DISTRIBUTION DATE: 7/29/14

CITY OF OAKLAND

MEMORANDUM

TO: HONORABLE MAYOR & CITY COUNCIL

FROM: Arturo Sanchez
Interim Asst. City Administrator

SUBJECT: Polling Results – Safety and Services Ballot Measure

DATE: July 29, 2014

INFORMATION

Second Poll Completed: In an effort to draft a ballot measure that reflects the priorities of Oakland's residents, the City commissioned voter research about the proposed public safety ballot measure. The research shows that while an increasing number of residents feel that the city is moving in the right direction, violent crime remains a pressing concern.

Building from community-funded research about the public safety ballot measure, the Administration commissioned two (2) short polls to inform the Council and community coalition drafting the measure of the public's perceptions and priorities. The first City poll, completed in March 2014, inquired about the public's priorities and knowledge of the City's efforts to combat violent crime. The second poll, completed yesterday, provides information to evaluate the level of support on the proposed final ballot measure language.

The first poll revealed that a majority of Oaklanders support a measure that maintains the current taxes to reduce gun violence and support for at-risk youth. The second poll suggests that seventy (70) percent of voters would support the proposed public safety measure that is focused on:

- A reduction in gun violence, robberies, and homicides.
- Improved access to jobs and job training.
- Support for at-risk youth and young adults.

See more detailed results in the attached survey summary document.

Respectfully submitted,

/s/

Arturo Sanchez
Interim Assistant City Administrator

Attachment: Polling Results, July 2014

OAKLAND
1852

Telephone Survey of Likely November 2014 Oakland Voters

Conducted for: City of Oakland

July, 2014

EMC RESEARCH
MARKET & OPINION RESEARCH SERVICES

Methodology

- Telephone survey of Likely November 2014 Voters in the City of Oakland
- Conducted July 2014
- 404 total interviews city wide
- Margin of Error: ± 4.9 percentage points
- Interviewing conducted by trained, professional interviewers in English, Spanish and Chinese
- Where appropriate, results compared with previous survey conducted in March, 2014

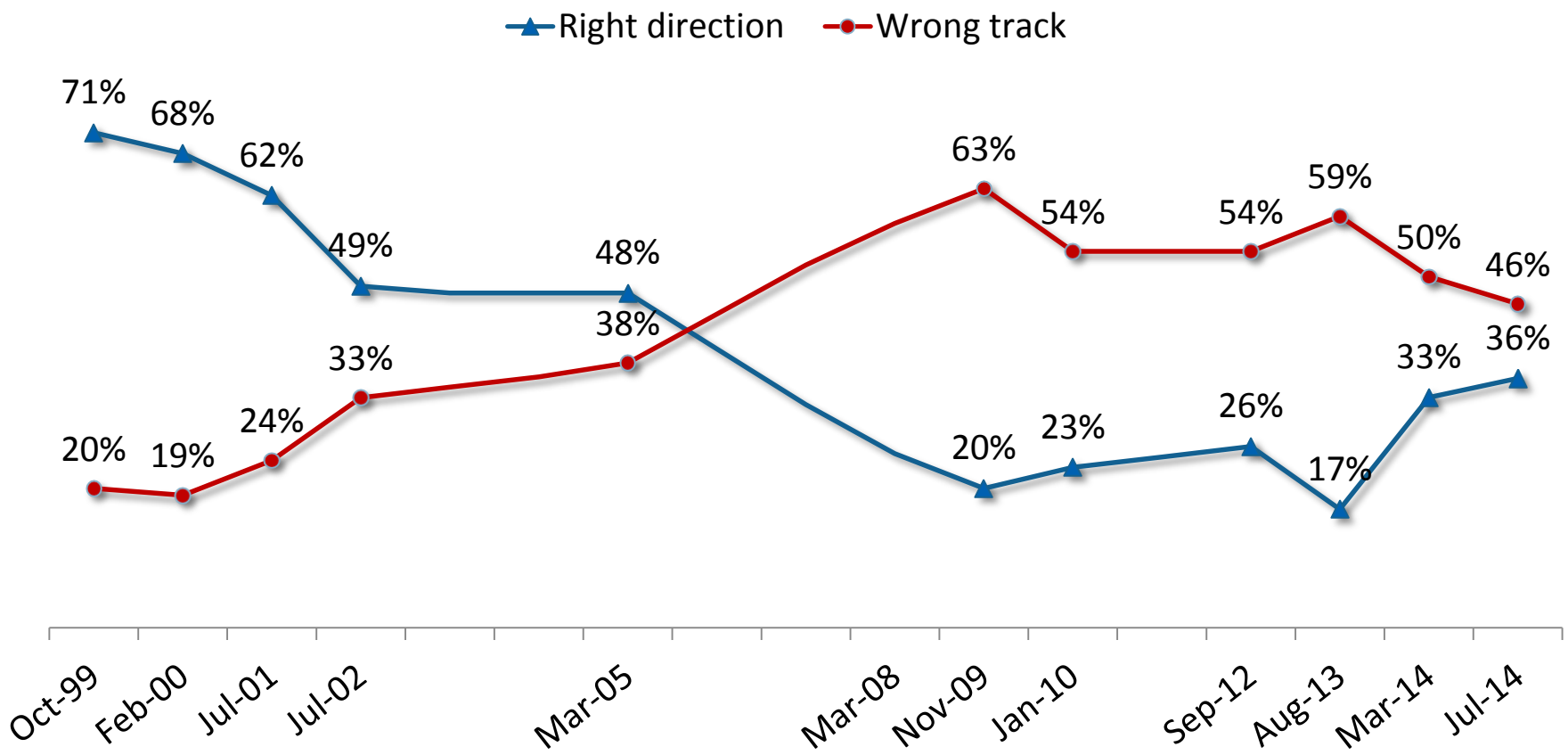
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- Oakland voters are feeling more optimistic and perception of safety is improving.
- Yet, voters continue to be very concerned about crime and violence.
- Support for continuing the existing violence prevention taxes is strong today.
- The measure is viable for November, but a privately financed communication effort is recommended.

City of Oakland: Right Direction/Wrong Track Over Time

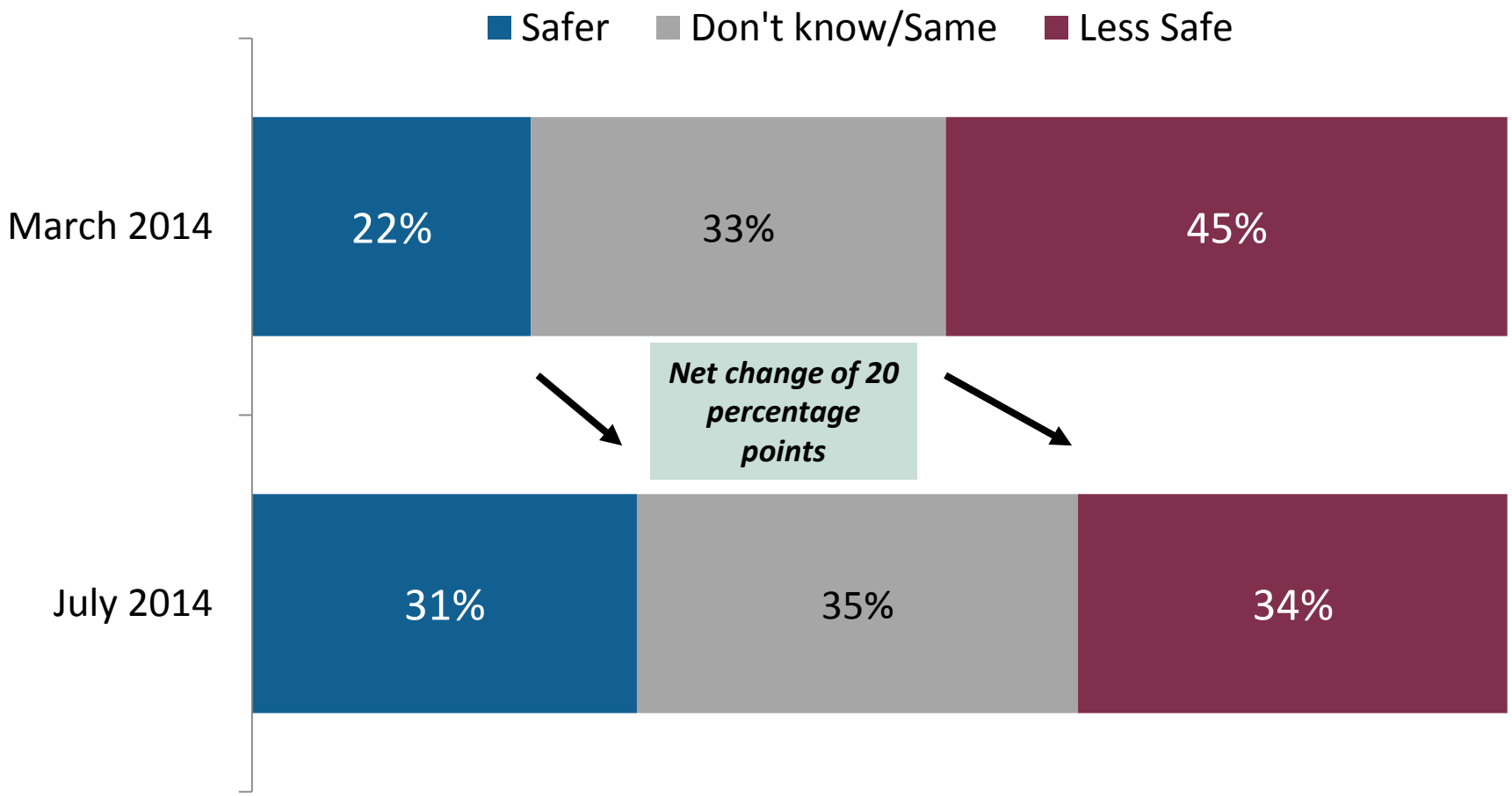
Optimism appears to be on the rise in Oakland.



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

In just four months, perception of safety has increased significantly shifting a net 20 points.



Q6. 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?

Most Important Problem

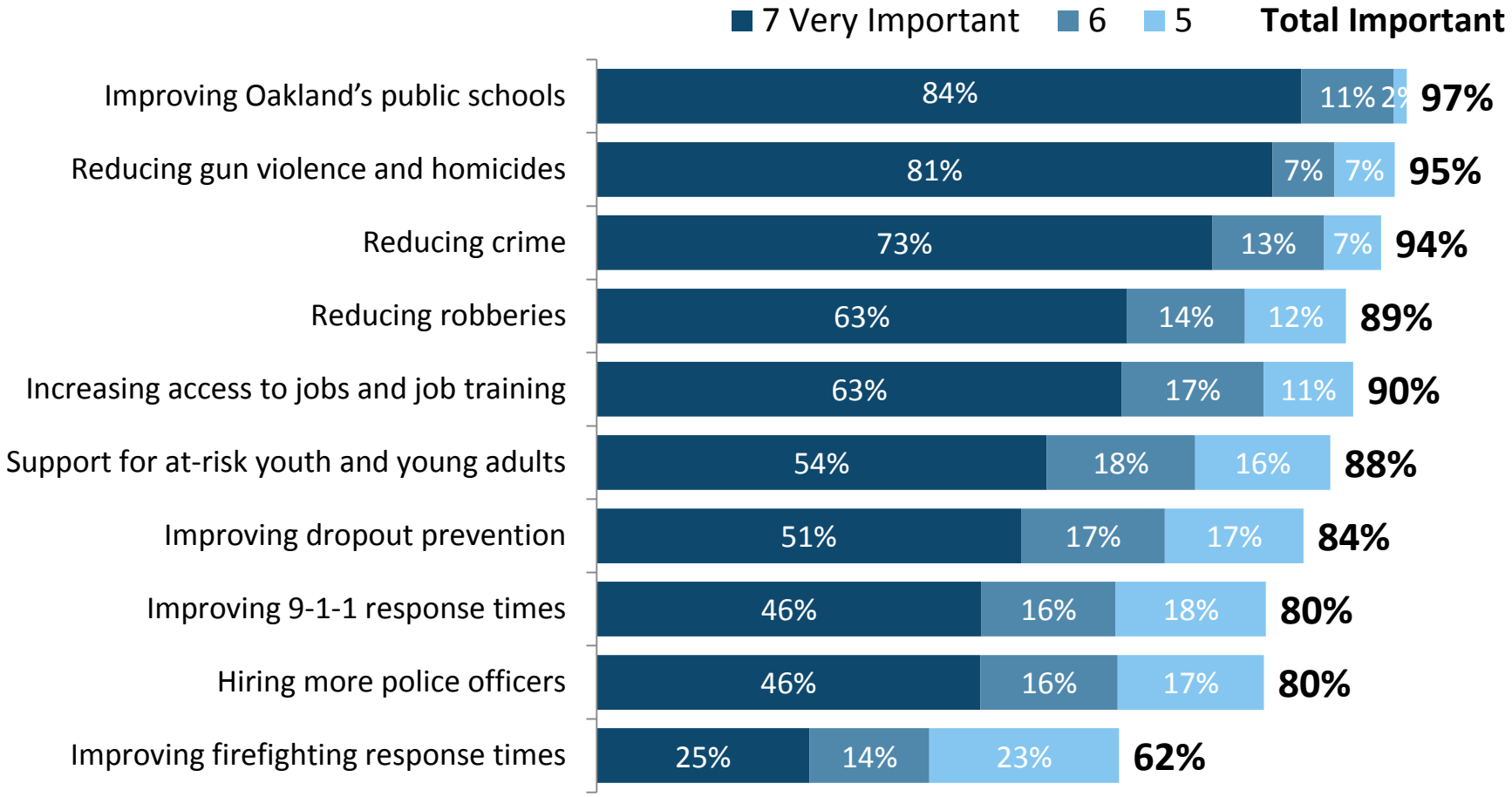
Although perception of safety is up, crime/public safety is the most important top of mind concern among most Oakland voters.

Most Important Problem	%
Crime/Violence/Public safety	44
Jobs/Unemployment	9
Education	9
Police protection	8
Leadership in the city	6
Affordable housing	4
Economy	3
Income gap/Wealth disparity	2
Gentrification	2
Infrastructure	2
Other/Don't know	12

Q5. What is the most important problem facing Oakland today?

Important Issues

When asked about specific issues, improving schools comes to the top, but reducing violence and crime are also extremely important.

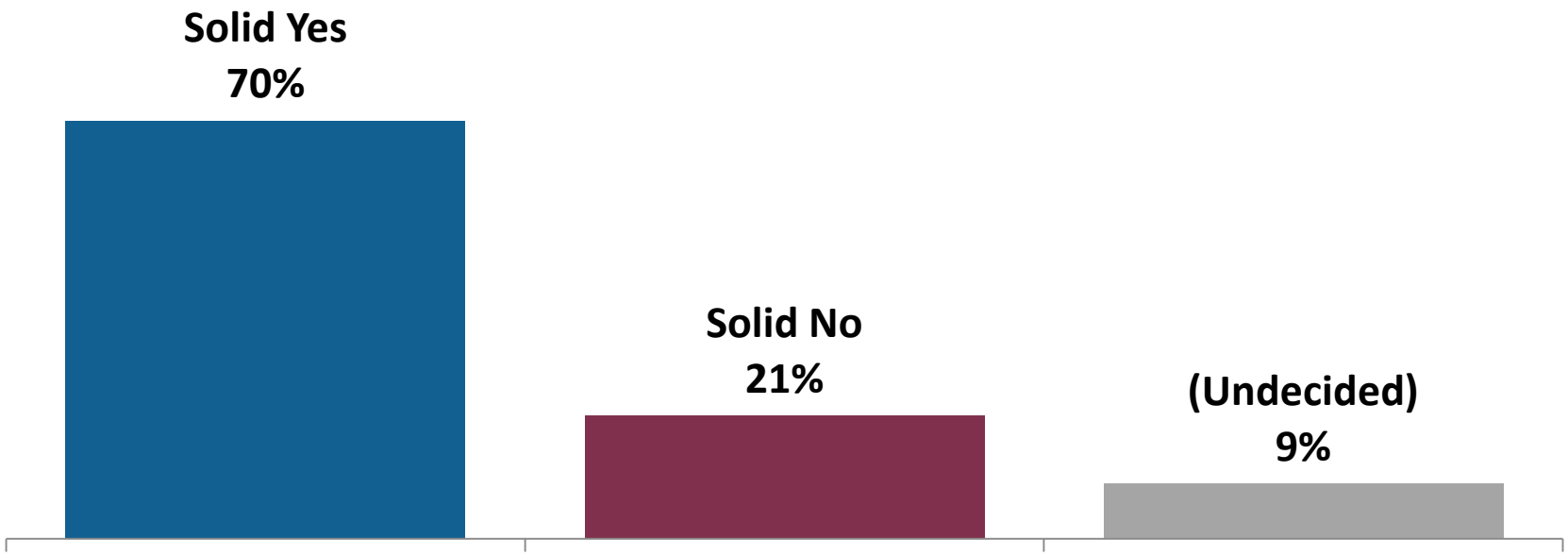


Q7-16. I'm going to read you a list of issues and for each one please tell me how important it is to you. Please use a scale of one to seven, where one is not important at all and seven is very important.

Initial Vote

There is very strong support for continuing the violence prevention taxes.

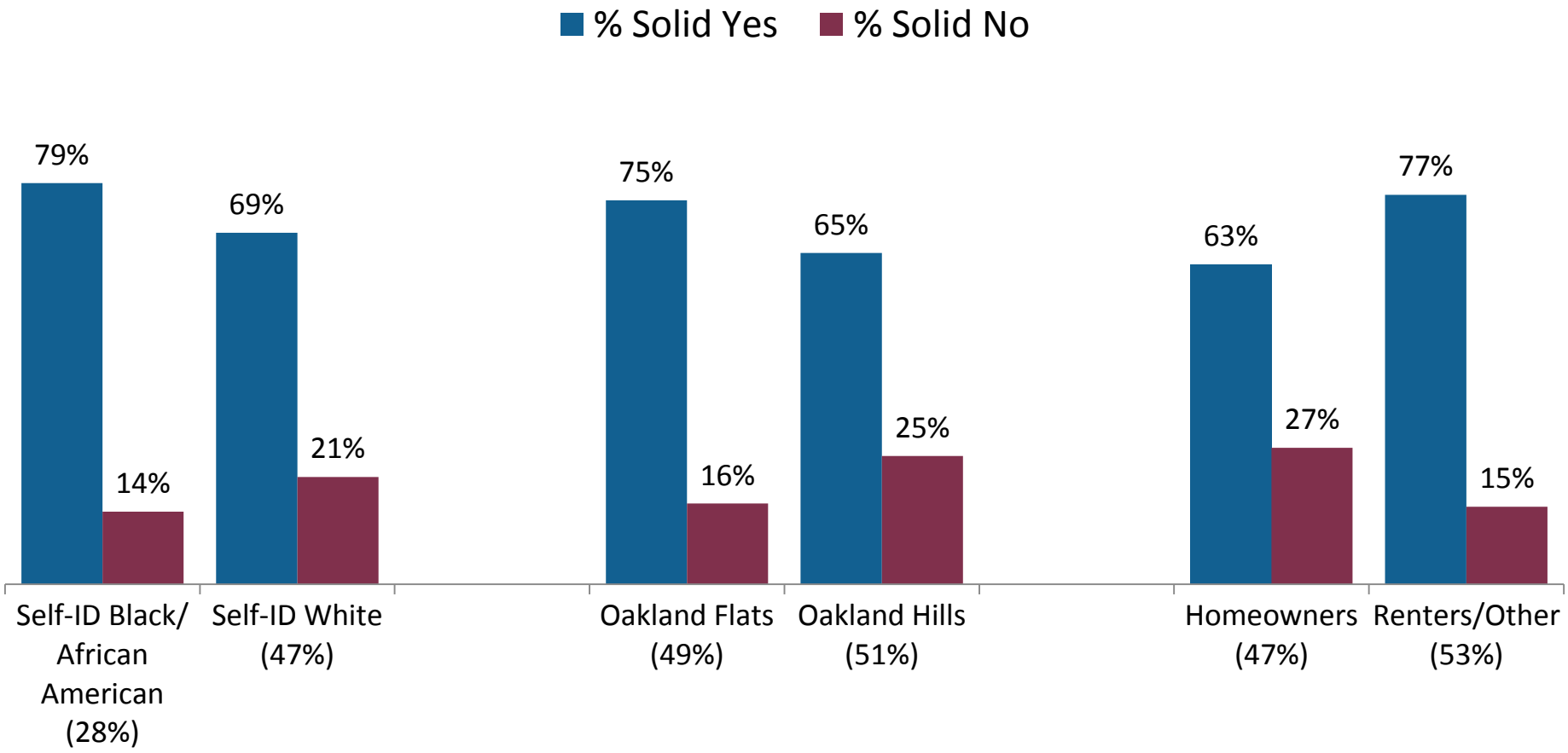
Without increasing current tax rates, to reduce gun violence, robberies, and homicides, improve 911 response times and support at-risk youth and young adults, shall the City of Oakland provide improved police, fire and emergency response services and proven community programs, including dropout prevention, crisis intervention, and job training and placement, by continuing to collect a parking tax surcharge and a parcel tax for 10 years 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?



Q17. If the election were held today, would you vote "Yes" to approve or "No" to reject the measure?

Initial Support by Self-ID Ethnicity, Geography, and Homeowners

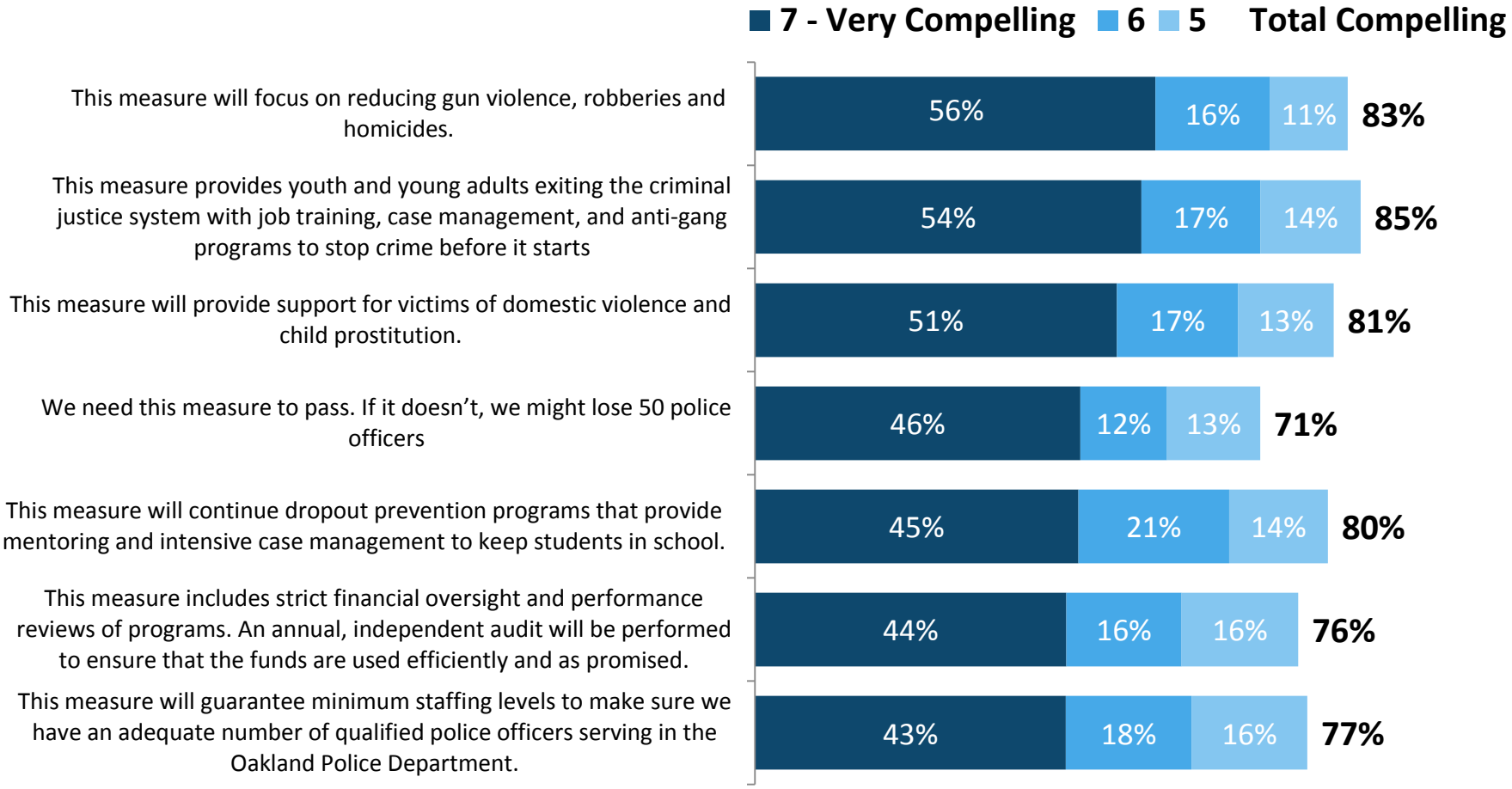
There is strong support throughout the city, but homeowners are more hesitant than renters to support the measure.



Q17. If the election were held today, would you vote "Yes" to approve or "No" to reject the measure?

Additional Information

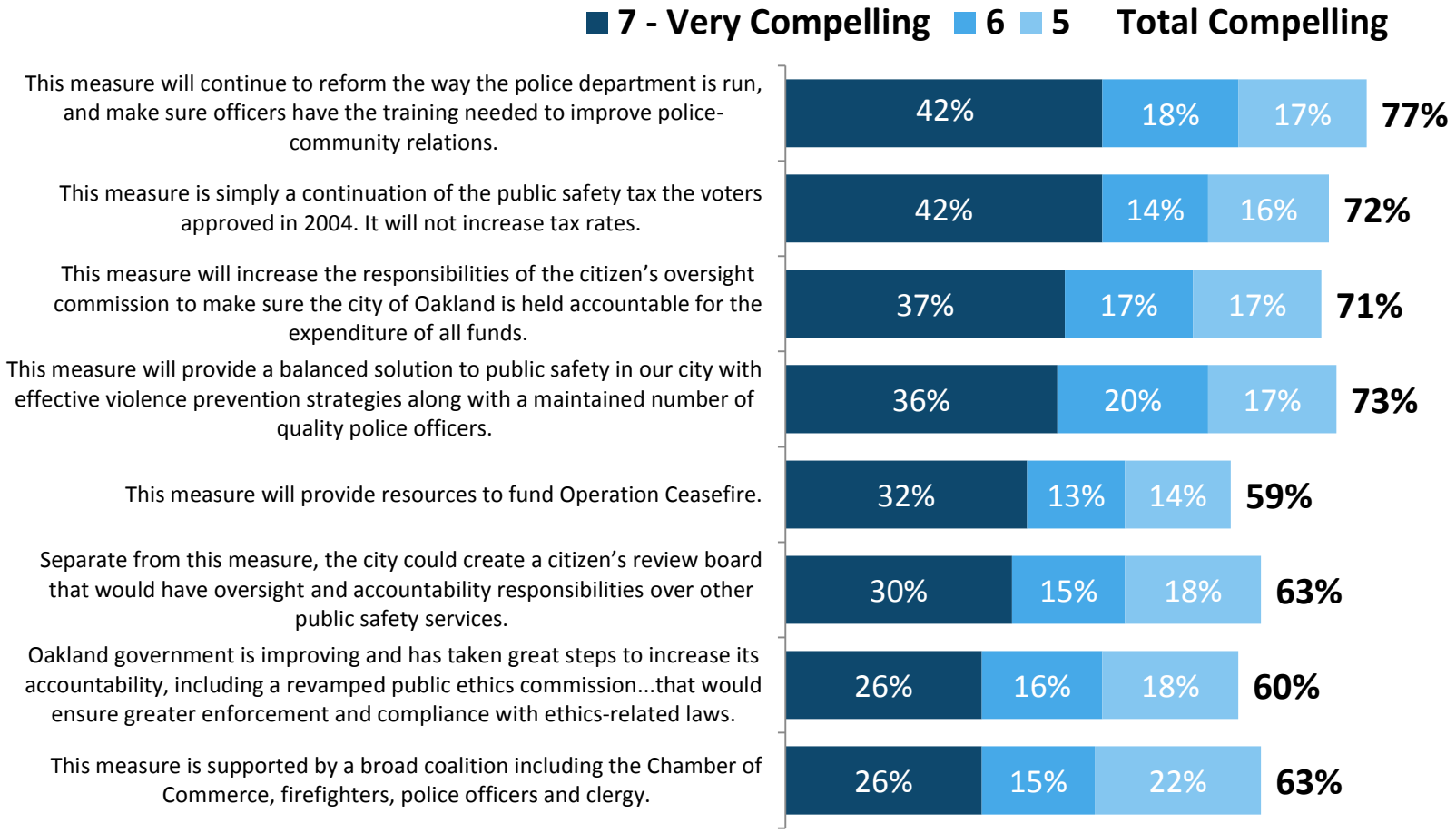
Reducing gun violence and robberies, and providing job training and anti-gang programs to young adults are the most compelling reasons to support the measure.



Q18-29. For each statement please tell me how compelling this is as a reason to support a ballot measure. Please use a scale from 1 to 7, where one is not at all compelling and seven is a very compelling reason to support a measure.

Additional Information

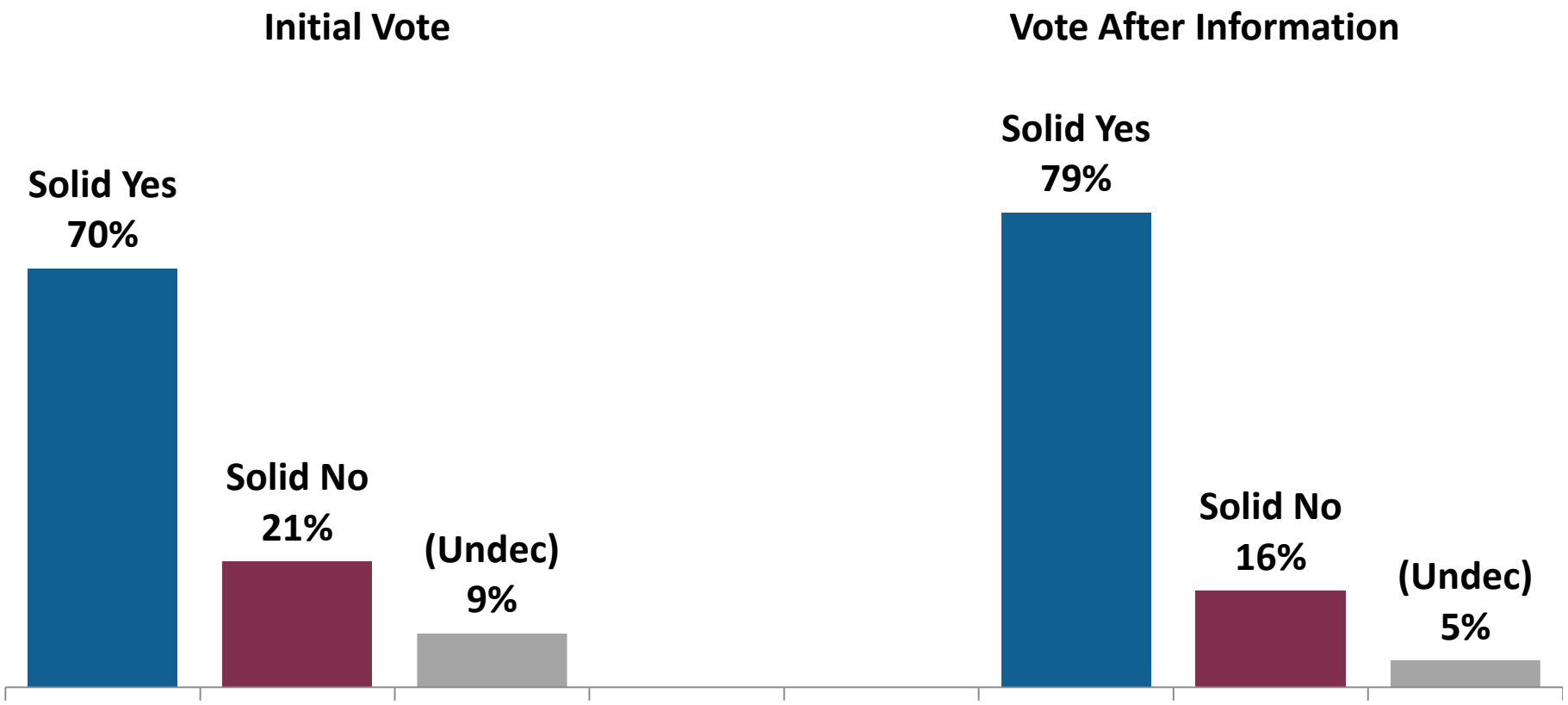
Other information is compelling, but with less intensity.



Q18-29. For each statement please tell me how compelling this is as a reason to support a ballot measure. Please use a scale from 1 to 7, where one is not at all compelling and seven is a very compelling reason to support a measure.

Vote After Additional Information

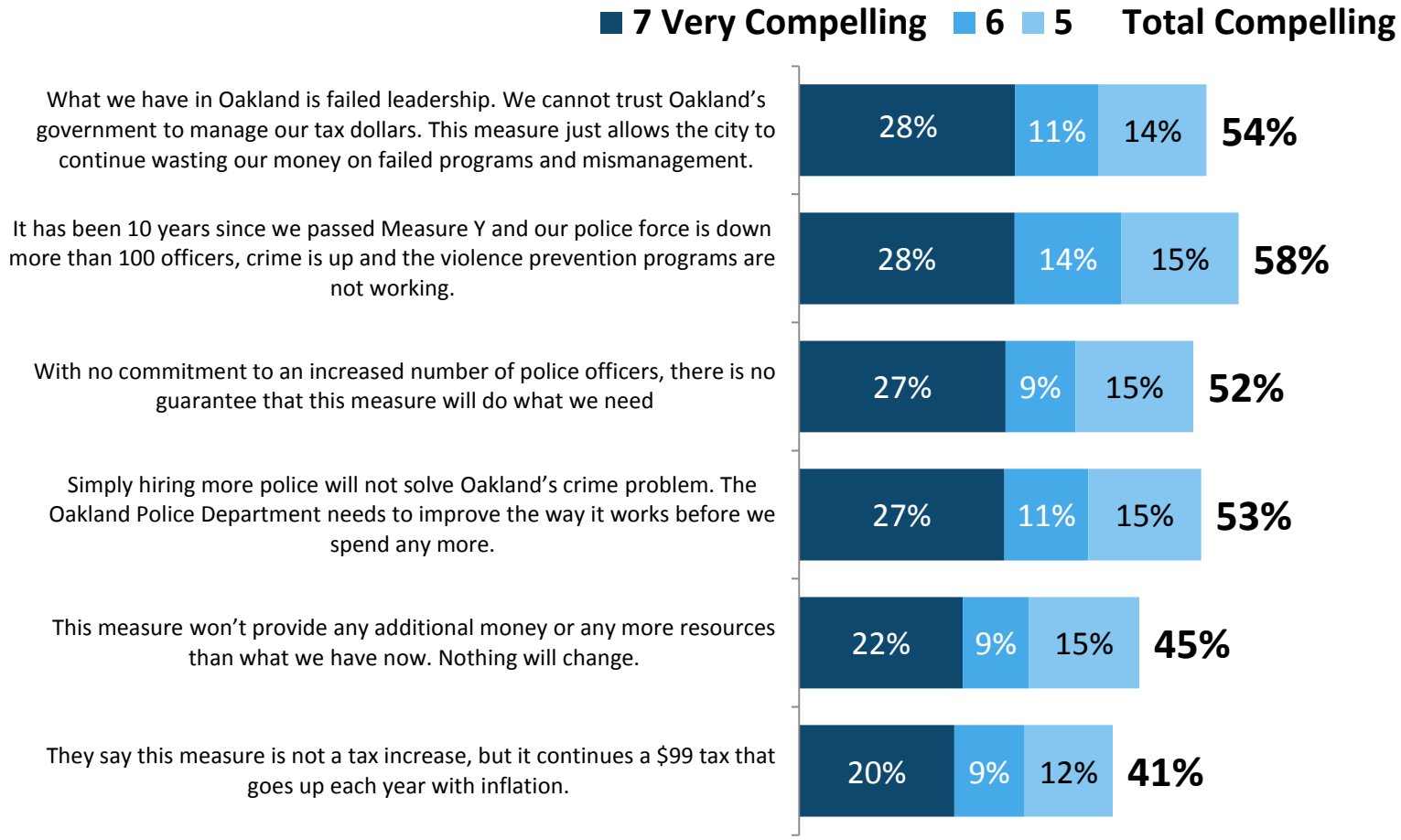
With additional information, support for the measure is further solidified.



Q33. If the election were held today, would you vote "Yes" to approve or "No" to reject the measure?

Reactions to Opponent Messages

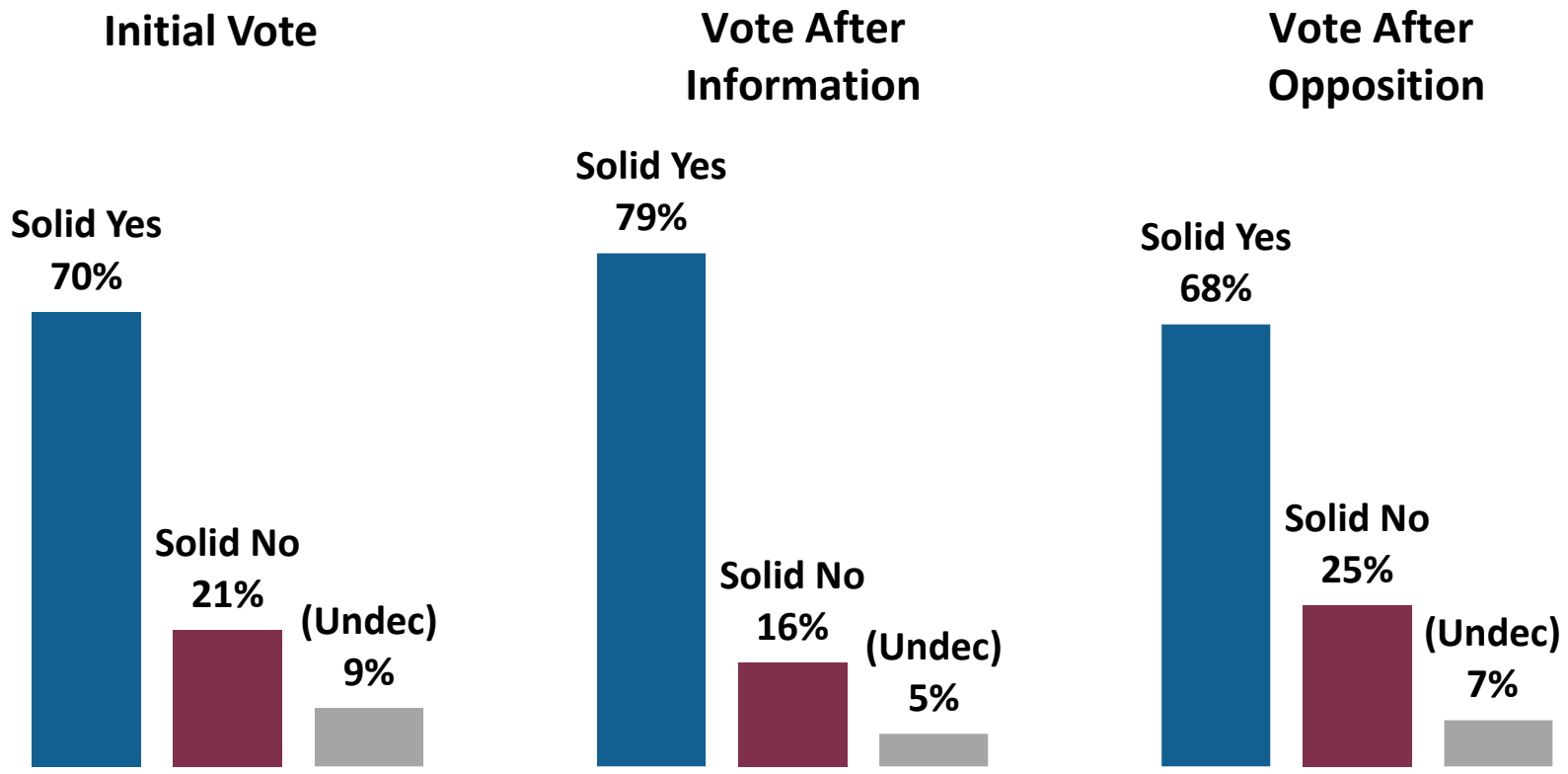
Potential opposition messages are all compelling to more than one third of voters.



Q34-39. For each statement please tell me how compelling this is as a reason to reject the ballot measure. Please use a scale from 1 to 7, where one is not at all compelling and seven is a very compelling reason to reject the measure.

Reactions to Opponent Messages

An opposition campaign is likely to have significant impact on support for a measure.



Q40. Now, given all that you've heard, if the election were held today would you vote yes to approve or no to reject the public safety parcel tax for the City of Oakland?

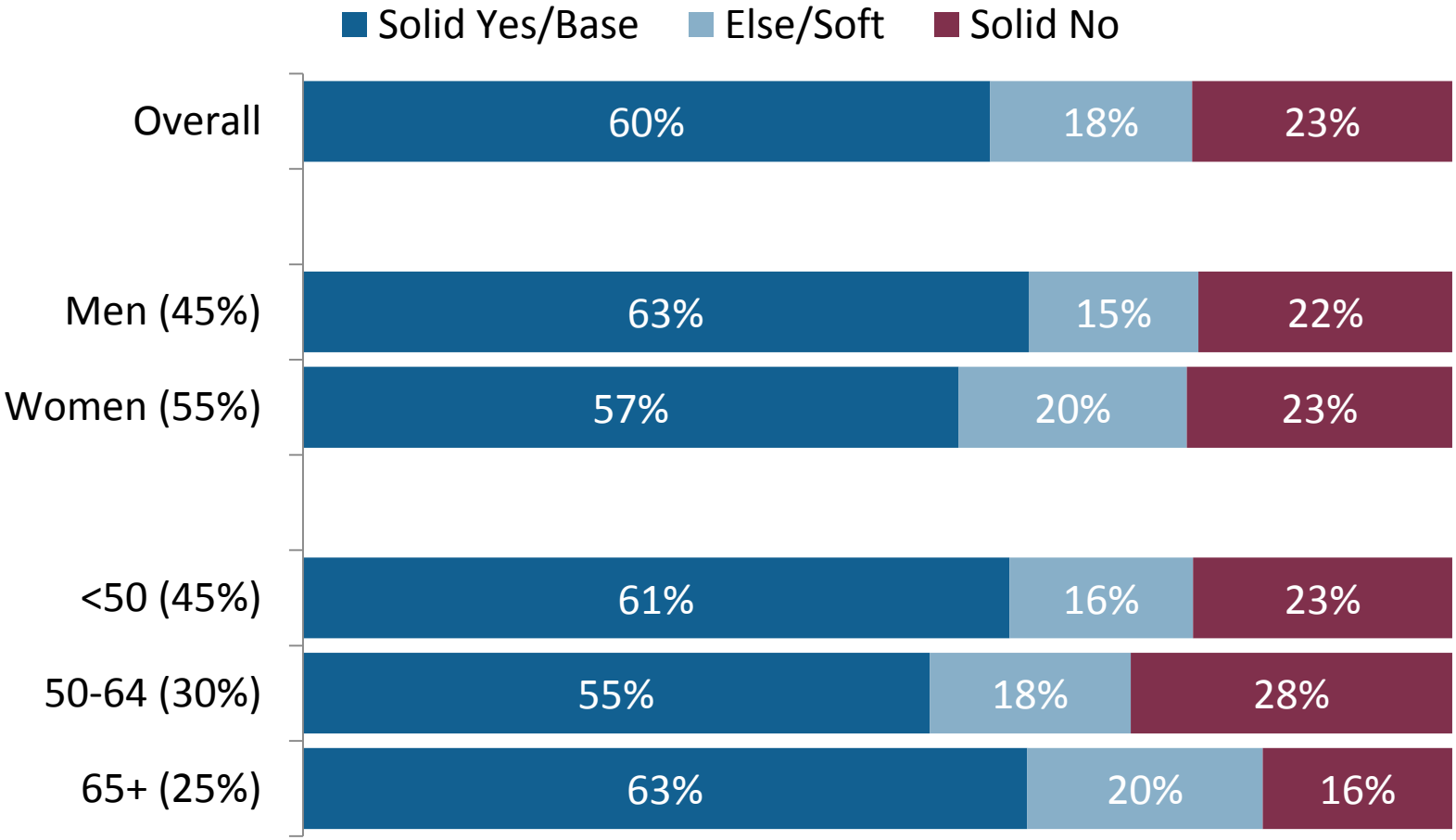
Vote Segmentation

The very solid yes base of voters is under the two thirds needed for approval.

Segmentation based on responses to vote questions.

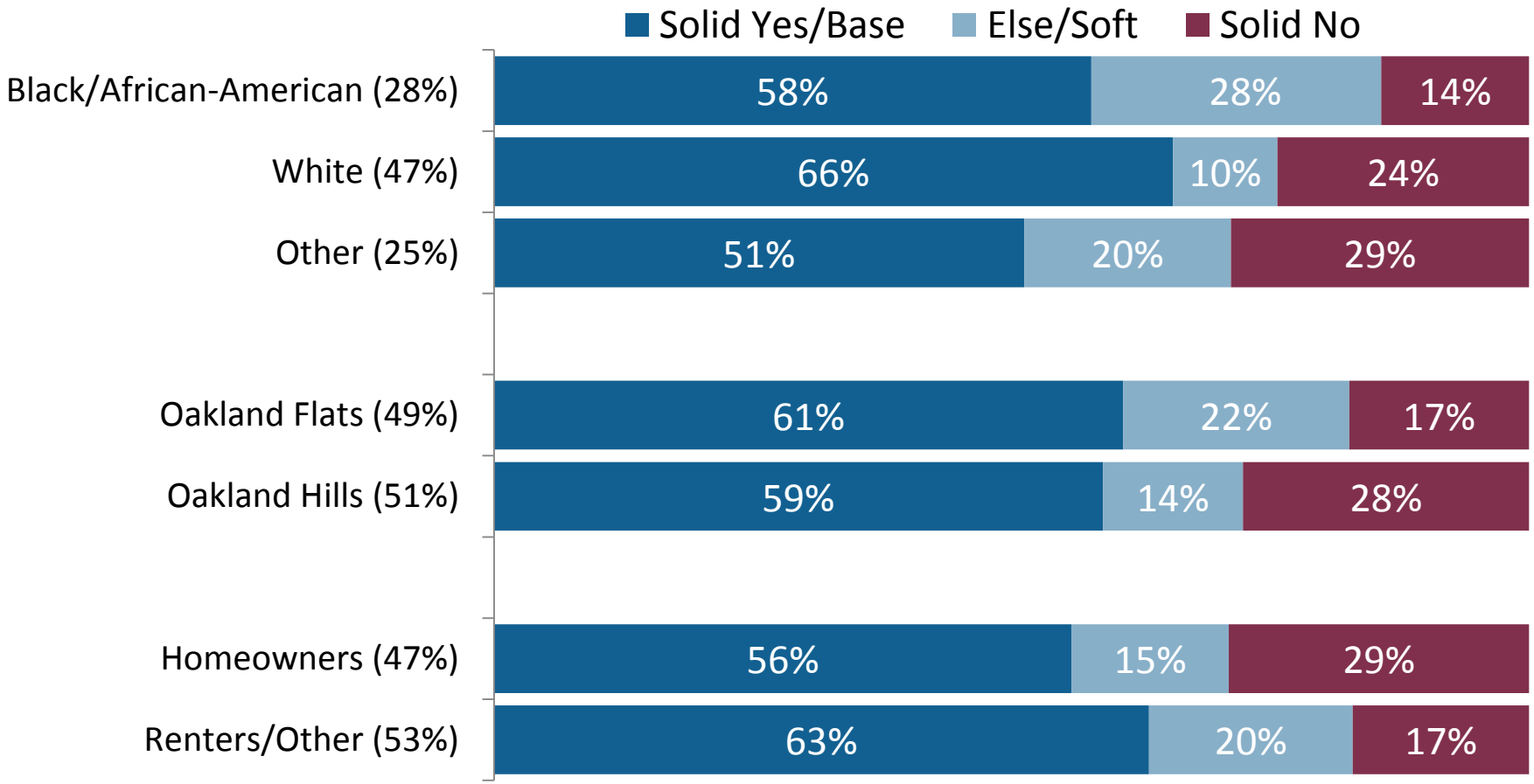
Vote Segmentation by Gender and Generation

Targeting women and baby boomers will be important to solidify two-thirds support.



Vote Segmentation by Self-ID race and Geography

African-Americans and homeowners are also important targets for communication.



Conclusions

- Support for renewing the City's violence prevention taxes is strong.
- Although overall optimism is on the rise, concern about crime continues.
- It will be important to have a privately funded campaign effort that communicates with voters.
- Key themes for information: This measure will maintain focus on reducing crime and violence and working to prevent crime before it happens, all without increasing taxes.

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