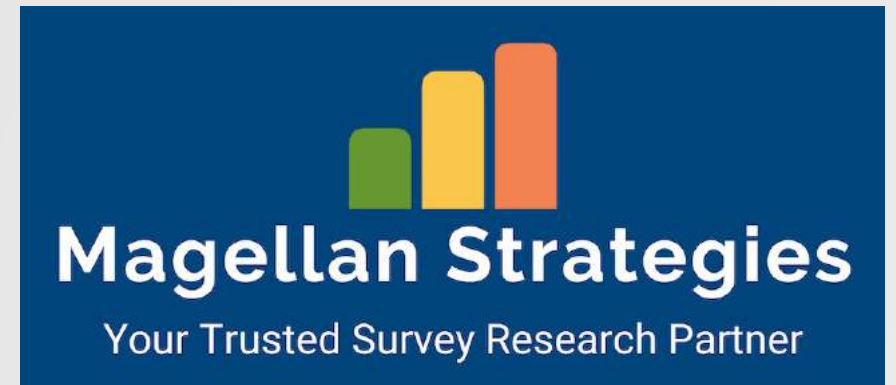
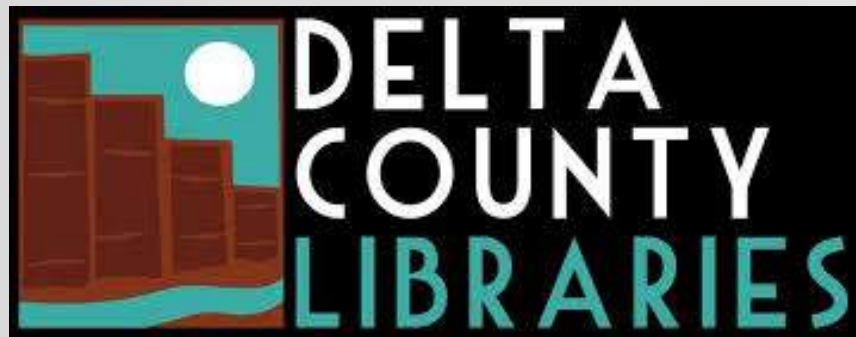
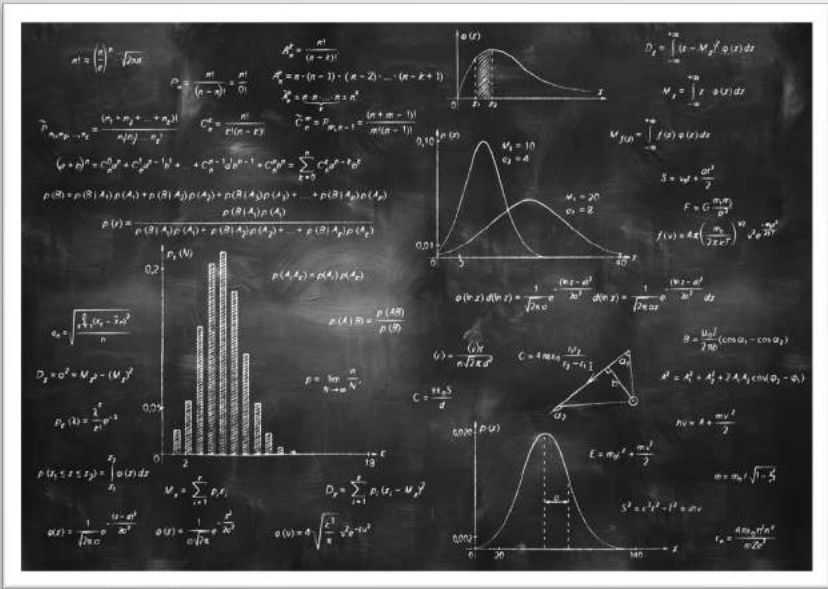


Delta County Libraries Ballot Measure Opinion Survey

March 4th to 6th, 2019



Methodology

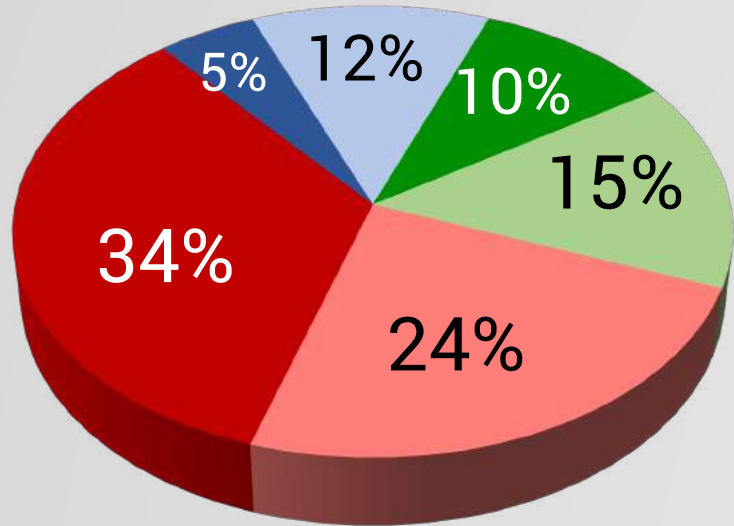


Magellan Strategies is pleased to present the results of a 300n live telephone survey of likely 2019 general election voters in the Delta County Library District.

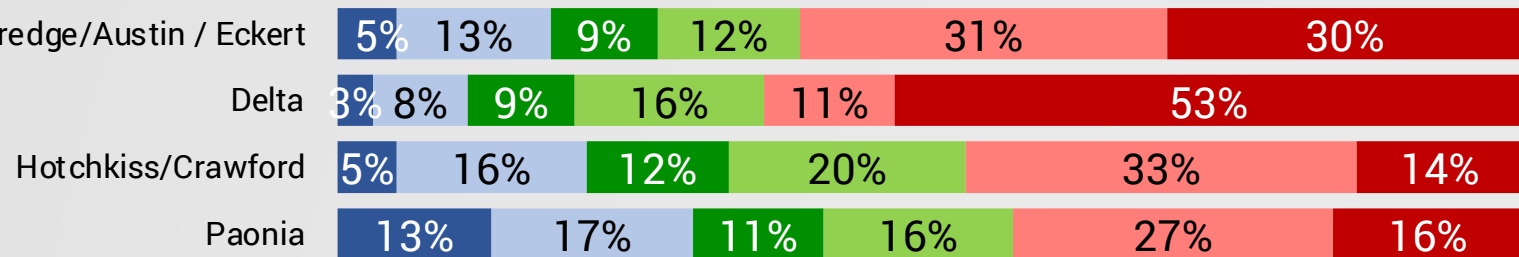
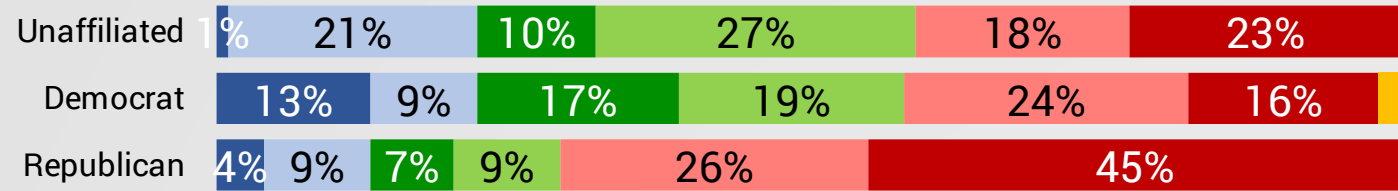
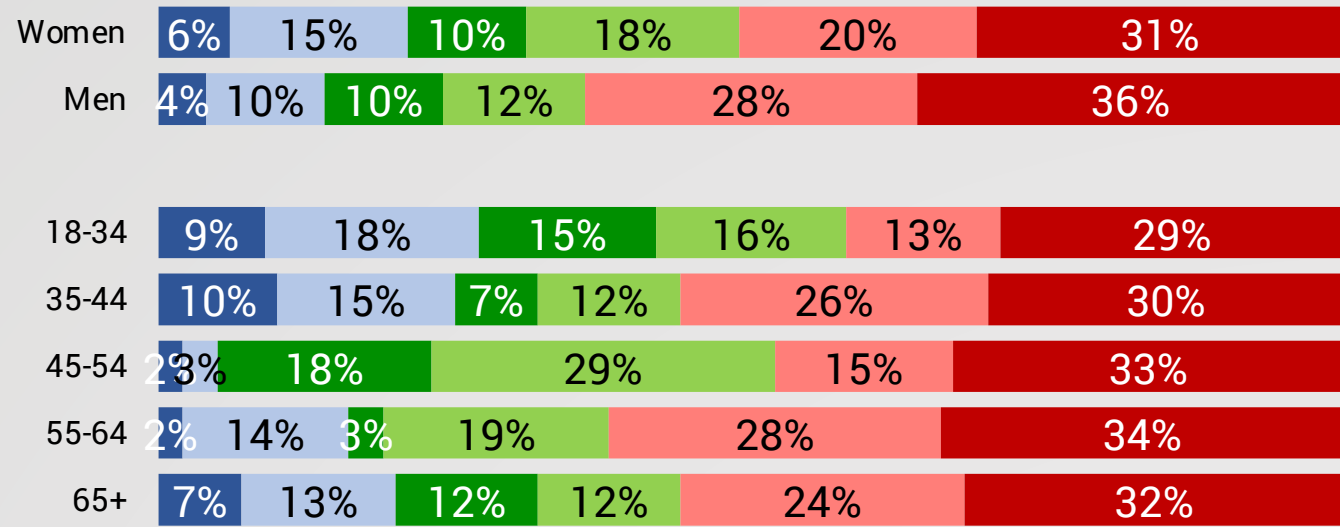
The interviews were conducted from March 4th to 6th, 2019. The overall survey has a margin of error of +/- 5.62% at the 95% confidence interval. Subgroups of voters will have a higher margin of error than the overall population.

The survey results were weighted based on past off-year voter turnout demographics in Delta County Library District. David Flaherty was the principal researcher on this project. Courtney Sievers was the project director.

Thinking now about the libraries within Delta County. How often do you or a member of your household visit and use the services of your library? Do you visit and use your library...



■ More Than Once A Week ■ About Once A Week
■ A Few Times A Month ■ About Once A Month
■ Less Than Once A Month ■ Never
■ Don't Know/Refused



■ More Than Once A Week ■ About Once A Week ■ A Few Times A Month
■ About Once A Month ■ Less Than Once A Month ■ Never
■ Don't Know/Refused

In your own words, being as descriptive as possible, please tell me how you use your library and what services you appreciate the most.

"I have grandkids who actually go to their programs that are available."
-Male, 55-64, Austin

"We just read the books. We appreciate the services that they have for kids." -
Female, 35-44, Delta

"I use the library to get books and videos from other places. I like the library for its local history. The staff is really pleasant." -**Male, 55-64, Crawford**

"I appreciate the books, computers, printers, and the presentations they have at the library. They have music and armchair travel. The library is also used for demonstrations and community meetings. They have a creation station our family uses." -**Female, 55-64, Paonia**

"We love everything about the library, like doing research. We go there to look for what is new. It has an online facility." - **Female, 55+64, Hotchkiss**

"We like the children's area downstairs. I also borrow books for my own reading. I like that they have different events."
-Female, 35-44, Delta

"I just check out books. My husband is doing computer training. I like the books mostly. I normally like to get the gardening, health, and cooking books." - **Female, 65+, Cedaredge**

Major Themes

Book Borrowing and Reading for Children

Computer and Internet Access

Community and Educational Programs

In your own words, being as descriptive as possible, please tell me how you use your library and what services you appreciate the most.

1. Book Borrowing and Reading for Children: Many respondents primarily use the library to borrow books for personal reading or for their children. They appreciate the availability of a wide range of books, including fiction, non-fiction, and children's literature. Some also mention specific genres or types of books they enjoy, such as gardening, health, and cooking books.

2. Computer and Internet Access: Another common theme is the use of library computers and internet services. Some respondents mention using the library for research, accessing online resources, or using computers for specific tasks like printing or faxing documents. Others appreciate the availability of online resources such as e-books and audiobooks.

3. Community and Educational Programs: Several respondents mention participating in library programs and events, especially those geared towards children or educational purposes. They appreciate the resources and activities offered by the library, including children's programs, meetings, and access to local history materials.

In your own words, being as descriptive as possible, please tell me how your library and its services could be improved.

Major Themes

Expanded Services and Programs

Increased Funding and Resources

Extended Hours and Accessibility

"I can't answer that. Our local libraries are quite good and responsive to requests. I am satisfied with the work they do." -**Male, 65+, Cedaredge**

"They should be open six days a week instead of five days only." -**Female, 45-54, Hotchkiss**

"They should be open seven days a week and later hours for working people." -**Female, 45-54, Paonia**

"They could have more books. They could be up-to-date released books. There could also be some books for the younger ones " -**Female, 45-54, Delta**

"They could be open more hours. Otherwise, they do a great job. I would like to see each library to be open five days a week and more hours."
- **Female, 65+, Hotchkiss**

"We have a very active group of volunteers. I am not sure at present as to what could be improved " -**Female, 65+, Cedaredge**

"They could be open more hours if people voted to give them more funding." -**Female, 65+, Paonia**

"I have no suggestions for them to improve. I don't use it enough."
- **Male, 65+, Cedaredge**

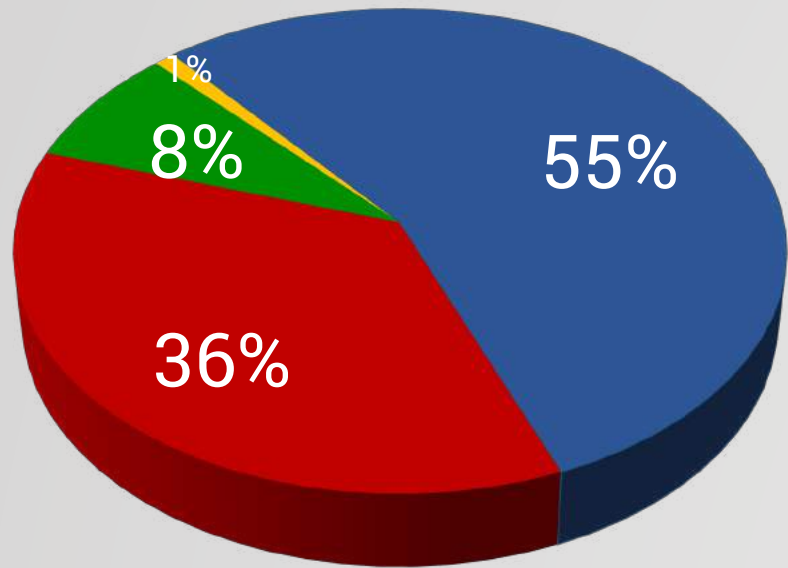
In your own words, being as descriptive as possible, please tell me how your library and its services could be improved.

1. Expanded Services and Programs: Some respondents express a desire for more educational programs, reading initiatives, and community events, particularly for children and adults. They suggest offering more speakers, lectures, and author presentations, as well as expanding access to online resources and digital materials.

2. Increased Funding and Resources: Many respondents mention the need for additional funding to support library operations and services. They suggest that increased funding could enable the library to expand its offerings, acquire more books and resources, and hire additional staff.

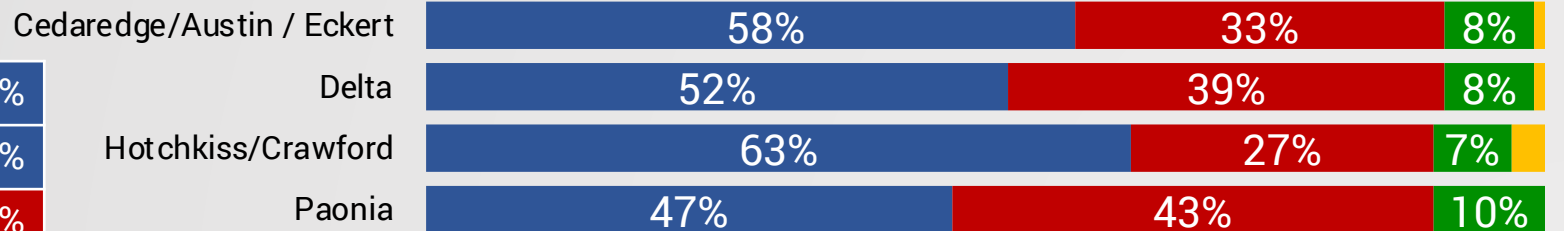
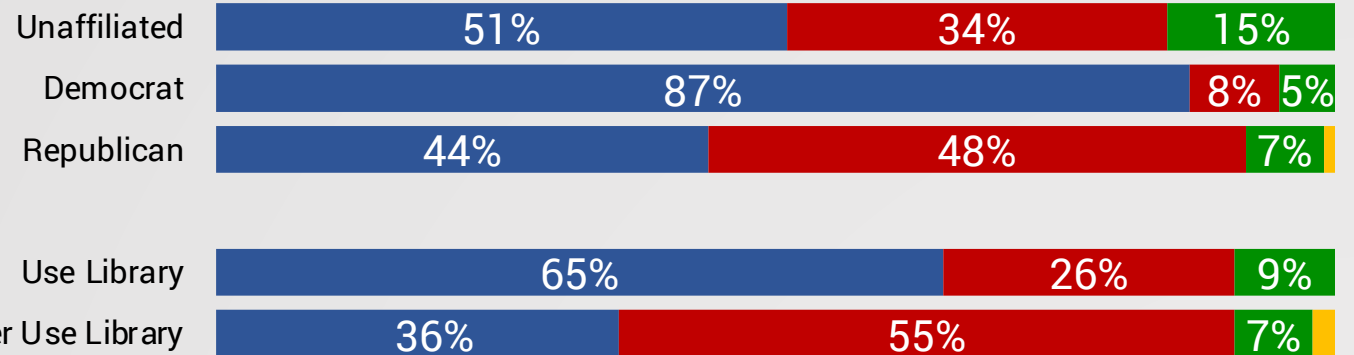
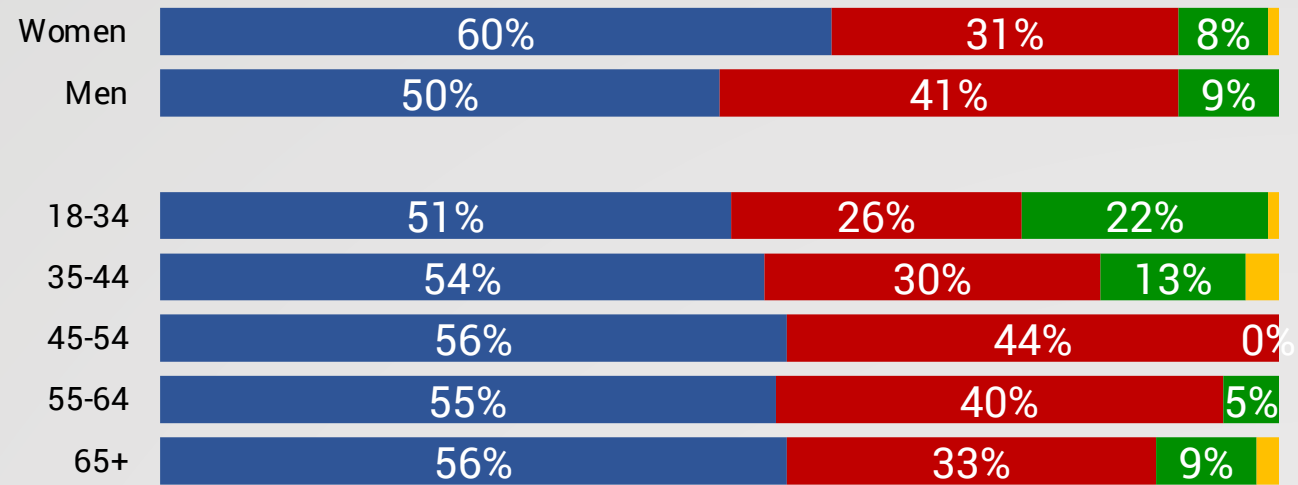
3. Extended Hours and Accessibility: Several respondents highlight the importance of extended library hours, especially on weekends and evenings, to accommodate patrons' schedules. They suggest that longer hours would improve accessibility and convenience for library users, particularly those with busy lifestyles or limited availability during standard operating hours.

Would you support or oppose a small increase in your residential property taxes to fund Delta County Libraries?



■ Total Support
■ Total Oppose
■ Undecided
■ Refused

Strongly Support	29%
Somewhat Support	26%
Strongly Oppose	21%
Somewhat Oppose	15%



■ Total Support
 ■ Total Oppose
 ■ Undecided
 ■ Refused

2.75 Mill Levy Uninformed Ballot Test



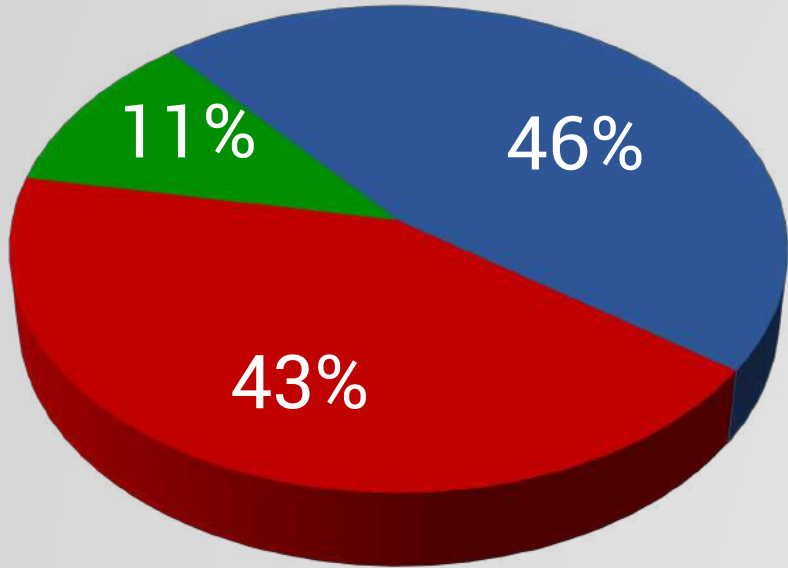
As you may know, there may be a question on the ballot this November asking Delta County voters to approve a residential property tax increase of 2.75 mills to generate \$795,000 annually to fund Delta County Libraries.

The 2.75 mill increase will cost the owner of a \$100,000 home \$18.36 annually. If approved by voters, the mill increase would be permanent.

If there was an election today, would you vote yes and approve a 2.75 mill increase to fund Delta County Libraries or would you vote no and reject it?

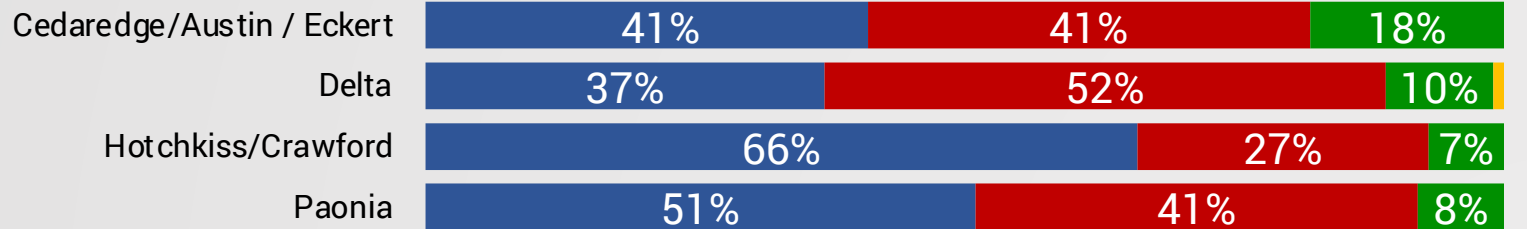
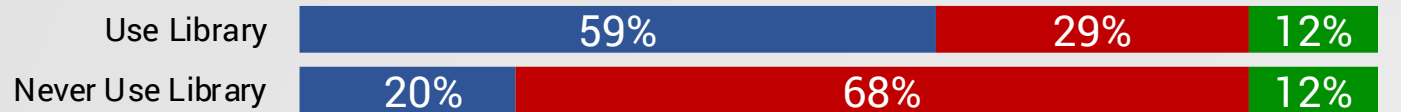
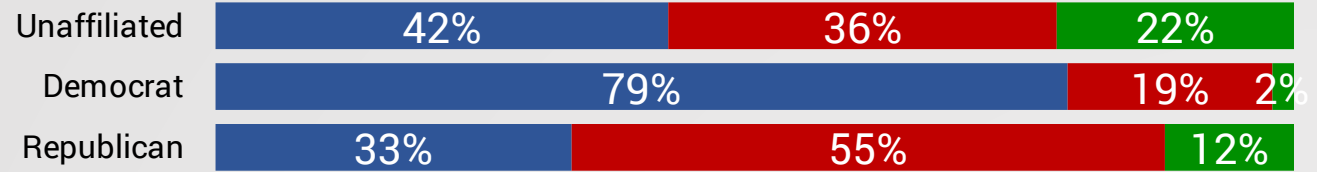
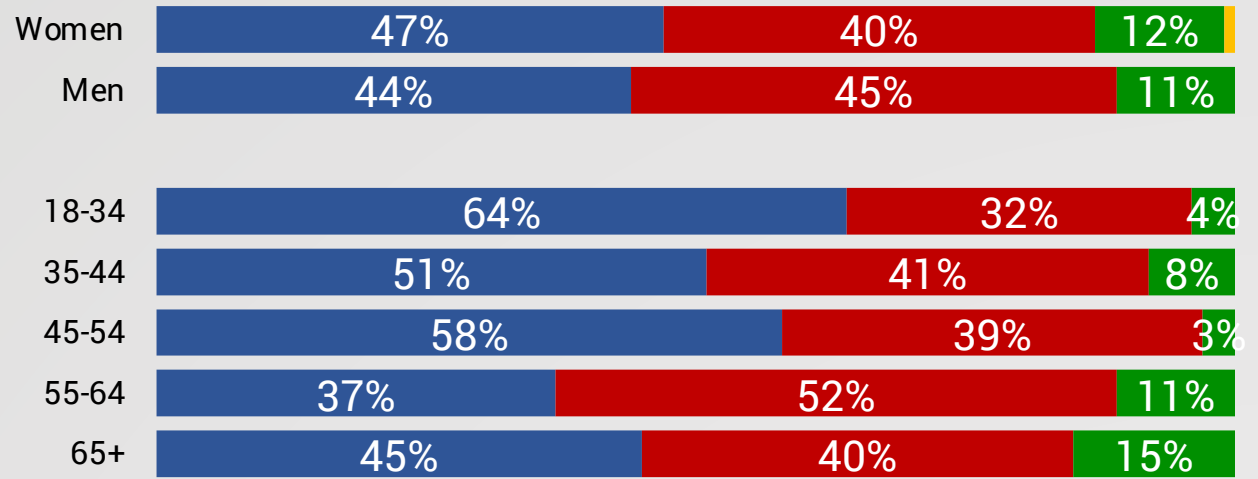
Uninformed Ballot Test

If there was an election today, would you vote yes and approve a 2.75 mill increase to fund Delta County Libraries or would you vote no and reject it?



- Total Yes
- Total No
- Undecided
- Refused

Definitely Yes, Approve	30%
Probably Yes, Approve	16%
Definitely No, Reject	30%
Probably No, Reject	13%



- Total Support
- Total Oppose
- Undecided
- Refused

Why 46% of Respondents Would Vote Yes

In your own words, being as descriptive as possible, please tell me why you would vote yes and approve the ballot question.

Major Themes

Community Value and Importance

Support for Expansion and Improvement

Affordable and Accessible Education

"It is a good resource for education purposes, computer use, and social activity." - Male, 65+, Austin

"With the numbers that were mentioned, it would be worthwhile investments." - Male, 45-54, Cedaredge

"\$18.36 is not much of an increase compared to anything else that we have to pay for. It is to keep the library open to support our children." -Female, 18-34, Delta

"That is a very small piece for a huge amount of knowledge available for a very large population of people." -Female, 35-44, Delta

"As a retired professor and educator, I think that it is really important that we support our libraries and chilling without using cell phones." -Male, 65+, Hotchkiss

"I would vote yes because children need to have a place to go like that and use some of the resources. Some children are not as fortunate as others to use their services. Libraries are good places to go for the children." -Male, 45-54, Hotchkiss

"The library is important to a lot of people, especially to school kids from grade school all the way up to high school. They used the library every day." -Male, 65+, Hotchkiss

Why 46% of Respondents Would Vote Yes

In your own words, being as descriptive as possible, please tell me why you would vote yes and approve the ballot question.

- 1. Community Value and Importance:** Respondents emphasize the significance of libraries as essential community assets, providing access to information, education, and resources for all ages. They view libraries as vital components of education, literacy, and community well-being, highlighting their role in supporting children, families, and individuals in accessing knowledge and information.
- 2. Support for Expansion and Improvement:** Many respondents express support for measures to expand library services, enhance collections, and improve facilities. They see investing in libraries as an investment in the community's future, advocating for increased funding to provide more books, resources, programs, and extended hours of operation.
- 3. Affordable and Accessible Education:** Respondents view libraries as valuable sources of free information and education, particularly for individuals with limited resources or access to other sources of information. They believe that supporting libraries through ballot measures is a small price to pay for the benefits they provide to the community in terms of education, literacy, and access to resources.

Why 43% of Respondents Would Vote No

Again, in your own words, being as descriptive as possible, please tell why you would vote no and reject the ballot question.

"I would vote no on anything that raises taxes no matter what it is." -Male, 18-34, Austin

"I don't feel that they need more resources. I think they should use the resources that they have better." -Female, 55+64, Cedaredge

"They haven't raised enough mills for an ambulance. I would rather support it than the library." -Male, 55-64, Cedaredge

"First of all, I don't have information about their budget. Why would they want a \$700,000 increase? I want them half of that or start a small amount of increase in mills. I think they would have a better chance of passing it." -Male, 65+, Austin

"I think we are paying enough taxes. There is enough tax money being wasted. I think they should use that money." -Female, 18-34, Delta

"I'm on a fixed income, and if my taxes go up, my income doesn't go up. It is a choice." -Male, 65+, Delta

"I don't have much information. I need to understand the budget for the libraries in an annual schedule. I believe \$795,000 a year might be high for the expense of the libraries. I would like to have information for the cost of the library on an annual basis." -Female, 55-64, Delta

"My property taxes are already way too high." -Male, 65+, Hotchkiss

Major Themes

Taxation Concerns and Burden

Perceived Irrelevance and
Obsolescence

Distrust in Government and Spending

Why 43% of Respondents Would Vote No

Again, in your own words, being as descriptive as possible, please tell why you would vote no and reject the ballot question.

- 1. Taxation Concerns and Burden:** Respondents express opposition to any increase in property taxes, citing concerns about already high tax rates, limited income, fixed budgets, and dissatisfaction with current tax allocation and management. They feel overtaxed and do not want to bear the burden of additional taxation, especially without a clear understanding of how the funds will be utilized.
- 2. Perceived Irrelevance and Obsolescence:** Many respondents question the relevance and necessity of libraries in the digital age, arguing that libraries are outdated and underutilized due to the widespread availability of online resources and technology. They believe that libraries allocate resources inefficiently, focusing too much on physical infrastructure and traditional services rather than adapting to modern needs.
- 3. Distrust in Government and Spending:** A significant number of respondents express distrust in government spending and skepticism about the effectiveness of allocating more funds to libraries. They feel that tax revenue is mismanaged, wasted, or diverted to other purposes, and they doubt whether additional funding for libraries would be used effectively or benefit the community. There is a general sentiment that government taxation is excessive and that taxpayers do not receive sufficient value or accountability for their contributions.

Delta County Libraries 2.75 Mill Levy Increase Information Questions



I am now going to read to you some information about the potential ballot question to fund Delta County Libraries. After hearing the information, please 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...

Gallagher Amendment /Annual Budget—Over the past two years, the combined annual budget for all five Delta County Libraries has averaged \$1.3 million. Approximately 70% of the Library's annual funding comes from a property tax of three mills, which voters approved in 1997.

Since 2011, funding for Delta County Libraries from both public and private sources has declined by \$667,000 from \$1,947,567 in 2011 to \$1,280,713 budgeted for 2019, including a \$200,000 decrease because of an unforeseen problem with an amendment to the state constitution called the "Gallagher Amendment", which automatically lowers the amount of residential property taxes that special districts like Delta County Libraries can collect from residential property owners. By voting YES and approving this ballot question, Delta County Libraries will be able to restore the funding that was lost in previous years.

Delta County Libraries 2.75 Mill Levy Increase Information Questions



Operating Hours—Since 2011, funding for Delta County Libraries has been declining because of the Gallagher Amendment and other lost revenue sources. As a result, the number of service hours per week across Delta County Libraries has declined from 245 to 169.

If the ballot question is approved, 60% of the revenue would be used to restore these service hours and increase the number of weekly operating hours from 169 to 241. These additional hours would allow for increased programs and services.

Computer Repairs—Delta County Libraries' funding has been declining since 2011 due to the Gallagher Amendment and other lost revenue sources. In recent years, the costs of computer upgrades and building maintenance have been deferred. If the ballot question is approved by voters, \$131,000 would be used for these expenses.

Books/eBooks/Audiobooks/DVDs- With the approval of the ballot question, \$83,000 would be allocated to enhance our library resources. This would involve sharing our collection of books, eBooks, e-audiobooks, DVDs & magazines with 27 other libraries, including two university libraries. Additionally, Delta County Libraries would be able to expand our local collections with more popular books, audiobooks, and e-materials, and enhance our databases.

Delta County Libraries 2.75 Mill Levy Increase Information Questions



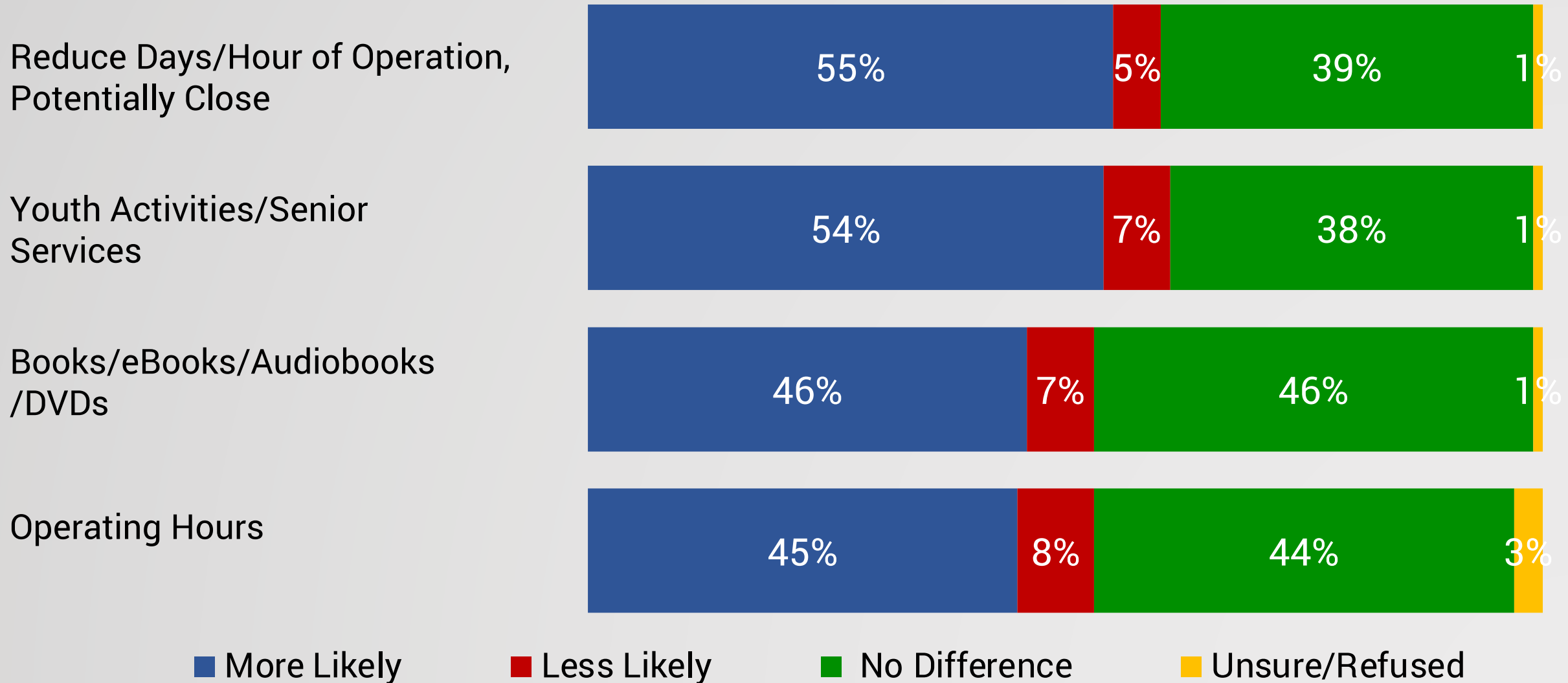
Youth Activities/Senior Services- If the ballot question is approved, \$70,000 would be used to increase and improve youth activities and services for pre-school, and school- age children and teens. These activities prepare them for reading, develop STEM skills and help them succeed in school. Twenty-five percent of these funds would also be used to enhance senior services and expand outreach to seniors. This includes delivery of reading materials and other resources to Senior Centers, Assisted Living communities, rehabilitation and end of life facilities in Delta County.

Adult Education- If the ballot question is approved, \$34,000 would be used to improve adult education. The improved programming and services would include High School Equivalency Testing, college exam proctoring, and for work ready skills such as computer, math and writing skills and teaching English as a second language for adults.

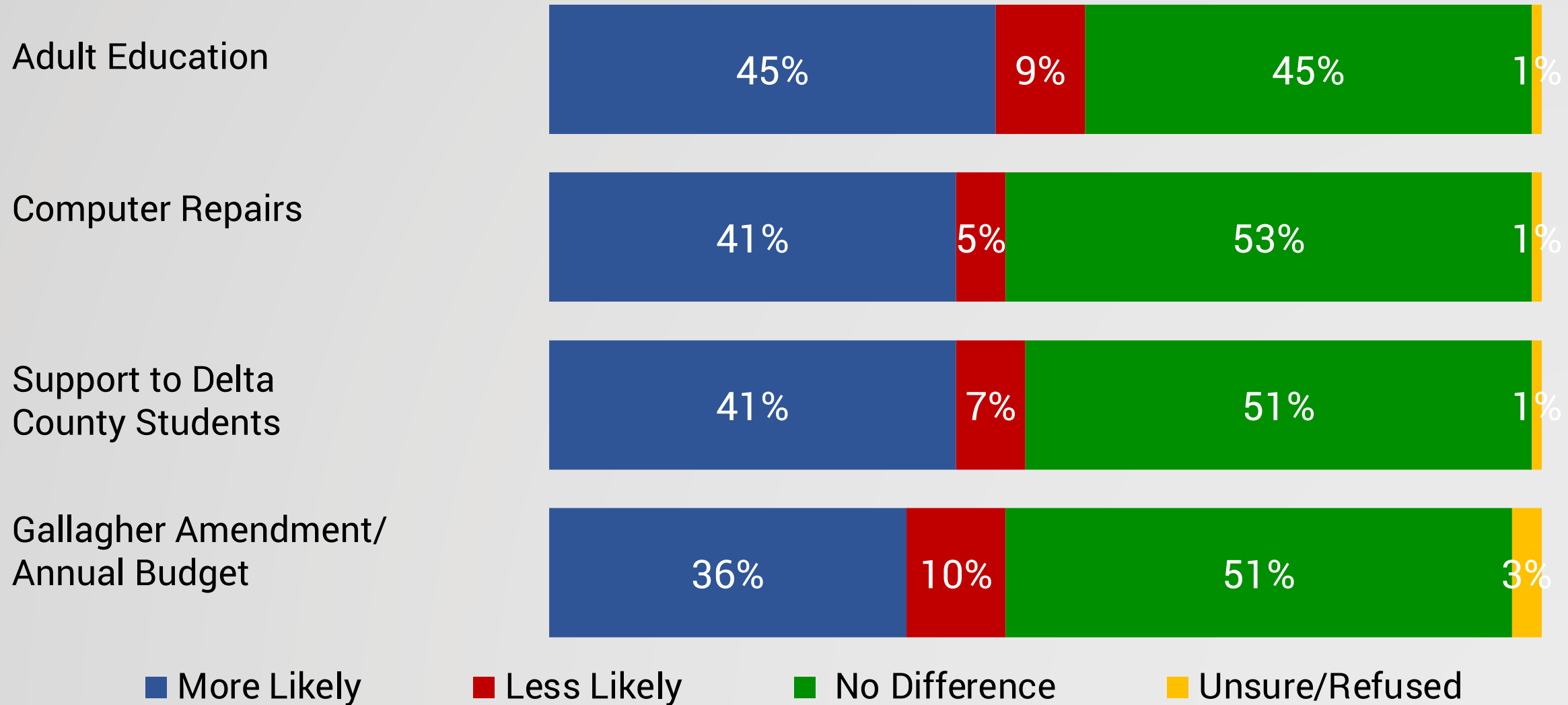
Support to Delta County Students- Supporting this ballot question would directly benefit Delta County students. Delta County Libraries have been partnering with area school administrators and educators to provide access to books and other materials, as well as online reference materials for all ages, skill levels and subjects. This partnership increases the availability of valuable, reliable, diverse educational resources for students.

Reduce Days/Hour of Operation, Potentially Close- If voters do not approve this ballot question, Delta County Libraries will be forced to further reduce the number of days and hours of operation and potentially close libraries throughout the county. Because of a decline in funding from property tax revenue and other sources, the libraries simply cannot continue operating at their current level of services.

Delta County Libraries 2.75 Mill Levy Increase Information Questions Ranked by More Likely to Vote Yes and Support the Ballot Measure



Delta County Libraries 2.75 Mill Levy Increase Information Questions Ranked by More Likely to Vote Yes and Support the Ballot Measure



Delta County Libraries 2.75 Mill Levy Increase Informed Ballot Test

Now that you have heard some information about this potential ballot question, I want to read it to you one more time....

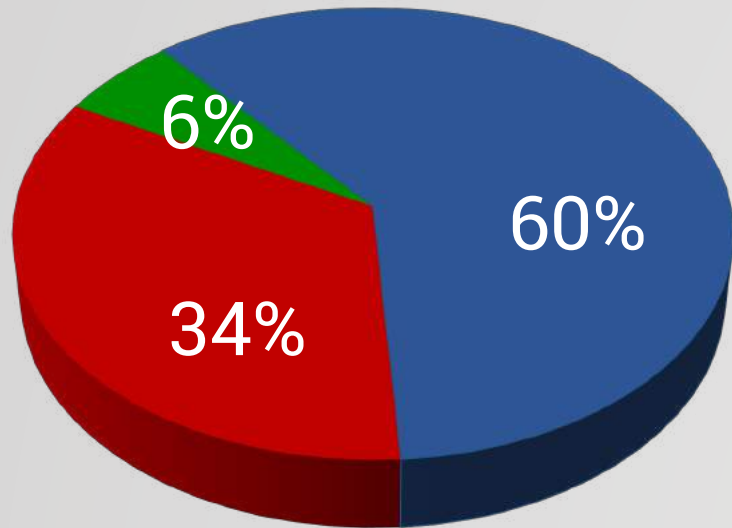
If there were a question on the ballot to fund Delta County Libraries by increasing property taxes by 2.75 mills to generate \$795,000 thousand dollars annually, and would cost a homeowner \$18.36 annually per \$100,000 dollars of a home's value,

Would you vote yes and approve the ballot question, or would you vote no and reject it?



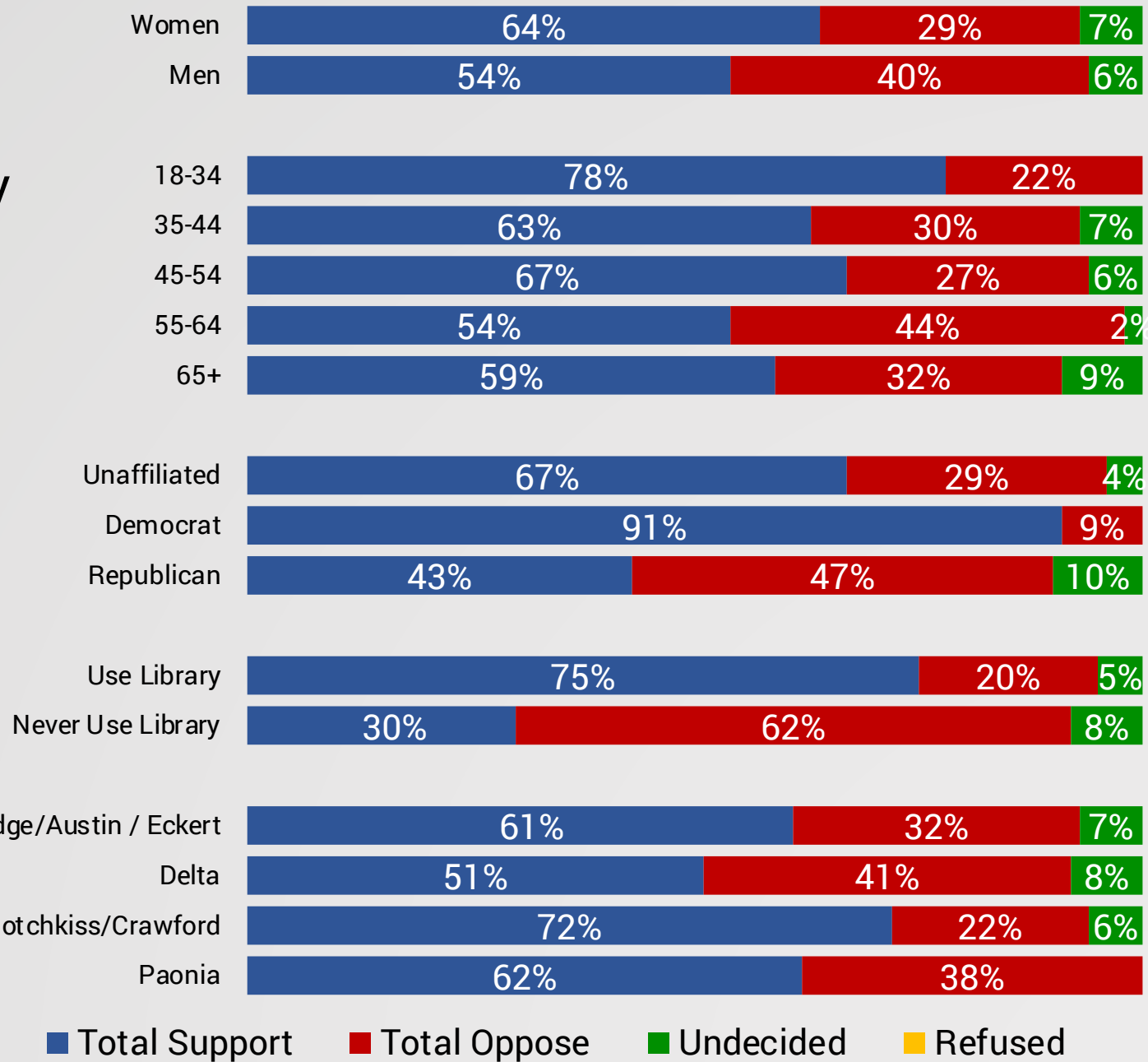
Informed Ballot Test

If there was an election today, would you vote yes and approve a 2.75 mill increase, to generate \$795,000 annually and would cost a homeowner \$18.36 annually per \$100,000 of homes value, or would you vote no and reject it.



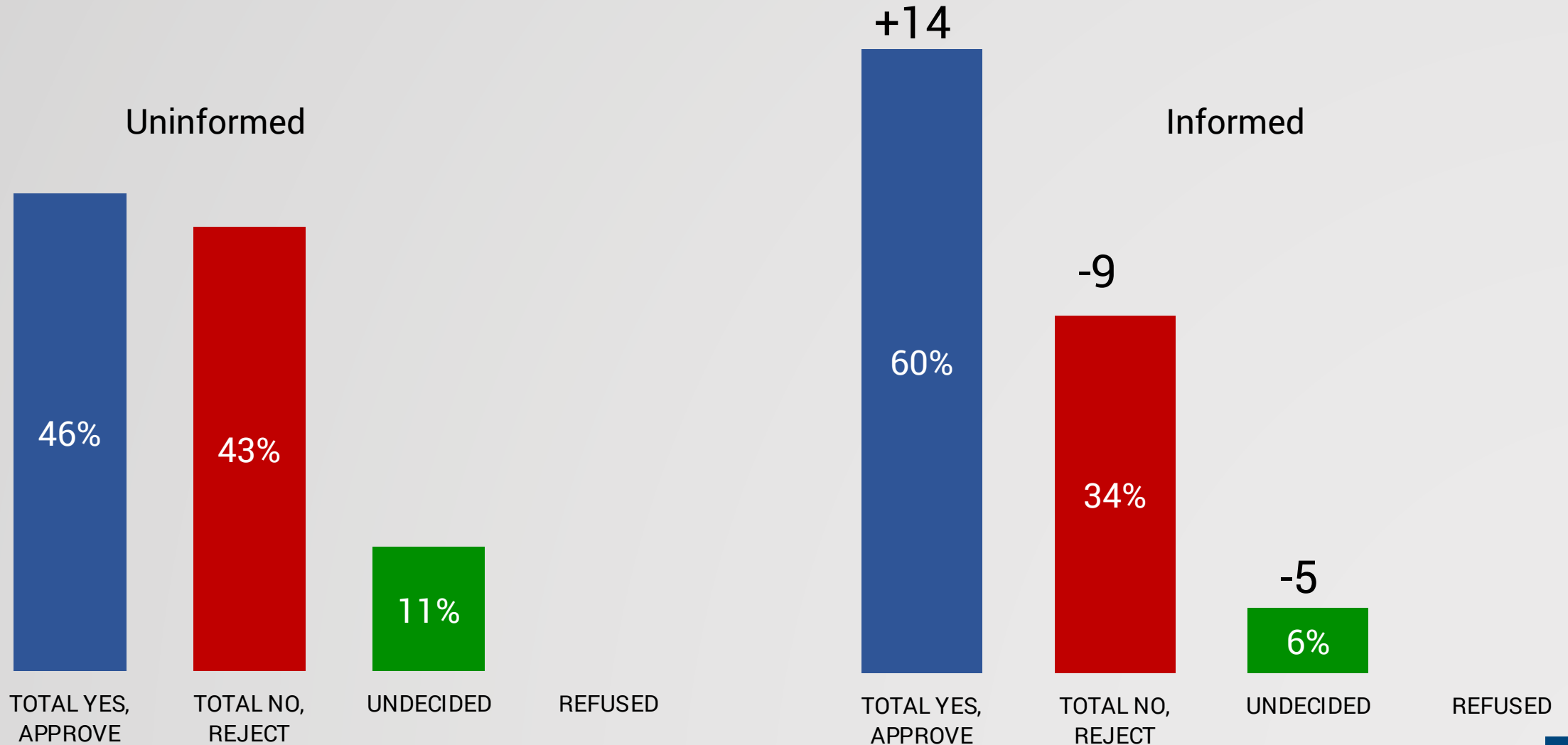
- Total Yes
- Total No
- Undecided
- Refused

Definitely Yes, Approve	40%
Probably Yes, Approve	20%
Definitely No, Reject	25%
Probably No, Reject	9%

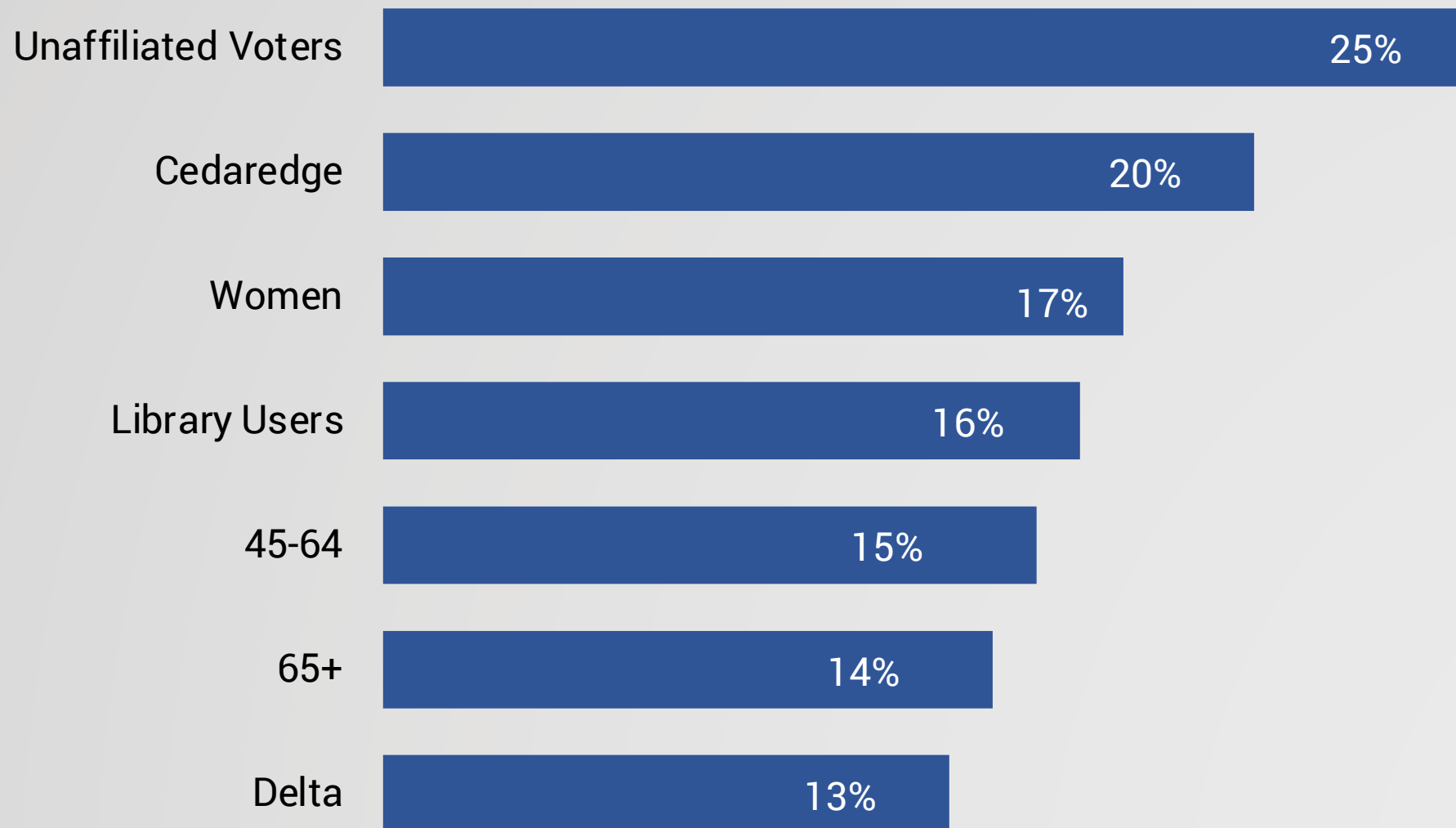


- Total Support
- Total Oppose
- Undecided
- Refused

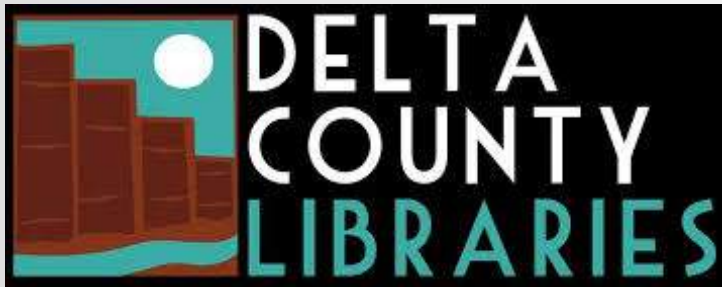
Delta County Libraries Ballot Test Changes in Voter Opinion Uninformed vs. Informed Ballot Tests



Delta County Libraries Ballot Test Increase in Voter Support By Voter Subgroup

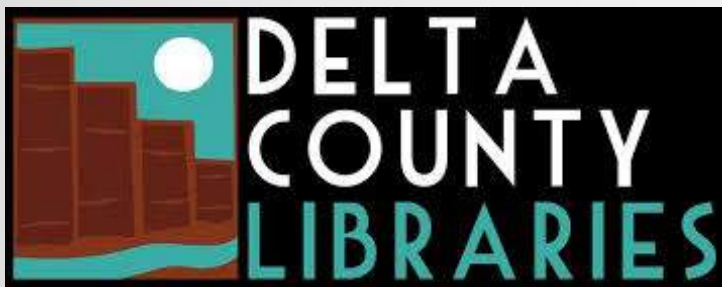


Key Findings



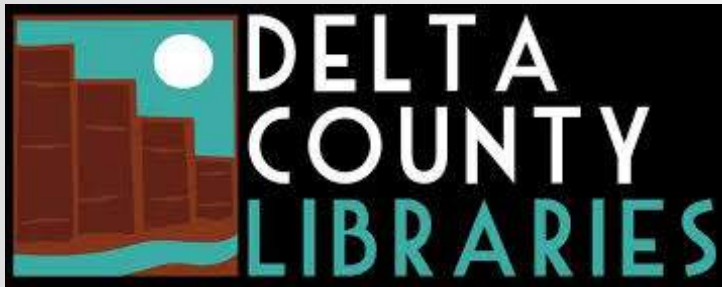
- Currently, 46% of likely 2019 voters within the Delta County Library District would support, and 43% would oppose a 2.75 residential mill increase to generate new funds for the district. These support levels clearly justify putting a question on the ballot for this November.
- After being informed of the reasons the ballot question is being considered by the library district and how the funding would be spent, support for the proposed ballot measure increased to 60%, and opposition declined to 34%.

Key Findings



- The most appreciated library services are reading books and/or movies, doing research, and using computer equipment.
- Many older respondents said they take their grandkids to the library for programs and or to simply read books. Some respondents also mentioned the library being a good public meeting place.
- When asked how the library could be improved, many respondents did not have specific suggestions because they had not visited their local library enough to form an opinion. Other respondents did not have a suggestion because they were very satisfied or pleased with the existing services and programs at their local library.
- Several Hotchkiss and Paonia residents commented on increasing the hours or days that the library was open.

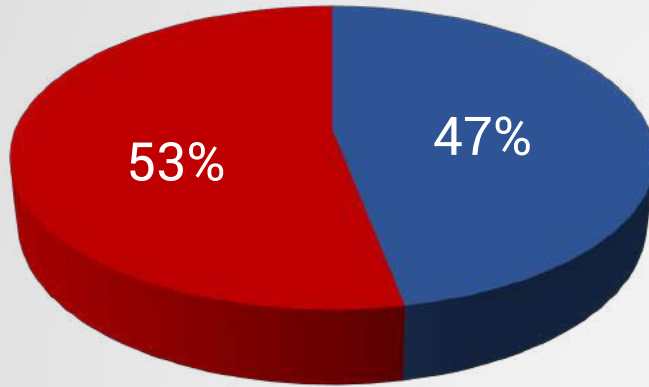
Key Findings



- The top reasons voters were more likely to support and approve the ballot measure were preventing a further reduction in library hours and an increase in youth activities, services for children and teens, and expanding senior services.
- Our community values the role of libraries, and many believe they are a crucial part of our collective identity. This is why they should be supported.
- Some voters oppose the ballot question because they already pay too much in taxes, especially property taxes.
- Another reason for opposition is a general belief that taxpayer money is never well spent.

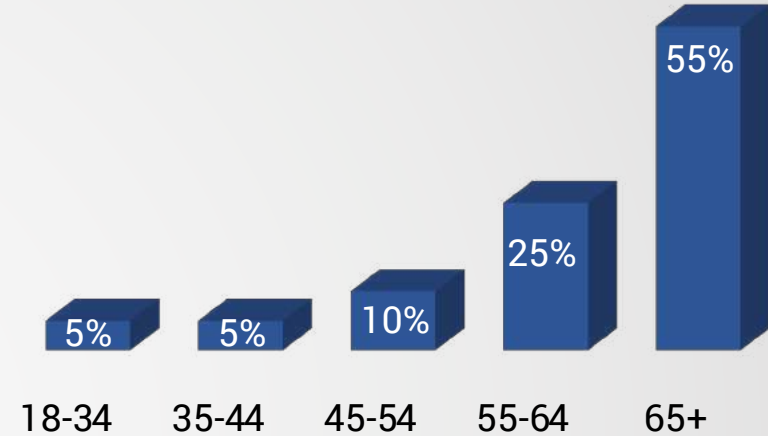
Survey Demographics

Gender

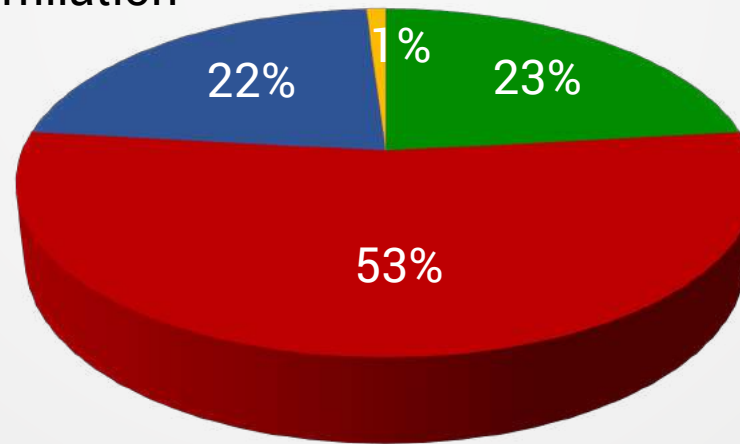


■ Male ■ Female

Age Range



Affiliation



■ Unaffiliated ■ Republican ■ Democrat ■ Libertarian

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