



Office of the City Manager

ACTION CALENDAR

March 27, 2018

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Matthai Chakko, Assistant to the City Manager

Subject: Discussion and Direction Regarding Potential Ballot Measures for the November 6, 2018 General Municipal Election

RECOMMENDATION

Discuss results of the first community survey and provide direction to the City Manager about whether to conduct a second community survey and, if so, what to include in that survey.

SUMMARY

On February 27, Council discussed several possible ballot measures for the November 2018 election. Council asked staff to undertake a community survey and include questions about the following possible measures: a one-half percent sales tax for community safety; a parcel tax for homeless services – separately testing both a 12 year and a permanent tax; a \$50 million affordable housing bond; a \$100 million affordable housing bond; and a tiered increase of property transfer taxes with the revenues going to a variety of strategies for affordable housing.

Lake Research Partners conducted the survey from March 12 through March 15. The poll closed after the filing deadline for this report. The final questionnaire is attached, and a summary of the survey results will be provided to Council in a supplemental report.

FISCAL IMPACTS OF RECOMMENDATION

The cost of the second community survey is expected to cost \$25,965.

The table below shows the year-by-year costs for elections since 2008. The dramatic cost increase that occurred in 2012 and 2014 is due primarily to general year-over-year increases, and the addition of two more required languages (Vietnamese and Tagalog). The cost increase in 2016 is due to a surcharge from the Registrar of Voters to pay for replacement of the voting machines in 2020 or 2022. This surcharge will continue for several more election cycles.

City of Berkeley Election Costs by Year							
	Nov. 2008	Jun. 2010	Nov. 2010	Nov. 2012	Nov. 2014	Nov. 2016	Mar. 2017
No. of Measures	7	1	3	10	7	11	0
No. of Candidates	25	0	31	26	23	29	2
General Costs	\$224,576	\$191,732	\$164,816	\$367,884	\$392,331	\$706,901	-
RCV Costs	N/A	N/A	\$257,956*	\$101,041	\$189,148	\$181,954	-
Total Costs	\$224,576	\$191,732	\$422,772	\$468,925	\$581,479	\$888,855	\$85,628

CURRENT SITUATION AND ITS EFFECTS

The purpose of this report is to provide an opportunity for the Council to discuss the results of the first Community Survey, for Council to provide direction about whether to conduct a second community survey to test ballot measure language and, if so, for Council to determine what topics to include in that survey.

On February 27, 2018 the City Council discussed possible ballot measures for the November 2018 ballot and provided direction about what to include in a community survey. The intent of the survey was to better understand residents' priorities and their interest in paying for various improvements and services while also gauging their interest in enacting various other taxes.

Second Survey

If the Council decides to move forward with a second survey at this meeting, the survey would be conducted in early April in order to provide the results at the May 15, 2018 meeting. Actual ballot language would still need to be developed by staff for consideration by the Council in June, in order to meet the deadlines in the Elections Code.

Survey Length: A second survey was included in the original scope of work for Lake Research Partners. In previous years, the City has done two surveys: the first is used to get a broad sense of community preferences and to test potential ballot measures. The second survey is approximately is used to test a more narrow set of specific ballot measures or to test the proposed measures in more nuanced ways. The sample size of likely voters for each of the polls includes at least 500 respondents, which allows for more complex testing of ballot measures than a 400-respondent sample.

Context: The first survey assessed likely voters in the context of several local or county measures. The second survey can include information about the other proposed sales tax measures that have a strong likelihood of being on the Fall 2018 ballot.

Depth: Testing a smaller number of ballot measures will provide time for follow-up questions, allowing for a deeper analysis of the results. For example, there may be time to assess how residents respond to supportive and opposing arguments that they may

hear in the months preceding the election. These messages may be specifically about local measures, or be more general arguments about State and County revenue measures on the November ballot.

Language: In order to accurately assess how residents will respond to the revenue measures once they are on the ballot, the Council may want to direct staff to test actual ballot measure language.

Ballot Measure Development Next Steps

In order to meet the deadlines set by the Elections Code to place items on the November ballot, the following timeline has been developed for the Council's consideration:

March 27: Action Calendar	<ul style="list-style-type: none">• Presentation and Discussion of first Community Survey Results• Council refines which issues deserve additional testing with more focused language.
April	Possible second survey
May 15: Action Calendar	Presentation and Discussion of Second Community Survey Results and Direction About Next Steps
May 31: Action Calendar	Provide direction on ballot language
June 12 or 26: Action Calendar	Council places items on the ballot
July 24: Action Calendar	Last Council meeting before recess
August 10:	Last Day to Place a Measure on the Ballot

BACKGROUND

On February 27, Council discussed possible ballot measures for the November 2018 ballot and provided direction about what to include in a community survey. The intent of the survey was to better understand residents' priorities and their interest in paying for various services while also gauging their interest in enacting various other taxes.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the action requested in this report.

RATIONALE FOR RECOMMENDATION

A second survey would allow for testing of possible ballot measures in advance of the November 2018 ballot.

ALTERNATIVE ACTIONS CONSIDERED

Continue discussions of funding needs, but do not conduct a survey at this time.

Discussion and Direction Regarding Potential Ballot Measures
for the November 6, 2018 General Municipal Election

ACTION CALENDAR
March 27, 2018

CONTACT PERSON

Matthai Chakko, Assistant to the City Manager, 981-7008

Attachments:

- 1: November 2018 Election Calendar
2. City of Berkeley Community Survey Questionnaire

Attachment 1

CITY OF BERKELEY - GENERAL ELECTION CALENDAR

November 6, 2018

Offices to be Elected: City Council Districts 1, 4, 7, 8; Rent Board (5 seats); School Board (3 seats);
Auditor

<u>DAYS PRIOR TO ELECTION</u>	<u>DATE</u>	<u>ACTION TAKEN</u>
-	January 2	Public Financing request for funds due to Clerk (1st Monday monthly)
-	January 31	Semi-Annual Report Due (7/1/17 – 12/31/17)
-	February 5	Public Financing request for funds due to Clerk (1st Monday monthly)
-	March 5	Public Financing request for funds due to Clerk (1st Monday monthly)
-	April 2	Public Financing request for funds due to Clerk (1st Monday monthly)
-	April 30	Quarterly Campaign reports due (period of 1/1/18-3/31/18). Committees formed to support/oppose local measures not being voted on in 2018.
-	May 7	Public Financing request for funds due to Clerk (1st Monday monthly)
180	May 10, 2018	Suggested Last Day to file initiative petitions. Qualified petitions received after this date will be accepted, but may not be on the November ballot.
158 103	June 1, 2018 July 26, 2018	Signature In-Lieu of Filing Fee - Candidates may collect signatures during this period to offset the \$150 filing fee. Valid signatures are worth \$1 each. Charter Art. III, Sec. 6.5, BMC §2.16.020
-	June 4	Public Financing request for funds due to Clerk (1st Monday monthly)
-	July 2	Public Financing request for funds due to Clerk (1st Monday monthly)
113	July 16, 2018	FILING PERIOD OPENS - CANDIDATE NOMINATION PAPERS
103	July 26, 2018	Deadline to file Signature In-Lieu petitions with City Clerk
-	July 31	Semi-Annual Campaign Statements due (* - 6/30/18)
-	August 6	Public Financing request for funds due to Clerk (1st Monday monthly)
92	August 6, 2018	Opening of Signature in-lieu period for write-in candidates
90	August 8, 2018	Independent Expenditure Disclosure Period Begins (\$1000+)
90	August 8, 2018	Late Contribution Disclosure Period Begins (\$1000+)
88	August 10, 2018	Deadline to deliver resolution calling ballot measure election to Registrar and request election consolidation.
88	August 10, 2018	FILING PERIOD CLOSES - CANDIDATE NOMINATION PAPERS

87 83	August 11, 2018 August 15, 2018	Extended candidate filing period. Candidate filing is extended if an incumbent eligible for re-election does not file nomination documents prior to 5:00 p.m. on August 10, 2018. Incumbents are not eligible to file during the extended period. EC 10225
82	August 16, 2018	Secretary of State to conduct Random Alpha Draw for candidate name order on ballot. EC §13111
81	August 17, 2018	Last day to file primary arguments - deadline is 12:00pm.
<u>DAYS PRIOR TO ELECTION</u>	<u>DATE</u>	<u>ACTION TAKEN</u>
74	August 24, 2018	Last day to file rebuttal arguments. Impartial Analysis also due. Deadline is 12:00 p.m.
	September 4	Public Financing request for funds due to Clerk (1st Monday monthly). Moved to 9/4 (Tuesday) due to Labor Day holiday.
57 14	September 10, 2018 October 23, 2018	Filing Period - Candidate Nomination Papers for Write-in Candidates.
40 21	September 27, 2018 October 16, 2018	Voter Information & Sample Ballot Pamphlet mailing period.
	September 27	First Pre-Election Campaign Statement due (7/1/18-9/22/18).
29 7	October 8, 2018 October 30, 2018	Vote-by-Mail Ballot may be obtained by mail between these dates. After October 30th, VBM ballots may be obtained at the office of the Registrar.
29	October 9, 2018	End of In-lieu filing period for write-in candidates (moved to E-28 due to Indigenous Peoples' Day holiday)
	October 9	Public Financing request for funds due to Clerk (1 of 3). Moved to Tuesday 10/9 due to Indigenous Peoples' Day.
	October 15	Public Financing request for funds due to Clerk (2 of 3)
15	October 22, 2018	Last Day to Register to Vote.
	October 22	Public Financing request for funds due to Clerk (3 of 3)
14	October 23, 2018	Close of write-in candidate filing period at 5:00 p.m.
	October 25	Second Pre-Election Campaign Statement due. GC §84200.7
7	October 30, 2018	City Clerk must publish list of campaign contributions of \$50 or more online and at designated locations BMC §2.12.065
Election Day	November 6, 2018	Election Day - EC §1000; Charter Art. III, Section 4.
<u>DAYS AFTER THE ELECTION</u>	<u>DATE</u>	<u>ACTION TAKEN</u>
	December 1, 2018	Taking office date for newly elected councilmembers (actual swearing in at later date). Charter Art. V, Sections 14, 14.1, 15, 16.

30	December 6, 2018	Last day for County to certify election results to city. EC §15372
35	December 11, 2018	Council to certify election results. EC §§9217, 10262, 10263; Charter Art. III, Sec. 10
	January 31, 2019	Semi-Annual Campaign Statement due (10/21/18-12/31/18).
		Updated 10/24/17

City of Berkeley Community Survey
 Final Questionnaire
 March 12, 2018

N=500 Likely 2018 General Election Voters

Splits: A B

Target Length: 20 minutes
 Current length: 14 minutes

Hello. My name is _____. I'm calling from California Opinion Surveys. We are conducting a public opinion survey and would like to ask you some questions. We are not selling anything, and won't ask you for a contribution or donation.

May I please speak with (VOTER NAME FROM FILE)? ACCEPT NO SUBSTITUTES

Q1. Are you...?

Male..... 1
 Female..... 2
 (Other) 3

Q2. 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?

Yes, cell and can talk safely 1
 Yes, cell and cannot talk safely **[CALL BACK]** 2
 No, not on cell, but own one 3
 No, not on cell, and do not own one 4
 (Don't know/refused) **[TERMINATE]** 5

Q3. [T] Although it is some time from now, what are the chances of you voting in the November 2018 general election for Governor, Congress, and other offices. 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 to vote..... 1
 Probably will vote 2
 50-50 **[TERMINATE]** 3
 Probably not **[TERMINATE]** 4
 Definitely not **[TERMINATE]** 5
 Don't know **[TERMINATE]** 6

Q4. [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 off on the wrong track?

Right direction 1
 Wrong track 2
 (Don't know) 3

Q5. [T] How would you rate the job Berkeley is doing providing city services—excellent, good, fair, or poor?

- Excellent 1
- Good..... 2
- Fair 3
- Poor 4
- (Don't know)..... 5

Q6. How has the recent tax bill passed by Congress impacted the amount of taxes your household pays annually? As far as you know, has it increased the amount of taxes you will pay, decreased the amount of taxes you will pay, or has it had no impact on the amount of taxes you will pay annually?

- Increased 1
- Decreased 2
- No impact..... 3
- (Don't know)..... 4

Q7. [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:

- Creating jobs and economic development..... 1
- Improving education and schools 2
- Managing the city budget 3
- Reducing crime 4
- Addressing homelessness 5
- Improving transportation mobility in Berkeley 6
- Making the City more bike and pedestrian friendly 7
- Building affordable housing 8
- Reducing taxes 9
- Improving city infrastructure 10
- Improving public health 11
- Improving parks and playgrounds 12
- (Don't know)..... 13

Q8. 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.

Column:

Extremely important	1
Very important.....	2
Somewhat important	3
Not too important	4
(Don't know).....	5

- a. ☒ Improving parks and playgrounds
- b. ☒ Providing affordable housing
- c. ☒ Providing homeless services
- d. ☒ Improving neighborhood and community safety
- e. Improving infrastructure like streets, parks and stormwater

Next, I'll read you a ballot measure that may appear on the Alameda County ballot in June.

Q9. In order to expand access to child care and preschool for low-and middle-income families; help homeless and at-risk children, including prevention of child abuse and neglect; attract and retain quality child care workers; and add spaces for child care at existing facilities throughout the county; shall the County of Alameda implement a thirty-year, one-half-percent county sales tax providing an estimated 140 million dollars annually, with citizens' oversight, public disclosure of spending, and mandatory annual audits?

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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

Next, I'm going to read some ballot measures that may appear on the ballot in Berkeley this November. Here's the first one.

[ROTATE Q10, Q11/12, Q13/14, AND Q15. Q13 ALWAYS IMMEDIATELY BEFORE Q14]

Q10. [COMMUNITY SAFETY] Shall the City of Berkeley increase the city sales tax by one-half percent, with the revenue going toward community safety, including enhanced community policing, increased recruitment and retention of police officers, increased mental health services, and providing ambulance transport for mental health incidents?

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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

Q11. SSA: [HOMELESS SERVICES] Shall the City of Berkeley issue a parcel tax in the amount of 6 cents per square foot, or 107 dollars per year for an average 1900 square foot home, to generate 5 million dollars annually for 12 years, with revenue going toward homeless services, such as preserving and expanding existing services, supporting rapid re-housing programs, and providing navigation centers and emergency shelter for the homeless?

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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

Q12. SSB: [HOMELESS SERVICES] Shall the City of Berkeley issue a permanent parcel tax in the amount of 6 cents per square foot, or 107 dollars per year for an average 1900 square foot home, to generate 5 million dollars annually, with revenue going toward homeless services, such as preserving and expanding existing services, supporting rapid re-housing programs, and providing navigation centers and emergency shelter for the homeless?

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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

Q13. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 100 MILLION] To finance the development and preservation of affordable housing to extremely low, very low, low, and moderate-income households, including homes for seniors, people with disabilities, and working families such as teachers, shall the City of Berkeley issue 100 million dollars in general obligation bonds, subject to citizen oversight and regular audits?

To pay off the bonds, the average home would pay an average of 72 dollars per year over 36 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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

Q14. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 50 MILLION] Now I'm going to ask you about a similar proposal which would cost a lesser amount but provide less housing. To finance the development and preservation of affordable housing to extremely low, very low, low, and moderate-income households, including homes for seniors, people with disabilities, and working families such as teachers, shall the City of Berkeley issue 50 million dollars in general obligation bonds, subject to citizen oversight and regular audits?

To pay off the bonds, the average home would pay an average of 41 dollars per year over 32 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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

Q15. [TIERED INCREASE OF PROPERTY TRANSFER TAX] Shall the City of Berkeley increase the real property transfer tax, currently 1 and one-half percent on all property sales, to 2 percent for property sales over 750,000 dollars, and 3 percent for property sales over 2 million dollars? These increases would raise approximately 9 million dollars annually, with the revenue going toward a variety of strategies for affordable housing, such as building and preserving affordable housing for extremely low to moderate-income people, including homes for seniors, people with disabilities and working families such as teachers.

Home sales under 750,000 dollars would continue to be taxed at 1 and one-half percent.

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	1
Yes - not so strongly	2
Lean yes	3
Undecided.....	4
Lean no.....	5
No - not so strongly	6
No - strongly	7
(Don't know).....	8
(Refused).....	9

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

Q16. [T] In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

- Progressive 1
- Liberal 2
- Moderate 3
- Conservative 4
- (Don't know) 5
- (Refused) 6

Q17. [T*] From which one of these sources do you get most of your news about Berkeley? **[ROTATE 1-10]**

- East Bay Times or Berkeley Voice 1
- Berkeleyside 2
- The San Francisco Chronicle or SFGate 3
- The Daily Californian 4
- City of Berkeley web, email, or social media 5
- Other print newspapers 6
- Other online news sites 7
- Radio 8
- Local television news 9
- Social media like Twitter or Facebook 10
- (Don't know/refused) 11

Q18. [T] What is the last year of schooling that you have completed? **[DO NOT READ]**

- 1-11th grade 1
- High school graduate 2
- Non-college post H.S. 3
- Some college 4
- College graduate 5
- Post-graduate school 6
- (Don't know/refused) 7

Q19. [T] Are you currently employed full-time, employed part-time, unemployed, retired, a full-time student and not working, or a homemaker?

- Employee full-time 1
- Employed part-time 2
- Unemployed 3
- Retired 4
- Full-time student and now working 5
- Homemaker 6
- (Don't know/refused) 7

Q20. [T] Do you have any children 18 years of age or younger living at home with you?

Yes 1
 No 2
 (Don't know/refused) 3

Q21. [IF Q20=YES] [T] Are any of your children currently enrolled in Berkeley public schools?

Yes 1
 No 2
 (Don't know/refused) 3

Q22. [T] Do you own your own home or do you rent?

Own 1
 Rent 2
 (Other) 3
 (Don't know/refused) 4

Q23. [T] How long have you lived in Berkeley?

Less than two years 1
 Two to five years 2
 Five to ten years 3
 Ten to twenty years 4
 More than twenty years 5
 All your life 6
 (Don't know/refused) 7

Q24. [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 1
 Black/African American 2
 Latino/Hispanic 3
 Asian/Pacific Islander 4
 Native American 5
 (Other) 6
 (Don't know/refused) 7

RECORD PARTY REGISTRATION AND AGE FROM FILE

THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME, AND HAVE A PLEASANT (DAY/EVENING).

