




**City Council Meeting**

**Item 1.A – Study Session:  
Presentation of Second Voter  
Research Survey Results for a  
Possible November 2024 Ballot  
Measure to Fund Public  
Infrastructure and Request for  
Council Input**

**June 4, 2024**

1




**AGENDA**

- Introduction
- Second Voter Survey Results – Tulchin Research
- Community Education
- Potential Bond Funding
- Accountability and Local Control
- Next Steps
- Council Questions/Discussion

Slide 2



2

**POST MEETING MATERIAL**

 **City of Santa Clara**  
The Center of What's Possible


## City Unfunded Infrastructure Needs

- Over \$600 million in City infrastructure needs where the General Fund is the primary funding source
- This year alone, there were \$275 million in infrastructure requests across departments with only \$24 million in the Capital Reserve for infrastructure purposes






Slide 3

3

 **City of Santa Clara**  
The Center of What's Possible


## City Unfunded Infrastructure Needs Cont.

- Aging roads, bridges, underground stormdrains, sidewalks and intersections






Slide 4

4


**City of Santa Clara**  
 The Center of What's Possible


## City Unfunded Infrastructure Needs Cont.

- Fire stations over 55 years old in need of seismic upgrades and other enhancements to ensure emergency and disaster preparedness and life-saving response


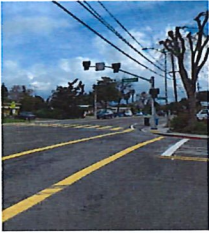
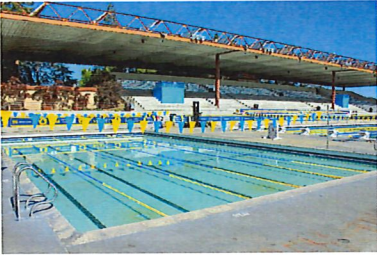

Slide 5

5


**City of Santa Clara**  
 The Center of What's Possible


## City Unfunded Infrastructure Needs Cont.

- Ensure kids have safe routes and intersections to get to school
- Make roads safer for drivers, pedestrians and bicyclists
- Ensure safe, well-maintained parks, playgrounds, community and recreation facilities and libraries


Slide 6

6




## Potential Bond Measure -November 2024 Ballot

- City exploring potential bond measure of up to \$598 million to address urgent infrastructure needs
- Tonight, consultants will present the second round of voter survey polling results to better understand voter interest in a potential public infrastructure and facilities bond for the November 2024 election.
- Ben Tulchin, Corey O'Neil - Tulchin Research



Slide 7


7




## Santa Clara City Infrastructure

### Poll of Likely November 2024 General Election Voters

Presented by:  
Ben Tulchin, Corey O'Neil, Corey Teter, Kelsey Bullis,  
Asha Gupta & Caroline Joseph  
Tulchin Research  
May 2024



8


**TULCHIN RESEARCH**  May 2024

## Methodology

- **Multi-modal citywide survey in Santa Clara, California.**
- **Survey(s) conducted among 400 likely November 2024 voters.**
  - Benchmark Survey (April 1-4, 2024)
  - Refinement Survey (May 18-22, 2024)
- **Survey offered in English, Chinese, Spanish and Vietnamese**
- **The margin of error is ± 4.88% for the full 400 sample for both surveys.**

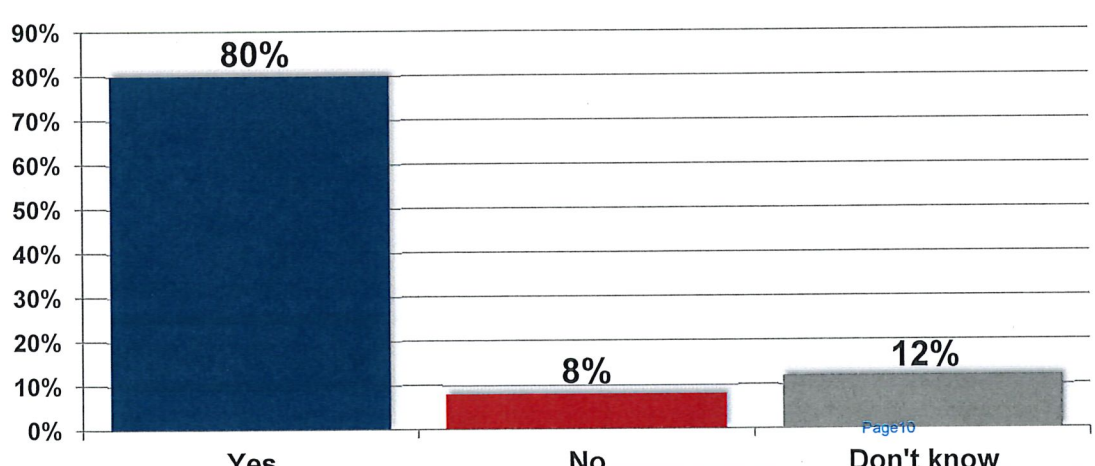
Slide 9

9

**TULCHIN RESEARCH**  May 2024

### State of Public Infrastructure: A Majority of Voters See a Need for Additional Investment

*Do you feel that the City of Santa Clara could benefit from additional investment in public infrastructure such as fixing streets, potholes, and underground storm drains and improving 911 emergency and disaster response?*



Response	Percentage
Yes	80%
No	8%
Don't know	12%

Page 10

Slide 10

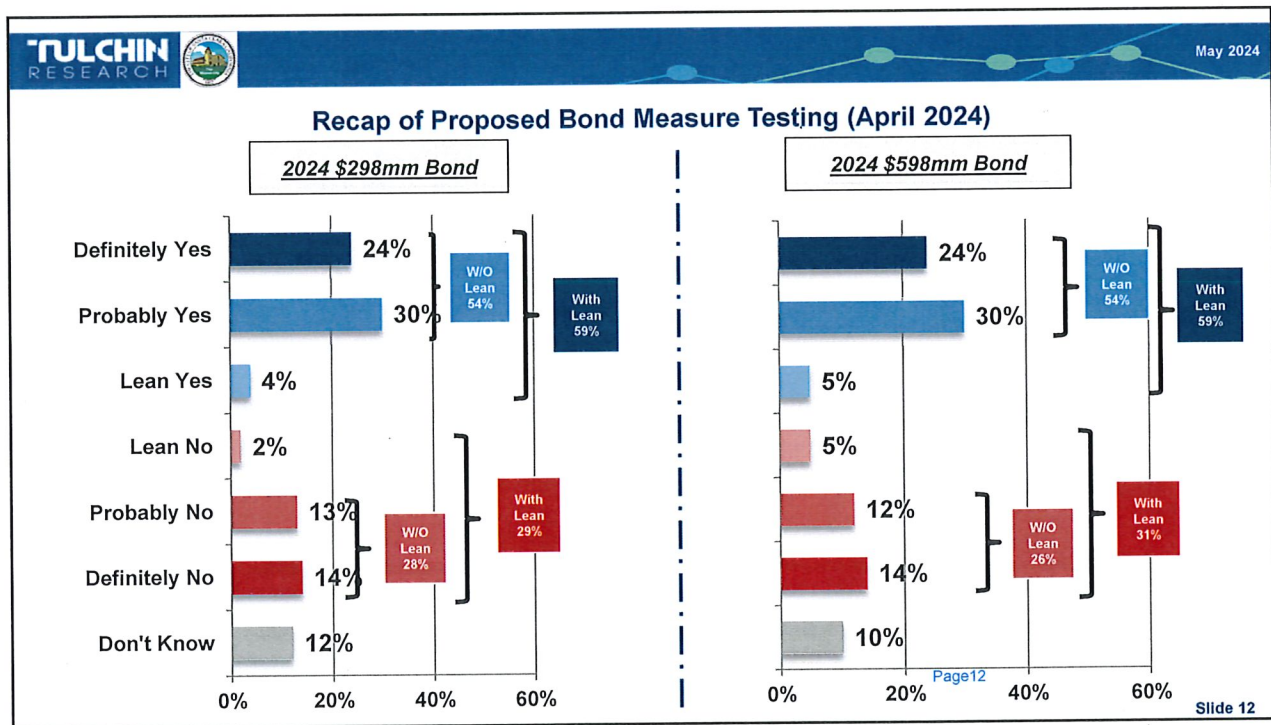
10

**TULCHIN RESEARCH**  May 2024

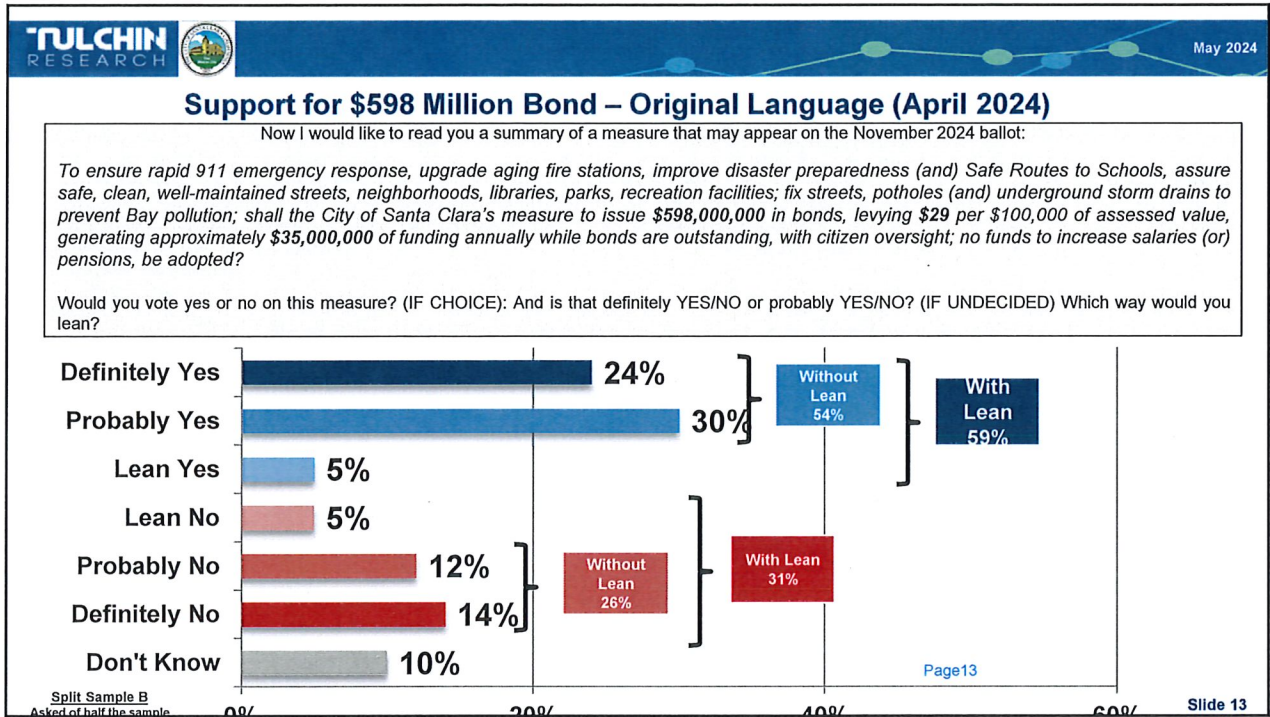
# Support for Santa Clara City Infrastructure Funding

Slide 11

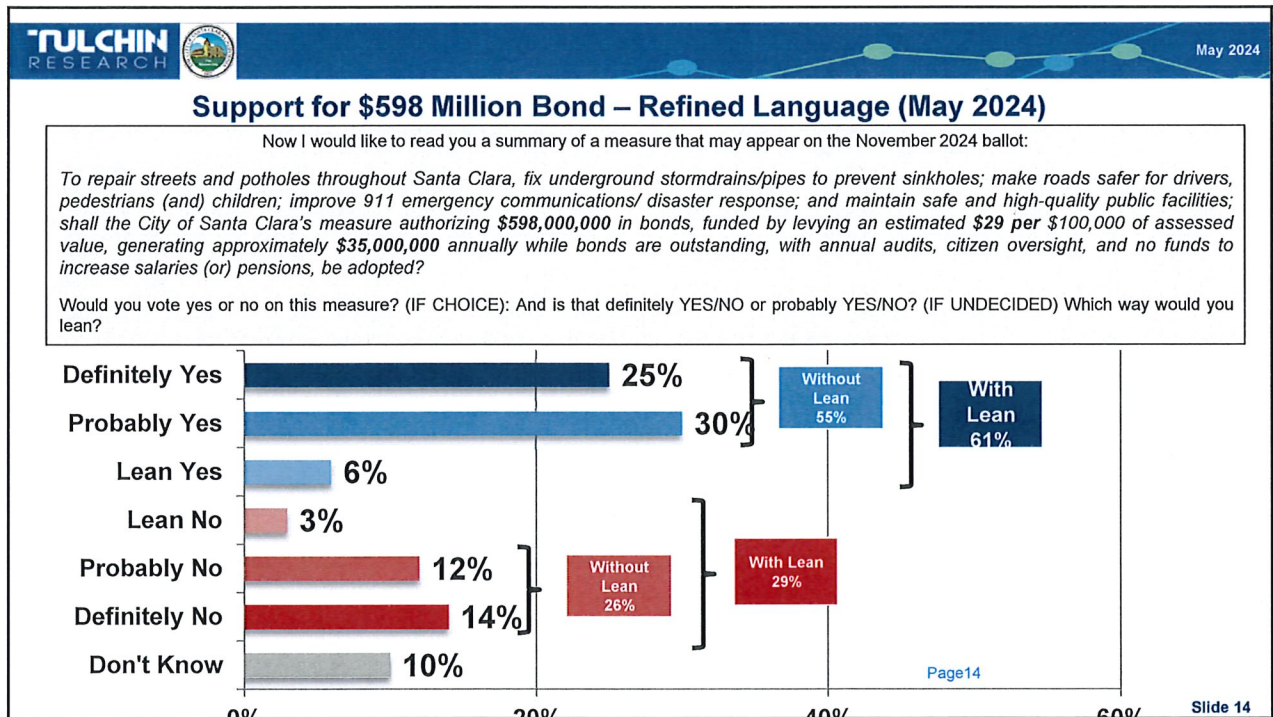
11



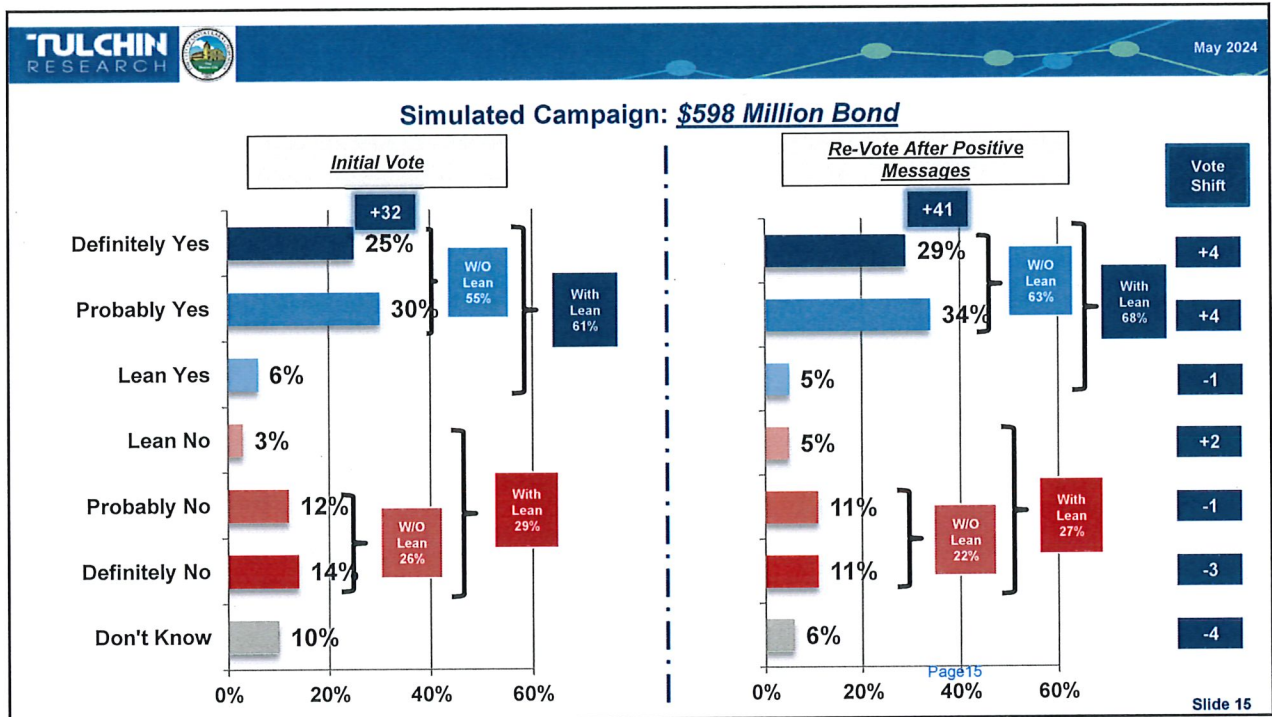
12



13



14



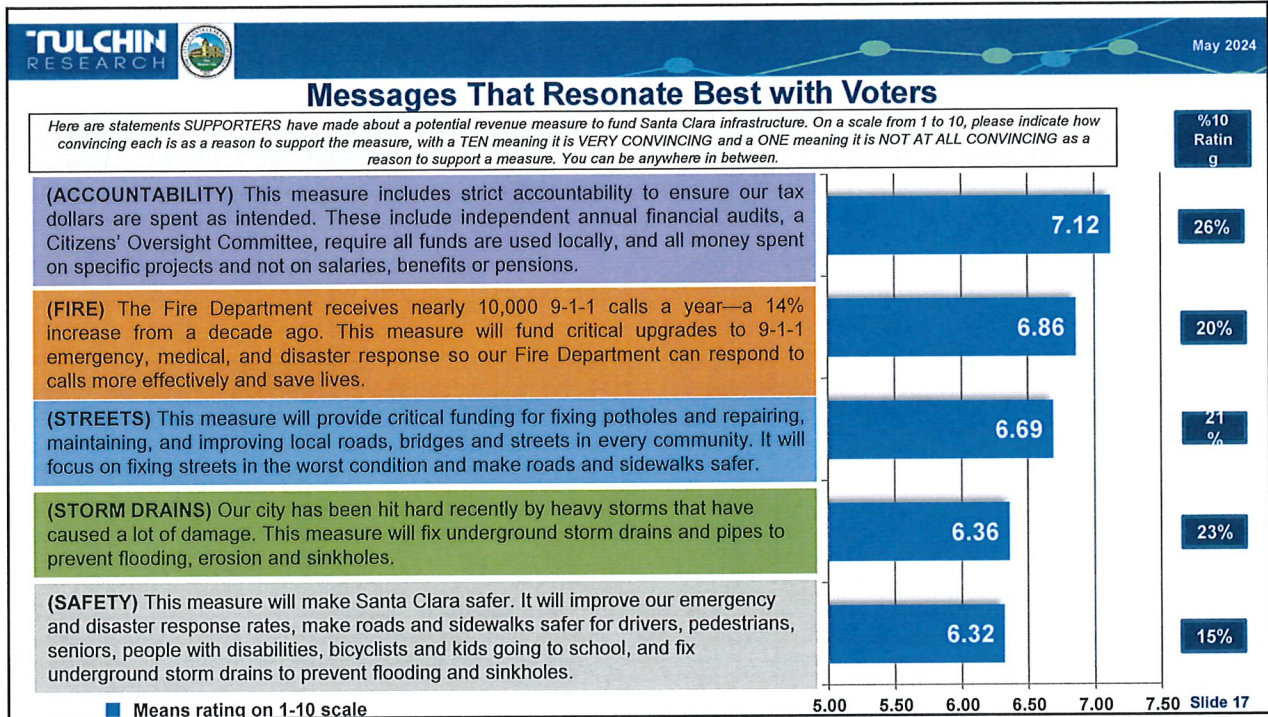
15

**Messaging**

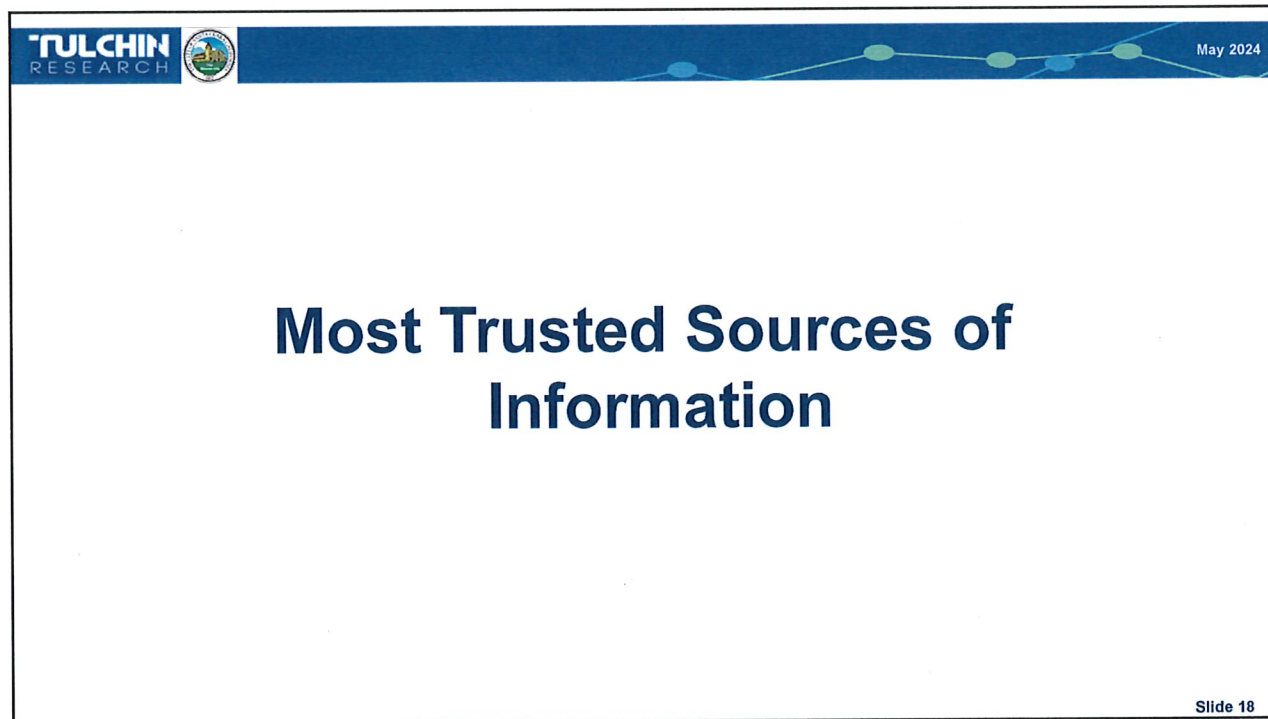
Slide 16

16

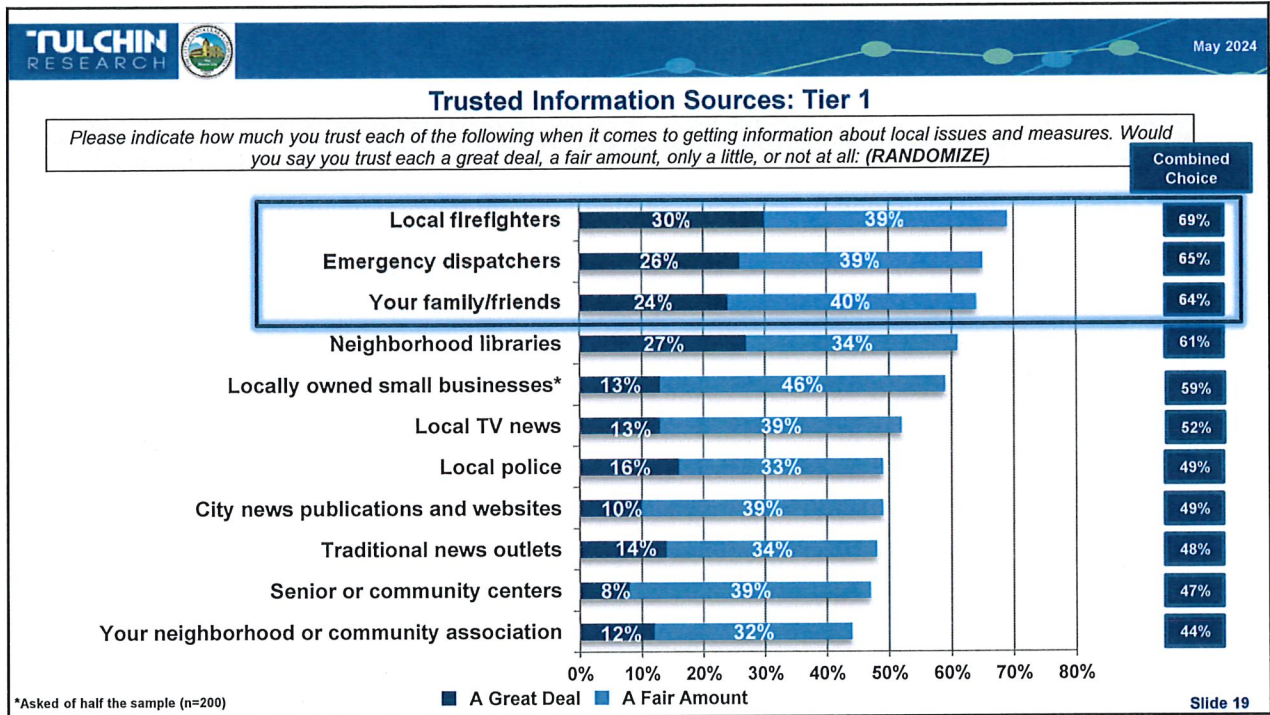




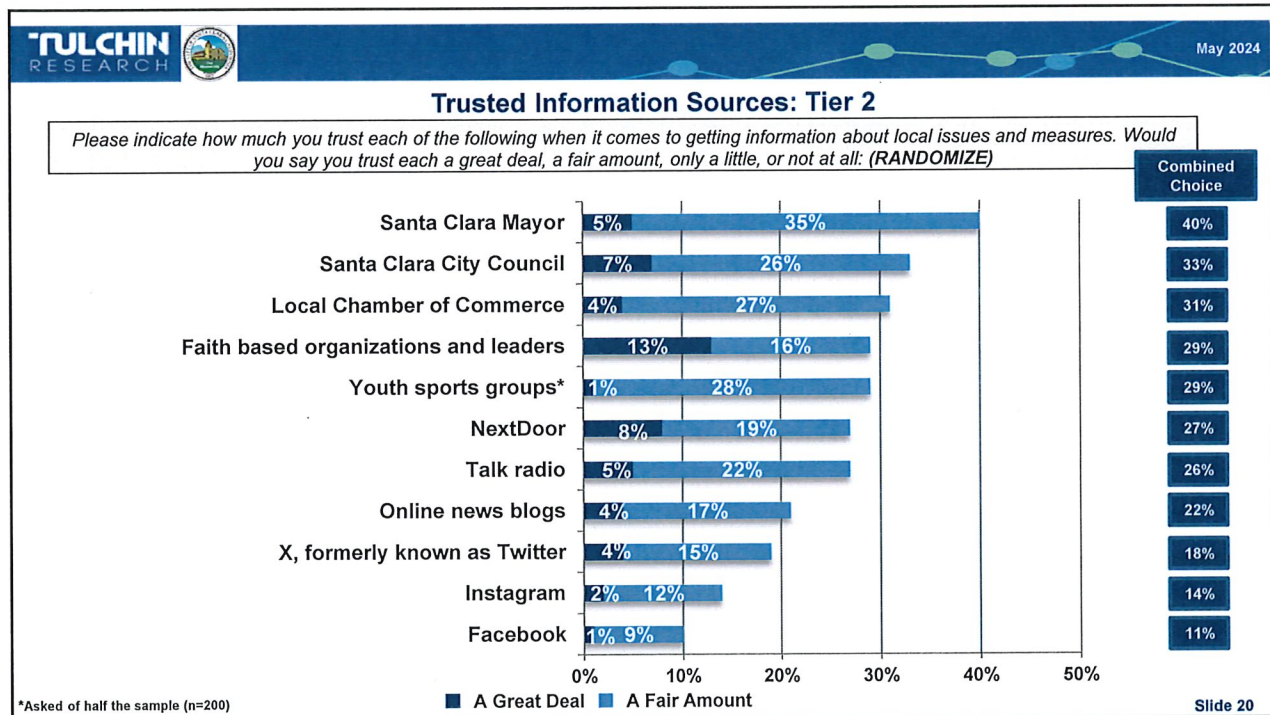
17





18



19



20

May 2024

## Executive Summary

- A solid majority of voters (80%) think additional investment in the city's infrastructure is necessary.
- **A \$598 million bond measure tested in this survey garners similar levels of overall support as the measure in April, with a slight statistical improvement in support.**
- Similar to previous research, the most effective messaging frames in favor of these measures are those that emphasize **public safety improvements** (upgrades to 9-1-1 emergency, medical, fire and disaster response) and **street safety and storm drain improvements** (fixing potholes, repairs to underground stormwater pipes to prevent erosion and sinkholes, making roads safer for drivers, pedestrians and bicyclists).
- An "**ACCOUNTABILITY**" frame emphasizing the measures "**strict provisions**" such as "**independent annual financial audits, a Citizens' Oversight Committee**, and a "**dedicated infrastructure trust fund to ensure responsible spending of taxpayer dollars**" also continues to resonate strongly.

Slide 21

21

## For More Information, Contact:

Ben Tulchin  
Corey O'Neil  
Corey Teter  
Kelsey Bullis  
Asha Gupta  
Caroline Joseph

M (415) 613-5480

Ben@tulchinresearch.com  
Corey@tulchinresearch.com

[www.tulchinresearch.com](http://www.tulchinresearch.com)


220 Sansome Street, Suite 1360  
San Francisco, CA 94104

Follow us on Facebook and Twitter


[www.twitter.com/TulchinResearch](https://www.twitter.com/TulchinResearch)


[www.facebook.com/TulchinR](https://www.facebook.com/TulchinR)

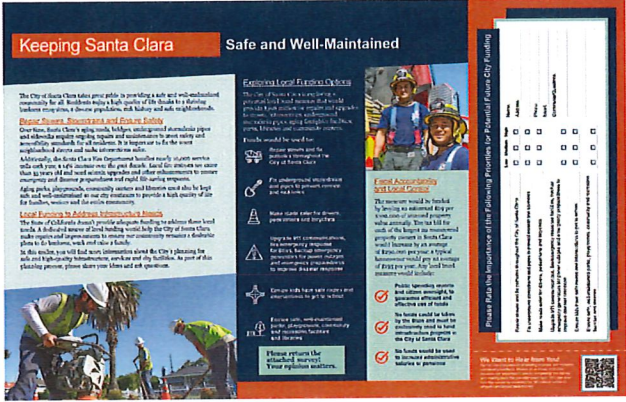
22



**City of Santa Clara**  
The Center of What's Possible


## Voter and Community Feedback

- In addition to two voter surveys, City worked with TeamCivx to distribute additional Community Mailer Survey
- In mailboxes and at City facilities
- Tear off survey to mail back or a QR code for online survey
- Gather additional thoughts from community using a broad approach



Slide 23

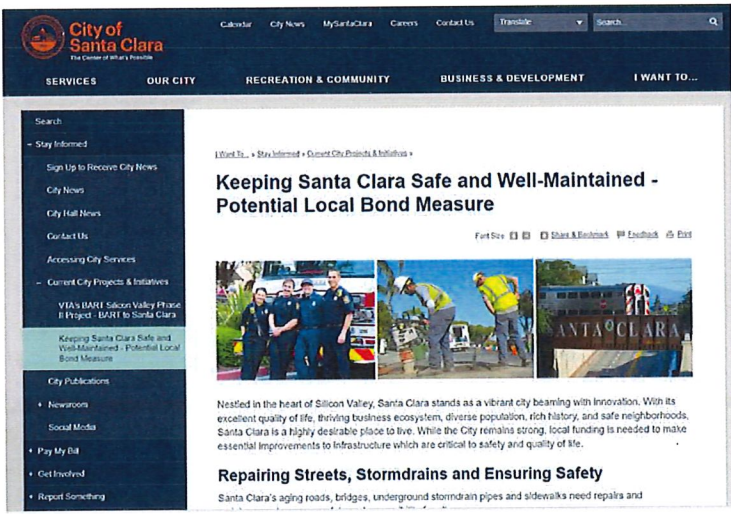
23



**City of Santa Clara**  
The Center of What's Possible


## Voter Education

- Potential City infrastructure bond measure webpage with FAQ's
- Educational Fact Sheets to be distributed at community recreation and senior centers, libraries, and City Hall
- Social media engagement



Slide 24

24



**City of Santa Clara**  
The Center of What's Possible


## How Would the Proposed Bond be Funded?

For example, a bond for \$598 million would:

- Levy an estimated \$29 per \$100,000 of assessed property value (not market value) annually
- Tax bill for the largest 20 commercial property owners in Santa Clara would increase by an average of \$290,000 per year
- Tax bill for a typical homeowner would increase by an average of \$195 per year

25 Slide 25

25



**City of Santa Clara**  
The Center of What's Possible


## How Would the Proposed Bond be Funded?

For example, a bond for \$298 million would:

- Levy an estimated \$16 per \$100,000 of assessed property value (not market value) annually
- Tax bill for the largest 20 commercial property owners in Santa Clara would increase by an average of \$160,000 per year
- Tax bill for a typical homeowner would increase by an average of \$110 per year

26 Slide 26

26




**City of Santa Clara**  
The Center of What's Possible

## Intended Expenditure Plan

- On July 9, staff will include an intended expenditure plan as part of the City Council presentation for consideration
  - To include sample projects for \$589M and \$298M bond amounts
- Plan would be informed by voter polling and community survey
- If placed on the ballot and the bond is approved, the Intended Expenditure Plan would be reviewed by the Citizen Oversight Committee

Slide 27

27



**City of Santa Clara**  
The Center of What's Possible


## Ensuring Accountability and Local Control

If approved, the measure would incorporate stringent accountability provisions, including:

- Public spending reports and citizen oversight committees, to guarantee efficient and effective use of funds
- No funds could be taken by the State and must be exclusively used to fund infrastructure projects in the City
- No funds would be used to increase administrative salaries or pensions
- Intended expenditure plan reviewed by Citizen Oversight Committee

Slide 28

28



**City of Santa Clara**  
The Center of What's Possible


## Next Steps

- Council questions on presentation
- Public comment
- Council Feedback
- Back to Council on July 9 for direction/action

Slide 29


29

# Questions and Answers



**City of Santa Clara**  
The Center of What's Possible

30



## **City Council Meeting**

**Item 1.A – Study Session:  
Presentation of Second Voter  
Research Survey Results for a  
Possible November 2024 Ballot  
Measure to Fund Public  
Infrastructure and Request for  
Council Input**

**June 4, 2024**