City of Palo Alto Bond Measure
Preliminary Survey

March 5, 2007

220-3376

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

- 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
Key Findings

- 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.

Perceptions of the Community and its Needs
City of Palo Alto Bond Measure
Preliminary Survey

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

- Excellent: 59%
- Good: 34%
- Just fair: 5%
- Poor job: 2%

TOTAL: 93%

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.

(%) Excellent/Good

- Palo Alto: 94%
- San Diego: 92%
- Long Beach: 91%
- Morgan Hill: 88%
- Redding: 80%
- San Jose: 79%
- San Diego: 78%
- Oakland: 81%
- Fairfield: 81%
- Salinas: 94%

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

- **Great Need**: 30%
- **Some Need**: 40%
- **Little Need**: 12%
- **No Need**: 5%
- **DK/NA**: 0%

---

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

**Support for Potential Bond Measures**
City of Palo Alto Bond Measure
Preliminary Survey

$95 Million Library and Public Safety Bond Description Tested

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.

<table>
<thead>
<tr>
<th></th>
<th>Definitely yes</th>
<th>Probably yes</th>
<th>Undecided, lean yes</th>
<th>Undecided, lean no</th>
<th>Probably no</th>
<th>Definitely no</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Yes</td>
<td>29%</td>
<td>22%</td>
<td>8%</td>
<td>4%</td>
<td>11%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Total No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. If the election were held today, would you vote yes in favor of this bond measure or no to oppose it?
$45 Million Library Bond Description Tested

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?

---

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

- **Definitely yes**: 34%
- **Probably yes**: 21%
- **Undecided, lean yes**: 9%
- **Undecided, lean no**: 6%
- **Probably no**: 10%
- **Definitely no**: 16%
- **Undecided**: 5%

**TOTAL YES 63%**

**TOTAL NO 31%**

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.

<table>
<thead>
<tr>
<th></th>
<th>Total Yes</th>
<th>Total No</th>
<th>Total Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Vote</td>
<td>63%</td>
<td>51%</td>
<td>5%</td>
</tr>
<tr>
<td>After Cost</td>
<td>63%</td>
<td>65%</td>
<td>4%</td>
</tr>
<tr>
<td>Information</td>
<td>44%</td>
<td>34%</td>
<td>4%</td>
</tr>
<tr>
<td>After Positive</td>
<td>51%</td>
<td>31%</td>
<td>4%</td>
</tr>
<tr>
<td>Argument</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>After Negative</td>
<td>65%</td>
<td>34%</td>
<td>4%</td>
</tr>
</tbody>
</table>

7/10a/13/14. 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

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

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

<table>
<thead>
<tr>
<th>Expansion Project</th>
<th>Ext./Very Imp.</th>
<th>S.W. Imp.</th>
<th>Not Imp.</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding children's reading areas in the library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanding space for books and other items to</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>accommodate a larger collection at the Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing updated facilities for after-school programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>such as homework tutoring</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrading and repairing the Main Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Replacing the Mitchell Park Library with an</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>upgraded and expanded building</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Ext./Very Imp.</th>
<th>S.W. Imp.</th>
<th>Not Imp.</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving lighting in libraries to make it easier to locate and read books</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrading and repairing the Downtown Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offering more computers for public use at the Mitchell Park Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Providing air conditioning at libraries that currently do not have any</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building a new community center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely yes</td>
<td>26%</td>
</tr>
<tr>
<td>Probably yes</td>
<td>20%</td>
</tr>
<tr>
<td>Undecided, lean yes</td>
<td>7%</td>
</tr>
<tr>
<td>Undecided, lean no</td>
<td>6%</td>
</tr>
<tr>
<td>Probably no</td>
<td>10%</td>
</tr>
<tr>
<td>Definitely no</td>
<td>21%</td>
</tr>
<tr>
<td>Undecided</td>
<td>9%</td>
</tr>
</tbody>
</table>

TOTAL YES 53%
TOTAL NO 37%

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

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?
A majority of voters support a public safety bond.

- Definitely yes: 27%
- Probably yes: 20%
- Undecided, lean yes: 10%
- Undecided, lean no: 5%
- Probably no: 11%
- Definitely no: 16%
- Undecided: 11%

TOTAL YES: 57%
TOTAL NO: 32%

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

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

<table>
<thead>
<tr>
<th></th>
<th>Total Yes</th>
<th>Total No</th>
<th>Total Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Vote</td>
<td>57%</td>
<td>48%</td>
<td>32%</td>
</tr>
<tr>
<td>After Cost</td>
<td>55%</td>
<td>42%</td>
<td>11%</td>
</tr>
<tr>
<td>After Positive</td>
<td>50%</td>
<td>44%</td>
<td>8%</td>
</tr>
<tr>
<td>After Negative</td>
<td>55%</td>
<td>38%</td>
<td>7%</td>
</tr>
</tbody>
</table>

8/15/16/17. If the election were held today, would you vote yes in favor of this ballot measure or no to oppose it?
Conclusions

- 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.
### Libraries (Mitchell, Main, and Downtown) & Community Center Cost Update: May 2008

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Escalated Project Cost</td>
<td>$80M</td>
<td>$77M</td>
</tr>
<tr>
<td>Leed Cost (4 Year Payback Period)</td>
<td>$12M (4.8%)</td>
<td>$13M (4.6%)</td>
</tr>
</tbody>
</table>

*The above does not include financing costs.*

---

### Libraries (Mitchell, Main, and Downtown) & Community Center Cost Update: May 2008

<table>
<thead>
<tr>
<th></th>
<th>MITCHELL PARK LIBRARY &amp; CC</th>
<th>MAIN LIBRARY</th>
<th>DOWNTOWN LIBRARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Escalated Project Cost</td>
<td>$52.7M</td>
<td>$19.7M</td>
<td>$4.1M</td>
</tr>
<tr>
<td>Leed Cost (14 Year Payback Period)</td>
<td>$12M (4.8%)</td>
<td>$1.7M</td>
<td>$0.3M</td>
</tr>
</tbody>
</table>

*The above does not include financing costs.*
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 (PAL-oh AL-toh). 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 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-----------------------------1
   Probably vote --------------------------2
   50-50-----------------------------------3
   Probably not vote ---------------------TERMINATE
   Definitely not vote ---------------------TERMINATE
   (DON'T KNOW/NA)-------------------------4

2. (T) Generally speaking, how would you rate the City of Palo Alto (PAL-oh AL-toh) 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----------------------------------1
   Good --------------------------------------2
   Just fair -----------------------------------3
   Poor ---------------------------------------4
   (DON'T READ/DK/NA)------------------------5

3. I am going to read a short list of public services in the city of Palo Alto (PAL-oh AL-toh). 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)

   | [ ]a. (T) Public safety | [ ]b. (T) Public libraries | [ ]c. (T) Public schools |
   | GREAT NEED | SOME NEED | LITTLE NEED | NO NEED | (DON'T READ) |
   | 1----------- | 2----------- | 3----------- | 4----------- | 5----------- |
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 QX)--1
 Probably yes ---------------------------(ASK QX)--2
 Undecided, lean yes -------------------(ASK QX)--3
 Undecided, lean no -------------------(ASK QX)--4
 Probably no ---------------------------(ASK QX)--5
 Definitely no ------------------------(ASK QX)--6
 (DON'T READ) Need more info--------- (SKIP TO QX)--7
 (DON'T READ) DK/NA-------------------(SKIP TO QX)--8
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:

   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

   b. No:

   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

(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 ---------------------------------- 1
   Probably yes ---------------------------------- 2
   Undecided, lean yes ----------------------------- 3
   Undecided, lean no ----------------------------- 4
   Probably no ---------------------------------- 5
   Definitely no ---------------------------------- 6
   (DON'T READ) Need more info ------------------ 7
   (DON'T READ) DK/NA ---------------------------- 8
(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 (PAL-oh AL-toh) 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?)

- Definitely yes: 1
- Probably yes: 2
- Undecided, lean yes: 3
- Undecided, lean no: 4
- Probably no: 5
- Definitely no: 6
- (DON'T READ) Need more info: 7
- (DON'T READ) DK/NA: 8

8. Next, suppose you knew that the 75 million dollar library bond measure to fund improvements to Palo Alto (PAL-oh AL-toh) 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?)

- Definitely yes: 1
- Probably yes: 2
- Undecided, lean yes: 3
- Undecided, lean no: 4
- Probably no: 5
- Definitely no: 6
- (DON'T READ) Need more info: 7
- (DON'T READ) DK/NA: 8

---

**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)

<table>
<thead>
<tr>
<th>MUCH</th>
<th>SMWT</th>
<th>(NO SMWT</th>
<th>MUCH</th>
<th>BETTER</th>
<th>BETTER DIFF.</th>
<th>WORSE</th>
<th>WORSE</th>
<th>(DK/NA)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>2</td>
<td>3</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td>2</td>
<td>3</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

[ ]a. Your personal economic situation
[ ]b. The local economy
10. How would you rate the overall job being done by Palo Alto (PAL-oh AL-toh) city government in providing services to the City’s residents? Would you say the City is doing an...? (READ RESPONSES AND RECORD)

Excellent--------------------------------------1
Good------------------------------------------2
Only fair, or----------------------------------3
Poor job---------------------------------------4
(DON'T READ) Don't know---------------------5

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

Excellent--------------------------------------1
Good------------------------------------------2
Only fair, or----------------------------------3
Poor job---------------------------------------4
(DON'T READ) Don't know---------------------5

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)

(SPLIT SAMPLE A ONLY)

[ ]a. (T) Expanding children’s reading areas in the library-------------------------------------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]b. (T) Offering more computers for public use at the Mitchell Park Library--------------------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]c. (T) Improving lighting in libraries to make it easier to locate and read books---------------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]d. (T) Expanding space for books and other items to accommodate a larger collection at the Library----1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]e. (T) Providing updated facilities for after-school programs such as homework tutoring--------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]f. (T) Upgrading and repairing the Downtown Library------------------------------------------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]g. (T) Providing air conditioning at libraries that currently do not have any----------------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]h. Building new facilities that meet federal and state standards for environmentally-friendly “green building”------------------------------------------1 ----- 2 ----- 3 ----- 4 ----- 5

[ ]i. Building spaces for community events, programs and meetings-------------------------------1 ----- 2 ----- 3 ----- 4 ----- 5

(DON'T READ) DK/NA

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

13. This measure will make it possible to offer Palo Alto (PAL-oh AL-toh) children and teens more safe after-school activities, including tutoring and educational programs. ———————————— 1 ——— 2 ——— 3 ——— 4 ——— 5
Palo Alto (PAL-oh AL-toh) 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.

Over the past ten years, the City has been steadily making improvements to all of Palo Alto's library branches. This bond measure will fund improvements at the last three branches and complete improvements to the library system.

This measure has tough accountability provisions including, mandatory independent audits, a citizens' fiscal oversight committee and no money for administrators' salaries.

Over 25 hundred people visit libraries daily, 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.

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.

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.

Increasing the space and capacity of the Main, Mitchell Park and Downtown Libraries will increase library collections available throughout the entire library system.

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.
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 ........................................ 1
- Probably yes ........................................ 2
- Undecided, lean yes----------------------------- 3
- Undecided, lean no ----------------------------- 4
- Probably no------------------------------------- 5
- Definitely no----------------------------------- 6
(DON'T READ) Need more info ------------------- 7
(DON'T READ) DK/NA ----------------------------- 8

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)

[]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. --------------------------------- 1--------- 2--------- 3--------- 4--------- 5

[]b. We cannot trust City government to spend the funds from this bond measure properly. --------------------------------- 1--------- 2--------- 3--------- 4--------- 5

(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. ------------------- 1--------- 2--------- 3--------- 4--------- 5

[]d. There are much higher priorities for our tax dollars than improving libraries – like schools, streets and public safety. ------------------- 1--------- 2--------- 3--------- 4--------- 5

(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. ------------------- 1--------- 2--------- 3--------- 4--------- 5

[]f. We should focus our resources on one or two full-service libraries instead of spending money to upgrade 5 different libraries. ------------------- 1--------- 2--------- 3--------- 4--------- 5
(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 ------------------------ 1
Probably yes ---------------------- 2
Undecided, lean yes----------------- 3
Undecided, lean no----------------- 4
Probably no------------------------ 5
Definitely no ---------------------- 6
(DON'T READ) Need more info-------- 7
(DON'T READ) DK/NA ----------------- 8

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------------------------------- 1
Downtown ---------------------------------- 2
Main Library--------------------------------- 3
Mitchell Park-------------------------------- 4
Children’s Library---------------------------- 5
(DON'T READ) Other, specify ----------------- 6
(DON'T READ) DK/NA/REFUSED------------------ 7

18. Do you ... (READ LIST)

Own a single family home-------------------- 1
Own a condominium-------------------------- 2
Rent an apartment or home ----------------- 3
(DON'T READ) DK/NA/REFUSED------------------ 4

(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 --------------------------------- 1
In 1978 or after------------------------------- 2
(DON'T KNOW/NA)------------------------------- 3

(RESUME ASKING ALL RESPONDENTS)
20. Do you live north or south of Oregon Expressway?

North -------------------------------------- 1
South---------------------------------------- 2
(DON'T READ) DK/NA-------------------------- 3
21. What was the last level of school that you completed?

Grades 1-8----------------------------- 1
Grades 9-12 --------------------------- 2
High School graduate------------------ 3
Less than 4 years of college---------- 4
College graduate (4)------------------ 5
Post graduate work/
  Professional school------------------ 6
(DON'T READ) Refused----------------- 7

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

Yes ---------------------------------- 1
No------------------------------------ 2
(DON'T READ) DK/NA------------------- 3

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------------------------ 1
White/Caucasian----------------------- 2
Black/African-American---------------- 3
Asian-American------------------------ 4
Other (SPECIFY_____)------------------ 5
(DON'T READ) DK/NA/REFUSED------------ 6

24. In what year were you born?

1990-1984 (18-24)---------------------- 1
1983-1979 (25-29)---------------------- 2
1978-1974 (30-34)---------------------- 3
1973-1969 (35-39)---------------------- 4
1968-1964 (40-44)---------------------- 5
1963-1959 (45-49)---------------------- 6
1958-1954 (50-54)---------------------- 7
1953-1949 (55-59)---------------------- 8
1948-1944 (60-64)---------------------- 9
1943-1934 (65-74)---------------------- 10
1933 or earlier (75 & over)------------ 11
(DON'T READ) Refused------------------ 12

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------------------- 1
$50,001 to $100,000--------------------- 2
$100,001 to $150,000--------------------- 3
$150,001 to $200,000--------------------- 4
$200,001 to $250,000--------------------- 5
Over $250,000-------------------------- 6
(DON'T READ) Refused-------------------- 7
### THANK AND TERMINATE

**GENDER (BY OBSERVATION):**
- Male: 1
- Female: 2

**REGISTRATION:**
- Democrat: 1
- Republican: 2
- Decline to State: 3
- Other: 4

Name ____________________________  
Address ____________________________  
Zip ____________________________  
Phone # ____________________________  
Cluster# ____________________________

**Flags**
- P02: 1
- G02: 2
- R03: 3
- P04: 4
- G04: 5
- N05: 6
- P06: 7
- G06: 8
- F08: 9
- Blank: 10

**VOTE BY MAIL**
- 1: 1
- 2: 2
- 3+: 3
- Blank: 4

**PERMANENT ABSENTEE**
- Yes: 1
- No: 2

**Household Party Type**
- Dem 1: 1
- Dem 2+: 2
- Rep 1: 3
- Rep 2+: 4
- Ind 1+: 5
- Mix: 6