



To: Mark Friedman, Chief Executive Officer  
Eden Health District

From: Lew Edwards Group (LEG) with EMC Research

Date: 1/5/26

Re: Survey Results Summary

Thank you to the District for the privilege of serving your needs. This memorandum addresses our organization's analysis and interpretation of the EMC Research Community Survey conducted December 7-14, 2025.

By well over a 2 to 1 margin, Districtwide respondents provide San Leandro and St. Rose hospitals with high favorability opinion ratings, reflecting the importance of these life-saving institutions not only in their home communities, but throughout your District boundaries – a continued reflection of the community-serving value of District institutions and services in these challenging times for public healthcare.

However, while majorities of respondents indicate a willingness to support a 9 cent per square foot parcel tax to fund operations and infrastructure, consistent with what we're seeing in our region and throughout California, that viability does not reach the necessary two-thirds requirement threshold for passage.

As we discussed, while recent national events have elevated concerns for the affordability and access to healthcare, voters in the greater Bay Area and Alameda County specifically are also not immune from the economic and cost of living concerns that make these types of two-thirds requirement funding measures challenging.

The results of the EMC Research survey are insightful and provide valuable feedback as the District and its partner, Alameda Health System contemplates how best to address its fiscal modeling, budget considerations, and long-term fiscal sustainability planning and visioning.

### **Key Survey Highlights**

- ✓ **St. Rose Hospital enjoys a 51% to 16% favorable/unfavorable rating districtwide; and San Leandro Hospital garners a 51% to 22% rating.** These are both strong favorability ratings – kudos! The balance are those who cannot rate the institutions, often because they may not have had direct need/engagement with the services both

provide, which is not unusual.

- ✓ Viability is in the mid-fifty percentiles, which is good in today's highly polarized, tax sensitive environment where it is difficult to get majorities to agree on anything. However, not unusual to your District, this **viability test does not reach the two-thirds requirement threshold necessary** in Eden's case. This **level of viability is not unusual to what we're seeing in a whole host of other public entities**, which is why those who have the ability to do so are using other approaches such as community-qualified initiatives, to fund their needs.

### Local Service Priorities

Respondents strongly value and prioritize the life-saving services and needs Eden provides—the challenge is simply voter concerns about their ability to pay for these needs. The services/needs of highest importance to your constituents include:

- ✓ **Ensuring local hospitals are equipped for natural disasters and public health emergencies** (91% very somewhat/ important)
- ✓ Ensuring Central and South Alameda County families have an **emergency room minutes away** (88% very somewhat/ important)
- ✓ **Ensuring low-income or uninsured Central and South Alameda County families can access life-saving hospital and emergency services** (88% very/somewhat important)

And in today's polarized environment, consistent with what we've seen in other jurisdictions, the accountability of any future measure is top of mind. *“Providing strict oversight of how [measure monies are] spent, including transparent spending plans and publicly available reporting”* was a very/somewhat important priority for 96% of your respondents.

### Consultant Conclusions

While it is not viable for Eden to pursue a measure in 2026, LEG hopes that these results are helpful to early discussion with other professionals and stakeholders for a longer-term fiscal sustainability strategy.

Conferring with a Legislative Advocate now, on approaches that could enable the District to pursue a simple majority funding mechanism in the higher turnout 2028 Presidential election for example, may be a strategy to consider given the District's unique structural limitations on these types of measures.