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City of San Leandro: 2020 Revenue Measure Feasibility Survey

July 6, 2020

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

- Assess opinion on State and local governments' and districts' efforts to address the coronavirus crisis, and the future direction of the economy;
- Gauge satisfaction with the City's provision of services and management of taxpayer funds;
- Assess potential voter support for a real property transfer tax measure to maintain city services with funding that cannot be taken by Sacramento;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational statements on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (58), text to online (492), and email to online (80) interviewing
- Universe 35,504 likely November 2020 voters in the City of San Leandro
- Fielding Dates May 26 through June 2, 2020
- Interview Length 20 minutes
- Sample Size 630
- Margin of Error $\pm 3.87\%$

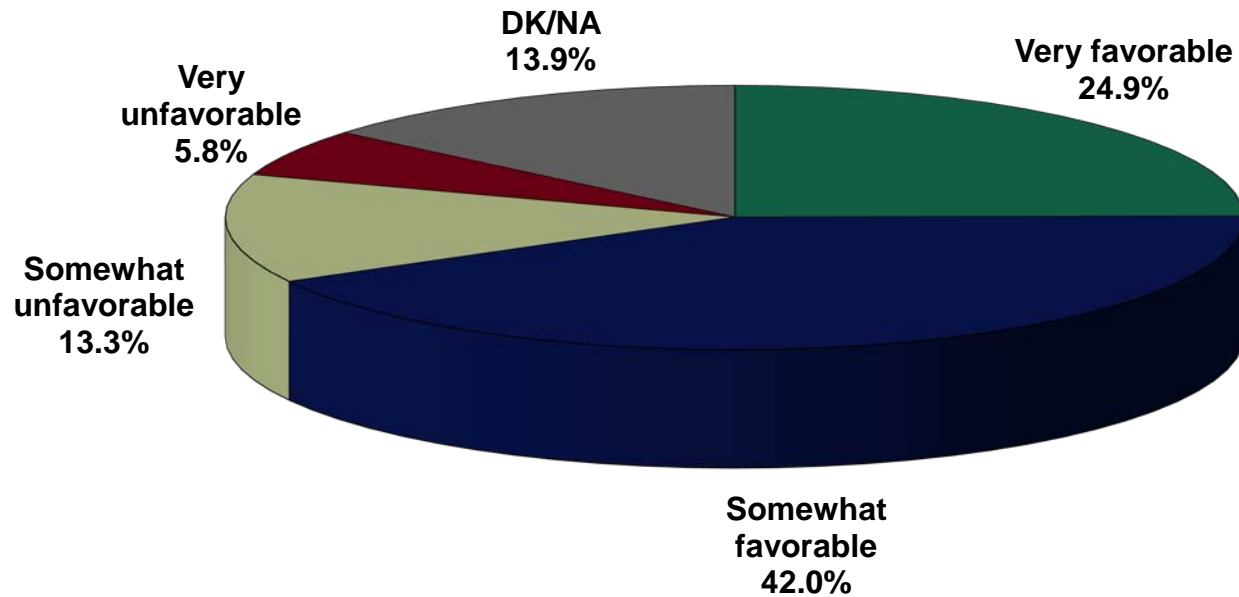


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Key Findings

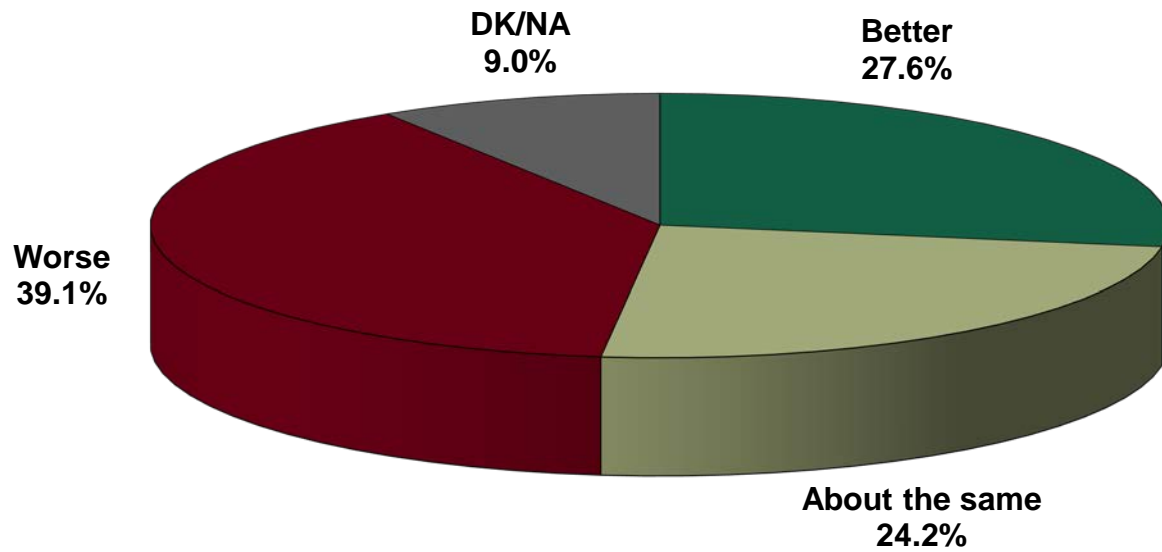
Q1. Opinion on Job State/Local Governments & Districts are Doing to Address the COVID Crisis Likely November 2020 Voters



	<u>Nov '20</u>
Total Favorable	66.9%
Total Unfavorable	19.2%
Ratio Fav to Unfav	3.5

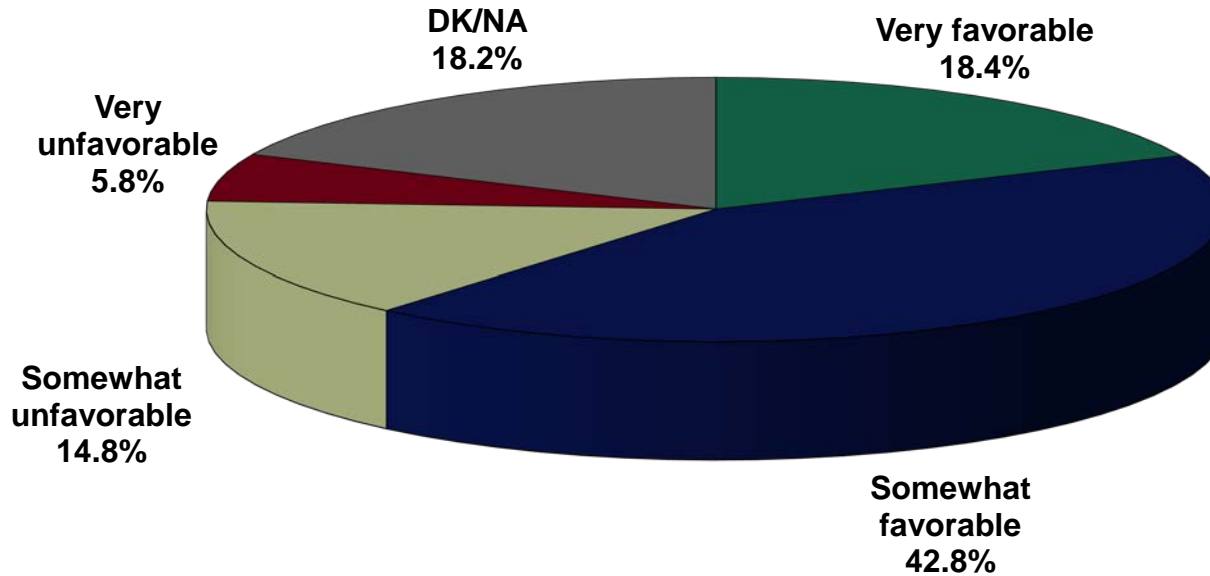
Q2. Opinion on Future Direction of the Economy

Likely November 2020 Voters



Q3. Satisfaction With City's Provision of Services

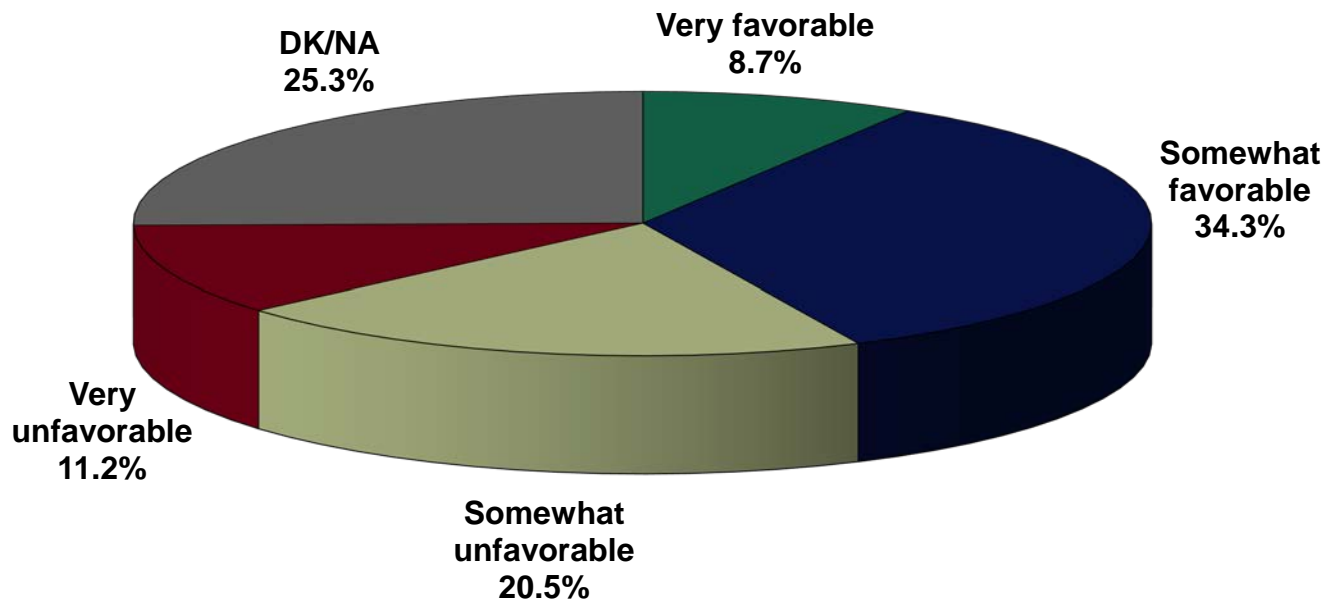
Likely November 2020 Voters



	<u>Nov '20</u>
Total Favorable	61.2%
Total Unfavorable	20.6%
Ratio Fav to Unfav	3.0

Q4. Satisfaction With City's Management of Taxpayer Funds

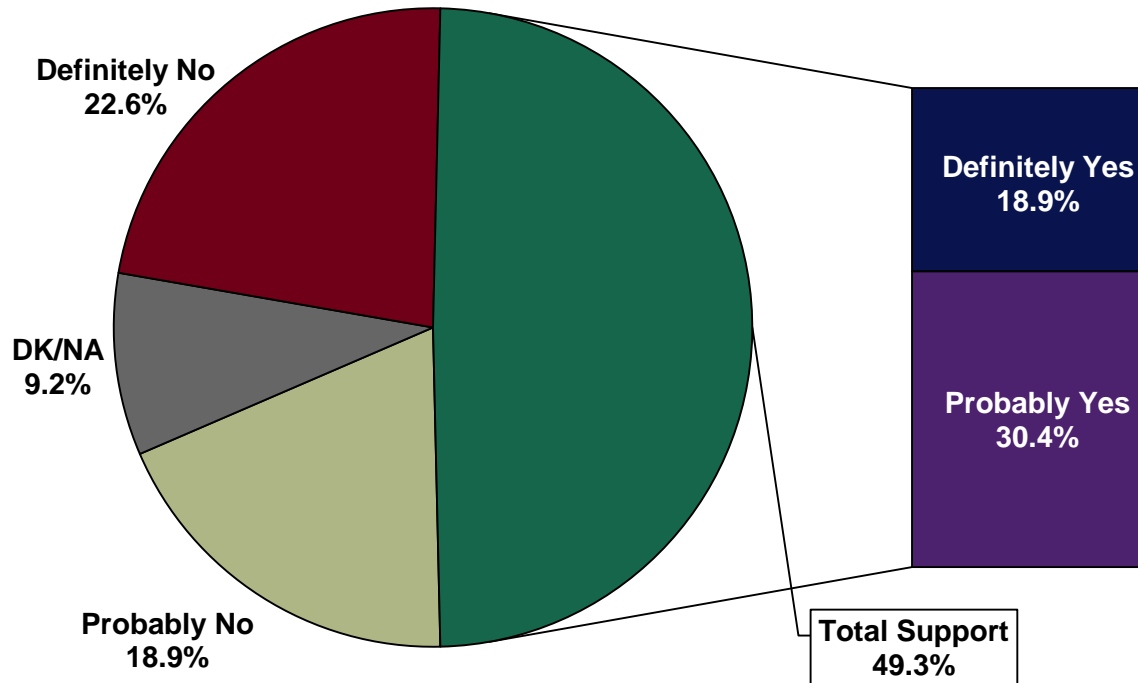
Likely November 2020 Voters



	<u>Nov '20</u>
Total Favorable	43.1%
Total Unfavorable	31.7%
Ratio Fav to Unfav	1.4

Q5. Uninformed Support for Real Property Transfer Tax Measure

Likely November 2020 Voters



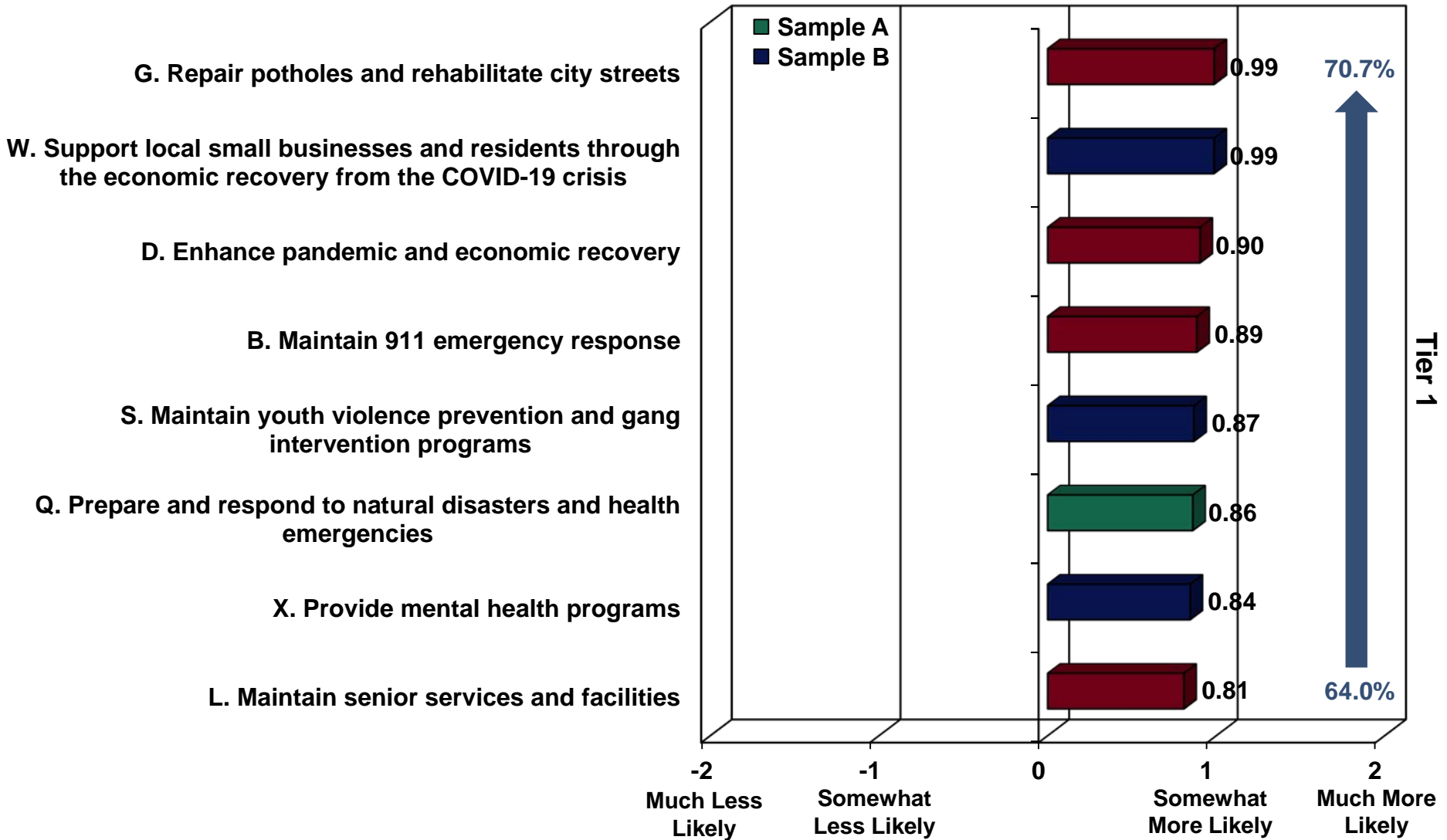
To maintain City of San Leandro services, with revenue that cannot be taken by the State, including:

- 911 emergency response;
- pandemic and economic recovery;
- repairing potholes and streets;
- youth violence prevention;
- neighborhood police patrols;
- library hours and programs;
- general city services;

shall San Leandro increase real property transfer tax rates, collected when property is sold, by \$3 dollars per \$1,000 dollars for properties selling for less than \$2 million dollars and \$9 dollars per \$1,000 dollars for properties more than \$2 million dollars, generating an additional \$4.6 million dollars annually, until repealed by voters?

Q6. Features of the Measure I

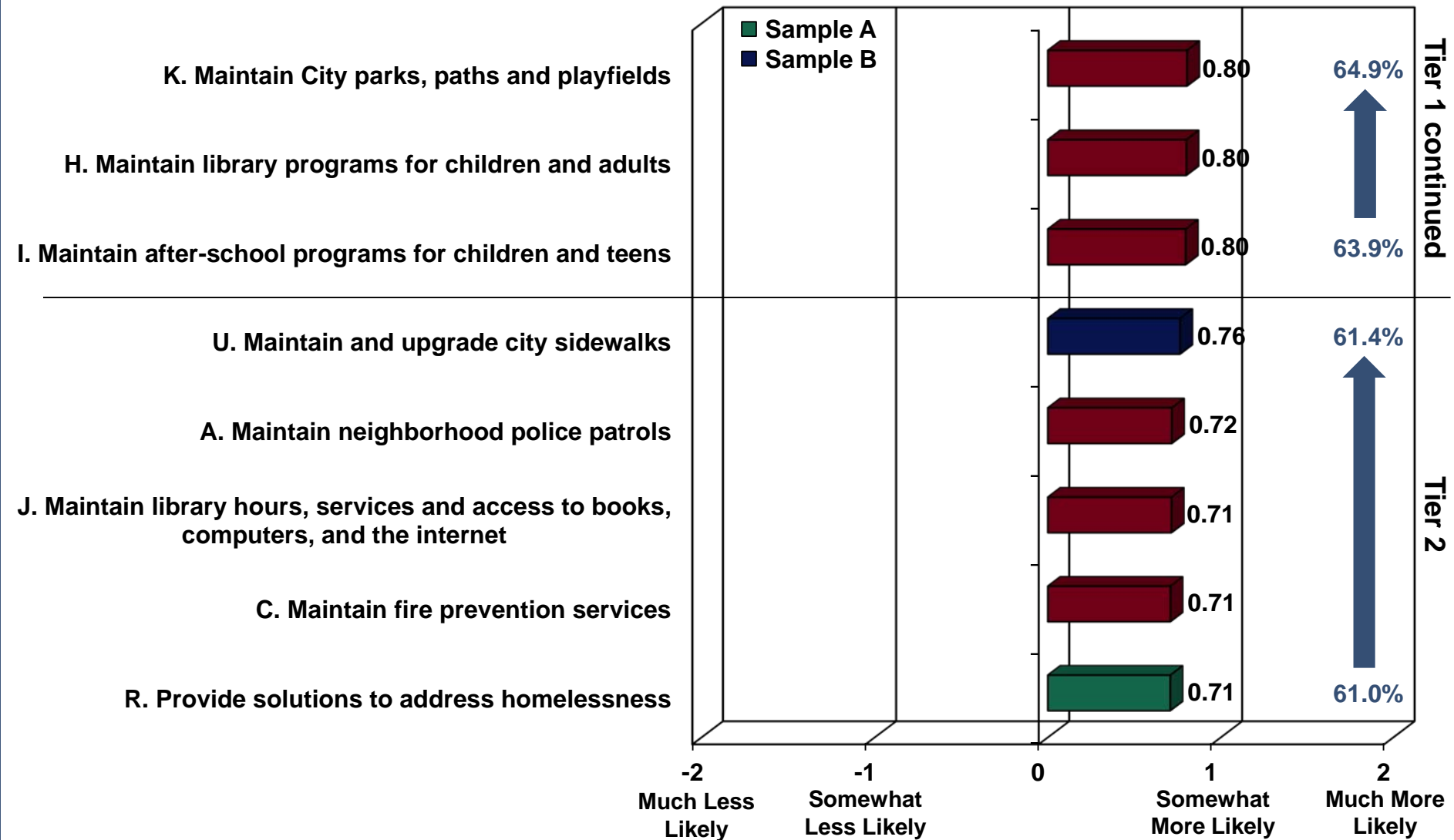
Likely November 2020 Voters



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.

Q6. Features of the Measure II

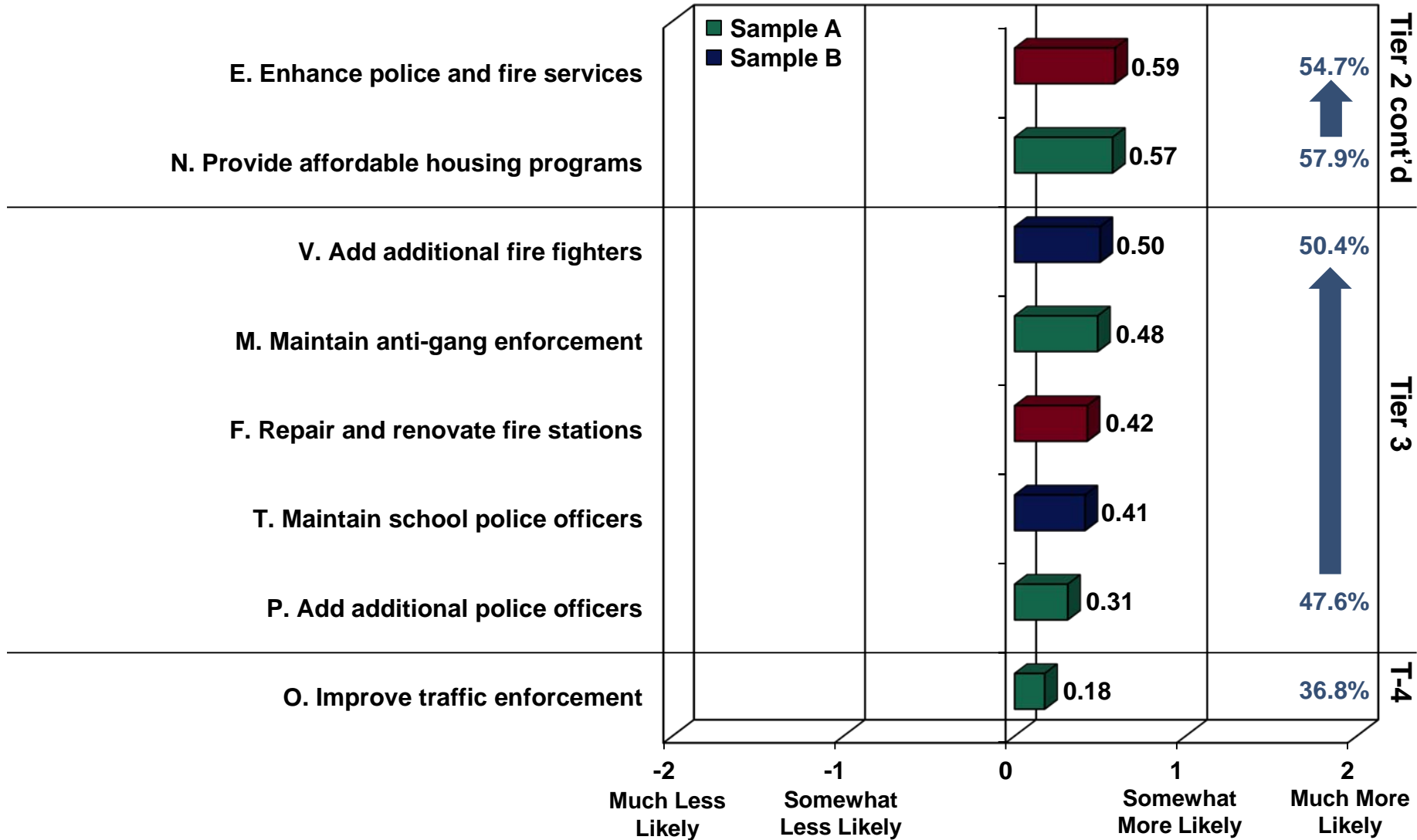
Likely November 2020 Voters



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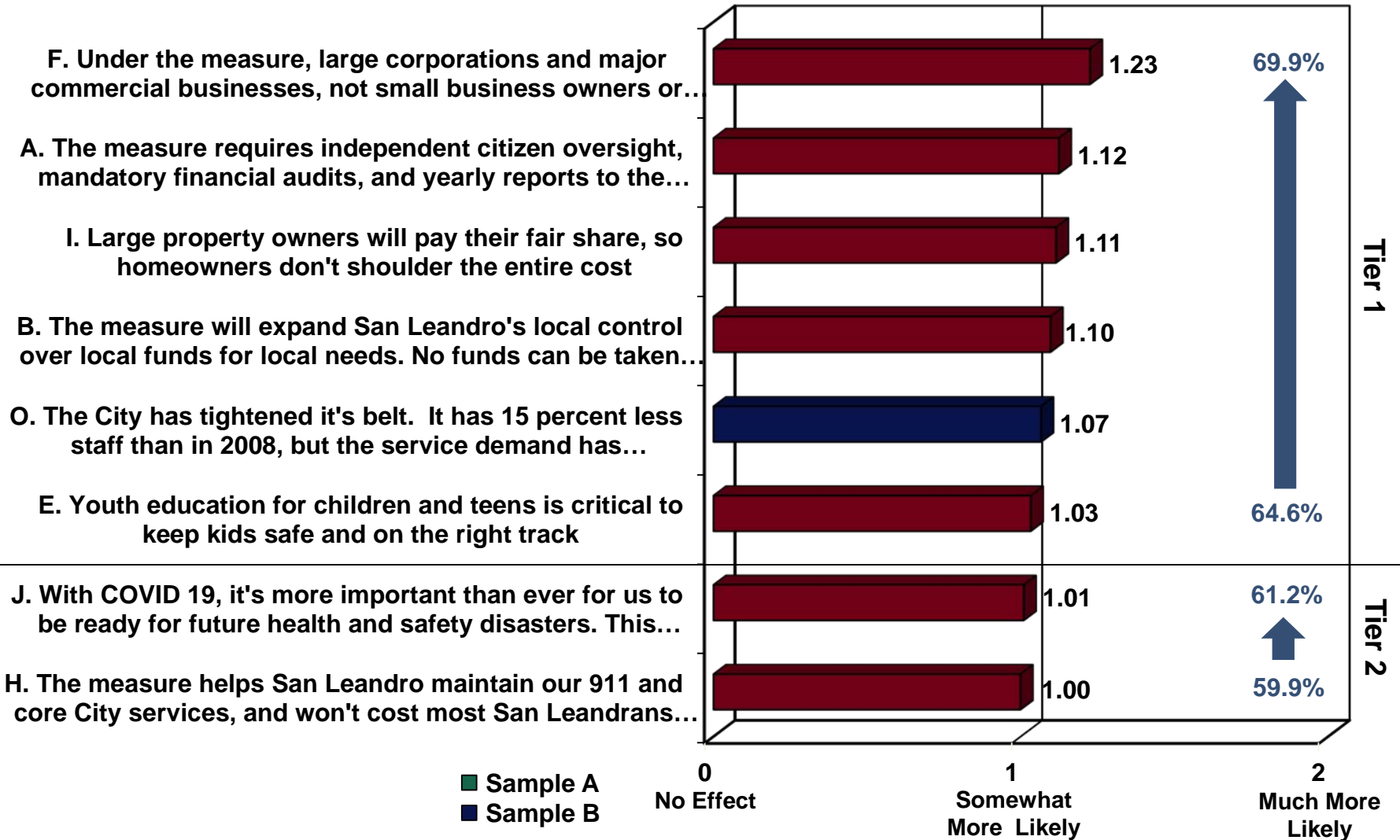
Q6. Features of the Measure III

Likely November 2020 Voters



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.

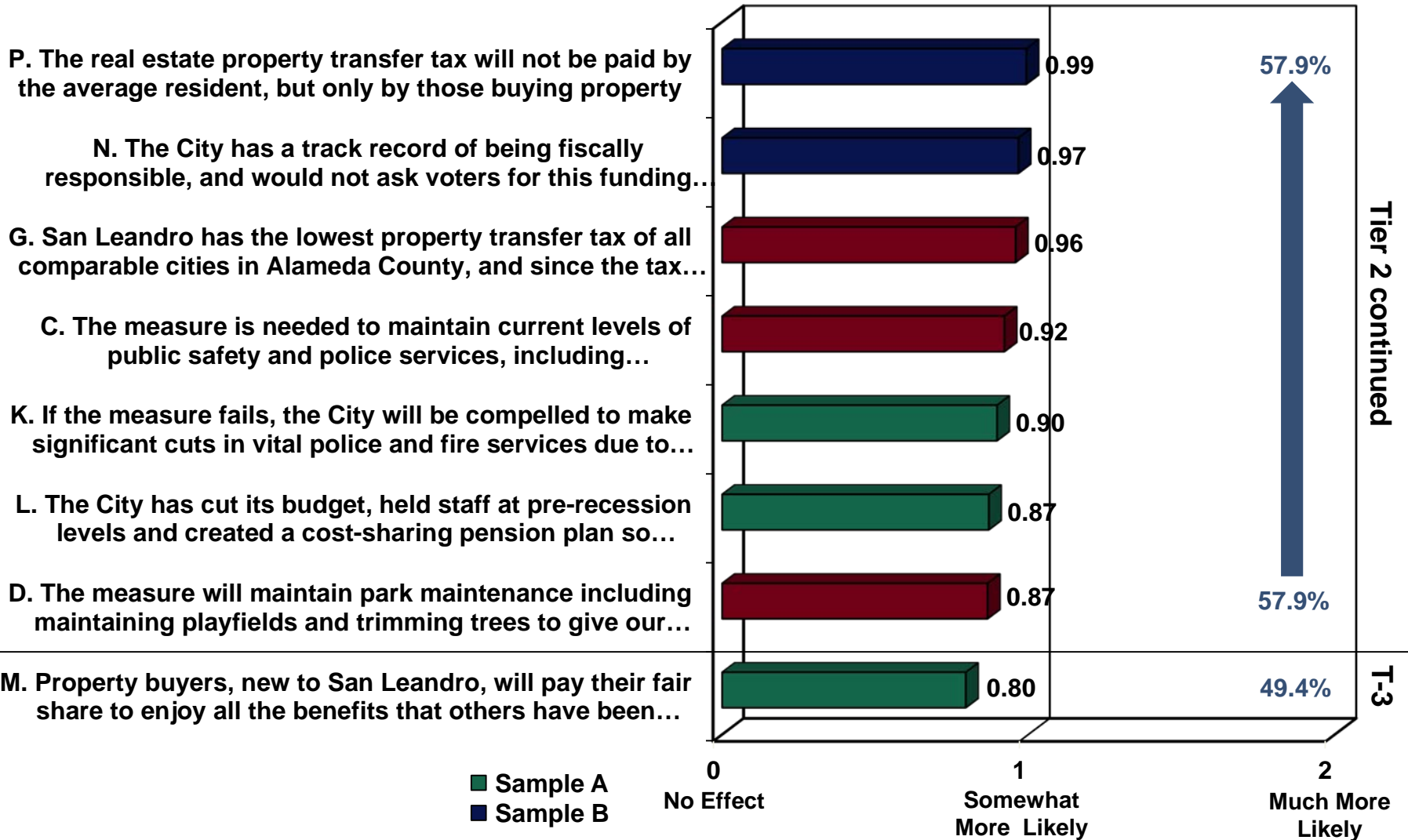
Q7. Informational Statements I Likely November 2020 Voters



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.

Q7. Informational Statements I

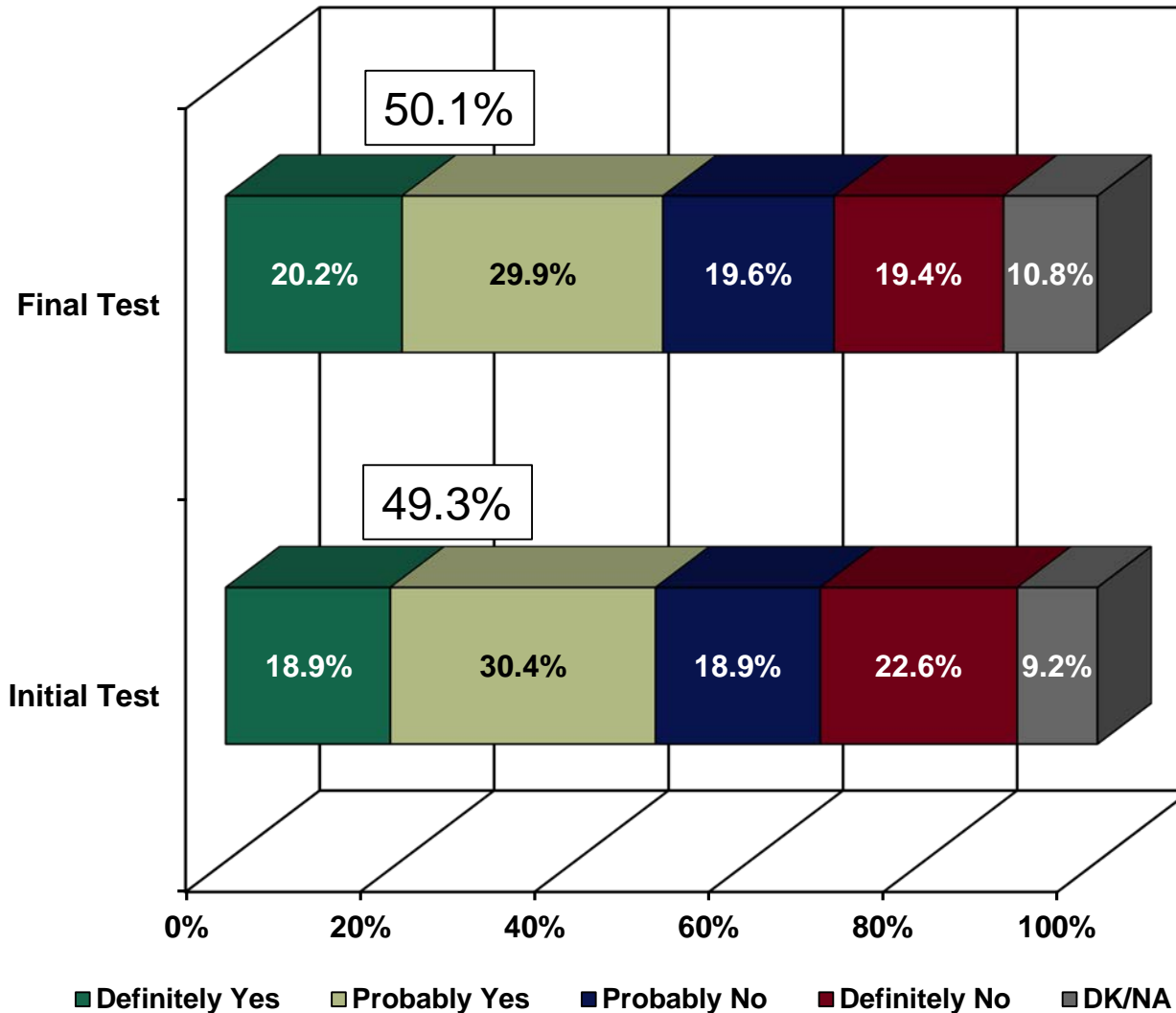
Likely November 2020 Voters



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.

Q9. Informed Support for Real Property Transfer Tax Measure

Likely November 2020 Voters



To maintain City of San Leandro services, with revenue that cannot be taken by the State, including:

- 911 emergency response;
- pandemic and economic recovery;
- repairing potholes and streets;
- youth violence prevention;
- neighborhood police patrols;
- library hours and programs;
- general city services;

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The City of San Leandro real estate property transfer tax has a path forward, assuming:

- The measure is simplified.
- The rate increase is within single digits.
- Key services are highlighted, including:
 - Repair potholes and rehabilitate city streets
 - Support local small businesses and residents through the economic recovery from the COVID-19 crisis
 - Enhance pandemic and economic recovery
 - Maintain 911 emergency response
 - Maintain youth violence prevention and gang intervention programs
- Key messages include:
 - Under the measure, large corporations and major commercial businesses, not small business owners or single-family homeowners, will pay the largest tax amounts
 - The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised
 - Large property owners will pay their fair share, so homeowners don't shoulder the entire cost
 - The measure will expand San Leandro's local control over local funds for local needs. No funds can be taken by Sacramento
 - The City has tightened its belt. It has 15 percent less staff than in 2008, but the service demand has significantly increased over the last 12 years. The measure will ensure that the City can maintain critical services

Online and Mailer Survey Results

Grand Total Responses: 2113

Online: 1498

Paper: 607

Emailed: 8

TIER 1 Priorities - Receiving the Top Rankings:

- MAINTAIN 911 rapid response times police, fire, and medical emergencies
- REDUCE crime & maintain youth violence prevention services
- FIX potholes and repave city streets/sidewalks

Tier 2 Priorities:

- INVEST in supporting small business & attracting new businesses, jobs & economic activity
- IMPROVE disaster preparedness capabilities, including local COVID-19 response & recovery efforts
- PROTECT services for senior citizens and youth, including after-school programs
- PROVIDE homelessness intervention programs and services
- KEEP City parks, paths, and play fields in good working condition
- MAINTAIN library hours, services, and programs

SAN LEANDRO RESIDENTS:
WE WANT YOUR INPUT!
SURVEY ATTACHED



Staff Recommendation:

Proceed forward with seeking a \$5 increase in the Real Property Transfer Tax rate*

***Related considerations & assumptions**

- Unified City Council support
- Extensive public information program that clearly explains the City's budget challenges and how funding would be used
- City resources & staff time cannot be used to advocate for passage
- Robust privately-funded and managed support campaign
- Campaign leadership will be essential

Key Next Steps



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1. Request for City Council Direction

2. If directed to proceed to place measure on November ballot:

- Present draft ballot language, resolution & ordinance at July 20 City Council meeting
- City Attorney develops impartial analysis
- Filing deadline: August 7, 2020



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Questions or Comments?



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