



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

4. One measure would authorize \$95 million dollars in general obligation bonds to: replace Palo Alto’s **(PAL-oh AL-toh’s)** public safety building; replace Mitchell Park Library with a new multi-use library and community center; and upgrade facilities at the Main and Downtown city libraries. If the election were held today, would you vote yes in favor of this bond 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 ----- 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**

5. 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- A new public safety building that would provide a safe space for interviewing crime victims; upgrade outdated facilities and technology for storing and analyzing crime evidence; improve earthquake safety; and provide an upgraded Emergency Operations Center and 9-1-1 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.”

If the election were held today, would you vote yes in favor of this bond 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 Q6)--1**
- Probably yes ----- **(ASK Q6)--2**
- Undecided, lean yes ----- **(ASK Q6)--3**
- Undecided, lean no----- **(ASK Q6)--4**
- Probably no----- **(ASK Q6)--5**
- Definitely no ----- **(ASK Q6)--6**
- (DON'T READ) Need more info----- (SKIP TO Q7/8)--7**
- (DON'T READ) DK/NA ----- (SKIP TO Q7/8)--8**

**(ASK Q6 ONLY IF YES/NO IN Q5)**

6. Why would you vote **(YES/NO)** on this bond measure? **(OPEN-END; RECORD VERBATIM RESPONSE BELOW)**

a. Yes

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b. No

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**(RESUME ASKING ALL RESPONDENTS)**

**NEXT, INSTEAD OF THE BOND MEASURE I JUST DESCRIBED TO YOU, THERE MAY BE TWO SEPARATE BOND MEASURES ON THE BALLOT. LET ME DESCRIBE THEM TO YOU.**

**(SPLIT SAMPLE C: READ Q7 THEN Q8)**

**(SPLIT SAMPLE D: READ Q8 THEN Q7)**

7. **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.

If the election were held today, would you vote yes in favor of this 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 ----- 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. **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 (**PAL-oh AL-toh**). 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.

If the election were held today, would you vote yes in favor of this 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 ----- 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

- 9. It is possible that the two bond measures I just described could appear on the same City ballot. If the \$50 million dollar public safety bond and the \$45 million dollar library and community center bond were on the same ballot, would you vote yes on both of them, no on both of them, or vote yes on just one of them? **(IF YES ON JUST ONE OF THEM, ASK:** Which one would you vote yes on?)

- Yes on both measures----- 1
- Yes on public safety bond only ----- 2
- Yes on library bond only----- 3
- No on both measures ----- 4
- (DON'T READ)** Don't know----- 5

(SPLIT SAMPLE C: ASK Q10-Q14 ABOUT LIBRARY BOND BEFORE Q15-Q17 ABOUT PUBLIC SAFETY BOND)

(SPLIT SAMPLE D: ASK Q15-Q17 ABOUT PUBLIC SAFETY BOND BEFORE Q10-Q14 ABOUT LIBRARY BOND)

**NOW I'D LIKE TO ASK YOU SOME MORE SPECIFIC QUESTIONS ABOUT THE POTENTIAL 45 MILLION DOLLAR LIBRARY AND COMMUNITY CENTER BOND MEASURE.**

10. Suppose that this library and community center bond measure resulted in an annual property tax increase of \_\_\_\_\_ (**READ EACH, RECORD**) 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. Would you vote yes in favor of it 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?

<b>(DO NOT ROTATE)</b>	<b>DEF <u>YES</u></b>	<b>PROB <u>YES</u></b>	<b>LEAN <u>YES</u></b>	<b>LEAN <u>NO</u></b>	<b>PROB <u>NO</u></b>	<b>DEF <u>NO</u></b>	<b>(DK/ <u>NA</u>)</b>
a. 20 dollars-----	1	2	3	4	5	6	7
b. 16 dollars-----	1	2	3	4	5	6	7
c. 11 dollars-----	1	2	3	4	5	6	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. (**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?) (**DO NOT ROTATE**)

	<b>DEF <u>YES</u></b>	<b>PROB <u>YES</u></b>	<b>LEAN <u>YES</u></b>	<b>LEAN <u>NO</u></b>	<b>PROB <u>NO</u></b>	<b>DEF <u>NO</u></b>	<b>(DK/ <u>NA</u>)</b>
a. A 35 million dollar bond measure that would fund a new Mitchell Park Library <u>and</u> upgrades to the Main and Downtown libraries, but would <u>not</u> include a new community center-----	1	2	3	4	5	6	7
b. A 25 million dollar bond measure that would fund a new Mitchell Park Library, but would <u>not</u> include upgrades to the Main and Downtown libraries or a new community center-----	1	2	3	4	5	6	7

12. Next, 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. **(ROTATE)**

	<u>EXT</u> <u>IMPT.</u>	<u>VERY</u> <u>IMPT.</u>	<u>SW</u> <u>IMPT.</u>	<u>NOT</u> <u>IMPT.</u>	<b>(DON'T READ) DK/NA</b>
[ ]a. Building a new community center-----	1	2	3	4	5
[ ]b. Replacing the Mitchell Park Library with an upgraded and expanded building-----	1	2	3	4	5
<b>(SPLIT SAMPLE A ONLY)</b>					
[ ]c. Expanding children’s reading areas in the library-----	1	2	3	4	5
[ ]d. Upgrading and repairing the Main Library-----	1	2	3	4	5
[ ]e. Offering more computers for public use at the Mitchell Park Library-----	1	2	3	4	5
[ ]f. Improving lighting in libraries to make it easier to locate and read books-----	1	2	3	4	5
<b>(SPLIT SAMPLE B ONLY)</b>					
[ ]g. Expanding space for books and other items to accommodate a larger collection at the Library-----	1	2	3	4	5
[ ]h. Providing updated facilities for after-school programs such as homework tutoring-----	1	2	3	4	5
[ ]i. Upgrading and repairing the Downtown Library-----	1	2	3	4	5
[ ]j. Providing air conditioning at libraries that currently do not have any-----	1	2	3	4	5

**(RESUME ASKING ALL RESPONDENTS)**

**NEXT, I'D LIKE TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSED 45 MILLION DOLLAR LIBRARY AND COMMUNITY CENTER BOND MEASURE.**

13. First, here’s what supporters say about the library and community center bond. Palo Alto **(PAL-oh AL-toh)** libraries have limited space for collections, poor lighting, and do not meet standards for earthquake safety or disabled access. This bond measure will fund upgrades at all Palo Alto **(PAL-oh AL-toh)** branch libraries that have not already been upgraded, and will fund a new Mitchell Park Library and community center with room for expanded collections, better lighting and air conditioning, and more computers for public use. It will also make it possible to offer Palo Alto **(PAL-oh AL-toh)** children and teens more safe after-school activities.

Now that you have heard more about it, let me ask you again. Would you vote yes in favor or no to oppose the 45 million dollar library and community center bond measure? **(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**

14. Next, here is what opponents say about the library and community center bond. The proposed bond measure is a waste of taxpayer money. Our current libraries and community centers already meet the city’s needs, and nearly all the money from this measure would be spent on

just the Mitchell Park Library. The City should tighten its belt and cut waste from the existing City budget to fund library improvements.

Now that you have heard more about it, let me ask you one last time: would you vote yes in favor or no to oppose the 45 million dollar library and community center bond measure? (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

(SPLIT SAMPLE D: ASK Q15-Q17 ABOUT PUBLIC SAFETY BOND BEFORE Q10-Q14 ABOUT LIBRARY BOND)

(SPLIT SAMPLE C: ASK Q10-Q14 ABOUT LIBRARY BOND BEFORE Q15-Q17 ABOUT PUBLIC SAFETY BOND)

**NOW I'D LIKE TO ASK YOU SOME MORE SPECIFIC QUESTIONS ABOUT THE POTENTIAL 50 MILLION DOLLAR PUBLIC SAFETY BUILDING BOND MEASURE.**

15. Suppose that this public safety building bond measure resulted in an annual property tax increase of 22 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. Would you vote yes in favor of it 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 ----- 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

**NEXT, I'D LIKE TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE PROPOSED 50 MILLION DOLLAR PUBLIC SAFETY BUILDING BOND MEASURE.**

16. First, here is a statement from supporters of the public safety building bond. Palo Alto's (**PAL-oh AL-toh's**) current public safety building is dangerously out-of-date, with inadequate facilities. These problems could cut off public safety services in an emergency or leave the city open to lawsuits by employees and fines by the state. This bond measure will replace the public safety building with one that will provide safe interview spaces for rape, domestic abuse and child abuse victims; ensure that the chain of crime evidence is maintained; and ensure our public safety officials can still respond rapidly in the event of a natural disaster or emergency.

Now that you have heard more about it, if the election were held today, would you vote yes in favor or no to oppose the 50 million dollar public safety building bond measure? **(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**

17. Next, here is what opponents say about the public safety building bond. This bond is just another costly measure we do not need. There is no serious crime problem in Palo Alto (**PAL-oh AL-toh**), police and fire response times are good enough, and our Police Department is doing a good job with its current facility. City administrators are just trying to scare us into giving them more money to build a fancy new City building. If we really do need improvements, they should use existing funds to upgrade the current facility instead of building a brand-new 50-million dollar building.

Now that you have heard more about it, let me ask you one last time, would you vote yes in favor or no to oppose the 50 million dollar public safety building bond measure? **(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**



**NOW I WOULD LIKE TO ASK YOU ABOUT A SEPARATE MEASURE THAT MAY ALSO BE ON A FUTURE PALO ALTO (PAL-oh AL-toh) BALLOT.**

18. This measure would be an annual tax of 99 dollars 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. If the election were held today, would you vote yes in favor or no to oppose this ballot measure? **(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.**

19. 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 Q20 ONLY IF HOMEOWNER – CODE 1 OR 2 IN Q19)**

20. 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)**

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

- North----- 1
- South ----- 2
- (DON'T READ) DK/NA ----- 3**

22. 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**

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

- Yes----- 1

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

24. 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

25. In what year were you born?

1989-1983 (18-24) ----- 1  
 1982-1978 (25-29) ----- 2  
 1977-1973 (30-34) ----- 3  
 1972-1968 (35-39) ----- 4  
 1967-1963 (40-44) ----- 5  
 1962-1958 (45-49) ----- 6  
 1957-1953 (50-54) ----- 7  
 1952-1948 (55-59) ----- 8  
 1947-1943 (60-64) ----- 9  
 1942-1933 (65-74) ----- 10  
 1932 or earlier (75 & over) ----- 11  
**(DON'T READ) Refused** ----- 12

26. 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 2006. 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 \_\_\_\_\_ Precinct # \_\_\_\_\_

Address \_\_\_\_\_ Interviewer \_\_\_\_\_

Zip \_\_\_\_\_ Voter ID# \_\_\_\_\_

Phone # \_\_\_\_\_
\_\_\_\_\_ Cluster#

FLAGS

P02 ----- 1
G02 ----- 2
R03 ----- 3
P04 ----- 4
G04 ----- 5
N05 ----- 6
P06 ----- 7
G06 ----- 8
Blank ----- 9

HOUSEHOLD PARTY TYPE

Dem 1 ----- 1
Dem 2+ ----- 2
Rep 1 ----- 3
Rep 2+ ----- 4
Ind 1+ ----- 5
Mix ----- 6

LIKELY JUNE 2008 VOTER

Yes ----- 1
No ----- 2

VOTE BY MAIL

1 ----- 1
2 ----- 2
3+ ----- 3
Blank ----- 4

PERMANENT ABSENTEE

Yes ----- 1
No ----- 2

A/B SPLIT

A ----- 1
B ----- 2

C/D SPLIT

C ----- 1
D ----- 2