



GODBE RESEARCH
Gain Insight



City of San Bruno: 2025 Community Priorities Survey

January 13, 2025

The City of San Bruno commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge overall perceptions of quality of life in San Bruno, direction of the City;
- Gauge overall satisfaction with the City's provision of services;
- Assess importance of and satisfaction with current and potential future City services and facilities;
- Assess potential voter support for hypothetical parcel tax and land use measures;
- Prioritize information about the parcel tax and land use measures;
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (2), cell (114), and text to online (287) interviewing
- Universe 18,514 likely November 2026 voters in the City of San Bruno
- Fielding Dates November 10-18, 2025
- Interview Length 25 minutes
- Sample Size n=403
- Margin of Error Likely November 2026 voters \pm 4.83%



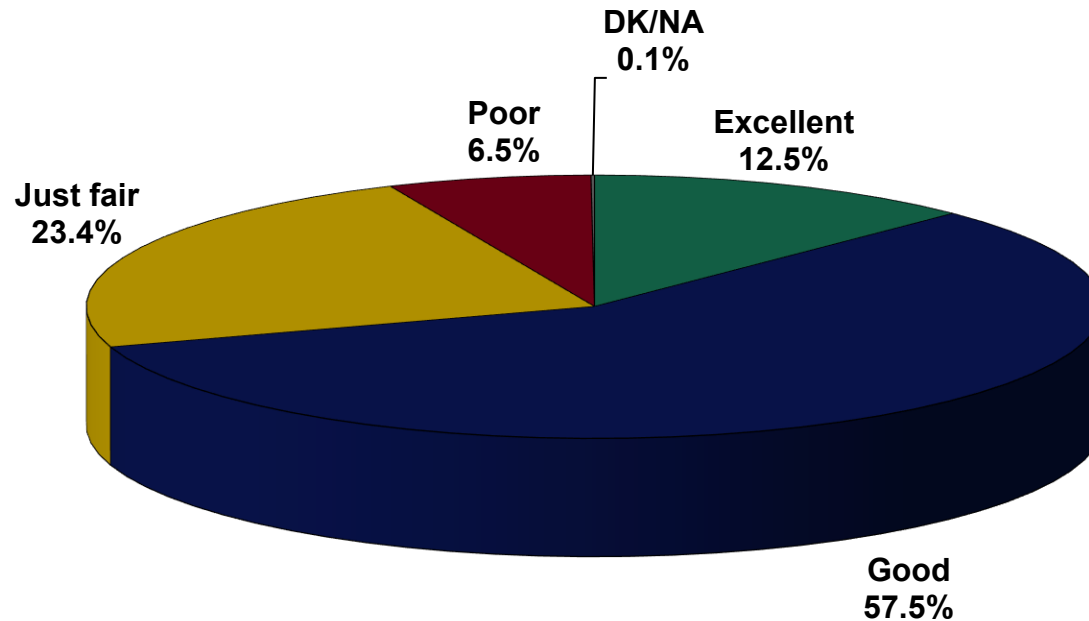
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Key Findings

Q1. Opinion on Quality of Life in San Bruno

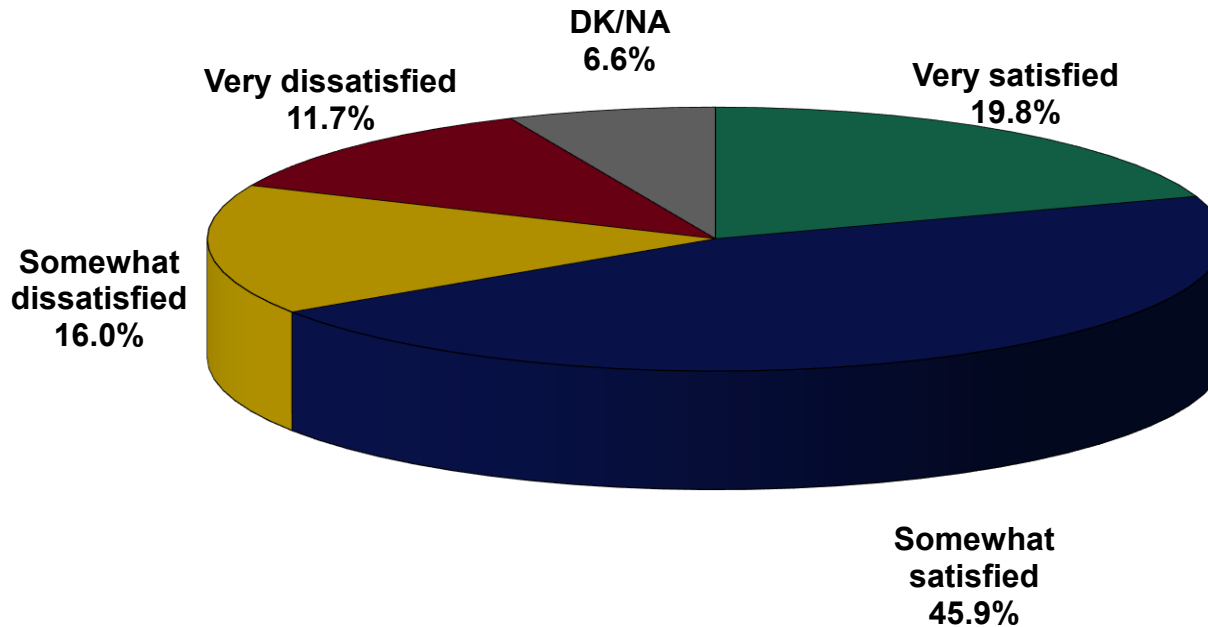
Likely November 2026 Voters



	9/23 Survey 11/24 Voters	11/25 Survey 11/26 Voters
Total Excellent + Good	64.2%	70.0%
Total Poor	5.8%	6.5%
Ex + Good / Poor	11.7	10.8

Q2. Satisfaction With the City's Provision of Services

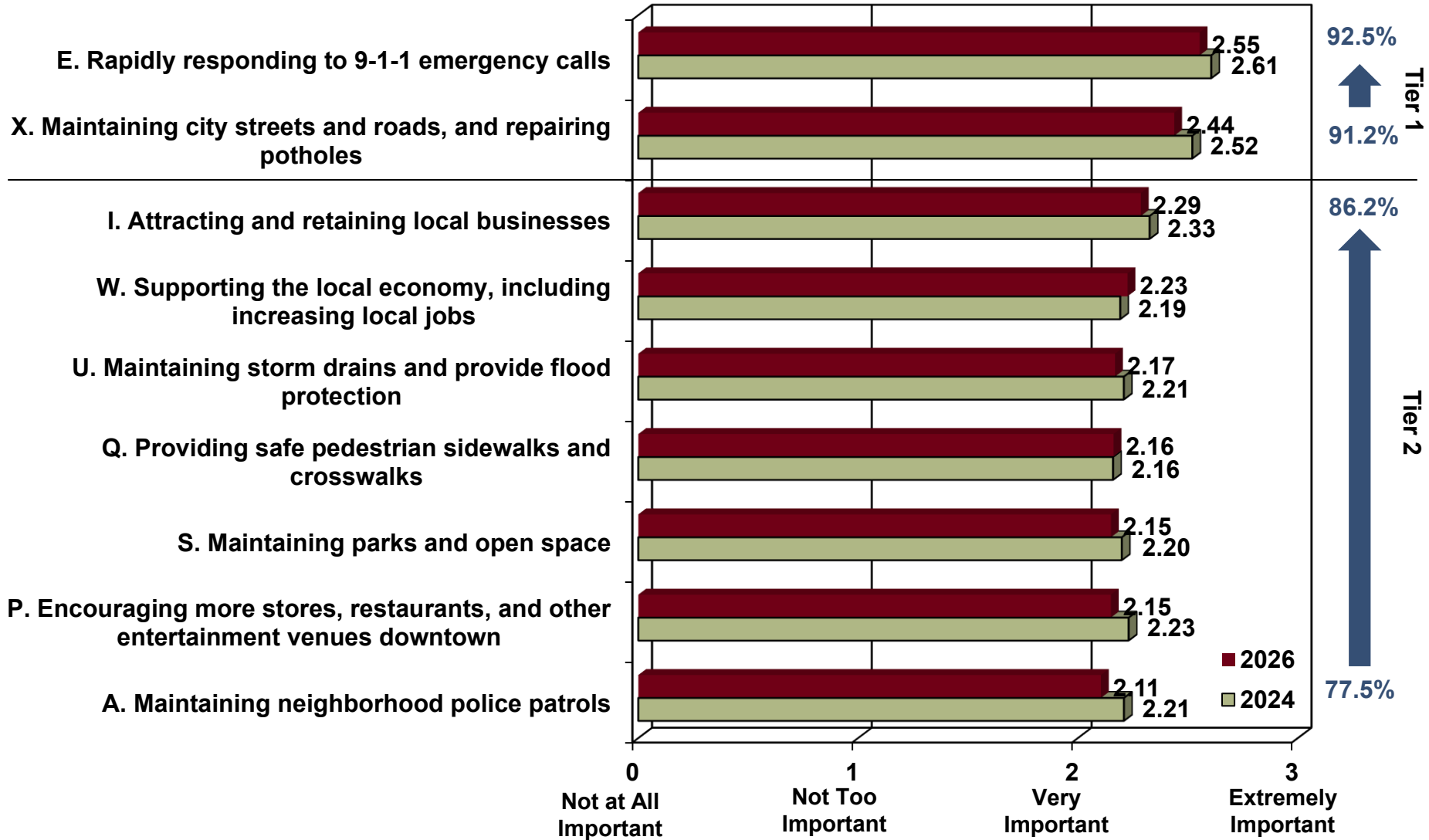
Likely November 2026 Voters



	<u>3/20 Survey</u> <u>11/20 Voters</u>	<u>5/22 Survey</u> <u>11/22 Voters</u>	<u>9/23 Survey</u> <u>11/24 Voters</u>	<u>11/25 Survey</u> <u>11/26 Voters</u>
Total Satisfaction	63.9%	58.8%	60.1%	65.6%
Total Dissatisfaction	20.2%	31.4%	31.6%	27.7%
Ratio Sat to Dissat	3.2	1.87	1.9	2.37

Q3. Importance of City Services & Facilities I

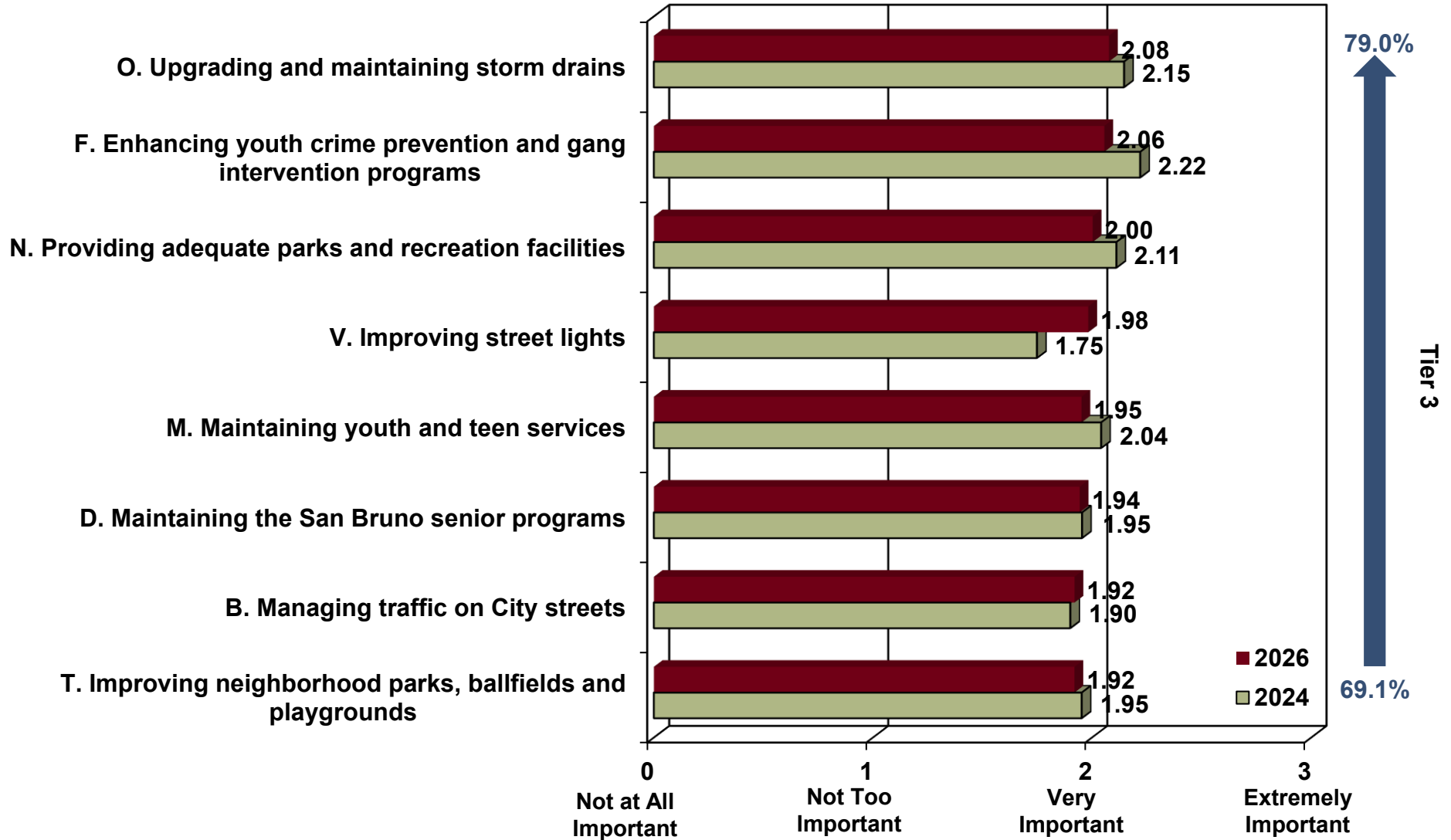
Likely November 2026 Voters



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +4, "Very Important" = +3, "Not Too Important" = +2, and "Not at All Important" = 0.

Q3. Importance of City Services & Facilities II

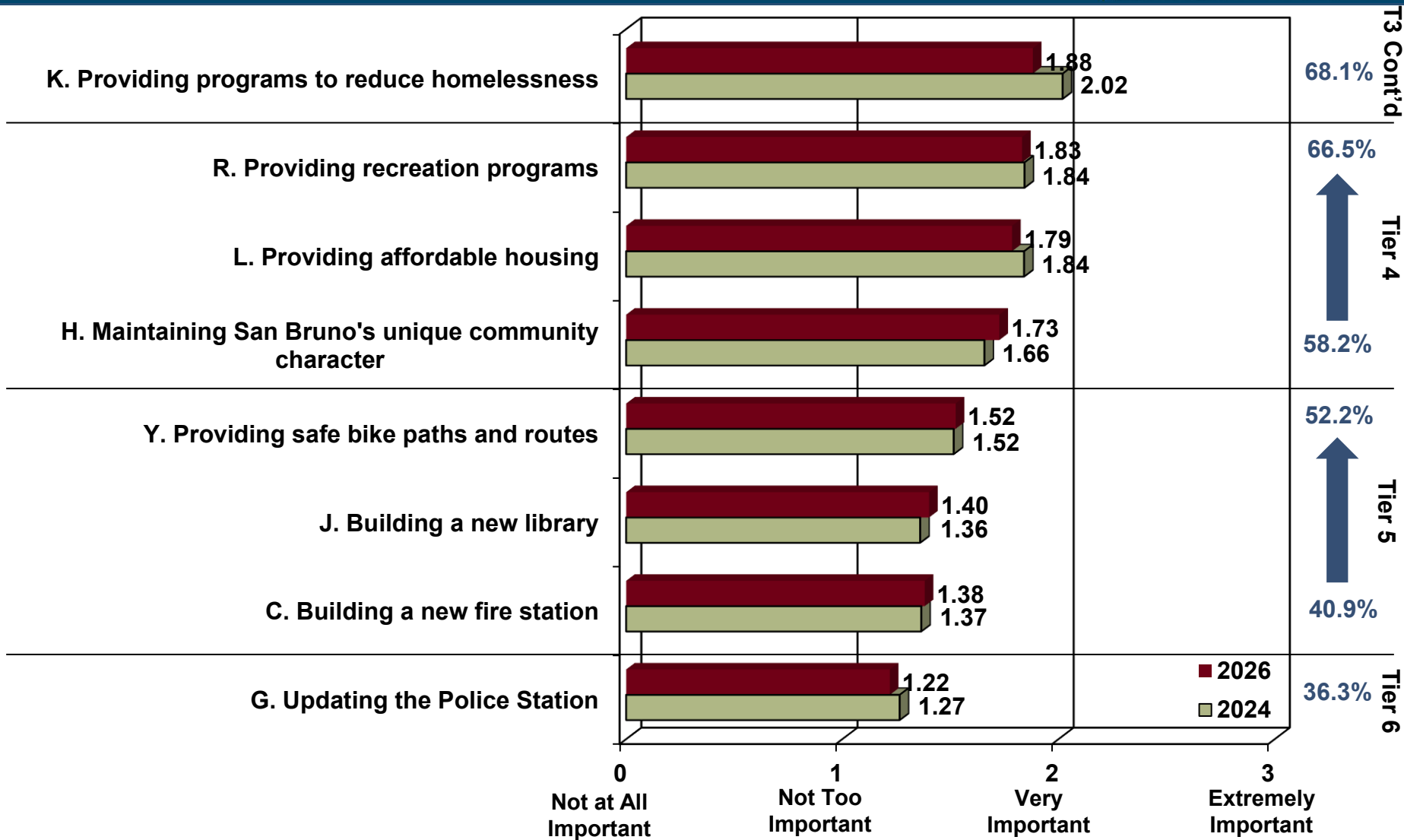
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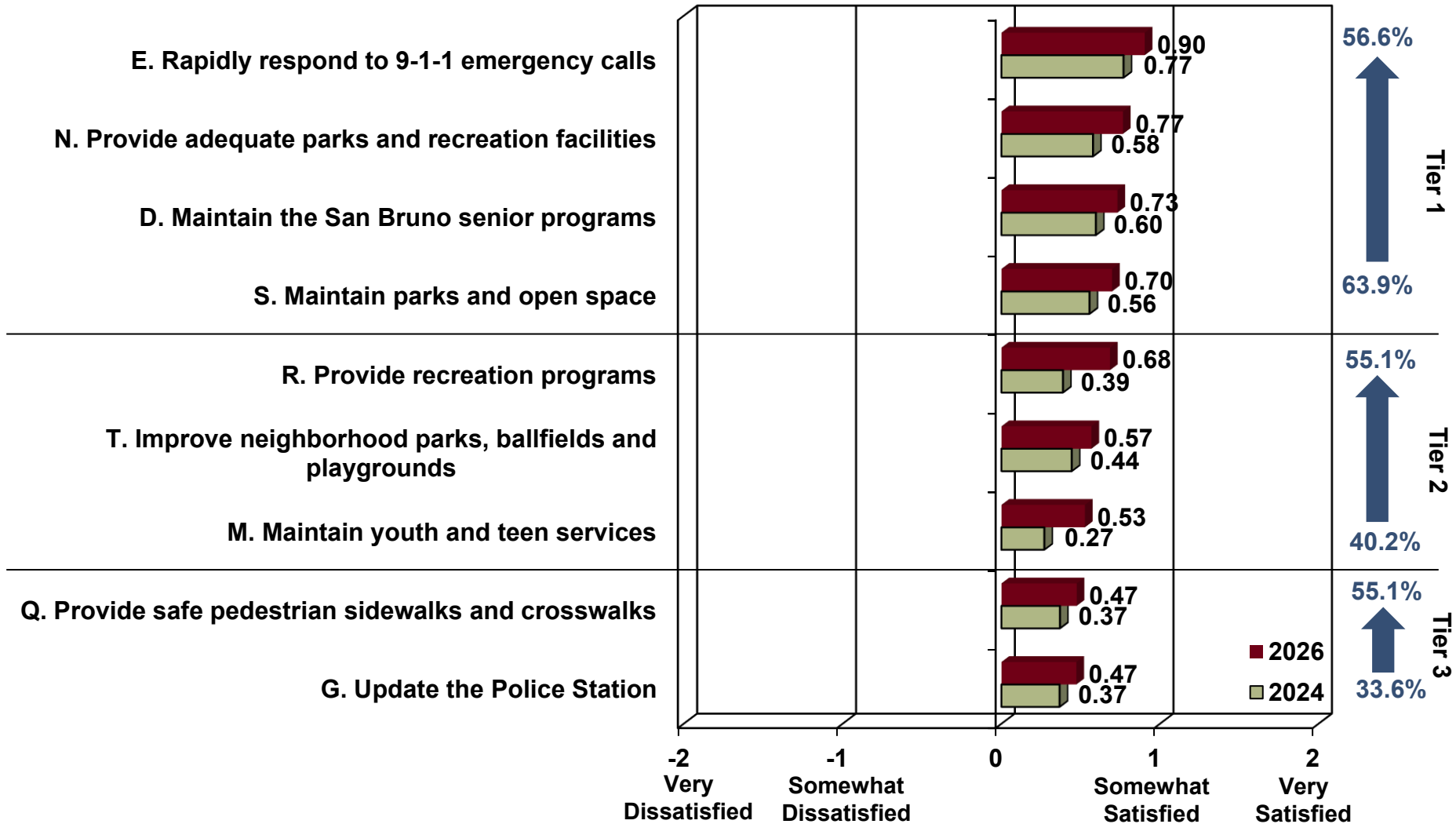
Q3. Importance of City Services & Facilities III

Likely November 2026 Voters



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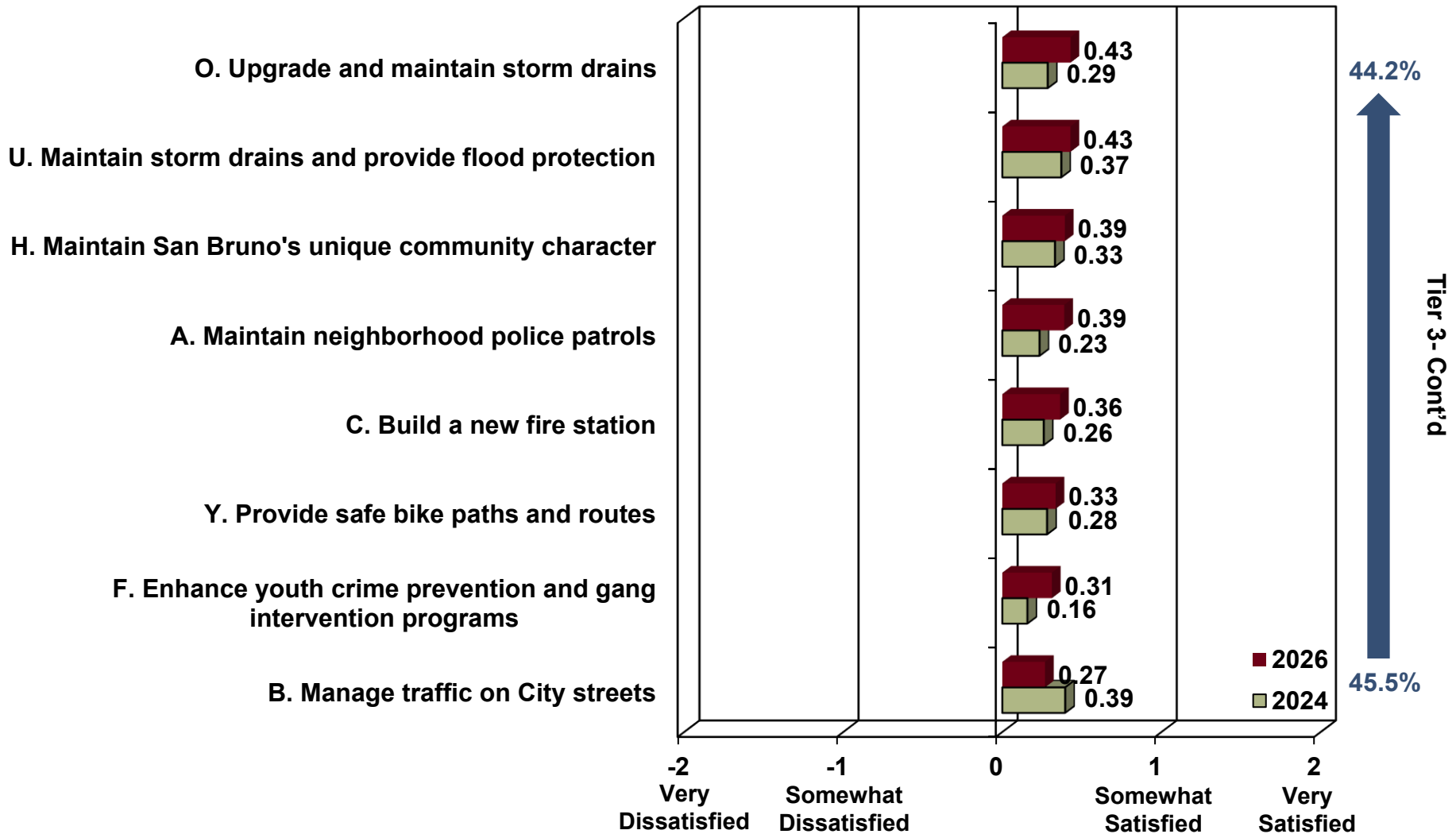
Q4. Satisfaction With City Services & Facilities | Likely November 2026 Voters



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q4. Satisfaction With City Services & Facilities II

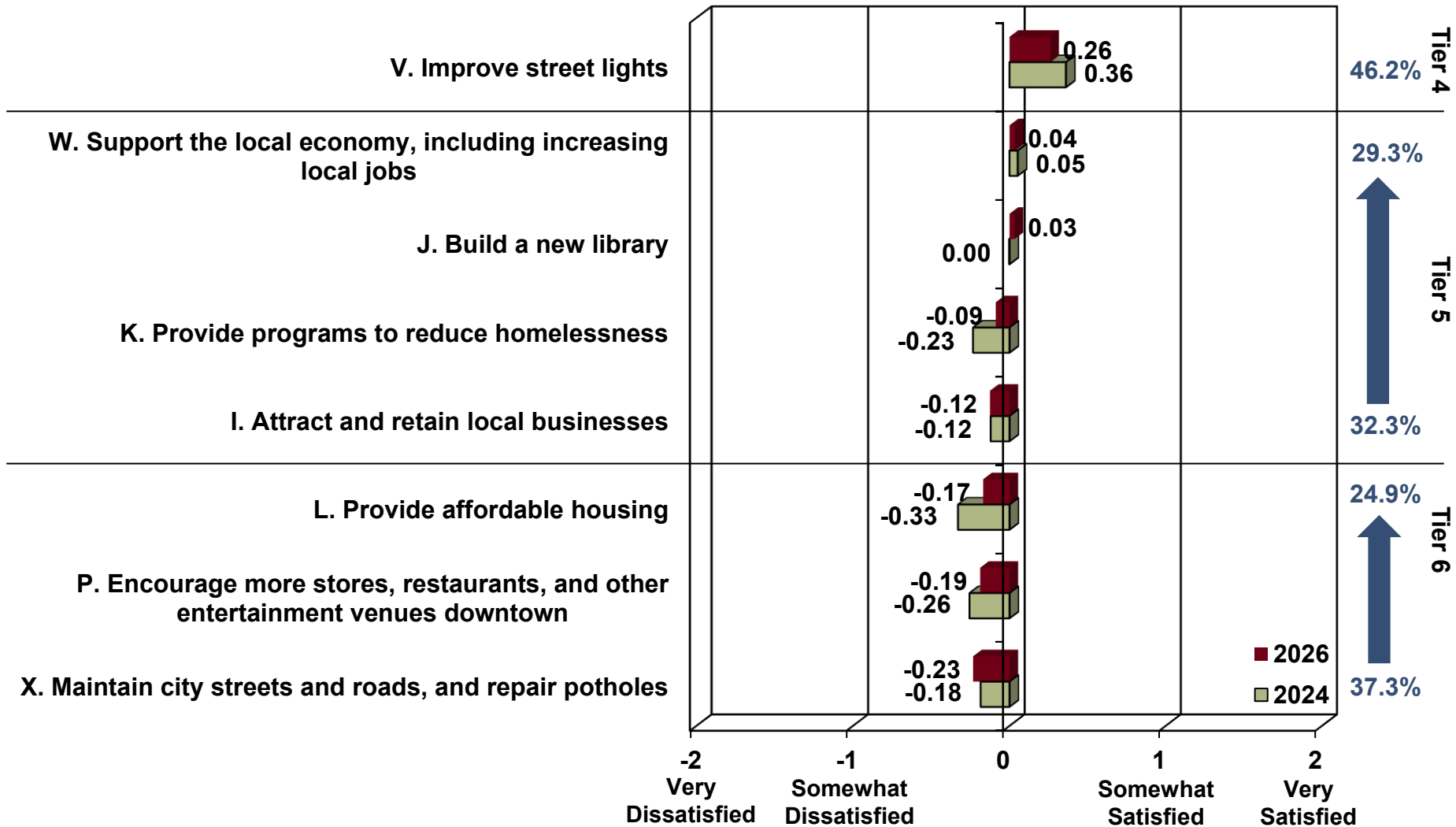
Likely November 2026 Voters



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Q4. Satisfaction With City Services & Facilities III

Likely November 2026 Voters



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Q3 & 4. Importance-Satisfaction Comparison

Likely November 2026 Voters

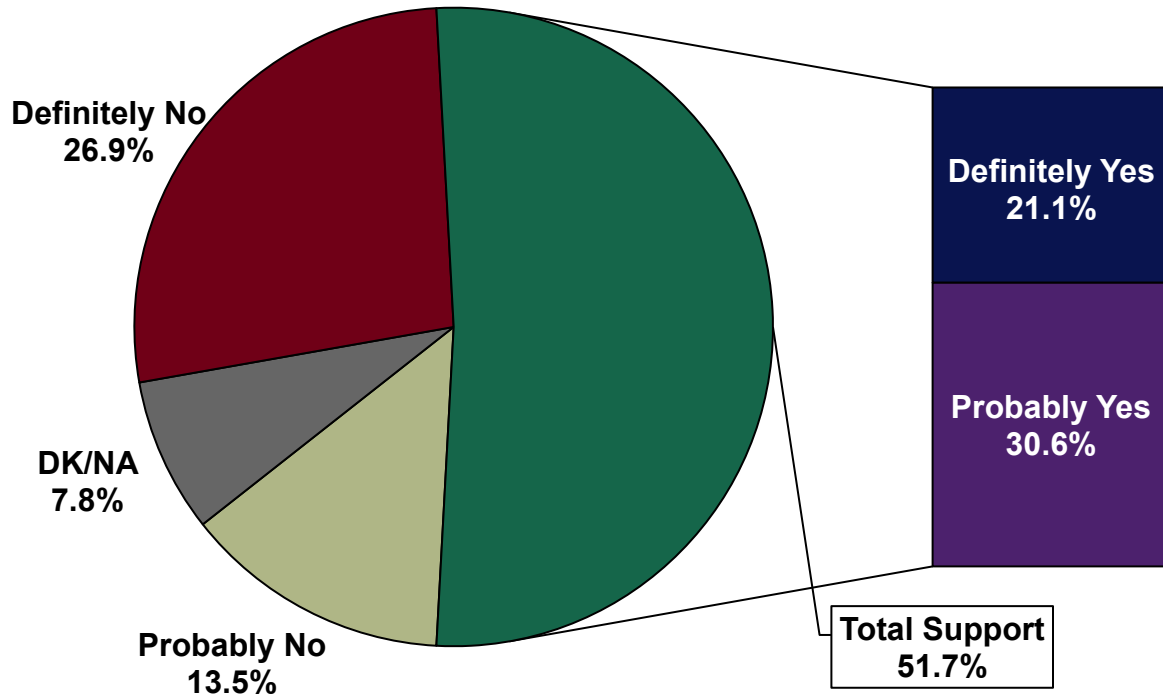
	Importance	Satisfaction
3/4E. Rapidly responding to 9-1-1 emergency calls	2.55	0.90
3/4X. Maintaining city streets and roads, and repairing potholes	2.44	-0.23
3/4I. Attracting and retaining local businesses	2.29	-0.12
3/4W. Supporting the local economy, including increasing local jobs	2.23	0.04
3/4U. Maintaining storm drains and provide flood protection	2.17	0.43
3/4Q. Providing safe pedestrian sidewalks and crosswalks	2.16	0.47
3/4S. Maintaining parks and open space	2.15	0.70
3/4P. Encouraging more stores, restaurants, and other entertainment venues downtown	2.15	-0.19
3/4A. Maintaining neighborhood police patrols	2.11	0.39
3/4O. Upgrading and maintaining storm drains	2.08	0.43
3/4F. Enhancing youth crime prevention and gang intervention programs	2.06	0.31
3/4N. Providing adequate parks and recreation facilities	2.00	0.77
3/4V. Improving street lights	1.98	0.26
3/4M. Maintaining youth and teen services	1.95	0.53
3/4D. Maintaining the San Bruno senior programs	1.94	0.73
3/4B. Managing traffic on City streets	1.92	0.27
3/4T. Improving neighborhood parks, ballfields and playgrounds	1.92	0.57
3/4K. Providing programs to reduce homelessness	1.88	-0.09
3/4R. Providing recreation programs	1.83	0.68
3/4L. Providing affordable housing	1.79	-0.17
3/4H. Maintaining San Bruno's unique community character	1.73	0.39
3/4Y. Providing safe bike paths and routes	1.52	0.33
3/4J. Building a new library	1.40	0.03
3/4C. Building a new fire station	1.38	0.36
3/4G. Updating the Police Station	1.22	0.47

Q4 & 5. Importance-Satisfaction Comparison

Likely November 2024 Voters

	Importance	Satisfaction
7/8E. Rapidly responding to 9-1-1 emergency calls	2.61	0.77
7/8X. Maintaining city streets and roads, and repairing potholes	2.52	-0.18
7/8I. Attracting and retaining local businesses	2.33	-0.12
7/8P. Encouraging more stores, restaurants, and other entertainment venues downtown	2.23	-0.26
7/8F. Enhancing youth crime prevention and gang intervention programs	2.22	0.16
7/8A. Maintaining neighborhood police patrols	2.21	0.23
7/8U. Maintaining storm drains and provide flood protection	2.21	0.37
7/8S. Maintaining parks and open space	2.20	0.56
7/8W. Supporting the local economy, including increasing local jobs	2.19	0.05
7/8Q. Providing safe pedestrian sidewalks and crosswalks	2.16	0.37
7/8O. Upgrading and maintaining storm drains	2.15	0.29
7/8N. Providing adequate parks and recreation facilities	2.11	0.58
7/8M. Maintaining youth and teen services	2.04	0.27
7/8K. Providing programs to reduce homelessness	2.02	-0.23
7/8D. Maintaining the San Bruno senior programs	1.95	0.60
7/8T. Improving neighborhood parks, ballfields and playgrounds	1.95	0.44
7/8B. Managing traffic on City streets	1.90	0.39
7/8R. Providing recreation programs	1.84	0.39
7/8L. Providing affordable housing	1.84	-0.33
7/8V. Improving street lights	1.75	0.36
7/8H. Maintaining San Bruno's unique community character	1.66	0.33
7/8Y. Providing safe bike paths and routes	1.52	0.28
7/8C. Building a new fire station	1.37	0.26
7/8J. Building a new library	1.36	0.00
7/8G. Updating the Police Station	1.27	0.37

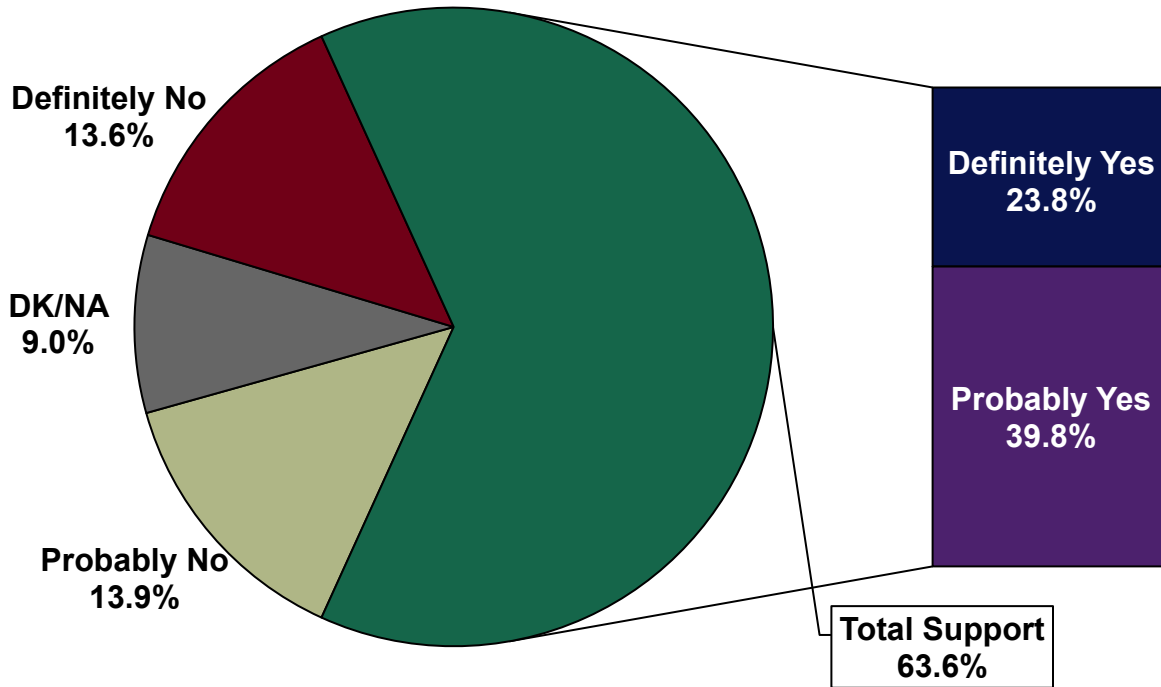
Q5. Support for Flat Rate Tax Sample A



In order to maintain rapid 9-1-1 emergency response, enhance wildfire prevention, neighborhood fire protection, maintain neighborhood police patrols, maintain parks and open space, provide adequate recreation facilities including ballfields and playgrounds, and maintain library services, would you support or oppose a flat tax on all parcels in San Bruno, including single-family homes and business parcels?

Q6. Support for Tax on Non-Residential & Multifamily Residential Buildings

Sample B



In order to maintain rapid 9-1-1 emergency response, enhance wildfire prevention, neighborhood fire protection, maintain neighborhood police patrols, maintain parks and open space, provide adequate recreation facilities including ballfields and playgrounds, and maintain library services, would you support or oppose a property tax on non-residential buildings and multifamily residential buildings based on building size?

Q7. Features of the Measure I

Likely November 2026 Voters

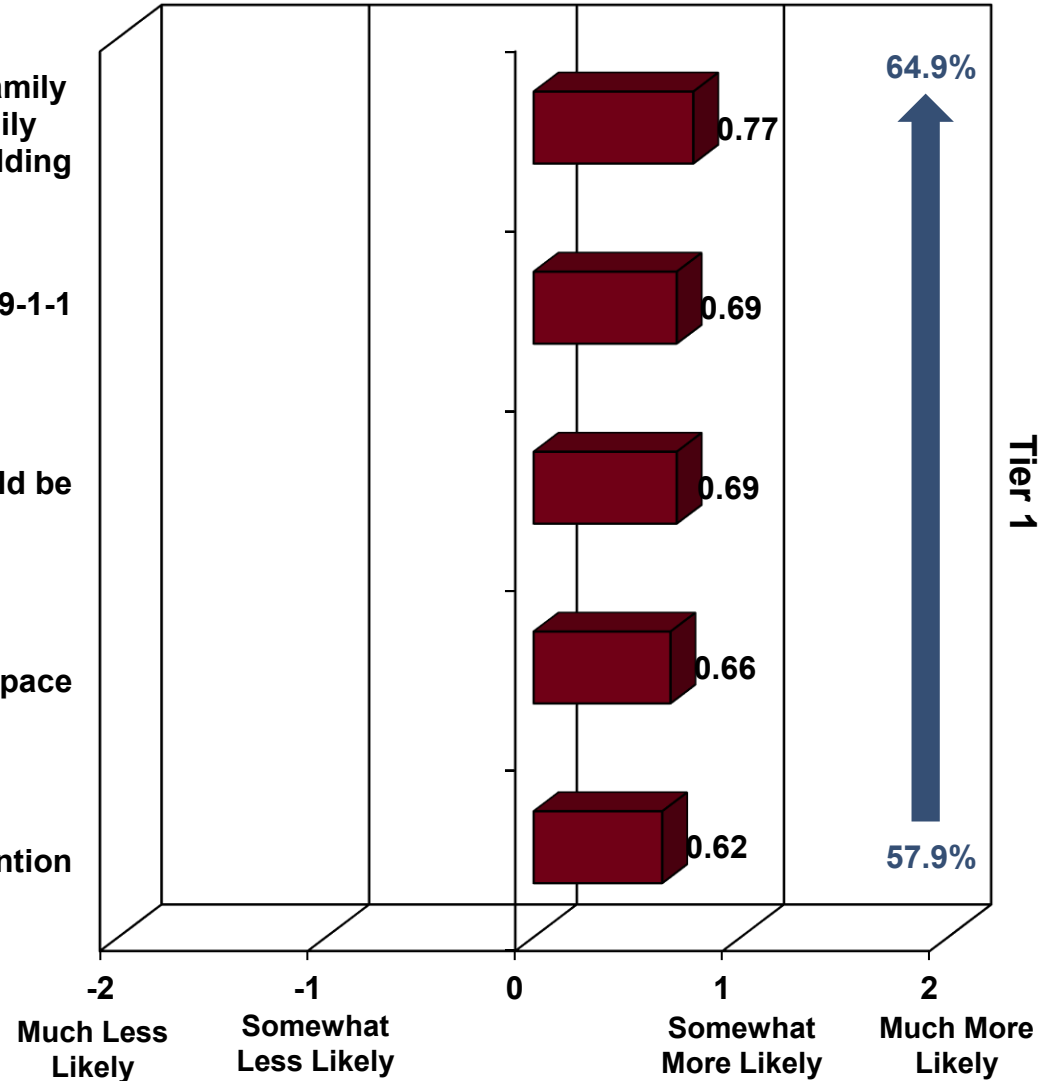
J. The proposal would not impact residential single family homes, only non-residential buildings and multifamily residential buildings would be assessed based on building size

C. The proposal would provide rapid response to 9-1-1 emergency calls

A. None of the money raised by the proposal would be used for City administrator salaries

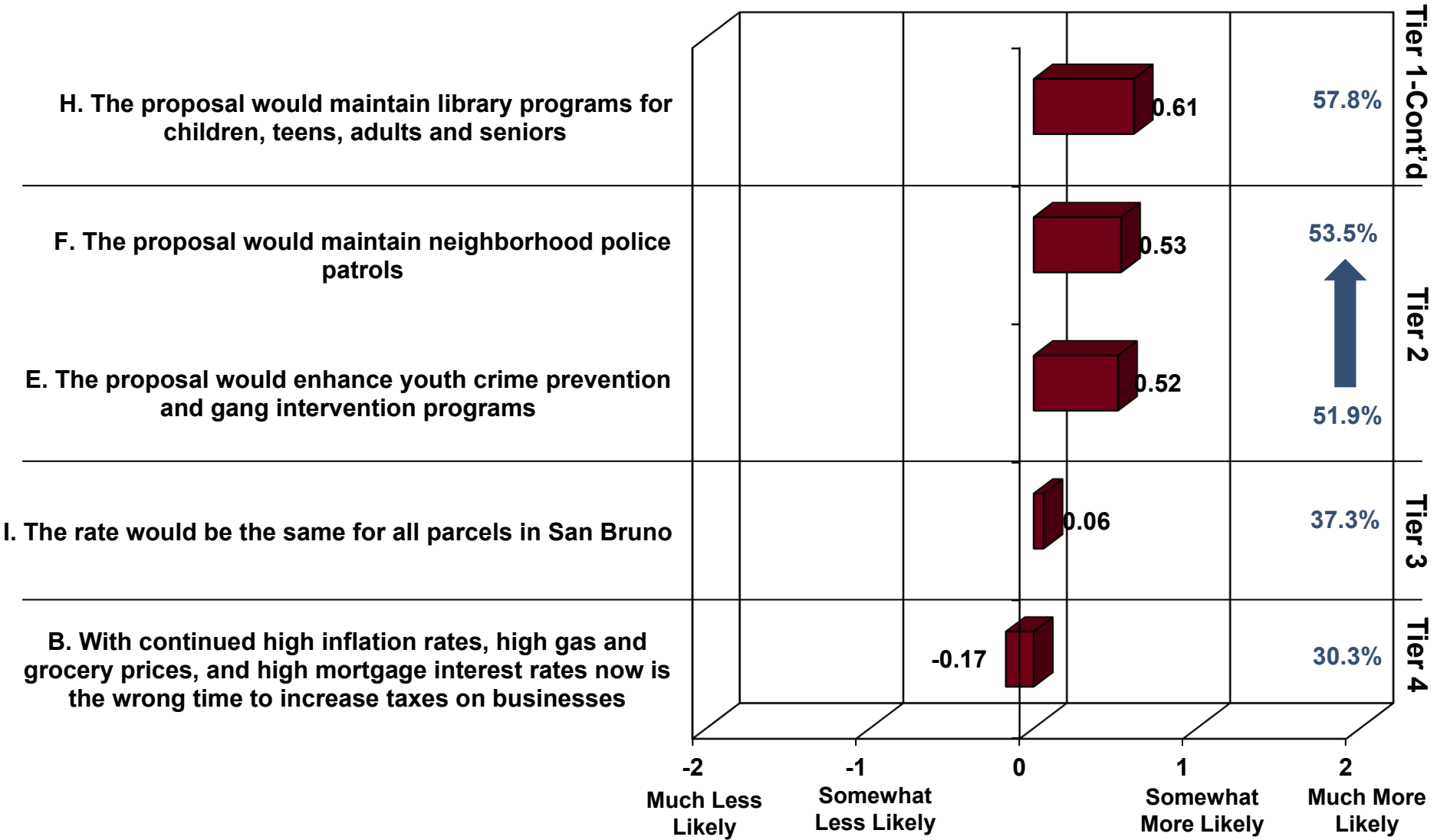
G. The proposal would maintain parks and open space

D. The proposal would enhance wildfire prevention



Q7. Features of the Measure II

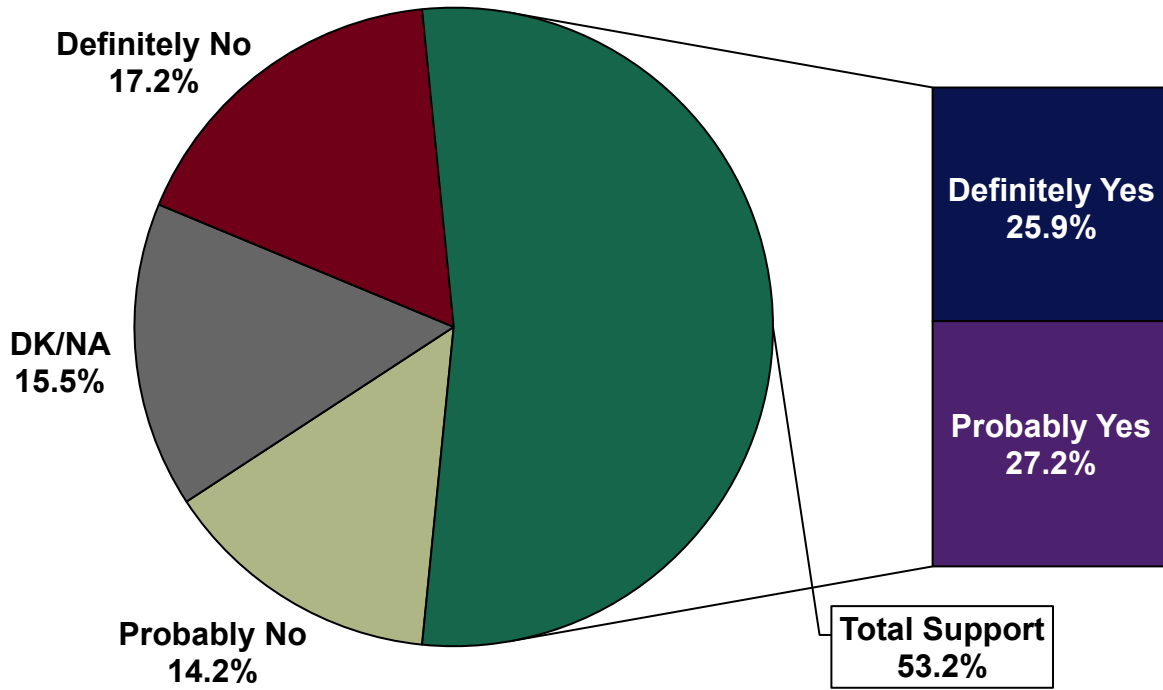
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Q8. Support for Height Limit Options

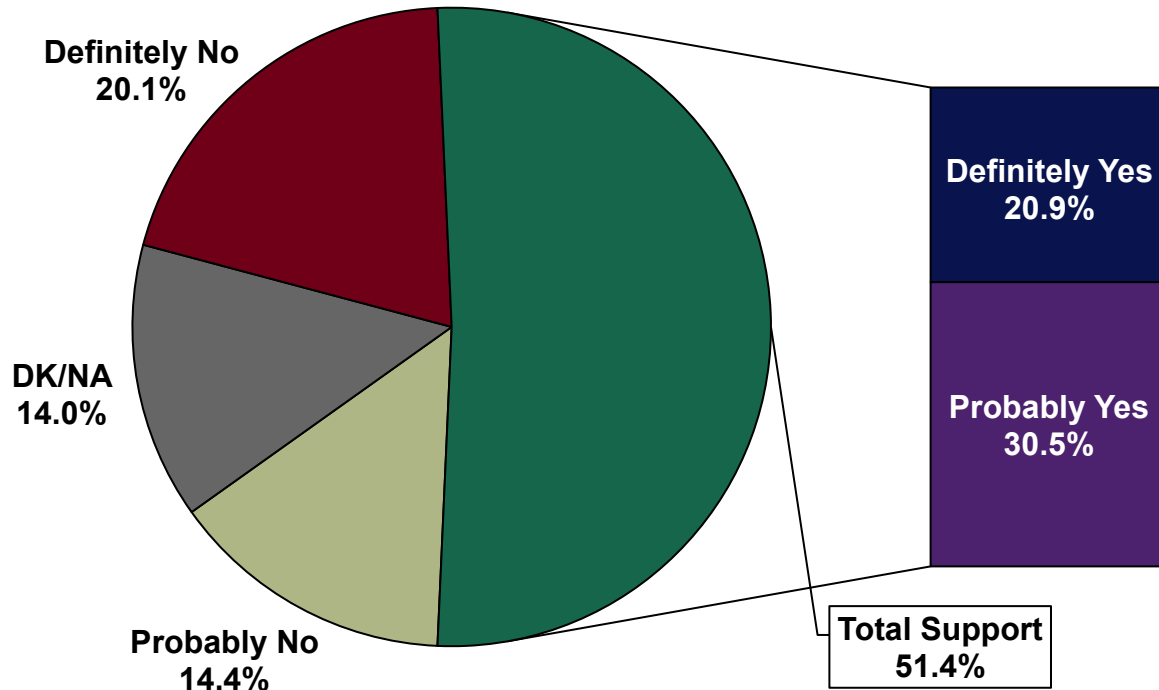
Sample A



Shall the City of San Bruno measure be adopted rescinding the 1977 zoning ordinance that requires voter approval of any new development that exceeds specified height limits, because it has been superseded by state law which requires housing to be approved regardless of height?

Q9. Support for Height Limit Options

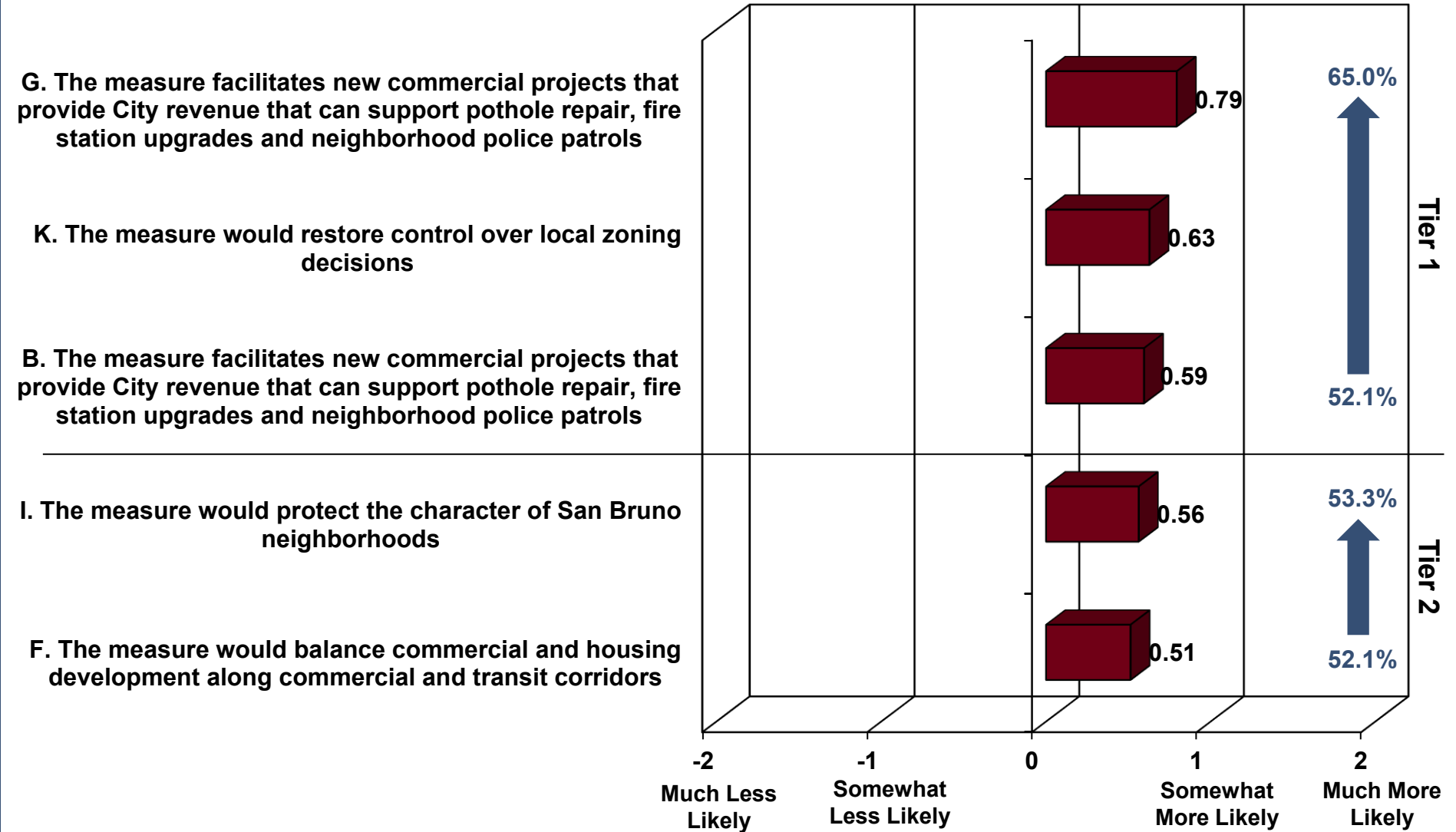
Sample B



Shall the City of San Bruno measure be adopted amending the 1977 zoning ordinance to remove the requirement for voter approval for any developments along El Camino Real, San Mateo Avenue, San Bruno Avenue east of Interstate 280, Sneath Lane east of Interstate 280, and retain voter approval for increasing heights in single family home neighborhoods?

Q10. Height Limit Options Information I

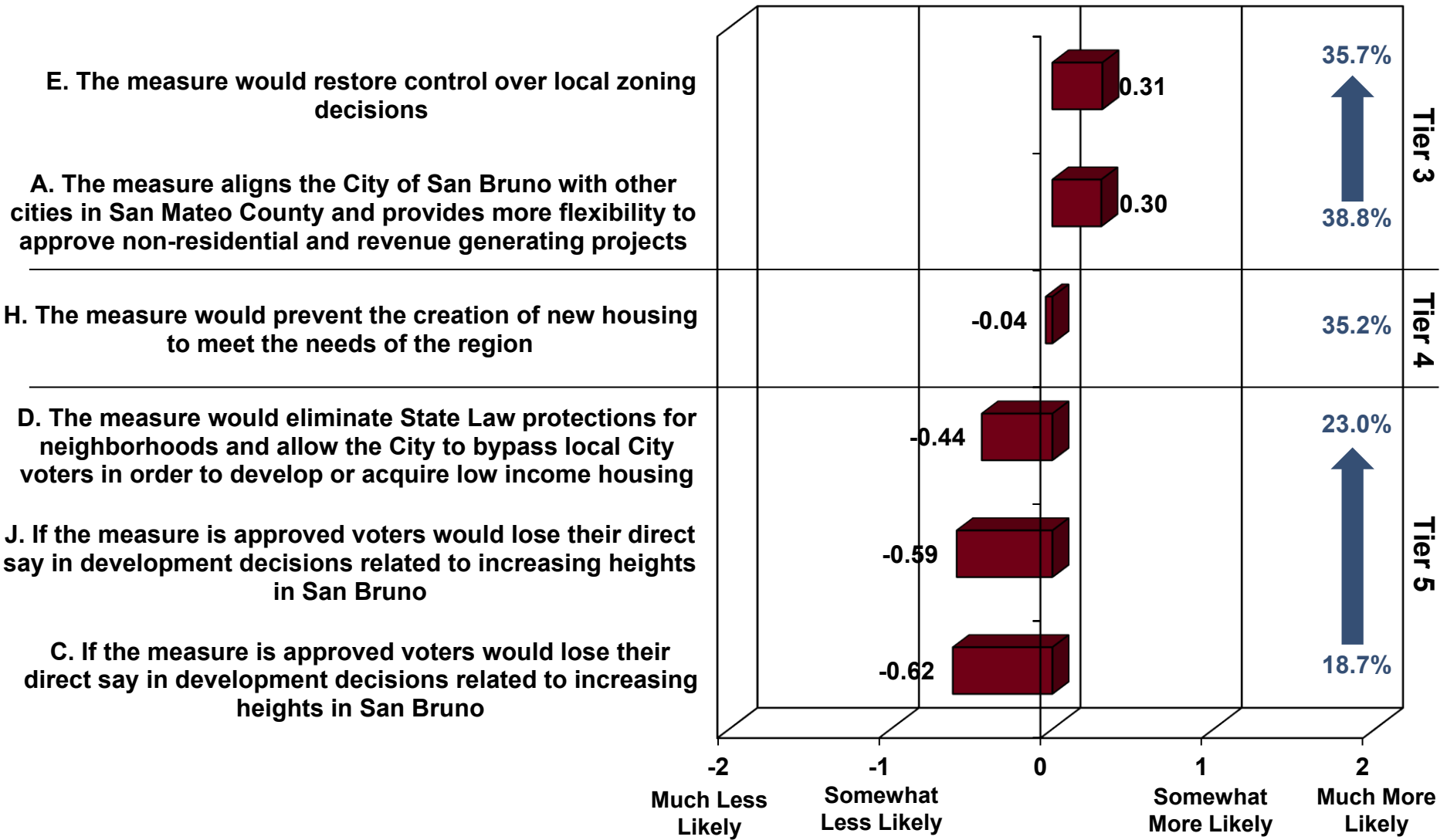
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Q10. Height Limit Options Information

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www.godberesearch.com

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

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