Office of the City Manager

March 21, 2016

To: Honorable Mayor and City Councilmembers

From: Dee Williams-Ridley, City Manager

SUBJECT: March 2016 Community Survey Top Line Results

Attached please find a copy of the top line results from the March 2016 Community Survey that the City Council directed be undertaken. A detailed analysis of the survey results will be included in a report and presentation to the Council for its April 5, 2016 Work Session and regular meeting. This memorandum was prepared in the interest of providing information about the survey results as quickly as possible. More detail will not be available until the analysis of the results is completed.

Attachment

cc: Gil Dong, Interim Deputy City Manager
       Ann-Marie Hogan, City Auditor
       Mark Numainville, City Clerk
       Zach Cowan, City Attorney
       Matthai Chakko, Assistant to the City Manager

City of Berkeley Community Survey
500 Likely November 2016 Voters (registered likely voters, drawn from voter file)
March 13-17, 2016
Margin of Error (Full Sample): +/- 4.4%
Margin of Error (Split-Samples) +/- 6.2%

FINAL TOPLINES

	TOTAL
N=	500

Gender

Male	47
Female	53

Region

CC5,6,8...	43
CC3,4,7...	30
CC 1,2...	27

Party registration

Democrat	69
Republican..	3
No party preference	22
Other	6

1.   Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

   [IF NOT ON A CELL PHONE, ASK:] Do you own a cell phone?

Yes, cell and can talk safely	72
Yes, cell and cannot talk safely	**TERMINATE, CALL BACK**
No, not on cell, but own one	24
No, not on cell, and do not own one	4
Don't know/refused	0

2.   [T] Although it is some time from now, what are the chances of you voting in the general election for President, U.S. Senate, and Congress this November – are you almost CERTAIN to vote, will you PROBABLY vote, are the chances about 50-50, are you probably NOT going to vote, or are you DEFINITELY not going to vote?

almost certain	96
probably	4
50-50..	**TERMINATE**
probably not	**TERMINATE**
definitely not..	**TERMINATE**
(don't know)	**TERMINATE**

TOTAL
N=   500

3.   **[T]** Generally speaking, do you think that things in the city of Berkeley are going in the right direction, or do you feel things are on the wrong track?

Right direction 64
Wrong track 19
 (Don't know)... 17

4.   **[T]** How would you rate the job Berkeley is doing providing city services—excellent, good, fair, or poor?

Excellent 8
Good 53
Fair 30
Poor 4
(don't know) 4

Excellent /Good 62
Fair /Poor 34

5.   **[T]** Now, I am going to read you a list of issues that people may be focused on in Berkeley. Please tell me which one of these is most important to you:

READ AND ROTATE:

Building affordable housing 22
Addressing homelessness.. 17
Improving education and schools 14
Reducing crime.. 11
Creating jobs and economic development 6
Reducing taxes 5
Improving public health... 5
Reducing traffic and parking congestion 5
Managing the city budget 4
Making neighborhoods more bike and pedestrian
        friendly... 4
Improving parks and open space 3
Improving public transit... 1
(Don't know).. 3

TOTAL
N=   500

6.   I'm going to read you some different areas where investment in the City of Berkeley may be needed.
          Please tell me how important you feel it is for the City of Berkeley to address each of the following project
          areas: extremely important, very important, somewhat important, or not too important. If you are not sure
          how you feel about a particular item, please say so.

RANDOMIZE

Sorted by "Extremely important"

6c. Providing affordable housing 37
6f. Providing homeless services 33
6g. Improving neighborhood and community safety...... 21
6e. Improving shelters for natural disasters 12
A6a. Improving parks and playgrounds......................... 10
6h. Improving lighting on streets and pathways 10
6d. Renovating recreation and senior centers................. 9
B6b. Improving parks, playgrounds, and open space 5

a.   _[T] **SSA:** Improving parks and playgrounds

          Extremely important.. 10
          Very important 37
          Somewhat important... 38
          Not too important 12
           (Not sure) 3

          Important.. 47
          Not important 50

b.   _**SSB:** Improving parks, playgrounds, and open space

          Extremely important.. 5
          Very important 32
          Somewhat important... 49
          Not too important 12
           (Not sure) 1

          Important.. 37
          Not important 61

                                                                    TOTAL
                                                            N=   500

c.   _[T] Providing affordable housing

          Extremely important.. 37
          Very important 41
          Somewhat important.. 14
          Not too important 7
           (Not sure) 0

          Important.. 79
          Not important 21

d.   _Renovating recreation and senior centers

          Extremely important.. 9
          Very important 30
          Somewhat important.. 42
          Not too important 13
           (Not sure) 8

          Important.. 38
          Not important 54

e.   _Improving shelters for natural disasters

          Extremely important.. 12
          Very important 31
          Somewhat important.. 31
          Not too important 18
           (Not sure) 8

          Important.. 43
          Not important 49

f.   _Providing homeless services

          Extremely important.. 33
          Very important 40
          Somewhat important.. 19
          Not too important 7
           (Not sure) 1

          Important.. 73
          Not important 26

                                                                          TOTAL
                                                       N=   500

g.   _Improving neighborhood and community safety

            Extremely important.. 21
            Very important 44
            Somewhat important.. 28
            Not too important 4
             (Not sure) 3

            Important... 65
            Not important 32

h.   _Improving lighting on streets and pathways

            Extremely important.. 10
            Very important 32
            Somewhat important.. 38
            Not too important 19
             (Not sure) 1

            Important... 42
            Not important 57

TOTAL

N=   500

Next, I'd like to tell you about some ballot measures that may appear on the ballot this November. Here's the first one.

7.   To preserve and improve local public transportation services, including those for youth, commuters, seniors, and people with disabilities, shall the Alameda-Contra Costa Transit District, or A.C. Transit, extend its existing parcel tax at the current level of 8 dollars per month for 20 years with no increase, with independent oversight and all money spent locally?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 45
Yes – not so strongly 16
Lean yes 6

Undecided /DK.. 22

Lean no.. 2
No – not so strongly.. 2
No – strongly.. 6

(Refused) 0

Yes 67
No   10

TOTAL
N=   500

8.   To finance the construction, development, acquisition, and preservation of housing affordable to low and middle-income individuals and families through programs that will prioritize vulnerable populations throughout Alameda County such as working families, veterans, seniors, homeless, and disabled persons; and to provide for homeownership down payment assistance opportunities for middle-income households; shall the County of Alameda issue 500 million dollars in general obligation bonds, subject to independent citizen oversight and regular audits?

After the bonds are issued, the tax for an average home would be 12 dollars per one hundred thousand dollars in assessed value for the bond per year over 30 years.

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 39
Yes – not so strongly 14
Lean yes 8

Undecided /DK... 21

Lean no.. 3
No – not so strongly... 5
No – strongly... 10

 (Refused) 0

Yes 61
No   18

TOTAL
N=   500

SSC: hear Q9 before Q10-16
SSD: hear Q9 after Q10-16

9.   To maintain academic excellence, shall the Berkeley Unified School District replace its expiring special tax with an annual tax at thirty-six cents per square foot of residential and commercial buildings? This would be for eight years, with an annual cost-of-living adjustment and a low-income senior exemption. Funding shall be used only for designated purposes including class size reduction, libraries, music, arts education, learning technology, teacher training, and academic support for struggling students. An independent citizens' committee and auditors will monitor this fund.

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 47
Yes – not so strongly 13
Lean yes 6

Undecided /DK... 19

Lean no... 2
No – not so strongly.. 5
No – strongly.. 7

 (Refused) 1

Yes 66
No   14

TOTAL
N=   500

10.   Shall the Berkeley City Charter be amended to create a Fair Elections Fund, which would provide publicly financed matching funds for candidates for Mayor and City Council who only accept contributions of 50 dollars of less per donor?

The estimated cost of this measure would be approximately 500 thousand dollars per year from the City of Berkeley general fund.

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 25
Yes – not so strongly 9
Lean yes 5

Undecided /DK... 30

Lean no... 6
No – not so strongly... 7
No – strongly... 18

 (Refused) 0

Yes 38
No   32

TOTAL
N=   500

And here is another measure that could be on the ballot in Berkeley:

11.   Shall the City of Berkeley issue bonds not exceeding **100 million dollars** to significantly improve the
         condition of city parks, pools, playgrounds, the Berkeley Marina, and sports facilities across the city, in
         order to increase the accessibility and safety of these facilities, and also to upgrade and repair the city's
         recreation and senior centers, so that they can be used as care and shelter facilities after a natural
         disaster?

         After the bonds are issued, the tax for an average home would be 96 dollars per year over 35 years.

         If the election were held today, would you vote yes or no on this bond measure, or are you undecided?

         [**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
         [**IF UNDECIDED:** Well, to which side do you lean?]

         Yes – strongly 33
         Yes – not so strongly 13
         Lean yes 11

         Undecided /DK... 21

         Lean no... 2
         No – not so strongly.. 5
         No – strongly.. 15

          (Refused) 0

         Yes 57
         No   23

TOTAL
N=   500

12.   Now I'm going to ask you about a similar proposal with a lesser amount of funding. Shall the City of Berkeley issue bonds not exceeding **50 million dollars** to improve the condition of city parks, pools, playgrounds, and sports facilities across the city, in order to increase the accessibility and safety of these facilities, and also to upgrade and repair the city's recreation and senior centers, so that they can be used as care and shelter facilities after a natural disaster, **but with a lower level of new funding for deferred maintenance at existing parks and the Berkeley Marina**?

After the bonds are issued, the tax for an average home would be 48 dollars for the bond per year over 35 years.

If the election were held today, would you vote yes or no on this bond measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 33
Yes – not so strongly 14
Lean yes 12

Undecided /DK.. 23

Lean no... 3
No – not so strongly.. 4
No – strongly... 12

 (Refused) 0

Yes 58
No   19

TOTAL
N=   500

13.   **SSA:** Shall the City of Berkeley increase the Business License Tax on landlords of residential buildings with **five or more units** by an average of 30 dollars a month per rental unit, with the revenue going toward providing new affordable housing and homelessness prevention efforts?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 45
Yes – not so strongly 7
Lean yes 9

Undecided /DK.. 13

Lean no.. 3
No – not so strongly.. 4
No – strongly... 20

(Refused) 0

Yes 60
No 27

14.   **SSB:** Shall the City of Berkeley increase the Business License Tax on landlords of residential buildings with **ten or more units,** by an average of 30 dollars a month per rental unit, with the revenue going toward providing new affordable housing and homelessness prevention efforts?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 40
Yes – not so strongly 9
Lean yes 7

Undecided /DK.. 20

Lean no.. 5
No – not so strongly.. 5
No – strongly... 15

(Refused) 0

Yes 55
No 25

TOTAL
N=   500

15.   And, thinking about the same ballot measure, if you knew that the increase in the Business License Tax could not be passed on to the tenants, would bring in about 4 million dollars every year, enough to create 300 affordable housing units over the next ten years, and would also fund emergency rental assistance to help Berkeley families in financial trouble to avoid homelessness, would you vote yes or no on this measure, or are you undecided?

[**IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]
[**IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly 46
Yes – not so strongly 13
Lean yes 8

Undecided /DK... 17

Lean no.. 2
No – not so strongly... 3
No – strongly... 12

 (Refused) 0

Yes 67
No   16

16.   What if this measure increased the Business License Tax on landlords by an average of **45 dollars** a month per rental unit and would bring in about **6** million dollars every year, enough to create **450** affordable housing units over the next ten years—would that make you more or less likely to support the measure?

[**IF MORE/LESS:** Is that much more/less or somewhat more/less?]

Much more likely... 33
Somewhat more likely 20
Somewhat less likely 11
Much less likely... 13
(No difference)... 15
(Don't know)... 9

More likely.. 53
Less likely 23

TOTAL
N=   500

Finally, I would like to ask you a few questions for statistical purposes only.

17.   **[T]** In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive 34
Liberal 34
Moderate... 21
Conservative 5

(don't know) 4
(refused) 1

18.   From which one of these sources do you get most of your news about Berkeley?

[READ AND ROTATE]

Berkeleyside 18
Local television news..................................... 13
Social media like Twitter or Facebook........................ 11
Other online news sites 11
The San Francisco Chronicle or SFGate 9
City of Berkeley web, email, or social media.................. 7
Radio 7
The Berkeley Voice 5
Other print newspapers 4
The Contra Costa Times 3
The Oakland Tribune...................................... 2
(Combination) 7
(Don't know/refused)...................................... 3

19.   **[T]** What is the last year of schooling that you have completed?

DO NOT READ

1 - 11th grade 2
high school graduate 6
non-college post H.S. 1
some college.. 19
college graduate 39
post-graduate school 33
 (don't know/refused) 1

TOTAL
N=   500

20.   **[T]** Are you currently employed full-time, employed part-time, unemployed, retired, a full-time student and not working, or a homemaker?

        Employed full-time 45
        Employed part-time 15
        Unemployed.. 4
        Retired 20
        Full-time student and not working.............................. 11
        Homemaker 2
        (don't know/refused) 3

21.   **[T]** Do you have any children 18 years of age or younger living at home with you?

        Yes 23
        No   76
        (don't know/refused) 1

        IF Q21=YES
22.   **[T]** Are any of your children currently enrolled in Berkeley public schools?

        Yes 15
        No   8
         (don't know/refused) 0
         (No child) 77

23.   **[T]** Do you own your own home or do you rent?

        own 48
        rent 47

        (other) 3
        (don't know/refused) 2

24.   **[T]** How long have you lived in Berkeley?

        Less than two years... 5
        Two to five years... 20
        Five to ten years 14
        Ten to twenty years 21
        More than twenty years 28
        All your life 10
        (don't know/refused) 2

TOTAL

N=   500

25.   **[T]** Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? **[IF "NO", ASK:]** What is your race--white, black, Asian or something else?

    White / Caucasian.. 62
    Black / African American 10
    Latino / Hispanic 8
    Asian / Pacific Islander 10
    Native American 1
    (other) 5
    (don't know/refused) 4

Age

    18-24 14
    25-29 8
    30-34 7
    35-39 8
    40-44 6
    45-49 7
    50-54 7
    55-59 8
    60-64 8
    65-69 6
    70-74 9
    75 & older 10
     (DK /Ref) 0