CITY OF OAKLAND BUDGET ADVISORY COMMISSION

Notice is hereby given that a **special meeting**(date) of the City of Oakland Budget Advisory Commission (BAC) is scheduled for <u>Wednesday</u>, <u>January 18, 2017</u> at <u>6:00 pm</u> In **The Building Bridges Room**, City Hall, 3rd Floor, at 1 Frank Ogawa Plaza.

Committee Members:

Lori Andrus, Brandon Baranco, Jon Bauer, Ken Benson, Margurite Fuller, Ed Gerber, Ken Houston, Alicia John-Baptiste, Geoffrey Johnson, Darin Ranahan, Robin Raveneau, Noelle Simmons, Adam Van de Water, Danny Wan, & Jennifer West

City's Representative:

Brad Johnson- City Administrator's Office

Meeting Agenda:

- 1. Administrative Matters
 - a. Welcome
 - b. Attendance
 - c. Approval of Draft Minutes
 - November 28th 2016
 - December 7th 2016
- 2. Greetings & remarks from special guest Mayor Libby Schaaf
- 3. Informational Update on CIP Process and Mayor's Infrastructure Working Group, please see the invitation in the agenda materials
- 4. Informational Update on the City's Budget Process and Timeline
- 5. Update on and results from the City of Oakland 2017 Budget Priorities Public Poll.
- 6. Open Forum
- 7. Discussion of Future Meeting Dates, (Tentatively February 8th, March 8th, and April 12th)
- 8. Adjournment

CITY OF OAKLAND BUDGET ADVISORY COMMISSION

Draft Minutes

Special Meeting, Monday, December 7, 2016 6:00 pm in the Hearing Room 4, City Hall, 2nd Floor, 1 Frank Ogawa Plaza.

Commission Members Present (15-0):

Brandon Baranco, Jon Bauer, Ed Gerber, Geoffrey Johnson, Darin Ranahan, Noelle Simmons, Adam Van de Water, Danny Wan, & Jennifer West

Commission Members Absent:

Lori Andrus, Ken Benson, Margurite Fuller, Ken Houston, Alicia John-Baptiste, Robin Raveneau,

City's Representatives:

Brad Johnson- City Administrator's Office

Meeting Minutes:

- 1. Administrative Matters- 6:00pm Meeting Called to Order
 - a. Welcome
 - b. Attendance Quorum Confirmed
- 2. Discussion and Possible action on questions for inclusion in the Biennial Budget Priorities Poll and conversation with professional polling firm. Please see agenda materials for a sample of draft questions. See the below notes regarding those questions
 - Items marked with "(T's)" are tracked questions.
 - Q2, Q5 and Q6 we not discussed at the prior meeting but might be of interest to the BAC, particularly is we tracked them over time.
 - Q7 is essentially left exactly as it was in the last survey
 - Q8, Q9 and Q10 are all potential alternatives to Q7to test goals or values, along the lines of the different structures that were discussed at the past meeting. The categories (options) used are merely samples.
 - Q11 is essentially unchanged, except the two additions at the end and changing the preamble to focus less on looming budget cuts.
 - Q12 attempts address the discussion regarding means of service delivery.

BAC Members opted to:

- Eliminate Question 2
- Add Fire Safety and Code Enforcement as specifically coded disaggregation options for Question 3
- Use Question 8 instead of Questions 7, 9, or 10 and modify the language of priority option to the following:
 - o A safe city
 - o A sustainable, prosperous economy that creates quality jobs
 - o An attractive, vibrant community
 - o A just, equitable and diverse community
 - Competent and effective delivery of City services
- Add the following items to Question 10:
- Providing services to Oakland's immigrant population
- Ensuring current residents are not priced out of the Oakland housing market
- Reducing and preparing for climate change
- Providing services to homeless populations

The BAC Voted unanimously 9-0 to approve the noted changes and the final public poll and survey. The BAC gave the City's Representative the authority to many any minor changes, optimizations, or alterations consistent with the BAC's intent and goals.

3. Open Forum

4. Adjournment, Discussion of January Meeting Dates BAC Members selected January 18th at the date of a special meeting in lieu of a regular meeting on January 11th

CITY OF OAKLAND BUDGET ADVISORY COMMISSION

Draft Minutes

Special Meeting, Monday, November 28, 2016 6:00 pm in the Hearing Room 4, City Hall, 2nd Floor, 1 Frank Ogawa Plaza.

Commission Members Present (10-5):

Lori Andrus, Brandon Baranco, Jon Bauer, Margurite Fuller, Ed Gerber, Alicia John-Baptiste, Geoffrey Johnson, Darin Ranahan, , Adam Van de Water, & Jennifer West

Commission Members Absent:

Ken Benson, Ken Houston, Robin Raveneau, Noelle Simmons, & Danny Wan

City's Representatives:

Brad Johnson- City Administrator's Office

Meeting Minutes:

- 1. Administrative Matters
 - a. Welcome 6:00pm Meeting Called to Order
 - b. Attendance Quorum Confirmed
 - c. Approval of draft minutes Approved Unanimously
- 2. A Brief discussion of the results of the November 8th Election and future steps regarding the BAC's recommendations for Capital Planning. See agenda materials for the BAC's past recommendations.
 - The BAC decided to designate a sub-group to meet with City staff regarding the approved Bond Measure KK, the Capital Improvements Process, and Implementation Issues
- 3. Discussion and Possible action on questions for inclusion in the Biennial Budget Priorities Poll and conversation with professional polling firm. Please see agenda materials for the prior biennial cycle's survey.

The BAC asked FM3 the City's Polling consultant to prepare a new draft pool that: Presents options for alternatives to Question 5 including an "allocate \$100" type. Eliminates question 6, 9, & 10

Modifies question 8 to better address the issues of mode of service delivery

- 4. Open Forum
- 5. Adjournment, Possible Special Meeting Dates for the remainder of 2016:
 - December 5th 2016
 - December 7th 2016 This date was selected for subsequent special meeting.

Dear Budget Advisory Commission Members,

On behalf of Oakland Mayor Libby Schaaf, I would like to invite you or a designated representative from your organization, to serve on a Mayor's Infrastructure Working Group to help us develop new principles and priorities to forge the path toward equitable and resilient capital investment.

As you know, the passage of the Infrastructure and Affordable Housing Bond (Measure KK received 82.4% Yes votes!) presents Oakland with an incredible opportunity and an enormous responsibility to reinvest in our vital infrastructure. As we work to propose our first bond issuance and develop Oakland's Fiscal Year 2018-20 Budget & Capital Improvement Program, there is a critical need for us to develop the equity, resilience, and mobility metrics we required in our bond ordinance. The application of these historically important new metrics will ensure that our capital investments are smart and equitable, and carry us towards our collective vision of an inclusive, resilient and thriving city. (I have included the relevant language from the Bond Ordinance below.)

I am proposing that the Working Group meet approximately 3 times in January and February to lay out the guiding principles for the process and advise the City's capital planning staff. The Working Group's effort will result in a policy and procedure recommendation to be presented to City Council.

The meeting dates are proposed below, though we can refine the dates and times together:

- January 19th, 9:00-10:30am Kickoff: Mayor Schaaf will attend to present her capital improvement expenditure principles and goals. Group introductions, discussion to align definitions of what an equity, resilience, and mobility oriented CIP means for Oakland. Consideration of specific metrics and prioritization methodologies.
- 2. **February 9th, 9:00-10:30am- Methodology**: Staff to present proposed CIP methodologies based on previous Working Group guidance, group to provide feedback
- 3. **February 23rd, 9:00-10:30am Recommendations:** Staff to present revised CIP prioritization methodology. Group to provide feedback and finalize recommendations to City Council.

Members of the Mayor's Infrastructure Working Group will be invited, though are not required, to help present and discuss the recommendations at public Budget/CIP development community forums that take place March-May.

As our U.S. Department of Transportation Secretary Anthony Foxx says, infrastructure is a "ladder to opportunity." We know that streets and transit routes make it possible to access family-supporting jobs. Parks and recreation centers provide spaces to exercise, play, and socialize. Libraries connect people to learning opportunities. Infrastructure is the skeletal support that connects people to resources, opportunities, and each other.

Please let me know if you are able to serve on Mayor Schaaf's Infrastructure Working Group. Your expertise and leadership would be of great value to the City. With your help, we are poised to dramatically improve health, quality of life, and economic security for all Oaklanders.

Sincerely,

Matt Nichols
Policy Director, Infrastructure & Transportation
Office of Mayor Libby Schaaf | City of Oakland
One Frank H. Ogawa Plaza, 3rd Floor | Oakland, CA 94612
510-238-7608 | mdnichols@oaklandnet.com

Fairbank,
Maslin,
Maullin,
Metz &
Associates
FM3

2017 CITY OF OAKLAND BUDGET PRIORITIES SURVEY 320-728-WT

N=1202

MARGIN OF SAMPLING ERROR ±2.8% (95% CONFIDENCE INTERVAL) A/B SPLIT

	concern people in Oakland. I am		Ve're conducting a survey about issues and I won't ask for a donation of any
May	R LISTED VOTER SAMPLE, RI I speak to ? (YOU TER LIVES AT THE ADDRESS	J MUST SPEAK TO THE VO	TER LISTED. VERIFY THAT THE
May	R RDD SAMPLES, READ THE I I speak with the adult in your AILABLE, ASK:) May I speak to a	household who celebrated a	birthday most recently? (IF NOT busehold who is 18 years old or older?"
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A.		ut endangering yourself or othe	ll phone, and if so, are you in a place rs? (IF NOT ON A CELL PHONE,
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		not talk safely	
		out own one	
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		DK/NA/REFUSED	
(ASF	K ONLY IF RDD SAMPLE)		
B.	In what year were you born?		
		1998-1992 (18-24)	12%
		,	11%
			13 %
			8%
			9 <i>%</i>
		1971-1967 (45-49)	9%
		1966-1962 (50-54)	8%
		1961-1957 (55-59)	8%
		1956-1952 (60-64)	7%
		1951-1942 (65-74)	9%

1941 or earlier (75+)------6%

(ASK ONLY IF RDD SAMPLE)

C. I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? (TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST BELOW)

94601 16%
94602 11%
946038%
946042%
94605 13 %
946067 %
946075%
946084 %
946094 %
946106%
946119%
946122 %
946183 %
946195%
946215 %
All other responses TERMINATE

(RESUME ASKING ALL RESPONDENTS)

1. **(T)** Generally speaking, how would you rate Oakland as a place to live: is it an excellent place to live, a good place, only fair, or a poor place to live?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD		64%	61%	70%	73%
Excellent	18%	19%	19%	26%	- 27%
Good	47%	45%	42%	44%	- 46%
FAIR/POOR	- 34%	35%	38%	30%	- 26%
Only fair	28%	27%	30%	22%	- 20%
Poor	6%	8%	- 8%	9%	6%
Poor	6%	8%	- 8%	9%	6%

2. **(T)** Next, in the upcoming two-year budget, what are the <u>two</u> most important issues facing Oakland residents that you would like to see prioritized in the City government budget? **(DO NOT READ OPTIONS; OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE)**

IS COMPLETE)	EIDCE	CECOND
	FIRST CHOICE	SECOND CHOICE
	CHOICE	CHOICE
Housing costs/Affordability	29%	10%
Crime/Violence/Safety		
Education/Public schools		
Police/Law enforcement		
Homelessness		
Street and sidewalk maintenance	·	
Jobs/Keeping businesses		
Government waste/inefficiency		
Taxes too high		
Infrastructure		
Public transportation/Buses		
Traffic congestion/Traffic flow		
Youth activities		
Cleaner city	1%	1%
Gentrification		
Blight/Abandoned buildings	0%	0%
Code enforcement		
Drug abuse	0%	1 %
Dumping/Illegal dumping	0%	0%
Emergency medical response/Fire safety		
Environment	0%	1 %
Fire safety/Fire inspections	0%	0%
Garbage/recycling pick-up		
Library services		
Revitalizing downtown		
Revitalizing neighborhoods	0%	0%
Street lighting		
Water supplies		
Food prices/access		
Health care		
	0%	
Stadium/Coliseum		
Social/public services	0%	1%
Other		
(DK/NA)	5%	23 %

3. **(T)** Next, how would you rate the overall job being done by Oakland City government in providing services to the people who live here: excellent, good, only fair or poor?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	34%	40%	30%	32%	34%
Excellent	4%	5%	- 2%	3%	3%
Good	-30%	35%	28%	28%	- 31%
FAIR/POOR	-62%	56%	67%	-62%	- 62%
Only fair	-49%	42%	49%	44%	- 42 %
Poor	- 13 %	14%	18%	18%	- 20%
(DON'T KNOW/NA)	4%	4 %	- 2%	6%	4%

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH OAKLAND'S CITY GOVERNMENT BUDGET.

4. First, how closely do you follow issues related to the Oakland City budget? (**READ LIST**)

EXT/VERY CLOSELY16%
Extremely closely4%
Very closely 12%
Somewhat closely37%
NOT TOO/NOT AT ALL CLOSELY46%
Not too closely 29%
Not at all closely18%
(DON'T KNOW/NA)1%

5. And how interested are you in learning more about Oakland's City budget and how its funds are allocated? (**READ LIST**)

EXT/VERY INTERESTED46%
Extremely interested 14%
Very interested 32 %
Somewhat interested 34%
NOT TOO/NOT AT ALL INTERESTED 18%
Not too interested 11%
Not at all interested7%
(DON'T KNOW/NA)1 %

6. Next, I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. (READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)

	\$ <u>0-\$10</u>	<u>\$11-\$20</u>	<u>\$21-\$30</u>	<u>\$31+</u>	MEAN \$ AMOUNT
[] A safe city	12%	47%	23 %	18%	<i>\$24.8</i>
[] A sustainable, prosperous economy that creates quality jobs	15%	52%	21%	12%	\$22.6
[] An attractive vibrant community					\$15.0
[] A just, equitable and diverse community	28%	52%	13 %	6%	\$18.2
[] Competent and effective delivery of City services	24%	55%	15%	7%	\$19.4
TOTAL					\$100

7. Now I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. After you hear each one, please tell me [] whether you think cuts should be made to that service in order to balance the budget, or [] whether you would be willing to pay additional taxes or fees to maintain or improve that service. (RANDOMIZE CUTS/WILLING TO PAY PHRASES) (IF CUTS, ASK: "Would you be willing to make large cuts or just some cuts?") (IF PAY MORE, ASK: "Would you be willing to pay a little more to maintain this service, or pay significantly more to improve it?") (RANDOMIZE)

		LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO <u>IMPR</u>	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[]a.	(T) Library services and hours							
	2017	3 %	15%	47%	22%	13 %	18%	69%
	2015	7%	26%	49%	15%	4%	33%	64%
[]b.	(T) Fire prevention and response							
	2017	2 %	9%	54%	25%	10%	11%	79%
	2015						17%	78%
[]c.	(T) Artistic and cultural activities and events 20172015		/-	/ -		,-	23% 45%	67% 51%
[]d.	(T) Timely response to resident requests for services 2017		/-	, -	, -	, .	16% 25%	72% 65%

[]e. (T) Youth programs at City parks and recreation centers 2017	OTAL PAY IORE
2017	
2015 3% 3% 3% 3% 21% 7 []f. Providing services to Oakland's immigrant population 2017 6% 13% 45% 24% 12% 19% 6 []g. (T) Clean-up and removal of illegal dumping 2017 4% 13% 42% 33% 9% 16% 7	
[]f. Providing services to Oakland's immigrant population 2017 6% 13% 45% 24% 12% 19% 6 dumping 2017 4% 13% 42% 33% 9% 16% 7	32% 76%
immigrant population 2017 6% 13% 45% 24% 12% []g. (T) Clean-up and removal of illegal dumping 2017 4% 13% 42% 33% 9% 16% 7	0 %
2017 6% 6% 45% 24% 12% 19% 6 []g. (T) Clean-up and removal of illegal dumping 2017 4% 4% 42% 33% 9% 16% 7	
[]g. (T) Clean-up and removal of illegal dumping 2017 4% 4% 42% 33% 9% 16% 7	
dumping 2017 4% 4% 42% 33% 9% 16% 7	59%
dumping 2017 4% 4% 42% 33% 9% 16% 7	
2015 $6%$ $51%$ $16%$ $5%$ $29%$ $6%$	75%
	57%
[]h. (T) Job training and employment	
programs	
	81%
2015 5% 5% 48% 29% 3% 20% 7	77%
[]i. (T) Maintenance of public parks,	
street medians, and other open space	
	74%
2015 4% 56% 11% 3% 30% 6	66%
[]j. Providing services to homeless	
populations	
20177% 2%7% 38% 44%7% 10%	33%
(SPLIT SAMPLE A ONLY)	
[]k. (T) Child care and Head Start	
programs	
	31%
20154%4%49%27%4% 20% 7	76%
[]l. (T) Removal of graffiti	
20179%9%34%14% 35% 5	51%
20155% 52% 4	13%
[]m. (T) Maintenance of public buildings	
· · · · · · · · · · · · · · · · · · ·	50%
2015 5% 5% 41% 8% 6% 44% 4	19%

		LARGE	SOME	PAY I	PAY SIG MRE TO		TOTAL	TOTAL PAY
(CDI I		<u>CUTS</u>	<u>CUTS</u>	<u>MNTN</u>	<u>IMPR</u>	(DK/NA)	<u>CUTS</u>	<u>MORE</u>
(SPL) []n.	Ensuring current residents are not priced out of the Oakland housing market							
	2017	4 %	11 %	33%	- 39%	13 %	<i>15</i> %	72%
[]o.	(T) Addressing abandoned homes and businesses	<i>C</i> M	150	268	27.0	150	22 %	(28)
	2017		-		-		22%	63%
	2015	9%	29%	40%	- 13%	9%	39%	53%
[]p.	(T) Programs to retain, expand, and attract businesses to Oakland 2017	6.0%	22 W	29 %	22 %	100%	28%	62%
	2017		-				20 % 37%	57%
	2013	/ %	30%	43 %	- 14%	0%	3/%	3/%
[]q.	(T) Neighborhood traffic congestion improvements							
	2017		-				28%	57%
	2015	9%	36%	37%	- 11%	7%	45%	48%
[]r.	(T) Police protection in your neighborhood 2017		-			-	14%	74%
	2015	5%	12%	43%	- <i>36%</i>	4%	<i>17</i> %	79%
[]s.	(T) Flood prevention and storm drain maintenance	4 07	1507	100	21 %	1207	19%	69%
	2017				-	-	19% 34%	59%
	2013	5 /0	29 /0	4 0 /0	- 12 /0	//0	J4 /0	39 /0
(SPL)	T SAMPLE B ONLY)							
[]t.	(T) Emergency medical response							
.,	2017	2 %	7%	52%	- 26%	12%	10%	78%
	2015	<i>3</i> %	11%	55%	- 26%	5%	<i>14</i> %	80%
[]u.	(T) Street lighting in your neighborhood							
	2017						22%	65%
	2015	5%	26%	51%	- 12%	7%	31%	62%
[]v.	(T) Programs at senior centers	2.04	10.09	E0.09	22.07	120	1504	73 04
	2017		-		-		15%	72%
	2015	J %	<i>24</i> %	<i>32%</i>	- 14%	0%	28%	66%

(CDI I	T CAMPLE D CONTENTION	LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
,	T SAMPLE B CONTINUED)							
[]w.	(T) Housing programs and affordable housing development 2017	20%	100%	2107	40.0%	9 07.	13%	80%
	2017						22%	75%
	2013	0%	10%	48%	2/%	3 %	22%	/3%
[]x.	(T*) Keeping existing professional sports teams							
	2017	, .	, -		, _		49%	40%
	2015	30%	30%	27%	7%	6%	60%	34%
[]y.	Reducing and preparing for climate change 2017	7%	19%	35%	26%	13%	26%	62%
[]z.	(T) Improvements to bicycle, pedestrian, and public transit services/infrastructure 2017	5 %	18%	A1 %	24%	11%	24%	65%
	2017				-		35%	61%
	2013	/ %	2/%	4/%	1 4 %	4 %	35%	01 %
[]aa.	(T) Violence prevention and intervention services							
	2017	- /-	- , -			- / -	11%	81%
	2015	4%	11%	48%	32%	5%	15%	80%
[]bb.	streets and broken sidewalks	2~	0.64	40.00	42.00	. ~	120	0.40
	2017		- , -	, -		- , -	12%	84%
	2015	4%	16%	33 %	22%	3%	20%	77%

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU ABOUT HOW YOU INTERACT WITH THE CITY OF OAKLAND.

8. Which of the following methods would you <u>most like to be able to use</u> to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? (**READ LIST**; **ACCEPT MULTIPLE RESPONSES**)

In person 25%
Online through a website57%
With a mobile app 23 %
Texting 16%
On the phone 26%
By email25%
Through the U-S mail 14%
Other (SPECIFY)0%
(DON'T READ) DK/NA2%

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

9. **(T)** About how long have you lived in Oakland? **(READ LIST)**

Less than two years5%
Two to five years 14%
Six to ten years16%
11 to 20 years 20%
21 to 40 years25%
41 years or more 18%
(DON'T READ) Don't know/Refused1%

10. **(T)** Do you own or rent the house or apartment where you live?

Own53%	
Rent45%	
(DON'T READ) Don't know/Refused 3%	

11. **(T)** Next, what is your marital status: are you married, living with a partner, single, widowed, or divorced?

Married 38%
Living with a partner7%
Single 39%
Widowed5 %
Divorced7%
(DK/NA)3%

12.	(T) Are there any children under the age of 18 living in your household?		
		Yes	26%
		No	
		(DK/NA)	= :
13.	(T) What is your current employ	ment status? Are you? (READ LIST	")
		Employed full-time	48%
		Employed part-time	
		Self-employed or work from	
		A homemaker who does not	
		work outside the home	2%
		Retired	19%
		A student	3%
		Unemployed	5%
		(DON'T READ) Refused	3 %
(IF '	'EMPLOYED FULL-TIME" OR	"PART-TIME" IN Q13, ASK:)	
14.	(T) Is your work located in the (City of Oakland or not?	
		In Oakland	46%
		Not in Oakland	52 %
		(DON'T READ) Don't know	v/Refused2%
(RES	SUME ASKING ALL RESPOND Which of the following modes MULTIPLE RESPONSES)	ENTS) of transportation do you use regularly	y? (READ LIST, ACCEPT
		Driving alone	72 %
		Carpool	14 %
		Biking	
		Walking	21%
		Riding buses	19%
		Riding BART	32 %
		Services like Uber or Lyft	17%
		(DON'T READ) DK/NA/RE	
16.	(T) What was the last level of so	hool you completed?	
		High school graduate or less-	15%
		Some college	
		Business/vocational school	
		College graduate (4)	
		Post-graduate work/	
		Professional school	20%
		(DON'T READ) DK/Refuse	

17. **(T)** With which racial or ethnic group do you identify yourself: Latino or Hispanic; African American or Black; White or Caucasian; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic 18	%
African American/Black25	%
White/Caucasian35	%
Asian/Pacific Islander11	%
(MIXED RACE)5	%
(OTHER)3	%
(DON'T READ) DK/NA/REFUSED3	%

(ASK Q18 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q17)

18. **(T)** More specifically, would you say that you are: **(READ LIST)**

Chinese 49%
Filipino8%
Indian5%
Cambodian3%
Laotian2%
Pacific Islander4%
Japanese3 %
Korean9%
Vietnamese 10%
(MIXED RACE)1%
(OTHER)5%
(DON'T READ) DK/NA/REFUSED0%

(RESUME ASKING ALL RESPONDENTS)

19. **(T)** I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2016?

\$30,000 and under 13%
\$30,001 - \$60,000 17%
\$60,001 - \$75,000 13 %
\$75,001 - \$100,000 12%
\$100,001 to \$150,000 10%
\$150,001 and over 12%
(DON'T READ) Refused23%

20. **(T)** Were you born in the United States or did you immigrate to the United States?

Immigrated to U.S	-9%
Born in U.S	
(DON'T READ) DK/NA	-2%

(ASK Q21 ONLY IF CODE 1 IN Q20)

21. **(T)** In which country were you born? **(RECORD VERBATIM RESPONSE AND CODE AFTERWARDS)**

China 16%	Guatemala	1 %
Mexico 14%	Honduras	1 %
Central America4%	Hungary	1 %
El Salvador4 %	Iran	1 %
United Kingdom/	Israel	1 %
Great Britain4%	Italy	1 %
Canada 3 %	Lao	1 %
Cuba3 %	Malta	1 %
France 3 %	Nicaragua	1 %
Germany 3 %	Nigeria	1 %
Korea 3 %	Palestine	1 %
Vietnam 3 %	Panama	1 %
Argentina2 %	Philippines	1 %
Asian2 %	Poland	1 %
Ethiopia2 %	Portugal	1 %
India2 %	South Africa	1 %
Japan2 %	Sweden	1 %
Switzerland2%	Taiwan	1 %
Africa1 %	Trinidad	1 %
Australia 1 %	Venezuela	1 %
Bermuda1 %	Yemen	1 %
Cambodia 1 %	Jamaica	0%
Canton1 %	DK/NA/Refused	3 %
Egypt 1 %		

(ASK IN RDD SAMPLES ONLY)

22. Are you a registered voter in the City of Oakland?

Yes	37	%
No 1	11	%
(DON'T READ) Refused	-2	%

(ASK IN RDD SAMPLES AND CODE 1 – YES – IN Q22 ONLY)

23. Are you registered as a Democrat, as a Republican, as a member of another political party, or as having no party preference?

Democrat	65 %
Republican	9%
Other	9%
No Party Preference	13 %
(DON'T READ) Refused	6%

(ASK IN RDD SAMPLE ONLY)

24. Here is my final question. Could you tell me the cross streets of the closest intersection near where you live? **(WRITE IN STREET NAMES)**

and _____ THANK AND TERMINATE Male------48% **SEX (BY OBSERVATION):** Female ----- 52 % Democrat------ 68% **PARTY REGISTRATION (Voter File):** Republican -----5% No Party Preference-----22% Other-----5% Democrat------ 62 % **COMBINED PARTY:** Republican ------6% No Party Preference-----16% Other------6% Refused -----2% Not registered ------6% LANGUAGE OF INTERVIEW: English-----96% Spanish -----3 % Chinese ------1 % Voter File ----- 50% **SAMPLE SOURCE:** Enhanced RDD ----- 50% A------50% **SPLIT:**

B------50%

FROM VOTER FILE:

ELECTION FLAGS	COMBINED AGE
G10 53 %	78-2921 %
P12 29%	8 30-39 22 %
G12 67 %	<i>d</i> 40-49 18%
P14 26%	50-548%
G14 53 %	55-597%
P16 64%	60-647%
Blank 14%	65-749%
	75+7%
VOTER FILE AGE	Blank0%
18-29 19 %	70
30-39 23 %	CITY COUNCIL DISTRICT
40-49 17 %	City Council District 1 16%
50-54 7 %	City Council District 2 14%
55-59 6%	City Council District 3 15%
60-64 8 %	City Council District 4 15%
65-74 10%	City Council District 5 12%
75+8%	City Council District 6 13%
Blank 1 %	City Council District 7 12%
	Blank2%

Fairbank,
Maslin,
Maullin,
Metz &
Associates
FM3

2017 CITY OF OAKLAND BUDGET PRIORITIES SURVEY 320-728-WT

N = 602

RDDMARGIN OF SAMPLING ERROR $\pm 4.0\%$ (95% CONFIDENCE INTERVAL)
A/B SPLIT

from , a public opinion research firm. We're conducting a survey about issues that concern people in Oakland. I am not trying to sell you anything and I won't ask for a donation of any kind. (FOR LISTED VOTER SAMPLE, READ THE FOLLOWING INTRO:) ? (YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE May I speak to VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.) (FOR RDD SAMPLES, READ THE FOLLOWING INTRO:) May I speak with the adult in your household who celebrated a birthday most recently? **AVAILABLE, ASK:**) May I speak to another adult member of your household who is 18 years old or older?" (IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH OR CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER) Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place A. where you can talk safely without endangering yourself or others? (IF NOT ON A CELL PHONE, **ASK:** "Do you own a cell phone?") Yes, cell and can talk safely ------61% Yes, cell but cannot talk safely ------ TERMINATE No, not on cell, but own one ----- 34% No, not on cell and do not own one -----5% (DON'T READ) DK/NA/REFUSED------TERMINATE (ASK ONLY IF RDD SAMPLE) In what year were you born? B. 1998-1992 (18-24)------ 12% 1991-1987 (25-29)------ 11% 1986-1982 (30-34)------ 13 % 1981-1977 (35-39)------8% 1976-1972 (40-44)-----9% 1971-1967 (45-49)-----9% 1966-1962 (50-54)------8% 1961-1957 (55-59)------8%

> 1956-1952 (60-64)------7% 1951-1942 (65-74)-----9% 1941 or earlier (75+)-----6%

(ASK ONLY IF RDD SAMPLE)

C. I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? (TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST BELOW)

94601 16%
94602 11%
946038%
946042%
94605 13 %
946067 %
946075%
946084 %
946094 %
946106%
946119%
946122 %
946183 %
946195%
946215 %
All other responses TERMINATE

(RESUME ASKING ALL RESPONDENTS)

1. **(T)** Generally speaking, how would you rate Oakland as a place to live: is it an excellent place to live, a good place, only fair, or a poor place to live?

	<u>2000</u>	2002	<u>2005</u>	<u>2015</u>	<u>2017</u>
EXCELLENT/GOOD	- 65%	64%	61%	70%	- 70%
Excellent	- 18%	19%	19%	-26%-	- 27%
Good	- 47%	45%	42%	44%	- 43 %
FAIR/POOR	-34%	35%	38%	-30%-	- 29%
Only fair	2007	07 M	200	22 01	0107
Only fail	- 28%	21%	<i>3</i> 0%	22%	- 21%
Poor					
•					

2. **(T)** Next, in the upcoming two-year budget, what are the <u>two</u> most important issues facing Oakland residents that you would like to see prioritized in the City government budget? **(DO NOT READ OPTIONS; OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE)**

IS COMPLETE)	EIDCT	CECOND
	FIRST CHOICE	SECOND CHOICE
	CHOICE	CHOICE
Housing costs/Affordability	26%	10%
Crime/Violence/Safety		
Education/Public schools		
Police/Law enforcement		
Homelessness		
Street and sidewalk maintenance	·	·
Jobs/Keeping businesses		
Youth activities		
Infrastructure	2%	4%
Drug abuse	1%	1 %
Government waste/inefficiency		
Taxes too high	1%	1%
Traffic congestion/Traffic flow		
Cleaner city		
Stadium/Coliseum	1%	0%
Blight/Abandoned buildings	0%	0%
Code enforcement		
Dumping/Illegal dumping	0%	1 %
Emergency medical response/Fire safety	0%	0%
Environment	0%	0%
Fire safety/Fire inspections	0%	0%
Garbage/recycling pick-up		
Library services		
Public transportation/Buses		
Revitalizing downtown		
Revitalizing neighborhoods		
Street lighting		
Water supplies		
Food prices/access		
Health care		
Parks	0%	0%
Gentrification		
Social/public services	0%	1%
Other		
(DK/NA)	4%	22 %

3. **(T)** Next, how would you rate the overall job being done by Oakland City government in providing services to the people who live here: excellent, good, only fair or poor?

	2000	2002	2005	<u>2015</u>	2017
EXCELLENT/GOOD	- 34%	40%	30%-	32%-	- 35%
Excellent	4%	5%	2%	3%	4%
Good	- 30%	- 35%	- 28%	28%	- 31%
FAIR/POOR	- 62%	- 56%	67%-	62%	- 61%
Only fair	- 49%	- 42%	49%-	44%	- 41%
Poor	- 13 %	- 14%	- 18%	18%	- 20%
(DON'T KNOW/NA)	4%	4%	2%	6%	4%

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH OAKLAND'S CITY GOVERNMENT BUDGET.

4. First, how closely do you follow issues related to the Oakland City budget? (**READ LIST**)

EXT/VERY CLOSELY	19%
Extremely closely	
Very closely	15%
Somewhat closely	38%
	120%
NOT TOO/NOT AT ALL CLOSELY	4270
Not too closely	25%
	25%

5. And how interested are you in learning more about Oakland's City budget and how its funds are allocated? (READ LIST)

EXT/VERY INTERESTED	44%
Extremely interested	16%
Very interested	28%
Somewhat interested	35%
NOT TOO/NOT AT ALL INTERESTED	20%
Not too interested	13%
Not at all interested	-7%
(DON'T KNOW/NA)	-1%

6. Next, I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. (READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)

	\$ <u>0-\$10</u>	<u>\$11-\$20</u>	<u>\$21-\$30</u>	<u>\$31+</u>	MEAN \$ AMOUNT
[] A safe city[] A sustainable, prosperous economy	11%	46%	23 %	20%	\$25.6
that creates quality jobs	15%	52%	21%	11%	\$22.2
[] An attractive vibrant community	41%	51%	7%	1%	<i>\$14.9</i>
[] A just, equitable and diverse community [] Competent and effective delivery	28%	55%	12%	6%	\$18.1
of City services	24%	55%	15%	6%	\$19.2
TOTAL					\$100

7. Now I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. After you hear each one, please tell me [] whether you think cuts should be made to that service in order to balance the budget, or [] whether you would be willing to pay additional taxes or fees to maintain or improve that service. (RANDOMIZE CUTS/WILLING TO PAY PHRASES) (IF CUTS, ASK: "Would you be willing to make large cuts or just some cuts?") (IF PAY MORE, ASK: "Would you be willing to pay a little more to maintain this service, or pay significantly more to improve it?") (RANDOMIZE)

		LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO <u>IMPR</u>	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[]a.	(T) Library services and hours 2017	- , -	/-	/ -			15% 33%	74% 64%
[]b.	(T) Fire prevention and response 2017	- , -		/ -			10% 17%	79% 78%
[]c.	(T) Artistic and cultural activities and events 2017	- , -		/ -	, -	, -	20% 45%	70% 51%
[]d.	(T) Timely response to resident requests for services 2017	- , -	, -	, .	, .	, .	15% 25%	71 % 65 %

		LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[]e.	(T) Youth programs at City parks	<u>ee15</u>	<u>cc15</u>	WINTIN	IVII K	(<u>DIV/111)</u>	<u>cc15</u>	MORE
	and recreation centers	2~	= ~	45 ~	2.5 %	0 ~	100	00%
	2017 2015		-	-			10% 21%	82% 76%
	2013	<i>J</i> /0	10 /0	52 /0	- 27/0	3 /0	21 /0	7070
[]f.	Providing services to Oakland's							
	immigrant population	601	1 4 07	4.5.07	2407	1107	2007	6004
	2017	0%	14 %	45%	- 24%	11%	20%	69%
[]g.	(T) Clean-up and removal of illegal							
	dumping							
	2017 2015	-		-			17%	75%
	2013	0%	22%	31%	- 10%	3%	29%	67%
[]h.	(T) Job training and employment							
	programs							
	2017	=					10%	81%
	2015	5%	15%	48%	- 29%	3%	20%	77%
[]i.	(T) Maintenance of public parks,							
	street medians, and other open space							
	2017	- /-	/ -	/-		- /-	17%	75%
	2015	4%	27%	56%	- 11%	3%	30%	66%
[]j.	Providing services to homeless							
2 35	populations							
	2017	2 %	7%	39%	- 44%	8%	9%	83%
(SPLI	T SAMPLE A ONLY)							
[]k.	(T) Child care and Head Start							
.,	programs							
	2017			-			9%	80%
	2015	4%	16%	49%	- 27%	4%	20%	76%
[]1.	(T) Removal of graffiti							
	2017	10%	25%	34%	- 17%	14%	<i>36</i> %	51%
	2015	14%	38%	33%	- 10%	5%	52%	43%
[]m.	(T) Maintenance of public buildings							
[]III.	2017	5%	19%	44%	- 16%	15%	24%	60%
	2015			-			44%	49%
						l		

		LARGE	SOME	PAY 1	PAY SIG MRE TO		TOTAL	TOTAL PAY
		CUTS	CUTS	<u>MNTN</u>	IMPR	(DK/NA)	<u>CUTS</u>	<u>MORE</u>
(SPLI []n.	T SAMPLE A CONTINUED) Ensuring current residents are not priced out of the Oakland housing market							
	2017	5%	12 %	34%	- 37%	14%	16%	70%
[]o.	(T) Addressing abandoned homes and businesses 2017	6.07	1607	2501	2607	1607	2201	Z 1 07
	2017						23% 39%	61 % 53 %
[]p.	(T) Programs to retain, expand, and attract businesses to Oakland							
	2017	-				-	25 %	63%
	2015	/%	30%	43%	- 14%	6%	37%	57%
[]q.	(T) Neighborhood traffic congestion improvements							
	2017 2015		=			-	28% 45%	56% 48%
	2013	9%	30%	3/%	- 11%	/%	43%	40%
[]r.	(T) Police protection in your neighborhood							
	2017 2015	-				-	12% 17%	76% 79%
	2013	3 /0	12/0	43 /0	- 30 /0	4 /0	17 /0	7970
[]s.	(T) Flood prevention and storm drain maintenance	. ~	10.00	40.00	21 ~	10 ~	1=~	5 0~
	2017 2015	- /-	/-			/-	17% 34%	70% 59%
	2013	370	27 70	10 70	12 /0	7 70	3170	3770
•	T SAMPLE B ONLY)							
[]t.	(T) Emergency medical response	2%	7 <i>%</i>	52%	28%	11%	9%	80%
	2015		- , -	/ -	, -	/-	14%	80%
[]u.	(T) Street lighting in your neighborhood	E od	160	4 7 64	100	12.07	210	
	2017 2015			· ·			21 % 31 %	66% 62%
	2010	<i>J /0</i>		- J1 /0 	- 12/0	 / /0	J1 /0	02 /0
[]v.	(T) Programs at senior centers			. =			.	
	2017 2015	-	=			-	14%	75%
	2013	J %	24 %	32%	- 14%	o%	28%	66%

(SPLI	T SAMPLE B CONTINUED)	LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO <u>IMPR</u>	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[]w.	(T) Housing programs and affordable housing development 2017	- , -			/ -		12% 22%	79% 75%
[]x.	(T*) Keeping existing professional sports teams 2017						44% 60%	45% 34%
[]y.	Reducing and preparing for climate change 2017	7%	19%	37%	24%	13%	26%	61%
[]z.	(T) Improvements to bicycle, pedestrian, and public transit services/infrastructure 2017						24% 35%	64% 61%
[]aa.	(T) Violence prevention and intervention services 2017	- /-	- / -	/ -		/ -	11% 15%	80% 80%
[]bb.	(T) Repair of potholes in City streets and broken sidewalks 2017	- /-	/-	/ -		- /-	13% 20%	81 % 77 %

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU ABOUT HOW YOU INTERACT WITH THE CITY OF OAKLAND.

8. Which of the following methods would you <u>most like to be able to use</u> to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? (**READ LIST**; **ACCEPT MULTIPLE RESPONSES**)

In person 27%
Online through a website56%
With a mobile app 21%
Texting 16%
On the phone 28%
By email26%
Through the U-S mail15%
Other (SPECIFY)0%
(DON'T READ) $\overline{\text{DK/NA}}$ 1%

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

9. **(T)** About how long have you lived in Oakland? **(READ LIST)**

Less than two years3%
Two to five years9%
Six to ten years16%
11 to 20 years21%
21 to 40 years 31%
41 years or more18%
(DON'T READ) Don't know/Refused1%

10. **(T)** Do you own or rent the house or apartment where you live?

Own5	7	%
Rent4	10	%
(DON'T READ) Don't know/Refused	-3	%

11. **(T)** Next, what is your marital status: are you married, living with a partner, single, widowed, or divorced?

Married 40%
Living with a partner5%
Single 39%
Widowed6%
Divorced7%
(DK/NA)3%

12.	(T) Are there any children under the age of 18 living in your household?			
		Yes	27%	
		No		
		(DK/NA)	•	
13.	(T) What is your current employ	ment status? Are you? (READ LIST	T)	
		Employed full-time	49%	
		Employed part-time		
		Self-employed or work from		
		A homemaker who does not		
		work outside the home	1 %	
		Retired		
		A student	3 %	
		Unemployed	7 %	
		(DON'T READ) Refused		
(IF '	'EMPLOYED FULL-TIME" OR	"PART-TIME" IN Q13, ASK:)		
14.	(T) Is your work located in the (City of Oakland or not?		
		In Oakland	48%	
		Not in Oakland	49%	
		(DON'T READ) Don't knov	v/Refused2%	
(RE) 15.	SUME ASKING ALL RESPOND Which of the following modes MULTIPLE RESPONSES)	ENTS) of transportation do you use regularly	y? (READ LIST, ACCEPT	
		Driving alone	76%	
		Carpool	12 %	
		Biking		
		Walking	19%	
		Riding buses	19%	
		Riding BART	25 %	
		Services like Uber or Lyft	14%	
		(DON'T READ) DK/NA/RE	FUSED2%	
16.	(T) What was the last level of school you completed?			
		High school graduate or less-	16%	
		Some college		
		Business/vocational school		
		College graduate (4)	37 %	
		Post-graduate work/		
		Professional school	20%	
		(DON'T READ) DK/Refuse		

17. **(T)** With which racial or ethnic group do you identify yourself: Latino or Hispanic; African American or Black; White or Caucasian; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic 24 %
African American/Black25%
White/Caucasian 28%
Asian/Pacific Islander 14%
(MIXED RACE)4%
(OTHER)2%
(DON'T READ) DK/NA/REFUSED2%

(ASK Q18 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q17)

18. **(T)** More specifically, would you say that you are: **(READ LIST)**

Chinese 49 %
Filipino 11%
Indian5%
Cambodian3 %
Laotian1%
Pacific Islander3%
Japanese5 %
Korean10%
Vietnamese 11%
(MIXED RACE)0%
(OTHER)0%
(DON'T READ) DK/NA/REFUSED0%

(RESUME ASKING ALL RESPONDENTS)

19. **(T)** I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2016?

\$30,000 and under 12%
\$30,001 - \$60,000 18%
\$60,001 - \$75,000 16%
\$75,001 - \$100,000 10%
\$100,001 to \$150,000 11%
\$150,001 and over9%
(DON'T READ) Refused24%

20. **(T)** Were you born in the United States or did you immigrate to the United States?

Immigrated to U.S	9%
Born in U.S	88%
(DON'T READ) DK/NA	2%

(ASK Q21 ONLY IF CODE 1 IN Q20)

21. **(T)** In which country were you born? **(RECORD VERBATIM RESPONSE AND CODE AFTERWARDS)**

China 23 %	Africa 0%
Mexico 19%	Argentina 0%
United Kingdom/	Cambodia 0 %
Great Britain7%	Canton 0%
Central America6%	Egypt0%
Canada4 %	Ethiopia0%
Germany4 %	France0%
Vietnam 4 %	Honduras 0 %
Asian3 %	India 0 %
Cuba 3 %	Israel 0%
Japan 3 %	Korea0%
Australia2 %	Malta 0 %
El Salvador2%	Nigeria 0 %
Guatemala2 %	Panama 0%
Hungary2%	Philippines0%
Iran2 %	Poland0%
Lao2%	Portugal0%
Nicaragua2%	South Africa 0%
Palestine2%	Sweden 0%
Trinidad2%	Switzerland0%
Bermuda 1 %	Venezuela 0%
Italy 1 %	Yemen 0%
Jamaica1 %	DK/NA/Refused 2%
Taiwan 1 %	

(ASK IN RDD SAMPLES ONLY)

22. Are you a registered voter in the City of Oakland?

Yes	37	%
No 1	11	%
(DON'T READ) Refused	-2	%

(ASK IN RDD SAMPLES AND CODE 1 – YES – IN Q22 ONLY)

23. Are you registered as a Democrat, as a Republican, as a member of another political party, or as having no party preference?

Democrat65%	
Republican9%	
Other9%	
No Party Preference 13%	
(DON'T READ) Refused6%	

(ASK IN RDD SAMPLE ONLY)

24. Here is my final question. Could you tell me the cross streets of the closest intersection near where you live? **(WRITE IN STREET NAMES)**

	and		
THAN	K AND TERMINATE		
SEX (BY OBSERVATION):	Male	48%	
	Female	52 %	
LANGUAGE OF INTERVIEW:	English	95%	
	Spanish	3 <i>%</i>	
	Chinese	1%	
SAMPLE SOURCE:	Voter File	0%	
	Enhanced RDD	100%	
SPLIT:	A	49%	
	B	51%	
CITY COUNCIL DISTRICT			
CITY COUNCIL DISTRICT City Council District 1 14%			
City Council District 2 14%			
City Council District 3 14%			
City Council District 4 14%			
City Council District 5 14%			
City Council District 6 14%			
City Council District 7 14%			
Blank 5%			

Fairbank,
Maslin,
Maullin,
Metz &
Associates
FM3

2017 CITY OF OAKLAND BUDGET PRIORITIES SURVEY 320-728-WT

N=600

VOTER FILE

MARGIN OF SAMPLING ERROR $\pm 4.0\%$ (95% CONFIDENCE INTERVAL) A/B SPLIT

	I'm from, a public opinion roncern people in Oakland. I am not trying to se		
May I	LISTED VOTER SAMPLE, READ THE FOL speak to? (YOU MUST SPEAK CR LIVES AT THE ADDRESS LISTED, OTH	TO THE VOTER LISTER	D. VERIFY THAT THE
May I	RDD SAMPLES, READ THE FOLLOWING speak with the adult in your household whe LABLE, ASK:) May I speak to another adult me	celebrated a birthday me	=
	ESPONDENT WISHES TO COMPLETE T SE HAND OFF TO BILINGUAL INTERVIEV		ANISH OR CHINESE,
A.	Before we begin, I need to know if I have reach where you can talk safely without endangering (ASK: "Do you own a cell phone?")		
	Yes, cell and can talk safely Yes, cell but cannot talk safely No, not on cell, but own one No, not on cell and do not own or (DON'T READ) DK/NA/REFUS	TEI	RMINATE 30% 6%
(RESU	JME ASKING ALL RESPONDENTS) (T) Generally speaking, how would you rate Oa a good place, only fair, or a poor place to live?	and as a place to live: is it	an excellent place to live,
	EXCELLENT/GOOD ExcellentGood	65% 64% 61% 18% 19% 19%	26% 27%
	FAIR/POOROnly fair		22%19%

(DON'T KNOW/NA) -----0% ----1% ----1% ----0%

2. **(T)** Next, in the upcoming two-year budget, what are the <u>two</u> most important issues facing Oakland residents that you would like to see prioritized in the City government budget? **(DO NOT READ OPTIONS; OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE)**

	FIRST CHOICE	SECOND CHOICE
Housing costs/Affordability	32%	10%
Education/Public schools		
Crime/Violence/Safety	11%	10%
Police/Law enforcement		
Homelessness		
Street and sidewalk maintenance	5%	7%
Government waste/inefficiency	2%	1%
Jobs/Keeping businesses		
Taxes too high	2%	1%
Infrastructure		
Fire safety/Fire inspections	1%	0%
Public transportation/Buses		
Cleaner city		
Gentrification	1%	1%
Blight/Abandoned buildings	0%	0%
Code enforcement		
Drug abuse	0%	0%
Dumping/Illegal dumping	0%	0%
Emergency medical response/Fire safety		
Environment	0%	1 %
Garbage/recycling pick-up	0%	0%
Library services	0%	0%
Revitalizing downtown		
Revitalizing neighborhoods	0%	0%
Street lighting	0%	0%
Traffic congestion/Traffic flow		
Water supplies	0%	0%
Youth activities		
Food prices/access		
Health care	0%	1 %
Parks	0%	1 %
Stadium/Coliseum		
Social/public services	0%	2%
Other		•
(DK/NA)	6%	24%

3. **(T)** Next, how would you rate the overall job being done by Oakland City government in providing services to the people who live here: excellent, good, only fair or poor?

	2000	2002	2005	2015	2017
EXCELLENT/GOOD	- 34%	- 40%	30%	32%-	- 32%
Excellent	4%	5%	- 2%	3%	2%
Good	- 30%	- 35%	28%	28%-	- 31%
FAIR/POOR	- 62%	- 56%	67%	62%-	- 64%
FAIR/POOROnly fair					-
	-49%	- 42%	49%	44% -	- 44 %
Only fair	-49%	- 42%	49%	44% -	- 44 %

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH OAKLAND'S CITY GOVERNMENT BUDGET.

4. First, how closely do you follow issues related to the Oakland City budget? (**READ LIST**)

EXT/VERY CLOSELY	13%
Extremely closely	4 %
Very closely	9%
Somewhat closely	35%
NOT TOO/NOT AT ALL CLOSELY	50%
THE TOOM THE TIED COCCES	- 0 , 0
Not too closely	32 %
	32 %

5. And how interested are you in learning more about Oakland's City budget and how its funds are allocated? (READ LIST)

EXT/VERY INTERESTED	49%
Extremely interested	12%
Very interested	36%
Somewhat interested	34 %
NOT TOO/NOT AT ALL INTERESTED	16%
Not too interested	
Not at all interested	7%
(DON'T KNOW/NA)	

6. Next, I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. (READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)

	\$ <u>0-\$10</u>	<u>\$11-\$20</u>	<u>\$21-\$30</u>	<u>\$31+</u>	MEAN \$ AMOUNT
[] A safe city[] A sustainable, prosperous economy	12%	48%	24%	16%	\$24.1
that creates quality jobs	15%	51%	21%	13 %	\$22.9
[] An attractive vibrant community					\$15.1
[] A just, equitable and diverse community [] Competent and effective delivery	29%	49%	15%	7%	\$18.3
of City services	23 %	55%	15%	7%	<i>\$19.7</i>
TOTAL					\$100

7. Now I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. After you hear each one, please tell me [] whether you think cuts should be made to that service in order to balance the budget, or [] whether you would be willing to pay additional taxes or fees to maintain or improve that service. (RANDOMIZE CUTS/WILLING TO PAY PHRASES) (IF CUTS, ASK: "Would you be willing to make large cuts or just some cuts?") (IF PAY MORE, ASK: "Would you be willing to pay a little more to maintain this service, or pay significantly more to improve it?") (RANDOMIZE)

		LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO <u>IMPR</u>		TOTAL CUTS	TOTAL PAY MORE
[]a.	(T) Library services and hours 2017	- , -	/-	, .		/ -	22%	64%
[]b.	(T) Fire prevention and response		26%	49%	15%	4%	33%	64%
լ յս.	2017	-					11% 17%	79% 78%
[]c.	(T) Artistic and cultural activities and events 2017	4 %	21%	45%	18%	11%	25 % 45 %	63% 51%
[]d.	(T) Timely response to resident requests for services 2017					/-	16% 25%	72% 65%

		LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO <u>IMPR</u>	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[]e.	(T) Youth programs at City parks and recreation centers							
	2017	3 %	8%	46%	- 36%	8%	11%	81%
	2015	3%	18%	52%	- 24%	3%	21%	76%
[]f.	Providing services to Oakland's immigrant population 2017	5%	13%	45%	- 24%	14%	18%	68%
		2 70	15 70	13 70	2170	1170	1070	0070
[]g.	(T) Clean-up and removal of illegal dumping							
	2017		-				15%	75%
	2015	6%	22%	51%	- 16%	5%	29%	67%
[]h.	(T) Job training and employment programs							
	2017	3 %	8%	42%	- 38%	8%	11%	80%
	2015	5%	15%	48%	- 29%	3%	20%	77%
[]i.	(T) Maintenance of public parks, street medians, and other open space							
	2017	-			-		17%	73%
	2015	4%	27%	56%	- 11%	3%	30%	66%
[]j.	Providing services to homeless populations	2.07	0.00	25.4	15.00	7 &	110	028
	2017	3%	8%	37%	- 45%	1%	11%	83%
(SPLI	T SAMPLE A ONLY)							
[]k.	(T) Child care and Head Start							
	programs 2017	2 %	8%	37%	- 44%	9%	9%	81%
	2015	-			-		20%	76%
[]1.	(T) Removal of graffiti							
[]	2017	8%	27%	33%	- 18%	14%	<i>35</i> %	51%
	2015	14%	38%	33%	- 10%	5%	52%	43%
[]m.	(T) Maintenance of public buildings							
	2017	=	-	-			28%	59%
	2015	5%	<i>3</i> 9%	41%	8%	6%	44%	49%

		LARGE CUTS	SOME CUTS	PAY LTLE TO MNTN	PAY SIG MRE TO IMPR	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
(SPL)	IT SAMPLE A CONTINUED)					` 		
[]n.	Ensuring current residents are not							
	priced out of the Oakland housing							
	market							
	2017	4 %	10 %	32%	43 %	12 %	14%	74%
[]o.	(T) Addressing abandoned homes							
	and businesses							
	2017		=				22%	64%
	2015	9%	29%	40%	13%	9%	39%	53%
[]n	(T) Programs to retain, expand, and							
[]p.	attract businesses to Oakland							
	2017	6.0%	26.0%	260%	240%	0.07	31%	60%
	2017	- , -		/ -		- /-	31 % 37%	57%
	2013	/ %	30%	43 %	14%	0 %	3/%	37%
[]q.	(T) Neighborhood traffic congestion							
	improvements							
	2017	5%	23 %	38%	21%	12 %	29%	59%
	2015	9%	36%	37%	11%	7%	<i>45</i> %	48%
[]r.	(T) Police protection in your							
	neighborhood							
	2017	3 %	14 %	40%	31%	12%	<i>17</i> %	71 %
	2015	<i>5</i> %	12%	43%	36%	4%	17%	79%
[]s.	(T) Flood prevention and storm							
[]s.	drain maintenance							
	2017	1%	10%	17%	21%	11%	22%	67%
	2017	- , -	, -	, -		,-	34%	59%
	2013	5 /0	29 70	7 0 /0	12 /0	/ /0	J 4 /0	3970
(SPL)	T SAMPLE B ONLY)							
Ì]t.	(T) Emergency medical response							
	2017	3 %	7%	52%	24%	14 %	10%	76%
	2015	<i>3</i> %	11%	55%	26%	5%	14%	80%
	(TD) Grand II Lei							
[]u.	(T) Street lighting in your							
	neighborhood	2.04	20.00	4 7 64	1601	1404	226	(2M
	2017	- , -	, -	, -	, -	/ -	23%	63%
	2015	·	26%	31%	12%	/%	31%	62%
[]v.	(T) Programs at senior centers							
. 1,,	2017	4%	13 %	50%	18%	15%	17%	68%
	2015	-					28%	66%
		5 70	2.70	J = 70	- 1 /0	3 /0	_0 /0	5576

(SPLI	T SAMPLE B CONTINUED)	LARGE CUTS	SOME CUTS	PAY LTLE TO <u>MNTN</u>	PAY SIG MRE TO <u>IMPR</u>	(DK/NA)	TOTAL CUTS	TOTAL PAY MORE
[]w.	(T) Housing programs and affordable housing development 2017		-				13% 22%	81 % 75 %
[]x.	(T*) Keeping existing professional sports teams 2017				-		55% 60%	33% 34%
[]y.	Reducing and preparing for climate change 2017	7%	19%	33%	29%	12%	26%	63%
[]z.	(T) Improvements to bicycle, pedestrian, and public transit services/infrastructure 2017			· ·			24% 35%	67% 61%
[]aa.	(T) Violence prevention and intervention services 2017	- /-	- / -		/ -	. , .	11% 15%	83 % 80 %
[]bb.	(T) Repair of potholes in City streets and broken sidewalks 2017		• / -		/-		10% 20%	86% 77%

(RESUME ASKING ALL RESPONDENTS)

NOW I'D LIKE TO ASK YOU ABOUT HOW YOU INTERACT WITH THE CITY OF OAKLAND.

8. Which of the following methods would you <u>most like to be able to use</u> to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program? (**READ LIST**; **ACCEPT MULTIPLE RESPONSES**)

In person 23 %
Online through a website58%
With a mobile app 24%
Texting 16%
On the phone 24%
By email24%
Through the U-S mail14%
Other (SPECIFY)1%
(DON'T READ) DK/NA2%

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

9. **(T)** About how long have you lived in Oakland? **(READ LIST)**

Less than two years7%
Two to five years 19%
Six to ten years15%
11 to 20 years 19%
21 to 40 years 20%
41 years or more 18%
(DON'T READ) Don't know/Refused 2%

10. **(T)** Do you own or rent the house or apartment where you live?

Own4	18%
Rent4	19%
(DON'T READ) Don't know/Refused	-3%

11. **(T)** Next, what is your marital status: are you married, living with a partner, single, widowed, or divorced?

Married 37 %	ó
Living with a partner9%	ó
Single 40%	ó
Widowed5%	ó
Divorced6%	ó
(DK/NA)3%	ó

12. **(T)** Are there any children under the age of 18 living in your household?

Professional school ----- 20% (DON'T READ) DK/Refused -----3%

Post-graduate work/

17. **(T)** With which racial or ethnic group do you identify yourself: Latino or Hispanic; African American or Black; White or Caucasian; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic 12 %
African American/Black25%
White/Caucasian 42 %
Asian/Pacific Islander8%
(MIXED RACE)5%
(OTHER)4%
(DON'T READ) DK/NA/REFUSED4%

(ASK Q18 ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN Q17)

18. **(T)** More specifically, would you say that you are: **(READ LIST)**

Chinese 50 %
Filipino2 %
Indian6%
Cambodian2%
Laotian3%
Pacific Islander5%
Japanese0 %
Korean8%
Vietnamese8%
(MIXED RACE)3%
(OTHER)13 %
(DON'T READ) DK/NA/REFUSED0%

(RESUME ASKING ALL RESPONDENTS)

19. **(T)** I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2016?

\$30,000 and under 13%
\$30,001 - \$60,000 17%
\$60,001 - \$75,000 11%
\$75,001 - \$100,000 13 %
\$100,001 to \$150,0009%
\$150,001 and over 15%
(DON'T READ) Refused22%

20. **(T)** Were you born in the United States or did you immigrate to the United States?

Immigrated to U.S	9%
Born in U.S	
(DON'T READ) DK/NA	1%

(ASK Q21 ONLY IF CODE 1 IN Q20)

SEX (BY OBSERVATION):

21. **(T)** In which country were you born? **(RECORD VERBATIM RESPONSE AND CODE AFTERWARDS)**

China 109	%	Venezuela	2%
Mexico 109	%	Vietnam	2%
Korea79	%	Yemen	2%
El Salvador69	%	Africa	1%
France5	%	Canada	1%
Argentina49	%	Italy	1%
Switzerland49	%	Japan	1%
Canton3	%	Malta	1%
Central America39	%	South Africa	1%
Ethiopia 3 9	%	Sweden	1%
Honduras39	%	Asian	0%
India 3 9	%	Australia	0%
Portugal3	%	Bermuda	0%
Cambodia29	%	Guatemala	0%
Cuba29	%	Hungary	0%
Egypt29	%	Iran	0%
Germany29	%	Jamaica	0%
Israel29	%	Lao	0%
Nigeria25	%	Nicaragua	0%
Panama29	%	Palestine	0%
Philippines29	%	Taiwan	0%
Poland29	%	Trinidad	0%
United Kingdom/		DK/NA/Refused	3%
Great Britain29	%		

THANK AND TERMINATE

,	Female52%
PARTY REGISTRATION (Voter File):	Democrat68%
	Republican5%
	No Party Preference 22%
	Other5%
LANGUAGE OF INTERVIEW:	English96%
	Spanish3 %
	Chinese0%
SAMPLE SOURCE:	Voter File100%
	Enhanced RDD0%
SPLIT:	A50%
	B50%

FROM VOTER FILE:

ELECTION FLAGS
G10 53 %
P1229%
G12 67%
P14 26%
G14 53 %
P16 64%
Blank 14%
VOTER FILE AGE
18-29 19%
30-39 23 %
40-49 17%
50-54 7 %
55-596%
60-64 8 %
65-74 10 %
75+8%
Blank 1 $\%$
CITY COUNCIL DISTRICT
City Council District 1 19%
City Council District 2 14%
City Council District 3 17%
City Council District 4 16%
City Council District 5 10%
City Council District 6 13 %
City Council District 7 11%