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April 12, 2005

Oakland City Council  
Oakland, California

President De La Fuente and Members of the City Council:

**SUBJECT: AN INFORMATIONAL REPORT ON THE FINDINGS OF  
THE CITY OF OAKLAND 2005 CITIZEN SURVEY ADMINISTERED BY  
THE PUBLIC OPINION RESEARCH FIRM OF FAIRBANK, MASLIN,  
MAULLIN & ASSOCIATES**

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Please find the results of the 2005 Citizen Survey attached. Dave Metz of Fairbank, Maslin, Maullin & Associates will attend the April 12<sup>th</sup> Finance & Management Committee meeting to present the results.

Respectfully submitted,

  
**DEBORAH EDGERLY**  
City Administrator



# ***City of Oakland 2005 Community Survey***

## ***Report of Survey Findings***

**Sample Size N = 1,000**

**February 2005**

320-245

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

Santa Monica - Oakland - Washington, D.C. - Mexico City

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## INTRODUCTION

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To complete the 2005 Oakland community survey, Fairbank, Maslin, Maullin & Associates (FMM&A) conducted telephone interviews with 1,000 randomly selected Oakland residents over the age of 18. The interviews took place between February 1 and February 10, 2005. The survey repeated several baseline questions that were included in similar surveys of Oakland residents conducted in 1995, 2000, and 2002. In addition, some new questions were added to this year's survey to explore citizen attitudes toward issues and City services that were not evaluated in previous studies. In order to ensure that survey respondents were representative of Oakland's population, interview quotas were established by gender and ZIP code, and the final data were weighted slightly to conform to Census data on the City's population.

The margin of sampling error for the survey sample as a whole is plus or minus 3.2 percent; for smaller subgroups of the sample, the margin of error is larger. For example, statistics reporting the opinions and attitudes of Latinos, who make up 18 percent of the sample, have a margin of error of plus or minus 7.5 percent. Thus for this and other population groupings of similar or even smaller size, interpretation of the survey's findings are more suggestive rather than definitive and should be treated with a certain caution.

This report discusses and analyzes the survey's principal findings, and examines changes in residents' attitudes and perceptions of Oakland and its City government over the last three years. Following the summary of findings, the report is divided into seven parts:

- **Part 1** examines Oakland residents' general attitudes toward the city, their perceptions of the quality of life in Oakland, and their evaluations of the most important issues facing the city.
- **Part 2** looks specifically at the characteristics Oakland residents identify as most important in making a city a good place to live, as well as the degree to which they believe the City of Oakland displays those characteristics.
- **Part 3** describes residents' general evaluation of the services provided by Oakland City government, as well as their satisfaction with a variety of very specific City services.
- **Part 4** looks at the level of resident contact with City employees and residents' impressions of the helpfulness of employees with whom they had contact.
- **Part 5** focuses specifically on public safety. It analyzes residents' feelings of safety in various parts of Oakland, as well as their level of awareness of community policing programs and their perception of those programs' effectiveness.
- **Part 6** examines the prevalence of Internet access among Oakland residents, and the frequency with which those with Internet access have visited the City of Oakland website.
- **Part 7** determines which sources of information residents use most often to obtain information about the activities of Oakland City government.

## SUMMARY OF MAJOR FINDINGS

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The 2005 community survey shows that Oakland residents continue to view the city as a good place to live. A sizable majority of residents are pleased with the Oakland's overall quality of life, and in particular offer high praise for its ethnic and cultural diversity, the ability to know one's neighbors, and the city's libraries, parks and artistic and cultural activities. At the same time, residents continue to point to education and crime as the two issues about which they are most concerned. While the 2002 community survey showed greater concern about crime and education, this year education has once again moved to the forefront of voters' minds as the issue they would most like City government to address – although local schools are an service over which the City has little direct control.

When asked to evaluate the overall quality of services, three in ten rate them as "excellent" or "good," while about half rate them as "only fair" and 18 percent as "poor." While this general pattern has held true in Oakland dating back to at least 1995, the proportion of residents offering generally favorable evaluations of the overall quality of City services has declined in the last few years since our prior survey in 2002. At the same time, residents remain satisfied with virtually all specific City services, and satisfaction ratings for those individual services have remained essentially unchanged since 2002. These findings suggest that while some residents may have taken a less favorable attitude toward City government as a whole, they still remain generally pleased with the basic services that the City of Oakland provides.

The following items stand out among the survey's specific findings:

- Sixty-one percent of Oakland residents rate the quality of life in the city as either "excellent" or "good," an increase from 52 percent in 1995, but down slightly from 65 percent in 2000 and 64 percent in 2002. Evaluations of the quality of life continue to be closely tied to residents' assessments of public safety. (Part 1.1)
- Ratings of the quality of life in Oakland are correlated with socioeconomic status. Those most likely to rate the quality of life in Oakland as "excellent" or "good" include property owners, those employed full-time or self-employed, retirees, college-educated residents, those without school-age children, high-propensity voters, and those with the highest annual household incomes. (Part 1.1)
- Education reemerged this year as one of the most salient issues in the city. Thirty-five percent volunteered the issue of education or public schools as the most serious issue they would like addressed in the City budget, despite the fact that the City does not control the budget for the public schools. This finding suggests that some residents (as is the case in many communities) may not clearly understand the way responsibilities for funding specific public services are divided between different local governments. A near-equal 29 percent named some issue related to crime (including crime generally, drug use, and gangs/juvenile violence). While the proportion who mentioned education as a top concern more than doubled from 2002, it has returned to about the same level it was at in 2000. (Part 1.2)

- For the first time this year, residents were asked to name the top *three* issues for the City to address in its budget, rather than simply naming a single issue. Education (mentioned by 54 percent as a first, second or third choice) and crime (45 percent) were still far and away the most-frequently mentioned issues. However, when the three mentions were added together, the importance of “jobs and keeping business” (18 percent), “housing costs/affordability” (14 percent), and “street maintenance” (14 percent) became more apparent. (Part 1.2)
- When respondents were asked to rate the seriousness of a variety of issues facing Oakland in a closed-ended question, the same issues emerged as most important, including “the quality of public schools”, “gangs and juvenile violence”, “a lack of affordable housing”, and “drug use and drug abuse”. Each of these issues was called “very serious” by a solid majority of residents. The proportion saying “the quality of public schools” is a “very serious” problem increased by ten points from 2002, while concern about “inefficiency in City government” rose by seven points and concern about unemployment rose by six points. (Part 1.2)
- Survey respondents were asked to rate the importance of a variety of aspects of life in Oakland, as well as their satisfaction with those same items. As in past years, public safety-related features are considered most important by Oakland residents, including having responsive fire and emergency medical services, safe neighborhoods, safe schools, recreational programs available for youth, after school programs available to children and youth, and that the city’s downtown be safe and clean. On the other hand, residents are most satisfied with characteristics of Oakland like its diversity; parks, cultural events, and libraries; being able to know one’s neighbors; and having a sense of community. (Part 2.1)
- Three in ten residents offer an “excellent” or “good” rating for “the job being done by Oakland City government in providing services to the people who live here”. This represents a ten-point decline from 2002, when 40 percent gave the City an equivalent rating. Nearly half (49 percent) rate the City’s overall performance as “only fair,” while less than one in five (18 percent) rate it as “poor.” (Part 3.1)
- At the same time, residents express satisfaction with a wide array of specific City services. Twenty out of 24 *specific services tested* received satisfaction scores of 5.0 or higher on a ten-point scale. As in past years, residents feel particularly positive about recycling pick-up, garbage and yard waste pick-up, fire prevention and protection, street lighting in their neighborhood, and library services. (Part 3.2)
- Four services had satisfaction ratings below 5.0, but still over 4.0 on the ten-point satisfaction scale: programs to prepare Oakland residents for emergencies like earthquakes or floods, repair of broken sidewalks, managing City government finances, and repair of potholes in City streets. (Part 3.2)
- As in 2002, when asked to suggest ways that the City could improve its services, residents most frequently called for improved customer service or improved communication with city residents (ideas raised by 25 percent of those offering a suggestion), or improved public safety services (24 percent). (Part 3.3)

- One-third of Oakland residents report having had contact with a City employee over the past two years, essentially the same proportion that reported having such contact in 1995, 2000, and 2002. More than seven out of ten (72 percent) of those who had contact with a City employee describe the employee as “helpful” (also unchanged from 2002). The City departments most often contacted include police, planning and permitting, traffic and parking, and the offices of the City Clerk and City Council. (Part 4.1)
- Residents are divided in their perception of crime rates in Oakland. Just under one in three (28 percent) residents believe crime in their neighborhood has increased over the last five years, while a nearly-equal 26 percent think it has decreased. These numbers are little changed from 2002, but differ from 2000 when 21 percent believed neighborhood crime had increased and 33 percent perceived it as having decreased. (Part 5.1)
- As in past years, just over eight in ten residents feel safe in their own neighborhood during the day, while about half feel safe in their neighborhood at night. Perceived safety downtown is slightly lower during the day, but drops precipitously at night (74 percent during the day to 29 percent at night). Approximately two-thirds feel safe during the day at their nearest park, while 25 percent feel this way at night. These numbers have fluctuated only slightly over the years, although the proportions who say they feel “unsafe” in various locations have increased slightly. (Part 5.1)
- When asked to name the most serious public safety problem in their neighborhood, the most frequent responses were drugs, robberies or muggings, and unsafe driving. Concern with unsafe driving has increased dramatically since 2000, while concern about drug use and abuse has steadily declined over the same time period. The proportion naming gangs/juvenile violence as their area’s most serious public safety problem has also increased, from five percent in 2000 and six percent in 2002 to 10 percent in the current study. (Part 5.2)
- Forty-four percent of Oakland residents have heard about the City’s community policing program, down slightly from 49 percent in 2002 and 48 percent in 2000. Six out of ten believe the program is effective, while 23 percent believe it is not effective. In addition, there is a link between awareness of community policing and belief in its effectiveness. The more residents have heard about the program, the more likely they are to rate it as effective. These results are little changed from previous years, although perceptions of the effectiveness of community policing do appear to have diminished slightly over time. (Part 5.3)
- Just under seven out of ten (68 percent) residents report having a personal computer at home or work with a connection to the Internet. Generally speaking, Oakland residents with Internet access tend to be younger, better-educated, more affluent, and are more likely to be white than those who do not have such access. In these respects, demographic patterns of Internet access in Oakland are reflective of larger national trends. (Part 6.1)
- Among those residents with Internet access, half (50 percent) have visited the City of Oakland’s website – up significantly from 38 percent in 2002. (Part 6.2)

- For the first time this year, residents were asked which sources of information they use most often to find out what “Oakland City government is doing.” The highest proportion, 50 percent, said they rely most on television news. Two in ten (19 percent) rely most on The Oakland Tribune newspaper, followed by ten percent who rely on another newspaper in Oakland. Six percent rely on word of mouth, while four percent each turn to radio news or the City’s website. (Part 7)

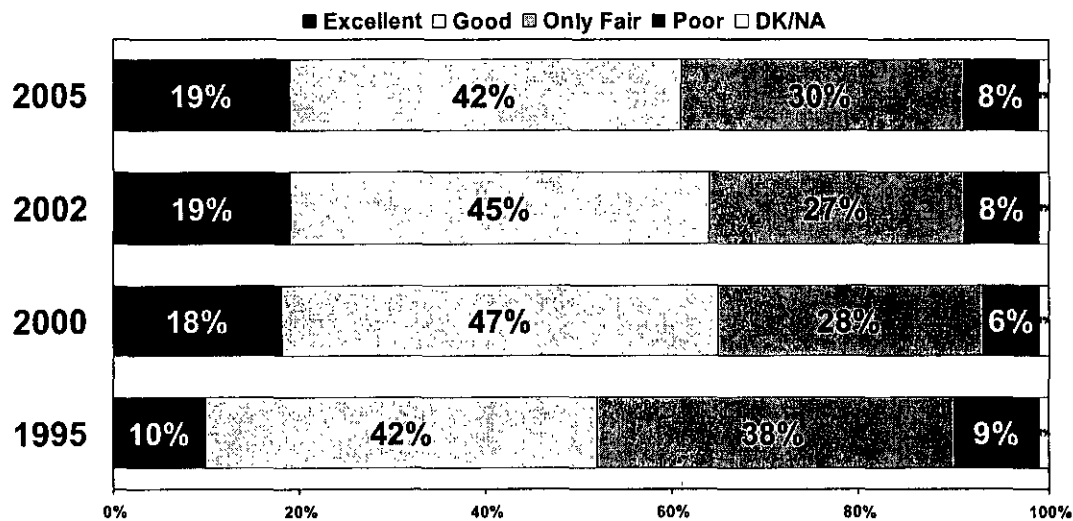


**PART 1: THE QUALITY OF LIFE AND MAJOR ISSUES IN OAKLAND**

**1.1 Quality of Life in Oakland**

Oakland residents remain generally satisfied with the quality of life in the city, with 61 percent of Oakland residents rating it as either “excellent” or “good” (as illustrated in Figure 1 below). About one in five has strongly positive feelings (rating the quality of life as “excellent”), while more than twice as many (42 percent) offer the more qualified evaluation of “good.” Thirty percent of Oakland residents rate the quality of life in the city as “only fair,” while eight percent rate it as “poor.” These ratings are essentially the same as those observed in 2002 and 2000, but represent a significant improvement from 1995 when a slim 52-percent majority rated the City’s quality of life as “excellent” or “good.”

**FIGURE 1:  
 RESIDENTS’ EVALUATION OF THE QUALITY OF LIFE IN OAKLAND,  
 1995 THROUGH 2005**



As was the case in 2002 and 2000, these results show that – not surprisingly – opinions about the quality of life in Oakland are correlated with socioeconomic status. The demographic groups most likely to rate the quality of life in Oakland as “excellent” or “good” include property owners, those employed full-time or self-employed, retirees, college-educated residents, those without school-age children, high propensity voters, and the more affluent.

Unlike in previous years, there was little difference by age in the current study, with 60 percent of those under the age of 50 and 66 percent of those older saying Oakland is an “excellent” or “good” place to live. In 2002 and 2000, residents ages 50 or older were more likely (by 12 and 14 points, respectively) than younger residents to have a positive overall view of the city’s quality of life. For the first time this year, the newest residents of the city (those living in Oakland less than five years) were slightly more likely to have

a positive impression of its quality of life, with 69 percent giving this response compared to 60 percent of longer-term residents.

On the other hand, those less satisfied with the quality of life in Oakland (those most likely to label it “poor” or “only fair”) also have the same demographic profile as in previous years, and tend to include residents for five years or more, renters, those who work part-time, homemakers, the unemployed, the least educated, non-whites, those with school-age children, those not registered to vote, low-propensity voters, residents for whom English is not their primary language, those under the age of 30, and those with annual household incomes under \$30,000 per year.

For the first time this year, opinions on the quality of life in Oakland differed among African-American men and women and Asian-American men and women. While 67 percent of African-American men view Oakland’s quality of life positively, 49 percent of African-American women do. In fact, half (51 percent) of African-American women believe Oakland is only a “fair” or “poor” place to live, compared to 33 percent of African-American men. Among Asian-American residents, women are more positive (59 percent “excellent”/“good”) than are men (41 percent). Asian-American men (55 percent “fair”/“poor”) are more likely to see things in a negative light than Asian-American women (41 percent).

Positive feelings about the general quality of life in Oakland continue to be strongly related to positive feelings about aspects of City government and services. Four out of five residents who find the quality of Oakland’s City services to be “good” or “excellent” also said that their quality of life is “good” or “excellent.” However, 54 percent of those who rate City services as “only fair” or “poor” have a positive view of the city’s quality of life. These numbers are nearly identical to those observed in 2002 and 2000.

Continuing another trend from years prior, there is a striking relationship between respondents’ perceptions of the safety of their neighborhoods and their general evaluations of the quality of life in Oakland. As shown in **Figures 2 and 3**, residents who perceive their neighborhood to be safe (either at night or during the day) are far more likely to offer positive evaluations of the quality of life in the city than are those who feel unsafe in their neighborhoods.

**FIGURE 2:  
 RELATIONSHIP BETWEEN PERCEPTIONS OF NEIGHBORHOOD SAFETY DURING  
 THE DAY AND EVALUATIONS OF THE QUALITY OF LIFE IN OAKLAND,  
 2000-2005**

Quality of Life in Oakland	Feel Safe During the Day			Feel Unsafe During the Day		
	2005	2002	2000	2005	2002	2000
<i>Excellent/Good</i>	69%	70%	71%	24%	30%	37%
<i>Only fair/Poor</i>	30%	29%	29%	76%	67%	63%

**FIGURE 3:  
RELATIONSHIP BETWEEN PERCEPTIONS OF NEIGHBORHOOD SAFETY AT NIGHT AND EVALUATIONS OF THE QUALITY OF LIFE IN OAKLAND,  
2000-2005**

Quality of Life in Oakland	Feel Safe <u>At Night</u>			Feel Unsafe <u>At Night</u>		
	2005	2002	2000	2005	2002	2000
<i>Excellent/Good</i>	78%	79%	77%	42%	46%	51%
<i>Only fair/Poor</i>	21%	20%	23%	57%	52%	49%

In fact, as the tables make clear, residents who feel unsafe during the day or at night are more likely than they have ever been in previous years to have an “only fair” or “poor” impression of Oakland’s quality of life. While three out of four (76 percent) residents who feel unsafe during the day give this response, just 67 percent did so in 2002 and 63 percent in 2000. Similarly, 57 percent of those who feel unsafe in their neighborhood at night now rate the city’s overall quality of life as “only fair” or “poor,” an increase from 52 percent in 2002 and 49 percent in 2000.

As in previous years, those who feel that crime has increased in recent years are also more likely to say Oakland is only an “only fair” or “poor” place to live, with 48 percent giving this response compared to 35 percent of those who believe crime has stayed the same and 34 percent of those who feel it has decreased.

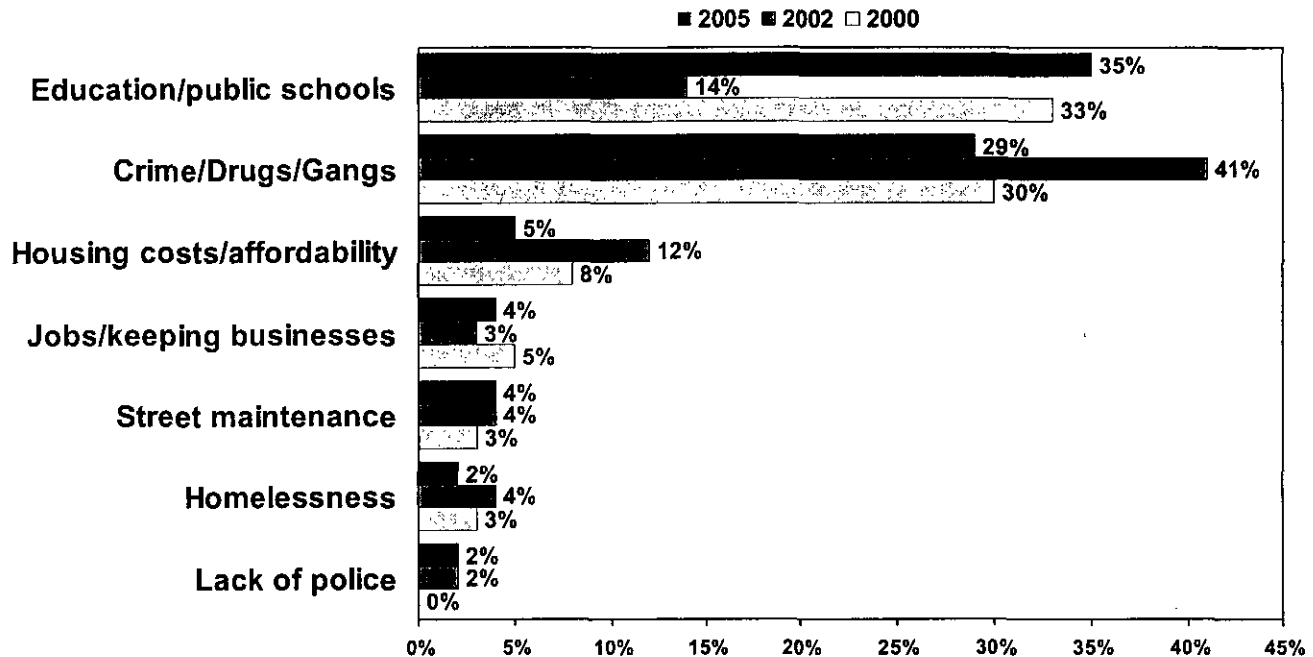
### 1.2 Issue Concerns

As in previous years, survey respondents were asked to name the most serious issue that they would like Oakland’s City government to address. The question was open-ended, and respondents were not offered a list of potential responses. This year the wording was changed slightly, with residents being asked to name the three most serious issues facing residents of Oakland that *they would like to see prioritized in the City government budget*. In previous years they were asked the most serious issue facing the residents of Oakland that *you would like to see City government do something about*.

In 2000, one-third (33 percent) of residents named education as their top concern (making it the most-frequently mentioned issue). However, in 2002, just 14 percent said education issues concerned them most. Concern about education rose back to the levels seen in 2000 in the current study, with 35 percent saying education/public schools and public schools are the most serious issue facing Oakland (as illustrated in Figure 4 on the following page). While residents’ tendency to name education as the top priority to be addressed the City budget unquestionably reflects widespread concern about local public

schools, it also most likely reflects some misunderstanding of the way those schools are financed, since the City has no direct control over the budget for local public schools.

**FIGURE 4:**  
**THE MOST SERIOUS ISSUE FACING OAKLAND, 2000-2005**  
*(Open End; Includes Only Responses Over 1%; Responses Grouped)*



In the current study, crime-related issues were mentioned as the most serious problem to be addressed in the City budget by 29 percent of those polled, with 22 percent specifically saying “crime”, four percent naming “drugs”, and three percent “gangs and violence.” This response is down from the 41 percent who mentioned crime-related issues in 2002, and is at about the same level as the 28 percent who gave this response in 2000. As education has returned to the forefront as a concern for more residents, concern about crime has been slightly suppressed. However, crime clearly remains one of the top issues about which Oakland residents are concerned. In the current study, no other issue than crime and education was named by more than five percent of respondents as their top priority for City government to address.

In 2002, we speculated that the increased concern about crime may have been influenced by the timing of the survey. There were a number of highly publicized shootings in Oakland during the time the survey was in the field, and media coverage of these events may have heightened awareness and concern about crime. The decline in concern suggests that this speculation in 2002 may have been accurate, although it is unlikely to completely explain the rather sizable shift in public sentiment.

A few key demographic distinctions in residents’ attitudes regarding the key issues of education and crime are highlighted below:

**Education:** Education was named as the most serious issue facing the City by at least 30 percent of every major demographic group analyzed. There were a few notable differences in reaction:

- Those with school-age children (42 percent) were more likely to name education as the most serious problem for the City to address than were those without children (32 percent).
- Employed residents (40 percent) showed more concern about education than homemakers (29 percent), unemployed residents (29 percent) or retirees (23 percent).
- Concern about education increased with residents' educational attainment. While 22 percent of those with a high school education or less volunteered this issue as the most serious one to be addressed in the City budget, 45 percent of those with a college education or post-graduate school education did so.
- Education was named as a top concern by more white residents (44 percent) than non-white residents (32 percent). It was particularly strong with white residents ages 18 to 49 (51 percent) as compared to those older (34 percent). Asian-American residents age 18 to 49 also named education in stronger numbers (41 percent) than those older (11 percent). The discrepancy by age was not as pronounced among African-Americans and Latinos.
- Those who rarely or never vote (15 percent) and those for whom English is not their primary language (12 percent) were least likely to volunteer education as the most important issue for the City to address (but were most likely to name crime).
- The proportion naming education as the top concern was also greater among the more affluent (46 percent of those earning \$75,000 or more per year) than among the less affluent (31 percent of those earning less than \$30,000).
- While women overall were only slightly more likely than men to cite education as the City's most serious issue, college-educated women were highly likely to express concern about it (52 percent).

In general, these same subgroups showed elevated levels of concern about education in 2002 and 2000 as well.

**Crime:** As in 2002, concern about crime is far-reaching, with 25 percent or more residents volunteering it as the most serious issue regardless of level of education, ethnicity, voting history, age, gender, income, or employment. There were differences, however, in the proportion of residents among various subgroups naming the issue as the most serious issue to be addressed in the City budget.

- Homemakers (51 percent) and retirees (33 percent) are more likely to consider crime to be the most serious problem than those who are employed (approximately 27 percent) or unemployed (25 percent). In 2002, there was little difference by work status in the degree to which residents rated crime as a top concern.

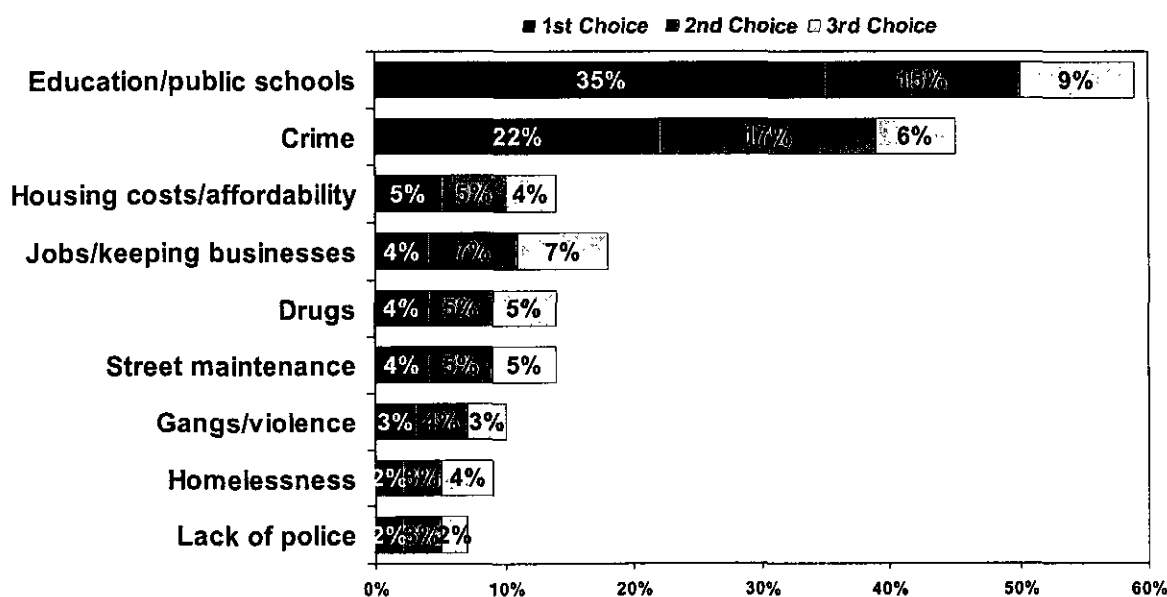
- The proportion naming crime as the most serious issue declines with educational attainment. While 42 percent of those with less than a high school degree named this issue as the most serious facing Oakland, 21 percent of post-graduate educated residents did so. This same trend was apparent in 2002 and 2000.
- Crime is a particularly strong concern among Latino residents, with 44 percent naming it as what concerns them most. This compares to 28 percent among African-Americans, 24 percent among whites, and 22 percent among Asian-Americans. Within the overall issue of crime, Latinos express more concern about drugs and gangs than do other residents.
- For the first time this year, lower-propensity voters named crime as their top issue in larger numbers (44 percent) than did those who vote more often (approximately 24 percent).
- Residents ages 65 or older showed more concern about crime as well, with 36 percent saying it is the most serious issue in Oakland, compared to 28 percent of those under age 50 and 27 percent of those 50 to 64 years of age. The difference was most pronounced among white residents under 50 (17 percent) versus white residents 50 years of age or older (34 percent). Seniors also showed slightly more concern in about crime than did other residents in 2002, but there was less difference by age in 2000.
- Residents for whom English is not their primary language named crime as the top issue in much greater numbers than did English-speakers, 54 percent to 27 percent. This same trend was apparent in past years.
- Concern about drugs specifically was greatest among Latinos (10 percent) and those for whom English is not their primary language (16 percent). Concern about gang and juvenile violence was named most by homemakers (14 percent), the least educated (13 percent), Latinos (10 percent), and those for whom English is not their primary language (10 percent). In 2002, Latino and non-English speaking residents showed similar trends. However, at that time, non-college educated residents showed greater concern about drugs. Currently, there is little difference in the salience of this issue by education, with five percent of those without a college education volunteering drugs as their most serious concern, compared to one percent of college graduates.
- In the current study, those with an “only fair” or “poor” impression of the quality of life in Oakland were more likely to volunteer crime as the most serious issue facing Oakland, reinforcing the close link between residents’ evaluations of public safety and the city’s overall quality of life.

With a few exceptions, there was little demographic variation in the frequency with which other concerns were named as the most serious problem to be addressed in the City budget.

For the first time this year, residents were asked to name the *three* most serious issues they would like City government to address in its budget; in prior years, residents had just

been asked to name a single issue (and, as noted above, not in the context of the City budget). In all, 59 percent named education as one of their top three concerns, followed by 45 percent naming crime generally, while 10 percent mentioned gangs specifically and 14 percent drugs – for a total of 69 percent. Eighteen percent said that jobs and keeping business was one of the top three issues they wanted addressed in the City budget, while 14 percent gave this response about housing costs/affordability, 14 percent for street maintenance, nine percent for homelessness. **Figure 5** documents these results.

**FIGURE 5:**  
**TOP THREE ISSUES TO BE ADDRESSED IN THE CITY GOVERNMENT BUDGET, 2005**  
*(Open End; Includes Only Responses Over 1%; Responses Grouped)*



While crime, education, and housing costs are the most important “top of mind” problems for Oakland residents – and thus were volunteered in response to the open-ended question about priorities for the City budget – there are other issues about which Oaklanders are clearly concerned as well. Respondents were presented with a list of issues facing the city, and were asked to rate each as a “very serious problem,” a “somewhat serious problem,” a “not too serious problem” or “not at all a serious problem.” The results are shown in **Figure 6** on the following page.

Not surprisingly, education, affordable housing, and crime-related concerns are among those most frequently labeled “very serious.” There is also considerable concern about reckless or unsafe driving, unemployment, and homelessness, with at least 40 percent labeling each issue as a “very serious” problem. On the other hand, some issues generated significantly lower levels of concern: no more than 30 percent of residents labeled neglected street trees, the quality of Oakland’s basic City services, tensions between racial/ethnic groups, graffiti and similar vandalism, dirty or neglected parks, traffic congestion, or blight and abandoned buildings as a “very serious” problem.

**FIGURE 6:  
EVALUATIONS OF THE SERIOUSNESS OF PROBLEMS FACING OAKLAND RESIDENTS, 2005**

Issue	Very Serious	SW Serious	Not Too Serious	Not Serious at All	DK/NA
The quality of public schools	69%	16%	5%	3%	6%
Gangs and juvenile violence	57	28	9	2	4
A lack of affordable housing	56	28	9	2	5
Drug usage and drug abuse	55	29	8	2	5
Reckless or unsafe driving	45	31	16	6	2
Unemployment among people who usually have jobs	42	37	12	2	6
Homelessness	40	37	16	3	3
Potholes and broken sidewalks	39	33	21	5	2
Inefficiency in City government	35	35	12	3	15
Dirty streets and sidewalks	34	35	24	6	1
The amount of taxes people have to pay for City services	34	28	22	9	8
Blight and abandoned buildings	27	37	24	7	5
Traffic congestion	26	31	32	9	2
Dirty or neglected parks	25	33	28	8	7
Graffiti and similar vandalism	23	39	27	8	3
Tensions between racial or ethnic groups	22	32	30	13	4
The quality of Oakland's basic City services	20	38	29	8	5
Neglected street trees	15	29	35	16	4

There have been some significant changes in residents' perceptions of these issues over the years. In particular, as shown in **Figure 7** on the following page, there has been a consistent increase in concern since 2000 about "unemployment among people who usually have jobs." While 25 percent called this a very serious problem in 2000, 36 percent did so in 2002 and 42 percent in the current study.



**FIGURE 7:  
CHANGES IN THE PROPORTION OF OAKLAND RESIDENTS LABELING ISSUES "VERY  
SERIOUS PROBLEMS," 2000-2005**

Issue	2005	2002	2000	Change 2002- 2005	Change 2000- 2005
Unemployment among people who usually have jobs	42%	36%	25%	+6%	+17%
Gangs and juvenile violence	57	55	46	+2	+11
Inefficiency in City government	35	28	28	+7	+7
A lack of affordable housing	56	57	51	-1	+5
Dirty streets and sidewalks	34	32	30	+2	+4
The quality of Oakland's basic City services	20	16	17	+4	+3
Drug usage and drug abuse	55	58	53	-3	+2
Tensions between racial or ethnic groups	22	20	20	+2	+2
The amount of taxes people have to pay for City services	34	29	33	+5	+1
Traffic congestion	26	25	26	+1	0
Homelessness	40	41	41	-1	-1
The quality of public schools	69	59	71	+10	-2
Blight and abandoned buildings	27	27	31	0	-4
Graffiti and similar vandalism	23	25	27	-2	-4

Fifty-seven percent consider "gangs and juvenile violence" to be a "very serious" problem. This is little changed from 2002 (55 percent), but up significantly from 46 percent in 2000. There was a modest increase in concern about "inefficiency in City government" (35 percent, up from 28 percent in 2000 and 2002), which reflects a trend that is by no means unique to Oakland. In an era where local governments face more demand for services and fewer resources to meet those demands, dissatisfaction with government performance has been growing in communities across California.

Seven out of ten (71 percent) residents said "the quality of public schools" was a "very serious" problem in 2000. The proportion feeling this way fell to 59 percent in 2002, but returned to near-2000 levels – with 69 percent considering this issue "very serious" – in the current study. Lastly, concern about "a lack of affordable housing" is up slightly from 51 percent in 2000 to 57 percent in 2002 and 56 percent currently.

There was no issue about which concern declined significantly since 2002. Over the five-year period since 2000, the proportion saying "graffiti and similar vandalism" is a "very serious" problem fell from 27 percent in 2000 to 23 percent in the current study. Concern about "blight and abandoned buildings" also fell slightly over that period of time, from 31 percent to 27 percent.

The issues residents were most likely to name as "very serious problems" – education, gangs, drugs, and housing costs – were the same among nearly every subgroup of the City's population analyzed. However, there were some notable differences in perceptions that should be highlighted:

**Education:** Those with the highest household incomes (87 percent), college graduates (79 percent), high-propensity voters (77 percent), African-Americans (77 percent), whites (77 percent), Democrats (76 percent), homeowners (74 percent), those who are employed full-time (74 percent), and women under 50 (74 percent) were the most likely to say that the “quality of public education” is a “very serious” problem. Concern about education generally increases with income and educational attainment, but is also lower among seniors (56 percent) and retired residents (58 percent).

These same groups generally demonstrated elevated concern about education in 2002 and 2000. However, in the current study, parents with school-age children do not show the same disproportionate concern with education they have shown in previous years.

**Gangs and violence:** There was less variation among subgroups in concern about the issue of “gangs and juvenile violence”. The issue was called “very serious” by higher numbers of Latino (71 percent) and African-American (61 percent) residents than Asian-American (46 percent) or white (50 percent) residents. It is also a more serious concern among the non-college educated (62 percent) than it is among those with a college degree (49 percent). The issue is also a more serious concern with those who are not registered to vote (62 percent) or do not speak English as a primary language (66 percent).

**A lack of affordable housing:** As in past years, renters are more concerned about affordable housing than are homeowners (60 percent of renters call it a “very serious” problem, as opposed to 51 percent of homeowners). Concern about affordable housing is also higher among those who have lived in Oakland 21 years or more (61 percent) than among those who have lived in the City fewer years (52 percent); higher among the less educated (60 percent) than among college-educated residents (48 percent); higher among the unemployed (64 percent) than among those employed full-time (55 percent) or retired (48 percent); higher among African-American residents (65 percent) than among white residents (53 percent).

The issue of affordable housing generated a particularly strong reaction from African-American women, with seven in ten (70 percent) saying it is a “very serious” problem, compared to 57 percent of African-American men. Unlike in 2002 and 2000, there was little difference by income levels or gender in the proportion calling the lack of affordable housing a “very serious” problem.

**Drugs and drug use:** As in past years, concern about drug use and abuse tends to increase with length of residence in the City, and tends to decrease as educational attainment and household income increase. Just under two-thirds (65 percent) of those living in the City 21 years or more called “drug usage and drug abuse” a “very serious” concern, compared to no more than 52 percent of residents living in Oakland for shorter periods. Sixty-five percent of those without a college degree also voice strong concern about this issue, compared to 40 percent of those who are college-educated. And 62 percent of those in the lowest income grouping (earning less than \$30,000 a year) say drug abuse is a “very serious” problem, while just 47 percent of those who are most affluent (earning \$75,000 a year) do so.

Also, as in 2002 and 2000, Latino residents (69 percent “very serious”) and African-Americans (67 percent) express more concern than Asian-American (42 percent) and white (39 percent) residents. African-American women stand out in their concern, with 73 percent calling drug usage and drug abuse a “very serious” concern, compared to 58 percent of African-American men.

**Unemployment:** Concern about “unemployment among people who usually have jobs” continued to rise this year, albeit modestly from 2002 (with an increase from 36 percent to 42 percent in the proportion calling it a “very serious” problem). Just under eight in ten (79 percent) consider this issue “very” or “somewhat” serious, compared to 72 percent in 2002 and 54 percent in 2000. As in past years, the intensity of concern about unemployment is higher among the longest-term residents, non-college educated respondents, those ages 50 or older, Democrats and independents, and the less affluent. However, unlike in 2000 and 2002, the proportion who said this issue is “very serious” among Latinos was less than among African Americans (40 percent to 56 percent), but still higher than among Asian-American and white residents (32 percent each).

**Reckless and unsafe driving:** For the first time this year, residents were asked to evaluate how serious an issue “reckless or unsafe driving” is in Oakland. Forty-five percent of residents consider it a “very serious” problem, with another 31 percent calling it “somewhat serious,” for a total of more than three-quarters of local residents (76 percent) finding this issue serious.

Concern increases with length of residency in Oakland; while 31 percent of those living in the city less than five years consider this issue “very serious,” 53 percent of those who have lived in Oakland 21 years or more do so. This issue is a much more intense concern to non-college educated residents (55 percent “very serious”) than among college-educated residents (30 percent), and is a much greater concern among Latino (60 percent) and African-American (55 percent) residents than among Asian-American (30 percent) or white (33 percent) residents.

Not surprisingly, those with a negative view of City services and life in Oakland are more likely to call most issues “very serious” than are those with positive impressions of the city and its government. Furthermore, those more concerned generally about crime and safety also are more likely to say that the specific issues of drugs, gangs, graffiti, and reckless driving are “very serious” than are those who express less concern about public safety.

## **PART 2: EVALUATING THE COMPONENTS OF LIFE IN OAKLAND**

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### **2.1 Importance of and Satisfaction with Particular Aspects of Life in Oakland**

To evaluate impressions of particular aspects of life in Oakland, survey respondents were offered – as they were in the 2000 and 2002 survey – a list of a wide range of different items that affect the quality of life in Oakland, ranging from cultural activities to public safety services. Respondents were first asked to rate each item on a one to ten scale in terms of its importance “in making a city a good place to live.” Then they were asked to rate each item, again on a one to ten scale, in terms of how satisfied they were personally with that item in the City of Oakland. A rating of one was the lowest and a rating of ten was the highest in each category. Thirty-two items were measured in this year’s study, with six of the items tested for the first time this year.

**Figure 8** on the following page shows the mean ratings for each item on the list, ranked in order of the average importance that survey respondents assigned to them. Safety-related issues emerged at the top of the list. For the first time this year, residents were asked to rate “having responsive fire and emergency medical services.” This item received a mean score rating of 9.0 on a the 10-point scale, making it the most important item tested. Also related to safety, “safe neighborhoods” received a mean score of 8.9 and “safe schools” received a mean score of 8.7, putting these items among the most important to Oakland residents. “Safe neighborhoods” and “safe schools” were also the second- and third-ranked items in 2002. “Having the city’s downtown be safe and clean,” another safety-related item, received an only slightly lower 8.4 rating.

A number of items unrelated to public safety also ranked high on the importance list. Among the top items, both this year and in 2002, was “a clean environment, including land, air, and water”. This item received a mean importance score of 8.9, just slightly higher than the 8.7 rating it received in 2002. Oakland residents also place a high value on having after-school programs and recreation programs for youth, access to affordable housing, a highly rated public school system, well maintained storm drains, shelter for the homeless, substance abuse treatment, services for seniors, a full service library system, *efficient City government services*, and *good job availability in the local area*. These items were among the highest rated in previous years as well.

While survey respondents evaluated every item on the list as being “important” to life in Oakland – none received an average score of less than 6.4 on a ten-point scale – there were a few items that stood out as being less important in relative terms. These include “having the city be a convention and tourist destination”, “having well-maintained street trees” (asked for the first time this year), “having prominent performing arts groups like a symphony or a ballet”, “being able to know your neighbors”, “a wide variety of retail shops in each city neighborhood”, and “a wide-variety of retail shops downtown”. These same items generally received the lowest average importance ratings in 2000 and 2002.

**FIGURE 8:**  
**MEAN SCORES FOR IMPORTANCE AND SATISFACTION WITH CITY FEATURES, 2005**  
*(Split Sampled; Among Those Expressing an Opinion, Ranked by Importance)*

ITEMS LISTED	2005 IMPORTANCE RATING	2005 SATISFACTION RATING
Having responsive fire and emergency medical services	9.0	6.6
A clean environment including land, water and air	8.9	5.9
Safe neighborhoods	8.9	5.7
Safe schools	8.7	5.1
Having after school programs available to children and youth	8.7	5.5
Having access to affordable housing	8.6	4.7
Having recreation programs available for youth	8.5	4.8
A highly rated public school system	8.4	3.9
Having the city's downtown be safe and clean	8.4	5.3
Having well maintained storm drains to prevent floods and mudslides	8.4	5.7
Having substance abuse treatment available for residents who need it	8.3	4.9
Having adequate shelter available for homeless people in Oakland	8.3	4.9
Having services available to seniors	8.2	5.6
A full-service public library system	8.2	6.5
Good job availability in the local area	8.1	4.9
Efficient City government services	8.1	5.0
Ethnic and cultural diversity	7.9	7.0
Having clean, well-maintained public parks	7.8	6.0
Having clean, well maintained sidewalks	7.7	5.1
Clean, well-maintained streets without potholes	7.7	5.6
Citizen involvement in the community	7.6	5.5
Strong rent control laws to protect renters	7.6	5.1
A variety of artistic and cultural activities and events	7.5	6.0
Good traffic flow through the city	7.5	5.6
Sense of community	7.4	5.8
Having a lively residential community in the downtown area	7.3	5.4
A wide variety of retail shops downtown	7.1	4.8
A wide variety of retail shops in each city neighborhood	7.0	5.5
Being able to know your neighbors	6.9	6.4
Having prominent performing arts groups like a symphony or a ballet	6.9	5.4
Having well maintained street trees	6.7	5.5
Having the city be a convention and tourist destination	6.4	5.0

Comparing 2005 results to 2002, there was very little change in mean importance ratings generally. Most ratings improved by .1 to .3, with the highest increases in importance ratings being those for “a highly rated public school system” (+.7), “efficient City government services” (+.5), and “having substance abuse treatment available for residents who need it” (+.4). Mean importance ratings declined by no more than .1 on any item. These differences, both positive and negative, are not statistically significant; Oaklanders generally have the same priorities for life in their community that they had three years ago.

In terms of satisfaction, residents are most pleased with Oakland’s ethnic and cultural diversity, assigning it a score of 7.0 on a ten-point scale – identical to its rating in 2002. As noted in the previous section, Oaklanders perceive relatively little racial tension in the city and they clearly perceive Oakland’s diversity as one of its greatest strengths. Residents also express relatively high levels of satisfaction with area libraries, local parks, local cultural activities and events, and the ability to know one’s neighbors (all rated high in terms of resident satisfaction in 2002 as well). “Responsiveness of fire and emergency medical services” also received one of the strongest satisfaction ratings, with a mean rating of 6.6 on the ten-point scale.

While no item received a satisfaction rating of more than 7.0, the vast majority of items received mean scores of more than five, indicating that Oakland residents are more satisfied with most aspects of life in the community than they are dissatisfied (repeating the trend from 2002). As in 2002, the lowest-rated item was “the local public school system,” with a mean satisfaction rating of 3.9 (down slightly from 4.2 in 2002, but similar to 3.9 in 2000). All other items received ratings of 4.7 or higher.

In all, satisfaction ratings are little changed from 2002, with most scores declining by no more than an average of .3 on the ten-point scale. The biggest decline was .5 for “recreation programs for youth”, with this item receiving one of the lowest mean scores (4.8). Since 2000, scores for “good job availability in the local area” have inched down, from 5.5 in 2000, to 5.1 in 2002, and 4.9 currently.

Satisfaction scores for having “a wide variety of retail shops in each city neighborhood” increased from 5.2 in 2000 to 5.8 today, and the average satisfaction with “having a wide variety of retail shops downtown” rose from 4.3 in 2000 to 4.8 today. This suggests that residents perceive some modest improvement in retail opportunities in Oakland. Satisfaction ratings for “safe schools” rose from 4.9 in 2000 to 5.4 in 2002, but fell slightly to 5.1 in the current study. A similar pattern of modest up-and-down change was seen with “having adequate shelter available for homeless people”, with scores rising to 5.1 in 2002 from 4.6 in 2000, but settling in at 4.9 currently. All other scores rose or fell by no more than a few points between the three surveys.

The best way to assess residents’ priorities is to examine the differences between the importance and satisfaction scores assigned to each item. Those cases where the difference is large (that is, where residents’ satisfaction with an item is lowest relative to the importance they place on it) should be considered as high-priority issues for City government to address. **Figure 9** ranks all of the items presented in **Figure 8** by the difference between the average importance and satisfaction ratings for each item; for comparison, differences on the same scale from the 2002 survey are also presented.

**FIGURE 9:**  
**MEAN SCORES FOR IMPORTANCE OF CITY FEATURES AND SATISFACTION WITH THOSE FEATURES,**  
**AMONG THOSE EXPRESSING AN OPINION**  
*(Split Sampled; Ranked by 2005 Difference Between Importance and Satisfaction)*

ITEMS LISTED	2005 IMPORTANCE	2005 SATISFACTION	DIFF. 2005	DIFF. 2002
A highly rated public school system	8.4	3.9	4.5	3.5
Having access to affordable housing	8.6	4.7	3.9	*
Having recreation programs available for youth	8.5	4.8	3.7	2.9
Safe schools	8.7	5.1	3.6	3.1
Having adequate shelter available for homeless people	8.3	4.9	3.4	2.9
Having substance abuse treatment available for residents who need it	8.3	4.9	3.4	2.8
Safe neighborhoods	8.9	5.7	3.2	2.6
Having after school programs available to children/youth	8.7	5.5	3.2	*
Good job availability in the local area	8.1	4.9	3.2	2.3
Efficient City government services	8.1	5.0	3.1	2.3
Having the city's downtown be safe and clean	8.4	5.3	3.1	2.6
A clean environment including land, water and air	8.9	5.9	3.0	2.8
Having well maintained storm drains to prevent floods and mudslides	8.4	5.7	2.7	*
Having services available to seniors	8.2	5.6	2.6	*
Strong rent control laws to protect renters	7.6	5.1	2.5	2.3
Having clean, well maintained sidewalks	7.7	5.1	2.6	*
Having responsive fire and emergency medical services	9.0	6.6	2.4	1.9
A wide variety of retail shops downtown	7.1	4.8	2.3	1.9
Clean, well-maintained streets without potholes	7.7	5.6	2.1	1.8
Citizen involvement in the community	7.6	5.5	2.1	1.8
Having a lively residential community in the downtown area	7.3	5.4	1.9	1.5
Good traffic flow through the city	7.5	5.6	1.9	1.4
Having clean, well-maintained public parks	7.8	6.0	1.8	1.7
A full-service public library system	8.2	6.5	1.7	1.3
Sense of community	7.4	5.8	1.6	1.5
A wide variety of retail shops in each city neighborhood	7.0	5.5	1.5	1.5
A variety of artistic and cultural activities and events	7.5	6.0	1.5	1.1
Having prominent performing arts groups	6.9	5.4	1.5	.9
Having the city be a convention and tourist destination	6.4	5.0	1.4	1.1
Having well maintained street trees	6.7	5.5	1.2	*
Ethnic and cultural diversity	7.9	7.0	.9	.8
Being able to know your neighbors	6.9	6.4	.5	.5

\*Not asked in 2002

The greatest gap between importance and satisfaction comes in the area of education, with a difference of 4.5 points between the importance of having “a highly rated public school system” (8.4) and current satisfaction with that item in Oakland (3.9). In fact, “the local public school system” received the lowest mean satisfaction rating of the 32 items tested. The difference between importance and satisfaction was also greatest in this area in 2002 and 2000. The gap narrowed from 4.5 in 2000 to 3.5 in 2002, but has returned this year to a 4.5 gap. The increasing gap between the importance with which residents view public schools and their satisfaction with the schools’ quality reflects the increasing concern residents have about public education in Oakland.

Asked for the first time this year, residents rated the importance of “having access to affordable housing” at an average of 8.6 on the ten-point scale, 3.9 points higher than they rated their satisfaction with “current access to affordable housing” (4.7), producing the second largest gap between importance and satisfaction of the 32 issues tested.

Safety is another area where importance significantly exceeds satisfaction. Items relating to the safety of schools (ranked fourth in importance), neighborhoods (ranked third), and the downtown area (ranked eighth) are among the most important qualities residents sought in their communities. While satisfaction ratings for neighborhood safety are not dramatically different from the importance rankings (eighth for importance and 10<sup>th</sup> for satisfaction), satisfaction ratings for safety downtown (20<sup>th</sup>) and school safety (22<sup>nd</sup>) were far down the list. This trend was apparent in 2002 as well.

Other areas where importance ratings exceed satisfaction by a notable margin are “having recreation programs available for youth”, “having adequate shelter available for homeless people” and “having substance abuse treatment available for residents who need it.” These same items – each of which may be seen to have an important link to public safety – also received significantly higher importance scores than satisfaction scores in past surveys. Residents also give relatively high importance scores – paired with relatively low satisfaction scores – to “good job availability in the local area”, “efficient City government services” and “having a clean environment, including land, water and air”.

In 2002, the overall gap between average importance and satisfaction ratings narrowed from 2000. However, this year, the gap grew from 2002. This trend is a result of importance ratings increasing slightly in 2005 and satisfaction ratings declining slightly.



**PART 3: PUBLIC ASSESSMENT OF CITY GOVERNMENT AND CITY SERVICES**

**3.1 Overall Rating of the Quality of Oakland’s City Services**

As has been the case in previous years, residents are divided in their assessments of the overall performance of City government. As shown below in **Figure 10**, three out of ten (30 percent) Oakland residents rate City services as either “excellent” or “good”, while 49 percent consider these services “only fair” and 18 percent consider them “poor.” This year’s job rating for the City of Oakland marks a shift from the general trend of improvement that had taken place since 1995. In 1995, 28 percent rated the City’s performance as “excellent” or “good.” In 2000 that number rose to 34 percent, and in 2002, the rating reached a high of 40 percent.

**FIGURE 10:  
EVALUATION OF THE QUALITY OF OAKLAND CITY SERVICES,  
1995 THROUGH 2005**



There was little variation in the proportion giving the City an “excellent” or “good” job rating among subgroups of the City’s population. No more than two out of five residents in any major subgroup of the population gave the City an “excellent” or “good” rating. In fact, no more than 40 percent of any subgroup gave the City a positive review. This contrasts to 2002, when those ratings rose above 40 percent among the newest residents, homemakers, Republicans, college-educated residents, Latinos, Asian-Americans, whites, high-propensity voters, seniors, and the most affluent.

Currently, college-educated residents (34 percent positive) are slightly more likely to rate City services as “excellent” or “good” than are those without college degrees (28 percent). Latino (36 percent) and white (36 percent) residents are more positive than African-Americans (25 percent) and Asian-Americans (27 percent). **Figure 11** shows the changes in ratings among subgroups since 2002.

<b>FIGURE 11: CHANGE IN PROPORTION RATING THE OVERALL QUALITY OF CITY SERVICES AS "EXCELLENT" OR "GOOD," BY DEMOGRAPHIC GROUP, 2002 AND 2005</b>			
	<b>2005</b>	<b>2002</b>	<b>Change</b>
<b>Length of Residency</b>			
Less than four years	33%	47%	-14%
5-10 years	28	40	-12
11-20 years	33	41	-8
21+	28	35	-7
<b>Homeownership</b>			
Own	31	41	-10
Rent	29	39	-10
<b>Have Children at Home</b>			
Yes	24	34	-10
No	34	43	-9
<b>Employment</b>			
Full-time	31	42	-11
Part-time	32	33	-1
Homemaker	26	49	-23
Retired	34	39	-5
Unemployed	26	36	-10
<b>Education</b>			
Non-college	28	36	-5
College graduate	34	45	-11
<b>Ethnicity</b>			
Latino	36	45	-9
African-American	25	26	-1
Asian-American	27	40	-13
White	36	52	-16
Other	29	33	-4
<b>Party Registration</b>			
Democrat	31	41	-10
Republican	35	54	-19
Independent/other	30	38	-8
Not registered	28	34	-6
<b>Vote Propensity</b>			
Always	32	47	-15
Usually/Occasionally	30	36	-6
Rarely/never	25	35	-10
<b>Age</b>			
18-49	29	38	-9
50+	34	41	-7

**FIGURE 12 (CONTINUED):  
CHANGE IN PROPORTION RATING THE OVERALL QUALITY OF  
CITY SERVICES AS “EXCELLENT” OR “GOOD,” BY  
DEMOGRAPHIC GROUP, 2002 AND 2005**

	2005	2002	Change
<b>Gender</b>			
Men	29	40	-11
Women	31	39	-8
<b>Household Income</b>			
Less than \$30K	31	34	-3
\$30-75K	28	40	-12
\$75K+	32	48	-16
<b>Gender by Age</b>			
18 to 49 men	25	39	-14
18 to 49 women	33	38	-5
50+ men	39	41	-2
50+ women	30	41	-11

In the current study, the City gets its worst reviews from the self-employed (79 percent “only fair” or “poor”) the least educated (78 percent), those with school-age children (74 percent negative), the unemployed (74 percent), low propensity voters (74 percent), African-Americans (73 percent), Asian-Americans (73 percent), and those under the age of 40 (71 percent). Positive ratings fell with nearly every subgroup this year from 2002.

In 2000, seniors were the only major demographic group among which a majority of residents (53 percent) rated City services favorably. In 2002, the impressions of seniors became more negative (53 percent) than positive (41 percent) – making their views more similar to those of other age groups. In the current study, views among seniors have declined further, to 37 percent favorable and 61 percent unfavorable. Although the overall pattern since 2000 has been a decline in satisfaction with City services among seniors, since 2002 the decline among seniors is actually slightly less than that found with other age cohorts.

In 2002, those earning over \$100,000 per year were one of only a few major groups where a majority gave a favorable view (54 percent “excellent” or “good” to 43 percent “only fair” or “poor”). This represented a change from 2000, when 58 percent of the most affluent had an unfavorable view of the overall quality of City services and 42 percent gave a favorable rating. Views among the most affluent also appear to have declined in the current study. The 2005 study aggregated income slightly differently, but showed those earning \$75,000 or more a year to be about twice as likely to offer a negative evaluation of City services as a positive evaluation (65 percent to 32 percent).

As in past years, white residents have a more positive attitude about City services than do non-whites, but positive ratings among white residents nevertheless slipped from 52 percent in 2002 to 36 percent currently. Ratings among Latinos fell by nine points and

among Asian-Americans by 13 points (as shown in the figure above) compared to 2002. There was no significant change in the already fairly low ratings City government received from African-Americans relative to 2002 or 2000.

Unlike past years, where non-English speakers had much more negative views about City services than English speakers (70 percent to 56 percent in 2002 and 79 percent to 61 percent in 2000), there was no significant difference by language group in the current study. Continuing the trend from 2000, non-college educated residents have a more negative view than those with a college education – although negative ratings increased this year among residents with all levels of educational attainment.

### 3.2 Ratings of Individual City Services

Interestingly, while this year's survey results showed a drop in those offering "excellent" or "good" evaluations of overall City services relative to 2002, they did not show much deterioration in residents' satisfaction with a wide range of specific services. As illustrated in **Figure 12** on the following page, survey respondents were read a list of 24 services provided by the City, and were asked to rate each on a scale from one to ten, with one representing "not at all satisfied" and ten representing "very satisfied." A mean score over 5.0 generally indicates that respondents are more satisfied than dissatisfied with a particular service; a mean score under 5.0 indicates more dissatisfaction than satisfaction.

The responses show that residents are satisfied with most City services and that there has been little change in satisfaction over the years. As in 2002 and 2000, services such as garbage, recycling and yard waste pick-up, fire protection, street lighting, and library services all received mean scores over six. In fact, scores dipped below 5.0 for just four of the 24 specific services tested: repairing of potholes in city streets, repairing of broken sidewalks, managing City government finances, and programs to prepare Oakland residents for emergencies like earthquakes or floods (all four of which were among the lowest-rated services in previous years as well). Average satisfaction scores for all services tested have changed by less than half a point since 2000, indicating a remarkable stability in residents' opinions.

As was the case in the 2002 and 2000 studies, residents who rate the general quality of City services as "only fair" or "poor" tend not to rank their relative satisfaction with these specific services any differently than do other Oakland residents, although they do offer lower scores across the board for almost all individual services. Residents who rate City services as "only fair" or "poor" gave their lowest specific service ratings to repair of sidewalks and potholes, housing assistance programs, emergency preparations, and the management of City finances (the same services that other residents give the lowest marks to).

There were only a few notable differences in evaluations of specific services among subgroups of the Oakland population. In particular, African-Americans generally gave lower ratings for most specific services, reflecting their lower overall rating for the general quality of City services.

<b>FIGURE 13:                      MEAN SCORES FOR SATISFACTION WITH OAKLAND CITY GOVERNMENT SERVICES                      AMONG THOSE OFFERING AN OPINION, 2000-2005</b>			
<b>Service</b>	<b>2005</b>	<b>2002</b>	<b>2000</b>
Recycling pick-up	7.1	7.1	7.1
Garbage and yard waste pick-up	6.7	6.7	6.7
Fire prevention and protection	6.4	6.5	6.7
Street lighting in your neighborhood	6.3	6.2	6.2
Library services	6.2	6.4	6.3
Police protection in your neighborhood	5.9	6.1	6.2
Customer service at City recreation centers	5.9	5.7	--
Sewer and storm drain maintenance	5.8	5.9	5.6
Tree trimming	5.7	5.7	5.7
Removal of graffiti from public buildings	5.6	5.8	5.6
Maintenance of public parks	5.6	5.8	5.7
Landscaping on street medians and other public areas	5.6	5.6	5.5
Building and safety code enforcement	5.5	5.5	5.2
Child care programs	5.4	5.3	5.0
Programs to retain, expand, and attract businesses to Oakland	5.2	5.6	5.3
Regulation of cable TV service	5.2	5.2	5.0
Recreation opportunities and programs at City parks and recreation centers	5.2	5.5	5.2
Neighborhood clean-up programs	5.1	5.4	5.1
Housing assistance programs for lower income residents	5.0	4.9	4.6
Programs to prepare Oakland residents for emergencies like earthquakes or floods	4.9	5.2	5.0
Repair of broken sidewalks	4.7	4.7	4.5
Managing City government finances	4.6	5.0	4.7
Repair of potholes in City streets	4.5	4.6	4.4

Overall, the data on satisfaction with City services suggest that there has been a general erosion in overall perceptions of the quality of City services – reflected in the significant and broad-based increase in the proportion of respondents who rate City services as “only fair” or “poor” – but that there is no single issue or concern that is driving that perception. Those who are unhappy with City services are no different from other residents in the issues they say they would like addressed in the City budget: education (ironically, the leading concern of Oakland residents but one over which the City has little direct control) and crime. And those who are dissatisfied with the overall quality of City services are not disproportionately more likely to voice dissatisfaction with any individual City service than are other residents.

Accordingly, it seems likely that the heightened level of concern about the overall quality of City services reflects a broader trend in California government today. State and local governments are limited in their ability to raise revenue and are cutting services at a time when a weak economy is leading to increased demands for those services. The result – which has been evident in research we have conducted in other California communities – is a growing sense of general dissatisfaction with the performance of government agencies.

### **3.3 Resident Suggestions for Improving City Services**

Toward the end of the survey, respondents were asked to describe, in their own words, “the most important thing the City of Oakland can do to improve City services for the people who live and/or work in Oakland”. **Figure 13** presents the responses of the 89 percent of respondents who offered a suggestion.

As in both 2000 and 2002, the most frequently-offered suggestions called for improvement in two areas: communications and customer service or public safety. Twenty percent of suggestions included a general request to improve the way the City provides services, either by increasing communication with City residents, being more accessible, or by improving the skills or responsiveness of City employees. An additional 21 percent of respondents called for public safety improvements, either by reducing crime and drug use or by increasing the resources dedicated to the Police Department. Less than ten percent of respondents called for actions to address a variety of other specific issues, including transportation, housing, jobs, economic development, and education.

**FIGURE 14:**  
**SUGGESTIONS FOR IMPROVING CITY SERVICES, 2005**  
*(Among Those Offering a Suggestion, Open End)*

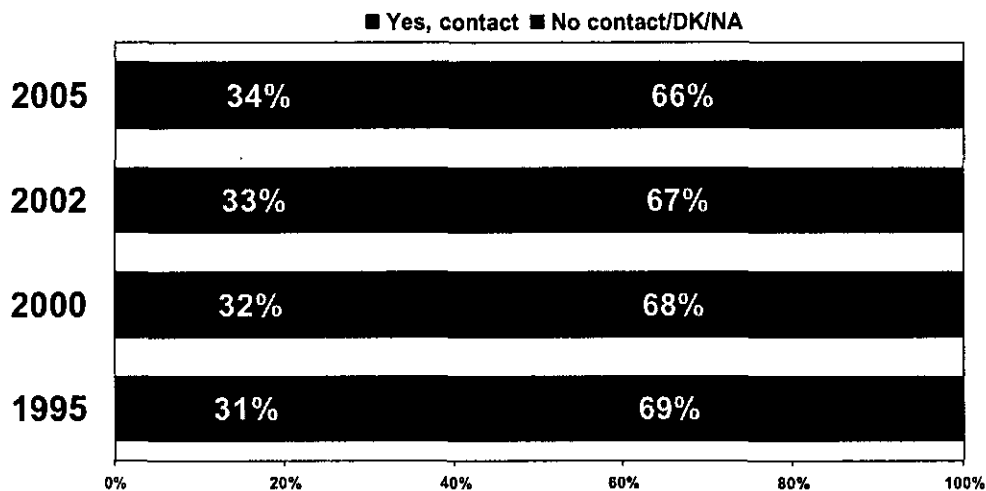
	%	Some Key Specific Responses	%
<b>Improve Communication/ Customer Service</b>	<b>25%</b>	Responsiveness/listen to/do what the people want	7%
		Communicate with people/have town hall meetings/ public forums	7%
		City employee improvements/friendlier/more helpful staff	4%
		Job performance improvements/more friendly/less bureaucracy	4%
		Services/program improvements/let us know what's available	2%
<b>Improve Public Safety/ Emergency Services</b>	<b>24%</b>	Crime control / Increase public safety	11%
		Police presence increased/more patrols/faster response times	8%
		Drug trafficking/activity controlled/provide drug treatment programs	2%
		Police interaction with community improvements	1%
		Police department accountability improvements	1%
<b>Strengthen Jobs/Economy</b>	<b>12%</b>	Job development/more employment opportunities/ better paying jobs	7%
		Business development/encourage more retail business	3%
		Economic development/generate more revenue	2%
<b>Improve Education</b>	<b>9%</b>	Education quality improvements / More funding for schools	9%
<b>Improve Transportation/Parking</b>	<b>7%</b>	Street repair/maintenance improvements	2%
		Transportation improvements/ better public transit	2%
		Parking control/enforcement improvements	1%
		Traffic control / enforcement improvements	1%
<b>Change/Reform Government</b>	<b>7%</b>	Budget/spending/allocation of funds improved	3%
		City employee pay raises	1%
		Services/program accessibility/expanded hours	1%
		Services/program expansion/more services	1%
<b>Improve Housing</b>	<b>6%</b>	Housing affordability / rent control	3%
		Homeless/ transient assistance/programs	2%
<b>Clean up the City</b>	<b>4%</b>	Clean up the city / rejuvenate rundown areas	4%
<b>Youth Activities</b>	<b>2%</b>	Youth activities/programs increased/give the kids something to do	2%
<b>Cut Taxes</b>	<b>1%</b>	Tax reduction	1%
<b>Make No Changes</b>	<b>1%</b>	Nothing - All is fine as is / Doing good job	1%

## PART 4: PUBLIC IMPRESSIONS OF CITY EMPLOYEES

### 4.1 Contact with City Employees and Evaluation of Their Performance

About one-third of Oakland residents report having had some type of contact with a City employee during the last two years, a proportion that has remained essentially unchanged over the last decade (as shown in **Figure 14**). There were a number of subgroups of the population among which a greater proportion indicated that they had had contact with the City. These groups included residents with a post-graduate education (61 percent of whom contacted a City employee), the self-employed (59 percent), those with household incomes over \$75,000 (55 percent), white residents (52 percent), college graduates (49 percent), those ages 50 to 64 (48 percent), those who work in Oakland (47 percent), and residents of Council Districts 3 (45 percent) and 4 (43 percent).

**FIGURE 15:**  
CONTACT WITH OAKLAND CITY EMPLOYEES,  
1995 THROUGH 2005



Continuing the trend observed in 2000, some of the most striking differences in the degree of contact residents have had with the City occur along the lines of income, race, and language, as shown in **Figure 15**. Non-whites, non-English speakers, the less well-educated, and members of low-income households are particularly unlikely to report having had any contact with City officials over the past two years.



<b>FIGURE 16:                      DEMOGRAPHICS OF RESIDENT CONTACT                      WITH THE CITY, 2005</b>		
<b>Demographic</b>	<b>Had Contact</b>	<b>No Contact/ DK</b>
<b>Ethnicity</b>		
Latino	16%	84%
Asian-American	23%	77%
African-American	32%	68%
Other	40%	60%
White	52%	48%
<b>Primary language</b>		
Non-English	12%	88%
English	36%	64%
<b>Education</b>		
Grades 1-11	10%	90%
High school graduate	16%	84%
Some college	34%	66%
College graduate	49%	51%
Post-graduate	61%	39%
<b>Income</b>		
Less than \$30K	20%	80%
\$30K-\$75K	39%	61%
\$75K	55%	45%

As we have noted in previous reports, the reasons for these differing degrees of contact are not clear. In some cases, it may be because certain demographic groups are more likely to use certain City services; higher-income Oaklanders, for example, are more likely to own homes or cars, and are thus more likely to contact the City for related permits. In other cases, it may be because the City has difficulty reaching some groups of residents; for example, certain departments may not have extensive capabilities for communicating with non-English speakers.

Figure 16 identifies the departments with which residents reported having contact. Just over one-quarter (26 percent) of respondents said they had contact with the Police Department – a slightly higher proportion than in 2002 when 22 percent gave this response, but still down from 32 percent in 2000. One out of five residents who had

contacted with the City dealt with planning, permitting, or development officials (equal to previous years), while 11 percent contacted the traffic and parking department (up slightly from seven percent in 2000 and nine percent in 2002) and nine percent contacted the City Council (a drop from the 22 percent who had contact with the Council in 2000, but little changed from 12 percent in 2002). Eight percent said they contacted the City Clerk, while six percent contacted the libraries and five percent each contacted emergency/fire services or the Mayor's office (these are little changed from 2002, but the proportion contacting the Mayor's office is down from 14 percent in 2000).

**FIGURE 17:**  
**CITY DEPARTMENTS CONTACTED, 2005**

*(Open-End, Top Responses Only, Multiple Responses Accepted,  
Asked Among Those Who Had Contact with the City)*

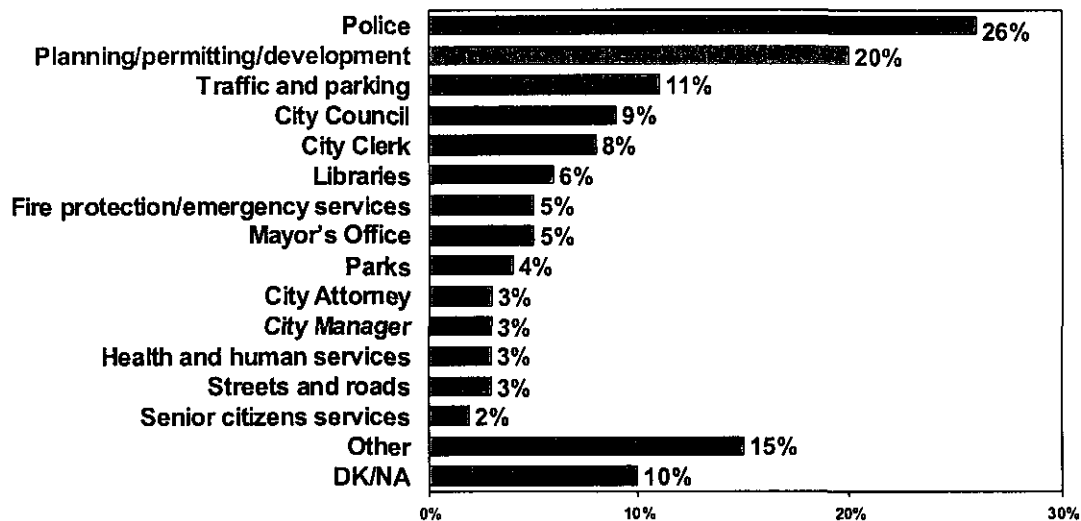
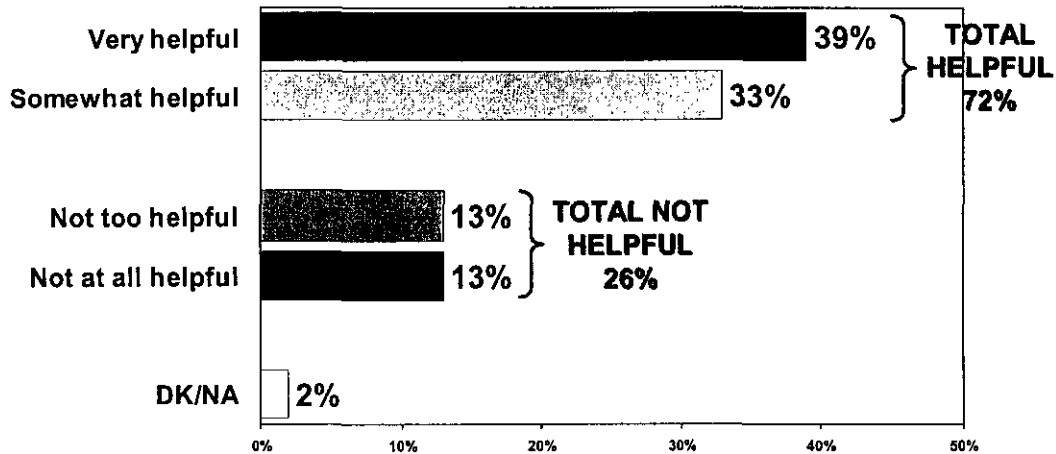


Figure 17 on the following page documents that those who have had contact with City employees evaluate their performance very positively. Just over seven out of ten residents (72 percent) who had contact with a City employee rated that employee as “helpful,” with 39 percent calling the employee “very helpful.” Only 26 percent found the employee they contacted to be unhelpful. These proportions are essentially identical to those observed in the 2002 and 2000 surveys.

**FIGURE 18:**  
**RESIDENTS' EVALUATION OF CITY EMPLOYEES' HELPFULNESS, 2005**  
*(Asked Only Among Those Who Had Contact with the City)*



Few demographic differences are apparent in the way residents evaluate City employees, with six out of ten or more residents in each major subgroup of the population calling employees “helpful” (and seven out of ten or more giving this response in most subgroups). In fact, as seen in 2002 and 2000, even those residents who rate City services as “fair” or “poor” have a positive impression of the City employees with whom they have interacted; two-thirds of this group found the City employees they contacted to be “helpful.”

This year, those who have lived in Oakland for less than five years were more likely than other subgroups to say the service they received from City employees was “not too helpful” or “not helpful at all,” with 34 percent giving these responses. The self-employed (32 percent) and African-Americans (31 percent) were also more likely to give this response.

## **PART 5: VIEWS OF PUBLIC SAFETY IN OAKLAND**

### **5.1 Perceptions of Crime and Feelings of Safety**

As discussed in **Part 1**, public safety issues are at the forefront of residents' attention, with crime in general ranking second only to education as a priority to be addressed in upcoming City budgets. This pattern has held true in all community surveys since 2000. In anticipation of this concern, the survey questionnaire included a series of more detailed questions to probe residents' views on public safety issues.

Perceived trends in Oakland's crime rate have shifted over the years: in the 2000 survey, more respondents thought crime in their neighborhood had decreased over the last five years (33 percent) than thought it had increased (21 percent). In 2002, those proportions were nearly reversed. Almost one-third (31 percent) said crime in their neighborhood had increased over the past five years, while less than 24 percent said it had decreased. In the current study, residents are nearly evenly divided, with 28 percent believing it has increased and 26 percent feeling it has decreased. Over the past five years, however, residents have grown more likely to perceive crime as increasing as opposed to decreasing. **Figure 18** shows these results.

**FIGURE 19:  
RESIDENTS' PERCEPTIONS OF CHANGES IN NEIGHBORHOOD CRIME RATES  
OVER THE PAST FIVE YEARS, 2000-2005**

<b>Change in Neighborhood Crime Rate</b>	<b>2005</b>	<b>2002</b>	<b>2000</b>	<b>Difference 2002 to 2005</b>	<b>Difference 2000 to 2005</b>
Increased a lot	13%	15%	11%	-2%	+2%
Increased a little	15%	16%	10%	-1%	+5%
<b>TOTAL INCREASED</b>	<b>28%</b>	<b>31%</b>	<b>21%</b>	<b>-3%</b>	<b>+7%</b>
<b>STAYED THE SAME/DK</b>	<b>46%</b>	<b>45%</b>	<b>46%</b>	<b>+1%</b>	<b>0%</b>
Decreased a lot	8%	7%	10%	+1%	-2%
Decreased a little	18%	17%	23%	+1%	-5%
<b>TOTAL DECREASED</b>	<b>26%</b>	<b>24%</b>	<b>33%</b>	<b>+2%</b>	<b>-7%</b>

The proportion believing that crime has increased in their neighborhood is lower among those who have lived in the city for less than five years (18 percent) than it is among longer-term residents (31 percent). This same modest pattern was apparent in 2002, although there was no difference by length of residency in 2000. Residents with school-aged children are slightly more likely to think crime has increased than are those without school-age children (32 percent to 26 percent). However, those without school-age children are no more likely to think it has decreased, but rather are more likely to think it has stayed the same. Homemakers (44 percent of whom say crime has increased) are also more likely to think crime is on the rise (as they were in 2002).

As in past years, perceptions of changes in neighborhood crime rates differ by educational attainment. Those without a college education are more likely to believe crime has increased (31 percent) than are those with a college degree (23 percent). The difference is less pronounced than it was in 2002, however, when 38 percent of the non-college educated believed crime had increased and 22 percent of college-educated residents felt this way. As in 2002, there was little variation in the perception that crime had decreased by educational attainment, with the difference accounted for in the proportion who believe crime has stayed the same. There is only a modest difference in the current study, however, by income levels.

Latino (33 percent) and African-American (34 percent) residents are more likely to think crime has increased than are Asian-American residents (27 percent), who in turn feel crime has increased more than do white residents (20 percent). However, Latino (30 percent of whom think crime has decreased) and African-American (27 percent decreased) residents are slightly more likely to believe crime has decreased as well (in particular men in these groups). This reflects the finding that all but three percent of residents in these ethnic groups were able to give an opinion, while 13 percent of Asian-American and seven percent of white residents were unsure. Those who chose to take the survey in a language other than English are particularly likely to feel crime in their area has increased (42 percent).

At the same time, while Latinos are more likely than many other residents to think that crime has increased in their neighborhood, that perception is less prevalent among the Latino population than it was in previous years. The proportion of Latinos who say crime in their area has increased dropped from 48 percent in 2002 to 33 percent currently.

There is currently little difference by age in perceptions of crime rates, which is a departure from 2002 when younger residents were more likely to see crime on the rise: at that time, 37 percent of those under 30 felt crime had increased. Today, a lower 28 percent of residents under 30 gave this response. In all, 28 percent of those under 50 feel crime has increased in the current study, slightly lower than the 34 percent giving this response in 2002. There was little difference by age in 2000 as well.

The link between awareness of community policing and perceptions that crime has gone down continues to be less pronounced in this year's survey (as in 2002) than it was in 2000. In 2000, 42 percent of those who had heard "a great deal" about the City's community policing efforts believed that crime in their neighborhood had gone down, while 29 percent of those who had heard nothing about community policing felt the same way. In 2002, 32 percent of those who had heard "a great deal" about community policing believed crime in their area has gone down, compared to 23 percent of those who had heard nothing. In fact, equal numbers of residents, regardless of awareness of the community policing program, believed that crime in their neighborhoods had increased. In the current study, those who had heard "a great deal" about community policing were again only slightly more likely to believe crime had decreased (31 percent) than those who had heard nothing (22 percent). Those who had heard nothing were only slightly more likely to think crime had increased (32 percent) than were those who had heard "a great deal" about community policing (26 percent).

As was the case in prior surveys, respondents were also asked whether they felt safe or unsafe in various parts of Oakland during the day or at night. As shown in **Figure 19**, 65 percent or more of Oakland residents feel safe during the day either in their neighborhood, in the park closest to them, or downtown. Residents' feelings of safety in their own neighborhoods have not changed significantly since 2000, with only a modest five-point increase in those who feel unsafe in their neighborhood at night this year. Perceptions of safety downtown during the day remain similar to those observed in 2002 (74 percent currently compared to 73 percent in 2002), and are up slightly from 2000. The proportion feeling unsafe downtown dipped to 51 percent in 2002, but rose back to its 2000 levels this year at 58 percent. There was also an increase in the proportion who feel unsafe at night at the park nearest them, bringing it back to levels seen in 2000.

**FIGURE 20:  
FEELINGS OF DAYTIME AND NIGHTTIME SAFETY,  
2000-2005**

Area	Year	During the Day		At Night	
		Total Safe	Total Unsafe	Total Safe	Total Unsafe
In your neighborhood	2005	82%	14%	49%	45%
	2002	80%	14%	50%	40%
	2000	84%	11%	50%	40%
Downtown	2005	74%	17%	29%	58%
	2002	73%	17%	33%	51%
	2000	68%	20%	29%	58%
In the park closest to you	2005	65%	22%	25%	60%
	2002	69%	19%	30%	53%
	2000	64%	21%	25%	58%

There are some striking correlations between ethnicity and feelings of safety. White and Asian-American residents tend to feel safer in their neighborhoods during the day (92 percent and 85 percent respectively) than do Latino (69 percent) and African-American (77 percent) respondents. White Oaklanders also tend to feel safer during the day downtown and in a nearby park than do non-white residents generally. White residents are more likely to feel safe in their neighborhood at night (63 percent) than non-whites, with Latinos least likely to feel safe (35 percent). In fact, 62 percent of Latinos said they feel unsafe in their neighborhood at night, compared to 46 percent of African-Americans, 47 percent of Asian-Americans, and 32 percent of white residents. Latino residents are also less likely to feel safe at night downtown (21 percent) or in a nearby park (12 percent) than are other residents. Those who chose to take the survey in a language other than English are far less likely to feel safe during the day or at night in all three locations.

Not surprisingly, income and feelings of safety are also closely related. The more affluent are more likely to feel safe in their neighborhoods or a nearby park than are the less affluent, regardless of the time of day. While 96 percent of those earning \$75,000 or

more per year feel safe in their neighborhood during the day, 75 percent of the least affluent (those earning less than \$30,000) do so. Just under seven in ten (69 percent) of the most affluent feel safe in their neighborhood at night, compared to 54 percent of those earning \$30,000 to \$75,000 a year and 35 percent of those earning less. A total of 56 percent of the least affluent feel safe during the day at a nearby park, and an even lower 16 percent feel safe at night. This compares to 84 percent of the most affluent feeling safe in a nearby park during the day and 41 percent at night. The least affluent are also less likely to feel safe downtown during the day (69 percent) than those earning \$30,000 or more (81 percent), but there is no difference by income in the perceived safety of downtown at night.

College-educated residents are more likely to feel safe in all three locations during the day than are those without a college education. While 92 percent of the college-educated feel safe in their neighborhoods, a lower 76 percent of non-college educated residents do. Just over eight in ten (82 percent) college-educated residents feel safe during the day downtown, compared to 68 percent of the less educated. There is a 19-point gap in perceived safety in a nearby park during the day between college-educated (78 percent) and non-college educated (59 percent) residents. College graduates also feel safer at night in their neighborhood than do non-college residents (62 percent to 42 percent) and safer in a nearby park (34 percent to 19 percent), although there was no difference by education in perceived safety downtown at night.

Homeowners are modestly more likely to feel safer in their neighborhoods during the day (86 percent) than renters (78 percent). Homeowners are also slightly more likely to feel safe in their neighborhood at night than renters.

Those under age 50 feel safer during the day downtown (76 percent) than do those 50 and over (69 percent). Residents under 50 also tend to feel slightly safer downtown at night than do older residents (32 percent to 24 percent). Women are more likely than men to feel unsafe in their neighborhood, the park closest to them, or downtown at night and slightly more likely to feel unsafe in these locations during the day.

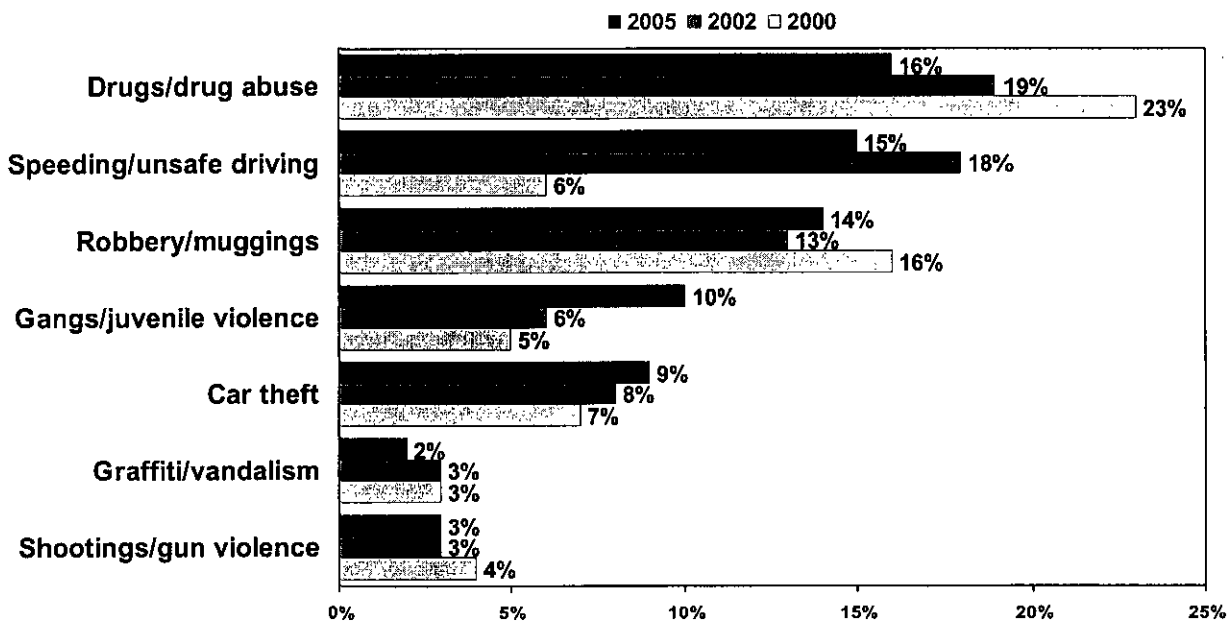
Respondents' perceived safety in their neighborhoods during the day is highest in Council Districts 1, 2, 3, and 4 and lowest in 5, 6, and 7. Those in Council District 6 are also more likely than others to feel unsafe at night in their neighborhood.

## **5.2 Evaluations of the Most Serious Public Safety Problems Facing Oakland**

As in 2002 and 2000, in order to understand residents' concerns about public safety in more detail, residents were asked to name – in their own words – what they perceive as the most serious public safety problem in their neighborhood. The results are shown in **Figure 20** on the following page. As has been the case in previous years, there is no single public safety issue that represents a dominant concern for Oaklanders; no individual issue was named by more than about one resident in five as their top concern. Drugs and drug abuse was the most frequently-mentioned item, as it was in 2002 and 2000, with 16 percent saying it is the most serious public safety concern in their neighborhood (down from 23 percent in 2000, but only slightly lower than 19 percent in 2002).

A nearly equal proportion – 15 percent – mentioned speeding and unsafe driving as the City’s most serious public safety problem. This level of concern nearly matches that found in 2002, but concern about unsafe driving has tripled since 2000, perhaps reflecting increased public attention and concern about the dangers of “sideshows.” Significant numbers of Oaklanders also indicated that robbery and muggings are their leading public safety concern (14 percent), while nine percent mention car theft (both figures essentially unchanged from 2000 and 2002). Ten percent named gangs and juvenile violence, up slightly from six percent in 2002 and five percent in 2000. No other individual public safety problem was named by more than three percent of those surveyed.

**FIGURE 21:**  
**RESIDENTS’ VIEWS OF THE MOST SERIOUS PUBLIC SAFETY**  
**PROBLEMS IN THEIR NEIGHBORHOOD, 2000-2005**  
*(Open-End, Top Responses Only)*



Residents who feel unsafe during the day or night in their neighborhoods are more likely than those who feel safe to name drug and drug abuse, gangs and juvenile violence, and shootings or gun violence as the public safety issue that concerns them most. Those who feel safe in their neighborhoods are more likely to name speeding and unsafe driving.

Residents with school-age children were more likely to name drugs and drug abuse as their top public safety concern than were those without school-age children (21 percent to 12 percent). This issue was also named by a greater proportion of non-college educated residents (19 percent) than of college-educated residents (10 percent). In fact, the most frequently-mentioned public safety concern among college-educated residents was robbery/muggings (18 percent).

As in previous years, the most frequently-mentioned public safety concern among Latinos and African-American residents was drugs and drug abuse (21 percent and 20



percent respectively). Latinos also named gangs and juvenile violence in higher numbers (19 percent) than did other ethnic subgroups this year. Also similar to past years, Asian-American (19 percent) and white (19 percent) residents, particularly women, named robberies or muggings in the highest numbers – and nearly twice as often as did Latinos and African-Americans named this issue. One out of five (21 percent) white residents also mentioned speeding and unsafe driving (with men more likely to do so than women, 26 percent to 16 percent). While 16 percent of African-American residents also named unsafe driving as their top public safety concern, a lower 11 percent of Latino and six percent of Asian-American residents did so.

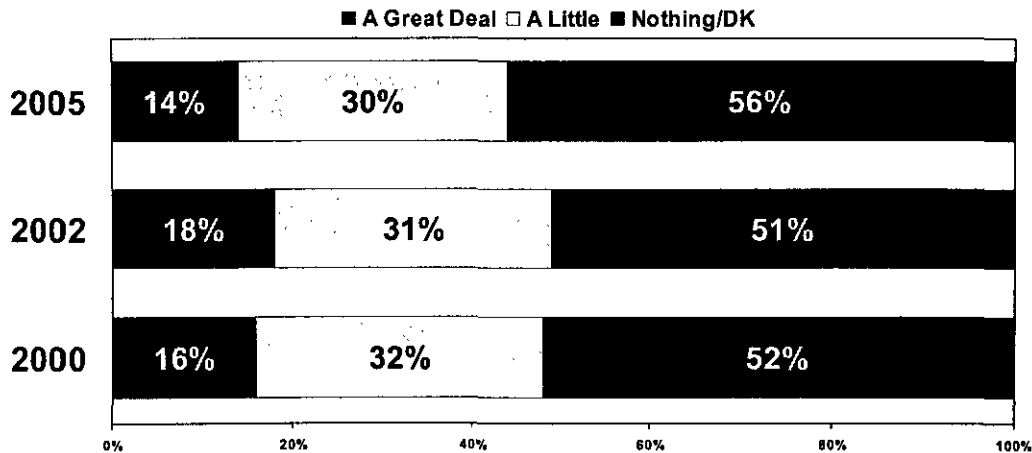
As in past years, the issue of drugs and drug abuse was mentioned more often by lower-income respondents than by higher-income respondents. The likelihood of mentioning speeding/unsafe driving as a top public safety concern rose in tandem with household income.

Concern about the issue of drugs and drug abuse is greater in Council Districts 5, 6, and 7 than in Districts 1 through 4. The issue of robbery/muggings was mentioned more as a top public safety concern in Districts 2 and 4 this year.

### 5.3 Views of Community Policing in Oakland

As illustrated in **Figure 21**, 44 percent of all Oakland residents have heard something about the City’s community policing program, a proportion slightly down from previous years. A total of 14 percent said they have heard “a great deal” about community policing, while over half (56 percent) of those polled have not heard anything about the community policing program in Oakland. Since 2000, awareness of the community policing program has remained fairly constant at about half of all Oaklanders.

**FIGURE 22:**  
**AWARENESS OF COMMUNITY POLICING, 2000-2005**



As has been the case in prior years, Oakland's more affluent and civically-engaged residents are most aware of the City's efforts at community policing. Those most likely to have heard something about the program include residents aged 50 to 64, residents with a post-graduate education, high-propensity voters, those with household incomes over \$75,000 a year, and homeowners. These same groups all had greater awareness of community policing in 2002 as well. Awareness of the program is also more widespread in Council Districts 4 (57 percent) and 5 (54 percent). On the other hand, those least likely to be familiar with community policing include the newest residents of Oakland, renters, non-college educated residents, homemakers, non-voters, those under 30 years of age, lower-income residents, and non-English speakers.

White residents are more familiar with the community policing program (58 percent) than are African-American residents (47 percent), who in turn are more familiar than Latino (31 percent) or Asian-American (31 percent) residents. Overall, there was no significant change from prior years in familiarity with community policing by ethnicity generally.

Most residents still believe that community policing is an effective way to reduce crime. As was the case in prior years' surveys, respondents were given a brief description of community policing and were asked to evaluate the program, as shown below:

*"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?"*

As shown in **Figure 22** on the following page, a clear majority of Oaklanders see community policing as an effective way to reduce crime. Three out of five (60 percent) call the policy "effective," while 23 percent call it "ineffective." However, this finding represents a modest decline of six points in perceptions of the effectiveness of community policing since 2000. More strikingly, the proportion of residents who express strong confidence in community policing – labeling it "very effective" – has declined even more sharply, from 30 percent in 2000 to 22 percent in 2005. It appears that as awareness of the program has not expanded greatly, and as residents continue to be concerned about crime, confidence in community policing may be somewhat on the decline.

As in past years, support for community policing cuts across every major demographic and geographic group within the City of Oakland. African-American residents are increasingly likely (and more likely than any other major demographic subgroup of Oakland's population) to consider community policing "ineffective," with 37 percent giving this response, up from 21 percent in 2000 and 32 percent in 2002).

**FIGURE 23:  
EVALUATIONS OF THE EFFECTIVENESS OF COMMUNITY POLICING  
2000-2005**

Perception of Community Policing	2005	2002	2000	Difference 2000 to 2005	Difference 2002 to 2005
Very effective	22%	27%	30%	-8%	-5%
Somewhat effective	38%	37%	36%	+2%	+1%
<b>TOTAL EFFECTIVE</b>	<b>60%</b>	<b>64%</b>	<b>66%</b>	<b>-6%</b>	<b>-4%</b>
Not too effective	13%	14%	9%	+4%	-1%
Not at all effective	10%	8%	8%	+2%	+2%
<b>TOTAL NOT EFFECTIVE</b>	<b>23%</b>	<b>22%</b>	<b>17%</b>	<b>+6%</b>	<b>+1%</b>
<b>DON'T KNOW/NA</b>	<b>16%</b>	<b>14%</b>	<b>17%</b>	<b>-1%</b>	<b>+2%</b>

Residents with elevated concern about the safety of their community have nearly as much confidence in community policing as do other Oaklanders. Fully 55 percent of those who feel unsafe in their neighborhood during the day, 57 percent of those who feel unsafe at night in their neighborhood, and 49 percent of those who feel crime has increased in their area over the last five years consider community policing to be effective. No more than 37 percent of these groups feel that community policing is not effective.

As was the case in 2002 and 2000, the more residents know about community policing, the more inclined they are to consider it a “very effective” program (as shown in Figure 23 below). This persistent trend suggests that increased efforts to educate the public about community policing could perhaps erase some of the slow erosion in confidence in the program observed in this year’s survey. As we noted in 2000 and 2002, given the crucial role that private citizens play in helping community policing to succeed, increasing public support for the program through continued public education could lead to greater cooperation between police and members of the community.

**FIGURE 24:  
RELATIONSHIP BETWEEN KNOWLEDGE OF COMMUNITY POLICING  
AND EVALUATIONS OF THE PROGRAM’S EFFECTIVENESS, 2005**

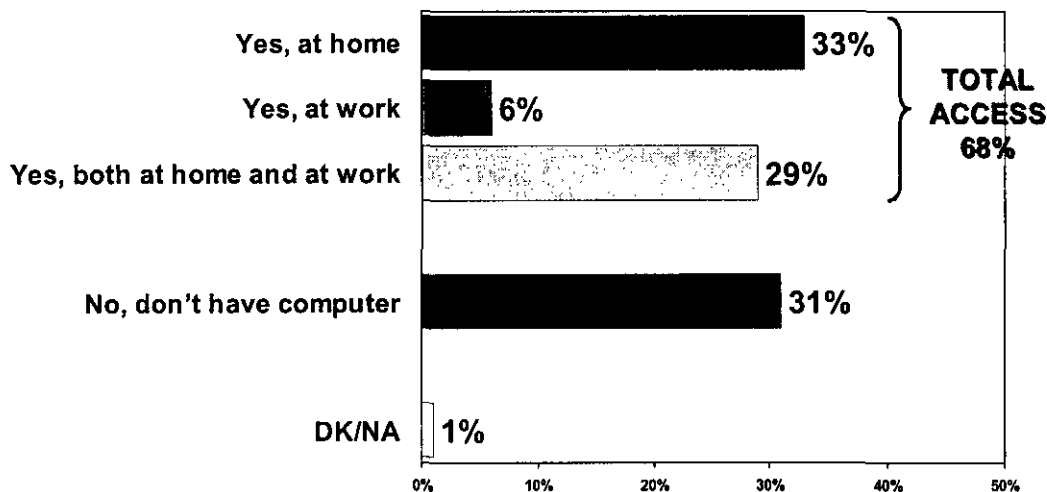
Effectiveness Rating	Heard a Great Deal About CP	Heard a Little About CP	Heard Nothing About CP / Don’t Know
Very effective	36%	24%	18%
Somewhat effective	40%	42%	35%
Not too effective	8%	15%	14%
Not at all effective	10%	8%	11%
Don’t know/NA	5%	10%	22%

## PART 6: INTERNET USAGE AMONG OAKLAND RESIDENTS

### 6.1 The Prevalence of Internet Access in Oakland

More than two-thirds of Oakland residents report having Internet access, as illustrated below in **Figure 24**. Thirty-three percent have a connection at home only, while six percent have access to the Internet at work only and 29 percent have access both at home and at work. These findings are little changed from 2002 when the question was first asked; at that point, a nearly-identical 68 percent of those polled indicated that they had Internet access. Since 2002, however, the proportion who report having Internet access at both home and work has increased from 24 percent to 29 percent. While the overall proportion of residents with Internet access does not appear to be expanding, those who do have access now increasingly have it at both home and work.

**FIGURE 25:**  
**INTERNET ACCESS AMONG OAKLAND RESIDENTS, 2005**



As in 2002, there were notable demographic differences between those Oakland residents who have Internet access and those who do not. Those who chose to take the survey in a language other than English are far less likely to have Internet access than English-speakers (30 percent to 72 percent). However, this represents an increase in access from 2002, when just 16 percent of non-English speakers had Internet access. Just 35 percent of those ages 65 or older have Internet access, compared to 70 to 79 percent of other age cohorts. Access to the Internet is higher with white residents (85 percent) and Asian-American residents (74 percent) than it is with African-American residents (61 percent) and Latino residents (46 percent). African-American men (68 percent) are more likely to have access than African-American women (56 percent).

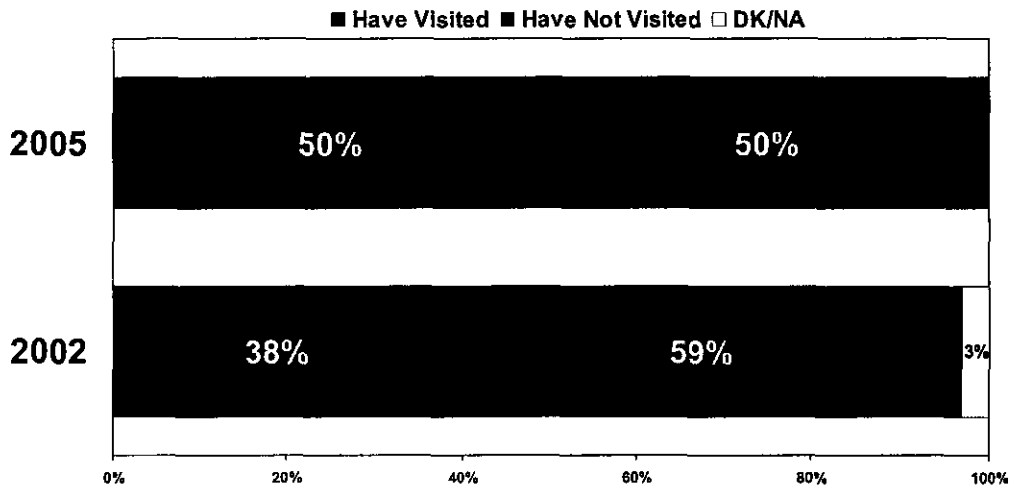
There are also significant differences in Internet access by age, with retired residents and longer-term residents less likely to have Internet access. Geographically, access is lowest in Council District 7 (47 percent) and highest in Districts 1 (77 percent), 2 (79 percent) and 4 (85 percent). Access is also far lower with the least affluent (43 percent among those with household incomes under \$30,000) than among those more affluent (79 percent of those earning \$30,000 to \$75,000 and 95 percent of those earning more). As

we noted in 2002, when these demographic patterns were also apparent, they reflect broader national trends where older, less affluent, less well-educated, and non-English speaking residents are less likely to have Internet access.

## 6.2 Use of the City of Oakland Website

Of those with Internet access, half said they have visited the City of Oakland website (as shown in **Figure 25**) while half have not. This represents a significant increase from 38 percent in 2002. The likelihood of having visited the Oakland website increases with income; 65 percent of those with annual household incomes over \$75,000 have visited the website, versus just 37 percent of those with incomes under \$30,000. Residents under 50, white residents, and those with a college education are also more likely to have visited the website. As in 2002, the same characteristics which are associated with increased likelihood of having Internet access at all are also associated with likelihood of having visited the City's website among those who do have Internet access.

**FIGURE 26:**  
**USE OF THE CITY OF OAKLAND WEBSITE**  
*(Asked Only of Those with Internet Access)*



**PART 7: SOURCES OF INFORMATION ABOUT CITY GOVERNMENT**

For the first time this year, residents were asked which sources of information they use most often to find out what “Oakland City government is doing”. As illustrated in **Figure 26**, the highest proportion – 50 percent – said they rely most on television news. This was followed distantly by The Oakland Tribune newspaper (19 percent) and “a newspaper other than the Oakland Tribune” (10 percent). Six percent said they rely on “word of mouth,” while four percent each turn to radio news or the City’s website.

**FIGURE 27:  
Sources of Information About Oakland City Government, 2005**

Source	First Choice	Second Choice	Third Choice
Television news	50%	19%	8%
<u>The Oakland Tribune</u>	19%	19%	7%
A newspaper other than <u>The Oakland Tribune</u>	10%	14%	8%
Word of mouth	6%	10%	20%
Radio news	4%	14%	13%
The City’s website	4%	4%	6%
A neighborhood newsletter	2%	4%	4%
A neighborhood website	1%	1%	1%
An e-mail news group	1%	1%	1%
Other	2%	2%	1%
Don’t Know/NA	2%	11%	31%

Large proportions of all major subgroups of the population said television is their primary source of information about City government. College-educated residents are least likely to rely on television (33 percent) and more likely to get information from “a newspaper other than the Oakland Tribune” (17 percent). Latino residents rely more on television (69 percent) than other ethnic groups. Latino residents (16 percent) and Asian-American residents (10 percent) are less likely to turn to the Tribune than white (22 percent) and African-American (23 percent) residents. African-American men are more likely to read the Tribune than are than African-American women (28 percent to 19 percent).

The more affluent are also slightly more inclined to turn to newspapers for information about City government than are the less affluent, and college-educated residents are more likely to do so than are the less educated. Interestingly, while about one-third of Oakland residents have visited the City’s website, only 14 percent name it as one of their top three sources of information about City government. This suggests that residents may view the website more as a place to seek out information to address a specific problem or question, and less as a place to obtain general information about issues facing the City.

## **APPENDIX A: TOPLINE SURVEY RESULTS**

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The following appendix includes the full topline results of the 2005 Oakland community survey. Cross-tabulated results have been submitted under separate cover.

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

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

**CITY OF OAKLAND 2005 COMMUNITY SURVEY**  
**320-245WT**  
**N=1000**

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, TAGALOG, 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. Are you a resident of the City of Oakland?

Yes ----- 100%  
 No ----- **TERMINATE CALL**  
**(DON'T KNOW/NA)----- TERMINATE CALL**

2. 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)** \_\_\_\_\_

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 ----- 19%  
 Good ----- 42%  
 Only fair ----- 30%  
 Poor ----- 8%  
**(DON'T KNOW/NA)----- 1%**



4. Next, 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? (DO NOT READ OPTIONS; OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE)

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>	<u>THIRD CHOICE</u>
Education/public schools-----	35%	15%	9%
Crime-----	22%	17%	6%
Housing costs/affordability -----	5%	5%	4%
Jobs/keeping businesses -----	4%	7%	7%
Drugs-----	4%	5%	5%
Street maintenance -----	4%	5%	5%
Gangs/violence -----	3%	4%	3%
Homelessness -----	2%	3%	4%
Lack of police-----	2%	3%	2%
Youth activities-----	1%	3%	3%
Taxes too high -----	1%	2%	3%
Traffic congestion/traffic flow -----	1%	2%	3%
Health care -----	1%	2%	2%
Revitalizing neighborhoods-----	1%	2%	2%
Revitalizing downtown-----	1%	2%	1%
Public transportation/buses-----	1%	1%	2%
Recreation programs -----	1%	1%	1%
Government waste/inefficiency -----	1%	1%	1%
Blight/abandoned buildings-----	1%	1%	0%
Racial discrimination -----	1%	0%	0%
Infrastructure (non-specific) -----	1%	0%	0%
Environment -----	0%	2%	2%
Clean up the city/trash -----	0%	1%	1%
Garbage pick-up -----	0%	1%	0%
Sidewalk repairs -----	0%	1%	0%
Street lighting -----	0%	1%	0%
Public safety (non-specific)-----	0%	1%	0%
Social Security-----	0%	1%	0%
Fire/emergency services-----	0%	0%	1%
Parks/recreation-----	0%	0%	1%
Libraries -----	0%	0%	1%
Senior issues -----	0%	0%	1%
Parking-----	0%	0%	1%
Cable TV service -----	0%	0%	0%
Recycling pick-up-----	0%	0%	0%
Sewer maintenance-----	0%	0%	0%
Tree trimming-----	0%	0%	0%
Water supplies -----	0%	0%	0%
Social services/welfare -----	0%	0%	0%
Economy-----	0%	0%	0%
Growth/development-----	0%	0%	0%
City services-----	0%	0%	0%
Oakland A's/ball park -----	0%	0%	0%
Nothing/no problems-----	0%	0%	0%
Other -----	2%	3%	2%
(DK/NA) -----	3%	9%	24%

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 AT ALL SERIOUS</u>	<u>(DK/ NO OPIN.)</u>
[ ]a. (T) Unemployment among people who usually have jobs-----	42%	37%	12%	2%	6%
[ ]b. (T) Tensions between racial or ethnic groups-----	22%	32%	30%	13%	4%
[ ]c. (T) The quality of public schools-----	69%	16%	5%	3%	6%
[ ]d. (T) Gangs and juvenile violence-----	57%	28%	9%	2%	4%
[ ]e. (T) Dirty streets and sidewalks-----	34%	35%	24%	6%	1%
[ ]f. (T) A lack of affordable housing-----	56%	28%	9%	2%	5%
[ ]g. (T) Inefficiency in City government-----	35%	35%	12%	3%	15%
[ ]h. (T) The quality of Oakland's basic city services-----	20%	38%	29%	8%	5%
[ ]i. (T) Traffic congestion-----	26%	31%	32%	9%	2%
[ ]j. (T) Homelessness-----	40%	37%	16%	3%	3%
[ ]k. (T) Drug usage and drug abuse-----	55%	29%	8%	2%	5%
[ ]l. (T) Blight and abandoned buildings-----	27%	37%	24%	7%	5%
[ ]m. (T) The amount of taxes people have to pay for City services-----	34%	28%	22%	9%	8%
[ ]n. (T) Graffiti and similar vandalism-----	23%	39%	27%	8%	3%
[ ]o. Potholes and broken sidewalks-----	39%	33%	21%	5%	2%
[ ]p. Dirty or neglected parks-----	25%	33%	28%	8%	7%
[ ]q. Neglected street trees-----	15%	29%	35%	16%	4%
[ ]r. Reckless or unsafe driving-----	45%	31%	16%	6%	2%

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-----	2%
Good-----	28%
Only fair-----	49%
Poor-----	18%
(DON'T KNOW/NA)-----	2%

**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 START. RECORD VERBATIM 1-10 SCORE, AND CIRCLE CATEGORY CODE [1 THROUGH 6] AFTER INTERVIEW IS COMPLETE)**

<b>(ROTATE)</b>	<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>
<b>(SPLIT SAMPLE A ONLY)</b>								
<input type="checkbox"/> a. (T) Sense of community-----	7.4	1%	8%	17%	45%	29%	0%	
<input type="checkbox"/> b. (T) A variety of artistic and cultural activities and events-----	7.5	2%	7%	14%	51%	27%	0%	
<input type="checkbox"/> c. (T) Citizen involvement in the community-----	7.6	2%	7%	10%	53%	28%	0%	
<input type="checkbox"/> d. (T) Good job availability in the local area-----	8.1	2%	8%	8%	36%	44%	1%	
<input type="checkbox"/> e. (T) A highly rated public school system-----	8.4	3%	7%	7%	24%	59%	0%	
<input type="checkbox"/> f. Having well maintained street trees-----	6.7	3%	13%	17%	46%	19%	1%	
<input type="checkbox"/> g. (T) Having the city be a convention and tourist destination-----	6.4	4%	16%	19%	43%	18%	1%	
<input type="checkbox"/> h. Having services available to seniors-----	8.2	2%	4%	6%	46%	42%	0%	

**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"/> i. (T) Efficient city government services-----	8.1	1%	6%	8%	43%	41%	1%	
<input type="checkbox"/> j. (T) A wide variety of retail shops downtown-----	7.1	2%	10%	14%	49%	23%	0%	
<input type="checkbox"/> k. (T) Good traffic flow through the city-----	7.5	0%	9%	13%	50%	27%	1%	
<input type="checkbox"/> l. (T) Having the city's downtown be safe and clean-----	8.4	1%	5%	6%	40%	47%	0%	
<input type="checkbox"/> m. (T) Having recreation programs available for youth-----	8.5	2%	6%	4%	38%	50%	0%	
<input type="checkbox"/> n. (T) Having substance abuse treatment available for residents who need it-----	8.3	1%	7%	4%	41%	46%	0%	
<input type="checkbox"/> o. Having clean, well maintained sidewalks-----	7.7	1%	8%	9%	50%	32%	0%	
<input type="checkbox"/> p. Having responsive fire and emergency medical services-----	9.0	1%	2%	5%	28%	64%	0%	

(ROTATE)

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

(SPLIT SAMPLE B ONLY)

<input type="checkbox"/> q. (T) Safe schools -----	_____	8.7	1%	5%	7%	27%	60%	1%
<input type="checkbox"/> r. (T) Being able to know your neighbors -----	_____	6.9	4%	10%	17%	46%	22%	0%
<input type="checkbox"/> s. (T) Clean, well maintained streets without potholes -----	_____	7.7	1%	8%	11%	46%	34%	0%
<input type="checkbox"/> t. (T) A full service public library system -----	_____	8.2	1%	5%	9%	43%	42%	1%
<input type="checkbox"/> u. Having clean, well maintained public parks -----	_____	7.8	1%	7%	12%	45%	35%	1%
<input type="checkbox"/> v. (T) Safe neighborhoods -----	_____	8.9	1%	3%	6%	25%	64%	0%
<input type="checkbox"/> w. (T) Having a lively residential community in the downtown area -----	_____	7.3	2%	13%	12%	43%	30%	1%
<input type="checkbox"/> x. Having after school programs available to children and youth -----	_____	8.7	1%	4%	7%	28%	59%	1%

**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"/> y. (T) A wide variety of retail shops in each city neighborhood -----	_____	7.0	2%	12%	16%	49%	21%	0%
<input type="checkbox"/> z. (T) Strong rent control laws to protect renters -----	_____	7.6	3%	8%	11%	42%	36%	0%
<input type="checkbox"/> aa. (T) Having prominent performing arts groups like a symphony or a ballet -----	_____	6.9	3%	11%	19%	45%	21%	1%
<input type="checkbox"/> bb. (T) Ethnic and cultural diversity -----	_____	7.9	2%	6%	11%	42%	38%	1%
<input type="checkbox"/> cc. (T) A clean environment, including land, air, and water -----	_____	8.9	1%	3%	4%	28%	64%	0%
<input type="checkbox"/> dd. (T) Having adequate shelter available for homeless people in Oakland -----	_____	8.3	0%	7%	7%	36%	49%	0%
<input type="checkbox"/> ee. Having well maintained storm drains to help prevent floods and mudslides -----	_____	8.4	1%	5%	8%	37%	49%	0%
<input type="checkbox"/> ff. Having access to affordable housing -----	_____	8.6	1%	6%	7%	31%	55%	1%



(ROTATE)

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

(SPLIT SAMPLE B ONLY)

<input type="checkbox"/> q. (T) School safety -----	_____	-----	5.1	----	13%	-	27%	-	19%	--	22%	13%	---	5%	
<input type="checkbox"/> r. (T) Being able to know your neighbors -----	_____	-----	6.4	----	5%	--	16%	-	22%	--	37%	19%	---	1%	
<input type="checkbox"/> s. (T) Street maintenance and cleanliness -----	_____	-----	5.6	----	9%	--	25%	-	16%	--	35%	13%	---	1%	
<input type="checkbox"/> t. (T) The availability of public library services -----	_____	-----	6.5	----	5%	--	16%	-	18%	--	43%	18%	---	2%	
<input type="checkbox"/> u. The availability and cleanliness of public parks -----	_____	-----	6.0	----	7%	--	16%	-	20%	--	44%	12%	---	2%	
<input type="checkbox"/> v. (T) Neighborhood safety -----	_____	-----	5.7	----	12%	-	22%	-	15%	--	36%	15%	---	0%	
<input type="checkbox"/> w. (T) Residential communities downtown -----	_____	-----	5.4	----	8%	--	19%	-	29%	--	31%	-	9%	---	5%
<input type="checkbox"/> x. The after-school programs available to children and youth -----	_____	-----	5.5	----	9%	--	24%	-	19%	--	27%	14%	---	7%	

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"/> y. (T) The variety of retail shops in each city neighborhood -----	_____	-----	5.5	----	9%	--	26%	-	18%	--	36%	10%	---	2%	
<input type="checkbox"/> z. (T) Current rent control laws -----	_____	-----	5.1	----	12%	-	19%	-	26%	--	25%	-	9%	---	9%
<input type="checkbox"/> aa. (T) The variety of performing arts groups like symphonies or ballets -----	_____	-----	5.4	----	6%	--	25%	-	25%	--	32%	-	8%	---	4%
<input type="checkbox"/> bb. (T) Oakland's ethnic and cultural diversity -----	_____	-----	7.0	----	4%	--	11%	-	16%	--	45%	22%	---	2%	
<input type="checkbox"/> cc. (T) The cleanliness of Oakland's environment, including land, air, and water -----	_____	-----	5.9	----	8%	--	16%	-	19%	--	44%	12%	---	1%	
<input type="checkbox"/> dd. (T) Shelter available for homeless people in Oakland -----	_____	-----	4.9	----	14%	-	28%	-	17%	--	27%	-	9%	---	6%
<input type="checkbox"/> ee. Maintenance of storm drains -----	_____	-----	5.7	----	9%	--	22%	-	19%	--	34%	13%	---	2%	
<input type="checkbox"/> ff. Current access to affordable housing -----	_____	-----	4.7	----	18%	-	33%	-	14%	--	20%	12%	---	3%	

**(RESUME ASKING ALL RESPONDENTS)**

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. RECORD VERBATIM 1-10 SCORE, AND CIRCLE CATEGORY CODE [1 THROUGH 6] AFTER INTERVIEW IS COMPLETE)**

	<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-----	5.6	8%	20%	22%	38%	9%	4%	
[ ]b. (T) Repair of potholes in city streets -----	4.5	16%	34%	17%	26%	6%	1%	
[ ]c. (T) Repair of broken sidewalks -----	4.7	13%	34%	19%	26%	6%	2%	
[ ]d. (T) Street lighting in your neighborhood -----	6.3	7%	17%	15%	46%	15%	1%	
[ ]e. (T) Managing city government finances -----	4.6	12%	28%	22%	21%	4%	12%	
[ ]f. (T) Recreation opportunities and programs at city parks and recreation centers -----	5.2	9%	24%	19%	34%	7%	8%	
[ ]g. (T) Landscaping on street medians and other public areas-----	5.6	6%	21%	23%	41%	8%	1%	
[ ]h. (T) Maintenance of public parks -----	5.6	7%	21%	21%	41%	7%	3%	
[ ]i. (T) Garbage and yard waste pick-up -----	6.7	6%	15%	10%	53%	16%	0%	
[ ]j. (T) Police protection in your neighborhood -----	5.9	10%	21%	13%	43%	12%	1%	
[ ]k. (T) Regulation of cable TV service-----	5.2	10%	19%	24%	25%	7%	15%	
[ ]l. (T) Tree trimming-----	5.7	7%	18%	24%	37%	8%	5%	

**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>
[ ]m. (T) Sewer and storm drain maintenance -----	5.8	7%	19%	19%	42%	10%	4%	
[ ]n. (T) Housing assistance programs for lower income residents -----	5.0	11%	23%	19%	28%	6%	13%	
[ ]o. (T) Neighborhood clean-up programs -----	5.1	10%	23%	21%	32%	6%	7%	
[ ]p. (T) Building and safety code enforcement-----	5.5	6%	16%	25%	30%	6%	16%	
[ ]q. (T) Fire prevention and protection -----	6.4	3%	14%	19%	48%	11%	6%	
[ ]r. (T) Programs to retain, expand, and attract businesses to Oakland -----	5.2	8%	23%	23%	32%	5%	9%	
[ ]s. (T) Programs to prepare Oakland residents for emergencies like earthquakes or floods -----	4.9	12%	27%	19%	27%	7%	8%	
[ ]t. (T) Child care programs -----	5.4	8%	19%	22%	28%	8%	15%	
[ ]u. (T) Library services-----	6.2	4%	20%	16%	45%	12%	3%	

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

[ ]v. (T) Recycling pick-up ----- 7.1 -----4% -- 12%--11%---51% 20% --- 2%  
 [ ]w. (T) Customer service at City recreation  
 centers ----- 5.9 -----5% -- 13%--23%---36%- 7%--- 16%

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

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)

	(NEITHER					(DK/
	VERY	SOMEWHAT	SAFE	SOMEWHAT	VERY	NO
	<u>SAFE</u>	<u>SAFE</u>	<u>NOR UNSAFE)</u>	<u>UNSAFE</u>	<u>UNSAFE</u>	<u>OPIN.)</u>
[ ]a. (T) In your neighborhood-----	49%	33%	4%	8%	6%	0%
[ ]b. (T) In the park closest to you -----	32%	33%	5%	13%	9%	7%
[ ]c. (T) Downtown-----	32%	42%	5%	11%	6%	4%

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)

	(NEITHER					(DK/
	VERY	SOMEWHAT	SAFE	SOMEWHAT	VERY	NO
	<u>SAFE</u>	<u>SAFE</u>	<u>NOR UNSAFE)</u>	<u>UNSAFE</u>	<u>UNSAFE</u>	<u>OPIN.)</u>
[ ]a. (T) In your neighborhood-----	20%	29%	3%	19%	26%	3%
[ ]b. (T) In the park closest to you -----	8%	17%	5%	22%	38%	10%
[ ]c. (T) Downtown-----	7%	22%	6%	24%	34%	7%



12. What would you say is the most serious public safety problem in your neighborhood? **(DO NOT READ OPTIONS; OPEN-END. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE)**

(T)

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Drugs/drug abuse-----	16%
Speeding/unsafe driving-----	15%
Robbery/muggings-----	14%
Gangs/juvenile violence-----	10%
Car theft-----	9%
Nothing-----	5%
Shootings/gun violence-----	3%
Other-----	3%
Lack of police presence-----	3%
Domestic violence-----	2%
Loitering/people hanging around-----	2%
Homeless-----	2%
Graffiti/vandalism-----	2%
Poor lighting/unsafe night-time conditions-----	2%
Homicide/murder-----	2%
Rape-----	1%
Fire/arson-----	1%
Prostitution-----	1%
Poor roads/sidewalks-----	1%
Everything/generally unsafe-----	1%
Pollution/trash-----	0%
Car vandalism-----	0%
Sideshows-----	0%
DK/NA-----	6%

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-----	13%
Increased a little-----	15%
<b>(STAYED THE SAME)</b> -----	40%
Decreased a little-----	18%
Decreased a lot-----	8%
<b>(DON'T READ) DK/NA</b> -----	6%

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----- 14%  
 Yes, heard a little----- 30%  
 No ----- 54%  
 (DON'T READ) DK/NA ----- 1%

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----- 22%  
 Somewhat effective----- 38%  
 Not too effective----- 13%  
 Not at all effective----- 10%  
 (DON'T READ) DK/NA ----- 16%

**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)--34%  
 No ----- (SKIP TO Q19)--65%  
 (DON'T READ) DK/NA ----- (SKIP TO Q19)--1%

(IF "YES" ON QUESTION 16, ASK QUESTIONS 17-18)

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

(T)

Police ----- 26%  
 Planning/permitting/development----- 20%  
 Traffic and parking----- 11%  
 City Council----- 9%  
 City Clerk ----- 8%  
 Libraries ----- 6%  
 Fire protection/emergency services ----- 5%  
 Mayor's Office ----- 5%  
 Parks ----- 4%  
 City Attorney ----- 3%  
 City Manager ----- 3%  
 Health and human services----- 3%  
 Streets and roads ----- 3%  
 Senior citizens services ----- 2%  
 Other (SPECIFY) ----- 15%  
 (DON'T READ) DK/NA ----- 10%

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----- 39%
  - Somewhat helpful ----- 33%
  - Not too helpful----- 13%
  - Not at all helpful----- 13%
  - (DON'T READ) DK/NA -----2%

**(RESUME ASKING ALL RESPONDENTS)**

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

- (T)
- Yes, at home ----- (ASK Q20)--33%
  - Yes, at work----- (ASK Q20)--6%
  - Yes, both at home and at work ----- (ASK Q20)--29%
  - No, don't have computer----- (SKIP TO Q21)--31%
  - (DON'T READ) DK/NA ----- (SKIP TO Q21)--1%

**(ASK Q20 ONLY IF "YES" IN Q19)**

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

- (T)
- Yes ----- 50%
  - No ----- 50%
  - (DON'T KNOW/NA)----- 1%

**(RESUME ASKING ALL RESPONDENTS)**

21. Which of the following sources of information do you use most often to find out what Oakland City government is doing? (READ AND ROTATE) Which do you use next-most often? Third-most often?

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>	<u>THIRD CHOICE</u>
<input type="checkbox"/> Television news -----	50%	19%	8%
<input type="checkbox"/> The Oakland Tribune newspaper-----	19%	19%	7%
<input type="checkbox"/> A newspaper other than the Oakland Tribune--	10%	14%	8%
<input type="checkbox"/> Word of mouth-----	6%	10%	20%
<input type="checkbox"/> Radio news-----	4%	14%	13%
<input type="checkbox"/> The City's website, www.oaklandnet.com-----	4%	4%	6%
<input type="checkbox"/> A neighborhood newsletter -----	2%	4%	4%
<input type="checkbox"/> A neighborhood website-----	1%	1%	1%
<input type="checkbox"/> An e-mail newsgroup -----	1%	1%	1%
(OTHER- SPECIFY) _____	2%	2%	1%
(DON'T KNOW/NA)-----	2%	11%	31%

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)

Crime control/ensure public safety -----	10%
Education improvements/more school funding -----	8%
Police presence increased/more police patrols/improve response times -----	7%
Communicate with the people/have town hall meetings/public forums -----	6%
Responsiveness/listen to/do what the people want -----	6%
Job development/more employment opportunities/better paying jobs -----	6%
Job performance improvements/more efficiency/less bureaucracy -----	4%
City employee improvements/friendlier/more helpful staff -----	4%
Clean up the city/rejuvenate rundown areas -----	4%
Budget/spending/allocations of funds improved -----	3%
Housing affordability improvements/rent control -----	3%
Business development/encourage more retail businesses -----	3%
Drug trafficking/activity controlled/provide drug treatment programs -----	2%
Economic development/generate more revenue/increase funding resources -----	2%
Homeless/transient assistance/programs -----	2%
Services/program information improvements/let us know what's available -----	2%
Street repair/maintenance improvements -----	2%
Transportation improvements/better public transit -----	2%
Youth activities/programs increased/give the kids something to do -----	2%
Parking control/enforcement improved -----	1%
Police department accountability improvements -----	1%
Police interaction with community improvements -----	1%
City employee pay raises -----	1%
Nothing/all is well/doing good job -----	1%
Tax reduction -----	1%
Traffic control/enforcement improvements -----	1%
Services/program accessibility improvements/expanded hours -----	1%
Services/program expansion/more public services -----	1%
Environmental issues addressed -----	0%
Health care availability/accessibility improvements -----	0%
Senior services/programs expanded -----	0%
Improve city's image -----	0%
Services/program costs lower -----	0%
Website improvements/more user-friendly -----	0%
Noise control/reduction -----	0%
Election/campaign reform -----	0%
New stadium for A's -----	0%
Growth control/planning/stop redevelopment -----	0%
Everything/improve overall quality of life -----	0%
Misc./other mentions -----	0%
DK/NA/Refused -----	11%

**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 ----- 10%
- Three to four years -----9%
- Five to six years -----8%
- Seven to ten years ----- 12%
- 11 to 15 years -----9%
- 16 to 20 years ----- 12%
- 21 years or more----- 39%
- (DON'T READ)** Don't know/Refused ---0%

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----- 56%
- Multi-family apt/condo ----- 43%
- (DON'T READ)** Don't know/Refused --- 1%

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

- (T) Own ----- 47%
- Rent ----- 52%
- (DON'T READ)** Don't know/Refused --- 1%

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

- (T) Yes ----- 37%
- No ----- 63%
- (DK/NA)** ----- 1%

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

- (T) Employed full-time ----- **(ASK Q28)**--46%
- Employed part-time----- **(ASK Q28)**--10%
- Self-employed or work from home -----**(ASK Q28)**--7%
- A homemaker who does not  
work outside the home -----**(SKIP TO Q29)**--5%
- Retired ----- **(SKIP TO Q29)**--16%
- A student -----**(SKIP TO Q29)**--6%
- Unemployed ----- **(SKIP TO Q29)**--10%
- (DON'T READ)** Refused-----**(SKIP TO Q29)**--1%

**(IF "EMPLOYED" IN QUESTION 27, ASK:)**

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

- (T) In Oakland----- 49%
- Not in Oakland----- 50%
- (DON'T READ)** Don't know/Refused --- 1%

**(RESUME ASKING ALL RESPONDENTS)**

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

- (T)
- Grades 1-8-----5%
  - Grades 9-11 ----- 10%
  - High School Graduate (12) ----- 22%
  - Some College ----- 23%
  - Business/Vocational School -----2%
  - College Graduate (4)----- 25%
  - Post-Graduate Work/Professional School ----- 12%
  - (DON'T READ) DK/Refused-----1%**

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----- 18%
  - African-American ----- 33%
  - Asian ----- 15%
  - Caucasian/White----- 28%
  - Native American/Indian -----1%
  - Some other group or identification-----3%
  - (DON'T READ) Refused-----2%**

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 Q32)--56%**
  - Republican -----**(ASK Q32)--6%**
  - Other party -----**(ASK Q32)--5%**
  - Independent ----- **(ASK Q32)--15%**
  - Not registered ----- **(SKIP TO Q33)--14%**
  - (DK/NA) ----- (SKIP TO Q33)--5%**

**(ASK Q32 ONLY IF "REGISTERED" IN Q31)**

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----- 60%
  - Usually but not always vote----- 21%
  - Only occasionally vote ----- 10%
  - Rarely or never vote -----9%
  - (DON'T READ) Don't know/refuse----- 1%**

**(RESUME ASKING ALL RESPONDENTS)**

33. In what year were you born?

(T)	1987-1981 (18-24) -----	11%
	1980-1976 (25-29) -----	11%
	1975-1971 (30-34) -----	11%
	1970-1966 (35-39) -----	11%
	1965-1961 (40-44) -----	10%
	1960-1956 (45-49) -----	10%
	1955-1951 (50-54) -----	8%
	1950-1946 (55-59) -----	6%
	1945-1941 (60-64) -----	4%
	1940 or earlier (65 & over)-----	14%
	Refused -----	4%

34. 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 2004?

(T)	\$10,000 and under-----	12%
	\$10,001 - \$20,000 -----	11%
	\$20,001 - \$30,000 -----	10%
	\$30,001 - \$60,000 -----	19%
	\$60,001 - \$75,000 -----	8%
	\$75,001 - \$100,000-----	6%
	More than \$100,000-----	11%
	<b>(DON'T READ)</b> Refused-----	24%

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

(T)

Street \_\_\_\_\_

with

Street \_\_\_\_\_

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

**Gender by observation:**

Male----- 47%  
Female ----- 53%

**Language by observation:**

English----- 91%  
Spanish ----- 7%  
Cantonese ----- 2%  
Vietnamese ----- 0%  
Tagalog ----- 0%

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

Date \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

Interviewer \_\_\_\_\_

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

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

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