lingering concerns regarding inflation, high interest rates, high gas prices, and the trajectory of the economy—as well as the recent establishment of a new local sales tax. As some of these conditions improve, fade, or simply aren't as top-of-mind for voters, the prospects for a successful Regional Library measure will likely improve as well.

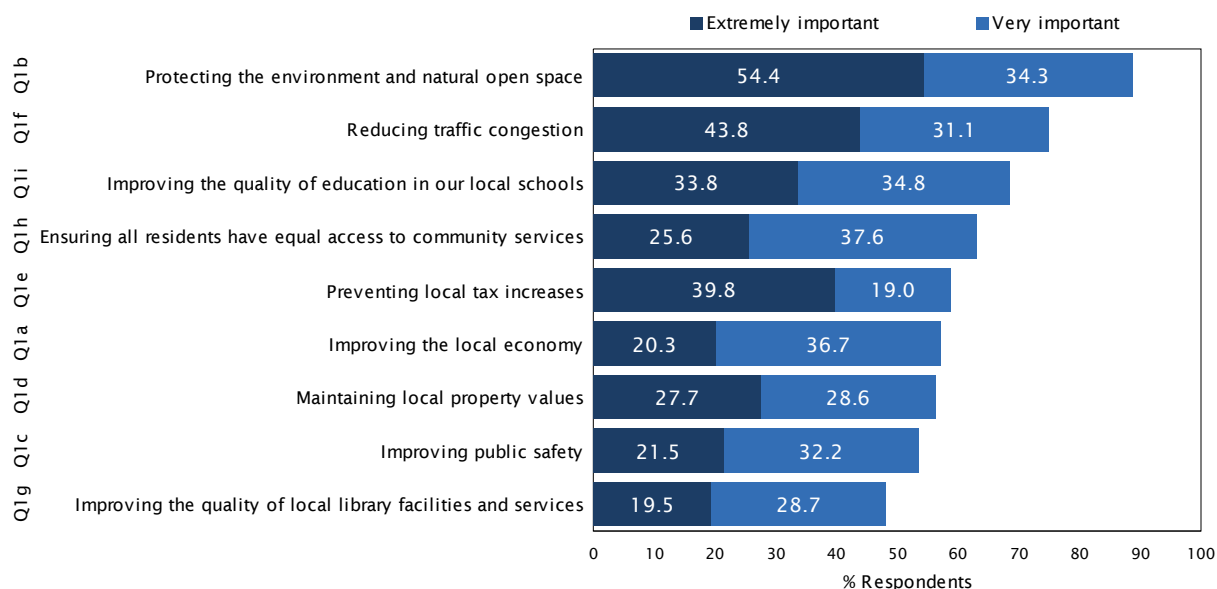
IMPORTANCE OF ISSUES

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, protecting the environment and natural open space received the highest percentage of respondents indicating that the issue was either extremely or very important (89%), followed by reducing traffic congestion (75%), improving the quality of education in local schools (69%), and ensuring all residents have equal access to community services (63%). 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 (48%) than the issue of preventing local tax increases (59%).

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 parcel tax measure that would 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. To this end, Question 2 was designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing Question 2 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. Question 2, also known as the Initial Ballot Test, is 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.

Question 2 *Later this 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 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?*

FIGURE 2 INITIAL BALLOT TEST

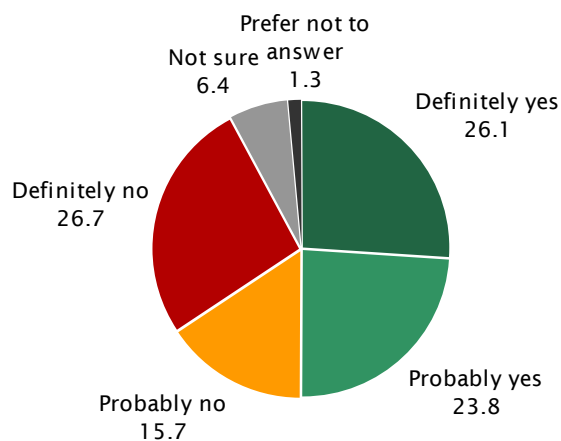


Figure 2 presents the results of the Initial Ballot Test among all likely November 2026 voters surveyed. Overall, 50% supported the proposed measure, 42% opposed the measure, and 8% were unsure or unwilling to share their opinion at the Initial Ballot Test. Although the measure received support from a simple majority of respondents, it fell short of the two-thirds threshold required for special taxes at the Initial Ballot Test.

SUPPORT BY SUBGROUPS For the interested reader, the following table shows how support at the Initial Ballot Test varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the likely November 2026 election voter universe that each subgroup category comprises. Support for the measure at the subgroup level varied widely, with the strongest support for the measure found among respondents whose household had visited a local library during the past 12 months (and particularly those who visited more than once a month), voters with a child under 18 years of age in their household, Democrats, those in dual Democrat households, voters under the age of 40, those who registered to vote on or after June 2016, and females. It's worth noting that support for the measure among likely 2025 special election voters (51%) was similar to November 2026 (50%), while support among likely June 2026 primary voters was somewhat lower (47%).

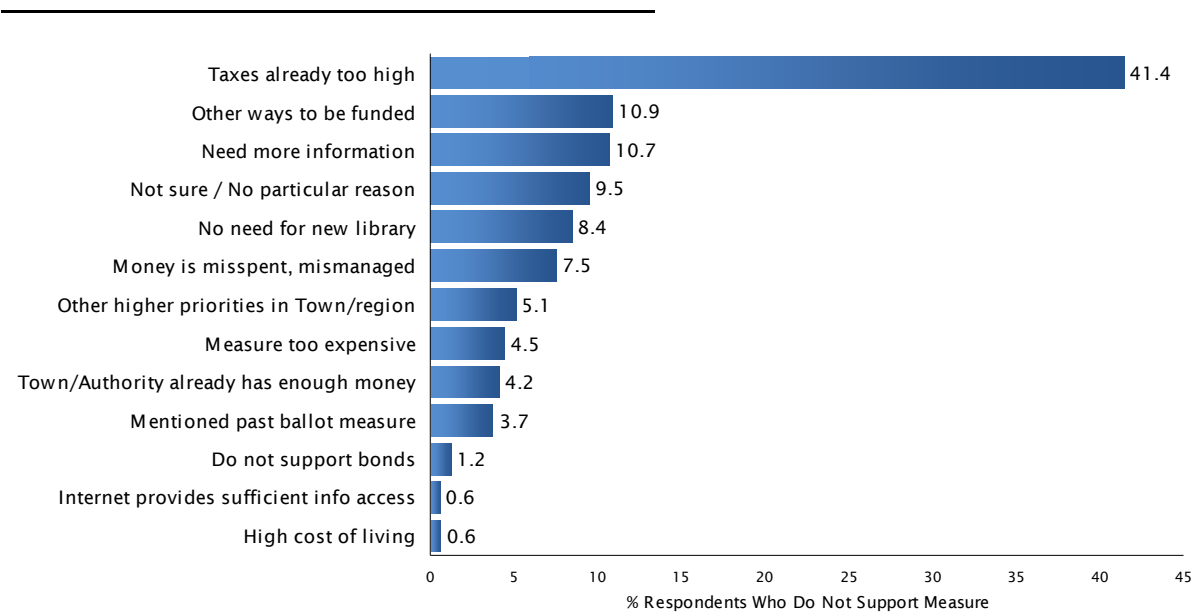
TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100.0	49.9	6.4
Hsld Library Visits in Past 12 Mos (Q13)	Not in past 12 mo	47.0	37.3	6.2
	>1x per mo	18.8	72.4	2.0
	1x per mo	13.8	61.3	5.8
	<1x per mo	20.4	54.1	10.0
Child in Hsld (Q11)	Yes	33.1	57.0	4.1
	No	66.9	49.4	6.8
Hsld Visited Library in Past 12 Mos (Q12)	Yes	53.4	62.3	5.9
	No	46.6	37.3	6.2
Household Party Type	Single dem	28.2	60.7	7.6
	Dual dem	16.5	67.2	4.4
	Single rep	7.2	19.5	6.1
	Dual rep	6.4	8.7	2.7
	Other	21.3	47.8	9.2
	Mixed	20.3	47.2	4.6
Party	Democrat	52.4	64.4	6.3
	Republican	18.8	20.4	3.3
	Other / DTS	28.8	43.0	8.5
Age	Under 40	23.8	70.3	4.7
	40 to 49	21.0	56.4	6.2
	50 to 64	27.9	37.6	8.5
	65 or older	27.3	39.9	5.8
Registration Year	Since Jun 2016	29.1	57.9	4.1
	Before Jun 2016	70.9	46.7	7.3
Homeowner on Voter File	Yes	66.5	48.4	5.6
	No	33.5	53.0	8.0
Likely to Vote by Mail	Yes	87.8	51.3	6.4
	No	12.2	40.3	6.2
Likely Special 2025 Voter	Yes	44.9	50.8	7.6
	No	55.1	49.3	5.4
Likely June 2026 Voter	Yes	74.7	47.3	7.2
	No	25.3	57.8	4.1
Gender	Male	47.2	46.0	6.4
	Female	52.8	58.8	6.2
Area of Residence	Town of Truckee	84.9	49.3	6.6
	Unincorp	15.1	53.5	5.1

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. Question 3 was 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. Among the reasons offered for not supporting the measure, a perception that taxes are already too high was the most common (41%), followed by a belief that the project can be funded in ways other than the proposed measure (11%), as well as a need for more information (11%).

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



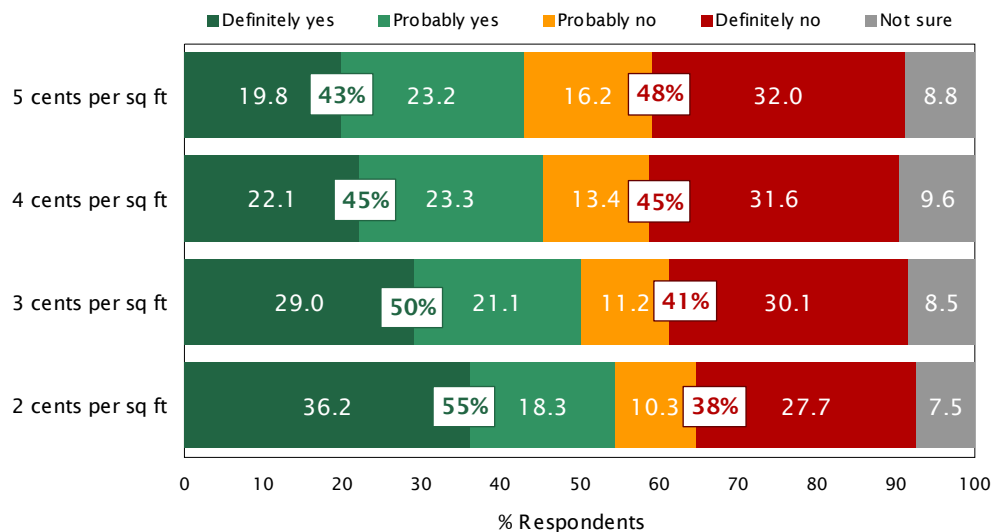
TAX THRESHOLD

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.

Question 4 was designed to do just that. 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 (5 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 four 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 4.

Question 4 *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 4 TAX THRESHOLD

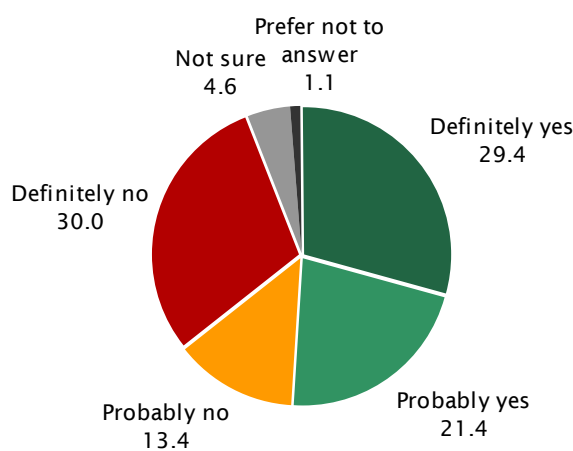


The most obvious pattern revealed in Figure 4 is that some voters are price sensitive when it comes to their support for the proposed Regional Library measure, especially when their attention is focused on the price tag as it is in Question 4. As the cost of the measure to their household increases, support for the measure decreases. At the highest tax rate tested (5 cents per square foot), 43% of voters indicated that they would support the measure. Incremental reductions to the tax rate resulted in incremental increases in support, with 55% stating they would support the measure at a rate of 2 cents per square foot.

ANNUALIZED IMPACT Recognizing that the square footage rate can leave some respondents uncertain about exactly how much they may pay annually if the measure passes, Question 5 informed voters that the typical home owner would pay about \$91 per year. Knowing this, 51% of respondents indicated they would support the measure, which is significantly higher than the 43% who indicated they would support the measure at the underlying rate of 5 cents per square foot of taxable buildings.²

Question 5 *Let me put it another way: If you knew that this measure would cost the typical home owner about \$91 per year, would you vote yes or no on the library measure?*

FIGURE 5 THRESHOLD OF \$91 PER YEAR



2. The \$91 annual total for the typical home owner was calculated assuming a rate of 5 cents per square foot.

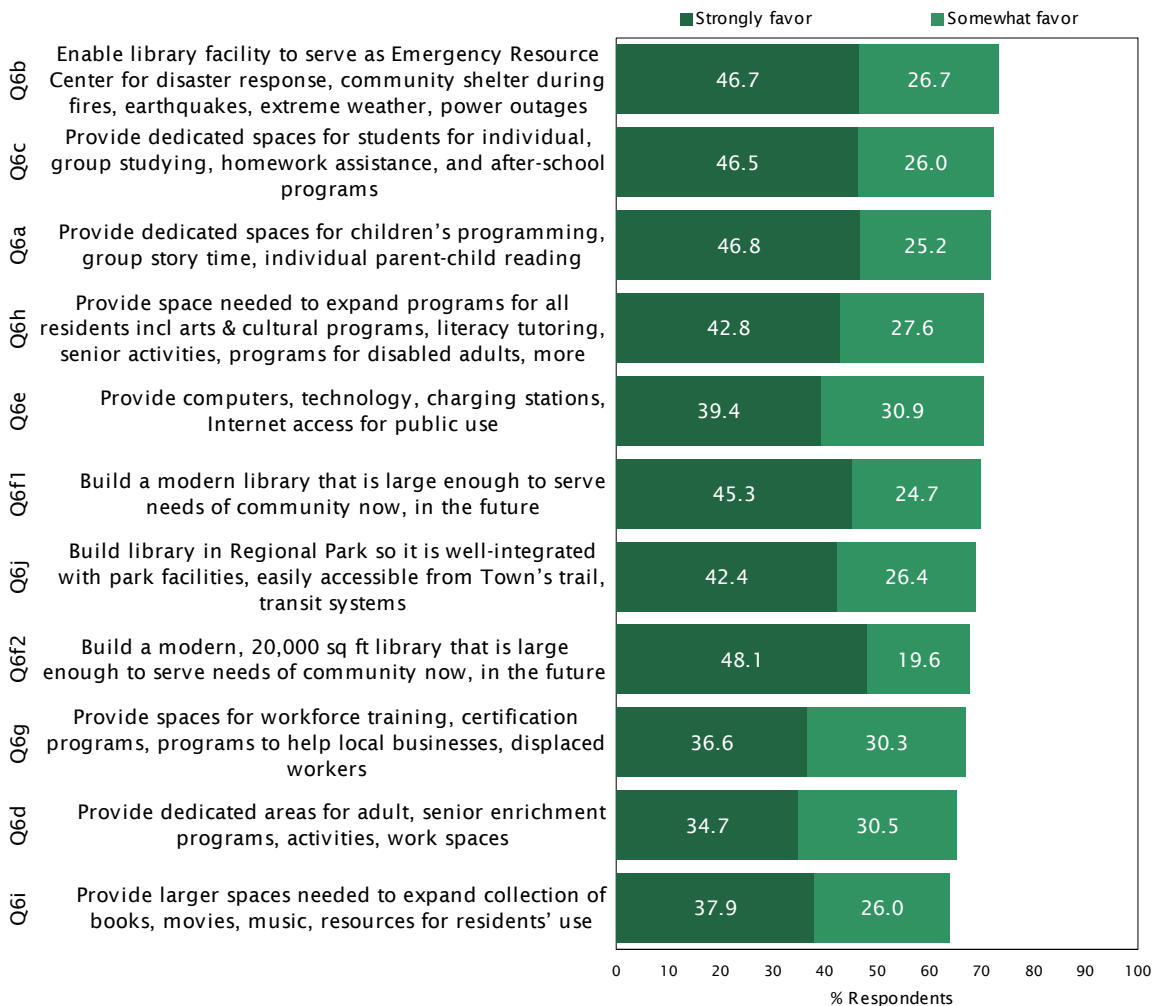
PROJECTS & SERVICES

The ballot language presented in Question 2 indicated that the proposed parcel tax measure would be used 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. The purpose of Question 6 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 6 below.

Question 6 *The measure we've been discussing will provide funding for a variety of 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 6 PROJECTS & SERVICES



Although all potential uses of parcel tax proceeds tested in Question 6 were favored by at least six-in-ten voters surveyed, the items that resonated with the largest percentage of respondents were enabling the library facility to also serve as an Emergency Resource Center for disaster response, as well as a community shelter and resource center during incidents such as fires, earthquakes, extreme weather, and power outages (73% strongly or somewhat favor), providing dedicated spaces for students for individual and group studying, homework assistance, and after-school programs (73%), and providing dedicated spaces for children's programming, group story time, and individual parent-child reading (72%). Given the intensity of the response, it's worth noting that building a modern, 20,000 square foot library that is large enough to serve the needs of the community now and in the future had the highest percentage of respondents who *strongly* favored the item (48%).³

PROJECT & SERVICE RATINGS BY INITIAL SUPPORT Table 2 on the next page 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 one of the five top priorities for funding (enabling the library facility to also serve as an Emergency Resource Center for disaster response).

3. Because of their similarity, this item was tested using a split-sample whereby half received this item(Q6f2) and half received the corresponding item (Q6f1).

TABLE 2 TOP PROJECTS & SERVICES BY POSITION AT INITIAL BALLOT TEST

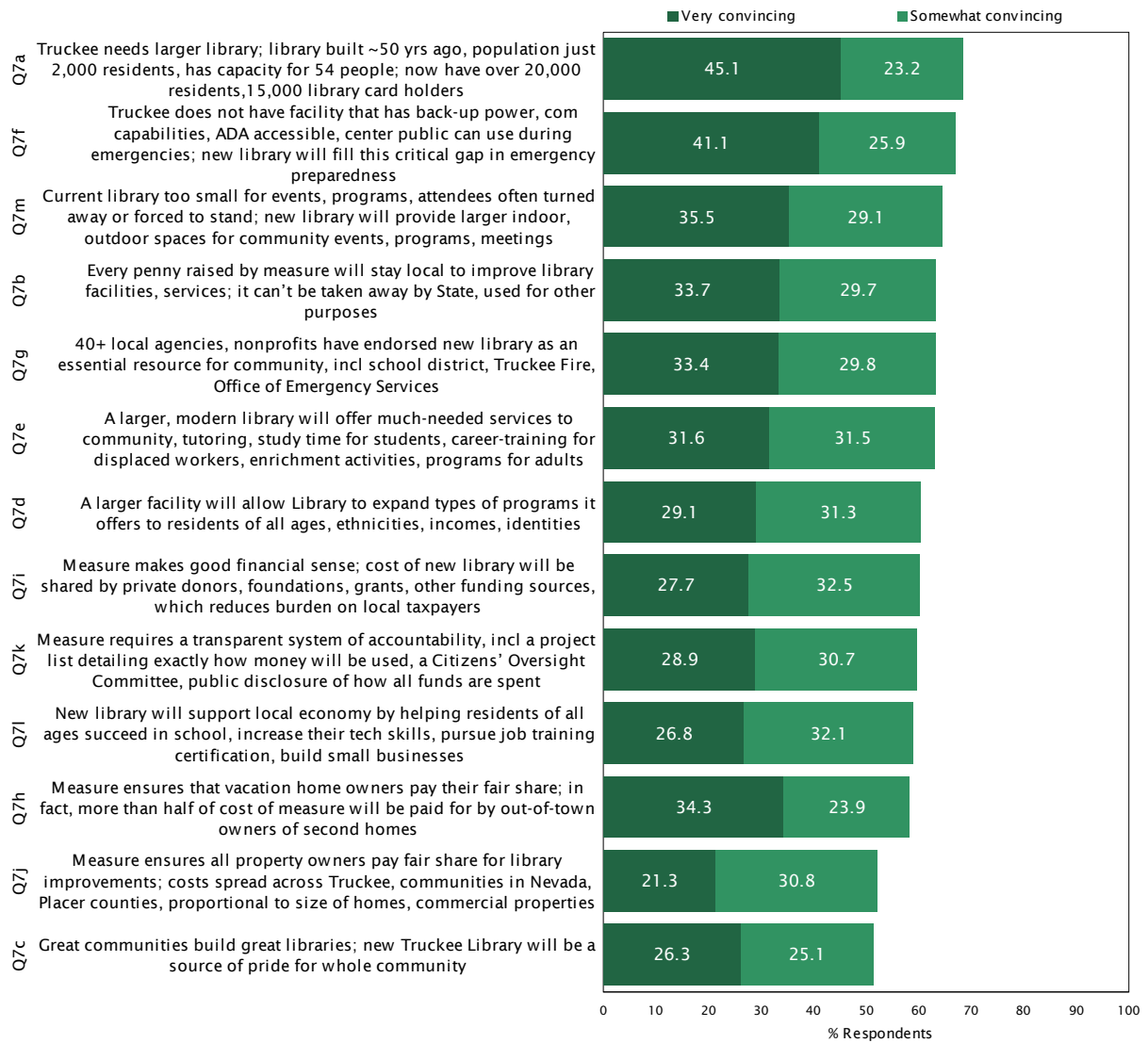
Position at Initial Ballot Test (Q2)	Item	Project/Service Summary	% Strongly Favor
Probably or Definitely Yes (n = 238)	Q6f2	Build a modern, 20,000 sq ft library that is large enough to serve needs of community now, in the future	79
	Q6c	Provide dedicated spaces for students for individual, group studying, homework assistance, and after-school programs	75
	Q6a	Provide dedicated spaces for children's programming, group story time, individual parent-child reading	74
	Q6b	Enable library facility to serve as Emergency Resource Center for disaster response, community shelter during fires, earthquakes, extreme weather, power outages	73
	Q6f1	Build a modern library that is large enough to serve needs of community now, in the future	73
Probably or Definitely No (n = 202)	Q6f1	Build a modern library that is large enough to serve needs of community now, in the future	18
	Q6g	Provide spaces for workforce training, certification programs, programs to help local businesses, displaced workers	17
	Q6a	Provide dedicated spaces for children's programming, group story time, individual parent-child reading	17
	Q6j	Build library in Regional Park so it is well-integrated with park facilities, easily accessible from Town's trail, transit systems	17
	Q6b	Enable library facility to serve as Emergency Resource Center for disaster response, community shelter during fires, earthquakes, extreme weather, power outages	15
Not Sure (n = 31)	Q6b	Enable library facility to serve as Emergency Resource Center for disaster response, community shelter during fires, earthquakes, extreme weather, power outages	40
	Q6f2	Build a modern, 20,000 sq ft library that is large enough to serve needs of community now, in the future	39
	Q6h	Provide space needed to expand programs for all residents incl arts & cultural programs, literacy tutoring, senior activities, programs for disabled adults, more	36
	Q6e	Provide computers, technology, charging stations, Internet access for public use	32
	Q6j	Build library in Regional Park so it is well-integrated with park facilities, easily accessible from Town's trail, transit systems	31

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 the feasibility of 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.

Question 7 *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 7 POSITIVE ARGUMENTS



The objective of Question 7 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 21). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Figure 7 on the preceding page 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: *Truckee needs a larger library. The current library was built nearly 50 years ago when our population was just 2,000 residents - and it has capacity for just 54 people. We now have over 20,000 residents and 15,000 library card holders* (68% very or somewhat convincing), followed by *Truckee does not have a facility that has permanent back-up power, communications capabilities, is fully ADA accessible, and can serve as a public information/service center all-in-one place that the public can use during emergencies like fires, power outages, extreme weather, and earthquakes. The new library will be designed to fill this critical gap in Truckee's emergency preparedness and disaster response capabilities* (67%), and *Our current library is too small for many events and programs, with attendees often being turned away or forced to stand. The new library will provide larger indoor and outdoor spaces for community events, programs, and meetings* (65%).

TOP POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 3 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 3 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

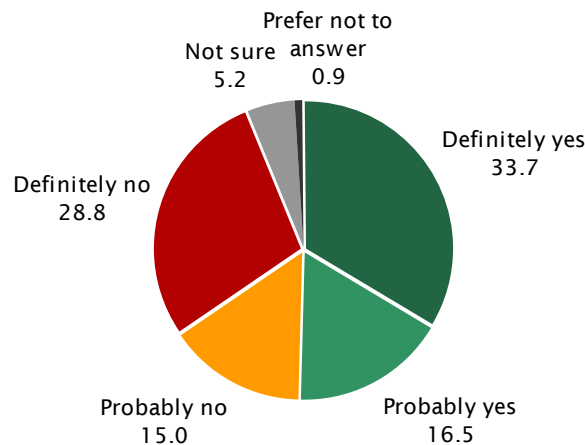
Position at Initial Ballot Test (Q2)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 238)	Q7a	Truckee needs larger library; library built ~50 yrs ago, population just 2,000 residents, has capacity for 54 people; now have over 20,000 residents, 15,000 library card holders	74
	Q7f	Truckee does not have facility that has back-up power, com capabilities, ADA accessible, center public can use during emergencies; new library will be designed to fill this critical gap in emergency preparedness	65
	Q7b	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	59
	Q7g	40+ local agencies, nonprofits have endorsed new library as an essential resource for community, incl school district, Truckee Fire, Office of Emergency Services	59
	Q7m	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	59
Probably or Definitely No (n = 202)	Q7f	Truckee does not have facility that has back-up power, com capabilities, ADA accessible, center public can use during emergencies; new library will be designed to fill this critical gap in emergency preparedness	12
	Q7a	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	9
	Q7h	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	9
	Q7c	Great communities build great libraries; new Truckee Library will be a source of pride for whole community	9
	Q7k	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	9
Not Sure (n = 31)	Q7a	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	48
	Q7m	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	39
	Q7k	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	34
	Q7h	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	34
	Q7f	Truckee does not have facility that has back-up power, com capabilities, ADA accessible, center public can use during emergencies; new library will be designed to fill this critical gap in emergency preparedness	34

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. As shown in Figure 8, overall support for the measure among likely November 2026 voters remained flat at 50%, with 44% of respondents opposed to the measure at this point in the survey, and an additional 6% being unsure or unwilling to state their vote choice.

Question 8 *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 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?*

FIGURE 8 INTERIM BALLOT TEST



SUPPORT BY SUBGROUPS For the interested reader, Table 4 on the next page displays how support for the measure 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. As shown in the table, support for the parcel tax increased or decreased by modest amounts (five percentage points or less) between the Initial and Interim Ballot Tests for most voter subgroups. The largest net changes in support were exhibited among voters unlikely to vote by mail (+6%) and respondents whose household had visited a local library more than once a month over the past year (-6%). At this point in the survey, support for the measure remained steady among likely 2025 special election voters (51%), but ticked down a point among likely June 2026 primary voters (46%).

TABLE 4 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST

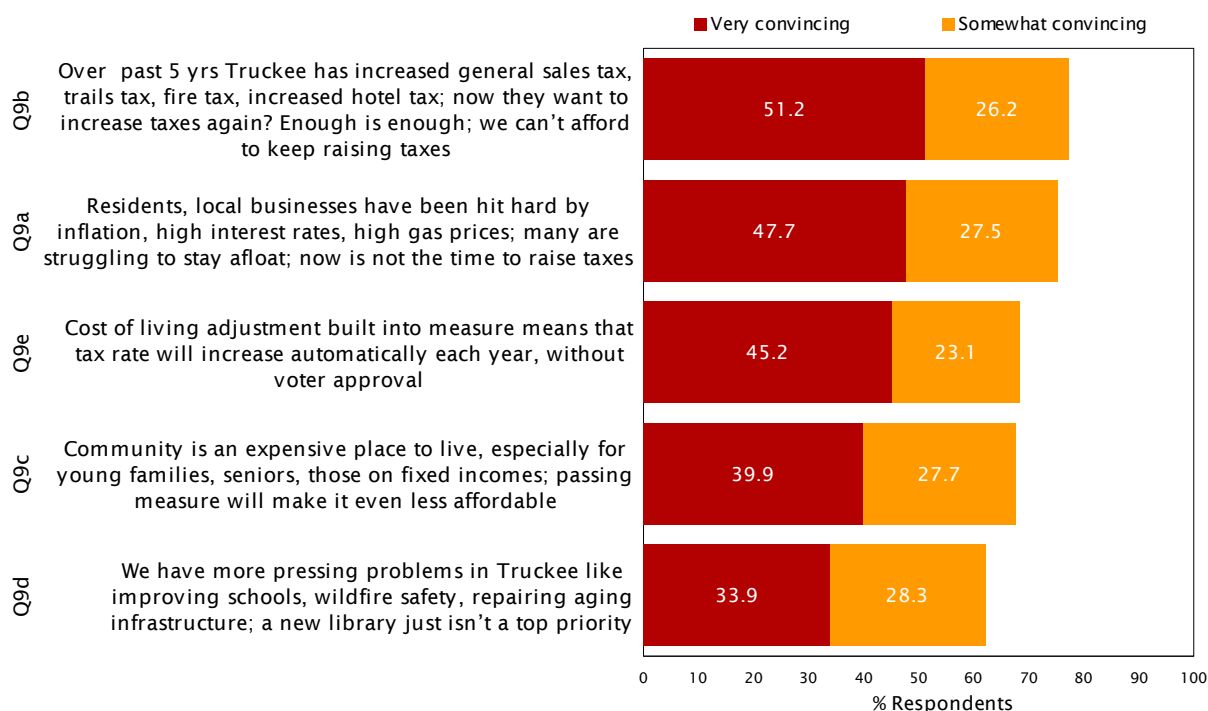
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100.0	50.2	+0.3
Hsld Library Visits in Past 12 Mos (Q13)	Not in past 12 mo	47.0	38.7	+1.5
	>1x per mo	18.8	66.7	-5.7
	1x per mo	13.8	61.6	+0.3
	<1x per mo	20.4	57.0	+2.9
Child in Hsld (Q11)	Yes	33.1	57.3	+0.3
	No	66.9	49.6	+0.3
Hsld Visited Library in Past 12 Mos (Q12)	Yes	53.4	61.5	-0.8
	No	46.6	38.7	+1.5
Household Party Type	Single dem	28.2	58.9	-1.7
	Dual dem	16.5	67.9	+0.7
	Single rep	7.2	21.0	+1.5
	Dual rep	6.4	5.4	-3.3
	Other	21.3	51.3	+3.5
	Mixed	20.3	47.2	-0.0
Party	Democrat	52.4	63.9	-0.4
	Republican	18.8	20.7	+0.3
	Other / DTS	28.8	44.5	+1.6
Age	Under 40	23.8	75.4	+5.1
	40 to 49	21.0	58.2	+1.8
	50 to 64	27.9	36.6	-1.0
	65 or older	27.3	36.0	-3.8
Registration Year	Since Jun 2016	29.1	62.9	+5.0
	Before Jun 2016	70.9	45.0	-1.7
Homeowner on Voter File	Yes	66.5	47.3	-1.1
	No	33.5	56.0	+3.0
Likely to Vote by Mail	Yes	87.8	50.8	-0.5
	No	12.2	46.3	+6.0
Likely Special 2025 Voter	Yes	44.9	50.6	-0.2
	No	55.1	49.9	+0.7
Likely June 2026 Voter	Yes	74.7	46.4	-0.9
	No	25.3	61.5	+3.7
Gender	Male	47.2	46.9	+0.9
	Female	52.8	59.2	+0.3
Area of Residence	Town of Truckee	84.9	49.6	+0.2
	Unincorp	15.1	53.9	+0.4

NEGATIVE ARGUMENTS

Whereas Question 7 presented respondents with arguments in favor of the measure, Question 9 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 9, 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 9.

Question 9 *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 9 NEGATIVE ARGUMENTS



Among the negative arguments tested, the most compelling were: *Over the past five years Truckee has increased the general sales tax, the trails tax, the fire tax, and increased the hotel tax. Now they want to increase taxes again? Enough is enough. We can't afford to keep raising our taxes* (77% very or somewhat convincing) and *Residents and local businesses have been hit hard by inflation, high interest rates, and high gas prices. Many are struggling to stay afloat. Now is not the time to raise taxes* (75%)

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 5 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.

TABLE 5 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

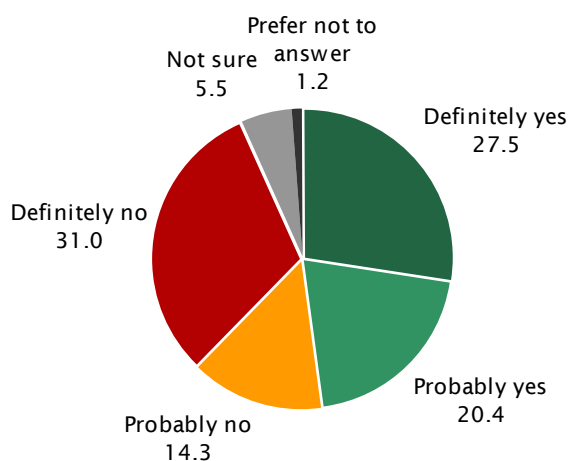
Position at Initial Ballot Test (Q2)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 238)	Q9e	Cost of living adjustment built into measure means that tax rate will increase automatically each year, without voter approval	32
	Q9b	Over past 5 yrs Truckee has increased general 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	27
	Q9a	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	24
	Q9c	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	18
	Q9d	We have more pressing problems in Truckee like improving schools, wildfire safety, repairing aging infrastructure; a new library just isn't a top priority	15
Probably or Definitely No (n = 202)	Q9b	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	84
	Q9a	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	78
	Q9c	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	70
	Q9e	Cost of living adjustment built into measure means that tax rate will increase automatically each year, without voter approval	62
	Q9d	We have more pressing problems in Truckee like improving schools, wildfire safety, repairing aging infrastructure; a new library just isn't a top priority	58
Not Sure (n = 31)	Q9e	Cost of living adjustment built into measure means that tax rate will increase automatically each year, without voter approval	44
	Q9b	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	37
	Q9a	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	35
	Q9c	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	20
	Q9d	We have more pressing problems in Truckee like improving schools, wildfire safety, repairing aging infrastructure; a new library just isn't a top priority	17

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. At this point in the survey, support for the measure was found among 48% of likely November 2026 voters, with 45% opposed and 7% unsure or unwilling to state their vote choice (see Figure 10).

Question 10 *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 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?*

FIGURE 10 FINAL BALLOT TEST



CHANGE IN SUPPORT

Table 6 provides 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. The general trend over the course of the entire survey (Initial to Final Ballot Test) was also one of declining support, averaging -2%. At the Final Ballot Test, support among likely November 2026 and likely 2025 special election voters was approximately 19% below the required two-thirds threshold required for passage when the rate was set at 5 cents per square foot of taxable buildings on the parcel (see Table 6).

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q8)
Overall		100.0	47.9	-2.1	-2.3
Hsld Library Visits in Past 12 Mos (Q13)	Not in past 12 mo	47.0	36.9	-0.3	-1.8
	>1x per mo	18.8	64.4	-8.0	-2.3
	1x per mo	13.8	58.5	-2.8	-3.1
	<1x per mo	20.4	53.7	-0.4	-3.3
Child in Hsld (Q11)	Yes	33.1	54.1	-2.9	-3.2
	No	66.9	47.8	-1.5	-1.8
Hsld Visited Library in Past 12 Mos (Q12)	Yes	53.4	58.7	-3.6	-2.8
	No	46.6	36.9	-0.3	-1.8
Household Party Type	Single dem	28.2	55.4	-5.2	-3.5
	Dual dem	16.5	67.3	+0.1	-0.6
	Single rep	7.2	9.9	-9.6	-11.1
	Dual rep	6.4	2.6	-6.0	-2.7
	Other	21.3	51.9	+4.1	+0.5
	Mixed	20.3	45.4	-1.8	-1.8
Party	Democrat	52.4	61.5	-2.8	-2.4
	Republican	18.8	15.5	-4.9	-5.2
	Other / DTS	28.8	44.2	+1.2	-0.3
Age	Under 40	23.8	75.3	+5.0	-0.1
	40 to 49	21.0	51.0	-5.4	-7.2
	50 to 64	27.9	35.3	-2.3	-1.3
	65 or older	27.3	34.4	-5.4	-1.6
Registration Year	Since Jun 2016	29.1	60.1	+2.2	-2.8
	Before Jun 2016	70.9	42.9	-3.8	-2.1
Homeowner on Voter File	Yes	66.5	45.0	-3.4	-2.3
	No	33.5	53.6	+0.6	-2.3
Likely to Vote by Mail	Yes	87.8	47.9	-3.4	-2.9
	No	12.2	48.1	+7.8	+1.8
Likely Special 2025 Voter	Yes	44.9	47.5	-3.3	-3.1
	No	55.1	48.2	-1.0	-1.7
Likely June 2026 Voter	Yes	74.7	44.0	-3.3	-2.4
	No	25.3	59.3	+1.5	-2.2
Gender	Male	47.2	47.5	+1.5	+0.6
	Female	52.8	54.0	-4.8	-5.2
Area of Residence	Town of Truckee	84.9	46.5	-2.8	-3.1
	Unincorp	15.1	55.8	+2.3	+1.9

Whereas Table 6 displays change in support for the measure over the course of the interview at the subgroup level, Table 7 displays the individual-level changes that occurred between the Initial and Final Ballot Tests for the measure. On the left side of the table 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 table depicts 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 7 we see that of the 26.1% of respondents who indicated that they would definitely support the parcel tax measure at the Initial Ballot Test, 23.6% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 1.7% moved to the probably support group, 0.0% moved to the probably oppose group, 0.4% 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 7 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST

Initial Ballot Test (Q2)		Final Ballot Test (Q10)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	26.1%	23.6%	1.7%	0.0%	0.4%	0.4%
Probably support	23.8%	3.3%	14.8%	2.0%	1.0%	2.8%
Probably oppose	15.7%	0.3%	1.4%	8.8%	3.9%	1.2%
Definitely oppose	26.7%	0.2%	0.0%	1.6%	24.7%	0.2%
Not sure	7.7%	0.2%	2.6%	1.9%	0.9%	2.2%

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 table makes 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 slightly larger percentage found the same information to be a reason to be less supportive.

Despite 16% of respondents making a *fundamental*⁴ shift in their opinion about the measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test was approximately 2% lower than support at the Initial Ballot Test.

4. 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 8 DEMOGRAPHICS OF SAMPLE

Total Respondents	476
Child in Hsld (Q11)	
Yes	31.7
No	64.1
Prefer not to answer	4.2
Hsld Visited Library in Past 12 Mos (Q12)	
Yes	52.4
No	45.7
Prefer not to answer	1.9
Hsld Library Visits in Past 12 Mos (Q13)	
Not in past 12 mo	45.7
>1x per mo	18.2
1x per mo	13.4
<1x per mo	19.8
Prefer not to answer	2.9
Gender	
Male	44.4
Female	49.7
Non-binary	0.1
Prefer not to answer	5.8
Party	
Democrat	52.4
Republican	18.8
Other / DTS	28.8
Age	
Under 40	23.8
40 to 49	21.0
50 to 64	27.9
65 or older	27.3
Registration Year	
Since Jun 2016	29.1
Before Jun 2016	70.9
Household Party Type	
Single dem	28.2
Dual dem	16.5
Single rep	7.2
Dual rep	6.4
Other	21.3
Mixed	20.3
Homeowner on Voter File	
Yes	66.5
No	33.5
Likely to Vote by Mail	
Yes	87.8
No	12.2
Likely Special 2025 Voter	
Yes	44.9
No	55.1
Likely June 2026 Voter	
Yes	74.7
No	25.3
Area of Residence	
Town of Truckee	84.9
Unincorp	15.1

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 2026 voter sample represented in this report is shown to the left in Table 8.

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 Truckee Library Joint Powers Authority and The Friends of 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 (Question 2) were asked the follow-up open-ended question (Question 3) regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 30) 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 study area prior to formally beginning the survey.

SAMPLE The survey was administered to a random sample of 476 likely voters in the study area, which consisted of the Town of Truckee and neighboring communities in Nevada County and Placer County.⁵ 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.

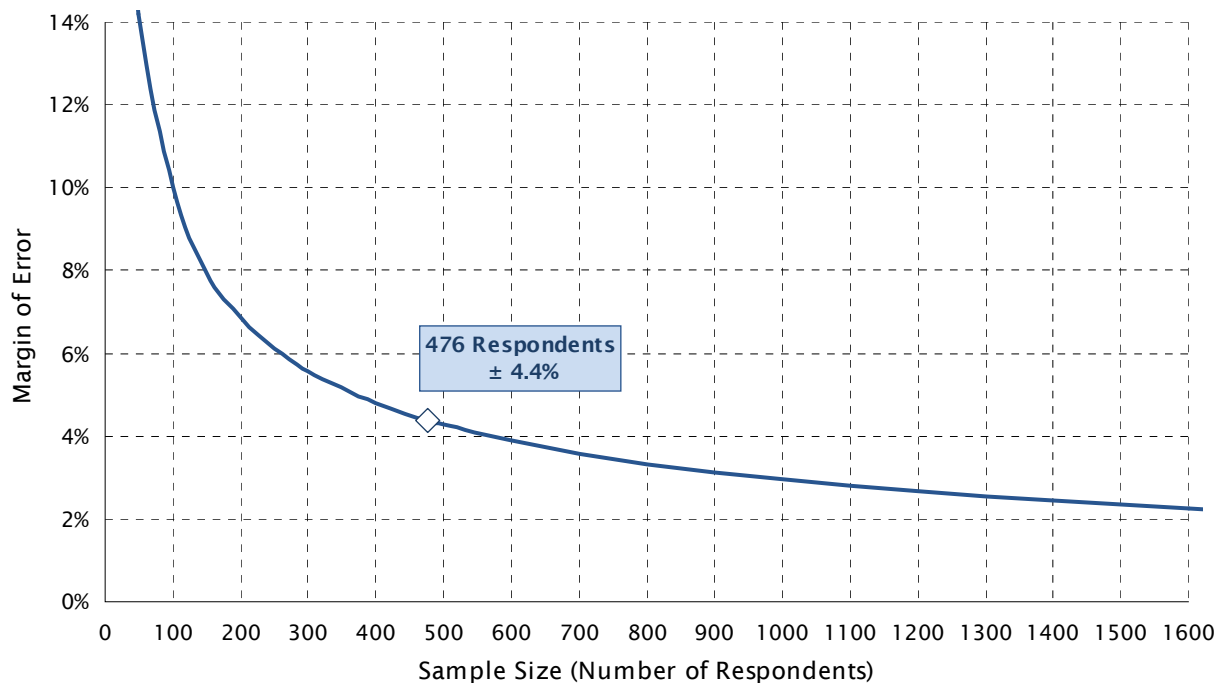
STATISTICAL MARGIN OF ERROR By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the study area who are likely to participate in the November 2026 election, with subsets who are also likely to participate in the lower turnout June 2026 primary election and/or a special election in 2025. 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

5. The study area represents the combined jurisdictions of the Truckee Fire Protection District and Northstar Community Services District.

the difference between what was found in the survey of 476 voters for a particular question and what would have been found if all 10,319 likely voters identified had been surveyed for the study.

Figure 11 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 $\pm 4.4\%$.

FIGURE 11 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 11 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 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



Truckee Library Joint Powers Authority
Revenue Measure Feasibility Survey
Final Toplines (n=476)
February 2025

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?

		Extremely important	Very important	Somewhat important	Not at all important	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Improving the local economy	20%	37%	32%	9%	2%	0%
B	Protecting the environment and natural open space	54%	34%	9%	2%	0%	0%
C	Improving public safety	21%	32%	37%	7%	2%	0%
D	Maintaining local property values	28%	29%	30%	11%	1%	1%
E	Preventing local tax increases	40%	19%	25%	14%	2%	0%
F	Reducing traffic congestion	44%	31%	20%	5%	0%	0%
G	Improving the quality of local library facilities and services	19%	29%	34%	17%	2%	0%
H	Ensuring all residents have equal access to community services	26%	38%	25%	10%	2%	0%
I	Improving the quality of education in our local schools	34%	35%	22%	6%	2%	1%

Section 3: Initial Ballot Test

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

Q2	In order to:
	<ul style="list-style-type: none"> 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? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

	1	Definitely yes	26%	Skip to Q4
	2	Probably yes	24%	Skip to Q4
	3	Probably no	16%	Ask Q3
	4	Definitely no	27%	Ask Q3
	98	Not sure	6%	Ask Q3
	99	Prefer not to answer	1%	Skip to Q4
Q3	Is there a particular reason why you do not support or are unsure about the measure I just described? <i>If yes, ask:</i> Please briefly describe your reason. <i>Verbatim responses recorded and later grouped into categories shown below.</i>			
	Taxes already too high		41%	
	Need more information		11%	
	Other ways to be funded		11%	
	Not sure / No particular reason		10%	
	Money is misspent, mismanaged		8%	
	No need for a new Library		8%	
	Other higher priorities in Town/region		5%	
	Town/Authority already has enough money		4%	
	Mentioned past ballot measure		4%	
	Measure too expensive		4%	
	High cost of living		1%	
	Internet provides sufficient info access		1%	
	Do not support bonds		1%	

Section 4: Tax Threshold

Q4

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? *Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?*

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 Q5.

	<i>Ask in Order</i>	Definitely yes	Probably yes	Probably no	Definitely no	Not sure	Prefer not to answer
A	5 cents	20%	23%	16%	32%	7%	2%
B	4 cents	22%	23%	13%	32%	8%	2%
C	3 cents	29%	21%	11%	30%	7%	2%
D	2 cents	36%	18%	10%	28%	5%	2%
Q5	Let me put it another way: If you knew that this measure would cost the <u>typical</u> home owner about \$91 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	29%				
	2	Probably yes	21%				
	3	Probably no	13%				
	4	Definitely no	30%				
	98	Not sure	5%				
	99	Prefer not to answer	1%				

Section 5: Projects & Services

Q6

The measure we've been discussing will provide funding for a variety of 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? *Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?*

	<i>Randomize. Split Sample F1/F2.</i>	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A	Provide dedicated spaces for children's programming, group story time, and individual parent-child reading	47%	25%	6%	13%	7%	2%

Truckee Library JPIA Survey

February 2025

B	Enable the library facility to also serve as an Emergency Resource Center for disaster response, as well as a community shelter and resource center during incidents such as fires, earthquakes, extreme weather, and power outages	47%	27%	7%	11%	6%	2%
C	Provide dedicated spaces for students for individual and group studying, homework assistance, and after-school programs	46%	26%	7%	13%	6%	2%
D	Provide dedicated areas for adult and senior enrichment programs, activities, and work spaces	35%	31%	12%	12%	9%	2%
E	Provide computers, technology, charging stations, and Internet access for public use	39%	31%	7%	15%	6%	2%
F1	Build a modern library that is large enough to serve the needs of the community now and in the future	45%	25%	7%	14%	8%	1%
F2	Build a modern, 20,000 square foot library that is large enough to serve the needs of the community now and in the future	48%	20%	8%	20%	4%	1%
G	Provide spaces for workforce training, certification programs, and programs to help local businesses and displaced workers	37%	30%	10%	13%	7%	2%
H	Provide the space needed to expand programs for all residents including arts & cultural programs, literacy tutoring, senior activities, programs for disabled adults, and more	43%	28%	8%	13%	7%	1%
I	Provide the larger spaces needed to expand the collection of books, movies, music, and resources for residents' use	38%	26%	9%	15%	11%	2%
J	Build the library in the Regional Park so it is well-integrated with park facilities and easily accessible from the Town's trail and transit systems	42%	26%	6%	14%	10%	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.

Q7 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?

		Very convincing	Somewhat convincing	Not at all convincing	Don't believe	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Truckee needs a larger library. The current library was built nearly 50 years ago when our population was just two thousand residents – and it has capacity for just 54 people. We now have over twenty thousand residents and fifteen thousand library card holders.	45%	23%	17%	8%	3%	4%
B	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.	34%	30%	18%	14%	2%	3%
C	Great communities build great libraries. The new Truckee Library will be a source of pride for the whole community.	26%	25%	30%	11%	4%	3%
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.	29%	31%	23%	9%	4%	4%
E	A larger, modern library will offer much-needed services to our community, including tutoring and study time for struggling students, career-training for displaced workers, and enrichment activities and programs for adults.	32%	32%	19%	9%	5%	4%
F	Truckee does not have a facility that has permanent back-up power, communications capabilities, is fully ADA accessible, and can serve as a public information/service center all-in-one place that the public can use during emergencies like fires, power outages, extreme weather, and earthquakes. The new library will be designed to fill this critical gap in Truckee's emergency preparedness and disaster response capabilities.	41%	26%	16%	9%	4%	3%
G	More than 40 local agencies and nonprofits have endorsed the new library as an essential resource for the community – including the school district, Truckee Fire, and the Office of Emergency Services.	33%	30%	22%	6%	5%	4%

Truckee Library JPIA Survey

February 2025

H	This measure ensures that vacation home owners pay their fair share. In fact, more than half of the cost of this measure will be paid for by out-of-town owners of second homes.	34%	24%	25%	10%	3%	4%
I	This measure makes good financial sense. The cost of the new library will be shared by private donors, foundations, grants and other funding sources, which reduces the burden on local taxpayers.	28%	33%	18%	15%	3%	3%
J	This measure ensures that all property owners pay their fair share for library improvements. The costs of building the new library are spread across all areas that will benefit – Truckee and nearby communities in Nevada and Placer counties – and are also proportional to the size of homes and commercial properties.	21%	31%	28%	12%	5%	3%
K	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.	29%	31%	20%	12%	5%	3%
L	The new library will support the local economy by helping residents of all ages succeed in school, increase their technology skills, pursue job training certification, and build small businesses.	27%	32%	21%	12%	4%	4%
M	Our current library is too small for many events and programs, with attendees often being turned away or forced to stand. The new library will provide larger indoor and outdoor spaces for community events, programs, and meetings.	35%	29%	19%	7%	5%	4%

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.

- 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
- Q8 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? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	34%
2	Probably yes	16%
3	Probably no	15%
4	Definitely no	29%
98	Not sure	5%
99	Prefer not to answer	1%

Section 8: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

- Q9 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</i>	Very convincing	Somewhat convincing	Not at all convincing	Don't believe	Not sure	Prefer not to answer
A	Residents and local businesses have been hit hard by inflation, high interest rates, and high gas prices. Many are struggling to stay afloat. Now is not the time to raise taxes.	48%	27%	18%	3%	2%	2%
B	Over the past five years Truckee has increased the general sales tax, the trails tax, the fire tax, and increased the hotel tax. Now they want to increase taxes again? Enough is enough. We can't afford to keep raising our taxes.	51%	26%	15%	3%	2%	2%

C	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.	40%	28%	21%	7%	2%	2%
D	We have more pressing problems in Truckee like improving our schools, wildfire safety, and repairing aging infrastructure. A new library just isn't a top priority.	34%	28%	25%	6%	2%	4%
<i>Split Sample. Only even clusters receive item E.</i>							
E	The 'cost of living' adjustment built into the measure means that the tax rate will increase automatically each year – without voter approval.	45%	23%	18%	4%	6%	3%

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.

Q10	In order to:		
	<ul style="list-style-type: none"> 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? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	28%
	2	Probably yes	20%
	3	Probably no	14%
	4	Definitely no	31%
98	Not sure		6%
	99		Prefer not to answer
			1%

Section 10: Background & Demographics

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

Q11 Do you have children under the age of 18 living in your household?

1	Yes	32%
2	No	64%
99	Prefer not to answer	4%

Q12 In the past 12 months, have you or another member of your household visited a local library?

1	Yes	52%	Ask Q13
2	No	46%	Skip to end
99	Prefer not to answer	2%	Skip to end

Q13 How often does a member of your household visit a local 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	15%
2	Two to three times per month	20%
3	Once per month	26%
4	Less often than once per month	38%
99	Prefer not to answer	2%

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	44%
2	Female	50%
3	Non-binary	<1%
4	Prefer not to answer	6%

S2 Party

1	Democrat	52%
2	Republican	19%
3	Other	10%
4	DTS	19%

Truckee Library JPIA Survey

February 2025

S3	Age on Voter File		
	1	18 to 29	9%
	2	30 to 39	15%
	3	40 to 49	21%
	4	50 to 64	28%
	5	65 or older	27%
S4	Registration Date		
	1	Since Nov 2020	15%
	2	Jun 2012 to before Nov 2020	14%
	3	Jun 2012 to before Jun 2016	7%
	4	Before June 2012	64%
S5	Household Party Type		
	1	Single Dem	28%
	2	Dual Dem	16%
	3	Single Rep	7%
	4	Dual Rep	6%
	5	Single Other	17%
	6	Dual Other	4%
	7	Dem & Rep	2%
	8	Dem & Other	13%
	9	Rep & Other	5%
	0	Mixed (Dem + Rep + Other)	1%
S6	Homeowner on Voter File		
	1	Yes	67%
	2	No	33%
S7	Likely to Vote by Mail		
	1	Yes	88%
	2	No	12%

S8	Likely Special Election 2025 Voter		
	1	Yes	45%
	2	No	55%
S9	Likely June 2026 Voter		
	1	Yes	75%
	2	No	25%
S10	Likely November 2026 Voter		
	1	Yes	100%
	2	No	0%
S11	Area of Residence		
	1	Town of Truckee	85%
	2	Nevada County unincorporated	3%
	3	Placer County unincorporated	12%