CITY OF
# SAN JOSE
CAPITAL OF SILICON VALLEY

# *Memorandum*

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Ashwini Kantak

SUBJECT: **MAY 2012 REVENUE MEASURE POLLING RESULTS**

DATE: May 30, 2012

Approved _____

Date 5/30/12

The purpose of this memorandum is to provide a summary of the results of the May 2012 Revenue Measure Survey.

## BACKGROUND

On February 28, 2012, Council approved a memorandum by Mayor Reed and Councilmember Pyle, dated February 24, 2012, which directed staff to conduct additional polling in the month of July on potential quarter-percent or half-percent sales tax increases, a business tax increase, and a general obligation bond to support street improvements; and to conduct outreach to various stakeholders including, but not limited to, business groups, neighborhood groups, taxpayer associations, and labor organizations. On March 20 the Council adopted the Mayor's March Budget Message which directed the Administration to report back to Council on the feasibility of a general obligation bond measure to rehabilitate streets in poor condition, with a specific focus on the neighborhood streets. On March 27 Council accepted a report on pavement maintenance and directed staff to pursue funding options, including a bond measure, to address funding needs (http://www.sanjoseca.gov/clerk/Agenda/20120327/20120327_0602.pdf).

Staff presented the Annual Deferred Maintenance and Infrastructure Backlog report (Infrastructure Report) to the Transportation and Environment Committee on April 2, 2012. The report shows a one-time capital investment need of $811 million over the five-year Capital Improvement Plan. Although the transportation infrastructure asset category constitutes the biggest need, there are several other asset categories that also have substantial needs and may be appropriate to include in a funding measure. The Infrastructure Report presented to the Transportation and Environment Committee was cross-referenced to the April 24 City Council meeting. A supplemental memo providing information on a potential general obligation bond measure was included as part of this item. Although polling for various revenue measures was planned for July, staff recommended and Council approved preliminary polling ahead of the July timeframe since an infrastructure bond measure had not been previously polled. Staff also included the general purpose sales tax measure in this preliminary polling to test changes to the ballot language consistent with the court's decision on the wording of the pension modification measure on the upcoming June ballot.

## ANALYSIS

Staff engaged the services of Fairbank, Maslin, Maullin, Metz and Associates (FM3) to test voter support in May for a general obligation bond measure for infrastructure as well as to test modified language for a general purpose sales tax measure. The survey was conducted May 10-17 and included a sample of 605 likely voters. Although the polling primarily tested the level of potential support for a transportation infrastructure bond measure, it also included other types of assets to test their potential to affect voter support. The poll tested the level of support for alternative amounts for a bond measure ranging from $195 to $395 million. A summary of the survey results is included below; top-line results are included in Attachment A. FM3 is currently preparing a more detailed analysis which will be shared with Council via an Info Memo.

### General Obligation Bond for Infrastructure

The survey results indicate that approximately 64% of likely voters would support a $395 million general obligation bond measure. It should be noted that this includes 8% undecided but leaning toward support. This amount falls short of the required two-thirds threshold but is within the survey's margin of error of ±4.0%. The support for the bond increases to 66% when the amount of the bond decreases to $295 million and to 68% when the bond amount decreases to $195 million.

The level of support decreases significantly when the bond is translated into the annual cost for an average homeowner. The percentage of likely voters supporting the bond is 65% when the impact is $70 for a $195 million bond, but it drops to 56% when the annual impact is $100 for a $295 million bond and to 50% when the annual financial impact is $145 for a $395 million bond.

Positive and negative arguments for and against a potential bond measure do not appear to affect support. Although the level of support does increase to 67% after positive messages, it drops back down to the base level of about 64% after negative messages. This indicates relatively consistent support at about 64%. Broadening the scope of the measure from transportation to include other infrastructure projects increases support from 64% to 67%, indicating a modest increase in level of support but within the survey's margin of error.

In terms of which improvements were most important, likely voters appear to prioritize fixing potholes, repaving deteriorating streets, improving pedestrian safety, and improving sidewalks and curb ramps for seniors and the disabled. In addition, while expanding the City's network of bike lanes, bike trails, and repairing pedestrian bridges was of lower importance, a very high percentage of voters support improving traffic flow and safety for drivers, bicyclist, and pedestrians on local streets and intersections.

### Sales Tax Increase

The survey results indicate that 58% (including 9% undecided, leaning yes) of likely voters would support a ½ percent sales tax increase while 63% (including 11% undecided, leaning yes) would support a ¼ percent sales tax increase. Although the level of support has decreased

slightly since the Community Budget survey conducted earlier this year, potentially due to changes to the potential ballot language tested in the survey, it still remains above the 50% majority support required for passage of a general purpose tax measure. The overall level of support decreases only slightly when the respondent is informed of other possible state and local tax measures that may be on the ballot in November.

/s/
ASHWINI KANTAK
Assistant to the City Manager

For questions, please contact me at (408) 535-8147.

Attachment

**FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES**                          **MAY 10-17, 2012**

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**CITY OF SAN JOSÉ REVENUE MEASURE SURVEY**
**220-3405-WT**
**N=605**
**A/B SPLITS**

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Hello, I'm_____ from F-M-3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions. May I speak to_____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

1.      Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

Yes, cell and can talk safely ------------------------------------------------**(ASK Q2)** -  30%
Yes, cell not cannot talk safely ------------------------------------------------ **TERMINATE**
No, not on cell, but own one ------------------------------------------------**(ASK Q2)** -  58%
No, not on cell and do not own one ------------------------------------------ **(SKIP Q2)** -  12%
**(DON'T READ)** DK/NA/REFUSED------------------------------------------ **TERMINATE**

**(ASK ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN Q1)**
2.      Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally or do you mostly use your home landline phone to make and receive calls?

All cell phone--------------------- 21%
Mostly cell phone----------------- 23%
Cell and landline equally -------- 32%
Mostly landline-------------------- 23%
**(DON'T READ)** DK/NA ---------1%

**(RESUME ASKING ALL RESPONDENTS)**
3.      In November there will be a general election for President, Congress, the State Legislature, and state and local ballot measures. I know it is a long way off, but how likely are you to actually vote in this election? Will you definitely vote, probably vote, are the chances 50-50 that you will vote, will you probably not vote, or will you definitely not vote?

Definitely vote------------------------------ 89%
Probably vote ---------------------------------9%
50-50----------------------------------------------2%
Probably not vote ------------- **TERMINATE**
Definitely not vote ------------ **TERMINATE**
**(DON'T KNOW/NA)** ------- **TERMINATE**

NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT IN A FUTURE ELECTION. PLEASE LISTEN CAREFULLY TO THE DESCRIPTION OF EACH ONE, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.

4.   The first potential measure is entitled **The City of San José Road Repair and Safety Improvement Bonds**, and reads as follows:

"To fix potholes and repave deteriorating streets and roads in neighborhoods throughout San José, improve disabled and senior access to sidewalks, improve traffic flow and safety for drivers, bicyclists and pedestrians on local streets and intersections, and expand the City's network of bike lanes and trails, shall the City issue 395 million dollars in general obligation bonds, subject to independent oversight and existing financial audits?

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?  (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")

| | |
|---|---|
| **TOTAL YES** | **64%** |
| Definitely yes | 30% |
| Probably yes | 26% |
| Undecided, lean yes | 8% |
| | |
| **TOTAL NO** | **28%** |
| Undecided, lean no | 7% |
| Probably no | 7% |
| Definitely no | 14% |
| | |
| **(DON'T READ)** DK/NA | 8% |

**(ASK Q5 ONLY IF CODES 2-7 IN Q4)**
5.   Suppose this road repair and safety improvement measure were for _____ (READ EACH, RECORD) instead of 395 million dollars?  In that case, would you vote "yes" in favor of this measure or "no" to oppose it?  (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")

**(DO NOT RANDOMIZE)**

| | DEF YES | PROB YES | LEAN YES | LEAN NO | PROB NO | DEF NO | (DK/ NA) |
|---|---|---|---|---|---|---|---|
| a. 295 million dollars | 6% | 33% | 12% | 9% | 10% | 20% | 9% |
| b. 195 million dollars | 13% | 29% | 11% | 9% | 9% | 20% | 9% |

**Q4/Q5 COMBINED**

|  | Q4 $395M | Q4/Q5A $295M | Q4/Q5B $195M |
|---|---|---|---|
| **TOTAL YES** | 64% | 66% | 68% |
| Definitely yes | 30% | 34% | 39% |
| Probably yes | 26% | 23% | 21% |
| Undecided, lean yes | 8% | 9% | 8% |
| **TOTAL NO** | 28% | 28% | 26% |
| Undecided, lean no | 7% | 7% | 6% |
| Probably no | 7% | 7% | 6% |
| Definitely no | 14% | 14% | 14% |
| (DON'T KNOW/NA) | 8% | 6% | 6% |

**(RESUME ASKING ALL RESPONDENTS)**

6.  Next, what if the bond measure that I just described cost the average homeowner _____ per year? **(READ EACH, RECORD)** If that were the case, would you vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably?" **(IF UNDECIDED, ASK:** "Well, do you lean towards voting yes or no?")

**(DO NOT RANDOMIZE)**

|  | Q6A $145 | Q6B $110 | Q6C $70 |
|---|---|---|---|
| **TOTAL YES** | 50% | 56% | 65% |
| Definitely yes | 25% | 27% | 40% |
| Probably yes | 19% | 22% | 20% |
| Undecided, lean yes | 7% | 7% | 6% |
| **TOTAL NO** | 44% | 39% | 31% |
| Undecided, lean no | 5% | 5% | 5% |
| Probably no | 16% | 11% | 9% |
| Definitely no | 23% | 23% | 18% |
| (DON'T KNOW/NA) | 6% | 5% | 4% |

7.    Next, suppose this bond measure dedicated 25 percent of its bond revenue to repair and renovate City parks and other community buildings that serve neighborhoods – such as fire stations, libraries, community centers, and cultural buildings like the Children's Discovery Museum – in addition to making road repairs and safety improvements.  In that case, if there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?  **(IF YES/NO, ASK:** "Is that definitely or just probably?") **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

**TOTAL YES**-------------------------------**67%**
Definitely yes------------------------------ 31%
Probably yes -------------------------------- 25%
Undecided, lean yes ---------------------- 11%

**TOTAL NO**--------------------------------**30%**
Undecided, lean no ------------------------4%
Probably no --------------------------------9%
Definitely no------------------------------- 17%

**(DON'T READ)** DK/NA -----------------3%

> **NOW I WOULD LIKE TO ASK YOU ABOUT A DIFFERENT MEASURE THAT MAY ALSO APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT IN A FUTURE ELECTION.**

8.  This potential measure is entitled **The City of San José Vital City Services Measure**, and reads as follows:

    "To provide funding for City services such as: neighborhood police patrols; 9-1-1 emergency response; firefighting; economic development and job creation; library services; and maintenance of streets and parks, shall the City enact a **(SPLIT SAMPLE A: <u>one-half percent sales tax</u>) (SPLIT SAMPLE B: <u>one-quarter percent sales tax</u>)**, limited to 15 years, dedicated to City services and protected from the State, subject to existing financial audits?"

    If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK:** "Is that definitely or just probably?"**) (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?"**)**

|  | SPLIT A:<br>1/2% SALES TAX | SPLIT B:<br>1/4% SALES TAX | TOTAL |
|---|---|---|---|
| **TOTAL YES** | **58%** | **63%** | **60%** |
| Definitely yes | 24% | 29% | 27% |
| Probably yes | 24% | 22% | 23% |
| Undecided, lean yes | 9% | 11% | 10% |
| **TOTAL NO** | **39%** | **34%** | **36%** |
| Undecided, lean no | 7% | 5% | 6% |
| Probably no | 10% | 10% | 10% |
| Definitely no | 22% | 19% | 21% |
| (DON'T KNOW/NA) | 3% | 3% | 3% |

9.    Now I would like to tell you a little bit about some of the other measures that <u>may</u> be on the ballot in this November's election at the same time as this City of San José sales tax measure. These measures <u>may</u> include a statewide measure sponsored by the Governor to temporarily increase income and sales taxes to fund education and public safety services, and several local measures in the City of San José, including a measure dedicating a portion of the City's budget to libraries, a measure expanding the number of card rooms permitted in the City, and a measure increasing the City's minimum wage to ten dollars per hour.

Having heard this, let me ask you again about the temporary **(SPLIT SAMPLE A:** <u>one-half percent sales tax</u>**) (SPLIT SAMPLE B:** <u>one-quarter percent sales tax</u>**)** measure to fund San José City services, such as police; 9-1-1 emergency response; firefighting; economic development; library services; and street and park maintenance. If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")**

|  | SPLIT A:<br>1/2% SALES TAX | SPLIT B:<br>1/4% SALES TAX | TOTAL |
|---|---|---|---|
| **TOTAL YES** | **55%** | **61%** | **58%** |
| Definitely yes | 24% | 22% | 23% |
| Probably yes | 23% | 29% | 26% |
| Undecided, lean yes | 7% | 10% | 9% |
| **TOTAL NO** | **42%** | **36%** | **39%** |
| Undecided, lean no | 6% | 6% | 6% |
| Probably no | 12% | 11% | 11% |
| Definitely no | 24% | 20% | 22% |
| (DON'T KNOW/NA) | 3% | 3% | 3% |

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**MY NEXT QUESTIONS DEAL WITH LIFE IN SAN JOSÉ.**

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10.    Next, focusing on the San José neighborhood where you live, 1 am going to mention some items that have an effect on a neighborhood's overall quality of life. After I read each one, please tell me whether you would rate that particular item in your neighborhood as excellent, good, just average, poor, or extremely poor. Here is the first one…**(RANDOMIZE)**

|  |  | EXCELL. | GOOD | JUST AVERAGE | POOR | EXT. POOR | (DK/ NO OP.) |
|---|---|---|---|---|---|---|---|
| [ ]a. | (T) The appearance of local parks in or near your neighborhood | 11% | 52% | 28% | 6% | 1% | 3% |
| [ ]b. | (T) The condition of your neighborhood's streets | 8% | 37% | 36% | 16% | 2% | 1% |
| [ ]c. | (T) The adequacy of street lighting | 8% | 46% | 31% | 12% | 1% | 1% |
| [ ]d. | (T) The condition of City sidewalks | 6% | 35% | 44% | 12% | 2% | 2% |
| [ ]e. | The safety of your neighborhood's streets | 11% | 48% | 29% | 10% | 1% | 1% |
| [ ]f. | The condition of local community buildings such as libraries, fire stations, and community centers in or near your neighborhood | 19% | 52% | 23% | 2% | 1% | 3% |

**(SPLIT SAMPLE A ONLY)**

11.    Next, how <u>safe</u> do you feel traffic conditions are when you travel in San José using the following methods? Do you feel safe, unsafe, or neither safe nor unsafe? **(IF SAFE/UNSAFE, ASK:** Is that very **SAFE/UNSAFE** or just somewhat?) **(RANDOMIZE)**

|  |  | VERY SAFE | S.W. SAFE | (DON'T READ) NEITHER | S.W. UNSAFE | VERY UNSAFE | (DK/ NO OP.) |
|---|---|---|---|---|---|---|---|
| [ ]a. | (T) Driving on San José streets | 28% | 52% | 6% | 12% | 1% | 1% |
| [ ]b. | (T) Bicycling in San José | 12% | 27% | 14% | 18% | 7% | 23% |
| [ ]c. | (T) Walking in San José | 26% | 50% | 7% | 10% | 2% | 4% |

**(SPLIT SAMPLE B ONLY)**

12.    Next, would you describe the streets and sidewalks in San José as generally safe or unsafe for _____? **(IF SAFE/UNSAFE, ASK:)** "Is that very **SAFE/UNSAFE**, or just somewhat?" **(RANDOMIZE)**

|  |  | VERY SAFE | S.W. SAFE | (DON'T READ) NEITHER | S.W. UNSAFE | VERY UNSAFE | DK/ NO OP. |
|---|---|---|---|---|---|---|---|
| [ ]a. | Drivers | 22% | 58% | 4% | 12% | 3% | 1% |
| [ ]b. | Bicyclists | 13% | 47% | 5% | 22% | 7% | 6% |
| [ ]c. | Pedestrians | 19% | 62% | 3% | 10% | 4% | 2% |
| [ ]d. | Residents with disabilities | 15% | 46% | 6% | 16% | 7% | 9% |

**(RESUME ASKING ALL RESPONDENTS)**

NOW I WOULD LIKE TO RETURN TO OUR DISCUSSION OF THE FIRST BALLOT MEASURE WE DISCUSSED, THE 395 MILLION DOLLAR <u>BOND MEASURE</u> TO MAKE ROAD REPAIRS AND SAFETY IMPROVEMENT IN THE CITY OF SAN JOSÉ.

13.    First, I am going to read you a list of items that might be funded by this bond measure. After I read each one, please tell me how important it is to you that money from the measure be used to pay for each of the following—is it extremely important, very important, somewhat important or not too important? **(RANDOMIZE)**

| | | EXT IMPT | VERY IMPT | SMWT IMPT | NOT TOO IMPT | (DK/ NA) |
|---|---|---|---|---|---|---|
| **(SPLIT SAMPLE A ONLY)** | | | | | | |
| [ ]a. | Fixing potholes in neighborhoods throughout San José | 31% | 44% | 17% | 7% | 1% |
| [ ]b. | Improving disabled access to sidewalks | 20% | 40% | 27% | 12% | 1% |
| [ ]c. | Installing sidewalk and curb ramps to ensure access for seniors | 20% | 44% | 25% | 10% | 2% |
| [ ]d. | Replacing City streetlights with brighter lights | 14% | 27% | 32% | 25% | 3% |
| [ ]e. | Expanding the City's network of bike lanes | 9% | 24% | 31% | 33% | 4% |
| [ ]f. | Improving traffic flow for drivers, bicyclists and pedestrians on local streets and intersections | 22% | 40% | 23% | 13% | 2% |
| [ ]g. | Repairing the City's network of existing hiking and walking trails | 9% | 21% | 39% | 28% | 4% |
| [ ]h. | Replacing old park irrigation systems with more efficient systems that use less water | 11% | 29% | 35% | 22% | 4% |
| [ ]i. | Making City-owned buildings more energy efficient | 10% | 31% | 38% | 18% | 3% |
| [ ]j. | Making safety improvements to City-owned buildings, such as community centers and fire stations | 10% | 34% | 36% | 17% | 3% |
| [ ]k. | Renovating or replacing old park restrooms | 13% | 22% | 40% | 22% | 3% |
| [ ]l. | Ensuring safe pedestrian crossings on busy streets | 29% | 48% | 15% | 7% | 1% |
| **(SPLIT SAMPLE B ONLY)** | | | | | | |
| [ ]m. | Repaving deteriorating streets in neighborhoods throughout San José | 25% | 46% | 20% | 7% | 2% |
| [ ]n. | Improving senior access to sidewalks | 23% | 41% | 22% | 12% | 2% |
| [ ]o. | Installing sidewalk and curb ramps to ensure access for people with disabilities | 22% | 44% | 21% | 12% | 1% |
| [ ]p. | Replacing City streetlights with high-efficiency lights that use less electricity | 18% | 42% | 28% | 11% | 1% |
| [ ]q. | Expanding the City's network of bike trails | 13% | 22% | 35% | 28% | 3% |
| [ ]r. | Improving safety for drivers, bicyclists and pedestrians on local streets and intersections | 29% | 37% | 23% | 10% | 1% |
| [ ]s. | Repairing pedestrian bridges | 16% | 29% | 28% | 22% | 4% |

|  | EXT IMPT | VERY IMPT | SMWT IMPT | NOT TOO IMPT | (DK/ NA) |
|---|---|---|---|---|---|
| **(SPLIT SAMPLE B ONLY CONTINUED)** | | | | | |
| [ ]t. Renovating old park irrigation systems to improve turf quality and increase the amount of playable field areas in City parks | 10% | 27% | 43% | 18% | 3% |
| [ ]u. Making City-owned buildings more energy efficient and reducing future energy bills | 13% | 38% | 35% | 12% | 1% |
| [ ]v. Improving access to City-owned buildings, such as community centers and fire stations, for people with disabilities | 19% | 41% | 22% | 17% | 1% |
| [ ]w. Replacing old and outdated playground equipment to increase accessibility for children of all abilities | 20% | 31% | 30% | 18% | 1% |

**(RESUME ASKING ALL RESPONDENTS)**

NOW I WOULD LIKE TO READ SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THIS BOND MEASURE.

14.   First, here are some statements from people who <u>support</u> this bond measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote <u>yes</u> on the measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

|  | VERY CONV. | S.W. CONV. | NOT CONV. | DON'T BEL. | (DON'T READ) DK/NA |
|---|---|---|---|---|---|
| [ ]a. **(BROAD BENEFITS)** Whether you walk, take public transit, bike or drive, we all rely on a safe, smooth, reliable route to travel to and from work, school and other destinations every day. By investing in a comprehensive set of street, sidewalk, and road improvements, this measure will improve safety and traffic flow, making it easier for us all to get around town. | 34% | 42% | 20% | 3% | 1% |
| [ ]b. **(POTHOLES)** San José has over 450 miles of roads and sidewalks rated as being in "poor" condition, with many containing huge cracks and potholes. In fact, bad roads and potholes cost San José drivers hundreds of dollars per year on average due to wear and tear on their cars. | 40% | 37% | 16% | 5% | 2% |

| | VERY CONV. | S.W. CONV. | NOT CONV. | DON'T BEL. | (DON'T READ) DK/NA |
|---|---|---|---|---|---|
| [ ]c.  (PEDESTRIAN SAFETY) Over the last decade, over six thousand pedestrians and bicyclists have been injured from crashes on City roadways. This measure will improve the safety of our streets for the elderly, children and families, especially at intersections near schools. | 41% | 36% | 15% | 6% | 1% |
| [ ]d.  (JOBS) San José is just beginning to recover from the deepest recession in decades, with high unemployment and many families having trouble making ends meet. This measure will generate local jobs and have a positive impact on San José's economy. | 31% | 39% | 18% | 9% | 2% |
| [ ]e.  (ACCESSIBILITY) Many San José residents have difficulty getting around the City on foot, including those with disabilities, seniors and those pushing strollers. This bond will help people who use wheelchairs, walkers, canes and scooters – or push strollers – have curb ramps and smooth sidewalks, so that they can get to work, to stores, to medical appointments and to see family and friends. | 35% | 38% | 20% | 5% | 2% |

**(SPLIT SAMPLE A ONLY)**

| | VERY CONV. | S.W. CONV. | NOT CONV. | DON'T BEL. | (DON'T READ) DK/NA |
|---|---|---|---|---|---|
| [ ]f.  (ACCOUNTABILITY) This measure includes strict fiscal accountability including a Citizens' Oversight Committee and annual financial audits to ensure that the bond revenue is spent on promised projects. | 28% | 39% | 17% | 13% | 3% |
| [ ]g.  (SAVE MONEY) This bond measure will save taxpayers money by addressing critical maintenance needs before they turn into bigger and more expensive repairs. Unless we make these investments now, the repairs can cost up to four times more in the future. | 33% | 39% | 18% | 9% | 2% |

| | VERY CONV. | S.W. CONV. | NOT CONV. | DON'T BEL. | (DON'T READ) DK/NA |
|---|---|---|---|---|---|

**(SPLIT SAMPLE A ONLY CONTINUED)**

[ ]h.    **(BIKES)** San Jose is seeing a dramatic increase in the number of people riding bicycles for transportation and recreation. While this means less congestion on roadways, bike safety continues to be a serious concern. Improvements funded by this bond, including separated bike lanes, will reduce potential dangerous conflicts between cars and bicyclists. ---------------------------- 30% ----- 41% ----- 20% ------ 7% ------ 2%

**(SPLIT SAMPLE B ONLY)**

[ ]i.    **(LOCAL CONTROL)** Because the state continues to cut funding for local government, we cannot rely on Sacramento politicians to help San José. All funds raised by this bond measure are legally required to be spent to upgrade and improve streets and roads in San José and cannot be taken by Sacramento. --------------------------------- 29% ----- 42% ----- 14% ----- 12% ------ 3%

[ ]j.    **(TRACK RECORD)** San José has a great track record of completing bond measure projects on time and on budget. The City has completed almost all of the projects included in the last three bond measures voters passed in San José since 2000 – measures for parks, libraries and public safety, with just a handful of projects still to be completed. ------------------------------------- 21% ----- 46% ----- 17% ----- 10% ------ 7%

[ ]k.    **(STREETLIGHTS)** This bond measure will allow the City to replace old streetlights with new streetlights that are both brighter and more energy efficient. These new streetlights will make our neighborhood streets feel safer and save the City two million dollars per year in electricity costs. ---------- 34% ----- 41% ----- 16% ------ 5% ------ 4%

**(RESUME ASKING ALL RESPONDENTS)**

15.    Now that you have heard more about it, let me ask you again about this 395 million dollar bond measure, that would fix potholes and repave deteriorating streets, improve traffic flow and safety, improve disabled and senior sidewalk access, and expand bike lanes and trails in the City of San José.

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?  **(IF YES/NO, ASK:** "Is that definitely or just probably?")  **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

**TOTAL YES**-----------------------------**67%**
Definitely yes----------------------------- 32%
Probably yes----------------------------- 27%
Undecided, lean yes -----------------------8%


**TOTAL NO**-----------------------------**30%**
Undecided, lean no -----------------------5%
Probably no -----------------------------7%
Definitely no----------------------------- 18%


**(DON'T READ)** DK/NA -----------------3%

16.    Next, here are some statements from people who <u>oppose</u> this bond measure.  After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote <u>no</u> on the measure.  If you do not believe the statement, please tell me that too.  **(RANDOMIZE)**

|  |  | VERY CONV. | S.W. CONV. | NOT CONV. | DON'T BEL. | (DON'T READ) DK/NA |
|---|---|---|---|---|---|---|
| [ ]a. | **(TAXES)** No matter what supporters of this bond measure say, it will inevitably raise our taxes.  The average homeowner will pay 145 dollars more each year if this bond measure passes. | 34% | 28% | 33% | 3% | 3% |
| [ ]b. | **(ECONOMY)** With our economy in the worst recession since the Great Depression and people struggling to pay their bills and keep their homes, we simply cannot afford to raise taxes on families that are having a hard time making ends meet. | 38% | 30% | 27% | 3% | 3% |
| [ ]c. | **(MISMANAGEMENT)** Year after year, politicians short-change our streets to fund their own pet projects. Instead of taking care of the roads like they are supposed to, they want taxpayers to pay more.  Enough is enough – we should vote no and force the politicians to fund needed street repairs out of the existing budget. | 36% | 26% | 31% | 4% | 3% |

|  | VERY CONV. | S.W. CONV. | NOT CONV. | DON'T BEL. | (DON'T READ) DK/NA |
|---|---|---|---|---|---|

**(SPLIT SAMPLE A ONLY)**

[ ]d.  **(TOO MUCH DEBT)**  Since 2000, voters have approved nearly 600 million dollars in bond measures for parks, libraries and public safety.  We simply cannot afford to take on any more debt right now. ---------------------- 40%----- 27% -----28% ------2% ------ 2%

[ ]e.  **(PARTIAL SOLUTION)** Even at 395 million dollars, this bond measure will only address 75 percent of the City's road infrastructure backlog.  It will cost us an enormous amount of money, and will not even solve 25 percent of the street repair needs that the City has identified. --------------------- 26%----- 28% -----36% ------6% ------ 5%

**(SPLIT SAMPLE B ONLY)**

[ ]f.  **(WRONG WAY)** This measure could end up costing the City more than 200 million dollars in interest payments.  San José should pay for street and road repairs on a year-by-year basis out of their general budget – rather than borrowing money through a bond measure and then paying huge interest costs. ------------------------------------- 35%----- 32% -----24% ------7% ------ 3%

[ ]g.  **(PRIORITIES)** We cannot afford to spend more of our tax dollars paving streets when there are so many other issues – such as the budget cuts threatening police and fire services, and our local schools – that are much higher priorities. -------------------------------- 31%----- 31% -----32% ------4% ------ 2%

**(RESUME ASKING ALL RESPONDENTS)**

17.    Now that you have heard more about it, let me ask you one last time about this 395 million dollar bond measure, that would fix potholes and repave deteriorating streets, improve traffic flow and safety, improve disabled and senior sidewalk access, and expand bike lanes and trails in the City of San José.

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it?  **(IF YES/NO, ASK:** "Is that definitely or just probably?") **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK:** "Do you lean toward voting yes or no?")

|  |  |
|---|---|
| **TOTAL YES** | **64%** |
| Definitely yes | 28% |
| Probably yes | 25% |
| Undecided, lean yes | 10% |
|  |  |
| **TOTAL NO** | **34%** |
| Undecided, lean no | 6% |
| Probably no | 7% |
| Definitely no | 21% |
|  |  |
| **(DON'T READ)** DK/NA | 2% |

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**HERE ARE MY FINAL QUESTIONS.  THEY ARE JUST FOR STATISTICAL PURPOSES.**

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18.    Which of the following modes of transportation do you use regularly when you are traveling within the City of San José?  **(READ LIST, ACCEPT MULTIPLE RESPONSES)**

|  |  |
|---|---|
| Driving | 92% |
| Biking | 8% |
| Walking | 15% |
| Public transit | 12% |
| **(DON'T READ)** DK/NA | 1% |

19.    **(T)** Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?

|  |  |
|---|---|
| Single family detached house | 75% |
| Multi-family apt/condo | 22% |
| Mobile home park | 3% |
| **(DON'T READ)** Don't know/Refused | 1% |

20.    **(T)** Do you own or rent the house or apartment where you live?

|  |  |
|---|---|
| Own | 74% |
| Rent | 24% |
| **(DON'T READ)** Don't know/Refused | 2% |

21.     **(T)** Are there any children under the age of 18 living in your household?

> Yes ------------------------------------------------ 26%
> No ------------------------------------------------- 73%
> **(DK/NA)** ------------------------------------------1%

22.     **(T)** What was the last level of school you completed?

> Grades 1-8 ----------------------------------------1%
> Grades 9-11 ---------------------------------------2%
> High school graduate (12) ---------------- 14%
> Some college ----------------------------- 26%
> Business/vocational school ----------------2%
> College graduate (4) ---------------------- 36%
> Post-graduate work/
> Professional school ----------------------- 17%
> **(DON'T READ)** DK/Refused ------------1%

23.     **(T)** Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

> Hispanic/Latino ---------------------------- 17%
> African-American----------------------------3%
> Asian/Pacific Islander --------------------- 16%
> Caucasian/White ------------------------- 55%
> Native American/Indian --------------------1%
> Some other group or identification --------5%
> **(DON'T READ)** Refused ----------------3%

24.     **(T)** In what year were you born?

> 1994-1988 (18-24) -------------------------7%
> 1987-1983 (25-29) -------------------------6%
> 1982-1978 (30-34) -------------------------7%
> 1977-1973 (35-39) -------------------------7%
> 1972-1968 (40-44) -------------------------8%
> 1967-1963 (45-49) ----------------------- 11%
> 1962-1958 (50-54) ----------------------- 10%
> 1957-1953 (55-59) -------------------------9%
> 1952-1948 (60-64) ----------------------- 10%
> 1947-1938 (65-74) ----------------------- 12%
> 1937 or earlier (75 & over) ----------------8%
> **(DON'T READ)** DK/Refused ------------5%

25.     (T) I don't need to know the exact amount but I'm going to read you some categories for household income.  Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2011?

$30,000 and under -------------------------9%
$30,001 - $60,000------------------------ 16%
$60,001 - $75,000------------------------ 12%
$75,001 - $100,000 ---------------------- 14%
$100,001 - $150,000--------------------- 12%
More than $150,000 -----------------------9%
**(DON'T READ)** Refused --------------- 28%

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**THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.**

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**Gender by observation:**          Male--------------------------------------- 48%
                                     Female ------------------------------------- 52%

**Language by observation:**        English ----------------------------------- 94%
                                     Spanish -----------------------------------4%
                                     Vietnamese ------------------------------2%

**Party: From file**                Democrat---------------------------------- 48%
                                     Republican -------------------------------- 22%
                                     Decline-to-State -------------------------- 26%
                                     Other party -------------------------------4%

Name_____          Page # _____

Address_____          Voter ID # _____

City _____          Precinct _____

Zip_____          Interviewer _____

## FLAGS
R03 ------------------------------------------------50%
P04------------------------------------------------41%
G04 ------------------------------------------------59%
N05 ------------------------------------------------49%
P06------------------------------------------------41%
G06 ------------------------------------------------55%
F08------------------------------------------------60%
P08------------------------------------------------35%
G08 ------------------------------------------------80%
M09------------------------------------------------42%
P10------------------------------------------------50%
G10 ------------------------------------------------74%
BLANK -----------------------------------------------11%

## VOTE BY MAIL
1 ------------------------------------------------11%
2 ------------------------------------------------ 9%
3+ ------------------------------------------------48%
BLANK ------------------------------------------------33%

## PERMANENT ABSENTEE
Yes------------------------------------------------67%
No------------------------------------------------33%

## CITY COUNCIL DISTRICT
1 ------------------------------------------------11%
2 ------------------------------------------------ 9%
3 ------------------------------------------------ 8%
4 ------------------------------------------------ 9%
5 ------------------------------------------------ 6%
6 ------------------------------------------------12%
7 ------------------------------------------------ 8%
8 ------------------------------------------------11%
9 ------------------------------------------------13%
10 ------------------------------------------------13%