Office of the City Manager

December 13, 2021

To: Honorable Mayor and Members of the City Council

From: DwK Dee Williams-Ridley, City Manager

Re: Vision 2050 and Revenue Measure Update

This memo provides a brief update and summary of the results of a community survey to inform a potential Vision 2050 revenue measure. As described in the October 4, 2021 off agenda memo, staff are conducting a variety of activities in relation to developing a Vision 2050 Program Plan and exploration of an infrastructure-focused revenue measure for the November 8, 2022 ballot.

BACKGROUND
Vision 2050 is a City Council-supported, resident-engaged initiative to address Berkeley's $1 billion in infrastructure needs. With voter approval of Measure R, Vision 2050 was defined as engaging residents and experts in developing a 30-year plan to identify and guide implementation of climate-smart, technologically-advanced, equitable and efficient infrastructure to support a safe, vibrant and resilient future for Berkeley. At the same time, our City suffers deep, persistent affordable housing shortages and a need for greater investment to expand affordable housing.

City Council approved $400,000 of General Funds in the Fiscal Year 2022 budget for Vision 2050 Implementation and a potential revenue measure or measures to increase the City's infrastructure investment. I have convened a working team of residents and City staff to assist with Vision 2050 implementation, and an interdepartmental team to assist with exploration of a potential revenue measure or measures for the November 2022 ballot.

UPDATE ON IMPLEMENTATION

Community Survey
In October 2021, the City surveyed 500 Berkeley voters regarding their infrastructure priorities and options for a November 2022 revenue measure. The attached shows initial results from that survey, which has a margin of error of +/- 4%. The survey used phone and text-to-online tools to reach a random sample of likely voters that is representative of the City.

Key take-aways include: Berkeley voters show broad support for an infrastructure-focused revenue measure; that support currently falls short of the two-thirds threshold necessary to pass a revenue measure dedicated to infrastructure; and the top infrastructure priorities are:

- Increasing affordable housing,
- Developing climate resiliency,
- Undergrounding utilities (i.e., for wildfire risk reduction), and
- Repairing deteriorating streets and sidewalks.

The survey shows broad support for including equity in an infrastructure measure and defining equity to mean distribution of infrastructure benefits to lower-income neighborhoods and communities of color that have been historically underfunded.

Community Meetings
The City's interdepartmental team began holding community meetings in October and will conclude those meetings by the end of December. These meetings are soliciting the community's input and preferences related to infrastructure and affordable housing priorities, and revenue measure options. This outreach is being supplemented by an online survey open to all Berkeley residents.

Throughout the process, staff and City consultants continue to engage actively with the City's legal team and will partner closely with City Council, prioritizing frequent communication and seeking input multiple times before measure(s) are brought forward for formal consideration. The table below summarizes other implementation activities:

Month	Activities
Sep. 2021	• Begin various analyses and start drafting outreach materials.
Oct. 2021	• Conduct community survey #1. • Begin virtual stakeholder meetings.
Nov. 2021	• Continue virtual stakeholder meetings.
Dec. 2021	• Continue virtual stakeholder meetings.
Jan. 2022	• Informational mailer to residents with tear-off questionnaire and link. • Present results of public engagement at January 20th work session.
Feb. 2022	• Present draft program plan to Commissions and public for feedback.
Mar. 2022	• Present to City Council a proposed program plan and seek Council's input on preparation of proposed Vision 2050 funding measures.
April 2022	• Conduct community survey #2. • Present survey results and seek City Council's approval on Vision 2050 funding measure(s).
Jun. 2022	• Council approval to place funding measure(s) on the November 2022 ballot.
Aug. 2022	• Submit measure(s) to Alameda County Registrar of Voters.
Nov. 2022	• Election

If you have any questions, please do not hesitate to contact Deputy City Manager Paul Buddenhagen or Public Works Director Liam Garland.

cc: Paul Buddenhagen, Deputy City Manager
        LaTanya Bellow, Interim Deputy City Manager
        Jenny Wong, City Auditor
        Mark Numainville, City Clerk
        Matthai Chakko, Assistant to the City Manager
        Liam Garland, Public Works Director
        Scott Ferris, Parks, Recreation & Waterfront Director
        Lisa Warhuus, Health, Housing & Community Services Director
        Melissa McDonough, Senior Management Analyst

City of Berkeley Community Survey
Live Phone and Text-to-Online
October 12 – 17, 2021
FINAL WEIGHTED TOPLINES

N=500 Likely Nov 2022 General Election Voters
Splits: A/B, C/D, E/F

	TOTAL	MEN	WOMEN
N=	500	221	262

Region

	TOTAL	MEN	WOMEN
Council District 5/6/8	42	46	41
Council District 3/4/7	29	27	27
Council District 1/2	29	26	32

Party Registration

	TOTAL	MEN	WOMEN
Democrat	80	77	84
Republican	2	3	1
No Party Preference	16	19	12
Others	2	1	2

Q1. 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?

	TOTAL	MEN	WOMEN
Yes, cell and can talk safely	34	40	31
Yes, cell and cannot talk safely **[CALL BACK]**	0	0	0
No, not on cell, but own one	10	10	10
No, not on cell, and do not own one	2	2	2
(Don't know/refused) **[TERMINATE]**	0	0	0
Text to online	54	48	57

Q2. Could you please tell me your gender? **[DO NOT READ OPTIONS]**

	TOTAL	MEN	WOMEN
Male	44	100	0
Female	52	0	100
Non-binary/other	4	0	0
(Refused) **[TERMINATE]**			

	TOTAL	MEN	WOMEN
N=	500	221	262

Q3. Although it is some time from now, what are the chances of you voting in the November 2022 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?

	TOTAL	MEN	WOMEN
Almost certain to vote	95	94	95
Probably will vote	5	6	5
50-50 [**TERMINATE**]	0	0	0
Probably not [**TERMINATE**]	0	0	0
Definitely not [**TERMINATE**]	0	0	0
Don't know [**TERMINATE**]	0	0	0

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?

	TOTAL	MEN	WOMEN
Right direction	48	48	49
Wrong track	32	31	31
(Don't know)	21	21	20

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

	TOTAL	MEN	WOMEN
Excellent	6	7	5
Good	45	45	48
Fair	30	31	29
Poor	15	15	14
(Don't know)	4	2	5
Excellent /good	51	52	52
Just fair /poor	45	46	43

Q6. **[T]** How much of an impact has the coronavirus pandemic had on you and your household – thinking about all of the effects, including financial concerns and physical and mental health, would you say the impact on your household has been very serious, fairly serious, moderate, minor, or no impact at all?

	TOTAL	MEN	WOMEN
Very serious	15	15	13
Fairly serious	23	22	23
Moderate	40	41	40
Minor	18	18	19
No impact	4	4	4
(Don't know)	0	0	0
Very /fairly serious	38	37	37
Moderate /minor /no impact	62	62	63

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Q7. The next set of questions is about infrastructure needs in Berkeley. I am going to read you some areas that have been identified as types of infrastructure needing repair, investment, or improvement in the City of Berkeley. For each one, please tell me how important that is to you as a resident of Berkeley – extremely important, very important, somewhat important, not too important or not important at all: **[RANDOMIZE]**

Sorted by Extremely Important

	TOTAL	MEN	WOMEN
B7l. Increasing affordable housing for low-income and homeless residents	54	47	55
7p. Developing climate change resiliency including protecting against sea level rise, wildfires, and drought	48	39	54
A7k. Increasing affordable housing for low-income residents	42	31	47
7c. Undergrounding utilities to help reduce the risk of wildfire	40	31	45
7a. Repairing deteriorating streets	35	33	36
B7e. Repairing sidewalks to improve access for those with disabilities	34	19	45
7y. Providing free transit passes for low-income residents	34	25	37
A7u. Upgrading storm drains, green infrastructure, and our watersheds to keep pollution from the Bay	31	20	40
7j. Planting and caring for trees	30	19	38
7t. Increasing availability of solar energy, solar batteries, and electric vehicles and equipment	28	23	31
A7d. Repairing sidewalks to improve pedestrian safety	27	20	34
A7f. Improving traffic safety	27	22	32
B7g. Improving traffic safety and flow	26	14	37
B7v. Upgrading storm drains to reduce flooding and protect against sea level rise	25	13	33
7i. Expanding bike lanes and improving bike safety	25	21	27
7cc. Making public buildings, streets, and sidewalks more accessible to people with disabilities	25	18	27
B7aa. Upgrading City buildings to be energy efficient, seismically safe, and COVID-safe	23	14	30
7o. Decommissioning natural gas lines to reduce greenhouse gas emissions	21	14	25
7ee. Upgrading traffic signals, pavement markings, and street signs	18	19	17
7h. Improving streetlighting	17	12	22
7x. Providing more publicly available electric vehicle charging	16	13	19
7r. Repairing Berkeley Pier, including recreational and ferry upgrades	16	15	17
7s. Improving the Berkeley waterfront, including			

	TOTAL	MEN	WOMEN
N=	500	221	262

	TOTAL	MEN	WOMEN
docks, pilings, streets, parking lots, pathways, and marina dredging	15	9	19
7w.Making improvements to recreational facilities	13	8	17
B7n.Renovating Berkeley's Civic Center Buildings and Park to include music and theatre performance spaces, a children's play area, café kiosk and seating, and enhancing green space	12	7	14
7q.Replacing the community center and building a public pool in San Pablo Park	12	7	15
7b.Expanding lanes, parking, and charging for e-bikes (electronic bikes), e-scooters, and app-based car, bike, and scooter-shares	11	9	14
A7m.Improving seismic safety of historic buildings in Civic Center, including Old City Hall and the Veterans Building	11	7	14
7bb.Upgrading playgrounds	11	7	14
7dd.Upgrading senior centers	11	6	14
A7z.Upgrading City buildings	4	6	3

a. Repairing deteriorating streets

	TOTAL	MEN	WOMEN
Extremely important	35	33	36
Very important	38	36	40
Somewhat important	24	26	21
Not too important	3	4	1
Not important at all	0	0	1
(Don't know)	1	0	1
Important	73	69	76
Not important	27	31	23

b. Expanding lanes, parking, and charging for e-bikes (electronic bikes), e-scooters, and app-based car, bike, and scooter-shares

	TOTAL	MEN	WOMEN
Extremely important	11	9	14
Very important	21	27	18
Somewhat important	32	27	37
Not too important	20	22	16
Not important at all	12	12	13
(Don't know)	3	3	3
Important	33	36	32
Not important	64	61	65

	TOTAL	MEN	WOMEN
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c.   Undergrounding utilities to help reduce the risk of wildfire

	TOTAL	MEN	WOMEN
Extremely important	40	31	45
Very important	33	37	30
Somewhat important	16	17	16
Not too important	7	10	4
Not important at all	3	2	4
(Don't know)	2	3	1
Important	73	68	75
Not important	26	29	24

d.   **SSA**: Repairing sidewalks to improve pedestrian safety

	TOTAL	MEN	WOMEN
Extremely important	27	20	34
Very important	39	41	37
Somewhat important	23	22	23
Not too important	9	14	5
Not important at all	2	3	1
(Don't know)	0	0	0
Important	66	61	71
Not important	34	39	29

e.   **SSB**: Repairing sidewalks to improve access for those with disabilities

	TOTAL	MEN	WOMEN
Extremely important	34	19	45
Very important	33	40	27
Somewhat important	24	28	22
Not too important	5	7	4
Not important at all	3	6	1
(Don't know)	0	0	0
Important	67	59	72
Not important	33	41	28

f.   **SSA**: Improving traffic safety

	TOTAL	MEN	WOMEN
Extremely important	27	22	32
Very important	37	36	38
Somewhat important	27	31	23
Not too important	5	6	5
Not important at all	2	2	2
(Don't know)	2	4	1
Important	64	57	70
Not important	34	39	30

	N=	TOTAL 500	MEN 221	WOMEN 262

g. **SSB**: Improving traffic safety and flow

	TOTAL	MEN	WOMEN
Extremely important	26	14	37
Very important	37	41	32
Somewhat important	23	28	17
Not too important	10	12	9
Not important at all	2	4	1
(Don't know)	2	1	3
Important	63	55	69
Not important	35	44	27

h. Improving streetlighting

	TOTAL	MEN	WOMEN
Extremely important	17	12	22
Very important	29	27	32
Somewhat important	34	41	28
Not too important	16	18	14
Not important at all	3	2	4
(Don't know)	1	0	1
Important	46	39	54
Not important	53	60	45

i. Expanding bike lanes and improving bike safety

	TOTAL	MEN	WOMEN
Extremely important	25	21	27
Very important	26	25	29
Somewhat important	30	31	28
Not too important	12	16	8
Not important at all	6	6	7
(Don't know)	1	0	2
Important	51	46	56
Not important	48	54	42

j. Planting and caring for trees

	TOTAL	MEN	WOMEN
Extremely important	30	19	38
Very important	33	36	31
Somewhat important	29	32	26
Not too important	7	10	4
Not important at all	2	3	1
(Don't know)	0	0	0
Important	62	55	68
Not important	37	45	31

	TOTAL	MEN	WOMEN
N=	500	221	262

k. **SSA**: Increasing affordable housing for low-income residents

	TOTAL	MEN	WOMEN
Extremely important	42	31	47
Very important	34	45	26
Somewhat important	14	11	16
Not too important	4	3	4
Not important at all	6	8	4
(Don't know)	1	1	2
Important	75	76	73
Not important	23	23	25

l. **SSB**: Increasing affordable housing for low-income and homeless residents

	TOTAL	MEN	WOMEN
Extremely important	54	47	55
Very important	26	24	30
Somewhat important	10	12	9
Not too important	6	10	4
Not important at all	3	5	2
(Don't know)	1	2	0
Important	79	71	85
Not important	19	27	14

m. **SSA**: Improving seismic safety of historic buildings in Civic Center, including Old City Hall and the Veterans Building

	TOTAL	MEN	WOMEN
Extremely important	11	7	14
Very important	31	32	32
Somewhat important	43	44	39
Not too important	10	9	10
Not important at all	4	5	3
(Don't know)	2	3	1
Important	42	39	46
Not important	56	58	53

	TOTAL	MEN	WOMEN
N=	500	221	262

n. **SSB**: Renovating Berkeley's Civic Center Buildings and Park to include music and theatre performance spaces, a children's play area, café kiosk and seating, and enhancing green space

	TOTAL	MEN	WOMEN
Extremely important	12	7	14
Very important	24	19	30
Somewhat important	34	44	28
Not too important	20	21	19
Not important at all	7	7	8
(Don't know)	2	2	2
Important	36	26	44
Not important	61	71	55

o. Decommissioning natural gas lines to reduce greenhouse gas emissions

	TOTAL	MEN	WOMEN
Extremely important	21	14	25
Very important	26	22	29
Somewhat important	25	27	24
Not too important	13	18	10
Not important at all	10	13	7
(Don't know)	5	6	4
Important	47	36	54
Not important	48	58	41

p. Developing climate change resiliency including protecting against sea level rise, wildfires, and drought

	TOTAL	MEN	WOMEN
Extremely important	48	39	54
Very important	30	31	30
Somewhat important	16	22	12
Not too important	3	4	2
Not important at all	2	3	2
(Don't know)	0	0	0
Important	78	70	84
Not important	21	30	16

	TOTAL	MEN	WOMEN
N=	500	221	262

q. Replacing the community center and building a public pool in San Pablo Park

	TOTAL	MEN	WOMEN
Extremely important	12	7	15
Very important	18	14	21
Somewhat important	28	27	29
Not too important	22	28	17
Not important at all	12	15	9
(Don't know)	9	9	9
Important	30	22	36
Not important	62	70	55

r. Repairing Berkeley Pier, including recreational and ferry upgrades

	TOTAL	MEN	WOMEN
Extremely important	16	15	17
Very important	26	23	30
Somewhat important	31	31	31
Not too important	19	19	16
Not important at all	6	8	4
(Don't know)	3	3	3
Important	42	39	46
Not important	56	58	51

s. Improving the Berkeley waterfront, including docks, pilings, streets, parking lots, pathways, and marina dredging

	TOTAL	MEN	WOMEN
Extremely important	15	9	19
Very important	28	30	29
Somewhat important	38	43	33
Not too important	15	14	14
Not important at all	2	2	2
(Don't know)	2	2	3
Important	43	40	48
Not important	55	58	49

t. Increasing availability of solar energy, solar batteries, and electric vehicles and equipment

	TOTAL	MEN	WOMEN
Extremely important	28	23	31
Very important	32	32	33
Somewhat important	28	26	29
Not too important	8	13	4
Not important at all	4	5	3
(Don't know)	0	1	0
Important	60	55	64
Not important	40	44	36

	TOTAL	MEN	WOMEN
N=	500	221	262

u. **SSA**: Upgrading storm drains, green infrastructure, and our watersheds to keep pollution from the Bay

	TOTAL	MEN	WOMEN
Extremely important	31	20	40
Very important	47	53	43
Somewhat important	16	21	11
Not too important	4	3	5
Not important at all	1	0	1
(Don't know)	1	3	0
Important	79	73	83
Not important	20	25	17

v. **SSB**: Upgrading storm drains to reduce flooding and protect against sea level rise

	TOTAL	MEN	WOMEN
Extremely important	25	13	33
Very important	37	32	40
Somewhat important	22	30	17
Not too important	10	17	5
Not important at all	2	4	1
(Don't know)	4	4	4
Important	62	45	73
Not important	34	51	23

w. Making improvements to recreational facilities

	TOTAL	MEN	WOMEN
Extremely important	13	8	17
Very important	28	27	29
Somewhat important	39	45	35
Not too important	13	11	14
Not important at all	3	5	2
(Don't know)	3	4	3
Important	41	35	46
Not important	56	61	51

	TOTAL	MEN	WOMEN
N=	500	221	262

x.   Providing more publicly available electric vehicle charging

	TOTAL	MEN	WOMEN
Extremely important	16	13	19
Very important	25	25	25
Somewhat important	32	29	35
Not too important	19	22	14
Not important at all	7	9	6
(Don't know)	1	1	1
Important	41	39	44
Not important	58	60	55

y.   Providing free transit passes for low-income residents

	TOTAL	MEN	WOMEN
Extremely important	34	25	37
Very important	33	35	33
Somewhat important	24	26	23
Not too important	5	6	3
Not important at all	5	7	3
(Don't know)	0	1	0
Important	67	60	70
Not important	33	39	30

z.   **SSA**: Upgrading City buildings

	TOTAL	MEN	WOMEN
Extremely important	4	6	3
Very important	18	11	25
Somewhat important	40	41	39
Not too important	23	24	21
Not important at all	5	6	5
(Don't know)	9	12	7
Important	23	17	28
Not important	68	71	65

aa. **SSB**: Upgrading City buildings to be energy efficient, seismically safe, and COVID-safe

	TOTAL	MEN	WOMEN
Extremely important	23	14	30
Very important	35	34	34
Somewhat important	30	39	24
Not too important	8	10	6
Not important at all	4	3	4
(Don't know)	1	0	2
Important	58	48	64
Not important	41	52	35

	N=	TOTAL 500	MEN 221	WOMEN 262

bb. Upgrading playgrounds

	TOTAL	MEN	WOMEN
Extremely important	11	7	14
Very important	29	27	33
Somewhat important	36	38	35
Not too important	17	21	12
Not important at all	4	5	4
(Don't know)	2	3	2
Important	40	34	47
Not important	57	63	51

cc. Making public buildings, streets, and sidewalks more accessible to people with disabilities

	TOTAL	MEN	WOMEN
Extremely important	25	18	27
Very important	36	38	36
Somewhat important	28	28	29
Not too important	8	11	5
Not important at all	3	5	2
(Don't know)	1	1	1
Important	60	55	63
Not important	39	43	37

dd. Upgrading senior centers

	TOTAL	MEN	WOMEN
Extremely important	11	6	14
Very important	30	28	33
Somewhat important	37	37	36
Not too important	14	14	13
Not important at all	3	5	1
(Don't know)	6	9	3
Important	40	34	47
Not important	54	57	50

ee. Upgrading traffic signals, pavement markings, and street signs

	TOTAL	MEN	WOMEN
Extremely important	18	19	17
Very important	30	29	32
Somewhat important	33	31	34
Not too important	15	17	13
Not important at all	4	4	4
(Don't know)	1	1	0
Important	47	48	49
Not important	52	51	51

	TOTAL	MEN	WOMEN
N=	500	221	262

Now, I'm going to read several versions of a ballot measure that may appear on the ballot in Berkeley next year. I am going to ask about different ways of funding the measure and different dollar amounts for each.

[RANDOMIZE Q8/9, 10/11, 12]

The [first/next] version of the ballot measure I'm going to ask you about is a bond measure.

Q8. **SSC** [**BOND MEASURE 27 CENTS**] To:
- improve aging infrastructure and facilities, including streets, sidewalks, bike lanes, parks, restrooms, senior and recreation centers, and
- provide affordable housing to prevent displacement of vulnerable populations, including low to middle-income households, veterans, artists, seniors, and people with disabilities and provide supportive housing for people experiencing homelessness;

Shall the City of Berkeley enact a measure issuing bonds of 250 million dollars, at rates of 27 cents per 100 dollars of assessed property value, on average, generating approximately 25 million dollars annually while bonds are outstanding and requiring independent oversight?

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

[IF YES/NO]: And is that Yes/No strongly or not so strongly?
[IF UNDECIDED]: Well, to which side do you lean?

	TOTAL	MEN	WOMEN
Yes - strongly	28	26	29
Yes - not so strongly	13	10	16
Lean yes	14	11	15
Yes	55	48	60
Undecided/DK	16	19	14
No	29	33	26
Lean no	9	10	9
No - not so strongly	4	4	3
No - strongly	16	19	14
(Refused)	0	0	0

	TOTAL	MEN	WOMEN
N=	500	221	262

The [first/next] version of the ballot measure I'm going to ask you about is a bond measure.

Q9. **SSD** [**BOND MEASURE 54 CENTS**] To:
- improve aging infrastructure and facilities, including streets, sidewalks, bike lanes, parks, restrooms, senior and recreation centers, and
- provide affordable housing to prevent displacement of vulnerable populations, including low to middle-income households, veterans, artists, seniors, and people with disabilities and provide supportive housing for people experiencing homelessness;

Shall the City of Berkeley enact a measure issuing bonds of 500 million dollars, at rates of 54 cents per 100 dollars of assessed property value, on average, generating approximately 50 million dollars annually while bonds are outstanding and requiring independent oversight?

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

[IF YES/NO]: And is that Yes/No strongly or not so strongly?
[IF UNDECIDED]: Well, to which side do you lean?

	TOTAL	MEN	WOMEN
Yes - strongly	35	35	36
Yes - not so strongly	11	16	8
Lean yes	12	6	16
Yes	58	57	59
Undecided/DK	12	7	18
No	29	37	23
Lean no	10	9	11
No - not so strongly	8	7	7
No - strongly	12	20	5
(Refused)	0	0	0

Q8/9. Combined Bond Measure

	TOTAL	MEN	WOMEN
Yes - strongly	32	31	32
Yes - not so strongly	12	13	12
Lean yes	13	8	15
Yes	57	52	59
Undecided/DK	14	13	16
No	29	35	25
Lean no	10	10	10
No - not so strongly	6	6	5
No - strongly	14	20	10
(Refused)	0	0	0

	TOTAL	MEN	WOMEN
N=	500	221	262

The [first/next] version of the ballot measure I'm going to ask you about is a parcel tax.

Q10. **SSE** [**PARCEL TAX 15 CENTS**] To:
- improve aging infrastructure and facilities, including streets, sidewalks, bike lanes, parks, restrooms, senior and recreation centers, and
- provide affordable housing to prevent displacement of vulnerable populations, including low to middle-income households, veterans, artists, seniors, and people with disabilities and provide supportive housing for people experiencing homelessness;

Shall the City of Berkeley enact a measure levying 15 cents per building square foot, generating approximately 13 million dollars annually until ended by voters, with low-income exemptions, independent oversight and all funds staying local?

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

[IF YES/NO]: And is that Yes/No strongly or not so strongly?
[IF UNDECIDED]: Well, to which side do you lean?

	TOTAL	MEN	WOMEN
Yes - strongly	37	35	37
Yes - not so strongly	14	20	8
Lean yes	9	4	14
Yes	60	60	58
Undecided/DK	13	8	17
No	27	32	25
Lean no	8	5	11
No - not so strongly	4	5	3
No - strongly	15	22	11
(Refused)	0	0	0

	TOTAL	MEN	WOMEN
N=	500	221	262

The [first/next] version of the ballot measure I'm going to ask you about is a parcel tax.

Q11. **SSF** [**PARCEL TAX 30 CENTS**] To:
- improve aging infrastructure and facilities, including streets, sidewalks, bike lanes, parks, restrooms, senior and recreation centers; and
- provide affordable housing to prevent displacement of vulnerable populations, including low to middle-income households, veterans, artists, seniors, and people with disabilities and provide supportive housing for people experiencing homelessness;

Shall the City of Berkeley enact a measure levying 30 cents per building square foot, generating approximately 26 million dollars annually until ended by voters, with low-income exemptions, independent oversight and all funds staying local?

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

[IF YES/NO]: And is that Yes/No strongly strongly or not so strongly?
[IF UNDECIDED]: Well, to which side do you lean?

	TOTAL	MEN	WOMEN
Yes - strongly	35	34	37
Yes - not so strongly	14	12	13
Lean yes	11	7	15
Yes	61	53	65
Undecided/DK	12	13	12
No	27	33	22
Lean no	6	7	6
No - not so strongly	3	3	3
No - strongly	18	24	13
(Refused)	0	0	0

Q10/11. Combined Parcel Tax

	TOTAL	MEN	WOMEN
Yes - strongly	36	35	37
Yes - not so strongly	14	16	11
Lean yes	10	6	14
Yes	60	57	62
Undecided/DK	13	11	15
No	27	33	23
Lean no	7	6	8
No - not so strongly	3	4	3
No - strongly	17	23	12
(Refused)	0	0	0

	TOTAL	MEN	WOMEN
N=	500	221	262

The [first/next] version of the ballot measure I'm going to ask you about is a sales tax.

Q12. [SALES TAX HALF CENT] To:
- Improve aging infrastructure/ facilities, including streets, sidewalks, bike lanes, parks, restrooms, senior/recreation centers; and
- Provide affordable housing to prevent displacement of vulnerable populations, including low to middle-income households, veterans, artists, seniors, people with disabilities and provide supportive housing for people experiencing homelessness;

Shall the City of Berkeley enact a measure increasing the local sales tax by one half cent, generating approximately 9 million dollars annually from residents and visitors until ended by voters, with exemptions for essential purchases like groceries/prescription medicine and requiring independent oversight?

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

[IF YES/NO]: And is that Yes/No strongly or not so strongly?
[IF UNDECIDED]: Well, to which side do you lean?

	TOTAL	MEN	WOMEN
Yes - strongly	34	34	35
Yes - not so strongly	17	20	16
Lean yes	8	7	8
Yes	59	60	59
Undecided/DK	9	6	12
No	32	34	29
Lean no	8	7	9
No - not so strongly	6	8	4
No - strongly	18	20	16
(Refused)	0	0	0

	TOTAL	MEN	WOMEN
N=	500	221	262

Q13. In this survey I asked about three different ways to fund this measure: **[RANDOMIZE]**

_a sales tax increase
_a bond measure
and
_a parcel tax.

Note that the measures generate different amounts of revenue to invest in the city's infrastructure and housing needs. **[RANDOMIZE STATEMENTS]**

The *sales tax* would generate 9 million dollars annually for these investments.

The *bond measure* would generate **[SSC: 25 million dollars / SSD: 50 million dollars]** annually for these investments.

The *parcel tax* would generate **[SSE: 13 million dollars / SSF: 26 million dollars]** annually for these investments.

Which of these, if any, do you think is the most appropriate way to increase city funding for the infrastructure and affordable housing needs outlined in the ballot measure? You may choose as many as you like. **[ACCEPT MULTIPLE RESPONSES]**

	TOTAL	MEN	WOMEN
Bond measure	46	41	49
Parcel tax	32	34	29
Sales tax increase	28	29	25
(None)	10	13	8
(Don't know)	14	9	18
(Refused)	0	0	0

Q14. The measures I've read to you include different funding priorities for the City of Berkeley. If you had to choose, which one or two of these are the highest priorities for you personally? **[RANDOMIZE]** **[ACCEPT UP TO TWO]**

	TOTAL	MEN	WOMEN
Providing affordable housing for low-income people	53	49	55
Providing supportive housing for people experiencing homelessness	50	45	52
Improving streets	28	32	26
Improving traffic safety and expanding services for pedestrians and bicyclists	22	25	20
Improving parks and related facilities	11	12	10
Improving senior and recreation centers	5	2	8
(None)	3	4	3
(Don't know)	2	1	3
(Refused)	0	0	0

	TOTAL	MEN	WOMEN
N=	500	221	262

Q15. Now thinking just about providing affordable housing in Berkeley, which of the following would be the highest priority for you personally? **[RANDOMIZE]**

	TOTAL	MEN	WOMEN
Acquiring and building affordable housing units	33	32	33
Providing supportive housing for people experiencing homelessness......................................	29	29	29
Providing housing vouchers so low-income residents have better opportunities for affordable housing	15	15	16
Preserving existing affordable housing units	10	10	10
(None)...	7	9	6
(Don't know)...	6	5	6
(Refused)	0	0	0

Q16. How important is it to you personally that a proposed infrastructure measure include an aspect of equity, whatever that means for you? Would you say it is very important, somewhat important, not too important, or not at all important?

	TOTAL	MEN	WOMEN
Very important	48	38	54
Somewhat important	28	32	27
Not too important	6	7	5
Not at all important..	7	13	3
(Don't know)...	10	9	11
(Refused)	1	1	1
Important..	76	69	80
Not important	13	20	8

Q17. SSA: Now I am going to read some ways that people have defined equity in Berkeley. Please tell me which definition is most in line with what equity means to you. **[RANDOMIZE]**

	TOTAL	MEN	WOMEN
Distributing more infrastructure benefits to lower-income neighborhoods and communities of color that have been historically underfunded....................	55	51	56
Distributing more infrastructure benefits to the most vulnerable, like children, people with disabilities, and older Berkeleyans.	18	21	17
Distributing infrastructure benefits equally between Berkeley's eight City Council districts	9	13	6
Distributing infrastructure benefits to areas of Berkeley where there are fewer parks, open spaces, and trees..	9	8	9
(Don't know)...	9	7	10
(Refused)	1	0	1

	TOTAL	MEN	WOMEN
N=	500	221	262

Q18. SSB: Now I am going to read some ways that people have defined equity in Berkeley. Please tell me which definition is most in line with what equity means to you. **[RANDOMIZE]**

	TOTAL	MEN	WOMEN
Distributing infrastructure benefits first to lower-income neighborhoods and communities of color that have historically been underfunded	52	50	51
Distributing infrastructure benefits first to the most vulnerable, like children, people with disabilities, and older Berkeleyans	15	18	14
Distributing infrastructure benefits equally between Berkeley's eight City Council districts	13	15	12
Distributing infrastructure benefits to areas of Berkeley where there are fewer parks, open spaces, and trees	8	6	9
(Don't know)	10	7	14
(Refused)	2	3	0

Q17/18. Combined Equity Definition

	TOTAL	MEN	WOMEN
Distributing infrastructure benefits (first) to lower-income neighborhoods and communities of color that have historically been underfunded	54	50	54
Distributing infrastructure benefits first to the most vulnerable, like children, people with disabilities, and older Berkeleyans	17	19	15
Distributing infrastructure benefits equally between Berkeley's eight City Council districts	11	14	9
Distributing infrastructure benefits to areas of Berkeley where there are fewer parks, open spaces, and trees	8	7	9
(Don't know)	10	7	12
(Refused)	1	2	1

Q19. People in Berkeley have differing opinions about the amount of taxes we pay to fund city services. Some say the amount of taxes we currently pay is appropriate for the services the city provides, while some **[ROTATE]**

_think taxes are too high
and others
_would be willing to pay more in taxes in order to fund more services.

What about you?

	TOTAL	MEN	WOMEN
Taxes are too high	33	31	34
Would be willing to pay more in taxes	33	35	31
Current amount is appropriate	25	25	25
(Don't know)	9	8	10
(Refused)	1	1	1

	TOTAL	MEN	WOMEN
N=	500	221	262

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

Q20. In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive	43	40	43
Liberal	29	26	34
Moderate	19	24	16
Conservative	3	4	3
(Don't know)	3	4	2
(Refused)	2	2	2

Q21. What is the last year of schooling that you have completed?

1 - 11th Grade	0	0	0
High School Graduate	2	3	3
Vocational or technical school	2	2	2
Some college but no degree	13	14	10
Associate degree	7	4	9
4-year college graduate or bachelor's degree	34	37	31
Graduate School or advanced degree	40	36	44
(Refused)	3	4	2
Non-college	24	23	23
College grad	74	74	75

Q22. Do you have any children 18 years of age or younger living at home with you?

Yes	21	22	22
No	76	75	76
(Don't know/refused)	3	3	3

Q23. [**IF Q22=YES**] Are any of your children currently enrolled in Berkeley public schools?

N=	106	49	57
Yes	67	63	70
No	32	37	28
(Don't know/refused)	1	0	2

Q24. Do you own your own home or do you rent?

Own	50	51	53
Rent	45	43	44
(Other)	2	3	1
(Don't know/refused)	2	3	2

	TOTAL	MEN	WOMEN
N=	500	221	262

Q25. How long have you lived in Berkeley? [**DO NOT READ, RECORD WITHIN RANGE**]

Less than two years 6	7	3
Two to less than five years.. 13	13	12
Five to less than ten years 18	20	15
Ten to less than twenty years.................................... 19	18	20
Twenty years or more 33	29	38
All your life 8	8	9
(Don't know/refused) 4	5	3

Q26. **[T]** Just to make sure we have a representative sample, could you please tell me whether you are from a Latino, Hispanic, or Spanish-speaking background?
Q27. [ASK ALL] [T] And please tell me which one, or more than one, of these racial or ethnic groups you identify with.
[RANDOMIZE/READ CHOICES]
[ACCEPT MULTIPLE RESPONSES]
[IF "OTHER" OR "BIRACIAL" OR "MULTI-RACIAL":] Well which two or three of these do you identify with the most?

White or Caucasian.. 58	60	60
Black or African American.. 10	9	11
Latino/Latina or Hispanic... 9	9	9
Asian American or Pacific Islander............................ 12	9	13
Native or Indigenous American 4	2	5
Middle Eastern 2	1	1
(Other) 3	4	2
(Don't know/Refused)... 7	9	5

		TOTAL	MEN	WOMEN
	N=	500	221	262

Age

	TOTAL	MEN	WOMEN
18 - 24	11	14	6
25 - 29	9	9	8
30 - 34	8	9	6
35 - 39	9	9	10
40 - 44	6	6	7
45 - 49	9	9	9
50 - 54	8	6	9
55 - 59	5	8	4
60 - 64	8	6	11
65 - 69	6	5	8
70 - 74	8	7	10
75 & older	12	12	14
(don't know)	0	0	0
Under 30	20	23	14
30 - 39	17	19	16
40 - 49	15	15	16
50 - 64	21	20	24
65 & older	27	24	31

City Council District

	TOTAL	MEN	WOMEN
CCD 1	13	15	12
CCD 2	16	11	19
CCD 3	15	13	16
CCD 4	8	9	7
CCD 5	17	15	19
CCD 6	13	17	11
CCD 7	5	5	4
CCD 8	12	14	11