



Telephone Survey of Likely November 2016 Santa Clara County Affordable Housing Measure

April 2016

## Methodology

- Live telephone survey including landlines and cell phones
- Likely November 2016 voters in Santa Clara County, CA
- Conducted March 23<sup>rd</sup>-April 3<sup>rd</sup>, 2016
- ▶ 805 total interviews, MoE <u>+</u> 3.45 percentage points
- Split sample methodology was used to test different affordable housing measures; a bond and a set-aside. 403 total interviews, MoE <u>+</u> 4.88 percentage points in each sample.
- Interviews were conducted by trained, professional interviewers
- Survey offered in English, Spanish, Vietnamese and Chinese

*Please note that due to rounding, some percentages may not add up to exactly 100%.* 



## **Key Findings**

- Housing is a top concern among Santa Clara County voters
- A bond measure to fund housing just reaches two-thirds support
- The bond projects resonate strongly voters want housing for veterans, seniors, low income families, the homeless and other disadvantaged residents
- Much of the support is soft: a privately funded campaign and no opposition will need to be in place for success
- Occasional voters, who will turn out in 2016 but not 2018, are strong supporters





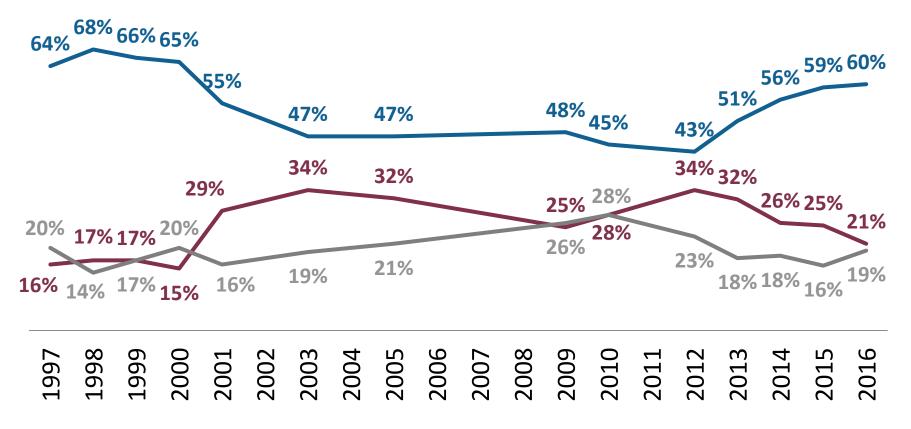
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## Mood of the Electorate

#### **Direction of Santa Clara County**

Voters are feeling optimistic.

-Right Direction -Wrong Track -Don't know

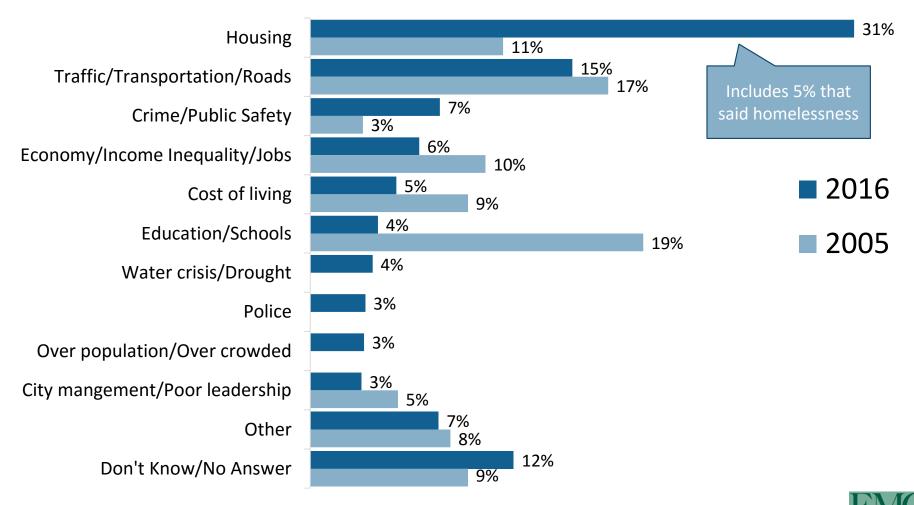




Q5. Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

#### Most Important Problem Facing Santa Clara

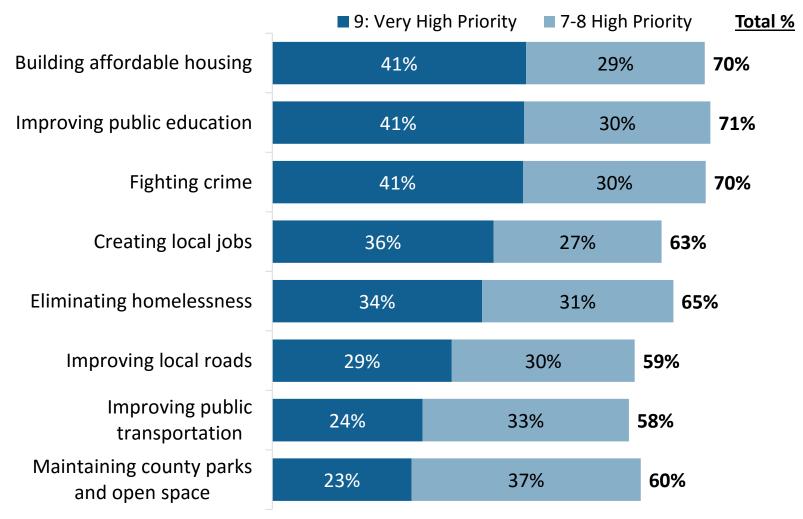
Housing is the top mentioned issue, a significant shift from the past.



Q5. What do you think is the most important problem facing Santa Clara County today?

#### Santa Clara County Priorities

*Voters rate building affordable housing as equal to education and crime as a priority.* 

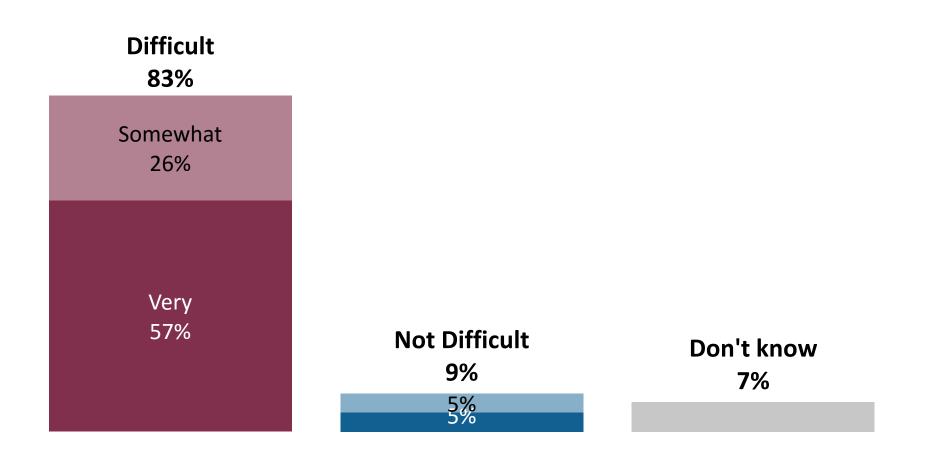


Q6-Q13. For each of the following items, please tell me how high a priority that item should be for the County of Santa Clara. Use a scale of one to nine, where one means a very low priority and nine means a very high priority.



### Housing Availability in Santa Clara County

A majority of voters believe it is difficult to find a place to live in Santa Clara County, with over half saying it is very difficult.

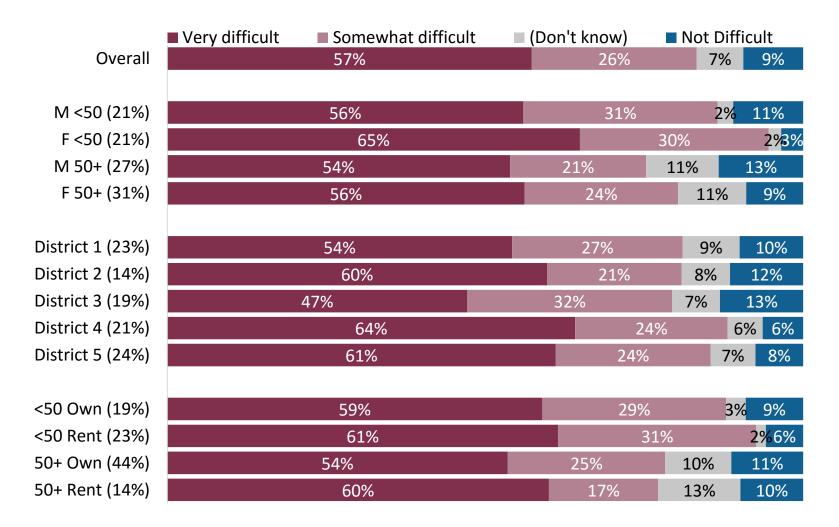


Q14. Thinking about housing in Santa Clara County, how difficult is it to find a place to live – very difficult, somewhat difficult, not very difficult, or not difficult at all? **16-5** 



## Housing Availability By Subgroup

#### The perceived difficulty in finding a place to live is widespread.



Q14. Thinking about housing in Santa Clara County, how difficult is it to find a place to live – very difficult, somewhat difficult, not very difficult, or not difficult at all? **16-5** 





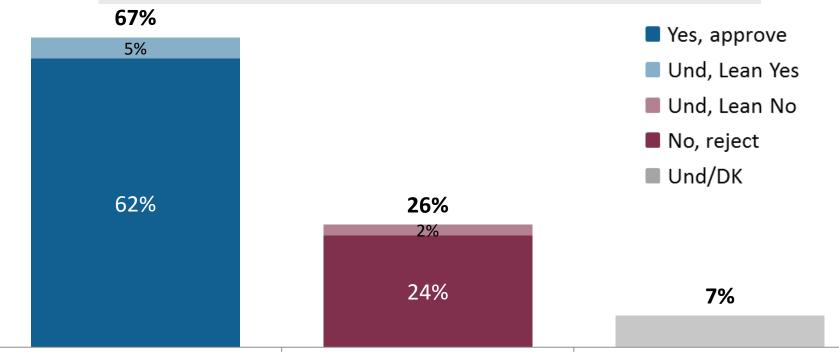
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# Support for Affordable Housing Measure

## **Bond Measure - Initial Vote**

Initial support for a bond measure just reaches the two-thirds including those who are initially undecided, but lean yes.

"SANTA CLARA COUNTY AFFORDABLE HOUSING BOND. To finance the construction, development, acquisition and preservation of affordable housing to low-income individuals and families through programs that will prioritize vulnerable populations throughout the county such as working families, veterans, seniors, homeless and disabled persons; shall the County of Santa Clara issue \$750 million in general obligation bonds, subject to independent citizens' oversight and regular audits?"



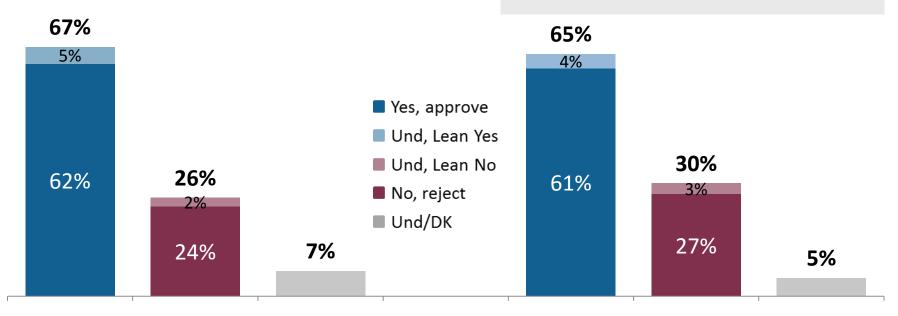


Q15, Q17. If the election were held today, would you vote yes to approve or no to reject this measure?

#### Initial Vote: Bond and Set-Aside

A measure that would not increase taxes receives very similar support.

"SANTA CLARA COUNTY AFFORDABLE HOUSING BOND. To finance the construction, development, acquisition and preservation of affordable housing to low-income individuals and families through programs that will prioritize vulnerable populations throughout the county such as working families, veterans, seniors, homeless and disabled persons; shall the County of Santa Clara issue \$750 million in general obligation bonds, subject to independent citizens' oversight and regular audits?" "SANTA CLARA COUNTY AFFORDABLE HOUSING MEASURE. To finance the construction, development, acquisition and preservation of affordable housing through programs that will prioritize vulnerable populations such as working families, veterans, seniors, homeless and disabled persons; shall the County of Santa Clara guarantee an annual general fund transfer to the Affordable Housing Fund estimated to equal 77cents per \$100 of assessed valuation of all property for 15 years, without increasing taxes and all funds benefiting housing programs in Santa Clara County?"

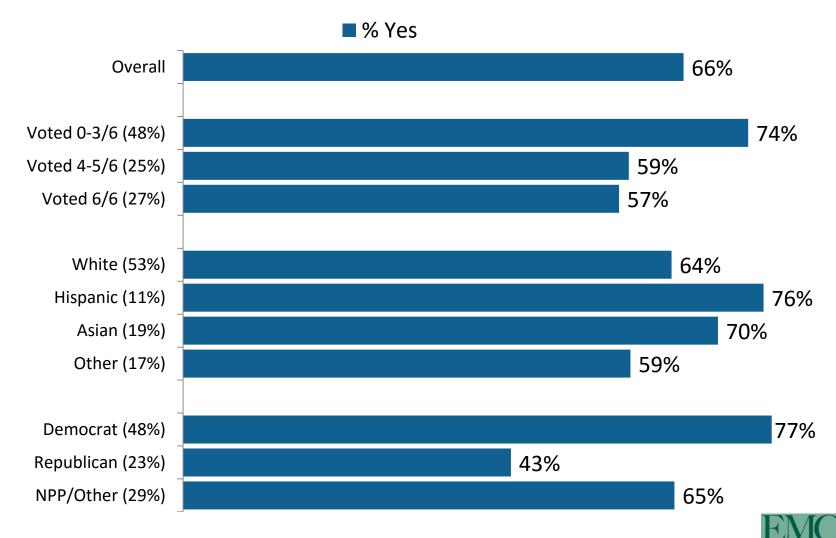




Q15, Q17. If the election were held today, would you vote yes to approve or no to reject this measure? (Split sample with half hearing one measure or the other).

#### **Initial Vote by Demographics**

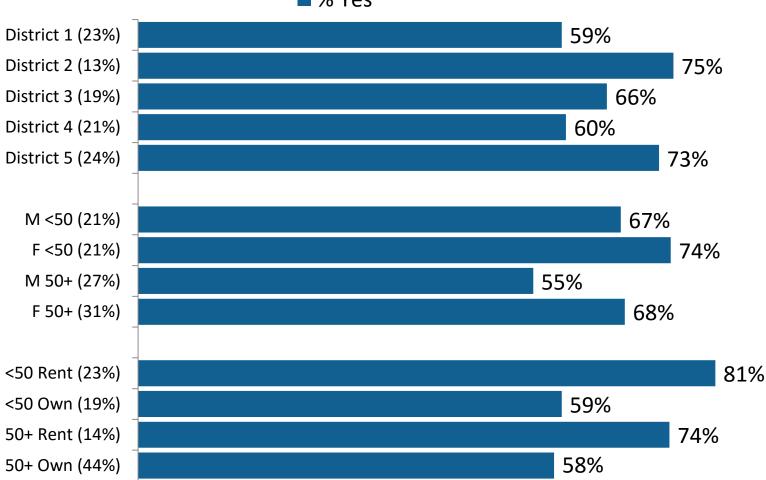
Occasional voters (those that <u>are</u> likely to turn out this November) are very supportive.



Q15. If the election were held today, would you vote yes to approve or no to reject this measure? (Sample A + B combined).

#### **Initial Vote by Demographics**

A privately funded communication effort will be needed to build/secure support from key demographics.



% Yes

Q15. If the election were held today, would you vote yes to approve or no to reject this measure? (Sample A + B combined).

#### Measure Components

Voters are very supportive of providing housing for veterans, seniors, and other disadvantaged communities. Strongly Support Somewhat Support **Total Support** 60% Providing affordable homes for veterans 31% 91% Providing affordable homes for seniors and the disabled 60% 32% 92% Providing affordable homes for low-income families 52% 33% 85% Provide housing for the homeless with supportive 52% 32% 84% mental health and substance abuse services Providing supportive housing for victims of human 51% 32% 83% trafficking, domestic abuse and other Providing affordable homes throughout the County 51% 32% 82%

Q18-29. I'm going to read some components that could be included in the proposed measure. For each one, please tell me if you strongly support, somewhat support, somewhat oppose, or strongly oppose each component.

#### Measure Components (cont.)

Housing the homeless is strong as well.

-	1		
Providing affordable homes for the poorest and most vulnerable members of our community	50%	34%	84%
Providing affordable homes for youth transitioning out of foster care	49%	36%	85%
Protecting low-income families from displacement	49%	32%	81%
Providing affordable homes near public transit to alleviate traffic	47%	36%	83%
Providing housing for the homeless	46%	35%	81%
Building affordable homes in your area	45%	31%	76%

Q18-29. I'm going to read some components that could be included in the proposed measure. For each one, please tell me if you strongly support, somewhat support, somewhat oppose, or strongly oppose each component.

#### Strongly Support Somewhat Support <u>Total Support</u>



#### Support Messages

Making it easier for hardworking people to afford homes and making sure chronically homeless, mentally ill, and veterans have a place to live are the strongest messages.

Much More Likely to Support	Somewhat More Likely to Support <u>Total Suppo</u>		
This measure will make sure chronically homeless, This measure will make sure that the chronically homeless, mentally ill and veterans have a place to live and services they need.	47%	27%	73%
Hardworking people should be able to live in a safe, decent, affordable home and still have enough money for groceries and other basic necessities. We need to make it easier for hardworking people to afford homes.	47%	25%	72%
Hard-working families, like grocery store clerks and service workers, contribute to the diverse culture of our community, but many of those families earn less than \$55K per year. This measure will make sure those families have a place to live.	44%	26%	70%
This measure has tough fiscal controls, including an independent citizens' oversight committee to ensure that the funds are allocated as promised. This committee is open to the public, and provides assurance that the funds are spent properly.	40%	27%	67%

Q30-40. After each one, please tell me if that statement makes you much more likely to <u>support</u> the measure, somewhat more likely to <u>support</u> the measure, or if it does not make a difference to you. **(Sample A + B).** 



#### Support Messages (cont.)

Other messages are less effective.

Much More Likely to Support

Not one cent...will go toward building luxury high-rises. The revenue...will go toward building more housing for those who need it.

This measure increases...housing...where it makes the most sense: within walking distance of transit, shops, & restaurants.

This measure will make sure new affordable homes are built throughout the County, not just in San Jose.

...Providing housing for the homeless is an investment that will save the County money.

Our county is in the midst of a major housing crisis. We must act now...before it's too late and low-income... families are forced out.

There are more than 6K homeless living in SCC. If we don't act now, our homeless population will continue to increase and we will have an out-of-control problem...

Q30-40. After each one, please tell me if that statement makes you much more likely to <u>support</u> the measure, somewhat more likely to <u>support</u> the measure, or if it does not make a difference to you. **(Sample A + B).** 

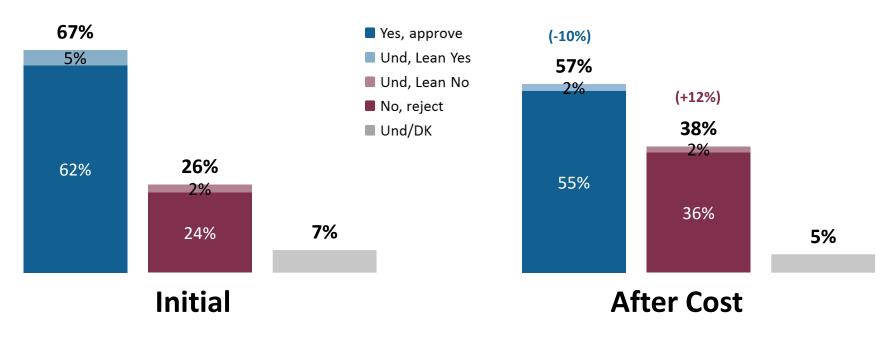
Somewhat More Likely to Support				<u>Tot</u>	al Support
e	44%		21%	, )	65%
st -	34%		30%		64%
lt -	39%		23%		62%
it _	35%		27%	e	52%
st -	36%		25%	6	0%
t e	34%	2	24%	58	%



#### Bond Measure – Vote With Cost

As expected, when the focus of the question is on cost only, support drops.

If you knew that this bond measure would cost property owners a rate of \$14 per \$100K of assessed value, NOT market value, annually, would you vote yes to approve or no to reject the measure?



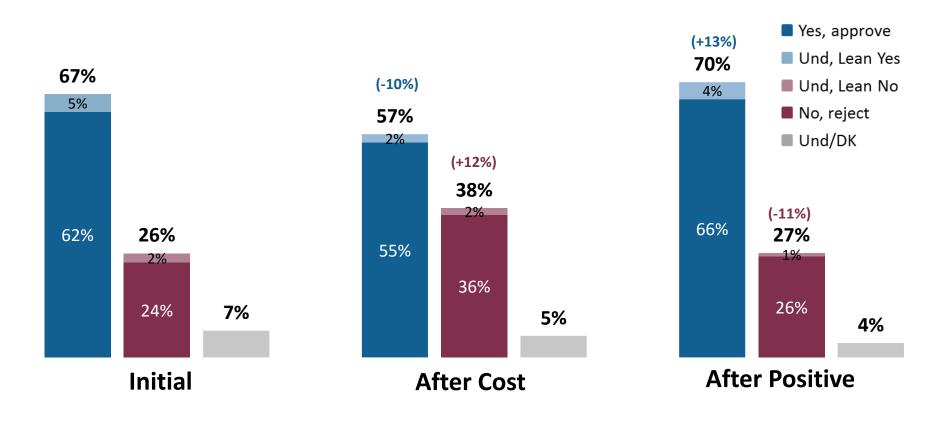
Q15. If the election were held today, would you vote yes to approve or no to reject this measure?

Q16. If you knew that this bond measure would cost property owners a rate of \$14 per \$100K of assessed value, NOT market value, annually, would you vote yes to approve or no to reject the measure?



#### Bond Measure - Vote After Support Messaging

Support messaging brings bond support back above two-thirds.



If the election were held today, would you vote yes to approve or no to reject this measure? **(IF Undecided)** Well which way do you lean - toward voting yes to approve or voting no to reject it? Note: Split samples were combined for the above summary.



#### **Opposition Messages**

Taxes and cost of living in the area are already to high and the measure being funded by developers are the strongest opposition messages.

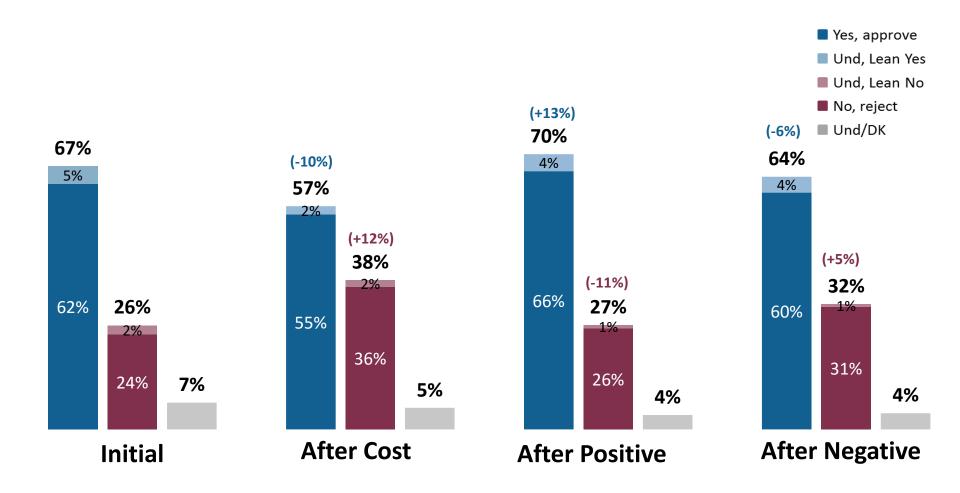
More Likely to Oppose Somewhat Likely to Oppose <u>Total Oppose</u>			
Taxes and cost of living in our area are already too high. We don't need another tax. (Sample A only)	23%	20%	44%
This measure is being funded by developers of affordable housing. This will just provide another kickback so developers can continue to get rich off of taxpayers.	21%	22%	43%
Housing the homeless won't work. It will just attract more homeless to Santa Clara County for the free housing and services.	19%	20%	39%
This measure will force communities to build affordable housing even if it doesn't fit in with the character of the neighborhood.	18%	20%	38%
This measure will provide more housing for the homeless, when what we really need is more housing for middle-class families in Santa Clara County.	14%	23%	37%

Q43-48. After each one, please tell me if that statement makes you much more likely to <u>oppose</u> the measure, somewhat more likely to <u>oppose</u> the measure, or if it does not make a difference to you.



#### Bond Measure - Vote After Opposition

Opposition messaging brings bond support to slightly below the necessary two-thirds.



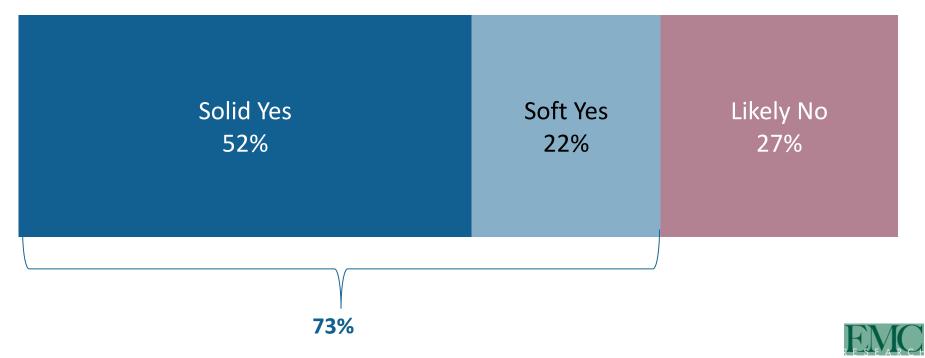
If the election were held today, would you vote yes to approve or no to reject this measure? **(IF Undecided)** Well which way do you lean - toward voting yes to approve or voting no to reject it? Note: Split samples were combined for the above summary.

#### Housing Measure - Voter Segmentation

One in five voters are not reliable supporters of a housing measure.

**Solid Yes:** Voters who support the measure consistently

- Soft Yes:Voters who do not vote yes initially, but move to support it after more<br/>information, or vote yes more often than no
- Likely No: Voters who initially support the measure, but move to oppose it after more information, always vote no, vote no more often than yes, or have mixed votes.



### Voter Segmentation by Subgroup

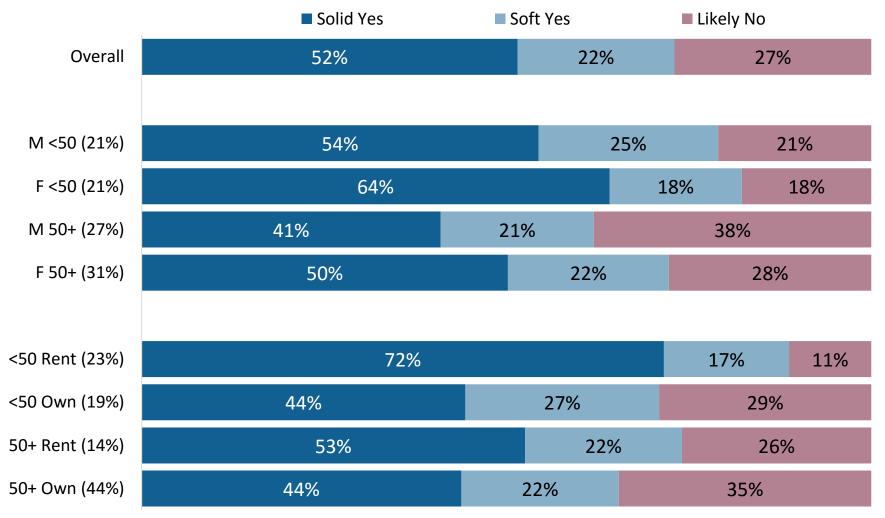
Communication will be needed with key demographics.

	Solid Yes	Soft Yes	Likely No		
Overall	52%	22%		27%	
				/	
Democrat (48%)		62% 18%		20%	
Republican (23%)	33%	24%	43%		
NPP/Other (29%)	50%	26%		25%	
White (53%)	54%	209	20% 26%		
Hispanic (11%)	58%		26%	17%	
Asian (19%)	47%	25%	25% 23		
Other (17%)	45%	19%	19% 36%		
Voted 0-3/6 (48%)	59%		22%	18%	
Voted 4-5/6 (25%)	46%	20%		34%	
Voted 6/6 (27%)	43%	21%	36%		
District 1 (23%)	43%	22%		35%	
District 2 (13%)	55%		30%	16%	
District 3 (19%)	46%	24%		30%	
District 4 (21%)	52%	20%		28%	
District 5 (24%)	62%		16%	22%	



#### Voter Segmentation by Subgroup

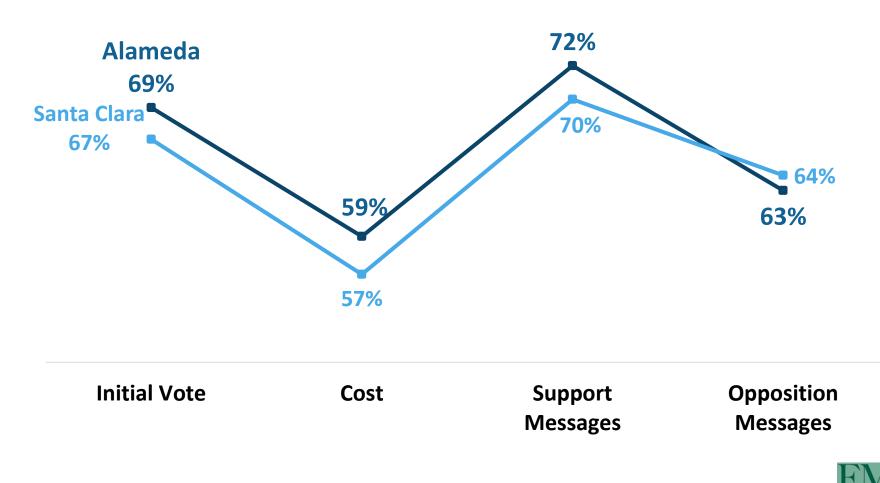
Younger men, older women, and homeowners will be important audiences.





#### Alameda County Recent Polling

Alameda County had similar, but slightly higher numbers in their bond polling.



Alameda County poll conducted in January 2016

#### **Conclusions/Recommendations**

- With affordable housing as a top concern and highest support among infrequent voters, November 2016 is likely the best time to move forward with an affordable housing bond measure.
- Necessary to succeed:
  - A privately funded campaign
  - No opposition to the measure



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