



GODBE RESEARCH  
Gain Insight



# City of Hayward: UUT Renewal Feasibility Survey

December 2015

# Overview and Research Objectives

The City of Hayward commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a measure to renew the existing UUT at a new rate to maintain City services with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Identify the rate and duration at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Telephone and Internet Interviewing
- Universe 18,836 likely June 2016 voters in the City of Hayward
- Fielding Dates November 5 through November 15, 2015
- Interview Length 20 minutes
- Sample Size 650
- Margin of Error  $\pm 3.78\%$



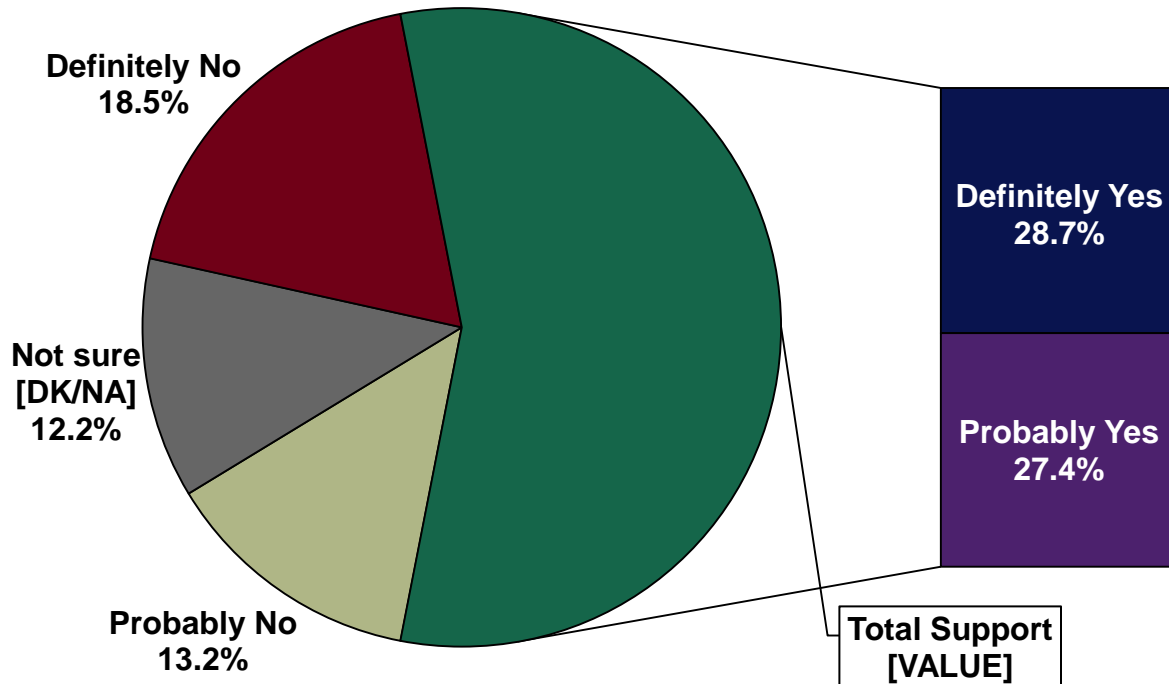
GODBE RESEARCH  
Gain Insight



## Key Findings

# Q1. Uninformed Support for UUT Renewal

June 2016 (n=650)



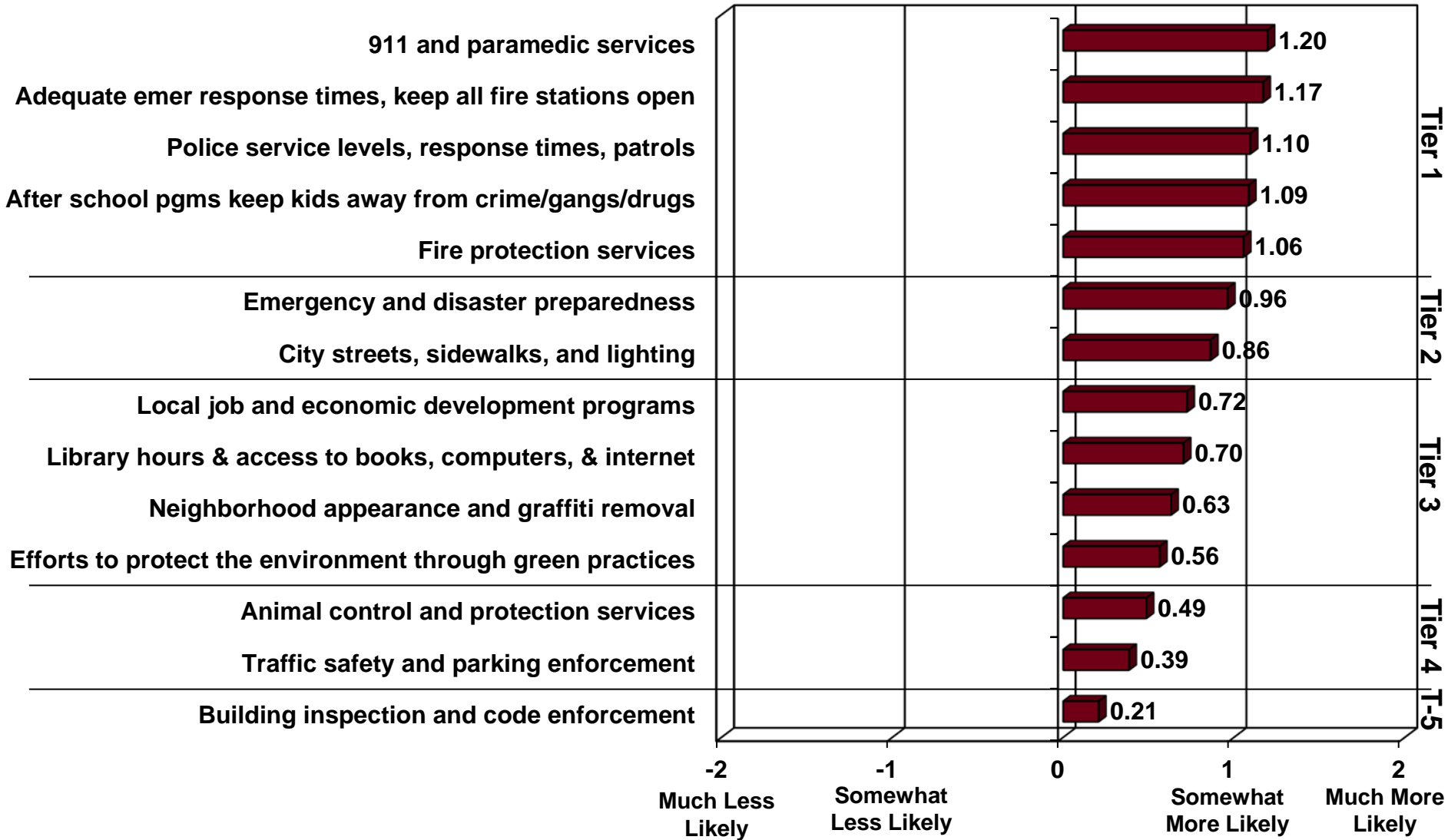
To maintain City of Hayward services including:

- maintaining firefighters, paramedics, fire stations, and neighborhood police patrols;
- protecting emergency response times;
- preserving youth and anti-gang programs, and
- emergency and disaster preparedness;

shall the City of Hayward renew the existing Utility Users Tax ordinance at a new rate of 6.25 percent on gas, electricity, video and telecommunications services, providing \$17 million annually, for 20 years, with exemptions available for low-income lifeline users; and all money dedicated to preserving Hayward city services?

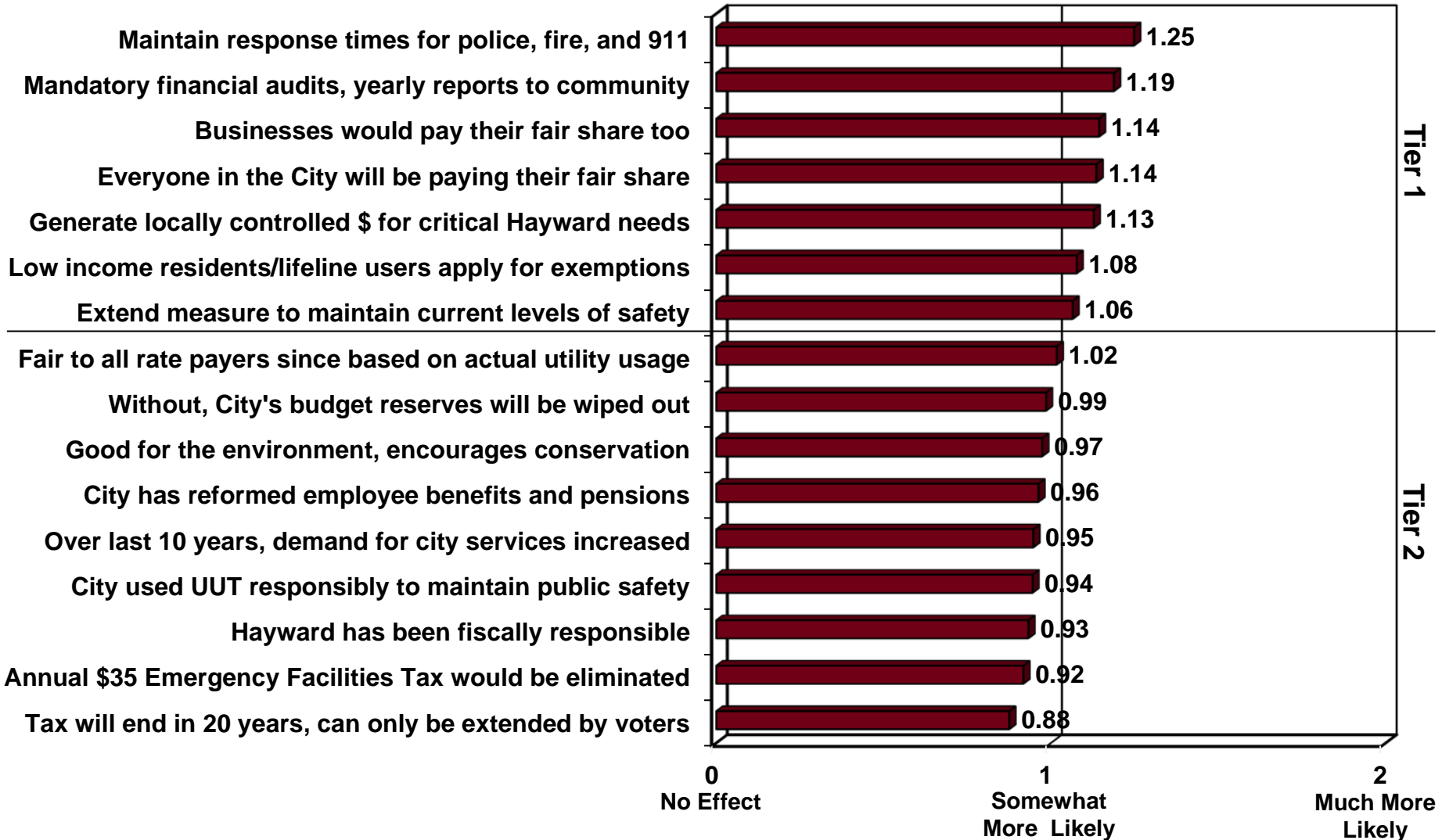
# Q2. Features of the Measure

## June 2016 (n=650)



# Q3. Influence of Supporting Statements

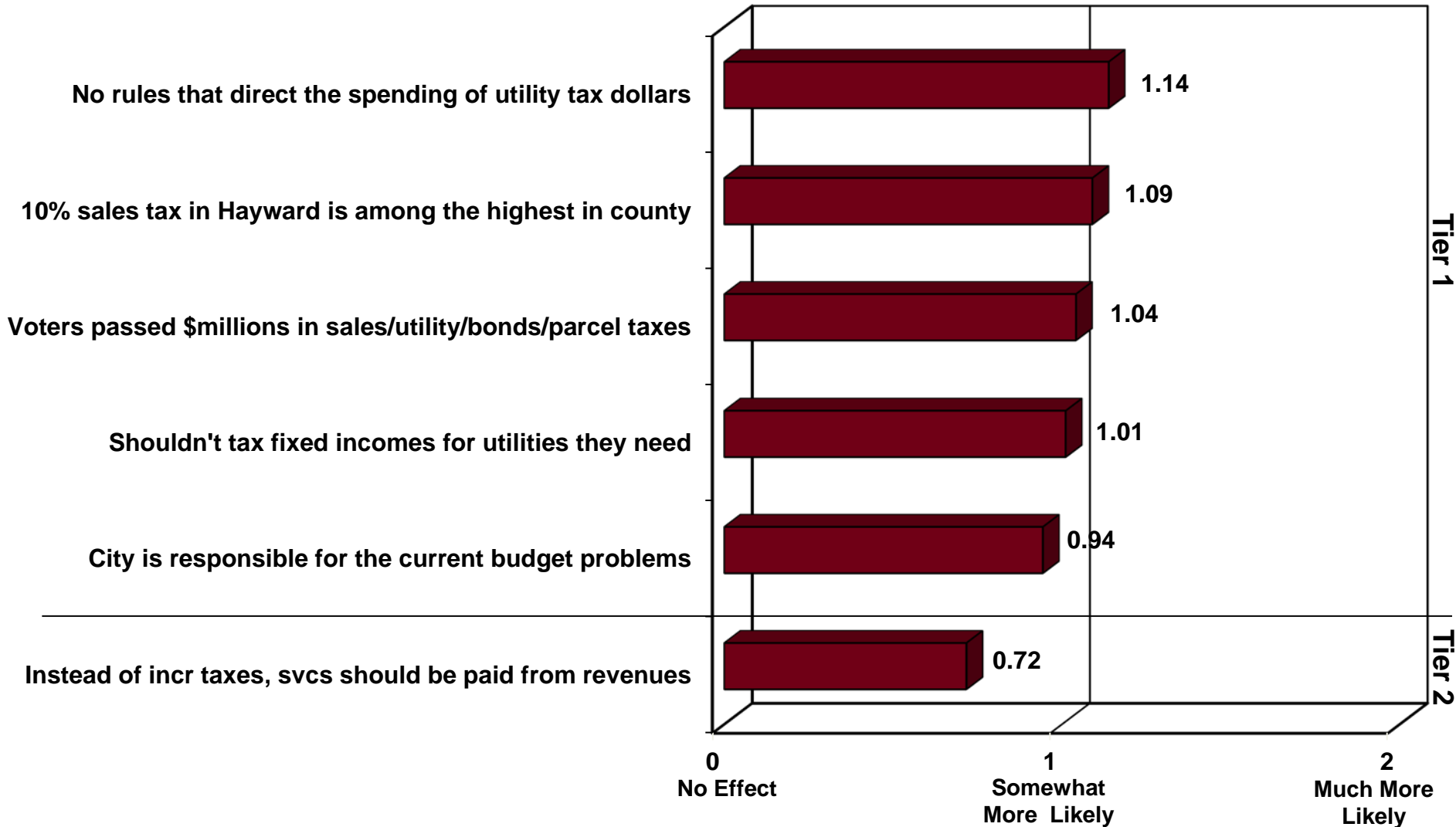
## June 2016 (n=650)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Q4. Potential Opposition Statements

June 2016 (n=650)

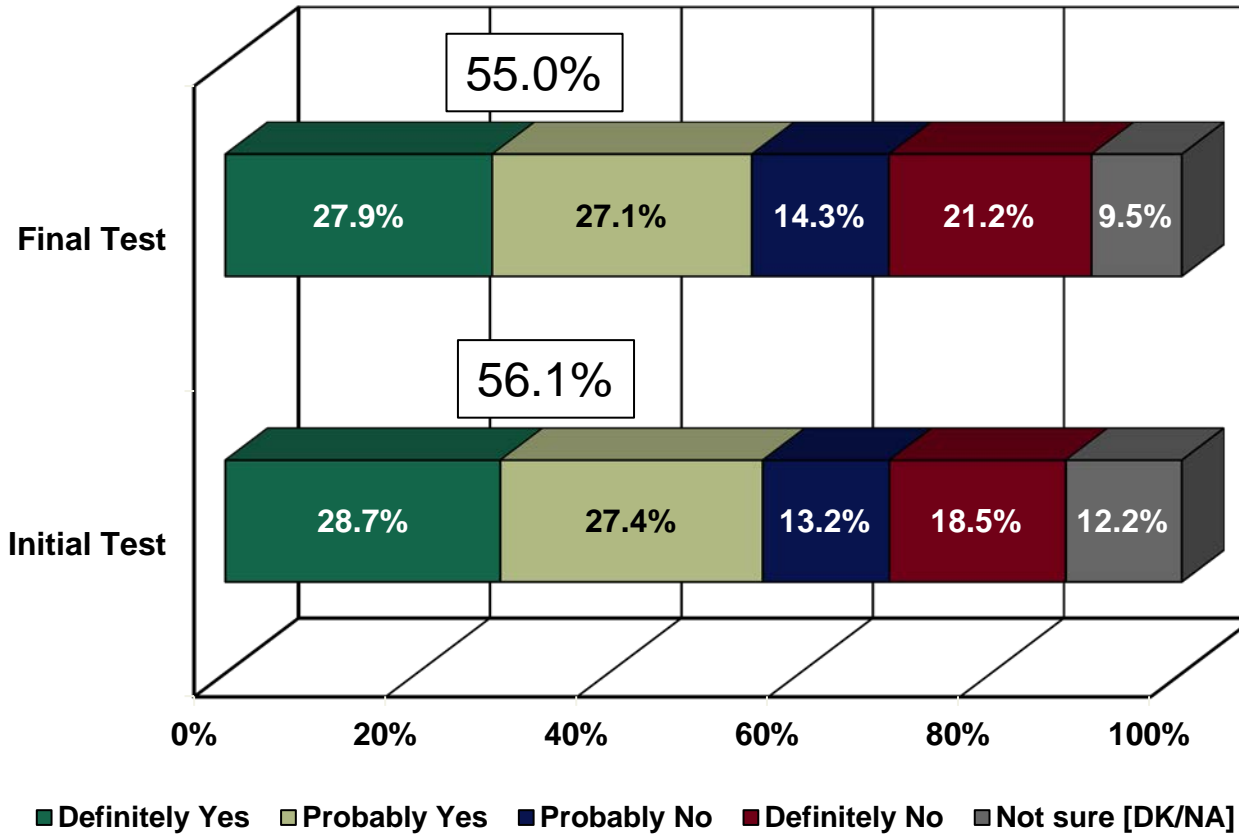


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.



# Q5. Informed Support

June 2016 (n=650)

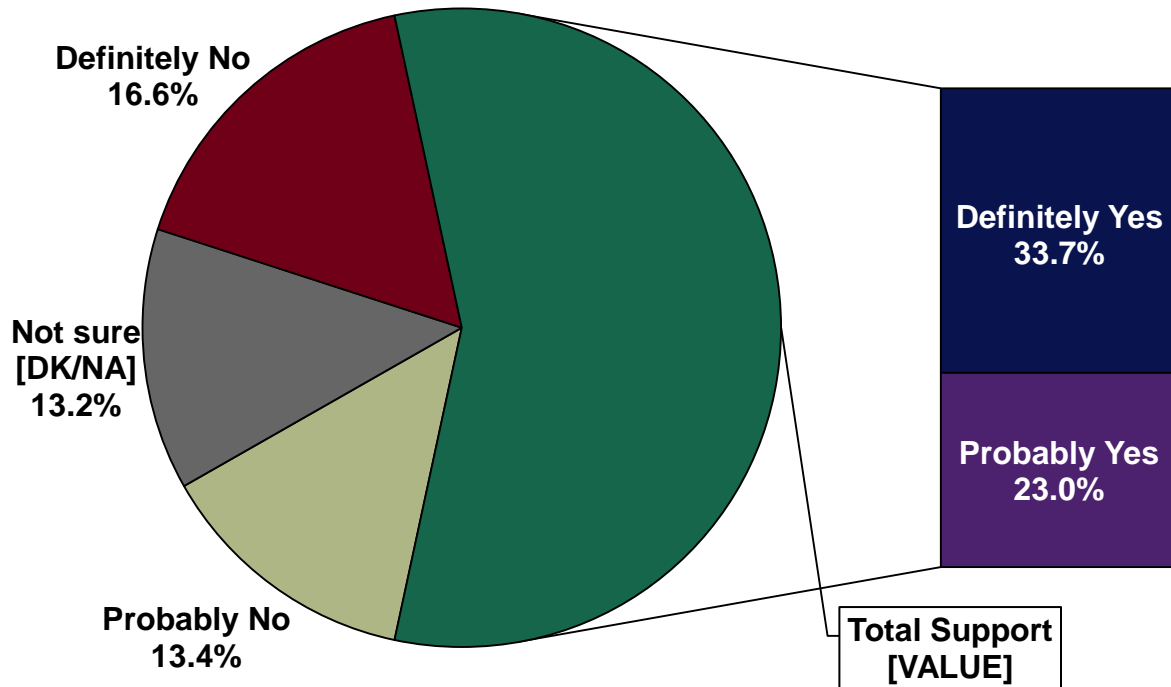


To maintain City of Hayward services including:

- maintaining firefighters, paramedics, fire stations, and neighborhood police patrols;
- protecting emergency response times;
- preserving youth and anti-gang programs, and
- emergency and disaster preparedness;

shall the City of Hayward renew the existing Utility Users Tax ordinance at a new rate of 6.25 percent on gas, electricity, video and telecommunications services, providing \$17 million annually, for 20 years, with exemptions available for low-income lifeline users; and all money dedicated to preserving Hayward city services?

# Q6. Support for Alternate Measure: 6.25% for 10 Years Split Sample A (n=304)



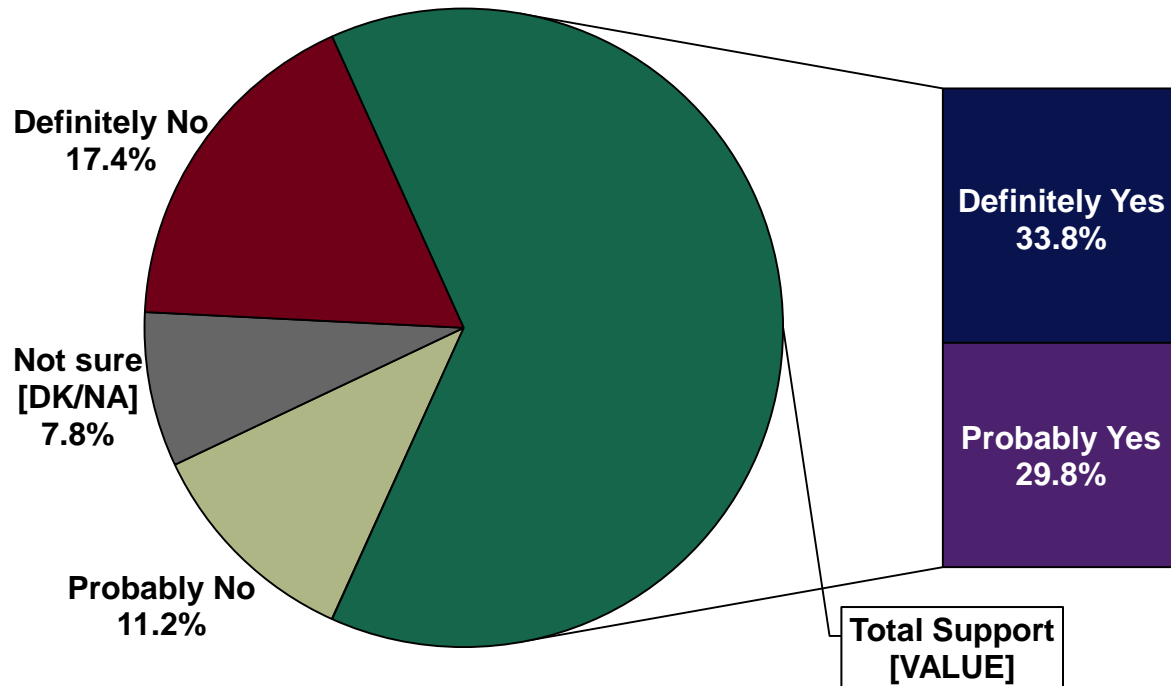
Instead of the measure just presented, an alternative measure might be presented to voters for a shorter time-period. Here's a summary of that measure:

To maintain City of Hayward services including:

- maintaining firefighters, paramedics, fire stations, and neighborhood police patrols;
- protecting emergency response times;
- preserving youth and anti-gang programs, and
- emergency and disaster preparedness;

shall the City of Hayward renew the existing Utility Users Tax ordinance at a new rate of 6.25 percent on gas, electricity, video and telecommunications services, providing \$17 million annually, for 10 years, with exemptions available for low-income lifeline users; and all money dedicated to preserving Hayward city services?

# Q7. Support for Alternate Measure: 5.5% for 10 Years Split Sample B (n=346)



Instead of the measures just presented, an alternative measure might be presented to voters for a shorter time-period and a lower rate. Here's a summary of that measure:

To maintain City of Hayward services including:

- maintaining firefighters, paramedics, fire stations, and neighborhood police patrols;
- protecting emergency response times;
- preserving youth and anti-gang programs, and
- emergency and disaster preparedness;

shall the City of Hayward renew the existing Utility Users Tax ordinance at 5.5 percent on gas, electricity, video and telecommunications services, providing \$15 million annually, for 10 years, with exemptions available for low-income lifeline users; and all money dedicated to preserving Hayward city services?



**GODBE RESEARCH**  
Gain Insight



[www.godberesearch.com](http://www.godberesearch.com)

California and Corporate Offices  
1660 South Amphlett Boulevard, Suite 205  
San Mateo, CA 94402

Nevada Office

59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900  
Bellevue, WA 98004