

LIBRARYJOURNAL.

SURVEY ON REFERENDA FOR LIBRARY BUILDINGS

If you have held a public referendum for the purpose of financing capital improvements for a public library within the following dates:

DECEMBER 1, 2010 to NOVEMBER 30, 2011

Please complete the following form regardless of the passage or defeat of the referendum.

If you prefer you can fill out the survey online at www.LibraryJournal.com/referenda.
Referenda held outside of the above dates will not be reported during this annual compilation.

Name of Library: _____

Street Address/PO Box _____

City: _____ State: _____ Zip Code: _____

Person completing form: _____ Title: _____

Phone: _____ Email: _____

1. Total Service Population:

- Under 10,000 25,000 – 49,999 100,000 – 249,999 500,000 – 999,999
 10,000 – 24,999 50,000 – 99,999 250,000 – 499,999 1 million or more

2. What date was the Referendum held? (MM/DD/YYYY): _____

3. Did the Referendum Pass or Fail? Passed Failed

4. It passed/failed by the following margin: Voted "For" Issue: _____ (enter # or %)
Voted "Against" Issue: _____

5. Percentage required for passage? Simple majority (50%) Super majority (2/3) Other

Please specify any other requirements for passage: _____

6. Were there any other issues on the ballot? Yes No

If yes, please list other issues: _____

7. Referendum amount for Library Building Project: \$ _____
(please do not include \$ for non-library projects)

8. Type of capital outlay projects: Central library Site
 Branch Other (specify) _____

9. If the Referendum provided funds for other than library projects, please provide details:

10. Type of referendum: Bond issue Other, please specify: _____

11. If the measure was a bond issue, provide rate per \$100,000 of assessed value (e.g. \$20 per \$100,000).

12. Please name the agency authorizing the Referendum:
 City County Library board School district Other_____

13. Was the election a...?
 General Election (e.g., held statewide on specified date)
 Special Election (e.g., held in local area only)
 Other (please specify)_____

14. Was this the first time on the ballot with this measure? Yes No
If No, please explain earlier referendum: _____

15. Did your library use social networking tools to communicate with voters? Yes No
If Yes, give details (which sites, # of participants, etc.)

16. Was a campaign committee organized? Yes No
If yes, the committee spent how much on campaign: \$ _____

General Narrative: Tell us the story behind the referendum. Why was it placed on the ballot? Why do you believe it passed or failed? If it failed, are there plans to put the measure on the ballot again? What were the major impacts on the campaign? Discuss any unusual or unique campaign methods used and any critical occurrences which influenced the campaign. Provide information on the campaign organization, funding, and tactics.

BE CERTAIN TO COMPLETE ALL REQUIRED SECTIONS OF THE QUESTIONNAIRE, OR THE RESULTS CANNOT BE USED. DEADLINE: January 15, 2012.

IF YOU WOULD LIKE TO SEND ANY SUPPLEMENTAL INFORMATION, PLEASE FAX or MAIL TO: Laura Girmscheid, Library Journal, 160 Varick St, 11th Floor, New York, NY 10013, fax (973) 969-9260, or email to Laura at lgirmscheid@mediasourceinc.com