



City Council Agenda

City of Campbell, 70 North First Street, Campbell, California

CAMPBELL CITY COUNCIL STUDY SESSION

Tuesday, June 7, 2016 – 6:00 p.m.

Ralph Doetsch Conference Room – 70 N. First Street

NOTE: No action may be taken on a matter under Study Session other than direction to staff to further review or prepare a report. Any proposed action regarding items on a Study Session must be agendized for a future Regular or Special City Council meeting.

CALL TO ORDER, ROLL CALL

NEW BUSINESS

1. Civic Center Revenue Measure Survey Results

Recommended Action: Conduct Study Session and provide direction to staff.

PUBLIC COMMENT

ADJOURN

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the City Council Chambers. If you require accommodation, please contact the City Clerk's Office, (408) 866-2117, at least one week in advance of the meeting.



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CALL TO ORDER, ROLL CALL

NEW BUSINESS

1. **Civic Center Revenue Measure Survey Results**

Recommended Action: Conduct Study Session and provide direction to staff.

PUBLIC COMMENT

ADJOURN

CITY COUNCIL EXECUTIVE SESSION

Tuesday, June 7, 2016 – 7:00 p.m.

Ralph Doetsch Conference Room - 70 N. First Street

- A. Personnel - Pursuant to G.C. Section 54957: Public Employee Performance Evaluation – City Manager
- B. Litigation
- C. Real Property
- D. Labor Negotiations

MEMORANDUM**City of Campbell
City Manager's Office****To:** Honorable Mayor and City Council**Date:** May 25, 2016**From:** Al Bito, Deputy City Manager**Via:** Mark Linder, City Manager**Subject: Civic Center Revenue Measure Survey Results:
June 7 Study Session**

The City's pollster, Godbe Research and Analysis, has completed its survey data collection for the City from May 4 to 18, 2016. A total sample size of 501 was recorded and included responses from resident-voters to questions on hypothetical revenue measures and their associated fiscal impacts.

The preliminary results suggest that there is no strong support in the community at this time for a bond measure or parcel tax requiring 2/3 approval to fund a new library or police operations center.

At the Study Session on June 7, the City's pollster will present the full results of the survey.

Attached is the topline report for the Council's review in advance of the Study Session. Also attached for the City Council's reference is a summary table of Santa Clara County public agencies contemplating new revenue measures requiring voter approval for the November 8, 2016 ballot.

Attachments:

- May 20, 2016 Godbe Research Topline Report
- Survey Summary Table of Santa Clara County Public Agencies Contemplating Revenue Measures for November 8, 2016 General Election

BALLOT MEASURES SUMMARY – June & November Elections

LOCAL MEASURES

MEASURES ON JUNE PRIMARY BALLOT		
Measure/ Agency	Amount	Description
Measure AA : San Francisco Bay Restoration Authority “Clean and Healthy Bay” Parcel Tax	\$12 Parcel Tax	Tax would raise \$500 million over the next 20 years to build levees and restore thousands of acres of wetlands and tidal marshes as a buffer to storm surges and floods in every Bay Area county.
Measure A: Santa Clara County Park Charter Fund Transfer	The Parks Charter Fund will annually set aside 1.5 cents per \$100 of assessed valuation of all property tax for the next 15 years	Sets aside a percentage of existing tax revenue toward the Parks Charter Fund to be invested in maintaining and improving our county parks. This is a modest increase from the current 1.425 cents and is expected to meet the projected needs in the long term as our county population grows.
Measure B: San Jose	0.25 general percent sales tax for 15 years.	Sales tax would bring in about \$38 million per year, which would go to the city's general fund and could be used for any government purpose. Approval of this additional sales tax would increase the total sales tax in the city to 9 percent.
Measure E: Gilroy Unified School District Bond	\$60.00 per \$100,000 of assessed value.	General obligation bond authorizing \$170 million for school improvements for our District schools. Approval will allow the District to be eligible to receive State-matching funds to repair, modernize and upgrade classrooms throughout the District and to build a new elementary school.
Measure G: Moreland School District Parcel Tax	\$142 per parcel per year	Renew and increase Moreland School District's expiring school parcel tax. If measure fails, the districts existing \$95 parcel tax will expire on June 30, 2017.
Measure H: Franklin-McKinley School District Bond	\$67.4 million in bond issuance	Issuance of bonds in order to fund school renovation and construction. Approval would increase the districts debt by \$67.4 million. District officials estimated the total debt service cost for the loan—including principal and interest—at \$155.5 million. Highest estimated property tax rate required to repay the bond over the life of the loan is \$30 per \$100,000.

BALLOT MEASURES SUMMARY – June & November Elections

Measure I: Alum Rock School District Bond	\$140 million through issuing bonds	Issue bonds in order to fund school renovation and construction. District officials estimated that the highest property tax rate required to repay the bond over the life of the loan at \$30 per \$100,000.
Measure J: Lakeside Joint School District Parcel Tax	Annual parcel tax of \$820 per parcel for ten years to fund schools.	Measure to issue a school parcel tax. The ballot item, coming a year before the expiration of its predecessor Measure C and a tax increase from \$311 to \$820 annually, earned both local support and taxpayers' association resistance.
POTENTIAL MEASURES ON NOVEMBER BALLOT		
Campbell Union School District	Increase current GO Bond by \$12 (from \$55 per \$100,000 of assessed property to \$67 per \$100,000.	Bond measure would be used for updating electric fixtures, heating, rooftops and classroom technology while also possibly funding the construction of more multi-purpose buildings at schools.
Campbell Union High School District	GO Bond of \$27 per \$100,000 of assessed value.	No additional information known at this time.
Town of Los Gatos	TBD	We are exploring a potential revenue measure
City of Morgan Hill	TBD –July 27	Morgan Hill is in the process of engaging its community to discuss quality of life needs and priorities. In July, the City will conduct a second poll to gauge voter sentiment regarding a sales tax revenue measure.
Santa Clara County- Increased sales tax rate to help the county's vulnerable homeless population.	\$14 per \$100,000 of assessed value	\$750 million bond for the November ballot that would help pay for new homes for veterans, seniors, low-income families and the homeless.
VTA	Half-cent sales tax	Pay for maintaining city streets; bringing BART to the South Bay; improving transit for seniors, disabled and low-income residents; and improving expressways. It would generate \$198 million a year or \$6 billion over the 30-year life of the tax. A survey taken in May found that 68 percent of voters supported such a tax, slightly more than the two-thirds needed to pass.

BALLOT MEASURES SUMMARY – June & November Elections

STATE BALLOT MEASURES

JUNE PRIMARY ELECTION	
Measure	Description
The California Suspension of Legislators Amendment	Amendment would authorize each house of Legislature to suspend one of its Members by two-thirds vote, and to require Member to forfeit salary and benefits while suspended. Prohibits suspended Member from exercising rights, privileges, duties, or powers of office, or using any legislative resources. Provides suspension may end on specified date, or upon two-thirds vote of Member's house
NOVEMBER GENERAL ELECTION	
California "Fair Wage Act of 2016" \$15 Minimum Wage Initiative (2016)	Increases the minimum hourly wage to \$15 by 2021
The California Plastic Bag Ban Referendum	A "yes" vote is a vote in favor of upholding or ratifying the contested legislation banning plastic bags that was enacted by the California State Legislature under the name Senate Bill 270. A "no" vote is a vote in favor of overturning Senate Bill 270.
The Drug Price Relief Initiative	Initiative would prohibit state agencies from paying more for a prescription drug than the lowest price paid for the same drug by the United States Department of Veterans Affairs. Applies to any program where the state is the ultimate payer for a drug, even if the state does not purchase the drug directly. Exempts certain purchases of prescription drugs funded through Medi-Cal
Medi-Cal Hospital Reimbursement Initiative	Requires voter approval of changes to the hospital fee program
Public Vote on Bonds Initiative	Requires voter approval for projects that cost more than \$2 billion funded by revenue bonds
Public Education Facilities Bond Initiative	Authorizes issuance and sale of \$9 billion in bonds for education and schools



GODBE RESEARCH
Gain Insight

CITY OF CAMPBELL

2016 Civic Center Bond Survey

Topline Report

n=501

19-minutes

Likely November 2016 Voters

May 20, 2016

www.godberesearch.com

Northern California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

METHODOLOGY

Sample Universe:

- 16,486 Likely November 2016 voters

Sample Size:

- Likely November 2016 n=501

Data Collection: Online & Phone Interviewing

- Online, n=197

- Phone, n=304

Margin of Error:

- Likely November 2016 \pm 4.31%

Interview Dates: May 4 to May 18, 2016

Phone Interview Length: 19 minutes

UNINFORMED BALLOT TESTS

	Likely Nov 2016	
	Column N %	Mean
1. Uninformed Ballot Test - Bond Measure: To provide essential Campbell city facilities, including • a 21st century library with safe spaces for seniors, after-school homework programs; a children's area for children's story times; and, public access computers and computer lab; • a seismically safe police operations center; shall the City of Campbell issue \$75 million dollars in bonds at legal rates, providing an average of \$5.1 million dollars annually, for 30 years, by assessing \$39 per \$100,000, requiring financial audits, independent citizen oversight and all funds for the City of Campbell?	Definitely Yes	26.7%
	Probably Yes	29.4%
	Probably No	14.0%
	Definitely No	18.9%
	Not sure	11.1%
	Total Yes	56.1%
	Total No	32.8%
2. Uniformed Ballot Test - Parcel Tax Measure: To provide essential Campbell city facilities, including • a 21st century library with safe spaces for seniors, after-school teen and homework programs; a children's area for children's story times; and, public access computers and computer lab; • a seismically safe police operations center; shall the City of Campbell levy \$428 per parcel, providing an average of \$5.1 million dollars annually, for 30 years, requiring annual financial audits, independent citizen oversight and all funds be spent only in the City of Campbell?	Definitely Yes	22.3%
	Probably Yes	32.4%
	Probably No	15.6%
	Definitely No	22.0%
	Not sure	7.6%
	Total Yes	54.8%
	Total No	37.6%

FEATURES OF THE MEASURES

		Likely Nov 2016	
		Column N %	Mean
3A. Replace the aging library with a 21st century facility including safe space for after-school homework programs	Much More Likely	38.0%	70.9%
	Somewhat More Likely	32.8%	
	No Effect	11.8%	
	Somewhat Less Likely	8.5%	
	Much Less Likely	8.4%	
	Not sure	0.5%	
3B. Provide a seismically safe police operations center	Much More Likely	33.6%	66.1%
	Somewhat More Likely	32.5%	
	No Effect	14.3%	
	Somewhat Less Likely	9.6%	
	Much Less Likely	8.8%	
	Not sure	1.2%	
3C. Provide space for public access computers, a computer learning center, and with free wifi	Much More Likely	38.2%	69.4%
	Somewhat More Likely	31.2%	
	No Effect	11.3%	
	Somewhat Less Likely	7.3%	
	Much Less Likely	11.1%	
	Not sure	1.0%	
3D. Provide adequate space in the police operations center for analyzing and storing DNA and digital evidence	Much More Likely	30.2%	61.3%
	Somewhat More Likely	31.1%	
	No Effect	17.3%	
	Somewhat Less Likely	8.5%	
	Much Less Likely	10.2%	
	Not sure	2.6%	
3E. Provide space for summer reading programs for school age children	Much More Likely	34.1%	65.4%
	Somewhat More Likely	31.4%	
	No Effect	17.6%	
	Somewhat Less Likely	6.3%	
	Much Less Likely	10.2%	
	Not sure	0.4%	
3F. Provide a police operations center that meets current seismic safety codes and will survive an earthquake and be up and running in a disaster	Much More Likely	40.0%	68.9%
	Somewhat More Likely	29.0%	
	No Effect	12.2%	
	Somewhat Less Likely	7.5%	
	Much Less Likely	9.9%	
	Not sure	1.5%	
3G. Provide a modern police operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities	Much More Likely	34.1%	64.1%
	Somewhat More Likely	30.0%	
	No Effect	13.6%	
	Somewhat Less Likely	10.3%	
	Much Less Likely	9.9%	
	Not sure	2.1%	

		Likely Nov 2016	
		Column N %	Mean
3H. Retrofit City Hall to meet current seismic codes and improve public service capabilities	Much More Likely	31.1%	61.7%
	Somewhat More Likely	30.6%	
	No Effect	17.4%	
	Somewhat Less Likely	10.1%	
	Much Less Likely	9.4%	
	Not sure	1.4%	
3I. Provide space for up-to-date reference materials, books, audio-visual materials, and periodicals	Much More Likely	29.4%	60.3%
	Somewhat More Likely	31.0%	
	No Effect	16.7%	
	Somewhat Less Likely	8.9%	
	Much Less Likely	11.6%	
	Not sure	2.4%	
3J. Create space for free family programs, activities, and classes	Much More Likely	29.8%	64.0%
	Somewhat More Likely	34.3%	
	No Effect	13.7%	
	Somewhat Less Likely	10.2%	
	Much Less Likely	11.9%	
	Not sure	0.2%	
3K. Provide quiet study rooms	Much More Likely	22.8%	55.2%
	Somewhat More Likely	32.3%	
	No Effect	19.0%	
	Somewhat Less Likely	14.3%	
	Much Less Likely	11.1%	
	Not sure	0.5%	
3L. Provide a separate teen area	Much More Likely	22.7%	46.6%
	Somewhat More Likely	23.9%	
	No Effect	24.4%	
	Somewhat Less Likely	12.7%	
	Much Less Likely	15.6%	
	Not sure	0.7%	
3M. Provide a children's area with space for children's story times	Much More Likely	27.9%	59.7%
	Somewhat More Likely	31.8%	
	No Effect	16.7%	
	Somewhat Less Likely	9.2%	
	Much Less Likely	13.0%	
	Not sure	1.5%	
3N. Provide a safe, energy-efficient library that meets earthquake and fire codes	Much More Likely	42.4%	71.5%
	Somewhat More Likely	29.1%	
	No Effect	14.7%	
	Somewhat Less Likely	4.7%	
	Much Less Likely	8.5%	
	Not sure	0.6%	

		Likely Nov 2016	
		Column N %	Mean
3O. Provide space for literacy tutoring programs	Much More Likely	35.7%	66.1%
	Somewhat More Likely	30.3%	
	No Effect	16.1%	
	Somewhat Less Likely	7.6%	
	Much Less Likely	8.7%	
	Not sure	1.5%	
3P. Provide space for community meeting rooms and education classrooms	Much More Likely	30.7%	61.9%
	Somewhat More Likely	31.3%	
	No Effect	17.1%	
	Somewhat Less Likely	8.1%	
	Much Less Likely	11.8%	
	Not sure	1.0%	
3Q. Provide quiet adult reading areas	Much More Likely	20.9%	46.2%
	Somewhat More Likely	25.3%	
	No Effect	21.9%	
	Somewhat Less Likely	11.6%	
	Much Less Likely	19.1%	
	Not sure	1.1%	
3R. Include updated wiring to accommodate computers and technology	Much More Likely	33.0%	62.9%
	Somewhat More Likely	29.9%	
	No Effect	16.4%	
	Somewhat Less Likely	9.0%	
	Much Less Likely	10.8%	
	Not sure	0.9%	
3S. Provide improved access for seniors and disabled residents	Much More Likely	37.2%	69.6%
	Somewhat More Likely	32.3%	
	No Effect	14.0%	
	Somewhat Less Likely	6.3%	
	Much Less Likely	9.2%	
	Not sure	0.9%	

FEATURES OF THE MEASURES – RANKED BY MEAN SCORE

	Likely Nov 2016	
	Column N %	Mean
3N. Provide a safe, energy-efficient library that meets earthquake and fire codes		0.93
3A. Replace the aging library with a 21st century facility including safe space for after-school homework programs		0.84
3F. Provide a police operations center that meets current seismic safety codes and will survive an earthquake and be up and running in a disaster		0.83
3S. Provide improved access for seniors and disabled residents		0.83
3C. Provide space for public access computers, a computer learning center, and with free wifi		0.79
3O. Provide space for literacy tutoring programs		0.78
3B. Provide a seismically safe police operations center		0.73
3E. Provide space for summer reading programs for school age children		0.73
3G. Provide a modern police operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities		0.69
3R. Include updated wiring to accommodate computers and technology		0.66
3H. Retrofit City Hall to meet current seismic codes and improve public service capabilities		0.65
3D. Provide adequate space in the police operations center for analyzing and storing DNA and digital evidence		0.64
3P. Provide space for community meeting rooms and education classrooms		0.61
3J. Create space for free family programs, activities, and classes		0.60
3I. Provide space for up-to-date reference materials, books, audio-visual materials, and periodicals		0.59
3M. Provide a children's area with space for children's story times		0.53
3K. Provide quiet study rooms		0.42
3L. Provide a separate teen area		0.26
3Q. Provide quiet adult reading areas		0.18

INFORMATIONAL STATEMENTS

		Likely Nov 2016	
		Column N %	Mean
4A. The measure will give Campbell local control over local funds for local needs. The money cannot be taken by Sacramento	Much more likely	45.6%	68.6%
	Somewhat more likely	23.0%	
	No effect	31.1%	
	Not sure	0.3%	
4B. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised	Much more likely	38.3%	64.3%
	Somewhat more likely	25.9%	
	No effect	34.9%	
	Not sure	0.8%	
4C. Campbell's library is the oldest in the County Library District. Improvements are needed to address dilapidated conditions, poor lighting, and lack of space for seating, book collections, computer stations, and group study or meetings	Much more likely	38.4%	67.9%
	Somewhat more likely	29.5%	
	No effect	31.3%	
	Not sure	0.8%	
4D. Providing updated facilities and space will allow more after-school programs for youth and children, an expanded collection, additional seating and public computers, group study areas, and community meeting rooms	Much more likely	37.2%	63.4%
	Somewhat more likely	26.2%	
	No effect	35.8%	
	Not sure	0.8%	
4E. The Campbell Police Department's crime prevention efforts will be more effective with the technology available in an up-to-date police operations center	Much more likely	36.1%	65.1%
	Somewhat more likely	29.1%	
	No effect	33.4%	
	Not sure	1.5%	
4F. The Campbell library was built in 1974 and does not currently meet the earthquake safety standards for libraries built today. This measure would build a new seismically safe library for residents to use for years to come	Much more likely	40.7%	69.0%
	Somewhat more likely	28.3%	
	No effect	29.5%	
	Not sure	1.4%	
4G. The new library will have enhanced technology for 21st century customer service	Much more likely	29.2%	55.4%
	Somewhat more likely	26.2%	
	No effect	43.0%	
	Not sure	1.5%	
4H. Police officers have been working out of a portable building that is overcrowded and does not provide modern policing technology	Much more likely	42.5%	69.3%
	Somewhat more likely	26.8%	
	No effect	29.1%	
	Not sure	1.6%	
4I. The new library will have the most up to date computer technology for public use, including a wireless network	Much more likely	29.2%	62.7%
	Somewhat more likely	33.5%	
	No effect	37.2%	
	Not sure	0.1%	
4J. The Campbell library helps support the economic vitality of the community by helping residents of all ages and backgrounds learn to read, prepare for jobs, use computers, and succeed in school	Much more likely	35.5%	66.7%
	Somewhat more likely	31.2%	
	No effect	31.5%	
	Not sure	1.9%	

		Likely Nov 2016	
		Column N %	Mean
4K. The new library will be designed and built to be flexible to meet future needs	Much more likely	31.3%	62.3%
	Somewhat more likely	31.1%	
	No effect	37.3%	
	Not sure	0.4%	
4L. The new library will offer after-school and summer programs for youth and teens to keep them off the streets, out of trouble, and away from drugs and gangs	Much more likely	39.7%	69.7%
	Somewhat more likely	29.9%	
	No effect	30.2%	
	Not sure	0.1%	
4M. The new library will use green building materials, and energy efficient design and cost less to operate	Much more likely	35.8%	65.2%
	Somewhat more likely	29.4%	
	No effect	34.8%	
	Not sure	0.0%	
4N. The measure will maintain the excellent quality of life, the character of the community, and growth in our property values	Much more likely	33.2%	60.7%
	Somewhat more likely	27.4%	
	No effect	37.5%	
	Not sure	1.9%	
4O. The new library will have additional meeting space for City Hall business and community meetings	Much more likely	25.5%	50.3%
	Somewhat more likely	24.8%	
	No effect	47.4%	
	Not sure	2.4%	
4P. None of the money raised by the measure would be used for City administrator salaries	Much more likely	44.5%	68.8%
	Somewhat more likely	24.3%	
	No effect	31.1%	
	Not sure	0.1%	
4Q. Many seniors on fixed incomes rely on libraries because buying books is just too expensive	Much more likely	32.6%	60.6%
	Somewhat more likely	28.0%	
	No effect	39.2%	
	Not sure	0.2%	
4R. This new library will provide space for more programs for older and younger adults	Much more likely	33.9%	61.6%
	Somewhat more likely	27.7%	
	No effect	37.7%	
	Not sure	0.7%	
4S. Built in 1974, the Campbell Library is outdated. Space is limited for books, programs, and people – these constraints bring the library to a standstill when youth use the library after school	Much more likely	38.1%	63.1%
	Somewhat more likely	25.0%	
	No effect	35.7%	
	Not sure	1.2%	
4T. Library programs for children and teens, including homework help and reading resources, are critical to providing our students with the resources they need	Much more likely	41.7%	67.7%
	Somewhat more likely	26.0%	
	No effect	31.1%	
	Not sure	1.2%	

INFORMATIONAL STATEMENTS – RANKED BY MEAN SCORE

	Likely Nov 2016	
	Column N %	Mean
4A. The measure will give Campbell local control over local funds for local needs. The money cannot be taken by Sacramento		1.14
4H. Police officers have been working out of a portable building that is overcrowded and does not provide modern policing technology		1.14
4P. None of the money raised by the measure would be used for City administrator salaries		1.13
4F. The Campbell library was built in 1974 and does not currently meet the earthquake safety standards for libraries built today. This measure would build a new seismically safe library for residents to use for years to come		1.11
4T. Library programs for children and teens, including homework help and reading resources, are critical to providing our students with the resources they need		1.11
4L. The new library will offer after-school and summer programs for youth and teens to keep them off the streets, out of trouble, and away from drugs and gangs		1.10
4C. Campbell's library is the oldest in the County Library District. Improvements are needed to address dilapidated conditions, poor lighting, and lack of space for seating, book collections, computer stations, and group study or meetings		1.07
4J. The Campbell library helps support the economic vitality of the community by helping residents of all ages and backgrounds learn to read, prepare for jobs, use computers, and succeed in school		1.04
4B. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised		1.03
4E. The Campbell Police Department's crime prevention efforts will be more effective with the technology available in an up-to-date police operations center		1.03
4S. Built in 1974, the Campbell Library is outdated. Space is limited for books, programs, and people – these constraints bring the library to a standstill when youth use the library after school		1.02
4D. Providing updated facilities and space will allow more after-school programs for youth and children, an expanded collection, additional seating and public computers, group study areas, and community meeting rooms		1.01
4M. The new library will use green building materials, and energy efficient design and cost less to operate		1.01
4R. This new library will provide space for more programs for older and younger adults		0.96
4N. The measure will maintain the excellent quality of life, the character of the community, and growth in our property values		0.96
4K. The new library will be designed and built to be flexible to meet future needs		0.94
4Q. Many seniors on fixed incomes rely on libraries because buying books is just too expensive		0.93

	Likely Nov 2016	
	Column N %	Mean
4I. The new library will have the most up to date computer technology for public use, including a wireless network		0.92
4G. The new library will have enhanced technology for 21st century customer service		0.86
4O. The new library will have additional meeting space for City Hall business and community meetings		0.78

CRITICAL STATEMENTS

		Likely Nov 2016	
		Column N %	Mean
5A. The City wouldn't need this measure if they hadn't wasted our tax dollars	Much more likely	24.8%	41.0%
	Somewhat more likely	16.2%	
	No effect	53.7%	
	Not sure	5.3%	
5B. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes	Much more likely	27.6%	50.6%
	Somewhat more likely	23.0%	
	No effect	45.8%	
	Not sure	3.6%	
5C. Other government agencies are considering additional taxes too, we just can't afford all these new taxes	Much more likely	29.8%	55.6%
	Somewhat more likely	25.8%	
	No effect	42.8%	
	Not sure	1.6%	
5D. This measure hurts seniors and those on fixed incomes, who can't afford higher property tax bills	Much more likely	31.0%	59.0%
	Somewhat more likely	28.0%	
	No effect	38.1%	
	Not sure	2.9%	
5E. With the educational and research resources available on the internet, we don't need a new library building in the 21st century	Much more likely	18.7%	33.6%
	Somewhat more likely	14.9%	
	No effect	64.2%	
	Not sure	2.2%	

CRITICAL STATEMENTS – RANKED BY MEAN SCORE

	Likely Nov 2016	
	Column N %	Mean
5D. This measure hurts seniors and those on fixed incomes, who can't afford higher property tax bills		0.93
5C. Other government agencies are considering additional taxes too, we just can't afford all these new taxes		0.87
5B. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes		0.81
5A. The City wouldn't need this measure if they hadn't wasted our tax dollars		0.70
5E. With the educational and research resources available on the internet, we don't need a new library building in the 21st century		0.53

INFORMED BALLOT TESTS & TAX THRESHOLDS

		Likely Nov 2016	
		Column N %	Mean
6. Informed Ballot Test - Bond Measure: To provide essential Campbell city facilities, including • a 21st century library with safe spaces for seniors, after-school homework programs; a children's area for children's' story times; and, public access computers and computer lab; • a seismically safe police operations center; shall the City of Campbell issue \$75 million dollars in bonds at legal rates, providing an average of \$5.1 million dollars annually, for 30 years, by assessing \$39 per \$100,000, requiring financial audits, independent citizen oversight and all funds for the City of Campbell?	Definitely Yes	30.5%	
	Probably Yes	31.3%	
	Probably No	11.0%	
	Definitely No	20.3%	
	Not sure	7.0%	
	Total Yes	61.8%	
	Total No	31.3%	
7A. \$39 dollars per \$100,000 of assessed valuation per year	Definitely Yes	31.1%	
	Probably Yes	27.7%	
	Probably No	13.8%	
	Definitely No	20.4%	
	Not sure	7.1%	
	Total Yes	58.8%	
	Total No	34.1%	
7B. \$27 dollars per \$100,000 of assessed valuation per year	Definitely Yes	37.2%	
	Probably Yes	25.6%	
	Probably No	11.6%	
	Definitely No	19.2%	
	Not sure	6.4%	
	Total Yes	62.9%	
	Total No	30.8%	
7C. \$18 dollars per \$100,000 of assessed valuation per year	Definitely Yes	48.9%	
	Probably Yes	22.1%	
	Probably No	9.3%	
	Definitely No	16.3%	
	Not sure	3.4%	
	Total Yes	71.0%	
	Total No	25.6%	

		Likely Nov 2016	
		Column N %	Mean
8. Informed Ballot Test - Parcel Tax Measure: To provide essential Campbell city facilities, including • a 21st century library with safe spaces for seniors, after-school teen and homework programs; a children's area for children's story times; and, public access computers and computer lab; • a seismically safe police operations center; shall the City of Campbell levy \$428 per parcel, providing an average of \$5.1 million dollars annually, for 30 years, requiring annual financial audits, independent citizen oversight and all funds be spent only in the City of Campbell?	Definitely Yes	31.2%	
	Probably Yes	23.6%	
	Probably No	20.4%	
	Definitely No	21.8%	
	Not sure	3.0%	
	Total Yes	54.8%	
	Total No	42.2%	
9A. \$428 dollars per year	Definitely Yes	24.9%	
	Probably Yes	24.8%	
	Probably No	16.4%	
	Definitely No	30.0%	
	Not sure	3.8%	
	Total Yes	49.7%	
	Total No	46.5%	
9B. \$295 dollars per year	Definitely Yes	38.1%	
	Probably Yes	18.4%	
	Probably No	15.2%	
	Definitely No	25.9%	
	Not sure	2.4%	
	Total Yes	56.5%	
	Total No	41.1%	
9C. \$195 dollars per year	Definitely Yes	44.4%	
	Probably Yes	24.0%	
	Probably No	11.0%	
	Definitely No	19.0%	
	Not sure	1.7%	
	Total Yes	68.3%	
	Total No	30.0%	

DEMOGRAPHICS

		Likely Nov 2016	
		Column N %	Mean
A. Do you have any children under the age of 18 live in your household?	Yes	30.7%	
	No	68.8%	
	Not sure	0.5%	
B. Respondents gender	Male	46.6%	
	Female	53.4%	
C. Age	18-29	8.5%	
	30-39	14.7%	
	40-49	18.2%	
	50-64	33.9%	
	65+	23.5%	
	No age	1.3%	
D. Ethnic Surname	Japanese	1.3%	
	Chinese	3.3%	
	Hispanic	7.8%	
	Jewish	2.2%	
	Armenian	0.2%	
	Vietnamese	0.6%	
	Italian	2.3%	
	Korean	0.0%	
	African American	0.3%	
Not Coded	81.9%		
E. Homeownership Status	Owner	59.9%	
	Renter	40.1%	
F. Phone Type	Cell phone	37.8%	
	Landline	62.2%	
G. Party	Democrat	46.7%	
	Republican	24.2%	
	Other party	4.4%	
	Decline to state/no party preference	24.7%	
H. Household Party Type	Dem 1	25.7%	
	Dem 2+	12.4%	
	Rep 1	10.4%	
	Rep 2+	7.4%	
	Other 1	16.1%	
	Other 2+	5.8%	
	Dem & Rep	6.0%	
	Dem & Other	8.9%	
	Rep & Other	5.8%	
Dem, Rep & Other	1.4%		

		Likely Nov 2016	
		Column N %	Mean
I. Registration Date	2013 to 2016	12.3%	
	2009 to 2012	25.7%	
	2005 to 2008	18.9%	
	2001 to 2004	14.2%	
	1997 to 2000	7.7%	
	1993 to 1996	4.3%	
	1981 to 1992	9.7%	
	1980 or before	7.3%	
	Not coded	0.0%	
K. Times Voted in Last Elections	1	6.9%	
	2	7.0%	
	3	6.2%	
	4	9.4%	
	5	9.3%	
	6	6.8%	
	7	6.1%	
	8	5.9%	
	9	6.1%	
	10	8.2%	
	11	6.8%	
	12	8.6%	
	13	11.9%	
	14	0.6%	
	15	0.1%	
L. Absentee Voter	0	21.0%	
	1	10.5%	
	2	6.0%	
	3	6.1%	
	4	6.7%	
	5	5.9%	
	6	6.0%	
	7	4.7%	
	8	4.3%	
	9	4.5%	
	10	7.0%	
	11	5.8%	
	12	4.7%	
	13	6.6%	
14	0.2%		
M. Likely November 2016 Voter	Yes	100.0%	
	No	0.0%	
N. Permanent Absentee Voter	Yes	73.8%	
	No	26.2%	

		Likely Nov 2016	
		Column N %	Mean
O. Likely Absentee Voter	Yes	75.2%	
	No	24.8%	
P. Interview Type	Online	21.7%	
	Landline	48.7%	
	Cell phone	29.6%	



GODBE RESEARCH
Gain Insight



City of Campbell: 2016 Civic Center Bond Survey

June 7, 2016

The City of Campbell commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a bond or parcel tax measure to provide essential Campbell city facilities with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone and Online Interviewing
- Universe 16,486 likely November 2016 voters in the City of Campbell
- Fielding Dates May 4 through May 18, 2016
- Interview Length 19 minutes
- Sample Size 501 (online 197; cell 92; landline 212)
- Margin of Error $n=501 \pm 4.31\%$
($n=242 \pm 6.25\%$; $n=259 \pm 6.04\%$)



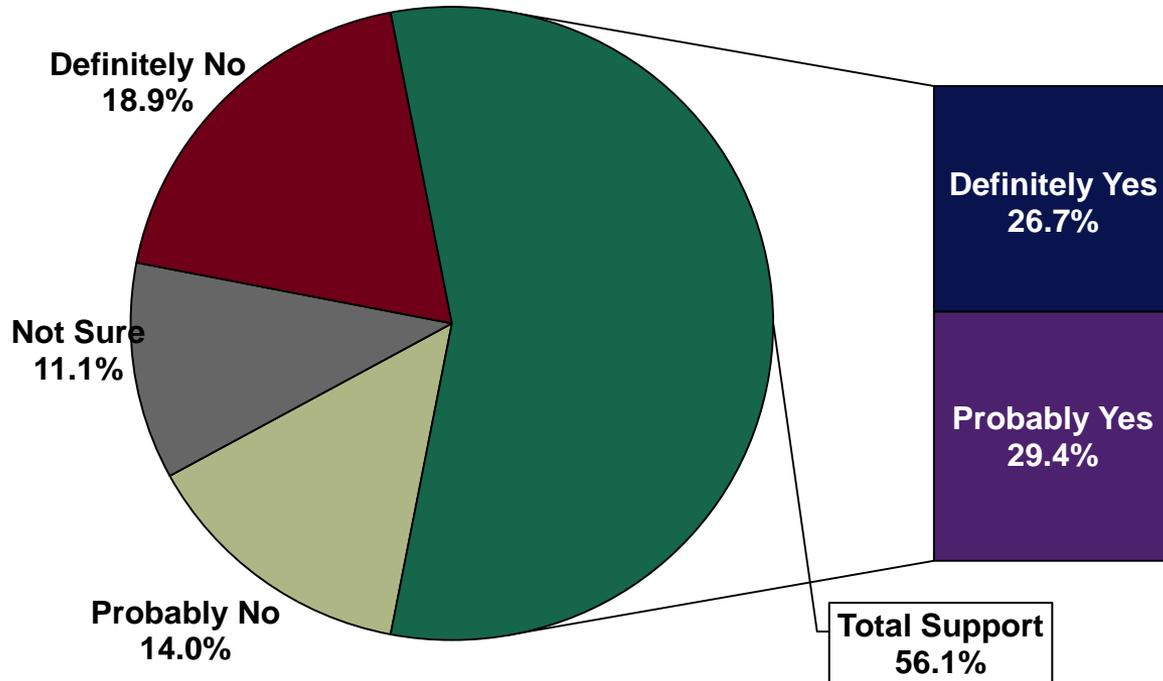
GODBE RESEARCH
Gain Insight



Key Findings

Q1. Uninformed Support for Bond Measure

Split Sample A (n=242)

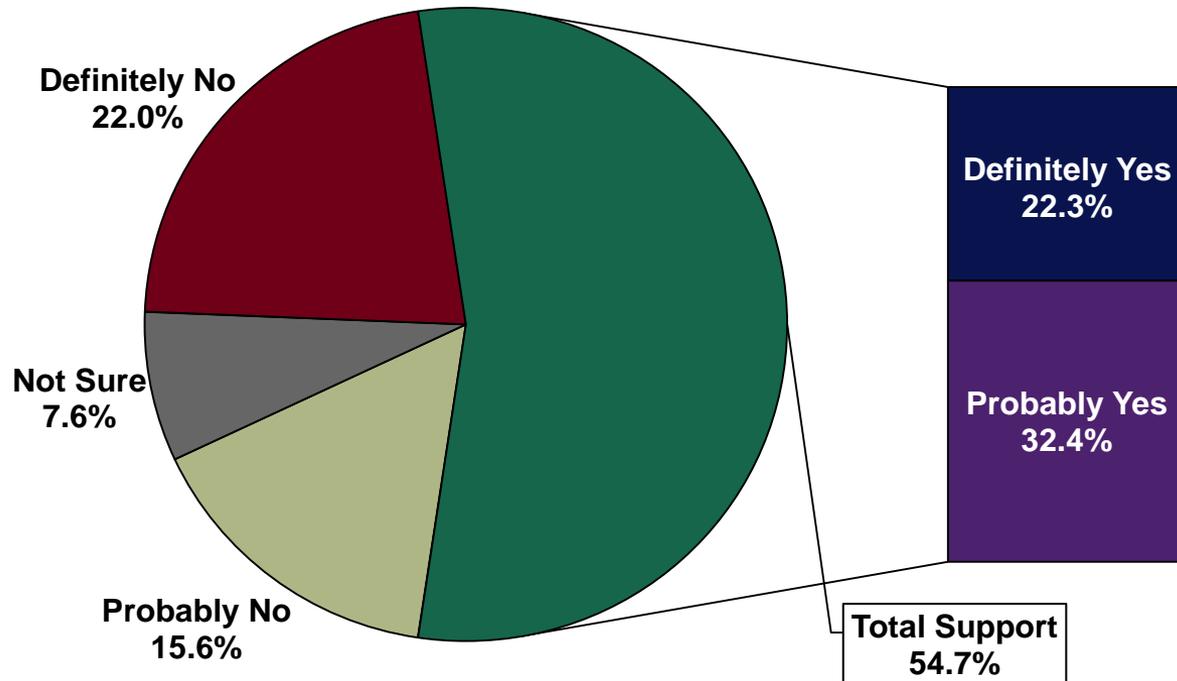


To provide essential Campbell city facilities, including

- a 21st century library with safe spaces for seniors, after-school homework programs; a children's area for children's story times; and, public access computers and computer lab;
- a seismically safe police operations center;

shall the City of Campbell issue \$75 million dollars in bonds at legal rates, providing an average of \$5.1 million dollars annually, for 30 years, by assessing \$39 per \$100,000, requiring financial audits, independent citizen oversight and all funds for the City of Campbell?

Q2. Uninformed Support for Parcel Tax Measure Split Sample B (n=259)

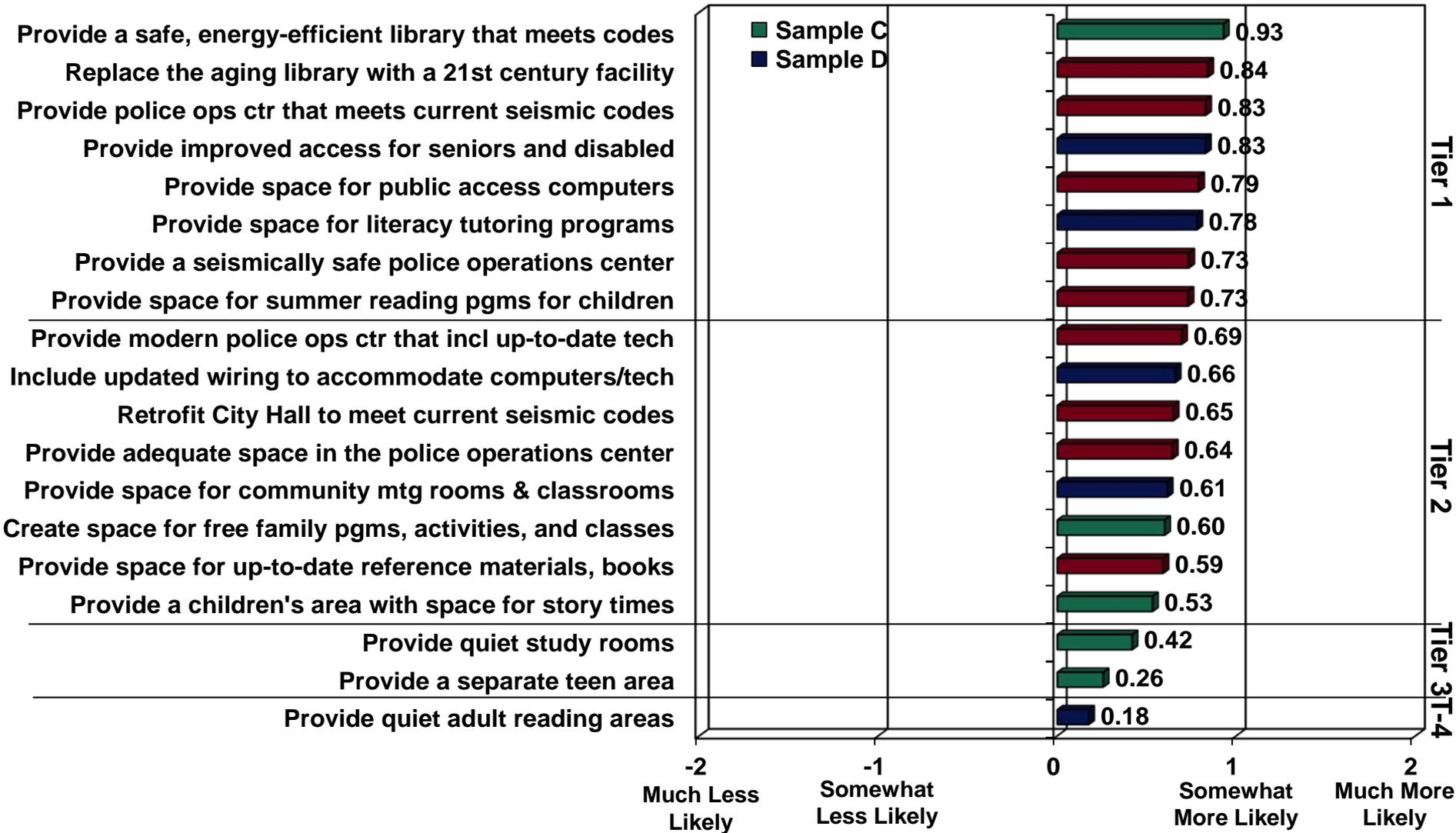


To provide essential Campbell city facilities, including

- a 21st century library with safe spaces for seniors, after-school teen and homework programs; a children's area for children's' story times; and, public access computers and computer lab;
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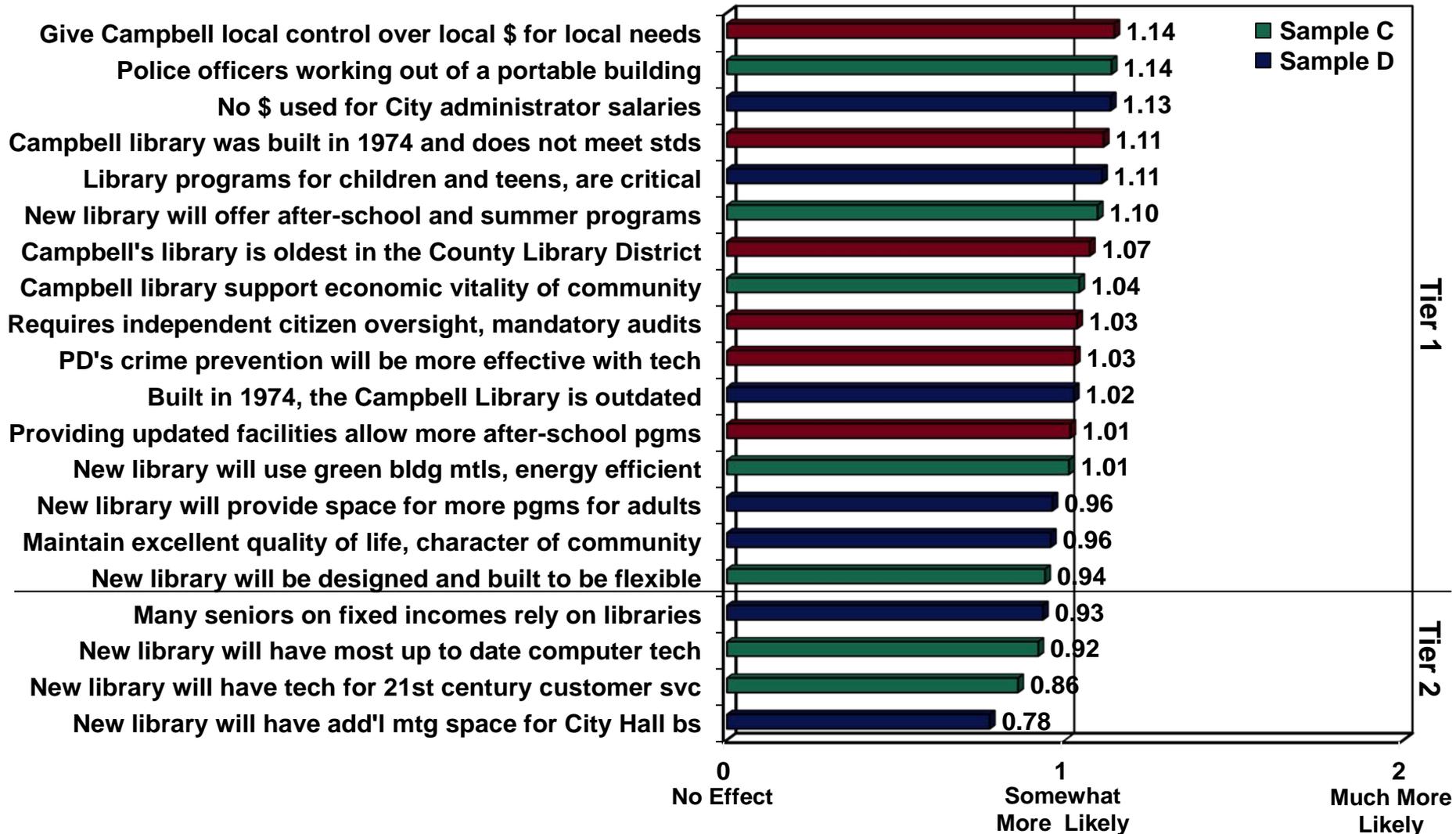
shall the City of Campbell levy \$428 per parcel, providing an average of \$5.1 million dollars annually, for 30 years, requiring annual financial audits, independent citizen oversight and all funds be spent only in the City of Campbell?

Q3. Features of the Measure (n=501)



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.

Q4. Influence of Supporting Statements (n=501)



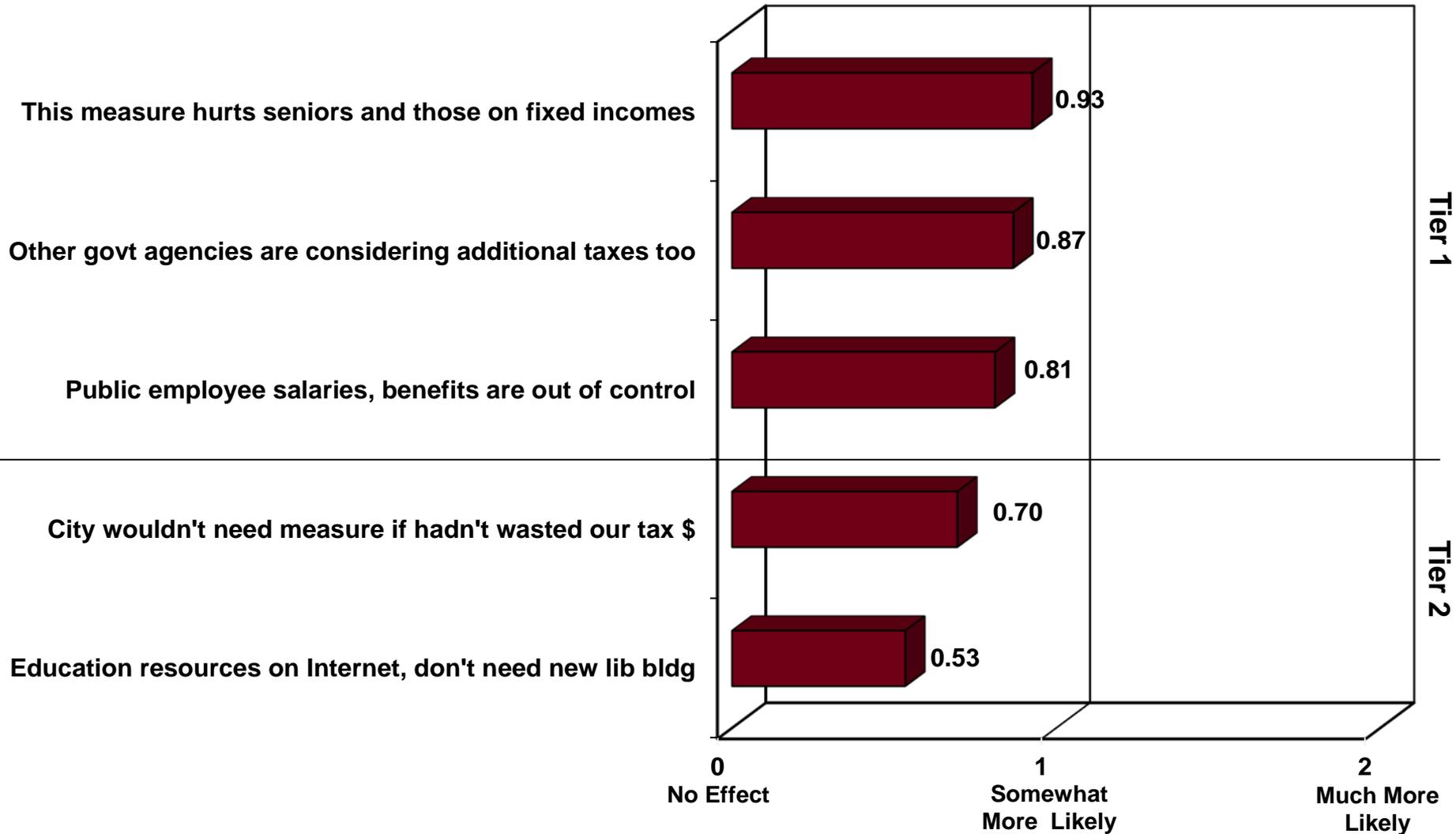
Tier 1

Tier 2

0 No Effect 1 Somewhat More Likely 2 Much More Likely

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, and "No Effect" = 0.

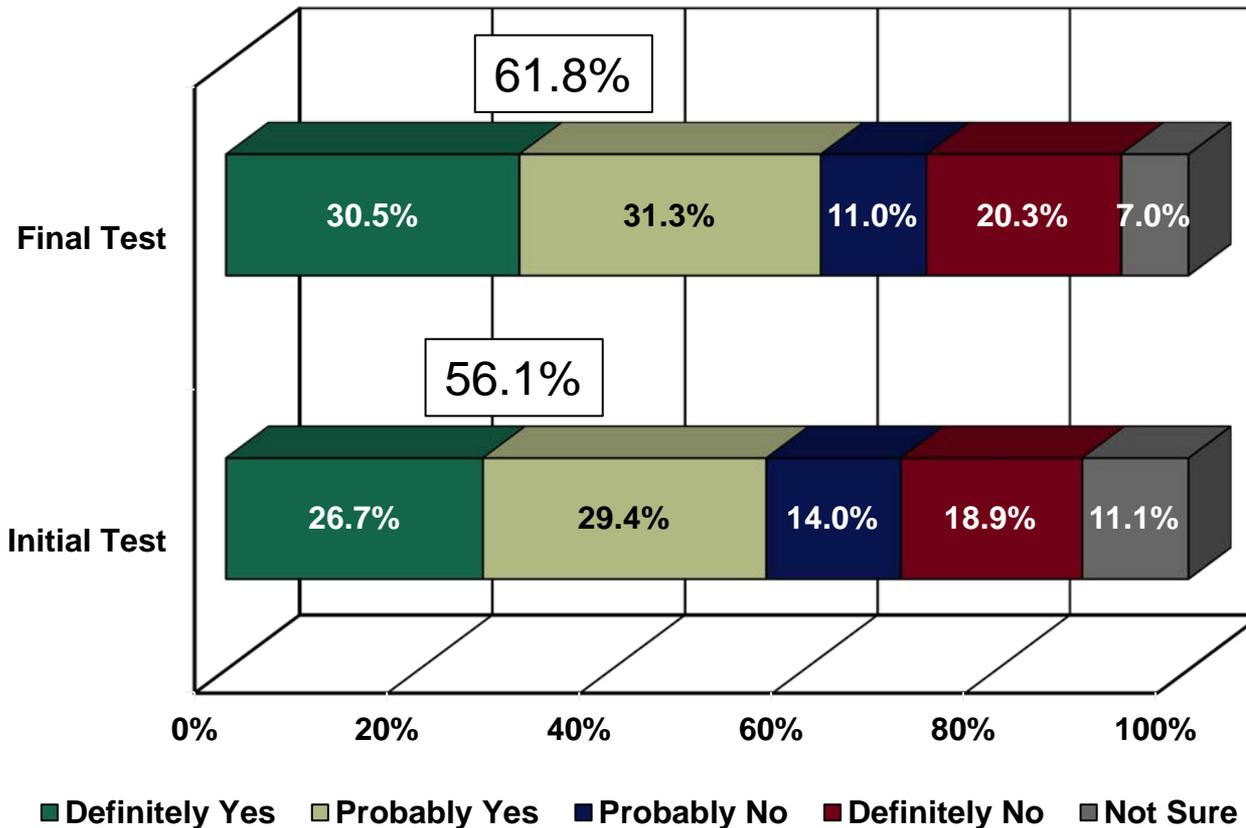
Q5. Potential Opposition Statements (n=501)



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, and "No Effect" = 0.

Q6. Informed Support for Bond Measure

Split Sample A (n=242)

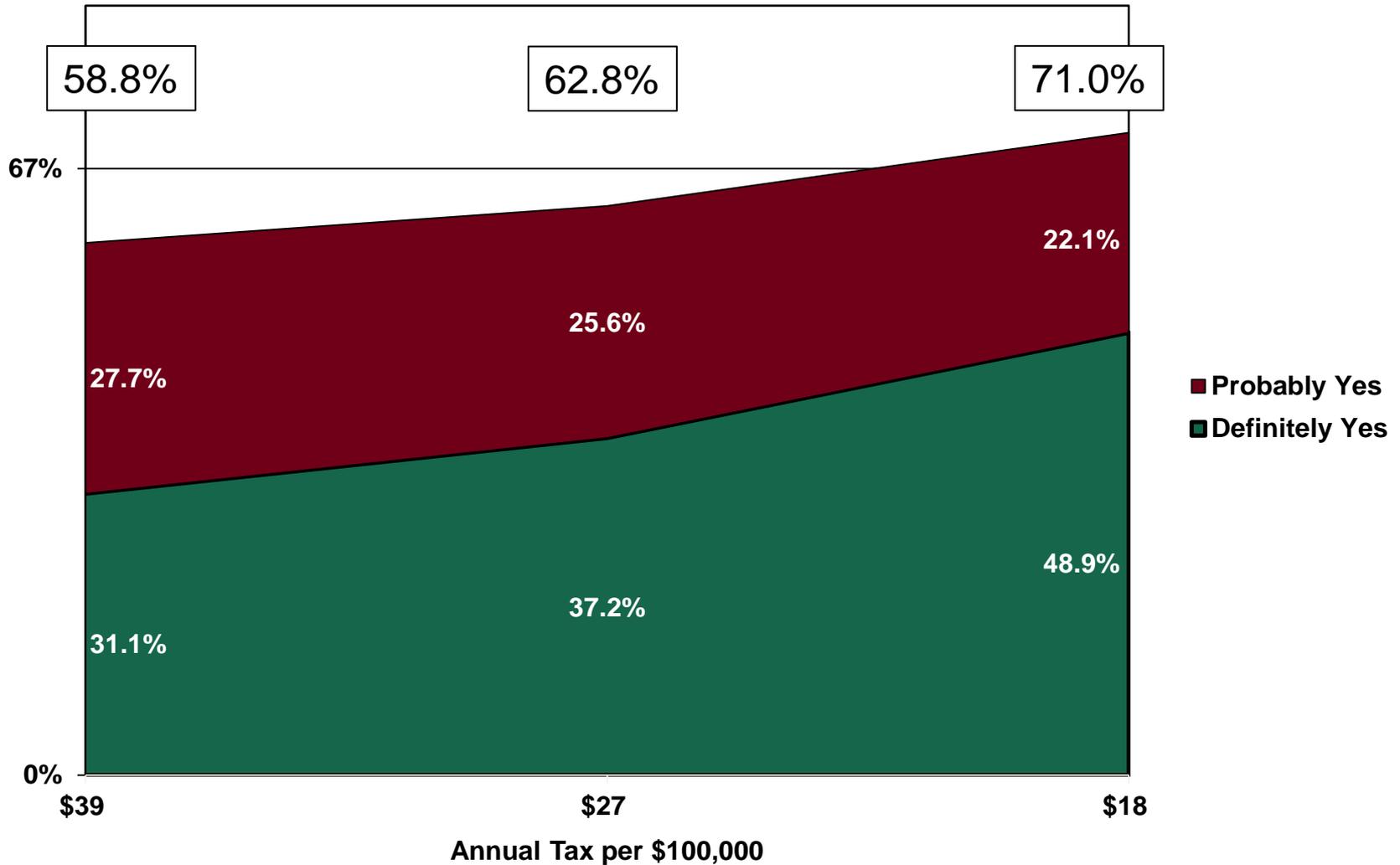


To provide essential Campbell city facilities, including

- a 21st century library with safe spaces for seniors, after-school homework programs; a children's area for children's story times; and, public access computers and computer lab;
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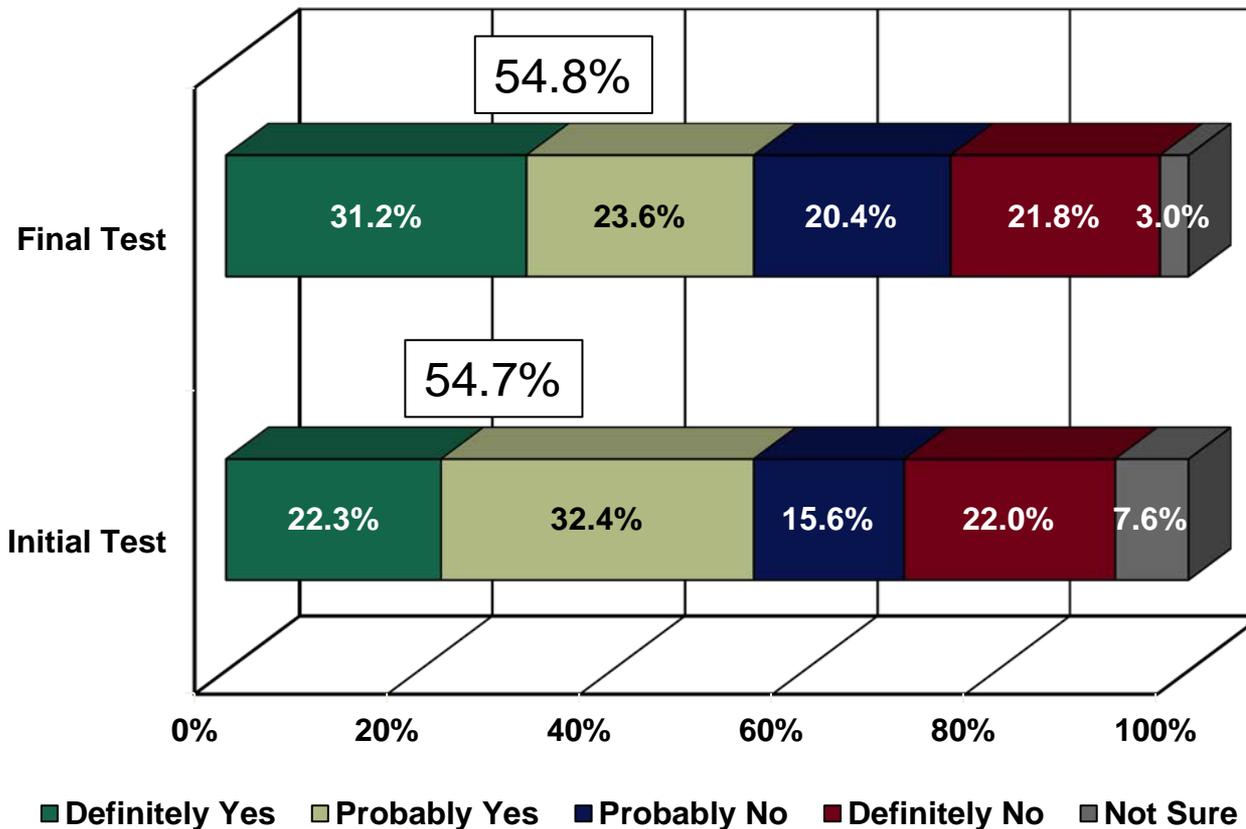
shall the City of Campbell issue \$75 million dollars in bonds at legal rates, providing an average of \$5.1 million dollars annually, for 30 years, by assessing \$39 per \$100,000, requiring financial audits, independent citizen oversight and all funds for the City of Campbell?

Q7. Support for Different Rates: Bond Measure Split Sample A (n=242)



Q8. Informed Support for Parcel Tax Measure

Split Sample B (n=259)

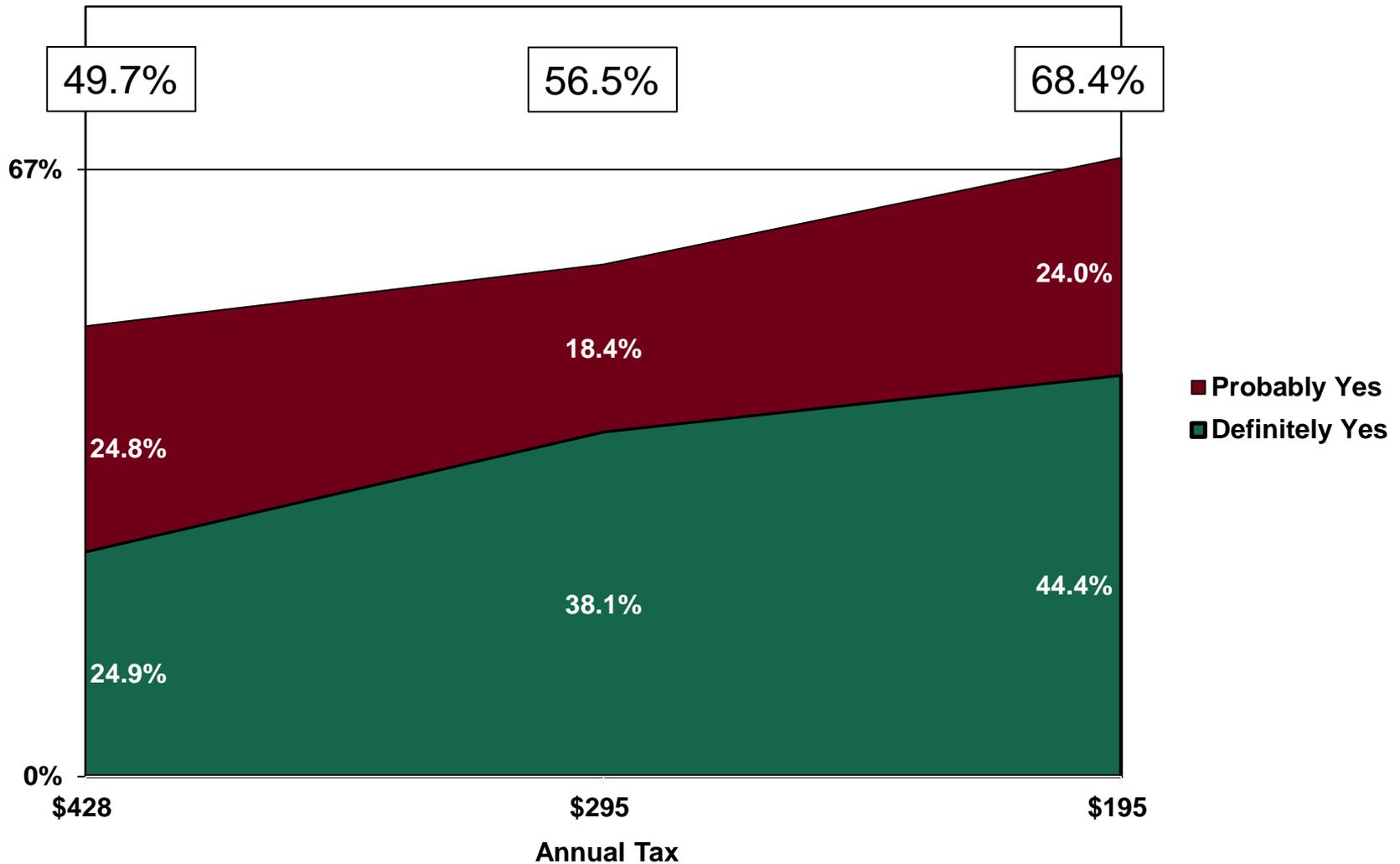


To provide essential Campbell city facilities, including

- a 21st century library with safe spaces for seniors, after-school teen and homework programs; a children's area for children's story times; and, public access computers and computer lab;
- a seismically safe police operations center;

shall the City of Campbell levy \$428 per parcel, providing an average of \$5.1 million dollars annually, for 30 years, requiring annual financial audits, independent citizen oversight and all funds be spent only in the City of Campbell?

Q9. Support for Different Rates: Parcel Tax Split Sample B (n=259)





GODBE RESEARCH
Gain Insight



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