

CITY OF
HAYWARD
HEART OF THE BAY

Next Steps Related to Potential Revenue Measure

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City Manager's Office
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Outline of Presentation

- Overview of Preliminary Polling Results
- Preliminary Facility and Service Costs
- Community Outreach Process
- Next Steps

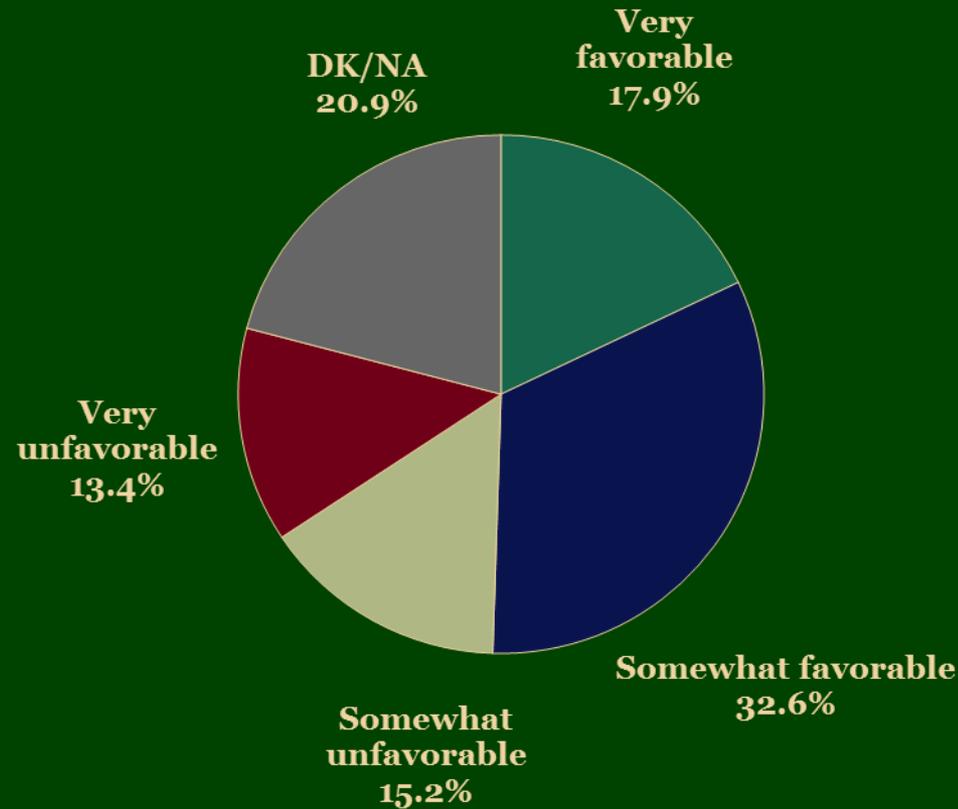


Polling Methodology Overview

- Data Collection Telephone Interviewing
- Universe 30,933 registered likely November 2014 voters in the City of Hayward, with sub-sample of those likely to vote in the June 2014 election.
- Fielding Dates September 3 through September 11, 2013
- Interview Length 18 minutes
- Sample Size 801 likely June 2014 voters
1,001 likely November 2014 voters
- Margin of Error $\pm 3.4\%$ June 2014
 $\pm 3.1\%$ November 2014

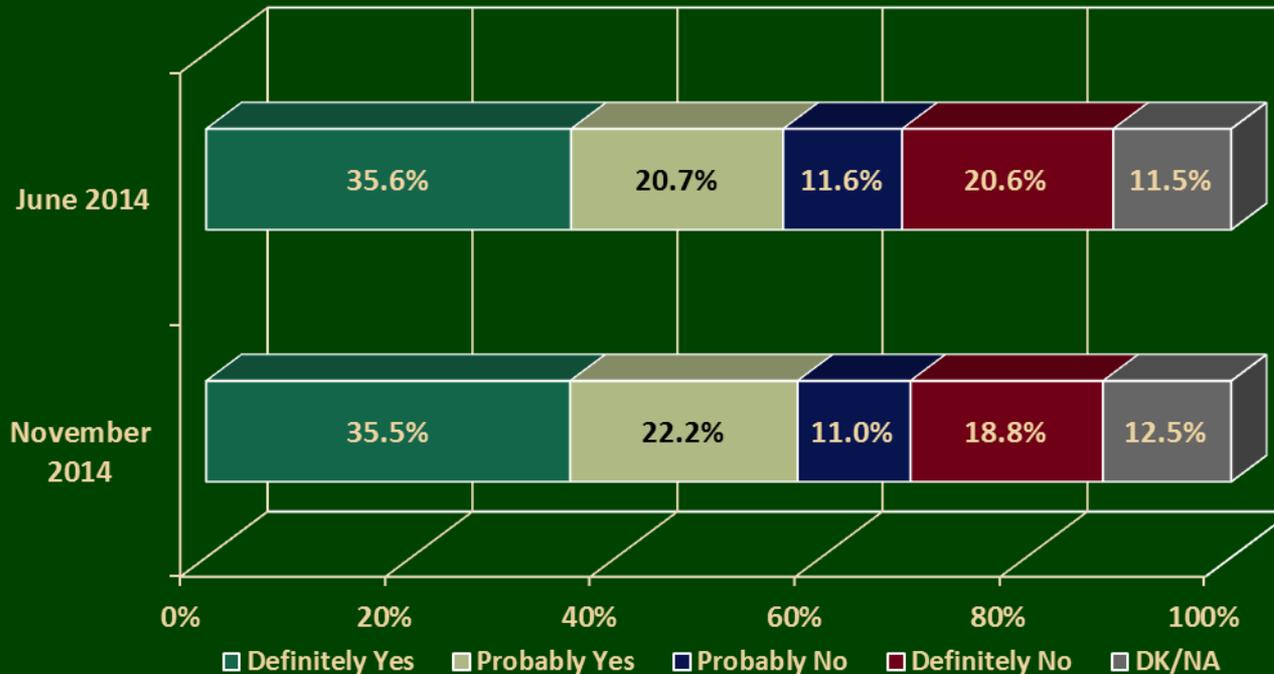


Opinion on Whether the City is Effectively Managing Public Funds (n=801)



Uninformed Support

Split Sample A, n=498 – Bond Measure



To update City facilities including:

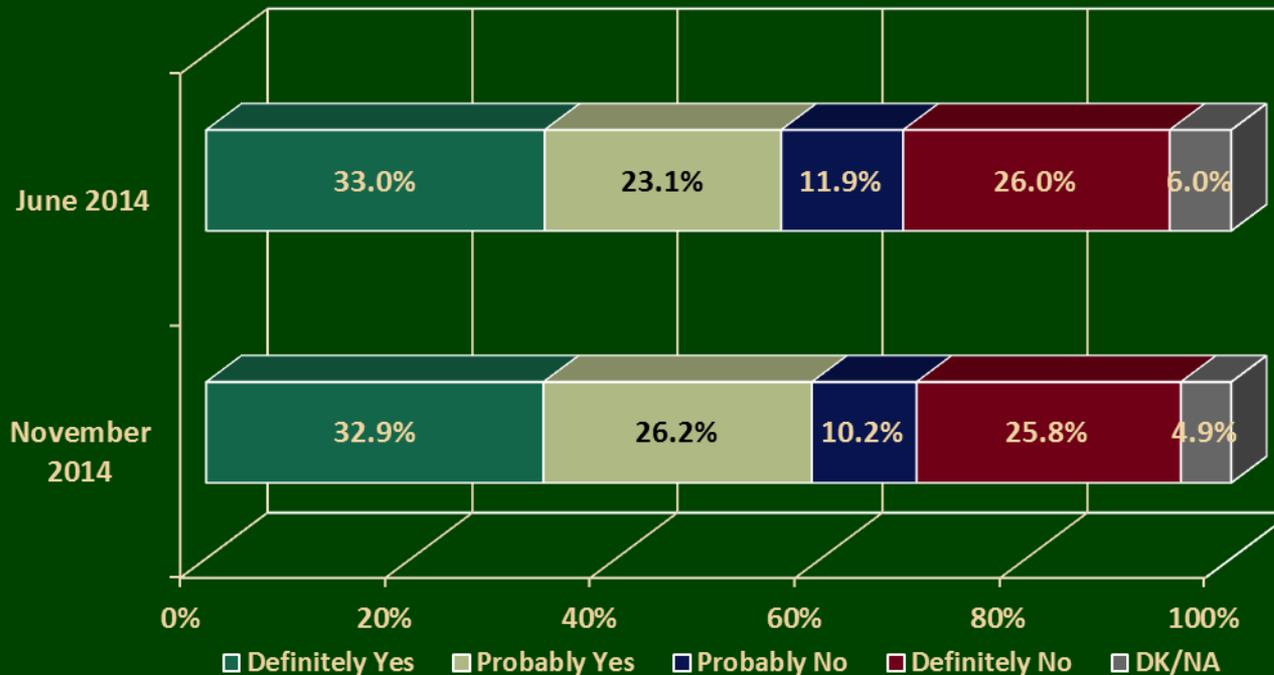
- meeting residents' educational and informational needs by replacing the aging library with a modern 21st century library, including space for children's learning materials, a teen homework center, and quiet reading; and
- protecting residents' safety, maintaining emergency response by replacing and updating aging fire stations with earthquake-safe buildings;

shall the City of Hayward issue \$96 million dollars in bonds with independent oversight and all funds staying local?



Uninformed Support

Split Sample B, n=503 – Sales Tax



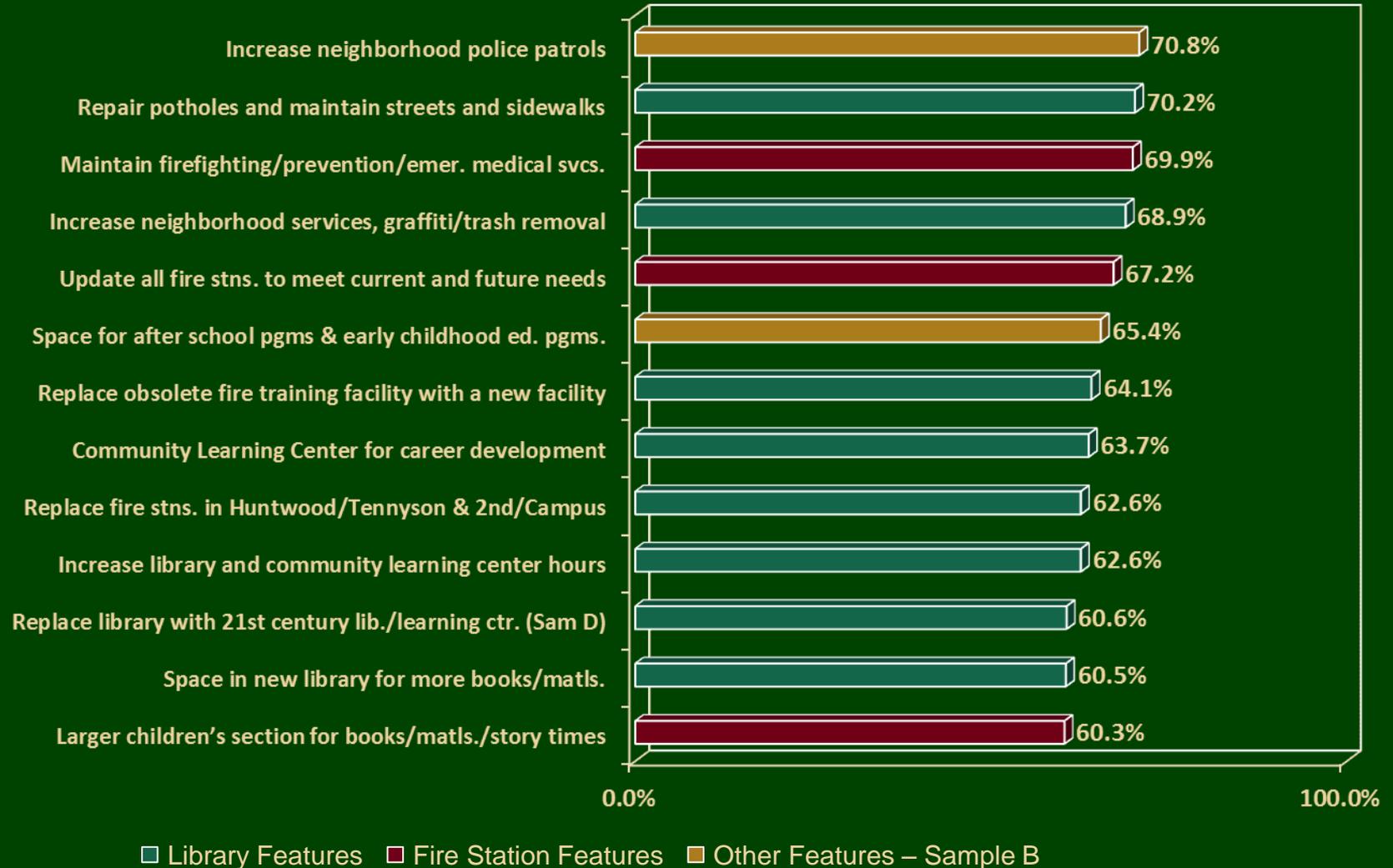
To preserve city services and facilities, including:

- meeting residents' educational and informational needs by replacing the aging library with a modern 21st century library;
- protecting residents' safety by replacing and updating aging fire stations with earthquake-safe buildings;
- improving neighborhood police patrols; and
- repairing potholes, streets and sidewalks,

shall City of Hayward increase the sales tax by one-half percent, for twenty years, providing locally controlled funding that cannot be taken by the State?



Features of the Measure (n=801)



Note: The above rating questions have been abbreviated for charting purposes, and responses show the total "Much more likely" and "Somewhat more likely."



District Sales Tax Revenue Forecast

- District taxes range from 60% to 105% of the existing 1% Bradley Burns local sales/use tax depending on unique economic base
- Hayward's local Bradley Burns sales tax is \$28 million
- A 1/2% district tax could generate approximately \$10.1 million annually
- June 2014 Election – Voter Approval – 50%+1 for general tax; 2/3 for special tax
- Effective October 1, 2014: businesses collect new district tax October 1, 2014
- District revenues flow to City beginning in January 2015 based on SBE advance estimates for 4th quarter sales
- If go on November 2014 ballot, would require 2/3 vote for approval of measure or declaration of fiscal emergency.



Preliminary Facility and Service Costs

Capital Projects	Annual Debt Service Payment (1) or Annual Cost
Library & Community Learning Center Total unfunded cost: \$50,000,000	\$3,990,000
Fire Facilities (2) Total unfunded cost: \$18,200,000	\$1,452,400
Street Repairs (3) 2 miles of overlay and 4 miles of slurry seal	\$1,000,000
New Police Facility & Jail Total unfunded cost: \$85,000,000	\$6,783,000
Restoration of Services	Annual Debt Service Payment (1) or Annual Cost
Restoring 5 Police Officers Cost per officer: \$200,000/year	\$1,000,000
Restoring 5 Street Maintenance Workers Cost per worker: \$100,000/year	\$500,000
Maintain Current Services (Closing the General Fund Budget Deficit for FY2015)	\$2,600,000

^[1] Annual debt service payment based on 20-year amortization of bond funding

^[2] Includes New Fire Station #6 Training Center and other Fire Station Retrofits/Improvements

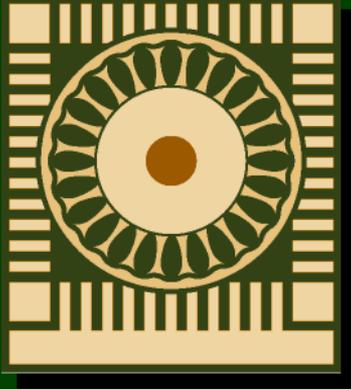
^[3] Current annual gas tax/Measure B funding for overlay/slurry seal = \$4 million



Community Outreach Process and Next Steps

- Series of community meetings/stakeholder conversations - January - March 2014
- Direct mail – late January/early February
- Web/Social Media presence/information
- Tracking Poll – early February
- Council action for June 2014 ballot – early March 2014





Questions/Comments

