



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

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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.

ATTACHMENTS

Attachment I Staff Report
Attachment II Survey Results