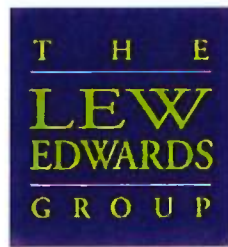


6/23/20

Item 2 (study session)



Survey of Likely Nov. 2020 Voters *City of Santa Clara, CA* *Conducted May 2020*

Methodology



- ▶ Multi-modal survey of likely November 2020 voters
 - Telephone survey with landlines and mobile phones included
 - Email-to-web survey
- ▶ Survey conducted May 12-18, 2020
 - Conducted during weeks 1 and 2 of California's Coronavirus Shelter-in-Place Stage Two, which introduced gradual re-openings of the economy
- ▶ 645 interviews; overall margin of error ± 3.9 percentage points
- ▶ Interviews were conducted in English, Spanish, Chinese & Vietnamese by trained, professional interviewers
- ▶ Where applicable, results compared with June 2018 telephone survey among 400 likely November 2018 voters. (EMC #18-6854)

Please note that due to rounding, some percentages may not add up to exactly 100%.

20-7648 Santa Clara Revenue Measures | 2

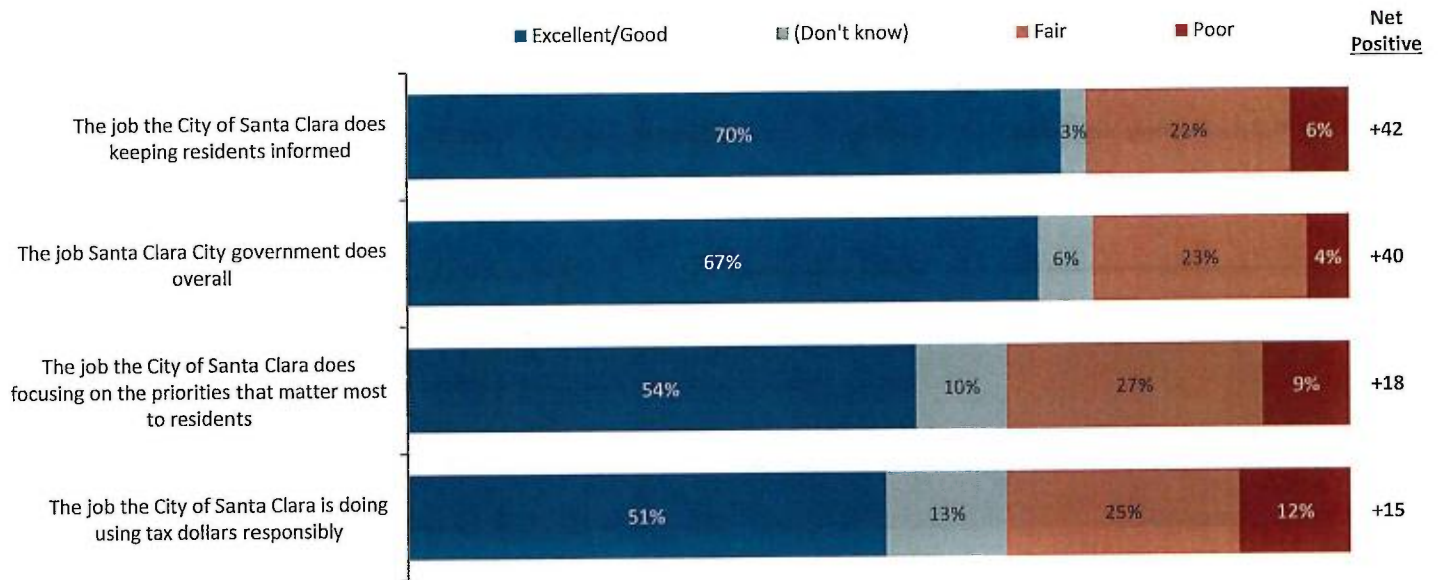
POST MEETING MATERIAL

Key Findings

- ▶ Constituents continue to feel positively about the job the City of Santa Clara is doing.
- ▶ Many anticipate at least some personal financial impact in the coming months as a result of the COVID-19 pandemic.
- ▶ Constituents are not ready to support a bond at the level needed this year. LEG/EMC encourage the City to continue engaging its residents on these issues over the long-term
- ▶ Interest in a potential TOT measure to maintain/protect vital city services including disaster and emergency preparedness, street and pothole repair, and fire protection services is well above the simple majority needed for passage.

City of Santa Clara Job Ratings

Voters feel positive about the job the City is doing.

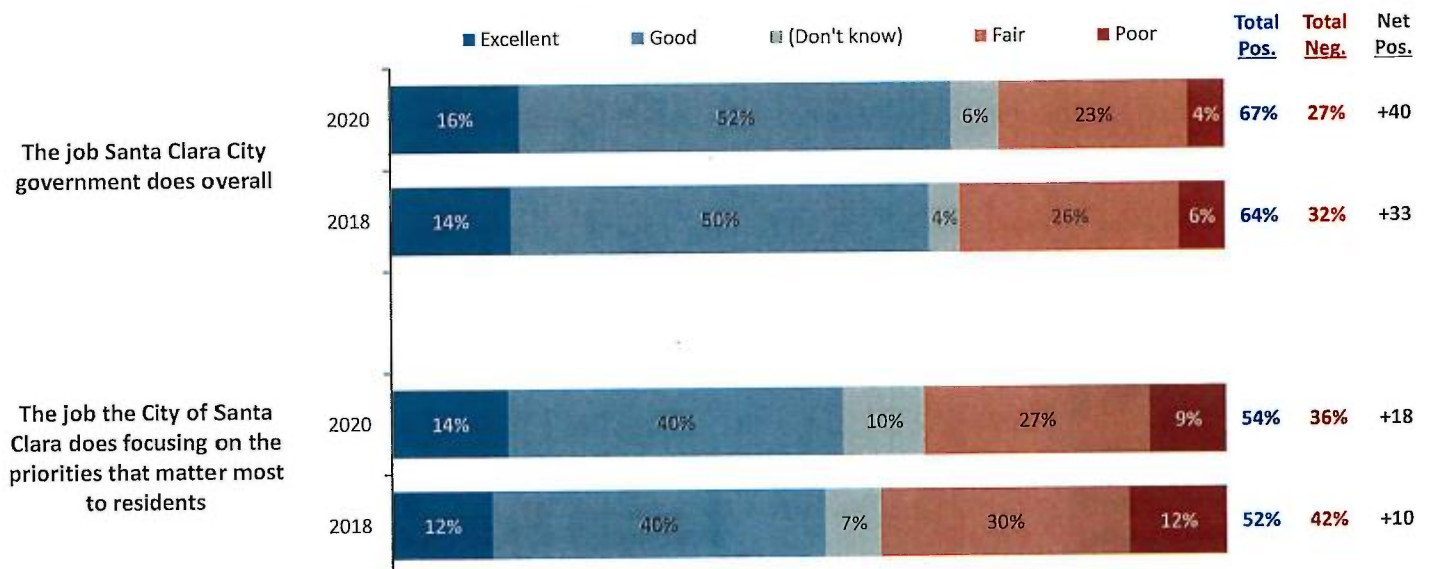


Using a scale of excellent, good, fair, or poor, please rate each of the following.

20-7648 Santa Clara Revenue Measures | 5

Job Ratings Tracked

Job ratings for the City of Santa Clara are consistent with past research.



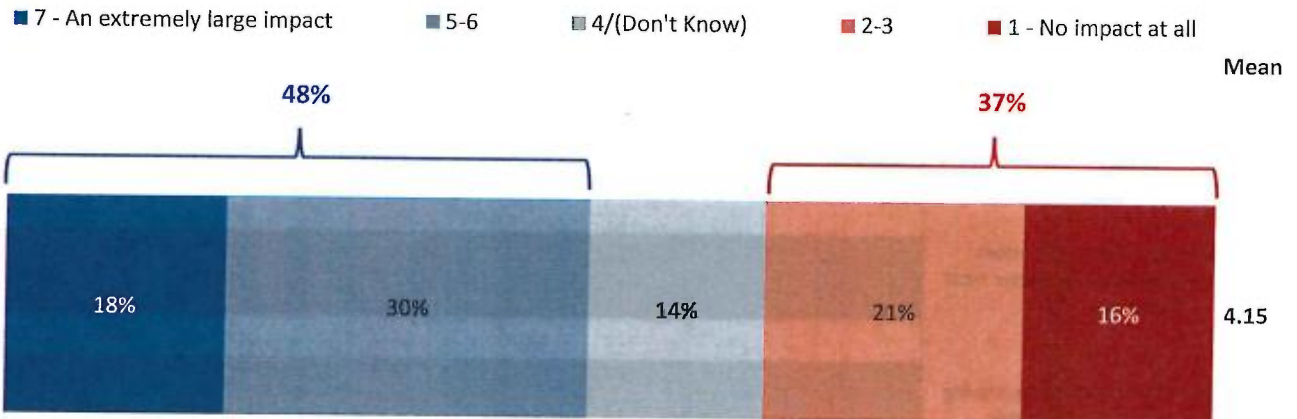
Using a scale of excellent, good, fair, or poor, please rate each of the following.

20-7648 Santa Clara Revenue Measures | 6

COVID-19 Impact on Expenses

Less than half anticipate COVID-19 having at least some impact on their personal finances in the coming months.

What impact do you think COVID-19/coronavirus will have on your monthly household expenses in the next 3 to 6 months?

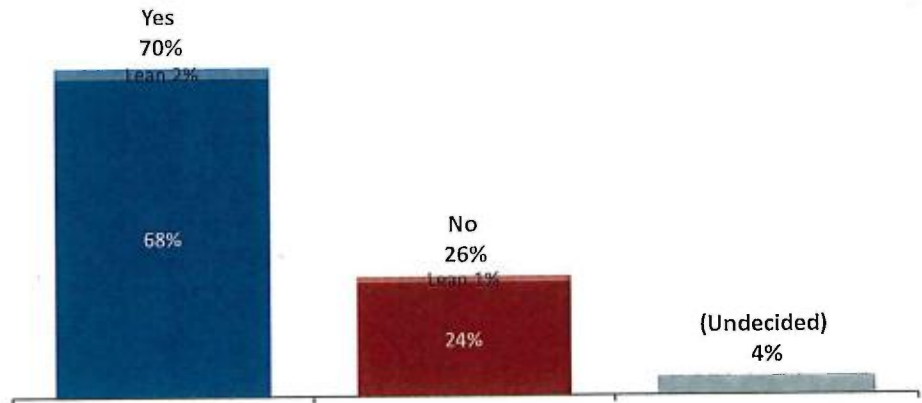


20-7648 Santa Clara Revenue Measures | 7

Initial Interest: TOT Measure

Initial interest in a transient occupancy tax (TOT) paid only by hotel/motel guests receives strong support.

To maintain and protect the level of essential city services including 9-1-1 emergency medical/disaster preparedness, police and fire protection, bicycle and pedestrian safety, roadways and storm drains, and other vital services including parks, recreation, libraries and senior services, shall a measure increasing the hotel tax rate up to 4%, generating approximately 7 million dollars annually, paid only by hotel/motel guests, until ended by voters, be adopted?



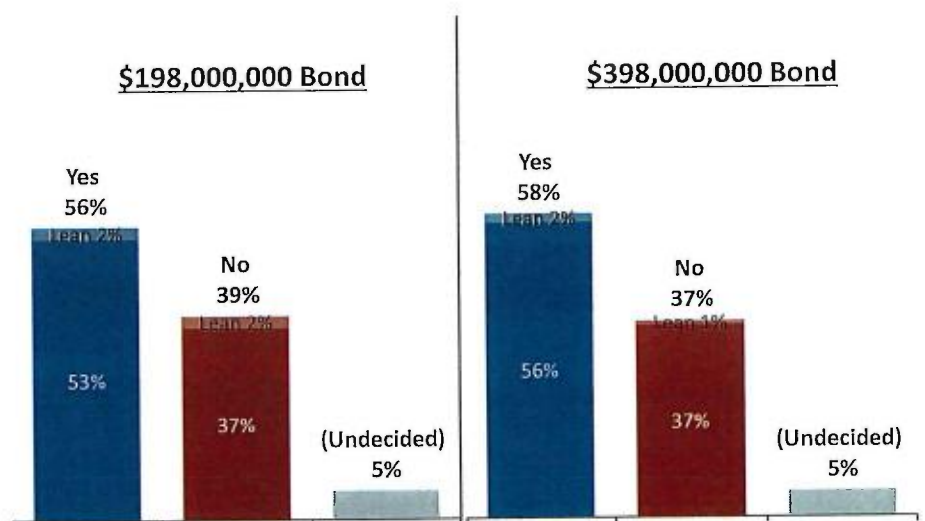
If the election were held today, would you vote yes to approve or no to reject this measure?

20-7648 Santa Clara Revenue Measures | 9

Initial Interest: Bond Measure

Initial-interest in a bond measure is similar regardless of the proposed amount. Neither version reaches the two-thirds threshold required to pass.

To maintain healthy, safe neighborhoods and improve quality of life in Santa Clara, shall a measure to repair aging fire stations, fix streets/potholes, improve flood protection, enhance bicycle/pedestrian safety, and upgrade park, recreation and library facilities by issuing [A:] \$198,000,000 / [B]: \$398,000,000 in bonds at legal rates, at an estimated [A:] 28 cents / [B]: 56 cents per \$100 of assessed value, raising approximately [A:] \$140,490,000 / [B]: \$282,390,000 annually while bonds are outstanding, with oversight/audits, and no funds for salaries/benefits/pensions, be adopted?



If the election were held today, would you vote yes to approve or no to reject this measure?

20-7648 Santa Clara Revenue Measures | 10



Themes of Interest

Additional Information



Information that focus on fire services, addressing aging infrastructure/street maintenance, and quality of life resonates with respondents.

■ Very Convincing ■ Somewhat Convincing Total Convincing

The Santa Clara Fire Department receives nearly 10,000 calls for service per year—a 14% increase from a decade ago. These measures will fund critical updates to our fire stations, some of which are over 50 years old, and ensure that our fire department has the resources it needs to maintain emergency and disaster preparedness and respond to calls quickly and save lives.



Many of the City's buildings and facilities are more than 70 years old and in desperate need of repair. To make sure essential services are protected, it's time to invest in things like upgrading our fire stations, fixing our streets, and improving the City's aging infrastructure.



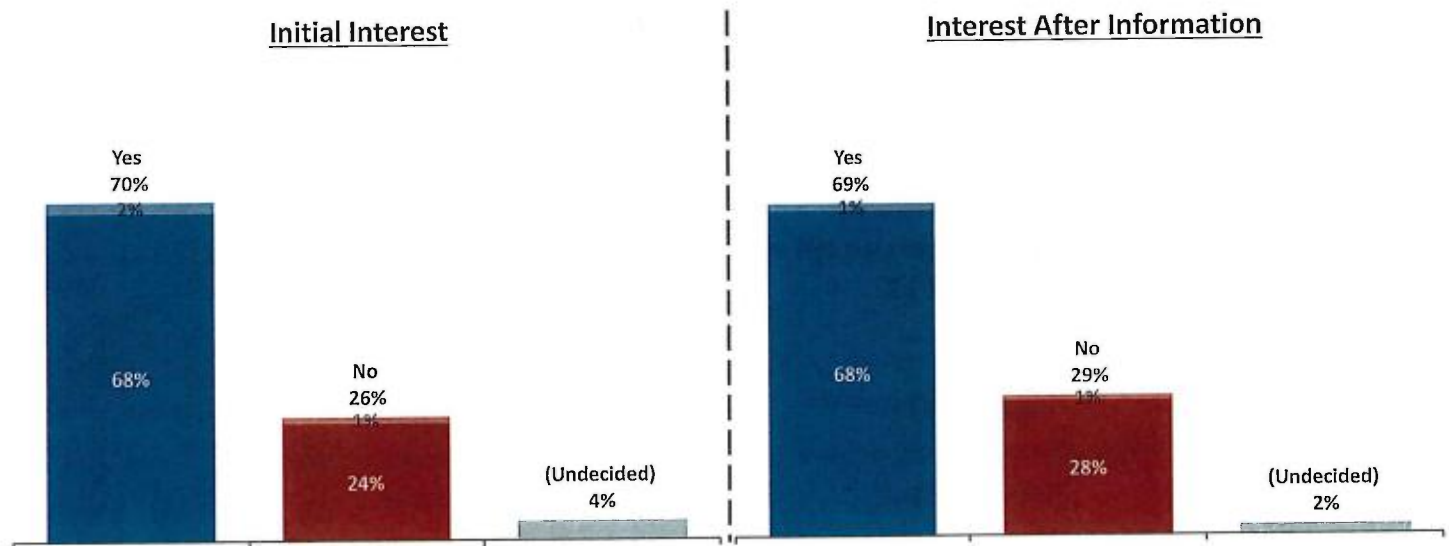
The City of Santa Clara is a great place for children, families, seniors, and young professionals to live. These measures will ensure that Santa Clara residents continue to enjoy safe streets, excellent parks and libraries, and provide a variety of vibrant spaces for residents of all ages to gather and play.



Next, I'm going to read you statements in SUPPORT these measures. After each one, please tell me how convincing that statement is as a reason to SUPPORT the measures— very convincing, somewhat convincing, not too convincing, or not at all convincing.

After Hearing More Information: TOT Measure

A potential TOT measure (simple majority requirement) is viable.



If the election were held today, would you vote yes to approve or no to reject this measure?

20-7648 Santa Clara Revenue Measures | 13

Conclusions

- ▶ The City continues to receive high marks on the job it's doing.
- ▶ A two-thirds threshold bond measure is not viable at this time.
- ▶ There is an opportunity to place a TOT measure paid only by hotel/motel guests to maintain city services on the November ballot.



Ruth Bernstein
ruth@emcresearch.com
510-550-8922

Emily Goodman
emily@emcresearch.com
510-550-8932

Riley Jones
riley@emcresearch.com
206-204-8042

Aleyna Hunt
aleyna@emcresearch.com
206-204-8049

6/23/20

Item 2
(Study Session)

Santa Clara Virtual Community Meetings on Infrastructure



June 23, 2020

1

Overview

- In-person meetings, originally planned, needed to be reimaged in Mid-March
- New opportunity to engage the community in virtual format
- New opportunity for outreach (e.g. CPODS flyers)
- Six meetings conducted; 56 community members participated; plus online survey

2

POST MEETING MATERIAL



Infrastructure Need Areas

- Safe Street Improvements
- Flood Protection & Storm Water Improvements
- Fire Station Upgrades and Modernization
- Parks, Recreation and Library Amenities

3



Meeting Purposes

- Educate participants on the City's infrastructure needs
- Facilitate questions and answers and elicit information needed to support infrastructure funding options

4



Safe Streets Results

- Generated more comments and questions than any other area
- Indicates concerns with the safety of the streets, and pedestrian and bike safety
- Some asked if street upgrades could be integrated into other infrastructure improvements

5



Flood and Storm Water Results

- Comments focused on the logistics of how the infrastructure works
- Indicating less familiarity with this area compared to the others
- Several asked questions about making sustainable improvements

6



Fire Station Results

- Comments indicated support for the basic needs of the stations (bathrooms, storage areas, etc.), including gender equity improvements
- Some asked questions about expanding CERT and the availability of grants to help fund the upgrades

7



Parks and Libraries Results

- Generated more suggestions than any other area, with ideas for additional programming, services, lighting and new revenue sources
- Several questions focused on planned development (e.g. Related Project) and trail interfaces

8



Funding Comments & Recommendations

- The magnitude of the unmet infrastructure needs was a surprise and concern to many
- Question: How will the needs be funded?
- Several asked about prioritizing unmet needs, distinguishing between urgent and nice to have

9



Process Lessons Learned

- Virtual meetings and video tours can expand and broaden community participation and inclusion
- New avenues for outreach, like flyers at CPODS, can reach community members who are not typically connected

10

Recommendations

- Continue virtual community meetings
 - Explore different formats to maximize participation, ensure staff and community training on webinar functionality
- Continue live tours on infrastructure
 - Expand to City projects, events, programs and services

11

How Can You Help?

- Invite your neighbors to watch the Prioritize Santa Clara tours @ Facebook.com/CityofSantaClara
- Encourage others to participate in one of this week's remaining webinars
- Send out online survey so that others can submit their questions and feedback (<https://www.surveymonkey.com/r/LRPKYCM>)
- Listen in to Council on June 23 where we will share a summary of our community conversations
- Become a Prioritize SC advocate! Sign up to be notified of future community conversations and events at PrioritizeSC@SantaClaraCA.gov

Continue the Conversation @ [SantaClaraCA.gov/PrioritizeSC](https://www.santaclara.gov/prioritize-sc)

12

6/23/20

Item # 2

Julie Minot

From: Lee Broughman <leonne3@gmail.com>
Sent: Tuesday, June 23, 2020 11:46 AM
To: Mayor and Council
Cc: lisagillmor@santaclaraca.gov
Subject: Our Aging infrastructure

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mayor and City Council:

As a homeowner in Santa Clara I would like to express my support of a bond measure in November to give the city the mean to replace and renew our aging city. The virtual tours have shown conditions that need attention Now. I also think it would be an injection of money into our economy at a very critical time. I have been discouraged from attending meetings and not sure how to ZOOM so please consider this email when you making your deliberation.

Sincerely, Lee Broughman

POST MEETING MATERIAL