City of San Bruno:
2019 Community Priorities Survey

Update to City Council April 23, 2019
Overview of Findings

The team of The Lew Edwards Group and Godbe Research are pleased to present initial community perspectives on the City’s service delivery and future

- Residents value and are satisfied with the services that they receive
- As will be reviewed in greater detail, the findings show:
  - Respondent interest in potential local funding solutions
  - Should the Council wish to proceed, viability in either a November 2019 or November 2020 election (the only two that are options for this type of mechanism)
Jennifer Longley – Consultant and Project Manager

- In business for 22 years, LEG is a nationally-recognized, award winning Communications Firm who is your Lead Consultant.

- Our firm has recommended Peninsula and San Mateo County clients that include:
  - San Mateo County Health Department
  - The cities of Belmont, Burlingame, Colma, Daly City, East Palo Alto, Millbrae, San Mateo, South San Francisco
  - San Mateo-Foster City School District

- LEG works closely with Godbe Research on all aspects of this planning.
Overview and Research Objectives

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

- Gauge satisfaction with the City’s provision of services and effective management of public funds;
- Assess perceptions about problems facing the City;
- Assess potential viability of a potential local funding measure to maintain essential City services and facilities with funding that cannot be taken by the State; and
- Identify respondent priorities.
### Methodology Overview

- **Data Collection**  
  Landline (90), text to online (514), and email to online (23) interviewing

- **Universe**  
  18,302 residents likely to participate in the November 2020 election in the City of San Bruno, with a subsample of those likely to vote in the November 2019 election (10,147)

- **Fielding Dates**  
  March 22 through March 26, 2019

- **Interview Length**  
  22 minutes

- **Sample Size**  
  627 Likely November 2020 voters  
  347 Likely November 2019 voters

- **Margin of Error**  
  ± 3.85% Likely November 2020 voters  
  ± 5.17% Likely November 2019 voters

The data have been weighted to reflect the actual population characteristics of likely voters in the City of San Bruno in terms of their gender, age, and political party type.
Satisfaction With City Services
(All respondents)

<table>
<thead>
<tr>
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<th>Nov 2019</th>
<th>Nov 2020</th>
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<tbody>
<tr>
<td>Total Satisfied</td>
<td>64.2%</td>
<td>58.7%</td>
</tr>
<tr>
<td>Total Dissatisfied</td>
<td>23.1%</td>
<td>25.5%</td>
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<tr>
<td>Ratio Sat to Dissat</td>
<td>2.8</td>
<td>2.3</td>
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Largest Problem Facing City
(All respondents)

- Affordability of housing: 12.7%
- Condition or safety of streets: 10.0%
- Quality of education: 8.5%
- Cost of living: 8.3%
- Too much development and/or overcrowding: 7.6%
- Availability of neighborhood parking: 7.0%
- Not enough development: 5.1%
- Public safety (includes 'crime'): 3.2%
- Condition or safety of sidewalks/pathways: 2.8%
- Homelessness: 2.5%
- Availability of housing: 2.3%
- Availability of downtown parking: 2.3%
- Condition of parks and/or recreation facilities: 2.3%
- Other: 20.3%
- DK/NA: 5.0%

Note: Issues that were mentioned by less than 2 percent of the residents have been added to the “Other mentions” category for charting.
First Test-Viability of Potential Simple Majority Requirement Measure Proposal

Shall the City of San Bruno’s measure to fund essential city services and facilities such as:

- neighborhood police patrols, fire prevention services, urban wildfire protection, crime suppression and investigation;
- pothole and street repair;
- increasing parking supply;
- upgrading parks and other city facilities; and
- expanding services to support local businesses;
by levying a one-half cent sales tax, providing $4 million dollars annually, until ended by voters, with independent citizens' oversight, no money for Sacramento, and all funds spent locally, be adopted?

November 2019

36.1% Definitely Yes
31.5% Probably Yes
10.0% Probably No
14.7% Definitely No
7.6% DK/NA

November 2020

33.3% Definitely Yes
35.9% Probably Yes
8.5% Probably No
14.6% Definitely No
7.8% DK/NA
Top Respondent Priorities

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.
San Bruno's roads are some of the worst in San Mateo County, and many streets are close to being rated as 'at risk' by State Transit experts. This measure would...

1. By law, all funds from this measure must stay in and benefit San Bruno and cannot be taken by Sacramento

2. None of the money raised by the measure would be used for City administrator salaries

3. The measure will help maintain streets and repair potholes on more than 89 miles of streets in the City of San Bruno

4. If the measure is approved, street and pothole repair efforts will be enhanced to include residential streets

5. Many streets and roads have not had major repair in more than 30 years

6. This measure requires independent citizens oversight, mandatory financial audits, and yearly reports to the community to ensure the funds are spent as promised

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.
Second Test – Viability of Potential Simple Majority Requirement Measure Proposal

Shall the City of San Bruno’s measure to fund essential city services and facilities such as:

- neighborhood police patrols, fire prevention services, urban wildfire protection, crime suppression and investigation;
- pothole and street repair;
- increasing parking supply;
- upgrading parks and other city facilities; and
- expanding services to support local businesses;

by levying a one-half cent sales tax, providing $4 million dollars annually, until ended by voters, with independent citizens' oversight, no money for Sacramento, and all funds spent locally, be adopted?
Not uncommon to other cities, respondents prefer a proposal that can address needs in the foreseeable future—lower rates are less viable.

If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

INSTEAD of levying a half-cent sales tax for neighborhood police patrols, fire prevention services, urban wildfire protection, crime suppression and investigation; pothole and street repair; increasing parking supply; upgrading parks and other city facilities; and expanding services to support local businesses, another alternative would be to levy a one-quarter cent sales tax that would fund the services and facilities.
Respondents prefer the power to end the proposal when they choose

Instead of levying the sales tax until ended by voters, if you heard that the sales tax would end in 18 years, would you vote yes or no on the measure?

- November 2019
  - Definitely Yes: 29.3%
  - Probably Yes: 18.7%
  - Probably No: 18.1%
  - Definitely No: 22.1%
  - DK/NA: 11.8%

- November 2020
  - Definitely Yes: 26.0%
  - Probably Yes: 21.5%
  - Probably No: 16.0%
  - Definitely No: 21.2%
  - DK/NA: 15.2%
Respondents prefer the power to end the proposal when they choose

Instead of levying the sales tax for 18 years, if you heard that the sales tax would end in 9 years, would you vote yes or no on the measure?

November 2019:
- 57.0% 31.6% 25.4% 16.3% 18.1% 8.6%

November 2020:
- 53.8% 29.8% 24.0% 16.5% 16.7% 13.0%
In today’s environment, it is important that the community view any future proposal as being collaboratively developed—the public needs to be part of the solution. Over the coming 8-10 weeks, LEG/GR will continue to work with City staff to:

- Inform and engage community influentials around these issues
- Inform and engage additional residents around these issues
- Develop a potential measure that incorporates this input and is community-responsive, for the City Council’s consideration
- The statutory deadline for submitting your measure to the County ROV for the November 2019 ballot is 88 days in advance of the election
  - LEG’s other agencies are using the first Friday in August as a working deadline
  - Staff will return to the City Council with potential language, following additional engagement over the summer
  - This type of measure only requires one reading prior to the election