

City of Berkeley

Findings based on a community survey of
500 likely 2020 voters

May 16-19, 2020

Summary of Key Findings

- The effects of COVID-19 on the Berkeley community have been stark.
 - Half of voters report a very serious or fairly serious impact on themselves and their household due to COVID-19.
 - The most widespread challenge for voters has been the effect on their mental health, followed by financial challenges.
 - Only one in ten voters report no change to their work life. About half are required to work from home, and many have experienced reduced hours, layoffs, and are taking paid or unpaid time off work.
 - Almost half say their household income has decreased since the onset of COVID-19.
 - While about three in five voters report being very likely to be able to pay for housing and essentials in the coming year, about one in ten voters is not at all likely or not very likely to be able to do so.

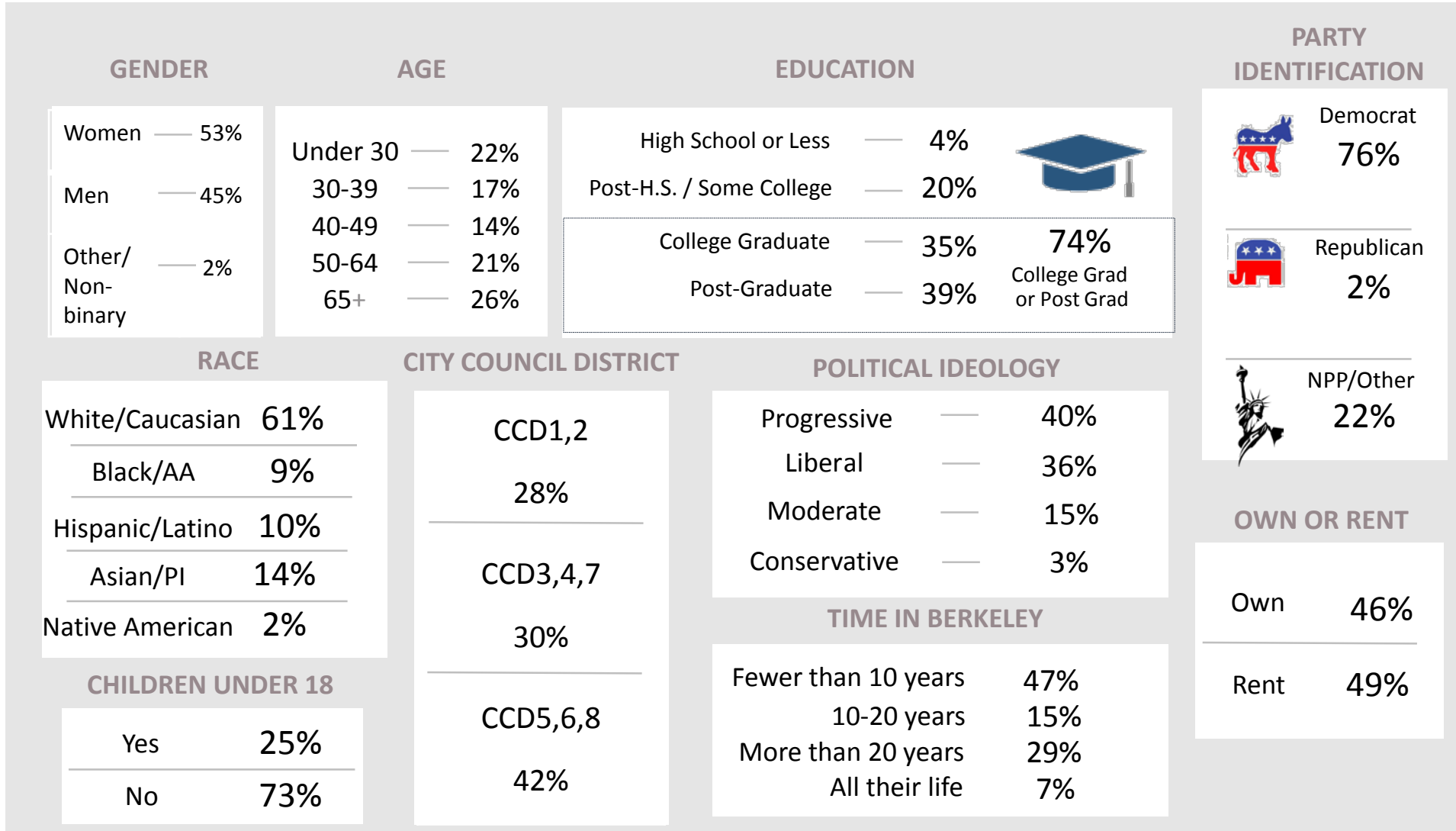
Summary of Key Findings (cont.)

- Voters would like the City of Berkeley to address the COVID-19 pandemic, along with other priority areas.
 - Three-fourths of voters say the City should pursue other goals in addition to addressing COVID-19.
 - Priority areas for voters include improving the City's response to public health emergencies, affordable housing and homeless services, and climate change and sustainability.
- Some measures addressing fire and safety, wildfire prevention, and a tax on wholesale distributors of gas and diesel fuel are in a good position to pass in November 2020.
 - An 8 cents per square foot parcel tax for fire and emergency services almost reaches two-thirds support, with 12% of voters undecided, placing it in a good position to pass with voter communication leading up to election day.
 - A 2.5 cents per square foot wildfire tax surpasses the two-thirds threshold needed to pass, with seven in ten voters supporting it.
 - A Climate Action Fund that taxes whole distributors has stronger support (74% support) than one that taxes utility users (61%).

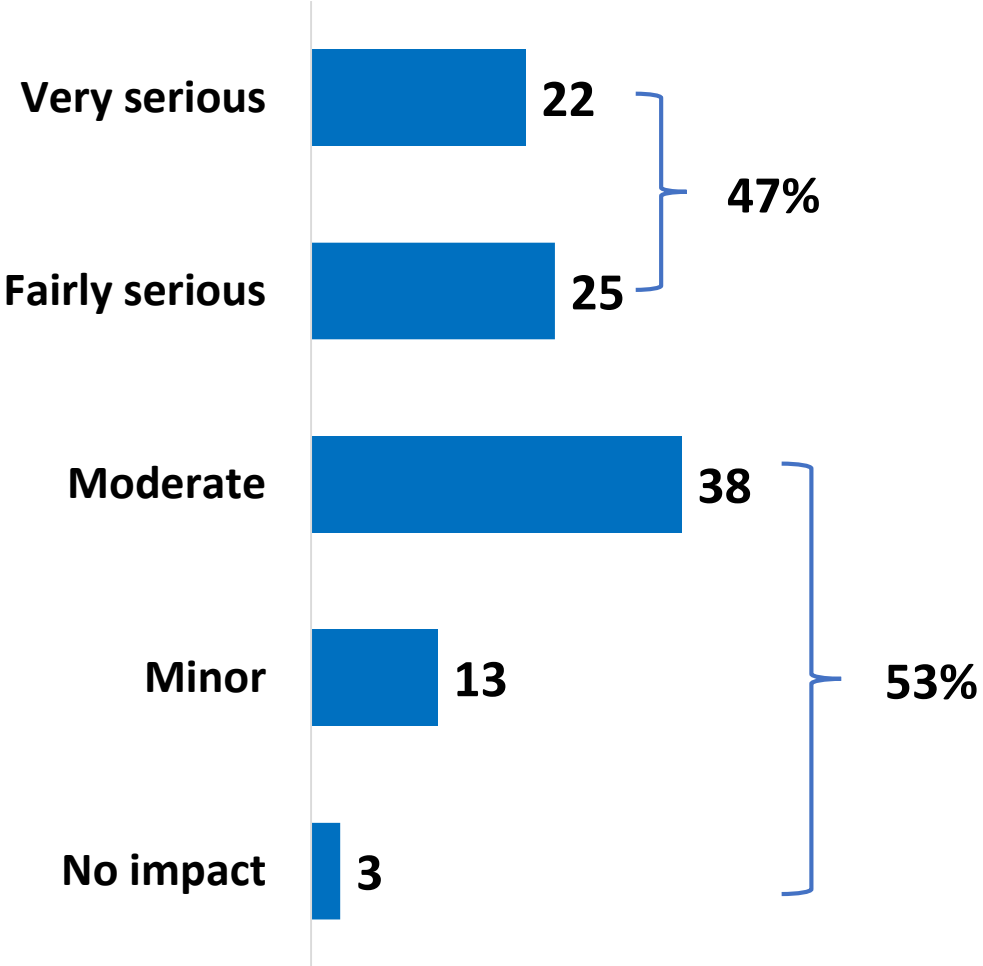
Methodology

- Lake Research Partners administered this survey by phone and text-to-online from May 16-19, 2020. The survey reached a total of 500 likely November 2020 voters in Berkeley, California.
- Telephone numbers for the sample were drawn randomly from a voter file. The data were weighted slightly by gender, region, age, race, party registration, homeownership, and education.
- All sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. For this survey, the margin of error is +/- 4.4 percentage points.

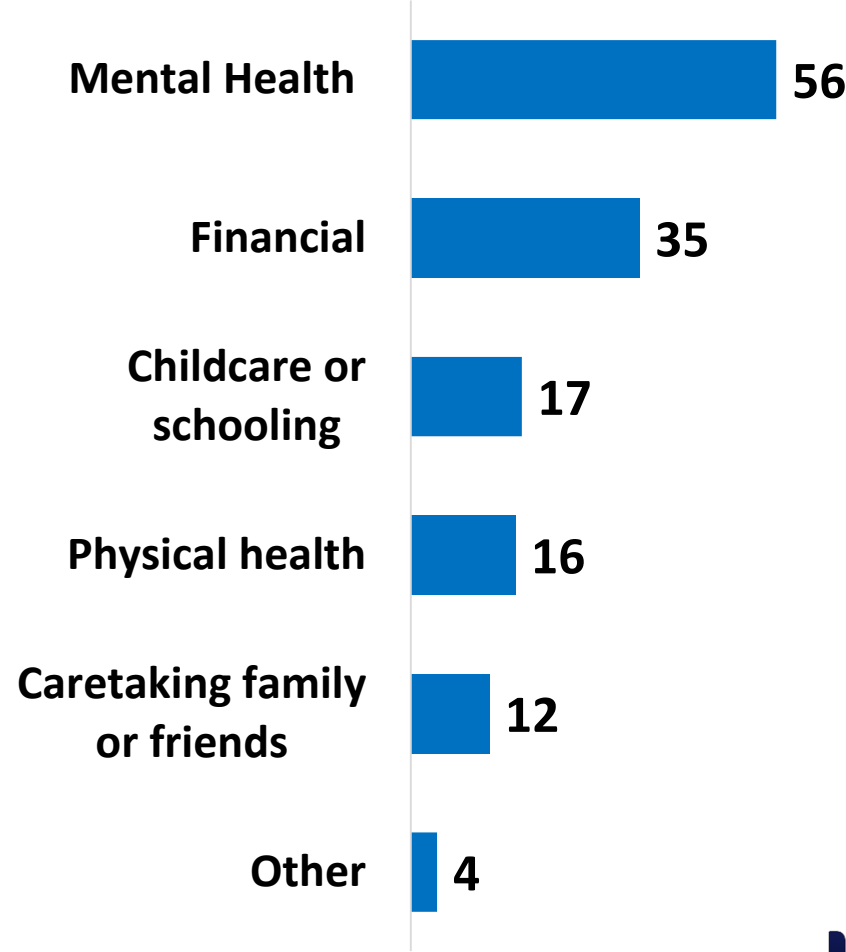
Demographics of Voters in Berkeley



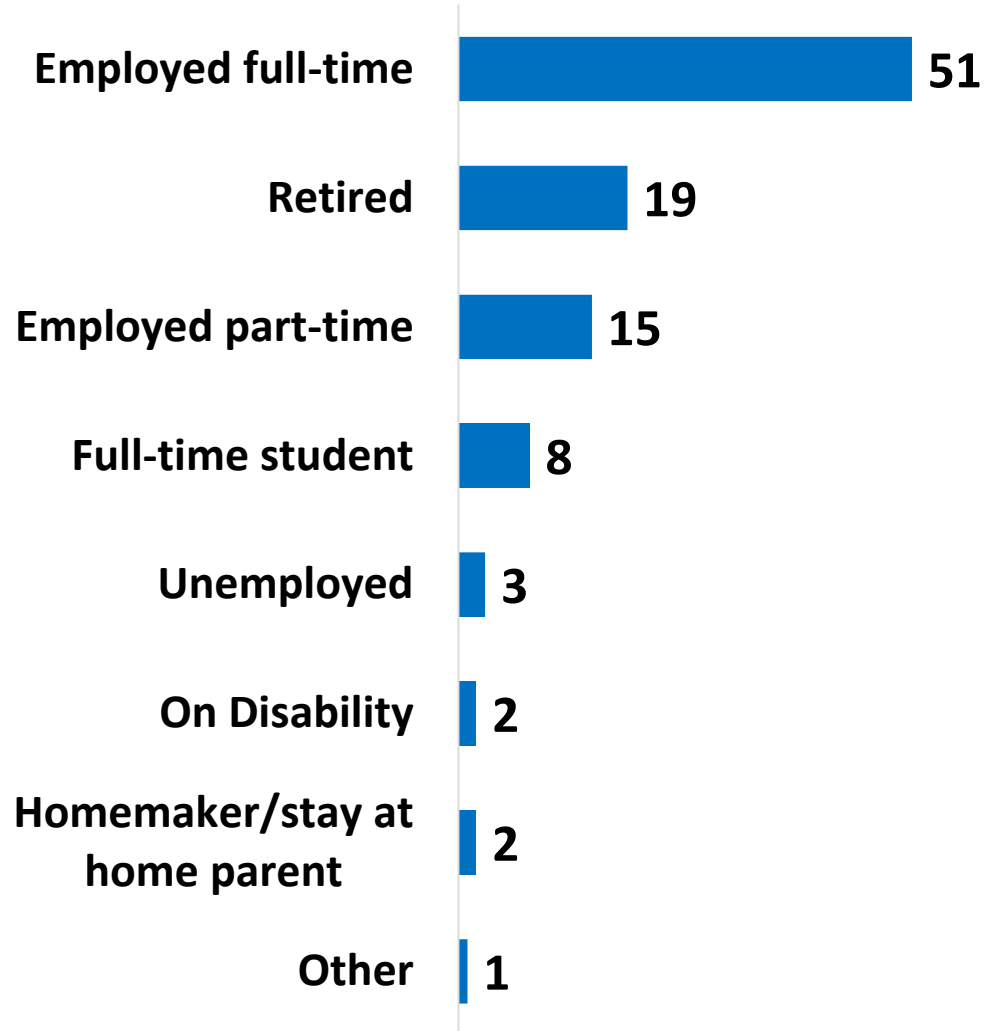
How much of an impact has the coronavirus had on you and your household?



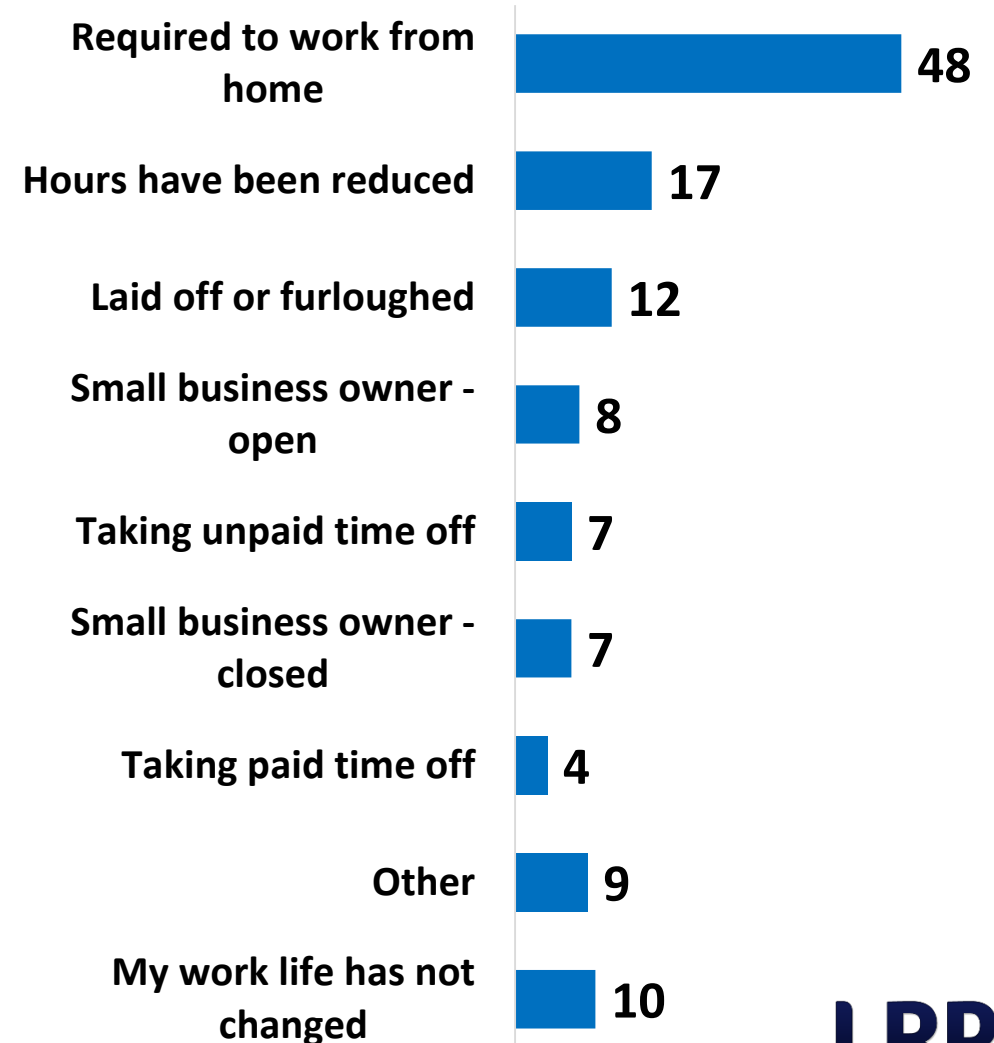
Greatest challenge or difficulty for you and your household? (Open end/multiple responses)



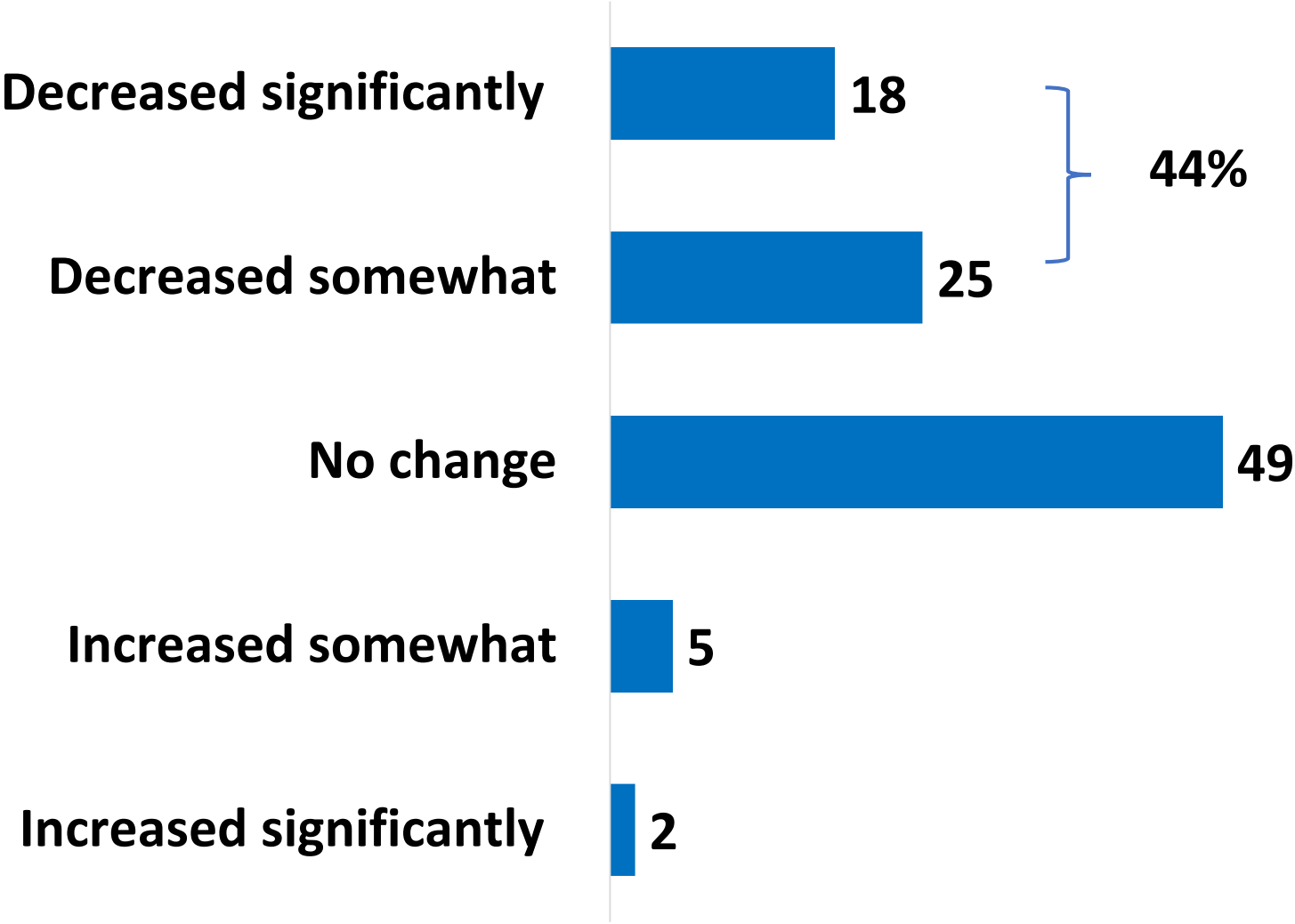
What was your employment status before shelter in place?



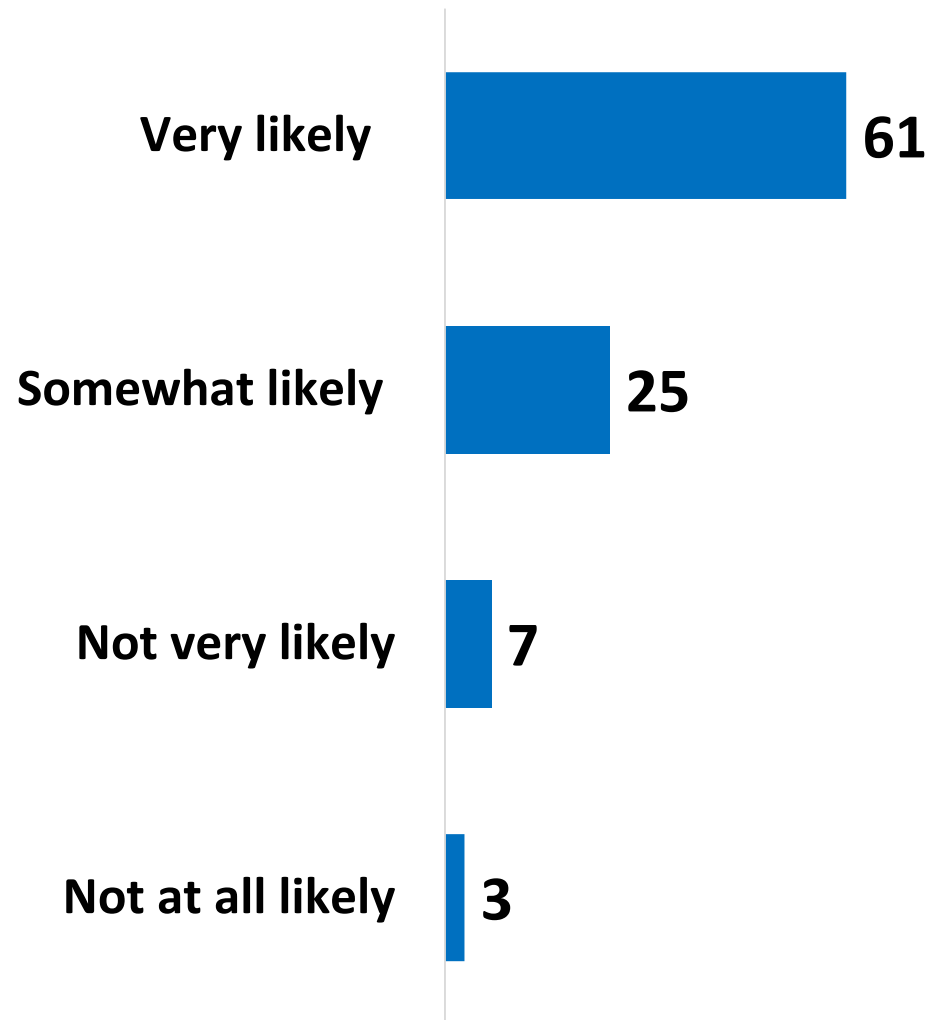
How has your work life been affected? (MULTIPLE RESPONSES)



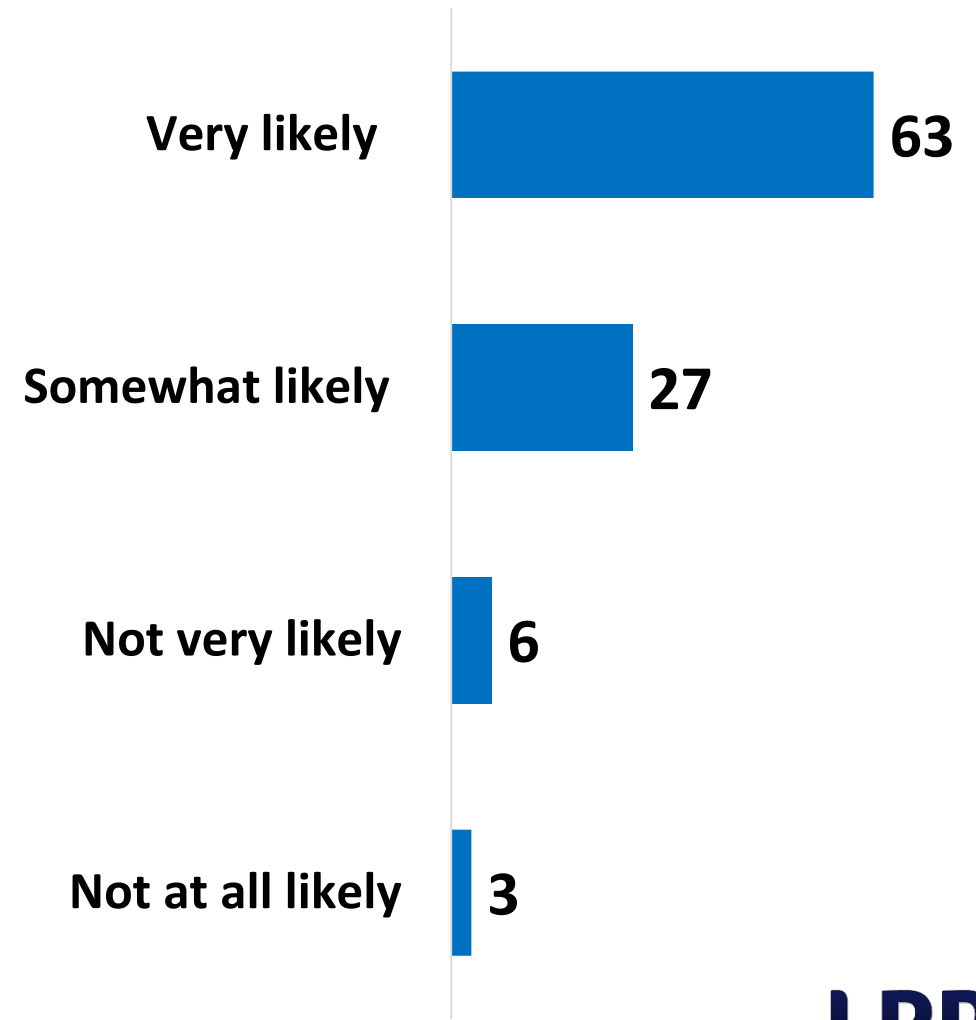
How has your monthly household income changed since the onset of coronavirus?



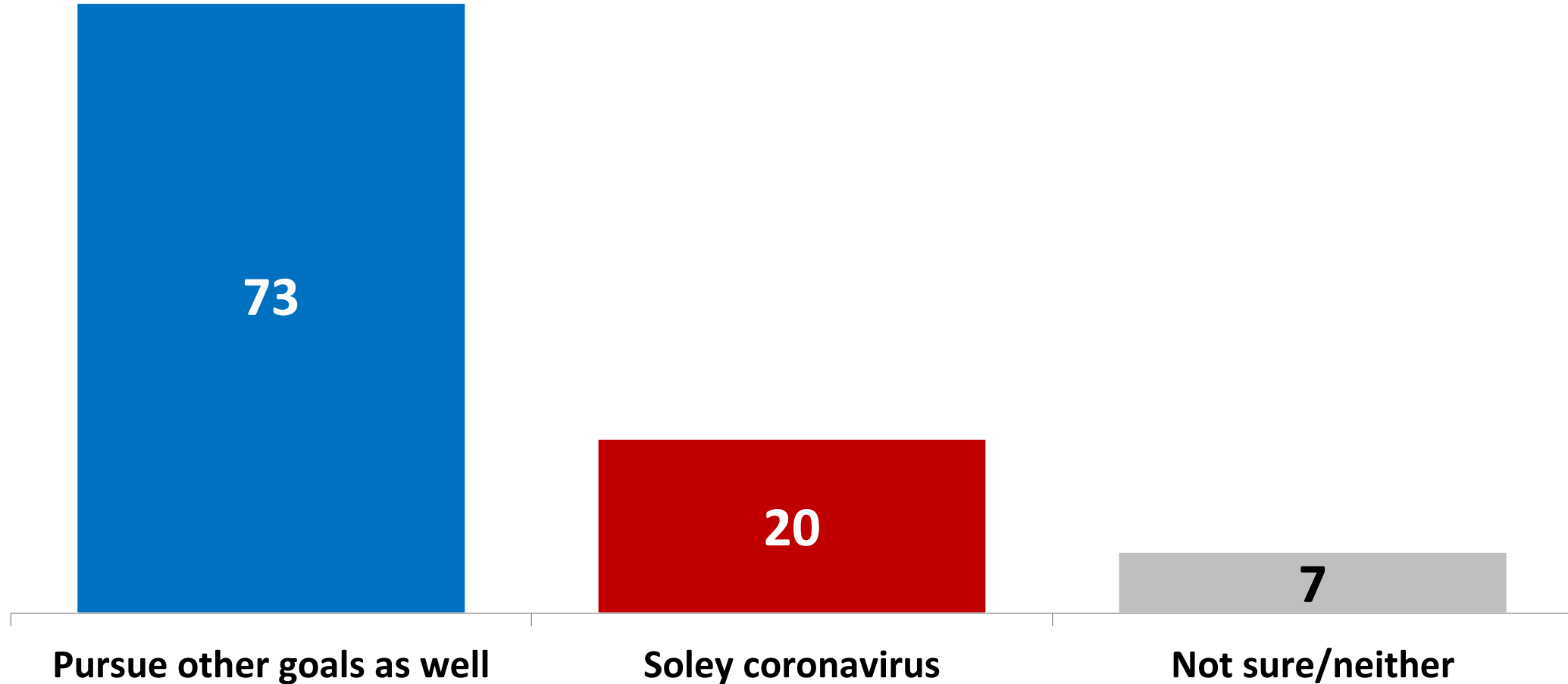
How likely are you to pay your rent or mortgage on time for the next year?



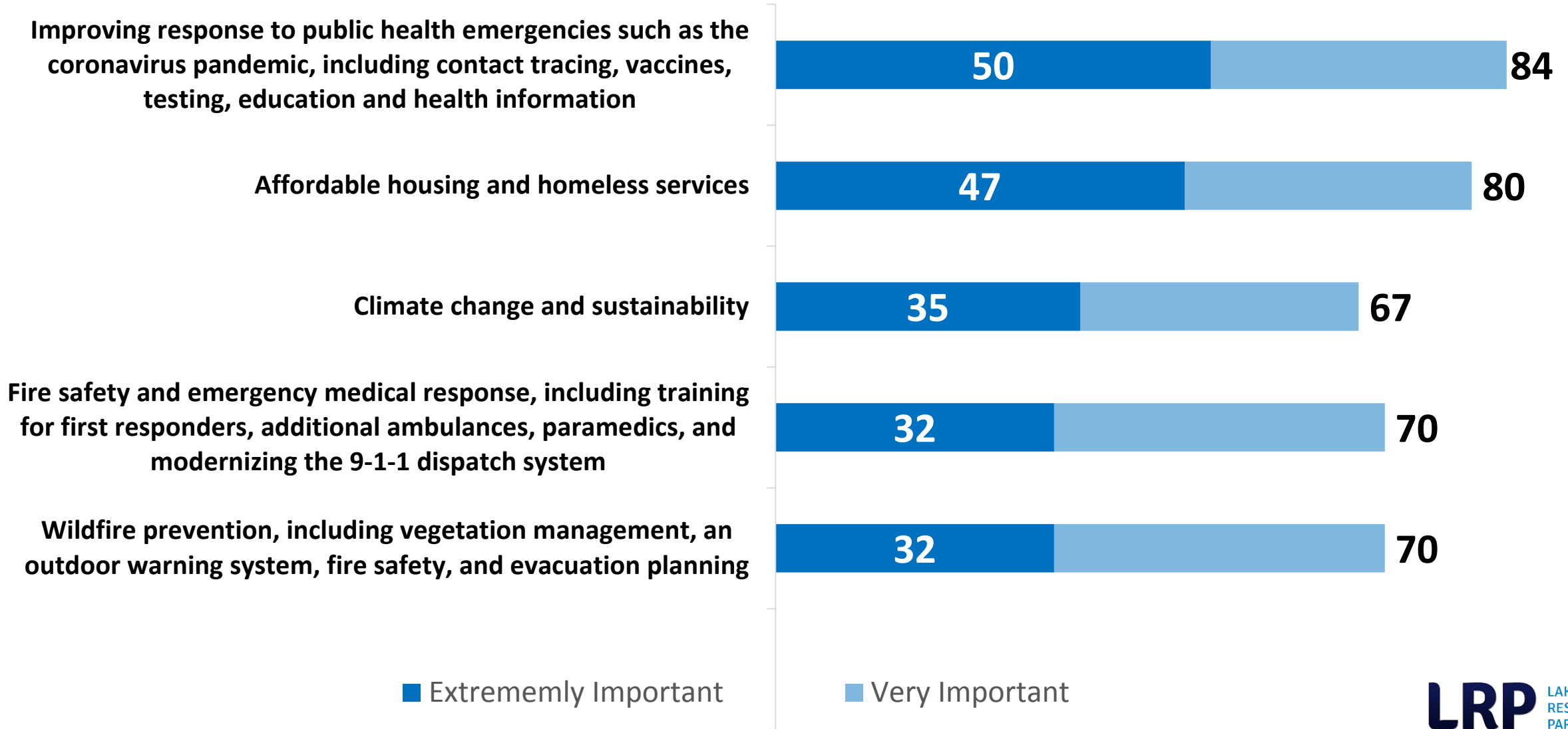
How likely are you to be able to pay for other basic needs over the next year?



Should the City of Berkeley focus solely on the coronavirus pandemic or pursue other goals as well?



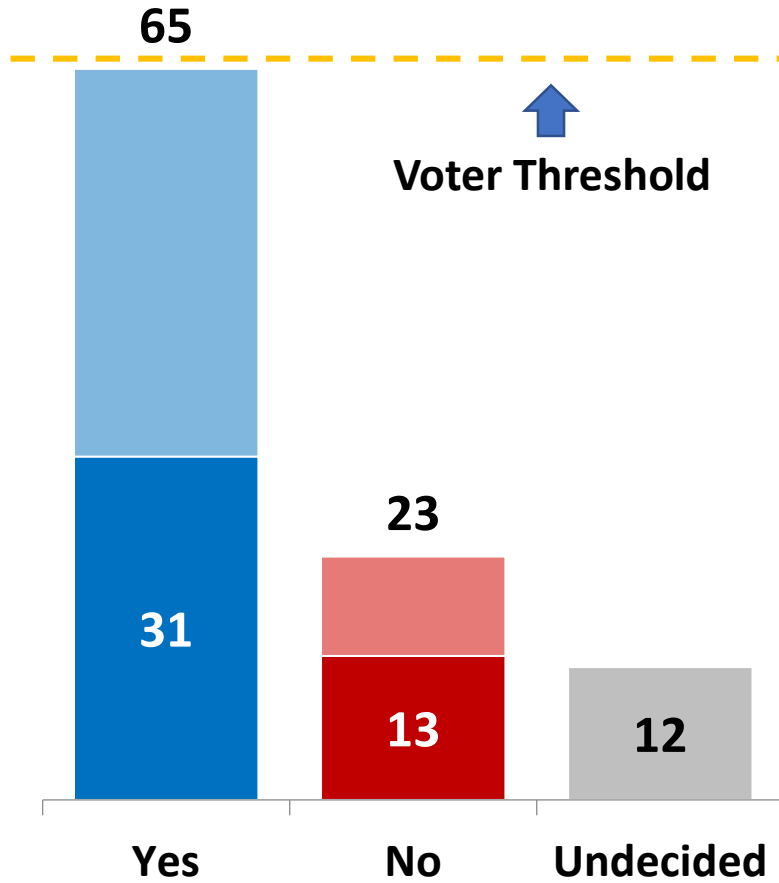
How important is it for the City of Berkeley to address each of the following?



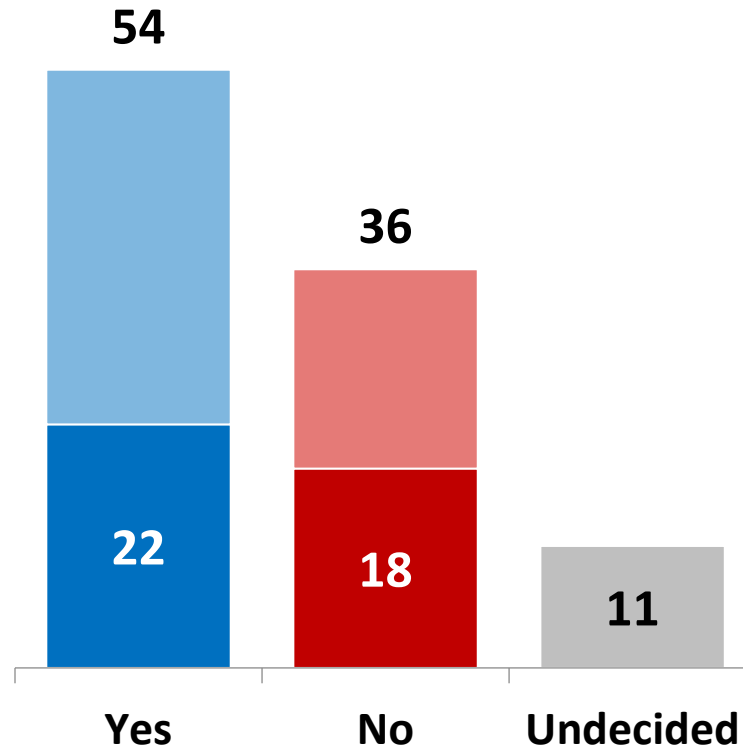
■ Extremely Important

■ Very Important

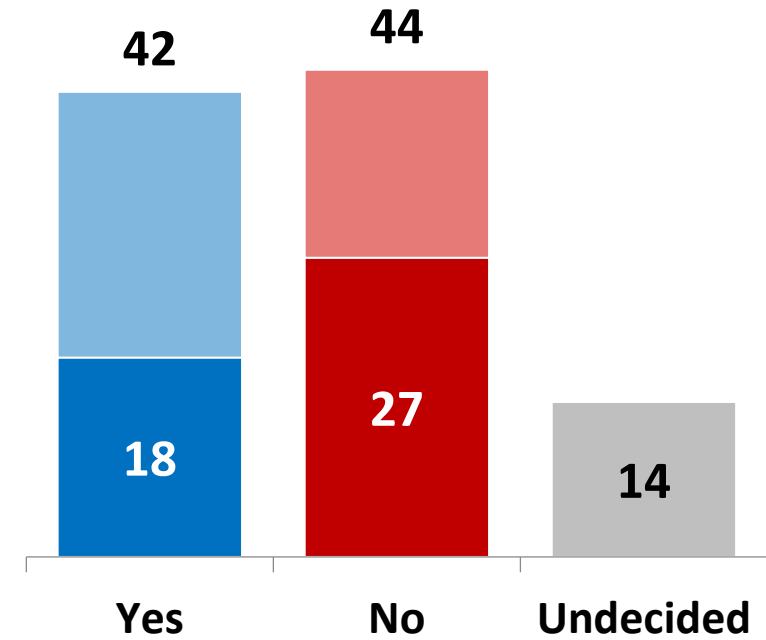
Fire and Emergency Essential (8 cents/sq ft)



Fire and Emergency + Public Health (17 cents/sq ft)



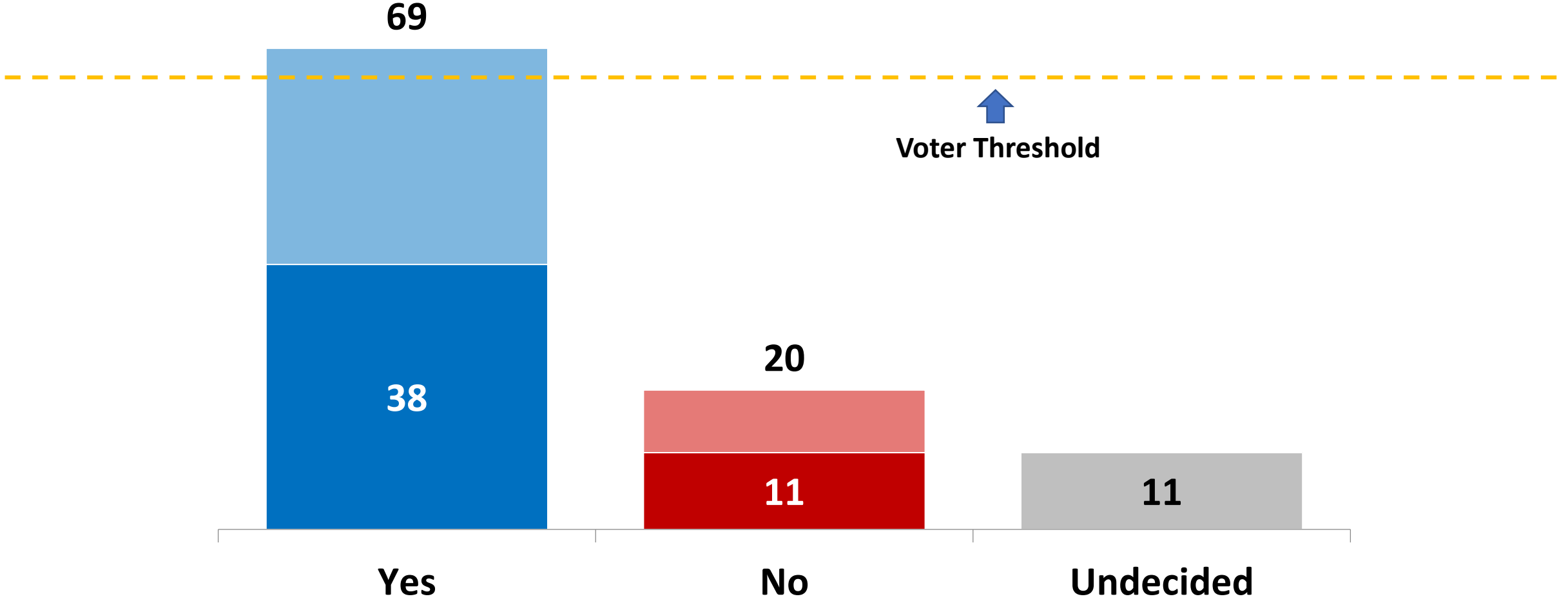
Comprehensive Health and Safety (26.3 cents/sq ft)



Yes – not so strongly/lean yes
Yes – strongly

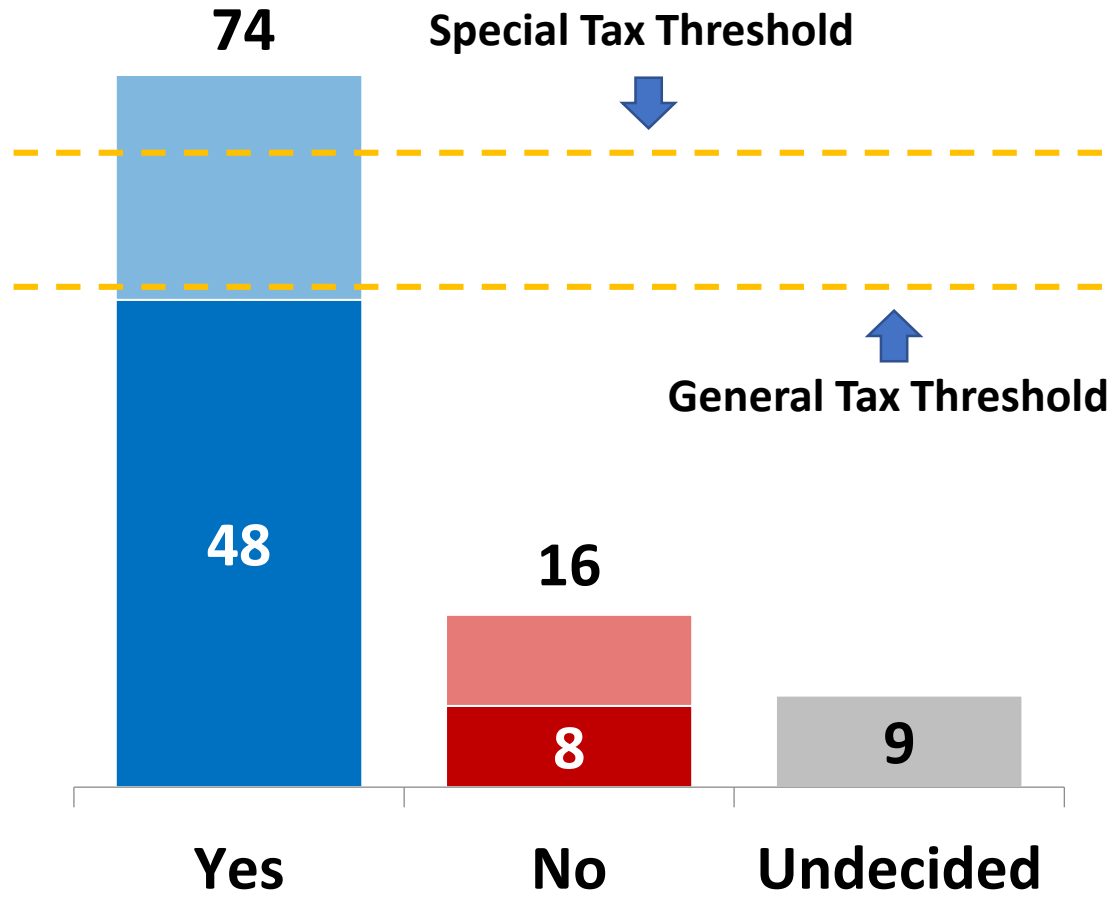
No – not so strongly/lean no
No – strongly

Wildfire Tax

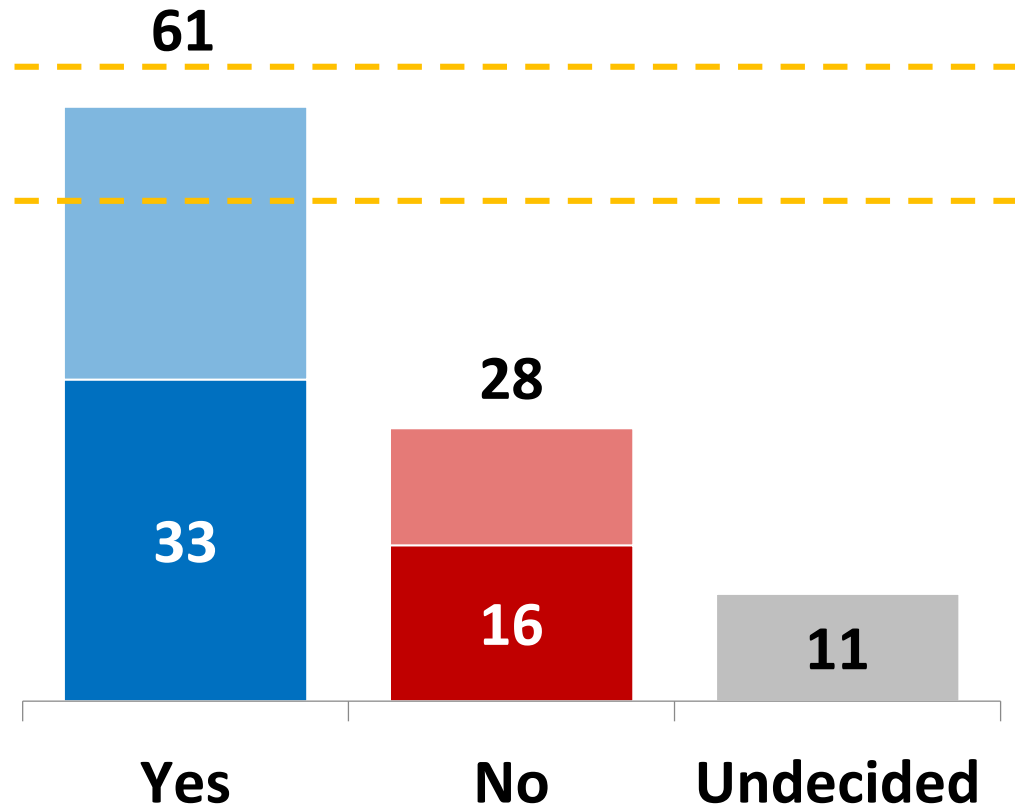


Yes – not so strongly/lean yes
Yes – strongly
No – not so strongly/lean no
No – strongly

Climate Action Fund Oil and Gas



Climate Action Fund Utility Users Tax



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Appendix: Full Text of Ballot Questions – Fire and Emergency

[FIRE AND EMERGENCY ESSENTIAL] Shall the City of Berkeley enact a fire and emergency tax of 8 cents per square foot of building on property owners, estimated at 150 dollars per year on an average home, generating 6.4 million dollars annually, to fund essential local firefighter and paramedic emergency response, including new ambulances, additional hiring and training for firefighters and paramedics, and upgrading or replacing safety equipment, including vehicles, facilities, and modernizing the 9-1-1 dispatch system?

[FIRE AND EMERGENCY PLUS PUBLIC HEALTH] Shall the City of Berkeley enact a fire and emergency tax of 17 cents per square foot of building on property owners, estimated at 325 dollars per year on an average home, generating 14 million dollars annually, to fund local firefighter and paramedic emergency response, including new ambulances, additional hiring and training for firefighters and paramedics, upgrading or replacing safety equipment, including vehicles, facilities, modernizing the 9-1-1 dispatch system, and expand funding so that the City can better respond to public health emergencies such as the coronavirus pandemic, including expanded funding for contact tracing, vaccines, testing, education and health information?

[COMPREHENSIVE HEALTH AND SAFETY] Shall the City of Berkeley enact a fire and health and safety tax of 26.3 cents per square foot of building on property owners, estimated at 500 dollars per year on an average home, generating 21.4 million dollars annually, to fund local firefighter and paramedic emergency response, including new ambulances, additional hiring and training for firefighters and paramedics, upgrading or replacing safety equipment, including vehicles, facilities modernizing the 9-1-1 dispatch system, expand funding so that the City can better respond to public health emergencies such as the coronavirus pandemic, including expanded funding for contact tracing, vaccines, testing, education and health information, and to fund wildfire prevention, fire safety, an outdoor emergency warning system, and evacuation planning?

Appendix: Full Text of Ballots – Wildfire and Climate Action Fund

[WILDFIRE TAX] Shall the City of Berkeley enact a wildfire prevention parcel tax of 2.5 cents per square foot of building on property owners, estimated at 47 dollars per year on an average home, generating 2 million dollars annually, to fund wildfire prevention, fire safety, an outdoor emergency warning system, and evacuation planning?

[CLIMATE ACTION FUND OIL AND GAS] Shall the City of Berkeley create a Climate Action Fund to provide incentives for Berkeley residents and businesses to reduce global warming emissions? Money for the Climate Action Fund would come from a tax on wholesale distributors of gas and diesel fuel, for measures to reduce greenhouse gas emissions and local air pollution, including increasing electric vehicle, bicycle and pedestrian infrastructure and other clean transportation options, increasing energy efficiency and renewable energy use in homes and businesses, and investing in clean and reliable back-up power for emergency services facilities and other general municipal services?

[CLIMATE ACTION FUND UTILITY USERS TAX] Shall the City of Berkeley create a Climate Action Fund that would be funded by an increase in the Utility Users Tax from 7.5% to 10%, that would generate 4 million dollars annually for measures to reduce greenhouse gas emissions and local air pollution, including increasing electric vehicle, bicycle and pedestrian infrastructure and other clean transportation options, increasing energy efficiency and renewable energy use in homes and businesses, and investing in clean and reliable back-up power for emergency services facilities and other general municipal services?