



Telephone Survey Regarding Facilities Improvement Bond

Executive Summary March 2016

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Methodology

- Telephone Survey of Likely November 2016 Voters in Oakland
- Survey conducted February 14 – 18, 2016
- 606 total interviews conducted citywide
- Margin of Error = ± 3.98 percentage points
- Interviews conducted by trained, professional interviewers in English, Spanish and Chinese
- Respondent demographics reflect those of likely November 2016 voters

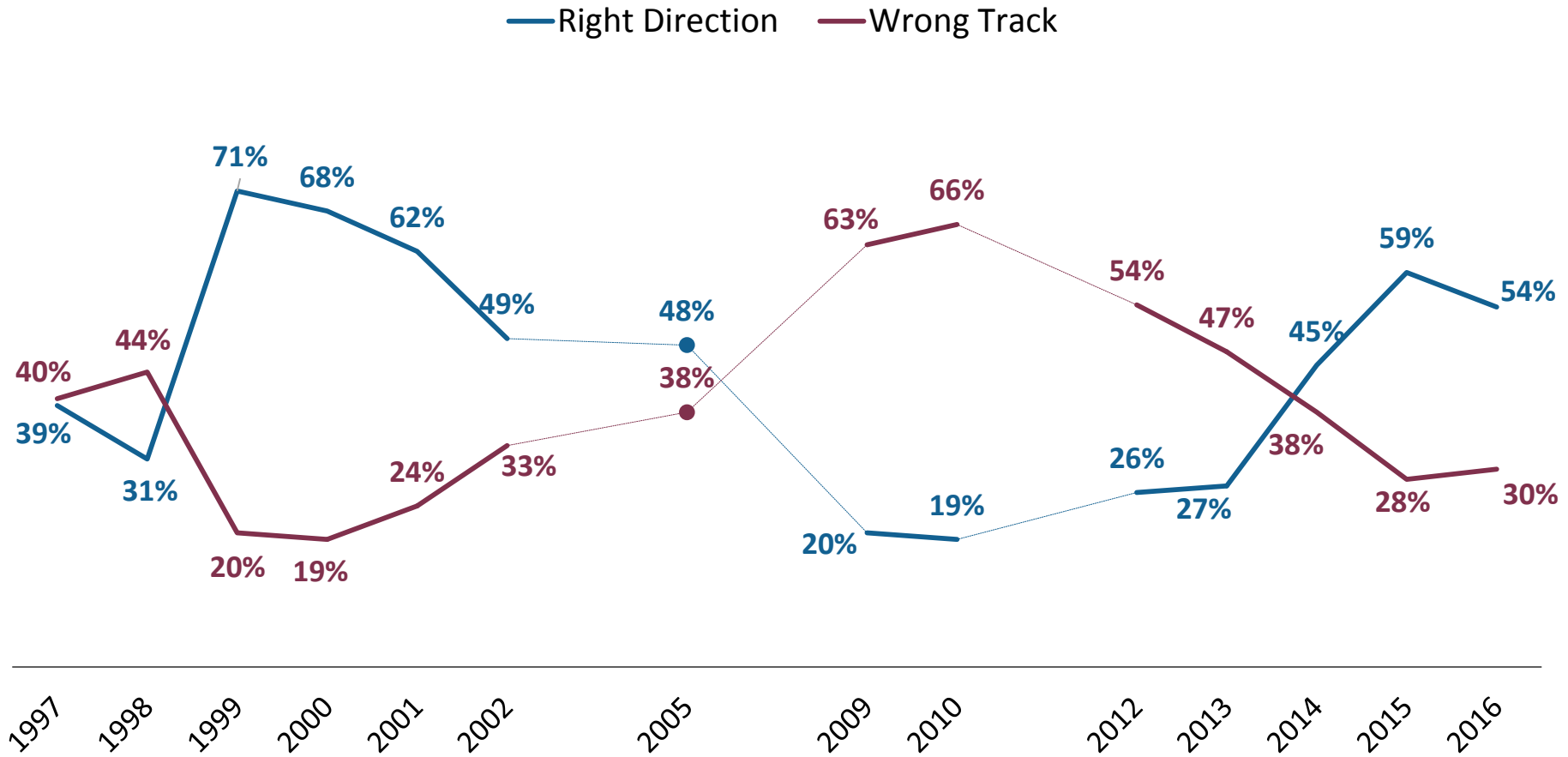
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ A majority of Oakland voters are feeling optimistic about the direction of the City.
- ▶ Support for a potential \$600 million bond measure is above the two-thirds threshold needed for passage.
- ▶ Voters are supportive of the many projects that the bond would pay for, and would allow the City to invest in neighborhoods throughout Oakland, including public safety, affordable housing, infrastructure improvements, and more.
- ▶ Support for the bond is vulnerable to opposition arguments about its cost and complexity.

Direction of Oakland

A majority of Oakland voters remain optimistic about the direction of the City despite a minor drop since last fall.

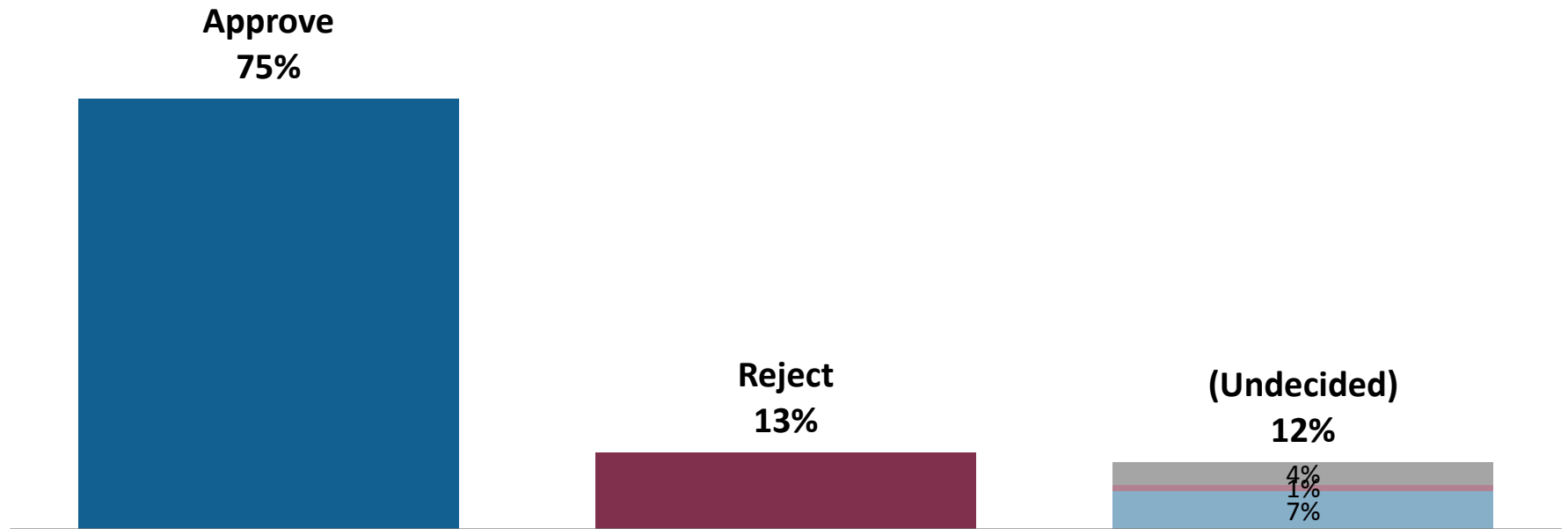


Q4. Do you think things in the City of Oakland are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Initial Vote

Initial support for a \$600M bond measure is above the two-thirds threshold needed for passage.

To improve public safety and invest in neighborhoods throughout Oakland by fixing potholes and repaving streets, rebuilding cracked and deteriorating sidewalks, improving bicycle and pedestrian safety, protecting affordable housing for Oaklanders, and renovating neighborhood recreation centers, playgrounds, playing fields and libraries, shall the City of Oakland issue \$600 million in bonds, subject to annual audits?

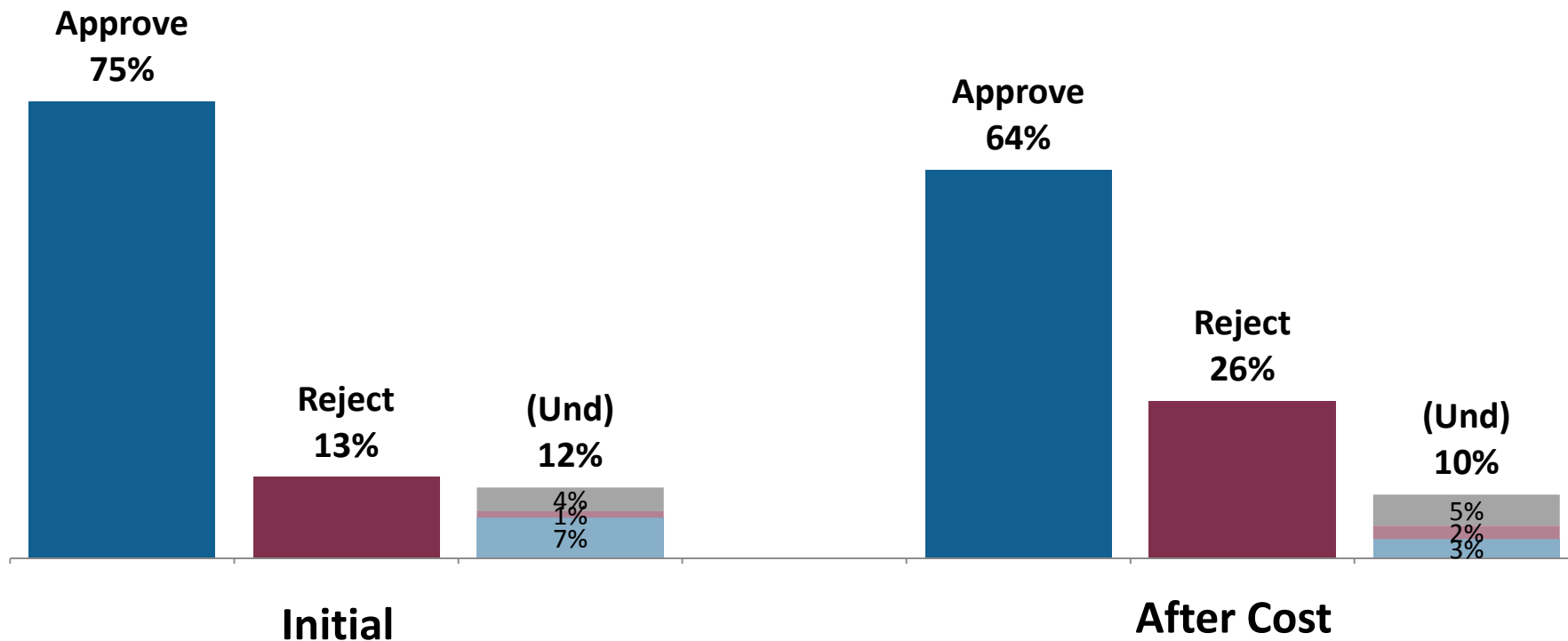


Q6. If the election were held today, would you vote yes to approve or no to reject this measure?

Vote After Cost

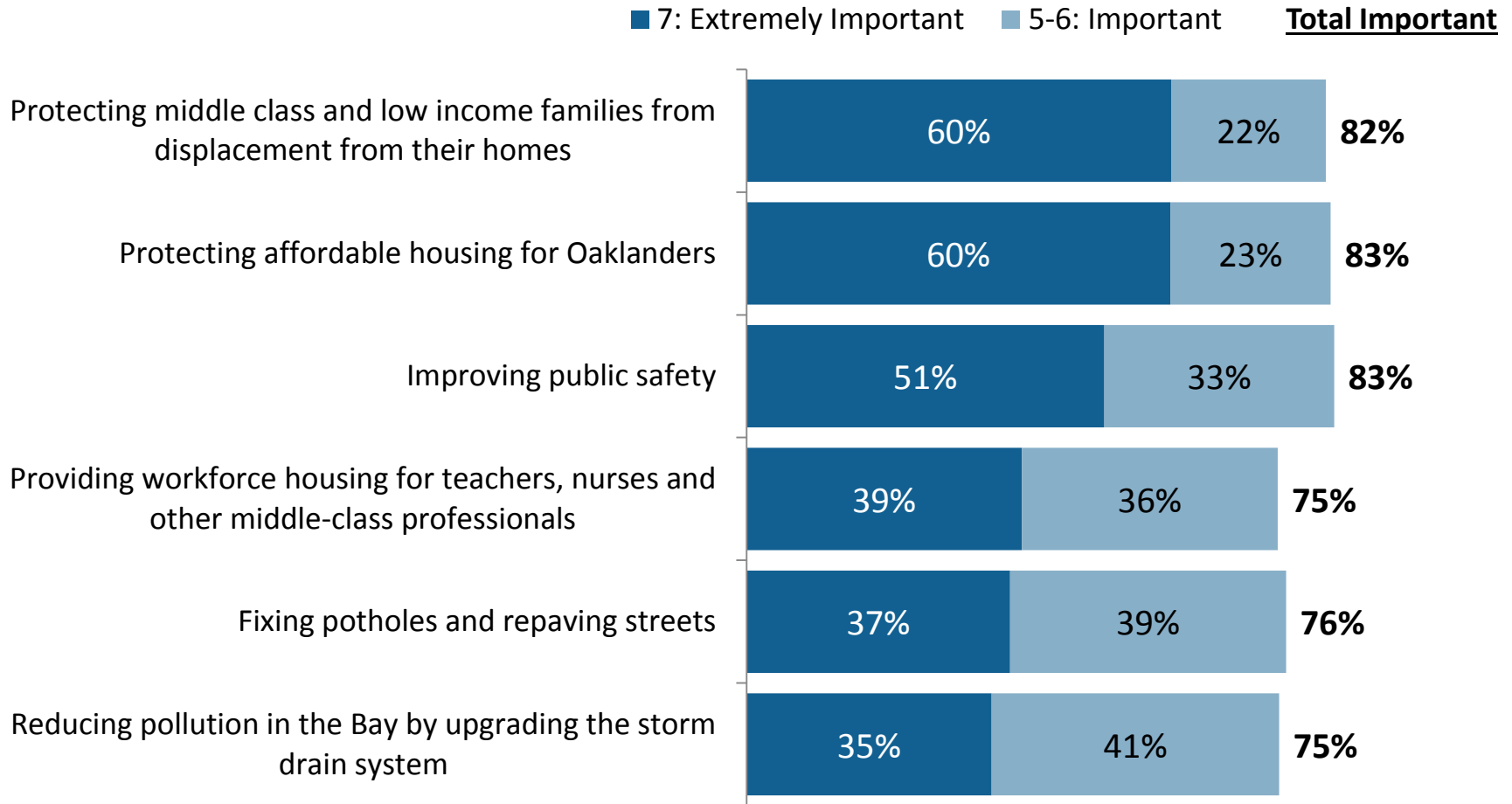
As is typically seen in surveys, solid support for the measure drops below the threshold after voters hear what it would cost homeowners.

And if you knew this measure would cost homeowners \$85 per \$100,000 of assessed value per year – NOT market value – would you vote yes to approve or no to reject the measure?



Funding Priorities

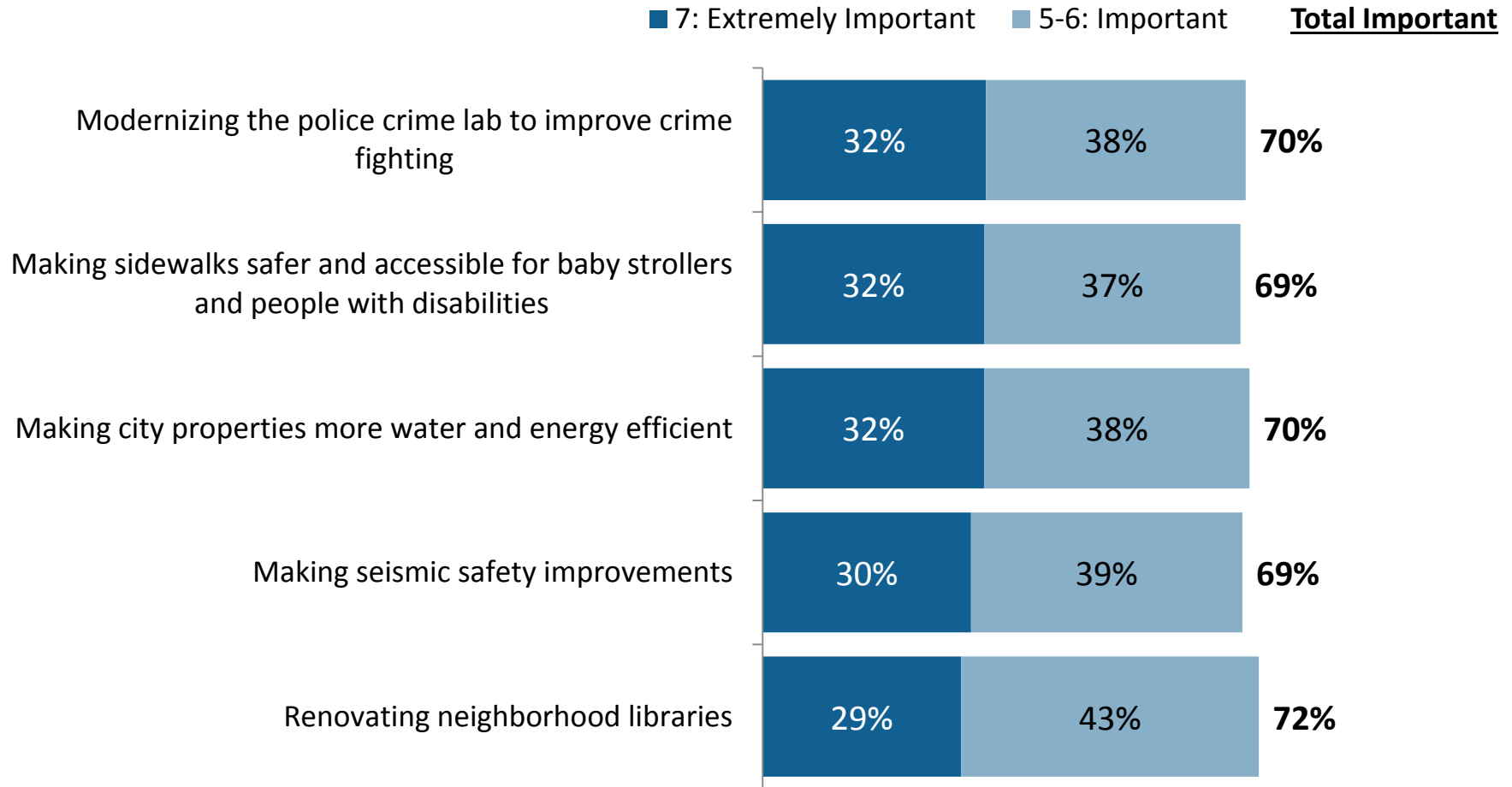
There is strong support for all priorities included in the bond measure.



Q8-25. Now I'm going to read you a list of priorities that could be funded by a bond measure. On a scale of one to seven, where one is not at all important and seven is very important, please tell me how important each of the items is to you.

Funding Priorities, cont.

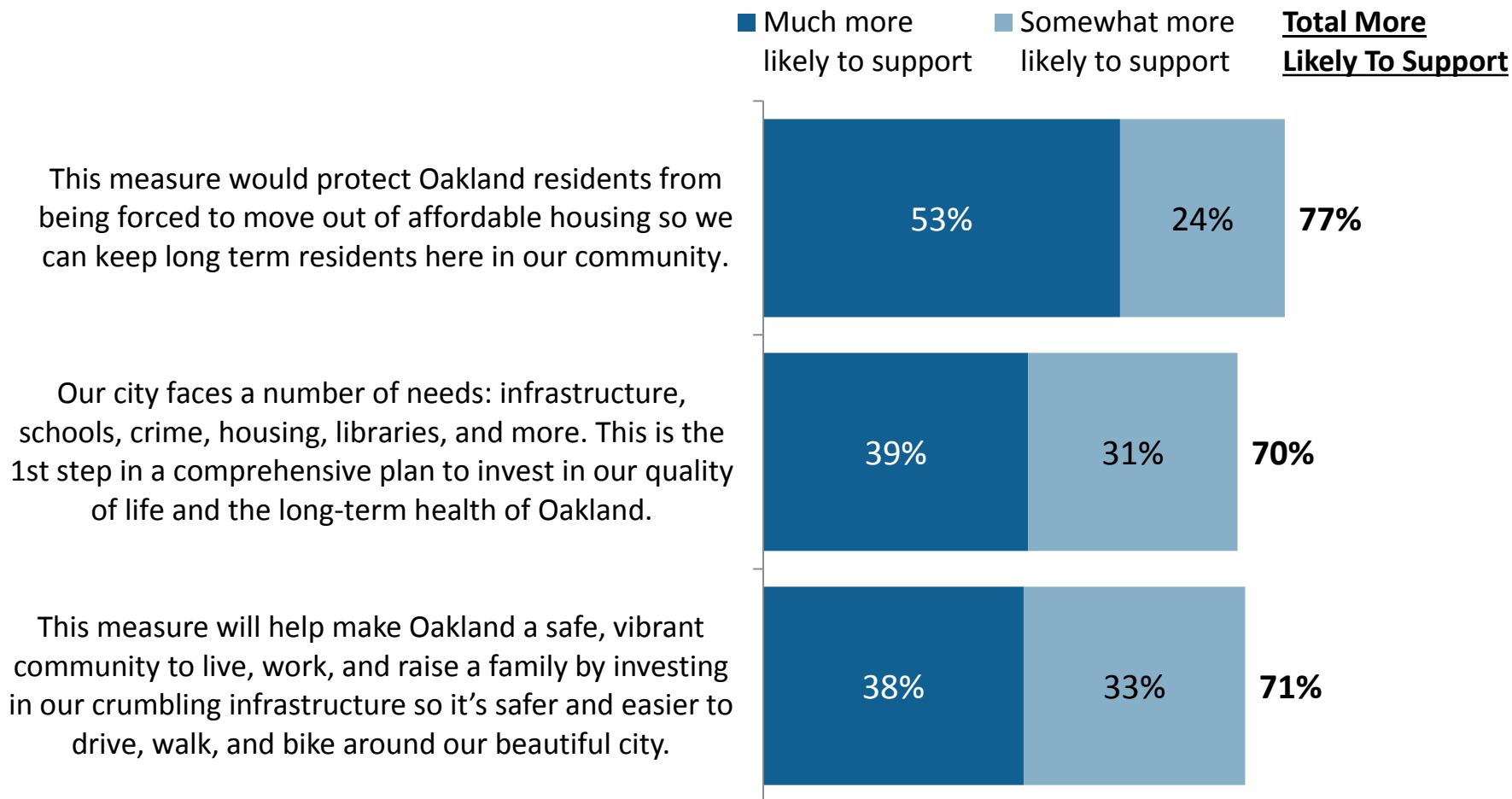
Oakland voters see a need for improvements in a number of diverse areas.



Q8-25. Now I'm going to read you a list of priorities that could be funded by a bond measure. On a scale of one to seven, where one is not at all important and seven is very important, please tell me how important each of the items is to you.

Support Messages

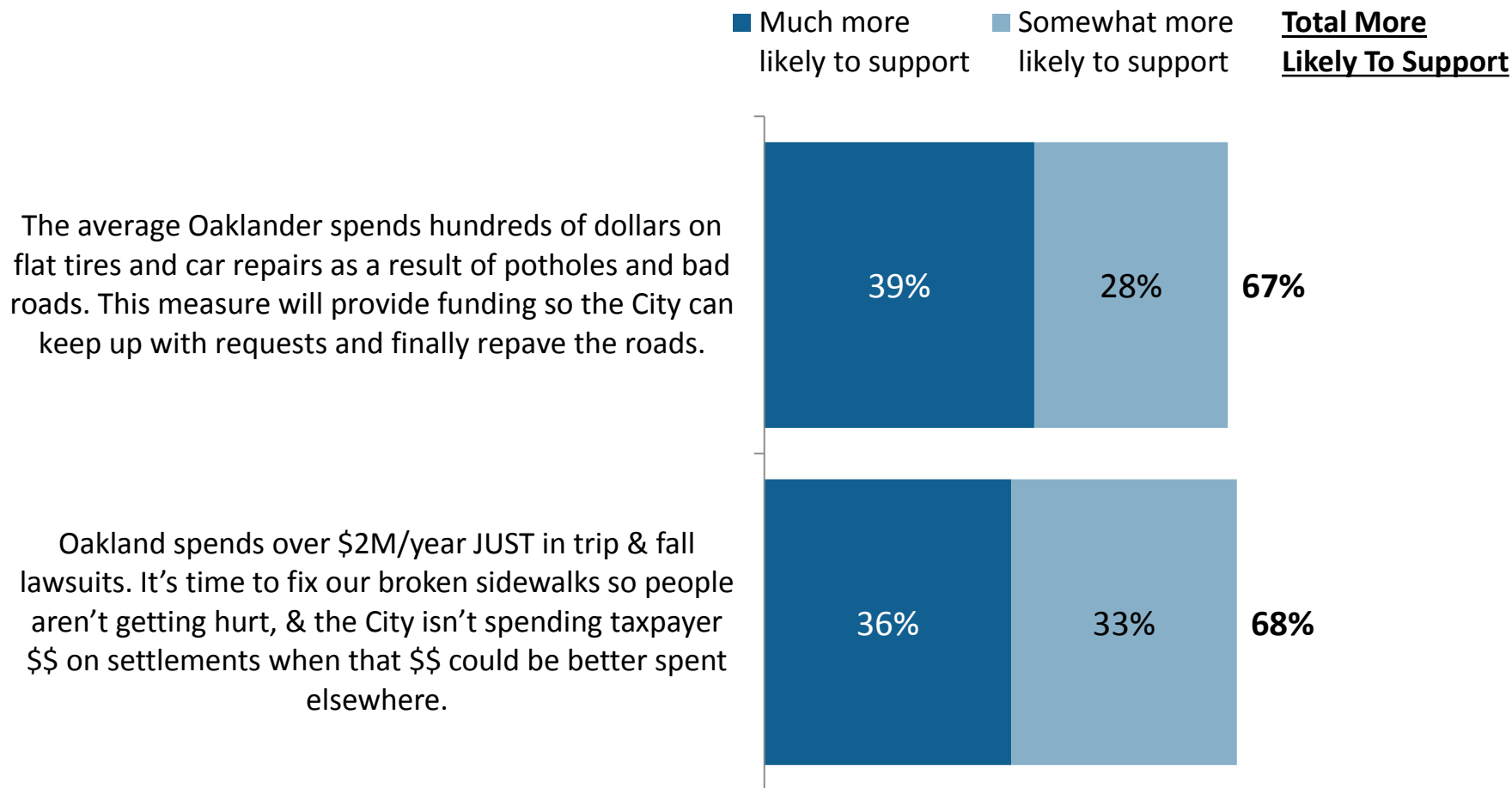
Infrastructure and housing needs are among the most compelling reasons to support the bond.



Q26-Q33. Now I'm going to read you some statements that SUPPORTERS of the proposed bond measure have said. After each one, please tell me if that statement makes you much more likely to support the measure, somewhat more likely to support the measure, or if it does not make a difference to you

Support Messages, cont.

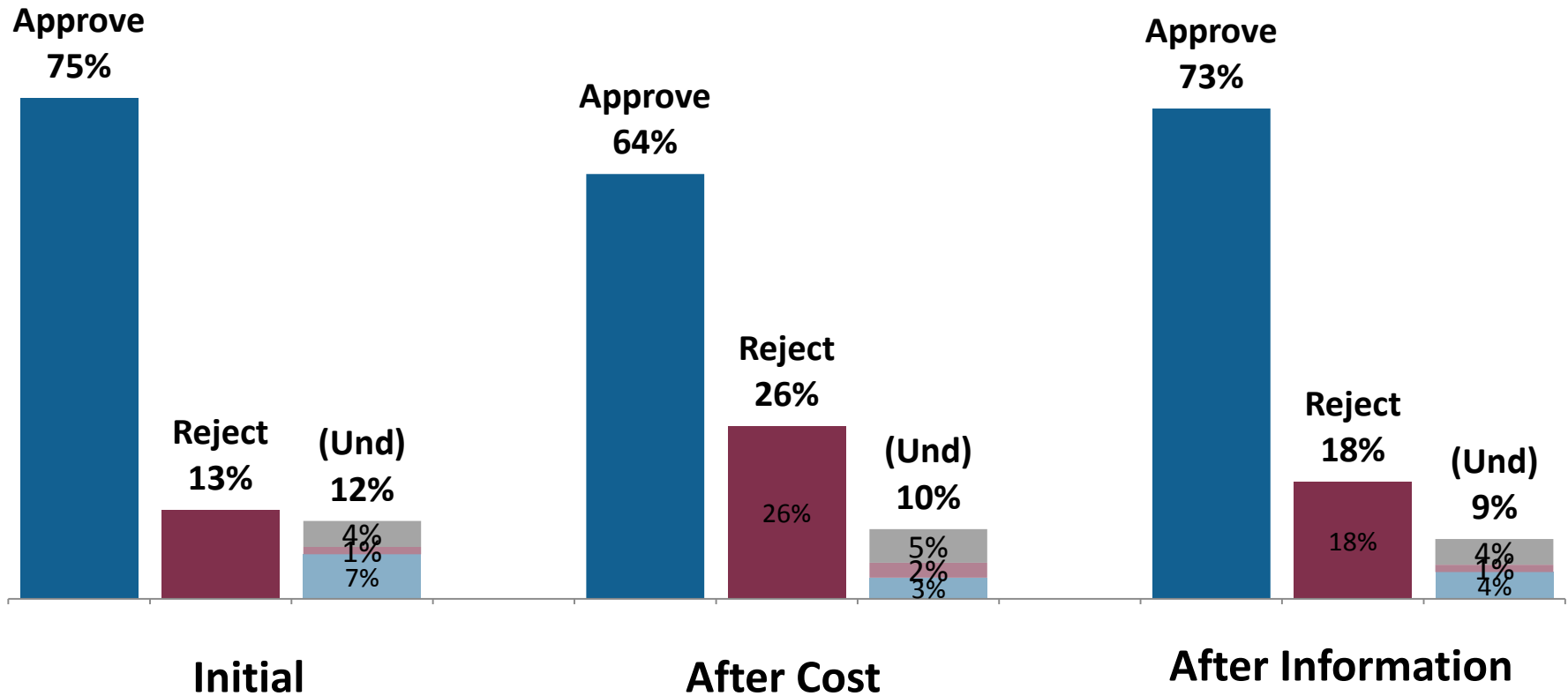
More than two-thirds of Oakland voters found the prospect of cost-savings from road and sidewalk repairs to be a compelling reason to support the bond.



Q26-Q33. Now I'm going to read you some statements that SUPPORTERS of the proposed bond measure have said. After each one, please tell me if that statement makes you much more likely to support the measure, somewhat more likely to support the measure, or if it does not make a difference to you

Vote After Support

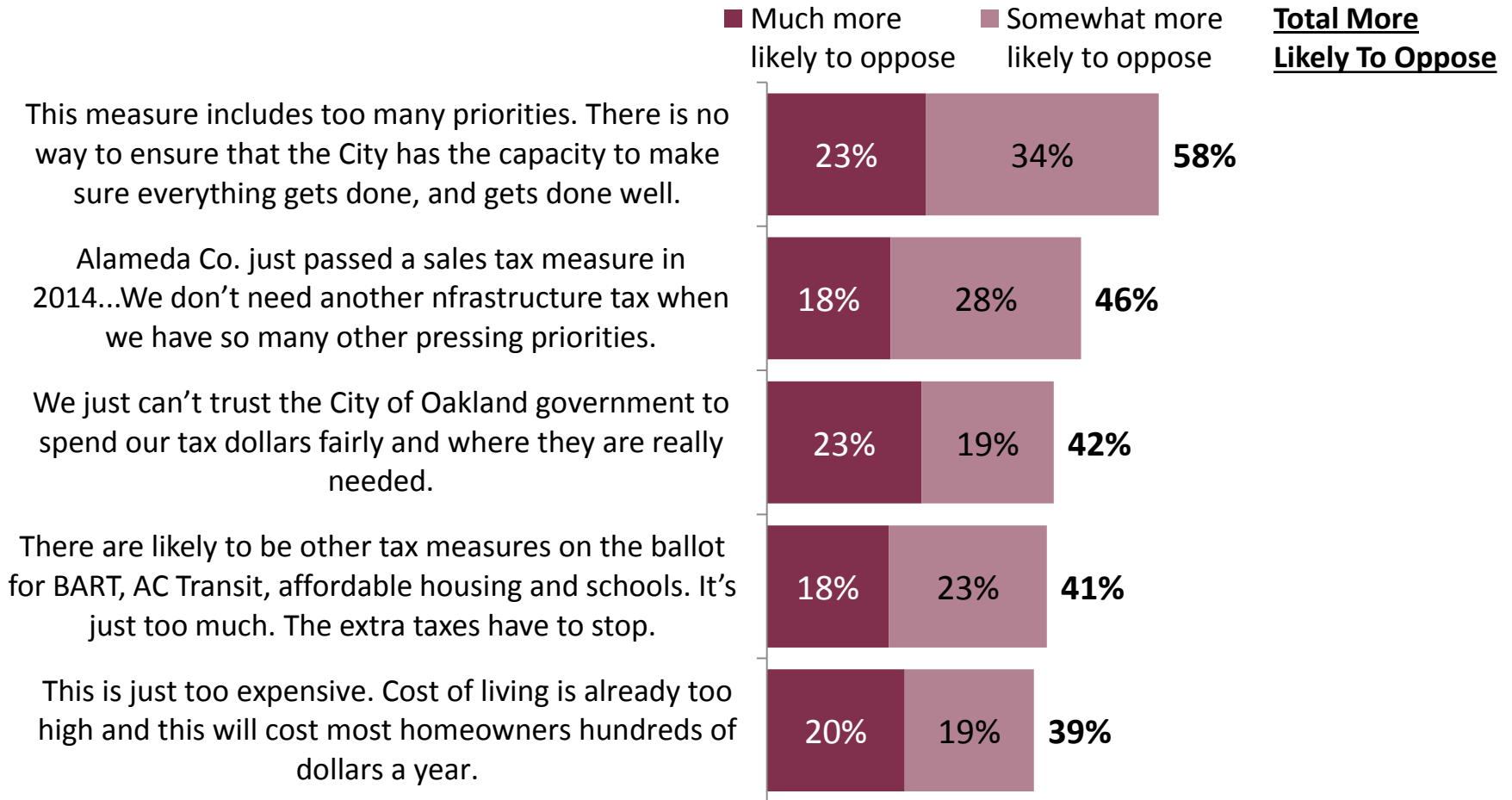
Support for the bond grows after voters hear more information.



Q34. ... Would you vote yes to approve or no to reject the measure?

Opposition Messages

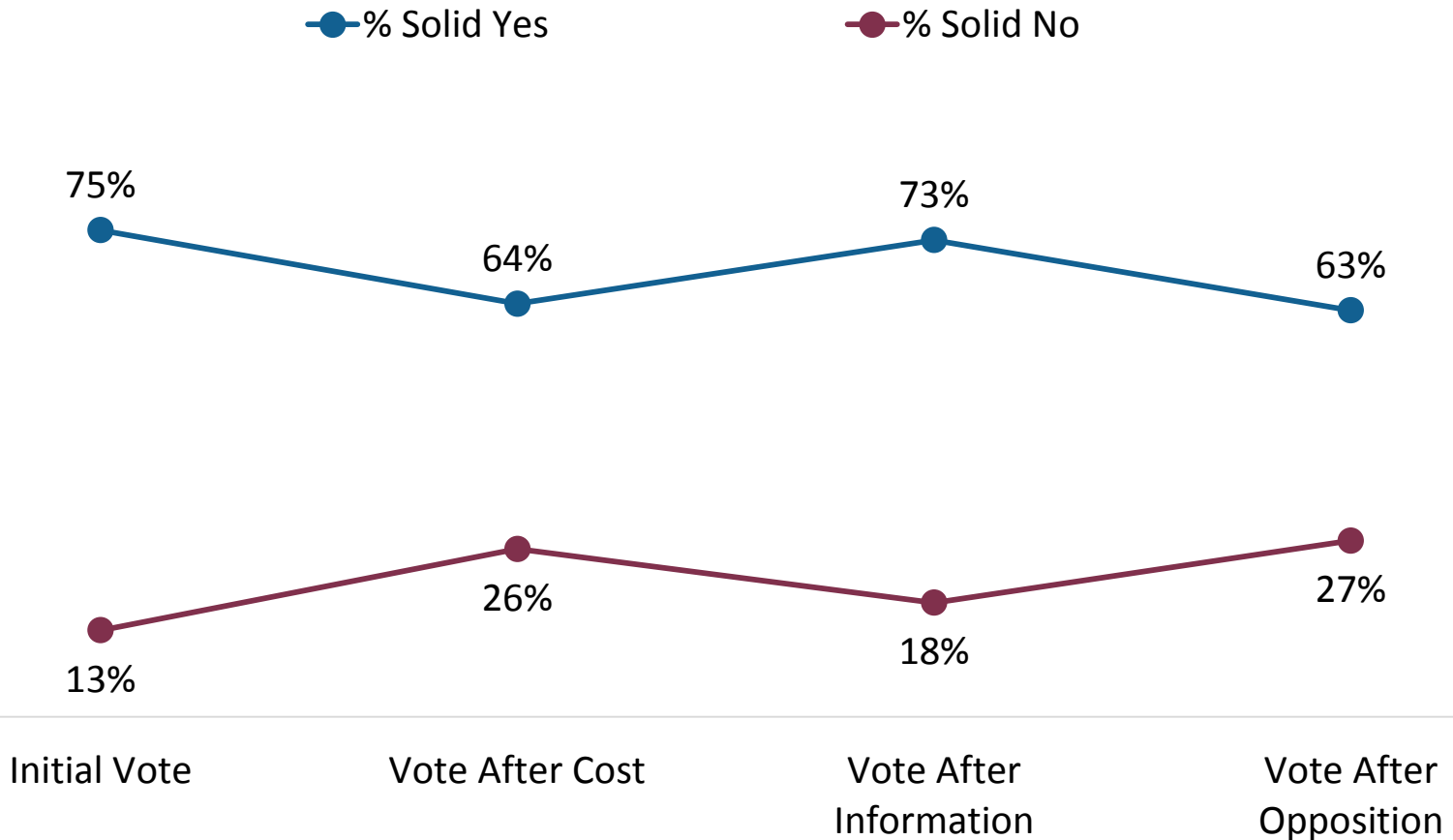
All potential opposition messages are compelling to at least a third of voters.



Q35-Q39. On the other side of the coin, I'd like to read you some things that OPPONENTS of the proposed bond measure have said. After each one, please tell me if that statement makes you much more likely to oppose the measure, somewhat more likely to oppose the measure, or if it does not make a difference to you.

Vote After Opposition

An organized and vocal opposition effort could drive support for a measure below two-thirds.



Q40. ... Would you vote yes to approve or no to reject the measure?

Conclusions

- ▶ Oakland residents recognize the need for infrastructure improvements in the city.
- ▶ There is strong support for a revenue bond.
- ▶ Polling indicates that the city should consider a measure for November 2016.

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