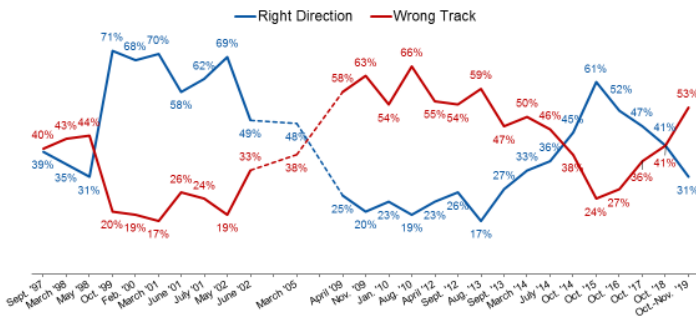


For the past 20+ years the Chamber has annually engaged a data research firm to poll Oakland residents' views on a host of quality of life, economic, business and public safety issues as well as the efficacy of our elected officials. We use this information to educate our city leadership on what their constituents feel and want from their government. The 601-person telephone survey was conducted October 29-November 1 by FM3 Research with results weighted to reflect the demographic profile of likely November 2020 voters and the poll's margin of error is +/- 4.0 percent. Key findings from the survey include the following:

- Voter anxiety is on the rise - as it is throughout the region - but local voters are positive about the City's economy, proud to live in Oakland, and describe Oakland as diverse and vibrant.
- Voters are broadly supportive of policies that speed up housing development and believe that increased density will help address the housing crisis.
- Voters place a high degree of importance on retaining the A's; they are highly familiar with the proposal for a new A's stadium, and the concept of a new privately funded stadium near Jack London Square receives strong support.
- Homelessness and the cost of housing continue to be the top issues facing the City.

Voters increasingly feel negatively about the direction of the city.

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



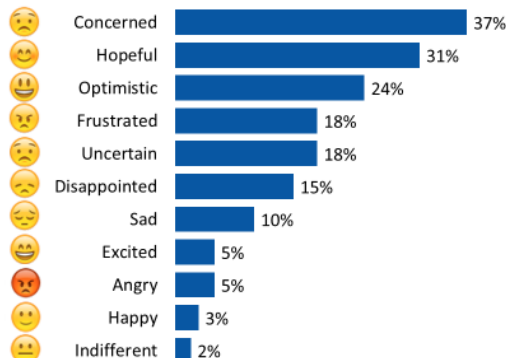
Concern about most problems has increased in the past year.

(Extremely/Very Serious Problem)

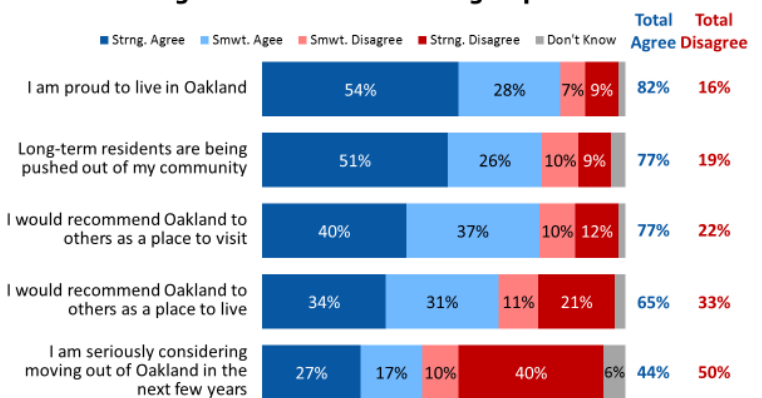
Problem	October 2017	October 2018	October/November 2019	Difference 2019-2018
Too little growth and development	--	16%	32%	+16%
The amount you pay in property taxes	33%	36%	49%	+13%
The condition of local streets and roads	57%	61%	71%	+10%
Traffic congestion	39%	47%	56%	+9%
Crime	45%	45%	54%	+9%
Homeless encampments	--	82%	90%	+8%
Unemployment	41%	37%	45%	+8%
Homelessness	92%	91%	96%	+5%
The cost of living	65%	75%	80%	+5%
Ride hailing companies like Uber and Lyft causing potholes and traffic	--	14%	19%	+5%
The cost of rent	76%	79%	82%	+3%
Too much growth and development	18%	28%	29%	+1%
A lack of housing that middle-income families can afford	77%	84%	80%	-4%
Displacement of long-term residents	67%	75%	71%	-4%

When asked how they feel about Oakland, voters cite a mix of concern, hope, and optimism.

Please listen to the following list of feelings and emotions, and tell me which one or two best describe how you feel when you think about the future of Oakland.

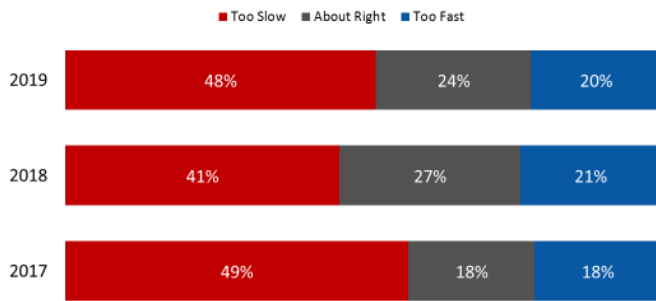


Voters are proud to live in Oakland and would recommend visiting and living in Oakland, while also acknowledging that long-term residents are being displaced.



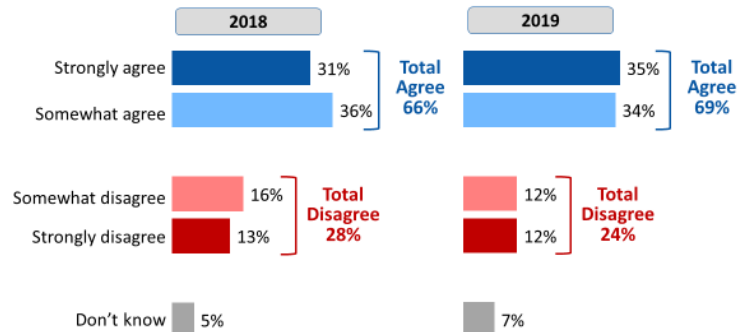
Voters tend to think the rate of housing development is too slow.

Do you think the rate of housing development in Oakland is....?



Nearly seven in ten think that increasing housing density will help address the City's housing crisis.

Increasing housing density in Oakland will help address the City's housing crisis



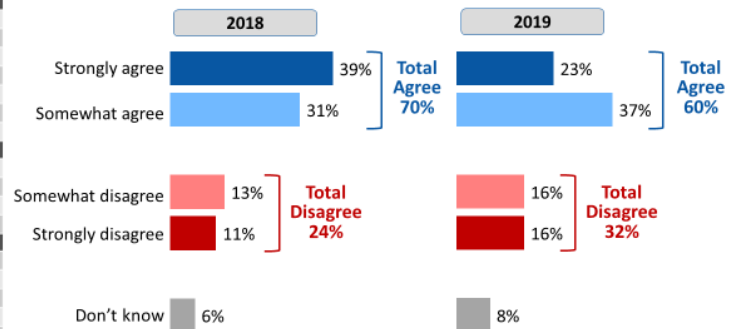
Voters across the city support increasing housing density.

Increasing housing density in Oakland will help address the City's housing crisis

Demographic Group	Total Agree	Total Disagree
City Council District		
1 – Dan Kalb	69%	22%
2 – Nikki Fortunato Bas	84%	14%
3 – Lynette Gibson McElhaney	57%	34%
4 – Sheng Thao	64%	29%
5 – Noel Gallo	67%	25%
6 – Loren Taylor	66%	23%
7 – Larry Reid	80%	15%
Ideology		
Progressive	65%	27%
Liberal	80%	16%
Moderate	65%	26%
Conservative	71%	18%
Ethnicity		
Whites	83%	14%
Latinos	61%	21%
African-Americans	62%	32%
Asians/Pacific Islanders	60%	27%
All Voters of Color	63%	28%

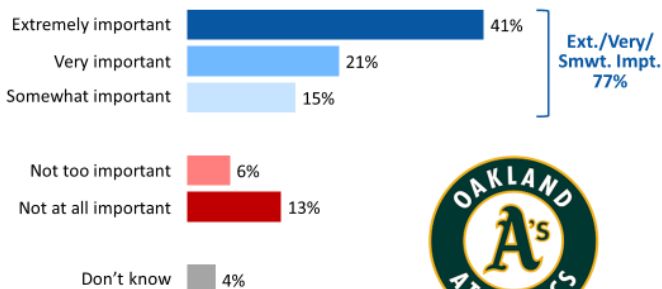
Three in five agree that new residents help the local economy grow, but this perception has weakened in the past year.

Newer residents are helping the local economy grow and contributing to improved city services by paying taxes.



More than three-quarters of voters say it is important to keep the A's in Oakland.

In general, how important is keeping the A's baseball team in Oakland?



Two-thirds of voters support the proposal when they learn more.

The Oakland A's plan to build an urban, neighborhood ballpark at Howard Terminal, which is located on the waterfront next to Jack London Square. The project would involve developing new businesses, restaurants, office space, and housing, including affordable housing, creating many good-paying jobs. The new A's ballpark would be 100% privately-funded by the A's and their investors. No funds would be taken from the current City budget and no existing tax dollars would be used. Public infrastructure investments related to a ballpark could be paid for from tax revenues generated by the development. It would open in 2023.

