CITY COUNCIL MEETING

MAY 21, 2024

PRESENTATIONS

Item#15

WS 24-018

Potential Ballot Measure to Extend Without Increasing the City of Hayward Half-Cent Sales Tax

MEASURE C: NEXT STEPS

City Council Work Session | May 21, 2024



Measure C

To restore and maintain Hayward city services and facilities, including firefighting/emergency medical services; improving police protection for neighborhoods; replacing the aging library with a 21st century facility including safe space for after-school homework and tutoring; repairing potholes and streets; updating aging neighborhood fire stations; and other city services; shall the City of Hayward increase the sales tax by $\frac{1}{2}$ percent, for twenty years only, providing locally controlled funding that cannot be taken by the State?



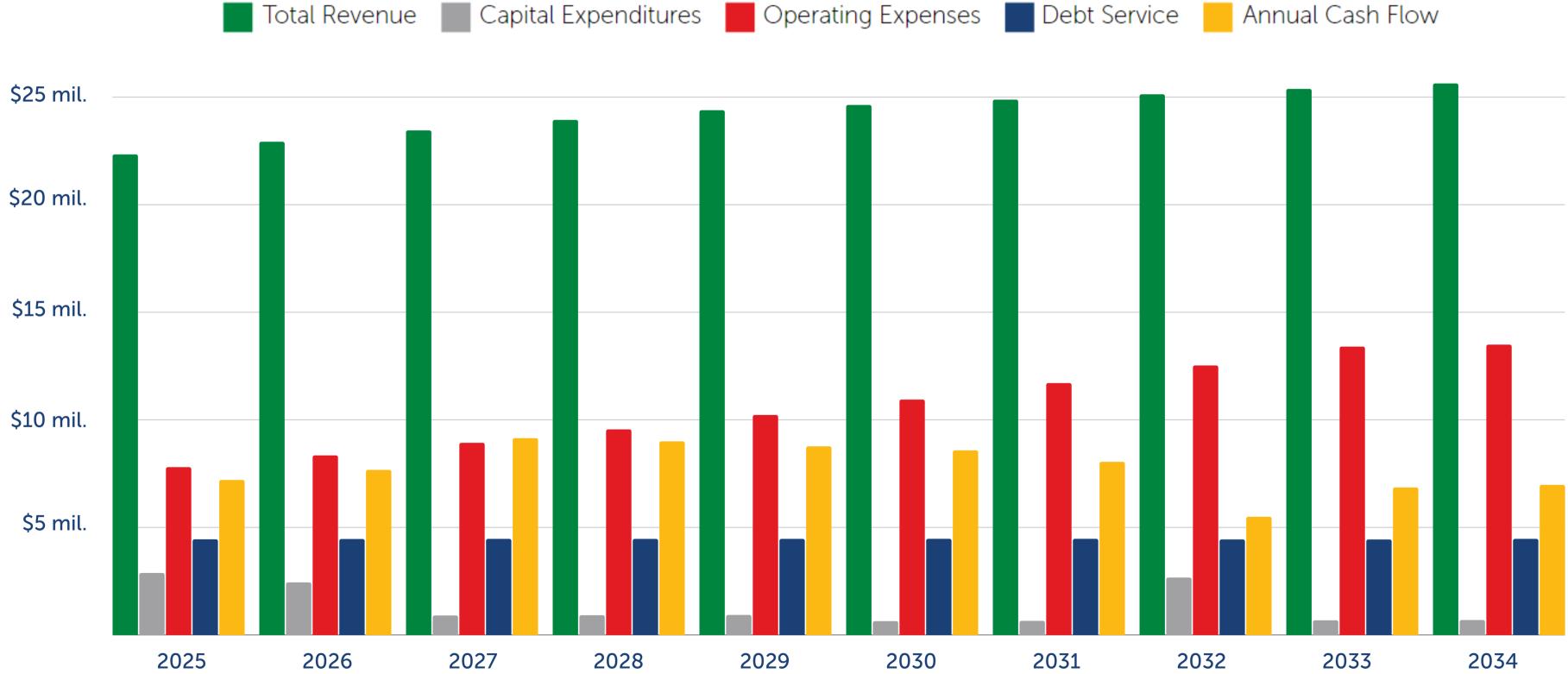
Delivering on Promises

Photo: Novum Structures

Downtown Library



Revenue & Expense Forecast



Fiscal Year







ANNUAL REPORT | 2023



Hayward Residents: City Hall has important decisions to make.





The City of Hayward is seeking input on future use and potential renewal of its halfcent sales tax that funds core municipal services, roadway improvements, and modernization of community-serving facilities and emergency-response systems and infrastructure.

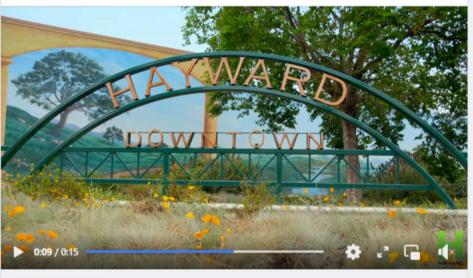
Read the full article





City of Hayward - Government 🥏 H April 5 · 🚱

The City of Hayward wants your input! Please, take our City Survey and let us know what matters most to you and keep Hayward moving forward! Provided as a public service by the City of Hayward.



HAYWARD-CA.GOV Take our city survey! Keep Hayward moving forward!

Learn more

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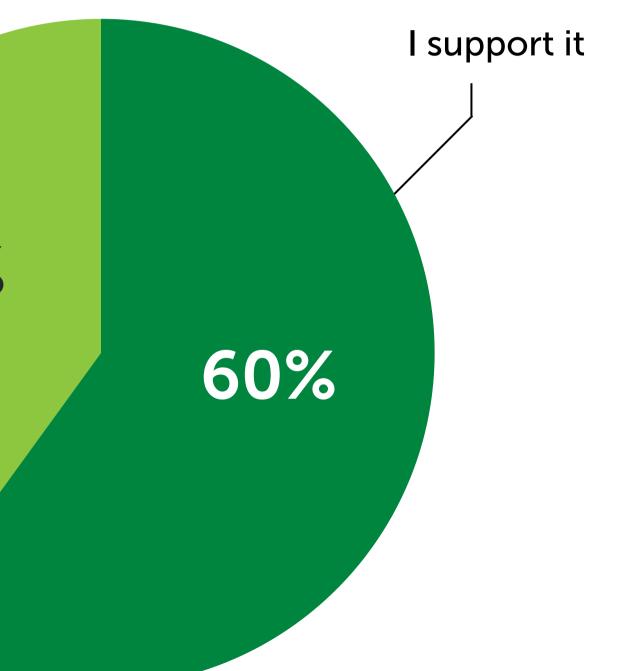


I have questions or concerns

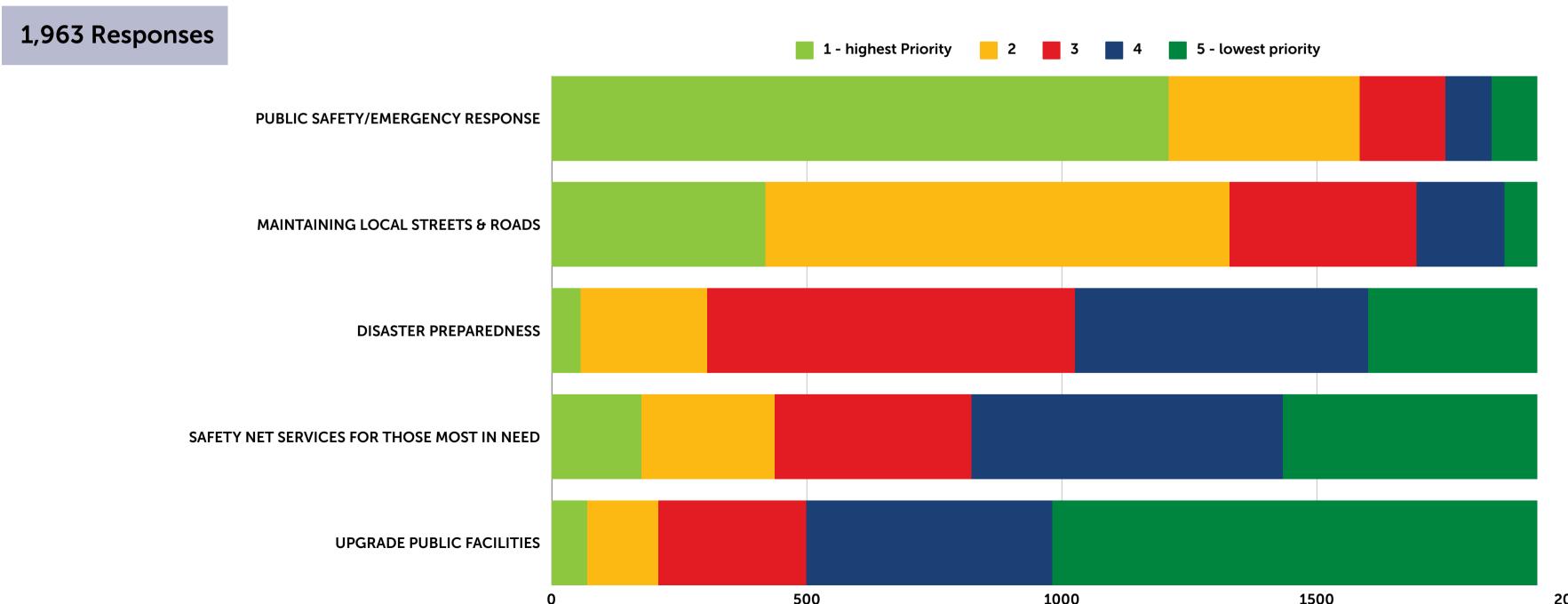
What do you think about the proposal to extend (but NOT increase) the existing city sales tax? 40%

1,963 Responses





What do you think about the proposal to extend (but NOT increase) the existing city sales tax?





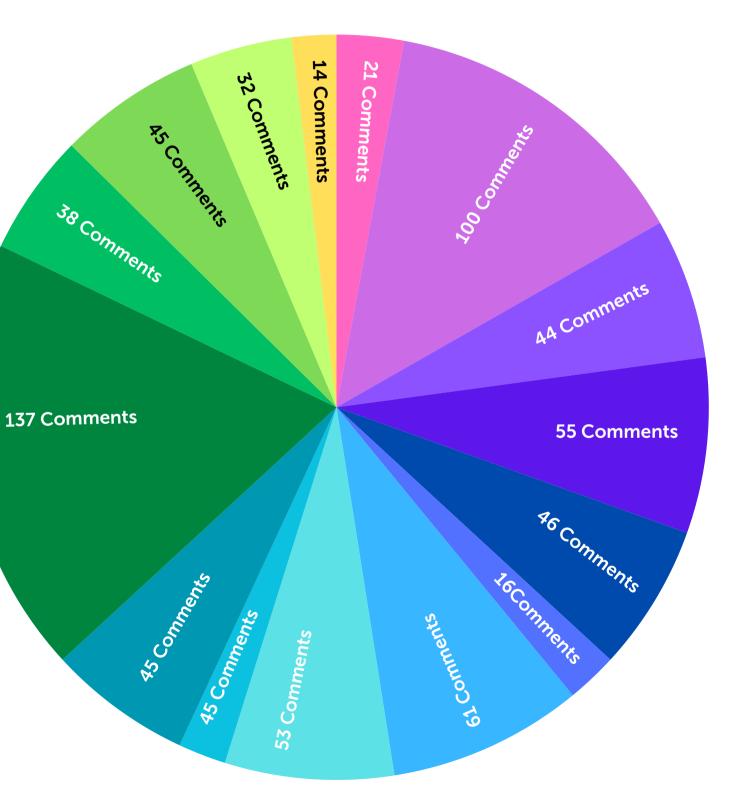
If you have a priority not listed among the five options provided, please describe it.

636 Responses



Some comments fell into more than one category





HAY WARD

Updating Hayward Voter Views of a Measure C Extension

Key Findings of a Survey of Hayward Voters Conducted May 4-12, 2024



220-7137

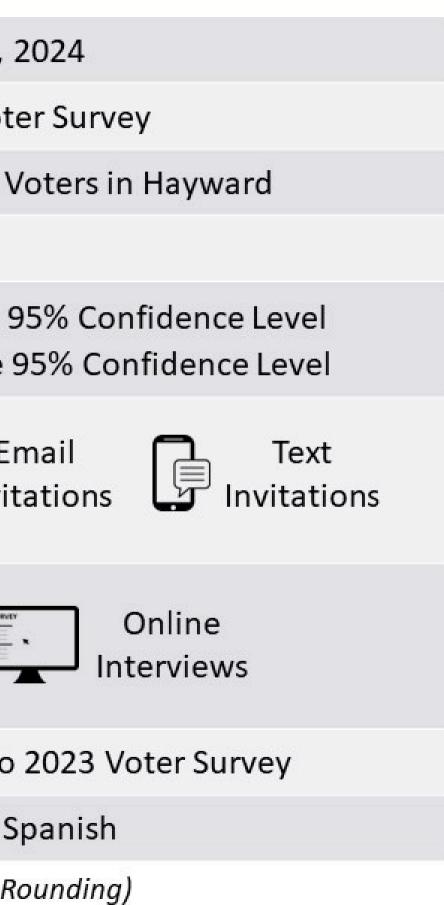
Survey Methodology

Dates	May 4-12,				
Survey Type	Dual-mode Vot				
Research Population	Likely November 2024 ۱				
Total Interviews	653				
Margin of Sampling Error	(Full Sample) \pm 4.0% at the 9 (Half Sample) \pm 5.7% at the 9				
Contact Methods	Telephone E Calls Invit				
Data Collection Modes	Telephone Interviews				
Survey Tracking	Selected Comparisons to				
Languages	English and S				
(Note: Not All Results Will Sum to 100% Due to R					

.5

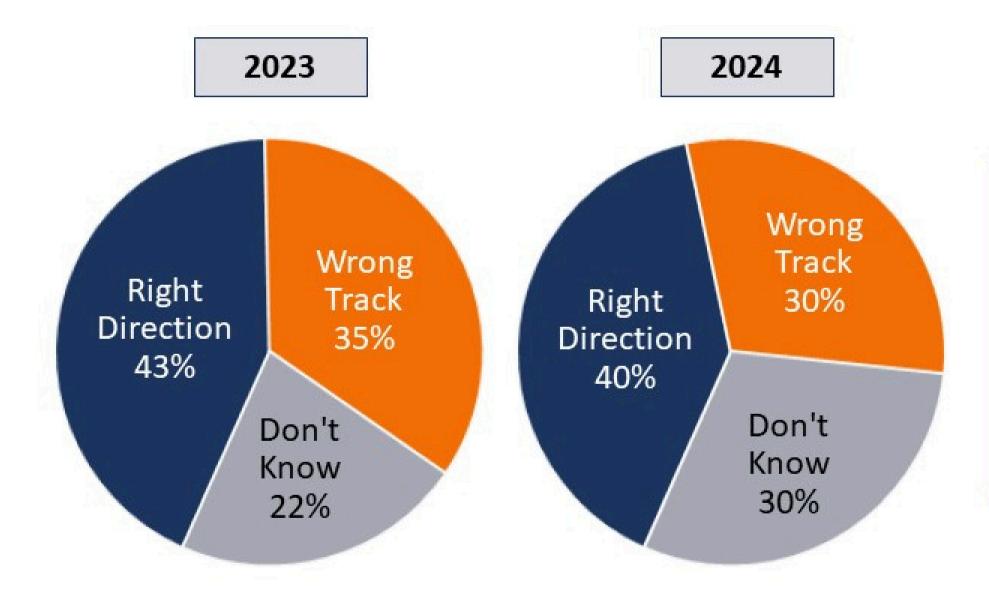
RESEARCH



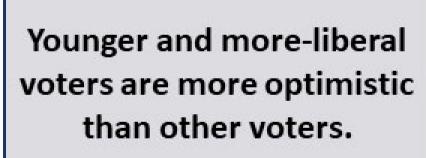


Voters in Hayward continue to be more optimistic than pessimistic overall.

Do you feel that things in Hayward are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

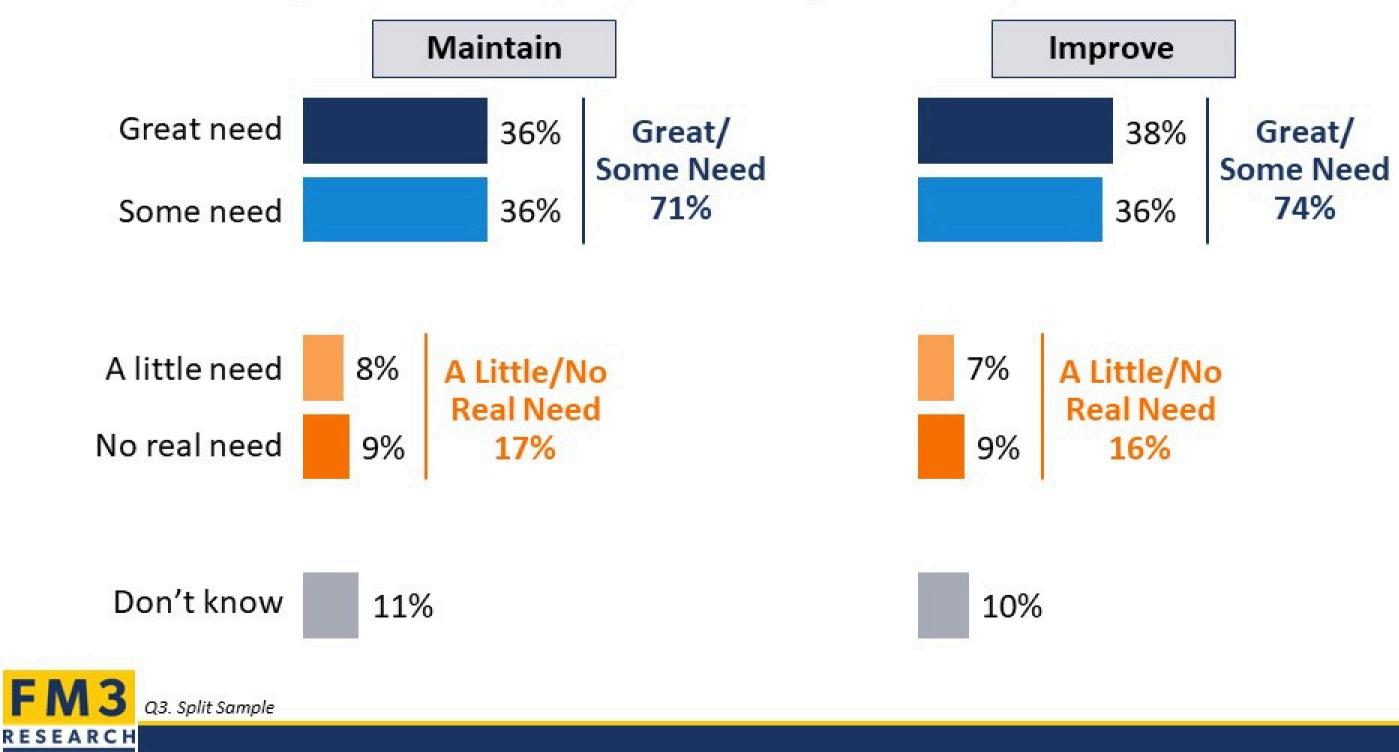






Seven in ten voters believe there is "a great need" or "some need" for additional funding.

In general, would you say that the City of Hayward has a great need for funding, some need, a little need, or no real need for additional funding to **(HALF SAMPLE:** maintain**) (HALF SAMPLE:** improve**)** essential City services and facilities?



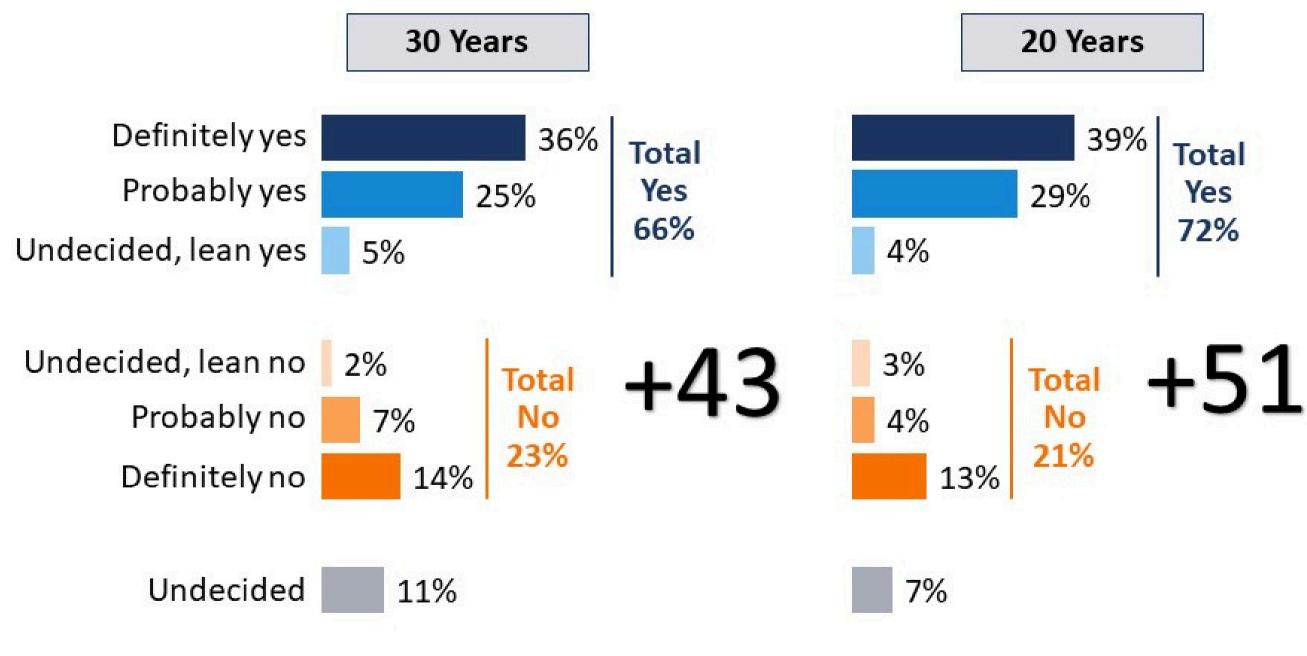
Voters heard or read the potential ballot language of a Measure C extension.

To continue providing essential City of Hayward services, including firefighting, emergency-medical response, police protection, pothole repair, street improvements, general City maintenance, and modernization of aging City facilities, including for police, public works, and South Hayward community and library services; shall a City of Hayward measure to continue (without increasing) an existing ¹/₂-cent sales tax for (HALF SAMPLE: 30 years) (HALF SAMPLE: 20 years), providing \$20,000,000 annually that cannot be taken by the State, requiring annual audits and public disclosure, be adopted?



Q2. Based on this description, do you think you would vote yes or no on this measure?

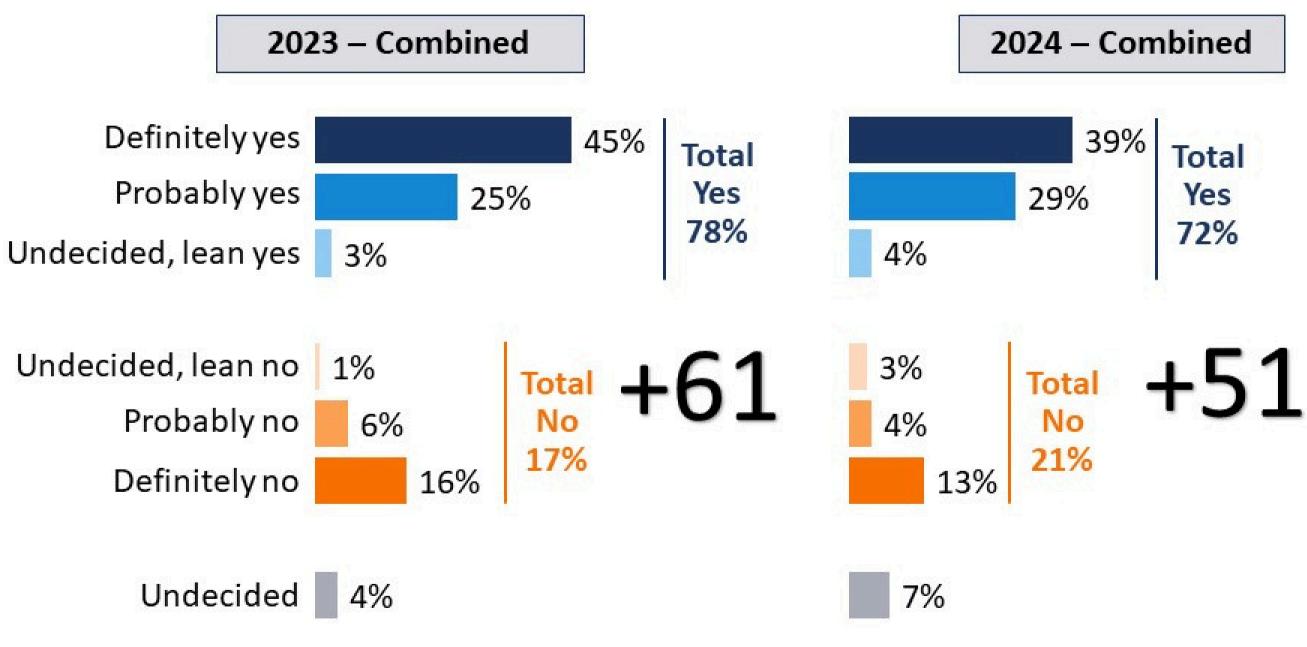
More than seven in ten support the renewal with a 20-year sunset – a broader margin of support than the longer sunset.





Q2. Do you think you would yote yes or no on this measure? Solit Sample

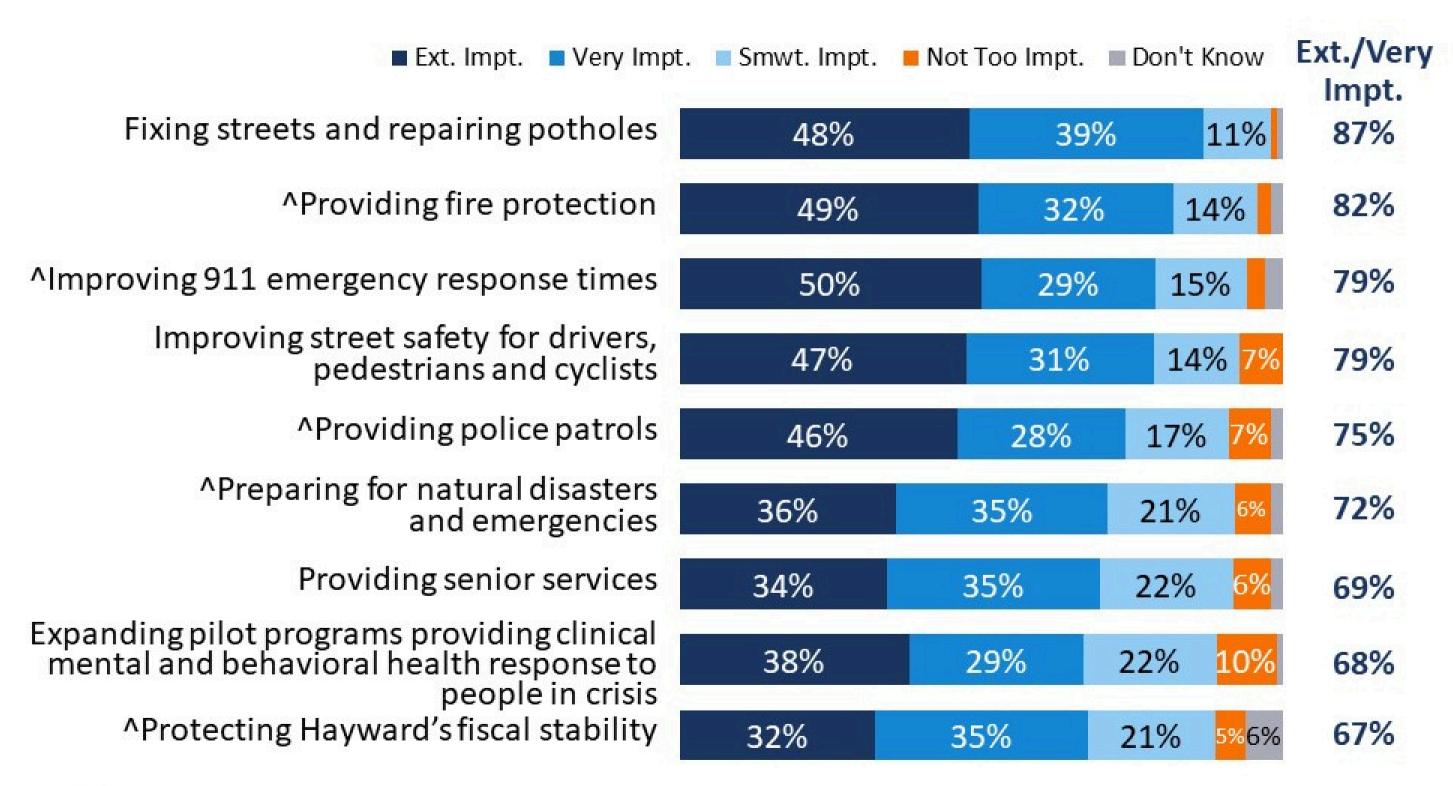
The vote shares are very similar to 2023 polling, with a slight drop in the intensity of the "yes" vote.





Do you think you would vote yes or no on this measure? Split Sample

Voters' top funding priorities include pothole repair, fire protection, and emergency response.





Q4. Please consider some potential elements of this measure, including ways in which funds it generates could be spent. For each one, please indicate how important each one is to you personally, regardless of how you feel about the measure: extremely important, very important, somewhat important, or not too important. ANot Part of Split Sample

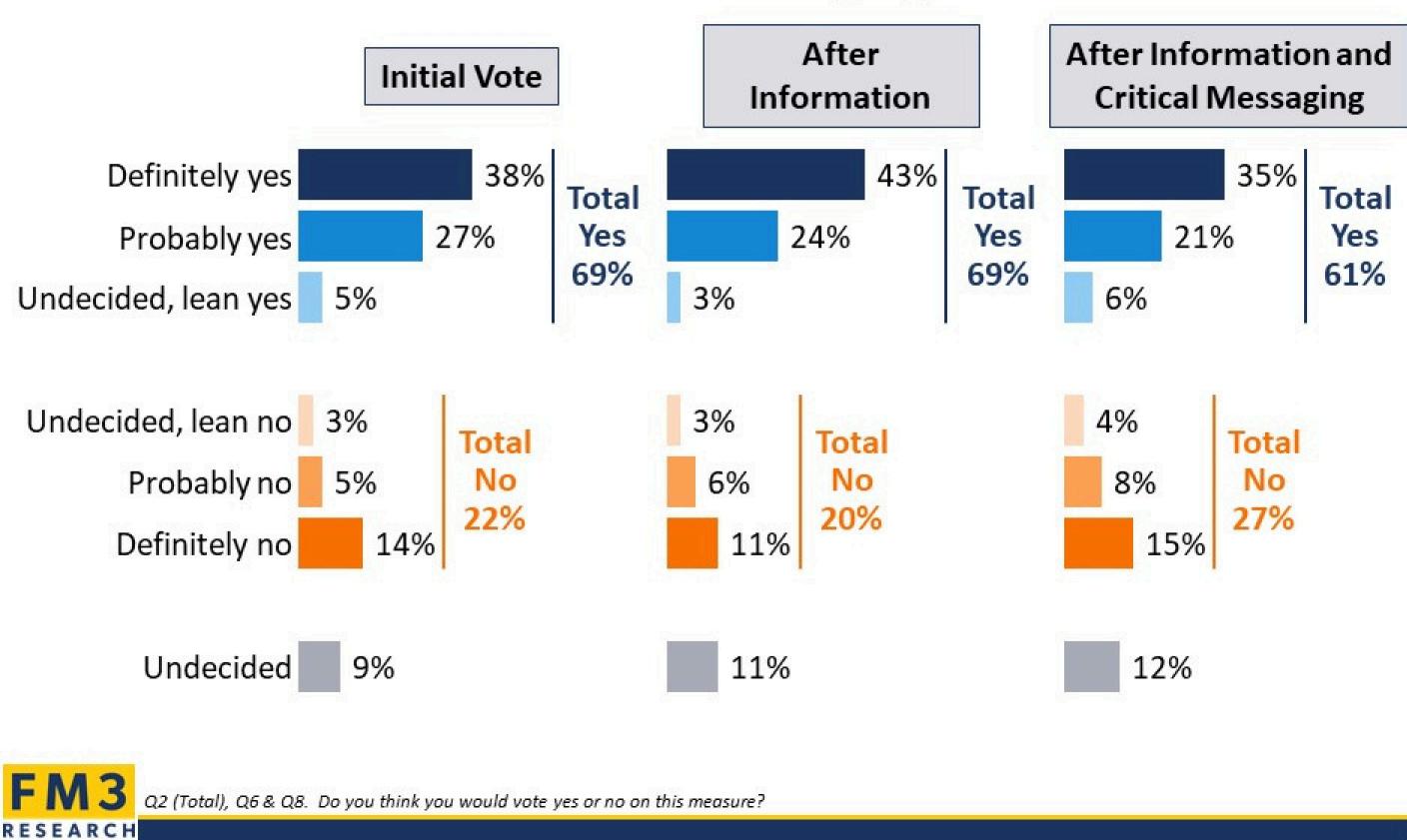
They see a new fire station as less urgent, relatively speaking.

Ext. Impt. Very Impt. ^Removing blight, litter and graffiti	Smwt. Impt. 33%	Not Too Im	pt. ■ Don't Know 23% 10%	Ext./Very Impt. 66%
Fixing deteriorating sidewalks ^Providing matching funding to help keep our safety-net hospital, St. Rose Hospital, open to serve Hayward's most vulnerable residents	33%	32%	27% 8%	65%
	33%	32%	22% 8%	65%
Providing after-school and summer programs for youth	32%	31%	26% <mark>8%</mark>	63%
^Providing services for low-income families such as healthcare, education, counseling and childcare	31%	30%	23% 14%	61%
^Providing more space at libraries to ensure children are not turned away from reading programs	25%	34%	25% 13%	58%
Providing services to community members who are experiencing homelessness	33%	24%	24% 17%	57%
Building a new fire station in the Hayward hills to protect against wildfire	23% 2	.4% 3	<mark>4% 13%</mark> 7%	47%



Q4. Please consider some potential elements of this measure, including ways in which funds it generates could be spent. For each one, please indicate how important each one is to you personally, regardless of how you feel about the measure: extremely important, very important, somewhat important, or not too important. ANot Part of Split Sample

While backing remains above a majority, support for the measure softens after voters hear critical messaging.



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Direction Requested

Proceed with November ballot measure?

If yes, 20- or 30-year extension?

If yes, direction on project and service priorities?



Questions & Comments

