



GODBE RESEARCH
Gain Insight

CITY OF HAYWARD

2018 RPTT & TOT Feasibility Survey

Topline Report
n=604 (split sample)
20-minutes
Likely November 2018 Voters

June 17, 2018

www.godberesearch.com

Northern California and Corporate Offices
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601 108th Avenue NE, Suite 1900
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METHODOLOGY

Sample Universe:

- 43,596 Likely November 2018 Voters

Sample Size:

n=604 Likely November 2018 Voters

Data Collection Methodology:

n=66 Landline

n=34 Cell Phone

n=71 Online from email invitation

n=433 Online from text invitation

Margin of Error:

- Likely November 2018 Voters \pm 3.96%

- Split Samples \pm 5.62%

Interview Dates: June 7 to June 14, 2018

UNINFORMED BALLOT TEST

		Total		
		Column N %	Count	Mean
1. To support City of Hayward services, with revenue that cannot be taken by the State, including: • fixing potholes and repairing streets and sidewalks; • 911 emergency and firefighter response times; • neighborhood police patrols; • disaster preparedness; • extended library hours and after-school programs; and • unrestricted general revenue purposes; shall Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from \$4.50 to \$10 per \$1,000, providing \$14.8 million dollars annually, until repealed by voters, all funds benefiting Hayward? - Sample A	Definitely Yes	16.1%	51	
	Probably Yes	27.1%	87	
	Probably No	22.0%	71	
	Definitely No	25.2%	81	
	DK/NA	9.6%	31	
	Total Yes	43.2%	138	
	Total No	47.3%	151	
2. To support City of Hayward services, with revenue that cannot be taken by the State, including: • fixing potholes and repairing streets and sidewalks; • 911 emergency and firefighter response times; • neighborhood police patrols; • disaster preparedness; • extended library hours and after-school programs; and • unrestricted general revenue purposes; shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward? - Sample A	Definitely Yes	31.1%	99	
	Probably Yes	39.0%	125	
	Probably No	10.4%	33	
	Definitely No	14.1%	45	
	DK/NA	5.5%	18	
	Total Yes	70.1%	224	
	Total No	24.4%	78	
3. To support City of Hayward services, with revenue that cannot be taken by the State, including: • fixing potholes and repairing streets and sidewalks; • 911 emergency and firefighter response times; • neighborhood police patrols; • disaster preparedness; • extended library hours and after-school programs; and • unrestricted general revenue purposes; shall Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from 0.45% [PHONE: "point four five percent"] to 1% per \$1,000, providing \$14.8 million dollars annually, until repealed by voters, all funds benefiting Hayward? - Sample B	Definitely Yes	16.9%	48	
	Probably Yes	28.5%	81	
	Probably No	20.7%	59	
	Definitely No	21.5%	61	
	DK/NA	12.4%	35	
	Total Yes	45.4%	129	
	Total No	42.2%	120	

		Total		
		Column N %	Count	Mean
4. To support City of Hayward services, with revenue that cannot be taken by the State, including: •fixing potholes and repairing streets and sidewalks; •911 emergency and firefighter response times; •neighborhood police patrols; •disaster preparedness; •extended library hours and after-school programs; and •unrestricted general revenue purposes; shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward? - Sample B	Definitely Yes	28.1%	80	
	Probably Yes	31.5%	90	
	Probably No	15.8%	45	
	Definitely No	14.6%	41	
	DK/NA	10.0%	28	
	Total Yes	59.7%	169	
	Total No	30.4%	86	

FEATURES OF THE MEASURE

		Total		
		Column N %	Count	Mean
5A. Fixing potholes and repairing streets and sidewalks	Much more likely	45.5%	275	
	Somewhat more likely	28.3%	171	
	No effect	16.6%	100	
	Somewhat less likely	3.6%	22	
	Much less likely	4.2%	26	
	DK/NA	1.7%	10	
5B. 911 emergency and firefighter response times	Much more likely	43.1%	260	
	Somewhat more likely	26.7%	161	
	No effect	20.8%	126	
	Somewhat less likely	3.2%	19	
	Much less likely	4.7%	28	
	DK/NA	1.4%	9	
5C. Neighborhood police patrols	Much more likely	41.9%	253	
	Somewhat more likely	27.9%	169	
	No effect	18.1%	110	
	Somewhat less likely	5.5%	33	
	Much less likely	5.9%	35	
	DK/NA	0.7%	4	
5D. Disaster preparedness	Much more likely	32.4%	196	
	Somewhat more likely	31.6%	191	
	No effect	24.1%	146	
	Somewhat less likely	3.5%	21	
	Much less likely	6.6%	40	
	DK/NA	1.9%	11	
5E. Extended library hours and after-school programs	Much more likely	34.6%	209	
	Somewhat more likely	28.6%	173	
	No effect	22.8%	138	
	Somewhat less likely	4.4%	26	
	Much less likely	7.1%	43	
	DK/NA	2.6%	16	
5F. Fire protection services	Much more likely	36.8%	222	
	Somewhat more likely	30.9%	187	
	No effect	23.3%	141	
	Somewhat less likely	2.6%	16	
	Much less likely	4.4%	27	
	DK/NA	1.9%	12	
5G. Local job and economic development programs	Much more likely	31.6%	191	
	Somewhat more likely	31.0%	187	
	No effect	23.5%	142	
	Somewhat less likely	5.3%	32	
	Much less likely	7.0%	42	
	DK/NA	1.6%	10	
5H. Neighborhood appearance and graffiti removal	Much more likely	32.6%	197	
	Somewhat more likely	30.8%	186	
	No effect	23.6%	143	
	Somewhat less likely	5.9%	36	
	Much less likely	5.3%	32	
	DK/NA	1.8%	11	

		Total		
		Column N %	Count	Mean
5I. Adequate emergency response times by keeping all Hayward fire stations open	Much more likely	41.9%	253	
	Somewhat more likely	29.8%	180	
	No effect	18.5%	112	
	Somewhat less likely	3.3%	20	
	Much less likely	4.5%	27	
	DK/NA	2.0%	12	
5J. Providing affordable senior housing	Much more likely	36.1%	218	
	Somewhat more likely	29.7%	179	
	No effect	22.0%	133	
	Somewhat less likely	3.7%	22	
	Much less likely	6.9%	42	
	DK/NA	1.6%	10	
5K. After school programs to keep kids on the right path	Much more likely	40.4%	244	
	Somewhat more likely	27.2%	164	
	No effect	19.4%	117	
	Somewhat less likely	4.0%	24	
	Much less likely	7.6%	46	
	DK/NA	1.4%	8	
5L. Reducing traffic on major streets	Much more likely	42.9%	259	
	Somewhat more likely	23.0%	139	
	No effect	20.2%	122	
	Somewhat less likely	4.9%	29	
	Much less likely	6.7%	40	
	DK/NA	2.4%	15	
5M. Providing housing to help the homeless get a clean and safe place to live	Much more likely	38.2%	231	
	Somewhat more likely	28.4%	171	
	No effect	17.7%	107	
	Somewhat less likely	5.7%	35	
	Much less likely	8.7%	53	
	DK/NA	1.3%	8	

FEATURES OF THE MEASURE – RANKED BY MEAN SCORE

	Total		
	Column N %	Count	Mean
5A. Fixing potholes and repairing streets and sidewalks			1.09
5I. Adequate emergency response times by keeping all Hayward fire stations open			1.03
5B. 911 emergency and firefighter response times			1.02
5C. Neighborhood police patrols			0.95
5F. Fire protection services			0.95
5L. Reducing traffic on major streets			0.93
5K. After school programs to keep kids on the right path			0.90
5J. Providing affordable senior housing			0.86
5M. Providing housing to help the homeless get a clean and safe place to live			0.83
5D. Disaster preparedness			0.81
5E. Extended library hours and after-school programs			0.81
5H. Neighborhood appearance and graffiti removal			0.81
5G. Local job and economic development programs			0.76

POSITIVE STATEMENTS

		Total		
		Column N %	Count	Mean
6A. We need to increase the rates to maintain our current levels of public safety	Much more likely to Vote Yes	27.2%	164	
	Somewhat more likely to Vote Yes	33.1%	200	
	No effect	30.6%	185	
	DK/NA	9.1%	55	
6B. The measures will maintain response times for police, fire, and 911 emergency services	Much more likely to Vote Yes	35.7%	216	
	Somewhat more likely to Vote Yes	31.3%	189	
	No effect	27.2%	164	
	DK/NA	5.8%	35	
6C. The measures will generate locally controlled funds for critical Hayward needs that cannot be taken by the State	Much more likely to Vote Yes	42.0%	254	
	Somewhat more likely to Vote Yes	26.6%	161	
	No effect	25.8%	156	
	DK/NA	5.5%	33	
6D. Mandatory financial audits and yearly reports to the community are required to ensure the funds are spent as promised	Much more likely to Vote Yes	51.4%	310	
	Somewhat more likely to Vote Yes	22.5%	136	
	No effect	22.3%	135	
	DK/NA	3.8%	23	
6E. Without new revenue, the City's budget reserves will be wiped out and essential services drastically cut	Much more likely to Vote Yes	34.0%	205	
	Somewhat more likely to Vote Yes	27.4%	165	
	No effect	28.7%	173	
	DK/NA	9.9%	60	
6F. Over the last 10 years, the population and need for city services has increased. Hayward cannot maintain its current level of services to residents without new revenue	Much more likely to Vote Yes	33.4%	202	
	Somewhat more likely to Vote Yes	33.1%	200	
	No effect	26.4%	159	
	DK/NA	7.1%	43	
6G. Businesses would pay their fair share too	Much more likely to Vote Yes	45.7%	276	
	Somewhat more likely to Vote Yes	23.2%	140	
	No effect	25.8%	156	
	DK/NA	5.3%	32	
6H. The City has reformed employee benefits and pensions to reduce costs to city taxpayers	Much more likely to Vote Yes	30.7%	185	
	Somewhat more likely to Vote Yes	30.3%	183	
	No effect	30.1%	182	
	DK/NA	8.8%	53	
6I. Oakland, Berkeley, Alameda, San Leandro and Emeryville all have higher real estate transfer tax rates than Hayward, and Hayward has been losing money that would go to fund local city services	Much more likely to Vote Yes	31.8%	192	
	Somewhat more likely to Vote Yes	28.6%	173	
	No effect	30.8%	186	
	DK/NA	8.7%	53	
6J. The real estate transfer measure will not be paid by the average resident but only by those transferring property	Much more likely to Vote Yes	30.4%	184	
	Somewhat more likely to Vote Yes	27.4%	165	
	No effect	34.3%	207	
	DK/NA	7.9%	47	
6K. The measures will not be paid by the average resident but only by visitors and those transferring property	Much more likely to Vote Yes	37.1%	224	
	Somewhat more likely to Vote Yes	26.4%	160	
	No effect	29.2%	176	
	DK/NA	7.3%	44	
6L. Oakland, Santa Clara, and San Mateo, already charge hotel and motel guests 12 percent or more	Much more likely to Vote Yes	34.7%	209	
	Somewhat more likely to Vote Yes	28.6%	173	
	No effect	31.6%	191	
	DK/NA	5.1%	31	

POSITIVE STATEMENTS – RANKED BY MEAN SCORE

	Total		
	Column N %	Count	Mean
6D. Mandatory financial audits and yearly reports to the community are required to ensure the funds are spent as promised			1.30
6G. Businesses would pay their fair share too			1.21
6C. The measures will generate locally controlled funds for critical Hayward needs that cannot be taken by the State			1.17
6B. The measures will maintain response times for police, fire, and 911 emergency services			1.09
6K. The measures will not be paid by the average resident but only by visitors and those transferring property			1.09
6F. Over the last 10 years, the population and need for city services has increased. Hayward cannot maintain its current level of services to residents without new revenue			1.07
6E. Without new revenue, the City's budget reserves will be wiped out and essential services drastically cut			1.06
6L. Oakland, Santa Clara, and San Mateo, already charge hotel and motel guests 12 percent or more			1.03
6I. Oakland, Berkeley, Alameda, San Leandro and Emeryville all have higher real estate transfer tax rates than Hayward, and Hayward has been losing money that would go to fund local city services			1.01
6H. The City has reformed employee benefits and pensions to reduce costs to city taxpayers			1.01
6A. We need to increase the rates to maintain our current levels of public safety			0.96
6J. The real estate transfer measure will not be paid by the average resident but only by those transferring property			0.96

NEGATIVE STATEMENTS

		Total		
		Column N %	Count	Mean
7A. Voters have passed millions of dollars in city sales taxes, utility taxes, bonds and parcel taxes. Just last year the City passed a utility tax, and the school district passed a property parcel tax on top of that. Enough is enough	Much More Likely to vote No	35.9%	217	
	Somewhat More Likely to vote No	27.6%	167	
	No Effect	27.1%	164	
	DK/NA	9.4%	57	
7B. 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 the measures	Much More Likely to vote No	27.6%	166	
	Somewhat More Likely to vote No	23.0%	139	
	No Effect	37.2%	225	
	DK/NA	12.2%	74	
7C. There are no rules that direct the spending of taxpayer money, and no guarantee that the funds will be spent as promised	Much More Likely to vote No	40.6%	245	
	Somewhat More Likely to vote No	22.1%	133	
	No Effect	23.9%	144	
	DK/NA	13.5%	81	
7D. The real estate tax could cost the average homeowner \$4,000 when they sell their home	Much More Likely to vote No	32.3%	195	
	Somewhat More Likely to vote No	20.0%	121	
	No Effect	32.1%	194	
	DK/NA	15.6%	94	
7E. Senior citizens should not be forced to pay another tax when they sell their homes	Much More Likely to vote No	42.6%	257	
	Somewhat More Likely to vote No	20.3%	122	
	No Effect	30.2%	182	
	DK/NA	6.9%	42	
7F. There are higher priorities for taxpayer funding like school and classroom improvements	Much More Likely to vote No	26.7%	161	
	Somewhat More Likely to vote No	25.8%	156	
	No Effect	39.5%	239	
	DK/NA	8.0%	49	

NEGATIVE STATEMENTS – RANKED BY MEAN SCORE

	Total		
	Column N %	Count	Mean
7C. There are no rules that direct the spending of taxpayer money, and no guarantee that the funds will be spent as promised			1.19
7E. Senior citizens should not be forced to pay another tax when they sell their homes			1.13
7A. Voters have passed millions of dollars in city sales taxes, utility taxes, bonds and parcel taxes. Just last year the City passed a utility tax, and the school district passed a property parcel tax on top of that. Enough is enough			1.10
7D. The real estate tax could cost the average homeowner \$4,000 when they sell their home			1.00
7B. 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 the measures			0.89
7F. There are higher priorities for taxpayer funding like school and classroom improvements			0.86

INFORMED BALLOT TEST

		Total		
		Column N %	Count	Mean
8. To support City of Hayward services, with revenue that cannot be taken by the State, including: • fixing potholes and repairing streets and sidewalks; • 911 emergency and firefighter response times; • neighborhood police patrols; • disaster preparedness; • extended library hours and after-school programs; and • unrestricted general revenue purposes; shall Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from \$4.50 to \$10 per \$1,000, providing \$14.8 million dollars annually, until repealed by voters, all funds benefiting Hayward? - Sample A	Definitely Yes	20.2%	65	
	Probably Yes	33.6%	108	
	Probably No	16.6%	53	
	Definitely No	19.8%	63	
	DK/NA	9.8%	31	
	Total Yes	53.8%	172	
	Total No	36.4%	116	
9. To support City of Hayward services, with revenue that cannot be taken by the State, including: • fixing potholes and repairing streets and sidewalks; • 911 emergency and firefighter response times; • neighborhood police patrols; • disaster preparedness; • extended library hours and after-school programs; and • unrestricted general revenue purposes; shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward? - Sample A	Definitely Yes	37.2%	119	
	Probably Yes	33.7%	108	
	Probably No	10.3%	33	
	Definitely No	11.2%	36	
	DK/NA	7.6%	24	
	Total Yes	70.9%	227	
	Total No	21.5%	69	
10. Why would you vote no on one or both of these measures?	No more taxes/Too high	49.2%	63	
	Not used as proposed/Irresponsible/Poor priorities/Budget better	29.5%	38	
	More accountability/Transparency needed/Don't trust	11.4%	15	
	Cost of living too high/People won't stay	10.9%	14	
	Overpaid city officials/Too much overhead	7.2%	9	
	Punishes people/Seniors	6.4%	8	
	Won't help	5.4%	7	
	Alternative way/Find another source	5.3%	7	
	Discourages visitors/No affordable lodging	5.3%	7	
	Unfair	4.7%	6	
	No improvement seen	4.6%	6	
	Not needed/Not essential	2.1%	3	
	Hurts businesses/Hurts economy	1.5%	2	
	Other Mention	1.4%	2	
	Emergency services don't need it	1.3%	2	
	Need more information	1.1%	1	
	Don't care about these issues	0.0%	0	
Not Sure/DK/NA	5.8%	7		

		Total		
		Column N %	Count	Mean
11. To support City of Hayward services, with revenue that cannot be taken by the State, including: •fixing potholes and repairing streets and sidewalks; •911 emergency and firefighter response times; •neighborhood police patrols; •disaster preparedness; •extended library hours and after-school programs; and •unrestricted general revenue purposes; shall Hayward increase the rate of its real property transfer tax, collected once upon purchase of real estate, from 0.45% [PHONE: “point four five percent”] to 1% per \$1,000, providing \$14.8 million dollars annually, until repealed by voters, all funds benefiting Hayward? - Sample B	Definitely Yes	18.7%	53	
	Probably Yes	32.4%	92	
	Probably No	17.8%	50	
	Definitely No	21.1%	60	
	DK/NA	10.0%	29	
	Total Yes	51.1%	227	
	Total No	38.9%	69	
12. To support City of Hayward services, with revenue that cannot be taken by the State, including: •fixing potholes and repairing streets and sidewalks; •911 emergency and firefighter response times; •neighborhood police patrols; •disaster preparedness; •extended library hours and after-school programs; and •unrestricted general revenue purposes; shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward? - Sample B	Definitely Yes	29.7%	84	
	Probably Yes	33.8%	96	
	Probably No	12.0%	34	
	Definitely No	14.7%	42	
	DK/NA	9.8%	28	
	Total Yes	63.5%	227	
	Total No	26.7%	69	
13. Why would you vote no on one or both of these measures?	No more taxes/Too high	40.6%	50	
	Not used as proposed/Irresponsible/Poor priorities/Budget better	25.0%	31	
	More accountability/Transparency needed/Don't trust	14.6%	18	
	Alternative way/Find another source	11.6%	14	
	No improvement seen	10.3%	13	
	Cost of living too high/People won't stay	8.0%	10	
	Unfair	7.7%	9	
	Punishes people/Seniors	6.8%	8	
	Overpaid city officials/Too much overhead	5.3%	6	
	Discourages visitors/No affordable lodging	3.8%	5	
	Hurts businesses/Hurts economy	3.5%	4	
	Other Mention	3.2%	4	
	Not needed/Not essential	2.7%	3	
	Won't help	2.1%	3	
	Need more information	1.8%	2	
	Emergency services don't need it	0.5%	1	
Don't care about these issues	0.0%	0		
Not Sure/DK/NA	12.6%	15		

		Total		
		Column N %	Count	Mean
14. Vote for measures	All three measures	30.6%	185	
	Both city measures	9.6%	58	
	One of the city measures and the school measure	15.9%	96	
	One of the city measures	5.6%	34	
	The school measure	7.5%	45	
	None of the measures	17.3%	104	
	DK/NA	13.6%	82	

DEMOGRAPHICS

		Total		
		Column N %	Count	Mean
A. Do any children under the age of 18 live in your household?	Yes	26.5%	160	
	No	72.7%	439	
	Not sure/DK/NA	0.8%	5	
B. Respondent's Gender	Male	44.1%	267	
	Female	54.1%	326	
	Other	1.8%	11	
C. Age	18-29	11.0%	67	
	30-39	14.7%	89	
	40-49	14.1%	85	
	50-64	30.6%	185	
	65+	29.6%	179	
	Not coded	0.0%	0	
D. Ethnic Surname	Japanese	1.0%	6	
	Chinese	2.9%	18	
	Hispanic	18.0%	109	
	Jewish	2.1%	13	
	Armenian	0.2%	1	
	Vietnamese	0.6%	4	
	Italian	1.4%	9	
	Korean	0.2%	1	
	African American	7.3%	44	
	Not Coded	66.4%	401	
E. Homeownership Status	Owner	58.6%	354	
	Renter	41.4%	250	
F. Party	Democrat	64.0%	387	
	Republican	13.4%	81	
	Other	3.7%	22	
	DTS	19.0%	115	
G. Household Party Type	Dem 1	32.1%	194	
	Dem 2+	21.1%	128	
	Rep 1	5.6%	34	
	Rep 2+	3.5%	21	
	Other 1	11.5%	69	
	Other 2+	3.8%	23	
	Dem & Rep	4.1%	25	
	Dem & Other	14.3%	86	
	Rep & Other	2.5%	15	
	Dem, Rep & Other	1.5%	9	
H. Registration Date	2017 to 2018	0.0%	0	
	2013 to 2016	35.6%	215	
	2009 to 2012	15.5%	94	
	2005 to 2008	13.4%	81	
	2001 to 2004	7.8%	47	
	1997 to 2000	4.5%	27	
	1993 to 1996	3.5%	21	
	1981 to 1992	8.1%	49	
	1980 or before	11.6%	70	
	Not Coded	0.0%	0	

		Total		
		Column N %	Count	Mean
I. Voting History		see detailed crosstabs		
J. Times Voted in Last Elections	1	10.7%	65	
	2	6.4%	39	
	3	6.7%	40	
	4	7.8%	47	
	5	9.6%	58	
	6	5.5%	33	
	7	5.4%	33	
	8	6.0%	36	
	9	3.8%	23	
	10	7.5%	45	
	11	6.3%	38	
	12	9.0%	54	
	13	15.0%	91	
	14	0.1%	1	
	15	0.2%	1	
	16	0.1%	1	
K. Absentee Voter	0	32.2%	194	
	1	15.3%	93	
	2	6.2%	37	
	3	5.5%	33	
	4	3.7%	22	
	5	2.5%	15	
	6	4.7%	28	
	7	3.8%	23	
	8	2.9%	18	
	9	3.7%	22	
	10	3.3%	20	
	11	3.2%	19	
	12	5.5%	33	
	13	7.2%	43	
	14	0.1%	1	
	15	0.2%	1	
16	0.1%	1		
L. Permanent Absentee Voter	Yes	70.2%	424	
	No	29.8%	180	
M. Likely Absentee Voter	Yes	71.8%	434	
	No	28.2%	170	
N. Likely November 2018 Voter	Yes	100.0%	604	
	No	0.0%	0	
O. Likely June 2018 Voter	Yes	55.1%	333	
	No	44.9%	271	