



Office of the City Manager

WORK SESSION

April 3, 2012

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, Interim City Manager

Submitted by: William Rogers, Interim Deputy City Manager

Subject: Results from March Community Survey

SUMMARY

On February 28, the Council discussed the City's infrastructure and service priorities and identified which of those priorities to include in a community survey to inform choices about possible ballot measures in November 2012. The projects and service areas identified by the Council were as follows: street repair, public pools, street lighting, parks, recreation facilities/community centers, storm drains/watershed management, seismic retrofits of city buildings (including Old City Hall, Veterans Building, and the Center Street Garage), homeless services, and affordable housing. The survey included questions aligned with these areas and was designed to assess the community's service and infrastructure priorities, economic confidence, and willingness to support revenue measures to fund those priorities.

The community survey was conducted March 14 -March 19 by Lake Research Partners, and a summary of the survey results is included in this report (Attachment 2). As of the writing of this report, a full analysis of the data was not yet complete. However, the top line data from the survey suggests some clear trends about the community's opinions:

- A solid majority of respondents recognized the need to make infrastructure improvements;
- Of the possible infrastructure projects included in the survey, respondents showed a consistent preference for streets and water quality improvements, with 68 percent of respondents rating both streets and storm drains as extremely or very important;
- When informed about the costs of projects, respondents still consistently supported street and water quality improvements. While several of the project configurations and bond amounts were supported by more than half of respondents, none of them met the two-thirds threshold that would be required to pass a bond or a special tax.

The purpose of this report is to present the top line survey results and provide an opportunity for the Council to discuss the results and provide comments regarding next steps. Staff will return to Council on May 1st to seek direction about whether to conduct a

second survey to test ballot measure language and if so, what topics to include in that survey.

CURRENT SITUATION AND ITS EFFECTS

Due to years of dwindling state and local budgets resulting from reduced revenues and increased costs, Berkeley, like many older cities, has deferred maintenance and infrastructure needs in a variety of areas, including streets, storm drains, pools, parks, recreation centers, senior centers and other City facilities where services are provided. To get a clearer picture of the City's infrastructure needs, Council heard presentations in the Fall of 2011 from the Public Works, Information Technology and Parks, Recreation & Waterfront Departments. The total cost of identified, unfunded projects at today's costs is approximately \$523,000,000.

On February 28, 2012, Council discussed the City's infrastructure needs and provided comments about what to include in a community survey. The intent of the survey was to better understand residents' priorities and their willingness to pay for various improvements and services.

The projects and service areas identified by the Council at the February 28 meeting were: street repair, public pools, street lighting, parks, recreation facilities/community centers, storm drains/watershed management, seismic retrofits of city buildings (including Old City Hall, Veterans Building, and the Center Street Garage), homeless services, and affordable housing.

Survey Design

Lake Research Partners designed and administered this community survey for the City of Berkeley. The 17-minute survey was conducted by telephone (March 14 -19, 2012) using professional interviewers. The survey reached 430 residents who are likely voters in the November 2012 election. Telephone numbers for the sample were drawn from the state voter file. The margin of error for this poll is 4.9%

Questions about infrastructure and service investments were asked without associated costs, with associated costs, and about combinations of projects with specific dollar amounts. These varied approaches allow for a better understanding of the respondent's preferences, as well as their sensitivity to cost.

Summary of Survey Results

Voter Attitudes about the General Economy

Respondents were asked whether they felt the economy in this area is getting better, getting worse, or staying about the same. Forty-five (45) percent of respondents said they felt the economy is staying about the same. Of the remaining respondents, 34 percent felt the regional economy is doing better, and 17 percent felt it is doing worse (**Question 6**).

When asked how they or their families are doing in this economy (**Question 5**), Fifty-seven (57) percent of respondents reported they were doing "good or excellent;" thirty-four (34)

percent rated their economic situation as “fair;” and about eight (8) percent reported they are doing poorly.

Voter Attitudes about Berkeley

When asked specifically about Berkeley, 51 percent of respondents said they thought things in Berkeley are going in the “right direction.” Only 24 percent stated things were on the “wrong track” and 25% responded “don’t know”.

When asked about service delivery, 58 percent of respondents felt that the City is doing either an excellent or good job; 30 percent said the City is doing a fair job, and 7 percent said the City is doing a poor job.

When given a list of issues people may be focused on in Berkeley, respondents were asked to select one that is most important to them (**Question 4**). The top five responses were as follows:

Top 5 Issues	Percentage of Support
Improving education and schools	32 percent
Creating jobs and economic development	13 percent
Managing the City budget	13 percent
Reducing crime	10 percent
Addressing homelessness	10 percent

Community Infrastructure Priorities

Community survey respondents preferred making improvements to streets and water quality over other potential areas of investment. This preference was demonstrated whether projects were presented with or without a cost estimate or as part of a package.

Respondents were asked to rank a list of 11 infrastructure projects on a scale of 1-4, from “extremely important” to “not too important” (**Questions 7-17**). These projects were presented without cost figures. Maintenance and infrastructure projects, by preference, are shown in the chart below:

Project	Extremely or Very Important	Less Important
Fixing storm drains and protecting the watershed	68	30
Paving and repairing streets	68	31
Addressing deferred maintenance on city buildings such as roofing, electrical and energy efficiency	52	45
Seismically retrofitting smaller facilities such as senior centers and recreation centers	50	46
Improving parks and playgrounds	41	58
Seismically retrofitting large facilities such as Old City Hall, the Center Street Garage and Veterans Building	44	51
Improving street lighting	41	56

Improving recreation and community centers	37	60
Improving efficiency and communication with information technology	33	58
Renovating swimming pools	29	67
Improving the marina and surrounding area	27	69

Bond Packages

Six “bond packages” including various infrastructure projects were tested in a split sample, so that each respondent was asked about three packages designed to raise \$100 million, \$50 million and \$25 million respectively. Below is a chart that describes the package components and results. The questions were randomized when asked. For each question, the respondent was asked to characterize their support or opposition as strong or not so strong, or leaning yes or no. Those characterizations are collapsed into Support or Oppose in the chart below.

In cases where the support/oppose numbers do not equal 100, the difference is people who answered “undecided” or “don’t know.”

\$100 million bond package		
Package	Support	Oppose
Question 20: Shall the City of Berkeley issue general obligation bonds not exceeding \$100 million dollars to improve the city’s watersheds to reduce neighborhood flooding, improve water quality, preserve habitat, and allow for the capture and re-use of rain water; revenue from the bonds would also be used to seismically retrofit and make disabled access improvements to recreation and senior centers?	47	33
Question 21: Shall the City of Berkeley issue general obligation bonds not exceeding \$100 million dollars to significantly improve the condition of city streets; renovate all swimming pools including the pool at Willard and build a new warm water pool; and to seismically retrofit and make disabled access improvements at recreation and senior centers?	43	39
\$50 million bond package		
Question 22: Shall the City of Berkeley issue general obligation bonds not exceeding \$50 million dollars to improve streets; and to partially repair storm drains and improve water quality?	56	27
Question 23: Shall the City of Berkeley issue general obligation bonds not exceeding \$50 million dollars to renovate all swimming pools including the pool at Willard and build a new warm water pool; and to improve facilities and seismically retrofit recreation, community, and senior centers?	46	39
\$25 million bond package		
Question 24: Shall the City of Berkeley issue general obligation bonds not exceeding \$25 million dollars to enhance street repaving for the next five years?	54	25

Question 25: Shall the City of Berkeley issue general obligation bonds not exceeding \$25 million dollars to partially repair storm drains and improve water quality?	59	26
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Pools

During the February 28th Council discussion, interest was expressed in including questions about the pools in the community survey. The first two pool questions focused on bond measures (**Questions 18 and 19**). One for a repair of existing pools at a cost of \$500,000, and the second for the renovation of all pools, including Willard, and the construction of a new warm water pool at a cost of \$22 million.

Project	Cost	Support	Oppose
Repair of Existing Pools	\$500,000	55%	35%
Renovate all pools, including Willard and construct a new warm water pool	\$22 Million	39%	50%

While the City currently has funds to operate the two existing pools —King and West Campus—the City does not have operating funds for additional pools. Given this, respondents were asked a separate question about their willingness to fund a parcel tax measure that would cover new operational expenses of approximately \$1 million dollars per year (**Question 27**) inclusive of energy, supervision and maintenance staff, and additional hours at Willard and West Campus.

	Cost	Support	Opposed
Parcel Tax to Cover Operational Costs of Two Additional Pools	\$1 million	32%	40%

Services:

While bonds are generally used to finance infrastructure projects, parcel taxes are often used to fund ongoing services. The survey included questions about services and the use of parcel taxes to fund those services. Like bond measures, these special revenue measures also need a 2/3 vote to pass.

Homeless Services and Affordable Housing Questions

Respondents were asked about two different parcel tax measures that would fund services. The parcel-tax revenue questions were structured similarly:

Should the City implement a tax of \$25 per year based on an average 1900 square foot house to provide about \$1 million to fund homeless services in Berkeley.

Homeless services (**Question 28**) garnered 58 percent support.

Should the City implement a tax of \$25 per year based on an average 1900 square foot house to provide about \$1 million to fund affordable housing in Berkeley.

Affordable housing (**Question 29**) garnered 52 percent support.

The City currently has five other voter-approved parcel taxes.

Current Tax and Assessment Increases

Another set of questions tested the idea of increasing the amount collected for two current assessments: the Parks Tax and the Street Light Assessment:

- The Parks Tax was approved by Berkeley voters on May 6, 1997. This tax is dedicated to providing funds for the direct cost of acquisition and maintenance of improvements related to parks and landscaping in the City of Berkeley. The current tax assessment is \$0.1169 cents per square foot, and is expected to raise approximately \$9.24 million this fiscal year.

The survey asked respondents whether they would be willing to increase the current parks tax by \$27, from \$222 per year to \$249 per year, based on average 1900 square foot house. This is an increase of 12 percent.

The increase to the Parks Tax had 48 percent support (**Question 30**).

- The Street Light Assessment was last increased in FY 1993, 20 years ago. The net revenue generated from the assessment is \$1,372,114. The streetlight program is currently supplemented with General Fund as the costs of the program exceed the revenue generated from the assessment.

The survey asked respondents whether they would be willing to increase the current street light assessment from \$21 to \$42 to fund repairs, maintenance and electrical costs for street lights in all areas of Berkeley.

The increase in the streets light assessment had 42 percent support (**Question 31**).

Ballot Measure Development Next Steps

The City Council will have another opportunity to discuss the survey findings at the May 1 meeting and to consider the possibility of conducting a second survey, which could be used to test more specific ballot measure language. As discussed at the February 28 meeting, the second survey could also be used to test residents' support for local measures in the

context of the rest of the ballot, including the presence of other state and county revenue measures.

If Council decides to move forward with a second survey, direction on the contents of the second survey would need to be provided on May 1. This would allow the survey to be designed and implemented in May and results provided for either the May 29th or June 12th Council meeting.

BACKGROUND

The City of Berkeley is 134 years old and its infrastructure is aging. The City's infrastructure includes roads, buildings, parks and open spaces, community centers, storm drains and sewers, and information technology systems. Infrastructure is central to the City's ability to effectively deliver valued community services. The economic conditions of the last several years, disappearing state and federal funding, and increasing costs have limited the City of Berkeley's ability to make necessary improvements to our infrastructure. During Fall 2011, Council considered the City's complete infrastructure needs in a series of focused work sessions that included Parks, Pools, Recreation, Watersheds, Streets, City Buildings and Information Technology. On February 28, 2012, the Council discussed a community survey to assess resident's priorities with respect to various infrastructure improvements and programs. That survey was conducted in March, the results of which are included with this report. The materials for the February 28th meeting included a tax comparison analysis. That analysis has been updated and the revised comparison is included as Attachment 1 to this report.

CONTACT PERSON

Mary Kay Clunies-Ross, Senior Management Analyst, City Manager's Office, 981-7008

Attachment:

1. Revised Tax Comparison Chart
2. March Survey Topline Results
3. Updated list of measures approved for November 2012 ballot

Attachment 1 - REVISED

Comparison of Berkeley, Oakland, and Albany Property-Based Taxes and Assessments: FY 2012

Ad Valorem Taxes: Berkeley, Oakland, and Albany properties are all equally subject to the 1% countywide ad valorem tax based on assessed value, as well as the ad valorem debt service imposed by the Peralta Community College district, Bay Area Rapid Transit district, East Bay Regional Park district and East Bay Municipal Utility district (EBMUD). In FY 2012 these taxes represent \$3,640.94 of the total ad valorem tax for each city.

Berkeley, Oakland, and Albany have each approved City GO bond debt, which is based upon the assessed value. In FY 2012, Berkeley's cumulative GO bond tax at \$161.21 is significantly lower than Oakland's cumulative GO bond tax at \$751.86 and Albany's GO bond tax at \$558.40.

Special Taxes: Each of these cities also has its own set of voter-approved special taxes and other assessments, however they do not use the same taxation method as the City of Berkeley. For instance, while most of Berkeley's special taxes are based on a tax rate multiplied by the building square footage, those in Oakland and Albany are usually a standard flat rate amount per parcel with some variation in the flat rate based upon land use. In all three cities, most of the voter approved special taxes allow for an annual cost of living adjustment based either on the annual Bay Area Consumer Price Index (CIP) (although Berkeley's Emergency Services for the Severely Disabled tax and the Library Tax uses the higher of the Bay Area CIP or the Statewide Personal Income Growth (PIG) rate).

There are several significant differences in the special taxes imposed by Berkeley, Oakland, and Albany. For example, Berkeley's Library Tax at \$314.46 is significantly higher than Oakland's library tax at \$86.86¹ or Albany's library and library supplemental tax at \$92.60 annually.

Another significant difference is in school taxes. Each city has approved School GO bond debt and special school taxes. Berkeley's combined GO and special school taxes total \$1,133.22, Albany's GO and special school tax is now slightly higher than Berkeley's \$1,278.24 (in 2008 it was slightly lower), but Oakland's is significantly lower at \$642.62.

County and other agency special taxes and assessments (such as CSA: County Service Area Vector Control, AC Transit, East Bay Municipal Utility District and East Bay Regional Parks) are parcel-based, flat rate taxes based on land use. And, with some limited exceptions², apply equally to all property in these three cities. There are a few other variations billed on property tax statements.

The following table summarizes the comparison of total FY 2012 annual parcel-based taxes for Berkeley, Oakland, and Albany using the same property with an assessed value of \$350,000 and a homeowner's exemption of \$7,000.

¹ Parcels located in the Rockridge Community Facility District (CFD) 1 pay an additional tax of \$25 annually.

² Albany is not subject to the additional Mosquito Abatement fee and is not included in the CSA Lead Abatement program. Oakland properties pay higher CSA Vector Control assessments than Berkeley or Albany.

**SUMMARY OF FY12 PROPERTY-BASED TAXES AND ASSESSMENTS COMPARISON
(350,000 AV and 1900 SF Average Homeowner)**

AGENCY	Berkeley FY2012		Oakland FY2012		Albany FY2012	
	Rate	Amount	Rate	Amount	Rate	Amount
COUNTYWIDE AD VALOREM TAX	1.0000%	\$3,430.00	1.0000%	\$3,430.00	1.0000%	\$3,430.00
<u>Voter-Approved Ad Valorem Debt Service Tax (combined rate/tax)</u>	0.2563%	\$879.10	0.4112%	\$1,410.42	0.3888%	\$1,333.58
City GO Bond Measure G (Fire Seismic)	0.0130%	44.60				
City GO Bond Measure S (Main Lib Seismic)	0.0200%	68.60				
City GO Bond Measure I (Animal Shelter)	0.0020%	6.86				
City GO Bond Measure FF (Neighborhood Lib)	0.0120%	41.16				
Unified School District GO Bonds	0.1478%	506.94	0.1305%	447.62	0.1645%	564.24
Peralta Community College	0.0436%	149.54	0.0436%	149.54	0.0436%	149.54
Bay Area Rapid Transit	0.0041%	14.06	0.0041%	14.06	0.0041%	14.06
East Bay Regional Park	0.0071%	24.36	0.0071%	24.36	0.0071%	24.36
EBMUD Special District 1	0.0067%	22.98	0.0067%	22.98	0.0067%	22.98
Oakland GO's			0.2192%	751.86		
Seismic			0.0xxx%			
Measure DD 2003A			0.0xxx%			
GO Refunding Series			0.0xxx%			
Pension Obligation Bonds			0.0xxx%			
Albany GO's					0.1628%	558.40
Pension Obligation Bonds					0.xxxx%	0
Measure F Series 2003 & 2007					0.xxxx%	0
TOTAL ALL AD VALOREM TAXES	1.2563%	\$4,309.10	1.4112	\$4,840.42	1.3888%	\$4,763.58
<u>City Voter-Approved Special Taxes</u>	Rate X BSF					
Landscape/Park						
Oak: LLAD; Alb: City Landscape 88-1	\$0.1169	222.12	parcel/unit	102.64	parcel/unit	75.54
Alb: City Landscape 96-1					parcel/unit	69.00
Library Tax	\$0.1655	314.46	parcel/unit	86.86	parcel/unit	92.60
Paramedic Supplemental						
Oak: Emg Med; Alb: ALS (Meas N)	\$0.0312	59.28	parcel/unit	22.10	parcel/unit	85.20
Physically Disabled	\$0.01195	22.72				
CFD1 Disaster Fire/Mello Roos						
Oak: Violence Prevention (BB) &	\$0.01250	23.76	parcel/unit	184.00		
Total City Special Taxes	\$0.33805	\$642.34		\$395.60		\$322.34
<u>City Assessments</u>						
Street Lighting	0.0108	20.52				
Clean Storm Water						
Oak: Flood 12; Alb: st/storm drains & CSW	Formula	33.70	parcel/unit	16.60	parcel/unit	149.38
Total City Special Assessments		\$54.22		\$16.60		\$149.38
BUSD Special Taxes						
Facility Maintenance Measure BB	\$0.0631	119.90				
Educational Excellence Measure A (2006)						
Oak: Meas G; Alb Meas I & J	\$0.2665	506.36	parcel/unit	\$195.00	parcel/unit	\$714.00
Total Unified School District Special Taxes	\$0.3296	\$626.26		\$195.00		\$714.00
<u>County/Agency Assessments/ Fixed Charges</u>						
CSA Paramedic	Parcel-based	26.86		26.86		26.86
Mosquito Abatement	Parcel-based	1.74		1.74	N/A	0.00
Mosquito Assess 2	Parcel-based	2.50		2.52		
CSA Vector Control	Parcel-based	5.92		7.20		5.92
CSA Vector Control B	Parcel-based	4.08		4.12		4.08
CSA Lead Abatement	Parcel-based	10.00		10.00	N/A	0.00
AC Transit (Measure VV)	Parcel-based	96.00		96.00		96.00
EBMUD Wet weather	Parcel-based	71.26		71.26		71.26
East Bay Trail LLD	Parcel-based	5.44		5.44		5.44
EBRP Park Safety/M	Parcel-based	12.00		12.00		12.00
Total County Assessments/Charges		\$233.90		\$237.14		\$221.56
TOTAL CURRENT ANNUAL TAXES		\$5,865.82		\$5,684.76		\$6,170.86
Tax/Assessment Rate		1.676%		1.624%		1.763%

City of Berkeley Community Survey
400 Likely November 2012 Voters (voter file)

	<i>N=</i>	<i>Total</i>
Gender		430
Men		48
Women.....		52
Party registration		
Democrat		71
Republican		4
Independent /other.....		8
Decline to state		18
Region		
Hills		41
Central/South		35
West.....		24

1. Although it is some time from now, what are the chances of you voting in the general election for President, Congress, California State Legislature, other offices, and ballot measures this November – are you almost CERTAIN to vote, will you PROBABLY vote, are the chances about 50-50, are you probably NOT going to vote, or are you DEFINITELY not going to vote?

Almost certain	93
Probably	7
50-50	TERMINATE
Probably not.....	TERMINATE
Definitely not	TERMINATE
(Don't know).....	TERMINATE

2. **Generally speaking, do you think that things in Berkeley are going in the right direction, or do you feel things are on the wrong track?**

Right direction	51
Wrong track.....	24
(Don't know).....	25

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

Excellent	10
Good	48
Fair	30
Poor	7
(Don't know).....	4
Excellent /good	58
Fair /poor	37

Total
N= 430

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

READ AND ROTATE:

Creating jobs and economic development	13
Improving education and schools	32
Managing the city budget.....	13
Reducing crime	10
Addressing homelessness.....	10
Cleaning up trash and graffiti.....	1
Reducing traffic and parking congestion	3
Making neighborhoods more bike and pedestrian friendly	3
Building affordable housing	5
Reducing taxes	3
Improving public transit.....	3
(Don't know).....	3

5. Do you feel the economy in this area is getting better, getting worse, or staying about the same?
[IF BETTER/WORSE: Is that much better/worse or somewhat?]

Much better	7
Somewhat better.....	28
Staying about the same	45
Somewhat worse	13
Much worse.....	4
(Don't know).....	4
Better.....	34
Worse.....	17

6. Personally, how are you and your family doing in this economy?

READ CHOICES

Excellent	8
Good	48
Just fair	34
Poor	8
(Don't know).....	2
Excellent /good	57
Just fair /poor	42

Total
N= 430

As you may know, due to years of tight state and local budgets, Berkeley, like many older cities, has deferred maintenance and infrastructure needs. In that context, I'm going to read you some different areas where investment may be needed. Please tell me how important you feel it is for the City of Berkeley to address each of the following project areas: extremely important, very important, somewhat important, or not too important. If you are not sure how you feel about a particular item, please say so.

RANDOMIZE

7. Improving parks and playgrounds	
Extremely important.....	9
Very important.....	32
Somewhat important.....	45
Not too important.....	13
(Don't know).....	1
Extremely /very important	41
Less important	58
8. Improving recreation and community centers	
Extremely important.....	10
Very important.....	27
Somewhat important.....	45
Not too important.....	15
(Don't know).....	3
Extremely /very important	37
Less important	60
9. Improving the Marina and surrounding area	
Extremely important.....	6
Very important.....	21
Somewhat important.....	39
Not too important.....	30
(Don't know).....	4
Extremely /very important	27
Less important	69
10. Renovating swimming pools	
Extremely important.....	10
Very important.....	19
Somewhat important.....	35
Not too important.....	32
(Don't know).....	4
Extremely /very important	29
Less important	67

Total
N= 430

11. Fixing storm drainage and protecting the watershed	
Extremely important.....	23
Very important.....	45
Somewhat important.....	26
Not too important.....	4
(Don't know).....	2
Extremely /very important	68
Less important	30
12. Paving and repairing streets	
Extremely important.....	23
Very important.....	45
Somewhat important.....	27
Not too important.....	5
(Don't know).....	0
Extremely /very important	68
Less important	31
13. Addressing deferred maintenance on city buildings such as roofing, electrical, and energy efficiency	
Extremely important.....	10
Very important.....	42
Somewhat important.....	37
Not too important.....	8
(Don't know).....	3
Extremely /very important	52
Less important	45
14. Seismically retrofitting large facilities such as Old City Hall, the Center Street garage, and Veterans Building	
Extremely important.....	12
Very important.....	32
Somewhat important.....	38
Not too important.....	13
(Don't know).....	4
Extremely /very important	44
Less important	51
15. Seismically retrofitting smaller facilities such as senior centers and recreation centers	
Extremely important.....	15
Very important.....	36
Somewhat important.....	36
Not too important.....	10
(Don't know).....	4
Extremely /very important	50
Less important	46

Total
N= 430

16. Improving efficiency and communication with information technology

Extremely important.....	10
Very important.....	24
Somewhat important.....	38
Not too important.....	20
(Don't know).....	9
Extremely /very important	33
Less important	58

17. Improving street lighting

Extremely important.....	11
Very important.....	30
Somewhat important.....	32
Not too important.....	23
(Don't know).....	3
Extremely /very important	41
Less important	56

18. Would you support or oppose a ballot measure for a general obligation bond that would renovate the two existing public swimming pools in Berkeley at King Middle School and West Campus, for \$500 thousand dollars? [IF SUPPORT/OPPOSE: Is that strongly or somewhat?]

Strongly support.....	35
Somewhat support.....	20
Somewhat oppose.....	14
Strongly oppose.....	21
(Don't know).....	10
Support	55
Oppose.....	35

19. Would you support or oppose a ballot measure for a general obligation bond that would renovate all swimming pools including the pool at Willard and build a new warm water pool in the city for \$22 million dollars? [IF SUPPORT/OPPOSE: Is that strongly or somewhat?]

Strongly support.....	21
Somewhat support.....	18
Somewhat oppose.....	20
Strongly oppose.....	30
(Don't know).....	10
Support	39
Oppose.....	50

Total
N= 430

**20. SSA: Here is a measure that could be on the ballot in Berkeley in the November election:
Shall the City of Berkeley issue general obligation bonds not exceeding \$100 million dollars to improve the city’s watersheds to reduce neighborhood flooding, improve water quality, preserve habitat, and allow for the capture and re-use of rain water; revenue from the bonds would also be used to seismically retrofit and make disabled access improvements to recreation and senior centers?**

Financial implications: The year after the first bonds are issued, the tax for a home with an assessed valuation of \$350,000 to meet the estimated debt service would be \$191 for the first year after bonds are issued and an average of \$145 per year over 30 years.

If the election were held today, would you vote yes or no on this bond measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	27
Yes – not so strongly	13
Lean yes	7
Undecided	17
Lean no	7
No – not so strongly	6
No – strongly	19
(Don't know).....	2
Yes.....	47
No	33

**21. SSB: Here is a measure that could be on the ballot in Berkeley in the November election:
Shall the City of Berkeley issue general obligation bonds not exceeding \$100 million dollars to significantly improve the condition of city streets; renovate all swimming pools including the pool at Willard and build a new warm water pool; and to seismically retrofit and make disabled access improvements at recreation and senior centers?**

Financial implications: The year after the first bonds are issued, the tax for a home with an assessed valuation of \$350,000 to meet the estimated debt service would be \$191 for the first year after bonds are issued and an average of \$145 per year over 30 years.

If the election were held today, would you vote yes or no on this bond measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	23
Yes – not so strongly	13
Lean yes	7
Undecided	17
Lean no	3
No – not so strongly	11
No – strongly	25
(Don't know).....	1
Yes.....	43
No	39

Total
N= 430

22. SSA: Now, here is an alternative version of the measure that could be on the ballot, instead of the one I just read you: Shall the City of Berkeley issue general obligation bonds not exceeding \$50 million dollars to improve streets; and to partially repair storm drains and improve water quality?

Financial implications: The year after the first bonds are issued, the tax for a home with an assessed valuation of \$350,000 to meet the estimated debt service would be \$95 for the first year after bonds are issued and an average of \$73 per year over 30 years.

If the election were held today, would you vote yes or no on this bond measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	27
Yes – not so strongly	16
Lean yes	12
Undecided.....	14
Lean no	3
No – not so strongly	5
No – strongly	18
(Don't know).....	4
Yes.....	56
No	27

23. SSB: Now, here is an alternative version of the measure that could be on the ballot, instead of the one I just read you: Shall the City of Berkeley issue general obligation bonds not exceeding \$50 million dollars to renovate all swimming pools including the pool at Willard and build a new warm water pool; and to improve facilities and seismically retrofit recreation, community, and senior centers?

Financial implications: The year after the first bonds are issued, the tax for a home with an assessed valuation of \$350,000 to meet the estimated debt service would be \$95 for the first year after bonds are issued and an average of \$73 per year over 30 years.

If the election were held today, would you vote yes or no on this bond measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	23
Yes – not so strongly	10
Lean yes	12
Undecided.....	13
Lean no	4
No – not so strongly	9
No – strongly	26
(Don't know).....	2
Yes.....	46
No	39

Total
N= 430

24. SSA: Now, here is an alternative version of the measure that could be on the ballot, instead of the one I just read you: Shall the City of Berkeley issue general obligation bonds not exceeding \$25 million dollars to enhance street repaving for the next five years?

Financial implications: The year after the first bonds are issued, the tax for a home with an assessed valuation of \$350,000 to meet the estimated debt service would be \$48 for the first year after bonds are issued and an average of \$36 per year over 30 years.

If the election were held today, would you vote yes or no on this bond measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	32
Yes – not so strongly	18
Lean yes	4
Undecided	18
Lean no	2
No – not so strongly	8
No – strongly	14
(Don't know).....	3
Yes.....	54
No	25

25. SSB: Now, here is an alternative version of the measure that could be on the ballot, instead of the one I just read you: Shall the City of Berkeley issue general obligation bonds not exceeding \$25 million dollars to partially repair storm drains and improve water quality?

Financial implications: The year after the first bonds are issued, the tax for a home with an assessed valuation of \$350,000 to meet the estimated debt service would be \$48 for the first year after bonds are issued and an average of \$36 per year over 30 years.

If the election were held today, would you vote yes or no on this bond measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	27
Yes – not so strongly	17
Lean yes	15
Undecided	14
Lean no	3
No – not so strongly	8
No – strongly	15
(Don't know).....	1
Yes.....	59
No	26

Total
N= 430

**26. Regarding these infrastructure projects, which statement do you agree with more:
ROTATE:**

Some/other people say that, in this tough economy, this isn't the time to be focusing on these major projects. Instead of raising taxes on homeowners, we should be cutting spending on city government and reducing salaries and pensions to find money for infrastructure.

Some/other people say that the city's infrastructure is in a state of advanced decay that is threatening our economy, quality of life, and public safety. Without investment, these problems will become even more expensive and difficult to fix. It's time to make prudent, targeted investments to keep our city a healthy and safe place to live, not let it fall apart.

Which statement do you agree with more, even if neither is exactly right? Is that much more or somewhat more?

First statement – much more	22
First statement – somewhat more	14
Second statement – somewhat more	27
Second statement – much more	25
(Both/Neither).....	6
(Don't know).....	5
First statement	36
Second statement	53

Leaving aside bond measures, let me ask you about another type of measure, the parcel tax.

RANDOMIZE Q27-31

27. For the previous pool renovation measure I asked you about earlier, the bond would not include ongoing operations costs, estimated at just under \$1 million dollars per year. Would you vote yes or no on an additional parcel tax measure to cover the cost of operations for the new swimming pools, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	19
Yes – not so strongly	8
Lean yes	5
Undecided	25
Lean no	4
No – not so strongly	10
No – strongly	26
(Don't know).....	3
Yes.....	32
No	40

Total
N= 430

28. Now let me ask you about another potential parcel tax measure that could be on the ballot this November: Shall the City implement a tax of \$25 per year based on an average 1900 square foot house, to provide about \$1 million dollars to fund homeless services in Berkeley?

If the election were held today, would you vote yes or no on this parcel tax measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	36
Yes – not so strongly	15
Lean yes	6
Undecided	15
Lean no	3
No – not so strongly	4
No – strongly	19
(Don't know).....	1
Yes	58
No	26

29. Now let me ask you about another potential parcel tax measure that could be on the ballot this November: Shall the City implement a tax of \$25 per year based on an average 1900 square foot house, to provide about \$1 million dollars to fund affordable housing in Berkeley?

If the election were held today, would you vote yes or no on this parcel tax measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	38
Yes – not so strongly	8
Lean yes	6
Undecided	16
Lean no	5
No – not so strongly	5
No – strongly	21
(Don't know).....	1
Yes	52
No	31

Total
N= 430

30. **Now let me ask you about another potential parcel tax measure that could be on the ballot this November: Shall the City increase the current parks tax by \$27 dollars, from \$222 dollars per year to \$249 dollars based on an average 1900 square foot house, to fund major maintenance and improvements to park facilities in Berkeley?**

If the election were held today, would you vote yes or no on this parcel tax measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	27
Yes – not so strongly	15
Lean yes	5
Undecided	17
Lean no	5
No – not so strongly	7
No – strongly	21
(Don't know).....	2
Yes.....	48
No	33

31. **Now let me ask you about another potential parcel tax measure that could be on the ballot this November: Shall the City increase the current Street Light Assessment from \$21 dollars per year to \$42 dollars based on an average 1900 square foot house, to fund repairs, maintenance, and electrical costs for street lights in all areas of Berkeley?**

If the election were held today, would you vote yes or no on this parcel tax measure, or are you not sure? [IF YES/NO: Is that strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes - strongly	25
Yes – not so strongly	10
Lean yes	7
Undecided	19
Lean no	7
No – not so strongly	9
No – strongly	22
(Don't know).....	1
Yes.....	42
No	37

Total
N= 430

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

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

Progressive	28
Liberal	35
Moderate	26
Conservative	6
(Don't know)	2
(Refused)	2

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

[READ AND ROTATE]

Newspapers	30
Online news sites	23
Blogs	1
Radio	9
Television news	19
Social media like Twitter or Facebook	3
(Combination: Well, which one do you use the most for local news?)	13
(Don't know/refused)	2

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

DO NOT READ

1 - 11th grade	1
High school graduate	8
Non-college post H.S.	1
Some college	17
College graduate	37
Post-graduate school	36
(Don't know/refused)	0

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

Employed full-time	41
Employed part-time	15
Unemployed	7
Retired	28
Full-time student and not working	6
Homemaker	3
(Don't know/refused)	1

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

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

Total
N= 430

IF Q36=YES

37. Are your children currently enrolled in public school?

Yes 78
 No 22
 (Don't know/refused)..... 0

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

Own 62
 Rent 37
 (Don't know/refused)..... 1

39. How long have you lived in Berkeley?

Less than two years 3
 Two to five years 9
 Five to ten years 12
 Ten to twenty years 22
 More than twenty years 43
 All your life 9
 (Don't know/refused)..... 2

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

White / Caucasian 71
 Black / African American 12
 Latino / Hispanic 5
 Asian / Pacific Islander 7
 Native American 1
 (Other)..... 3
 (Don't know/refused)..... 2

Age – from file

18 - 24 10
 25 - 29 4
 30 - 34 2
 35 - 39 5
 40 - 44 5
 45 - 49 9
 50 - 54 13
 55 - 59 13
 60 - 64 13
 65 - 69 5
 70 - 74 6
 75 & over 15
 (Not ascertained) 0

Attachment 3

November 2012 Ballot Information

County Measures: Ballot measures are being considered at the county level as well as the City level. The Oakland Zoo is asking the Alameda County Board of Supervisors to consider placing a county-wide parcel tax on the November ballot to support zoo operations. The board has not yet made a decision about this. The county transportation sales tax (Measure B) reauthorization and increase is also likely to be on the Fall ballot.

State Measures: In addition to the national, state and local candidates on the November 2012 ballot, there will also be a number of state propositions and initiatives. The "Cleared For Circulation" list has been abridged to account for multiple submissions of measures with the same title. This list was updated from the Secretary of State's website on March 21, and some revenue measures being publically discussed may not have qualified as of that date. The updated list can be found at <http://www.sos.ca.gov/elections/>.

Ballot Measure	Status
State of California: Qualified for Ballot	
Safe, Clean, and Reliable Drinking Water Supply Act of 2012	Qualified for Ballot
Prohibits Political Contributions by Payroll Deduction. Prohibitions on Contributions to Candidates.	Qualified for Ballot
Changes Law to Allow Auto Insurance Companies to Set Prices Based on a Driver's History of Insurance Coverage.	Qualified for Ballot
Redistricting. State Senate Districts. Referendum	Qualified for Ballot
State of California: Cleared for Circulation	
Political Contributions and Expenditures by Corporations. Shareholder Approval.	
Government Spending Limits.	
Part-Time Legislature. Two-Year State Budget.	
Tax to Benefit Public Schools, Social Services, Public Safety, and Road Maintenance.	
Undocumented Immigrants. State Income Taxes.	
Undocumented Immigrants. Requires State Law Enforcement Officers to Enforce Federal Immigration Law. Denies Driver's Licenses to Undocumented Immigrants.	
Education. Repeals Non-Discrimination Requirements for School Instruction.	
Requires Assessment of Most Commercial Property Every Three Years. Provides Tax Reduction for Homeowners, Renters, and Businesses. Initiative Constitutional Amendment and Statute.	
Tax to Pay Tuition and Fees at California Public Universities. Initiative Constitutional Amendment and Statute.	
Elimination of California High Speed Rail Authority.	
Limits on Hospital Charges.	
Nonprofit Hospitals. Required Minimum Charity Care.	
Voting Requirement. Polluter Fees.	
Temporary Taxes to Fund Education. Guaranteed Local Public Safety Funding.	
Education. Repeals Non-Discrimination Requirements for School Instruction.	

Education. Permits Parents to Excuse Children from Instruction in Social Sciences and Family Life.
Tax Treatment for Multistate Businesses. Clean Energy and Energy Efficiency Funding.
Prohibits Abortions for Females Under 18 Without Parental Notification and Waiting Period.
Reduces Pension Benefits for Public Employees.
Genetically Engineered Foods. Mandatory Labeling.
Approval of Healthcare Insurance Rate Changes.
Legislature Expansion. Legislative Process.
Online K-12 Education. College Preparatory Courses.
State Funding to Local Governments. Criminal Justice. Social Services.
State Budget. State and Local Government.
Equal Male/Female Membership of Legislature.
Elimination of Benefits for Part-Time Local Officials.
Health Insurance.
Human Trafficking. Penalties. Sex Offender Registration.
Regulation of Corporations.
Three Strikes Law. Sentencing for Repeat Felony Offenders.
Reinstates Right of Same-Sex Couples to Marry.
Concealed Firearms.
State Bank. Tax on California Oil and Gas.
Marijuana Legalization.
Tax on Controlled Substances.
Tax on California Oil and Natural Gas. Revenues to Education.
Elimination of Environmental Protection Laws and Agencies.
Nuclear Power.
Constitutional Definition of a Person.
Reduced Marijuana Penalties.
Tax on California Oil and Natural Gas. Revenues to Education.
Death Penalty Repeal.
State and Local Government Officials. Personal Liability.
Gifts to State and Local Government Officials. Disqualification.
State and Local Legislation and Policies.
State and Local Government Purchasing. Made in United States.
Reduces Pension Benefits for Public Employees. Creates a New State Retirement System for Private Sector Employees.
Increases Retirement Age for Teachers, Peace Officers, and Other Public Employees.
Increases Income Taxes on Teachers, Nurses, Police Officers, Firefighters, and Other Public Employees for Pension Income.
Eliminates Collective Bargaining Rights for Teachers, Nurses, Police Officers, Firefighters, and Other Public Employees.
Temporary Taxes to Fund Education. Guaranteed Local Public Safety Funding. Initiative Constitutional Amendment.
Prevents Issuance of Future High-Speed Rail Bonds. Initiative Statute
Corporations. Eliminates State Constitutional Protections. Initiative Constitutional Amendment.

Education. Repeals Non-Discrimination Requirements for School Instruction. Narrows Requirement that Students Study Role and Contributions of Various Groups. Initiative Statute.

