



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 23rd-April 3rd, 2016
- ▶ 805 total interviews, MoE \pm 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 \pm 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

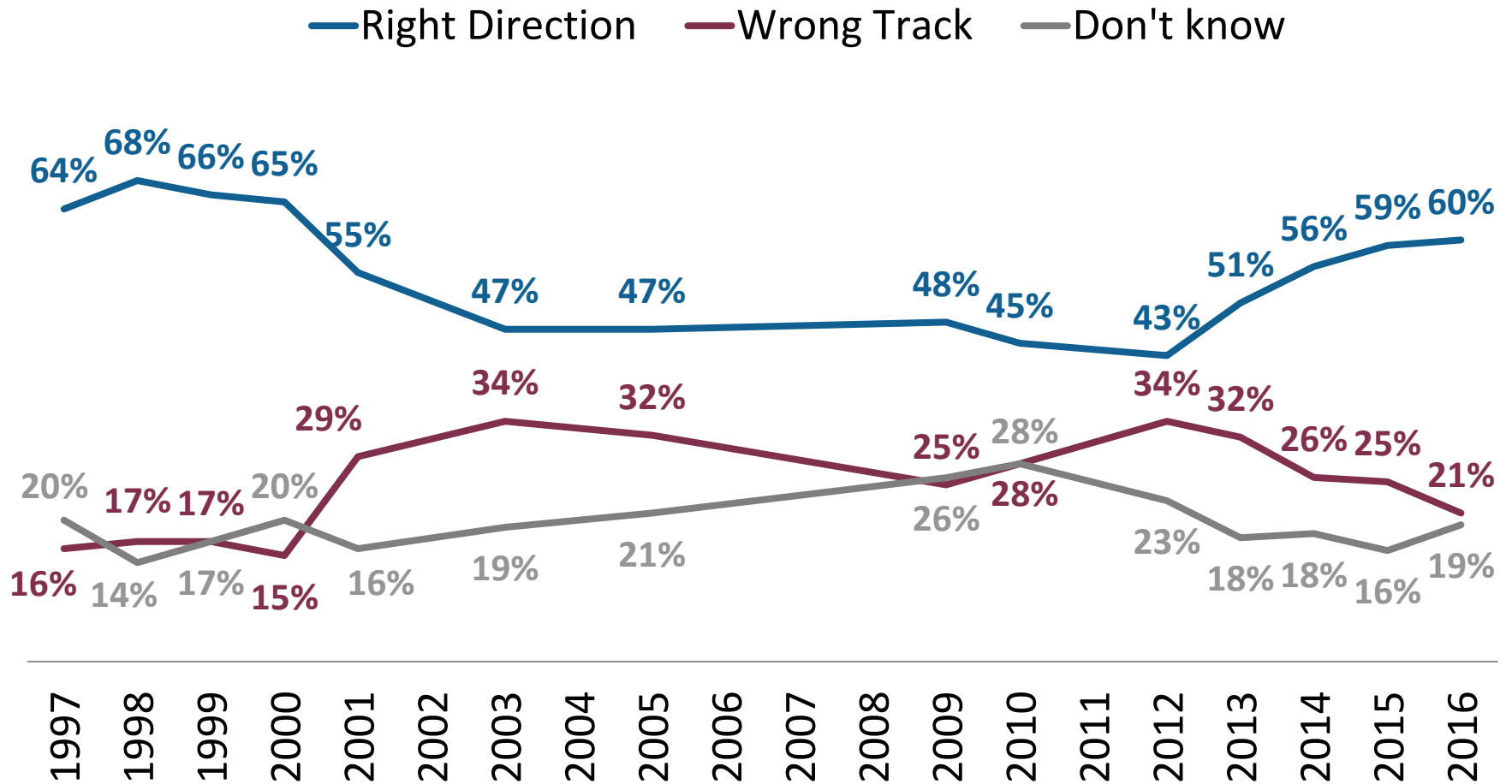
- ▶ Housing is a top concern among Santa Clara County voters
- ▶ A bond measure to fund housing just reaches two-thirds support
- ▶ The bond projects resonate strongly – voters want housing for veterans, seniors, low income families, the homeless and other disadvantaged residents
- ▶ Much of the support 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



Mood of the Electorate

Direction of Santa Clara County

Voters are feeling optimistic.

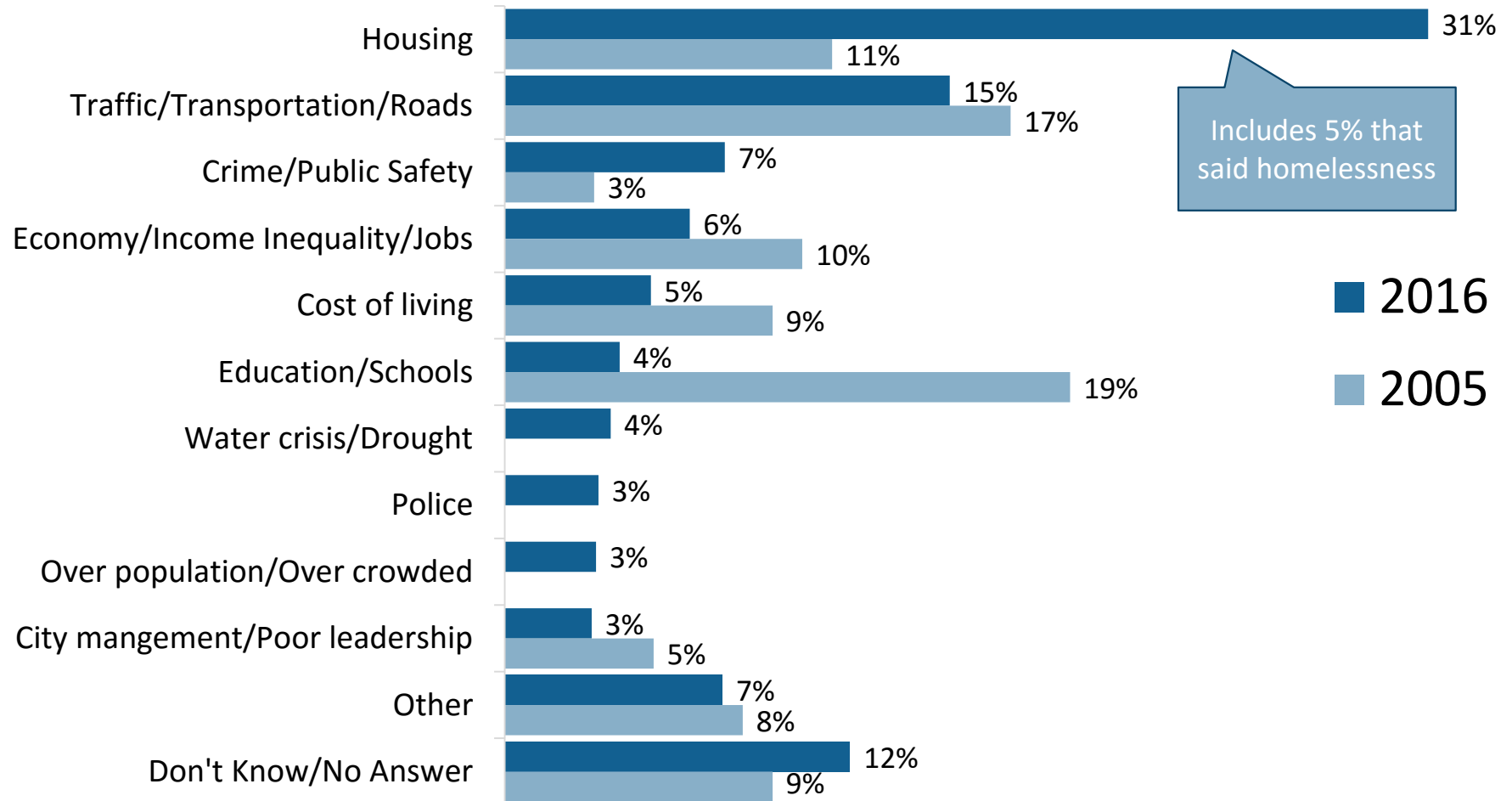


Q5. Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



Most Important Problem Facing Santa Clara

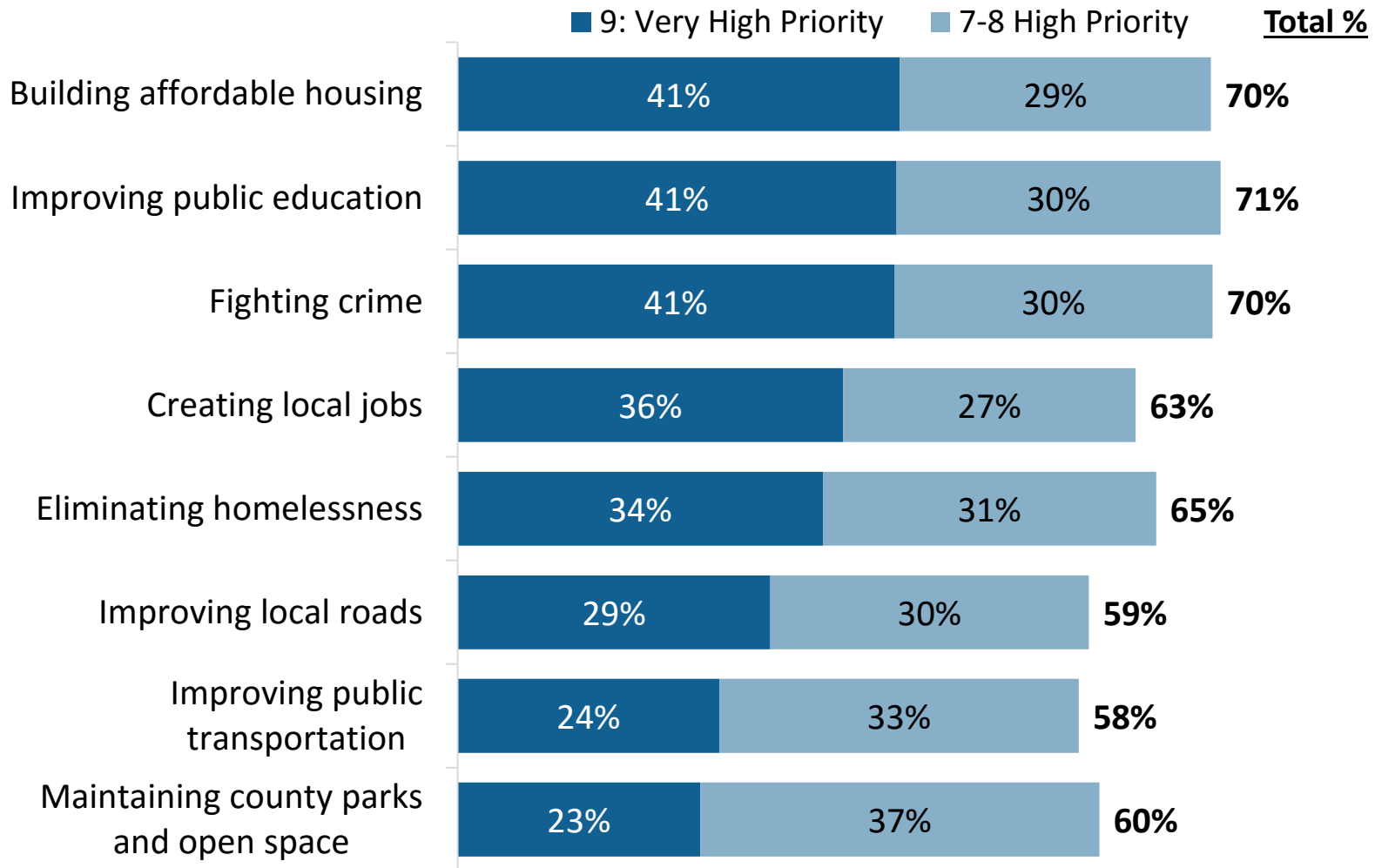
Housing is the top mentioned issue, a significant shift from the past.



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

Santa Clara County Priorities

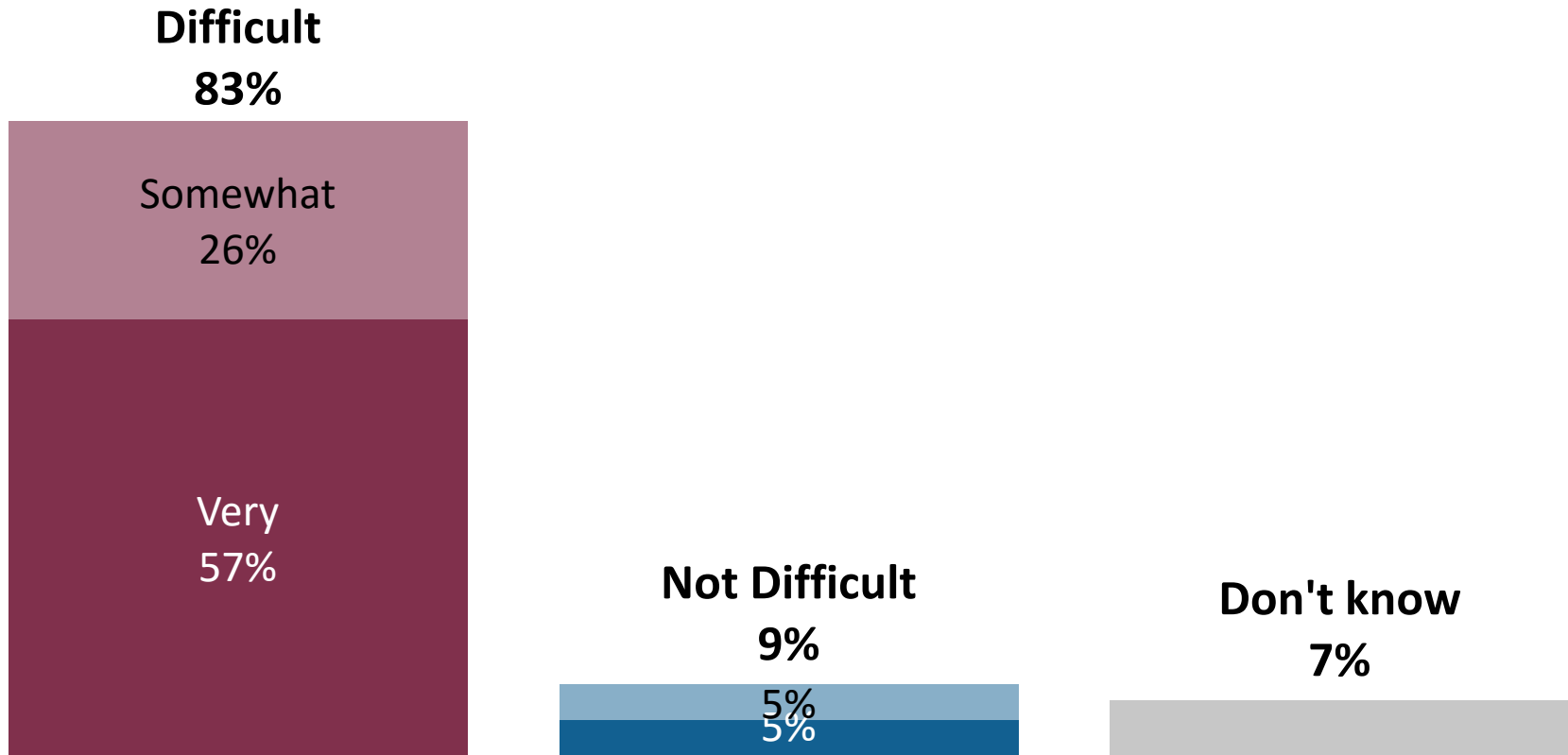
Voters rate building affordable housing as equal to education and crime as a priority.



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

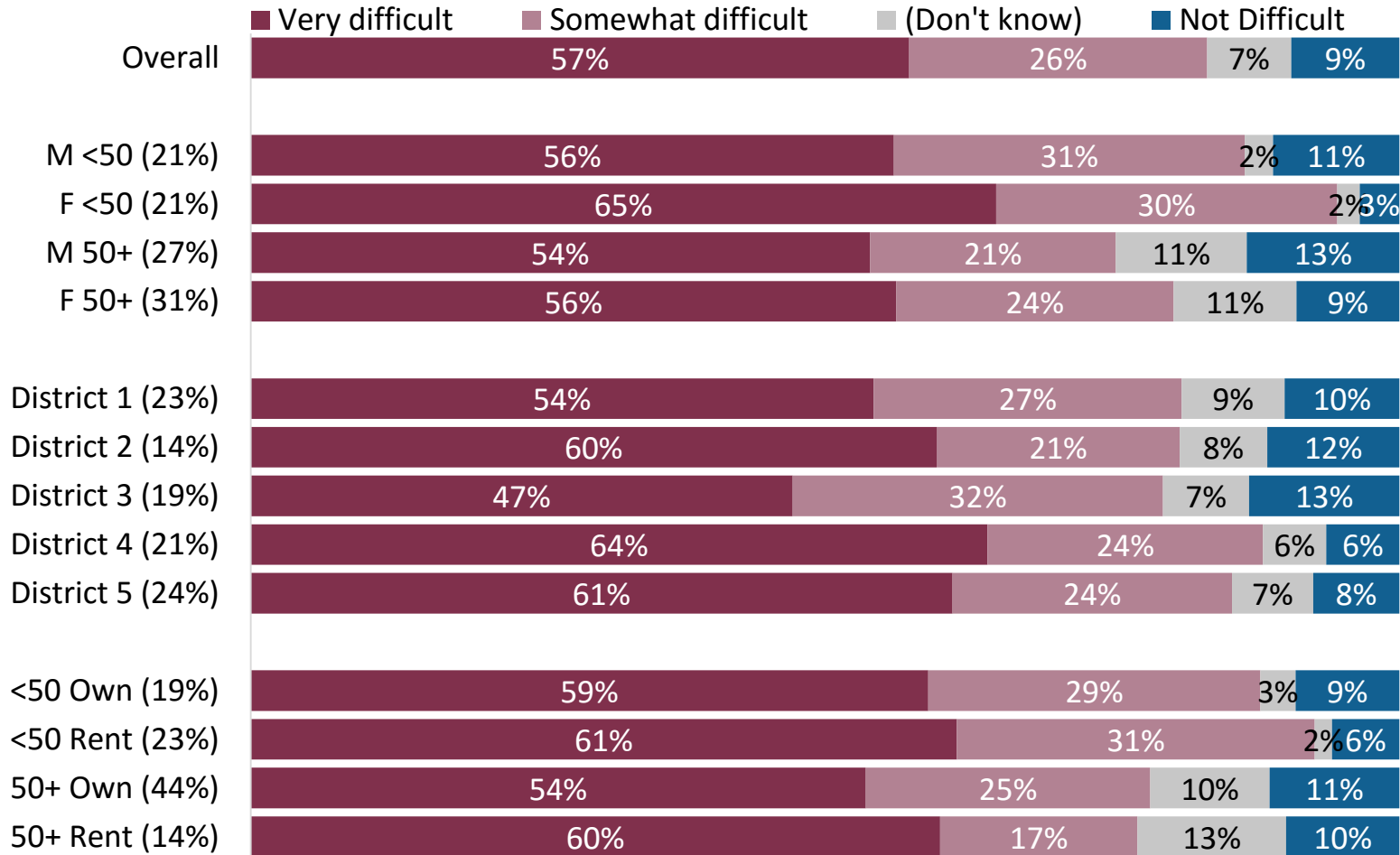
A majority of voters believe it is difficult to find a place to live in Santa Clara County, with over half saying it is very difficult.



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?

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?

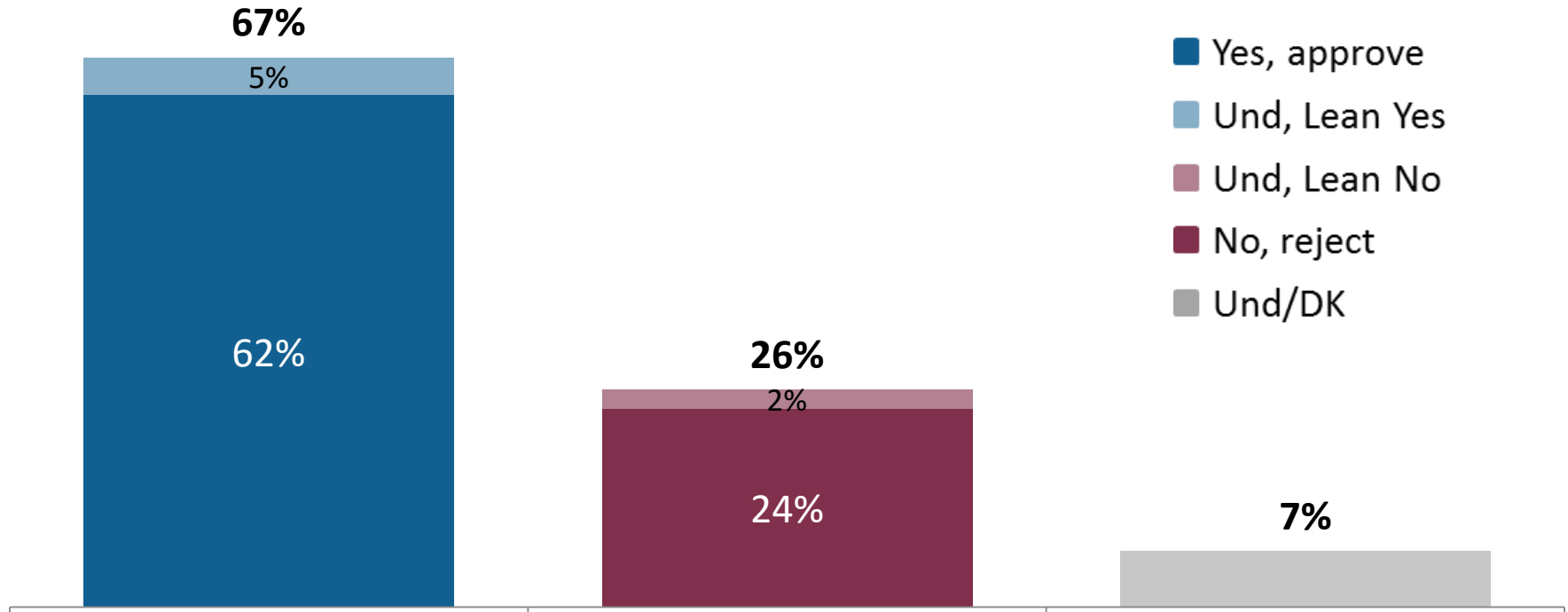


Support for Affordable Housing Measure

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

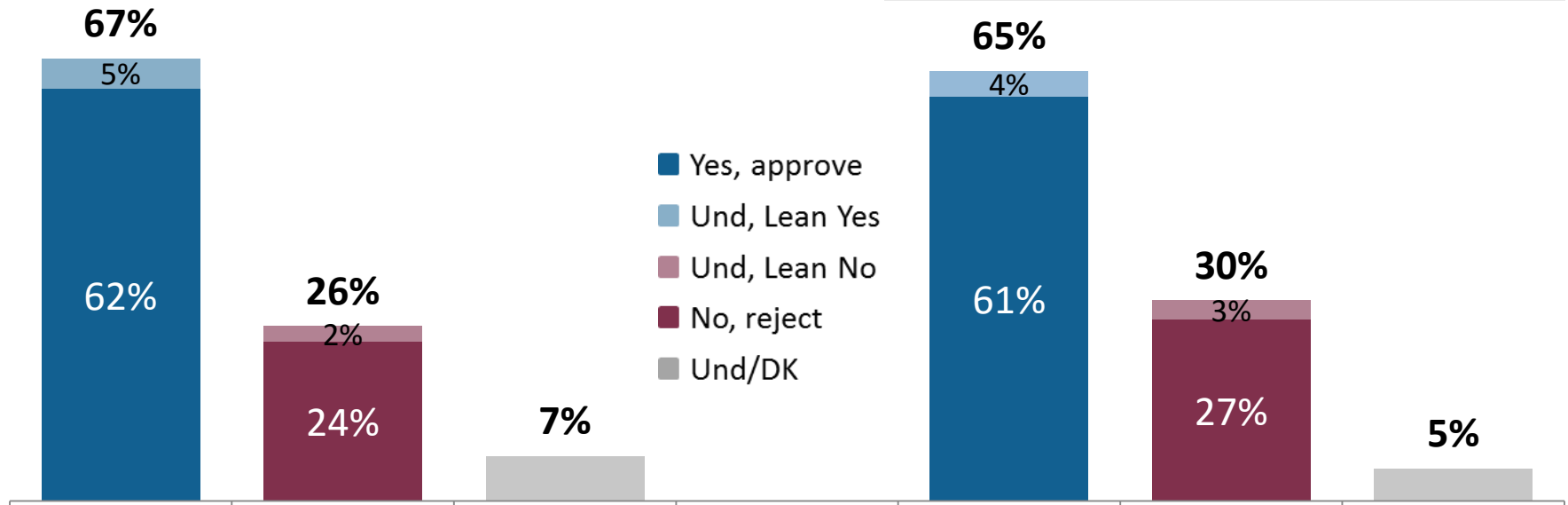
A measure that would not increase taxes receives very similar support.

“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.

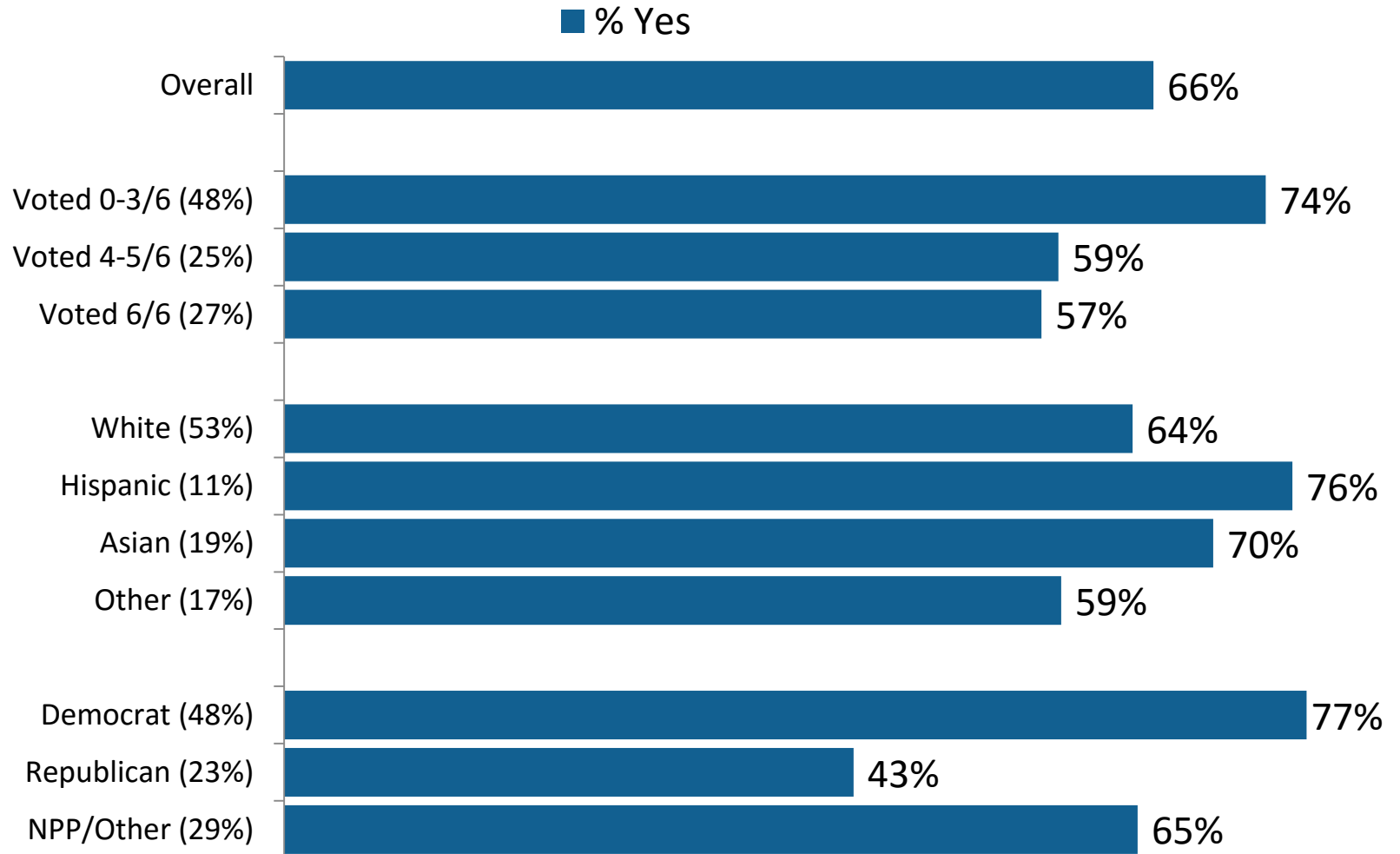
To finance the construction, development, acquisition and preservation of affordable housing through programs that will prioritize vulnerable populations such as working families, veterans, seniors, homeless and disabled persons; **shall the County of Santa Clara guarantee an annual general fund transfer 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

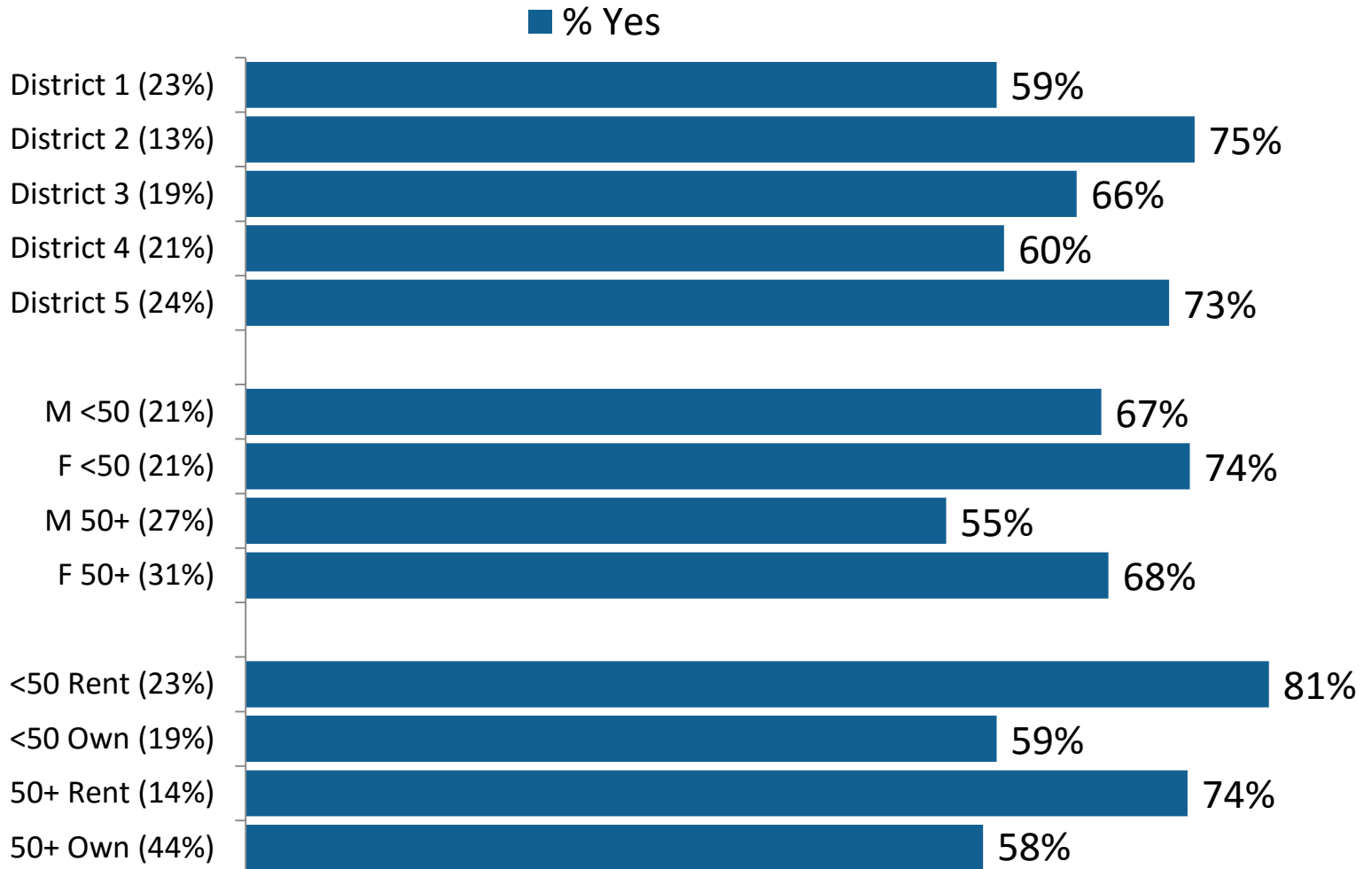
Occasional voters (those that are likely to turn out this November) are very supportive.



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

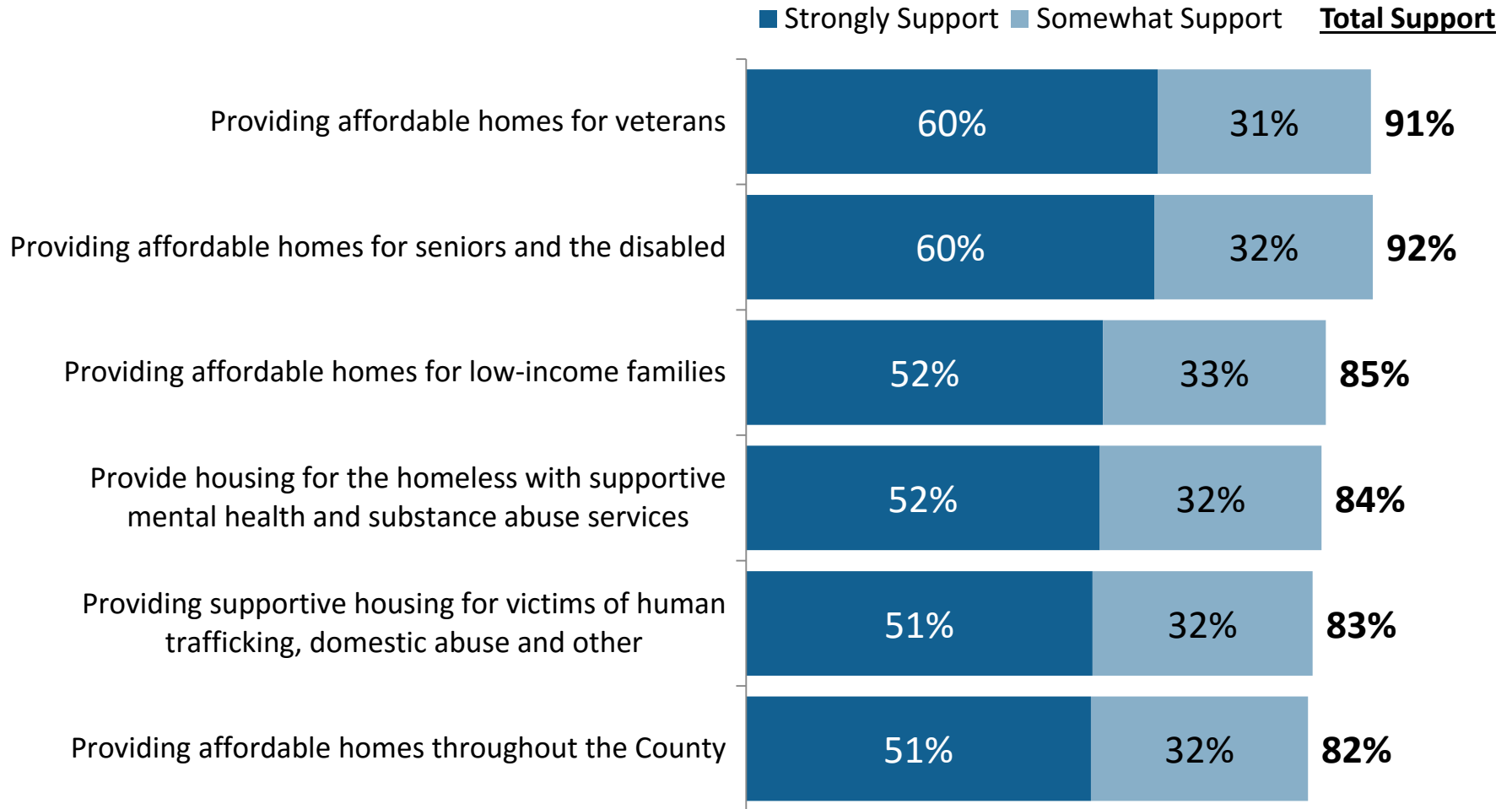
Initial Vote by Demographics

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



Measure Components

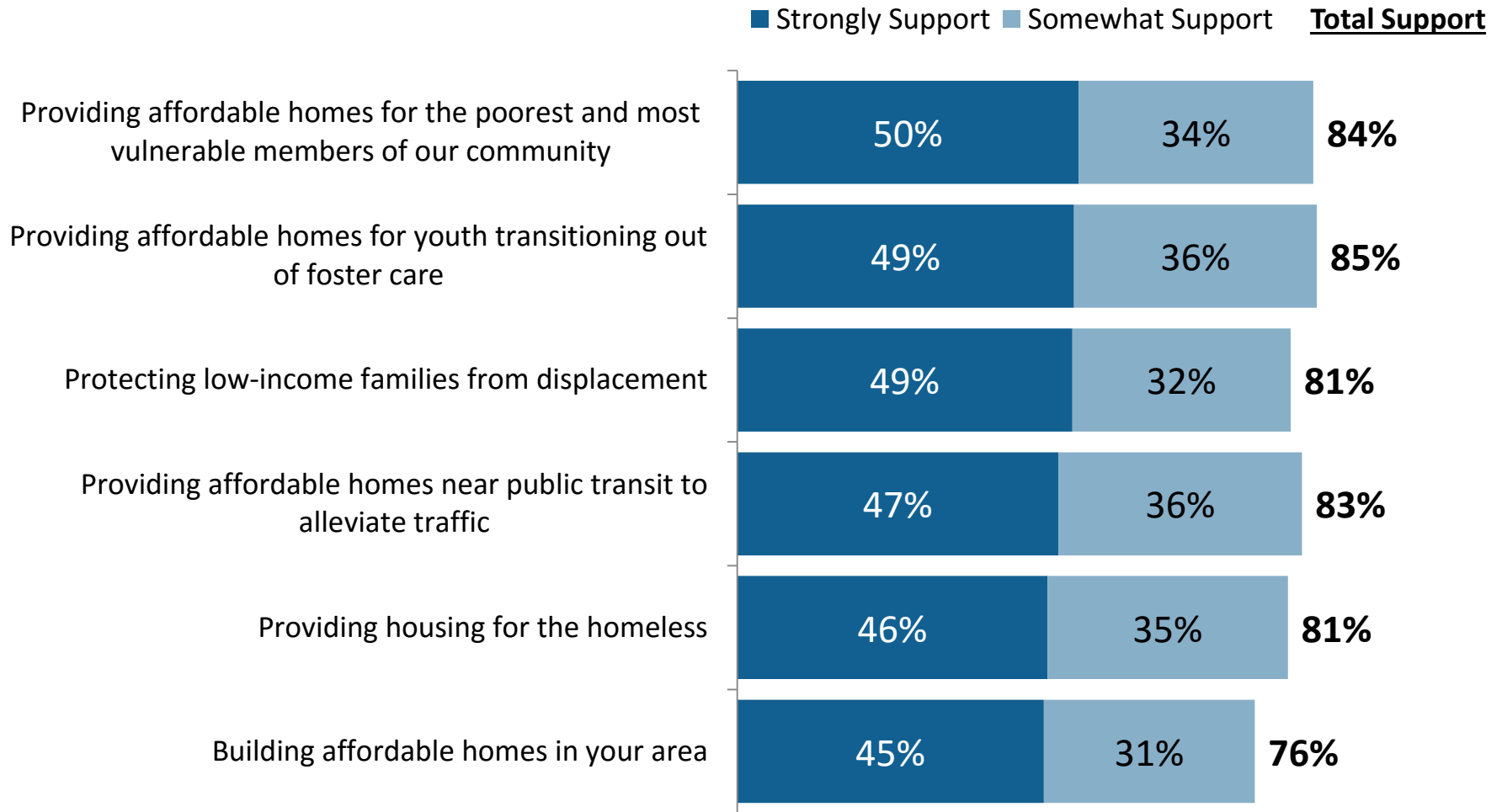
Voters are very supportive of providing housing for veterans, seniors, and other disadvantaged communities.



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.)

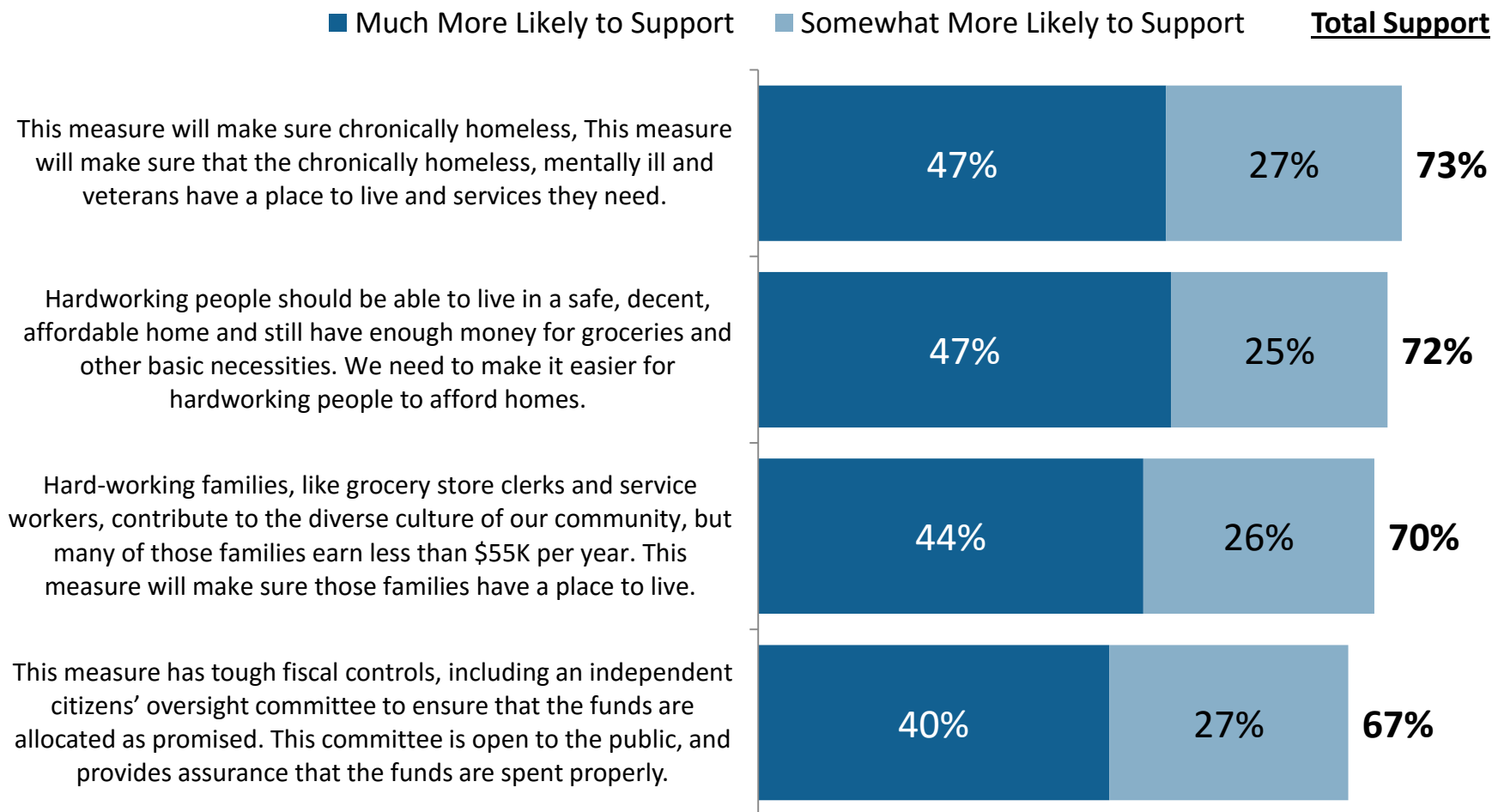
Housing the homeless is strong as well.



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.

Support Messages

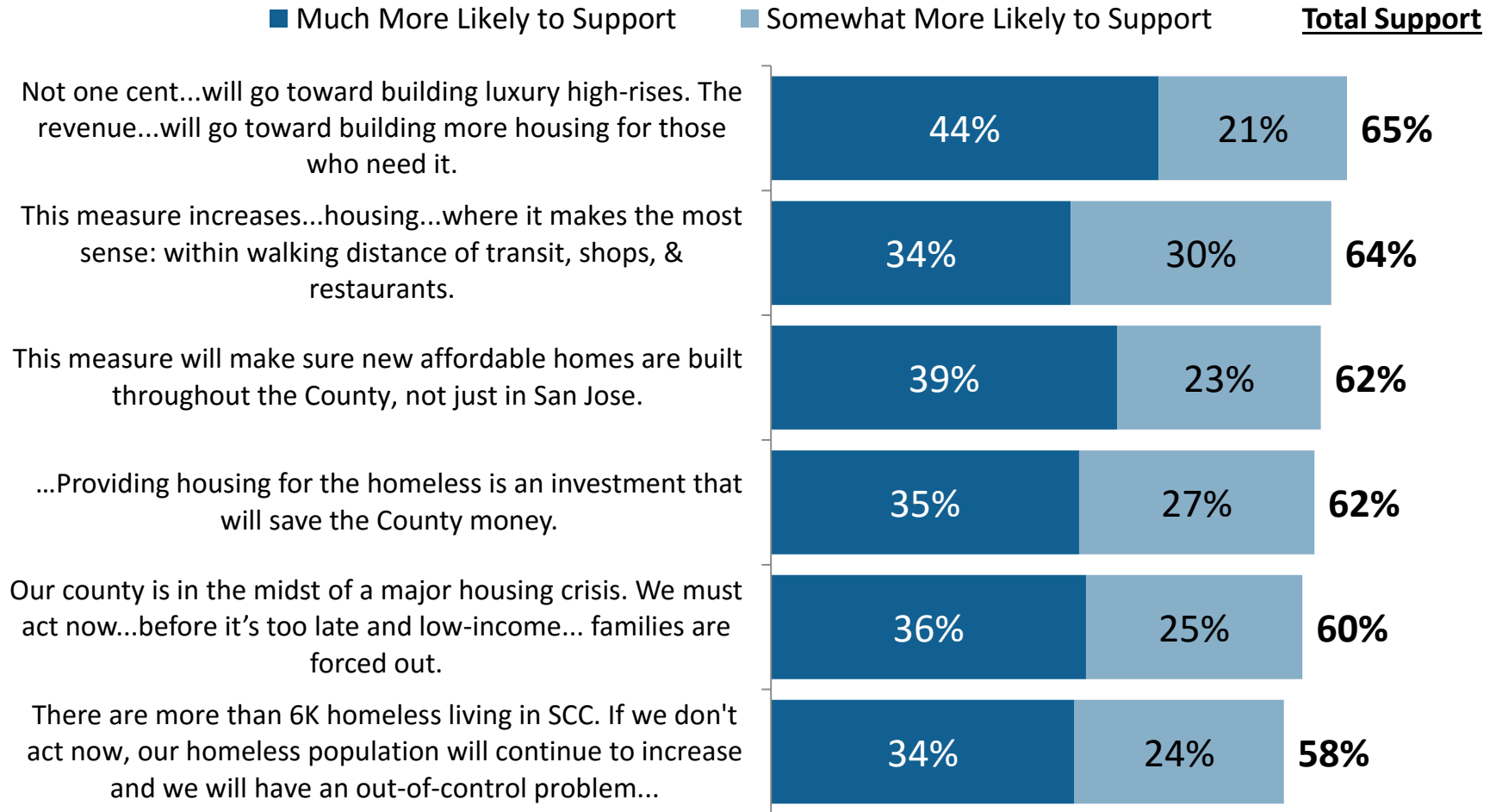
Making it easier for hardworking people to afford homes and making sure chronically homeless, mentally ill, and veterans have a place to live are the strongest messages.



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

Support Messages (cont.)

Other messages are less effective.

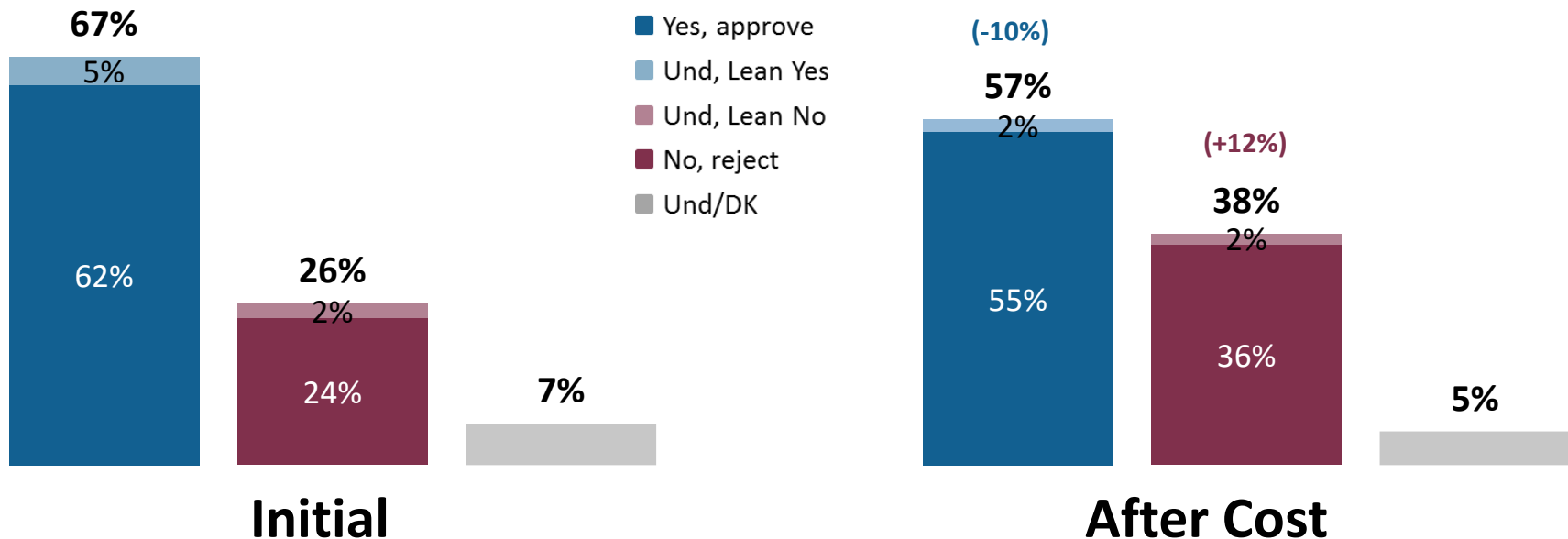


Q30-40. After each one, please tell me if that statement makes you much more likely to support the measure, somewhat more likely to support the measure, or if it does not make a difference to you. **(Sample A + B).**

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?

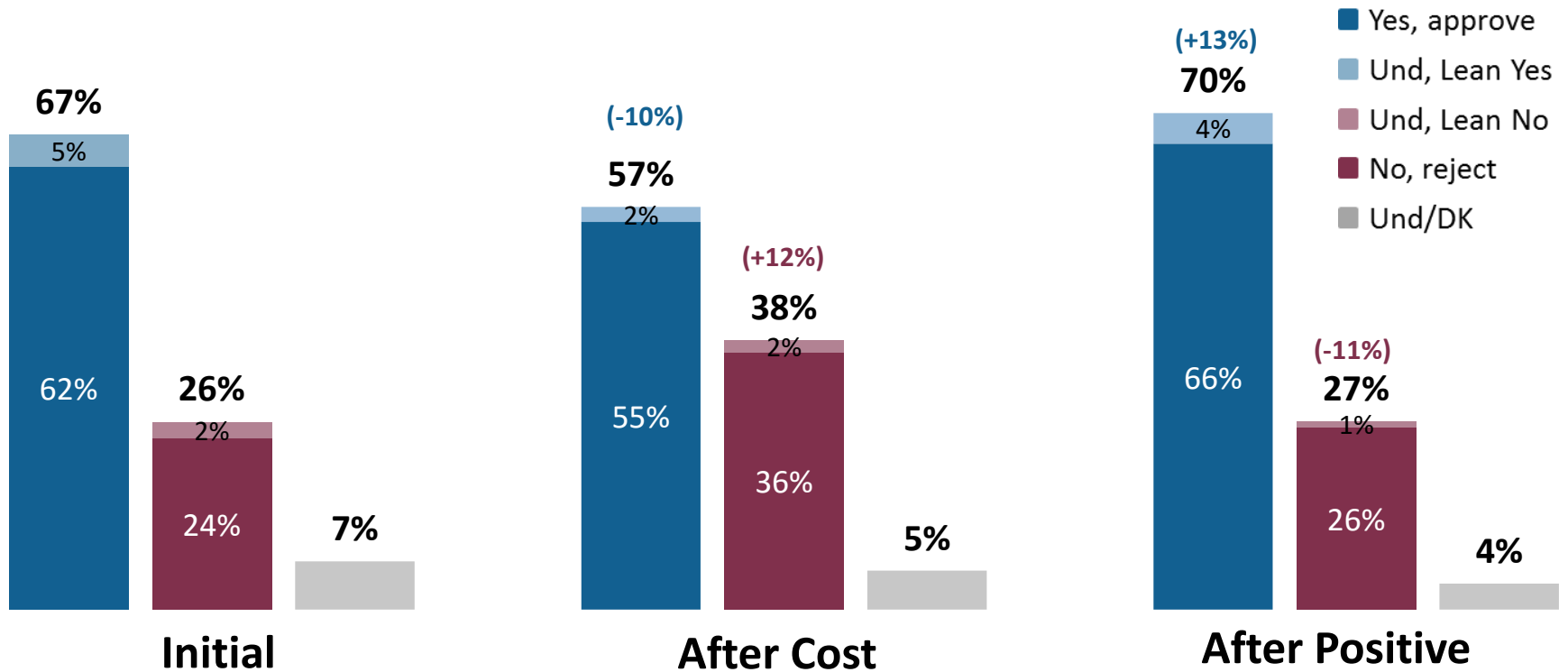


Q15. If the election were held today, would you vote yes to approve or no to reject this measure?

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

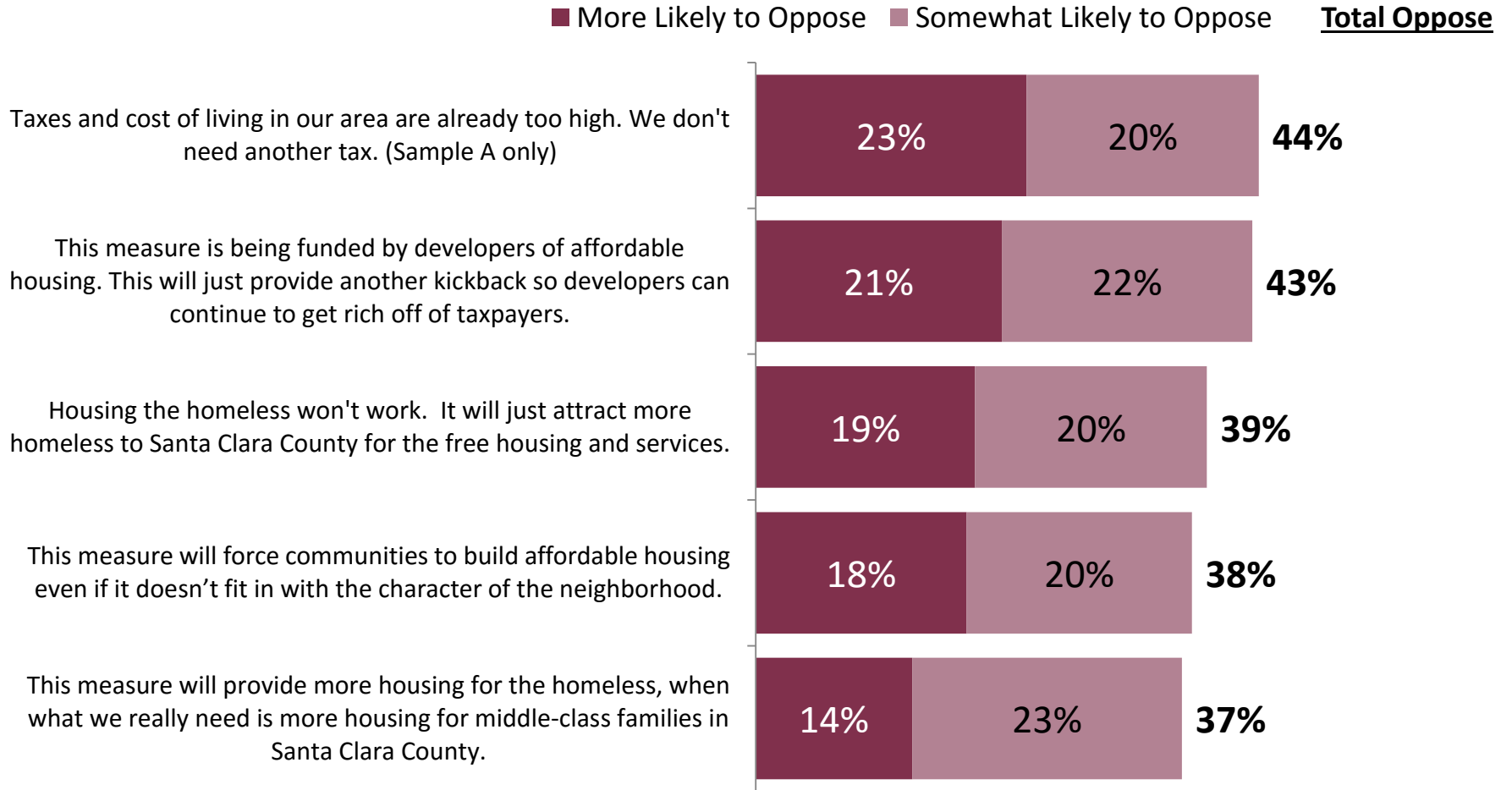
Support messaging brings bond support back above two-thirds.



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 too high and the measure being funded by developers are the strongest opposition messages.

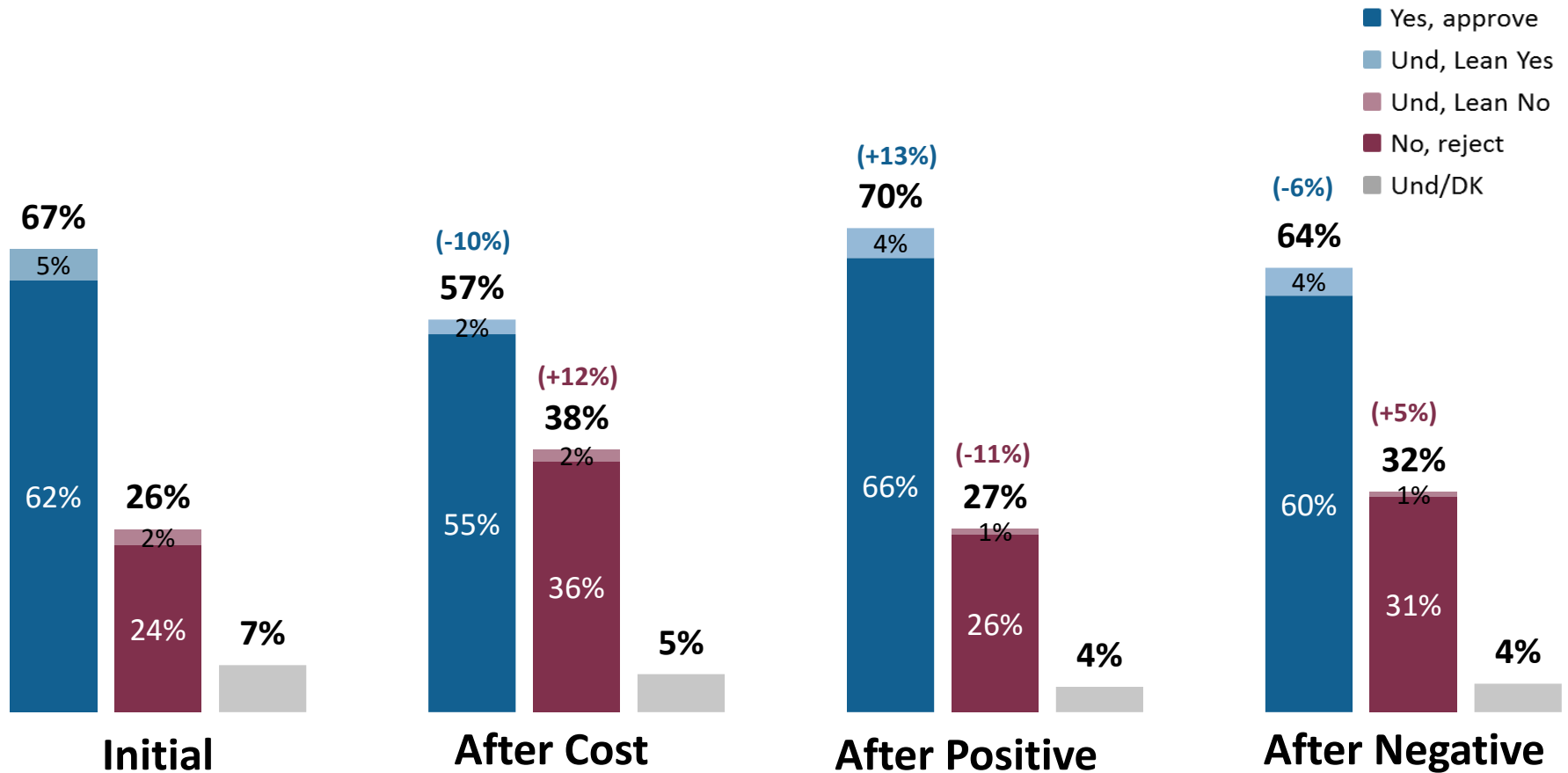


Q43-48. After each one, please tell me if that statement makes you much more likely to oppose the measure, somewhat more likely to oppose the measure, or if it does not make a difference to you.



Bond Measure - Vote After Opposition

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



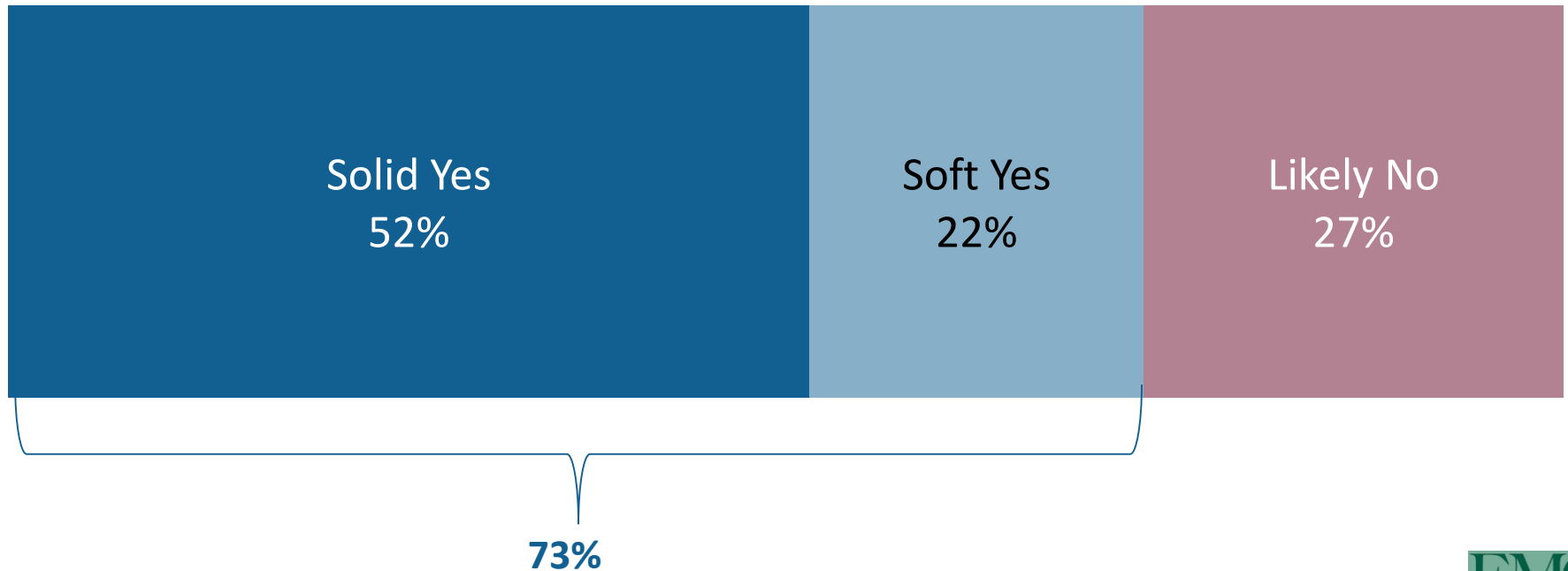
If the election were held today, would you vote yes to approve or no to reject this measure? **(IF Undecided)** Well which way do you lean - toward voting yes to approve or voting no to reject it? Note: Split samples were combined for the above summary.



Housing Measure - Voter Segmentation

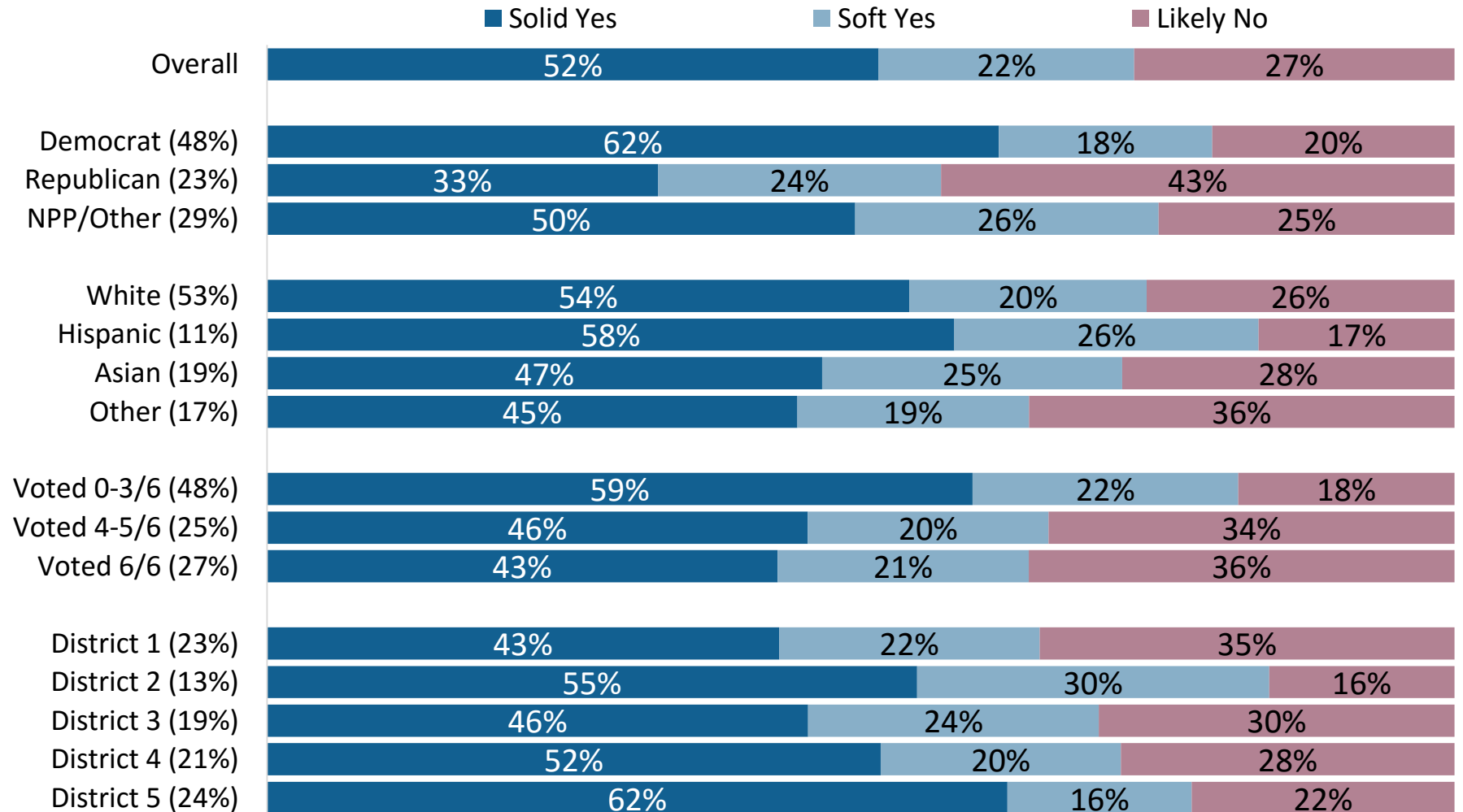
One in five voters are not reliable supporters of a housing measure.

- Solid Yes:** Voters who support the measure consistently
- Soft Yes:** Voters who do not vote yes initially, but move to support it after more 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.



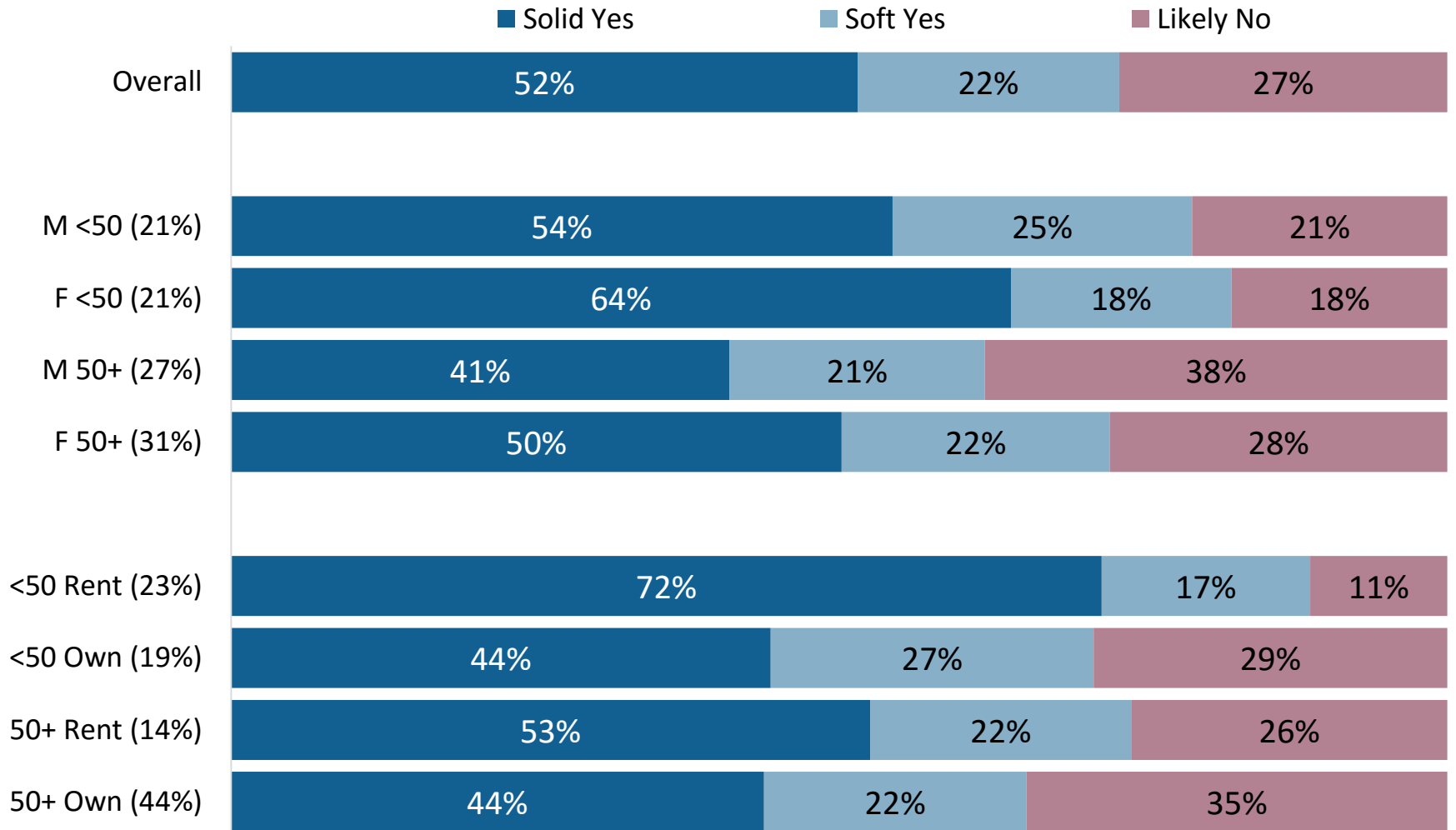
Voter Segmentation by Subgroup

Communication will be needed with key demographics.



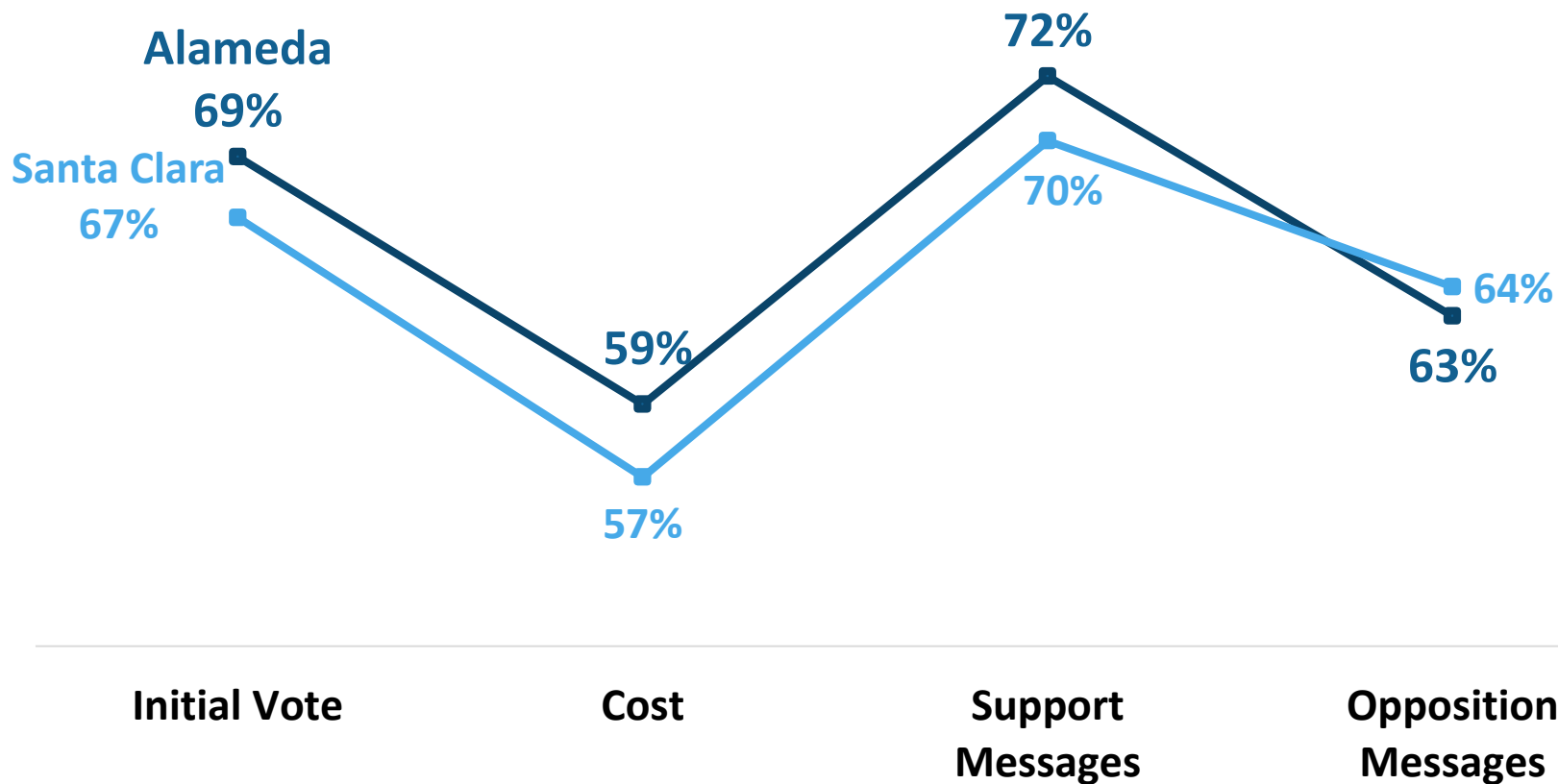
Voter Segmentation by Subgroup

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.



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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