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January 11, 2005

Oakland City Council  
Oakland, California

Chairperson Wan and Members of the Finance & Management Committee:

**SUBJECT: A SUPPLEMENTAL REPORT AND RESOLUTION  
AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT  
BETWEEN THE CITY OF OAKLAND AND FAIRBANK, MASLIN,  
MAULLIN & ASSOCIATES, A PUBLIC OPINION RESEARCH  
FIRM, IN AN AMOUNT NOT TO EXCEED SIXTY THOUSAND  
DOLLARS (\$60,000), TO ADMINISTER A CITY OF OAKLAND  
CITIZENS SURVEY FOR THE PURPOSES OF GATHERING  
STATISTICS ON CITIZENS' EXPERIENCES**

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## SUMMARY

At the December 14, 2004, Finance & Management Committee, staff presented a report recommending that City Council authorize the City Administrator to enter into a contract with Fairbank, Maslin, Maullin & Associates to conduct a City of Oakland Community Survey in an amount not to exceed \$60,000, to solicit feedback from Oakland residents which will assist with the budget development process and policy priorities.

The Finance & Management Committee directed staff to:

- Remove questions where the City of Oakland did not have direct jurisdiction.
- Forward the staff recommendation to include public safety related questions into the survey to the Public Safety Committee meeting that evening.

Item: \_\_\_\_\_  
Finance & Management Committee  
January 11, 2005

At the December 21, 2004, City Council meeting, the City Council directed staff to have two separate surveys, thereby removing specific questions about direct police citizen contact from the citywide survey.

Attachment A is the revised version of the draft survey for review. Staff also met with the Budget advisory Committee to solicit input on the questions; which is included as Attachment B.

### **FISCAL IMPACT**

The total cost of services provided by Fairbank, Maslin, Maullin & Associates will not exceed \$60,000. Funding is available from the City Administrator's Office, Miscellaneous Contract Services, Fund 1010, Org. 90591, Account 54919, Project No. P58520

### **ACTION REQUESTED OF THE COUNCIL**

This revised report recommends that City Council authorize the City Administrator to enter into a contract with Fairbank, Maslin, Maullin & associates, a public sector research firm, to conduct a City of Oakland Community Survey in an amount not to exceed \$60,000. City Council is also encouraged to review the draft survey questions in Attachment A to determine if the questions listed will meet their needs for feedback from Oakland residents on the budget development process and policy priorities.

Respectfully submitted,

  
**DEBORAH EDGERLY**  
City Administrator

Prepared By:

Niccolo De Luca, Deputy City Administrator

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

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

**CITY OF OAKLAND 2004 COMMUNITY SURVEY**  
**N=1000**  
**DRAFT**

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, TAGOLOG, 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. I will not need to know your exact address, but 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)** \_\_\_\_\_

**TERMINATE ALL RESPONDENTS WHOSE ZIP CODE DOES NOT BEGIN WITH "946\_\_."**

**(ASK Q2 ONLY IF "94608" OR "94611" IN Q1)**

2. In which city do you live: Oakland, Piedmont, or Emeryville?

Oakland -----  
 Piedmont----- **TERMINATE CALL**  
 Emeryville----- **TERMINATE CALL**  
**(DON'T KNOW/NA)TERMINATE CALL**

**(RESUME ASKING ALL RESPONDENTS)**

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 -----  
 Good-----  
 Just fair-----  
 Poor-----  
**(DON'T KNOW/NA)-----**

4. Next, in the upcoming two-year budget, what are the top 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)**

(T)

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)**

	<b>VERY SERIOUS PROBLEM</b>	<b>SOMEWHAT SERIOUS PROBLEM</b>	<b>NOT TOO SERIOUS PROBLEM</b>	<b>NOT SERIOUS AT ALL</b>	<b>(DK/ NO OPIN.)</b>
--	-------------------------------------	---	--	-----------------------------------	-------------------------------

- |       |  |         |         |         |         |         |
|-------|--|---------|---------|---------|---------|---------|
| [ ]a. | (T) Unemployment among people who usually have jobs          | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]b. | (T) Tensions between racial or ethnic groups                 | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]c. | (T) Gangs and juvenile violence                              | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]d. | (T) Dirty streets and sidewalks                              | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]e. | (T) A lack of affordable housing                             | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]f. | (T) Inefficiency in City government                          | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]g. | (T) The quality of Oakland's basic city services             | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]h. | (T) Traffic congestion                                       | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]i. | (T) Homelessness   | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]j. | (T) Drug usage and drug abuse                                | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]k. | (T) Blight and abandoned buildings                           | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]l. | (T) The amount of taxes people have to pay for City services | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]m. | (T) Graffiti and similar vandalism                           | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]n. | (T) Potholes and broken sidewalks                            | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]o. | (T) Dirty or neglected parks                                 | ----- % | ----- % | ----- % | ----- % | ----- % |
| [ ]p. | (T) Neglected street trees                                   | ----- % | ----- % | ----- % | ----- % | ----- % |

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       | ----- % |
| Good            | ----- % |
| Only fair       | ----- % |
| Poor            | ----- % |
| (DON'T KNOW/NA) | ----- % |

**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)	<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 -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> b. (T) A variety of artistic and cultural activities and events-----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> c. (T) Citizen involvement in the community -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> d. (T) Good job availability in the local area----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> e. (T) Having well maintained street trees, medians, parks-----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> f. (T) Having the city be a convention and tourist destination -----	_____	-----	%	%	%	%	%	%

**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"/> h. (T) Efficient city government services -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> i. (T) A wide variety of retail shops downtown -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> j. (T) Good traffic flow through the city -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> k. (T) Having the city's downtown be safe and clean-----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> l. (T) Having recreation programs available for youth -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> m. (T) Having substance abuse treatment available for residents who need it-----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> n. (T) Having clean, well maintained sidewalks -----	_____	-----	%	%	%	%	%	%
<input type="checkbox"/> o. (T) Having responsive fire and emergency medical services -----	_____	-----	%	%	%	%	%	%

(ROTATE)	<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>
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**(SPLIT SAMPLE B ONLY)**

- p. (T) Safe schools ----- % --- % --- % --- % --- %
- q. (T) Being able to know your neighbors----- % --- % --- % --- % --- %
- r. (T) Clean, well maintained streets  
 without potholes----- % --- % --- % --- % --- %
- s. (T) A full service public library system----- % --- % --- % --- % --- %
- t. (T) Having clean, well maintained public  
 parks----- % --- % --- % --- % --- %
- u. (T) Safe neighborhoods ----- % --- % --- % --- % --- %
- v. (T) Having a lively residential  
 community in the downtown area ----- % --- % --- % --- % --- %

**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?**

- w. (T) A wide variety of retail shops in each  
 city neighborhood ----- % --- % --- % --- % --- %
- x. (T) Strong rent control laws to protect  
 renters ----- % --- % --- % --- % --- %
- y. (T) Having prominent performing arts  
 groups like a symphony or a ballet ----- % --- % --- % --- % --- %
- z. (T) Ethnic and cultural diversity ----- % --- % --- % --- % --- %
- aa. (T) A clean environment, including land,  
 air, and water----- % --- % --- % --- % --- %
- bb. (T) Having adequate shelter available for  
 homeless people in Oakland ----- % --- % --- % --- % --- %
- cc. (T) Having well maintained storm drains  
 to help prevent floods and mudslides ----- % --- % --- % --- % --- %
- dd. (T) Having access to affordable housing ----- % --- % --- % --- % --- %



(ROTATE)

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

(SPLIT SAMPLE B ONLY)

<input type="checkbox"/> p. (T) School safety	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> q. (T) Being able to know your neighbors	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> r. (T) Street maintenance and cleanliness	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> s. (T) The availability of public library services	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> t. (T) The availability and cleanliness of public parks	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> u. (T) Neighborhood safety	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> v. (T) Residential communities downtown	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%

**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"/> w. (T) The variety of retail shops in each city neighborhood	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> x. (T) Current rent control laws	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> y. (T) The variety of performing arts groups like symphonies or ballets	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> z. (T) Oakland's ethnic and cultural diversity	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> aa. (T) The cleanliness of Oakland's environment, including land, air, and water	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> bb. (T) Shelter available for homeless people in Oakland	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> cc. (T) Maintenance of storm drains	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%
<input type="checkbox"/> dd. (T) Current access to affordable housing	-----	_____	-----	-----	%	----	%	----	%	----	%	----	%	----	%	----	%	----	%



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)**

	<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-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]b. (T) Repair of potholes in city streets-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]c. (T) Repair of broken sidewalks-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]d. (T) Street lighting in your neighborhood-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]e. (T) Managing city government finances-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]f. (T) Recreation opportunities and programs at city parks and recreation centers-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]g. (T) Landscaping on street medians and other public areas-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]h. (T) Maintenance of public parks-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]i. (T) Debris and litter pick-up-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]j. (T) Police protection in your neighborhood-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]k. (T) Leadership and policymaking by the City Council-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]l. (T) Tree trimming-----	_____	-----	%----	%----	%----	%----	%----	%----

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>
[ ]n. (T) Sewer and storm drain maintenance-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]o. (T) Housing assistance programs for lower income residents-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]p. (T) Neighborhood clean-up programs-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]q. (T) Building and safety code enforcement----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]r. (T) Fire prevention and protection-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]s. (T) Programs to retain, expand, and attract businesses to Oakland-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]t. (T) Management of City services by the City Administrator-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]u. (T) Programs to prepare Oakland residents for emergencies like earthquakes or floods-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]v. (T) Child care programs-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]w. (T) Library services-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]x. (T) Legal representation of the City by the City Attorney-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]y. (T) Recycling pick-up-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]z. (T) Leadership and policymaking by the Mayor-----	_____	-----	%----	%----	%----	%----	%----	%----
[ ]aa. Customer service at City recreation centers-----	_____	-----	%----	%----	%----	%----	%----	%----

**(RESUME ASKING ALL RESPONDENTS)**

**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)**

	<u>VERY SAFE</u>	<u>SOMEWHAT SAFE</u>	<u>(NEITHER SAFE NOR UNSAFE)</u>	<u>SOMEWHAT UNSAFE</u>	<u>VERY UNSAFE</u>	<u>(DK/NO OPIN.)</u>
[ ]a. (T) In your neighborhood-----	%----	%----	%----	%----	%----	%----
[ ]b. (T) In the park closest to you-----	%----	%----	%----	%----	%----	%----
[ ]c. (T) Downtown-----	%----	%----	%----	%----	%----	%----

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-----%----- % ----- % -----%----- % -----%
- [ ] b. (T) In the park closest to you -----%----- % ----- % -----%----- % -----%
- [ ] c. (T) Downtown-----%----- % ----- % -----%----- % -----%

12. What would you say is the most serious public safety problem in your neighborhood? (OPEN-END, DO NOT READ LIST)

(T)

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-----%
- Increased a little -----%
- (STAYED THE SAME) -----%
- Decreased a little -----%
- Decreased a lot-----%
- (DON'T READ) DK/NA -----%

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

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 -----%
- Somewhat effective -----%
- Not too effective-----%
- Not at all effective-----%
- (DON'T READ) DK/NA -----%

**(RESUME ASKING ALL RESPONDENTS)**

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

**(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)

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

**(IF "YES" ON QUESTION 19, ASK QUESTION 20)**

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

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

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

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

**(RESUME ASKING ALL RESPONDENTS)**

21. What is your primary source of information about what Oakland city government is doing? Choose up to three. You may give specifics if known.

- Television News ----- %
- Oakland Tribune newspaper ----- %
- Other newspaper ----- %
- Radio News ----- %
- City's website, www.oaklandnet.com ----- %
- Official City mailings from dept's. ----- %
- Neighborhood newsletter ----- %
- Neighborhood website ----- %
- Email newsgroup ----- %
- Word of mouth ----- %
- (DON'T KNOW/NA)** ----- %

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)**

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

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

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

**(T)**

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

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

- (T) Yes-----%  
No-----%  
(DK/NA) -----%

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

- (T) Employed full-time----- (ASK Q31)--%  
Employed part-time ----- (ASK Q31)--%  
A homemaker who does not  
work outside the home ----- (SKIP TO Q32)--%  
Retired ----- (SKIP TO Q32)--%  
A student----- (SKIP TO Q32)--%  
Unemployed----- (SKIP TO Q32)--%  
(DON'T READ) Refused----- (SKIP TO Q32)--%

(IF "EMPLOYED FULL TIME" OR "PART TIME" IN QUESTION 30, ASK:)

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

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

(RESUME ASKING ALL RESPONDENTS)

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

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

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-----%  
African-American -----%  
Asian -----%  
Caucasian/White-----%  
Native American/Indian -----%  
Some other group or identification -----%  
(DON'T READ) Refused -----%

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 Q35)--%  
Republican ----- (ASK Q35)--%  
Other party ----- (ASK Q35)--%  
Independent ----- (ASK Q35)--%  
Not registered ----- (SKIP TO Q36)--%  
(DK/NA) ----- (SKIP TO Q36)--%

**(ASK Q35 ONLY IF "REGISTERED" IN Q34)**

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

**(RESUME ASKING ALL RESPONDENTS)**

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

- (T) Street \_\_\_\_\_  
with  
Street \_\_\_\_\_

34. In what year were you born?

- (T) 1984-1978 (18-24) -----%  
1978-1973 (25-29) -----%  
1972-1968 (30-34) -----%  
1967-1963 (35-39) -----%  
1962-1958 (40-44) -----%  
1957-1953 (45-49) -----%  
1952-1948 (50-54) -----%  
1947-1943 (55-59) -----%  
1942-1938 (60-64) -----%  
1937 or earlier (65 & over) -----%  
Refused -----%

35. 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 2001?

(T)

\$10,000 and under-----%  
\$10,001 - \$20,000 -----%  
\$20,001 - \$30,000 -----%  
\$30,001 - \$60,000 -----%  
\$60,001 - \$75,000 -----%  
\$75,001 - \$100,000-----%  
More than \$100,000-----%  
(DON'T READ) Refused-----%

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

Gender by observation: Male -----%  
Female -----%

Language by observation: English -----%  
Spanish -----%  
Cantonese -----%  
Vietnamese -----%  
Tagalog -----%

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

Date \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

Interviewer \_\_\_\_\_

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

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

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



## ATTACHMENT B

To: Deborah A. Edgerly, City Administrator  
Niccolo De Luca, Deputy City Administrator

From: Ben Fay, Chair of the Budget Advisory Committee

RE: 2005 Citizen Survey

Date: December 23, 2004

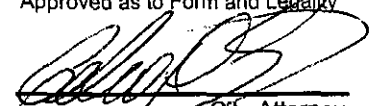
The BAC has the following suggestions for the survey. These are not listed in any particular order.

1. *Include in the contract the requirement that the demographics of the survey population (e.g. age, home ownership, educational attainment, etc. as captured in questions 23-35) be cross-tabulated with the most recent census data for Oakland. This will enable the City to determine how accurately the sample represents the City. This should be included in the contract so as not to become an added cost later.*
2. *In order for results from these surveys to be useful in the budget process, the BAC recommends that in future such surveys be conducted earlier in the budget cycle. This would allow the results to be used in the strategic planning of the budget.*
3. *Modify question number 4 of the survey, which asks the responder to list the three most serious issues facing residents of Oakland that the responder would like to see prioritized in the City's budget, to specifically exclude education as a response. In the 2002 survey, education was one of the top responses. However, education is not a City function, and this result might have obscured other responses that would have been more relevant to the City.*
4. *The BAC suggests adding the following questions:*
  - a. *How important is it for Oakland to keep major league sports teams in the City?*
  - b. *How important is public transportation to the vitality of the City?*
  - c. *Should the City spend money to attract and to keep businesses in Oakland?*
  - d. *The BAC also recommends a question where the already-identified core functions of the City are listed, and the responder is asked to rank them in order of importance.*
5. *The BAC also believes that shorter, more focused surveys would be very helpful. In particular, a survey on the business environment. Should we try to attract and keep businesses? What do businesses want? What do they not care about? Also, a survey on redevelopment would be useful.*

Thank you for taking the time to meet with us to discuss this survey.

ITEM \_\_\_\_  
Finance & Management Committee  
January 11, 2005

# OAKLAND CITY COUNCIL

  
City Attorney

RESOLUTION No. \_\_\_\_\_ C.M.S. OFFICE OF

**REVISED**  
OAKLAND CLERK

2004 DEC 29 PM 4:54

**RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND FAIRBANK, MASLIN, MAULLIN & ASSOCIATES, A PUBLIC OPINION RESEARCH FIRM, IN AN AMOUNT NOT TO EXCEED SIXTY THOUSAND DOLLARS (\$60,000), TO ADMINISTER A CITY OF OAKLAND CITIZENS SURVEY FOR THE PURPOSES OF GATHERING STATISTICS ON CITIZENS' EXPERIENCES**

**WHEREAS**, it is the intention of the City Administrator to conduct a City-wide survey to determine Oakland residents' level of satisfaction with City services; and

**WHEREAS**, the survey will provide valuable data about citizens' perceptions in the areas of public safety, parks, arts and crafts, and economic development; and

**WHEREAS**, the results from the survey will be used when developing the City's next biennial budget; and

**WHEREAS**, the results of the survey will be used to analyze department performance measures; and

**WHEREAS**, the 2005 Citizens' Survey will be administered to 1,000 Oakland households, with a sample weighting process to reflect the City's demographic composition; and

**WHEREAS**, the 2005 survey allows for comparison with surveys conducted in 1995, 2000 and 2002, and will be used as a benchmark for future years; and

**WHEREAS**, budgeted funds are available from the City Administrator's Office, Miscellaneous Contract Services, Fund 1010, Org. 90591, Account 54919, Project No. P58520; and

**WHEREAS**, the City Council hereby finds and determines that services provided pursuant to the contact authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

**WHEREAS**, the City Council hereby finds and determines that the contracts awarded hereunder shall not result in the loss of employment or salary by any person having permanent status in the competitive services; and

**WHEREAS**, the City Council finds that the service is exempt from competitive bidding pursuant to Section 2.04.050 I of the Oakland Municipal Code; now, therefore, be it

**RESOLVED:** That the City Administrator is hereby authorized to negotiate and enter into an agreement in an amount not to exceed sixty thousand dollars (\$60,000), with Fairbank, Maslin, Maullin & Associates, a public opinion research firm, to conduct a City-wide citizens' survey in Oakland during the period between January 11, 2005 and February 28, 2005; and, be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator to execute any further documents necessary to implement this resolution; and, be it

**FURTHER RESOLVED:** That the City Administrator is authorized to modify, extend or amend said agreement provided that no additional funds will be allocated without prior Council approval: and, be it

**FURTHER RESOLVED:** That the agreement shall be reviewed by the City Attorney as to form and legality and a copy placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2005

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

**CEDA FLOYD**  
City Clerk and Clerk of the Council  
of the City of Oakland, California