2009 CITY OF HAYWARD REVENUE MEASURE FEASIBILITY SURVEY
Topline Report
February 2009

The City of Hayward commissioned Godbe Research to conduct a survey of voters in the city to assess potential voter support for a utility user tax measure to fund the maintenance of city services and facilities and preserve the quality of life and the local economy. Additionally the study was designed to assess the satisfaction with the overall quality of life in the city and the job the City is doing to provide services to its residents; survey the tax rates at which voters will support the measure; prioritize potential programs to be funded based on voter reception; and test the influence of supporting and opposing arguments on potential voter support.

SURVEY METHODOLOGY

Overall, 600 voters in the City of Hayward completed the survey, representing a total universe of approximately 19,432 likely June 2009 statewide election voters. To investigate whether potential voter support for the measure differed by region of the city, certain areas were over-sampled, higher than their actual representation in the overall voter universe, as given in the table below:

Region	Un-weighted	Weighted
Area 1 - West of I-880	33.3%	26%
Area 2 - Between and including Mission Blvd. and I-880	33.3%	47%
Area 3 - East of Mission Blvd.	33.3%	27%

The study parameters resulted in a margin of error of plus or minus 3.9 percent for the overall sample of 600 voters, and plus or minus 4.8 percent for the subset of 400 likely June 2009 non-statewide election voters. Interviews were conducted from February 4 through February 11, 2009, and the average interview time was approximately 18 minutes.

Once collected, the sample of voters was compared with the registered voter population in the City of Hayward to examine possible differences between the demographics of the sample of respondents and the actual universe. The data were weighted to correct any differences, and the results presented are representative of the voter characteristics of the city in terms of gender, age, political party type, population proportion of the three areas and the likelihood of voting in the June 2009 election.

QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 3, 6, 7 and 8 were randomized to avoid such position bias. Further, Questions 7 and 8 were rotated so that the sample was balanced in whether they first heard arguments in favor of or opposed to the ballot measure.

MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the questions relating to the importance of issues in the community (Q3), the support at various tax rates (Q5), the features of the measure (Q6), and the arguments (Q7 and Q8) include a mean score. For example, to derive the overall importance of a particular issue (Q3), a number value was assigned to each response category as follows: “Extremely Important” = +3, “Very Important” = +2, “Somewhat Important” = + 1 and “Not at all Important” = 0. The individual answer of each respondent was then assigned the corresponding number, from +3 to 0 in this example. Finally, all respondents’ answers are averaged to produce a final score that reflects the overall importance. The resulting mean score makes the interpretation of the data considerably easier. Responses of “Don’t Know” (DK/NA) were not included in the calculations of the means for any questions.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the City of Hayward? (GET ANSWER, THEN ASK): Is that very or somewhat [satisfied/dissatisfied]?

Very satisfied	24%
Somewhat satisfied	52%
Somewhat dissatisfied	14%
Very dissatisfied	9%
DK/NA	1%

2. Are you satisfied or dissatisfied with the overall job the City of Hayward is doing to provide services to residents? [GET ANSWER, THEN ASK]: Is that very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

Very satisfied	20%
Somewhat satisfied	50%
Somewhat dissatisfied	14%
Very dissatisfied	7%
DK/NA	8%

3. Next, I'd like to ask you about some issues in your community. For each one, I'd like you to tell me how important this issue is to you.

   Here's the (first/next): Is _____ extremely important, very important, somewhat important or not at all important to you?

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not at all Important	DK/NA
3A. Improving the quality of public education	2.3	47%	37%	11%	4%	2%
3B. Reducing crime	2.4	54%	37%	8%	1%	0%
3C. Improving traffic flow	1.8	24%	38%	32%	5%	0%
3D. Removing abandoned vehicles	1.6	20%	32%	37%	9%	1%
3E. Maintaining the quality of our neighborhoods	2.3	42%	45%	11%	1%	1%

Computation of Mean Scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, "Not at all Important" = 0.

4. In the coming months, Hayward voters may be asked to vote on several ballot measures. Let me read you the description of one potential measure:

   To preserve our quality of life, local economy, and maintain city services and facilities, including:

   - Maintaining fire and police service levels and response times;
   - Maintaining neighborhood appearance and graffiti removal services;
   - Maintaining youth services that keep kids away from crime, gangs and drugs;
   - Maintaining emergency and disaster preparedness services; and
   - Maintaining streets, sidewalks and street lighting;

   Shall the City of Hayward enact a 6.75 percent Utility User Tax on electricity, gas, cable, landline telephone, cellular, and related telecommunications usage?

   If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely [yes/no] or probably [yes/no]?

	June 2009 (Statewide)	June 2009 (Non-Statewide)	Mail Ballot 2009	November 2009
Sample size	**600**	**400**	**441**	**282**
Margin of error	**3.9%**	**4.8%**	**4.6%**	**5.7%**
Definitely Yes	26%	28%	27%	25%
Probably Yes	28%	27%	28%	26%
Probably No	17%	18%	16%	20%
Definitely No	22%	21%	22%	23%
DK/NA	6%	6%	7%	6%

5. Right now, the exact amount of the tax has not been decided.

   If you heard that the Utility User Tax in the City of Hayward would be [READ FIRST ITEM BELOW AND CONTINUE IN SEQUENCE] _____ of your electricity, gas, cable, landline telephone, cellular, and related telecommunications usage to preserve our quality of life and maintain city services and facilities, would you vote yes or no on this ballot measure? [GET ANSWER, THEN ASK]: Is that definitely [yes/no] or probably [yes/no]? [READ IN SEQUENCE UNTIL ALL ITEMS ARE READ. IF RESPONDENT SAYS 'DEFINITELY YES', RECORD 'DEFINITELY YES' FOR ALL OTHER LOWER TAX RATE(S), AND GO TO THE NEXT QUESTION.]

	Mean Score	Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
5A. 6.75 percent	-0.1	22%	25%	19%	30%	5%
5B. 6 percent	0.0	27%	23%	18%	28%	5%
5C. 5.25 percent	0.2	32%	23%	14%	27%	4%
5D. 4.5 percent	0.4	41%	20%	11%	24%	4%

Computation of Mean Scores: "Definitely Yes" = +2, "Probably Yes" = +1, "Probably No" = -1, "Definitely No" = -2.

6. Now, let's talk about how the money raised by this measure might be spent by the City of Hayward. As I read each statement, please tell me if it would make you more or less likely to vote for the measure.

   If you heard that the money raised by this measure would pay for maintaining [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]: _____, would you be more or less likely to support the measure? [GET ANSWER, THEN ASK]: Is that much [more/less] likely or somewhat [more/less] likely?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
6A. Animal control and protection services	0.2	23%	29%	4%	24%	17%	2%
6B. Police service levels, response times, and neighborhood patrols	1.1	57%	23%	2%	8%	8%	2%
6C. Fire protection services	1.1	52%	28%	3%	9%	7%	2%
6D. Emergency and disaster preparedness	0.8	41%	30%	3%	14%	11%	1%
6E. City streets, sidewalks, and lighting	0.7	35%	35%	3%	15%	11%	1%
6F. Traffic safety and parking enforcement	0.1	21%	31%	4%	26%	17%	1%
6G. Building inspection and code enforcement	0.0	17%	29%	5%	24%	21%	4%
6H. Local job and economic development programs	0.8	43%	28%	4%	9%	13%	3%
6I. Neighborhood appearance and graffiti removal	0.5	33%	32%	3%	17%	14%	2%
6J. Efforts to protect the environment through green practices	0.4	30%	31%	2%	15%	19%	3%

Computation of Mean Scores:
"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
6K. Library hours and access to books, computers, and the internet	0.5	32%	31%	3%	17%	16%	1%
6L. 911 and paramedic services	1.2	56%	25%	3%	8%	6%	2%
6M. Adequate emergency response times by keeping all Hayward and fire stations open	1.2	57%	25%	2%	7%	7%	2%
6N. After school programs that keep kids away from crime, gangs, and drugs	1.0	53%	24%	3%	9%	9%	1%

Computation of Mean Scores:
"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

ROTATE QUESTIONS 7AND 0

7. Voters will hear arguments from supporters *in favor of* the potential ballot measure we have been discussing. As I read each of the arguments *in favor of* the measure, please tell me if you would be more likely to vote **"yes"** on the measure, given the argument.

   Supporters of the measure say: _____ [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]. Does hearing this argument make you much more likely or somewhat more likely to vote **"yes"** on the measure--or does it have no effect?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
7A. We need additional revenue to maintain our current levels of public safety.	1.0	35%	31%	32%	1%
7B. We need additional revenue to maintain our public library.	0.8	25%	32%	41%	1%
7C. The measure will maintain response time for police, fire, and emergency services.	1.2	44%	29%	26%	1%
7D. The measure will generate locally controlled funds for Hayward needs.	0.9	29%	33%	36%	3%
7E. With more than $10 million dollar deficit, the City needs additional funds to avoid cuts to essential resident services.	0.9	29%	32%	35%	3%
7F. An oversight committee will monitor the new funds generated, so that they are used properly.	1.0	36%	28%	33%	3%
7G. Without the measure the City's reserves will be wiped out and essential services drastically cut.	1.0	34%	30%	32%	5%
7H. Over the last five years demand for city services has increased, but staffing has decreased. Now with the loss of revenue due to the recession, Hayward cannot maintain its current level of services to residents.	0.9	28%	33%	36%	3%
7I. The Hayward City Council has fought hard to keep taxes low. However, because of the slowing economy and rising demand for resident services, the City has no choice but to seek voter approval of additional tax revenue.	0.8	24%	30%	44%	2%

Computation of Mean Scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0.

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
7J. This measure is good for the environment, as it encourages energy conservation and the use of green, alternative power.	0.9	29%	28%	41%	2%
7K. This measure is fair to all rate payers since it is based on an individual's actual utility usage.	0.9	28%	31%	37%	4%
7L. With this measure, everyone in the City will be paying their fair share, not just property owners or businesses.	1.1	39%	29%	30%	2%
7M. The measure has a cap on large commercial rates to prevent businesses from being forced to pay more than their share or be driven out of Hayward.	0.8	25%	29%	43%	2%
7N. Low income residents and lifeline users can apply for exemptions from the Utility User Tax.	1.0	34%	28%	36%	2%
7O. The money spent by the city of Hayward from this measure will help stimulate our local economy.	1.0	34%	28%	36%	2%
7P. The tax will end in 10 years and can only be extended by voters.	1.0	35%	27%	36%	2%

Computation of Mean Scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0.

8. Voters will hear arguments from opponents *against* the potential ballot measure we have been discussing. As I read each of the arguments *against* the measure, please tell me if you would be more likely to vote **"no"** on the measure given that argument.

   Opponents of the measure say: _____ [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]. Does hearing this argument make you much more likely or somewhat more likely to vote **"no"** on the measure--or does it have no effect?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
8A. Local taxes are already too high in Hayward.	0.7	24%	24%	49%	3%
8B. Instead of increasing taxes, public services in Hayward should be paid from the City's current revenues and reserves, even if services have to be cut.	0.6	18%	24%	54%	5%
8C. The City cannot be trusted to manage any additional funds raised.	0.7	23%	20%	53%	4%
8D. The City should make cuts to staff salaries and benefits before raising taxes in the City.	0.8	25%	25%	46%	4%
8E. With all the graffiti around Hayward and the slow response times to service calls, the City cannot claim that it is maintaining service levels.	0.6	17%	22%	57%	4%
8F. With a historical financial crisis on our hands, and people losing jobs, homes, and value in their retirement plans, it is a really bad idea to raise taxes right now.	1.1	40%	24%	34%	2%
8G. The City should not tax residents on fixed incomes for the utilities they need to meet basic family needs.	1.0	36%	28%	33%	3%
8H. We can't afford a local tax in addition to the 1 and 1/2 percent state sales tax that the governor is proposing.	0.9	32%	24%	42%	2%
8I. The measure automatically covers any future technological advances or changes in Federal and State law without voter approval.	0.8	27%	24%	43%	6%

Computation of Mean Scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0.

9. Now that you have heard a little more about the potential ballot measure, let me read you a summary of the measure again.

   To preserve our quality of life, local economy, and maintain city services and facilities, including:

   - Maintaining fire and police service levels and response times;
   - Maintaining neighborhood appearance and graffiti removal services;
   - Maintaining youth services that keep kids away from crime, gangs, and drugs;
   - Maintaining emergency and disaster preparedness services; and
   - Maintaining streets, sidewalks, and street lighting;

   Shall the City of Hayward enact a 6.75 percent Utility User Tax on electricity, gas, cable, landline telephone, cellular and related telecommunications usage?

   If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely [yes/no] or probably [yes/no]?

	June 2009 (Statewide)	June 2009 (Non-Statewide)	Mail Ballot 2009	November 2009
Sample size	**600**	**400**	**441**	**282**
Margin of error	**3.9%**	**4.8%**	**4.6%**	**5.7%**
Definitely Yes	23%	23%	24%	21%
Probably Yes	24%	26%	24%	24%
Probably No	18%	17%	17%	19%
Definitely No	33%	33%	32%	35%
DK/NA	2%	2%	3%	2%

Demographic Questions

A. To begin, how many years have you lived in the City of Hayward?

Less than one year	1%
One to five years	11%
Six to ten years	13%
Eleven to fifteen years	10%
More than fifteen years	65%

B. Do you currently own or rent your home?

Own	80%
Rent	18%
Refused	2%

C. What ethnic group do you consider yourself a part of or feel closest to? [IF RESPONDENT HESITATES, READ LIST]

Caucasian/White	53%
Latino(a)/Hispanic	15%
African-American/Black	10%
Asian-American	7%
Pacific Islander	3%
Two or more races	3%
Native American	1%
Other	2%
DK/NA	6%

D. Please stop me when I reach the category that best describes your total household income before taxes in 2008.

Less than $20,000	6%
$20,000 to less than $30,000	7%
$30,000 to less than $40,000	10%
$40,000 to less than $50,000	8%
$50,000 to less than $60,000	7%
$60,000 to less than $75,000	11%
$75,000 to less than $100,000	14%
$100,000 to less than $150,000	13%
$150,000 to less than $200,000	4%
More than $200,000	2%
DK/NA	17%

E. Gender:

Male	46%
Female	54%

FROM VOTER SAMPLE SHEET

F. Age:

18 to 29	5%
30 to 39	10%
40 to 49	15%
50 to 64	36%
65 and older	34%

G. Party:

Democrat	68%
Republican	18%
Other	3%
DTS	11%

H. Voting History:

	No	Poll	Mail
A. Voted Recall 10/03	20%	56%	25%
B. Voted 6/04	33%	44%	24%
C. Voted 11/04	6%	56%	38%
D. Voted 11/05	5%	51%	44%
E. Voted 6/06	29%	32%	39%
F. Voted 11/06	7%	42%	51%
G. Voted 2/08	40%	22%	38%
H. Voted 06/08	33%	24%	43%
I. Voted 11/08	2%	41%	57%

I. Times Voted - INTERVIEWERS: PLEASE COUNT THE NUMBER OF TIMES VOTED IN QH.

3 of 9	3%
4 of 9	3%
5 of 9	11%
6 of 9	13%
7 of 9	18%
8 of 9	14%
9 of 9	36%

J. Absentee Voter:

Never Voted Absentee	34%
1 of 9	8%
2 of 9	5%
3 of 9	5%
4 of 9	6%
5 of 9	6%
6 of 9	10%
7 of 9	11%
8 of 9	6%
9 of 9	10%

K. Household Party Type:

Democrat (1)	30%
Democrat (2+)	27%
Republican (1)	7%
Republican (2+)	7%
Other (1)	6%
Other (2+)	3%
Democrat & Republican	5%
Democrat & Other	11%
Republican & Other	3%
Democrat, Republican & Other	1%

L. Registration Date:

1992 or before	28%
1993 to 1996	9%
1997 to 2000	11%
2001 to 2004	21%
2005 to 2006	14%
2007 to present	16%

M. Likely Statewide June 2009 Voter:

Yes	100%

N. Likely June 2009 Voter (non-statewide election):

Yes	58%
No	42%

O. Likely Voter by Mail 2009 voter:

Yes	73%
No	27%

P. Likely November 2009 voter:

Yes	47%
No	53%