



Office of the City Manager

March 19, 2018

To: Honorable Mayor and City Councilmembers

From: *Dee* Dee Williams-Ridley, City Manager

SUBJECT: March 2018 Community Survey Top Line Results

Attached please find a copy of the top line results from the March 2018 Community Survey that the City Council directed be undertaken. The results will also be presented to Council for its March 27, 2018 regular meeting. This memorandum was prepared in the interest of providing information about the survey results as quickly as possible. More detail will not be available until the analysis of the results is completed.

Attachment

cc: Senior Executive Team
Ann-Marie Hogan, City Auditor

City of Berkeley Community Survey
March 12 - 15, 2018
N=500 Likely 2018 General Election Voters

	N=	TOTAL 500
Region		
CCD 5,6,8.....		43
CCD 3,4,7.....		30
CCD 1,2.....		27

Party registration

Democrat.....	74
Republican	3
NPP.....	19
Others.....	4

Q1. Are you... ?

Male.....	46
Female	54
(Other).....	0

Q2. 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?

Yes, cell and can talk safely.....	68
Yes, cell and cannot talk safely [CALL BACK]	
No, not on cell, but own one.....	29
No, not on cell, and do not own one	3
(Don't know/refused) [TERMINATE]	

Q3. [T] Although it is some time from now, what are the chances of you voting in the November 2018 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?

Almost certain to vote.....	91
Probably will vote	9
50-50 [TERMINATE]	
Probably not [TERMINATE]	
Definitely not [TERMINATE]	
Don't know [TERMINATE]	

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?

Right direction	51
Wrong track.....	25
(Don't know)	23

N= TOTAL
 500

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

Excellent.....	8
Good.....	48
Fair.....	34
Poor.....	6
(Don't know).....	5
Excellent /Good.....	55
Fair /Poor.....	40

Q6. How has the recent tax bill passed by Congress impacted the amount of taxes your household pays annually? As far as you know, has it increased the amount of taxes you will pay, decreased the amount of taxes you will pay, or has it had no impact on the amount of taxes you will pay annually?

Increased.....	26
Decreased.....	11
No impact.....	28
(Don't know).....	35

Q7. [T] 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 **[RANDOMIZE]**:

Building affordable housing.....	31
Addressing homelessness.....	27
Improving education and schools.....	14
Improving city infrastructure.....	7
Reducing crime.....	5
Creating jobs and economic development.....	4
Reducing taxes.....	3
Improving public health.....	2
Managing the city budget.....	1
Improving transportation mobility in Berkeley.....	1
Making the City more bike and pedestrian friendly.....	1
Improving parks and playgrounds.....	1
(Don't know).....	2

N= TOTAL
 500

Q8. I'm going to read you some different areas where investment in the City of Berkeley 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.

Sorted by "Extremely important"

8b. Providing affordable housing	49
8c. Providing homeless services	47
8d. Improving neighborhood and community safety	23
8e. Improving infrastructure like streets, parks and stormwater	18
8a. Improving parks and playgrounds	7

a. Improving parks and playgrounds

Extremely important	7
Very important	17
Somewhat important	48
Not too important	27
(Don't know)	1
Important	24
Not important	75

b. Providing affordable housing

Extremely important	49
Very important	35
Somewhat important	10
Not too important	5
(Don't know)	0
Important	84
Not important	15

c. Providing homeless services

Extremely important	47
Very important	37
Somewhat important	10
Not too important	6
(Don't know)	1
Important	83
Not important	16

N= TOTAL
 500

d. Improving neighborhood and community safety

Extremely important	23
Very important.....	40
Somewhat important	29
Not too important.....	8
(Don't know)	1
Important.....	63
Not important.....	36

e. Improving infrastructure like streets, parks and stormwater

Extremely important	18
Very important.....	38
Somewhat important	38
Not too important.....	6
(Don't know)	1
Important.....	56
Not important.....	43

Next, I'll read you a ballot measure that may appear on the Alameda County ballot in June.

Q9. In order to expand access to child care and preschool for low-and middle-income families; help homeless and at-risk children, including prevention of child abuse and neglect; attract and retain quality child care workers; and add spaces for child care at existing facilities throughout the county; shall the County of Alameda implement a thirty-year, one-half-percent county sales tax providing an estimated 140 million dollars annually, with citizens' oversight, public disclosure of spending, and mandatory annual audits?

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	42
Yes - not so strongly	13
Lean yes.....	10
Undecided /DK.....	19
Lean no	5
No - not so strongly.....	3
No - strongly	7
(Refused).....	0
Yes	65
No	15

N= TOTAL
500

Next, I'm going to read some ballot measures that may appear on the ballot in Berkeley this November. Here's the first one.

[ROTATE Q10, Q11/12, Q13/14, AND Q15. Q13 ALWAYS IMMEDIATELY BEFORE Q14]

Q10. [COMMUNITY SAFETY] Shall the City of Berkeley increase the city sales tax by one-half percent, with the revenue going toward community safety, including enhanced community policing, increased recruitment and retention of police officers, increased mental health services, and providing ambulance transport for mental health incidents?

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	32
Yes - not so strongly	12
Lean yes.....	10
Undecided /DK.....	18
Lean no	6
No - not so strongly.....	7
No - strongly.....	16
(Refused).....	0
Yes	54
No	28

N= TOTAL
500

Q11. SSA: [HOMELESS SERVICES] Shall the City of Berkeley issue a parcel tax in the amount of 6 cents per square foot, or 107 dollars per year for an average 1900 square foot home, to generate 5 million dollars annually for 12 years, with revenue going toward homeless services, such as preserving and expanding existing services, supporting rapid re-housing programs, and providing navigation centers and emergency shelter for the homeless?

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	36
Yes - not so strongly	12
Lean yes.....	11
Undecided /DK.....	15
Lean no	4
No - not so strongly	5
No - strongly	16
(Refused).....	0
Yes	60
No	25

Q12. SSB: [HOMELESS SERVICES - PERMANENT] Shall the City of Berkeley issue a permanent parcel tax in the amount of 6 cents per square foot, or 107 dollars per year for an average 1900 square foot home, to generate 5 million dollars annually, with revenue going toward homeless services, such as preserving and expanding existing services, supporting rapid re-housing programs, and providing navigation centers and emergency shelter for the homeless?

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	34
Yes - not so strongly	17
Lean yes.....	12
Undecided /DK.....	16
Lean no	4
No - not so strongly	5
No - strongly	12
(Refused).....	1
Yes	63
No	20

N= TOTAL
 500

11/12.HOMELESS SERVICES COMBINED

Yes - strongly	35
Yes - not so strongly	14
Lean yes	12
Undecided /DK	15
Lean no	4
No - not so strongly	5
No - strongly	14
(Refused).....	0
Yes	61
No	23

Q13. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 100 MILLION] To finance the development and preservation of affordable housing to extremely low, very low, and moderate-income households, including homes for seniors, people with disabilities, and working families such as teachers, shall the City of Berkeley issue 100 million dollars in general obligation bonds, subject to citizen oversight and regular audits?

To pay off the bonds, the average home would pay an average of 72 dollars per year over 36 years.

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	34
Yes - not so strongly	16
Lean yes	11
Undecided /DK	20
Lean no	4
No - not so strongly	3
No - strongly	12
(Refused).....	0
Yes	61
No	18

N= TOTAL
500

Q14. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 50 MILLION] Now I'm going to ask you about a similar proposal which would cost a lesser amount but provide less housing. To finance the development and preservation of affordable housing to extremely low, very low, low, and moderate-income households, including homes for seniors, people with disabilities, and working families such as teachers, shall the City of Berkeley issue 50 million dollars in general obligation bonds, subject to citizen oversight and regular audits?

To pay off the bonds, the average home would pay an average of 41 dollars per year over 32 years.

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	30
Yes - not so strongly	19
Lean yes	12
Undecided /DK	18
Lean no	3
No - not so strongly	4
No - strongly	13
(Refused).....	0
Yes	61
No	21

N= TOTAL
 500

Q15. [TIERED INCREASE OF PROPERTY TRANSFER TAX] Shall the City of Berkeley increase the real property transfer tax, currently 1 and one-half percent on all property sales, to 2 percent for property sales over 750,000 dollars, and 3 percent for property sales over 2 million dollars? These increases would raise approximately 9 million dollars annually, with the revenue going toward a variety of strategies for affordable housing, such as building and preserving affordable housing for extremely low to moderate-income people, including homes for seniors, people with disabilities and working families such as teachers.

Home sales under 750,000 dollars would continue to be taxed at 1 and one-half percent.

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

[IF YES/NO]: And do you support/oppose this measure strongly or not so strongly?

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

Yes - strongly	39
Yes - not so strongly	11
Lean yes.....	7
Undecided /DK.....	20
Lean no	4
No - not so strongly.....	5
No - strongly.....	14
(Refused).....	0
Yes.....	57
No	23

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

Q16. [T] In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive	32
Liberal.....	34
Moderate	22
Conservative	5
(Don't know)	3
(Refused).....	4

N= TOTAL
 500

Q17. [T*] From which one of these sources do you get most of your news about Berkeley? [ROTATE 1-10]

Berkeleyside.....	26
Other online news sites.....	12
The San Francisco Chronicle or SFGate	11
Local television news	11
Radio.....	9
Social media like Twitter or Facebook	7
The Daily Californian.....	5
East Bay Times or Berkeley Voice.....	4
City of Berkeley web, email, or social media	4
Other print newspapers.....	4
(Don't know/refused).....	6

Q18. [T] What is the last year of schooling that you have completed? [DO NOT READ]

1-11th grade.....	2
High school graduate	5
Non-college post H.S.	1
Some college	18
College graduate.....	37
Post-graduate school	36
(Don't know/refused).....	2

Q19. [T] Are you currently employed full-time, employed part-time, unemployed, retired, a full-time student and not working, or a homemaker?

Employee full-time.....	47
Employed part-time	12
Unemployed	5
Retired.....	23
Full-time student and now working	9
Homemaker.....	3
(Don't know/refused).....	2

N= TOTAL
 500

Q20. [T] Do you have any children 18 years of age or younger living at home with you?

Yes 22
 No 77
 (Don't know/refused) 1

Q21. [IF Q20=YES] [T] Are any of your children currently enrolled in Berkeley public schools?

N= 109

Yes 69
 No 31
 (Don't know/refused) 0

Q22. [T] Do you own your own home or do you rent?

Own 53
 Rent 41
 (Other) 3
 (Don't know/refused) 3

Q23. [T] How long have you lived in Berkeley?

Less than two years 6
 Two to five years 18
 Five to ten years 15
 Ten to twenty years 20
 More than twenty years 30
 All your life 9
 (Don't know/refused) 2

Q24. [T] 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 55
 Black/African American 14
 Latino/Hispanic 9
 Asian/Pacific Islander 11
 Native American 1
 (Other) 5
 (Don't know/refused) 6

N= TOTAL
 500

Age

18-24 years	14
25-29 years	8
30-35 years	8
36-39 years	8
40-44 years	9
45-49 years	5
50-54 years	6
55-59 years	8
60-64 years	8
65-69 years	5
70-74 years	6
Over 74 years.....	14
(Refused).....	0