



GODBE RESEARCH
Gain Insight

LOS ALTOS COMMUNITY CENTER CAMPUS BOND MEASURE FEASIBILITY SURVEY

2014 Bond Measure Feasibility Survey

Topline Report

n=400

18-minutes

Universe: Likely November 2016 Voters / Likely November
2014 / Likely May 2015

August 7, 2014

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
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601 108th Avenue NE, Suite 1900
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METHODOLOGY

Sample Universes: Likely November 2016 / Likely November 2014* / Likely Mail Ballot 2015

Sample Sizes: n=400 / n=340 / n=276

Error Rates: ±4.8% / ±5.3% / ±5.8%

Field Dates: July 28 to August 5, 2014

* Available in detailed Crosstabulations

UNINFORMED BALLOT TEST AND TAX THRESHOLD

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
1A. First Ballot Test - To replace the existing Hillview Recreation Center with a new facility to meet the recreational needs of children, families, seniors and adult residents for the next 50 years, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?	Definitely Yes	32.3%		33.0%	
	Probably Yes	25.1%		24.8%	
	Probably No	12.7%		8.7%	
	Definitely No	16.2%		18.2%	
	DK/NA	13.6%		15.4%	
	Total Yes	57.4%		57.8%	
	Total No	28.9%		26.8%	
1B. First Ballot Test - To provide a new self-supporting community pool facility offering youth and adult swim lessons and swim teams, family recreation, exercise classes and lap swimming, with no operational costs to the City, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?	Definitely Yes	33.9%		33.1%	
	Probably Yes	25.5%		27.3%	
	Probably No	14.6%		10.1%	
	Definitely No	18.6%		20.5%	
	DK/NA	7.4%		9.0%	
	Total Yes	59.4%		60.4%	
	Total No	33.2%		30.6%	
1C. First Ballot Test - To preserve open space on the Los Altos civic center campus by building 1 level of underground parking, with natural light and ventilation, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?	Definitely Yes	27.8%		26.0%	
	Probably Yes	27.2%		24.0%	
	Probably No	10.5%		10.5%	
	Definitely No	19.3%		20.8%	
	DK/NA	15.2%		18.6%	
	Total Yes	55.0%		50.0%	
	Total No	29.8%		31.4%	
2A. \$26 per \$100,000	Definitely Yes	20.6%		22.5%	
	Probably Yes	23.2%		24.2%	
	Probably No	20.4%		16.9%	
	Definitely No	27.9%		29.1%	
	DK/NA	8.0%		7.3%	
	Total Yes	43.8%		46.7%	
	Total No	48.3%		46.0%	
2B. \$20 per \$100,000	Definitely Yes	25.9%		26.8%	
	Probably Yes	17.1%		17.9%	
	Probably No	21.2%		16.7%	
	Definitely No	26.7%		27.1%	
	DK/NA	9.1%		11.4%	
	Total Yes	43.1%		44.7%	
	Total No	47.9%		43.8%	
2C. \$14 per \$100,000	Definitely Yes	34.5%		35.8%	
	Probably Yes	18.3%		20.5%	
	Probably No	15.5%		11.5%	
	Definitely No	23.2%		22.4%	
	DK/NA	8.5%		9.7%	
	Total Yes	52.8%		56.3%	
	Total No	38.7%		33.9%	

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
2D. \$8 per \$100,000	Definitely Yes	43.9%		44.6%	
	Probably Yes	23.7%		26.6%	
	Probably No	9.5%		6.8%	
	Definitely No	18.7%		18.6%	
	DK/NA	4.1%		3.4%	
	Total Yes	67.6%		71.2%	
	Total No	28.3%		25.4%	

FEATURES OF THE MEASURE

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
3A. Replace the existing Hillview Recreation Center with a new accessible facility to meet the recreational needs of children, families, seniors and adult residents for the next 50 years	Much more likely	35.6%		34.9%	
	Somewhat more likely	27.3%		27.6%	
	No Effect	10.6%		11.5%	
	Somewhat less likely	9.3%		7.0%	
	Much less likely	13.2%		14.8%	
	DK/NA	3.9%		4.3%	
3B. Preserve open space on the Los Altos civic center campus by building 1 level of underground parking, with natural light and ventilation	Much more likely	33.0%		30.4%	
	Somewhat more likely	24.1%		25.1%	
	No Effect	11.1%		10.4%	
	Somewhat less likely	11.3%		12.5%	
	Much less likely	14.3%		16.3%	
	DK/NA	6.2%		5.3%	
3C. Replace the existing Bus Barn Theatre with a new theatre for live performances and showing movies	Much more likely	24.0%		23.0%	
	Somewhat more likely	21.3%		22.6%	
	No Effect	14.1%		13.3%	
	Somewhat less likely	15.9%		18.1%	
	Much less likely	19.3%		19.9%	
	DK/NA	5.4%		3.2%	
3D. Provide a new self-supporting community pool facility offering youth and adult swim lessons and swim teams, family recreation, exercise classes and lap swimming, with no operational costs to the City	Much more likely	37.2%		34.5%	
	Somewhat more likely	24.7%		25.8%	
	No Effect	8.4%		10.0%	
	Somewhat less likely	9.3%		9.5%	
	Much less likely	17.9%		18.0%	
	DK/NA	2.5%		2.2%	
3E. Replace the existing soccer field with one that is regulation size	Much more likely	14.4%		14.4%	
	Somewhat more likely	18.9%		16.4%	
	No Effect	13.7%		16.0%	
	Somewhat less likely	16.8%		14.7%	
	Much less likely	24.1%		24.5%	
	DK/NA	12.1%		13.9%	
3F. Replace the existing Main Library with a new 21st century facility	Much more likely	22.4%		21.2%	
	Somewhat more likely	28.1%		29.5%	
	No Effect	11.4%		9.3%	
	Somewhat less likely	13.3%		11.1%	
	Much less likely	21.8%		24.7%	
	DK/NA	3.0%		4.3%	
3G. Provide a small skateboard park	Much more likely	17.2%		15.2%	
	Somewhat more likely	21.8%		18.6%	
	No Effect	16.2%		19.0%	
	Somewhat less likely	15.8%		15.3%	
	Much less likely	24.7%		28.3%	
	DK/NA	4.4%		3.6%	
3H. Maintain Los Altos' historic apricot orchard	Much more likely	37.3%		37.4%	
	Somewhat more likely	24.4%		25.0%	
	No Effect	15.2%		14.1%	
	Somewhat less likely	11.3%		12.0%	
	Much less likely	7.4%		9.7%	
	DK/NA	4.5%		1.8%	

FEATURES OF THE MEASURE RANKED BY MEAN SCORE

	Nov '16 Voter		Mail Ballot '15 Voter	
	%	Mean	%	Mean
3H. Maintain Los Altos' historic apricot orchard		.76		.70
3A. Replace the existing Hillview Recreation Center with a new accessible facility to meet the recreational needs of children, families, seniors and adult residents for the next 50 years		.65		.63
3D. Provide a new self-supporting community pool facility offering youth and adult swim lessons and swim teams, family recreation, exercise classes and lap swimming, with no operational costs to the City		.55		.51
3B. Preserve open space on the Los Altos civic center campus by building 1 level of underground parking, with natural light and ventilation		.54		.43
3F. Replace the existing Main Library with a new 21st century facility		.17		.12
3C. Replace the existing Bus Barn Theatre with a new theatre for live performances and showing movies would		.16		.11
3G. Provide a small skateboard park		-.09		-.24
3E. Replace the existing soccer field with one that is regulation size		-.20		-.22

POSITIVE STATEMENTS

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
4A. The new community center will be a multi-generational facility serving the recreational needs of Los Altos residents of all ages	Much more likely to vote yes	32.5%		34.5%	
	Somewhat more likely to vote yes	16.7%		16.9%	
	No effect	48.4%		45.2%	
	DK/NA	2.4%		3.3%	
4B. A new, self-supporting community pool facility will offer adult and youth swim lessons and swim teams, family recreation, exercise classes and lap swimming, with no operational costs to the City	Much more likely to vote yes	30.1%		29.5%	
	Somewhat more likely to vote yes	29.0%		29.6%	
	No effect	39.6%		39.0%	
	DK/NA	1.3%		1.8%	
4C. The new community center will be relocated so it is closer to the library and downtown Los Altos	Much more likely to vote yes	18.5%		17.9%	
	Somewhat more likely to vote yes	17.9%		12.0%	
	No effect	59.2%		64.2%	
	DK/NA	4.5%		5.9%	
4D. In addition to a potential bond measure, the City is actively seeking other sources of funding for these facilities, including grants, matching funds, and donations	Much more likely to vote yes	34.4%		31.2%	
	Somewhat more likely to vote yes	29.7%		28.6%	
	No effect	34.3%		37.9%	
	DK/NA	1.7%		2.4%	
4E. The existing Hillview Recreation Center is nearly 70 years old, doesn't meet current seismic and safety standards, and urgently needs to be replaced for the safety of children, families and seniors in this heavily-used facility	Much more likely to vote yes	43.7%		44.4%	
	Somewhat more likely to vote yes	21.7%		22.2%	
	No effect	32.7%		30.5%	
	DK/NA	1.9%		2.9%	
4F. A new theatre will provide a better venue for the City's popular Youth Theatre program as well as the Los Altos Stage Company; it could also show movies and host public and private events	Much more likely to vote yes	27.5%		30.0%	
	Somewhat more likely to vote yes	24.7%		23.6%	
	No effect	43.6%		44.0%	
	DK/NA	4.2%		2.4%	
4G. Building one level of parking underground, with natural light and ventilation, will preserve open space for all Los Altos residents to enjoy	Much more likely to vote yes	32.1%		32.0%	
	Somewhat more likely to vote yes	21.2%		21.9%	
	No effect	42.7%		43.2%	
	DK/NA	4.0%		3.0%	
4H. Historically low interest rates mean we can complete this project for less right now than we will be able to in the future	Much more likely to vote yes	33.1%		35.8%	
	Somewhat more likely to vote yes	25.9%		25.3%	
	No effect	40.6%		38.4%	
	DK/NA	.4%		.6%	

POSITIVE STATEMENTS RANKED BY MEAN SCORE

	Nov '16 Voter		Mail Ballot '15 Voter	
	%	Mean	%	Mean
4E. The existing Hillview Recreation Center is nearly 70 years old, doesn't meet current seismic and safety standards, and urgently needs to be replaced for the safety of children, families and seniors in this heavily-used facility		1.11		1.14
4D. In addition to a potential bond measure, the City is actively seeking other sources of funding for these facilities, including grants, matching funds, and donations		1.00		.93
4H. Historically low interest rates mean we can complete this project for less right now than we will be able to in the future		.92		.97
4B. A new, self-supporting community pool facility will offer adult and youth swim lessons and swim teams, family recreation, exercise classes and lap swimming, with no operational costs to the City		.90		.90
4G. Building one level of parking underground, with natural light and ventilation, will preserve open space for all Los Altos residents to enjoy		.89		.89
4A. The new community center will be a multi-generational facility serving the recreational needs of Los Altos residents of all ages		.84		.89
4F. A new theatre will provide a better venue for the City's popular Youth Theatre program as well as the Los Altos Stage Company; it could also show movies and host public and private events		.83		.86
4C. The new community center will be relocated so it is closer to the library and downtown Los Altos		.57		.51

NEGATIVE STATEMENTS

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
5A. We have higher priorities, like funding new facilities for our local schools to accommodate growing student enrollment	Much more likely to vote no	22.4%		19.9%	
	Somewhat more likely to vote no	25.4%		25.3%	
	No effect	51.5%		53.9%	
	DK/NA	.7%		1.0%	
5B. Our community is not growing. We don't need more taxes to build a new recreation center	Much more likely to vote no	10.3%		10.4%	
	Somewhat more likely to vote no	13.9%		12.3%	
	No effect	75.1%		76.3%	
	DK/NA	.7%		1.0%	
5C. The existing Hillview Recreation Center site should be used for a Los Altos School District school, not a new City facility	Much more likely to vote no	21.2%		14.7%	
	Somewhat more likely to vote no	15.7%		16.9%	
	No effect	58.9%		63.1%	
	DK/NA	4.2%		5.3%	
5D. This measure hurts seniors and those on fixed incomes, who can't afford higher property tax bills	Much more likely to vote no	17.5%		17.7%	
	Somewhat more likely to vote no	19.3%		18.8%	
	No effect	59.4%		62.5%	
	DK/NA	3.7%		1.1%	

NEGATIVE STATEMENTS RANKED BY MEAN SCORE

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
5A. We have higher priorities, like funding new facilities for our local schools to accommodate growing student enrollment			.71		.66
5C. The existing Hillview Recreation Center site should be used for a Los Altos School District school, not a new City facility			.61		.49
5D. This measure hurts seniors and those on fixed incomes, who can't afford higher property tax bills			.57		.55
5B. Our community is not growing. We don't need more taxes to build a new recreation center			.35		.33

INFORMED BALLOT TEST & THEATRE LOCATION

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
6A. Second Ballot Test - To replace the existing Hillview Recreation Center with a new facility to meet the recreational needs of children, families, seniors and adult residents for the next 50 years, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?	Definitely Yes	32.9%		31.6%	
	Probably Yes	25.8%		29.0%	
	Probably No	12.3%		7.7%	
	Definitely No	21.1%		22.8%	
	DK/NA	8.0%		8.9%	
	Total Yes	58.6%		60.6%	
	Total No	33.4%		30.6%	
6B. Second Ballot Test - To provide a new self-supporting community pool facility offering youth and adult swim lessons and swim teams, family recreation, exercise classes and lap swimming, with no operational costs to the City, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?	Definitely Yes	32.2%		30.7%	
	Probably Yes	28.5%		30.2%	
	Probably No	11.2%		6.8%	
	Definitely No	23.5%		26.9%	
	DK/NA	4.8%		5.4%	
	Total Yes	60.6%		60.9%	
	Total No	34.6%		33.7%	
6C. Second Ballot Test - To preserve open space on the Los Altos civic center campus by building 1 level of underground parking, with natural light and ventilation, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?	Definitely Yes	33.3%		31.1%	
	Probably Yes	23.9%		25.1%	
	Probably No	11.9%		10.1%	
	Definitely No	21.9%		23.9%	
	DK/NA	9.1%		9.8%	
	Total Yes	57.1%		56.3%	
	Total No	33.8%		34.0%	
7. If the existing Bus Barn Theatre is replaced with a new facility, where should it be located?	In downtown Los Altos	20.6%		22.3%	
	In or adjacent to the new community center	19.6%		15.2%	
	Where the existing Bus Barn Theatre is now	26.0%		23.7%	
	Mixed opinions	6.6%		8.3%	
	Don't support / Should not be built	7.2%		7.4%	
	Can't afford it / Don't spend the money	3.9%		3.6%	
	DK/NA	16.2%		19.5%	

DEMOGRAPHICS

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
A. Do any children under the age of 18 live in your household?	Yes	37.5%		34.1%	
	No	61.3%		65.1%	
	DK/NA	1.1%		.9%	
B. Respondent's Gender	Male	48.0%		47.8%	
	Female	52.0%		52.2%	
C. Age	18-29	8.6%		4.8%	
	30-39	6.5%		4.3%	
	40-49	18.4%		15.2%	
	50-64	33.6%		35.3%	
	65+	30.6%		37.3%	
	Not Coded	2.3%		3.1%	
D. Ethnic Surname	Japanese	1.0%		1.4%	
	Chinese	5.3%		5.0%	
	Hispanic	2.0%		1.4%	
	Jewish	3.7%		3.0%	
	Armenian	.7%		1.0%	
	Vietnamese	0.0%		0.0%	
	Italian	1.9%		1.6%	
	Korean	.4%		.6%	
	African American	0.0%		0.0%	
Not Coded	85.0%		86.1%		
E. Homeownership Status	Owner	88.2%		89.1%	
	Renter	11.8%		10.9%	
G. Phone Type	Cell phone	13.7%		10.7%	
	Landline	86.3%		89.3%	
H. Party	Democrat	42.3%		43.1%	
	Republican	30.1%		33.7%	
	Other	2.3%		2.3%	
	DTS	25.3%		20.9%	
I. Household Party Type	Dem 1	15.7%		15.6%	
	Dem 2+	15.0%		16.6%	
	Rep 1	8.5%		9.0%	
	Rep 2+	12.1%		14.1%	
	Other 1	10.5%		7.3%	
	Other 2+	7.3%		7.8%	
	Dem & Rep	9.1%		9.4%	
	Dem & Other	12.5%		11.3%	
	Rep & Other	7.5%		6.2%	
	Dem, Rep & Other	1.8%		2.6%	
J. Registration Date	2013 to 2014	1.6%		2.2%	
	2009 to 2012	20.2%		10.5%	
	2005 to 2008	22.7%		24.7%	
	2001 to 2004	13.9%		11.4%	
	1997 to 2000	10.6%		13.2%	
	1993 to 1996	6.8%		7.4%	
	1981 to 1992	12.6%		16.2%	
	1980 or before	11.6%		14.4%	
Not coded	0.0%		0.0%		
K. Voting History	See Detailed Crosstabs				

		Nov '16 Voter		Mail Ballot '15 Voter	
		%	Mean	%	Mean
L. Times Voted in Last Elections	1	11.1%		0.0%	
	2	4.4%		2.4%	
	3	4.1%		2.7%	
	4	5.6%		3.2%	
	5	4.7%		5.2%	
	6	8.7%		5.9%	
	7	6.5%		7.5%	
	8	7.4%		8.4%	
	9	8.2%		10.0%	
	10	8.8%		11.7%	
	11	12.2%		16.6%	
	12	18.2%		26.4%	
	M. Absentee Voter	0	11.0%		4.2%
1		17.8%		2.7%	
2		7.0%		5.4%	
3		4.0%		5.4%	
4		4.4%		4.3%	
5		4.8%		5.6%	
6		5.3%		7.2%	
7		6.5%		9.5%	
8		8.7%		11.5%	
9		8.3%		12.1%	
10		9.2%		13.3%	
11		4.3%		6.2%	
12		8.8%		12.7%	
N. Permanent Absentee Voter	Yes	76.5%		90.2%	
	No	23.5%		9.8%	
O. Likely Absentee Voter	Yes	80.9%		91.2%	
	No	19.1%		8.8%	
P. Likely 2015 Mail Ballot Voter	Yes	69.0%		100.0%	
	No	31.0%		0.0%	