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## City of Los Altos: Hillview Park and Community Center Bond Measure Feasibility Survey

August 2014

The City of Los Altos commissioned Godbe Research to conduct a survey of its residents to gauge the feasibility of a bond measure in order to fund specific facilities, with the following research objectives:

- Gauge support for a bond measure, with three potential uses of the funds;
- Assess the rate at which voters will support the bond;
- Determine projects and statements that resonate with the voters; and,
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe 17,123 registered likely November 2016 voters in the City of Los Altos, with subsamples of those likely to vote in the November 2014, and Mail Ballot 2016 elections.
- Fielding Dates July 28 through August 5, 2014
- Interview Length 18 minutes
- Sample Size  
400 Likely November 2016 voters  
340 Likely November 2014 voters  
276 Likely Mail Ballot 2015 voters
- Margin of Error  
± 4.8% Likely November 2016 voters  
± 5.3% Likely November 2014 voters  
± 5.8% Likely Mail Ballot 2015 voters

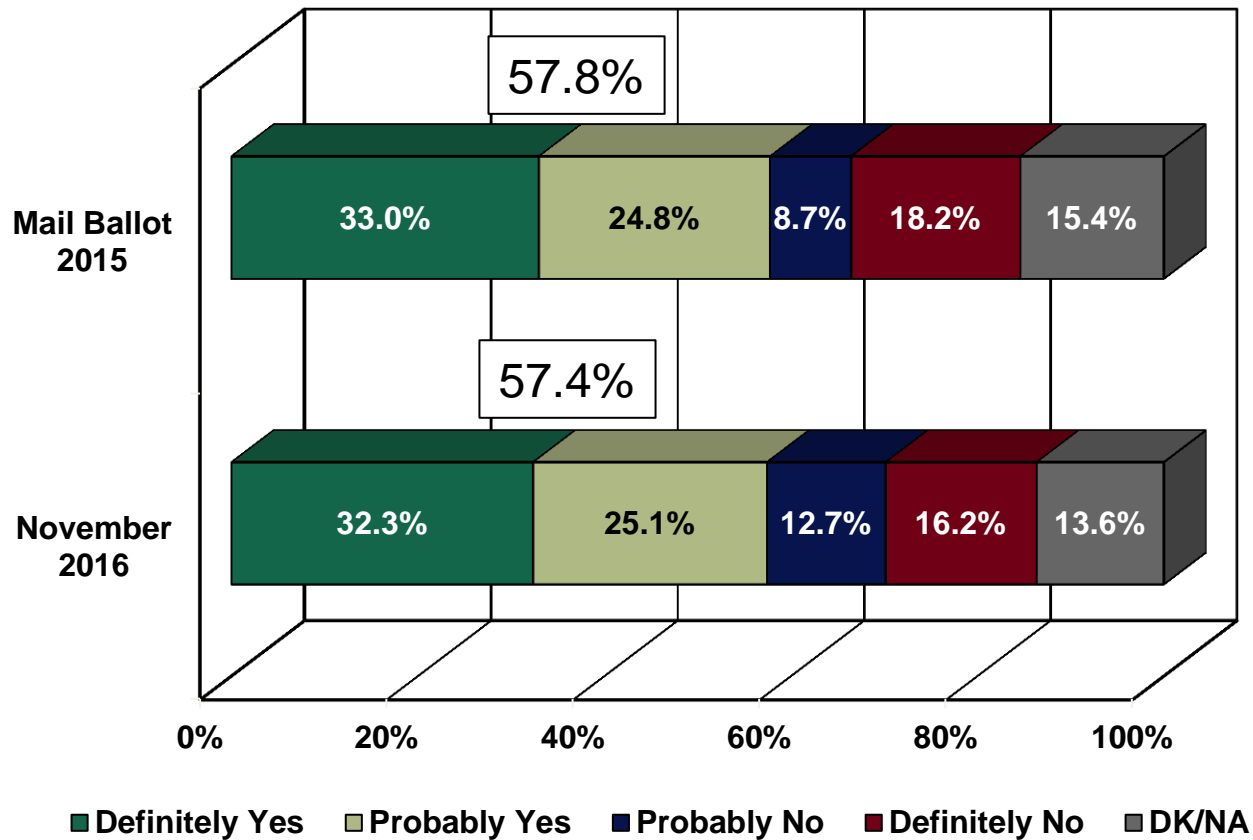


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## Key Findings

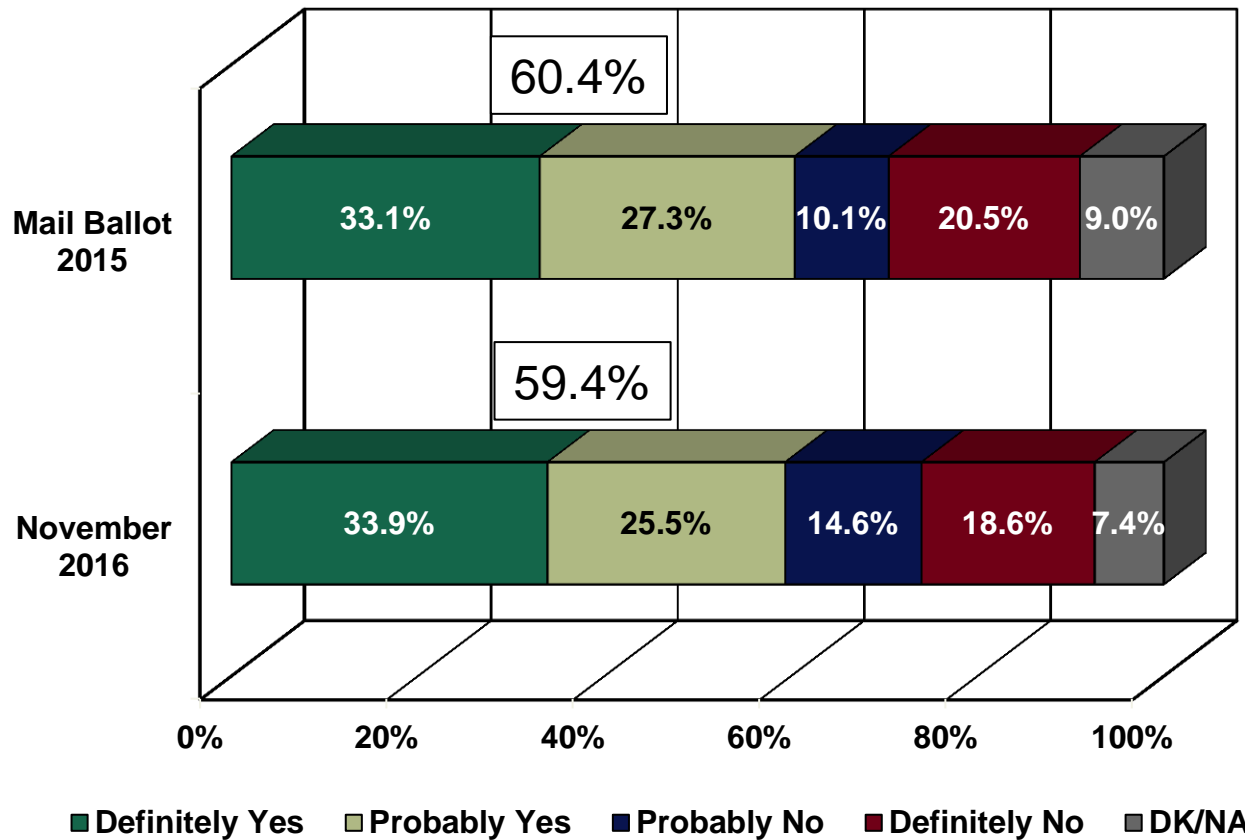
# Uninformed Support: Ballot Question A



A - 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?

2012 Survey Data  
(Likely 08-12 Mail Ballot)  
56% Yes  
35% No  
9% DK/NA

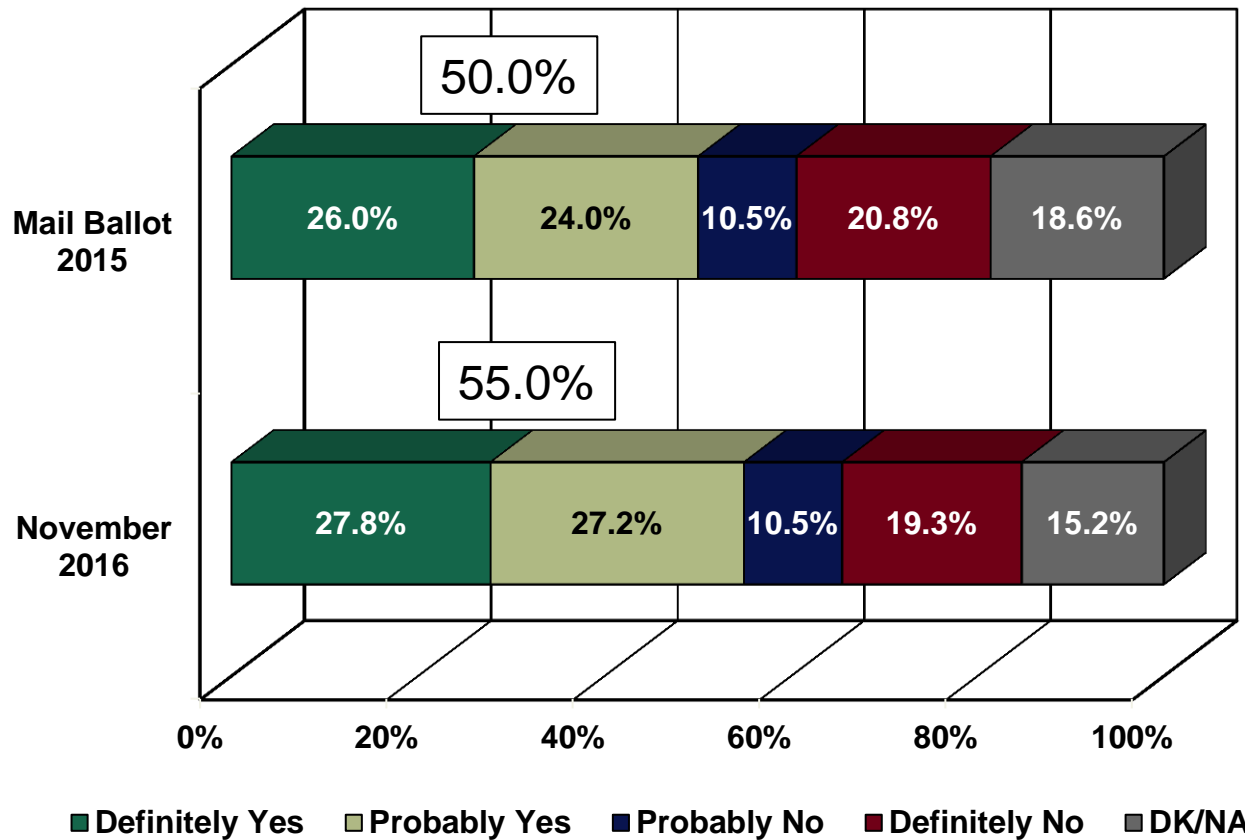
# Uninformed Support: Ballot Question B



**B - 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?**

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# Uninformed Support: Ballot Question C

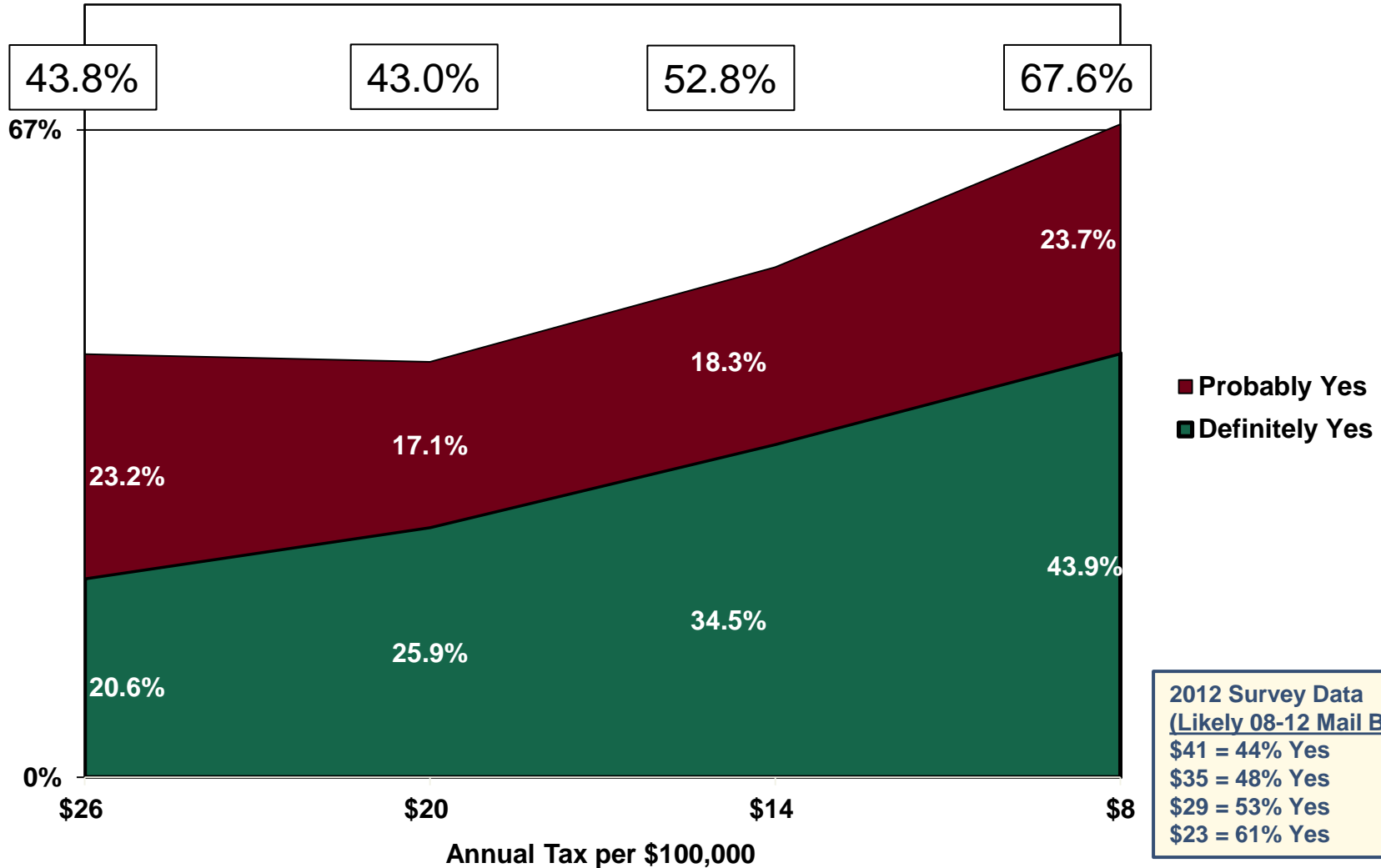


**C - To preserve open space on the Los Altos civic center campus by building 1 level of underground parking, with natural light and ventilation, shall Los Altos issue bonds, at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?**

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# Support for Different Rates

November 2016 (n=400)

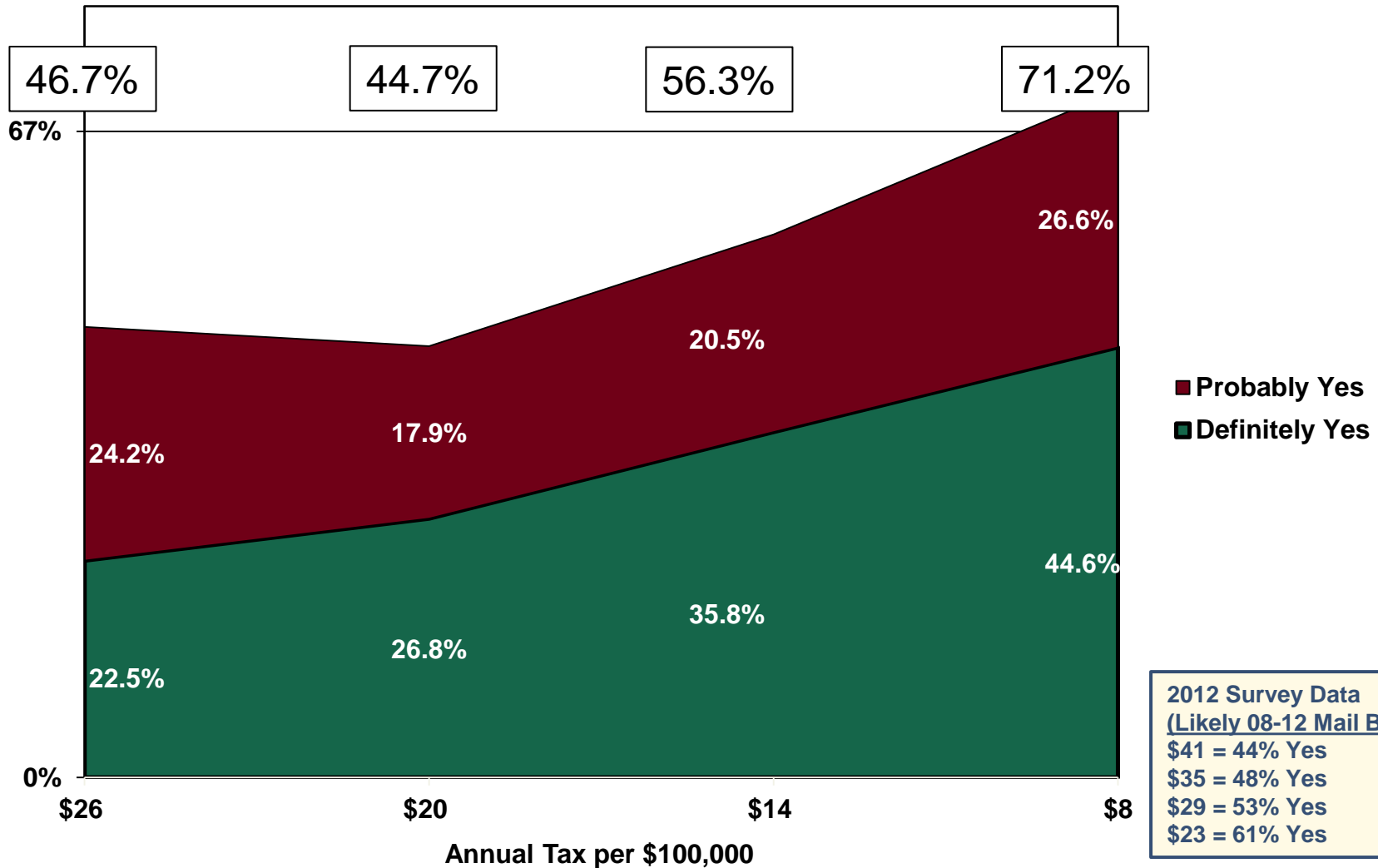


Note: \$26 / \$100k = \$65 million; \$20 / \$100k = \$50 million; \$14 / \$100k = \$35 million; \$8 / \$100k = \$20 million.



# Support for Different Rates

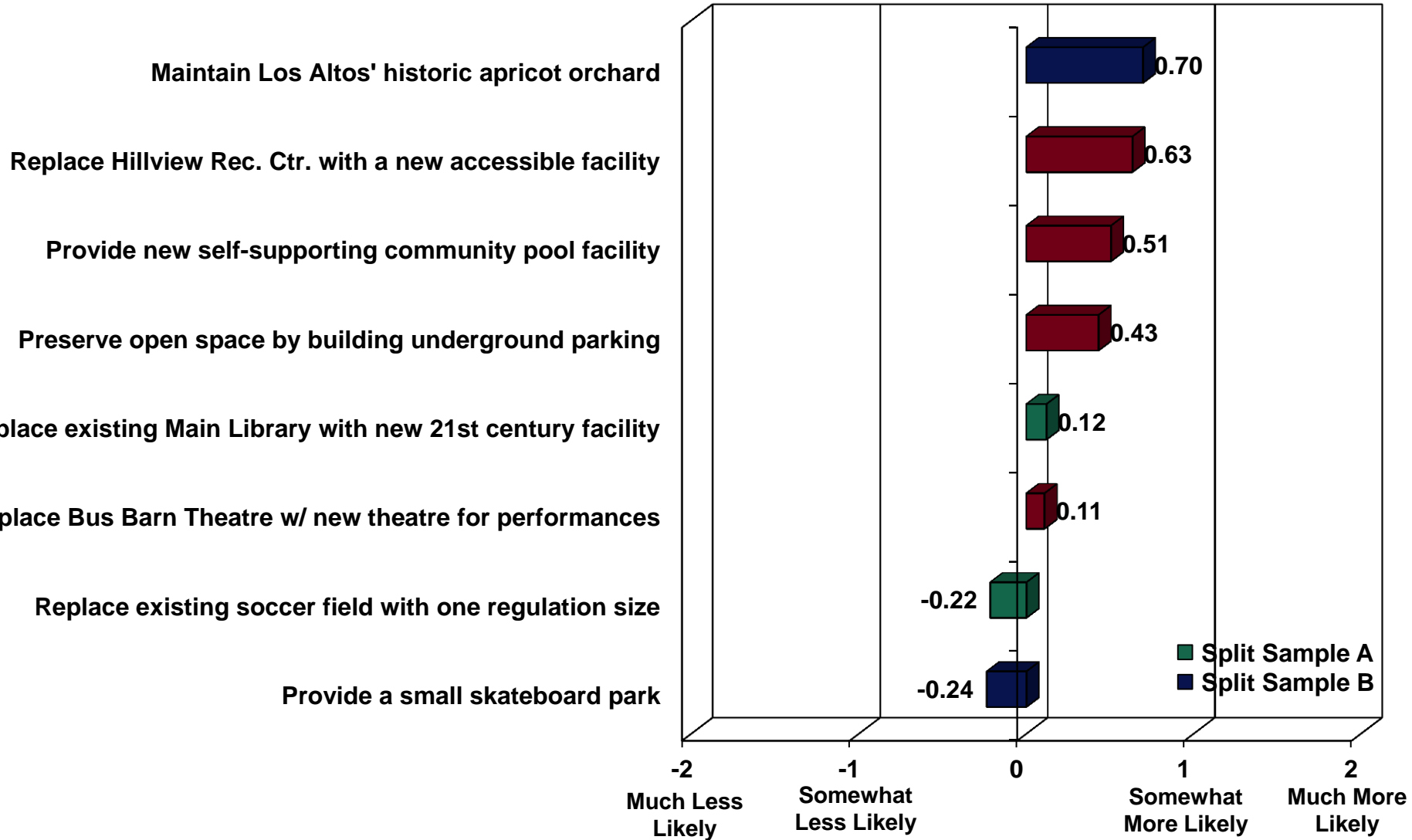
## Mail Ballot 2015 (n=276)



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# Features of the Measure

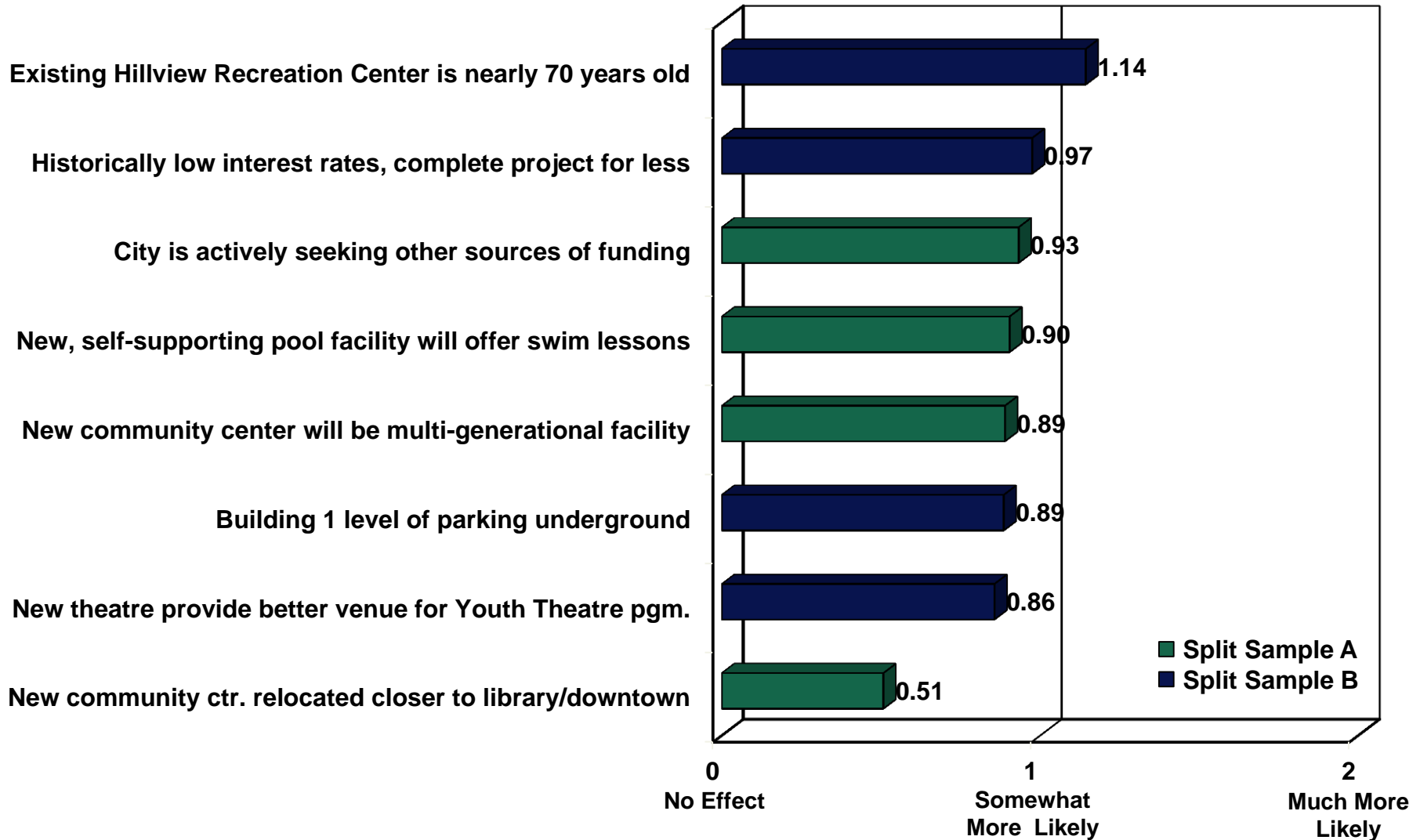
## Mail Ballot (n=276)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

# Influence of Supporting Statements

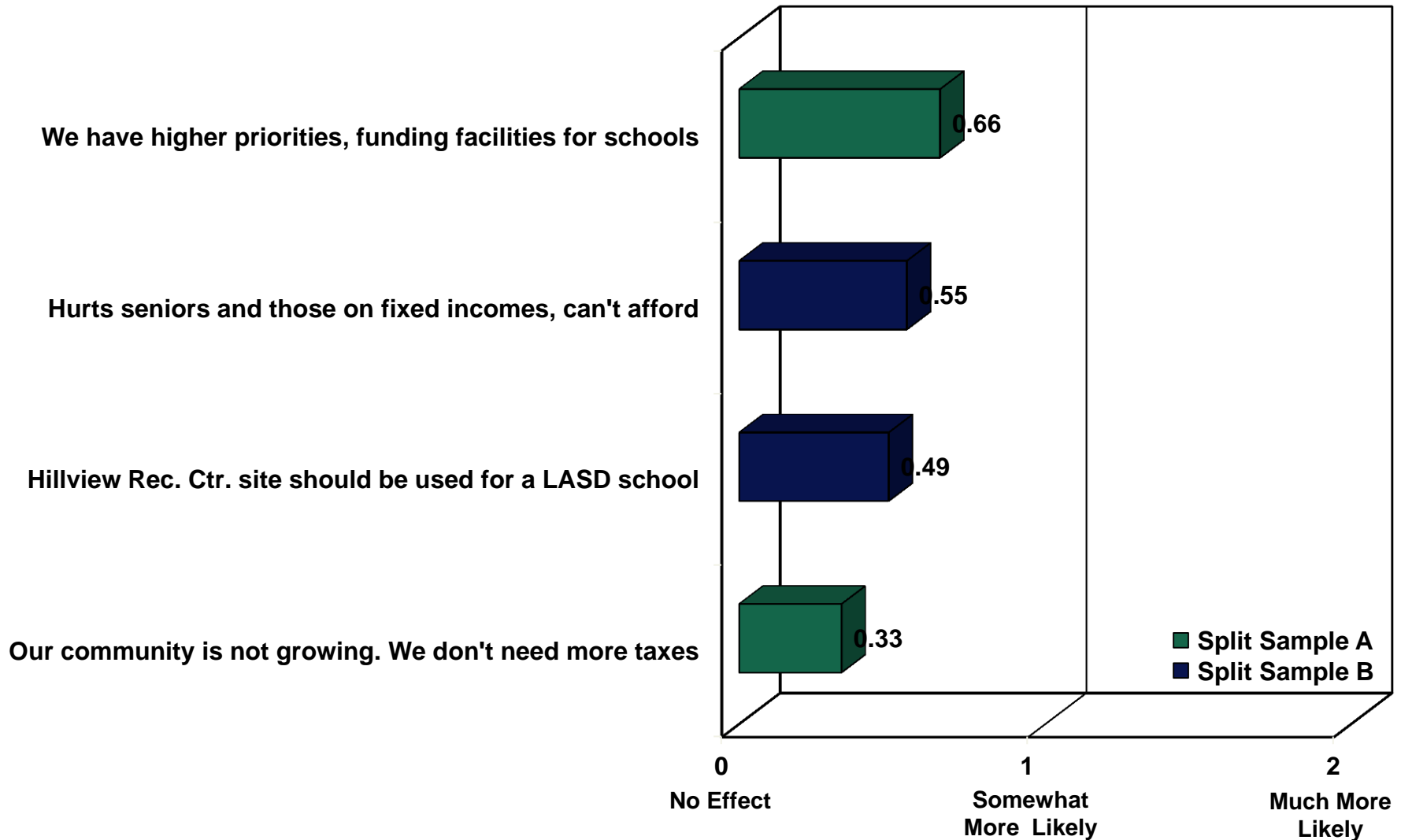
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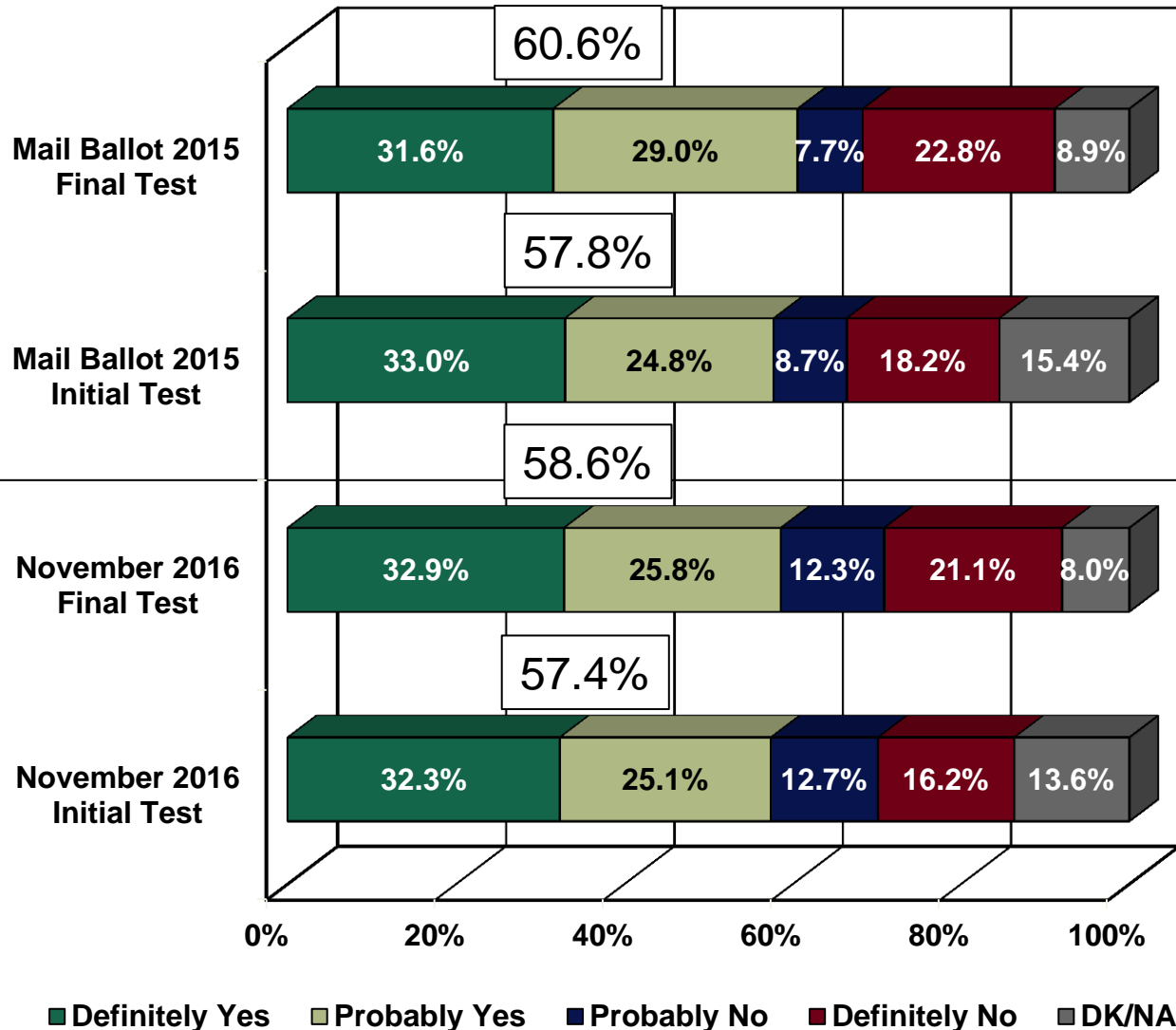
# Potential Opposition Statements

## Mail Ballot 2015 (n=276)



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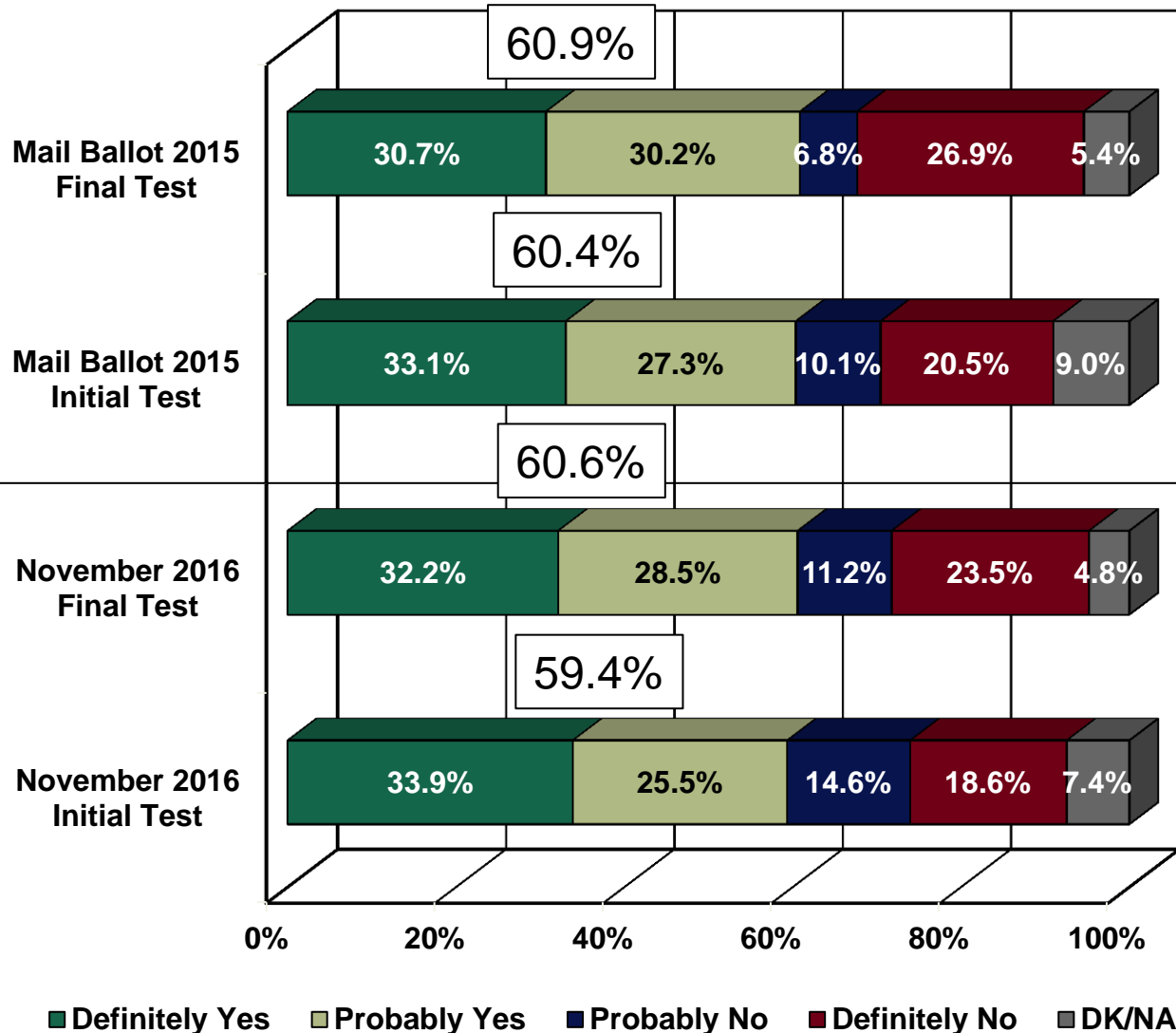
# Uninformed and Informed Support: Ballot Question A



A - 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?

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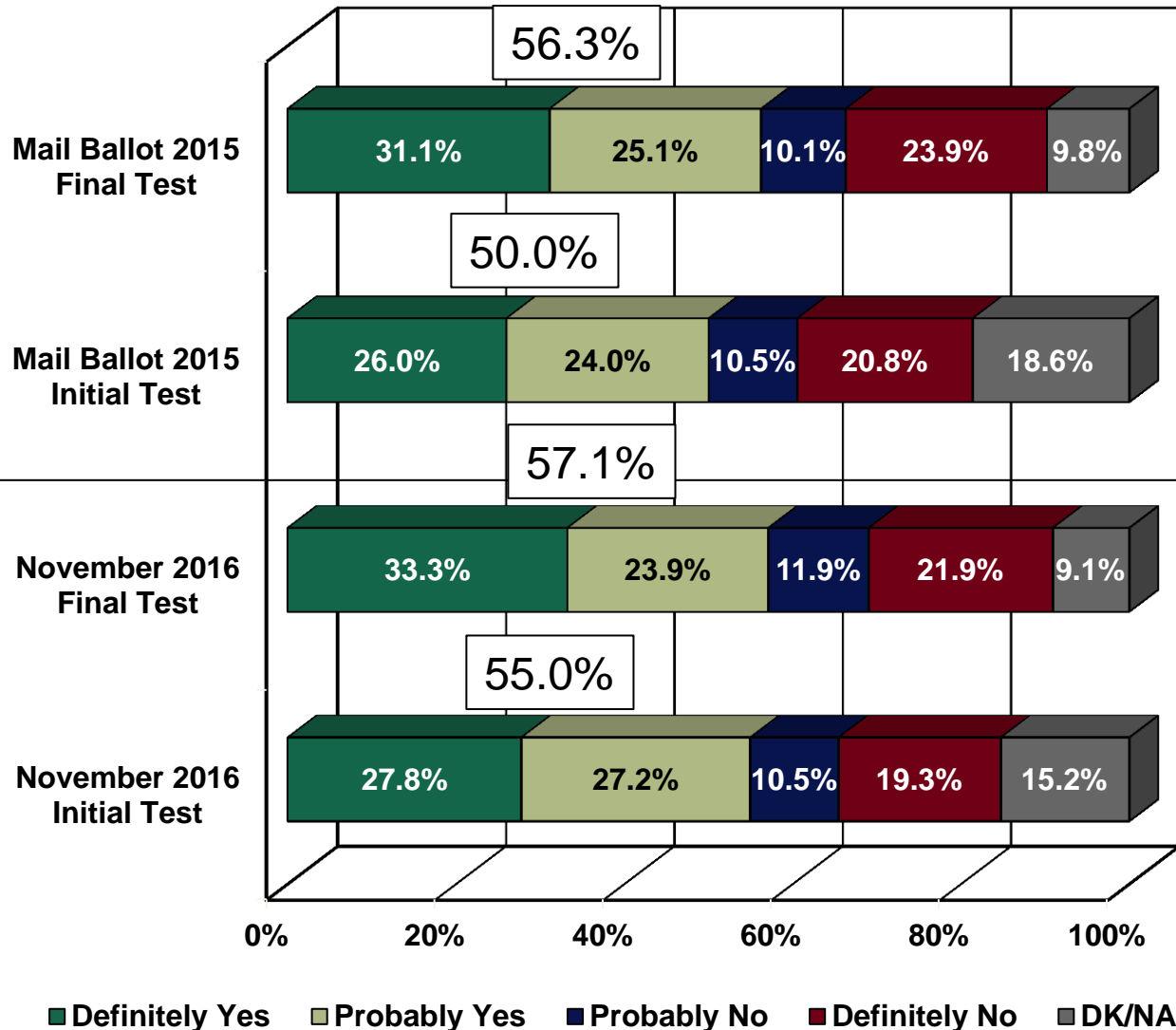
# Uninformed and Informed Support: Ballot Question B



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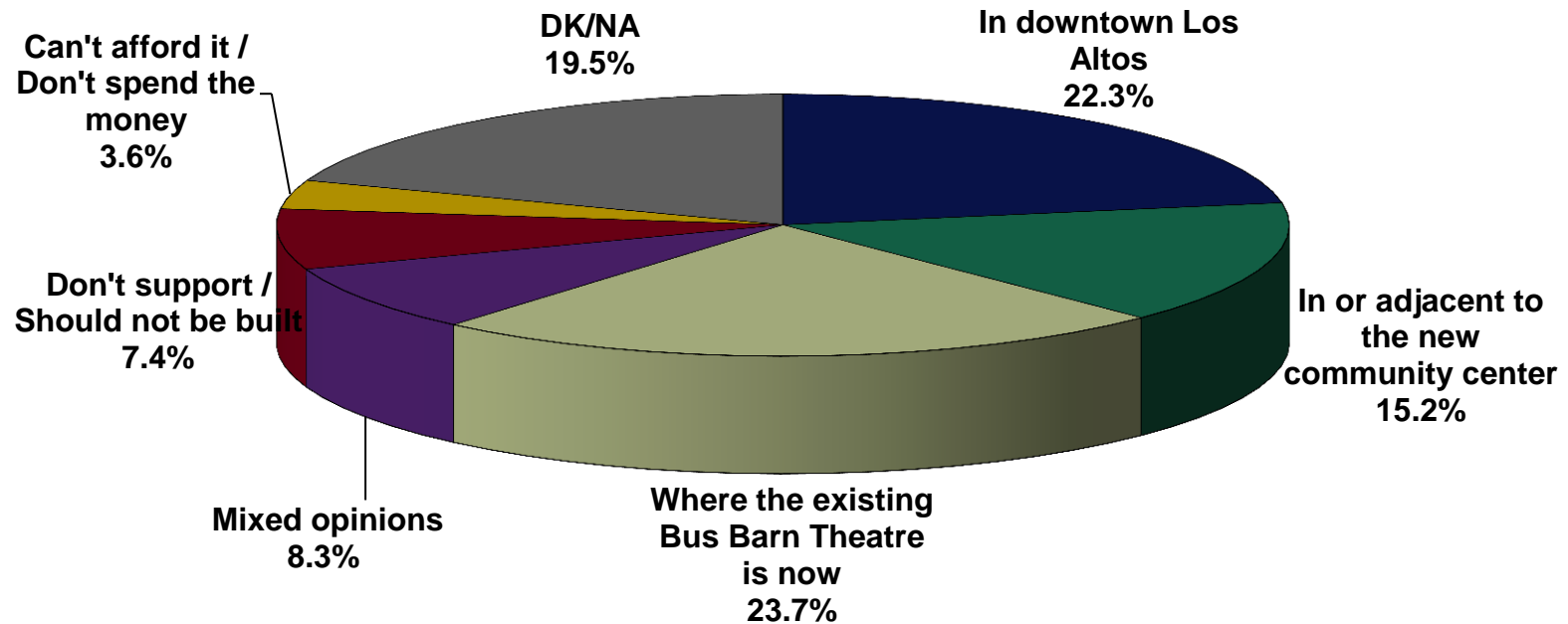
# Uninformed and Informed Support: Ballot Question C



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# Preferred Location of New Bus Barn Theatre (n=276)







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