



Telephone Survey of Likely November
2014 Oakland Voters regarding potential
Safety & Service Parcel Tax
Conducted for: The City of Oakland
March, 2014



Methodology

- ▶ Telephone survey of Likely November 2014 Voters in the City of Oakland
- ▶ Interviewing conducted March 16-March 23, 2014
- ▶ 604 total interviews; Margin of Error = ± 3.99 pts
 - 302 interviews per split sample (MoE ± 5.67 pts)
- ▶ Interviewing conducted by trained, professional interviewers In English, Spanish, and Chinese

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

Split Sample Methodology

In order to compare support for a potential renewal with no tax increase and a potential renewal with a flat dollar amount increase (\$98), we used a split-sample methodology whereby half of respondents (302) heard one potential renewal with no tax increase throughout the survey and the other half (302) heard the potential renewal with the \$98 tax increase. This allowed us to obtain an unbiased read on support for each renewal scenario. Respondents were randomly assigned into one of two groups (Sample A or Sample B). Both groups are demographically and geographically representative of likely voters in the District.

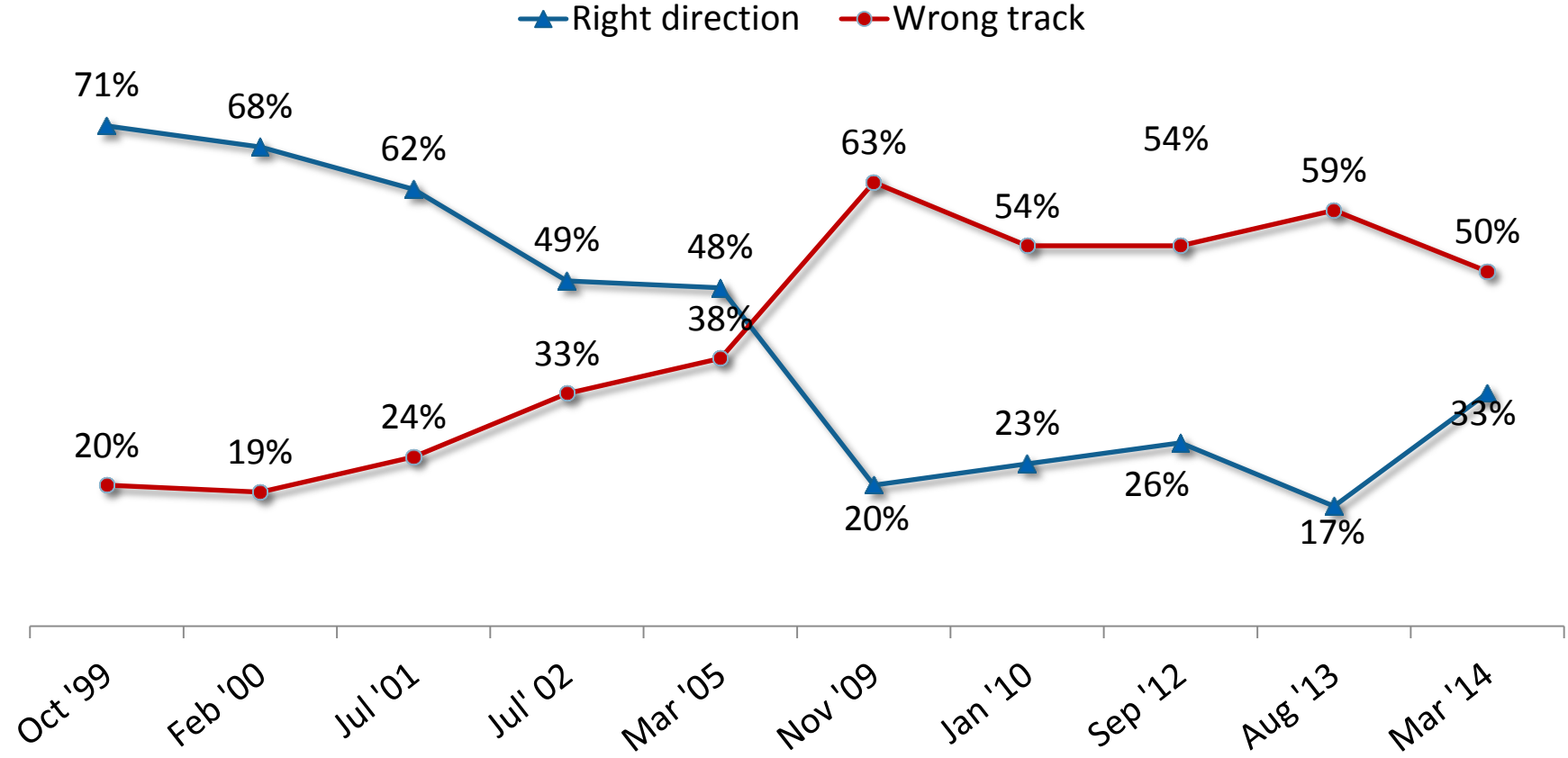
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Oakland voters are supportive of a safety and service parcel tax that will provide continued funding of Measure Y programs without a tax increase.
- ▶ Support for this type of measure is high throughout the city and with various demographic groups.
- ▶ Reducing gun violence, support for at risk youth and increasing high school graduation rates are especially important to voters.

City of Oakland: Right Direction/Wrong Track Over Time

Voter optimism continues to be low, but may be on an upswing.



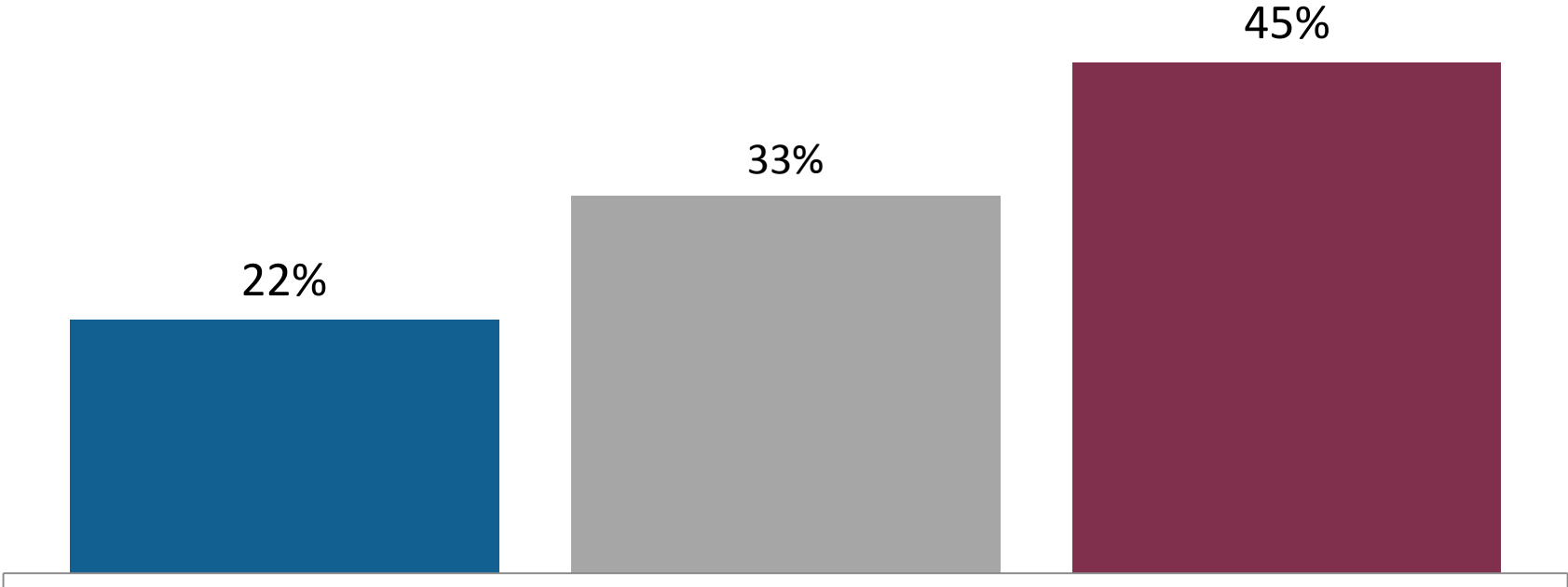
Q4. Do you think things in the City of Oakland are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track? **Source: Previous data from past EMC polling in Oakland**



City of Oakland: Safer or Less Safe than a Year or Two Ago

Nearly one-half of voters feel less safe than they did a year or two ago

■ Safer ■ Don't know/Same ■ Less Safe



Q5. Would you say you feel safer today in Oakland than you did a year or two ago, or would you say you feel less safe?



Ballot Question Wording

Sample A:

To reduce gun violence, robberies, and homicides, improve 911 response times, and increase high-school graduation rates, shall the City of Oakland improve police and emergency response services and provide proven community programs, including dropout prevention, crisis intervention, job training/placement and support for at-risk youth, by collecting a surcharge on parking lots and a parcel tax subject to annual performance and financial audits monitored by a citizens oversight committee?

If the election were held today, would you vote “Yes” to approve or “No” to reject the measure?

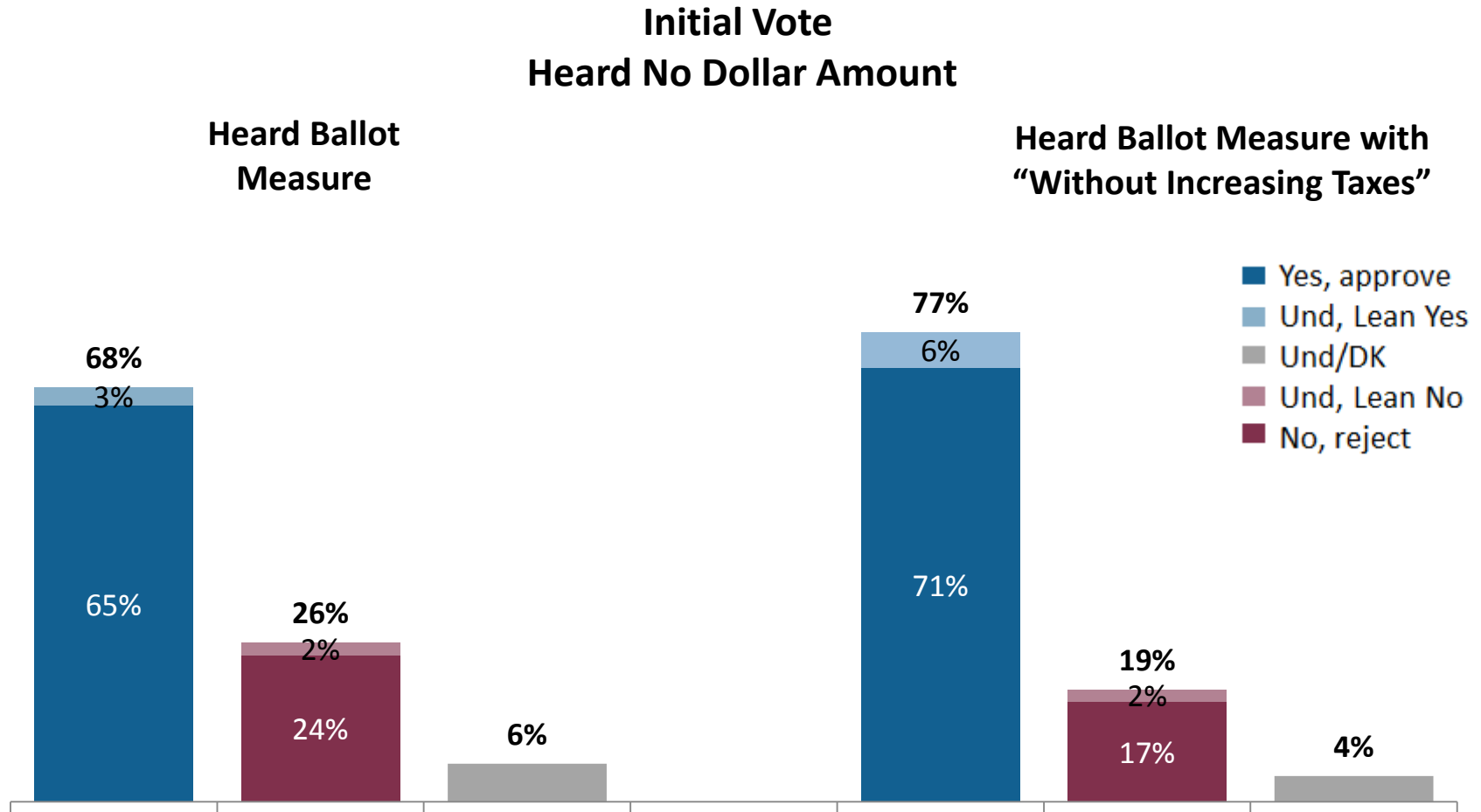
Sample B:

***Without increasing current tax rates**, to reduce gun violence, robberies, and homicides, improve 911 response times, and increase high-school graduation rates, shall the City of Oakland provide improved police and emergency response services and proven community programs, including dropout prevention, crisis intervention, job training/placement and support for at-risk youth, by **continuing to collect** a surcharge on parking lots and a parcel tax subject to annual performance and financial audits monitored by a citizens oversight committee?*

If the election were held today, would you vote “Yes” to approve or “No” to reject the measure?

Initial Vote

There is strong support for a Safety & Service parcel tax generally, but including "without increasing taxes" nets support solidly above a super majority.



Q6, Q9, Q10 [SAMPLE A] Knowing this, if this measure were on the ballot today, would you vote yes to approve it or no to reject it?

Q11, Q14, Q15 [SAMPLE B] Knowing this, if this measure were on the ballot today, would you vote yes to approve it or no to reject it?

Vote Reasoning

General tax aversion and wanting more information are top reasons for voting no/undecided

Reasons to Vote No	%
Against raising taxes	16%
Taxes are high enough	15%
The city does not spend the money wisely	15%
This is not the solution	14%
Need to know more about the measure before I can form my opinion	14%
There are other/better ways to raise the money	7%
Trying to solve too many problem with one measure	5%
Leaders are dishonest	4%
Other	9%

Reasons Undecided	%
Need to know more about the measure before I can form my opinion	74%
I agree with some of it, disagree with other parts	8%
Depends on exactly how much money	5%
Things don't seem to get better	2%
Other	8%
Don't know	4%

Q7. Why are you likely to vote No on this measure?

Q8. Why are you Undecided on this measure?

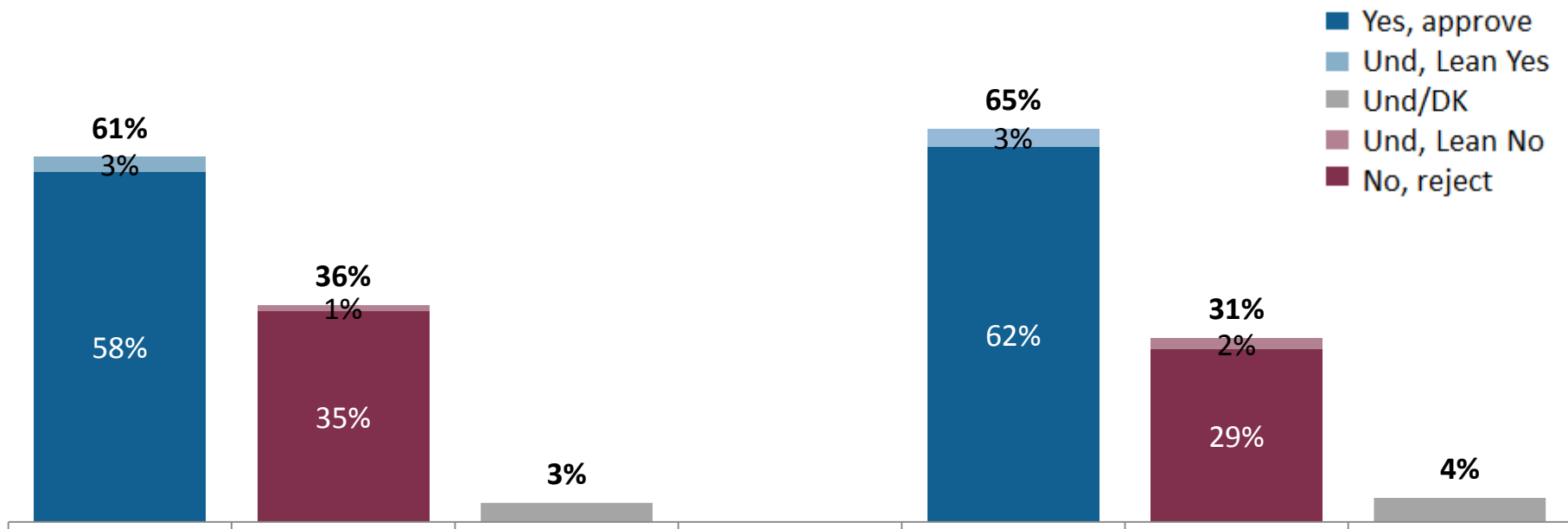


Vote After Cost

Support for a measure decreases after voters hear cost.

*This public safety and violence prevention measure includes an annual parcel tax that would **increase homeowner taxes** by \$98 per year or about \$8 dollars a month.*

*This public safety and violence prevention measure includes an annual parcel **tax which will cost homeowners** in Oakland about \$98 a year, or \$8 dollars a month.*



Q6, Q9, Q10 [SAMPLE A] Knowing this, if this measure were on the ballot today, would you vote yes to approve it or no to reject it?

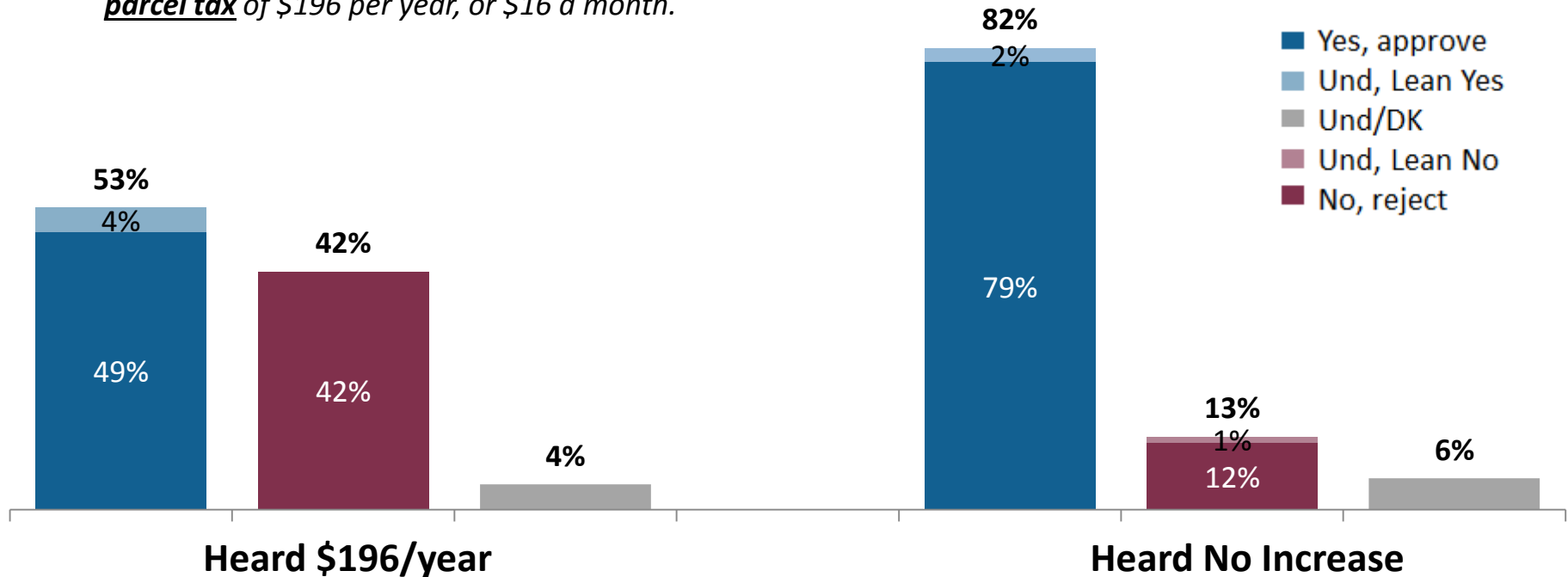
Q11, Q14, Q15 [SAMPLE B] Knowing this, if this measure were on the ballot today, would you vote yes to approve it or no to reject it?

Vote After Cost Explanation

Voters are overwhelmingly positive about a proposed safety and service measure that does not increase tax rates.

Homeowners are currently paying about \$98 per year for a public safety and violence prevention measure that voters approved in 2004. That measure will expire and the tax will end. This new measure will **authorize a new parcel tax** of \$196 per year, or \$16 a month.

Because this measure will replace an expiring public safety measure that voters approved in 2004, **there is no increase in the parcel tax rate.**



Q6, Q9, Q10 [SAMPLE A] Knowing this, if this measure were on the ballot today, would you vote yes to approve it or no to reject it?

Q11, Q14, Q15 [SAMPLE B] Knowing this, if this measure were on the ballot today, would you vote yes to approve it or no to reject it?

Voter Segmentation – No Tax Rate Increase

Segmentation based on responses to vote questions.

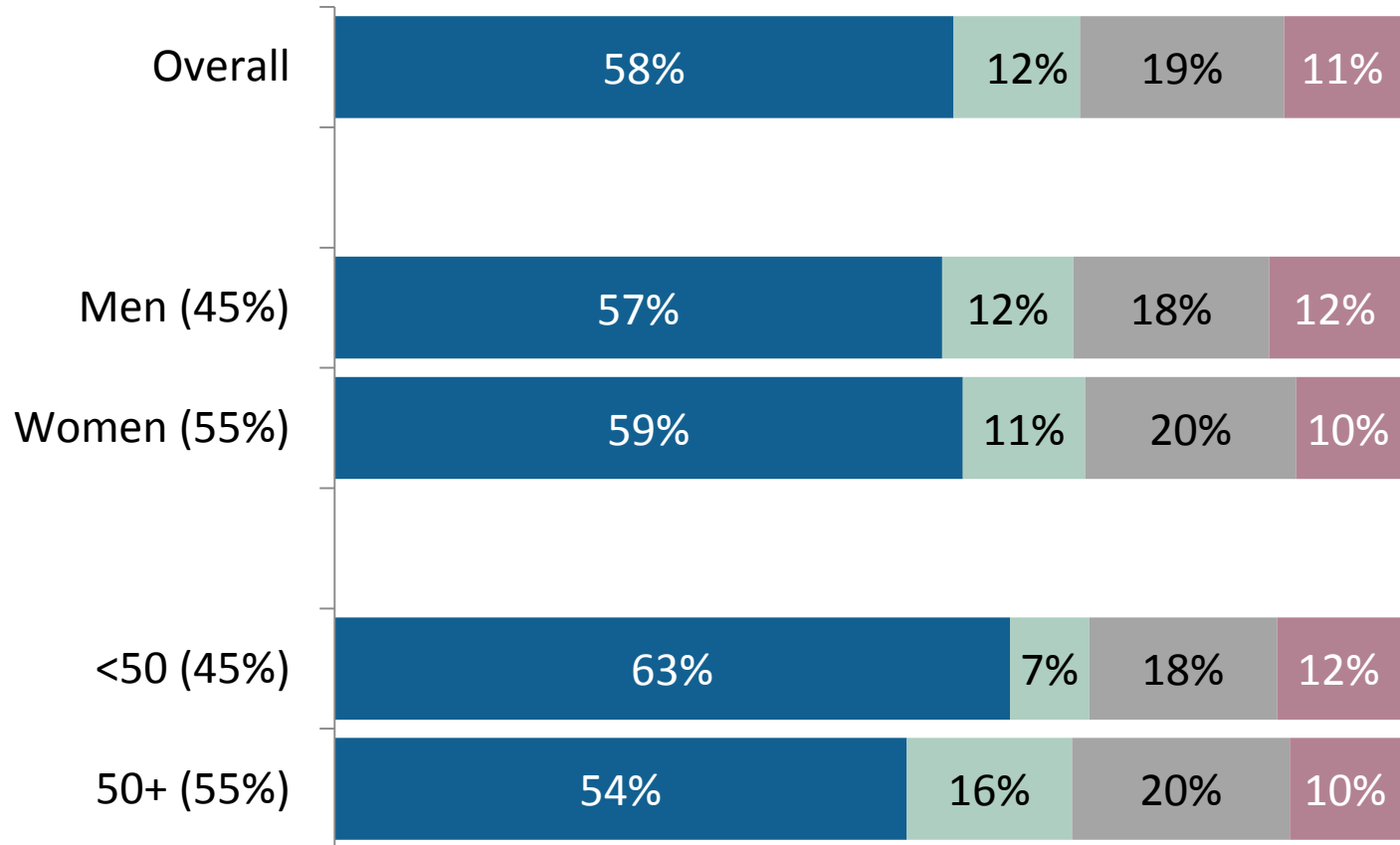


Sample B only (n=300)

Vote Segmentation by Gender and Age Split

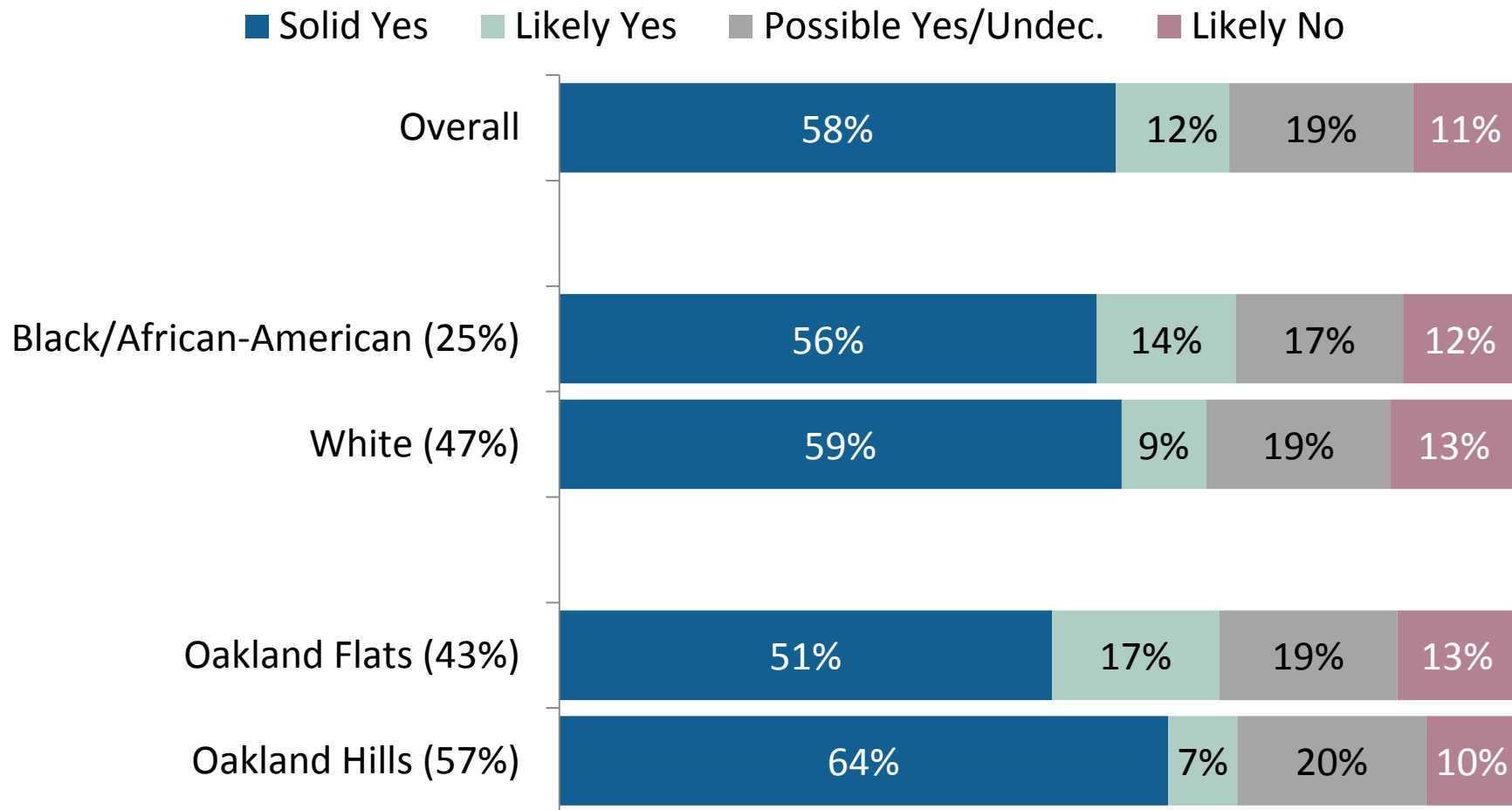
Younger voters are more supportive. Older voters are moved by information about no cost.

■ Solid Yes ■ Likely Yes ■ Possible Yes/Undec. ■ Likely No



Vote Segmentation by Self-ID race and Geography

There is strong support from throughout the city.





Priorities

Modified Pairwise Comparison Testing

Every respondent was read the same fifteen lists of four items. For each list of four services, the respondents were asked to choose the **one** most important item from that list.

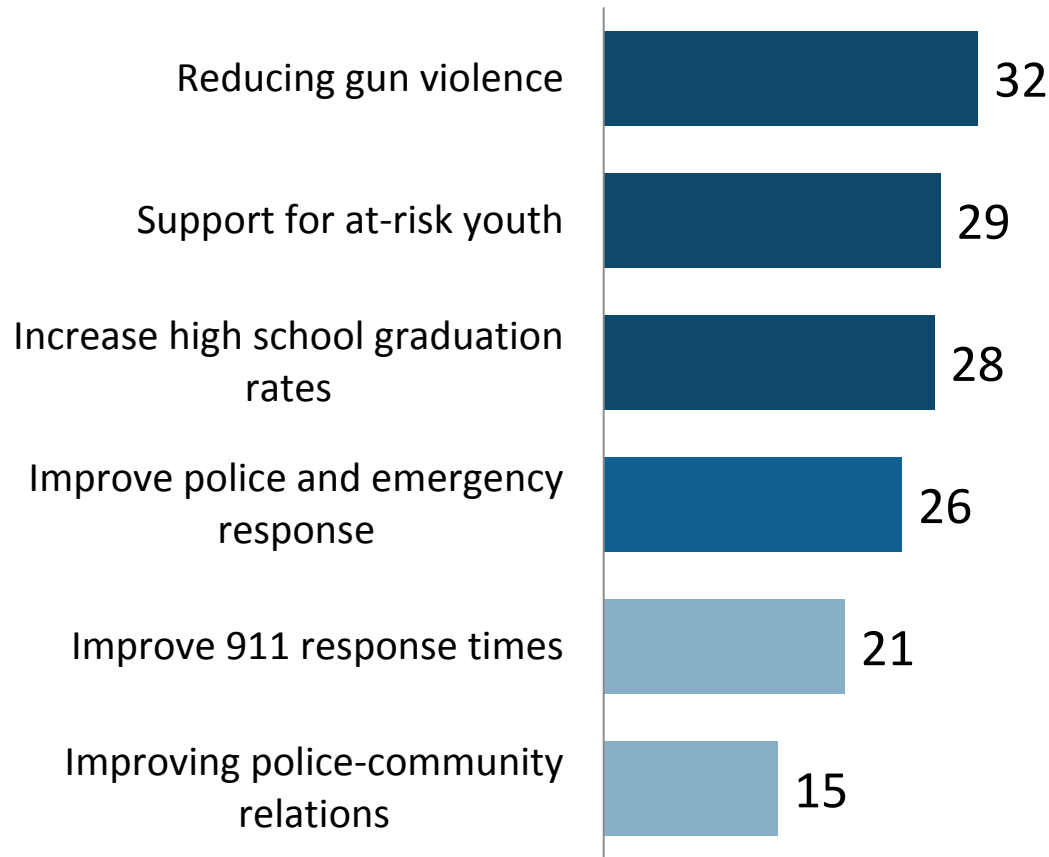
- 15 questions total
- Each item appeared 10 times
- Both question order, and the order of items within each question were randomized

This enabled a comparison of all six items, while significantly reducing respondent burden by not asking 36 separate questions comparing only two items at a time.

Priority Items
1. Reducing gun violence
2. Improve 911 response times
3. Increase high school graduation rates
4. Improve police and emergency response
5. Support for at-risk youth
6. Improving police-community relations

Priority Ranking Scores - Overall

Although all items mentioned are important, reducing gun violence, support for at risk youth, and graduation rates get the most intensity when put against each other.



Priority Scores

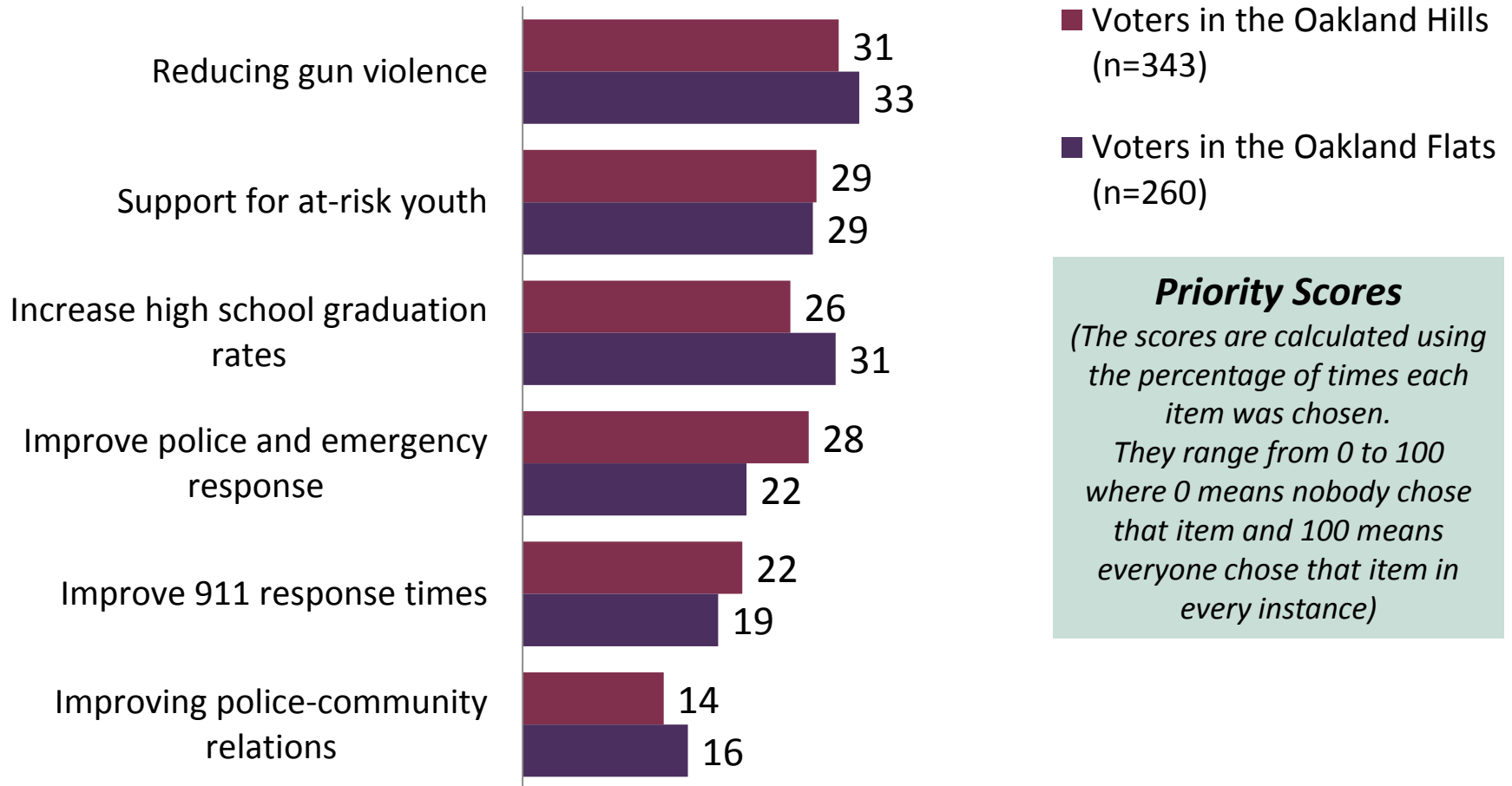
(The scores are calculated using the percentage of times each item was chosen.

They range from 0 to 100 where 0 means nobody chose that item and 100 means everyone chose that item in every instance)

Q16-Q30. Of the four things I just read you, which one would be your highest priority for funding?

Priority Ranking Scores by Geography

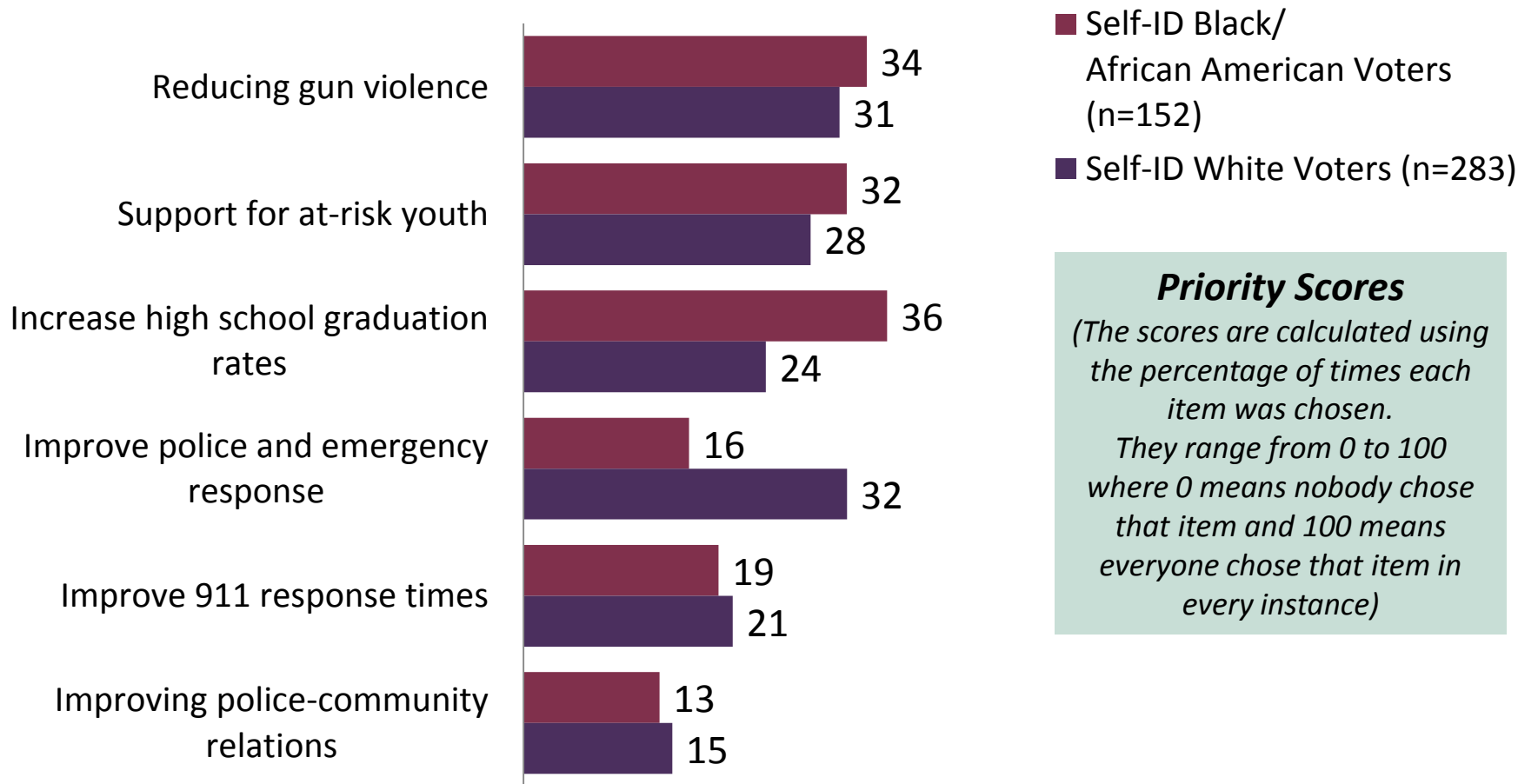
Voters throughout the city have fairly similar priorities.



Q16-Q30. Of the four things I just read you, which one would be your highest priority for funding?

Priority Ranking Scores by Ethnicity

African-American voters prioritize graduation rates and gun violence, while white voters prioritize response times.



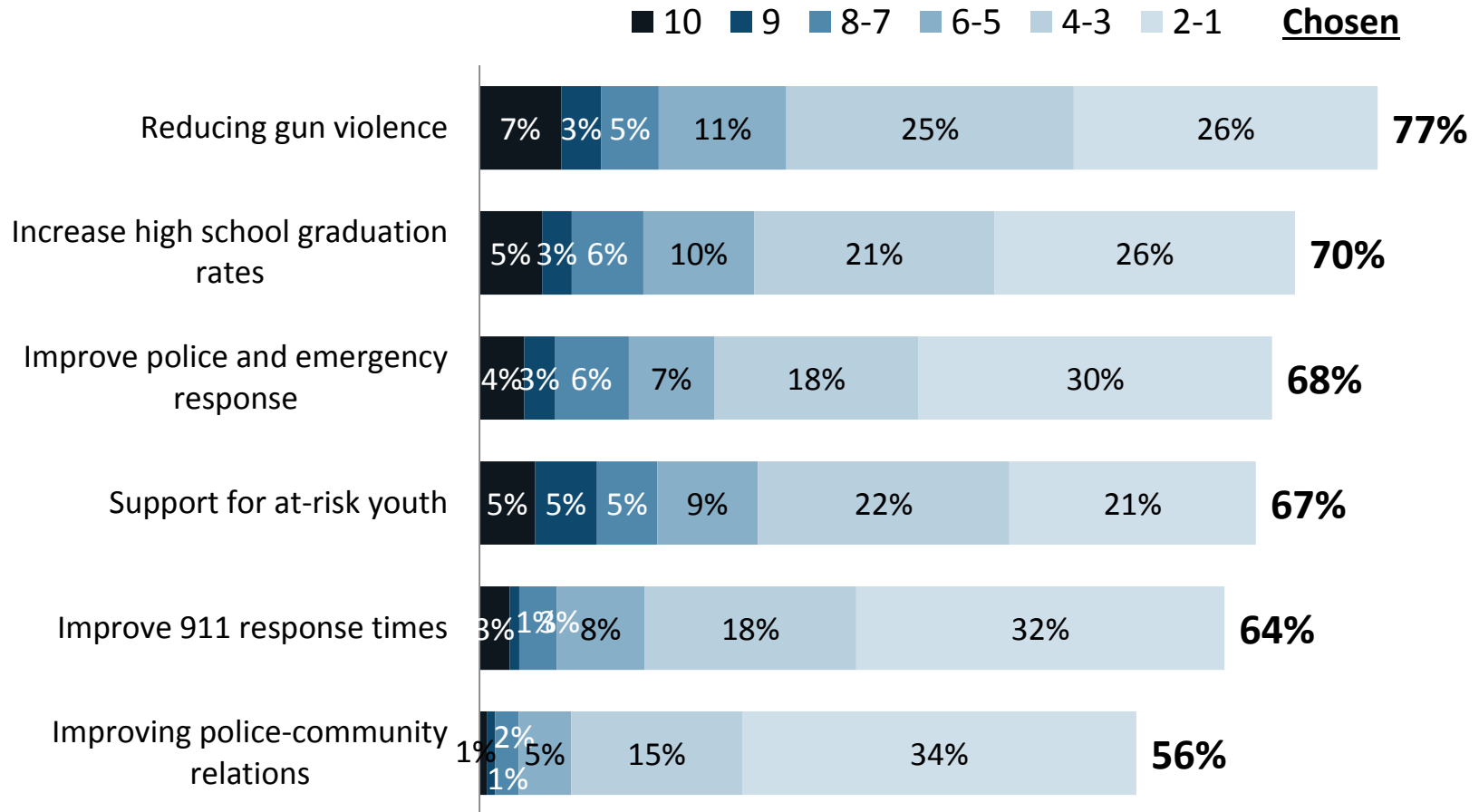
Priority Scores
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Q16-Q30. Of the four things I just read you, which one would be your highest priority for funding?

Priority Ranking Frequency

Q16-30: Total number of times each item was chosen
(10 is the maximum number of times each item could be chosen)

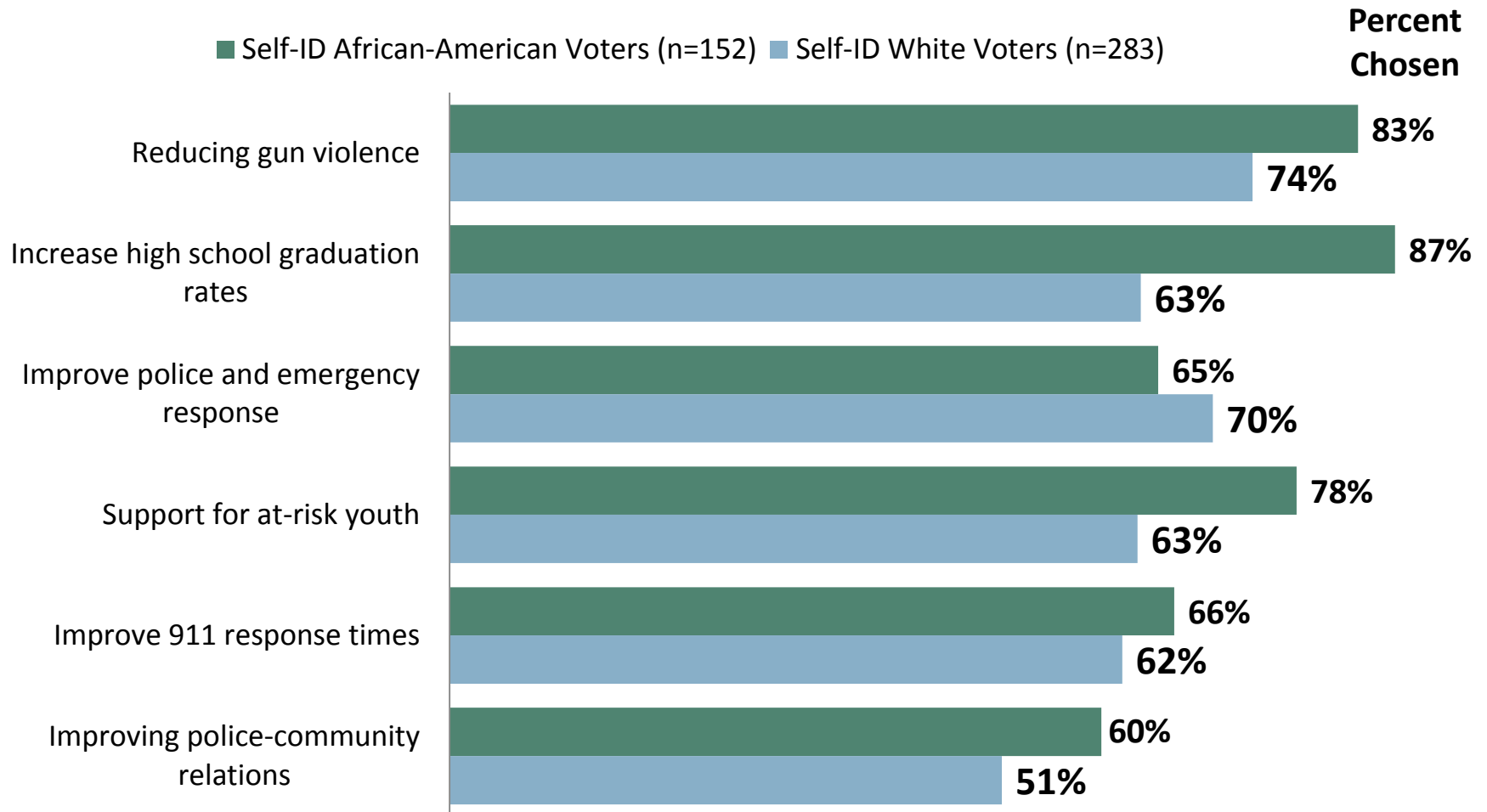
Number of times chosen (10 is the maximum)



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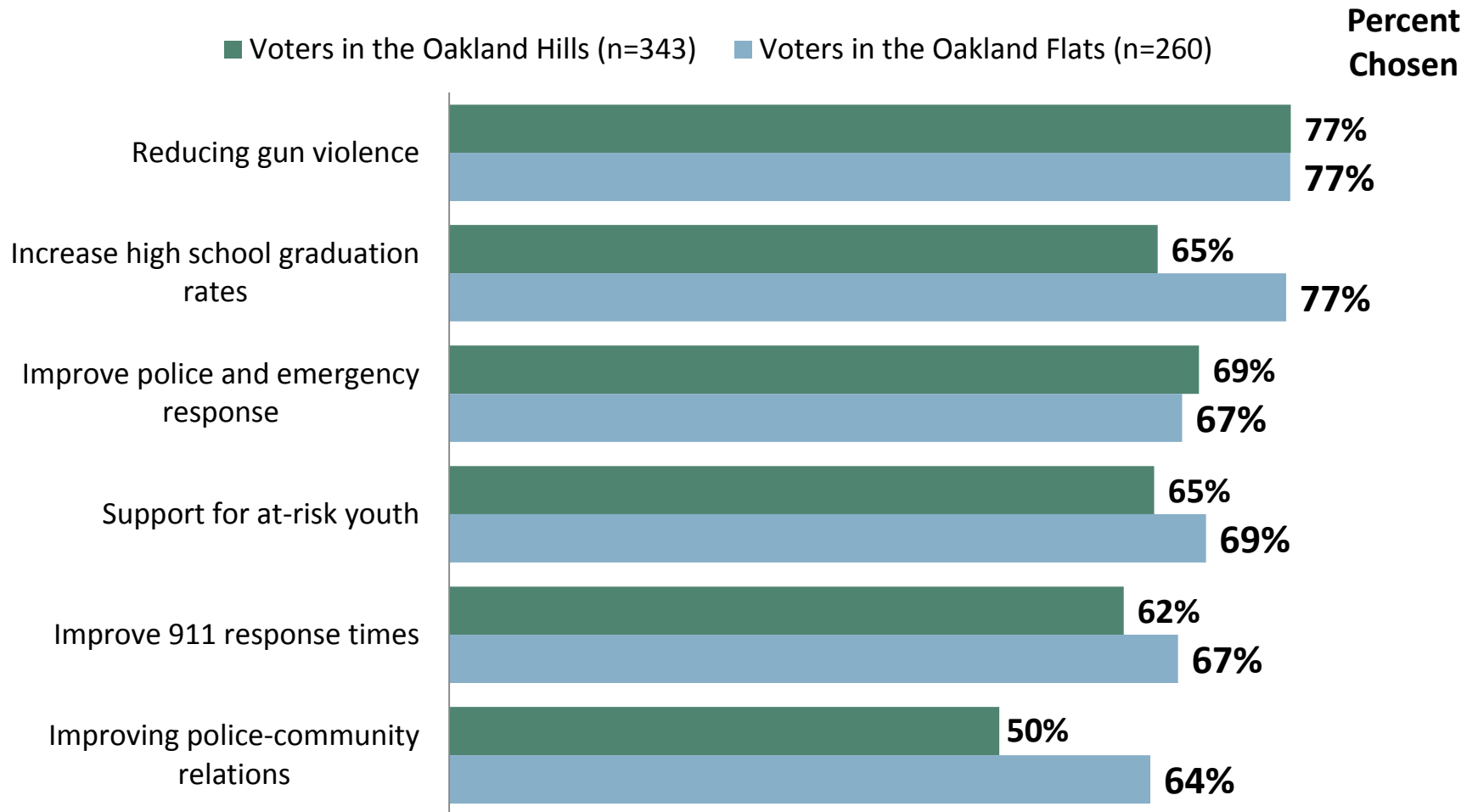
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Discussion