



# Emeryville Voter Views of Funding Measures






*Key Findings of a Survey of Emeryville Voters  
Conducted December 12, 2021 to January 6, 2022*



OPINION  
RESEARCH  
& STRATEGY

**CliffordMoss.**

# Survey Methodology

<b>Dates</b>	December 12, 2021 to January 6, 2022
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Likely November 2022 Voters in the City of Emeryville
<b>Total Interviews</b>	303
<b>Margin of Sampling Error</b>	±5.7% at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

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

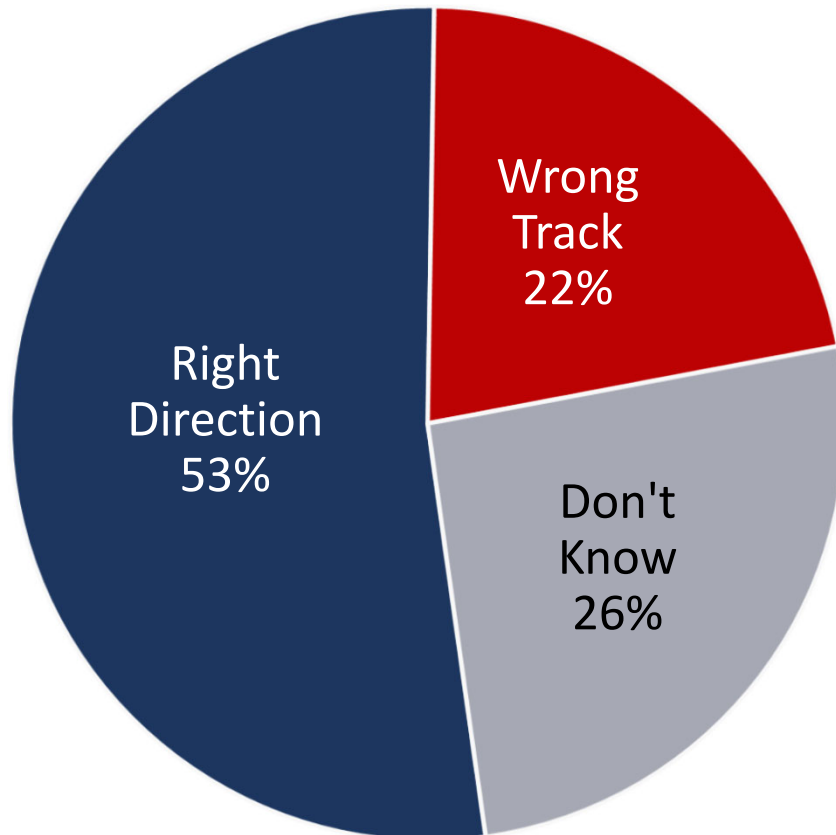


# Political Context

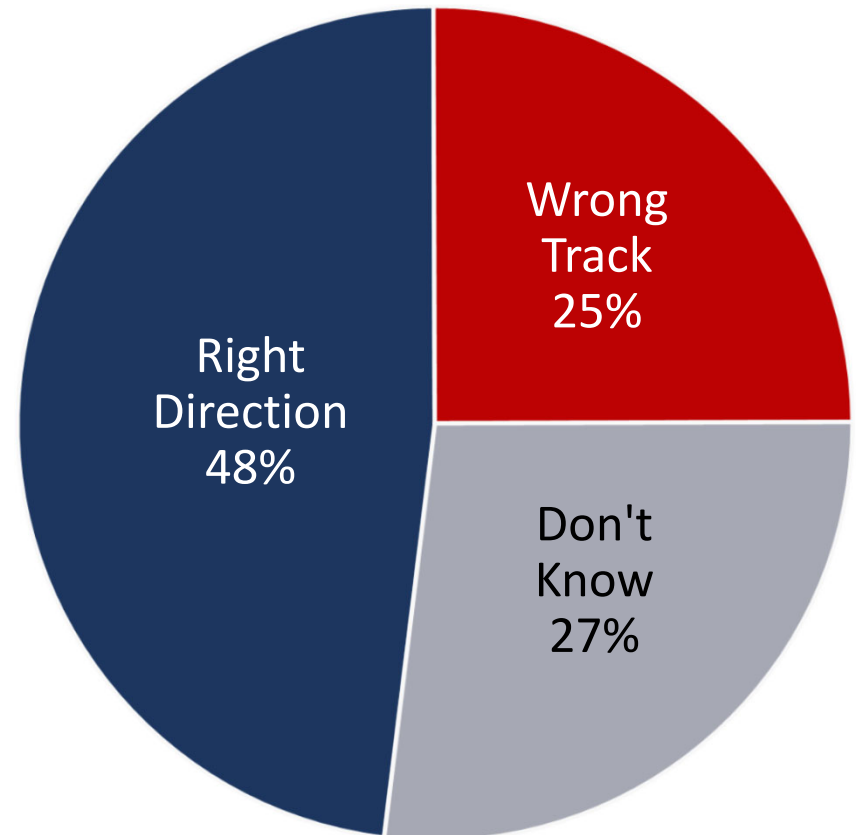
# While most believe Emeryville is headed in the right direction, that number has eroded very slightly since 2019 – in line with other Bay Area communities.

*Do you feel that things in Emeryville are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?*

2019

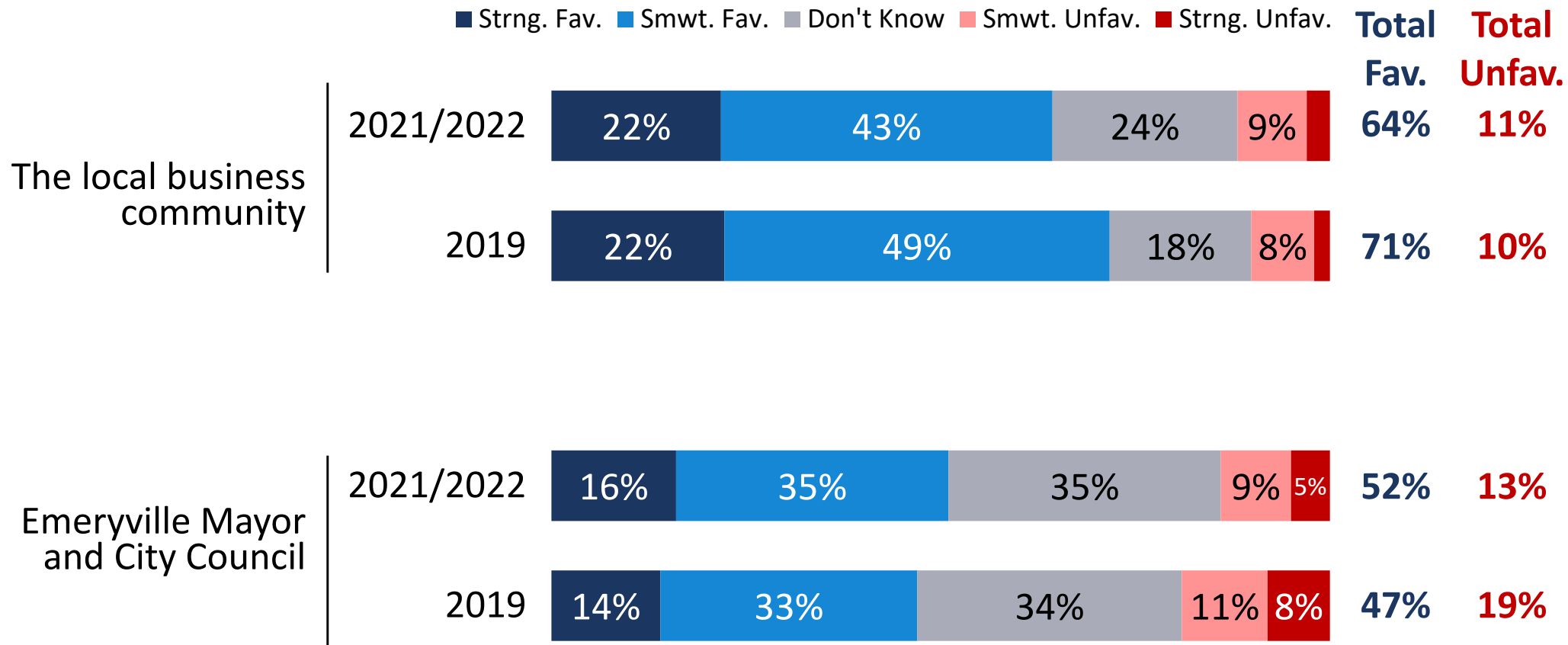


2021/2022



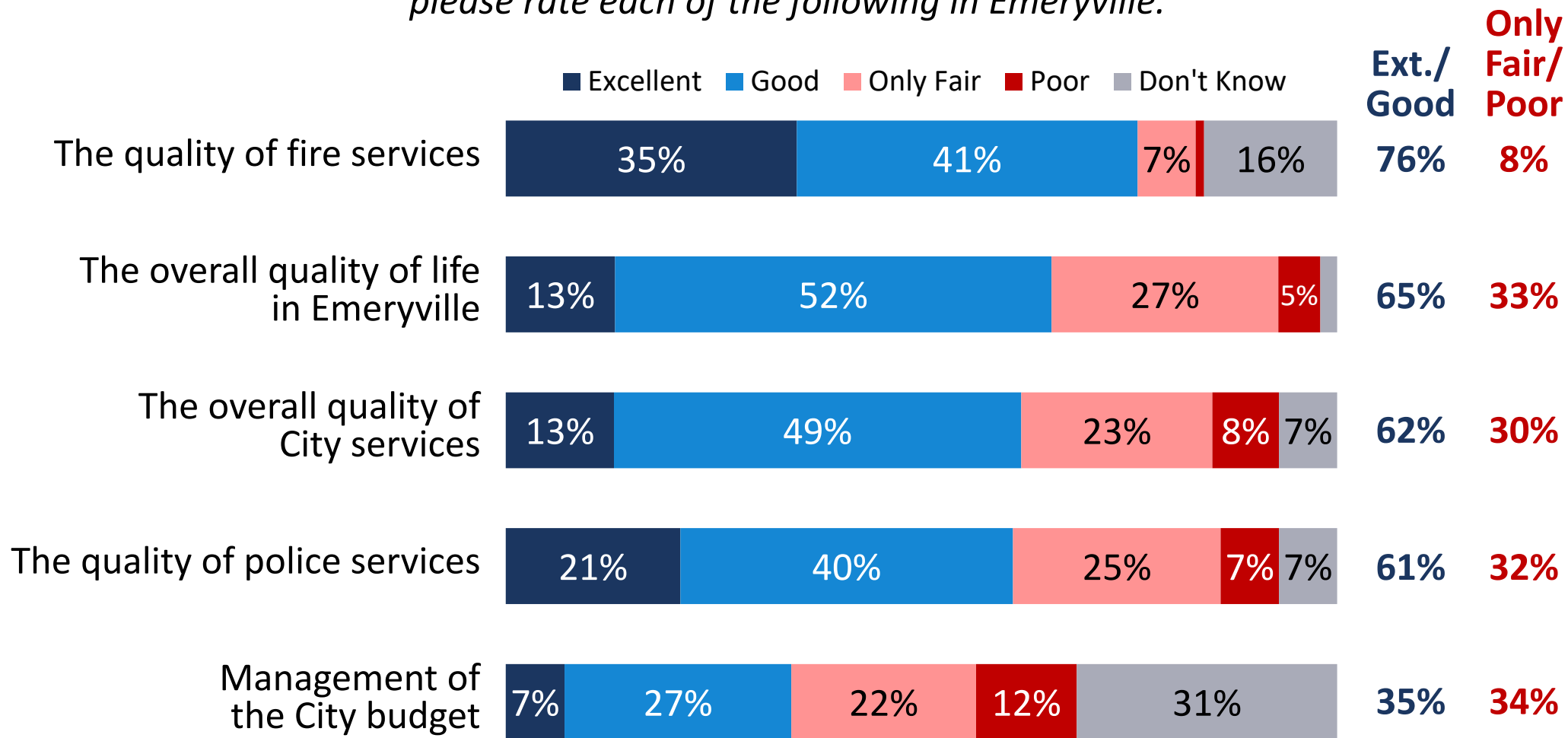
# Voters have broadly favorable views of the local business community, and a majority has a positive view of their mayor and City Council.

*I'm going to read you a list of several people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.*



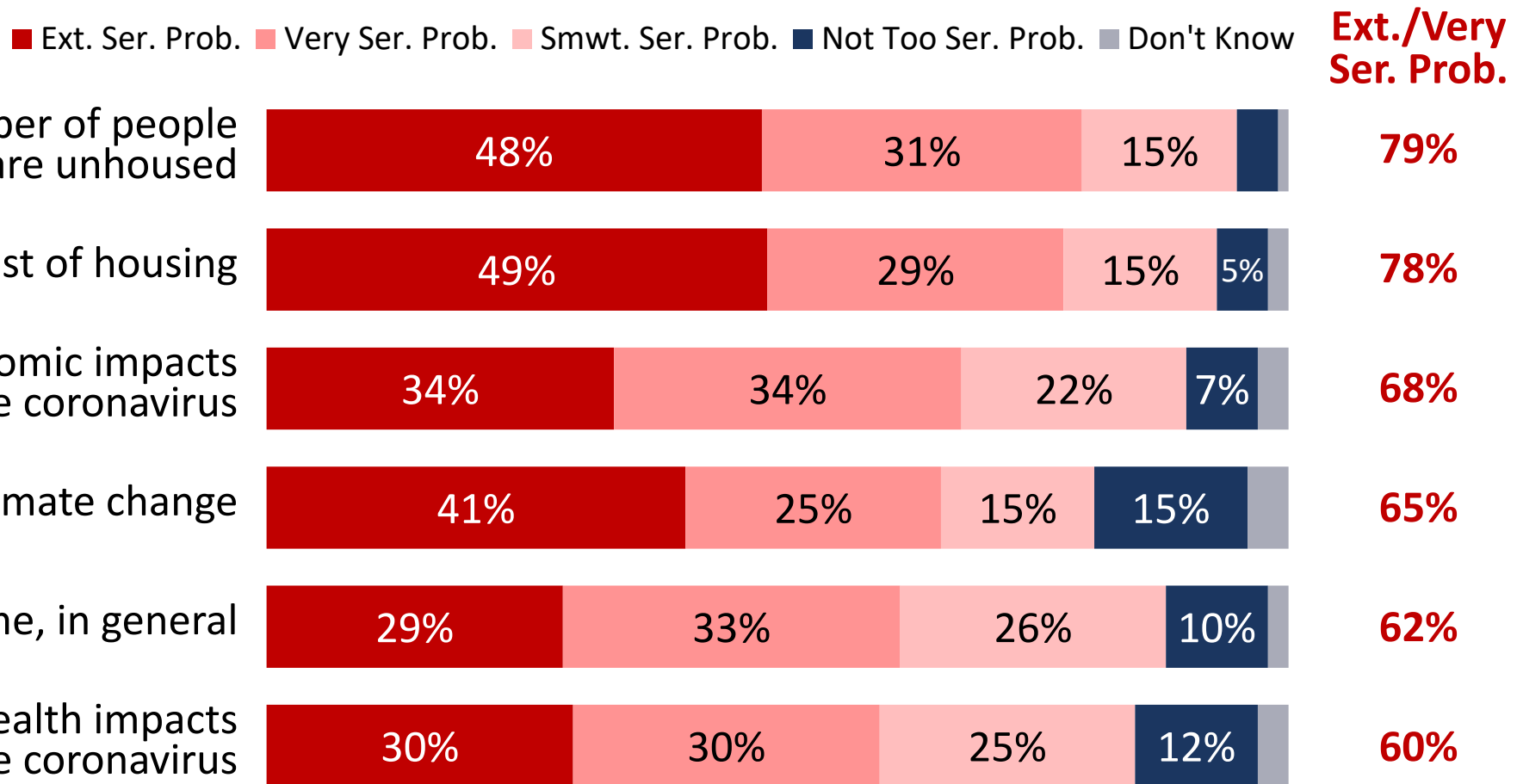
# Voters are largely satisfied with the quality of fire, police, and general City services; they are less likely to have a rating on budget management.

*Using a scale of excellent, good, only fair, or poor, please rate each of the following in Emeryville.*

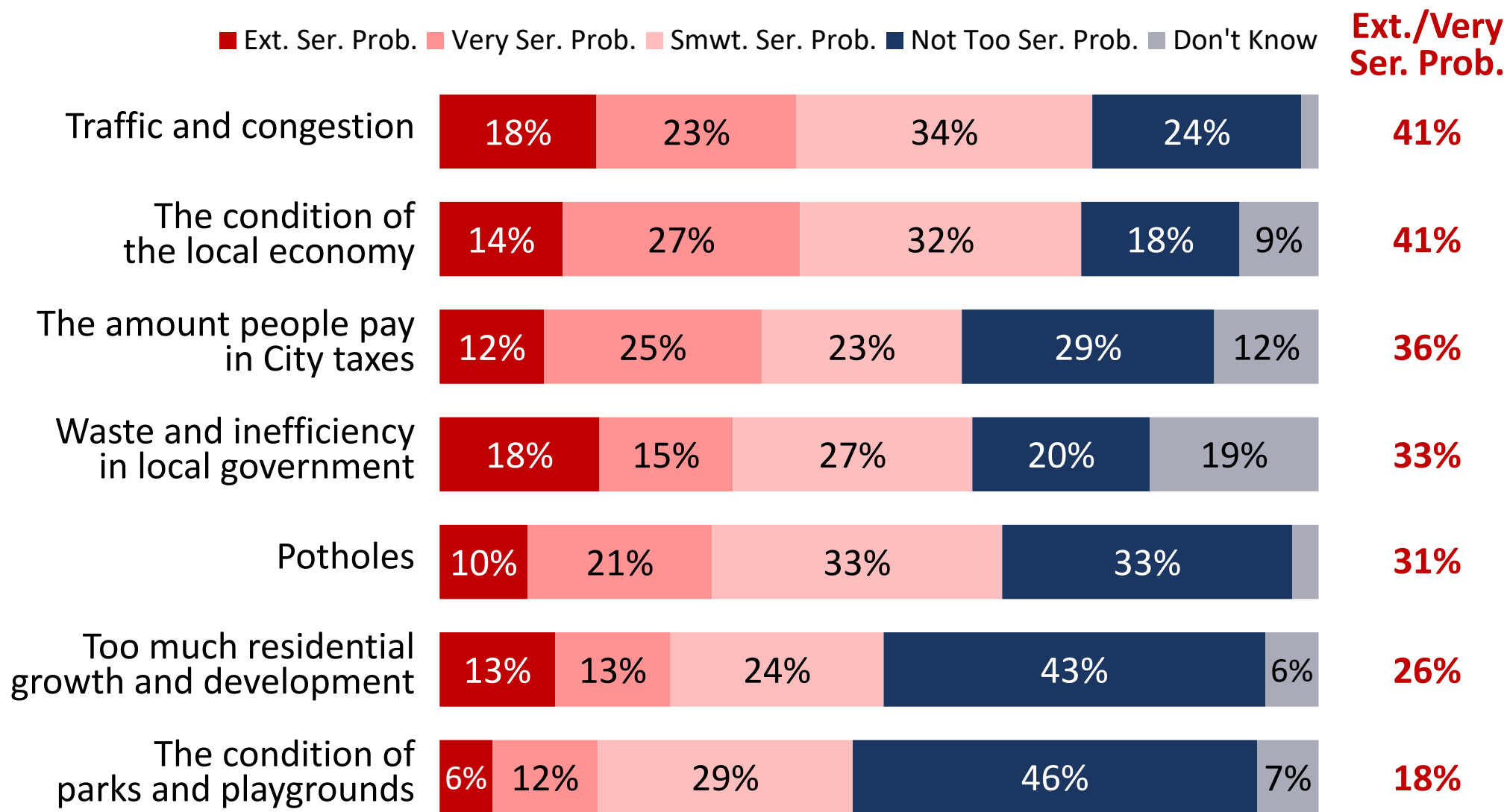


# Top concerns have to do with housing, the economic impacts of COVID, climate and crime.

*I'd like to read you some problems facing Emeryville 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 Emeryville.*



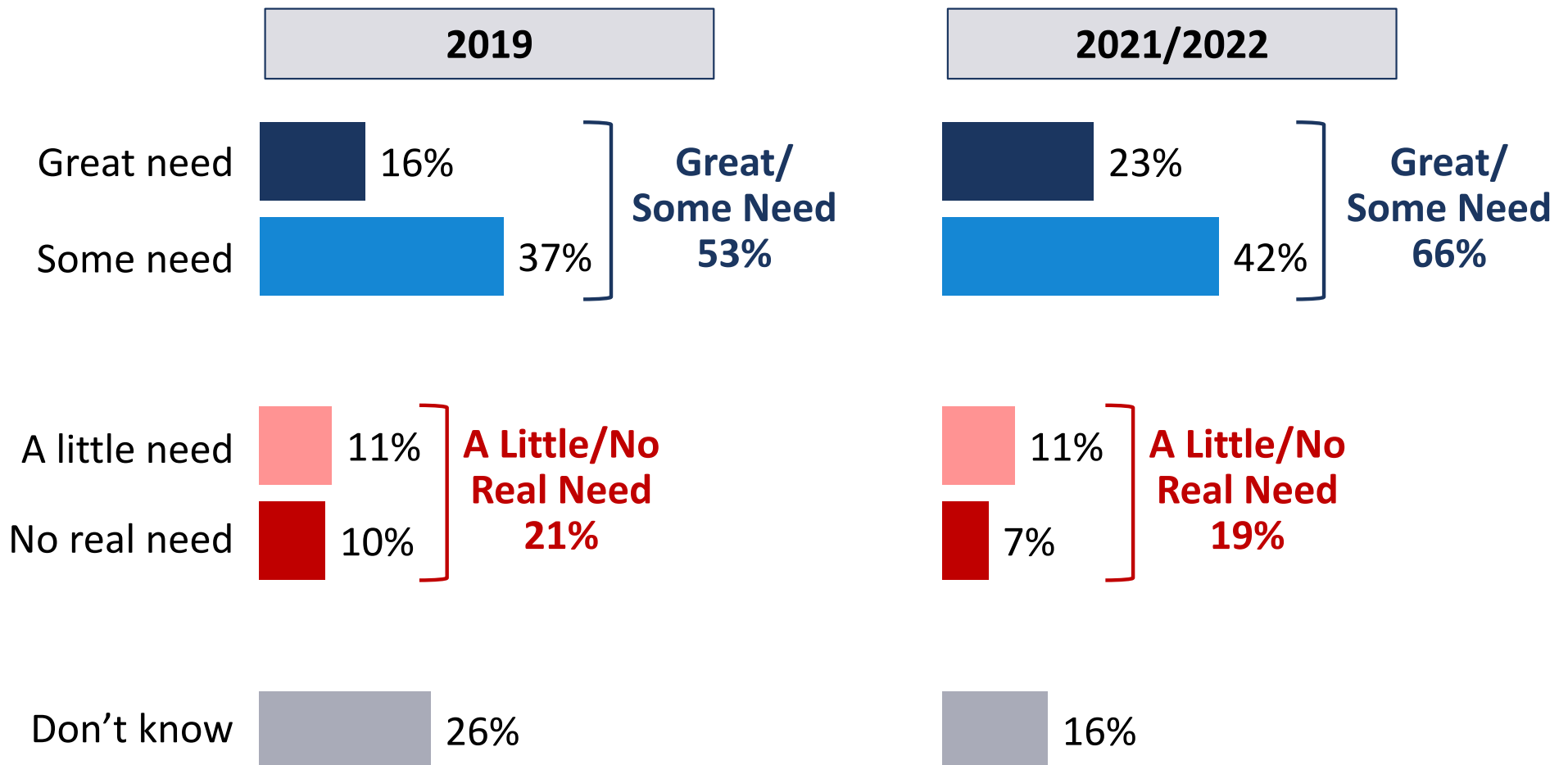
# Relatively few are concerned with the condition of parks and playgrounds or the pace of development.





# Two-thirds see at least some need for new funding, up 13 points since 2019.

*In general, would you say that to maintain essential services, the City of Emeryville has a great need for additional funding, some need, a little need, or no real need for additional funding?*

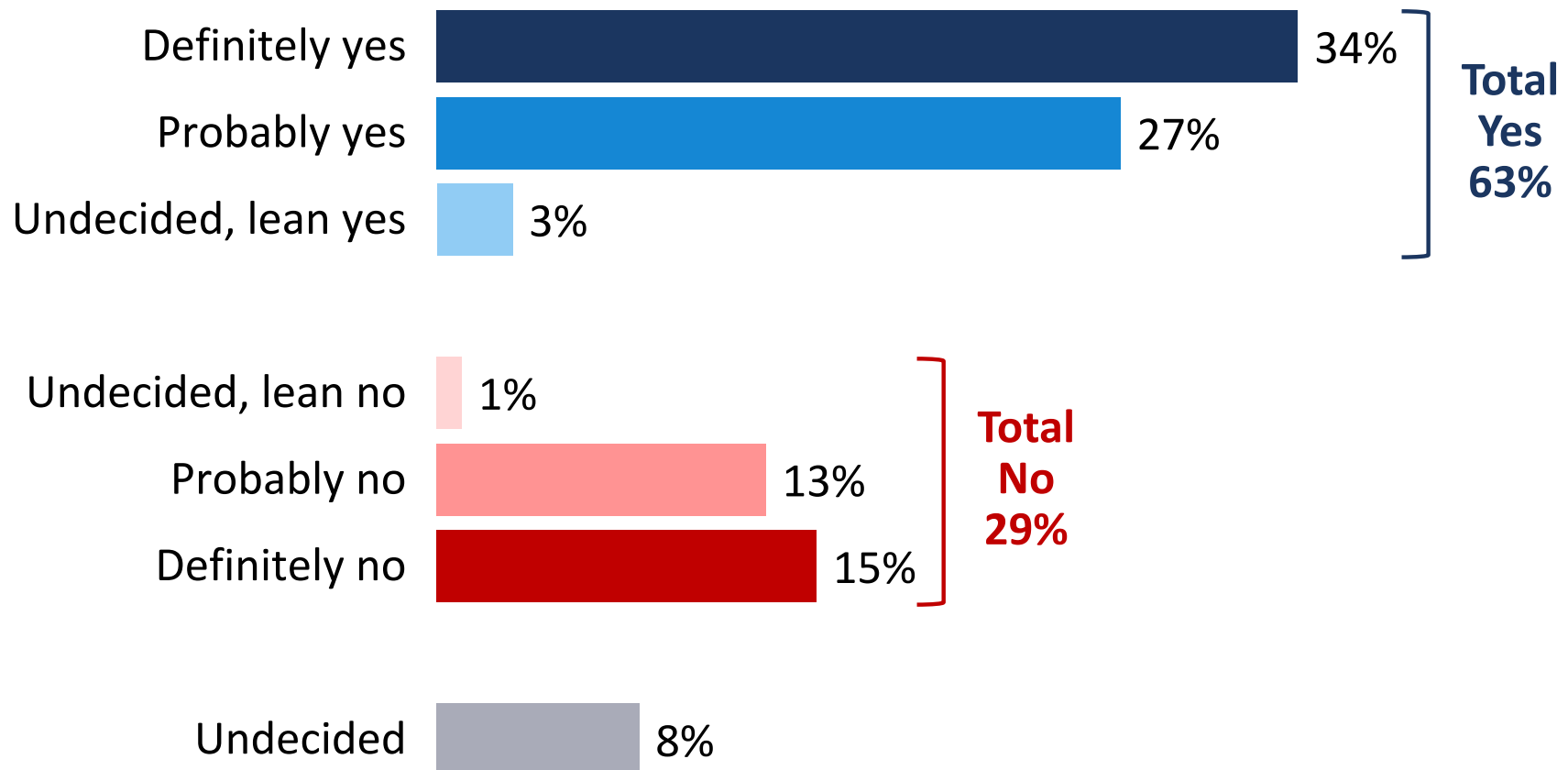




# **Views of a Parcel Tax Ballot Measure**

# Based on measure language alone, just under two-thirds support such a measure.

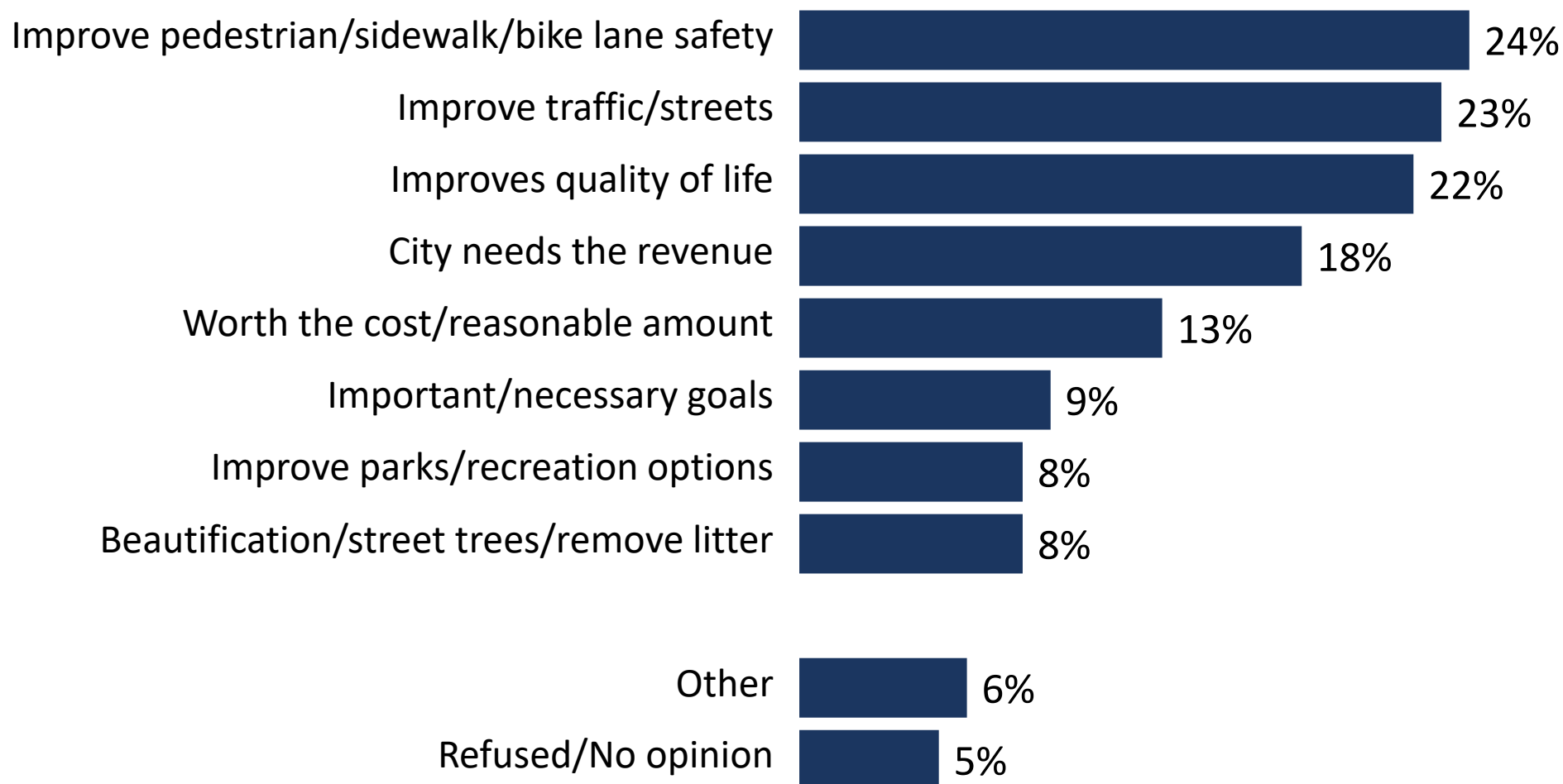
**EMERYVILLE SAFE STREETS/NEIGHBORHOOD PARKS MEASURE:** Shall the City of Emeryville measure to fix potholes; improve street/sidewalk safety for drivers, cyclists, and pedestrians; provide safe routes to school for children; plant trees; renovate/ improve the safety of parks/playgrounds, with an annual parcel tax of \$75 per single-family residence or taxable unit of property, increasing 5% annually for the first 5 years, collecting \$2,900,000 the first year, continuing until ended by voters, be adopted?



# Supporters are motivated by the potential improvements to transportation safety.

*In a few words of your own, why would you vote YES on this ballot measure?*

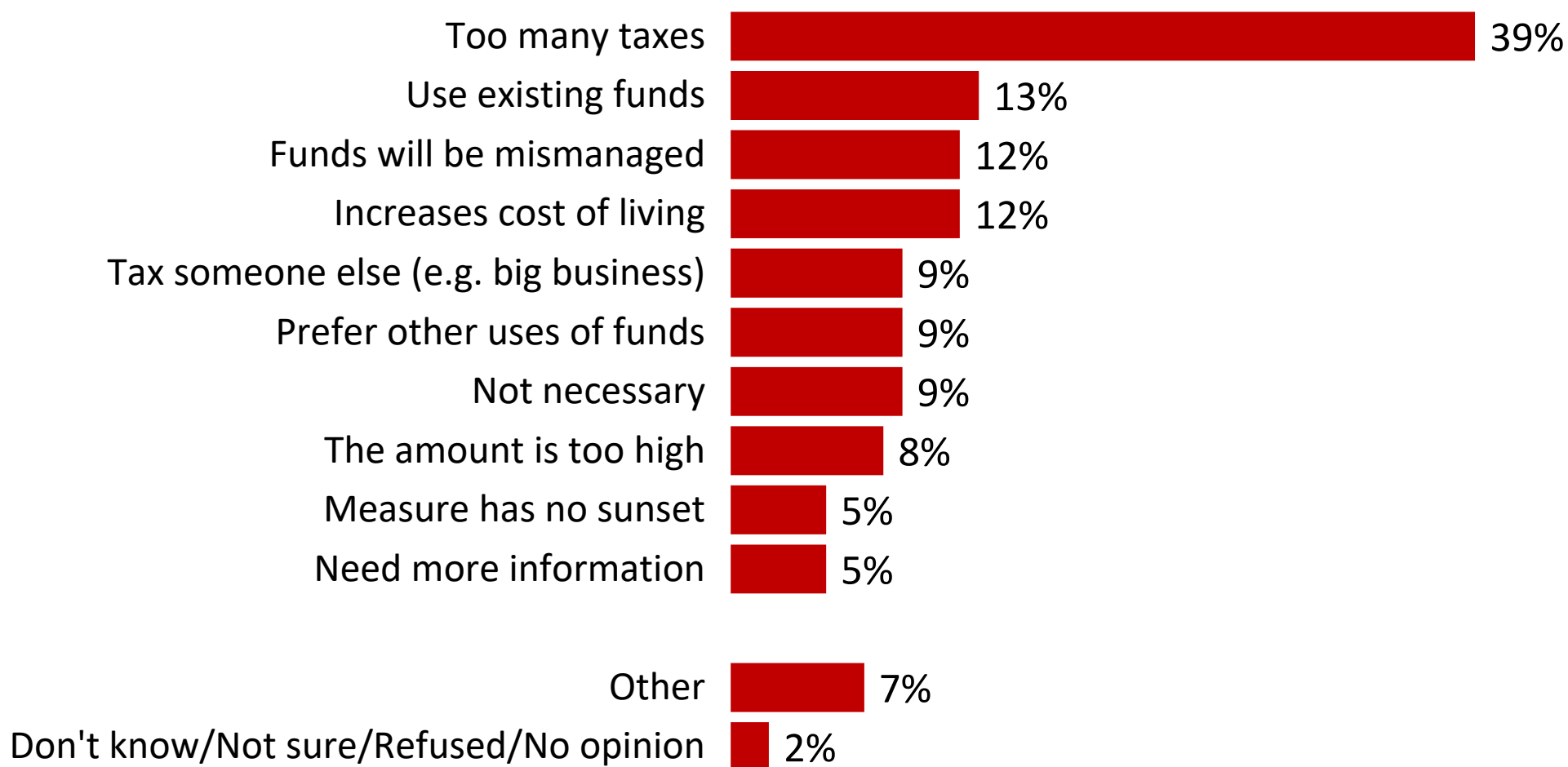
*(Open-ended; Asked of Yes Voters Only, n=192)*



# Opponents overwhelmingly oppose new taxes in principle.

*In a few words of your own, why would you vote **NO** on this ballot measure?*

*(Open-ended; Asked of No Voters Only, n=87)*

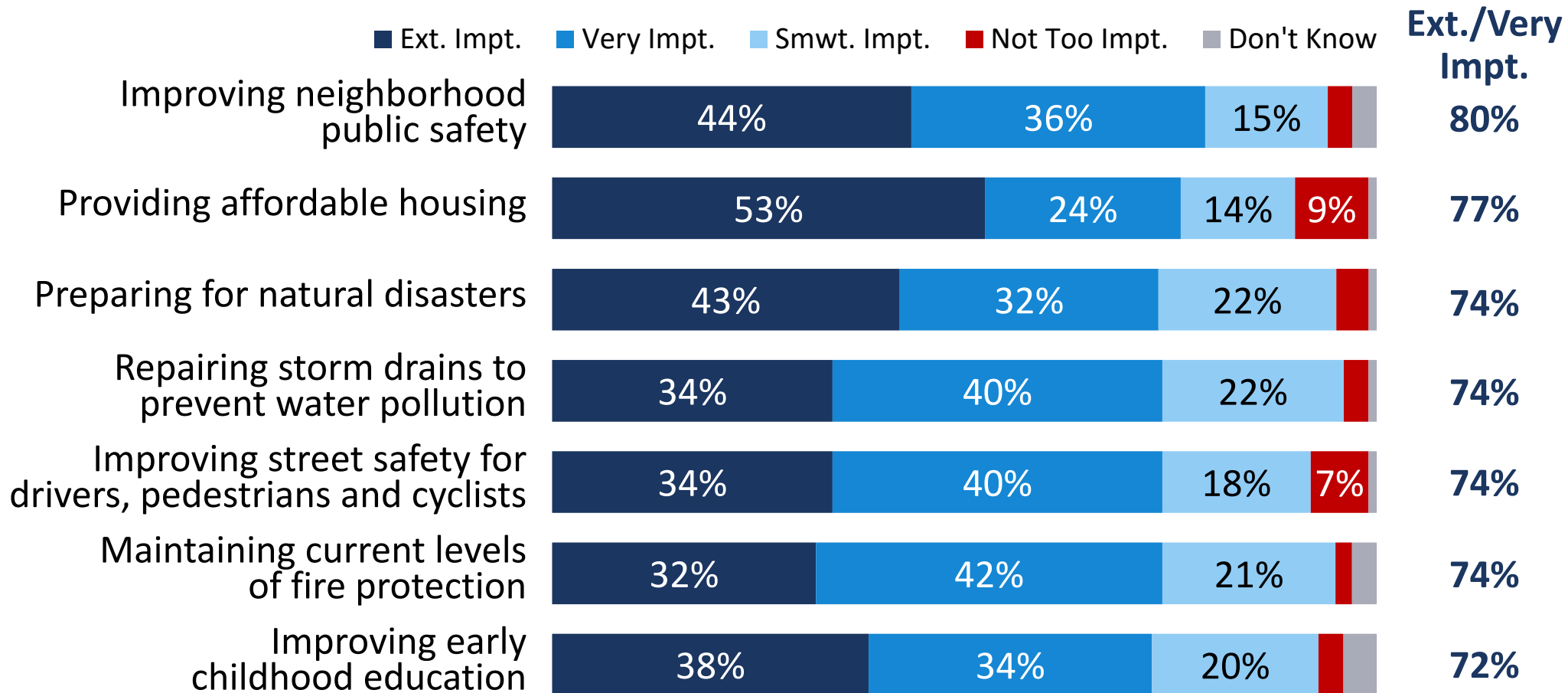




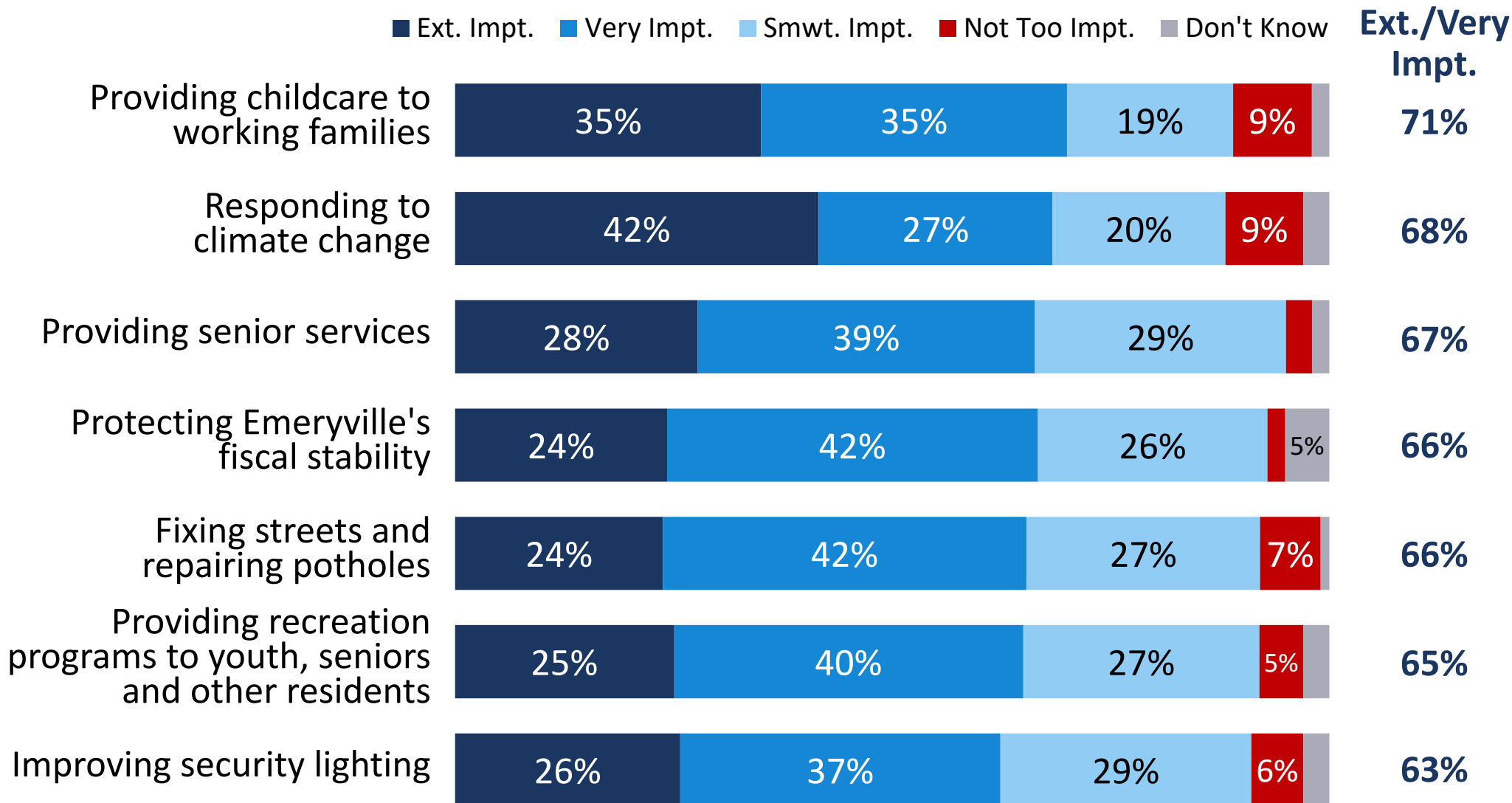
# **Voter Priorities for Funding**

# Voters' highest priorities for a measure include public safety and affordable housing.

*I am going to read you a list of specific City projects and services that could be funded if voters approve a ballot measure generating additional revenue for City services. Please tell me how important each one is to you: extremely important, very important, somewhat important, or not important.*



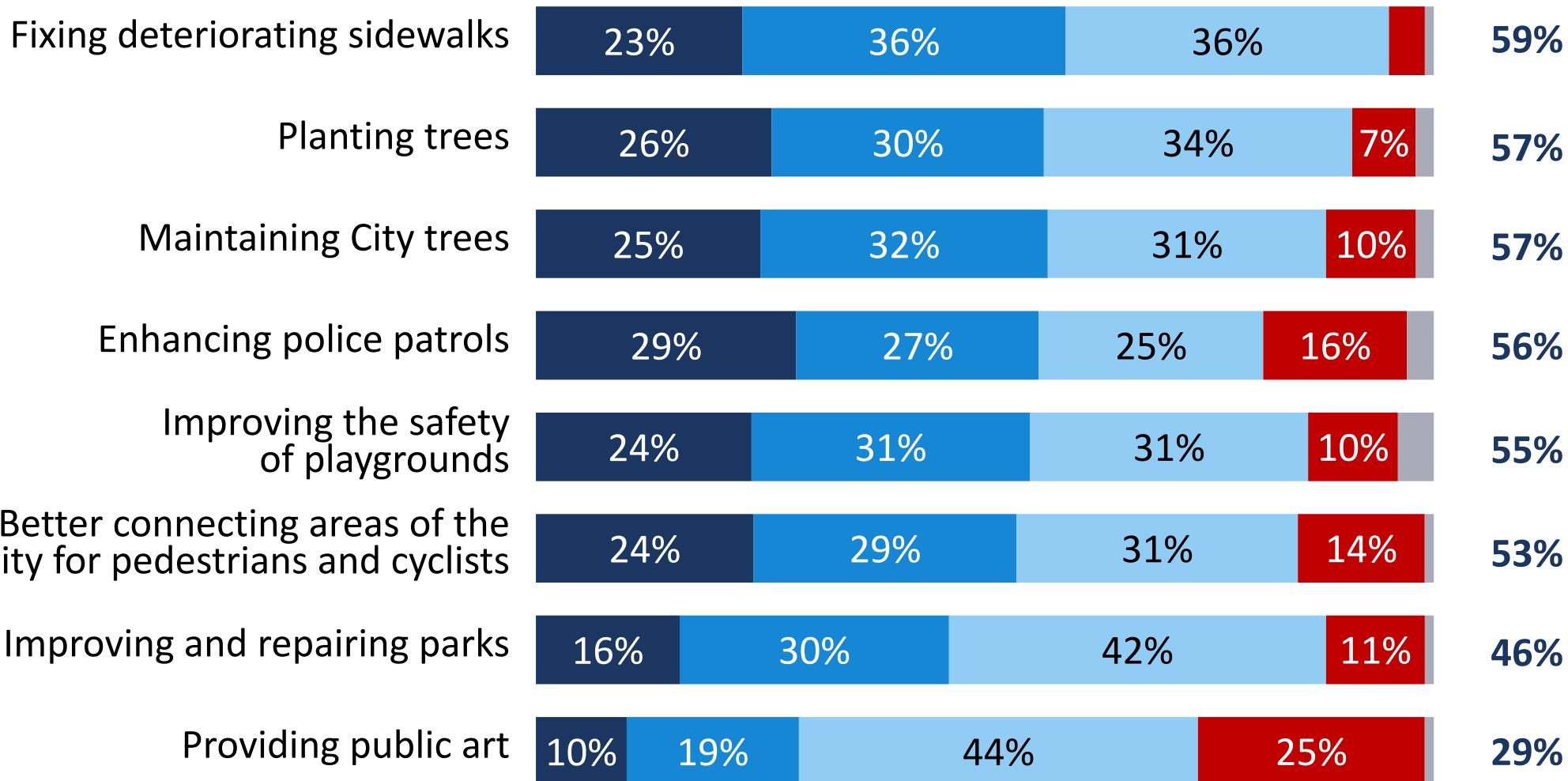
# Three in five or more value childcare, climate response, pothole repair and senior programs.





# Compared with these other outcomes, voters less intensely value providing public art.

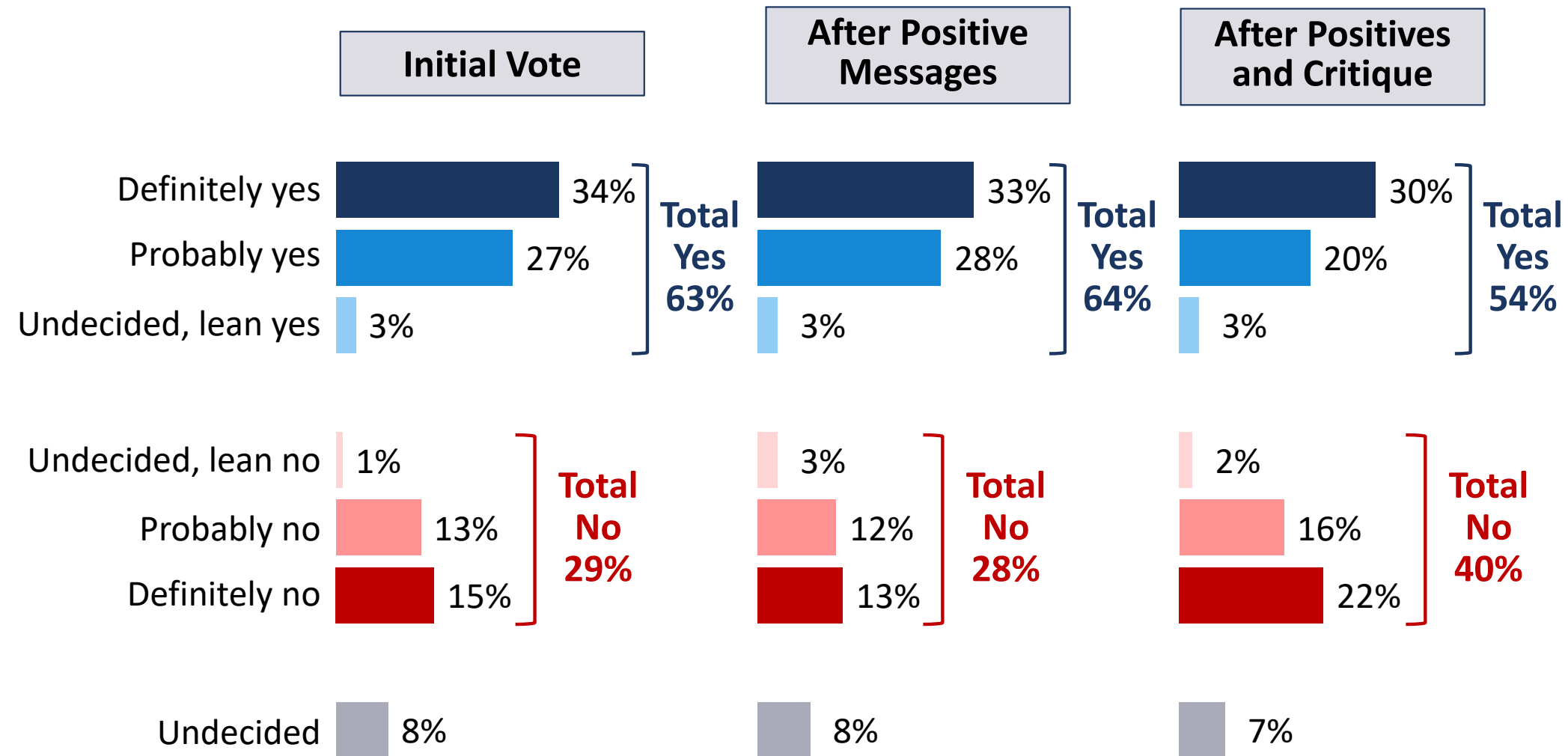
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**





# Messaging and Movement

# Support is consistent after positive messaging alone; after a brief critique, support is 12 points shy of the two-thirds needed for passage.



# Messaging in Support of a Measure

*(Ranked in Order of Effectiveness)*

**(SAFETY)** This measure will improve the safety of Emeryville's streets, sidewalks and bike lanes. By repairing roads and preventing potholes, it will reduce damage to vehicles and help to prevent accidents that threaten the safety of drivers, pedestrians, and bicyclists.

**(WATER)** This measure will fund storm drain repairs and maintenance to prevent flooding during major storms, protect against sea-level rise, and help keep our creeks, streams, and the Bay free of pollution.

**(FUTURE COSTS)** Delaying maintenance and repairs to Emeryville's roads, parks and storm drains only increases costs in the long run. This measure will help repair roads and drains while construction costs are still relatively affordable.

**(GROWTH)** As Emeryville grows and thrives, we need to maintain and provide more parks and playgrounds and invest in getting people safely from place to place.

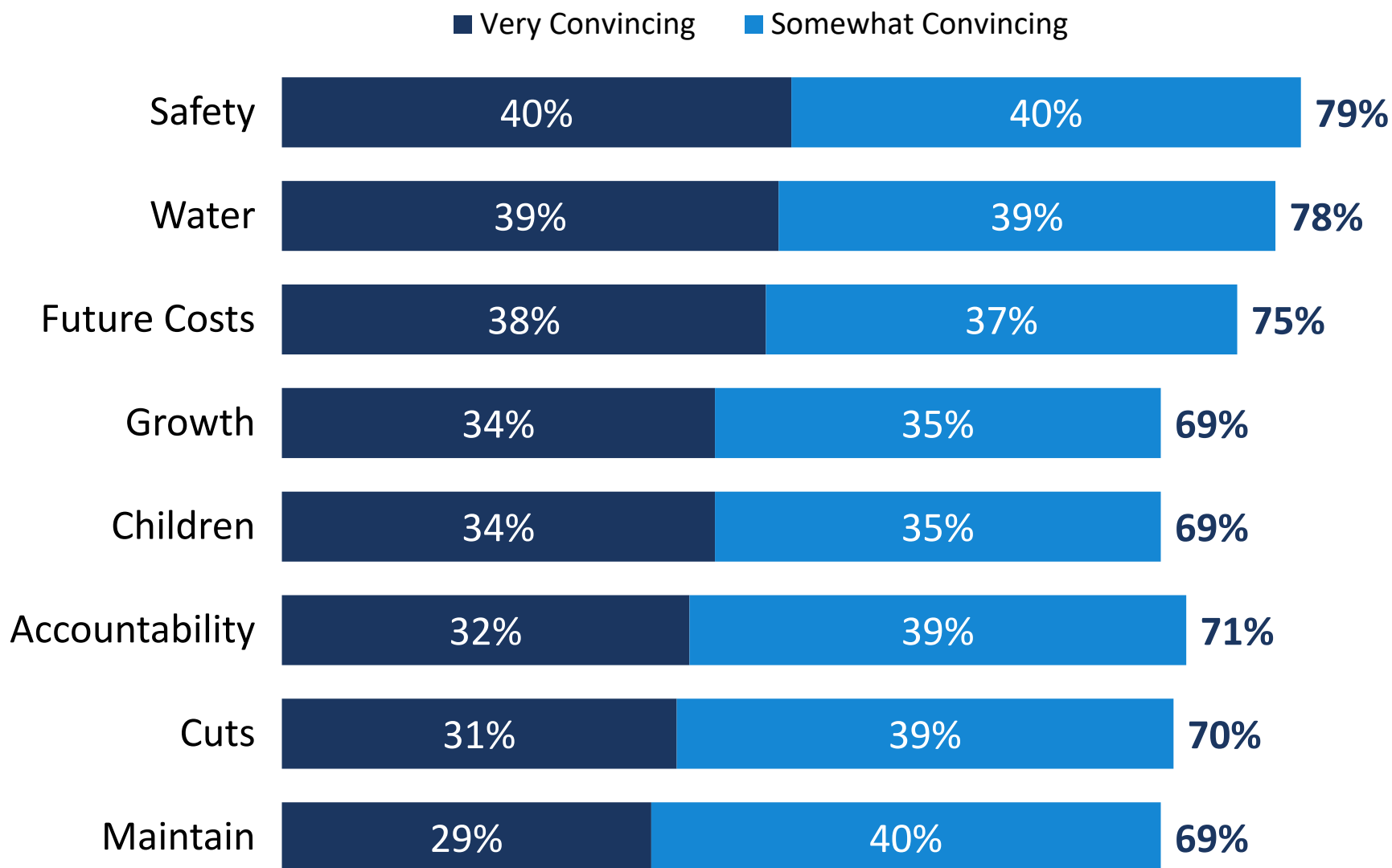
**(CHILDREN)** Safer roads mean safer conditions for everyone in our neighborhoods. In particular, this measure will invest in ensuring that children can walk and bike to school safely.

**(ACCOUNTABILITY)** This measure has strict accountability requirements including public review of expenditures and independent annual financial audits, which will be available online. These financial protections will ensure funds will be used efficiently and effectively for local City services.

**(CUTS)** In 2020 during the pandemic, the City lost \$11 million in tax revenue. While they have been able to shift dollars around to avoid layoffs and service cuts temporarily, new, stable funding is needed to ensure the level of City services we need and want.

**(MAINTAIN)** While Emeryville has many new high-quality parks and roads, this stable, locally controlled funding source will help Emeryville maintain this essential infrastructure. It will help protect our investments and maintain and improve our quality of life.

# Among a set of broadly persuasive messages, public safety is the most compelling.

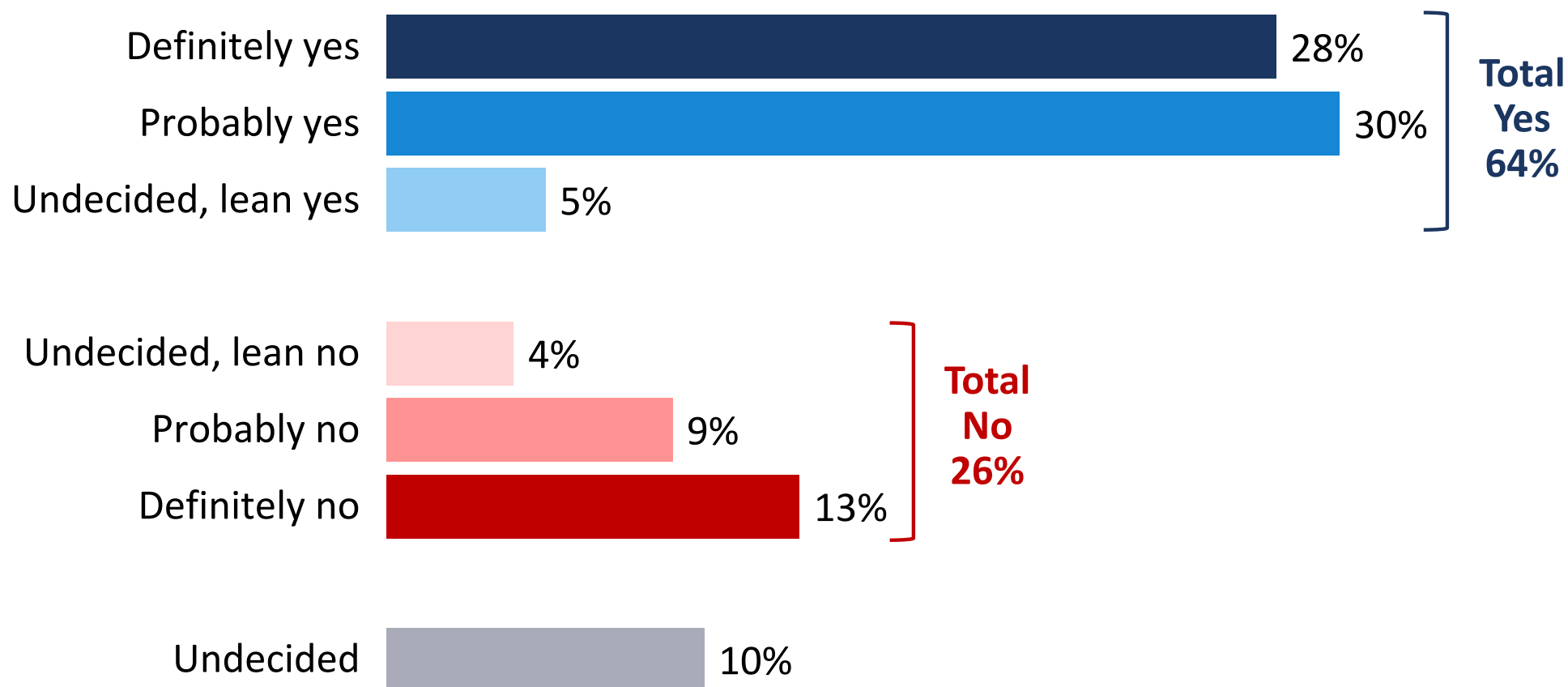




# **Views of a Transfer Tax Measure**

# This measure begins with support just under two-thirds, with soft support for “yes” voters.

Shall the measure to fund general City services including fire/ emergency response/police; street/sidewalk/park maintenance; water pollution prevention; disaster preparedness; affordable housing; senior/childcare/recreation services, by increasing the City of Emeryville Real Property Transfer Tax to \$15 per 1,000 for property sales between \$1,000,000 and \$2,000,000 and \$25 per \$1,000 for property sales above \$2,000,000, raising \$5,000,000 annually until ended by voters, with citizen oversight, audits, and public disclosure of all spending be adopted?





# Conclusions



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- Given the more-challenging two-thirds threshold, a parcel tax does not appear viable for a 2022 ballot. Fewer than two-thirds support each initially, and a brief exchange of pros and cons reduces support for the parcel tax well below the threshold needed for passage.
- As we have seen throughout the Bay Area over the last several months, pessimism is increasing. This is driven by anxiety about housing costs and homelessness. However, broad majorities give positive ratings to police and fire services and to general City service provision as well.
- Voters prioritize public safety, affordable housing, traffic safety for cyclists and pedestrians, and preparing for natural disasters and climate change.
- A general-purpose real-estate transfer tax, tested briefly, shows potential for viability. However, additional research should be conducted to assess whether such a measure withstands a thorough exchange of pro and con messaging.
- Providing information about the City's needs and priorities for investment will be critical going forward.

**For more information,  
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