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Telephone Survey of Likely November 2016 Oakland Voters Conducted for: City of Oakland June 2016

Methodology

- Telephone Survey of Likely November 2016 Voters in Oakland
- Survey conducted June 19 – 23, 2016
- 400 total interviews conducted citywide
- Margin of Error = ± 4.9 percentage points
- Interviews conducted by trained, professional interviewers in English, Spanish and Chinese
- Respondent demographics reflect those of likely November 2016 voters
- ▶ Where applicable, results are compared to a previous survey:
 - February 14-18, 2016; n=606, MoE: $\pm 3.98\%$, EMC #16-5910

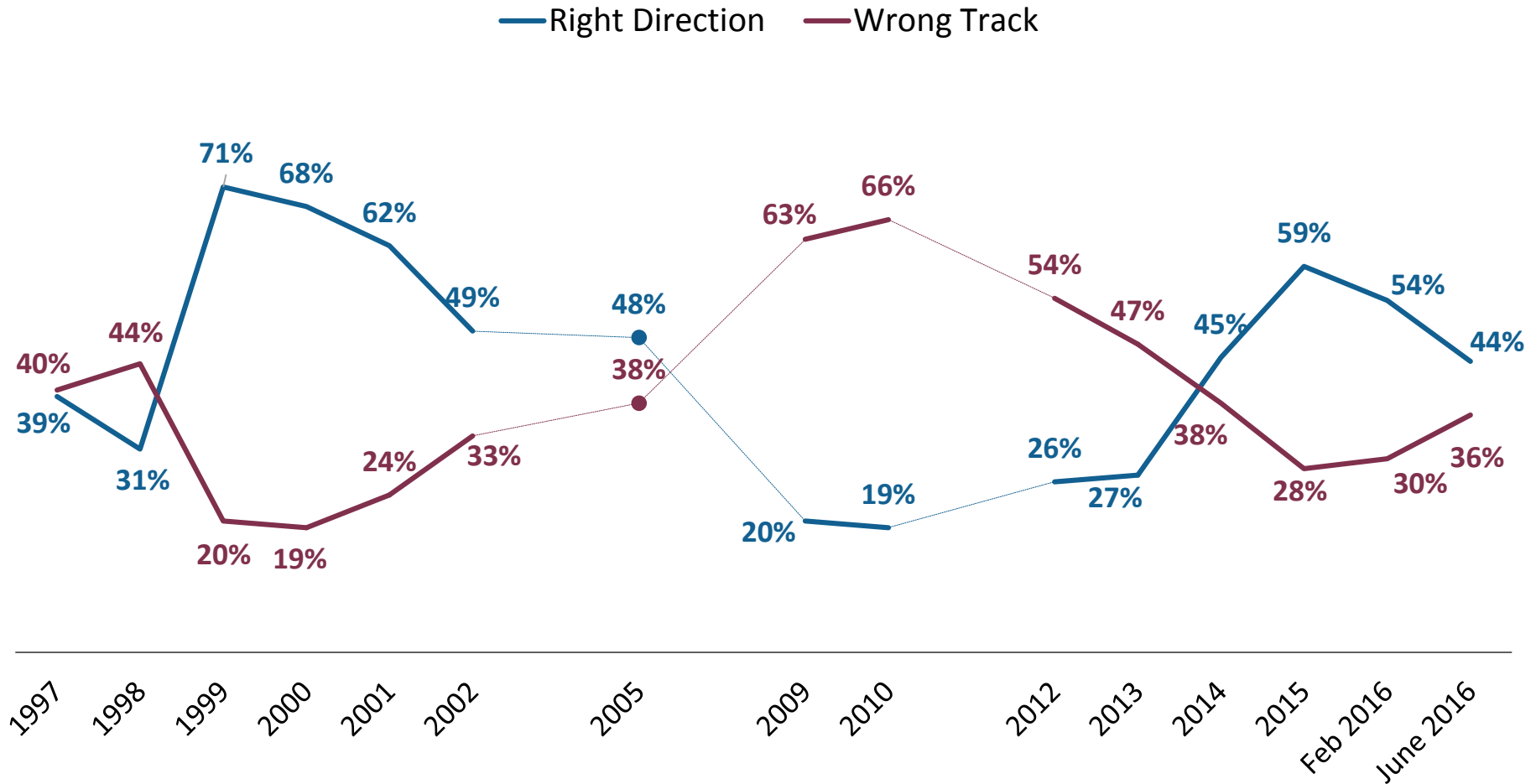
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Support for a \$600 million infrastructure bond measure for the City of Oakland is still strongly above the two-thirds threshold.
- ▶ Even in the context of two other large revenue measures on the November ballot, the Oakland infrastructure bond measure receives strong support.
- ▶ Support grows even stronger after voters hear additional information about protecting Oaklanders from displacement, and making Oakland a safe and vibrant community to live, work and raise a family.
- ▶ Negative information does little to erode support, demonstrating that there is strong support for a \$600 million bond to fund much needed infrastructure improvements throughout Oakland.

Direction of Oakland

Voter optimism is on the decline.

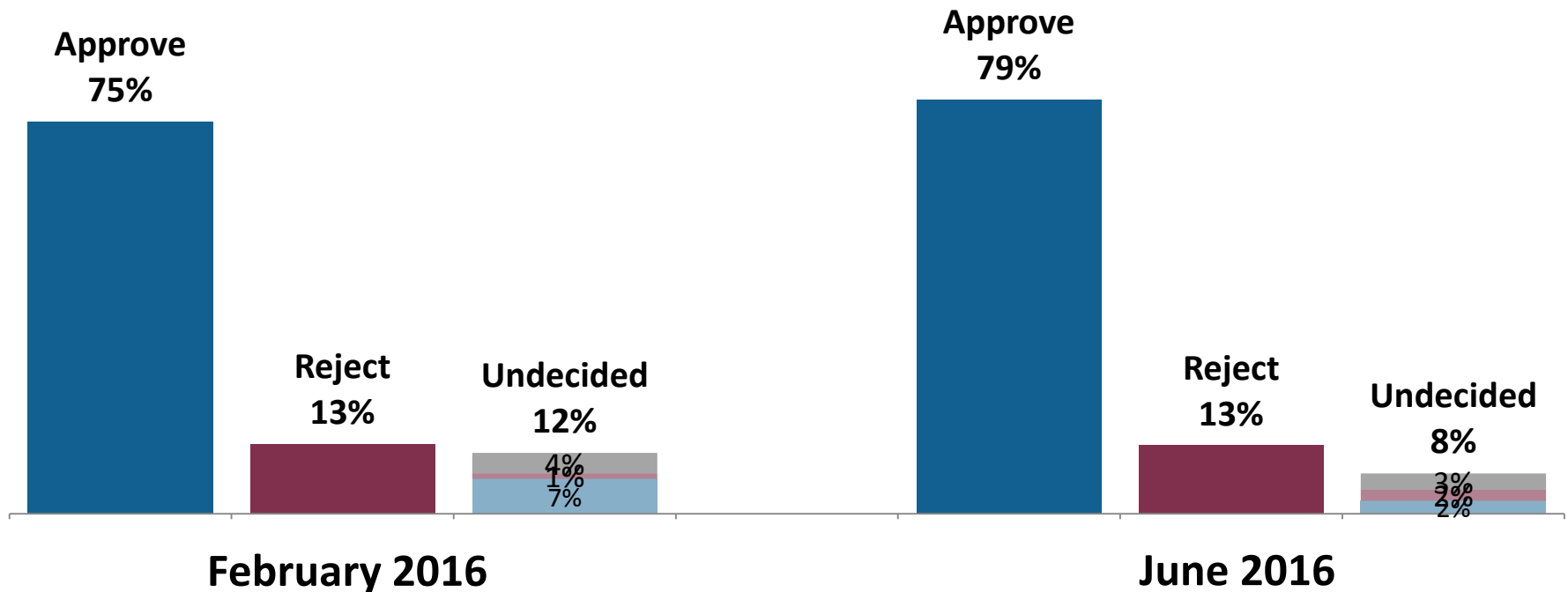


Q4. Do you think things in the City of Oakland are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Oakland Bond Measure Initial Vote

Consistent with results from February, support for a \$600 million infrastructure bond is solidly above the two-thirds threshold.

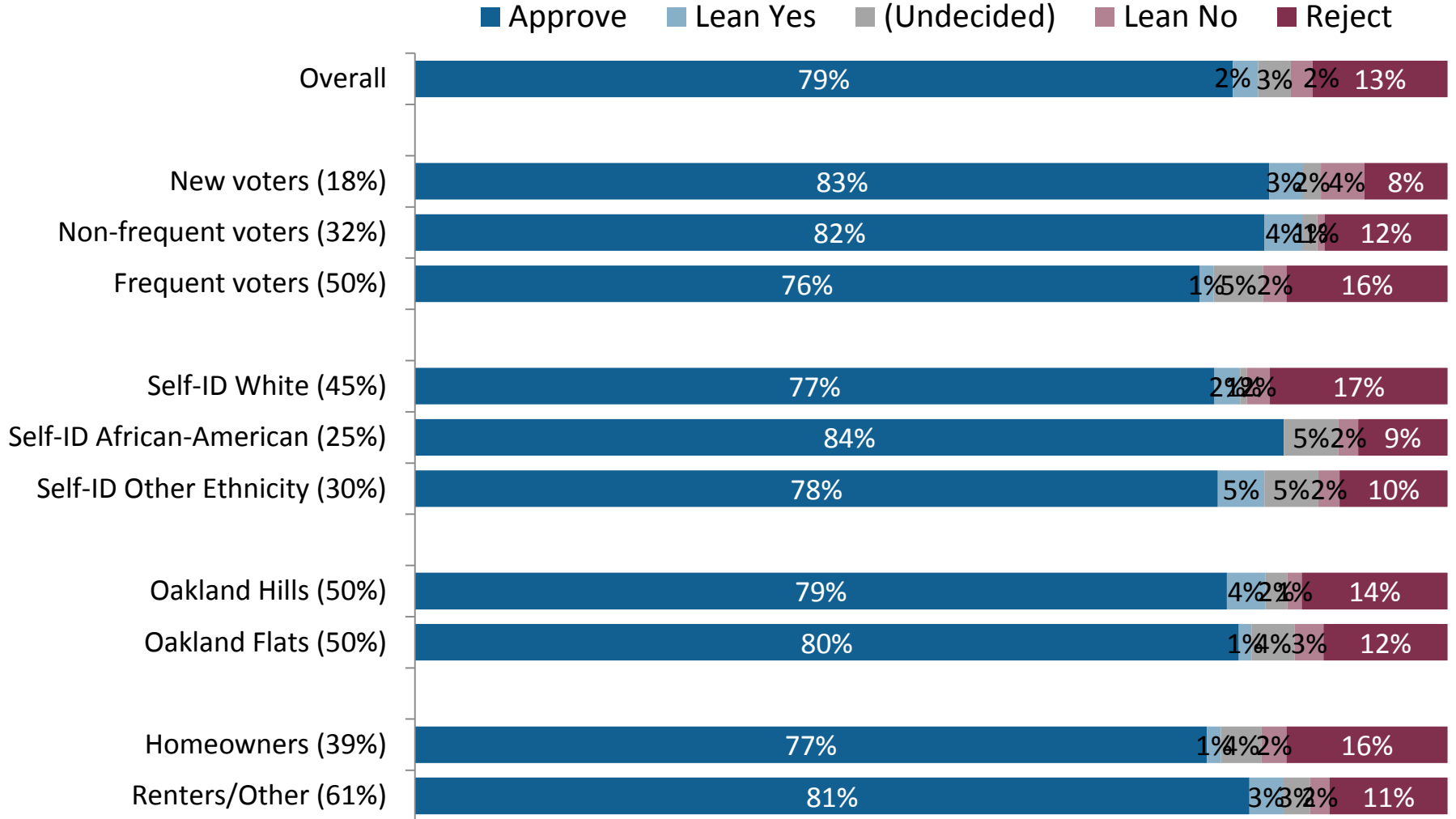
To improve public safety and invest in neighborhoods throughout Oakland by re-paving streets to remove potholes, rebuilding cracked and deteriorating sidewalks, improving bicycle and pedestrian safety, protecting affordable housing for Oaklanders, and renovating neighborhood recreation centers, playgrounds and libraries, shall the City of Oakland issue \$600 million in bonds, subject to independent citizen oversight and regular audits?



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

Oakland Bond Measure Initial Vote by Subgroup

Support for the Oakland bond measure is very strong across all demographic groups.



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

Ballot Simulation

Respondents were read three ballot measures in the following order so that all respondents heard the Oakland bond measure AFTER hearing the BART bond and the Alameda County affordable housing bond.

BART BOND: *To keep BART safe; prevent accidents/breakdowns/delays; relieve BART crowding and traffic congestion; reduce pollution; and improve earthquake safety and access for seniors/people with disabilities by replacing and upgrading 90 miles of severely worn tracks; tunnels damaged by water intrusion; 44-year-old control system infrastructure; and other deteriorating/aging infrastructure shall the Bay Area Rapid Transit District issue **\$3.5 billion** of bonds subject to independent oversight and annual audits?*

ALAMEDA COUNTY AFFORDABLE HOUSING BOND: *To provide affordable local housing and prevent displacement of vulnerable populations, including low and middle-income individuals and families, working households, veterans, seniors, and persons with disabilities; provide supportive housing for the homeless; and help low and moderate-income households purchase homes and stay in their communities; shall the County of Alameda issue **\$580 million** in general obligation bonds to acquire or improve real property, subject to independent citizen oversight and regular audits?*

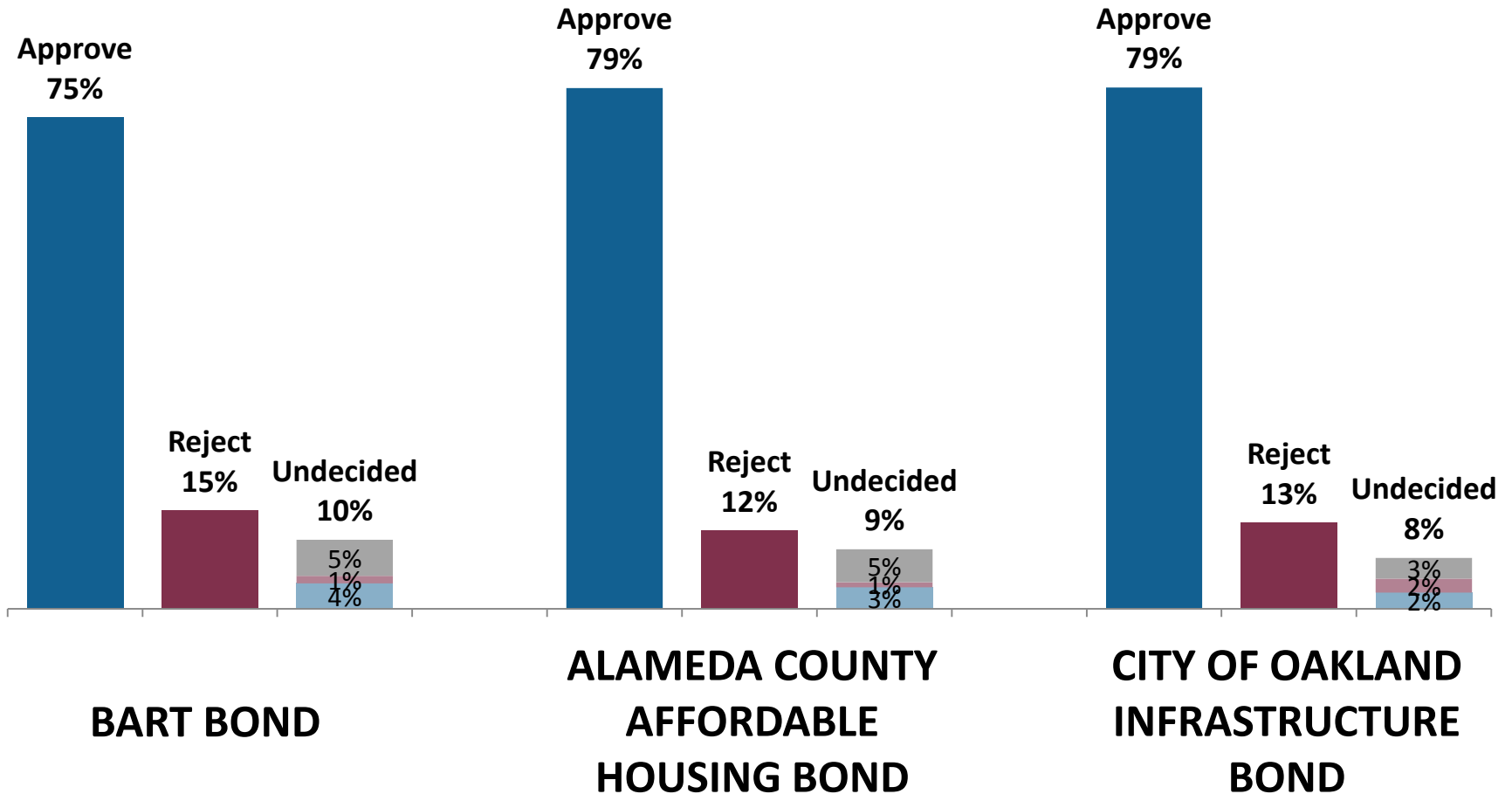
CITY OF OAKLAND INFRASTRUCTURE BOND: *To improve public safety and invest in neighborhoods throughout Oakland by re-paving streets to remove potholes, rebuilding cracked and deteriorating sidewalks, improving bicycle and pedestrian safety, protecting affordable housing for Oaklanders, and renovating neighborhood recreation centers, playgrounds and libraries, shall the City of Oakland issue **\$600 million** in bonds, subject to independent citizen oversight and regular audits?*

Q5,Q6,Q7. If the election were held today, would you vote yes to approve or no to reject this measure?

November 2016 Revenue Measures Initial Votes

Even in the context of two other big revenue measures on the ballot, support for the Oakland bond is solidly above three-quarters.

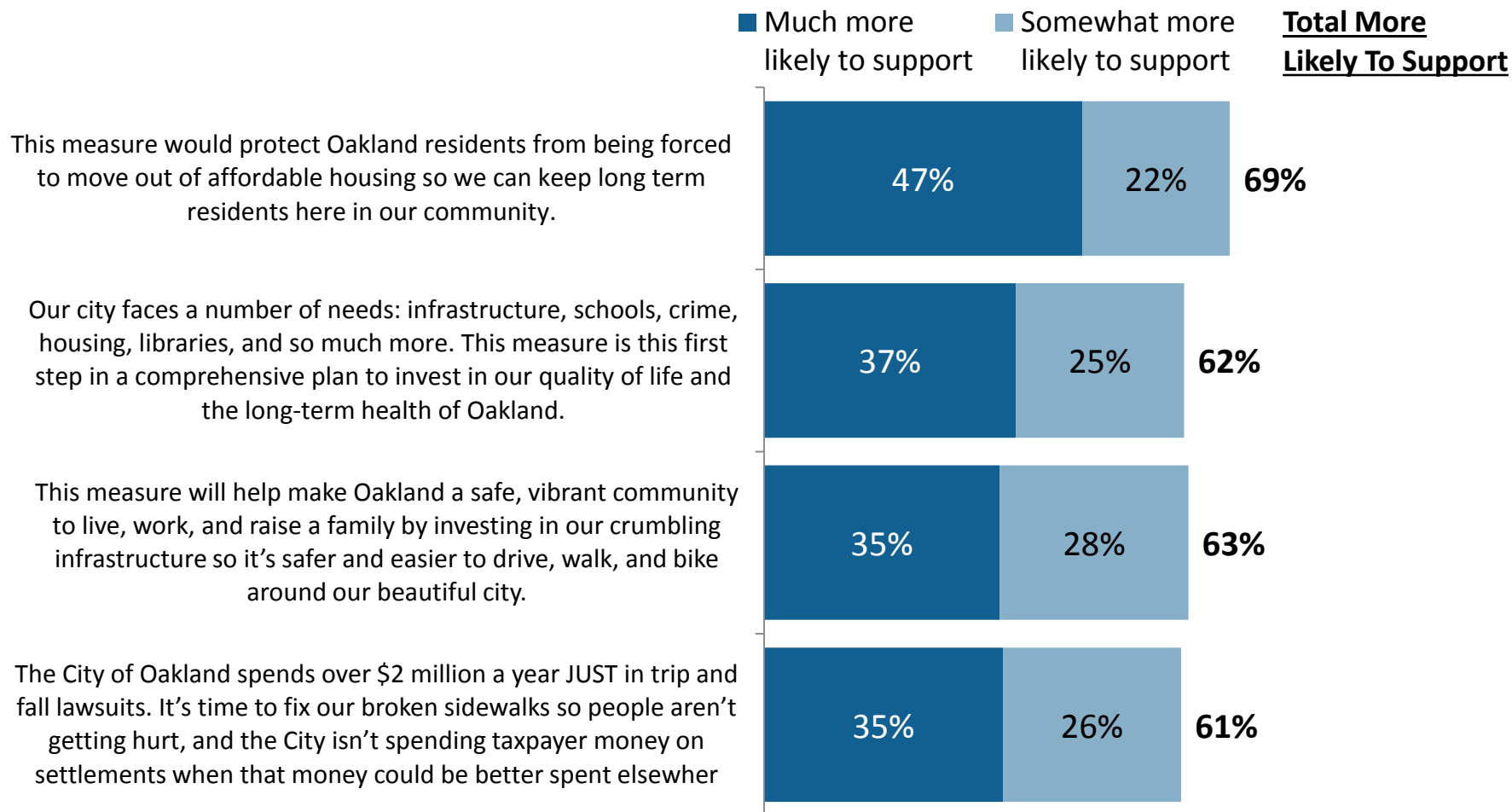
Oakland Voters Only



Q5, Q6, Q7. If the election were held today, would you vote yes to approve or no to reject this measure?

Support Messages

Voters are most compelled by information that emphasizes protecting Oaklanders from displacement from their homes, and the need to invest in the quality of life and long-term health of Oakland.



Q8-Q12. Now I'm going to read you some statements that SUPPORTERS of the proposed bond measure have said. After each one, please tell me if that statement makes you much more likely to support the measure, somewhat more likely to support the measure, or if it does not make a difference to you

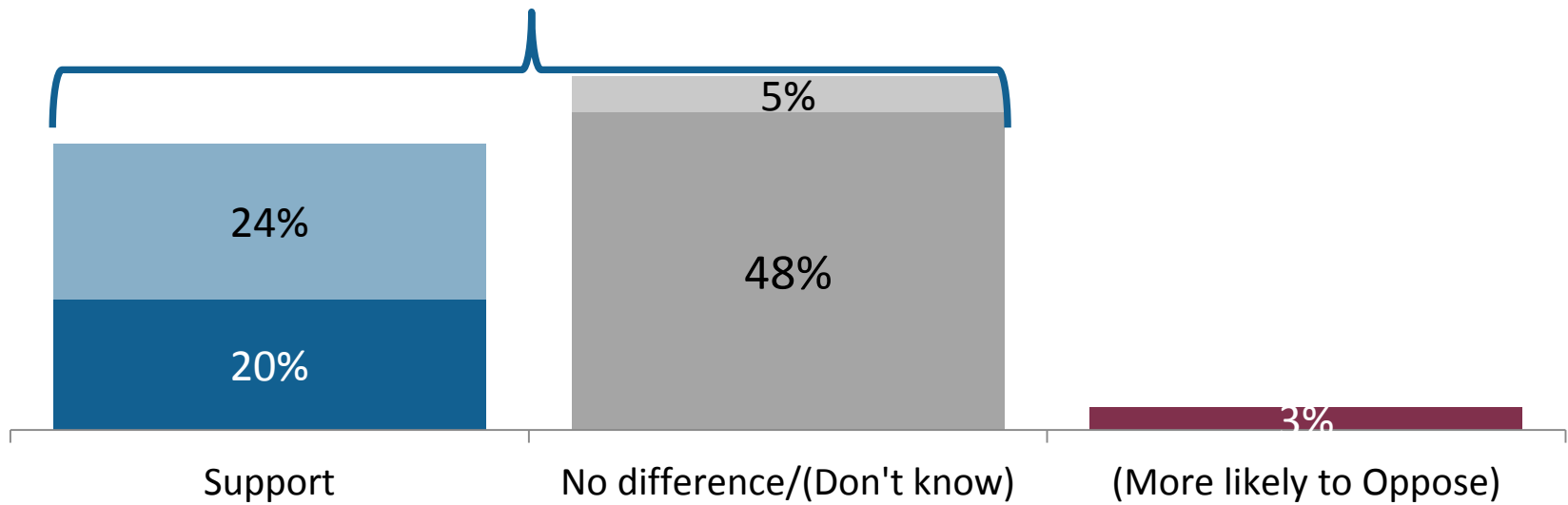
Cost

The vast majority of voters indicate that the cost is a positive or makes no difference.

This measure will cost property owners no more than \$70 per \$100K of assessed value.

- Much More Likely to Support
- Somewhat More Likely to Support
- No difference
- (Don't know)
- (More Likely to Oppose)

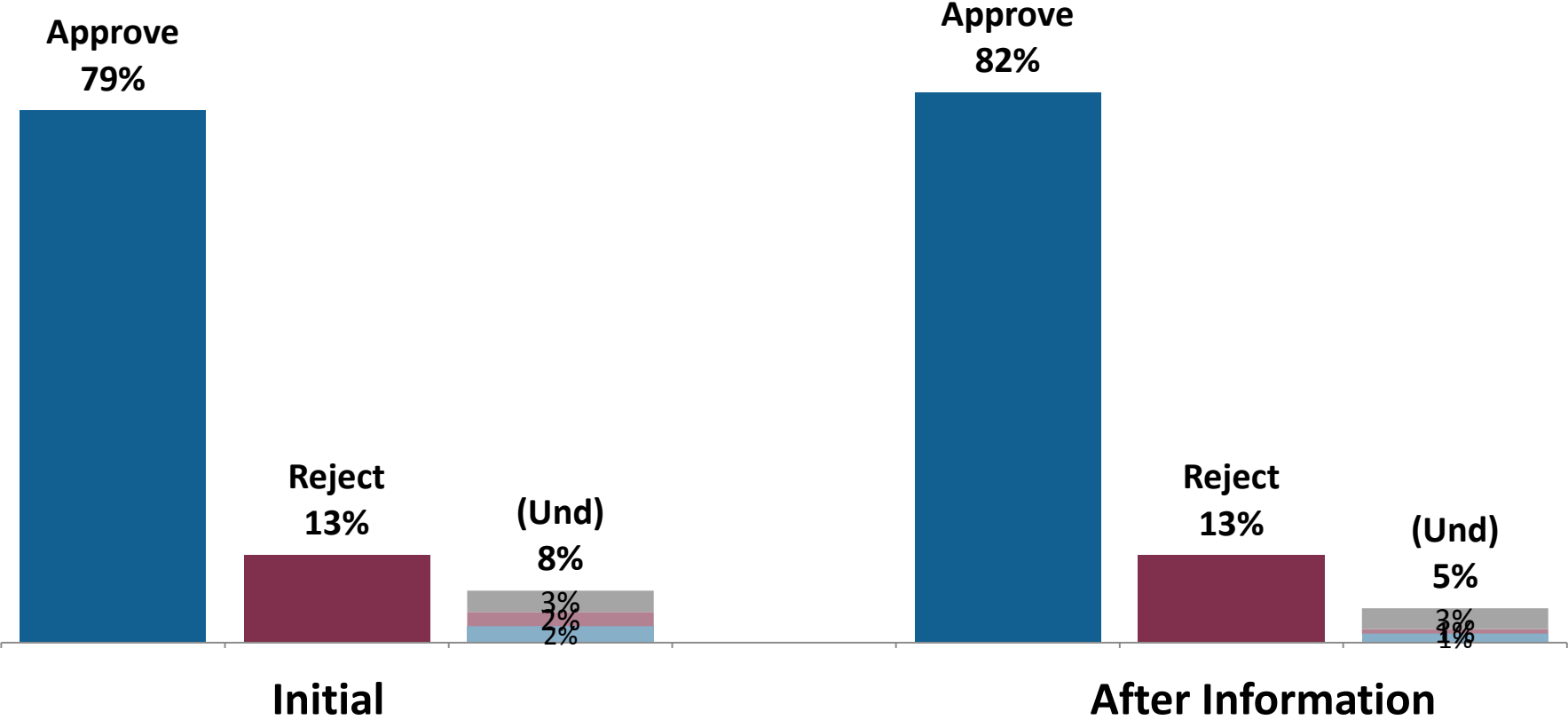
Total Support/Neutral: 97%



Q6-12. After each one, please tell me if that statement makes you much more likely to support the measure, somewhat more likely to support the measure, or if it does not make a difference to you.

Oakland Bond Measure Vote After Information

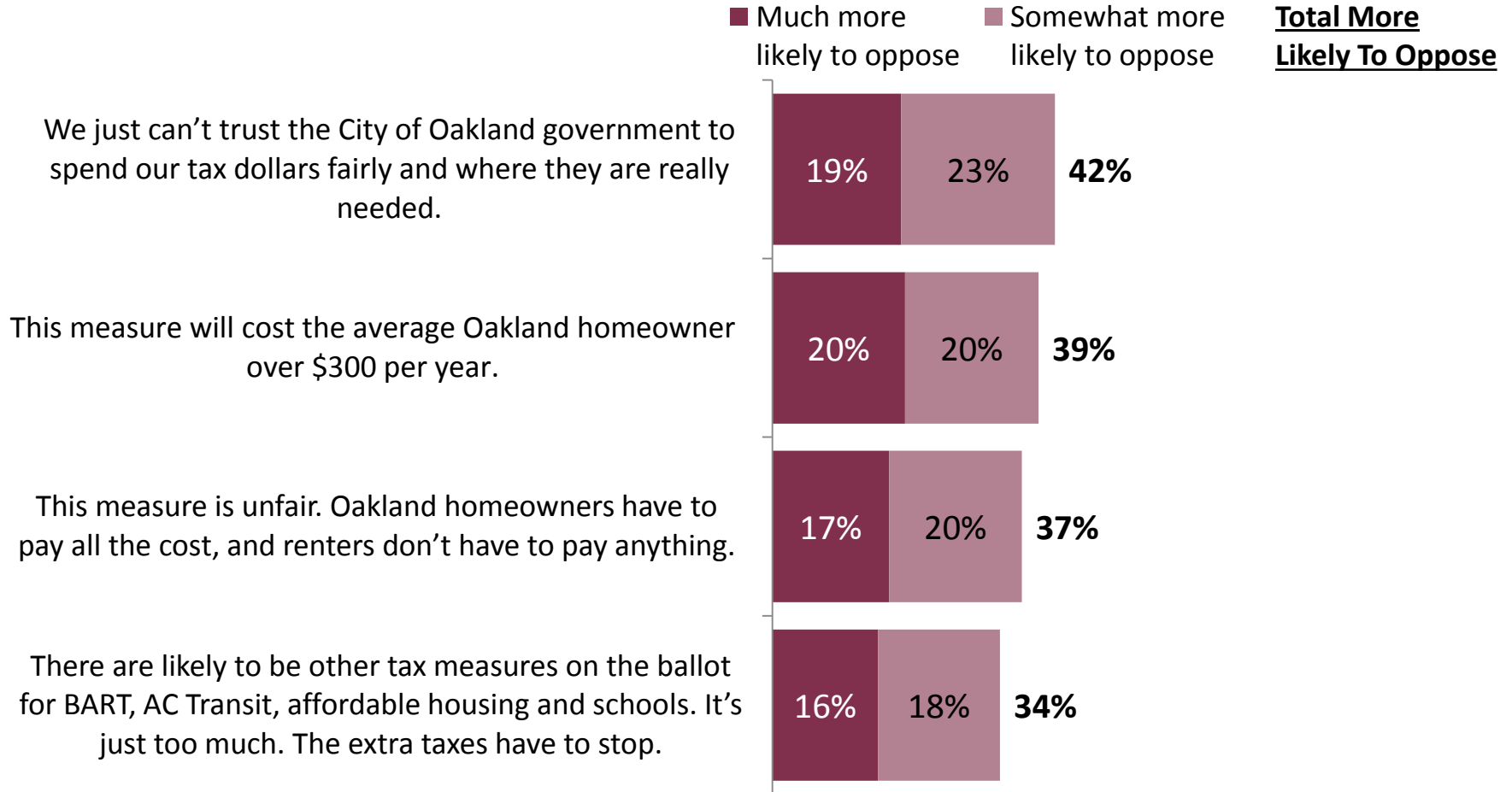
After voters hear additional information about the benefits of the bond, support grows even higher, well above three-quarters.



Q7, Q13. Given what you've heard, would you vote yes to approve or no to reject a measure that reads {City of Oakland Bond Measure}?

Opposition Messages

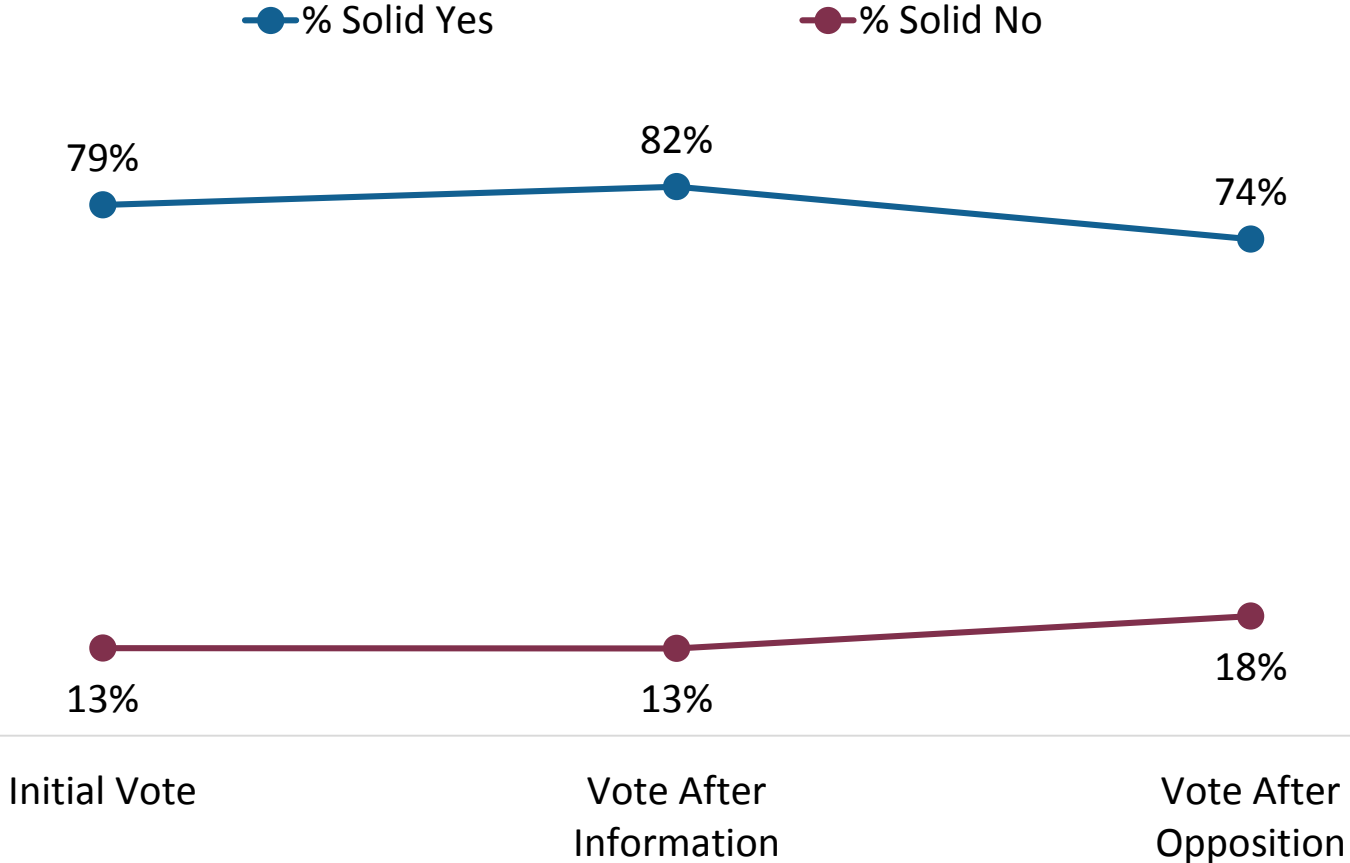
Potential opposition messages are less compelling to voters.



Q14-Q17. On the other side of the coin, I'd like to read you some things that **OPPONENTS** of the proposed bond measure have said. After each one, please tell me if that statement makes you much more likely to oppose the measure, somewhat more likely to oppose the measure, or if it does not make a difference to you.

Oakland Bond Measure Vote Progression

Even after voters hear messages from potential opponents, support for the bond remains well above the two-thirds threshold.



Q7, Q13, Q18. Would you vote yes to approve or no to reject the measure?

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