# 2025 City of Oakland Resident Budget Priorities Survey

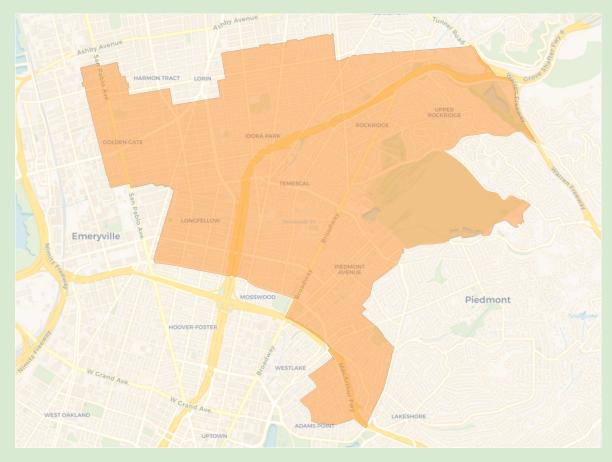
Fielded and presented by the Budget Advisory Commission February 26, 2025





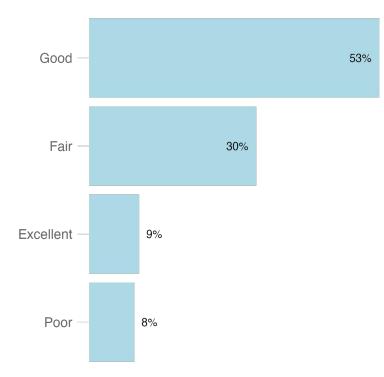
# **District 1**

Golden Gate Idora Park Rockridge Upper Rockridge Longfellow Temescal Piedmont Avenue



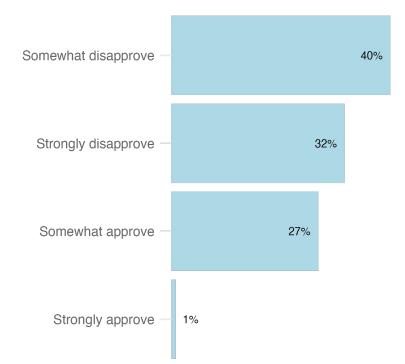
#### Community satisfaction with life in Oakland

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

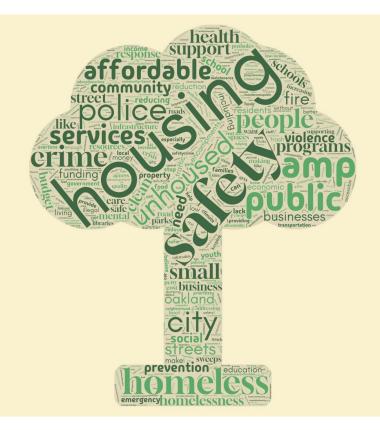


# City government approval ratings

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?

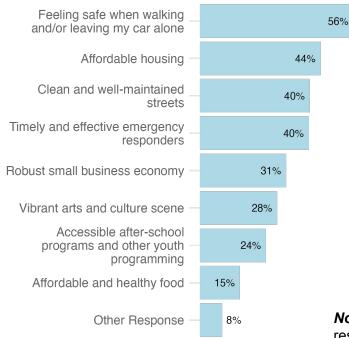


#### Two most important budget priorities



#### Important factors for a city to call home

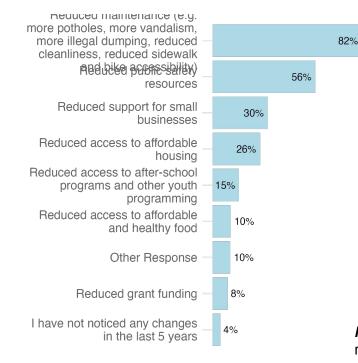
Q5: Which of the following are most important to you to make Oakland **a place you are happy to call home**? Choose up to 3



*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

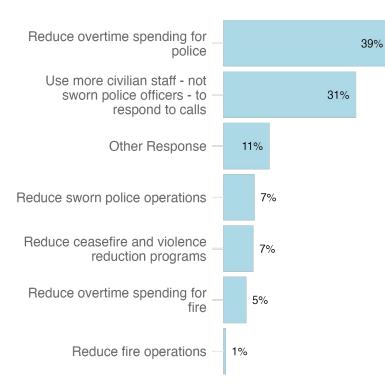
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**? Choose up to 3



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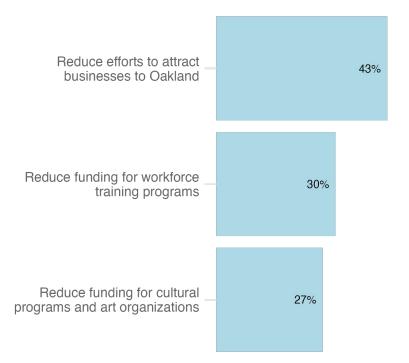
#### **Public Safety**

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



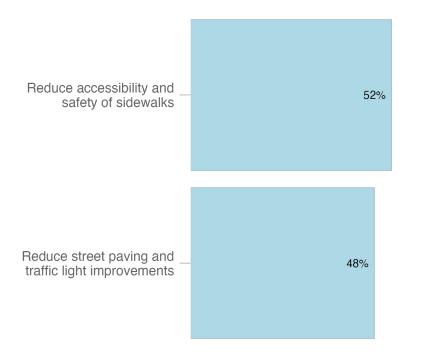
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Q8: For economic growth...which of the following would you support reducing funding?



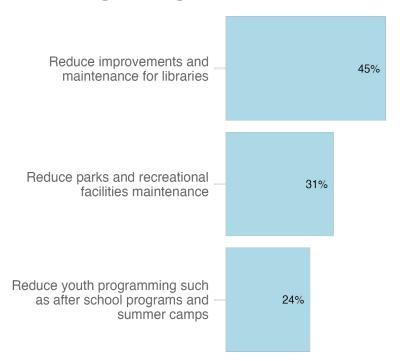
#### Transportation

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



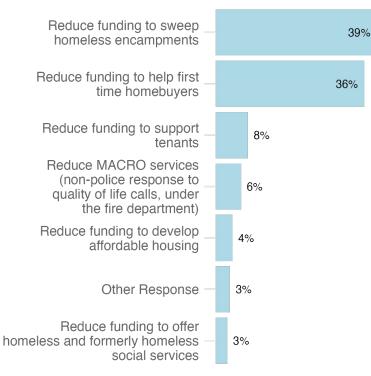
# Youth and Community Investments

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



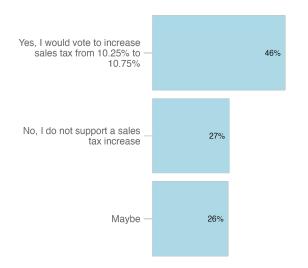
# Housing and Homeless Investments

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



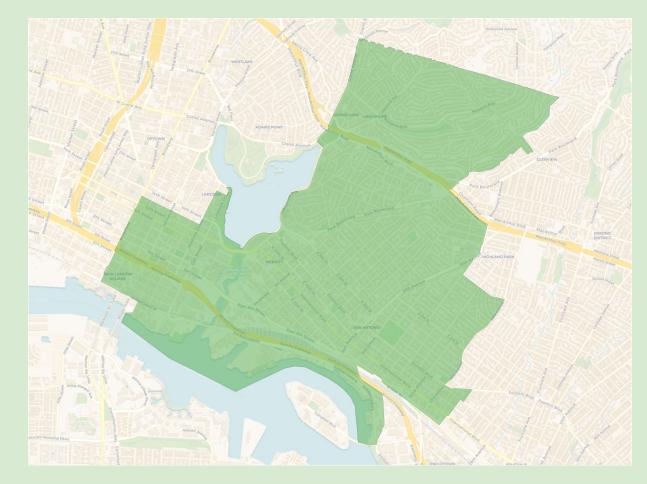
#### Sales Tax

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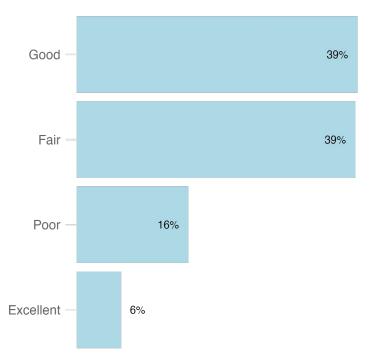
# **District 2**

Grand Lake Lakeshore Lake Merritt Jack London Square San Antonio



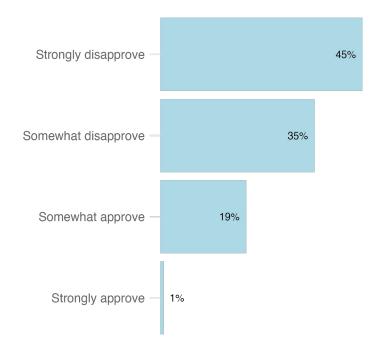
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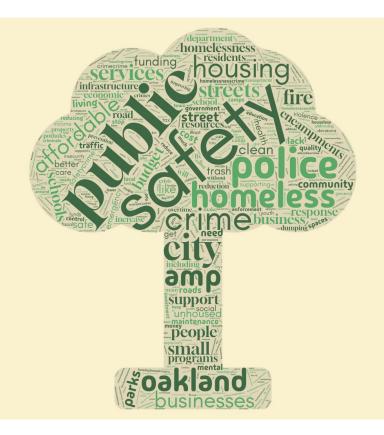


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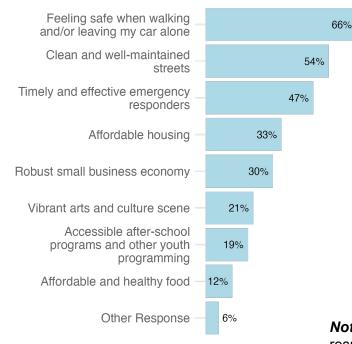


#### Two most important budget priorities



# 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

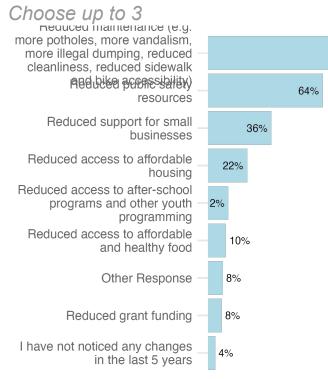


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#### City budget impact on household and work

87%

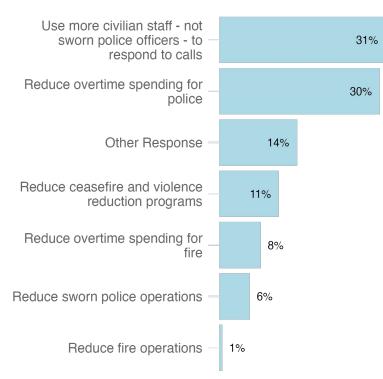
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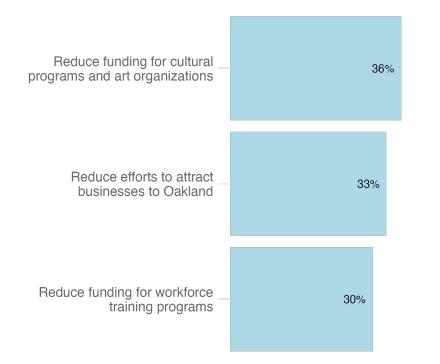
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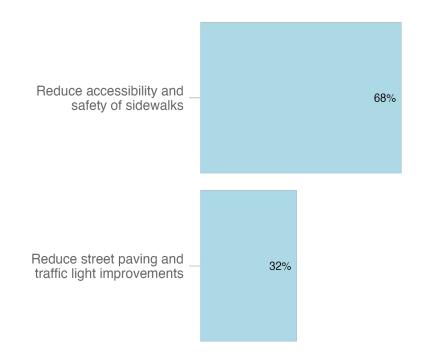
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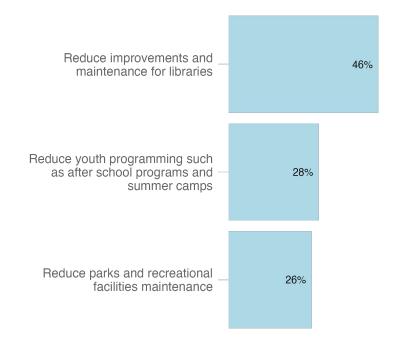
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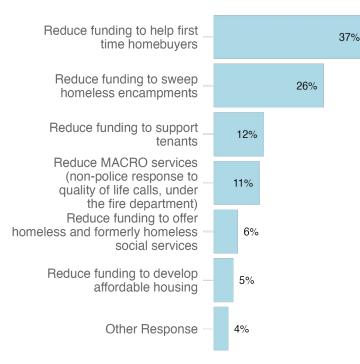
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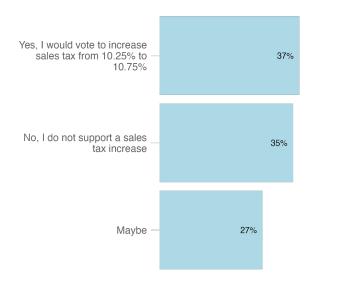
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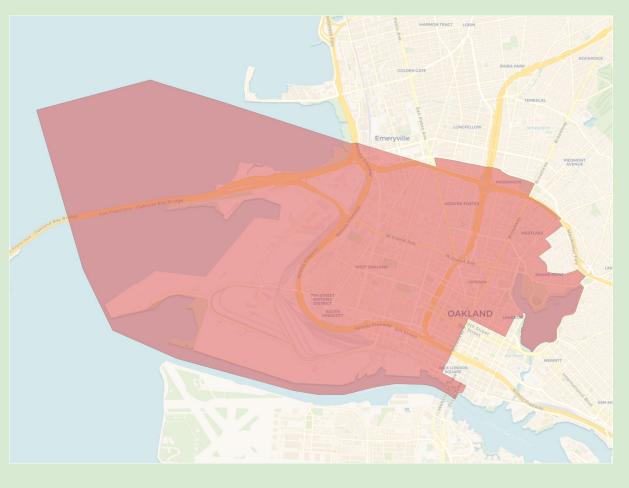
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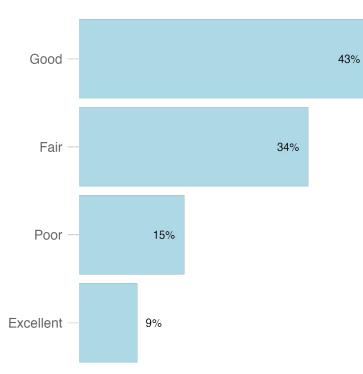
# **District 3**

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



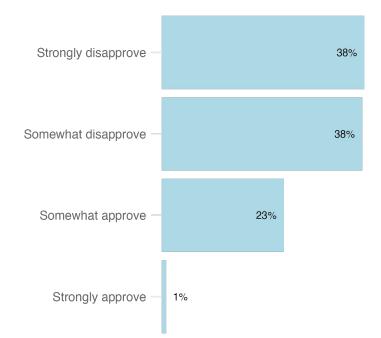
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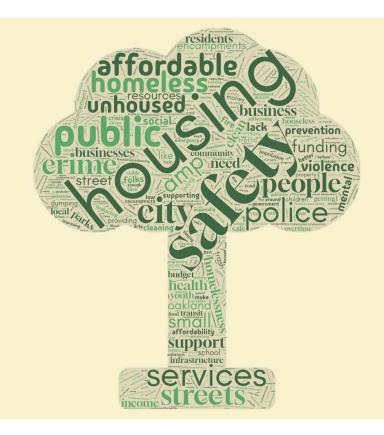


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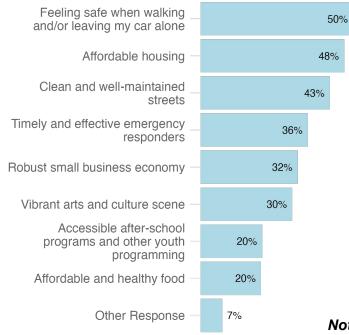


#### Two most important budget priorities



# Important factors for a city to call home

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



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#### City budget impact on household and work

77%

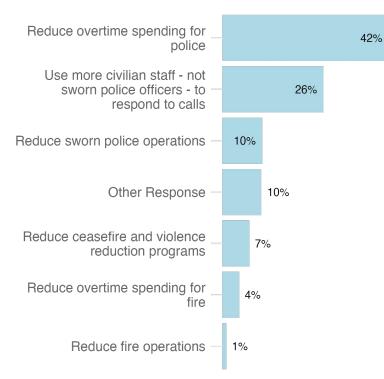
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**?

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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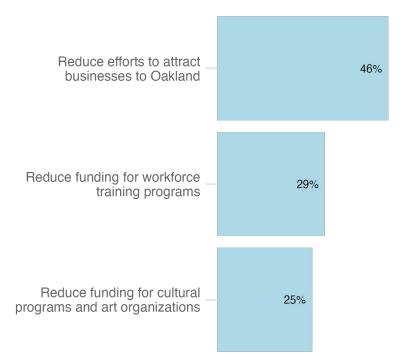
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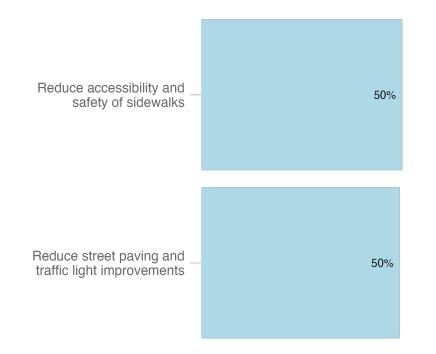
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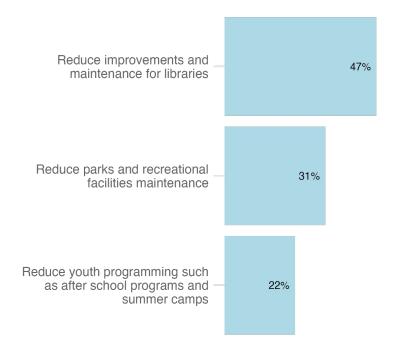
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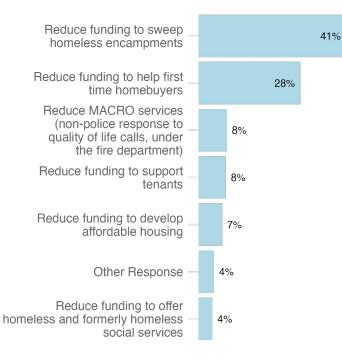
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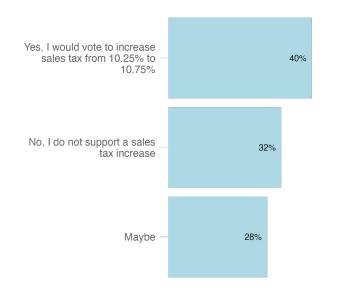
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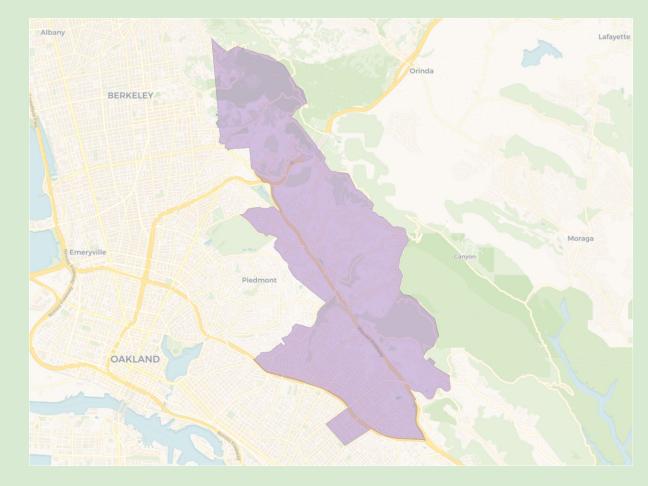
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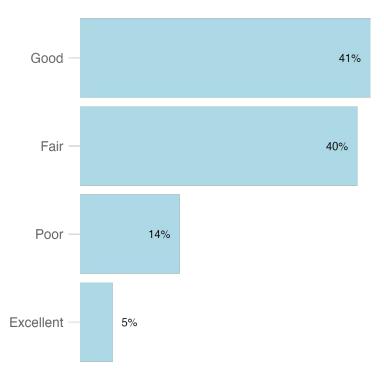
# **District 4**

Laurel Dimond Allendale Glenview Montclair Redwood Heights North Hills



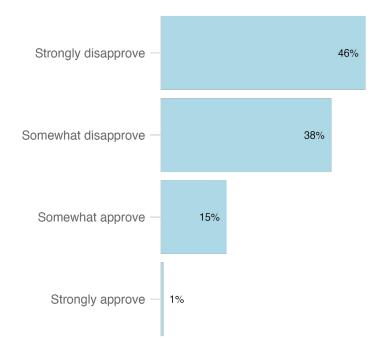
### Community satisfaction with life in Oakland

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

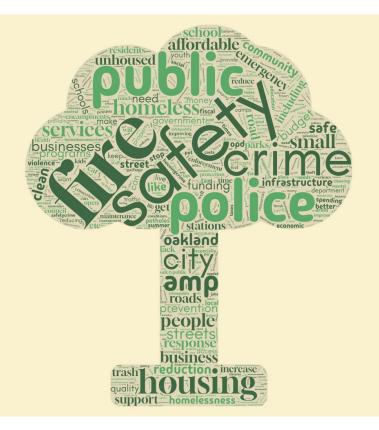


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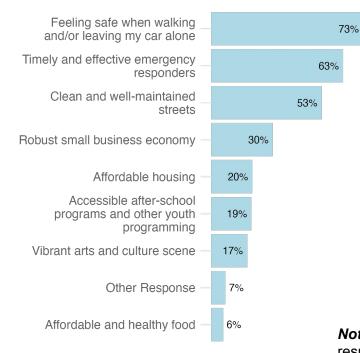


#### Two most important budget priorities



### Important factors for a city to call home

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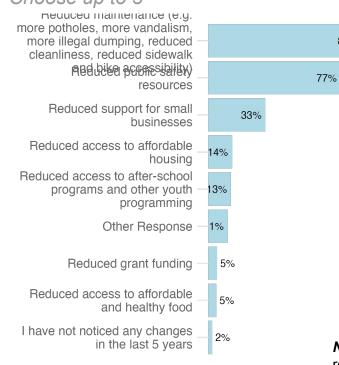


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### City budget impact on household and work

89%

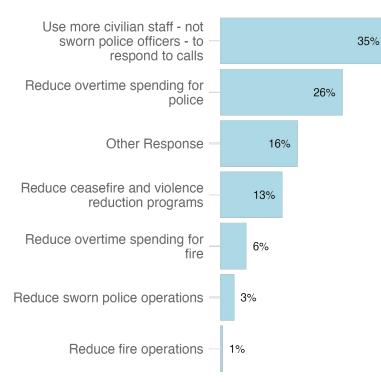
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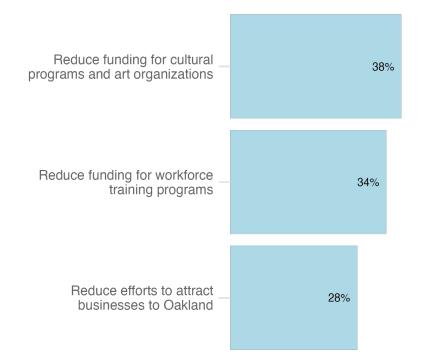
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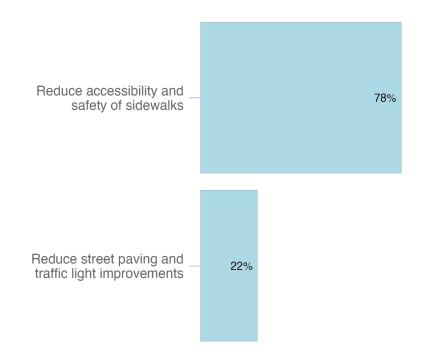
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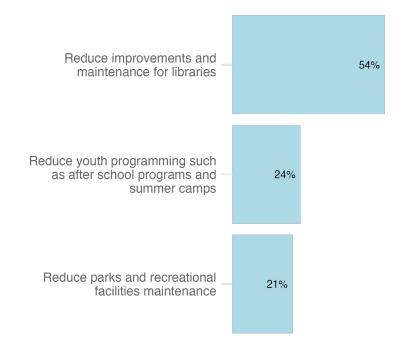
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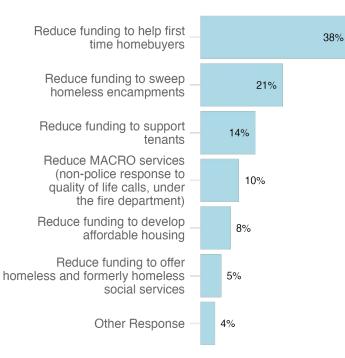
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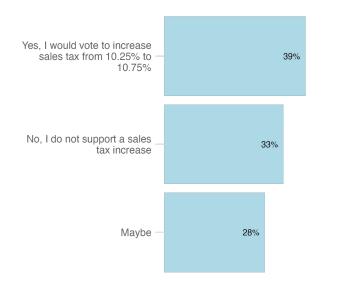
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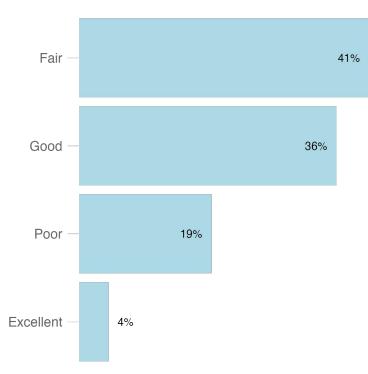
## **District 5**

Highland Park Fruitvale Jingletown



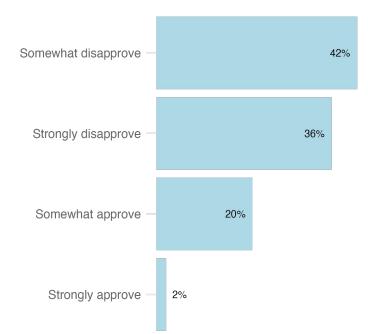
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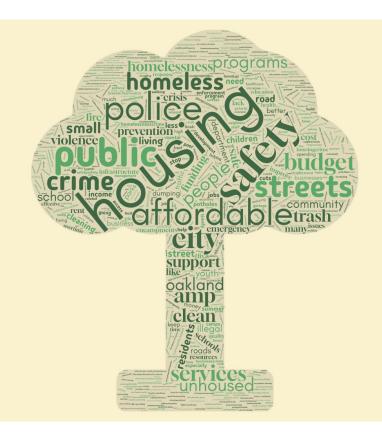


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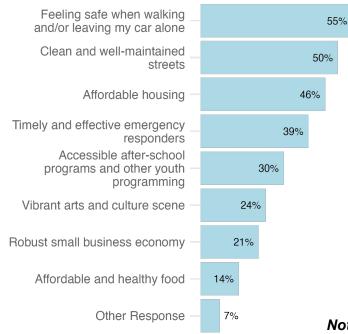


#### Two most important budget priorities



### Important factors for a city to call home

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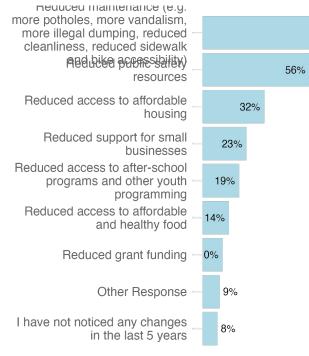


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### City budget impact on household and work

80%

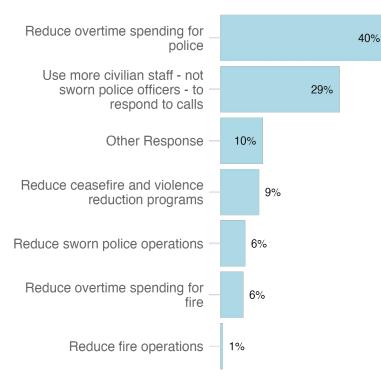
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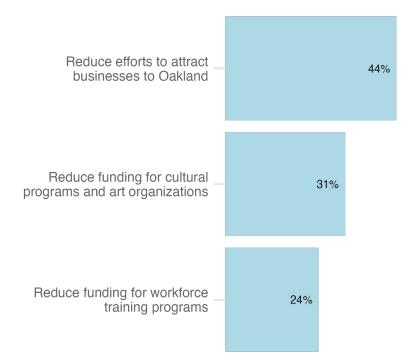
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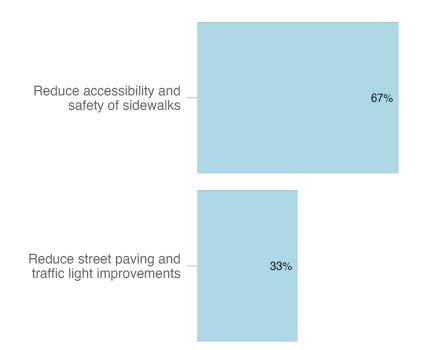
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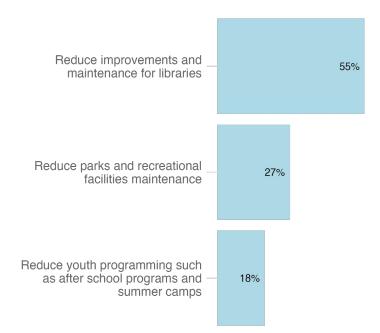
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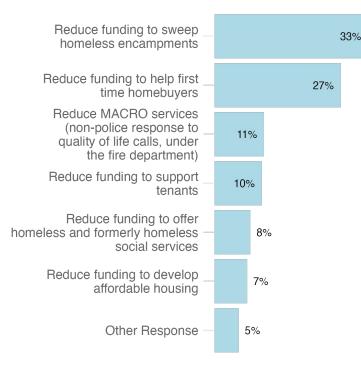
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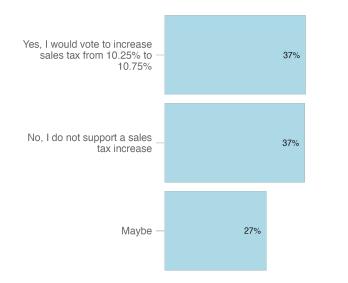
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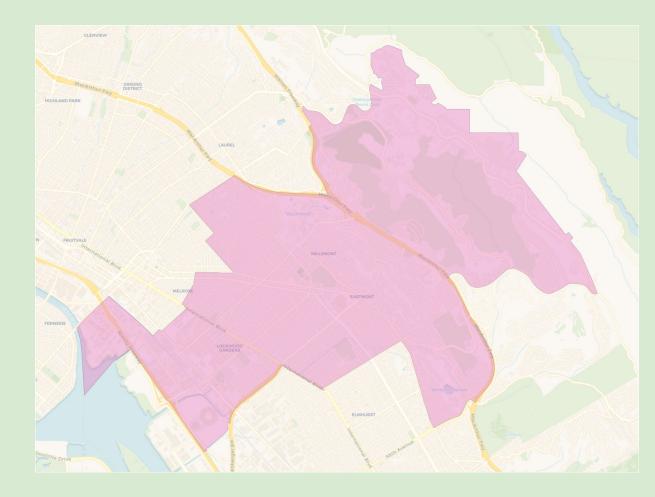
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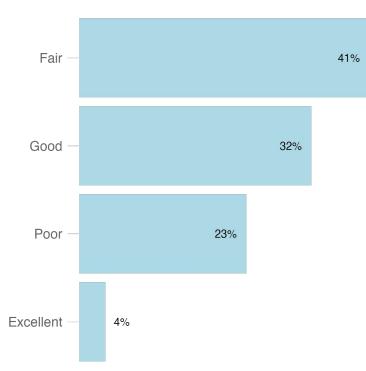
## **District 6**

Millsmont Eastmont Lockwood Gardens



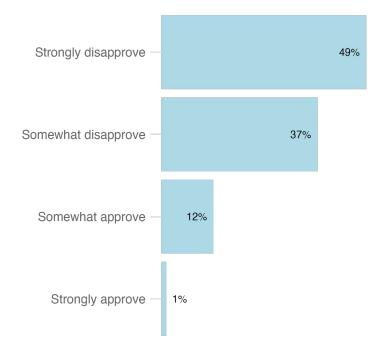
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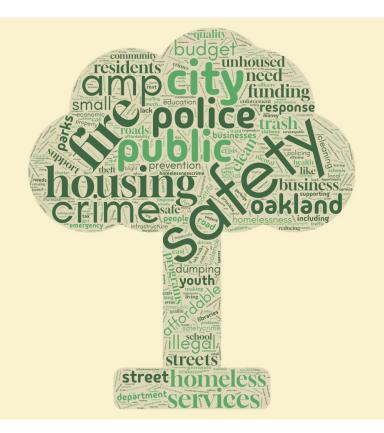


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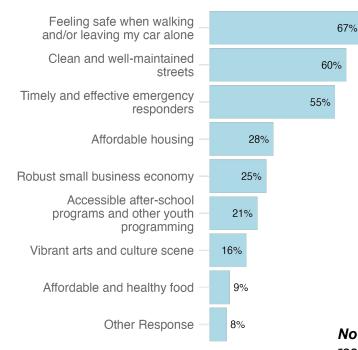


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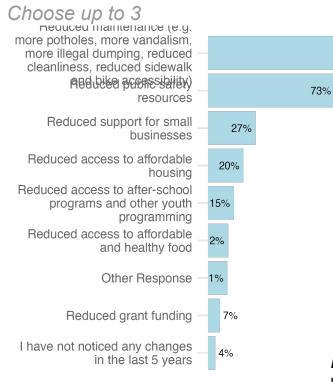


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### City budget impact on household and work

89%

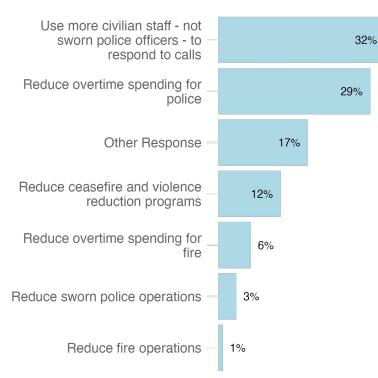
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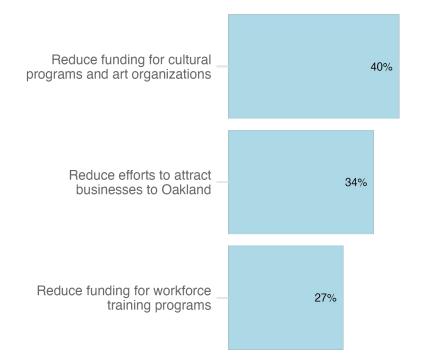
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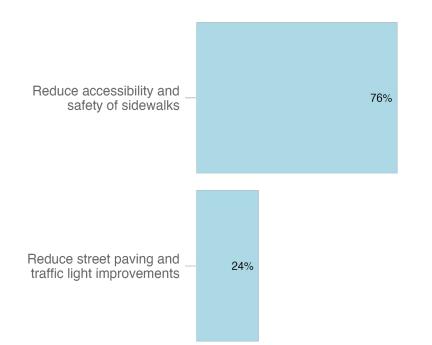
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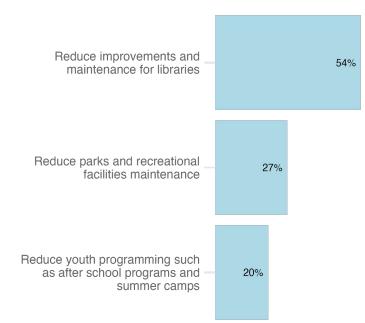
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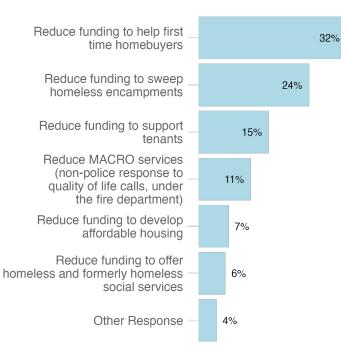
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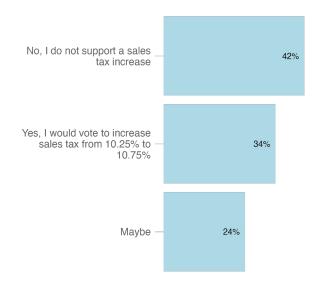
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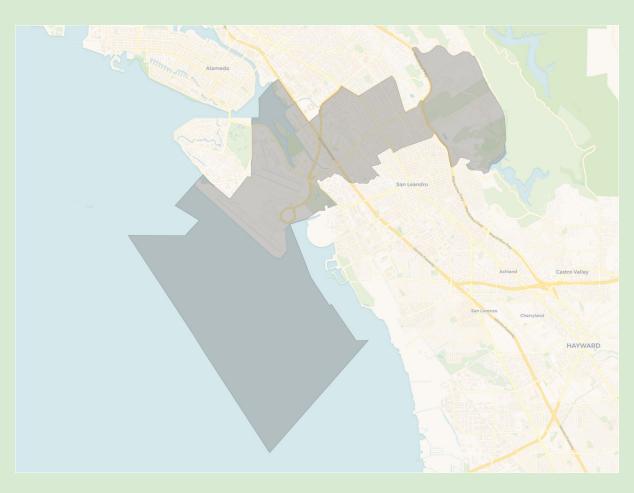
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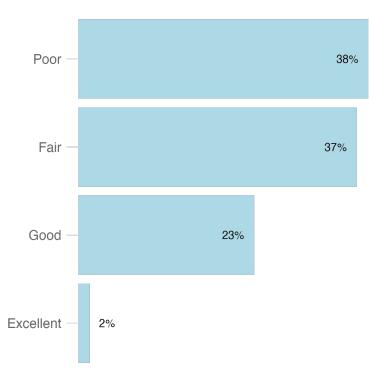
# **District 7**

Deep East Oakland



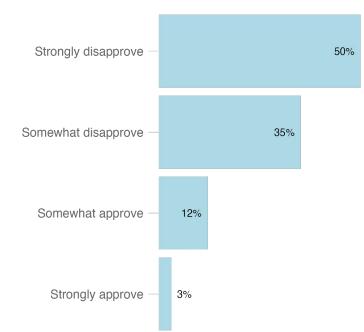
# Community satisfaction with life in Oakland

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

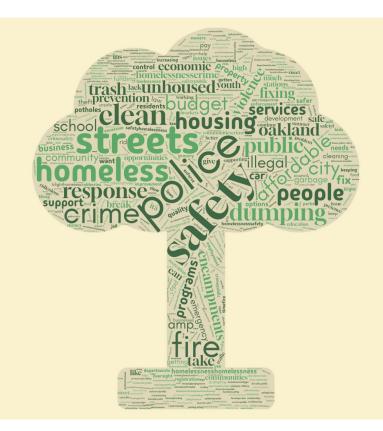


# City government approval ratings

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?

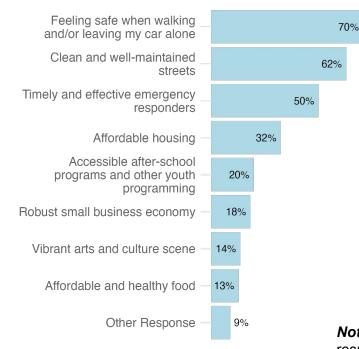


#### Two most important budget priorities



# Important factors for a city to call home

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

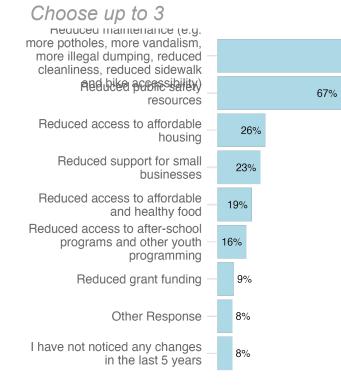


*Note:* numbers add up to >100% because the percentages are of out of all respondents and respondents could choose up to 3 answers

## City budget impact on household and work

84%

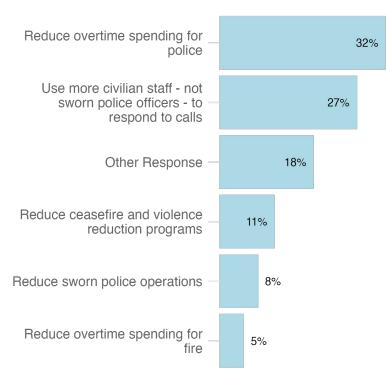
Q6: In the last 5 years, how has **Oakland's budget most impacted your household and work**?



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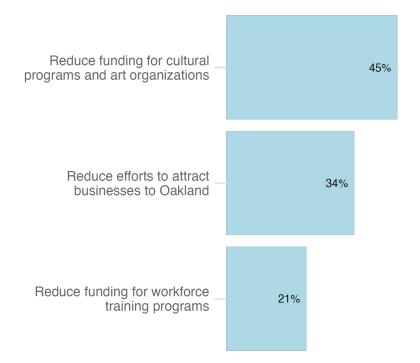
## **Public Safety**

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



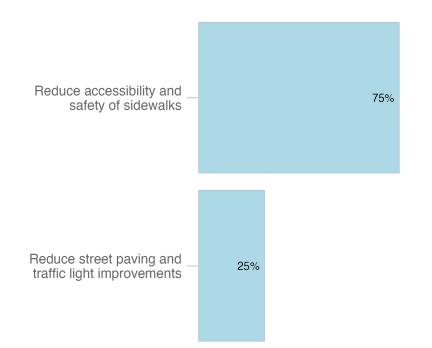
#### **Economic Growth**

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



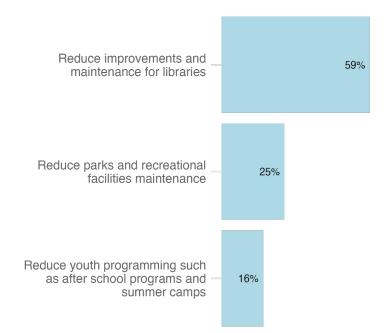
## Transportation

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



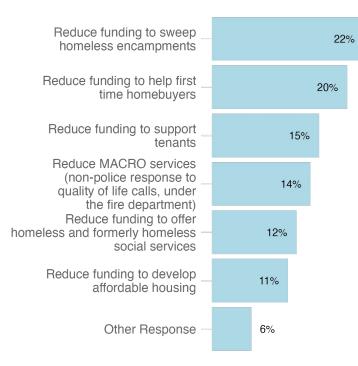
# Youth and Community Investments

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



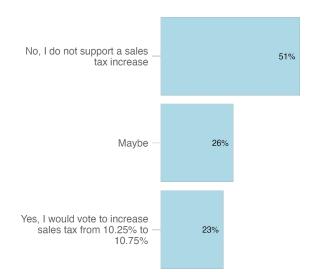
# Housing and Homeless Investments

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?

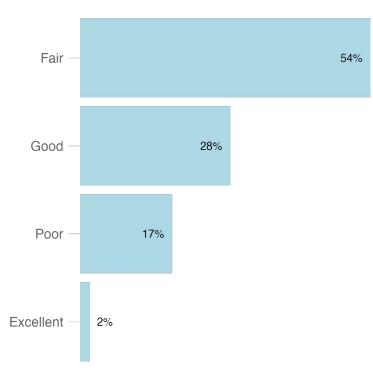


# Youth

Respondents 0-17 years

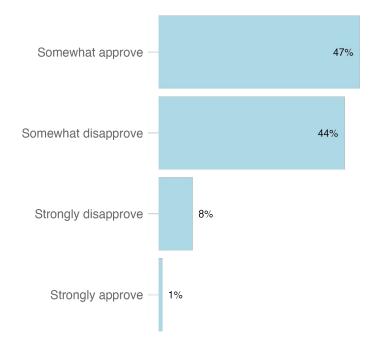
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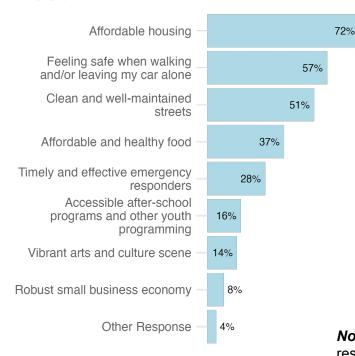
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Q3: Do you **approve or disapprove of the overall job being done by Oakland City government** in providing services to the people who live here?



# Important factors for a city to call home

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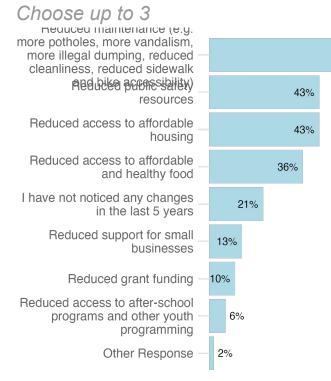


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## City budget impact on household and work

60%

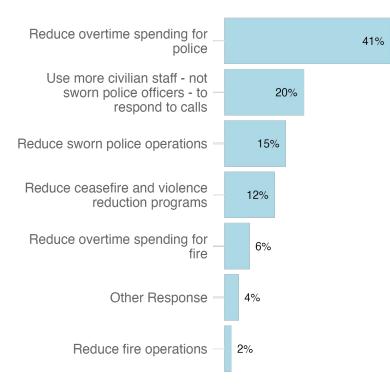
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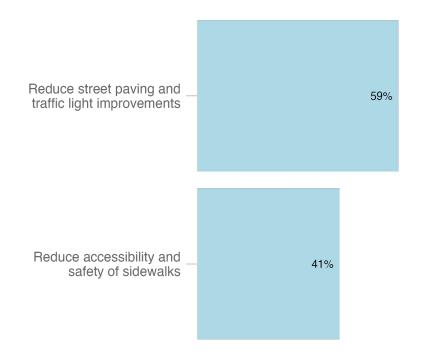
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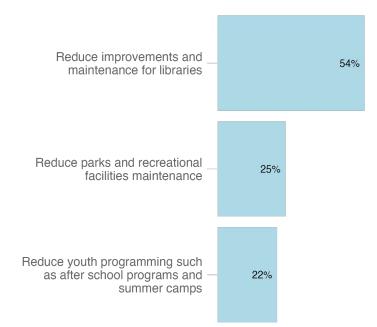
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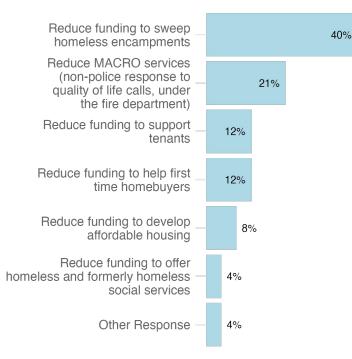
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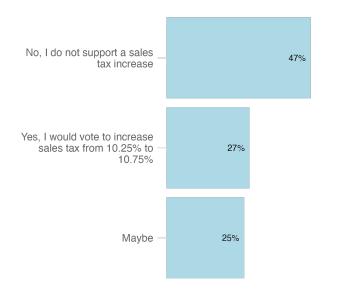
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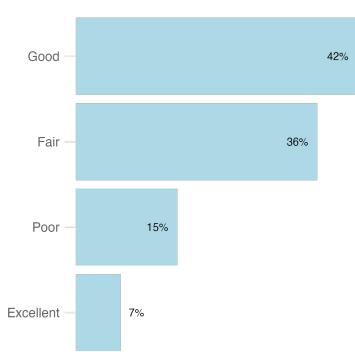


#### **Older Adults**

Respondents 65 and older

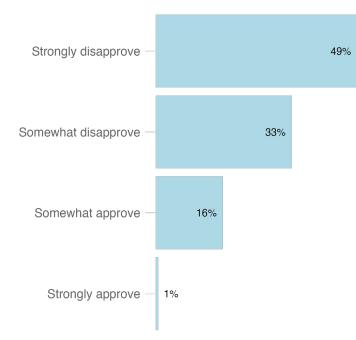
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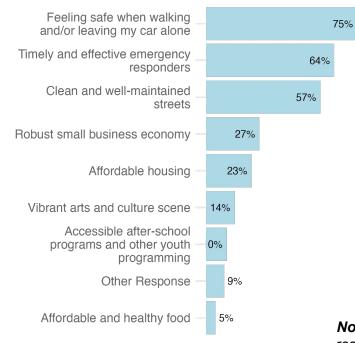
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# Important factors for a city to call home

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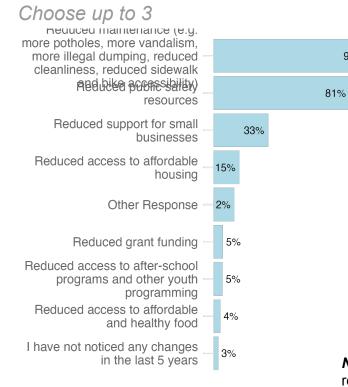


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# City budget impact on household and work

92%

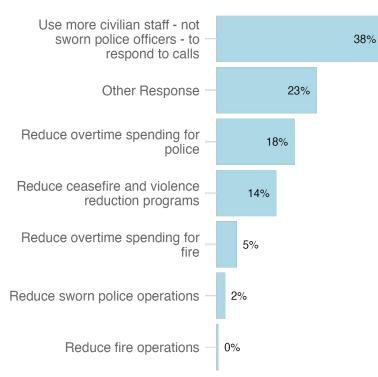
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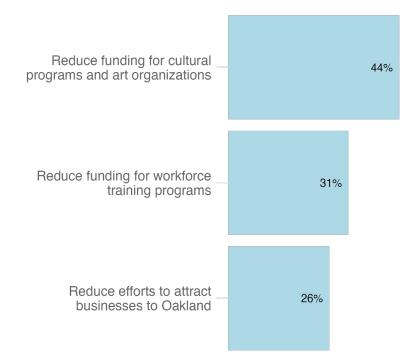
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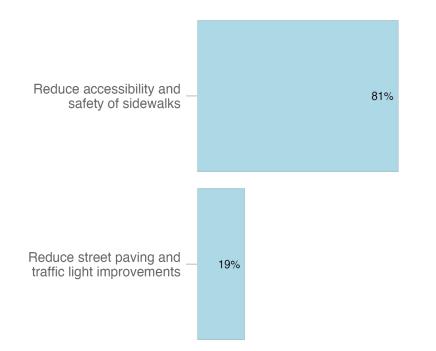
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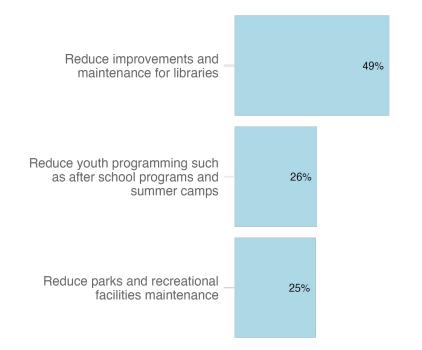
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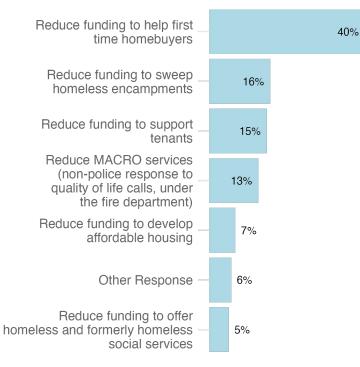
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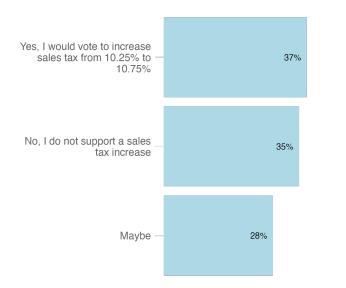
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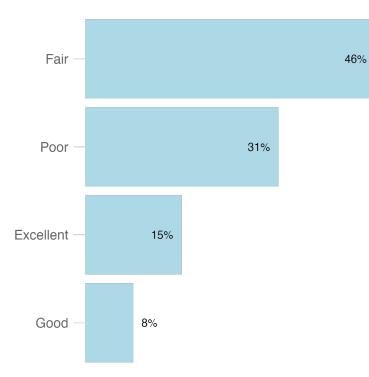


# **People Living Outside**

Collected in-person

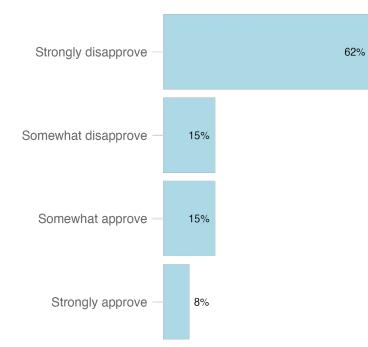
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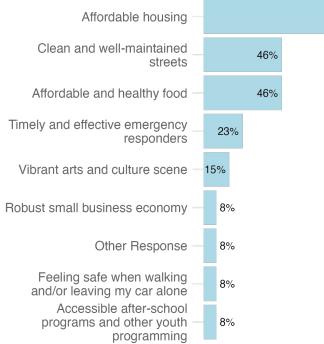
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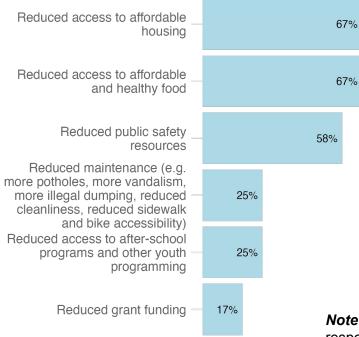
92%



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# City budget impact on household and work

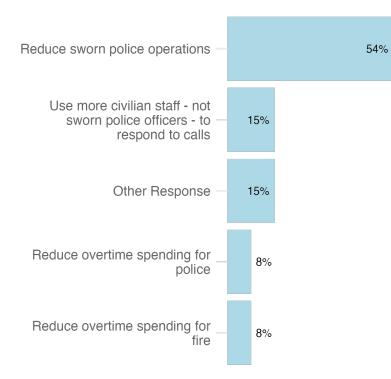
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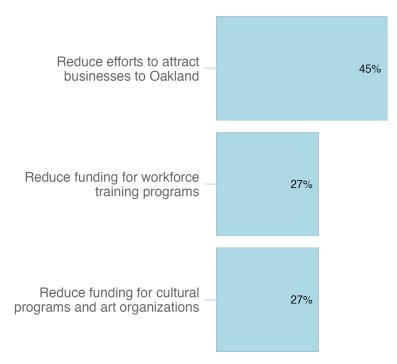
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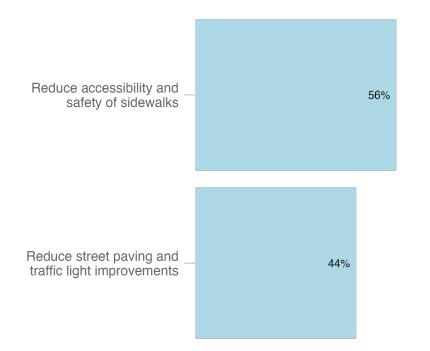
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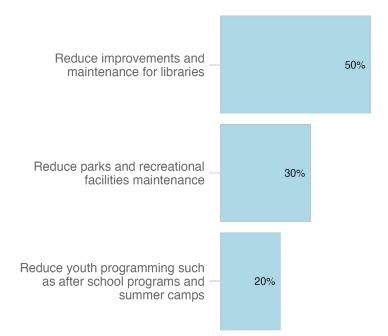
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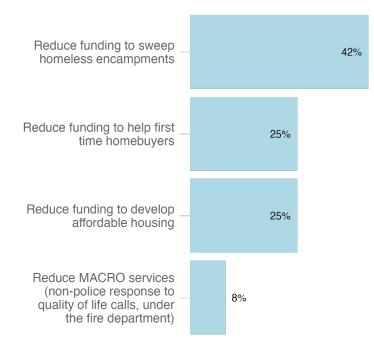
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