


Office of the City Manager

March 11, 2014

To: Honorable Mayor and Members of the City Council  
From: Christine Daniel, City Manager   
Subject: March 2014 Community Survey Top Line Results

Attached please find a copy of the top line results from the March 2014 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 1, 2014 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: William Rogers, Deputy City Manager  
Ann-Marie Hogan, City Auditor  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager

**FINAL TOPLINES**

TOTAL  
 N= 503

Gender

Men ..... 46  
 Women ..... 54

Region

City Council District 5, 6, 8 ..... 42  
 City Council District 3, 4, 7 ..... 33  
 City Council District 1, 2 ..... 25

Party registration

Democrat ..... 70  
 Republican ..... 4  
 DTS ..... 20  
 Other ..... 6

1. **[T]** Although it is some time from now, what are the chances of you voting in the general election for Governor, other offices, and ballot measures 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 ..... 84  
 probably ..... 16  
 50-50 ..... TERMINATE  
 probably not ..... TERMINATE  
 definitely not ..... TERMINATE  
 (don't know) ..... TERMINATE

2. **[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 ..... 63  
 Wrong track ..... 13  
 (Don't know) ..... 24

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

Excellent ..... 14  
 Good ..... 55  
 Fair ..... 23  
 Poor ..... 5  
 (don't know) ..... 3

Excellent/Good ..... 70  
 Fair /Poor ..... 28

TOTAL  
N= 503

4. 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:**

|  |    |
|--|----|
| Improving education and schools .....                        | 20 |
| Creating jobs and economic development.....                  | 18 |
| Building affordable housing.....                             | 13 |
| Reducing crime .....   | 10 |
| Addressing homelessness .....                                | 10 |
| Managing the city budget.....                                | 7  |
| Reducing traffic and parking congestion.....                 | 6  |
| Reducing taxes .....   | 5  |
| Improving public health .....                                | 5  |
| Making neighborhoods more bike and pedestrian friendly ..... | 3  |
| Improving public transit .....                               | 2  |
| (Don't know) .....   | 2  |

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"**

|  |    |
|--|----|
| 7.PROVIDING AFFORDABLE HOUSING .....       | 31 |
| 8.IMPROVING CHILDREN'S HEALTH.....         | 29 |
| 9.INCREASING HEALTH EDUCATION FUNDING..... | 18 |
| 6.RENOVATING SWIMMING POOLS .....          | 7  |
| 5.IMPROVING PARKS AND PLAYGROUNDS.....     | 7  |

5.  [T] Improving parks and playgrounds

|                                   |    |
|-----------------------------------|----|
| Extremely important .....         | 7  |
| Very important.....               | 34 |
| Somewhat important .....          | 45 |
| Not too important .....           | 12 |
| (Not sure) .....                  | 2  |
| Extremely /Very important.....    | 41 |
| Somewhat /Not too important ..... | 57 |

TOTAL  
N= 503

6.  Renovating swimming pools

|                                   |    |
|-----------------------------------|----|
| Extremely important .....         | 7  |
| Very important.....               | 20 |
| Somewhat important .....          | 34 |
| Not too important .....           | 36 |
| (Not sure) .....                  | 4  |
| Extremely /Very important.....    | 27 |
| Somewhat /Not too important ..... | 69 |

7.  Providing affordable housing

|                                   |    |
|-----------------------------------|----|
| Extremely important .....         | 31 |
| Very important.....               | 40 |
| Somewhat important .....          | 22 |
| Not too important .....           | 6  |
| (Not sure) .....                  | 2  |
| Extremely /Very important.....    | 71 |
| Somewhat /Not too important ..... | 28 |

8.  Improving children's health

|                                   |    |
|-----------------------------------|----|
| Extremely important .....         | 29 |
| Very important.....               | 46 |
| Somewhat important .....          | 18 |
| Not too important .....           | 5  |
| (Not sure) .....                  | 2  |
| Extremely /Very important.....    | 76 |
| Somewhat /Not too important ..... | 23 |

9.  Increasing health education funding

|                                   |    |
|-----------------------------------|----|
| Extremely important .....         | 18 |
| Very important.....               | 36 |
| Somewhat important .....          | 30 |
| Not too important .....           | 10 |
| (Not sure) .....                  | 6  |
| Extremely /Very important.....    | 54 |
| Somewhat /Not too important ..... | 40 |

TOTAL  
N= 503

Next, I'd like to tell you about some ballot measures that may be considered for the City of Berkeley. Here's the first one.

**[RANDOMIZE FIVE GROUPS: 10 & 11, 12&13, 14 & 15, 16-23, 24 & 25]**

10. Shall the City of Berkeley increase the Business License Tax from 1% to 3% on residential buildings with three or more units, with exemptions for owner-occupied properties of 10 units or less, historically low-rent units, and buildings built in the last 20 years, with the revenue going toward the City's 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 .....        | 15 |
| Yes – not so strongly ..... | 10 |
| Lean yes.....               | 14 |
| Undecided .....             | 24 |
| Lean no .....               | 7  |
| No – not so strongly .....  | 8  |
| No – strongly .....         | 21 |
| (Refused) .....             | 0  |
| Yes .....                   | 40 |
| No .....                    | 36 |

11. And, thinking about the same ballot measure, if you knew that the increase in the Business License Tax would be used to fund affordable housing, 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 ..... | 13 |
| Lean yes.....               | 18 |
| Undecided .....             | 20 |
| Lean no .....               | 4  |
| No – not so strongly .....  | 5  |
| No – strongly .....         | 13 |
| (Refused) .....             | 0  |
| Yes .....                   | 57 |
| No .....                    | 23 |

TOTAL  
N= 503

Next..

**ROTATE Q12-Q13**

- 12. Shall the City of Berkeley enact a **Commercial** Vacancy Tax of one dollar per square foot that would be assessed on the ground floor of **commercial** properties that have been vacant for two years, with escalating assessment amounts for subsequent years of vacancy, and with hardship exceptions and the opportunity for appeal, with the revenue going toward the City's 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 .....        | 27 |
| Yes – not so strongly ..... | 16 |
| Lean yes.....               | 11 |
| Undecided .....             | 22 |
| Lean no .....               | 5  |
| No – not so strongly .....  | 4  |
| No – strongly .....         | 15 |
| (Refused) .....             | 0  |
| Yes .....                   | 54 |
| No .....                    | 23 |

TOTAL  
N= 503

[READ IN BETWEEN Q12 AND Q13/Q13 AND Q12] Now here's a measure about a different kind of vacancy tax.

13. Shall the City of Berkeley enact a **Residential** Vacancy Tax of one dollar per square foot that would be assessed on **residential** properties with more than 4 units that have been entirely vacant for one year, with escalating assessment amounts for subsequent years of vacancy, and with hardship exceptions and the opportunity for appeal, with the revenue going toward the City's 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 .....        | 24 |
| Yes – not so strongly ..... | 15 |
| Lean yes.....               | 11 |
| Undecided .....             | 22 |
| Lean no .....               | 6  |
| No – not so strongly .....  | 6  |
| No – strongly .....         | 17 |
| (Refused) .....             | 0  |
| Yes .....                   | 50 |
| No .....                    | 28 |

TOTAL  
N= 503

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

14. **SSA:** Shall the City of Berkeley increase the existing Parks parcel tax by 10%, or 29 dollars per year, for an average 1900 square foot house, indexed for inflation, in order to fund necessary ongoing operations and maintenance of city parks and playgrounds?

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 ..... | 21 |
| Lean yes.....               | 12 |
| Undecided .....             | 13 |
| Lean no .....               | 7  |
| No – not so strongly .....  | 5  |
| No – strongly .....         | 21 |
| (Refused) .....             | 0  |
| Yes .....                   | 54 |
| No .....                    | 33 |

15. **SSB:** Shall the City of Berkeley increase the existing Parks parcel tax by 16%, or 43 dollars per year, for an average 1900 square foot house, indexed for inflation, in order to fund necessary ongoing operations and maintenance of city parks and playgrounds?

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 ..... | 12 |
| Lean yes.....               | 14 |
| Undecided .....             | 18 |
| Lean no .....               | 8  |
| No – not so strongly .....  | 7  |
| No – strongly .....         | 16 |
| (Refused) .....             | 1  |
| Yes .....                   | 50 |
| No .....                    | 32 |



TOTAL  
N= 503

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

16. **SSA:** Shall the City of Berkeley enact a general tax on distributors of sugar-sweetened beverages of one cent per ounce, with revenues going to the City's 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 .....        | 46 |
| Yes – not so strongly ..... | 12 |
| Lean yes.....               | 8  |
| Undecided .....             | 6  |
| Lean no .....               | 6  |
| No – not so strongly .....  | 4  |
| No – strongly .....         | 18 |
| (Refused) .....             | 0  |
| Yes .....                   | 66 |
| No .....                    | 28 |

17. **SSB:** Shall the City of Berkeley enact a special tax on distributors of sugar-sweetened beverages of one cent per ounce, with revenues dedicated to funding obesity prevention, diabetes prevention, early childhood nutrition, physical activity, nutritional education programs in schools, and/or other health education programs?

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 .....        | 44 |
| Yes – not so strongly ..... | 11 |
| Lean yes.....               | 9  |
| Undecided .....             | 7  |
| Lean no .....               | 6  |
| No – not so strongly .....  | 5  |
| No – strongly .....         | 19 |
| (Refused) .....             | 1  |
| Yes .....                   | 64 |
| No .....                    | 29 |

TOTAL  
N= 503

18. **SSA:** Now I'm going to ask you the same question with a different level of tax. Shall the City of Berkeley enact a general tax on distributors of sugar-sweetened beverages of **two cents** per ounce, with revenues going to the City's 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 .....        | 39 |
| Yes – not so strongly ..... | 11 |
| Lean yes.....               | 5  |
| Undecided .....             | 8  |
| Lean no .....               | 5  |
| No – not so strongly .....  | 8  |
| No – strongly .....         | 25 |
| (Refused) .....             | 0  |
| Yes .....                   | 55 |
| No .....                    | 37 |

19. **SSB:** Now I'm going to ask you the same question with a different level of tax. Shall the City of Berkeley enact a special tax on distributors of sugar-sweetened beverages of **two cents** per ounce, with revenues dedicated to funding obesity prevention, diabetes prevention, early childhood nutrition, physical activity, nutritional education programs in schools, and/or other health education programs?

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 ..... | 7  |
| Lean yes.....               | 12 |
| Undecided .....             | 6  |
| Lean no .....               | 6  |
| No – not so strongly .....  | 6  |
| No – strongly .....         | 23 |
| (Refused) .....             | 1  |
| Yes .....                   | 59 |
| No .....                    | 34 |

TOTAL  
N= 503

Next, I'm going to read you some statements that people have made about the measure I just told you about.

**[ROTATE]**

\_ Supporters of this measure say that consumption of sugar-sweetened beverages dramatically increases the risk of diabetes and obesity in children. This proposal will generate millions of dollars in needed revenue that can be used to fight the obesity epidemic and improve our children's health.

\_ Opponents of this measure say that it is a misguided regressive tax that will hurt low-income residents the most while doing nothing to improve their health. Taxing soda will not stop obesity. This is just an example of the government dictating what residents should eat and drink, instead of respecting our right to make our own choices as consumers. The real impact of this tax will be that distributors will pass on the taxes to locally-owned small businesses and restaurants, which will only make it tougher for them to operate on already-tight margins, and could cause many of them to close down. There are much better ways to fund health education and address children's health than a regressive tax that will unfairly impact low-income residents and hurt local small businesses.

Sometimes in a survey like this, people change their minds.

20. **SSA:** Shall the City of Berkeley enact a general tax on distributors of sugar-sweetened beverages of one cent per ounce, with revenues going to the City's 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 .....        | 44 |
| Yes – not so strongly ..... | 12 |
| Lean yes.....               | 7  |
| Undecided .....             | 5  |
| Lean no .....               | 5  |
| No – not so strongly .....  | 5  |
| No – strongly .....         | 22 |
| (Refused) .....             | 0  |
| Yes .....                   | 64 |
| No .....                    | 31 |

TOTAL  
N= 503

21. **SSB:** Shall the City of Berkeley enact a special tax on distributors of sugar-sweetened beverages of one cent per ounce, with revenues dedicated to funding obesity prevention, diabetes prevention, early childhood nutrition, physical activity, nutritional education programs in schools, and/or other health education programs?

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 .....        | 44 |
| Yes – not so strongly ..... | 11 |
| Lean yes.....               | 8  |
| Undecided .....             | 7  |
| Lean no .....               | 5  |
| No – not so strongly .....  | 5  |
| No – strongly .....         | 20 |
| (Refused) .....             | 1  |
| Yes .....                   | 63 |
| No .....                    | 29 |

TOTAL  
N= 503

22. **SSA:** Now I'm going to ask you the same question with a different level of tax. Shall the City of Berkeley enact a general tax on distributors of sugar-sweetened beverages of **two cents** per ounce, with revenues going to the City's 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 ..... 36  
 Yes – not so strongly ..... 9  
 Lean yes..... 7  
  
 Undecided ..... 7  
  
 Lean no ..... 7  
 No – not so strongly ..... 5  
 No – strongly ..... 29  
  
 (Refused) ..... 0  
  
 Yes ..... 52  
 No ..... 41

23. **SSB:** Now I'm going to ask you the same question with a different level of tax. Shall the City of Berkeley enact a special tax on distributors of sugar-sweetened beverages of **two cents** per ounce, with revenues dedicated to funding obesity prevention, diabetes prevention, early childhood nutrition, physical activity, nutritional education programs in schools, and/or other health education programs?

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..... 8  
  
 Undecided ..... 9  
  
 Lean no ..... 4  
 No – not so strongly ..... 7  
 No – strongly ..... 22  
  
 (Refused) ..... 1  
  
 Yes ..... 57  
 No ..... 33

TOTAL  
N= 503

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

24. Shall the City of Berkeley issue bonds not exceeding 40 million dollars to significantly improve the condition of city parks and pools, including rebuilding and reopening Willard Pool and improving a portion of the Santa Fe right of way for community use, and also levy a special tax at a rate of 2 million dollars to fund operations of city parks and pools?

After the bonds are issued, the tax for an average home would be 70 dollars for the bond and 48 dollars for the operations per year over 30 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 .....        | 23 |
| Yes – not so strongly ..... | 15 |
| Lean yes.....               | 12 |
| Undecided .....             | 17 |
| Lean no .....               | 6  |
| No – not so strongly .....  | 7  |
| No – strongly .....         | 20 |
| (Refused) .....             | 0  |
| Yes .....                   | 49 |
| No .....                    | 33 |

TOTAL  
N= 503

25. 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 **25 million dollars** to significantly improve the condition of city parks and pools, including rebuilding and reopening Willard Pool and improving a portion of the Santa Fe right of way for community use, **but with a lower level of new funding for deferred maintenance at existing parks**, and also levy a special tax at a rate of 2 million dollars to fund operations of city parks and pools?

After the bonds are issued, the tax for an average home would be 44 dollars for the bond and 48 dollars for the operations per year over 30 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 .....        | 26 |
| Yes – not so strongly ..... | 13 |
| Lean yes.....               | 13 |
| Undecided .....             | 18 |
| Lean no .....               | 6  |
| No – not so strongly .....  | 5  |
| No – strongly .....         | 18 |
| (Refused) .....             | 0  |
| Yes .....                   | 52 |
| No .....                    | 29 |

TOTAL  
N= 503

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

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

|                    |    |
|--------------------|----|
| Progressive .....  | 26 |
| Liberal .....      | 33 |
| Moderate .....     | 31 |
| Conservative ..... | 7  |
| (don't know) ..... | 2  |
| (refused) .....    | 1  |

27. **[T]** From which one of these sources do you get most of your news about Berkeley?

**[READ AND ROTATE]**

|   |    |
|---|----|
| Online news sites .....   | 29 |
| Newspapers .....  | 25 |
| Television news .....   | 22 |
| Radio .....   | 7  |
| Social media like Twitter or Facebook .....                                 | 6  |
| Blogs .....   | 3  |
| (Combination: Well, which one do you use the<br>most for local news?) ..... | 6  |
| (Don't know/refused) .....  | 3  |

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

**DO NOT READ**

|                            |    |
|----------------------------|----|
| 1 - 11th grade .....       | 1  |
| high school graduate ..... | 5  |
| non-college post H.S. .... | 1  |
| some college .....         | 19 |
| college graduate .....     | 41 |
| post-graduate school ..... | 34 |
| (don't know/refused) ..... | 0  |



TOTAL  
N= 503

29. **[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 ..... 48  
 Employed part-time ..... 15  
 Unemployed ..... 5  
 Retired ..... 23  
 Full-time student and not working ..... 7  
 Homemaker ..... 2  
 (don't know/refused) ..... 0

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

Yes ..... 20  
 No ..... 80  
 (don't know/refused) ..... 0

**IF Q30=YES**

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

Yes ..... 14  
 No ..... 5  
 (don't know/refused) ..... 0

(NA – No child at home) ..... 80

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

own ..... 58  
 rent ..... 40  
 (other) ..... 1  
 (don't know/refused) ..... 1

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

Less than two years ..... 3  
 Two to five years ..... 12  
 Five to ten years ..... 20  
 Ten to twenty years ..... 20  
 More than twenty years ..... 37  
 All your life ..... 7  
 (don't know/refused) ..... 1

TOTAL  
N= 503

34.  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 .....        | 67 |
| Black / African American ..... | 10 |
| Latino / Hispanic .....        | 7  |
| Asian / Pacific Islander ..... | 9  |
| Native American .....          | 0  |
| (other).....                   | 3  |
| (don't know/refused).....      | 3  |

Age

|                    |    |
|--------------------|----|
| 18-24 .....        | 13 |
| 25-29 .....        | 7  |
| 30-34 .....        | 5  |
| 35-39 .....        | 7  |
| 40-44 .....        | 6  |
| 45-49 .....        | 9  |
| 50-54 .....        | 9  |
| 55-59 .....        | 6  |
| 60-64 .....        | 12 |
| 65-69 .....        | 6  |
| 70-74 .....        | 8  |
| 75 & over .....    | 13 |
| (Don't know) ..... | 0  |