



# *City of Oakland* *2005 Community Survey*

Sample Size N = 1,000

February 2005

320-245

*Fairbank, Maslin, Maullin & Associates*  
*Opinion Research & Public Policy Analysis*

Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

# *2005 Oakland Community Survey*



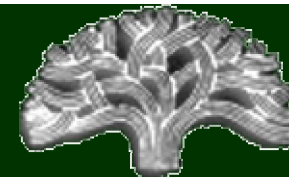
## **Methodology:**

- Interviews with 1000 Oakland residents whose phone numbers were randomly selected
- Interviews conducted in English, Spanish, Cantonese, Tagalog, and Vietnamese
- Interview quotas by gender and ZIP Code to ensure a representative sample
- Margin of error for the full sample is +/- 3.1%
- Comparisons to results of prior community surveys in 1995, 2000, and 2002

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# *2005 Oakland Community Survey*



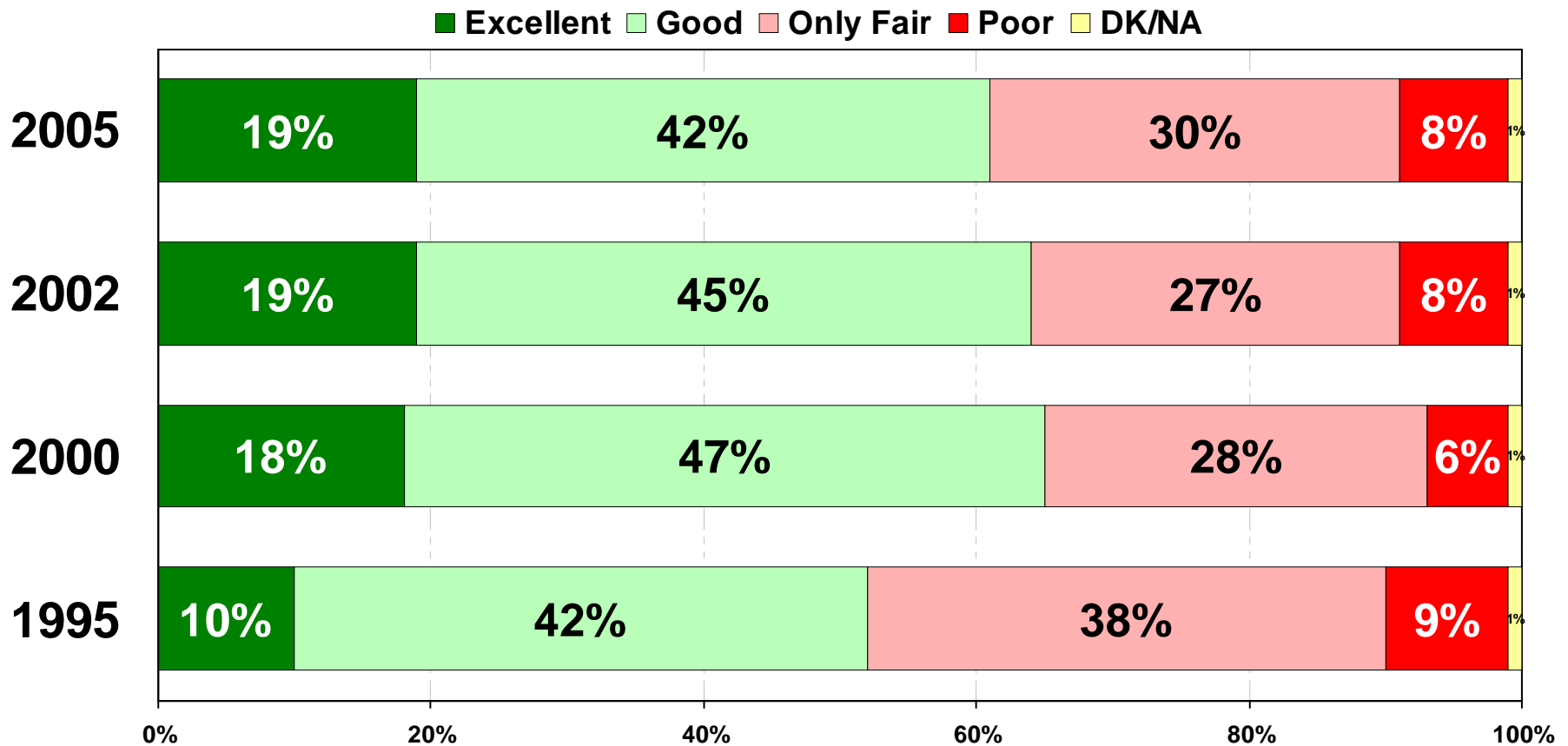
## **Quality of Life and Major Issues in Oakland**

# 2005 Oakland Community Survey



**Most residents continue to be happy  
with Oakland's quality of life.**

*Residents' Evaluation of the Quality of Life in Oakland*



3. How would you rate Oakland as a place to live: is it an excellent place to live, a good place, only fair, or a poor place to live?

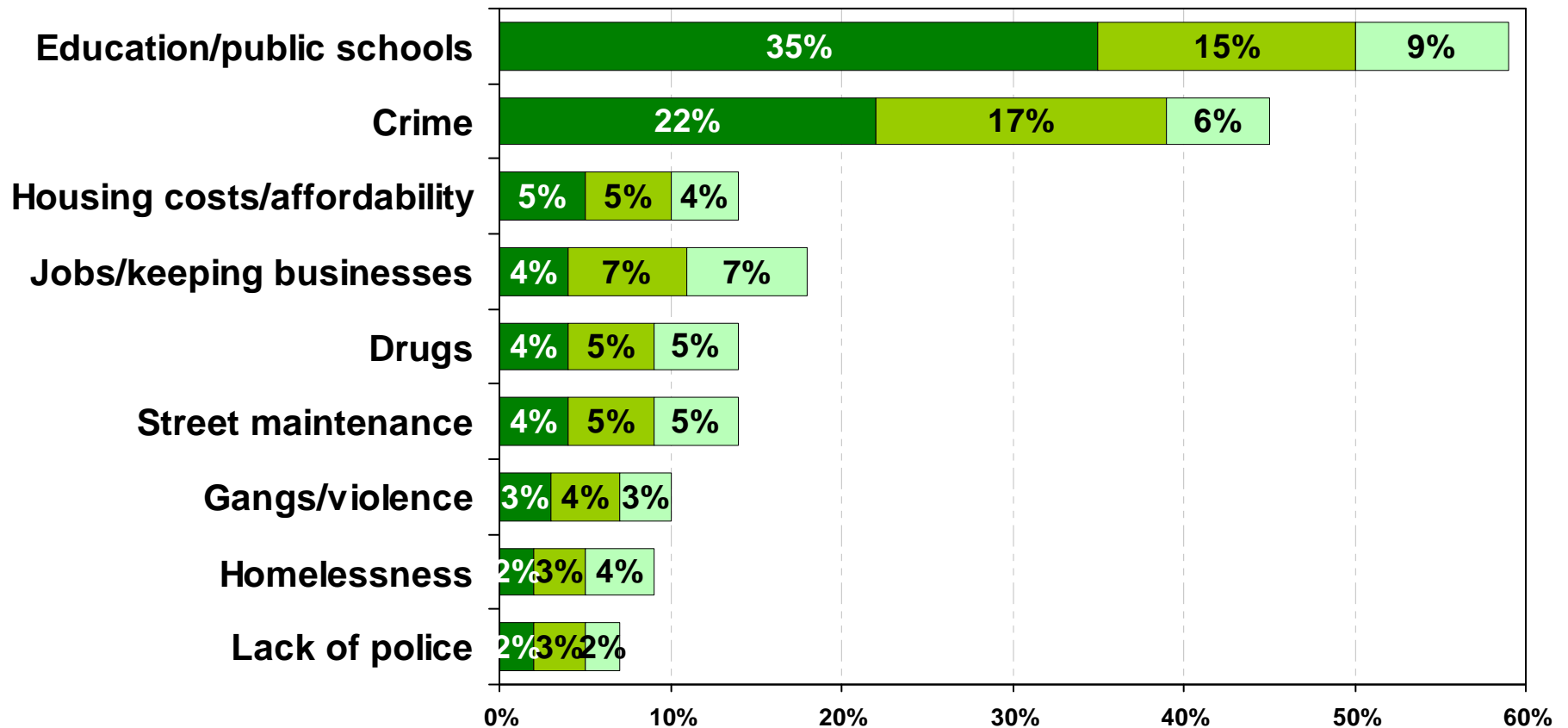
# 2005 Oakland Community Survey



**Residents most frequently name education as the issue they would like to see the City budget address.**

*(Open-End, Top Responses, Responses Grouped)*

■ 1st Choice ■ 2nd Choice ■ 3rd Choice



4. In the upcoming two-year budget, what are the three most serious issues facing the residents of Oakland that you would like to see prioritized in the City government budget?

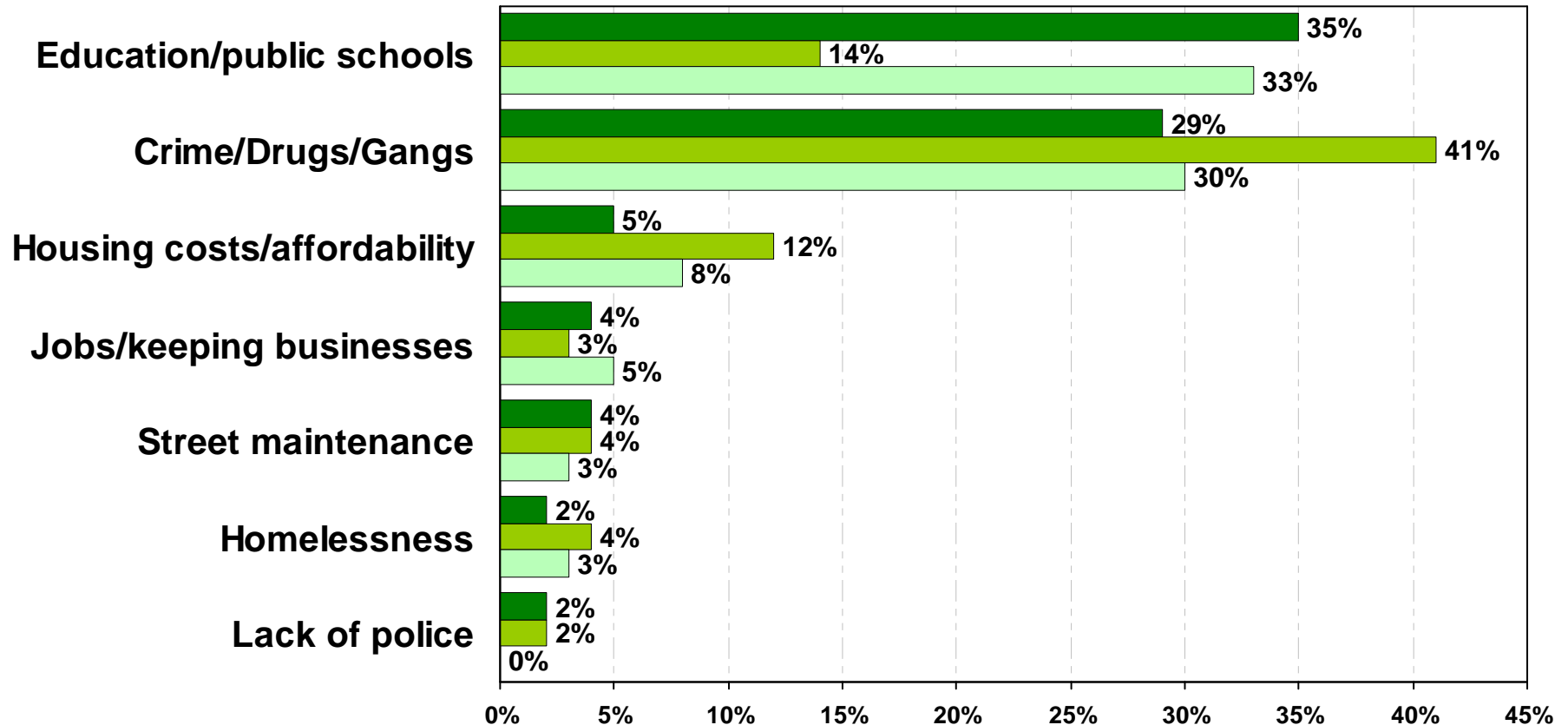
# 2005 Oakland Community Survey



**Since 2000, education and crime have been residents' top concerns.**

*(Open-End, Top Responses, Responses Grouped; Question Wording Varied by Year)*

■ 2005 ■ 2002 ■ 2000



*(2005) 4. In the upcoming two-year budget, what are the three most serious issues facing the residents of Oakland that you would like to see prioritized in the City government budget? (First Choice Shown)*

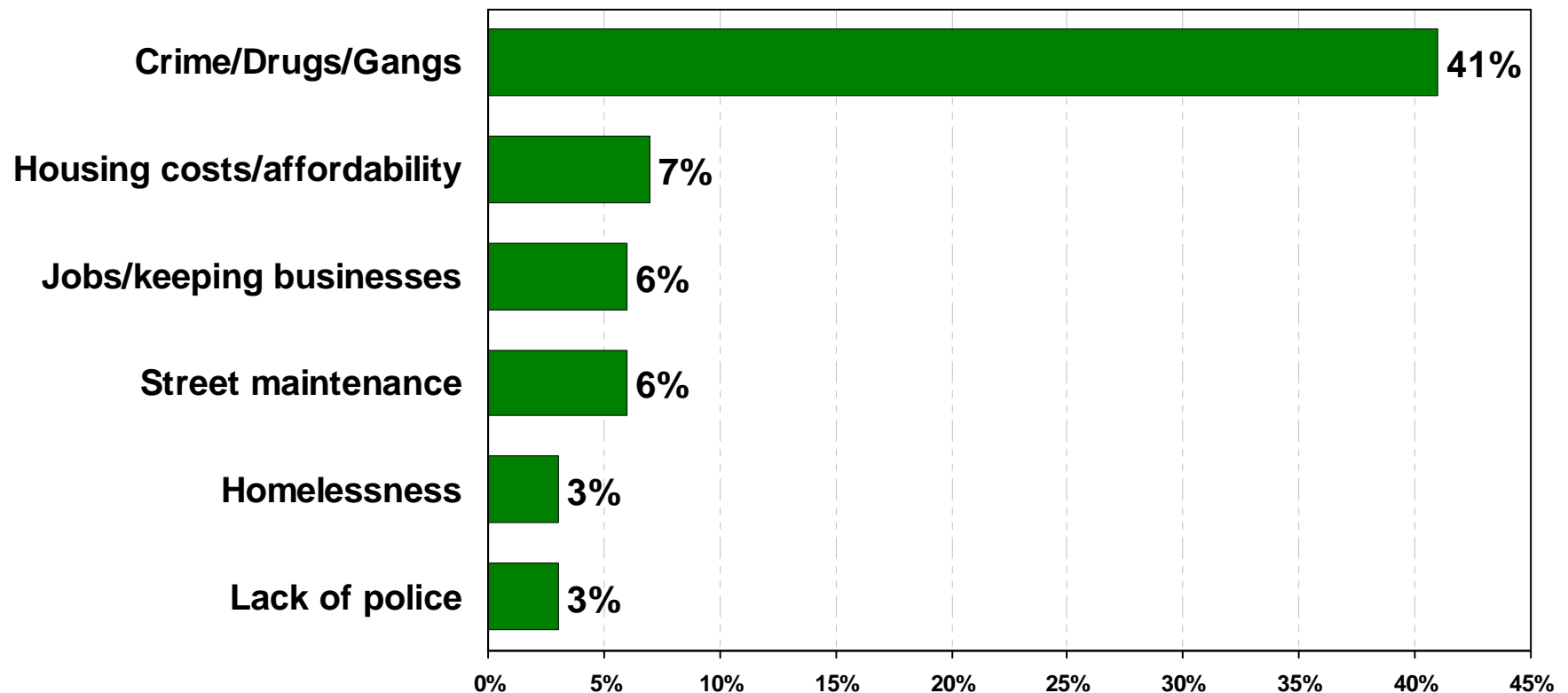
*(2002 & 2000) 4. What do you think is the most serious issue facing the residents of Oakland that you would like to see City government do something about?*

# 2005 Oakland Community Survey



**With responses relating to education removed, crime emerges as the clear top priority.**

*(1<sup>st</sup> Choice Results; Education 1<sup>st</sup> Choice Responses Re-Allocated to Second Choice Issue)*



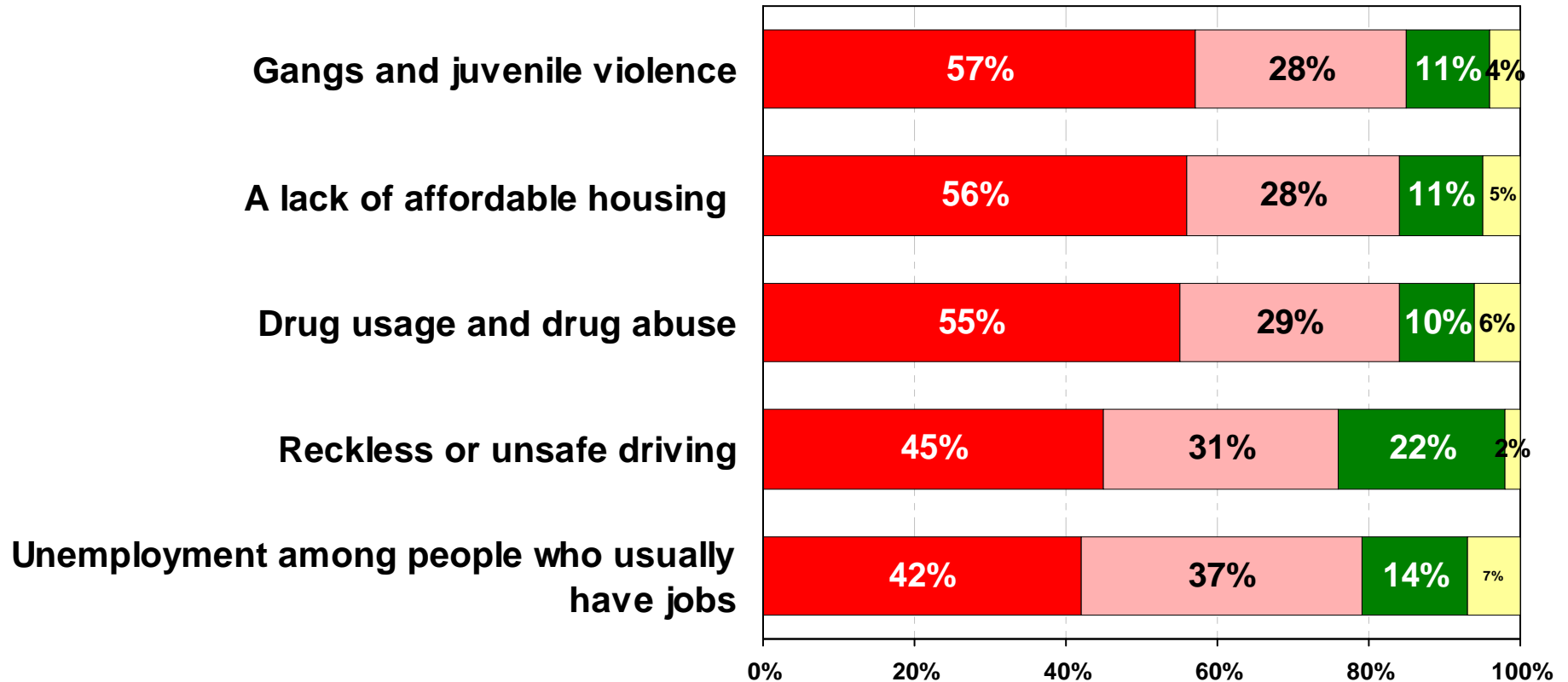
*(2005) 4. In the upcoming two-year budget, what are the three most serious issues facing the residents of Oakland that you would like to see prioritized in the City government budget? (First Choice Shown)*

# 2005 Oakland Community Survey



## Oakland residents rate drugs, gangs and housing costs as among the most serious problems facing the City.

■ Very Ser. ■ S.W. Ser. ■ Not Too/Not At All Ser. ■ DK/No Opin.



5. I'd like to read you a list of things that some people say may be problems facing the city of Oakland. Please tell me whether you think it is a very serious problem, somewhat serious, not too serious, or not at all a serious problem in Oakland today.

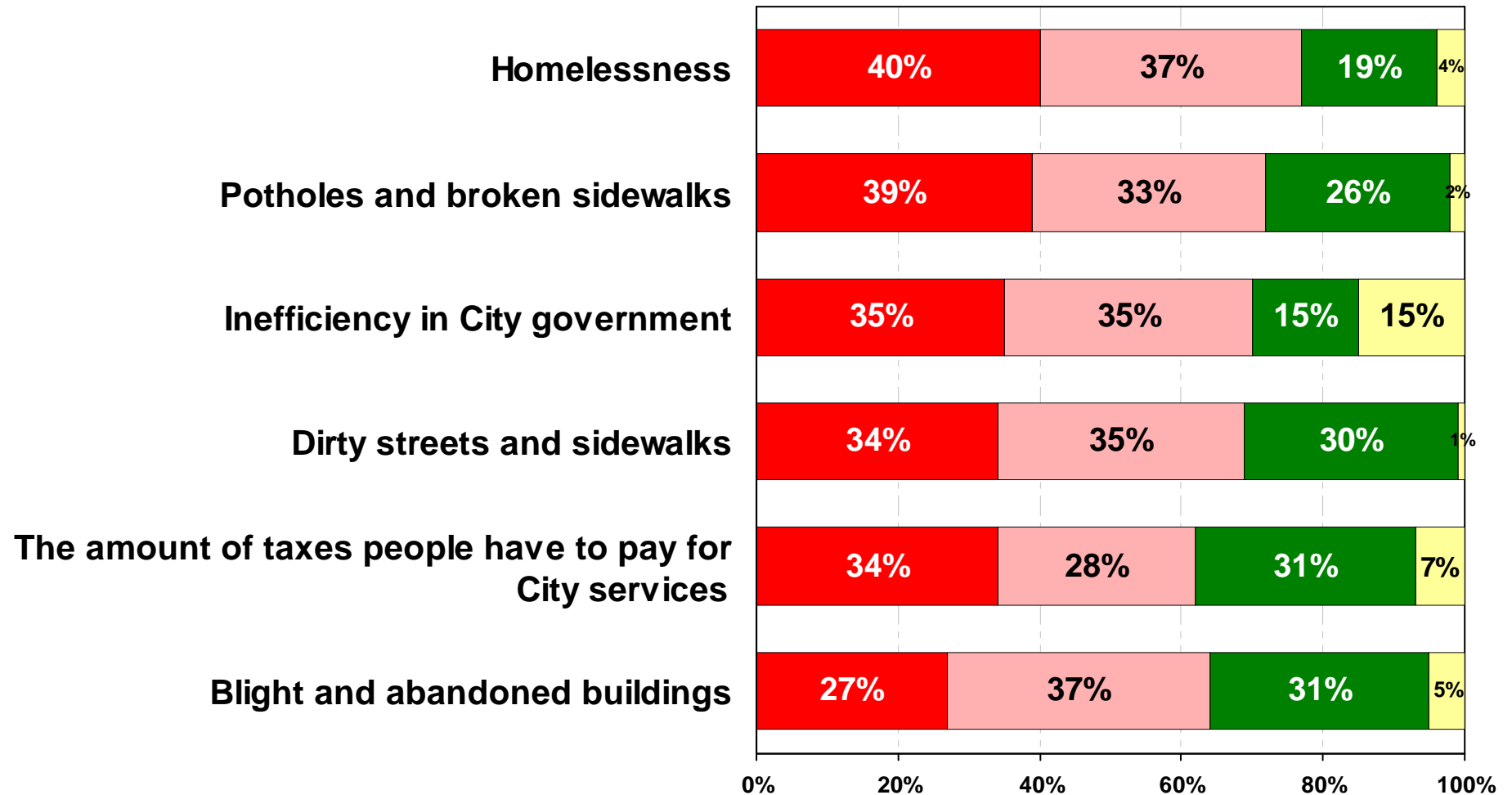


# 2005 Oakland Community Survey



## Continued:

■ Very Ser. ■ S.W. Ser. ■ Not Too/Not At All Ser. ■ DK/No Opin.



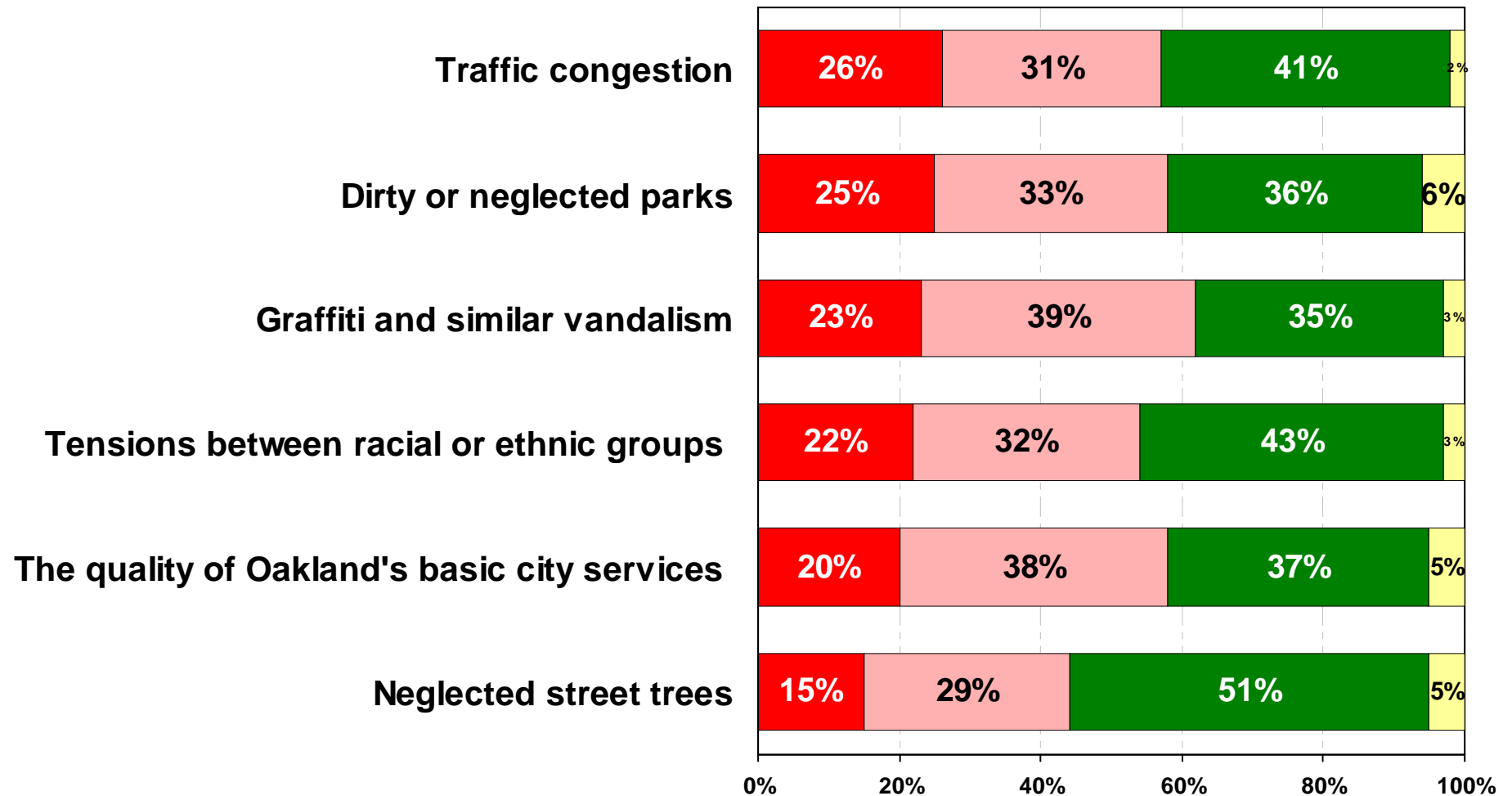
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# 2005 Oakland Community Survey



## Continued:

■ Very Ser. ■ S.W. Ser. ■ Not Too/Not At All Ser. ■ DK/No Opin.



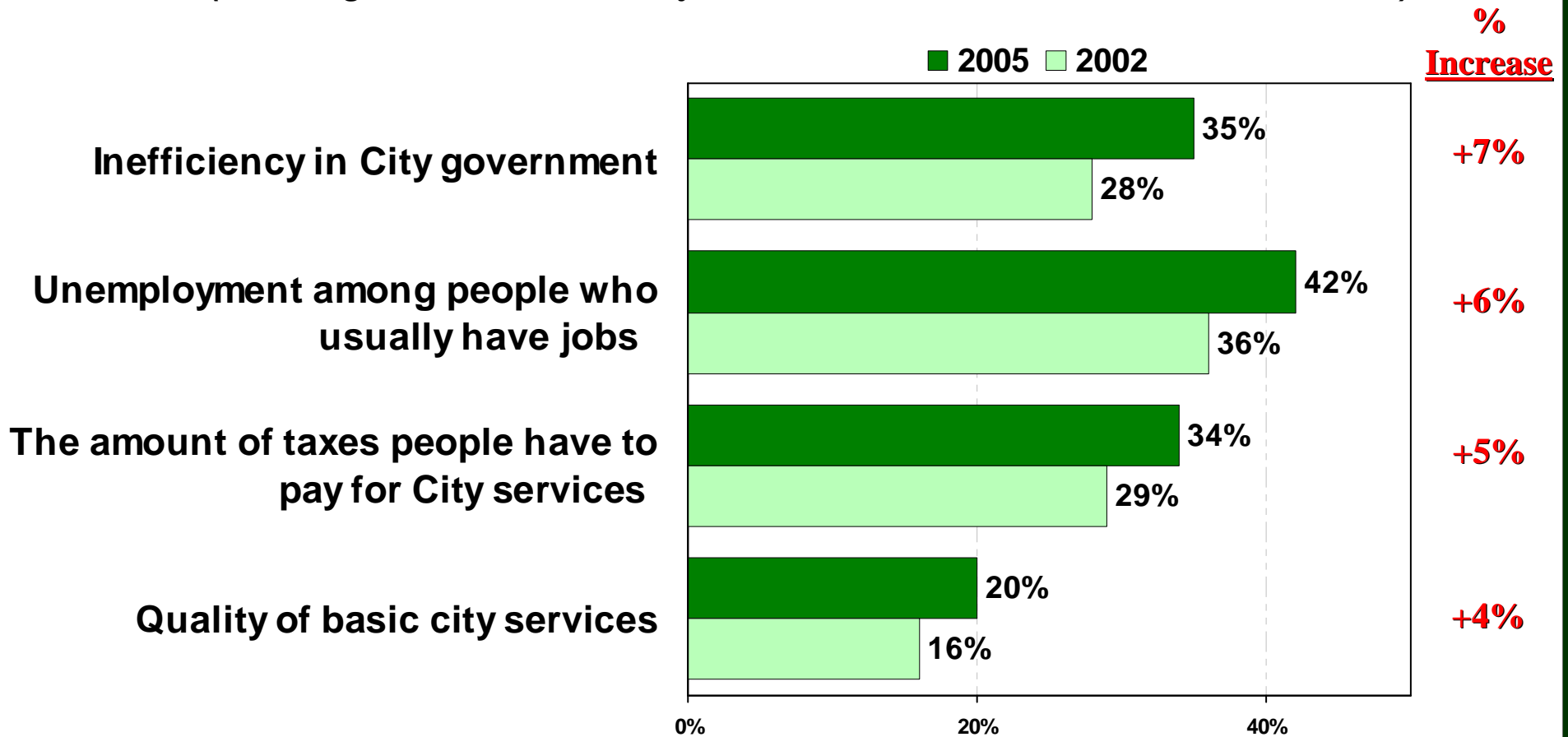
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# 2005 Oakland Community Survey



## Concern about a number of issues has increased modestly since 2002.

(% Rating Each Item as a "Very Serious" Problem in Oakland, 2005 and 2002)



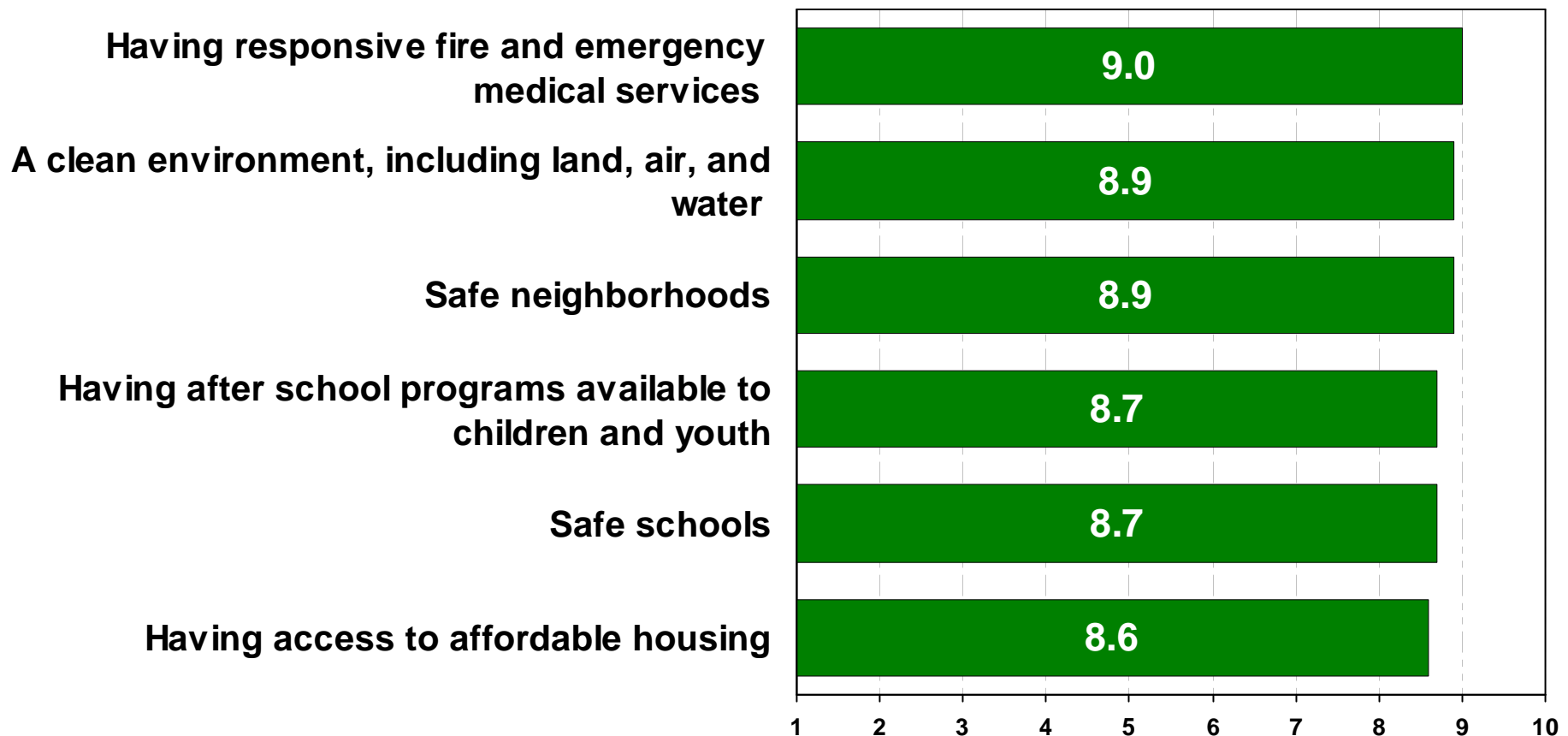
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# 2005 Oakland Community Survey



## Residents rate safety and a clean environment as their highest priorities for city life.

(Mean importance scores on a 1 to 10 scale among those offering a response)



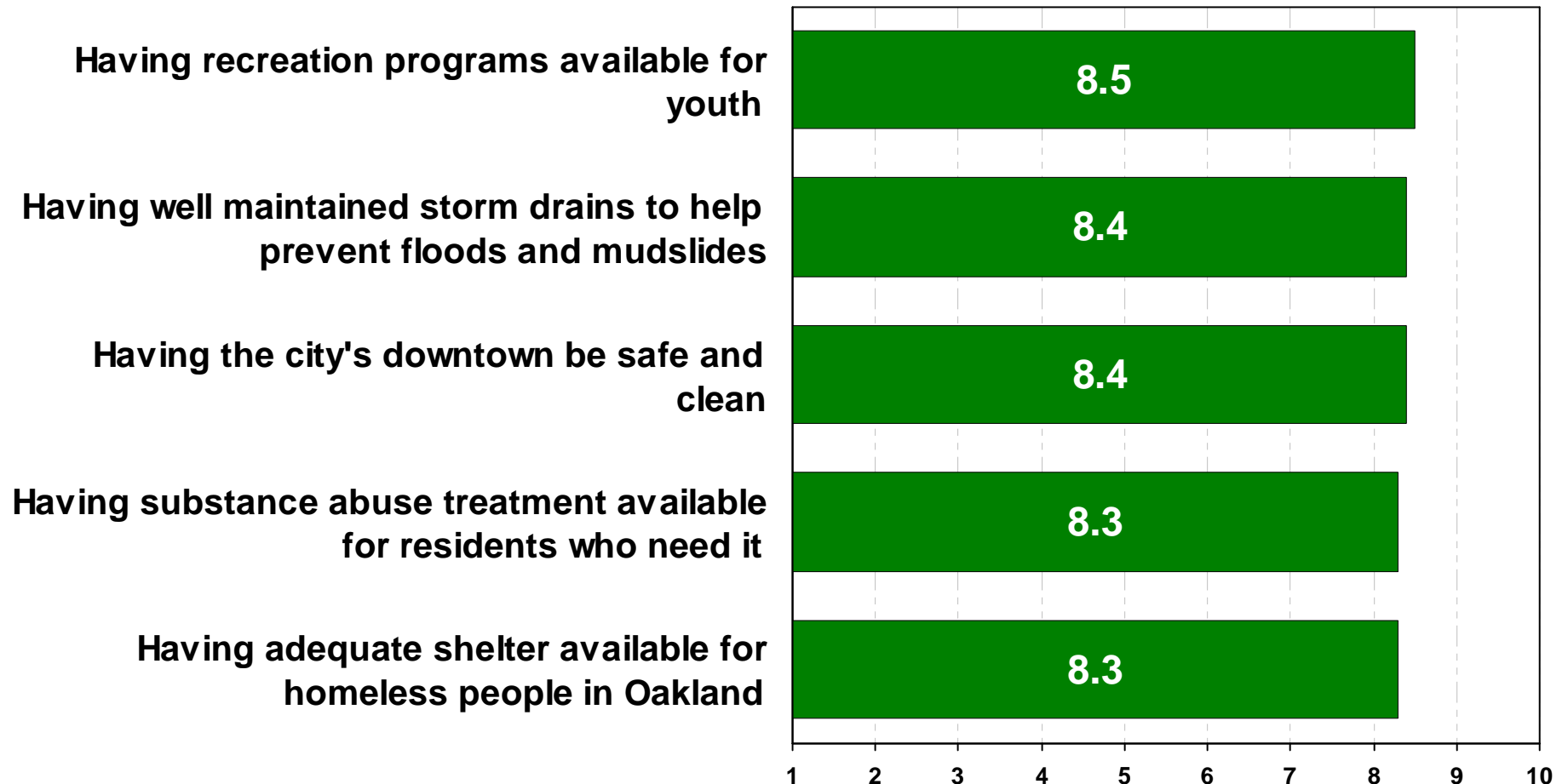
7. I am going to read you a list of qualities that some people think make a city a good place to live. Please tell me how **important** you personally believe that quality is in making a city a good place to live. Split Sample.

# 2005 Oakland Community Survey



## Continued:

*(Mean importance scores on a 1 to 10 scale among those offering a response)*



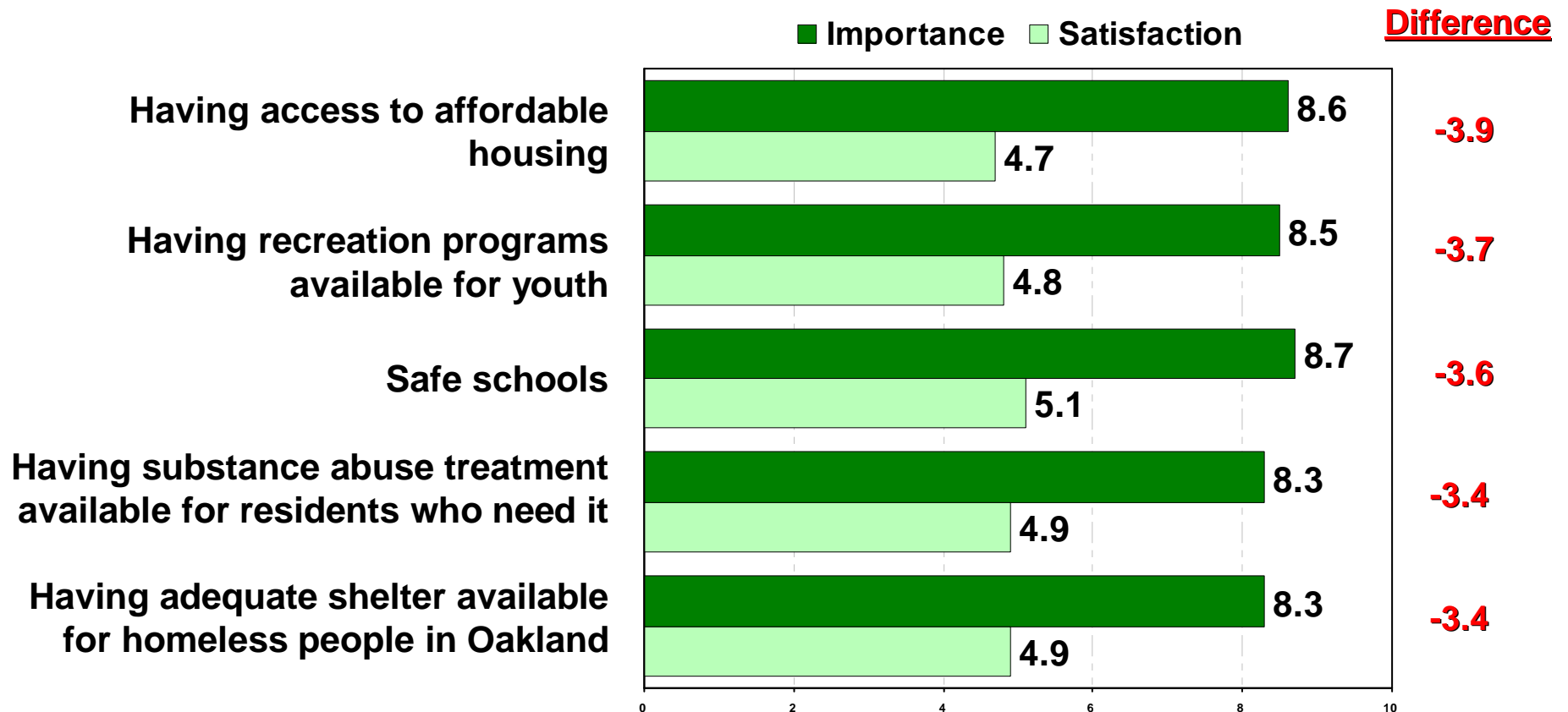
*7. I am going to read you a list of qualities that some people think make a city a good place to live. Please tell me how important you personally believe that quality is in making a city a good place to live. Split Sample.*

# 2005 Oakland Community Survey



## The greatest satisfaction gaps are on affordable housing and recreation programs.

(Ranked by Difference Between Importance and Satisfaction Mean Scores)



7. I am going to read you a list of qualities that some people think make a city a good place to live. Please tell me how important you personally believe that quality is in making a city a good place to live. Split Sample.

8. Thinking back on the list of items I just read, for each one I mention again, please tell me how **satisfied** you are personally with that item in the City of Oakland. Split Sample.

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# *2005 Oakland Community Survey*

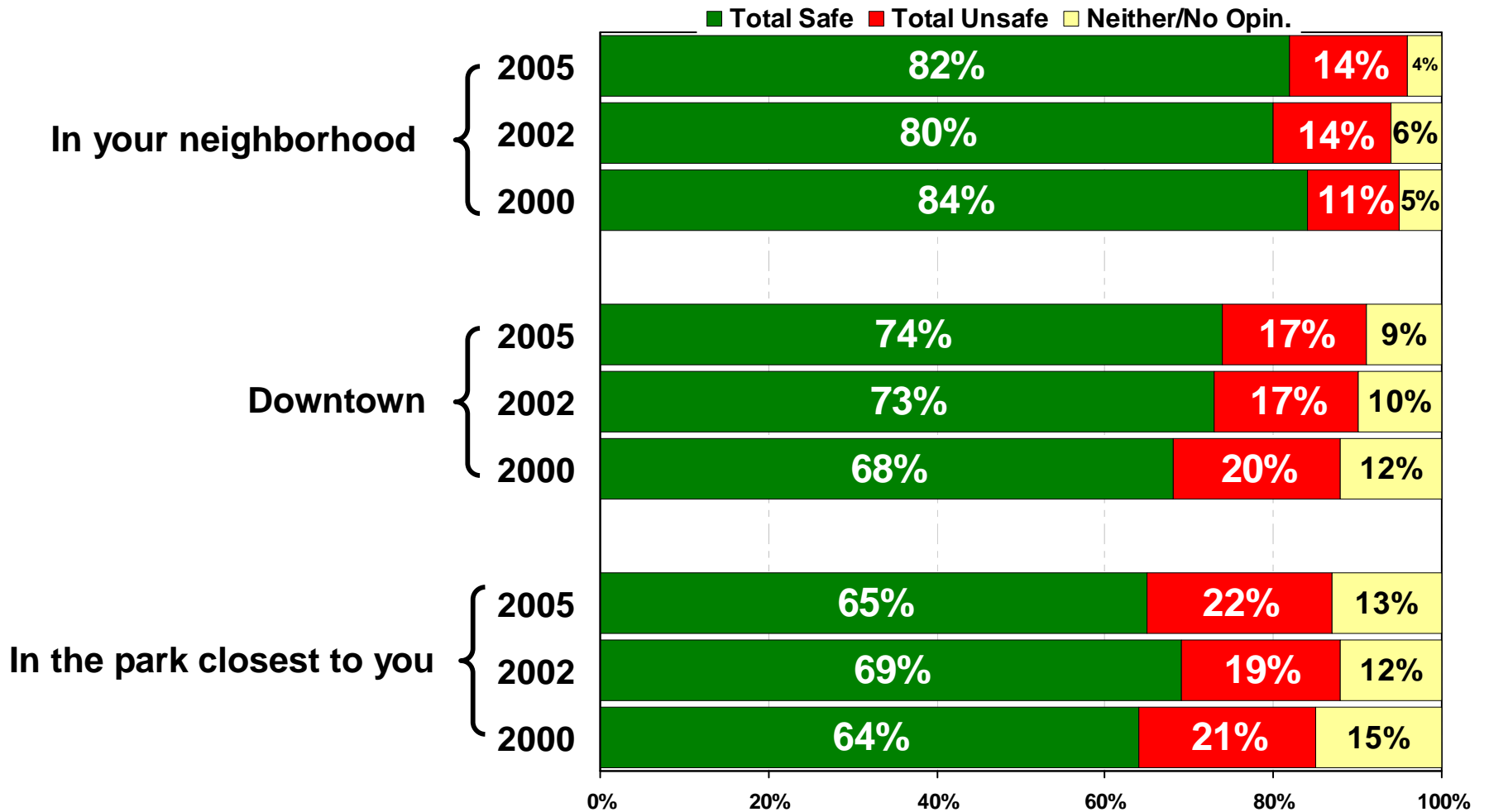


## **Public Safety**

# 2005 Oakland Community Survey



## Oaklanders continue to feel safe in most areas during the day.



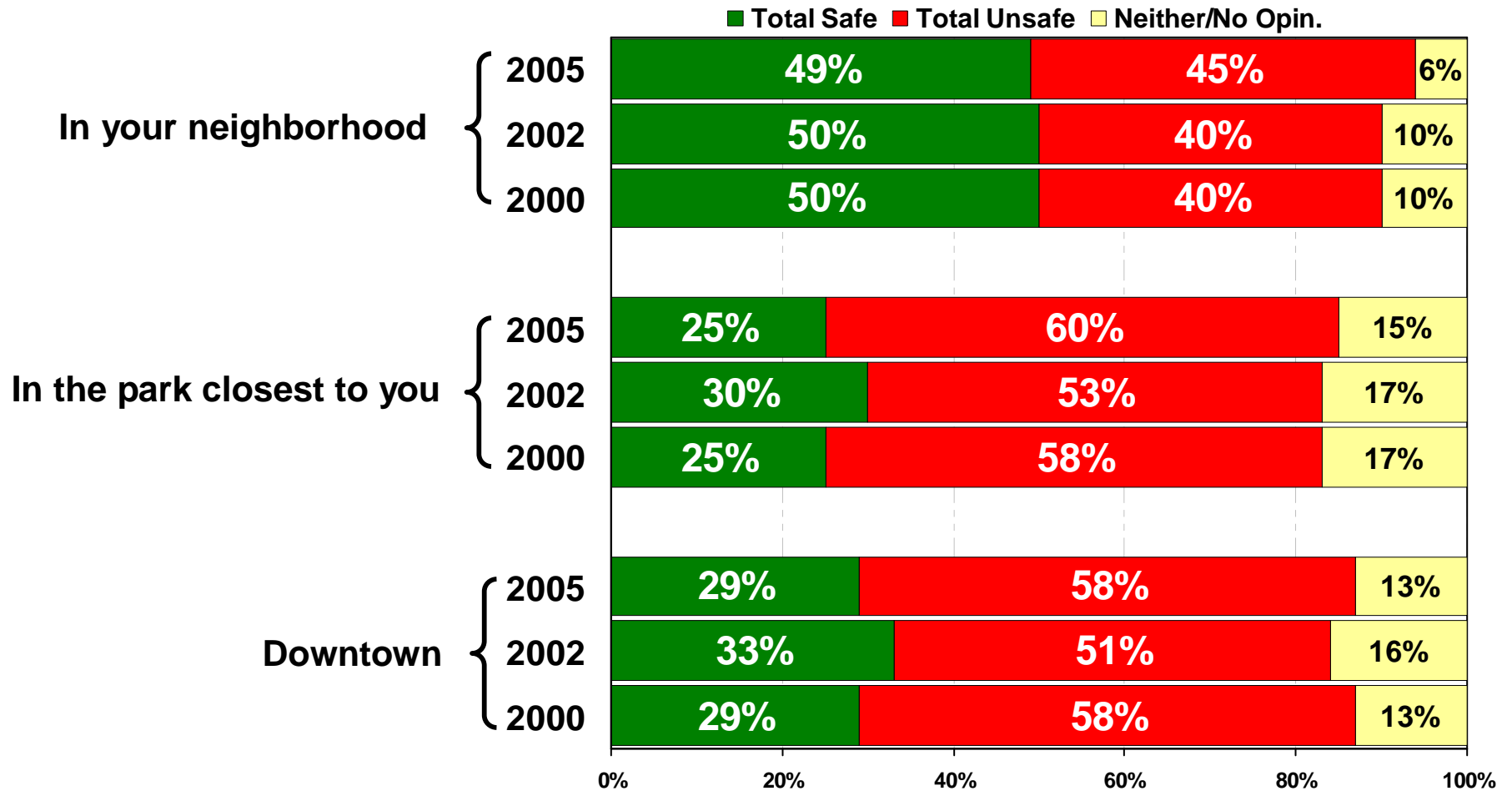
10. How safe do you feel walking around during the day \_\_\_\_\_ ? Do you feel safe, unsafe, or neither safe nor unsafe?



# 2005 Oakland Community Survey



**At night, most Oaklanders do not feel safe in their nearest park or downtown.**

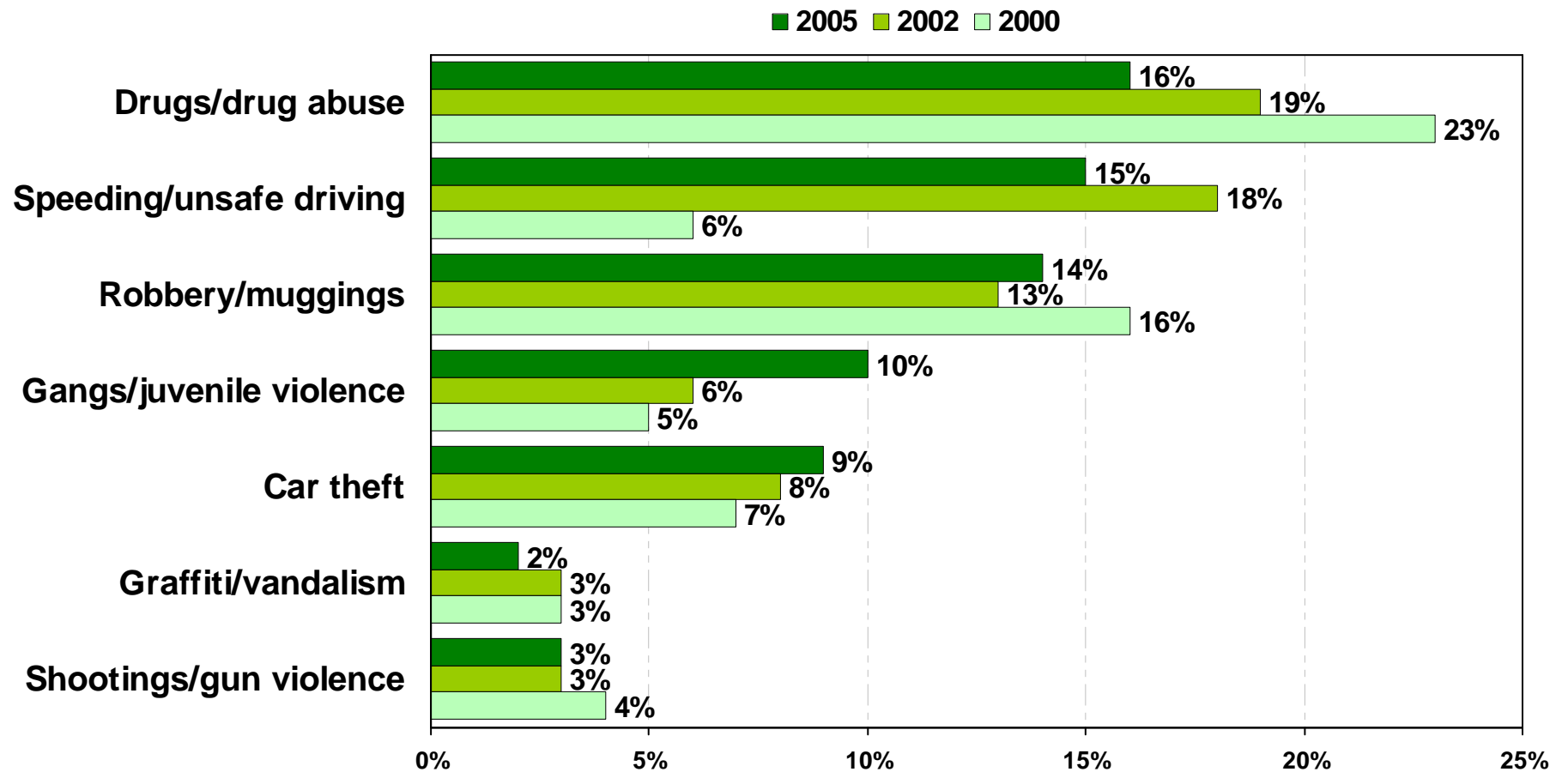


11. How safe do you feel walking around at night \_\_\_\_\_ ? Do you feel safe, unsafe, or neither safe nor unsafe?

# 2005 Oakland Community Survey



**Drugs, unsafe driving, robberies and gang violence top the list of public safety concerns.**



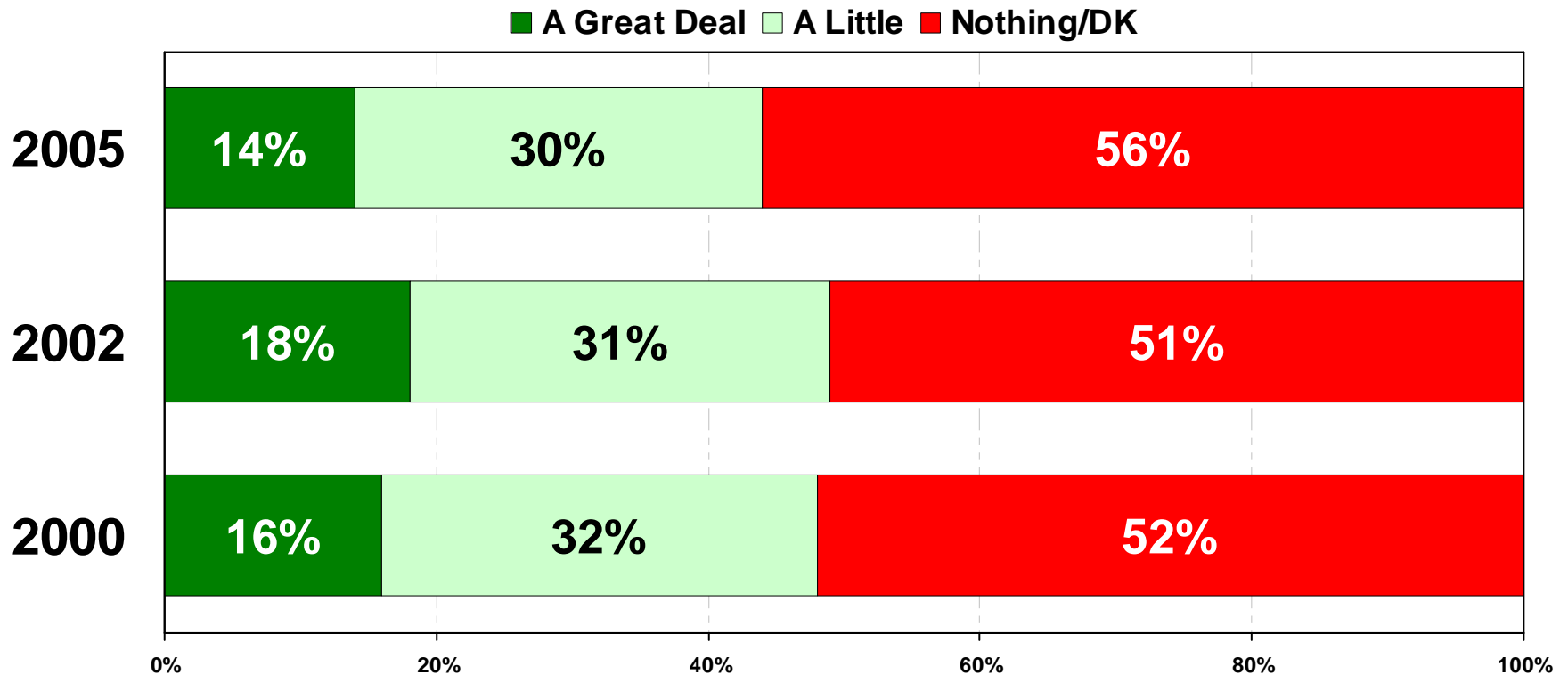
12. What would you say is the most serious public safety problem in your neighborhood? (Open End, Responses Grouped, Top Responses Only)

# 2005 Oakland Community Survey



**About half of residents are familiar with the community policing program.**

*Amount Heard About Community Policing in Oakland*



14. Have you heard anything about community policing in Oakland?

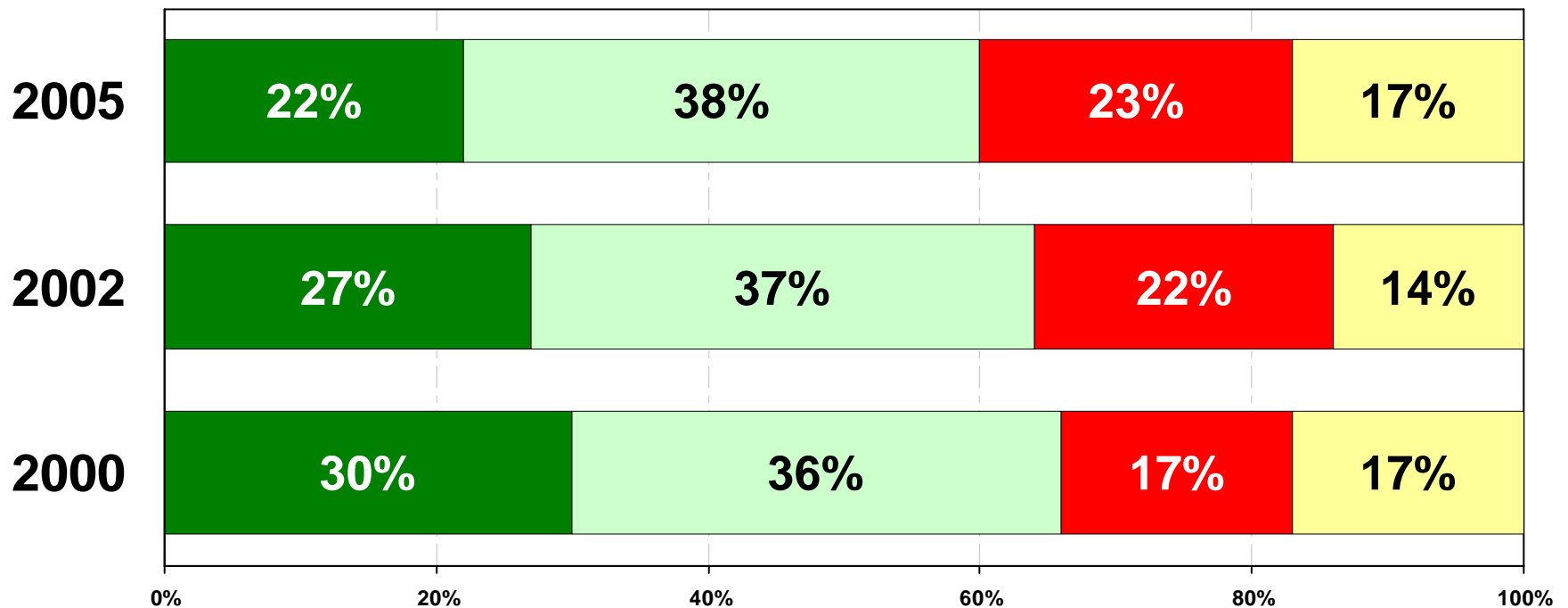
# 2005 Oakland Community Survey



## Most residents continue to perceive community policing as an effective anti-crime strategy.

*Community policing is a policy of having police officers develop close working relationships with the people in the neighborhoods they serve. How effective is this policy in helping the City of Oakland reduce crime and increase public safety?*

■ Very Effective ■ S.W. Effective ■ Total Not Effective ■ DK/NA



15. How effective is this policy in helping the City of Oakland reduce crime and increase public safety?

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# *2005 Oakland Community Survey*



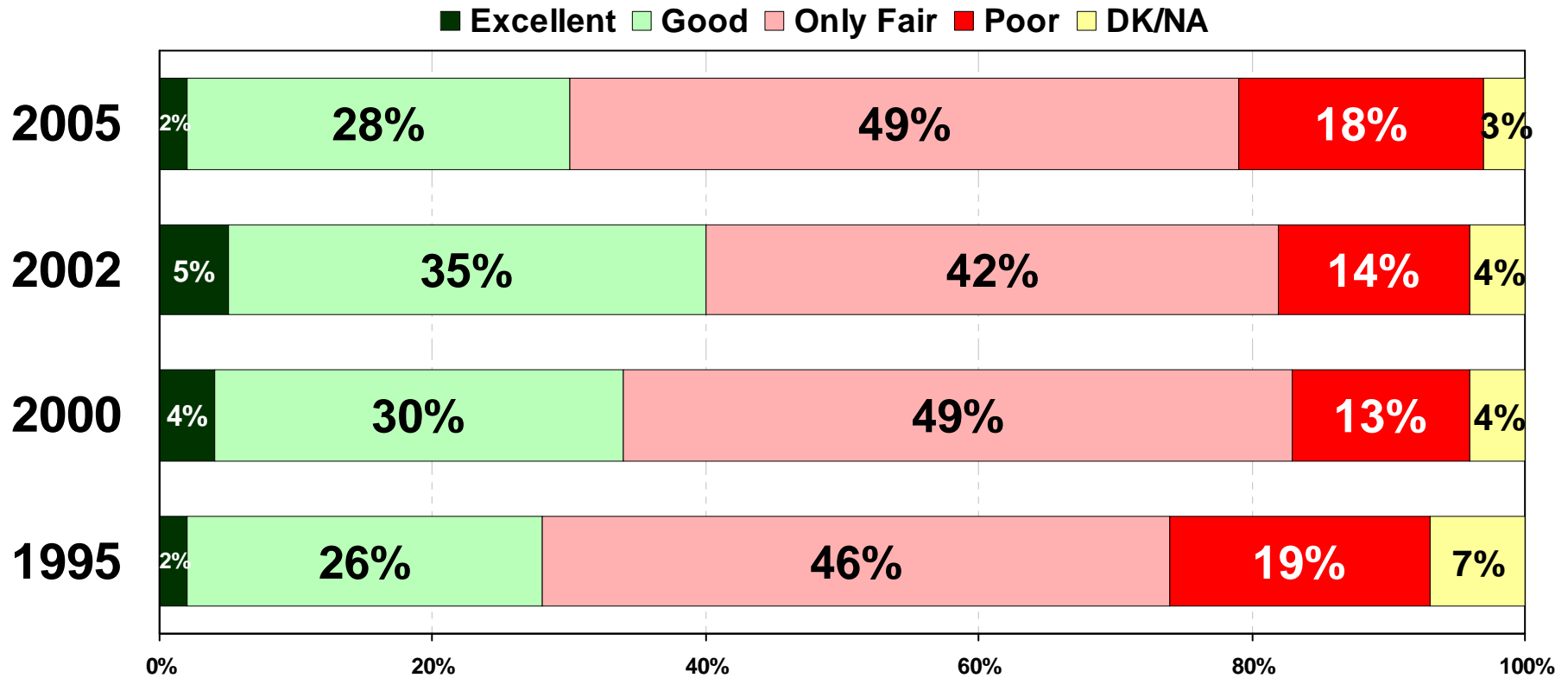
## **Evaluations of City Services**

# 2005 Oakland Community Survey



## Overall satisfaction with City government services declined slightly in 2005.

### Residents' Evaluation of the Overall Quality of City Services



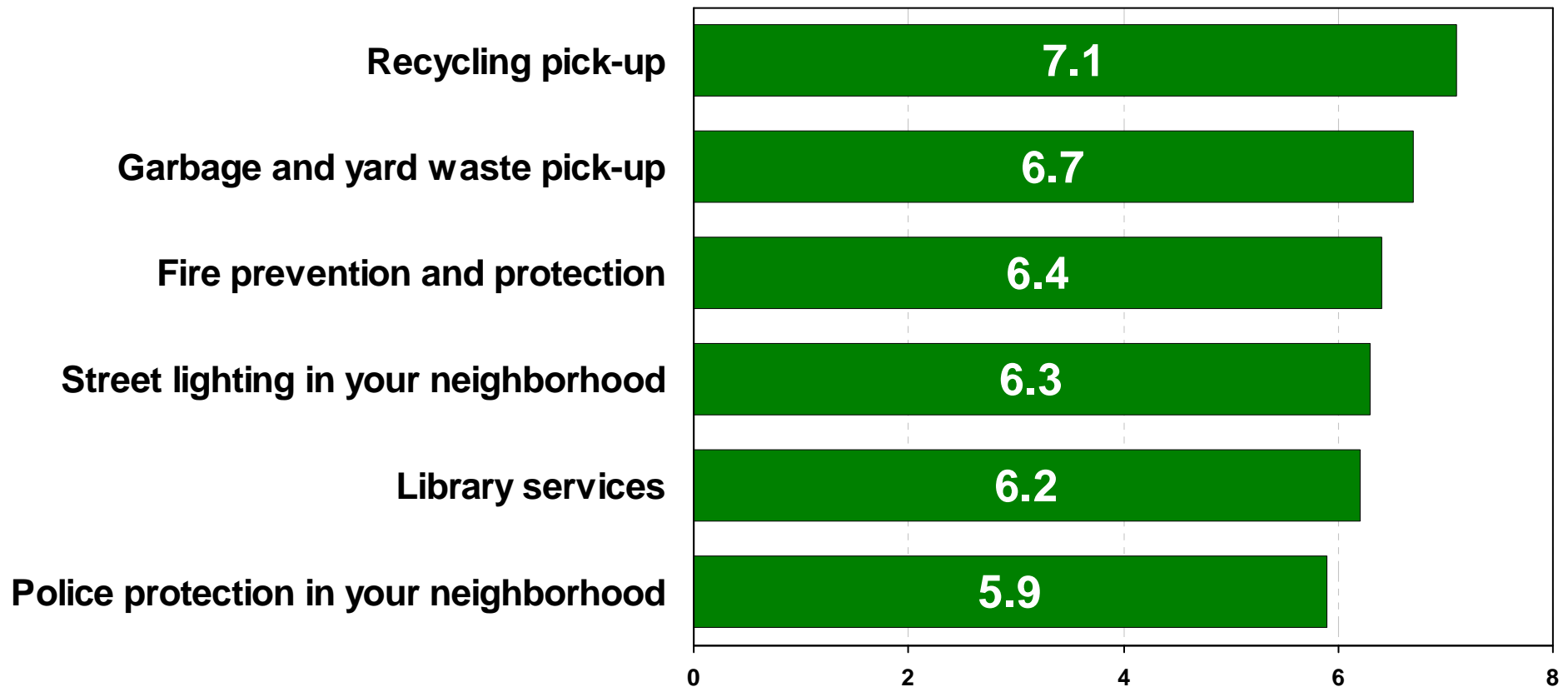
6. How would you rate the overall job being done by Oakland city government in providing services to the people who live here?

# 2005 Oakland Community Survey



## Residents are most satisfied with recycling and garbage pickup and fire protection.

(Mean service satisfaction scores among those offering a response, on a scale ranging from a low of 1 to a high of 10)



9. I would like to read you a list of specific services provided by Oakland's City government to residents of the city. For each one that I mention, please tell me how satisfied you are with that service. Please think of a scale going from 1 to 10, where 1 means you are NOT AT ALL SATISFIED with the service and 10 means you are VERY SATISFIED with the service.

# 2005 Oakland Community Survey



## Continued:

(Mean service satisfaction scores among those offering a response, on a scale ranging from a low of 1 to a high of 10)

Customer service at City recreation centers

5.9

Sewer and storm drain maintenance

5.8

Tree trimming

5.7

Removal of graffiti from public buildings

5.6

Landscaping on street medians and  
other public areas

5.6

Maintenance of public parks

5.6

0 2 4 6 8

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# *2005 Oakland Community Survey*

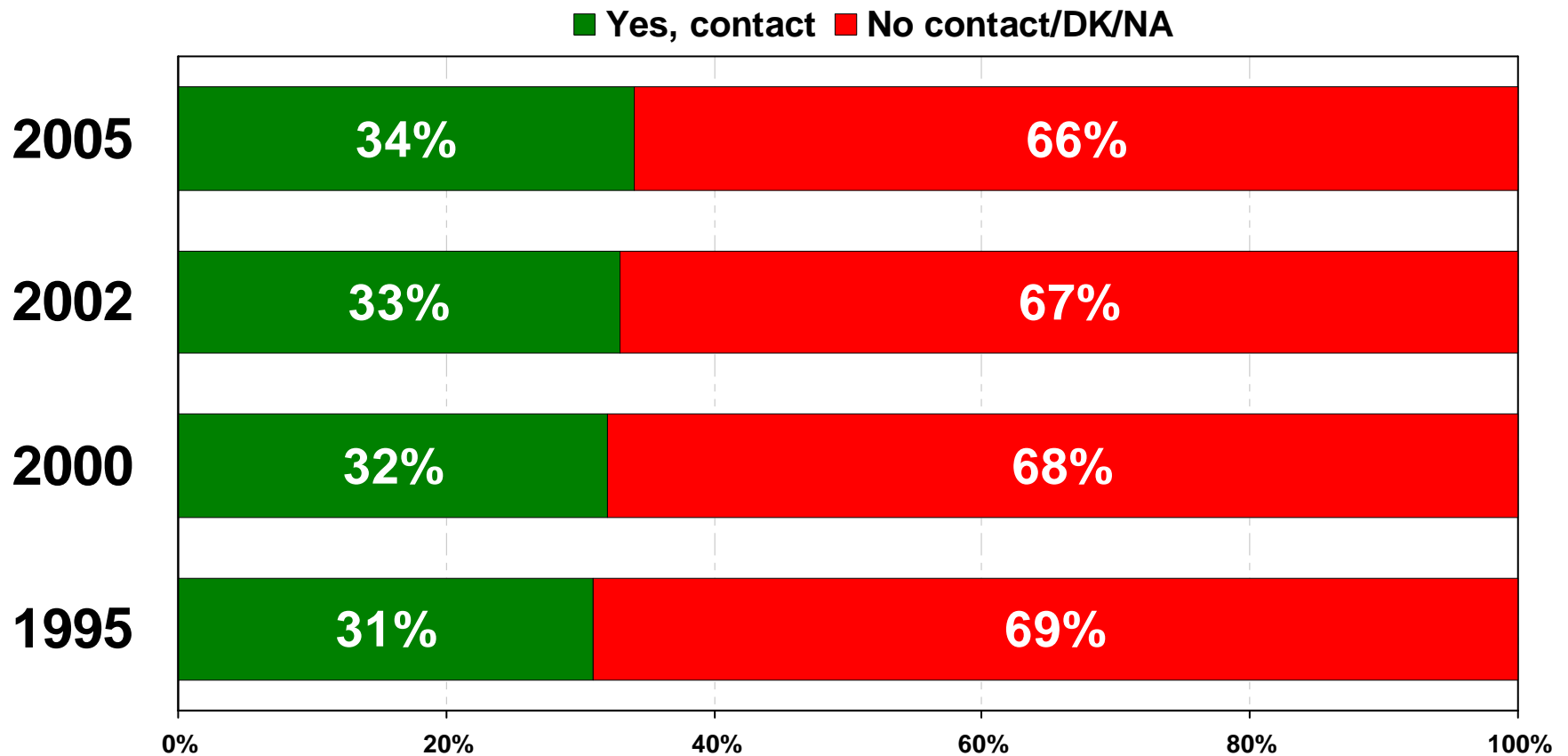


**Contact with  
City Employees**

# 2005 Oakland Community Survey



**About one in three residents has had personal or telephone contact with a City employee in the past two years.**



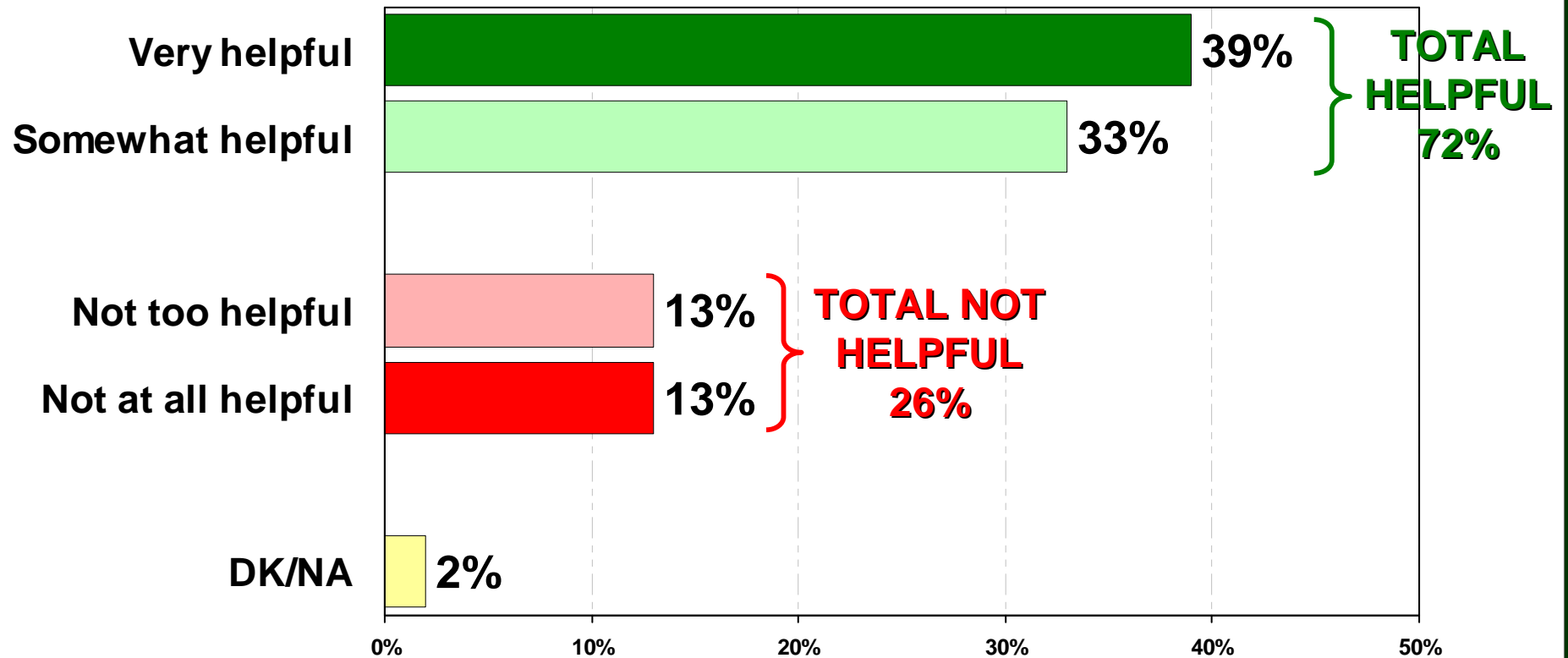
16. Have you had any direct contact, either in person or by telephone, with Oakland City government in the past two years?

# 2005 Oakland Community Survey



## Residents overwhelmingly describe the employees with whom they had contact as "helpful."

(Of the 34% Who Had Contact with a City Employee)

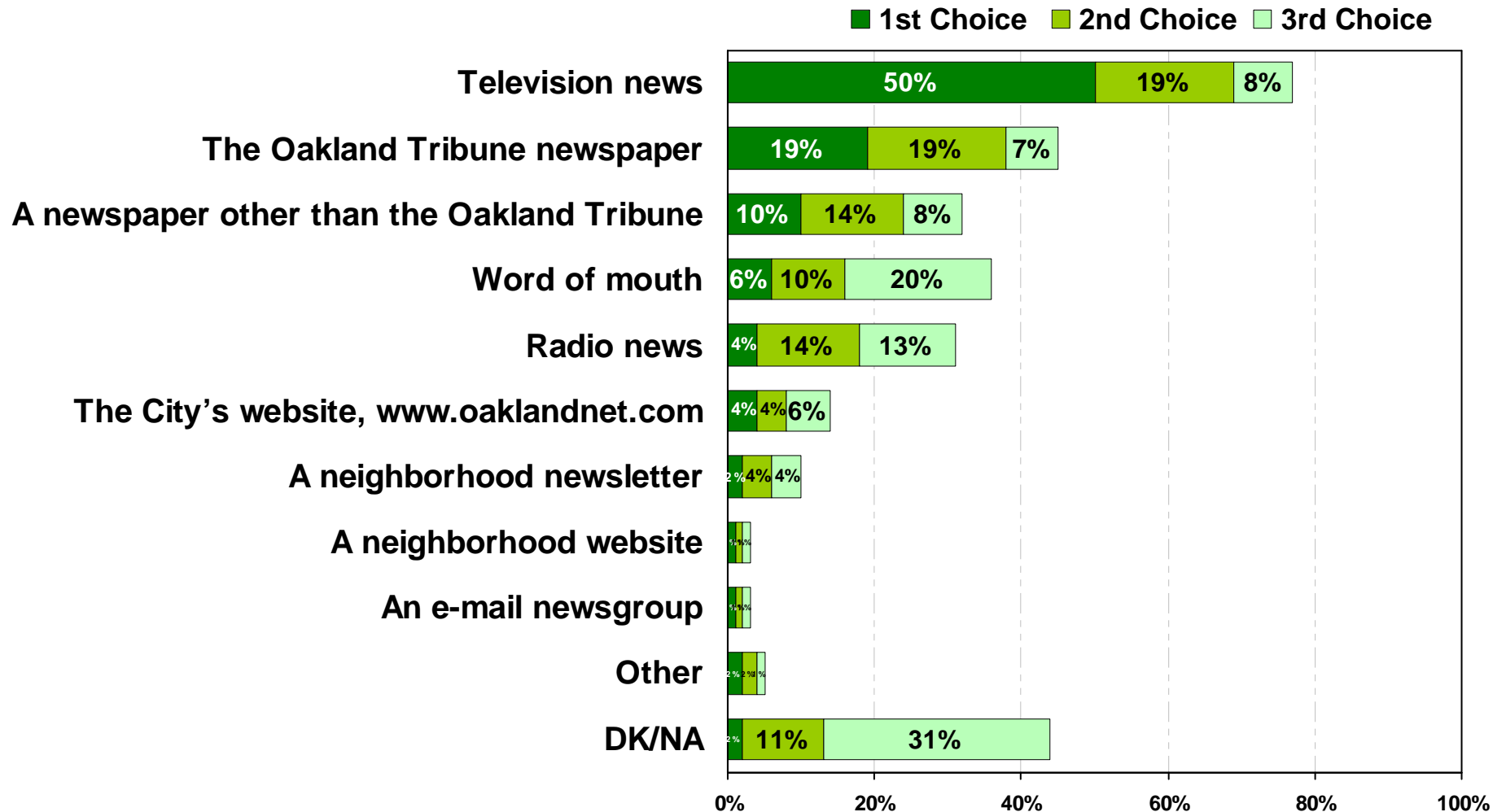


18. In general, how would you rate the service you received from the City employee or employees with whom you have spoken?

# 2005 Oakland Community Survey



## Residents most often get information from TV news or the Oakland Tribune.



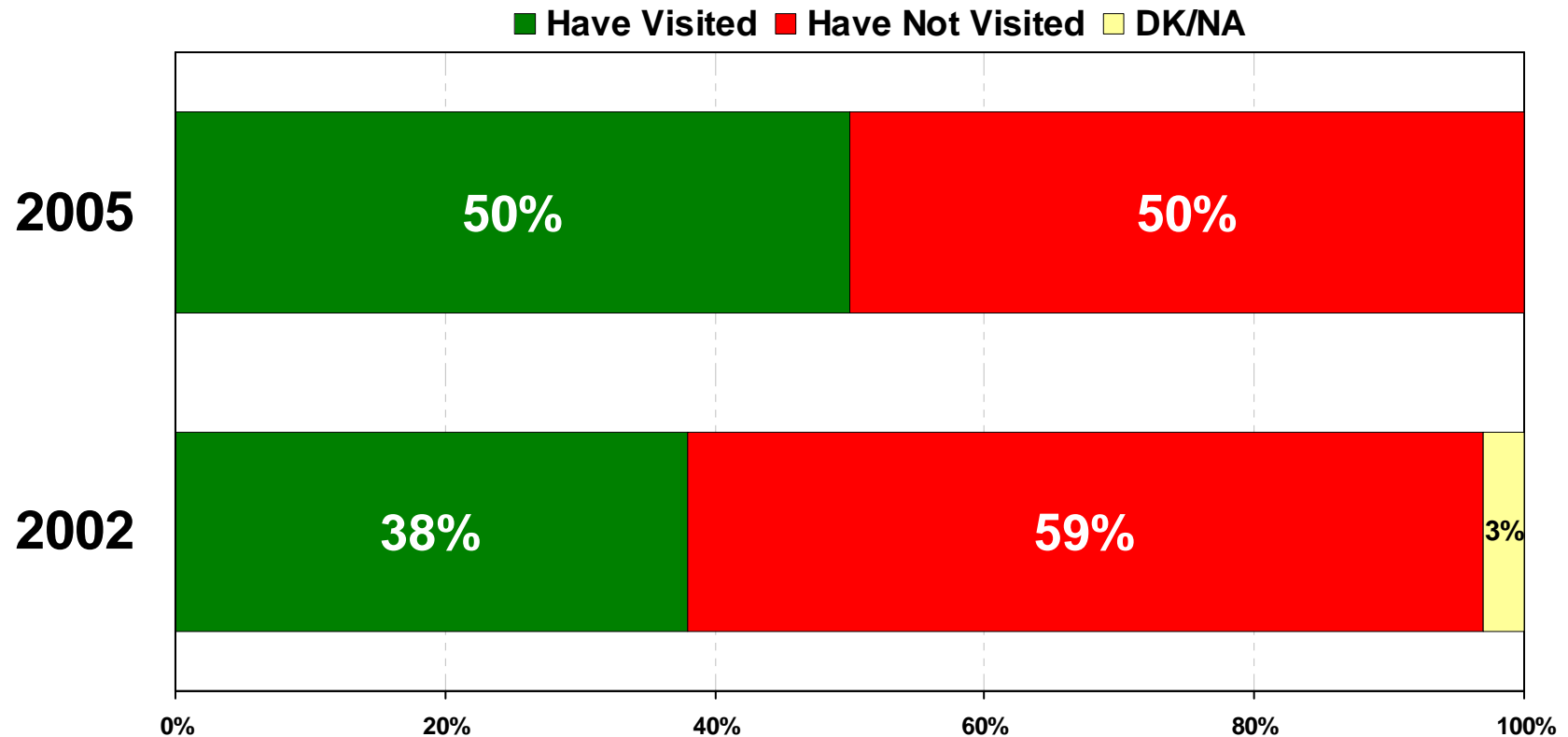
21. Which of the following sources of information do you use most often to find out what Oakland City government is doing?

# 2005 Oakland Community Survey



**Of those with Internet access, about half have visited the City's website.**

*(Of the 68% Who Have Internet Access)*



# *2005 Oakland Community Survey*



## **Conclusions:**

- **Oakland residents continue to be highly pleased with the quality of life in the community.**
- **Among issue areas impacted by City services, crime, housing costs, and unemployment are top-tier concerns for Oakland residents.**
- **Drugs, unsafe driving, robberies and gang activity are residents top public safety concerns.**
- **Overall satisfaction with City government's performance has declined slightly, but satisfaction with most individual services remains high.**
- **Residents continue to perceive City employees as very helpful.**
- **TV news and newspapers are Oaklanders' main sources of information about City government, though an increasing number have visited the City's website.**



# *City of Oakland 2005 Community Survey*

**Sample Size N = 1,000**

**February 2005**

320-245

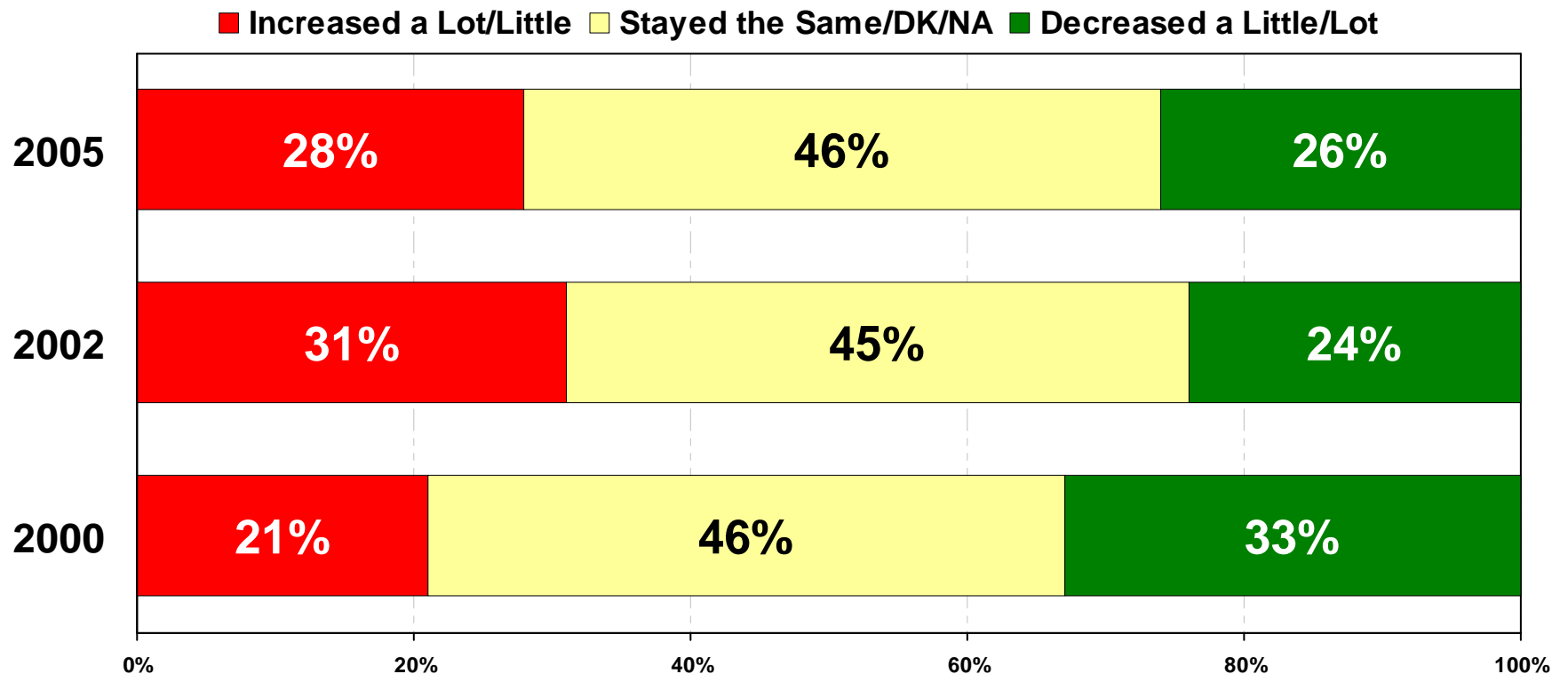
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# 2005 Oakland Community Survey



## Oaklanders are divided in their perceptions of what has happened to crime rates in recent years.



13. Over the last five years, do you think crime in your neighborhood has increased, stayed the same, or decreased?

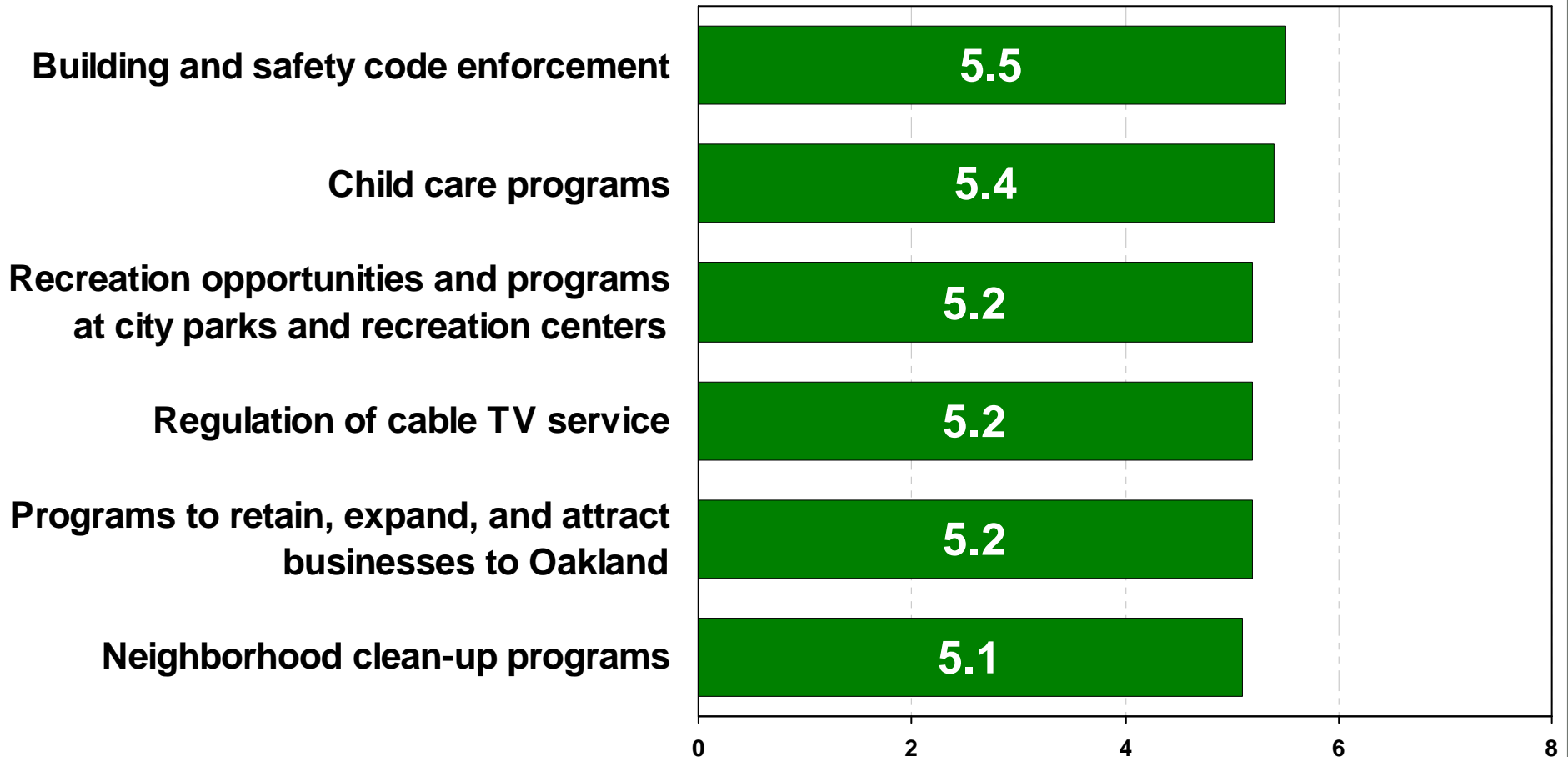


# 2005 Oakland Community Survey



## Continued:

(Mean service satisfaction scores among those offering a response, on a scale ranging from a low of 1 to a high of 10)



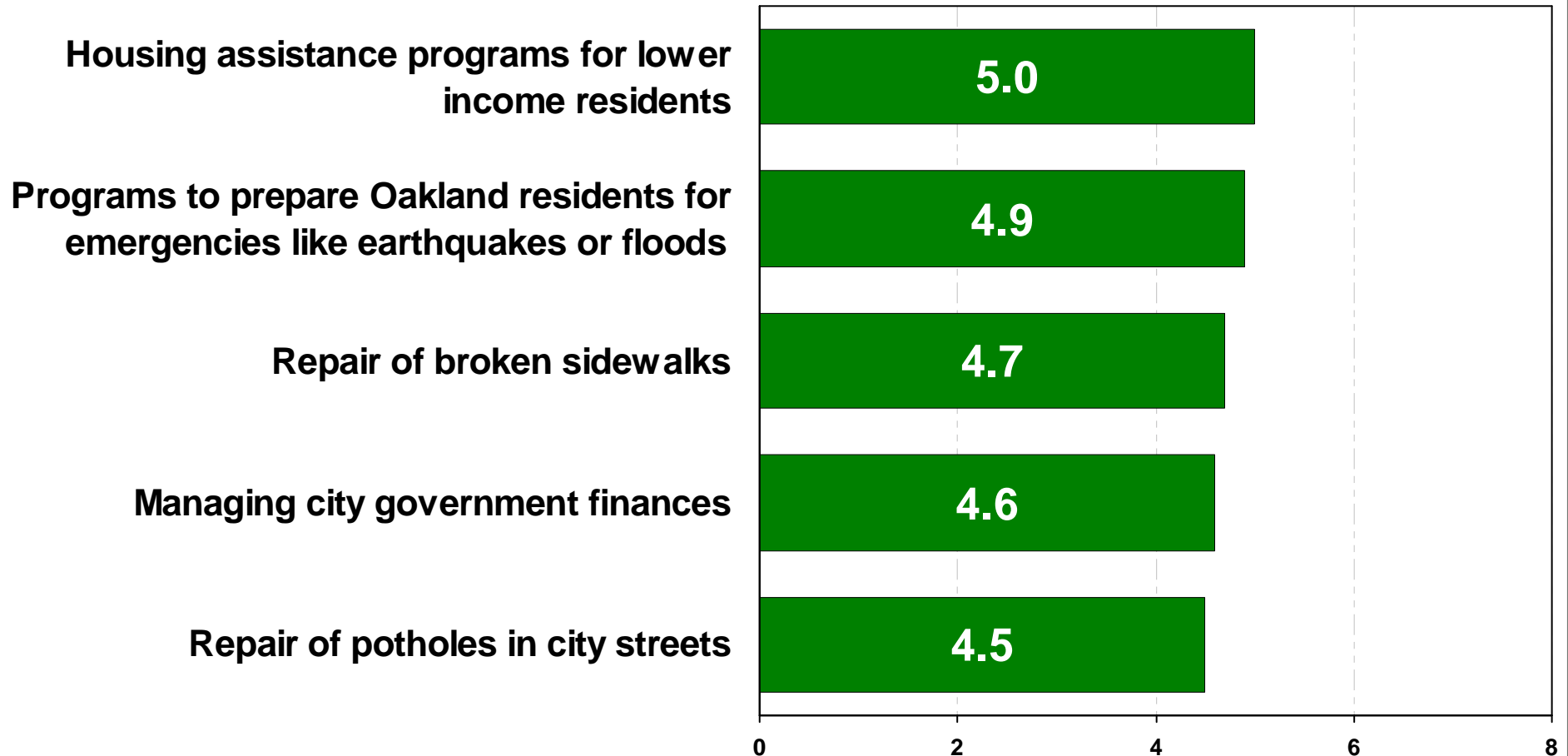
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# 2005 Oakland Community Survey



## Continued:

(Mean service satisfaction scores among those offering a response, on a scale ranging from a low of 1 to a high of 10)



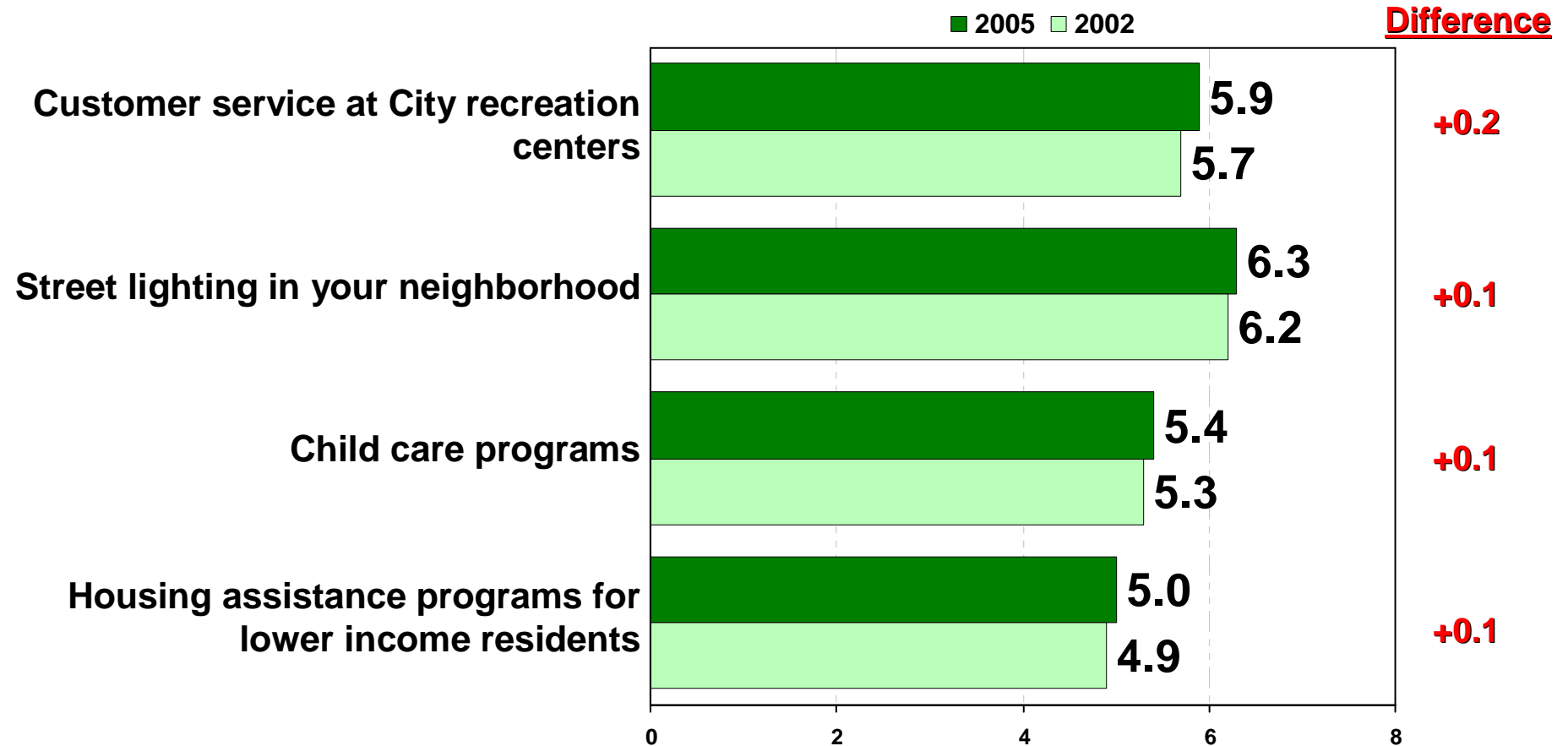
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# 2005 Oakland Community Survey



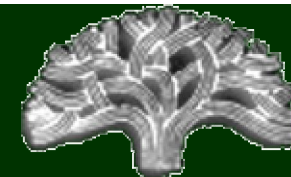
## Top Increases in Satisfaction Since 2002

(Ranked by Difference between 2005 and 2002 Mean Satisfaction Scores)



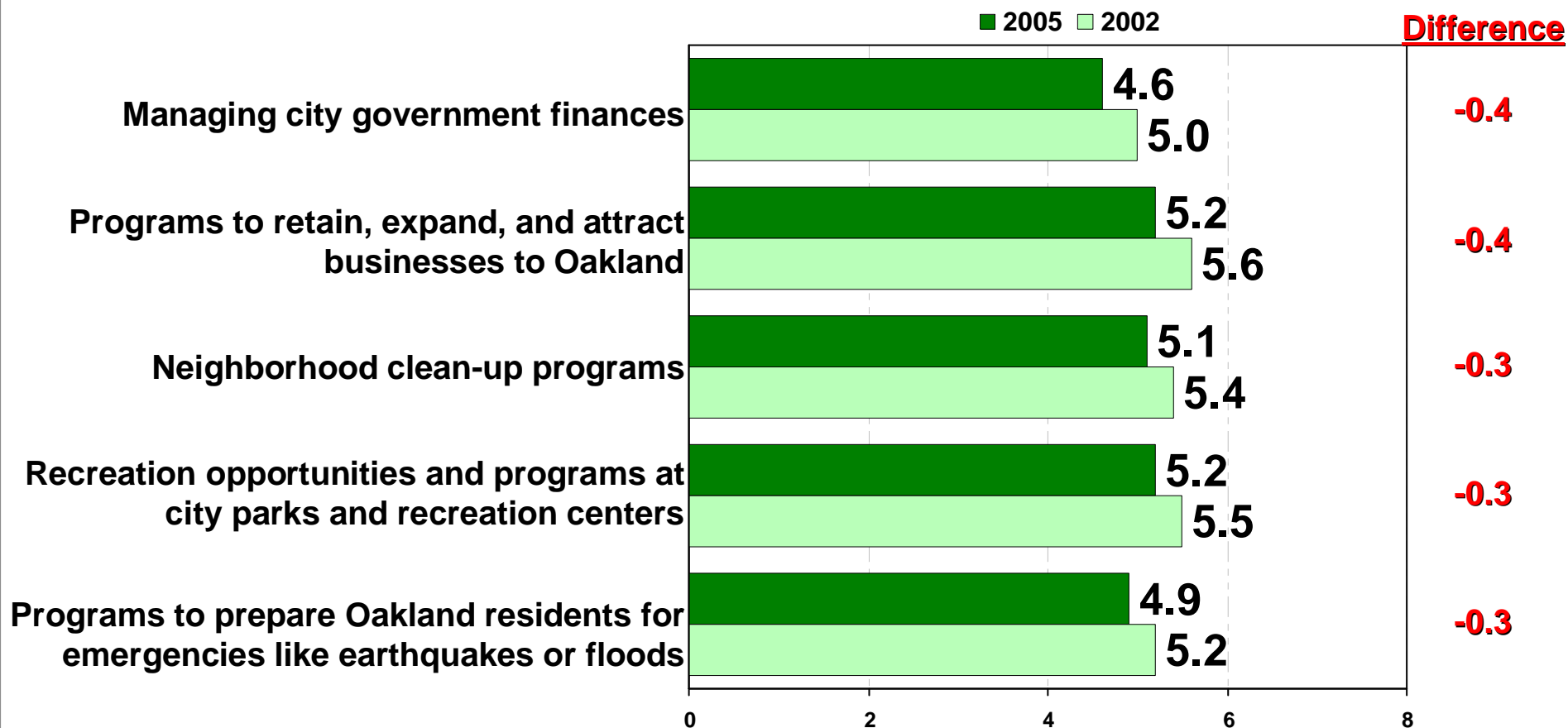
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# 2005 Oakland Community Survey



## Top Decreases in Satisfaction Since 2002

(Ranked by Difference between 2005 and 2002 Mean Satisfaction Scores)



9. I would like to read you a list of specific services provided by Oakland's City government to residents of the city. For each one that I mention, please tell me how satisfied you are with that service. Please think of a scale going from 1 to 10, where 1 means you are NOT AT ALL SATISFIED with the service and 10 means you are VERY SATISFIED with the service.

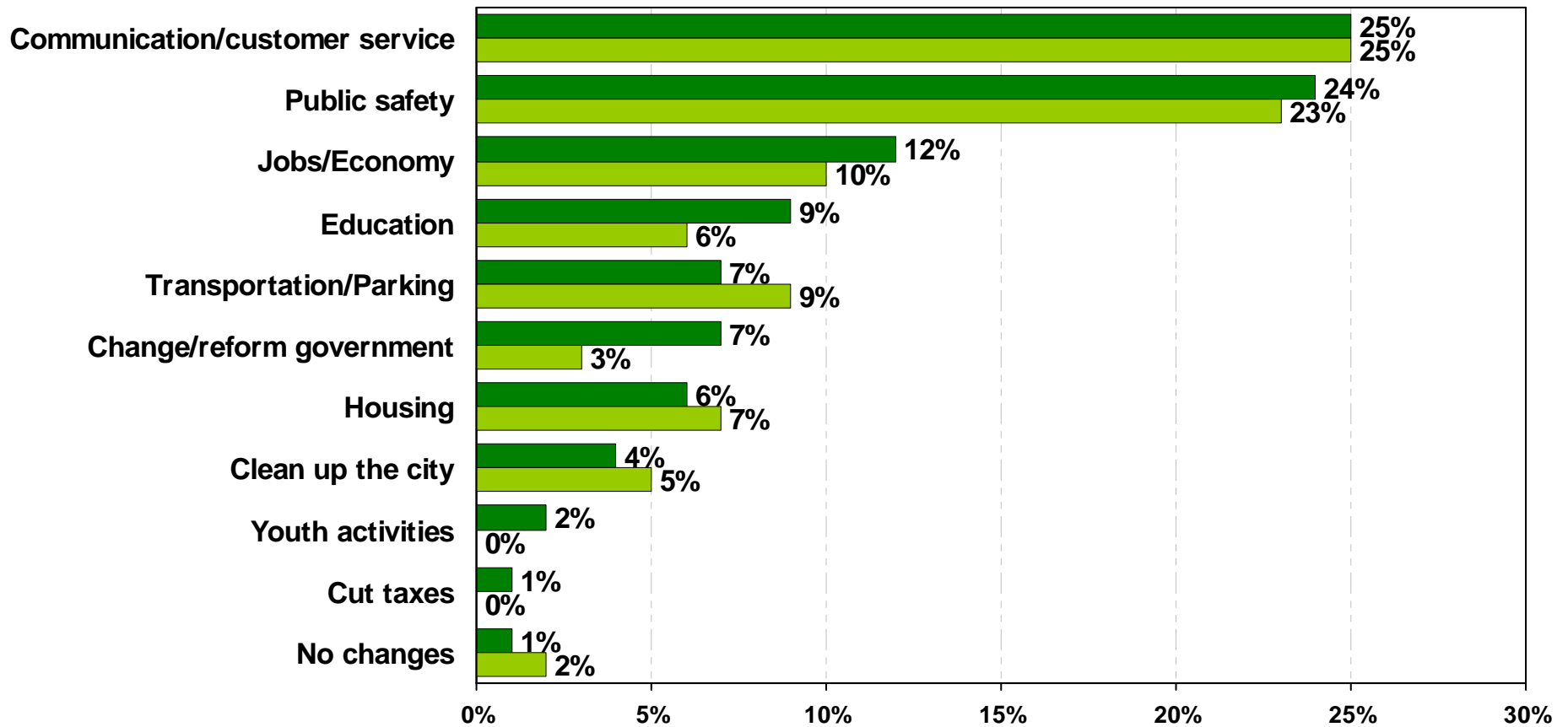
# 2005 Oakland Community Survey



## Suggestions for improving City services focus on better customer service and improved public safety.

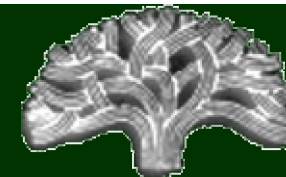
(Among Those Offering a Suggestion, Open End, Responses Grouped, Top Responses)

■ 2005 ■ 2002



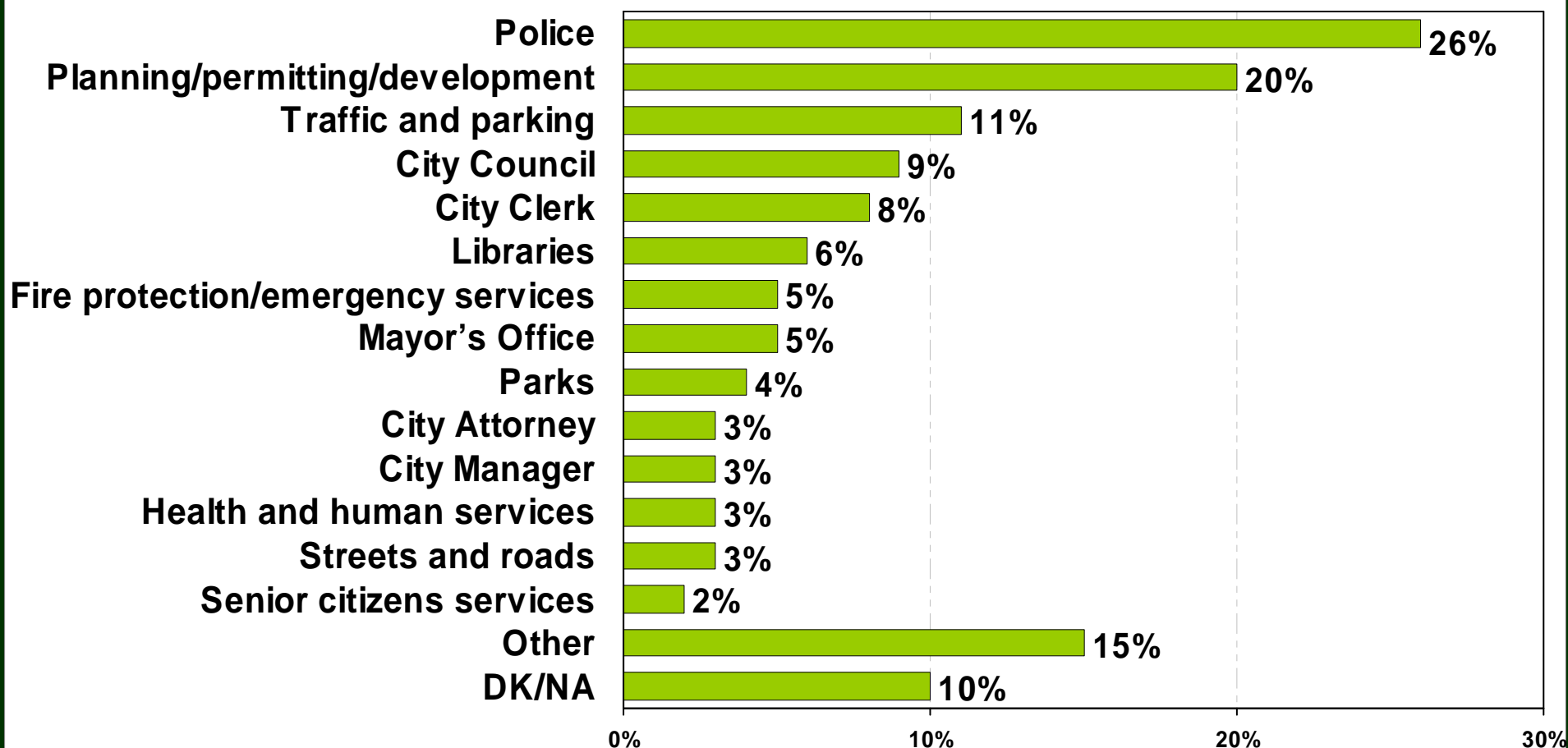
22. In your opinion, what is the most important thing the City of Oakland can do to improve city services for the people who live and/or work in Oakland?

# 2005 Oakland Community Survey



**The most frequently-contacted departments include police, planning, traffic and parking.**

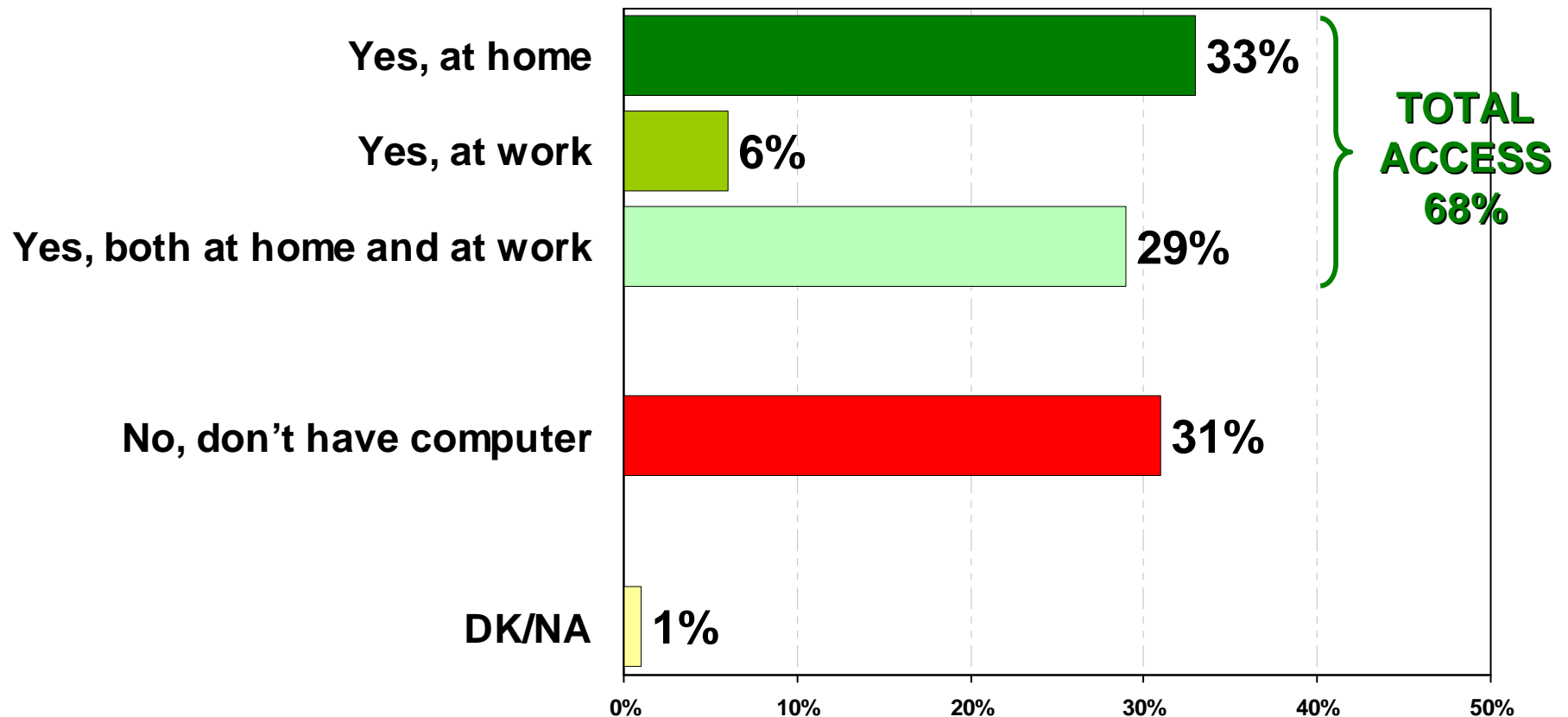
*(Open-End, Multiple Responses Accepted)*



# 2005 Oakland Community Survey



**About seven out of ten Oakland residents have Internet access.**



19. Do you have a personal computer at home or at work with a connection to the Internet?