

PALO ALTO BALLOT MEASURE SURVEY
220-2276 WT
N=600

Hello, I'm _____ from FMMA, a public opinion research company. We're conducting a public opinion survey about some important issues that concern residents of Palo Alto. I am not trying to sell you anything and I will not ask you for a donation or contribution of any kind. May I please speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

1. First, I'm going to describe several different types of elections. After I describe each one, please tell me if you vote in every election of that type, most of them, some, a few or do you not vote in that type of election? **(DO NOT ROTATE)**

	<u>EVERY</u>	<u>MOST</u>	<u>SOME</u>	<u>FEW</u>	<u>NONE</u>	<u>(DK/NA)</u>
a. Statewide November general elections	79%	18%	2%	1%	TERM	TERM
b. Statewide June primary elections	65%	20%	7%	3%	5%	1%

2. Generally speaking, how would you rate the City of Palo Alto as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?

Excellent	59%
Good	34%
Just fair	5%
Poor	1%
(DON'T READ/DK/NA)	0%

3. I am going to read a short list of public services in the city of Palo Alto. For each one, please tell me if you think it has a great need for additional funding, some need, a little need or no real need for additional funding. **(ROTATE)**

	<u>GREAT</u> <u>NEED</u>	<u>SOME</u> <u>NEED</u>	<u>LITTLE</u> <u>NEED</u>	<u>NO</u> <u>NEED</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
[]a. Public safety	9%	37%	22%	23%	9%
[]b. Public libraries	29%	40%	12%	14%	6%
[]c. Public schools	28%	38%	9%	13%	11%

NOW I WOULD LIKE TO ASK YOU ABOUT SOME LOCAL BALLOT MEASURES THAT MIGHT APPEAR IN AN UPCOMING PALO ALTO ELECTION.

4. One measure would authorize \$95 million dollars in general obligation bonds to: replace Palo Alto’s public safety building; replace Mitchell Park Library with a new multi-use library and community center; and upgrade facilities at the Main and Downtown city libraries. If the election were held today, would you vote yes in favor of this bond measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	26%
Probably yes-----	22%
Undecided, lean yes-----	6%
TOTAL YES -----	55%
Undecided, lean no -----	4%
Probably no -----	12%
Definitely no -----	18%
TOTAL NO-----	34%
(DON'T READ) Need more info -----	10%
(DON'T READ) DK/NA -----	1%

5. Let me tell you a little bit more about this potential bond measure. It would authorize \$95 million dollars in general obligation bonds for:

- A new public safety building that would provide a safe space for interviewing crime victims; upgrade outdated facilities and technology for storing and analyzing crime evidence; improve earthquake safety; and provide an upgraded Emergency Operations Center and 9-1-1 dispatch system for police, fire and paramedic services.
- A new library and community center at the site of Mitchell Park Library that would include room for larger collections; more computers and improved information technology; space for community meetings and rooms that could be rented to the public for local events; and dedicated spaces for quiet reading and study. Upgrades would also be made to the Main and Downtown libraries.

All bond expenditures would be subject to citizen oversight and independent audits, and no money could be used for administrators' salaries. The projects would meet and exceed state and federal standards for being energy efficient "green buildings."

If the election were held today, would you vote yes in favor of this bond measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes----- **(ASK Q6)**--29%
 Probably yes ----- **(ASK Q6)**--22%
 Undecided, lean yes ----- **(ASK Q6)**--8%
TOTAL YES----- **(ASK Q6)**--**59%**

Undecided, lean no----- **(ASK Q6)**--4%
 Probably no----- **(ASK Q6)**--11%
 Definitely no ----- **(ASK Q6)**--16%
TOTAL NO ----- **(ASK Q6)**--**31%**

(DON'T READ) Need more info----- **(SKIP TO Q7/8)**--8%
(DON'T READ) DK/NA ----- **(SKIP TO Q7/8)**--2%

(ASK Q6 ONLY IF YES/NO IN Q5)

6. Why would you vote **(YES/NO)** on this bond measure? **(OPEN-END; RECORD VERBATIM RESPONSE BELOW)**

a. Yes

Library upgrade/repair/improvement -----	26%
Priority issue/important -----	19%
Public safety building replacement/support police-----	19%
Community benefits/good for public/everyone-----	15%
Library funding - general/like/need library services-----	12%
Library replacement/new multi-use library & community center-----	10%
Combination of issues covered/need new buildings (general) -----	9%
General positive/good idea/sounds good -----	8%
Education benefits/need new library materials to enhance learning -----	7%
Personally use facilities/direct knowledge of need -----	7%
For the future/next generation/kids -----	5%
Cost is acceptable/good investment -----	3%
Dedicated funding/money is needed/will go to right places -----	2%
Bond method of funding favored -----	1%
Work environment improvement -----	1%
Library replacement but not community center -----	1%
Library only - not public safety building-----	1%
Public safety building only - not library -----	0%
NA/Refused-----	2%

b. No

Bond method of funding opposed/no more taxes-----	26%
Priority is wrong/not needed (general)/other issues are more important -----	20%
Cost not acceptable/can't afford/taxes are already too high -----	19%
They have enough money/don't spend current funds right-----	15%
Combination of issues covered/too many issues in measure-----	13%
Library upgrade/repair not needed -----	7%
Library replacement not needed/should renovate current building -----	6%
General negative/bad idea/will be poorly implemented -----	5%
Personally don't use facilities -----	4%
Public safety building replacement not needed/should renovate -----	4%
Libraries don't need more funding -----	3%
New buildings aren't needed/ should use vacant buildings they already own-----	2%
Wording of measure unclear/confusing -----	2%
Emotion-based reasoning used -----	2%
Libraries have been closed -----	1%
Voted no on prior measure -----	0%
Miscellaneous other mentions -----	0%
NA/Refused-----	0%

(RESUME ASKING ALL RESPONDENTS)

NEXT, INSTEAD OF THE BOND MEASURE I JUST DESCRIBED TO YOU, THERE MAY BE TWO SEPARATE BOND MEASURES ON THE BALLOT. LET ME DESCRIBE THEM TO YOU.

(SPLIT SAMPLE C: READ Q7 THEN Q8)

(SPLIT SAMPLE D: READ Q8 THEN Q7)

7. **ONE/ANOTHER** measure would authorize \$45 million dollars in general obligation bonds to fund construction of a new Mitchell Park Library, including a new community center, and upgrades to the Main and Downtown Libraries. Improvements would include room for larger collections, more computers and improved information technology, space for community meetings and rooms that could be rented to the public for local events, and dedicated spaces for quiet reading and study. These projects would meet and exceed state and federal standards for being energy efficient “green buildings.” All bond expenditures would be subject to citizen oversight and independent audits, and no money could be used for administrators’ salaries.

If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	34%
Probably yes-----	21%
Undecided, lean yes-----	9%
TOTAL YES -----	63%
Undecided, lean no -----	6%
Probably no-----	10%
Definitely no -----	16%
TOTAL NO-----	31%
(DON'T READ) Need more info -----	4%
(DON'T READ) DK/NA -----	1%

8. **ONE/ANOTHER** measure would authorize \$50 million dollars in general obligation bonds to fund construction of a new public safety building to be centrally located in Palo Alto. Improvements would include an upgraded Emergency Operations Center and 911 dispatch system for police, fire and paramedic services; safe spaces for interviewing crime victims; and upgrades to outdated facilities and technology for storing and analyzing crime evidence. The project would meet and exceed state and federal standards for being energy efficient “green buildings.” All bond expenditures would be subject to citizen oversight and independent audits, and no money could be used for administrators’ salaries.

If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	27%
Probably yes-----	20%
Undecided, lean yes-----	10%
TOTAL YES -----	57%
Undecided, lean no-----	5%
Probably no-----	11%
Definitely no -----	16%
TOTAL NO-----	32%
(DON'T READ) Need more info -----	8%
(DON'T READ) DK/NA -----	2%

9. It is possible that the two bond measures I just described could appear on the same City ballot. If the \$50 million dollar public safety bond and the \$45 million dollar library and community center bond were on the same ballot, would you vote yes on both of them, no on both of them, or vote yes on just one of them? **(IF YES ON JUST ONE OF THEM, ASK: Which one would you vote yes on?)**

Yes on both measures -----	38%
Yes on public safety bond only -----	14%
Yes on library bond only-----	18%
No on both measures -----	20%
(DON'T READ) Don't know-----	8%

(SPLIT SAMPLE C: ASK Q10-Q14 ABOUT LIBRARY BOND BEFORE Q15-Q17 ABOUT PUBLIC SAFETY BOND)

(SPLIT SAMPLE D: ASK Q15-Q17 ABOUT PUBLIC SAFETY BOND BEFORE Q10-Q14 ABOUT LIBRARY BOND)

NOW I'D LIKE TO ASK YOU SOME MORE SPECIFIC QUESTIONS ABOUT THE POTENTIAL 45 MILLION DOLLAR LIBRARY AND COMMUNITY CENTER BOND MEASURE.

10. Suppose that this library and community center bond measure resulted in an annual property tax increase of _____ (**READ EACH, RECORD**) per 100 thousand dollars of assessed value – which is based on the value of the house as identified on your most recent property tax bill and not its current market value. Would you vote yes in favor of it or no to oppose it? (**IF YES/NO ASK**): "Is that definitely (**YES/NO**) or just probably (**YES/NO**)?" (**IF UNDECIDED, ASK**): "Well, do you lean towards voting yes or no?"

(DO NOT ROTATE)	DEF <u>YES</u>	PROB <u>YES</u>	LEAN <u>YES</u>	LEAN <u>NO</u>	PROB <u>NO</u>	DEF <u>NO</u>	(DK/ <u>NA</u>)
a. 20 dollars-----	28%	15%	8%	6%	15%	23%	6%
b. 16 dollars-----	29%	17%	8%	6%	12%	20%	8%
c. 11 dollars-----	37%	17%	8%	3%	8%	18%	8%

11. The final structure of this library bond measure has not been determined. I am going to read you brief descriptions of several alternative library bond measures; only one of them will ultimately be placed on the ballot. For each, please tell me whether you think you would vote yes in favor of it, or no to oppose it. (**IF YES/NO ASK**): "Is that definitely (**YES/NO**) or just probably (**YES/NO**)?" (**IF UNDECIDED, ASK**): "Well, do you lean towards voting yes or no?" (**DO NOT ROTATE**)

	DEF <u>YES</u>	PROB <u>YES</u>	LEAN <u>YES</u>	LEAN <u>NO</u>	PROB <u>NO</u>	DEF <u>NO</u>	(DK/ <u>NA</u>)
a. A 35 million dollar bond measure that would fund a new Mitchell Park Library <u>and</u> upgrades to the Main and Downtown libraries, but would <u>not</u> include a new community center-----	22%	25%	12%	8%	12%	16%	5%
b. A 25 million dollar bond measure that would fund a new Mitchell Park Library, but would <u>not</u> include upgrades to the Main and Downtown libraries or a new community center -----	17%	16%	10%	11%	17%	24%	5%

12. Next, I am going to read you a list of specific projects that could be funded by the library and community center bond measure. As I read each one, please tell me how important it is to you that the project be funded: extremely important, very important, somewhat important, or not important. **(ROTATE)**

	<u>EXT</u> <u>IMPT.</u>	<u>VERY</u> <u>IMPT.</u>	<u>SW</u> <u>IMPT.</u>	<u>NOT</u> <u>IMPT.</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
[]a. Building a new community center-----	7%	16%	38%	35%	4%
[]b. Replacing the Mitchell Park Library with an upgraded and expanded building -----	19%	29%	31%	18%	3%

(SPLIT SAMPLE A ONLY)

[]c. Expanding children's reading areas in the library-----	19%	35%	28%	15%	3%
[]d. Upgrading and repairing the Main Library -----	15%	34%	29%	19%	3%
[]e. Offering more computers for public use at the Mitchell Park Library-----	16%	25%	31%	23%	4%
[]f. Improving lighting in libraries to make it easier to locate and read books -----	16%	32%	25%	24%	3%

(SPLIT SAMPLE B ONLY)

[]g. Expanding space for books and other items to accommodate a larger collection at the Library -----	22%	32%	27%	16%	2%
[]h. Providing updated facilities for after-school programs such as homework tutoring -----	20%	33%	29%	16%	3%
[]i. Upgrading and repairing the Downtown Library-----	17%	26%	28%	23%	7%
[]j. Providing air conditioning at libraries that currently do not have any-----	18%	21%	27%	29%	4%

(RESUME ASKING ALL RESPONDENTS)

NEXT, I'D LIKE TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSED 45 MILLION DOLLAR LIBRARY AND COMMUNITY CENTER BOND MEASURE.

- 13. First, here's what supporters say about the library and community center bond. Palo Alto libraries have limited space for collections, poor lighting, and do not meet standards for earthquake safety or disabled access. This bond measure will fund upgrades at all Palo Alto branch libraries that have not already been upgraded, and will fund a new Mitchell Park Library and community center with room for expanded collections, better lighting and air conditioning, and more computers for public use. It will also make it possible to offer Palo Alto children and teens more safe after-school activities.

Now that you have heard more about it, let me ask you again. Would you vote yes in favor or no to oppose the 45 million dollar library and community center bond measure? **(IF YES/NO ASK):** "Is that definitely **(yes/no)** or just probably **(yes/no)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes ----- 33%
 Probably yes----- 22%
 Undecided, lean yes----- 10%
TOTAL YES ----- 65%

Undecided, lean no-----5%
 Probably no----- 10%
 Definitely no ----- 16%
TOTAL NO----- 31%

(DON'T READ) Need more info -----3%
(DON'T READ) DK/NA ----- 1%

14. Next, here is what opponents say about the library and community center bond. The proposed bond measure is a waste of taxpayer money. Our current libraries and community centers already meet the city’s needs, and nearly all the money from this measure would be spent on just the Mitchell Park Library. The City should tighten its belt and cut waste from the existing City budget to fund library improvements.

Now that you have heard more about it, let me ask you one last time: would you vote yes in favor or no to oppose the 45 million dollar library and community center bond measure? **(IF YES/NO ASK):** "Is that definitely **(yes/no)** or just probably **(yes/no)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	32%
Probably yes-----	21%
Undecided, lean yes-----	9%
TOTAL YES -----	62%
Undecided, lean no-----	5%
Probably no-----	12%
Definitely no -----	17%
TOTAL NO-----	35%
(DON'T READ) Need more info -----	3%
(DON'T READ) DK/NA -----	0%

(SPLIT SAMPLE D: ASK Q15-Q17 ABOUT PUBLIC SAFETY BOND BEFORE Q10-Q14 ABOUT LIBRARY BOND)

(SPLIT SAMPLE C: ASK Q10-Q14 ABOUT LIBRARY BOND BEFORE Q15-Q17 ABOUT PUBLIC SAFETY BOND)

NOW I'D LIKE TO ASK YOU SOME MORE SPECIFIC QUESTIONS ABOUT THE POTENTIAL 50 MILLION DOLLAR PUBLIC SAFETY BUILDING BOND MEASURE.

15. Suppose that this public safety building bond measure resulted in an annual property tax increase of 22 dollars per 100 thousand dollars of assessed value – which is based on the value of the house as identified on your most recent property tax bill and **not** its current market value. Would you vote yes in favor of it or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	21%
Probably yes-----	20%
Undecided, lean yes-----	7%
TOTAL YES -----	48%
Undecided, lean no-----	6%
Probably no-----	13%
Definitely no -----	25%
TOTAL NO-----	44%
(DON'T READ) Need more info -----	5%
(DON'T READ) DK/NA -----	3%

NEXT, I'D LIKE TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSED 50 MILLION DOLLAR PUBLIC SAFETY BUILDING BOND MEASURE.

16. First, here is a statement from supporters of the public safety building bond. Palo Alto's current public safety building is dangerously out-of-date, with inadequate facilities. These problems could cut off public safety services in an emergency or leave the city open to lawsuits by employees and fines by the state. This bond measure will replace the public safety building with one that will provide safe interview spaces for rape, domestic abuse and child abuse victims; ensure that the chain of crime evidence is maintained; and ensure our public safety officials can still respond rapidly in the event of a natural disaster or emergency.

Now that you have heard more about it, if the election were held today, would you vote yes in favor or no to oppose the 50 million dollar public safety building bond measure? **(IF YES/NO ASK):** "Is that definitely **(yes/no)** or just probably **(yes/no)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	26%
Probably yes-----	20%
Undecided, lean yes-----	9%
TOTAL YES -----	55%

Undecided, lean no-----	7%
Probably no-----	11%
Definitely no -----	20%
TOTAL NO-----	38%

(DON'T READ) Need more info -----	7%
(DON'T READ) DK/NA -----	1%

17. Next, here is what opponents say about the public safety building bond. This bond is just another costly measure we do not need. There is no serious crime problem in Palo Alto, police and fire response times are good enough, and our Police Department is doing a good job with its current facility. City administrators are just trying to scare us into giving them more money to build a fancy new City building. If we really do need improvements, they should use existing funds to upgrade the current facility instead of building a brand-new 50-million dollar building.

Now that you have heard more about it, let me ask you one last time, would you vote yes in favor or no to oppose the 50 million dollar public safety building bond measure? **(IF YES/NO ASK):** "Is that definitely **(yes/no)** or just probably **(yes/no)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	23%
Probably yes-----	20%
Undecided, lean yes-----	7%
TOTAL YES -----	50%
Undecided, lean no -----	7%
Probably no-----	13%
Definitely no -----	22%
TOTAL NO-----	42%
(DON'T READ) Need more info -----	7%
(DON'T READ) DK/NA -----	1%

<p>NOW I WOULD LIKE TO ASK YOU ABOUT A SEPARATE MEASURE THAT MAY ALSO BE ON A FUTURE PALO ALTO BALLOT.</p>

18. This measure would be an annual tax of 99 dollars per parcel to expand library collections, increase library hours by twelve percent, improve cleaning and maintenance of all local libraries, and expand library programs for children, teens and families. The tax would be limited to twenty years, and all expenditures would be subject to citizen oversight and annual audits. If the election were held today, would you vote yes in favor or no to oppose this ballot measure? **(IF YES/NO ASK):** "Is that definitely **(yes/no)** or just probably **(yes/no)**?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?"

Definitely yes -----	26%
Probably yes-----	20%
Undecided, lean yes-----	7%
TOTAL YES -----	53%
Undecided, lean no -----	6%
Probably no-----	10%
Definitely no -----	21%
TOTAL NO-----	38%
(DON'T READ) Need more info -----	6%
(DON'T READ) DK/NA -----	3%

THESE ARE MY FINAL QUESTIONS, AND THEY ARE FOR CLASSIFICATION PURPOSES ONLY.

19. Do you ... (READ LIST)

- Own a single family home----- 71%
- Own a condominium-----5%
- Rent an apartment or home ----- 22%
- (DON'T READ) DK/NA/REFUSED -----2%**

(ASK Q20 ONLY IF HOMEOWNER – CODE 1 OR 2 IN Q19)

20. Did you buy your home before 1978, or in 1978 or after?

- Before 1978----- 34%
- In 1978 or after----- 65%
- (DON'T KNOW/NA) -----1%**

(RESUME ASKING ALL RESPONDENTS)

21. Do you live north or south of Oregon Expressway?

- North----- 47%
- South----- 49%
- (DON'T READ) DK/NA -----4%**

22. What was the last level of school that you completed?

- Grades 1-8----- 1%
- Grades 9-12 ----- 1%
- High School graduate -----4%
- Less than 4 years of college ----- 16%
- College graduate (4) ----- 38%
- Post graduate work/
Professional school ----- 41%
- (DON'T READ) Refused -----0%**

23. Do you have any children under the age of 19 living at home?

- Yes----- 32%
- No ----- 67%
- (DON'T READ) DK/NA -----1%**

24. With which racial or ethnic group do you identify yourself: Latino or Hispanic, White or Caucasian, Black or African-American, Asian-American, or some other ethnic or racial background?

- Hispanic/Latino -----3%
- White/Caucasian ----- 79%
- Black/African-American----- 1%
- Asian-American----- 10%
- Other (**SPECIFY _____**)-----1%
- (DON'T READ) DK/NA/REFUSED -----6%**

25. In what year were you born?

1989-1983 (18-24)	-----	4%
1982-1978 (25-29)	-----	6%
1977-1973 (30-34)	-----	5%
1972-1968 (35-39)	-----	7%
1967-1963 (40-44)	-----	10%
1962-1958 (45-49)	-----	10%
1957-1953 (50-54)	-----	10%
1952-1948 (55-59)	-----	10%
1947-1943 (60-64)	-----	8%
1942-1933 (65-74)	-----	12%
1932 or earlier (75 & over)	-----	13%
(DON'T READ) Refused	-----	5%

26. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2006. Was it:

Under \$50,000 a year	-----	12%
\$50,001 to \$100,000	-----	17%
\$100,001 to \$150,000	-----	16%
\$150,001 to \$200,000	-----	10%
\$200,001 to \$250,000	-----	4%
Over \$250,000	-----	5%
(DON'T READ) Refused	-----	35%

THANK AND TERMINATE

GENDER (BY OBSERVATION): Male ----- 48%
Female ----- 52%

PARTY REGISTRATION: Democrat ----- 54%
Republican ----- 21%
Decline to State ----- 22%
Other ----- 3%

Name _____ Precinct # _____
Address _____ Interviewer _____
Zip _____ Voter ID# _____
Phone # _____
_____ Cluster#

FLAGS

P02 ----- 38%
G02 ----- 60%
R03 ----- 70%
P04 ----- 60%
G04 ----- 87%
N05 ----- 74%
P06 ----- 92%
G06 ----- 88%

VOTE BY MAIL

1 ----- 20%
2 ----- 9%
3+ ----- 29%
Blank ----- 42%

PERMANENT ABSENTEE

Yes ----- 40%
No ----- 60%

A/B SPLIT

A ----- 50%
B ----- 50%

C/D SPLIT

C ----- 50%
D ----- 50%

HOUSEHOLD PARTY TYPE

Dem 1 ----- 25%
Dem 2+ ----- 20%
Rep 1 ----- 8%
Rep 2+ ----- 7%
Ind 1+ ----- 14%
Mix ----- 27%

LIKELY JUNE 2008 VOTER

Yes ----- 76%
No ----- 24%



City of Palo Alto Bond Measure Preliminary Survey

March 5, 2007

220-2276

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

City of Palo Alto Bond Measure Preliminary Survey



Methodology

Slide 2

- **600 telephone interviews with Palo Alto voters likely to cast ballots in the November 2008 general election**
- **Interviews conducted between February 21-27, 2007**
- **Margin of sampling error of +/- 4.0%**
- **Some percentages do not add to 100% because of rounding**

City of Palo Alto Bond Measure Preliminary Survey



Key Findings

Slide 3

- **The overwhelming majority of voters rate Palo Alto's quality of life positively.**
- **Solid majorities of Palo Alto voters support potential bond measures to improve public safety and library facilities.**
- **However, support for all potential measures currently falls short of the two-thirds supermajority threshold.**
- **Support for a library bond is somewhat stronger than support for a public safety bond.**

*Fairbank,
Maslin,
Maullin &
Associates*

*Opinion Research &
Public Policy Analysis*

City of Palo Alto Bond Measure Preliminary Survey



Slide 4

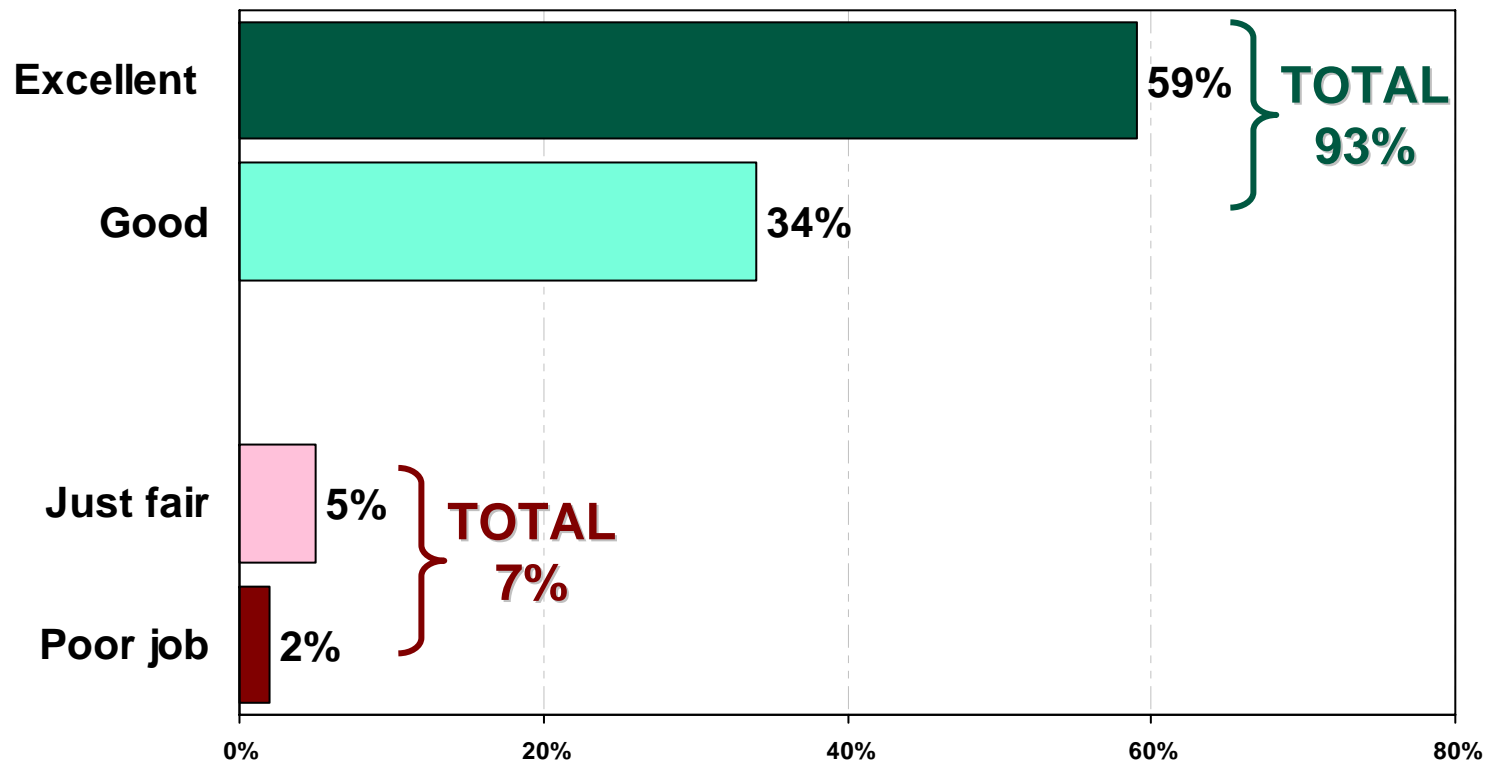
Perceptions of the Community and its Needs

City of Palo Alto Bond Measure Preliminary Survey



Slide 5

Voters believe Palo Alto has an extremely high quality of life.



2. Generally speaking, how would you rate the City of Palo Alto as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?

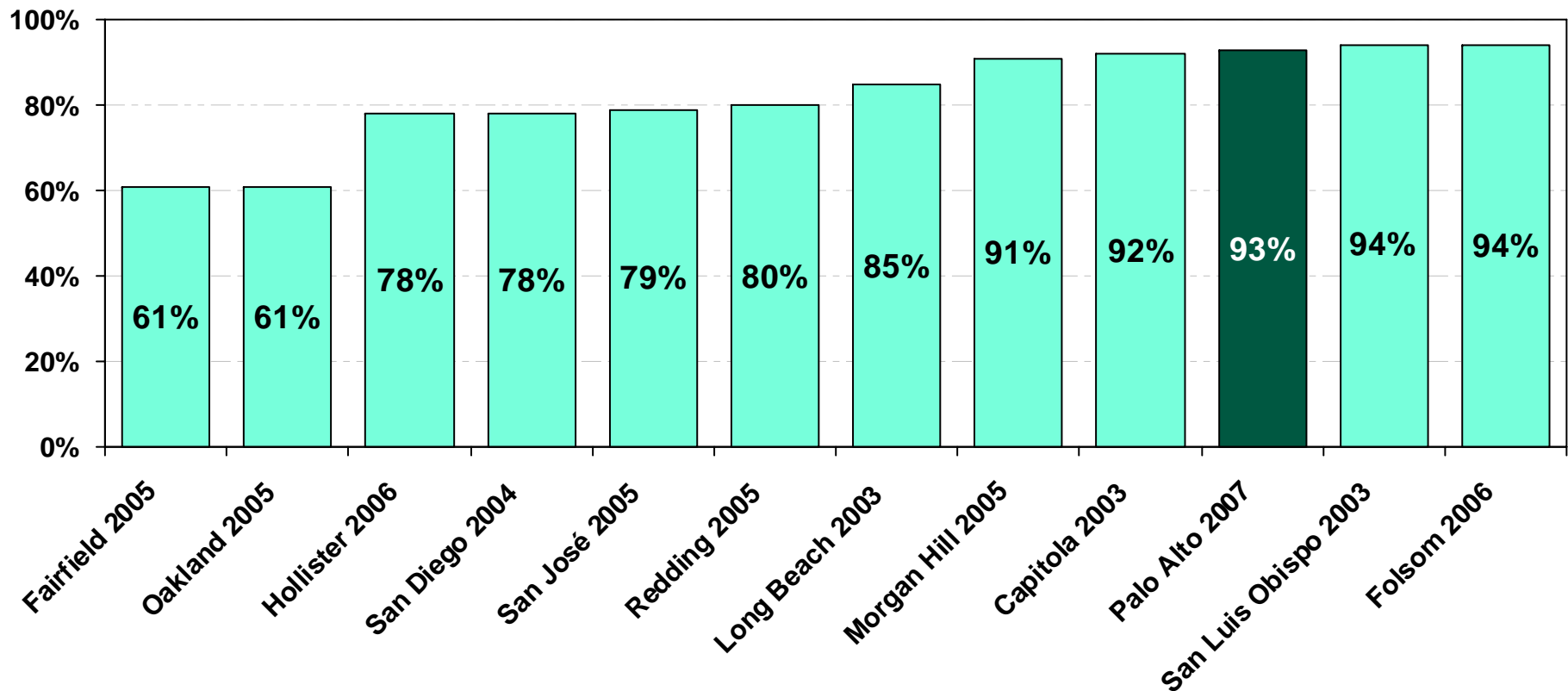
City of Palo Alto Bond Measure Preliminary Survey



Ratings for Palo Alto are more positive than for many other California cities.

Slide 6

(% Excellent/Good)



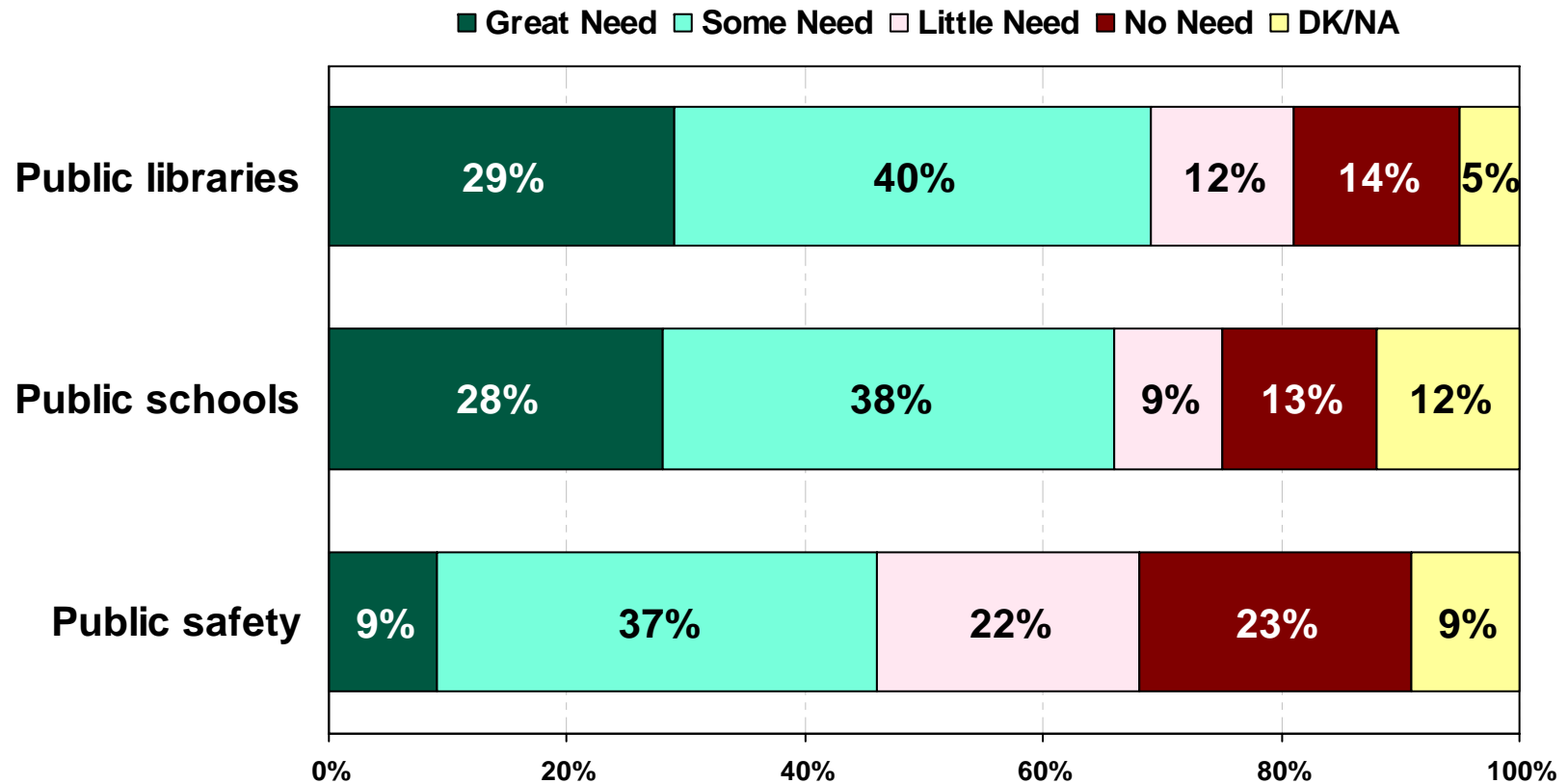
2. Generally speaking, how would you rate the City of Palo Alto as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?

City of Palo Alto Bond Measure Preliminary Survey



Slide 7

Two-thirds of voters see at least some need for additional library funding.



3. I am going to read a short list of public services in the city of Palo Alto. Please tell me if you think it has a great need for additional funding, some need, a little need or no real need for additional funding.

*Fairbank,
Maslin,
Maullin &
Associates*

*Opinion Research &
Public Policy Analysis*

City of Palo Alto Bond Measure Preliminary Survey



Slide 8

Support for Potential Bond Measures

City of Palo Alto Bond Measure Preliminary Survey



\$95 Million Library and Public Safety Bond Description Tested

Slide 9

Let me tell you a little bit more about this potential bond measure. It would authorize \$95 million dollars in general obligation bonds for:

- A new public safety building that would provide a safe space for interviewing crime victims; upgrade outdated facilities and technology for storing and analyzing crime evidence; improve earthquake safety; and provide an upgraded Emergency Operations Center and 911 dispatch system for police, fire and paramedic services.
- A new library and community center at the site of Mitchell Park Library that would include room for larger collections; more computers and improved information technology; space for community meetings and rooms that could be rented to the public for local events; and dedicated spaces for quiet reading and study. Upgrades would also be made to the Main and Downtown libraries.

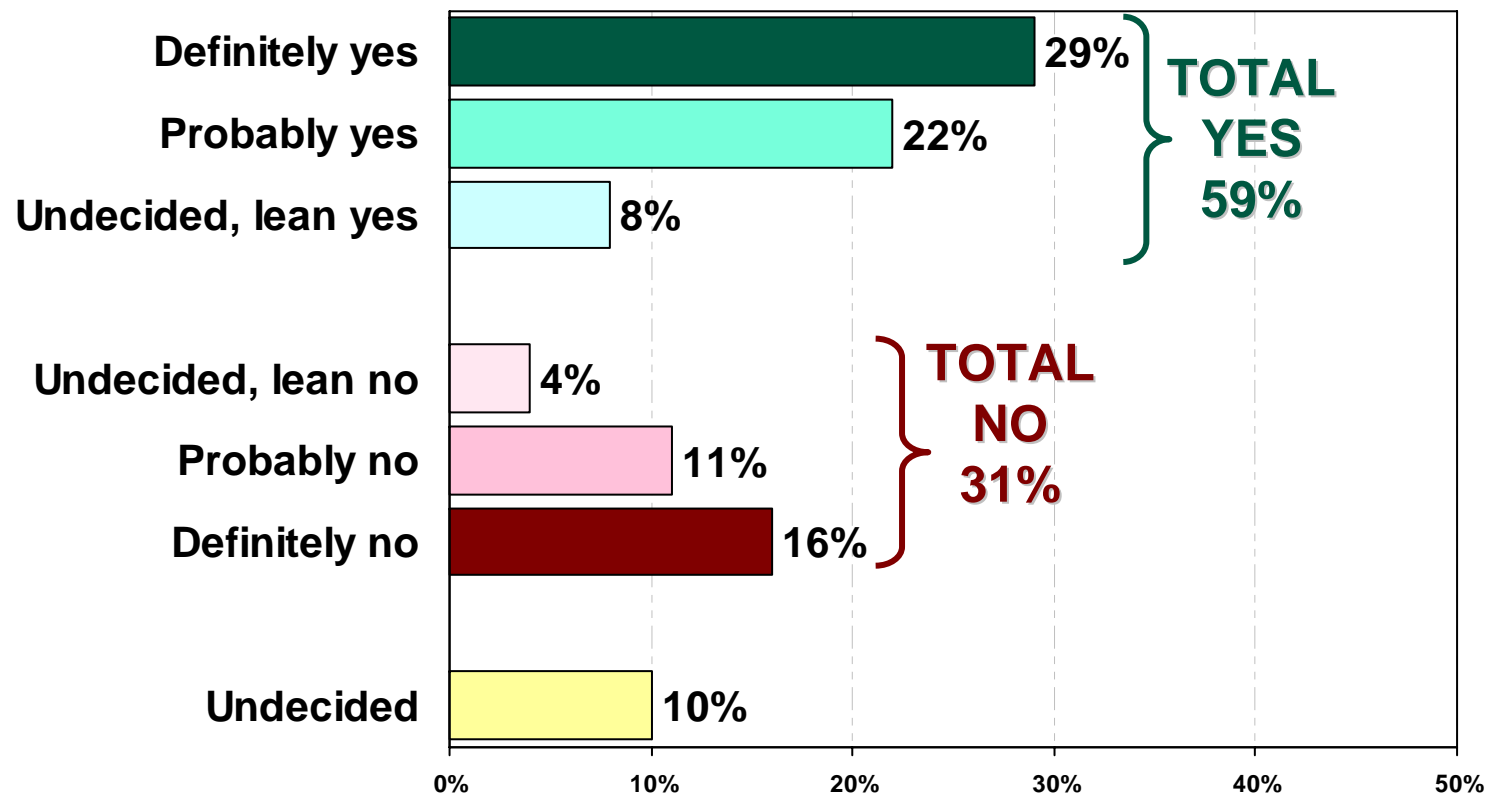
All bond expenditures would be subject to citizen oversight and independent audits, and no money could be used for administrators' salaries. The projects would meet and exceed state and federal standards for being energy efficient "green buildings."

5. If the election were held today, would you vote yes in favor of this bond measure or no to oppose it?

City of Palo Alto Bond Measure Preliminary Survey



Voters support the measure by a two-to-one margin, but it falls short of a two-thirds majority.



5. If the election were held today, would you vote yes in favor of this bond measure or no to oppose it?

City of Palo Alto Bond Measure Preliminary Survey



\$45 Million Library Bond Description Tested

Slide 11

One/Another measure would authorize \$45 million dollars in general obligation bonds to fund construction of a new Mitchell Park Library, including a new community center, and upgrades to the Main and Downtown Libraries. Improvements would include room for larger collections, more computers and improved information technology, space for community meetings and rooms that could be rented to the public for local events, and dedicated spaces for quiet reading and study. These projects would meet and exceed state and federal standards for being energy efficient “green buildings.” All bond expenditures would be subject to citizen oversight and independent audits, and no money could be used for administrators’ salaries.

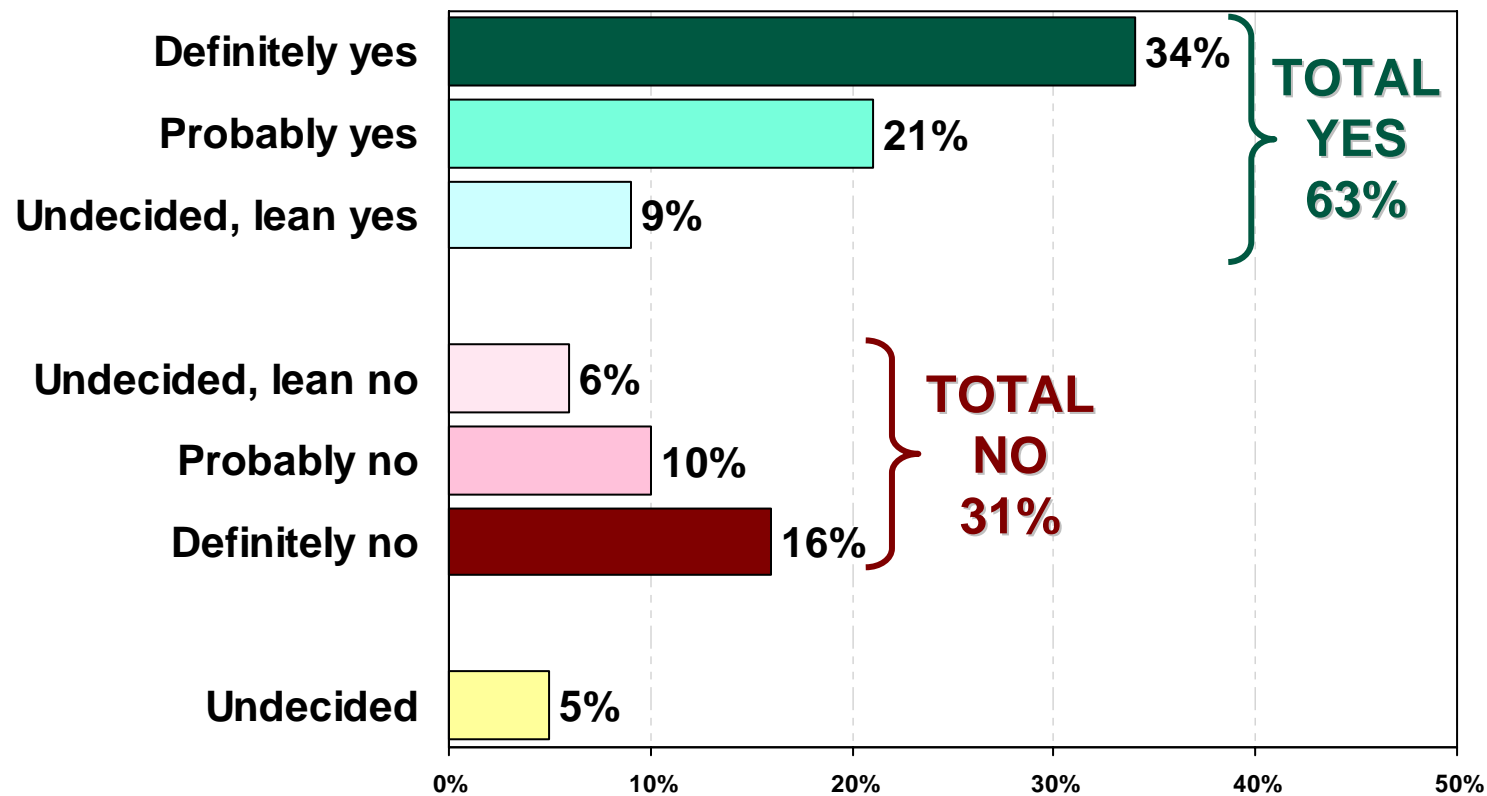
7. If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it?

City of Palo Alto Bond Measure Preliminary Survey



Slide 12

Just under two-thirds of voters support a library bond.



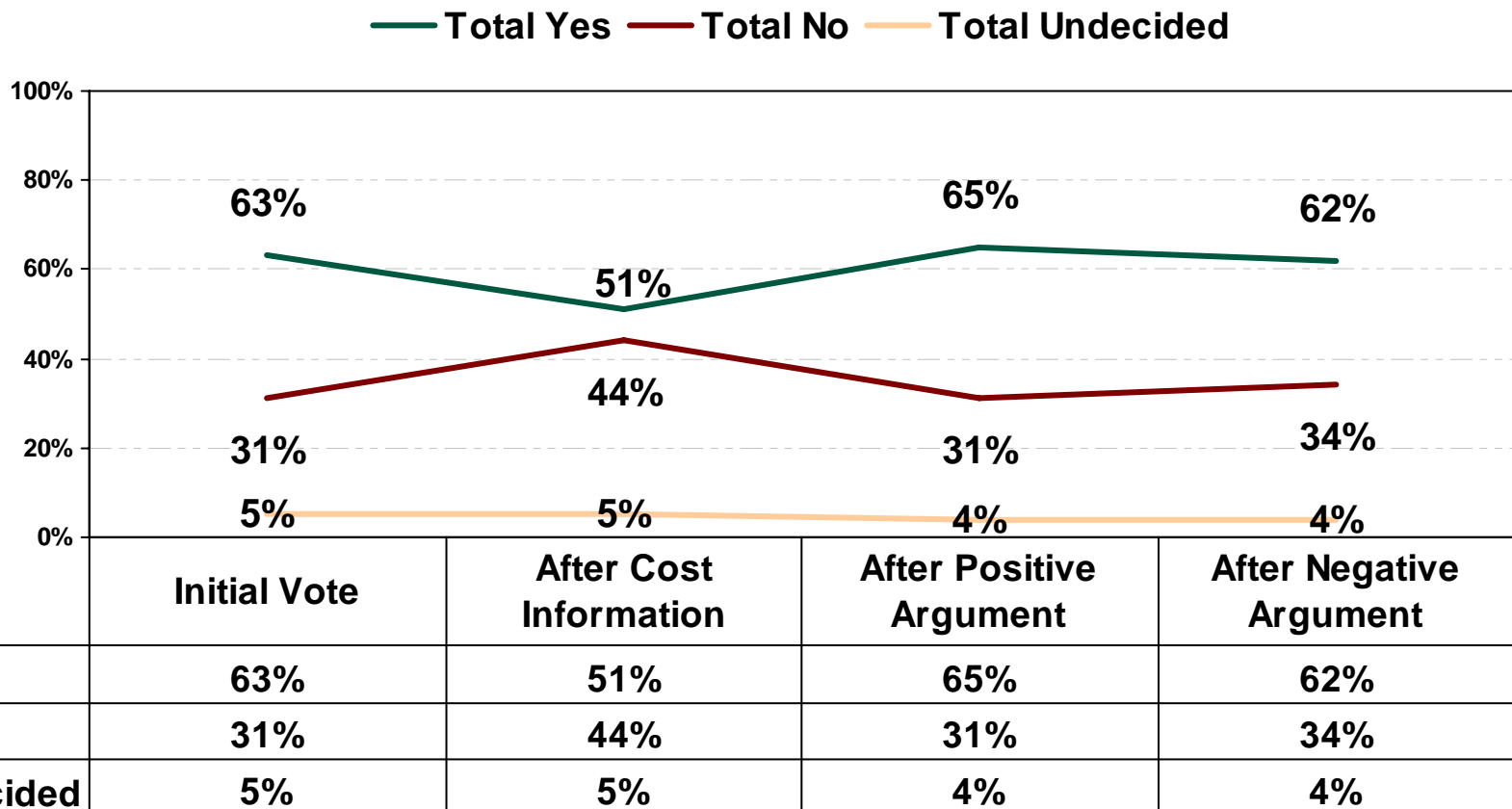
7. If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it?

City of Palo Alto Bond Measure Preliminary Survey



Support for a library bond changes little with pro and con arguments.

Slide 13



City of Palo Alto Bond Measure Preliminary Survey

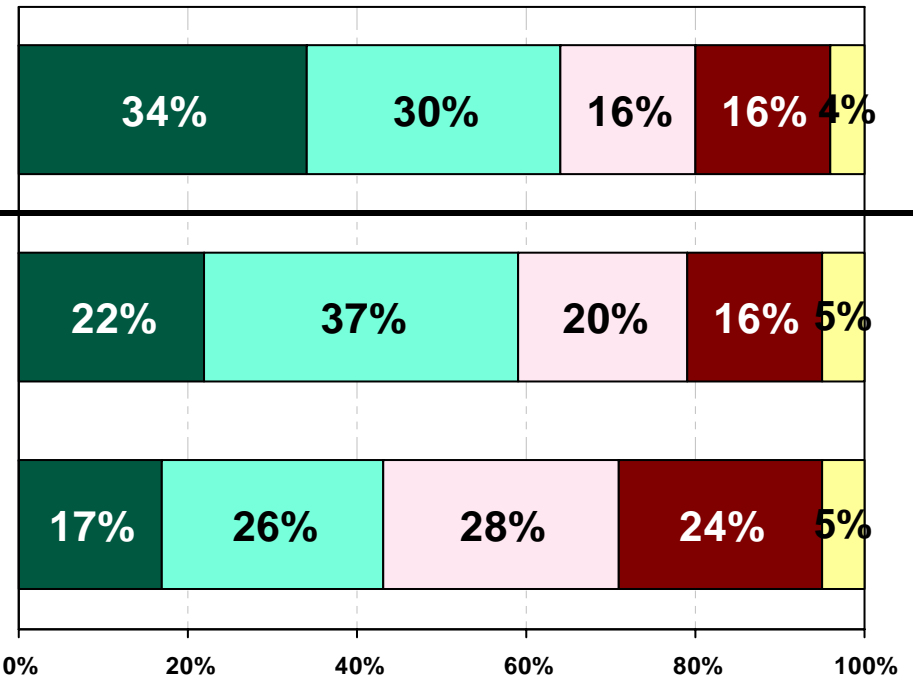


Slide 14

Voters are less enthusiastic about a measure that does not include funding for multiple branches.

■ Definitely Yes ■ Prob./Lean Yes □ Prob./Lean No ■ Definitely No ■ Undecided

\$45 million with funding for Mitchell Park Library, a Community Center and Downtown and Main Libraries (Full Description)



\$35 million with funding for Mitchell Park and Downtown and Main Libraries (Brief Description)

\$25 million with funding for Mitchell Park Library (Brief Description)

7/11. The final structure of this library bond measure has not been determined. I am going to read you brief descriptions of several alternative library bond measures; only one of them will ultimately be placed on the ballot. For each, please tell me whether you think you would vote yes in favor of it, or no to oppose it.

City of Palo Alto Bond Measure Preliminary Survey



Slide 15

Voters rate expansion of collections and improving youth activity areas as the highest priorities for a library bond.

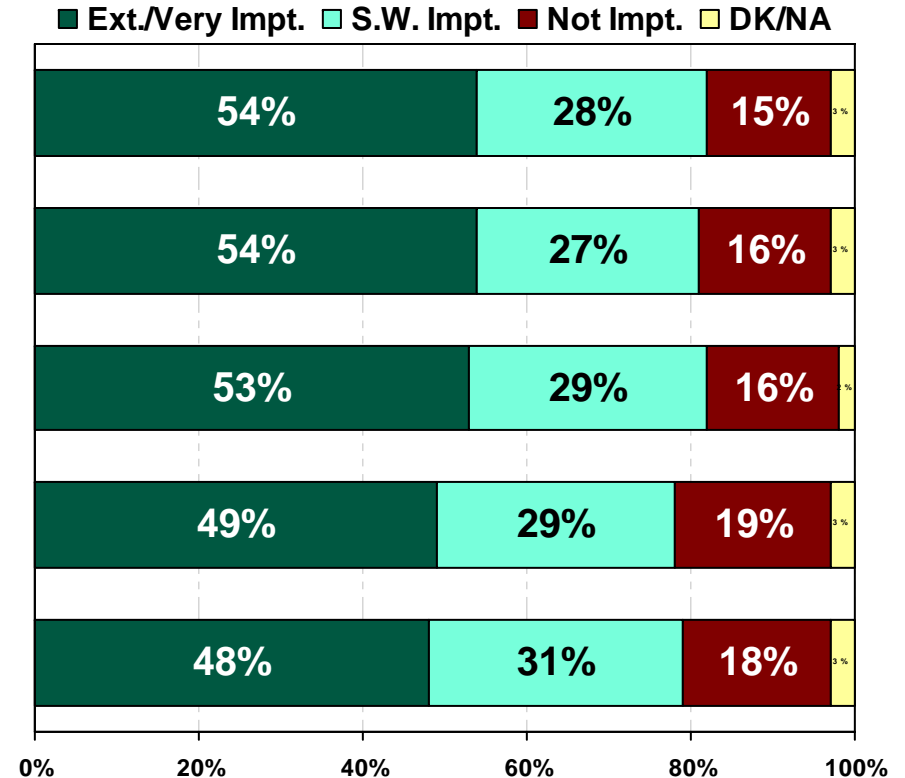
***Expanding children's reading areas in the library**

***Expanding space for books and other items to accommodate a larger collection at the Library**

***Providing updated facilities for after-school programs such as homework tutoring**

***Upgrading and repairing the Main Library**

Replacing the Mitchell Park Library with an upgraded and expanded building



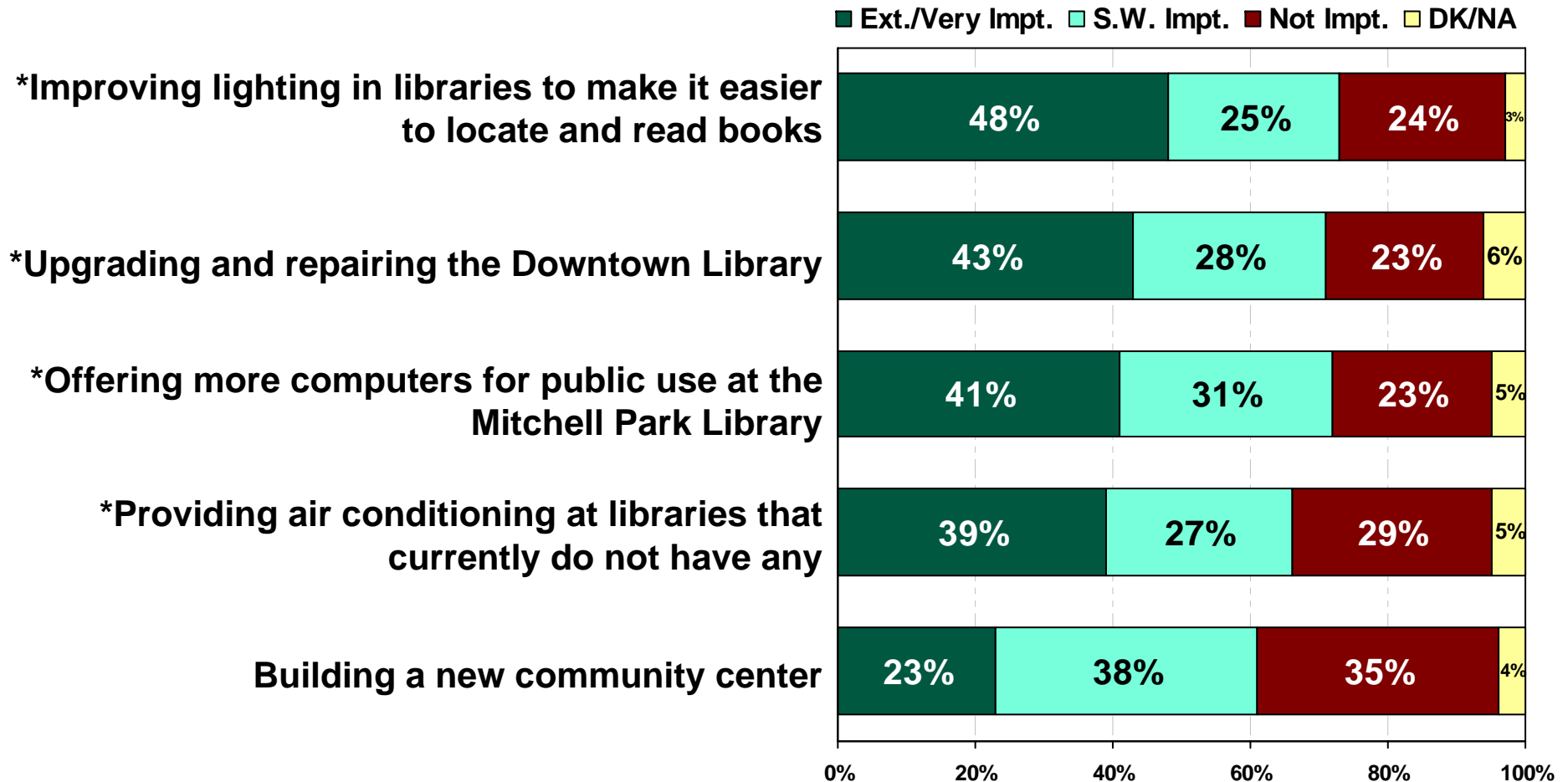
12. I am going to read you a list of specific projects that could be funded by the library and community center bond measure. As I read each one, please tell me how important it is to you that the project be funded: extremely important, very important, somewhat important, or not important. *Split Sample

City of Palo Alto Bond Measure Preliminary Survey



Continued

Slide 16



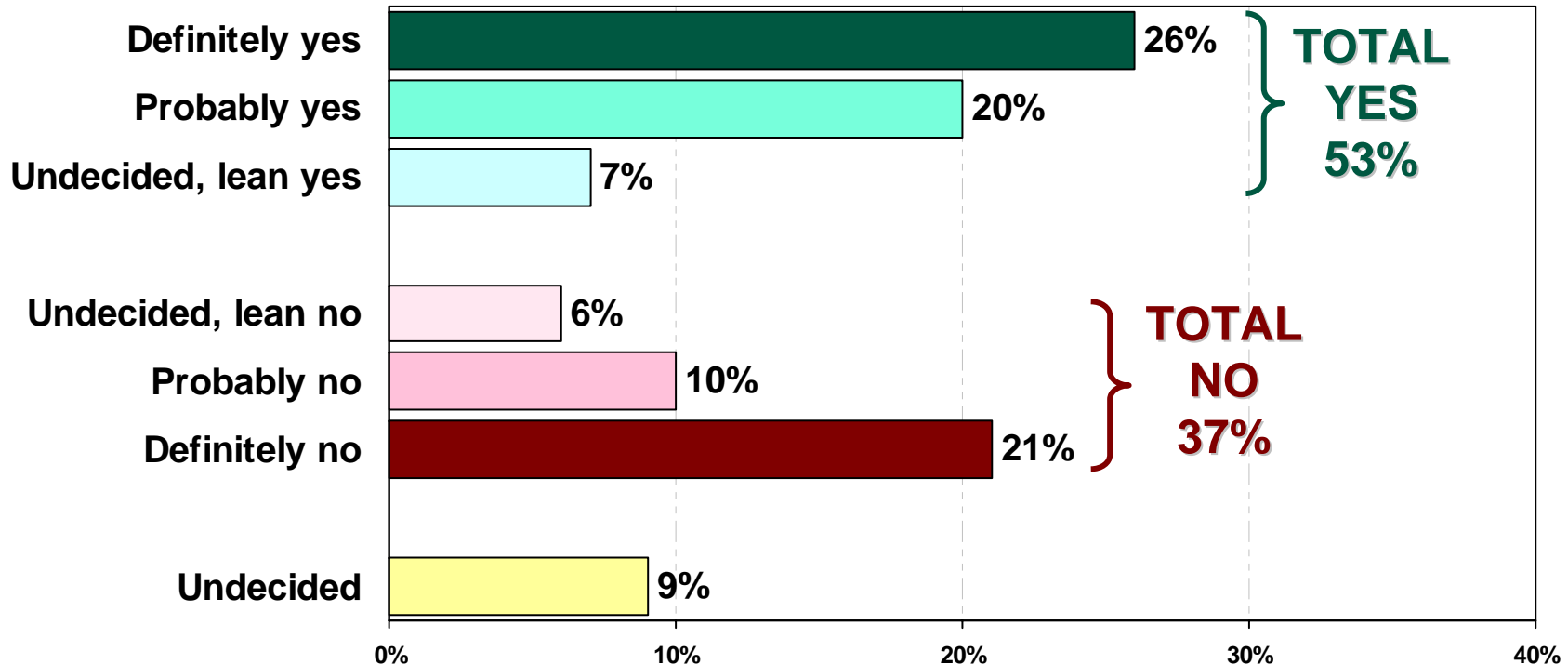
12. I am going to read you a list of specific projects that could be funded by the library and community center bond measure. As I read each one, please tell me how important it is to you that the project be funded: extremely important, very important, somewhat important, or not important. *Split Sample

City of Palo Alto Bond Measure Preliminary Survey



Slide 17

At the conclusion of the survey, a slim majority of voters indicated that they supported a \$99 library parcel tax.



18. Now I would like to ask you about a separate measure that may be on a future Palo Alto ballot. This measure would be an annual tax of \$99 per parcel to expand library collections, increase library hours by twelve percent, improve cleaning and maintenance of all local libraries, and expand library programs for children, teens and families. The tax would be limited to twenty years, and all expenditures would be subject to citizen oversight and annual audits. Would you vote yes in favor or no to oppose this ballot measure?

City of Palo Alto Bond Measure Preliminary Survey



\$50 Million Public Safety Bond Description Tested

Slide 18

One/Another measure would authorize \$50 million dollars in general obligation bonds to fund construction of a new public safety building to be centrally located in Palo Alto. Improvements would include an upgraded Emergency Operations Center and 911 dispatch system for police, fire and paramedic services; safe spaces for interviewing crime victims; and upgrades to outdated facilities and technology for storing and analyzing crime evidence. The project would meet and exceed state and federal standards for being energy efficient “green buildings.” All bond expenditures would be subject to citizen oversight and independent audits, and no money could be used for administrators’ salaries.

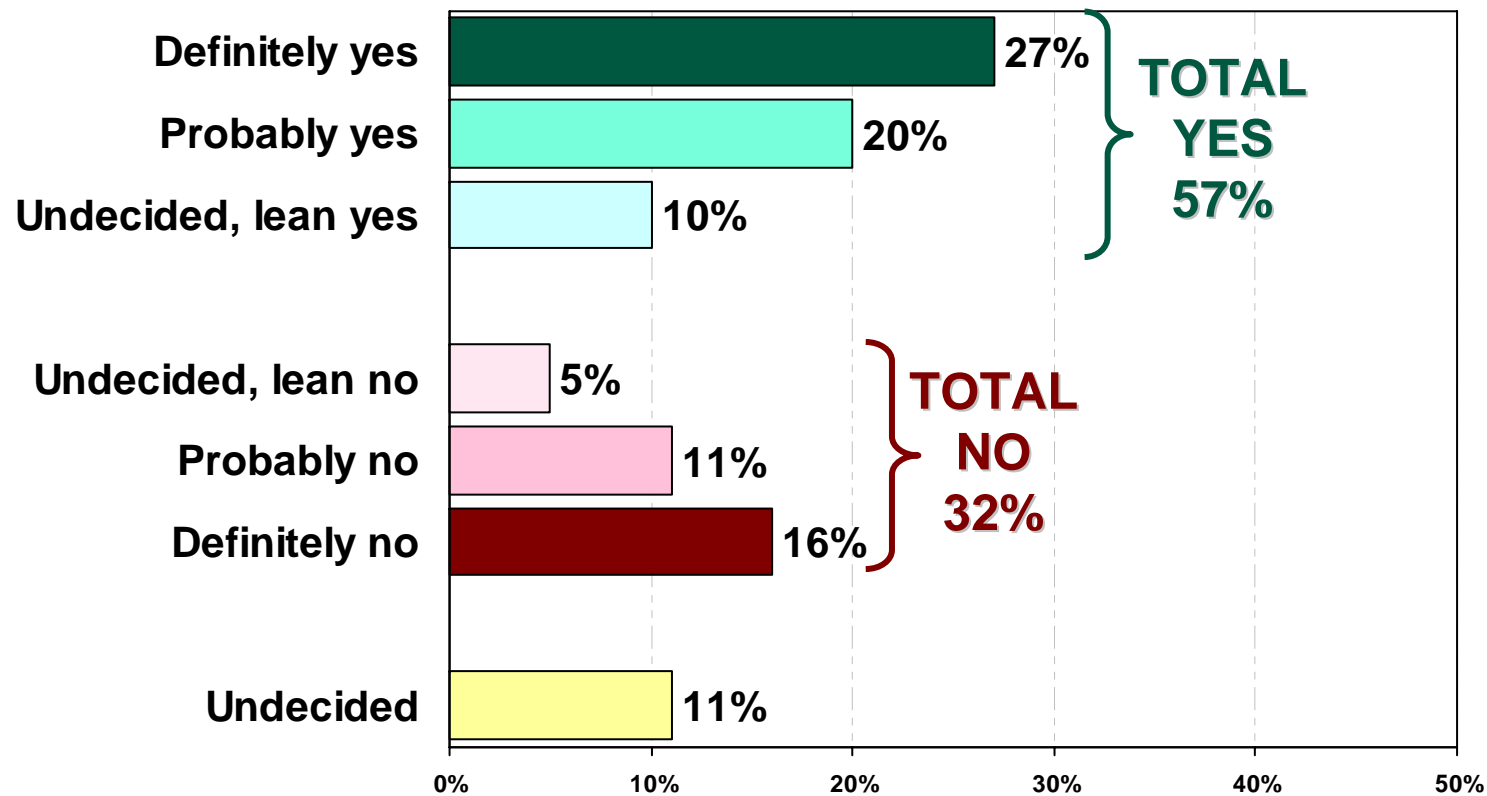
8. If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it?

City of Palo Alto Bond Measure Preliminary Survey



Slide 19

A majority of voters support a public safety bond.



8. If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it?

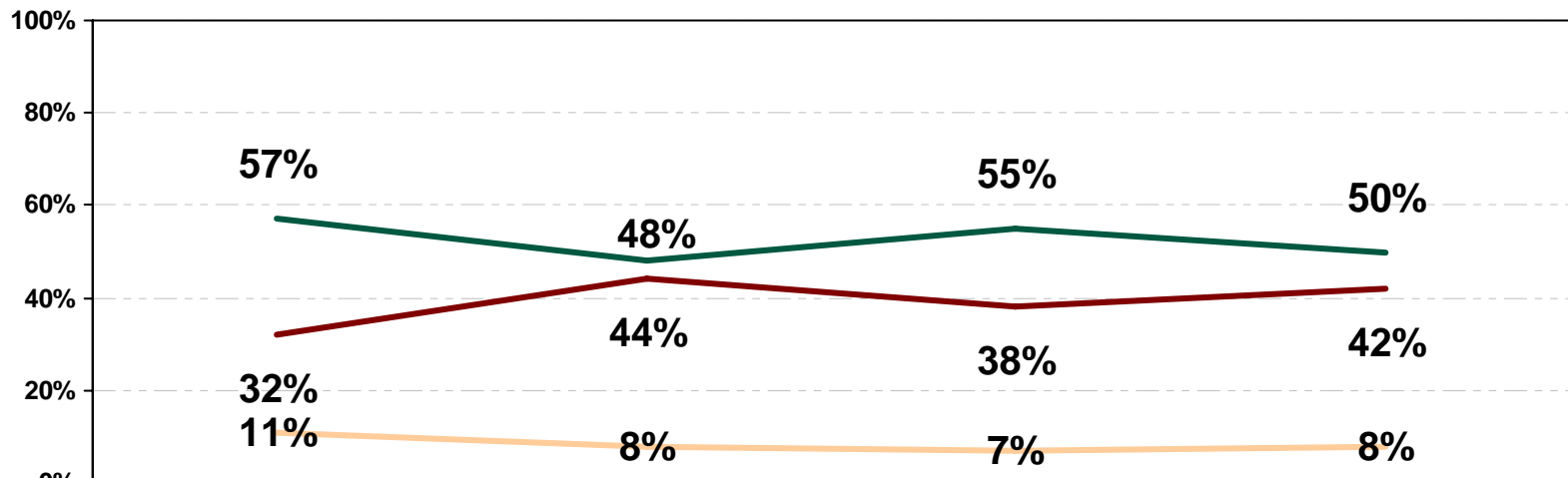
City of Palo Alto Bond Measure Preliminary Survey



Support declines as voters get more information about a public safety bond.

Slide 20

— Total Yes — Total No — Total Undecided



	Initial Vote	After Cost Information	After Positive Argument	After Negative Argument
Total Yes	57%	48%	55%	50%
Total No	32%	44%	38%	42%
Total Undecided	11%	8%	7%	8%

City of Palo Alto Bond Measure Preliminary Survey



Conclusions

Slide 21

- **No proposed bond measure currently receives the support of the required two-thirds of local voters.**
- **The City should consider deferring a bond election until November of 2008.**
- **In the interim, the City should work to educate local residents about the need for library and public safety facility improvements and the work that has been done to develop proposals to address those needs.**



City of Palo Alto Bond Measure Preliminary Survey

March 5, 2007

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Opinion Research & Public Policy Analysis

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