



Glendale Survey of Potential Voters- Citizen Bond Committee

April 13, 2026





Glendale Survey

March 2026

Methodology

New Bridge Strategy conducted a survey among N=400 registered voters throughout the City of Glendale via text invitation to an online survey and live telephone interviews (both cellphones and landlines).

Interviews were conducted February 28 – March 4, 2026. They were distributed proportionally throughout the City. Quotas were also set for key demographic sub-groups, such as gender and age.

The margin of error is $\pm 4.89\%$ for the overall sample. The margin of error will vary for sub-groups.

Key Demographics



Gender

<i>Male</i>	48%
<i>Female</i>	52%



Age

<i>18-34</i>	28%
<i>35-44</i>	20%
<i>45-54</i>	14%
<i>55-64</i>	16%
<i>65+</i>	22%



Length of Residence

<i>10 Years or Less</i>	34%
<i>11-29 Years</i>	37%
<i>30+ Years/Native</i>	29%



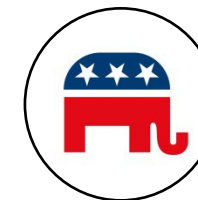
Education

<i>High School or Less</i>	22%
<i>Some College</i>	40%
<i>College Grad</i>	23%
<i>Post Grad</i>	15%



Ethnicity

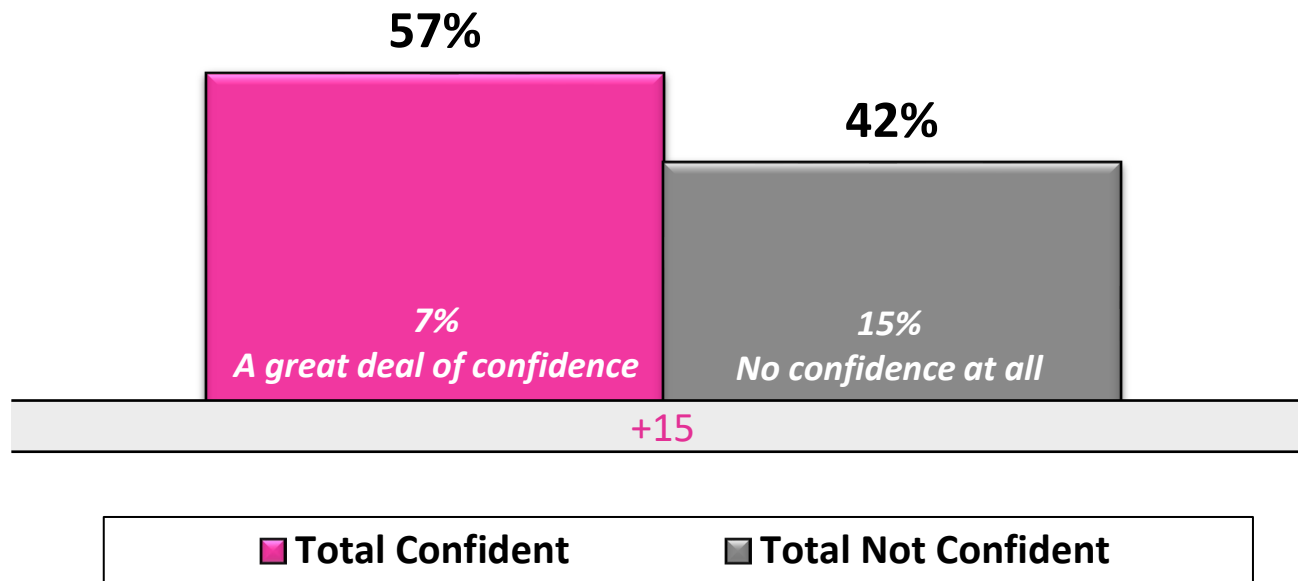
<i>White</i>	64%
<i>Voters of Color</i>	38%



Party

<i>Republican</i>	38%
<i>Independent</i>	28%
<i>Democrat</i>	34%

A majority of voters have confidence in how the City of Glendale handles its money. Democrats, women and older voters are more likely to say they are confident in the City.



Top Subgroups "Total confidence"	
Democrat women	74%
Democrats 45+	72%
Age 65+	68%
Women 45+	67%
Yucca	67%
Democrats	67%
Education: Post-grad	67%
Cholla	66%
Women <College	65%
Women	63%
Men college+	63%

How much confidence do you have in the city of Glendale to spend taxpayer funds wisely? Would you say you have...



Potential Parks Ballot Measure

Fewer than half of voters would vote yes on the \$80M proposal that does not include the aquatic center.

There may be a proposal on the ballot here in Glendale in the future. Please read the following proposal carefully as this language is somewhat technical. If the election were being held today, would you vote yes or no on a proposal that reads as follows...

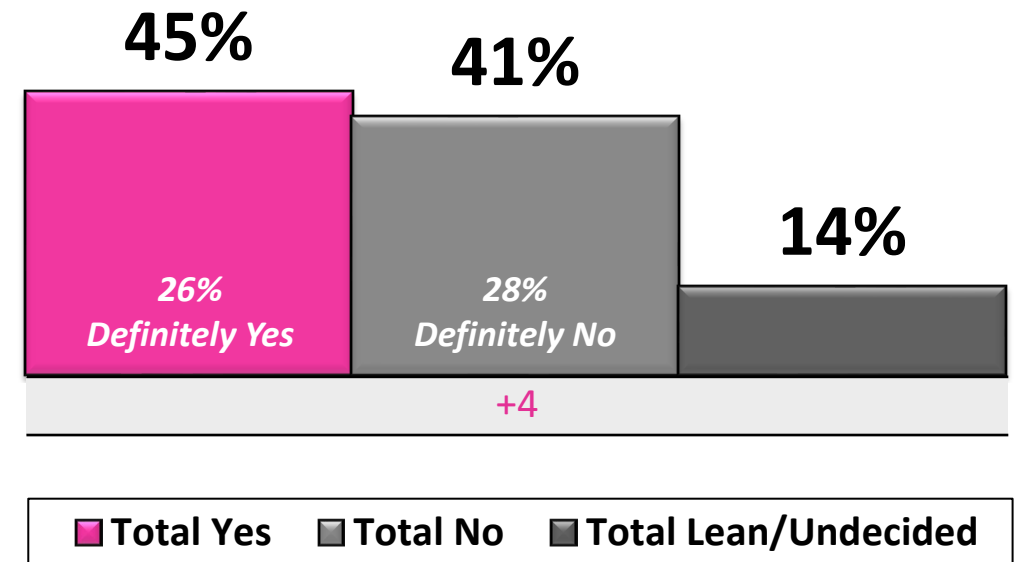
Shall the City of Glendale be authorized to issue and sell up to \$80 million of general obligation bonds to plan, construct, upgrade, improve, repair and remodel parks and recreation facilities and amenities throughout the city including, but not limited to, projects such as, irrigation systems to increase water conservation; installation of energy efficient lighting; repair and improvement of trails and paths for hiking, walking and biking; installation of new play and shade structures; and renovation of historic buildings and features in parks, with all expenditures overseen by the city's Parks and Recreation Advisory Commission and to be subject to the City's annual independent audit.

The issuance of these bonds will result in a property tax increase sufficient to pay the annual debt service on the bonds.

A "yes" vote shall authorize the City of Glendale governing body to issue and sell up to \$80 million of general obligation bonds of the City to be repaid with secondary property taxes.

A "no" vote shall not authorize the City of Glendale governing body to issue and sell such bonds of the City.

**Asked of Sample A, N=200*



The larger measure that includes funding for an aquatic center is at a comparable level of support.

There may be a proposal on the ballot here in Glendale in the future. Please read the following proposal carefully as this language is somewhat technical. If the election were being held today, would you vote yes or no on a proposal that reads as follows...

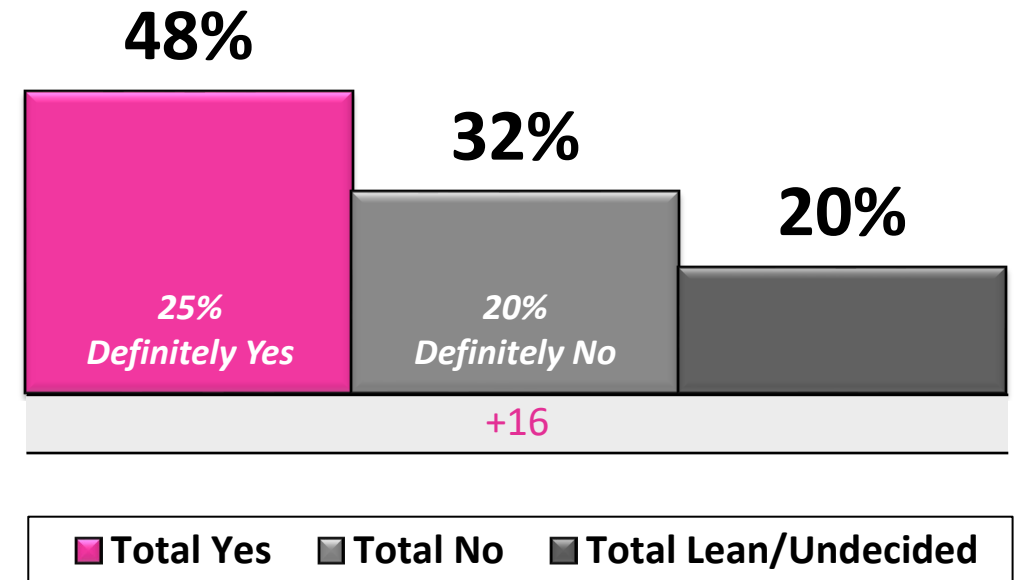
Shall the City of Glendale be authorized to issue and sell up to \$172 million of general obligation bonds to plan, construct, upgrade, improve, repair, and remodel parks and recreation facilities and amenities throughout the city including, but not limited to, projects such as, irrigation systems to increase water conservation; installation of energy efficient lighting; repair and improvement of trails and paths for hiking, walking and biking; installation of new play and shade structures; renovation of historic buildings and features in parks; and construction of a recreation and aquatics center in Heroes Regional Park, with all expenditures overseen by the city's Parks and Recreation Advisory Commission and to be subject to the City's annual independent audit.

The issuance of these bonds will result in a property tax increase sufficient to pay the annual debt service on the bonds.

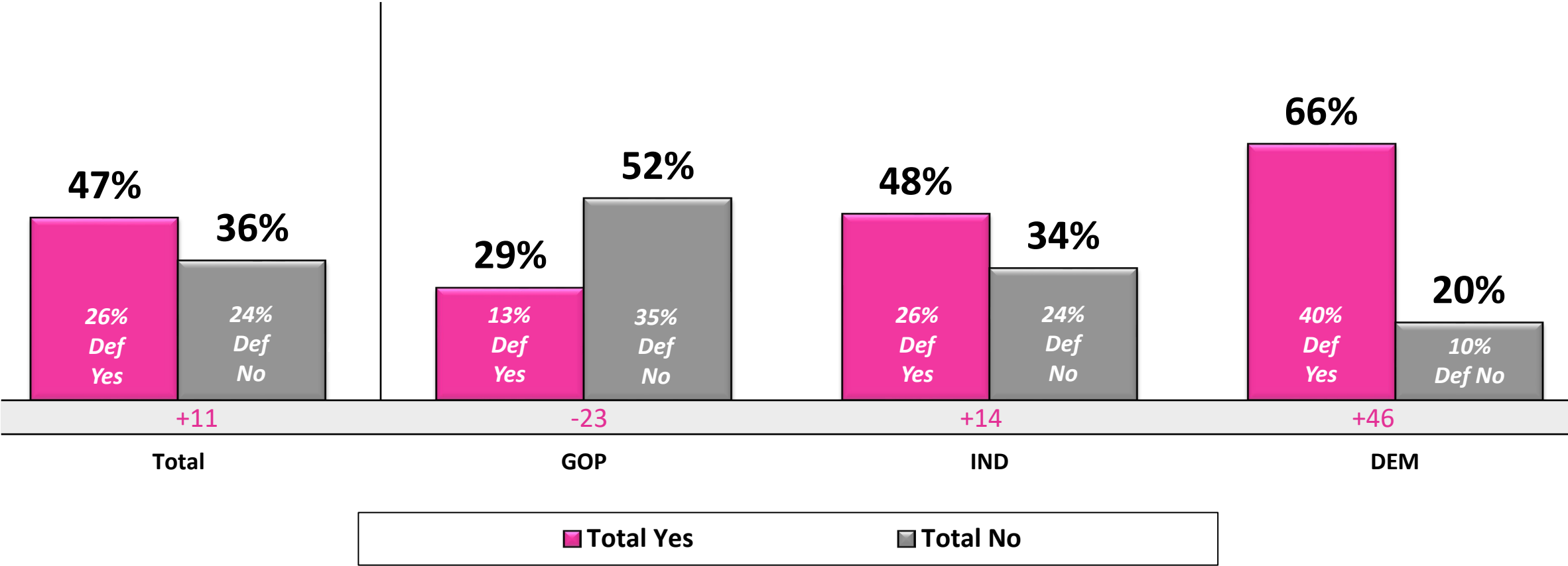
A "yes" vote shall authorize the City of Glendale governing body to issue and sell up to \$172 million of general obligation bonds of the City to be repaid with secondary property taxes.

A "no" vote shall not authorize the City of Glendale governing body to issue and sell such bonds of the City.

**Asked of Sample B, N=200*



Combined Results



Initial Ballot - COMBINED

Comments from Supporters

It's good to improve parks and public spaces
Glendale parks are in need of repair
Will increase quality of life
Will improve the city/community
Water conservation
Places for children to play
Improved safety
Glendale is growing
Increase property values

What are the one or two main reasons why you would vote Yes on this proposal?

"I think investing in the community is important to increase the quality of life. Better amenities should also increase property values."

Male, Age 35-44, IND

"Some parks are in desperate need of upgrades. People enjoy parks more when they look nice. I support all environmental conservation efforts."

Female, Age 45-54, IND

"Updating infrastructure is important to me. I see other communities that don't do that, and it is not good for the cities."

Female, Age 65+, Dem

Sensitivity to tax increases is the main driver for voters who say they would vote no.

Taxes already too high

City does a poor job managing current funds

Other issues are more important/deserve funds

The cost of living is too high to raise taxes

“The city of Glendale has done a poor job of managing the funds it already has. Giving them more money, even for a worthy cause, only encourages them to waste more money.”

Male, Age 55-64, Dem

“Life is too expensive, the working class is struggling to buy groceries and pay bills, and taxes are already too high.”

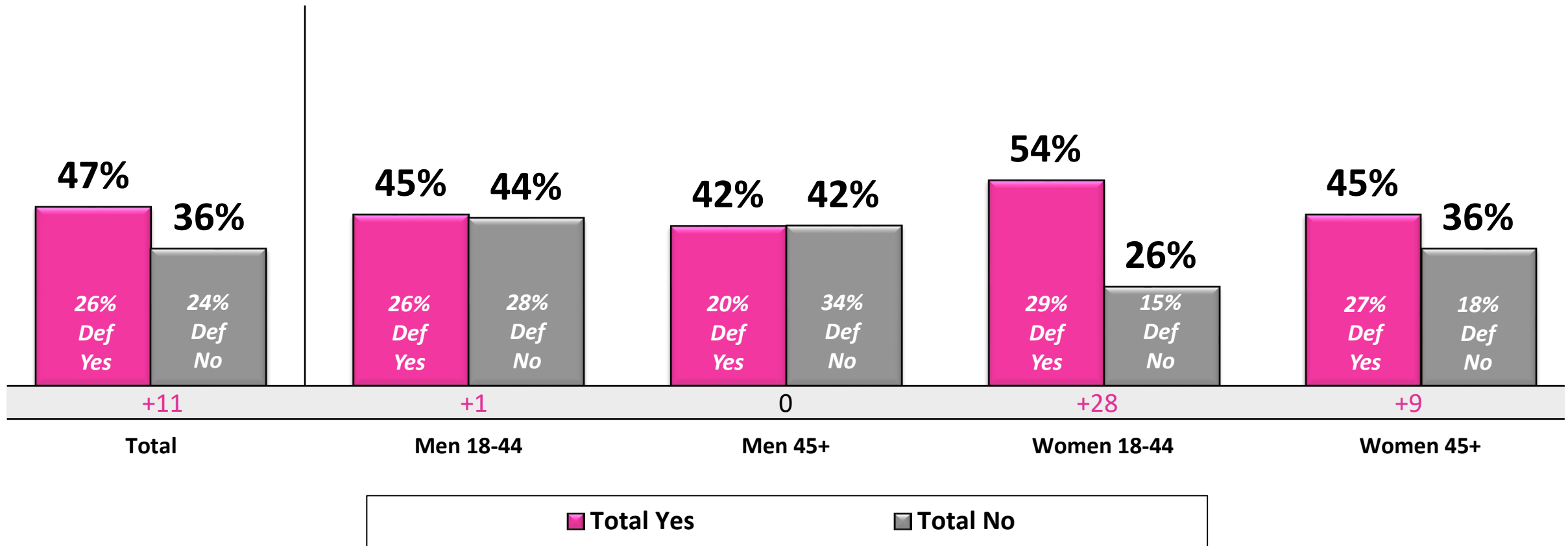
Female, Age 45-54, GOP

“Property tax increase. I am all for our parks and rec department, but with the money we already have.”

Female, Age 65+, GOP

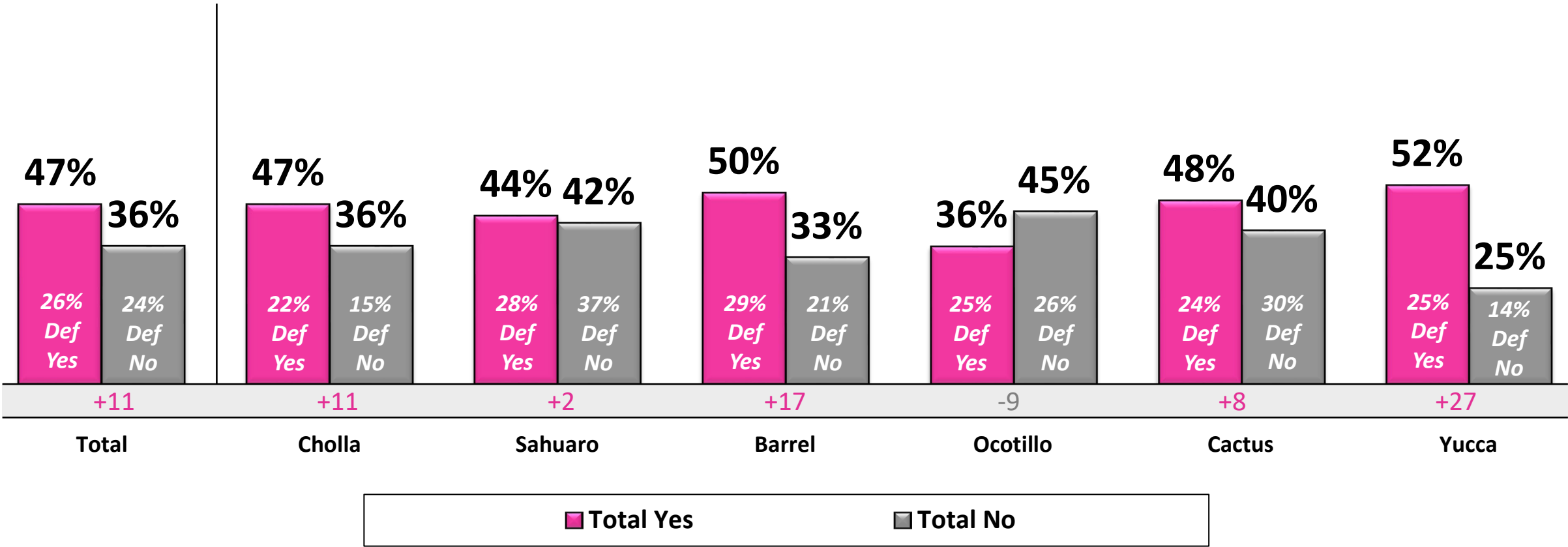
What are the one or two main reasons why you would vote No on this proposal?

Younger female voters are most supportive of the potential measure.



Initial Ballot - COMBINED

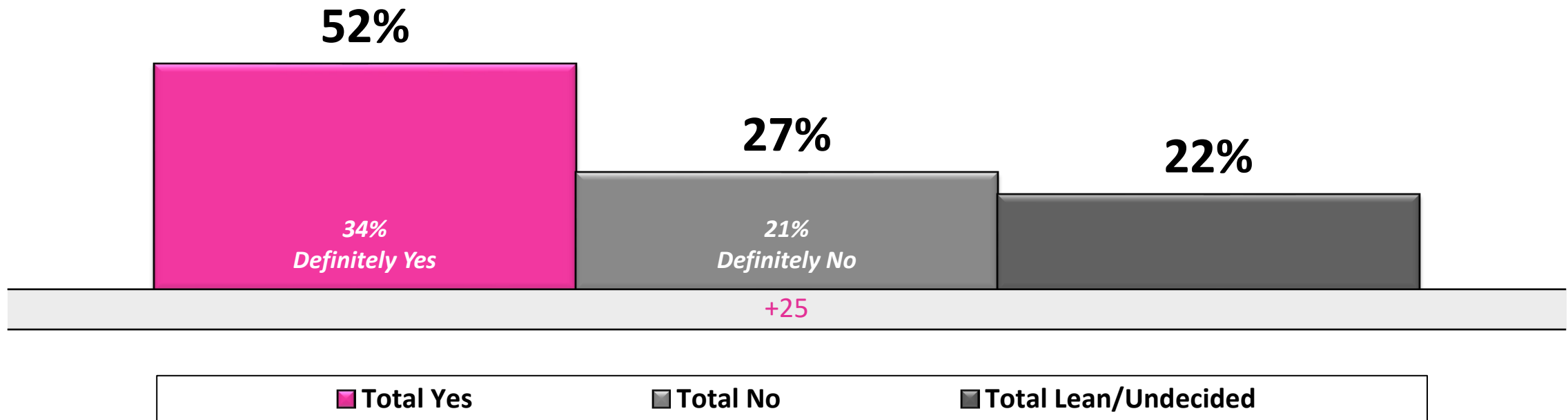
Voters in Yucca and Barrel are most supportive.



Initial Ballot - COMBINED

A bare majority of voters say they would vote yes knowing the City will not authorize bonds if it would raise the property tax rate.

The Glendale City Council adopted a policy that says they will not authorize the issuance of the bonds if it would raise the property tax rate. Knowing that, would you then vote Yes in support of the proposal or vote No against it?





Communicating about Parks Ballot Measures

A majority of voters consider water conservation an extremely important funding priority.

Funding Proposals Ranked by % Extremely/Very Important

	Extremely Important	Ext/Very Important
Increasing water conservation*	54%	78%
Improving irrigation systems to increase water conservation^	35%	75%
Improving safety in parks and trails, by adding lighting^	35%	69%
Planting trees and providing areas for shade*	40%	68%
Improving, repairing and constructing parks and recreation amenities^	19%	59%
Improving and repairing parks and recreation amenities*	20%	58%
Installing energy efficient lighting*	32%	57%
Improving community playgrounds^	19%	55%

There are a number of different things which could be funded through this proposal. Knowing that not everything can be equally important, please indicate for each one of the following, how important it is to you that this particular item be funded through this proposal. Is it...extremely important, very important, somewhat important, or not important... to you that that particular item be funded?

*Asked of Sample A, N=200 ^Asked of Sample B, N=200

Less important benefits.

Funding Proposals Ranked by % Extremely Important

	Extremely Important	Ext/Very Important
Ensuring more parks and facilities are handicapped accessible so all residents have access^	17%	54%
Improving restrooms in parks^	18%	46%
Providing more inclusive recreation features for different ages and abilities*	19%	44%
Repairing and improving trails and paths for hiking, walking and biking*	16%	44%
Renovating historic buildings and facilities in city parks^	15%	43%
Renovating historic buildings and facilities in Sahuaro Ranch Park*	10%	37%
Constructing a Recreation Center at Heroes Regional Park*	8%	28%
Constructing a Recreation and Aquatics Center at Heroes Regional Park	8%	24%

There are a number of different things which could be funded through this proposal. Knowing that not everything can be equally important, please indicate for each one of the following, how important it is to you that this particular item be funded through this proposal. Is it...extremely important, very important, somewhat important, or not important... to you that that particular item be funded?

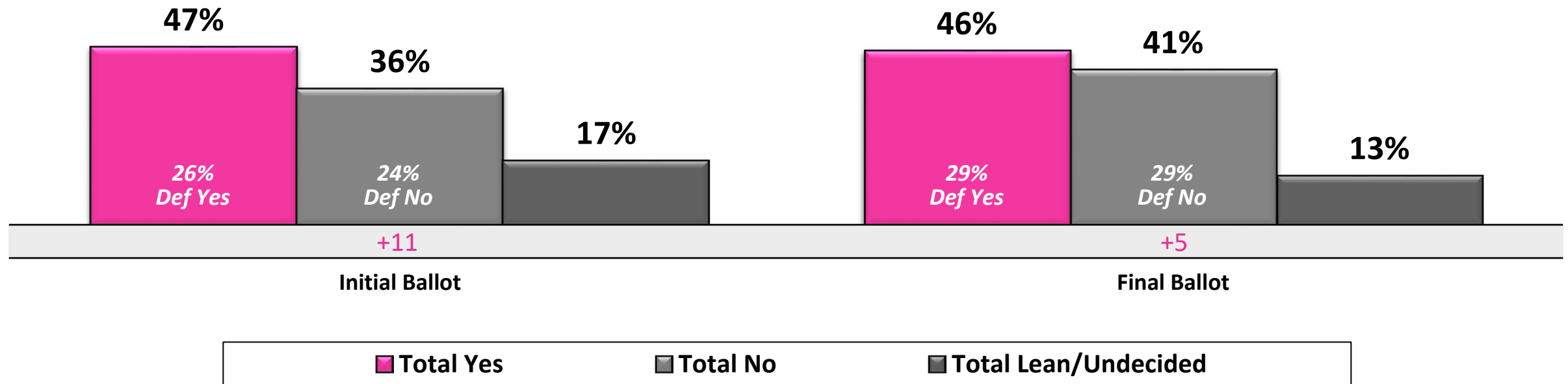
*Asked of Sample A, N=200 ^Asked of Sample B, N=200

The importance of having a screen free place for children to play is the top rationale in support of the measure.

		<u>% Total Convincing</u>
In today's digital age, it is more important than ever to have places where children can safely run, play, and experience nature and be off of screens. This proposal will improve our parks, trails, and recreation amenities, giving more residents access to fun activities that will improve their health and well-being.	% Very Convincing 41%	79%
It has been 26 years since voters authorized bonds for our city parks but in that time, costs have continued to increase and thousands more people are moving into the area and using city parks and trails. These additional funds will help the city keep up our parks and trails and maintain our quality of life.	34%	74%
The city offers hundreds of different recreation programs and opportunities for everyone – from toddlers learning to swim to seniors staying active – to enjoy. Our parks like Murphy Park are places for community gatherings and festivals like the annual Glendale Glitters event that brings neighbors together. Maintaining these places helps build our sense of community.	33%	78%
If we don't take care of our parks and trails and keep up our recreation facilities, it will cost more to restore and repair them in the future.	33%	79%
One thing that makes Glendale special is our well-maintained parks and trails, year-round enjoyment of recreation and opportunities for everyone – from children to seniors – to have an active life. We should invest in our parks and recreation for our children and grandchildren.	31%	75%

Please consider some statements that people have made in support of this bond proposal for parks. For each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF this possible bond measure...

There is little movement after voters hear more about the measure.



*Sometimes people change their minds over the course of a survey like this, and sometimes they do not. Having read more, please consider this proposal again.
Showing Combined Ballots*



Potential Library Ballot Measure

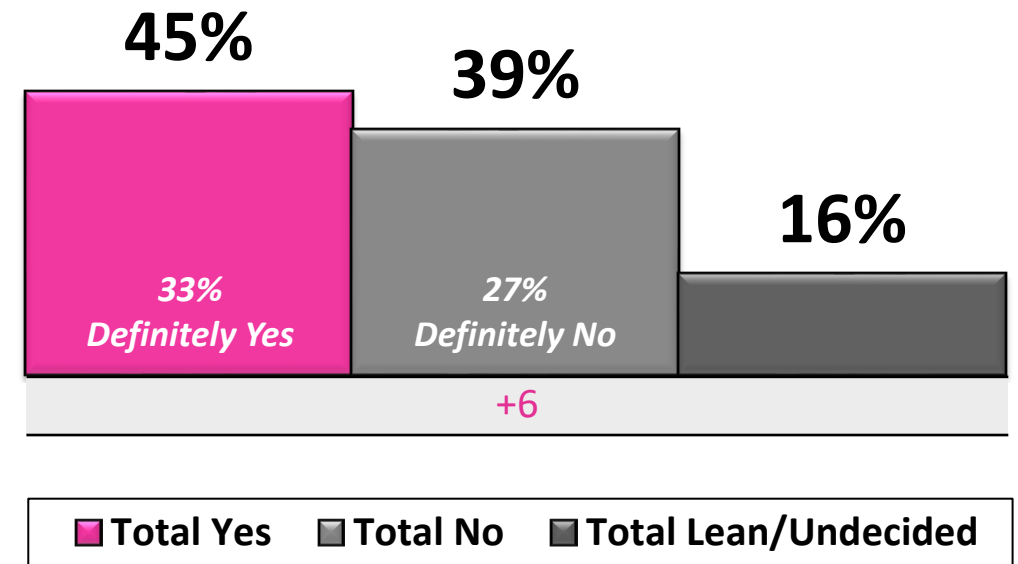
A bond measure to support libraries is short of the critical 50% threshold.

Shall the City of Glendale be authorized to issue and sell up to \$50 million in general obligation bonds of the City to improve and renovate City libraries to better serve residents, including: expanding access to books, technology, and research materials; upgrading technology infrastructure; creating safe, ADA-accessible spaces for seniors and families; enhancing spaces for educational programs such as story times, teen and adult classes, and community meetings; and improving energy efficiency, with all expenditures overseen by the Library Advisory Board and to be subject to the City's annual independent audit?

The issuance of these bonds will result in a property tax increase sufficient to pay the annual debt service on the bonds.

A "yes" vote shall authorize the City of Glendale governing body to issue and sell up to \$48 million of general obligation bonds of the City to be repaid with secondary property taxes.

A "no" vote shall not authorize the City of Glendale governing body to issue and sell such bonds of the City.



Supporters of the measure say libraries are vital community resources and support children's education programs.

Libraries are vital community resources and public goods
Support for children's education, reading and youth engagement
Upgrades and improvements are overdue/needed
Libraries foster education, literacy and an informed society
Good investment/property value/economic benefit
Personal/family use of Glendale libraries
Access to resources for those who can't afford them
Community hub – events, programs, neighborhood cohesion
Need for digital access and modern infrastructure

“Libraries are important community assets.”

Male, Age 35-44, IND

“We use the Glendale main library often and have wished there were more events and resources for families.”

Female, Age 45-54, DEM

“Updates are badly needed and way overdue.”

Male, Age 55-64, GOP

What are the one or two main reasons why you would vote Yes on this proposal?

General opposition to taxes and cost of living concerns are driving voters who say they would not support the measure.

Opposition to property tax increases – general tax burden
Cost of living is too high/residents can't afford more taxes
Distrust of city government/poor fiscal management
Libraries are adequate as is/no upgrade needed
Libraries are outdated/declining use due to internet and digital access
City should prioritize other spending needs/better uses for funds
City should cut waste/fund libraries within existing budget
Fixed income/senior residents cannot absorb additional tax costs

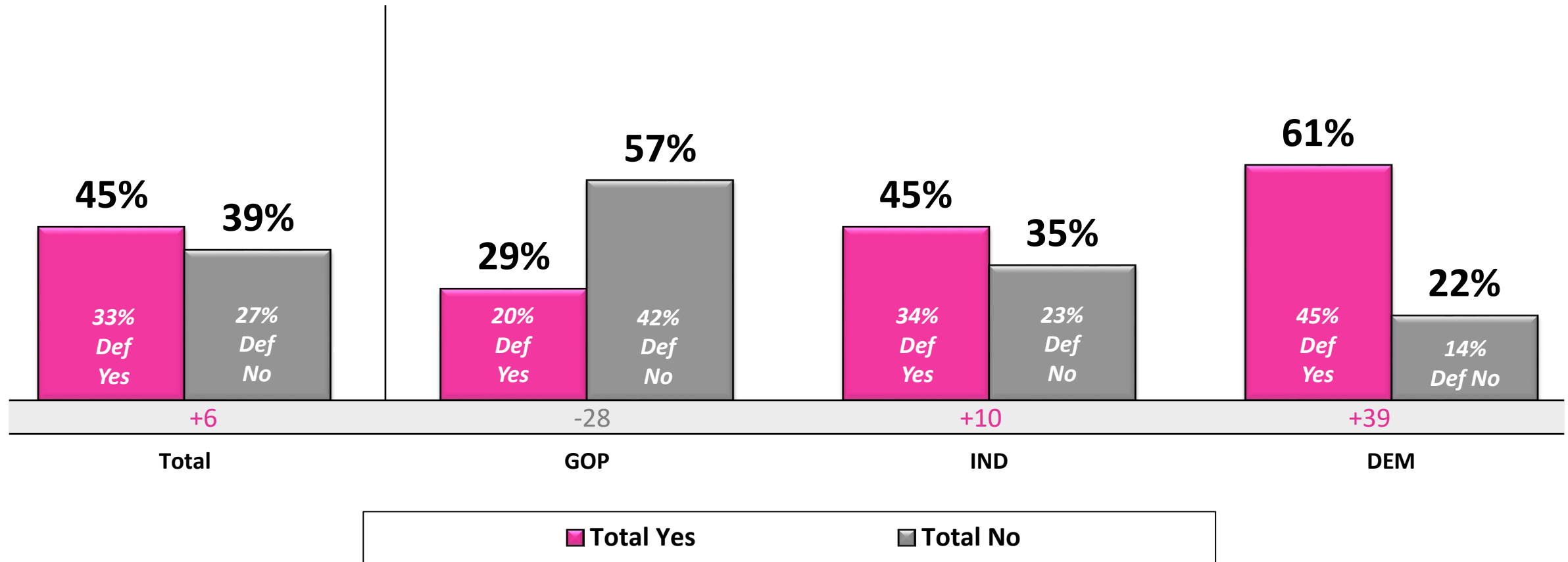
What are the one or two main reasons why you would vote No on this proposal?

“Doesn't affect me; it only raises what I pay in taxes.”
Male, Age 45-54, DEM

“No more taxes.”
Male, Age 55-64, GOP

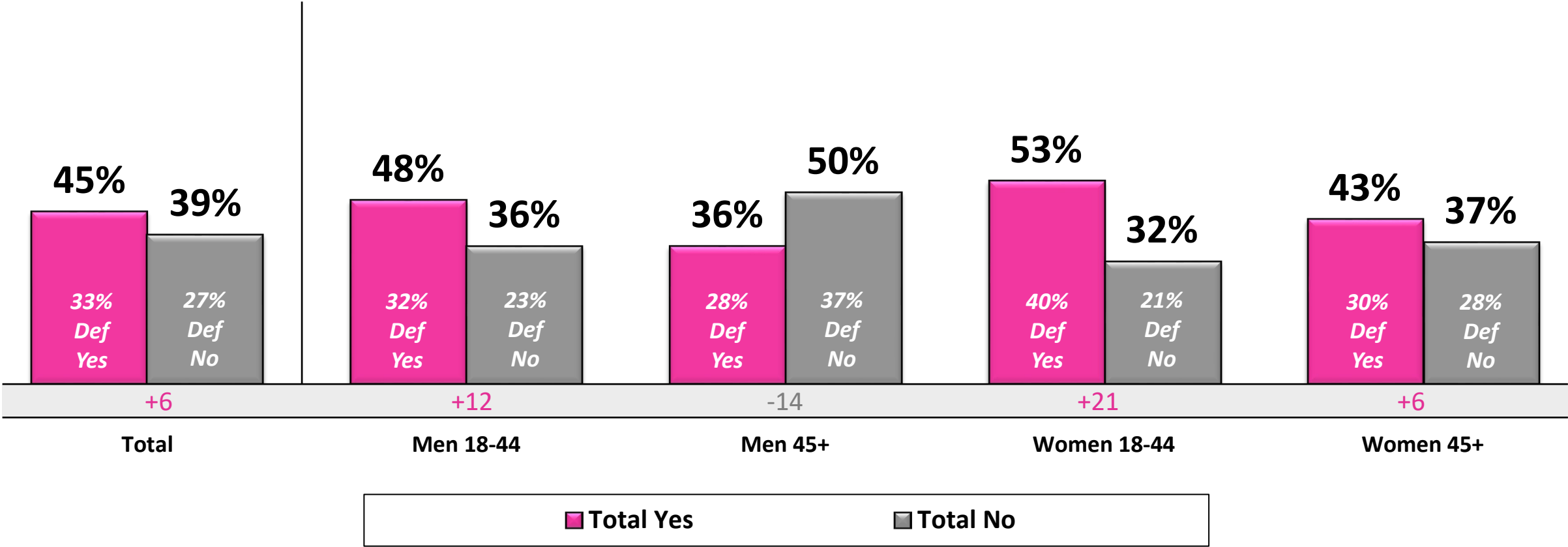
“Libraries are not as often used as they were before.”
Female, Age 18-34, GOP

There is a significant partisan distinction on the bond for libraries.



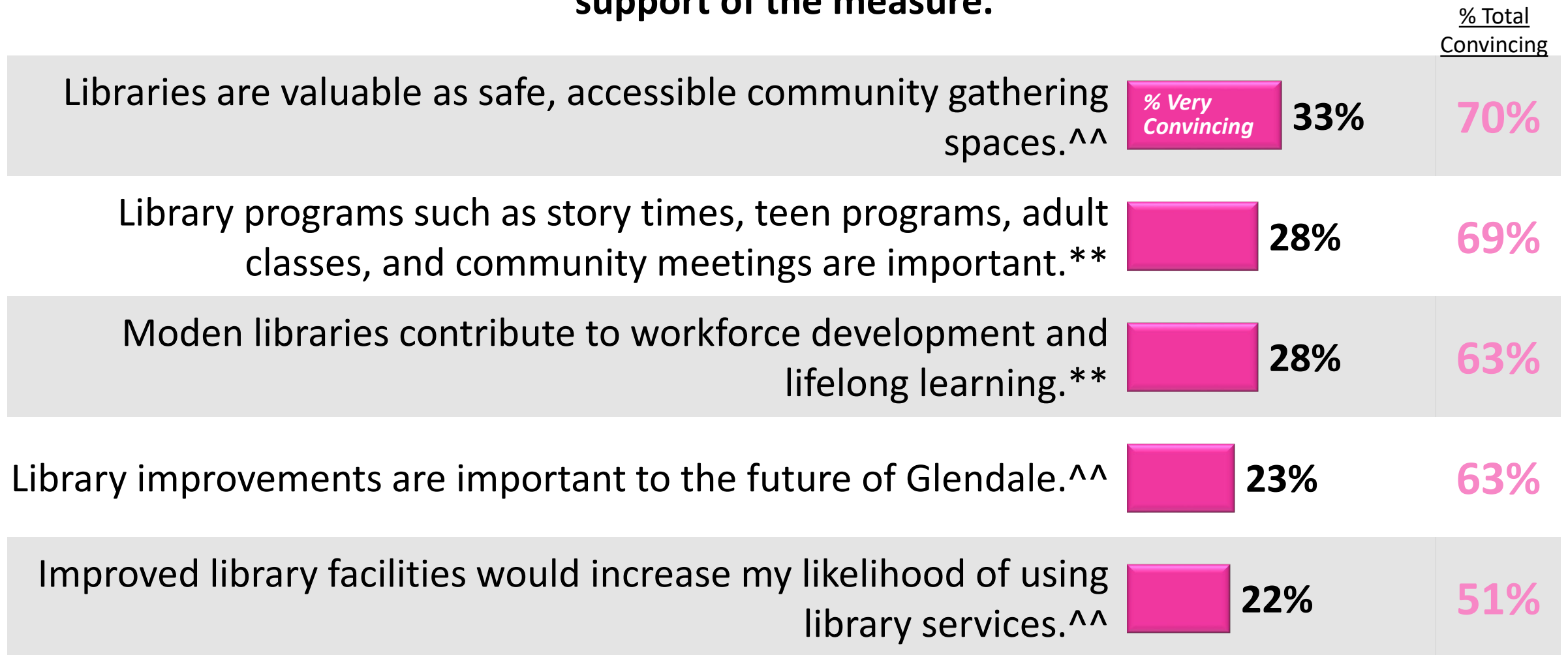
Initial Ballot

Younger voters are more supportive of the library bond.



Initial Ballot

Libraries as safe, accessible community gathering spaces is the most convincing rationale in support of the measure.



Please consider some statements that people have made in support of this bond proposal for libraries. For each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF this possible bond measure...

**Asked of Sample A on last night, N=353 ^^Asked of Sample B on last night, N=360



The Bottom Line

The Bottom Line

- Regardless of the dollar amount, neither version of the parks measure hits the critical 50% threshold of support. However, the potential annual financial impact of the larger measure does deflate support more. In addition, the recreation and aquatics center is perceived to be the least important potential use of funds that was tested.
- Improvements of parks and public spaces, which some feel are needed, and water conservation are the most common themes as to why City voters support the measure. Most of those who oppose the measure simply feel taxes are too high. Democrats and young women display the highest levels of support.
- A majority consider water conservation an extremely important funding priority; in fact, water conservation and improving irrigation systems topped all other funding proposals we tested, including various projects to improve park facilities such as lighting, planting trees, and other amenities.
- The importance of having a screen free place for children to play is the top rationale in support of the measure. Given the importance of water conservation to voters, a statement on this issue could also be extremely compelling.

The Bottom Line

- Conversely, affordability concerns are the most resonant rationale against the park measures.
- There is little movement after voters hear more, with support on either version still not exceeding 50%. The measures do consistently receive more support from Democrats, so a lopsided turnout might help boost the measures. Although, that is difficult to predict.
- A bond measure to support libraries also falls short of the critical 50% threshold. The same partisan distinction emerge here.



Recommendations from Other Board/Commissions

Parks and Recreation Commission Recommendation –

Yes/No/Maybe

Library Advisory Board

Yes/No/Maybe

Does the Citizen bond Committee accepted the recommendations from the Parks and Recreation Commission and Library Advisory Board?

Discussion and Consensus



Recommendations from Other Board/Commission

Does the Citizen Bond Committee recommend to the City Council that the City hold a Bond Election in the Fall of 2026?

Staff will present the survey results and Bond Committee recommendation to the City Council in a workshop meeting on 4/28/2026.



Recommended Actions

Questions?