



Office of the City Manager

April 27, 2018

To: Honorable Mayor and City Councilmembers

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

SUBJECT: April 2018 Community Survey Top Line Results

Attached please find a copy of the top line results from the April 2018 Community Survey that the City Council directed be undertaken. The results will also be presented to Council for its May 15, 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: Jovan Grogan, Deputy City Manager
Mark Numainville, City Clerk
Paul Buddenhagen, Director of Health, Housing & Community Services
Henry Oyekanmi, Finance Director
Chief Andrew Greenwood, Police
Chief David Brannigan, Fire
Ann-Marie Hogan, City Auditor
Matthai Chakko, Assistant to the City Manager / Public Information Officer

City of Berkeley Community Survey
April 19 - 25, 2018
N=508 Likely 2018 General Election Voters

	Weighted N=	TOTAL
	Unweighted N=	500
		508

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.....	69
Yes, cell and cannot talk safely	[CALL BACK]
No, not on cell, but own one.....	25
No, not on cell, and do not own one	6
(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.....	89
Probably will vote	11
50-50	[TERMINATE]
Probably not	[TERMINATE]
Definitely not	[TERMINATE]
Don't know	[TERMINATE]

	TOTAL
Weighted N=	500
Unweighted N=	508

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

Q4. [COMMUNITY SAFETY] Shall the City of Berkeley issue a parcel tax in the amount of 6 cents per square foot, or 128 dollars a year for an average 1900 square foot home, to generate 6 million dollars annually for community safety with revenue dedicated to enhanced community policing, including bike patrols, increased retention and recruitment of police officers, increased mental health services including crisis response workers 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	30
Yes - not so strongly	13
Lean yes	9
Undecided /DK	27
Lean no	5
No - not so strongly	3
No - strongly	13
(Refused).....	0
Yes	51
No	21

	TOTAL
Weighted N=	500
Unweighted N=	508

Q5. SSA: Regarding the measure I just read you, let me present you with some more information. **[ROTATE]**

Supporters of the measure say the City of Berkeley is currently facing a critical shortage of police officers, resulting in the elimination of some police units including the traffic division, bike patrols, the elimination of investigative positions, and reductions in the community services bureau. The City needs additional revenues to raise salaries to be competitive with other departments and to attract and retain officers. Additional funding will enable the Police Department to expand community policing programs, including bike patrols in parks and commercial districts.

Opponents of the measure say that too much of the City's budget already goes to police, and that we need to focus more of the City budget on mental health services. In addition, opponents say that Berkeley's housing costs are out of control and taxpayers already pay some of the highest tax rates in the state. This extra burden makes it even harder and more expensive to live in Berkeley.

Does hearing this information 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	20
Somewhat more likely	13
Somewhat less likely	17
Much less likely	16
(No difference)	29
(Don't' know)	5
More likely	33
Less likely	33

	TOTAL
Weighted N=	500
Unweighted N=	508

Q6. SSB: Regarding the measure I just read you, let me present you with some more information. **[ROTATE]**

Supporters of the measure say Berkeley does not have enough crisis services to address the growing mental health crisis on city streets. Currently, the city has four staff on the Mobile Crisis Team who work 11:30 am to 10 pm and a Homeless Outreach and Treatment Team that does referral-based outreach and assessment. Berkeley Police have stated that 35% of their emergency calls relate to a mental health crisis. The lack of additional mental health services limits the ability of Berkeley Police to respond to other police calls and engage in crime prevention.

Opponents of the measure say that too much of the City's budget already goes to police and that we need to focus more of the City budget on mental health services. In addition, opponents say that Berkeley's housing costs are out of control and taxpayers already pay some of the highest tax rates in the state. This extra burden makes it even harder and more expensive to live in Berkeley.

Does hearing this information 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	20
Somewhat more likely	16
Somewhat less likely	12
Much less likely	12
(No difference)	34
(Don't know)	6
More likely	36
Less likely	24

	TOTAL
Weighted N=	500
Unweighted N=	508

Now let me ask you about another measure that could be on the ballot in the City of Berkeley this November.

Q7. SSA: [HOMELESS SERVICES - RESIDENTIAL] Shall the City of Berkeley increase the real property transfer tax for residential property sales over \$1 million dollars to pay for homeless services, including shelter, and supportive services? Home sales under 1 million dollars would continue to be taxed at 1 and one-half percent. A 1% increase to the property transfer tax for residential property sales over 1 million dollars would raise \$6.4 million dollars a year for homeless services.

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	41
Yes - not so strongly	12
Lean yes	10
Undecided /DK	18
Lean no	3
No - not so strongly	4
No - strongly	12
(Refused).....	0
Yes	63
No	19

	TOTAL
Weighted N=	500
Unweighted N=	508

Q8. SSB: [HOMELESS SERVICES – RESIDENTIAL & COMMERCIAL] Shall the City of Berkeley increase the real property transfer tax for residential and commercial property sales over \$1 million dollars to pay for homeless services, including shelter, and supportive services? Home and commercial sales under 1 million dollars would continue to be taxed at 1 and one-half percent. A 1% increase to the property transfer tax for residential and commercial property sales over 1 million dollars would raise \$8.6 million dollars a year for homeless services.

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	37
Yes - not so strongly	14
Lean yes	4
Undecided /DK	20
Lean no	4
No - not so strongly	4
No - strongly	18
(Refused).....	0
Yes	55
No	25

	TOTAL
Weighted N=	500
Unweighted N=	508

Q9. SSA: Regarding the measure I just read you, let me present you with some more information. **[ROTATE]**

Supporters of the measure say Berkeley has close to 972 homeless individuals, the majority of whom are unsheltered. Berkeley has also seen a growth in encampments which create impacts on residents and local businesses. There have also been cuts in state and federal funding for homelessness. Berkeley is developing a long-term plan to address homelessness, focusing on shelter and permanent housing, and is committed to working regionally to create housing and services. A rapid increase in funding is needed to reduce the number of unsheltered homeless people.

Opponents of the measure say the City of Berkeley already spends millions of dollars annually on homeless services, but housing affordability and homelessness gets worse every day. Increasing the real property tax is just another ill-conceived measure that throws more money at our housing and homelessness issues while city officials have yet to finish developing a long-term plan. Increasing the real property transfer tax will just make it harder for people to live in Berkeley.

Does hearing this information 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	21
Somewhat more likely	21
Somewhat less likely	13
Much less likely	10
(No difference)	32
(Don't' know)	4
More likely	41
Less likely	23

	TOTAL
Weighted N=	500
Unweighted N=	508

Q10. SSB: Regarding the measure I just read you, let me present you with some more information. **[ROTATE]**

Supporters of the measure say Berkeley has close to 972 homeless individuals, the majority of whom are unsheltered. Berkeley has also seen a growth in encampments which create impacts on residents and local businesses. There have also been cuts in state and federal funding for homelessness. Berkeley is developing a long-term plan to address homelessness, focusing on shelter and permanent housing, and is committed to working regionally to create housing and services. A rapid increase in funding is needed to reduce the number of unsheltered homeless people.

Opponents of the measure say the City of Berkeley already spends millions of dollars annually on homeless services, but housing affordability and homelessness gets worse every day. Increasing the real property tax is just another ill-conceived measure that throws more money at our housing and homelessness issues while city officials have yet to finish developing a long-term plan. Increasing the real property transfer tax will just make it harder for people to live and do business in Berkeley.

Does hearing this information 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	22
Somewhat more likely	17
Somewhat less likely	14
Much less likely	14
(No difference)	28
(Don't' know)	5
More likely	39
Less likely	27

	TOTAL
Weighted N=	500
Unweighted N=	508

Here is another measure that could be on the ballot in the City of Berkeley this November.

Q11. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 200 MILLION] 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 200 million dollars in general obligation bonds, subject to citizen oversight and regular audits?

To pay off the bonds, the average home, or a home with an assessed value of \$425,000, would pay an average of 187 dollars per year over 40 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	22
Yes - not so strongly	11
Lean yes	8
Undecided /DK	34
Lean no	5
No - not so strongly	5
No - strongly	16
(Refused).....	0
Yes	41
No	25

	TOTAL
Weighted N=	500
Unweighted N=	508

Q12. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 150 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 150 million dollars in general obligation bonds, subject to citizen oversight and regular audits?

To pay off the bonds, the average home, or a home with an assessed value of \$425,000, would pay an average of \$170 dollars per year over 40 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	20
Yes - not so strongly	12
Lean yes	9
Undecided /DK	32
Lean no	4
No - not so strongly	7
No - strongly	16
(Refused).....	1
Yes	41
No	27

	TOTAL
Weighted N=	500
Unweighted N=	508

Q13. Regarding the measure I just read you, let me present you with some more information. **[ROTATE]**

Supporters of the measure say rents and home prices are rapidly increasing in the City of Berkeley, making housing unaffordable for low and moderate-income households. Berkeley has only 2 million dollars left in its Housing Trust Fund making it increasingly difficult to finance new affordable housing. This bond would enable Berkeley to leverage its funding with the proposed state Housing Bond and other state and federal funding sources, and private capital to generate three times as much money to support building or buying and fixing up about 1,000 affordable homes over the next ten years.

Opponents of the measure say that preserving affordable housing for extremely low to moderate income households is a good cause, but this measure sticks homeowners with a huge bill to solve our affordable housing issue, making it more difficult for families who are struggling with the Berkeley's high costs to stay in their homes. City officials should be working to solve our affordable housing issue without burdening families with even higher costs.

Does hearing this information 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	23
Somewhat more likely	16
Somewhat less likely	11
Much less likely	11
(No difference)	30
(Don't' know)	8
More likely	39
Less likely	23

	TOTAL
Weighted N=	500
Unweighted N=	508

Finally, let me ask you about one other measure that is likely to be on the ballot in the City of Berkeley this November.

Q14. [COUNCIL SALARIES] Shall Section 19 of the Charter of the City of Berkeley be amended to make the Mayor and City Council full-time positions, and permit Personnel Board to set the salaries of the Mayor and Council every five years based on the results of a salary survey of other cities, and allowing any Councilmember to voluntarily forgo any portion of their compensation back to their City Council office budget.

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	24
Yes - not so strongly	11
Lean yes	6
Undecided /DK	40
Lean no	3
No - not so strongly	4
No - strongly	12
(Refused).....	0
Yes	40
No	19

	TOTAL
Weighted N=	500
Unweighted N=	508

The following few questions are for statistical purposes only.

Q15. [T] In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive	35
Liberal.....	34
Moderate	23
Conservative	3
 (Don't know)	 3
(Refused).....	2

Q16. [T] What is the last year of schooling that you have completed? **[DO NOT READ]**

1-11th grade	1
High school graduate	4
Non-college post H.S.	0
Some college	19
College graduate	36
Post-graduate school	37
(Don't know/refused)	2

Q17. [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.....	46
Employed part-time	14
Unemployed	4
Retired.....	22
Full-time student and now working	9
Homemaker.....	2
(Don't know/refused)	3

Q18. [T] Do you have any children 18 years of age or younger living at home with you?

Yes	22
No.....	75
(Don't know/refused)	2

Q19. [IF Q18=YES] [T] Are any of your children currently enrolled in Berkeley public schools?

N= 111

Yes	77
No.....	23
(Don't know/refused)	0

	TOTAL
Weighted N=	500
Unweighted N=	508

Q20. [T] Do you own your own home or do you rent?

Own	50
Rent.....	42
(Other)	4
(Don't know/refused)	4

Q21. [T] How long have you lived in Berkeley?

Less than two years	4
Two to five years	24
Five to ten years.....	13
Ten to twenty years.....	16
More than twenty years.....	32
All your life.....	7
(Don't know/refused)	3

Q22. [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	58
Black/African American	13
Latino/Hispanic.....	9
Asian/Pacific Islander.....	12
Native American	0
(Other)	6
(Don't know/refused)	2

Age

18-24 years	15
25-29 years	7
30-35 years	9
36-39 years	7
40-44 years	6
45-49 years	8
50-54 years	7
55-59 years	7
60-64 years	8
65-69 years	5
70-74 years	7
Over 74 years.....	14
(Refused).....	0