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## City of San Leandro: Revenue Measure Feasibility Survey

July 5, 2016

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

- Assess potential community support for a several general purpose revenue measures;
- Identify community priorities for projects and programs;
- Test the influence of informational statements on potential support; and
- Identify any differences due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone and Online Interviewing
- Universe 29,088 likely November 2016 voters in the City of San Leandro
- Fielding Dates June 4 through June 13, 2016
- Interview Length 21 minutes
- Sample Size n=501 (online=242; cell=109; landline=150)
- Languages English=469  
Spanish=17  
Chinese=15
- Margin of Error  $\pm 4.34\%$

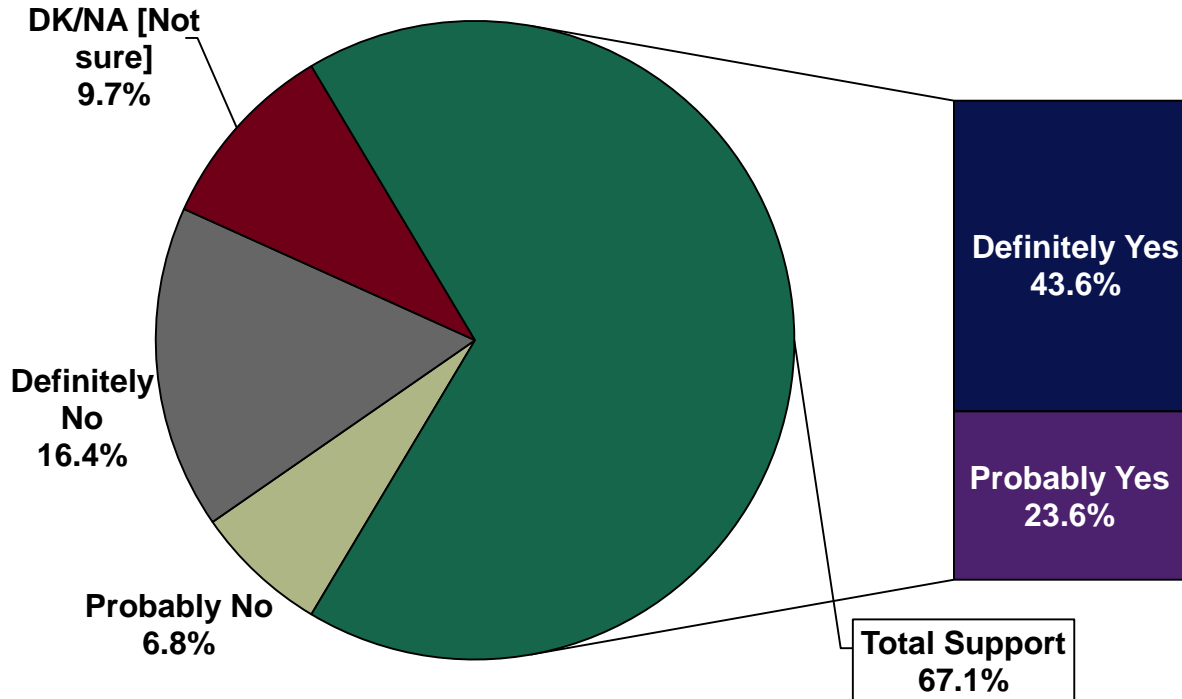


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## Key Findings

# Uninformed Support for Cannabis Tax (n=501)

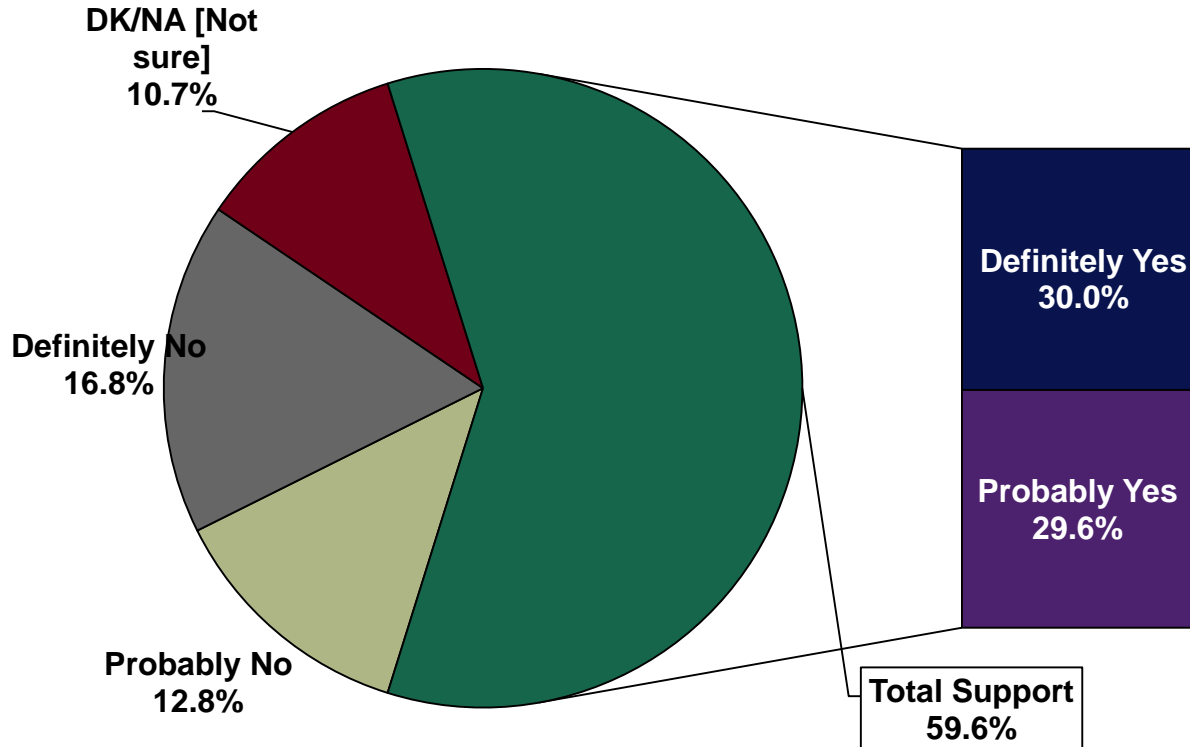


**Cannabis Tax:** To maintain and enhance the City of San Leandro, with funding that cannot be taken by Sacramento, including:

- social services,
- public art,
- programs that celebrate diversity,
- multilingual programming and
- other general city services,

shall the City of San Leandro levy an ongoing tax of up to 10% of gross receipts of cannabis (marijuana) businesses in the city, providing \$500,000 annually, requiring independent citizen oversight, financial audits, and that all funds stay in the City of San Leandro?

# Uninformed Support for Business License Tax (n=501)

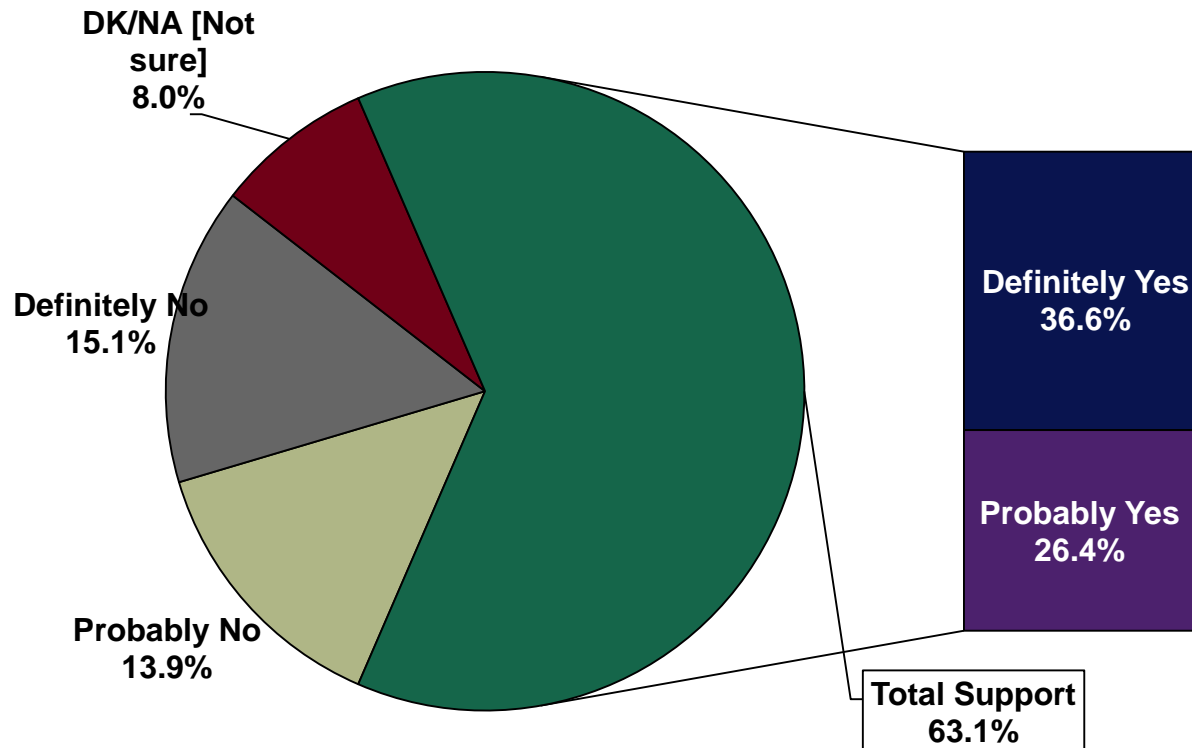


**Business License Tax: To maintain and enhance the City of San Leandro, with funding that cannot be taken by Sacramento, including:**

- enhancing the library and infrastructure, and
- other general city services,

shall the City of San Leandro modify the ongoing business license tax to reduce fees for small businesses, charge 10 percent of gross receipts for parking lots, and charge \$100 per 1,000 square feet of warehouse space, providing \$800,000 annually, requiring independent citizen oversight, and all funds stay in San Leandro?

# Uninformed Support for Transient Occupancy Tax (n=501)

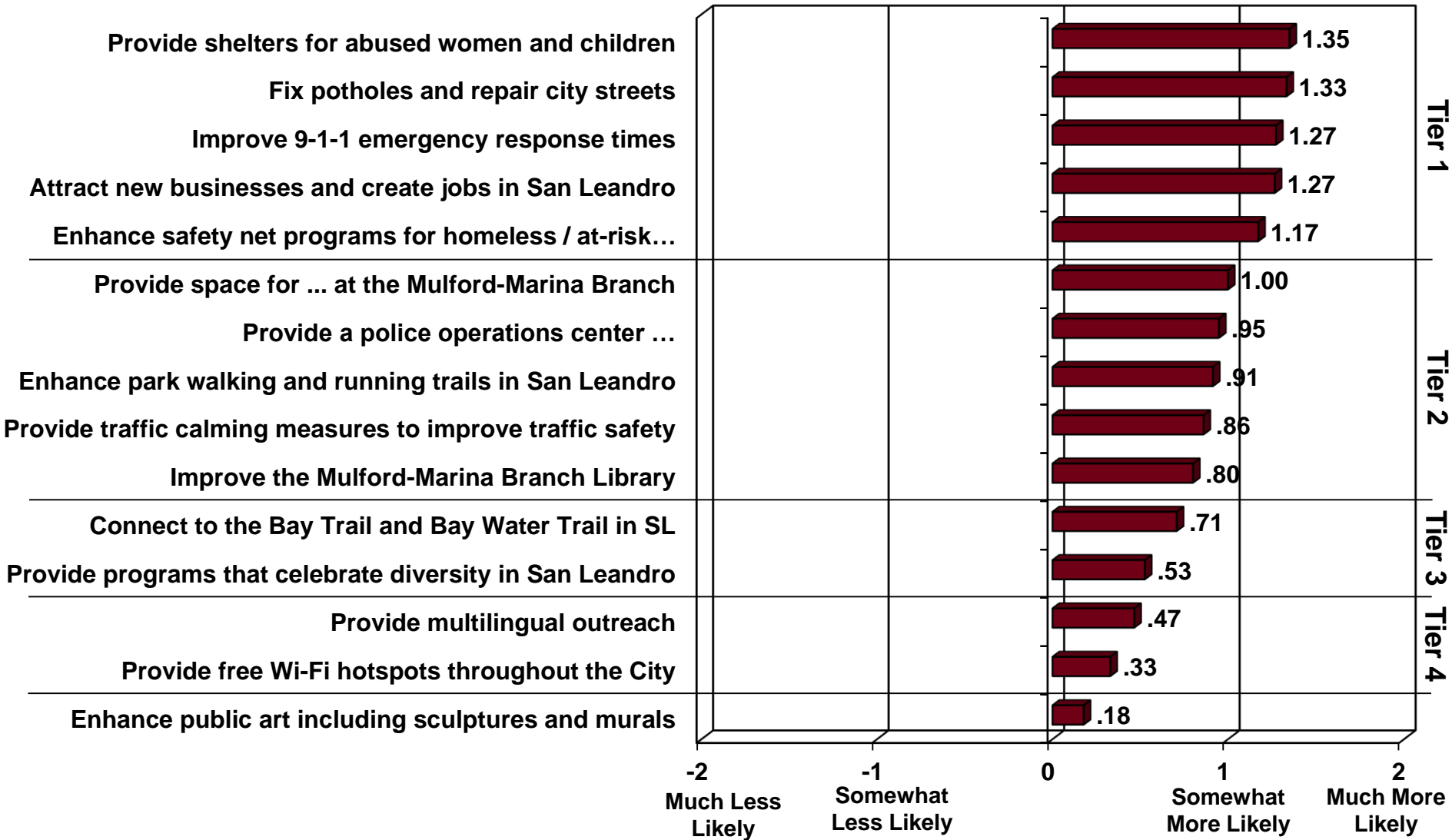


**Transient Occupancy Tax: To maintain and enhance the City of San Leandro, with funding that cannot be taken by Sacramento, including:**

- enhancing the library for children's programs, providing space for books, reference materials and public access computers,
- enhancing parks, roads and infrastructure, and
- other general city services,

shall the City of San Leandro increase the ongoing transient occupancy tax charged to hotel guests from 10% to 14%, providing \$200,000 annually, requiring independent citizen oversight, financial audits, and all funds staying in the City of San Leandro?

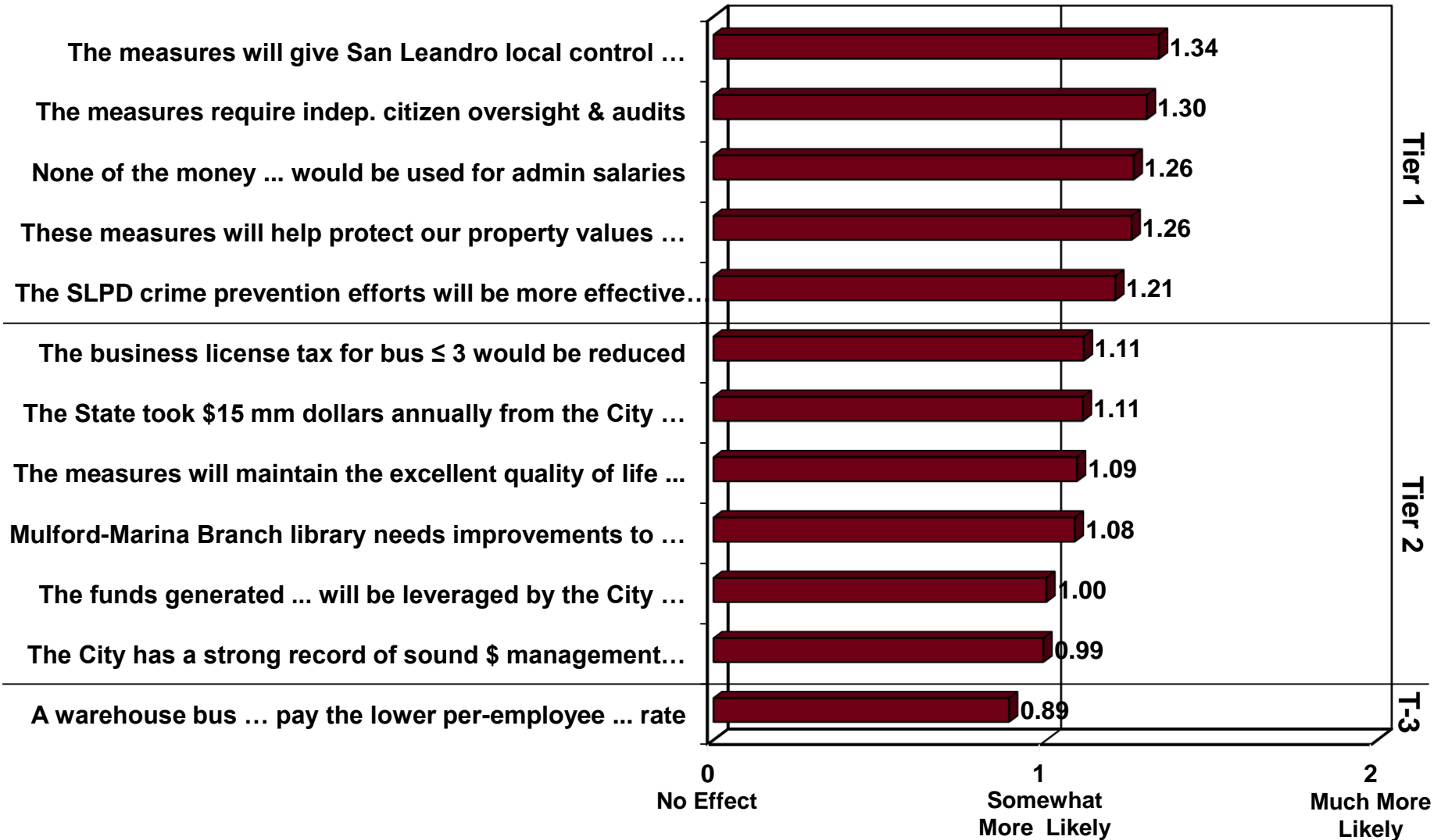
# Community Priorities (n=501)



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.

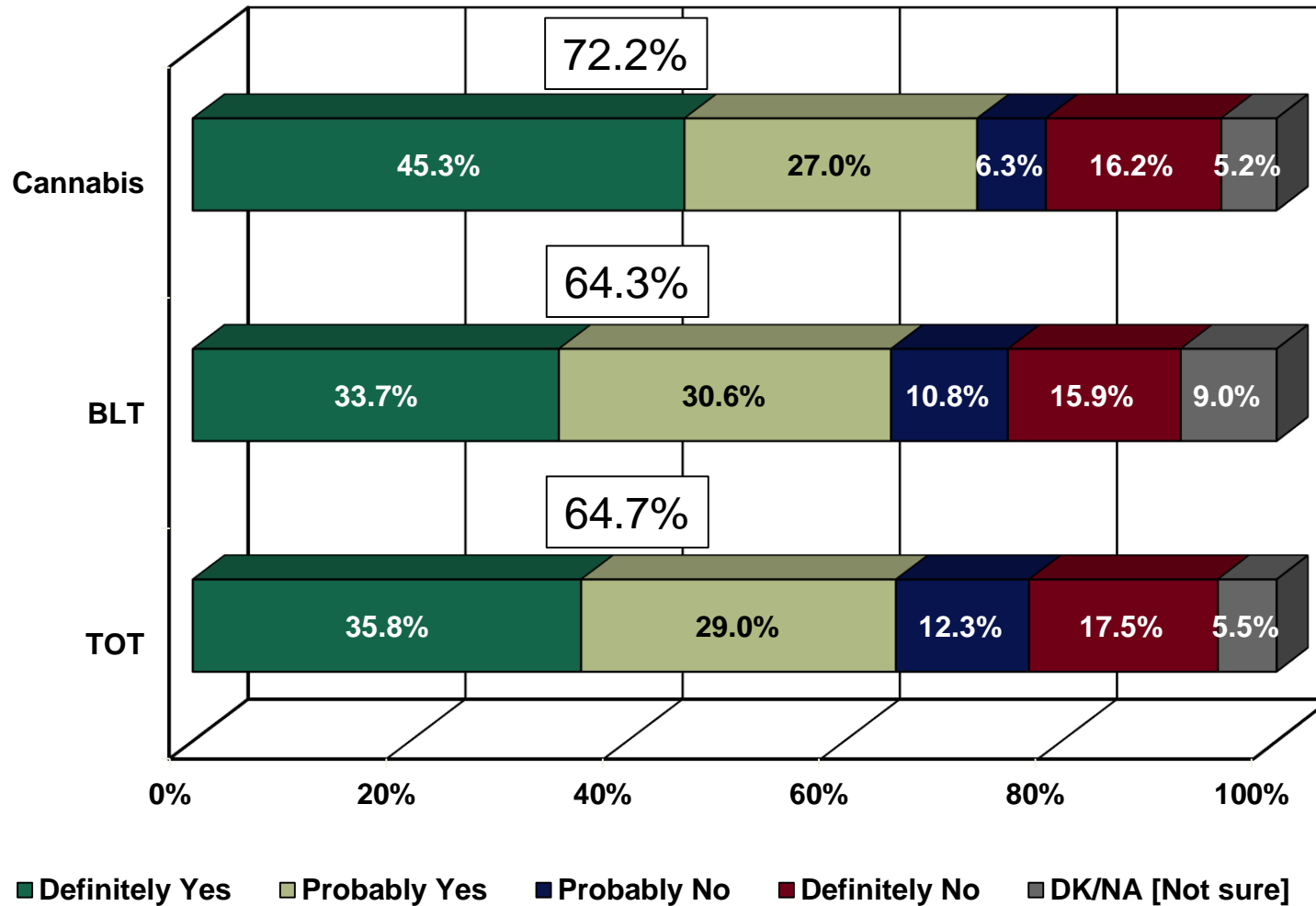


# Informational Statements (n=501)



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.

# Informed Support (n=501)



- The survey revealed a solid base of voter support for three general purpose tax measures, and increased from the initial to final tests. Final support for the Cannabis measure was 72.2%, for the Business License Tax was 64.3% and support for the Transient Occupancy Tax was 64.7%.
- Top community priorities include:
  - Provide shelters for abused women and children.
  - Fix potholes and repair city streets.
  - Improve 9-1-1 emergency response times.
  - Attract new businesses and create jobs in San Leandro.
  - Enhance safety net programs for homeless and at-risk adults and children.
  - Provide space for a children's area; children's story times; homework center; up-to-date reference materials, books, audio-visual materials and periodicals; public access computers; community room; and free Wi-Fi at the Mulford-Marina Branch.
  - Provide a police operations center that meets current seismic safety codes and will survive an earthquake and be up and running in a disaster.
- Key informational statements include:
  - The measures will give San Leandro local control over local funds for local needs. The money cannot be taken by Sacramento.
  - The measures require independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised.
  - These measures will help protect our property values by providing quality city services, parks, open space and safe neighborhoods.

- The San Leandro Police Department's crime prevention efforts will be more effective with the technology available in an up-to-date police operations center.
  - The business license tax for businesses of three employees or less would be reduced.
  - The State took \$12 million dollars annually from the City of San Leandro, these measures will replace this loss and provide a local source of funds, for local needs.
- Given the survey findings, the simple majority required for approval for each measure, as a general purpose tax, Godbe Research recommends that the City of San Leandro consider moving the process forward to a November 2016 for all three measures.



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**[www.godberesearch.com](http://www.godberesearch.com)**

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

**Nevada Office**

59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

**Pacific Northwest Office**

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