

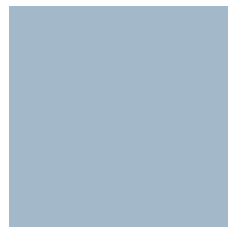
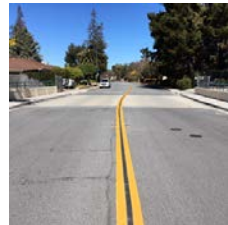
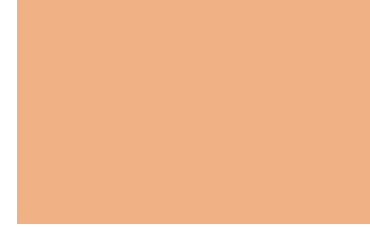
# Voter Support for Potential Finance Measure in Mountain View

*Key Findings of a Voter Survey Conducted  
June 11-19, 2018*



# Survey Methodology

- ✓ 923 telephone and online interviews with voters in Mountain View likely to cast a ballot in November 2018
- ✓ Interviews conducted June 11-19, 2018
- ✓ Interviews online, on landlines and cell phones
- ✓ Margin of sampling error of +/- 4.0% at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding





# Initial Support for Proposed Finance Measures

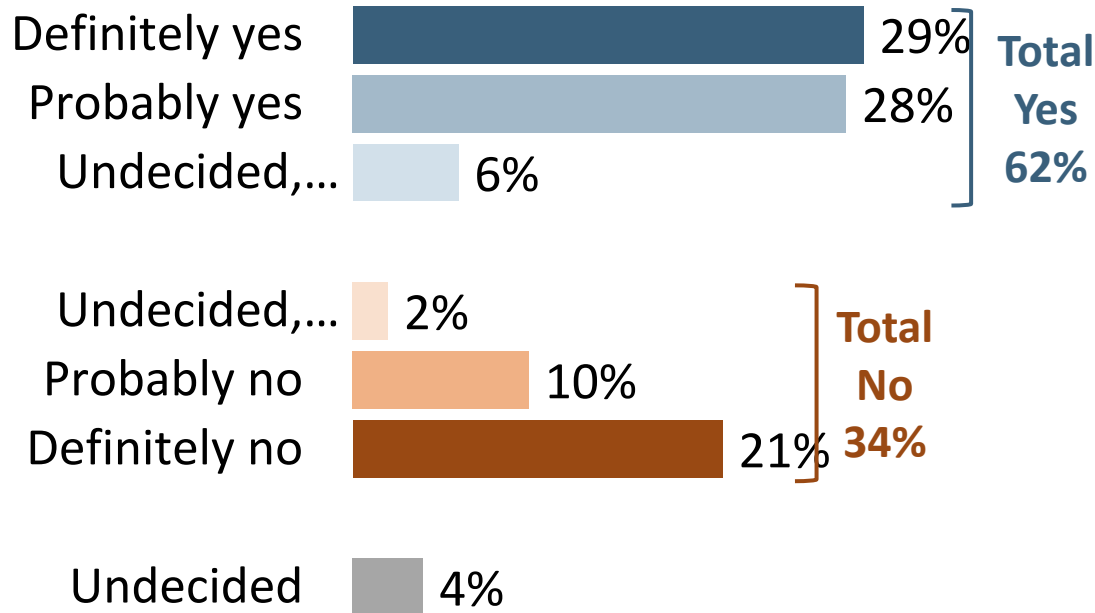


## Employer Tax Ballot Measure Language Tested

Shall the measure to fund critical City needs such as reducing traffic congestion, enhancing bicycle/pedestrian friendly routes, providing housing affordable for a range of incomes/homeless services, by imposing a business license tax of \$9 to \$117 per employee on average, with larger companies paying more per employee, generating about \$6 million yearly for unrestricted general revenue purposes, until ended by voters, with independent yearly audits, be adopted?

# More than three in five say they would support the general purpose employer tax.

*Do you think you would vote yes or no on such a measure?*

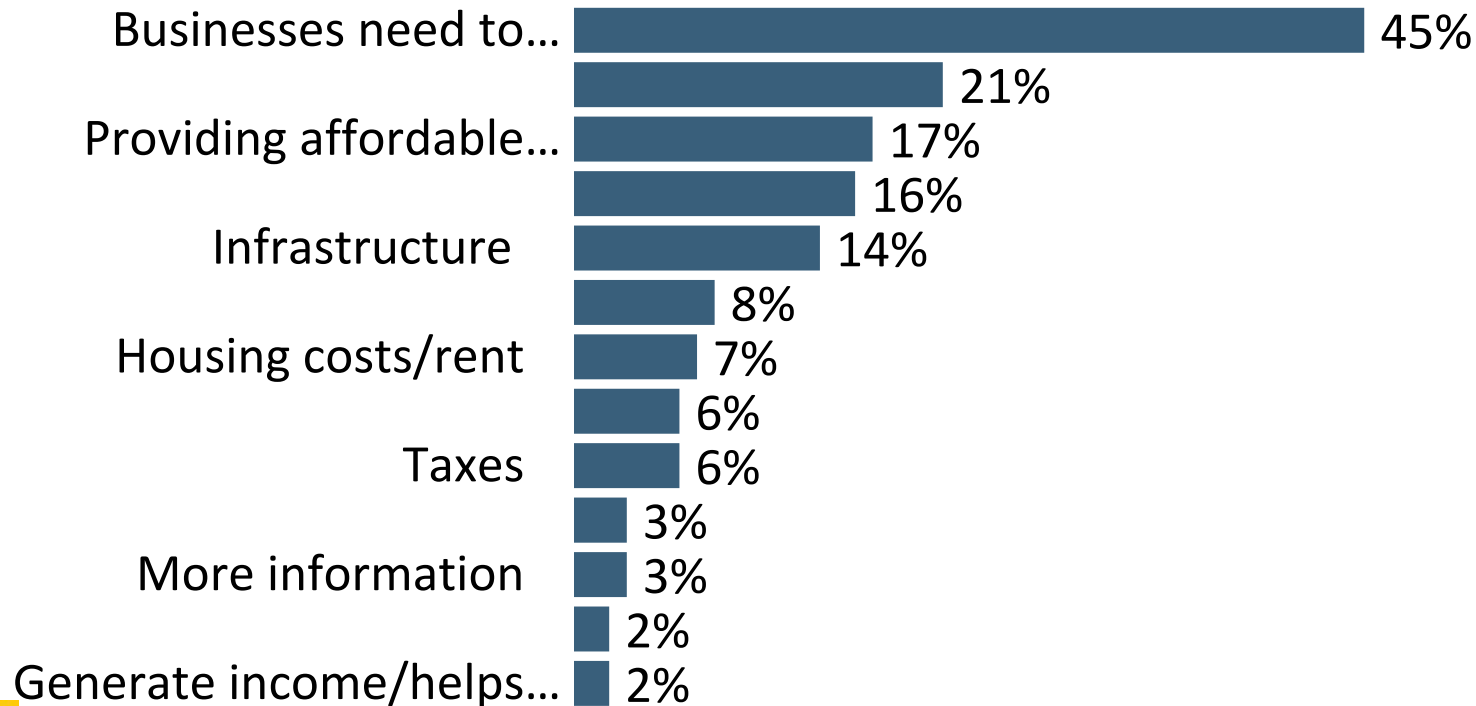


*General purpose employer tax in **March** (asked as a general concept):*

Total Yes: 67%  
Total No: 25%  
Undecided: 8%

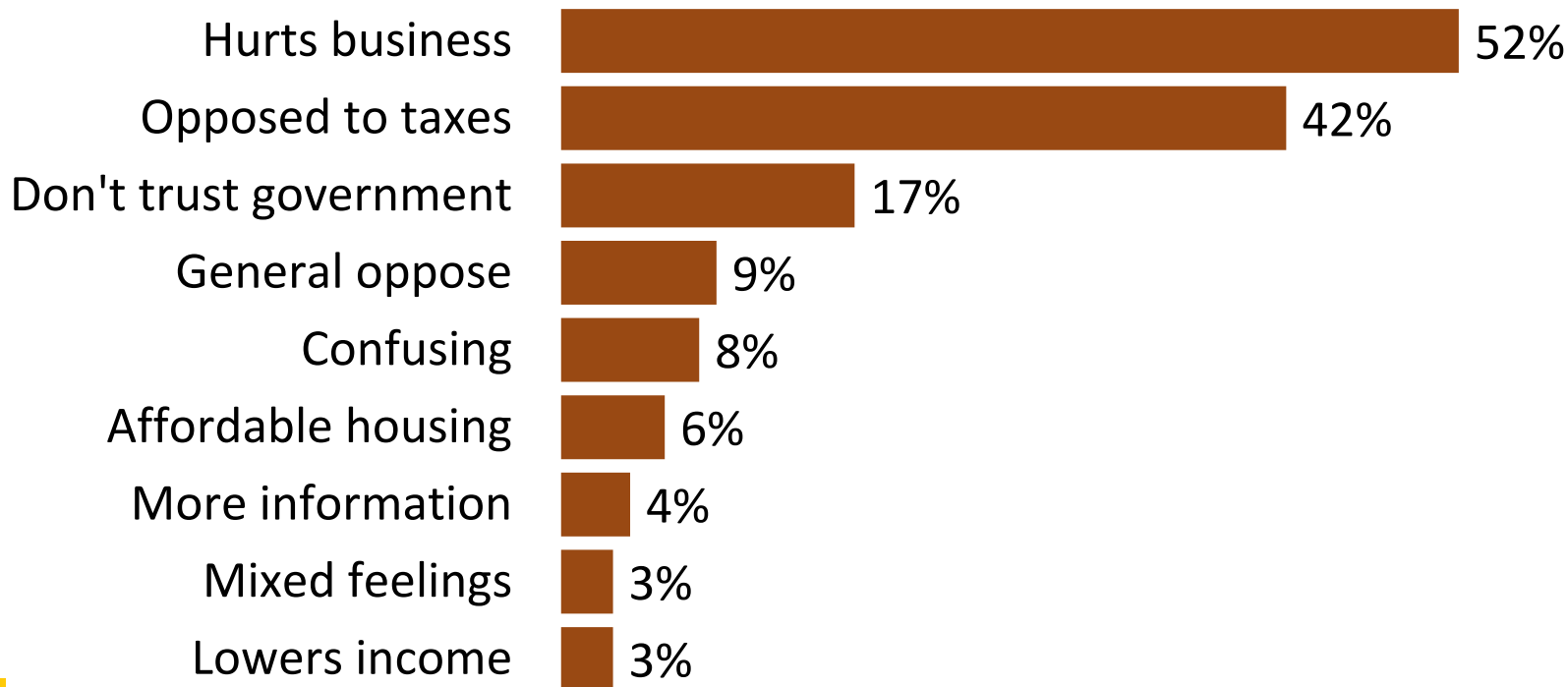
# A desire for businesses to contribute more drives support.

In a few words of your own, why would you vote **YES** on this measure?  
(Responses 2% and Above Shown)



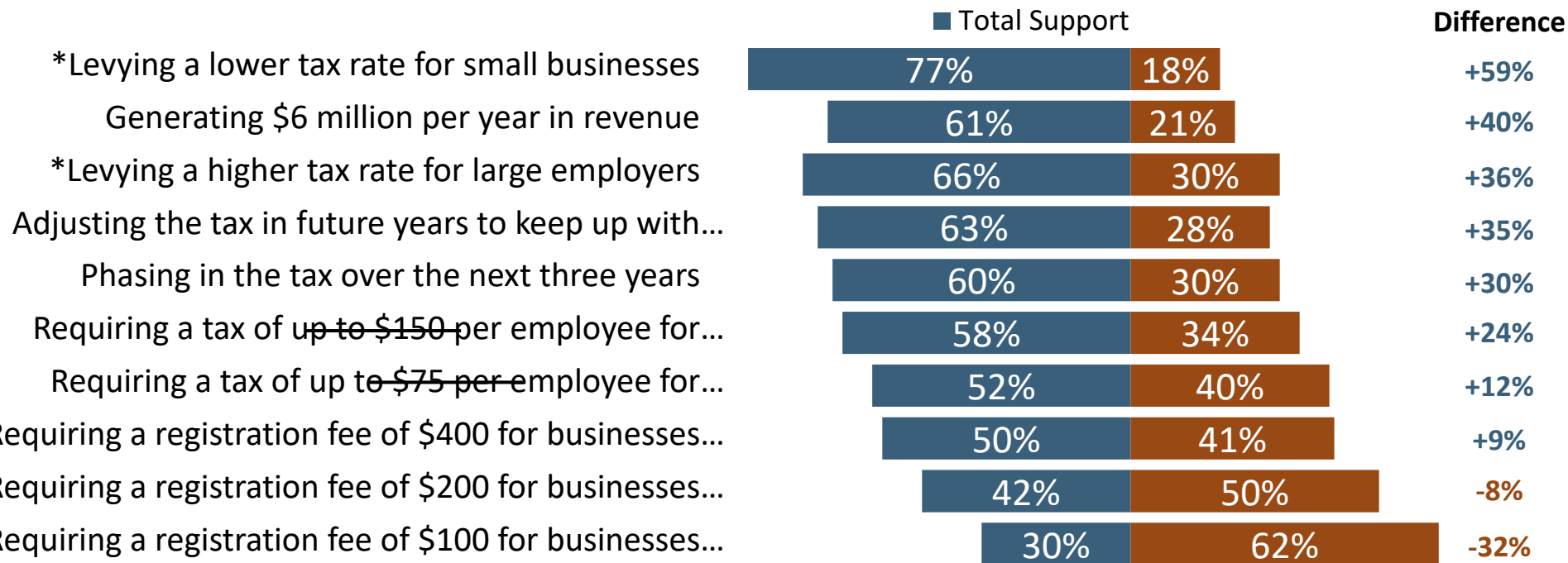
# A majority of those opposed worry that the tax will hurt business.

In a few words of your own, why would you vote **NO** on this measure?  
*(Responses 3% and Above Shown)*



# Voters offer strong support for levying lower tax rates for small businesses.

I am going to read you a list of some specific elements that could be included in the first measure we discussed, the business license tax based on the number of employees the business has in Mountain View. Please tell me whether you support or oppose that provision. Note that while all businesses would pay a business license tax, you will only hear several examples of the rates that different-sized businesses will pay. You will not hear rates for every business size.



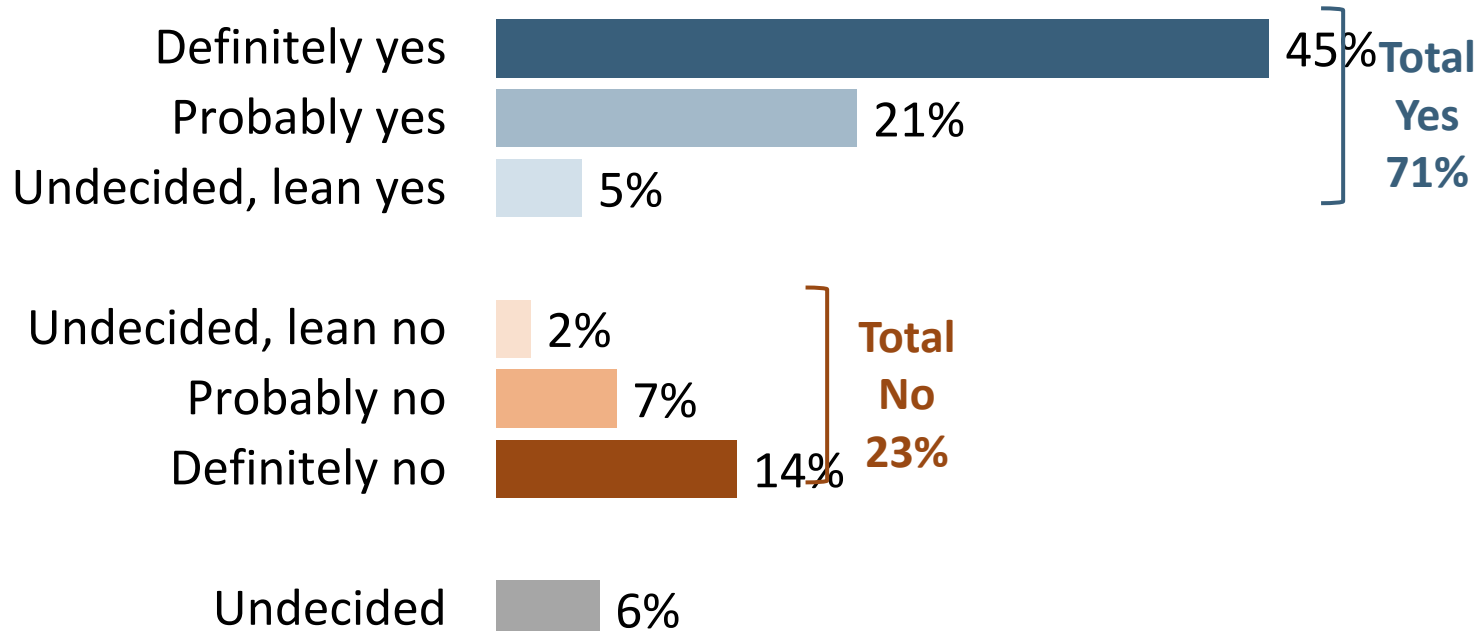


# Cannabis Tax Ballot Measure Language Tested

Shall the measure to maintain and protect essential public safety services, including 911, police and fire protection, emergency medical response; reduce traffic congestion and repair roads; and provide other critical City services, including library, park maintenance, senior services, by levying a tax of up to 9% on gross receipts of cannabis businesses, providing about \$1 million per year, for unrestricted general revenue purposes, until ended by voters, with independent yearly audits, be adopted?

# Seven in ten offer support for the cannabis tax measure.

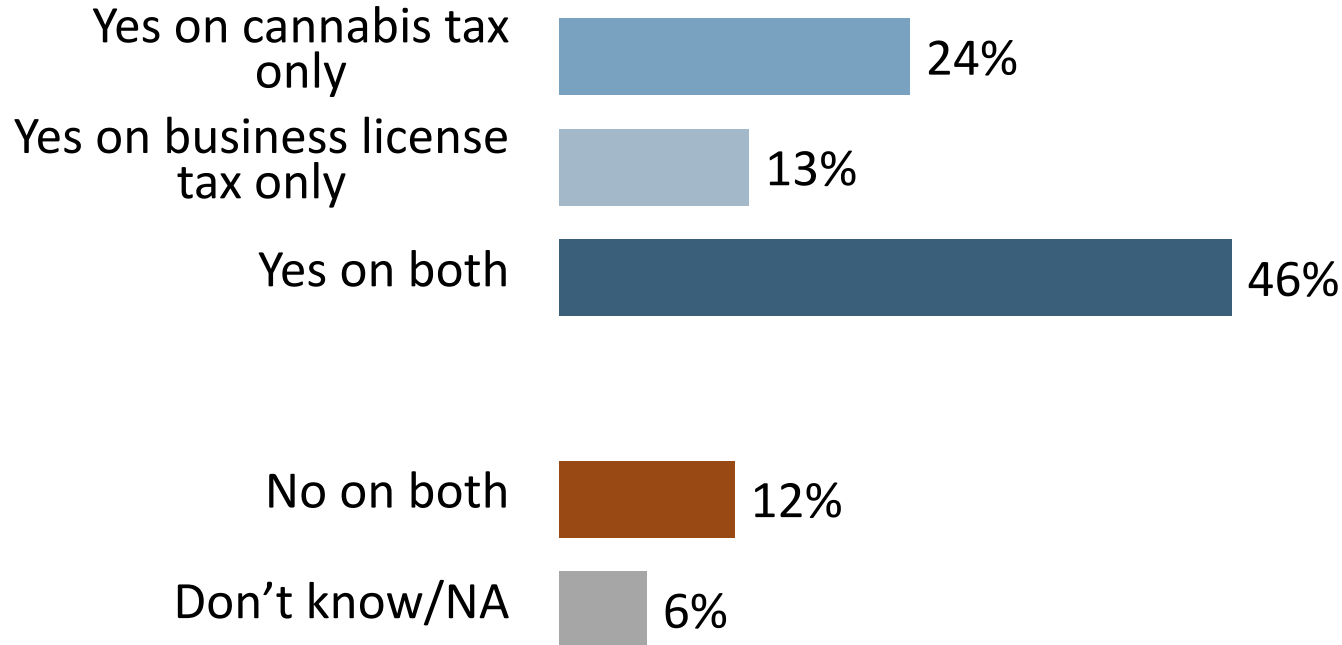
*If the election were held today, would you vote yes in favor of it, or no to oppose this measure?*



**Support consistent with March survey: 70%**

# Both measures appear viable on the same ballot.

*Do you think you would vote for both of these measures, for just one, or against both measures?*



**Total in Favor of the Cannabis Tax: 70%**

**Total in Favor of the Employer Tax: 59%**

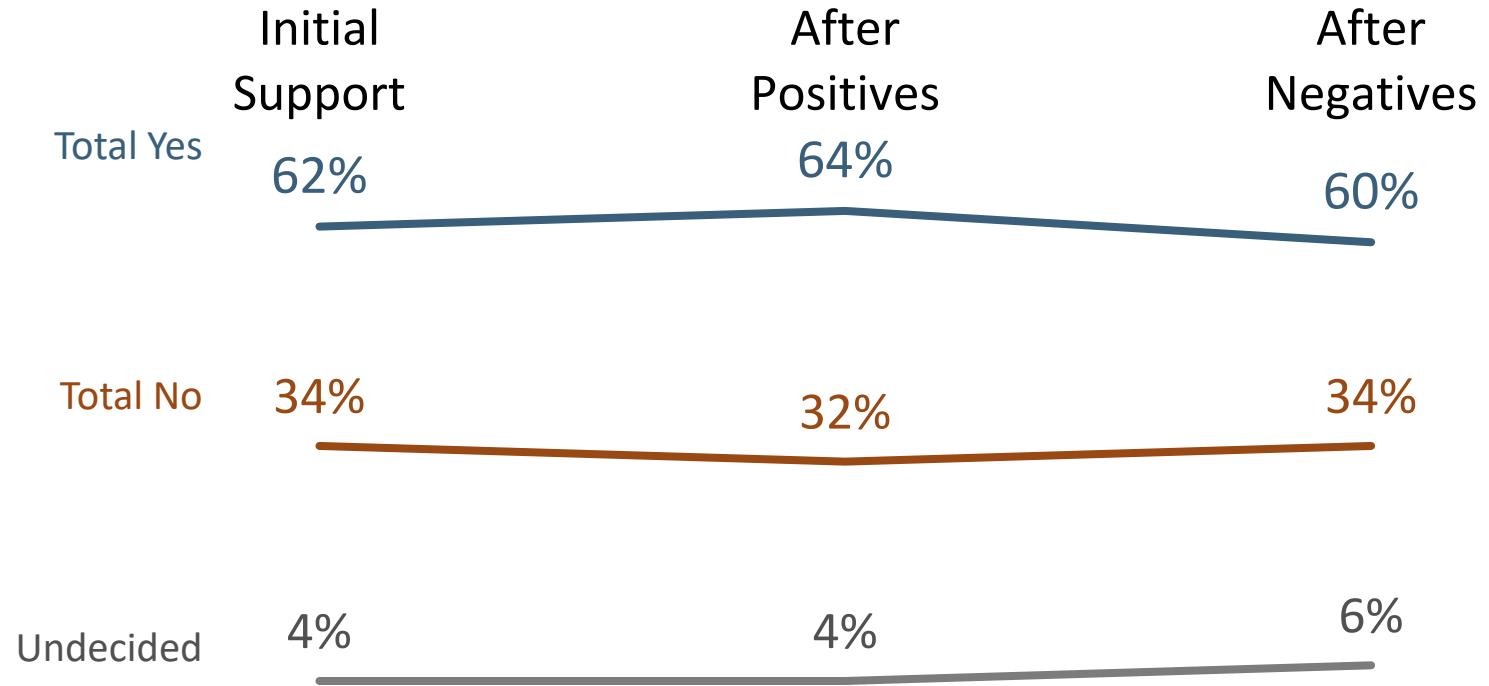


# Impact of Messaging on the Employer Tax



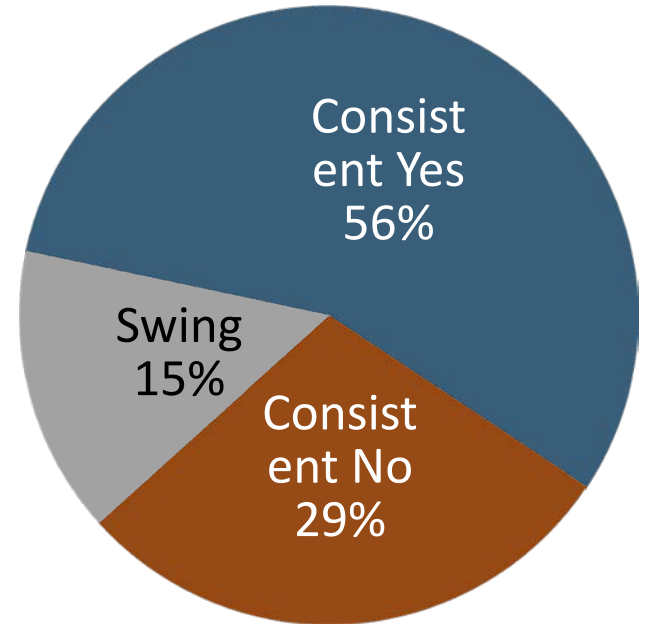
# Support for the employer tax measure remains consistent after messaging.

## Employer Tax



# Segmenting Voters by Consistency of Support

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the employer tax measure.
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the employer tax measure.
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions.



# Messages in Favor of the Measure

*(Ranked by Very Convincing)*

**(NO BIZ LICENSE TAX)** Mountain View currently registers most businesses for just \$30 per year and the amount hasn't been changed since 1954. This is one of the lowest rates in the Bay Area. This measure offers a sensible adjustment to ensure businesses pay their fair share for the services the City provides.

**(FAIRNESS)** It is only fair to increase what businesses pay to fund transportation improvements and housing in Mountain View, since businesses that bring thousands of employees into the city every day contribute to our traffic and housing problems.

**(BUSINESS SIZE)** The proposed employer tax is structured to be fair; large businesses that have a greater impact on our community will be taxed at higher rates than small businesses who have fewer than 50 employees and have less of an effect on local services.

**(GROWTH)** Mountain View companies continue to grow, build new buildings, and attract more employees, meaning more people on our roads and a greater need for housing. This measure will ensure that our City can maintain a high quality of life for residents by providing traffic relief and housing for families as the local economy grows.

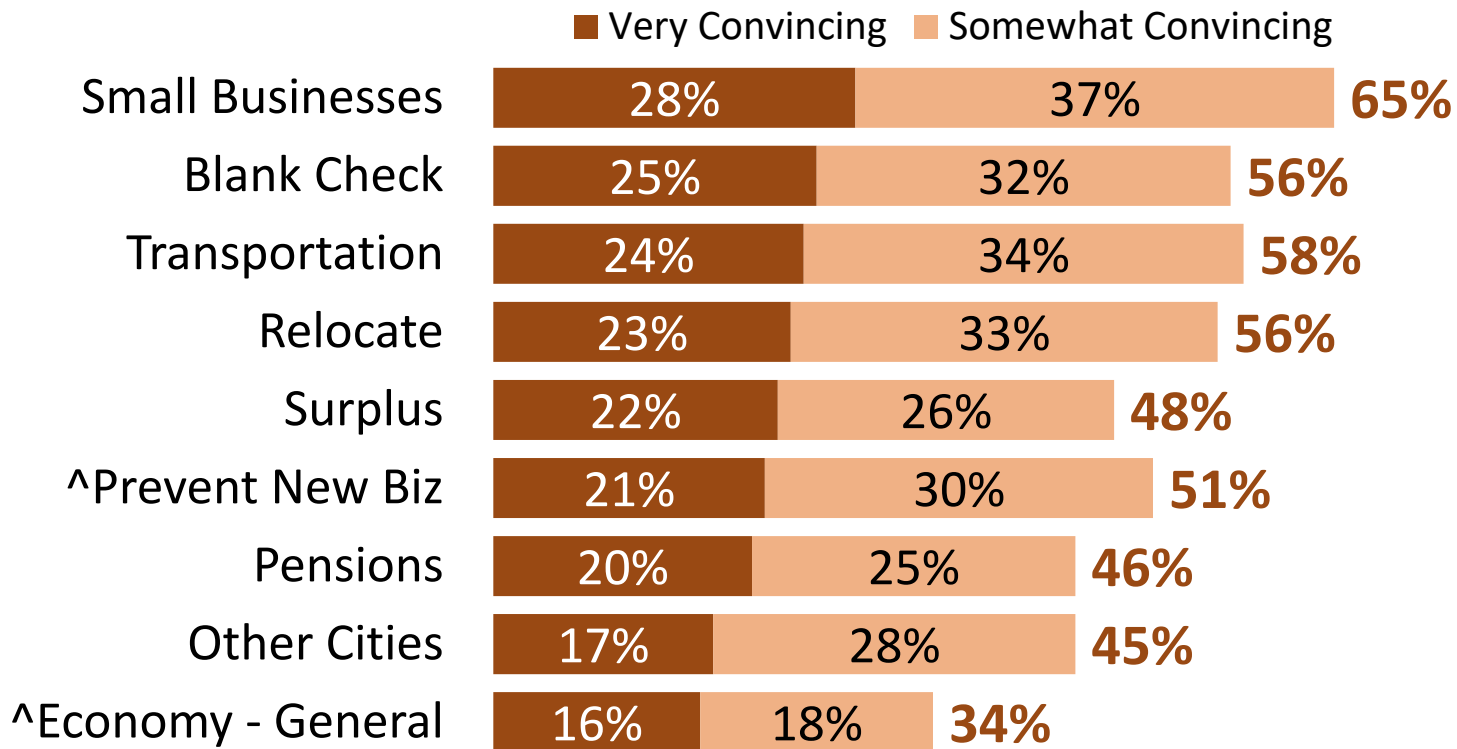
**(HOUSING)** Mountain View is facing a housing crisis; the cost of housing and rents has increased substantially. Funding from this measure could help provide more affordable housing, increasing the supply of homes and apartments that low- and middle-income families can afford.

**(SAFETY)** Terrible traffic jams have caused more and more drivers to leave main roads and instead drive at high speeds on neighborhood streets, endangering children, cyclists, and pedestrians in our city. This measure will fund improvements to improve traffic flow, expand public transit, and make our city safer.

**(ACCOUNTABILITY/LOCAL)** This measure includes accountability provisions such as requiring annual independent audits and publishing of public expenditure reports. These fiscal safeguards will ensure funds are spent locally and as promised.

Q7. Here are some statements we have heard from various people who support the measure. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes on the measure.

# The most compelling con argument emphasizes the impact on small businesses.







# Conclusions

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- ✓ Voter attitudes towards Mountain View city government continue to be largely positive.
- ✓ A proposed general purpose **employer tax** appears viable, with **62 percent support**.
  - The strongest support comes from Democrats, voters under age 30 and women.
- ✓ A **cannabis tax** is also viable. **Seven in ten voters** are willing to support it.
- ✓ Having both measures on the ballot at the same time potentially weakens the viability of the employer tax slightly, but overall it appears that **both measures can be successful at the same time**.
- ✓ Additionally, support for the employer tax remains consistent after an exchange of pro and con arguments.
- ✓ The strongest messages in favor of the employer tax relate to the business tax, including the low rate of the current business tax, the fairness of increasing business taxes, and the fact that the measure would be structured to tax different-sized businesses differently.