GODBE RESEARCH
Gain Insight

LOS ALTOS COMMUNITY CENTER CAMPUS BOND MEASURE FEASIBILITY SURVEY

2012 Bond Measure Feasibility Survey

Topline Report
n=404
Likely 2012 Mail Ballot Voters + Supplemental Universe

March 30, 2012

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
San Mateo, CA 94402

Nevada
59 Damonte Ranch Parkway, Suite B-309
Reno, NV 89521

Southern California/Southwest
4695 MacArthur Court, 11th Floor
Newport Beach, CA 92660

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

SURVEY METHODOLOGY

Godbe Research was commissioned to conduct a survey to assess potential voter support for a bond measure within the City of Los Altos. The survey was also designed to: (a) identify the tax amount at which voters will support the measure; (b) prioritize projects and programs to be funded with the proceeds; and, (c) test the influence of supporting and opposing arguments on potential voter support.

Survey Methodology

Godbe Research conducted a total of 404 interviews representing 17,119 registered voters in the City of Los Altos. This includes a sample of 288 likely August 2012 mail ballot voters and a supplemental sample of 116 lower propensity voters. The error rate is minus 5.7% for the sample of 288 likely August 2012 mail ballot voters, and for the combined sample of 404 interviews is plus or minus 4.8/%. Interviews were conducted from March 22 through March 27, 2012. The average interview time was approximately 18 minutes.

Once collected, the sample of voters was compared with the respective voter population in the City to examine possible differences between the demographics of the sample and the actual universe of voters. The data were weighted to correct these differences, and the results presented are representative of the voter characteristics of City of Los Altos in terms of gender, age, political party type, and election timing.

Questionnaire Methodology

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 1, 4, 5, and 7 were randomized to avoid such position bias.

Mean Scores and Rounding

In addition to the percentage breakdown of responses to each question, results for the questions relating to issues of importance (Q1), features of the measure (Q4), and the positive and negative arguments (Q5 and Q7) include mean scores. For example, to derive the overall importance of a feature of the measure (Q4), a number value is first assigned to each response category (in this case, “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0, “Somewhat Less Likely” = -1, and “Much Less Likely” = -2). The number values that correspond to respondents’ answers were then averaged to produce a final score that reflects the overall importance of that issue. The resulting mean score makes the interpretation of the data considerably easier. Responses of “Don’t Know” (DK/NA) were not included in the calculations of the mean scores for any question.

Conventional rounding rules are used in this report (.5 or above was rounded up, and .4 or below was rounded down). As a result, the percentages may not add up to 100 percent.

ISSUES OF IMPORTANCE

1. I'd like to ask you about some issues in Los Altos. For each one, I'd like you to tell me how important this issue is to you.

   Here's the (first/next): Is _____ extremely important, very important, somewhat important or not at all important to you?

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not At All Important	DK/NA
A. Maintaining public safety services	2.20	39.7%	42.4%	14.0%	3.1%	.8%
B. Improving library facilities	1.42	13.6%	28.5%	43.4%	14.2%	.4%
C. Enhancing economic development in downtown Los Altos	1.57	19.4%	28.9%	36.1%	12.6%	3.0%
D. Protecting the quality of public education	2.30	49.2%	35.0%	11.4%	3.9%	.6%
E. Providing safe and modern school facilities	2.02	33.9%	40.2%	17.7%	6.9%	1.2%
F. Preventing local tax increases	1.77	32.6%	23.7%	28.5%	13.5%	1.6%
G. Providing recreational opportunities for children, families and teens	1.60	15.7%	37.4%	36.2%	9.7%	.9%
H. Providing programs and services that help seniors remain active and independent	1.68	17.5%	42.4%	30.2%	9.5%	.5%
I. Improving parking and traffic around downtown Los Altos	1.39	17.0%	26.3%	33.8%	21.9%	1.0%
J. Building a community pool facility	.80	7.4%	11.5%	34.4%	46.1%	.5%

Computation of Mean Scores:
"Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0.

UNINFORMED BALLOT TEST AND TAX THRESHOLD

2. In the near future, voters in Los Altos may be asked to vote on several ballot measures. Let me read you the description of one potential measure:

   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;

   by issuing $65 million dollars in bonds at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?

   If the election were held today, would you vote yes or no on this measure? Would that be definitely [yes/no] or probably [yes/no]?

	August 2012 Mail Ballot	August 2012 Mail Ballot Plus Supplemental
Definitely Yes	26.2%	24.9%
Probably Yes	30.0%	34.7%
Probably No	13.2%	12.5%
Definitely No	21.4%	18.9%
DK/NA	9.2%	8.9%

3. Right now, the exact tax rate has not been decided to replace the aging community center campus with energy efficient facilities, meeting Los Altos residents' needs.

   If you heard that the annual property tax for a household would increase by an average of _____ per $100,000 of assessed value per year, would you vote yes or no on this ballot measure? Is that definitely (yes/no) or probably (yes/no)?

August 2012 Mail Ballot	Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
A. $41 per $100,000 in assessed value	19.2%	24.4%	17.3%	31.9%	7.2%
B. $35 per $100,000 in assessed value	22.6%	25.0%	15.7%	30.6%	6.1%
C. $29 per $100,000 in assessed value	30.6%	22.4%	13.4%	29.1%	4.6%
D. $23 per $100,000 in assessed value	37.6%	22.9%	10.9%	24.2%	4.4%

August 2012 Mail Ballot Plus Supplemental	Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
A. $41 per $100,000 in assessed value	17.2%	23.9%	20.1%	30.6%	8.2%
B. $35 per $100,000 in assessed value	20.7%	25.2%	18.3%	28.7%	7.1%
C. $29 per $100,000 in assessed value	28.3%	23.6%	15.4%	27.5%	5.2%
D. $23 per $100,000 in assessed value	35.5%	24.0%	11.8%	23.5%	5.3%

FEATURES OF THE MEASURE

4. Now, let's talk about how the money raised by this measure might be spent in the City of Los Altos. As I read each statement, please tell me if it would make you more or less likely to vote for the measure.

   If you heard the funds would_____, would you be more or less likely to vote for the measure? Is that much (more/less) likely or somewhat (more/less) likely?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
A. Replace the deteriorating and inadequate Hillview Recreation Center	.50	28.9%	28.8%	15.8%	12.1%	12.7%	1.7%
B. Maintain Los Altos' historic apricot orchard	.23	21.6%	23.6%	23.0%	14.8%	14.7%	2.3%
C. Not be used to construct a new city hall	.62	34.2%	20.9%	20.6%	11.1%	9.2%	3.9%
D. Provide space for programs and services that keep seniors healthy, active independent and connected to the community	.67	35.9%	25.7%	16.7%	10.9%	10.2%	.7%
E. Provide space for children and teen programs such as school tutoring, homework assistance, enrichment classes, art and music	.70	35.1%	28.3%	14.8%	10.6%	9.6%	1.6%
F. Replace the outdated police and emergency operation center to ensure stable communication in times of earthquakes or other disasters and to support the quickest possible emergency response times	.77	40.4%	25.9%	12.9%	9.1%	10.8%	.9%
G. Provide secure police facilities that protect the safety of our officers and allow for the detention and prosecution of those who commit crimes in Los Altos	.59	32.8%	27.4%	14.8%	12.6%	11.2%	1.3%
H. Replace leaky roofs; fix restrooms that are frequently out of service; update outdated electrical systems that are unsafe, unreliable and cannot accommodate modern technology; and replace outdated and inefficient heating and ventilation systems	.73	38.0%	26.2%	13.5%	6.7%	12.5%	3.2%
I. [Split Sample A] Improve parking and traffic in and around downtown Los Altos	.31	28.1%	19.0%	19.9%	15.5%	14.9%	2.5%
J. [Split Sample A] Make Los Altos' community facilities accessible for people with disabilities	.84	42.3%	22.8%	18.7%	6.0%	9.2%	1.1%
K. [Split Sample A] Provide extracurricular programs for Los Altos children that help them qualify for college and compete for good jobs	.66	36.8%	22.6%	21.1%	6.4%	12.0%	1.2%

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
L. [Split Sample B] Provide community facilities that meet current safety standards and codes	.63	28.8%	31.9%	19.2%	9.8%	8.8%	1.5%
M. [Split Sample B] Provide space for children and teen programs that keep them off the streets and out of trouble	.53	25.6%	32.0%	19.4%	11.1%	10.1%	1.8%
N. [Split Sample B] Provide classes that allow Los Altos residents of all ages to keep up with new information and technology	.23	19.1%	27.6%	20.5%	15.3%	14.3%	3.2%

Computation of Mean Scores:
"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

POSITIVE STATEMENTS

5. During the next several months, voters will hear arguments from supporters in favor of the measure we have been discussing. As I read each of the arguments for the measure, please tell me if you would be much more likely or somewhat more likely to vote "YES" on the measure, given the argument.

   Here's the (first/next): _____. Does hearing this make you much more likely or somewhat more likely to vote YES on the measure – or does it have no effect on your opinion?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
A. Every penny will stay in Los Altos and cannot be taken away by the State or other jurisdictions	1.21	49.2%	21.7%	28.5%	.6%
B. An independent citizens' oversight committee and mandatory annual audits will ensure funds are spent as promised	1.01	37.6%	25.2%	36.5%	.8%
C. The current police facility does not have adequate space for maintaining evidence, which compromises the prosecution of criminals who break laws in Los Altos	.87	31.1%	23.2%	43.5%	2.2%
D. Historically low construction costs and interest rates mean we can complete this project for less right now than we will be able to in the future	.97	35.8%	24.1%	39.0%	1.0%
E. By upgrading our out-of-date facilities and making them more efficient, we reduce wasteful maintenance and operating costs and put the savings into programs and services that benefit our community	.95	33.5%	26.4%	38.4%	1.7%
F. This measure pays for energy efficient facilities and green building practices, which not only means substantial yearly maintenance cost savings for the City, but is also good for the environment	.98	36.6%	23.4%	38.4%	1.6%
G. In an earthquake, fire or other disaster our first responders need a reliable emergency communications system to respond quickly and save lives	1.14	44.0%	25.3%	30.1%	.6%
H. [Split Sample A] Los Altos is a great community because our founders made wise decisions and investments that we benefit from. This is our chance to continue that legacy and provide a community asset for future generations	.89	33.3%	21.4%	44.1%	1.2%
I. [Split Sample A] Community facilities are nearly 70 years old, do not meet current seismic and safety standards, and urgently need to be replaced for the safety of children, families and seniors who use them each day	1.19	44.6%	28.7%	25.5%	1.2%

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
J. [Split Sample A] The current Los Altos police station is too small to accommodate an adequate police force for a community of our size	1.00	38.3%	19.8%	38.3%	3.6%
K. [Split Sample A] Only a portion of the funding would come from this measure. The remainder of the project would be funded through grants, matching funds and private sources	1.12	43.7%	22.5%	31.6%	2.1%
L. [Split Sample A] The Hillview Recreation Center was built in 1945 as an elementary school, and never intended to be a community center. It is worn out and no longer able to serve our community	.99	34.2%	27.2%	35.5%	3.1%
M. [Split Sample A] No funds from this measure may be used to build a new City Hall facility	1.05	43.6%	16.4%	38.3%	1.6%
N. [Split Sample B] The 18-acre Los Altos Community Center Campus is a community asset that prior generations left to us. This measure will allow us to make the most of this community asset for our benefit and for future generations of Los Altos residents	.81	26.5%	26.5%	45.4%	1.6%
O. [Split Sample B] Community facilities that are nearly 70 years old, have leaky roofs, unusable restrooms, outdated electrical systems, and worn out heating and ventilation systems that need to be replaced for the safety of children, families and seniors who use them each day	.98	33.3%	30.3%	35.6%	.7%
P. [Split Sample B] The current Los Altos police station does not allow for the safe detention of criminals, which compromises the safety of our police officers	.86	30.1%	22.9%	44.0%	3.0%
Q. [Split Sample B] This measure will cost the average homeowner less than $5 per week and many will pay much, much less. The entire cost is deductible on state and federal income taxes	.95	36.5%	19.2%	41.0%	3.3%
R. [Split Sample B] A committee of Los Altos residents, working for more than 2 years, has developed a plan to improve the community center and continue providing quality facilities and programs for Los Altos residents	.74	25.0%	23.8%	50.8%	.4%
S. [Split Sample B] None of the money can be used for administrative salaries	1.07	42.8%	21.8%	35.5%	0%

Computation of Mean Scores:
“Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0.

INTERIM BALLOT TEST

6. Now that you know more about the measure, let me read you the summary again.

   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;

   by issuing $65 million dollars in bonds at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?

   If the election were held today, would you vote yes or no on this measure? Would that be definitely [yes/no] or probably [yes/no]?

	August 2012 Mail Ballot	August 2012 Mail Ballot Plus Supplemental
Definitely Yes	28.8%	28.2%
Probably Yes	30.5%	31.8%
Probably No	11.0%	11.7%
Definitely No	24.0%	22.9%
DK/NA	5.7%	5.5%

NEGATIVE STATEMENTS

7. During the next several months, voters will hear arguments from opponents against the measure we have been discussing. As I read each of the arguments against the measure, please tell me if you would be much more likely or somewhat more likely to vote "NO" on the measure, given the argument.

   Here's the (first/next): _____. Does hearing this make you much more likely or somewhat more likely to vote "NO" on the measure – or does it have no effect on your opinion?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
A. With a historical financial crisis on our hands, now is not the right time to raise taxes	.84	33.9%	14.5%	50.0%	1.7%
B. The governor will be asking voters to raise sales taxes and another group will be asking voters to approve an income tax increase in November. We cannot afford to pay even more taxes by supporting this measure	.88	35.5%	15.0%	46.9%	2.6%
C. Our community is not growing. Why do we need a bigger community center and police station?	.66	25.5%	13.2%	58.4%	2.9%
D. If this measure passes, it will worsen traffic congestion and parking problems on San Antonio Road and around downtown	.59	21.4%	14.4%	61.6%	2.6%
E. The City of Los Altos is not capable of managing projects of this size and scope	.56	20.5%	13.6%	62.5%	3.4%
F. [Split Sample A] We have higher priorities, like preventing cuts to our local schools and protecting quality education	.83	31.1%	19.4%	47.9%	1.5%
G. [Split Sample B] We don't need a project this big and expensive. We should take the money we have and focus only on upgrading our community center	.68	24.5%	18.4%	55.8%	1.4%

Computation of Mean Scores:
"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0.

INFORMED BALLOT TEST

8. Now that you have heard a little more about the potential ballot measure, let me read you a summary of the measure again.

   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;

   by issuing $65 million dollars in bonds at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?

   If the election were held today, would you vote yes or no on this measure? Would that be definitely [yes/no] or probably [yes/no]?

	August 2012 Mail Ballot	August 2012 Mail Ballot Plus Supplemental
Definitely Yes	28.5%	26.6%
Probably Yes	27.0%	28.2%
Probably No	12.9%	13.5%
Definitely No	25.9%	25.8%
DK/NA	5.8%	5.9%

DEMOGRAPHICS

Now, just a few background questions for comparison purposes.

A. Do any children under the age of 18 live in your household?

Yes	36.5%
No	63.1%
DK/NA	.4%

Those are all the questions I have for you. Thank you very much for participating.

B. Respondent's Gender [Recorded from voice.]

Male	47.7%
Female	52.3%

Information From Voter File

All information is included in voter registration records, and these items will not be asked during interviews.

C. Age

18 to 29	8.7%
30 to 39	7.0%
40 to 49	20.0%
50 to 64	33.6%
65 and over	27.3%
Not Coded	3%

D. Ethnic Surname

Chinese	5.2%
Jewish	3.4%
Italian	2.2%
Hispanic	1.9%
Korean	.6%
Armenian	.6%
Vietnamese	.6%
Japanese	.5%

E. Homeownership Status

Owner	87.4%
Renter	12.6%

F. Neighborhood (based on precincts)

North Los Altos	TBD
Central Los Altos	TBD
South Los Altos	TBD
Refused	TBD

G. Phone Type

Cell phone	11.4%
Landline	88.6%

H. Individual Party

Democrat	41.7%
Republican	32.8%
Other	2.6%
DTS	23.0%

I. Household Party Type

Democrat (1)	15.5%
Democrat (2+)	15.3%
Republican (1)	8.9%
Republican (2+)	14.0%
Other (1)	8.9%
Other (2+)	7.9%
Democrat & Republican	9.6%
Democrat & Other	10.7%
Republican & Other	6.6%
Mixed	2.7%

J. Registration Date

2009 to present	8.0%
2005 to 2008	24.5%
2001 to 2004	19.4%
1997 to 2000	13.2%
1993 to 1996	7.6%
1981 to 1992	13.7%
1980 or before	13.6%

K. Voting History

	No	Poll	Mail
June 2006	47.1%	27.7%	25.2%
November 2006	25.9%	37.9%	36.2%
November 2007	63.5%	5.0%	31.5%
February 2008	26.3%	22.7%	51.0%
June 2008	55.2%	5.8%	39.1%
November 2008	8.0%	15.6%	76.5%
May 2009	45.1%	11.4%	43.6%
June 2010	26.3%	15.7%	58.0%
November 2010	12.2%	19.2%	68.6%

L. Times Voted in Past Elections

1 of 9	9.3%
2 of 9	6.2%
3 of 9	5.6%
4 of 9	6.4%
5 of 9	14.0%
6 of 9	9.4%
7 of 9	12.6%
8 of 9	16.9%
9 of 9	19.6%

M. Times Voted Absentee

1 of 9	19.5%
2 of 9	8.3%
3 of 9	6.6%
4 of 9	8.6%
5 of 9	10.9%
6 of 9	10.6%
7 of 9	12.9%
8 of 9	10.9%
9 of 9	11.8%

N. Permanent Absentee Voter

Yes	75.3%
No	24.7%

O. Likely Absentee Voter

Yes	61.9%
No	38.1%