

Agenda Item 7a.

April 26, 2022

Hear Report on a March 2022 Survey of Union City Voter
Attitudes on Extension of the One-Half Cent Sales Tax and
Planned Public Information Program





**UNION
CITY**

Background



Timeline

- **October 2021, Adopted Revised Strategic Plan**
 - Goal A: Fiscal Stability and Sustainability
 - Strategy 2, Study and prepare for placement of a revenue measure on the November 2022 election that addresses the expiration of the one-half cent sales tax; or prepare for \$6 million in service cuts



Timeline

- **January 11:** City Council resolution authorized agreement to assess the feasibility of a revenue measure or measures:
 - Complete a community survey and implement an informational outreach plan
 - Prepare materials and work with City Attorney on possible ballot measure(s)



Timeline

- **January 25:** City Council resolution authorized Mayor to appoint subcommittee to evaluate and provide recommendations:
 - One-half cent sales tax extension
 - BLT increase
 - Both require approval by voters
- **February 22:** Ad Hoc Subcommittee presented findings and recommended:
 - Proceed with survey - one-half cent sales tax extension
 - Continue analysis of BLT increase for future election
 - Council reviewed BLT data and concurred



A large blue geometric shape, resembling a stylized 'F' or a parallelogram with a diagonal cut, occupies the left side of the slide. It is composed of a solid blue area.

Survey Results



GODBE RESEARCH
Gain Insight



PROPS & MEASURES
STRATEGY & COMMUNICATIONS

City of Union City: 2022 Sales Tax Survey

April 26, 2022

Overview and Research Objectives



GODBE RESEARCH
Gain Insight

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

- Assess opinion on the City's efforts to address the coronavirus crisis;
- Gauge the public's perceptions of where the economy is headed, satisfaction with the provision of City services, and the City's management of public funds;
- Assess potential voter support for a sales tax measure to protect and maintain funding for City services that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the 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 Landline (19), cell (136), text to online (222), and email to online (59) interviewing
- Universe 20,231 Likely November 2022 Voters
- Fielding Dates March 8 to March 22, 2022
- Interview Length 22 minutes
- Sample Size n=435
- Margin of Error $\pm 4.65\%$



GODBE RESEARCH
Gain Insight



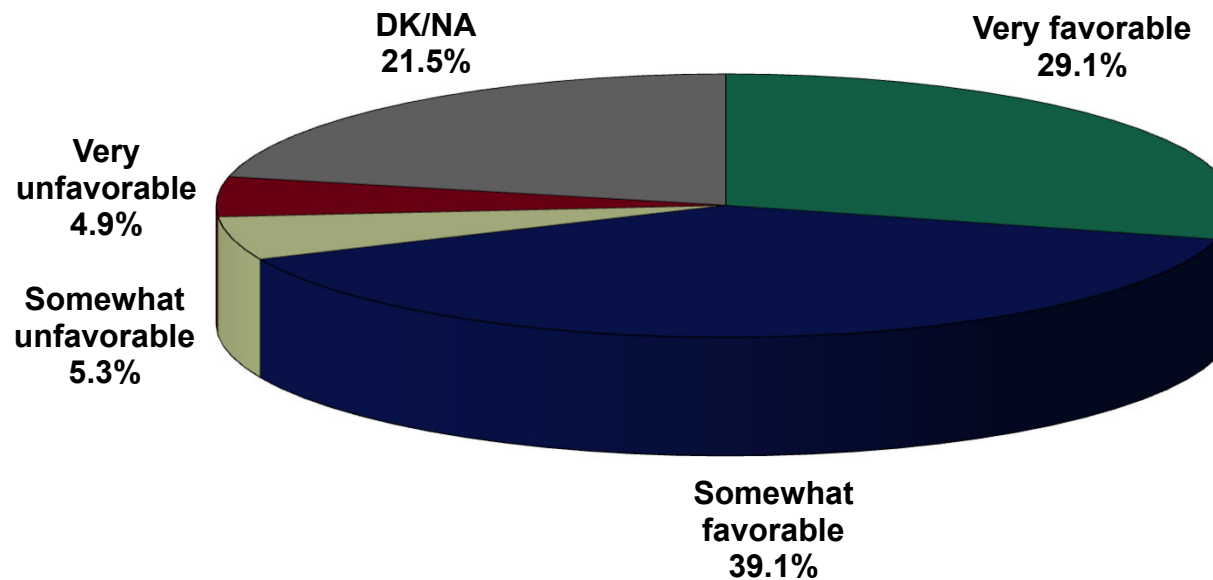
PROPS & MEASURES
STRATEGY & COMMUNICATIONS



Key Findings

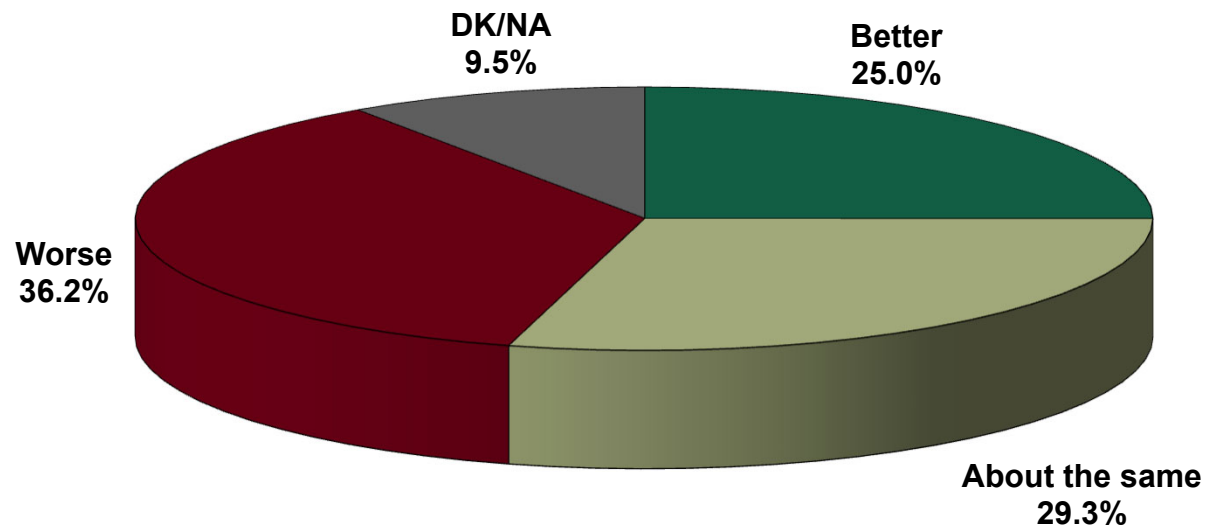
Q1. Favorability Rating of How the City is Addressing the COVID Crisis

Likely November 2022 Voters



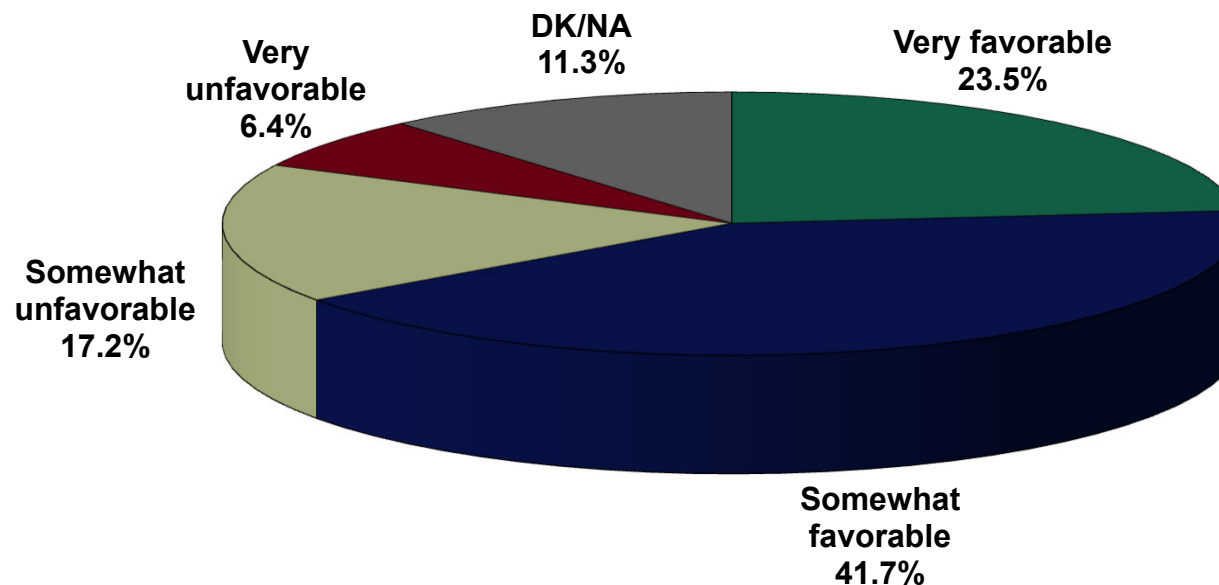
	<u>July 2021</u>	<u>2022</u>
Total Favorable	64.6%	68.3%
Total Unfavorable	12.7%	10.2%
Ratio Fav to Unfav	5.09	6.7

Q2. Opinion on Direction of Economy in 6 to 8 Months Likely November 2022 Voters



Q3. Favorability Rating of City's Provision of Services

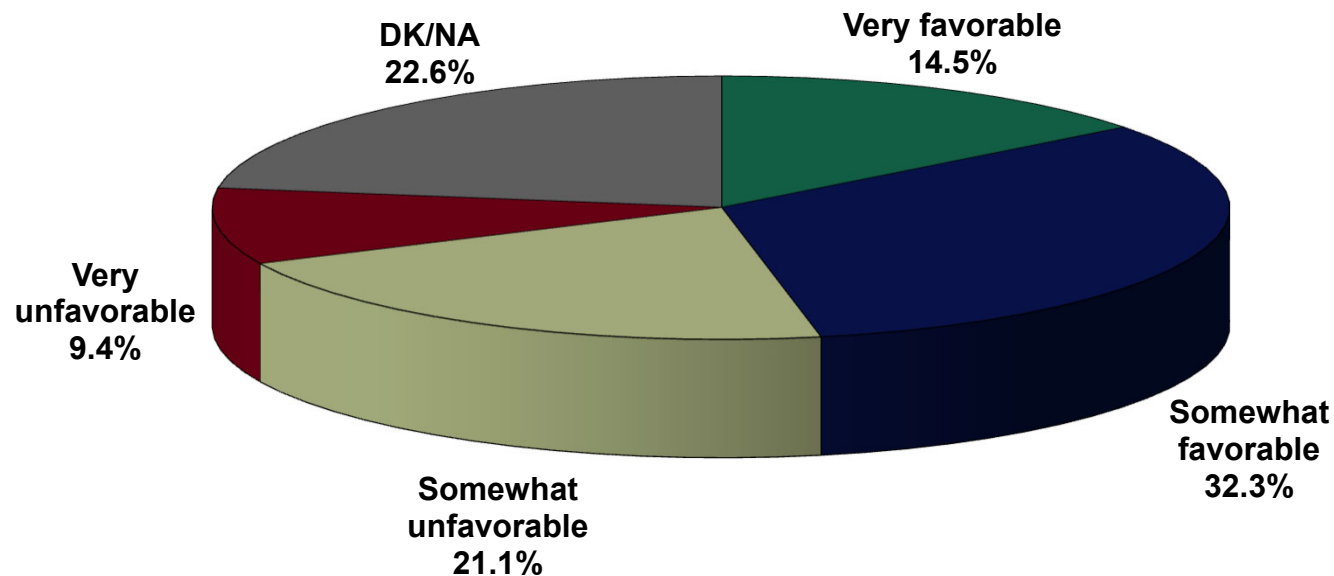
Likely November 2022 Voters



	<u>July 2021</u>	<u>2022</u>
Total Favorable	56.4%	65.1%
Total Unfavorable	20.6%	23.6%
Ratio Fav to Unfav	2.74	2.8

Q4. Favorability Rating of the City's Management of Public Funds

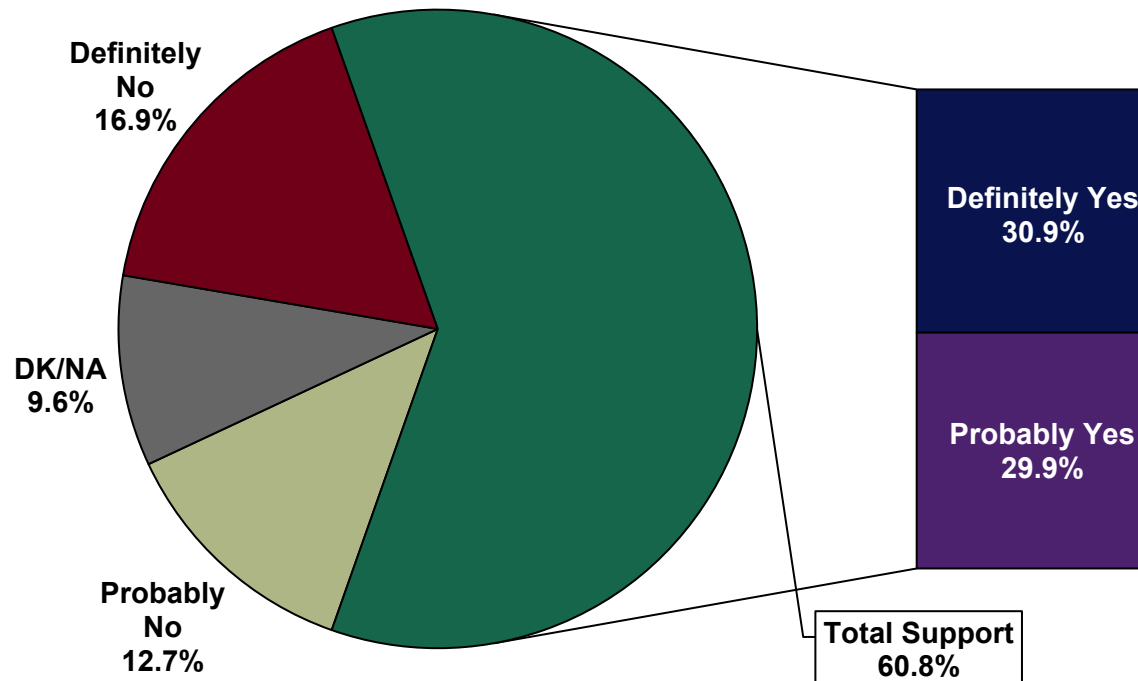
Likely November 2022 Voters



	<u>July 2021</u>	<u>2022</u>
Total Favorable	33.6%	46.9%
Total Unfavorable	44.8%	30.5%
Ratio Fav to Unfav	0.75	1.5

Q5/6. Uninformed Support for Sales Tax Measure

Likely November 2022 Voters



To protect and maintain funding for Union City services, that the State cannot take, including:

- 911 emergency response;
- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q5: other city services)
(Q6: for general government use);

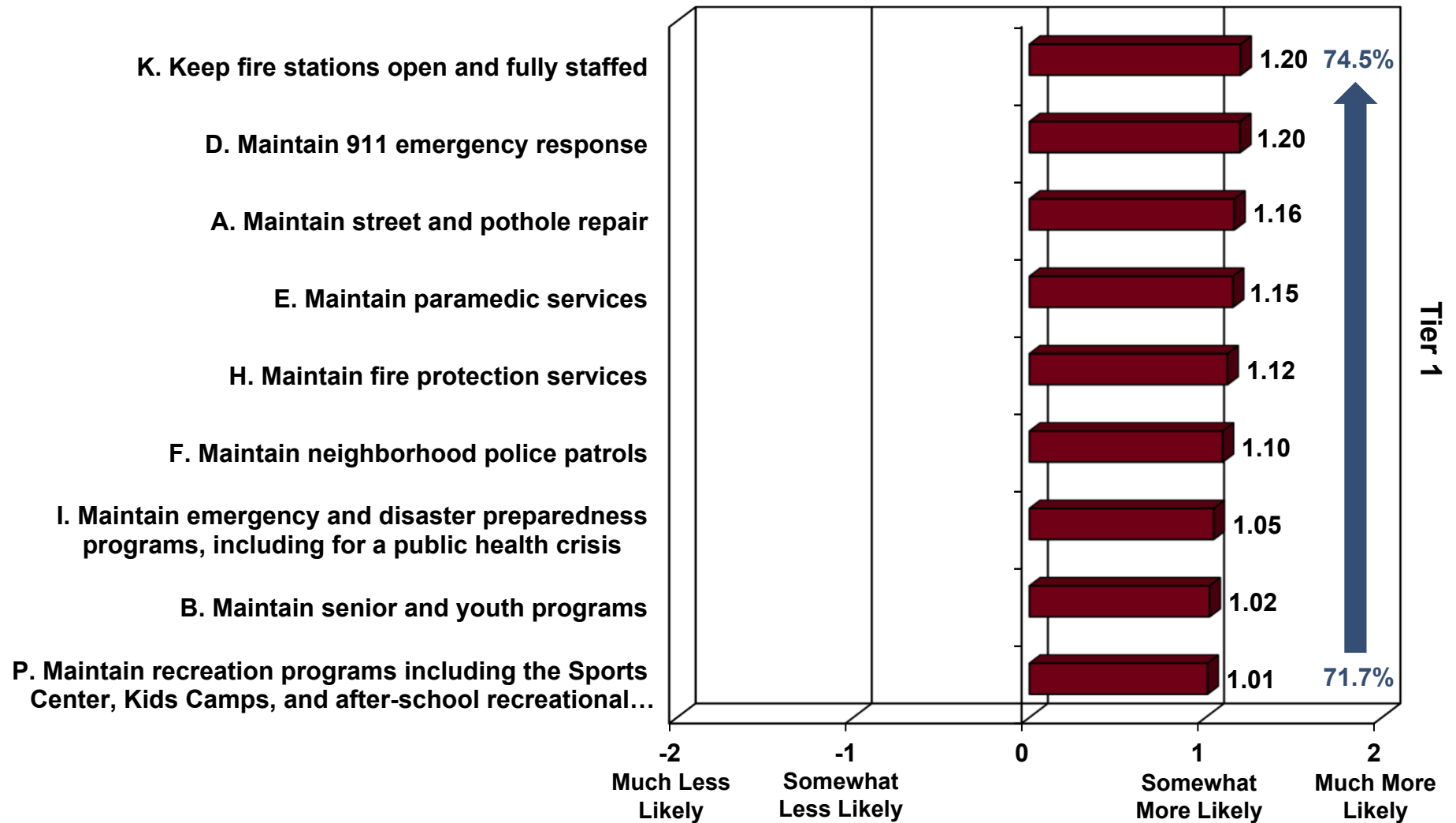
shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

Q5/6. Uninformed Support for Sales Tax Measure

By Council District

			L. Council District			
		Total	District 1	District 2	District 3	District 4
		Column N %	Column N %	Column N %	Column N %	Column N %
5/6. First Ballot Test - Combined	Total Yes	60.8%	56.7%	61.0%	62.0%	63.6%
	Total No	29.6%	34.0%	29.1%	22.7%	31.7%
	Total DK/NA	9.6%	9.3%	9.9%	15.2%	4.7%

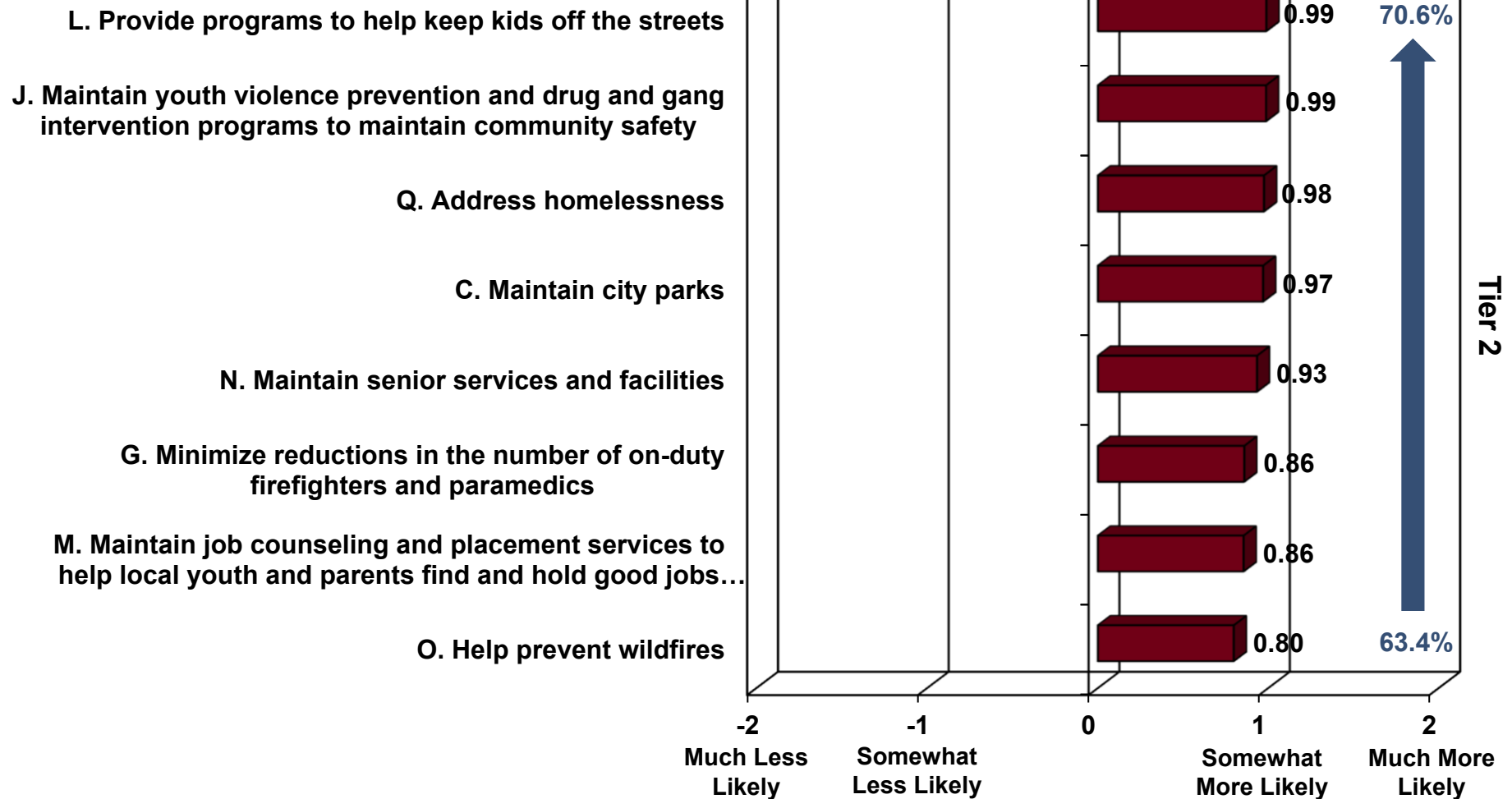
Q7. Features of the Measure I Likely November 2022 Voters



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, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q7. Features of the Measure II

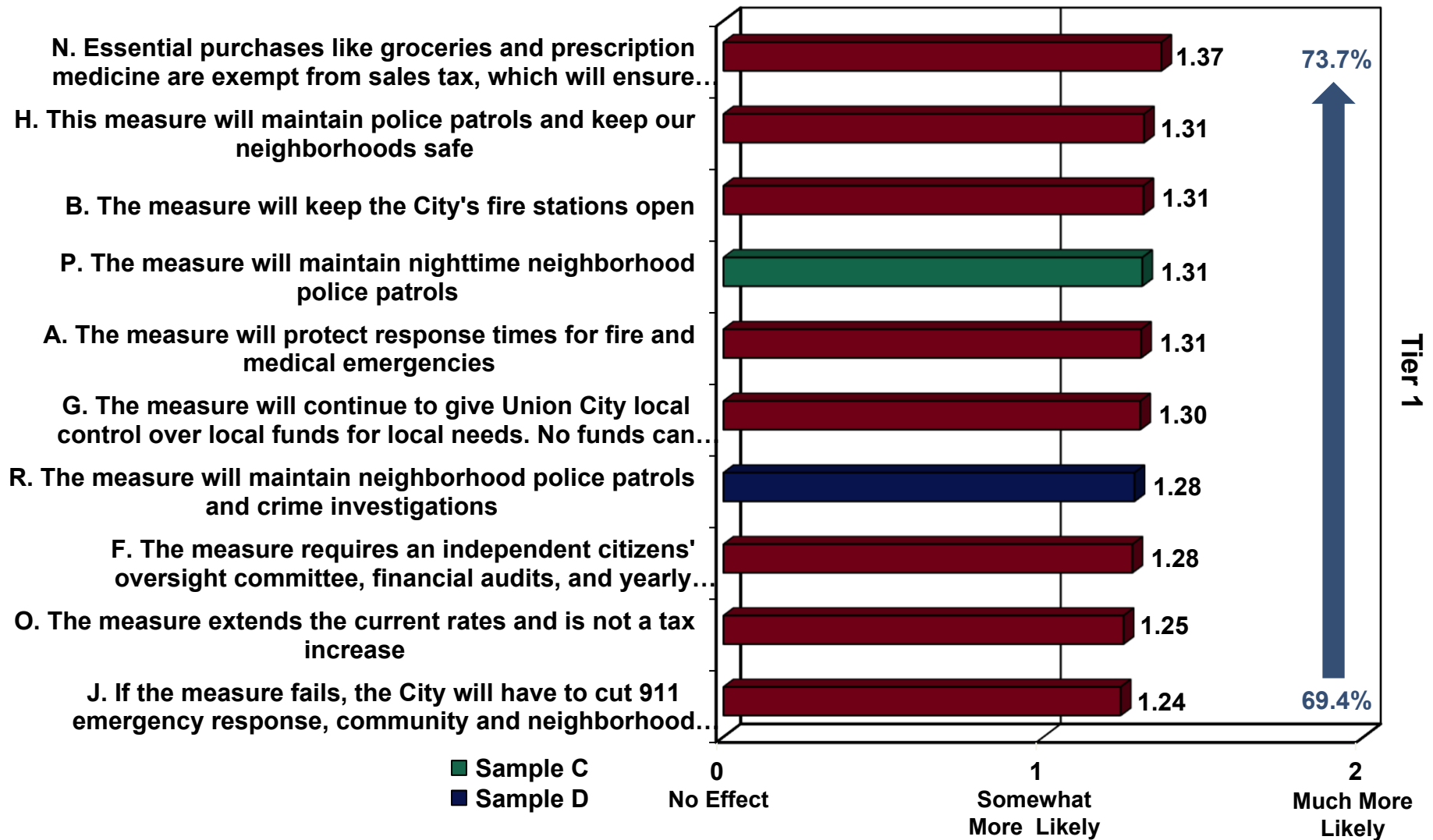
Likely November 2022 Voters



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Q8. Informational Statements I

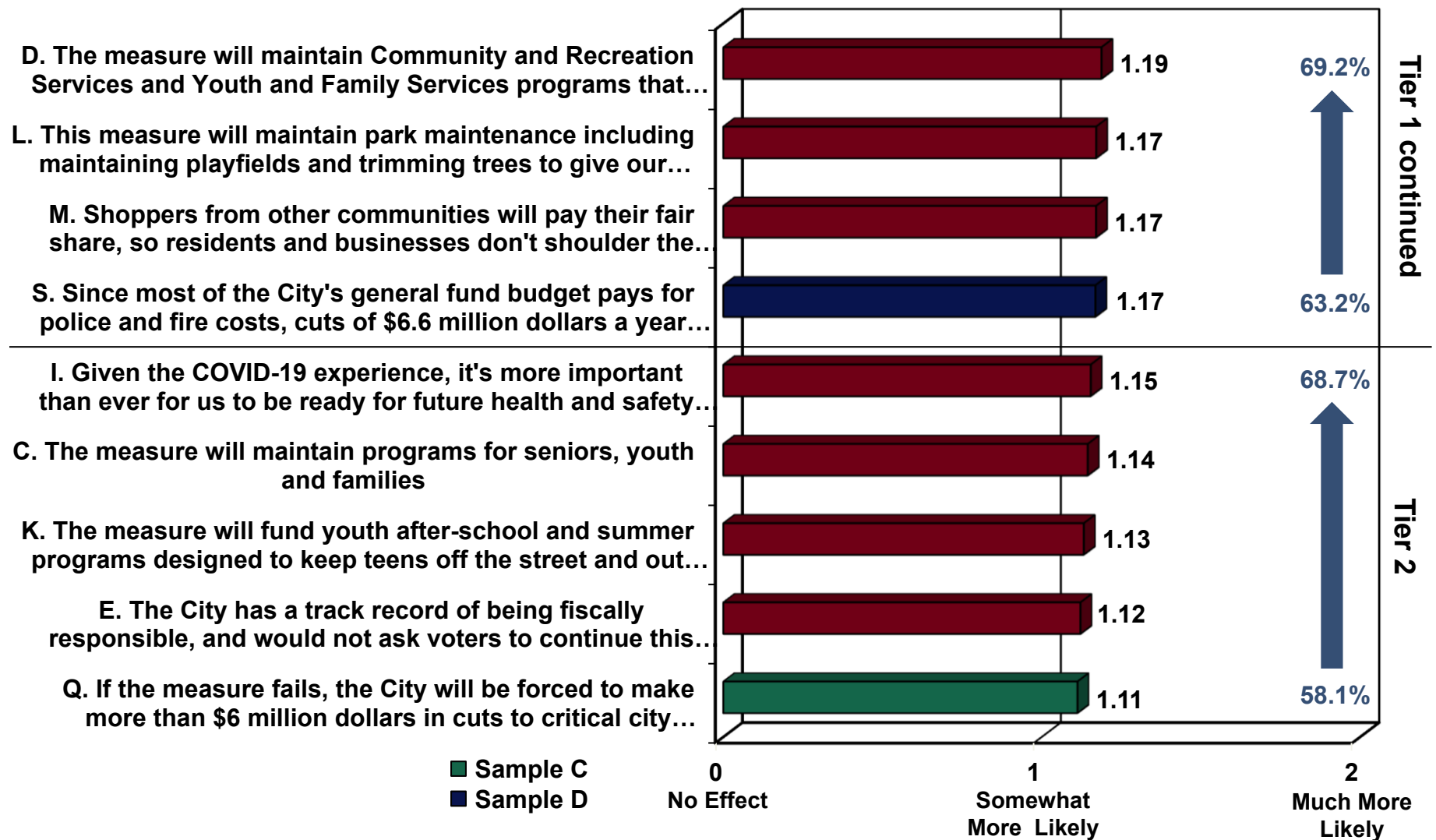
Likely November 2022 Voters



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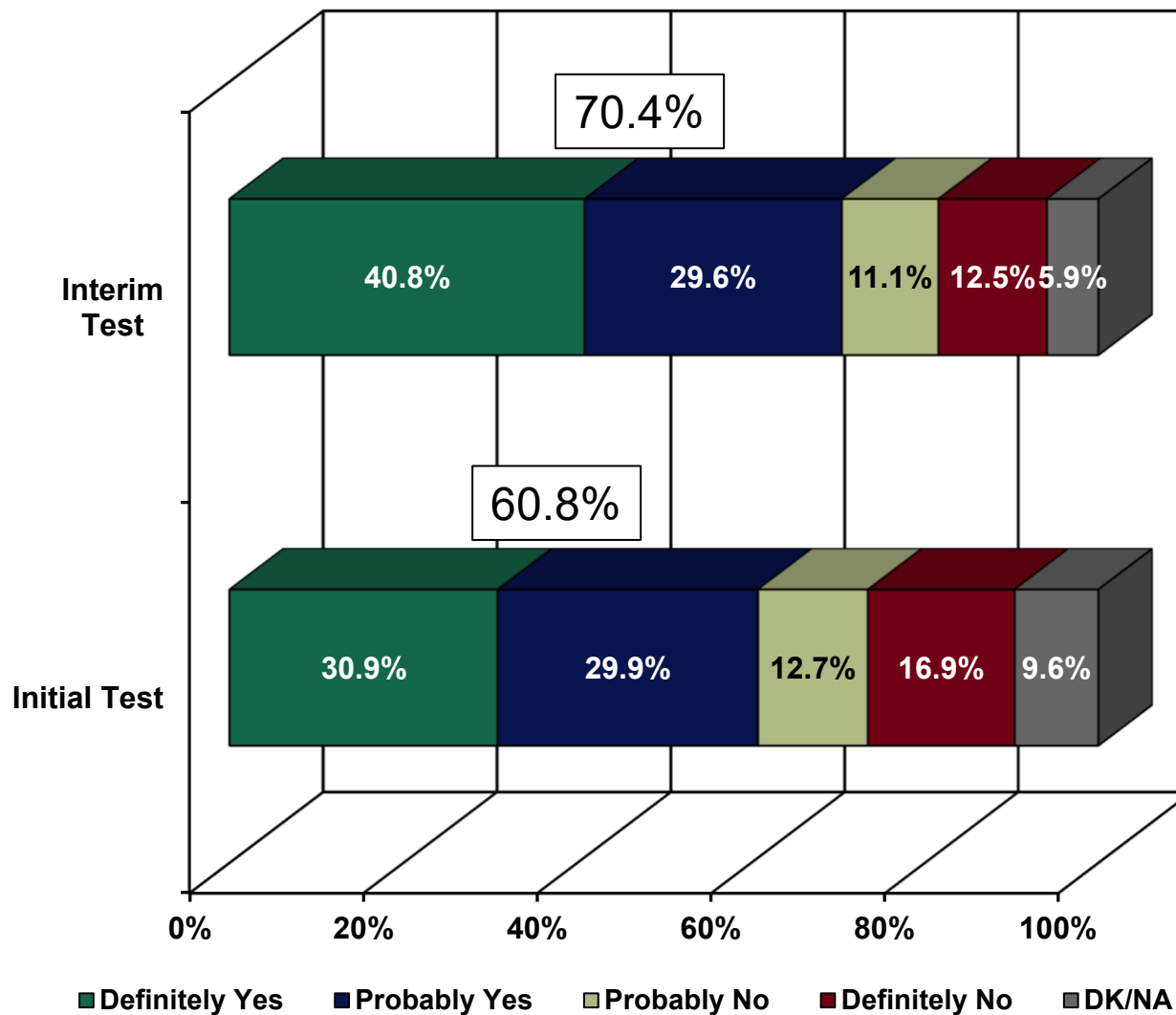
Q8. Informational Statements II

Likely November 2022 Voters



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.

Q9/10. Interim Support for Sales Tax Measure Likely November 2022 Voters

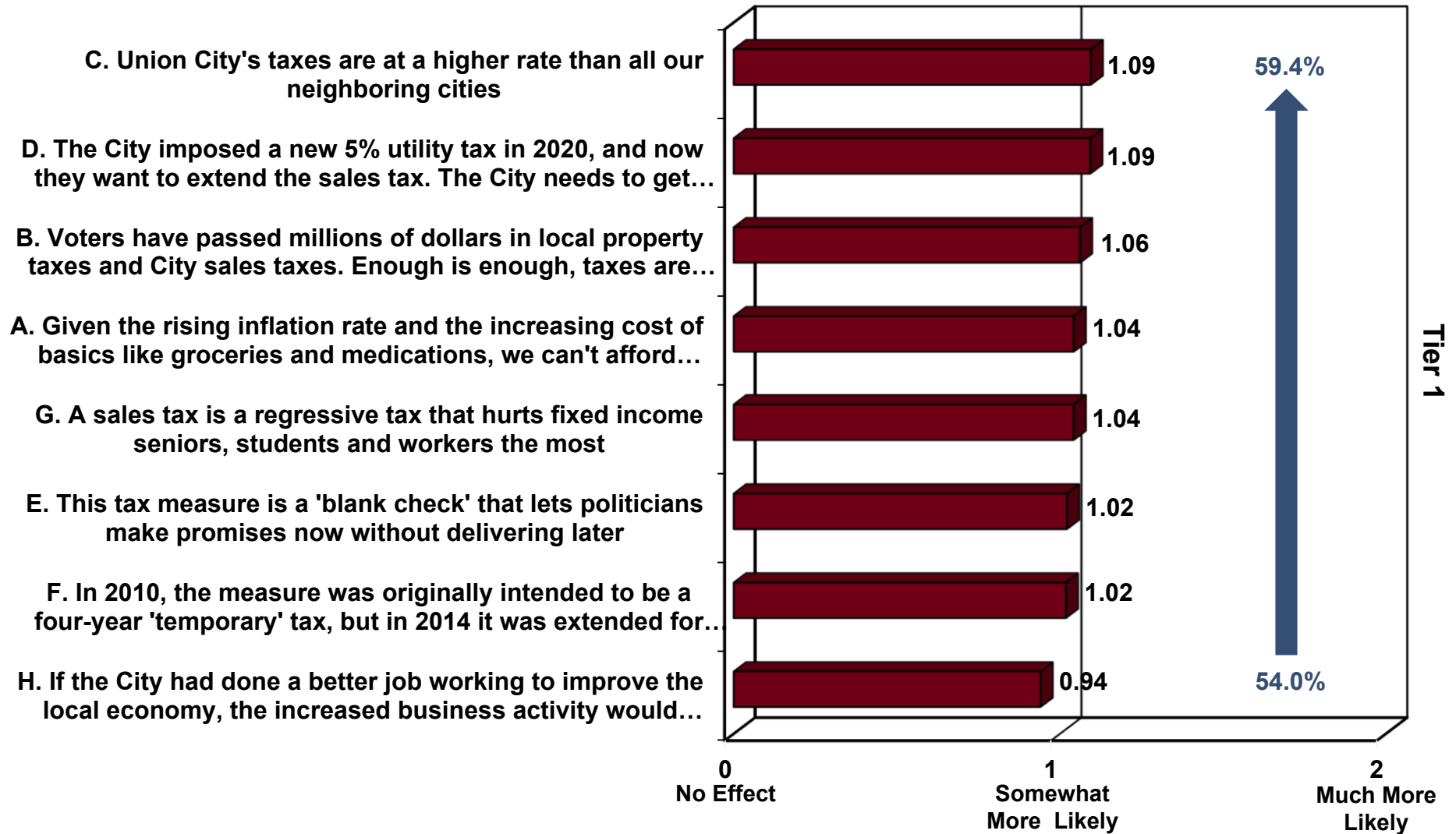


To protect and maintain funding for Union City services, that the State cannot take, including:

- 911 emergency response;
- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q9: other city services)
(Q10: for general government use);

shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

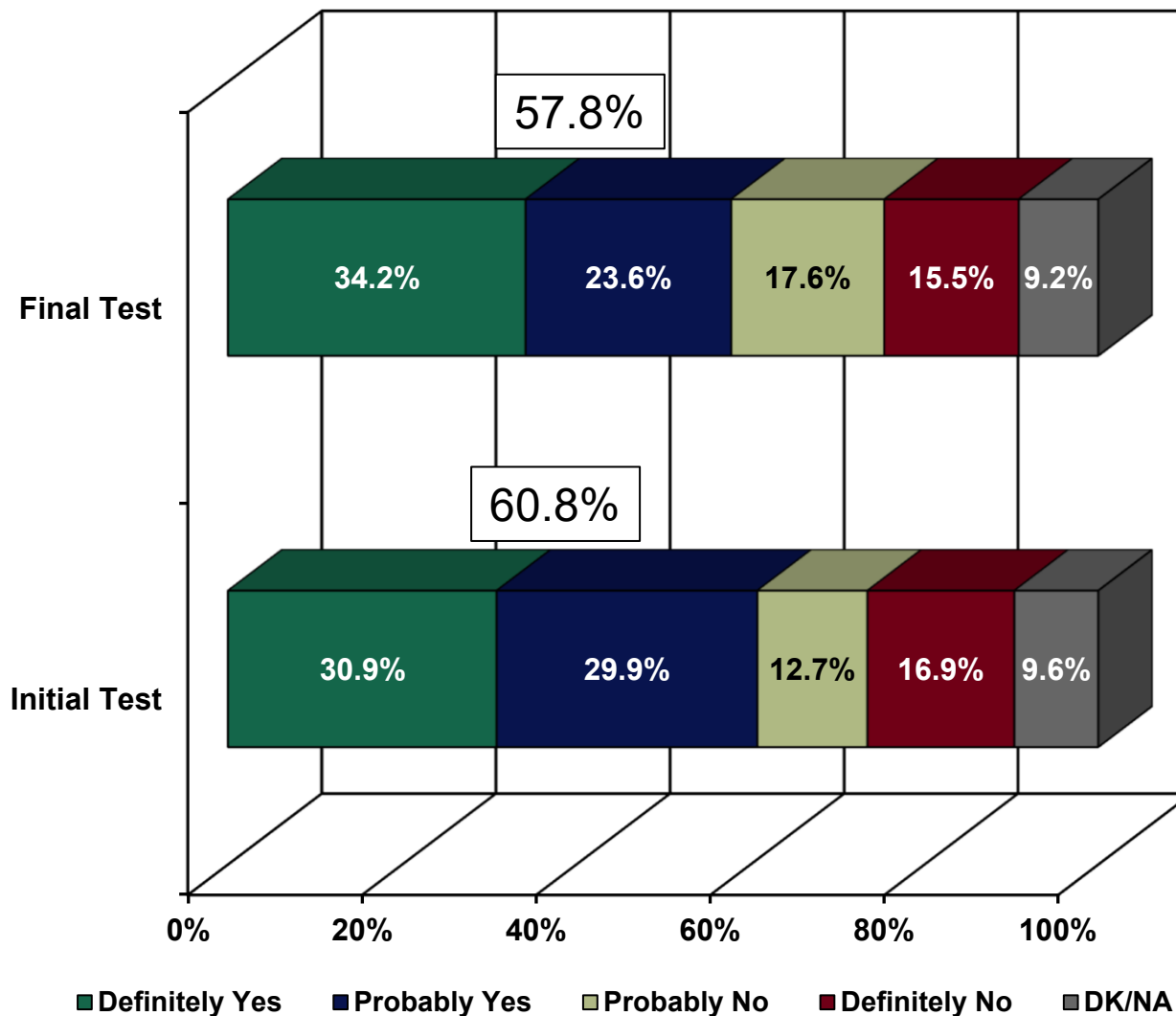
Q11. Critical Statements Likely November 2022 Voters



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Q12/13. Informed Support for Sales Tax Measure

Likely November 2022 Voters



To protect and maintain funding for Union City services, that the State cannot take, including:

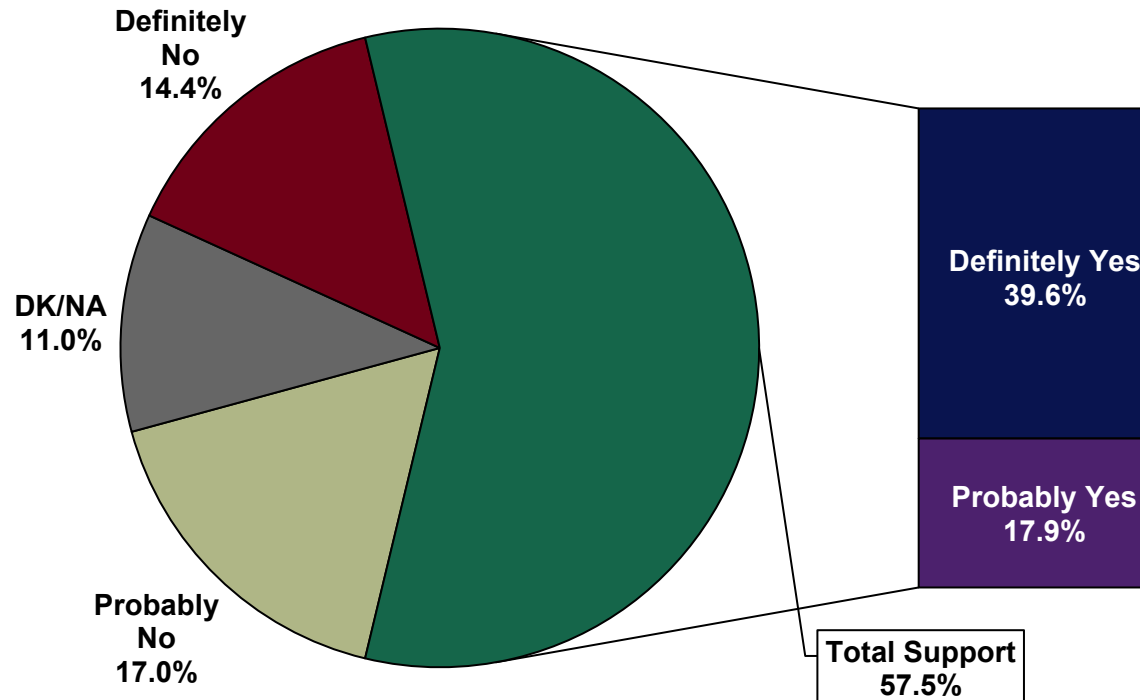
- 911 emergency response;
- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q12: other city services)
(Q13: for general government use);

shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

Average 2nd + 3rd Test = 64.1%

Q14. Support for Alternative 12 Year Duration Sales Tax Measure

Likely November 2022 Voters



Next Steps and Key Deadlines

- Implement informational communication plan
- Initiate stakeholder outreach
- Distribute informational messaging via direct mail, social media, email, websites and other communication channels
- Develop draft election resolution and sales tax ordinance
- **June 28 Council Meeting:** Council input on draft resolution and ordinance
- **July 12 Council Meeting:** Council action on resolution and ordinance
- **August 12, 2022:** Deadline to qualify for November 2022 ballot

