



GODBE RESEARCH
Gain Insight

CITY OF HAYWARD

2016 UUT Renewal Feasibility Tracking Survey

Topline Report

n=554

15-minutes

Likely June 2016 Voters

February 21, 2016

www.godberesearch.com

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METHODOLOGY

Sample Universe:

- 18,628 Likely June 2016 voters

Sample Size:

- Likely June 2016 n=554

Data Collection: Online & Phone Interviewing

- Online, n=227

- Phone, n=327

Margin of Error:

- Likely June 2016 \pm 4.10%

Interview Dates: February 10 to February 20, 2016

Phone Interview Length: 15 minutes

UNINFORMED BALLOT TEST

		Likely June 2016 Voter		
		%	MML + SML	Mean
1. Uninformed Ballot Measure: To maintain City of Hayward services including: • neighborhood police patrols, fire stations and 911, firefighter, paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; and • city streets, sidewalks and lighting; shall the City of Hayward renew the existing Utility Users Tax at the current rate of 5.5 percent on gas, electricity, video and telecommunications services, providing \$16 million annually for 20 years from the current end date, with exemptions for low-income lifeline users; and all money used for City of Hayward services?	Definitely Yes	45.5%		
	Probably Yes	23.2%		
	Probably No	6.7%		
	Definitely No	17.9%		
	DK/NA	6.6%		
	Total Yes	68.8%		
	Total No	24.6%		

FEATURES OF THE MEASURE

		Likely June 2016 Voter		
		%	MML + SML	Mean
2A. Police service levels, response times, and neighborhood patrols	Much More Likely	58.2%	75.1%	
	Somewhat More Likely	16.9%		
	No Effect	12.1%		
	Somewhat Less Likely	5.3%		
	Much Less Likely	6.7%		
	DK/NA	0.8%		
2B. Fire protection services	Much More Likely	57.5%	75.4%	
	Somewhat More Likely	18.0%		
	No Effect	14.2%		
	Somewhat Less Likely	2.6%		
	Much Less Likely	6.6%		
	DK/NA	1.2%		
2C. Emergency and disaster preparedness	Much More Likely	49.4%	69.7%	
	Somewhat More Likely	20.3%		
	No Effect	16.7%		
	Somewhat Less Likely	3.8%		
	Much Less Likely	9.0%		
	DK/NA	0.7%		
2D. City streets, sidewalks, and lighting	Much More Likely	48.9%	74.1%	
	Somewhat More Likely	25.2%		
	No Effect	12.6%		
	Somewhat Less Likely	3.4%		
	Much Less Likely	8.5%		
	DK/NA	1.4%		
2E. Local job and economic development programs	Much More Likely	41.9%	61.8%	
	Somewhat More Likely	19.9%		
	No Effect	18.2%		
	Somewhat Less Likely	6.6%		
	Much Less Likely	11.3%		
	DK/NA	2.1%		
2F. Neighborhood appearance and graffiti removal	Much More Likely	39.1%	61.6%	
	Somewhat More Likely	22.5%		
	No Effect	18.0%		
	Somewhat Less Likely	8.1%		
	Much Less Likely	10.9%		
	DK/NA	1.4%		
2G. Library hours and access to books, computers, and the internet	Much More Likely	38.0%	61.6%	
	Somewhat More Likely	23.6%		
	No Effect	20.5%		
	Somewhat Less Likely	5.3%		
	Much Less Likely	10.9%		
	DK/NA	1.6%		

		Likely June 2016 Voter		
		%	MML + SML	Mean
2H. 911 and paramedic services	Much More Likely	58.7%	78.0%	
	Somewhat More Likely	19.4%		
	No Effect	13.1%		
	Somewhat Less Likely	2.4%		
	Much Less Likely	5.7%		
	DK/NA	0.8%		
2I. Animal control and protection services	Much More Likely	33.9%	55.7%	
	Somewhat More Likely	21.8%		
	No Effect	22.4%		
	Somewhat Less Likely	8.1%		
	Much Less Likely	12.2%		
	DK/NA	1.6%		
2J. Adequate emergency response times by keeping all Hayward fire stations open	Much More Likely	59.2%	77.1%	
	Somewhat More Likely	17.9%		
	No Effect	13.1%		
	Somewhat Less Likely	2.9%		
	Much Less Likely	5.4%		
	DK/NA	1.5%		

FEATURES OF THE MEASURE – RANKED BY MEAN SCORE

	Likely June 2016 Voter		
	%	MML + SML	Mean
2J. Adequate emergency response times by keeping all Hayward fire stations open			1.24
2H. 911 and paramedic services			1.24
2B. Fire protection services			1.19
2A. Police service levels, response times, and neighborhood patrols			1.15
2D. City streets, sidewalks, and lighting			1.04
2C. Emergency and disaster preparedness			0.98
2E. Local job and economic development programs			0.76
2G. Library hours and access to books, computers, and the internet			0.74
2F. Neighborhood appearance and graffiti removal			0.72
2I. Animal control and protection services			0.58

POSITIVE STATEMENTS

		Likely June 2016 Voter		
		%	MML + SML	Mean
3A. We need to extend the measure to maintain our current levels of public safety	Much More Likely	46.5%	66.3%	
	Somewhat More Likely	19.9%		
	No Effect	31.3%		
	DK/NA	2.3%		
3B. The measure will maintain response times for police, fire, and 911 emergency services	Much More Likely	52.3%	71.6%	
	Somewhat More Likely	19.3%		
	No Effect	26.7%		
	DK/NA	1.7%		
3C. The measure will generate locally controlled funds for critical Hayward needs that cannot be taken by the State	Much More Likely	50.0%	67.8%	
	Somewhat More Likely	17.8%		
	No Effect	30.0%		
	DK/NA	2.2%		
3D. This measure requires mandatory financial audits and yearly reports to the community to ensure the funds are spent as promised	Much More Likely	56.4%	72.4%	
	Somewhat More Likely	16.0%		
	No Effect	26.4%		
	DK/NA	1.2%		
3E. Without the measure the City's budget reserves will be wiped out and essential services drastically cut	Much More Likely	43.9%	62.7%	
	Somewhat More Likely	18.8%		
	No Effect	31.8%		
	DK/NA	5.5%		
3F. Over the last 10 years, demand for city services has increased. Hayward cannot maintain its current level of services to residents without extending the measure	Much More Likely	41.6%	63.5%	
	Somewhat More Likely	21.9%		
	No Effect	33.2%		
	DK/NA	3.2%		
3G. This measure is good for the environment, as it encourages energy conservation and the use of green, alternative power	Much More Likely	39.7%	59.1%	
	Somewhat More Likely	19.4%		
	No Effect	37.3%		
	DK/NA	3.6%		
3H. This measure is fair to all rate payers since it is based on an individual's actual utility usage	Much More Likely	41.0%	59.9%	
	Somewhat More Likely	19.0%		
	No Effect	35.0%		
	DK/NA	5.1%		
3I. With this measure, everyone in the City will be paying their fair share, not just property owners or businesses	Much More Likely	44.6%	64.3%	
	Somewhat More Likely	19.7%		
	No Effect	33.1%		
	DK/NA	2.6%		
3J. Businesses would pay their fair share too	Much More Likely	49.0%	67.2%	
	Somewhat More Likely	18.2%		
	No Effect	30.9%		
	DK/NA	2.0%		

		Likely June 2016 Voter		
		%	MML + SML	Mean
3K. Low income residents and lifeline users can apply for exemptions from the Utility Users Tax	Much More Likely	42.4%	61.8%	
	Somewhat More Likely	19.3%		
	No Effect	35.0%		
	DK/NA	3.2%		
3L. The City has reformed employee benefits and pensions to reduce costs to city taxpayers	Much More Likely	35.5%	58.3%	
	Somewhat More Likely	22.7%		
	No Effect	35.9%		
	DK/NA	5.8%		

POSITIVE STATEMENTS -- RANKED BY MEAN SCORE

	Likely June 2016 Voter		
	%	MML + SML	Mean
3D. This measure requires mandatory financial audits and yearly reports to the community to ensure the funds are spent as promised			1.30
3B. The measure will maintain response times for police, fire, and 911 emergency services			1.26
3C. The measure will generate locally controlled funds for critical Hayward needs that cannot be taken by the State			1.20
3J. Businesses would pay their fair share too			1.18
3A. We need to extend the measure to maintain our current levels of public safety			1.15
3E. Without the measure the City's budget reserves will be wiped out and essential services drastically cut			1.13
3I. With this measure, everyone in the City will be paying their fair share, not just property owners or businesses			1.12
3F. Over the last 10 years, demand for city services has increased. Hayward cannot maintain its current level of services to residents without extending the measure			1.09
3K. Low income residents and lifeline users can apply for exemptions from the Utility Users Tax			1.08
3H. This measure is fair to all rate payers since it is based on an individual's actual utility usage			1.06
3G. This measure is good for the environment, as it encourages energy conservation and the use of green, alternative power			1.03
3L. The City has reformed employee benefits and pensions to reduce costs to city taxpayers			1.00

NEGATIVE STATEMENTS

		Likely June 2016 Voter		
		%	MML + SML	Mean
4A. Voters have passed millions of dollars in city sales taxes, utility taxes, bonds and parcel taxes. Just last year the City passed a sales tax, and the school district is planning on extending a property parcel tax on top of that.	Much More Likely	34.6%	55.6%	
	Somewhat More Likely	20.9%		
	No Effect	42.8%		
	DK/NA	1.6%		
4B. The City is responsible for the current budget problems. If our tax dollars weren't going to high salaries, benefits, and pensions for public employees, we would not need this measure	Much More Likely	30.3%	51.6%	
	Somewhat More Likely	21.3%		
	No Effect	43.5%		
	DK/NA	4.9%		
4C. 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	Much More Likely	22.5%	39.6%	
	Somewhat More Likely	17.1%		
	No Effect	55.7%		
	DK/NA	4.7%		
4D. There are no rules that direct the spending of utility tax dollars, and no guarantee that the funds will be spent as promised	Much More Likely	39.1%	62.0%	
	Somewhat More Likely	22.9%		
	No Effect	36.2%		
	DK/NA	1.8%		
4E. The City should not tax residents on fixed incomes for the utilities they need to meet basic family needs	Much More Likely	29.1%	51.3%	
	Somewhat More Likely	22.3%		
	No Effect	44.1%		
	DK/NA	4.6%		
4F. The 10 percent sales tax in Hayward is among the highest in the county, we can't afford an increase in the utility tax on top of that	Much More Likely	39.7%	56.1%	
	Somewhat More Likely	16.4%		
	No Effect	41.8%		
	DK/NA	2.1%		

NEGATIVE STATEMENTS -- RANKED BY MEAN SCORE

	Likely June 2016 Voter		
	%	MML + SML	Mean
4D. There are no rules that direct the spending of utility tax dollars, and no guarantee that the funds will be spent as promised			1.03
4F. The 10 percent sales tax in Hayward is among the highest in the county, we can't afford an increase in the utility tax on top of that			0.98
4A. Voters have passed millions of dollars in city sales taxes, utility taxes, bonds and parcel taxes. Just last year the City passed a sales tax, and the school district is planning on extending a property parcel tax on top of that.			0.92
4B. The City is responsible for the current budget problems. If our tax dollars weren't going to high salaries, benefits, and pensions for public employees, we would not need this measure			0.86
4E. The City should not tax residents on fixed incomes for the utilities they need to meet basic family needs			0.84
4C. 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			0.65

INFORMED BALLOT TESTS

		Likely June 2016 Voter		
		%	MML + SML	Mean
5. Informed Ballot Test: To maintain City of Hayward services including: <ul style="list-style-type: none"> • neighborhood police patrols, fire stations and 911, firefighter, paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; and • city streets, sidewalks and lighting; shall the City of Hayward renew the existing Utility Users Tax at the current rate of 5.5 percent on gas, electricity, video and telecommunications services, providing \$16 million annually for 20 years from the current end date, with exemptions for low-income lifeline users; and all money used for City of Hayward services?	Definitely Yes	44.2%		
	Probably Yes	22.9%		
	Probably No	7.6%		
	Definitely No	19.7%		
	DK/NA	5.5%		
	Total Yes	67.2%		
	Total No	27.3%		
6. Alternative Ballot Test: 10 Year Sunset	Definitely Yes	47.9%		
	Probably Yes	20.3%		
	Probably No	8.8%		
	Definitely No	18.3%		
	DK/NA	4.8%		
	Total Yes	68.2%		
	Total No	27.1%		

DEMOGRAPHICS

		Likely June 2016 Voter		
		%	MML + SML	Mean
A. Do any children under the age of 18 live in your household?	Yes	21.9%		
	No	76.9%		
	DK/NA	1.2%		
B. Respondent's Gender	Male	45.9%		
	Female	54.1%		
C. Age	18-29	6.7%		
	30-39	9.5%		
	40-49	12.2%		
	50-64	34.0%		
	65+	37.6%		
	No age	0.0%		
D. Ethnic Surname	Japanese	0.6%		
	Chinese	2.0%		
	Hispanic	15.5%		
	Jewish	1.9%		
	Armenian	0.0%		
	Vietnamese	0.9%		
	Italian	1.1%		
	Korean	0.2%		
	African American	6.3%		
Not Coded	71.4%			
E. Homeownership Status	Owner	64.8%		
	Renter	35.2%		
F. Party	Democrat	62.3%		
	Republican	16.6%		
	Other party	3.7%		
	Decline to state/no party preference	17.4%		
G. Household Party Type	Dem 1	29.8%		
	Dem 2+	22.8%		
	Rep 1	6.7%		
	Rep 2+	4.8%		
	Other 1	10.2%		
	Other 2+	4.6%		
	Dem & Rep	5.1%		
	Dem & Other	12.0%		
	Rep & Other	3.3%		
Dem, Rep & Other	0.9%			

		Likely June 2016 Voter		
		%	MML + SML	Mean
H. Registration Date	2013 to 2016	13.6%		
	2009 to 2012	27.8%		
	2005 to 2008	18.7%		
	2001 to 2004	9.2%		
	1997 to 2000	5.9%		
	1993 to 1996	4.3%		
	1981 to 1992	11.4%		
	1980 or before	9.2%		
	Not coded	0.0%		
I. Voting History		see detailed crosstabs		
J. Times Voted in Last Elections	2	3.4%		
	3	5.0%		
	4	4.3%		
	5	5.7%		
	6	5.9%		
	7	4.8%		
	8	6.9%		
	9	7.2%		
	10	13.2%		
	11	15.8%		
	12	27.2%		
	13	0.3%		
	14	0.2%		
	K. Absentee Voter	0	23.1%	
1		6.8%		
2		4.6%		
3		6.6%		
4		4.5%		
5		4.5%		
6		4.4%		
7		4.7%		
8		4.8%		
9		4.9%		
10		7.1%		
11		9.4%		
12		14.3%		
13		0.1%		
14		0.2%		
L. Permanent Absentee Voter	Yes	71.0%		
	No	29.0%		
M. Likely Absentee Voter	Yes	73.4%		
	No	26.6%		

		Likely June 2016 Voter		
		%	MML + SML	Mean
N. Likely June 2016 Voter	Yes	100.0%		
	No	0.0%		
Sample Type	Online	30.0%		
	Phone	70.0%		