



Office of the City Manager

June 12, 2018

To: Honorable Mayor and City Councilmembers

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

SUBJECT: Presentation and Discussion of Third Community Survey Results
and Direction About Drafting Measures for the November Ballot
Development

Attached please find a copy of the supplemental report that will be presented to Council tonight. It includes the top line results from the May 30-June 5, 2018 Community Survey, which was shared with Council last week. It also includes simulations for how support from likely voters changed after receiving additional information. This is being sent to Council to provide additional time to review the results.

Attachment

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



Office of the City Manager

ACTION CALENDAR

June 12, 2018

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Matthai Chakko, Assistant to the City Manager
Subject: Presentation and Discussion of Third Community Survey Results and Direction About Drafting Measures for the November Ballot Development

RECOMMENDATION

Presentation and Discussion of Third Community Survey Results and Direction About Drafting Measures for the November Ballot Development

Discuss results of the third community survey and provide direction to the City Manager for drafting measures for inclusion on the November 2018 ballot.

SUMMARY

At its May 15 meeting, Council discussed the results of the second community survey and directed the City Manager to further test three total values of a potential affordable housing bond measure: \$100 million, \$150 million and \$200 million.

The results of that second survey, conducted May 30 through June 5 by Lake Research Partners, are summarized in this report. The full topline results and cross tabulation report are available as attachment 2.

- A \$100 million affordable housing bond measure gets the support of 67 percent of likely voters – at the 2/3 margin required for passage. This is greater support than the 61 percent that supported the measure in the first community survey, which was conducted in March. Support for the measure increased to above the margin with additional information.
- A \$150 million affordable housing bond measure gets the support of 56 percent of likely voters – below the 2/3 margin required for passage. Additional information increased support, though it remained below the required margin.
- A \$200 million affordable housing bond measure million gets the support of 47 percent of likely voters – well below the 2/3 margin required for passage. Support increased with additional information but support remained well below the required margin.

If the Council wishes to move forward with placing an affordable housing bond measure on the Fall ballot, staff will need direction on the specifics of the measure to allow adequate time to draft final ballot measure language for Council consideration and to meet County Registrar of Voters deadlines for the November 2018 ballot.

CURRENT SITUATION AND ITS EFFECTS

The purpose of this report is to provide an opportunity for the Council to discuss the results of the third Community Survey, for Council to provide direction about developing ballot measures.

Survey Design

Lake Research Partners designed and administered an 8-minute community survey for the City of Berkeley which was conducted by telephone (May 30 – June 5, 2018) using professional interviewers. The survey reached 500 likely voters in the November 2018 election. Telephone numbers for the sample were drawn from the state voter file which includes both land lines and cellular phone lines. The margin of error for this poll is +/- 4.4%. The demographic data about respondents in this second survey almost identically matched the first survey.

Respondents were asked about each measure using language that modeled possible ballot language. Respondents were given follow-up questions with additional information and asked whether the information made them more or less likely to vote yes.

Summary of Survey Results

Affordable Housing Bond Measures: \$100 million, \$150 million and \$200 million

The survey asked separate questions about affordable housing bond measures at three different tiers “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.”

The following additional information was provided to see if it would alter support from likely voters:

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.

Support for each measure increased with additional information, though only the \$100 million measure received support at or above the required 2/3 threshold.

\$100 Million Affordable Housing Bond					
	YES		NO		UNDECIDED
TOTALS	67		18		15
Question 3	46	22	11	6	
	Yes - strongly	Not so strongly/ lean yes	No - strongly	Not So Strongly/ Lean No	
<i>Potential</i> Yes, after information about housing need and solutions (Q. 6)	70		22		8

\$150 Million Affordable Housing Bond					
	YES		NO		UNDECIDED
TOTALS	56		27		17
Question 4	38	18	18	10	
	Yes - strongly	Not so strongly/ lean yes	No - strongly	Not So Strongly/ Lean No	

<i>Potential</i> Yes, after information about housing need and solutions (Q. 6)	62	30	8	
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\$200 Million Affordable Housing Bond					
	YES		NO		UNDECIDED
TOTALS	47		35		18
Question 5	31	16	23	13	
	Yes - strongly	Not so strongly/ lean yes	No - strongly	Not So Strongly/ Lean No	

<i>Potential</i> Yes, after information about housing need and solutions (Q. 6)	54	38	9	
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The 2018 Ballot Measure Schedule

In order to meet the deadlines set by the Alameda County Registrar of Voters to place items on the November ballot, the following timeline has been developed for the Council’s consideration:

Critical Dates to Meet Ballot Measure Timelines		
	Meeting Date	Council Action
	12-Jun	Provide Direction to Staff about specific language and amount for Affordable Housing Bond
	26-Jun	Draft Ballot Measure Language to Council (from May 29 direction) & Urgency Ordinance Amending Chapter 7.64 to allow GO Bonds to Finance Privately-Developed/Owned Affordable Housing
	10-Jul	Draft Ballot Measure Language to Council on Affordable Housing Bond (final language on 7/24 regular or 7/31 special meeting); and Second Reading of urgency ordinance to allow GO Bonds to Finance Privately-Developed/Owned Affordable Housing
Last Council Meeting before Summer Recess	24-Jul	Council Approves Final Language and Adopts Resolution Placing Measure on the Ballot (from June 26 direction)
	10-Aug	Last Day to Place a Measure on the Ballot

BACKGROUND

The City Council and Staff have identified key areas that require increased funding to meet the needs of the community. The first and second Community Surveys identified areas that the Community is interested in funding and support for a number of possible ballot measures.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

FISCAL IMPACTS OF RECOMMENDATION

The table below shows the year-by-year costs for elections since 2008. The dramatic cost increase that occurred in 2012 and 2014 is due primarily to general year-over-year increases, and the addition of two more required languages (Vietnamese and Tagalog). The cost increase in 2016 is due to a surcharge from the Registrar of Voters to pay for replacement of the voting machines in 2020 or 2022. This surcharge will continue for several more election cycles.

City of Berkeley Election Costs by Year							
	Nov. 2008	Jun. 2010	Nov. 2010	Nov. 2012	Nov. 2014	Nov. 2016	Mar. 2017
No. of Measures	7	1	3	10	7	11	0
No. of Candidates	25	0	31	26	23	29	2
General Costs	\$224,576	\$191,732	\$164,816	\$367,884	\$392,331	\$706,901	-
RCV Costs	N/A	N/A	\$257,956*	\$101,041	\$189,148	\$181,954	-
Total Costs	\$224,576	\$191,732	\$422,772	\$468,925	\$581,479	\$888,855	\$85,628

* Includes first-year startup costs for software purchase and public outreach

CONTACT PERSON

Matthai Chakko, Assistant to the City Manager, (510) 981-7008

Attachments:

1. City of Berkeley General Election Calendar
2. Topline Results and Cross Tabulation report of May-June 2018 Community Survey Results

Attachment 1

**CITY OF BERKELEY - GENERAL ELECTION CALENDAR
November 6, 2018**

**Offices to be Elected: City Council Districts 1, 4, 7, 8; Rent Board (5 seats); School Board (3 seats);
Auditor**

<u>DAYS PRIOR TO ELECTION</u>	<u>DATE</u>	<u>ACTION TAKEN</u>
-	January 2	Public Financing request for funds due to Clerk (1st Monday monthly)
-	January 31	Semi-Annual Report Due (7/1/17 – 12/31/17)
-	February 5	Public Financing request for funds due to Clerk (1st Monday monthly)
-	March 5	Public Financing request for funds due to Clerk (1st Monday monthly)
-	April 2	Public Financing request for funds due to Clerk (1st Monday monthly)
-	April 30	Quarterly Campaign reports due (period of 1/1/18-3/31/18). Committees formed to support/oppose local measures not being voted on in 2018.
-	May 7	Public Financing request for funds due to Clerk (1st Monday monthly)
180	May 10, 2018	Suggested Last Day to file initiative petitions. Qualified petitions received after this date will be accepted, but may not be on the November ballot.
158 103	June 1, 2018 July 26, 2018	Signature In-Lieu of Filing Fee - Candidates may collect signatures during this period to offset the \$150 filing fee. Valid signatures are worth \$1 each. Charter Art. III, Sec. 6.5, BMC §2.16.020
-	June 4	Public Financing request for funds due to Clerk (1st Monday monthly)
-	July 2	Public Financing request for funds due to Clerk (1st Monday monthly)
113	July 16, 2018	FILING PERIOD OPENS - CANDIDATE NOMINATION PAPERS
103	July 26, 2018	Deadline to file Signature In-Lieu petitions with City Clerk
-	July 31	Semi-Annual Campaign Statements due (* - 6/30/18)
-	August 6	Public Financing request for funds due to Clerk (1st Monday monthly)
92	August 6, 2018	Opening of Signature in-lieu period for write-in candidates
90	August 8, 2018	Independent Expenditure Disclosure Period Begins (\$1000+)
90	August 8, 2018	Late Contribution Disclosure Period Begins (\$1000+)
88	August 10, 2018	Deadline to deliver resolution calling ballot measure election to Registrar and request election consolidation.
88	August 10, 2018	FILING PERIOD CLOSES - CANDIDATE NOMINATION PAPERS

87	August 11, 2018	Extended candidate filing period. Candidate filing is extended if an incumbent eligible for re-election does not file nomination documents prior to 5:00 p.m. on August 10, 2018. Incumbents are not eligible to file during the extended period. EC 10225
83	August 15, 2018	
82	August 16, 2018	Secretary of State to conduct Random Alpha Draw for candidate name order on ballot. EC §13111
81	August 17, 2018	Last day to file primary arguments - deadline is 12:00pm.
<u>DAYS PRIOR TO ELECTION</u>	<u>DATE</u>	<u>ACTION TAKEN</u>
74	August 24, 2018	Last day to file rebuttal arguments. Impartial Analysis also due. Deadline is 12:00 p.m.
	September 4	Public Financing request for funds due to Clerk (1st Monday monthly). Moved to 9/4 (Tuesday) due to Labor Day holiday.
57	September 10, 2018	Filing Period - Candidate Nomination Papers for Write-in Candidates.
14	October 23, 2018	
40	September 27, 2018	Voter Information & Sample Ballot Pamphlet mailing period.
21	October 16, 2018	
	September 27	First Pre-Election Campaign Statement due (7/1/18-9/22/18).
29	October 8, 2018	Vote-by-Mail Ballot may be obtained by mail between these dates. After October 30th, VBM ballots may be obtained at the office of the Registrar.
7	October 30, 2018	
29	October 9, 2018	End of In-lieu filing period for write-in candidates (moved to E-28 due to Indigenous Peoples' Day holiday)
	October 9	Public Financing request for funds due to Clerk (1 of 3). Moved to Tuesday 10/9 due to Indigenous Peoples' Day.
	October 15	Public Financing request for funds due to Clerk (2 of 3)
15	October 22, 2018	Last Day to Register to Vote.
	October 22	Public Financing request for funds due to Clerk (3 of 3)
14	October 23, 2018	Close of write-in candidate filing period at 5:00 p.m.
	October 25	Second Pre-Election Campaign Statement due. GC §84200.7
7	October 30, 2018	City Clerk must publish list of campaign contributions of \$50 or more online and at designated locations BMC §2.12.065
Election Day	November 6, 2018	Election Day - EC §1000; Charter Art. III, Section 4.
<u>DAYS AFTER THE ELECTION</u>	<u>DATE</u>	<u>ACTION TAKEN</u>
	December 1, 2018	Taking office date for newly elected councilmembers (actual swearing in at later date). Charter Art. V , Sections 14, 14.1, 15, 16.

30	December 6, 2018	Last day for County to certify election results to city. EC §15372
35	December 11, 2018	Council to certify election results. EC §§9217, 10262, 10263; Charter Art. III, Sec. 10
	January 31, 2019	Semi-Annual Campaign Statement due (10/21/18-12/31/18).
		Updated 10/24/17