



2018 City of Oakland Budget Priorities Survey

*Key findings from a survey of Oakland residents
conducted December 7-20, 2018*



OPINION
RESEARCH
& STRATEGY

Why Oakland Regularly Conducts this Survey

Why We Conduct the Budget Survey

- ✓ The Budget Survey is conducted at the direction of the City's Consolidated Fiscal Policy (CFP).
- ✓ The CFP directs the City to conduct a statistically valid survey to assessing the public's concerns, needs and priorities prior to the development of the biennial budget.
- ✓ It further states that the poll should be representative of Oakland's diverse population in terms of race, income, neighborhood, age, profession, family size, homeownership/renter-ship and other characteristics.
- ✓ The CFP states that the Budget Survey is basis and tool for the Mayor and Council to begin discussing priorities for the coming biennial budget cycle

Survey Methodology

Research Process



Budget Advisory Commission Meeting to Determine Survey Goals



FM3 Drafts Survey Questionnaire



Budget Advisory Commission Reviews Questionnaire



Budget Bureau Approves Final Questionnaire



FM3 Conducts Survey



FM3 Presents Draft Results to Mayor and Administrative Staff



FM3 Presents Final Results to Budget Advisory Commission



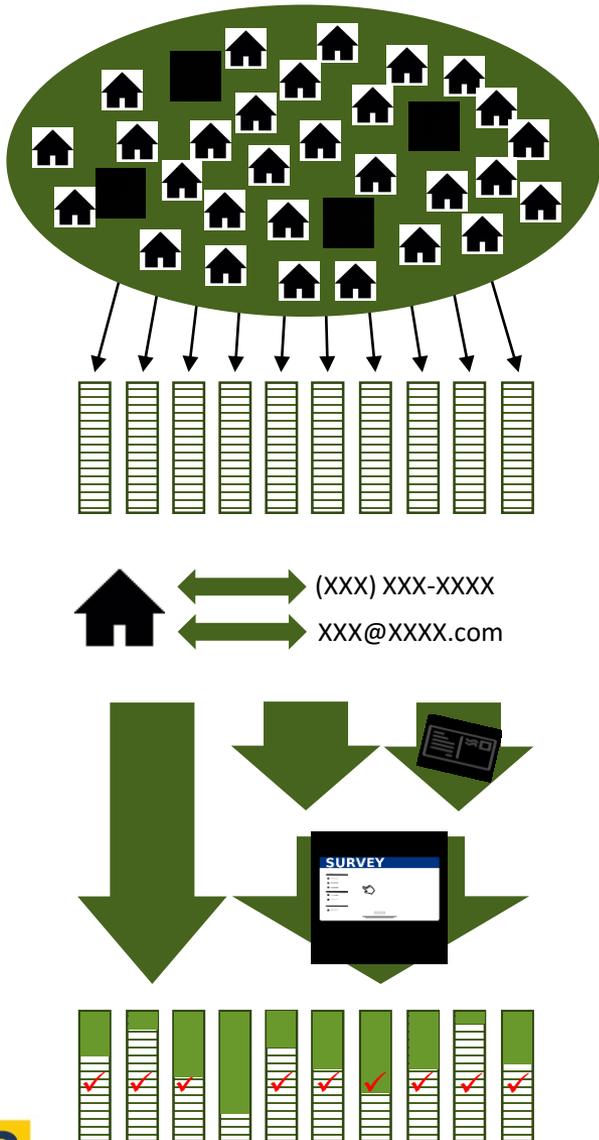
FM3 Presents Final Results to City Council

Survey Specifications



- ✓ 1,595 interviews with randomly selected Oakland residents conducted in English, Spanish and Chinese (target of 1,200 interviews, but we had a particularly robust online response)
- ✓ Conducted December 7-20, 2018: online and via landline/cell phones
- ✓ Participants were invited to participate by phone call, an email, or a postcard
- ✓ Margin of sampling error of $\pm 2.5\%$ at the 95% confidence interval ($\pm 6.3\%$ - $\pm 6.6\%$ in each City Council District)
- ✓ Due to rounding, some percentages do not add up to 100%
- ✓ Selected comparisons to prior research in the city in 2017, 2015 (voters only), 2005, 2002 and 2000

FM3's Address-based Survey Approach



A city provides FM3 with a list of residential addresses

FM3 pulls a random sample of stratified clusters; each cluster contains residences with similar geographic characteristics (e.g., postal carrier route, zip code, city council district, etc.).

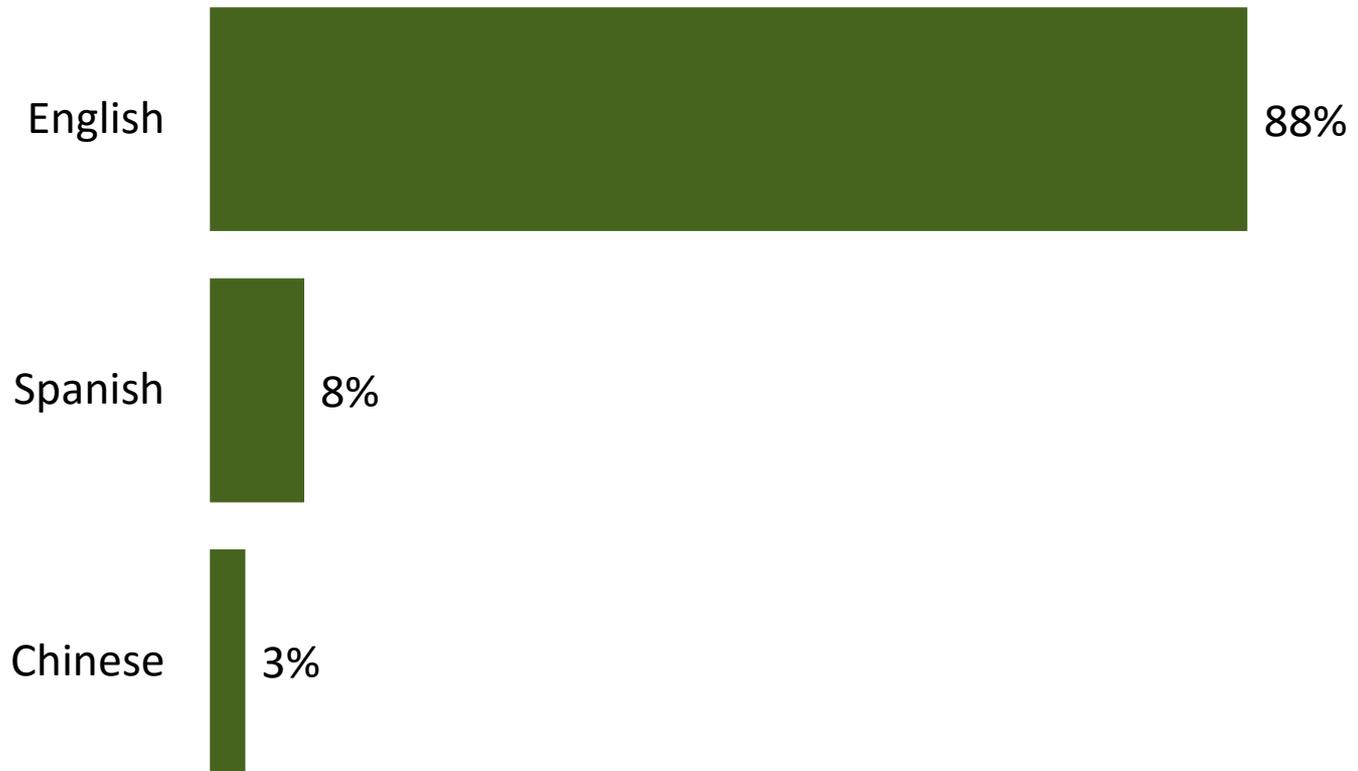
FM3 uses publicly and commercially available databases to match phone numbers and email addresses to residents living at the addresses.

FM3 contacts residents by phone, email and postcard, completing phone interviews, and inviting email/postcard recipients to take the survey online.

FM3 completes one interview in each cluster and uses US Census-derived demographic quotas to ensure the sample reflects the overall adult universe.

One in nine took the survey in a language other than English.

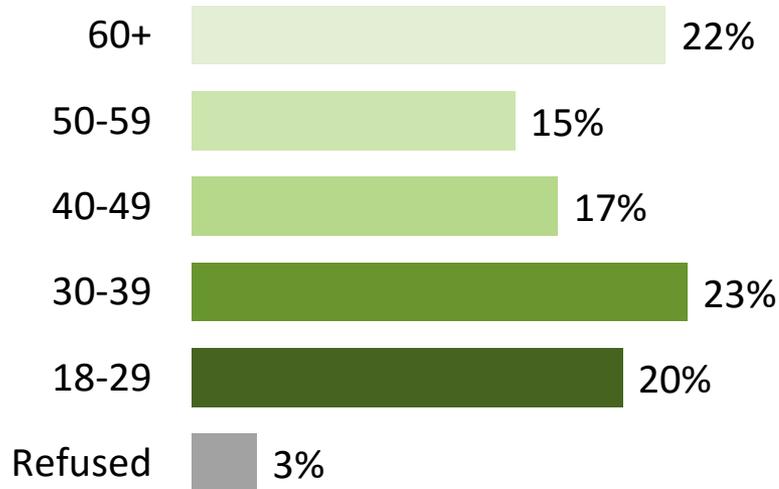
Language of Interview



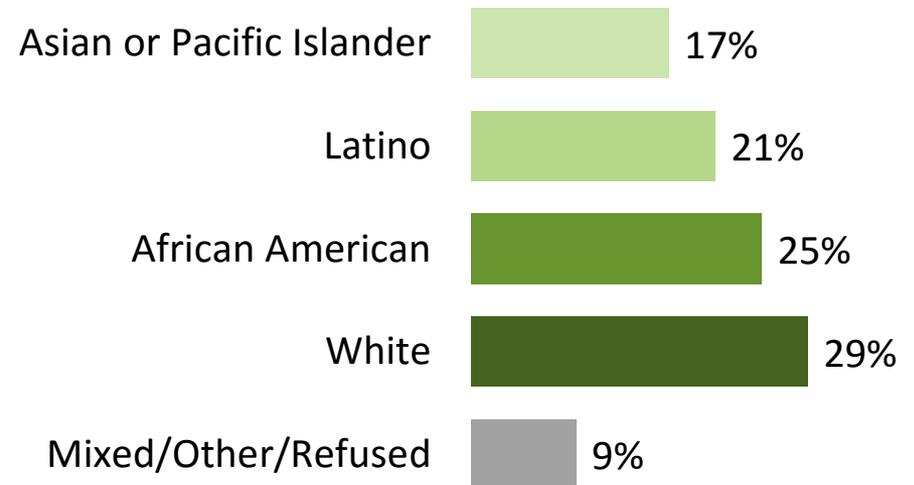
Profile of Survey Respondents

Age, Race/Ethnicity, and Gender

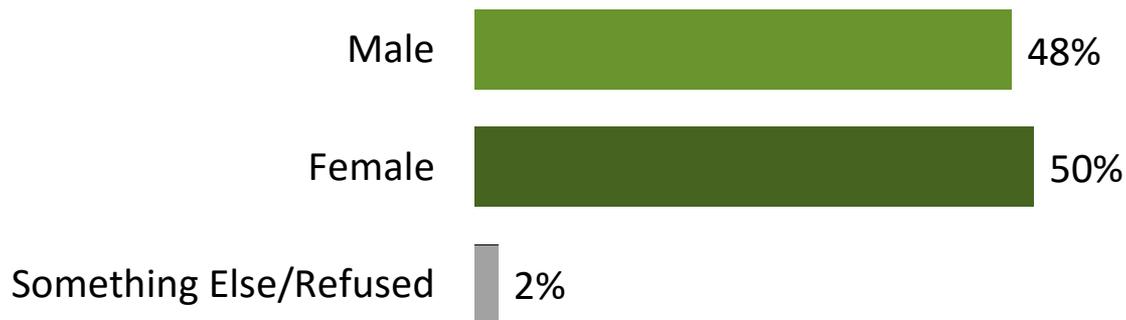
Age



Race/Ethnicity

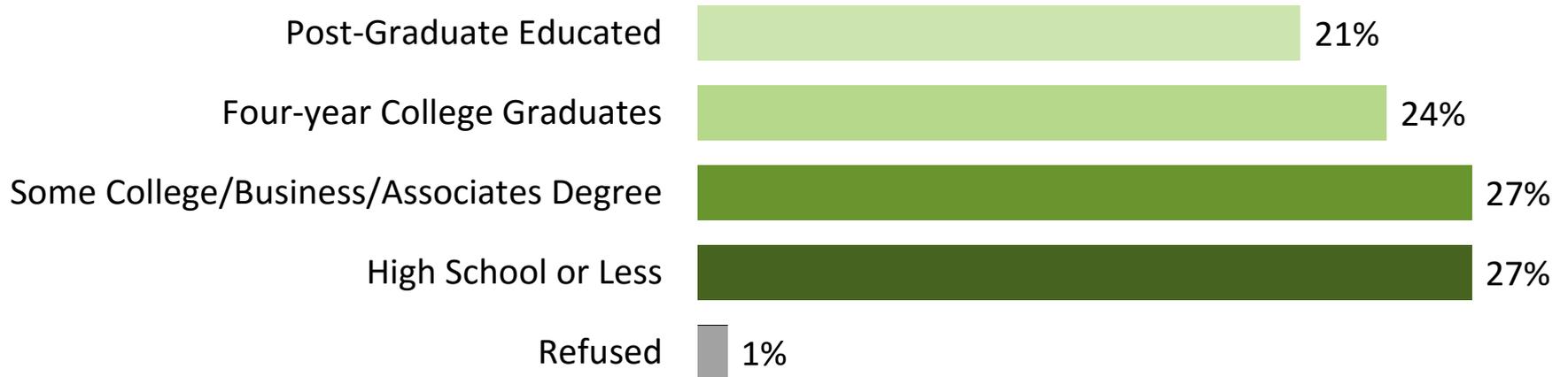


Gender

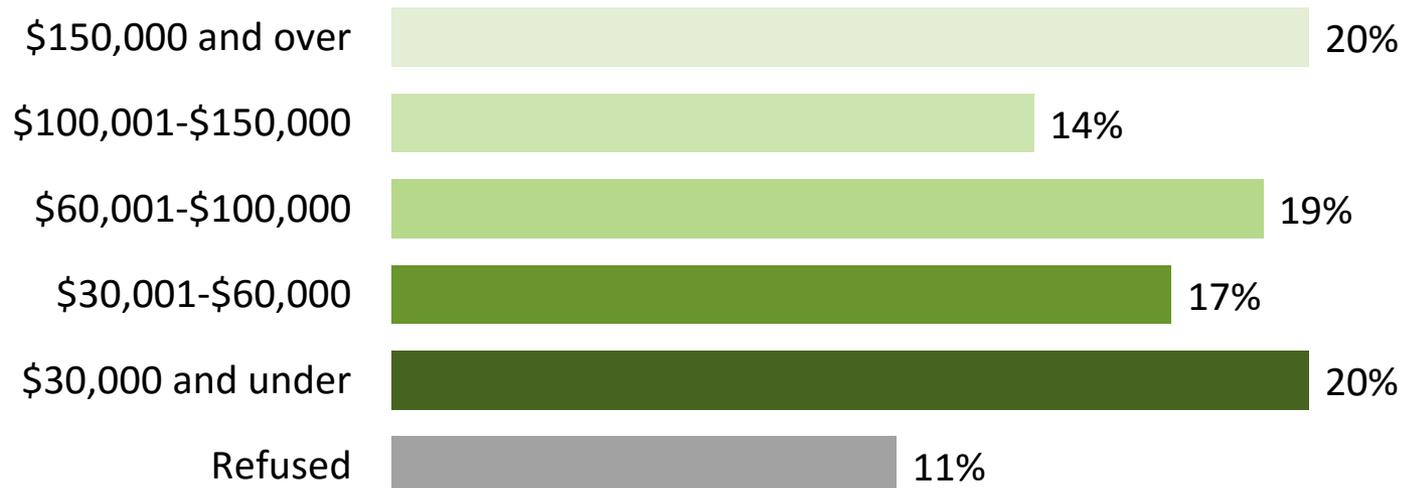


Education and Household Income

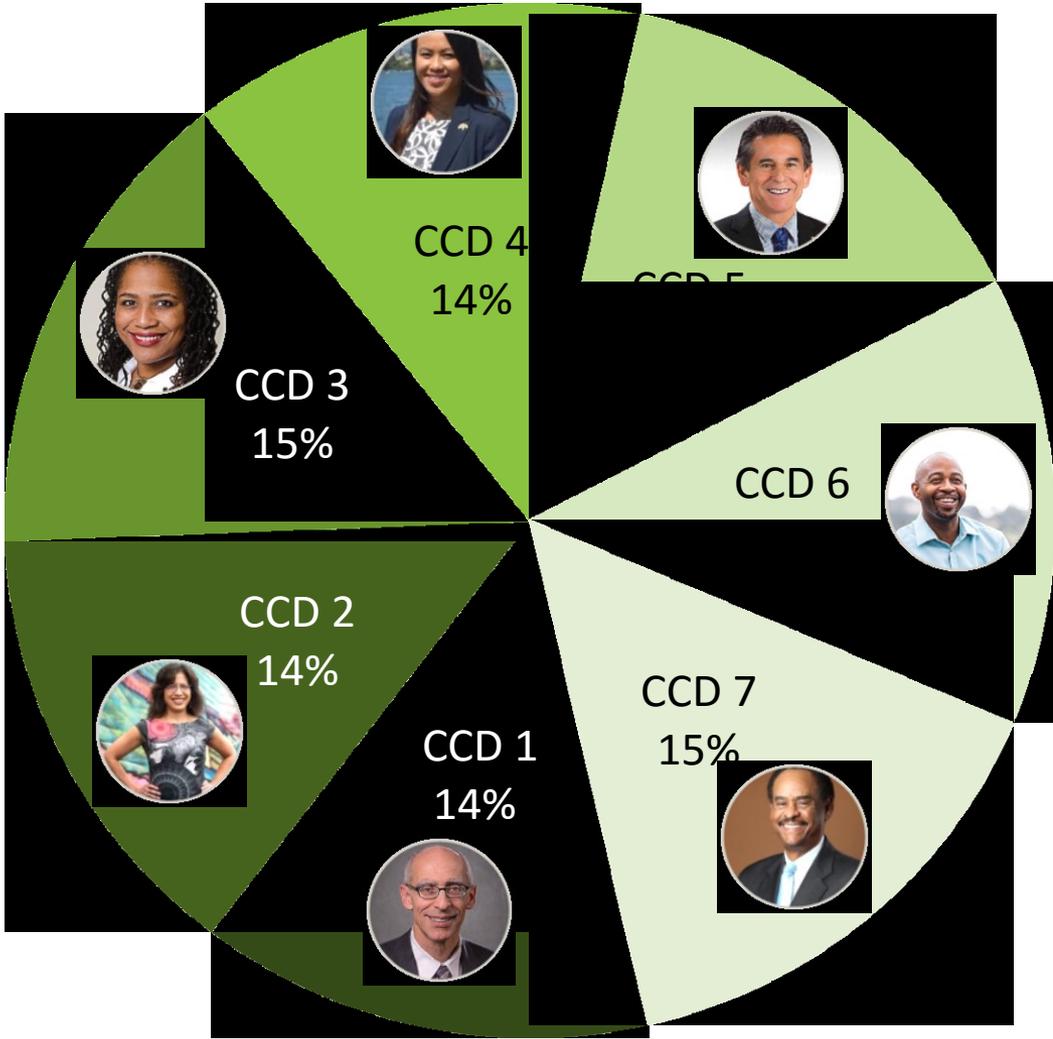
Education



Household Income



City Council District



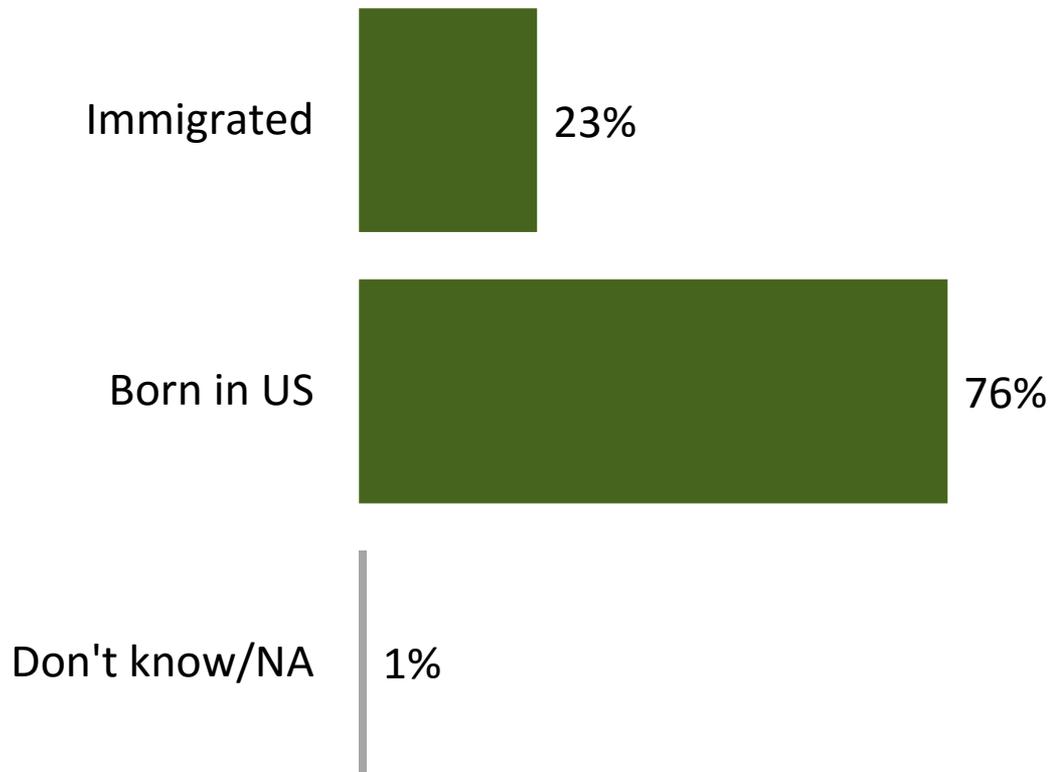
We also categorized respondents as living in the “flats” west of I-580, or the hills.

Hills vs. Flats



Nearly one-quarter of Oakland residents were immigrants.

Were you born in the United States or did you immigrate to the United States?

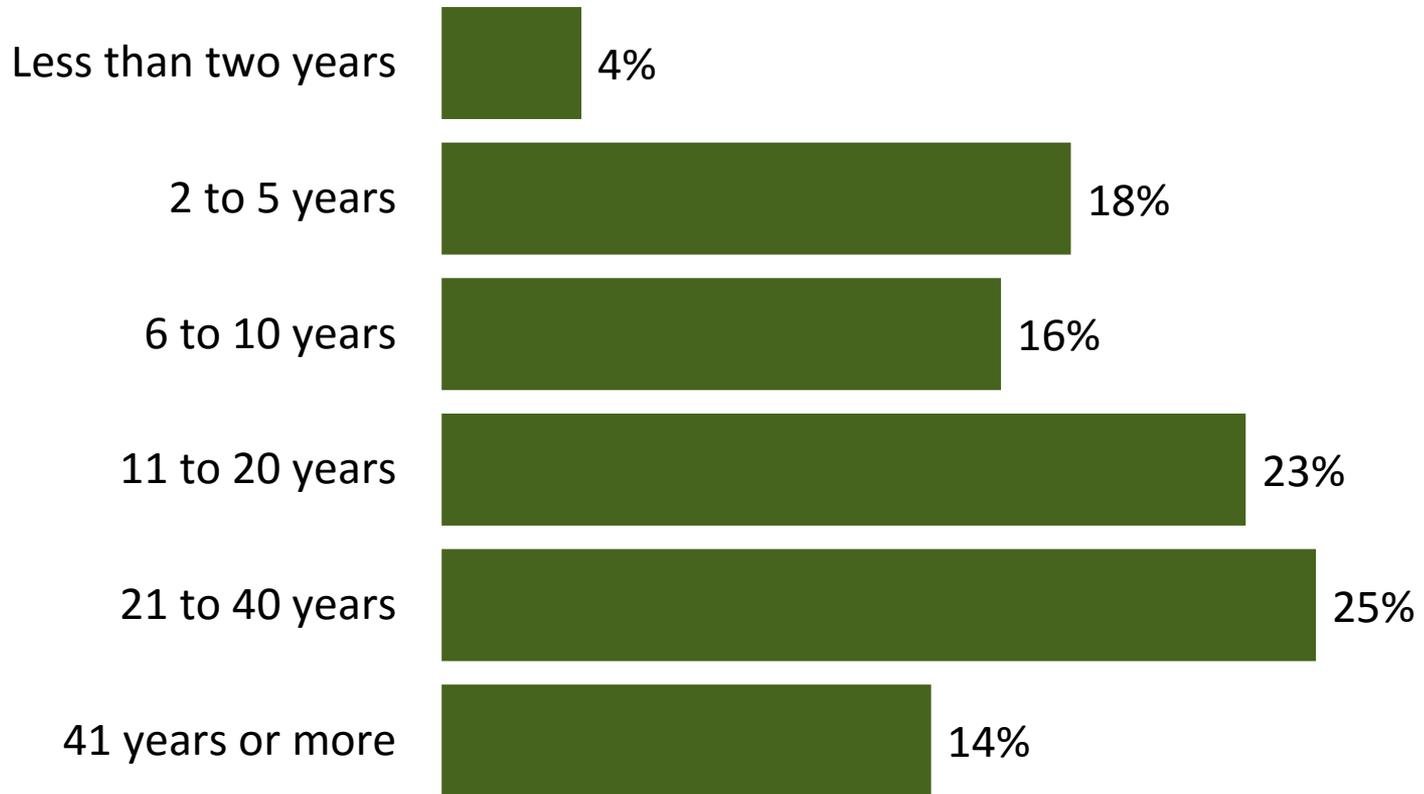


Who Are Oakland's Immigrants?

- 57% of Latino residents and 59% of Chinese residents
- 33% of those earning less than \$60,000 annually
- 48% of those with no more than a high school education
- 33% of those who have lived in the city for 11-20 years, and 28% of those living here 21-40 years
- 25% of flats residents

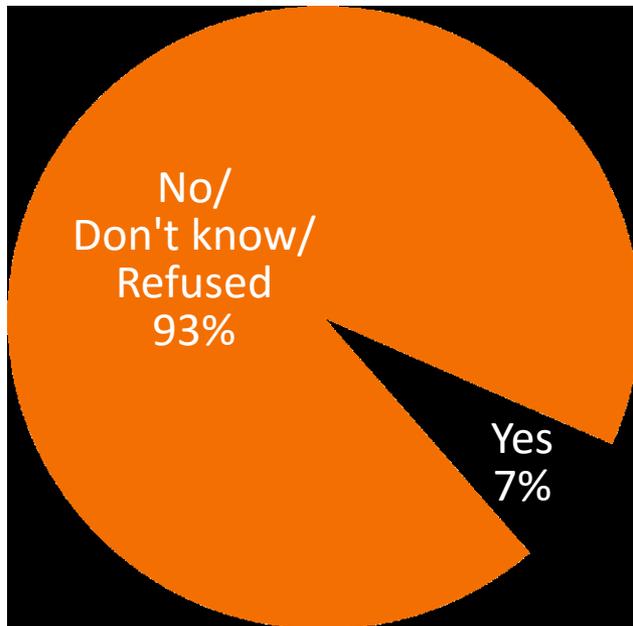
More than one in five lived in the city fewer than six years; twice that share have lived in Oakland 21 years or longer.

About how long have you lived in Oakland?



Seven percent of respondents reported a lack of permanent housing in the last year.

In the last year, have you been without permanent housing, that is, have you slept in a car, outdoors, or stayed temporarily with friends or family?

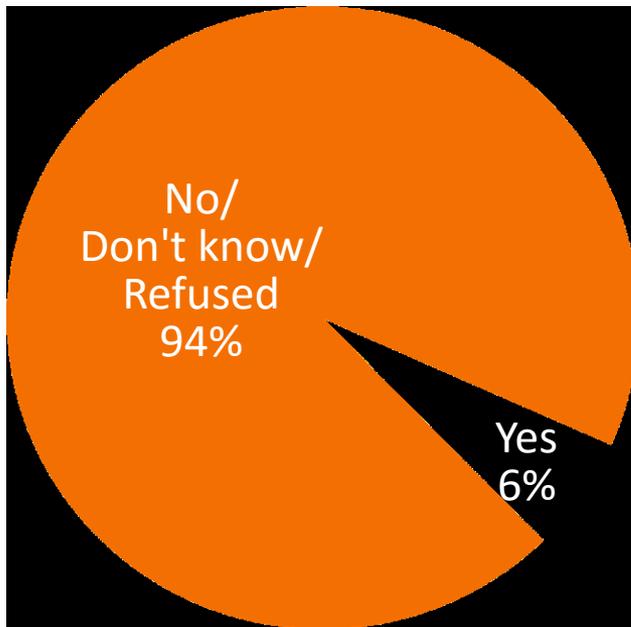


Who were most likely to lack permanent housing?

- A family member has been incarcerated
- Household incomes under \$30,000 annually
- Part-time workers
- Single adults
- Residents under 30
- Mothers
- Residents with less than a college education

Six percent had a household member who is or was incarcerated.

Is anyone in your household currently or formerly incarcerated in jail or prison?

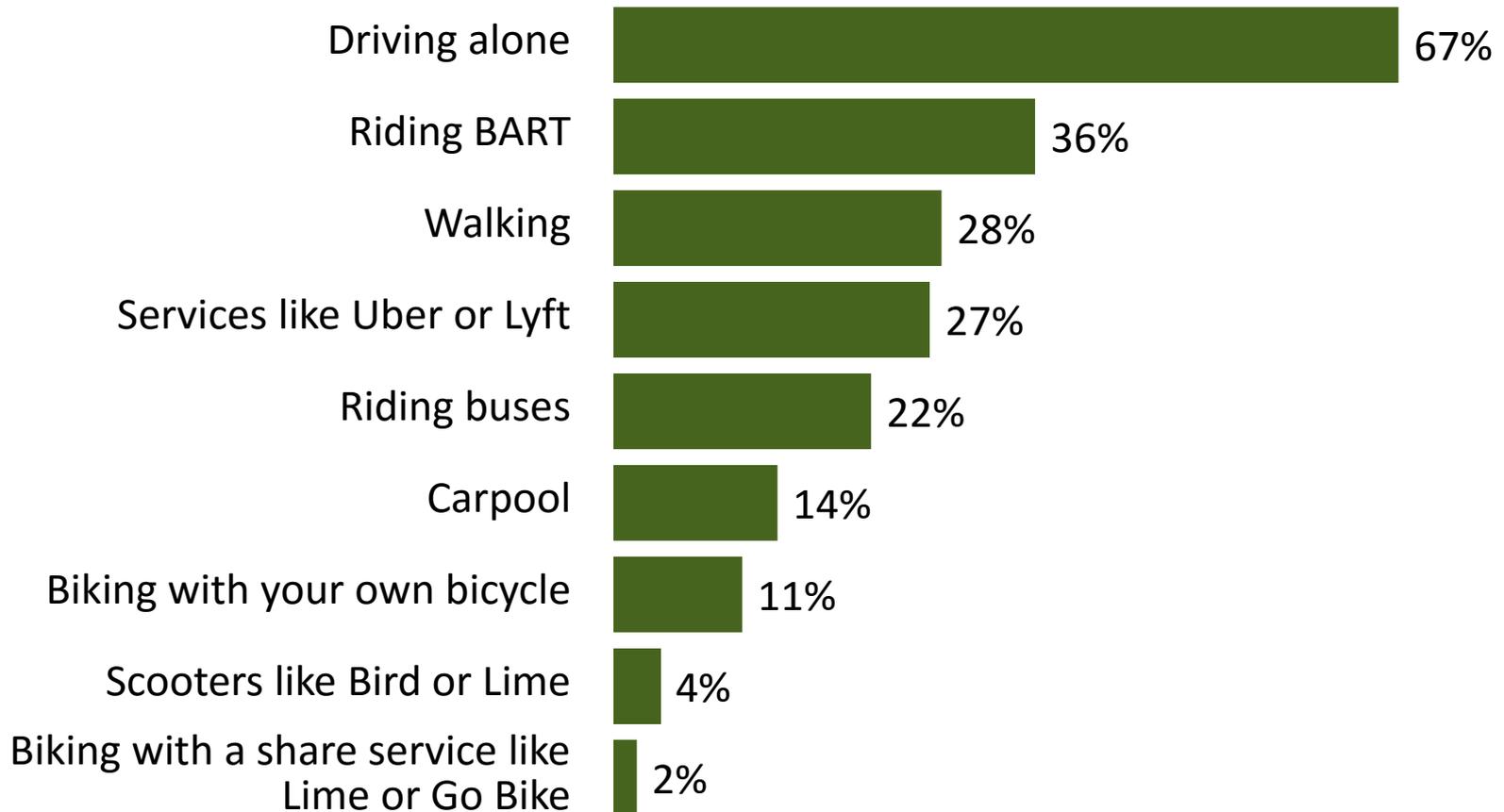


Who Has a Close Tie to an Incarcerated Person?

- Housing insecure in the last year
- Men without a college education
- Latino residents
- 21 to 40 years in Oakland
- African-Americans
- Unmarried men

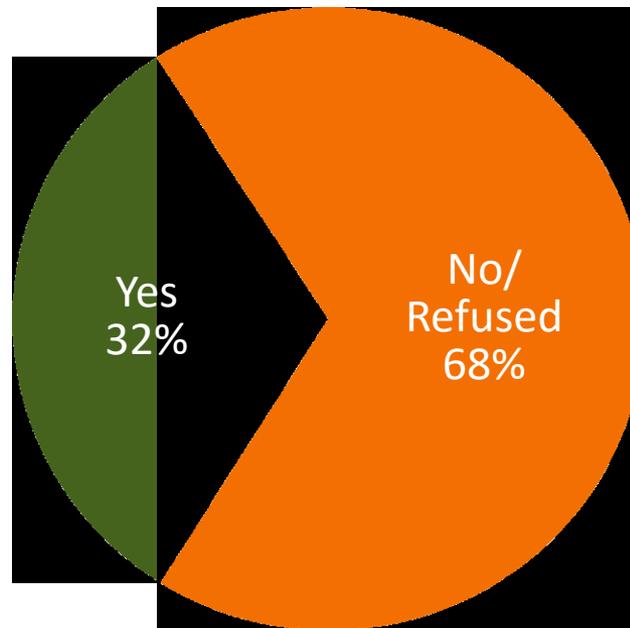
Two-thirds drive regularly; more than one-quarter also ride BART, walk, or ride-hail.

*Which of the following modes of transportation do you use regularly?
(Multiple Responses Accepted)*



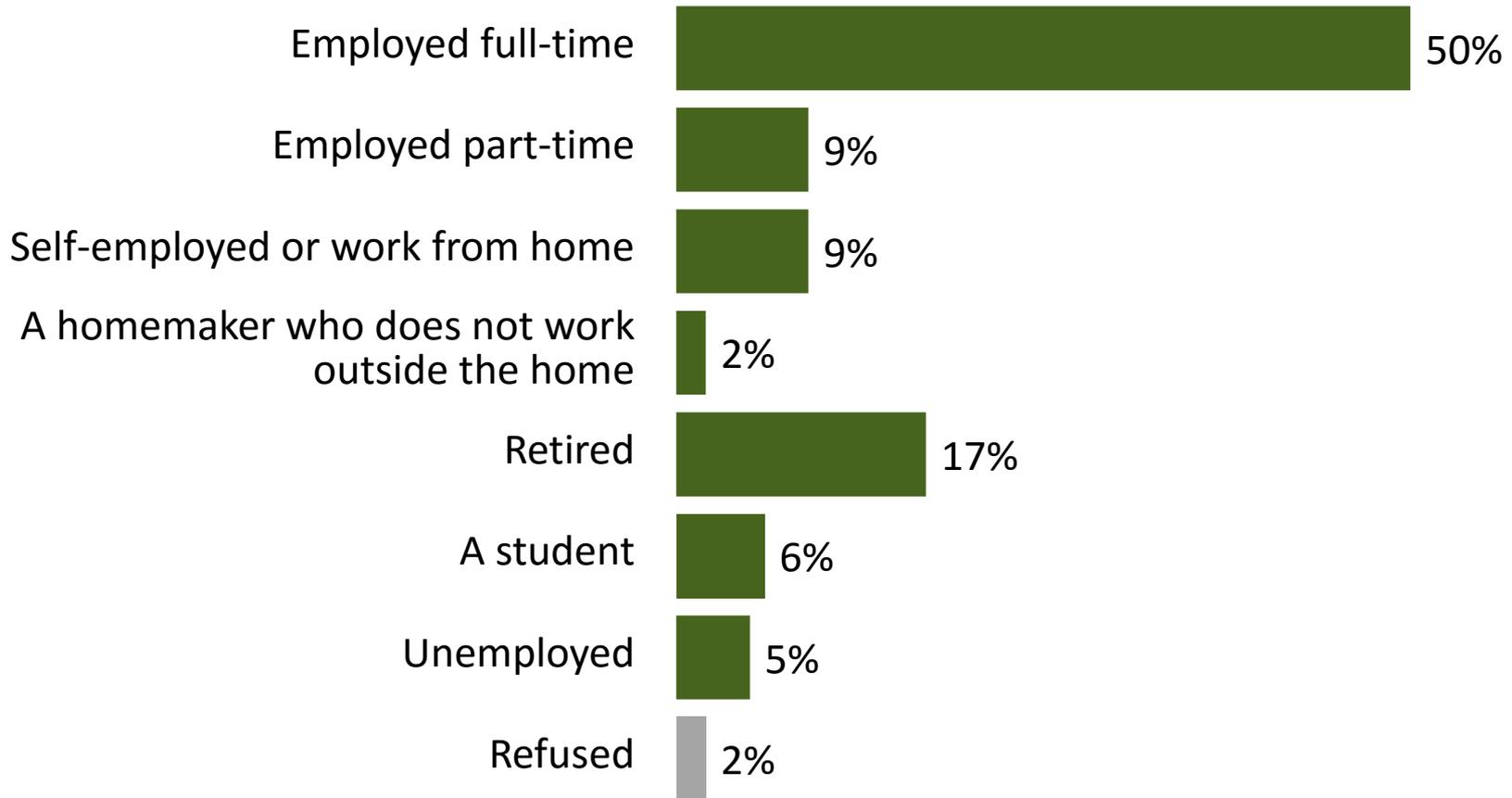
One-third of respondents had a child under 18 living at home.

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



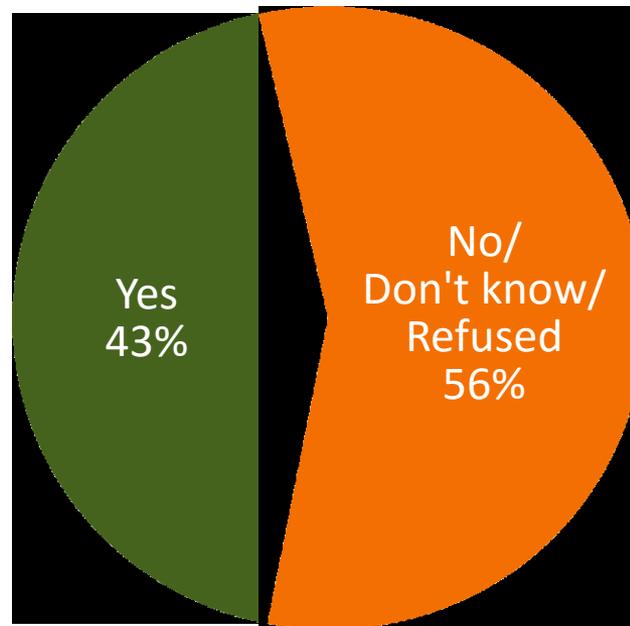
Half of respondents were employed full-time outside the home.

What is your current employment status?



Among those who worked outside the home, most worked outside the city as well.

*Is your work located in the City of Oakland?
(Asked of Full- and Part-Time Employed Residents Only, N=948)*

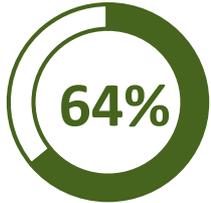


Key Findings

The Big Picture

- ✓ While residents continue to feel good about the overall quality of life here in Oakland, they are slightly less upbeat than they were nearly two years ago.
- ✓ This also applies to how they view the provision of city services – not appreciably more negative, but less enthusiastically positive.
- ✓ Affordable housing and homelessness appear to be contributing to these modestly eroding impressions, and residents clearly want to see them emerge as top budget priorities.
- ✓ Both conceptually, and especially when it comes to specific services and programs, residents would rather pay more to maintain or improve city services versus making cuts.
- ✓ Residents also clearly feel it is important for the City to make budget investments to improve the equitable provision of services for communities of color.

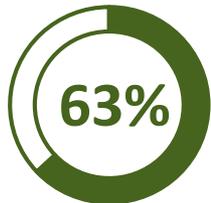
Important Numbers



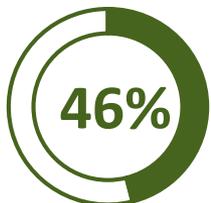
Rate life in Oakland as “excellent” or “good” – down 6 points since January 2017



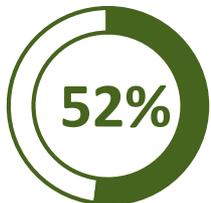
Rate city service provision “excellent” or “good” – down 9 points since January 2017



Consider homelessness or housing the top issue they would like to see address in the City’s next budget



Say they follow City budget issues “extremely,” “very” or “somewhat closely” – down 9 points since Jan. 2017

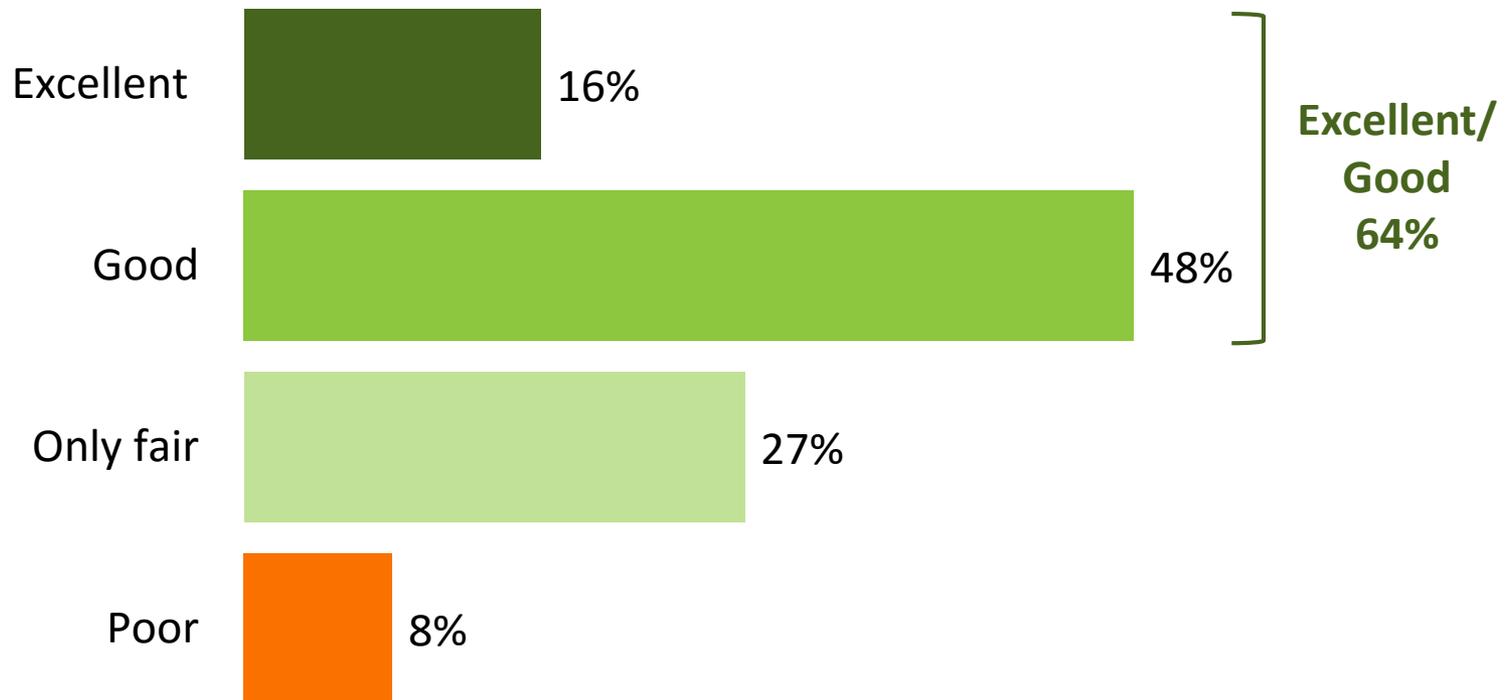


Would rather raises taxes or fees to balance the City’s budget, compared to 35% whom would rather make cuts

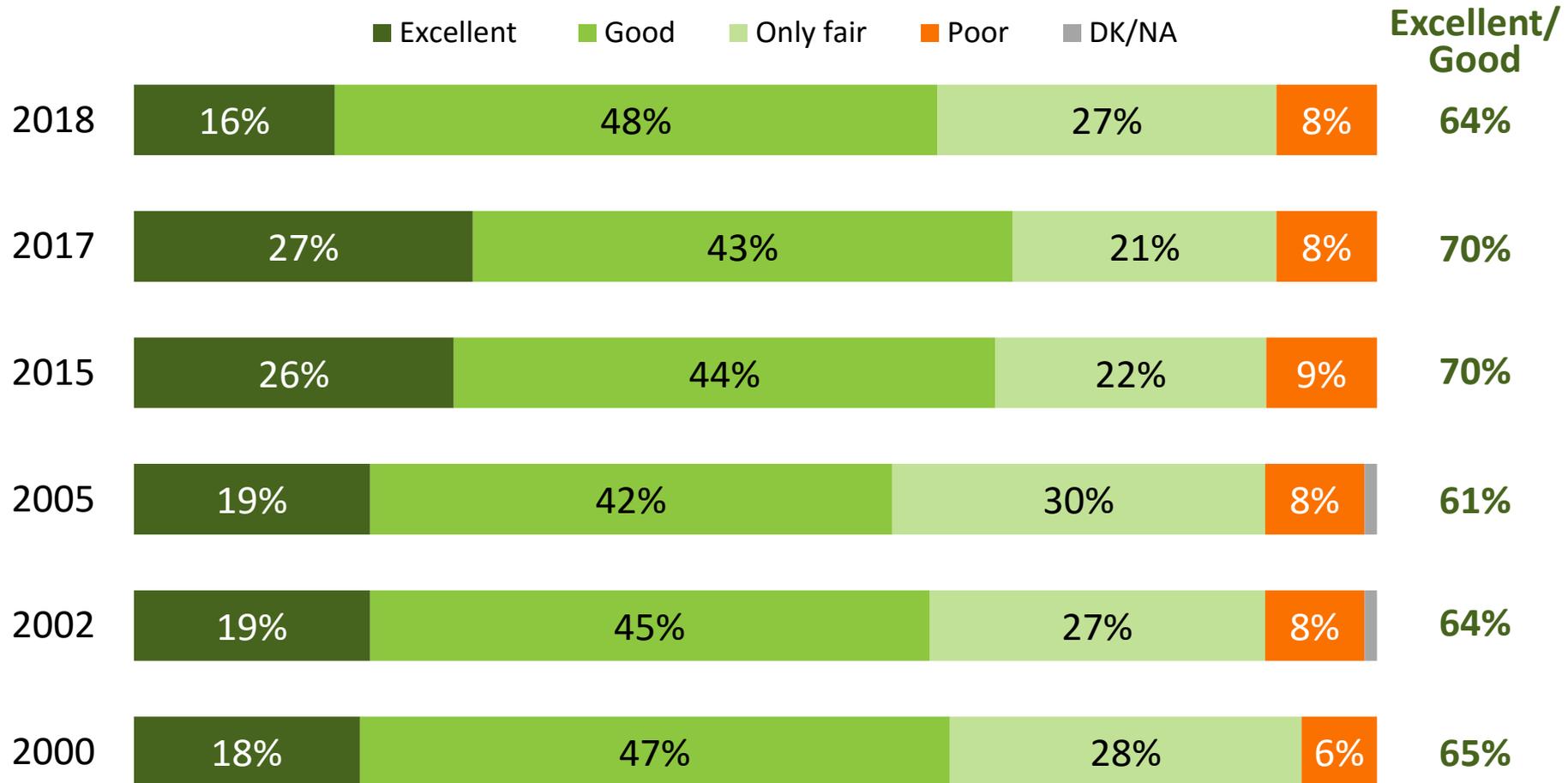
Impressions of Life in Oakland and City Government

Nearly two-thirds of residents rate Oakland as an “excellent” or “good” place to live.

*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?*

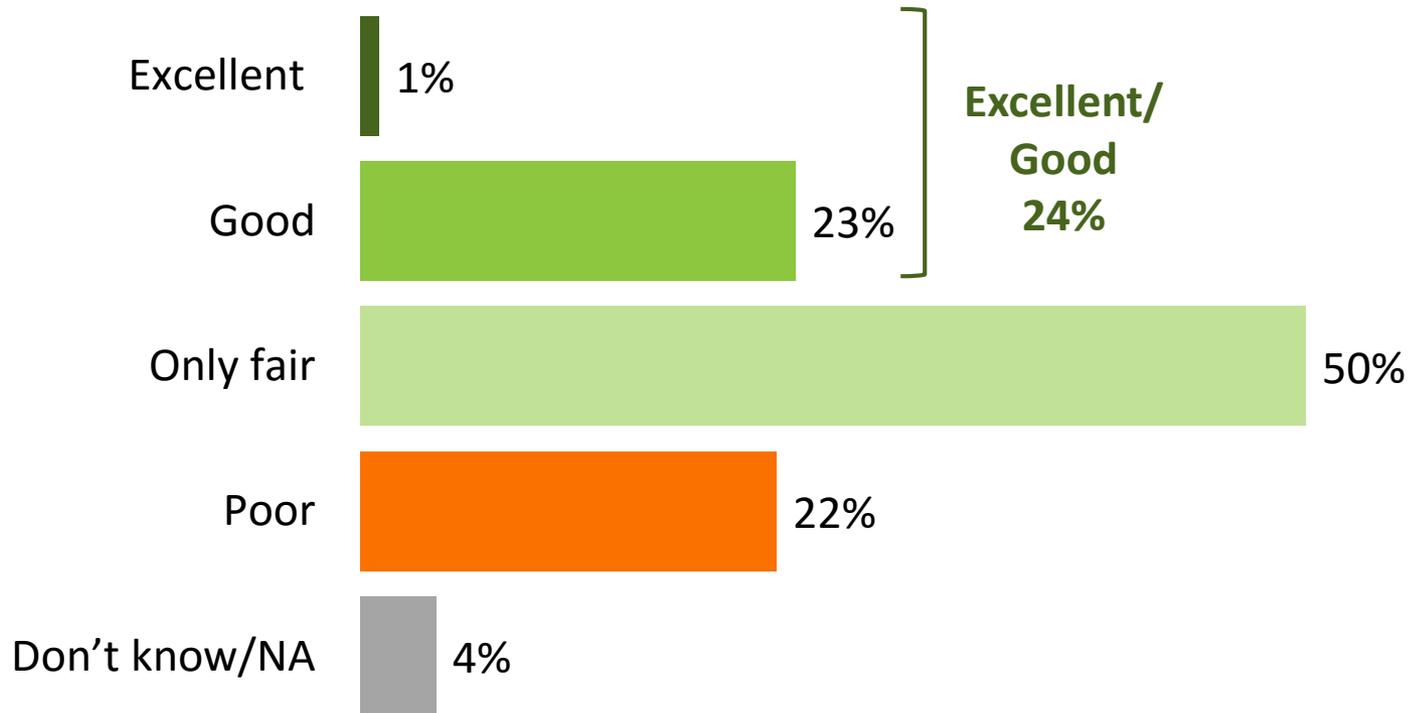


These ratings are more consistent with 2000 and 2002 than with 2015 and 2017.



Half of residents rate city services as “only fair;” similar proportions rate them as “excellent/good” or “poor.”

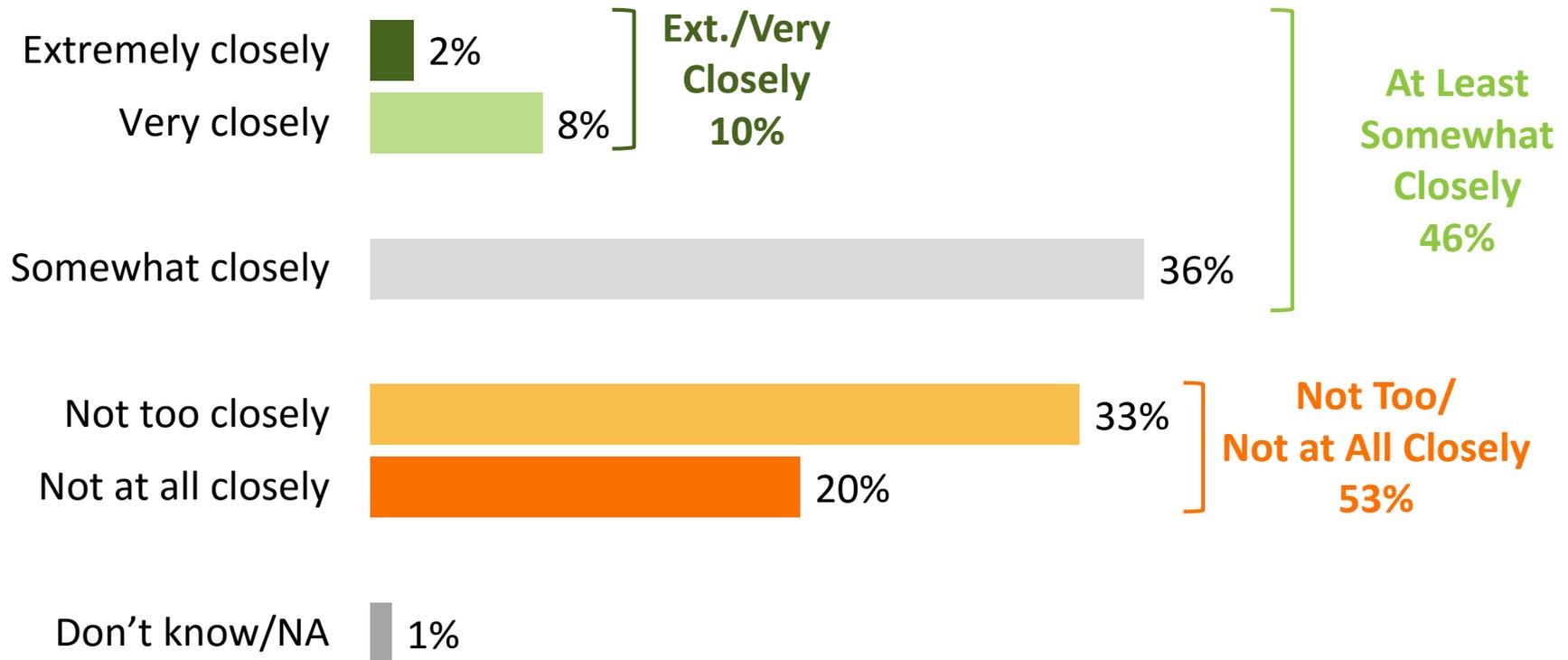
How would you rate the overall job being done by Oakland city government in providing services to the people who live here: excellent, good, only fair or poor?



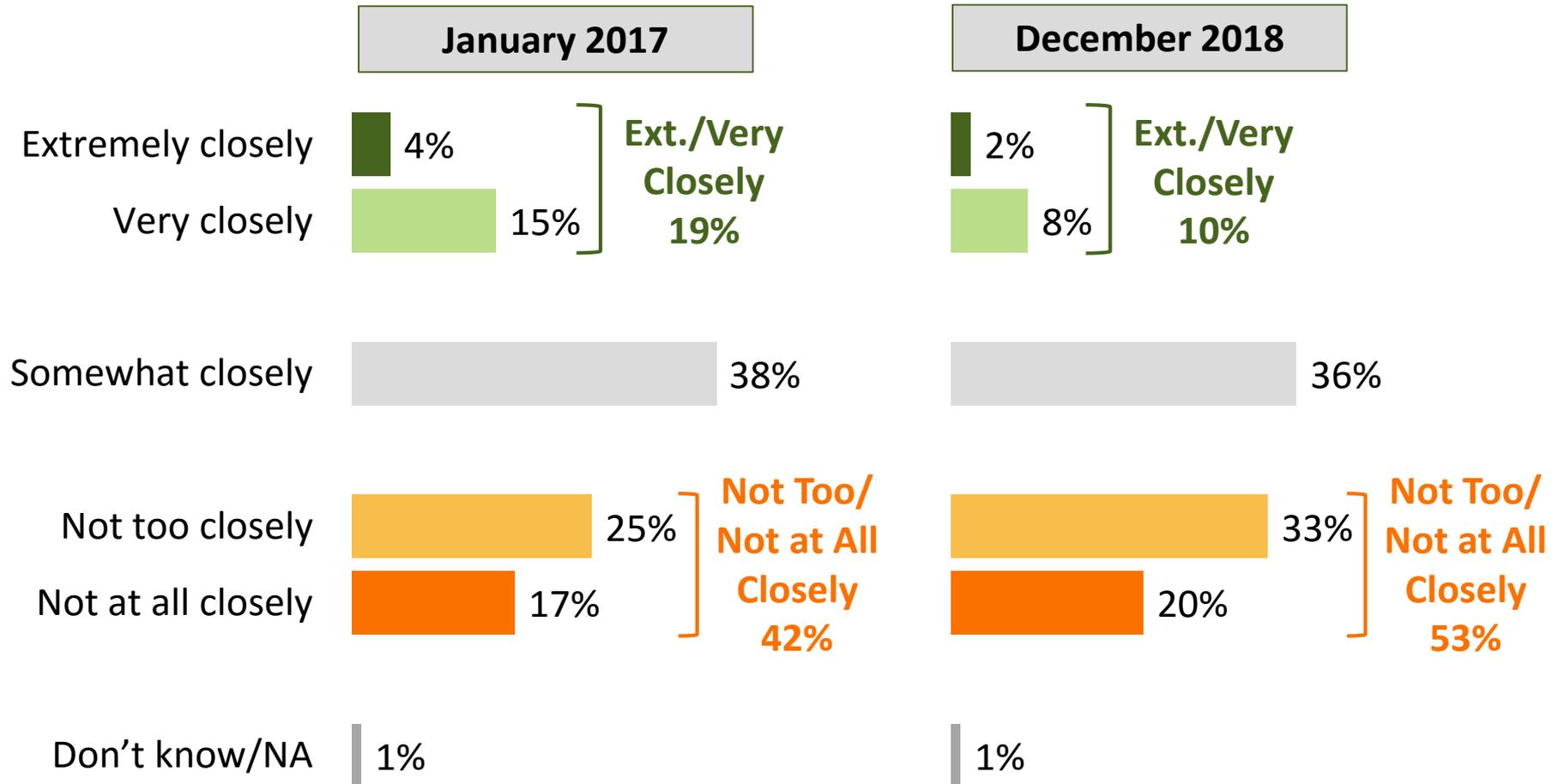
Following the City Budget

A majority of Oakland residents do not follow the City budget closely.

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



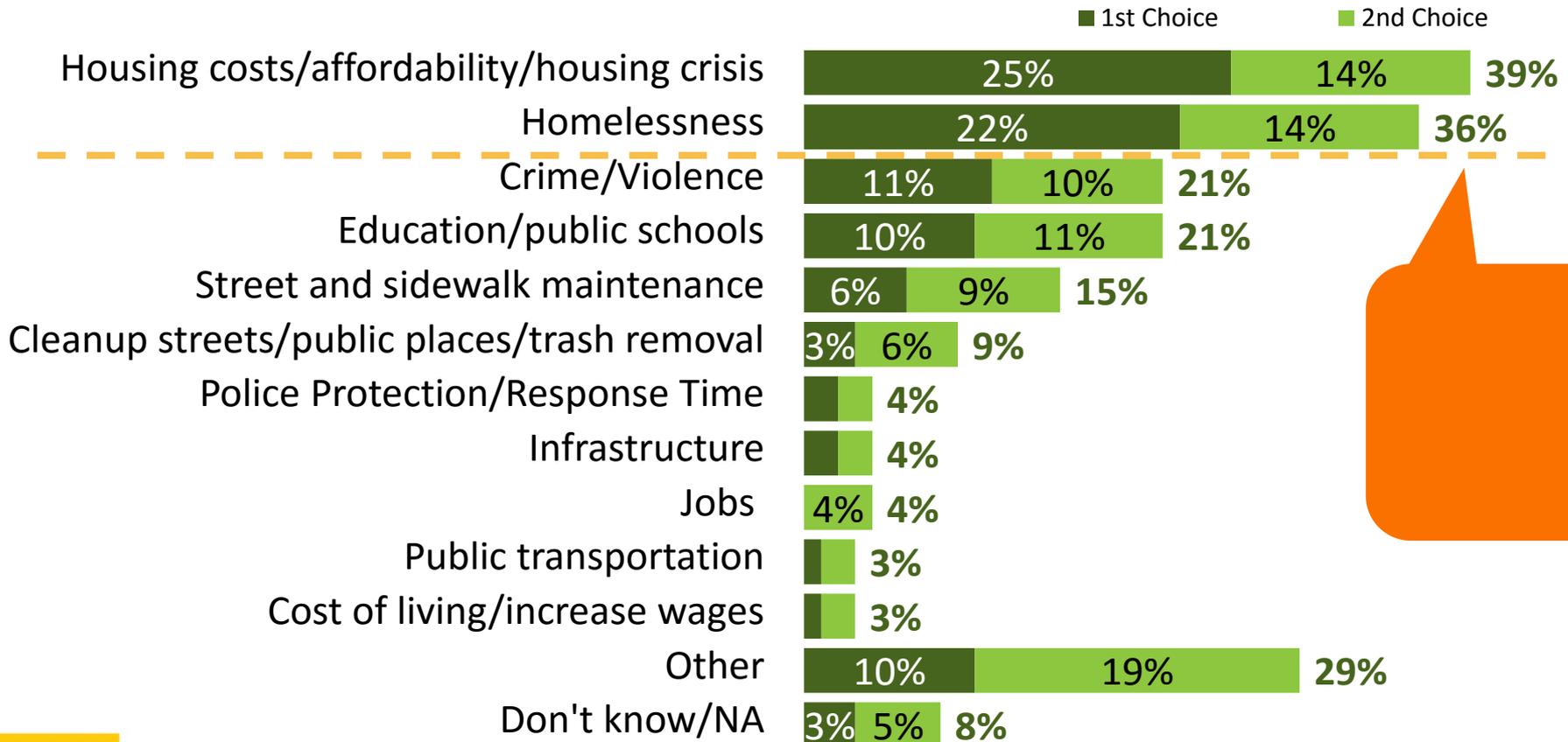
Half as many claim to follow the budget "extremely" or "very" closely as did in 2017.



Specific Budget Priorities

Homelessness and housing are clearly the top issues residents want to see prioritized.

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 emerged as a key concern in 2017 and has remained one; homelessness is now named a top issue by three times as many.

(1st Choice; 3% and Above Shown)

Issues	2000	2002	2005	2015	2017	2018
Housing costs/ Affordability/Housing crisis	8%	12%	5%	10%	26%	25%
Homelessness	3%	4%	2%	2%	7%	22%
Crime/Violence	19%	26%	22%	20%	15%	11%
Education/Public schools	33%	14%	35%	17%	13%	10%
Street and sidewalk maintenance	3%	4%	4%	8%	6%	6%
Jobs/Keeping businesses	5%	3%	4%	7%	3%	0%

Next, respondents were presented with a list of services and asked to make trade-offs.

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. After you hear each one, 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.



Then respondents were pushed further...

If they were...

Willing to pay additional taxes or fees to maintain or improve a service

They were then asked if they would be willing to pay...

Significantly more to improve that service

OR

A little more to maintain that service

If they thought...

Cuts should be made to a service in order to balance the budget

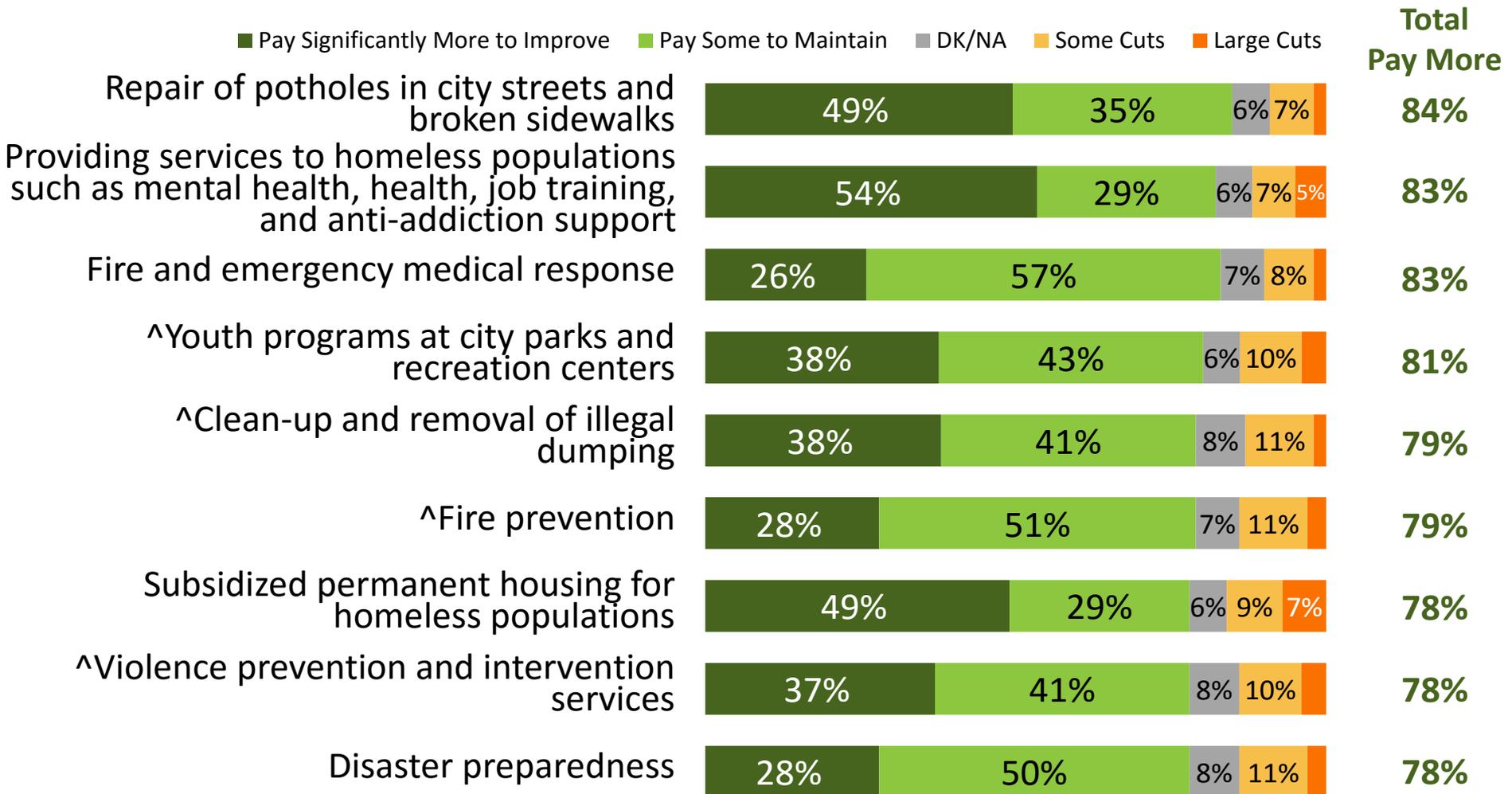
They were then asked if they would you be willing to make...

Large cuts to that service

OR

Just some cuts to that service

Key areas of desired investment included street repairs and homeless services.



Nearly half would pay significantly more to support other housing investments.

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

**Total
Pay More**

Providing temporary shelter and sanitation such as tough shed communities, mobile housing, and traditional shelter beds to homeless populations



77%

Maintenance of public parks, street medians and other open space



77%

Maintenance of public buildings like libraries and recreation centers



77%

Child care and Head Start programs



76%

^Police 911 response



76%

Affordable housing development and housing programs



74%

Police patrols in neighborhoods



74%

^Job training and employment programs



73%

Police investigations to solve crimes

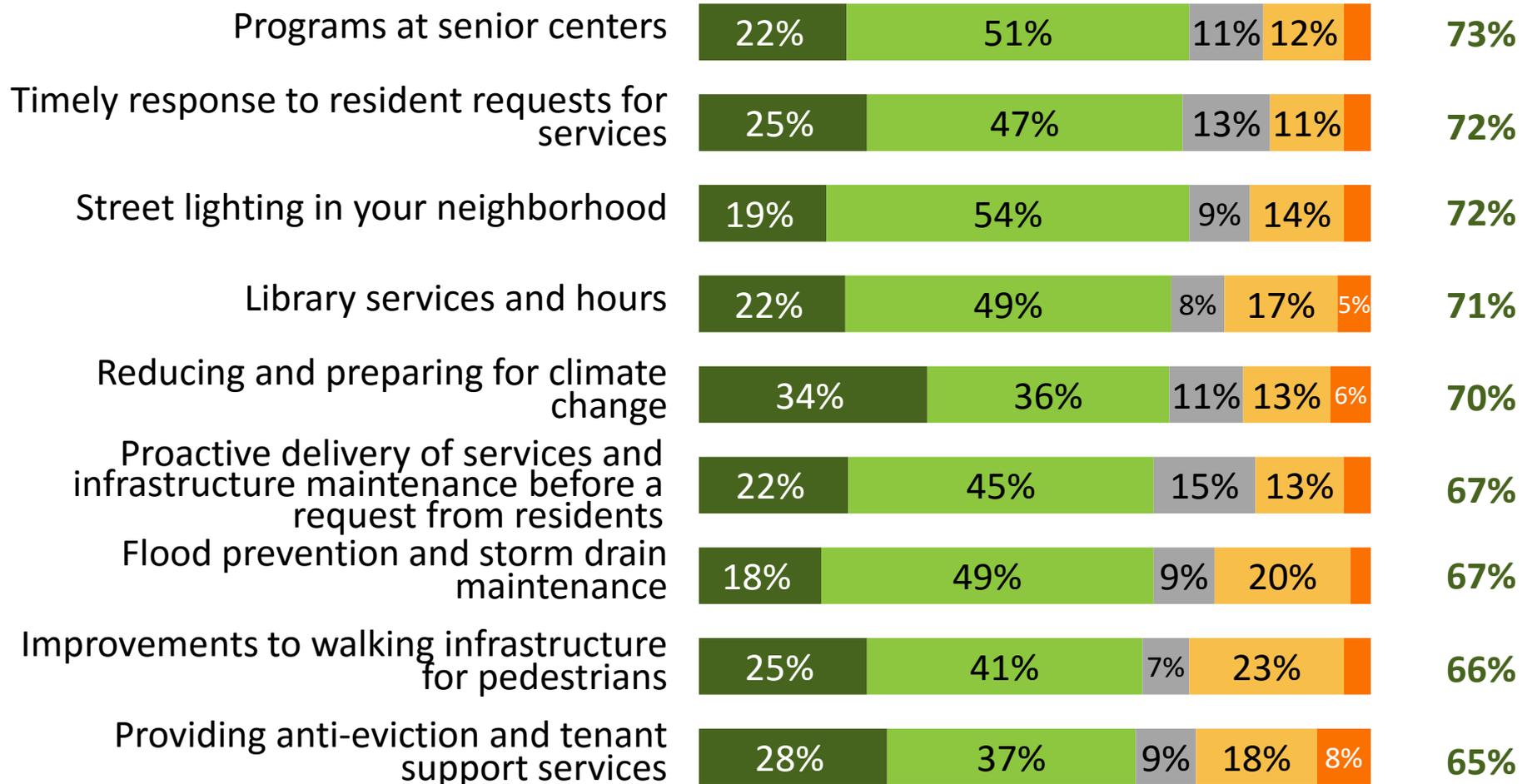


73%

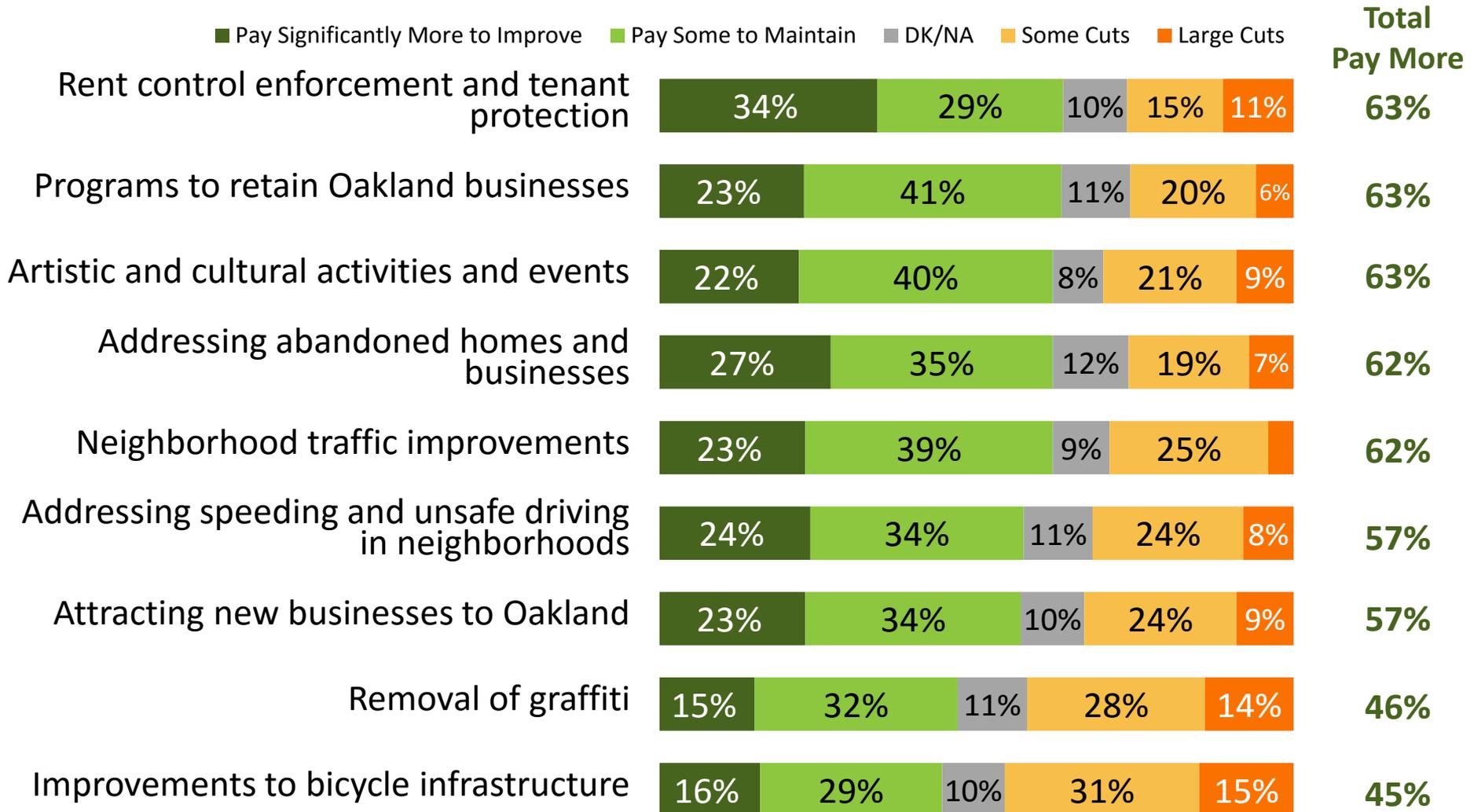
One-third would pay more to improve climate change reduction/preparation.

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

**Total
Pay More**



Graffiti removal and bicycle infrastructure improvements were the lowest priorities.



Top “Pay More” Services

Around 50% would “pay significantly more” to improve...

- Providing services to homeless populations such as mental health, health, job training, and anti-addiction support (54%)
- Repair of potholes in city streets and broken sidewalks (49%)
- Subsidized permanent housing for homeless populations (49%)
- Affordable housing development and housing programs (49%)
- Providing temporary shelter and sanitation such as tough shed communities, mobile housing, and traditional shelter beds to homeless populations (47%)

Around 50% would pay “a little more” to maintain...

- Fire and emergency medical response (57%)
- Street lighting in your neighborhood (54%)
- Maintenance of public buildings like libraries and recreation centers (52%)
- Fire prevention (51%)
- Maintenance of public parks, street medians and other open space (51%)
- Programs at senior centers (51%)
- Disaster preparedness (50%)
- Library services and hours (49%)
- Flood prevention and storm drain maintenance (49%)
- Timely response to resident requests for services (47%)

Top “Cuts” Services

At least 20% would be willing to make “just some cuts” to...

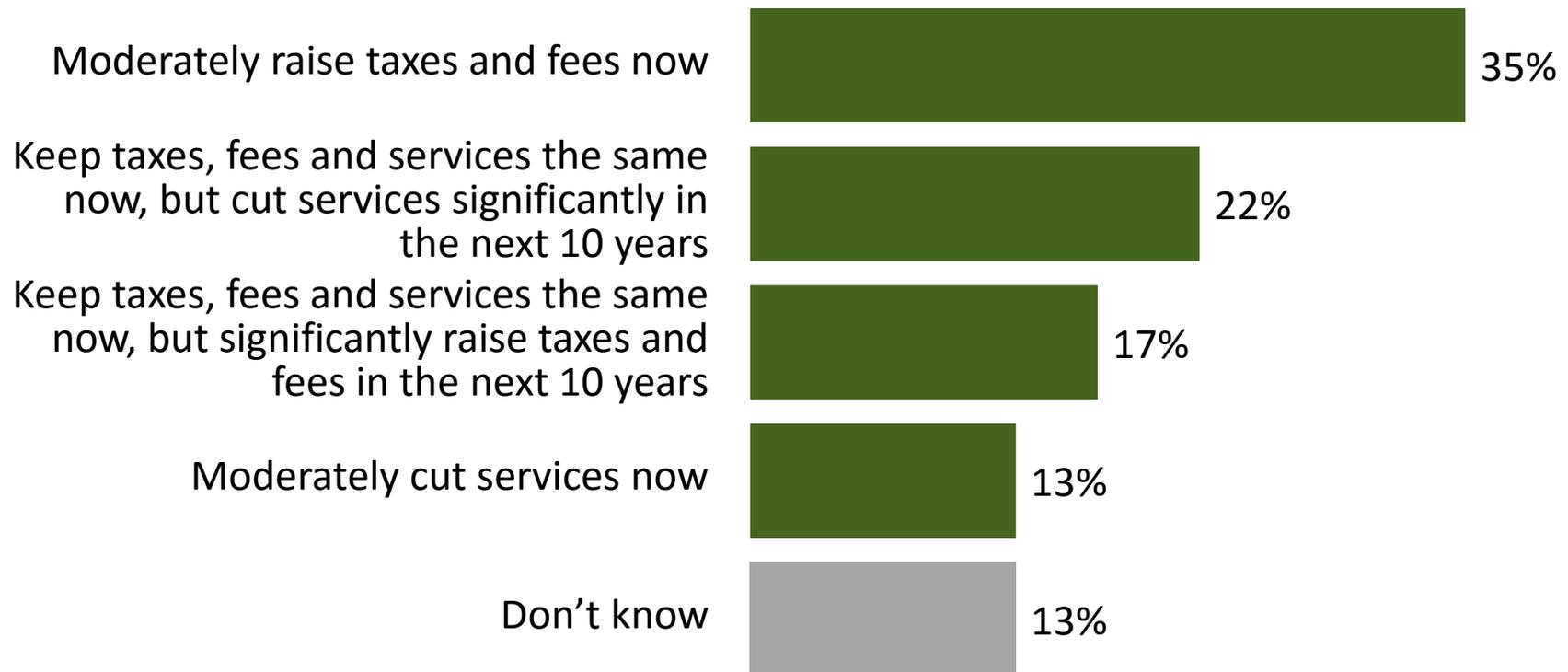
- Improvements to bicycle infrastructure (31%)
- Removal of graffiti (28%)
- Neighborhood traffic improvements (25%)
- Addressing speeding and unsafe driving in neighborhoods (24%)
- Attracting new businesses to Oakland (24%)
- Improvements to walking infrastructure for pedestrians (23%)
- Artistic and cultural activities and events (21%)
- Programs to retain Oakland businesses (20%)
- Flood prevention and storm drain maintenance (20%)

At least 10% would willing to make “large cuts” to...

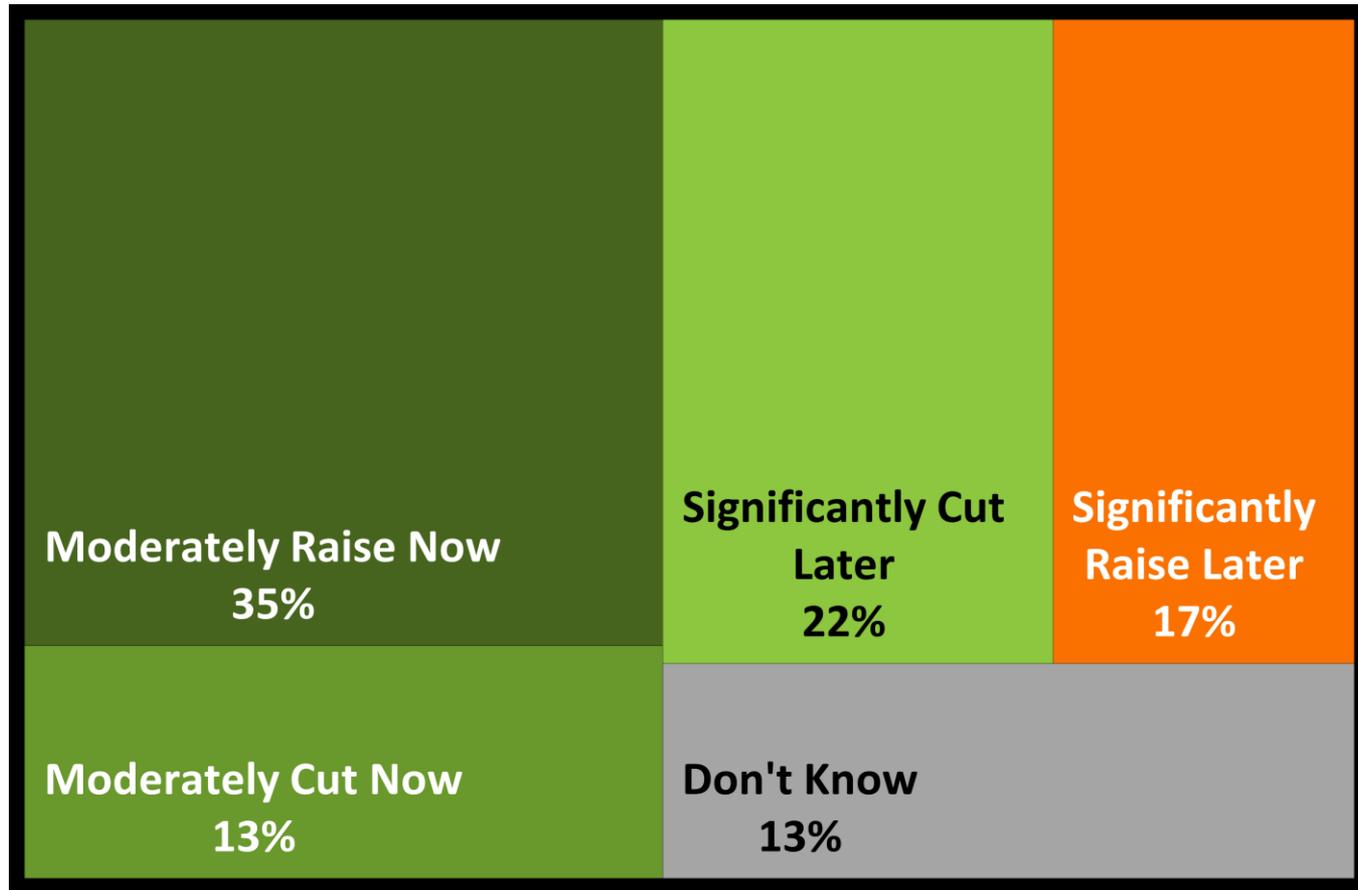
- Improvements to bicycle infrastructure (15%)
- Removal of graffiti (14%)
- Rent control enforcement and tenant protection (11%)

Given the choice, a plurality preferred moderately raising taxes and fees now to cutting services or putting off action.

Over the next ten years, the City of Oakland will face tens of millions of dollars in budget shortfalls for employee health and retirement benefits. To keep a balanced budget, the City will have to raise taxes and fees or make cuts to City services. I am going to read you four potential options, and I would like you to tell me which comes closest to what you would prefer.



Taken together, a plurality favored acting now, whether making cuts or raising taxes.



Now
48%

Later
39%

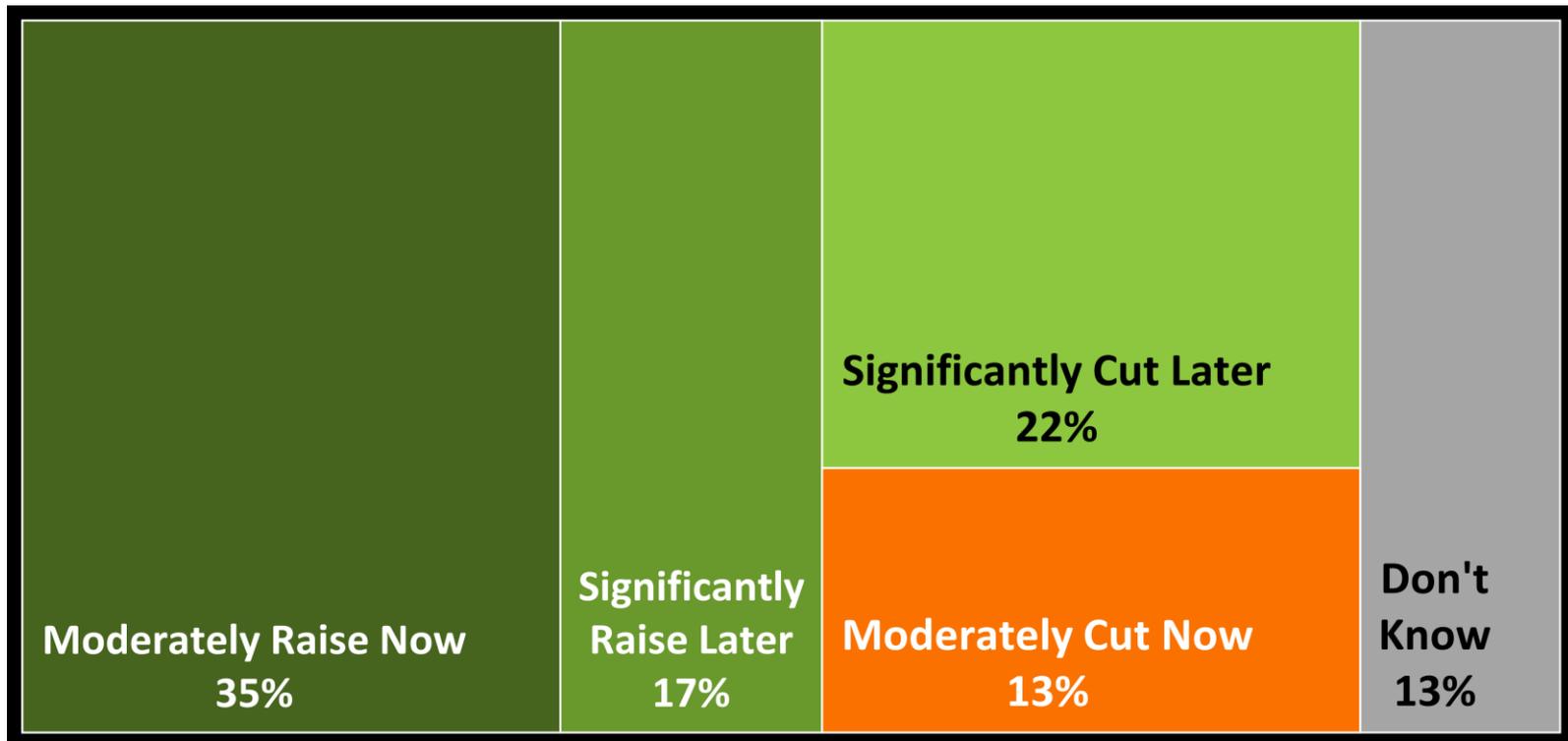
By 17 points, Oakland residents would rather the City raise taxes and fees.

Raise

52%

Cut

35%

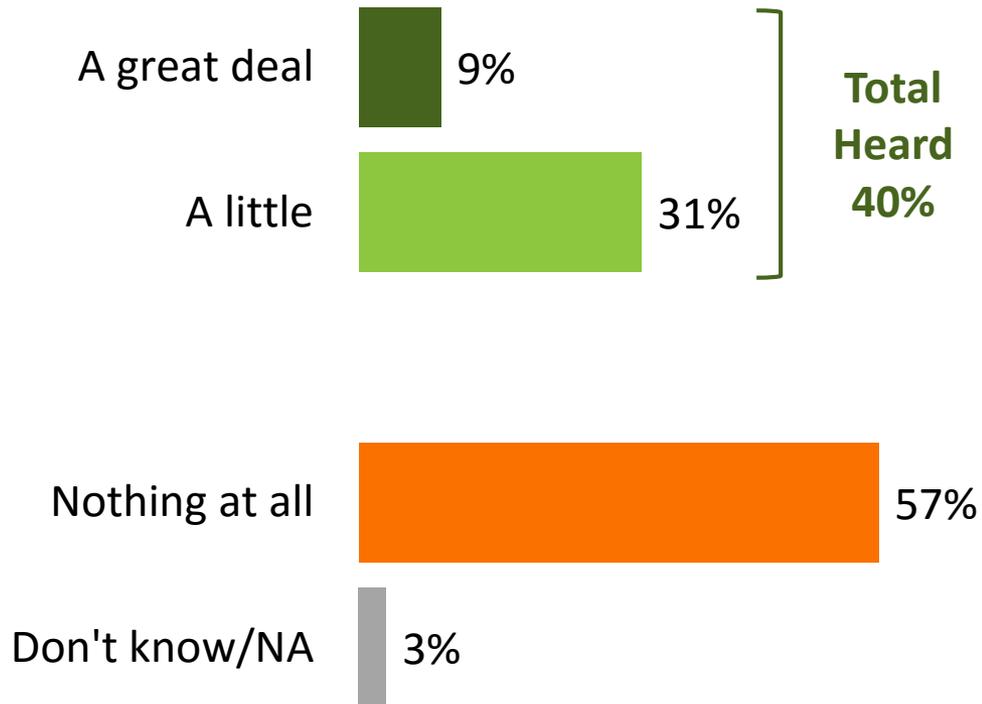


Race and Equity

One in ten said they have heard a great deal about the Department of Race and Equity.

In 2015, the City adopted an ordinance creating the Department of Race and Equity.

Their mission is to create a city where our diversity has been maintained, racial disparities have been eliminated and racial equity has been achieved. Before taking this survey, how much had you read, heard or seen about this work by the City of Oakland?



Most Aware:

- Household member has been incarcerated
- African-American residents
- Retirees
- Asian/Pacific Islanders who are not Chinese
- 41+ years in Oakland

Next, residents were given a brief bit of context about the City's equity efforts, and asked to prioritize selected outcomes.

Through its budget, the City can invest more in equity for communities of color, that is, people who are African-American, Latino, Asian or Pacific Islander, American Indian or Native American, or some other identity that is not white. I am going to read you a list of different categories of City programs and services, and I would like you to tell me whether you think it is extremely important, very important, somewhat important, or not too important to invest in improving equity for each one.



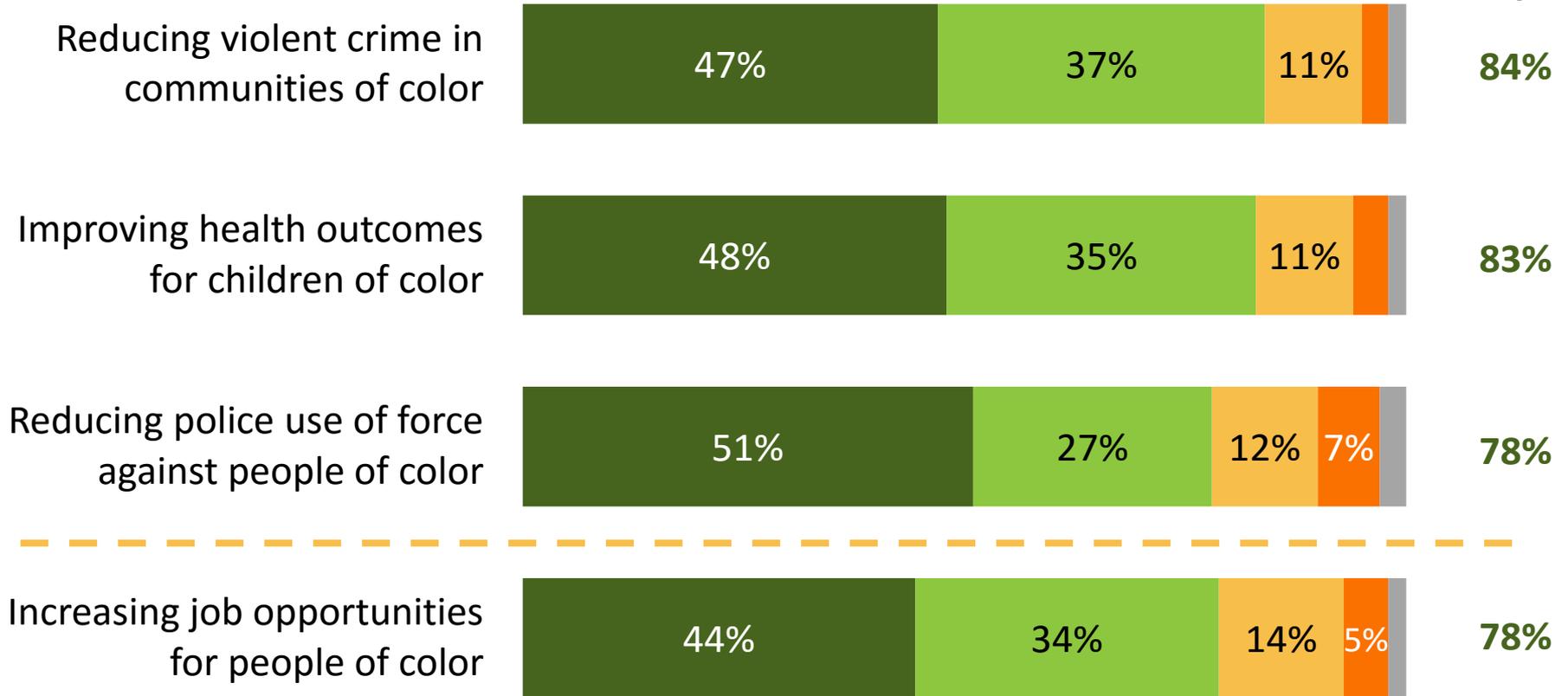
EQUALITY



EQUITY

Reducing violent crime and police use of force, and improving health outcomes for children, were the most important priorities.

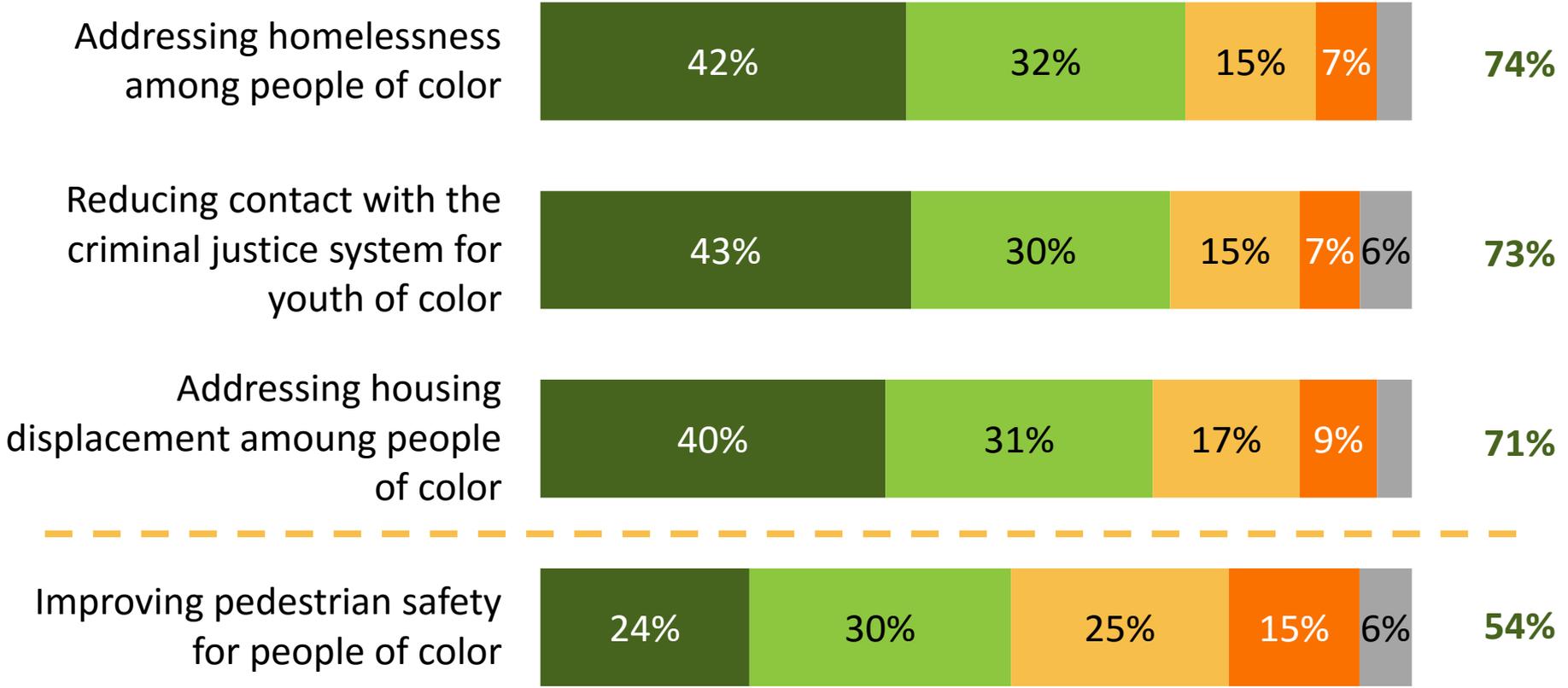
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA **Ext./Very Impt.**



Improving pedestrian safety for people of color was a less-urgent priority in comparison.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

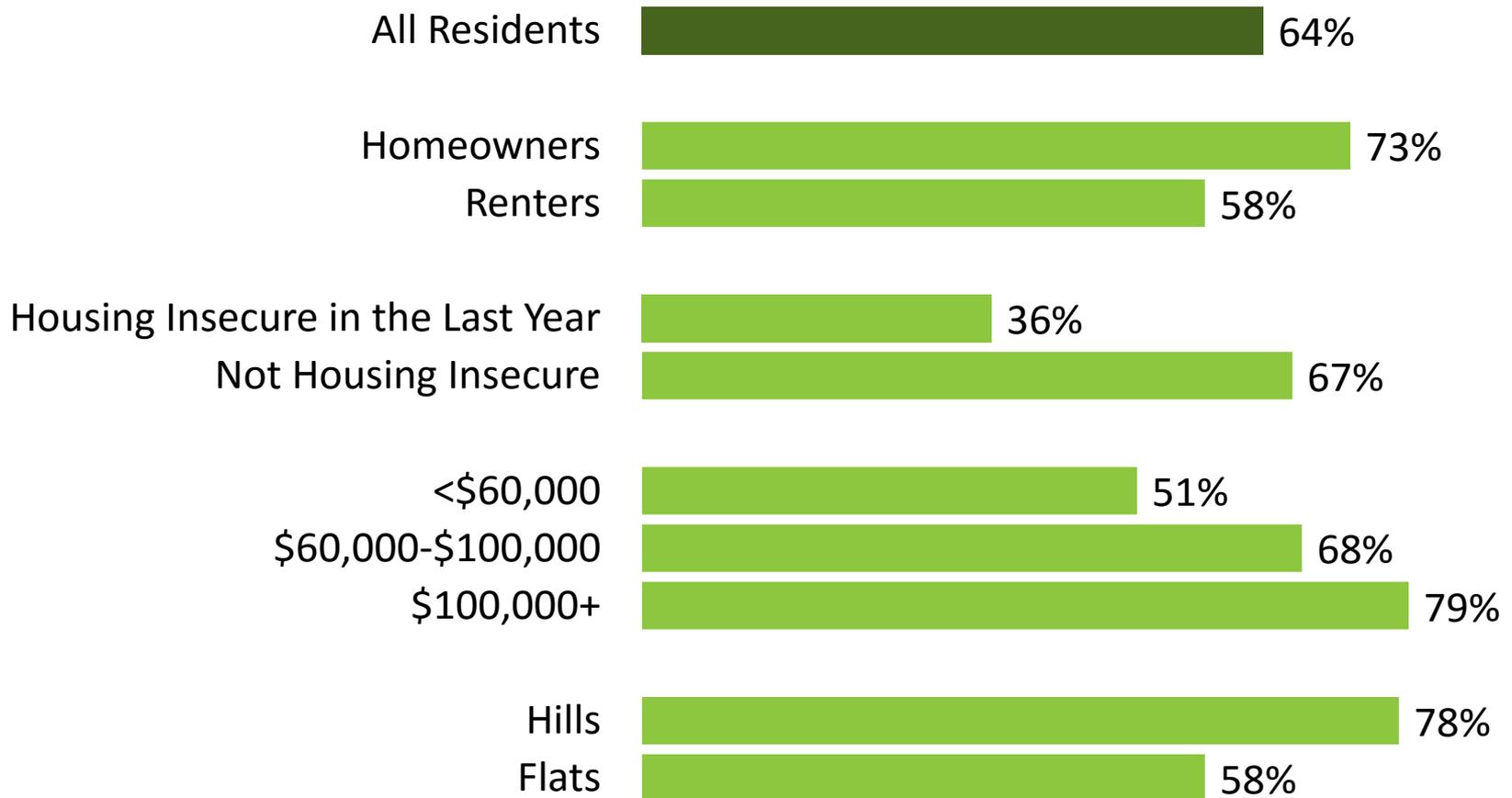
Ext./Very Impt.



Key Demographic Differences

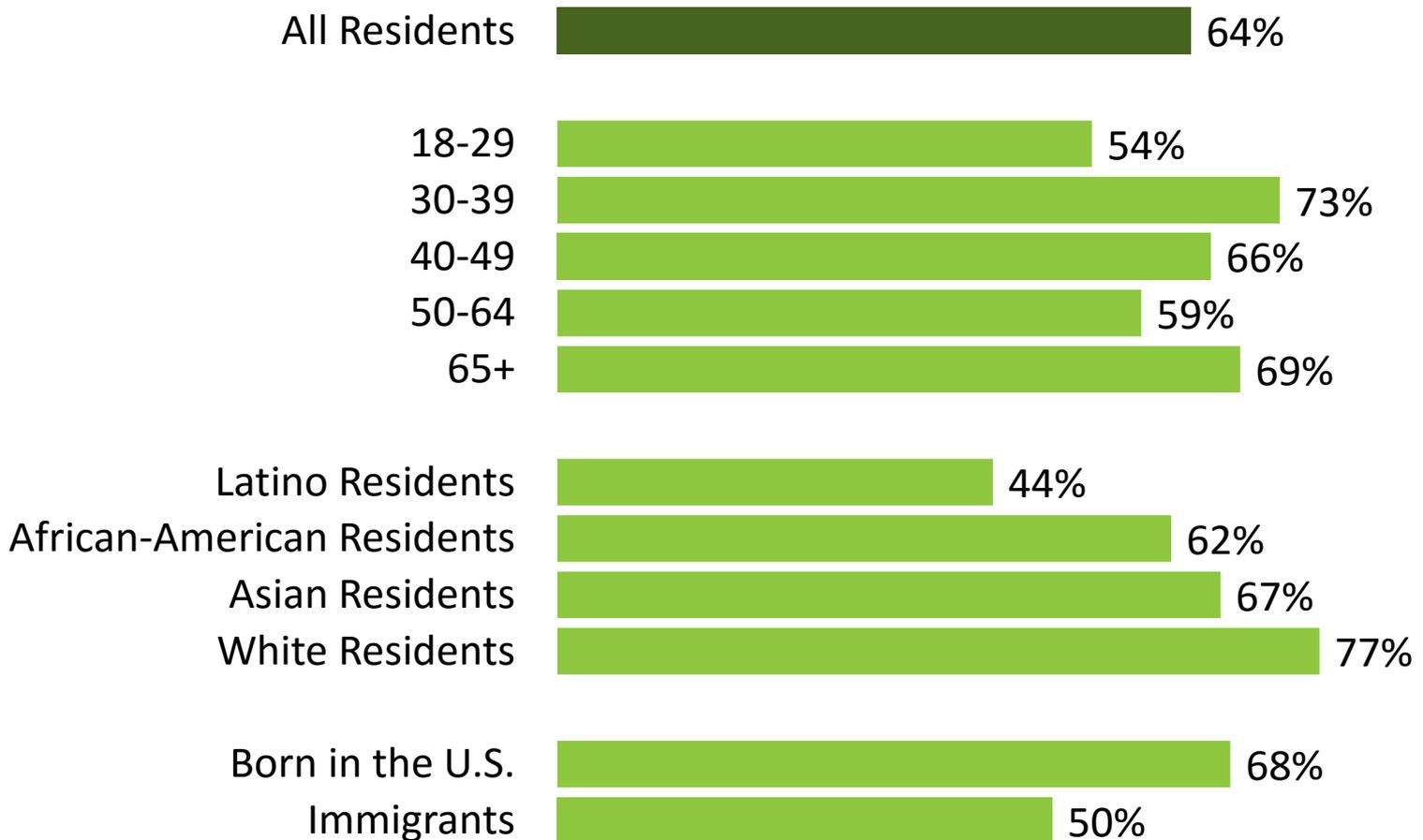
Homeowners, hills residents and higher income residents give higher ratings to quality of life.

Quality of Life (% Excellent/Good)



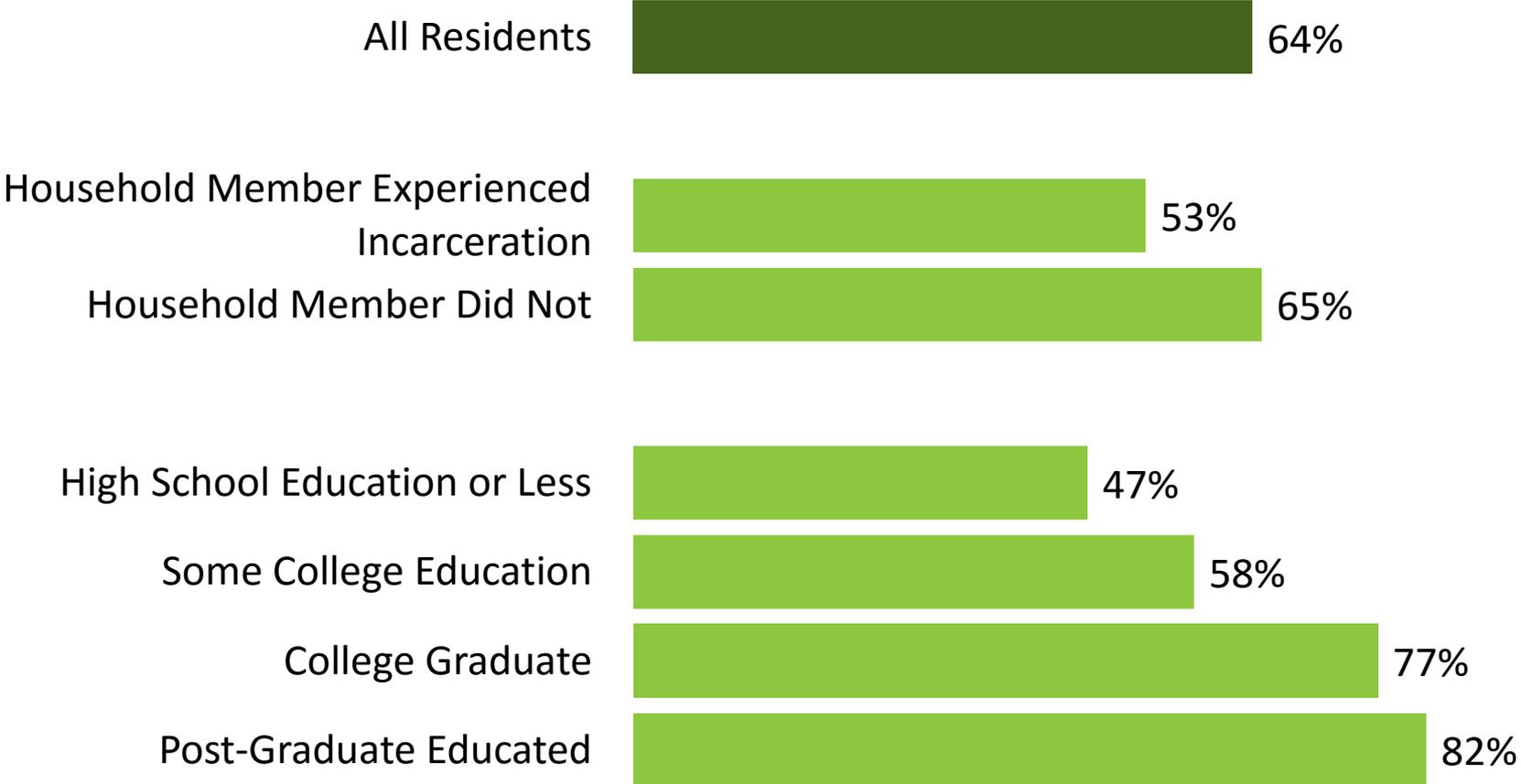
Latino residents give lower quality of life ratings, as do residents under 30.

Quality of Life (% Excellent/Good)



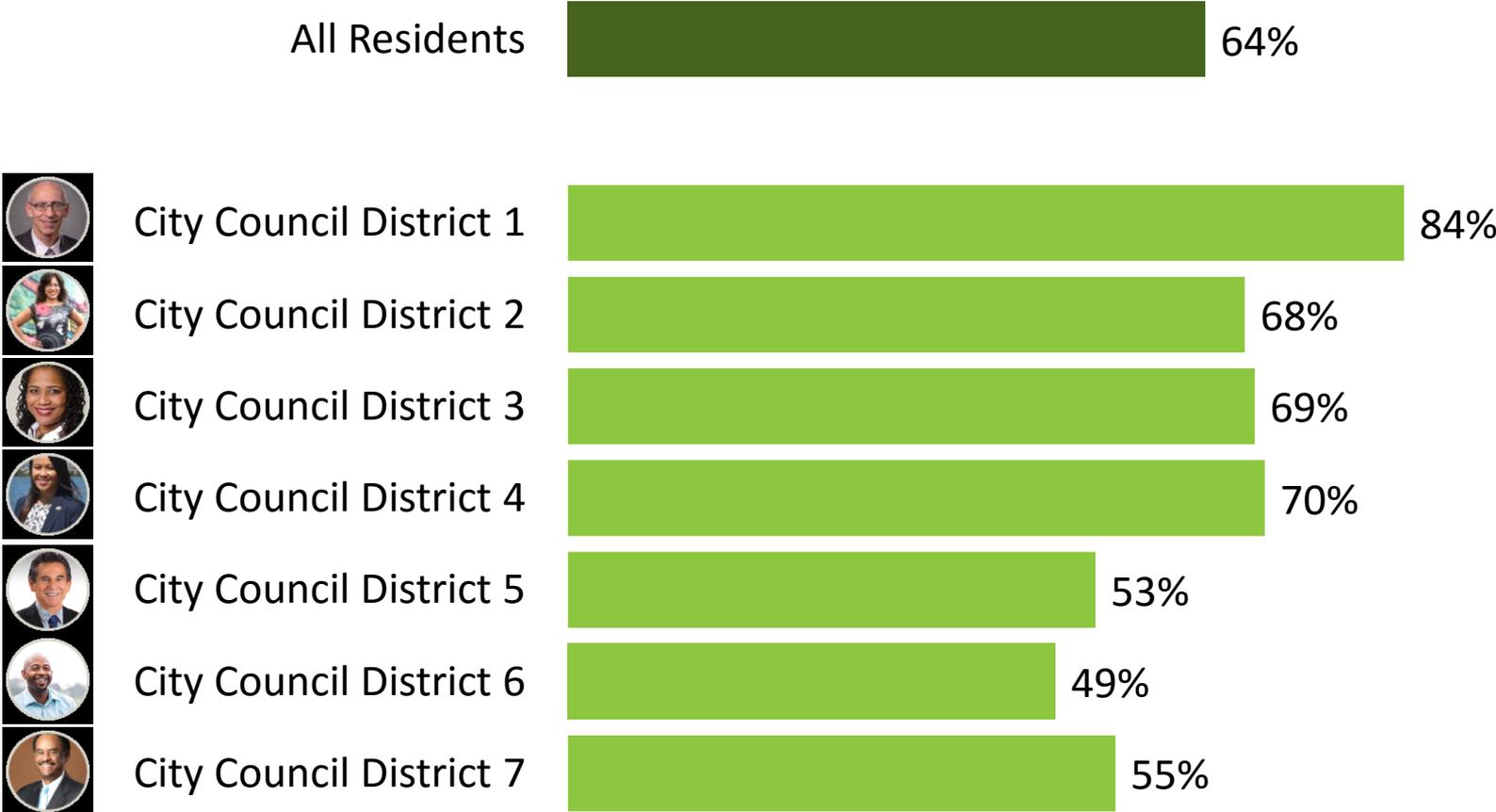
Residents with higher levels of formal education offered higher quality of life ratings.

Quality of Life (% Excellent/Good)



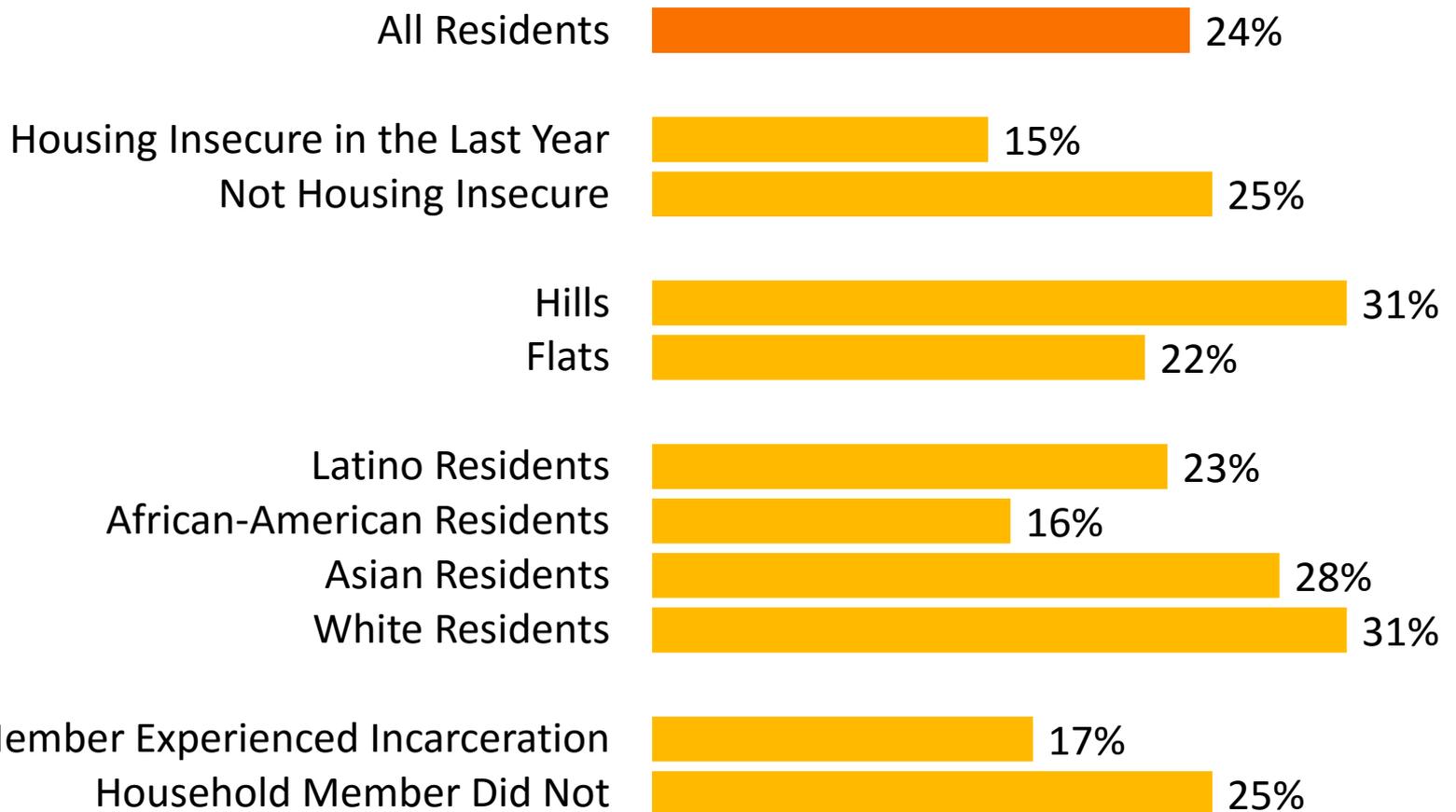
Quality of life perceptions varied widely between city council districts.

Quality of Life (% Excellent/Good)



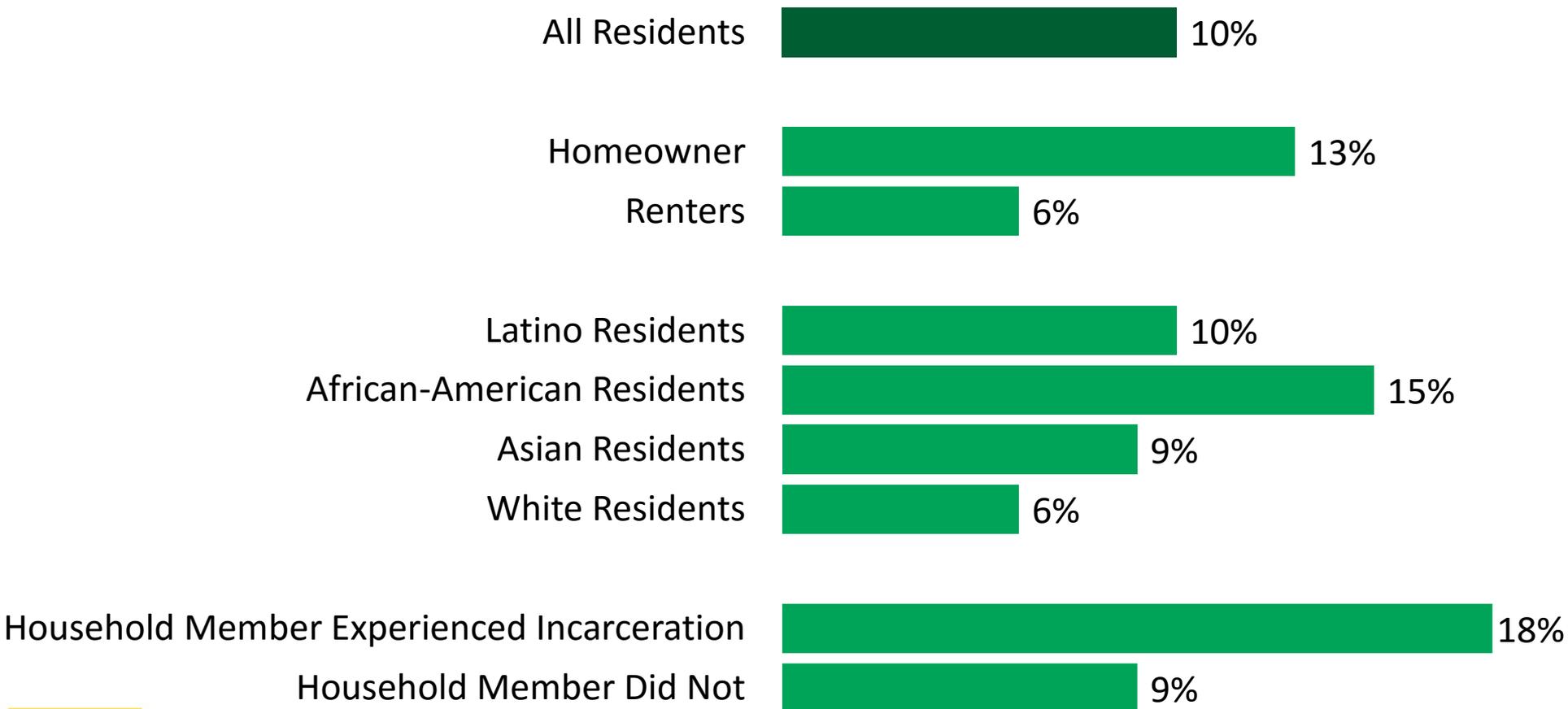
Hills residents gave slightly higher ratings for the quality of City services.

City Service Rating (% Excellent/Good)



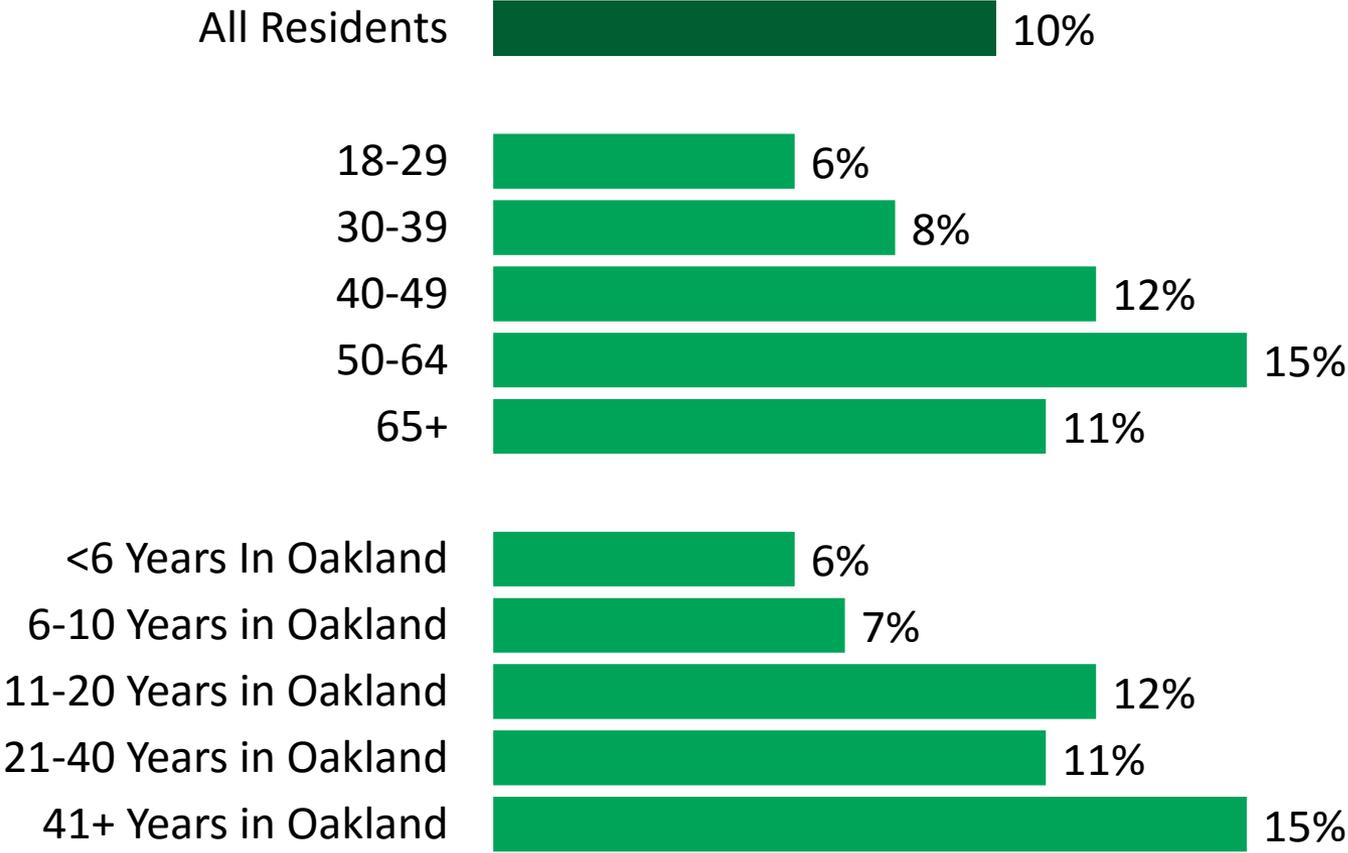
African-Americans, homeowners, and those with a tie to an incarcerated person paid closer attention to the budget.

Attention to the Budget (% Extremely/Very Closely)



Longer-term residents of Oakland were more likely to report interest in the budget.

Attention to the Budget (% Extremely/Very Closely)



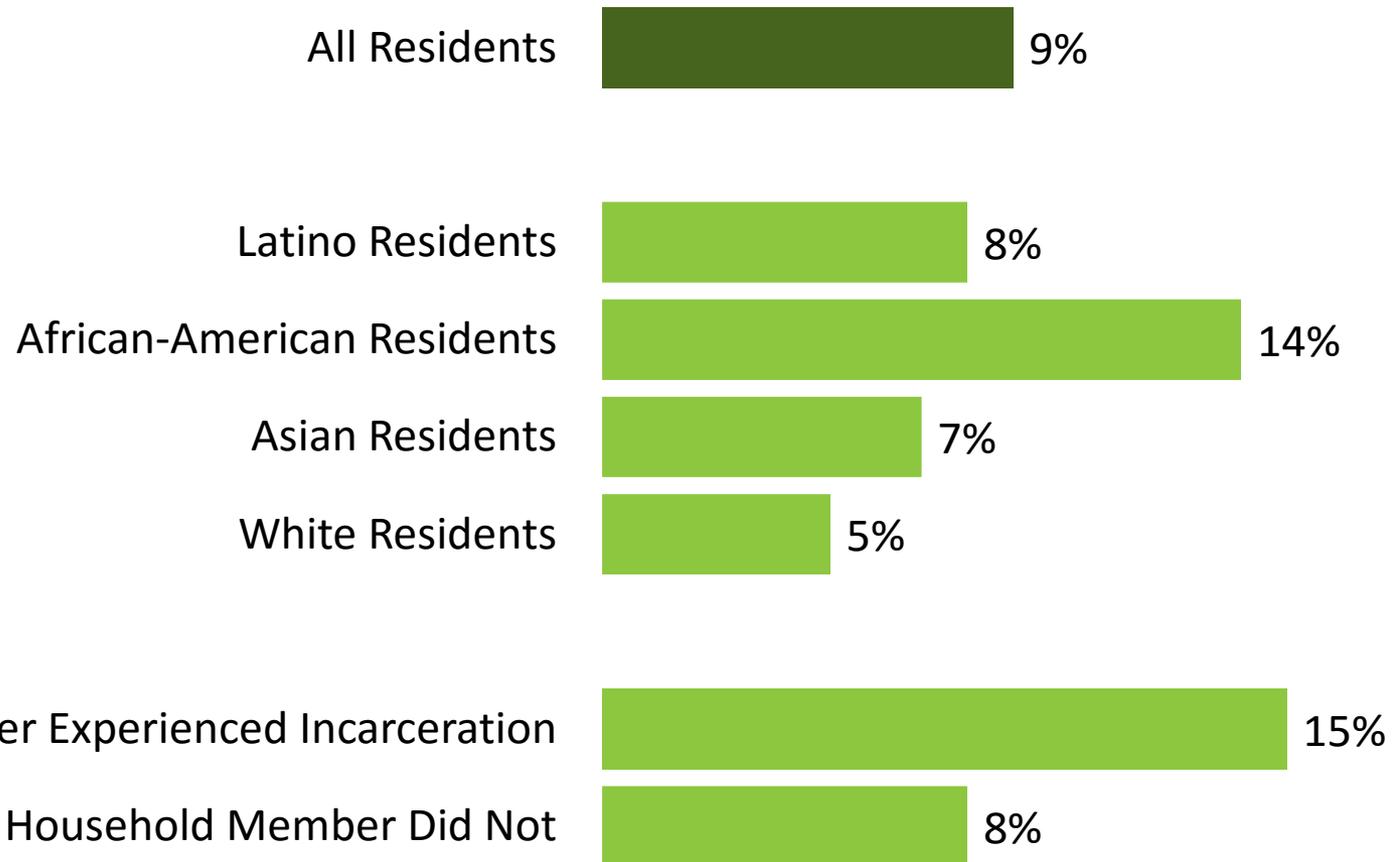
-10%

5%

20%

African-American Oaklanders were more likely to be aware of the Department of Race and Equity.

Awareness of Department of Race and Equity (% Great Deal)





Differences on the budget question by demographic groups were mostly minor.

- Households earning \$60,000 annually or less were slightly more likely than the wealthiest households to prefer “cuts now.” The wealthiest households (\$100K+) were a bit more likely to say they would prefer significant cuts later. However, overall, “raise taxes and fees now” was the top choice across income levels.
- Among African-American, white and Asian-Pacific Islander Oaklanders, raising taxes and fees now was the clear strongest preference; distinctions among options were much narrower for Latino residents.
- Differences between residents of the hills and flats were within the margin of error.

Examining Specific Budget Priorities by Demographic Subgroup

- ✓ Using the “total willing to pay more” minus “total willing to see cuts,” we examined more closely residents’ budget preferences by major demographic groups.
- ✓ Among residents overall, this margin was highest for repairing potholes and broken sidewalks, at +74%.
- ✓ The following slides use a margin of +75% in favor of paying more as a benchmark.
- ✓ For several programs and services, nearly every major demographic subgroup yielded a +75% margin in favor of paying more, including:
 - Fire and emergency medical response
 - Repairing potholes and broken sidewalks
 - Services for homeless populations

Continued

- ✓ Other programs and services did not stand out because no subgroup offered a “pay more” margin of at least +75%, including:
 - Graffiti removal
 - Neighborhood traffic improvements
 - Addressing speeding and unsafe driving
 - Pedestrian infrastructure
 - Bicycle infrastructure
 - Artistic and cultural activities and events
 - Libraries
 - Flood prevention and storm drain repairs
 - Proactive service delivery
 - Tenant supports
 - Addressing abandoned homes and businesses
 - Attracting new business to Oakland

Continued

- ✓ Programs and services having to do with housing stood out as high priorities to residents with household incomes under \$30 and renters. In addition, they ranked highly in a few other groups:
 - **Affordable housing:** tie to an incarcerated person or resident of CCD 2
 - **Temporary housing for the homeless:** CCD 6, non-Chinese API, and under 30
 - **Subsidized permanent housing for the homeless:** Non-Chinese API, household incomes between \$100K-\$150K, and African-American residents
 - **Rent control enforcement:** housing insecure residents
- ✓ Public safety-related items stood out to a variety of groups, depending on their focus:
 - **Police 911 response:** wealthy and white residents
 - **Police investigations:** residents who took the survey in Chinese
 - **Neighborhood police patrols:** residents who took the survey in Spanish, and residents ages 50+, especially men
 - **Violence prevention:** HH income \$60-75K, non-voters
 - **Fire prevention:** CCD 2 and 4 – more specifically in the hills, and white residents

Continued

- ✓ Economic programs like **job training** and **retaining existing businesses** stood out most to those who have recently been housing insecure.
- ✓ Social services varied in their importance to different people:
 - **Child care:** HH income \$30K, women (especially those under 50)
 - **Youth programs:** renters, residents under 30, African-Americans, and those who have lived <6 years in Oakland
 - **Senior programs:** ages 75+
- ✓ Dealing with blight and services more generally stood out to much narrower groups in general.
 - **Timely response to service requests:** CCD 5
 - **Maintaining public buildings:** under 30, bike/walk
 - **Maintenance of parks/medians/open space:** 6-10 years in Oakland, bike/walk/bus, CCD 2, and whites
 - **Cleaning up dumping:** HH income \$150K+, CCD 2

Continued

- And lastly, **disaster preparedness** and **climate change** were ranked especially highly by those who have lived in the city fewer than 6 years. Disaster preparedness was also especially important to Republicans, renters, and people who took the survey in Spanish.



Conclusions

Conclusions

- ✓ Overall, Oakland residents continue to largely enjoy the City's quality of life, though a bit less than in recent years.
 - Homeowners, residents with higher levels of income and education, white residents, and hills residents are more likely to hold positive views.
 - Residents with comparatively less positive views include renters, residents with at most high school degrees, lower-income residents, Latino residents, immigrants, flats residents, and those in households with current/former incarcerated members.
- ✓ At the same time, they give middling reviews of City service provision – strong majorities see room for improvement overall.
- ✓ Housing and homelessness are overwhelmingly the top concerns for residents, outstripping any other priority by a wide margin.
- ✓ Residents prefer paying more to maintain or improve a wide variety of City services and programs, with street repairs, youth programs, and services for the homeless at the top of the list.
- ✓ When it comes to communities of color, top-tier City investments have to do with reducing violence and police use of force, and improving health outcomes for children.
- ✓ Few pay particular attention to the budget process, and most are not yet aware of the work of the Department of Race and Equity.

For more information, contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Curt Below

Curt@FM3research.com

Miranda Everitt

Miranda@FM3research.com