



March 18, 2025

To the Truckee Library Joint Powers Authority (JPA) Committee,

We, the members of the Friends of the Truckee Library Board of Directors, strongly recommend the formation of a Community Facilities District in order to pursue a bond measure in November 2025 to partially fund the construction of a new Truckee Library.

The FOTL Board came to this recommendation only after lengthy discussion and deliberation, including conversations with key stakeholders involved in all aspects of the project from across our community. We do not undertake this recommendation lightly. We are well aware of the challenges, including lower-than-expected public polling results and a continuing high cost of living in our community.

However, Friends of the Truckee Library is also uniquely positioned to overcome these challenges. As the non-profit partner of the Truckee Library JPA members, we have the resources, skills, and experience to successfully bring this project to fruition.

The Time is Now

Conflicting Measures: Several bond and tax measures are expected to be on the ballot after 2025, including:

- **2026:** TTUSD Measure AA (renewal) and Town of Truckee Measure V (renewal)
- **2028:** Nevada County Measure A (renewal) and Truckee Fire Measure T (renewal)
- **Potential New Bonds/Measures:** TTUSD Site Facilities, TDRPD Facilities, Tahoe Forest Hospital

In alignment with FOTL's values, we recognize the importance of these measures for our community. To avoid conflicts and negative impacts, the optimal timing for the library bond is either November 2025 or no earlier than 2029.

Capital Campaign Interdependence

A feasibility study conducted by CCS Fundraising in summer 2024 demonstrated that FOTL could raise between **\$7M-\$12M**, with early, large gifts serving as a catalyst (e.g., a \$1M pledge already secured). The study highlighted the interdependence of the capital campaign and bond measure, noting that **major donors are more likely to contribute if a bond measure is pursued**. CCS Fundraising specifically recommended:

- Pursuing the bond measure in parallel with the capital campaign.

- Developing messaging that explains the co-dependence of their success.

Rising Costs

- Initial estimates show an annual **\$1.6M-\$2M increase in construction costs**.
- Additional increases are likely due to tariffs and other construction-related factors.

Feasibility of a Successful Campaign

Charles Heath of CivX has stated that, with a **well-run and well-funded campaign**, passing a bond measure in November 2025 is feasible. To support this effort:

- FOTL has plans to establish a **501(c)4 organization (Library Bond Measure Committee)** to advocate for the bond.
- The committee aims to **raise \$100,000**, with identified donors making this goal achievable.
- The committee has the volunteer capacity and intends to hire Charles Heath as a campaign strategist.

Experienced Campaign Leadership

A **16-member leadership team** has formed to lead the bond measure campaign, **10 of whom have direct experience with tax measures**. Key members include:

- **Paco Lindsay, Advisor** – Longtime Truckee leader; co-chaired successful Measure T (wildfire safety) and Measure U (trails) campaigns.
- **Jay Gill, Co-chair** – Technology and marketing leader; co-chaired a successful school parcel tax campaign in Los Altos, CA.
- **Ryan Parrish, Co-chair & FOTL Board Member** – Business owner; co-chaired a successful school tax campaign in Washington state.
- **Lil Schaller, Treasurer** – Former broker/owner; financial expert.
- **Kathleen Eagan, Advisor & FOTL Board Member** – Former Truckee Mayor; extensive finance and strategic planning expertise.

Additional committee members bring expertise in nonprofit leadership, political strategy, finance, voter mobilization, and community engagement.

FOTL's Investment

To date, FOTL has spent or committed over **\$965,000** in donor and grant funds for architectural planning, capital campaign development, and community engagement. Key investments include:

- **MOU Cost Sharing Agreement:** \$500,000 (one-time commitment)
- **Capital Campaign Consultant & Feasibility Study:** \$190,000 (one-time)
- **Capital Campaign Management:** \$125,000 (annually)
- **Community Engagement/Education Campaign:** \$150,000 (annually)

Commitment to Fundraising

Capital Campaign

FOTL is committed to raising **\$10M through a capital campaign**:

- **Feasibility study results**: \$7M-\$12M achievable
- **\$1M pledge secured**, plus an additional **\$350,000 in committed pledges/contributions**
- **600+ identified capital campaign prospects**, including **81 lead (\$100k+) and major donors (\$10K+)**

Foundation & Grant Giving

Beyond private philanthropy, FOTL is pursuing **\$10M from foundations, grants, and public agencies**:

- **Three major foundations** have signaled interest/capacity in **\$1M+ naming gifts**
- Discussions with **two additional agencies** for significant contributions (up to \$1M) are ongoing
- Identified **32 potential foundation partners** with a combined funding potential exceeding **\$8M**
- A dedicated grant researcher is actively expanding opportunities

Demonstrated Community Support

- **Bond Polling results**: Over **70% of the community support** the primary amenities and services the new library would offer.
- **Survey engagement**: Nearly **4,000 respondents** across two surveys.
- **Local endorsements**: Over **40 nonprofits** formally support the new library.
- **Active engagement**:
 - **126 active volunteers**
 - **2,503 newsletter subscribers** with a **53% open rate**
 - **1,644 donors to date**
 - **\$1.5M in closed donations**, plus **\$1.3M in pledged commitments**

The time to move forward with the creation of a new Community Facilities District is now. We have built considerable momentum with key allies and supporters over the past year that we would lose if we delayed. We know that it will only get more expensive to build a new library in future years. We know that additional bond measures are planned to be on the ballot in upcoming years that would compete with this initiative. We have a key window of opportunity to advance this project and Friends of the Truckee Library strongly recommends that we take it.

Help us help you -- let us be your ally in this collaborative effort. We are confident we have the skills, experience, and resources to do this. This recommendation has the full, unanimous support of the entire FOTL Board. We know what we are up against and we are ready.

Signed,

Louise Zabriskie, President
Amy Aves, Vice President
Mary Ellen Clifford, Treasurer
Rebecca Anderson, Secretary
Kathleen Eagan, Board Member
Elizabeth Gardner, Board Member
Joan Jones, Board Member
Kate Korsh, Board Member
Ryan Parrish, Board Member
Mike Rogers, Board Member
Craig Rowe, Board Member