



City of Cupertino

Business License Tax & Storm Drain Fee Survey

May 2018 | Overview & Response Rates



Overview and Objectives

The City of Cupertino commissioned Voxloca to conduct a survey of its residents using our modern surveying methodology that allows cities and organizations to quickly reach residents or voters and obtain a statistically valid sample of public opinion.

This brief, seven-question survey focused on proposed increases to:

- the business license tax and
- the storm drain fee.

Survey Methodology

Data Collection

Surveys administered via SMS text and email

Universe

Likely November 2018 voters

Fielding Dates

May 23-25, 2018

Sample Size

n=372 (SMS n=199, email n=173)

Margin of Error

+/- 5.05%

Survey Sample Methodology

We randomly sampled likely November 2018 voters and received 372 responses.

Final survey results were weighted to model the projected voter universe for high off-year turnout.

If a recipient had a wireless phone number, we attempted to administer the survey via SMS text.

After the initial prompt, the recipient was given the ability to opt out of subsequent contacts.

The City of Cupertino is interested in your opinion on important city matters. Will you help us by answering a few questions?

Please reply yes or no.

- David Brandt, City Manager

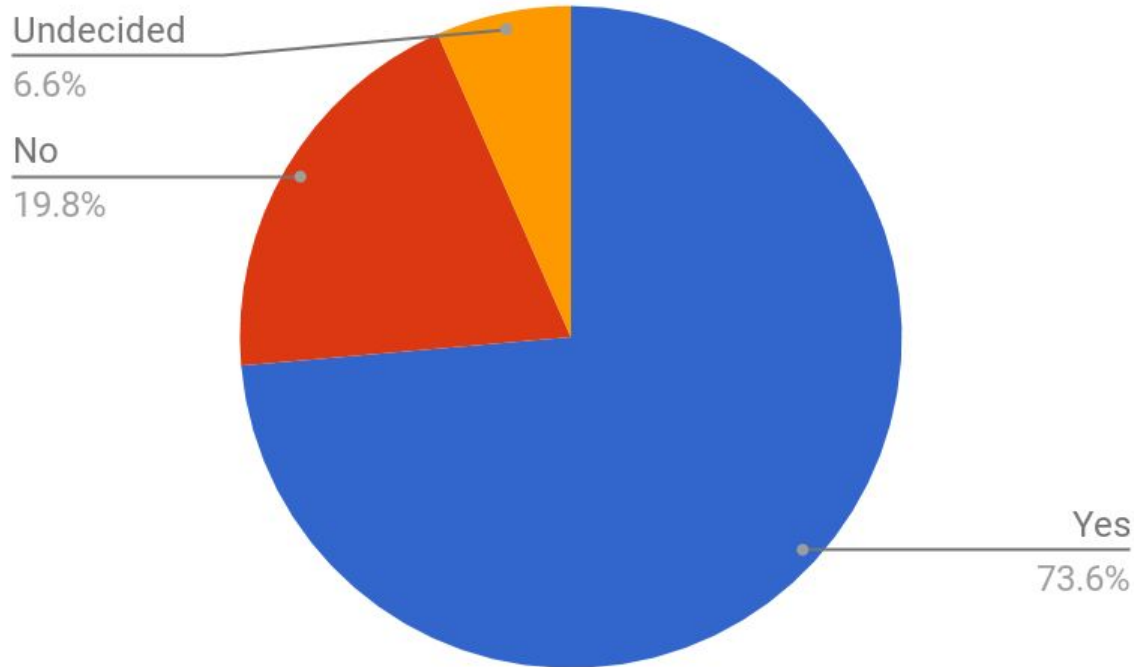
Response Rates

Our response rates were 50% better than the national average demonstrating a strong level of interest from Cupertino residents to share information with the city.

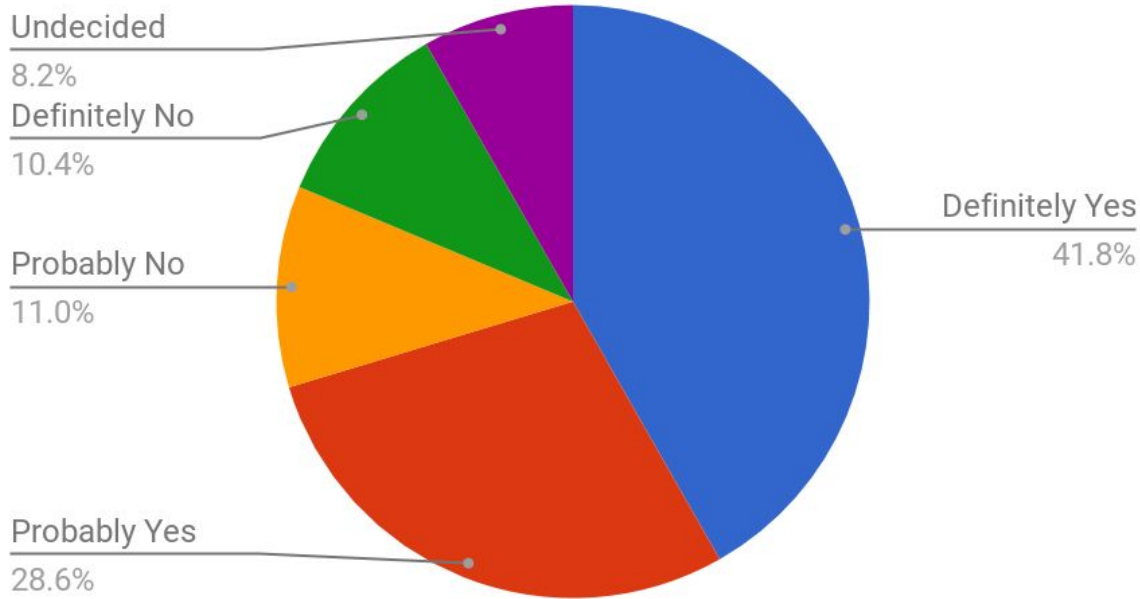
	SMS text	Email
# completed survey	199	173
% response rate	9.3%	10.4%

Q1

Do you believe employers should contribute tax dollars to pay for road improvements and other public infrastructure regularly used by their employees?



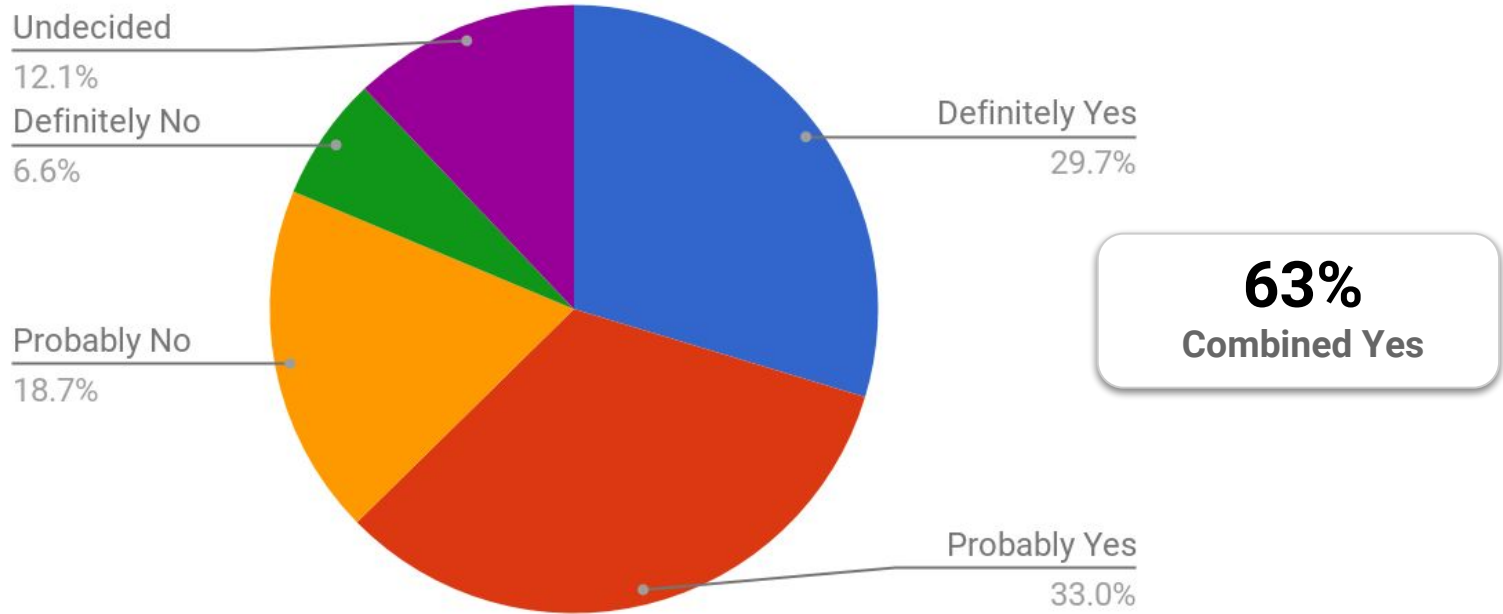
Q2 The average cost of a business license in Cupertino is \$188. Would you support an increase in the business license tax with large companies paying substantially more than small businesses?



71%
Combined Yes

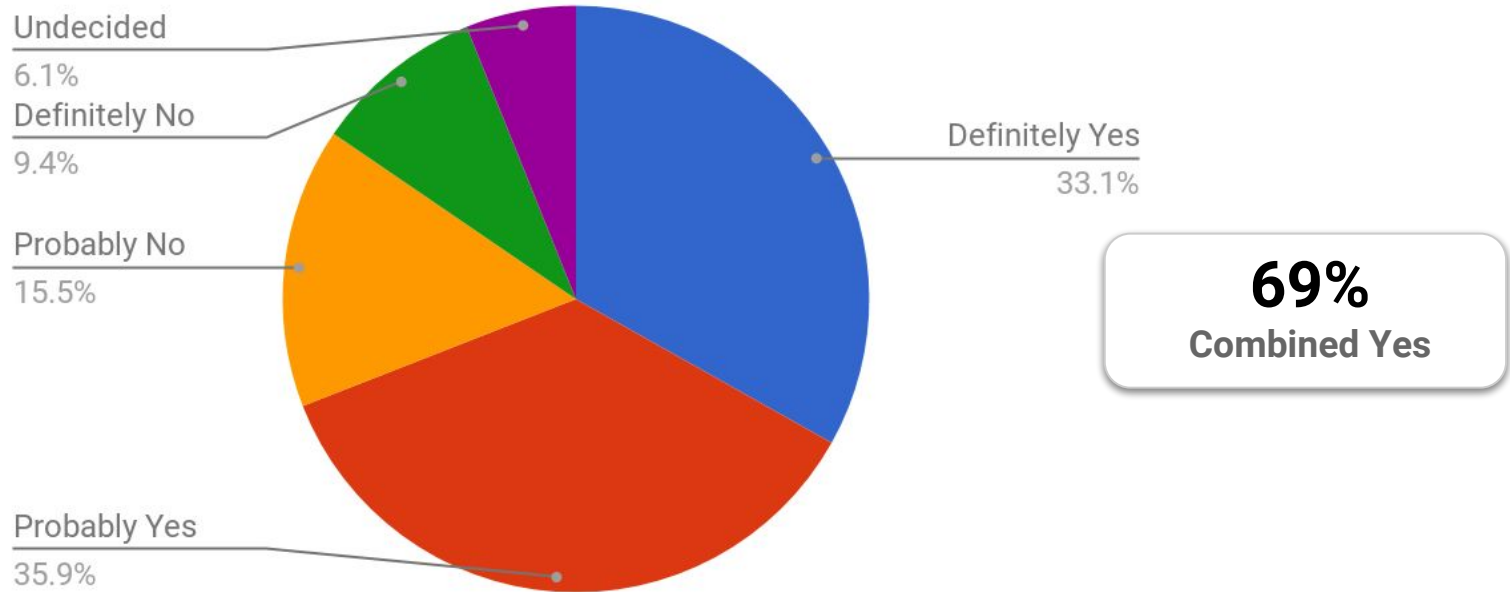
Q3

Would you support an increase in the Cupertino business license tax for general city services?

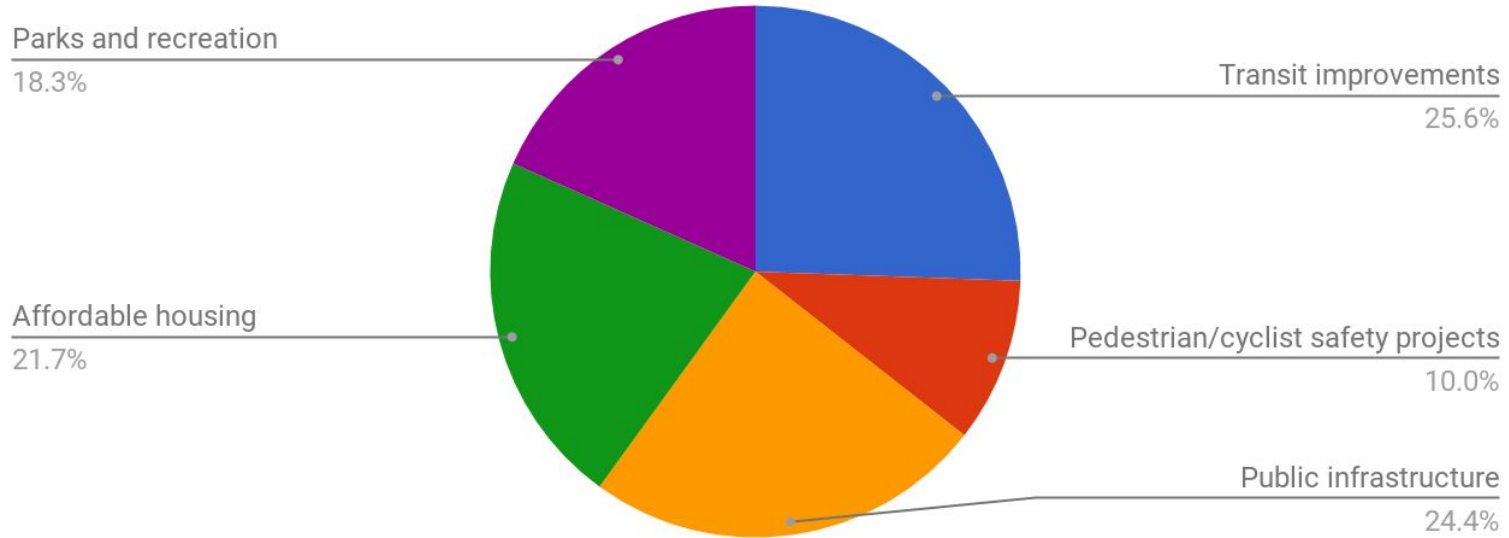


Q4

Would you support an increase in the business license tax for a specific purpose like transportation, housing, or parks?

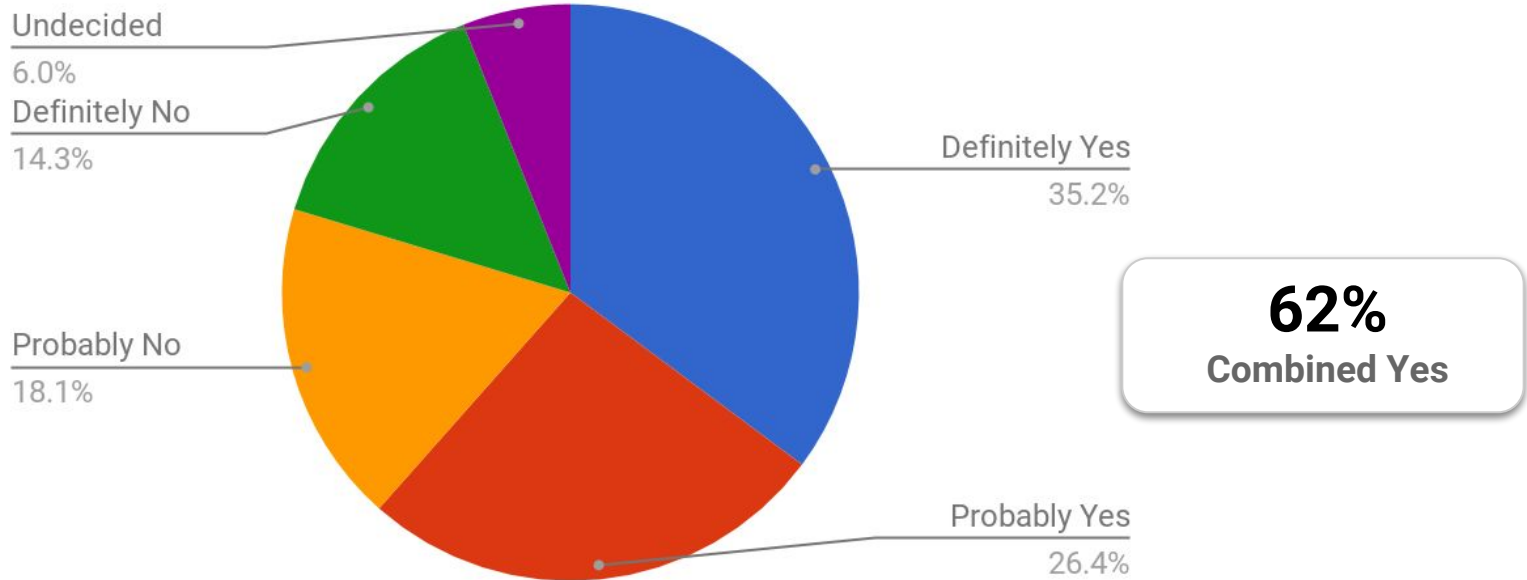


Q5 Which would be your top priority for a funding increase?



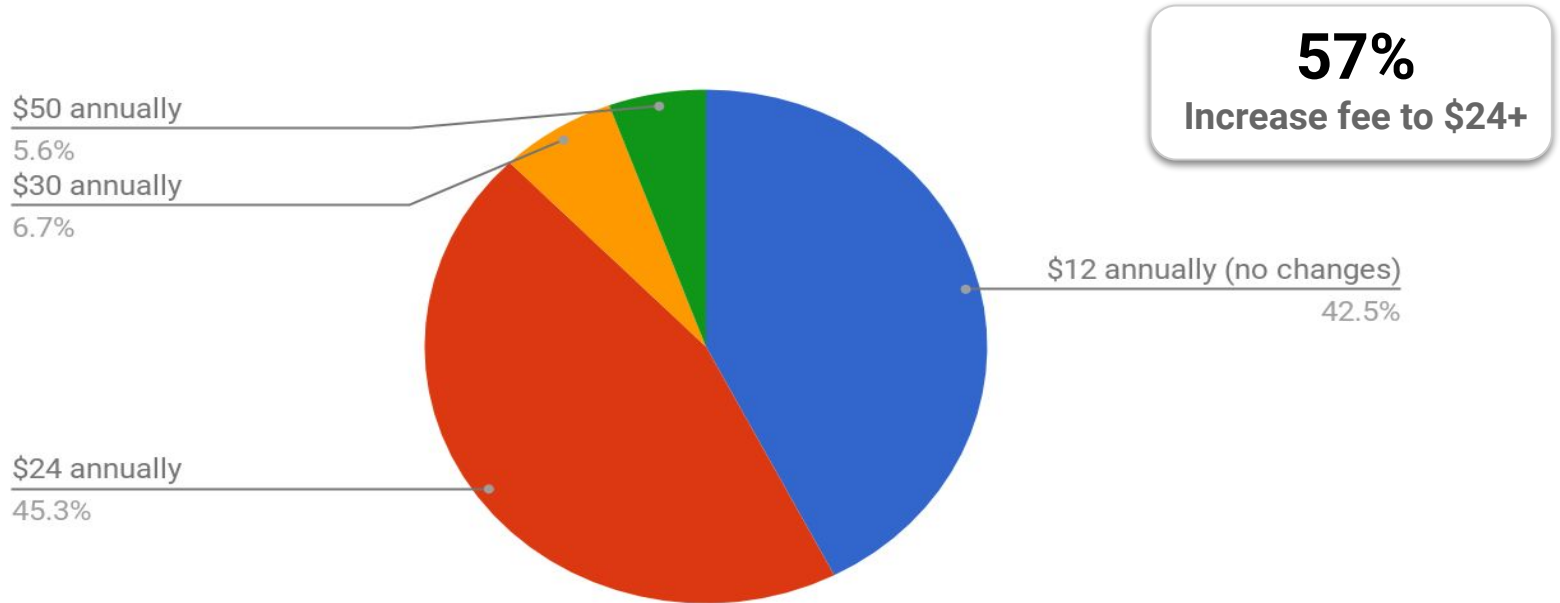
Q6

Would you support an increase in the storm drain fee of \$12 per year for each residential dwelling to protect local creeks and the San Francisco Bay against pollution?



Q7

To continue these programs and meet ever more stringent State laws, would you be willing to increase the fee which has remained unchanged since 1992 to (or no change):



Summary of Key Findings

1. **Business License Tax:** A supermajority (71%) of likely November voters support the general concept of increasing the current \$188 tax with large companies paying substantially more than small businesses. 69% of Cupertino voters are more likely to approve an increase if it is dedicated to specific purposes like “transportation, housing or parks.”
2. **Storm Drain Fee:** A majority (62%) of likely November voters support the general concept of increasing the current \$12 annual fee. 57% of Cupertino voters would support increasing the fee to \$24 or more annually.