



SAN MATEO COUNTY

2024 Housing Measure Feasibility Survey

Questionnaire

n=600

20 minutes

Likely November 2024 Voters

Language: English ONLY

Data Collection: July 31 to Aug 6 (noon), 2024

August 7, 2024

FINAL

(Online Version Title: Community Survey)

www.godberesearch.com

Northern California and Corporate Offices
1220 Howard Avenue, Suite 250
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

GENERAL EMAIL INVITATION

From: countysurvey@smcgov.org

Reply to: countysurvey@smcgov.org

Subject: Participate in this important study about our community

Dear [insert name],

San Mateo County has commissioned GRA and McGuire Research, independent research firms, to conduct research on important issues in your area.

Your individual responses are entirely confidential and will be used for research purposes only. Your data will not be sold or provided to anyone. You will not be approached for any other reason - we are only interested in your opinions.

For the individual named above, you can access the survey by simply clicking on the link below. If your email does not support links, cut and paste the entire link into your browser.

[<survey link with unique voter file id>](#)

We ask that you please complete the survey on or before _____, 2024, after which it will be closed.

Thank you in advance for your participation.

Regards,

Mike Callagy
County Executive Officer
San Mateo County



Technical Issues: If you have technical issues or questions with the survey link, password or completing the survey form please contact [Technical Assistance \(pwood@mcguire-research.com\)](mailto:pwood@mcguire-research.com).

Questions about the County or this Survey: If you have questions about San Mateo County, or the purpose of this survey please contact: countysurvey@smcgov.org.

Note: Email addresses for this survey were obtained from public records at the Registrar of Voters in San Mateo County and third-party opt-in sources. If you no longer wish to receive invitations or reminders for this research, please click [HERE](#) to unsubscribe.

TEXT MESSAGE INVITATION



Hi, <name>! This is Jennifer for McGuire Research. We're conducting a study on important issues in San Mateo County.

Your responses are strictly confidential and used for research only. Your personal data will not be sold to anyone.

To participate, please click the link below:

<survey link>

Please provide your feedback by 08-04-24.

STOP to Stop.

TEXT SOURCING LETTER

August 7, 2024

Toskr, Inc.
1330 Broadway, 3rd Floor
Oakland, CA 94612

Attn: Daniel Souweine, CEO

San Mateo County commissioned Godbe Research and McGuire Research Services to conduct a survey of voters to assist us in achieving our mission of gathering public input on important issues.

The source of the sample that Godbe Research and McGuire Research Services are using are publicly available, county voter registration records from San Mateo County voters that have opted to provide both landline and cell numbers, and email address. The landline or cell number is optional field and is not required to register to vote. Additionally, the survey invitation used by Godbe Research and McGuire Research Services clearly identifies the source of the list and allows participants to opt out of the process and ensures they will not be texted again for this research study.

We would appreciate the opportunity to complete this project which allows us to communicate with our constituents and allows registered voter to participate in the governmental process.

Sincerely,

John D. Nibbelin
County Attorney
San Mateo County

CLIENT EMAIL SETUP INFORMATION

Step 1

- ☒ San Mateo County will need to restore the email address that we have used for previous:
countysurvey@smcgov.org

Client Check List

- ☒ Restore email address & provide new password
- ☒ Notify Godbe Research on completion of above so the email can be tested.
- ☒ Provide low-resolution logo for use with email and text.
- ☒ Print, sign and return text sourcing letter.
- ☒ Notify Michelle Durand and Staff and County Manager's Office of launch date

SCREENING

[ONLINE INTRODUCTION]

Thank you for your interest in taking our survey to help understand issues in San Mateo County. All of your answers to the survey will be kept strictly anonymous and confidential.

Survey Instructions:

Once you have answered all the questions on a page, click the “Next” button in the lower-left corner of the screen to continue. If you have any technical difficulties with the survey, please email: [Technical Assistance](#).

[PHONE INTERVIEW]

Hello, May I speak with _____? Hello, my name is _____ and I’m calling on behalf of GRA, a public opinion research firm. We’re conducting a survey concerning some important issues in San Mateo County, and we would like to hear your opinions, we really appreciate your time. [IF NEEDED]: This is a study about issues of importance in your area. It is a survey only and I am not selling anything.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: “I’m sorry, but for statistical purposes this survey must only be completed by this particular individual.”] [IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND WITH GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. IF THE INDIVIDUAL SAYS: “There’s a law that says you can’t call me,” RESPOND WITH: “Most types of opinion research studies are exempt under the law that congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!”].

Before we get started, I’d like to verify that you are eligible to complete the survey.

- i. But first, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 1
Yes, cell but cannot talk safely ----- 2 [CALL BACK LATER]
No, not on cell ----- 3
[DON’T READ] DK/NA/REFUSED ----- 99 [CALL BACK LATER]

[ALL RESPONDENTS]

- ii. Do you work for San Mateo County or are you elected or appointed to any city, town, county, school district, or special district board, committee or commission?

Yes ----- 1 [CONTINUE TO Qiii TEXT]
No ----- 2 [GO TO Q1]
[ONLINE] Not sure /
[PHONE DON’T READ] DK/NA ----- 99 [CONTINUE TO Qiii TEXT]

- iii. Thank you for your time, but the focus of this survey is on the general public’s opinion of local issues. Due to your response to this question, you are not eligible to complete the survey. Thank you again for your time. [TERMINATE]

SAN MATEO COUNTY CLIMATE

1. [ONLINE] Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job San Mateo County is doing to provide County services?

[PHONE] Generally speaking, are you satisfied or dissatisfied with the job San Mateo County is doing to provide County services? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied ----- 1
Somewhat satisfied ----- 2
Somewhat dissatisfied ----- 3
Very dissatisfied ----- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

[RANDOMIZE Q2 THROUGH Q4]

2. Do you think San Mateo County should encourage the construction of more low income housing?

Yes ----- 1
No ----- 2
[OK TO SHOW / READ] Mixed opinions ----- 3
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

3. Do you think San Mateo County should encourage the construction of more workforce housing?

Yes ----- 1
No ----- 2
[OK TO SHOW / READ] Mixed opinions ----- 3
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

4. Do you think San Mateo County should encourage the construction of more affordable housing?

Yes ----- 1
No ----- 2
[OK TO SHOW / READ] Mixed opinions ----- 3
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

INITIAL BALLOT TESTS

Later this year, voters in San Mateo County may be asked to vote on local ballot measures. Here is the summary of a potential measure.

[SPLIT SAMPLE A]

5. Shall a measure be approved authorizing local public agencies in San Mateo County to, without increasing local taxes, develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated areas of San Mateo County, on an annual basis in an amount of up to 1% of the total housing units existing in San Mateo County, with any unused units carrying over for use in subsequent years? [74 WORDS, "San Mateo County" counts as one word.]

[ONLINE] If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

[PHONE] If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?]

Definitely Yes----- 1
Probably Yes ----- 2
Probably No----- 3
Definitely No ----- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

[SPLIT SAMPLE B]

6. Shall a measure that does not increase local taxes be approved authorizing local public agencies in San Mateo County to develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated areas of San Mateo County, on an annual basis in an amount up to 2,900 units, with any unused units carrying over for use in subsequent years for a period of eight years? [74 WORDS, "San Mateo County" counts as one word]

[ONLINE] If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

[PHONE] If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?]

Definitely Yes----- 1
Probably Yes ----- 2
Probably No----- 3
Definitely No ----- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

INFORMATIONAL STATEMENTS

[ROTATE Q7 AND Q8]

7. In the next several months, voters will hear information about of the measure presented. Given each argument in favor of the measure that follows would you be much more likely to vote “YES” or somewhat more likely to vote “YES” on the measure”?

[ONLINE INSERT ITEMS] Does this argument make you much more likely to vote “YES” or somewhat more likely to vote “YES” on the measure” – or does it have no effect on your opinion?

[PHONE] Here’s the (first/next) _____. Does this argument make you much more likely or somewhat more likely to vote “YES” – or does it have no effect on your opinion?

[RANDOMIZE]

- | | Much
more
likely | Swt.
more
likely | No effect | [ONLINE
Not sure
[PHONE
[DON'T
READ]
DK/NA] |
|---|------------------------|------------------------|-----------|--|
| A. The measure will not increase taxes in San Mateo County ----- | 1----- | 2----- | 3----- | 99 |
| B. Housing in San Mateo County has become increasingly scarce and expensive, and is unaffordable for many low-income residents, including, the elderly, persons experiencing homelessness, persons with disabilities, veterans, healthcare workers, teachers and other vulnerable populations----- | 1----- | 2----- | 3----- | 99 |
| C. Currently there are approximately 2,130 people experiencing homelessness in San Mateo County ----- | 1----- | 2----- | 3----- | 99 |
| D. San Mateo County is committed to reaching and maintaining Functional Zero Homelessness, where every unsheltered homeless person in San Mateo County who chooses assistance will be provided interim or permanent housing ----- | 1----- | 2----- | 3----- | 99 |
| E. The Association of Bay Area Governments determined that for San Mateo County, including all cities and the unincorporated area, the housing need for the years 2023 through 2031 is 12,196 housing units for very low-income persons, 7,023 housing units for low-income persons, and 7,937 housing units for moderate income persons----- | 1----- | 2----- | 3----- | 99 |
| F. There is an insufficient amount of housing units that are guaranteed to be affordable to very low-income, low-income and moderate income tenants within San Mateo County ----- | 1----- | 2----- | 3----- | 99 |
| G. The construction, development, and acquisition of low-rent housing projects by public agencies in San Mateo County will provide jobs for the region ----- | 1----- | 2----- | 3----- | 99 |
| H. Voter approval of the measure does not constitute a project under the California Environmental Quality Act, because it does not involve any commitment to any specific project that may result in a potentially significant physical impact on the environment ----- | 1----- | 2----- | 3----- | 99 |
| I. The ballot measure does not affect existing General Plan, environmental, zoning and building regulation approvals for all housing projects ----- | 1----- | 2----- | 3----- | 99 |
| J. The measure will help senior citizens, the fastest growing group of unhoused residents in San Mateo County, to find affordable housing ----- | 1----- | 2----- | 3----- | 99 |

- K. The measure will help victims of domestic violence to find affordable alternative housing-----1----- 2 ----- 3 ----- 99
- L. The measure helps public agencies to preserve existing affordable housing -----1----- 2 ----- 3 ----- 99
- M. The measure helps public agencies and their non-profit partners to purchase existing property, lower rents and increase the amount of affordable housing-----1----- 2 ----- 3 ----- 99
- N. The measure will help public agencies to address the affordable housing crisis much faster -----1----- 2 ----- 3 ----- 99
- O. The voters in the City of South San Francisco have approved a similar measure -----1----- 2 ----- 3 ----- 99
- P. The measure would help provide housing for low income public servants such as city, county and school employees-----1----- 2 ----- 3 ----- 99
- Q. The measure would help provide workforce housing for teachers, firefighters and emergency medical workers -----1----- 2 ----- 3 ----- 99
- R. The measure would override a city measure designed to block affordable housing for seniors and families-----1----- 2 ----- 3 ----- 99

[SPLIT SAMPLE B]

- S. The measure would sunset after eight years -----1----- 2 ----- 3 ----- 99

CRITICAL STATEMENTS

8. Voters will hear arguments against the measure presented. Given each argument against the measure that follows, would you be much more likely to vote “NO” or somewhat more likely to vote “NO” on the measure?”

[ONLINE INSERT ITEMS] Does this argument make you much more likely to vote “NO” or somewhat more likely to vote “NO” on the measure” – or does it have no effect on your opinion?

[PHONE] Here’s the (first/next) _____. Does this argument make you much more likely or somewhat more likely to vote “NO” – or does it have no effect on your opinion?

[RANDOMIZE]

	Much More Likely	Swt. More Likely	No Effect	[ONLINE Not sure [PHONE [DON’T READ] DK/NA
A. The measure would eliminate State Law protections for neighborhoods and allow the County to bypass local City voters in order to develop or acquire low income housing -----	1-----	2-----	3-----	99
B. San Francisco is the largest landowner in San Mateo County and could take advantage of the language in the measure and build low income housing impacting neighborhoods across San Mateo County -----	1-----	2-----	3-----	99
C. The measure would allow construction of approximately 2,900 units of low income housing a year in San Mateo County -----	1-----	2-----	3-----	99
D. The measure may lead to increased property taxes to fund low income housing -----	1-----	2-----	3-----	99
E. The measure would allow housing occupied by the homeless and drug addicts to be developed near schools, public parks and playgrounds-----	1-----	2-----	3-----	99
F. The measure would allow the County to override local City planning decisions that are supported by local neighborhood groups -----	1-----	2-----	3-----	99
G. The measure would deprive cities of critical tax revenue and overwhelm essential services like police, fire and 911 -----	1-----	2-----	3-----	99

FINAL BALLOT TESTS

Now that you know more about the measure, here is the summary of the proposal again:

[SPLIT SAMPLE A]

9. Shall a measure be approved authorizing local public agencies in San Mateo County to, without increasing local taxes, develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated areas of San Mateo County, on an annual basis in an amount of up to 1% of the total housing units existing in San Mateo County, with any unused units carrying over for use in subsequent years? [74 WORDS, "San Mateo County" counts as one word,]

[ONLINE] If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

[PHONE] If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?]

Definitely Yes----- 1
Probably Yes ----- 2
Probably No----- 3
Definitely No ----- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

[SPLIT SAMPLE B]

10. Shall a measure that does not increase local taxes be approved authorizing local public agencies in San Mateo County to develop, construct, or acquire housing units for low income persons, including for families, seniors, persons with disabilities, and veterans, in the unincorporated and incorporated areas of San Mateo County, on an annual basis in an amount up to 2,900 units, with any unused units carrying over for use in subsequent years for a period of eight years? [74 WORDS, "San Mateo County" counts as one word,]

[ONLINE] If the election were held today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on this measure?

[PHONE] If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely (yes/no) or probably (yes/no)?]

Definitely Yes----- 1
Probably Yes ----- 2
Probably No----- 3
Definitely No ----- 4
[ONLINE] Not sure /
[PHONE DON'T READ] DK/NA ----- 99

ECONOMIC FORECAST

11. Looking ahead to the Fall of this year, do you think the economy will be better than today, be about the same as today, or will it be worse than today?

Better ----- 1
About the same ----- 2
Worse ----- 3
[ONLINE] Not sure
[PHONE DON'T READ] DK/NA ----- 99

Those are all the questions. Thank you very much for participating.

DEMOGRAPHICS

[Following information is included in voter registration records and will not be asked.]

A. Gender

Male----- 1
Female ----- 2
Unknown----- 3

B. Age

18-29 years ----- 1
30-39 years ----- 2
40-49 years ----- 3
50-64 years ----- 4
65+ years ----- 5
Not coded ----- 6

C. Broad Ethnic Groupings:

East and South Asian ----- 1
European ----- 2
Hispanic and Portuguese----- 3
Likely African-American----- 4
Other----- 5
Unknown----- 6

D. Marital Status

Inferred Married ----- 1
Inferred Single----- 2
Married ----- 3
Single----- 4
Unknown----- 5

E. Education

Attended But Did Not Complete College Likely----- 1
Attended Vocational/Technical School Likely ----- 2
Completed College Likely ----- 3
Completed Graduate School Likely----- 4
Completed High School Likely ----- 5
Did Not Complete High School Likely ----- 6
Unknown----- 7

F. Homeowner Probability Model

Homeowner ----- 1
Probable Home Owner----- 2

Renter ----- 3
Unknown----- 4

G. Presence of Children:

Yes ----- 1
No ----- 2
Unknown----- 3

H. Veteran

Yes ----- 1
Unknown----- 99

I. Estimated Income Range

\$1,000-\$14,999 ----- 1
\$15,000-\$24,999 ----- 2
\$25,000-\$34,999 ----- 3
\$35,000-\$49,999 ----- 4
\$50,000-\$74,999 ----- 5
\$75,000-\$99,999 ----- 6
\$100,000-\$124,999 ----- 7
\$125,000-\$149,999 ----- 8
\$150,000-\$174,999 ----- 9
\$175,000-\$199,999 ----- 10
\$200,000-\$249,999 ----- 11
\$250,000 + ----- 12
Unknown----- 13

J. Home Estimated Current Value Range

\$50,000 - \$74,999 ----- 1
\$75,000 - \$99,999 ----- 2
\$100,000 - \$124,999 ----- 3
\$125,000 - \$149,999 ----- 4
\$150,000 - \$174,999 ----- 5
\$175,000 - \$199,999 ----- 6
\$200,000 - \$224,999 ----- 7
\$225,000 - \$249,999 ----- 8
\$250,000 - \$274,999 ----- 9
\$275,000 - \$299,999 ----- 10
\$300,000 - \$349,999 ----- 11
\$350,000 - \$399,999 ----- 12
\$400,000 - \$449,999 ----- 13
\$450,000 - \$499,999 ----- 14
\$500,000 - \$749,999 ----- 15
\$750,000 - \$999,999 ----- 16
\$1,000,000 Plus ----- 17
Unknown----- 18

K. Social Ranking Index by Individual

1	-----	1
2	-----	2
3	-----	3
4	-----	4
5	-----	5
6	-----	6
7	-----	7
8	-----	8
9	-----	9
10	-----	10
Unknown	-----	99

L. Parties Description

American Independent	-----	1
Democratic	-----	2
Green	-----	3
Libertarian	-----	4
Natural Law	-----	5
Non-Partisan	-----	6
Other	-----	7
Peace and Freedom	-----	8
Reform	-----	9
Republican	-----	10
We the People	-----	11
Unknown	-----	12

M. Residence Household Parties Description

Democratic	-----	1
Democratic & Independent	-----	2
Democratic & Republican	-----	3
Democratic & Republican & Independent	-----	4
Independent	-----	5
Republican	-----	6
Republican & Independent	-----	7

N. Household Gender Composition

Mixed Gender Household	-----	1
Female Only Household	-----	2
Male Only Household	-----	3
Cannot Determine	-----	4

O. Registration Date

2021 to present -----	1
2017 to 2020-----	2
2013 to 2016-----	3
2009 to 2012-----	4
2005 to 2008-----	5
2001 to 2004-----	6
1997 to 2000-----	7
1993 to 1996-----	8
1981 to 1992-----	9
1980 or before-----	10
Not coded -----	11

P. Voting Frequency

0 -----	0
1 -----	1
2 -----	2
3 -----	3
4 -----	4
5 -----	5
6 -----	6
7 -----	7
8 -----	8
9 -----	9
10-----	10

Q. Voting History

2024 Primary Election-----	1
2022 Primary Election-----	2
2022 General Election -----	3
2020 Primary Election-----	4
2020 General Election -----	5
2018 Primary Election-----	6
2018 General Election -----	7
2016 Primary Election-----	8
2016 General Election -----	9
2014 Primary Election-----	10
2014 General Election -----	11
2012 Primary Election-----	12
2012 General Election -----	13
2010 Primary Election-----	14
2010 General Election -----	15
2008 Primary Election-----	16
2008 General Election -----	17

R. Number of Persons in Household

1	-----	1
2	-----	2
3	-----	3
4	-----	4
5	-----	5
6	-----	6
7	-----	7
8	-----	8
9	-----	9
10	-----	10

S. City:

Atherton	-----	1
Belmont	-----	2
Brisbane	-----	3
Burlingame	-----	4
Colma	-----	5
Daly City	-----	6
East Palo Alto	-----	7
Foster City	-----	8
Hillsborough	-----	9
Half Moon Bay	-----	10
Millbrae	-----	11
Menlo Park	-----	12
Pacifica	-----	13
Portola Valley	-----	14
Redwood City	-----	15
San Bruno	-----	16
San Carlos	-----	17
San Mateo	-----	18
South San Francisco	-----	19
Woodside	-----	20
Unincorporated	-----	21

T. Supervisorial District:

First District	-----	1
Second District	-----	2
Third District	-----	3
Fourth District	-----	4
Fifth District	-----	5

U. Assembly District:

AD: 19	-----	1
AD: 21	-----	2
AD: 23	-----	3

V. Senate District:

SD: 11----- 1
SD: 13----- 2

W. Congressional District:

CD: 15----- 1
CD: 16----- 2

X. Zip Code: _____

Y. Precinct Number: _____

Z. Date of Interview: _____