

PALO ALTO BALLOT MEASURE TRACKING SURVEY
220-2544
WFT 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. In November there will be a general election for President, Congress, and state and local ballot measures. I know it is a long way off, but how likely are you to actually vote in this election? Will you definitely vote, probably vote, are the chances 50-50 that you will vote, will you probably not vote, or will you definitely not vote?

Definitely vote ----- 93%
 Probably vote-----6%
 50-50 -----1%
 Probably not vote-----**TERMINATE**
 Definitely not vote -----**TERMINATE**
(DON'T KNOW/NA) -----0%

2. **(T)** 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----- 64%
 Good----- 32%
 Just fair -----3%
 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 NEED</u>	<u>SOME NEED</u>	<u>LITTLE NEED</u>	<u>NO NEED</u>	(DON'T READ) <u>DK/NA</u>
[]a.	(T) Public safety -----	8%	40%	21%	19%	11%
[]b.	(T) Public libraries-----	31%	40%	10%	10%	9%
[]c.	(T) Public schools -----	31%	40%	9%	13%	7%

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

4. Here is the language for the measure as it might appear on the ballot: it is entitled "PALO ALTO LIBRARY IMPROVEMENT BOND." It might read as follows:

"To complete improvements to all branch libraries in the City of Palo Alto by:

- replacing the existing Mitchell Park Library and community center;
- upgrading and expanding the Main Library;
- renovating the Downtown Library;
- expanding reading areas and facilities for children; and
- providing room for larger collections and improved information technology;

shall the City of Palo Alto issue 75 million dollars in general obligation bonds, subject to independent audits and citizen oversight?"

If the election were held today, would you vote yes in favor of this potential 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-----	(ASK Q5) --34%
Probably yes-----	(ASK Q5) --23%
Undecided, lean yes-----	(ASK Q5) --6%
TOTAL YES -----	62%
Undecided, lean no-----	(ASK Q5) --5%
Probably no-----	(ASK Q5) --8%
Definitely no-----	(ASK Q5) --12%
TOTAL NO -----	26%
(DON'T READ) Need more info-----	(SKIP TO Q6) --10%
(DON'T READ) DK/NA-----	(SKIP TO Q6) --1%

(IF YES/NO IN Q4, ASK Q5)

5. In a few words of your own, why would you vote YES/NO on this ballot measure? (OPEN END, RECORD VERBATIM RESPONSE BELOW)

a. Yes:

Facilities Improvements/Renovation (General) / More	
Comfortable Library-----	26%
General Positive / Like Library / Libraries Are Important-----	21%
City/Community Benefits / Libraries Are Backbone Of City-----	17%
Upgrade Library(s) / Long Overdue / More Modern Library(s)-----	14%
Education Benefits / Important Knowledge Resource-----	13%
Personally Use Library(s) -----	12%
Children Benefit / For The Kids -----	11%
Funding/Money/Support Is Needed-----	9%
Facilities Expansion / Larger Library / Relieve Overcrowding-----	7%
Mitchell Park Library (Specific Mention) -----	5%
Cost / Affordable / Worth The Money -----	4%
Room For Larger Collections/More Books-----	4%
Combination Of Items Included / Includes All Branch Libraries -----	3%
Information Technology Improvement -----	2%
Taxpayer/Bond/Public Funding / Usually Vote Yes On Bond	
Issues-----	2%
Community Center Replacement / New Place For Meetings -----	1%
New Library / Replace Existing Library -----	1%
Main Library (Specific Mention)-----	1%
Downtown Library (Specific Mention) -----	1%
Independent Audits / Citizen Oversight-----	0%
Need More Information-----	0%
Other Mentions-----	0%
Don't Know / NA / Refused-----	2%

b. No:

Cost / Too Expensive / Can't Afford / Poor Economic Conditions -----	25%
Combination Of Items Included / Not All Libraries Need Improvement-----	17%
Taxpayer/Bond/Public Funding / Usually Vote No On Bond Issues-----	17%
General Negative / Don't Care About / Other Issues Are More Important-----	15%
Facilities Improvements/Renovation / Library(s) Fine As Is -----	14%
Funding Not Needed / They Have Enough Money/Should Spend More Wisely -----	5%
Spending Concern / Don't Know Where Money Will Go-----	5%
Elimination/Consolidation Of Libraries -----	4%
Personally Don't Use Library(s)-----	4%
Children Already Have New Library -----	3%
New Library / Existing Library Is Adequate -----	3%
Facilities Expansion / Don't Need Larger Library-----	2%
Community Center Replacement-----	1%
Information Technology Improvement -----	1%
Larger Collections/More Books Not Needed -----	1%
Mitchell Park Library (Specific Mention) -----	1%
Need More Information-----	4%
Other Mentions-----	1%
Don't Know / NA / Refused-----	3%

(RESUME ASKING ALL RESPONDENTS)

6. And what if the bond measure authorized the issue of 71 million dollars in general obligation bonds instead of 75 million dollars in bonds, but did not include any improvements or upgrades to the Downtown Library?

If that were the case, would you vote yes in favor of the bond measure or no to oppose it? **(IF YES/NO, ASK:)** Would you definitely vote **(YES/NO)** or just probably? **(IF UNDECIDED, ASK:)** Are you leaning toward voting yes or no?

Definitely yes -----	25%
Probably yes-----	22%
Undecided, lean yes -----	6%
TOTAL YES -----	53%
Undecided, lean no -----	5%
Probably no -----	10%
Definitely no-----	16%
TOTAL NO -----	32%
(DON'T READ) Need more info -----	12%
(DON'T READ) DK/NA-----	3%

**(SPLIT SAMPLE A – ASK Q7 THEN Q8)
(SPLIT SAMPLE B – ASK Q8 THEN Q7)**

7. Next, suppose you knew that the 75 million dollar library bond measure to fund improvements to Palo Alto libraries, including Mitchell Park, Main and Downtown, resulted in an annual property tax increase of 25 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.

If that were the case, would you vote yes in favor of the bond measure or no to oppose it? **(IF YES/NO, ASK:)** Would you definitely vote **(YES/NO)** or just probably? **(IF UNDECIDED, ASK:)** Are you leaning toward voting yes or no?

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>OVERALL</u>
Definitely yes -----	30%	30%	30%
Probably yes -----	24%	23%	23%
Undecided, lean yes -----	7%	4%	5%
TOTAL YES -----	60%	57%	58%
Undecided, lean no -----	5%	5%	5%
Probably no -----	10%	9%	10%
Definitely no -----	16%	18%	17%
TOTAL NO -----	31%	32%	32%
(DON'T READ) Need more info -----	6%	9%	8%
(DON'T READ) DK/NA -----	2%	2%	2%

8. Next, suppose you knew that the 75 million dollar library bond measure to fund improvements to Palo Alto libraries, including Mitchell Park, Main and Downtown, resulted in an annual property tax increase of 123 dollars for the median Palo Alto homeowner.

If that were the case, would you vote yes in favor of the bond measure or no to oppose it? **(IF YES/NO, ASK:)** Would you definitely vote **(YES/NO)** or just probably? **(IF UNDECIDED, ASK:)** Are you leaning toward voting yes or no?

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>OVERALL</u>
Definitely yes -----	31%	31%	31%
Probably yes -----	18%	25%	21%
Undecided, lean yes -----	7%	5%	6%
TOTAL YES -----	56%	61%	58%
Undecided, lean no -----	4%	5%	5%
Probably no -----	15%	9%	12%
Definitely no -----	16%	15%	16%
TOTAL NO -----	35%	29%	32%
(DON'T READ) Need more info -----	7%	10%	8%
(DON'T READ) DK/NA -----	3%	1%	2%

MY NEXT QUESTIONS DEAL WITH SOME OTHER ISSUES FACING PALO ALTO.

9. I am going to read you a list of different aspects of life in Palo Alto. After I read each one, please tell me if you expect that item to be better or worse twelve months from now. **(IF BETTER/WORSE)** Is that much **BETTER/WORSE** or somewhat **BETTER/ WORSE?** **(ROTATE)**

MUCH SW (NO SW MUCH
BETTER BETTER DIFF.) WORSE WORSE (DK/NA)

- []a. Your personal economic situation -----5%----- 24%-----48% ----- 16% ----- 3%-----3%
- []b. The local economy-----2%----- 26%-----29% ----- 31% ----- 6%-----6%

10. How would you rate the overall job being done by Palo Alto city government in providing services to the City’s residents? Would you say the City is doing an...? **(READ RESPONSES AND RECORD)**

Excellent----- 16%
 Good----- 56%
 Only fair, or ----- 22%
 Poor job-----4%
(DON'T READ) Don't know-----2%

11. Next, how would you rate the job being done by Palo Alto City officials in managing City funds? Would you say City officials are doing an...? **(READ RESPONSES AND RECORD)**

Excellent-----4%
 Good----- 30%
 Only fair, or ----- 34%
 Poor job----- 10%
(DON'T READ) Don't know----- 23%

NOW I'D LIKE TO ASK YOU SOME MORE SPECIFIC QUESTIONS ABOUT THE POTENTIAL 75 MILLION DOLLAR BOND MEASURE TO FUND IMPROVEMENTS TO PALO ALTO LIBRARIES, INCLUDING MITCHELL PARK, MAIN AND DOWNTOWN.

12. I am going to read you a list of specific projects that could be funded by the library 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.
(RANDOMIZE)

		<u>EXT</u>	<u>VERY</u>	<u>SW</u>	<u>NOT</u>	<u>(DON'T</u>	
		<u>IMPT.</u>	<u>IMPT.</u>	<u>IMPT.</u>	<u>IMPT.</u>	<u>READ)</u>	
							<u>DK/NA</u>
(SPLIT SAMPLE A ONLY)							
[]a.	(T) Expanding children's reading areas in the library-----	15%	30%	35%	16%	4%	
[]b.	(T) Offering more computers for public use at the Mitchell Park Library-----	13%	28%	34%	19%	7%	
[]c.	(T) Improving lighting in libraries to make it easier to locate and read books-----	13%	31%	34%	17%	4%	
[]d.	(T) Expanding space for books and other items to accommodate a larger collection at the Library-----	18%	38%	27%	14%	4%	
[]e.	(T) Providing updated facilities for after-school programs such as homework tutoring-----	18%	36%	30%	14%	3%	
[]f.	(T) Upgrading and repairing the Downtown Library-----	12%	25%	31%	20%	11%	
[]g.	(T) Providing air conditioning at libraries that currently do not have any-----	16%	29%	34%	17%	3%	
[]h.	Building new facilities that meet federal and state standards for environmentally-friendly "green building"-----	17%	31%	31%	19%	3%	
[]i.	Building spaces for community events, programs and meetings-----	10%	19%	42%	24%	5%	

(DON'T
READ)
DK/NA

EXT VERY SW NOT
IMPT. IMPT. IMPT. IMPT.

(SPLIT SAMPLE A CONT.)

[]j.	(T) Upgrading and repairing the Main Library-----	19%	----	31%	-----	29%	----	13%	-----	8%
[]k.	(T) Building a new Mitchell Park Library-----	15%	----	22%	-----	25%	----	28%	-----	10%
[]l.	(T) Building a new community center-----	10%	----	20%	-----	24%	----	35%	-----	11%

(SPLIT SAMPLE B ONLY)

[]m.	Improving access for disabled persons at the library and community center-----	25%	----	28%	-----	28%	----	16%	-----	3%
[]n.	Reducing duplication of facilities and allowing more efficient joint use of library and community center space-----	17%	----	31%	-----	23%	----	19%	-----	10%
[]o.	Adding group study areas for students at the library-----	12%	----	32%	-----	30%	----	20%	-----	7%
[]p.	Providing dedicated quiet spaces for reading-----	15%	----	35%	-----	26%	----	21%	-----	3%
[]q.	Preserving the historic character of the Main Library-----	14%	----	26%	-----	27%	----	29%	-----	4%
[]r.	Providing a safe place for children and youth to go after school-----	29%	----	39%	-----	23%	----	7%	-----	3%
[]s.	Completing a series of improvements to all of Palo Alto's branch libraries-----	13%	----	34%	-----	31%	----	15%	-----	8%
[]t.	Ensuring that all libraries meet standards for earthquake safety-----	38%	----	40%	-----	16%	----	5%	-----	2%
[]u.	Offering a dedicated children's room at the Mitchell Park Library-----	15%	----	36%	-----	27%	----	17%	-----	5%
[]v.	Expanding the Main Library-----	15%	----	28%	-----	25%	----	20%	-----	12%
[]w.	Replacing and expanding the Mitchell Park Library-----	20%	----	29%	-----	22%	----	18%	-----	12%
[]x.	Building a new community center at Mitchell Park Library-----	11%	----	25%	-----	25%	----	26%	-----	13%

(RESUME ASKING ALL RESPONDENTS)

NEXT, I'D LIKE TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSED 75 MILLION DOLLAR LIBRARY BOND MEASURE.

13. First, here are some statements from people who support this potential library bond measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on the measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

VERY SW NOT DON'T (DON'T
CONV. CONV. CONV. BELIEVE READ
DK/NA

[]a.	This measure will make it possible to offer Palo Alto children and teens more safe after-school activities, including tutoring and educational programs.-----	29%	-----	44%	-----	22%	-----	4%	-----	2%
-------	---	-----	-------	-----	-------	-----	-------	----	-------	----

	<u>VERY CONV.</u>	<u>SW CONV.</u>	<u>NOT CONV.</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ DK/NA)</u>
[]b. Palo Alto libraries have limited space for collections, poor lighting, and need upgrades for earthquake safety or disabled access. This bond measure will address these vital needs. -----	42%	37%	17%	2%	2%
[]c. Over the past ten years, the City has been steadily making improvements to <u>all</u> of Palo Alto's library branches. This bond measure will fund improvements at the last three branches and complete improvements to the library system.-----	25%	43%	26%	3%	3%
[]d. This measure has tough accountability provisions including, mandatory independent audits, a citizens' fiscal oversight committee and no money for administrators' salaries.-----	31%	39%	22%	4%	4%
(SPLIT SAMPLE A ONLY)					
[]e. This bond proposal was carefully reviewed by Palo Alto citizens on the Library Advisory Commission, and citizens in the construction industry say it is the most efficient, cost-effective way to meet the City's future library needs. -----	28%	43%	20%	5%	4%
[]f. Over 25 hundred people visit Palo Alto libraries daily. There is increasing demand for Wi-Fi and internet services, and library use overall increased ten percent last year. The Mitchell Park Library was built 50 years ago, and is simply too small to meet today's needs. -----	44%	36%	15%	2%	2%
[]g. More than one-third of the cost of repaying the bonds authorized by this measure will be paid by businesses, reducing the impact on Palo Alto homeowners.-----	26%	45%	19%	7%	3%
(SPLIT SAMPLE B ONLY)					
[]h. Increasing the space and capacity of the Main, Mitchell Park and Downtown Libraries will increase library collections available throughout the entire library system. -----	32%	43%	20%	2%	2%
[]i. The library improvements and building upgrades in this measure have been well planned. The Mitchell Park Library will have temporary services in the area during the rebuilding process and the new Mitchell Park Library will not affect existing dedicated parkland. Likewise, renovations and improvements to the Main Library will preserve the historic character of the existing building.-----	31%	41%	23%	2%	4%

(RESUME ASKING RESPONDENTS)

14. Now that you have heard what those in favor of this potential bond measure are saying, let me ask you again. Would you vote yes in favor or no to oppose the 75 million dollar bond measure to fund improvements to Palo Alto libraries, including Mitchell Park, Main, and Downtown? **(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 -----	22%
Undecided, lean yes -----	9%
TOTAL YES -----	66%
Undecided, lean no -----	5%
Probably no -----	9%
Definitely no -----	13%
TOTAL NO -----	27%
(DON'T READ) Need more info -----	6%
(DON'T READ) DK/NA -----	1%

15. Next, here are some statements from people who oppose this library bond measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote no on the measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV.</u>	<u>SW CONV.</u>	<u>NOT CONV.</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ DK/NA)</u>
[]a. With our economy moving into a recession, we simply cannot afford a major tax increase for Palo Alto families that are already struggling to make ends meet. -----	23%	30%	38%	7%	2%
[]b. We cannot trust City government to spend the funds from this bond measure properly. -----	16%	24%	42%	11%	7%

(SPLIT SAMPLE A ONLY)

[]c. Nearly all the money from this bond measure will be used to rebuild Mitchell Park Library. Most local residents use other branches that will not benefit as much from this bond measure. -----	13%	32%	38%	10%	7%
[]d. There are much higher priorities for our tax dollars than improving libraries – like schools, streets and public safety. -----	24%	33%	37%	3%	4%

(SPLIT SAMPLE B ONLY)

[]e. We just passed a school bond to help local kids, and now the City is asking us to approve more borrowing. -----	20%	31%	42%	4%	3%
[]f. We should focus our resources on one or two full-service libraries instead of spending money to upgrade 5 different libraries. -----	30%	28%	34%	6%	3%

(RESUME ASKING ALL RESPONDENTS)

16. Sometimes over the course of a survey like this, people change their minds. Let me ask you one last time: would you vote yes in favor or no to oppose the 75 million dollar bond measure to fund improvements to Palo Alto libraries, including Mitchell Park, Main and Downtown? **(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 -----	35%
Probably yes -----	22%
Undecided, lean yes -----	8%
TOTAL YES -----	65%
Undecided, lean no -----	5%
Probably no -----	9%
Definitely no -----	14%
TOTAL NO -----	28%
(DON'T READ) Need more info -----	7%
(DON'T READ) DK/NA -----	1%

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

17. Which of the following Palo Alto public libraries have you visited within the past year? **(READ LIST—ALLOW MULTIPLE RESPONSES)**

College Terrace -----	13%
Downtown -----	25%
Main Library -----	58%
Mitchell Park -----	53%
Children's Library -----	24%
(DON'T READ) Other, specify _____	7%
(DON'T READ) DK/NA/REFUSED -----	8%

18. Do you ... **(READ LIST)**

Own a single family home -----	70%
Own a condominium -----	7%
Rent an apartment or home -----	20%
(DON'T READ) DK/NA/REFUSED -----	3%

(ASK Q19 ONLY IF HOMEOWNER – CODE 1 OR 2 IN Q18)

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

Before 1978 -----	27%
In 1978 or after -----	71%
(DON'T KNOW/NA) -----	2%

(RESUME ASKING ALL RESPONDENTS)

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

North----- 48%
 South ----- 48%
(DON'T READ) DK/NA ----- 4%

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

Grades 1-8----- 1%
 Grades 9-12 ----- 1%
 High School graduate ----- 5%
 Less than 4 years of college ----- 11%
 College graduate (4) ----- 34%
 Post graduate work/
 Professional school ----- 47%
(DON'T READ) Refused ----- 1%

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

Yes----- 40%
 No ----- 60%
(DON'T READ) DK/NA ----- 1%

23. 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 ----- 2%
 White/Caucasian ----- 81%
 Black/African-American----- 1%
 Asian-American----- 12%
 Other (**SPECIFY _____**)----- 1%
(DON'T READ) DK/NA/REFUSED ----- 3%

24. In what year were you born?

1990-1984 (18-24)----- 4%
 1983-1979 (25-29)----- 5%
 1978-1974 (30-34)----- 6%
 1973-1969 (35-39)----- 6%
 1968-1964 (40-44)----- 10%
 1963-1959 (45-49)----- 11%
 1958-1954 (50-54)----- 13%
 1953-1949 (55-59)----- 9%
 1948-1944 (60-64)----- 9%
 1943-1934 (65-74)----- 8%
 1933 or earlier (75 & over)----- 13%
(DON'T READ) Refused ----- 6%

25. 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 2007. Was it:

Under \$50,000 a year ----- 9%
 \$50,001 to \$100,000 ----- 15%
 \$100,001 to \$150,000 ----- 18%
 \$150,001 to \$200,000 ----- 16%
 \$200,001 to \$250,000 ----- 7%
 Over \$250,000 ----- 7%
(DON'T READ) Refused ----- 29%

THANK AND TERMINATE

GENDER (BY OBSERVATION):

Male ----- 46%
 Female ----- 54%

REGISTRATION:

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

Name _____

Precinct # _____

Address _____

Interviewer _____

Zip _____

Voter ID# _____

Phone # _____

_____ Cluster#

FLAGS

P02 ----- 41%
 G02 ----- 60%
 R03 ----- 70%
 P04 ----- 57%
 G04 ----- 88%
 N05 ----- 76%
 P06 ----- 59%
 G06 ----- 84%
 F08 ----- 83%
 Blank ----- 0%

PERMANENT ABSENTEE

Yes ----- 61%
 No ----- 39%

HOUSEHOLD PARTY TYPE

Dem 1 ----- 26%
 Dem 2+ ----- 19%
 Rep 1 ----- 6%
 Rep 2+ ----- 9%
 Ind 1+ ----- 12%
 Mix ----- 27%

VOTE BY MAIL

1 ----- 23%
 2 ----- 11%
 3+ ----- 34%
 Blank ----- 32%