Gunnison County Library Board of Trustees

307 North Wisconsin

Gunnison, CO 81230

April 23, 2019

Board of County Commissioners

Gunnison County

200 E Virginia

Gunnison, CO 81230

Board of County Commissioners:

The following summary and supporting documents explain the history of library services in Gunnison County, the unmet goals of the Library District, and a financial path forward for library services in Gunnison County.

The Library Board believes that the continued support of Gunnison County offers the people of Gunnison County the best opportunity to receive essential services in a facility that meets the needs of residents and visitors. The Library Board also recognizes the need to achieve dedicated funding for the Library District.

The proposal that follows attempts to attain the long standing goals of: financial stability, independence of purpose, and modest growth for the Library District. The proposal also seeks the support of Gunnison County in the pursuit of quality, appropriate facilities to support library service. The proposal also seeks to strike a balance between the independence of the Library District and the bottom line of every property owner in Gunnison County.

The proposal attempts to align Gunnison County Library District and Gunnison County on an incremental path toward an independently functioning library district.

Sincerely,

Gunnison County Library Board of Trustees

There is a long history of Gunnison County supporting library service. In 1965 Gunnison County created the first tax supported public library in the County. The library was located in the basement of Webster Hall, and had been supported by the American Association of University Women for 26 years prior to gaining status as a County department. This support established public library service as a function of the Gunnison County government and made it possible to expand services and collections.

In 1975 the library moved from Webster Hall to its present Gunnison location, 307 N Wisconsin. The current library remains the property of Gunnison County, not the Library District. The beautiful Old Rock Community Library, a branch of the Gunnison County Library District, was opened for business on June 22, 1993. Governor Roy Romer dedicated the library on September 21, 1993, 110 years after the Old Rock was built. The Old Rock Library building is owned by the Town of Crested Butte.

The Gunnison County Libraries remained a County department until 2008 when a library district was formed by Resolution. The financial basis for the library district was and is an inter-governmental agreement designating 9.14% of the Gunnison County general fund for library services throughout Gunnison County. The goal of the Board of County Commissioners and the Library Board in creating the library district was ensuring the viability, sustainability, and sound fiscal future of publicly-supported, free library services in Gunnison County. Many of the goals related to independence: expanded services, fiscal sustainability, and facility improvements remain unmet.

Eleven years after the formation of Gunnison County Library District, Gunnison County continues to fund nearly the entirety of library services in Gunnison County. The 2008 inter-governmental agreement, adopted at the formation of the Library District, remains the sole financial support for library services in Gunnison County. It is the long term goal of the Library District to move toward increased financial and operational autonomy. The Library District also recognizes the need to move toward an independently funded Library District incrementally in order to gain public acceptance, support, and trust.

During 2018 Gunnison County Libraries engaged Anderson Hallas Architects in a location analysis and public input process. The resulting work is reflective of feedback related to the location of a public library in Gunnison as well as the scope of facility improvements presented to Gunnison County voters in 2011. The quantitative information gathered works in concert with public feedback regarding program scope, location, amenities, and accessibility of a new public library facility in Gunnison County. Throughout the 2018 process there was little disagreement from the public that expanded and improved library facilities are long overdue in Gunnison County. The vast majority of feedback indicated that a new library is viewed as a necessary, significant community improvement. The Library Board made a data driven decision on how to best achieve those improvements. The Library Board voted unanimously to pursue public library facility improvements on the Library District owned Van Tuyl parcel.

Since the year 2000 library visits have increased 77%. Since the formation of the Library District in 2008 annual visits have grown by 36,410 per year. Gunnison County Libraries per capita visitation rate has increased to 10.14 visits per County resident, this represents an increase of 36% since the Library District was formed in 2008. The average Gunnison County resident is checking out over 9 items each year from their public library which represents an average savings of $225 per year.

In March 2019 Gunnison County Libraries conducted a public opinion poll of registered voters in Gunnison County. The Library District's boundary is coterminous with that of Gunnison County. Informed poll respondents indicated 61% support for a 1.9 mill increase to support library programs and services. This is a high degree of support. Accounting for the margin of error, the survey suggests with 95% certainty that Gunnison County voters would pass a 1.9 mill increase to fund library services and programs in 2019. The poll toplines and executive summary are included in this packet as Appendix A.

The continued commitment of Gunnison County to library services is very important to the success of this critical community service. Gunnison County is involved in setting the tone for library service by appointing the members of the Library Board. The County's financial involvement also solidifies the library's accountability to the County's elected officials. This level of accountability is a source of strength for Gunnison County Libraries.

Gunnison County Libraries have worked with a third party consultant, Triple Point Consulting, to help develop a long range financial pro-forma for library operations in Gunnison County.

Methodology

The model shows actual revenues and expenses for 2017 and 2018. Budgeted figures show for 2019. From 2020 through 2028, figures are forecasted based on anticipated changes and assumptions described below.

The model estimates the Library's operating budget over time. Net income is either added or debited to year-end reserves. However, interest accumulation and the accounting of reserves and restricted fund balances is beyond the scope of this forecast.

Revenues

The two primary sources of revenue are the current county property tax allocation and the revenue from the proposed mill levy. The model is calibrated based on actual values for 2017 and 2018.

Property tax revenues are modeled as a function of total valuation and the residential assessment percentage. The 2019 budget shows $955,527 for the county allocation. Total valuation grows over time at 2 percent annually. For 2020 and 2021, the residential assessment percentage is 7.15 percent as stated in the April 10th press release from the Colorado Department of Local Affairs regarding the estimated Residential Assessment Rate. For 2022 and beyond, this percentage is assumed to be 7.0 percent.

Assuming a new mill levy of 1.9 mills passes in November 2019, the revenue raised for 2020 will be $1,130,144. This will cost the owner of a $300,000 home $40.76 per year at the 7.15 percent assessment rate. The model shows a fixed rate of 1.9 mills which grows at 2 percent annually as a function of total valuation growth. Note: these assumptions also reflect a fixed amount of revenue adjusted annually.

Beginning in 2021, the revenue from the current Gunnison County allocation to library services is reduced to two-thirds of the current amount. This amount is $648,766 in 2021 and adjusts annually as a function of total valuation and assessment rate.

For 2019, a net amount of $21,000 is budgeted for miscellaneous income such as fees and fines. This amount is assumed to increase at 2 percent annually.

Expenses

The model breaks out 31 expense line items. Most of these expenses increase at 2 percent annually. Exceptions include:

- Utilities increase 6 percent
- Payroll increases 3 percent
- Payroll taxes and benefits increase 7 percent
- Digital collections increase 1.5 percent
- Bond payment is fixed

The finance payment for the new library in Gunnison is estimated to be $483,708 for $7 million debt and start in 2020. This payment is a fixed annual payment. Annual repair and maintenance expenses are estimated to increase by $7,500 in 2023 to cover the new, larger facility.

The proposed new mill revenue will fund expanding library services. A few items to note include: payroll and payroll expenses to increase by 19 percent in 2020 as the district rolls out new programs and operating hours. Digital collection and technology expenses increase by $59,000 or 63 percent in 2020. Total non-construction expenses increase by $222,813 in 2020 as a result of increased to services, programs, collections, technology, and amenities. These items are highlighted in yellow in the model spreadsheet.

Net income

Net income was approximately $110,000 in 2017 and 2018. The 2019 budget breaks even with no net income. In 2020, there will be $436,371 net income. The library plans to contribute much of this, along with another approximately $1 million in reserve as down payment for the new building. Beginning in 2021, net income falls to $102,940 and gradually reduces to $15,670 in 2028. While we don't believe $15,000 to be an appropriate net income to budget for a $2 million organization, we believe a positive net amount is sufficient for this exercise.

Year-end reserves

By 2028, reserves have increased from $1 million to almost $2 million. However, a portion of this may be allocated to the new building construction which would bring the reserve balance into proportion with the size of the organization. The financial model described in this summary is included as Appendix B.

Request for Support

Gunnison County Libraries are seeking the continued support of the Board of County Commissioners and Gunnison County. The Library recognizes the wisdom and need to work toward financial independence while approaching Gunnison County voters with a package of services at a palatable price. Gunnison County Libraries hopes to work toward a new inter-governmental agreement (IGA) with Gunnison County. The proposed new IGA would go into effect on January 1st following a successful ballot measure supporting library operations. The proposed County contribution to library services would be $648,766 in 2021 and adjust annually as a function of total valuation and assessment rate. The majority of those funds would be used to finance debt on a new public library facility. The remainder would support library services, helping to reduce the new amount requested from voters in a potential ballot question. We hope you will join us in delivering these essential services in a manner that has strong support from the residents of Gunnison County.

APPENDIX A: Gunnison County Voter Poll Executive Summary and Toplines

MARCH 22nd, 2019
MEMORANDUM

TO: INTERESTED PARTIES
FR: RYAN WINGER, MAGELLAN STRATEGIES
RE: GUNNISON COUNTY LIBRARIES VOTER OPINION SURVEY

This is a summary of a telephone survey of 177 likely 2019 general election voters in the Gunnison County Library District. The interviews were conducted from March 11th to 14th, 2019. The overall results have a margin of error of +/- 7.32% at the 95 percent confidence interval. The survey data was slightly weighted to reflect the voter turnout demographics of past odd-year elections in Gunnison County.

Survey Overview

The focus of this survey was to measure and understand voter support and opposition levels for a potential ballot measure that would raise the residential property tax by 1.9 mills to generate $1,098,532 in funding for Gunnison County Libraries.

Understanding Past Voter Turnout Demographics of Gunnison County

Anyone reading this document should be aware of the major voter subgroups for an odd-year election in Gunnison County. In the 2015 election, where all voters had something to vote for on the ballot, we find Democratic voters contributed about 35% of the total votes cast, Republicans contributed about 29%, and unaffiliated voters contributed about 34%. Voters that are 44 or younger have typically contributed about 27% of the total votes cast in an odd year, voters age 45 to 64 about 44% and seniors aged 65 and older about 29%. Looking at vote contributions by region, we find the City of Gunnison contributing about 26% of the total votes cast, voters outside the City but near Gunnison at 35%, voters in the Town of Crested Butte at 19%, and voters outside the Town but near Crested Butte at 14%. The remaining 6% comes from other parts of the County.

Key Findings:

- Currently 58% of likely 2019 voters in Gunnison County would support, and 36% would oppose a 1.9 residential mill increase to generate new funds for Gunnison County Libraries. This support level clearly justifies 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 increases to 61% and opposition declines to 35%.

- The most appreciated services from the library are checking out books and/or movies, using the computers, and the different programs and events. Several respondents also mentioned bringing their children or grandchildren to the library.

- When asked how the library could be improved, many respondents did not have specific suggestions because they do not visit their local library enough to have 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. For those that did have a suggestion, the most common response was that their local library is too small, and could use more space for different sections and bigger collections.

- The top reason voters were more likely to support and approve the ballot measure was the increase in programming and services. Many supporters also generally believe that libraries are very important to a community and therefore they should be supported.

- The most common reason that some voters would oppose the ballot question is that they are already taxed too much. Some respondents also expressed a belief that not enough people actually visit or use the library to justify the tax increase, or that they themselves wouldn't benefit enough from the tax increase.

Who Uses Gunnison County Libraries and How Often do They Visit?

Among all respondents, 55% use their local library about once a month or more frequently, 19% use their local library less than once a month, and 26% never use their local library. These percentages are relatively consistent across all age groups, though voters age 45-64 are more likely to visit their local library at least one a month. One interesting observation is that Democratic and unaffiliated voters do appear to use their local library more than Republican voters. Regionally, voters in the Gunnison area are more likely to visit the library very frequently, with 27% visiting at least once a week, but are also more likely to never visit (28%). Crested Butte voters visit the library less frequently but overall have a higher usage rate with only 19% responding that they never use their local library.

The following table shows response by major voter subgroups:

*"Thinking now about the two public libraries within Gunnison County. How often do you or a member of your household visit and use the services and programs of your local public library?"**

Response	All	Men	Wom	Rep	Dem	Unaf	18-44	45-64	65+	Gunn	Crest Butte
More 1 wk.	9%	10%	7%	11%	11%	5%	9%	9%	6%	13%	2%
Once week	15%	17%	13%	9%	18%	17%	14%	16%	14%	14%	15%
Few mth.	18%	12%	25%	13%	18%	22%	16%	22%	13%	9%	37%
Once mth.	13%	15%	11%	9%	15%	14%	13%	15%	10%	14%	13%
Less 1 mth.	19%	16%	23%	18%	22%	17%	15%	18%	26%	22%	14%
Never	26%	30%	21%	40%	15%	25%	33%	19%	30%	28%	19%

*Voter subgroup margins of error %, men 8.1%, women 7.6%, Republicans 7.6%, Democrats 11.9%, unaffiliated 11.7%, 45-64 9.4%, 65+ 7.5%, City of Gunnison 9.4%, Cedaredge 9.7%, respondent uses library at least once a month 6.7, respondent never uses the library 9.7%.

What Library Services Are Used and Appreciated the Most?

Respondents were asked an open-ended question on how they use their library and what services they appreciate the most. The most common responses included checking out books and/or movies, using the computers, and the different programs and events. Several respondents also mentioned bringing their children or grandchildren to the library.

"I and my two-year-old go to libraries on weekends. We borrow books and play the toys from the library." – Female, 18-34, Crested Butte Out

"We use it for books. We are checking out and reading books." – Male, 35-44, Crested Butte Out

"I use the physical books and the online books. We attend the occasional programs. We use their Wi-Fi." – Female, 45-54, Gunnison Out

"Of course, I use it for checking on books, audiobooks and the public programming that they do on the streets, like the programs with guest speakers." – Female, 45-54, Gunnison In

"I use it to check out books for my grandchildren and for myself. I attend public gatherings there, talks, visiting authors, yoga classes, and check out DVDs." – Female, 65+, Crested Butte In

"The book check out is really helpful and being able to use the internet. For the programs, I like the group discussions." – Male, 18-34, Crested Butte

"Primarily, we get audiobooks, periodicals, and children and adult books. Often than not, we use it for work when our son is in a recreational program." – Female, 45-54, Gunnison In

"I use their computers a lot without a charge. I borrow some books." – Male, 18-34, Gunnison Out

"We use, with our daughter, the story time, children library and periodical sections. We use the library, especially in the winter." – Male, 45-54, Gunnison In

Opinions of How the Library Can be Improved

Respondents were also asked an open-ended question on how their local library and its services could be improved. Many respondents did not have specific suggestions because they do not visit their local library enough to have 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. For those that did have a suggestion, the most common response was that their local library is too small, and could use more space for different sections and bigger collections.

"I live in Crested Butte. It is an extremely small library. There is no more room for books." – Male, 65+, Crested Butte Out

"It is up to the voters. I would like to see larger and up-to-date libraries." – Female, 55-64, Gunnison In

"They could have more space to have their items in, so more people can utilize it." – Male, 35-44, Gunnison In

"It is tiny. It needs a lot of rooms and individual rooms. I need better building and better parking for a library. We need silent rooms for meetings and such." – Male, 55-64, Gunnison Out

"They are doing a good job. If the government spends more for the library, it would be better. I wish for more money on library and more books." – Male, 45-54, Gunnison In

"They could use more funding to have more books and hours of operations." – Male, 45-54, Crested Butte Out

"Honestly, I am fully satisfied with my library. Nothing comes to mind on how it can be improved." – Male, 18-34, Gunnison In

"It could be larger. We have a very small library." – Female, 65+, Gunnison In

"I can't think of anything within bounds of what it possibly needs to improve with the library right now. The library has done a good job." – Female, 18-34, Crested Butte In

General Support for Small Increase in Property Taxes to Fund Gunnison County Libraries

Voters were asked if they would support or oppose a small property tax increase to fund Gunnison County Libraries without any specific information in order to generate a "general" measurement of voter opinion. Among all respondents, 64% would support a "small" property tax increase, 28% would oppose it and 5% were undecided or refused. In our experience, voter support being above 50% for a non-specific generic ballot test is a positive finding for voter approval.

Looking at the responses by voter subgroup, we find support among male respondents is 8 points higher than among male respondents, 68% to 60% respectively. Not surprisingly, the survey also finds support among respondents who use their local library at 67% and among respondents that do not use the library at only 57%. While a majority of Republicans (59%) would oppose the increase, there is overwhelming support among Democrats and unaffiliated voters, at 80% and 73% support respectively. Voters in the Crested Butte area are also more likely to support the increase than voters in the Gunnison area.

*"Would you support or oppose a small increase in your residential property taxes to fund Gunnison County Libraries' collections, programs, services and facilities?**

Response	All	Men	Wom	Rep	Dem	Unaf	18-44	45-64	65+	Gunn	Crest Butte
Tot. Supp.	64%	68%	60%	35%	81%	74%	65%	63%	66%	59%	68%
Tot. Opp.	28%	27%	30%	59%	9%	22%	27%	29%	30%	37%	18%
Undec.	8%	5%	10%	6%	10%	4%	8%	8%	4%	4%	14%
Strg. Apr.	39%	42%	36%	17%	55%	43%	34%	42%	39%	41%	31%
Smwt. Apr.	25%	26%	24%	18%	26%	31%	31%	21%	27%	18%	37%
Strg. Opp.	13%	15%	11%	33%	3%	6%	12%	12%	17%	18%	17%
Smwt. Opp.	15%	12%	19%	26%	6%	16%	15%	17%	13%	19%	11%

*Voter subgroup margins of error %, men 10.3%, women 10.5%, Republicans 13.7%, Democrats 12.6%, unaffiliated 12.4%, 18-44 14.1%, 45-64 11.1%, 65+ 13.8%, Gunnison area 9.4%, Crested Butte area 12.7%.

Uninformed Gunnison County Libraries 1.9 Mill Increase Ballot Test

The "uninformed" ballot test finds 58% of voters would support and 36% would oppose a 1.9 mill increase to raise new funding for Gunnison County Libraries. Only six percent of respondents were undecided, which is uncharacteristically low for an uninformed ballot best. We refer to this survey question as an "uninformed" ballot test because respondents were only informed of the amount, cost and general purpose of the ballot proposal.

In comparison to the previous "generic" ballot question, we find support dropping from 64% to 58%, which is very typical. The details about the cost to the taxpayer always matter. Despite the decrease in voter support levels across all major voter subgroups, that decrease is relatively minor, and a 58% support measurement with only 6% of voters being undecided indicates that this ballot question is starting from a strong position.

"As you may know, there may be a question on the ballot this November asking Gunnison County voters to approve a residential property tax increase of 1.9 mills to generate $1,098,532 annually to fund Gunnison County Libraries' collections, programs, services and facilities. The 1.9 mill increase will cost the owner of a $100,000 home $13.21 annually. If approved by voters, the mill increase would be permanent. If there was an election today, would you vote yes and approve a 1.9 mill increase to fund Gunnison County Libraries' collections, programs, services and facilities or would you vote no and reject it?"

Gunnison County Libraries Uninformed Ballot Test by Voter Subgroup*

Response	All	Men	Wom	Rep	Dem	Unaf	18-44	45-64	65+	Gunn	Crest Butte
Tot. Yes	58%	57%	59%	33%	75%	62%	65%	63%	43%	54%	61%
Tot. No	36%	37%	35%	64%	15%	32%	26%	33%	51%	43%	28%
Undec.	6%	6%	6%	3%	10%	6%	9%	4%	6%	3%	11%
Def. Yes	41%	44%	38%	27%	51%	48%	41%	44%	36%	42%	38%
Prob. Yes	17%	13%	21%	6%	24%	14%	24%	19%	7%	12%	23%
Def. No	21%	19%	23%	47%	9%	11%	15%	22%	26%	32%	6%
Prob. No	15%	18%	12%	17%	6%	21%	11%	11%	25%	11%	22%

*Voter subgroup margins of error %, men 10.3%, women 10.5%, Republicans 13.7%, Democrats 12.6%, unaffiliated 12.4%, 18-44 14.1%, 45-64 11.1%, 65+ 13.8%, Gunnison area 9.4%, Crested Butte area 12.7%.

Results of Ballot Measure Statements and Information

After voters were read the uninformed ballot test question, they were read five different statements and information regarding the reasons Gunnison County Libraries is putting this question on the ballot and how they would spend the new funding. After hearing each statement respondents were then asked if they would be more likely or less likely to support the ballot measure or if the information made no difference in their opinion.

Increased funding for operations, leading to more programs and services, was the most convincing message, as 49% of respondents would be more likely support the ballot measure after hearing that information. The next three messages were mostly grouped together, with the least effective message being the construction of a new central library in Gunnison. The following table shows responses to each of the five statements.

Information	More Likely	Less Likely	No Diff.
If the ballot question is approved, increased funding for operations would allow for a 27% increase in programming and services, including more and higher quality programs for children, teens and adults, and increased access to technology for all age groups in both Gunnison and Crested Butte.	**49%**	**5%**	**46%**
If the ballot question is approved, the new central library facility would provide meeting and study spaces and public event space for specific age groups and audiences. This would include increased access to technology and expanded collections, and would allow for a dedicated children's library completely separate from adult collections.	**45%**	**9%**	**46%**
If the ballot question is approved, increased funding for operations would allow for a 27% increase in physical and digital collections of books, movies, audiobooks and music in both Gunnison and Crested Butte.	**45%**	**6%**	**48%**
If the ballot question is approved, the new central facility would utilize a sustainable, energy-efficient design and would provide ample parking, bike and pedestrian access, direct connections to trails, parks and open space and would be close to area schools.	**45%**	**6%**	**49%**
If the ballot question is approved, $483,708 would be allocated for the construction of an approximately 11,000 square feet central library in Gunnison. If the ballot question is not approved, this new facility would not be built.	**38%**	**11%**	**49%**

Informed Gunnison County Libraries Ballot Test

After hearing the five statements about the ballot question, respondents were read the ballot question again and asked if they would support or oppose it. Among all respondents, 61% would support the ballot measure, 35% would oppose it and 4% were undecided. This is only a three-point increase over the uninformed ballot test, though it should be considered that 58% was a very high starting point to begin with.

The largest increases after the message testing were among men (57% to 63%), unaffiliated voters (62% to 71%) and voters age 18-44 (65% to 70%). It is interesting to note that support actually decreased slightly among women and Democrats. This is most likely a function of learning that the new library would be built in a location where they would be unlikely to use it or benefit from it, or that they don't see a need for a new library.

"Now that you have heard some information about this potential ballot question, if there was a question on the ballot to fund Gunnison County Libraries by increasing property taxes by 1.9 mills, to generate $1,098,532 annually, and would cost a home owner $13.21 annually per $100,000 of a home's value, would you vote yes and approve the ballot question or would vote no and reject it?"

Gunnison County Libraries Informed Ballot Test by Voter Subgroup*

Response	All	Men	Wom	Rep	Dem	Unaf	18-44	45-64	65+	Gunn	Crest Butte
Tot. Yes	61%	63%	57%	33%	72%	71%	70%	63%	47%	57%	62%
Tot. No	35%	36%	35%	64%	19%	26%	28%	33%	46%	41%	28%
Undec.	4%	1%	8%	3%	9%	3%	2%	4%	7%	2%	10%
Def. Yes	42%	47%	36%	23%	50%	49%	48%	46%	30%	45%	31%
Prob. Yes	19%	16%	21%	10%	22%	22%	22%	17%	17%	12%	31%
Def. No	22%	20%	25%	51%	10%	8%	15%	20%	33%	30%	11%
Prob. No	13%	16%	10%	13%	9%	18%	13%	13%	13%	11%	17%

*Voter subgroup margins of error %, men 10.3%, women 10.5%, Republicans 13.7%, Democrats 12.6%, unaffiliated 12.4%, 18-44 14.1%, 45-64 11.1%, 65+ 13.8%, Gunnison area 9.4%, Crested Butte area 12.7%.

Conclusion

This survey finds sufficient voter support to justify putting a question on the ballot this November to fund Gunnison County Libraries. Approval of a 1.9 residential mill increase to fund Gunnison County Libraries is possible if voters are well informed about why the funding is needed and how the money would be spent. Most importantly, voters must be educated about how they personally would benefit from the mill increase, regardless of where they live in Gunnison County. If likely voters are not informed, and the campaign became focused solely on the construction of a new library, there is a chance that support would erode and the ballot measure could fail. That being said, a campaign for the mill increase would start from a position of strength, as Gunnison County voters generally appreciate the value and importance of the public libraries in their communities.

Magellan Strategies

Gunnison County Libraries Voter Opinion Online Survey Topline Results

Magellan Strategies are pleased to present the topline results of a 239n online survey of likely 2019 general election voters in the Gunnison County Library District. The interviews were conducted March 18th – 22nd, 2019. This survey has a margin of error of +/- 6.28% at the 95 percent confidence interval. This survey was weighted based upon past off-year general election voting demographics.

T1. Are you registered to vote in Gunnison County, Colorado?

Yes.....100%

T2. Although it is a long way off, how likely are you to vote in the 2019 November election for any local measures that may be on the ballot? Would you say you are…

Extremely Likely.....87%
Very Likely.....12%
Somewhat Likely.....1%

T3. Thinking now about the two public libraries within Gunnison County. How often do you or a member of your household visit and use the services and programs of your local public library? Do you visit and use your local public library…

More than once a week.....9%
About once a week.....21%
A few times a month.....28%
About once a month.....20%
Less than once a month.....17%
Never use local library.....5%
Don't know or Refused.....0%

T4. In your own words, being as descriptive as possible, please tell me how you use your library and what services you appreciate the most.

**Verbatim Responses Attached in Separate Document.*

T5. Again, in your own words, please tell me how your library and its services could be improved.

**Verbatim Responses Attached in Separate Document.*

T6. Would you support or oppose a small increase in your residential property taxes to fund Gunnison County Libraries' collections, programs, services and facilities?

Total Support 73%
Total Oppose 20%
Unsure or No Opinion 5%
Refused 2%

Strongly Support.....43%
Somewhat Support 30%
Strongly Oppose 12%
Somewhat Oppose 8%

T7. As you may know, there may be a question on the ballot this November asking Gunnison County voters to approve a residential property tax increase of 1.9 mills to generate $1,098,532 annually to fund Gunnison County Libraries' collections, programs, services and facilities?

The 1.9 mill increase will cost the owner of a $100,000 home $13.21 annually. If approved by voters, the mill increase would be permanent.

If there was an election today, would you vote yes and approve a 1.9 mill increase to fund Gunnison County Libraries' collections, programs, services and facilities or would you vote no and reject it?

Total Yes, Approve.....70%
Total No, Reject.....21%
Undecided.....9%

Definitely Yes, Approve 39%
Probably Yes, Approve.....31%
Definitely No, Reject.....12%
Probably No, Reject.....9%

T8. In your own words being as descriptive as possible, please tell me why you would vote yes and approve the ballot question.

**Verbatim Responses Attached in Separate Document.*

T9. In your own words being as descriptive as possible, please tell me why you would vote no and reject the ballot question.

**Verbatim Responses Attached in Separate Document.*

I am now going to read to you some information about the potential ballot question to fund Gunnison 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.

T10. If the ballot question is approved, $483,708 would be allocated for the construction of an approximately 11,000 square feet central library in Gunnison. If the ballot question is not approved, this new facility would not be built. Knowing this information are you…

More Likely	55%
Less Likely	9%
No Difference	26%
Unsure or No Opinion	9%
Refused	1%

T11. If the ballot question is approved, the new central library facility would provide meeting and study spaces and public event space for specific age groups and audiences. This would include increased access to technology and expanded collections, and would allow for a dedicated children's library completely separate from adult collections. Knowing this information are you…

More Likely	61%
Less Likely	5%
No Difference	28%
Unsure or No Opinion	5%
Refused	1%

T12. If the ballot question is approved, the new central facility would utilize a sustainable, energy-efficient design and would provide ample parking, bike and pedestrian access, direct connections to trails, parks and open space and would be close to area schools. Knowing this information are you…

More Likely	56%
Less Likely	3%
No Difference	35%
Unsure or No Opinion	5%
Refused	1%

T13. If the ballot question is approved, increased funding for operations would allow for a 27% increase in physical and digital collections of books, movies, audiobooks and music in both Gunnison and Crested Butte. Knowing this information are you…

More Likely	72%
Less Likely	3%
No Difference	20%
Unsure or No Opinion	4%
Refused	1%

T14. If the ballot question is approved, increased funding for operations would allow for a 27% increase in programming and services, including more and higher quality programs for children, teens and adults, and increased access to technology for all age groups in both Gunnison and Crested Butte. Knowing this information are you…

More Likely	66%
Less Likely	3%
No Difference	25%
Unsure or No Opinion	5%
Refused	1%

T15. Now that you have heard some information about this potential ballot question, I want to read it to you one more time…

If there was a question on the ballot to fund Gunnison County Libraries by increasing property taxes by 1.9 mills, to generate $1,098,532 annually, and would cost a home owner $13.21 annually per $100,000 of a home's value,

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

Total Yes, Approve	68%
Total No, Reject	19%
Undecided	13%

Definitely Yes, Approve	41%
Probably Yes, Approve	27%
Definitely No, Reject	11%
Probably No, Reject	8%

T16. In your own words being as descriptive as possible, please tell me why you would vote yes and approve the ballot question.

**Verbatim Responses Attached in Separate Document.*

T17. In your own words being as descriptive as possible, please tell me why you would vote no and reject the ballot question.

**Verbatim Responses Attached in Separate Document.*

And now I have a few questions for statistical purposes only…

T18. Are you male or female?

Male 51%
Female 49%

T19. Again, FOR STATISTICAL AND SURVEY WEIGHTING PURPOSES ONLY, are you registered to vote as a Republican, a Democrat, an unaffiliated voter, a Libertarian, some other party, or are you not registered to vote?

Republican 29%
Unaffiliated 34%
Democrat 35%
Libertarian 1%
Other 1%
Don't Know or Refused 0%

T20. Which of the following age groups applies to you? Are you between the ages of 18 and 34, 35 and 44, 45 and 54, 55 and 64, or are you 65 and older?

18-34 ..... 12%
35-44 ..... 15%
45-54 ..... 18%
55-64 ..... 26%
65+ 29%
Refused 0%

T21. To ensure that we have a representative sample what is your race or ethnicity? Are you white, Hispanic or Latino, black or African American, Asian, or do you consider yourself to be part of another racial or ethnic group?

White.....94%
Hispanic or Latino.....2%
Black or African American 0%
Asian.....0%
Other 0%
Refused 4%

Survey Methodology

This survey was conducted online and was advertised by sending a survey link via various Gunnison County government list services and social media pages. The survey response data was weighted based upon past off-year general election voter turnout demographics. The interviews were conducted on March 18th – 22nd, 2019. This survey has a margin of error of +/- 6.28% at the 95 percent confidence interval.

Appendix B: Gunnison County Libraries Pro-Forma Operating Budget and Financial Model

Current County allocation												
County reduction phasing				1	0.67	0.67	0.67	0.67	0.67	0.67	0.67	0.67
Budget year	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**2027**	**2028**
Current effective mill rate	1.570	1.596	1.627	1.627	1.596	1.596	1.596	1.596	1.596	1.596	1.596	1.596
Property tax	948,646	958,547	955,527	967,867	648,766	647,859	660,816	674,032	687,513	701,263	715,288	729,594
Assessed value year	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**2027**
Assessed valuation of year prior for current year due	604,233,083	600,593,665	587,227,580	594,812,603	606,708,855	605,860,311	617,977,517	630,337,068	642,943,809	655,802,685	668,918,739	682,297,114
Res assmt percentage	0.0796	0.072	0.072	0.0715	0.0715	0.07	0.07	0.07	0.07	0.07	0.07	0.07
Total valuation	7,590,867,874	8,341,578,686	8,155,938,611	8,319,057,383	8,485,438,531	8,655,147,302	8,828,250,248	9,004,815,253	9,184,911,558	9,368,609,789	9,555,981,985	9,747,101,624
Total valuaton growth				2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
New mill levy												
New mill rate				1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9
New prop tax revenue				$1,130,144	$1,152,747	$1,151,135	$1,174,157	$1,197,640	$1,221,593	$1,246,025	$1,270,946	$1,296,365
			Per $100K:	$13.59								
			$300K house:	$40.76								

	growth rates	2017 A	2018 A	2019 B	2020	2021	2022	2023	2024	2025	2026	2027	2028
General Property Tax Allocation		$948,646	$958,547	$955,527	$967,867	$648,766	$647,859	$660,816	$674,032	$687,513	$701,263	$715,288	$729,594
New Mill Levy Revenue (2019 ballot)		$0	$0	$0	1,130,144	1,152,747	1,151,135	1,174,157	1,197,640	1,221,593	1,246,025	1,270,946	1,296,365
Net Property Taxes		$945,081	$960,782	$956,527	$2,099,031	$1,802,553	$1,800,054	$1,836,055	$1,872,777	$1,910,232	$1,948,437	$1,987,405	$2,027,154
Total Incomes - Non Restricted		$969,364	$980,884	$975,927	$2,118,819	$1,822,737	$1,820,642	$1,857,055	$1,894,196	$1,932,080	$1,970,721	$2,010,136	$2,050,338
10-4060 Utilities	1.06	$6,880	$7,897	$8,000	$8,480	$8,989	$9,528	$10,100	$10,706	$11,348	$12,029	$12,751	$13,516
10-4070 Supplies	1.02	$8,316	$8,918	$9,690	$12,597	$12,849	$13,106	$13,368	$13,635	$13,908	$14,186	$14,470	$14,759
10-4080 Photocopy	1.01	$1,624	$1,764	$1,800	$1,818	$1,836	$1,855	$1,873	$1,892	$1,911	$1,930	$1,949	$1,969
10-4120 Building Insurance	1.02	$592	$698	$700	$714	$728	$743	$758	$773	$788	$804	$820	$837
10-4151 Programming- Adult	1.02	$2,015	$1,613	$2,000	$6,000	$6,120	$6,242	$6,367	$6,495	$6,624	$6,757	$6,892	$7,030
10-4151 Programming-Youth	1.02	$2,501	$2,510	$2,500	$7,500	$7,650	$7,803	$7,959	$8,118	$8,281	$8,446	$8,615	$8,787
10-4155 Gunnison Materials	1.02	$28,391	$26,448	$26,000	$33,800	$34,476	$35,166	$35,869	$36,586	$37,318	$38,064	$38,826	$39,602
10-4170 Repairs & Maintenance	1.02	$16,270	$16,254	$16,500	$16,830	$17,167	$17,510	$25,000	$25,500	$26,010	$26,530	$27,061	$27,602
10-4530 Community Support	1	$690	$700	$700	$700	$700	$700	$700	$700	$700	$700	$700	$700
11-4011 Staff Payroll	1.03	$443,017	$478,770	$535,000	$632,550	$651,527	$671,072	$691,204	$711,941	$733,299	$755,298	$777,957	$801,295
11-4013 Payroll Taxes & Benefits	1.07	$105,066	$91,275	$121,000	$145,690	$155,888	$166,800	$178,477	$190,970	$204,338	$218,641	$233,946	$250,323
11-4090 Professional Services	1.02	$15,504	$13,340	$11,320	$11,546	$11,777	$12,013	$12,253	$12,498	$12,748	$13,003	$13,263	$13,528
11-4094 Courier Costs	1.02	$12,928	$12,018	$13,893	$14,171	$14,454	$14,743	$15,038	$15,339	$15,646	$15,959	$16,278	$16,603
11-4100 Advertising and Legal Notices	1.02	$2,493	$14,483	$12,000	$12,240	$12,485	$12,734	$12,989	$13,249	$13,514	$13,784	$14,060	$14,341
11-4120 Insurance	1.02	$9,451	$10,280	$10,497	$10,707	$10,921	$11,140	$11,362	$11,590	$11,821	$12,058	$12,299	$12,545
11-4146 Board Expense	1.02	$198	$73	$400	$408	$416	$424	$433	$442	$450	$459	$469	$478
11-4156 Staff Development	1.02	$11,039	$5,042	$14,000	$14,280	$14,566	$14,857	$15,154	$15,457	$15,766	$16,082	$16,403	$16,731
11-4157 Digital Collection	1.015	$7,791	$8,994	$16,000	$53,000	$53,795	$54,602	$55,421	$56,252	$57,096	$57,952	$58,822	$59,704
11-4160 Technology Fund	1.015	$71,859	$81,462	$78,000	$103,000	$104,545	$106,113	$107,705	$109,320	$110,960	$112,625	$114,314	$116,029
15-4060 Utilities	1.06	$4,639	$4,682	$5,900	$6,254	$6,629	$7,027	$7,449	$7,896	$8,369	$8,871	$9,404	$9,968
15-4070 Supplies	1.02	$5,583	$5,080	$5,700	$7,410	$7,558	$7,709	$7,864	$8,021	$8,181	$8,345	$8,512	$8,682
15-4080 Photocopy	1.01	$1,081	$1,314	$1,300	$1,313	$1,326	$1,339	$1,353	$1,366	$1,380	$1,394	$1,408	$1,422
15-4151 Programming - Adult	1.02	$1,500	$1,188	$1,500	$4,500	$4,590	$4,682	$4,775	$4,871	$4,968	$5,068	$5,169	$5,272
15-4151 Programming - Youth	1.02	$3,000	$2,032	$2,000	$6,000	$6,120	$6,242	$6,367	$6,495	$6,624	$6,757	$6,892	$7,030
15-4155 CB Materials	1.02	$17,310	$16,558	$16,800	$21,840	$22,277	$22,722	$23,177	$23,640	$24,113	$24,595	$25,087	$25,589
15-4160 Repairs & Maintenance	1.02	$13,177	$10,804	$14,000	$14,280	$14,566	$14,857	$15,154	$15,457	$15,766	$16,082	$16,403	$16,731
40-4070 Supplies	1.02	$0	$0	$1,800	$1,836	$1,873	$1,910	$1,948	$1,987	$2,027	$2,068	$2,109	$2,151
40-4155 Books & Materials	1.02	$0	$0	$400	$408	$416	$424	$433	$442	$450	$459	$469	$478
Other fees (tax and treasurer)	1.02	$41,288	$43,727	$46,527	$48,868	$49,845	$50,842	$51,859	$52,896	$53,954	$55,033	$56,134	$57,257
Bond payment					$483,708	$483,708	$483,708	$483,708	$483,708	$483,708	$483,708	$483,708	$483,708
misc	1.02	$23,554	$2,223	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Expenses		$857,757	$870,146	$975,927	$1,682,448	$1,719,797	$1,758,616	$1,806,117	$1,848,241	$1,892,070	$1,937,688	$1,985,189	$2,034,668
Net Income		$111,607	$110,739	$0	$436,371	$102,940	$62,026	$50,937	$45,954	$40,010	$33,033	$24,947	$15,670
Year-end reserve		$922,963	$1,033,701	$1,144,440	$1,580,811	$1,683,751	$1,745,777	$1,796,714	$1,842,668	$1,882,678	$1,915,711	$1,940,658	$1,956,328