



DATE: May 16, 2018

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT Review of Research Scope for Survey of Hayward Voters

RECOMMENDATION

That the Council Budget and Finance Committee (CBFC) reviews and comments on this report and presentation by Godbe Research, Inc.

BACKGROUND

For the past seven years, the Godbe Research, Inc. (Godbe) has been providing community survey and data analysis services for a variety of City initiatives. Beginning in 2008, Godbe completed the first of several biennial resident satisfaction surveys with the most recent taking place in fall of 2016. These surveys have given the Council and staff access to longitudinal data measuring Hayward residents' opinions on the quality of services and programming provided by the City.

In addition to resident satisfaction research, Godbe Research has conducted surveys measuring voter sentiments for tax measures such as the Utility Users Tax (initial levy and renewal) and the 2014 Measure C ½-cent sales tax levy.

The City Council held a budget work session on October 14, 2017 to identify strategies to enhance revenue and control expenditures to eliminate the City's on-going structural deficit. In anticipation of submitting to voters a November 2018 revenue measure, Godbe prepared a survey to research various options and scenarios. The results of this survey were presented to the Council Budget and Finance Committee at their October 18, 2017 meeting.

DISCUSSION

Godbe is a recognized research leader in California. Given Godbe's longstanding experience measuring the opinions of Hayward residents, staff recommends engaging the firm to conduct the second 2018 Revenue Measure Feasibility Study.

Godbe will conduct a hybrid Internet/ Telephone survey with a sample size of 600 voters, to gauge voter sentiments on potential revenue measures, including an increase in the City's Real Property Transfer Tax and Transient Occupancy Tax. The survey will either be 18 or 20 minutes depending on the length and number of the survey questions desired by the CBFC.

Surveys are available in several different languages to ensure the opinions of the diverse population of the City can be heard. The hybrid survey has been utilized by several bay area cities as well as HARD and HUSD in the past. Godbe staff are confident in its application for this study.

These options can be found in more detail in Attachment II.

STRATEGIC INITIATIVES

This item is a routine operational item and does not relate to one of the Council's Strategic Initiatives.

FISCAL IMPACT

The total cost of this survey will either be \$29,450 or \$31,500 depending on the length of survey. This will be paid for out of the General Fund - City Manager's Office Budget.

NEXT STEPS

Following CBFC feedback, Godbe will prepare a survey for administration in late May to early June. The results of this survey will be presented to the full City Council in a June work session.

Prepared and Recommended by: John Stefanski, Management Analyst II

Approved by:



Kelly McAdoo, City Manager