



Office of the City Manager

June 5, 2018

To: Honorable Mayor and City Councilmembers

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

SUBJECT: May-June 2018 Community Survey Top Line Results

Attached please find a copy of the top line results from the Community Survey undertaken from May 30 through today, June 5, that focused on three different affordable housing measures. Though the results will also be presented to Council at its June 12, 2018 regular meeting, this memorandum was prepared in the interest of providing the survey results to Council as quickly as possible.

Attachment

cc: Jovan Grogan, Deputy City Manager  
Paul Buddenhagen, Director, Health, Housing & Community Services  
Henry Oyekanmi, Director, Finance  
Mark Numainville, City Clerk  
Farimah Brown, City Attorney  
Ann-Marie Hogan, City Auditor  
Matthai Chakko, Assistant to the City Manager

City of Berkeley **FINAL**  
Second Follow-Up Survey – Final Questionnaire  
May 30 – June 5, 2018

N=500 Likely 2018 General Election Voters

N=	TOTAL
	500

**Gender**

Male.....	46
Female .....	54

**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.** 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.....	68
Yes, cell and cannot talk safely .....	<b>[CALL BACK]</b>
No, not on cell, but own one.....	31
No, not on cell, and do not own one .....	1
(Don't know/refused) .....	<b>[TERMINATE]</b>

**Q2. [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.....	92
Probably will vote .....	8
50-50 .....	<b>[TERMINATE]</b>
Probably not .....	<b>[TERMINATE]</b>
Definitely not .....	<b>[TERMINATE]</b>
Don't know .....	<b>[TERMINATE]</b>

N= TOTAL  
500

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

**Q3. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 100 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 100 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 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?

Strong yes .....	46
Not so strong yes .....	11
Undecided - lean yes .....	11
Undecided .....	15
Undecided - lean no .....	3
Not so strong no .....	3
Strong no .....	11
Yes .....	67
No .....	18

**Q4. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 150 MILLION]** Now I'm going to ask you about a similar proposal which would cost a higher amount but provide more 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 109 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?

Strong yes .....	38
Not so strong yes .....	8
Undecided - lean yes .....	10
Undecided .....	17
Undecided - lean no .....	5
Not so strong no .....	5
Strong no .....	18
Yes .....	56
No .....	27

N= TOTAL  
500

**Q5. [AFFORDABLE HOUSING/WORKFORCE HOUSING – 200 MILLION]** Now I'm going to ask you about a third proposal which would cost a higher amount but provide more 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 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 144 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?

Strong yes .....	31
Not so strong yes .....	8
Undecided - lean yes .....	8
Undecided .....	18
Undecided - lean no .....	7
Not so strong no .....	6
Strong no .....	23
Yes .....	47
No .....	35

N= TOTAL  
500

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

Supporters of the measures 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 county, state and federal funding sources, and private capital to generate three times as much money to support building or buying and fixing up thousands of affordable homes over the next ten years.

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

Does hearing this information make you more or less likely to support a bond measure for affordable housing?

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

Much more likely .....	25
Somewhat more likely .....	17
Somewhat less likely .....	10
Much less likely .....	13
No difference .....	31
(Don't know) .....	4
More likely .....	42
Less likely .....	22

***The remaining questions are for statistical purposes only.***

**Q7. [T]** In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive .....	32
Liberal.....	36
Moderate .....	21
Conservative .....	5
(Don't know) .....	3
(Refused).....	3

**Q8. [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. ....	2
Some College.....	16
College Graduate .....	42
Post-Graduate School.....	33
(Refused).....	2

N= TOTAL  
500

**Q9. [T] Do you own your home or do you rent?**

Own .....	50
Rent.....	43
(Other) .....	5
(Refused).....	3

**Q10. [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 .....	55
Black/African American .....	12
Spanish speaking/Latino (Puerto Rican, Mexican, etc.) .....	9
Asian .....	12
Native American .....	1
Pacific Islander .....	0
Arab American .....	1
(Other) .....	6
(Don't know / Refused).....	4

**Age**

18-24 years .....	15
25-29 years .....	7
30-35 years .....	8
36-39 years .....	8
40-44 years .....	7
45-49 years .....	7
50-54 years .....	8
55-59 years .....	8
60-64 years .....	6
65-69 years .....	5
70-74 years .....	9
Over 74 years.....	13
(Refused).....	0