



# Engage Morgan Hill

## Polling Survey Results

### October 16, 2019



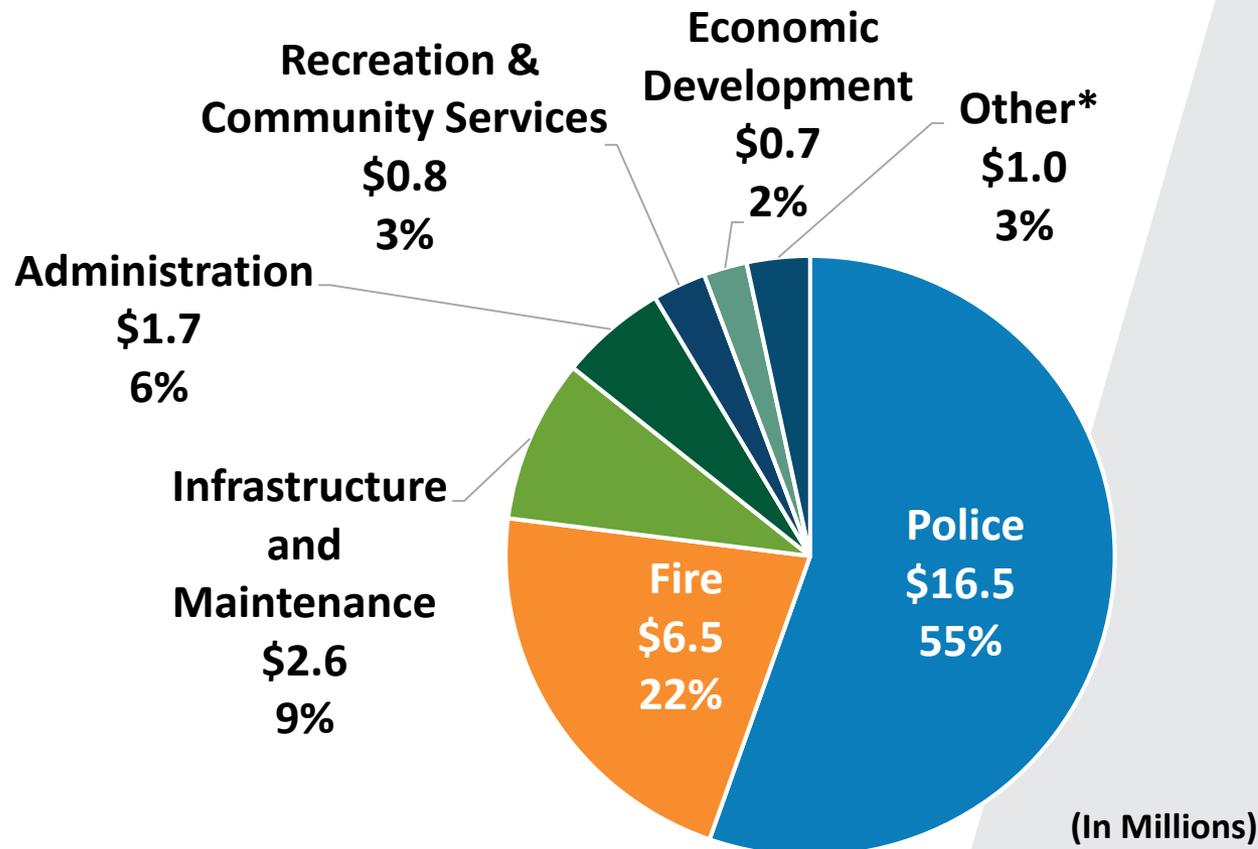
# Tonight's Agenda



- Quick Updates
- Polling Background and Results
- Group Discussion and Next Steps
- Upcoming Meetings

# General Fund – Discretionary Expenditures

FY 2019-20 = \$29.8M, 69% of GF



\*Other: Community Promotions, Environmental Programs, OPEB, Code Compliance, and GF support for Long Range Planning and Pedestrian Safety

# Unfunded General Fund Needs



Total Annual Unfunded General Fund Needs  
**= \$7.0M**

- Police \$1.3M
- Fire \$2.3M
- Building Maintenance \$0.2M
- Pavement Rehabilitation \$2.3M
- Street Maintenance \$0.2M
- Park Maintenance \$0.7M

# Housing Legislation Update



## SB330 Signed by Governor eliminating Morgan Hill's Residential Control System

### Loss of RDCS Funding for Infrastructure Annual Operations

• Park Maintenance	\$732,000
• Storm Drain Repairs	\$150,000
• Sidewalk Repairs	\$150,000
• Parking Lot Maintenance	\$40,000
• Open Space Maintenance	\$56,000
• <b>TOTAL Projected Loss</b>	<b>\$1.13 Million</b>

# Polling

## Potential Elections

### November 2020 – General Election

- General Tax – Majority Approval
- Special Tax – 2/3 Approval

### March 2020 – Primary Election

- Special Tax – 2/3 Approval

## Why are we Polling Now?

# Polling

## Methodology

- Sample Universe:
  - 19,461 Likely November 2020 Voters
  - 14,741 Likely March 2020 Voters
- Sample Size:
  - 557 Likely November 2020 Voters
  - 442 Likely March 2020 Voters
- Data Collection Methodology:
  - 62 Landline
  - 141 Cell
  - 300 Online from text invitation
  - 54 Online from email invitation
- Margin of Error:
  - Likely November 2020 Voters + 4.09%
  - Likely March 2020 Voters + 4.59%
- Interview Dates: October 2 to 13, 2019

# Polling

## Potential Ballot Measures Surveyed \$0.25 Sales Tax Increase

- Would Generate \$2.5 Million Annually

## Citywide Community Facilities District

- Property Tax
- \$75 Annually Existing Residence
- \$500 Annually for New Residences
- Would generate \$1.4 Million in Year 1 and increase to over \$7 Million after 10 years

# Polling



## Community Facilities District

To preserve essential city services, including:

- 9-1-1 emergency response times,
- neighborhood police patrols,
- fixing potholes,
- fire prevention and protection services,

shall Morgan Hill's measure, creating an essential services levy, with an annual rate of \$75 per existing residence and \$500 per newly purchased residence, with alternative rates for non-residential – see voter guide for tax rate information – providing \$1.6 million dollars annually, until repealed by voters, with annual inflation adjustments, independent citizen oversight, and no funds for Sacramento, be adopted?

# Polling



## Community Facilities District - Uninformed Ballot Tests

	Likely March 2020 Voter			Likely November 2020 Voter		
	Column N %	Count	$\Sigma$ or Mean	Column N %	Count	$\Sigma$ or Mean
Definitely Yes	12.8%	27		12.4%	34	
Probably Yes	25.4%	54		26.4%	73	
Probably No	22.3%	48		20.7%	57	
Definitely No	30.5%	65		28.2%	78	
DK/NA	8.9%	19		12.3%	34	
Total Yes	38.2%			38.8%		
Total No	52.9%			48.9%		

# Polling



## Community Facilities District - Interim Ballot Tests

	Likely March 2020 Voter			Likely November 2020 Voter		
	Column N %	Count	$\Sigma$ or Mean	Column N %	Count	$\Sigma$ or Mean
Definitely Yes	19.2%	41		18.8%	52	
Probably Yes	29.9%	64		32.2%	89	
Probably No	18.4%	39		18.8%	52	
Definitely No	26.9%	57		24.7%	68	
DK/NA	5.6%	12		5.6%	16	
Total Yes	49.1%			51.0%		
Total No	45.3%			43.4%		

# Polling



## Community Facilities District - Informed Ballot Tests

	Likely March 2020 Voter			Likely November 2020 Voter		
	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
Definitely Yes	13.6%	29		15.1%	42	
Probably Yes	29.8%	63		30.7%	85	
Probably No	21.6%	46		20.4%	56	
Definitely No	29.5%	63		27.8%	77	
DK/NA	5.5%	12		6.0%	17	
Total Yes	43.4%			45.8%		
Total No	51.1%			48.2%		
Average Interim & Informed	46.2%			48.4%		

# Polling

## Sales Tax

To preserve essential city services, including:

- 9-1-1 emergency response times,
- neighborhood police patrols,
- crime prevention and investigation,
- fire prevention and protection services, and
- fixing potholes and maintaining city streets,

shall Morgan Hill's measure, enacting a one-quarter cent sales tax, providing \$2.5 million dollars annually, until repealed by voters, with independent citizen oversight, and no funds for Sacramento, be adopted?

# Polling



## Sales Tax

### - Uninformed Ballot Tests

	Likely March 2020 Voter			Likely November 2020 Voter		
	Column N %	Count	$\Sigma$ or Mean	Column N %	Count	$\Sigma$ or Mean
Definitely Yes	22.0%	46		23.2%	65	
Probably Yes	36.7%	77		34.8%	97	
Probably No	12.8%	27		13.7%	38	
Definitely No	23.9%	50		19.9%	56	
DK/NA	4.6%	10		8.4%	24	
Total Yes	58.7%			58.0%		
Total No	36.7%			33.6%		

# Polling

## Sales Tax

### - Interim Ballot Tests



	Likely March 2020 Voter			Likely November 2020 Voter		
	Column N %	Count	$\Sigma$ or Mean	Column N %	Count	$\Sigma$ or Mean
Definitely Yes	30.3%	63		31.1%	87	
Probably Yes	34.9%	73		35.2%	99	
Probably No	16.2%	34		16.5%	46	
Definitely No	16.5%	35		15.6%	44	
DK/NA	2.1%	4		1.6%	5	
Total Yes	65.1%			66.3%		
Total No	32.8%			32.1%		

# Polling

## Sales TAX

### - Informed Ballot Tests



	Likely March 2020 Voter			Likely November 2020 Voter		
	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
Definitely Yes	23.1%	48		23.2%	65	
Probably Yes	28.8%	60		30.8%	86	
Probably No	20.9%	44		21.2%	59	
Definitely No	22.0%	46		19.9%	56	
DK/NA	5.2%	11		5.0%	14	
Total Yes	51.9%			53.9%		
Total No	42.9%			41.0%		
Average Interim & Informed	58.5%			60.1%		

# Polling

## Key Themes

### Positive Features of the Measure – Top 3

- Preserve 9-1-1 Response Times
- Fix potholes and maintain City Streets
- Preserve fire protection and prevention services

# Polling



## Key Themes

### Critical Statements – Top 3

- If this measure passes, the sales tax in Morgan Hill will be 9.25 percent, one of the highest in the county
- We already pay enough taxes! The City should live within its means and instead focus on what's really at stake for Morgan Hill - maintaining the character of our neighborhoods and community in the face of excessive growth
- If new development paid its fair share, we would not need this measure

# Polling

## Potential Discussion Areas

### Potential Ballot Measure

- Yes, no, don't know yet?

### Measure Type – Recommendations

- Sales Tax Possible with a campaign to support/educate
- CFD/Property tax not likely to be achievable

### Potential Ballot Measure Type

- General vs. Special

### March vs. November Considerations

- Fiscal urgency
- Competing Ballot Measures

# Polling

## Next Steps

- City Council Meeting to Discuss Polling has been moved to **November 6, 2019**
- Community Advisory Group Recommendations

## March 2020 Election City Council Schedule

- 11/6 Review Polling Results
- 12/4 Last day for Council to place on ballot

**Next Engage CAG Meeting  
Saturday, October 26, 9:00am**

**Polling Results at City Council  
Wednesday, November 6, 7:00pm**

