Alameda Voter Views of Potential Finance Mechanisms

Key Findings from a Survey of Voters
Conducted January 22-29, 2020

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220-5674

Survey Goals

- ❖ Touch base on key perceptions of Alameda's city government.

- ❖ Revisit a potential infrastructure bond measure last assessed in a January/February 2018 survey.

- ❖ Determine whether resources should be dedicated to more fully exploring a November 2020 bond.

- ❖ Assess alternative conceptual revenue measures, including establishing a new cannabis tax and/or increasing the TOT, the business license tax, or the library property tax.

Key Numbers
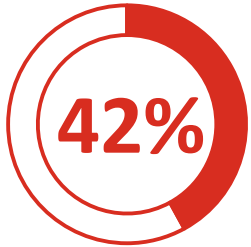
42% Feel Alameda is headed in the "right direction," a material decline from 2018, but mirroring regional trends.
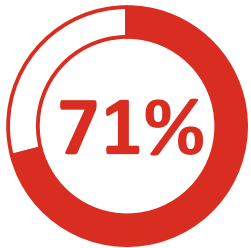
71% See the cost of housing as an "extremely" or "very" serious problem in the City.
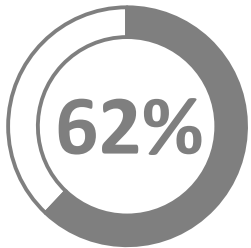
62% Would initially vote "yes" for an infrastructure bond measure, support that essentially reaches two-thirds after presenting potential investments and rationales.
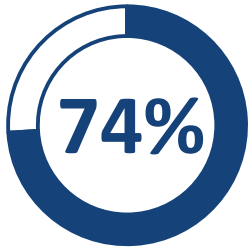
74% Support the concept of establishing a 4% cannabis tax; 73% support increasing the City's TOT from 10% to 12%.

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Voter Mood and Perceptions of the City

Voters appears less optimistic and more mixed about the future than in recent years.

Would you say that things in the City of Alameda are generally headed in the right direction, or do you feel that things are pretty seriously off on the wrong track?

■ Right Direction ■ Mixed/Don't Know ■ Wrong Track

	Right Direction	Mixed/Don't Know	Wrong Track
January 2020	42%	37%	21%
June 2018	55%	17%	28%
January/February 2018	59%	18%	22%
July 2017	57%	18%	25%
December 2015	59%	19%	22%
June 2008	61%	17%	22%

The last time a bond was tested

Q1.
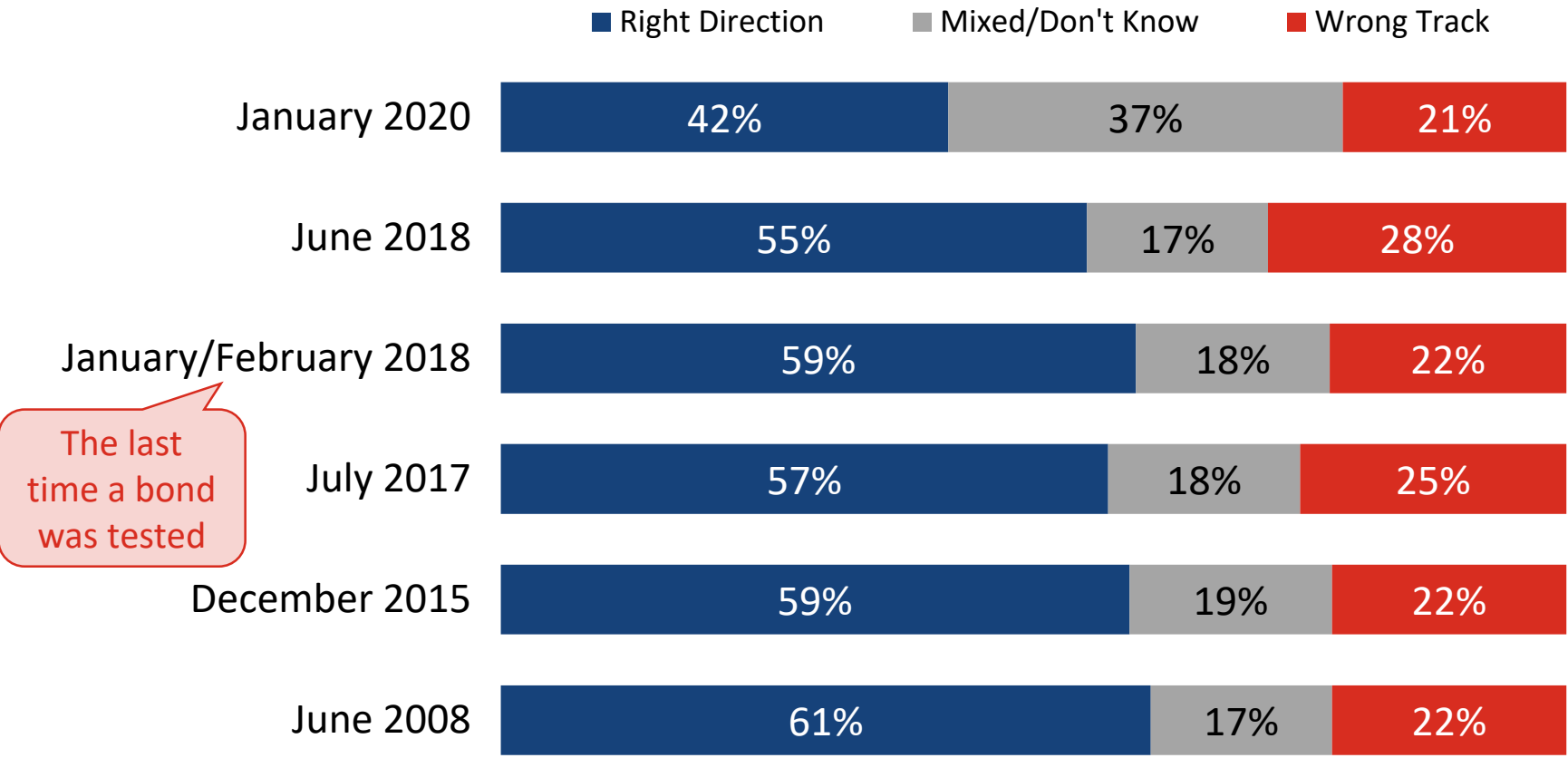
Majorities of voters view City government favorably, though with modest intensity.

I am going to read you a brief list of public officials and agencies. Please tell me whether you approve or disapprove of the job each is doing.

Legend: ■ Strng. App. ■ Smwt. App. ■ Don't Know ■ Smwt. Disapp. ■ Strng. Disapp.

	Strng. App.	Smwt. App.	Don't Know	Smwt. Disapp.	Strng. Disapp.	Total Appr.	Total Disappr.
Alameda City Government, overall	13%	48%	16%	14%	9%	**61%**	**23%**
Alameda City Management	12%	43%	20%	16%	10%	**54%**	**25%**
Alameda Mayor and City Council	12%	40%	19%	17%	11%	**52%**	**29%**

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Q2.
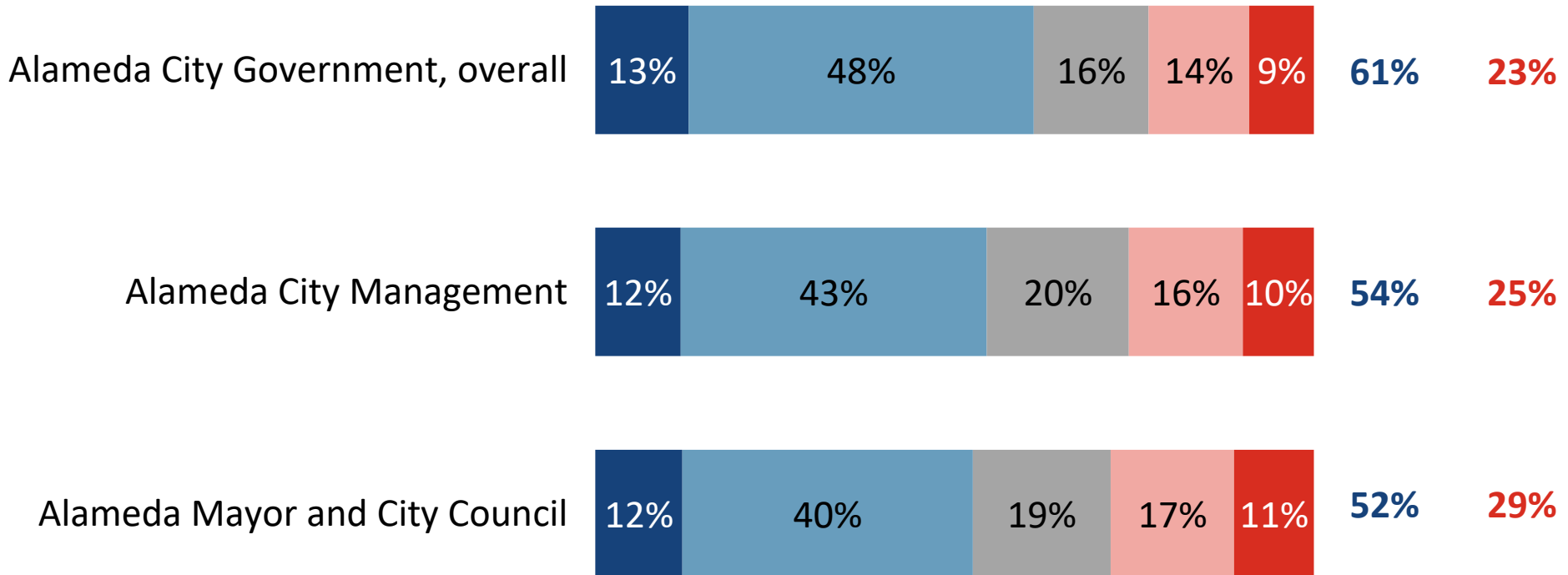
Those positive impression are consistent with Summer 2018, but lower than Jan/Feb 2018.

(Total Approve)

The last time a bond was tested

Public Official/ Agency	July 2017	Jan/Feb 2018	June 2018	January 2020	Δ Between Jan 2020 & Jan/Feb 2018
Alameda City Government, overall	64%	71%	60%	61%	*-10%*
Alameda Mayor and City Council	58%	62%	51%	52%	*-10%*
Alameda City Management	59%	--	54%	54%	--

Q2. I am going to read you a brief list of public officials and agencies. Please tell me whether you approve or disapprove of the job each is doing.

Voters feel the City is doing an excellent or good job providing most services.

I am going to ask you about some specific services that the City of Alameda provides. Please tell me whether you think the City is doing an excellent, good, only fair, or poor job in providing that service.

Legend: ■ Excellent ■ Good ■ Only Fair ■ Poor ■ No Opin./Don't Know

Exc./Good

Service	Excellent	Good	Only Fair	Poor	No Opin./Don't Know	Exc./Good
Quality of park facilities	26%	51%	16%	5%		78%
Quality of fire services	38%	37%	7%		18%	74%
Quality of customer service at the library	34%	35%			28%	68%
Quality of police services	17%	50%	20%	5%	8%	68%
Quality of recreation programs	22%	43%	10%		23%	65%
Level of neighborhood safety	15%	50%	24%	9%		65%
Quality of library programs for children and adults	23%	37%	10%		31%	59%
Quality of street maintenance	7%	42%	32%	18%		49%
City's management of budget and finances		23%	23%	14%	37%	26%
Quality of Permit Center services	5%	14%	15%	10%	56%	19%

Q4.

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While many service levels are perceived similarly to 2017, police and neighborhood safety have declined.

(Excellent/Good)

Public Official/ Agency	July 2017	January 2020	Δ
Quality of customer service at the library	66%	68%	*+2%*
Quality of park facilities	80%	78%	*-2%*
Quality of recreation programs	70%	65%	*-5%*
Quality of library programs for children and adults	65%	59%	*-6%*
City's management of budget and finances	32%	26%	*-6%*
Quality of fire services	81%	74%	*-7%*
Quality of street maintenance	57%	49%	*-8%*
Quality of Permit Center services	27%	19%	*-8%*
Quality of police services	78%	68%	*-10%*
Level of neighborhood safety	81%	65%	*-16%*

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Q4. I am going to ask you about some specific services that the City of Alameda provides. Please tell me whether you think the City is doing an excellent, good, only fair, or poor job in providing that service.

Voters see housing costs as the most serious problem facing Alameda.

I'd like to read you some problems facing the City of Alameda that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem in Alameda.

Legend: ■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not To Ser. Prob. ■ Don't Know

Ext./Very Ser. Prob.

Problem	Ext. Ser. Prob.	Very Ser. Prob.	Smwt. Ser. Prob.	Not To Ser. Prob.	Don't Know	Ext./Very Ser. Prob.
The cost of housing	39%	32%	19%	9%		71%
A lack of housing affordable for working families	46%	21%	19%	10%	5%	67%
^Climate change	35%	24%	22%	14%		59%
Lack of adequate shelter for people who are homeless	26%	31%	26%	12%		57%
Sea-level rise	24%	29%	25%	13%	8%	53%
Traffic and congestion on local streets and roads	24%	28%	29%	19%		52%
Traffic safety on local streets and roads	17%	27%	29%	26%		45%

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Q5. ^Not Part of Split Sample

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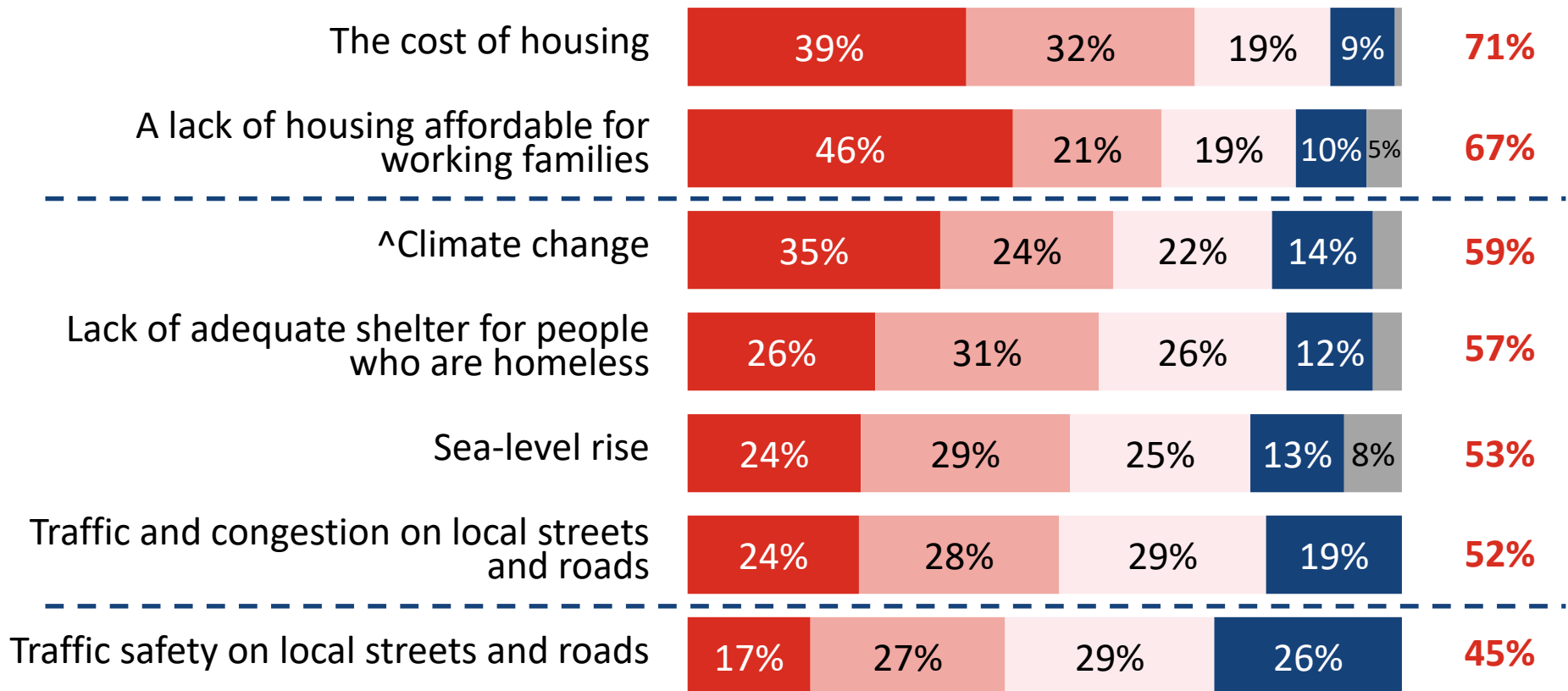
Most economic issues are comparatively less concerning.

Legend: ■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not To Ser. Prob. ■ Don't Know
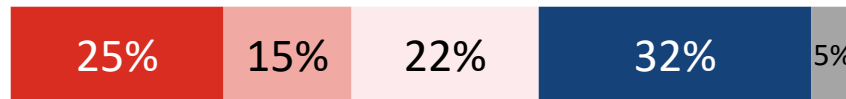
Ext./Very Ser. Prob.

Issue	Ext. Ser.	Very Ser.	Smwt. Ser.	Not To Ser.	Don't Know	Ext./Very Ser. Prob.
Litter and nuisances from homeless encampments	21%	20%	27%	31%		41%
^Too much growth and development	25%	15%	22%	32%	5%	40%
The risk of disasters such as floods or earthquakes	13%	27%	37%	18%	5%	40%
^Crime	11%	25%	31%	31%		36%
Empty storefronts in commercial districts	14%	20%	28%	31%	6%	34%
The amount people pay in City taxes	13%	20%	28%	28%	12%	33%
Waste and inefficiency in local government	13%	20%	30%	18%	20%	33%
A lack of parking in commercial districts	12%	20%	28%	39%		31%
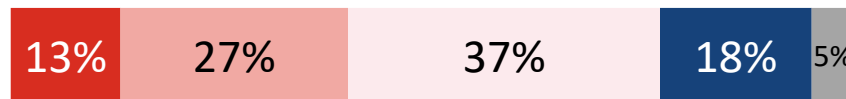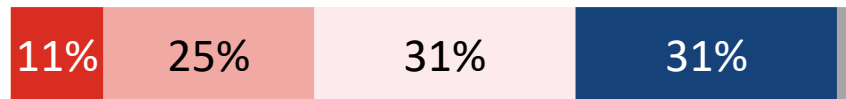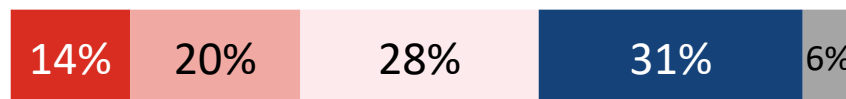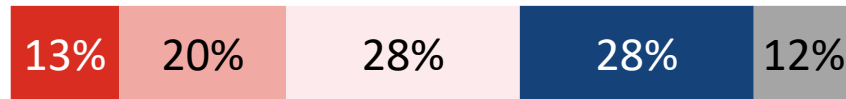
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Q5. I'd like to read you some problems facing the City of Alameda that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem in Alameda. ^Not Part of Split Sample
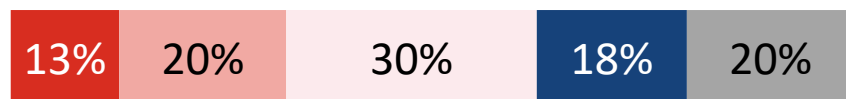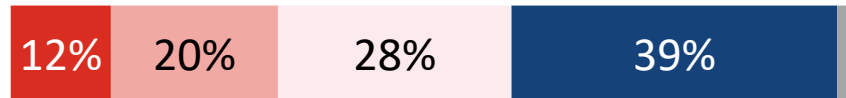
Housing costs have been consistent a top problem; crime, City taxes and government waste are lesser, but growing concerns.

(Extremely/Very Serious Problem)

Public Official/ Agency	June 2008	December 2015	July 2017	January 2020
The cost of housing	55%	69%	73%	**71%**
A lack of housing affordable for working families	--	--	68%	**67%**
^Climate change	--	--	49%	**59%**
Traffic and congestion on local streets and roads	27%	48%	60%	**52%**
^Too much growth and development	--	38%	47%	**40%**
^Crime	28%	9%	17%	**36%**
The amount people pay in City taxes	32%	15%	26%	**33%**
Waste and inefficiency in local government	43%	18%	23%	**33%**
A lack of parking in commercial districts	23%	24%	34%	**31%**

Q5. I'd like to read you some problems facing the City of Alameda that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem in Alameda. ^Not Part of Split Sample

Voter Reactions to a Potential Infrastructure Bond

Hypothetical Infrastructure Bond Ballot Language Tested

Split-sampling $125 Million and $100 Million

City of Alameda Infrastructure Repair Measure. To:

- improve traffic safety/ flow for people who drive, bike, walk;
- prepare for/ adapt to climate change impacts and natural disasters such as sea-level rise, flooding and earthquakes;
- repair City buildings, parks, playgrounds, sidewalks, including upgrading disabled access;

shall the City of Alameda issue **(SPLIT SAMPLE C ONLY: $125 million)** **(SPLIT SAMPLE D ONLY: $100 million)** in bonds with an average levy of **(SPLIT SAMPLE C ONLY: $58)** **(SPLIT SAMPLE D ONLY: $46)** per $100,000 of assessed value, generating approximately **(SPLIT SAMPLE C ONLY: $8.1 million)** **(SPLIT SAMPLE D ONLY: $6.5 million)** annually over 30 years, requiring independent oversight and published audits?

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Q3. If there were an election today, do you think you would vote "yes" in favor of this measure, or "no" to oppose it?

Interestingly, on the initial vote the larger bond received more support, but neither were above the two-thirds vote threshold.

Two-Thirds Vote Threshold Half Samples, +/-6.9% MOE

$125 Million Bond		$100 Million Bond	
Definitely yes	35%		28%
Probably yes	28%		23%
Undecided, lean yes	4%		7%
	Total Yes 66%		**Total Yes 58%**
Undecided, lean no	1%		2%
Probably no	10%		10%
Definitely no	16%		21%
	Total No 28%		**Total No 34%**
Undecided	7%		8%

Q3 Split C & Split D. If there were an election today, do you think you would vote "yes" in favor of this measure, or "no" to oppose it?
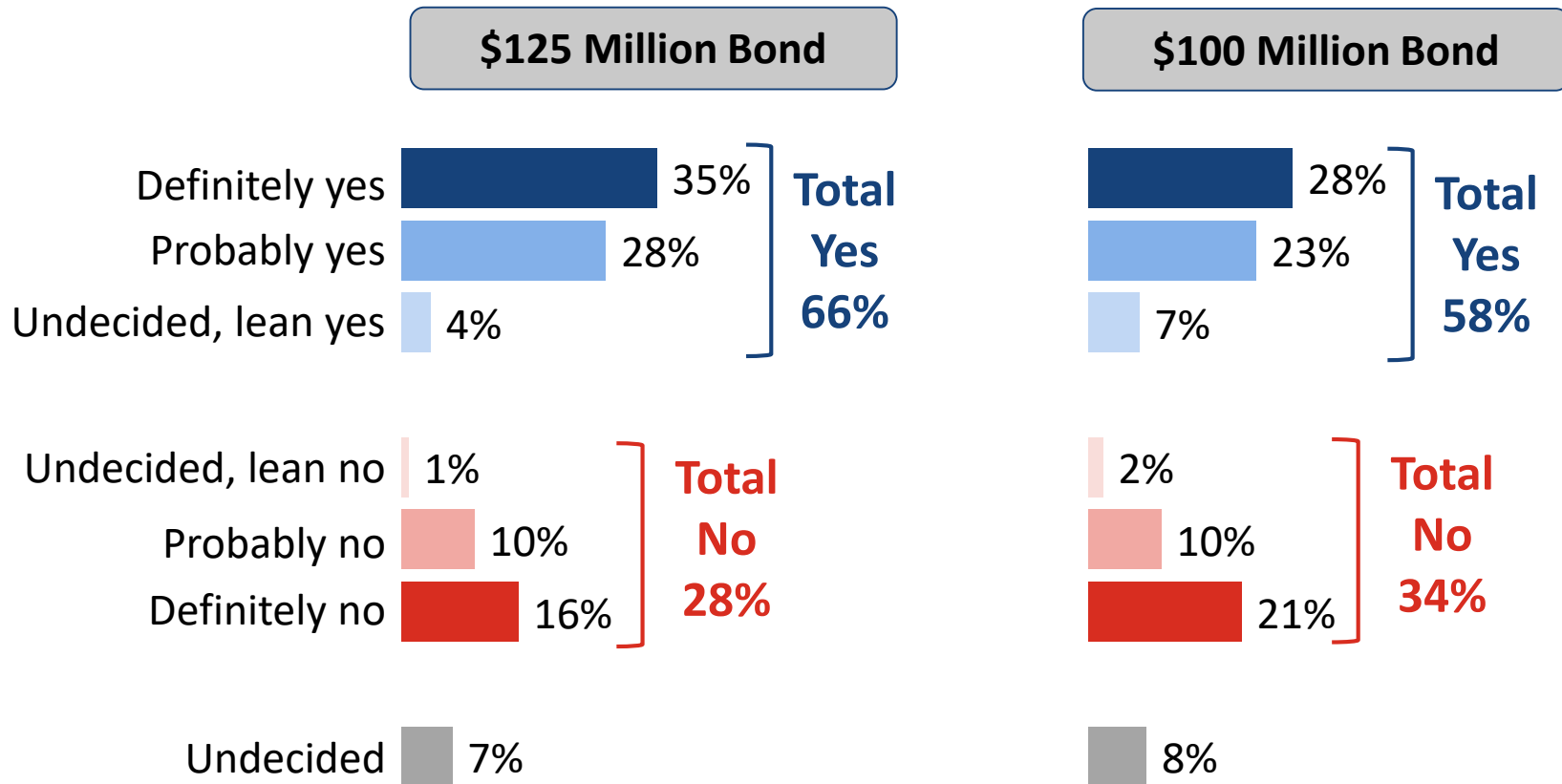
For analytical purposes to utilize the full sample, the combined results were used.

Combined $125 Million & $100 Million Initial Vote

Definitely yes	32%
Probably yes	26%
Undecided, lean yes	5%

Total Yes 62%

Undecided, lean no	1%
Probably no	10%
Definitely no	19%

Total No 31%

Undecided	7%

Q3 Total. If there were an election today, do you think you would vote "yes" in favor of this measure, or "no" to oppose it?
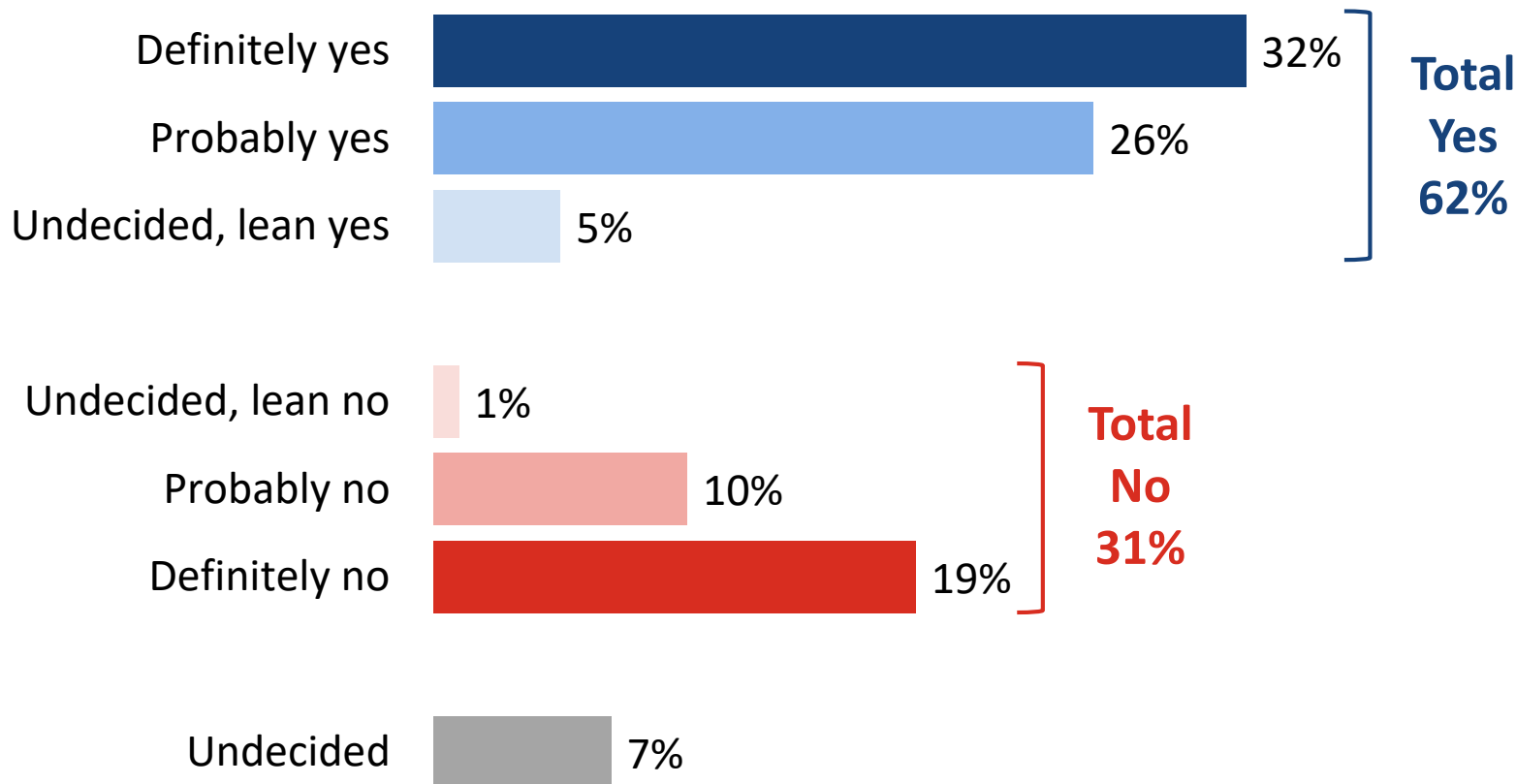
Women were more supportive then men; younger voters more supportive than older voters.

Support for a Bond Measure (Combined) by Gender & Age

Legend: ■ Def. Yes ■ Prob. Yes ■ Und.,Lean Yes ■ Undecided ■ Und., Lean No ■ Prob. No ■ Def. No

	Def. Yes	Prob. Yes	Und.,Lean Yes	Undecided	Und., Lean No	Prob. No	Def. No	Total Yes	Total No
Men	22%	24%		7%		14%	26%	**50%**	**43%**
Women	40%	27%	6%	8%		6%	12%	**74%**	**19%**
18-29	27%	44%	5%			11%	11%	**76%**	**22%**
30-39	38%	30%	8%	8%		7%	8%	**77%**	**15%**
40-49	39%	29%		7%		15%	5%	**71%**	**22%**
50-64	27%	22%	5%	8%		9%	26%	**54%**	**38%**
65-74	39%	16%		8%		7%	24%	**59%**	**33%**
75+	16%	17%	7%	8%	15%		37%	**40%**	**52%**

Q3 Total. If there were an election today, do you think you would vote "yes" in favor of this measure, or "no" to oppose it?

Support exceeded two-thirds among Democrats and renters.

Support for a Bond Measure (Combined) by Party, ZIP Code and Residence

Legend: ■ Def. Yes ■ Prob. Yes ■ Und.,Lean Yes ■ Undecided ■ Und., Lean No ■ Prob. No ■ Def. No

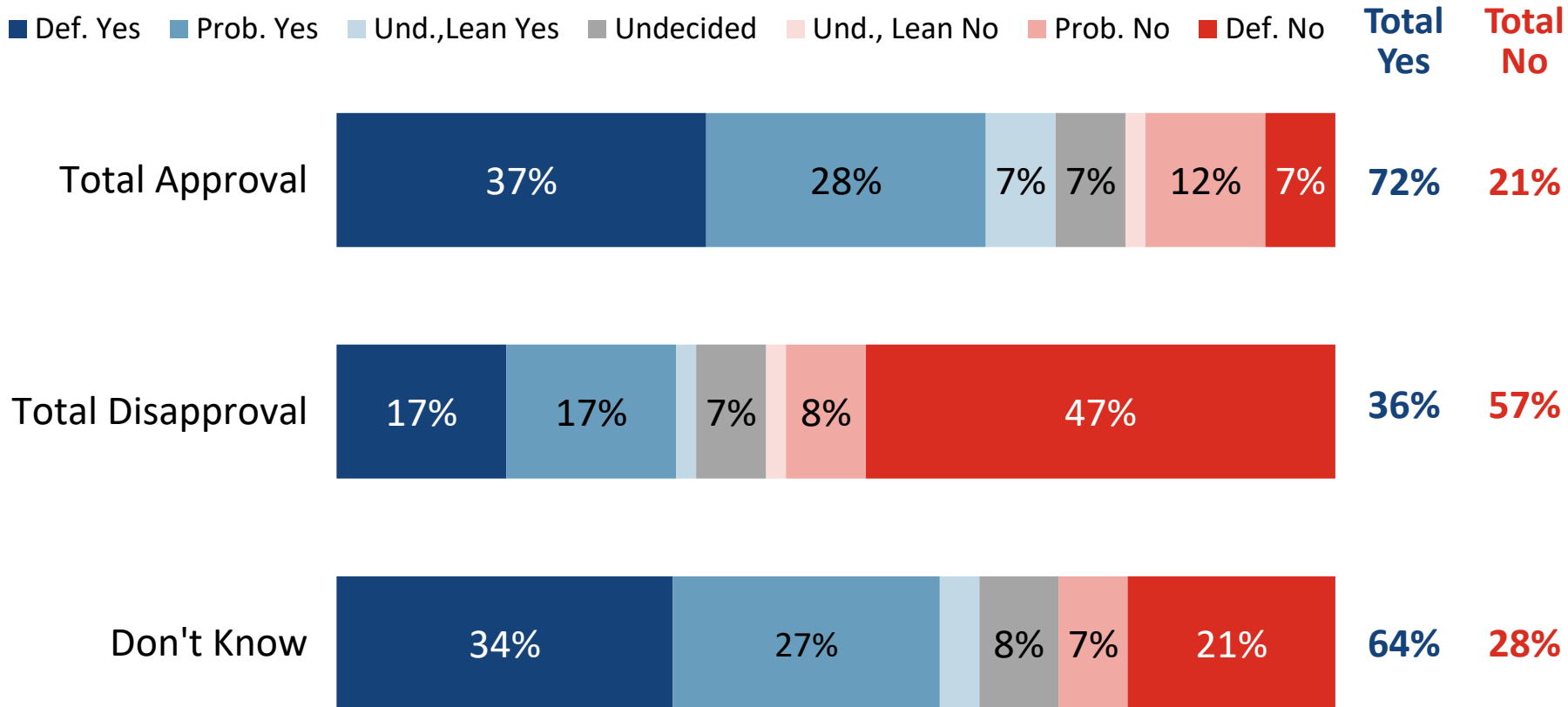|	Def. Yes	Prob. Yes	Und.,Lean Yes	Undecided	Und., Lean No	Prob. No	Def. No	Total Yes	Total No
Democrats	36%	31%	5%	7%		7%	12%	**73%**	**20%**
Independents	24%	22%	6%	10%		15%	24%	**52%**	**39%**
Republicans	25%	5%				18%	46%	**31%**	**68%**
94501 Alameda	34%	23%	5%	8%		9%	20%	**62%**	**31%**
94502 Bay Farm Island	21%	36%	7%	6%		17%	12%	**64%**	**31%**
Homeowners	27%	23%	5%	8%		13%	21%	**56%**	**36%**
Renters	43%	30%	5%				13%	**76%**	**19%**

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Overall views of City government were clearly influential in how a bond was received.

Support for a Bond Measure (Combined) by City Government Approval

Legend: ■ Def. Yes ■ Prob. Yes ■ Und.,Lean Yes ■ Undecided ■ Und., Lean No ■ Prob. No ■ Def. No

	Def. Yes	Prob. Yes	Und.,Lean Yes	Undecided	Und., Lean No	Prob. No	Def. No	**Total Yes**	**Total No**
Total Approval	37%	28%	7%	7%		12%	7%	**72%**	**21%**
Total Disapproval	17%	17%		7%		8%	47%	**36%**	**57%**
Don't Know	34%	27%		8%		7%	21%	**64%**	**28%**

Q3 Total. If there were an election today, do you think you would vote "yes" in favor of this measure, or "no" to oppose it?

After positive arguments, support approached two thirds, but fell below 60% after negatives.

% "Yes" With and Without Alameda Point Reference in Pro/Con Arguments

Vote	With Alameda Point Reference	Without Alameda Point Reference
After Positive Arguments	71%	65%
After Critical Arguments	58%	53%

Note: Half of respondents heard pro and con arguments with references to Alameda Point.

% "Yes" for $125 MM and $100 MM Bond Amounts after Pro/Con Arguments
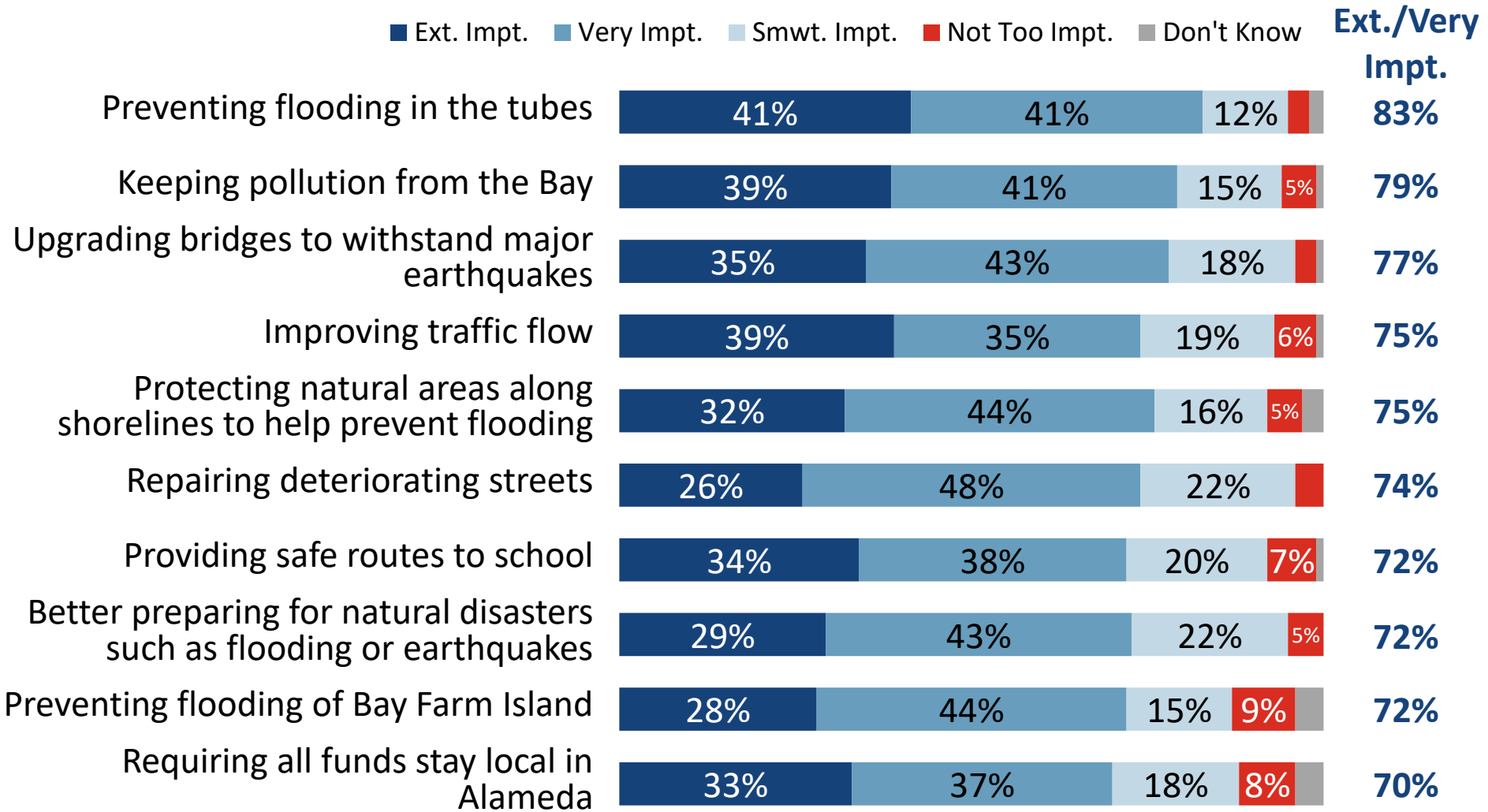
Vote	$125 Million	$100 Million
After Positive Arguments	70%	65%
After Critical Arguments	57%	54%

The difference in support by amount narrowed.

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Q8 Split A & Split B. Having heard this, would you vote "yes" in favor of this measure, or "no" to oppose it?
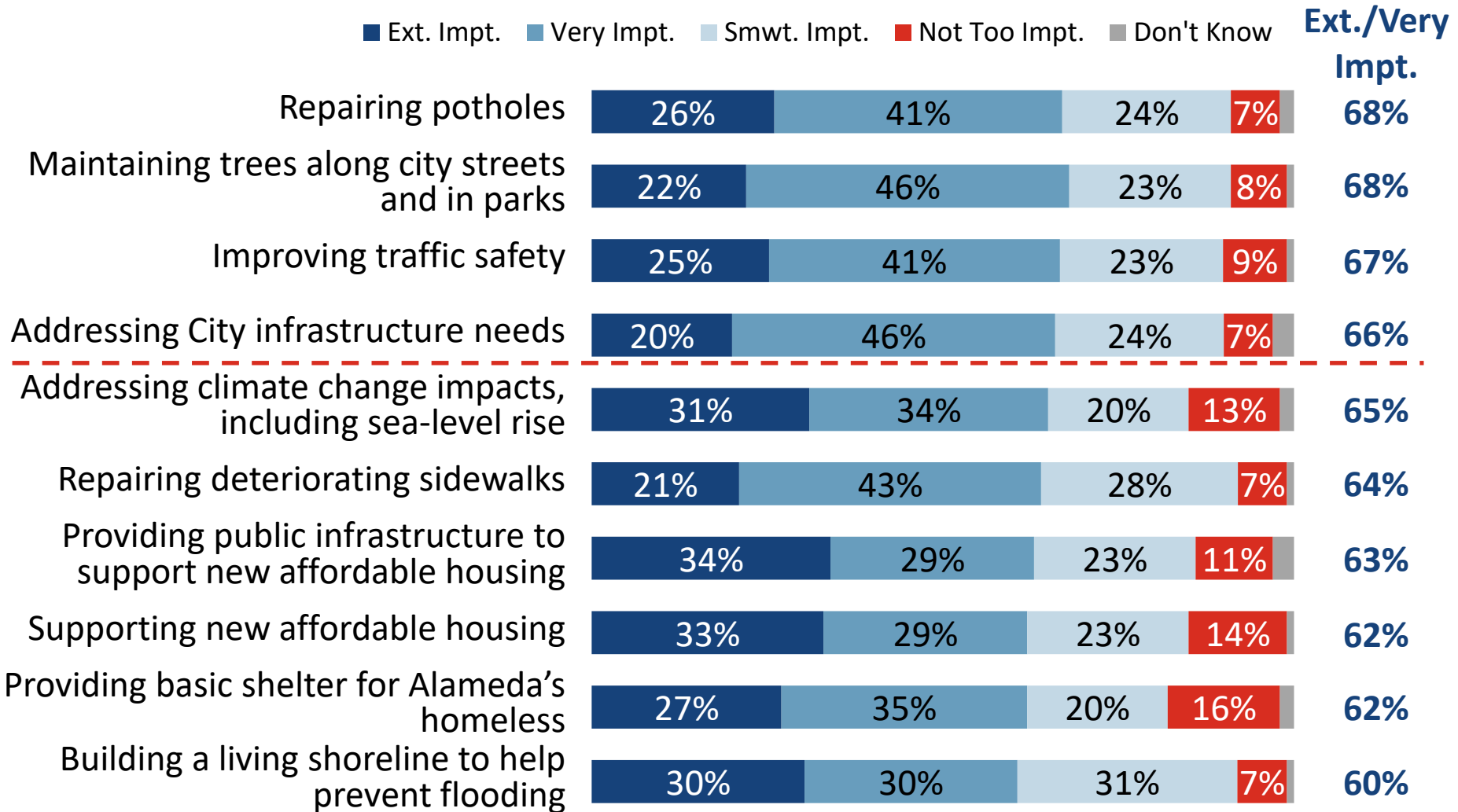
Spending and Investment Priorities for a Potential Bond Measure

Many issues related to flooding and natural disasters were top investment priorities.
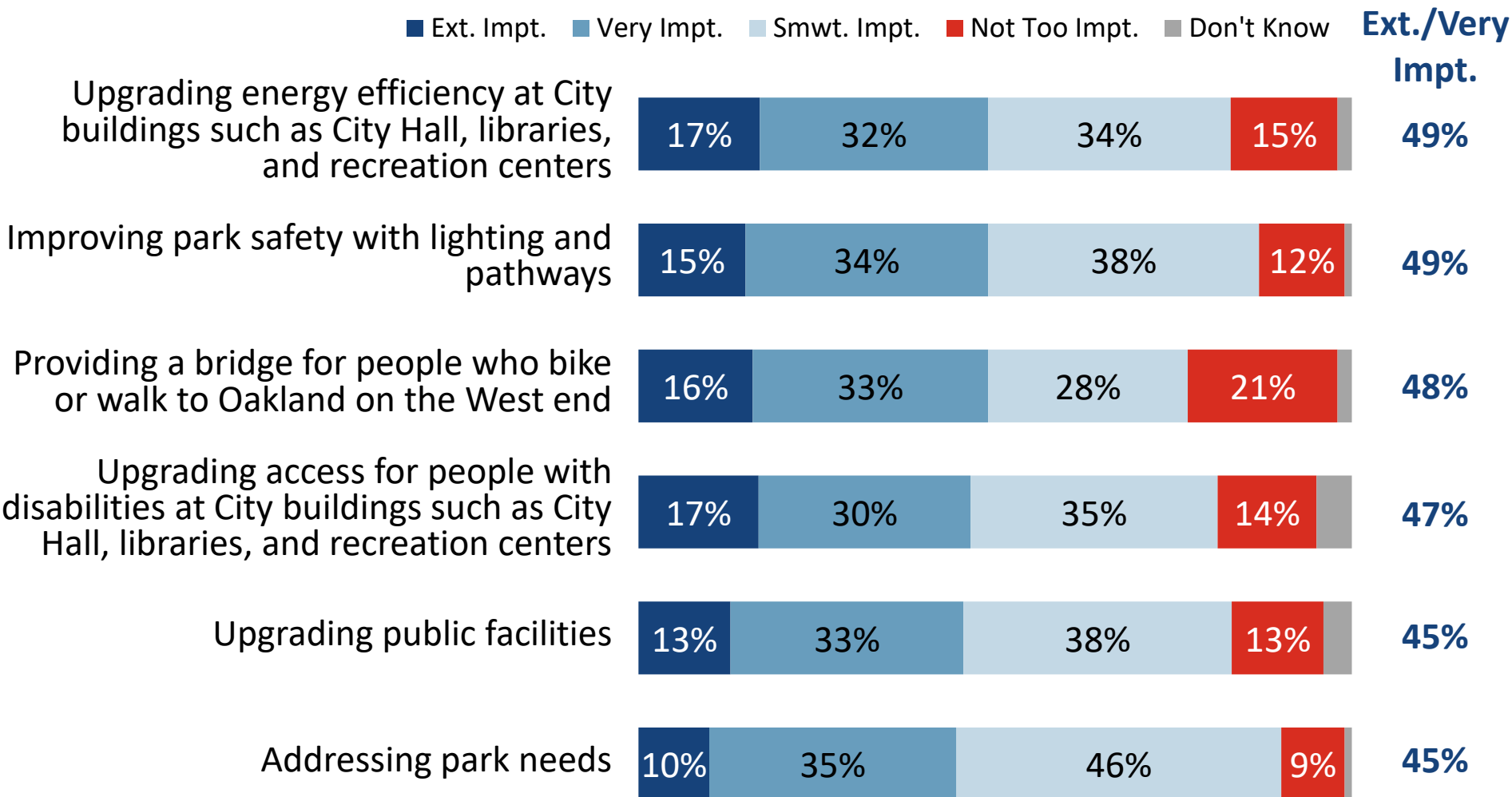
Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Issue	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Ext./Very Impt.
Preventing flooding in the tubes	41%	41%	12%		83%
Keeping pollution from the Bay	39%	41%	15%	5%	79%
Upgrading bridges to withstand major earthquakes	35%	43%	18%		77%
Improving traffic flow	39%	35%	19%	6%	75%
Protecting natural areas along shorelines to help prevent flooding	32%	44%	16%	5%	75%
Repairing deteriorating streets	26%	48%	22%		74%
Providing safe routes to school	34%	38%	20%	7%	72%
Better preparing for natural disasters such as flooding or earthquakes	29%	43%	22%	5%	72%
Preventing flooding of Bay Farm Island	28%	44%	15%	9%	72%
Requiring all funds stay local in Alameda	33%	37%	18%	8%	70%

Q6. I am going to read you a list of projects that could be funded by, or elements that could be included in, a ballot measure. Please tell me how important each project or element would be to you personally: extremely important, very important, somewhat important, or not too important. Split Sample

Traffic flow/safety and road repairs were also top priorities.

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

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Ext./Very Impt.
Repairing potholes	26%	41%	24%	7%	68%
Maintaining trees along city streets and in parks	22%	46%	23%	8%	68%
Improving traffic safety	25%	41%	23%	9%	67%
Addressing City infrastructure needs	20%	46%	24%	7%	66%
Addressing climate change impacts, including sea-level rise	31%	34%	20%	13%	65%
Repairing deteriorating sidewalks	21%	43%	28%	7%	64%
Providing public infrastructure to support new affordable housing	34%	29%	23%	11%	63%
Supporting new affordable housing	33%	29%	23%	14%	62%
Providing basic shelter for Alameda's homeless	27%	35%	20%	16%	62%
Building a living shoreline to help prevent flooding	30%	30%	31%	7%	60%

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Alameda Point fire safety, utilities and infrastructure investments were middle tier.

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

Ext./Very Impt.

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Repairing and upgrading City infrastructure	21%	39%	29%	8%		60%
Upgrading City buildings to meet current earthquake safety standards	22%	36%	35%	6%		58%
Requiring published audits	25%	32%	26%	10%	7%	57%
Improving options for crossing the estuary for people who bike, walk, and take public transit	22%	35%	27%	16%		57%
Building seawalls to help prevent flooding	20%	37%	27%	10%	6%	57%
Improving safety for people who walk or bike	29%	28%	30%	10%		56%
Requiring independent oversight	21%	35%	27%	7%	10%	56%
Building a West End Fire Station at Alameda Point	18%	34%	21%	18%	9%	52%
Upgrading utilities and infrastructure at Alameda Point	15%	36%	30%	13%	5%	52%

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Fewer than half of voters prioritized several kinds of City building improvements.

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

Ext./Very Impt.

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Ext./Very Impt.
Upgrading energy efficiency at City buildings such as City Hall, libraries, and recreation centers	17%	32%	34%	15%	49%
Improving park safety with lighting and pathways	15%	34%	38%	12%	49%
Providing a bridge for people who bike or walk to Oakland on the West end	16%	33%	28%	21%	48%
Upgrading access for people with disabilities at City buildings such as City Hall, libraries, and recreation centers	17%	30%	35%	14%	47%
Upgrading public facilities	13%	33%	38%	13%	45%
Addressing park needs	10%	35%	46%	9%	45%

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Roughly two in five thought replacing the Swim Center was extremely/very important.

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

Ext./Very Impt.

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Improving street lighting	14%	31%	35%	17%		44%
Expanding the network of bike lanes	19%	23%	36%	20%		42%
Building a new City Aquatic Center to replace the Emma Hood Swim Center, which will be closed by the Health Department in 2022	14%	27%	38%	15%	5%	42%
Providing free transit passes	10%	29%	28%	29%		39%
Requiring no funds taken by the State	13%	26%	19%	17%	26%	38%
Repairing and upgrading parks	8%	30%	46%	15%		38%
Upgrading playgrounds	6%	32%	40%	18%		38%

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Half of voters said that building an Alameda Point sport complex was not too important.

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

Ext./Very Impt.

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Requiring no funds for administrator salaries	14%	19%	19%	17%	31%	33%
Upgrading City facilities to attract and retain employees	9%	23%	39%	23%	6%	32%
Repairing and upgrading City athletic fields and gyms	7%	24%	40%	23%	6%	31%
Building an Alameda Point Branch Library	9%	21%	26%	38%	6%	30%
Providing charging stations for electric cars	7%	17%	33%	38%	5%	24%
Expanding the Bay Farm Island Library	8%	16%	31%	35%	11%	23%
Building a regional sports complex at Alameda Point		15%	22%	54%	6%	18%

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Comparing Similar Investment Categories

❖ There was little difference between the different housing- and homeless-related spending areas.

❖ Keeping funds in Alameda was a higher priority than audits, independent oversight, or prohibiting administrative salary expenses.

❖ Repairing deteriorating streets/sidewalks and potholes were are viewed somewhat similarly.

❖ Improving traffic flow and providing safe routes to school were seen as somewhat more important than generically improving traffic safety.

❖ Maintaining <u>trees</u> along streets and in parks was a clear higher priority than upgrading and repairing playgrounds, parks, athletic fields/gyms, or generically addressing park needs.

❖ Of the Alameda Point items, build a West End Fire Station and generally upgrading utilities and infrastructure were higher priorities than building a branch library or regional sports complex.

❖ The top flooding/sea level rise spending area was clearly preventing flooding in the tubes. Also, protecting natural areas was more important than building a living shoreline or seawalls.

The top two broad categories were related to natural disaster/climate change impacts and addressing traffic congestion.

Generally speaking, these projects fall into a few major categories. I am going to read you those categories, and I'd like you tell me which is the highest priority for you.

■ First ■ Second

Category	First	Second	Total
Upgrading infrastructure to prepare for natural disaster and climate change impacts	31%	22%	**53%**
Reducing traffic and improving public transportation	26%	19%	**45%**
Improving safety for people who drive, bike, and walk	16%	21%	**37%**
Upgrading and maintaining parks and athletic facilities	6%	11%	**17%**
Upgrading and maintaining City-owned buildings and facilities		6%	**9%**

	First	Second	Total
All	13%		**14%**
None			**6%**
Don't Know		16%	**18%**

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Q7.

Comparisons to 2018

Support is clearly down from 2018, in aggregate, but not necessarily in intensity.

January/February 2018

Definitely yes	30%	
Probably yes	33%	**Total Yes 70%**
Undecided, lean yes	7%	

Undecided, lean no	2%	
Probably no	10%	**Total No 23%**
Definitely no	14%	
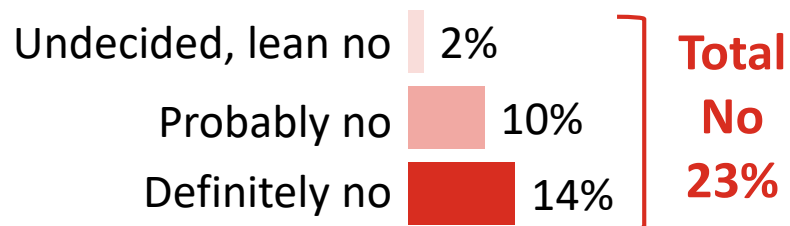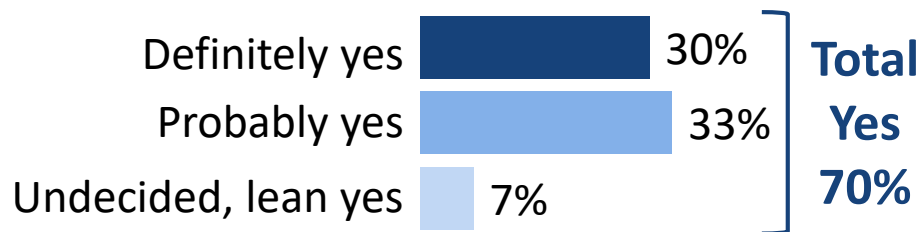
Undecided 4%

January 2020

	32%	
	26%	**Total Yes 62%**
	5%	

	1%	
	10%	**Total No 31%**
	19%	
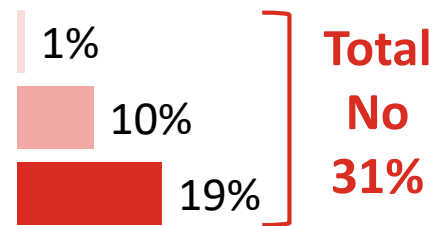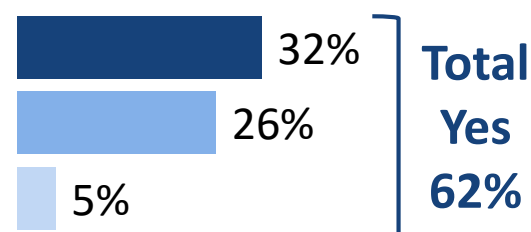
7%

Comparing Hypothetical Ballot Language

January/February 2018	January 2020
City of Alameda Infrastructure Bond. To repair deteriorating streets, sidewalks, and potholes; upgrade storm drains to prevent street flooding and keep pollution from the Bay; upgrade public facilities to address earthquake safety; and address parks and other infrastructure needs, shall the City of Alameda issue $95 million in bonds with an average levy of (HALF SAMPLE C: $23 per $100,000) (HALF SAMPLE D: 23¢ per $1,000) of assessed value, generating approximately $6 million annually to pay back the bonds over 36 years, requiring independent oversight and published audits?	**City of Alameda Infrastructure Repair Measure**. To improve traffic safety/ flow for people who drive, bike, walk; prepare for/ adapt to climate change impacts and natural disasters such as sea-level rise, flooding and earthquakes; repair City buildings, parks, playgrounds, sidewalks, including upgrading disabled access; shall the City of Alameda issue (SPLIT SAMPLE C ONLY: $125 million) (SPLIT SAMPLE D ONLY: $100 million) in bonds with an average levy of (SPLIT SAMPLE C ONLY: $58) (SPLIT SAMPLE D ONLY: $46) per $100,000 of assessed value, generating approximately (SPLIT SAMPLE C ONLY: $8.1 million) (SPLIT SAMPLE D ONLY: $6.5 million) annually over 30 years, requiring independent oversight and published audits?

Key Ballot Language Differences

January/February 2018	January 2020
Financial terms…	Financial terms…
• $95 million	• $125 million and $100 million
• $23 per $100,000 assessed value	• $58/$46 million per assessed value
• Paid back over 36 years	• Paid back over 30 years
Highlighted spending areas included…	Highlighted spending areas included…
• Street/sidewalk repairs	• Traffic safety/flow improvements for all modes
• Storm drain upgrades to prevent street flood and Bay pollution	• Climate change and natural disaster preparation
• Earthquake safety upgrades to public facilities	• Repairing City building, parks, playgrounds and sidewalks
• Addressing parks and other infrastructure needs.	• Upgrading disable access to City buildings

Key Contextual Differences

January/February 2018	January 2020
• 59% felt the City was headed in the "right direction"	• 42% currently feel the City is headed in the "right" direction"
• 71% "approved" of Alameda City Government, overall	• 61% "approved" of Alameda City Government, overall
• 62% "approved" of the Alameda Mayor and City Council	• 52% "approved" of the Alameda Mayor and City Council

Other Potential Mechanisms

With little context, voters still expressed support for establishing a cannabis tax and raising the TOT; but were unsure about a business license tax increase.

Regardless of how the money were raised, these first measures could fund infrastructure and general City services, including police, fire and emergency response; road and parks maintenance; providing affordable housing; senior and youth programs; and preparing for natural disaster. Please tell me whether you would vote "yes", or "no."

Legend: ■ Def. Yes ■ Prob. Yes ■ Und.,Lean Yes ■ Undecided ■ Und., Lean No ■ Prob. No ■ Def. No

	Def. Yes	Prob. Yes	Und.,Lean Yes	Undecided	Und., Lean No	Prob. No	Def. No	Total Yes	Total No
Establishing a 4% tax on cannabis	41%	25%	8%	6%		5%	13%	74%	20%
Increasing the transient occupancy tax, also known as a hotel tax, paid by hotel and Airbnb guests, from 10% to 12%	35%	29%	10%	5%	5%	5%	10%	73%	21%
Increasing the business license tax by 10%	10%	18%	13%	9%	15%	16%	20%	41%	50%

Q10.

Voters were also somewhat ambivalent about increasing the library property tax.

Another measure under consideration would support the Alameda Free Library by increasing the current property tax to $0.035 per $100 of assessed valuation. That refers to the assessed value of your property, not the current market value. Would you vote "yes" in favor of such a measure, or "no" to oppose it?

Definitely yes	21%
Probably yes	21%
Undecided, lean yes	6%

Total Yes 48%

Undecided, lean no	4%
Probably no	10%
Definitely no	28%

Total No 42%

Undecided	10%

Q11.
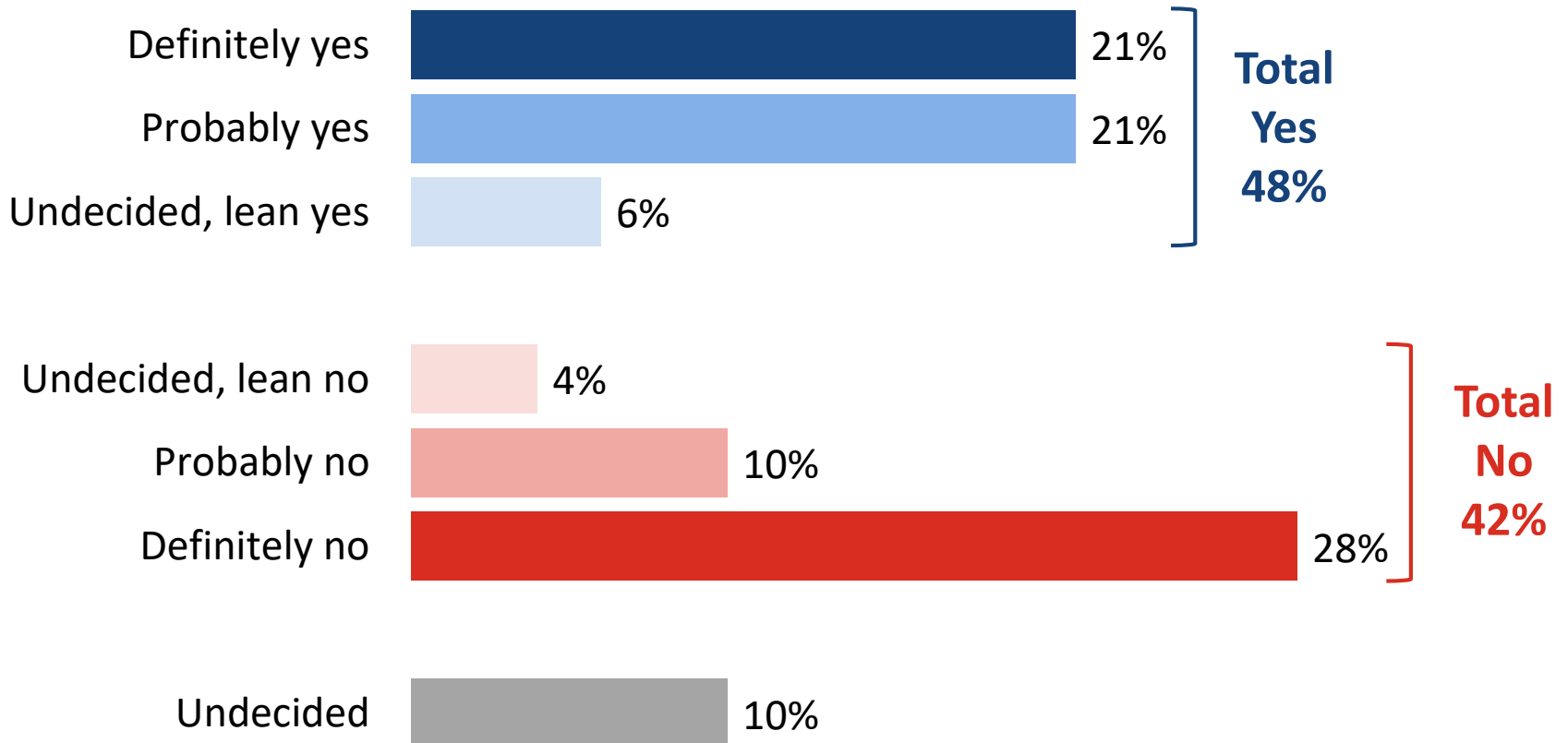
Conclusions

General Takeaways

❖ The Alameda electorate appears to be more ambivalent about the City's future and City government then when last asked in 2018.

❖ At the same time, impressions of City government remain overall positive and many specific city services are viewed favorably.

❖ Issues related to housing costs remain a top concern, with climate change, adequate shelter for homeless residents, sea level rise and local traffic congestion also concerning to majorities.

❖ Far fewer are concerned about issues related to crime, City taxes and government waste, but those concerns have elevated in recent years.

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Ballot Measure Implications

❖ Past research suggests there is a higher ceiling for an infrastructure bond measure than measured in this survey.

❖ However, there were some key differences in ballot language tested this time, namely highlighting some lower priority spending areas and a higher tax rate.

❖ Additionally, general views of life in the City are less positive.

❖ That being said, a bond did reach two-thirds in this survey.

❖ Consequently, revised ballot language more consistent with voters' priorities, revisited financial terms, and community engagement emphasizing the City's needs and how a bond would help address them could result in higher levels of support.

❖ However, those actions will require a resource commitment from the City.

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Ballot Measure Options

❖ Should the City wish to continue pursuing a potential bond measure, it could engage the community this spring and early summer, refine bond spending priorities, and conduct a survey this summer to reassess viability prior to the August placement deadline.

❖ Establishing a cannabis tax and increasing the TOT appear to be potential options if a bond measure is not pursued and would likely not need further survey research.

❖ Increasing the business license tax or the library property tax are clearly less certain prospects, and those potential measures would likely require more refinement and community engagement before reassessing their viability in a summer survey.

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Appendix

Research Methodology

Survey Methodology

Sample universe	Likely November 2020 in the City of Alameda
Total interviews	439
Dates	January 22, 2020 – January 29, 2020
Contact method	Telephone Calls Email Invitations
Data collection mode	Telephone Calls Online Survey
Language	English, Spanish and Chinese

Margin of Sampling Error

Sample Size	Margin of Sampling Error	Confidence Level
Full Sample	±4.9%	95%
Half Sample	±6.9%	95%

Interpreting MOEs…

A margin of sampling error of ±4.9% at the 95% confidence level means that if the survey were repeated 100 times, the results would be within ±4.9% of these results 95 times out of 100.

Interpreting the Results

How come some of the results do not sum to 100%?	Due to rounding, summed response categories may not always equal 100%. For example, 5.4% and 5.3% might both be displayed as 5%, but when summed would equal 10.7% displayed at 11%.
Do you have any comparisons?	Yes, some slides display relevant results from past surveys conducted by FM3 as far back as 2008.
Is 400 interviews enough to draw conclusions?	Yes! As long as the sample was compiled randomly and reflects the demographic and geographic profile of the target universe, then 400 interviews in the City of Alameda and 400 interviews statewide in California will have the same the margin of sampling error of ±4.9% at the 95% confidence level. (Typical national surveys are of 800-1,200 interviews.)

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