

Office of the City Manager



**TO BE DELIVERED
AGENDA MATERIAL**
(Agenda Item #3)



September 8, 2003

To: Honorable Mayor and
Members of the City Council

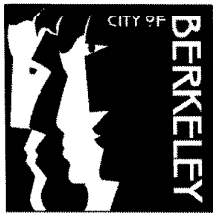
From: Weldon Rucker, City Manager

Subject: Voter Survey – Potential Revenue Measures

Please add the attached item in your Council packet for the Special Meeting of September 9, 2003. Thank you.

Attachment


cc: City Manager
City Attorney
City Clerk
City Auditor
Library



Office of the City Manager

PRESENTATION
September 9, 2003

To: Honorable Mayor and
Members of the City Council

From: Weldon Rucker  City Manager

Subject: Voter Survey – Potential Revenue Measures

Attached for your information is a copy of the Voter Survey that will be conducted within the next two weeks. The Survey incorporates input from the Mayor and Councilmembers, as well as the Mayor's Revenue Task Force.

The results of the Survey will be reported to the City Council at the October 14, 2003 Special Study Session.

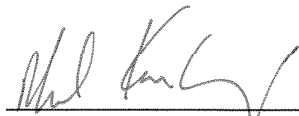
The Survey will not only inform the Council about the likelihood of any new revenue measure, but will also provide valuable information concerning citizen perceptions of City programs and their priorities.

CONTACT PERSON:

Phil Kamlarz, Deputy City Manager

981-7000

Approved:



Phil Kamlarz, Deputy City Manager

Name: _____

Time In: _____

Phone Number: _____

Time Out: _____

Cluster: _____

Respondents: Registered voters living in Berkeley, who have working telephone numbers, and voted in at least one of November 2002 or November 2002 AND at least one of March 2000 or March 2002.

Hello. This is _____ from EMH, an independent public opinion research firm. May I please speak with (NAME ON SAMPLE SHEET)? We are conducting a study of local issues in your area and would like to ask you some questions. (IF ASKED HOW LONG IT WILL TAKE, RESPOND: About ten minutes.) (IF NECESSARY, SAY, "We are only interested in your opinions and are definitely not selling anything.")

SECTION 1: MOOD & ISSUES

1. Next March, there will be a primary election in which voters will select their party nominees for President, State Senator, State Assembly, other offices, and will decide some ballot measures. What are the chances that you will vote in that election? Will you definitely vote, will you probably vote, are the chances about 50-50, will you probably not vote, or will you definitely not vote?

DEFINITELY	1
PROBABLY	2
50-50	3
DEFINITELY NOT	4
DON'T KNOW	8 →TERMINATE
REFUSE	9 →TERMINATE

2. Just in general, how do you think things are going in California – are things moving in the right direction, or are things off on the wrong track?

RIGHT DIRECTION	1
WRONG TRACK	2
DON'T KNOW	8
REFUSE	9

3. And how about in Berkeley – are things moving in the right direction, or are things off on the wrong track?

RIGHT DIRECTION	1
WRONG TRACK	2
DON'T KNOW	8
REFUSE	9

4. What do you think is the single most important issue facing Berkeley today? (OPEN-END. TRY TO FIT INTO CATEGORIES. DO NOT READ LIST)

EDUCATION	1
ECONOMY / JOBS	2
HOMELESSNESS	3
HOUSING	4
CITY BUDGET	5
HEALTH CARE	6
CRIME AND PUBLIC SAFETY	7
TAXES	8
ENVIRONMENT	9
TRAFFIC	10
PUBLIC TRANSIT	11
PARKING	12
GROWTH, DEVELOPMENT AND LAND USE	13
INFRASTRUCTURE: STREETS, SIDEWALKS, STORMWATER	14
GOVERNMENT / LEADERSHIP	15
COST OF LIVING	16
OTHER (SPECIFY _____)	97
DON'T KNOW	98
REFUSE	99

Now I would like to read you a list of some City Services. For each I read, please tell me how important the issue is to you. Is it extremely important, moderately important, slightly important, or not important? (ROTATE)

		Extreme-ly	Moderate-ly	Slightly	Not	Don't Know	Refuse
5.	Police services	1	2	3	4	8	9
6.	Fire services	1	2	3	4	8	9
7.	The process to receive a building or a business permit	1	2	3	4	8	9
8.	City parks	1	2	3	4	8	9
9.	Health services	1	2	3	4	8	9
10.	City funded school services	1	2	3	4	8	9
11.	Recreation and youth programs	1	2	3	4	8	9
12.	Ambulance services	1	2	3	4	8	9
13.	Street lighting	1	2	3	4	8	9
14.	Sidewalk and street repairs	1	2	3	4	8	9
15.	Stormwater system	1	2	3	4	8	9
16.	Library services	1	2	3	4	8	9
17.	Sanitary sewers	1	2	3	4	8	9
18.	New housing	1	2	3	4	8	9
19.	Parking downtown	1	2	3	4	8	9
20.	Crime and ensuring safety	1	2	3	4	8	9
21.	Job training	1	2	3	4	8	9
22.	Homeless services	1	2	3	4	8	9
23.	Traffic safety	1	2	3	4	8	9
24.	Alternative transportation	1	2	3	4	8	9
25.	Economic development	1	2	3	4	8	9

SECTION 2: CITY PERFORMANCE

26. Overall, how would you rate the job that the City of Berkeley is doing in providing city services – is the city doing an excellent job, a good job, a not so good job, or a poor job?

EXCELLENT	1
GOOD	2
NOT SO GOOD	3
POOR	4
DON'T KNOW	8
REFUSE	9

27. And how good of a job is the city doing at managing taxpayer dollars – is the city doing an excellent job, a good job, a not so good job, or a poor job at managing taxpayer dollars?

EXCELLENT	1
GOOD	2
NOT SO GOOD	3
POOR	4
DON'T KNOW	8
REFUSE	9

Now I would like to ask you more about these city services. For each that I read, please tell me if you think the City of Berkeley is doing an excellent job, a good job, a not so good job, or a poor job at providing that service... (ROTATE ORDER.)

		Excel- lent	Good	Not So Good	Poor	Don't Know	Refuse
28.	Maintaining police services	1	2	3	4	8	9
29.	Maintaining fire services	1	2	3	4	8	9
30.	Improving the process to receive a business permit	1	2	3	4	8	9
31.	Maintaining city parks	1	2	3	4	8	9
32.	Maintaining health services	1	2	3	4	8	9
33.	Maintaining school funded services	1	2	3	4	8	9
34.	Maintaining recreation and youth programs	1	2	3	4	8	9
35.	Maintaining ambulance services	1	2	3	4	8	9
36.	Maintaining street lighting	1	2	3	4	8	9
37.	Maintaining sidewalk and street repairs	1	2	3	4	8	9
38.	Maintaining stormwater system	1	2	3	4	8	9
39.	Maintaining library services	1	2	3	4	8	9
40.	Maintaining sanitary sewers	1	2	3	4	8	9
41.	Creating new housing	1	2	3	4	8	9
42.	Improving parking downtown	1	2	3	4	8	9
43.	Preventing crime and ensuring safety	1	2	3	4	8	9
44.	Creating job training programs	1	2	3	4	8	9
45.	Maintaining homeless services	1	2	3	4	8	9
46.	Maintaining traffic safety	1	2	3	4	8	9
47.	Promoting alternative transportation	1	2	3	4	8	9
48.	Creating economic development programs	1	2	3	4	8	9

SECTION 3: BUDGET

Now on another topic, Berkeley is facing up to a ten million dollar deficit next year. The city has cut six million the past two years. The city would like some feedback about how to balance the budget. Now I would like to read you some proposed tradeoffs of spending cuts and tax increases. For each I read, please tell me if you support or oppose the proposal through a combination of cuts and new revenues. Here are some tradeoffs... (DO NOT ROTATE)

		SUPPORT		OPPOSE		Don't Know	Refuse
		Strong-ly	Some-what	Some-what	Strong-ly		
49.	Increase property taxes by \$250 per year for the average Berkeley home of 1900 square feet and maintain City services at current levels.	1	2	3	4	8	9
50.	Increase property taxes by \$200 per year for the average Berkeley home of 1900 square feet and cut \$2 million of City services. These cuts will be divided between recreation, social services, health services, arts, support for economic development, and administrative support.	1	2	3	4	8	9
51.	Increase property taxes by \$100 per year for the average Berkeley home of 1900 square feet and cut \$6 million of City services. These cuts will include some cuts to police and fire, and significant cuts to social and health services, arts, recreation, capitol programs, and administrative support.	1	2	3	4	8	9
52.	Avoid tax increases and balance the budget through major cuts to police, fire recreation, arts, social services, health programs, capitol project, and administrative support.	1	2	3	4	8	9

Some city services are funded by special taxes, such as libraries, parks, paramedic services and services for the disabled. In order to maintain these services at current levels with an inflator of 5%, would you support or oppose an increase in taxes of up to 5% annually for the following services? (FOLLOW-UP: Is that strongly or somewhat?)

		SUPPORT		OPPOSE		Don't Know	Refuse
		Strong-ly	Some-what	Some-what	Strong-ly		
53.	Parks	1	2	3	4	8	9
54.	Libraries	1	2	3	4	8	9
55.	Paramedic Services	1	2	3	4	8	9
56.	Services for the disabled	1	2	3	4	8	9

Now I would like to read you a list of the types of taxes that the city of Berkeley could increase to help balance the budget. For each I read, please tell me if you support or oppose the city of Berkeley increasing that tax. (FOLLOW-UP: Is that strongly or just somewhat?) (ROTATE.)

		Strongly support	Some-what Support	Some-what oppose	Strongly Oppose	Don't Know	Refuse
57.	The property tax that is paid by both residential and commercial property owners	1	2	3	4	8	9
58.	The business license tax that is paid by anyone doing business in Berkeley	1	2	3	4	8	9
59.	The utility user tax on telephone, electric, water, and gas which is paid by property owners and renters	1	2	3	4	8	9
60.	The property transfer tax paid by those who sell property	1	2	3	4	8	9
61.	The payroll tax which is paid by anyone who earns over \$100,000 and works in Berkeley	1	2	3	4	8	9
62.	The hotel tax which is paid by anyone who rents a hotel room in Berkeley	1	2	3	4	8	9
63.	A higher tax rate for commercial and industrial properties and a lower rate for residential properties	1	2	3	4	8	9
64.	A tax on households that own three or more cars	1	2	3	4	8	9

Now I would like to read you a list of programs and services that the city of Berkeley could cut to help balance the budget. For each I read, please tell me if you support or oppose the city of Berkeley cutting that service? (FOLLOW-UP: Is that strongly or just somewhat?) (ROTATE.)

		Strong support	Some-what Support	Some-what oppose	Strongly Oppose	Don't Know	Refuse
65.	Closing one fire station	1	2	3	4	8	9
66.	Rotating closures of fire stations and reduced firefighter overtime	1	2	3	4	8	9
67.	Reducing the number of police officers assigned to the schools	1	2	3	4	8	9
68.	Reduce the number of police officers assigned to traffic duties	1	2	3	4	8	9
69.	Reduce the number of police detectives	1	2	3	4	8	9
70.	Reduce the number of police officers assigned to community policing and bicycle patrol	1	2	3	4	8	9
71.	Reduce housing programs	1	2	3	4	8	9
72.	Reduce health programs	1	2	3	4	8	9
73.	Reduce employment programs	1	2	3	4	8	9
74.	Reduce programs that provide support for economic development	1	2	3	4	8	9
75.	Reducing summer recreation programs	1	2	3	4	8	9
76.	Reducing funding for arts groups	1	2	3	4	8	9
77.	Reducing funding for homeless programs	1	2	3	4	8	9
78.	Reducing funding for social programs, such as child care	1	2	3	4	8	9
79.	Reducing funding for youth and senior programs	1	2	3	4	8	9
80.	Reduce funding for repairs of streets and sidewalks	1	2	3	4	8	9
81.	Reduce the library budget for books, CDs and videos	1	2	3	4	8	9

82. After hearing more, would you support or oppose a measure to increase city property taxes in order to balance Berkeley's City Budget? (FOLLOW-UP: Is that strongly or somewhat?)

STRONGLY SUPPORT	1
SOMEWHAT SUPPORT	2
SOMEWHAT OPPOSE	3
STRONGLY OPPOSE	4
DON'T KNOW	8
REFUSE	9

Please tell me if the following would make you more likely or less likely to support a property tax increase. If the statement makes no difference to you, just say so. (FOLLOW-UP: Is that much more/less likely or just somewhat?) (ROTATE)

		Much More	Some-what More	No Difference	Some-what Less	Much Less	Don't Know	Refuse
83.	City employees will take pay and benefit reductions	1	2	3	4	5	8	9
84.	The tax increase will include a sunset provision so that it will be a temporary increase unless voters choose to extend it	1	2	3	4	5	8	9
85.	The use of all tax revenues will be accountable to an independent volunteer citizen-oversight committee	1	2	3	4	5	8	9
86.	The tax increase will help the City of Berkeley retain a high bond rating; Currently, Berkeley has the highest bond rating in the State for a comparable city of its size.	1	2	3	4	5	8	9
87.	Low-income Berkeley residents will be exempt from the tax increase	1	2	3	4	5	8	9
88.	There may also be several other measures on the ballot to raise funds for Berkeley schools and branch libraries	1	2	3	4	5	8	9

89. After hearing more, would you support or oppose a measure to increase city property taxes in order to balance Berkeley's City Budget? (FOLLOW-UP: Is that strongly or somewhat?)

STRONGLY SUPPORT 1
 SOMEWHAT SUPPORT 2
 SOMEWHAT OPPOSE 3
 STRONGLY OPPOSE 4
 DON'T KNOW 8
 REFUSE 9

SECTION 4: DEMOGRAPHICS

90. Do you have a full-time paid job, a part-time paid job, are you unemployed but looking for a job, self-employed, a homemaker, a student, or retired?

EMPLOYED FULL-TIME	1
EMPLOYED PART-TIME	2
UNEMPLOYED	3
SELF-EMPLOYED	4
HOMEMAKER	5
STUDENT	6
RETIRED	7
REFUSE	9

91. Which of the following categories describes your age? (READ LIST)

Under 25	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 and Over	6
REFUSE	9

92. How long have you lived in Berkeley? (CODE "99" FOR REFUSE)

NUMBER OF YEARS: _____
REFUSE 99

93. Which of the following ethnic groups describes you? You can stop me when I've read your group. (READ LIST)

White or Caucasian	1
Black or African-American	2
Latino, Hispanic, or Mexican	3
Asian or Pacific Islander	4
Native American	5
Mixed Race	6
Other (SPECIFY: _____)	7
REFUSE	9

94. Do you currently own or rent your home?

OWN	1	→GO TO Q92
RENT	2	→SKIP TO Q93
OTHER	4	→SKIP TO Q93
REFUSE	9	→SKIP TO Q93

IF OWN:

95. In what year did you purchase your current home? (CODE "9999" FOR REFUSE)

YEAR	_____
REFUSE	9999

96. Are you married, partnered, single, separated, widowed or divorced?

MARRIED	1
PARTNERED	2
SINGLE	3
SEPARATED	4
WIDOWED	5
DIVORCED	6
OTHER	8
REFUSE	9

97. Do you currently have children under the age of 18 living at home?

YES	1	→GO TO Q95
NO	2	→SKIP TO Q96
REFUSE	9	→SKIP TO Q96

IF YES:

98. Are any of these children enrolled in public schools?

YES	1
NO	2
REFUSE	9

99. Which of the following best describes your educational background?

Not a high school graduate	1
High school graduate, but no college	2
Some college, but not a college graduate	3
College graduate, but not post graduate	4
College graduate with some post graduate study	5
Post graduate degree	6
REFUSE	9

100. Are you or is anyone in your household a member of a labor union or employee association?
(FOLLOW-UP: Is that you, a member of your household, or both?)

YES, SELF ONLY	1
YES, HOUSEHOLD MEMBER ONLY	2
YES, BOTH SELF AND HOUSEHOLD	3
NOBODY IN HOUSEHOLD	4
REFUSE	9

In the last four weeks, about how many times have you read each of the following newspapers – is it frequently, occasionally, seldom, or never? (ROTATE. CODE '99' FOR REFUSE)

		Frequent-ly	Occasio-nally	Seldom	Never	Don't Know	Refuse
101.	The San Francisco Chronicle	1	2	3	4	8	9
102.	The Berkeley Daily Planet	1	2	3	4	8	9
103.	The Daily Cal	1	2	3	4	8	9
104.	The East Bay Express	1	2	3	4	8	9
105.	The Oakland Tribune	1	2	3	4	8	9
106.	The Berkeley Voice	1	2	3	4	8	9
107.	The West County Times	1	2	3	4	8	9

108. Please stop me when I read the category that best describes your total annual gross income from all sources for the year 2002.

Under \$25,000	1
\$25,000 to just under \$50,000	2
\$50,000 to just under \$75,000	3
\$75,000 to just under \$100,000	4
\$100,000 to just under \$150,000	5
\$150,000 to just under \$200,000	6
\$200,000 or more	7
DON'T KNOW	8
REFUSE	9

That's all the questions I have. Thank you for your time.

109. RECORD GENDER:

FEMALE	1
MALE	2

110. RECORD PARTY:

DEMOCRAT	1
REPUBLICAN	2
MINOR PARTY	4
INDEPENDENT	5