



## City Council Agenda Item Staff Report

CITY OF SAN BRUNO

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**DATE:** April 12, 2022

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Jovan D. Grogan, City Manager

**PREPARED BY:** Jennifer Dianos, Assistant to the City Manager

**SUBJECT:** Appointment of Two City Councilmembers to an Ad Hoc Subcommittee for Public Opinion Poll Research Related to Potential November 2022 City-sponsored Ballot Measures

**BACKGROUND:** As directed by the City Council, staff is working to prepare analysis and ballot language for several potential City-sponsored ballot measures for the November 2022 general election. As a part of the ballot analysis effort, the City intends to conduct a poll of likely voters in the November 2022 election to gauge interest and sentiments of several ballot measures and alternatives. The City has retained Godbe Research to conduct the poll. Godbe Research has 17+ years of experience conducting public opinion surveys for public and private agencies. The firm has conducted likely voter polls for the City of San Bruno in the past, most recently in 2020 for City measures on the November 2020 general election poll.

**DISCUSSION:** Prior to City Council consideration of a ballot measure(s) to be placed on the November 2022 general election, the City will work with polling experts to gauge the interest and sentiment of San Bruno voters. To develop the poll, Godbe Research will review demographics and other information in order to design and refine a survey instrument which addresses the research objectives of the City. The City Council can choose to appoint two City Councilmembers to an ad-hoc subcommittee, which would also include staff, to help develop the survey instrument. This would include the development of the questions posed to the recipients of the survey / poll. Godbe Research would lead the process and conduct the survey and analysis.

The estimated time frame to conduct the public opinion poll is May, in order to receive and analyze the results prior to staff presenting proposed ballot measures for City Council consideration. That would require the subcommittee to meet during the month of April and May 2022.

Alternatively, should the Council choose to not appoint a subcommittee, staff would work directly with Godbe Research to develop the survey material.

**FISCAL IMPACT:** There is no budgetary impact associated with the establishment of a City Council Ad Hoc Subcommittee for public opinion poll research.

**ENVIRONMENTAL IMPACT:** There is no environmental impact.

**RECOMMENDATION:** Appointment of Two City Councilmembers to an Ad Hoc Subcommittee for Public Opinion Poll Research Related to Potential November 2022 City-sponsored Ballot Measures

**ALTERNATIVES:** Do not appoint a subcommittee and request that staff work directly with the public opinion research firm.

**ATTACHMENTS:** None