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December 14, 2004

Oakland City Council  
Oakland, California

Chairperson Wan and Members of the Finance & Management Committee:

**SUBJECT: RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND FAIRBANK, MASLIN, MAULLIN & ASSOCIATES, A PUBLIC OPINION RESEARCH FIRM, IN AN AMOUNT NOT TO EXCEED SIXTY THOUSAND DOLLARS (\$60,000), TO ADMINISTER A CITY OF OAKLAND CITIZENS SURVEY FOR THE PURPOSES OF GATHERING STATISTICS ON CITIZENS' EXPERIENCES**

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## SUMMARY

Three citywide Community Surveys were conducted in 1995, 2000 and 2002 to measure Oakland residents' satisfaction with city services and programs and to identify funding priorities during budget development cycles. This report recommends that City Council authorize a contract with the public research firm, Fairbank, Maslin, Maullin and Associates to administer and analyze a citywide survey and to present the results to the City. Fairbank, Maslin, Maullin and Associates is the same public research consultant used in the 2000 and 2002 citywide Community Surveys.

The draft survey (Attachment A) was developed collaboratively with a public research consultant, the City Administrator's Office and key departmental staff. The survey is designed to obtain feedback from Oakland residents in the areas of public safety, parks maintenance, sewer maintenance, youth and seniors, arts and culture, economic development and other service areas. This year's survey specifically asks residents about

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their spending preferences for the next two-year budget. If approved by the City Council, the survey will also have a special focus on police-public contact this year.

## **FISCAL IMPACT**

The total cost of services provided by Fairbank, Maslin, Maullin & Associates will not exceed \$60,000. If it is approved by City Council to include a special focus on police-public contact this year, the funding for this survey will be shared by the City Administrator's Office and the Police Department's federal COPS "Creating a Culture of Integrity" grant, Fund 2112, Org. 103511, Account 54919, Project No. G234410. If that direction is not approved, the entire \$60,000 will be funded from the City Administrator's Office.

## **BACKGROUND**

A citywide Community Survey was first developed and administered in 1995. This survey was designed to gauge Oakland residents' perceptions on a variety of services and quality of life issues in Oakland. The survey was administered to 500 Oakland households in English and was intended to be a benchmark for future survey work.

In January 2000, a new Community Survey was developed that has become the benchmark for future bi-annual efforts. After considerable research, review of Oakland's current statistics and discussions with industry experts the following methodology was developed for the 2000 survey, was used in the 2002 survey and will be used again in the 2004 survey:

- Survey administered via a Random Digit Dial telephone survey.
- Survey administered to 1,000 Oakland households.
- Survey administered to adults over the age of 18.
- Survey administered in Oakland's five major languages.
- Survey approximately 20-25 minutes in length.

## **KEY ISSUES**

The citywide Community Survey is an integral part of the City's budget and performance *measure review process and provides valuable feedback from the community regarding their perceptions of the City's performance and service delivery.* This information informs the budget process and helps to ensure that related policy decisions reflect public opinion about the importance of particular City programs and services.


The draft survey questions are shown in Attachments A and B for City Council review. Many of the questions have been asked in each survey (in 1995, 2000 and 2002) to allow the City Council and the City Administration to track public opinion over time. The draft survey includes a question specifically related to spending preferences and also asks

residents about park and sewer maintenance. A proposal to include a special section on police-public contact (questions shown in Attachment B) will be reviewed and voted on by the Public Safety Committee on December 14<sup>th</sup>. If approved by City Council, the police-public contact questions will be incorporated into the citywide survey. The benefits to including the police-public contact in the citywide survey are two-fold: spending less overall on public polls by combining the two polls into one and having the ability to survey a greater number of people on the issue of police-public contact by including it in the citywide survey.

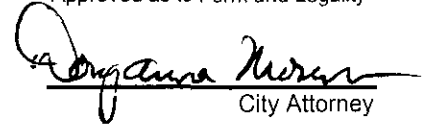
## **RECOMMENDATIONS**

This report recommends that City Council authorize the City Administrator to enter into a contract with Fairbank, Maslin, Maullin & Associates, a public sector research firm, to conduct a City of Oakland Community Survey in an amount not to exceed \$60,000. City Council is also encouraged to review the draft survey questions in Attachments A and B to determine if the questions listed will meet their needs for feedback from Oakland residents on the budget development process and policy priorities.

Respectfully submitted,

  
**DEBORAH EDGERLY**  
City Administrator

# OAKLAND CITY COUNCIL

  
City Attorney

RESOLUTION No. \_\_\_\_\_ C.M.S.

**RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND FAIRBANK, MASLIN, MAULLIN & ASSOCIATES, A PUBLIC OPINION RESEARCH FIRM, IN AN AMOUNT NOT TO EXCEED SIXTY THOUSAND DOLLARS (\$60,000), TO ADMINISTER A CITY OF OAKLAND CITIZENS SURVEY FOR THE PURPOSES OF GATHERING STATISTICS ON CITIZENS' EXPERIENCES**

**WHEREAS**, it is the intention of the City Administrator to conduct a City-wide survey to determine Oakland residents' level of satisfaction with City services; and

**WHEREAS**, the survey will provide valuable data about citizens' perceptions in the areas of public safety, parks, arts and crafts, and economic development; and

**WHEREAS**, the survey will include a special section focusing on Oakland residents' experiences with crime, police misconduct, and their opinions about the Oakland Police Department; and

**WHEREAS**, the results from the survey will be used when developing the City's next biennial budget; and

**WHEREAS**, the results of the survey will be used to analyze department performance measures; and

**WHEREAS**, the 2005 Citizens' Survey will be administered to 1,000 Oakland households, with a sample weighting process to reflect the City's demographic composition; and

**WHEREAS**, the 2005 survey allows for comparison with surveys conducted in 1995, 2000, and 2002, and will be used as a benchmark for future years; and

**WHEREAS**, budgeted funds are available from the City Administrator's Office and the Police Department's federal COPS "Creating a Culture of Integrity" grant, Fund 2112, Org. 103511, Account 54919, Project No. G234410; and

**WHEREAS**, the City Council hereby finds and determines that services provided pursuant to the contact authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

**WHEREAS**, the City Council hereby finds and determines that the contracts awarded hereunder shall not result in the loss of employment or salary by any person having permanent status in the competitive services; and

**RESOLVED:** That the City Administrator is hereby authorized to negotiate and enter into an agreement in an amount not to exceed sixty thousand dollars (\$60,000), with Fairbank, Maslin, Maullin & Associates, a public opinion research firm, to conduct a City-wide citizens' survey in Oakland during the period between December 22, 2004 and February 28, 2005; and, be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator to execute any further documents necessary to implement this resolution; and, be it

**FURTHER RESOLVED:** That the City Administrator is authorized to modify, extend or amend said agreement provided that no additional funds will be allocated without prior Council approval; and, be it

**FURTHER RESOLVED:** That the agreement shall be reviewed by the City Attorney as to form and legality and a copy placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2004

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

**CEDA FLOYD**  
City Clerk and Clerk of the Council  
of the City of Oakland, California

Interviewer \_\_\_\_\_ Station \_\_\_\_\_

Time Began \_\_\_\_\_ Time Finished \_\_\_\_\_ Total Time \_\_\_\_\_

**CITY OF OAKLAND 2004 COMMUNITY SURVEY  
N=1000  
DRAFT**

Hello, I'm \_\_\_\_\_ from FMA, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Oakland. **(IF RESPONDENT REPLIES IN SPANISH, CANTONESE, TAGOLOG, OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions. May I speak with the youngest adult in the household who is 18 years of age or older? **(IF NOT AVAILABLE, ASK:)** "May I speak to another adult in the household?"

- 1. I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence?

**(RECORD ZIP CODE)** \_\_\_\_\_

**TERMINATE ALL RESPONDENTS WHOSE ZIP CODE DOES NOT BEGIN WITH "946\_\_."**

**(ASK Q2 ONLY IF "94608" OR "94611" IN Q1)**

- 2. In which city do you live: Oakland, Piedmont, or Emeryville?

Oakland -----  
Piedmont----- **TERMINATE CALL**  
Emeryville----- **TERMINATE CALL**  
**(DON'T KNOW/NA)TERMINATE CALL**

**(RESUME ASKING ALL RESPONDENTS)**

- 3. Generally speaking, 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?

**(T)**

Excellent -----  
Good-----  
Just fair-----  
Poor-----  
**(DON'T KNOW/NA)-----**

4. Next, in the upcoming two-year budget, what do you think is the most serious issue facing the residents of Oakland that you would like to see prioritized in the City government budget? **(DO NOT READ OPTIONS-- OPEN-END)**

**(T)**

5. Now I'd like to read you a list of things that some people say may be problems facing the city of Oakland. For each one I read, 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. **(ROTATE START)**

	<u>VERY SERIOUS PROBLEM</u>	<u>SOMEWHAT SERIOUS PROBLEM</u>	<u>NOT TOO SERIOUS PROBLEM</u>	<u>NOT SERIOUS AT ALL</u>	<u>(DK/ NO OPIN.)</u>
[ ]a. <b>(T)</b> Unemployment among people who usually have jobs -----	% -----	% -----	% -----	% -----	% -----
[ ]b. <b>(T)</b> Tensions between racial or ethnic groups -----	% -----	% -----	% -----	% -----	% -----
[ ]c. <b>(T)</b> The quality of public schools-----	% -----	% -----	% -----	% -----	% -----
[ ]d. <b>(T)</b> Gangs and juvenile violence-----	% -----	% -----	% -----	% -----	% -----
[ ]e. <b>(T)</b> Dirty streets and sidewalks -----	% -----	% -----	% -----	% -----	% -----
[ ]f. <b>(T)</b> A lack of affordable housing -----	% -----	% -----	% -----	% -----	% -----
[ ]g. <b>(T)</b> Inefficiency in City government -----	% -----	% -----	% -----	% -----	% -----
[ ]h. <b>(T)</b> The quality of Oakland's basic city services -----	% -----	% -----	% -----	% -----	% -----
[ ]i. <b>(T)</b> Traffic congestion-----	% -----	% -----	% -----	% -----	% -----
[ ]j. <b>(T)</b> Homelessness -----	% -----	% -----	% -----	% -----	% -----
[ ]k. <b>(T)</b> Drug usage and drug abuse -----	% -----	% -----	% -----	% -----	% -----
[ ]l. <b>(T)</b> Blight and abandoned buildings -----	% -----	% -----	% -----	% -----	% -----
[ ]m. <b>(T)</b> The amount of taxes people have to pay for City services-----	% -----	% -----	% -----	% -----	% -----
[ ]n. <b>(T)</b> Graffiti and similar vandalism -----	% -----	% -----	% -----	% -----	% -----
[ ]o. <b>(T)</b> A lack of efficient public transportation -----	% -----	% -----	% -----	% -----	% -----
[ ]p. <b>(T)</b> Dirty or neglected parks-----	% -----	% -----	% -----	% -----	% -----

6. Next, how would you rate the overall job being done by Oakland city government in providing services to the people who live here: excellent, good, only fair or poor?

**(T)**

Excellent -----	%
Good-----	%
Only fair -----	%
Poor-----	%
<b>(DON'T KNOW/NA)</b> -----	%

NOW I WOULD LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT THE SERVICES PROVIDED BY OAKLAND'S CITY GOVERNMENT.

7. First, I am going to read you a list of qualities that some people think make a city a good place to live. For each one I read, please tell me how **important** you **personally** believe that quality is in making a city a good place to live. Please think of a scale from 1 to 10 where 1 means it is **NOT AT ALL IMPORTANT** and 10 means it is **EXTREMELY IMPORTANT**. A rating of 5 is **NEUTRAL**, neither "important" or "unimportant." First, on a scale from one to ten, how important is.....(ROTATE) in making a city a good place to live? Next,.....(REPEAT SCALE AS NECESSARY.)

(ROTATE)	SCORE	MEAN	1	2-4	5	6-9	10	(DK/NA)
<b>(SPLIT SAMPLE A ONLY)</b>								
<input type="checkbox"/> a. (T) Sense of community -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> b. (T) A variety of artistic and cultural activities and events -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> c. (T) Citizen involvement in the community -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> d. (T) Good job availability in the local area -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> e. (T) A highly rated public school system -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> f. (T) Affordable public health services for city residents -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> g. (T) Having the city be a convention and tourist destination -----	_____	-----	%	%	%	%	%	%

Remember, as I mention each item, please use a scale from one to ten where **1** means it is "not at all important" and **10** means it is "extremely important." On a scale from 1 to 10, how important is..... (ROTATE) in making a city a good place to live?

<input type="checkbox"/> h. (T) Efficient city government services -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> i. (T) A wide variety of retail shops downtown -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> j. (T) Good traffic flow through the city -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> k. (T) Having the city's downtown be safe and clean -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> l. (T) Having recreation programs available for youth -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> m. (T) Having substance abuse treatment available for residents who need it -----	_____	-----	%	%	%	%	%	%



(ROTATE) SCORE MEAN 1 2-4 5 6-9 10 (DK/NA)

(SPLIT SAMPLE B ONLY)

- n. (T) Having a good local and regional public transportation system ----- %---- %---- %---- %--- %--- %
- o. (T) Safe schools ----- %---- %---- %---- %--- %--- %
- p. (T) Being able to know your neighbors----- %---- %---- %---- %--- %--- %
- q. (T) Clean, well maintained streets without potholes----- %---- %---- %---- %--- %--- %
- r. (T) A full service public library system----- %---- %---- %---- %--- %--- %
- s. (T) Having well-maintained public parks----- %---- %---- %---- %--- %--- %
- t. (T) Safe neighborhoods ----- %---- %---- %---- %--- %--- %

**Remember, as I mention each item, please use a scale from one to ten where 1 means it is "not at all important" and 10 means it is "extremely important." On a scale from 1 to 10, how important is..... (ROTATE) in making a city a good place to live?**

- u. (T) Having a lively residential community in the downtown area ----- %---- %---- %---- %--- %--- %
- v. (T) A wide variety of retail shops in each city neighborhood ----- %---- %---- %---- %--- %--- %
- w. (T) Strong rent control laws to protect renters----- %---- %---- %---- %--- %--- %
- x. (T) Having prominent performing arts groups like a symphony or a ballet ----- %---- %---- %---- %--- %--- %
- y. (T) Ethnic and cultural diversity ----- %---- %---- %---- %--- %--- %
- z. (T) A clean environment, including land, air, and water----- %---- %---- %---- %--- %--- %
- aa. (T) Having adequate shelter available for homeless people in Oakland----- %---- %---- %---- %--- %--- %
- bb. (T) Having well maintained storm drains to help prevent floods and mudslides----- %---- %---- %---- %--- %--- %
- cc. (T) Having access to affordable housing----- %---- %---- %---- %--- %--- %

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. Once again, please use a scale from **1** to **10** where **1** means you are **NOT AT ALL SATISFIED** and **10** means you are **EXTREMELY SATISFIED**. Once more, a rating of **5** is neither "satisfied" or "dissatisfied." Now, on a scale from one to ten, how satisfied are you with.....(ROTATE) in the City of Oakland? Next,.....(REPEAT SCALE AS NECESSARY)

(ROTATE) SCORE MEAN 1 2-4 5 6-9 10 (DK/NA)

(SPLIT SAMPLE A ONLY)

<input type="checkbox"/> a. (T) The sense of community -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> b. (T) Local cultural activities and events -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> c. (T) Citizen involvement in the community -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> d. (T) Job availability in the local area -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> e. (T) The local public school system -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> f. (T) Affordable public health services for city residents -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> g. (T) Oakland's ability to attract tourists and conventions -----	_____	-----	-----	%----	%----	%----	%---	%----	%

Remember, as I mention each item, please use a scale from one to ten where **1** means it is "not at all satisfied" and **10** means it is "extremely satisfied." On a scale from 1 to 10, how satisfied are you with .....(ROTATE) in the City of Oakland?

<input type="checkbox"/> h. (T) The efficiency of city government services -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> i. (T) The variety of retail shops downtown -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> j. (T) Traffic flow through the city -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> k. (T) The safety and cleanliness of downtown Oakland -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> l. (T) Recreation programs for youth -----	_____	-----	-----	%----	%----	%----	%---	%----	%
<input type="checkbox"/> m. (T) Having substance abuse treatment available for residents who need it -----	_____	-----	-----	%----	%----	%----	%---	%----	%

(ROTATE)

SCORE MEAN 1 2-4 5 6-9 10 (DK/NA)

(SPLIT SAMPLE B ONLY)

- n. (T) The availability of local and regional public transportation ----- %---- %---- %---- %--- % --- %
- o. (T) School safety ----- %---- %---- %---- %--- % --- %
- p. (T) Being able to know your neighbors----- %---- %---- %---- %--- % --- %
- q. (T) Street maintenance and cleanliness ----- %---- %---- %---- %--- % --- %
- r. (T) The availability of public library services ----- %---- %---- %---- %--- % --- %
- s. (T) The availability and maintenance of public parks ----- %---- %---- %---- %--- % --- %
- t. (T) Neighborhood safety ----- %---- %---- %---- %--- % --- %

Remember, as I mention each item, please use a scale from one to ten where 1 means it is "not at all satisfied" and 10 means it is "extremely satisfied." On a scale from 1 to 10, how satisfied are you with .....(ROTATE) in the City of Oakland?

- u. (T) Residential communities downtown ----- %---- %---- %---- %--- % --- %
- v. (T) The variety of retail shops in each city neighborhood ----- %---- %---- %---- %--- % --- %
- w. (T) Current rent control laws ----- %---- %---- %---- %--- % --- %
- x. (T) The variety of performing arts groups like symphonies or ballets ----- %---- %---- %---- %--- % --- %
- y. (T) Oakland's ethnic and cultural diversity----- %---- %---- %---- %--- % --- %
- z. (T) The cleanliness of Oakland's environment, including land, air, and water ----- %---- %---- %---- %--- % --- %
- aa. (T) The shelter available for homeless people in Oakland ----- %---- %---- %---- %--- % --- %
- bb. (T) The well-maintained storm drains to help prevent floods and mudslides ----- %---- %---- %---- %--- % --- %
- cc. (T) The access to affordable housing ----- %---- %---- %---- %--- % --- %

9. Now 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. You can use any number between 1 and 10. If you have no opinion or don't know about a service I mention to you, you can tell me that too.  
**(RECORD "X" FOR NO OPINION/DON'T KNOW) Here is the first one... (ROTATE START)**

	<u>SCORE</u>	<u>MEAN</u>	<u>1</u>	<u>2-4</u>	<u>5</u>	<u>6-9</u>	<u>10</u>	<u>(DK/NA)</u>
[ ]a. (T) Removal of graffiti from public buildings-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]b. (T) Repair of potholes in city streets-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]c. (T) Repair of broken sidewalks-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]d. (T) Street lighting in your neighborhood-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]e. (T) Managing city government finances-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]f. (T) Recreation opportunities and programs at city parks and recreation centers-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]g. (T) Landscaping on street medians and other public areas-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]h. (T) Maintenance of public parks-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]i. (T) Garbage and yard waste pick-up-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]j. (T) Police protection in your neighborhood-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]k. (T) Regulation of cable TV service-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]l. (T) Leadership and policymaking by the City Council-----	_____	-----	%----	%----	%----	%---	%----	%----
[ ]m. (T) Tree trimming-----	_____	-----	%----	%----	%----	%---	%----	%----

Remember, as I mention each item, please use a scale from one to ten where 1 means you are "not at all satisfied" and 10 means you are "very satisfied" with the service. On a scale from 1 to 10, how satisfied are you with .....(ROTATE) in the City of Oakland?

	<u>SCORE</u>	<u>MEAN</u>	<u>1</u>	<u>2-4</u>	<u>5</u>	<u>6-9</u>	<u>10</u>	<u>(DK/NA)</u>
[ ]n. (T) Sewer and storm drain maintenance-----	_____	-----	%	%	%	%	%	%
[ ]o. (T) Housing assistance programs for lower income residents-----	_____	-----	%	%	%	%	%	%
[ ]p. (T) Neighborhood clean-up programs-----	_____	-----	%	%	%	%	%	%
[ ]q. (T) Building and safety code enforcement----	_____	-----	%	%	%	%	%	%
[ ]r. (T) Fire prevention and protection-----	_____	-----	%	%	%	%	%	%
[ ]s. (T) Programs to retain, expand, and attract businesses to Oakland-----	_____	-----	%	%	%	%	%	%
[ ]t. (T) Management of City services by the City Manager-----	_____	-----	%	%	%	%	%	%
[ ]u. (T) Programs to prepare Oakland residents for emergencies like earthquakes or floods-----	_____	-----	%	%	%	%	%	%
[ ]v. (T) Child care programs-----	_____	-----	%	%	%	%	%	%
[ ]w. (T) Library services-----	_____	-----	%	%	%	%	%	%
[ ]x. (T) Legal representation of the City by the City Attorney-----	_____	-----	%	%	%	%	%	%
[ ]y. (T) Recycling pick-up-----	_____	-----	%	%	%	%	%	%
[ ]z. (T) Leadership and policymaking by the Mayor-----	_____	-----	%	%	%	%	%	%
[ ]aa. Customer service at City recreation centers-----	_____	-----	%	%	%	%	%	%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT  
PUBLIC SAFETY IN OAKLAND.**

**\*\*\*IF APPROVED BY CITY COUNCIL, THE POLICE-PUBLIC CONTACT QUESTIONS WILL BE  
ADDED HERE. THEY ARE SHOWN IN ATTACHMENT B.\*\*\***

10. How safe do you feel walking around during the day \_\_\_\_\_ ? Do you feel safe, unsafe, or neither safe nor unsafe? (IF SAFE/UNSAFE, ASK: Is that very SAFE/UNSAFE or just somewhat?) (READ LIST)

	<u>VERY SAFE</u>	<u>SOMEWHAT SAFE</u>	<u>(NEITHER SAFE NOR UNSAFE)</u>	<u>SOMEWHAT UNSAFE</u>	<u>VERY UNSAFE</u>	<u>(DK/NO OPIN.)</u>
[ ]a. (T) In your neighborhood-----	%	%	%	%	%	%
[ ]b. (T) In the park closest to you-----	%	%	%	%	%	%
[ ]c. (T) Downtown-----	%	%	%	%	%	%

11. How safe do you feel walking around at night \_\_\_\_\_? Do you feel safe, unsafe, or neither safe nor unsafe? (IF SAFE/UNSAFE, ASK: Is that very SAFE/UNSAFE or just somewhat?) (READ LIST)

<u>VERY</u>	<u>SOMEWHAT</u>	(NEITHER	<u>SOMEWHAT</u>	<u>VERY</u>	(DK/
<u>SAFE</u>	<u>SAFE</u>	SAFE	UNSAFE	<u>UNSAFE</u>	NO
		<u>NOR UNSAFE)</u>			<u>OPIN.)</u>

- [ ]a. (T) In your neighborhood-----%----- % ----- % -----%----- % -----%
- [ ]b. (T) In the park closest to you -----%----- % ----- % -----%----- % -----%
- [ ]c. (T) Downtown-----%----- % ----- % ----- % -----%----- % -----%

12. What would you say is the most serious public safety problem in your neighborhood? (OPEN-END, DO NOT READ LIST)  
(T)

13. Over the last five years, do you think crime in your neighborhood has increased, stayed the same, or decreased? (IF INCREASED/DECREASED, ASK: Has it INCREASED/DECREASED a lot or just a little?)

- (T)
  - Increased a lot-----%
  - Increased a little -----%
  - (STAYED THE SAME)** -----%
  - Decreased a little -----%
  - Decreased a lot-----%
  - (DON'T READ) DK/NA** -----%

14. Have you heard anything about community policing in Oakland? (IF YES, ASK: Have you heard a great deal or just a little?)

- (T)
  - Yes, heard a great deal-----%
  - Yes, heard a little -----%
  - No-----%
  - (DON'T READ) DK/NA** -----%

15. 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: is it very effective, somewhat effective, not too effective, or not at all effective?

- (T)
  - Very effective-----%
  - Somewhat effective -----%
  - Not too effective-----%
  - Not at all effective-----%
  - (DON'T READ) DK/NA** -----%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH THE CITY OF OAKLAND AND ITS EMPLOYEES.**

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

- (T)
  - Yes----- **(ASK Q17-Q18)**--%
  - No----- **(SKIP TO Q19)**--%
  - (DON'T READ) DK/NA** -----**(SKIP TO Q19)**-- %

17. With which department did you have contact? (DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES)

(T)

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

(T)

- Very helpful ----- %
- Somewhat helpful ----- %
- Not too helpful ----- %
- Not at all helpful ----- %
- (DON'T READ) DK/NA ----- %

(IF "YES" ON QUESTION 19, ASK QUESTION 20)

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

- Yes, at home ----- (ASK Q20) -- %
- Yes, at work ----- (ASK Q20) -- %
- Yes, both at home and at work ----- (ASK Q20) -- %
- No, don't have computer ----- (SKIP TO Q21) -- %
- (DON'T READ) DK/NA ----- (SKIP TO Q21) -- %



20. Have you ever visited the City of Oakland website?

Yes-----%  
No-----%  
(DON'T KNOW/NA)-----%

**(RESUME ASKING ALL RESPONDENTS)**

21. What is your primary source of information about what Oakland city government is doing? Choose up to three. You may give specifics if known.

Television News-----%  
Oakland Tribune newspaper-----%  
Other newspaper-----%  
Radio News-----%  
City's website, www.oaklandnet.com-----%  
Neighborhood newsletter-----%  
Neighborhood website-----%  
Email newsgroup-----%  
Word of mouth-----%  
(DON'T KNOW/NA)-----%

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? **(OPEN-END; RECORD ANSWER BELOW)**  
(T)

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

23. About how long have you lived in Oakland? **(READ LIST)**

(T) Less than two years ----- %  
Three to four years ----- %  
Five to six years ----- %  
Seven to ten years ----- %  
11 to 15 years ----- %  
16 to 20 years ----- %  
21 years or more ----- %  
**(DON'T READ) Don't know/Refused**----- %

24. Do you live in a single residence, detached home or do you live in a multi-family apartment or condo building?

(T) Single family detached house ----- %  
Multi-family apt/condo ----- %  
**(DON'T READ) Don't know/Refused**----- %

25. Do you own or rent the house or apartment where you live?

(T) Own ----- %  
Rent ----- %  
**(DON'T READ) Don't know/Refused**----- %

26. Are there any children under the age of 18 living in your household?

(T) Yes ----- %  
No ----- %  
**(DK/NA)** ----- %

27. What is your current employment status? Are you.. **(READ LIST)**

(T) Employed full-time ----- **(ASK Q31)**-- %  
Employed part-time ----- **(ASK Q31)**-- %  
A homemaker who does not  
work outside the home ----- **(SKIP TO Q32)**-- %  
Retired ----- **(SKIP TO Q32)**-- %  
A student ----- **(SKIP TO Q32)**-- %  
Unemployed ----- **(SKIP TO Q32)**-- %  
**(DON'T READ) Refused**----- **(SKIP TO Q32)**-- %

28. Is your work located in the City of Oakland or not?

- (T) In Oakland-----%
- Not in Oakland-----%
- (DON'T READ) Don't know/Refused-----%

(RESUME ASKING ALL RESPONDENTS)

29. What was the last level of school you completed?

- (T) Grades 1-8 -----%
- Grades 9-11 -----%
- High School Graduate (12) -----%
- Some College -----%
- Business/Vocational School -----%
- College Graduate (4)-----%
- Post-Graduate Work/Professional School -----%
- (DON'T READ) DK/Refused -----%

30. Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

- (T) Hispanic/Latino-----%
- African-American -----%
- Asian -----%
- Caucasian/White-----%
- Native American/Indian -----%
- Some other group or identification -----%
- (DON'T READ) Refused -----%

31. Are you currently registered to vote at this address as a Democrat, Republican, some other party, as an independent with no specific party, or are you not currently registered to vote at this address?

- (T) Democrat ----- (ASK Q35)--%
- Republican ----- (ASK Q35)--%
- Other party ----- (ASK Q35)--%
- Independent ----- (ASK Q35)--%
- Not registered ----- (SKIP TO Q36)--%
- (DK/NA) ----- (SKIP TO Q36)--%

(ASK Q35 ONLY IF "REGISTERED" IN Q34)

32. Sometimes people don't have time to vote in a city election. In thinking about city elections where there are candidates for City Council and local ballot measures on the ballot, would you say that you: (READ)

- (T) Always vote in these elections -----%
- Usually but not always vote -----%
- Only occasionally vote -----%
- Rarely or never vote -----%
- (DON'T READ) Don't know/refuse -----%

33. Could you tell me the cross streets of the main intersection near where you live? (WRITE-IN STREET NAMES)

(T)

Street \_\_\_\_\_

with

Street \_\_\_\_\_

34. In what year were you born?

(T)

1984-1978 (18-24) ----- %  
1978-1973 (25-29) ----- %  
1972-1968 (30-34) ----- %  
1967-1963 (35-39) ----- %  
1962-1958 (40-44) ----- %  
1957-1953 (45-49) ----- %  
1952-1948 (50-54) ----- %  
1947-1943 (55-59) ----- %  
1942-1938 (60-64) ----- %  
1937 or earlier (65 & over) ----- %  
Refused ----- %

35. I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2001?

(T)

\$10,000 and under ----- %  
\$10,001 - \$20,000 ----- %  
\$20,001 - \$30,000 ----- %  
\$30,001 - \$60,000 ----- %  
\$60,001 - \$75,000 ----- %  
\$75,001 - \$100,000 ----- %  
More than \$100,000 ----- %  
(DON'T READ) Refused ----- %

**THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS**

Gender by observation: Male -----%  
Female -----%

Language by observation: English -----%  
Spanish -----%  
Cantonese -----%  
Vietnamese -----%  
Tagolog -----%

Phone # \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

Interviewer \_\_\_\_\_

Cluster # \_\_\_\_\_

Verified by \_\_\_\_\_

Page # \_\_\_\_\_

**Attachment B**

**NEW Police Contact Survey  
(for inclusion in the citywide Community Survey)**

**CONTACT**

1) Have you had any contact, either in person or by telephone, with the Oakland Police Department in the last two years, that is since _____?
a) Yes b) No c) Don't recall/decline to state
2) If "yes," what type of contact was it:
a) You called 911 or a non-emergency number to report a crime or problem or to ask for help of some kind (this includes calls to the drug/graffiti/gang/truancy hotlines) i) Were you the victim of the crime/problem? ii) Were you a witness to the crime/problem?
b) You attended a community meeting c) You had an informal encounter with a police officer/employee (on the street, at a safety fair, etc.) d) You were stopped or questioned by police (includes field contacts, walking, bike and traffic stops) e) You were arrested or detained by police. f) You were involved in or witness to a traffic accident g) Some other reason not already mentioned.

**CRIME VICTIMIZATION**

3) Were you the victim of any crime in the last two years?
a) Yes b) No c) Don't recall/decline to state

Attachment B

**NEW Police Contact Survey  
(for inclusion in the citywide Community Survey)**

4) If "yes," what was the nature of the crime? (If more than one, recall only the one that happened most recently.)
a) Personal crimes
i) Completed violence
ii) Attempted/threatened violence
iii) Rape/Sexual assaults
iv) Completed robbery (property taken)
(1) With injury
(2) Without injury
v) Attempted robbery (no property taken)
(1) With injury
(2) Without injury
vi) Assault
vii) Purse snatching/pocket picking
b) Property crimes
i) Household burglary
(1) Completed
(2) Attempted
ii) Motor vehicle theft (completed or attempted)
iii) Theft
(1) Completed
(2) Attempted
5) Did you report the crime to police?
a) Yes
b) No
c) Don't recall/decline to state
6) If "no," why not?
a) You reported it to another official
b) You considered it to be a private or personal matter
c) The offender wasn't successful at committing the crime or the object taken was recovered
d) You considered the event not important enough to report.
e) Your insurance wouldn't cover the loss/injury.
f) You were not aware that a crime occurred until later
g) You were unable to recover the property.
h) You lacked proof that the crime occurred.
i) You thought that police would not want to be bothered.
j) You thought that the police would be inefficient, ineffective, or biased.
k) You feared reprisal/revange for reporting.
l) You thought it would be too inconvenient or time consuming to report.
m) Some other reason.

**Attachment B**

**NEW Police Contact Survey  
(for inclusion in the citywide Community Survey)**

7) If "yes," how satisfied were you with how the police responded to the report?
a) Very satisfied b) Somewhat satisfied c) Somewhat dissatisfied d) Very dissatisfied

**POLICE MISCONDUCT**

8) During the past two years, did you experience any police misconduct?
a) Yes b) No c) Don't recall/decline to state

9) If "yes," what was the nature of the misconduct? Check all that apply.
a) Officer/employee was rude or discourteous b) Officer/employee used profanity c) Officer/employee made a threat or threats d) Officer/employee was biased or discriminatory e) Officer/employee used too much physical force f) Officer/employee lied g) Officer/employee made an improper stop, detention, or arrest h) Officer/employee planted evidence i) Officer/employee damaged property j) Officer/employee made an improper vehicle tow/impound k) Officer/employee failed to take appropriate action l) Something other than listed.

10) Did you report the misconduct?
a) Yes b) No c) Don't recall/decline to state

11) If yes, to whom did you report it?
a) OPD-Internal Affairs Division b) OPD-the person's supervisor c) Citizen Police Review Board d) Some other party/don't remember/don't know

12) If you did not report it, why not?
a) You considered it to be a private or personal matter b) You considered the event not important enough to report. c) You were not aware that the misconduct occurred until later d) You lacked proof that the misconduct occurred. e) You thought that police or review board would not want to be bothered. f) You thought that the police or review board would be inefficient, ineffective, or biased. g) You feared reprisal/vengeance for reporting. h) You thought it would be too inconvenient or time consuming to report. i) Some other reason.



Attachment B

**NEW Police Contact Survey  
(for inclusion in the citywide Community Survey)**

**OVERALL SATISFACTION**

13) Overall, referring to your most recent contact with police, how satisfied would you say that you were with the contact:
a) Very Satisfied b) Somewhat Satisfied c) Somewhat Dissatisfied d) Very Dissatisfied
14) Now, thinking about the Oakland Police <i>in general</i> , how satisfied are you with their services?
a) Very Satisfied b) Somewhat Satisfied c) Somewhat Dissatisfied d) Very Dissatisfied
15) Now I would like to read you a list of statements about the Oakland Police Department, and I'd like you tell me if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree, or have no opinion:
a) The police respond efficiently when called. i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
b) The police are professional. i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.

**Attachment B**

**NEW Police Contact Survey  
(for inclusion in the citywide Community Survey)**

c) The police are fair.
i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
d) The police are courteous.
i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
e) The police are knowledgeable about my neighborhood.
i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
f) The police are effective at fighting crime in Oakland.
i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
g) The police have the tools they need to do their work.
i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
h) I know the name of a police officer who works in my neighborhood.
i) Strongly Agree ii) Somewhat Agree iii) Somewhat Disagree iv) Strongly Disagree v) No opinion.
16) From time to time, the Oakland Police Department offers a Citizen Police Academy, which is a 14-week course that teaches people about crime, the law, and how the police department works, and also includes a ride along with police officers. How interested do you think you might be in participating in the Citizen Police Academy?
a) Very interested. b) Somewhat interested. c) Somewhat disinterested. d) Very disinterested.