

City of Hesperia STAFF REPORT



DATE: March 17, 2026
TO: Mayor and Council Members
FROM: Rachel Molina, City Manager
BY: Casey Brooksher, Assistant City Manager
SUBJECT: TeamCivX Presentation of Public Opinion Polling Results Related to a Potential Local Sales Tax Measure

RECOMMENDED ACTION

Receive and file a presentation and polling results regarding community sentiment on a potential local sales tax measure.

BACKGROUND

On 08/12/2025, the City Council held a Sales Tax Discussion Workshop and approved initiating a formal community engagement process to assess public sentiment regarding a potential local sales tax measure.

On 12/16/2025, the City Council approved an agreement with TeamCivX to conduct a public opinion poll and provide outreach consulting services associated with a potential sales tax initiative.

ISSUES/ANALYSIS

This is a receive and file item intended to facilitate Council discussion of the polling results and related observations from TeamCivX's engagement work. A representative from TeamCivX, as well as True North Research, who conducted polling, will be available for discussion.

The polling results and TeamCivX's presentation are expected to inform City Council's consideration of next steps within the community engagement process previously authorized by City Council and within the scope of services approved under the TeamCivX agreement.

No Council action is requested currently beyond receiving and filing the presentation and results.

CITY GOAL SUPPORTED BY THIS ITEM

Financial Health - Maintain a balanced budget and adequate reserves.

FISCAL IMPACT

There is no additional fiscal impact associated with receiving and filing the TeamCivX presentation and polling results.

Costs for polling and outreach consulting services were previously authorized under the TeamCivX agreement approved on 12/16/2025.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

None