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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Sarah T. Schlenk
Acting Budget Director

SUBJECT: FY 2017-19 Budget Polling Results

DATE: January 25, 2017

City Administrator Approval

Date:

1/26/17

RECOMMENDATION

Staff Recommends That The City Council Accept This Informational Report Presenting The Results Of The Budget Priorities Poll Of Oakland Residents Conducted In Accordance With The Consolidated Fiscal Policy (Ordinance 13279 C.M.S.) As Part Of The Fiscal Year (FY) 2017-19 Budget Development.

EXECUTIVE SUMMARY

This informational report provides the results of the poll conducted to assess budget priorities, concerns and needs to the City Council and Oakland residents (**Attachment A**).

BACKGROUND/LEGISLATIVE HISTORY

On December 9, 2014, the City Council approved the Consolidated Fiscal Policy (Ordinance 13279 CMS) which directs staff to conduct a professional and statistically valid poll of Oakland residents as part of the biennial budget development process for assessing the public's needs, concerns, and priorities. The Consolidated Fiscal Policy also requires the survey questions to be submitted to the Budget Advisory Commission (BAC) for review of bias, relevance, consistency in administration, inclusion of benchmark questions, and ability to assess concerns, needs and priorities.

The FY 2015-17 Biennial Budget included an appropriation of \$90,000 to conduct a professional poll. Additional funding was included to reach a sample of all Oakland residents rather than just registered voters. Through a competitive bid process, the consultant Fairbank, Maslin, Maullin, Metz & Associates (FM3) was selected to conduct the survey. FM3 has experience conducting a similar budget priority survey for San Jose recently and various community polls for other cities in the bay area. Additionally, they have conducted community surveys for Oakland in the past (2002, 2005, 2008, and 2014) which serve as comparative benchmark information. The questions were developed in accordance with the Consolidated Fiscal Policy. FM3 and the staff met with the BAC prior to release of the poll to solicit their feedback and input. The BAC unanimously approved the final survey questions that were submitted for polling.

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ANALYSIS

The results of the survey suggest that voters in Oakland are, overall, happy with life in their city, although they hold less favorable views of how City government delivers services. 73 percent (%) of Oakland residents rate quality of life as "excellent" or "good" while just 34% feel similarly about the City's provision of services. Few residents pay significant attention to the City budget (16% follow the budget "extremely" or "very closely"), but many (46%) say that they are interested in the city budget.

Housing and related issues have recently emerged as clear top concerns among residents, followed closely by public safety issues, education & youth services, and economic development. The number of Oaklanders who stated that housing was their top concern increased by 29% over the last two-years. Consistent with the 2015 poll, the 2017 poll shows that there are very few programs or services that most Oaklanders would not pay at least a little more to maintain or improve. The intensity of this sentiment has notably increased overall since 2015. The percentage of residents preferring to see cuts in services (averaged across all services polled) fell from 31% in 2015 to 19% in 2017. A majority of Oaklanders prefer to access programs and services using the City's website (57%), with pluralities favoring this platform in every demographic subgroup.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council accept this informational report presenting the results of the budget priorities poll of Oakland residents conducted in accordance with the Consolidated Fiscal Policy (Ordinance 13279 C.M.S.) as part of the FY 2017-19 budget development.

For questions regarding this report, please contact Bradley Johnson, Assistant to the City Administrator, at 510-238-6119.

Respectfully submitted,



SARAH T. SCHLENK
Acting Budget Director

Prepared by:
Bradley Johnson, Assistant to the City Administrator

Attachments (1):

- **Attachment A:** Budget Priorities Survey Results Report
- **Attachment B:** Budget Priorities Survey Results Presentation

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