



Survey of Likely 2022 Voters
RE: Oakland Public Library Parcel Tax
Friends of the Oakland Public Library

Conducted October 2021

Summary of Results

- ▶ Survey of likely November 2022 voters in Oakland
 - Overall likely November 2022 voters: n=600; margin of error ± 4.0 % pts
 - Likely June 2022 subset: n=420; margin of error ± 4.8 % pts
- ▶ Mixed-mode methodology (telephone/web) offered in English, Spanish, and Chinese
 - Phone interviews conducted by trained, professional interviewers; landlines & mobile phones included
 - Email and text invitations were sent to complete the survey online
- ▶ Conducted September 29-October 6, 2021
- ▶ A split sample methodology was used to test two possible ballot scenarios
 - Sample A, renew parcel tax at current rate of \$105 by 30 years: n=300; margin of error ± 5.7 % pts
 - Sample B, renew parcel tax at new rate of \$148 by 30 years: n=300; margin of error ± 5.7 % pts
- ▶ Where applicable, results compared with previous research
 - September 20-25, 2017; likely November 2018 voters, n=735, margin of error ± 3.6 % pts (EMC 17-6532)
 - January 16-18, 2018; likely June 2018 voters, n=400, margin of error ± 4.9 % pts (EMC 18-6645)

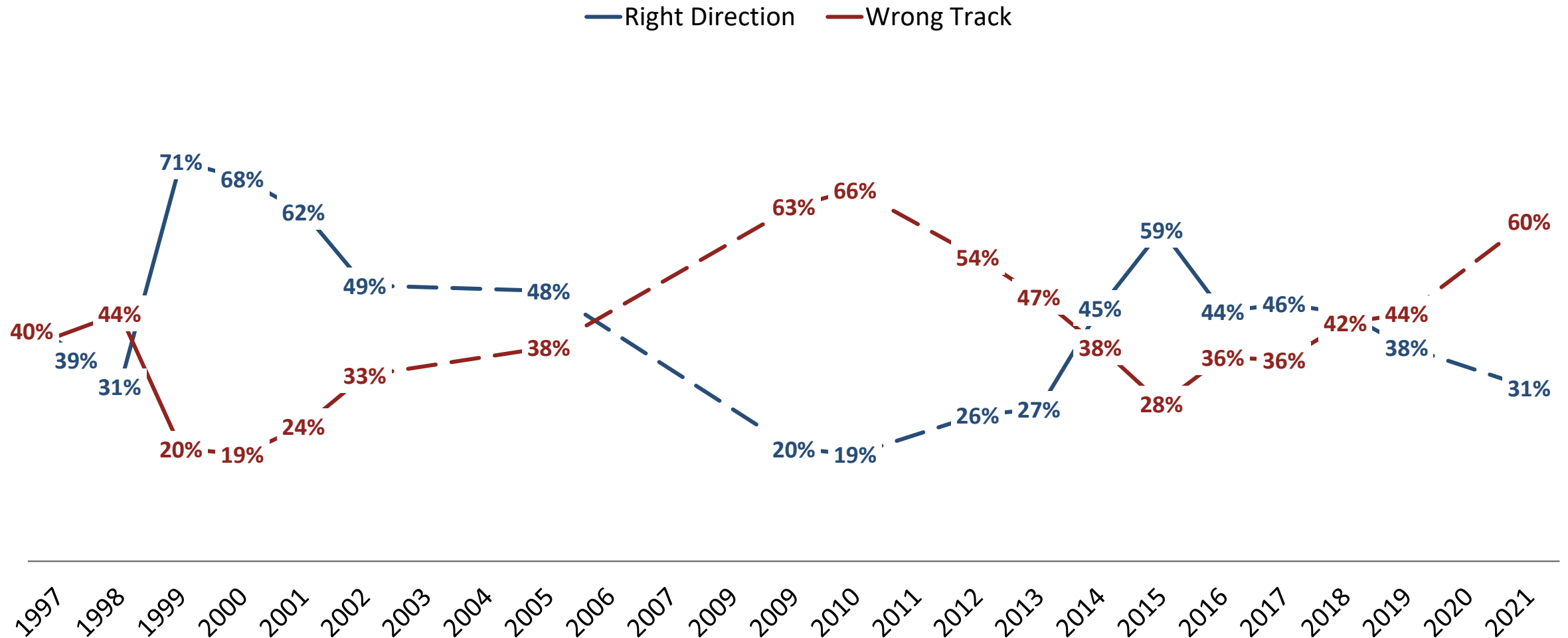
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Generally, voters are happy with and value the libraries and see a need for additional funding—at even greater numbers than seen in the past.
- ▶ Today, voters are supportive of extending the parcel tax at the current \$105 rate for 30 years and support a measure is solidified after they learn more—being able to say this isn't a tax increase is compelling.
- ▶ Support for a measure that would extend and increase the parcel tax to \$148 hovers at the 2/3 threshold throughout the survey.
- ▶ Opposition messaging is impactful and affects support.
- ▶ Many believe that the projects and programs tested are important and particularly prioritize youth space and programs and keeping the libraries open, clean, and maintained.

Right Direction/Wrong Track: Oakland

Voters are much more pessimistic about the direction of the City—a shift likely related to the ongoing COVID-19 pandemic.

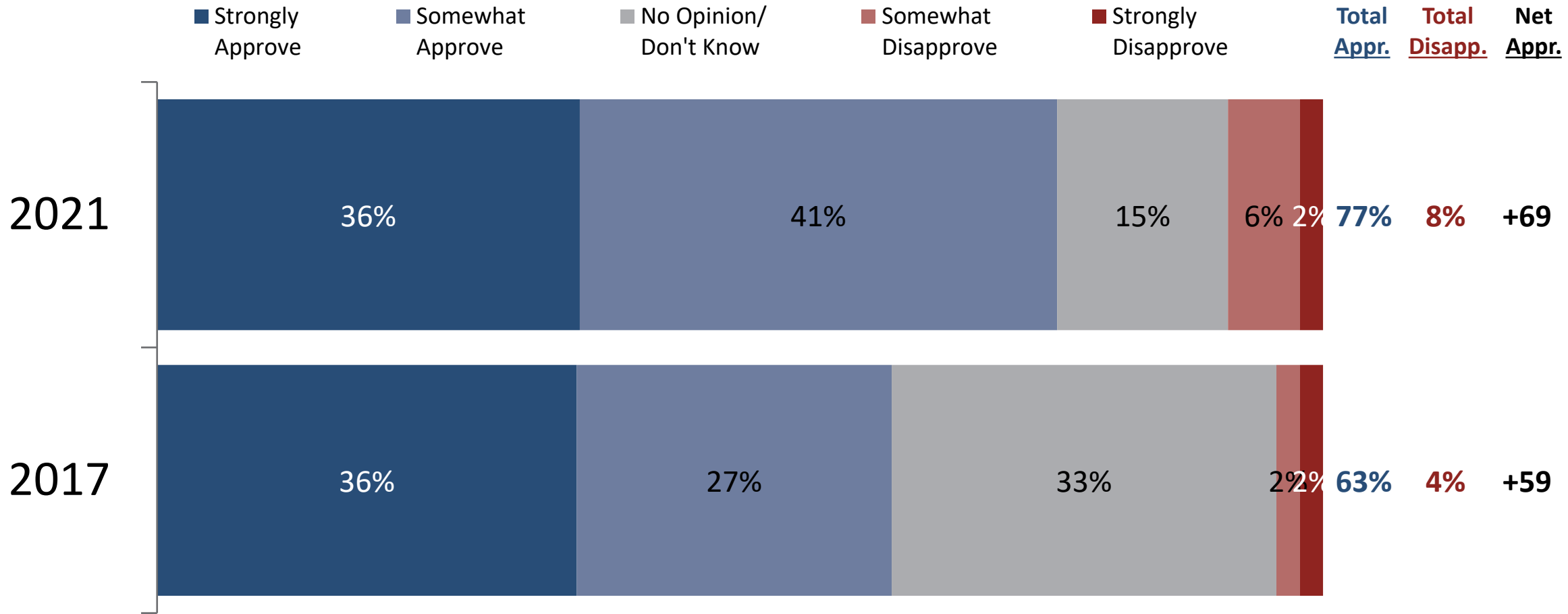


Q3. Do you feel that things in Oakland are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Job Rating: Oakland Public Library

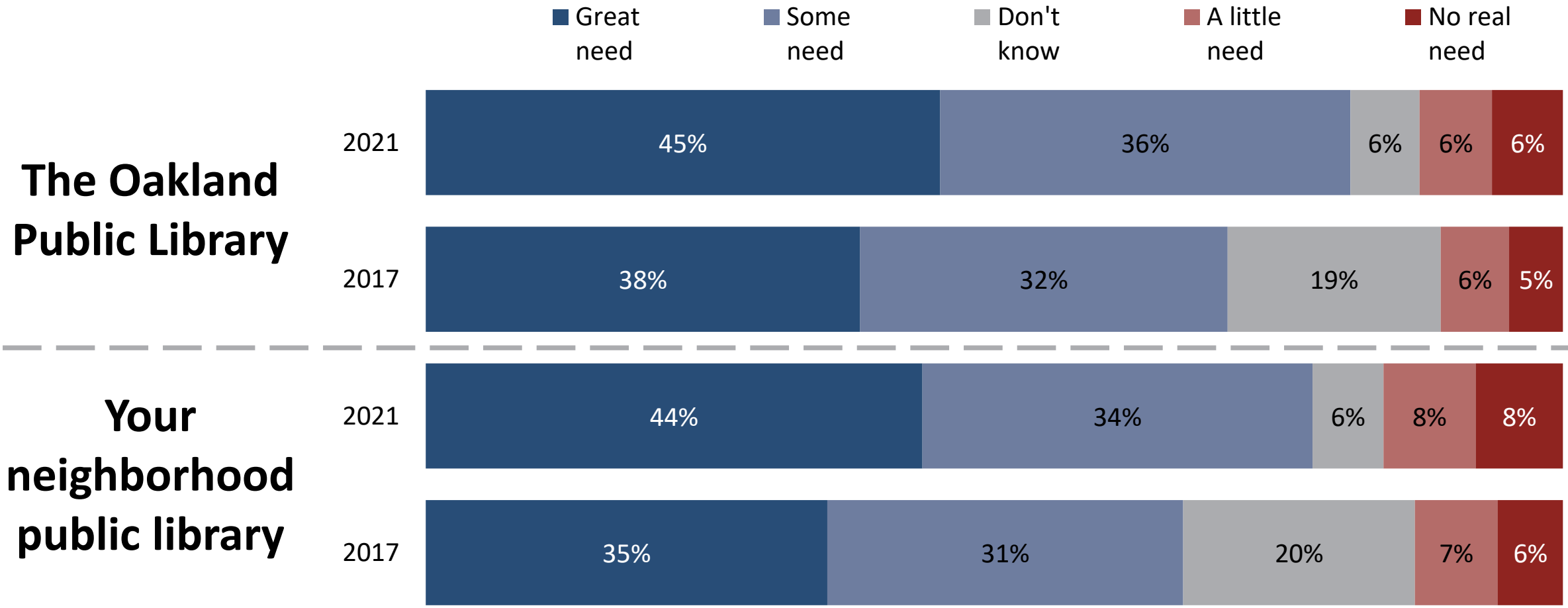


Three-quarters of voters approve of the job the Oakland Public Library is doing—an increase since 2017.



Perceived Need For Funding Over Time

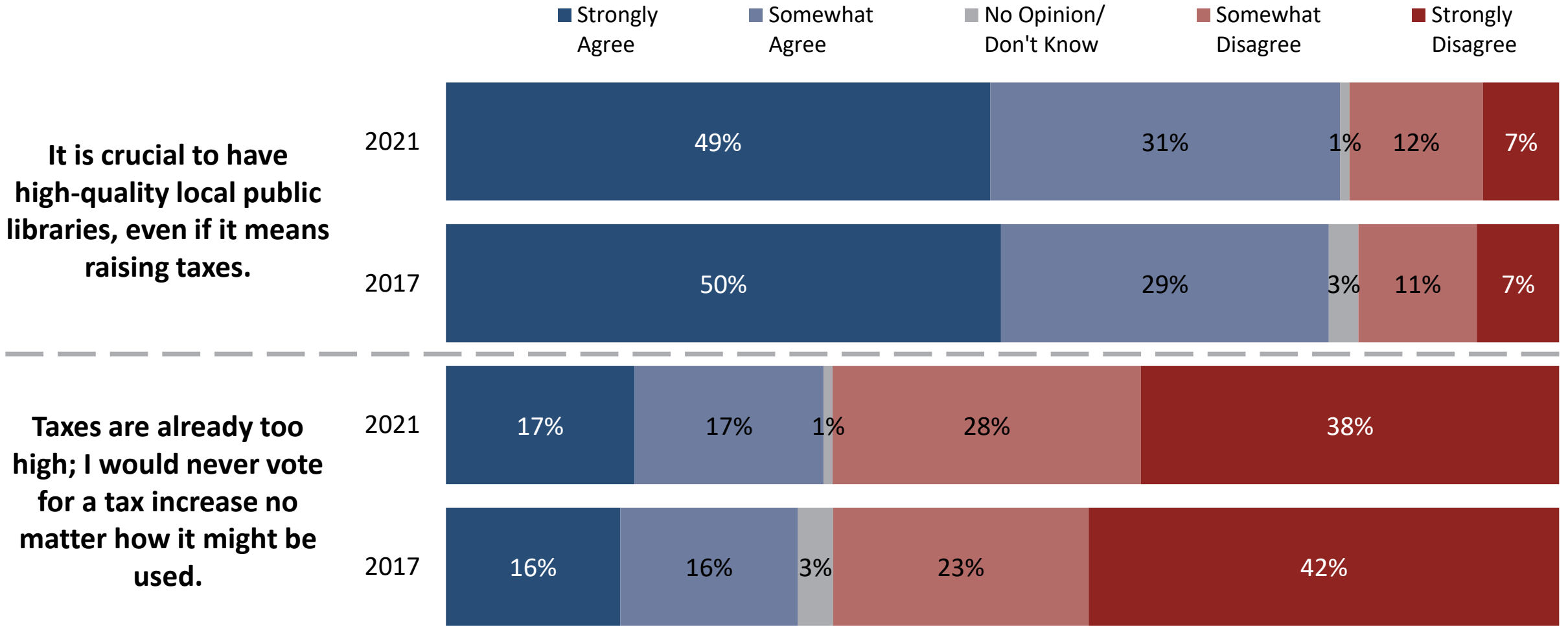
Perception of the need for additional funding for the Oakland Public Library and neighborhood libraries has increased since 2017 with about 4-in-5 voters currently seeing at least some need for additional funding.



Q5-6. Do you think that there is a great need for additional funding, some need for additional funding, a little need for additional funding, or no real need for additional funding for...?

General Tax Sentiment Over Time

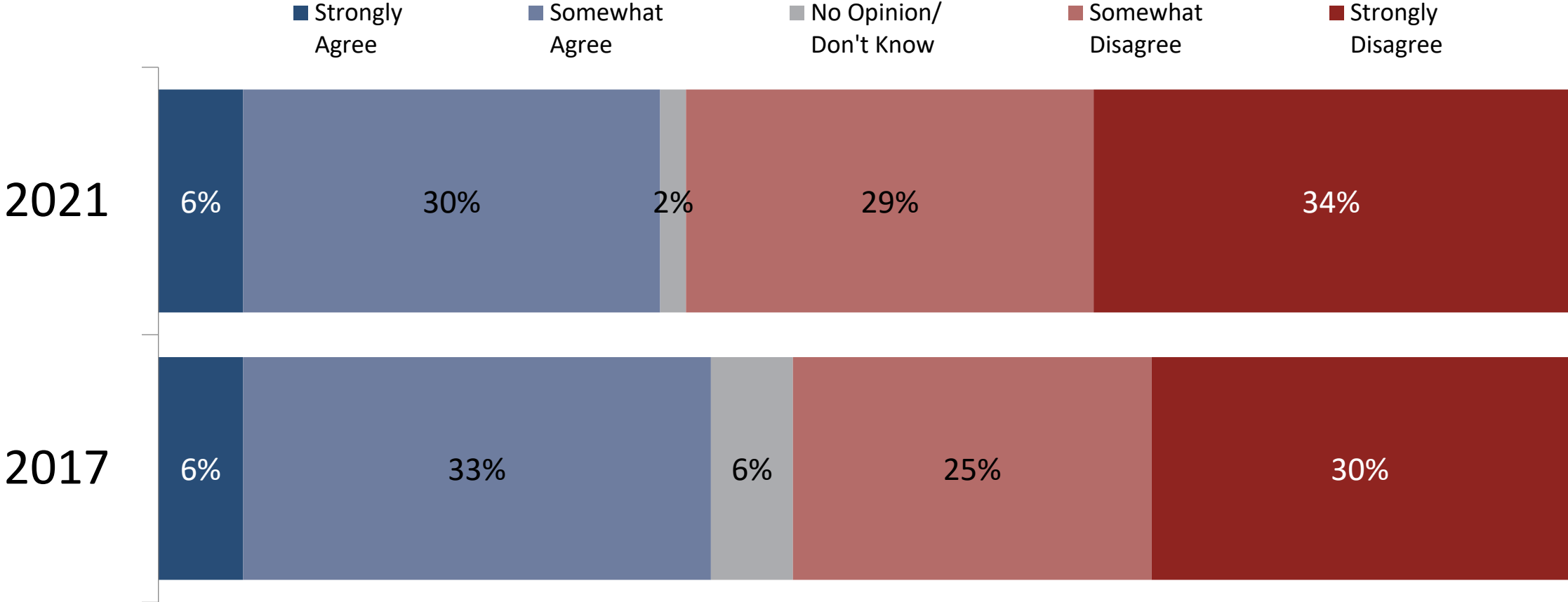
4-in-5 voters continue to believe that high-quality local libraries are important and fewer show a strong aversion to new taxes, generally.



General Tax Sentiment Over Time

Trust in the City to properly manage tax dollars has dropped slightly since 2017.

“I trust the City of Oakland to properly manage my tax dollars.”





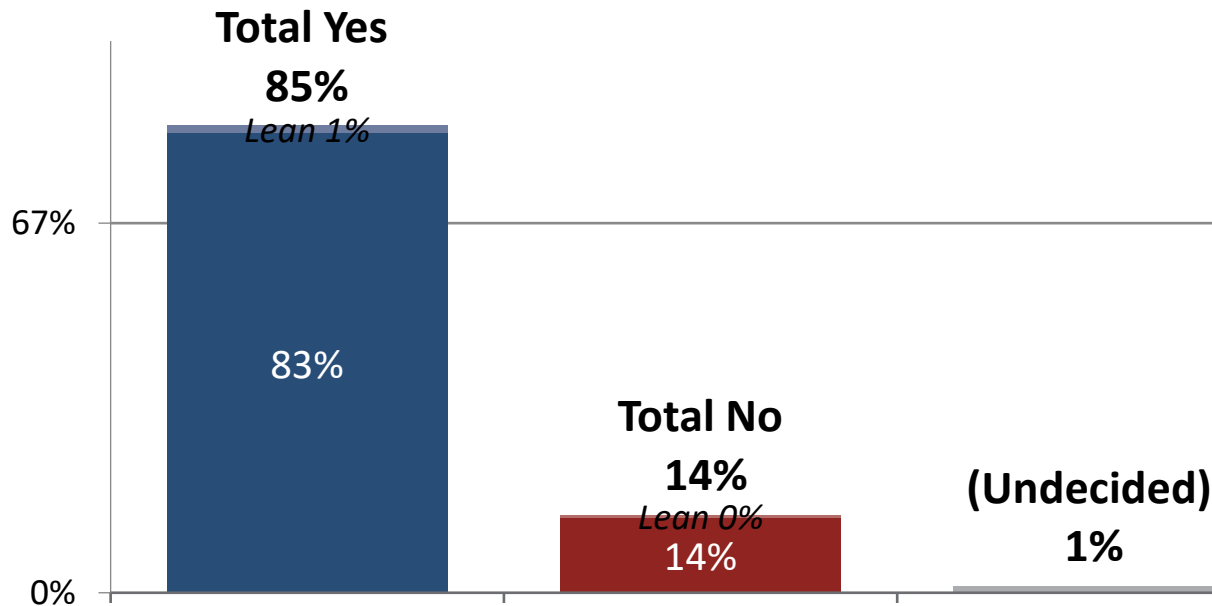
Potential Parcel Tax Measure

Parcel Tax Measure: Support Today

Today, many are supportive of a renewal at \$150; support for a renewal and increase to \$148 is hovers at the 2/3 threshold.

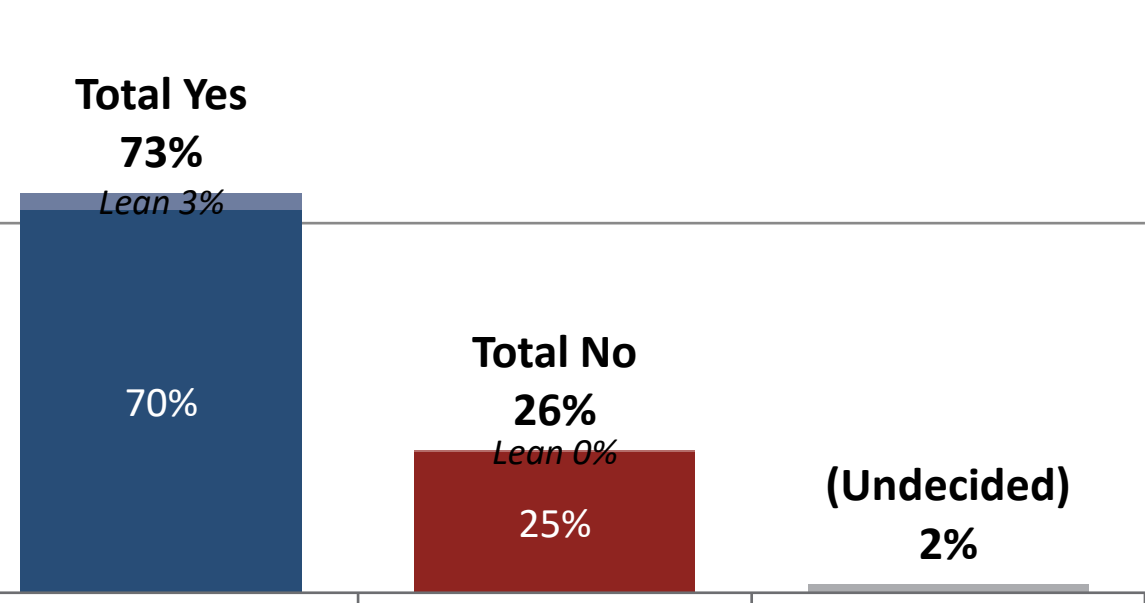
RENEWAL: \$105

*Without increasing current tax rates, shall the measure to protect/improve library services throughout Oakland, including providing safe places for children/teens; providing senior programs and homelessness outreach, resources, and services; keeping neighborhood libraries open by renewing funding **at the current \$105 rate** per single family parcel and other parcel types at specified rates, **providing about \$16,000,000 annually for 30 years**, with audits, citizens' oversight, and exemptions for low-income seniors/residents, be adopted?*



RENEWAL + INCREASE: \$148

*Shall the measure to protect/improve library services throughout Oakland, including providing safe places for children/teens; providing senior programs and homelessness outreach, resources, and services; keeping neighborhood libraries open by renewing funding **at a new rate of \$148** per single family parcel and other parcel types at specified rates, **providing about \$22,500,000 annually for 30 years**, with audits, citizens' oversight, and exemptions for low-income seniors/residents, be adopted?*

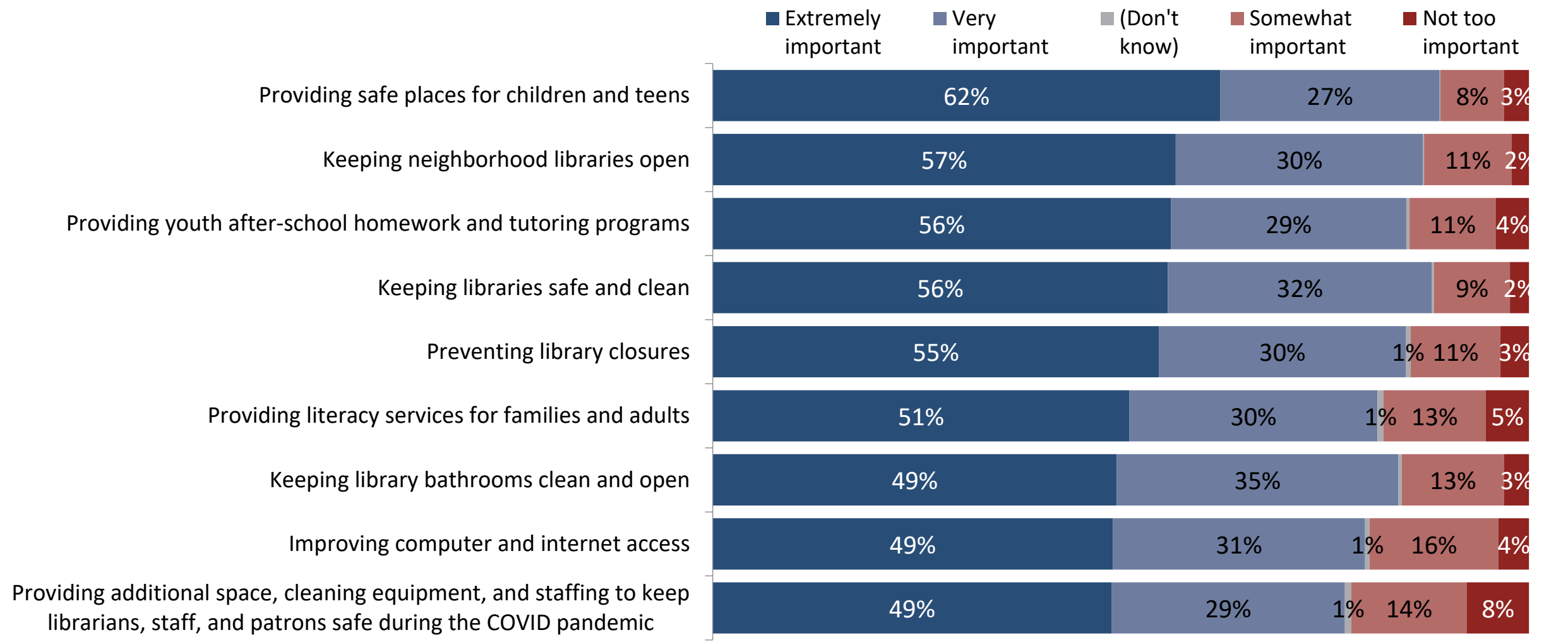


Q7. If the election were held today, would you vote yes to approve or no to reject this measure?

Note: a split-sample methodology was used to test each measure separately and exclusively; each sample: n=300, MoE ±5.6 % pts

Measure Components

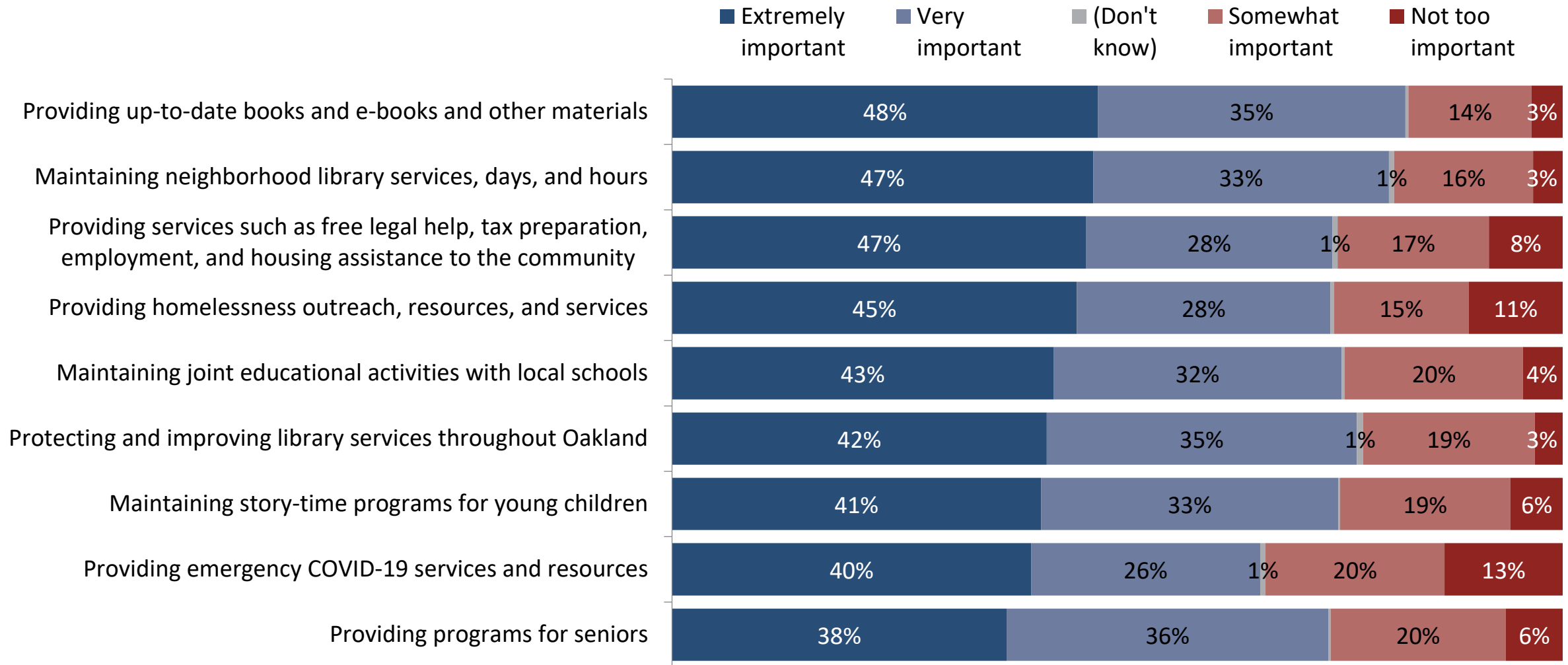
The measure components tested are important to many voters—particularly providing safe places for children and teens.



Q11-28. I'm going to read you a list of items that could be included in the Oakland Public Library parcel tax measure. After each one, please tell me how important that item is to you.

Measure Components

Other measure components are also important to many.



Q11-28. I'm going to read you a list of items that could be included in the Oakland Public Library parcel tax measure. After each one, please tell me how important that item is to you.

Example Messages Tested

Messages tested in the poll, both in favor and against a measure, were compelling to many voters.

Supportive Messaging

Safe Place for Youth:

Oakland’s libraries provide a safe place for children and teens to do their homework and participate in afterschool programs. This measure will allow our libraries to continue programs and resources for children and teens helping to keep them engaged in positive and creative activities and preparing them for careers and higher education.

Sample A Only – Renewal:

This measure is not a tax increase. It simply renews the existing tax rate and doesn’t increase what taxpayers currently pay.

Community Resource:

Oakland’s libraries are valuable community resources that help Oakland residents find jobs, get free legal advice, housing assistance, borrow tools, enroll in health insurance, and learn other important life skills. This measure will allow our libraries to continue providing these important programs and resources to the community.

Opposition Messaging

Manage Funds:

Instead of asking taxpayers for more money, politicians should find more funding for libraries in the City’s budget by reducing waste and cutting excessive pay and benefits. They just need to tighten their belts and manage their money better.

Taxes Too High:

Now is not the time for this major tax increase for libraries. Taxes are already too high, and people are losing their jobs and their homes as a result of the COVID-19 pandemic. We cannot add more burden on families who are already struggling.

City Taking Funds:

This measure is a trick. The City says this is for libraries, but in reality it just puts the burden of supporting libraries on taxpayers and frees up City money for them to use however they want.

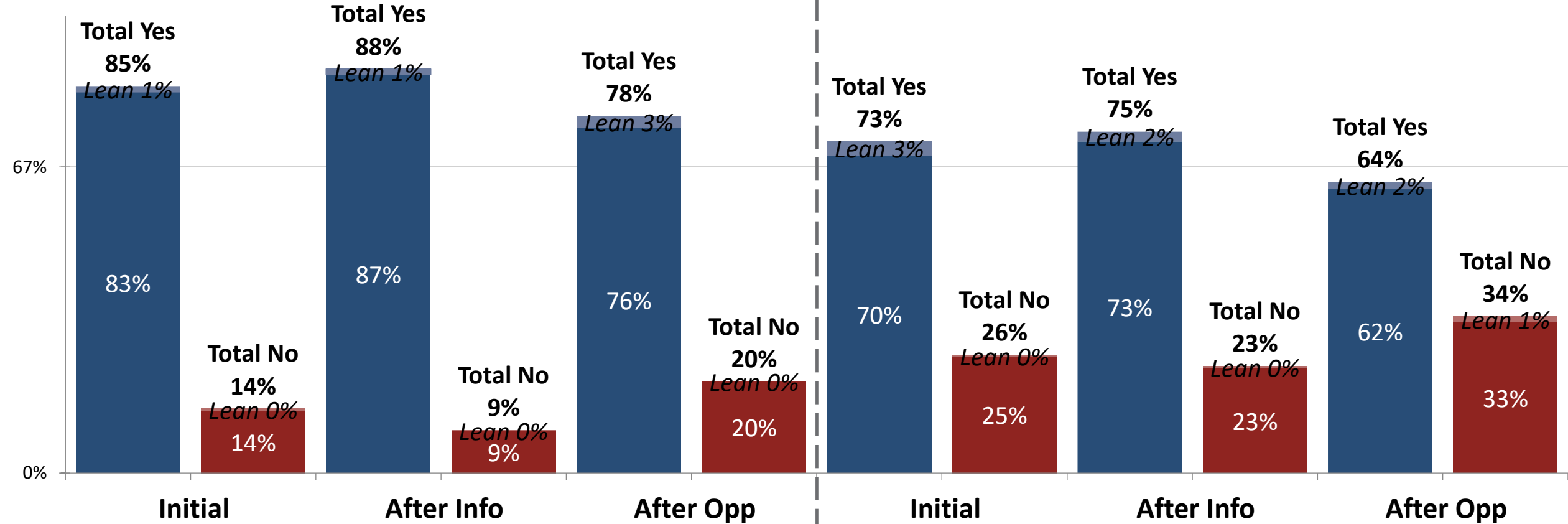
Q29-38, 40-45. Next I’d like to read you some statements from people who support/oppose the measure. After each one, please tell me how convincing that statement is as a reason to vote for/against the measure—very convincing, somewhat convincing, not too convincing, or not at all convincing.

Vote Progression

Positive messaging helped to solidify support and opposition messaging was impactful.

RENEWAL: \$105

RENEWAL + INCREASE: \$148



Q7, Q39, Q46. Would you vote yes to approve or no to reject this measure?

Note: a split-sample methodology was used to test each measure separately and exclusively; each sample: n=300, MoE ±5.7 % pts

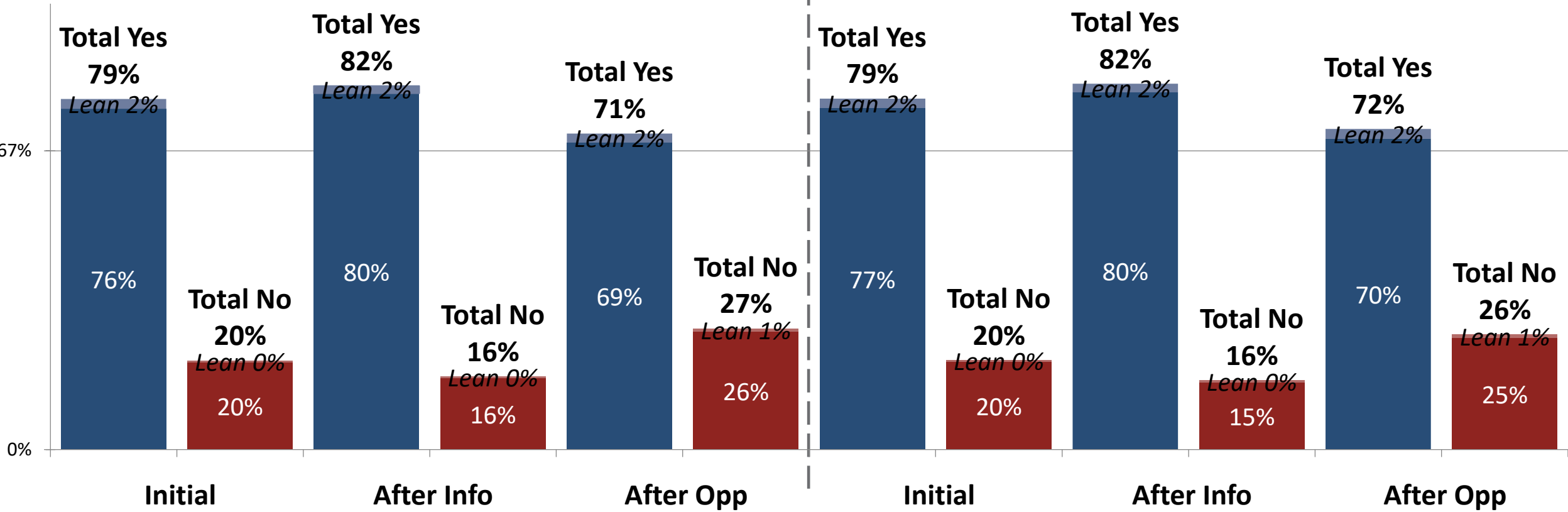
Vote Progression, by Electorate

Statistically, there is no difference in support for a measure between the likely June and likely November electorates.

Average of both ballot questions shown

Likely November 2022 Voters

Likely June 2022 Voters



Note: likely Nov '22 n=600, MoE ±4.0 % pts; likely June '22 n=420, MOE ± 4.8 % pts

Conclusions & Recommendations

- ▶ Voters are supportive of a measure to renew the parcel tax at the current \$105 rate. A measure that would renew the parcel tax with an increase has some support among voters but is much more vulnerable.
- ▶ These are reassuring numbers, but the recent environment has been volatile, and we shouldn't take anything for granted.
- ▶ A campaign effort is recommended to help solidify support and get ahead of potential opposition to a measure.
- ▶ Statistically, there is no difference in support between the likely November and June electorates—other factors should be considered in this the timing of the measure.
- ▶ There may be some potential for adjustments to the components highlighted in the ballot question; however, the measure components tested are important to many.



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