



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Margaret L. O'Brien
Interim Director of Finance

SUBJECT: FY 2021-23 Budget Advisory
Commission Budget Poll

DATE: February 24, 2021

City Administrator Approval

Date:

Feb 25, 2021

RECOMMENDATION

Staff Recommends That The City Council Receive An Informational Report Presenting The Results Of The Budget Priorities Poll Of Oakland Residents Conducted In Accordance With The Consolidated Fiscal Policy (Ordinance 13487 C.M.S.) As Part Of The Fiscal Year (FY) 2021-23 Budget Development.

EXECUTIVE SUMMARY

Pursuant to the adoption of the Consolidated Fiscal Policy (“CFP”) Ordinance No. 13487 C.M.S., the City Administrator is required to develop and release a survey to assess the public’s concerns, needs, and priorities before the biennial budget is developed. **Attachment A** contains the survey questions and respondents’ answers.

BACKGROUND / LEGISLATIVE HISTORY

On December 14, 2014, the City Council adopted the CFP (Ordinance No 13279 C.M.S.). The CFP was amended on May 15, 2018, by the City Council (Ordinance No. 13487 C.M.S.) as part of a regular review of the City’s financial policies and to amend the definition of “excess” Real Estate Transfer Taxes.

Section 3.1 of the CFP requires the City Administrator to release a survey to assess the public’s concerns, needs, and priorities before the biennial budget is developed (excerpt below). One purpose of the budget poll is to gather public opinion on budget priorities.

1. Assessment of Stakeholder Needs, Concerns, and Priorities

Timeline: Budget Advisory Committee review prior to survey release. Survey completion by December 5th of even-numbered years. Results publicly available within three weeks of survey’s close.

City Council
March 2, 2021

Requirements: *The City Administrator should develop or secure a statistically valid survey for assessing the public's concerns, needs and priorities prior to the development of the biennial budget. Whenever feasible, the City should conduct a professional poll administered to a statistically relevant and valid sample of residents that is representative of Oakland's population in terms of race, income, neighborhood, age, profession, family size, homeownership/renter-ship, etc. If that's not possible, then demographic information should be collected and reported out with the survey results.*

Attachment A contains the results of the Budget Priorities Community Survey. **Attachment B** contains the Budget Priorities Community Survey PowerPoint presentation.

ANALYSIS AND POLICY ALTERNATIVES

The survey, utilizing a direct public outreach method, provides the City Administration and City Council information on the public's needs, concerns, and priorities. The survey is conducted through a professionally administered poll to statistically represent the City's population in terms of, but not limited to, race, age, profession, family size, geographical area, and income.

FISCAL IMPACT

No fiscal impact has been identified.

PUBLIC OUTREACH / INTEREST

Section 3.1 of the CFP requires the survey results to be publicly released using various methods, including publishing the results on the City's Budget website, sharing on social media, and otherwise made widely available.

COORDINATION

The report was prepared in coordination with the Finance Department and the City Administrator's Office.

SUSTAINABLE OPPORTUNITIES

Economic: The survey assesses a sampling of the City's residents on their needs, concerns, and priorities to contribute to the City's biennial budget process.

Environmental: There are no environmental opportunities associated with this report.

Race & Equity: This survey provides insight into the racial disparities that a sampling of Oakland residents consider to be most important to address. Taken as a whole, this poll can assist in shaping budget priorities to be in line with services that residents believe are most important to fund.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Receive An Informational Report Presenting The Results Of The Budget Priorities Poll Of Oakland Residents Conducted In Accordance With The Consolidated Fiscal Policy (Ordinance 13487 C.M.S.) As Part Of The Fiscal Year (FY) 2021-23 Budget Development.

For questions regarding this report, please contact Lisa Agustin, Budget Administrator, at 510-238-2989.

Respectfully submitted,

Margaret L. O'Brien

Margaret L. O'Brien
Interim Director of Finance

Reviewed by:
Lisa Agustin, Budget Administrator
Budget Bureau

Prepared by:
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Budget Bureau

Attachments (2):
Attachment A – Budget Priorities Community Survey Results
Attachment B – Budget Priorities Community Survey PowerPoint Presentation

DECEMBER 17 2020 - JANUARY 7, 2021



2020 CITY OF OAKLAND BUDGET PRIORITIES SURVEY
320-914-WT (TRACKS ADDED)
N=1862
A/B SPLIT
MARGIN OF SAMPLING ERROR ±2.8% (95% CONFIDENCE LEVEL)

Hello, I'm _____ from _____, a public opinion research firm. We're conducting a survey about issues that concern people in Oakland. I am not trying to sell you anything and I won't ask for a donation of any kind. **(IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH OR CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely.....	75%
Yes, cell but cannot talk safely -----	TERMINATE
No, not on cell.....	25%
(DON'T READ) DK/NA/REFUSED -----	TERMINATE

NEXT, I AM GOING TO ASK YOU A FEW QUESTIONS TO ENSURE WE ARE TALKING TO A REPRESENTATIVE SAMPLE OF OAKLAND RESIDENTS.

B. In what year were you born?

2003 or earlier (0-17)-----	TERMINATE
2002-1996 (18-24).....	6%
1995-1991 (25-29).....	7%
1990-1986 (30-34)-----	13%
1985-1981 (35-39)-----	12%
1980-1976 (40-44).....	8%
1975-1971 (45-49).....	9%
1970-1966 (50-54).....	8%
1965-1961 (55-59).....	8%
1960-1956 (60-64).....	7%
1955-1946 (65-74)-----	13%
1945 or earlier (75 & over)-----	7%
(DON'T READ) DK/Refused-----	3%

C. Next, with which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; multiracial; or some other ethnic or racial background? **(IF ASIAN/PACIFIC ISLANDER, ASK: More specifically, would you say that you are Chinese, Filipino, Indian or Southeast Asian, Japanese, Korean or Vietnamese?) (ACCEPT MULTIPLE RESPONSES)**

Latino/Hispanic.....	20%
African American/Black.....	26%
Caucasian/White.....	32%
Chinese.....	6%
Filipino.....	2%
Indian or Southeast Asian.....	3%
Japanese.....	1%
Korean.....	1%
Vietnamese.....	1%
Multiracial.....	4%
Other Asian/Pacific Islander.....	4%
Other ethnic/racial background (SPECIFY)	1%
(DON'T READ) DK/NA/REFUSED	4%

D. What is your gender?

Male.....	47%
Female.....	50%
Nonbinary.....	1%
Another gender (SPECIFY)	0%
(DON'T READ) DK/NA/REFUSED	2%

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

First through 11 th grade.....	2%
High school graduate.....	14%
Vocational/technical school.....	3%
Some college, no degree.....	16%
Associate degree.....	12%
Four-year college or bachelor's degree.....	27%
Graduate school or advanced degree.....	23%
Don't know/Rather not say.....	3%

NOW I WOULD LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT LIFE IN OAKLAND.

1. 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?

	<u>2000</u>	<u>2002</u>	<u>2005</u>	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2021</u>
EXCELLENT/GOOD	65%	64%	61%	70%	70%	64%	59%
Excellent	18%	19%	19%	26%	27%	16%	13%
Good	47%	45%	42%	44%	43%	48%	46%
FAIR/POOR	34%	35%	38%	30%	29%	36%	40%
Only fair	28%	27%	30%	22%	21%	27%	26%
Poor	6%	8%	8%	9%	8%	8%	14%
(DON'T KNOW/NA)	0%	1%	1%	0%	0%	0%	1%

2. Next, 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? **(DO NOT READ OPTIONS; OPEN-ENDED. RECORD VERBATIM RESPONSE AND THEN CODE AFTER INTERVIEW IS COMPLETE. IF RESPONDENT MENTIONS “POLICE,” FOLLOW UP FOR MORE DETAIL TO DETERMINE WHETHER IT IS CODE 23 OR 24. IF RESPONDENT MENTIONS “HOMELESSNESS,” FOLLOW UP FOR MORE DETAIL TO DETERMINE WHETHER IT IS CODE 14 OR 15)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
Homelessness (Public health/safety)-----	30%	15%
Housing costs/affordability.....	20%	9%
Street and sidewalk maintenance-----	14%	12%
Education/public schools.....	10%	12%
Crime/Violence.....	10%	12%
Police protection / Response times -----	5%	3%
Jobs/Local economy.....	4%	5%
Government waste/inefficiency.....	3%	2%
Police funding (Maintain or increase police funding)-----	3%	1%
Police reform / Reimagine public safety-----	2%	2%
Police funding (Spend less on police)-----	2%	1%
Coronavirus/COVID-19.....	2%	1%
Homelessness (Humanitarian concern)-----	2%	1%
Keeping businesses.....	1%	1%
Mental health services.....	1%	1%
Gentrification.....	1%	1%
Recreation programs.....	1%	1%
Taxes too high.....	1%	1%
Drug crisis.....	0%	1%
Other.....	3%	5%
(DK/NA)	4%	15%

3. Next, do you approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here? **(IF APPROVE/DISAPPROVE, ASK: Is that strongly or somewhat APPROVE/DISAPPROVE?)**

TOTAL APPROVE -----	41%
Strongly approve.....	6%
Somewhat approve -----	35%
 TOTAL DISAPPROVE -----	 51%
Somewhat disapprove-----	24%
Strongly disapprove -----	27%
 (DON'T KNOW/NA) -----	 8%

**NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL
WITH OAKLAND'S CITY GOVERNMENT BUDGET.**

4. First, how closely do you follow issues related to the Oakland City budget? **(READ LIST)**

	<u>2017</u>	<u>2018</u>	<u>2021</u>
EXTREMELY/VERY CLOSELY -----	19%	10%	15%
Extremely closely.....	4%	2%	4%
Very closely.....	15%	8%	11%
 Somewhat closely.....	 38%	 36%	 35%
 TOTAL NOT CLOSELY -----	 42%	 53%	 50%
Not too closely.....	25%	33%	31%
Not at all closely.....	17%	20%	19%
 (DON'T KNOW/NA)	 1%	 1%	 1%

5. Now I am going to mention some of the services the City provides its residents. Due to the impact of COVID-19 on City revenues, this year the City will face some of the hardest choices in years 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. **(RANDOMIZE CUTS/WILLING TO PAY PHRASES) (IF CUTS, ASK: Would you be willing to make large cuts or just some cuts?) (IF PAY MORE, ASK: Would you be willing to pay just some more to maintain this service, or pay significantly more to improve it?) (RANDOMIZE)**

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>PAY SOME TO MAIN</u>	<u>PAY MORE TO IMPR</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>
[]a. Fire prevention						
2021.....	5%	17%	49%	20%	8%	22%
2018.....	3%	11%	51%	28%	7%	14%
[]b. Youth programs at City parks and recreation centers						
2021.....	5%	18%	42%	28%	7%	23%
2018.....	4%	10%	43%	38%	6%	13%
2017.....	3%	7%	47%	35%	8%	10%
2015.....	3%	18%	52%	24%	3%	21%
[]c. Clean-up and removal of illegal dumping						
2021.....	4%	14%	39%	36%	7%	18%
2018.....	2%	11%	41%	38%	8%	14%
2017.....	4%	13%	41%	34%	8%	17%
2015.....	6%	22%	51%	16%	5%	29%
[]d. Job training and employment programs						
2021.....	7%	16%	40%	30%	8%	23%
2018.....	5%	15%	38%	35%	7%	19%
2017.....	2%	9%	43%	38%	9%	10%
2015.....	5%	15%	48%	29%	3%	20%
[]e. 911 response						
2021.....	4%	12%	46%	29%	10%	15%
2018 (as police 911 response*).....	4%	9%	44%	32%	11%	13%
[]f. Violence prevention and intervention services						
2021.....	5%	14%	38%	34%	10%	19%
2018.....	4%	10%	41%	37%	8%	14%
2017.....	3%	8%	38%	41%	10%	11%
2015.....	4%	11%	48%	32%	5%	15%
(SPLIT SAMPLE A ONLY)						
[]g. Police patrols in neighborhoods						
2021.....	11%	23%	29%	28%	9%	34%
2018.....	6%	14%	41%	33%	6%	20%

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>PAY SOME TO MAIN</u>	<u>PAY SIG MORE TO IMPR</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>
(SPLIT SAMPLE A CONT.)						
[]h. Addressing speeding and unsafe driving in neighborhoods						
2021.....	10%	28%	34%	20%	9%	38%
2018.....	8%	24%	34%	24%	11%	32%
[]i. Youth restorative justice -----	7%	18%	34%	26%	15%	25%
[]j. Youth violence prevention services -----	5%	14%	38%	34%	8%	20%
[]k. Removal of graffiti						
2018.....	17%	32%	30%	13%	9%	49%
2018.....	14%	28%	32%	15%	11%	43%
2017.....	10%	25%	34%	17%	14%	36%
2015.....	14%	38%	33%	10%	5%	52%
[]l. Maintenance of public parks -----	5%	24%	48%	18%	6%	28%
[]m. Maintenance of street medians and other open space.....	9%	27%	38%	19%	8%	36%
[]n. Street lighting in your neighborhood						
2021.....	9%	25%	42%	15%	9%	33%
2018.....	4%	14%	54%	19%	9%	18%
2017.....	5%	16%	47%	19%	13%	21%
2015.....	5%	26%	51%	12%	7%	31%
[]o. Neighborhood traffic improvements -----	9%	31%	34%	17%	9%	40%
[]p. Preserving existing affordable housing for low-income households -----	8%	12%	34%	38%	7%	21%
[]q. Providing temporary shelter, such as cabin communities, mobile housing, and traditional shelter beds to homeless populations						
2021.....	8%	13%	33%	40%	7%	20%
2018 (<i>worded slightly differently</i>) -----	7%	8%	30%	47%	8%	15%
[]r. Providing homelessness prevention services that target those most at risk of homelessness.....	8%	11%	30%	44%	7%	19%
[]s. Programs to retain Oakland businesses						
2021.....	6%	16%	41%	27%	8%	23%
2018.....	6%	20%	41%	23%	11%	26%
[]t. Childcare and Head Start programs						
2021.....	7%	13%	40%	32%	8%	20%
2018.....	5%	12%	35%	41%	8%	17%
2017.....	3%	6%	44%	36%	10%	9%
2015.....	4%	16%	49%	27%	4%	20%
[]u. Programs at senior centers						
2021.....	6%	21%	46%	18%	8%	27%
2018.....	4%	12%	51%	22%	11%	16%
2017.....	2%	12%	49%	26%	11%	14%
2015.....	5%	24%	52%	14%	6%	28%

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>PAY SOME TO MAIN</u>	<u>PAY SIG MORE TO IMPR</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>
(SPLIT SAMPLE A CONTINUED)						
[]v. Artistic and cultural activities and events						
2021.....	14%	27%	36%	16%	6%	41%
2018.....	9%	21%	40%	22%	8%	30%
2017.....	3%	16%	51%	20%	10%	20%
2015.....	8%	37%	41%	10%	5%	45%
[]w. Providing services that support tenants, including anti-eviction programs, tenant legal services, and education-----	11%	18%	32%	30%	9%	29%
[]x. Mental health and addiction treatment services.....	5%	14%	35%	41%	5%	20%
(SPLIT SAMPLE B ONLY)						
[]y. Fire and emergency medical response						
2021.....	3%	9%	54%	28%	6%	12%
2018.....	2%	8%	57%	26%	7%	10%
[]z. Police investigations to solve crimes						
2021.....	10%	20%	36%	26%	9%	30%
2018.....	4%	12%	40%	33%	11%	16%
[]aa. Disaster preparedness						
2021.....	6%	20%	44%	19%	11%	26%
2018.....	3%	11%	50%	28%	8%	14%
[]bb. Reducing and preparing for climate change						
2021.....	10%	19%	33%	28%	11%	28%
2018.....	6%	13%	36%	34%	11%	19%
2017.....	7%	19%	37%	24%	13%	26%
[]cc. Flood prevention and storm drain maintenance						
2021.....	4%	27%	44%	13%	12%	31%
2018.....	3%	20%	49%	18%	9%	23%
2017.....	5%	12%	49%	21%	13%	17%
2015.....	5%	29%	48%	12%	7%	34%
[]dd. Repair of potholes in City streets and broken sidewalks						
2021.....	3%	11%	39%	41%	6%	14%
2018.....	2%	7%	35%	49%	6%	10%
2017.....	3%	10%	38%	43%	5%	13%
2015.....	4%	16%	55%	22%	3%	20%
[]jee. Improvements to walking and bicycle infrastructure						
2021.....	16%	29%	32%	15%	8%	45%
2018 (walking) -----	4%	23%	41%	25%	7%	27%
2018 (bicycle)-----	15%	31%	29%	16%	10%	45%
[]ff. Maintenance of public buildings like libraries and recreation centers						
2021.....	5%	21%	47%	19%	7%	26%
2018.....	3%	13%	52%	25%	7%	16%
2017 (worded slightly differently) -----	5%	19%	44%	16%	15%	24%
2015.....	5%	39%	41%	8%	6%	44%

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>PAY SOME TO MAIN</u>	<u>PAY SIG MORE TO IMPR</u>	<u>(DK/NA)</u>	<u>TOTAL CUTS</u>
(SPLIT SAMPLE B CONTINUED)						
[]gg. Providing new affordable housing for low-income households -----	7%	12%	35%	39%	8%	19%
[]hh. Providing permanent housing for people experiencing homelessness -----	8%	10%	32%	43%	7%	18%
[]ii. Providing homeless encampments with basic garbage collection and sanitation services.....	8%	10%	35%	40%	8%	18%
[]jj. Enforcement of rent control and habitability standards.....	9%	18%	36%	26%	11%	27%
[]kk. Library services and hours						
2021.....	8%	23%	45%	16%	8%	31%
2018.....	5%	17%	49%	22%	8%	22%
2017.....	4%	11%	50%	24%	11%	15%
2015.....	7%	26%	49%	15%	4%	33%
[]ll. Addressing abandoned homes and businesses						
2021.....	10%	23%	32%	22%	12%	33%
2018.....	7%	19%	35%	27%	12%	26%
2017.....	6%	16%	35%	26%	16%	23%
2015.....	9%	29%	40%	13%	9%	39%

(RESUME ASKING ALL RESPONDENTS)

6. Through its budget, the City can implement the equity principle of “fair and just” through targeted investment in African American, Latino, Asian or Pacific Islander, American Indian or Native American communities that are impacted by racial disparities. 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 outcomes for each one.

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DK/NA)</u>	<u>EXT/</u> <u>VERY</u>
[]a. Increasing job opportunities for people of color.....	46%	31%	15%	6%	3%	77%
[]b. Improving health outcomes for children of color.....	50%	32%	11%	5%	3%	81%
[]c. Addressing housing displacement among people of color.....	43%	31%	16%	7%	3%	74%
[]d. Addressing homelessness among people of color.....	45%	31%	15%	7%	3%	75%
[]e. Reducing contact with the criminal justice system for youth of color.....	41%	31%	13%	8%	6%	72%
[]f. Reducing violent crime in communities of color.....	48%	34%	11%	4%	3%	83%
[]g. Improving pedestrian safety for people of color.....	28%	27%	25%	15%	6%	55%
[]h. Reducing police use of force against people of color.....	55%	26%	10%	7%	3%	80%

NOW I'D LIKE TO ASK YOU ONE MORE QUESTION ABOUT THE CITY'S BUDGET.

7. Over the next couple of years, the City of Oakland will face tens of millions of dollars in budget shortfalls due to the economic impacts of the coronavirus pandemic. Unfortunately, to keep a balanced budget, the City will have to raise taxes and fees and/or make cuts to City services. Please listen carefully, as I am going to read you five potential options, and I would like you to tell me which you feel should be the City's first step to keep a balanced budget. **(IF FIRST CHOICE MADE, ASK: And which should be the City's second step?) (IF NO FIRST CHOICE MADE, MOVE ON TO NEXT QUESTION.) (READ CHOICES IN RANDOM ORDER)**

	<u>1ST</u> <u>STEP</u>	<u>2ND</u> <u>STEP</u>
[] Raise taxes on medium- to large-sized Oakland businesses.....	24%	22%
[] Reduce spending on police services.....	23%	13%
[] Rotating fire station closures during times of low fire danger.....	13%	19%
[] Reduce spending on community services, such violence prevention, arts, and recreation and senior programs.....	11%	8%
[] Raise taxes and fees on Oakland property owners.....	10%	13%
[] Reduce spending on City infrastructure, such as streets and roads.....	8%	9%
(ALL/NONE/DK/NA)	11%	16%

NOW I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT PUBLIC SAFETY AND POLICE SERVICES.

8. First, independent of the City's budget situation, do you feel the City should provide [] more or [] fewer **(RANDOMIZE)** police officers patrolling neighborhoods and responding to 911 calls, or should they keep patrols at about the same amount? **(IF MORE/LESS, ASK: Is that a lot MORE/LESS or just a little MORE/LESS?)**

TOTAL MORE ----- 43%
 A lot more 35%
 A little more 8%

 About the same amount----- 35%

TOTAL FEWER ----- 15%
 A little fewer 8%
 A lot fewer 7%

(DON'T KNOW/NA) ----- 8%

9. Next, I am going to read you a list of different situations in which the City could have employees other than police officers respond to in the near future. I would like you to tell me which you feel should be the City's top priority for having employees other than police officers respond. **(IF FIRST CHOICE MADE, ASK: And which should be the City's second priority?) (IF NO FIRST CHOICE MADE, MOVE ON TO NEXT QUESTION.) (READ CHOICES IN RANDOM ORDER)**

	<u>TOP</u> <u>PRIORITY</u>	<u>2ND</u> <u>PRIORITY</u>
[] Nonviolent situations involving those suffering from mental illness -----	41%	17%
[] Nonviolent situations involving homeless residents -----	16%	29%
[] Public nuisance complaints, such as noise -----	12%	13%
[] Nonviolent domestic disturbances -----	10%	15%
[] Speeding and traffic enforcement.....	8%	9%
(DON'T READ) All	6%	1%
(DON'T READ) None	3%	0%
(DON'T READ) DK/NA	4%	15%

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

10. About how long have you lived in Oakland? **(READ LIST)**

Less than two years -----	3%
Two to five years -----	11%
Six to ten years.....	15%
11 to 20 years.....	23%
21 to 40 years.....	29%
41 years or more-----	19%
(DON'T READ) Don't know/Refused --	1%

11. Do you own or rent your home? **(DO NOT READ LIST)**

Own.....	40%
Rent.....	52%
Live with parents or someone who owns or rents-----	4%
Other (SPECIFY)	1%
(DON'T KNOW/NA)	2%

12. 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?

Yes.....	5%
No.....	93%
(DON'T READ) Don't know/Refused --	1%

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

Yes.....	27%
No.....	72%
(DON'T READ) Refused-----	2%

14. What is your current employment status? Are you ...? **(READ LIST; ALLOW MULTIPLE SELECTIONS)**

Employed full-time-----	52%
Employed part-time -----	8%
Self-employed or work from home -----	10%
A homemaker who does not work outside the home -----	1%
Retired.....	18%
A student.....	3%
Unemployed.....	11%
(DON'T READ) Refused-----	3%

(IF “EMPLOYED FULL TIME” OR “PART TIME” IN Q14, ASK:)

15. Is your work located in the City of Oakland?

Yes.....45%
 No.....54%
(DON'T READ) Don't know/Refused --1%

(RESUME ASKING ALL RESPONDENTS)

16. If it were not for the coronavirus pandemic, would you be earning more money than you are now?

Yes.....42%
 No.....51%
(DON'T READ) Don't know/Refused --7%

17. Thinking about your personal financial situation over the next few months, do you feel confident or uneasy you will be able to meet your living expenses? **(IF CONFIDENT/UNEASY, ASK “Is that very CONFIDENT/UNEASY or just somewhat?”)**

TOTAL CONFIDENT ----- 72%
 Very confident.....46%
 Somewhat confident-----26%

TOTAL UNEASY----- 25%
 Somewhat uneasy-----15%
 Very uneasy.....10%

(DON'T READ) DK/NA -----3%

18. I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2019?

\$30,000 and under-----12%
 \$30,001 - \$60,000-----13%
 \$60,001 - \$75,000-----13%
 \$75,001 - \$100,000 -----14%
 \$100,001 to \$150,000-----14%
 \$150,001 and over-----15%
(DON'T READ) Refused-----18%

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

Immigrated.....20%
 Born in US.....78%
(DON'T READ) DK/NA -----2%

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

Yes 5%
 No 94%
 (DK/NA) 2%

21. Are you a registered voter in the City of Oakland?

Yes 90%
 No 6%
 (DON'T READ) Refused 3%

THANK AND TERMINATE

LANGUAGE OF INTERVIEW:

English 94%
 Spanish 6%
 Chinese 1%

CITY COUNCIL DISTRICT

City Council District 1 14%
 City Council District 2 14%
 City Council District 3 15%
 City Council District 4 14%
 City Council District 5 14%
 City Council District 6 14%
 City Council District 7 14%
 DK/NA 1%

HILLS VS. FLATS

Flats (west of I-580) 63%
 Hills (east of I-580) 37%

DATA COLLECTION MODE

Telephone 50%
 Online 50%



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OAKLAND

2021 City of Oakland Budget Priorities Survey

*Key Findings from a Survey of Oakland Residents
Conducted December 17, 2020 to January 7, 2021*



OPINION
RESEARCH
& STRATEGY



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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 and ethnicity, 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.

Research Process

- Budget Advisory Commission (BAC) Meeting to Determine Survey Goals
- FM3 Drafts Survey Questionnaire
- BAC & Other City Stakeholders Review 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



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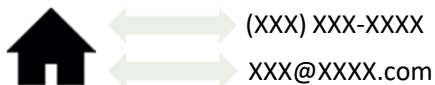
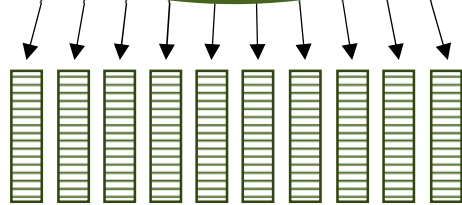
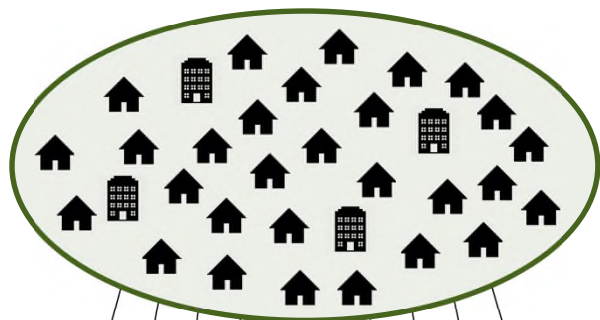
Survey Methodology

Survey Specifications



- ✓ 1,862 interviews with randomly selected Oakland residents conducted in English, Spanish and Chinese
- ✓ Conducted Dec. 17, 2020-Jan. 7, 2021, online and via landline/cell phones
- ✓ Participants were invited to participate by phone call, an email, or a postcard
- ✓ Margin of sampling error of $\pm 2.8\%$ at the 95% confidence interval ($\pm 6.3\%$ to $\pm 6.6\%$ 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 2018, 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.

Profile of Survey Respondents

- The sample was designed to reflect US Census data for adults (ages 18+) by age, gender, Council District, race/ethnicity, and homeowner/renter.
- 20% of Oakland’s population is under age 18 (thus not eligible to participate in the survey), and those residents are disproportionately Latino and in lower-income/renter households.
- When response rates were slightly higher for any particular group (such as college-educated residents), data were weighted to match the demographics of residents 18+ in the community.
- Data were also weighted to ensure each split sample was representative.

Demographic Group	Survey Respondents
Men	47%
Women	50%
<i>Ages 18-50</i>	55%
<i>Ages 50+</i>	42%
White Residents	30%
Latino Residents	20%
African American Residents	25%
Asian/Pacific Islander Residents	17%
<i>Residents without a college degree</i>	47%
<i>College+ residents</i>	50%

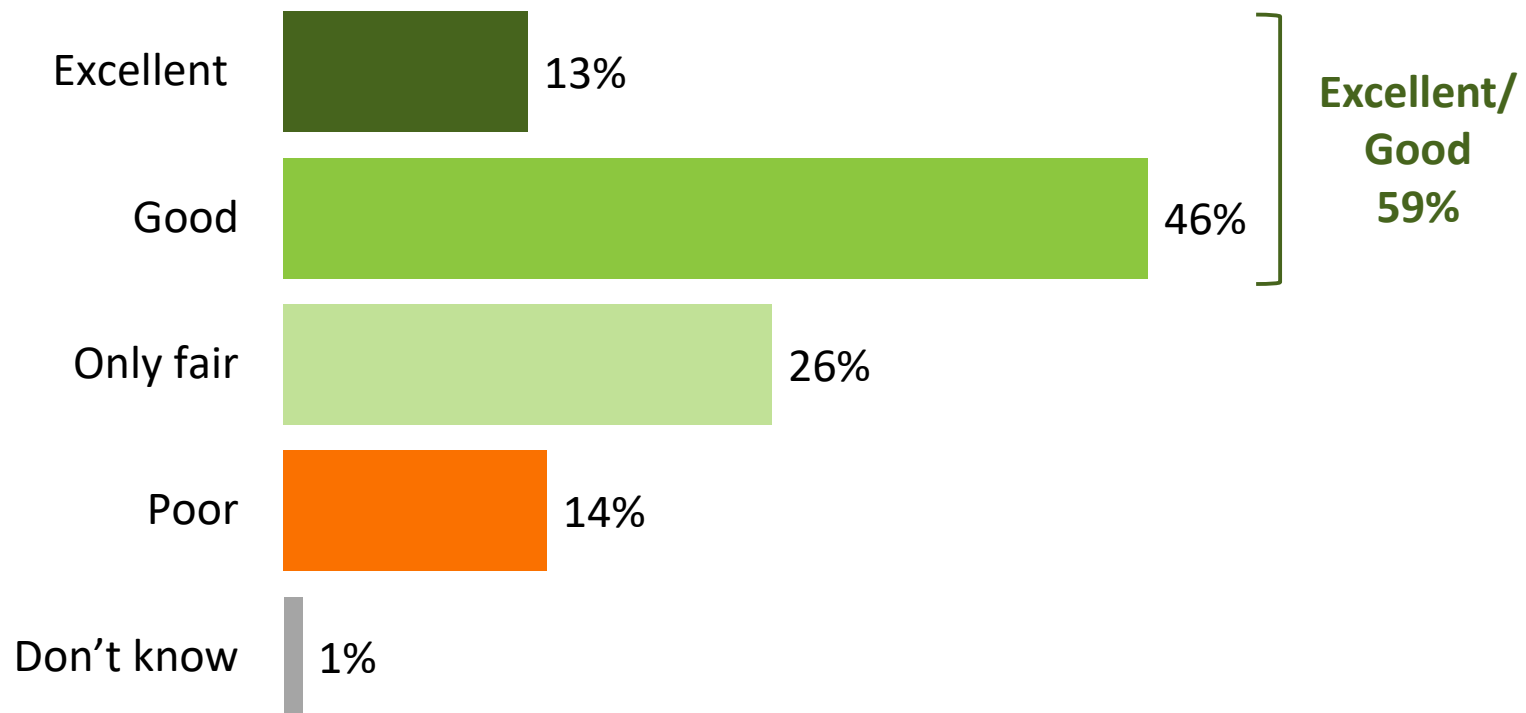


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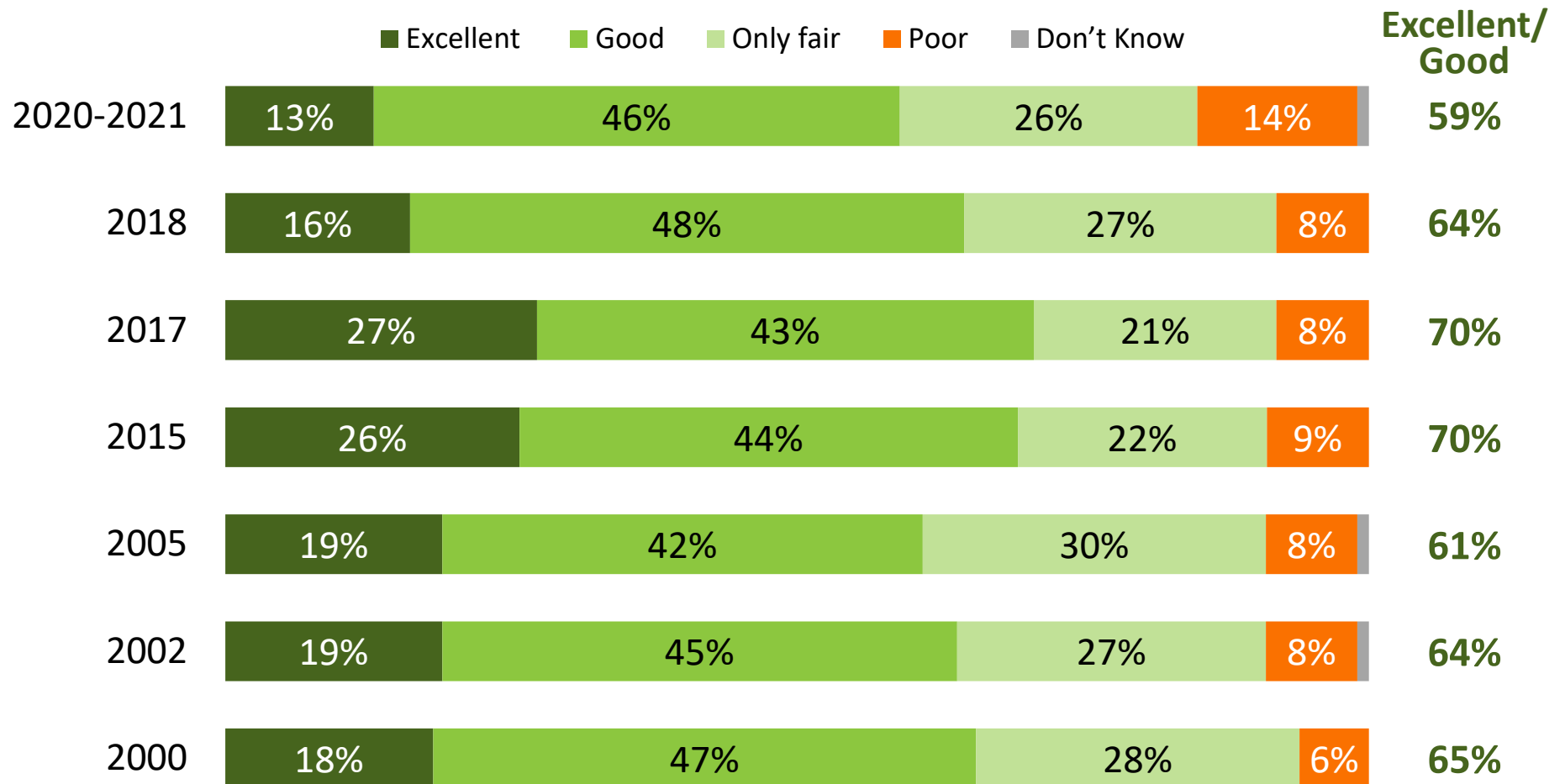
Impressions of Life in Oakland and City Government

About three in five residents rate Oakland 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?*

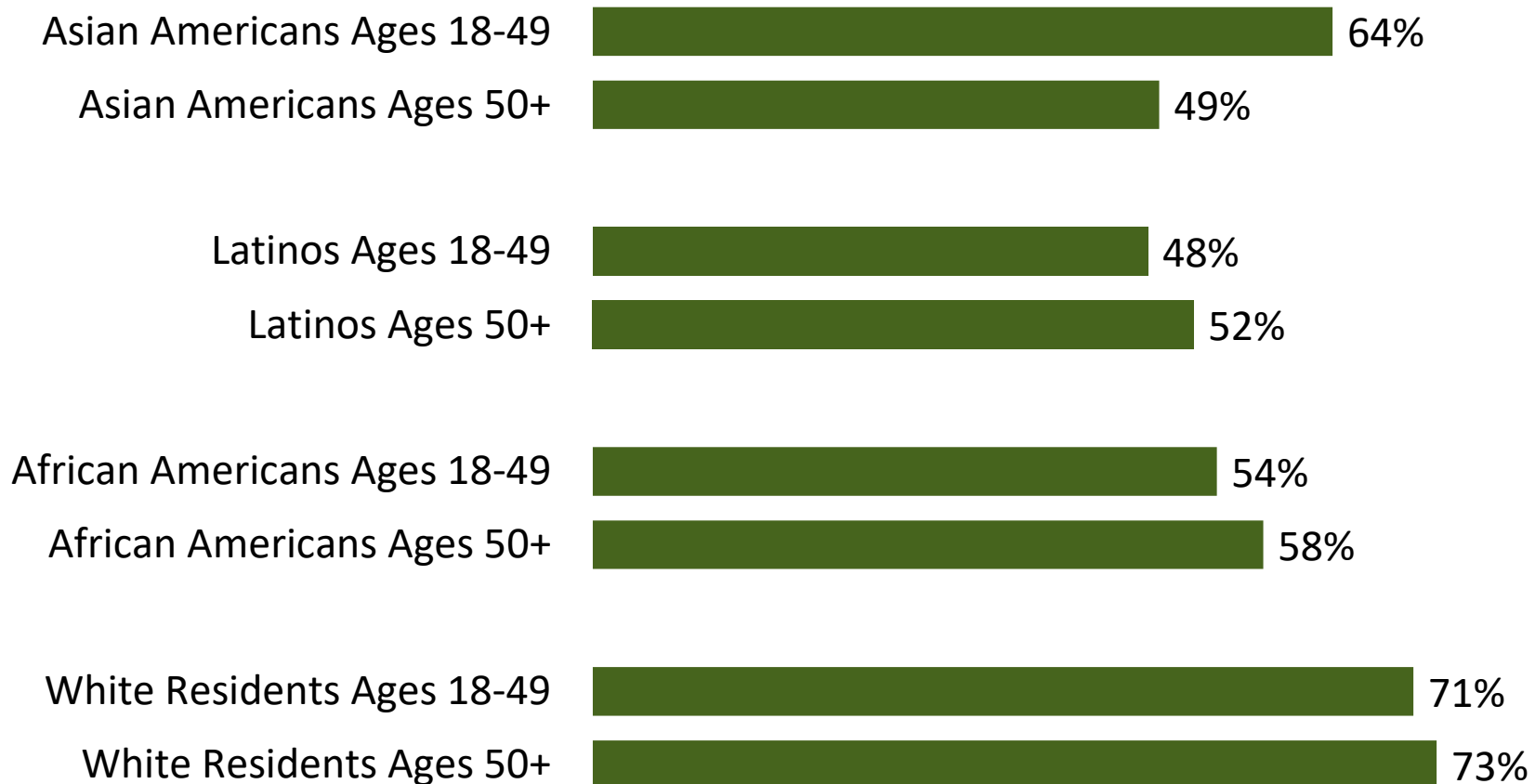


The share who rated quality of life “poor” has grown in the last two years.



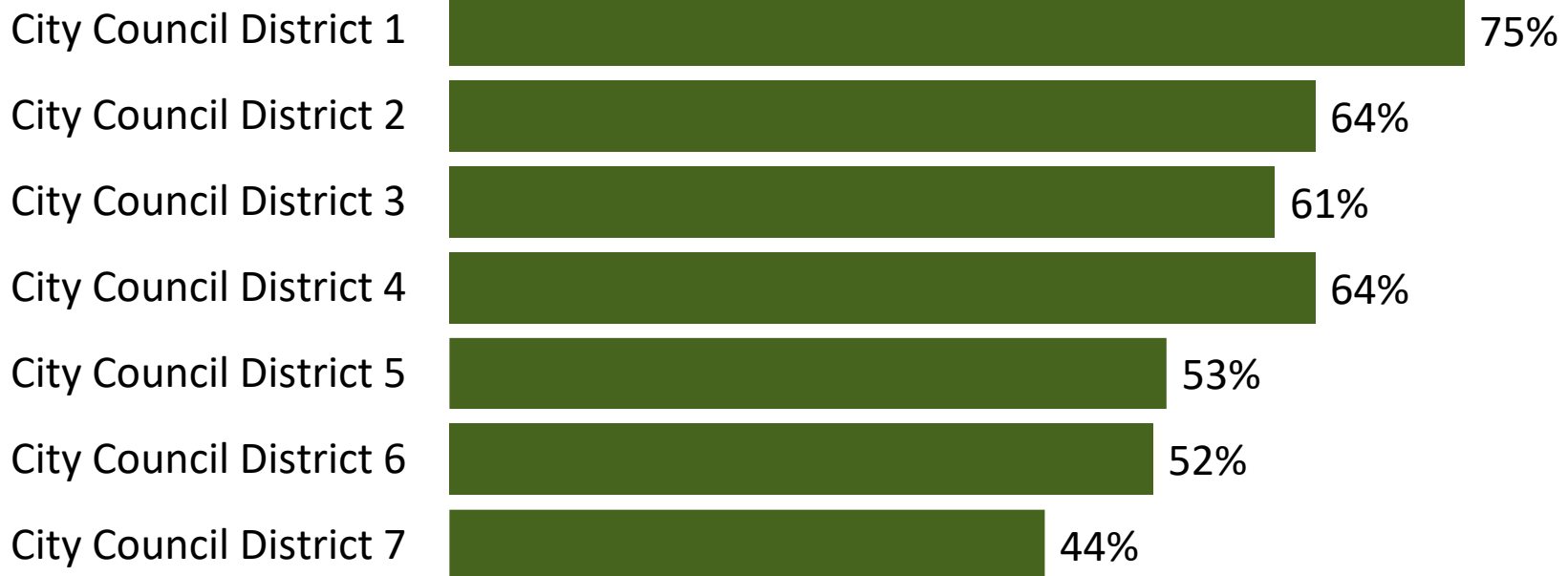
White residents also report higher quality of life ratings.

Oakland is an Excellent/Good Place to Live by Race/Ethnicity by Age



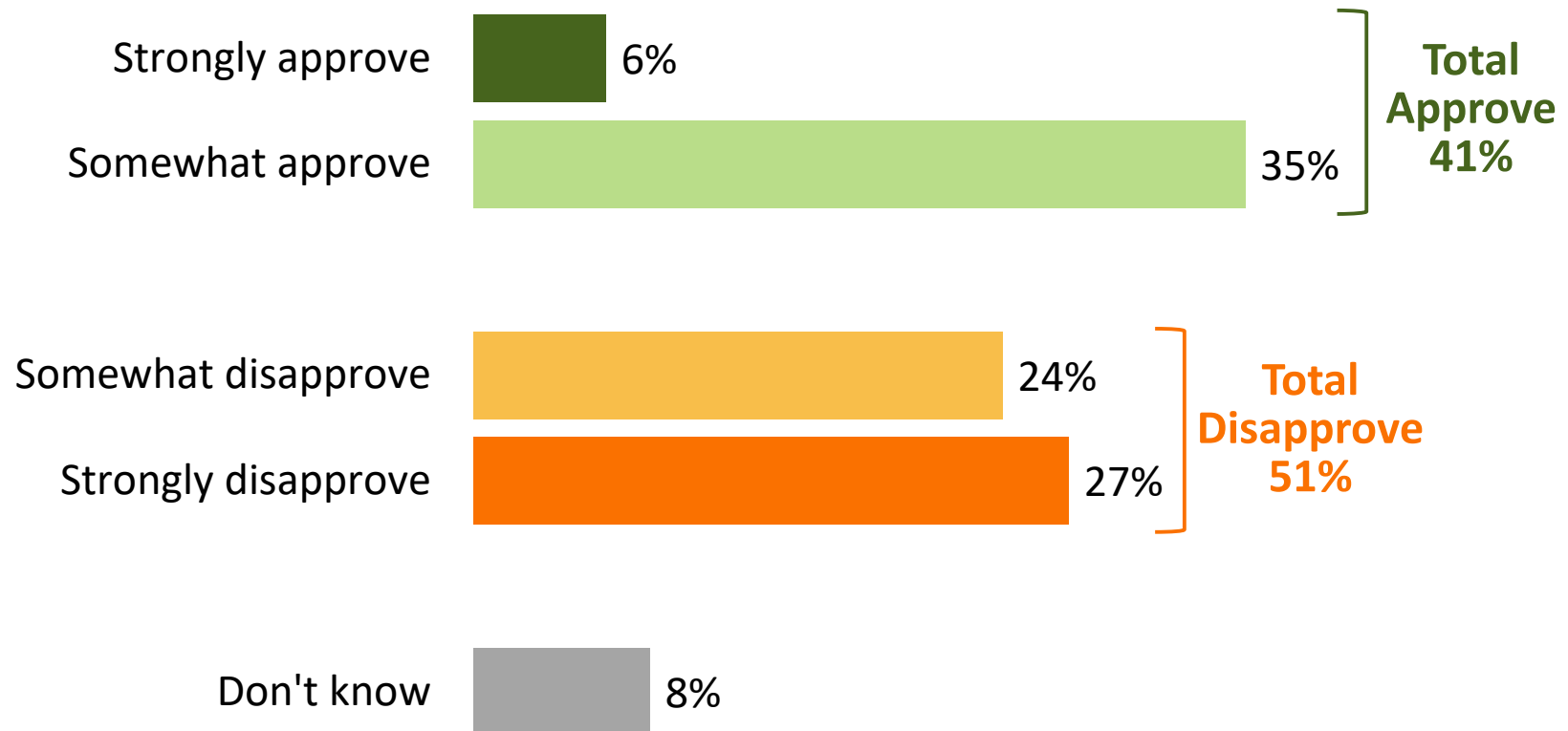
Hills residents are much more likely to give good marks to quality of life.

Oakland is an Excellent/Good Place to Live by Hills/Flats & City Council District



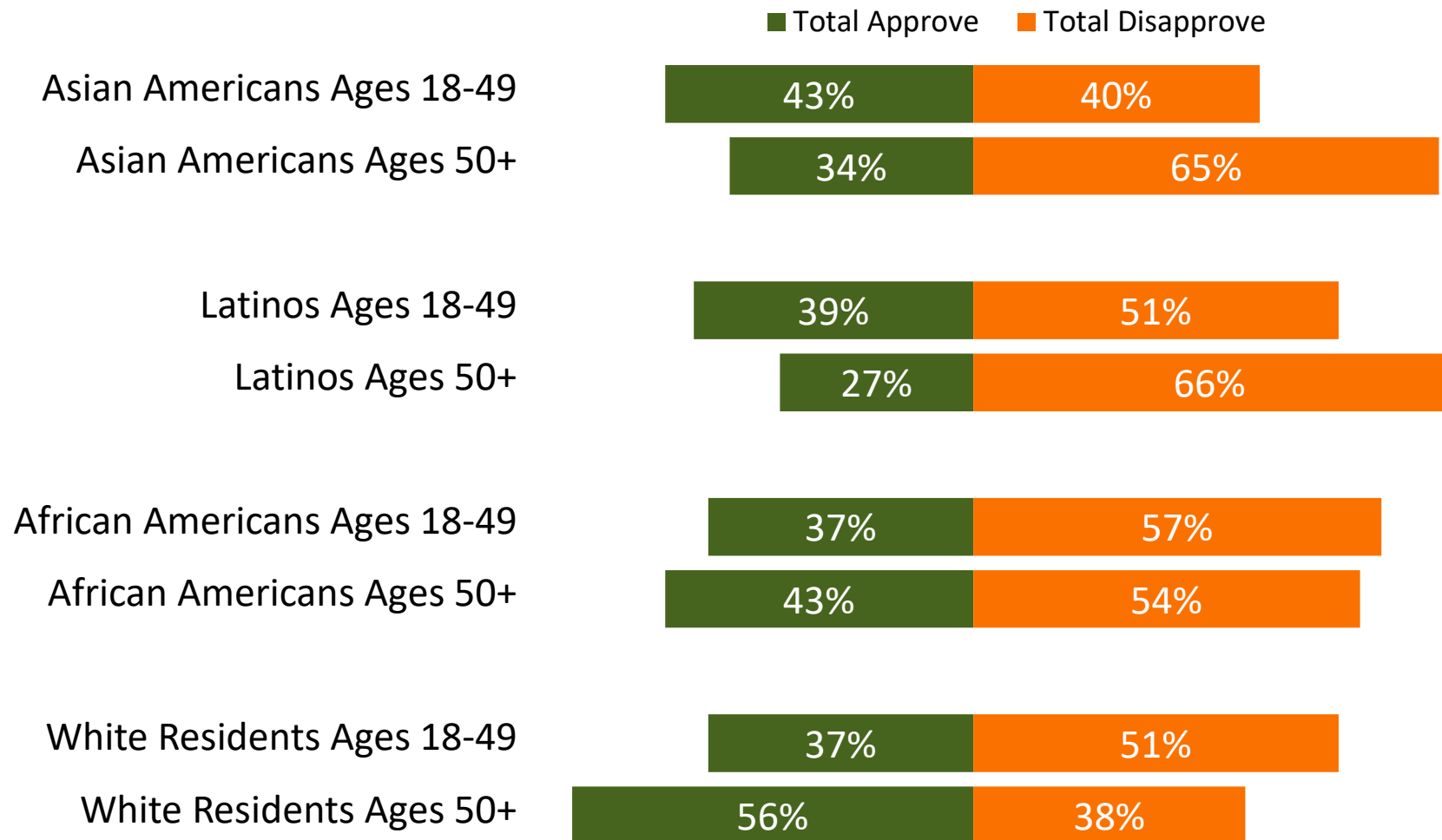
Half disapprove of the City's work providing services to people who live here.

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



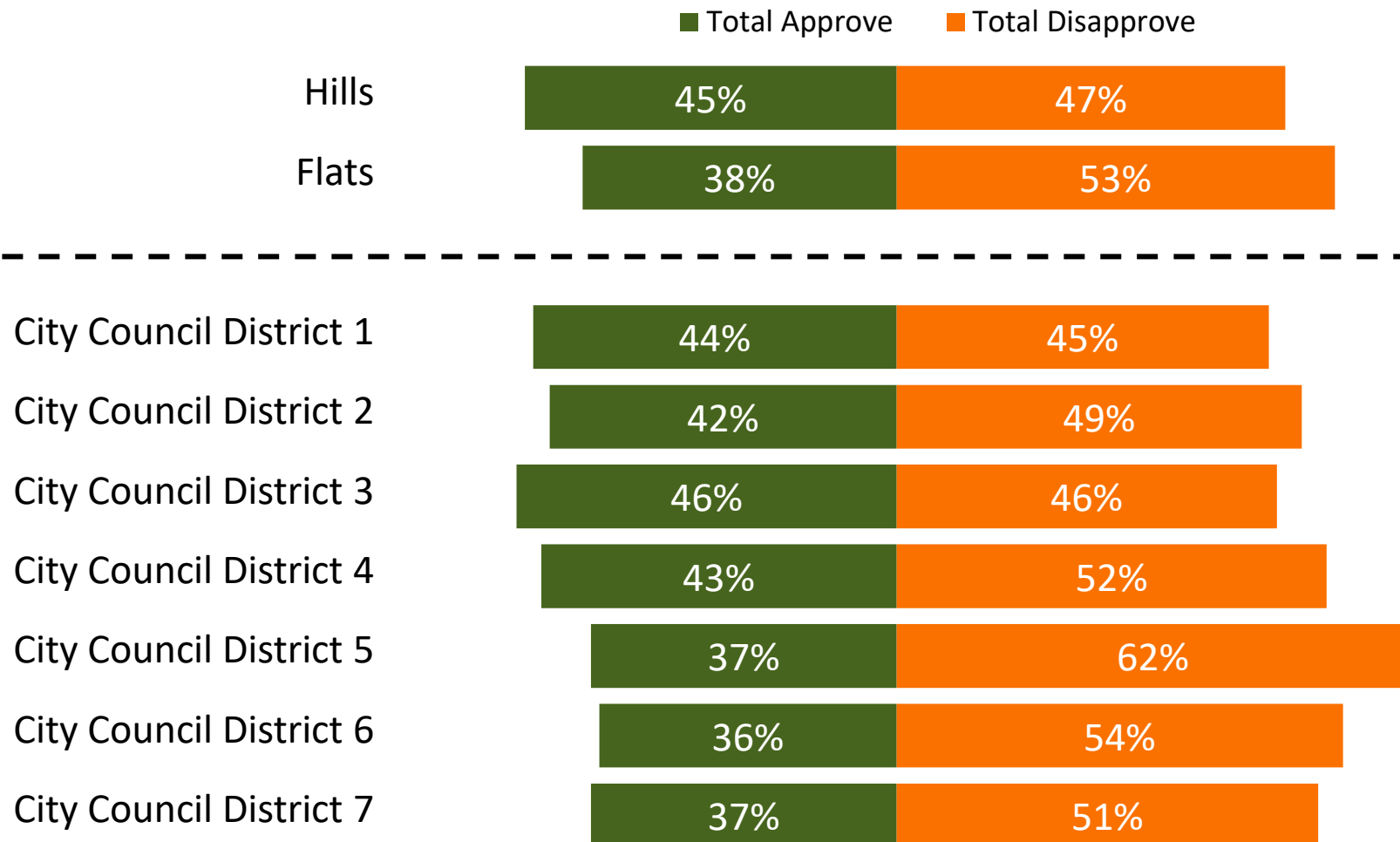
Older white residents approve of City service provision by a comparatively wide margin.

Approval Rating by Race/Ethnicity by Age



Residents of District 5 disapprove by the broadest margin.

Approval Rating by Hills/Flats & City Council District





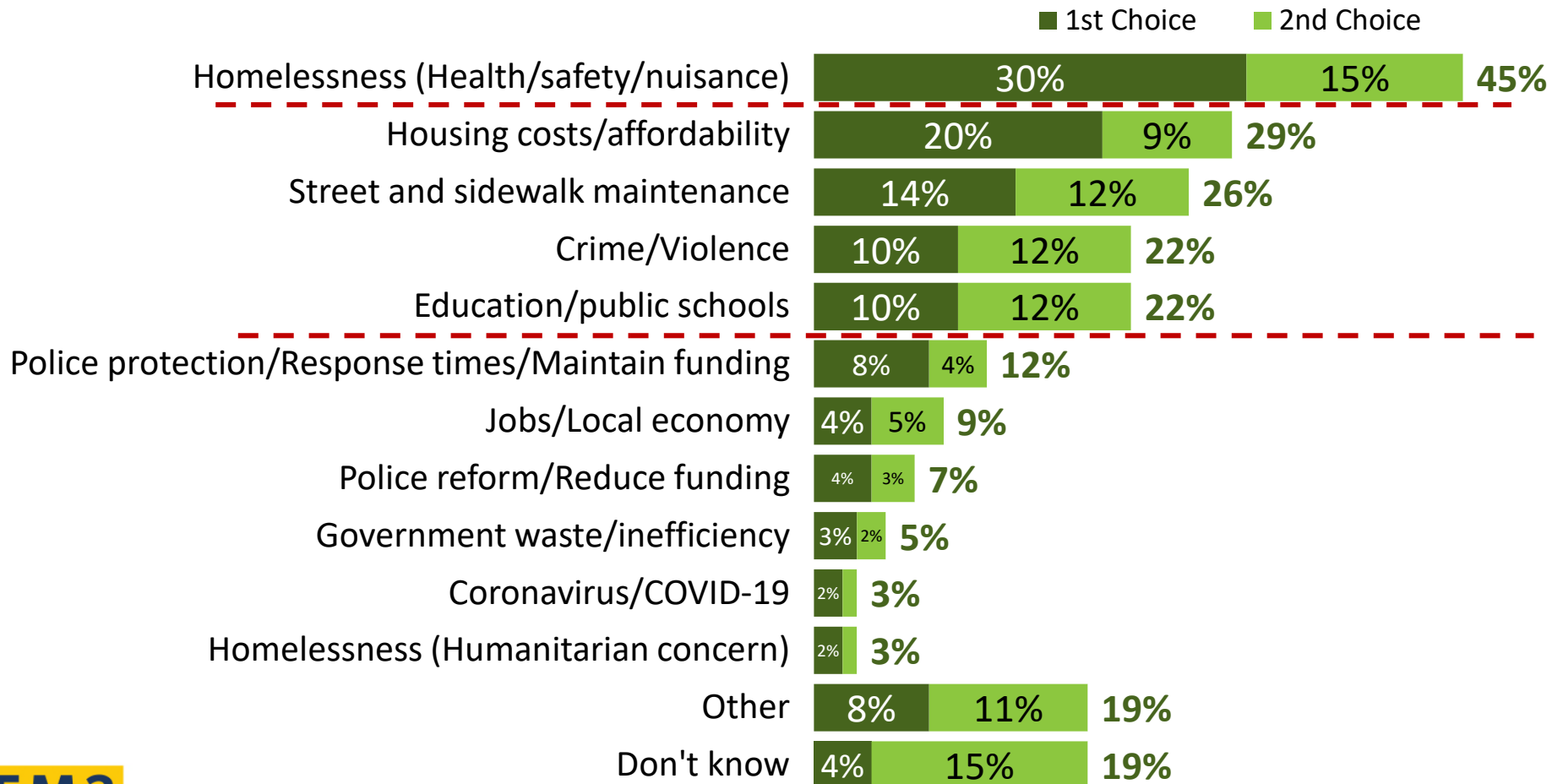
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Specific Budget Priorities

Homelessness and housing were key issues that residents want to see addressed.

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; 1st Choice 2% and Above Shown)



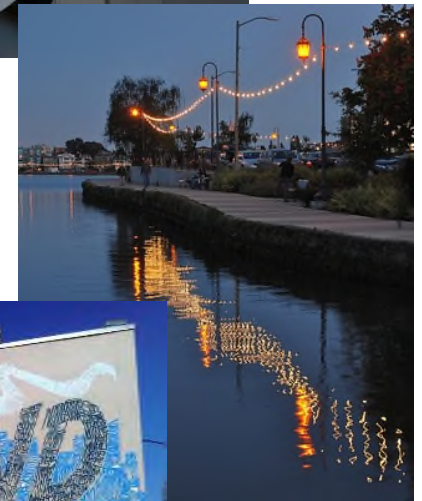
Concerns about homelessness and street and sidewalk maintenance increased notably.

(1st Choice; 2020-2021 3% and Above Shown)

Issues	2000	2002	2005	2015	2017	2018	2020-2021
*Homelessness (Public health/safety)	3%	4%	2%	2%	7%	22%	30%
*Housing costs/affordability	8%	12%	5%	10%	26%	25%	20%
*Street and sidewalk maintenance	3%	4%	4%	8%	7%	6%	14%
*Crime/Violence	19%	26%	22%	20%	15%	11%	10%
Education/public schools	33%	14%	35%	17%	12%	10%	10%
*Police protection/ Response times	--	--	--	--	11%	2%	5%
*Jobs/Local economy	5%	3%	4%	7%	4%	0%	4%
Government waste/ inefficiency	1%	1%	1%	1%	1%	1%	3%
*Police funding (Maintain or increase police funding)	--	--	--	10%	--	--	3%

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

Now I am going to mention some of the services the City provides its residents. Due to the impact of COVID-19 on City revenues, this year the City will face some of the hardest choices in years 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

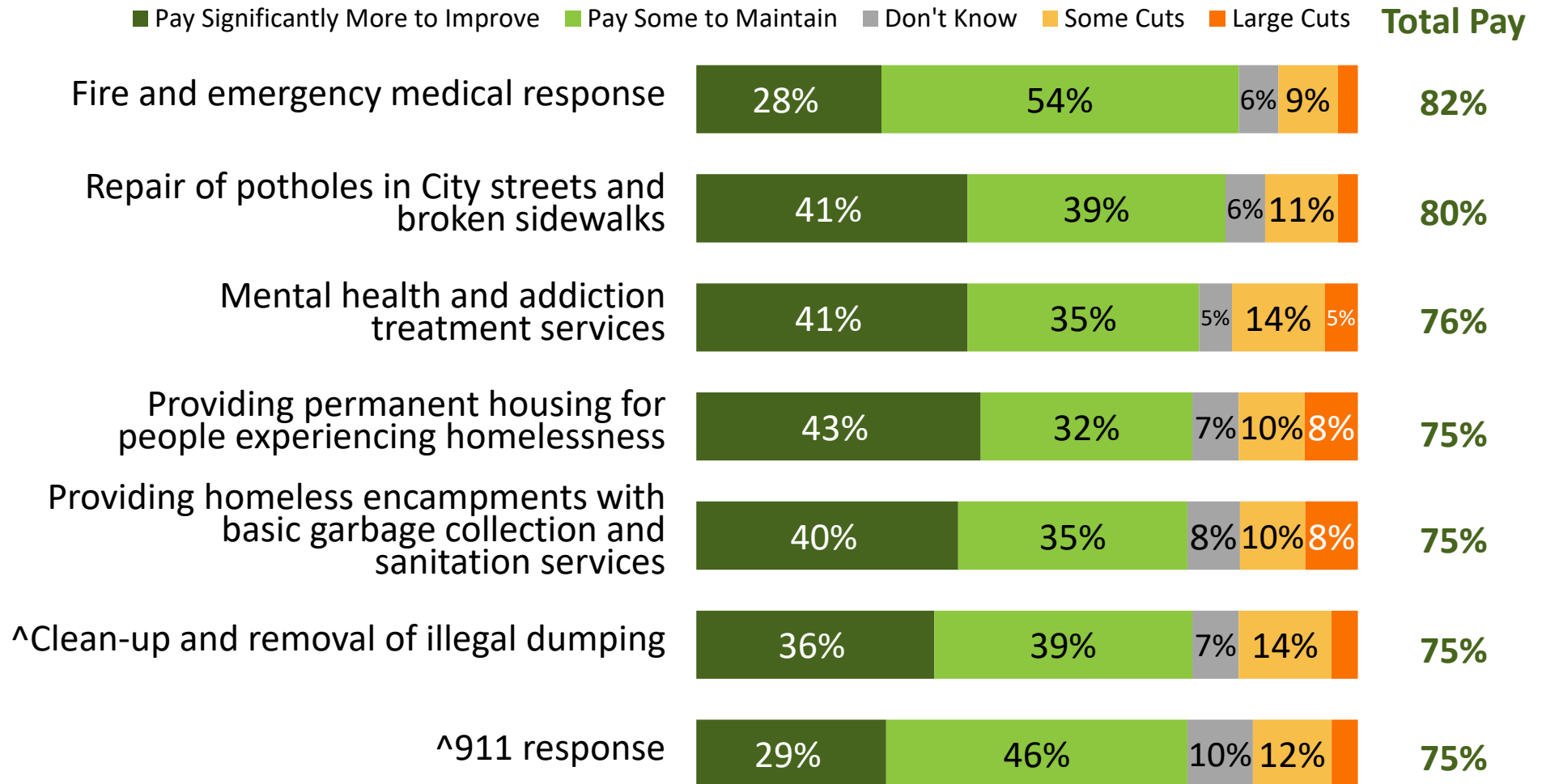
They were then asked if they would you be willing to make...

Large cuts to that service

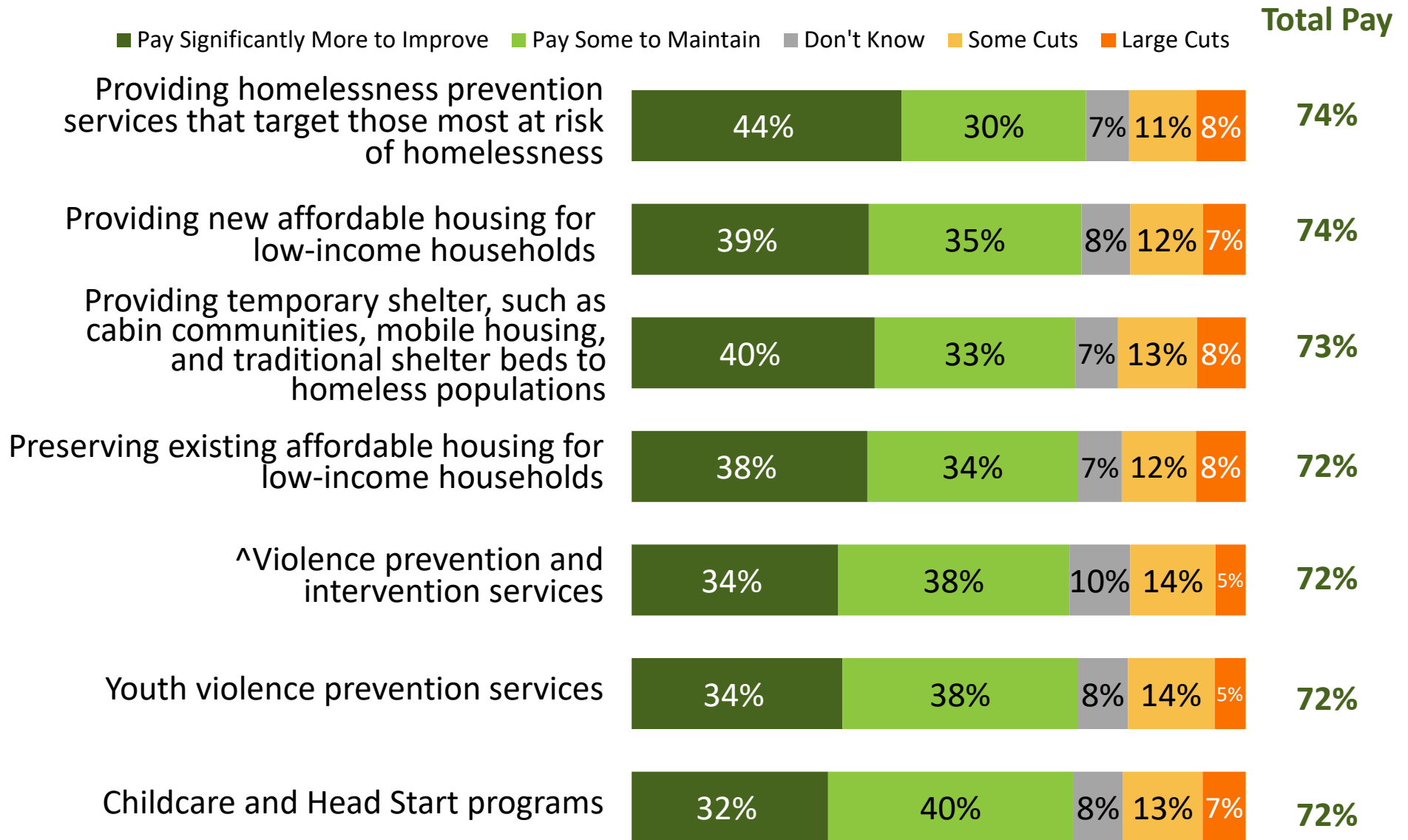
OR

Just some cuts to that service

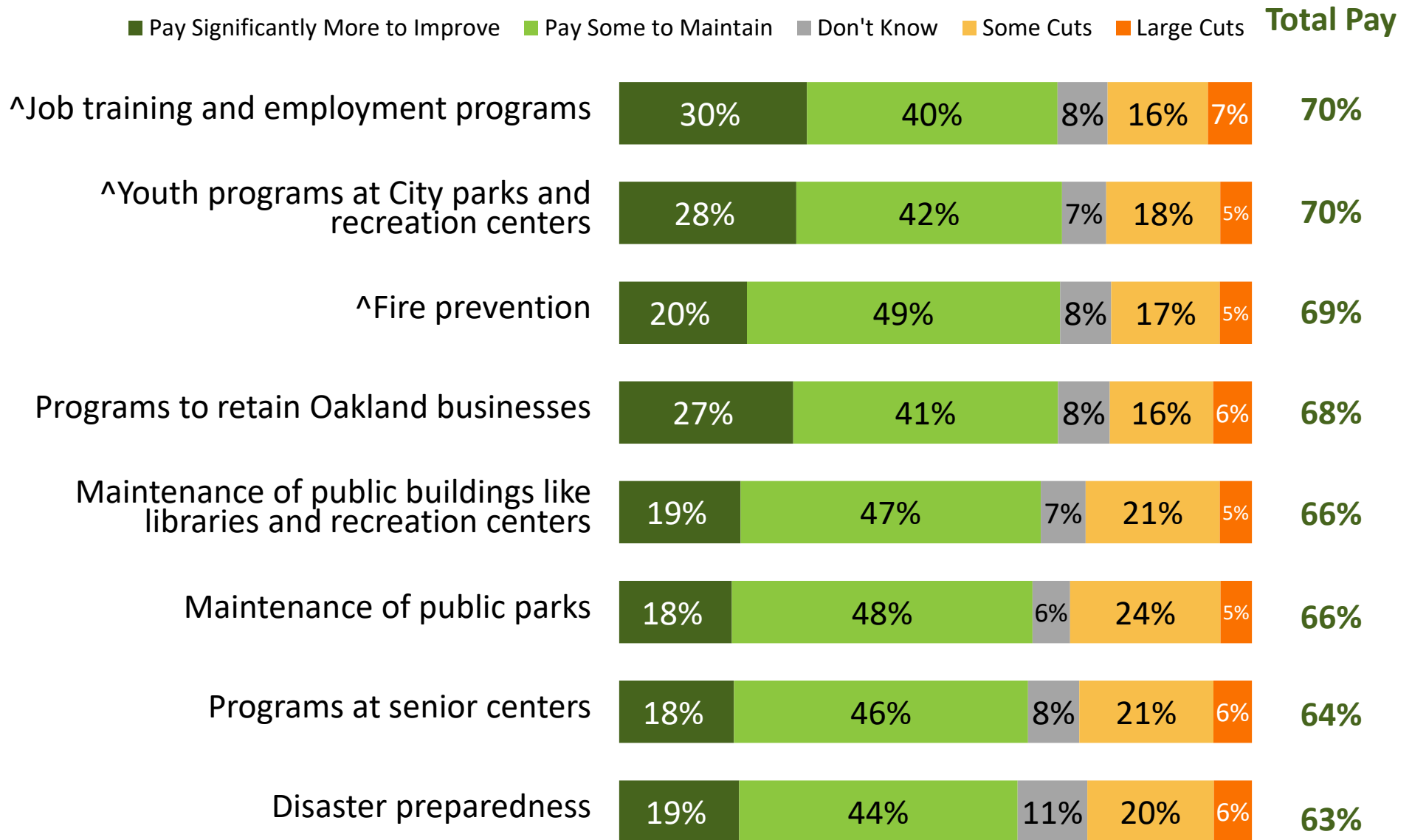
Residents were generally willing to pay more to improve or maintain City services.



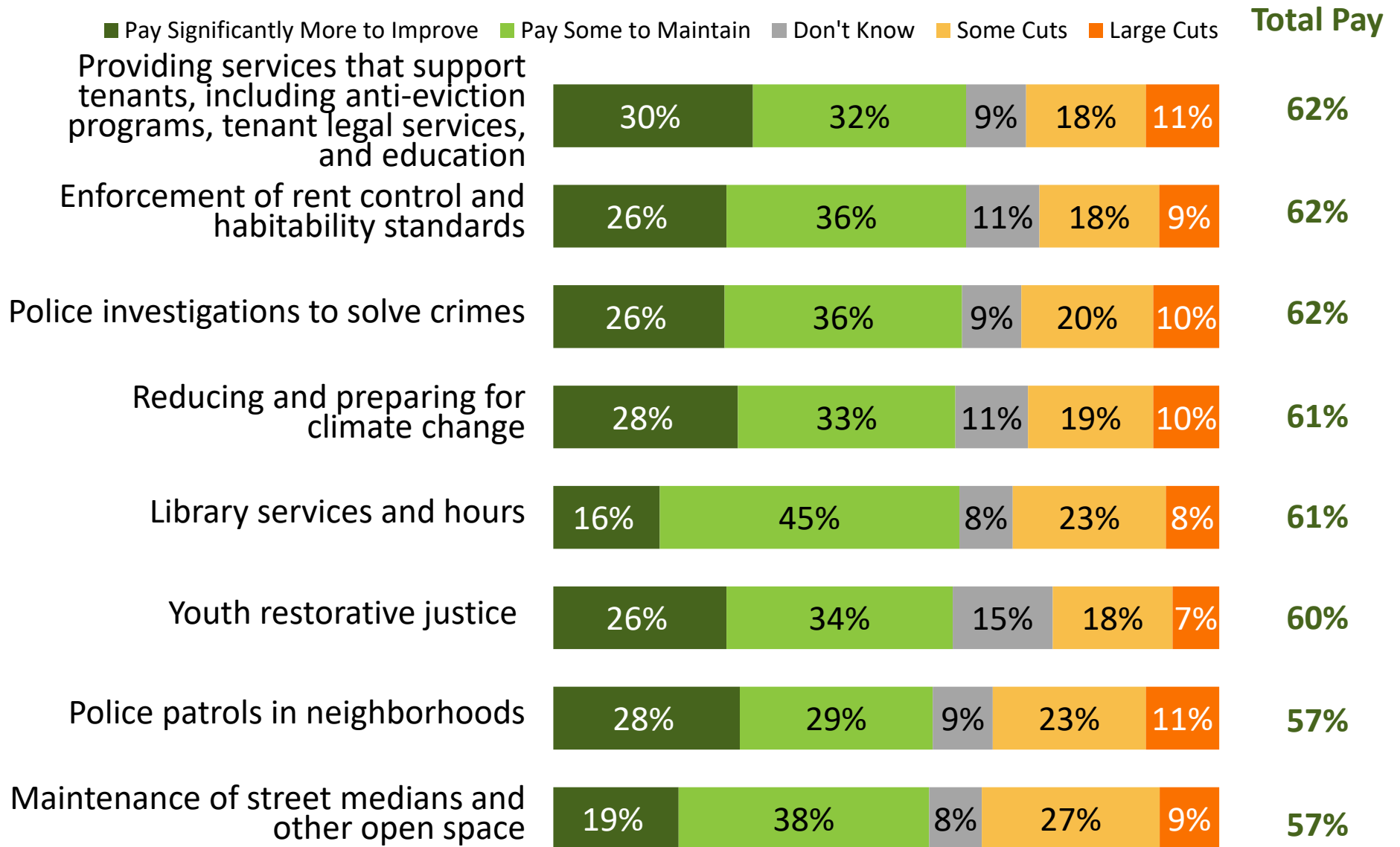
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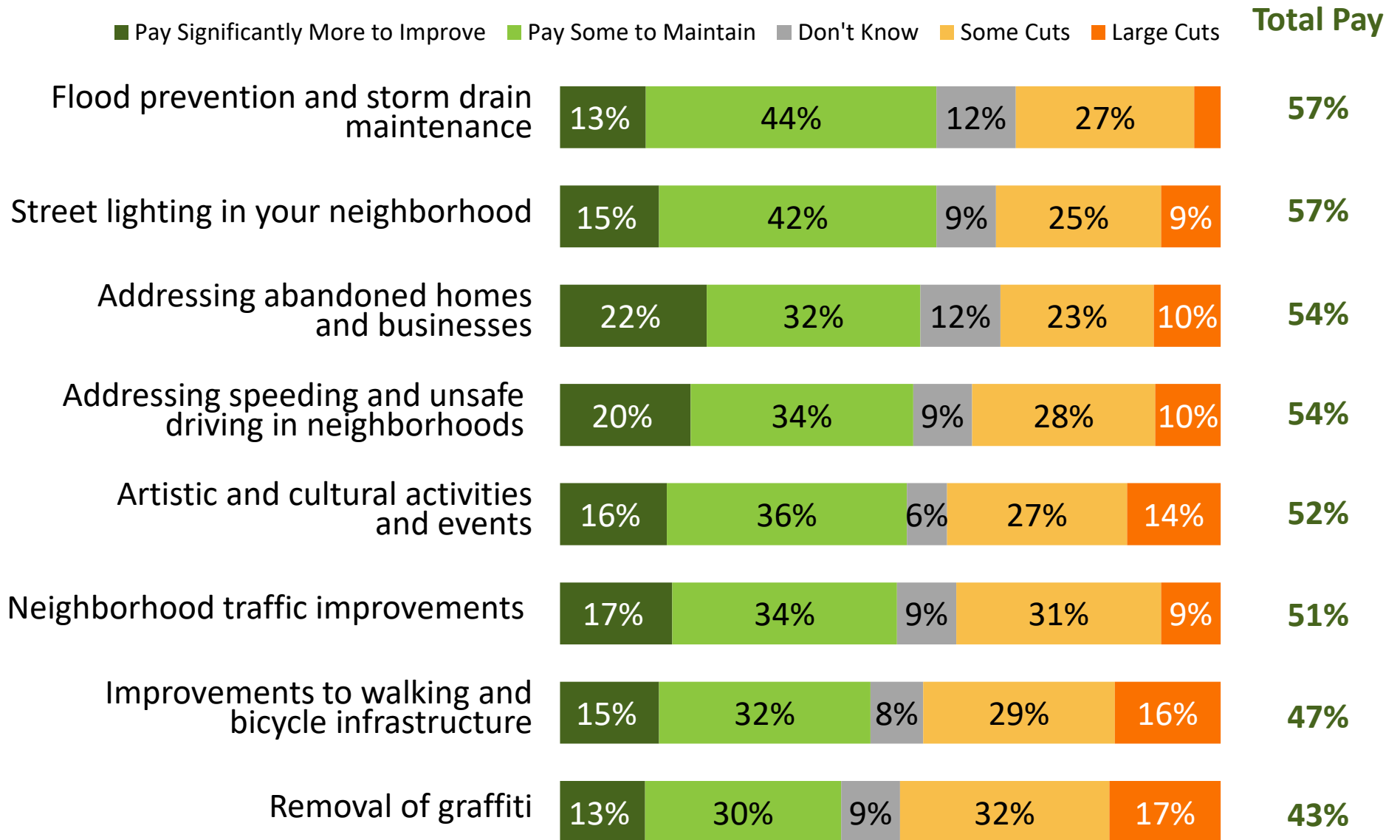
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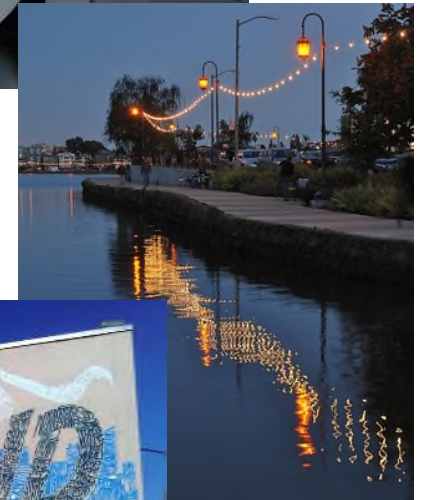


Another way to rank priorities is by the broadest willingness to cut or pay more.

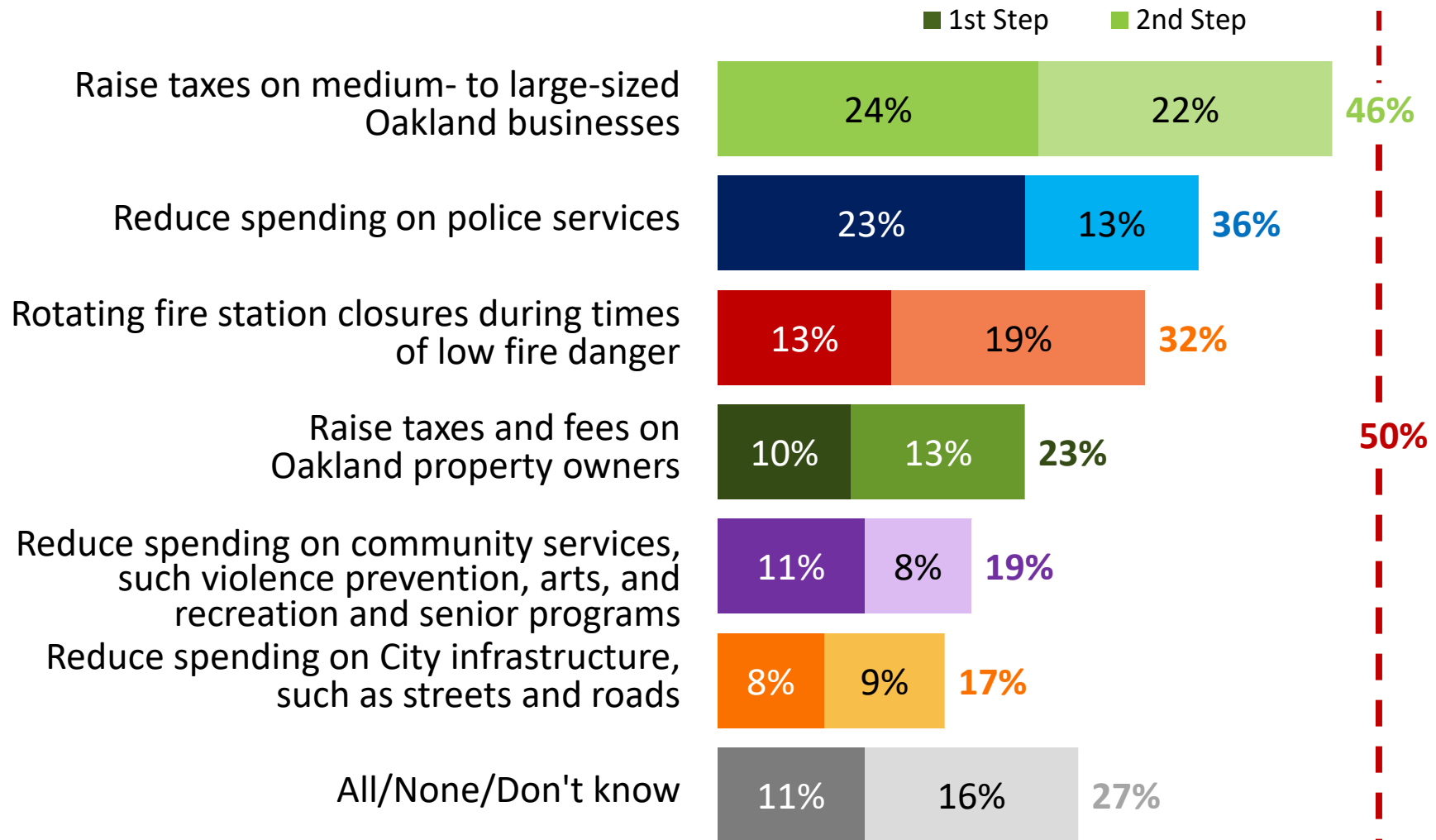
Willing to Pay “A Lot More” to Improve	Willing to Make Large/Some Cuts
Providing homelessness prevention services that target those most at risk of homelessness (44%)	Removal of graffiti (49%)
Providing permanent housing for people experiencing homelessness (43%)	Improvements to walking and bicycle infrastructure (45%)
Repair of potholes in City streets and broken sidewalks (41%)	Artistic and cultural activities and events (41%)
Mental health and addiction treatment services (41%)	Neighborhood traffic improvements (40%)
Providing homeless encampments with basic garbage collection and sanitation services (40%)	Addressing speeding and unsafe driving in neighborhoods (38%)
Providing temporary shelter, such as cabin communities, mobile housing, and traditional shelter beds to homeless populations (40%)	
Providing new affordable housing for low-income households (39%)	
Preserving existing affordable housing for low-income households (38%)	

Next, respondents were asked to weigh potential steps to address budget shortfalls.

Over the next couple of years, the City of Oakland will face tens of millions of dollars in budget shortfalls due to the economic impacts of the coronavirus pandemic. Unfortunately, to keep a balanced budget, the City will have to raise taxes and fees and/or make cuts to City services. Please listen carefully, as I am going to read you six potential options, and I would like you to tell me which you feel should be the City's first step to keep a balanced budget.



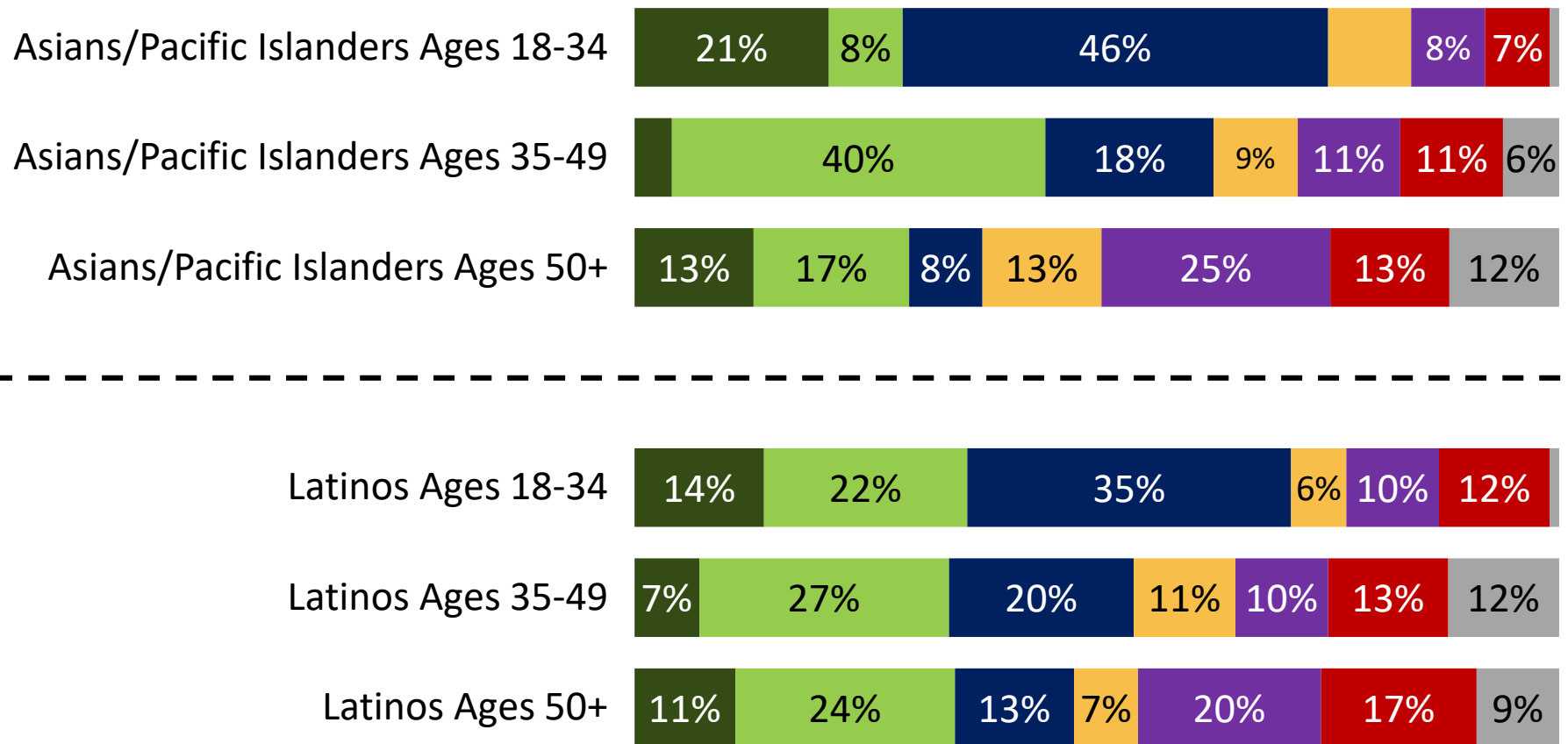
No option received majority support; the top preference was business tax.



More than one-third of Latinos under 35 and nearly half of Asian residents under 35 want police cuts as a first step.

First Step by Race/Ethnicity by Age

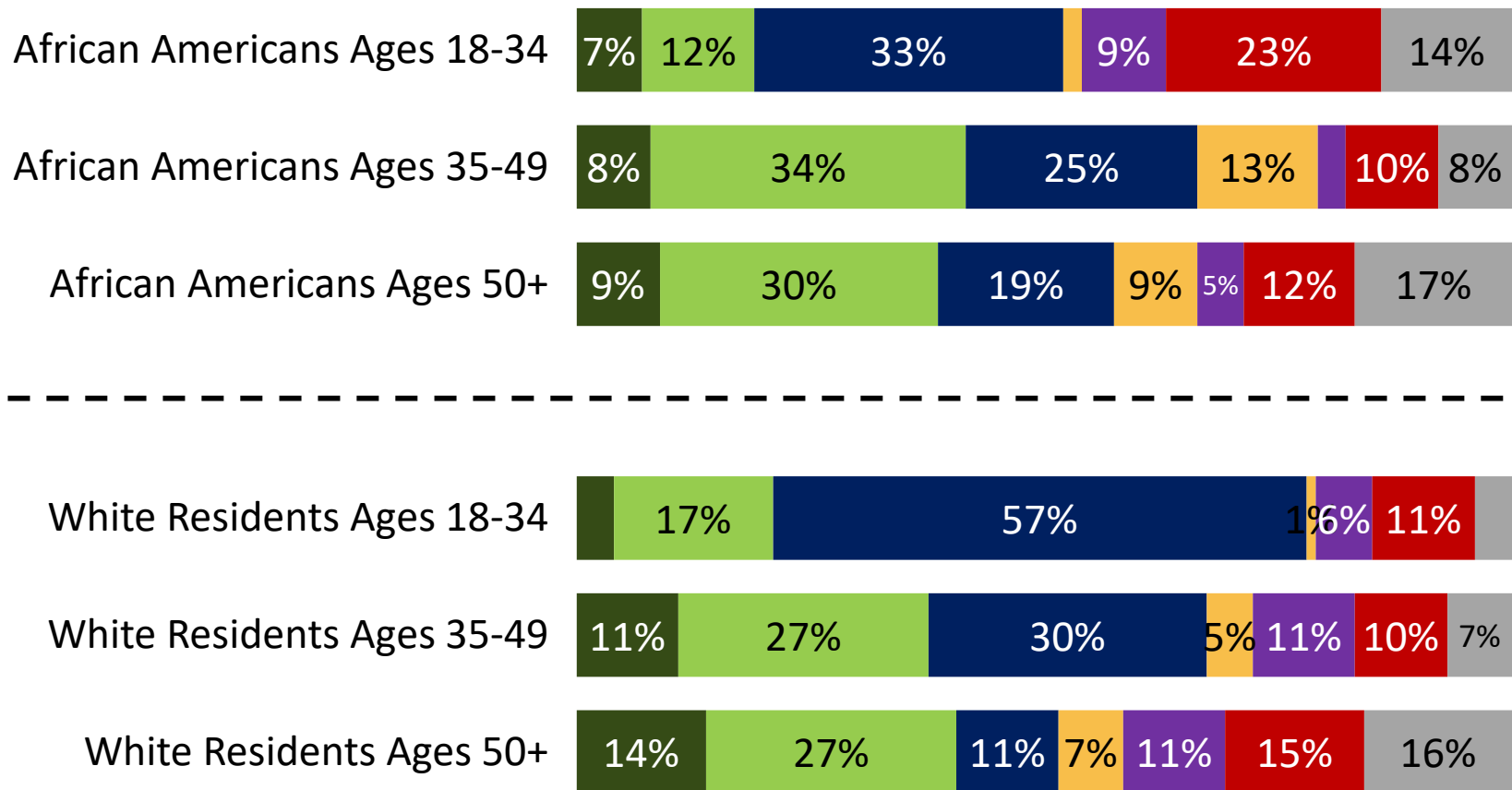
■ Property Taxes ■ Business Taxes ■ Police Cuts ■ Infrastructure Cuts ■ Community Service Cuts ■ Fire Closures ■ All/None/DK



More than half of white residents under 35 want to see police cuts as a first step; older white and Black residents prefer more revenue.

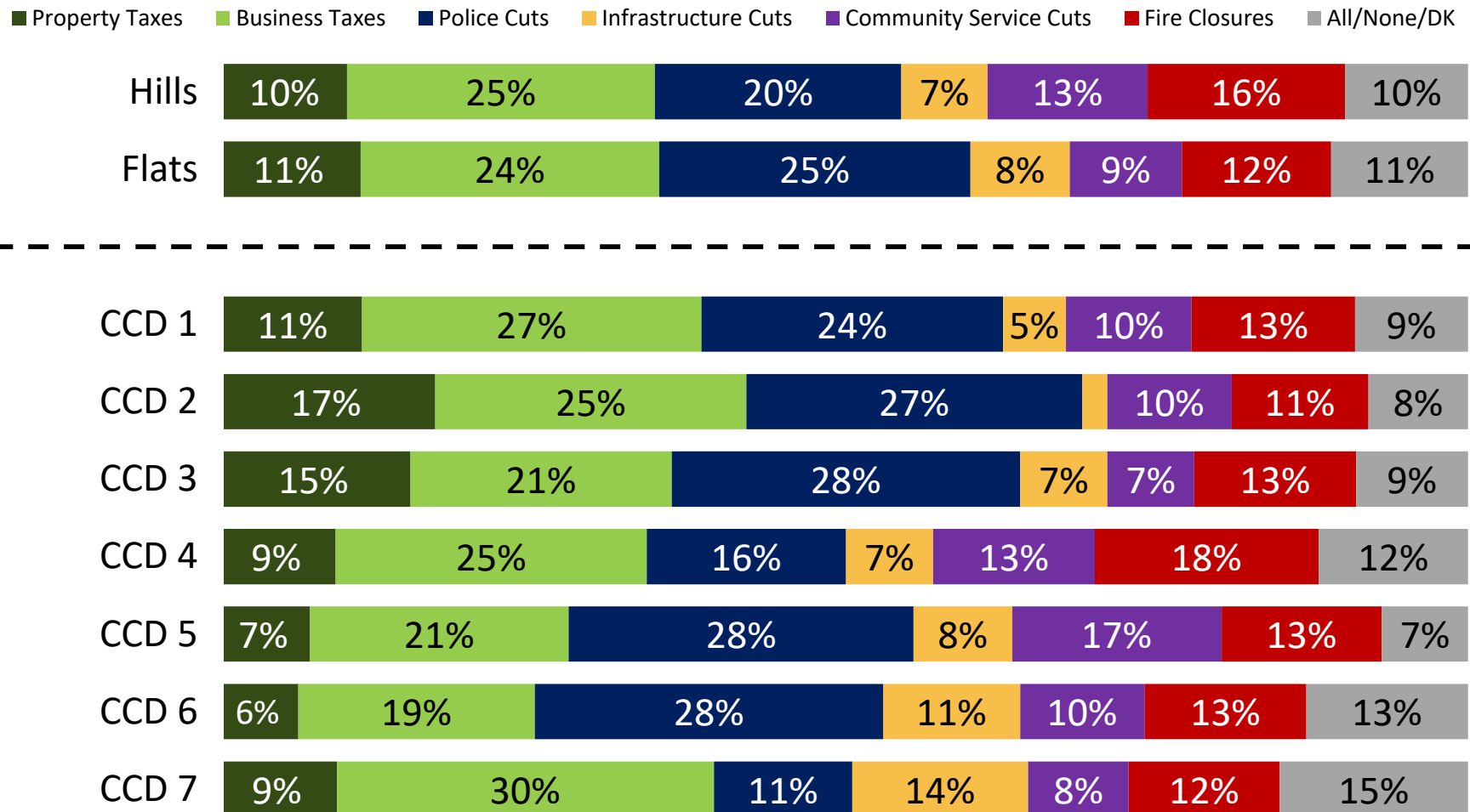
First Step by Race/Ethnicity by Age

■ Property Taxes ■ Business Taxes ■ Police Cuts ■ Infrastructure Cuts ■ Community Service Cuts ■ Fire Closures ■ All/None/DK



Except in District 7, residents across districts preferred police cuts and business taxes first.

First Step by Hills/Flats & City Council District



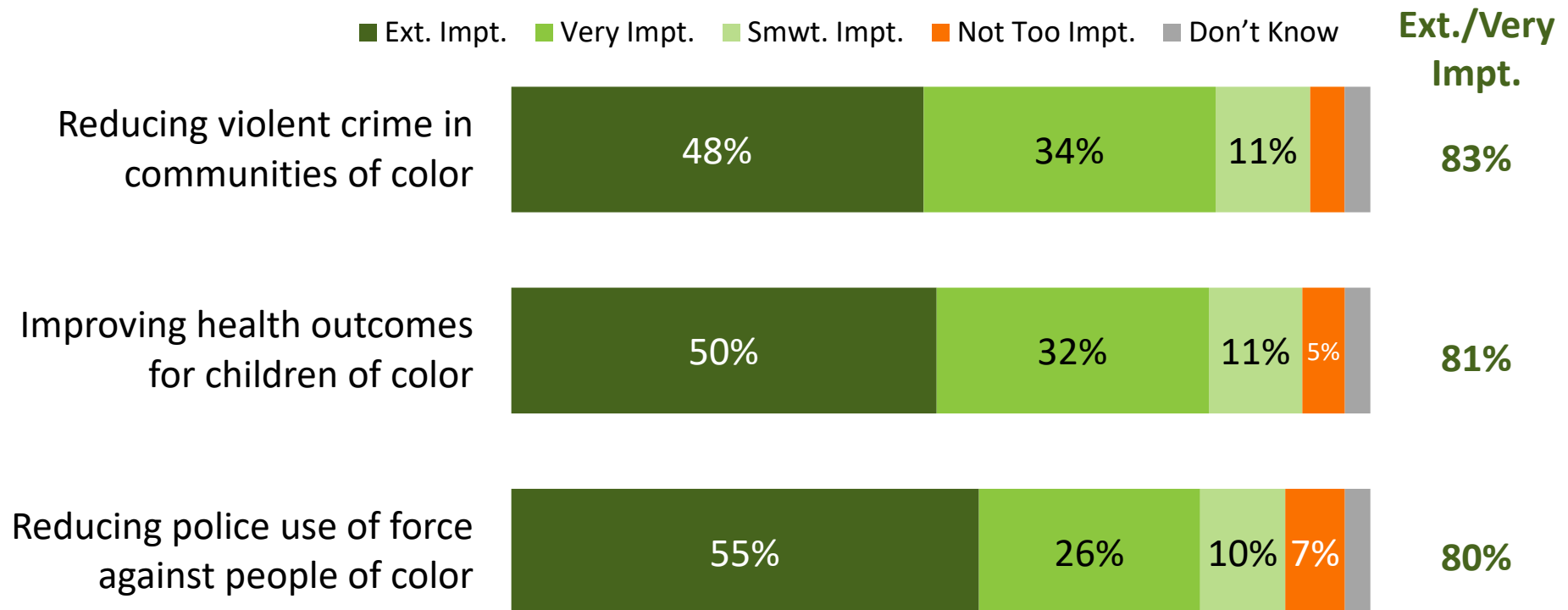


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OAKLAND

Race and Equity

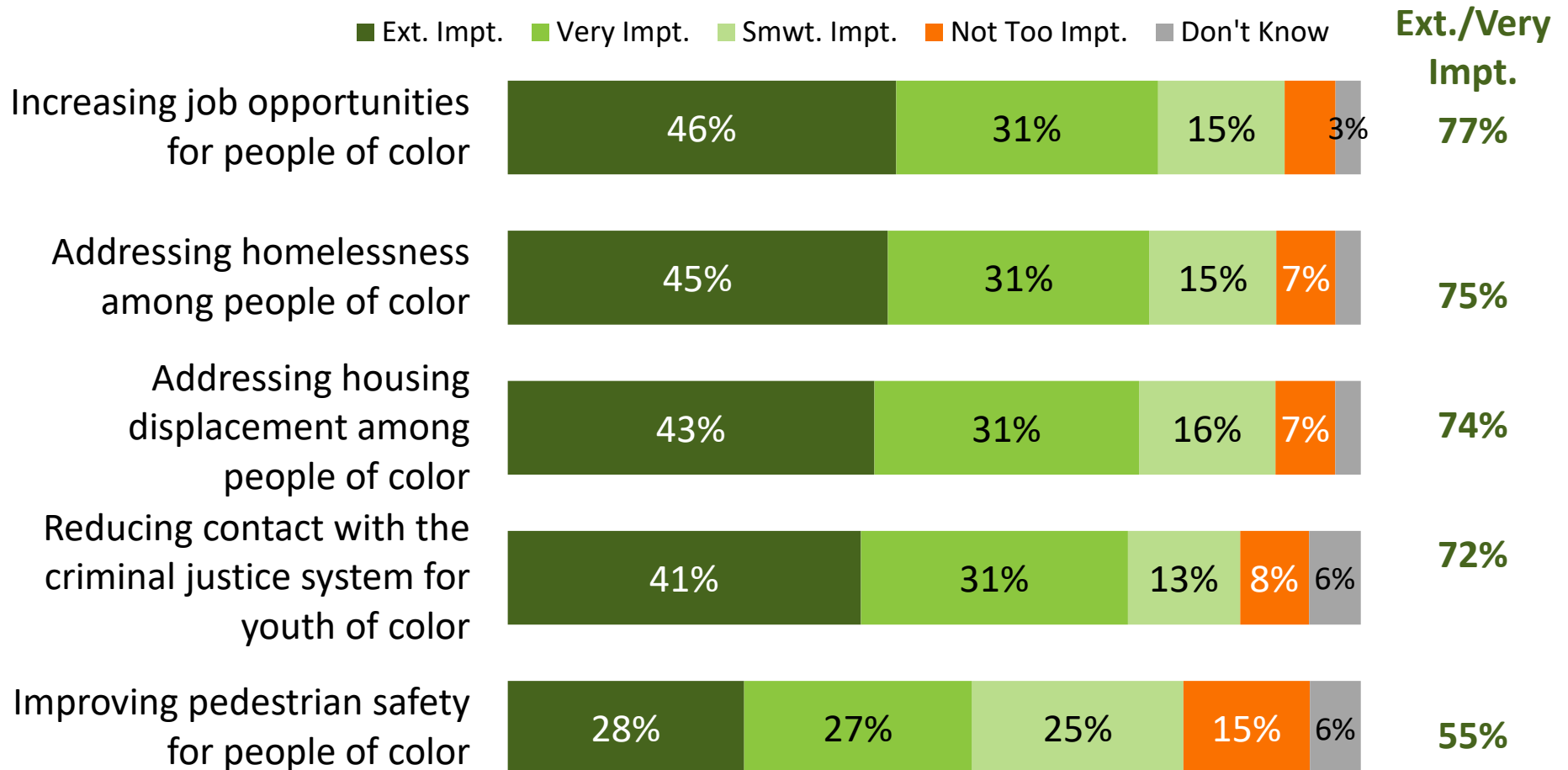
Reducing violent crime and police use of force in communities of color are key priorities.

Through its budget, the City can implement the equity principle of “fair and just” through targeted investment in African American, Latino, Asian or Pacific Islander, American Indian or Native American communities that are impacted by racial disparities. 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 outcomes for each one.



Note: This ranking is very similar to prior years.

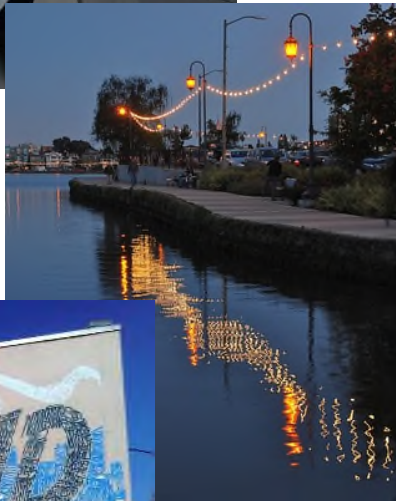
A lower priority relative to these others is improving pedestrian safety for people of color.





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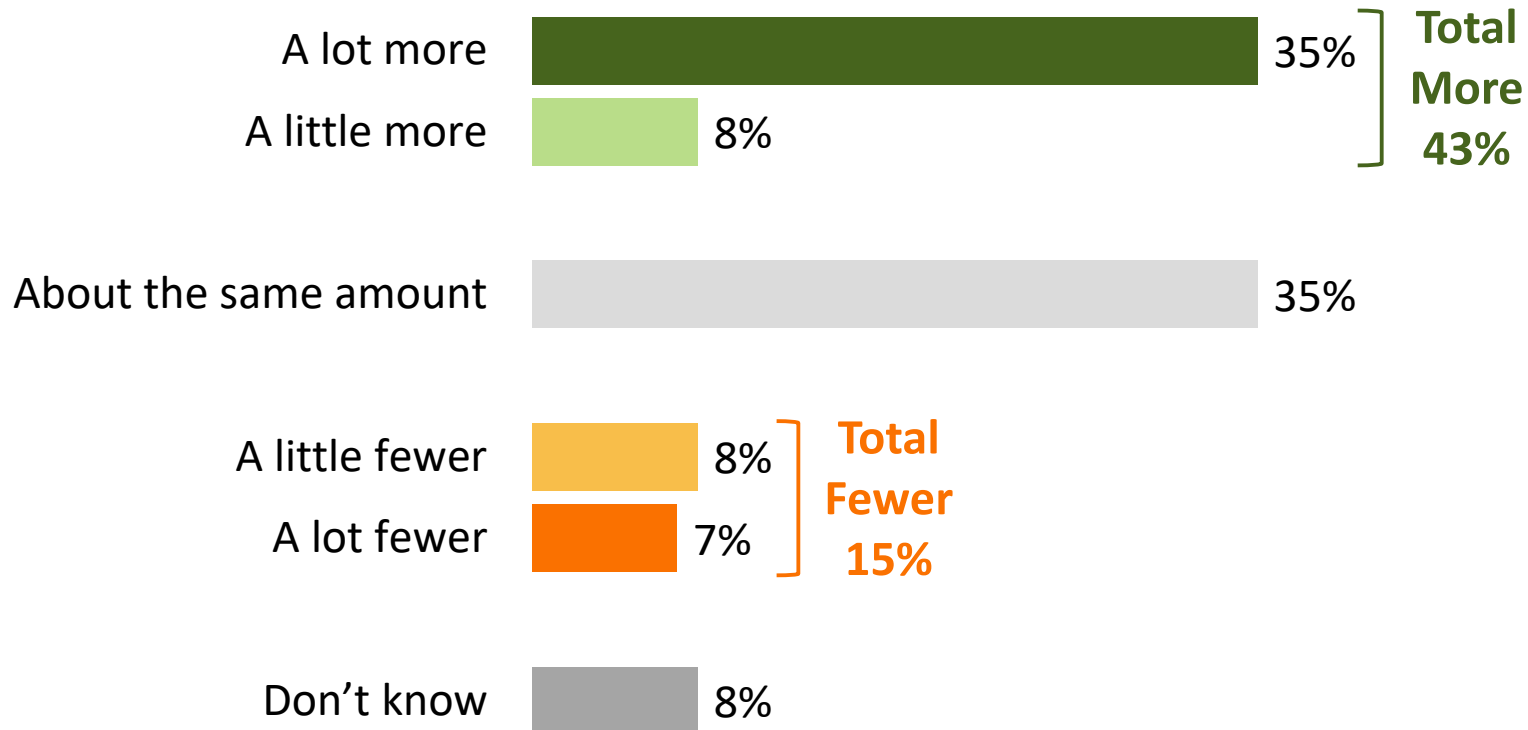
Policing and Public Safety



The survey asked several questions specific to policing and public safety's impact on the budget. These results, along with results from prior questions relevant to this topic, are included on the next slides.

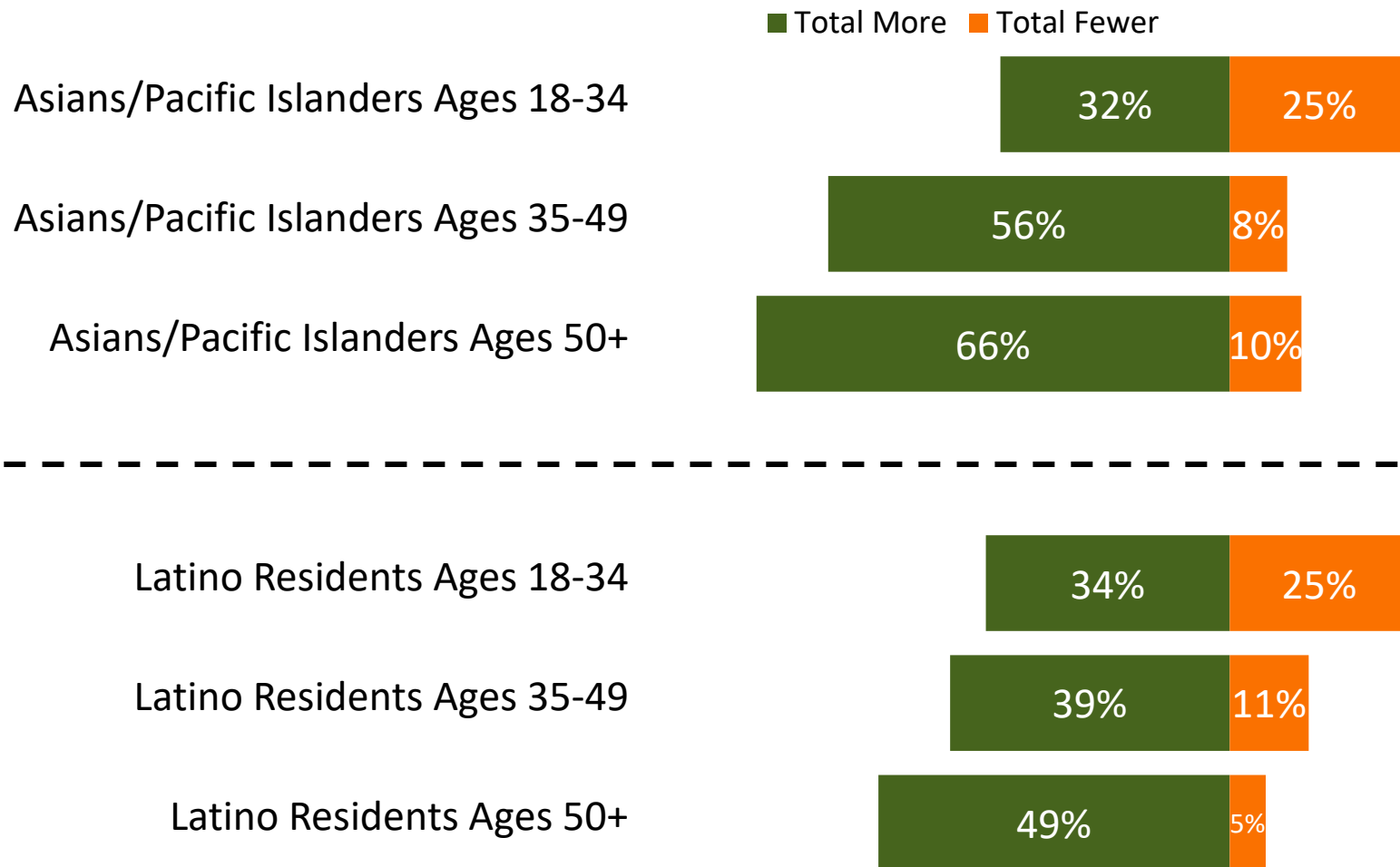
A plurality of respondents wanted to see more police patrols and more than one-third wanted to see about the same amount.

Independent of the City's budget situation, do you feel the City should provide more or fewer police officers patrolling neighborhoods and responding to 911 calls, or should they keep patrols at about the same amount?



Majorities of Asian/Pacific Islanders residents ages 35+ prefer more police patrols, as do pluralities of Latino residents.

Police Patrols Preference By Race/Ethnicity by Age



Pluralities of white and Black residents aged 50 and older prefer more patrols.

Police Patrols Preference By Race/Ethnicity by Age

■ Total More ■ Total Fewer

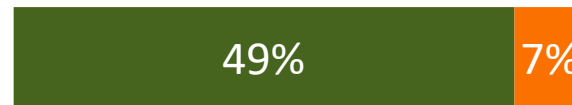
African Americans Ages 18-34



African Americans Ages 35-49



African Americans Ages 50+



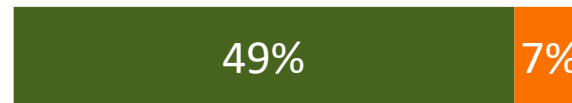
White Residents Ages 18-34



White Residents Ages 35-49

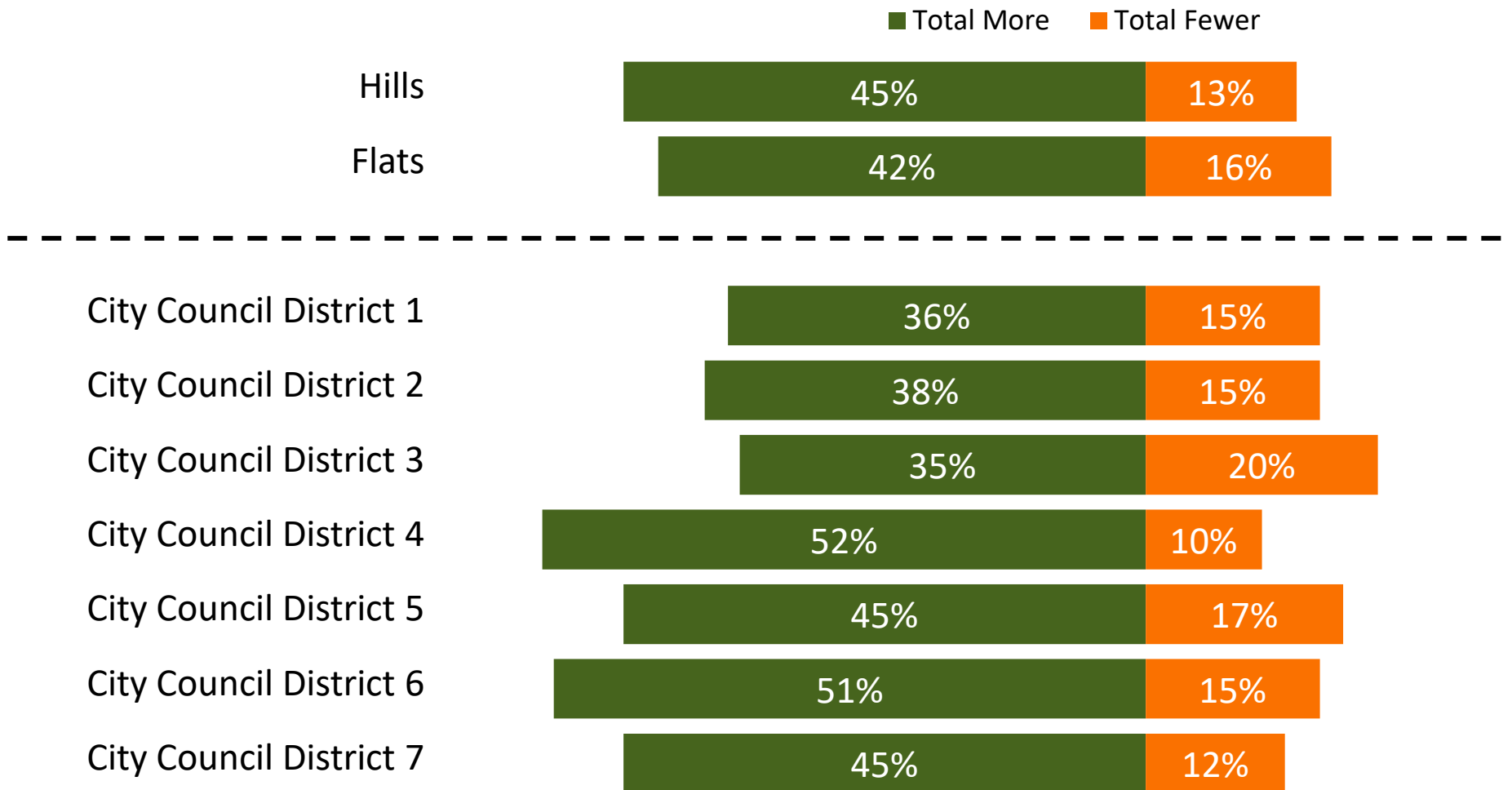


White Residents Ages 50+



Broad pluralities in each Council district prefer more officers to fewer.

Police Patrols Preference by Hills/Flats & City Council District



Oakland residents hold a wide range of opinions on police funding and service levels; few hold strongly entrenched points of view.



Reduce Police

Residents who said they would (in at least 2 of the 3 questions) accept cuts to neighborhood police patrols OR would prioritize reducing spending on police services to balance budget OR feel the City should have fewer officers patrolling and responding to 911 calls



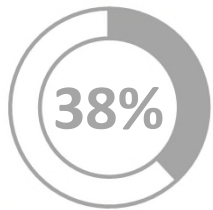
Increase Police

Residents who said they would BOTH pay significantly more to improve neighborhood police patrols AND feel the City should have more police officers patrolling and responding to 911 calls



Maintain Police

Residents who said they would BOTH pay some more to maintain neighborhood police patrols AND feel the City should keep about the same amount of police officers patrolling and responding to 911 calls

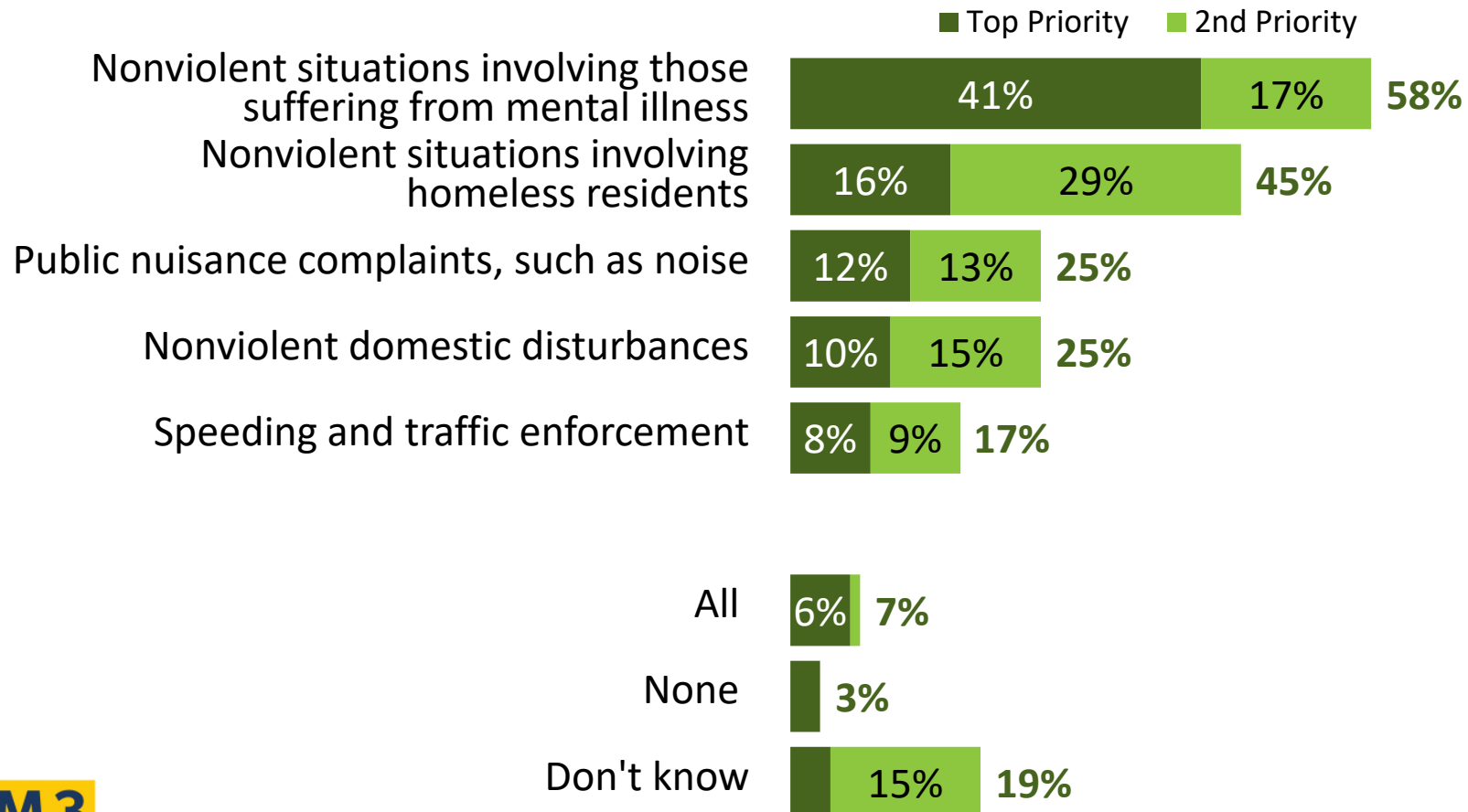


Uncertain or Mixed Opinions

Residents who were uncertain or held mixed opinions

Respondents wanted someone other than police to respond to nonviolent situations with people suffering from mental illness.

I am going to read you a list of different situations in which the City could have employees other than police officers respond to in the near future. I would like you to tell me which you feel should be the City's top priority for having employees other than police officers respond.

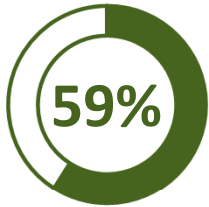




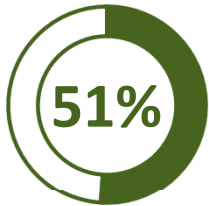
CITY OF
OAKLAND

Conclusions

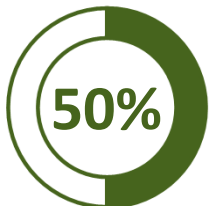
Key Numbers: Big Picture Takeaways



Rate quality of life in Oakland as “excellent” or “good” – down 5 points since 2018 and 11 points since 2017



Disapprove of the City’s job providing services; 41% approve



Rank homelessness or housing costs as the top issue they would like to see prioritized in the City’s budget

Summary:

It’s clear perceptions of the quality of life, though still positive overall, have declined in recent years. Residents clearly want the City to focus on housing and homelessness, though crime, street and sidewalk repairs, and education are also key concerns.

Key Numbers: Budget Tradeoffs

36

The number of city services (out of 38) at least 50% of residents said they would pay more to maintain or improve

2

The number of city services (out of 38) at least 45% of residents said should be cut to balance the budget

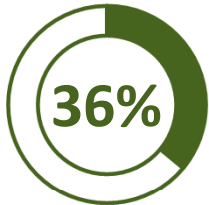
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The number of big picture options for addressing budget shortfalls (out of 6) seen as top priorities by at least 50% of residents

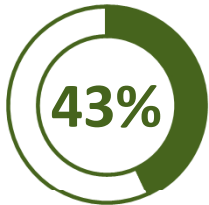
Summary:

Residents do not have much enthusiasm for budget cuts resulting in service reductions. In fact, many are open to paying more to maintain or improve services. Additionally, while the two most popular “first steps” for balancing the budget are raising medium and large business taxes and reducing spending on police services, none of the options were endorsed by majorities.

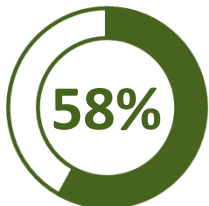
Key Numbers: Policing and Public Safety



Feel that “reducing spending on police services” should be the first or second step to addressing the City’s budget shortfall



Feel the City should have more police officers patrolling neighborhoods and responding to 911 calls



Feel it should be a priority to not have police officers respond to nonviolent situations with those suffering from mental illness

Summary:

Views of funding for police and public safety services appear complex. While substantial proportions of residents support making cuts to police services, even greater numbers of residents want to see those services maintained or even expanded. One area of agreement is no longer having police officers respond to nonviolent situations with those suffering from mental illness.

For more information, contact:



OPINION
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Miranda Everitt

Miranda@FM3research.com



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Appendix

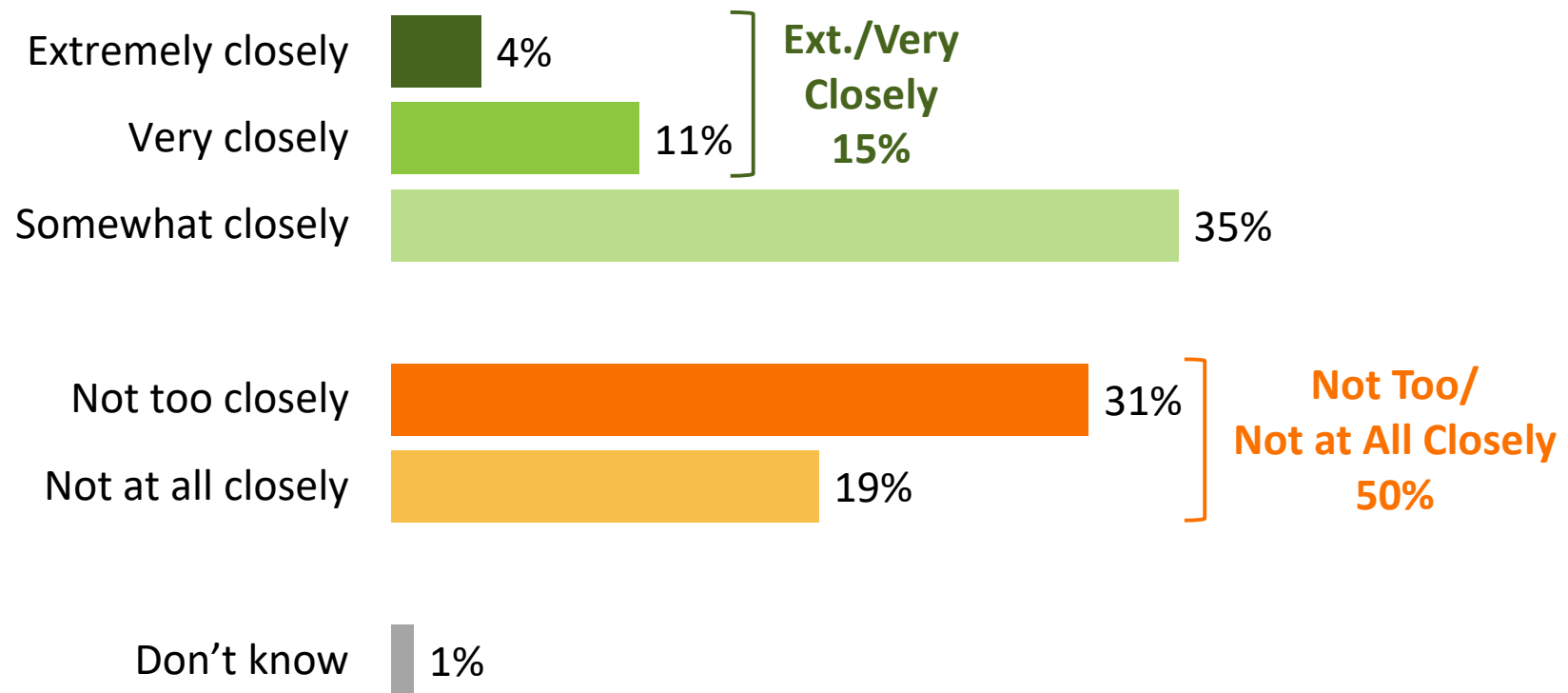


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Profile of Survey Respondents

Relatively few said they follow the Oakland City budget closely.

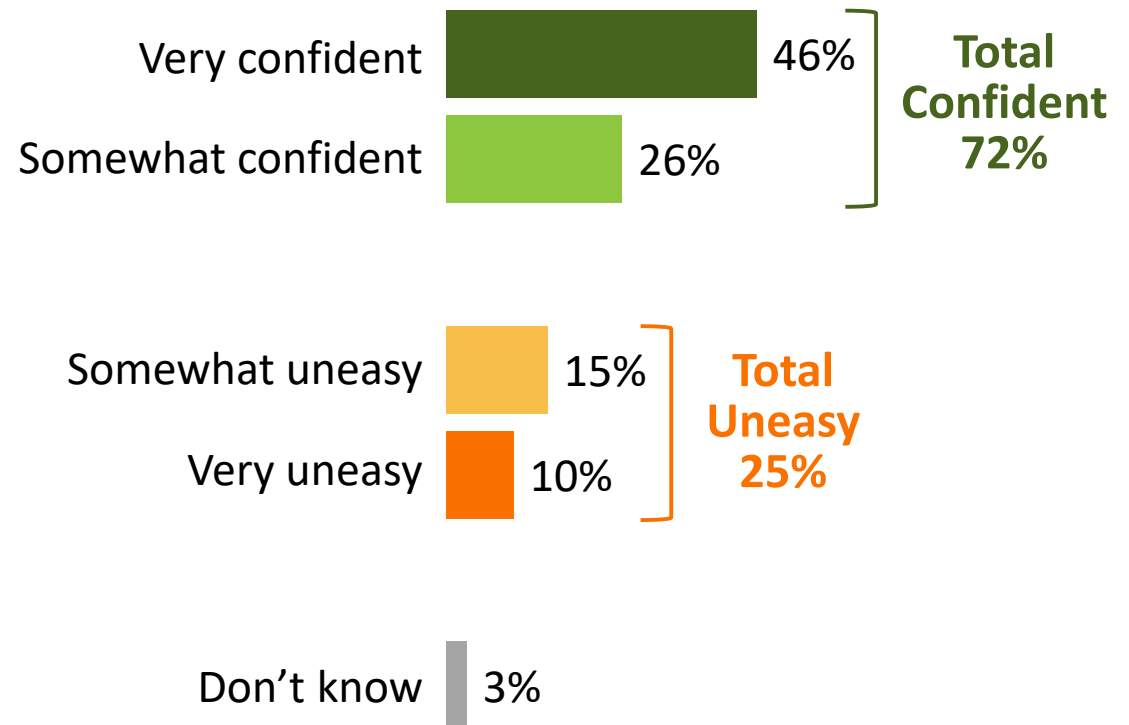
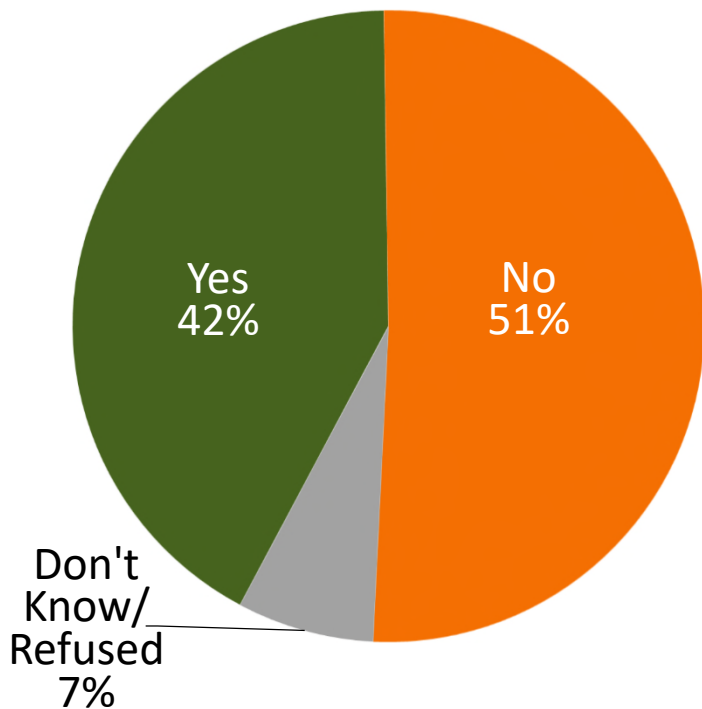
How closely do you follow issues related to the Oakland City budget?



While most were confident about meeting basic living expenses, more than two in five said they are earning less due to COVID.

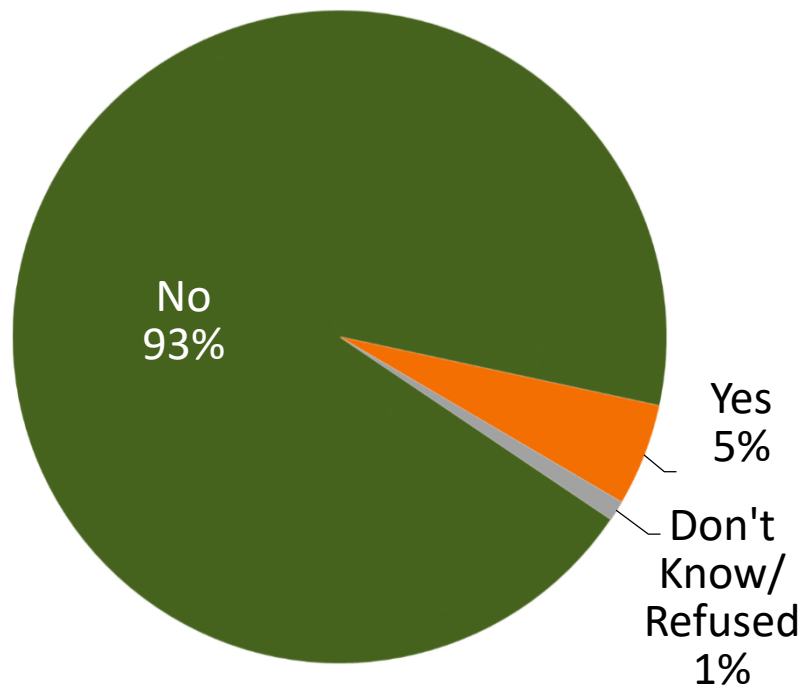
If it were not for the coronavirus pandemic, would you be earning more money than you are now?

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy you will be able to meet your living expenses?



Five percent reported having personally been without 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?

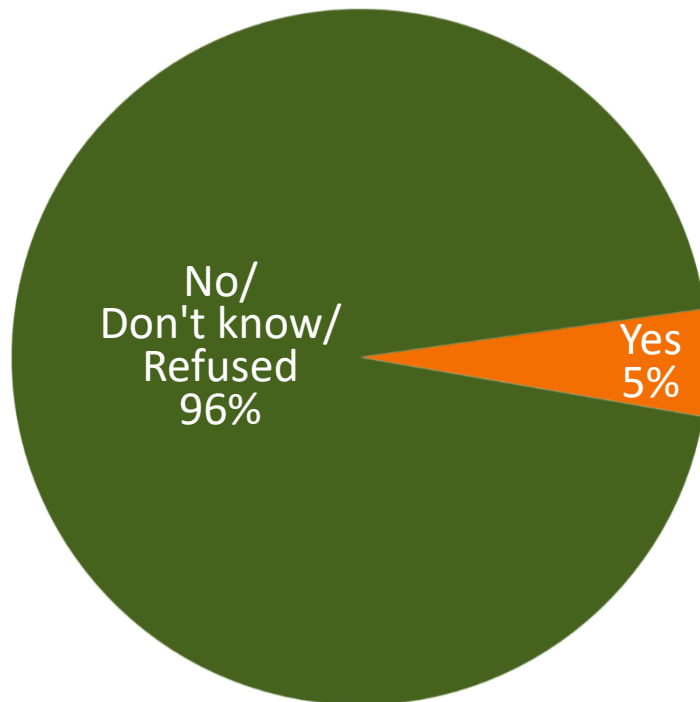


Who were most likely to lack permanent housing?

- People who know someone who has been incarcerated
- Household incomes <\$30K
- African Americans under 50
- Unemployed and part-time employed residents
- Residents under 30
- 6 to 10 years residing in Oakland

Five percent had a close tie to a currently or formerly incarcerated person.

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

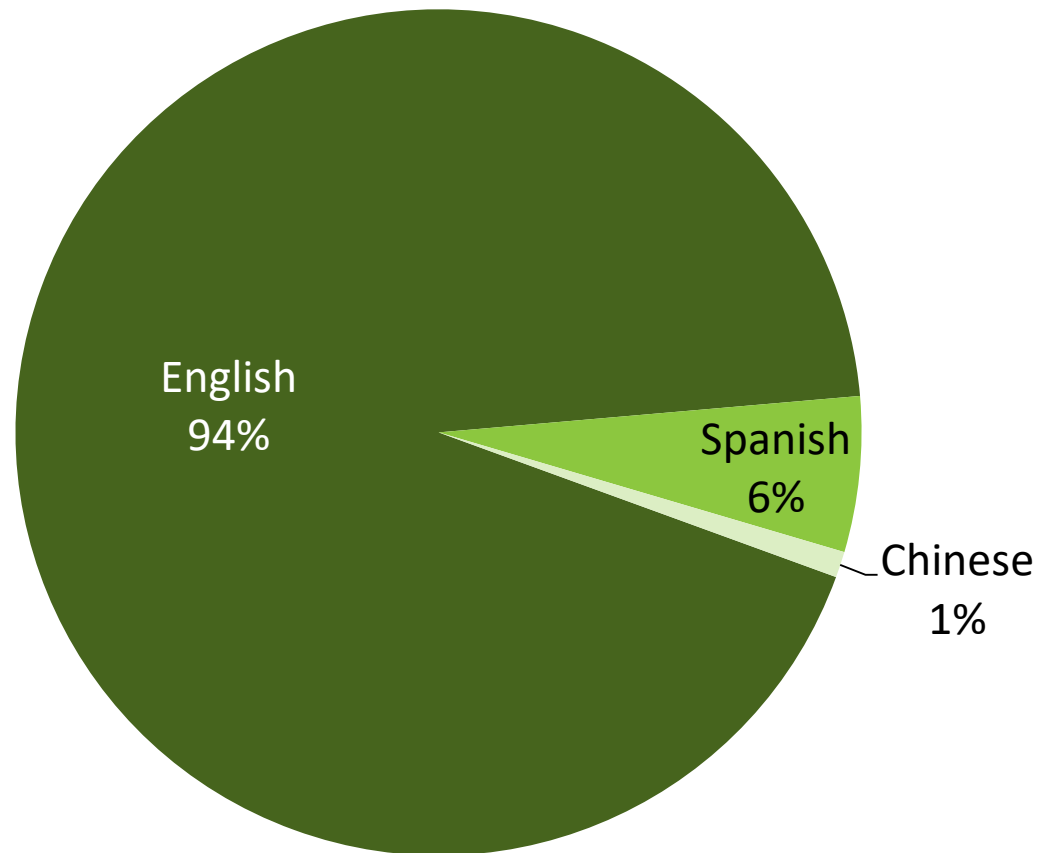


Who Has a Close Tie to an Incarcerated Person?

- Housing insecure in the last year
- High school educated
- Household income under \$60K
- Residents under 30
- Latinos under age 50

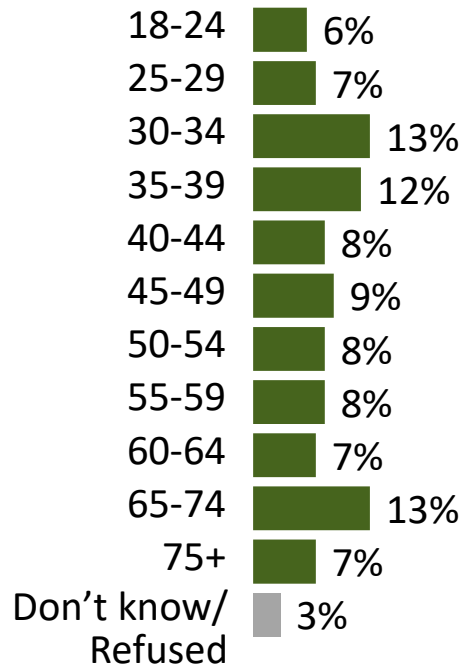
Seven percent of the interviews were conducted in a language other than English.

Language of Interview

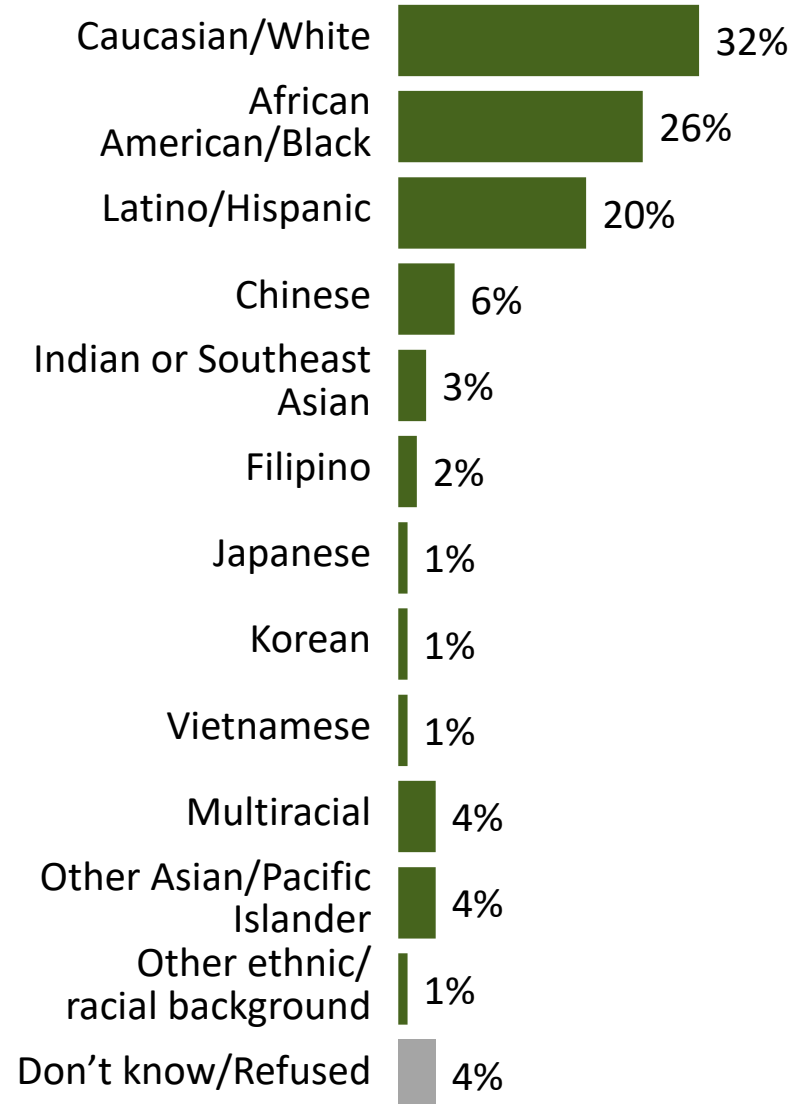


Age, Race/Ethnicity, and Gender

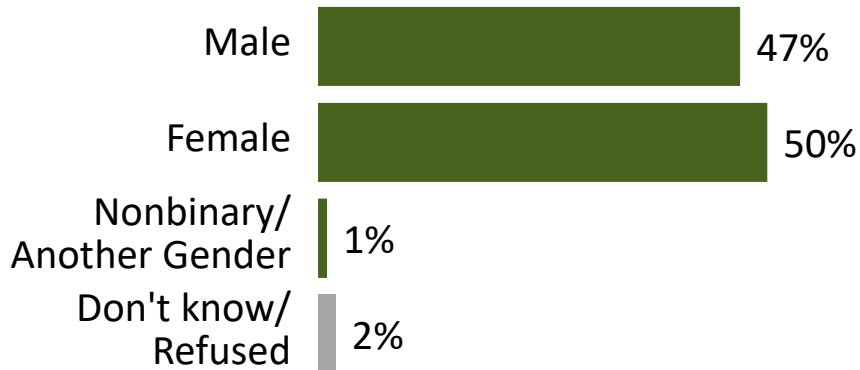
Age



Race/Ethnicity

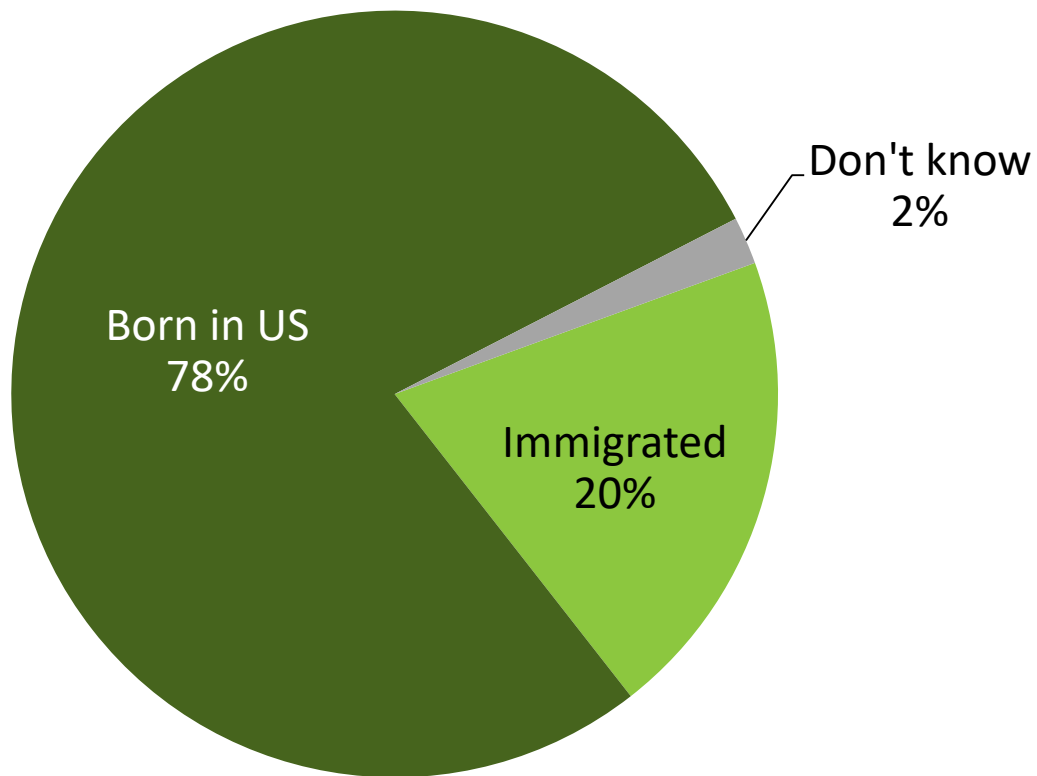


Gender



One in five Oakland residents have immigrated to the United States.

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

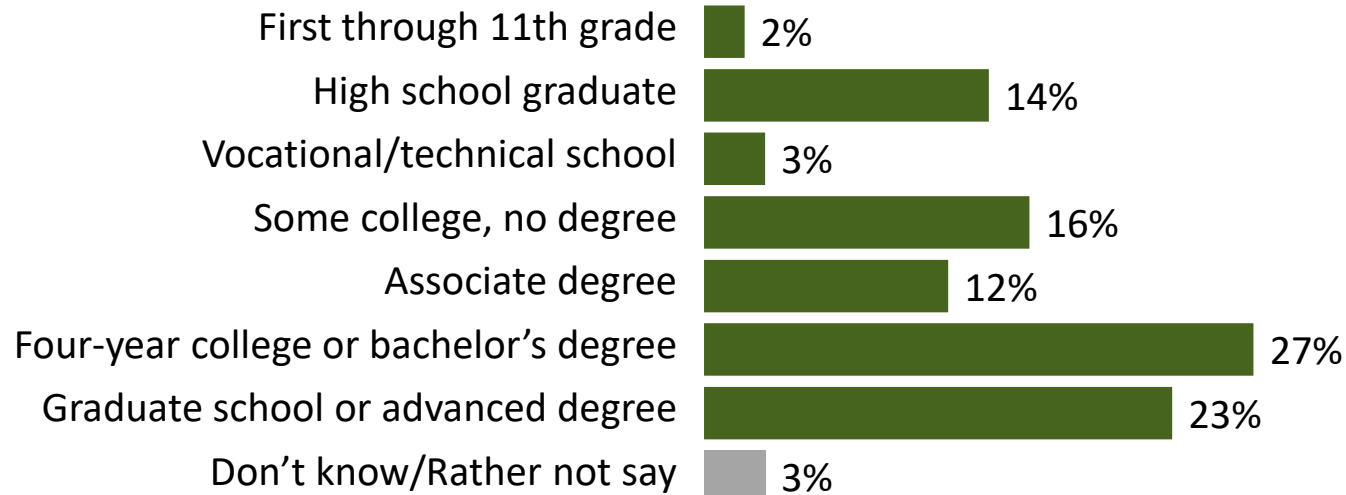


Who Are Oakland's Immigrants?

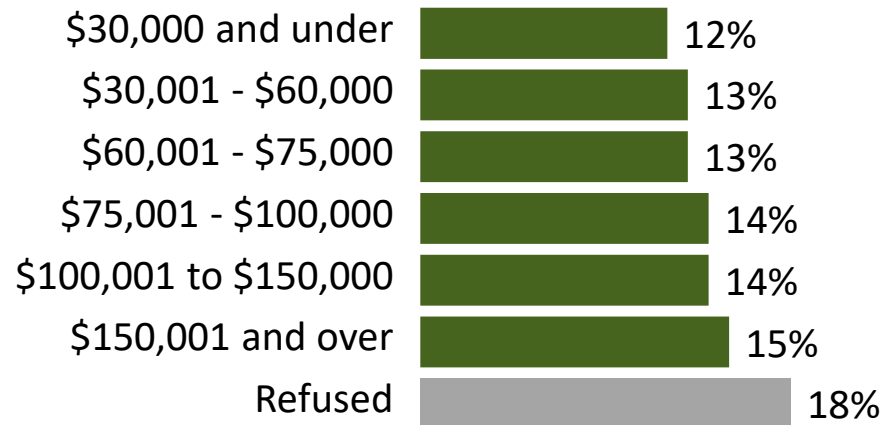
- Non-voters
- Asian/Pacific Islander residents, particularly Chinese residents
- Latinos ages 50+

Education and Household Income

Education

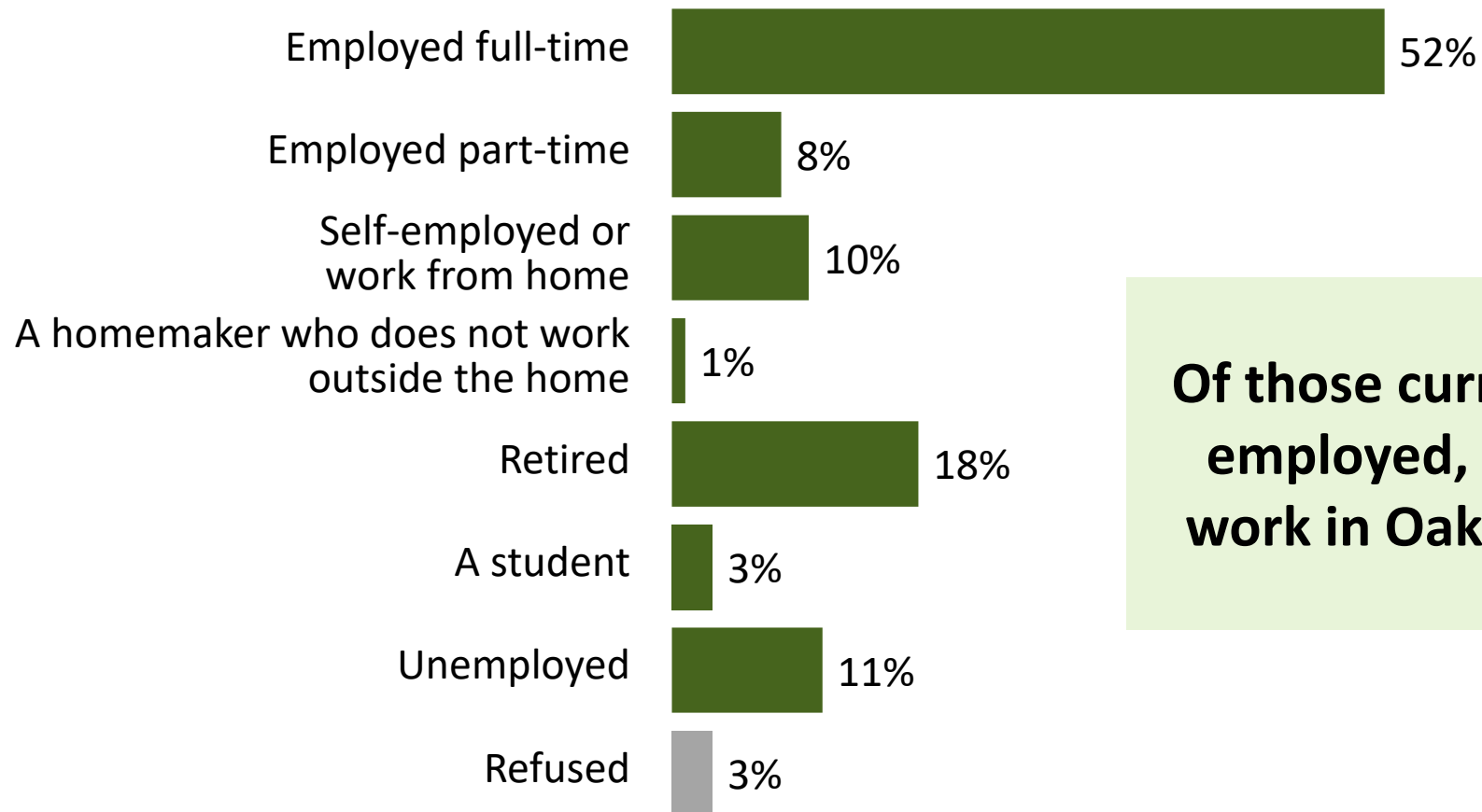


Household Income



About half were employed full time, and nearly one in five were retired.

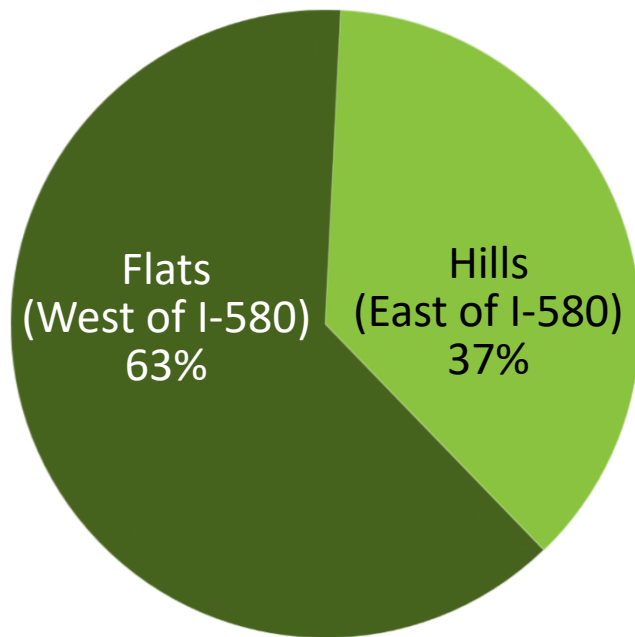
What is your current employment status?



Of those currently employed, 45% work in Oakland.

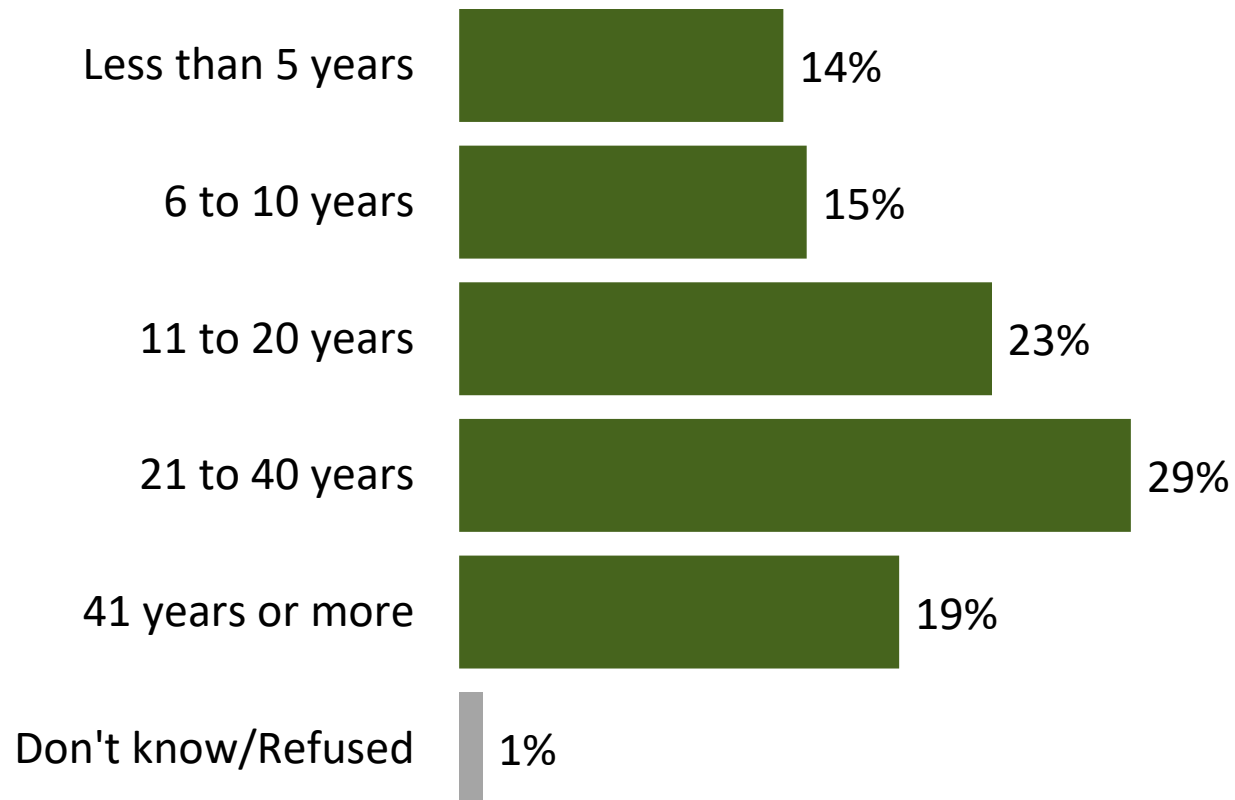
We also categorized respondents as living in the “flats” west of I-580, or the hills.

Hills vs. Flats



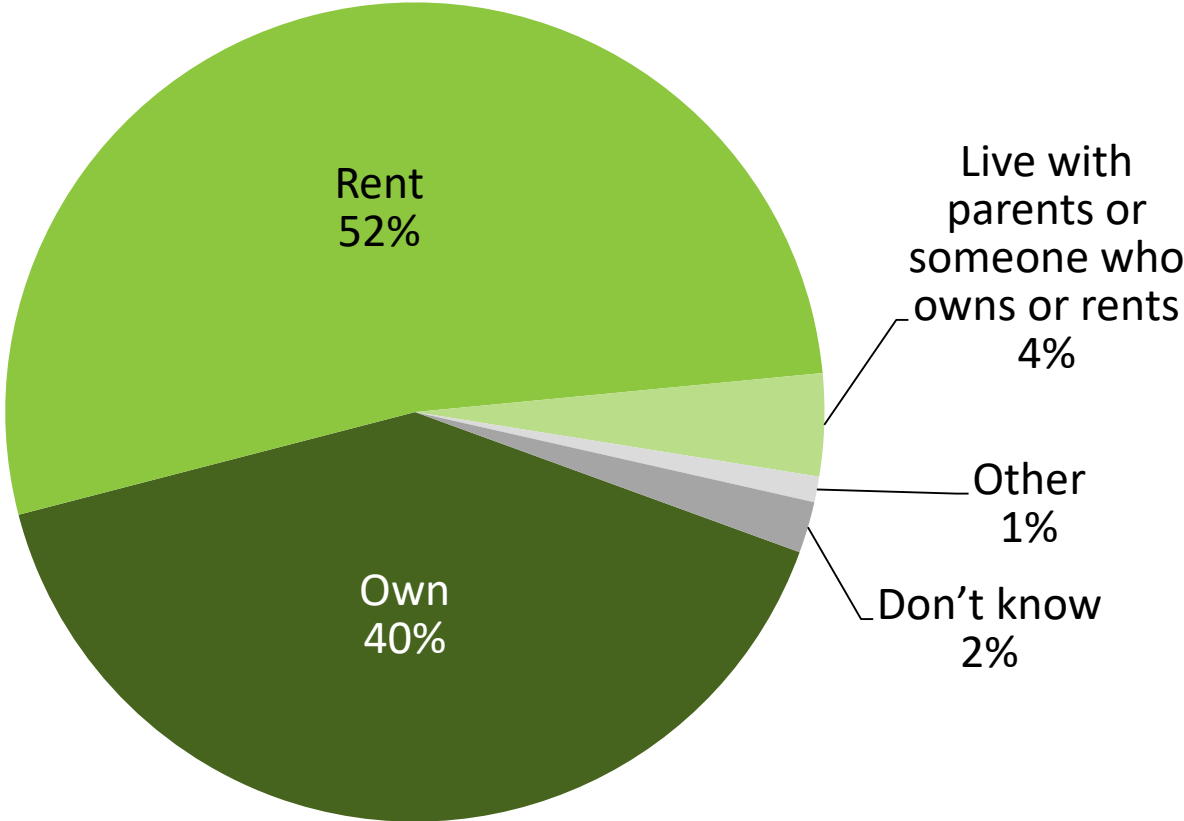
About half of respondents have lived in the city for at least 20 years.

About how long have you lived in Oakland?



Just over half were renters.

Do you own or rent your home?



Race/Ethnicity by Own/Rent by Time in Oakland

Race/Ethnicity	Own/Rent	Time in Oakland	%
Asian/Pacific Islander	Homeowners	<20 years	3%
		21+ years	4%
	Renters	<20 years	7%
		21+ years	3%
Latino	Homeowners	<20 years	3%
		21+ years	4%
	Renters	<20 years	10%
		21+ years	4%
African American	Homeowners	<20 years	2%
		21+ years	7%
	Renters	<20 years	7%
		21+ years	10%
White	Homeowners	<20 years	8%
		21+ years	10%
	Renters	<20 years	11%
		21+ years	4%