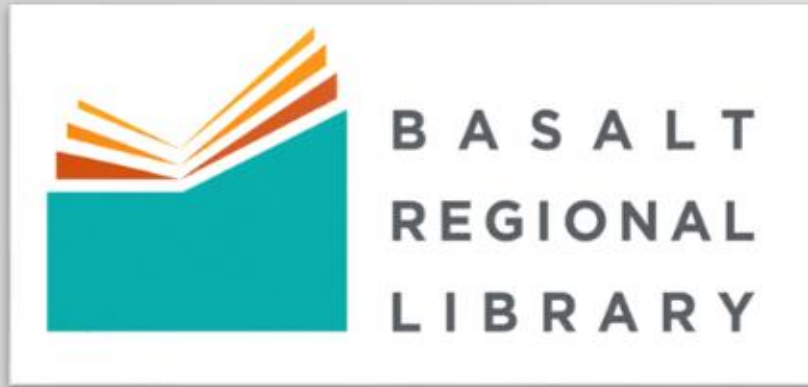


Going to the Voters for Funding: How the Basalt Library Won a Ballot Measure in 2025

Amy Shipley, Basalt Regional Library
David Flaherty, Magellan Strategies

September 9th, 2026

The Basalt Regional Library's Story in 2025



The Basalt Library's leadership and board members were contemplating the following short and long-term needs:

- Pay staff a living wage
- Care for the building
- Continue and expand services
- Insulate from economic ups and downs

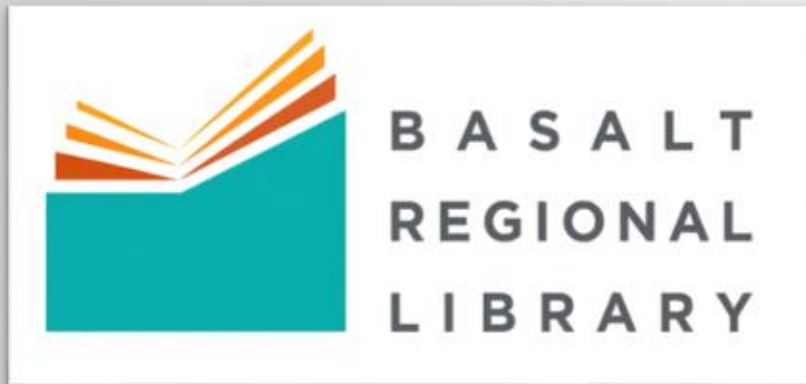
Figuring Out the Colorado Ballot Measure Process



What Do District Leadership & Board Members Need to Do and When?

1. List District Needs
2. Figure Out the Cost of Needs
3. Discuss Process With Attorney
4. Interview Survey Research Firms & Community Engagement Consultants (If Needed)

Basalt Library 2025 Ballot Measure Process Consultants



Polling, Ballot
Language, & General
Ballot Measure
Process Consulting



Community Engagement
Services, Campaign
Management, Paid
Campaign Efforts (digital
ads, mail, etc.)



Campaign & Election
Attorney

Questions About Initial Steps & Planning for the Ballot Measure Process?



Ballot Measure Survey Objectives



- Measure voter awareness of the library's services, how well they manage those services, and opinions on the library's fiscal responsibility.
- To measure support and opposition for a potential ballot measure
- The survey also measured opinions on the reasons to continue funding.

Developing an Effective Ballot Measure Survey That Will Lead to Voter Approval

Knowing Your Library District or Department's Voter Registration & Past Turnout Demographics



**Basalt Regional Library District
Magellan Strategies Voter Registration and Past Election Turnout Report**

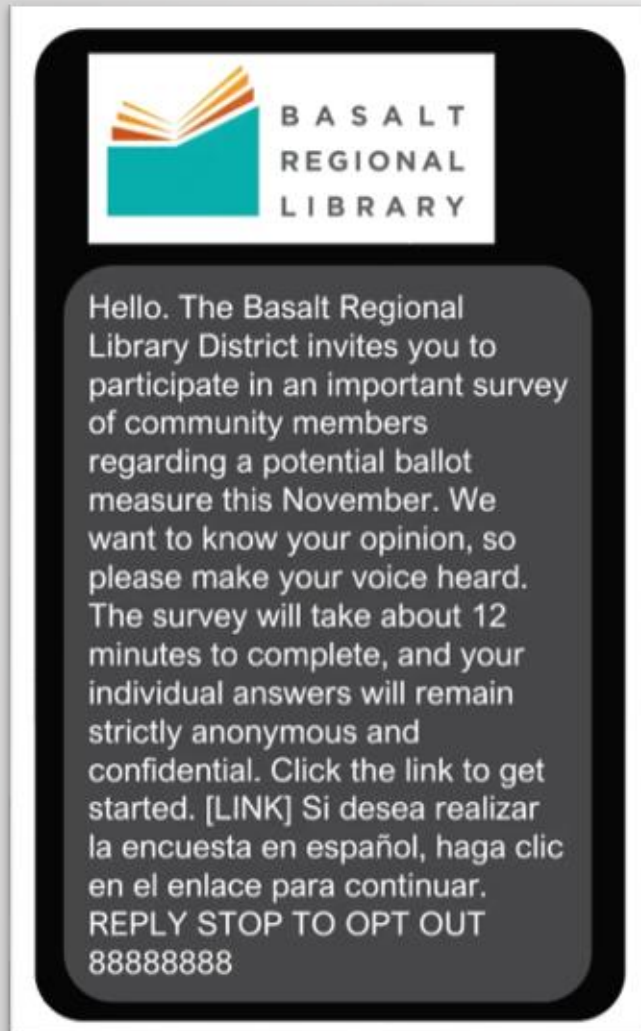
County			2021		2022		2023		2024	
	Registration									
Eagle	6,027	69.3%	2,298	70.9%	3,765	69.8%	2,271	71.2%	4,527	69.1%
Pitkin	2,666	30.7%	941	29.1%	1,632	30.2%	920	28.8%	2,029	30.9%
Total	8,693	100.0%	3,239	100.0%	5,397	100.0%	3,191	100.0%	6,556	100.0%

Sex			2021		2022		2023		2024	
	Registration									
Female	4,254	48.9%	1,651	51.0%	2,677	50.4%	1,650	51.7%	3,348	51.1%
Male	4,439	51.1%	1,589	49.0%	2,631	49.6%	1,541	48.3%	3,208	48.9%
Total	8,693	100.0%	3,239	100.0%	5,307	100.0%	3,191	100.0%	6,556	100.0%

Age Group			2021		2022		2023		2024	
	Registration									
18-34	2,322	26.7%	333	10.3%	867	16.3%	320	10.0%	1,421	21.7%
35-44	1,496	17.2%	429	13.2%	765	14.4%	375	11.8%	1,064	16.2%
45-54	1,279	14.7%	519	16.0%	883	16.6%	488	15.3%	1,000	15.3%
55-64	1,373	15.8%	730	22.5%	1,062	20.0%	621	19.5%	1,146	17.5%
65+	2,223	25.6%	1,228	37.9%	1,730	32.6%	1,387	43.5%	1,925	29.4%
Total	8,693	100.0%	3,239	100.0%	5,307	100.0%	3,191	100.0%	6,556	100.0%

Party			2021		2022		2023		2024	
	Registration									
Unaffiliated	4,716	54.3%	1,403	43.3%	2,639	49.7%	1,586	49.7%	3,416	52.1%
Democrat	2,661	30.6%	1,301	40.2%	1,830	34.5%	1,106	34.7%	2,141	32.7%
Republican	1,137	13.1%	494	15.3%	768	14.5%	468	14.7%	894	13.6%
Libertarian	73	0.8%	26	0.8%	43	0.8%	21	0.7%	42	0.6%
Other	106	1.2%	15	0.5%	27	0.5%	10	0.3%	63	1.0%
Total	8,693	100.0%	3,239	100.0%	5,307	100.0%	3,191	100.0%	6,556	100.0%

Survey Methodology



478 Voters were surveyed

The survey was conducted from March 27th through April 6th, 2025.

The overall survey responses have a margin of error of $\pm 4.36\%$ at the 95% confidence level.

Population subgroups will have a higher margin of error than the overall sample.

The results are weighted to be representative of voter turnout demographics of an odd-year election in the District.

Questions About Different Election Cycles or Survey Data Collection Methods?

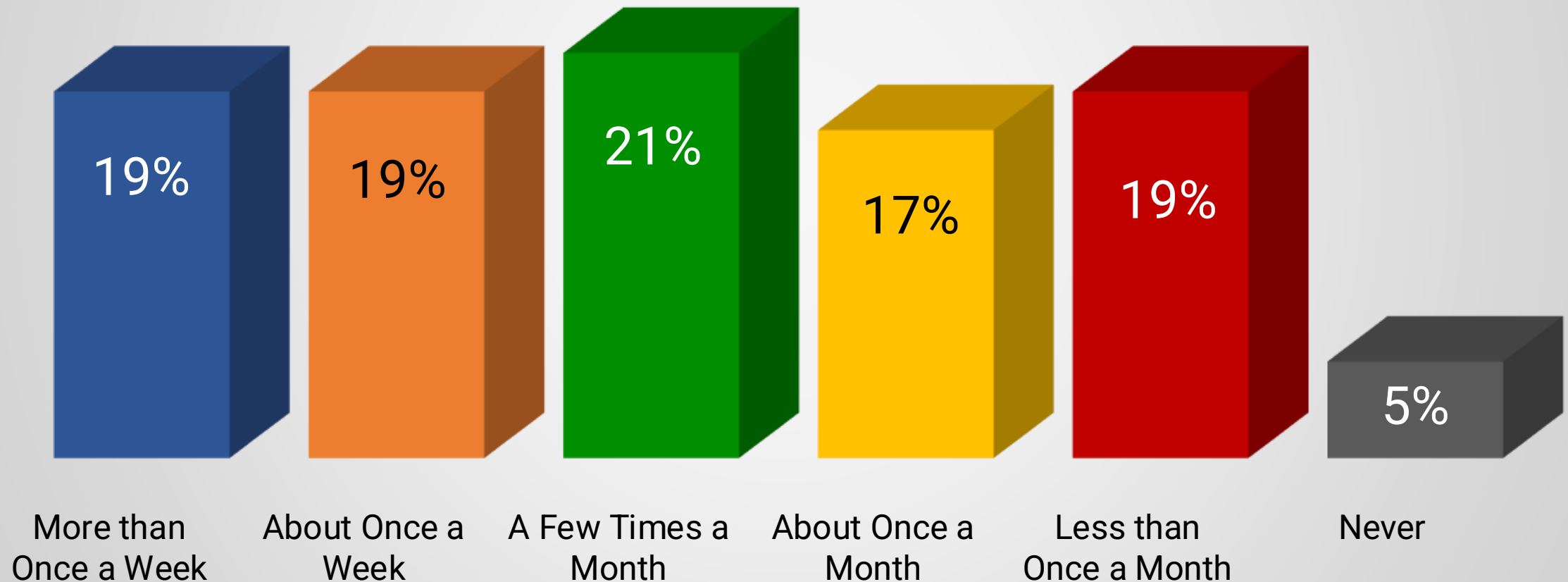


Developing an Effective Ballot Measure Survey That Will Lead to Voter Approval

Measuring Voter Awareness of Library Services & Opinions of the Library District or Department



How often do you or a member of your household visit the Basalt Library or access digital library services through the website?



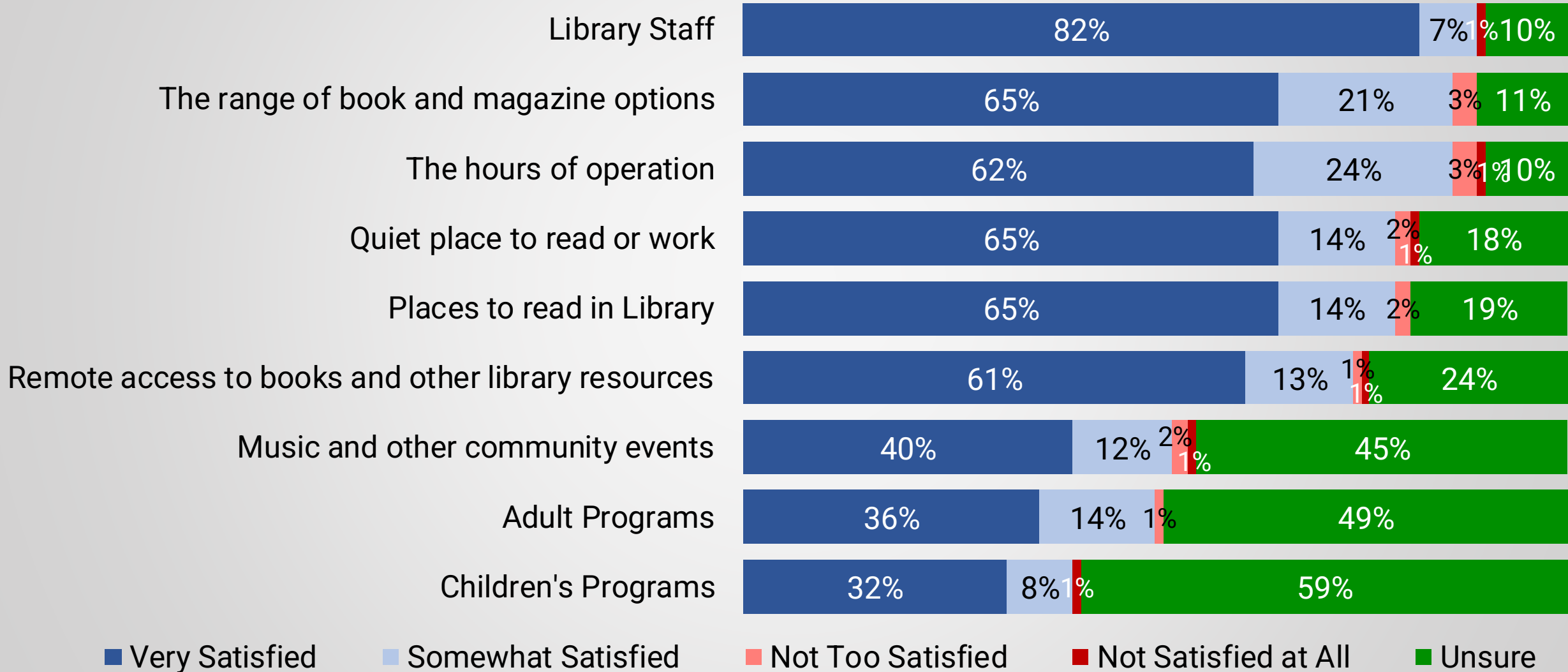
Please describe the reasons why you or members of your household do not use or visit the Basalt Library.
[Asked to respondents who never go to the library.]

Preference for Digital or Online Alternatives

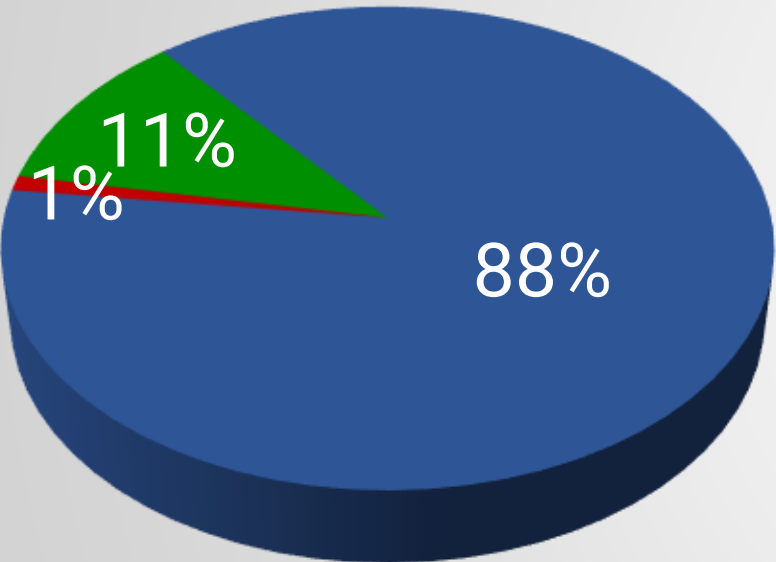
Lack of Time or Habit

No Perceived Need or Relevance

How satisfied are you with the following attributes of the Basalt Library?

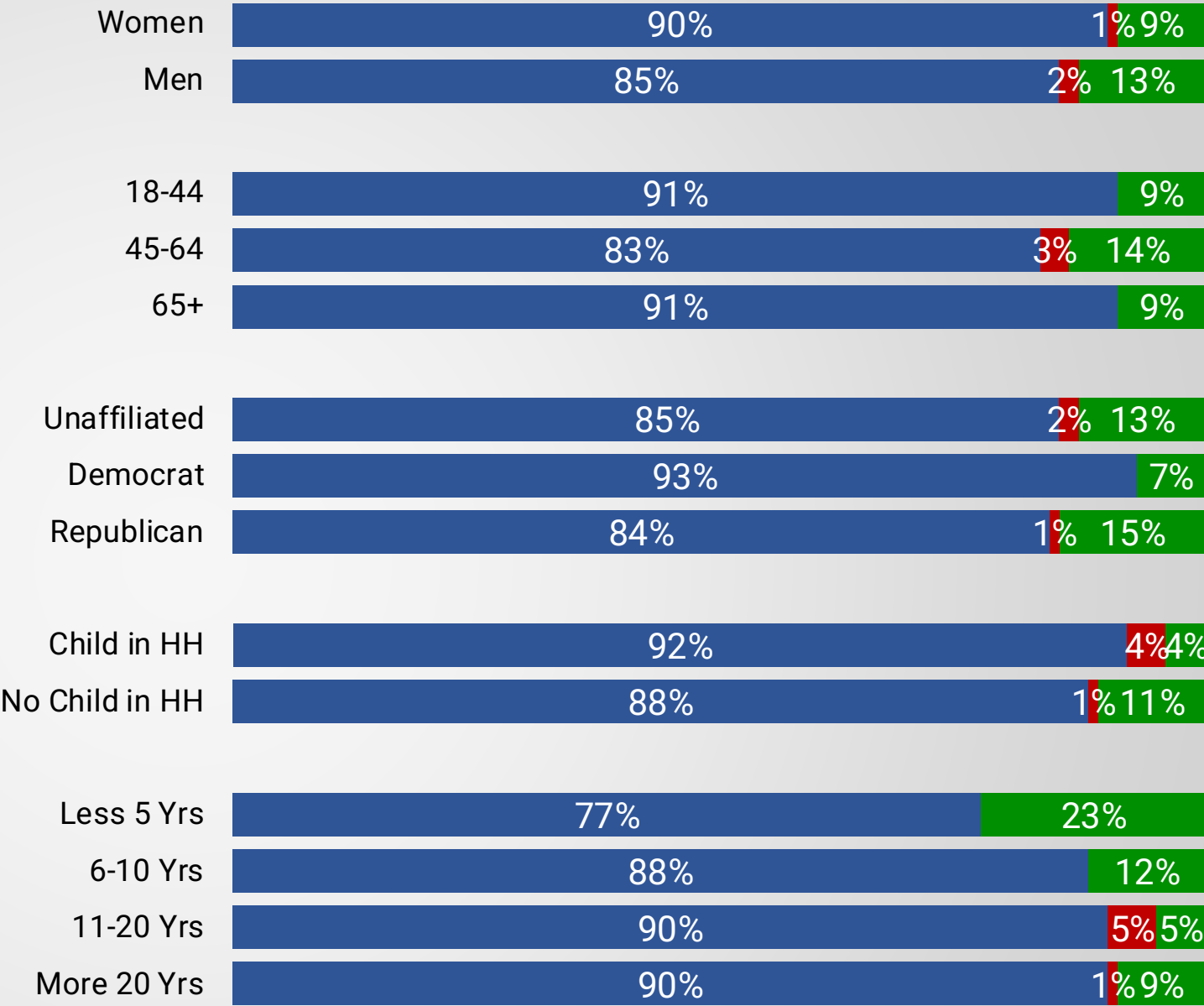


Do you approve or disapprove of the job the Basalt Library is doing in providing services and programs in your community?



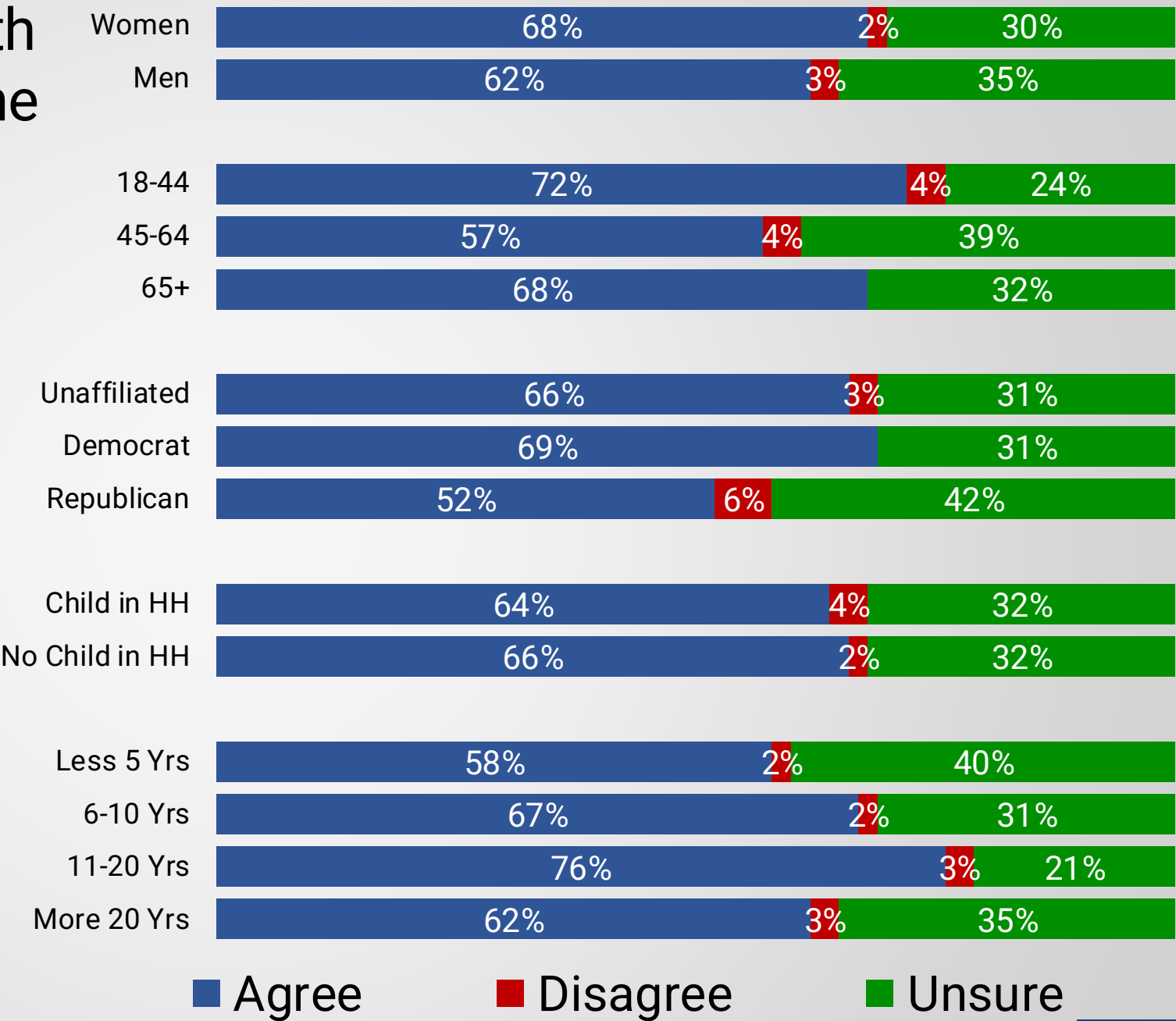
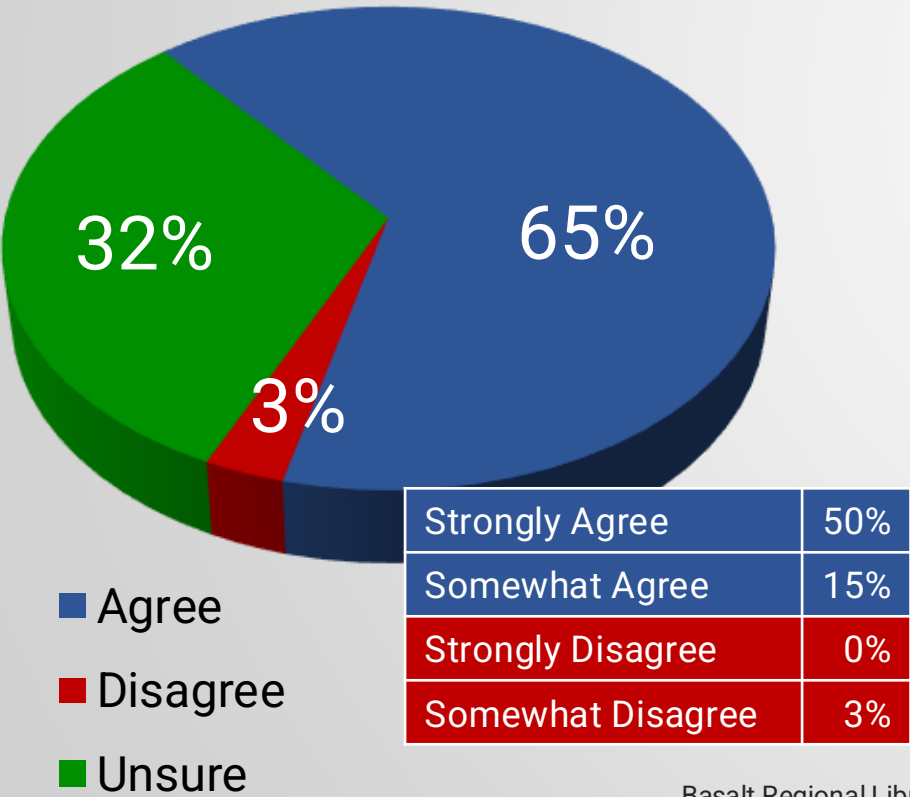
■ Approve
■ Disapprove
■ Unsure

Strongly Approve	73%
Somewhat Approve	15%
Strongly Disapprove	0%
Somewhat Disapprove	1%

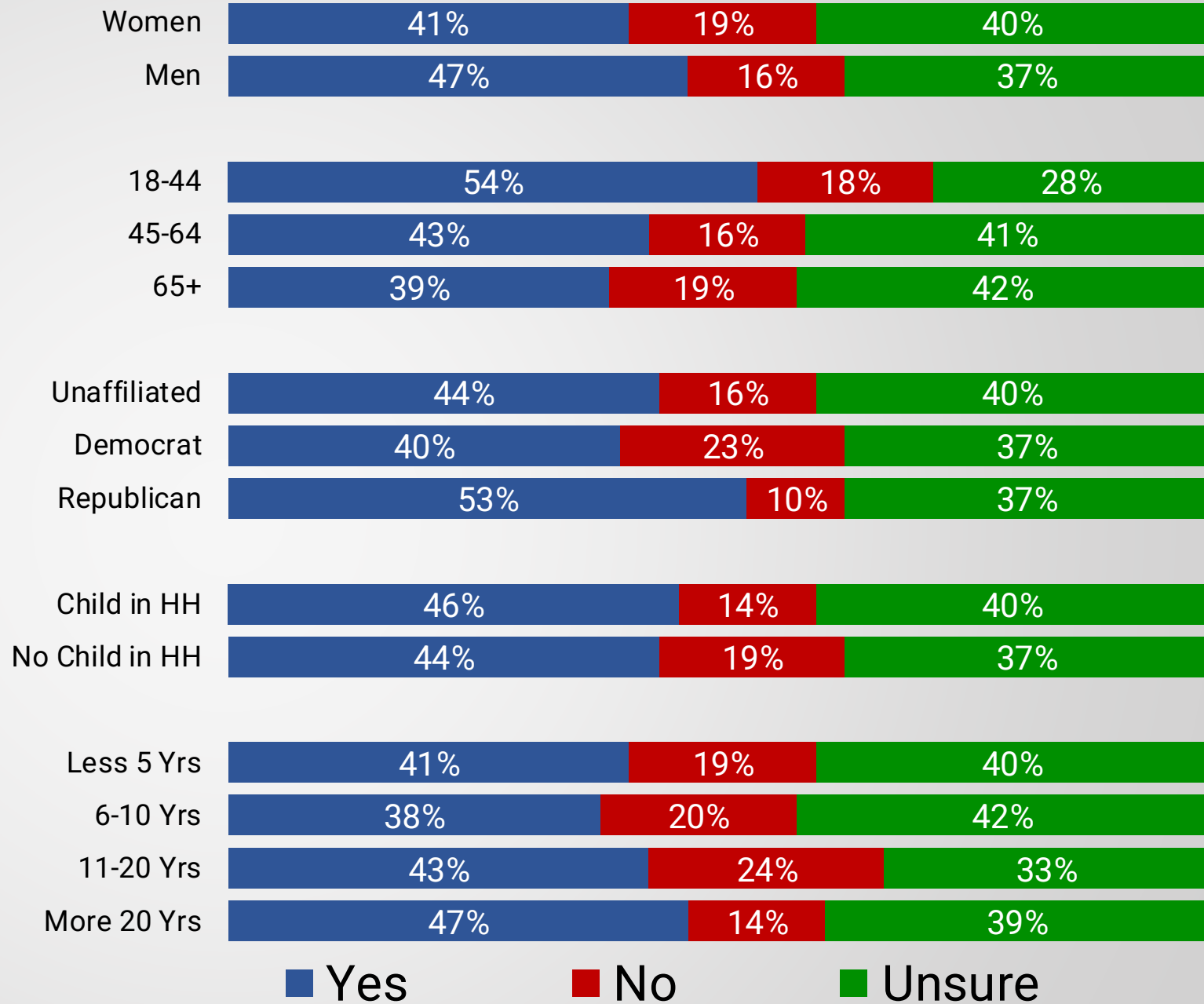
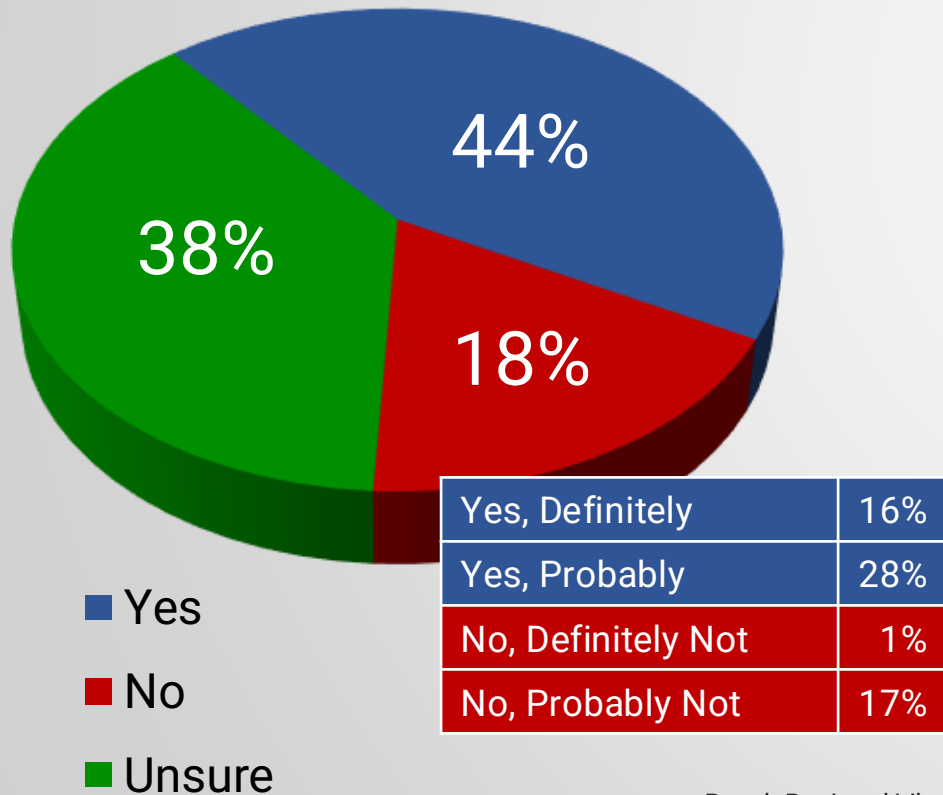


■ Approve ■ Disapprove ■ Unsure

Do you agree or disagree with the following statement? “The Basalt Library is fiscally responsible and spends taxpayer money wisely.”



Do you think the Basalt Library has the financial resources needed to provide adequate services and programs in your community?



Questions About Measuring Opinions of a Library District or Department?



Developing an
Effective Ballot
Measure Survey
That Will Lead to
Voter Approval

Measuring Voter Support & Opposition: The Uninformed Ballot Test

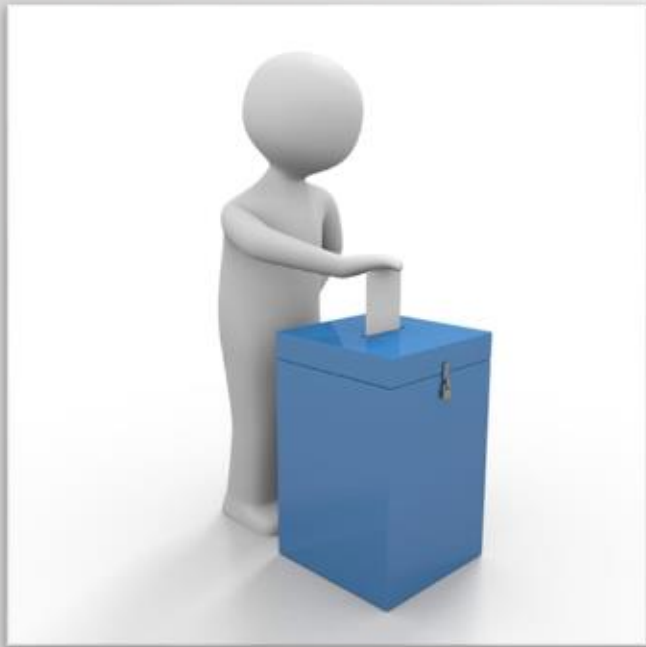


Informing Respondents That No Decisions Have Been Made



Before we continue, it is important to understand that the Basalt Library has not decided whether to put a ballot measure before voters this November. Your participation in this survey and sharing your honest opinions will help the district make that decision. Let's continue the survey now.

Basalt Library 1.08 Mill Levy Extension Uninformed Ballot Test



The Basalt Regional Library District is considering the following ballot measure this November. Please read the ballot language and indicate whether you would vote yes to approve it or no to reject it. The ballot measure reads as follows:

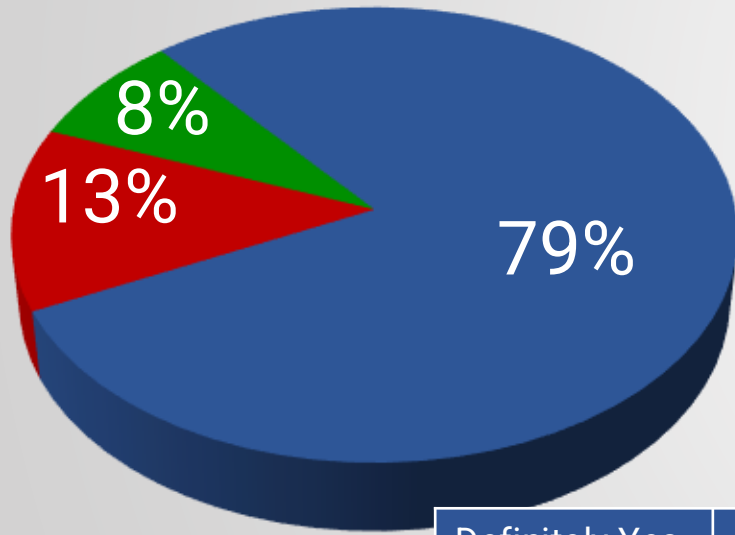
WITHOUT INCREASING THE TAX RATE, SHALL THE BASALT REGIONAL LIBRARY DISTRICT PROPERTY TAXES CURRENTLY IMPOSED PURSUANT TO EXPIRING 2006 VOTER APPROVAL BE EXTENDED AT THE CURRENT RATE OF 1.08 MILLS TO:

- PROPERLY FUND THE ONGOING MAINTENANCE OF LIBRARY FACILITIES;
- PROVIDE FUNDING NECESSARY TO RETAIN STAFF AND MAINTAIN/EXPAND OPERATING HOURS AT THE LIBRARY;
- PROPERLY FUND COMMUNITY ACCESS TO BOOKS, INTERNET, INFORMATION AND PROGRAMS;
- IMPROVE JOB SEARCH AND AFTER-SCHOOL PROGRAMS; AND
- SUPPORT OTHER ESSENTIAL LIBRARY SERVICES AND PROGRAMS

THROUGH A PERMANENT PROPERTY TAX PRODUCING \$782,000 IN TAX REVENUES IN CALENDAR YEAR 2025 AND WHATEVER IS GENERATED EACH YEAR THEREAFTER FROM THE EXTENDED RATE OF 1.08 MILLS FOR DEPOSIT INTO THE DISTRICT'S GENERAL FUND, TO CONSTITUTE A VOTER-APPROVED REVENUE CHANGE UNDER ARTICLE X, SECTION 20 OF THE STATE CONSTITUTION?

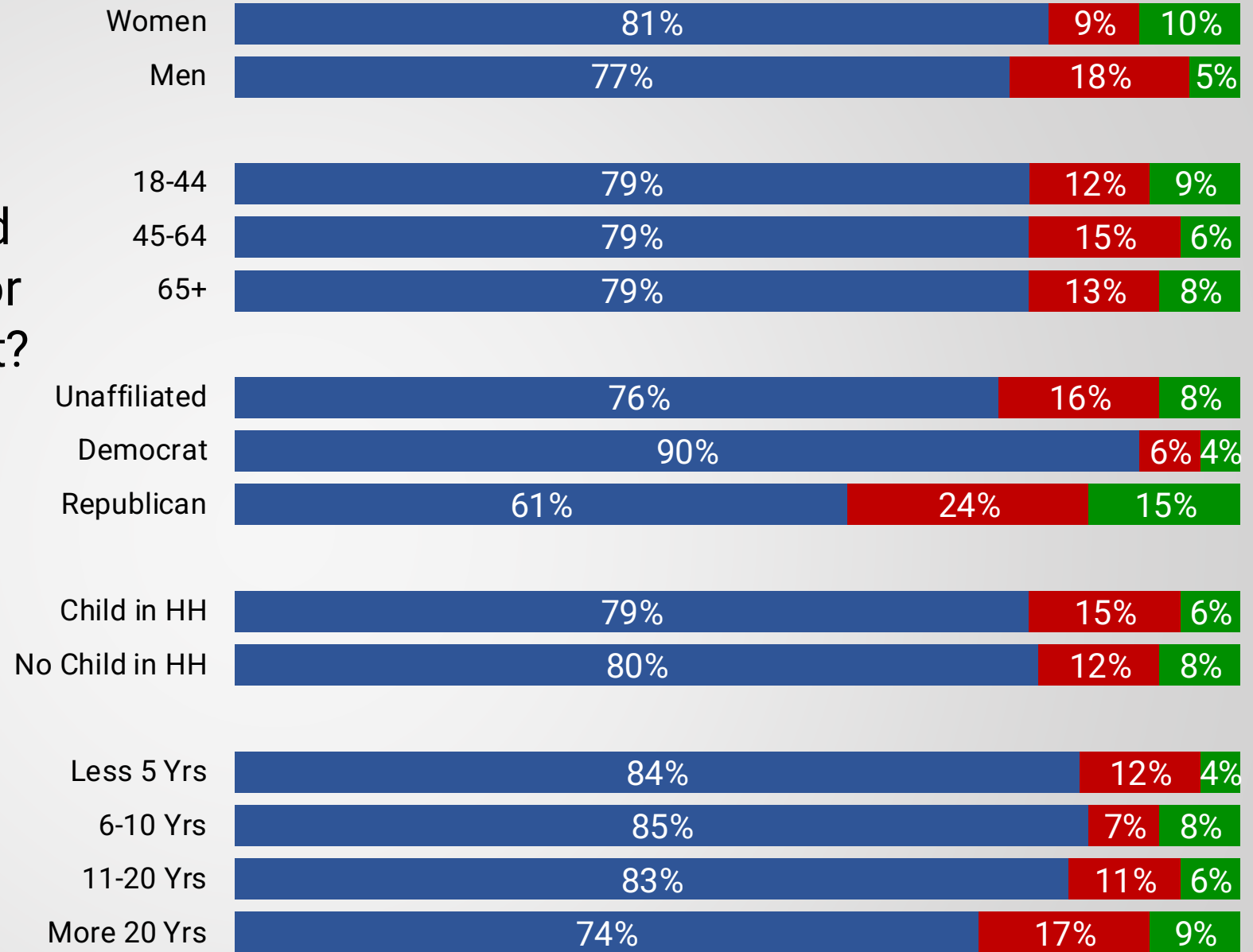
Basalt Library 1.08 Mill Uninformed Ballot Test

If an election were being held today, would you vote yes and approve this ballot measure, or would you vote no and reject it?



■ Yes, Approve
■ No, Reject
■ Undecided

Definitely Yes	51%
Probably Yes	28%
Definitely No	6%
Probably No	7%



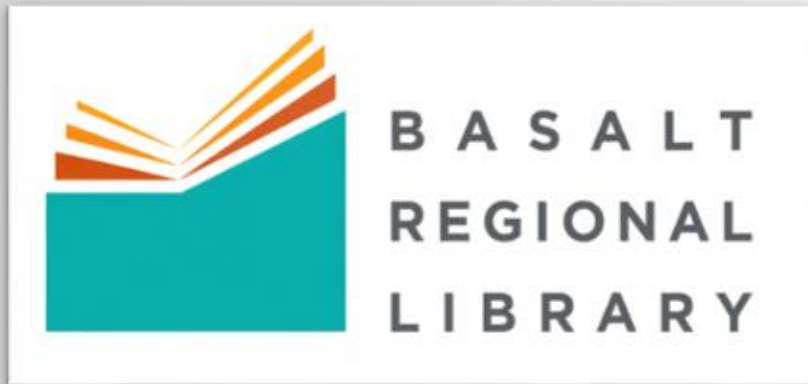
■ Yes, Approve ■ No, Reject ■ Undecided

Developing an Effective Ballot Measure Survey That Will Lead to Voter Approval

Tell Your Story! Educate and Inform Voters Why the Ballot Measure is Being Considered & How the Funding Will Be Spent



Basalt Library Information Questions

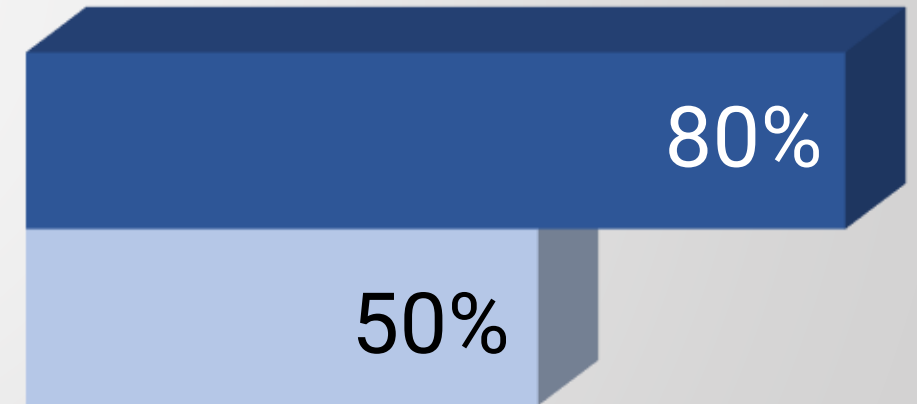
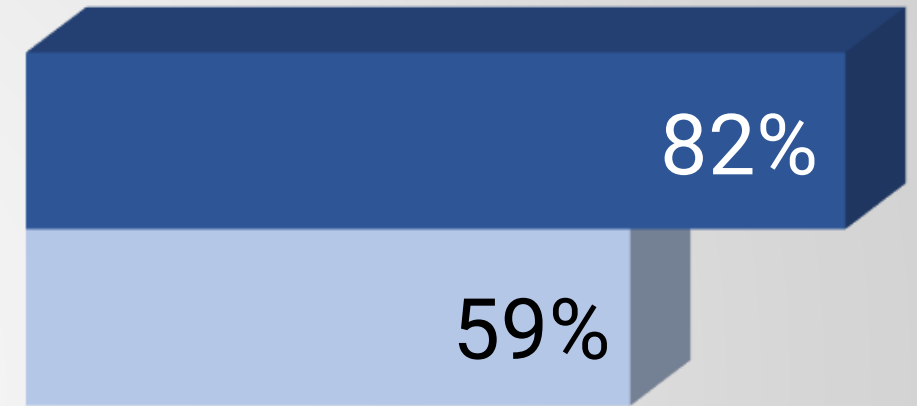


We will now share information about why the Basalt Library is considering this ballot measure and the operations, programs, and services that would be funded. After reading the information, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it. Let's get started:

Basalt Library Ballot Measure Information Questions

The Basalt Library currently employs 18 full-time and 5 part-time staff members. However, due to limited funding, the district has been unable to provide wages that reflect the local cost of living. This ballot measure would enable the district to offer more competitive salaries, which would help retain staff and maintain full staffing levels at the library.

In 2006, voters in the Basalt Regional Library District approved a ballot measure to fund the Basalt Library. The district is set to pay off the bond this year, a year ahead of schedule, and the associated mill levy will expire in 2026. This ballot measure would extend the current mill levy to support staff salaries, ongoing building maintenance, and potential new services or programs.

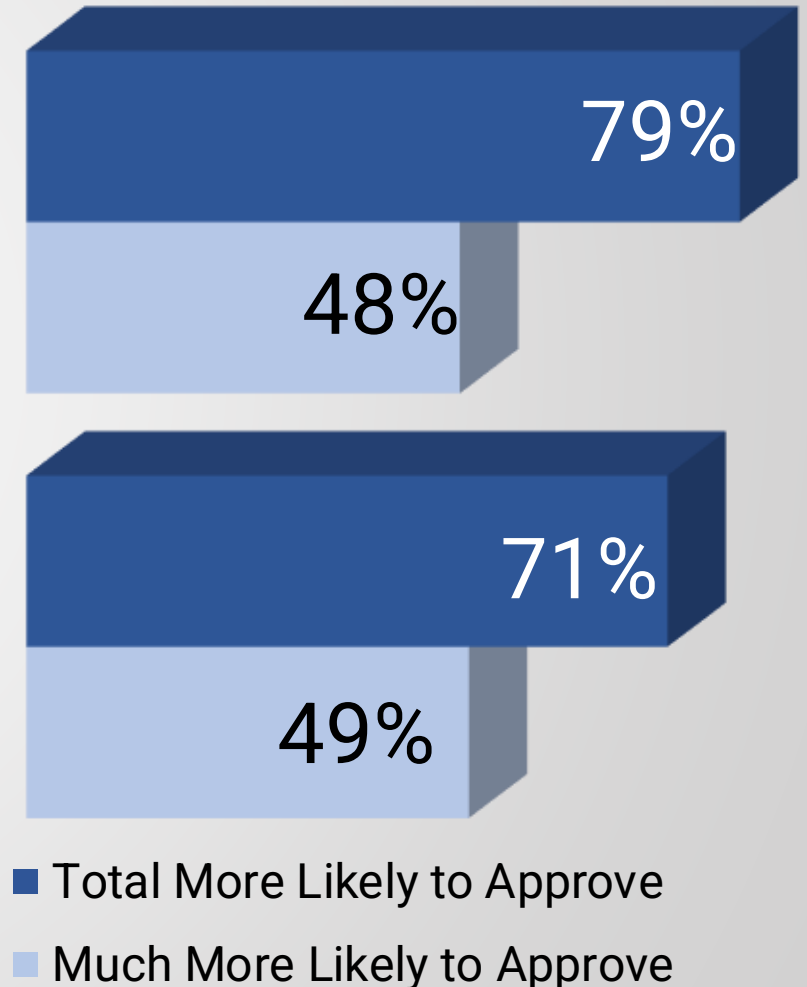


- Total More Likely to Approve
- Much More Likely to Approve

Basalt Library Ballot Measure Information Questions

If the ballot measure is approved, a portion of the revenue will be allocated for the ongoing maintenance of the library building, enabling the Basalt Library to address maintenance needs and continue offering its current services proactively.

Currently, in 2025, homeowners in the Basalt Regional Library District pay approximately \$67 annually for each \$1 million of home value toward the ballot measure that was passed in 2006 to build the library. If the present ballot measure were to pass, the mill levy rate would remain and homeowners would continue to pay at the current rate of 1.08 mills to maintain the library and its services.



Basalt Library Ballot Measure – Expanded Library Services

Revenue from the ballot measure could fund the following expanded library services:

For each service, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it if the specific service were to be funded.



Basalt Library Ballot Measure – Expanded Library Services

Revenue from the ballot measure could fund the following expanded library services:

For each service, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it if the specific service were to be funded.



Questions About Ballot Measure Information Questions & Telling Your Story?

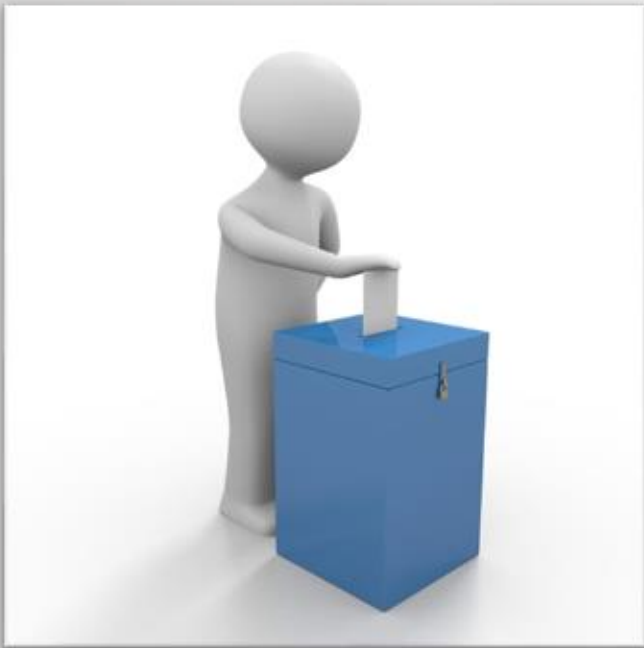


Developing an
Effective Ballot
Measure Survey
That Will Lead to
Voter Approval

Measuring Voter Support & Opposition: The Informed Ballot Test



Basalt Regional Library District 1.08 Mill Levy Extension Informed Ballot Test



Thank you for learning why the Basalt Regional Library District is considering this ballot measure. We will now ask you again to read the specifics of the ballot measure and indicate if you would vote yes and approve it or vote no and reject it:

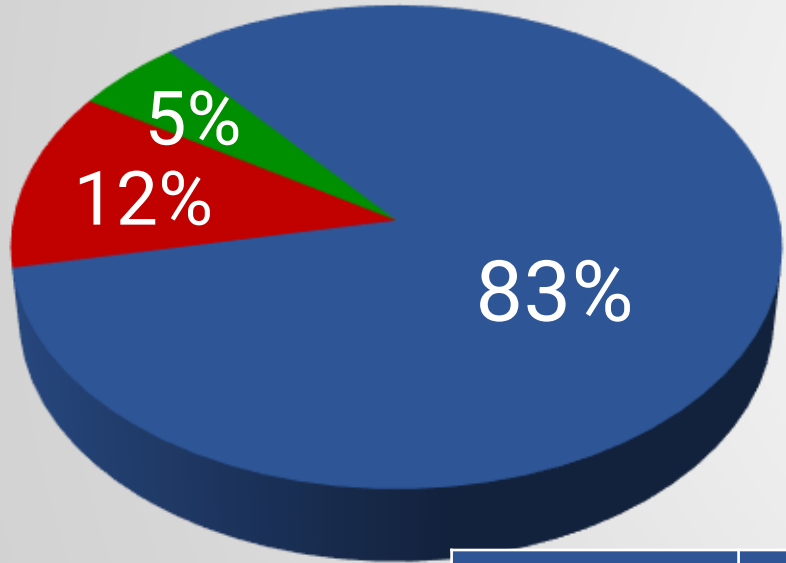
WITHOUT INCREASING THE TAX RATE, SHALL THE BASALT REGIONAL LIBRARY DISTRICT PROPERTY TAXES CURRENTLY IMPOSED PURSUANT TO EXPIRING 2006 VOTER APPROVAL BE EXTENDED AT THE CURRENT RATE OF 1.08 MILLS TO:

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- PROPERLY FUND COMMUNITY ACCESS TO BOOKS, INTERNET, INFORMATION AND PROGRAMS;
- IMPROVE JOB SEARCH AND AFTER-SCHOOL PROGRAMS; AND
- SUPPORT OTHER ESSENTIAL LIBRARY SERVICES AND PROGRAMS

THROUGH A PERMANENT PROPERTY TAX PRODUCING \$782,000 IN TAX REVENUES IN CALENDAR YEAR 2025 AND WHATEVER IS GENERATED EACH YEAR THEREAFTER FROM THE EXTENDED RATE OF 1.08 MILLS FOR DEPOSIT INTO THE DISTRICT'S GENERAL FUND, TO CONSTITUTE A VOTER-APPROVED REVENUE CHANGE UNDER ARTICLE X, SECTION 20 OF THE STATE CONSTITUTION?

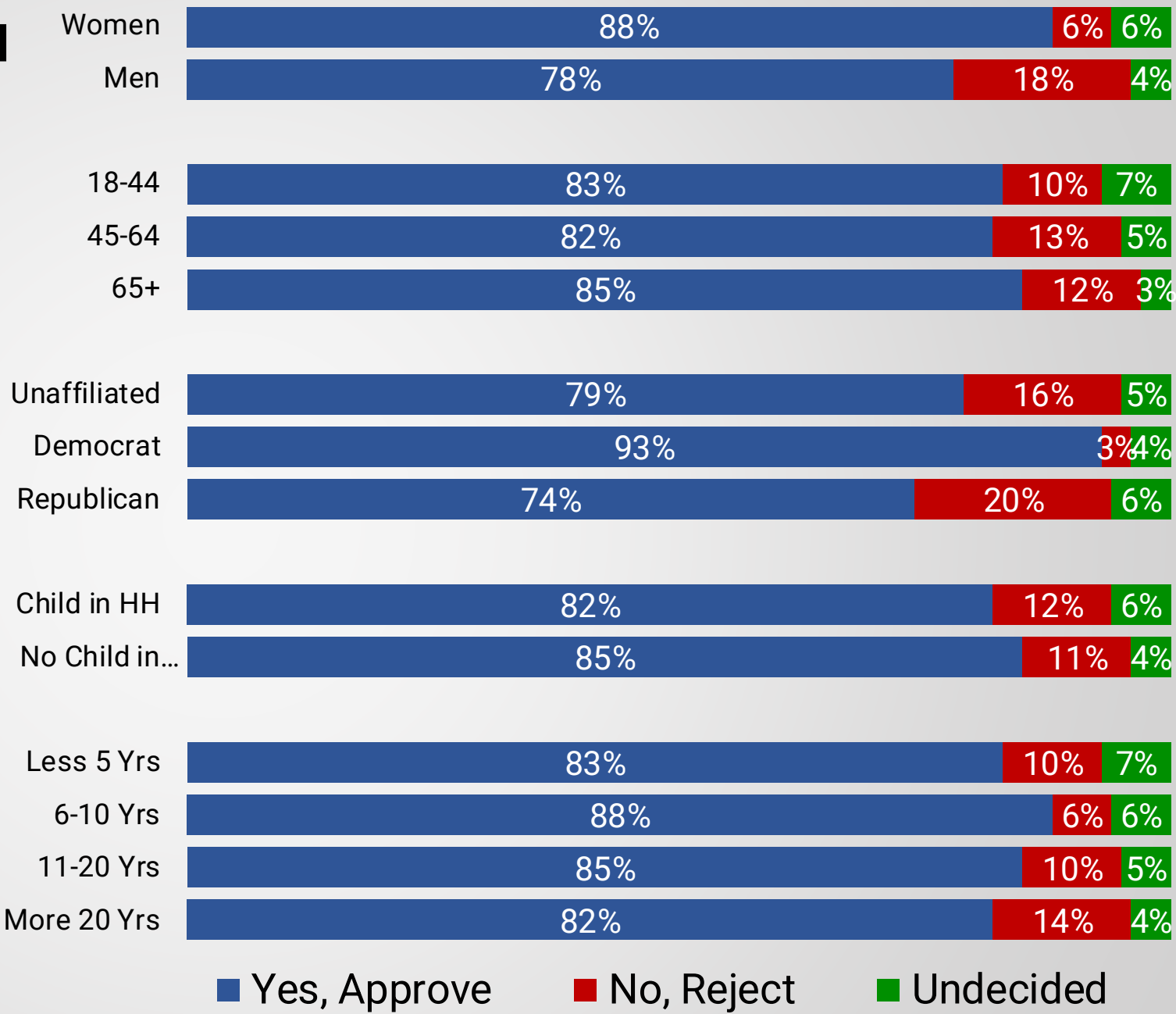
Basalt Library 1.08 Mill Informed Ballot Test

If an election were being held today, would you vote yes and approve this ballot measure, or would you vote no and reject it?



■ Yes, Approve
■ No, Reject
■ Undecided

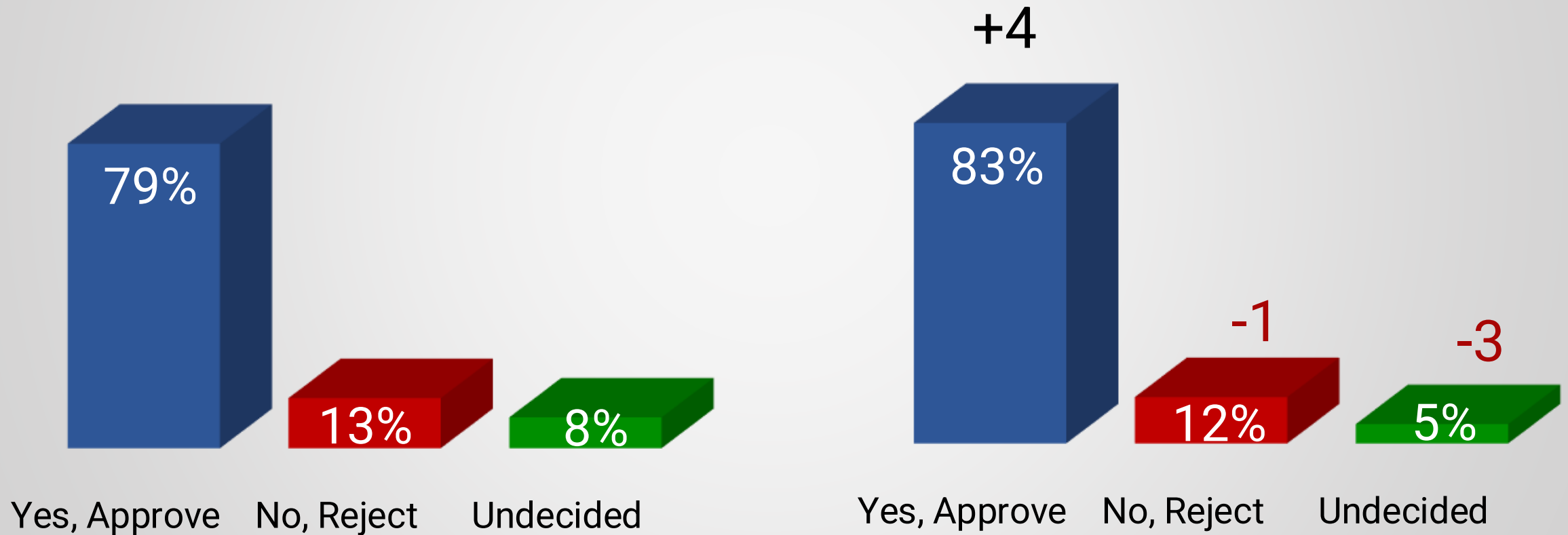
Definitely Yes	54%
Probably Yes	29%
Definitely No	6%
Probably No	6%



Basalt Library Ballot Measure Comparison

Uninformed

Informed



Basalt Library Verbatim Responses

Please describe why you would vote yes and approve this ballot measure.

The Library as a Vital Community Resource

Support for Public Access, Equity, and Inclusion

Desire to Maintain or Expand Services and Programs

Support for Library Staff and Living Wages

Basalt Library Verbatim Responses

Please describe why you would vote no and reject this ballot measure.

Concern About High Property Taxes

Frustration About the “Temporary” Tax Becoming Permanent

Lack of Transparency or Specifics in the Proposal

Final Thoughts & Questions Regarding the Survey?



Community Engagement Phase (library led)



Community Engagement Efforts & Initiatives

- Interest-holder Conversations
- Digital Advertising
- Library Website
- Ballot Information Flyer
- TABOR Notice

Vote Yes Campaign Phase (volunteer led)



Community Engagement Efforts & Initiatives

- Yard Signs
- Doorknob Hangers
- Posters

What Worked Well



- Polling
- Ballot Measure Consultant
- Clarify Board Role vs Staff Role

What Could Have Gone Better



- Communicate Legal Deadlines & Completed Action Steps
- Newspaper Ran Letters Against
- Newspaper Declined to Endorse

Final Ballot Language



BASALT REGIONAL LIBRARY DISTRICT BALLOT ISSUE 7B

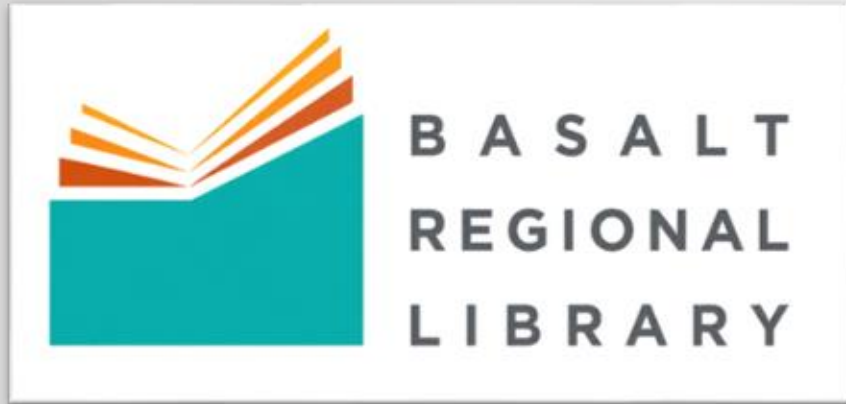
WITHOUT INCREASING THE TAX RATE, SHALL THE BASALT REGIONAL LIBRARY DISTRICT PROPERTY TAXES BE EXTENDED TO RETAIN THE EXPIRING 2006 VOTER APPROVAL AT THE CURRENTLY IMPOSED RATE OF 1.08 MILLS TO:

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- (v) SUPPORT OTHER ESSENTIAL LIBRARY SERVICES AND PROGRAMS

THROUGH A PERMANENT PROPERTY TAX PRODUCING \$782,000 IN TAX REVENUES IN CALENDAR YEAR 2025 AND WHATEVER IS GENERATED EACH YEAR THEREAFTER FROM THE EXTENDED RATE OF 1.08 MILLS FOR DEPOSIT INTO THE DISTRICT'S GENERAL FUND, TO CONSTITUTE A VOTER-APPROVED REVENUE CHANGE UNDER ARTICLE X, SECTION 20 OF THE STATE CONSTITUTION?

____ YES/FOR ____ NO/AGAINST

Thank You for Your Time Today!



Amy Shipley, Basalt Library
David Flaherty, Magellan Strategies