



GODBE RESEARCH  
Gain Insight



## City of San Bruno: Summary of Results from the 2022 San Bruno Revenue Measure Feasibility Survey

May 2022

# Overview and Research Objectives

The 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 management of public funds;
- Gauge the public's perceptions of where the economy is headed and the City's efforts to address the coronavirus crisis;
- Assess potential voter support for a bond measure to upgrade fire stations; modernize the San Bruno Library; improve neighborhood parks, ballfields and playgrounds; and repair deteriorating storm drains with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure;
- Assess potential voter support for additional measures including a commercial real estate property transfer tax, amendment to the municipal code to rotate the Mayor position among Council Members, and amendment to the municipal code to limit service for City Council Members and Mayor to 3 consecutive 4-year terms; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Landline (15), cell (78), text to online (311), and email to online (42) interviewing
- Universe 11,400 Likely November 2022 Voters
- Fielding Dates May 11 to May 18, 2022
- Interview Length 25 minutes
- Sample Size 446
- Margin of Error  $\pm 4.55\%$



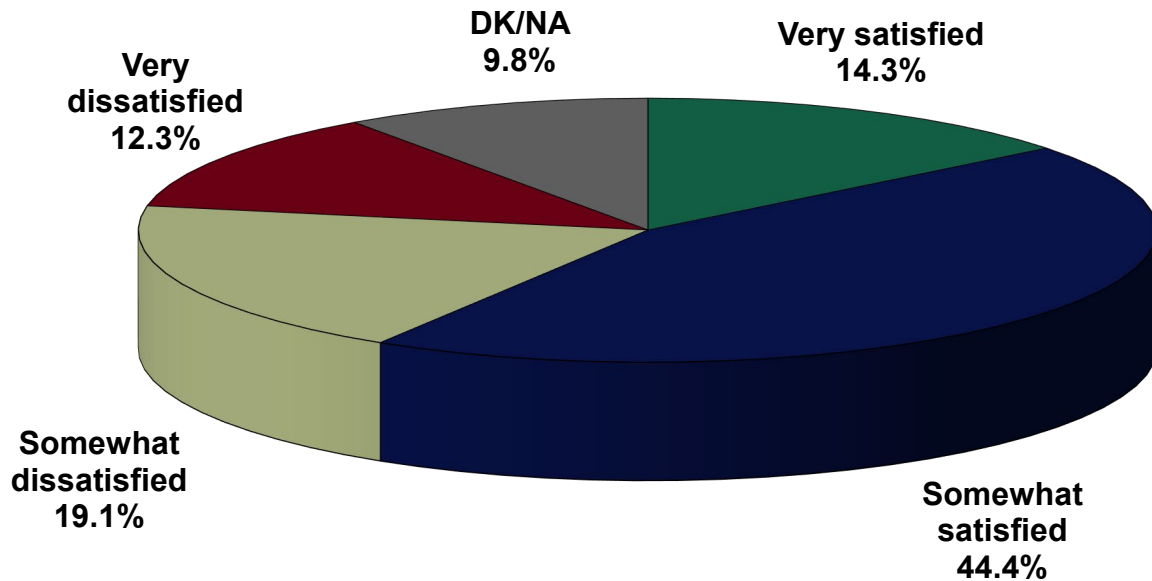
GODBE RESEARCH  
Gain Insight



## Key Findings

# Q1. Satisfaction With City's Provision of Services

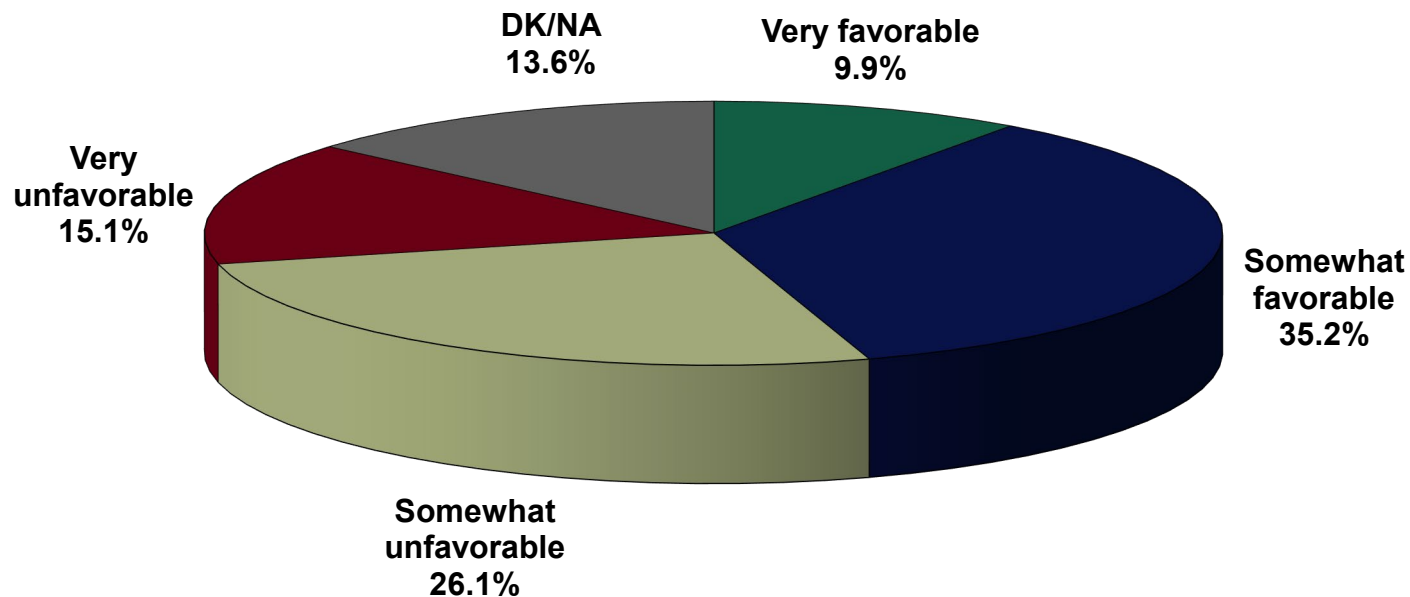
## Likely November 2022 Voters



	<u>Nov 2020</u>	<u>Nov 2022</u>
Total Satisfied	63.9%	58.8%
Total Dissatisfied	20.2%	31.4%
Ratio Sat to Dissat	3.2	1.87

## Q2. Favorability Rating of the City's Management of Public Funds

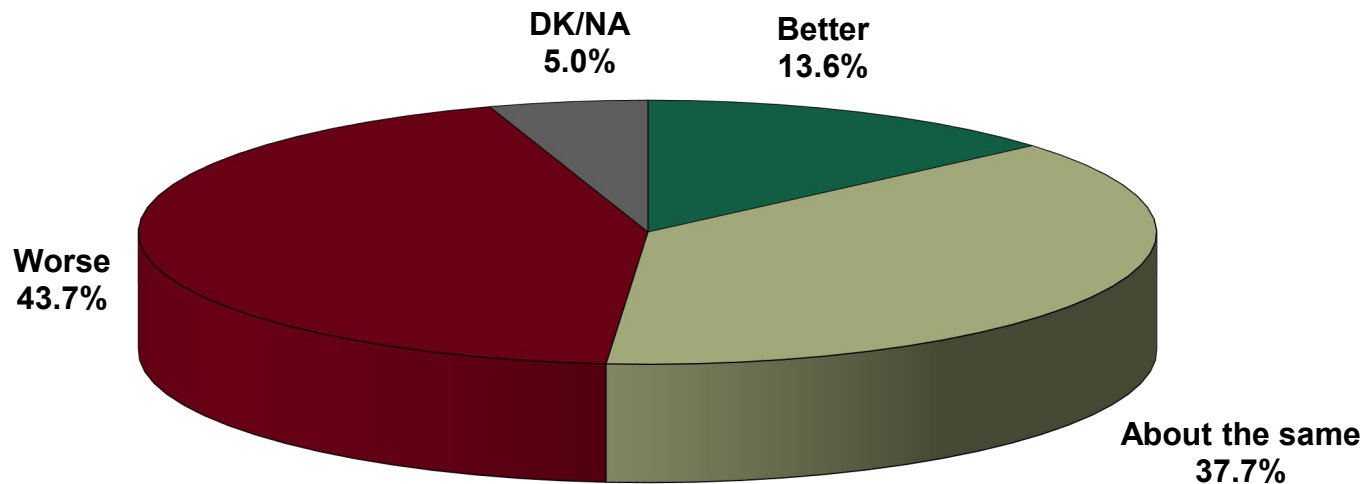
### Likely November 2022 Voters



	<u>Nov 2020</u>	<u>Nov 2022</u>
Total Favorable	43.3%	45.1%
Total Unfavorable	34.8%	41.3%
Ratio Fav to Unfav	1.2	1.09

# Q3. Opinion on Direction of Economy in 6 Months

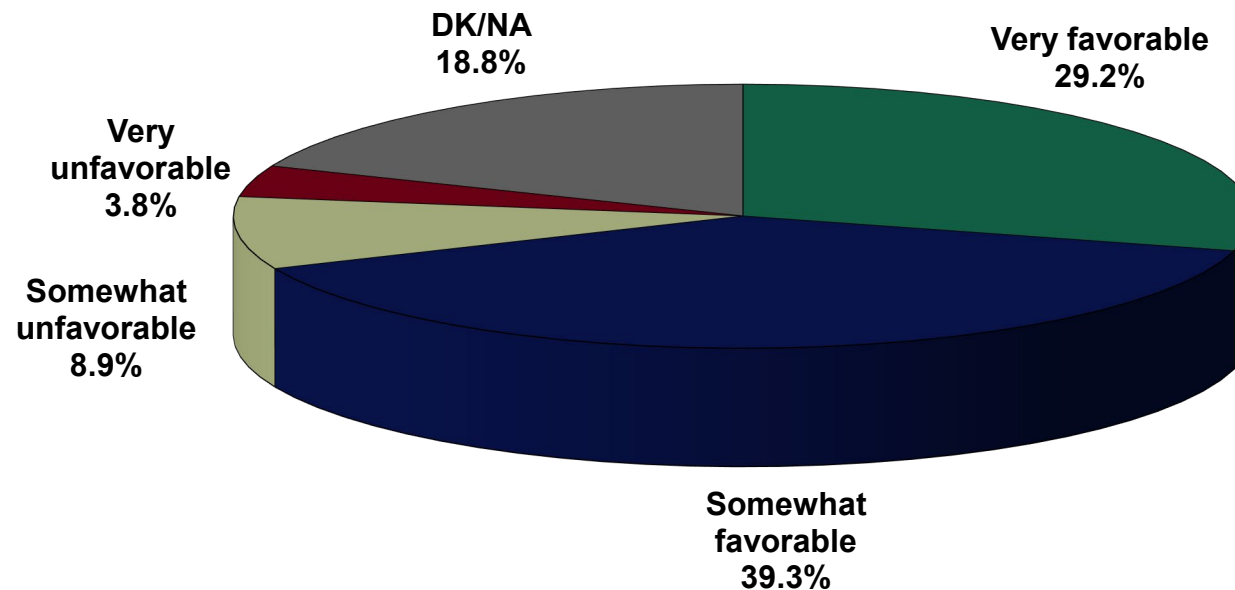
## Likely November 2022 Voters



	<u>Nov 2020</u>	<u>Nov 2022</u>
Better	27.0%	13.6%
About the same	18.2%	37.7%
Worse	43.6%	43.7%
DK/NA	11.2%	5.0%

# Q4. Favorability Rating of How the City is Addressing the COVID Crisis

## Likely November 2022 Voters

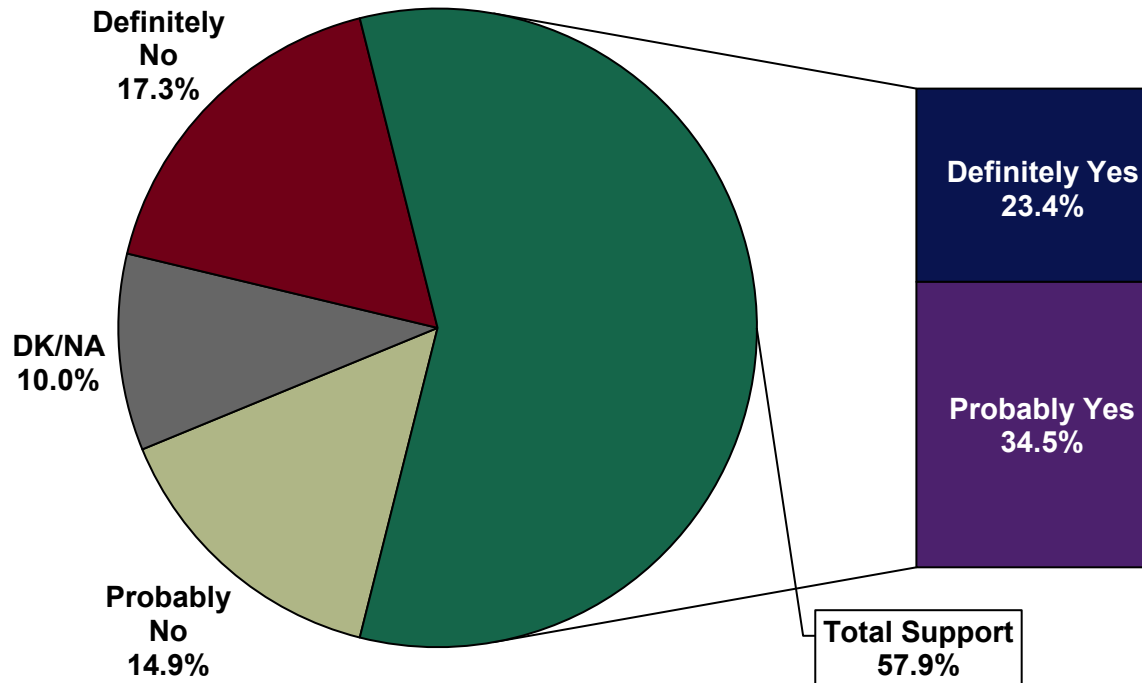


### Nov 2022

Total Favorable	68.5%
Total Unfavorable	12.7%
Ratio Fav to Unfav	5.39



## Q5. First Test of Support for Bond Measure Likely November 2022 Voters

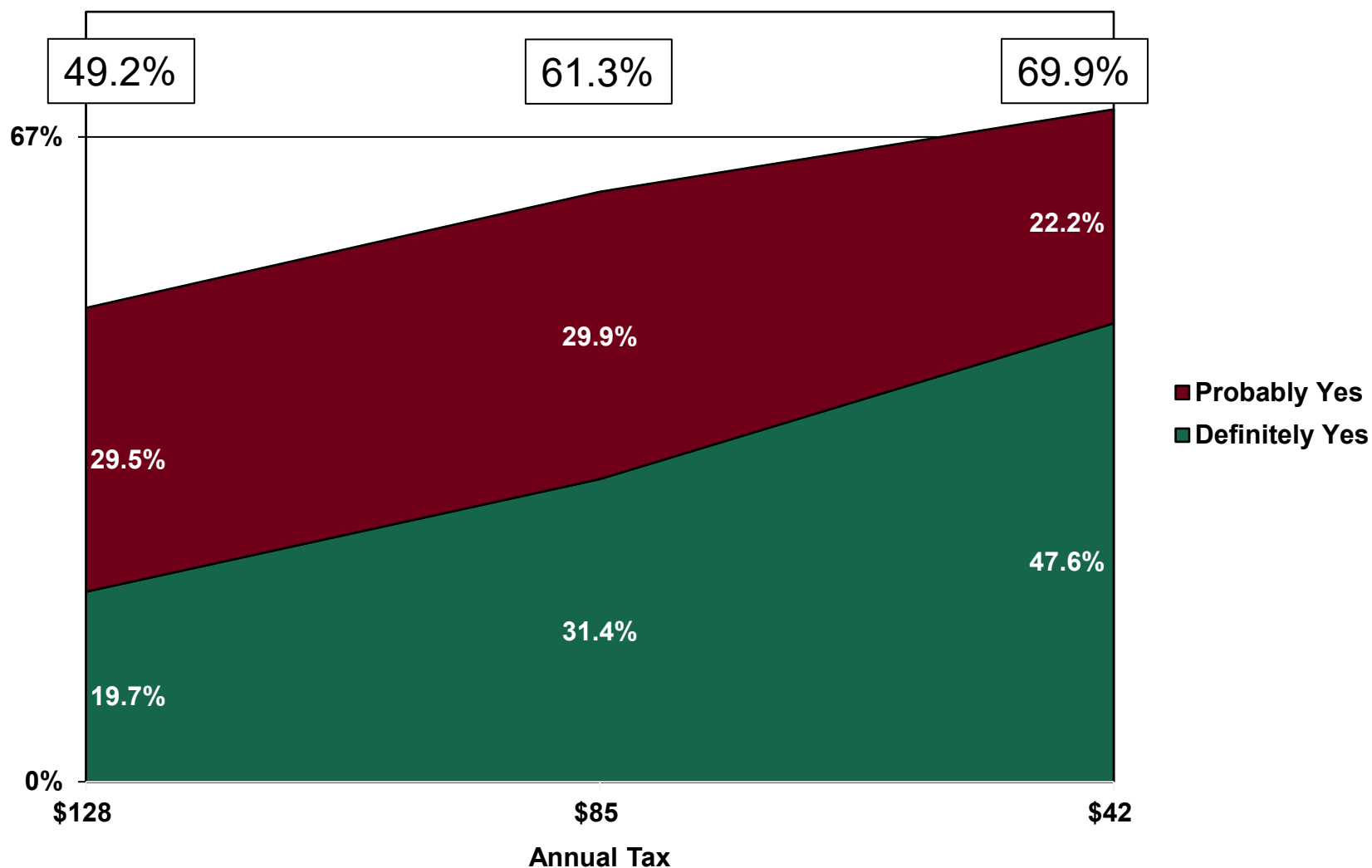


Shall City of San Bruno adopt a measure to:

- upgrade fire stations ensuring operation during earthquakes/ natural disasters;
- modernize the San Bruno Library for children, teen, adult and senior services/ programs;
- improve neighborhood parks, ballfields and playgrounds for safe, clean places to play; and
- repair deteriorating storm drains to prevent flooding and water pollution;

by authorizing \$124 million dollars in bonds, at legal rates, levying 3 cents per \$100 assessed value while bonds are outstanding, generating \$6.6 million dollars annually, with citizen oversight?

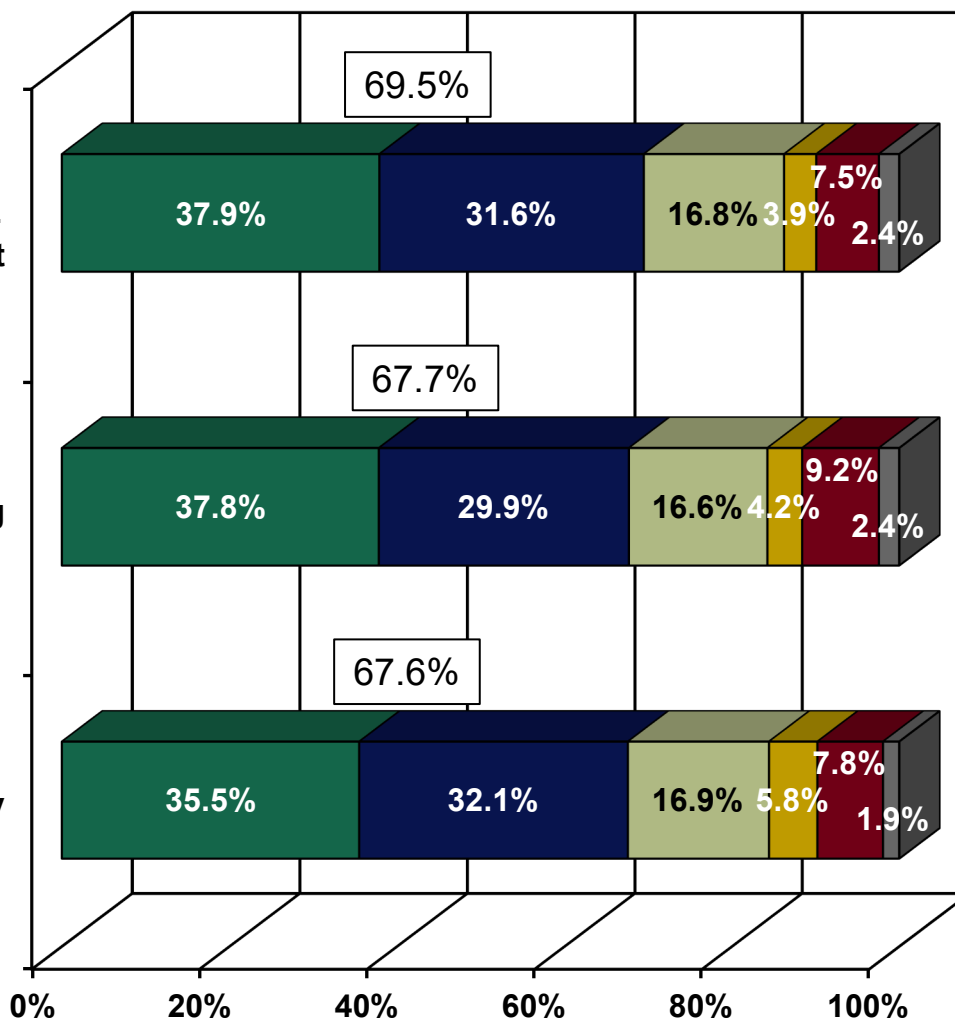
## Q6. Support for Different Rates Likely November 2022 Voters



# Q7. Features of the Measure: Fire Stations

## Likely November 2022 Voters

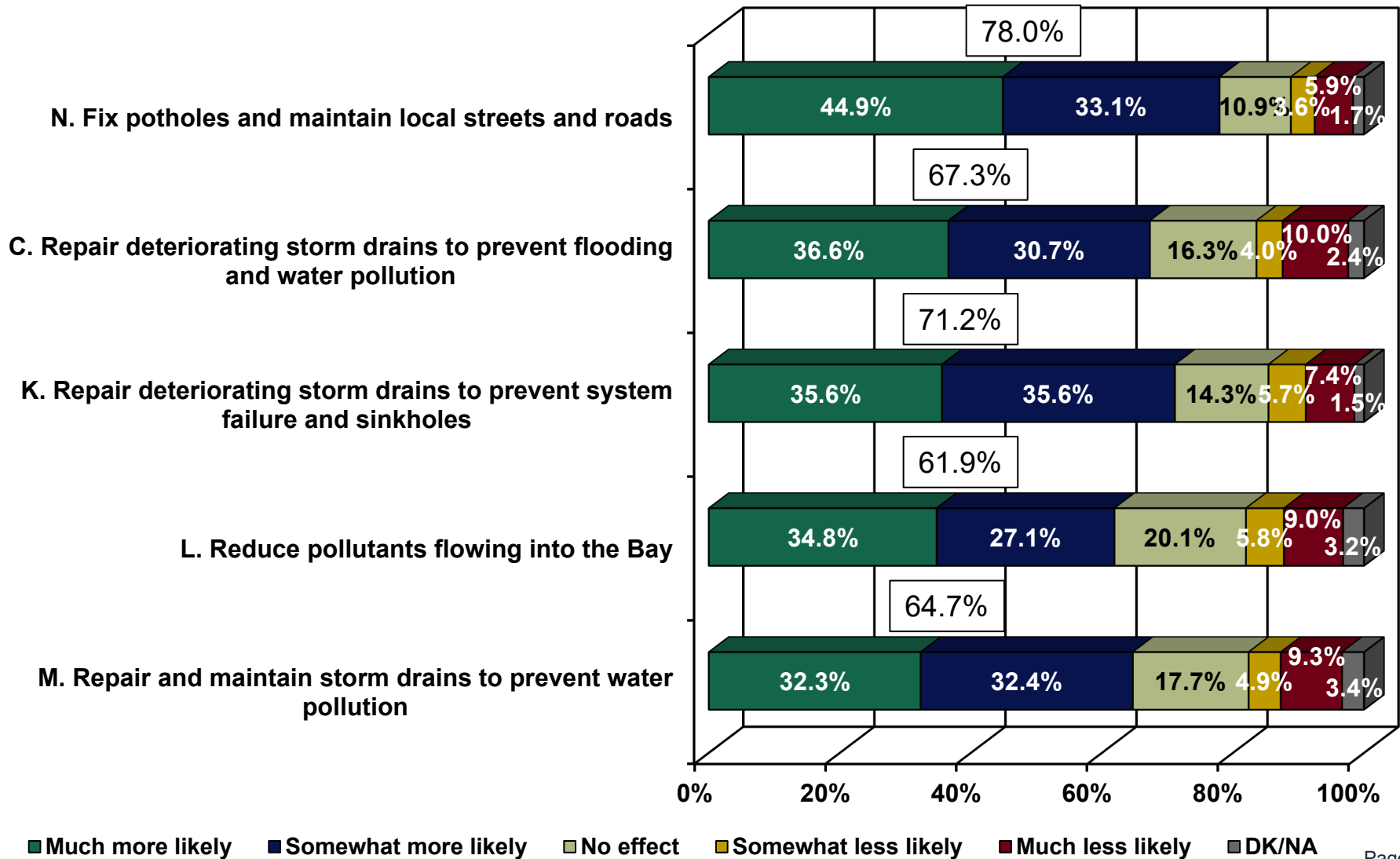
**E. Upgrade fire stations to accommodate modern fire-fighting and life-saving emergency medical equipment**



■ Much more likely ■ Somewhat more likely ■ No effect ■ Somewhat less likely ■ Much less likely ■ DK/NA

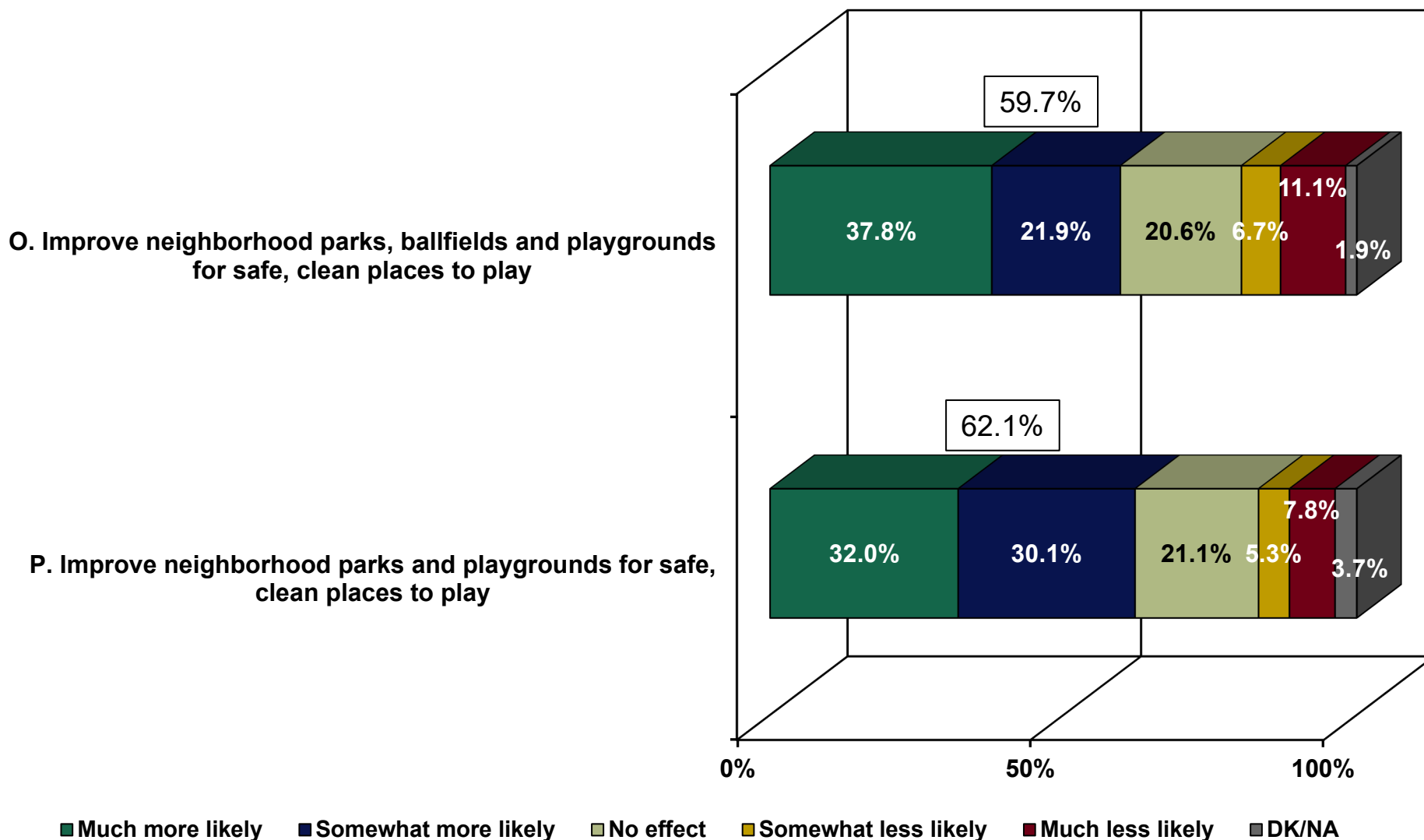
# Q7. Features of the Measure: Storm Drains and Streets

## Likely November 2022 Voters



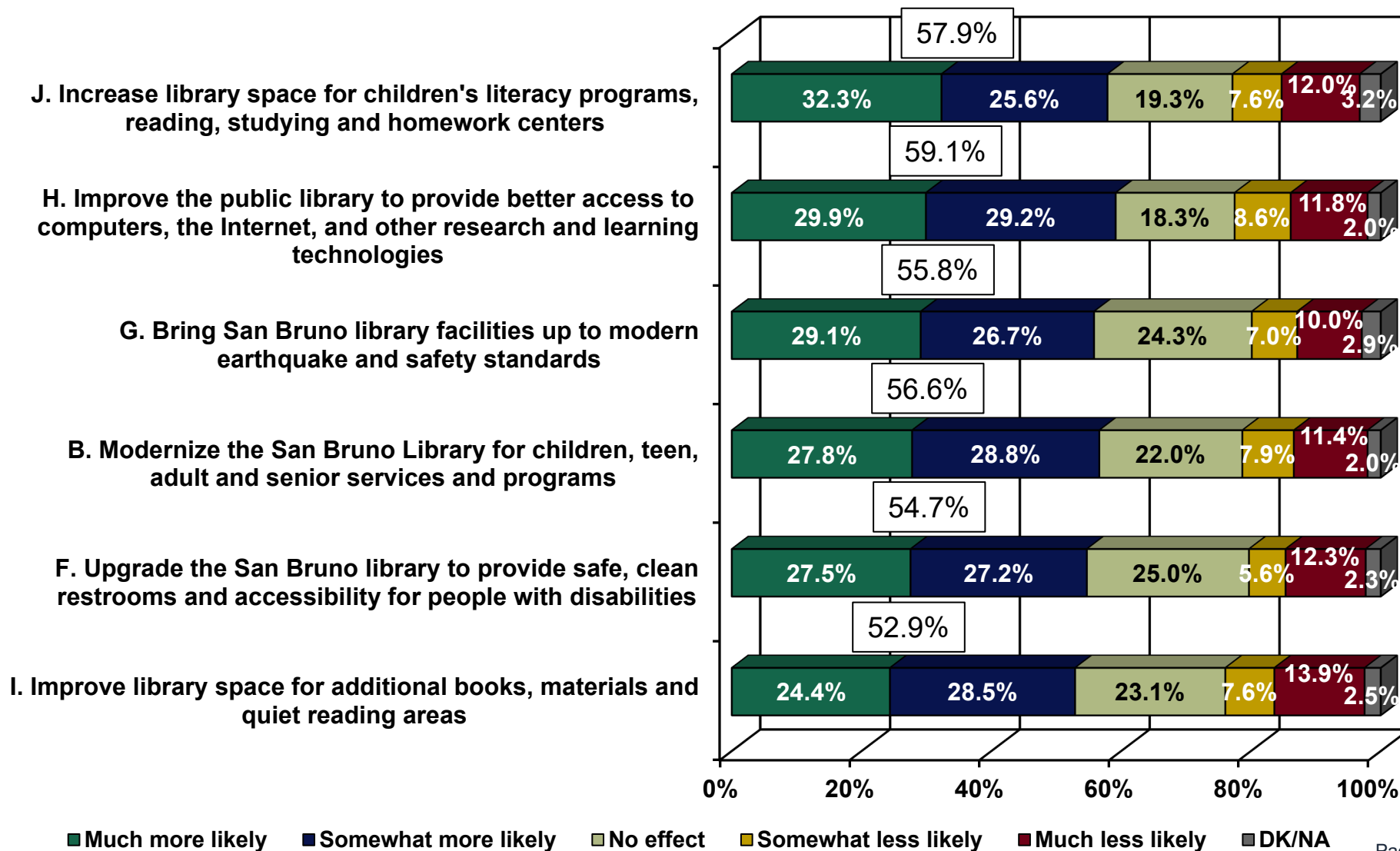
## Q7. Features of the Measure: Parks

### Likely November 2022 Voters



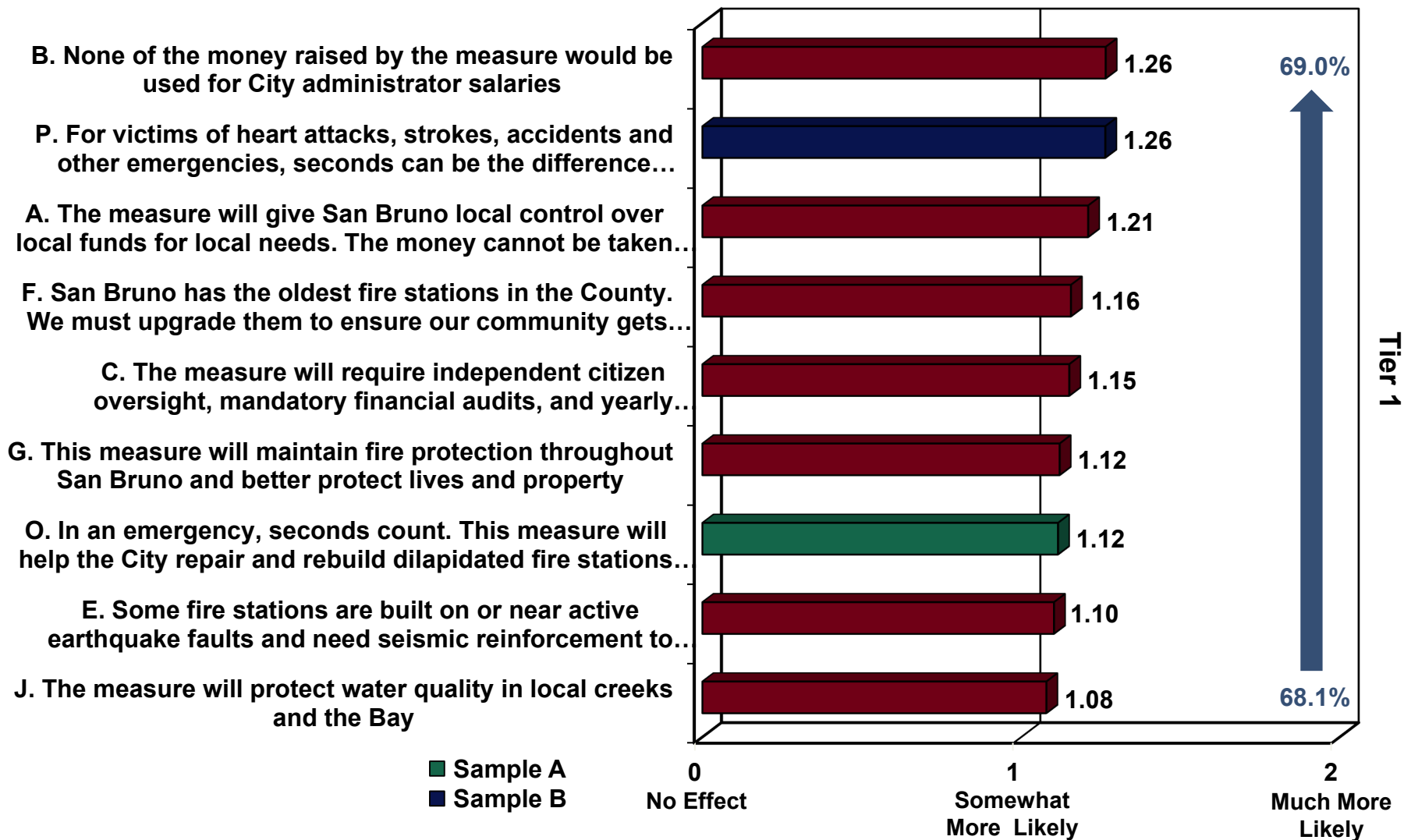
# Q7. Features of the Measure: Library

## Likely November 2022 Voters



# Q8. Informational Statements I

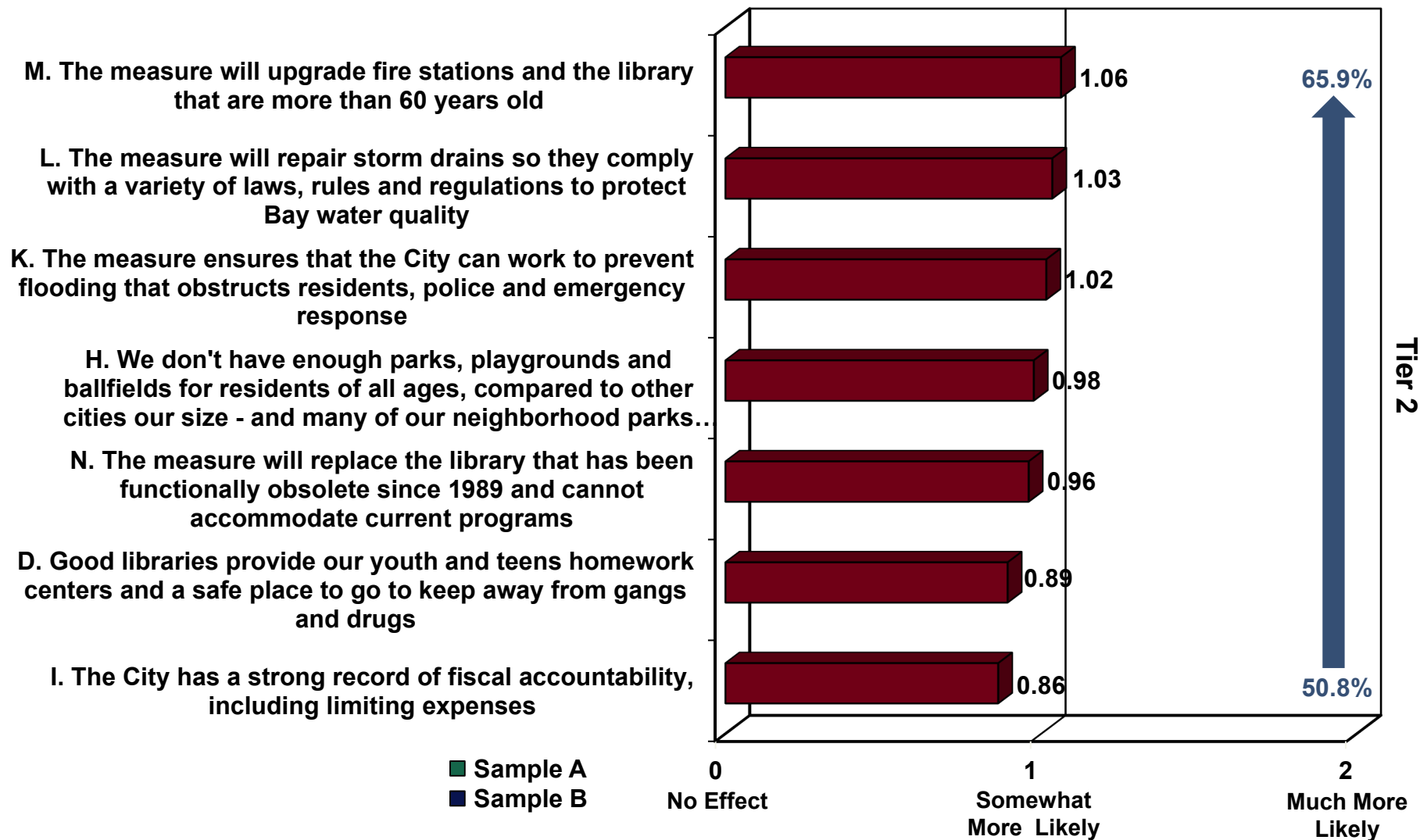
## Likely November 2022 Voters



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.

# Q8. Informational Statements II

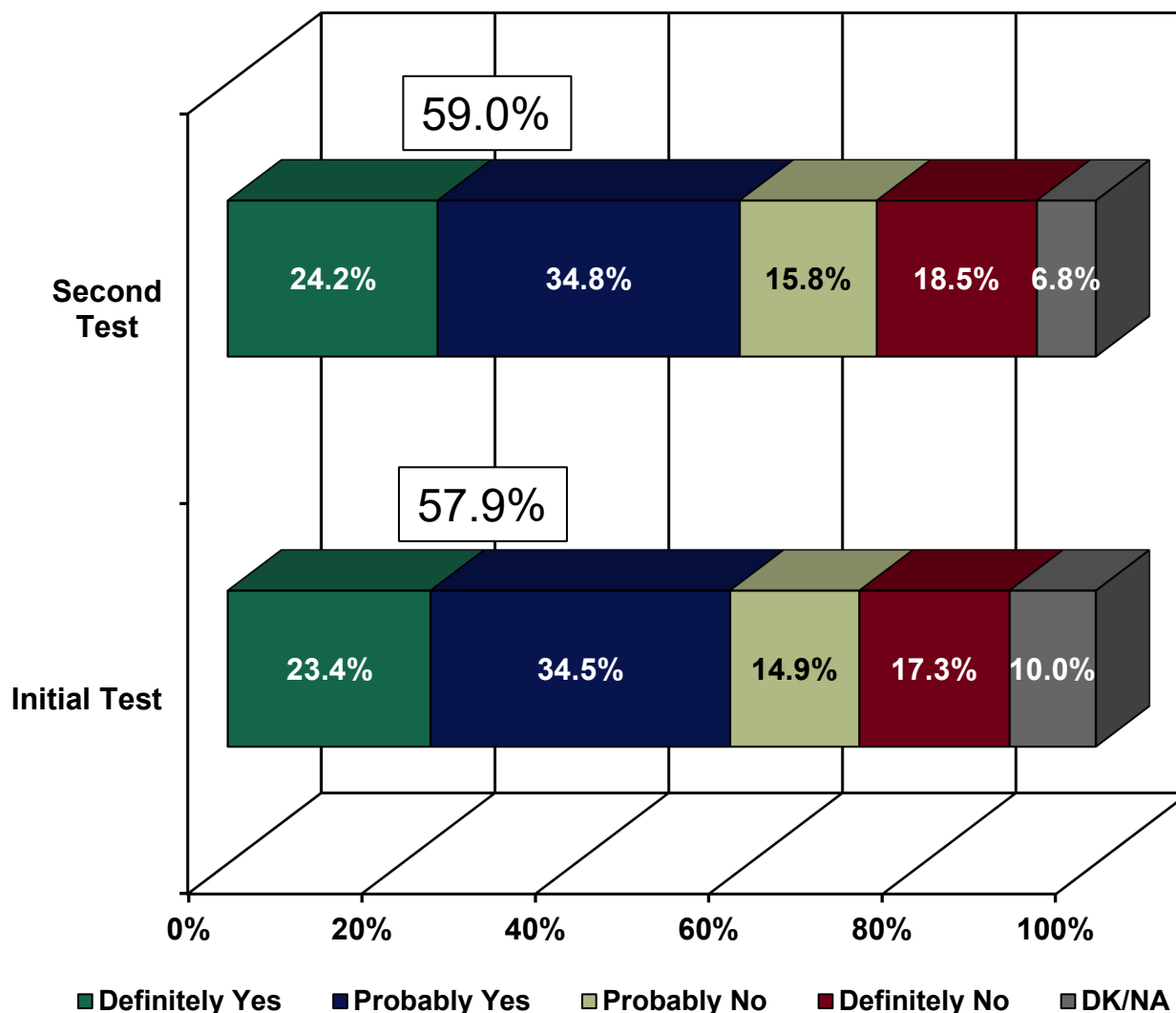
## Likely November 2022 Voters



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.



# Q9. Second Test of Support for Bond Measure Likely November 2022 Voters

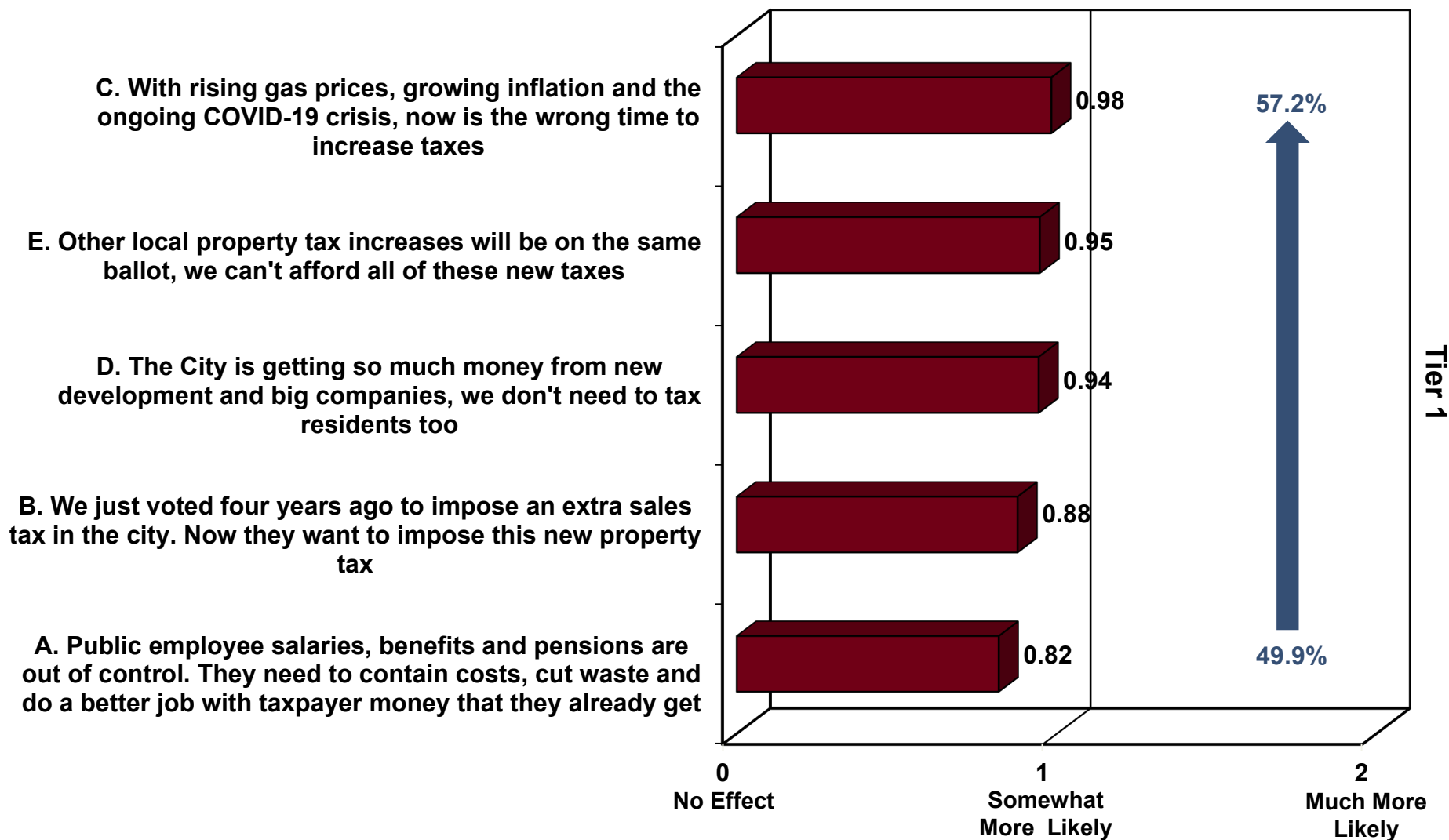


Shall City of San Bruno adopt a measure to:

- upgrade fire stations ensuring operation during earthquakes/ natural disasters;
- modernize the San Bruno Library for children, teen, adult and senior services/ programs;
- improve neighborhood parks, ballfields and playgrounds for safe, clean places to play; and
- repair deteriorating storm drains to prevent flooding and water pollution;

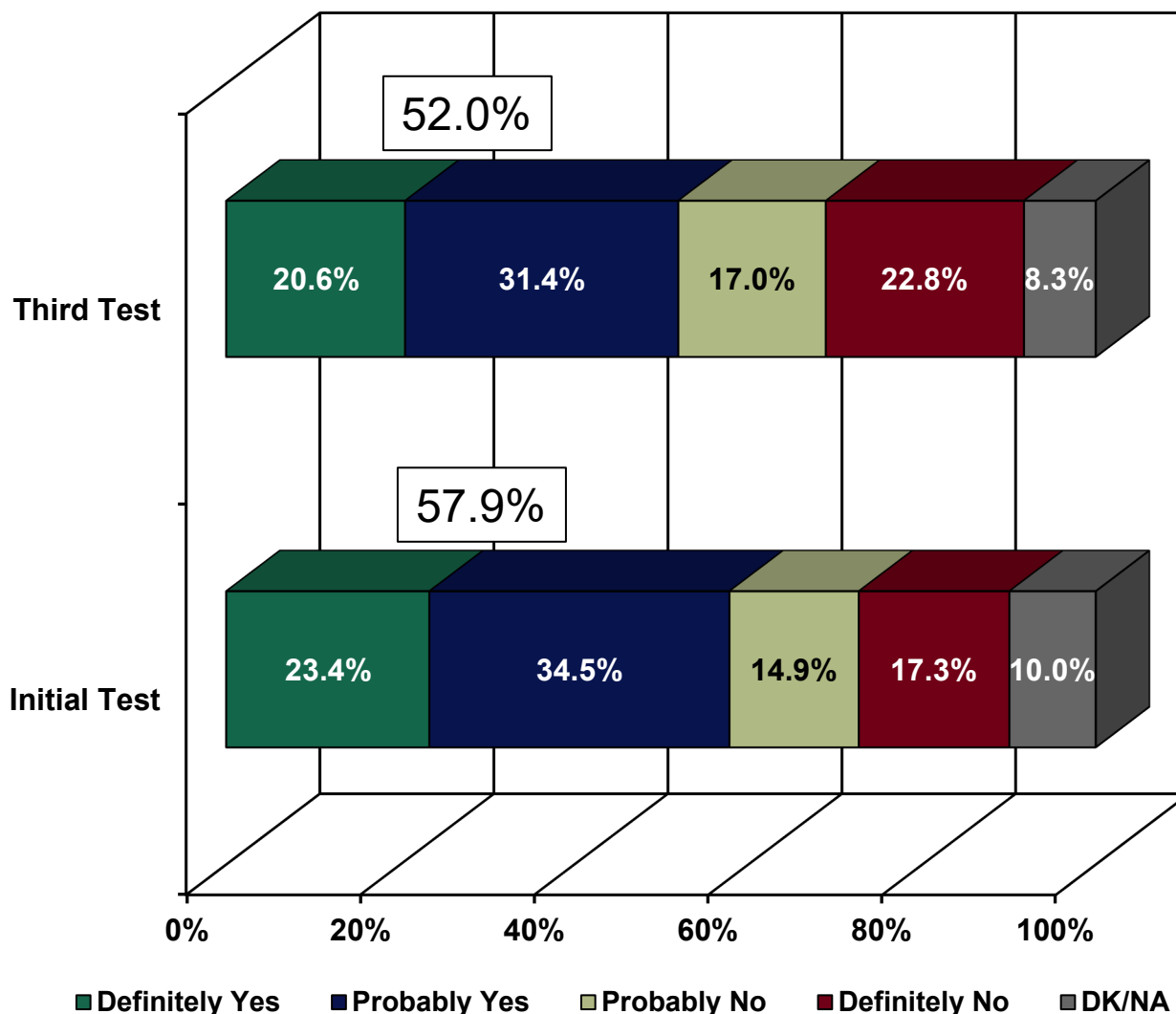
by authorizing \$124 million dollars in bonds, at legal rates, levying 3 cents per \$100 assessed value while bonds are outstanding, generating \$6.6 million dollars annually, with citizen oversight?

# Q10. Critical Statements Likely November 2022 Voters



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.

# Q11. Third Test of Support for Bond Measure Likely November 2022 Voters



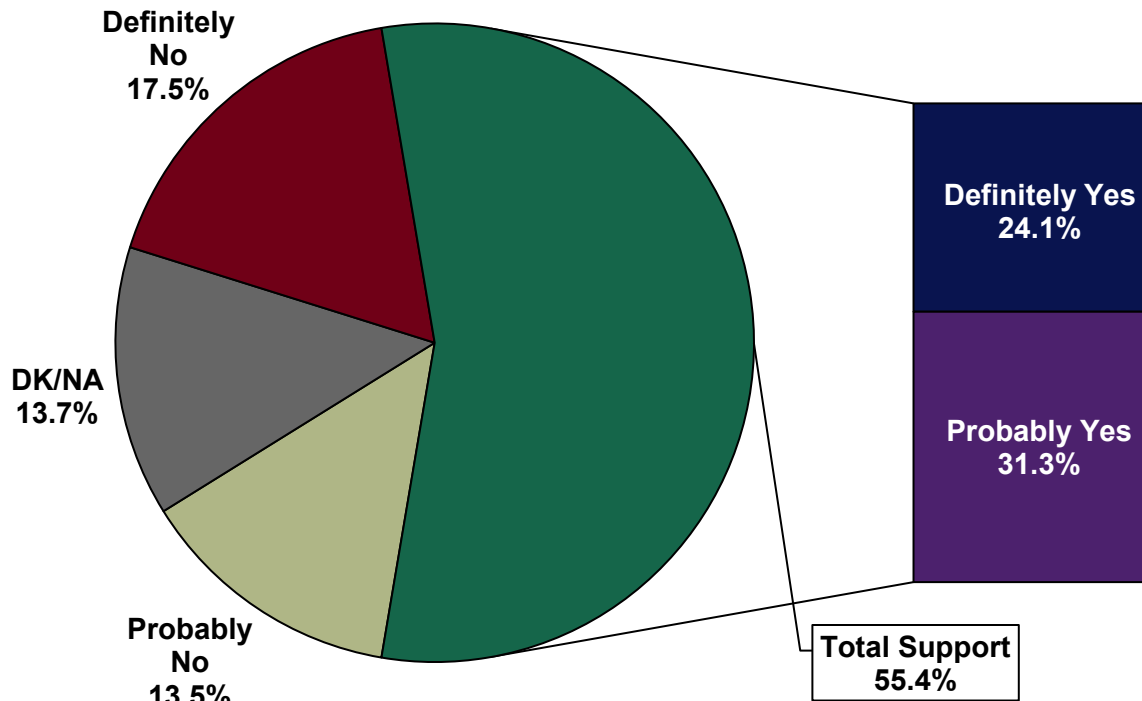
Shall City of San Bruno adopt a measure to:

- upgrade fire stations ensuring operation during earthquakes/ natural disasters;
- modernize the San Bruno Library for children, teen, adult and senior services/ programs;
- improve neighborhood parks, ballfields and playgrounds for safe, clean places to play; and
- repair deteriorating storm drains to prevent flooding and water pollution;

by authorizing \$124 million dollars in bonds, at legal rates, levying 3 cents per \$100 assessed value while bonds are outstanding, generating \$6.6 million dollars annually, with citizen oversight?

Average 2<sup>nd</sup> + 3<sup>rd</sup> Tests = 55.5%

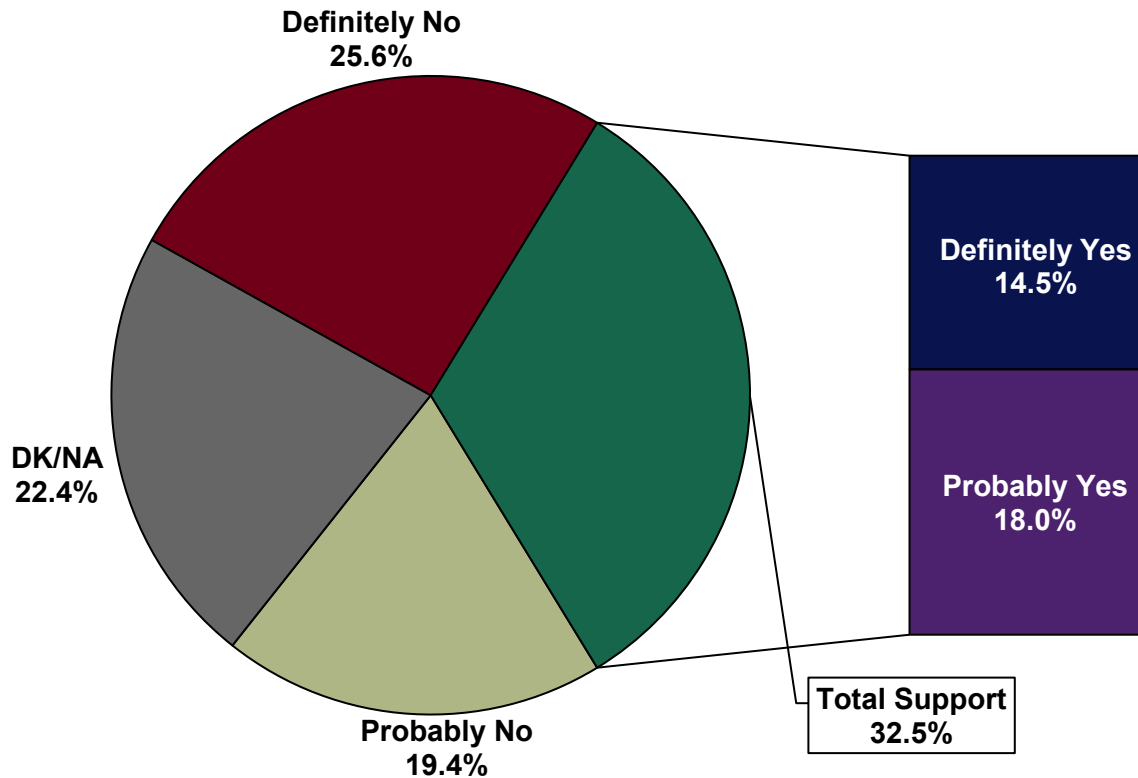
# Q12. Support for Commercial Real Estate Property Transfer Tax Measure Likely November 2022 Voters



To maintain critical city services and improve city facilities, shall a measure be adopted establishing San Bruno as a Charter City and establishing an ongoing 1 percent commercial real estate property transfer tax, paid by buyers or sellers of commercial property, exempting single family homes and multi-family buildings up to, and including, 4 units, providing an estimated \$1 million dollars annually, all benefiting San Bruno?

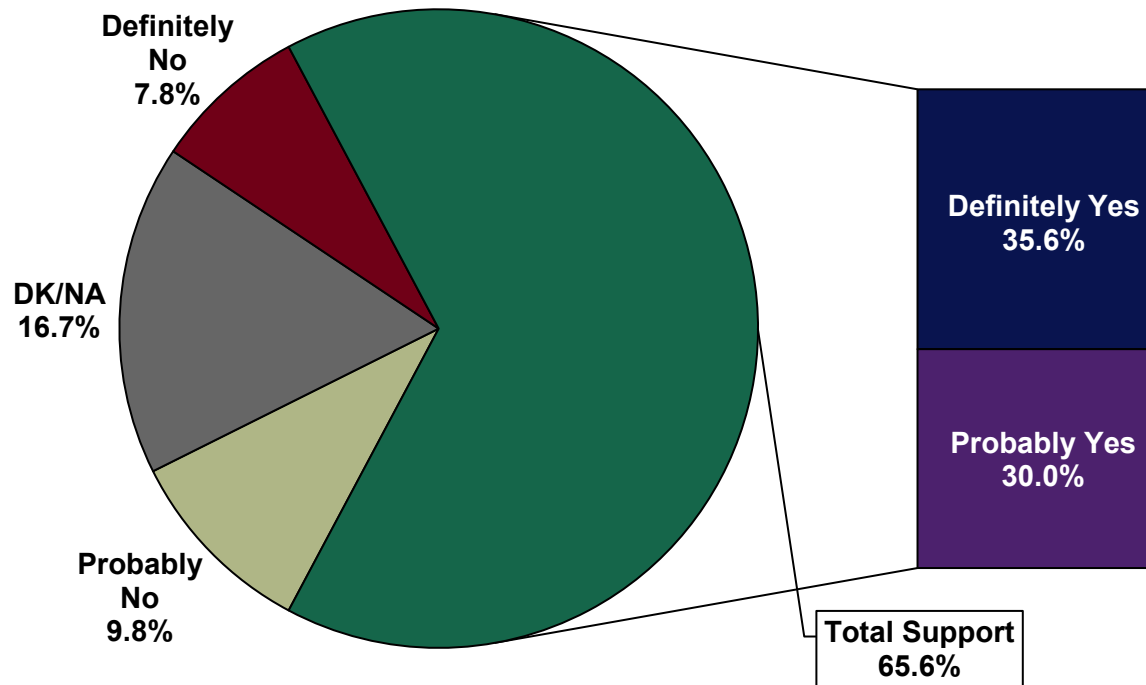
# Q13. Support for Amendment to Rotate Mayor Position Among Council Members

## Likely November 2022 Voters



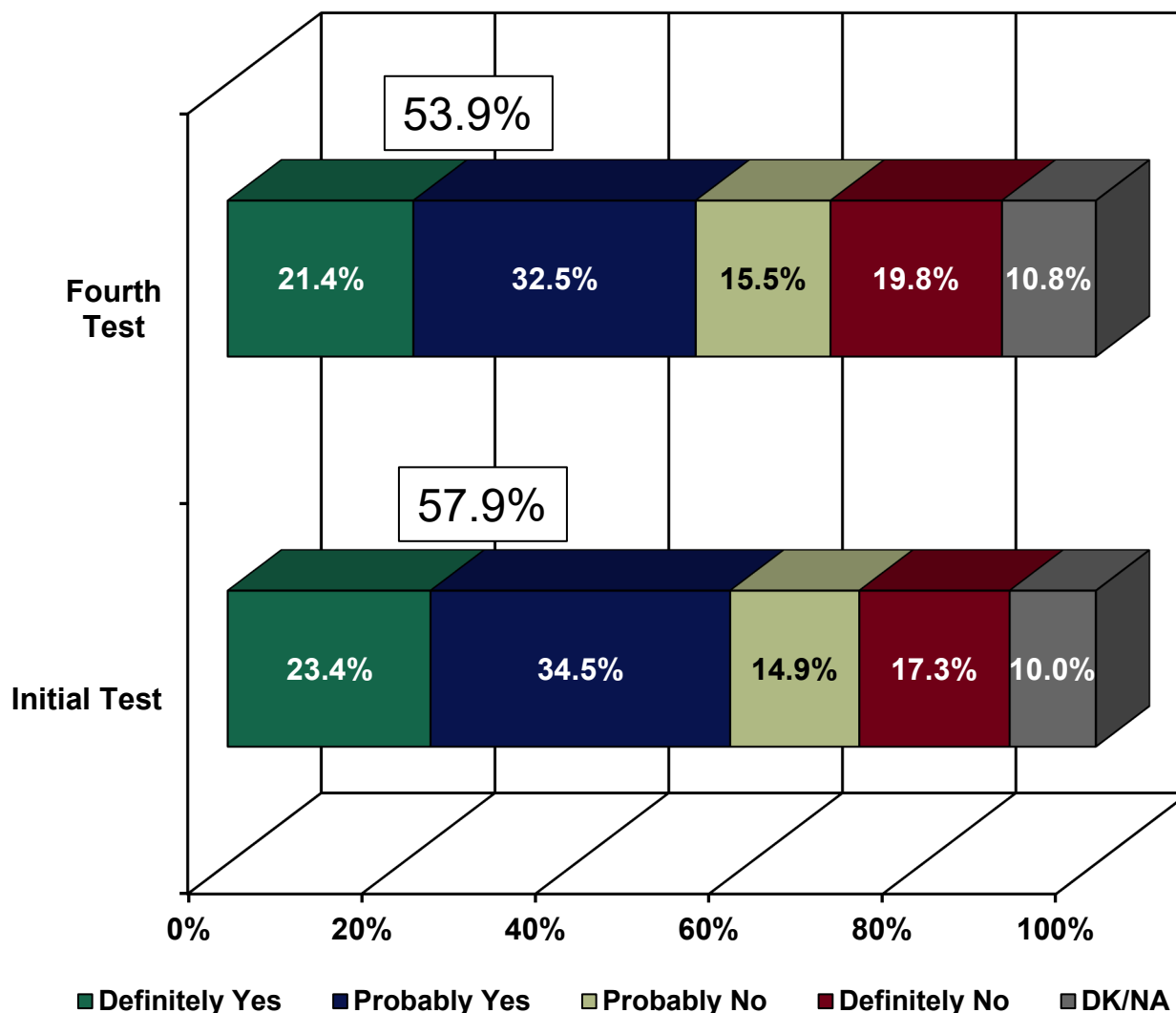
Shall the City of San Bruno Municipal Code be amended to repeal the direct election of the Mayor and rotate the Mayor position among Council Members?

# Q14. Support for Amendment to Establish Term Limits for Council Members and Mayor Likely November 2022 Voters



Shall the City of San Bruno Municipal Code be amended to limit service on the City Council to three consecutive 4-year terms, thereby establishing a limit of 12 consecutive years for all councilmembers and the mayor?

# Q15. Fourth Test of Support for Bond Measure Likely November 2022 Voters



Shall City of San Bruno adopt a measure to:

- upgrade fire stations ensuring operation during earthquakes/ natural disasters;
- modernize the San Bruno Library for children, teen, adult and senior services/ programs;
- improve neighborhood parks, ballfields and playgrounds for safe, clean places to play; and
- repair deteriorating storm drains to prevent flooding and water pollution;

by authorizing \$124 million dollars in bonds, at legal rates, levying 3 cents per \$100 assessed value while bonds are outstanding, generating \$6.6 million dollars annually, with citizen oversight?

# Conclusions

- The bond measure as-tested does not appear viable this year at the required 2/3 voter approval threshold
- Residents are price-sensitive as regards a potential future bond measure
- Strong majorities of voters do prioritize important capital improvements
- San Bruno residents prioritize funding for streets and roads, fire stations, storm drains, parks and libraries, in that order
- Commercial transfer tax/Charter measure is viable for 2022; slight adjustments might be recommended to the ballot language





GODBE RESEARCH  
Gain Insight



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

California and Corporate Offices  
1220 Howard Avenue, Suite 250  
Burlingame, CA 94010

Nevada Office  
59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521