



Office of the City Manager

March 21, 2016

To: Honorable Mayor and City Councilmembers

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

SUBJECT: March 2016 Community Survey Top Line Results

Attached please find a copy of the top line results from the March 2016 Community Survey that the City Council directed be undertaken. A detailed analysis of the survey results will be included in a report and presentation to the Council for its April 5, 2016 Work Session and 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: Gil Dong, Interim Deputy City Manager  
Ann-Marie Hogan, City Auditor  
Mark Numainville, City Clerk  
Zach Cowan, City Attorney  
Matthai Chakko, Assistant to the City Manager

City of Berkeley Community Survey  
 500 Likely November 2016 Voters (registered likely voters, drawn from voter file)  
 March 13-17, 2016  
 Margin of Error (Full Sample): +/- 4.4%  
 Margin of Error (Split-Samples) +/- 6.2%

**FINAL TOPLINES**

TOTAL  
 N= 500

Gender

Male ..... 47  
 Female ..... 53

Region

CC5,6,8..... 43  
 CC3,4,7..... 30  
 CC 1,2..... 27

Party registration

Democrat ..... 69  
 Republican..... 3  
 No party preference..... 22  
 Other ..... 6

1. 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?

**[IF NOT ON A CELL PHONE, ASK:]** Do you own a cell phone?

Yes, cell and can talk safely ..... 72  
 Yes, cell and cannot talk safely ..... **TERMINATE, CALL BACK**  
 No, not on cell, but own one ..... 24  
 No, not on cell, and do not own one ..... 4  
 Don't know/refused ..... 0

2. [T] Although it is some time from now, what are the chances of you voting in the general election for President, U.S. Senate, and Congress 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 ..... 96  
 probably ..... 4  
 50-50..... **TERMINATE**  
 probably not..... **TERMINATE**  
 definitely not..... **TERMINATE**  
 (don't know) ..... **TERMINATE**

TOTAL  
 N= 500

3. **[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 on the wrong track?

Right direction..... 64  
 Wrong track ..... 19  
 (Don't know)..... 17

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

Excellent ..... 8  
 Good ..... 53  
 Fair ..... 30  
 Poor ..... 4  
 (don't know) ..... 4

Excellent /Good ..... 62  
 Fair /Poor ..... 34

5. **[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:

**READ AND ROTATE:**

Building affordable housing ..... 22  
 Addressing homelessness..... 17  
 Improving education and schools ..... 14  
 Reducing crime..... 11  
 Creating jobs and economic development ..... 6  
 Reducing taxes ..... 5  
 Improving public health..... 5  
 Reducing traffic and parking congestion ..... 5  
 Managing the city budget ..... 4  
 Making neighborhoods more bike and pedestrian  
 friendly..... 4  
 Improving parks and open space ..... 3  
 Improving public transit..... 1  
 (Don't know) ..... 3

TOTAL  
 N= 500

6. 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.

**RANDOMIZE**

**Sorted by "Extremely important"**

6c.Providing affordable housing .....	37
6f.Providing homeless services .....	33
6g.Improving neighborhood and community safety.....	21
6e.Improving shelters for natural disasters .....	12
A6a.Improving parks and playgrounds .....	10
6h.Improving lighting on streets and pathways .....	10
6d.Renovating recreation and senior centers.....	9
B6b.Improving parks, playgrounds, and open space .....	5

- a. **\_ [T] SSA: Improving parks and playgrounds**

Extremely important.....	10
Very important .....	37
Somewhat important.....	38
Not too important .....	12
(Not sure) .....	3
Important.....	47
Not important .....	50

- b. **\_ SSB: Improving parks, playgrounds, and open space**

Extremely important.....	5
Very important .....	32
Somewhat important.....	49
Not too important .....	12
(Not sure) .....	1
Important.....	37
Not important .....	61

TOTAL  
 N= 500

c.  Providing affordable housing

Extremely important.....	37
Very important .....	41
Somewhat important.....	14
Not too important .....	7
(Not sure) .....	0
Important.....	79
Not important .....	21

d.  Renovating recreation and senior centers

Extremely important.....	9
Very important .....	30
Somewhat important.....	42
Not too important .....	13
(Not sure) .....	8
Important.....	38
Not important .....	54

e.  Improving shelters for natural disasters

Extremely important.....	12
Very important .....	31
Somewhat important.....	31
Not too important .....	18
(Not sure) .....	8
Important.....	43
Not important .....	49

f.  Providing homeless services

Extremely important.....	33
Very important .....	40
Somewhat important.....	19
Not too important .....	7
(Not sure) .....	1
Important.....	73
Not important .....	26

TOTAL  
N= 500

g.	_Improving neighborhood and community safety	
	Extremely important.....	21
	Very important .....	44
	Somewhat important.....	28
	Not too important .....	4
	(Not sure) .....	3
	Important.....	65
	Not important .....	32
h.	_Improving lighting on streets and pathways	
	Extremely important.....	10
	Very important .....	32
	Somewhat important.....	38
	Not too important .....	19
	(Not sure) .....	1
	Important.....	42
	Not important .....	57

TOTAL  
N= 500

Next, I'd like to tell you about some ballot measures that may appear on the ballot this November. Here's the first one.

7. To preserve and improve local public transportation services, including those for youth, commuters, seniors, and people with disabilities, shall the Alameda-Contra Costa Transit District, or A.C. Transit, extend its existing parcel tax at the current level of 8 dollars per month for 20 years with no increase, with independent oversight and all money spent locally?

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 .....	45
Yes – not so strongly .....	16
Lean yes .....	6
Undecided /DK.....	22
Lean no.....	2
No – not so strongly.....	2
No – strongly.....	6
(Refused).....	0
Yes .....	67
No .....	10

TOTAL  
N= 500

8. To finance the construction, development, acquisition, and preservation of housing affordable to low and middle-income individuals and families through programs that will prioritize vulnerable populations throughout Alameda County such as working families, veterans, seniors, homeless, and disabled persons; and to provide for homeownership down payment assistance opportunities for middle-income households; shall the County of Alameda issue 500 million dollars in general obligation bonds, subject to independent citizen oversight and regular audits?

After the bonds are issued, the tax for an average home would be 12 dollars per one hundred thousand dollars in assessed value for the bond per year over 30 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 .....	39
Yes – not so strongly .....	14
Lean yes .....	8
Undecided /DK.....	21
Lean no.....	3
No – not so strongly.....	5
No – strongly.....	10
(Refused).....	0
Yes .....	61
No .....	18



TOTAL  
N= 500

**SSC:** hear Q9 before Q10-16  
**SSD:** hear Q9 after Q10-16

9. To maintain academic excellence, shall the Berkeley Unified School District replace its expiring special tax with an annual tax at thirty-six cents per square foot of residential and commercial buildings? This would be for eight years, with an annual cost-of-living adjustment and a low-income senior exemption. Funding shall be used only for designated purposes including class size reduction, libraries, music, arts education, learning technology, teacher training, and academic support for struggling students. An independent citizens' committee and auditors will monitor this fund.

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 .....	47
Yes – not so strongly .....	13
Lean yes .....	6
Undecided /DK.....	19
Lean no.....	2
No – not so strongly.....	5
No – strongly.....	7
(Refused).....	1
Yes .....	66
No .....	14

TOTAL  
N= 500

10. Shall the Berkeley City Charter be amended to create a Fair Elections Fund, which would provide publicly financed matching funds for candidates for Mayor and City Council who only accept contributions of 50 dollars of less per donor?

The estimated cost of this measure would be approximately 500 thousand dollars per year from the City of Berkeley general fund.

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 .....	25
Yes – not so strongly .....	9
Lean yes .....	5
Undecided /DK.....	30
Lean no.....	6
No – not so strongly.....	7
No – strongly.....	18
(Refused).....	0
Yes .....	38
No .....	32

TOTAL  
N= 500

And here is another measure that could be on the ballot in Berkeley:

11. Shall the City of Berkeley issue bonds not exceeding **100 million dollars** to significantly improve the condition of city parks, pools, playgrounds, the Berkeley Marina, and sports facilities across the city, in order to increase the accessibility and safety of these facilities, and also to upgrade and repair the city's recreation and senior centers, so that they can be used as care and shelter facilities after a natural disaster?

After the bonds are issued, the tax for an average home would be 96 dollars per year over 35 years.

If the election were held today, would you vote yes or no on this bond 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 .....	33
Yes – not so strongly .....	13
Lean yes .....	11
Undecided /DK.....	21
Lean no.....	2
No – not so strongly.....	5
No – strongly.....	15
(Refused).....	0
Yes .....	57
No .....	23

TOTAL  
N= 500

12. Now I'm going to ask you about a similar proposal with a lesser amount of funding. Shall the City of Berkeley issue bonds not exceeding **50 million dollars** to improve the condition of city parks, pools, playgrounds, and sports facilities across the city, in order to increase the accessibility and safety of these facilities, and also to upgrade and repair the city's recreation and senior centers, so that they can be used as care and shelter facilities after a natural disaster, **but with a lower level of new funding for deferred maintenance at existing parks and the Berkeley Marina?**

After the bonds are issued, the tax for an average home would be 48 dollars for the bond per year over 35 years.

If the election were held today, would you vote yes or no on this bond 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 .....	33
Yes – not so strongly .....	14
Lean yes .....	12
Undecided /DK.....	23
Lean no.....	3
No – not so strongly.....	4
No – strongly.....	12
(Refused).....	0
Yes .....	58
No .....	19

TOTAL  
N= 500

13. **SSA:** Shall the City of Berkeley increase the Business License Tax on landlords of residential buildings with **five or more units** by an average of 30 dollars a month per rental unit, with the revenue going toward providing new affordable housing and homelessness prevention efforts?

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 .....	45
Yes – not so strongly .....	7
Lean yes .....	9
Undecided /DK.....	13
Lean no.....	3
No – not so strongly.....	4
No – strongly.....	20
(Refused).....	0
Yes .....	60
No .....	27

14. **SSB:** Shall the City of Berkeley increase the Business License Tax on landlords of residential buildings with **ten or more units**, by an average of 30 dollars a month per rental unit, with the revenue going toward providing new affordable housing and homelessness prevention efforts?

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 .....	40
Yes – not so strongly .....	9
Lean yes .....	7
Undecided /DK.....	20
Lean no.....	5
No – not so strongly.....	5
No – strongly.....	15
(Refused).....	0
Yes .....	55
No .....	25

TOTAL  
 N= 500

15. And, thinking about the same ballot measure, if you knew that the increase in the Business License Tax could not be passed on to the tenants, would bring in about 4 million dollars every year, enough to create 300 affordable housing units over the next ten years, and would also fund emergency rental assistance to help Berkeley families in financial trouble to avoid homelessness, 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 .....	46
Yes – not so strongly .....	13
Lean yes .....	8
Undecided /DK.....	17
Lean no.....	2
No – not so strongly.....	3
No – strongly.....	12
(Refused).....	0
Yes .....	67
No .....	16

16. What if this measure increased the Business License Tax on landlords by an average of **45 dollars** a month per rental unit and would bring in about **6** million dollars every year, enough to create **450** affordable housing units over the next ten years—would that make you more or less likely to support the measure?

[IF MORE/LESS: Is that much more/less or somewhat more/less?]

Much more likely.....	33
Somewhat more likely .....	20
Somewhat less likely .....	11
Much less likely.....	13
(No difference).....	15
(Don't know).....	9
More likely.....	53
Less likely .....	23

TOTAL  
N= 500

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

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

Progressive.....	34
Liberal.....	34
Moderate.....	21
Conservative.....	5
(don't know).....	4
(refused).....	1

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

**[READ AND ROTATE]**

Berkeleyside.....	18
Local television news.....	13
Social media like Twitter or Facebook.....	11
Other online news sites.....	11
The San Francisco Chronicle or SFGate.....	9
City of Berkeley web, email, or social media.....	7
Radio.....	7
The Berkeley Voice.....	5
Other print newspapers.....	4
The Contra Costa Times.....	3
The Oakland Tribune.....	2
(Combination).....	7
(Don't know/refused).....	3

19. **[T]** What is the last year of schooling that you have completed?

**DO NOT READ**

1 - 11th grade.....	2
high school graduate.....	6
non-college post H.S.....	1
some college.....	19
college graduate.....	39
post-graduate school.....	33
(don't know/refused).....	1

TOTAL  
 N= 500

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

Employed full-time ..... 45  
 Employed part-time ..... 15  
 Unemployed..... 4  
 Retired ..... 20  
 Full-time student and not working..... 11  
 Homemaker ..... 2  
 (don't know/refused) ..... 3

21. **[T]** 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

**IF Q21=YES**

22. **[T]** Are any of your children currently enrolled in Berkeley public schools?

Yes ..... 15  
 No ..... 8  
 (don't know/refused) ..... 0  
 (No child) ..... 77

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

own ..... 48  
 rent ..... 47  
  
 (other) ..... 3  
 (don't know/refused) ..... 2

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

Less than two years..... 5  
 Two to five years..... 20  
 Five to ten years ..... 14  
 Ten to twenty years ..... 21  
 More than twenty years ..... 28  
 All your life ..... 10  
 (don't know/refused) ..... 2



TOTAL  
 N= 500

25. **[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.....	62
Black / African American .....	10
Latino / Hispanic .....	8
Asian / Pacific Islander .....	10
Native American .....	1
(other) .....	5
(don't know/refused) .....	4

Age

18-24 .....	14
25-29 .....	8
30-34 .....	7
35-39 .....	8
40-44 .....	6
45-49 .....	7
50-54 .....	7
55-59 .....	8
60-64 .....	8
65-69 .....	6
70-74 .....	9
75 & older.....	10
(DK /Ref) .....	0