

# LIBRARYJOURNAL.

## SURVEY ON REFERENDA FOR LIBRARY OPERATING FUNDS

If you have held a public referendum for the purpose of financing the operation of 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](http://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: # or % voted "For" Issue: \_\_\_\_\_  
# or % voted "Against" Issue: \_\_\_\_\_

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

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. Operating funds requested each year by the referendum: \$ \_\_\_\_\_

8. What percent is this of the operating budget: \_\_\_\_\_%

9. Length of time that funds would be collected: \_\_\_\_\_ Years    ☐ Indefinite

10. Was this a new tax or a renewal of an existing tax?  
☐ New Tax  
☐ Renewal of existing tax at same rate  
☐ Replacement of existing tax at a higher rate  
☐ Replacement of existing tax at a lower rate  
☐ Other (please specify) \_\_\_\_\_
11. Type of tax:     ☐ Sales Tax, Rate % \_\_\_\_\_  
                          ☐ Property Tax, Per parcel/mill rate \$ \_\_\_\_\_  
                          ☐ Excise Tax, Rate % \_\_\_\_\_  
                          ☐ Other, please specify \_\_\_\_\_
12. Funds for library only?   ☐ Yes       ☐ No  
    If No, please list other agencies: \_\_\_\_\_
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. Please name the agency authorizing the Referendum:  
    ☐ City     ☐ County     ☐ Library board     ☐ School district     ☐ Other \_\_\_\_\_
16. Did your library use social networking tools to communicate with voters?   ☐ Yes   ☐ No  
    If Yes, give details (which sites, # of participants, etc.)  
    \_\_\_\_\_
17. 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, 11<sup>th</sup>  
Floor, New York, NY 10013, fax (973) 969-9260, or email Laura at  
[lgirmscheid@mediasourceinc.com](mailto:lgirmscheid@mediasourceinc.com)