

# Exploring Potential Nov. 2024 Revenue Measure

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July 15, 2024



# Overview

1. **Background**
2. **Survey results & key take-aways**
3. **Recommendations & next steps**

# Background

July 10, 2023:

- Council receives summary of financial challenges, unfunded needs & history of local revenue measures
- Council discusses prospective revenue options
- Council directs staff to explore a 2024 measure

December 2023:

- Scientific poll conducted w/ 3 revenue measures tested

April 8, 2024:

- Council receives preliminary scientific poll results
- Council directs staff to engage community and further explore viability

June 2024:

- Two-way City mailer sent (inviting feedback online or via return mail)
- Scientific tracking poll conducted w/ 2 revenue measures tested

# Highlights of June 2024

## Two-way City mailer results

### **Online responses** (1,022 Online Responses)

- 661 (64.68%) had questions or concerns about both the UUT increase & Parcel Tax
- 52 mentioned concerns about the City **budget**
- 32 mentioned San Leandro **streets/roads** conditions
- 31 mentioned funding for the **police**
- 21 mentioned concerns about **homelessness**

### **Mailed responses** (258 paper surveys completed, as of 6/25/24)

- 159 (61.62%) had questions or concerns about both the UUT increase & Parcel Tax
- 102 mentioned concerns about the City **budget**
- 70 mentioned San Leandro **streets/roads** conditions
- 98 mentioned concerns about **homelessness**
- 97 mentioned funding for the **police**

# Highlights of June 2024 scientific tracking poll\*

Themes:

- Local feedback mirrors national, statewide & regional trends/turbulence
- Voter sentiment doesn't always align with economic indicators
  - Low unemployment, increasing wages, stabilizing inflation, positive economic growth



## Favorability rating of provision of city services

	<u>12/23 Survey</u>	<u>6/24 Survey</u>
Total Favorable	67.3%	56.2%
Total Unfavorable	18.5%	30.5%

## Favorability rating of city's management of public funds

	<u>12/23 Survey</u>	<u>6/24 Survey</u>
Total Favorable	52.4%	40.6%
Total Unfavorable	30.0%	40.7%

## Outlook on economic future

	<u>12/23 Survey</u>	<u>6/24 Survey</u>
Better	29.0%	13.7%
About the same	37.5%	40.3%
Worse	24.3%	38.6%

\*among likely Nov. 2024 voters

# Highlights of June 2024 scientific tracking poll results (cont'd)

## Top-Ranked Service Priorities

- Provide services to repair and maintain critical public safety infrastructure to ensure rapid emergency medical and fire response
- Repair potholes and maintain city streets
- Maintain neighborhood police patrols
- Provide services to reduce homelessness

## Survey results (“informed support”)\*:

- Parcel Tax: **57.9%** [threshold for passage: >66.67%]
- UUT: **46.5%** [threshold for passage: >50%]

\*Sample size: n= 426

Margin of error: 4.72% – likely Nov. 2024 voters; 6.68% for split samples

# Recommendations

## Minute Order

Adopt a Motion Directing Staff to Either:

- A) To Cease All Efforts Associated With Placing a Revenue Measure on the November 2024 Ballot, or
- B) Schedule a Special City Council Meeting on July 22, 2024 to Place a Specified Revenue Measure on the November 2024 Ballot

## Staff Recommendation

- ▶ Option A: To Cease All Efforts Associated With Placing a Measure on the 2024 Ballot

## Next Steps

- ▶ Thank the community for sharing its feedback
- ▶ Continue to conduct public outreach and engagement
- ▶ Continue sharing the City's "story of need" & explore creative solutions