

***Fairbank,  
Maslin,  
Maullin &  
Associates***

*Opinion Research &  
Public Policy Analysis*

**TO:** Debra Figone, Town Manager, Town of Los Gatos  
Pamela Jacobs, Assistant Town Manager, Town of Los Gatos

**FROM:** Dave Metz and Molly O'Shaughnessy  
Fairbank, Maslin, Maullin & Associates

**RE:** Key Findings From Los Gatos Voter Survey

**DATE:** January 30, 2007

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Fairbank, Maslin, Maullin & Associates (FMM&A) recently completed a voter survey in the Town of Los Gatos to assess voter attitudes toward Town services and test the feasibility of a bond measure to finance improvements to public facilities.<sup>1</sup> Overall, the survey showed that Town voters are highly pleased with conditions in the community and the operation of Town government. They do not see a pressing need for additional funding for public services. Perhaps as a result, though a clear majority of local voters support a proposed bond measure to fund improvements to Town facilities, that support falls short of the required two-thirds majority.

Accordingly, we recommend that the Town undertake additional public education and outreach before placing such a bond measure before voters. Only one voter in ten currently has significant awareness of the Master Plan for improvements to the Civic Center and Library. Voters will need to understand more about the need for improvements to public facilities in Los Gatos if they are to offer supermajority support for investments in those improvements

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<sup>1</sup> **Methodology:** From January 23-25, 2007 FMM&A completed 400 telephone interviews with registered voters in Los Gatos likely to cast ballots in November 2008. The margin of sampling error for the full sample is +/- 4.9%; margins of error for subgroups within the sample are higher.

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Key specific findings from the survey include the following:

- **Voters have highly positive feelings about the community and about Town services.** In evaluating the general direction of the community, the performance of Town government and the financial management of the Town, voters offer strongly positive evaluations.
- **Few local issues concern large numbers of Los Gatos voters.** No single issue was as the “most serious problem” in Los Gatos by more than 12 percent of survey respondents. No more than about one-third of local voters see a “great need” for additional funding for any of a number of major public services.
- **While most voters support a bond measure to build a library, community center and police station, that support falls below the required two-thirds threshold.** While voters support a potential bond measure by nearly a two-to-one margin – with 57 percent “yes” and 31 percent “no” – this support falls below the two-thirds threshold required for approval of bond measures.
- **Library services are voters’ top priority among potential uses of bond funds.** Voters are most likely to see the public library as in need of additional funding than other services. Voters rate a new library as a higher priority than a community center or police facility as a potential use of funds from a bond measure.
- **Voters are concerned about the potential tax impact of a bond measure.** Support for a potential bond measure declines significantly when voters hear the tax impact of the measure.
- **Voters are more inclined to support a bond measure if it includes specific fiscal accountability provisions.** Provisions that require audits, a citizens’ oversight committee, senior citizen deferrals and provisions that emphasize that bond funds cannot be spent on salaries will help increase support for a bond measure.

The balance of this memo explores these and other key findings in more detail.

**Voters have highly positive feelings about the community and about Town services.**

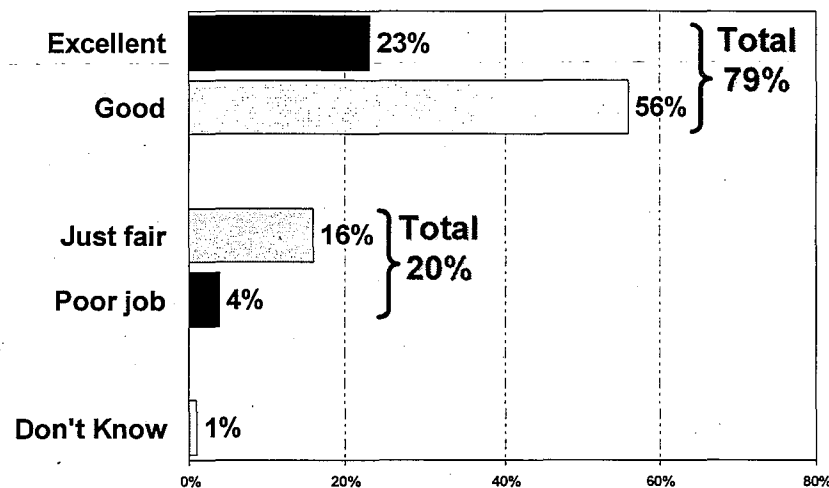
To explore underlying attitudes that might affect voter support for a bond measure, the survey asked voters general questions about the direction of the Town and the quality of Town services. The results show a high level of voter satisfaction with Los Gatos and the job being done by Town government.

Thirty five percent of voters say that things in Los Gatos are headed in the right direction over the last two years, compared to only 10 percent who say they are headed in the

wrong direction. Nearly half of voters say things in Los Gatos have not changed much over the last two years.

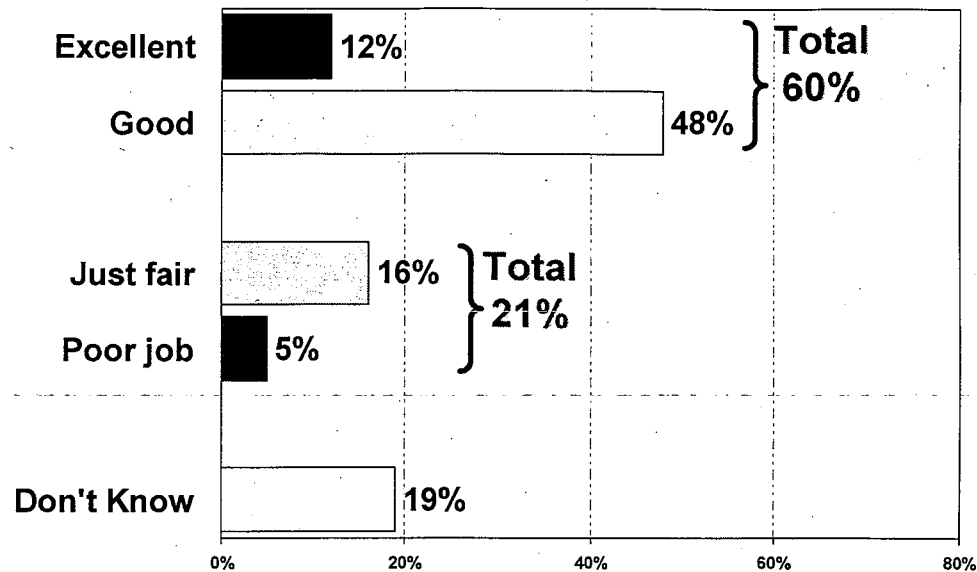
Voters also feel positively about the quality of Town services. Nearly four out of five (79%) say the Town is doing an “excellent” or “good” job in providing services, compared to only 16 percent who say the Town is doing a “fair” job and only 4 percent who say the Town is doing a “poor” job. See **Figure 1** for detailed results.

**Figure 1: Job Rating for Town of Los Gatos in Providing Services**



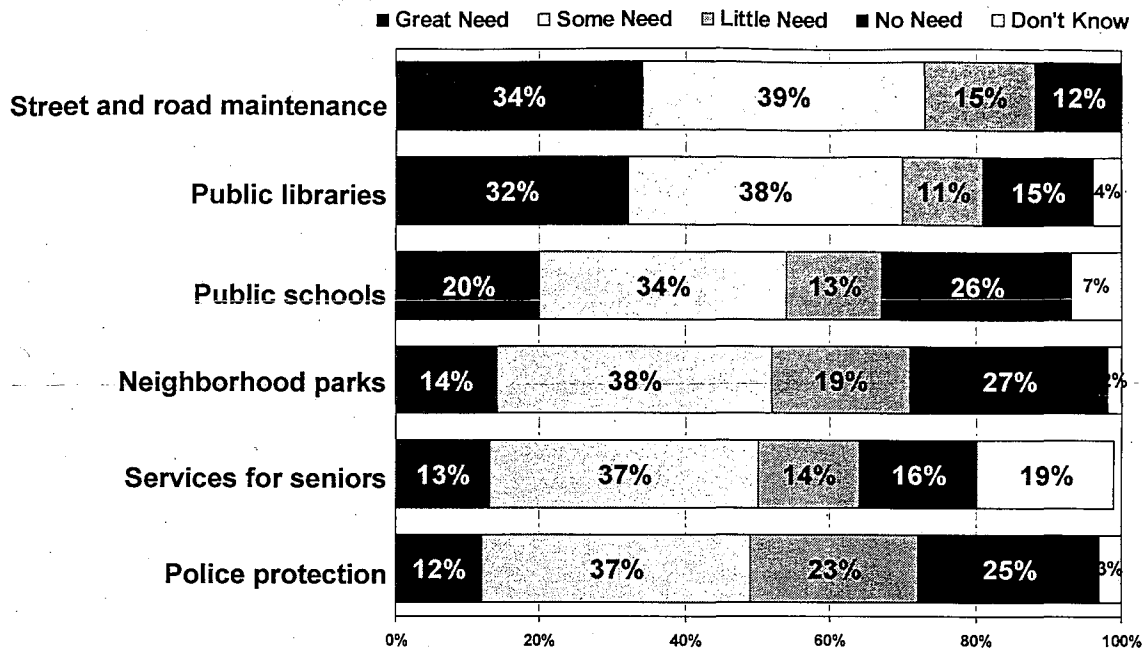
These results are consistent with results of the 2003 Los Gatos resident satisfaction survey, which found that nine in ten residents were “very” or “somewhat” satisfied with the job the Town was doing to provide services.

Voters were also asked to rate the Town’s job performance in managing the Town’s budget and finances. Six in ten voters say the Town is doing an “excellent” or “good” job of financial and budget management (as shown in **Figure 2** on the following page), one of the highest positive responses we have observed in dozens of recent surveys across the state. This result is also consistent with the 2003 resident survey, which found that 56 percent of residents were “very” or “somewhat” satisfied with the Town’s performance in managing its finances.

**Figure 2: Job Rating for the Town of Los Gatos in Financial Management****Few local issues concern large numbers of Los Gatos voters.**

Survey respondents were asked, in an open-ended question, to name the most serious problem facing the Town of Los Gatos. There was remarkably little consensus on any major problem. "Too much growth and development" was cited as the most important problem by 12 percent of voters, and no other single issue was named by more than ten percent of those polled. The second-most common response, offered by eight percent of voters, was "nothing." The cost of housing, the quality of the public schools, and the need for more growth and development were each named most important by six percent of voters surveyed.

Issues relating to crime, public facilities or parking seem to be relatively low-level concerns. When asked how much need they see for additional funding for Town services, less than one-third of voters see a "great need" for additional funding for any service but street maintenance. See **Figure 3** on the following page for detailed results.

**Figure 3: Perceived Need for Funding for Public Services**

Moreover, when the survey offered voters a list of specific ways money from a potential bond measure might be used, none was rated as “extremely important” by more than one in five voters (as shown in **Figure 4**). In short, Los Gatos voters perceive neither an urgent problem facing the community nor a significant inadequacy in funding for public services that needs to be addressed.

**Figure 4: Perceived Importance of Various Potential Uses of Bond Funds**

Use of Bond Funds	Extremely Imp.	Very Imp.	Total Extremely/Very Imp.
Ensuring that disabled people have equal access to the library, community center and Town Hall	20%	40%	60%
Ensuring adequate facilities for police 9-1-1 dispatchers to improve emergency response	17%	38%	55%
Expanding children’s reading areas in the library	11%	30%	41%
Adding new computer areas in the library for research, Internet access and technology education	11%	28%	39%
Expanding parking areas for the library and civic center area	11%	24%	35%

Use of Bond Funds	Extremely Imp.	Very Imp.	Total Extremely/ Very Imp.
Expanding space for books to accommodate a larger book collection at the Library	10%	33%	43%
Creating a central, one-stop customer service area for residents to access all Town services and information	10%	26%	36%
Upgrading computer technology to improve customer service at Town Hall	9%	19%	28%
Improving the safety of crime victims and witnesses by building separate interview rooms for victims and suspects	7%	23%	30%
Adding group study areas for students at the library	7%	23%	30%
Upgrading and repairing public restrooms at the library and Town Hall facilities	5%	16%	21%
Building more secure storage for crime evidence, weapons and ammunition at the police facility	5%	14%	19%
Improving entrances, signs and walkways so residents can find the right Town office more easily	5%	14%	19%
Building facilities for community events, programs and meetings	3%	17%	20%

**While most voters support for a bond measure to build a library, community center and police station, that support falls below the required two-thirds threshold.**

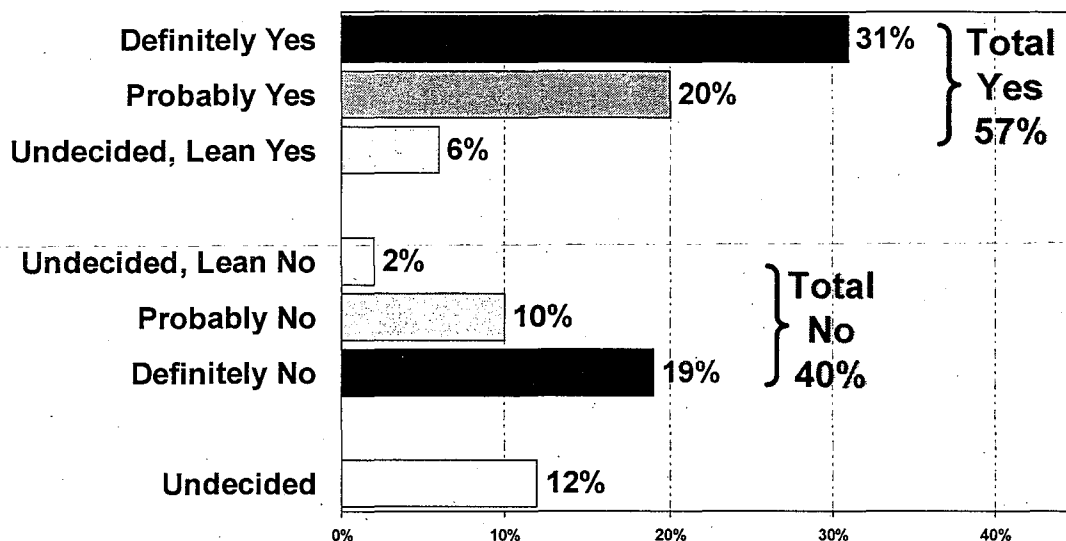
Survey respondents were read the following potential ballot language for a \$95 million bond measure to fund capital improvements to the Civic Center, including a new library, community center and police station, and asked how they would vote on such a measure:

***Los Gatos Public Library, Community Center, and Public Safety Measure.*** *To build a library with updated computer technology, expanded space for books and children's reading areas; a community center for meetings, events and senior activities; and a Police facility safer for crime victims and better equipped for emergency response; and to improve disabled access and expand parking for these facilities; shall the Town of Los Gatos issue 95,000,000 dollars in general obligation bonds, with annual financial audits and independent oversight?*

As illustrated in **Figure 5**, voters support the proposed bond measure by nearly a two-to-one margin, with 57 percent voting "yes," 31 percent voting "no," and 12 percent

undecided. Thirty-one percent of voters say they would “definitely” vote “yes,” compared to only 19 percent who say they would “definitely” vote “no.” However, support for the bond falls well short of the required two-thirds vote.

**Figure 5: Initial Support for \$95 Million Bond Measure**



These results are consistent with the 2003 resident satisfaction survey, in which residents were asked whether they would support a ballot measure increasing taxes to pay for different Town facilities and services. The questions were asked quite differently in the resident survey, without a detailed description of the financing mechanism or the planned use of funds. However, the results were generally similar: in 2003, residents were evenly divided on hypothetical measures to fund a new library (47% “yes” to 45% “no”), police services (49% “yes” to 42% “no”) and improvements to buildings at Town Hall (31% “yes” to 56% “no”).

The aggregate amount of the bond appears to have little impact on voter support. In a follow-up question, survey respondents were asked in sequence how they might vote on smaller bond measures of \$80 million, \$50 million and \$30 million. Even at a bond of \$30 million, the “yes” vote only reached 61 percent – a net increase of four points.

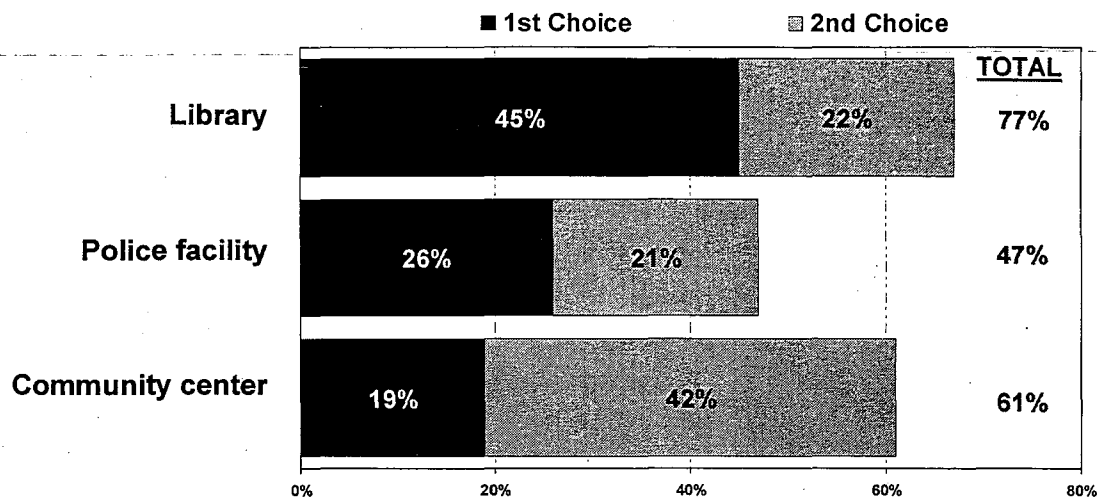
**Library services are voters’ top priority among potential uses of bond funds.**

The results of the survey show quite clearly that public library facilities and services are seen as the most important potential use of bond funds. Voters were asked to rate the need for additional funding for a variety of public services in Los Gatos 9as shown above in **Figure 3**). More voters said that public libraries need additional funding than said the

same for any other service tested. Thirty-two percent of voters see a “great need” for additional funding for libraries, while only 12 percent say the same for police protection.

Voters were also asked whether a library, community center or police station is the “most important” use of bond funds. A 45 percent plurality of voters rank a larger library as the top priority for use of bond funds, while 26 percent choose a larger police building and 19 percent choose a community center. See **Figure 6** for voters’ prioritization of possible projects to be funded by a bond measure.

**Figure 6: Voter Priorities for Use of Bond Funds**



**Voters are concerned about the potential tax impact of a bond measure.**

In a follow-up question, the survey described the tax impact on individual homeowners of various bond amounts, and asked respondents how they would vote knowing the potential cost for local homeowners. This cost information had a negative impact on support for a bond measure: the measure only received 50 percent support at the cost level of \$30 per \$100,000 of assessed value (which corresponds roughly to a \$30 million dollar bond measure), and lower levels of support at higher costs.

**Voters are more inclined to support a bond measure if it includes specific fiscal accountability provisions.**

The survey gave voters a list of fiscal accountability provisions that could be included in a Town of Los Gatos bond measure, and asked whether each one made them more likely to support the measure. All four provisions tested received a strong positive response



from voters. More than two-thirds of voters said they would be more likely to support a bond measure that included annual independent audits, a citizens oversight committee, low-income senior exemptions, or an explicit prohibition on spending the funds on Town salaries. See **Figure 7** for detailed results.

**Figure 7: Impact of Fiscal Accountability Provisions on Voters' Likelihood to Support a Bond Measure**

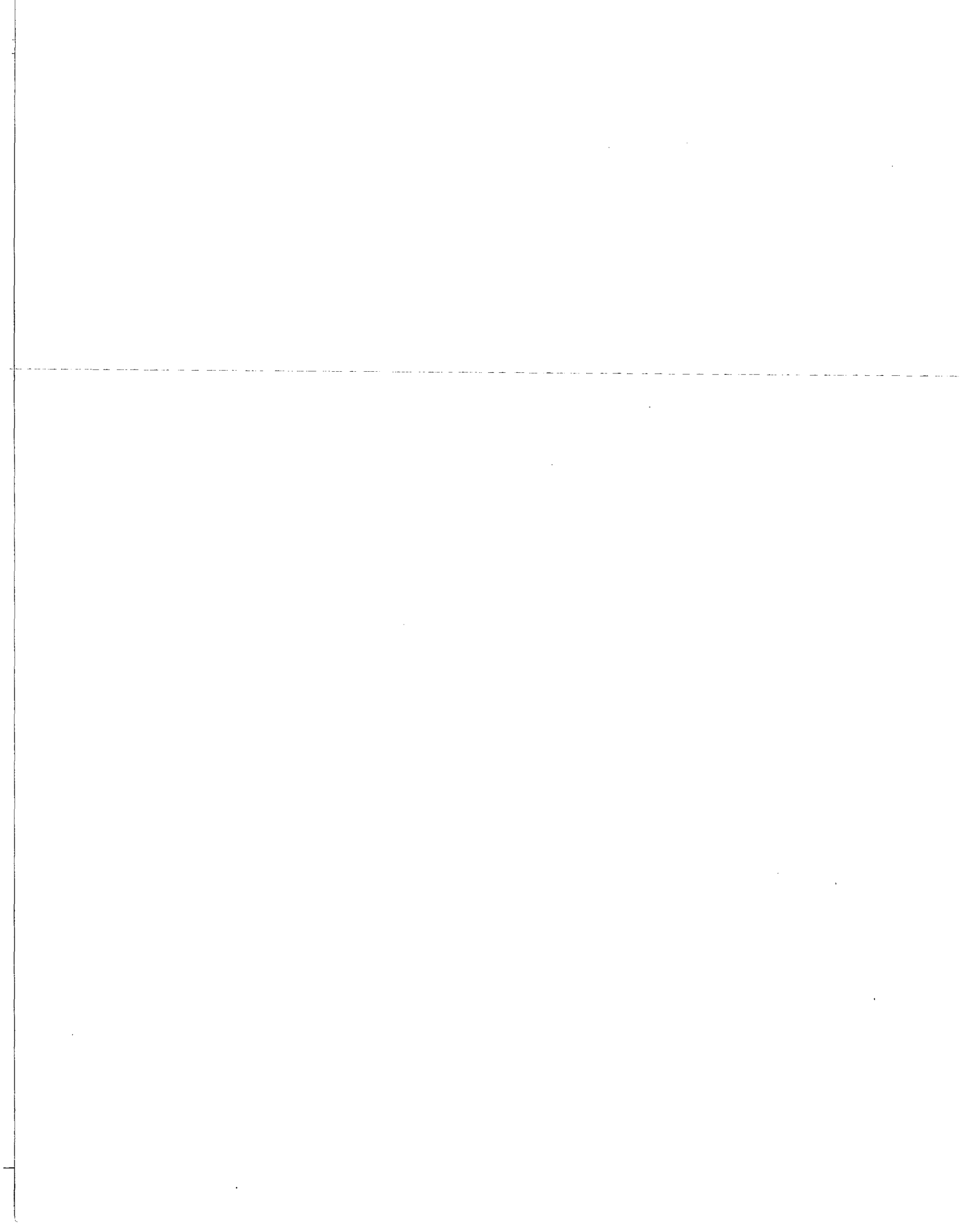
<b>Provision</b>	<b>Total More Likely</b>	<b>Much More Likely</b>	<b>Somewhat More Likely</b>
Expenditures would be subject to annual, independent financial audits	77%	43%	34%
An independent committee of Los Gatos citizens would review all expenditures	68%	30%	38%
Low-income senior citizens could choose to defer or delay payment of the additional property taxes until their home was sold	67%	34%	33%
None of the bond funds could be spent on salaries for Town employees	65%	40%	25%

### **Conclusion**

Overall, the survey results indicate that current levels of voter support for a potential bond measure are not sufficient for the Town of Los Gatos to move forward with bond measure in 2007. Instead, the results show need for continued public outreach about the Master Plan, the condition of Civic Center facilities, and the need for improvements. Few voters were familiar with the Master Plan (only ten percent had heard even “a fair amount” about it), but as voters were provided with more information about the Town’s needs over the course of the survey, they indicated that much of the information made them more inclined to support a bond measure. These findings suggest that additional information may help build support for Town facility improvements.

At the same time, even with an extensive program of public outreach, voters’ concern about the potential costs of a bond measure may work to limit their support. Accordingly, it will be important for the Town to take steps to minimize the cost of the measure. Library improvements, which voters generally rate as their highest priority for use of funds, should be a central focus of a potential bond measure.

Accordingly, our recommendation is for the Town to structure a bond measure that minimizes costs, undertake a careful program of education, and then re-evaluate public support for a bond measure in preparation for a potential election in 2008.



Interviewer \_\_\_\_\_ Station \_\_\_\_\_

Time Began \_\_\_\_\_ Time Finished \_\_\_\_\_ Total Time \_\_\_\_\_

Gender: Male \_\_\_\_\_ Female \_\_\_\_\_ Party: Dem \_\_\_\_\_ Rep \_\_\_\_\_

**TOWN OF LOS GATOS BALLOT MEASURE SURVEY**  
**JOB #220-2260 WT**  
**N = 400**

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 Los Gatos. 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. First, I'm going to describe several different types of elections. After I describe each one, please tell me if you vote in every election of that type, most of them, some, a few or do you not vote in that type of election? **(DO NOT ROTATE)**

EVERY      MOST      SOME      FEW      NONE      (DK/NA)

- |    |   |     |       |     |       |     |       |    |       |             |       |             |
|----|---|-----|-------|-----|-------|-----|-------|----|-------|-------------|-------|-------------|
| a. | Statewide November<br>general elections-----                            | 83% | ----- | 15% | ----- | 2%  | ----- | 0% | ----- | <b>TERM</b> | ----  | <b>TERM</b> |
| b. | Statewide June primary<br>elections-----                                | 65% | ----- | 15% | ----- | 7%  | ----- | 4% | ----- | 9%          | ----- | 0%          |
| c. | Local elections, like those<br>for Town Council or<br>school board----- | 60% | ----- | 15% | ----- | 10% | ----- | 5% | ----- | 8%          | ----- | 1%          |

2. Would you say that things in Los Gatos have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?

Right direction -----35%  
 Wrong direction -----10%  
 Not changed much -----48%  
**(DON'T KNOW/NA)-----7%**

3. Next, what do you think is the most serious problem facing the residents of Los Gatos that you would like to see the town government do something about? **(DO NOT READ OPTIONS - OPEN-END; ACCEPT ONLY ONE RESPONSE)**

Growth and development/too much -----	12%
Nothing/no problems -----	8%
Housing costs/lack of affordable housing -----	6%
Education/public schools -----	6%
Growth and development/not enough -----	6%
Traffic and congestion -----	5%
Town budget -----	4%
Parking/not enough -----	4%
Road maintenance/repairs -----	4%
Cuts to local/Town programs -----	3%
Drugs -----	3%
Government waste/ mismanagement -----	3%
Health care/cost of health care -----	3%
Crime -----	2%
Emergency/disaster preparation -----	2%
Activities for teens/kids/more parks -----	2%
Taxes too high -----	2%
Jobs/economy -----	1%
Trash around businesses/Trash on streets -----	1%
Overdevelopment/Building or remodeling in town -----	1%
Keep small businesses -----	1%
Less restrictions on homeowners and businesses -----	1%
Police protection -----	0%
Fire safety/services -----	0%
Water quality/drinking water -----	0%
(DK/NA) -----	11%
(OTHER)(SPECIFY) -----	6%

4. Have you heard or read anything recently about a Master Plan for possible changes or expansions to the Los Gatos Library and Civic Center? **(IF YES, ASK:) Have you heard a lot, a fair amount, or just a little?**

Yes, heard a lot -----	3%
Yes, heard a fair amount -----	7%
Yes, heard a little -----	28%
No, haven't heard anything -----	61%
(DK/NA) -----	0%

**NOW I WOULD LIKE TO ASK YOU ABOUT A BALLOT MEASURE THAT MIGHT APPEAR IN AN  
UPCOMING TOWN OF LOS GATOS ELECTION.**

5. The ballot measure reads:

**"Los Gatos Public Library, Community Center, and Public Safety Measure.** To build a library with updated computer technology, expanded space for books and children's reading areas; a community center for meetings, events and senior activities; and a Police facility safer for crime victims and better equipped for emergency response; and to improve disabled access and expand parking for these facilities; shall the Town of Los Gatos issue 95,000,000 dollars in general obligation bonds, with annual financial audits and independent oversight?"

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 -----31%  
Probably yes-----20%  
Undecided, lean yes ----- 6%  
**TOTAL YES-----57%**

Undecided, lean no-----2%  
Probably no-----10%  
Definitely no-----19%  
**TOTAL NO-----31%**

**(DON'T READ)** Need more info -----11%  
**(DON'T READ)** DK/NA -----1%

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

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

**a. Yes**

Library is outdated/needs updating-----44%  
It is needed (general) -----37%  
Will improve the community-----23%  
New police building is needed-----6%  
Will improve public services -----4%  
Parking improvements needed -----3%  
Other-----3%  
Nothing/DK/Refused-----2%

**b. No**

No need/Happy with way things are-----42%  
Costs too much -----24%  
Would raise taxes -----10%  
Don't use the services-----5%  
Police do not need new building-----2%  
Other-----21%  
Nothing/DK/Refused-----2%

**(RESUME ASKING ALL RESPONDENTS)**

7. What if the Town of Los Gatos bond measure that I just described to you were for \_\_\_\_\_ **(READ EACH, RECORD)**, instead of 95 million dollars? If that were the case, 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?" **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?

**(SPLIT C READ TOP TO BOTTOM, IF CODE 1 "DEF YES" ON HIGHER AMOUNT, SKIP LOWER AMOUNTS AND CODE AS "DEF YES")**

**SPLIT D READ BOTTOM TO TOP, IF CODE 6 "DEF NO" ON LOWER AMOUNT, SKIP HIGHER AMOUNTS AND CODE AS DEF NO")**

		<u>DEF YES</u>	<u>PROB YES</u>	<u>LEAN YES</u>	<u>LEAN NO</u>	<u>PROB NO</u>	<u>DEF NO</u>	<u>(DK/ NA)</u>
<b>(DO NOT ROTATE - SPLIT C)</b>								
a.	80 million dollars-----	29%	21%	7%	2%	7%	20%	15%
b.	50 million dollars-----	37%	17%	6%	2%	6%	19%	13%
c.	30 million dollars-----	38%	17%	6%	2%	5%	17%	15%

**NEXT, I'M GOING TO ASK YOU ABOUT THE IMPACT OF A POSSIBLE BOND MEASURE ON YOUR PROPERTY TAXES. PROPERTY TAXES ARE BASED ON THE ASSESSED VALUE OF YOUR HOME, WHICH IS BASED ON WHAT YOU PAID FOR YOUR HOME, NOT THE MARKET VALUE.**

**YOUR CURRENT ANNUAL PROPERTY TAXES ARE APPROXIMATELY ONE PERCENT OF YOUR HOME'S ASSESSED VALUE. SO IF YOU NOW PAY ABOUT SIX THOUSAND DOLLARS PER YEAR IN PROPERTY TAXES, YOUR HOME'S ASSESSED VALUE IS ABOUT SIX HUNDRED THOUSAND DOLLARS.**

8. Suppose that this bond measure to build a library, community center and a police facility and expand parking resulted in an annual property tax increase of \_\_\_\_\_ **(READ EACH, RECORD)** per 100 thousand dollars of assessed 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?

**(SPLIT C READ TOP TO BOTTOM, IF CODE 1 "DEF YES" ON HIGHER AMOUNT, SKIP LOWER AMOUNTS AND CODE AS "DEF YES")**

**SPLIT D READ BOTTOM TO TOP, IF CODE 6 "DEF NO" ON LOWER AMOUNT, SKIP HIGHER AMOUNTS AND CODE AS DEF NO")**

		<u>DEF YES</u>	<u>PROB YES</u>	<u>LEAN YES</u>	<u>LEAN NO</u>	<u>PROB NO</u>	<u>DEF NO</u>	<u>(DK/ NA)</u>
<b>(DO NOT ROTATE)</b>								
a.	95 dollars per year-----	14%	10%	4%	4%	13%	49%	6%
b.	80 dollars per year-----	15%	11%	4%	2%	15%	46%	7%
c.	50 dollars per year-----	22%	14%	3%	3%	13%	40%	6%
d.	30 dollars per year-----	28%	18%	4%	3%	10%	33%	5%

9. The final structure of this bond measure has not been determined, and the Town of Los Gatos is considering a number of alternative proposals. I am going to read you brief descriptions of a few alternative bond measures; only one of them may ultimately be placed on the ballot. After I read a description of each alternative, 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?) (ROTATE)

	DEF YES	PROB YES	LEAN YES	LEAN NO	PROB NO	DEF NO	(DK/ NA)
[ ]a. An 80 million dollar bond measure to build a library and community center and expanded parking-----	23%	22%	5%	3%	15%	26%	4%
[ ]b. A 20 million dollar bond measure to build a police facility and expanded parking-----	18%	29%	5%	4%	15%	23%	5%

**NOW I WOULD LIKE TO ASK YOU SOME OTHER QUESTIONS ABOUT ISSUES IN LOS GATOS.**

10. Overall, how would you rate the job being done by the Town of Los Gatos in providing services and taking care of the needs of local residents? Would you say the Town of Los Gatos is doing an...?

Excellent -----23%  
 Good -----56%  
 Just fair, or -----16%  
 Poor job -----4%  
 (DON'T KNOW/NA) -----1%

11. And how would you rate the job being done by Town government in managing the Town's budget and finances? Would you say the Town of Los Gatos is doing an...?

Excellent -----12%  
 Good -----48%  
 Just fair, or -----16%  
 Poor job -----5%  
 (DON'T KNOW/NA) -----19%

12. I am going to read a short list of public services in the Town of Los Gatos. 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)

	GREAT NEED	SOME NEED	LITTLE NEED	NO NEED	(DON'T READ) DK/NA
[ ]a. Police protection-----	12%	37%	23%	25%	4%
[ ]b. Public libraries -----	32%	38%	11%	15%	4%
[ ]c. Neighborhood parks -----	14%	38%	19%	27%	2%
[ ]d. Services for seniors-----	13%	37%	14%	16%	19%
[ ]e. Public schools-----	20%	34%	13%	26%	7%
[ ]f. Street and road maintenance-----	34%	39%	15%	12%	0%

**NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE POTENTIAL TOWN OF LOS GATOS BALLOT MEASURE I DESCRIBED EARLIER: A 95 MILLION BOND MEASURE TO BUILD A LIBRARY, COMMUNITY CENTER AND A POLICE FACILITY, AND EXPAND PARKING FOR THOSE FACILITIES.**

13. I'm going to read you a list of three primary ways that the money from this measure might be used. Regardless of how you might be voting on the measure, please tell me which of the three items you think is the most important use of money from the measure. **(ROTATE)**  
**(FOLLOW UP BY ASKING:** And which do you think is the second-most important?)

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
[ ] Building a larger library with updated computer technology, space for an expanded book collection, improved reading areas for children and expanded parking-----	45%	22%
[ ] Building a community center with space for meetings, community events, senior activities and expanded parking-----	19%	42%
[ ] Building a larger police building with safer areas for crime victims and witnesses, improved facilities for emergency dispatch and expanded parking-----	26%	21%
<b>(DON'T READ)</b>		
<b>(ALL)</b> -----	2%	2%
<b>(NONE)</b> -----	6%	8%
<b>(DON'T KNOW/NA)</b> -----	2%	4%

14. Next, I am going to read you a list of specific projects that could be funded by this bond measure. As I read each one, please tell me how important it is to you: extremely important, very important, somewhat important, or not important. **(ROTATE)**

	<u>EXT IMPT</u>	<u>VERY IMPT</u>	<u>SMWT IMPT</u>	<u>NOT IMPT</u>	<u>(DON'T READ) DK/NA</u>
[ ]a. Ensuring adequate facilities for police 9-1-1 dispatchers to improve emergency response-----	17%	38%	29%	12%	4%
[ ]b. Expanding parking areas for the library and civic center area-----	11%	24%	41%	21%	2%
[ ]c. Improving the safety of crime victims and witnesses by building separate interview rooms for victims and suspects-----	7%	23%	39%	23%	8%
[ ]d. Building facilities for community events, programs and meetings-----	3%	17%	47%	31%	2%
[ ]e. Ensuring that disabled people have equal access to the library, community center and Town Hall-----	20%	40%	27%	12%	1%
[ ]f. Expanding children's reading areas in the library-----	11%	30%	34%	24%	1%
[ ]g. Building more secure storage for crime evidence, weapons and ammunition at the police facility-----	5%	14%	39%	29%	13%
[ ]h. Adding group study areas for students at the library-----	7%	23%	39%	28%	2%



		<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>IMPT</u>	(DON'T READ) <u>DK/NA</u>
[ ]i.	Upgrading and repairing public restrooms at the library and Town Hall facilities-----	5%	16%	46%	24%	9%
[ ]j.	Improving entrances, signs and walkways so residents can find the right Town office more easily-----	5%	14%	43%	37%	1%
[ ]k.	Adding new computer areas in the library for research, Internet access and technology education-----	11%	28%	35%	24%	1%
[ ]l.	Expanding space for books to accommodate a larger book collection at the Library-----	10%	33%	35%	21%	1%
[ ]m.	Creating a central, one-stop customer service area for residents to access all Town services and information-----	10%	26%	37%	25%	2%
[ ]n.	Upgrading computer technology to improve customer service at Town Hall-----	9%	19%	48%	18%	6%

15. Next, I am going to read a list of provisions that could be included in this ballot measure. After I read each one, please tell me whether you would be more likely or less likely to support the ballot measure if that feature were included. (IF MORE/LESS LIKELY, ASK: Is that much **MORE/LESS LIKELY** or just somewhat?) (ROTATE)

		<u>MUCH</u> <u>MORE</u> <u>LIKELY</u>	<u>SMWT</u> <u>MORE</u> <u>LIKELY</u>	<u>SMWT</u> <u>LESS</u> <u>LIKELY</u>	<u>MUCH</u> <u>LESS</u> <u>LIKELY</u>	(DON'T READ) (NO DIFF) (DK/NA)
[ ]a.	An independent committee of Los Gatos citizens would review all expenditures-----	30%	38%	10%	7%	10% 4%
[ ]b.	Expenditures would be subject to annual, independent financial audits-----	43%	34%	7%	5%	8% 2%
[ ]c.	Low-income senior citizens could choose to defer or delay payment of the additional property taxes until their home was sold-----	34%	33%	9%	12%	9% 4%
[ ]d.	None of the bond funds could be spent on salaries for Town employees-----	40%	25%	11%	12%	8% 4%

16. Now I am going to read you a list of arguments in favor of the 95 million bond measure to build a library, community center, a police facility, and expanded parking for Town facilities. After I read each one, please tell me whether it makes you more inclined to vote in favor of the measure. If you don't believe the statement or if it makes no difference in your opinion, please tell me that too. **(IF MORE INCLINED, ASK:)** Is that much more inclined or just somewhat? **(ROTATE)**

	<u>MUCH MORE INCL</u>	<u>SW MORE INCL</u>	<u>(LESS INCL)</u>	<u>DON'T BELIEVE</u>	<u>NO EFFECT</u>	<u>(DON'T READ) DK/NA</u>
[ ]a. Acting now to expand and repair our library and town facilities will save Los Gatos taxpayers money in the long run, because building construction gets more expensive each year. -----	17%	28%	9%	18%	25%	3%
[ ]b. The Los Gatos police station is overcrowded and badly in need of expansion: the 9-1-1 dispatching center is a multipurpose location with lots of distractions; there is no space to separate crime victims from suspects; and there is no properly secure space to store ammunition or evidence. -----	35%	35%	3%	10%	13%	4%
[ ]c. Renovating the Los Gatos Library will improve study space for teens, space for more books, and story time areas for children, as well as expanded computer learning areas for the whole community. -----	35%	35%	6%	7%	17%	1%
[ ]d. The current Town office facilities are overcrowded, and spread over several buildings, and it is difficult for residents to find the right office. This bond measure includes funding to create a central, one-stop customer service center for accessing all Town departments. -----	19%	33%	11%	10%	25%	2%
[ ]e. This measure includes strict provisions to ensure that all money will be spent as promised, including independent financial audits and a citizens oversight committee. -----	36%	34%	4%	8%	16%	3%
[ ]f. Los Gatos is lacking a place where the community can gather for public events, community meetings, classes or senior activities. This bond measure will improve our town facilities and give residents a place to come together. -----	22%	26%	10%	20%	21%	1%

17. Now that you have heard more about it, let me ask you again about the potential 95 million bond measure to build a library, a community center, a police facility, and improve disabled access and expand parking at these facilities. If the election were held today, would you vote yes in favor of it 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 -----24%  
 Probably yes-----20%  
 Undecided, lean yes ----- 7%  
**TOTAL YES-----51%**

Undecided, lean no-----4%  
 Probably no-----14%  
 Definitely no-----24%  
**TOTAL NO-----42%**

**(DON'T READ)** Need more info -----6%  
**(DON'T READ)** DK/NA -----1%

**(ASK Q17X IF YES/NO IN Q17)**

- 17X. And why do you think you would you vote **(YES/NO)** on this measure? **(OPEN-END; RECORD VERBATIM RESPONSE BELOW)**

**a. Yes**

It is needed (general) -----36%  
 Need a new library/Libraries are important -----17%  
 It will improve city services-----16%  
 Investment in the future/for the children -----9%  
 Need more information -----9%  
 Need a new Police building-----6%  
 Need the infrastructure (general)-----3%  
 For the community center -----2%  
 Other-----8%  
 Nothing/DK/Refused -----5%

**b. No**

Costs too much -----34%  
 We don't need it/no need for changes -----26%  
 Will raise taxes -----21%  
 Need more information -----16%  
 City wastes the money they already have-----3%  
 Against new Police building-----2%  
 Against new Library -----2%  
 For new Police Department, not the rest-----1%  
 For new Library, not the rest -----1%  
 Other-----4%  
 Nothing/DK/Refused -----2%

**(RESUME ASKING ALL RESPONDENTS)****THESE ARE MY FINAL QUESTIONS, AND THEY ARE FOR CLASSIFICATION PURPOSES ONLY.**

18. Which of the following newspapers do you read regularly: **(READ LIST; ACCEPT MULTIPLE RESPONSES)**

The San Jose Mercury-News-----73%  
The Los Gatos Weekly Times-----46%  
The Los Gatos Daily News-----20%  
The San Francisco Chronicle-----12%  
**(DON'T READ) OTHER**-----6%  
**(DON'T READ) DK/NA/REFUSED**-----6%

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

Own a single family home-----72%  
Own a condominium-----9%  
Rent an apartment or home-----15%  
**(DON'T READ) DK/NA/REFUSED**-----4%

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

Grades 1-8-----0%  
Grades 9-12-----2%  
High School graduate-----3%  
Less than 4 years of college-----18%  
College graduate (4)-----36%  
Post graduate work/  
Professional school-----38%  
**(DON'T READ) Refused**-----2%

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

Yes-----32%  
No-----66%  
**(DON'T READ) DK/NA**-----2%

22. 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-----86%  
Black/African-American-----1%  
Asian-American-----2%  
Other (**SPECIFY** )-----3%  
**(DON'T READ) DK/NA/REFUSED**-----6%

23. In what year were you born?

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

24. 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	11%
\$50,001 to \$100,000	19%
\$100,001 to \$150,000	16%
\$150,001 to \$200,000	10%
\$200,001 to \$250,000	8%
Over \$250,000	16%
(DON'T READ) Refused	20%

**THANK AND TERMINATE****GENDER (BY OBSERVATION):**

Male-----47%  
Female-----53%

**REGISTRATION:**

Democrat-----41%  
Republican-----39%  
Decline to State-----17%  
Other-----3%

Name \_\_\_\_\_

Precinct # \_\_\_\_\_

Address \_\_\_\_\_

Interviewer \_\_\_\_\_

Zip \_\_\_\_\_

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

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

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

**FLAGS**

P02-----42%  
G02-----60%  
R03-----74%  
P04-----61%  
G04-----93%  
N05-----81%  
P06-----58%  
Blank-----0%

**VOTE BY MAIL**

1-----14%  
2-----8%  
3 +-----30%  
Blank-----48%

**PERMANENT ABSENTEE**

Yes-----42%  
No-----58%

**HOUSEHOLD PARTY TYPE**

Dem 1-----19%  
Dem 2 +-----10%  
Rep 1-----17%  
Rep 2 +-----15%  
Ind 1 +-----17%  
Mix-----22%