




AGENDA REPORT

TO: G. Harold Duffey
Interim City Administrator

FROM: Erin Roseman
Director of Finance

SUBJECT: FY 2023-25 Budget Priorities Poll

DATE: February 21, 2023

City Administrator Approval 

Date: Feb 21, 2023

RECOMMENDATION

Staff Recommends That The City Council Receive An Informational Report & Briefing of the Budget Priorities Poll (Assessment of Stakeholder Needs, Concerns and Priorities) In Accordance With The Consolidated Fiscal Policy (Ordinance 13487 C.M.S.)

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.

Requirements: The City Administrator should develop or secure a statistically valid survey for assessing the public’s concerns, needs

Special City Council Meeting
March 3, 2023

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, Mayor, 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

There is no direct fiscal impact for the receipt of this report.

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.

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 preference of different racial and ethnic groups. 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 & Briefing of the Budget Priorities Poll (Assessment of Stakeholder Needs, Concerns and Priorities) In Accordance With The Consolidated Fiscal Policy (Ordinance 13487 C.M.S.)

For questions regarding this report, please contact Brad Johnson, Budget Administrator, at 510- 207-5730.

Respectfully submitted,



ERIN ROSEMAN
Director of Finance

Attachments (2):

- A- Budget Priorities Poll Results
- B- Budget Priorities Poll Presentation



2022 CITY OF OAKLAND BUDGET PRIORITIES SURVEY
320-1052 - WT
N=1270
A/B SPLITS
MARGIN OF SAMPLING ERROR ±3.1% (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 ----- 83 %
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell ----- 17 %
- (DON'T READ) DK/NA ----- TERMINATE**

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

B. First, are you a resident of the city of Oakland?

- Yes ----- 100 %
- No ----- **TERMINATE**
- (DON'T READ) DK/NA --- TERMINATE**

C. In what year were you born?

- 2005 or later (0-17) ----- **TERMINATE**
- 2004-1998 (18-24) ----- 9 %
- 1997-1993 (25-29) ----- 10 %
- 1992-1988 (30-34) ----- 11 %
- 1987-1983 (35-39) ----- 11 %
- 1982-1978 (40-44) ----- 11 %
- 1977-1973 (45-49) ----- 7 %
- 1972-1968 (50-54) ----- 9 %
- 1967-1963 (55-59) ----- 6 %
- 1962-1958 (60-64) ----- 6 %
- 1957-1948 (65-74) ----- 12 %
- 1947 or earlier (75 and over) ----- 6 %
- (DON'T READ) DK/NA ----- 2 %**

D. Next, with which racial or ethnic group do you identify yourself? **(IF ASIAN/PACIFIC ISLANDER, ASK: More specifically, would you say that you are Chinese, Filipino, Indian or South Asian, Japanese, Korean or Vietnamese?) (ACCEPT MULTIPLE RESPONSES)**

Latino/Hispanic -----	26 %
African American/Black-----	24 %
Caucasian/White -----	33 %
Chinese -----	9 %
Filipino -----	3 %
Indian or South Asian-----	3 %
Japanese -----	1 %
Korean -----	1 %
Vietnamese-----	2 %
Multiracial -----	2 %
Other Asian/Pacific Islander -----	2 %
Other ethnic/racial background (SPECIFY) -----	2 %
(DON'T READ) Prefer not to say -----	2 %

E. What is your gender?

Male-----	46 %
Female-----	50 %
Nonbinary-----	2 %
Another gender (SPECIFY) -----	0 %
(DON'T READ) DK/NA -----	2 %

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

First through 11 th grade-----	2 %
High school graduate-----	31 %
Vocational/technical school-----	7 %
Some college, no degree -----	9 %
Associate degree -----	6 %
Four-year college or bachelor's degree	23 %
Graduate school or advanced degree ---	20 %
(DON'T READ) DK/NA -----	2 %

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

1. **(T)** 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?

Excellent -----	10 %
Good -----	44 %
Only fair-----	30 %
Poor-----	15 %
(DON'T READ) DK/NA -----	1 %

2. (T) 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----- 30%

Strongly approve-----3%

Somewhat approve -----27%

TOTAL DISAPPROVE----- 63%

Somewhat disapprove-----29%

Strongly disapprove -----34%

(DON'T READ) DK/NA -----7%

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH THE CITY OF OAKLAND BUDGET.

3. (T) First, 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 22, 23, 24, 25 OR 26. IF RESPONDENT MENTIONS “HOMELESSNESS” OR “UNHOUSED,” FOLLOW UP FOR MORE DETAIL TO DETERMINE WHETHER IT IS CODE 14 OR 15)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
Air quality/wildfires -----	0%	0%
Crime/Violence-----	18%	18%
Child Care / Head Start / Preschool-----	0%	0%
Coronavirus/COVID-19-----	0%	0%
Drug abuse -----	0%	1%
Education/public schools-----	2%	7%
Emergency medical response / fire safety-----	0%	0%
Eviction-----	0%	0%
Facilities condition -----	0%	1%
Fire safety/inspections-----	0%	0%
Gentrification -----	1%	0%
Graffiti -----	0%	0%
Government waste/inefficiency -----	1%	1%
Homelessness/Unhoused residents (Public health/safety) -----	7%	4%
Homelessness/Unhoused residents (Humanitarian concern) ---	13%	5%
Homelessness (general) -----	16%	13%
Housing costs/affordability -----	14%	7%
Internet access -----	0%	0%
Jobs/Local economy -----	1%	3%
Keeping businesses-----	0%	1%
Mental health services-----	0%	1%
Parking -----	0%	1%
Police abuse / Harassment / Misconduct -----	0%	1%
Police funding (Spend less on police)-----	1%	1%
Police funding (Maintain or increase police funding)-----	2%	1%
Police protection / Maintain or improve response times -----	3%	1%
Police reform / Reimagine public safety-----	3%	2%
Recreation programs-----	0%	1%
Street and sidewalk maintenance-----	7%	10%
Taxes too high-----	0%	1%
Traffic congestion/flow -----	0%	1%
Tree trimming -----	0%	0%
Water supplies-----	0%	0%
Youth activities -----	0%	1%
Other -----	6%	12%
(DON'T READ) DK/NA-----	1%	4%

4. Next, over the next several years, do you think the City is projecting budget [] surpluses or [] shortfalls? **(RANDOMIZE SURPLUSES AND SHORTFALLS)** If you are unsure, you can say that, too. **(IF SURPLUSES OR SHORTFALLS, ASK: Is the City projecting large or small budget SURPLUSES/SHORTFALLS?)**

TOTAL SURPLUSES -----	9%
Large surpluses -----	3%
Small surpluses-----	5%
 TOTAL SHORTFALLS -----	 43%
Small shortfalls-----	15%
Large shortfalls -----	28%
 Unsure/DK/NA -----	 48%

5. Now I am going to provide you some background information about this topic. The City of Oakland is currently projecting 100 million-dollar budget shortfalls over the next several years, meaning the Mayor, City Council, and City Administration will need to identify services to reduce in order to balance the City’s budget. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City’s budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable. **(RANDOMIZE)**

	<u>COMP</u>	<u>SMWT</u>	<u>NOT</u>	<u>NOT</u>	<u>UNSURE/</u>	<u>COMP/</u>
	<u>ACCEPT</u>	<u>ACCEPT</u>	<u>TOO</u>	<u>AT ALL</u>	<u>DK/NA</u>	<u>SMWT</u>

[]a. Reduce Police Patrol and 911 Response Staffing----- 9% ---- 13% ----14%---- 62% -----2% 22%

(SPLIT SAMPLE A ONLY)

[]b. Reduce homeless services, including direct assistance, temporary shelters, and placement in permanent housing ----- 7% ---- 10% ----16%---- 64% -----2% 17%

[]c. Reduce food distribution programs to seniors and families in need----- 6% ----8% ----22%---- 63% -----2% 14%

[]d. Reduce summer youth employment programs for Oakland youth ----- 9% ---- 18% ----27%---- 43% -----3% 26%

[]e. Reduce the hours, staffing, and programming at Oakland's Recreation centers----- 8% ---- 31% ----27%---- 31% -----3% 40%

[]f. Reduce funding for fairs and festivals including concert series, performances, and art vendors -----31% ---- 38% ----16%---- 13% -----2% 69%

[]g. Reduce the hours and operations of the City's Oak-311 call center services that helps residents get support with non-emergency issues-----10% ---- 25% ----30%---- 31% -----4% 35%

	<u>COMP</u>	<u>SMWT</u>	<u>NOT</u>	<u>NOT</u>	<u>UNSURE/</u>	<u>COMP/</u>
	<u>ACCEPT</u>	<u>ACCEPT</u>	<u>TOO</u>	<u>AT ALL</u>	<u>DK/NA</u>	<u>SMWT</u>
			<u>ACCEPT</u>	<u>ACCEPT</u>		

(SPLIT SAMPLE A CONTINUED)

[]h.	Reduce janitorial and restroom cleaning at libraries, recreation centers, and parks-----	5%	---	20%	----	30%	----	44%	-----	2%		25%
[]i.	Reduce streetlight and traffic signal maintenance-----	2%	---	23%	----	24%	----	48%	-----	2%		26%
[]j.	Reduce maintenance of parks, trees, and open space-----	5%	---	24%	----	30%	----	39%	-----	1%		29%
[]k.	Reduce graffiti clean-up services-----	22%	---	38%	----	15%	----	23%	-----	2%		60%
[]l.	Reduce the Oakland's Violence Interrupter program where trained community members prevent retaliation and further gun violence-----	9%	---	13%	----	22%	----	49%	-----	7%		22%
[]m.	Reduce funding to the City's Emergency Operations Center (EOC) to respond to natural disasters including heat waves, fires, and earthquakes-----	5%	---	17%	----	24%	----	53%	-----	2%		22%
[]n.	Reduce services provided to domestic violence survivors, people experiencing sexual exploitation, and other gender-based violence-----	5%	---	10%	----	24%	----	58%	-----	3%		15%

(SPLIT SAMPLE B ONLY)

[]o.	Reduce wildfire prevention and vegetation management-----	10%	---	23%	----	23%	----	41%	-----	4%		33%
[]p.	Reduce funding for homeless encampment cleanup services-----	7%	---	11%	----	18%	----	59%	-----	4%		19%
[]q.	Reduce assistance to small businesses with façade improvement and repairs-----	16%	---	41%	----	24%	----	15%	-----	4%		57%
[]r.	Reduce job training and employment services-----	9%	---	21%	----	27%	----	40%	-----	3%		30%
[]s.	Reduce the sports & arts programming available for youth-----	8%	---	16%	----	27%	----	46%	-----	3%		24%
[]t.	Reduce programing at senior centers-----	9%	---	30%	----	27%	----	30%	-----	4%		39%
[]u.	Reduce cultural arts grants for art organizations and artists-----	17%	---	31%	----	23%	----	27%	-----	3%		47%
[]v.	Sweep and clean streets less frequently-----	15%	---	34%	----	18%	----	32%	-----	1%		49%
[]w.	Reduce clean-up of illegal dumping-----	6%	---	14%	----	30%	----	48%	-----	2%		20%
[]x.	Reduce grants to community-based nonprofits focusing on violence prevention in Oakland's neighborhoods-----	8%	---	16%	----	25%	----	47%	-----	4%		24%
[]y.	Investigate fewer violent crimes that are not homicides such as robberies, muggings, and assaults-----	5%	---	11%	----	17%	----	65%	-----	2%		16%
[]z.	Reduce programs that divert young people active in gun violence and/or gangs-----	6%	---	11%	----	21%	----	59%	-----	4%		17%

NOT NOT
 COMP SMWT TOO AT ALL UNSURE/ COMP/
ACCEPT ACCEPT ACCEPT ACCEPT DK/NA SMWT

(SPLIT SAMPLE B CONTINUED)

[]aa. Investigate fewer property crimes, such as burglaries, theft, arson, and other damages to homes and businesses ----- 8% ---- 14% -----18%----- 58% -----2% 22%

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, 38 PERCENT OF THE CITY’S BUDGET GENERAL FUND IS ALLOCATED TO POLICE SERVICES. HOWEVER, THERE ARE MANY POTENTIAL BUDGET ITEMS THAT CAN HAVE AN IMPACT ON COMMUNITY SAFETY AND IN 2020, THE CITY COUNCIL CREATED A TASK FORCE TO REIMAGINE OAKLAND’S PUBLIC SAFETY SYSTEM. THE GOALS WERE TO INCREASE COMMUNITY SAFETY THROUGH ALTERNATIVE RESPONSES TO CALLS FOR ASSISTANCE, AND INVESTMENTS IN PROGRAMS THAT ADDRESS THE ROOT CAUSES OF VIOLENCE AND CRIME ALONG WITH THE GOAL OF REDUCING THE OAKLAND POLICE DEPARTMENT BUDGET ALLOCATION. THE TASK FORCE CAME UP WITH 151 RECOMMENDATIONS AND WE’D LIKE TO ASK YOU ABOUT SOME OF THE HIGHER PRIORITY RECOMMENDATIONS THAT WOULD HAVE BUDGET IMPLICATIONS.

6. Next, I am going to read you a list of some specific Task Force recommendations that would cost the City additional money to adopt. While this may be challenging given the City’s projected budget shortfalls, understanding the community’s priorities can still be very helpful with the City’s planning. For each one, please tell me whether you think it is extremely important, very important, somewhat important, or not too important for the City to identify the resources necessary to adopt that recommendation. **(RANDOMIZE)**

	<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. Providing additional programs to help people avoid jail entirely, and to help those leaving jail re-enter their communities -----	34%	32%	21%	10%	2%	66%
[]b. Providing additional Community Workers and Violence Interrupters to reduce shootings-----	33%	35%	20%	10%	3%	68%
[]c. Transferring the 911 call center out of Oakland Police Department to invest in cross-functional teams and Mobile Assistance Community Responders of Oakland, also known as MACRO, to address behavioral health issues -----	31%	26%	21%	13%	9%	57%
[]d. Improving city and county response to mental health emergencies-----	44%	34%	17%	4%	1%	78%
[]e. Increasing services to prevent gender-based violence and serve victims-----	26%	29%	30%	13%	3%	54%
[]f. Improving Police data reliability and transparency-----	37%	33%	21%	7%	2%	69%

7. And finally on the topic of community safety, in a few words of your own, what would make you feel safer living in Oakland? **(OPEN-ENDED, RECORD VERBATIM RESPONSE)**

More services/community involvement/rehabilitation/health services -----	25%
More police presence/visibility/patrol more -----	19%
Enforce the law/tough on crime/gun control/security-----	18%
Stop crime from happening/less crime-----	16%
Control homelessness -----	15%
Better service/faster response/active late night/different types of patrols -----	15%
Funding/employ more officers/training -----	8%
Traffic enforcement/road safety -----	7%
Clean trash and garbage-----	6%
Property crime/theft/robberies -----	6%
Feel safe already-----	3%
Other-----	6%
None/Nothing -----	1%
Don't Know/Unsure -----	3%
N/A/Refused/No Comment-----	1%

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

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

Less than two years -----	7%
Two to five years -----	13%
Six to ten years-----	15%
11 to 20 years -----	24%
21 to 40 years -----	24%
41 years or more-----	17%
(DON'T READ) DK/NA -----	0%

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

Own -----	41%
Rent -----	50%
Live with parents or someone who owns or rents-----	6%
Other (SPECIFY) -----	1%
(DON'T READ) DK/NA -----	2%

10. **(T)** 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 -----	94%
(DON'T READ) DK/NA -----	1%

11. (T) Are there any children under the age of 18 living in your household?

Yes ----- 27 %
 No ----- 71 %
 (DON'T READ) DK/NA ----- 2 %

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

Employed full-time----- 55 %
 Employed part-time ----- 8 %
 Self-employed or work from home----- 12 %
 A homemaker who does not
 work outside the home----- 2 %
 Retired----- 17 %
 A student----- 6 %
 Unemployed ----- 4 %
 (DON'T READ) DK/NA ----- 2 %

(IF “EMPLOYED FULL-TIME” OR “PART-TIME” IN Q12, ASK:); n=792

13. (T) Is your work located in the City of Oakland?

Yes ----- 46 %
 No ----- 53 %
 (DON'T READ) DK/NA ----- 1 %

(RESUME ASKING ALL RESPONDENTS)

14. (T) 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 2021?

\$30,000 and under----- 11 %
 \$30,001 - \$60,000----- 13 %
 \$60,001 - \$75,000----- 8 %
 \$75,001 - \$100,000 ----- 12 %
 \$100,001 to \$150,000----- 16 %
 \$150,001 and over----- 26 %
 (DON'T READ) DK/NA ----- 12 %

15. (T) Were you born in the United States or did you immigrate to the United States?

Immigrated----- 15 %
 Born in US----- 82 %
 (DON'T READ) DK/NA ----- 3 %

16. (T) Is anyone in your household currently or formerly incarcerated in jail or prison?

Yes -----5 %
 No -----93 %
 (DON'T READ) DK/NA -----1 %

17. Have you ever been the victim of a crime in Oakland in the past five years? (IF YES, ASK: Was that a violent crime such as assault or armed robbery, or a property crime such as a car break-in or burglary?)

Yes, violent crime -----5 %
 Yes, property crime -----38 %
 Yes, both -----7 %
 No, neither -----48 %
 (DON'T READ) DK/NA -----2 %

THANK AND TERMINATE

LANGUAGE OF INTERVIEW:

English-----95 %
 Spanish -----3 %
 Chinese -----3 %

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 -----15 %

CODED ETHNICITY

Latino/Hispanic -----26 %
 African American/Black -----21 %
 Caucasian/White -----30 %
 Chinese -----8 %
 Filipino -----2 %
 Indian or Southeast Asian -----3 %
 Japanese -----1 %
 Korean -----0 %
 Vietnamese -----2 %
 Multiracial -----3 %
 Other Asian/Pacific Islander -----2 %
 Other ethnic/racial background -----1 %
 Prefer not to say -----2 %

DATA COLLECTION MODE

Telephone-----45 %
 Online -----55 %

CONTACT MODE

Telephone-----45 %
 Text -----22 %
 Email -----26 %
 Postcard -----6 %







2022-23 City of Oakland Budget Priorities Survey

*Key Findings from a Survey of Oakland Residents Conducted
December 15, 2022 to January 8, 2023*



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	December 15, 2022-January 8, 2023			
Survey Type	Multi-modal Resident Survey			
Research Population	Adult Residents of Oakland			
Total Interviews	1,270			
Margin of Sampling Error	(Full Sample) $\pm 3.1\%$ at the 95% Confidence Level (Half Sample) $\pm 4.0\%$ at the 95% Confidence Level			
Contact Methods	 Telephone Calls	 Email Invitations	 Postcard Invitations	 Text Invitations
Data Collection Modes	 Telephone Interviews	 Online Interviews		
Survey Tracking	2020-21, 2018, 2017, 2015 (voters only), 2005, 2002 and 2000			
Languages	English, Spanish and Chinese			

(Note: Not All Results Will Sum to 100% Due to Rounding)



Why Oakland Regularly Conducts This Survey

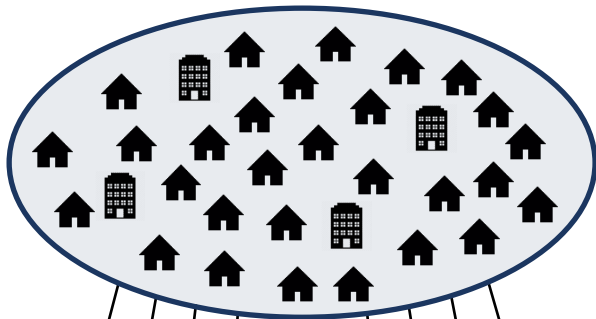
Why We Conduct a Budget Survey

- 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, 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.

Types of Survey Questions

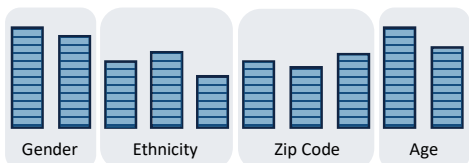
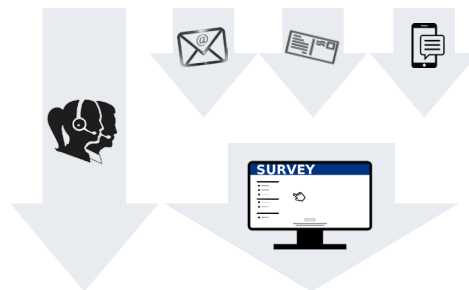
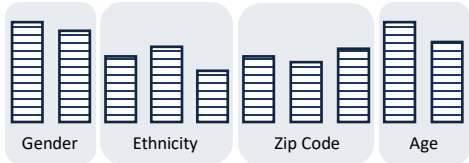
- The survey's scope and questions were written at the direction of the City's Budget Advisory Commission (BAC) with support from City staff.
- Demographic questions to ensure a representative sample and to enable analysis by different sample subgroups.
- General questions about life in Oakland and impressions of City government and the services it provides.
- Budget questions:
 - What should be the City's top budget priorities?
 - Awareness of the City's budget situation
 - Reactions to potential service cuts to balance future budgets
 - Prioritizing select Reimaging Public Safety Task Force recommendations that would require additional budget allocations
 - What can be done to make Oakland feel safer?

FM3's Address-based Survey Approach



(XXX) XXX-XXXX

XXX@XXXX.com



FM3 acquired a list of residential addresses in the City of Oakland.

FM3 pulled a random sample of those addresses, and using public and commercial databases, matched phone numbers and email addresses to residents living at those addresses.

FM3 used demographic data from the US Census and geographic data from the list of addresses to set quotas, ensuring that respondents in the sample reflected the overall, adult residential population.

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

FM3 completed online and telephone interviews with residents sufficient to fill each quota.

Profile of Survey Respondents

- The sample was designed to reflect US Census data for Oakland adults (ages 18+) by age, gender, Council District, race/ethnicity, and homeowner/renter.
- When response rates were slightly higher for any particular group, data were weighted to match the demographics of residents 18+ in the community.
- Data were also weighted to ensure each split sample was representative.

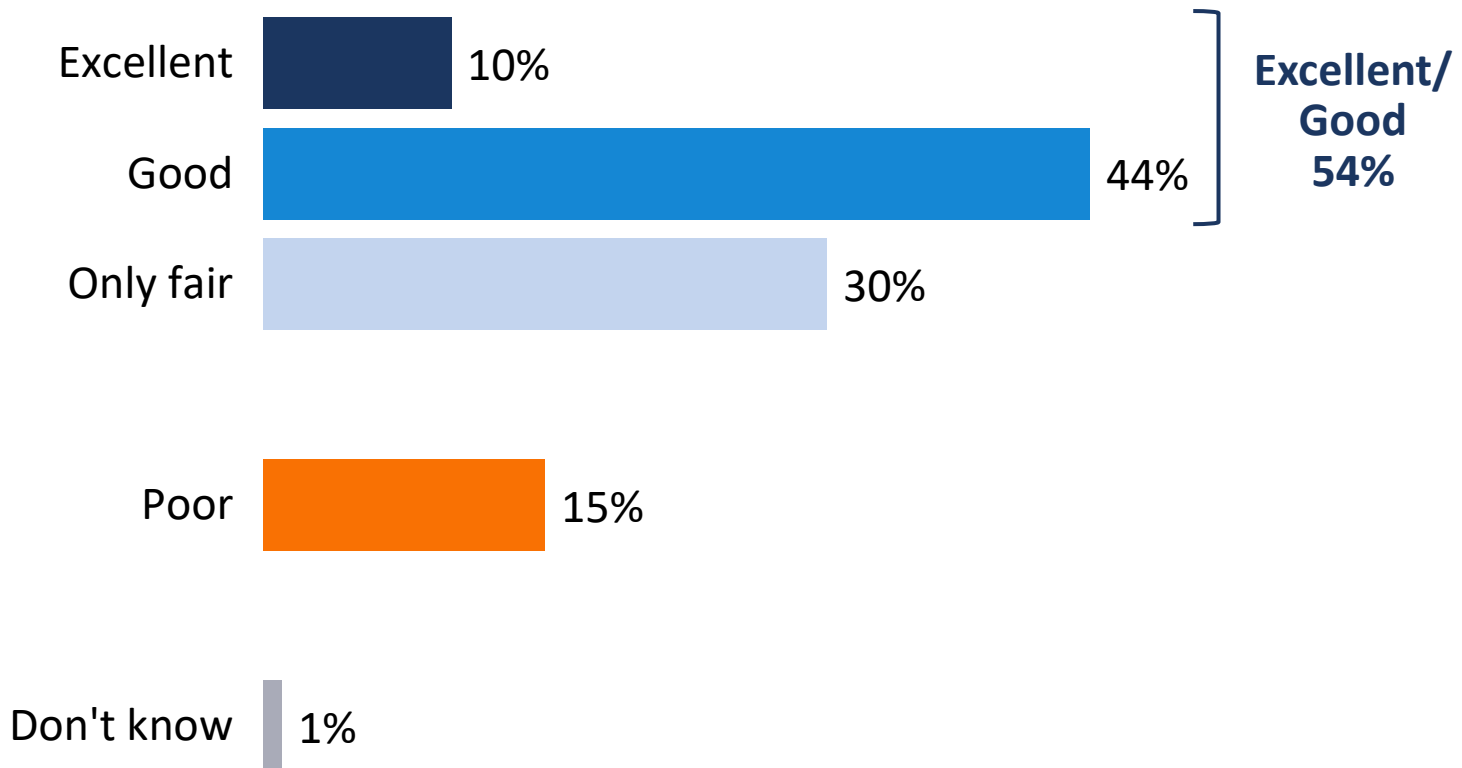
Demographic Group	%
Male	46%
Female	50%
<i>Ages 18-49</i>	59%
<i>Ages 50+</i>	41%
White residents	30%
Latino residents	26%
Asian/Pacific Islander residents	21%
African American/Black residents	21%
<i>Homeowners</i>	41%
<i>Renters</i>	50%



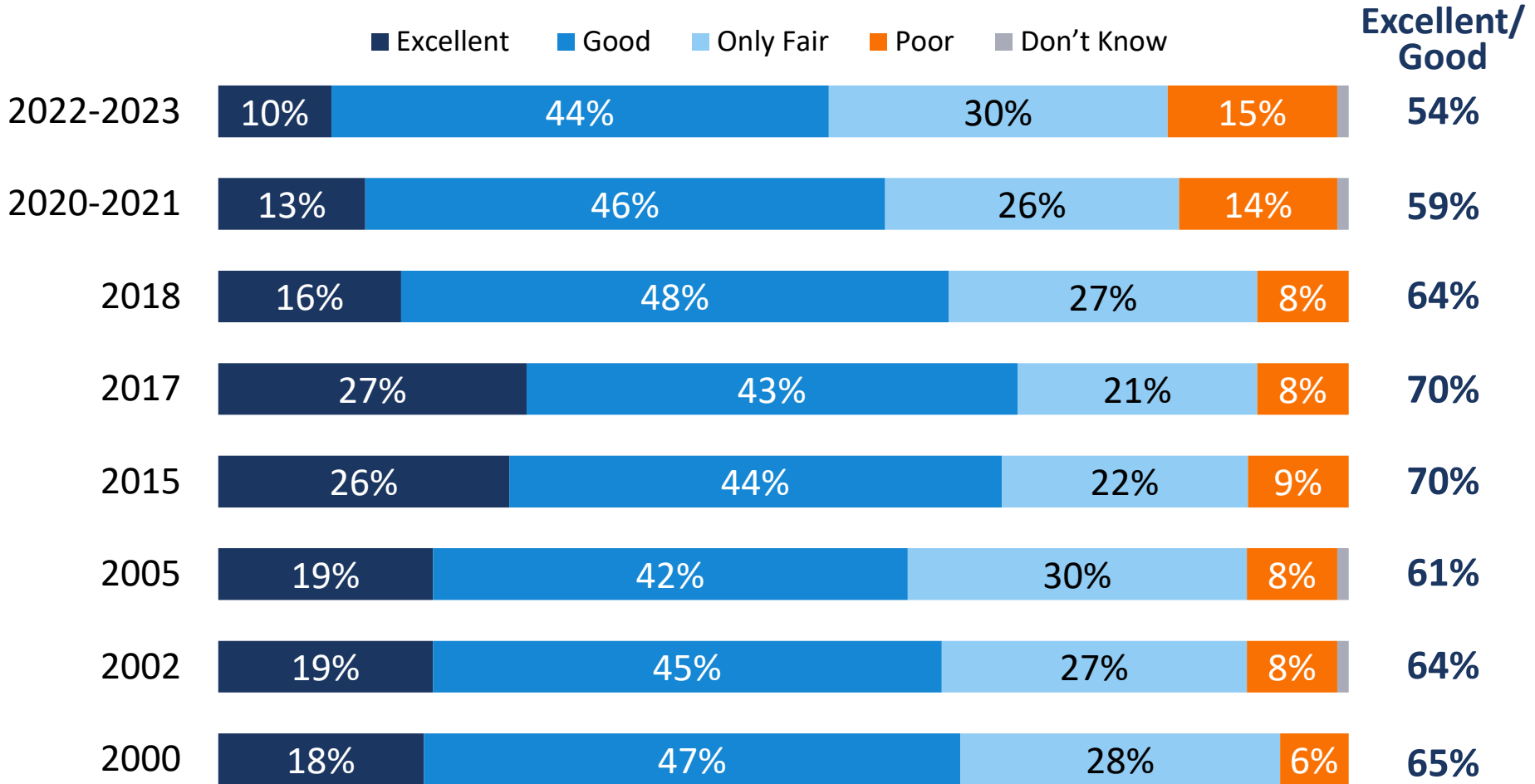
Impressions of Life in Oakland and City Government

While a majority of Oakland residents feel Oakland is 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?

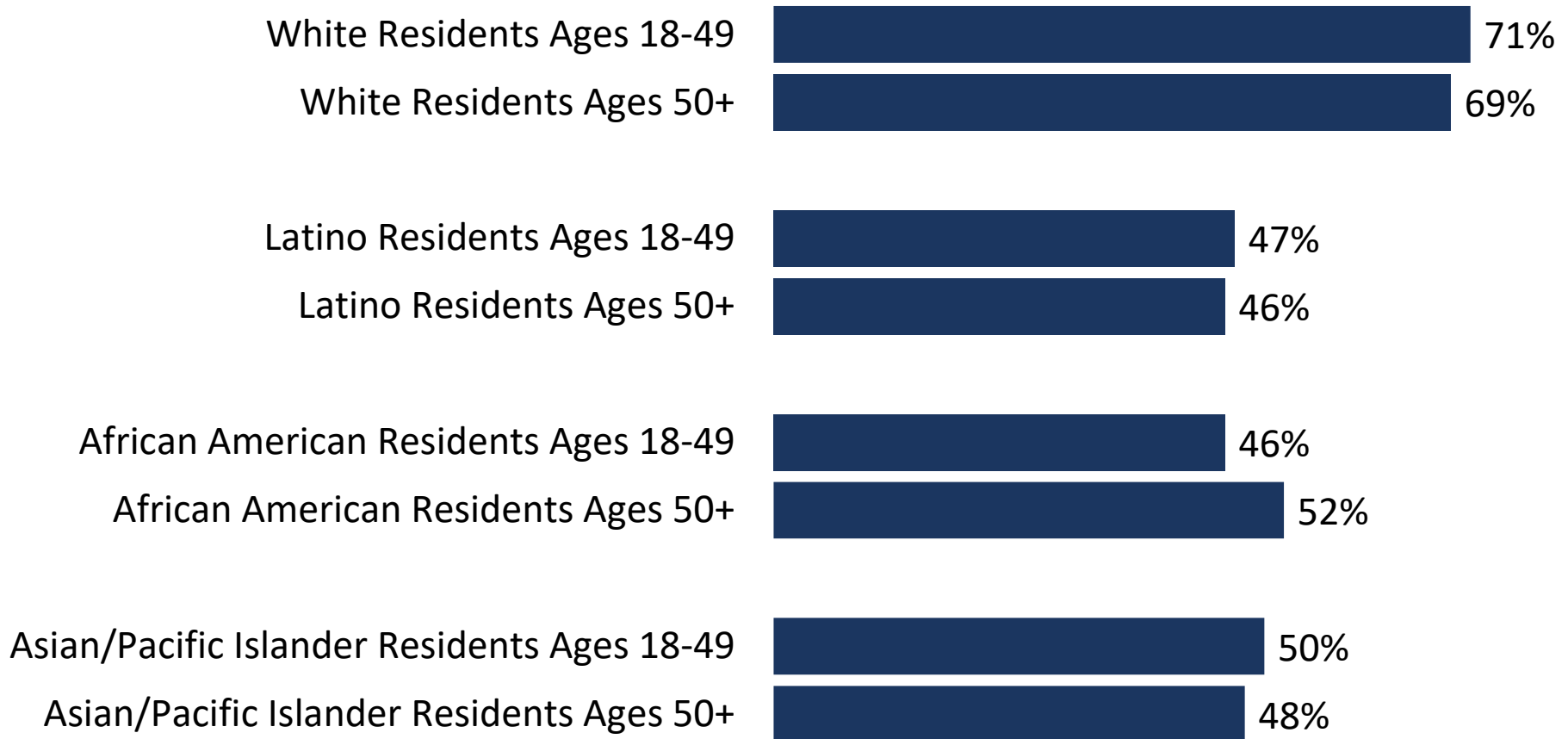


...this is the lowest share since surveying began more than 20 years ago.



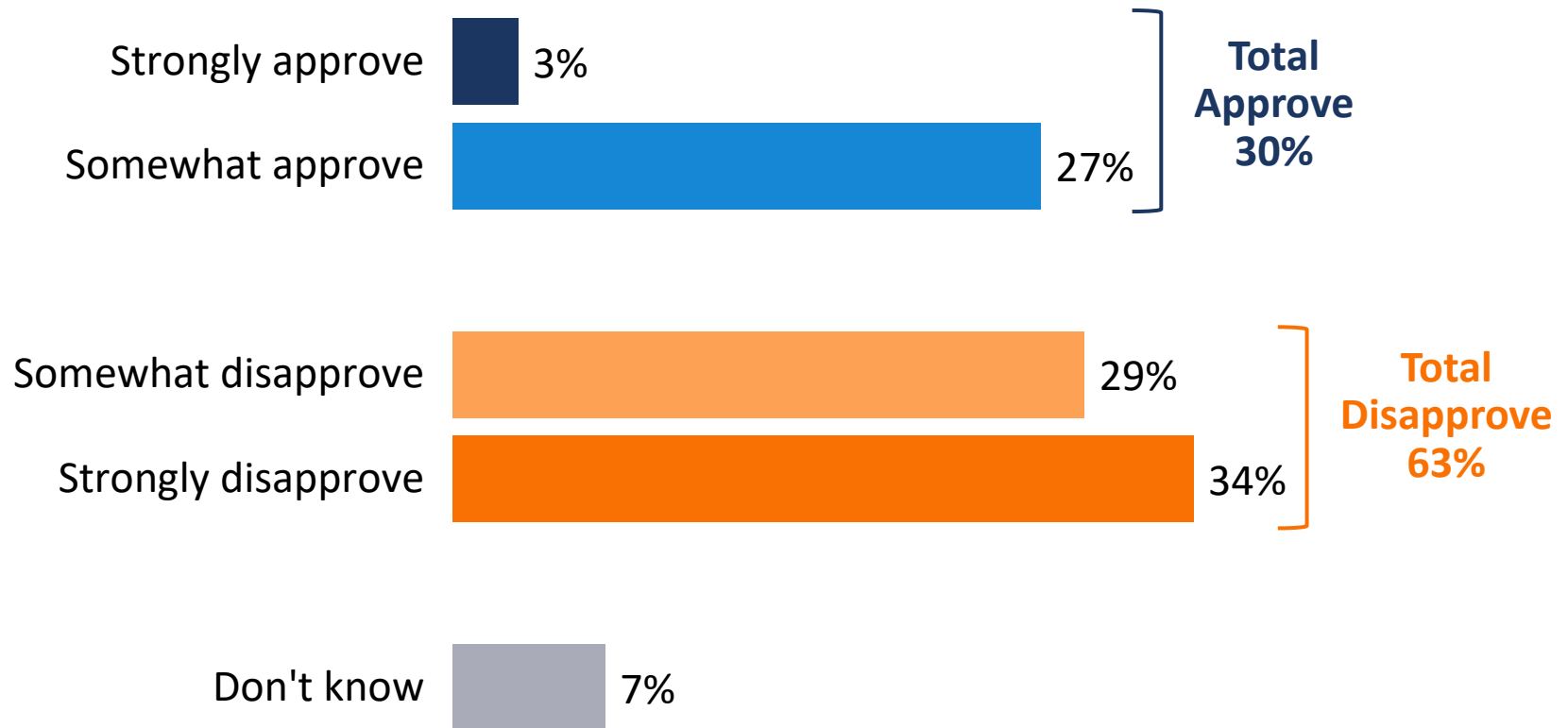
White residents have much more positive views than residents of color, regardless of age.

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

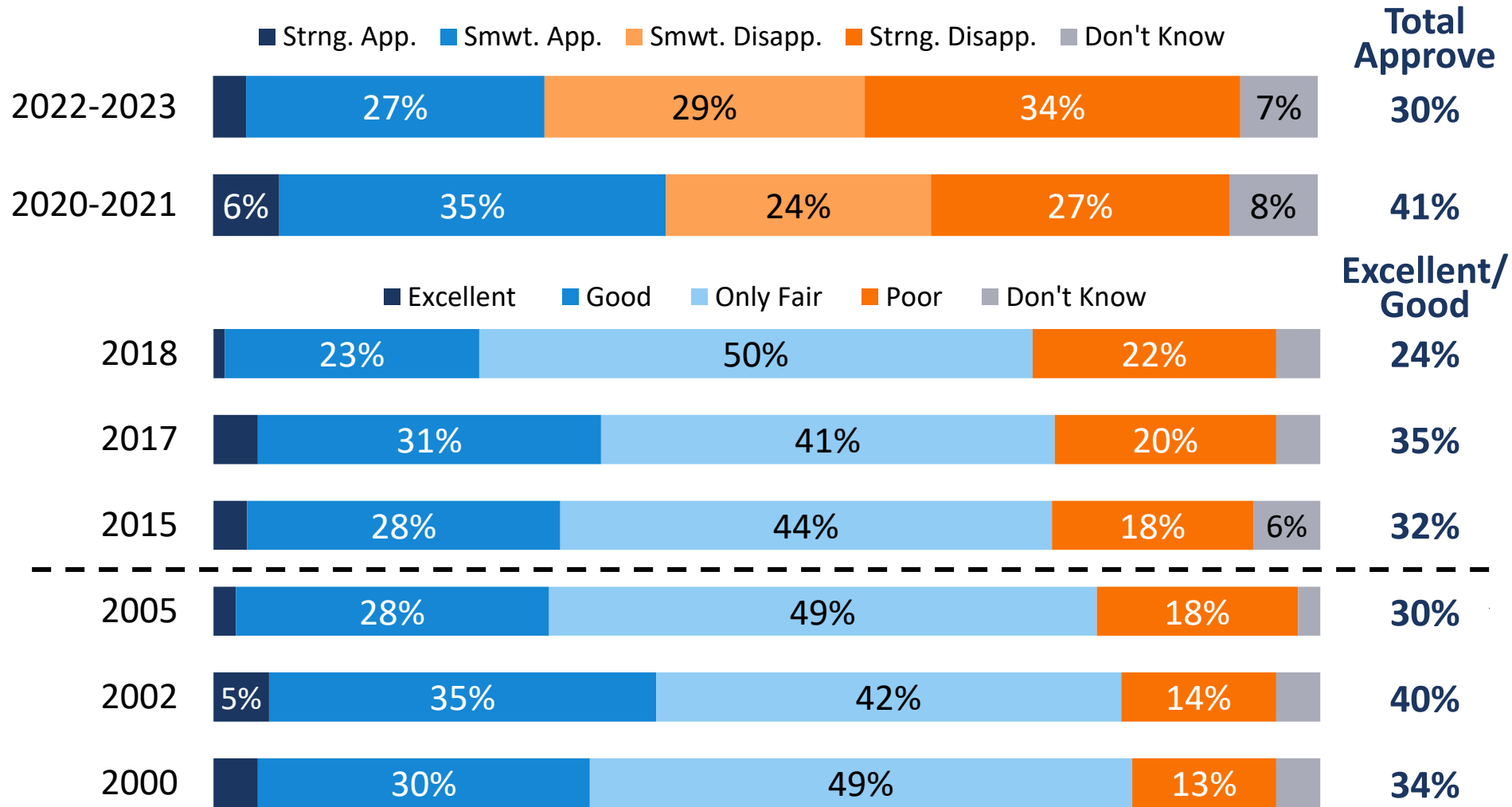


Nearly two-thirds of residents disapprove of the City's provision of services.

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



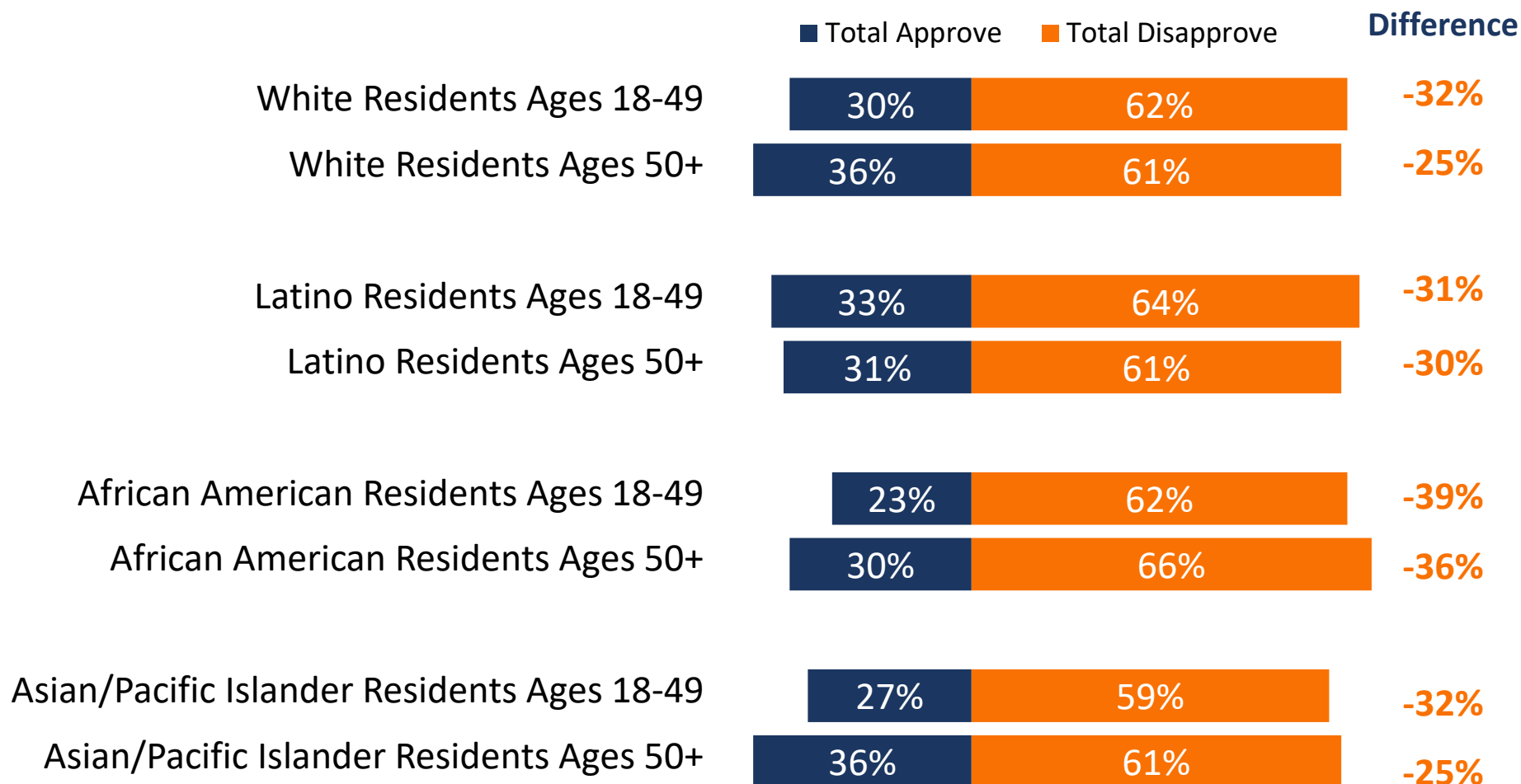
The approval rating is notably lower than in the last survey.



Q2. Do you approve or disapprove of the overall job being done by Oakland City government in providing services to the people who live here?
 Previous Year's Survey Language: How would you rate the overall job being done by Oakland City government in providing services to the people who live here: excellent, good, only fair or poor?

Unlike the quality-of-life ratings, residents' disapproval with city services was consistent across different ages and racial/ethnic groups.

Approval Rating by Ethnicity by Age





Budget Priorities

Sample Verbatim Responses on Top Budget Priorities

In the upcoming 2-year budget, what are the 2 most important issues facing Oakland residents that you would like to see prioritized in the City government budget?

Homes to unhoused people and community-based solutions to violence

Housing, crime and the homelessness issue

Children's education and lower the cost of rent

Public safety overall from gun violence, safe streets from vehicle crashes. Housing, both affordable and unhoused.

Keep the parks and streets and sidewalks clean. Gun control.

Parks, graffiti, streets and homelessness. Clean up the trash, plant more trees.

The city is a dump and the police don't do their jobs.

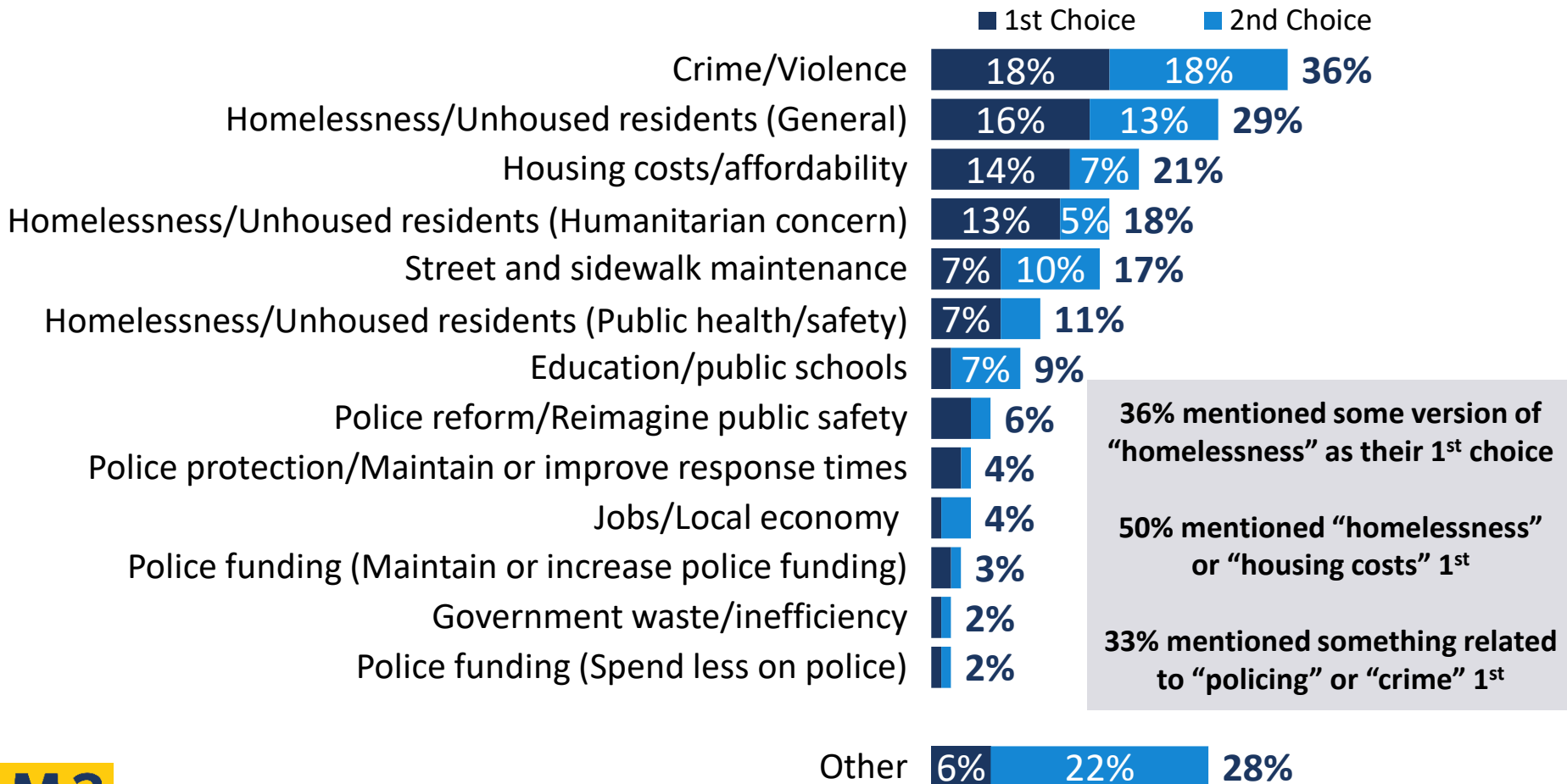
I would say making the streets safer. Partly doing something about the car break ins. Also I'd like something done with the homeless people, finding them homes. Improving walking down the streets in Oakland. And I also think encouraging businesses.

Infrastructure - drainage, roads, sidewalks... Crime and blight.

The top three categories of budget priorities related to crime, homelessness and housing costs; streets/sidewalks and education .

In the upcoming 2-year budget, what are the 2 most important issues facing Oakland residents that you would like to see prioritized in the City government budget?

(Open-Ended; Total 2% and Above Shown)



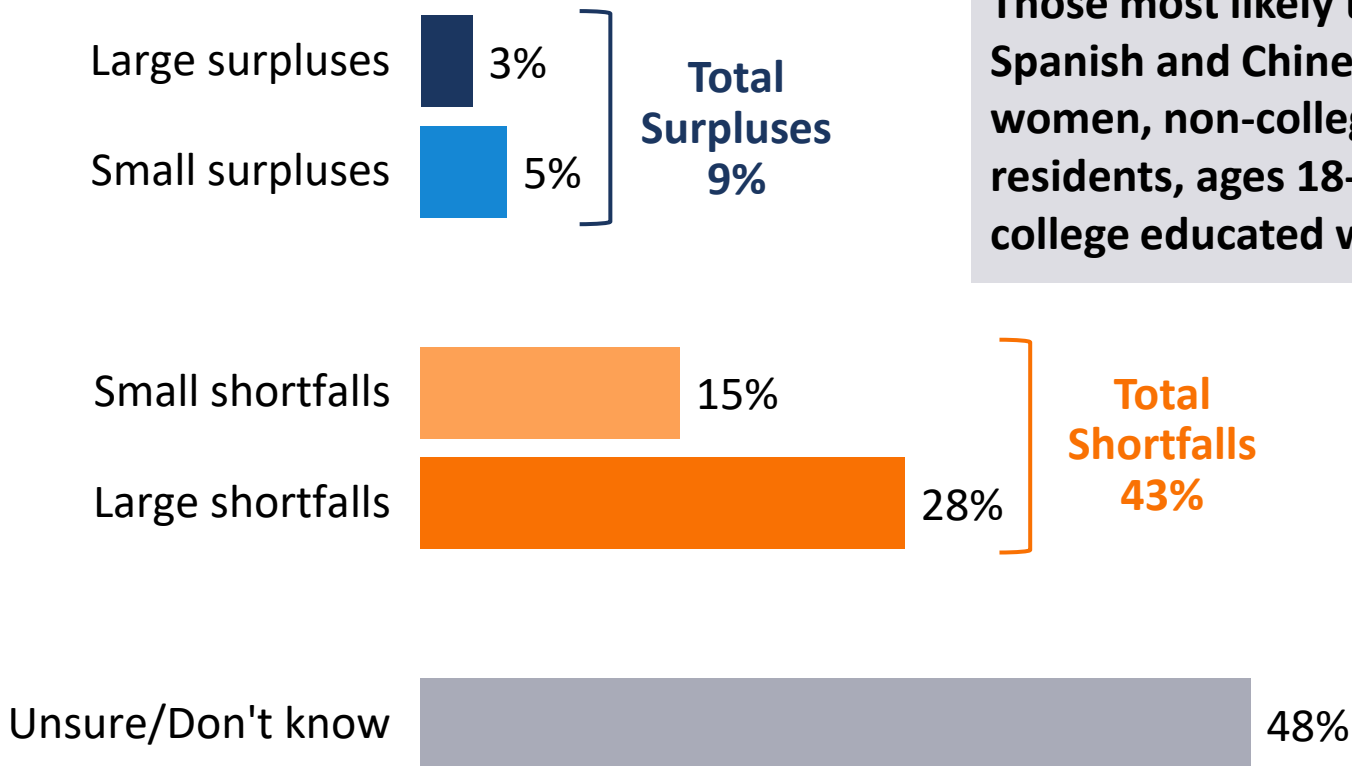
Homelessness remains the most-urgent problem to address in the budget as seen by residents.

(1st Choice; 2022-2023 3% and Above Shown)

Issue	2000	2002	2005	2015-16	2016-17	2018-19	2020-21	2022-23
Homelessness (Any reference)	3%	4%	2%	2%	7%	22%	32%	36%
*Crime/Violence	19%	26%	22%	20%	15%	11%	10%	18%
*Housing costs/affordability	8%	12%	5%	10%	26%	25%	20%	14%
*Street and sidewalk maintenance	3%	4%	4%	8%	7%	6%	14%	7%
Education/Public schools	33%	14%	35%	17%	12%	10%	10%	9%
Jobs/Local Economy	5%	3%	4%	7%	4%	0%	4%	4%

Nearly half of residents were unsure of whether the City is projecting budget shortfalls or surpluses.

Over the next several years, do you think the City is projecting budget surpluses or shortfalls?



Those most likely to be unsure are Spanish and Chinese speakers, API women, non-college educated API residents, ages 18-29, and non-college educated women.

Evaluating Budget Trade-Offs

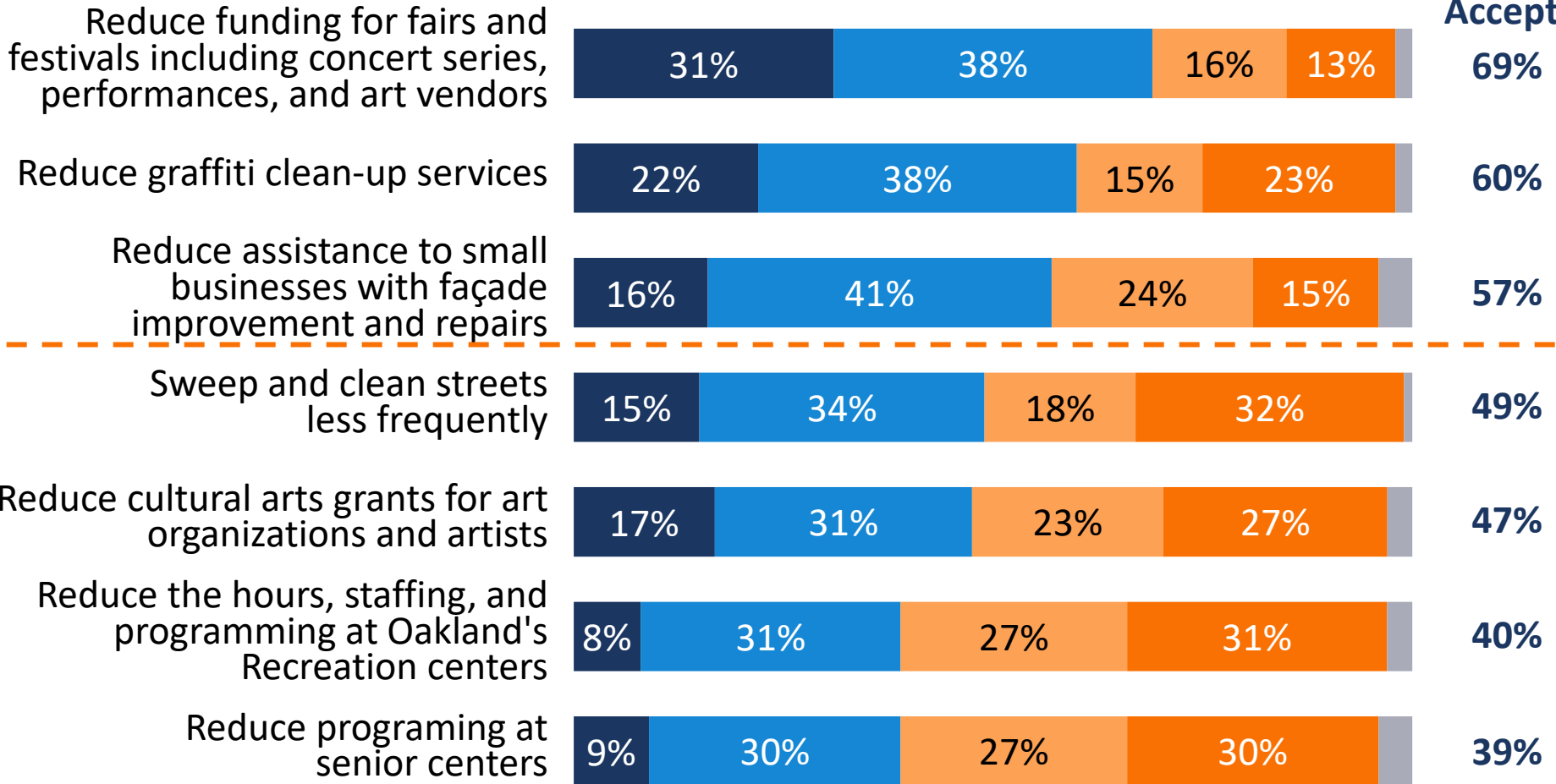
(Background Provided to Respondents)

The City of Oakland is currently projecting \$100 million budget shortfalls over the next several years, meaning the Mayor, City Council, and City Administration will need to identify services to reduce in order to balance the City's budget. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City's budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable.

Residents were most open to reducing spending on fairs, graffiti clean up, and cosmetic improvements for small businesses.

■ Comp. Accept. ■ Smwt. Accept. ■ Not Too Accept. ■ Not at All Accept. ■ Unsure/Don't Know

Comp./
Smwt.
Accept.



Q5. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City's budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable. Split Sample

Fewer than two in five felt reductions to fire prevention and parks maintenance were acceptable.

■ Comp. Accept. ■ Smwt. Accept. ■ Not Too Accept. ■ Not at All Accept. ■ Unsure/Don't Know **Comp./Smwt. Accept.**

Reduce the hours and operations of the City's Oak-311 call center services that helps residents get support with non-emergency issues



35%

Reduce wildfire prevention and vegetation management



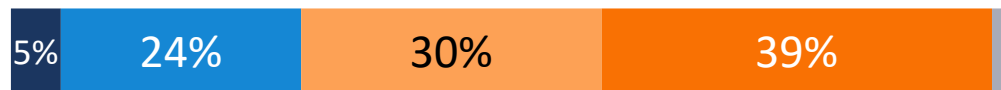
33%

Reduce job training and employment services



30%

Reduce maintenance of parks, trees, and open space



29%

Reduce summer youth employment programs for Oakland youth



26%

Reduce streetlight and traffic signal maintenance



26%

Reduce janitorial and restroom cleaning at libraries, recreation centers, and parks

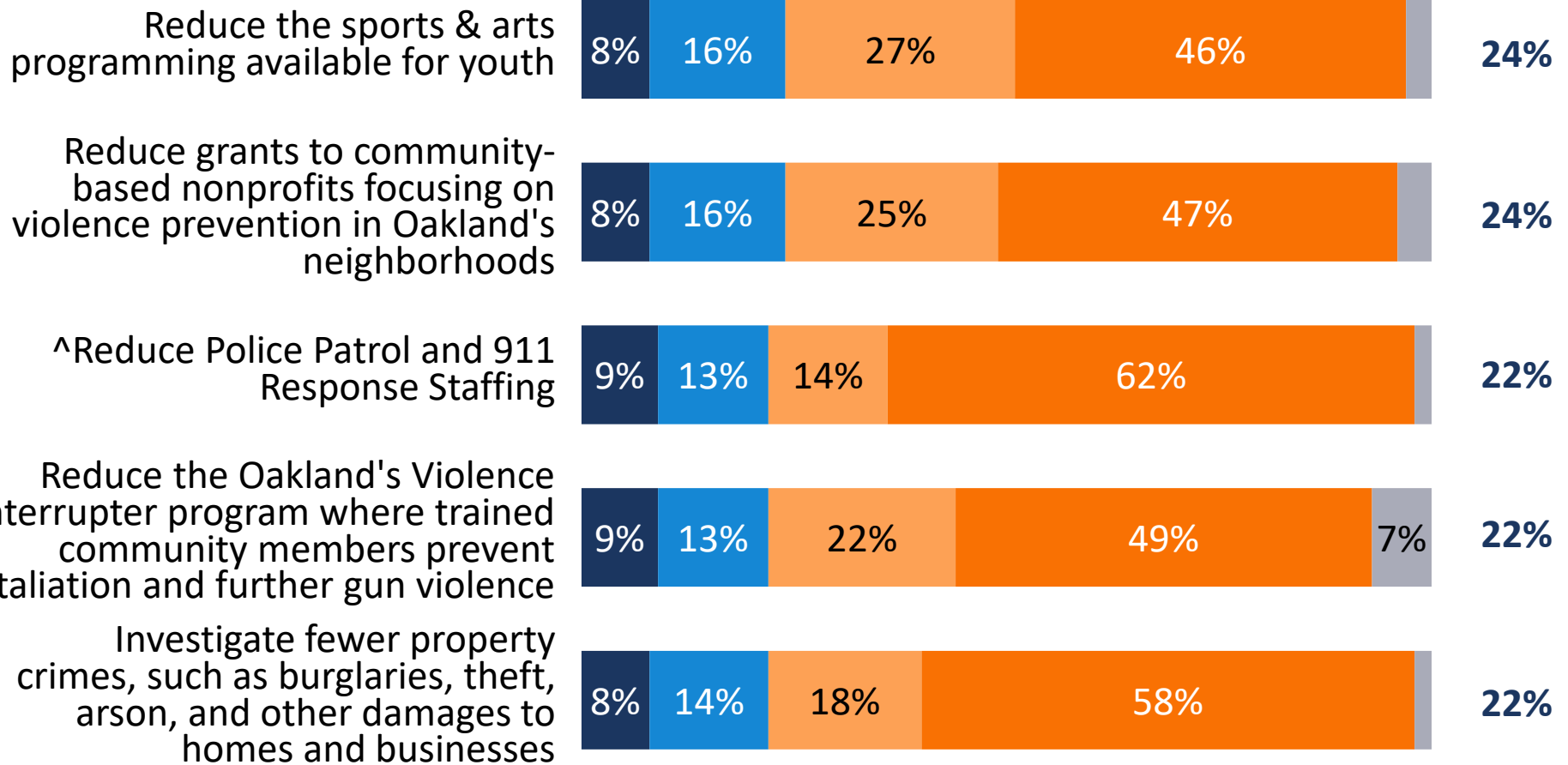


25%

Q5. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City's budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable. Split Sample

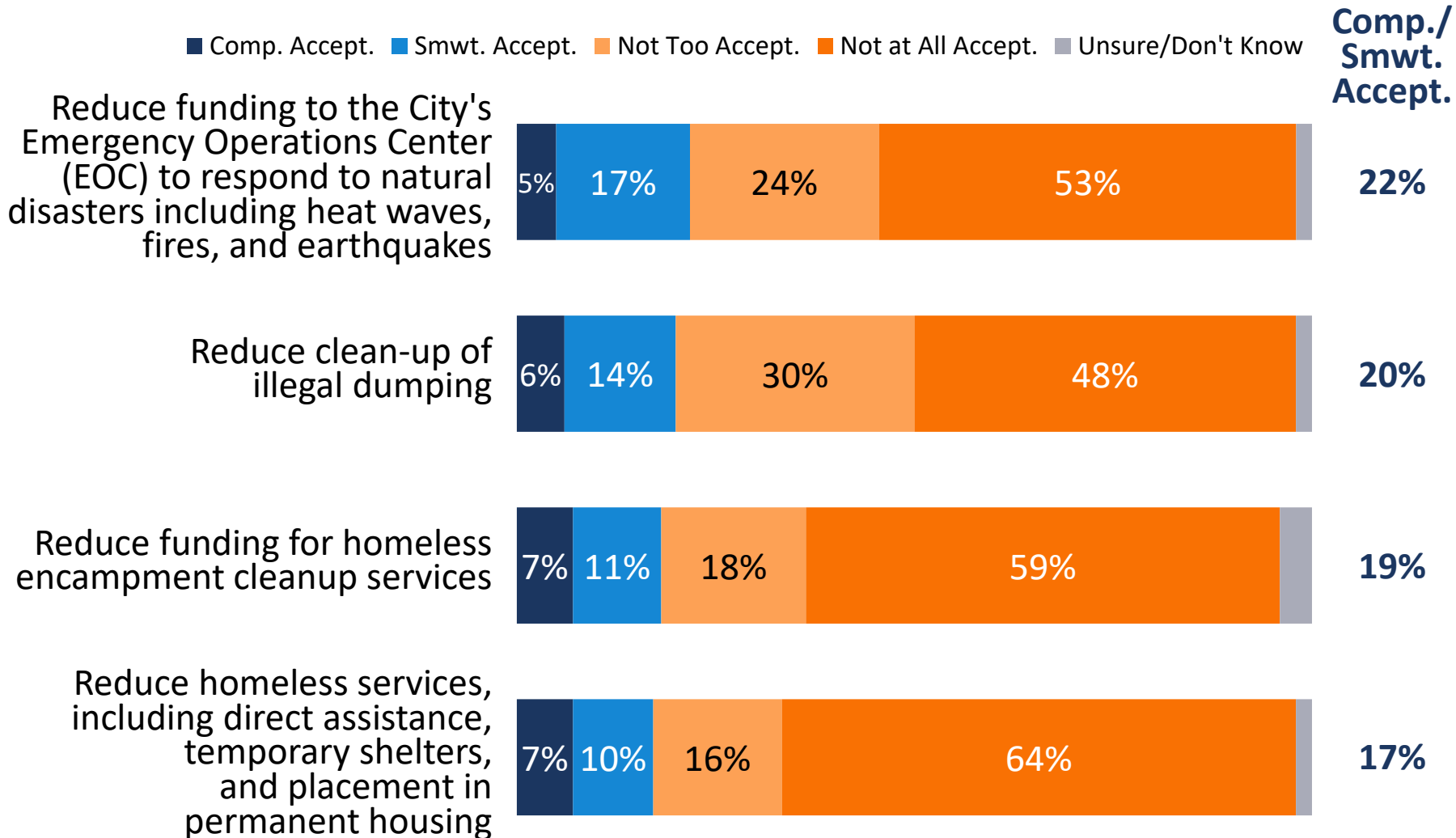
Majorities said reducing police patrols and property crime investigation was “not at all acceptable.”

■ Comp. Accept. ■ Smwt. Accept. ■ Not Too Accept. ■ Not at All Accept. ■ Unsure/Don't Know **Comp./Smwt. Accept.**



Q5. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City's budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable. ^Not Part of Split Sample

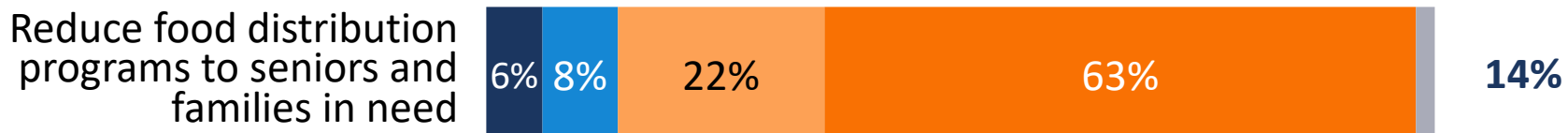
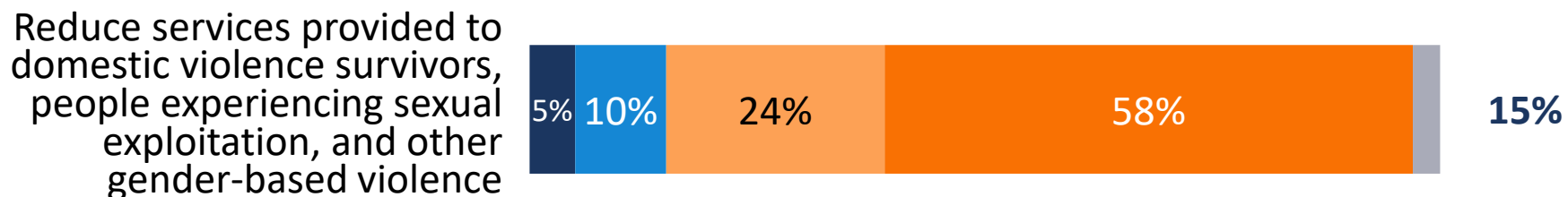
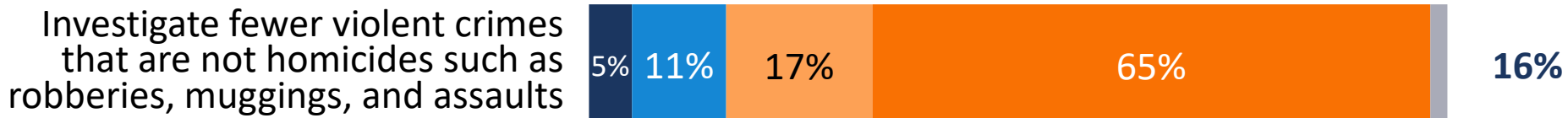
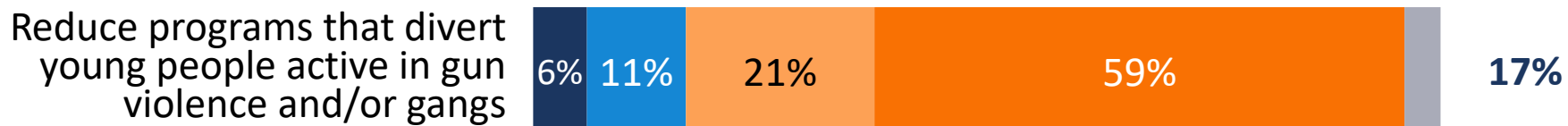
Three in five said reductions to services for the unhoused were “not at all acceptable.”



Q5. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City's budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable. Split Sample

The least-acceptable reductions include victim services, violent crime investigation, and food distribution.

■ Comp. Accept.
 ■ Smwt. Accept.
 ■ Not Too Accept.
 ■ Not at All Accept.
 ■ Unsure/Don't Know
 Comp./
Smwt.
Accept.



Q5. To help Oakland officials make these difficult decisions, please consider the following potential budget and service reductions and indicate how acceptable it would be to you personally if that reduction was made to help balance the City's budget: completely acceptable, somewhat acceptable, not too acceptable, or not at all acceptable. Split Sample

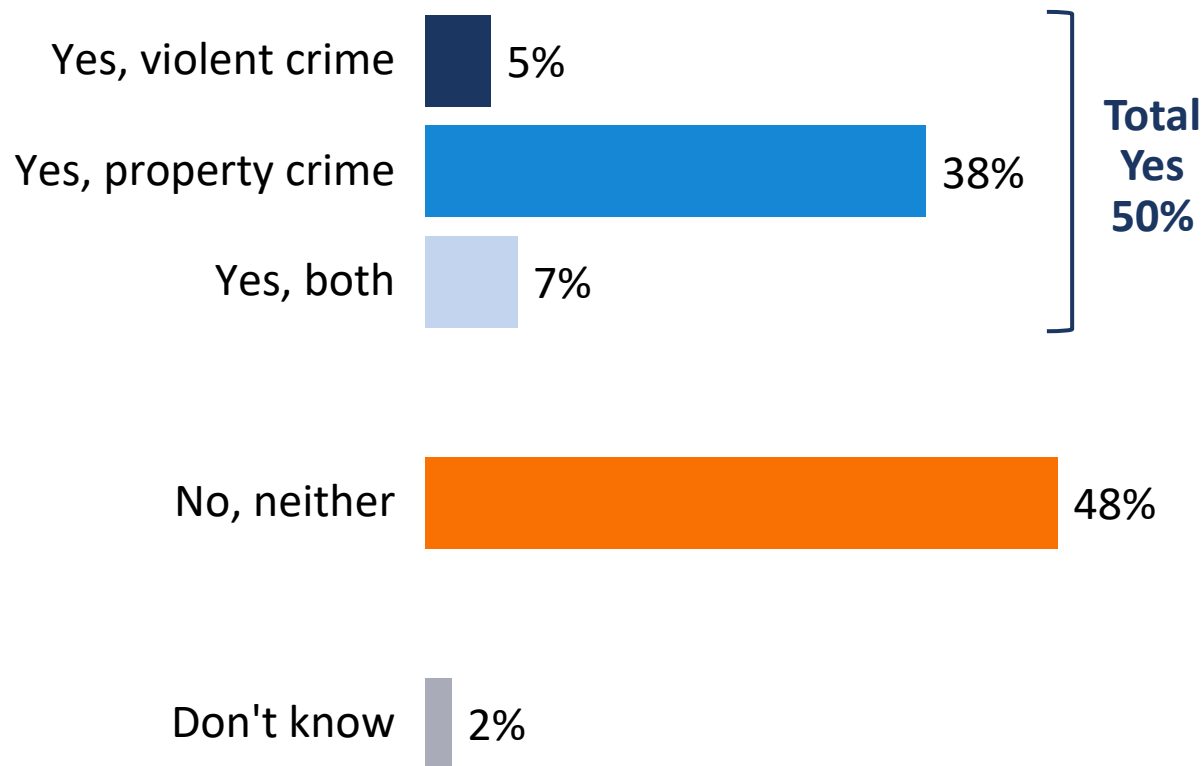
Group	Top 3 “Completely or Somewhat Acceptable” to Cut	Top 3 “Not At All Acceptable to Cut”
White Residents Ages 18-49	<ul style="list-style-type: none"> Fairs and festivals (77%) Graffiti clean up (73%) Small business façade improvements (66%) 	<ul style="list-style-type: none"> Homeless services (84%) Food distribution programs (73%) Domestic violence services (66%)
White Residents Ages 50+	<ul style="list-style-type: none"> Fairs and festivals (80%) Small business façade improvements (75%) Cultural art grants (62%) 	<ul style="list-style-type: none"> Police/911 response staffing (79%) Investigating violent crime (70%) Homeless services (68%)
Latino Residents Ages 18-49	<ul style="list-style-type: none"> Fairs and festivals (74%) Graffiti clean up (73%) Small business façade improvements (66%) 	<ul style="list-style-type: none"> Food distribution programs (65%) Domestic violence services (61%) Police/911 staffing & youth anti-violence (60%)
Latino Residents Ages 50+	<ul style="list-style-type: none"> Fairs and festivals (64%) Graffiti clean up (48%) Small business façade improvements (45%) 	<ul style="list-style-type: none"> Police/911 response staffing (75%) Investigating violent crime (70%) Streetlights/traffic signals (69%)
African American Residents Ages 18-49	<ul style="list-style-type: none"> Graffiti clean up (57%) Small business façade improvements (55%) Parks/trees/open space maintenance (44%) 	<ul style="list-style-type: none"> Homeless services (75%) Food distribution programs (70%) Domestic violence services (69%)
African American Residents Ages 50+	<ul style="list-style-type: none"> Fairs and festivals (52%) Small business façade improvements (48%) Street maintenance (45%) 	<ul style="list-style-type: none"> Youth anti-violence programs (79%) Investigating violent crime (77%) Police/911 staffing & property crime (76%)
Asian/Pacific Islander Residents Ages 18-49	<ul style="list-style-type: none"> Fairs and festivals (89%) Graffiti clean up (76%) Senior centers (69%) 	<ul style="list-style-type: none"> Investigating violent crime (69%) Investigating property crime (65%) Homeless encampment clean-up (63%)
Asian/Pacific Islander Residents Ages 50+	<ul style="list-style-type: none"> Fairs and festivals (75%) Cultural arts grants (66%) Sports and arts programming (65%) 	<ul style="list-style-type: none"> Police/911 response staffing (72%) Investigating property crime (66%) Investigating violent crime (56%)



Public Safety Investments

Half of residents reported being a victim of crime in recent years; for most, it was property crime.

Have you been the victim of a crime in Oakland in the past 5 years?



Violent crime victims are disproportionately the housing insecure, unemployed, and low-income residents.

Property crime victims are disproportionately ages 40-49, Latinos ages 50+, high-income residents, and residents of Police Districts 1, 2 and 5.

Sample Verbatim Responses on Improving Safety

In a few words of your own, what would make you feel safer living in Oakland?

More police patrols and violence interrupters. More immediate assistance and management of mentally ill homeless people.

If when I called about a problem the police showed soon, and not in 3 days.

Less crime and homeless, and slower traffic on city streets.

Reduced crime including car and home break-ins.

More of a community-first feeling. Less feelings like people have to take care of themselves first because they can't count on community. More opportunities.

Programs for boys and girls. If there were better schools.

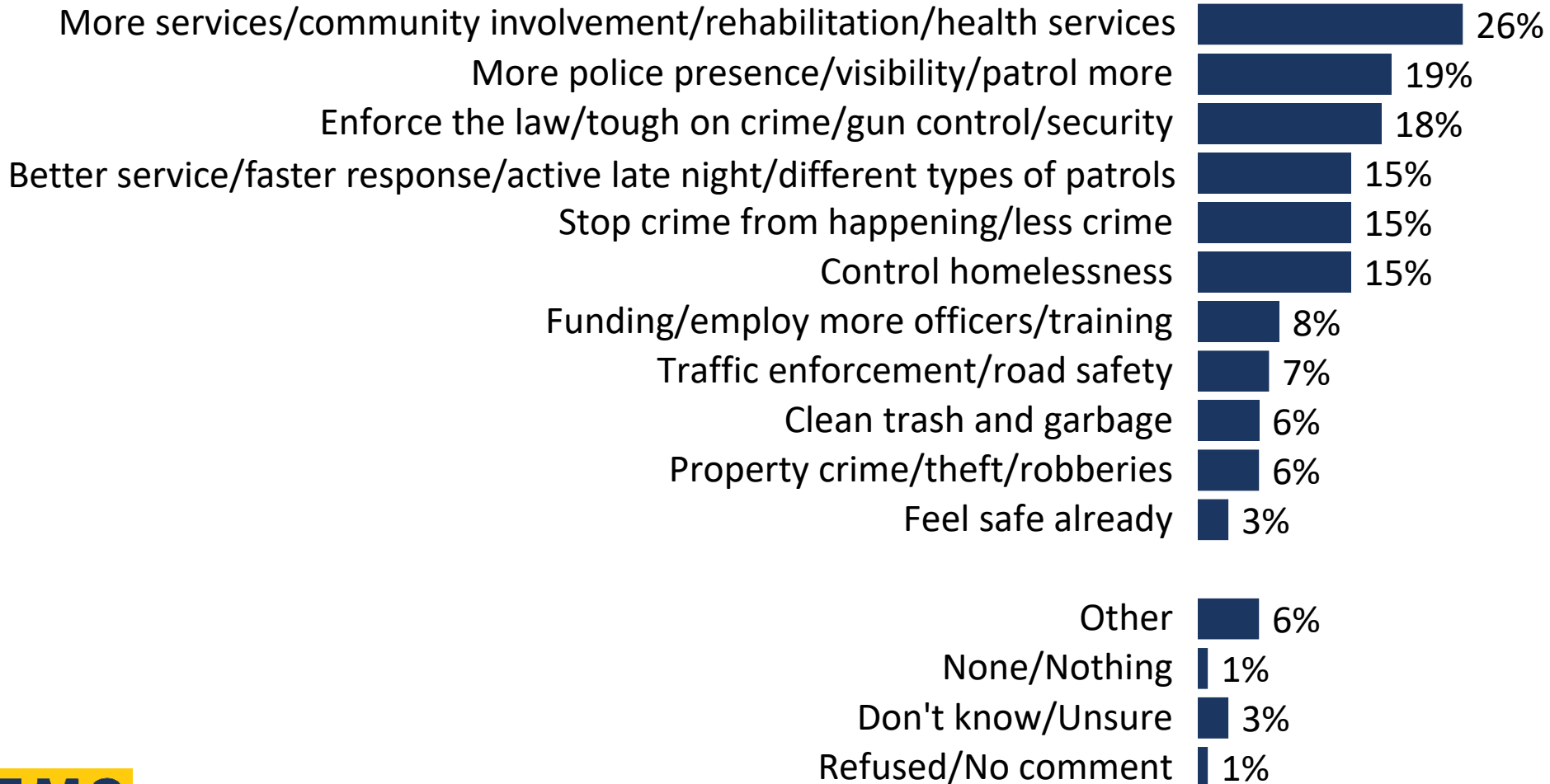
If I felt like criminals were actually being caught and jailed and the police department was actually visible and accountable and well-staffed, I would feel safer.

I would feel safer if there were educational and cultural opportunities for Black and brown youth, including living wage job programs to focus on beautifying Oakland and new affordable housing especially in the flatlands, east and west Oakland.

Residents report that more services and more police visibility would make them feel safer.

In a few words of your own, what would make you feel safer living in Oakland?

(Open-Ended; Total 3% and Above Shown)

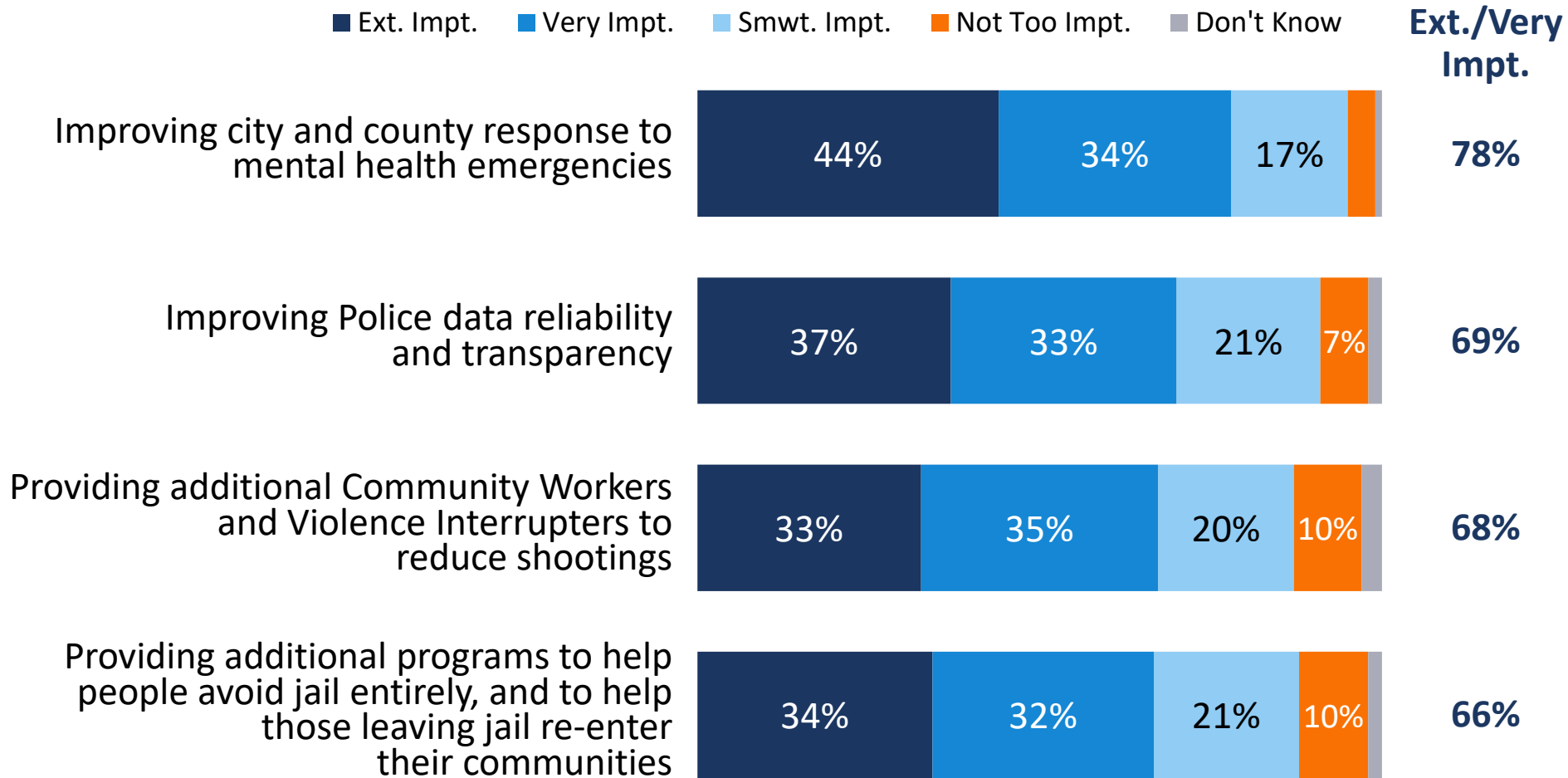


Residents heard or read information about public safety in the Oakland budget and the Reimagining Task Force.

As you may know, 38% of the City's budget general fund is allocated to police services. However, there are many potential budget items that can have an impact on community safety and in 2020, the City Council created a task force to reimagine Oakland's public safety system. The goals were to increase community safety through alternative responses to calls for assistance, and investments in programs that address the root causes of violence and crime along with the goal of reducing the Oakland Police Department budget allocation. The task force came up with 151 recommendations and we'd like to ask you about some of the higher priority recommendations that would have budget implications.

I am going to read you a list of some specific Task Force recommendations that would cost the City additional money to adopt. While this may be challenging given the City's projected budget shortfalls, understanding the community's priorities can still be very helpful with the City's planning.

Residents' top-ranking recommendation was improved mental-health response.

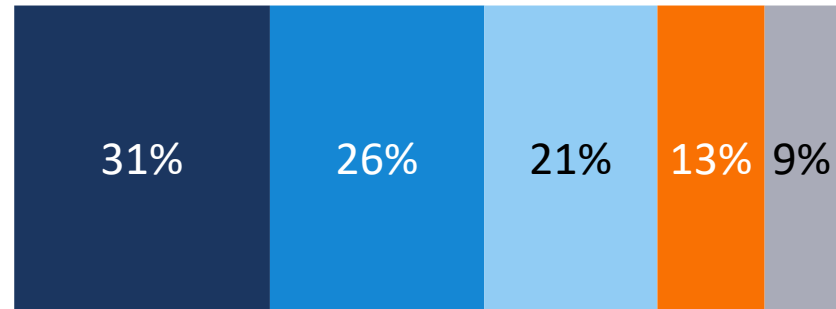


Majorities rate transferring 911 calls out of the Police Department as important, but with less intensity than other recommendations.

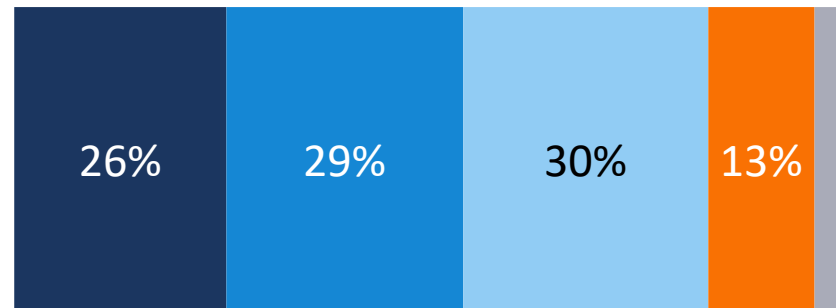
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

Transferring the 911 call center out of Oakland Police Department to invest in cross-functional teams and Mobile Assistance Community Responders of Oakland, also known as MACRO, to address behavioral health issues



Increasing services to prevent gender-based violence and serve victims

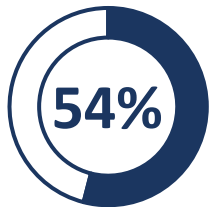


Group	Top 3 “Extremely or Very Important”	Top 3 “Not Too Important”
White Residents Ages 18-49	<ul style="list-style-type: none"> • Mental health emergencies (82%) • Avoid jail/re-enter from jail (77%) • Additional community workers (68%) 	<ul style="list-style-type: none"> • Increasing gender-based violence services (19%) • Transferring 911 call center (17%) • Additional community workers (17%)
White Residents Ages 50+	<ul style="list-style-type: none"> • Mental health emergencies (82%) • Additional community workers (68%) • Police data reliability/transparency (67%) 	<ul style="list-style-type: none"> • Transferring 911 call center (13%) • Avoid jail/re-enter from jail (13%) • Increasing gender-based violence services (12%)
Latino Residents Ages 18-49	<ul style="list-style-type: none"> • Mental health emergencies (77%) • Police data reliability/transparency (73%) • Additional community workers (61%) 	<ul style="list-style-type: none"> • Additional community workers (14%) • Increasing gender-based violence services (13%) • Transferring 911 call center (12%)
Latino Residents Ages 50+	<ul style="list-style-type: none"> • Mental health emergencies (80%) • Police data reliability/transparency (71%) • Additional community workers (61%) 	<ul style="list-style-type: none"> • Transferring 911 call center (19%) • Avoid jail/re-enter from jail (19%) • Increasing gender-based violence services (13%)
African American Residents Ages 18-49	<ul style="list-style-type: none"> • Mental health emergencies (83%) • Avoid jail/re-enter from jail (71%) • Additional community workers (69%) 	<ul style="list-style-type: none"> • Increasing gender-based violence services (16%) • Police data reliability/transparency (15%) • Additional community workers (14%)
African American Residents Ages 50+	<ul style="list-style-type: none"> • Mental health emergencies (85%) • Additional community workers (78%) • Police data reliability/transparency (76%) 	<ul style="list-style-type: none"> • Increasing gender-based violence services (13%) • Transferring 911 call center (11%) • Police data reliability/transparency (5%)
Asian/Pacific Islander Residents Ages 18-49	<ul style="list-style-type: none"> • Additional community workers (71%) • Mental health emergencies (70%) • Police data reliability/transparency (69%) 	<ul style="list-style-type: none"> • Increasing gender-based violence services (13%) • Avoid jail/re-enter from jail (11%) • Transferring 911 call center (10%)
Asian/Pacific Islander Residents Ages 50+	<ul style="list-style-type: none"> • Police data reliability/transparency (77%) • Mental health emergencies (72%) • Additional community workers (60%) 	<ul style="list-style-type: none"> • Avoid jail/re-enter from jail (22%) • Increasing gender-based violence services (16%) • 911 call center & community workers (10%)

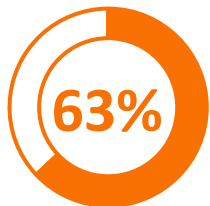


Conclusions

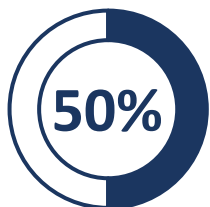
Key Numbers: Big Picture Takeaways



Feel Oakland is an “excellent” or “good” place to live, and while a majority, is down five points from the last budget survey



Disapprove of the overall job being done by City government in providing services, an 11-point increase from the last budget survey



Say homelessness or housing costs is their top priority for the City budget

Summary: It’s clear that perceptions of the quality of life, though still positive overall, have continued to decline. Broad majorities also disapprove of City government’s work providing services. Residents clearly want the City to focus on housing and homelessness, with crime and violence also ranking as a key concern.

Key Numbers: Budget Tradeoffs

3

The number of city services (out of 27) at least 50% of residents said were “completely” or “somewhat acceptable” to reduce

18

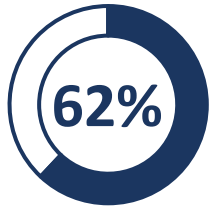
The number of city services (out of 27) that more than two-thirds of residents said were “not too” or “not at all acceptable” to reduce

9

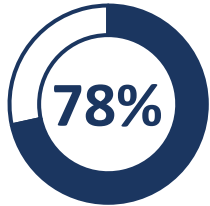
The number of services (out of 27) that majorities said were “not at all acceptable” to reduce in the City budget

Summary: Residents do not have much enthusiasm for budget cuts resulting in service reductions. While this is challenging in making budget decisions, likely driven by low satisfaction with overall current service levels. Relatively speaking, they are most comfortable with reductions to fairs and festivals, graffiti removal, and small-business façade repair. They are least comfortable with reductions to crime-victim services and investigation, as well as support for people experiencing food insecurity and services for people who are unhoused.

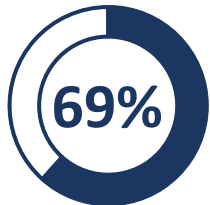
Key Numbers: Policing and Public Safety



Feel it is “not at all acceptable” to reduce police patrols and staffers responding to 911 calls to address the City’s budget shortfall



Feel it is “extremely” or “very” important to improve city and county response to mental health emergencies



Feel it is “extremely” or “very” important to fund improvements to police data transparency despite the budget shortfall

Summary: Residents clearly value additional services to address mental-health emergencies and prevent crime and see “safety” as including many facets beyond crime and policing. At the same time, broad majorities find cuts to police patrols, 911 response and crime investigation “completely unacceptable.” With crime and violence significant concerns, residents currently favor a mix of approaches to these complex problems.

**For more information,
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**OPINION
RESEARCH
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