



2015 Port of Oakland Community Satisfaction Survey

***Key Findings from a Regional Public Opinion
Survey Conducted June 7-14, 2015***

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PUBLIC OPINION RESEARCH & STRATEGY

Methodology

- Telephone survey of 1,103 randomly-selected voters in the Port's Local Business Area (Alameda and Contra Costa Counties):
 - 702 in the Port's Local Impact Area (LIA), including 414 in the City of Oakland and oversamples in the Cities of Alameda (N=106), Emeryville (N=78) and San Leandro (N=104)
 - 401 in the balance of Alameda and Contra Costa Counties
 - Survey was conducted June 7-14, 2015 via landline and cell phones, in English, Spanish and Chinese
- The margin of sampling error is +/-4.9% at the 95% confidence level for the City of Oakland, about +/-10% for each of the other cities in the Local Impact Area, and approximately +/- 4.4% for the LBA as a whole
 - Margins of error for population subgroups will be higher
 - Some percentages do not sum to 100% due to rounding

Key Findings

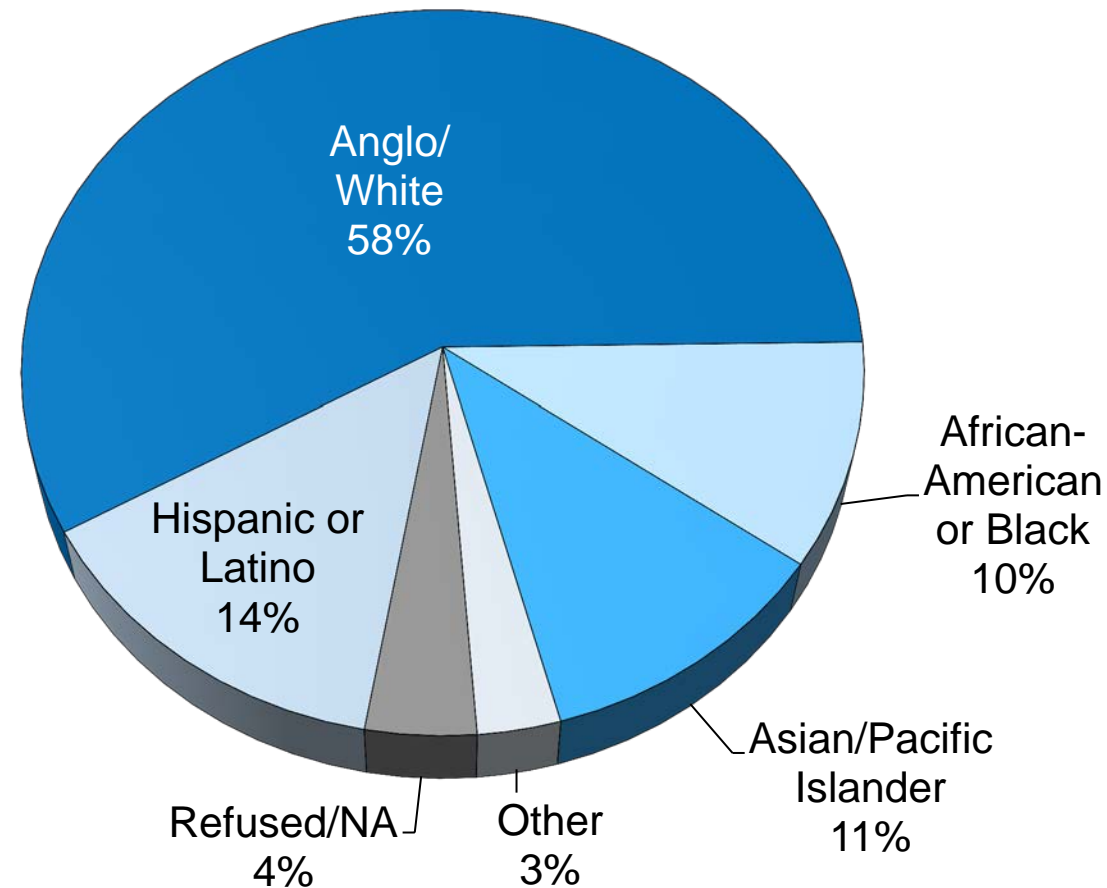
- Neighbors remain highly positive toward the Port of Oakland, with 50% having a favorable impression and just 11% an unfavorable one.
- At the same time, knowledge about the Port remains modest; fewer than one-quarter (22%) class themselves as “knowledgeable” about it.
- Voters believe that the Port has a significant positive impact on jobs, the local economy, and neighboring communities; they are concerned that it may have a negative impact on traffic and air and water quality.
- On balance, voters are more than four times as likely to say that the Port’s impact on the community is positive (65%) as negative (14%).
- Almost half of residents have heard something about a labor slowdown at the Port; two in five (38%) say it affected them negatively.
- Views of the Airport and Jack London Square among those who use them remain overwhelmingly positive.
- There has been a notable increase in Airport users’ satisfaction with the ability to reach the Airport via public transportation.
- A relatively modest number of local residents get information about the Port online; no more than one in ten have visited its website or connected via social media.



Demographic Profile of Community Members Surveyed

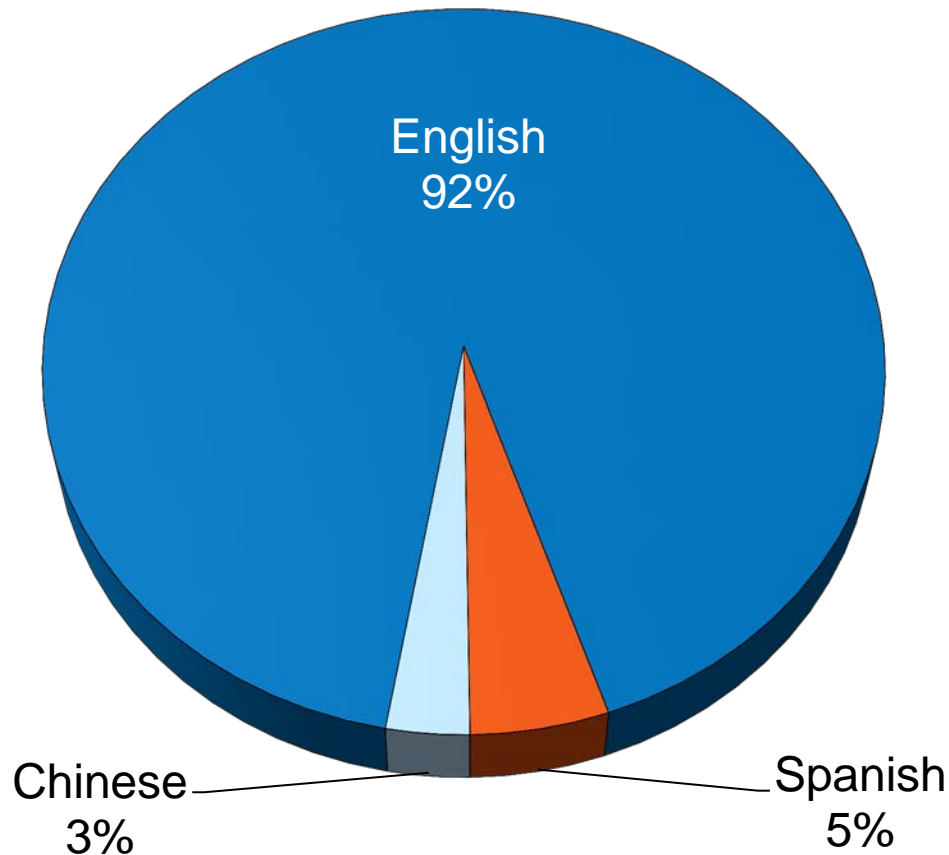
The Local Business Area is ethnically diverse.

With which racial or ethnic group do you identify yourself?



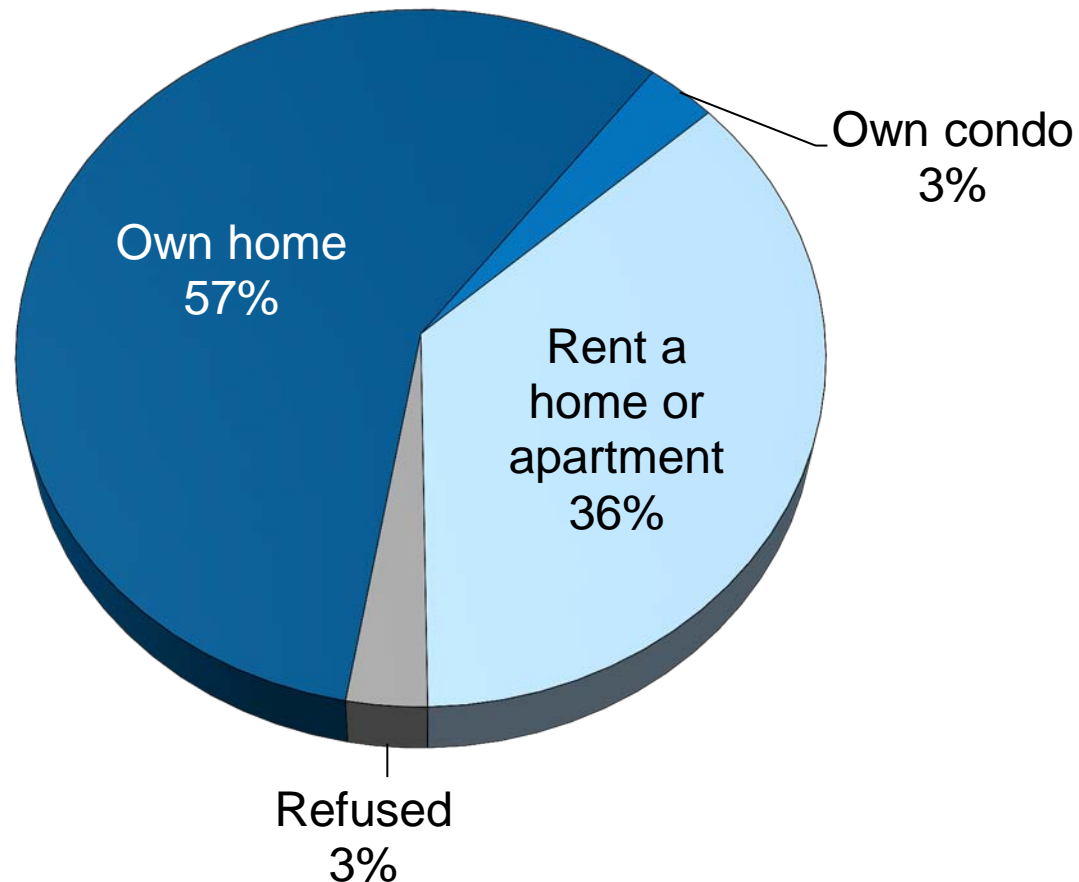
About one in ten interviews were conducted in a language other than English.

Language of Interview



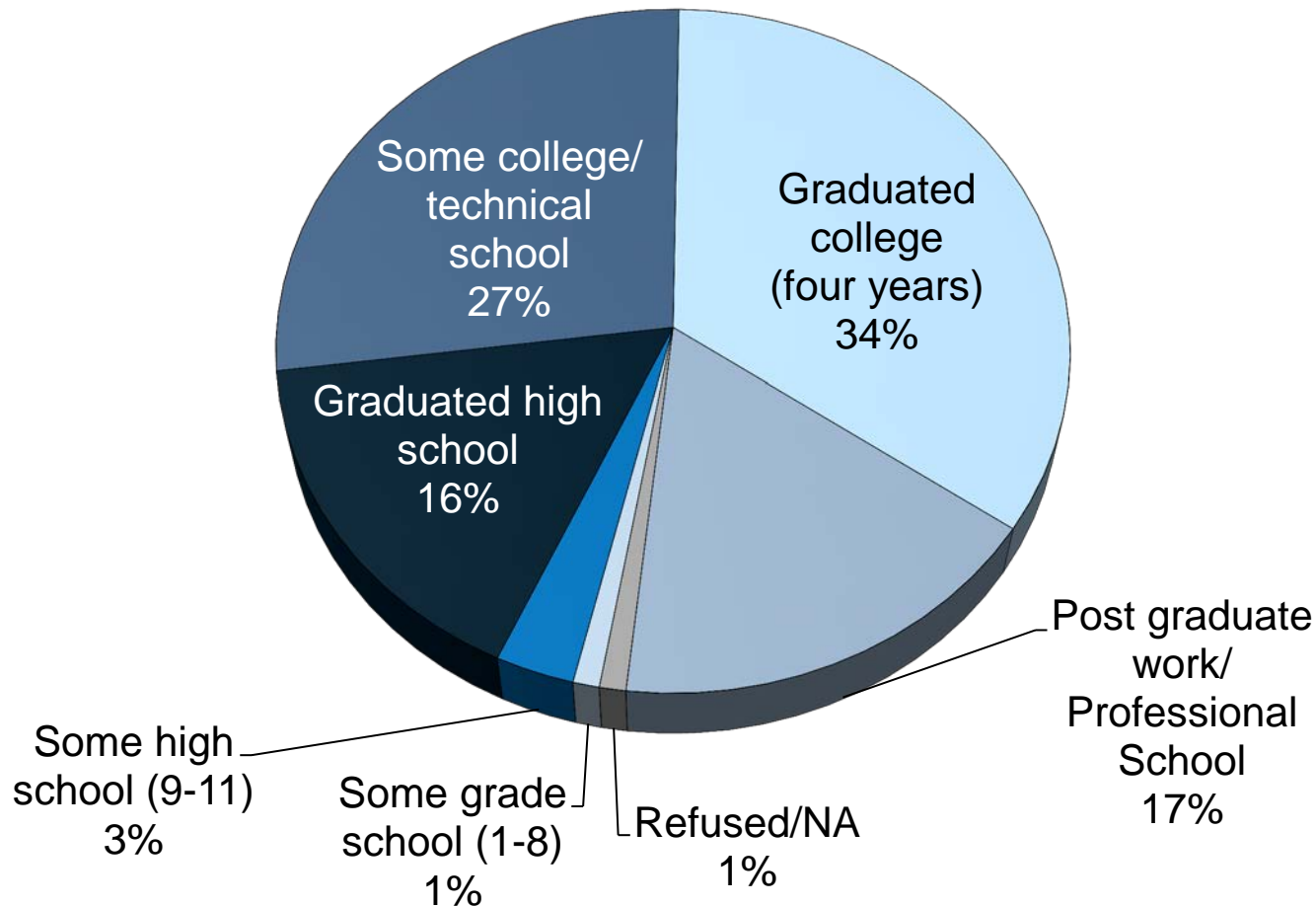
More than one-third of local residents are renters.

Do you own or rent your home, condominium or apartment?



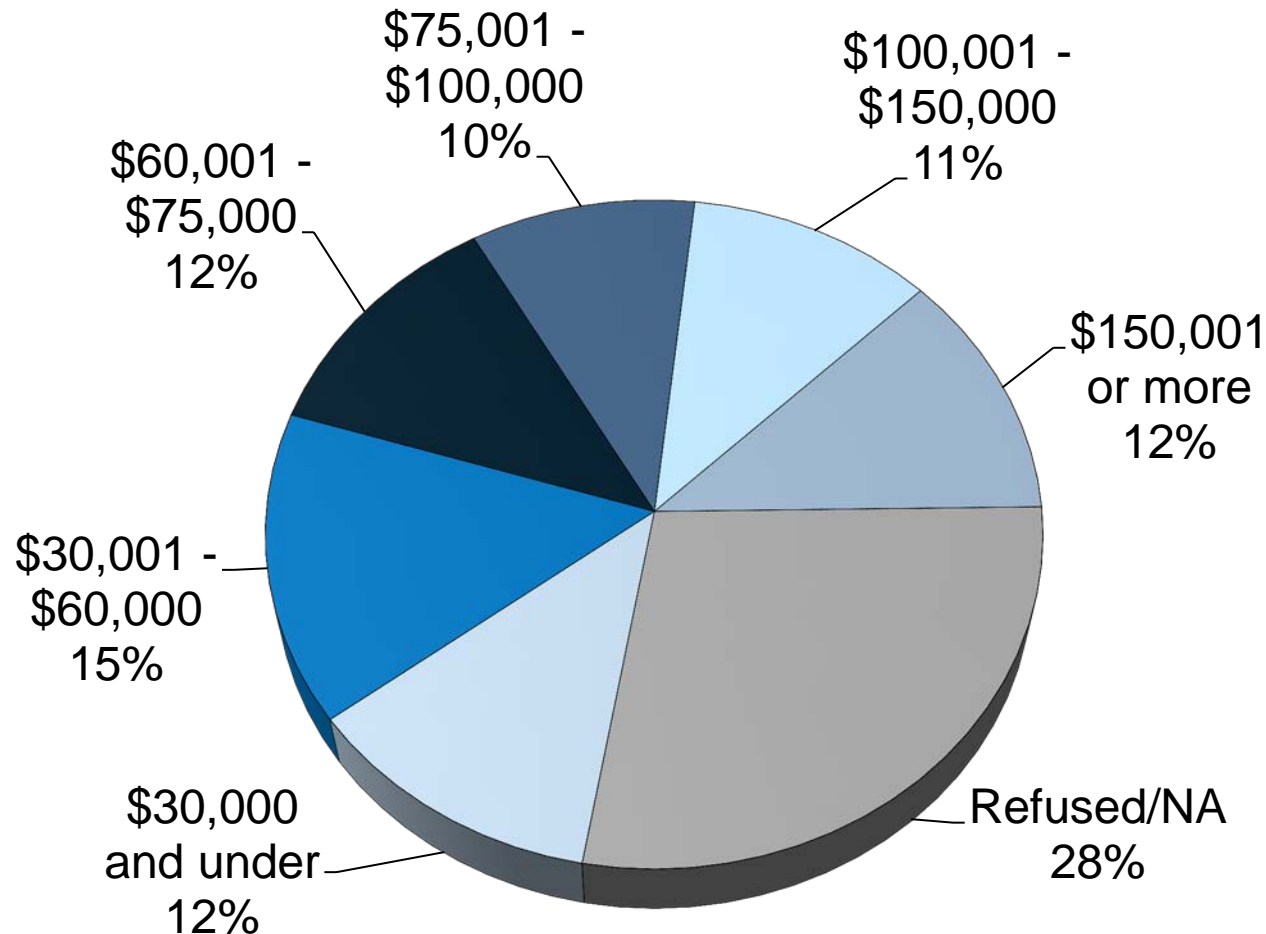
Just over half of local residents are college graduates.

What is the last grade you completed in school?



The survey captured a diverse range of household income levels.

I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in the year 2014.



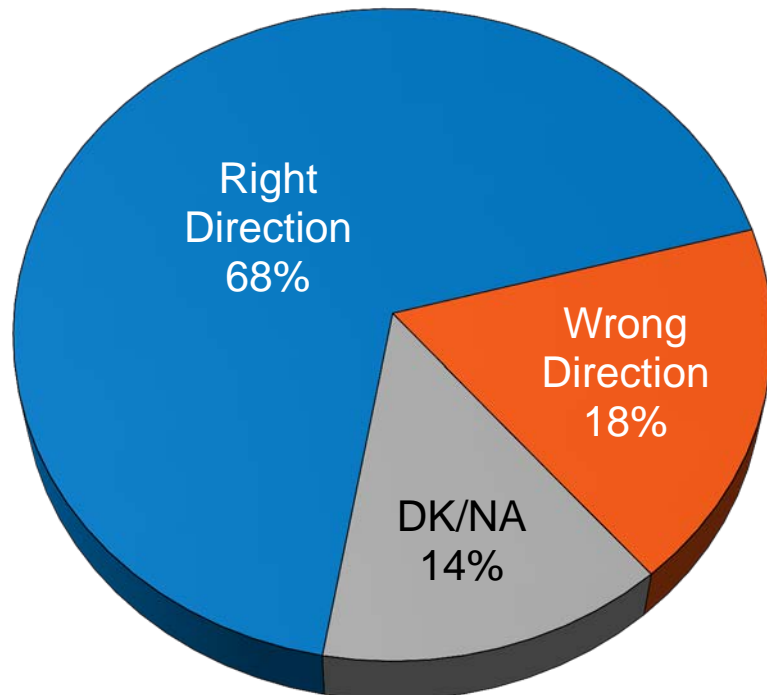


Issue Context

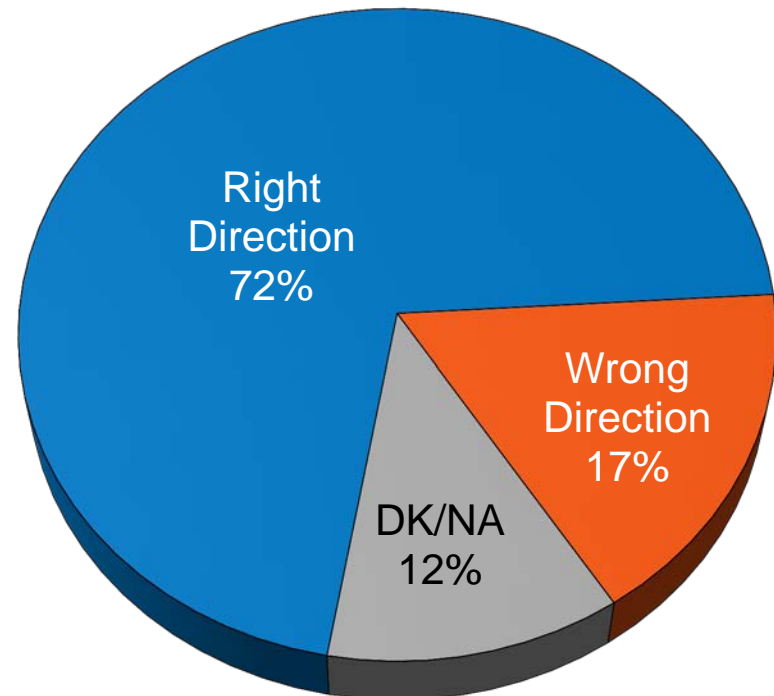
The Port's neighbors remain optimistic that things in their community are headed in the right direction...

Would you say that things in your community are generally headed in the right direction or the wrong direction?

2014



2015

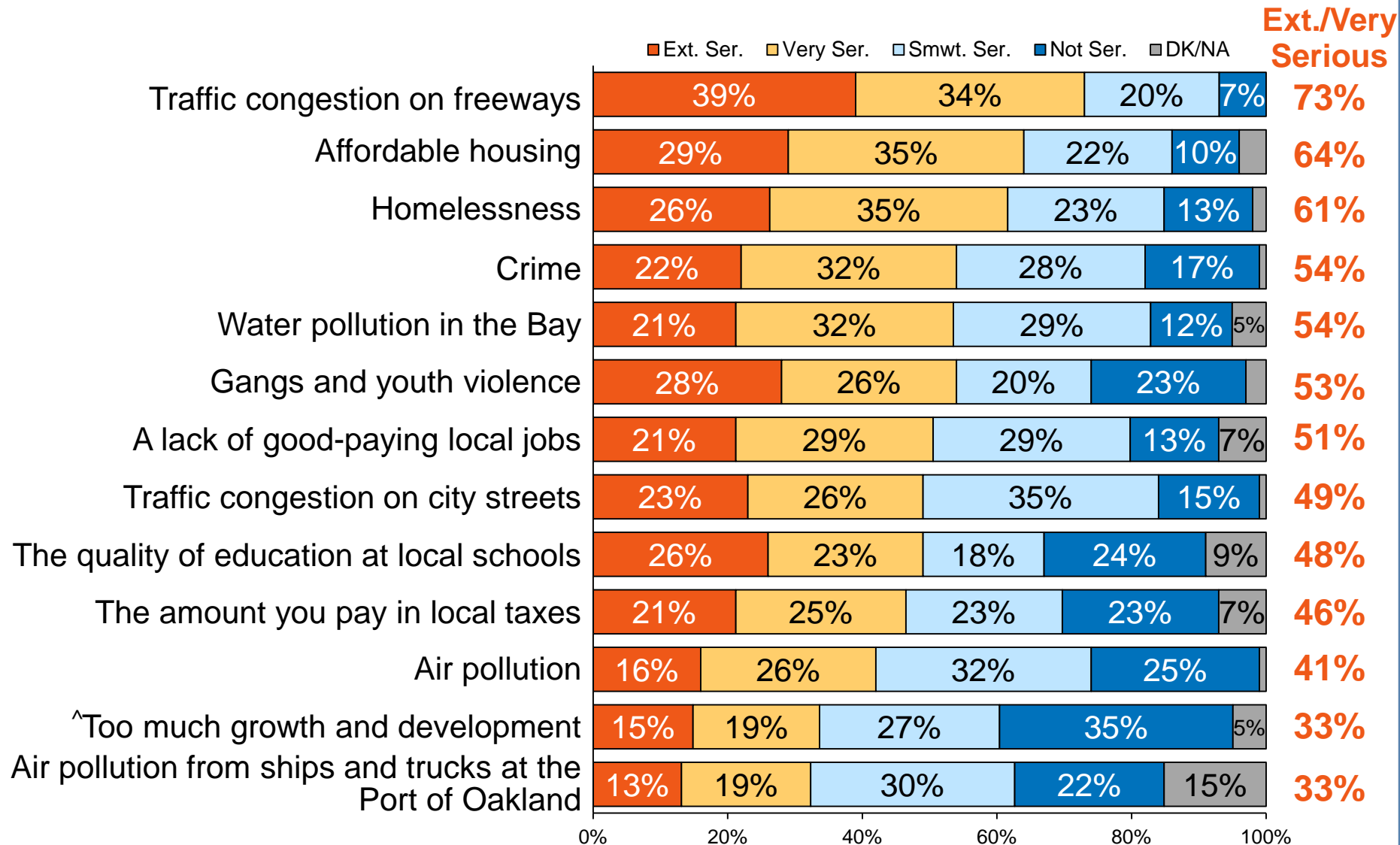


... with the biggest improvement in attitudes in Oakland.

Would you say that things in your community are generally headed in the right direction or the wrong direction?

	2014			2015		
	Right Direction	Wrong Direction	DK/NA	Right Direction	Wrong Direction	DK/NA
County						
Alameda	67%	17%	16%	72%	15%	13%
Contra Costa	69%	19%	12%	72%	19%	9%
City						
Alameda	74%	17%	8%	78%	16%	7%
Emeryville	74%	11%	15%	76%	13%	11%
San Leandro	79%	13%	8%	78%	12%	10%
Oakland	57%	23%	20%	65%	21%	15%

Many Port neighbors see traffic as a top concern, but fewer are worried about air and water pollution.



The few significant changes from last year are include increased concern about traffic and reduced concern about crime.

(Total Extremely/Very Serious Problem)

Issues/Problems	2014	2015	Difference
Traffic congestion on freeways	62%	73%	+11%
The amount you pay in local taxes	39%	46%	+7%
Affordable housing	59%	64%	+5%
Air pollution	48%	41%	-7%
Gangs and youth violence	61%	53%	-8%
Crime	63%	54%	-9%

Issue concerns vary somewhat by community.

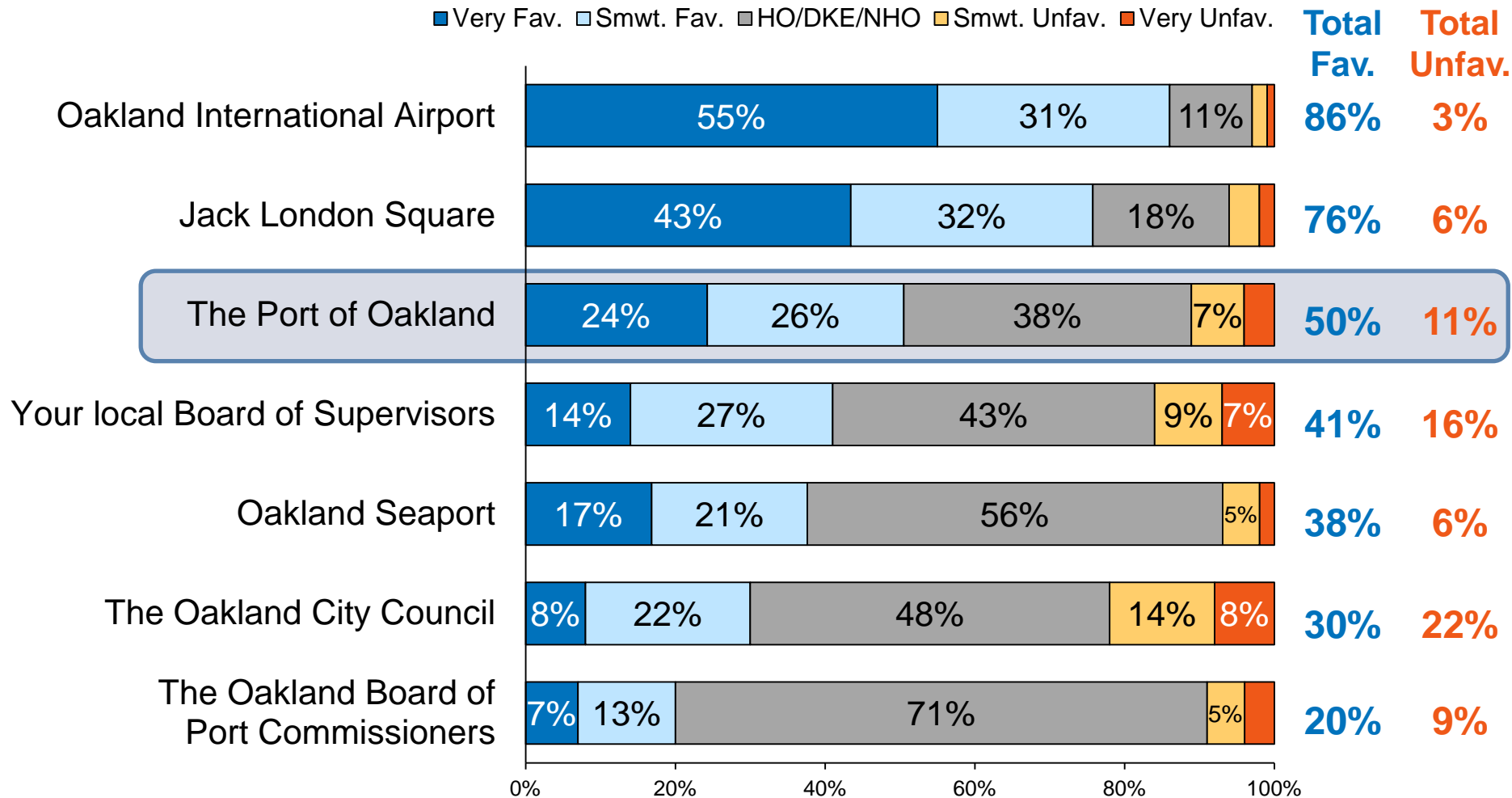
(Total Extremely/Very Serious Problem)

Issues/Problems	Local Business Area	Local Impact Area	Alameda	Emeryville	San Leandro	Oakland
Traffic congestion on freeways	74%	69%	73%	80%	74%	67%
Affordable housing	61%	72%	57%	80%	77%	74%
Homelessness	57%	74%	57%	83%	77%	75%
Water pollution in the Bay	51%	62%	50%	44%	66%	65%
Traffic congestion on city streets	51%	43%	53%	34%	52%	41%
Crime	50%	66%	36%	53%	61%	74%
Gangs and youth violence	49%	67%	43%	44%	63%	74%
A lack of good-paying local jobs	48%	58%	38%	49%	64%	62%
The amount you pay in local taxes	45%	47%	38%	41%	46%	50%
The quality of education at local schools	44%	63%	32%	57%	61%	70%
Air pollution	37%	54%	35%	47%	55%	58%
^Too much growth and development	35%	28%	32%	32%	28%	28%
Air pollution from ships and trucks at the Port of Oakland	31%	40%	29%	33%	57%	40%



Current Attitudes Toward the Port of Oakland

Majorities have favorable views of the Oakland International Airport and Jack London Square.



Favorability ratings are largely unchanged from last year.

(Total % Favorable)

Organizations	2014	2015	Difference
The Oakland City Council	26%	30%	+4%
Oakland Seaport	35%	38%	+3%
The Oakland Board of Port Commissioners	18%	20%	+2%
Your local Board of Supervisors	40%	41%	+1%
Oakland International Airport	87%	86%	-1%
Jack London Square	77%	76%	-1%
The Port of Oakland	52%	50%	-2%

Variations from year-to-year by community have been modest.

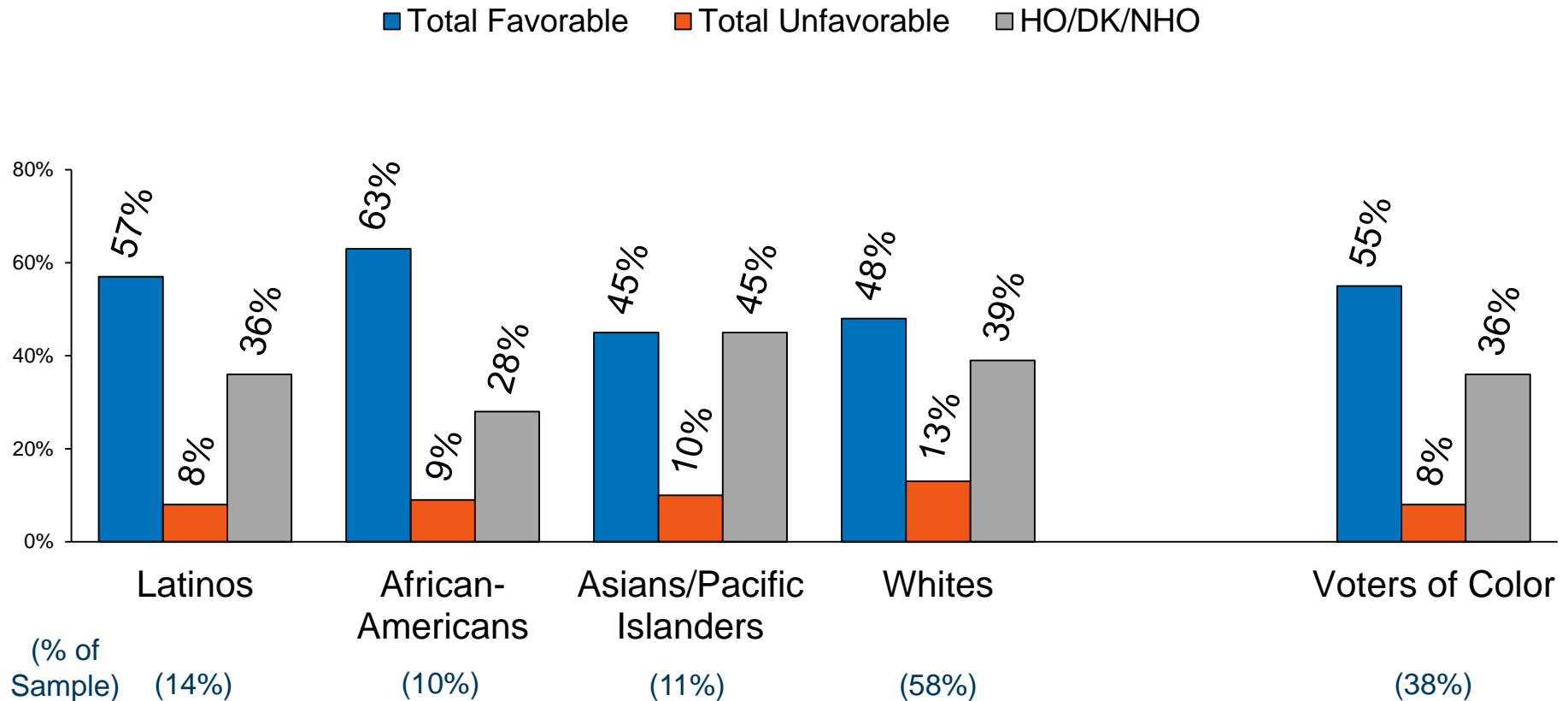
(Total % Favorable)

Organizations	Local Business Area		Local Impact Area		Alameda		Emeryville		San Leandro		Oakland	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Oakland International Airport	88%	85%	85%	90%	88%	96%	84%	89%	91%	92%	84%	88%
Jack London Square	76%	73%	82%	85%	81%	89%	82%	78%	83%	79%	82%	85%
The Port of Oakland	49%	47%	59%	60%	54%	52%	48%	61%	68%	59%	59%	62%
Your local Board of Supervisors	41%	42%	35%	38%	37%	34%	35%	58%	39%	49%	35%	36%
Oakland Seaport	33%	37%	39%	40%	44%	43%	35%	38%	48%	38%	37%	40%
The Oakland City Council	22%	26%	39%	42%	23%	29%	26%	41%	40%	37%	42%	45%
The Oakland Board of Port Commissioners	16%	20%	25%	19%	21%	13%	16%	21%	26%	20%	25%	19%

Q2. I'm going to read a list of organizations. I would like you to tell me if you have a generally favorable or generally unfavorable opinion of that organization. If you've never heard of that person or organization, or don't know enough about them to offer an opinion, please say so.

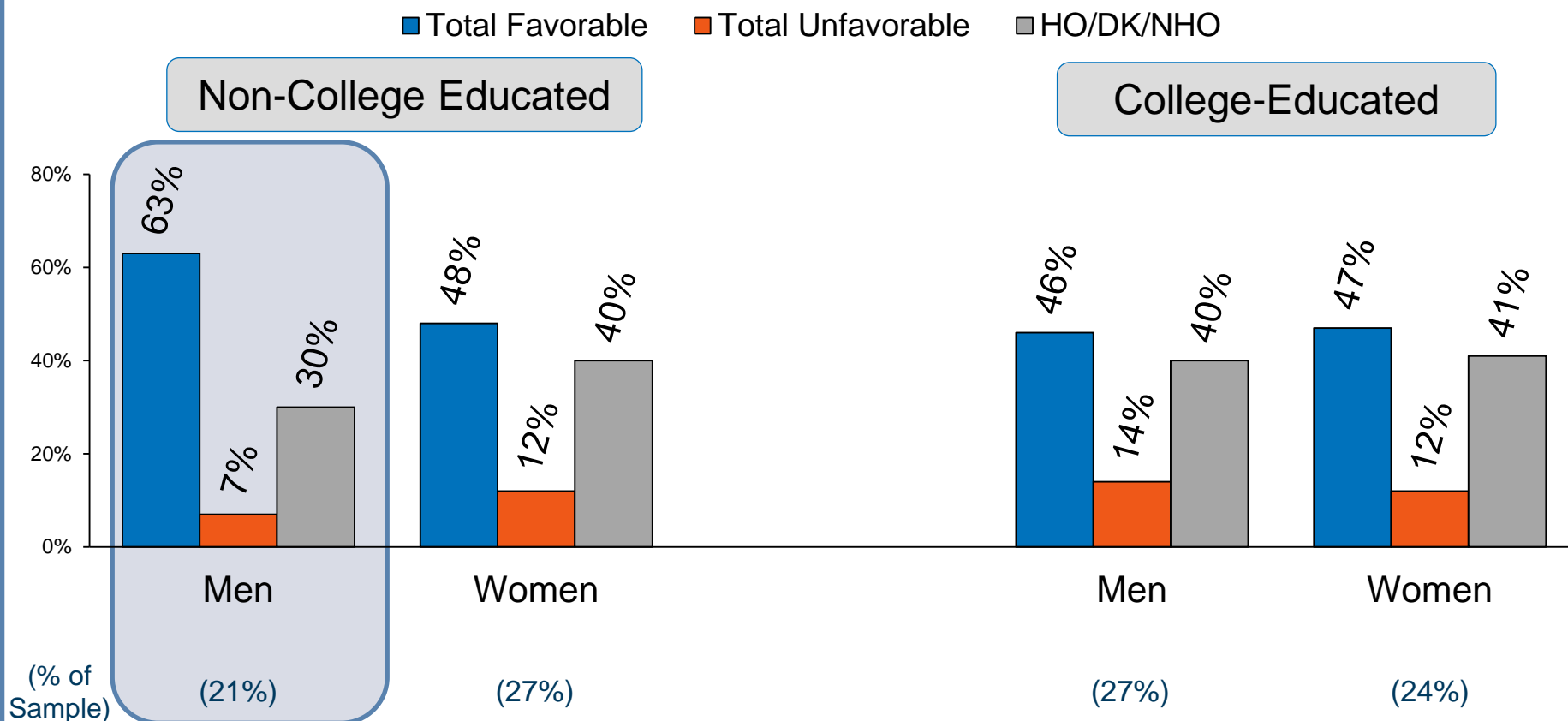
Latino and African-American voters have more positive views of the Port.

Port of Oakland Favorability Ratings by Ethnicity



Non-college educated men are particularly positive.

Port of Oakland Favorability Ratings by Education by Gender



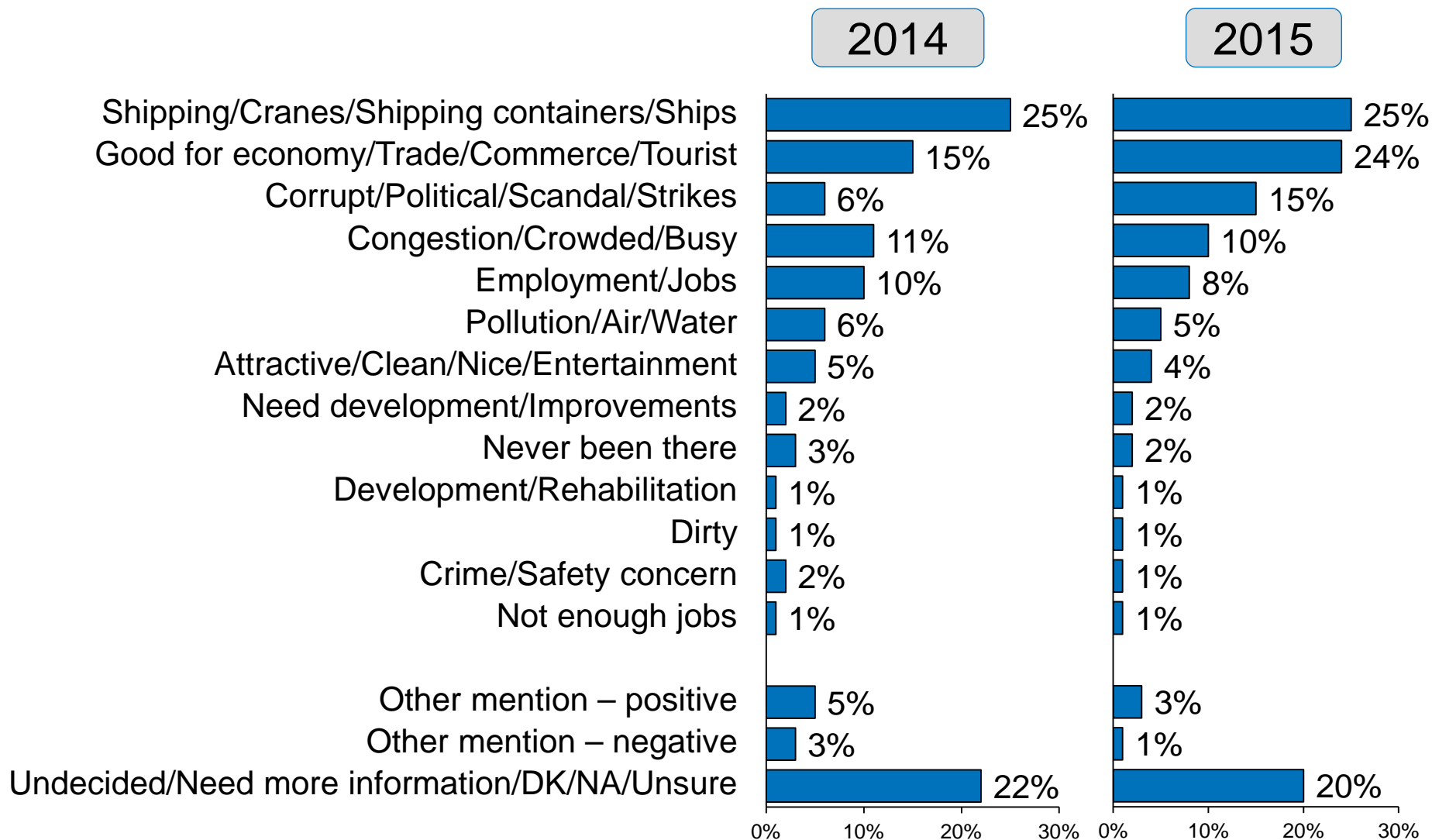
Q2d (Port of Oakland). I'm going to read a list of organizations. I would like you to tell me if you have a generally favorable or generally unfavorable opinion of that organization. If you've never heard of that person or organization, or don't know enough about them to offer an opinion, please say so.

Shipping and jobs dominate thinking about the Port, with some mentions of the strike.

Please tell me the first two or three words or phrases that come to your mind when you think about the Port of Oakland?

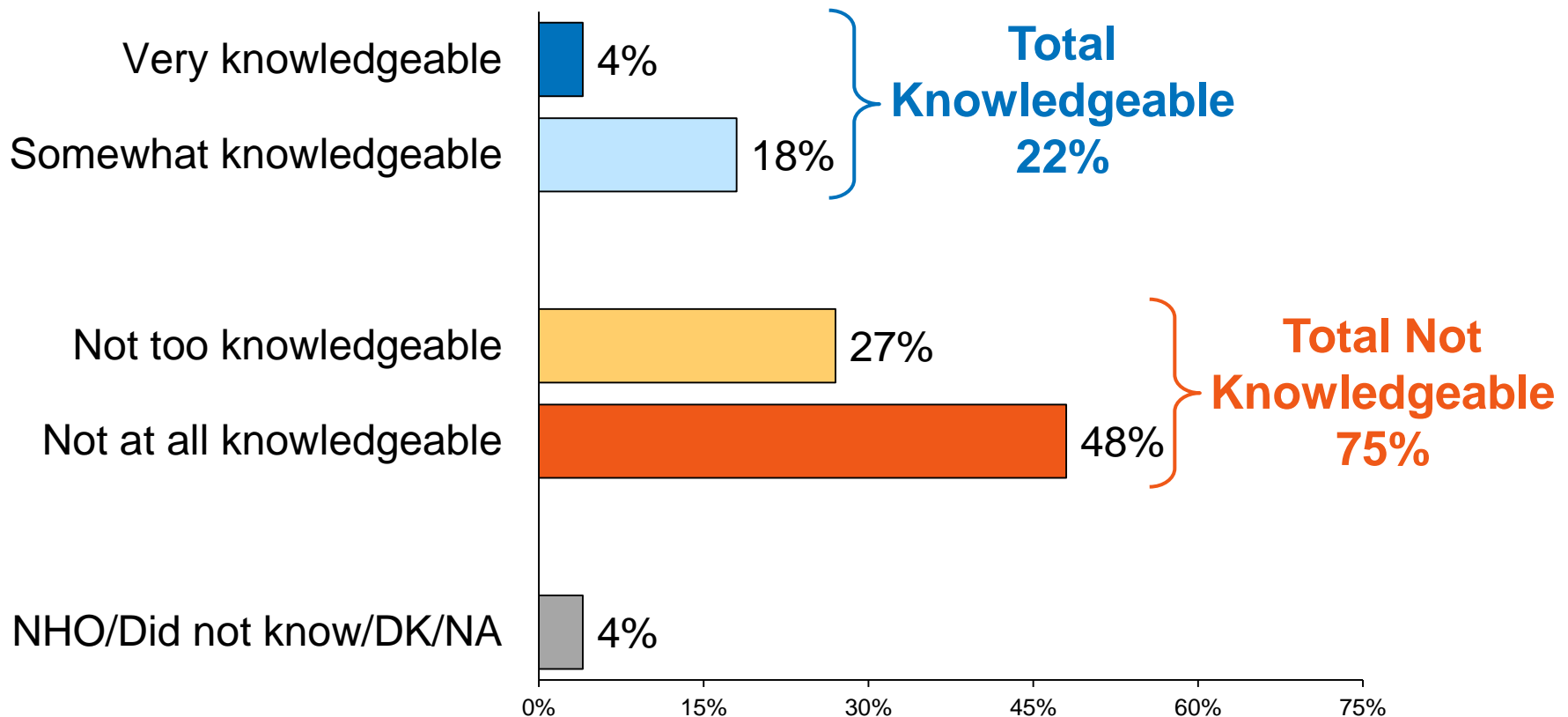


Neighbors are likely to associate the Port with shipping and economic benefits.



Most Port neighbors do *not* consider themselves knowledgeable about the Port of Oakland.

Overall, how knowledgeable would you say that you are about the structure and operations of the Port of Oakland?



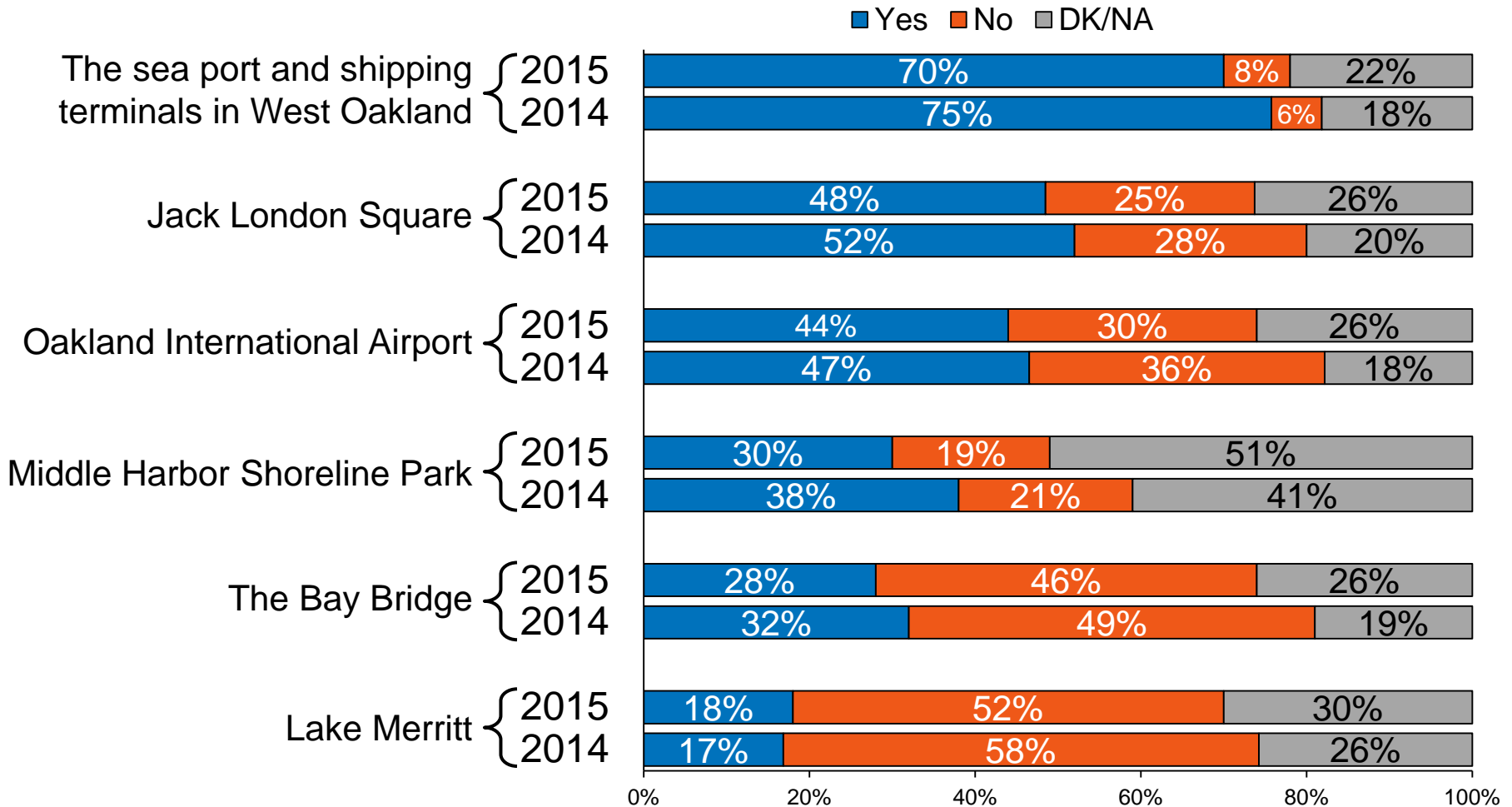
Alameda residents are particularly unlikely to rate themselves as knowledgeable.

Overall, how knowledgeable would you say that you are about the structure and operations of the Port of Oakland?

	Local Business Area	Local Impact Area	Alameda	Emeryville	San Leandro	Oakland
Total Knowledgeable	20%	26%	18%	26%	27%	27%
Total Not Knowledgeable/ NHO/Did not know/DK/NA	80%	74%	82%	74%	73%	73%

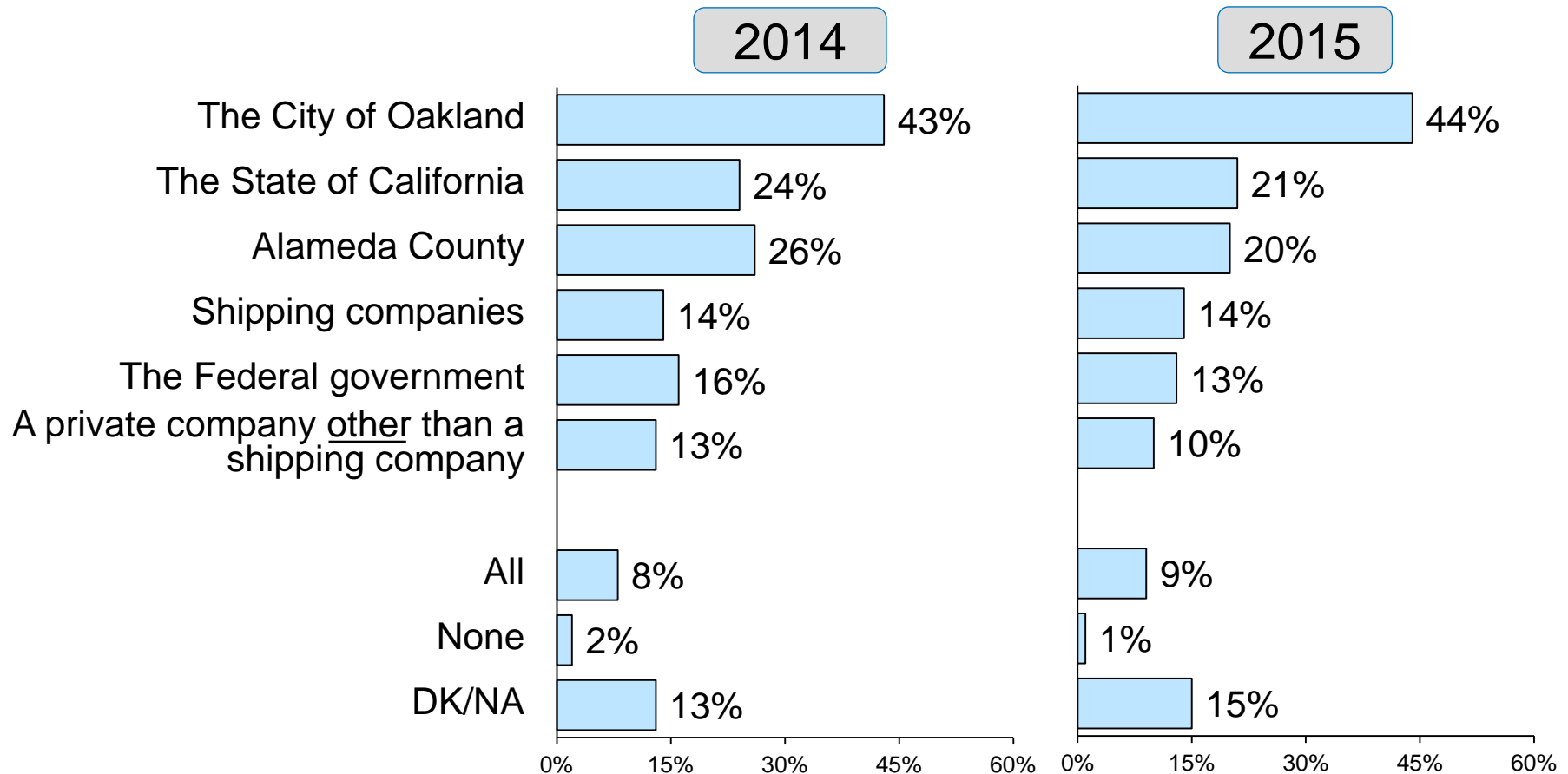
Voters express more uncertainty this year about which properties are part of the Port.

*Let me ask you about what makes up the Port of Oakland.
Would you say that _____ is part of the property of the Port of Oakland?*



A plurality of neighbors believes that the City is involved with Port ownership – but like last year, there is no consensus.

Which of the following would you say are involved in the ownership of the Port of Oakland?



Residents of the Local Impact Area are no clearer about the Port's ownership.

Which of the following would you say are involved in the ownership of the Port of Oakland?

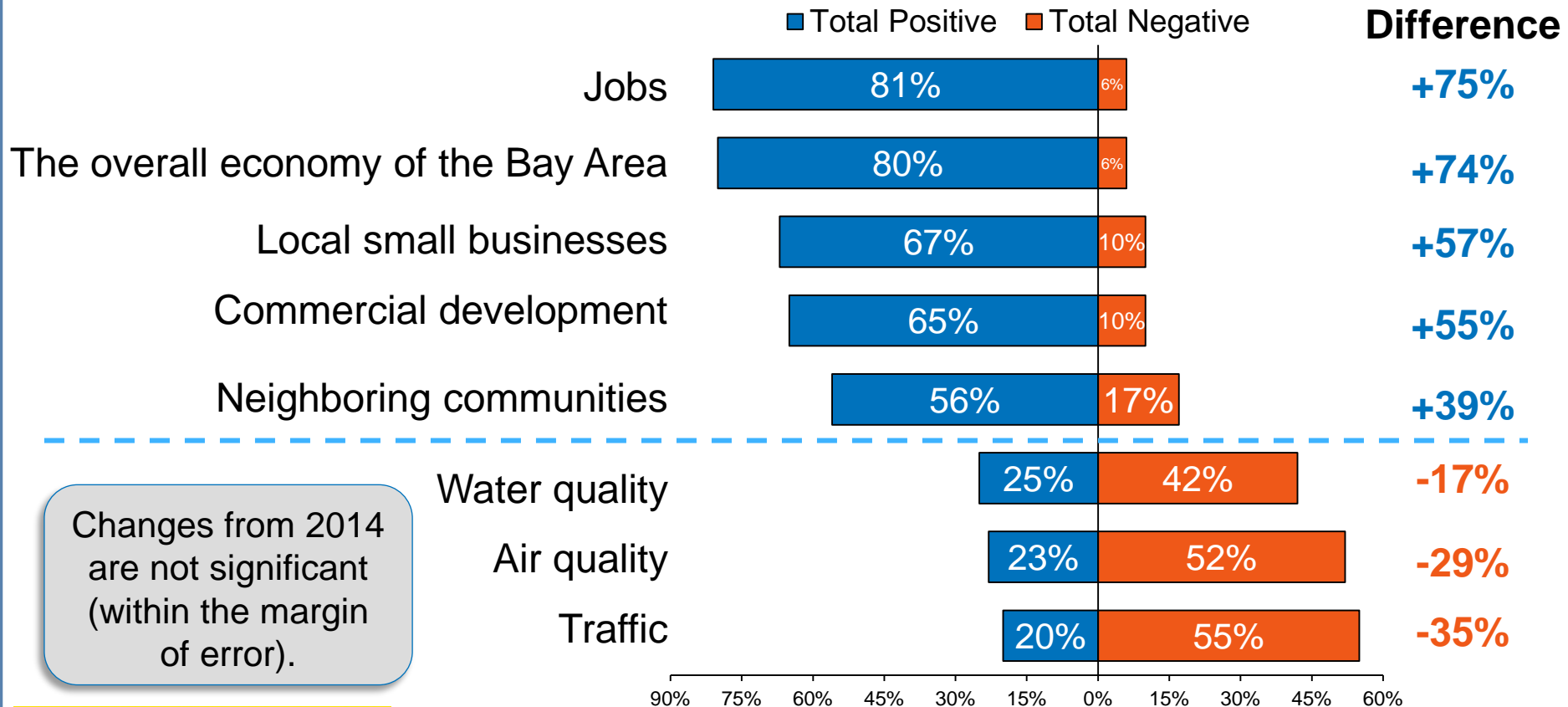
	Local Business Area	Local Impact Area	Alameda	Emeryville	San Leandro	Oakland
The City of Oakland	44%	45%	49%	46%	51%	44%
The State of California	22%	18%	12%	14%	17%	19%
Alameda County	20%	23%	25%	25%	15%	23%
Shipping companies	13%	14%	13%	13%	14%	15%
The Federal government	12%	14%	14%	13%	11%	15%
A private company <i>other</i> than a shipping company	9%	13%	12%	13%	12%	13%

Port Explanation Provided

The Port of Oakland is an independent department of the City of Oakland and is operated as a business enterprise. The Port has three lines of business: the Oakland Seaport, Oakland International Airport, and more than 800 acres of commercial real estate property including Jack London Square, Hegenberger Gateway, and the Airport Business Park. In addition, the Port has hundreds of acres of public parks and conservation areas. The Port of Oakland is managed by the Port commissioners, who are nominated by the Mayor and appointed by City Council.

As they did last year, neighbors tend to see the Port as a positive presence in the community – except when it comes to traffic, air, and water quality.

I'm going to read a list of areas where the Port's operations might have an impact on the community. Please tell me whether you think the Port of Oakland has a generally positive or negative impact in that area.



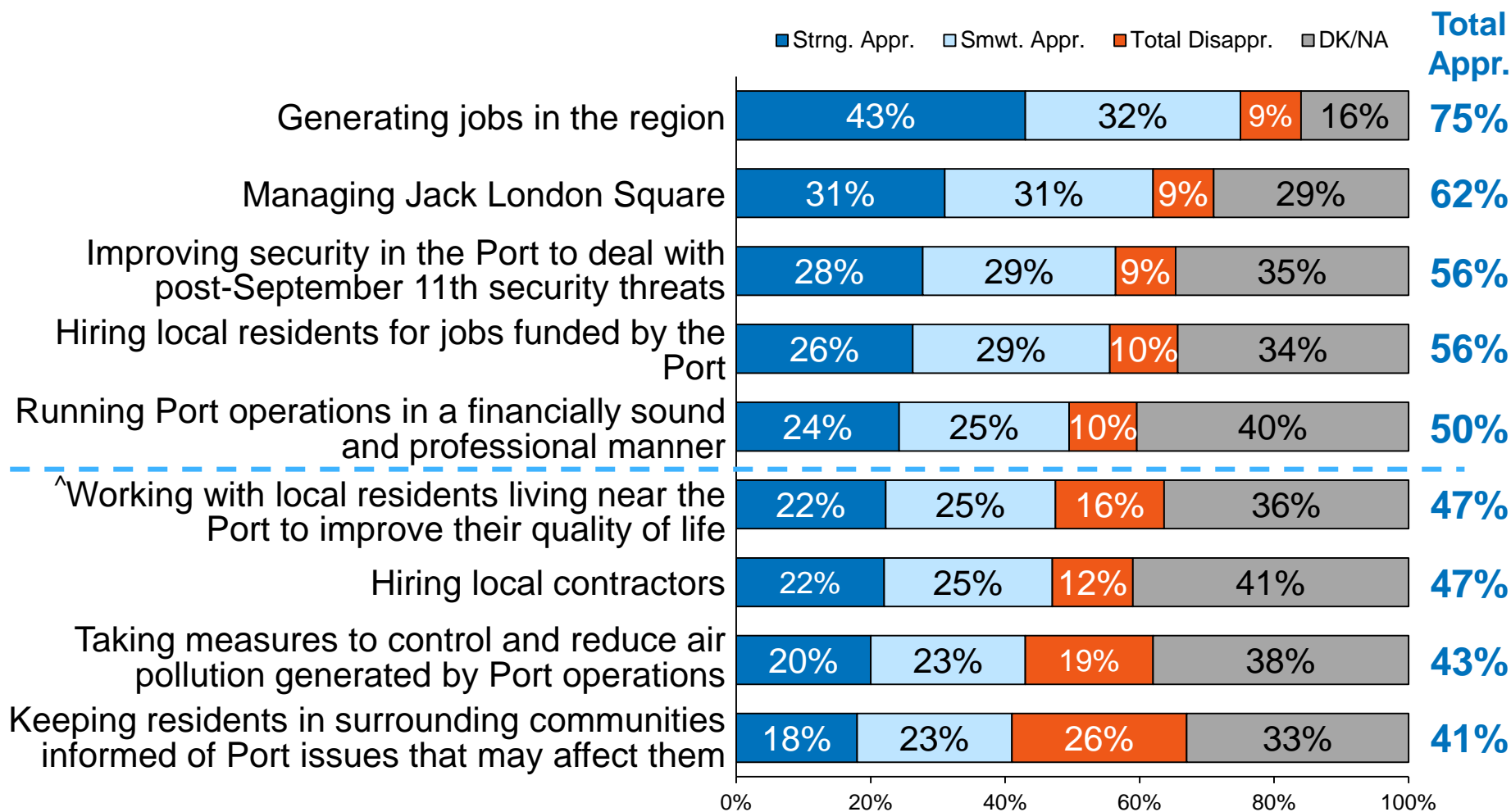
Looking at individual communities, there were no meaningful changes in perceptions of the Port's impact.

(Total % Positive)

Organizations	Local Business Area		Local Impact Area		Alameda		Emeryville		San Leandro		Oakland	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Jobs	77%	82%	80%	77%	81%	79%	78%	72%	86%	82%	79%	77%
The overall economy of the Bay Area	79%	80%	81%	78%	84%	81%	82%	79%	84%	82%	79%	76%
Local small businesses	67%	68%	67%	64%	63%	62%	64%	58%	68%	71%	68%	63%
Commercial development	67%	66%	68%	62%	59%	65%	67%	63%	68%	69%	71%	60%
Neighboring communities	56%	56%	55%	55%	49%	50%	56%	48%	62%	65%	55%	54%
Water quality	26%	24%	26%	28%	27%	23%	20%	30%	30%	36%	25%	28%
Air quality	22%	23%	23%	26%	20%	24%	11%	28%	38%	40%	22%	24%
Traffic	18%	19%	22%	22%	21%	14%	13%	16%	28%	31%	22%	22%

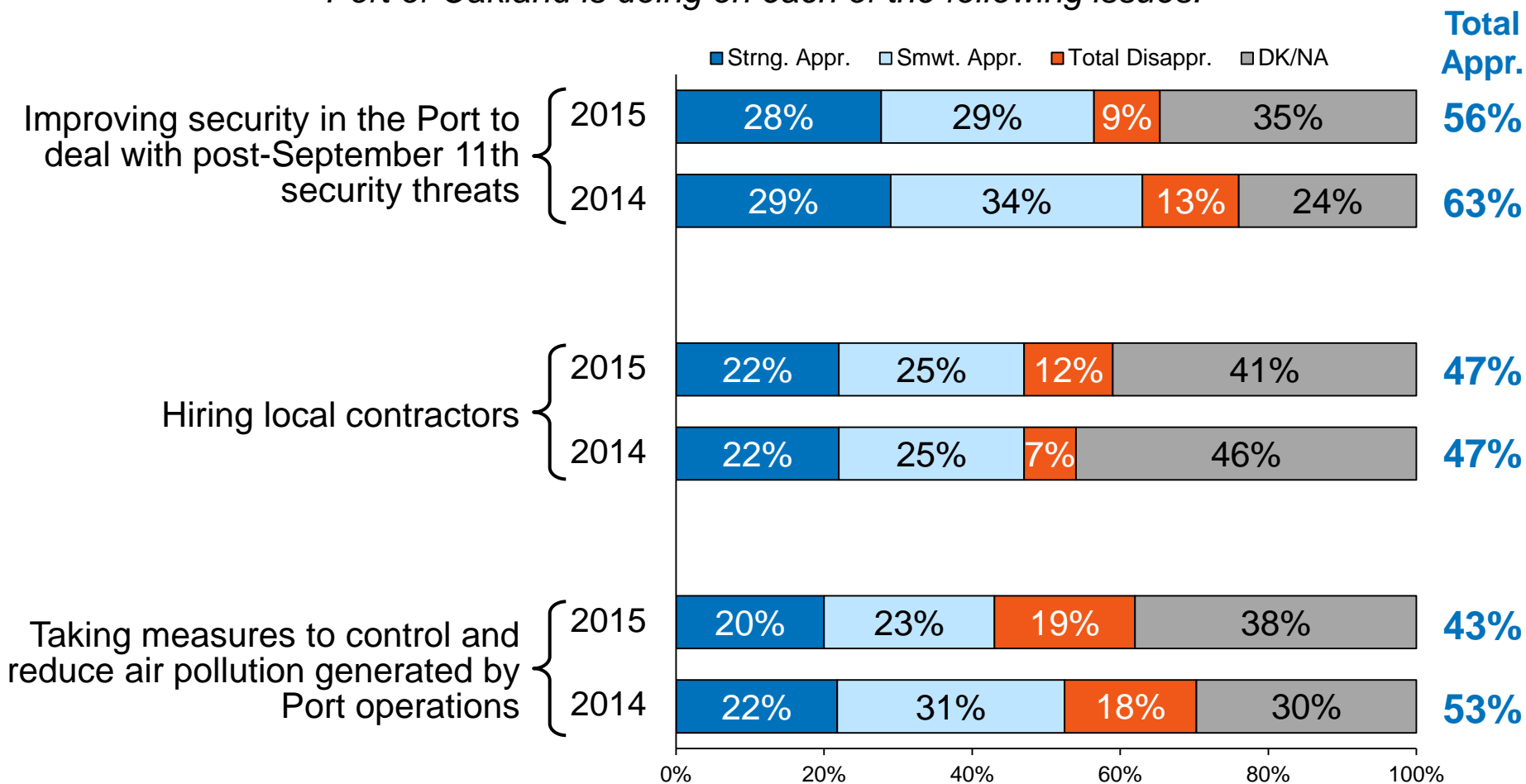
Neighbors see generating jobs as one of the Port's greatest successes.

Please tell me whether you approve or disapprove of the job the Port of Oakland is doing on each of the following issues.



However, the share of neighbors who approve of the Port's handling of security and pollution has declined.

Please tell me whether you approve or disapprove of the job the Port of Oakland is doing on each of the following issues.

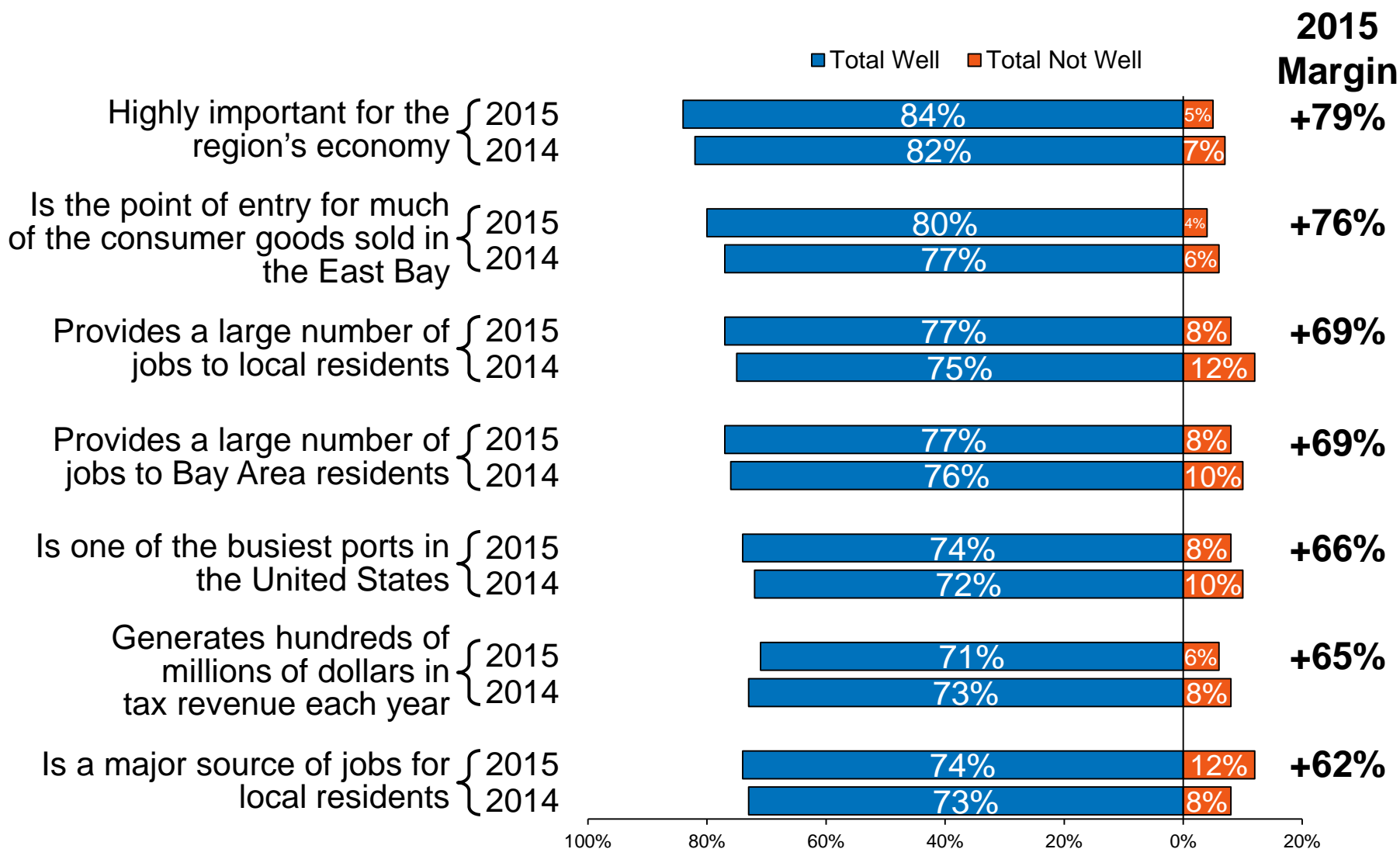


Approval of Port's Performance, by Community

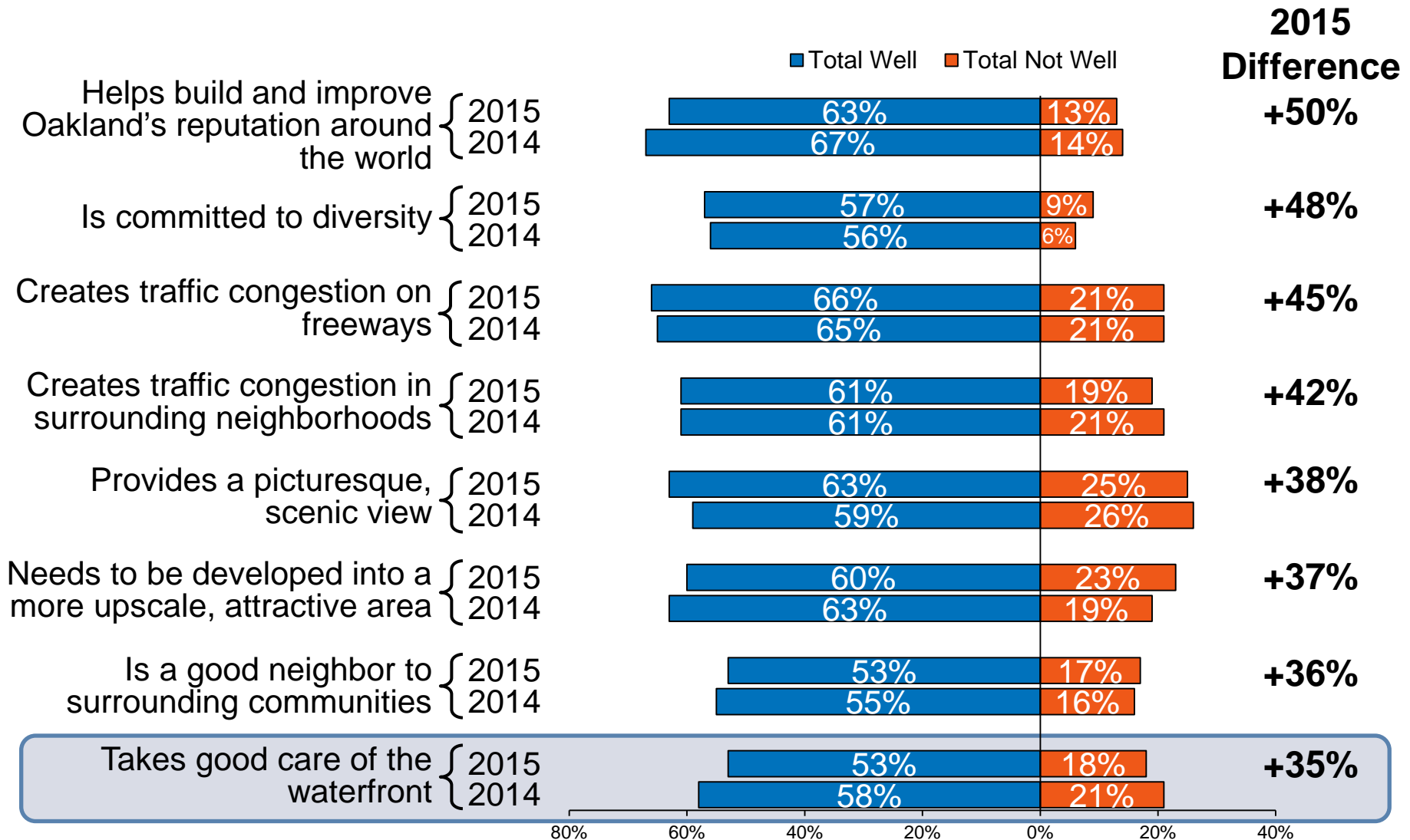
(Total % Approve)

Organizations	Local Business Area		Local Impact Area		Alameda		Emeryville		San Leandro		Oakland	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Generating jobs in the region	76%	74%	73%	77%	70%	77%	64%	61%	64%	81%	76%	77%
Improving security in the Port to deal with post-September 11th security threats	63%	57%	63%	56%	70%	50%	41%	55%	64%	62%	63%	56%
Hiring local residents for jobs funded by the Port	59%	56%	63%	56%	64%	50%	51%	43%	73%	68%	61%	56%
Managing Jack London Square	56%	61%	68%	64%	65%	70%	60%	72%	67%	77%	70%	60%
Taking measures to control and reduce air pollution generated by Port operations	53%	40%	53%	52%	61%	49%	42%	47%	63%	61%	50%	51%
Running Port operations in a financially sound and professional manner	51%	49%	55%	52%	59%	46%	46%	48%	49%	60%	56%	52%
^Working with local residents living near the Port to improve their quality of life	50%	47%	48%	47%	49%	41%	40%	42%	56%	64%	47%	45%
Hiring local contractors	45%	47%	53%	47%	47%	50%	42%	52%	67%	62%	52%	43%
Keeping residents in surrounding communities informed of Port issues that may affect them	42%	41%	42%	41%	30%	28%	37%	39%	56%	45%	42%	42%

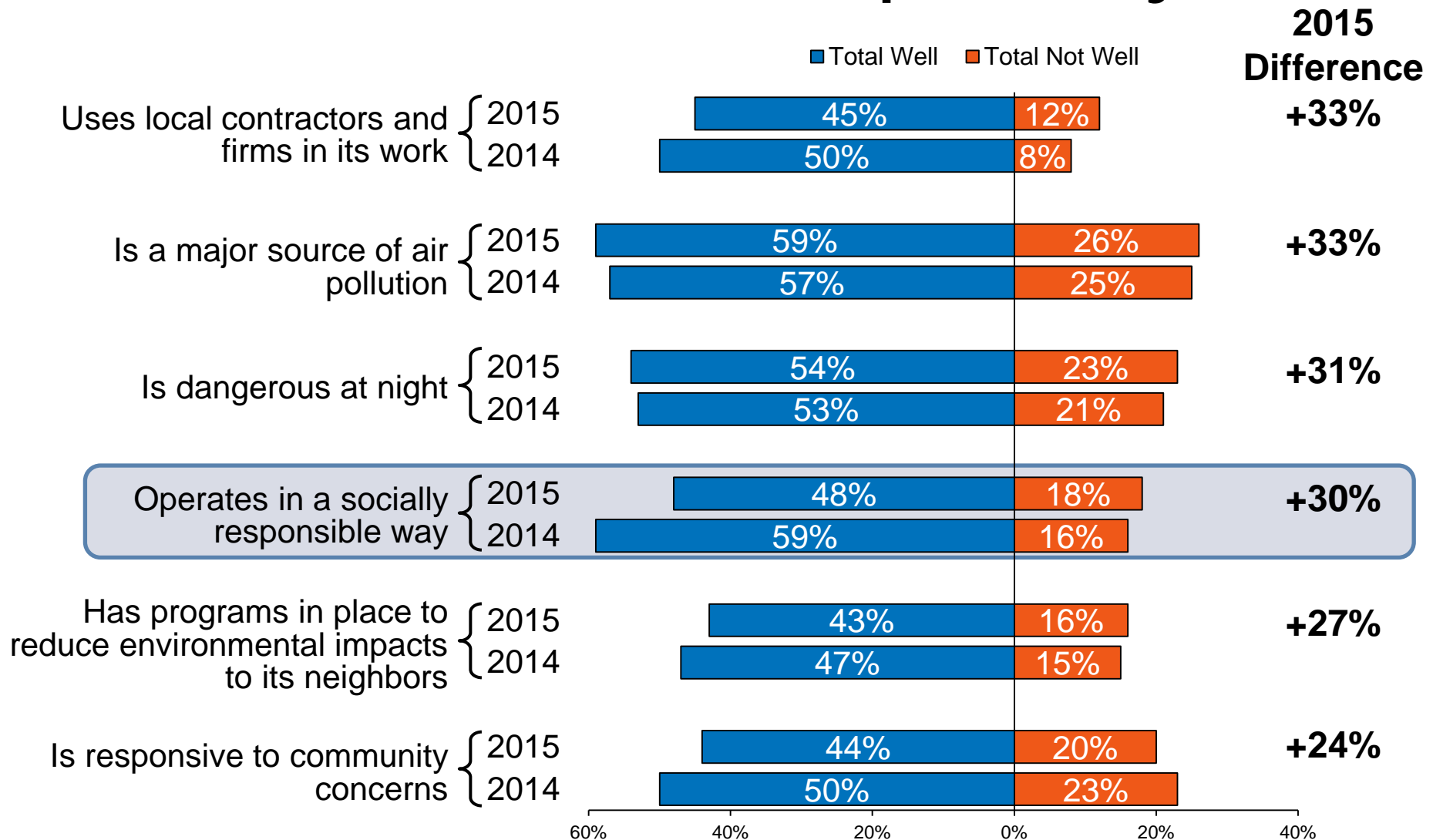
Core perceptions of the Port have changed little.



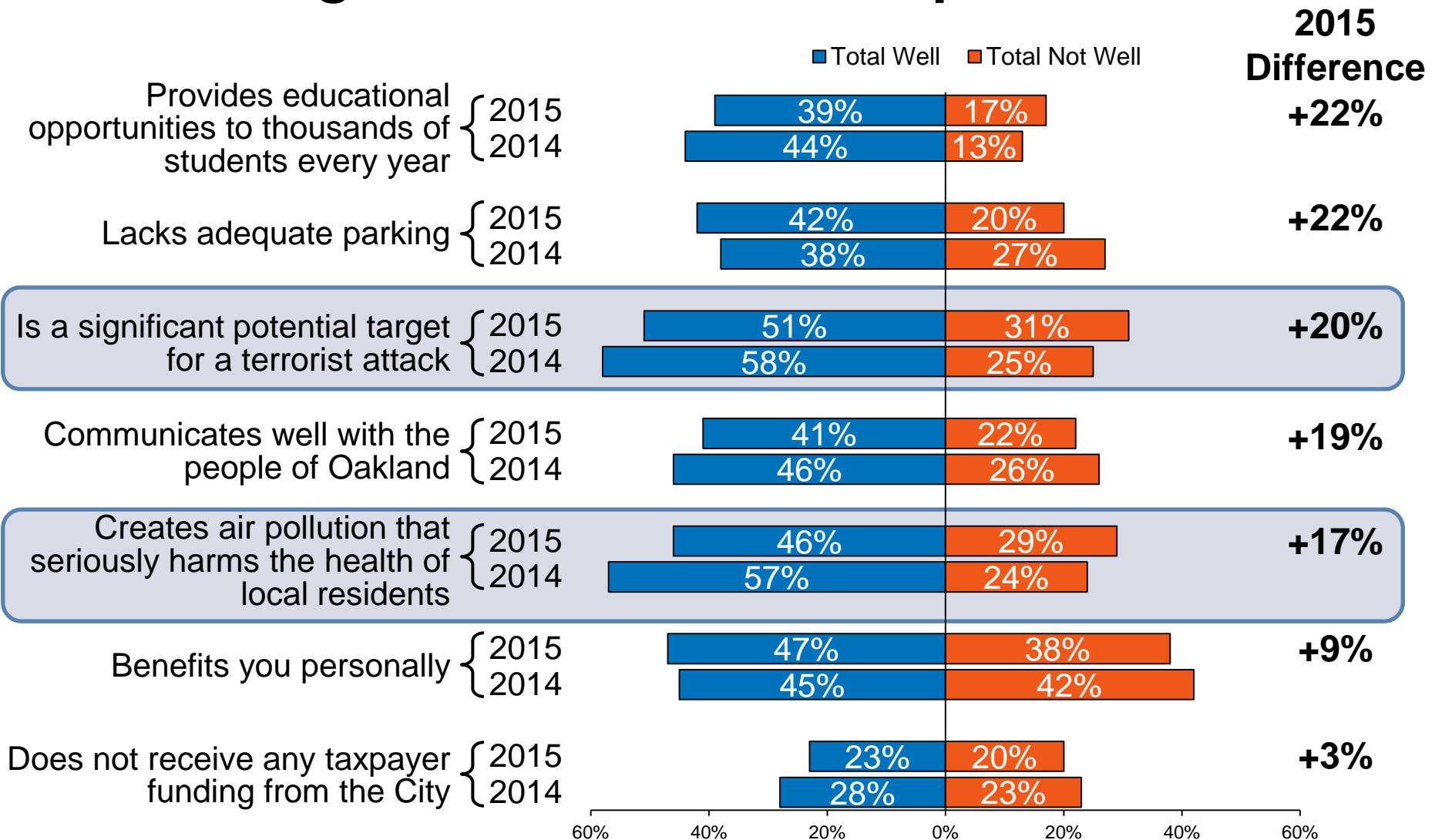
Fewer neighbors have an opinion about the Port's care for the waterfront.



There has been a nine-point drop in perceptions of the Port's social responsibility.



Voters are less likely to rate the Port a terrorist target or a source of air pollution.



Changes in Perception of the Port, by Community

(Total % Well)

Organizations	Local Business Area		Local Impact Area		Alameda		Emeryville		San Leandro		Oakland	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Highly important for the region's economy	80%	84%	89%	87%	91%	85%	82%	84%	82%	90%	91%	87%
Is the point of entry for much of the consumer goods sold in the East Bay	76%	80%	78%	80%	76%	84%	80%	70%	85%	87%	77%	79%
Provides a large number of jobs to Bay Area residents	76%	78%	75%	74%	76%	81%	73%	74%	88%	80%	72%	71%
Provides a large number of jobs to local residents	76%	77%	75%	75%	65%	67%	66%	65%	79%	81%	77%	75%
Is a major source of jobs for local residents	73%	76%	75%	71%	77%	80%	72%	63%	80%	78%	73%	68%
Is one of the busiest ports in the United States	71%	72%	77%	79%	75%	74%	75%	79%	80%	84%	78%	80%
Generates hundreds of millions of dollars in tax revenue each year	72%	71%	76%	71%	69%	67%	59%	72%	79%	83%	78%	70%
Creates traffic congestion on freeways	66%	67%	65%	65%	61%	70%	67%	58%	76%	74%	63%	63%

Changes in Perception of the Port, by Community *(Cont.)*

(Total % Well)

Organizations	Local Business Area		Local Impact Area		Alameda		Emeryville		San Leandro		Oakland	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Helps build and improve Oakland's reputation around the world	65%	63%	73%	65%	75%	71%	51%	74%	82%	70%	73%	62%
Needs to be developed into a more upscale, attractive area	62%	61%	67%	58%	70%	58%	70%	50%	67%	61%	66%	58%
Provides a picturesque, scenic view	56%	60%	72%	72%	66%	55%	62%	58%	79%	73%	72%	76%
Creates traffic congestion in surrounding neighborhoods	62%	60%	59%	64%	47%	61%	49%	47%	68%	68%	60%	65%
Is a major source of air pollution	55%	59%	65%	60%	57%	55%	69%	55%	67%	60%	66%	62%
Is committed to diversity	54%	57%	62%	58%	54%	59%	39%	60%	65%	59%	64%	57%
Is dangerous at night	52%	54%	56%	53%	60%	60%	63%	44%	67%	64%	53%	50%
Is a good neighbor to surrounding communities	54%	52%	60%	57%	60%	53%	62%	59%	68%	64%	59%	57%
Takes good care of the waterfront	55%	51%	67%	62%	70%	57%	62%	53%	69%	77%	67%	61%
Is a significant potential target for a terrorist attack	58%	51%	59%	51%	53%	45%	51%	48%	67%	65%	58%	50%

Changes in Perception of the Port, by Community *(Cont.)*

(Total % Well)

Organizations	Local Business Area		Local Impact Area		Alameda		Emeryville		San Leandro		Oakland	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Benefits you personally	43%	47%	52%	47%	43%	46%	49%	60%	49%	60%	54%	44%
Operates in a socially responsible way	60%	46%	59%	56%	56%	55%	57%	61%	57%	71%	60%	53%
Creates air pollution that seriously harms the health of local residents	57%	44%	59%	55%	65%	54%	56%	48%	60%	50%	58%	57%
Uses local contractors and firms in its work	50%	44%	52%	45%	41%	38%	46%	44%	68%	58%	51%	44%
Is responsive to community concerns	49%	43%	51%	48%	51%	41%	43%	55%	59%	61%	49%	46%
Has programs in place to reduce environmental impacts to its neighbors	47%	42%	47%	47%	38%	33%	43%	44%	60%	59%	46%	47%
Lacks adequate parking	36%	41%	43%	45%	41%	34%	42%	48%	46%	50%	44%	46%
Communicates well with the people of Oakland	45%	39%	48%	48%	49%	41%	29%	51%	59%	52%	47%	49%
Provides educational opportunities to thousands of students every year	43%	39%	47%	38%	46%	25%	39%	32%	59%	48%	45%	38%
Does not receive any taxpayer funding from the City	27%	22%	33%	28%	30%	21%	16%	42%	28%	40%	35%	27%

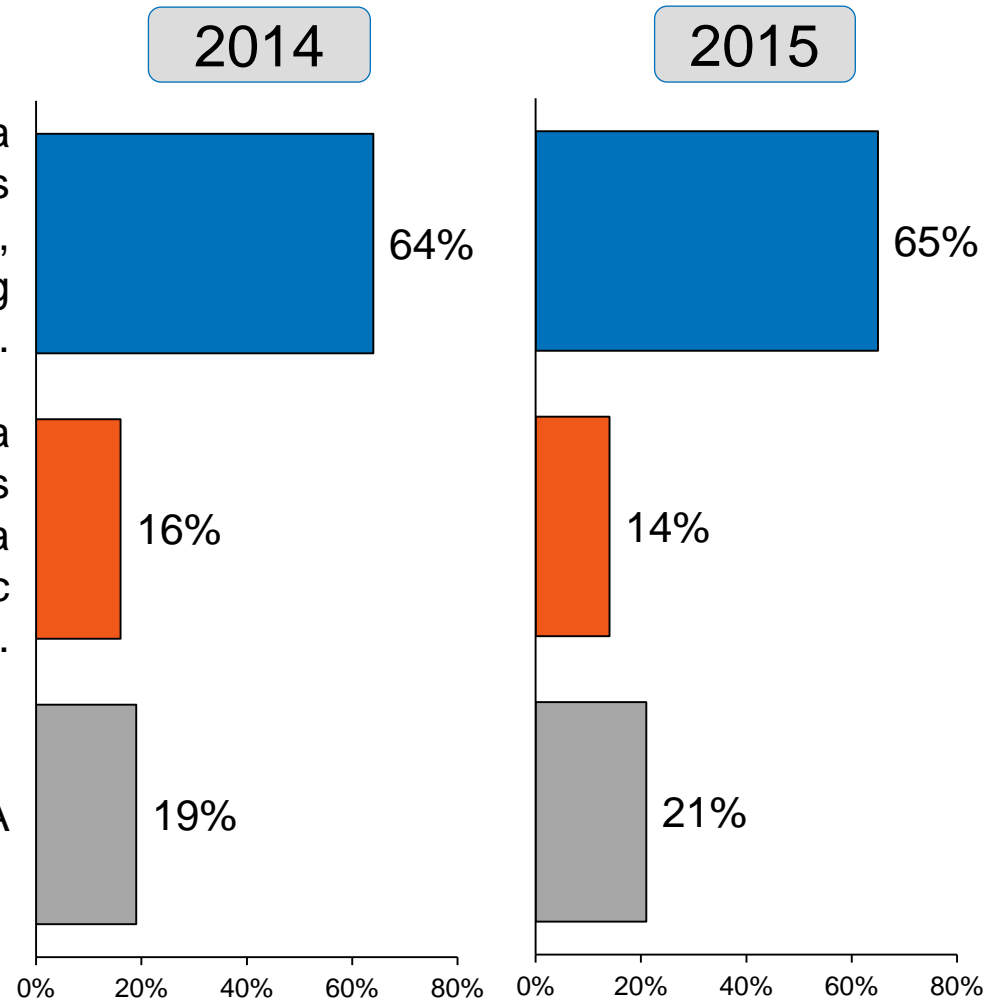
Given arguments on both sides, two-thirds continue to say that the Port has a net positive impact on surrounding communities.

In general, the Port of Oakland has a **positive** impact on surrounding communities by generating tax revenues, creating jobs, investing in important projects, and utilizing local firms in its development projects.

OR

In general, the Port of Oakland has a **negative** impact on surrounding communities by generating harmful pollution, creating a noisy environment, and causing traffic congestion.

Both/Neither/DK/NA



That perception has held steady across lines of party, gender and age...

Demographic Group	2014			2015		
	Positive Impact	Negative Impact	Both/Neither/DK/NA	Positive Impact	Negative Impact	Both/Neither/DK/NA
Gender						
Men	68%	16%	16%	68%	13%	19%
Women	61%	17%	23%	62%	15%	23%
Party						
Democrats	62%	17%	21%	66%	14%	20%
Independents	68%	15%	17%	62%	17%	20%
Republicans	65%	17%	18%	66%	8%	26%
Democrats by Age						
18-49	67%	14%	19%	64%	13%	23%
50+	59%	18%	23%	67%	16%	17%
Independents by Age						
18-49	62%	19%	19%	56%	20%	24%
50+	77%	9%	14%	73%	13%	14%
Republicans by Age						
18-49	53%	28%	18%	72%	4%	25%
50+	70%	12%	18%	64%	10%	26%

...among voters of all ethnic backgrounds...

Demographic Group	2014			2015		
	Positive Impact	Negative Impact	Both/Neither/DK/NA	Positive Impact	Negative Impact	Both/Neither/DK/NA
Ethnicity						
Latinos	57%	19%	24%	66%	15%	18%
African-Americans	63%	23%	14%	59%	25%	17%
Asians/Pacific Islanders	78%	5%	17%	65%	11%	24%
Whites	65%	15%	20%	66%	12%	22%
Voters of Color	64%	18%	18%	64%	17%	19%
Voters of Color by Gender						
Men	71%	16%	13%	68%	16%	16%
Women	57%	20%	22%	61%	17%	22%
Voters of Color by Age						
18-49	65%	18%	17%	60%	18%	22%
50+	63%	18%	19%	70%	14%	15%

...and across income levels and geographic areas.

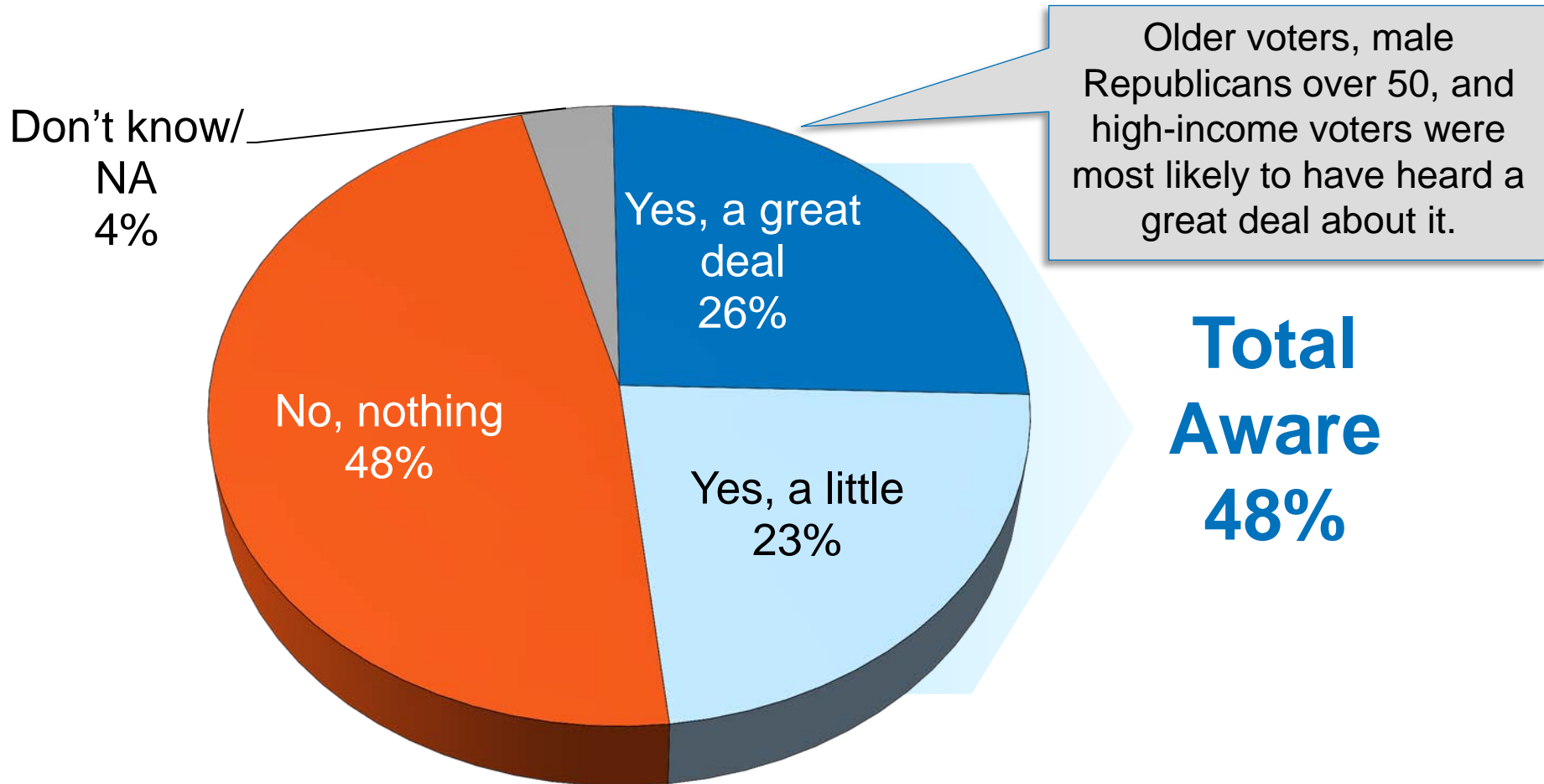
Demographic Group	2014			2015		
	Positive Impact	Negative Impact	Both/Neither/DK/NA	Positive Impact	Negative Impact	Both/Neither/DK/NA
Income						
<\$30,000	63%	19%	18%	71%	15%	15%
\$30,000-\$60,000	68%	16%	16%	60%	17%	23%
\$60,000-\$100,000	67%	16%	16%	67%	19%	14%
\$100,000+	70%	17%	13%	68%	13%	19%
Sample						
Local Business Area	64%	16%	20%	66%	12%	21%
Local Impact Area	65%	16%	19%	60%	20%	20%
City						
Alameda	65%	16%	19%	61%	21%	18%
Emeryville	50%	18%	31%	59%	13%	28%
San Leandro	69%	16%	16%	64%	20%	16%
Oakland	65%	16%	18%	60%	20%	21%



Views of the Labor Slowdown

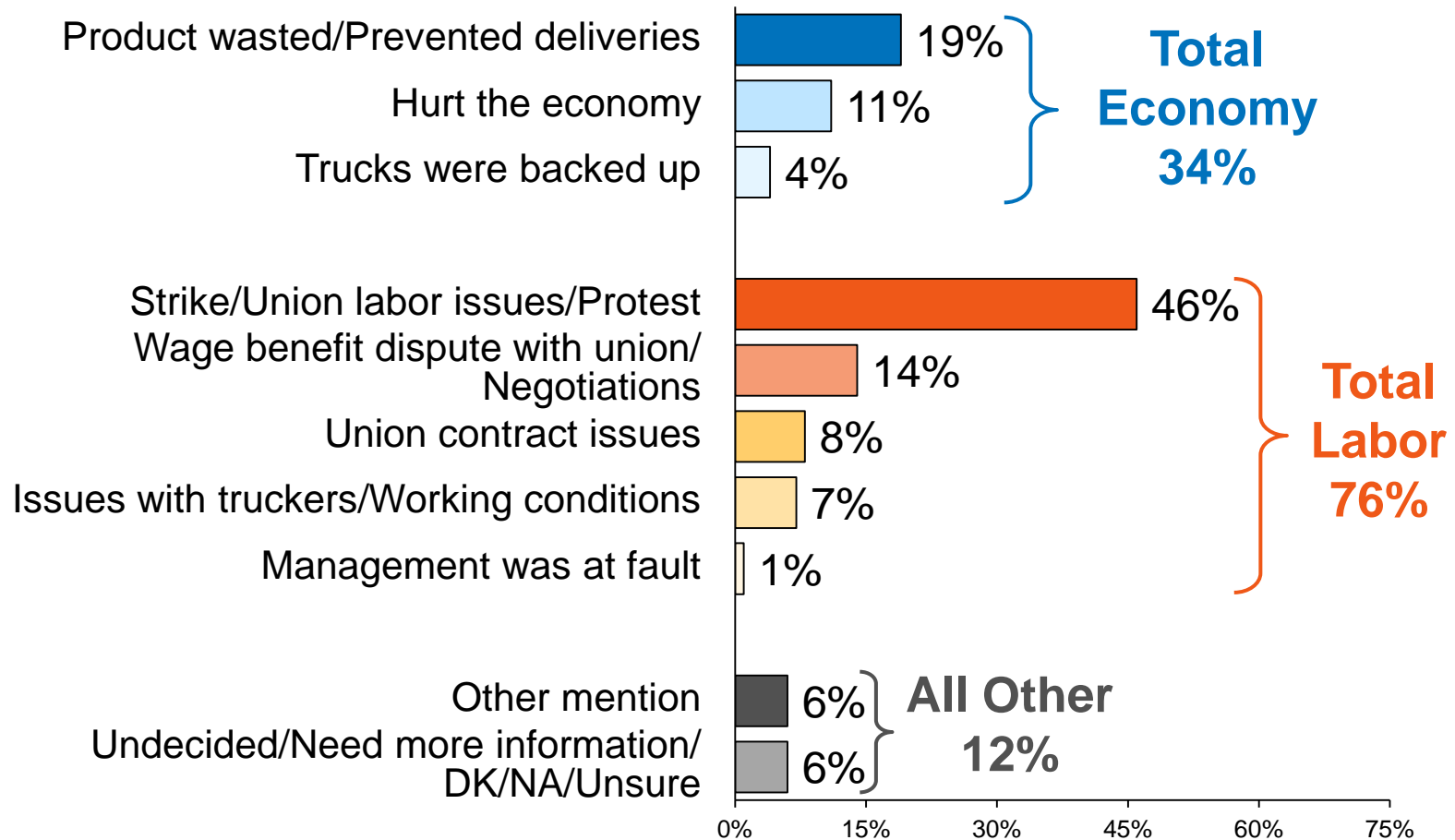
About half of respondents heard about the labor slowdown.

Have you seen, heard, or read anything about a labor slowdown that affected the Port of Oakland over the past nine months?



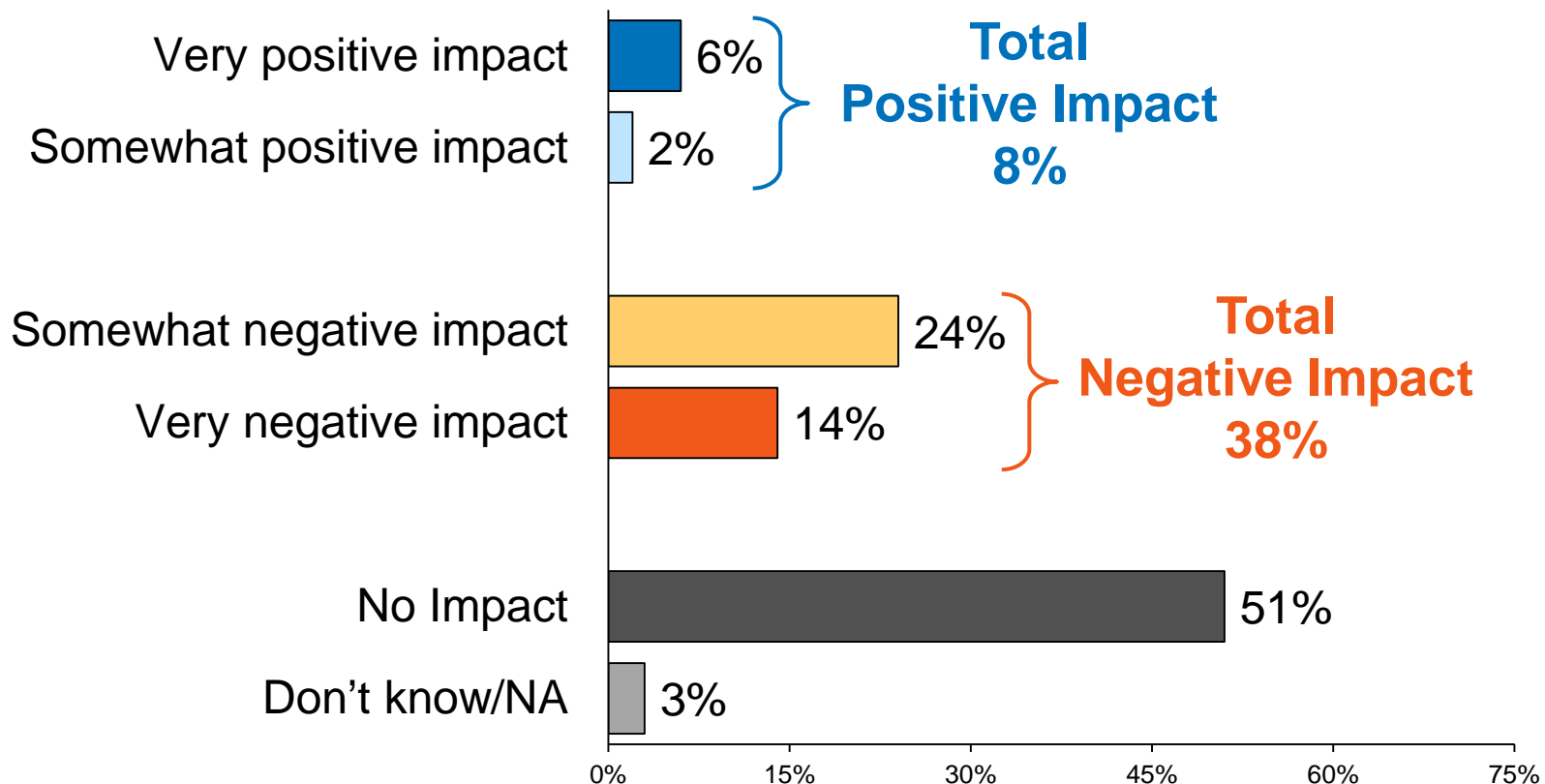
Most who had heard about it made some reference to conflicts with labor.

In a few words of your own, what did you hear about the slowdown?



More than one-third said that the slowdown affected them negatively.

How would you characterize the impact that the slowdown at the Port of Oakland had on you personally: would you say it had a positive impact, no impact, or a negative impact?



GOP residents were most likely to report a negative impact.

Demographic Group	Negative Impact	% of Sample
All Voters	38%	100%
Republicans Ages 18-49	69%	6%
Republican Men	56%	11%
Republicans	55%	18%
Republican Women	53%	7%
Interviewed in Chinese	50%	5%
Four-year College Graduates	48%	36%
Republicans Ages 50+	48%	12%

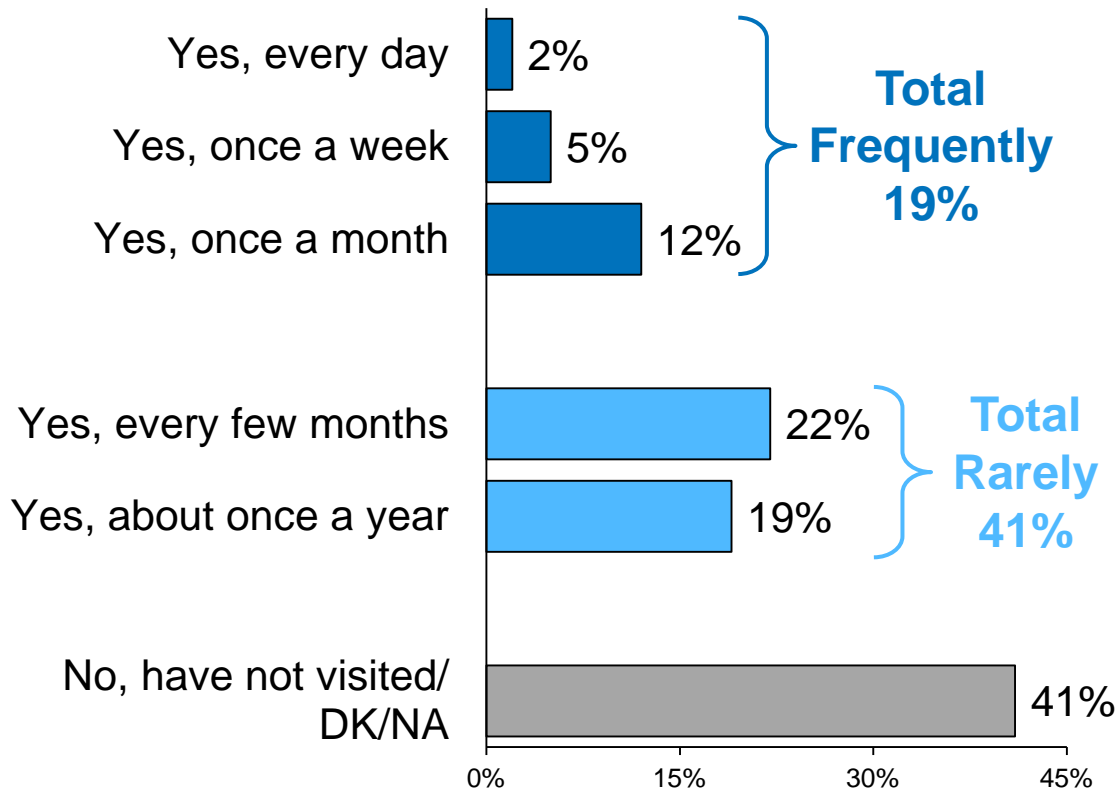


Views of Jack London Square

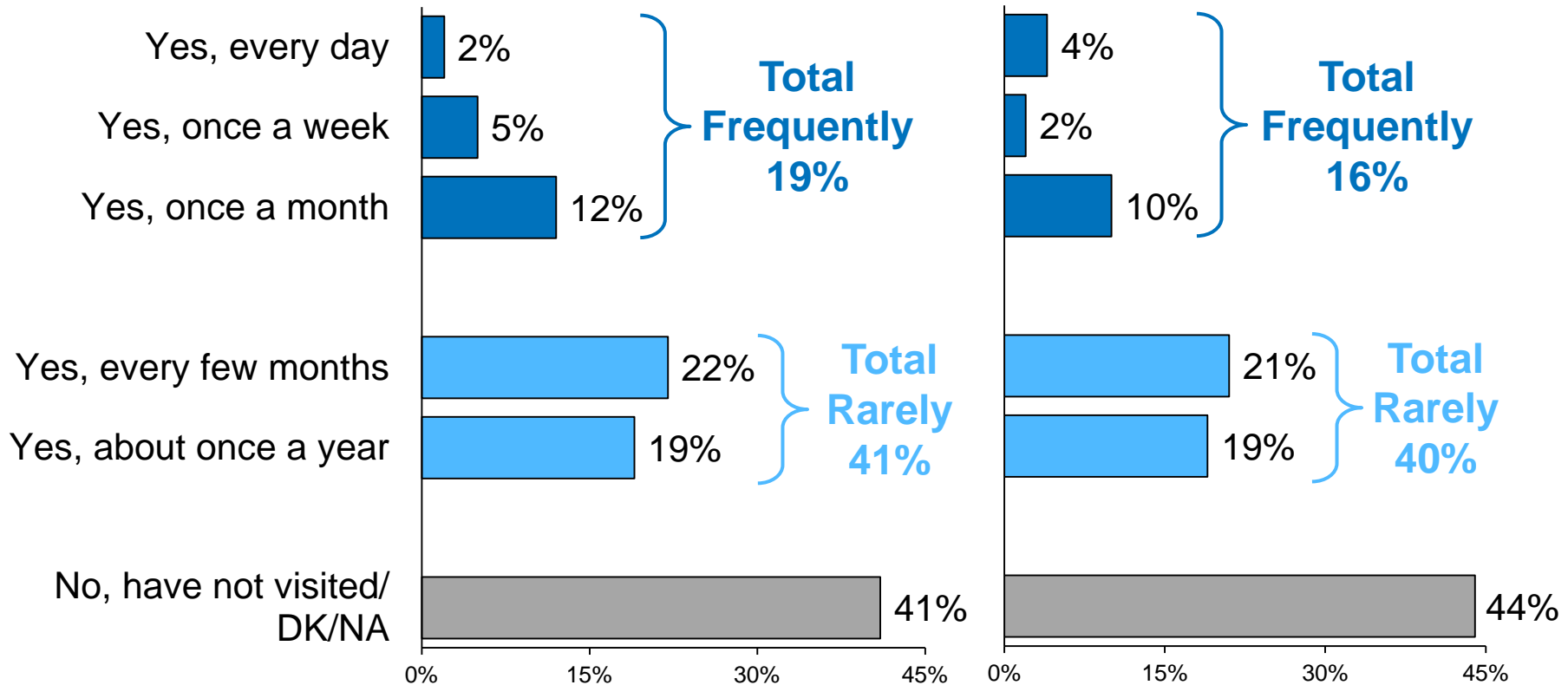
Jack London Square is a popular (though only occasional) destination for members of the community.

Over the past year, have you visited the Jack London Square area?

2014

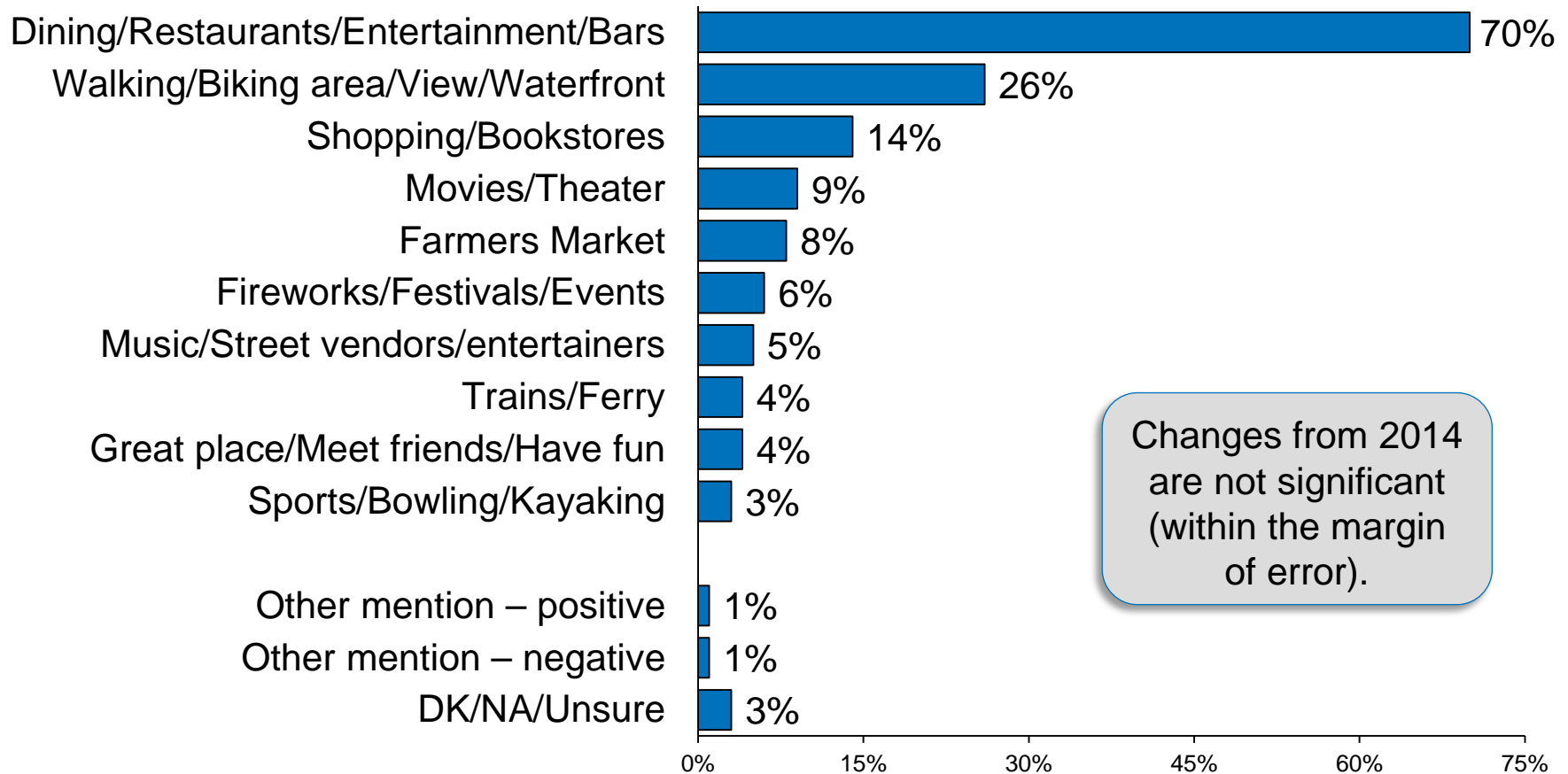


2015

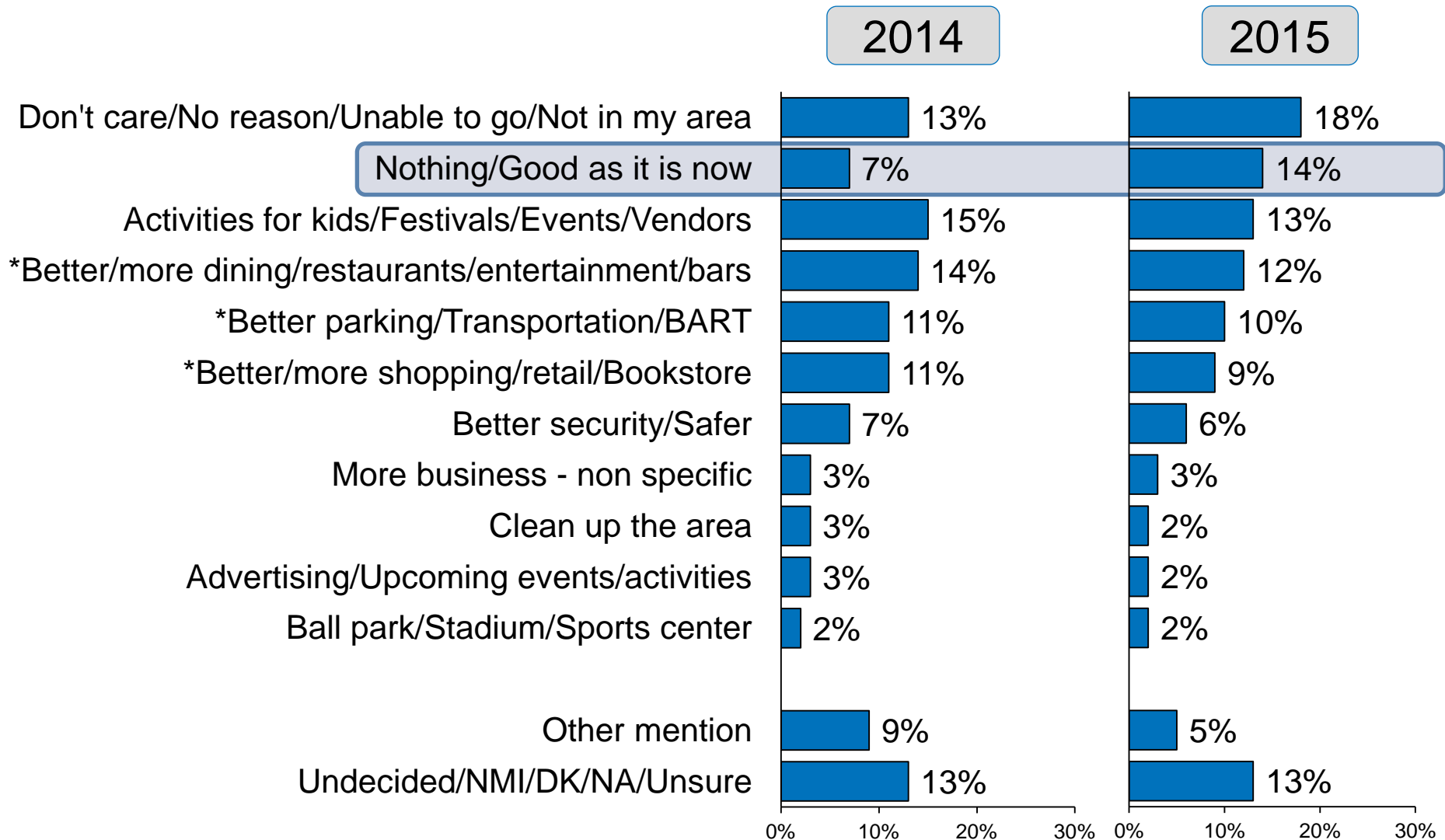


Port neighbors are most likely to visit Jack London Square for dining and other evening entertainment.

In a few words of your own, what are some of your favorite activities in Jack London Square?



An increasing share say they can think of no improvements to Jack London Square.

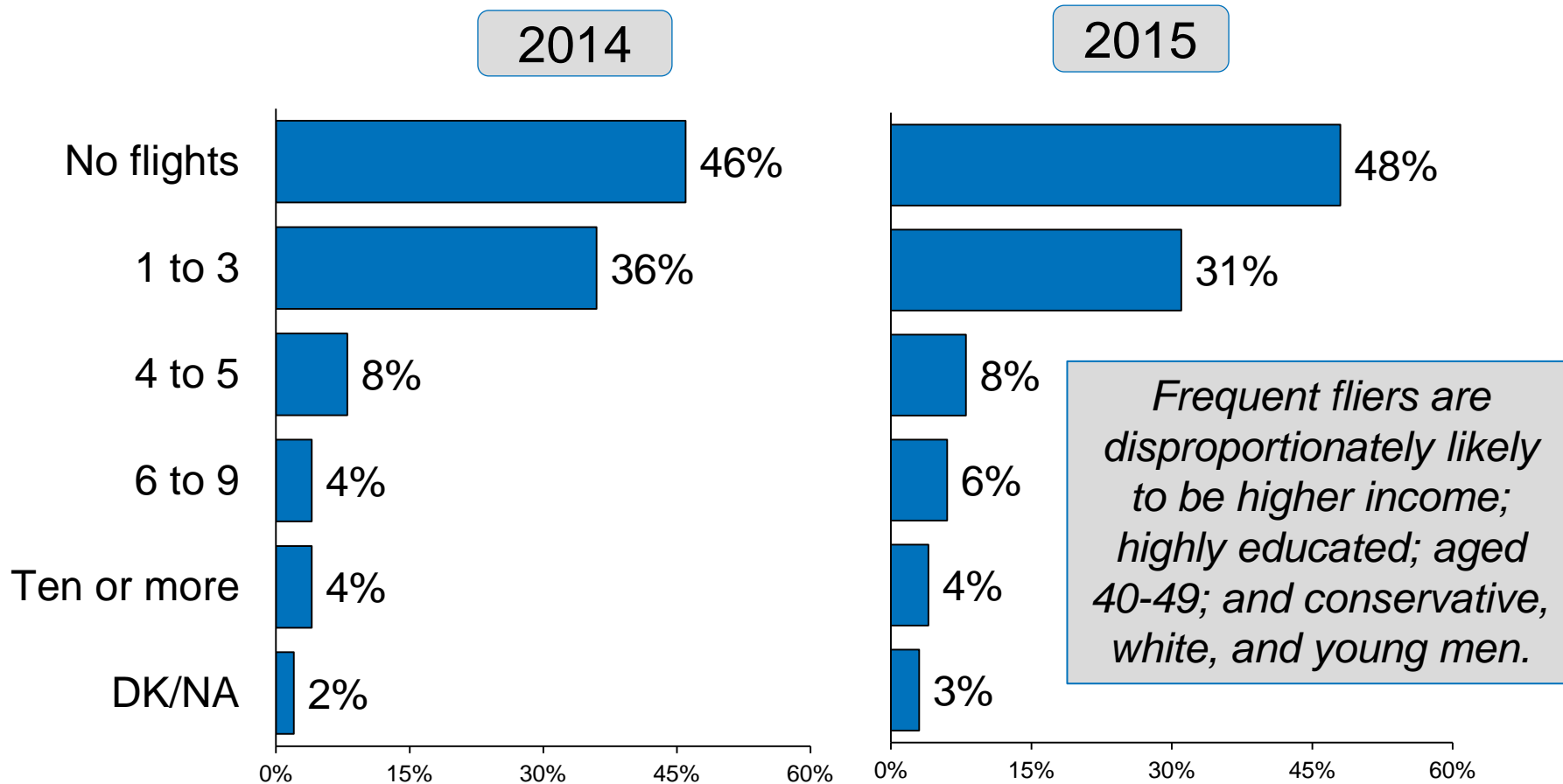




Views of the Oakland International Airport

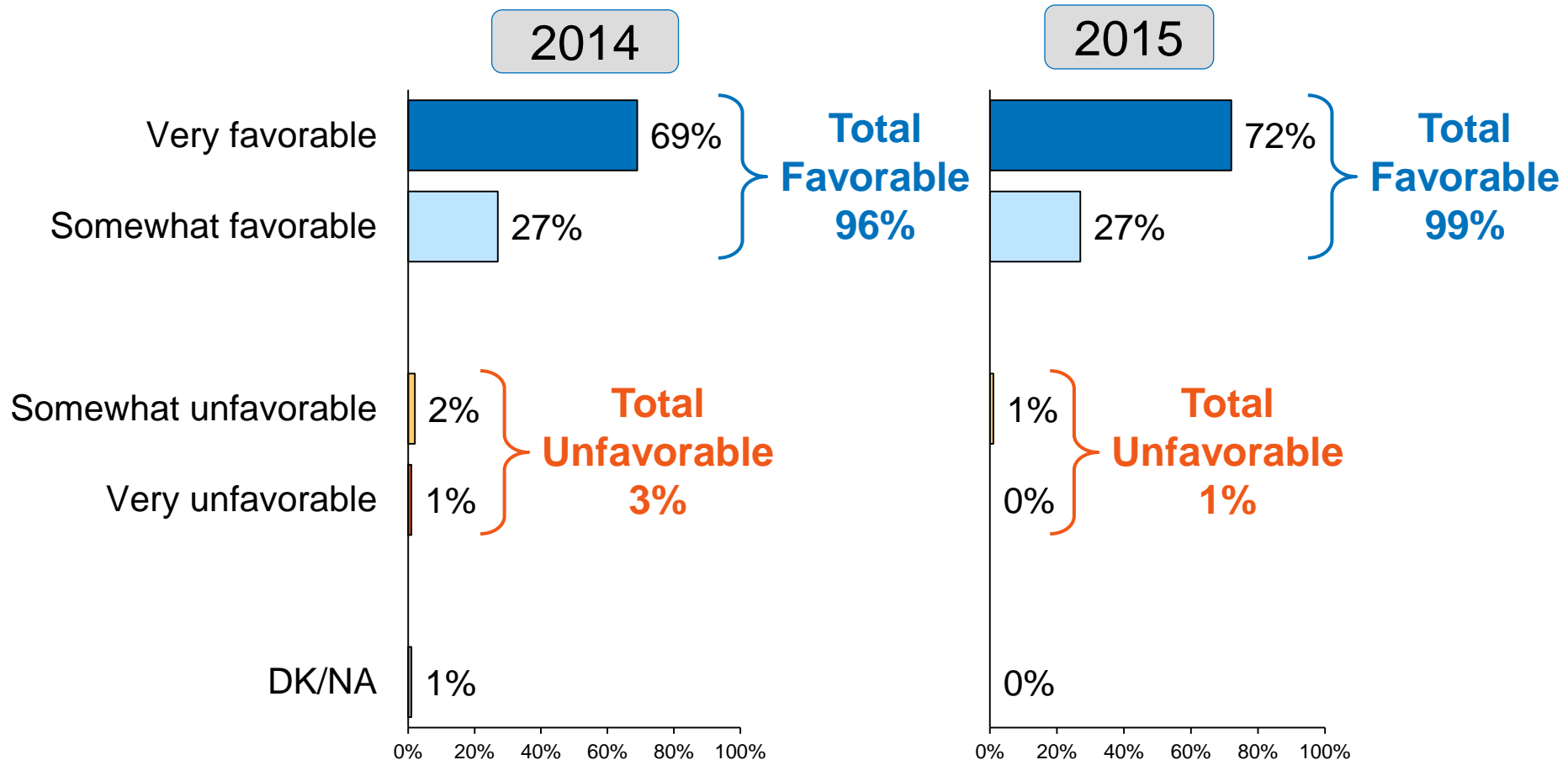
A plurality of Port neighbors has never used the Oakland International Airport, and those who have are most likely to be infrequent fliers.

Over the past year, have you taken any airplane flights that departed from or arrived at the Oakland International Airport?

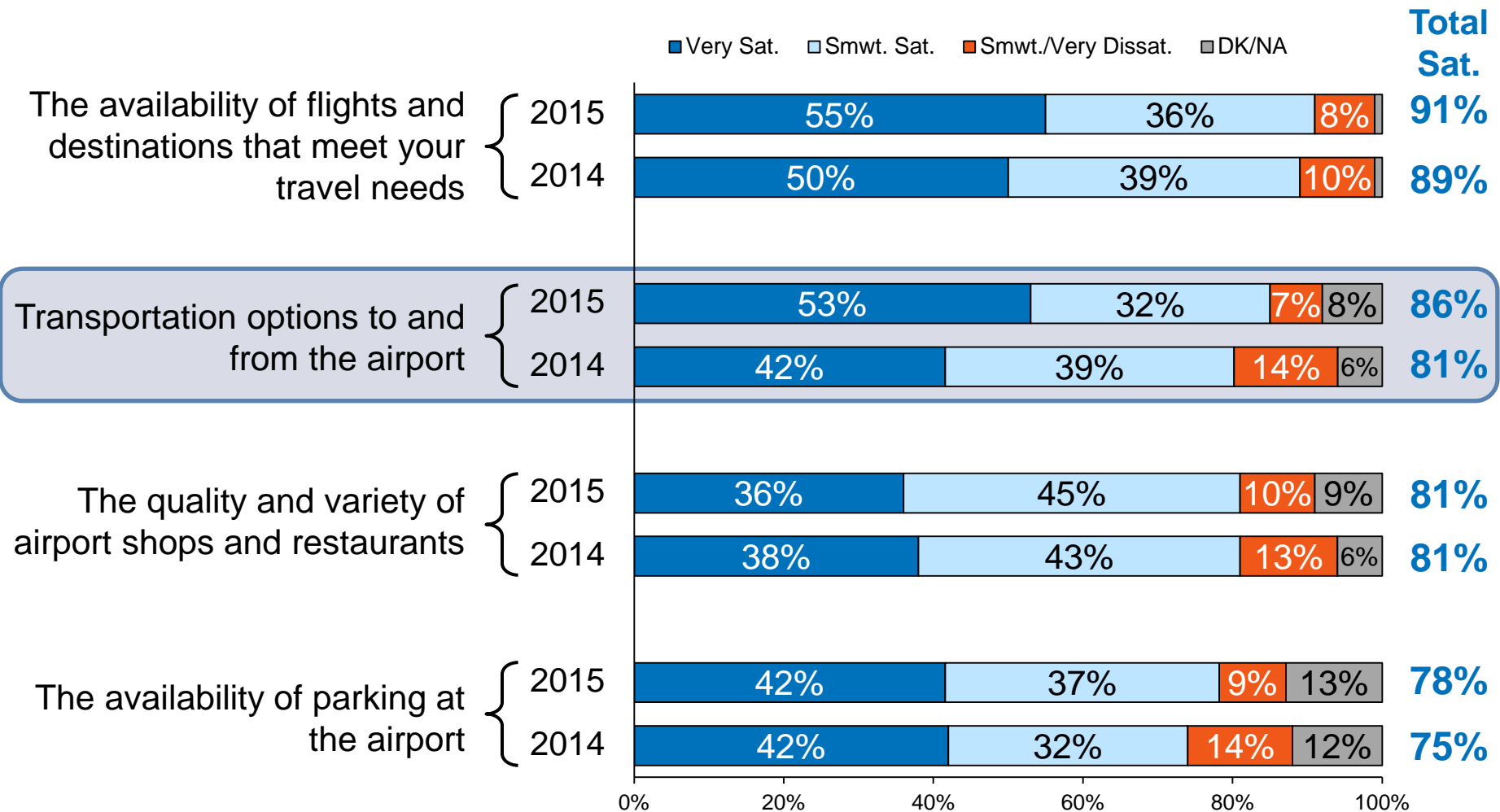


Among users, views of the Airport remain overwhelmingly positive.

Was your impression of the Oakland International Airport favorable or unfavorable?

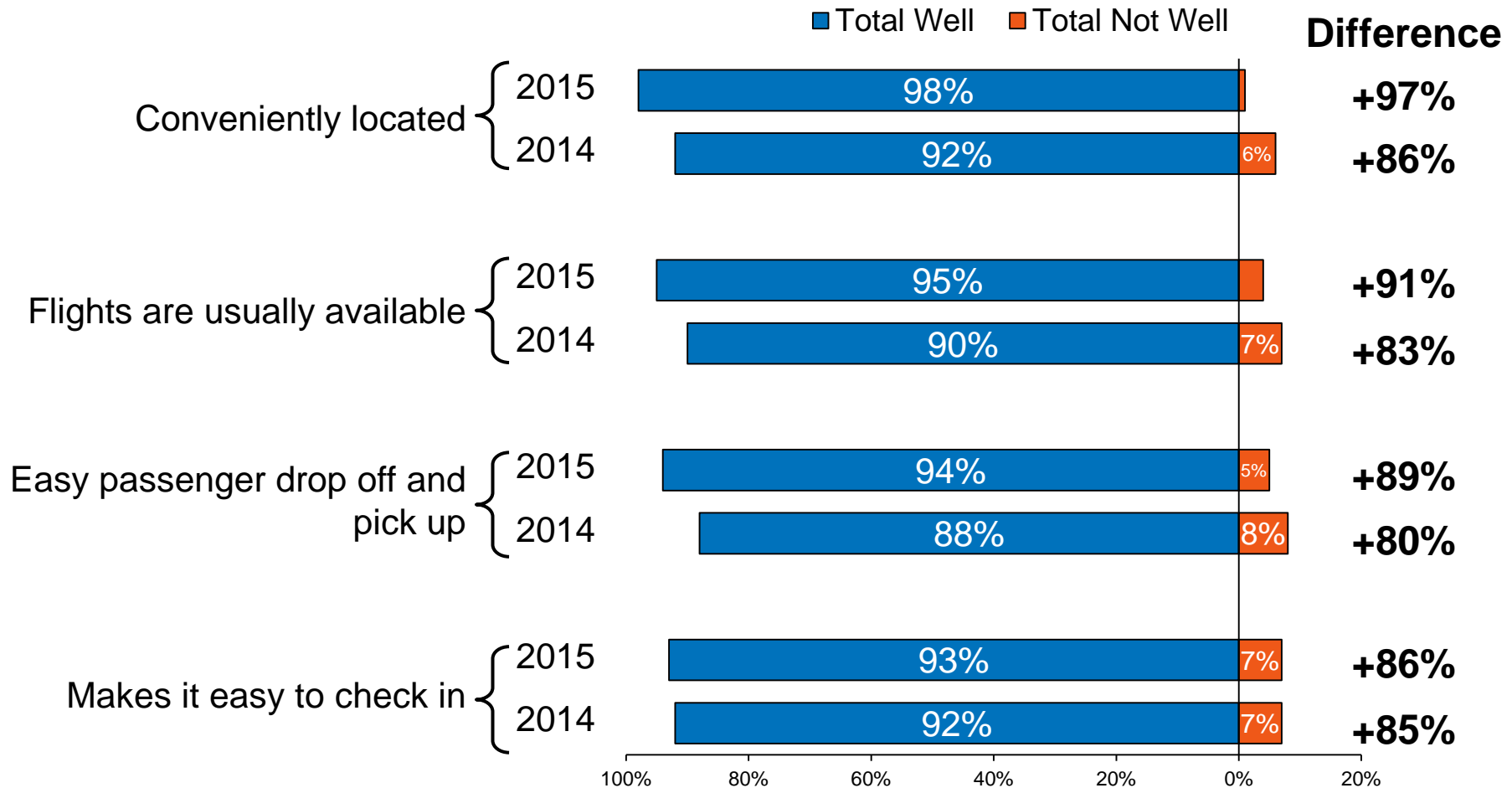


Users offer notably higher marks to transportation to and from the Airport.



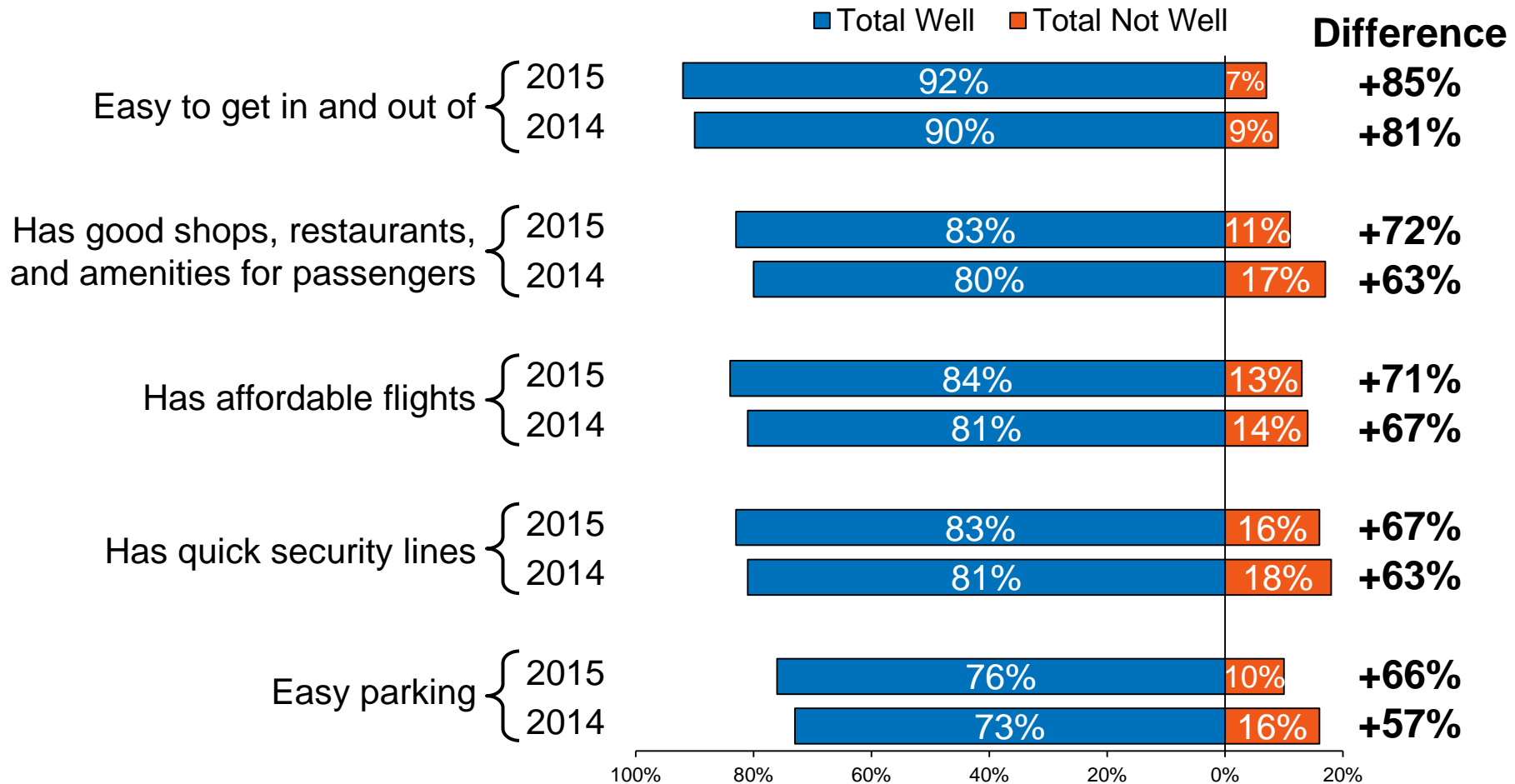
Perceptions of the Airport among users have grown modestly more positive.

I am going to give you some words and phrases. Please tell me how well that phrase describes Oakland International Airport.



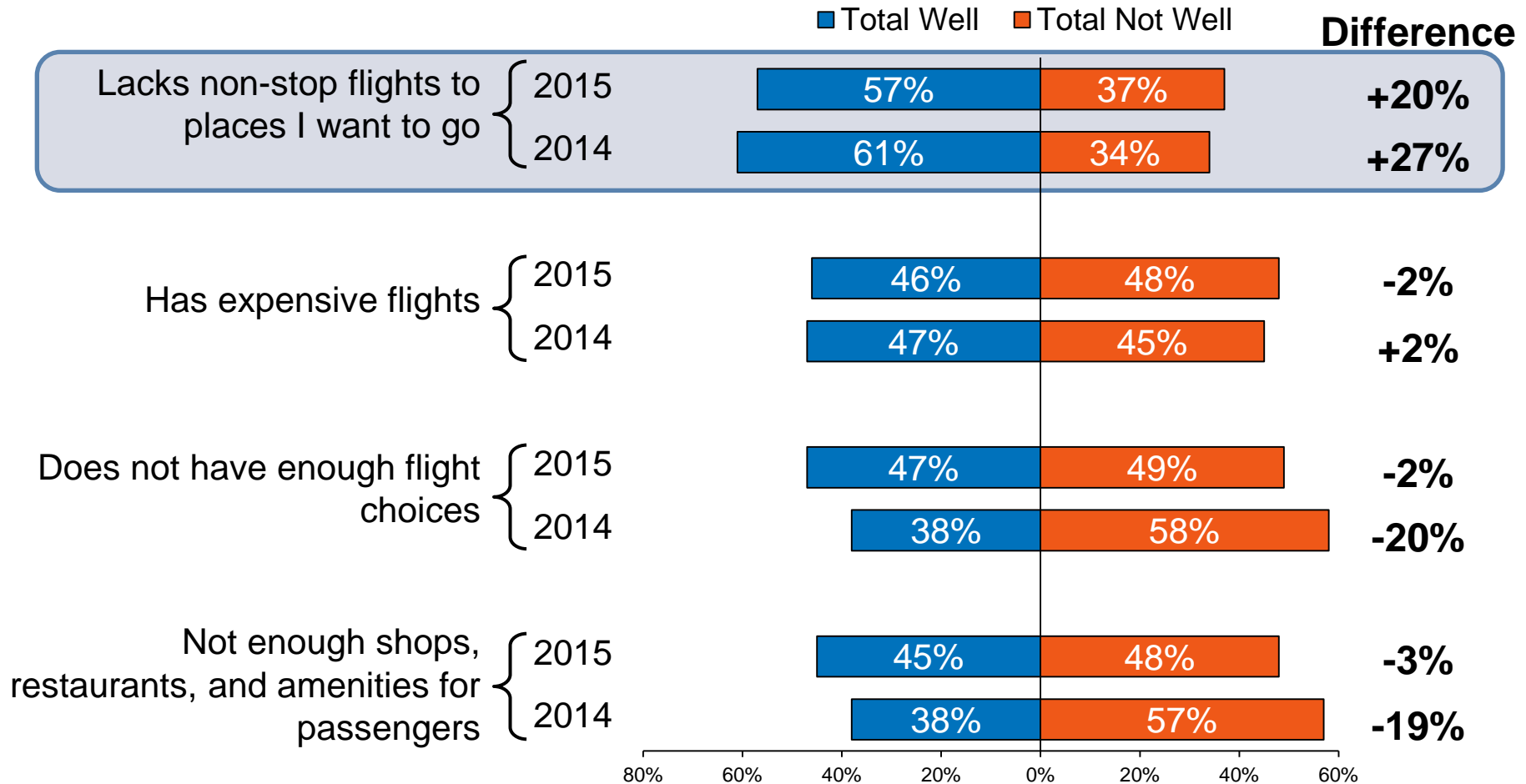
Users continue to see it as easy to reach and affordable.

I am going to give you some words and phrases. Please tell me how well that phrase describes Oakland International Airport.



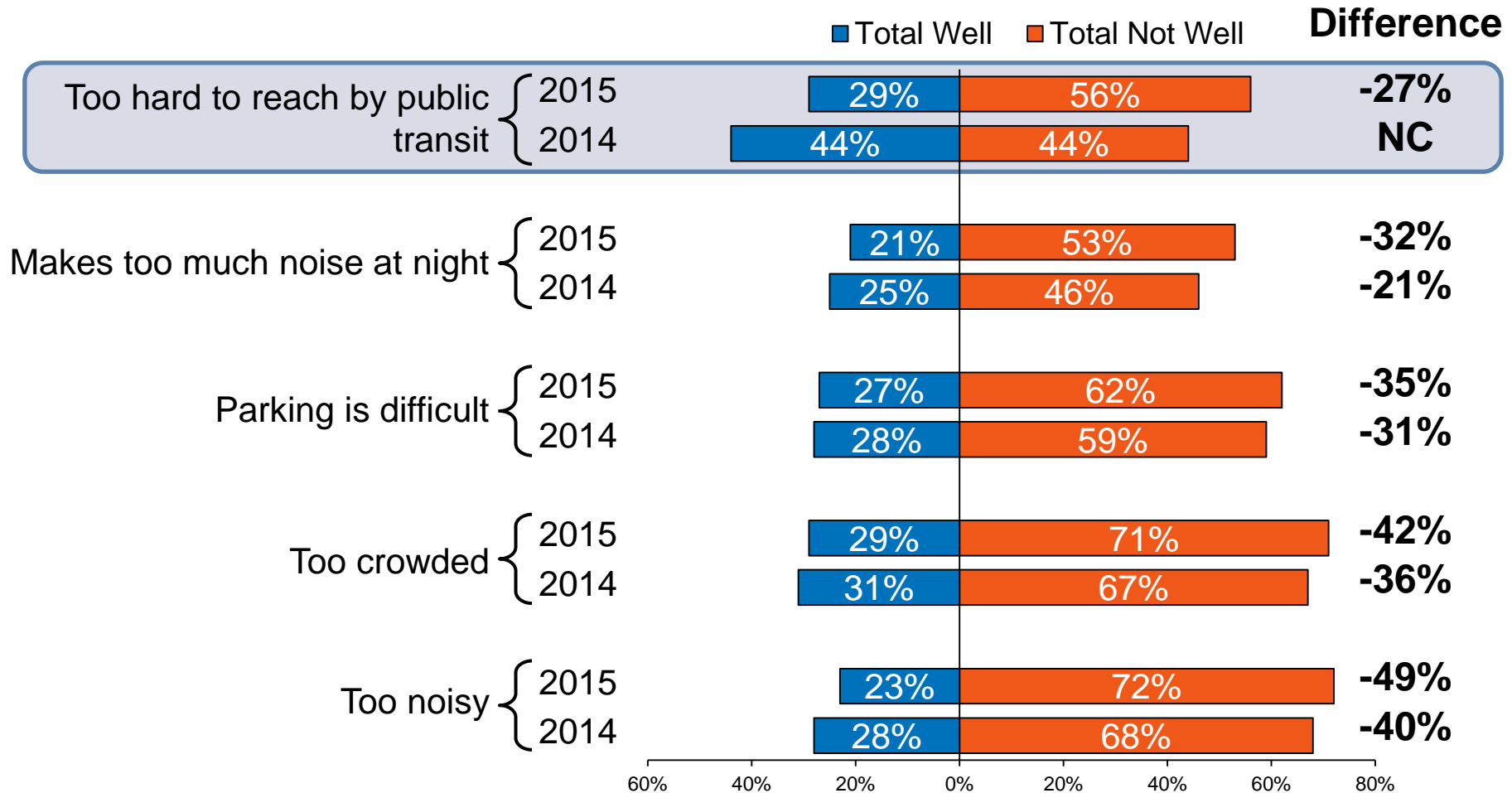
The one pervasive criticism, as last year, is a lack of non-stops to key destinations.

I am going to give you some words and phrases. Please tell me how well that phrase describes Oakland International Airport.



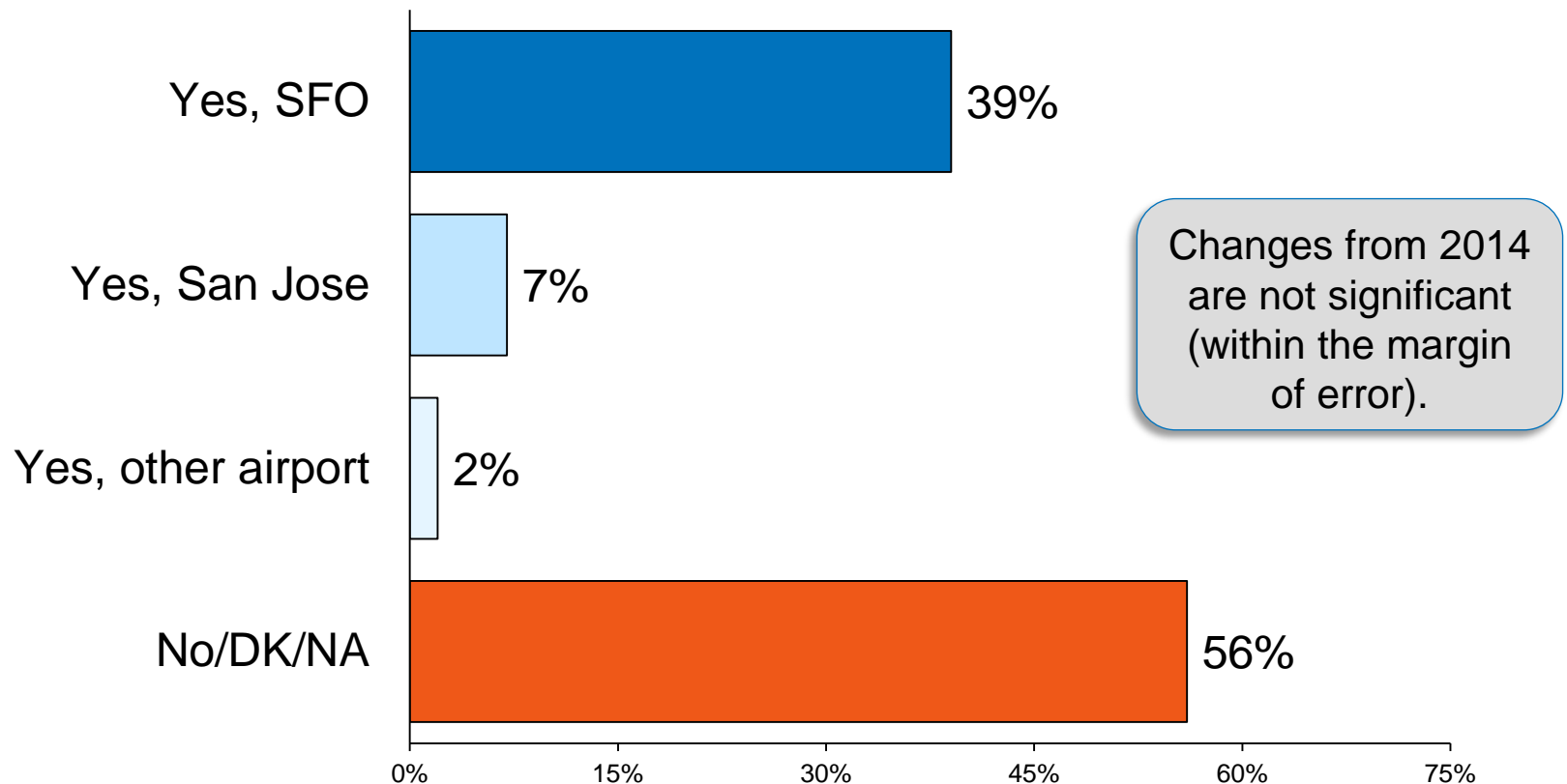
The proportion who see it as hard to reach via public transit has dropped sharply.

I am going to give you some words and phrases. Please tell me how well that phrase describes Oakland International Airport.



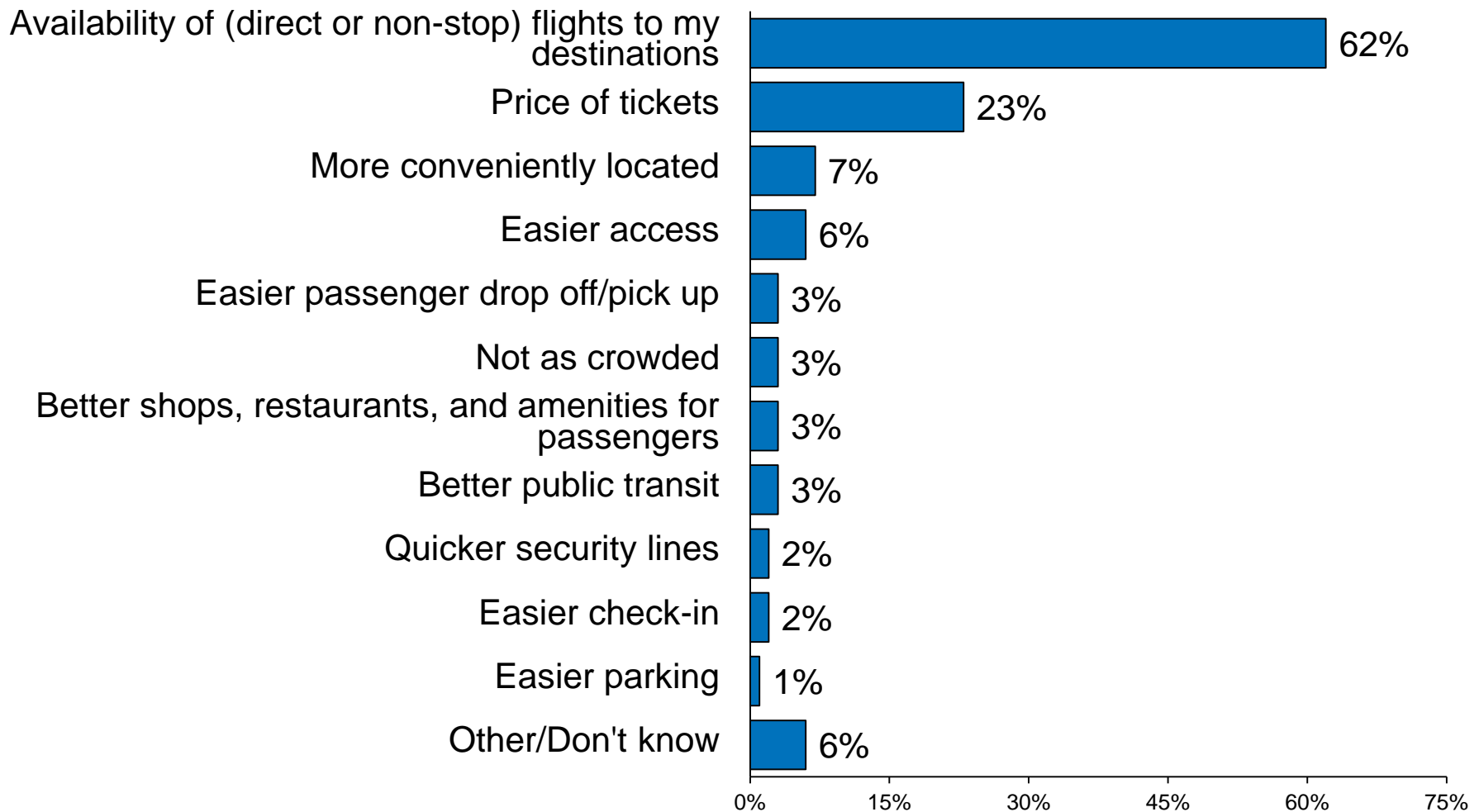
While a majority of Port neighbors have not used another airport recently, a substantial number have flown to or from SFO...

Over the past year, have you taken any airplane flights that departed from or arrived at a Bay Area airport other than Oakland International Airport?



... mostly because of the availability of flights to and from their destinations.

What were your reasons for using an airport other than Oakland International Airport?

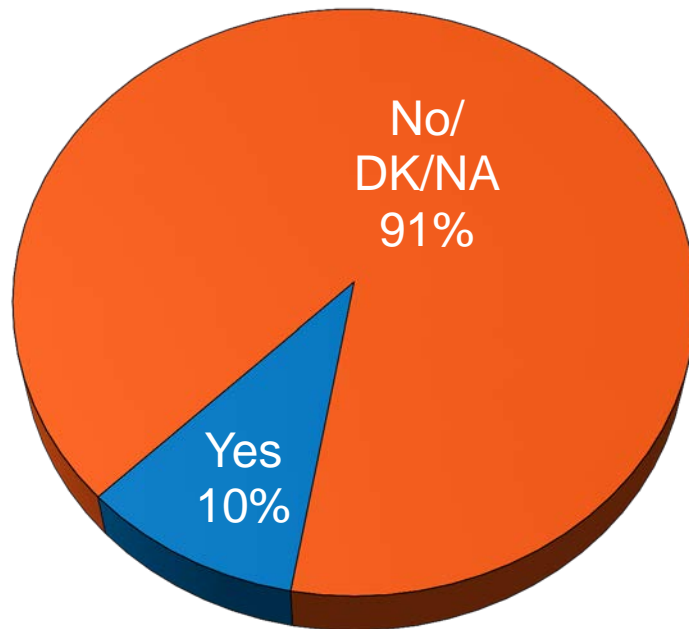




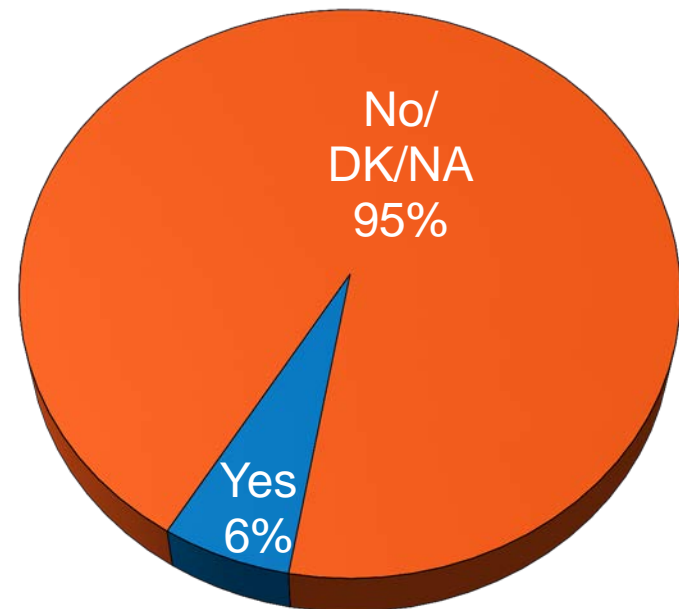
Communicating with the Port's Neighbors

Very few Port neighbors have ever been to the Port's website or followed it on social media.

Have you ever visited the Port of Oakland's website?

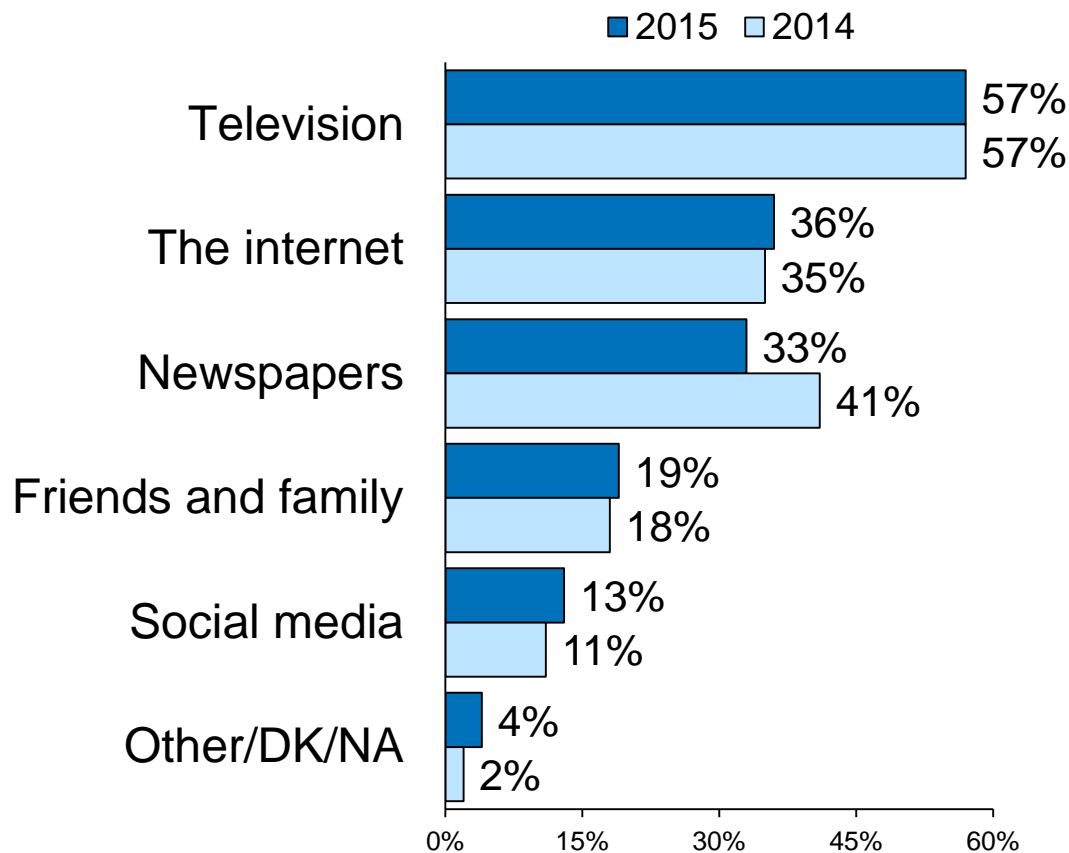


Have you ever viewed or followed the Port of Oakland's posts on social media – including Facebook, Twitter, or YouTube?

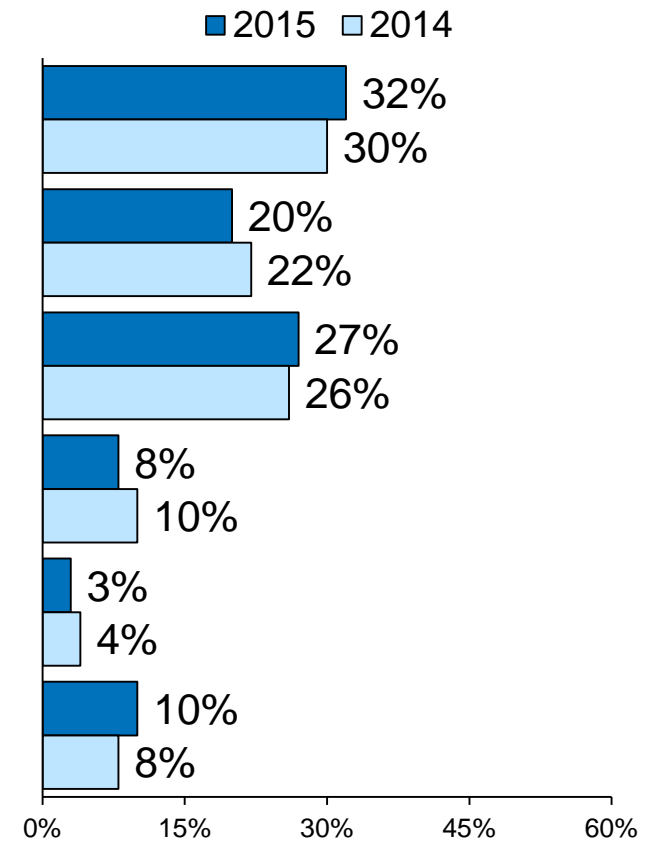


Port neighbors are most likely to get their news from the internet or TV.

Where do you typically get your news about local government and politics?



Which of these sources do you think is the most trustworthy and reliable source of news and information about local government and politics?



Key Findings on the Demographics of News Consumption

- In 2014, 41% of respondents said they got news from the newspaper; this year, that proportion has dropped to just one-third.
- Two-thirds of those without a college education and with lower incomes say they get their news from TV. College-educated and high-income respondents are about equally likely to use TV and the Internet (just under 50%).
- Whites are more likely to read the newspaper or use the Internet, while voters of color are more likely to watch TV.
- San Leandro and Oakland residents are most likely to get their news on television; Alameda voters are most likely to get it online.

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