

“Palo Alto homes are priced with a premium compared to neighboring communities largely due to the excellence of our schools. If our schools lose their edge, you will see an erosion of the premium placed on homes in Palo Alto. As a result, the higher parcel taxes under Measure A are both an investment in our children and an investment in the value of our homes.”

Economist Stephen Levy, Director  
Center for Continuing Study of the California Economy

## Homeowners: How big is your “Palo Alto Premium”?

Dear Palo Alto Homeowners,

When we bought our homes in Palo Alto, we knowingly paid a healthy premium rather than the lower price we could have paid for a similar property in any surrounding town. The “Palo Alto Premium” we paid was, and is, largely due to the reputation for educational excellence earned by Palo Alto schools. Quality education attracts those who highly value education, those who add remarkable qualities to neighborhoods, in turn creating a vibrant, productive community. Educational excellence is alive in Palo Alto today — for example, Gunn High School was just ranked by Newsweek as one of the top 100 high schools in the country. Educational excellence is alive, but it needs your help; here’s why you should do so. Our collective experience indicates the “Palo Alto Premium” directly related to educational excellence can range above 20% (the percentage varies by home, by market conditions, individual buyer motivations and so on). You may have lost track of how large the “Palo Alto Premium” on your home has become; it is now tens-of-thousands of dollars and more. Our worksheet below may help you “do the math” for your home to discover the significant value to you of excellent Palo Alto schools, whether or not you have school-age children.

“Most Realtors will tell you that homebuyers often begin their searches by declaring, ‘We are moving to Palo Alto for the schools,’” said Alain Pinel agents Sunny and Dan Dykwel. “Potential buyers from throughout the Bay Area regularly tell us they will trade a larger home for a smaller house in Palo Alto — and even pay more for it — because it is an important investment in their children's future.”

Carol Carnevale, Rosemary Squires and Nicole Aron from Alain Pinel Realtors observed, “We consistently see Palo Alto sales where lot sizes are one-half the size, the homes smaller and in inferior condition versus similar Menlo Park or Los Altos properties, and yet home buyers pay similar or higher dollars for the Palo Alto home. Our experience is that these buyers pay these purchase prices in Palo Alto because of the educational excellence historically achieved in Palo Alto schools.”

“Every homeowner in the Palo Alto Unified School District benefits because the continued distinction of the local schools directly translates into higher home values,” Coldwell Banker agent Dianne Vernon said. Coldwell Banker Realtor Leannah Hunt agreed and added, “We are confident that the passage of Palo Alto’s Measure A will be viewed by prospective home buyers as another step toward maintaining Palo Alto’s educational excellence.”

We believe it is unwise to choke off the oxygen from the goose that lays our golden eggs. Measure A represents a small investment to help retain, even enhance the value of your property. A solid step toward continued educational excellence would be your support for Measure A...vote “YES” June 7.

**Do the math...the “Palo Alto Premium” is \_\_\_\_\_% (varies by home) of your home’s current value. The current market value of my home is \$ \_\_\_\_\_ times \_\_\_\_\_% equals \$ \_\_\_\_\_.**

**(Example: My home’s market value is \$930,000 x 10% = \$93,000 “My Palo Alto Premium”)**

Peter Allen  
Leslie Berlin and Rick Dodd  
Larry and Lyn Christenson  
Mayla and John Clark  
Elinor and Andy Doty  
Jeannie Duisenberg and and Rich Hlava  
Rick Ferguson and Mary Wagner  
Megan and Mike Fogarty  
Gary and Karen Fry  
Suzanne Garadis  
Shannon and Andy Griscom  
Carroll Harrington  
Kathy and Dave Harrington  
Margie and Bob Harrington  
Kay and Walt Hays

Martine and Mark Heyer  
Diana and Mike Irvin  
Julie and Jon Jerome  
Duane and Ann Kalar  
Rick and Liz Kniss  
Judy Koch  
Liz and Kris Kristofferson  
Howard and Cathy Kroymann  
Earl Levine and Susan Chao  
Stephen and Nancy Levy  
Carolyn and David Lougee  
Betty and Bob Meltzer  
Elizabeth and Mark Moragne  
Bob Moss  
Elaine and Mike Murphy

Pharissa and Kamran Najmabadi  
Merrill and Lee Newman  
Stacy and Donald Olgado  
Carolyn and Bill Reller  
Susan Rosenberg  
Karen Ross  
Debby and Rob Ruskin  
Paula Sandas and Dennis Harvey  
Carolyn Schwartz  
Rick Stern  
Vicki and Larry Sullivan  
Karleen and Greg Turnbull  
Holly Ward and Scott Spector  
Andrea and Jonathan Ward  
*Partial list*

# San Jose Mercury News, Palo Alto Weekly, Stanford University, Hewlett-Packard Co., Roche Palo Alto and Thousands of Your Neighbors Agree: Vote Yes on Measure A on June 7!



Measure A is an important investment in public education.

Measure A funds will be used to:

- ☆ Prevent teacher layoffs
- ☆ Maintain current class sizes
- ☆ Restore some of the cuts made in the last two years to middle and high school course offerings; elementary reading, math, and art programs; librarian hours; counseling services; and instructional materials.

Without Measure A, PAUSD faces:

- ☆ Increased class sizes
- ☆ Layoffs of as many as 107 teachers
- ☆ Further reductions in middle and high school course offerings
- ☆ The closing of an elementary school

For complete copies of the letters and editorials, go to [www.CampaignforExcellence.org](http://www.CampaignforExcellence.org)

STANFORD  
UNIVERSITY



JOHN L. HENNESSY  
President

"Budget problems at the state level present serious challenges to the commitment to provide our children with an exceptional public education.... Stanford's strong relationship with schools in Palo Alto dates back to the University's earliest years.... We join with the District and the many citizens who are working hard for Measure A in support of its passage on June 7."

Sincerely,

John L. Hennessy



"In a global economy, we understand the importance of preparing and training a competitive and qualified workforce.... In 2003, we expressed concern when the State of California began cutting "basic aid" educational funds. Simultaneously, we have watched PAUSD's revenues grow more slowly than district costs, and local enrollment grow without offsetting compensation. Now, Palo Alto's previous education parcel tax is set to expire next year. At HP, we understand the urgency of passing Measure A for Palo Alto Schools' continued success."

Sincerely,

Sid Espinosa  
Manager of Public Affairs

# Palo Alto Weekly

## Editorial

### Parcel tax boost is a vital need

*Measure A on June 7 ballot is a critical "quality" test for Palo Alto schools and students even though it falls short of restoring recent school-budget cuts.*

"... This is not a blank-check proposal. The estimated \$9.3 million per year the parcel tax would generate will fund the district's class-size-reduction program for kindergarten through 10th grade, as well as restore staff positions that include counselors, deans, librarians. . . . The important thing to remember this time around is that without a new parcel tax the district will need to cut directly and deeply into classroom and educational programs.

Recent cuts have slashed support services and thus far have had minimal direct impact on classrooms. Yet those cuts have in fact eroded quality. Counselors and librarians are not frills, but essential to a well-rounded, superior-quality district.

Vote yes on Measure A on June 7."

## THE STANFORD DAILY

An Independent Newspaper

"...Having quality schools with high test scores in the area isn't just a good investment, it also pays off with higher property values."

"...Stanford students who are eligible to vote in the coming election — especially for those of us who benefited from strong public education — have an obligation to support Palo Alto schools this June 7."

For complete copies of the  
letters and editorials, go to  
[www.CampaignforExcellence.org](http://www.CampaignforExcellence.org)

## San Jose Mercury News

### "Yes on A is crucial to Education in Palo Alto Budget Cuts, Rising Costs Eroding High Standards"

"How good is good enough? Palo Alto voters will answer that question on June 7 when they decide whether to increase the school district parcel tax by \$200 per year.

To maintain the quality of education Palo Alto has come to expect, this new tax is needed.

Opponents of Measure A claim the district has plenty of money. Aren't Palo Alto schools good enough already? Why have small classes? Why pay teachers higher-than-average salaries? Those are frills, they say, which taxpayers can't afford.

But Palo Alto has always prized education. And neighboring districts in Los Altos and Menlo Park already have parcel taxes that are more than \$493.

Last time, the tax measure failed because the community was complacent. This time, Palo Altans can't afford to take the quality of their schools for granted. On June 7, they need to go to the polls and vote yes on Measure A."

"The need for Measure A funding is both clear and immediate. More than ever, it is up to individual communities to step up to the plate to ensure the highest quality education possible.

At our Palo Alto Research and Development center, we are working to advance science and understand the mechanisms of diseases so that we can discover new medicines. Early quality education was essential for our employees, and the generation of their children deserves the same. We must provide Palo Alto students with the strongest possible academic programs, taught by the best teachers, in classes that are sized to be most conducive to learning. Measure A funding will support each of those critical areas.

As the world becomes relatively smaller and global competition increases, education is the single greatest investment for our future."

Sincerely,

Nancy Peterson  
Vice President  
Communication and Public Affairs  
Roche Palo Alto