

EXECUTIVE SUMMARY

The objective of the study was to test the support and urgency of the Gretna, NE community for the proposed new library facility. Residents were given the opportunity to respond to a questionnaire mailed to over 1,000 families. Anyone could respond via the web based response. Families had the choice of responding via the mailed hard copy survey or they could go to the library website and click into the link to complete the survey on-line. Safeguards were built into both response mechanisms so that duplicate responses were prevented. The safeguards included specialty printing to reveal non-valid duplicates and the response had to be returned in a preprinted postage paid envelope. Web based responses were limited to one (1) submission per residential computer. No attempts to submit more than one (1) response per computer were logged.

The response rate was very high for a study, which is not unusual since the library has undertaken a feasibility study in the past to test acceptance for a capital campaign to construct a new building and because the library is so heavily used within the community.

- The majority feel strongly about having a new updated library available.
- There is an undercurrent of those who feel the project is too big and expensive.
- The design and features of the project meet with approval.
- The community meeting space is very well received.
- While the majority are in support of a new library, the strength of the support has ebbed since the prior Feasibility Study conducted in 2008.
- For the most part people are supportive of the notion of a new library, but hesitant to self-fund the project with more than nominal financial support.
- Cosgriff's analysis is that the community, inclusive of major gifts would be able to raise upwards of \$2,750,000 - \$3,000,000.
- Annexation area responses were supportive, but not as much so as Gretna residents. The feeling of need and urgency is not as strong as the last study conducted in 2008 with the decrease coming primarily from the annexation area responses.
- The library director and staff were given high marks for their work.
- People are more accepting of a campaign than in the last feasibility study.
- The design and features of the building were given high marks and the meeting spaces are particularly welcomed.