



2017 City of Oakland Budget Priorities Survey

Key findings from a survey of
Oakland residents conducted on
January 3-12, 2017

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Survey Methodology



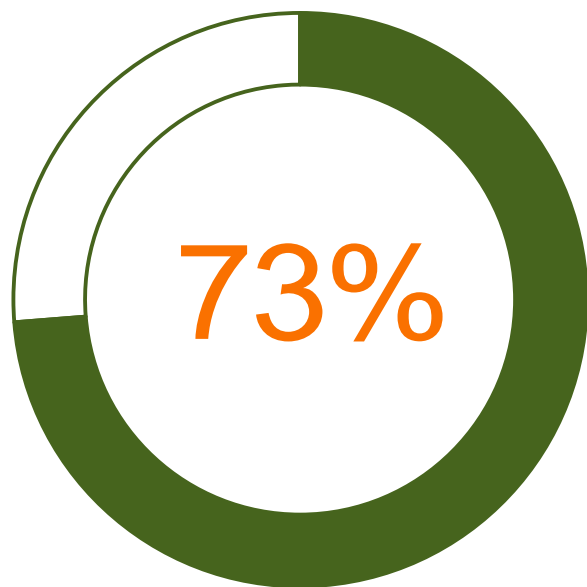
- 1,202 interviews with Oakland adults on cell phones and landlines, conducted in English, Spanish and Chinese.
- Half the sample was drawn from registered voter rolls and half using enhanced random-digit dialing (RDD). In the RDD sample, 537 were self-identified voters and 65 were non-voters. Overall, 755 were conducted via cell phone.
- Unless noted, the results reported are of the combined sample
- The margin of sampling error is +/-2.8% at the 95% confidence interval. Margins of error for subgroups are higher.
- Due to rounding, not all percentages sum to 100%.
- Selected comparisons to prior surveys in 2015 (voters only), 2005, 2002 and 2000.



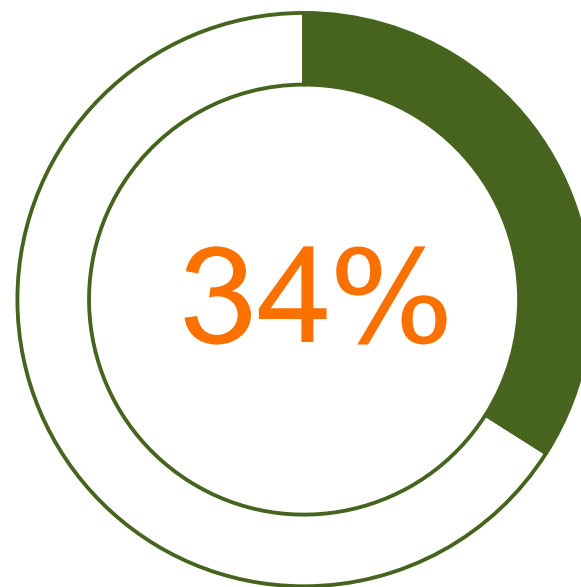
**Impressions of
Life in Oakland and
City Government**

People love living in Oakland, but hold more tepid views of City government.

73% rate Oakland as an “excellent” or “good” place to live

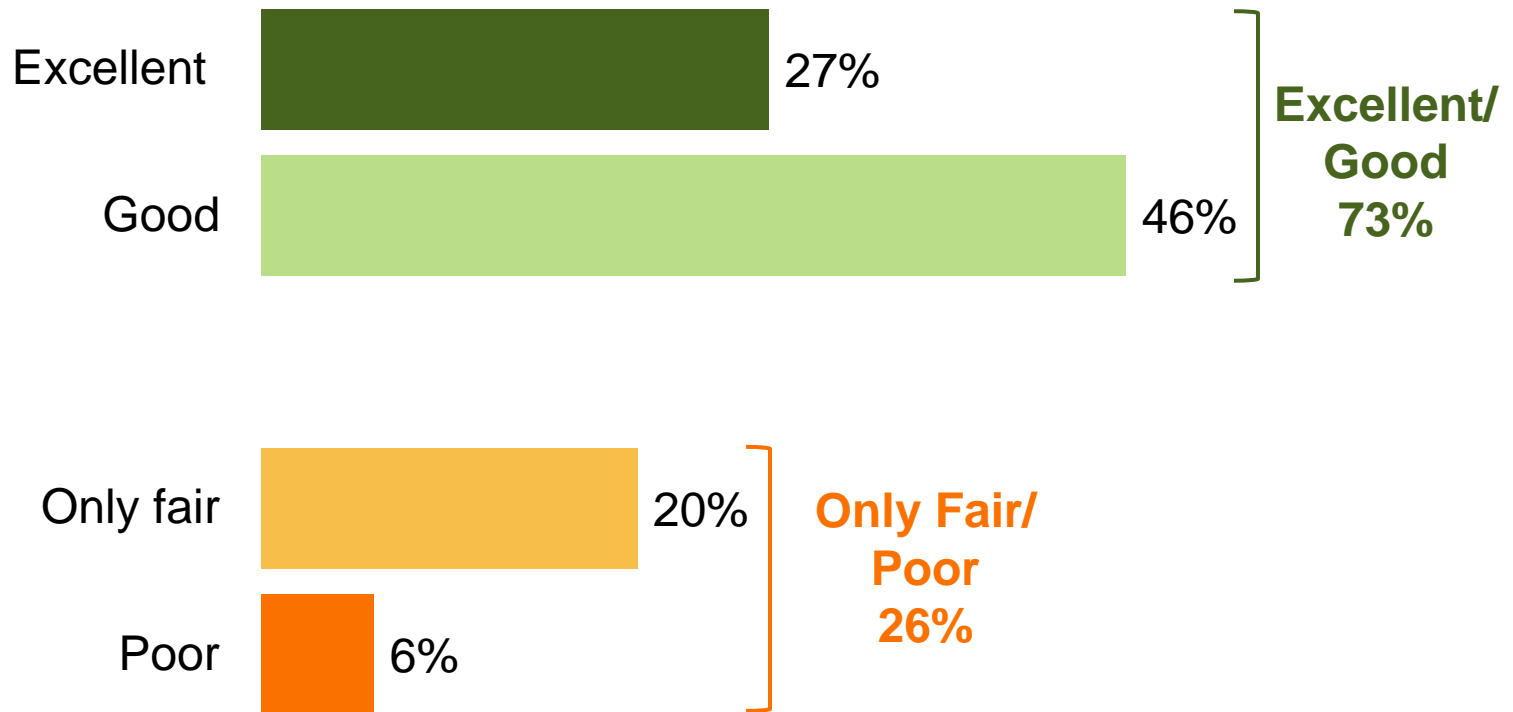


34% rate the City’s provision of services as “excellent” or “good”

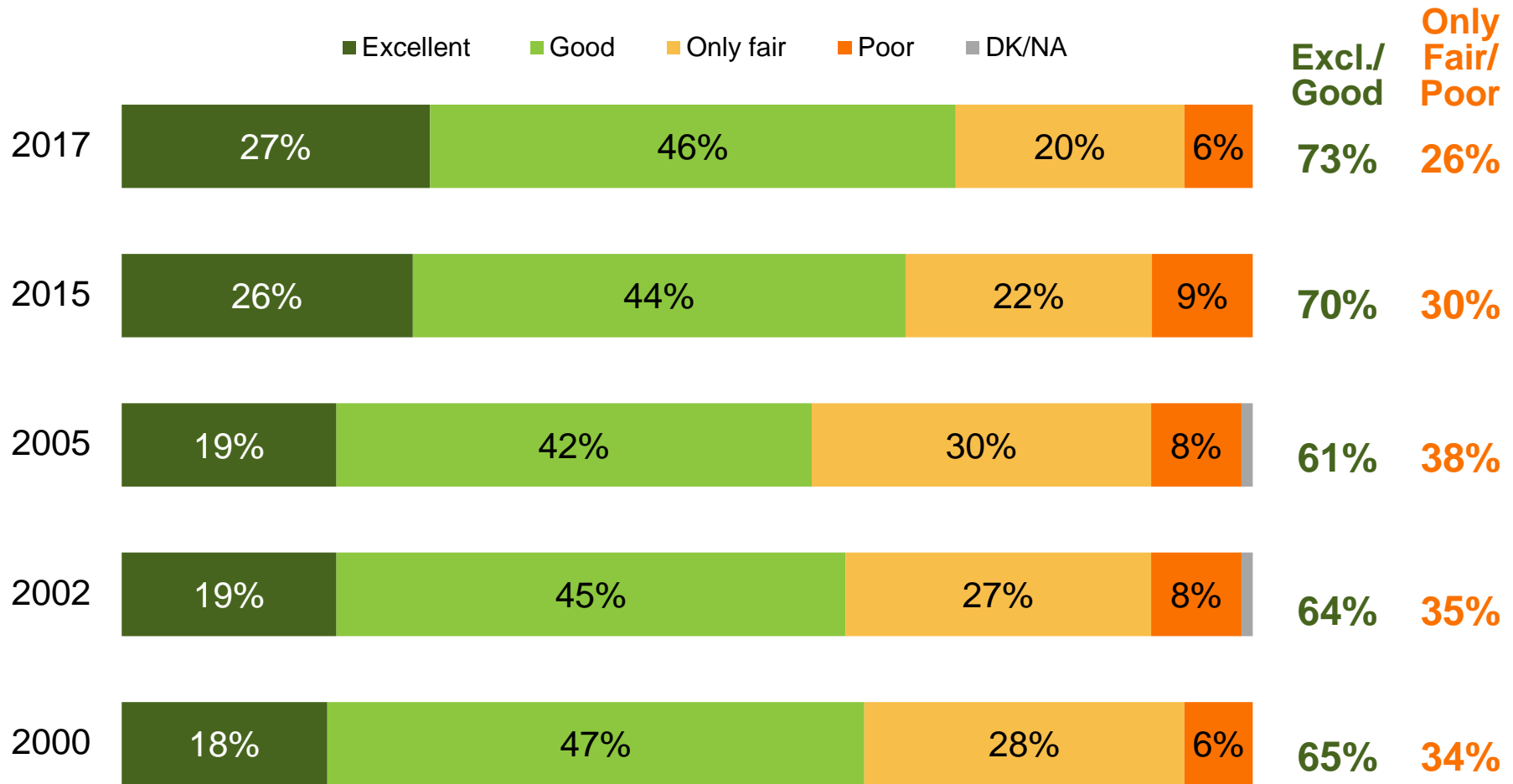


The vast majority of residents hold positive impressions of Oakland.

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?

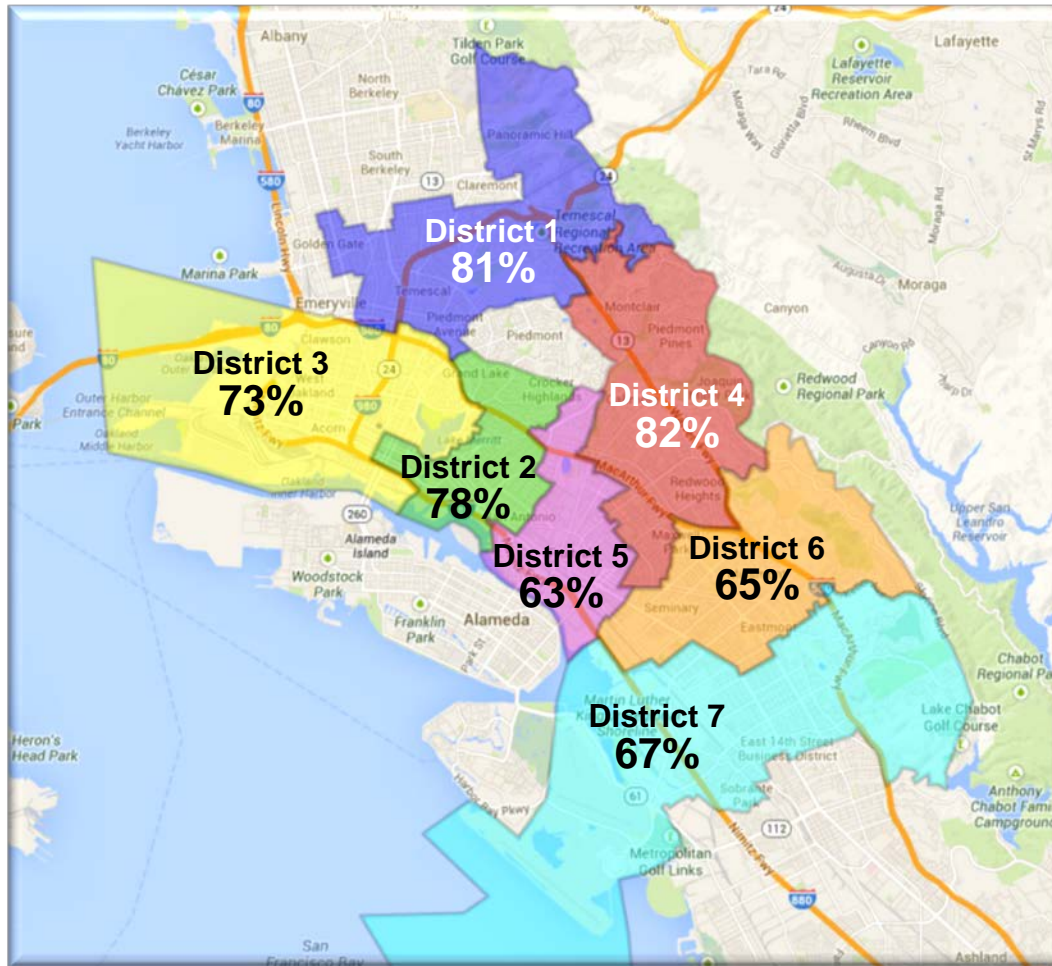


Impressions of Oakland's quality of life continue to improve.



East Oakland residents are less likely to give high ratings to their quality of life.

Excellent/Good Rating by City Council District



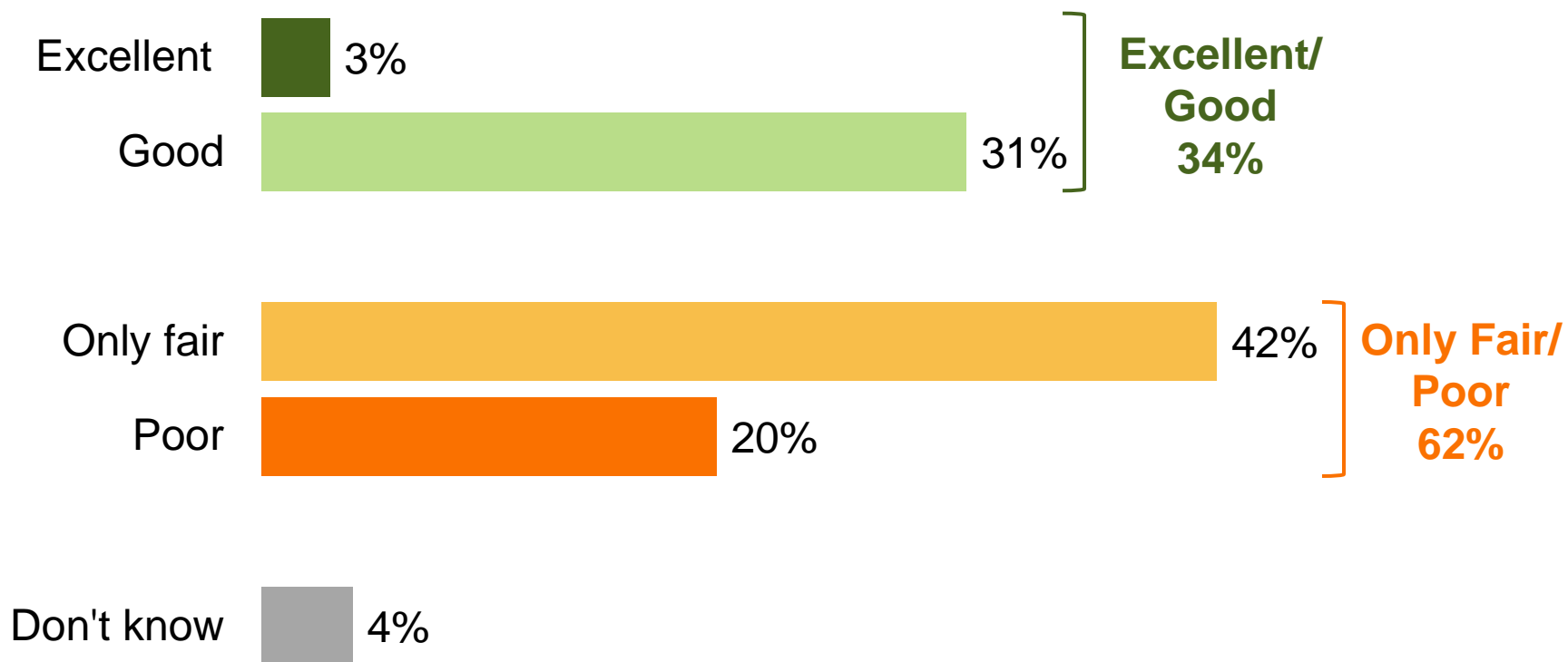
- ✓ While at least 58% of every subgroup indicated that Oakland is an “excellent” or “good” place to live, a few groups were modestly more likely to say “excellent” or “poor.”
- ✓ Keeping in mind that in no subgroup did more than 41% say “excellent” or more than 11% say “poor,” the groups most likely to express those opinions were...

Respondents Most and Least Happy with Life in Oakland

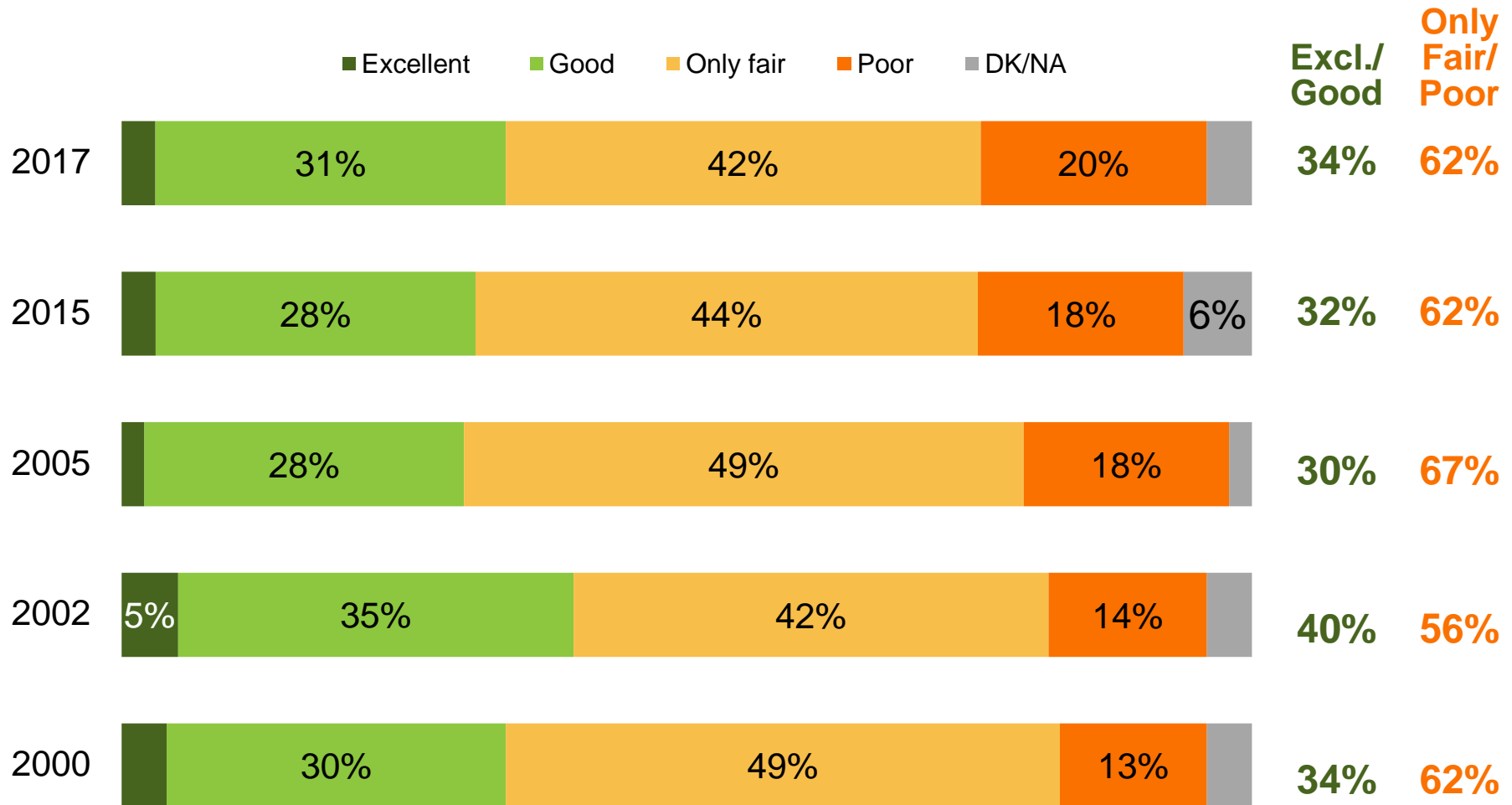
Most likely to respond: Excellent	Most likely to respond: Poor
<i>27% of All Respondents</i>	<i>6% of All Respondents</i>
Regular Cyclists	African-Americans
Live with Partner	City Council District 7
HH Income \$100,000+	Ages 18-29
White Residents	City Council District 5
City Council District 1	Non-Voters
Self-employed/Work from Home	Have Children at Home
Post-Graduate Educated	City Council District 6
Regular Uber/Lyft Users	No Party Preference Women
Four-year College Graduates	
City Council District 2	

Many feel the City is doing an "only fair" job providing services.

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?

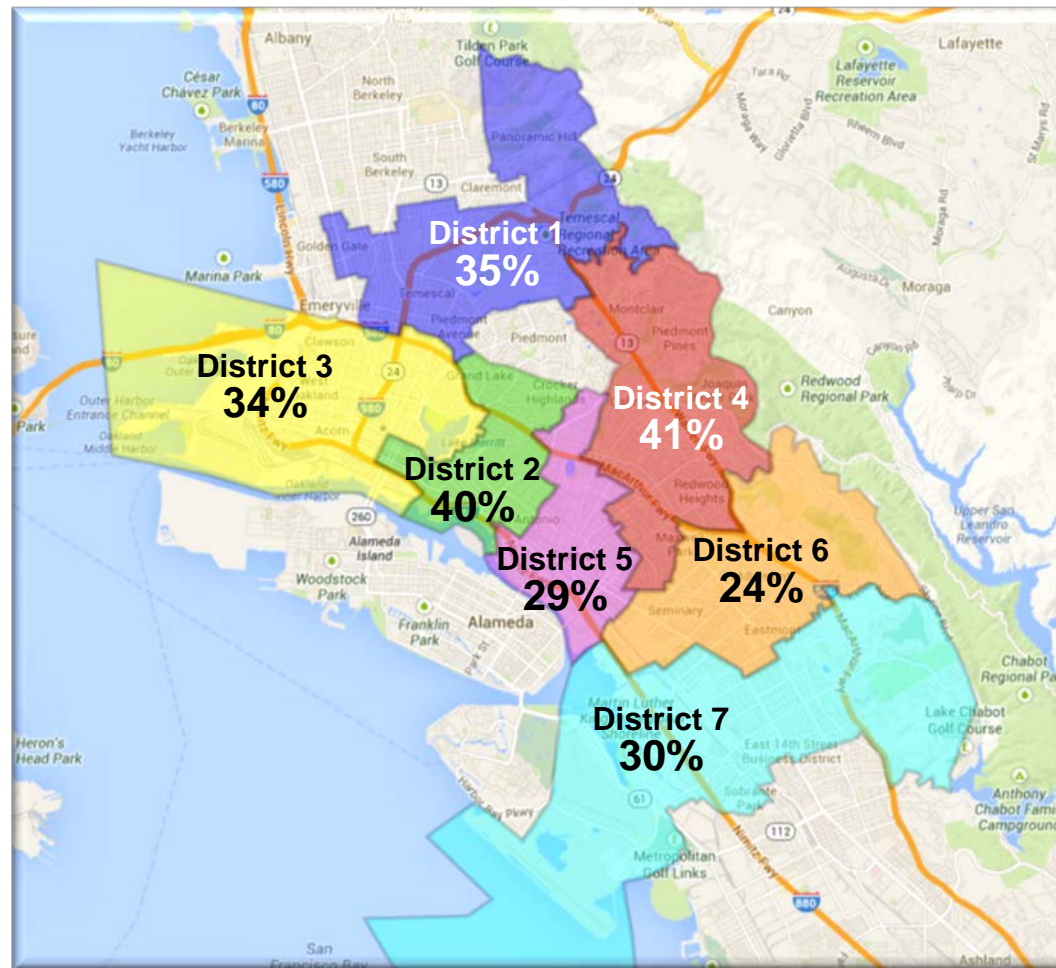


This perception has held fairly steady for a number of years.



Again, East Oakland residents have less positive views than their neighbors.

Excellent/Good Rating by City Council District



- ✓ Pluralities of nearly all subgroups rated City services as “only fair.”
- ✓ No more than 47% of any subgroup rated City service provision as “excellent” or “good.”
- ✓ No more than 35% of any subgroup rated City service provision as “poor.”
- ✓ Those most like the groups most likely to express positive or negative impressions were ...

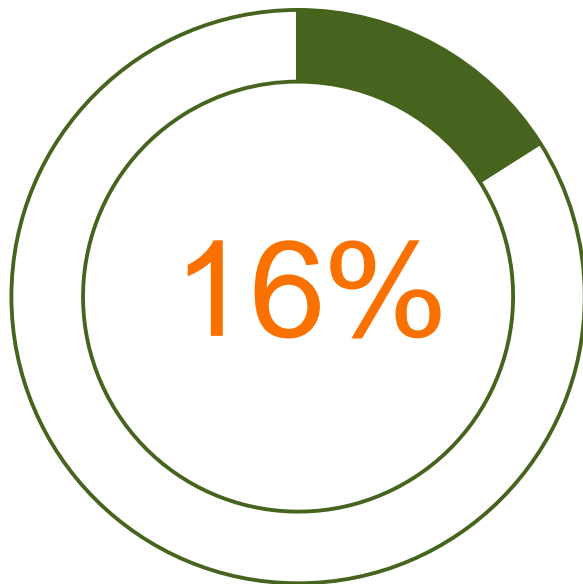
Respondents Most and Least Happy with City Government Services

Most likely to respond: Excellent/Good	Most likely to respond: Poor
34% of All Respondents	20% of All Respondents
Non-Chinese Asians/Pacific Islanders	City Council District 6
Immigrated to U.S.	African-Americans
City Council District 4	Non-College Women
White Residents	Lived 21-40 Years in Oakland
Live with Partner	City Council District 3
Post-Graduate Educated	Widowed/Divorced
City Council District 2	Interviewed in Spanish or Chinese
Democratic Men	
Ages 75+	
Not Employed	

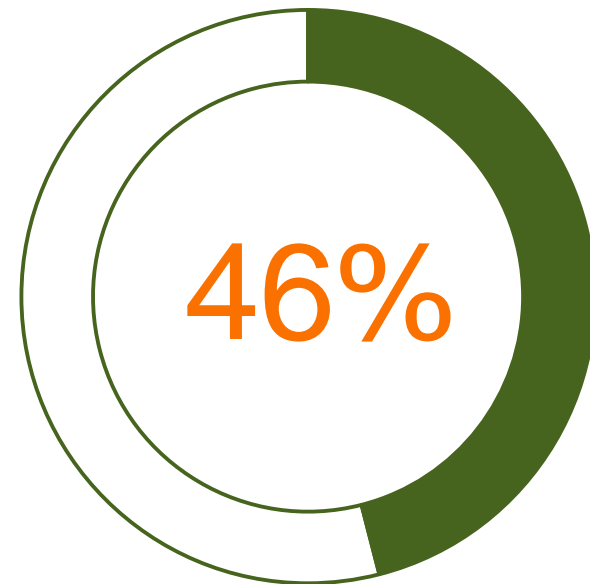
Following the City Budget

Few pay much attention to the City budget, but many say they would like to.

16% follow the City budget
“extremely” or “very” closely

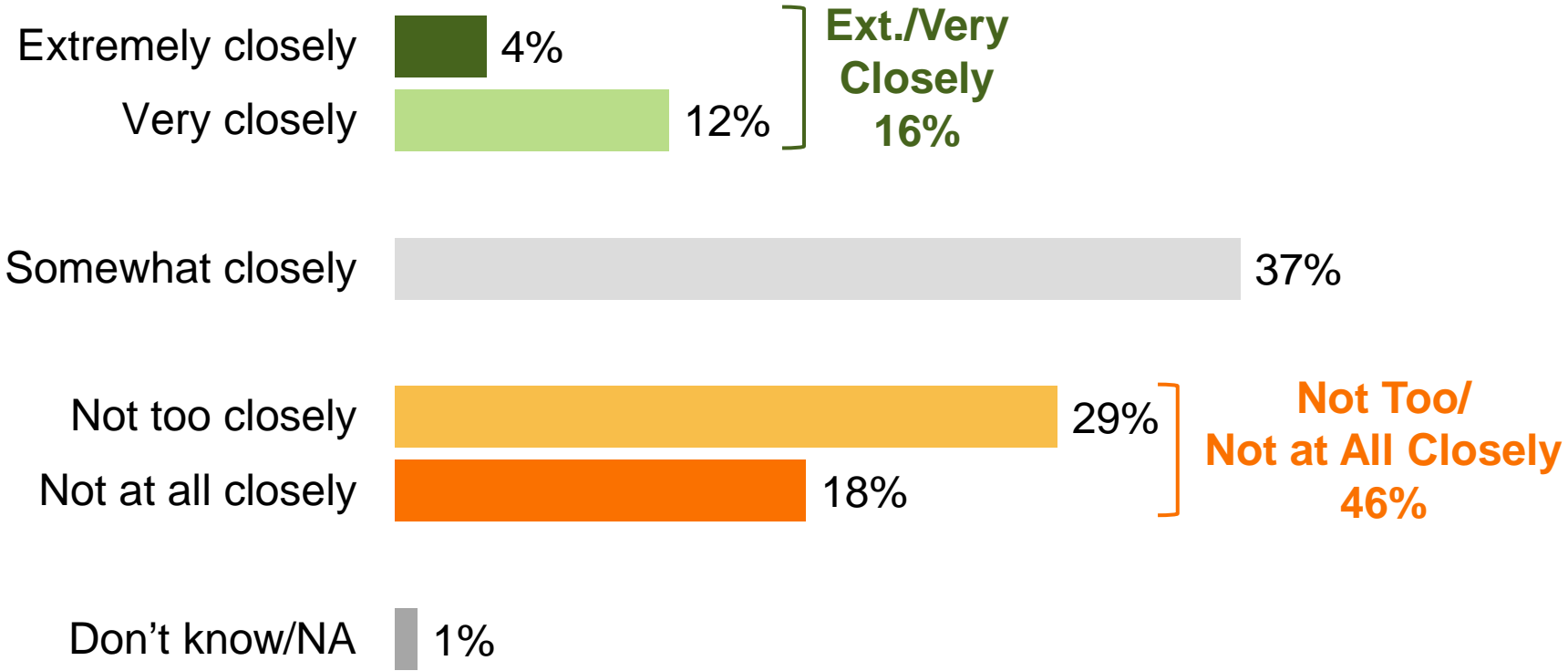


46% claim to be “extremely” or
“very” interested in learning more



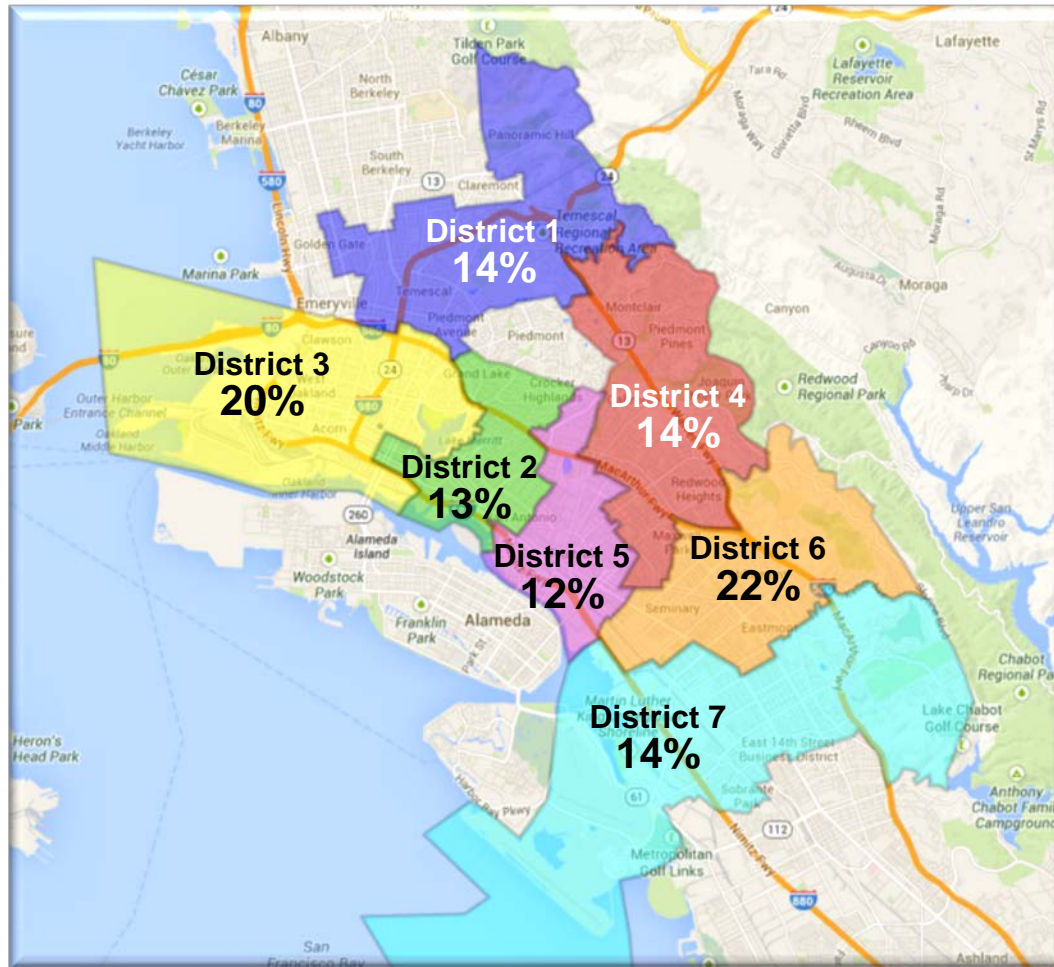
The majority of Oaklanders admit they pay little to no attention to the budget.

How closely do you follow issues related to the Oakland City budget?



Districts 3 and 6 report the most engagement with budget issues.

Follow the Budget Extremely or Very Closely

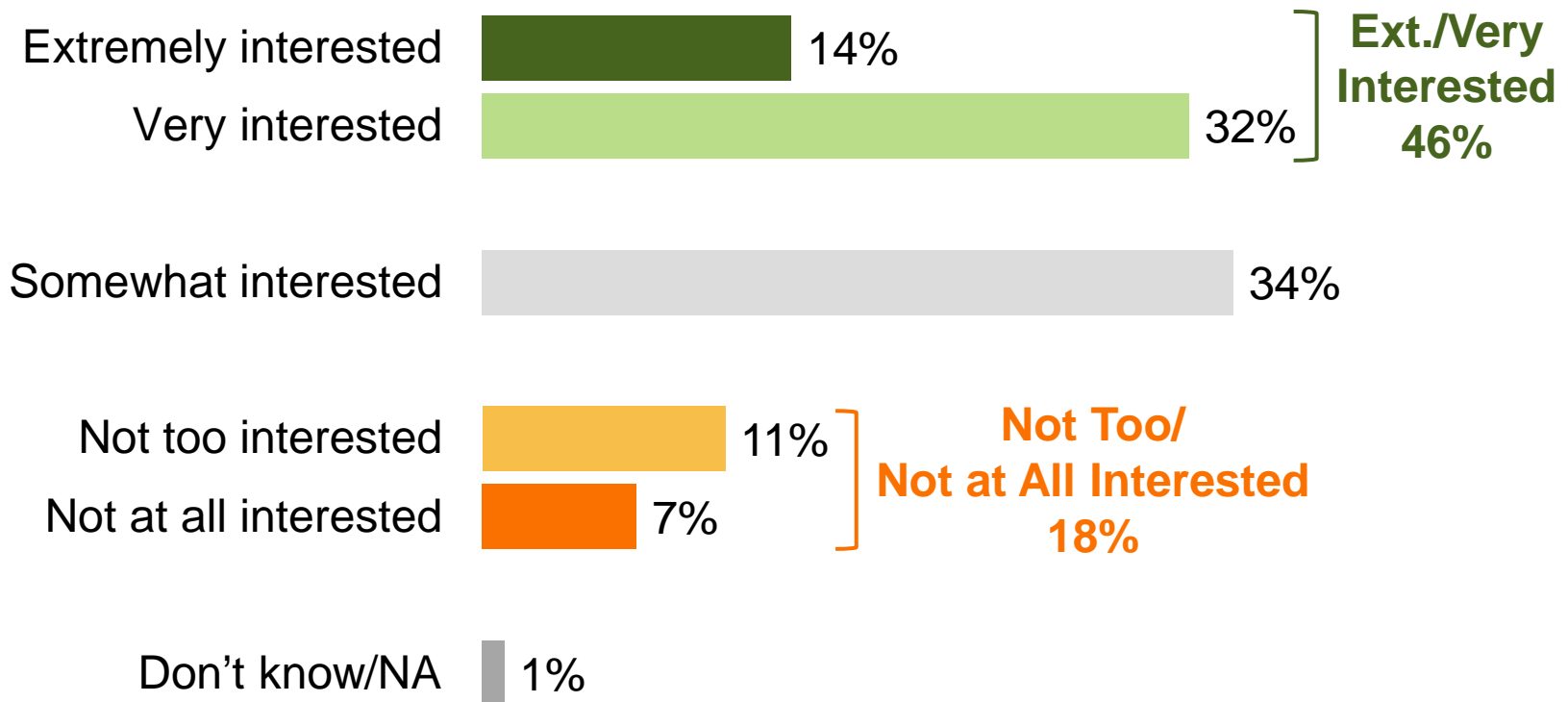


Respondents Most and Least Engaged with Budget Issues

Most likely to respond: Extremely/Very Closely	Most likely to respond: Not Too/Not at All Closely
16% of Respondents	46% of Respondents
Regular Carpoolers	Non-voters
City Council District 6	High School Educated
Republican Men	Immigrated to U.S.
Lived 21-40 Years in Oakland	Chinese
Ages 50-64	HH Income <\$30,000
Regular Walkers	Total Asians/Pacific Islanders
Men Ages 50+	Ages 75+
City Council District 3	Permanent Absentee Voters
No Party Preference Women	Not Employed
Live with Partner	Renters
	Ages 30-39

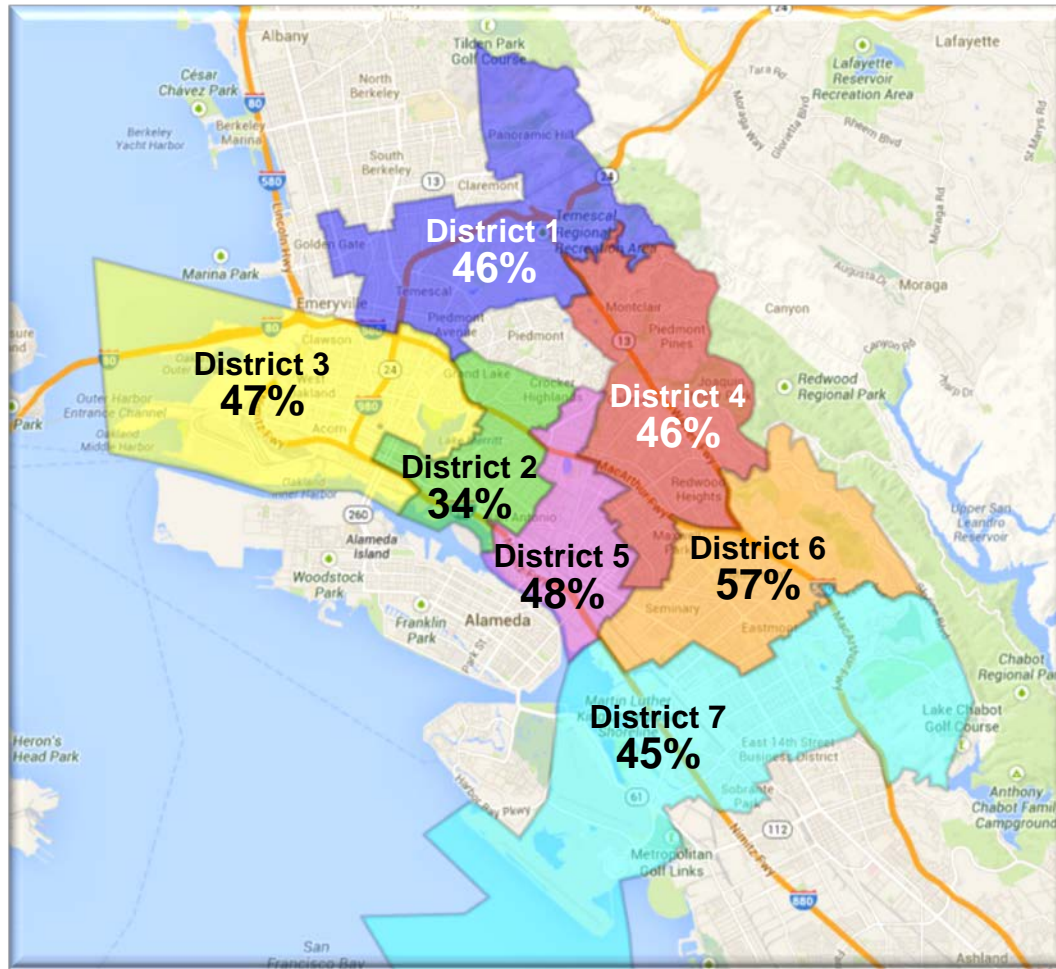
However, nearly half say they are quite interested in how the City spends money.

How interested are you in learning more about Oakland's City budget and how its funds are allocated?



Interest is especially high in District 6.

Extremely or Very Interested in the Budget

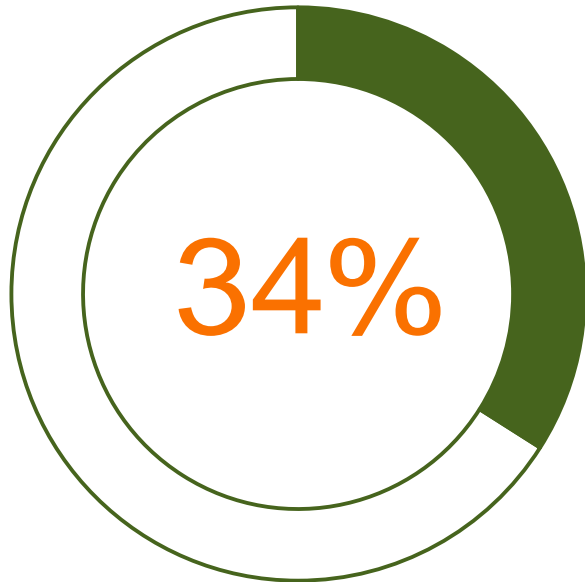


Respondents Most and Least Interested in Budget Issues

Most likely to respond: Extremely/Very Interested	Most likely to respond: Not Too/Not at All Interested
46% of the Respondents	18% of Respondents
City Council District 6	Non-Voters
Regular BART Riders	Chinese
HH Income \$100,000+	High School Educated
Regular Carpoolers	Republicans
No Party Preference Women	Ages 75+
Ages 40-49	Ages 65-74
Regular Uber/Lyft Users	Retired
Regular Transit Riders	Lived 41+ Years in Oakland
Post-Graduate Educated	City Council District 2
	Not Employed

Taken together...

34% say they are “extremely” or “very interested” in budget issues, but follow them “somewhat,” “not too” or “not at all closely.”



Those disproportionately likely to hold this combination of views are:

- Recent City residents
- Non-English speakers
- City Council District 6 residents
- High-income households
- Women under 50

Specific Budget Priorities

Key Findings

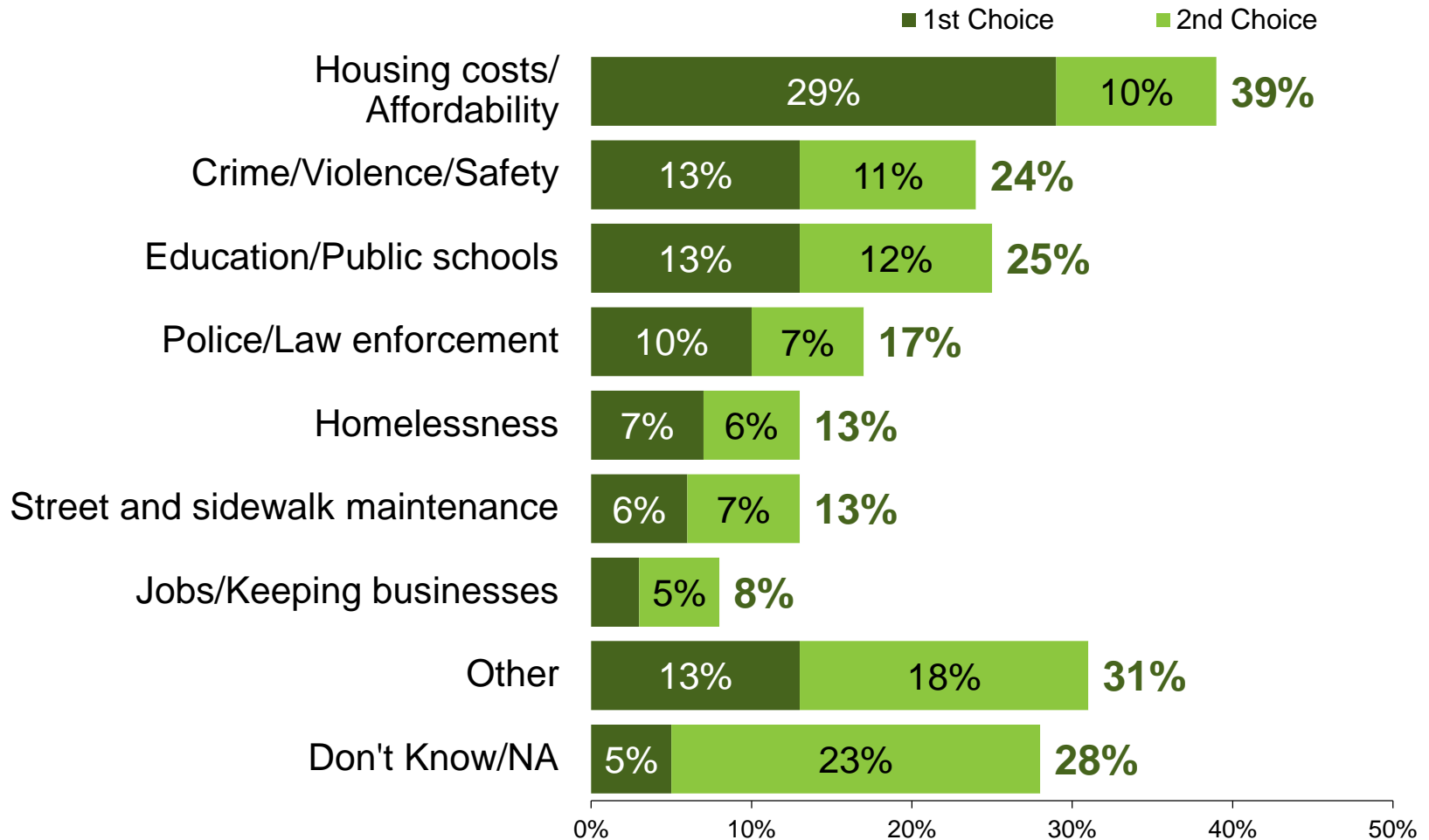
- Broadly, housing costs, public safety, and jobs/economic development are seen as the top priorities for City investment.
- However, there are few things residents would prefer to see cut specifically – except efforts to keep sports teams.
- Oaklanders are about half as likely as they were in 2015 to prefer cuts to many programs and services over paying more.



Housing is residents' clear top priority.




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

(Open-Ended)



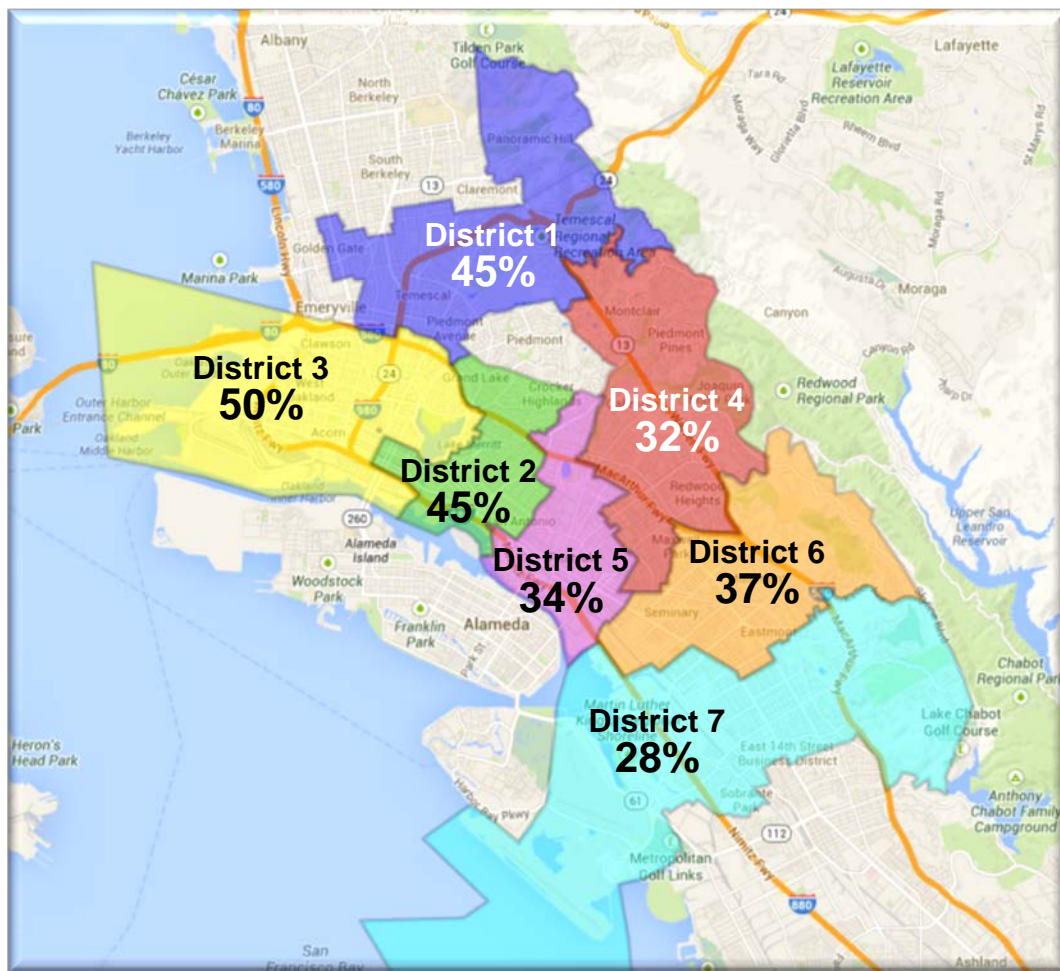
Housing outpaced public safety and education, two historical top concerns.

(1st Choice; 3% and Above Shown)

Issues	2000	2002	2005	2015	2017
Housing costs/Affordability	8%	12%	5%	10%	 29%
Crime/Violence/Safety	19%	26%	22%	20%	 13%
Education/Public schools	33%	14%	35%	17%	 13%
Police/Law enforcement	NA	2%	2%	10%	10%
Homelessness	3%	4%	2%	2%	7%
Street and sidewalk maintenance	3%	4%	4%	8%	6%
Jobs/Keeping businesses	5%	3%	4%	7%	3%

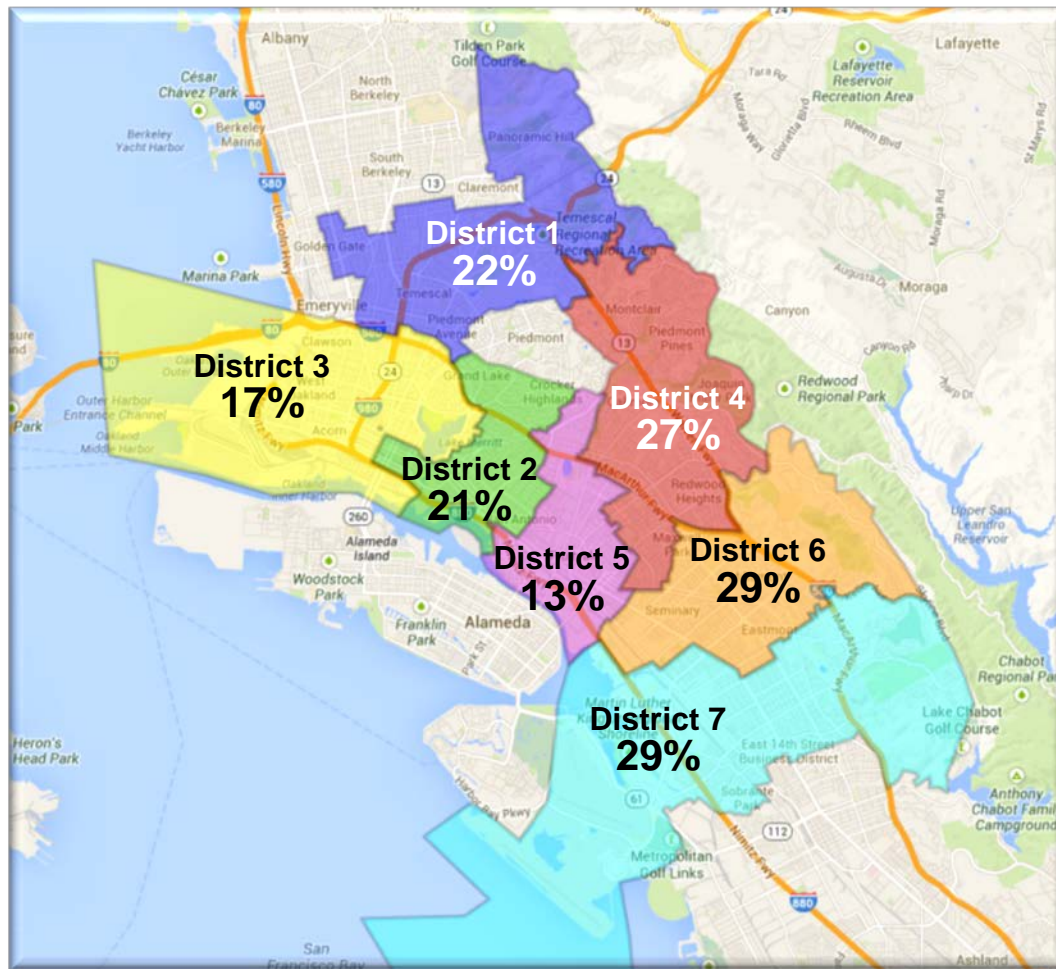
Concern about housing affordability is most acute in West and North Oakland.

“Housing Costs” Named a Top Priority



Crime and public safety are higher priorities in East Oakland.

“Crime/Violence/Safety” Named a Top Priority



Asked to allocate a \$100 budget, safety is the clear top priority.



A safe city

A sustainable, prosperous economy that creates quality jobs

Competent and effective delivery of City services

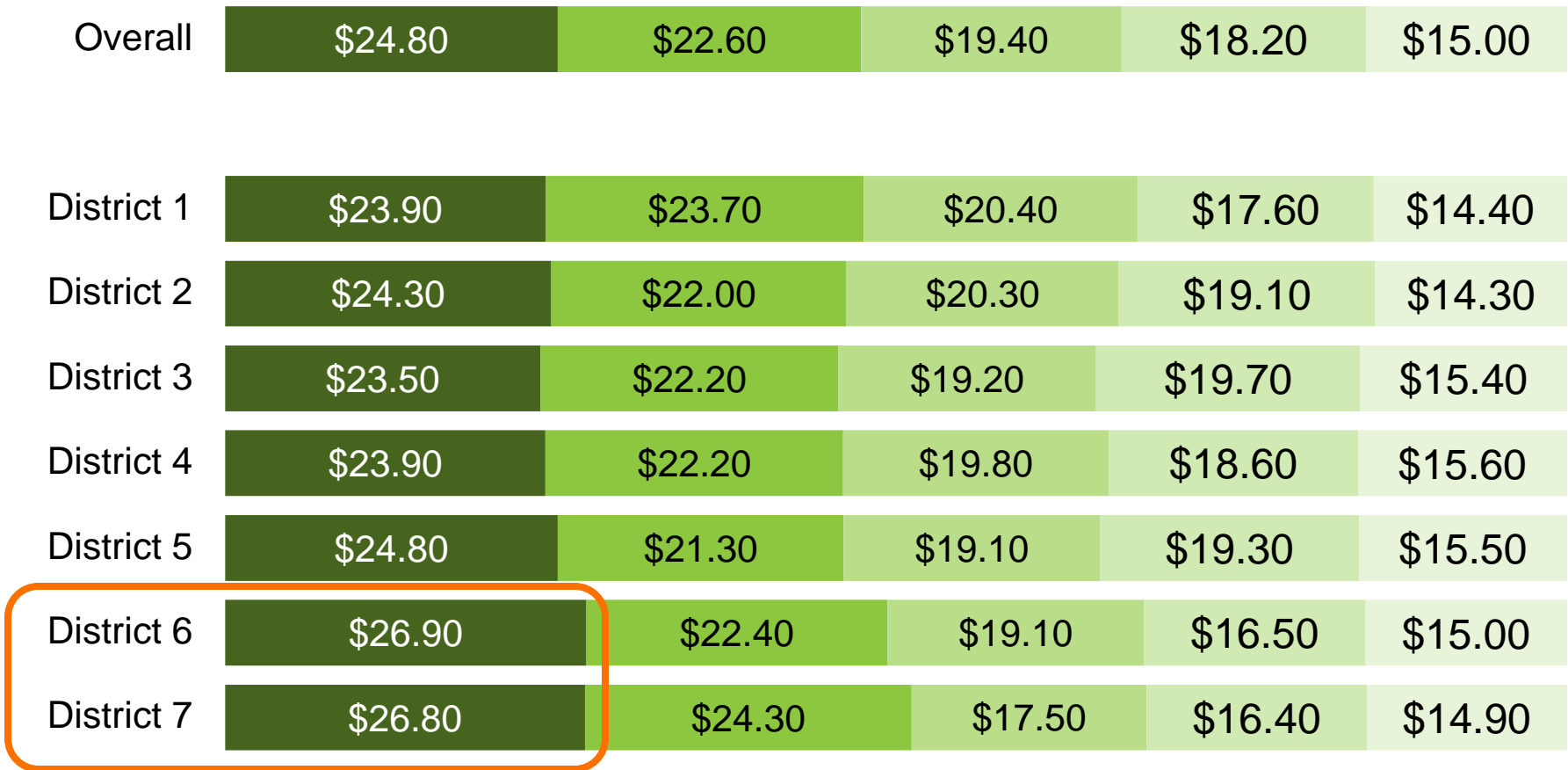
A just, equitable and diverse community

An attractive vibrant community

Q6. I am going to ask you to imagine you are in charge of Oakland's City budget. The City of Oakland has 5 major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have \$100 dollars to spend on all five. Please tell me how many dollars out of \$100 you would spend on each goal, keeping in mind that the total must add up to \$100.

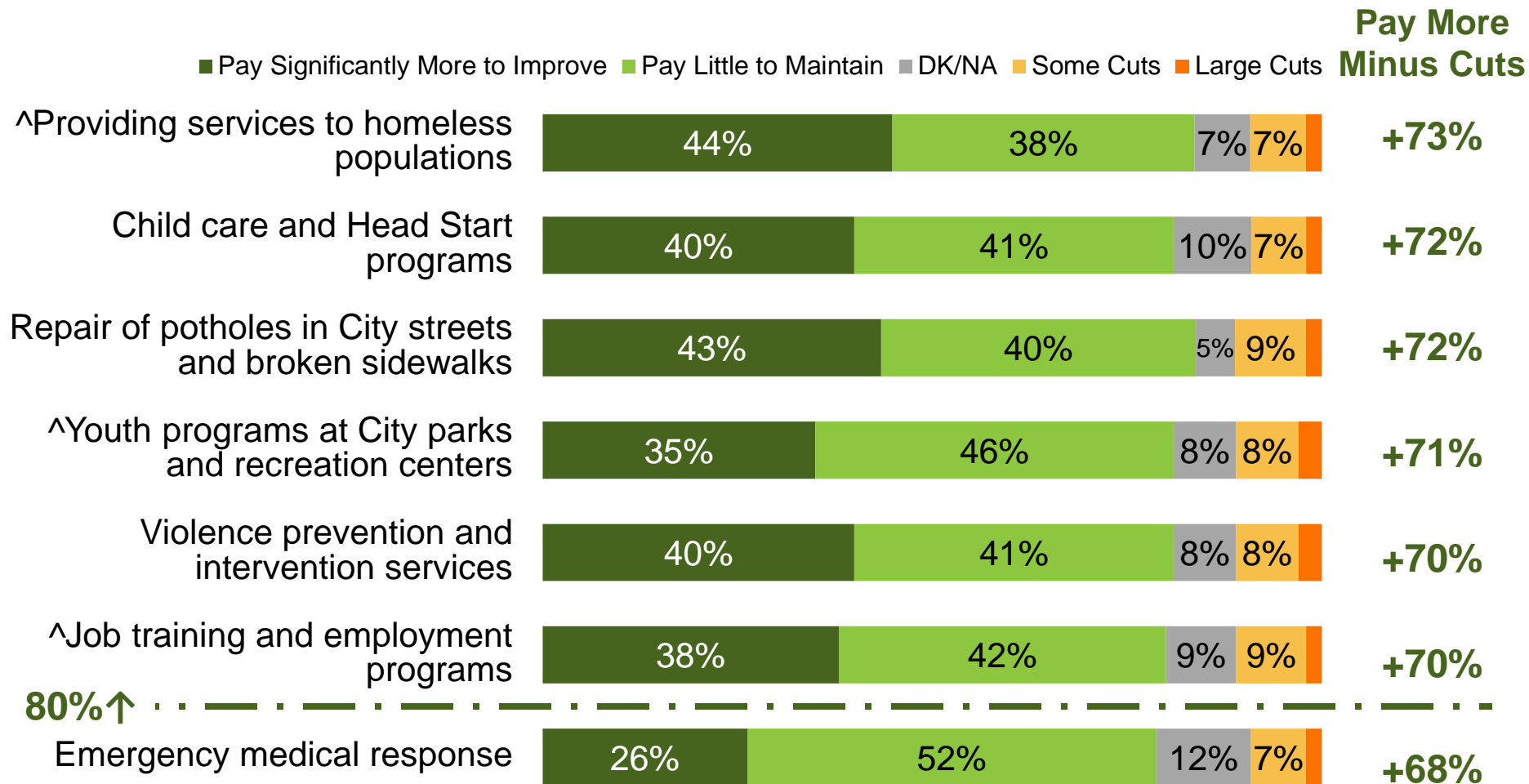
Safety is a higher priority in Districts 6 and 7, in East Oakland.

■ Safe City
 ■ Creates Quality Jobs
 ■ City Services
 ■ Equitable and Diverse Community
 ■ Attractive Vibrant Community



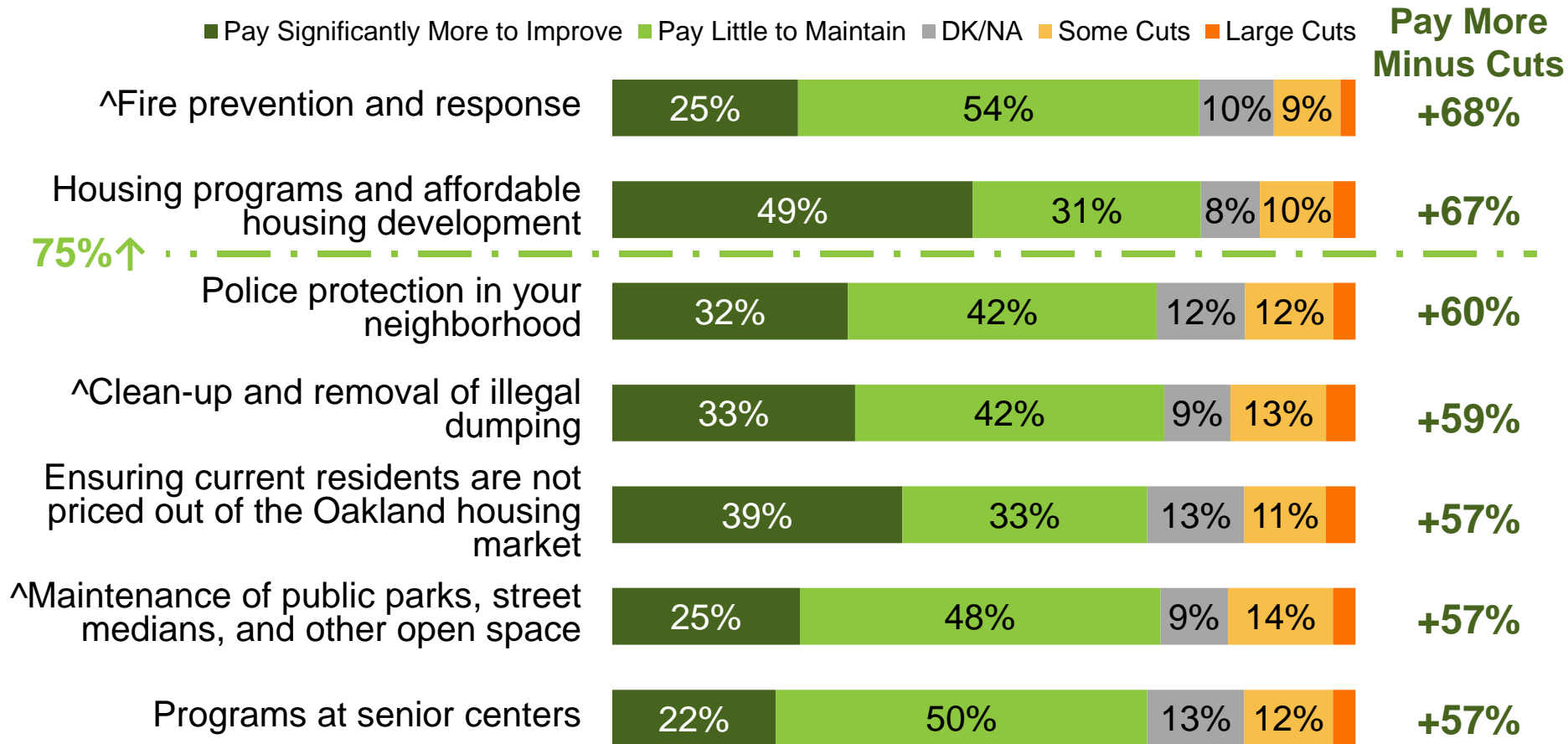
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Very few Oaklanders would make cuts to homeless or youth services, or streets.



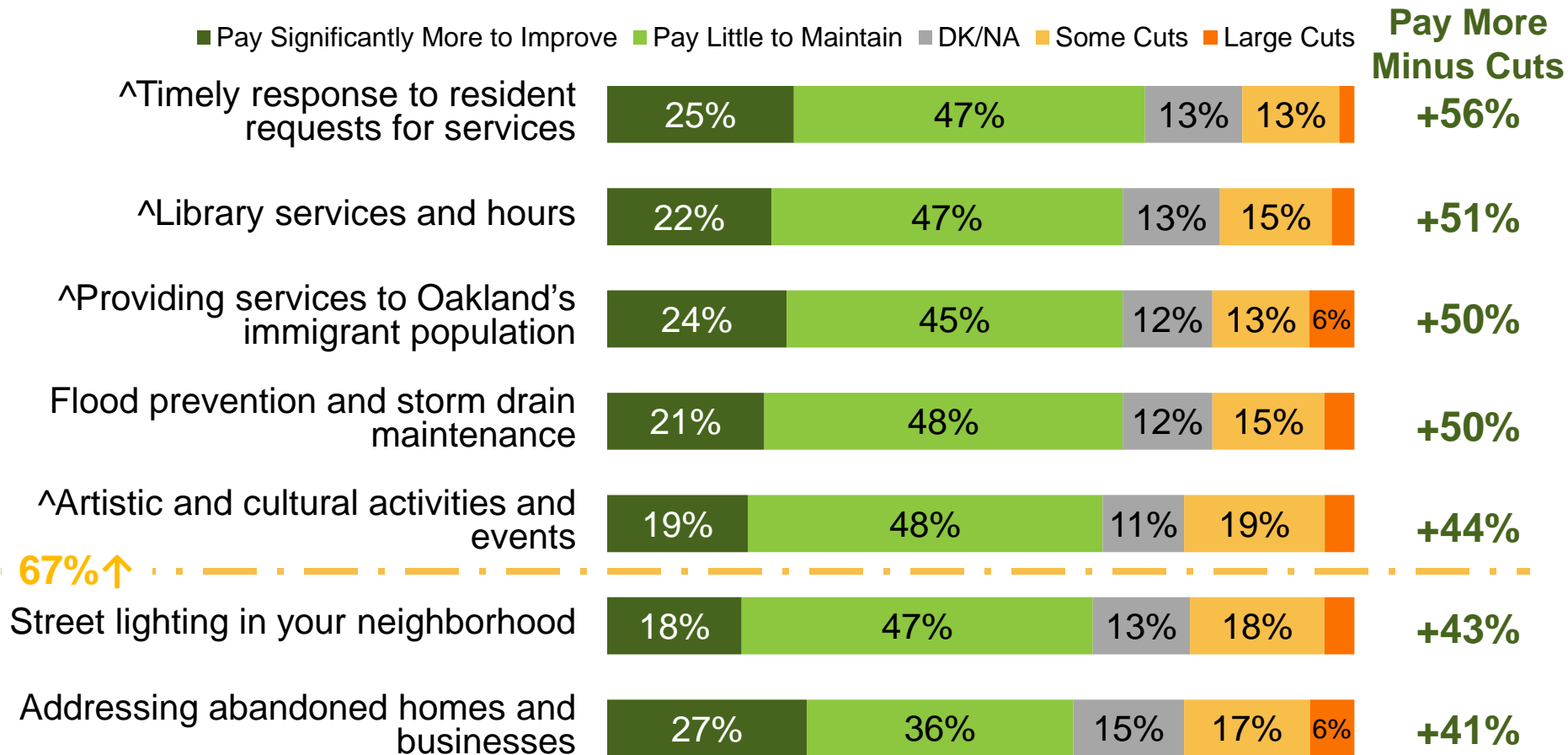
Q7 e/h/j/k/t/aa/bb. I am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. Please tell me whether you think cuts should be made to that service in order to balance the budget, or whether you would be willing to pay additional taxes or fees to maintain or improve that service. ^Not Part of Split Sample

Nearly half would pay significantly more to improve affordable housing.



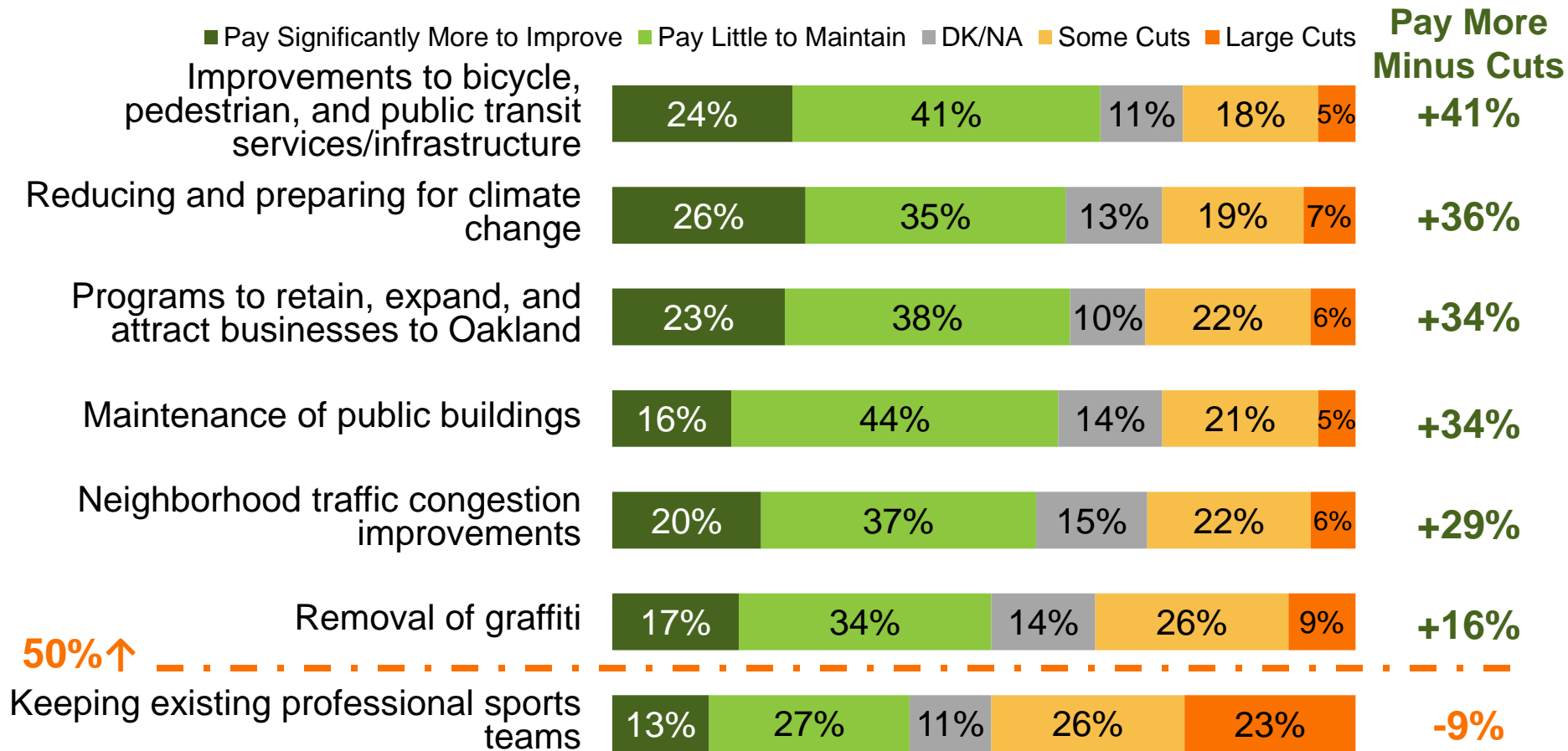
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There is less intensity around things like street lighting and storm drains.



Q7 a/c/d/f/o/s/u. am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. Please tell me whether you think cuts should be made to that service in order to balance the budget, or whether you would be willing to pay additional taxes or fees to maintain or improve that service. ^Not Part of Split Sample

The only priority that more would see cut than not is keeping sports teams.

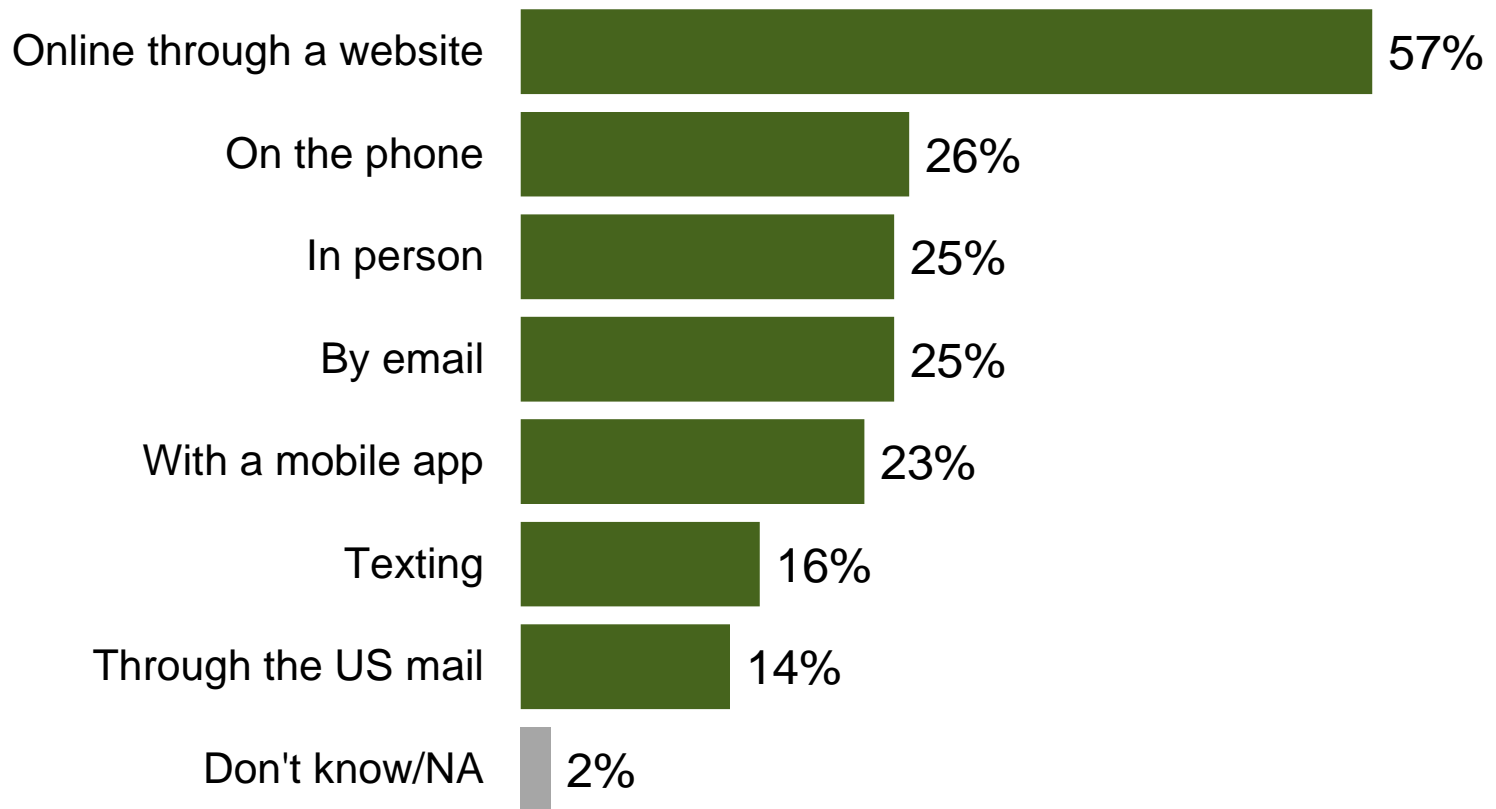


Q7 l/m/p/q/x/y/z. am going to mention some of the services the City provides its residents. Every two years, the City faces hard choices about these services in order to balance its budget. Please tell me whether you think cuts should be made to that service in order to balance the budget, or whether you would be willing to pay additional taxes or fees to maintain or improve that service. ^Not Part of Split Sample

Accessing Services & Information

Residents largely prefer to interact with the City on digital platforms.

Which of the following methods would you **most like to be able to use** to access programs, information, or services provided by the City, such as learning about the City budget, applying for a permit, paying a parking ticket, reporting a pothole, or signing up for a program?



Conclusions

Conclusions

- ✓ As has been a familiar dynamic, people love living in Oakland (even more so than before), but continue to feel pretty mixed about City services.
- ✓ While few feel the City is doing a poor job providing services, most feel there is clearly room for improvement.
- ✓ That being said, very few pay much particular attention to the City budget, though many claim they would like to learn more about the City's spending priorities.
- ✓ In terms of City spending, while public safety remains a top priority, concerns about housing affordability have spiked. Residents also would like to see investment in economic development.
- ✓ When faced with a choice, residents are more open than they were in 2015 to paying more to maintain a variety of City services, rather than making service cuts.

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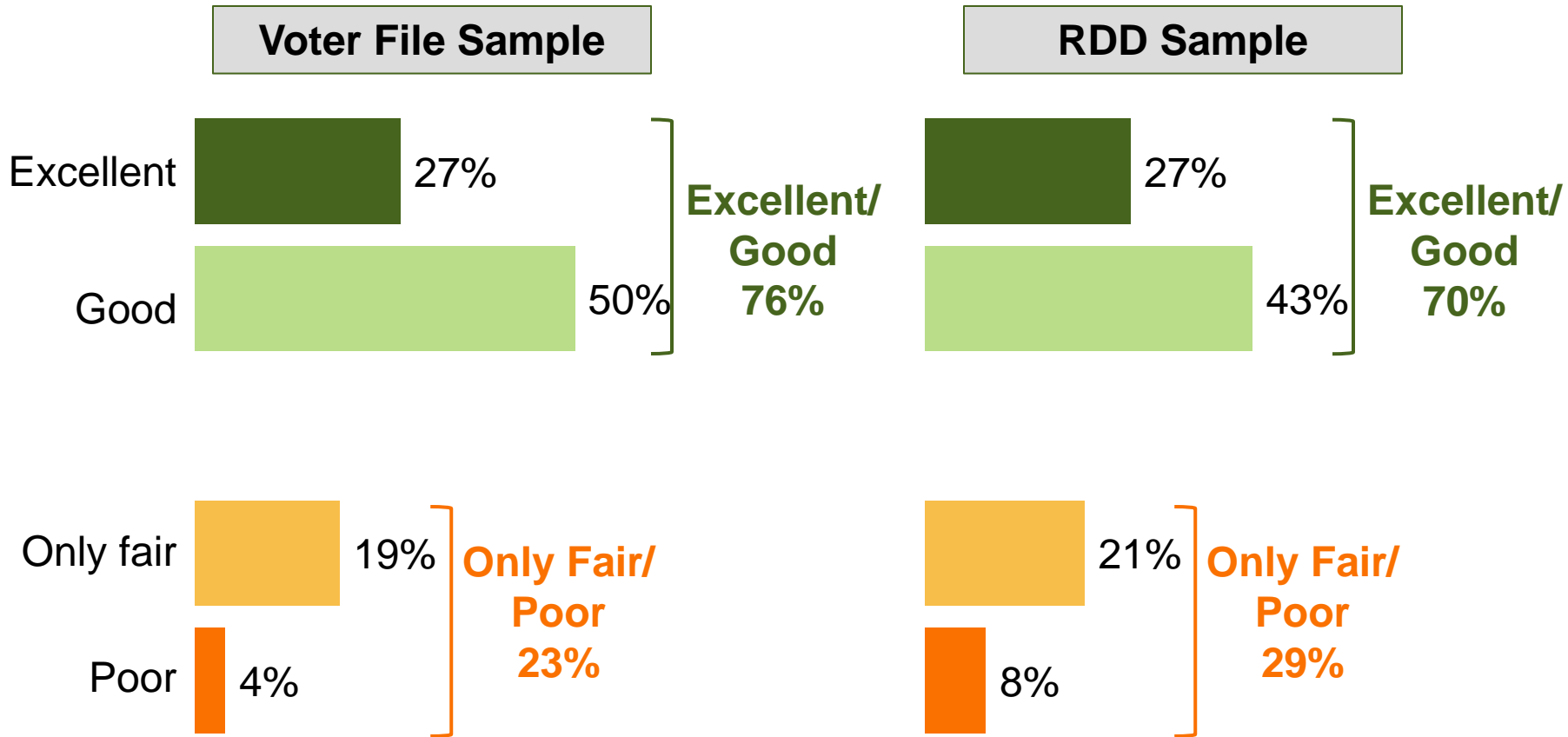
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Appendix

The sample of residents gave slightly lower ratings to quality of life.

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?

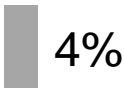
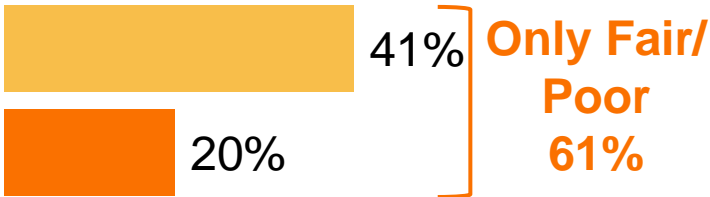
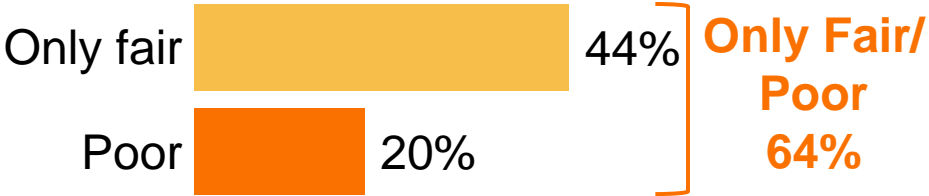
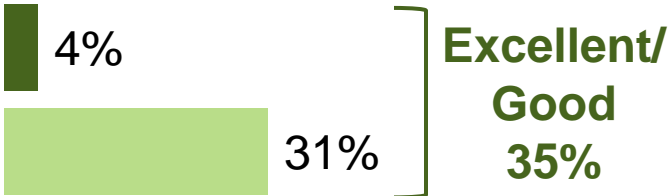
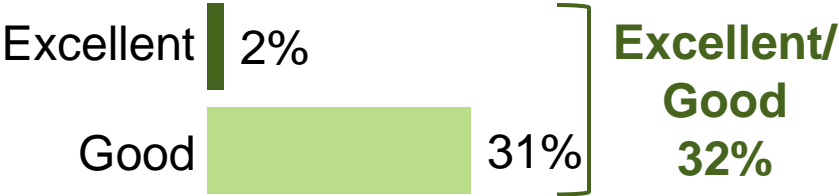


There is no strong difference between resident and voter samples on services.

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?

Voter File Sample

RDD Sample

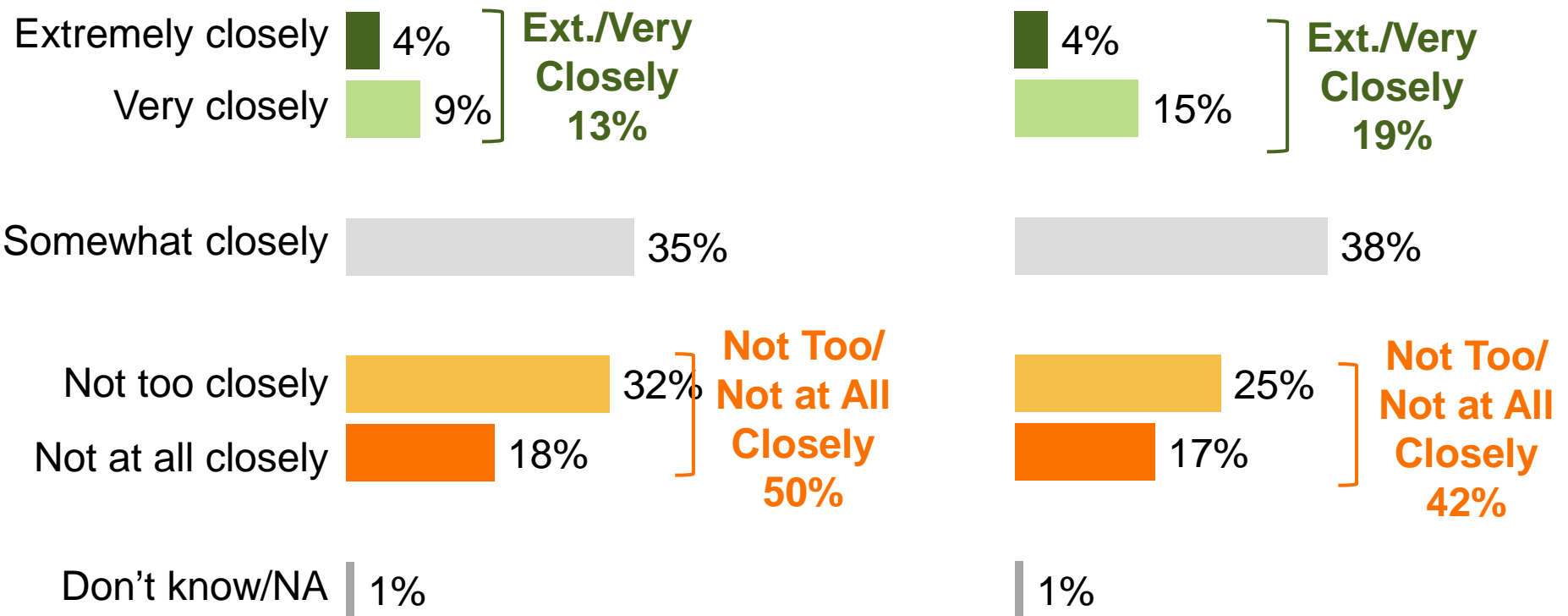


The sample of voters was less likely to say they follow the budget closely.

How closely do you follow issues related to the Oakland City budget?

Voter File Sample

RDD Sample

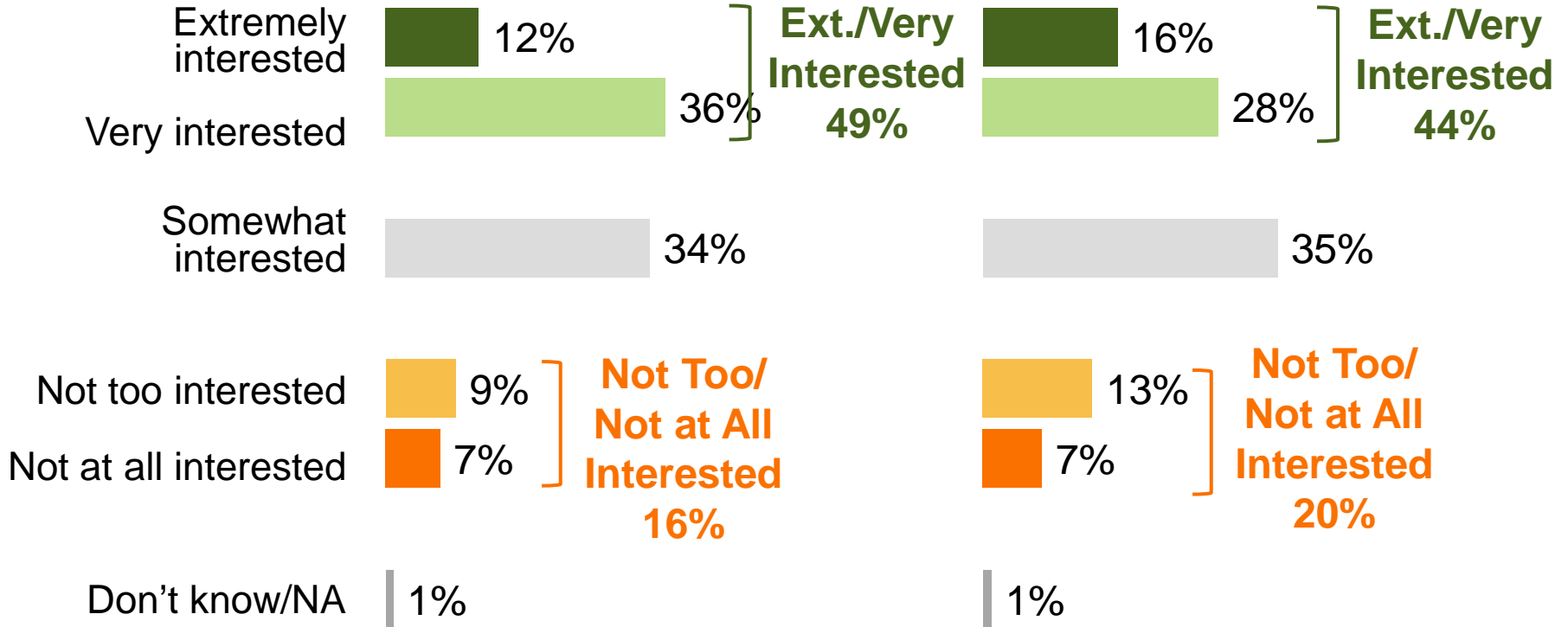


However, the sample of voters reported slightly higher interest in the budget.

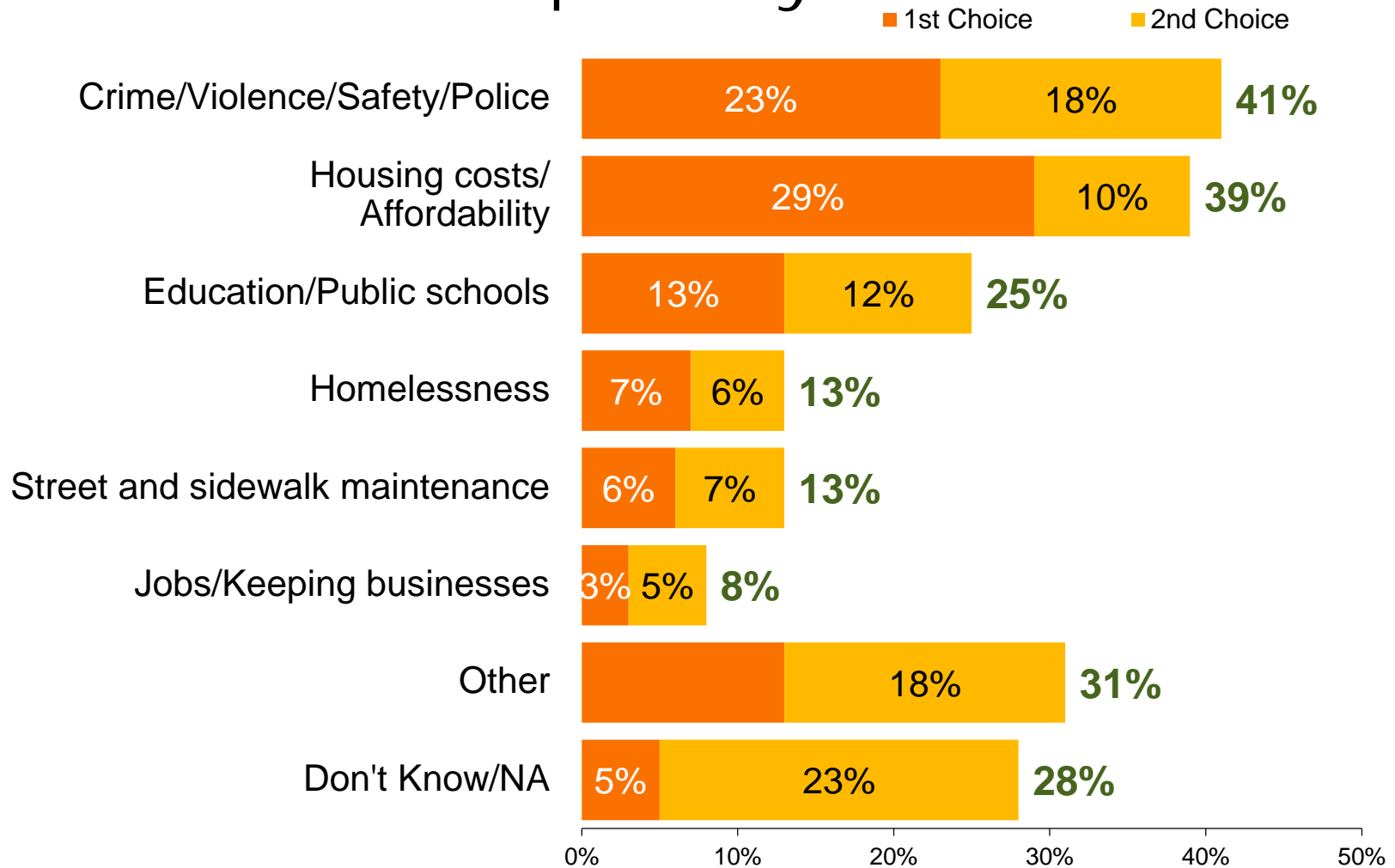
How interested are you in learning more about Oakland's City budget and how its funds are allocated?

Voter File Sample

RDD Sample

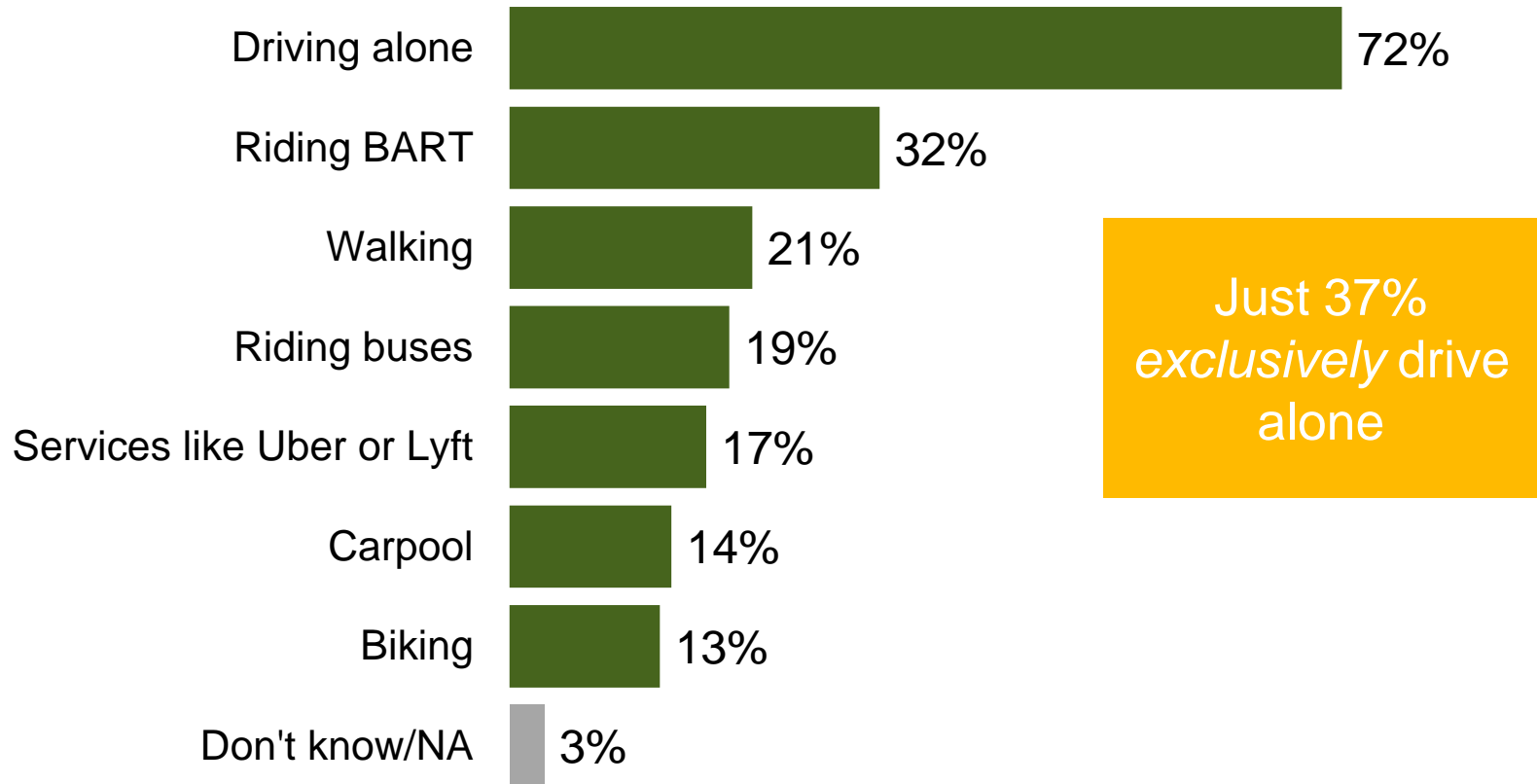


Taking those 1st and 2nd choice concerns together, crime & policing is a top priority.



Significant portion of Oaklanders walk or take transit, in addition to driving alone.

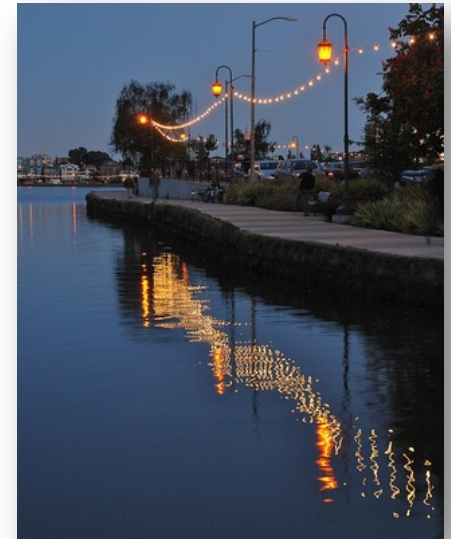
Which of the following modes of transportation do you use regularly?



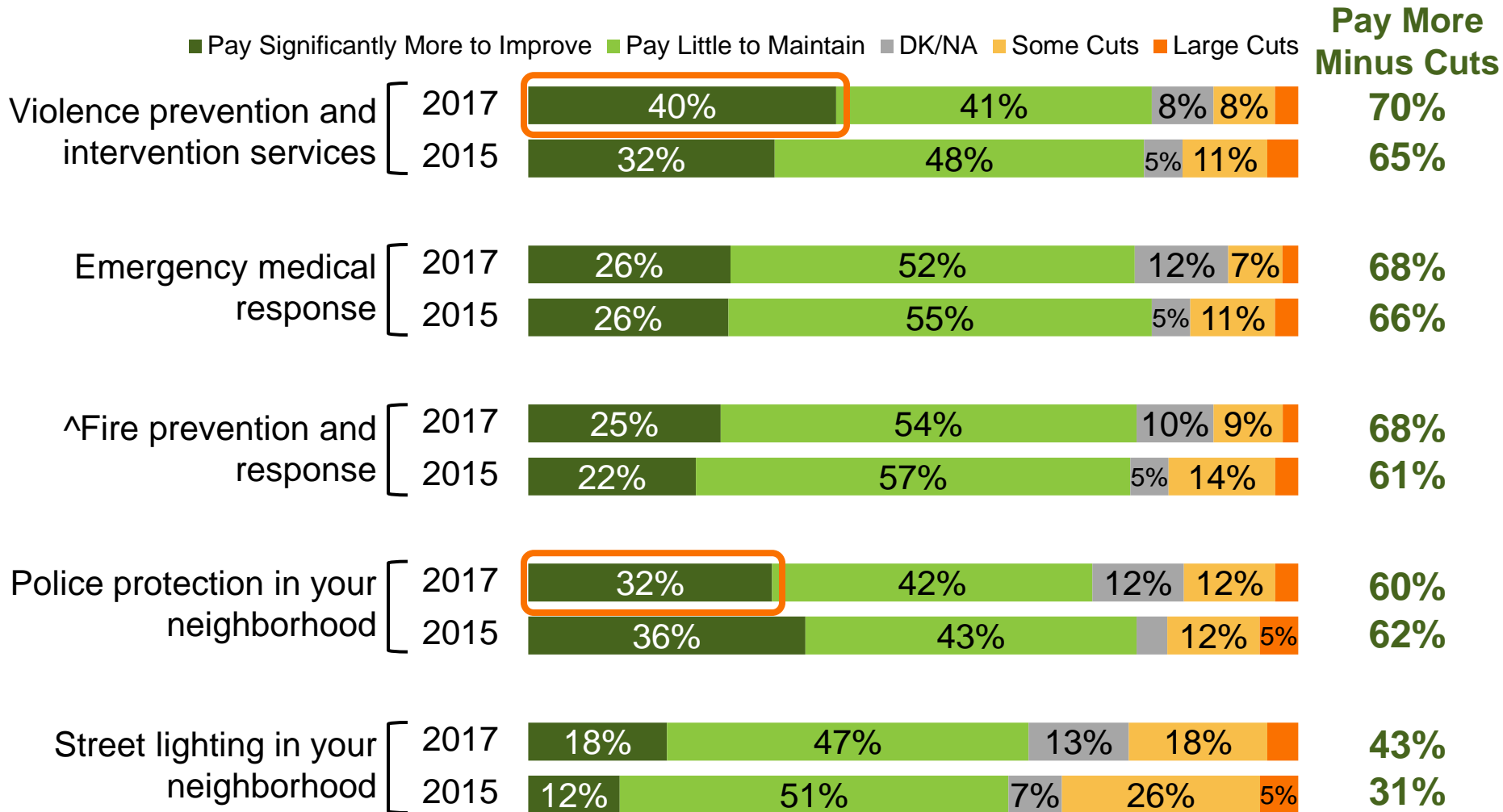
Year-to-Year Comparisons by Issue Area

Looking at Trends

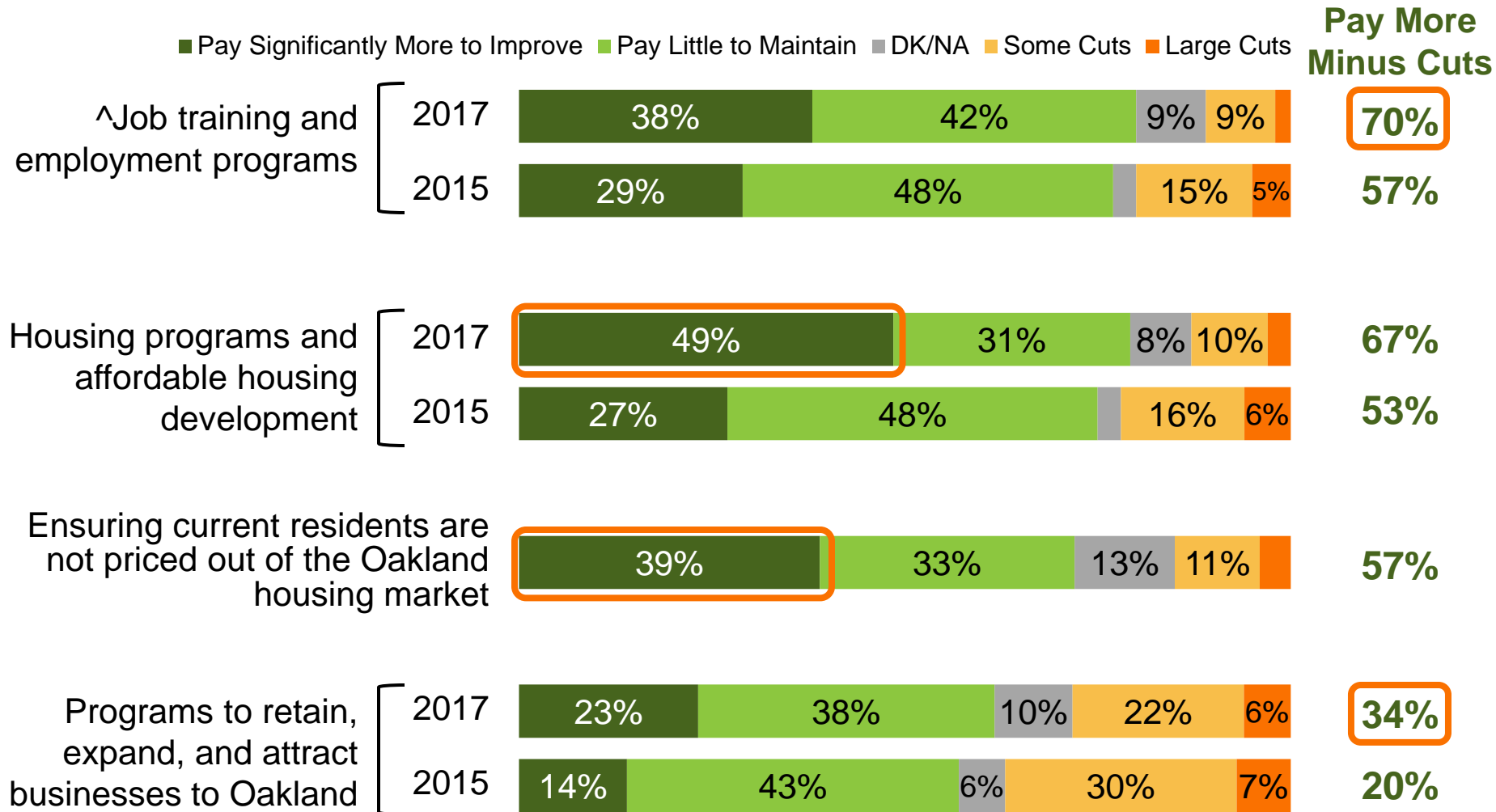
- ✓ The following slides group these same priorities in several general themes, showing changes in attitudes from 2015.
- ✓ Themes include:
 - Public safety
 - Housing and the economy
 - Education, arts and culture
 - City services
 - Infrastructure
 - Social services



Views on investment in public safety have changed relatively little since '15.



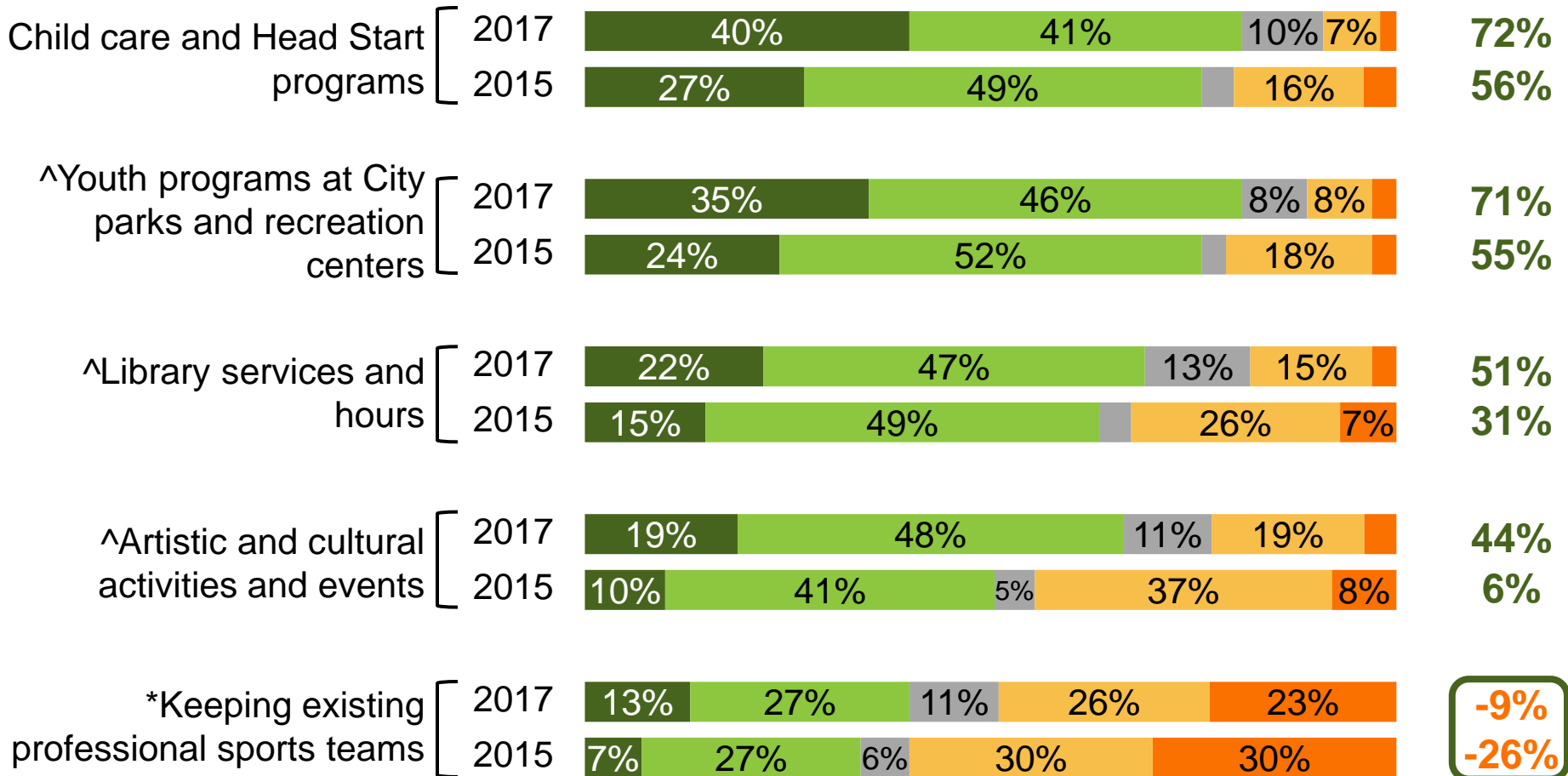
Oaklanders are much more willing to invest in housing and job training.



Oaklanders are much less willing to see cuts to education and cultural services.

Pay More Minus Cuts

■ Pay Significantly More to Improve ■ Pay Little to Maintain ■ DK/NA ■ Some Cuts ■ Large Cuts

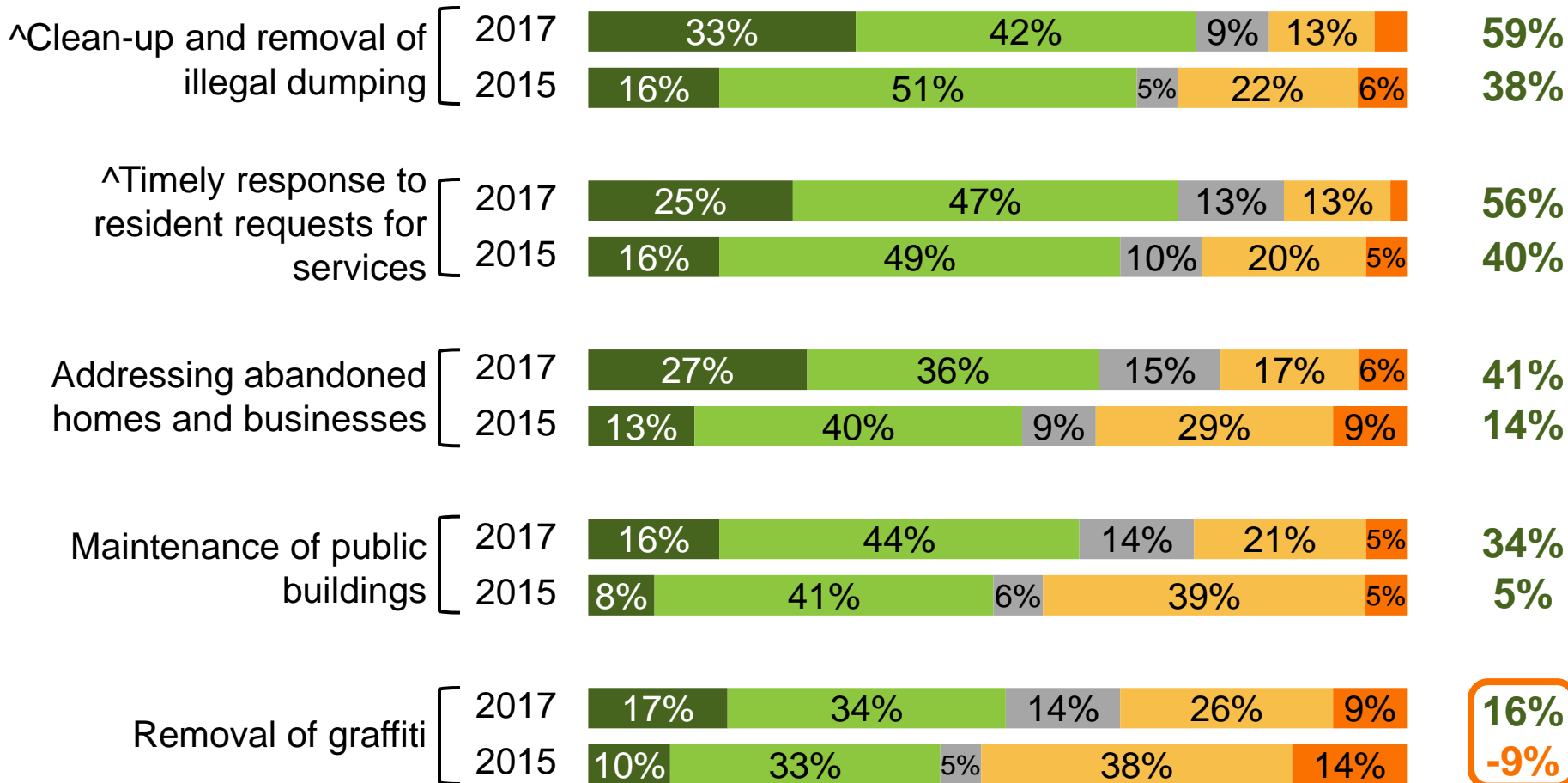


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*Wording Slightly Different in 2017 Survey

They are much more willing to invest in building maintenance than in 2015.

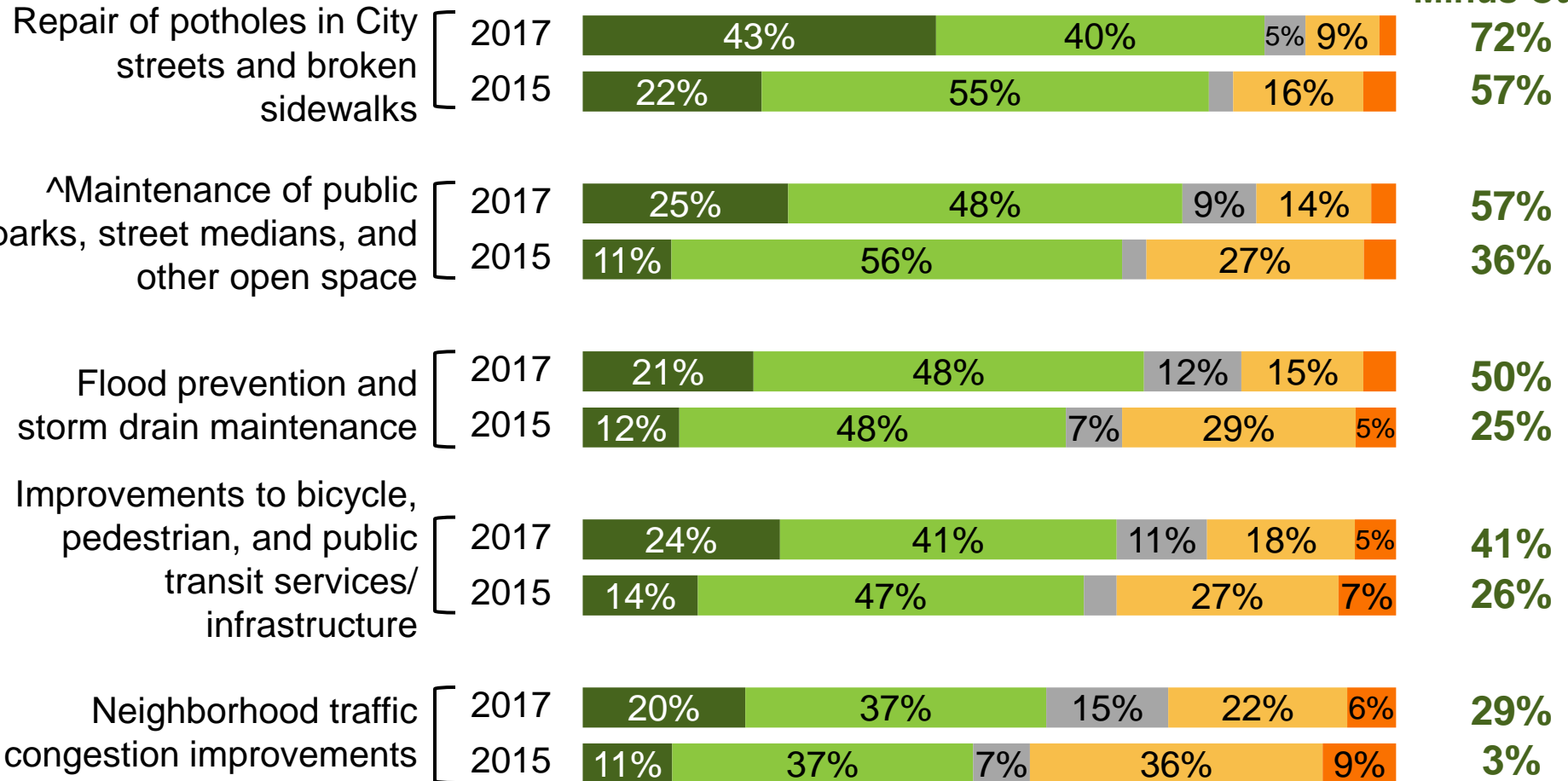
■ Pay Significantly More to Improve ■ Pay Little to Maintain ■ DK/NA ■ Some Cuts ■ Large Cuts

Pay More Minus Cuts



More than two in five would now pay more to fix potholes and sidewalks.

■ Pay Significantly More to Improve ■ Pay Little to Maintain ■ DK/NA ■ Some Cuts ■ Large Cuts **Pay More Minus Cuts**



Half as many are willing to see “some cuts” to senior programs as in 2015.

■ Pay Significantly More to Improve
 ■ Pay Little to Maintain
 ■ DK/NA
 ■ Some Cuts
 ■ Large Cuts
 Pay More Minus Cuts

