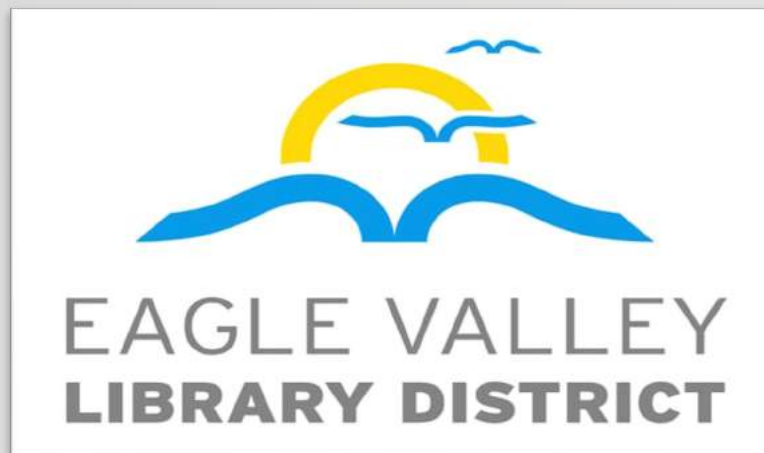




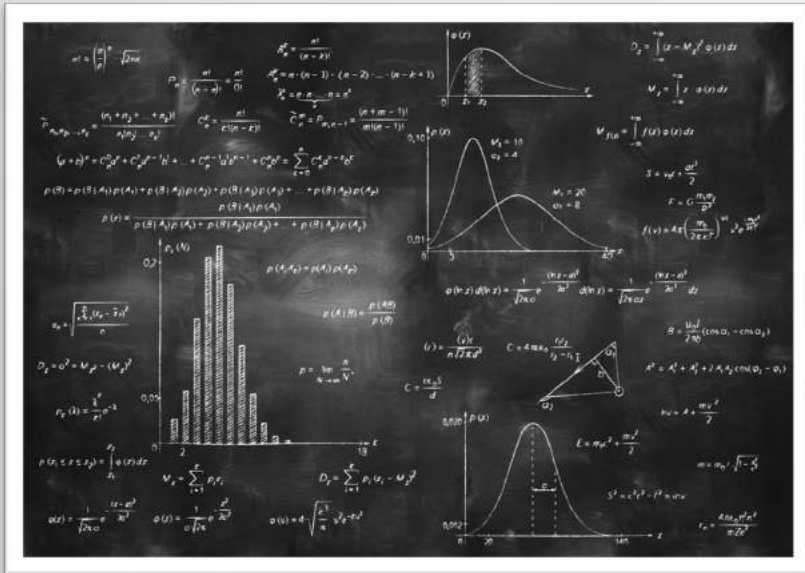
# Eagle Valley Library District Ballot Measure Survey

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April 10<sup>th</sup> to 25<sup>th</sup>, 2019



# Survey Overview & Methodology



Magellan Strategies is pleased to present the results of a 244n phone survey and a 423n online survey of likely 2019 general election voters in the Eagle Valley Library District in Eagle County, Colorado.

The telephone interviews were conducted from April 22<sup>nd</sup> to 25<sup>th</sup>, and the online interviews were conducted from April 10<sup>th</sup> to 22<sup>nd</sup>.

The phone survey sample has a margin of error of +/- 6.24% at the 95 percent confidence interval, and the online survey sample has a margin of error of +/- 4.72%.

The phone survey sample is weighted on previous off-year general election voter turnout demographics, and the online survey is unweighted.

# Key Findings & Insights



- Likely voters are very familiar with the Eagle Valley Library District. Among all respondents, 41% are very familiar with the library district, which is well above average for a library system or special district in Colorado. Among all respondents, 92% approve, and 70% strongly approve of the job the libraries are doing to provide services and programs to the communities. This is a very positive finding for an entity that will be requesting new funding from voters.
- Voter support for the 2.75 mill levy increase on the “uninformed” ballot measure is 71%, the opposition is only 21%, and 8% of respondents were undecided. This is a very strong measurement and correlates with the library district’s strong job approval rating. It is very apparent that voters appreciate the library’s programs and services and are willing to approve new funding.

# Key Findings & Insights



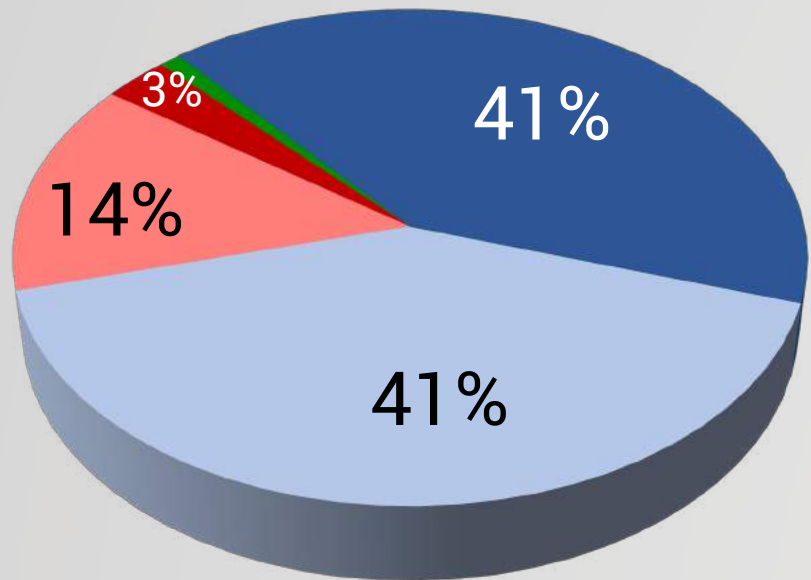
- Voters are motivated to support the ballot measure because of the strong belief that libraries are a vital, important part of a vibrant community and benefit everyone, both young and old. There is also a feeling of trust that the library district will spend the new funding wisely, which is very important for voter approval.
- Many voters oppose the ballot measure because they do not understand the ballot language and find it confusing. Some voters oppose the ballot measure because they believe their property taxes are too high and simply cannot afford another mill levy increase, regardless of the purpose.

# Key Findings & Insights

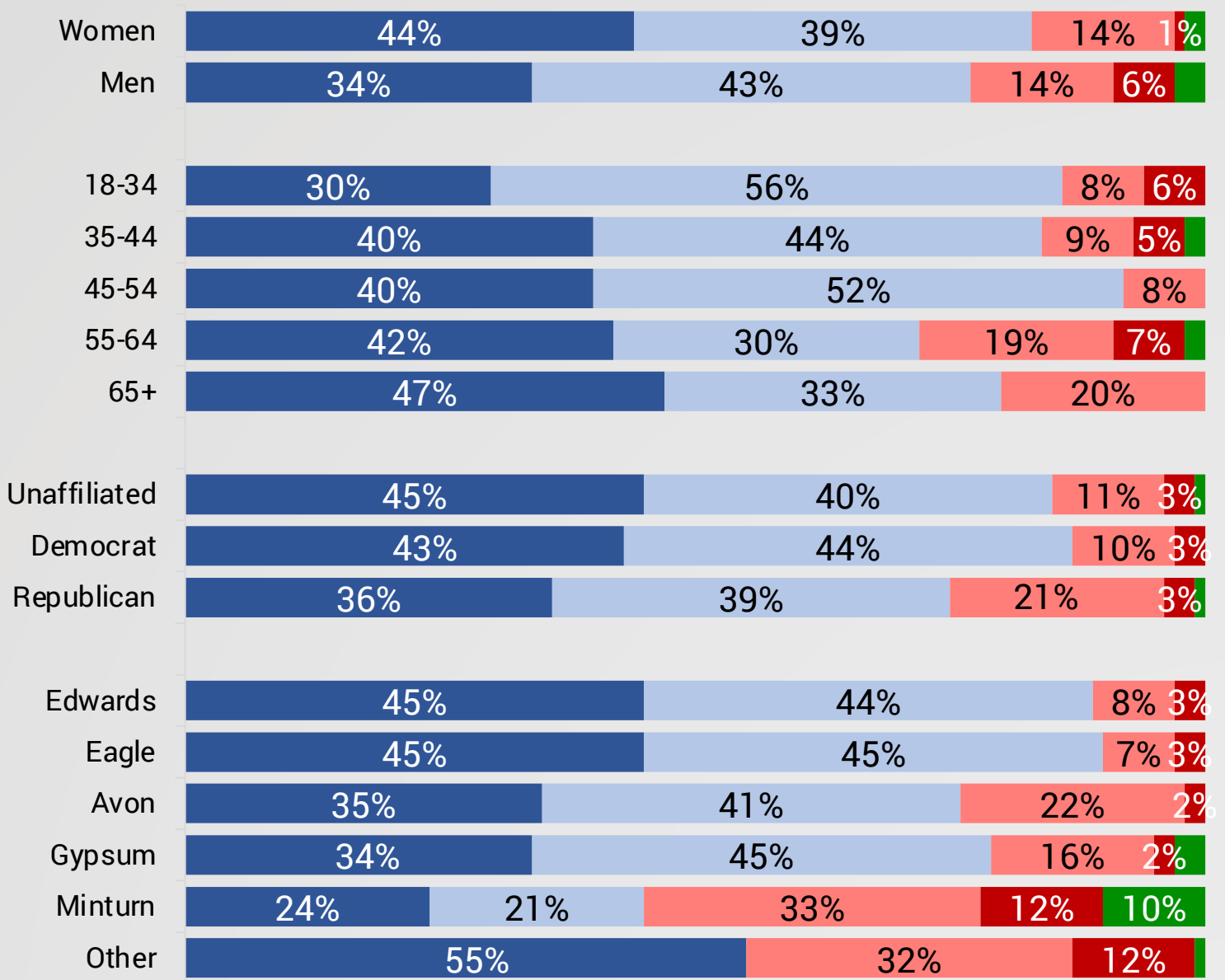


- After respondents were informed about the reasons why the Eagle Valley Library District is considering the ballot measure, support increased by four points to 75%.
- Sixty-one percent of voters were more likely to support the ballot measure after learning hours, and programs would likely be reduced if voters did not approve the ballot test.
- Fifty-seven percent of voters were more likely to support ballot measure after learning about the loss in funding due to the Gallagher Amendment.
- This ballot measure is likely to achieve voter approval ONLY if voters are well-educated and informed by a thorough and robust campaign.

Thinking now about the Eagle Valley Library District, which is comprised of the Avon, Eagle, and Gypsum Public Libraries. How familiar would you say you are with the library, district's locations, services, and programs?

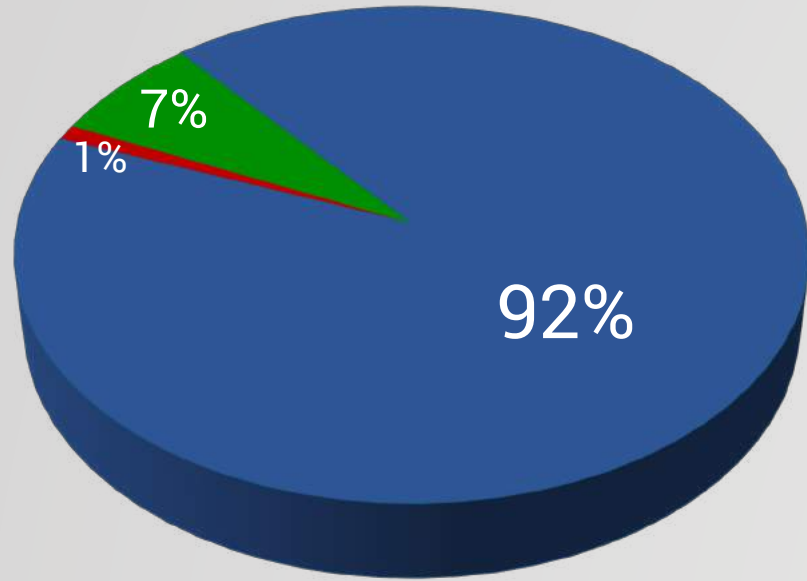


■ Very Familiar      ■ Somewhat Familiar  
■ Not Too Familiar      ■ Not Familiar at All  
■ No Opinion



■ Very Fam.    ■ Smwt. Fam.    ■ Not Too Fam.    ■ Not Fam. At All    ■ No Opinion

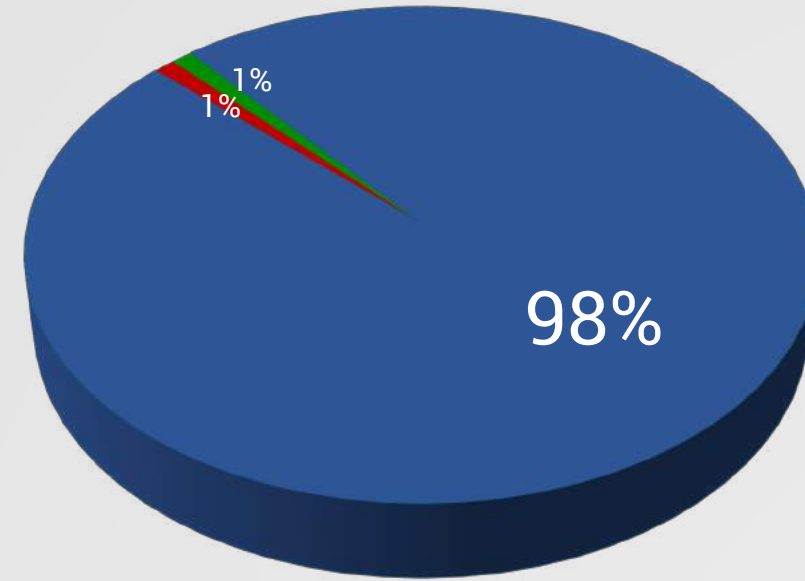
# Do you approve or disapprove of the job the Eagle Valley Library District does in providing services and programs to your community? (Phone Survey)



- Total Approve
- Total Disapprove
- No Opinion

Strongly Approve	70%
Somewhat Approve	22%
Strongly Disapprove	0%
Somewhat Disapprove	1%

# Do you approve or disapprove of the job the Eagle Valley Library District does in providing services and programs to your community? (Online Survey)



- Total Approve
- Total Disapprove
- No Opinion

Strongly Approve	82%
Somewhat Approve	16%
Strongly Disapprove	0%
Somewhat Disapprove	1%

# Eagle Valley Library District Uninformed Ballot Question



There may be a local question on the ballot this November regarding funding for the Eagle Valley Library District. I am now going to read to you the language of the potential ballot question.

After hearing the ballot question, I would like you to tell me if you would vote yes and approve the ballot question or if you would vote no and reject it. It's a little long, so please be patient and listen carefully. The ballot question reads as...



# Eagle Valley Library District Uninformed Ballot Question

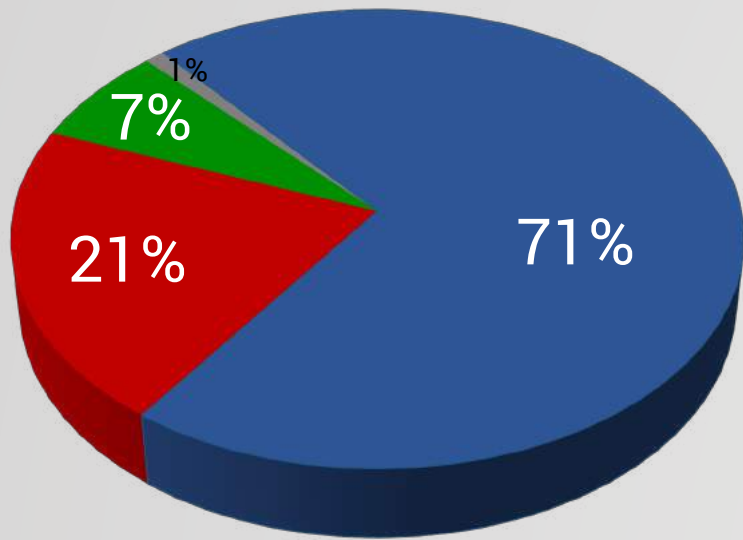


SHALL EAGLE COUNTY BE AUTHORIZED TO ADJUST THE EAGLE VALLEY LIBRARY DISTRICT'S OPERATING MILL LEVY RATE OF 2.75 MILLS BEGINNING IN TAX COLLECTION YEAR 2020 AND ANNUALLY THEREAFTER TO ALLOW THE DISTRICT TO RETAIN PROPERTY TAX REVENUES WHICH WOULD OTHERWISE BE LOST AS A RESULT OF ADJUSTMENTS MADE TO THE RESIDENTIAL ASSESSMENT RATIO, BY THE PROVISIONS OF COLORADO'S CONSTITUTION'S GALLAGHER AMENDMENT, WITH THE REVENUE THEREFROM TO CONTINUE TO PAY FOR THE LIBRARY'S GENERAL OPERATIONS AND CAPITAL EXPENSES RELATED TO LIBRARY SERVICES, SUCH AS: FULL-SERVICE LIBRARIES IN THE TOWNS OF AVON, EAGLE AND GYPSUM INCLUDING A WIDE VARIETY OF CURRENT AND IN-DEMAND BOOKS, AUDIOS AND DVDS; STORYTIME FOR INFANTS, TODDLERS AND PRESCHOOLERS, THE READING BUDDIES SUMMER READING PROGRAM, AND OTHER CHILDREN'S PROGRAMS; TEEN NIGHTS, CREATIVE TEEN WRITING CLUB AND OTHER TEEN PROGRAMS; BOOK CLUBS, LITERACY PROGRAMS, BILINGUAL OR "E-S-L" PROGRAMS, COMPUTER CLASSES, AND SUMMER READING FOR ADULTS; ACCESS TO COMPUTERS, INTERNET, SOFTWARE AND TECHNOLOGY; RESEARCH DATABASES INCLUDING DIGITAL VERSIONS OF NEWSPAPERS, MAGAZINES, BOOKS AND ENCYCLOPEDIAS; EAGLE COUNTY LOCAL HISTORY AND DIGITAL ARCHIVE COLLECTION;

AND SHALL ALL DISTRICT REVENUES BE COLLECTED, RETAINED AND SPENT NOTWITHSTANDING ANY REVENUE LIMITS PROVIDED BY LAW?

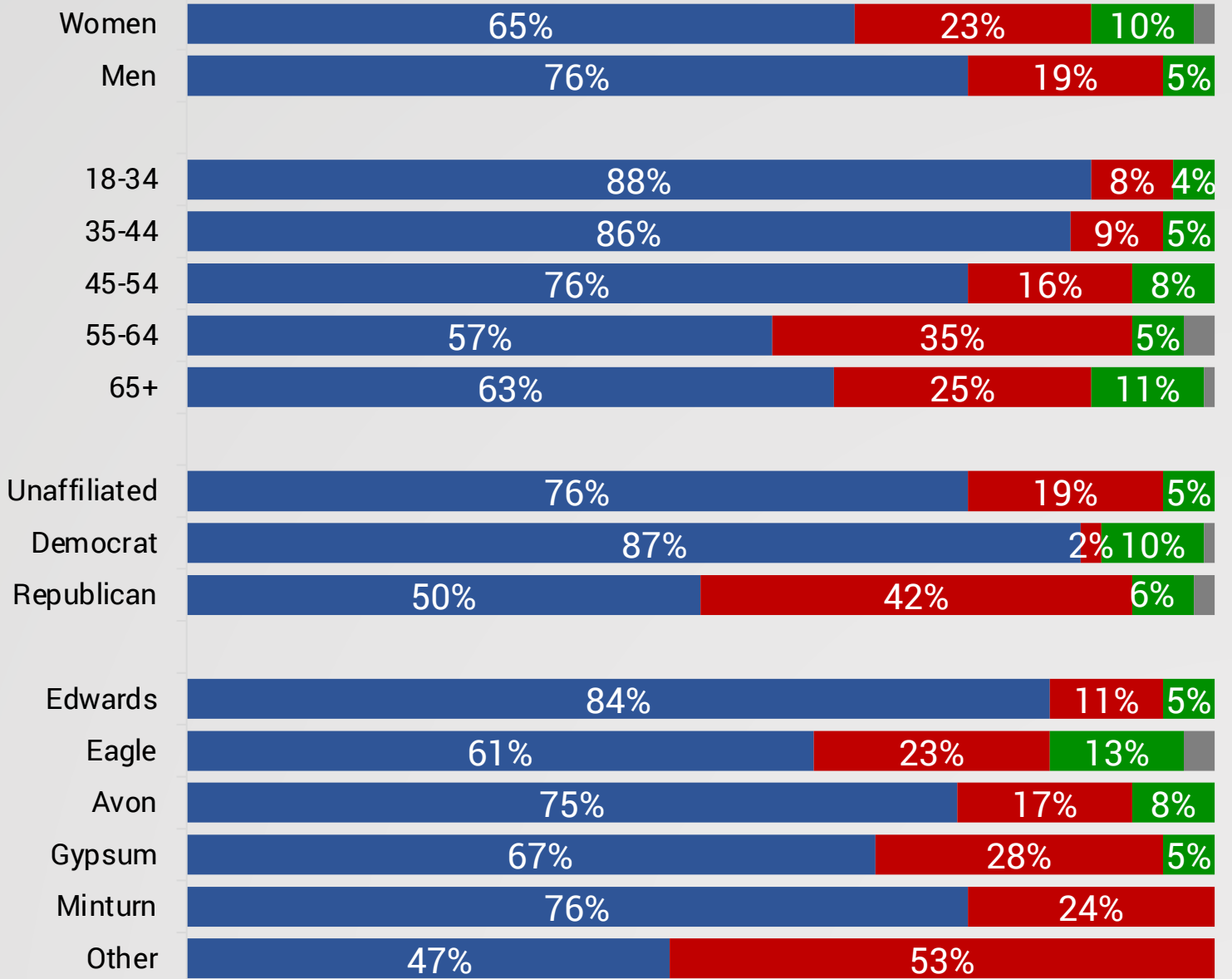
# Uninformed Ballot Measure Test

Now that you have heard the full language of the ballot question if it was on the ballot today, would you vote yes and approve it, or would you vote no and reject it?  
(Phone survey results)



- Total Approve
- Total Reject
- Undecided
- Refused

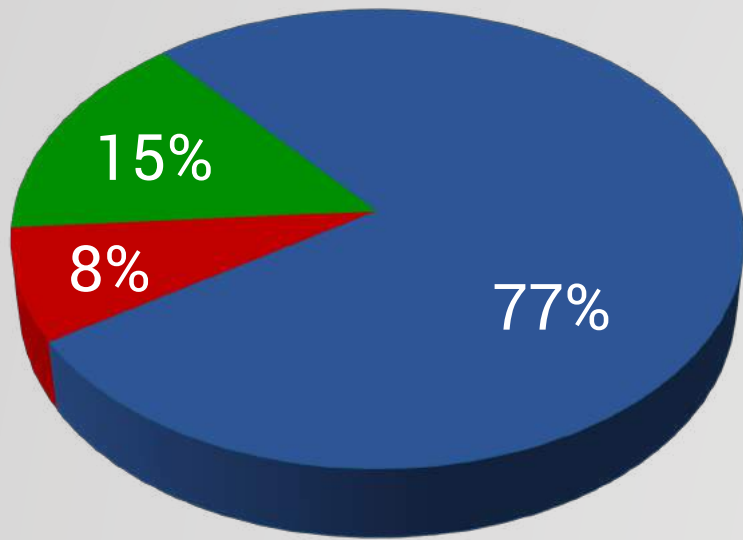
Definitely Approve	39%
Probably Approve	32%
Definitely Reject	11%
Probably Reject	10%



- Total Approve
- Total Reject
- Undecided
- Refused

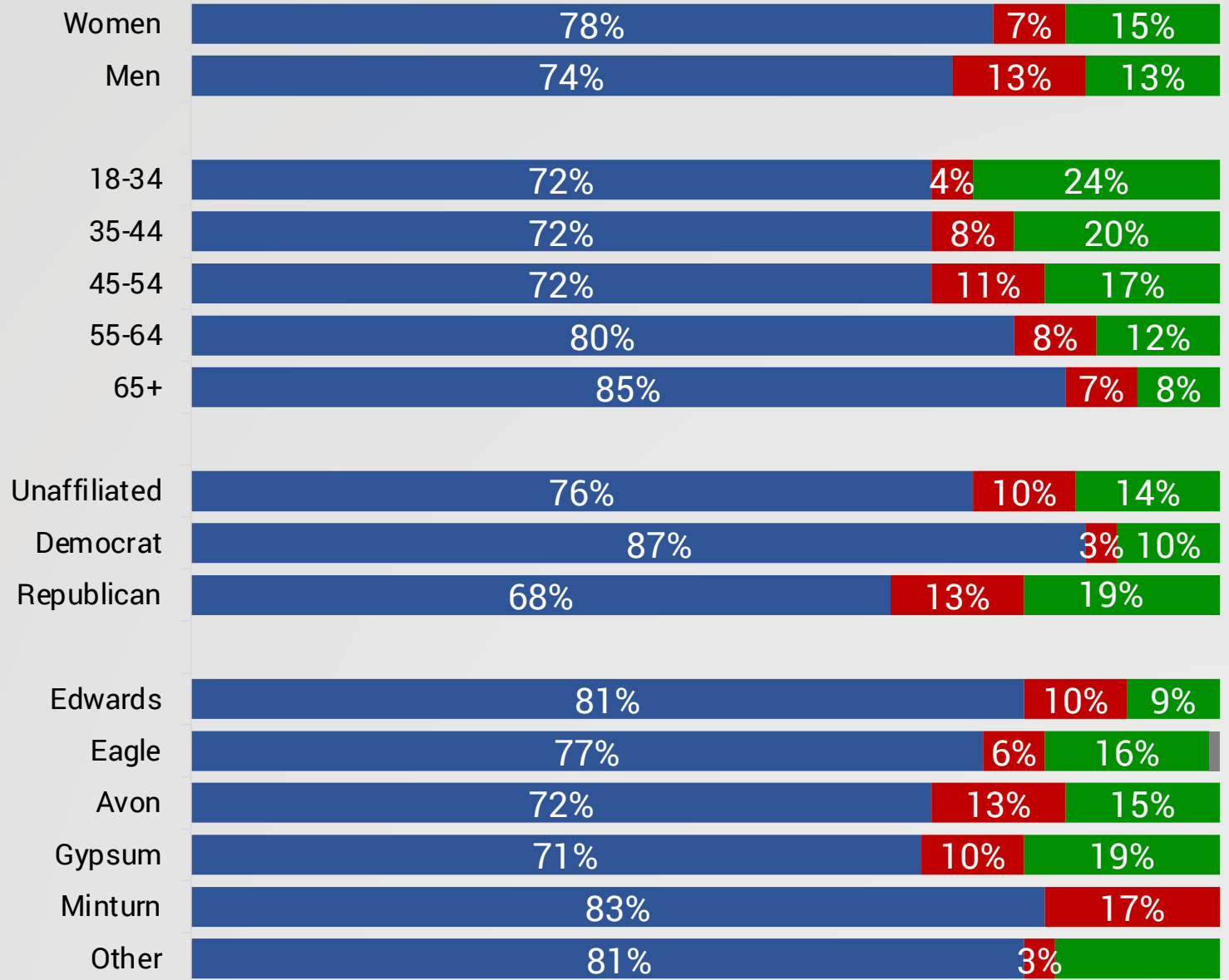
# Uninformed Ballot Measure Test

Now that you have heard the full language of the ballot question if it was on the ballot today, would you vote yes and approve it, or would you vote no and reject it?  
(Online survey results)



- Total Approve
- Total Reject
- Undecided
- Refused

Definitely Approve	44%
Probably Approve	33%
Definitely Reject	2%
Probably Reject	6%



- Total Approve
- Total Reject
- Undecided
- Refused

# Reasons why more than 70% of respondents would vote yes and approve a ballot measure to De-Gallagher and keep retained funds.

Themes
Libraries are vital to the community
Libraries are a community asset & support for Education
Access to library resources and services
An understanding that funding is needed to sustain library operations

“They are doing an excellent job. They should retain the money, whatever they have, or get a little more.” -Male, 35-44, Democrat, Gypsum

“I would approve it because it focuses on specific programs that this funding would go towards. That particular funding has shown great benefits for a lot of the children and the adolescents in the community.” -Female, 18-34, Republican

“Children and adults need access to public libraries. This would be a positive impact on the community. ” -Male, 45-54, Republican, Avon

“I love the library and the services. I love being able to get books from other libraries. I have a grandchild. I want him to take advantage of the programs, such as story time and other services.” -Female, 55-64, Republican, Avon

“I think that the libraries would be one of the most important assets in our community to educate people.” -Female, 65+, Democrat, Eagle

“I know that all of those existing programs are important. I don’t want to lose them.” -Female, 45-54, Democrat, Avon

“It is important for the kids. It is important to have a public library.” -Male, 55-64, Unaffiliated, Avon

“I have a 1-year-old, and we use the library. It adds to the cultural value of the community.” -Male, 35-44, Democrat, Eagle

# Three Themes Summarizing the Reasons Why Voters Would Vote Yes and Approve the Ballot Measure

- 1. Community Asset and Support for Education** - Respondents frequently mention the library as a crucial community asset, emphasizing its importance in providing educational resources, literacy support, and various programs for all ages. They view libraries as a vital hub for community engagement and learning, offering an array of services that are essential for the development and enrichment of the community.
- 2. Access to Resources and Services** - Many highlight the diverse range of resources and services offered by libraries, such as book lending, digital resources, educational programs, and computer access. Respondents value these services not only for personal use but also as crucial for those who may not have access to such resources at home, particularly emphasizing the benefit to lower-income families and the role of libraries in bridging the digital divide.
- 3. Funding and Sustaining Library Operations** - A significant number of responses focus on the financial aspect, acknowledging the need for adequate funding to maintain high-quality library services. They express a willingness to support libraries through taxes and understand the implications of changes in residential assessment rates on library funding. The sentiment is that investing in libraries is a civic duty and is crucial for sustaining their role in the community.

# Reasons why less than 10% of respondents would vote no and reject a ballot measure to De-Gallagher and keep retained funds.

Themes
Tax burden and financial concerns
Ballot measure is too confusing
Changing role and utilization of libraries
Tax burden and financial concerns

“It has too much language in it to confuse people. I have no clue if they want to change it. It doesn’t tell me if they are raising or lowering it, which is too confusing.” -Male, 55-64, Unaffiliated, Eagle

“It goes to the property. It would increase property taxes. They can probably fund it privately. It only helps Avon to the west. There is nothing for the upper Eagle Valley, yet, Eagle Valley’s taxes would go up.” -Female, 55-64, Unaffiliated, Avon

“The ballot language is cumbersome. The physical impact is not clear.” -Female, 55-64, Unaffiliated, Eagle

“I do not want the mill levy to go up on property taxes. They need to make do with what they have. I do not want it to be decided arbitrarily by a few hundred individuals to raise the mill levy.” -Female, 55-64, Avon

“The cost of living in this community is high enough already. I can’t afford any more taxes.” -Male, 65+, Republican, Gypsum

“At this time, I don’t fully understand the entire description of it. I would study it more to vote yes.” -Male, 45-54, Unaffiliated, Gypsum

“I don’t approve of new taxes.” -Male, 45-54, Unaffiliated, Edwards

“Our property taxes are ridiculously too high.” -Female, 55-64, Republican, Avon

# Three Themes Summarizing the Reasons Why Voters Would Vote No and Reject the Ballot Measure

- 1. Tax Burden and Financial Concerns:** Many respondents express a strong opposition to any further increase in taxes, emphasizing their current financial burdens. They argue that taxes are already high, their incomes have not increased correspondingly, and they cannot afford to pay more. There's also a sentiment that the library should manage within its existing budget, much like households do, without relying on additional taxpayer funds.
- 2. Mismanagement and Inefficiency:** A common theme is the perceived mismanagement of funds and inefficiency within the library system. Respondents point to what they consider wasteful spending, such as unnecessary renovations and the provision of ancillary services that could be paid for in other ways. They suggest that financial management should be improved before considering tax increases and express a lack of trust in the library's stewardship of public funds.
- 3. Changing Role and Utilization of Libraries:** Some argue that libraries are outdated and underutilized, suggesting that the role of libraries is changing with the digital age. They question the necessity of certain programs and services, asserting that many people now access information online rather than through physical library spaces. This theme reflects a broader debate on the evolving function of libraries in modern society and their relevance to the community's needs.

# Eagle Valley Library District Information Questions About Ballot Measure



## Respondent Message

I am now going to read to you some information about the potential Eagle Valley Library District ballot question.

After hearing the information, I want you to tell me if you are more likely or less likely to vote yes and approve the ballot question or if the information makes no difference in your decision.

Let's get started.



# Eagle Valley Library District Information Questions About Ballot Measure



## Loss of District Revenue Due to the Gallagher Amendment

Funding In 2018, funding for the Eagle Valley Library District's budget declined because of an unforeseen problem with an amendment to the state constitution called the "Gallagher Amendment."

The Gallagher Amendment lowers the amount of residential property taxes that special districts like the Eagle Valley Library District can collect from residential property owners based on the amount of commercial property taxes collected rather than on the assessed value of the properties.

By voting YES and approving this ballot question, the Eagle Valley Library District will be able to restore some of the funding lost in 2018 and in future years.

# Eagle Valley Library District Information Questions About Ballot Measure



## Ninety Percent of the Library District's Revenue Comes From Commercial and Residential Property Taxes

Currently, more than 90% of the Eagle Valley Library District's annual operating budget comes from commercial and residential property taxes, and more than half of that comes from residential property taxes.

In 2020, the Gallagher Amendment will trigger another decrease in residential property taxes that is estimated to reduce the library district budget by \$130,000 dollars, and this will continue to occur in future years, eventually leading to even more substantial reductions.

If voters approve the ballot question, the library district would be protected from this budget reduction and be able to maintain its existing funding level.

# Eagle Valley Library District Information Questions About Ballot Measure



## **Loss of Library Services**

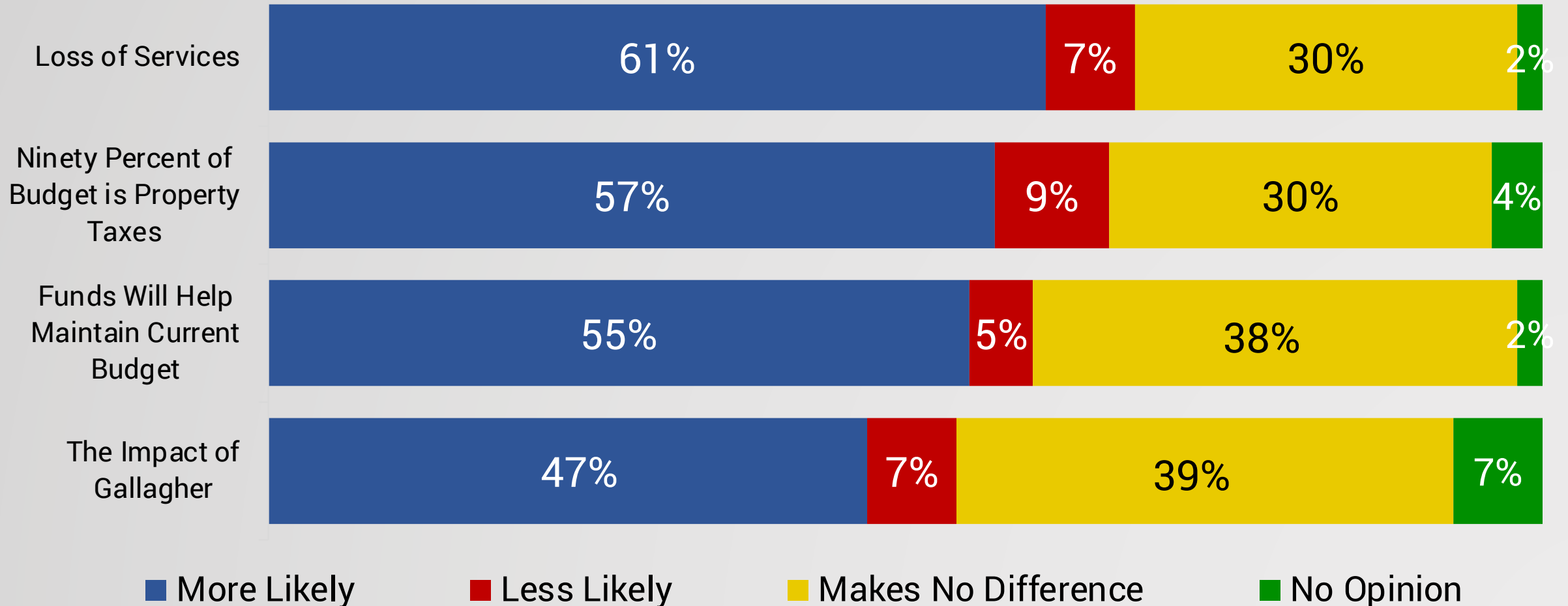
If voters do not approve the ballot measure, eventually hours of service, the collection of books, audios, DVD's etc., and programs will be reduced as the overall budget decreases.

## **New Funds Will Help the Library District Maintain its Current Budget**

If voters approve this ballot measure, the Eagle Valley Library District will be able to maintain its current budget and continue to operate within its means.

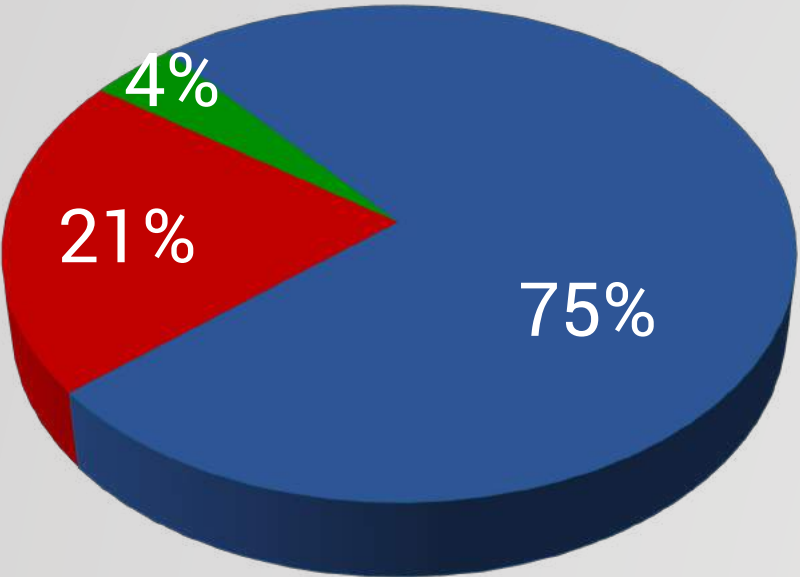
# Eagle Valley Library District Ballot Measure Information & Message Testing

After hearing the information, are you more likely or less likely to vote yes and approve the ballot measure?



Now that you have heard some information about this ballot question, if there was an election today, would you vote yes and approve it or would you vote no and reject it?

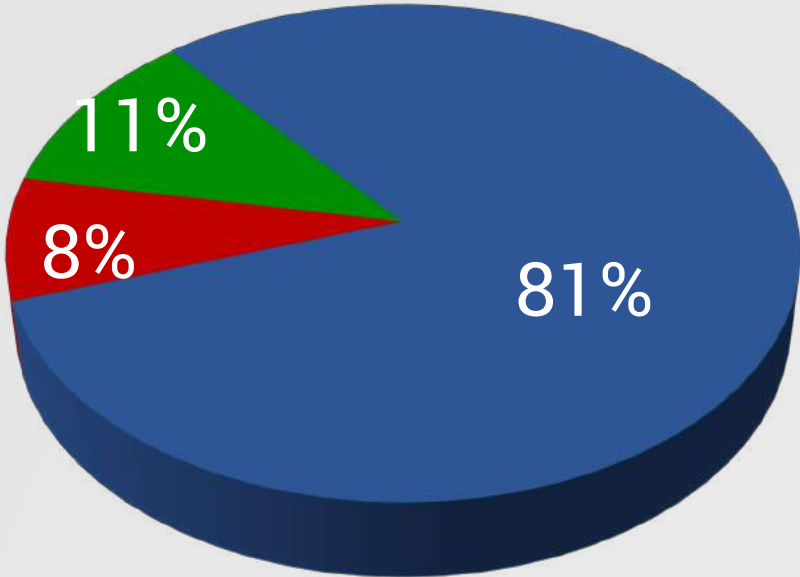
Phone Survey



- Total Approve
- Total Reject
- Undecided

Strongly Approve	50%
Somewhat Approve	25%
Strongly Disapprove	16%
Somewhat Disapprove	5%

Online Survey

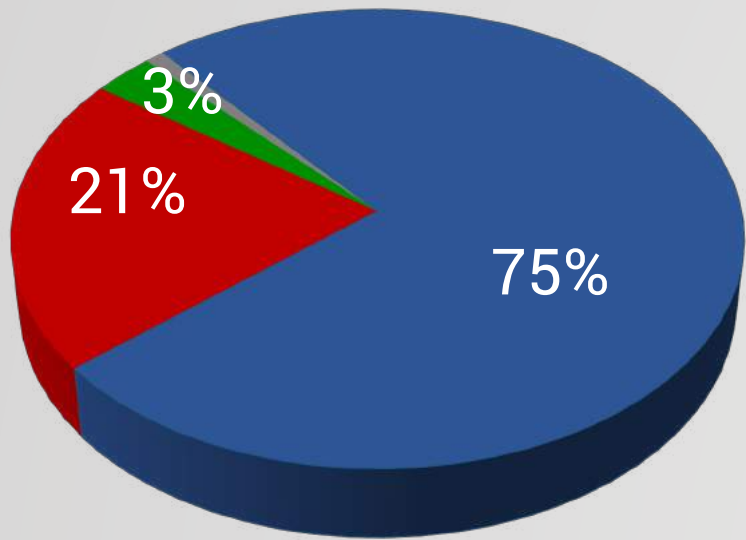


- Total Approve
- Total Reject
- Undecided

Strongly Approve	57%
Somewhat Approve	24%
Strongly Disapprove	3%
Somewhat Disapprove	5%

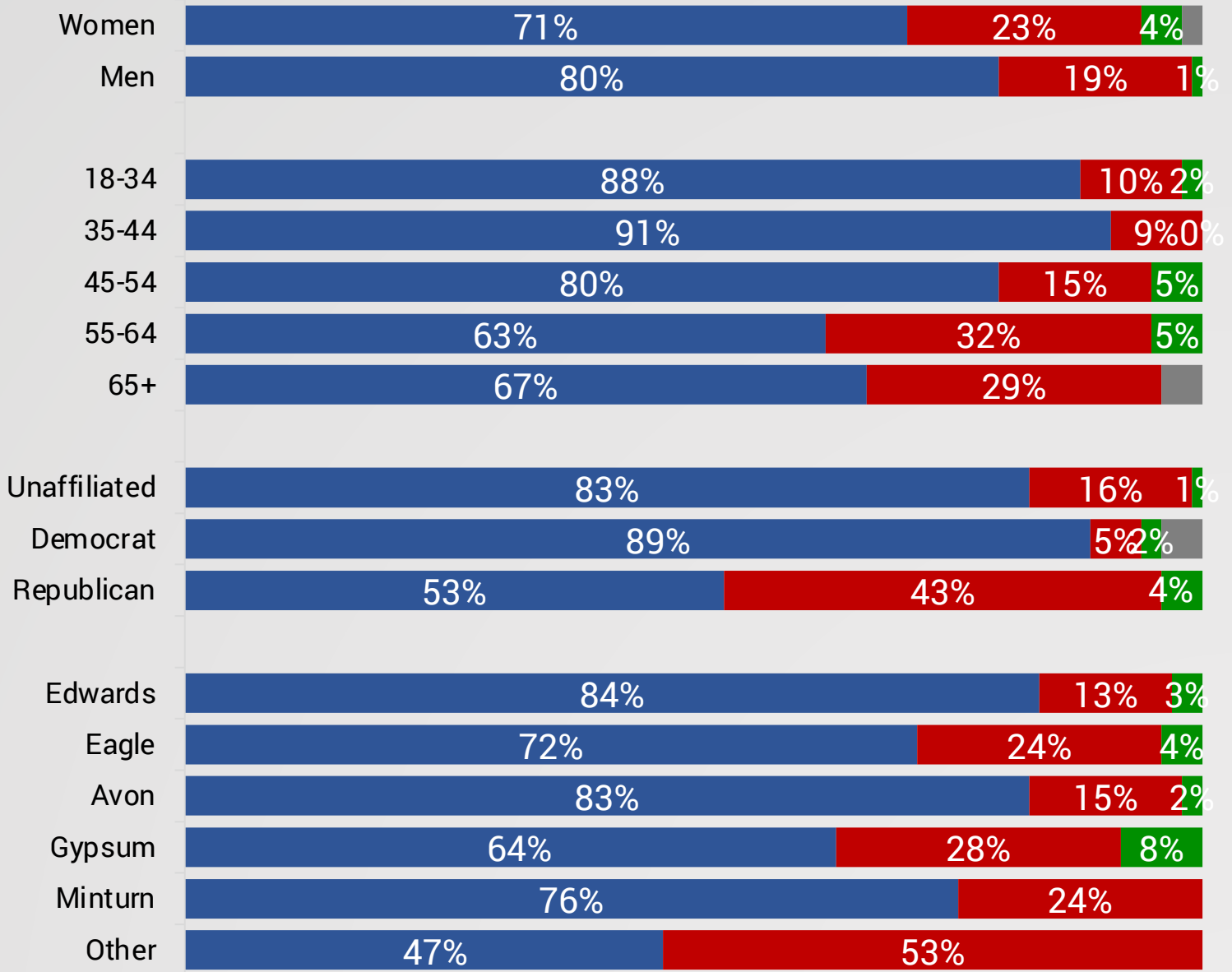
# Informed Ballot Measure Test

Now that you have heard the full language of the ballot question if it was on the ballot today, would you vote yes and approve it, or would you vote no and reject it?  
(Phone survey results)



- Total Approve
- Total Reject
- Undecided
- Refused

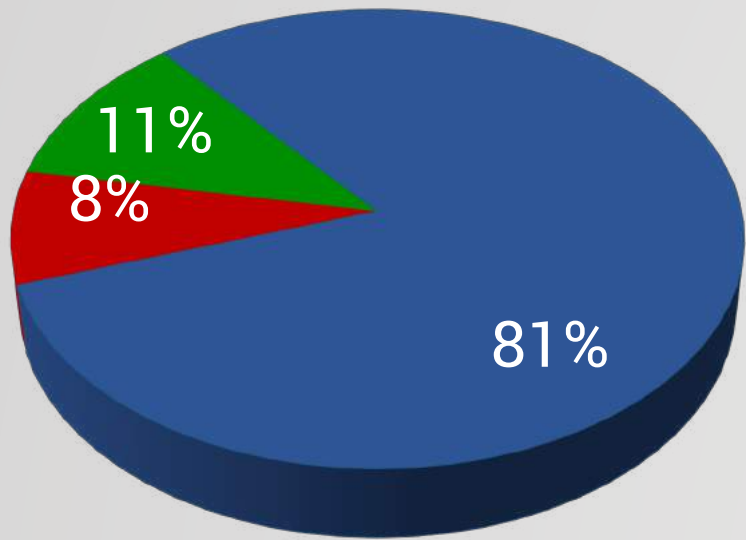
Definitely Approve	50%
Probably Approve	25%
Definitely Reject	16%
Probably Reject	5%



- Total Approve
- Total Reject
- Undecided
- Refused

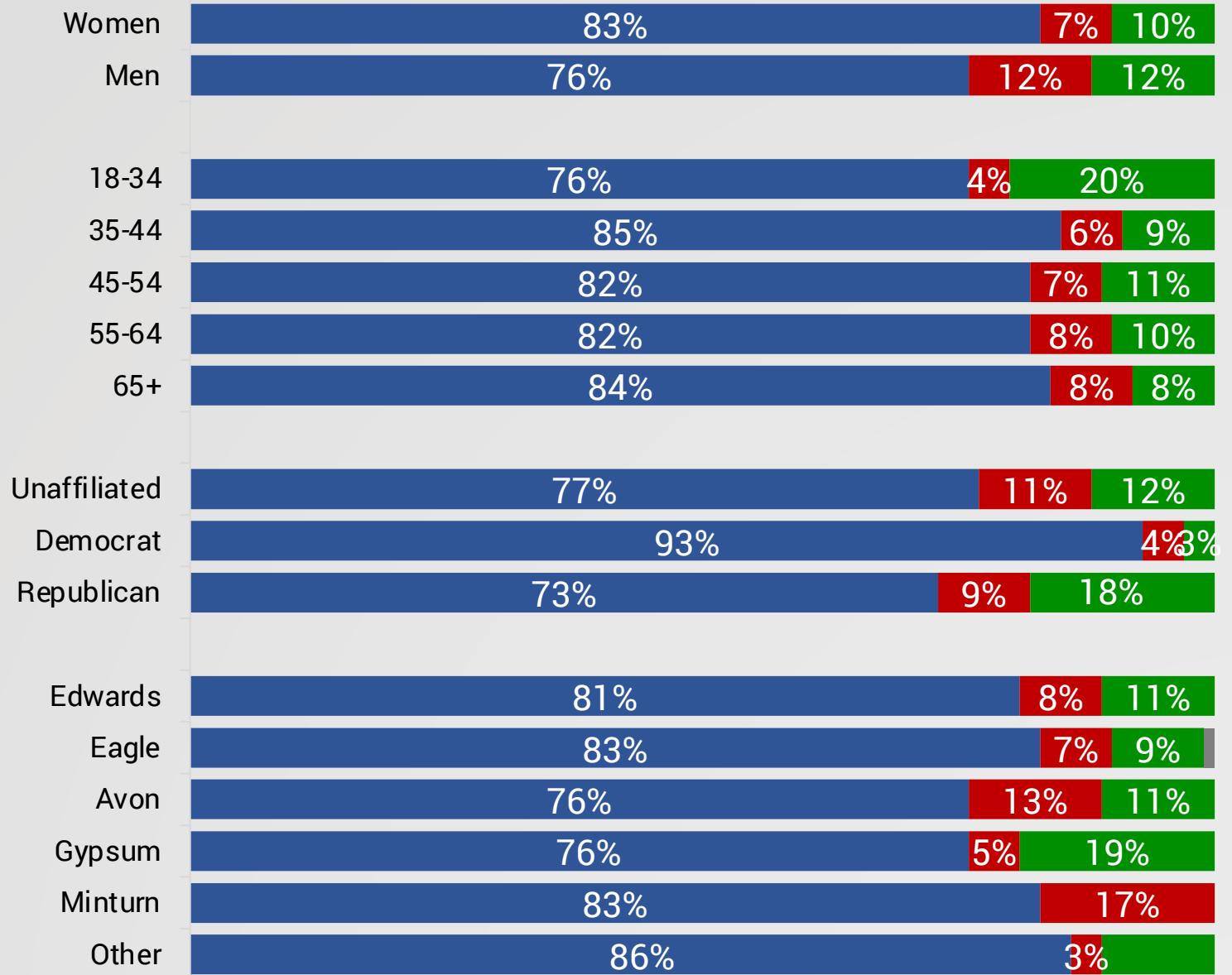
# Informed Ballot Measure Test

Now that you have heard the full language of the ballot question if it was on the ballot today, would you vote yes and approve it, or would you vote no and reject it?  
(Online survey results)



- Total Approve
- Total Reject
- Undecided
- Refused

Definitely Approve	57%
Probably Approve	24%
Definitely Reject	3%
Probably Reject	5%



- Total Approve
- Total Reject
- Undecided
- Refused

# Conclusions



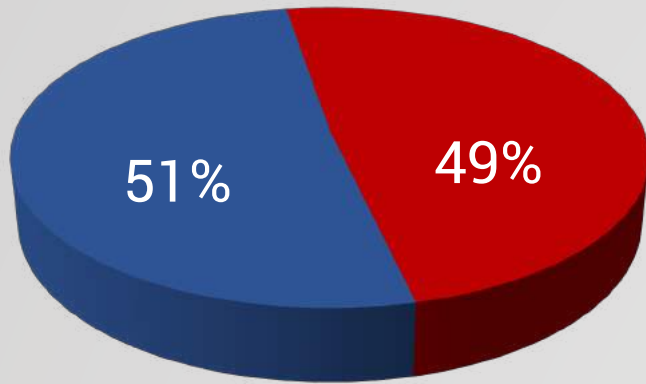
In our 13 years of experience conducting voter opinion surveys measuring support and opposition for funding ballot measures, we have identified data points that indicate if a measure is likely to pass or fail. One of those data points is measuring support at 60% or higher on the uninformed ballot tests. This ballot measure survey exceeds that threshold by 11 points.

However, without a robust, well-executed voter education campaign, a ballot measure will fail, primarily because voters do not support ballot measures that they do not understand. This survey finds several voters voicing that specific concern, and Eagle Valley Library District decision-makers should be aware of that. The bottom line is this ballot measure is likely to achieve voter approval if likely 2019 voters are familiar with the ballot question and, most importantly, how the new funding would be spent.



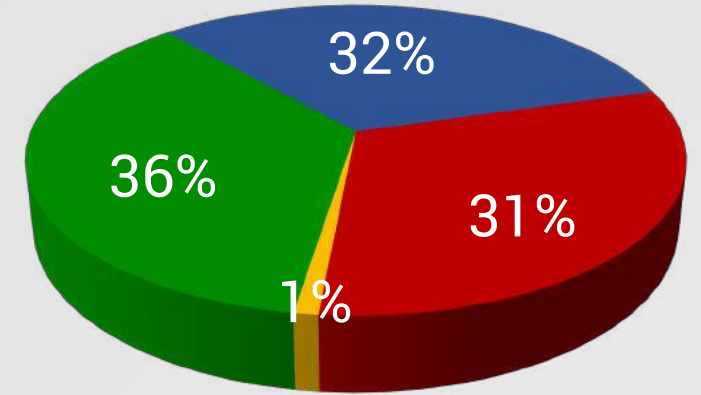
# Survey Demographics

## Gender



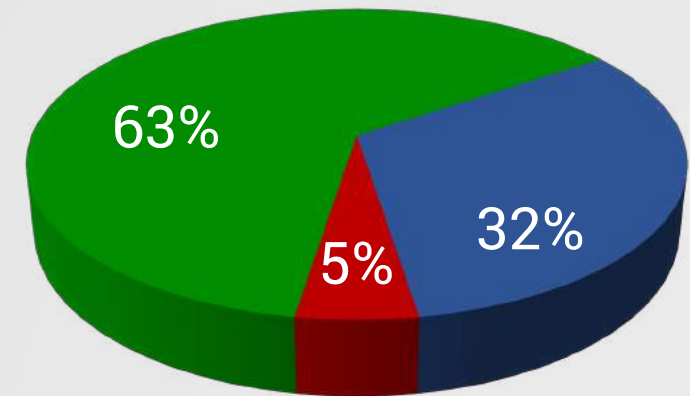
■ Female ■ Male

## Party Affiliation



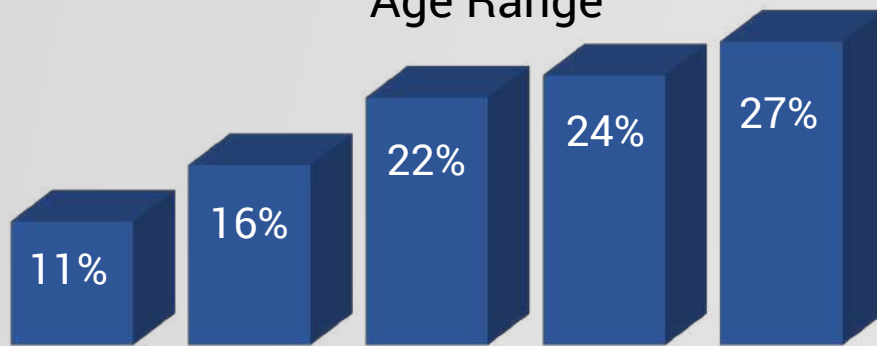
■ Unaffiliated ■ Democrat  
■ Republican ■ Other Party

## Marital Status



■ Married ■ Single ■ Prefer Not to Say

## Age Range



18-34 35-44 45-54 55-64 65+

# Magellan Strategies

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