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## City of San Leandro: 2014 Revenue Measure Feasibility Survey

January 2014

# Overview and Research Objectives



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

- Gauge satisfaction with City direction, services and financial management of public funds;
- Assess potential voter interest in continued San Leandro-enacted funding to repair neighborhood streets, ensure local funding for infrastructure and protect essential City services with funding that cannot be taken by the State; and
- Prioritize projects and programs to be funded with the proceeds.

# Methodology Overview



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- Data Collection Telephone Interviewing
- Universe 24,679 likely November 2014 voters in the City of San Leandro
- Fielding Dates January 9 through January 19, 2014
- Interview Length 18 minutes
- Sample Size 708 likely November 2014 voters  
28 interviews conducted in Spanish  
35 interviews conducted in Cantonese
- Margin of Error  $\pm 3.6\%$



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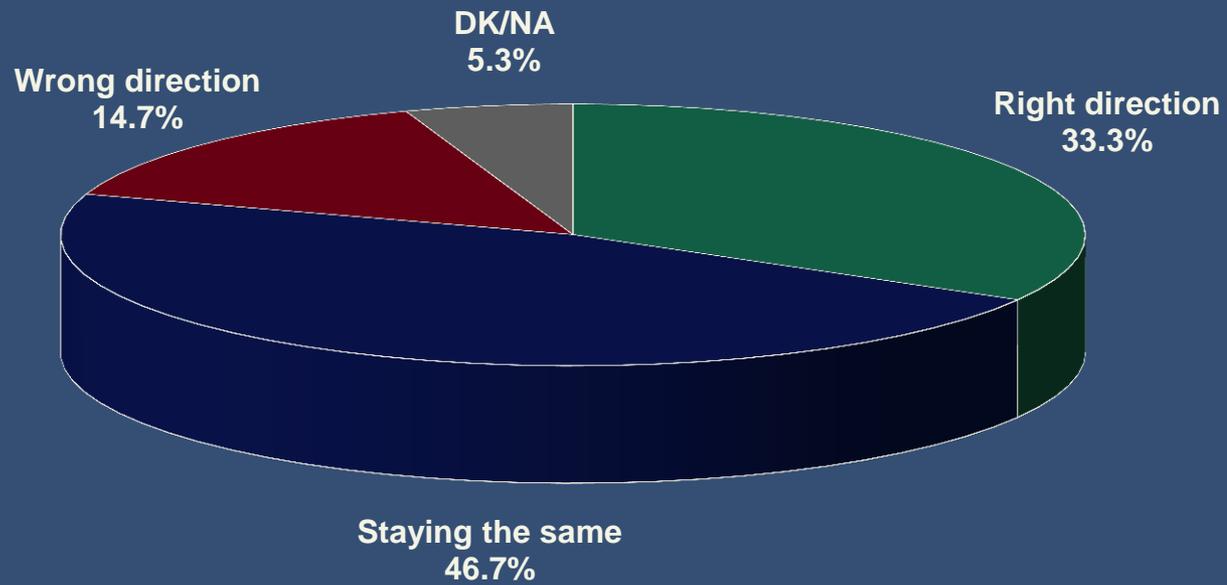


## Key Findings

# Opinion on Direction of City (n=708)



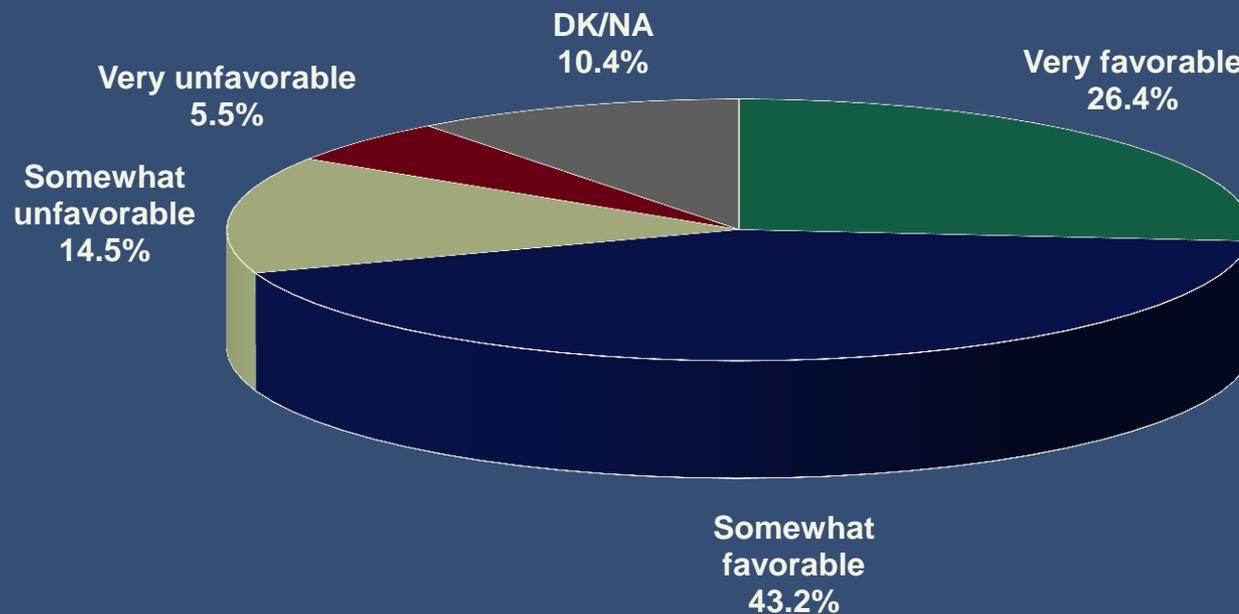
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# Satisfaction with City Services (n=708)



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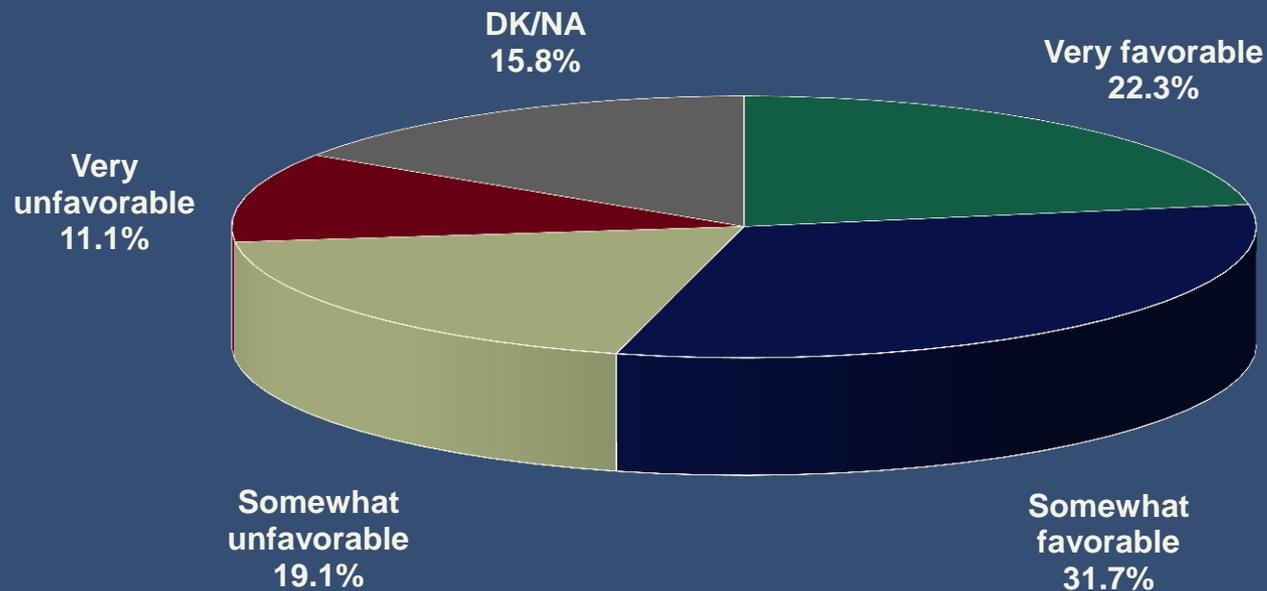


**Ratio: 3.5 to 1**

# Opinion on Management of Public Funds (n=708)

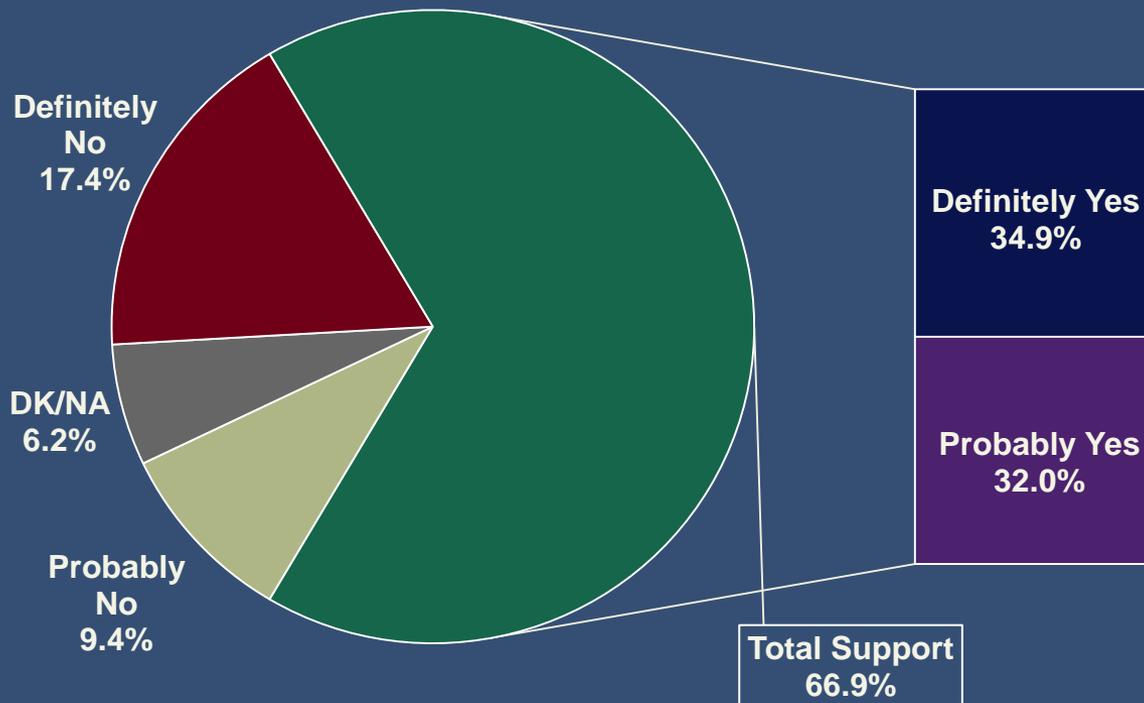


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**Ratio: 1.8 to 1**

# Uninformed Support – New Sales Tax Split Sample A (n=348)



To prevent neighborhood streets from falling into greater disrepair, ensure local funding for infrastructure, and maintain essential services such as:

- emergency response,
- neighborhood police, fire services, graffiti removal, library hours,
- residential street and pothole repairs,
- youth and senior programs, and
- other general City services,

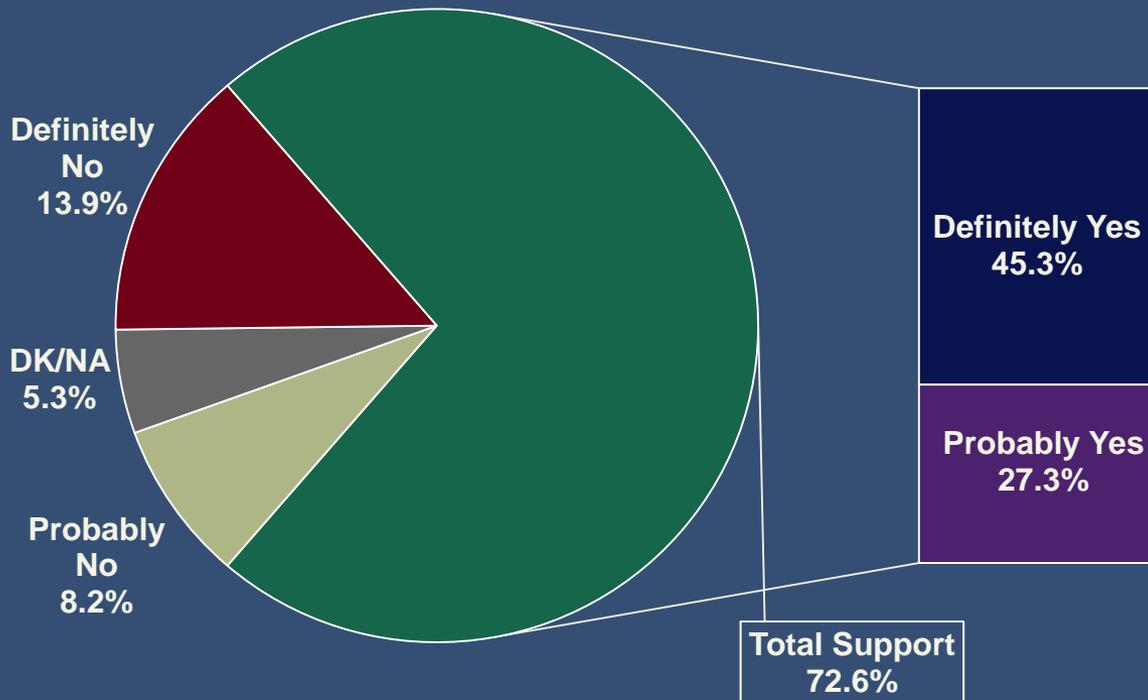
shall the City of San Leandro enact a ¼ cent sales tax with citizen's oversight, annual audits, with authority to incur debt to accelerate infrastructure projects, all funds for San Leandro and no funds for Sacramento?

# Uninformed Support – Renew and Expand Sales Tax

November 2014 (n=360)



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To repair neighborhood streets and continue to protect /maintain local services, such as:

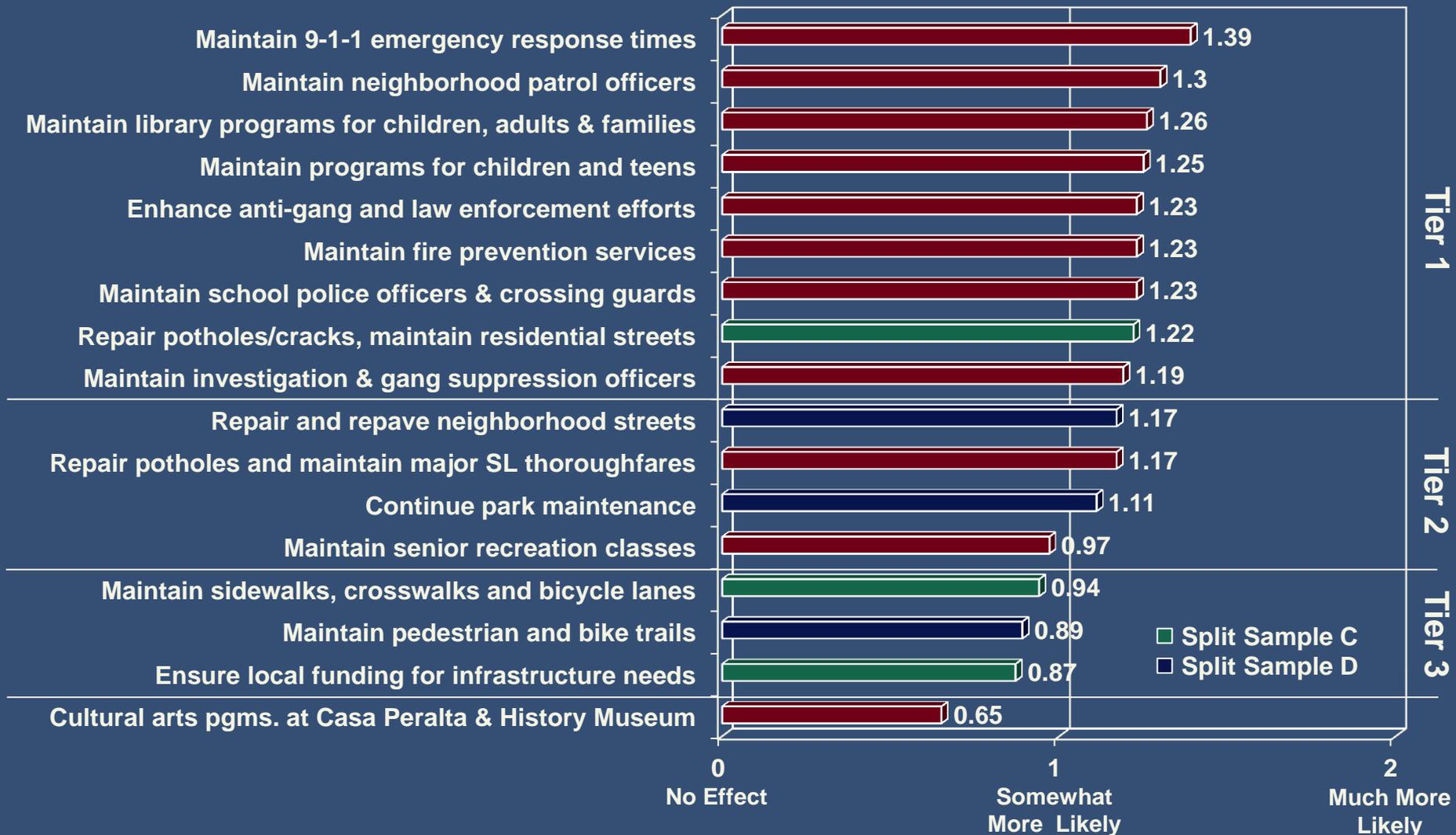
- 9-1-1 response,
- neighborhood police, fire services, gang suppression, library hours,
- residential street and pothole repairs,
- youth and senior programs, and
- other general City services,

shall the City of San Leandro extend its Measure Z sales tax and set the future rate at ½ cent with citizens oversight, annual audits, with authority to incur debt to accelerate infrastructure projects, all funds for San Leandro, no funds for Sacramento?

# The Community's Priorities (n=708)



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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.

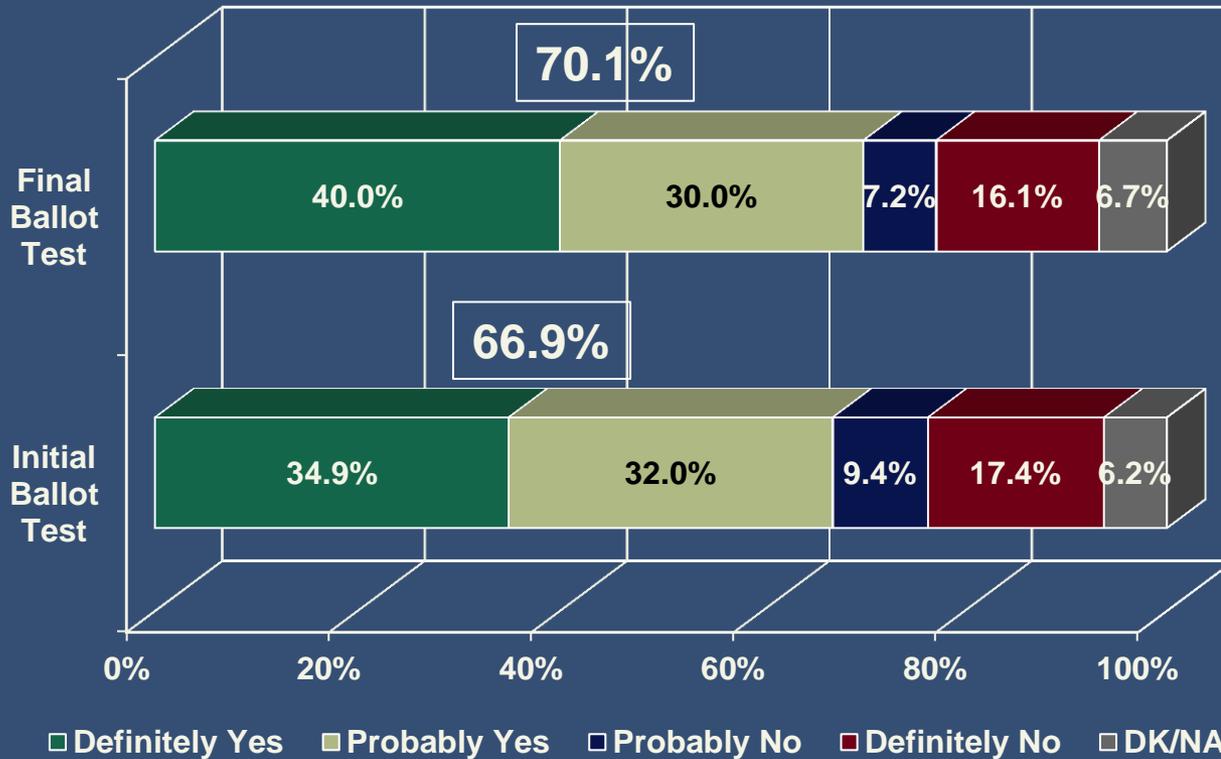
# Issues of Interest to Constituents (n=708)



Tier 1

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 and Uninformed Support – New Sales Tax Split Sample A (n=348)

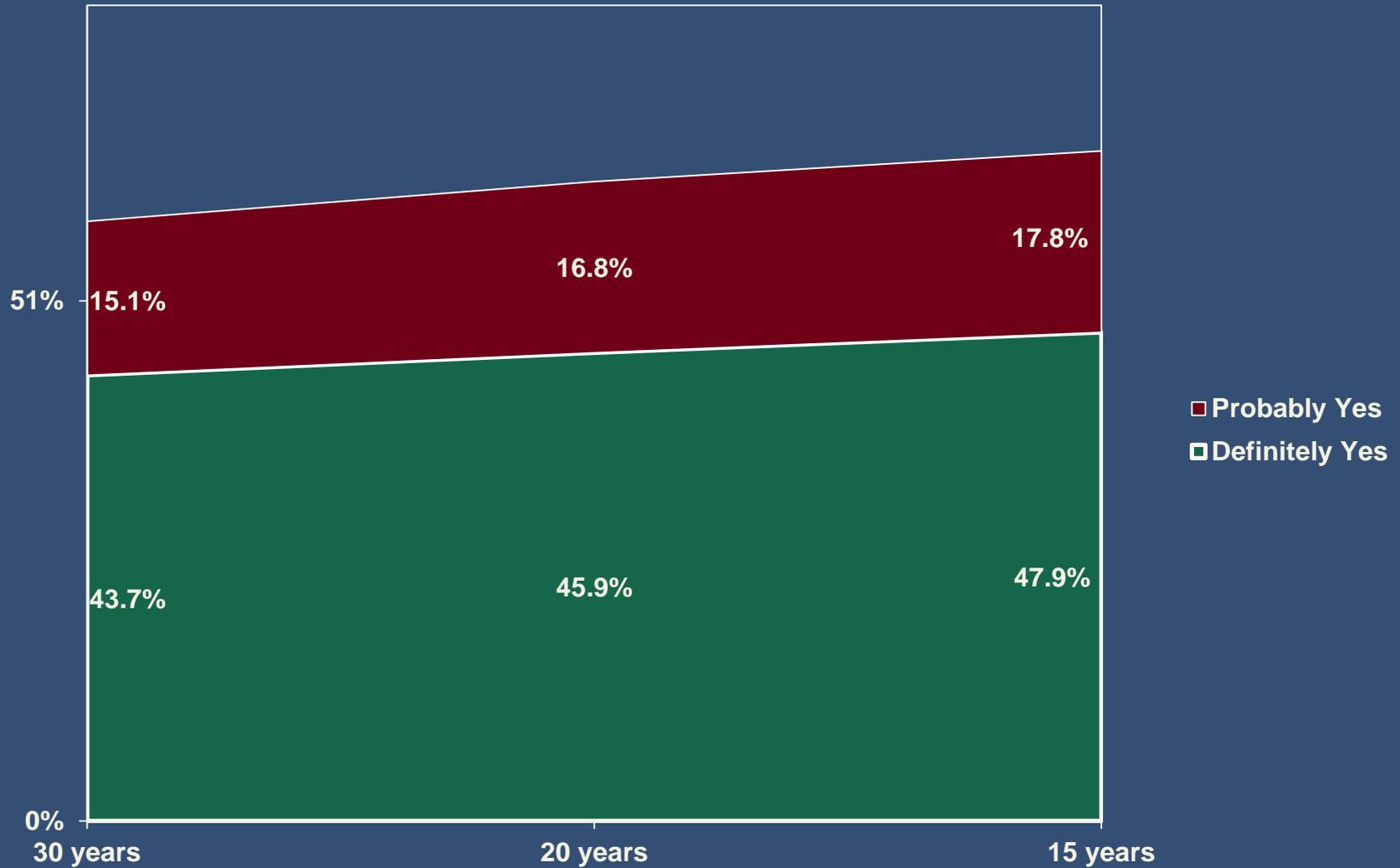


To prevent neighborhood streets from falling into greater disrepair, ensure local funding for infrastructure, and maintain essential services such as:

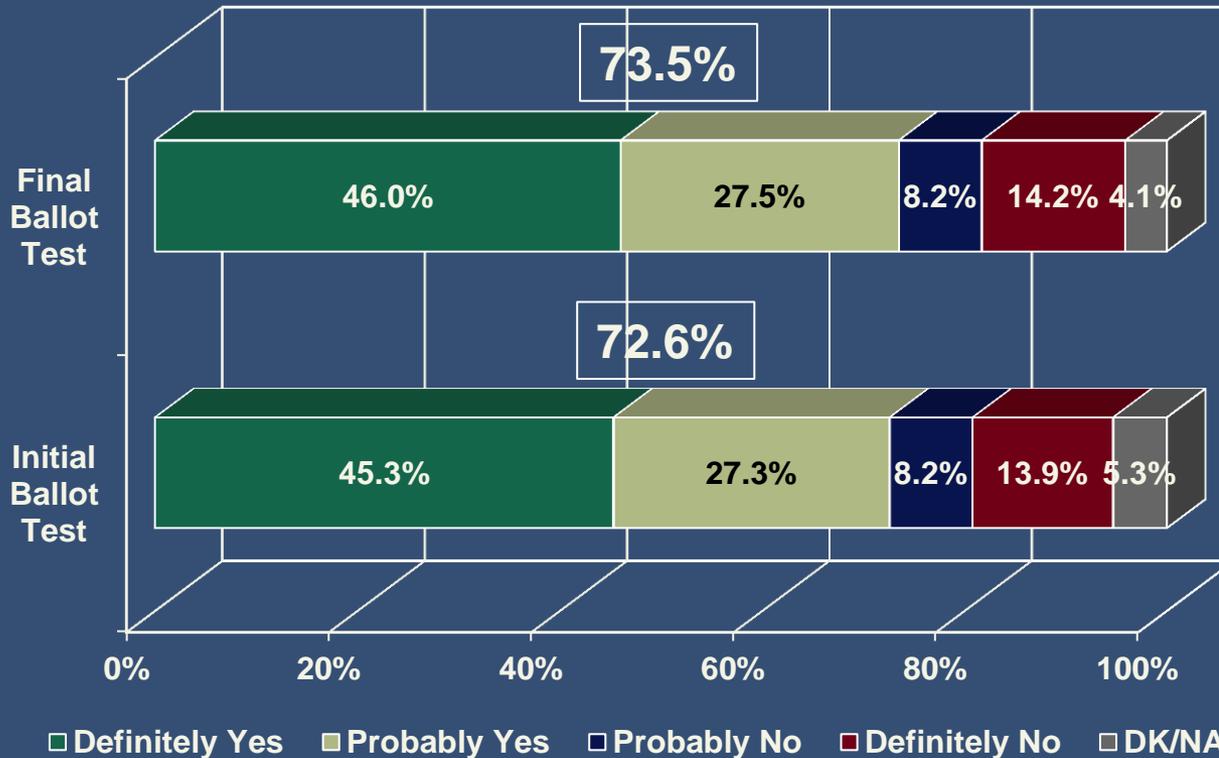
- emergency response,
- neighborhood police, fire services, graffiti removal, library hours,
- residential street and pothole repairs,
- youth and senior programs, and
- other general City services,

shall the City of San Leandro enact a ¼ cent sales tax with citizen’s oversight, annual audits, with authority to incur debt to accelerate infrastructure projects, all funds for San Leandro and no funds for Sacramento?

# Support for Different Durations— New Sales Tax Split Sample A (n=348)



# Informed and Uninformed Support – Renew and Increase Sales Tax Split Sample B (n=360)

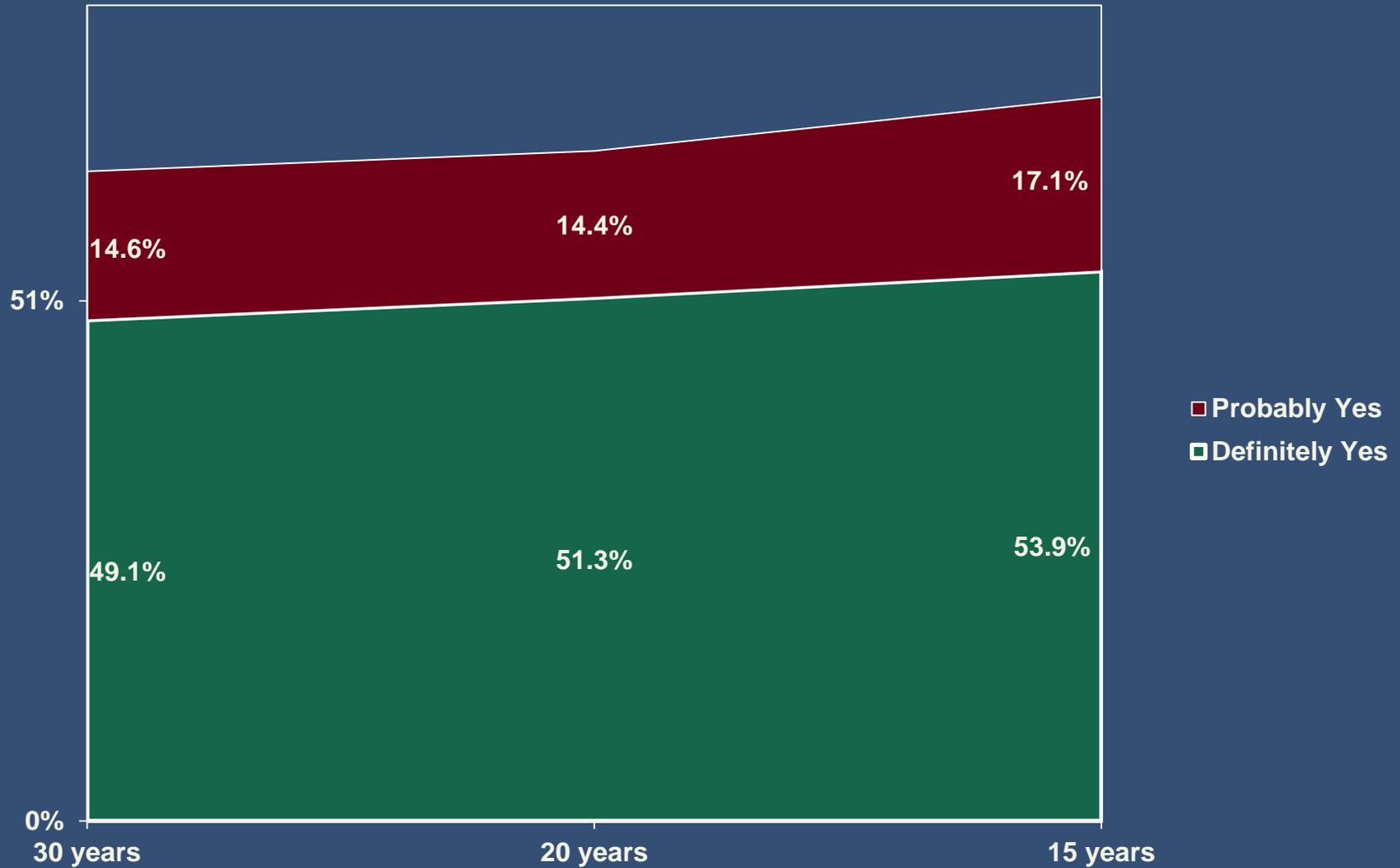


To repair neighborhood streets and continue to protect /maintain local services, such as:

- 9-1-1 response,
- neighborhood police, fire services, gang suppression, library hours,
- residential street and pothole repairs,
- youth and senior programs, and
- other general City services,

shall the City of San Leandro extend its Measure Z sales tax and set the future rate at ½ cent with citizens oversight, annual audits, with authority to incur debt to accelerate infrastructure projects, all funds for San Leandro, no funds for Sacramento?

# Support for Different Durations— Renew and Increase Sales Tax Split Sample B (n=360)





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## Summary and Next Steps

# Conclusions and Recommendations



- Constituents rate the job that the City is doing very favorably, including its management of taxpayer dollars.
  - Furthermore, constituents clearly value the excellent services the City provides and want key services maintained and improved, notably public safety, libraries, activities for children and youth, and street/pothole repairs and infrastructure.
- These findings are extremely favorable and speak to the San Leandro community's strong interest in being financially self-sufficient in addressing these priorities.
  - We recommend that the City continue the community dialogue on these issues and solicit more stakeholder, influential and community input as a preparatory foundation for considering this issue in the late spring and early summer.



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