

Potential November 2024 Ballot Measure Polling

City Council Meeting

Item 3.5

June 18, 2024

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Peter Hamilton Assistant to the City Manager

City of San José

City Manager's Office of Administration, Policy and Intergovernmental Relations

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Council Direction

Two pieces of direction provided at the March 19, 2024 City Council meeting:

“The City Manager is directed to explore placing a measure on the upcoming November 2024 ballot that would allow the city to enter **long-term retail and commercial leases** on city park land and direct the resulting revenues back into our parks.”

-- Mayor’s March Budget Message for 2024-2025

“Explore additional funding mechanisms for **operations and maintenance** to improve our Neighborhood Parks.”

-- Memorandum from Councilmembers Ortiz, Candelas and Jimenez

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Survey Topics



Amend the City Charter to allow for longer leases on City parkland

Passage Threshold:
50%



Park Bond to fund capital maintenance in City Parks

Passage Threshold:
66.67%



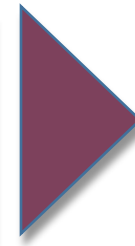
Measure A: Parcel Tax to fund park maintenance and other services
(broader focus)

Passage Threshold:
66.67%



Measure B: Parcel Tax to fund park maintenance and other services
(narrower focus on parks)

Passage Threshold:
66.67%

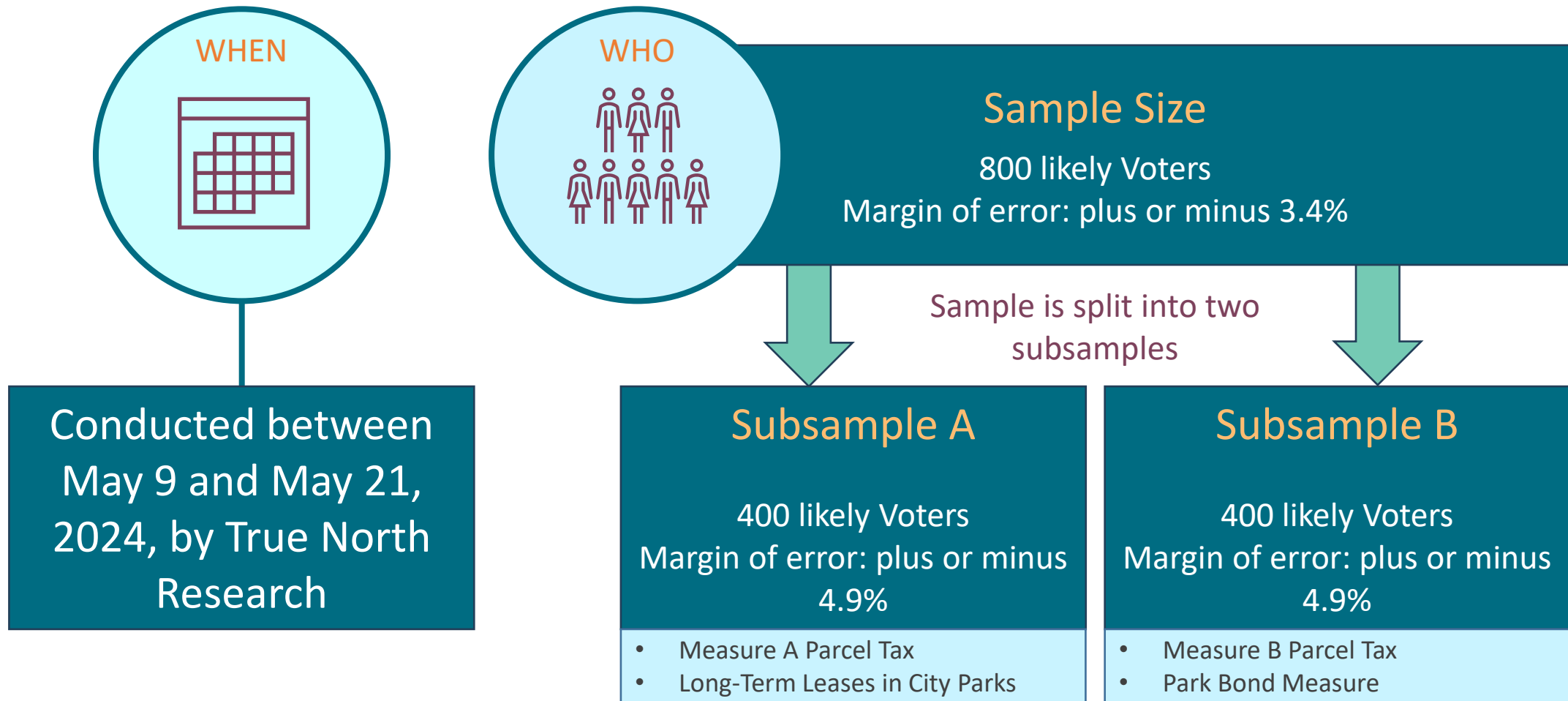


Assembly Constitutional Amendment 1 (ACA1)

On the November 2024 ballot. Would reduce the threshold to pass a bond measure or special tax (including a parcel tax) from two thirds to 55%, provided that the bond or special tax is used for the purpose of funding public infrastructure, affordable housing, or permanent supportive housing. Possible that the legislature could narrow the measure to apply just to bond measures.

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Survey Methodology



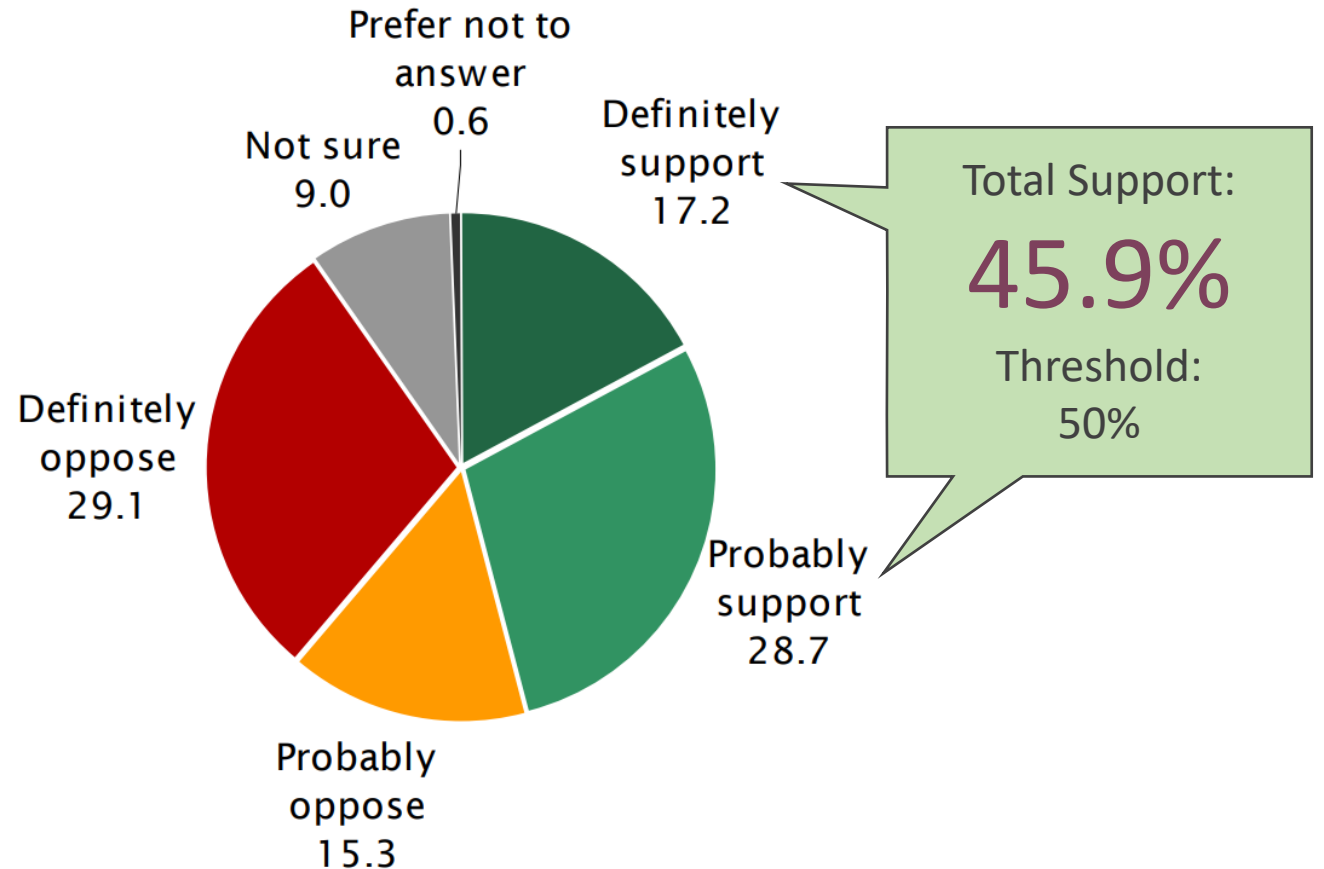
Potential November 2024 Ballot Measure Polling

Polling Results: Long-Term Leases in City Parks

Question Text

Would you support or oppose amending the City Charter to allow the City Council to lease public parkland in San José to private entities for a period of 55 years, with the requirement that such leases enhance the recreational purposes or maintenance condition of the park, and that all revenues from such leases be spent on park recreation, maintenance, and capital improvements?

Leases in City Parks Results



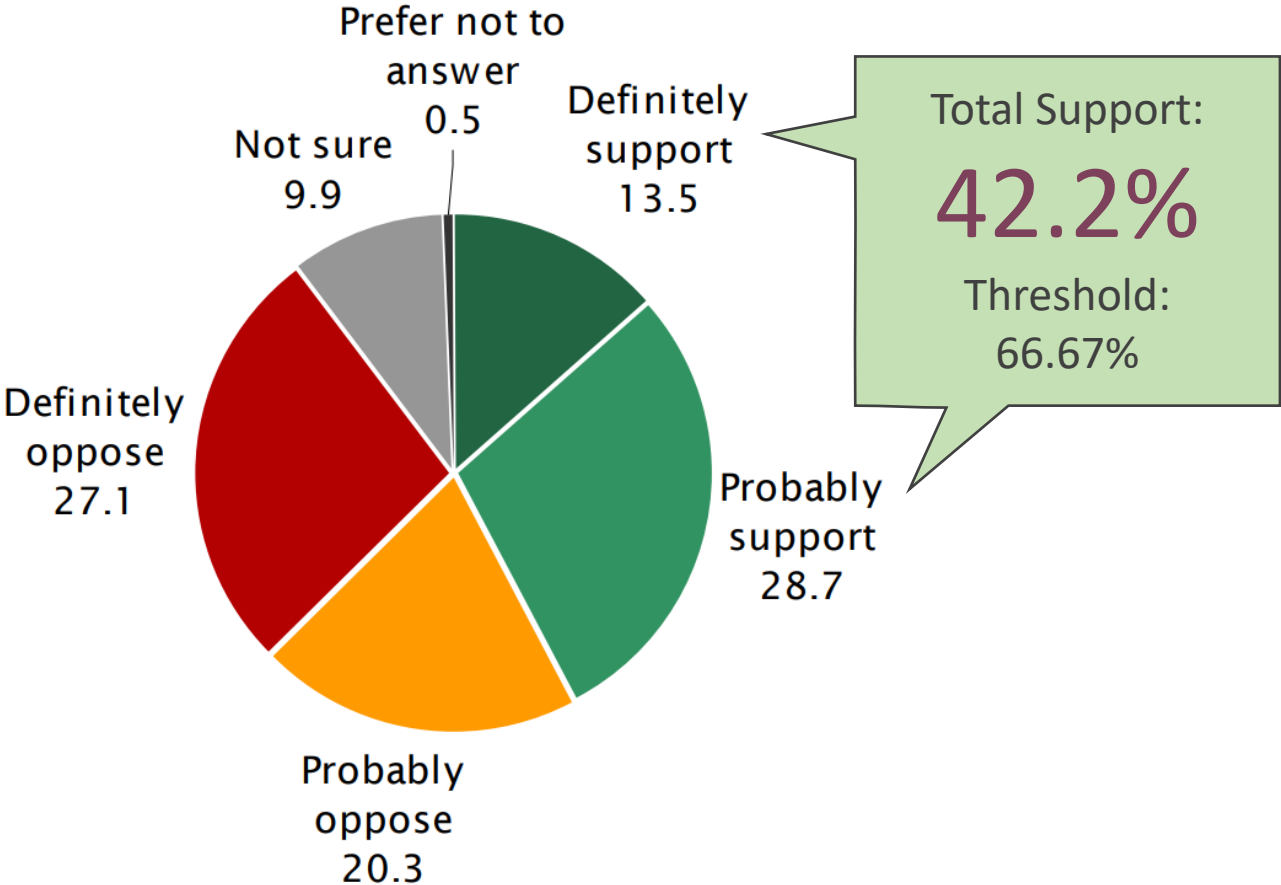
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Polling Results: Park Bond

Question Text

Would you support or oppose a parks bond for the purpose of repairing and improving neighborhood and regional parks, playgrounds, park bathrooms, and community facilities, where the total amount of the bond was \$500 million and the average levy on property owners was 12 cents per \$100 of assessed value?

Park Bond Results



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Next Steps: Leases in City Parks and Park Bond

- Do not recommend proceeding with these measures in November 2024; consider in future cycle.
- Staff will form a work group to further develop and refine these measures for consideration in 2026.

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Polling Results: Measure A Parcel Tax

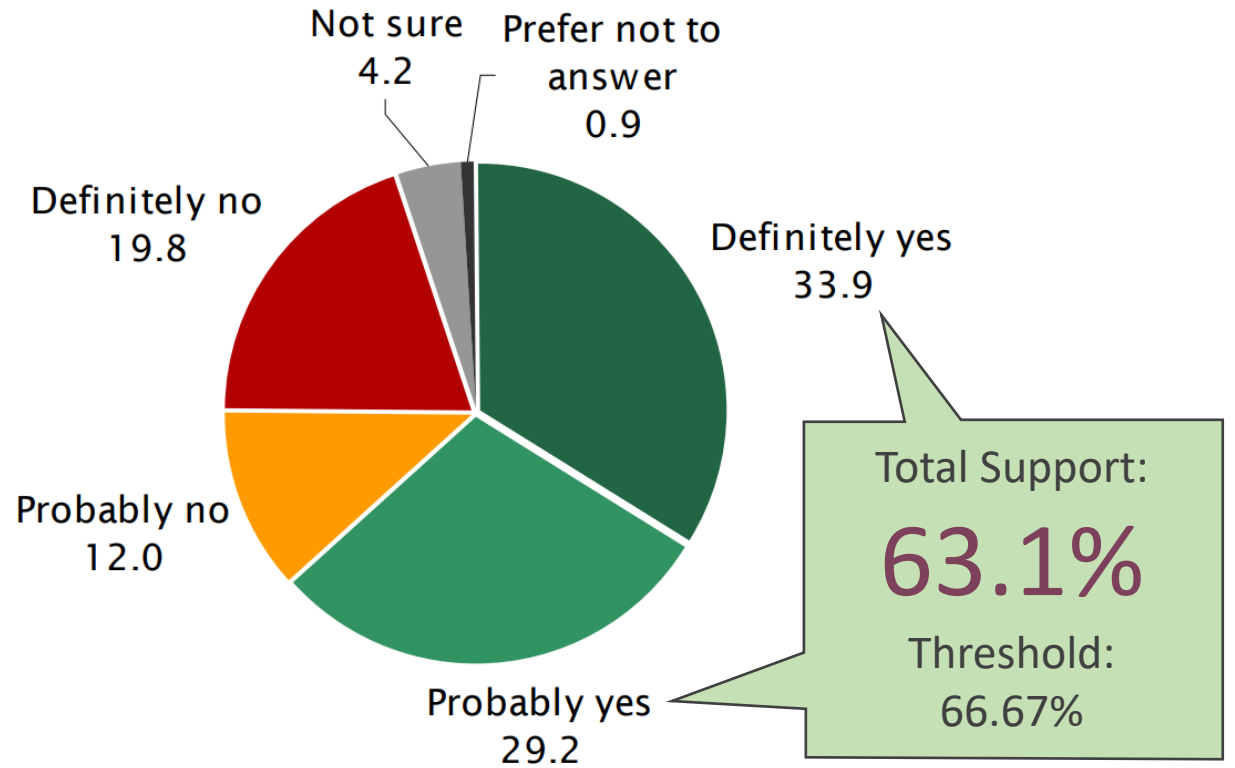
Measure A Text

In order to:

- remove homelessness encampments in San José's parks, creeks and neighborhoods;
- remove trash, illegal dumping, graffiti;
- fund park Police and Rangers to reduce crime and increase safety;
- and keep parks, playgrounds, trails, restrooms, and recreation facilities clean and well-maintained;

shall City of San José's ordinance be adopted levying an annual parcel tax of 1-cent per square foot of residential property (3 cents for non-residential property), generating approximately 31 million dollars annually until repealed, with annual adjustments and citizen oversight?

Measure A Final Test Results



Potential November 2024 Ballot Measure Polling

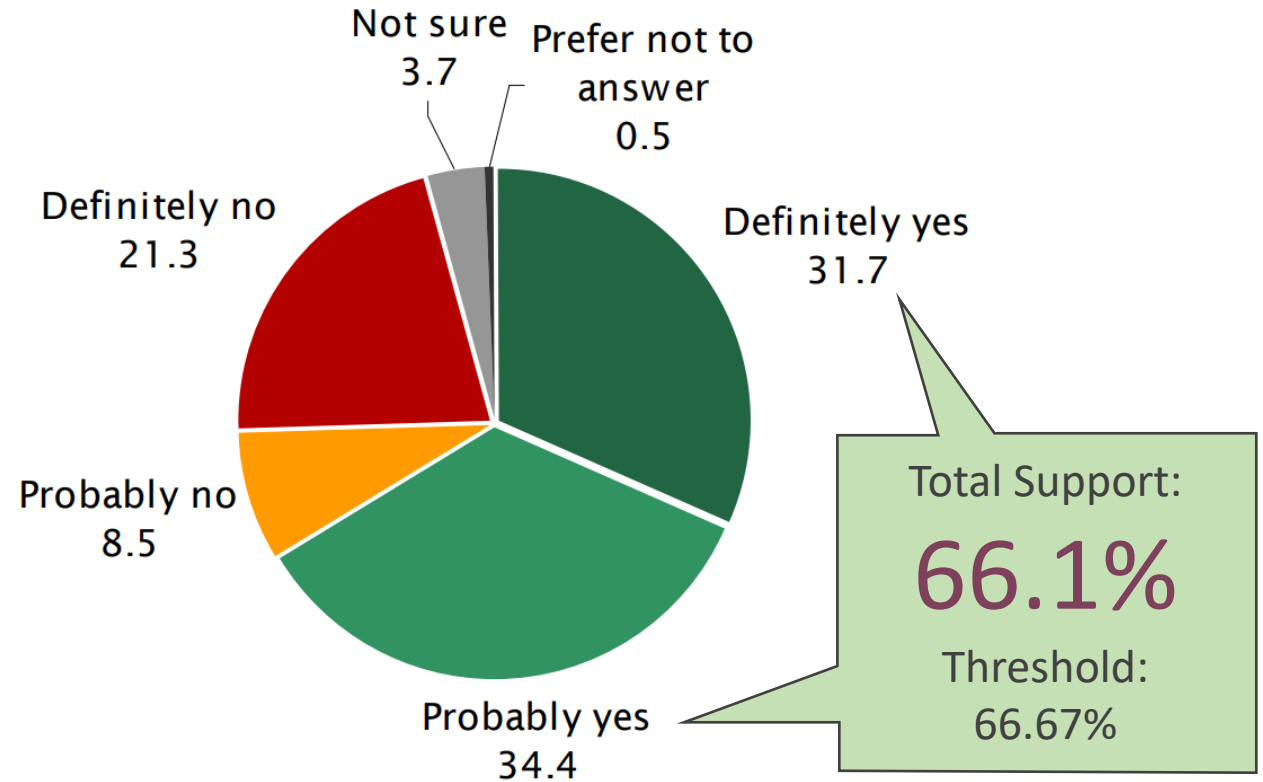
Polling Results: Measure B Parcel Tax

Measure B Text

In order to:

- keep parks, playgrounds, trails, restrooms, and recreation facilities clean and well-maintained;
 - protect nature and wildlife areas;
 - remove trash, illegal dumping, and graffiti;
 - and provide gang prevention, senior health and nutrition, and children and youth programs,
- shall City of San José's ordinance be adopted levying an annual parcel tax of 1-cent per square foot of residential property (3 cents for non-residential property), generating approximately 31 million dollars annually until repealed, with annual adjustments and citizen oversight?

Measure B Final Test Results



Potential November 2024 Ballot Measure Polling

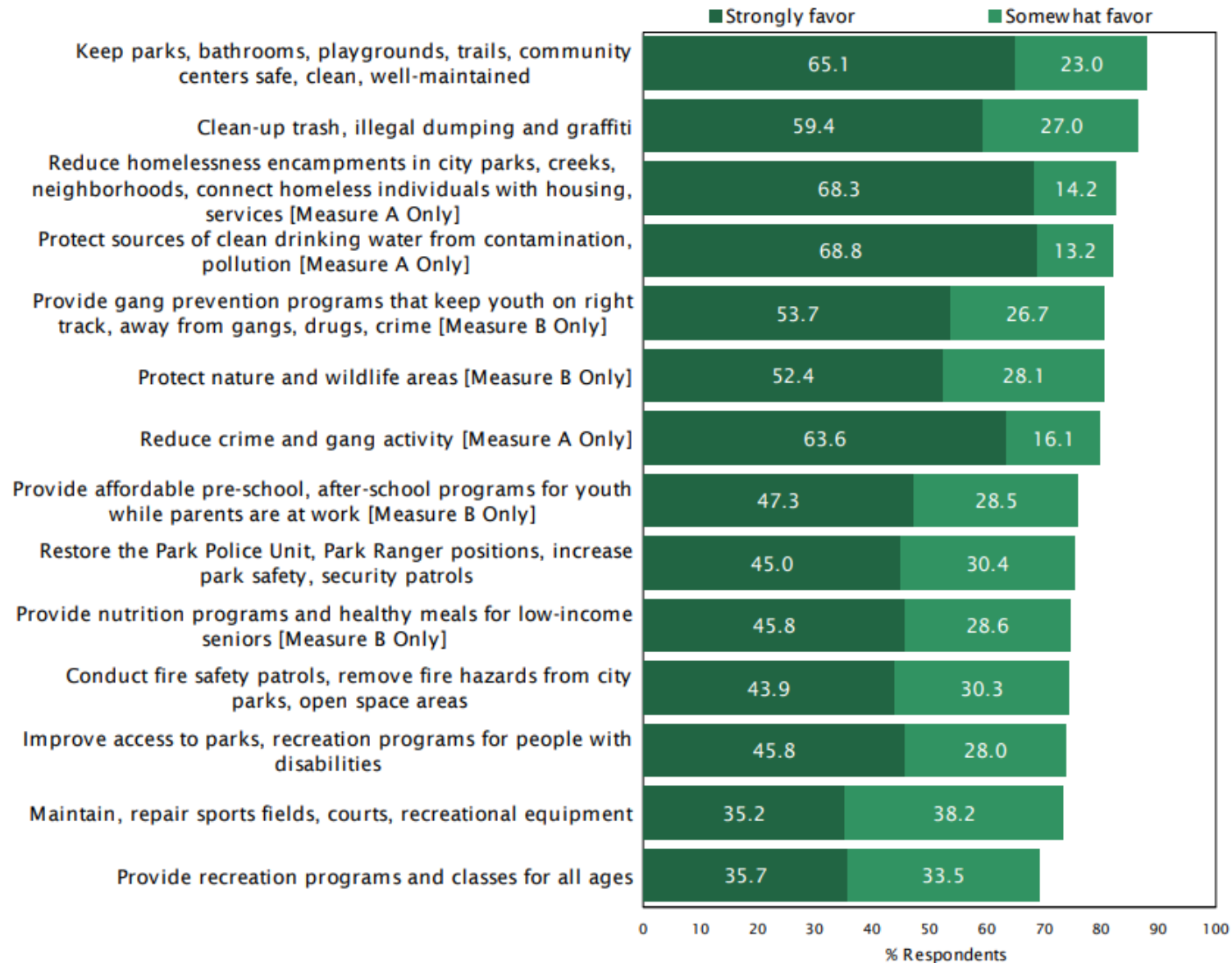
Polling Results: Test at Lower Rate of One-Half Cent

	Final Test (1 cent per sq. ft. for residential)	Lower Rate (1/2 cent per sq. ft. for residential)
Measure A	Total Support: 63.1% Definitely Yes: 33.9% Probably Yes: 29.2%	Total Support: 67.4% Definitely Yes: 34.4% Probably Yes: 33.0%
Measure B	Total Support: 66.1% Definitely Yes: 31.7% Probably Yes: 34.4%	Total Support: 72.8% Definitely Yes: 32.7% Probably Yes: 40.1%

While support increases for both measures, nearly all **additional support** is 'soft' support (probably yes)

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Polling Results: Individual Programs and Services



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Next Steps: Parcel Tax

- Results are promising, but are still below passage threshold and given the 4.9% margin of error could be anomalous.
- Recommend that Council direct staff to conduct additional polling over the summer in order to:
 - ✓ Refine ballot language to maximize appeal to voters;
 - ✓ Adjust the mix of tax rates between property types.
 - ✓ Include language on supporters and opponents per AB 1416 and determine the language's impact;
- Staff would return to a special meeting on August 6, 2024 with the results where Council would decide on whether to place a measure on the ballot.

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Staff Recommendation Item 3.5

Presenters

Sarah Zárate, Director

Peter Hamilton, Assistant to the City Manager

RECOMMENDATION

- (a) Review survey results for potential ballot measures for the November 5, 2024 General Election, including two parcel tax measures, a bond measure, and a charter amendment pertaining to long-term leases in City parks.
- (b) Set a City Council Special Meeting entitled “November 5, 2024 General Election Ballot Measure” for Tuesday, August 6, 2024 starting at 1:30 p.m.
- (c) Direct the City Manager and City Attorney to draft ballot language and return to City Council at the August 6, 2024 Special Meeting for consideration of placing on the November 5, 2024 ballot a measure levying a parcel tax for the purpose of funding City services to clean, maintain, and improve San José’s parks, playgrounds, trails, restrooms, and recreation facilities and fund other City services.
- (d) Direct the City Manager to conduct additional polling to refine the tax rate and ballot language.