

Second Community Survey Results
and
Direction for Drafting of Possible Ballot
Measures

May 29, 2012

Overview

- Timeline
- Second Community Survey Findings
 - David Mermin, Lake Research Partners
- Council Discussion and Direction About the Drafting of Possible Revenue Measures for November 2012 Ballot

Timeline

Date	Event
May 29: Action	<ul style="list-style-type: none">• Survey results presented• Provide direction on ballot language
June 26: Action	Review final ballot measure language
July 10: Action	Final action for ballot measure(s)

Lake Research Partners Presentation



City of Berkeley



Findings from a Survey of 400 Likely Voters in Berkeley on Potential Ballot Measures

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Methodology

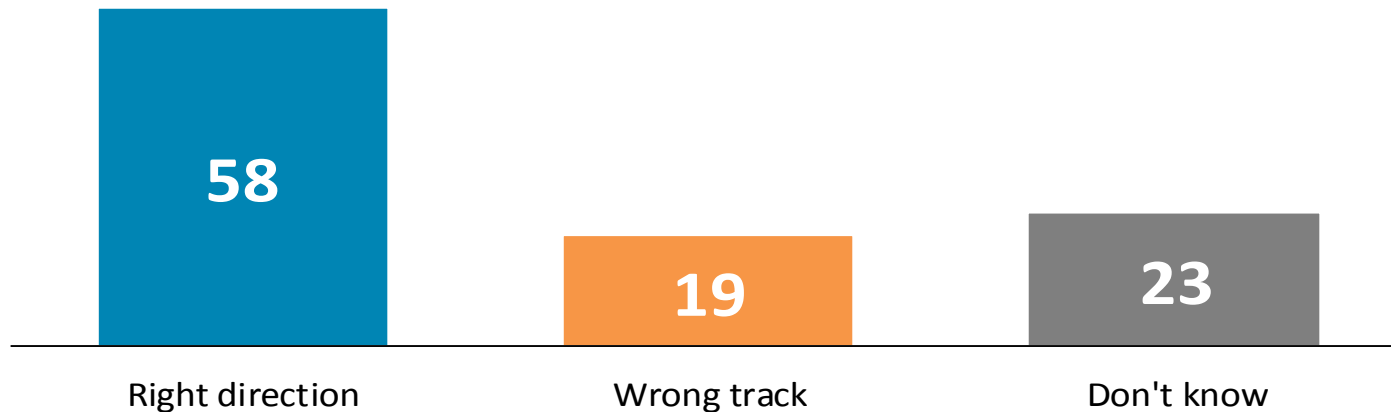
- Lake Research Partners designed and administered this survey that was conducted by telephone using professional interviewers between May 10 – 14, 2012. The survey reached a total of 400 likely November voters in Berkeley, California.
- Telephone numbers for the sample were drawn from the state voter file. The data were weighted by race, gender, age, party registration, and region. The margin of sampling error is +/- 4.9%.

Key Findings

- Only one of the potential city measures has majority support, and none were able to garner the required two-thirds support to pass.
- The Streets and Watershed measures have potential to reach the 67% threshold, but voters need additional information to support them.
- A majority of Berkeley voters (58%) believe the city is going in the right direction.

Direction of City

A majority of voters say Berkeley is moving in the right direction, while just under one-fifth think the city is on the wrong track.



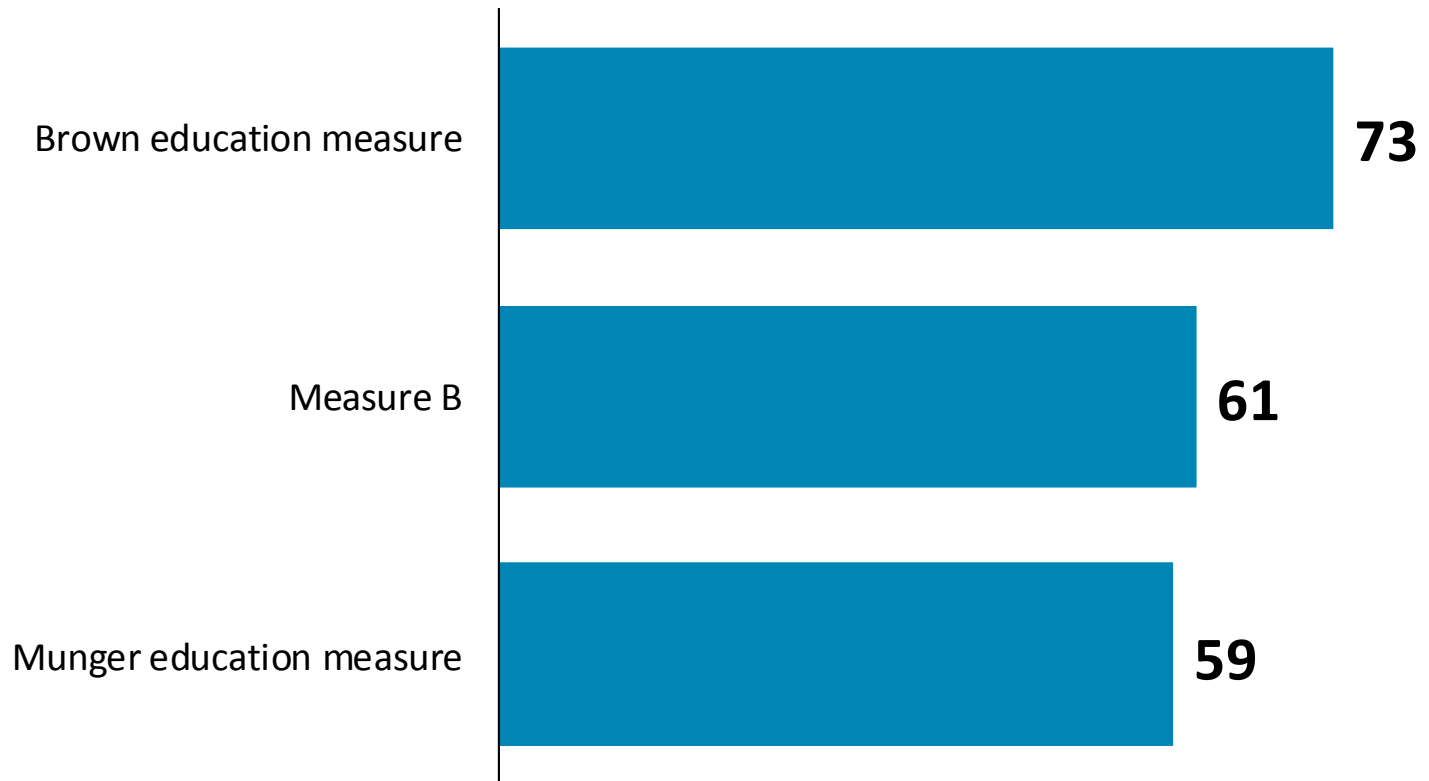
Generally speaking, do you feel that things in Berkeley are going in the right direction, or do you feel things are on the wrong track?

Support for Berkeley Ballot Measures

- Only one of the bond measures tested has majority support, but falls short of the 67% threshold.
- Only the Street Repair and Watershed measures have the potential to reach the 67% threshold.

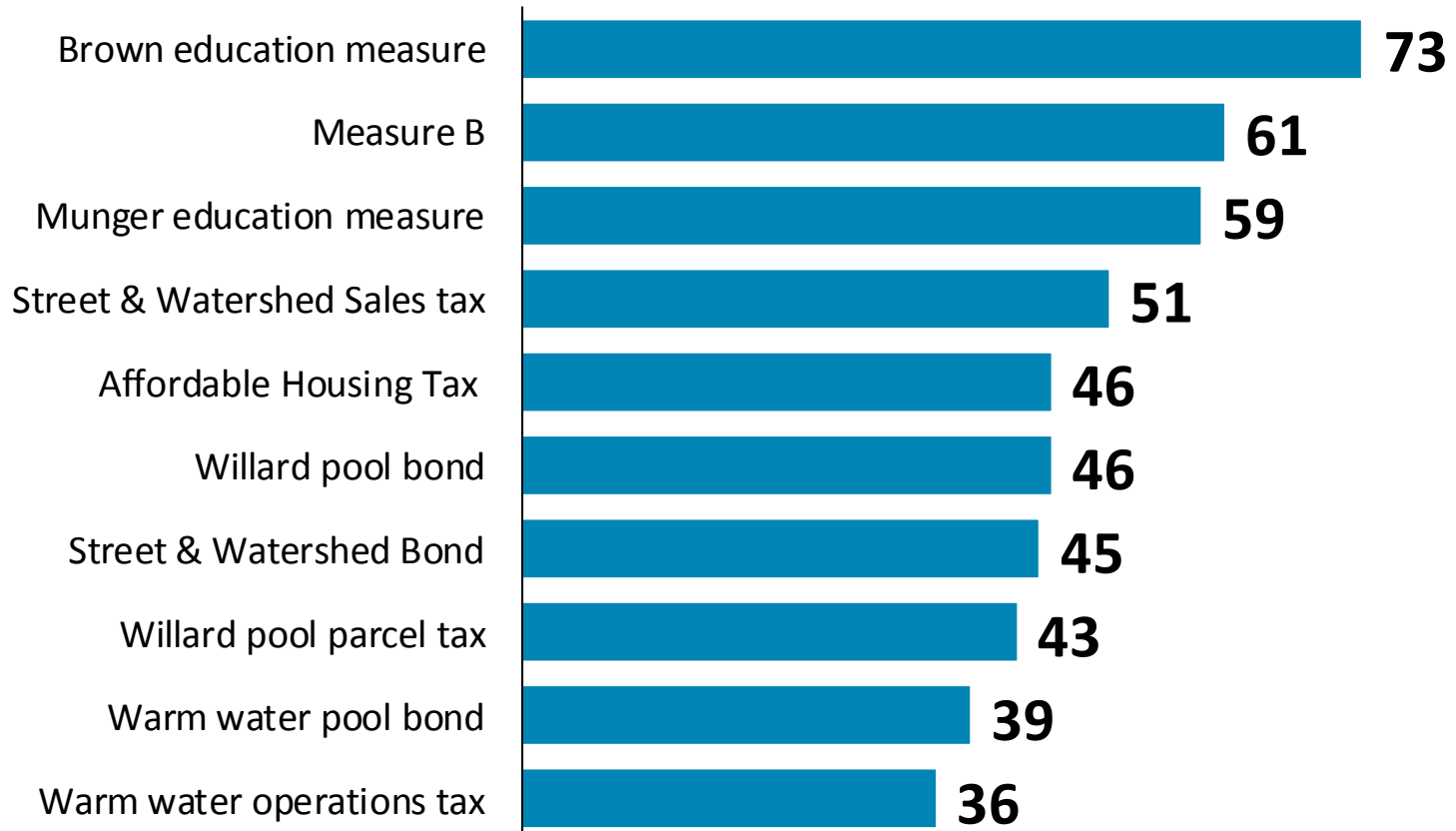
Statewide Measures: Initial Yes Vote

Only the Governor's measure initially receives the required two-thirds support to pass.



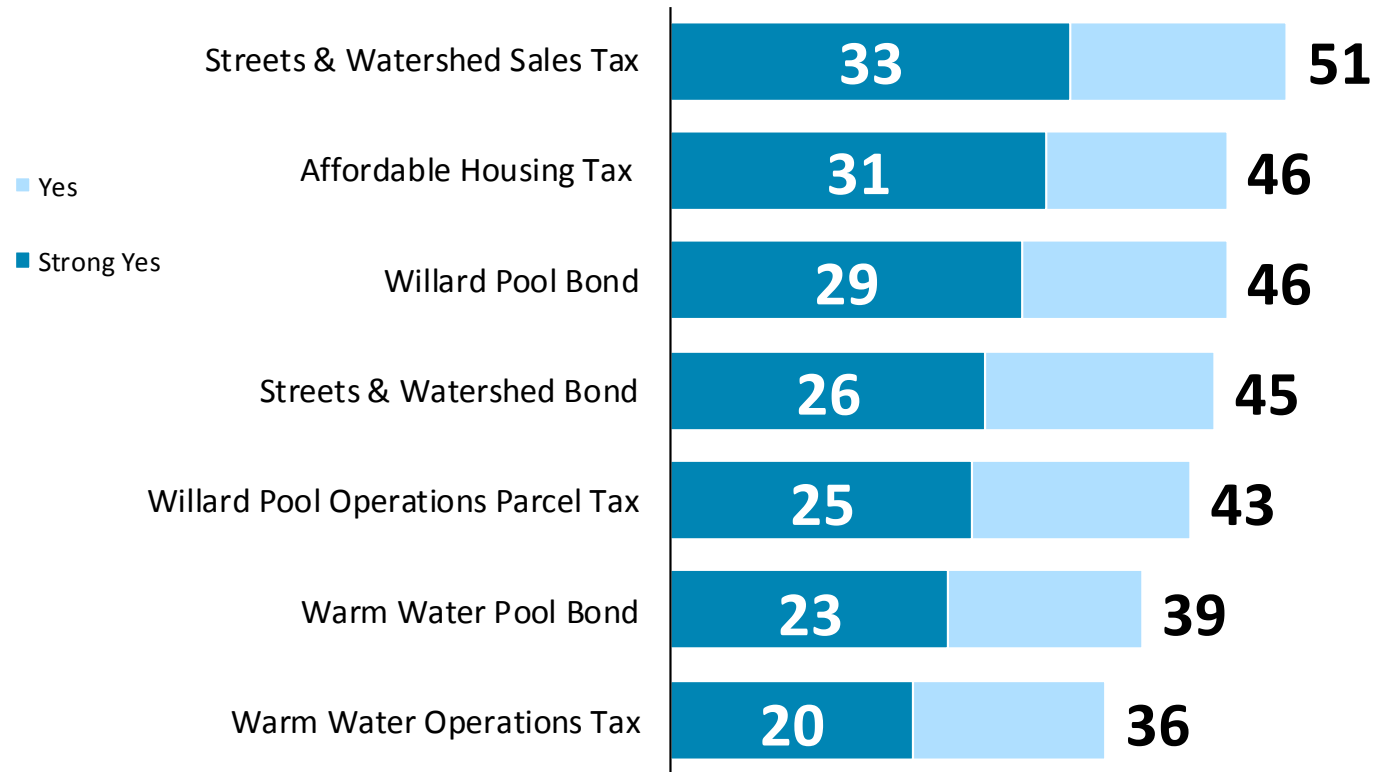
City Measures: Initial Yes Vote

The Streets and Watershed tax, while performing better than the other city measures, falls short of the two-thirds threshold required to pass.



Initial Yes Vote – City Measures

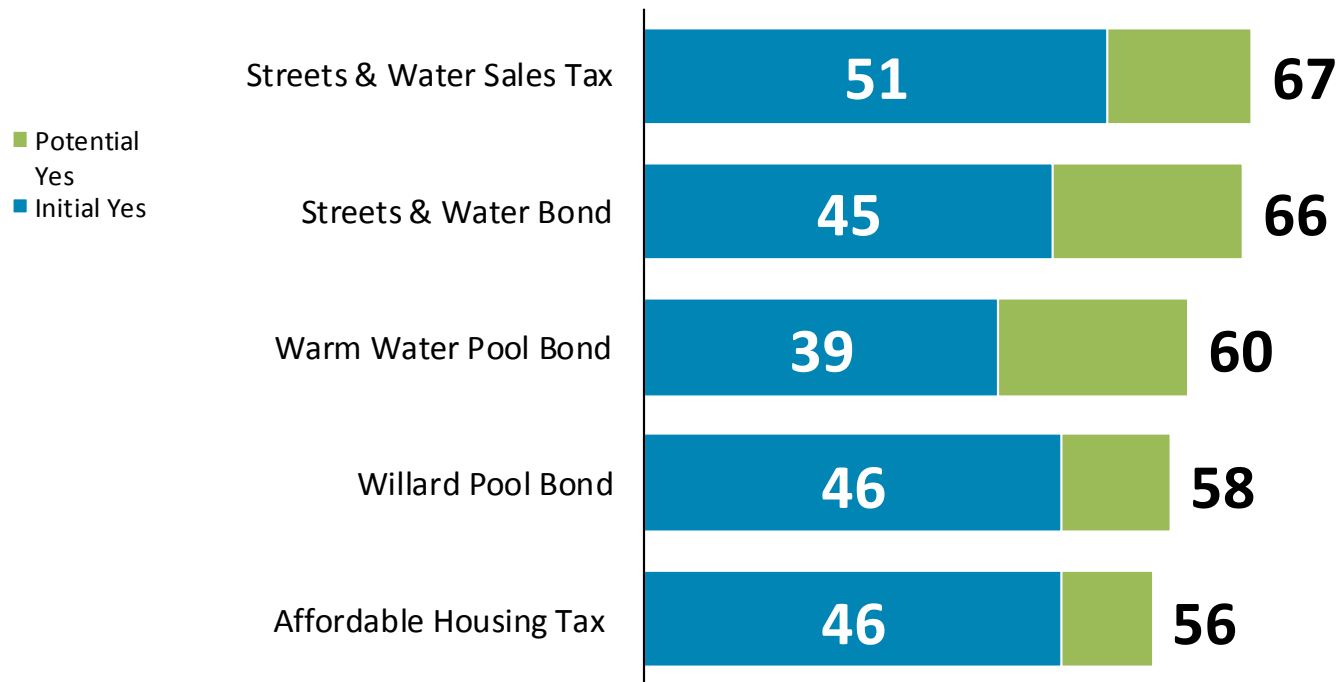
Street repair and repaving, protecting watershed and fixing storm drainage, including green infrastructure improvements, remain important to voters.



Here is a measure that could be on the ballot in Berkeley in the November election. 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?

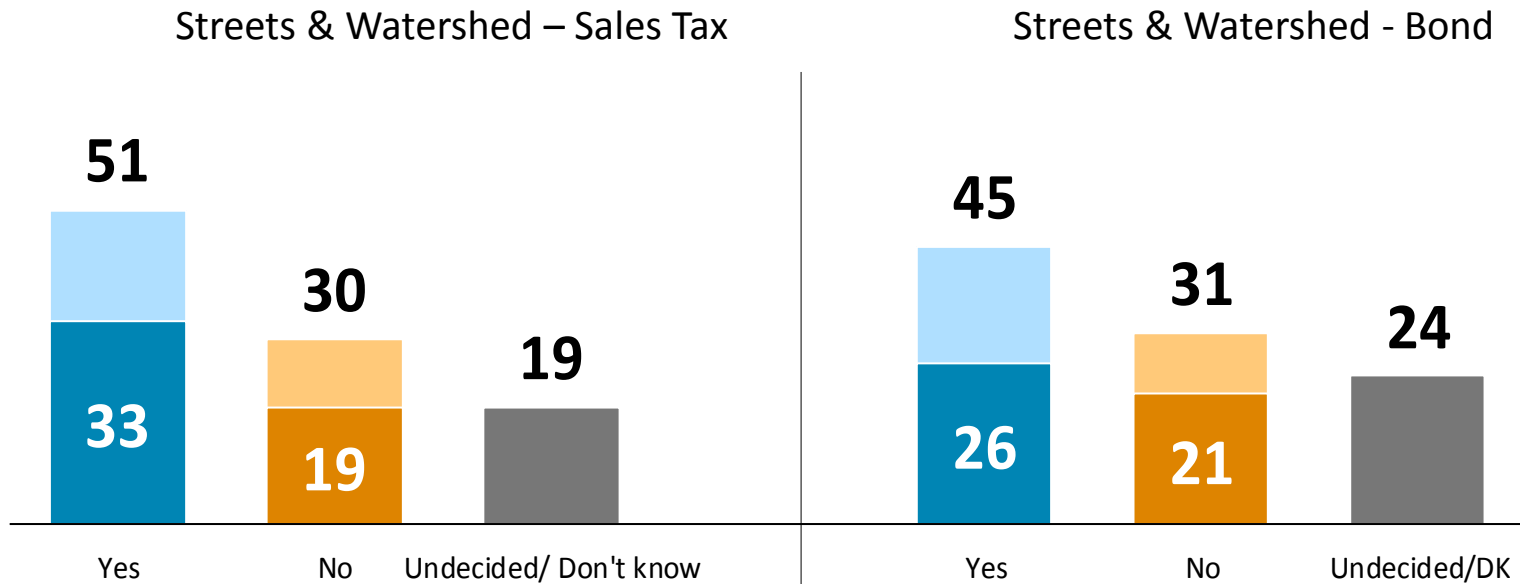
Potential Yes Vote – City Measures

Among all of the potential city measures, both the Streets and Watershed Sales Tax and Bond Tax have the potential to reach the required two-thirds support, but only after voters are given additional information about the measures.



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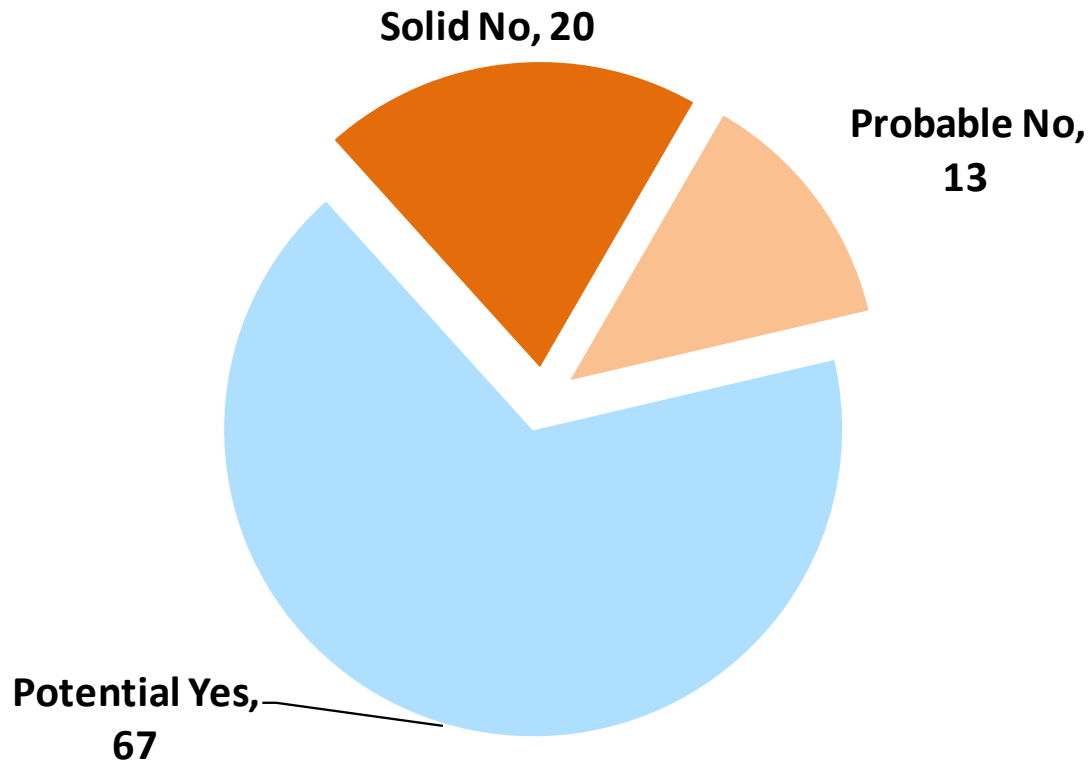
The two versions of the Streets and Watershed measures don't perform that well initially, only the sales tax has a simple majority support.



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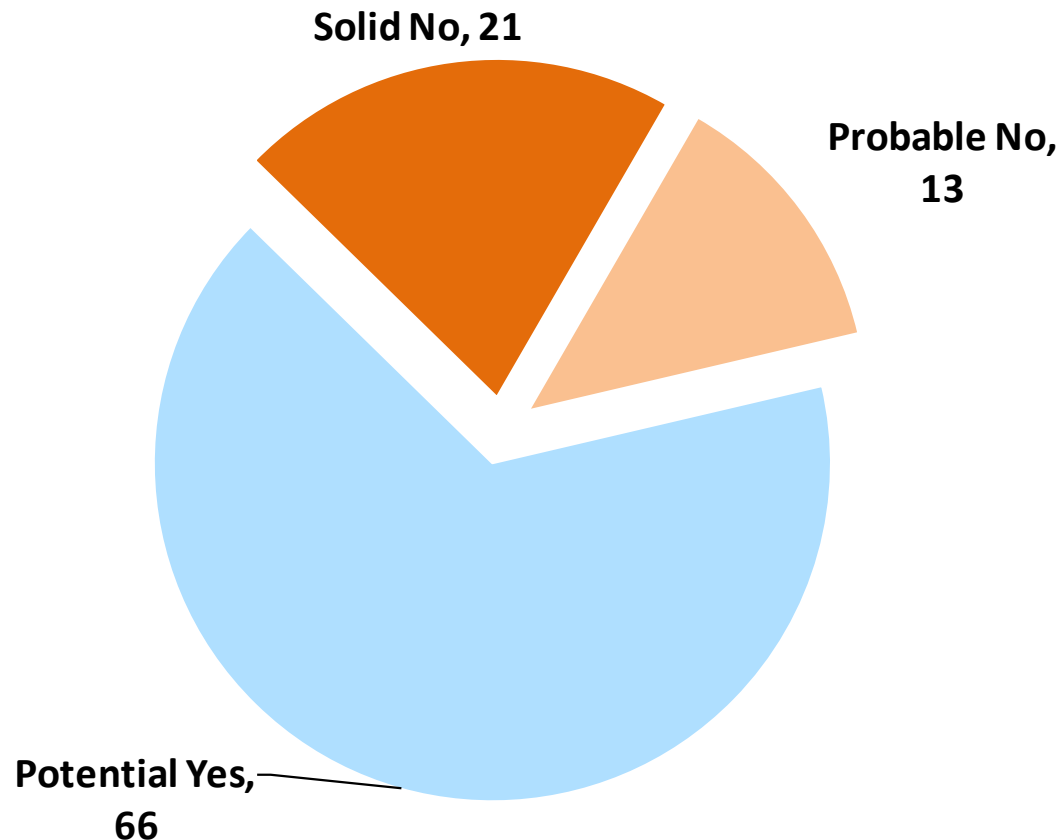
Streets & Watershed Sales Tax

On the Streets & Watershed Sales Tax only one-fifth of voters are solidly No, but two-thirds potentially will vote Yes after receiving more information.



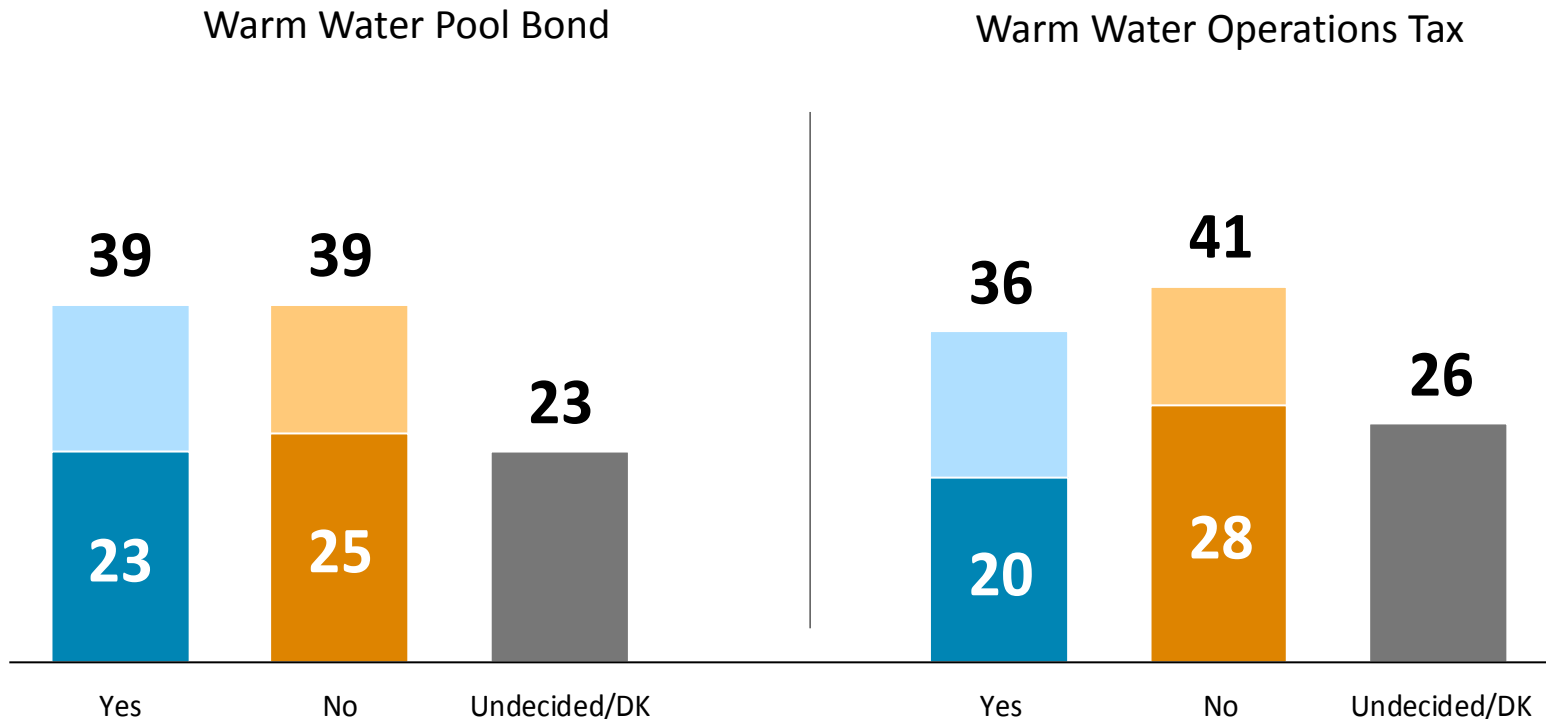
Streets & Watershed Bond

Similar to the sales tax, nearly two-thirds of voters are potential supporters of the Streets & Watershed Bond after receiving additional information.



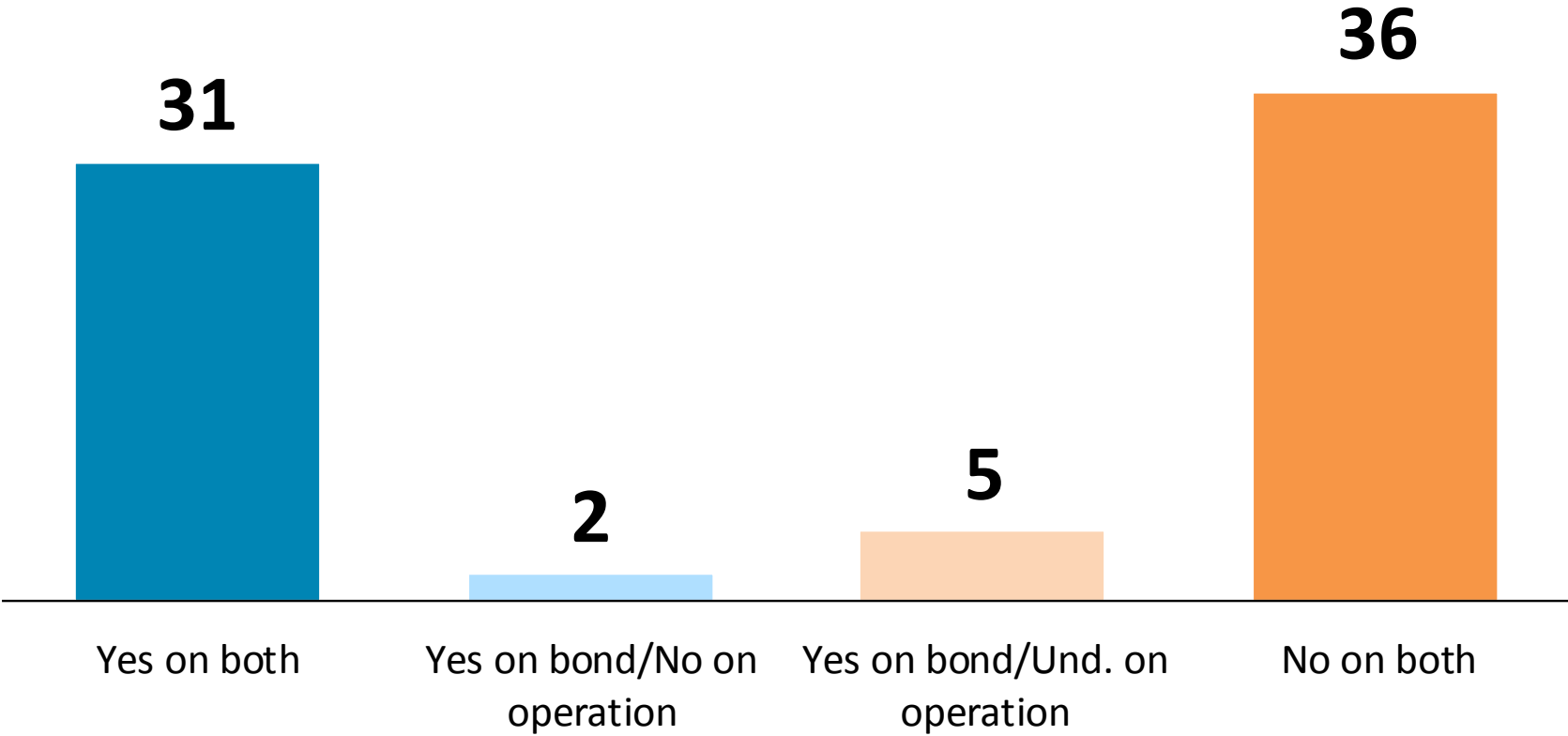
Warm Water Pool

Significantly less than a majority of Berkeley voters support a bond to renovate the warm water pool.

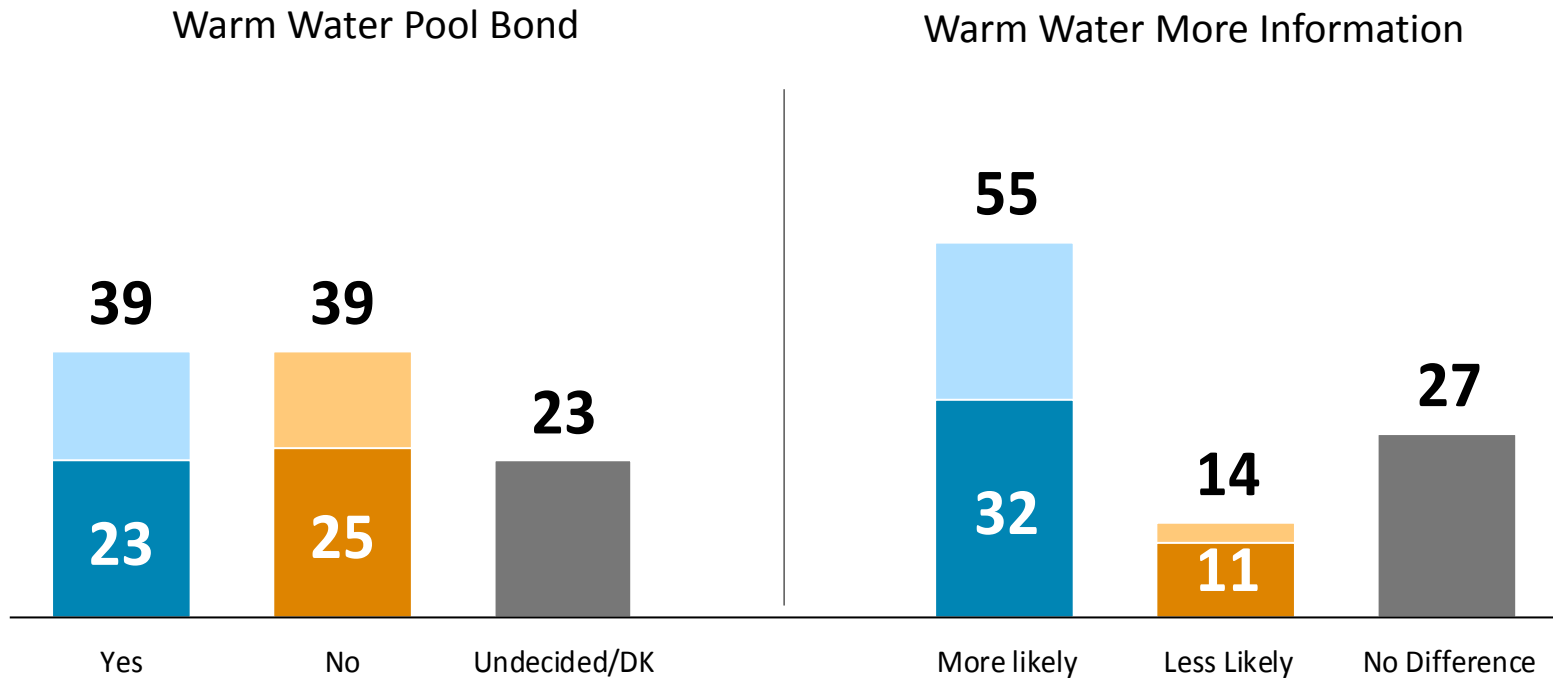


Here is a measure that could be on the ballot in Berkeley in the November election. If the election were held today, would you vote yes or no on this bond measure, or are you not sure? If yes/no: Is that strongly or not so strongly? If undecided: Well, to which side do you lean?

Nearly a third support both renovating the pool and a tax for operation costs. The operations cost does not appear to be a deal breaker for most voters.



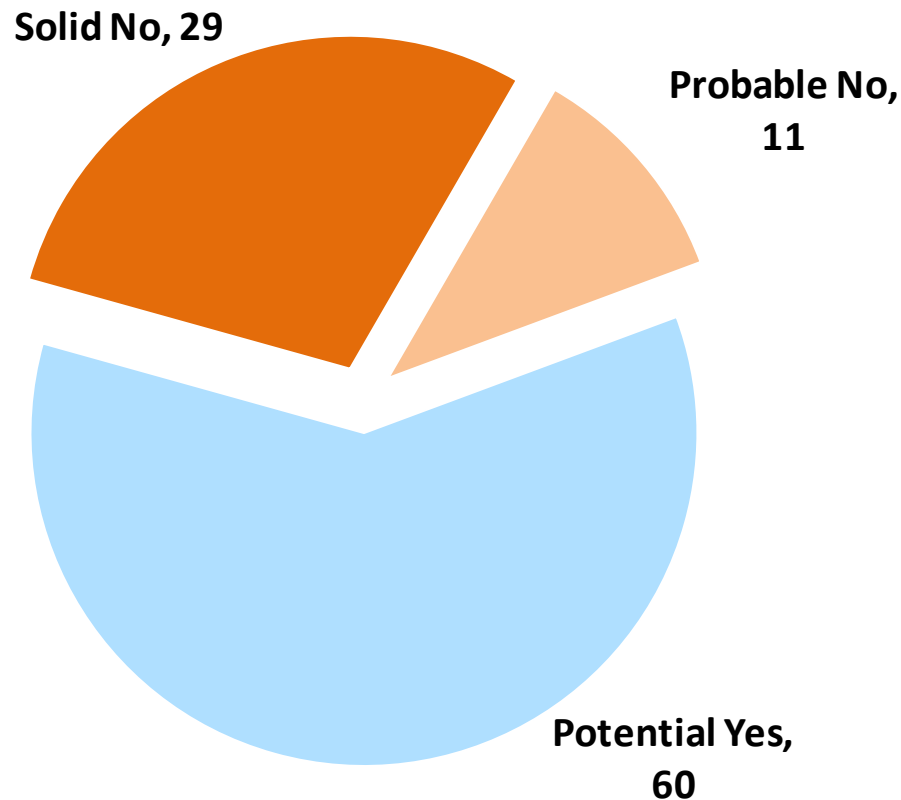
With additional information, the potential yes vote grows, but is still low.



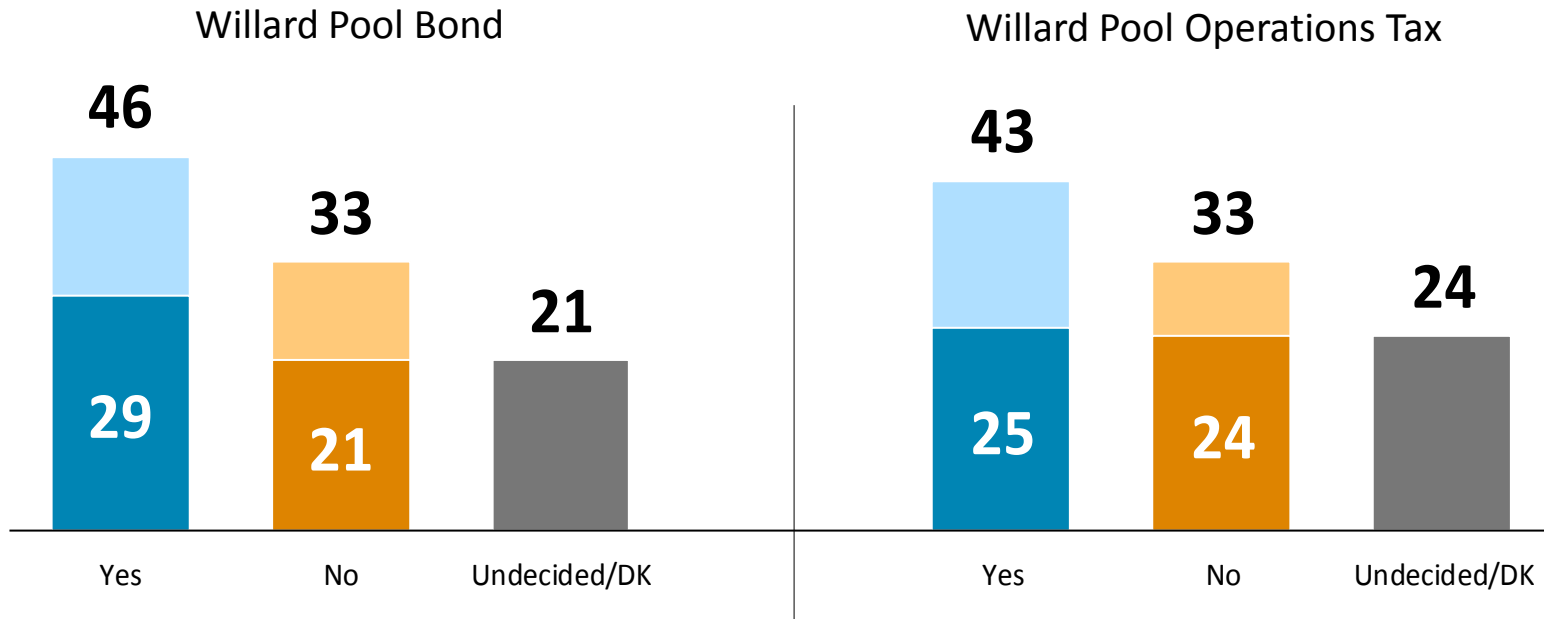
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Warm Water Pool Bond

Only 60 percent of voters are potential supporters of the Warm Water Pool Bond after receiving more information—29 percent are solidly against.

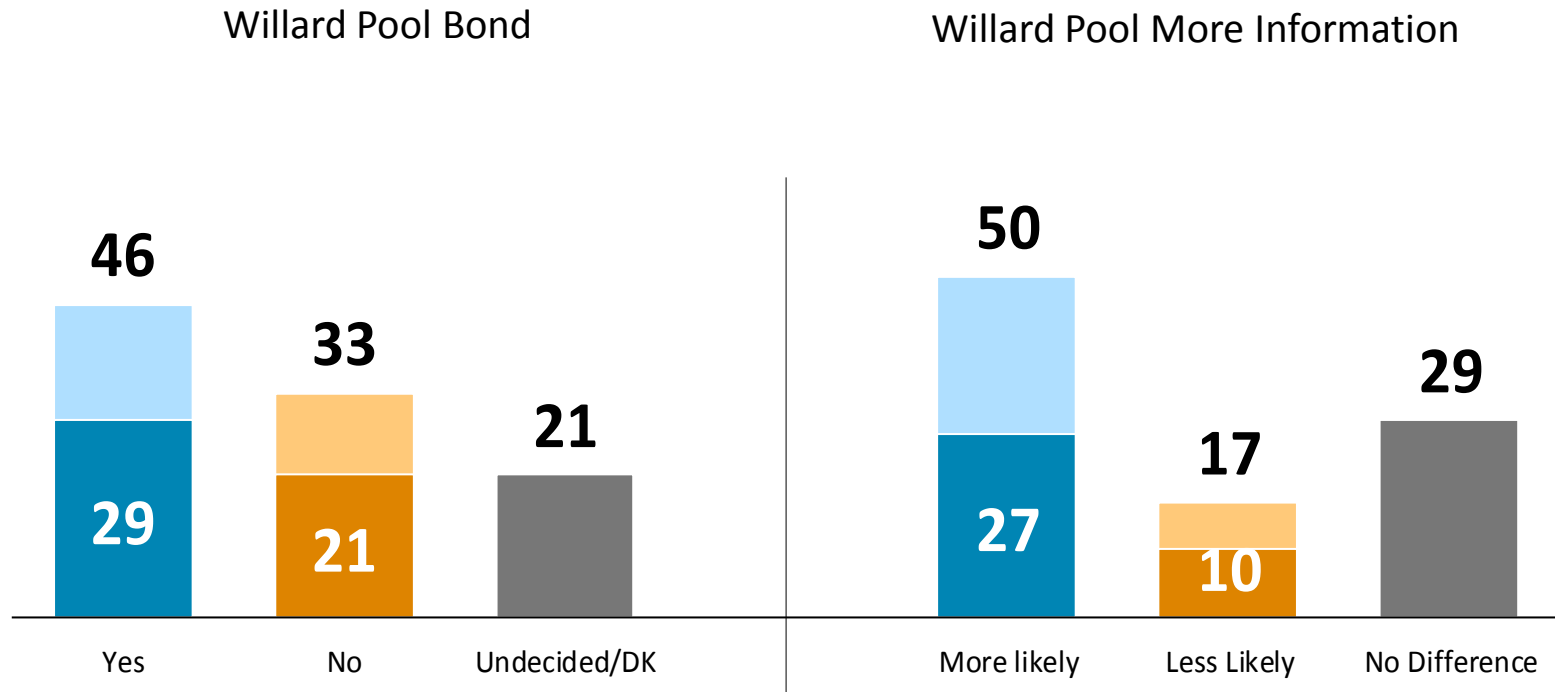


As with the warm water pool measures, less than a majority support a bond to reopen Willard pool.



Here is a measure that could be on the ballot in Berkeley in the November election. 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?

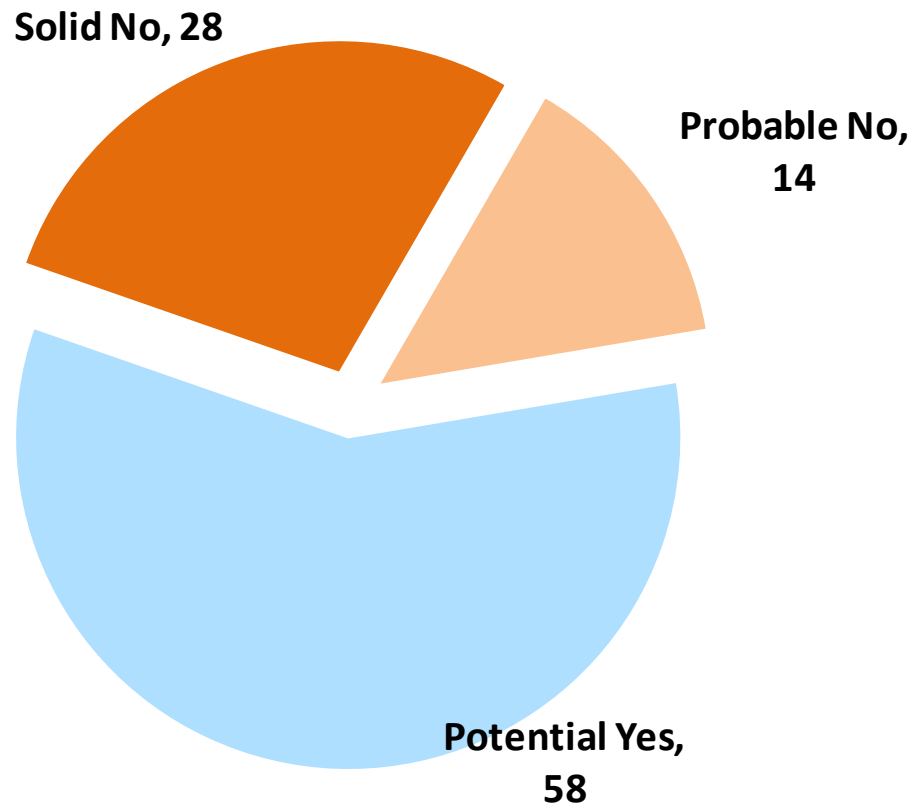
Even with additional information, less than a simple majority supports the Willard Pool Bond Measure.



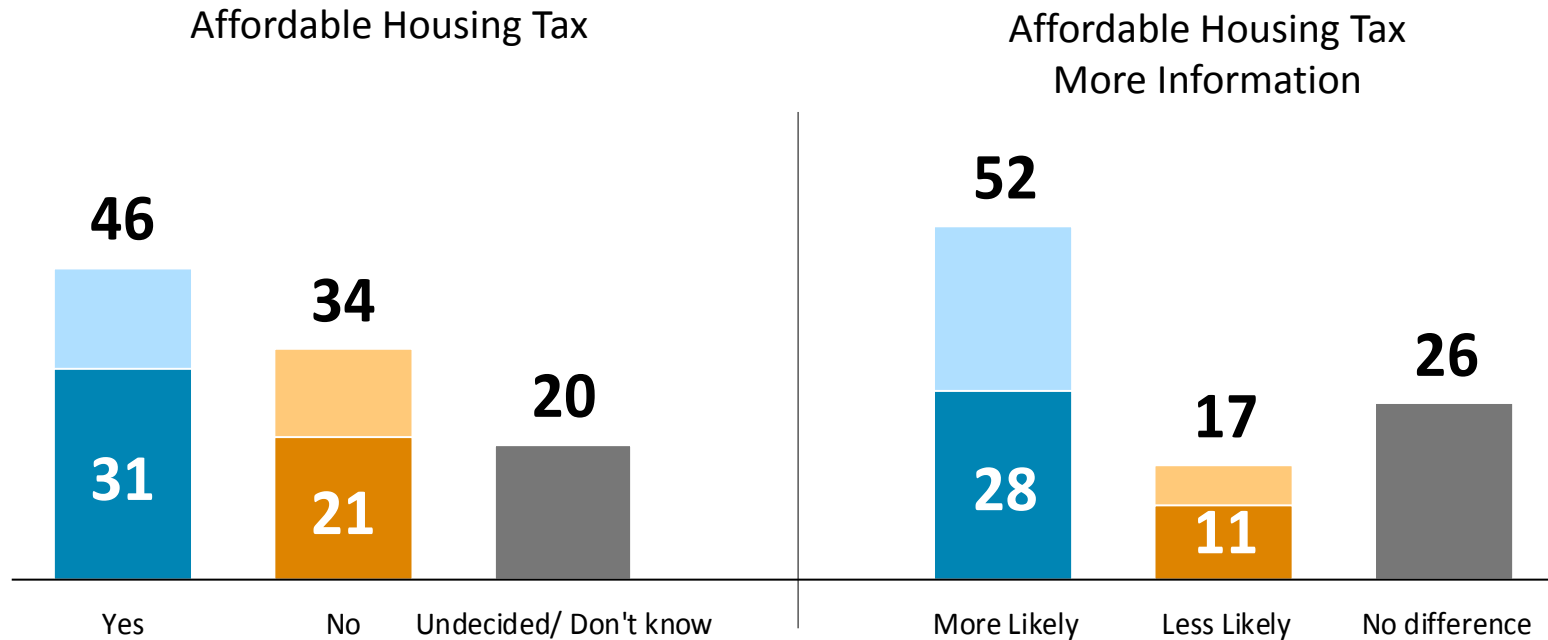
Here is a measure that could be on the ballot in Berkeley in the November election. If the election were held today, would you vote yes or no on this bond measure, or are you not sure? If yes/no: Is that strongly or not so strongly? If undecided: Well, to which side do you lean?

Willard Pool Bond

The Willard Pool Bond has less support than the Warm Water Pool Bond, with 58% of voters potentially voting yes (after receiving more information).



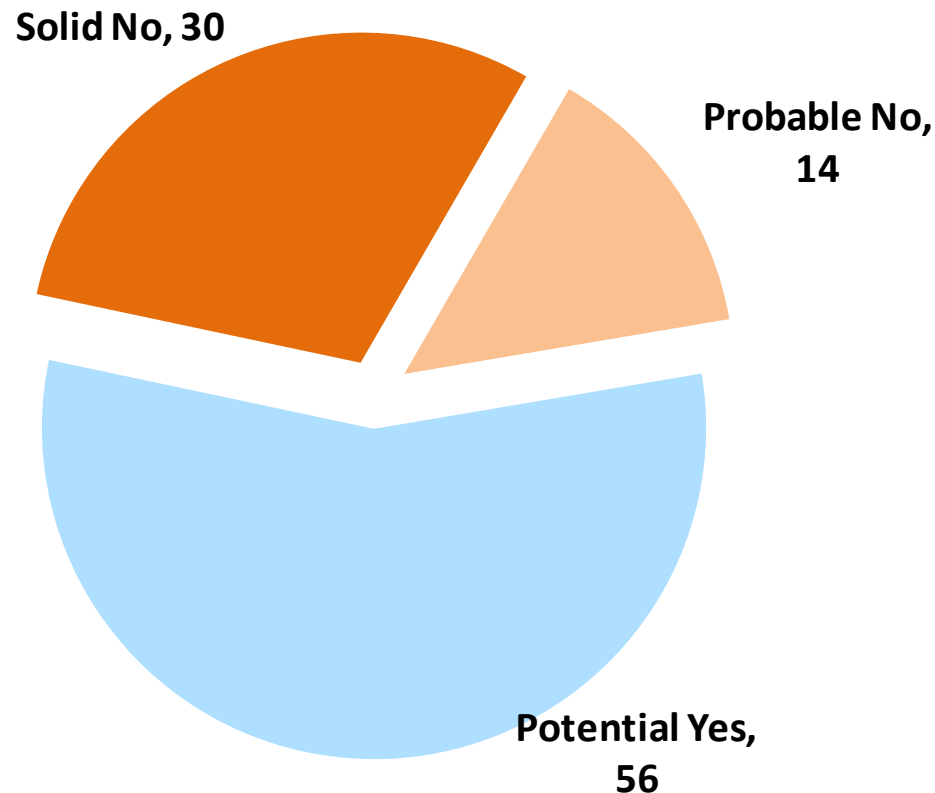
The Affordable Housing Tax on Rental Property Owners draws support from less than half of voters.



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Affordable Housing Tax

The Affordable Housing Tax garners just over a majority potentially voting yes after receiving additional information, and 30 percent solidly against.



Recommendations

- The Streets and Watershed measures— either a sales tax or bond – receive more support when voters are given more information on the measures.
- Notably, this survey did not simulate how voters would react to negative messaging about the measures.



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Council Discussion and Direction

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