



**DATE:** June 27, 2023

**TO:** Mayor and City Council

**FROM:** Assistant City Manager

**SUBJECT:** Community Survey Results: Receive Presentation of Community Survey Results and Consider Potential Ballot Measure for Future Facilities Needs

## **RECOMMENDATION**

That the City Council receives a presentation on the results of a feasibility poll exploring voter support for a ballot measure to extend Hayward's Measure C half-cent sales tax and provides direction for a program of ongoing community education and engagement around the City's current and future facility and infrastructure needs.

## **SUMMARY**

Between May 30 and June 5, 2023, the City of Hayward conducted a feasibility poll surveying a representative sample of registered Hayward voters to gauge support for a potential November 2024 ballot measure to extend the City's 20-year Measure C half-cent sales tax to maintain, restore and update City services, facilities and infrastructure.

The poll of 600 currently registered, likely voters in the November 2024 election found strong majorities of support for a Measure C extension of varying lengths with 63 percent to 78 percent of respondents saying they would vote yes at different points in the survey.

While the results reflect strong backing for a Measure C extension, they also show that public opinion on the matter shifts as respondents receive more information, suggesting a program of community outreach, information-sharing and engagement to increase awareness of City service, facility and infrastructure needs and City understanding of community priorities would be beneficial as the Council weighs a potential November 2024 ballot measure.

## **BACKGROUND**

On June 3, 2014, Hayward voters approved City of Hayward Measure C, a 20-year, half-cent sales tax with 67.4 percent of ballots cast voted in favor.

Though Measure C was a general tax measure—requiring just a simple majority of votes cast for passage and with proceeds available for use by the City for any lawful municipal

purpose—the measure was presented to voters as intended for the funding and financing of services and facility and infrastructure improvements, upgrades and replacement projects related to public safety, including police protection, emergency medical response, fire protection, roadways, maintenance and graffiti abatement, and libraries.

In keeping with those commitments, Measure C sales tax proceeds have been maintained and accounted for separately within the City’s General Fund and have been dedicated to financing of the new downtown Hayward Public Library and adjacent Heritage Plaza, seismic retrofits of Hayward Fire Department fire stations, the new regional fire training center as well as extensive street improvements over and above what could have been accomplished through other revenue sources earmarked for this purpose. On June 21, 20223, the City celebrated with a ribbon-cutting and dedication ceremony the completion of its latest Measure C project, the new Hayward Fire Training Center and Fire Station No. 6 on the grounds of Hayward Executive Airport. Additionally, Measure C proceeds fund 23 staff positions in furtherance of community priorities: police patrols and response; combatting illegal dumping; litter control; graffiti cleanup; and traffic, transportation and mobility enhancements.

## **DISCUSSION**

Presently, Measure C generates approximately \$20 million a year and the lion’s share of the projected revenue through the sunseting of the half-cent sales tax in 2034 is committed and programmed to pay debt service on the cost of construction of completed Measure C projects and continued funding of Measure C positions at the Hayward Police Department and the City Maintenances Services Department.

At the same time, the City has identified a set of facility, infrastructure, street and information technology needs, projects and objectives with capital funding gaps that are in line with the original goals of Measure C and for which a 20- to 30-year extension of the half-cent sales tax could serve as a source of funding and financing. These include but are not limited to: replacement of the Hayward Police Department building with a new Public Safety Center; a new Fire Station No. 9 to serve neighborhoods in the Hayward hills; modernizing the City Corporation Yard that houses maintenance, water and sewer, and public works crews; rebuilding the Weekes branch of Hayward Public Library in South Hayward; and a reimaging and reconstruction of the South Hayward Youth & Family Center (Stack Center).

On May 3, 2023, the Council Budget and Finance Committee received a report providing an overview of City building, facility and other infrastructure needs and available funding, and a proposal for testing community and voter support for an extension of the Measure C half-cent sales tax as a potential funding source. The Committee gave its unanimous support for a public opinion survey to test the feasibility of a November 2024 ballot measure to extend Measure C and a program of ongoing community education and engagement to build awareness about the City’s building and facility needs and objective and as well as City understanding of Hayward community priorities.

The survey was conducted for the City between May 30 and June 5, 2023, by the City’s public opinion research consultant, Fairbank, Maslin, Maullin, Metz & Associates (FM3), of Oakland,

CA. FM3 surveyed a randomly generated, representative sample of 630 voters deemed likely to participate in the November 2024 election based on their voting history or because they recently registered to vote. Respondents were contacted via telephone, email and text messaging with data collected via telephone and online surveys. The objective was to obtain an accurate snapshot of voter attitudes and provide a basis for comparison and understanding of differences in opinion and viewpoints among and between segments of the community and voter groups.

As stated above, the poll found strong majorities of support for a Measure C extension of varying lengths (of 20 or 30 years) with 63 percent to 78 percent of respondents saying they would vote yes at different points in the survey. Attachment II of this staff report is what is called a top-line report of survey responses—and it will be accompanied by a presentation and interpretation of the findings by FM3 to set the stage for Council discussion and direction to City staff on next steps.

### **ECONOMIC IMPACT**

The economic impact of building, facility and infrastructure improvements, enhancements and construction that could be financed through an extension of the Measure C half-cent sales tax cannot be accurately quantified at this time but we assume they would positively support and benefit quality of life, commerce and economic development in Hayward.

### **FISCAL IMPACT**

The total cost of the public opinion survey conducted by FM3 on behalf of the City, analysis and preparation of reports was \$48,500. The cost of the survey and analysis was included in the City's FY 2023 Operating Budget.

### **STRATEGIC INITIATIVES**

Accurately assessing the feasibility of a Measure C extension directly supports City of Hayward Strategic Roadmap priorities of Enhancing Community Safety and Quality of Life; Growing the Economy; Investing in Infrastructure; and Strengthening Organizational Health; and associated projects.

### **SUSTAINABILITY FEATURES**

Building, facilities and infrastructure construction projects carried out by the City of Hayward incorporate energy-saving, climate protection and environmental sustainability efficiencies to the greatest extent practically possible.

### **PUBLIC CONTACT**

The feasibility survey carried out for the City of Hayward by FM3 was initiated as the first component of a program of voter and community education and engagement intended to

support and inform future City Council deliberations on a potential Measure C extension appearing on the November 2024 ballot.

## **NEXT STEPS**

With City Council approval and direction, City staff would develop and carry out a program of community listening, education, and engagement about City building, facility and infrastructure needs and objectives, and provide a report back findings and recommendations in Spring of 2024.

*Prepared by:* Chuck Finnie, Communications and Marketing Officer

*Recommended by:* Dustin Claussen, Assistant City Manager

Approved by:



---

Kelly McAdoo, City Manager