



DATE: October 18, 2017

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

Beginning in 2008, Godbe Research Group, Inc. (Godbe) completed the first of several biennial resident satisfaction surveys with the most recent taking place in fall of 2016. For the past seven years, Godbe has been providing community survey and data analysis services for a variety of City initiatives. 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 to identify strategies to enhance revenue and control expenditures to eliminate the City's on-going structural deficit. In anticipation of Council direction to pursue revenue generating alternatives, staff has been working with Godbe to prepare research options in anticipation of submitting future revenue measures to voters, possibly in November 2018.

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 2018 Revenue Measure Feasibility Study.

Godbe will conduct a hybrid Internet/ Telephone survey with a sample size of 800 voters, split into two sub-samples of 400 each to independently evaluate two revenue measure scenarios: single measure real property transfer tax or dual measure real property transfer tax and transient occupancy tax. This initial scope of the survey may change depending on the feedback from the City Council on possible revenue measures at the October 14 budget work session. The survey will be between 18 to 20 minutes depending on the 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 gathered and heard. The hybrid survey has been utilized by several bay area cities as well as HARD and HUSD in the past.

Attachment II: "Proposal to Conduct a Survey of Hayward Voters" provides detailed information for the Committee to consider for feedback.

STRATEGIC INITIATIVES

The scope of this work will not be directly tied to Council's strategic initiatives.

FISCAL IMPACT

The total cost of this survey will either be \$37,300 or \$39,900 depending on its length. 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 October/ early November. The results of this survey will be presented to the CBFC at its December 2017 meeting.

Prepared and Recommended by: John Stefanski, Management Analyst II

Approved by:



Kelly McAdoo, City Manager