



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



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



Survey Results



City of Union City: 2022 Sales Tax Survey

April 26, 2022



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 DatesMarch 8 to March 22, 2022
- Interview Length 22 minutes
- ➤ Sample Size n=435
- $\blacktriangleright Margin of Error \pm 4.65\%$

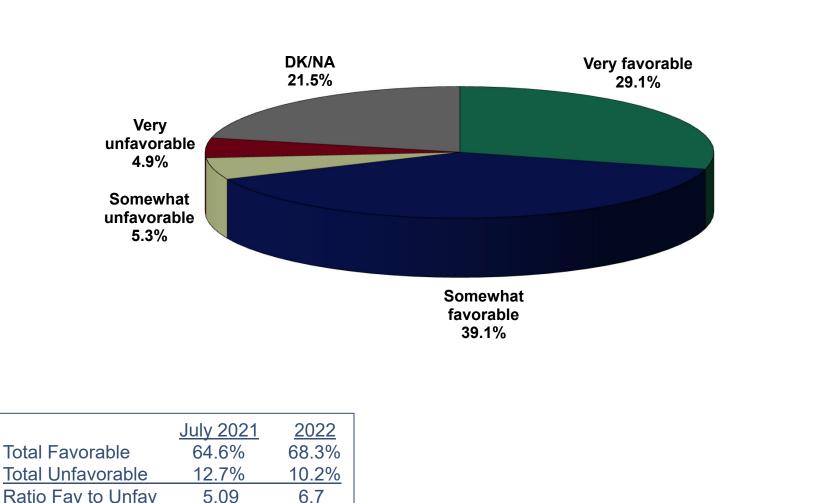
The data have been weighted to reflect the actual population characteristics of likely voters in the City of Union City in terms of their gender, age, and political party type.



Key Findings

Q1. Favorability Rating of How the City is Addressing the COVID Crisis Likely November 2022 Voters

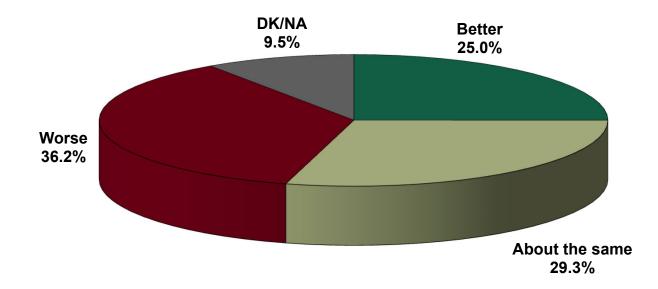
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Q2. Opinion on Direction of Economy in 6 to 8 Months Likely November 2022 Voters

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Q3. Favorability Rating of City's Provision of Services Likely November 2022 Voters

DK/NA Very favorable Very 11.3% 23.5% unfavorable 6.4% Somewhat unfavorable 17.2% Somewhat favorable 41.7% 2022 July 2021 **Total Favorable** 56.4% 65.1% 20.6% **Total Unfavorable** 23.6%

Ratio Fav to Unfav

2.74

2.8

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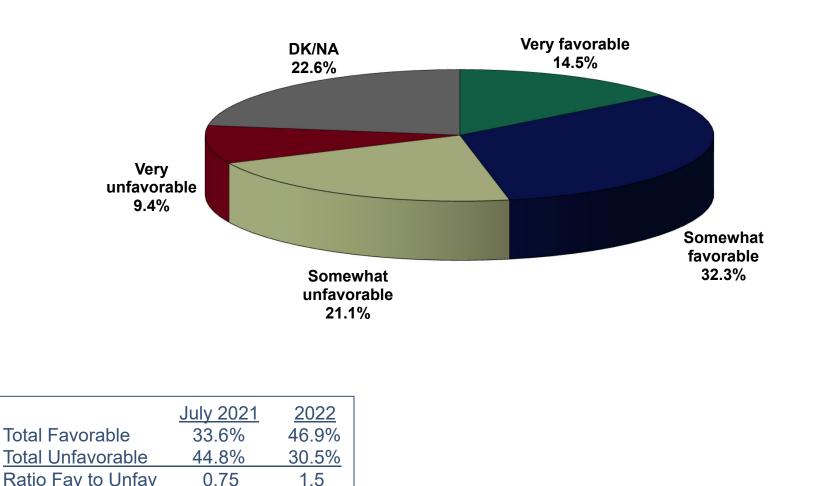
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Q4. Favorability Rating of the City's Management of Public Funds Likely November 2022 Voters

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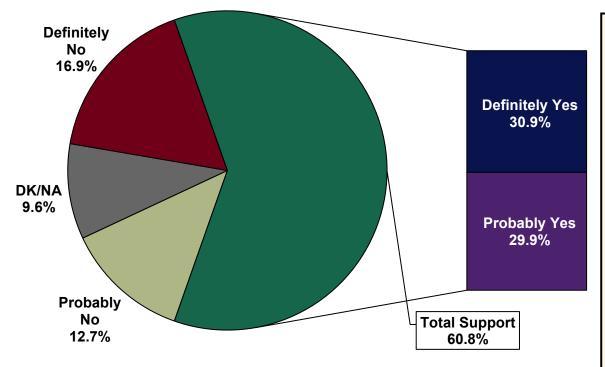


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Q5/6. Uninformed Support for Sales Tax Measure

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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?

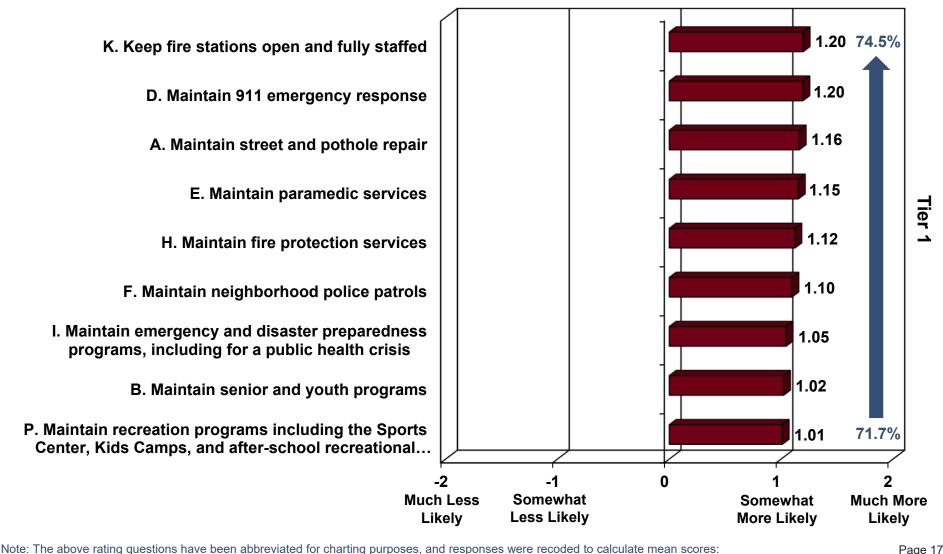
Q5/6. Uninformed Support for Sales Tax Measure By Council District



			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

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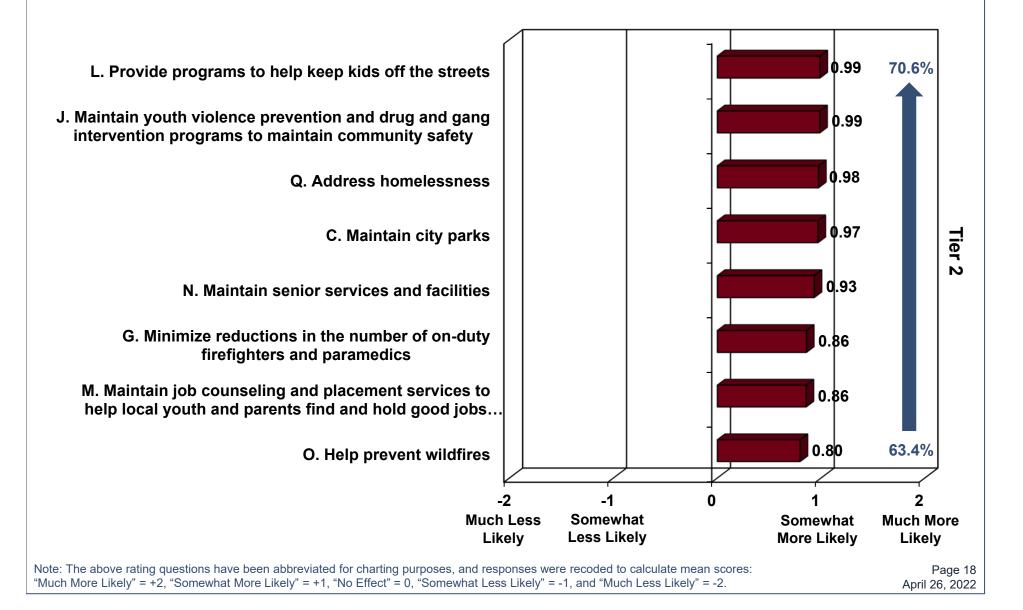


"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

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Q7. Features of the Measure II Likely November 2022 Voters

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Q8. Informational Statements I Likely November 2022 Voters



N. Essential purchases like groceries and prescription 1.37 73.7% medicine are exempt from sales tax, which will ensure... H. This measure will maintain police patrols and keep our 1.31 neighborhoods safe 1.31 B. The measure will keep the City's fire stations open P. The measure will maintain nighttime neighborhood 1.31 police patrols A. The measure will protect response times for fire and 1.31 Tier medical emergencies G. The measure will continue to give Union City local 1.30 control over local funds for local needs. No funds can. **R**. The measure will maintain neighborhood police patrols 1.28 and crime investigations F. The measure requires an independent citizens' 1.28 oversight committee, financial audits, and yearly. O. The measure extends the current rates and is not a tax 1.25 increase J. If the measure fails, the City will have to cut 911 1.24 69.4% emergency response, community and neighborhood. Sample C 2 Sample D Somewhat No Effect Much More More Likely Likely 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.

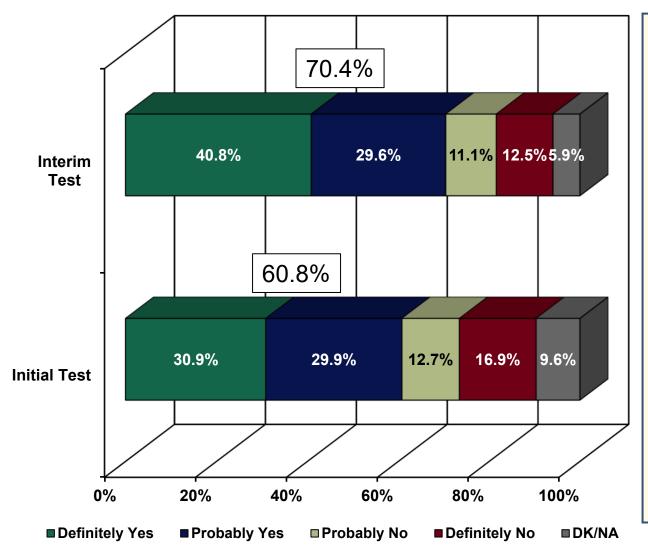
Q8. Informational Statements II Likely November 2022 Voters



D. The measure will maintain Community and Recreation Services and Youth and Family Services programs that	1.19	69.2% Tier
L. This measure will maintain park maintenance including maintaining playfields and trimming trees to give our	1.17	
M. Shoppers from other communities will pay their fair share, so residents and businesses don't shoulder the	1.17	continued
S. Since most of the City's general fund budget pays for police and fire costs, cuts of \$6.6 million dollars a year	1.17	63.2%
I. Given the COVID-19 experience, it's more important than ever for us to be ready for future health and safety	1.15	68.7%
C. The measure will maintain programs for seniors, youth and families	1.14	
K. The measure will fund youth after-school and summer programs designed to keep teens off the street and out	1.13	Tier 2
E. The City has a track record of being fiscally responsible, and would not ask voters to continue this	1.12	
Q. If the measure fails, the City will be forced to make more than \$6 million dollars in cuts to critical city	1.11	58.1%
■ Sample C 0	1	2
Sample D No Effect	Somewhat More Likely	Much More Likely
Note: The above rating questions have been abbreviated for charting purposes, and responses were recode "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.	Page 20 April 26, 2022	

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

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

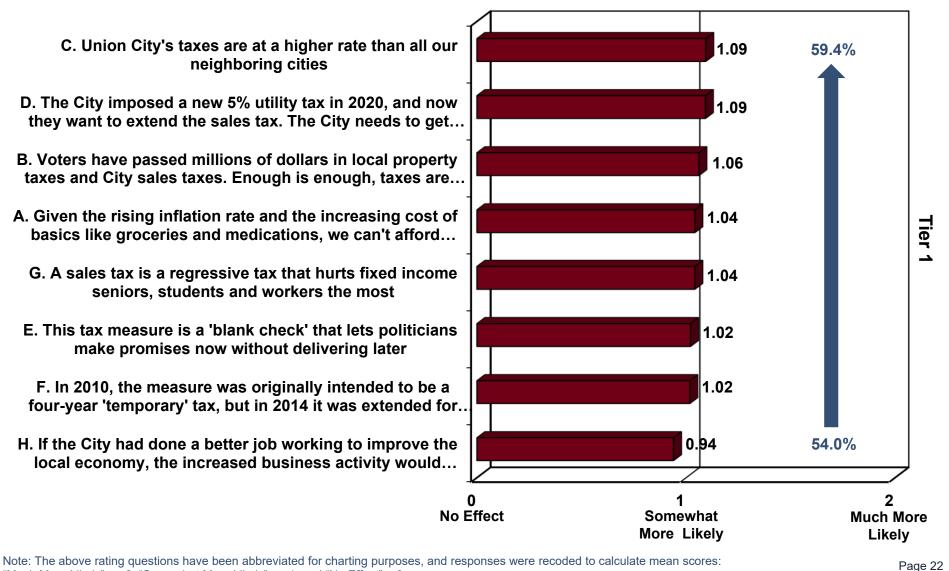
- 911 emergency response;
- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q9: other city services) (Q10: for general government use);

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

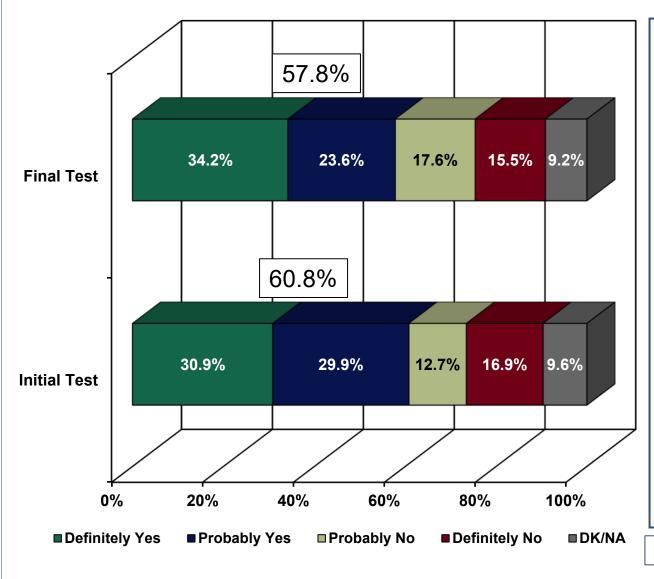


- C. Union City's taxes are at a higher rate than all our neighboring cities
- D. The City imposed a new 5% utility tax in 2020, and now they want to extend the sales tax. The City needs to get...
- B. Voters have passed millions of dollars in local property taxes and City sales taxes. Enough is enough, taxes are...
- A. Given the rising inflation rate and the increasing cost of basics like groceries and medications, we can't afford...
 - G. A sales tax is a regressive tax that hurts fixed income seniors, students and workers the most
- E. This tax measure is a 'blank check' that lets politicians make promises now without delivering later
- F. In 2010, the measure was originally intended to be a four-year 'temporary' tax, but in 2014 it was extended for...
- H. If the City had done a better job working to improve the local economy, the increased business activity would...



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:

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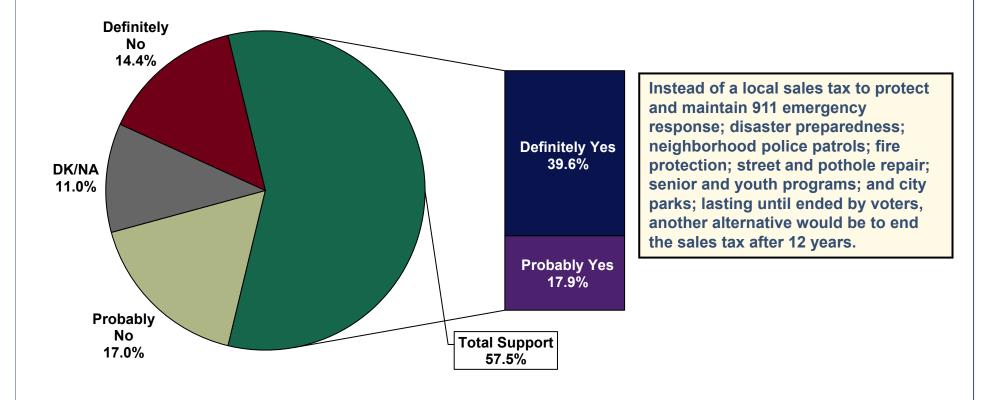
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shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying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

Average 2nd + 3rd Test = 64.1%

Q14. Support for Alternative 12 Year Duration Sales Tax Measure Likely November 2022 Voters

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Next Steps and Key Deadlines

- → Implement informational communication plan
- \rightarrow Initiate stakeholder outreach
- → Distribute informational messaging via direct mail, social media, email, websites and other communication channels
- \rightarrow 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

