

Los Altos Community Center Campus 2012 Bond Measure Feasibility Survey

April 2012

Overview and Research Objectives



The City of Los Altos commissioned TBWB Strategies and Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a bond measure to replace the deteriorating and inadequate Hillview Recreation Center; build an earthquake safe police station and emergency operation center; and complete related infrastructure improvements;
- Identify the optimum tax amount at which voters will support the measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.



Methodology Overview



Data Collection	Telephone Interviewing	

Fielding Dates
March 22 through March 27, 2012

Interview Length 18 minutes

Sample Size 404 likely August 2012 mail ballot voters and supplemental sample voters

288 likely August 2012 mail ballot voters

Margin of Error ± 4.8% likely August 2012 mail ballot voters and supplemental sample voters
 ± 5.7% likely August 2012 mail ballot voters

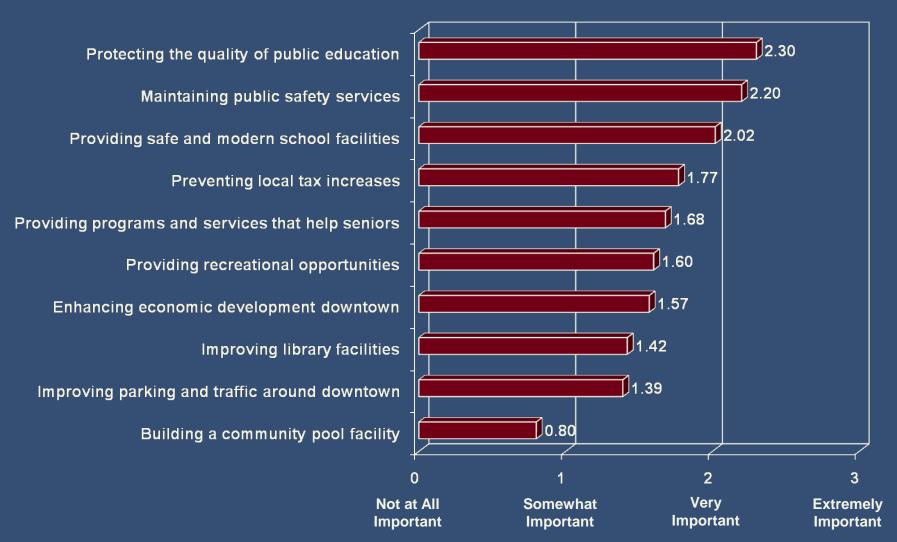
Note: The data have been weighted to reflect the actual population characteristics of likely voters in the City of Los Altos in terms of their gender, age, and political party type.



Key Findings

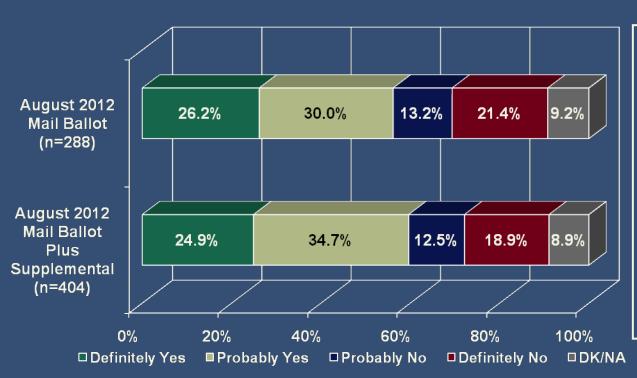
Importance of Local Issues (n=404)





Uninformed Support





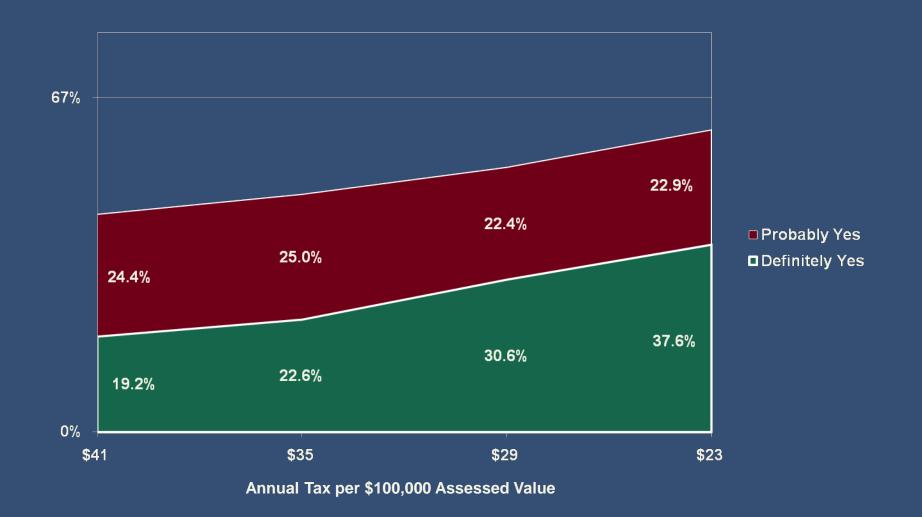
To keep Los Altos neighborhoods safe, provide programs for children, teens and families and help seniors remain active and independent, shall the City of Los Altos secure funds that cannot be taken by the State to:

- replace the deteriorating and inadequate Hillview Recreation Center;
- build an earthquake safe police station and emergency operation center; and
- complete related infrastructure improvements;



Support for Different Rates August 2012 Mail Ballot (n=288)

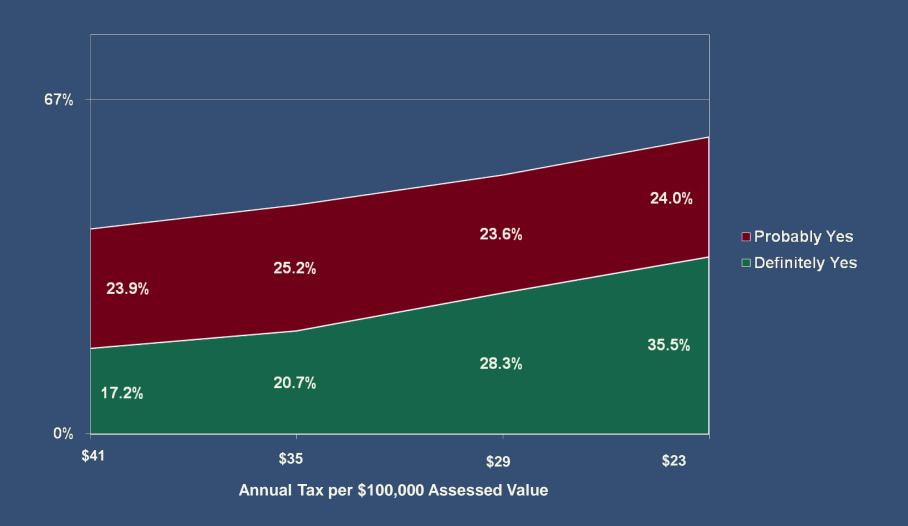






Support for Different Rates August 2012 Mail Ballot Plus Supplemental (n=404)





Features of the Measure (n=404)



SAMPLE A 0.84 Community facilities accessible for disabilities 10.77 Replace outdated police/emergency operation center 10.73 Replace leaky roofs/fix restrooms/update electrical 0.70 Space for children and teen programs 0.67 Space for programs/services that keep seniors healthy D0.66 Extracurricular programs for Los Altos children SAMPLE A 10.63 Community facilities that meet safety standards SAMPLER 10.62 Not be used to construct a new city hall 0.59 Secure police facilities that protect safety of officers Space for children and teen programs 0.50 Replace the deteriorating Hillview Recreation Center ∬0.31 _{SAMPLE} A Improve parking and traffic in and around downtown Classes to keep up with new information/technology SAMPLE B 0.23 Maintain Los Altos' historic apricot orchard No Effect Somewhat **Much More**

Likely

More Likely

Influence of Supporting Statements (n=404)



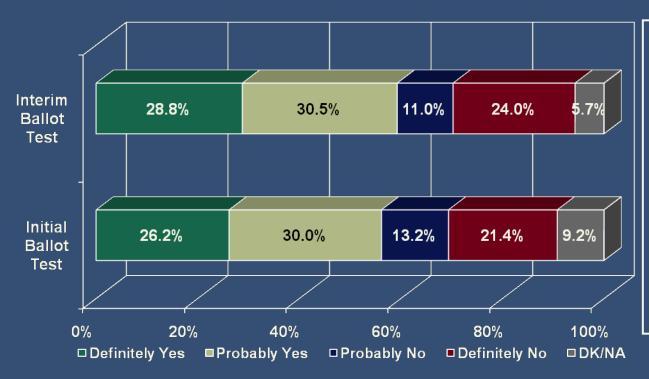
Every ¢ stay in Los Altos/cannot be taken by State Facilities nearly 70 years old, don't meet seismic safety SAMPLE A 1.14 First responders need reliable emergency comm. system 1.12 Only portion of funding would come from measure .07 None of the \$ can be used for administrative salaries SAMPLE E No \$ from measure used to build new City Hall 1.01 Oversight committee and mandatory audits Police station too small to accommodate adequate force 1.00 Hillview Rec. Ctr. built in 1945 as elementary school Community facilities nearly 70 years old, leaky roofs **b.98** Pays for energy efficient facilities/green building 🗇 **0**.97 Low construction costs and interest rates Cost the average homeowner <\$5 per week SAMPLE B 🛛 0.95 Upgrade facilities, reduce wasteful maintenance **1**0.89 Founders made wise decisions and investments SAMPLE A **1**0.87 Police facility does not have adequate space for... SAMPLER 0.86 Police station does not allow safe detention of criminals SAMPLE B 0.81 18-acre Campus is community asset SAMPLE B 0.74 Residents working for >2 yrs developed plan Somewhat **Much More** No Effect

Likely

More Likely

Interim and Uninformed Support August 2012 Mail Ballot (n=288)



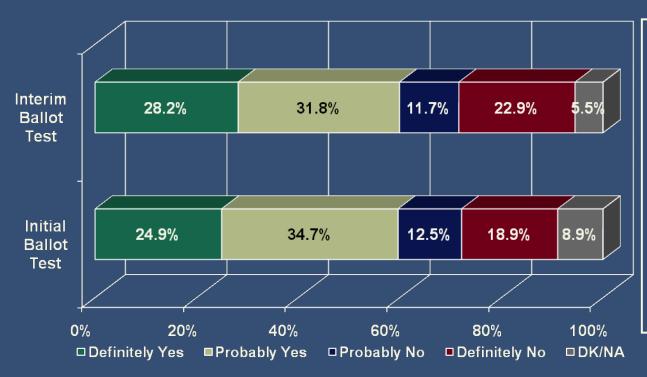


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Interim and Uninformed Support August 2012 Mail Ballot Plus Supplemental (n=404)



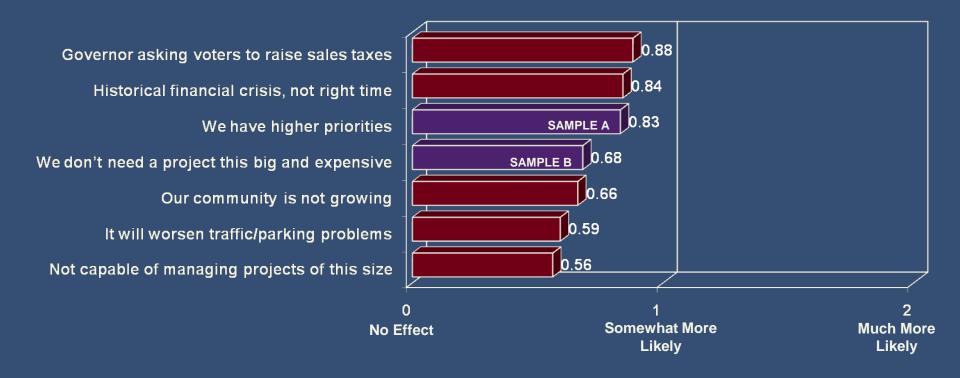


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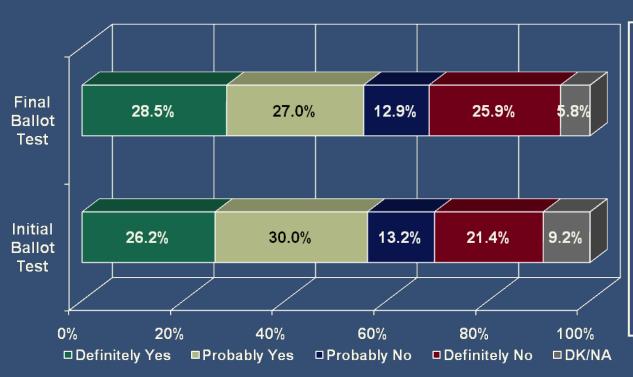
Potential Opposition Statements (n=404)





Informed and Uninformed Support August 2012 Mail Ballot (n=288)



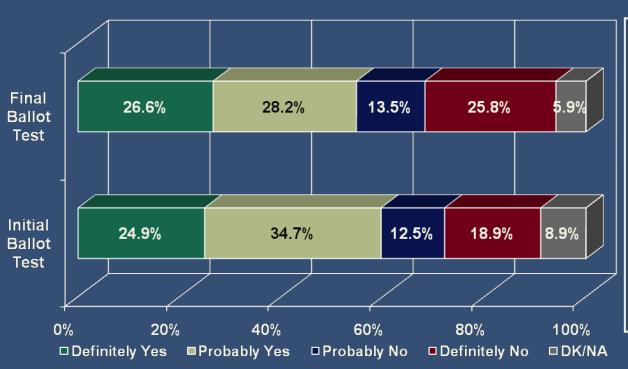


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