



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

Cover Memo

File #: RPT 18-089, **Version:** 1

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.

SUMMARY

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.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Research Proposal