

CITY OF LOS ALTOS CLIMATE

1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Los Altos?

[PHONE: GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----1
Somewhat satisfied -----2
Somewhat dissatisfied -----3
Very dissatisfied -----4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

2. Overall, are you satisfied or dissatisfied with the job the City of Los Altos is doing to provide City services?

[PHONE: GET ANSWER, THEN ASK]: Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----1
Somewhat satisfied -----2
Somewhat dissatisfied -----3
Very dissatisfied -----4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

3. Overall, are you satisfied or dissatisfied with the job the City of Los Altos is doing to spending taxpayers' money?

[PHONE: GET ANSWER, THEN ASK]: Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----1
Somewhat satisfied -----2
Somewhat dissatisfied -----3
Very dissatisfied -----4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

4. Do you have a favorable or unfavorable opinion of the job City of Los Altos has done to address the COVID crisis in Los Altos?

[PHONE: GET ANSWER, THEN ASK:] Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)?

Very favorable -----1
Somewhat favorable -----2
Somewhat unfavorable -----3
Very unfavorable -----4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

5. Looking ahead 6 to 8 months from now, do you think the economy will be better than today, be about the same as today, or will it be worse than today?

- Better-----1
- About the same -----2
- Worse-----3
- [ONLINE SHOW] Not sure
- [PHONE DON'T READ] DK/NA-----99

UNINFORMED BALLOT TEST

Later this year voters in Los Altos may be asked to vote on local ballot measure. Here is the description of a potential measure:

6. To maintain critical City services, such as:

- updating fire stations to ensure operations during an emergency;
- maintaining neighborhood police patrols;
- providing safe/ secure police facilities;
- providing library facilities to accommodate 21st century programs;
- maintaining parks; and
- for general government use;

shall the City of Los Altos measure be adopted simplifying the existing utility users tax at a 7 percent rate, until ended by voters, providing an additional \$3.1 million dollars annually, that cannot be taken by Sacramento, including citizen oversight? [75 words for word count; "City of Los Altos" counts as one word; "/" to be replaced with "and" for telephone interviewing clarity and word count; "\$3.1 million dollars" to be replaced by a numeral for online programming and word count]

[ONLINE] If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

[PHONE] If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?]

Definitely Yes -----1
Probably Yes-----2
Probably No-----3
Definitely No -----4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA-----99

FEATURES OF THE MEASURE

7. Now, here's a list of city services and facilities that could be maintained with the funds generated by the measure.

[ONLINE] For each of the items below that the funds could be used for, would it make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for the measure?

[PHONE] As I read each, please tell me if it would make you more or less likely to vote for the measure. If you heard the money would be used to _____, would you be more or less likely to vote for the measure? [GET ANSWER, THEN ASK:] Is that much (more/less) likely or somewhat (more/less) likely?

[RANDOMIZE]

			[ONLINE OK] [PHONE [DON'T READ]			[ONLINE Not sure [PHONE DON'T READ]
	Much More Likely	Swt. More Likely	[DON'T READ] No Effect	Swt. Less Likely	Much Less Likely	DK/NA
A. Update fire stations to ensure operations during an emergency	1	2	3	4	5	99
B. Maintain neighborhood police patrols	1	2	3	4	5	99
C. Provide safe and secure police facilities	1	2	3	4	5	99
D. Provide library facilities to accommodate 21st century programs	1	2	3	4	5	99
E. Maintain parks	1	2	3	4	5	99
F. Provide interactive learning systems in the children's section of the library	1	2	3	4	5	99
G. Maintain crime prevention and investigation programs	1	2	3	4	5	99
H. Maintain fire protection services	1	2	3	4	5	99
I. Maintain city streets, roads and repair potholes	1	2	3	4	5	99
J. Repair failing fire station roofs, HVAC and electrical systems	1	2	34	5	5	99
K. Provide access to key library services and facilities 24 hours a day	1	2	3	4	5	99
L. Meet seismic safety standards at the police and fire stations	1	2	3	4	5	99
M. Support local businesses and residents recovering from the COVID-19 crisis	1	2	3	4	5	99
N. Keep public areas healthy, safe, and clean	1	2	3	4	5	99
O. Update aging facilities at the police station including removing asbestos and reducing fire danger	1	2	3	4	5	99
P. Provide private library work/study areas	1	2	3	4	5	99
Q. Maintain children's play structures at City parks	1	2	3	4	5	99
R. Improve park access for persons with disabilities	1	2	3	4	5	99
S. Provide a police mental health response team for non-violent 911 calls, including suicide prevention, homelessness and substance abuse	1	2	3	4	5	99
T. Provide additional youth library programs	1	2	3	4	5	99

INFORMATIONAL & CRITICAL STATEMENTS

[ROTATE Q8 AND Q9]

8. Voters will hear arguments from supporters in favor of the measure presented.

[ONLINE] Given each argument in favor of the measure below, would you be much more likely to vote "YES" or somewhat more likely to vote "YES" on the measure" – or does it have no effect on your opinion?

[PHONE] As I read each of the arguments in favor of the measure, please tell me if you would be more likely to vote "YES" on the measure, given the argument. Here's the (first/next) _____. Does this argument make you much more likely or somewhat more likely to vote "YES" – or does it have no effect on your opinion?

[RANDOMIZE]

	Much more likely	Swt. more likely	No effect	DK/NA
A. The measure will streamline the utility ordinance and ensure that it is applied fairly across all categories-----	1	2	3	99
B. This measure is needed to maintain current levels of public safety and police services, including neighborhood patrols, crime prevention and investigation programs, and 911 response times-----	1	2	3	99
C. Los Altos fire stations have not had adequate updates. This measure will ensure that they are operational during earthquakes, wildfires and storms-----	1	2	3	99
D. The measure will help maintain the quality of life and distinctive character of Los Altos -----	1	2	3	99
E. None of the money raised by the measure would be used for City administrator salaries-----	1	2	3	99
F. The measure will give Los Altos control over local funds for local needs – allowing Los Altos to be self-reliant and requiring that our tax dollars are spent for Los Altos residents. No funds can be taken by the Sacramento-----	1	2	3	99
G. This measure includes independent financial audits, and yearly reports to the community to ensure the funds are spent responsibly for community priorities -----	1	2	3	99
H. This measure will continue the high standards in Los Altos for fiscal accountability and transparency by requiring that any money generated must be spent only on the community priorities, and not for any other purpose-----	1	2	3	99
I. Safe neighborhoods and well maintained libraries and parks help protect our property values -----	1	2	3	99
J. The measure will help Los Altos be self-reliant during difficult times-----	1	2	3	99
K. For victims of heart attacks, strokes, accidents and other emergencies, seconds can be the difference between life and death. This measure will help ensure fast emergency response times -----	1	2	3	99
L. The measure will update and maintain police facilities and technology so we can maintain 9-1-1 dispatch, crime fighting and investigation services, keep neighborhoods safe, and ensure operations during an emergency-----	1	2	3	99

[ONLINE
 Not sure
 [PHONE
 [DON'T
 READ]

M. The measure will help improve public safety by providing a modern
police station for critical police operations -----1----- 2 ----- 3 ----- 99

9. Voters will hear arguments from opponents against the measure presented.

[ONLINE] Given each argument against the measure below, would you be much more likely to vote “NO” or somewhat more likely to vote “NO” on the measure” – or does it have no effect on your opinion?

[PHONE] As I read each of the arguments against the measure, please tell me if you would be more likely to vote “NO” on the measure, given the argument. Here’s the (first/next) _____. Does this argument make you much more likely or somewhat more likely to vote “NO” – or does it have no effect on your opinion?

[RANDOMIZE]

	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>No Effect</u>	<u>DK/NA</u>	[ONLINE Not sure [PHONE [DON'T READ]
A. If our tax dollars weren't going to high salaries, benefits, and pensions for public employees, we would not need the measure-----	1	2	3	99	
B. The average resident is already paying extra taxes to the County and school district, now they want to increase city taxes too-----	1	2	3	99	
C. Given COVID-19, escalating inflation on groceries, gas, and household necessities, and increasing interest rates, we can't afford this tax now-----	1	2	3	99	
D. The measure will just drive businesses and the jobs they provide out of Los Altos-----	1	2	3	99	
E. The City just spent \$38 million dollars on a new community center. If the City had spent the money on higher priorities and not wasted the taxpayer funds they already get, we would not need another tax-----	1	2	3	99	
F. The measure is a forever tax that will never end -----	1	2	3	99	
G. This measure is a blank check. The City says the measure has funding priorities, but they are not legally binding, and the city council or future city councils can just change their minds and spend it on whatever they want. -----	1	2	3	99	
H. The voters passed a hotel tax in 2018, we do not need another tax ----	1	2	3	99	

INFORMED BALLOT TEST

Now that you know more about the measure, here is the summary of the proposal again:

10. To maintain critical City services, such as:

- updating fire stations to ensure operations during an emergency;
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- maintaining parks; and
- for general government use;

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[PHONE] If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?]

Definitely Yes ----- 1
Probably Yes ----- 2
Probably No ----- 3
Definitely No ----- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

DEMOGRAPHICS

Now, just a few background questions for comparison purposes.

A. Do any children under the age of 18 live in your household?

Yes -----1
No-----2
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA -----99

[Following information is included in voter registration records and will not be asked]

B. Gender

Male -----1
Female-----2
Unknown -----3

C. Age

18-29 years-----1
30-39 years-----2
40-49 years-----3
50-64 years-----4
65+ years -----5
Not coded-----6

D. Broad Ethnic Groupings:

East and South Asian -----1
European -----2
Hispanic and Portuguese-----3
Likely African-American-----4
Other -----5
Unknown -----6

E. Marital Status

Single or Unknown -----1
Married -----2
Non-Traditional-----3

F. Homeownership Status

Owner-----1
Renter-----0

G. Estimated Income Range

\$1,000-\$14,999 -----	1
\$15,000-\$24,999-----	2
\$25,000-\$34,999-----	3
\$35,000-\$49,999-----	4
\$50,000-\$74,999-----	5
\$75,000-\$99,999-----	6
\$100,000-\$124,999 -----	7
\$125,000-\$149,999 -----	8
\$150,000-\$174,999 -----	9
\$175,000-\$199,999 -----	10
\$200,000-\$249,999 -----	11
\$250,000 and up-----	12
Unknown -----	13

H. Estimated Home Value Range

\$0K to \$19K -----	1
\$20K to \$49K -----	2
\$50K to \$99K -----	3
\$100K to \$149K-----	4
\$150K to \$174K-----	5
\$175K to \$199K-----	6
\$200K to \$249K-----	7
\$250K to \$299K-----	8
\$300K to \$399K-----	9
\$400K to \$499K-----	10
\$500K to \$749K-----	11
\$750K to \$999K-----	12
\$1000K to 1M and over-----	13
Unknown -----	14

I. Social Economic Ladder (ISPSA)

1 -----	1
2 -----	2
3 -----	3
4 -----	4
5 -----	5
6 -----	6
7 -----	7
8 -----	8
9 -----	9
Unknown -----	99

J. Individual Party

American Independent	1
Democratic	2
Green	3
Libertarian	4
Natural Law	5
Non-Partisan	6
Other	7
Peace and Freedom	8
Reform	9
Republican	10
Unknown	11

K. Household Party Type

Democratic	1
Democratic & Independent	2
Democratic & Republican	3
Democratic & Republican & Independent	4
Independent	5
Republican	6
Republican & Independent	7

L. Household Gender Composition

Mixed Gender Household	1
Female Only Household	2
Male Only Household	3
Cannot Determine	4

M. Registration Date

2017 to present	1
2013 to 2016	2
2009 to 2012	3
2005 to 2008	4
2001 to 2004	5
1997 to 2000	6
1993 to 1996	7
1981 to 1992	8
1980 or before	9
Not coded	10

N. Voting Frequency

0	0
1	1
2	2
3	3
4	4
5	5
6	6

7 -----7
 8 -----8

O. Voting History

	No	Poll	Mail
Voted 2/08	0	1	2
Voted 6/08	0	1	2
Voted 11/08	0	1	2
Voted 5/09	0	1	2
Voted 11/09 <i>[if applicable]</i>	0	1	2
Voted 06/10	0	1	2
Voted 11/10	0	1	2
Voted 11/11 <i>[if available]</i>	0	1	2
Voted 06/12	0	1	2
Voted 11/12	0	1	2
Voted 11/13 <i>[if available]</i>	0	1	2
Voted 06/14	0	1	2
Voted 11/14	0	1	2
Voted 11/15 <i>[if available]</i>	0	1	2
Voted 06/16	0	1	2
Voted 11/16	0	1	2
Voted 11/17 <i>[if available]</i>	0	1	2
Voted 06/18	0	1	2
Voted 11/18	0	1	2
Voted 11/19 <i>[if available]</i>	0	1	2
Voted 03/20	0	1	2
Voted 11/20	0	1	2
Voted 09/21	0	1	2

P. Household Voter Count

1 -----1
 2 -----2
 3 -----3
 4 -----4
 5 -----5
 6 -----6
 7 -----7

Q. Likely November 2022 Voter

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

R. Precinct Number: _____

S. Date of Interview: _____