2025 City of Oakland Resident Budget Priorities Survey

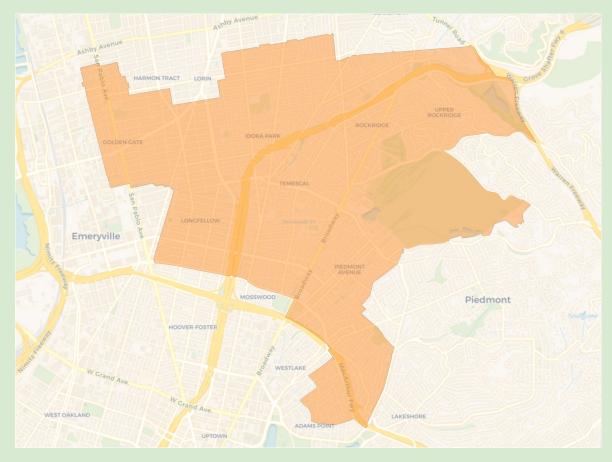
Fielded and presented by the Budget Advisory Commission February 26, 2025





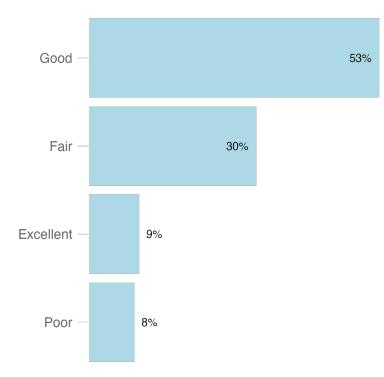
District 1

Golden Gate Idora Park Rockridge Upper Rockridge Longfellow Temescal Piedmont Avenue



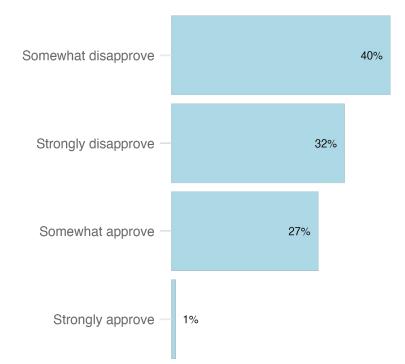
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you rate Oakland as a place to live?

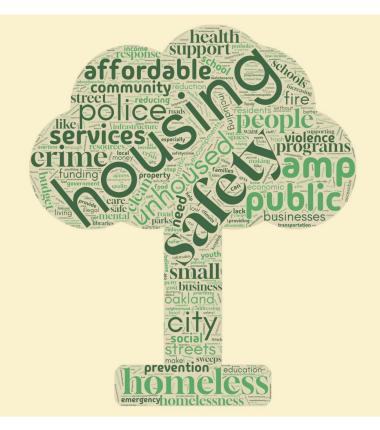


City government approval ratings

Q3: Do you approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?

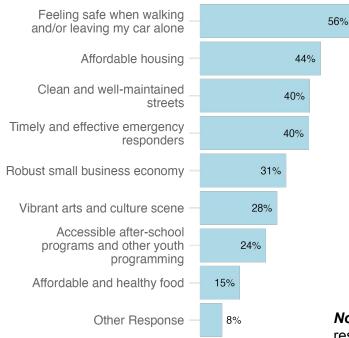


Two most important budget priorities



Important factors for a city to call home

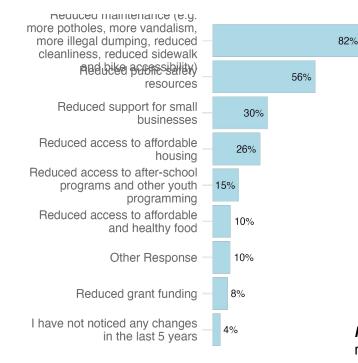
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City budget impact on household and work

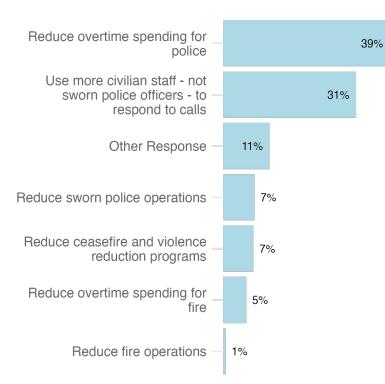
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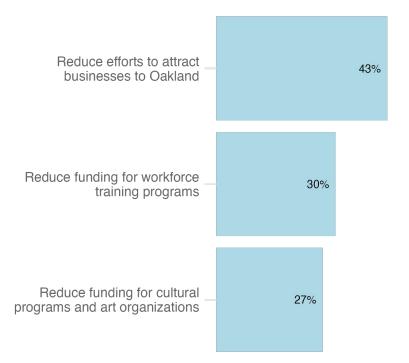
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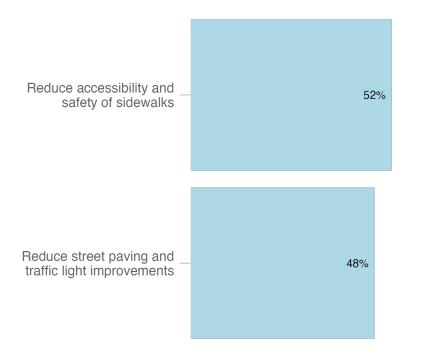
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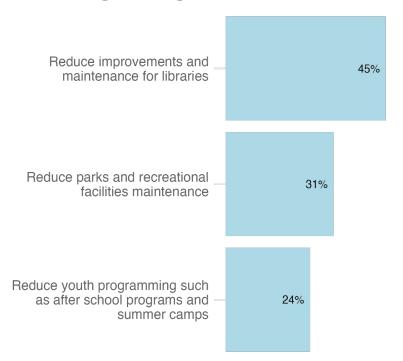
Transportation

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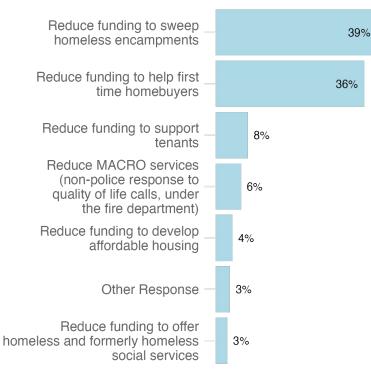
Youth and Community Investments

Q10: For youth and community investments... which of the following would you support reducing funding?



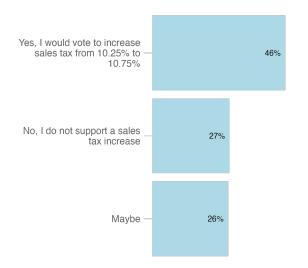
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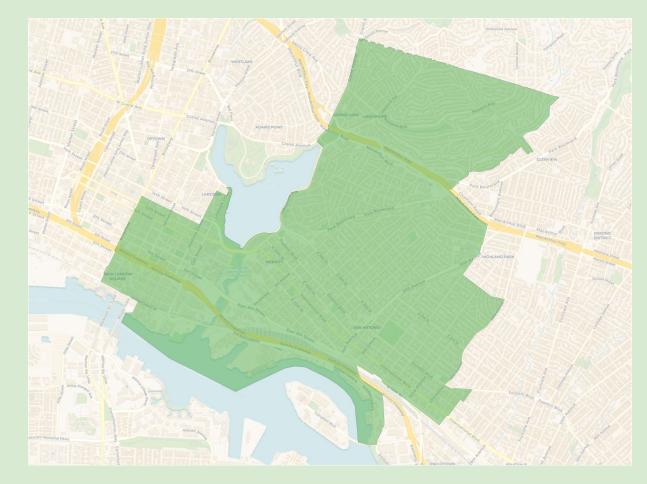
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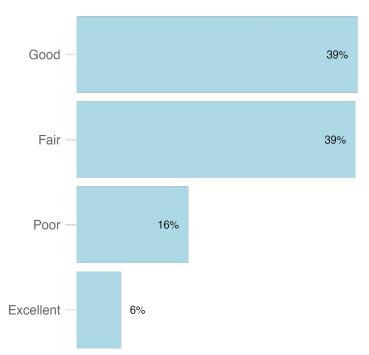
District 2

Grand Lake Lakeshore Lake Merritt Jack London Square San Antonio



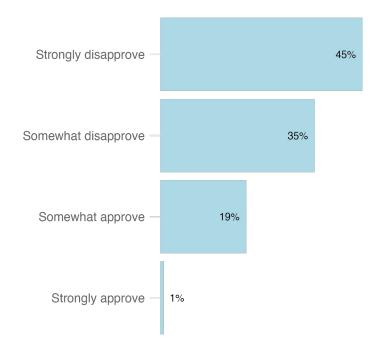
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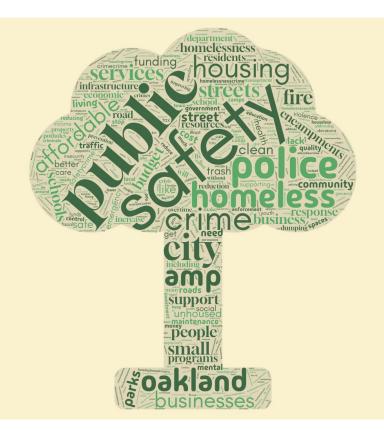


City government approval ratings

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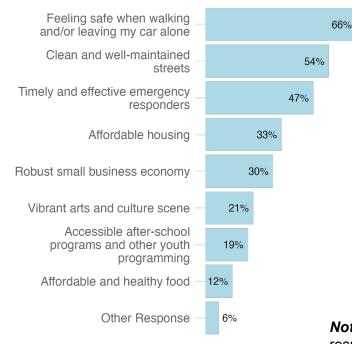


Two most important budget priorities



Important factors for a city to call home

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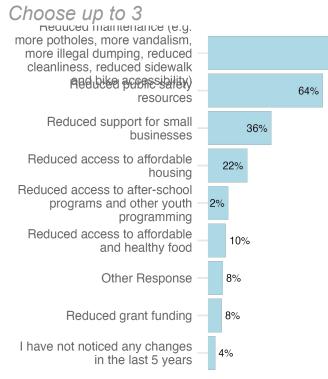


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City budget impact on household and work

87%

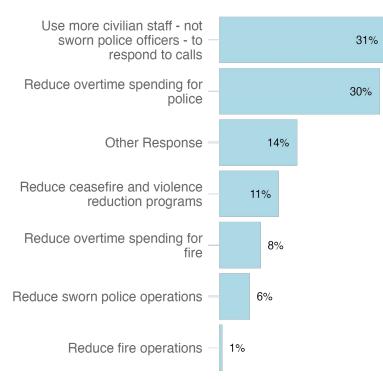
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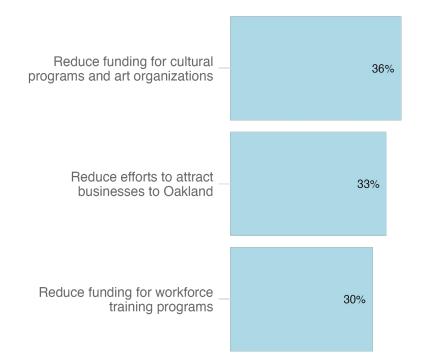
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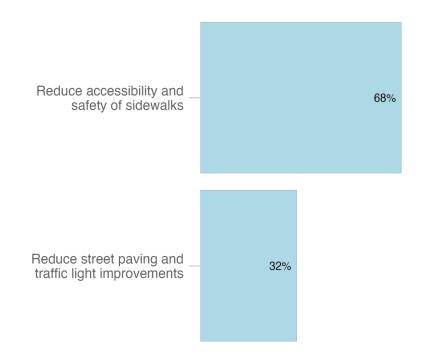
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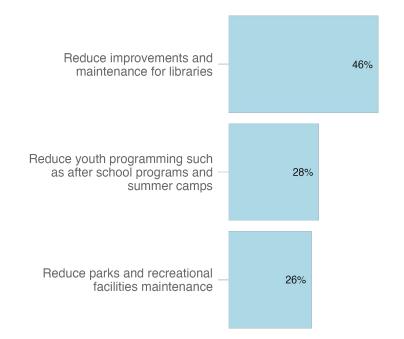
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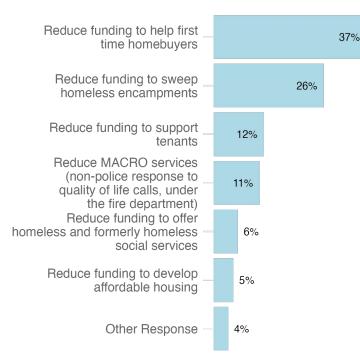
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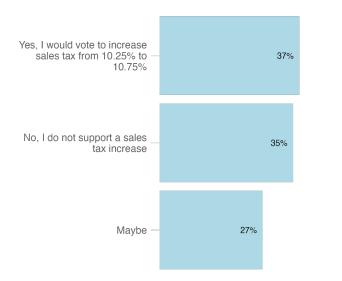
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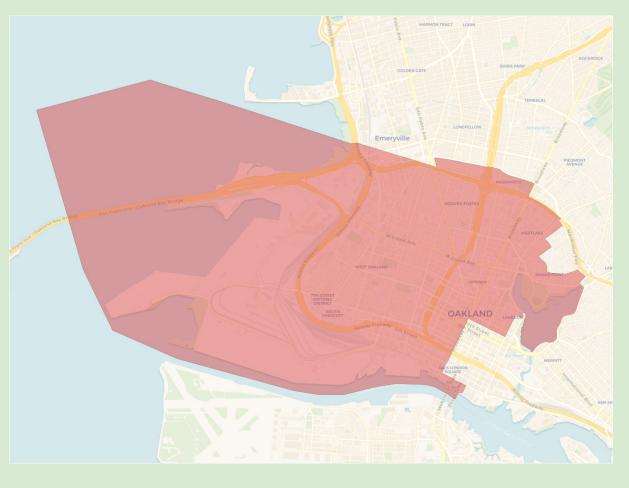
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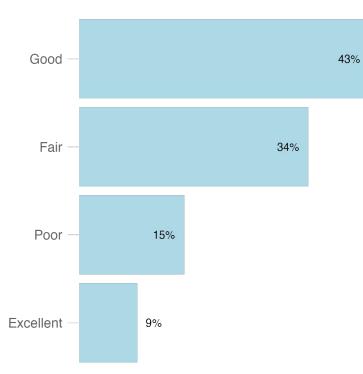
District 3

Mosswood Hoover Foster Westlake Adams Point West Oakland Uptown 7th Street Historic District South Prescott



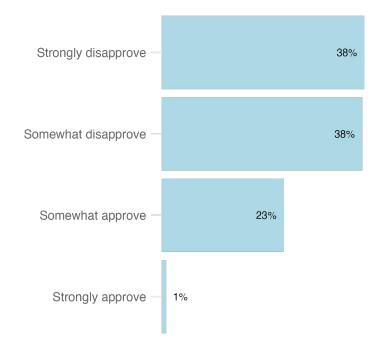
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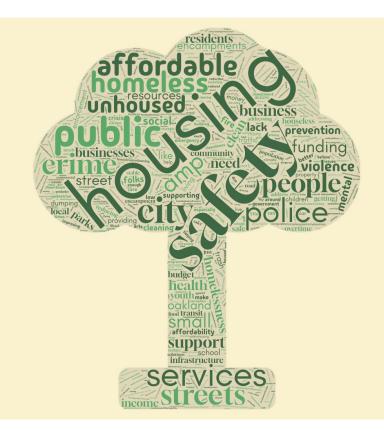


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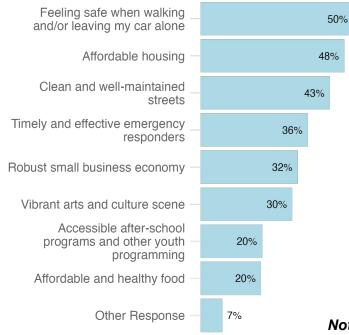


Two most important budget priorities



Important factors for a city to call home

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City budget impact on household and work

77%

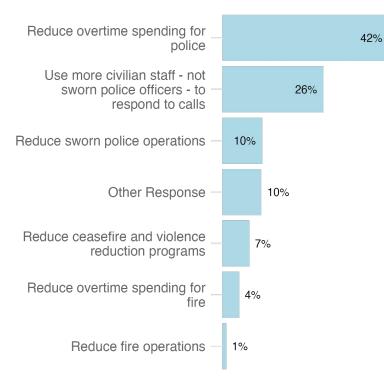
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**?

Choose up to 3 neuuceu maintenance (e.g. more potholes, more vandalism. more illegal dumping, reduced cleanliness, reduced sidewalk ABGIDIKO BCRASSIBILIEW) 54% resources Reduced access to affordable 33% housing Reduced support for small 33% businesses Reduced access to affordable 15% and healthy food Reduced grant funding 12% Reduced access to after-school 0% programs and other youth programming Other Response 9% I have not noticed any changes 5% in the last 5 years

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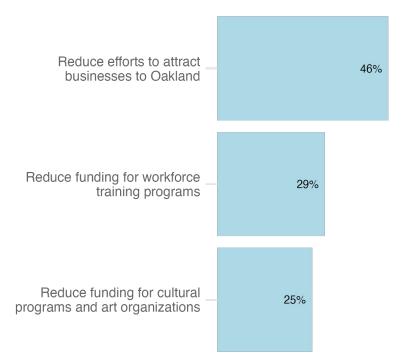
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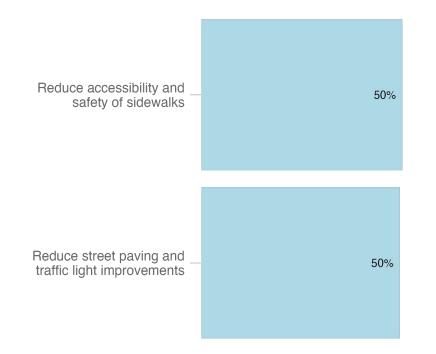
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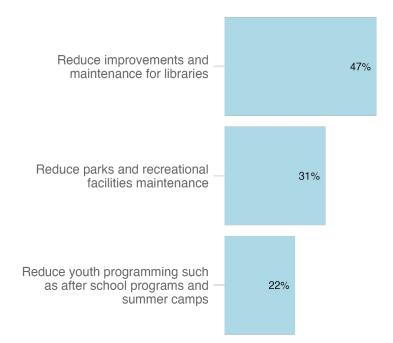
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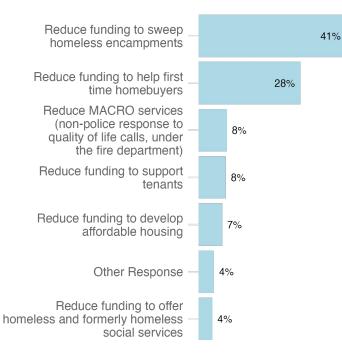
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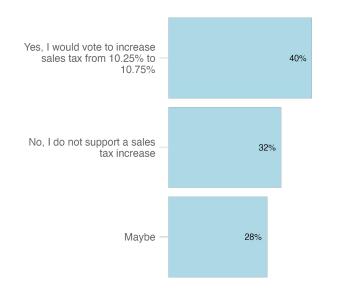
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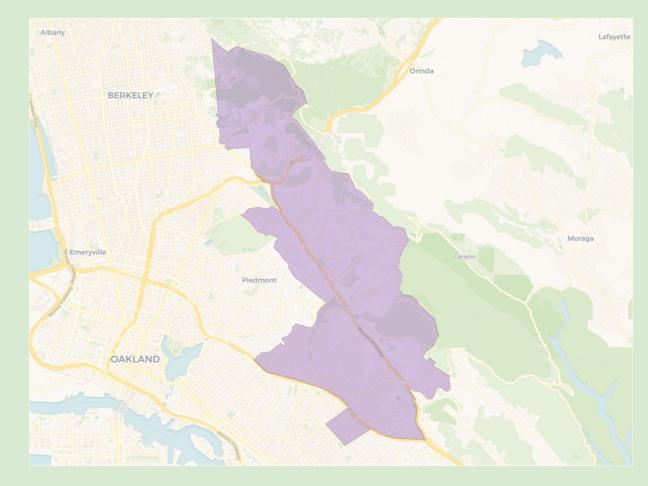
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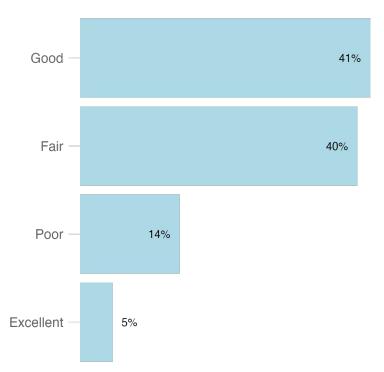
District 4

Laurel Dimond Allendale Glenview Montclair Redwood Heights North Hills



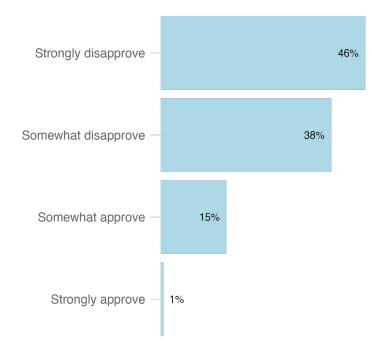
Community satisfaction with life in Oakland

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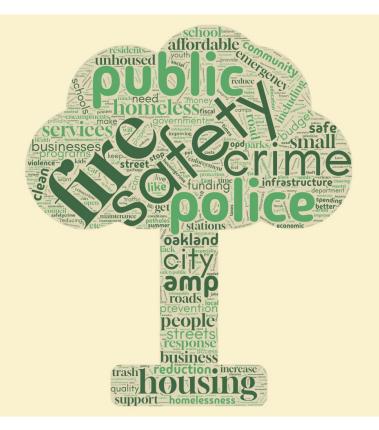


City government approval ratings

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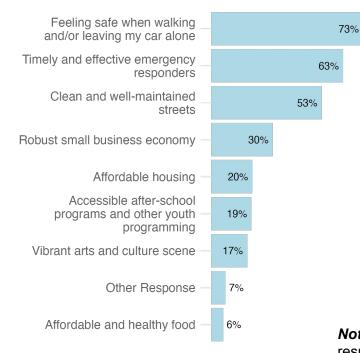


Two most important budget priorities



Important factors for a city to call home

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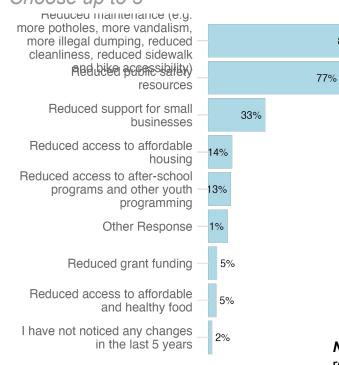


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City budget impact on household and work

89%

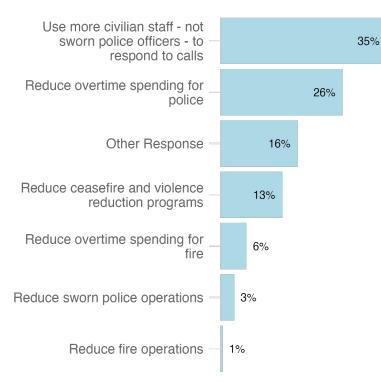
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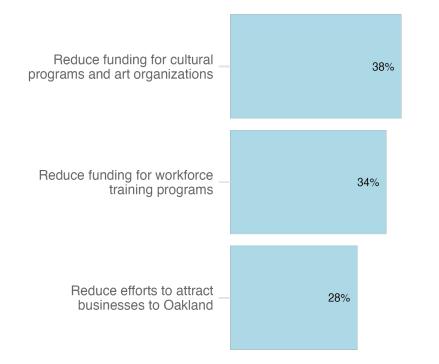
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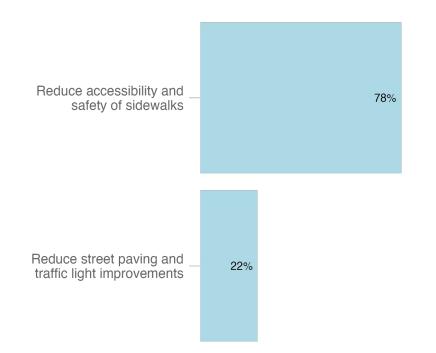
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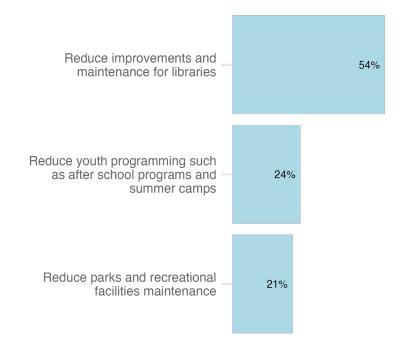
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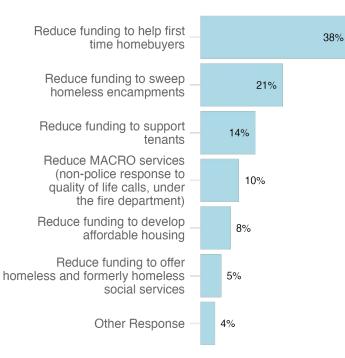
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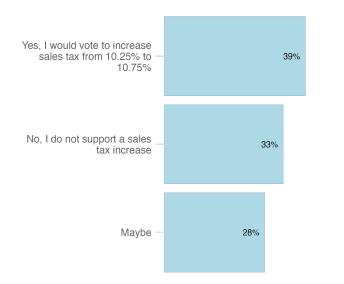
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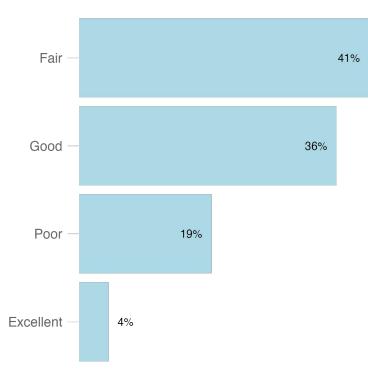
District 5

Highland Park Fruitvale Jingletown



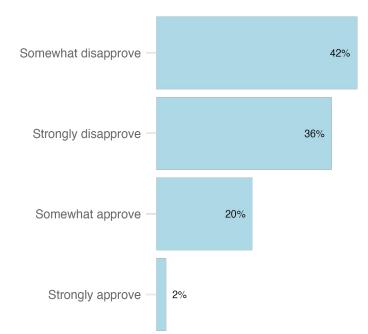
Community satisfaction with life in Oakland

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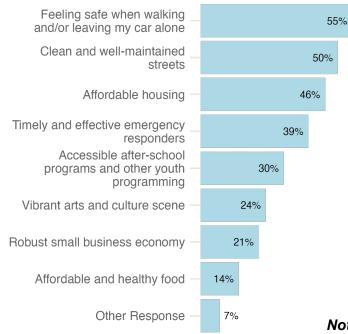


Two most important budget priorities



Important factors for a city to call home

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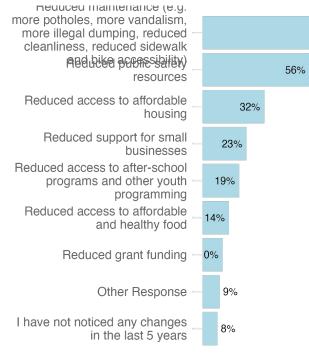


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City budget impact on household and work

80%

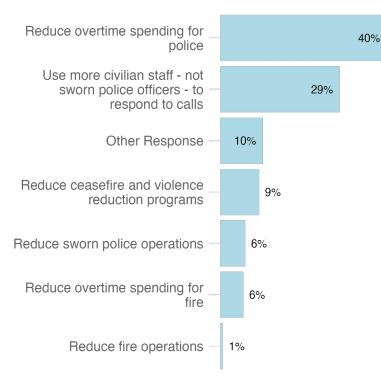
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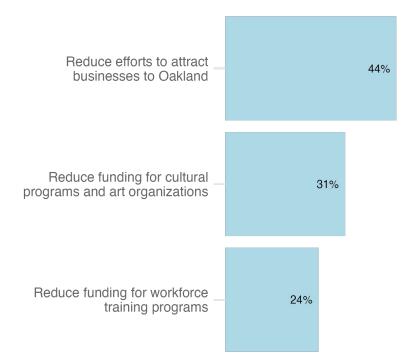
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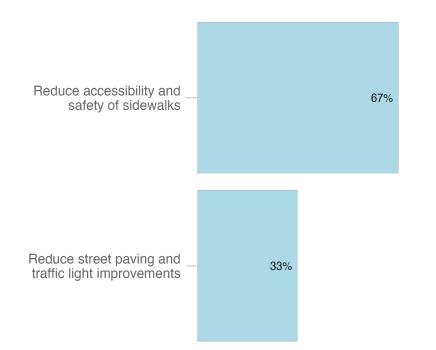
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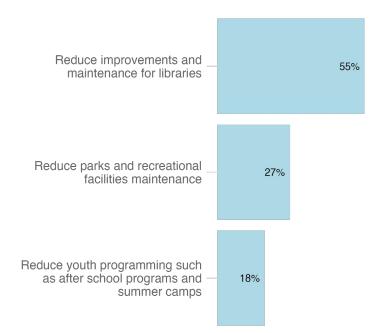
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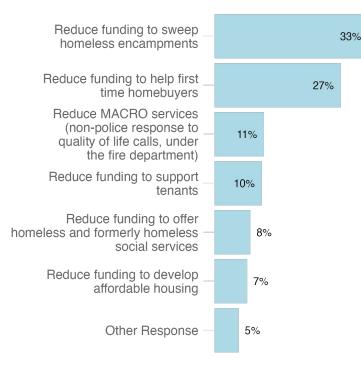
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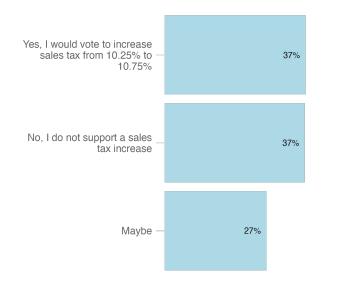
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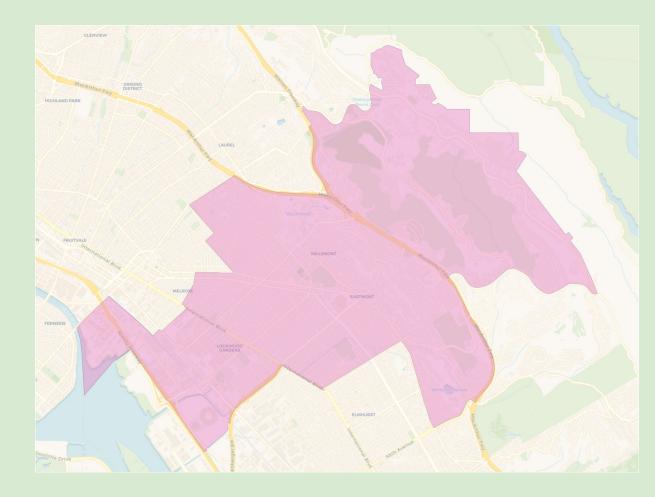
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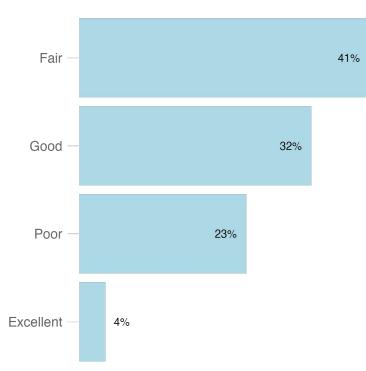
District 6

Millsmont Eastmont Lockwood Gardens



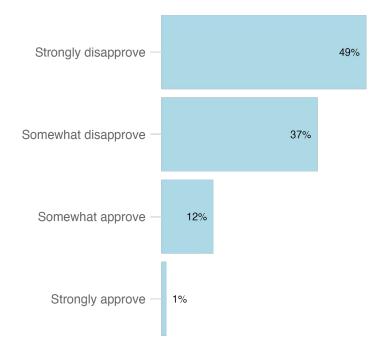
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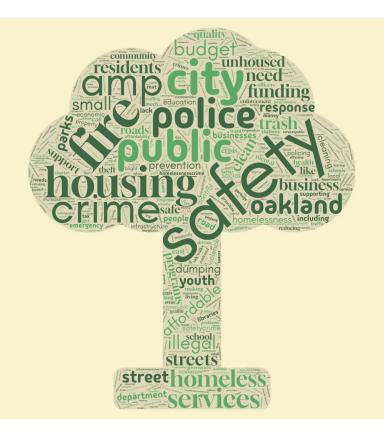


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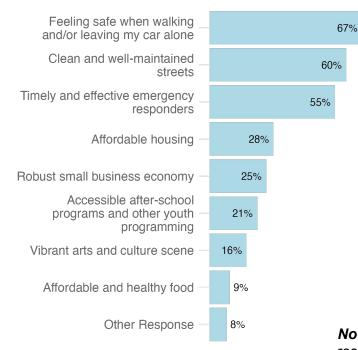


Two most important budget priorities



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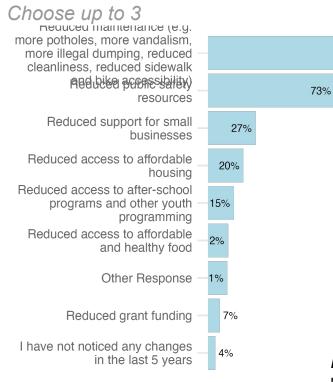


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City budget impact on household and work

89%

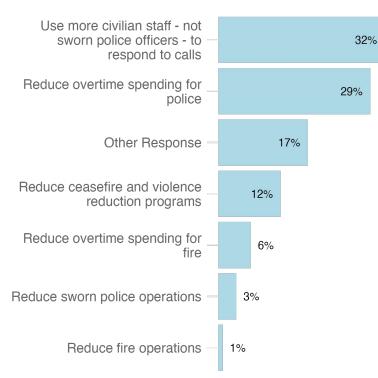
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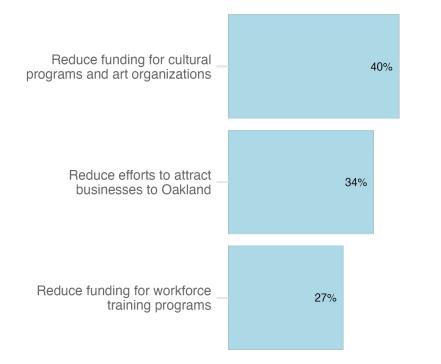
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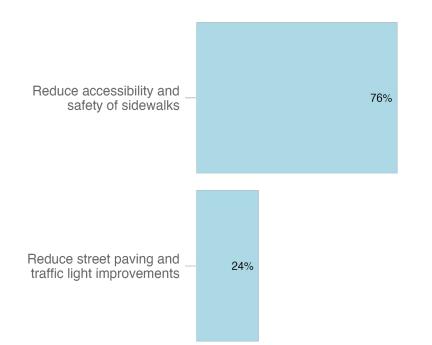
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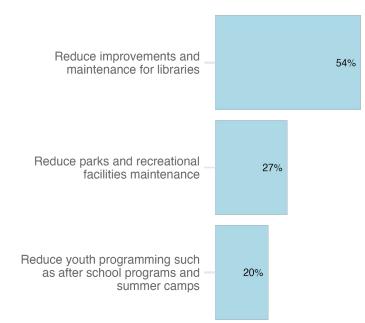
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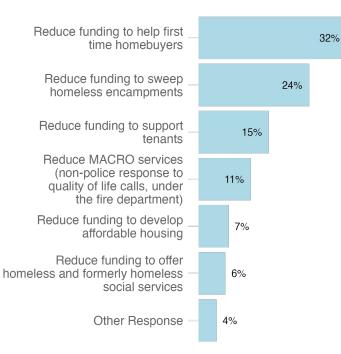
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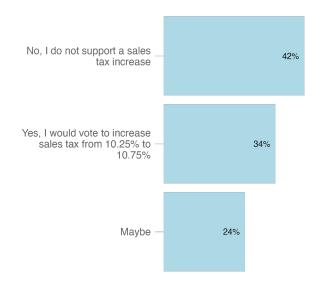
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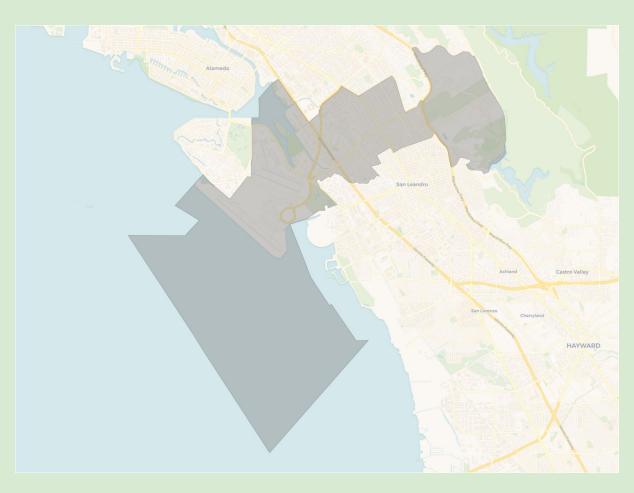
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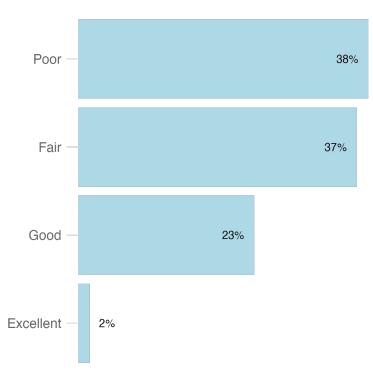
District 7

Deep East Oakland



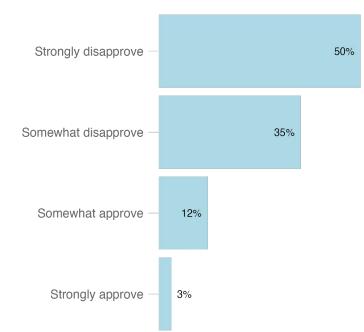
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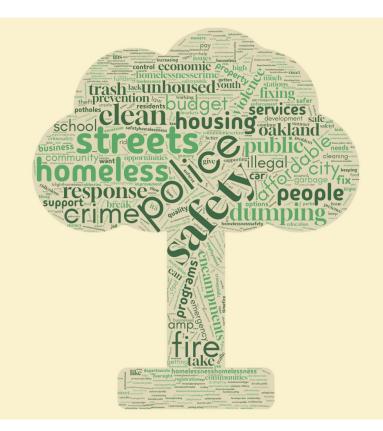


City government approval ratings

Q3: Do you approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?

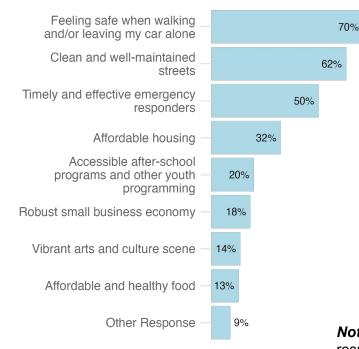


Two most important budget priorities



Important factors for a city to call home

Q5: Which of the following are most important to you to make Oakland **a place you are happy to call home**? Choose up to 3

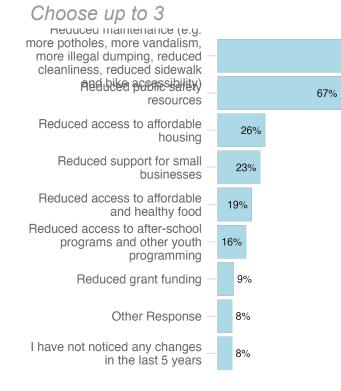


Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

City budget impact on household and work

84%

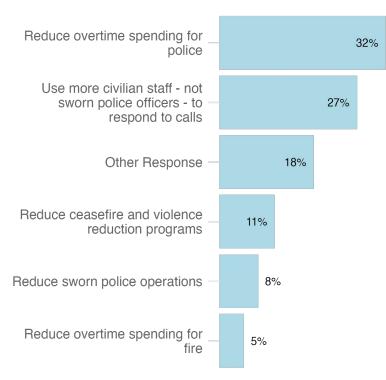
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**?



Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

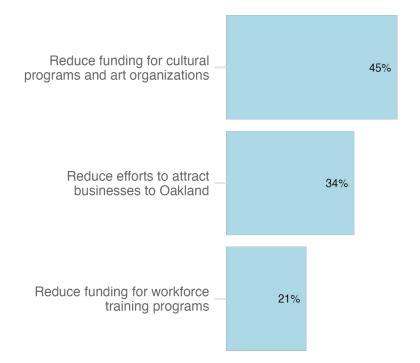
Public Safety

Q7: For **public safety**, which of the following would you support reducing funding?



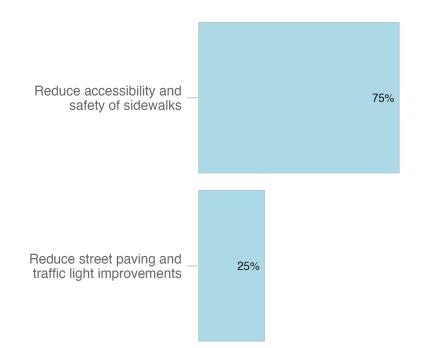
Economic Growth

Q8: For economic growth...which of the following would you support reducing funding?



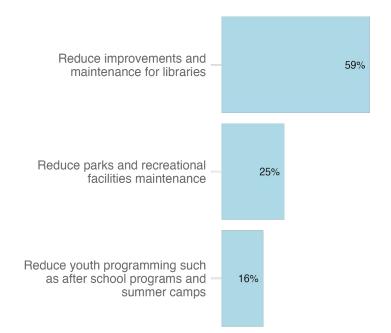
Transportation

Q9: For transportation...which of the following would you support reducing funding?



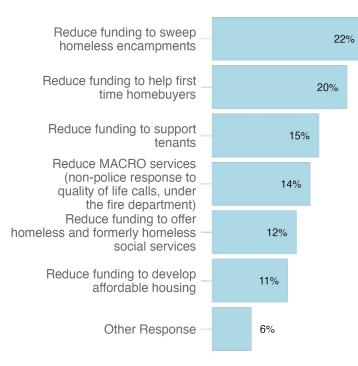
Youth and Community Investments

Q10: For youth and community investments... which of the following would you support reducing funding?



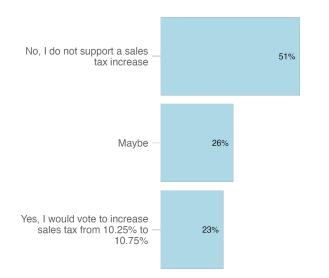
Housing and Homeless Investments

Q11: For **housing and homelessness investments**...which of the following would you support reducing funding?



Sales Tax

Q12: On the April 15 special election, you will be asked to vote on an increase on sales tax in Oakland from 10.25% to 10.75%. That's an extra 50 cents on a \$100 purchase. This sales tax increase is expected to raise \$20-\$30M/year for the City of Oakland. Would you vote in support of this sales tax increase?

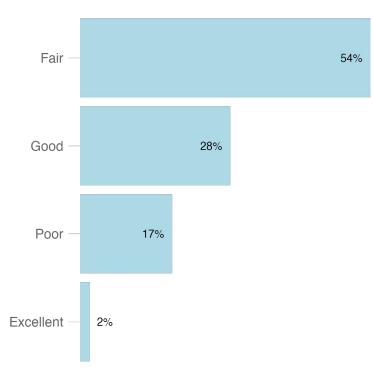


Youth

Respondents 0-17 years

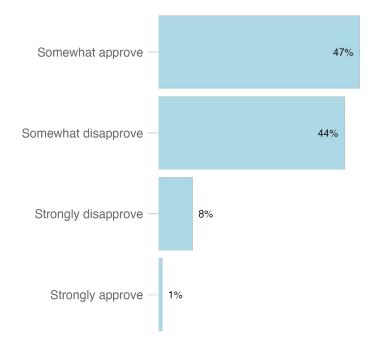
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you rate Oakland as a place to live?



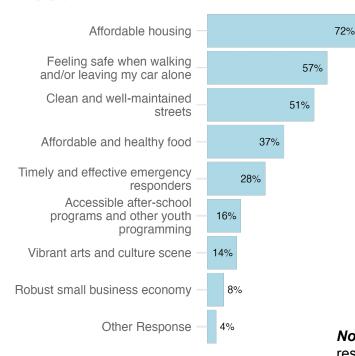
City government approval ratings

Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?



Important factors for a city to call home

Q5: Which of the following are most important to you to make Oakland **a place you are happy to call home**? Choose up to 3

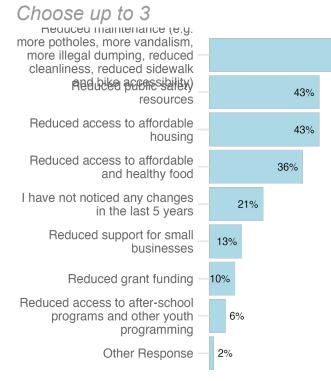


Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

City budget impact on household and work

60%

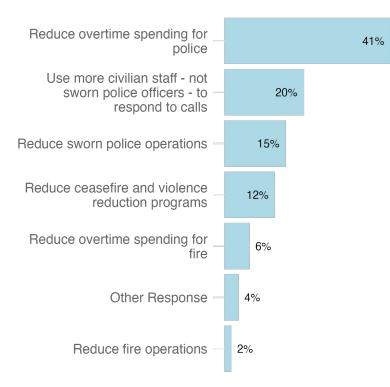
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**?



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Public Safety

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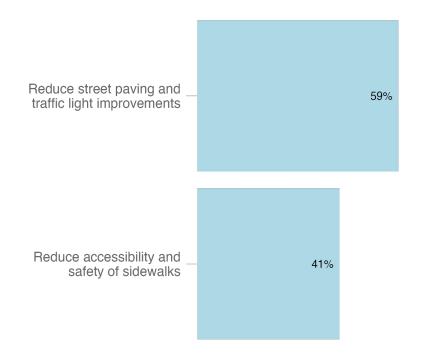
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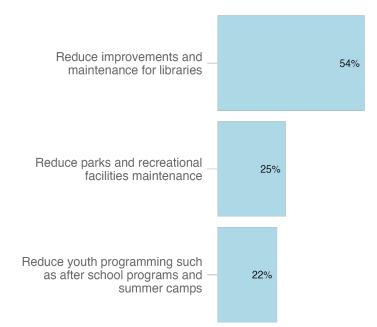
Transportation

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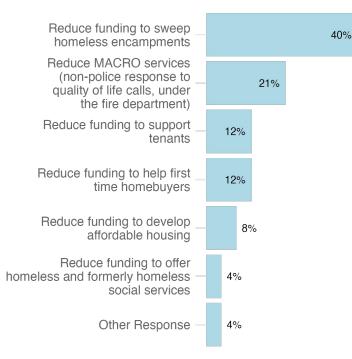
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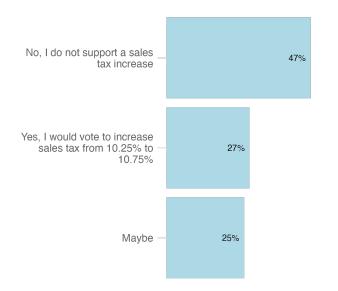
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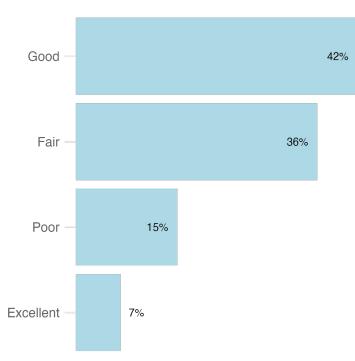


Older Adults

Respondents 65 and older

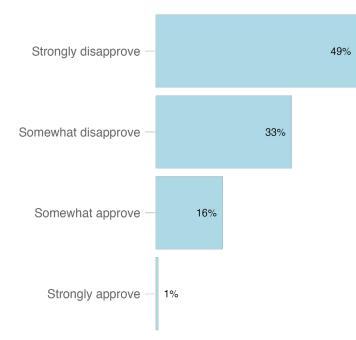
Community satisfaction with life in Oakland

Q2: Generally speaking, how would you rate Oakland as a place to live?



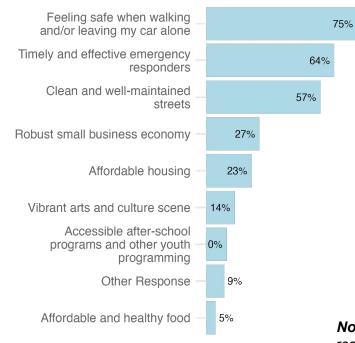
City government approval ratings

Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?



Important factors for a city to call home

Q5: Which of the following are most important to you to make Oakland **a place you are happy to call home**? Choose up to 3

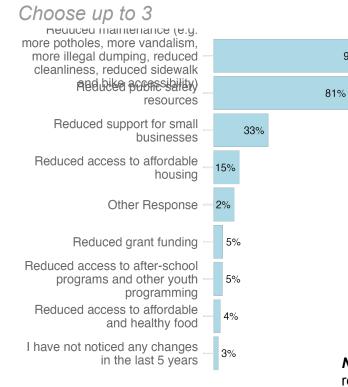


Note: numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

City budget impact on household and work

92%

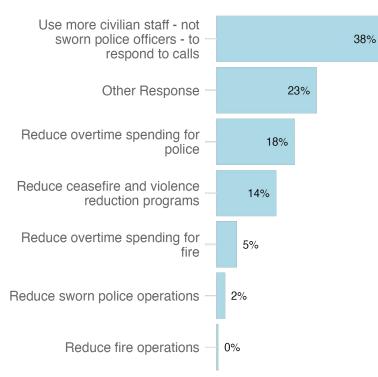
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**?



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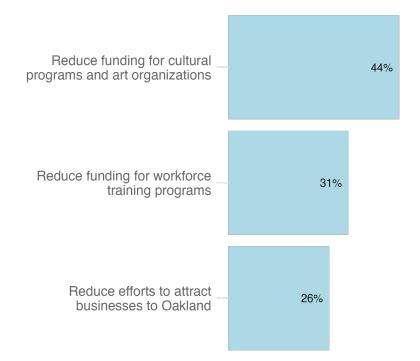
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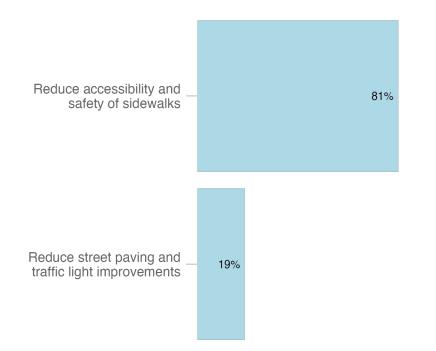
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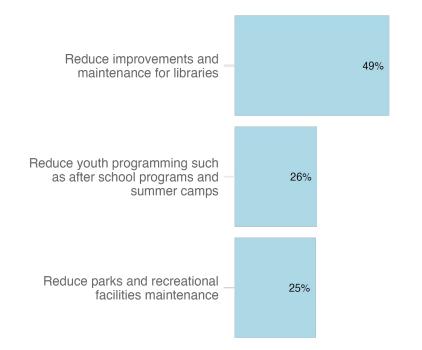
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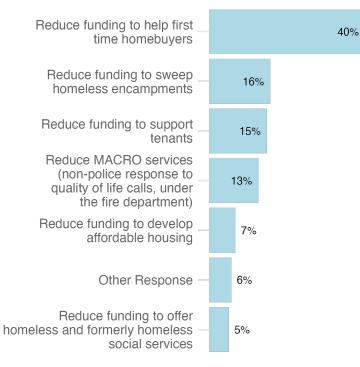
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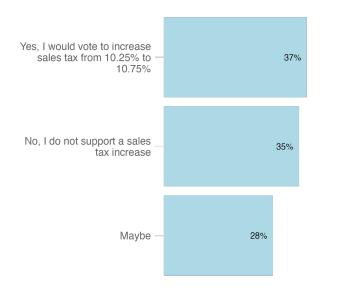
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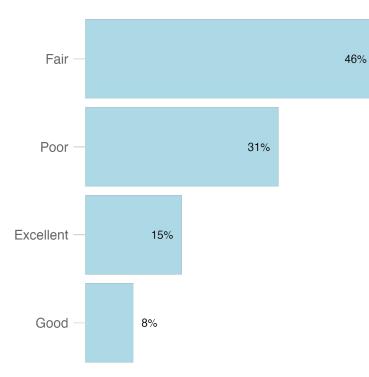


People Living Outside

Collected in-person

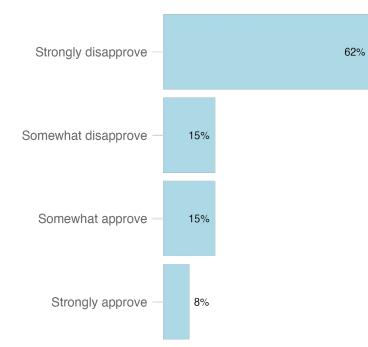
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City government approval ratings

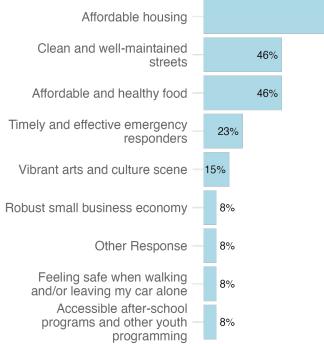
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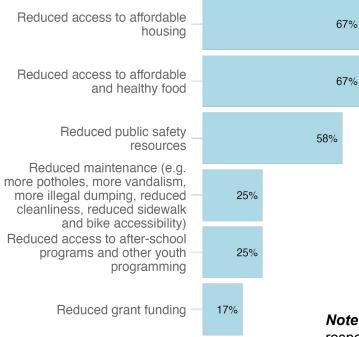
92%



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City budget impact on household and work

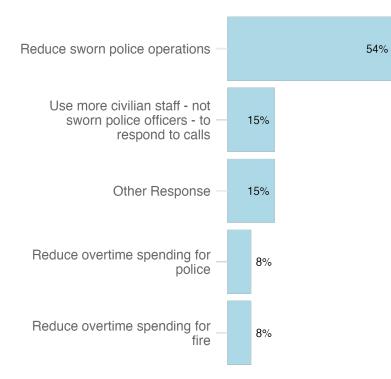
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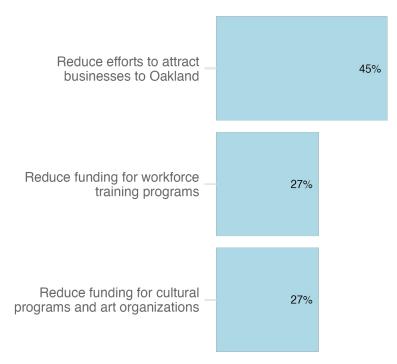
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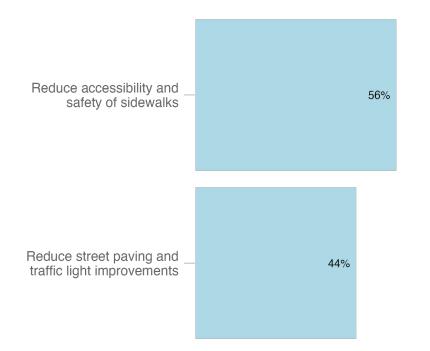
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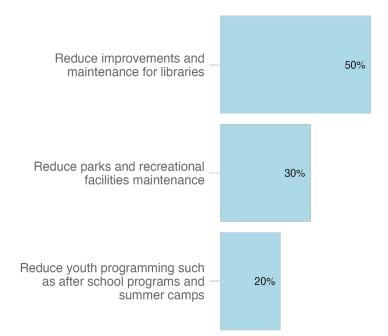
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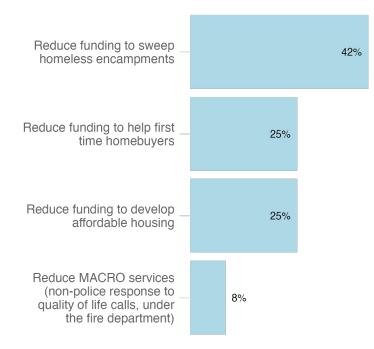
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