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North County Library Authority: 2018 Revenue Measure Survey

July 2018

The North County Library Authority commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a bond measure or a parcel tax to provide an earthquake-safe, energy efficient library with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Landline (52), cell phone (47), text to online (335), and email to online (52) interviewing
- Universe 19,685 likely November 2018 voters in the North County Library Authority
- Fielding Dates June 25 through July 7, 2018
- Interview Length 20 minutes
- Sample Size 486
- Margin of Error $\pm 4.39\%$



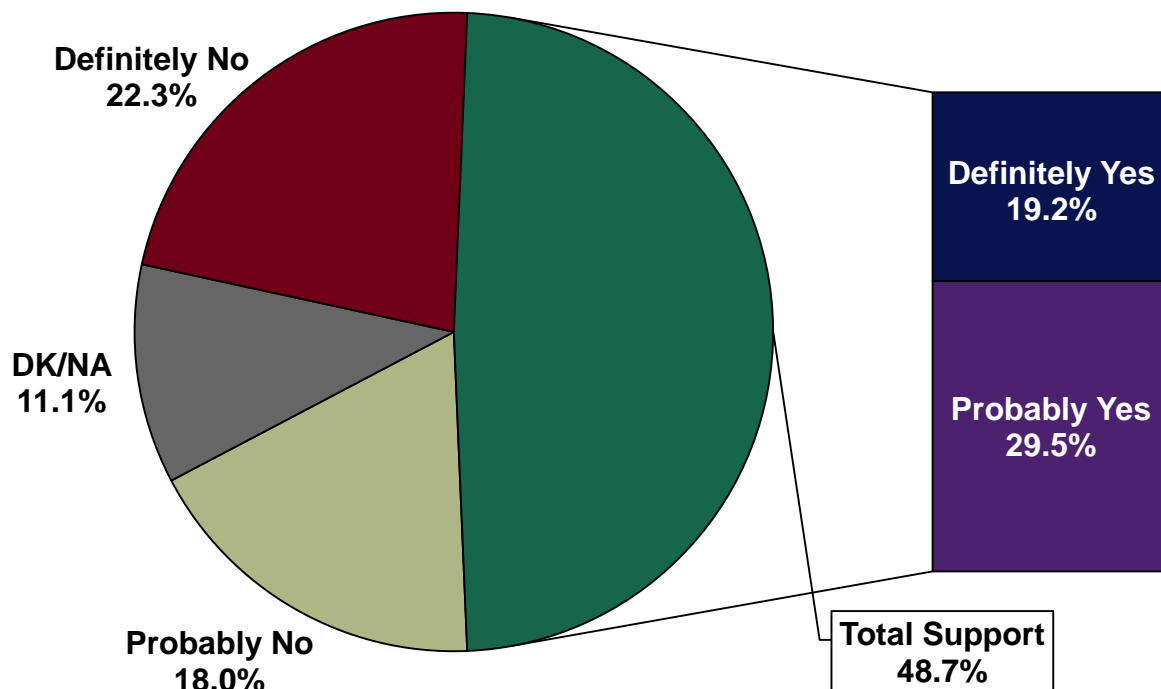
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Key Findings

Q1. Uninformed Support for Parcel Tax

November 2018 - Sample A



To provide an earthquake-safe, energy-efficient library including:

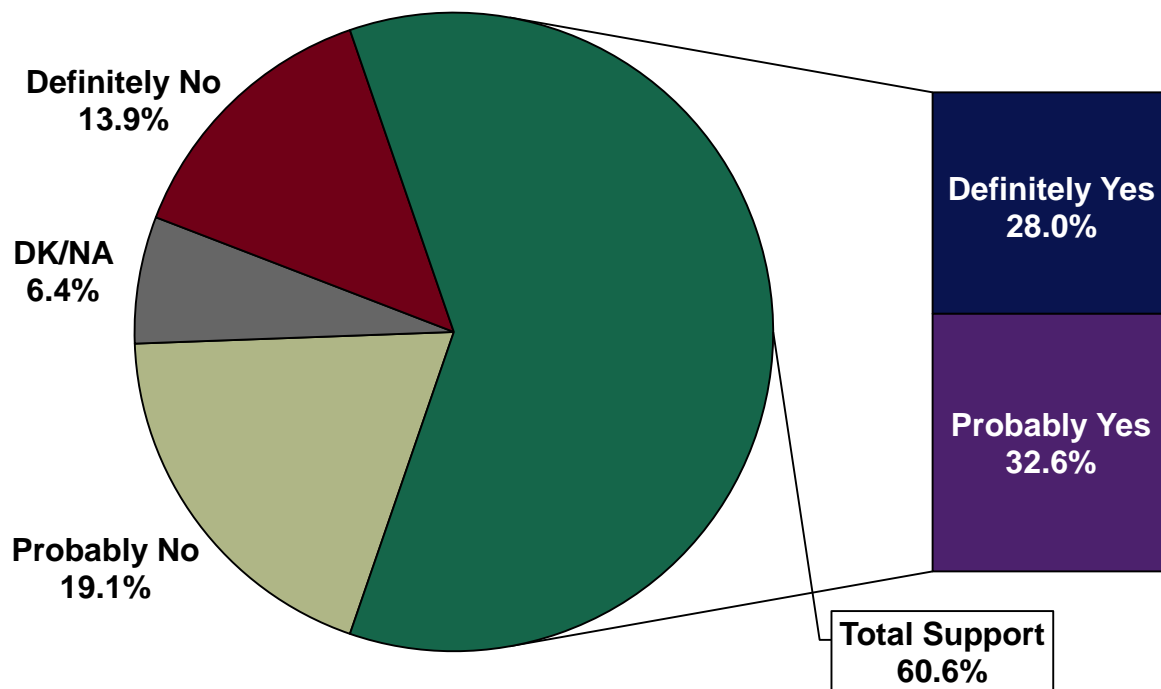
- dedicated space for children and teen programs;
- accessible space for book and resource collections;
- free wifi, public computers, active learning center, and charging stations;
- added collaborative space and meeting rooms;
- increased seating and quiet reading areas; and

• improved senior and disabled access;

shall the measure authorizing the North County Library Authority to levy \$265 per parcel, providing an average of \$3.7 million dollars annually, for 30 years, requiring independent citizen oversight and annual audits, be adopted?

Q2. Uninformed Support for Bond Measure

November 2018 - Sample B



To provide an earthquake-safe, energy-efficient library including:

- dedicated space for children and teen programs;
 - accessible space for book and resource collections;
 - free wifi, public computers, active learning center, and charging stations;
 - added collaborative space and meeting rooms;
 - increased seating and quiet reading areas; and
 - improved senior and disabled access;
- shall the measure authorizing North County Library Authority to issue \$55 million dollars in bonds at legal rates, providing approximately \$3.7 million dollars annually, for 30 years, assessing \$17 dollars per \$100,000 requiring independent oversight, be adopted?

Q1 & 2. Uninformed Support for Parcel Tax and Bond Measure

		Likely November 2018 Voter	Likely March 2020 Voter	Likely Mail Ballot 2019	Likely Special Election 2019	Likely November 2019 Voter
1. Parcel Tax	Definitely Yes	19.2%	20.0%	20.5%	24.9%	21.3%
	Probably Yes	29.5%	29.0%	33.0%	30.0%	32.2%
	Probably No	18.0%	18.5%	16.3%	18.0%	18.2%
	Definitely No	22.3%	21.2%	18.3%	21.1%	21.2%
	DK/NA	11.1%	11.3%	11.8%	6.0%	7.0%
	Total Yes	48.7%	49.0%	53.5%	54.9%	53.5%
	Total No	40.2%	39.7%	34.7%	39.1%	39.5%
2. Bond	Definitely Yes	28.0%	30.8%	27.0%	28.5%	26.3%
	Probably Yes	32.6%	28.2%	33.4%	29.8%	31.4%
	Probably No	19.1%	20.1%	17.3%	16.5%	16.4%
	Definitely No	13.9%	13.8%	14.5%	14.9%	15.4%
	DK/NA	6.4%	7.1%	7.8%	10.5%	10.5%
	Total Yes	60.5%	59.0%	60.4%	58.4%	57.8%
	Total No	33.0%	33.9%	31.8%	31.4%	31.8%

Q3. Features of the Measure I (n=486)

N. Provide a safe, energy-efficient library with space for senior reading; after-school homework programs;...

L. Provide a safe, energy-efficient library that meets earthquake and fire codes

I. Replace the aging Library with a safe, energy-efficient library that meets current safety codes for earthquake,...

A. Provide dedicated space for children and teen programs

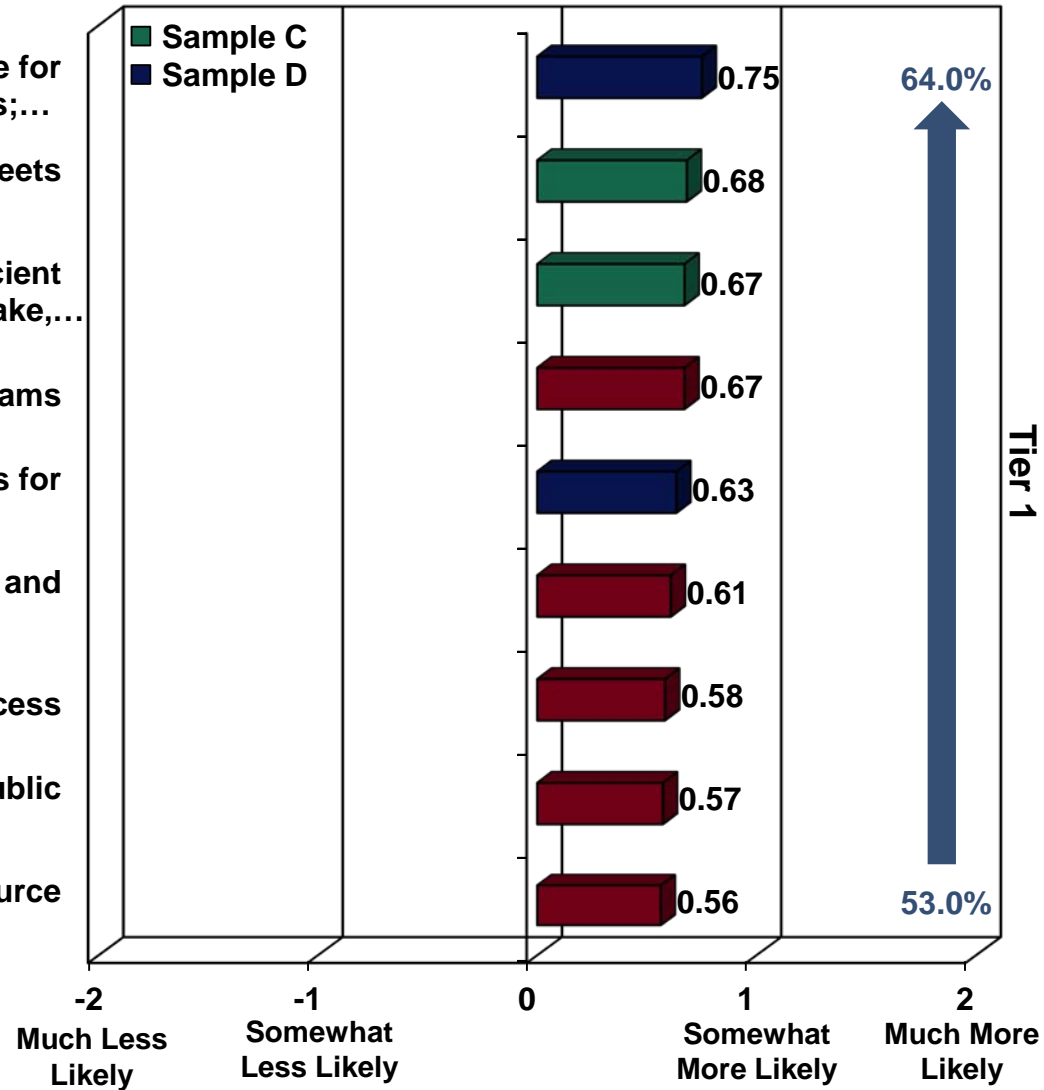
R. Provide library space for summer reading programs for school age children

H. Provide space for science, technology, engineering and math programs for youth and teens

F. Improve senior and disabled access

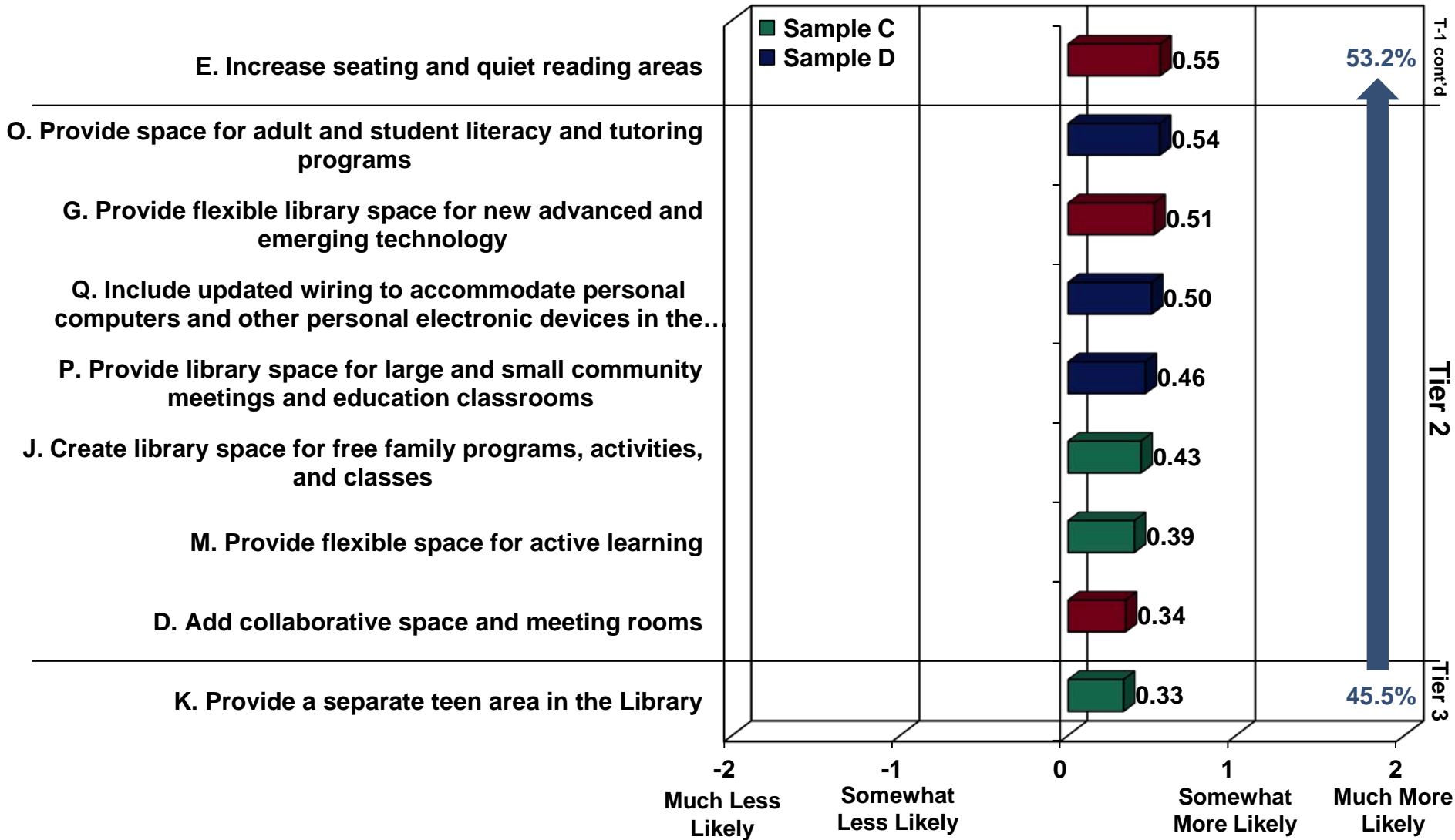
C. Provide a technology center with free wifi, public computers, and charging stations

B. Provide improved accessibility to book and resource collections for seniors and disabled residents



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q3. Features of the Measure II (n=486)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q4. Informational Statements I (n=486)

4H. All of the funds will be used for the library and none of the money raised by the measure would be used for City or Town administrator salaries.

4F. The measure will give the North County Library Authority local control over local funds for local needs. The money cannot be taken by the State or either City.

4J. The Main Library was built in 1964 and may be unusable following a major earthquake or disaster. This measure would provide a seismically safe library for...

4G. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised

4I. The Main Library in Los Altos was built in 1964, remodeled in 1993, and is the oldest library in the County Library District. Improvements are needed to address...

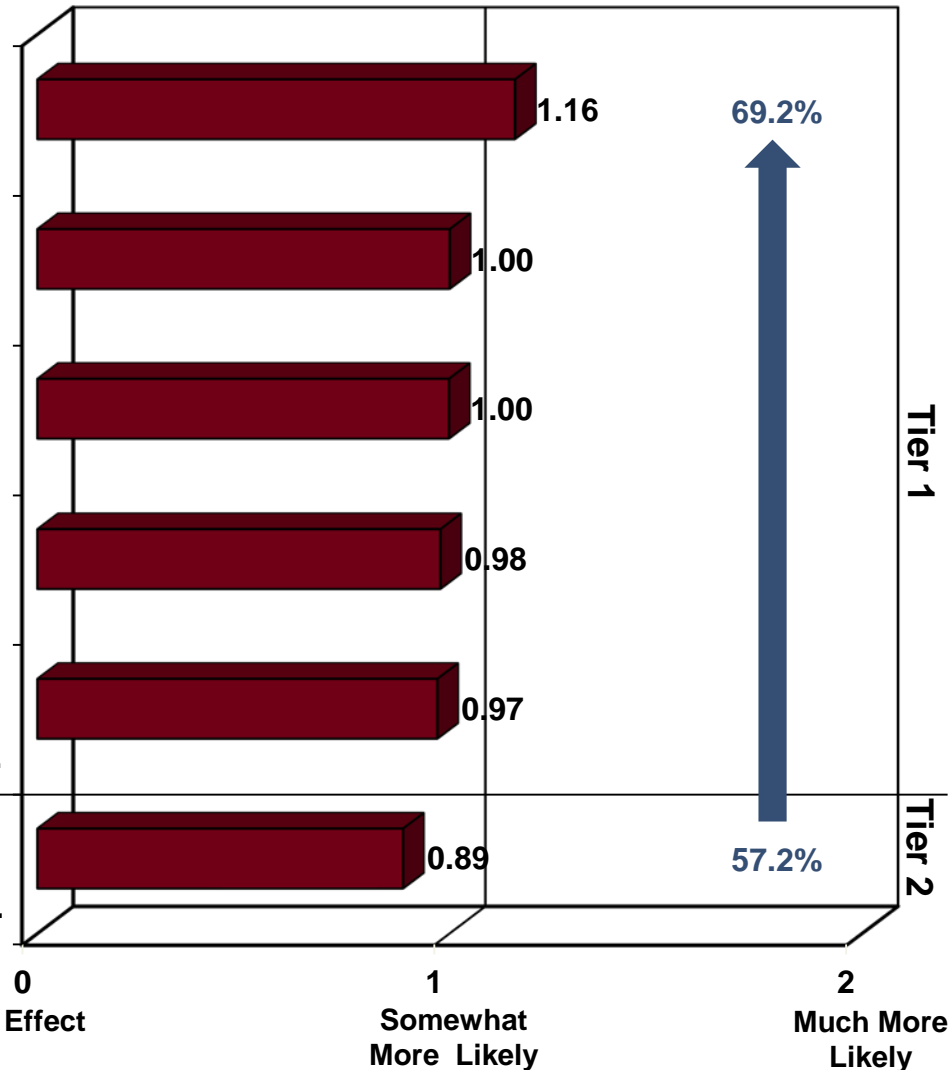
4B. The measure will provide a state-of-the-art library that meets the educational and development needs of families and life-long learners from early literacy, K-12, college,...

■ Sample A

No Effect

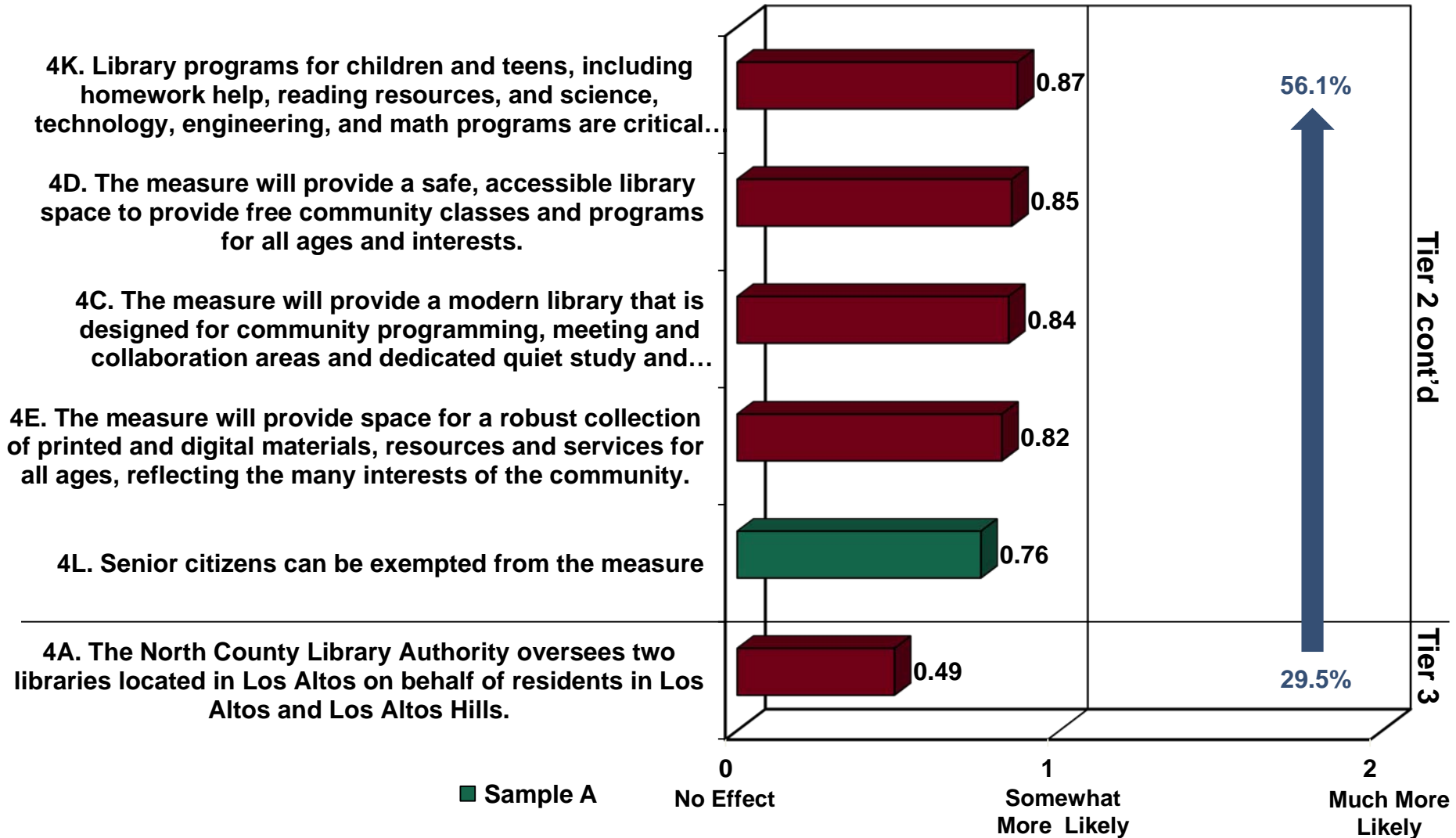
Somewhat
More Likely

2
Much More
Likely



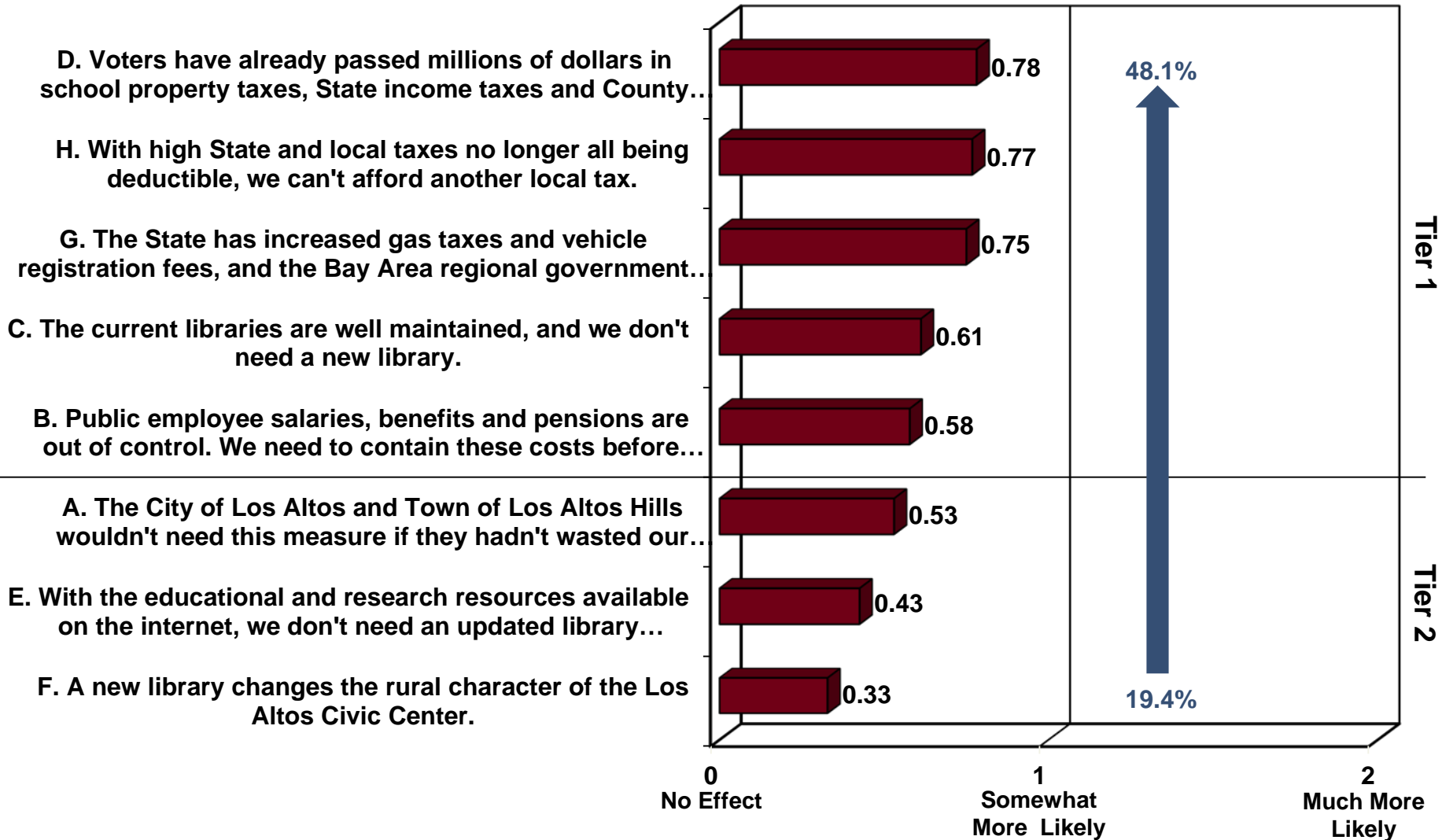
Q4. Informational Statements II

(n=486)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

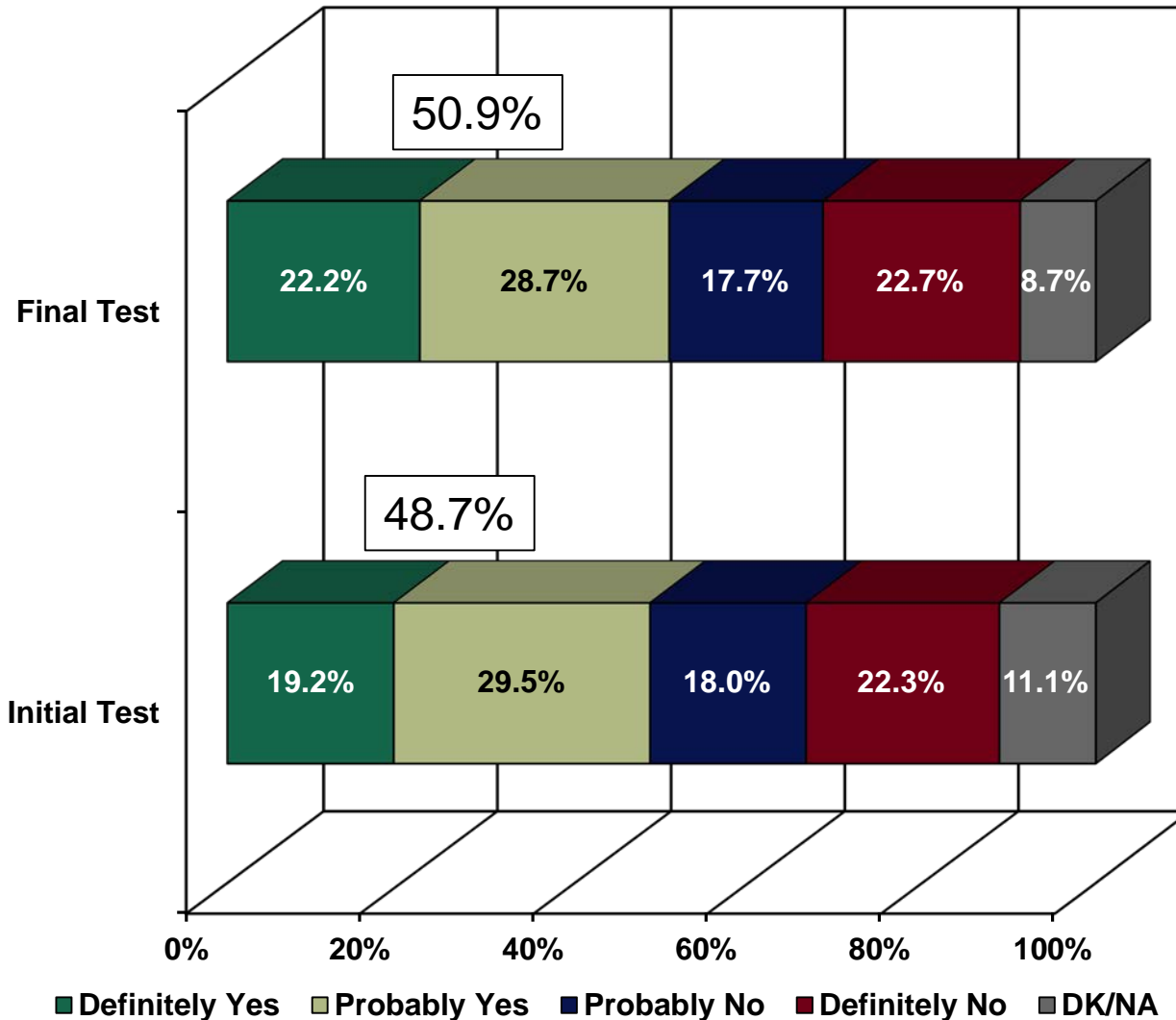
Q5. Critical Statements (n=486)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q6. Informed Support – Parcel Tax

November 2018 - Sample A



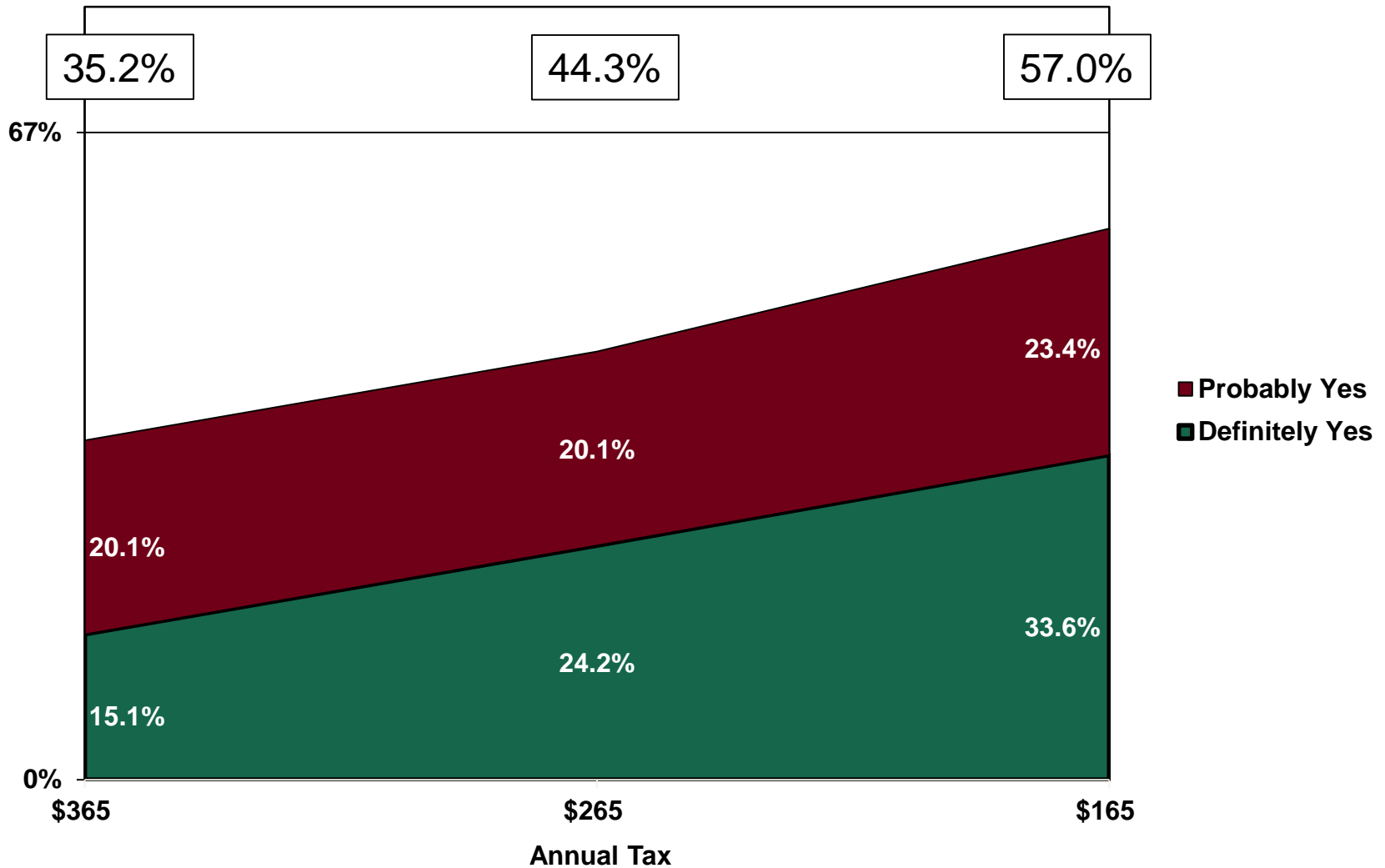
To provide an earthquake-safe, energy-efficient library including:

- dedicated space for children and teen programs;
- accessible space for book and resource collections;
- free wifi, public computers, active learning center, and charging stations;
- added collaborative space and meeting rooms;
- increased seating and quiet reading areas; and
- improved senior and disabled access;

shall the measure authorizing the North County Library Authority to levy \$265 per parcel, providing an average of \$3.7 million dollars annually, for 30 years, requiring independent citizen oversight and annual audits, be adopted?

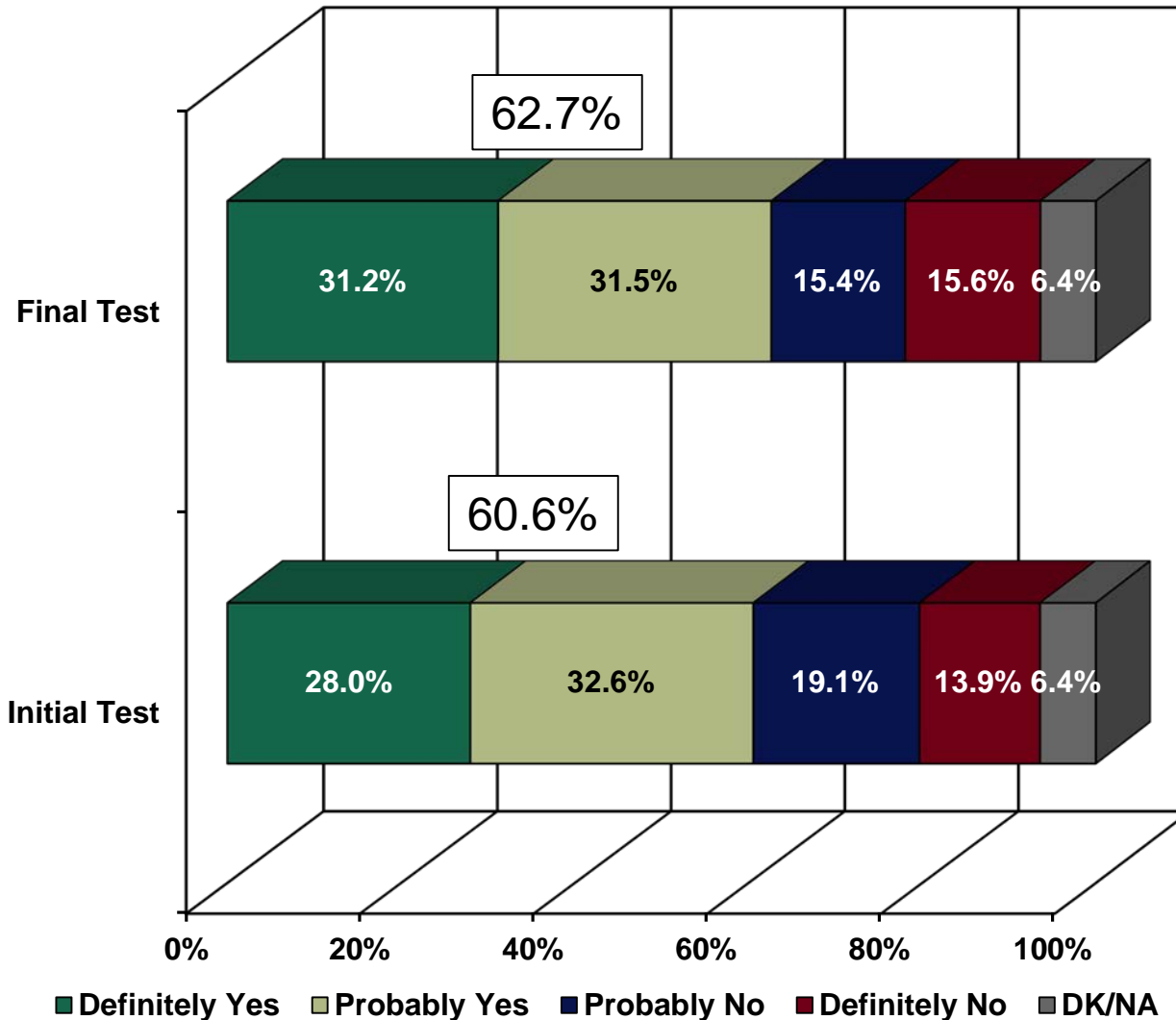
Q7. Support for Different Rates – Parcel Tax

November 2018 - Sample A



Q8. Informed Support – Bond Measure

November 2018 - Sample B

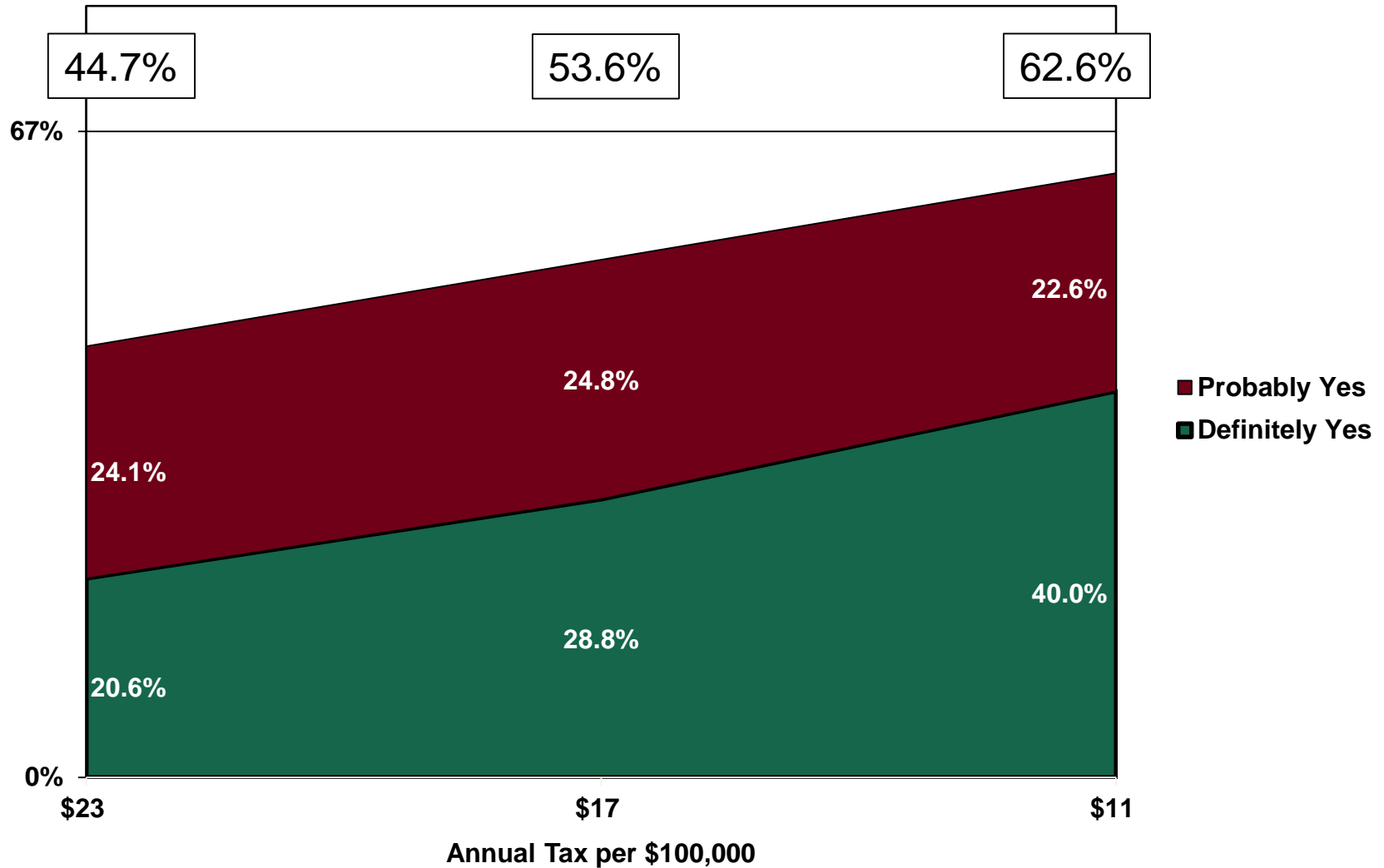


To provide an earthquake-safe, energy-efficient library including:

- dedicated space for children and teen programs;
- accessible space for book and resource collections;
- free wifi, public computers, active learning center, and charging stations;
- added collaborative space and meeting rooms;
- increased seating and quiet reading areas; and
- improved senior and disabled access;

shall the measure authorizing North County Library Authority to issue \$55 million dollars in bonds at legal rates, providing approximately \$3.7 million dollars annually, for 30 years, assessing \$17 dollars per \$100,000 requiring independent oversight, be adopted?

Q9. Support for Different Rates – Bond Measure November 2018 - Sample B



Q6 & 8. Informed Support for Parcel Tax and Bond Measure

		Likely November 2018 Voter	Likely March 2020 Voter	Likely Mail Ballot 2019	Likely Special Election 2019	Likely November 2019 Voter
6. Parcel Tax	Definitely Yes	22.2%	23.5%	25.2%	26.8%	24.1%
	Probably Yes	28.7%	28.0%	32.5%	29.1%	30.6%
	Probably No	17.7%	18.8%	16.8%	17.6%	17.9%
	Definitely No	22.7%	21.7%	19.7%	21.9%	22.2%
	DK/NA	8.7%	8.1%	5.8%	4.5%	5.3%
	Total Yes	50.9%	51.5%	57.7%	55.9%	54.7%
	Total No	40.4%	40.5%	36.5%	39.6%	40.0%
8. Bond	Definitely Yes	31.2%	31.9%	29.7%	29.7%	28.3%
	Probably Yes	31.5%	29.0%	33.0%	29.7%	29.3%
	Probably No	15.4%	16.2%	14.1%	14.4%	15.6%
	Definitely No	15.6%	15.8%	16.1%	18.2%	19.0%
	DK/NA	6.4%	7.1%	7.0%	8.4%	7.8%
	Total Yes	62.6%	60.9%	62.8%	59.3%	57.6%
	Total No	31.0%	32.0%	30.2%	32.6%	34.6%

- The survey revealed a base of voter support for a library bond measure, but more time and outreach will be necessary to achieve the two-thirds threshold.
 - Support for the bond measure on the second test is highest in the 2019 Mail Ballot (62.8%) and November 2018 (62.6%) elections, but both are 4 percent below the necessary two-thirds threshold.
 - Support for the parcel tax measure on the second test is also highest in the 2019 Mail Ballot election (57.7%), but does not reach even 60 percent.
- Support for both measures increases at the lowest tax rates. However, neither reaches the two-thirds threshold, nor is there a statistically significant difference between the parcel or bond measure rates.
- Top tier features of the measure (listed below) suggest that some of the items in the ballot question could be revised to match respondent priorities.
 - Provide a safe, energy-efficient library with space for senior reading; after-school homework programs; children's story times and collection; and, public access computers and active learning center.
 - Provide a safe, energy-efficient library that meets earthquake and fire codes.
 - Replace the aging Library with a safe, energy-efficient library that meets current safety codes for earthquake, fire and offers ADA accessibility.
 - Provide dedicated space for children and teen programs.
 - Provide library space for summer reading programs for school age children.

- Provide space for science, technology, engineering and math programs for youth and teens.
- Top informational statements include:
 - All of the funds will be used for the library and none of the money raised by the measure would be used for City or Town administrator salaries.
 - The measure will give the North County Library Authority local control over local funds for local needs. The money cannot be taken by the State or either City.
 - The Main Library was built in 1964 and may be unusable following a major earthquake or disaster. This measure would provide a seismically safe library for residents to use for years to come.
 - The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised
 - The Main Library in Los Altos was built in 1964, remodeled in 1993, and is the oldest library in the County Library District. Improvements are needed to address outdated conditions, poor lighting, and lack of space for seating, book collections
- Given the survey findings, Godbe Research recommends that the North County Library Authority begin an extensive public outreach and engagement effort before considering placing a bond measure on the ballot.



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