



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Ashwini Kantak

**SUBJECT: RETAIL SALES AND USE TAX &
GENERAL OBLIGATION BOND
BALLOT MEASURE**

DATE: August 7, 2012

Approved /s/ Ed Shikada

Date 8-7-12

SUPPLEMENTAL MEMO

REASON FOR SUPPLEMENTAL

To provide additional information in response to questions from Councilmember Pyle's office regarding the analysis in the report entitled "City of San José 2012 Sales Tax Measure Survey, Report of Findings, July 2012". This memorandum includes information provided by our consultant FM3 this morning.

- Q. How have leaners factored into past assessments of support through surveys? How have the survey assessments compared with actual election results?
- A. As a general rule, survey reports takes into account "Undecided, Leaning Yes" voters, i.e. leaners, when aggregating results into total "yes" and "no" votes. However, when analyzing the results, FM3 looks at the proportion of leaners – along with the proportion of "definitely yes" voters, vote movement after messaging, etc. – when making overall assessments about the viability of a measure.

Per FM3, the survey results suggest that a sales tax measure could be viable this November, however, it is worth noting that those "leaning yes" comprise a notable portion of the total yes vote. These voters will be more likely to support a measure assuming a community-based campaign emerges to communicate with these voters and that a significant opposition campaign does not similarly emerge. Even though if the vote were held today they would vote "yes," they are also more open to persuasion between now and November. When comparing the two different sales tax percentages, the differences between voter support were not significant, but looking at the votes over the course of the survey, there's a little more support for the ¼ percent level. This has been a consistent trend over the past couple of years.

Since 2000, the City has conducted surveys for various ballot measures and the survey percentages as well as the actual election results are included below. As indicated by the

data in the tables, the election results showed a higher level of support than indicated in the surveys. This may be due to the fact that in most of these cases the surveys provided information for how to best draft the ballot language and which elements were most important to residents. Thus, the better than anticipated results may be partially reflective of improved ballot language and communications.

10% Marijuana Tax (Nov. 2010)			
	10-Jul		Result
	W/Leans	W/O Leans	
Yes	66%	58%	78%
No	27%	23%	22%
DK	7%	18%	
Notes	<i>Ballot Language, 220-2948</i>		

Card Club Expansion (June 2010)		
	10-Jan	Result
Support/Yes	63%	76%
Oppose/No	30%	24%
DK	6%	
Notes	<i>Concept, 320-422</i>	

911 Fee Measure J (Nov. 2008)			
	8-Jul		Result
	W/Leans	W/O Leans	
Yes	64%	56%	78%
No	22%	19%	22%
DK	14%	26%	
Notes	<i>Ballot Language, 220-2596</i>		

UUT Modernization Measure K (Nov. 2008)			
	8-Jul		Result
	W/Leans	W/O Leans	
Yes	60%	50%	80%
No	22%	19%	20%
DK	18%	31%	
Notes	<i>Ballot Language, 220-2596</i>		

Library Measure (Nov. 2004)			
	4-Jun		Result
	W/Leans	W/O Leans	
Yes	71%	68%	70%
No	20%	19%	30%
DK	10%	14%	
Notes	<i>Ballot Language, 220-1700</i>		

Neighborhood Parks & Rec Bond (Nov. 2000)			
	Jun-00		Result
	W/Leans	W/O Leans	
Yes	73%	69%	79%
No	25%	24%	21%
DK	2%	7%	
Notes	<i>Ballot Language, 220-993</i>		

/s/
ASHWINI KANTAK
 Assistant to the City Manager

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

