

**San Francisco Voter Survey:  
Prop M Reform  
Conducted October 23-27, 2019**



David Binder Research

**Topline Findings**

**Asked about two reforms to Prop M, more voters support a proposal from the Yerba Buena Neighborhood Consortium than support a proposal from Mayor London Breed.**

Voters were asked about two potential reforms to office space development in San Francisco. (Full measure text as presented in the survey is below.)

- 56% would vote yes on a measure from the Yerba Buena Neighborhood Consortium, which would limit the approval of large office developments if the City does not meet its affordable housing production goal.
- 46% would vote yes on the Mayor's measure, which would allow more large office space projects than current limits allow, to the extent other office space has been demolished or converted to other uses.

**After hearing an equal number of arguments for and against each measure, support for the YBNC measure is stable, while support for the Mayor's proposal drops and opposition increases.**

In this survey, voters were presented with an equal number of arguments for and against both measures, and asked again how they would vote.

After messages, the yes and no vote on the YBNC measure are stable: yes increases 1 point to 56%, and the no vote decreases 1 point to 30%.

Support for the Mayor's measure drops 4 points to 42% after voters hear messages on both sides. Opposition increases 8 points to 43%, and 15% remain undecided.

**Yerba Buena Neighborhood Consortium Measure**

	YES	NO	UNDECIDED	NET YES
Initial Vote	55	31	14	<b>+24</b>
After Arguments	56	30	14	<b>+26</b>
<b>CHANGE</b>	<b>+1</b>	<b>-1</b>	<b>0</b>	<b>+2</b>

**Mayor Breed Measure**

	YES	NO	UNDECIDED	NET YES
Initial Vote	46	35	19	<b>+11</b>
After Arguments	42	43	15	<b>-1</b>
<b>CHANGE</b>	<b>-4</b>	<b>+8</b>	<b>-4</b>	<b>-12</b>

## Methodology

David Binder Research conducted a survey of 600 likely March 2020 voters in San Francisco, from October 23–27, 2019. Interviews were conducted using phone numbers and email addresses from the voter file, with half of the interviews conducted by telephone using cell phones and landlines, and half of the interviews conducted online. The margin of error for the full sample is  $\pm 4.0\%$  and larger for subgroups.

### Yerba Buena Neighborhood Consortium Measure

#### San Francisco Balanced Development Act

Shall the City only approve new large office space projects to the extent that the City has met its state-determined goal for new affordable housing production during the previous year, which is currently 2,042 new affordable units per year, but with an exception to allow approval of office projects at any time that include 100% of the affordable housing units needed by workers in those new developments, and shall the City prioritize office project approvals based on the public benefits that the development would provide to the community, including affordable community or retail space or sites for affordable housing?

### Mayor Breed Measure

#### Affordable Housing and Small Business Priority Reserve Act

Shall the City increase Prop M limits to allow more large office space projects than the current limits allow, to the extent that other office space has been demolished or converted to other uses, a total of 1,600,000 square feet of additional space, and shall the City prioritize office project approvals that include affordable community or retail space or provide sites for affordable housing?