



GODBE RESEARCH
Gain Insight

December 6, 2007

TO: Cynthia Battenberg, Assistant to the City Manager, City of San Leandro

FROM: Bryan Godbe, M.A., President
Amelia Caine, Ph.D., Senior Research Manager

RE: City of San Leandro Revenue Measure Feasibility Survey

Godbe Research is pleased to present the summary results of a survey conducted for the City of San Leandro. A total of 400 voters who reside in San Leandro participated in the study, and telephone interviews took place from November 7 to November 11, 2007. The margin of error for this survey is plus or minus 4.9 percent.

A majority of voters are aware of the boat harbor; however, it is among the relatively least used features of the Shoreline Recreation Area by voter households.

- Approximately 87 percent of voters are aware that the Marina has a boat harbor, and 59 percent are aware of the need to dredge the boat harbor and a two-mile channel leading to the central bay.
- Although voters widely know about the boat harbor, only 12 percent of voter households have used the harbor within the past 12 months and only 7 percent have used the boat launch ramp.
- The features with the relatively highest use by voter households are the restaurants (74%); Shoreline trails, walking paths, and parcourse (71%); and the play areas and picnic facilities (54%).

Overall, keeping the boat harbor open and maintained is a relatively low priority for San Leandro voters:

- When asked to name the most important issue facing San Leandro, the voters surveyed most frequently mentioned public schools and education (21%), growth and development (15%), and public safety (14%). In contrast, the boat harbor was mentioned by just 2 percent of voters.
- When read a list of 10 issues, voters rated reducing crime, improving the quality of public education, and maintaining streets and roads as the relatively most important. In contrast, the boat harbor was rated as the relatively least important issue.

The results indicate that the City of San Leandro should not move forward with placing a parcel tax measure on the ballot to fund keeping the boat harbor open and maintained.

- Without any mention of the funding source, 75 percent of voters support a plan to keep the boat harbor open and maintained.
- However, support for the spending of City funds to keep the boat harbor open and maintained is significantly lower, at 68 percent.
- Finally, only 49 percent of voters support a \$60 parcel tax measure to fund the dredging and maintenance of the boat harbor.
- Although a majority of voters support a plan to keep the boat harbor open and maintained, there is not sufficient voter support to fund this plan with a tax increase.



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Godbe Research, a California Department of Transportation (Caltrans) certified woman owned business (WBE) and state registered small business, was founded in January of 1990. The firm is a full-service public opinion research agency that offers its clients extensive experience in public opinion research for community satisfaction, community needs assessments, public education and outreach strategies, strategic and general planning efforts, ballot measure feasibility, and public sector marketing efforts. Our offices in Half Moon Bay (Northern California), Newport Beach (Southern California), and Bellevue (Seattle) house a staff of highly trained and experienced researchers (all Master's or Ph.D. level) who are committed to providing superior quality research and client services. For more information, please visit our website at www.godberesearch.com.



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City of San Leandro

Revenue Measure Feasibility Survey

December 2007

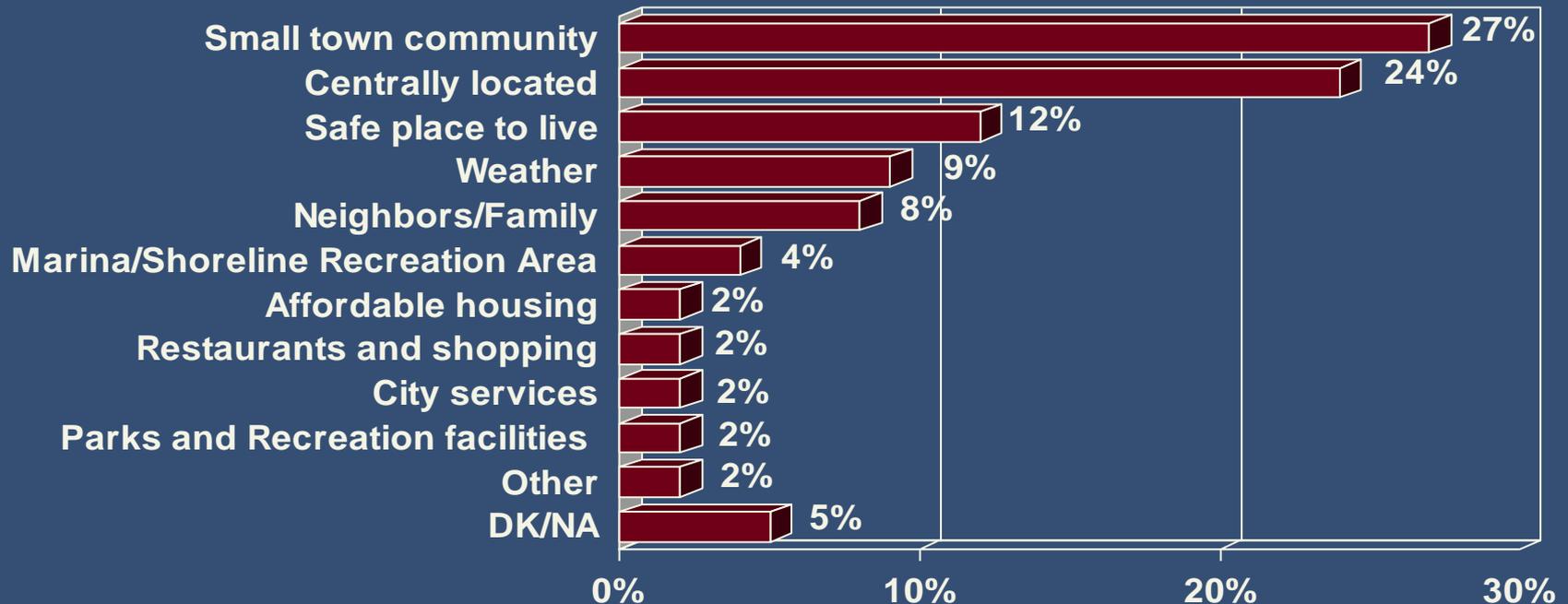
Overview and Research Objectives

- Assess the use of the San Leandro Shoreline Recreation Area among voter households;
- Test voter awareness of the boat harbor and the associated dredging needs;
- Survey potential voter support for a parcel tax to fund maintenance of the boat harbor;
- Prioritize community issues based on voter response; and
- Identify any differences in responses due to demographic and/or voter behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe 30,311 likely November 2008 voters in San Leandro, includes subset of likely June 2008 voters
- Fielding Dates November 7 to November 11, 2007
- Interview Length 12 minutes
- Sample Size 400
- Margin of Error Overall sample = $\pm 4.9\%$

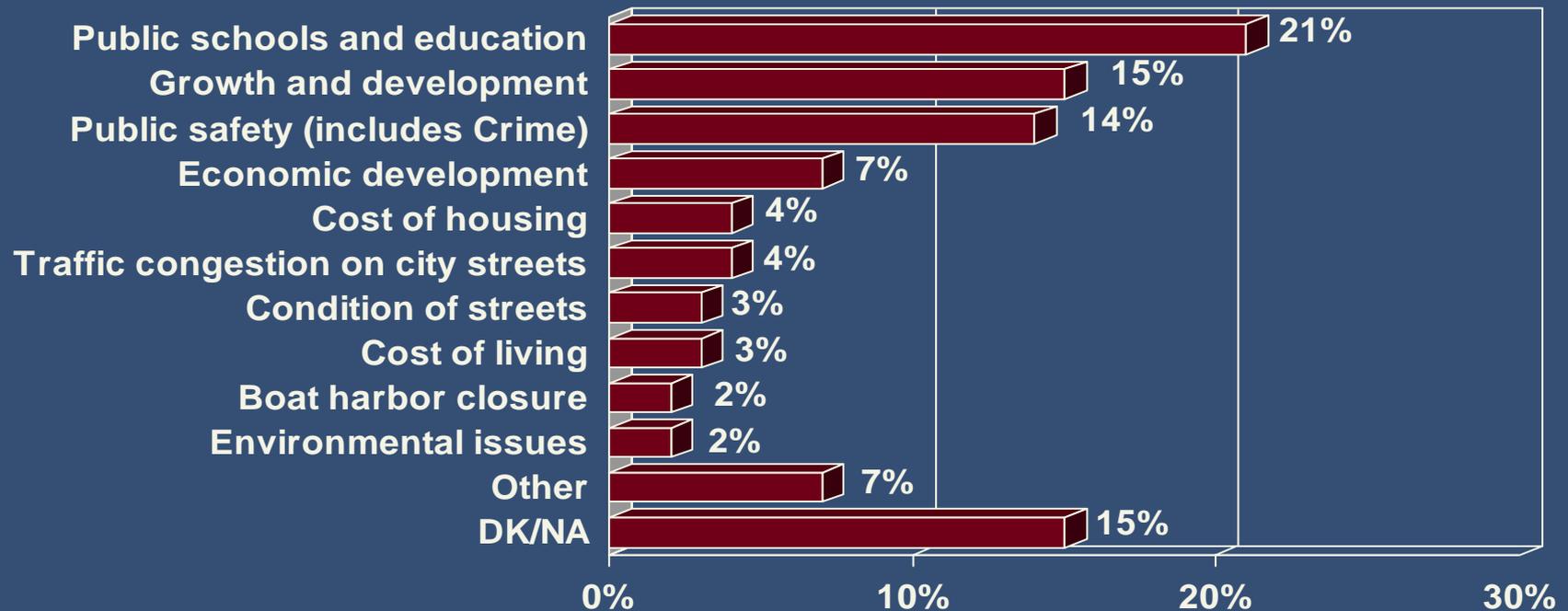
Most Liked Features

The voters were asked to name the one thing they like most about living in San Leandro. They were free to say any feature that came to mind, and they were not prompted with any list or examples. The responses were then coded into the categories shown below. Of particular relevance to this study, features related to the Marina and Shoreline Recreation Area were mentioned relatively less often, at only 4 percent of the responses. This result indicates that the Marina and Shoreline Recreation Area are not the defining features of the City of San Leandro. In contrast, the voters surveyed most frequently mentioned that they like the small town community (27%) and that the city is centrally located (24%).



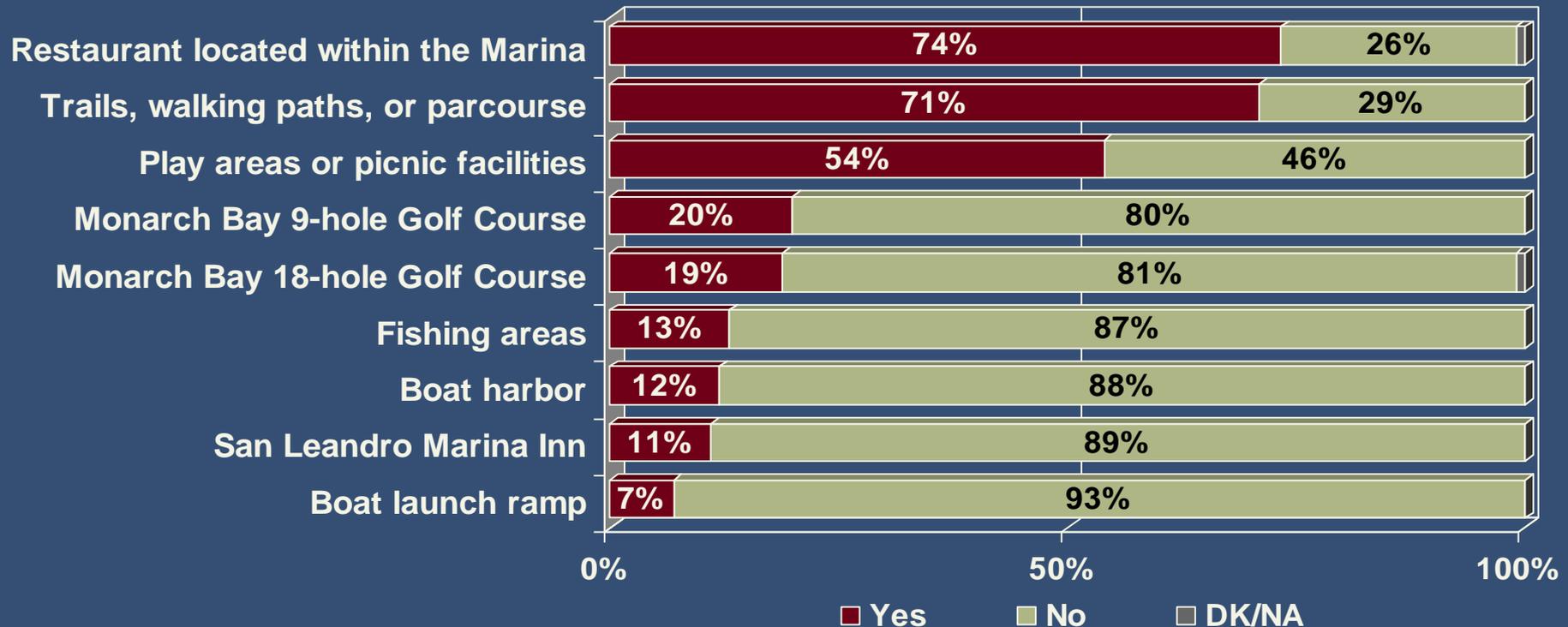
Most Important Issues

The voters also were asked to name the most important issue facing San Leandro in the next five years. As in the previous question, they were free to say any issue that came to mind, and they were not prompted with any list or examples. The potential closure of the boat harbor was among the relatively least mentioned issues, at just 2 percent of the responses. At the top of the list was the issue of public schools and education (21%). Rounding out the three most frequently mentioned issues were those related to growth and development (15%) and public safety (14%). Overall, these results indicate that an overwhelming majority of the voters do not consider the potential closure of the boat harbor to be the most pressing issue facing the city in the future.



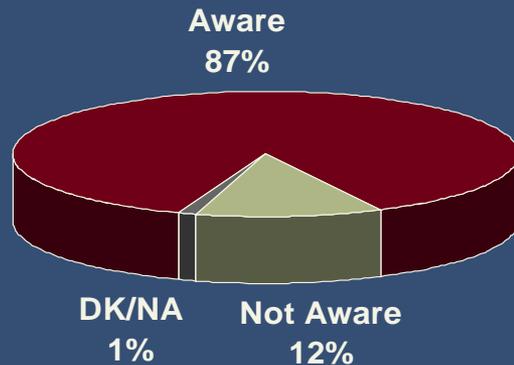
Use of Shoreline Recreation Area

The voters were read a list of nine features of the Shoreline Recreation Area, and they were asked whether they, or the members of their household, have used each feature within the past 12 months. Approximately 74 percent of the voter households used a restaurant located within the Marina; 71 percent used the Shoreline trails, walking paths, or parcourse in Marina Park; and 54 percent used the play areas or picnic facilities in Marina Park. The features related to boating were among the relatively least used; specifically, just 1 in 10 of the voter households used the boat harbor and less than 1 in 10 used the boat launch ramp.

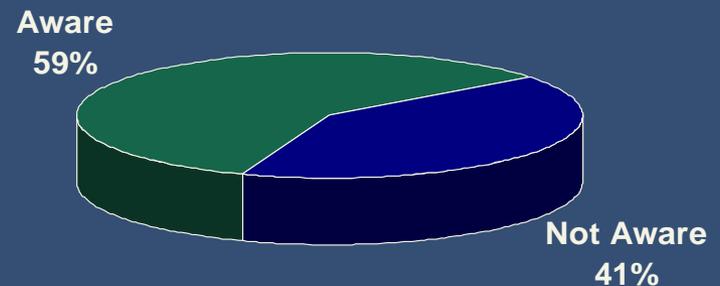


Awareness of Harbor and Dredging Needs

Overall, 87 percent of the voters surveyed knew that the Marina has a boat harbor, just 1 in 10 did not know that there was a boat harbor, and the remaining 1 percent either did not know or did not answer the question (DK/NA). The voters surveyed were less aware of the need to dredge the boat harbor and two-mile channel leading to the central bay. Approximately 59 percent of the voters were aware of these dredging needs, whereas 41 percent were not aware. A first step toward building voter support for the funding of the dredging would be to build awareness of the need and the potential closure of the boat harbor.



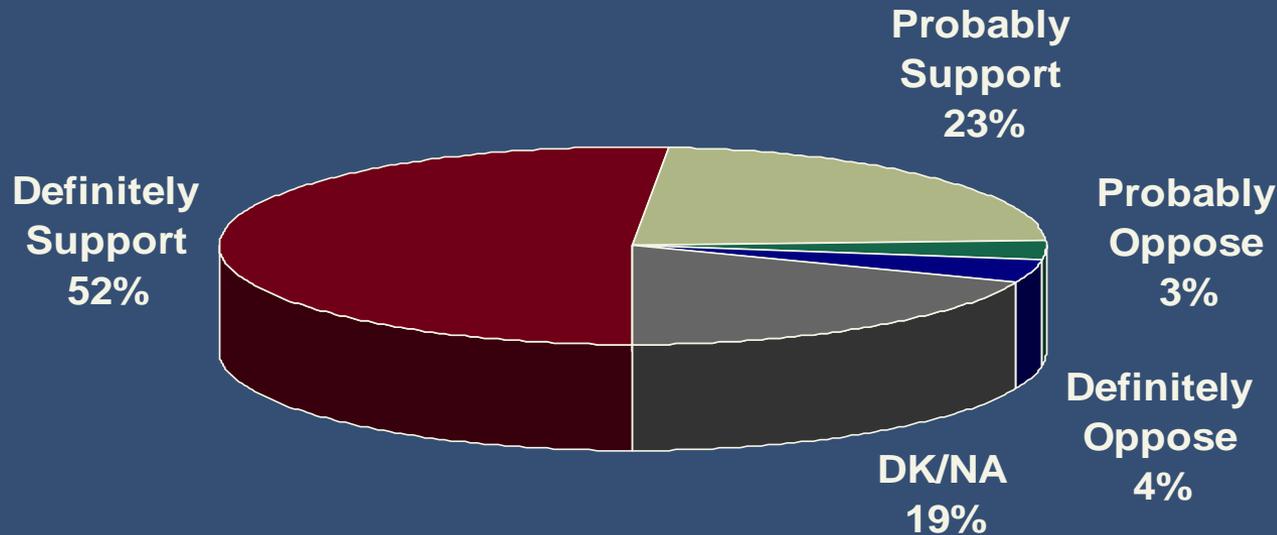
Awareness of Boat Harbor



Awareness of Dredging Needs

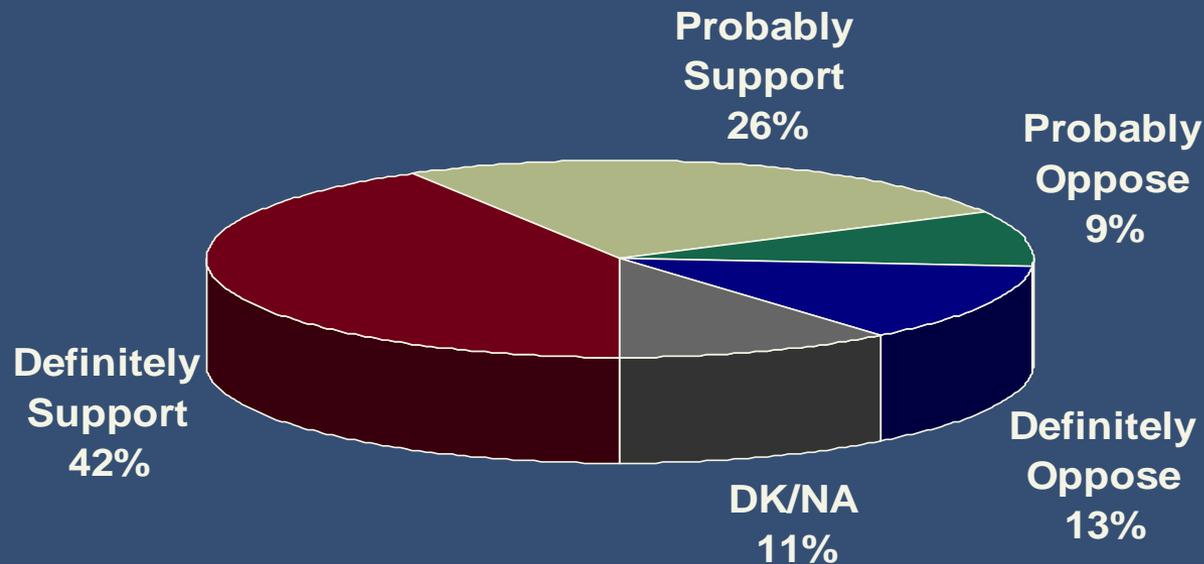
General Support for Boat Harbor

The next section of the survey was designed to assess potential voter support for the dredging and maintenance of the boat harbor. The voters surveyed were first asked whether they support the plan to keep the boat harbor open and maintained, without any mention of the funding source. In response to this question, 3 out of 4 voters expressed support for keeping the boat harbor open and maintained, with 52 percent “Definitely Support” and 23 percent “Probably Support.” In contrast, just 7 percent of the voters expressed opposition and the remaining 19 percent either did not know or did not answer the question (DK/NA).



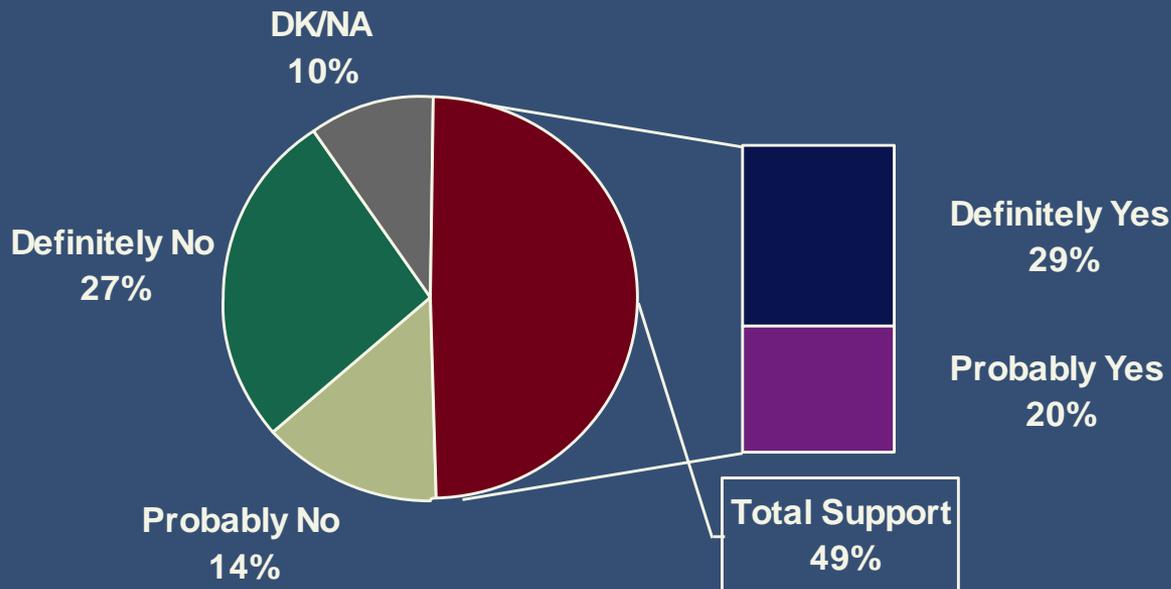
Support for Spending of City Funds

The voters were then told that the boat harbor is funded by the City of San Leandro, in part by taxpayer dollars, and they were asked whether they support the spending of City funds to keep the boat harbor open and maintained. Overall, 68 percent of the voters support the spending of City funds on this project, whereas 22 percent oppose it. Although in the previous question 52 percent of the voters had mentioned that they definitely support keeping the boat harbor open and maintained, just 42 percent definitely support the spending of City funds.



Potential Voter Support for Parcel Tax

As a test of potential support, the voters were read a summary of the parcel tax measure that would keep the boat harbor open and maintained, and they were asked whether they would vote yes or no in an election. Approximately 49 percent of the voters stated that they would vote “Yes” on the measure, with 29 percent saying “Definitely Yes” and 20 percent saying “Probably Yes.” Given the 5 percent margin of error, this result indicates that current support for the measure is between 44 percent and 54 percent among likely November 2008 voters. This level of support for the measure is well below the two-thirds majority required in an election, and argues that the City of San Leandro should not move forward with placing the measure on a future ballot.



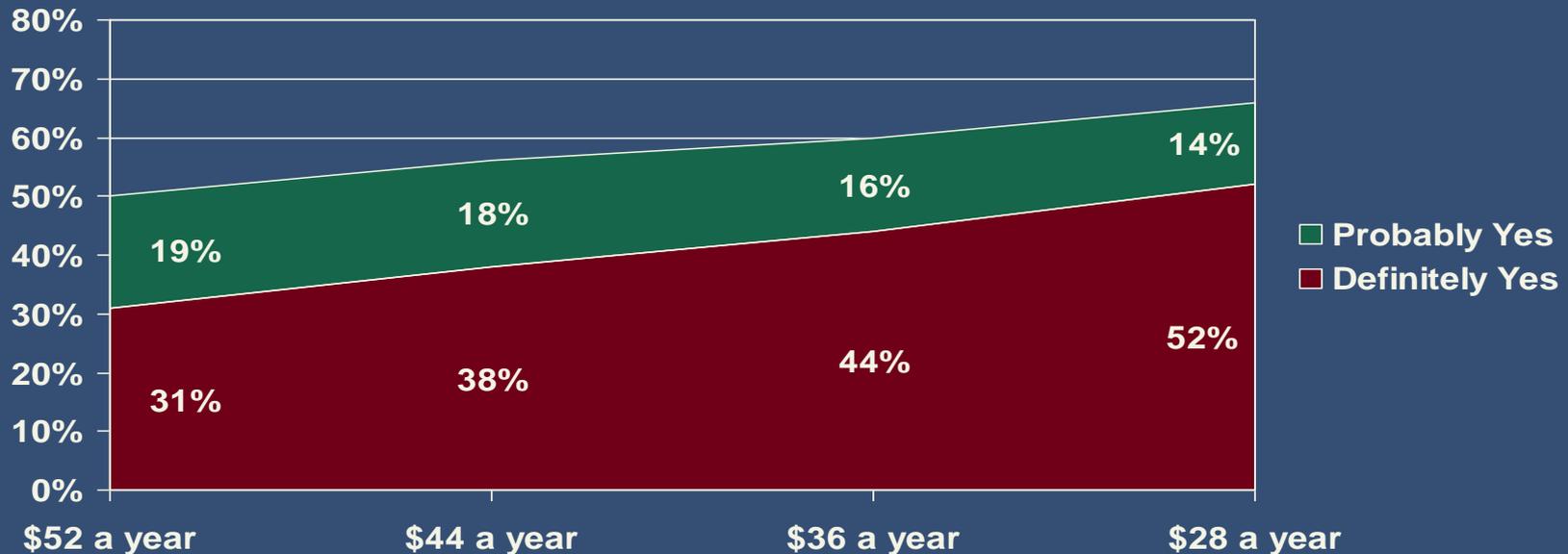
In order to keep the Marina boat harbor open and maintained including:

- Clearing the boat harbor and a two-mile channel of sand and sediment;
- Maintaining and improving the docks and restrooms used by harbor tenants; and
- Repairing the Harbormasters' office to meet current building and safety codes;

Shall the City of San Leandro be authorized to impose a \$60 tax on each parcel?

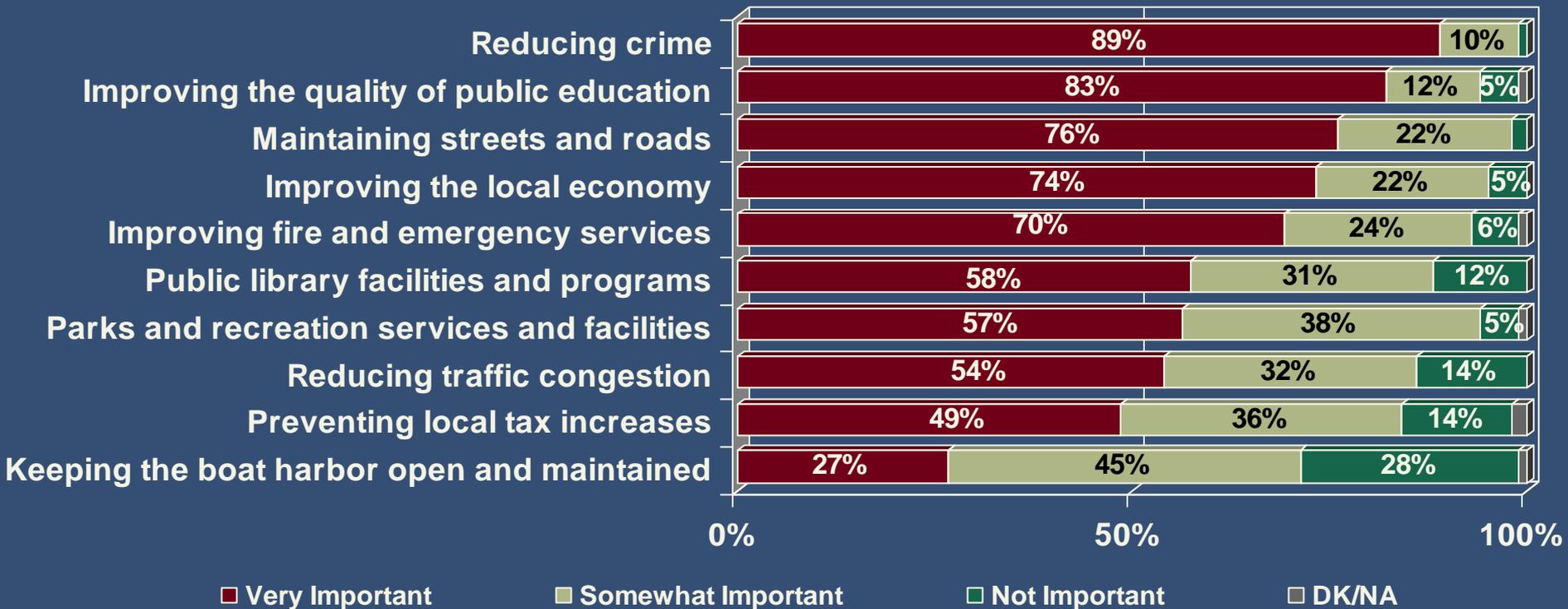
Support at Various Tax Increases

To further investigate potential support for the revenue measure, the voters were given a list of annual property tax increases, and then they were asked if they would vote yes or no on the measure. As shown in the chart below, 50 percent of the voters surveyed stated that they would vote yes on the measure if their property tax was increased by \$52 a year. Support for the measure increased as the tax amounts tested decreased, and peaked at 66 percent with a property tax increase of \$28 a year. Although approximately two-thirds of the voters reported that they would support the lowest tax rate tested, this level of support is inflated by the fact that they previously heard four higher tax amounts. In an election, where voters hear only one tax amount, we estimate that support for a \$28 parcel tax would be closer to 58 percent. It is also important to note that a large percentage of the “Probably Yes” voters would likely defect without an extremely well-funded and executed campaign. No significant differences between key demographic subgroups were observed in the responses to this question.



Relative Importance of Issues

To better understand voter priorities, the respondents were read a list of 10 issues facing residents of San Leandro and they were asked to rate the importance of each issue to them personally. Keeping the boat harbor open and maintained scored the relatively lowest in importance, with 27 percent of the voters rating it as “Very Important,” 45 percent as “Somewhat Important,” and 28 percent as “Not Important.” Similar to the results of the earlier question on important issues, this finding indicates that there are more pressing issues to San Leandro voters.



- A majority of voters are aware of the boat harbor; however, it is among the relatively least used features of the Shoreline Recreation Area by voter households.
 - Approximately 87 percent of voters are aware that the Marina has a boat harbor, and 59 percent are aware of the need to dredge the boat harbor and a two-mile channel leading to the central bay.
 - Although voters widely know about the boat harbor, only 12 percent of voter households have used the harbor within the past 12 months and only 7 percent have used the boat launch ramp.
 - The features with the relatively highest use by voter households are the restaurants (74%); Shoreline trails, walking paths, and parcourse (71%); and the play areas and picnic facilities (54%).
 - Given the use of the existing restaurants, and the foot traffic that is provided by the walking paths, additional restaurants and retail locations may be successful if developed in the Shoreline Recreation Area.

- Overall, keeping the boat harbor open and maintained is a relatively low priority for San Leandro voters:
 - The small town community (27%) and central location (24%) topped the list of most liked features of San Leandro, whereas just 4 percent of the voters surveyed mentioned the Marina or Shoreline Recreation Area.
 - When asked to name the most important issue facing San Leandro, the voters surveyed most frequently mentioned public schools and education (21%), growth and development (15%), and public safety (14%). In contrast, the boat harbor was mentioned by just 2 percent.
 - When read a list of 10 issues, voters rated reducing crime, improving the quality of public education, and maintaining streets and roads as the relatively most important. In contrast, the boat harbor was rated as the relatively least important.
 - To the extent that voter priorities reflect potential voter support for a revenue measure, the funding of these top-scoring issues would be more successful in an election than a measure to fund the boat harbor.

- The results indicate that the City of San Leandro should not move forward with placing a parcel tax measure on the ballot to fund keeping the boat harbor open and maintained.
 - Without any mention of the funding source, 75 percent of voters support a plan to keep the boat harbor open and maintained.
 - However, support for the spending of City funds to keep the boat harbor open and maintained is significantly lower, at 68 percent.
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