



**Public
Library**



Library of the Future

Existing Service Level

GENERAL FUND
with no levy



Existing Service Level

- Maintain three full-service locations at current hours:
 - Downtown: 61 hours across 7 days
 - Bethel: 26 hours across 5 days
 - Sheldon: 26 hours across 5 days
- Library website offering 24/7 access
- Limited off-site services



The Library of the Future

The Library Services most valued by our Community:

- Promote early literacy
- Support success in school and work
- Ensure equity of access



Benchmark Scientific Survey...

Funding Alternatives

for Eugene LIBRARY Services/Facilities

Commissioned by the...
City of Eugene, Oregon



April 2015

Conducted by...

Strategy Research Institute
Research and Consulting for Strategic Planning
www.sri-consulting.org



Attitudes

toward Public Libraries



Figure 8A
City of Eugene Library
April 2015

How Satisfied Are You with... the *Eugene Public Library*?

Question 2.0: How satisfied are you with the Eugene Public Library facilities and services available to local residents?

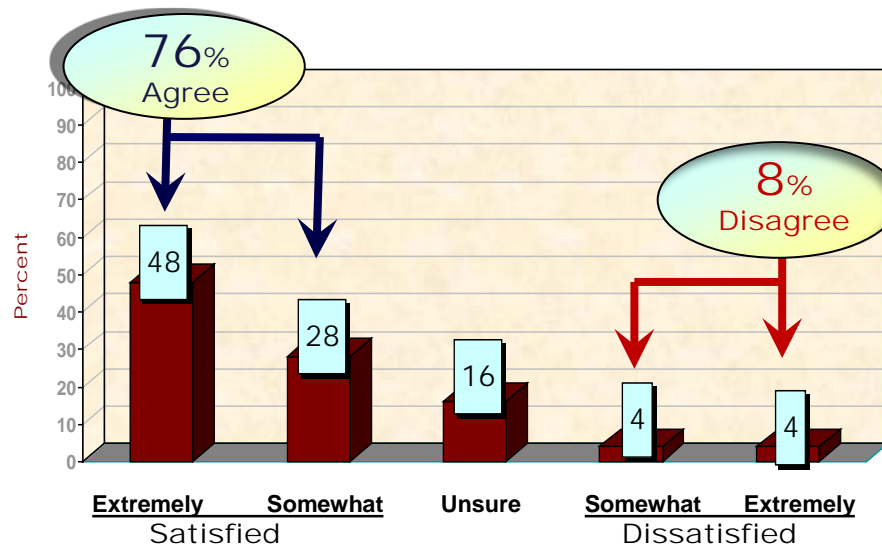


Figure 9
City of Eugene Library
April 2015

Invest in Existing Library Facilities vs. Adding More Branches

Question 10.1 Assuming a successful funding Measure were to be placed on the local ballot, would you prefer that these monies be invested in increasing hours of access and enhancing the services being provided through the Downtown Library and two branch libraries (in Bethel AND Sheldon) OR would you prefer that the money be used to open one or more additional branch libraries.

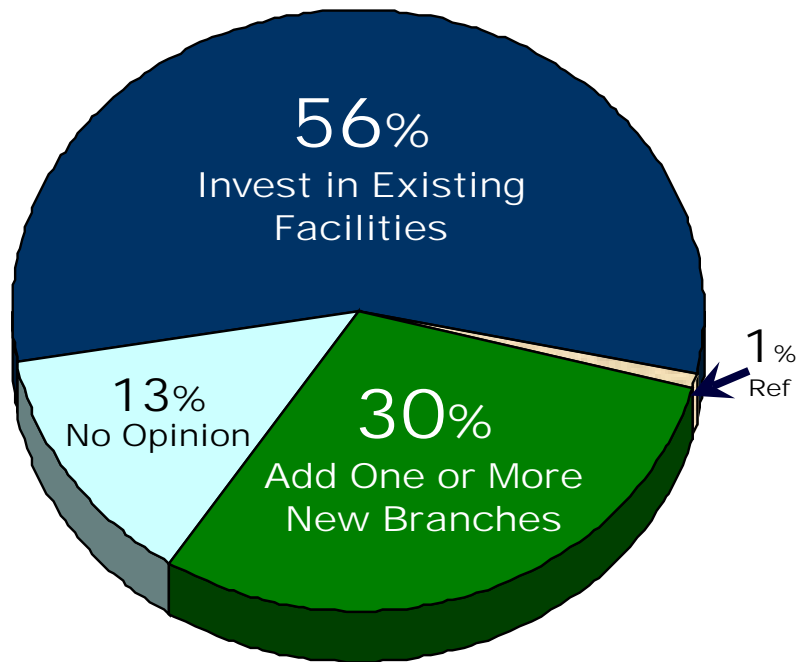


Figure 6
 City of Eugene Library
 April 2015

Priority Spending Going Forward

How to BEST Invest Tax Revenues for Library Services

Question 5 series: I will ask you about a variety of services that could be enhanced through voter approval of a levy for the Eugene Public Library System. Using the following scale, would you say the service should be considered a: TOP priority, absolutely essential; MEDIUM priority, added if the budget allows; LOW priority; or, NOT at all a priority?

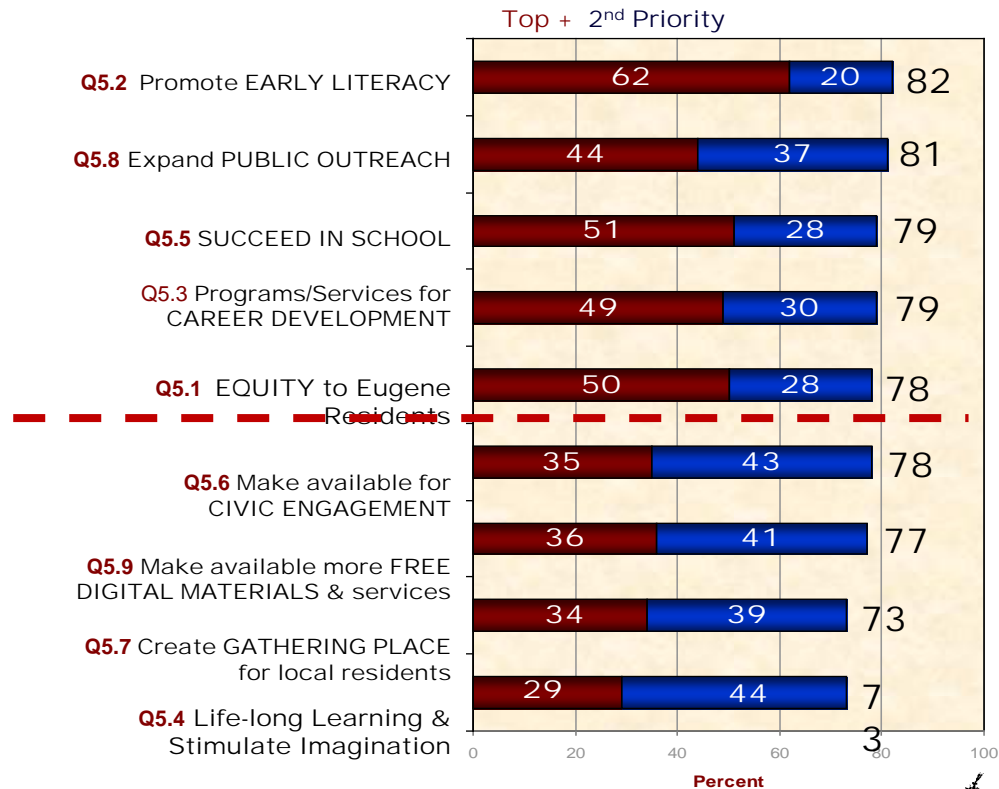
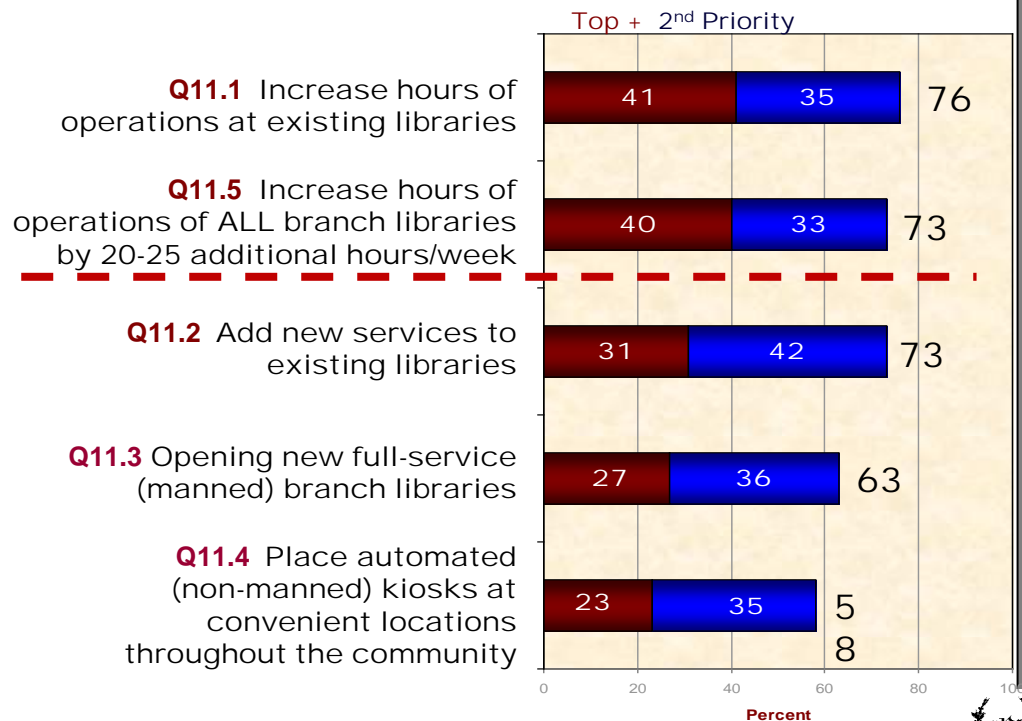


Figure 7
 City of Eugene Library
 April 2015

Investment Priorities

for Existing Libraries and Opening New Branch Libraries

Question 11.0: I will list several ways that current monies could be invested. Please use the following scale in responding to each question. Should the item be considered a TOP priority, absolutely essential; MEDIUM priority, added if the budget allows; LOW priority; or, NOT at all a priority?



Voter Support

to provide funding for services & programs
through the Eugene Public Library

BEFORE Arguments

THRESHOLD of *Willingness to Pay*



Figure 1A
City of Eugene Library
April 2015

Benchmark Voter Support for Enhancing Library Services BEFORE ARGUMENTS

Question 6.1: Should City officials decide to place a funding Measure on the ballot to ENHANCE library services to meet the needs of local residents now and into the future...would you vote YES or NO on such a funding measure?

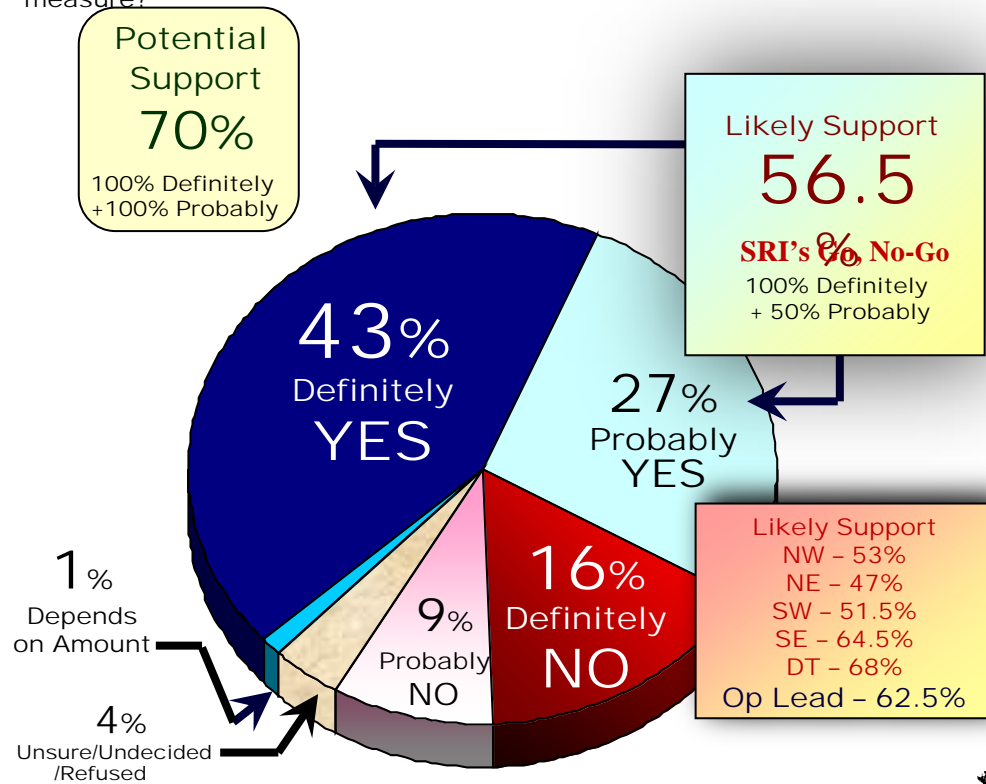


Figure 1B
City of Eugene Library
April 2015

Voter Support for an Increase of \$5/month

BEFORE ARGUMENTS

Question 6.2: More specifically, would you be willing to pay \$5/month to make this possible, which equates to \$60/year?

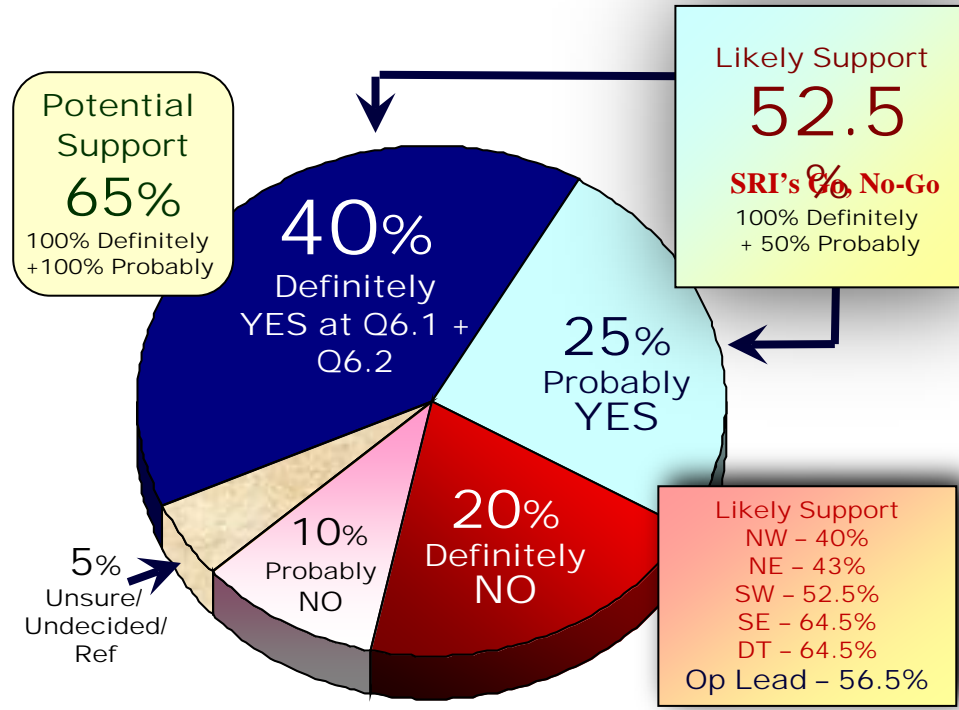


Figure 1C
City of Eugene Library
April 2015

Voter Support for an Increase of \$4/month

BEFORE ARGUMENTS

Question 6.3: Would you support such a Measure if the amount of increase were to be kept to \$4/month, which equates to \$48/year?

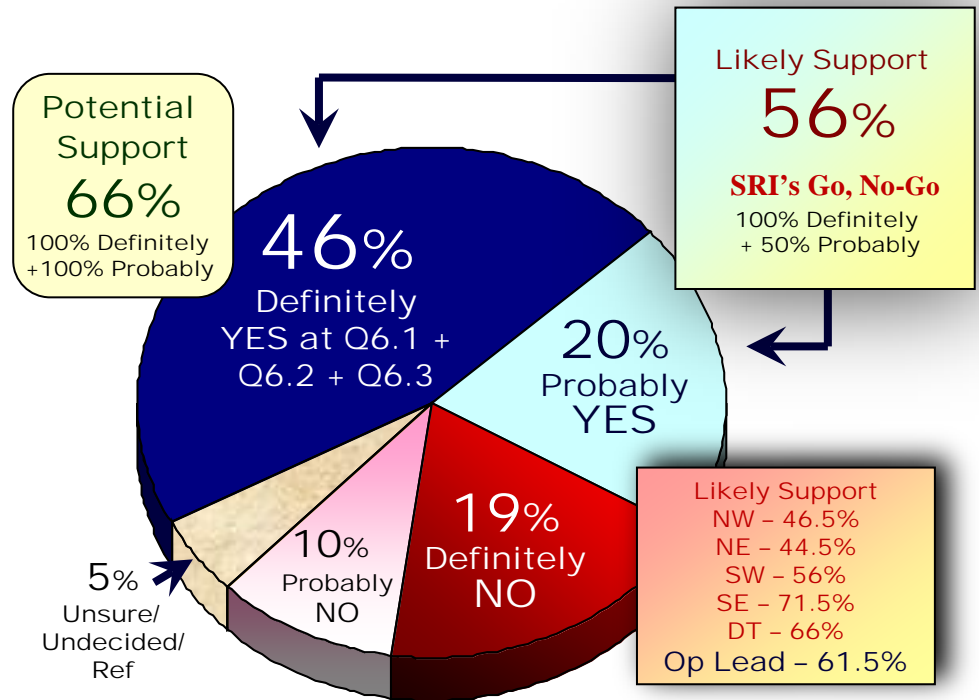
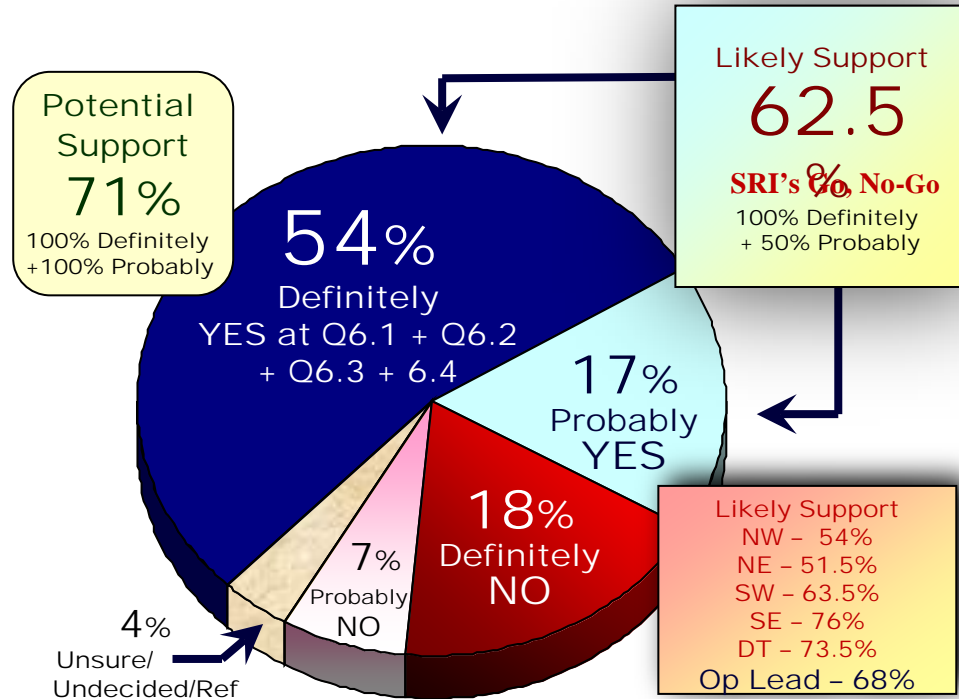


Figure 1D
City of Eugene Library
April 2015

Voter Support for an Increase of \$3/month BEFORE ARGUMENTS

Question 6.4: Would you support such a Measure if the amount of increase were to be kept to \$3/month, which equates to \$36/year?



Voter Support

to provide funding for services & programs
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AFTER Arguments

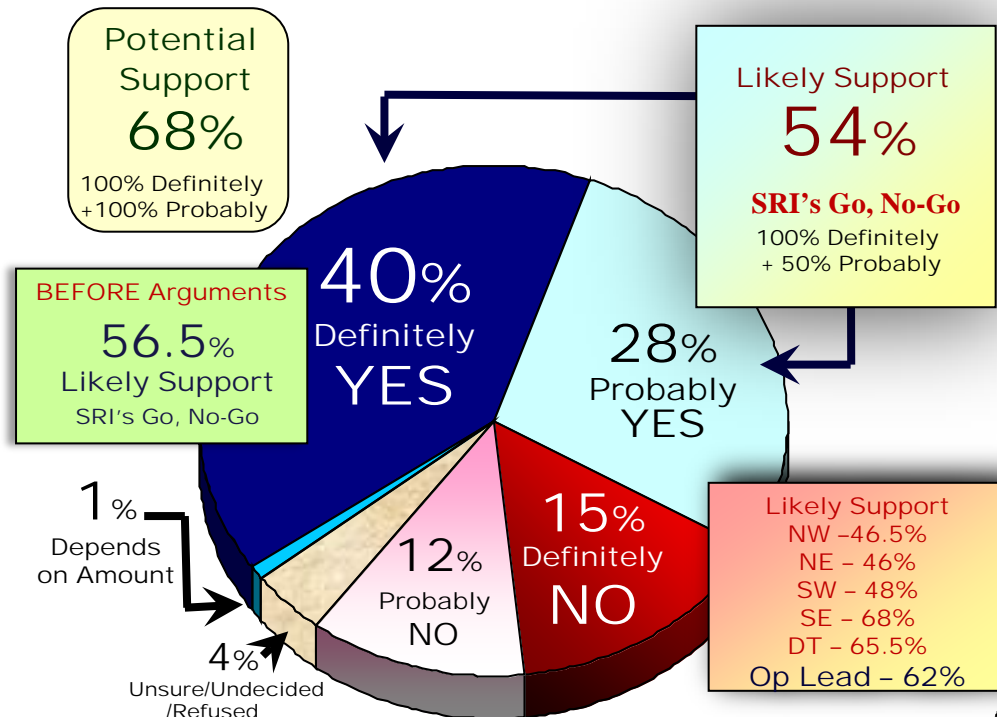
Assuming Threshold of *Willingness to Pay* is
NOT Exceeded



Figure 2
City of Eugene Library
April 2015

Benchmark Voter Support for Enhancing Library Services AFTER ARGUMENTS

Question 9.0: Now that you have heard several arguments FOR and AGAINST asking voters in Eugene to authorize increasing the amount of property taxes in order to ENHANCE library services to meet the needs of local residents now and into the future...would you vote YES or NO on such a measure??



Recommendations

Based upon *Findings* from Benchmark Voter Survey



Figure 3
City of Eugene Library
April 2015

Recommendations

1) It's a GO! Assuming...



Recommendations

1) It's a GO! Assuming...

\$3/mth = \$36/yr.

Or

\$4/mth = \$48/yr.

Depending upon the amount of INSURANCE you want



Recommendations

1) It's a GO! Assuming...

\$3/mth = \$36/yr.

Or

\$4/mth = \$48/yr.

Depending upon the amount of INSURANCE you want

- 2) Carefully-structured **ballot language**.
- 3) Well thought out and hard-hitting **Public Outreach** effort; that adheres, strictly, to the *findings* from the present voter survey.



Level of Support by Voting Propensity



Figure 4
 City of Eugene Library
 April 2015

Voter Support by **Voting Propensity** BEFORE and AFTER ARGUMENTS

High Propensity Voters		
	Before	After
Definite YES 100%	47.4%	42.2%
Probably YES 50%	23.0%	26.1%
Likely Support	55.25%	55.25%
Moderate Propensity Voters		
	Before	After
Definite YES 100%	38.3%	37.7%
Probably YES 50%	31.4%	30.9%
Likely Support Go, No-Go Model	54.0%	53.15%



Impact of Arguments (tested)



Positive Net Shift Due to Arguments Tested

Arguments FOR Proposed Measure

Net Shift

Q7.5 With additional funding, the library will be able to purchase additional books and materials, as well as access to a wider range of resources...and, there will be shorter "wait time" for best sellers and new movies. +3.2%

Q7.7 The funding will be used to RESTORE library services to previous levels, before all the budget cuts. +2.3%

Q7.3 The money from this levy, if authorized by Eugene voters, will be used to purchase additional TOOLS AND EQUIPMENT that could be shared by community members who might not be able to afford such items. This is sometimes called Makerspace. This would give people access to software, special hi-tech printers, media equipment, plus more. As a result, those who are interested in learning about technologies for personal use OR to advance their careers, including how to use them, will be able to do this. They will also have the opportunity to collaborate with others at the library. +2.1%

Q7.10 Bonds approved by Eugene voters in the 1990's will be RETIRED soon, which will reduce local property taxes, thus, offsetting the increase you would pay by approving the library levy. +2.0%

Q7.9 The Eugene community has supported library levies three times in the past, so this is a tried-and-true way for City officials to make improvements to these important services. +1.9%



Thank You



*We'll be pleased to
Take Questions Now*

The Library of the Future

The Library Services most valued by our Community:

- Promote early literacy
- Support success in school and work
- Ensure equity of access



Levy Option 1

Approximately \$3/month



Hours added

Bethel & Sheldon Branches:

Add 22 hours, for 48 hours across 6 days

Sheldon Branch



Bethel Branch



Downtown:

Add 3 hours on Sunday morning



Materials budget

Add \$300,000 to the Library's materials budget for new books and other resources.



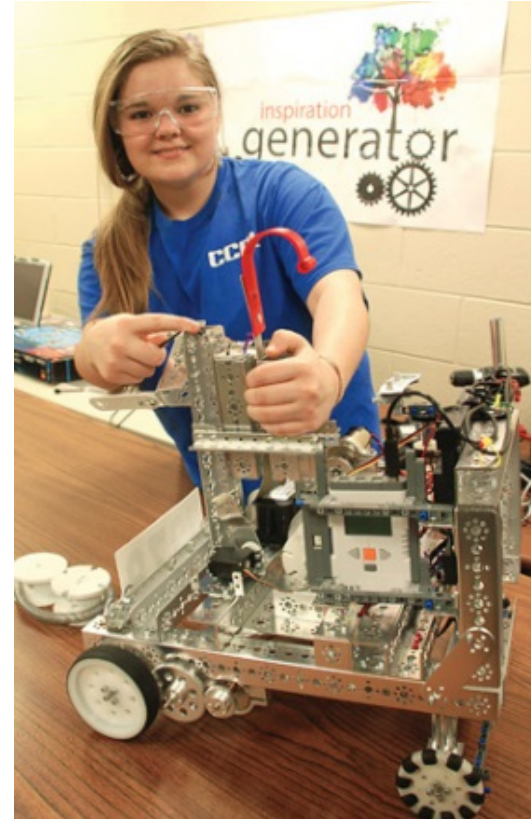
Shorter wait times for the most popular items!



Off-site programs & Makerspace

Bringing library services to the community:

- Early literacy
- Makerspace
- Seniors



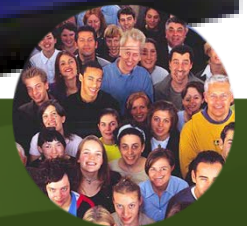
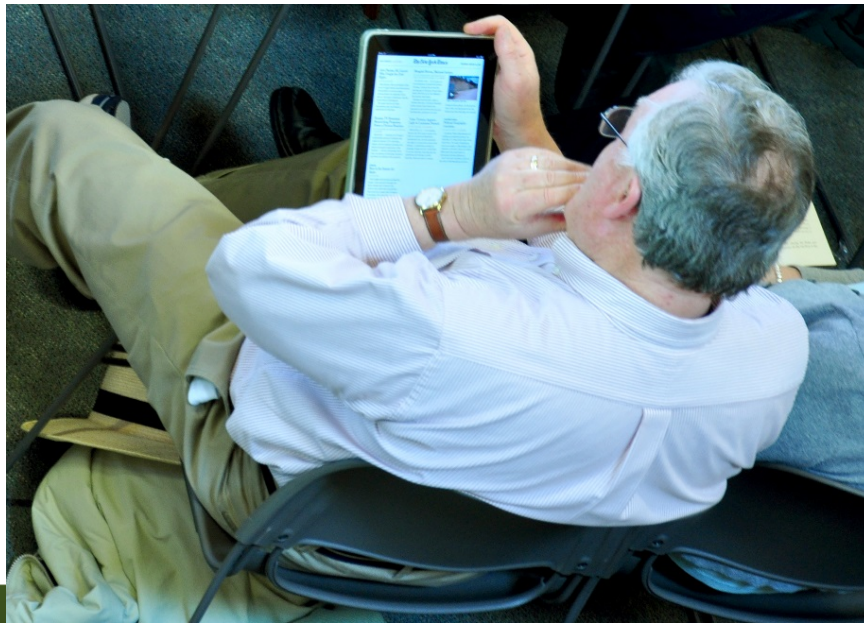
More Workshops & Events

- Kids success in school
- Teen programs
- Career and business development
- Creative pursuits



Technology at the Branches

Increasing access at
Bethel & Sheldon Branches.



Levy Option 1

- Hours added to all locations:
 - Bethel & Sheldon: Add 22 hours, for 48 hours across 6 days
 - Downtown: Add 3 hours on Sunday morning, for 64 hours
- Materials budget increased
- Off site programs (Early literacy and Makerspace)
- Additional workshops and events for all ages
- Increased access to technology

Total: \$2.5 to \$2.7 million a year – \$33 to \$37 per year for a typical household (approx. \$3/month)



Levy Option 2

Approximately \$4/month



Additional Hours added

Sheldon Branch

**Bethel & Sheldon Branches:
add another 4 hours on Sundays
to be open 52 hours across 7 days
branch book returns open 24/7**

**Downtown:
Add 5 more hours**

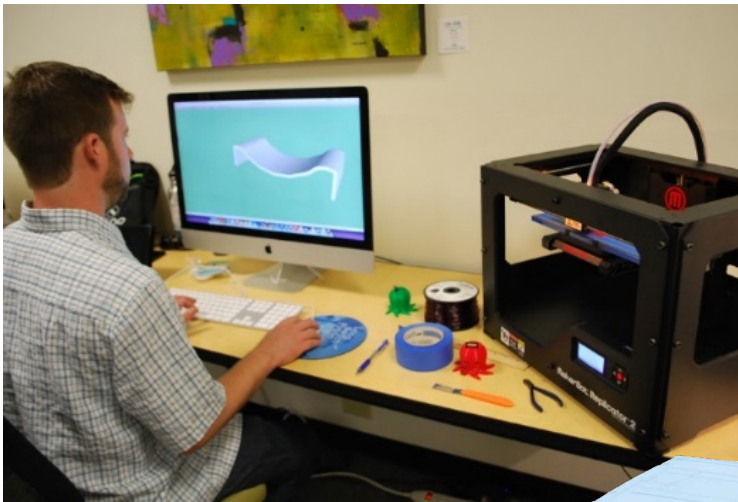


Downtown



Off-site programs bring Library experts to the community

- Early literacy services to young kids
- Makerspace equipment and resources for career and business development



Increased Technology

Loaning tablets and laptops Downtown significantly increasing access.



Levy Option 2

- Hours added to all locations:
 - Bethel & Sheldon: Add 26 hours, for 52 hours across 7 days
 - Downtown: Add 8 hours, for 69 hours across 7 days
- Expanded off-site programs (Early literacy and Makerspace)
- Increased access to technology.

Total: \$3.5 to \$3.7 million a year – \$45 to \$49 per year for a typical household (approx. \$4/month)



The Library of the Future: Next Steps

- Council work session scheduled July 13
- Action needed by July 29 for the November 2015 ballot





Eugene

Public
Library

