



## CITY OF MOUNTAIN VIEW

**MEMORANDUM**

City Manager's Office

**DATE:** April 3, 2018

**TO:** Council Ad-Hoc Subcommittee on Revenue Measures

**FROM:** Daniel H. Rich, City Manager  
Sheila Tucker, Project Manager

**SUBJECT: PUBLIC OPINION POLL RESULTS FOR POTENTIAL 2018 BALLOT MEASURES**

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**RECOMMENDATIONS**

Receive a briefing from the polling consultant and provide recommendations to the City Council on next steps regarding three potential revenue measures for the 2018 ballot: 1) taxation of cannabis, 2) an increase in the Transient Occupancy Tax (TOT); and 3) an employer tax.

**BACKGROUND**

On February 6, 2018, the Council Ad-Hoc Subcommittee on Revenue Measures directed the City Manager to retain Fairbanks, Maslin, Maullin, Metz and Associates (FM3) to provide revenue measure polling services.

The City retained FM3 to develop and conduct a poll of likely Mountain View voters to evaluate the feasibility of three possible measures for the November 2018 ballot: 1) taxation of cannabis, 2) an increase in the Transient Occupancy Tax (TOT); and 3) an employer tax (restructuring of the business license tax). The results are intended to inform the Subcommittee and the City Council on the level of the community's support for the measures in the next General Election in November 2018, and to help shape communications for any measures that move forward.

**ANALYSIS**

FM3 Research conducted a survey of 1,365 voters in Mountain View likely to cast ballots in the November 2018 elections. Interviews were conducted online, on landlines, and on cellphones between March 9 and March 18, 2018. The margin of sampling error associated with the data is +/- 4.0% at the 95% confidence interval; margins of error for population subgroups will be higher. For example, the split sampled questions (sampling 300) have margins of error of +/- 5.7%. FM3 will present the survey findings and conclusions at the Subcommittee meeting and answer any questions. Staff seeks direction on whether or not to continue to pursue any or all of the measures in order to bring a recommendation to the City Council on April 17, 2018.