

**CITY OF ALAMEDA**  
Memorandum

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**OFF-AGENDA**

To: Honorable Mayor and  
Members of the City Council

From: Debra Kurita  
City Manager *PK*

Date: June 5, 2007

Re: Results from Community-wide Survey Conducted in Conjunction with  
the Economic Development Strategic Plan Update

CITY OF ALAMEDA  
CITY CLERK'S OFFICE

**BACKGROUND**

The Economic Development Commission (EDC), in conjunction with City staff, is preparing an update to the Economic Development Strategic Plan (EDSP) to reflect the City's changed economic and development trends and public policies. It has been more than five years since the City Council accepted the ten-plus year strategic plan in July 2000 and subsequently approved an implementation program in March 2001.

As part of its public participation process for the EDSP update, the City selected Strategy Research Institute (SRI) to develop and conduct a 15-minute scientific telephone survey of 400 local residents (200 residents from the community at large and 200 registered voters), and analyze the results of the survey using both descriptive and advanced statistical methods. SRI's findings are presented in the attached final report.

All of the research, stakeholder opinions, and public workshop comments gathered as part of this community outreach process, including the results of the survey, will be incorporated into the EDSP update. They will also be used as a guide for defining the EDC's and the Development Service Department's future economic development goals and priorities.

**DISCUSSION**

SRI reviewed the EDSP and related policy documents to create the survey instrument. SRI also worked with the City to identify research questions for the survey based on information gathered from meetings with City staff, direction from the EDC, as well as information collected from the community workshops and stakeholder interviews. The research questions focused on ascertaining local residents' specific priorities on a broad range of City economic development activities. SRI carefully developed the questionnaire, which was reviewed and endorsed by the EDC in November 2006.

The survey showed strong public support for initiatives to: relieve traffic congestion, continue progress to redevelop Alameda Point, develop and promote a Green City program, and support the Main Street shopping districts. The survey also revealed a preference for future mixed-use development along the Estuary and for Auto Row. The following provides a summary of some of the survey's findings on important issues.

**Transportation.** Traffic was the top un-prompted answer when residents were asked if there was a local issue that they were especially concerned about. (Traffic received 12 percent of the responses, with Alameda Point a close second with 10 percent.) Residents also ranked traffic congestion as the highest priority when they were read a list of local issues. Among a list of possible transportation-related proposals, residents gave their strongest support for a bus shuttle service to BART, followed by improved street connections to and from I-880, increased ferry service, and improved traffic signal timings.

**Alameda Point.** When asked specifically about Alameda Point, 82 percent agreed that redeveloping Alameda Point should be a high priority. Most residents emphasized a desire for more recreational amenities. There was little support for preserving historic buildings and pursuing the development of a resort-quality conference center at Alameda Point.

**Green City.** The survey revealed strong support to promote Alameda as a Green City as an economic development objective (with 87 percent approval) and to take deliberate steps to address global warming (77 percent approval).

**Main Streets.** There is also substantial support (81 percent approval) to continue to enhance shopping and entertainment opportunities in the Park Street and Webster Street commercial districts.

The survey also showed moderate support (items receiving less than 75 percent of both "strongly agree" and "somewhat agree" priority responses) for the following initiatives:

- Creating affordable housing (48 percent support);
- Developing a public plaza (51 percent);
- Sponsoring incubator facilities (52 percent); and
- Promoting the City's historic assets (66 percent).

**Next Steps.** SRI will present the survey findings at the June 21<sup>st</sup> EDC meeting. These findings are being incorporated into the EDSP update, which will be presented to the EDC, the Planning Commission, and the City Council later this year.

#### BUDGET CONSIDERATION/FINANCIAL IMPACT

There is no fiscal impact on the General Fund for the update to the July 2000 EDSP. Adequate resources are budgeted for a staff-supported effort to update the EDSP. The

Community Improvement Commission (CIC) approved SRI's contract for \$17,000, which was funded by Commercial Revitalization funds and will not impact the General Fund.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

The Community-wide Survey was conducted as part of the ongoing update of the Economic Development Strategic Plan (July 2000).

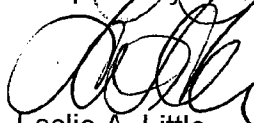
ENVIRONMENTAL REVIEW

The periodic update of the Economic Development Strategic Plan is categorically exempt under the California Environmental Quality Act (CEQA).

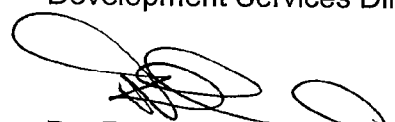
RECOMMENDATION

This report is for your information only.

Respectfully submitted,



Leslie A. Little  
Development Services Director



By: Dorene E. Soto  
Manager, Business Development Division



By: Eric Fonstein  
Economic Development Coordinator

DK/LAL/DES/EF:rv

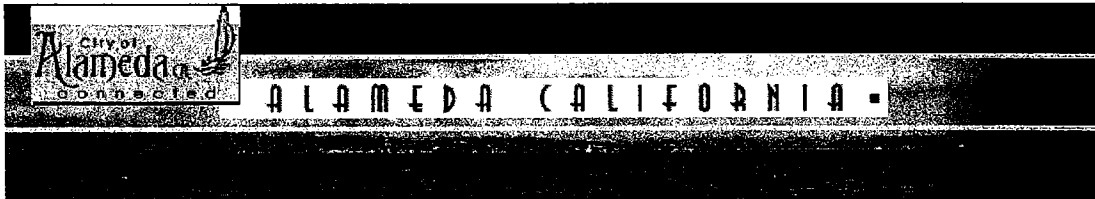
Attachment:

- 1) Developing a Strategic Plan for the Economic Development in the City of Alameda: A Scientific Survey of Local Voters and the Community At Large

cc: Assistant City Manager  
Deputy City Manager  
City Clerk  
Public Reference Binder

**Developing a Strategic Plan for...**

# **Economic Development in the City of Alameda**



**A Scientific Survey of Local Voters and the Community at Large**

**January/February 2007**

*In partnership with...*



Toll Free 800.224-7608

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**The Institute for  
CONSENSUS BUILDING**

**STRATEGY  
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## 1.0 Introduction

The City of Alameda's Economic Development Commission (EDC), in conjunction with City staff, is preparing an update to the **Economic Development Strategic Plan** (EDSP) to reflect the City's changed economic and development trends and public policies, over time. It has been more than five years since the City Council accepted the ten-plus year strategic plan in July 2000 and subsequently approved an implementation program in March 2001.

As part of its public participation process, the EDC hosted two public workshops on February 23, 2006 and March 2, 2006 to engage the community on specific ways to update the EDSP. The workshops included a status report on the City's economic development accomplishments since 2000; a presentation on the latest local economic and development trends; and a discussion about future economic development goals and priorities. Additionally, City staff met with representatives of the local business associations, Alameda Unified School District, and the College of Alameda to solicit their input regarding future economic development opportunities for the City. Lastly, City staff and the EDC proposed conducting a survey of Alameda residents to make certain that the updated EDSP addresses the economic development priorities of the community at large.

The City selected Strategy Research Institute (SRI) to develop and conduct a 22-minute, scientific survey of 400 local residents (200 residents from the community-at-large and 200 registered voters), and analyze the results of the survey using both descriptive and advanced statistical methods. The survey was administered by telephone. This report presents the findings from the telephone survey.<sup>1</sup>

## 2.0 Executive Summary

The main focus of the present survey was to identify the collective wishes (public opinion) of two groups of constituents in the City of Alameda — the community-at-large and local electorate — with respect to the best way to improve the City's downtown economic base, while simultaneously addressing a variety of issues inherent to updating the City's Economic Development Strategic Plan.

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<sup>1</sup> A comprehensive discussion of the research design and methodology employed in the present scientific survey is presented in Section 3.0, entitled: **Research Design and Methodology**, beginning on Page 6 of this document.

The findings are clear. Local residents want the City's economic development strategy to be designed to attract environmentally friendly businesses to Alameda (see graphic below and Figure 3). For example, nearly three quarters (72%) of the respondents said they would place a high priority on a "mix" of businesses including biotech, research and development, software development, health care technology, motion picture/television programming, warehousing, as well as professional and business services.

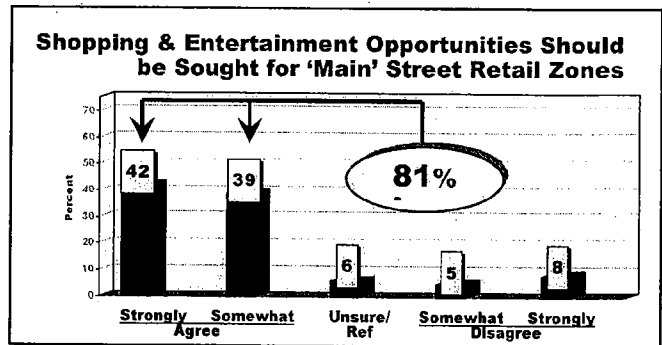
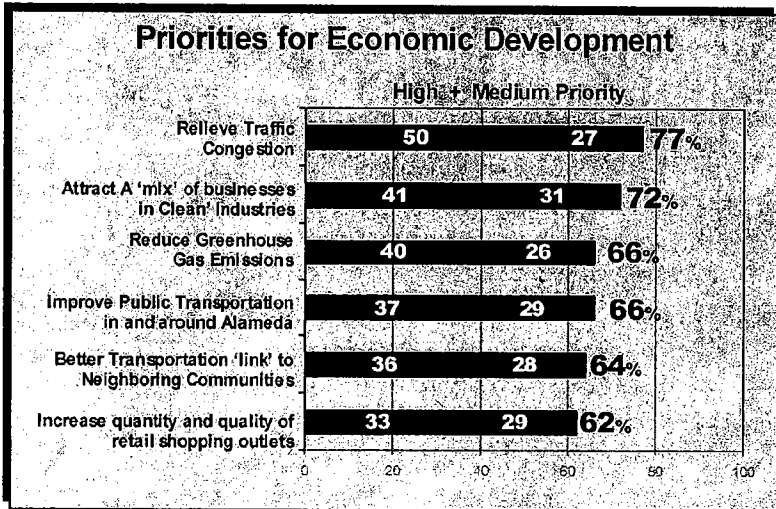
Two thirds (66%) of the respondents would encourage City officials to establish policies and programs to reduce greenhouse gas emissions in the City. In fact, a huge majority (87%) of the respondents said City officials should promote Alameda as being a "Green City" (see

Figure 4). Toward that end, there is a consensus among local residents that the City should develop policies that restrict any business and industry that is known to pollute the environment.

Almost equal to Economic Development, local residents place a high priority on **public transportation**. For example, two-thirds (66%) of the respondents said they would place high priority on improving public transportation designed to assist local residents traveling in and around Alameda, especially improvements in bicycle and pedestrian accessibility.

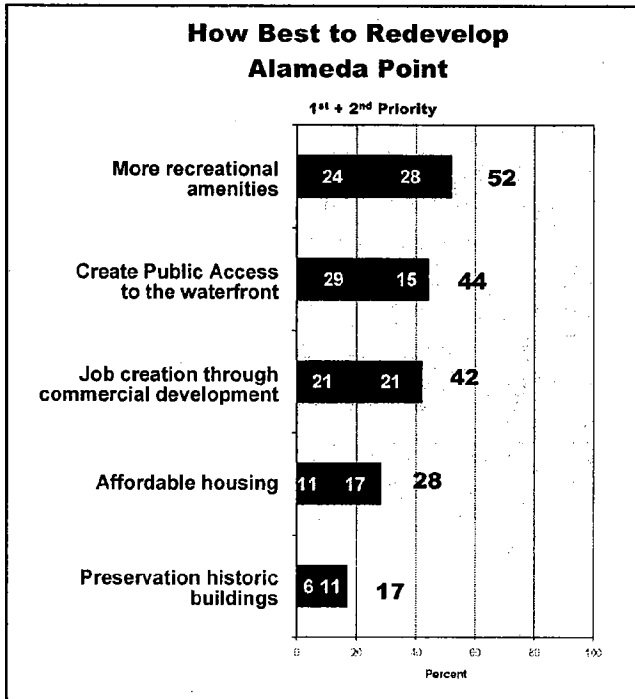
Yet another priority has to do with increasing both the quantity and quality of retail outlets in the City. As seen in the graphic below (also refer to Figure 5), over eighty percent (81%) of the respondents said City officials should make a concerted effort to enhance shopping and entertaining opportunities in the "Main Street" retail zones of Alameda, specifically, the Park Street and Webster Street commercial districts.

Yet another priority has to do with increasing both the quantity and quality of retail outlets in the City. As seen in the graphic below (also refer to Figure 5), over eighty percent (81%) of the respondents said City officials should make a concerted effort to enhance shopping and entertaining opportunities in the "Main Street" retail zones of Alameda, specifically, the Park Street and Webster Street commercial districts.



Consistent with this perspective, well over half (60%) of the respondents stated that additional parking should be constructed in the Webster Street commercial district (see Figure 6); nearly three quarters (73%) of the respondents would like the City to construct additional parking in the Park Street commercial district of Alameda (see Figure 7).

Most residents (82%) in Alameda want the City to redevelop Alameda Point (see Figure 9). When asked to rank-order five (5) alternative uses for Alameda Point, the top priority is assigned to creating more recreational amenities (see chart at left and Figure 16).



The next priority is having public access to the City’s waterfront areas. In fact, nearly three quarters (72%) of the respondents said they either strongly or somewhat agree with the notion that, “...waterfront areas throughout the City should be developed in a fashion that allows maximum public access” (see Figure 14).

With this comes a desire for such commercial enterprises as waterfront restaurants and boating (see Question 6.1 in Addendum B).

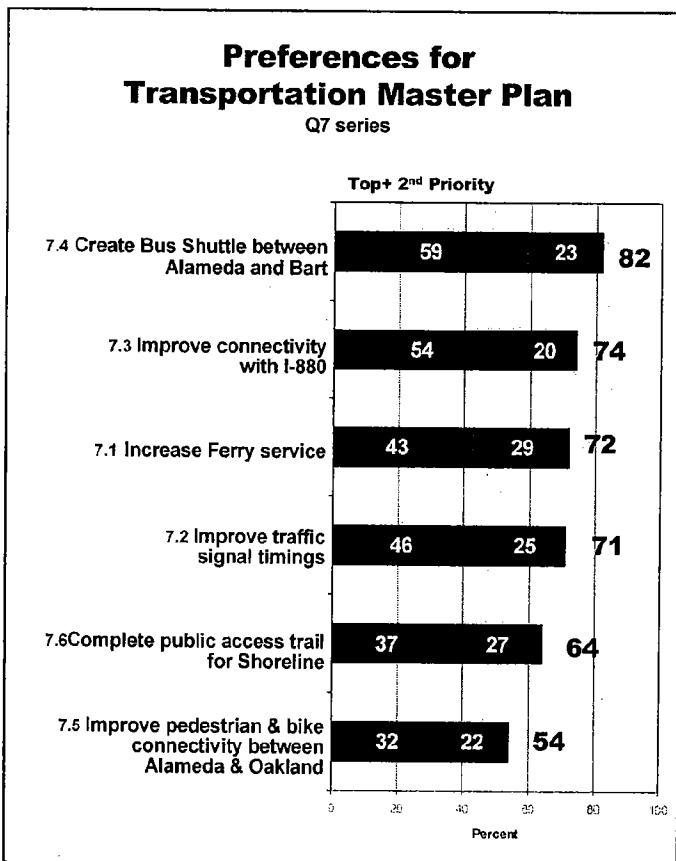
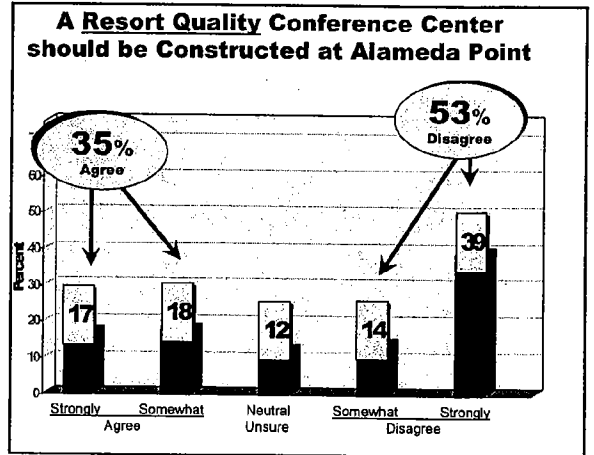
This mindset is consistent with other waterfront properties in Alameda, as well. Specifically, nearly three quarters (74%) of the respondents think the waterfront property along the Estuary and the northern edge of Alameda should be dedicated mostly to “mixed use” including offices, commercial, and residential development... along with some of the waterfront property being preserved as permanent open space (see Figure 15).

As can be seen in the chart on the next page (also refer to Figure 11), there is relatively little support for developing a resort quality conference center at Alameda Point, one that would include a championship golf course. In fact, support for a conference center virtually disappears when the matter of having the City subsidize either the

construction or operation of such a facility (see Figure 12). Over three quarters (77%) of the respondents stated that they would not support the notion of having the City subsidize a conference center.

One final topic merits attention in the Executive Summary. Respondents were asked to rank-order their preferences with respect to elements that should be incorporated into the City's Transportation Master Plan.

As can be seen in the graphic below, there is overwhelming support for creating a bus shuttle between Alameda and BART. Nearly sixty percent (59%) of the respondents see this as a top priority, while nearly one fourth (23%) rank this as a second priority.



Not far behind is the need to improve connectivity with I-880. Over half (54%) of the respondents ranked this as a top priority, while twenty percent saw this as a second priority.

Enhancing ferry service to and from Alameda was ranked as a third preference for the Transportation Master Plan. Nearly three fourths (72%) of the respondents ranked this as being a high priority item on their "wish list" involving public transportation and public transit.

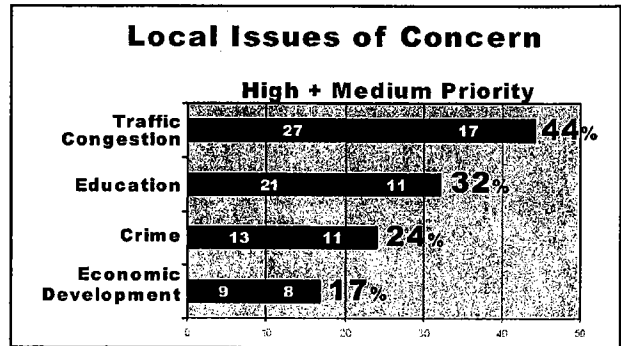
Finally, the present survey was also designed to identify issues of concern to Alameda residents.

As can be seen in the graphic on the following page, the three (3) local issues of greatest concern to Alameda residents, rank-ordered, are: (i) traffic congestion, (ii) the quality of education being provided through the public school

district, and (iii) crime...followed closely by the need for economic development (refer to Figure 2 for a more comprehensive listing).

A more detailed discussion of the “findings” from the present scientific survey of Alameda residents is contained in the following section of this document.

Addendum ‘A’ contains a comprehensive set of charts, graphs, and tables.



Addendum ‘B’ contains a copy of the research instrument (questionnaire) showing percentages for each question asked in the survey. This document will allow City officials to identify important differences and similarities between the community-at-large and among registered voters who comprise the electorate in the City of Alameda

In addition, a Book of Cross-tabs has been provided to the City; thus, you will be able to see differences and similarities in the collective perceptions, attitudes, and core values of respondents in the present scientific survey, based upon such demographic determinants as gender, level of education, household income, ethnicity, and more.

The “intelligence” contained in the present document is intended to assist Alameda officials in moving forward with developing and implementing a comprehensive strategic plan for Economic Development in the City of Alameda; one that will play a significant role in the future of the City of Alameda.



### 3.0 Research Design and Methodology

The telephone survey was comprised of four hundred twelve (N=412) completed interviews; N=200 of these were with high and moderate propensity voters in Alameda and N=212 were from the community-at-large. The interviews were conducted from January 27<sup>th</sup> to February 1, 2007.

At 95% confidence level, a random sample of N=412 to represent a community the size of Alameda yields sampling error  $\pm 4.8\%$ . Sampling error for each of the two subsets (registered voters and the community-at-large) is  $\pm 6.9\%$ .<sup>2</sup>

Thus, the “findings” from the present research effort are highly “representative” of the respective populations from which they were drawn.

Special care was taken to ensure that appropriate measurement “scales” were employed in order to maximize both the “reliability” (accuracy) and “validity” (truthfulness) of the findings.

After the data were gathered, they were analyzed using a statistical package called SPSS, which accommodates the application of both descriptive and advanced statistical analyses.

By working closely with City officials, SRI researchers were able to create a research instrument (questionnaire) tailored to the City’s needs and expectations.<sup>3</sup> The research instrument was “pre-tested” and appropriate adjustments were made prior to fielding the study.

<sup>2</sup> The present research effort adheres strictly to “The Scientific Method,” as do all SRI studies.

<sup>3</sup> Addendum ‘B’ contains the final research instrument (questionnaire) showing percentages for each of the questions incorporated into the study.

While the “findings” from the present research effort are representative of the population(s) from which the respective samples were drawn, it is to be expected that the demographic profile of the respondents will differ from those reported in the U.S. Census. There are two fundamental reasons for this.

First, the U.S. Census provides the demographic profile of the community-at-large; however, in the case at hand, half of the population surveyed is limited to “high” and “moderate” propensity voters throughout the community. As such, the demographic profile of this subset of the sample is, by definition, representative of “likely voters” throughout the City of Alameda, not the community-at-large... which was the intent of the present scientific survey.

Second, the sample drawn from the community-at-large will not mirror the U.S. Census data, either. This is due to the fact that there are certain subsets in the general population who are not inclined to participate in any form of survey, telephone or otherwise; for example, undocumented residents tend not to participate in such surveys.

The only way to avoid this reality is to “stratify” the sample and force the demographic profile of the sample to mirror that of the U.S. Census; in other words, call a sufficient number of people in each subset within the community until the ratio of respondents mirrors the ratio of each group that exists within the City of Alameda. The problem with this approach is two-fold:

- (i) You no longer have a “true” random sample, thus the findings are NOT “representative” of the population from which the sample was drawn and, for example, cannot be “generalized” from the sample to the community-at-large.

(ii) Stratifying the sample would increase the cost of administering the survey to the point that, in all likelihood, would be cost prohibitive.

Thus, from purely a practical perspective, it is essential that public officials have access to an accurate “read” on the collective public opinion from these individuals. Having such intelligence is central to “consensus building” within any community.

The proof that the sampling strategy that was employed in the present scientific survey is, indeed, the appropriate methodology, thus, not problematic, comes in form of results. Literally without exception, SRI’s predictions of voting behavior over the past two decades have turned out to be within 1% (and no more than 2%), when the statistical “margin of error” (sampling error) typically ranges between 4.5 to 5.8%. In other words, the methodology employed in SRI’s public opinion surveys accurately predicts behavior virtually to the letter.

#### 4.0 Findings

The present research effort resulted in numerous “findings” that are relevant to the research questions it was designed to address. Those that merit note in the present report include the following:

***Finding 1* Traffic and Alameda Point were the top two unprompted issues of concern.**

Respondents were asked if there were any local issues that concerned them today; 62% said “yes”. The top two issues of concern were traffic at 12% and Alameda

Point at 10%. The top five issues are listed on the chart below. For a complete listing, refer to Addendum B, Question 1.1 in the research instrument (questionnaire).

Traffic	<b>12%</b>
Alameda Point	<b>10%</b>
Education	<b>7%</b>
Target Store	<b>6%</b>
Growth & Development	<b>5%</b>

***Finding 2* After being read a list of local issues (prompted) the top three issues of concern were traffic congestion, quality of education, and crime.**

Respondents were read a list of eleven (11) issues in the City of Alameda. The three issues of most concern to local residents turned out to be: (i) traffic congestion at 44%, (ii) quality of education at 32%, and (iii) crime at 24%.

The top five issues are listed in the chart below, for a full list of prompted issues see question 2 series on the questionnaire. (see Figure 2, Q2 series)

Traffic congestion	<b>44%</b>
Quality of education	<b>32%</b>
Crime	<b>24%</b>
Economic Development	<b>17%</b>
Protect Open Space	<b>14%</b>

***Finding 3*** Of the nine elements listed in the Economic Development Strategic Plan, highest priorities are “Relieve traffic congestion” and “Attract Clean Industries”.

Respondents were read a list of nine (9) elements that may be considered as the City develops its Economic Development Strategic Plan. Each item was prioritized by 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and not a priority. The top three items ranked as being either 1<sup>st</sup> or 2<sup>nd</sup> priority were: (i) relieve traffic congestion at 77%; (ii) attract “clean” industries at 72%, and; (iii) improve public transportation in and around Alameda at 66%. The top five (5) ranked items are listed in the chart below, for a full listing of all items see Figure 3, Q3 series.

<b>Elements for Economic Development</b>	<b>1st + 2nd Priority</b>
Relieve traffic congestion	<b>77%</b>
Attract “clean” industries	<b>72%</b>
Improve public transportation in and around Alameda	<b>66%</b>
Reduce Greenhouse gas emissions	<b>66%</b>
Improve Public Transit to link neighboring communities	<b>64%</b>

***Finding 4*** There is a mandate (87%) for Alameda becoming a Green City.

An economic objective of City officials has been to promote Alameda as a Green City. A huge majority of the respondents (87%) agree that the City should develop policies that restrict types of business and industry that are known to pollute the environment...in favor of retaining and

attracting clean office business and light industry to Alameda. (see Figure 4, Q4.1).

***Finding 5*** Over eighty percent (81%) of respondents would like to see more shopping and entertainment opportunities on Main Street.

Eighty-one percent (81%) of residents of Alameda would like to see a concerted effort made to enhance shopping and entertainment opportunities in the “Main Street” retail zones in Alameda, specifically the Park Street and Webster Street commercial districts. (see Figure 5, Q4.2)

***Finding 6*** A clear majority (60%) of residents would like additional parking in Webster Street commercial district.

Sixty percent (60%) of respondents would like to see additional parking constructed in the Webster Street commercial district of Alameda. (see Figure 6, Q4.3)

***Finding 7*** Nearly three fourths (73%) of residents would like to see additional parking in the Park Street commercial district.

Seventy-three percent (73%) of respondents would like to see additional parking constructed in the Park Street commercial district of Alameda. (see Figure 7, Q4.4)

***Finding 8*** Half of the residents of Alameda (51%) would like to see a Public Plaza constructed in Alameda.

Fifty-one percent (51%) of respondents would like a public plaza, or gathering place, constructed either in the Park Street commercial section of downtown Alameda, or adjacent to the civic center. (see Figure 8, Q4.5)

**Finding 9 Eighty-two percent (82%) feel that redeveloping Alameda Point should be a HIGH PRIORITY.**

Eighty-two percent (82%) of respondents feel that City officials should place a high priority on redeveloping Alameda Point. (see Figure 9, Q4.6)

**Finding 10 Half of the respondents (52%) feel the City should sponsor 'Incubator' facilities.**

Half of the respondents (52%) felt the City should sponsor 'incubator' facilities that provide space and support for both adult and youth start-up businesses as an alternative to operating out of their homes. (see Figure 10, Q4.7)

**Finding 11 The majority of residents (53%) do NOT want a resort quality conference center constructed at Alameda Point.**

Only 35% of local residents would like to see a concerted effort be made to construct a resort quality conference center at Alameda Point that would include a championship golf course. Over half (53%) were against constructing such a conference center. (see Figure 11, Q5.1)

**Finding 12 Over three-fourths (77%) of respondents WOULD NOT support having the City subsidize a Conference Center.**

A huge majority of local residents (77%) are against the notion of constructing a resort quality conference center, including a championship golf course, if it turns out that the City would have to subsidize the construction and/or operation of the facility. (see Figure 12, Q5.1a).

**Finding 13 Over half (66%) of respondents feel Alameda should promote its Historic Assets.**

Over half of the residents of Alameda (66%) feel that the City should make a more concerted effort to promote its historic assets to the San Francisco Bay Area. (see Figure 13, Q5.2)

**Finding 14 Almost three-fourths (72%) feel Waterfront areas should be developed and have MAXIMUM public access.**

Seventy-two percent (72%) of local residents would like the City to make a concerted effort to attract such commercial enterprises to these waterfront areas as restaurants and boating; further, such activities as water sport competitions, including windsurfing and kite boarding, should be sponsored and highly promoted; and other activities should be encouraged, such as kite flying and bicycling. (see Figure 14, Q6.1)

**Finding 15 Three-fourths (74%) of respondents would like MIXED USE of Waterfront property along Estuary and Northern Edge of City.**

Three-fourths (74%) of respondents would like to see mixed use, including office, commercial, residential & open space of the waterfront property along Estuary and the Northern edge of the City.

Only 17% support the notion of dedicating this property to maritime and industrial use only. (see Figure 15, Q6.2)

**Finding 16 The top two priorities for redevelopment of Alameda Point are: more recreational amenities and creating public access to the waterfront.**

Five uses are presently being considered for the redevelopment of Alameda Point. Of these the two highest ranked (1<sup>st</sup> + 2<sup>nd</sup> priority) were: More recreational amenities at 52%, and; Creating public access to the waterfront at 44%. (see Figure 16, Q6.3 series)

<b>Proposed Re-development at Alameda Point</b>	<b>1st + 2nd Priority</b>
More recreational amenities	<b>52%</b>
Create public access to waterfront	<b>44%</b>
Job creation through commercial development	<b>42%</b>
Affordable Housing	<b>28%</b>
Preservation of historic buildings	<b>17%</b>

***Finding 17* Top priority for the Transportation Master Plan is creating bus shuttle service between Alameda and BART (82%).**

Respondents were read a list of six transportation-related services and facilities that are being considered for the City's Transportation Master Plan. One of the highest priority (Top + 2<sup>nd</sup> priority) items is to create a bus shuttle service between Alameda and BART.

All six items are rank-ordered in the chart below (see Figure 17, Q7 series).

<b>Proposed Items for Transportation Master Plan</b>	<b>1st + 2nd Priority</b>
Create bus shuttle between Alameda and Bart	<b>82%</b>
Improve connectivity with I-880	<b>74%</b>
Increase Ferry service	<b>72%</b>
Improve traffic signal timings	<b>71%</b>
Complete public access trail for Shoreline	<b>64%</b>
Improve pedestrian & Bike connectivity between Alameda & Oakland	<b>54%</b>

***Finding 18* There is a slight preference (52%) of blending residential housing & retail outlets on the Auto Row properties.**

If the automobile dealerships located along Park Street north of Lincoln Avenue in Alameda decide to relocate outside of Alameda, there is a slight preference 52% for blending residential housing and retail outlets vs. 42% preferring retail stores and office buildings. (see Figure 18, Q8.0)

***Finding 19* Global Warming is on the collective mind of local residents.**

More than three-fourths of respondents (77%) feel that taking deliberate steps to address global warming should be a moderate to top priority. In fact, nearly half (44%) believe this should be a top priority for the City of Alameda. (see Figure 19, Q9.0)

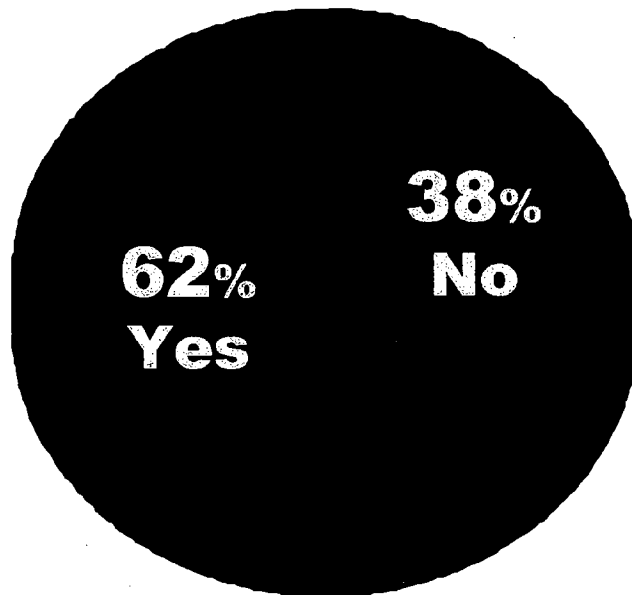


**Addendum A**

Figure 1  
Alameda Economic Development Strategic Plan  
January/February 2007

**Local Issues of Concern  
(Front-end of Mind)**

Question 1.0: Is there a Local Issue you are especially concerned about today?



**Top five local issues: Unprompted**

- 12% Traffic**
- 10% Alameda Point**
- 7% Education**
- 6% Target Store**
- 5% Growth & Development**



Figure 2  
 Alameda Economic Development Strategic Plan  
 January/February 2007

**Local Issues of Concern**  
 (Core Values)  
 Q2 series

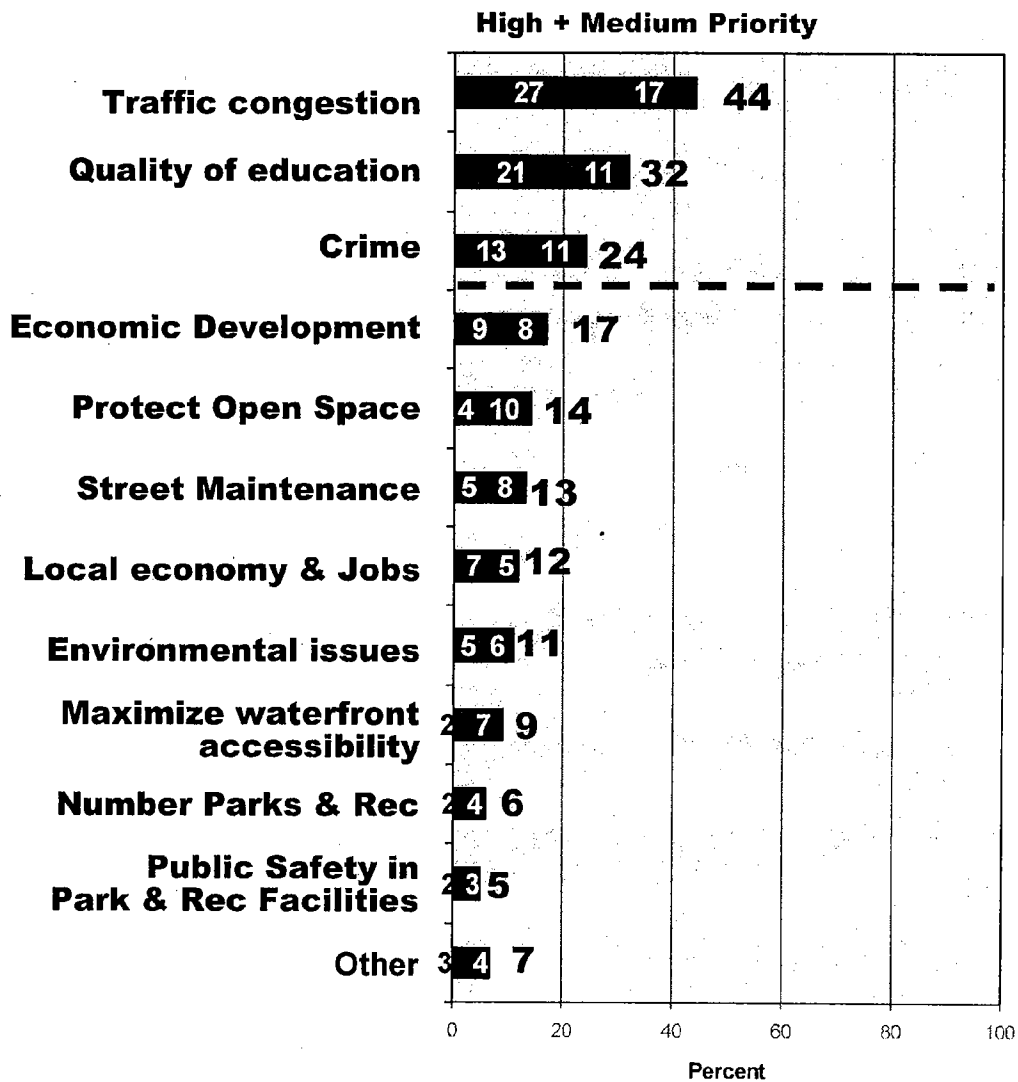


Figure 3  
 Alameda Economic Development Strategic Plan  
 January/February 2007

## Prioritizing Elements in City's Economic Development Strategic Plan

Q3 series

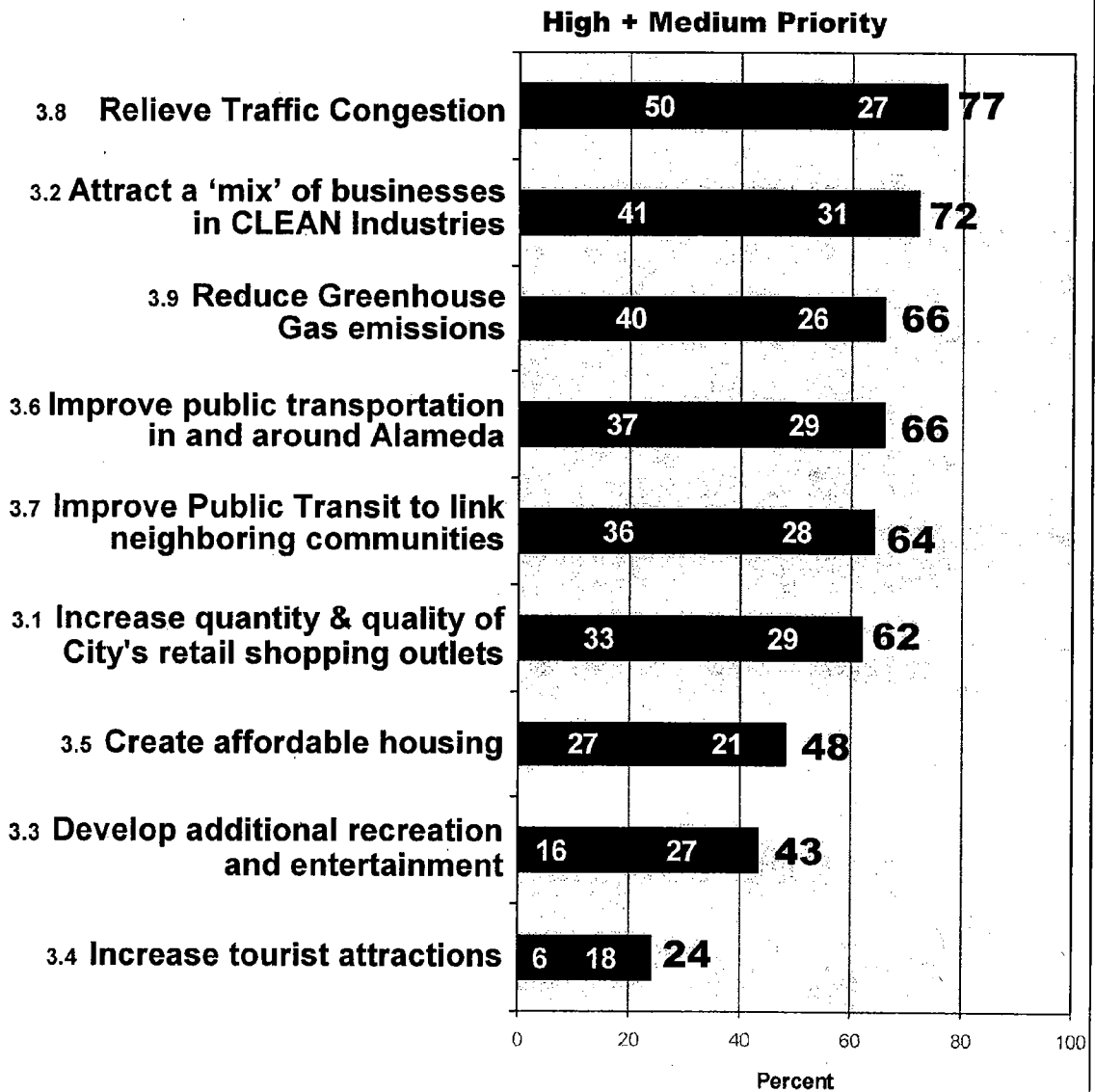


Figure 4  
Alameda Economic Development Strategic Plan  
January/February 2007

## Alameda Should Become a Green City

Question 4.1: An economic objective of City officials has been to promote Alameda as a **Green City**. Toward this end, the City should develop policies that restrict types of business and industry that are known to pollute the environment... in favor of retaining and attracting clean office businesses and light industry to Alameda...

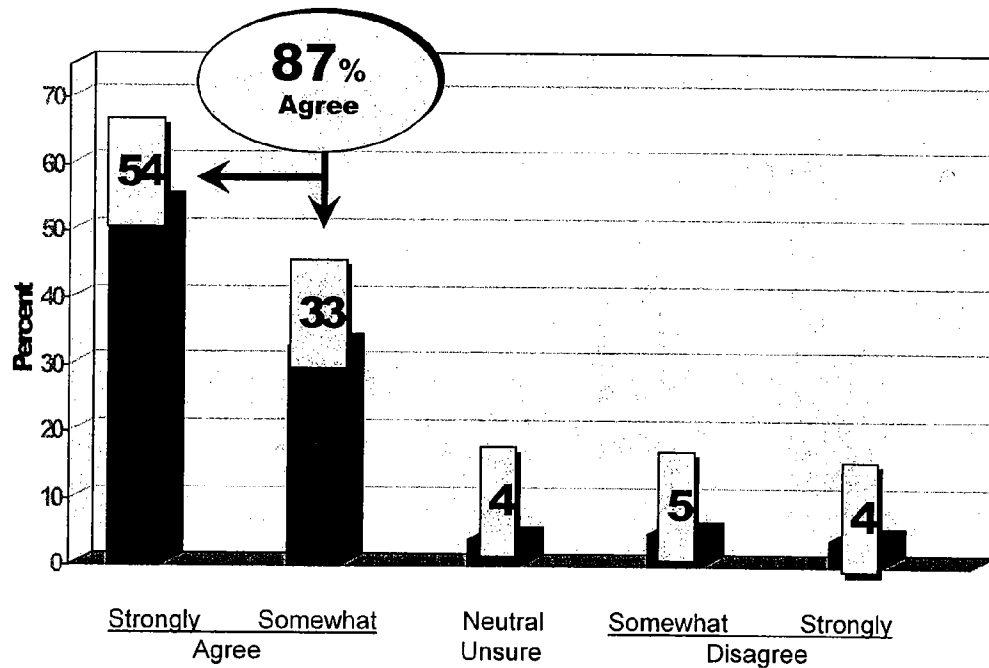


Figure 5  
Alameda Economic Development Strategic Plan  
January/February 2007

## Shopping and Entertainment Opportunities should be Sought for 'Main Street' Retail Zones

Question 4.2: A concerted effort should be made to enhance shopping and entertainment opportunities in the "Main Street" retail zones in Alameda; specifically, the Park Street and Webster Street commercial districts.

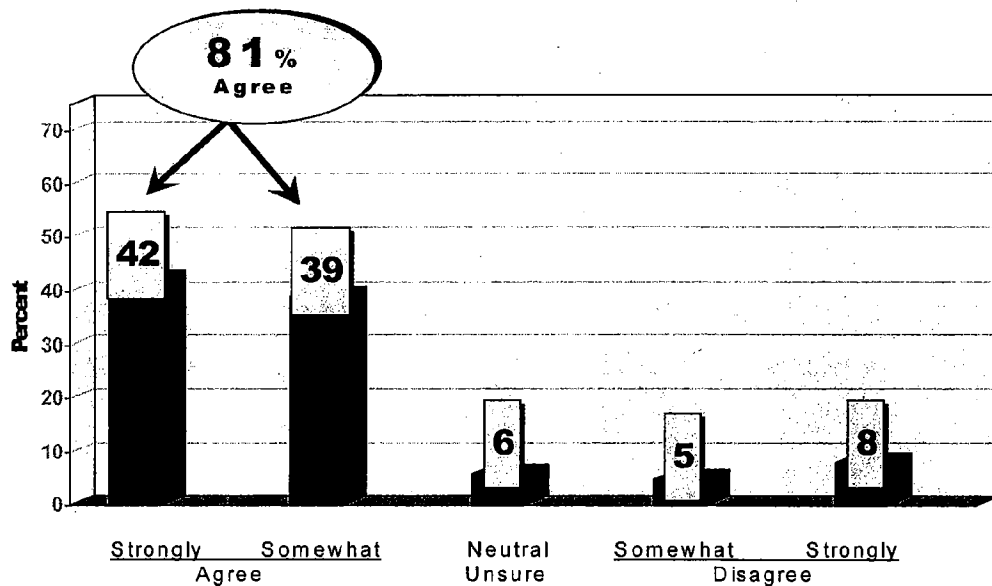


Figure 6  
Alameda Economic Development Strategic Plan  
January/February 2007

## **Additional Parking should be Constructed in Webster Street Commercial District**

Question 4.3: Additional Parking NEEDS to be constructed in the Webster Street commercial district of Alameda?

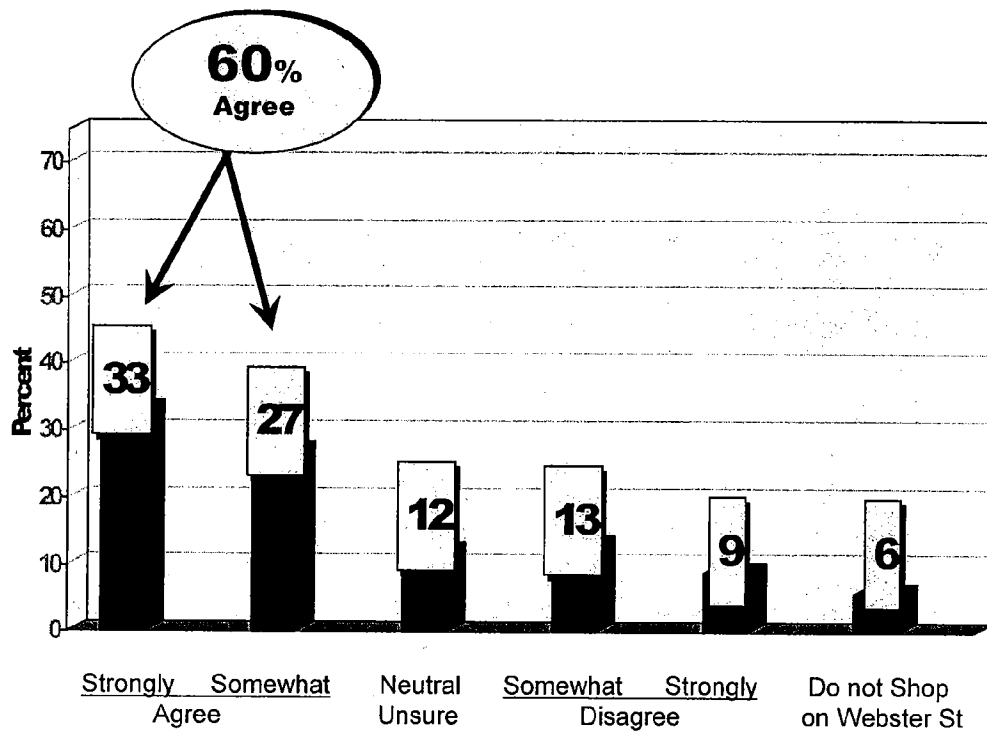


Figure 7  
Alameda Economic Development Strategic Plan  
January/February 2007

## **Additional Parking be Constructed in Park Street Commercial District**

Question 4.4: **Additional Parking NEEDS** to be constructed in the **Park Street** commercial district of Alameda?

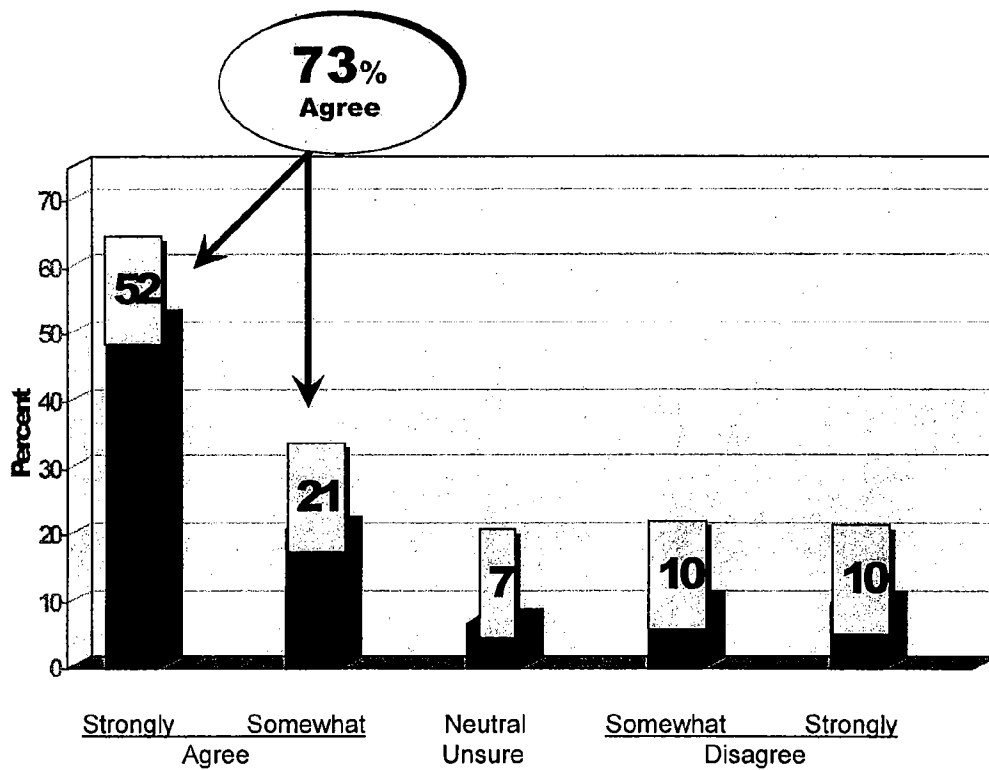


Figure 8  
Alameda Economic Development Strategic Plan  
January/February 2007

## Should a Public Plaza be Constructed in Alameda?

Question 4.5: A public plaza, or gathering place, should be constructed either in the Park Street commercial section of downtown Alameda or adjacent to the Civic Center.

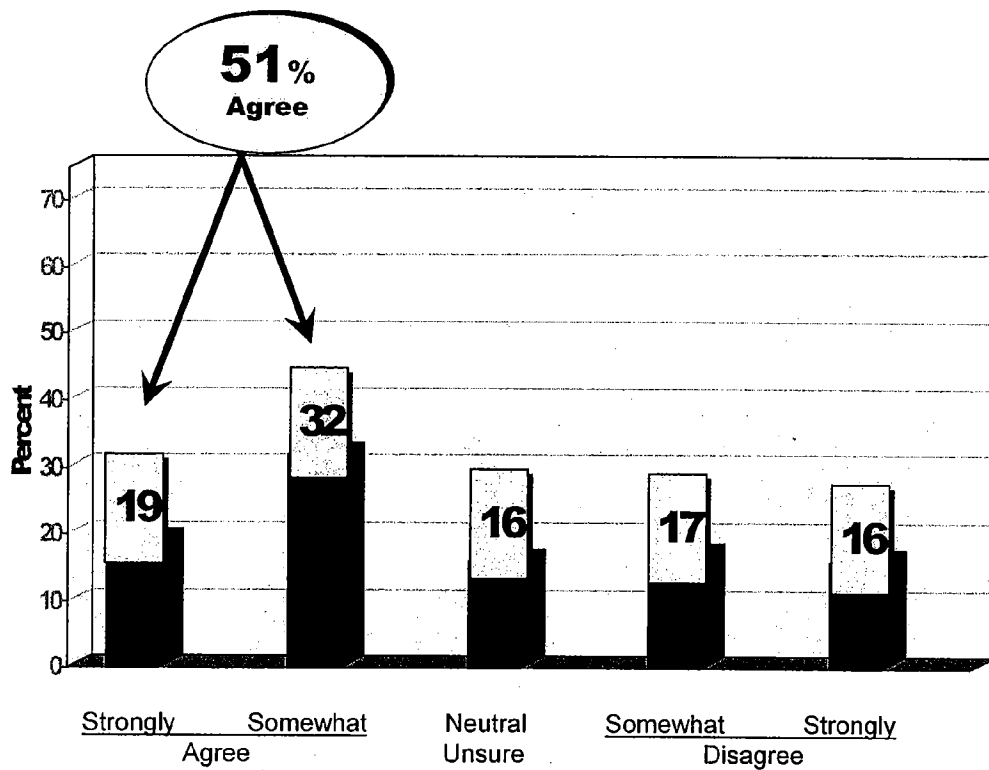


Figure 9  
Alameda Economic Development Strategic Plan  
January/February 2007

## **Redeveloping Alameda Point should be a High Priority**

Question 4.6: City officials should place a high priority on redeveloping Alameda Point.

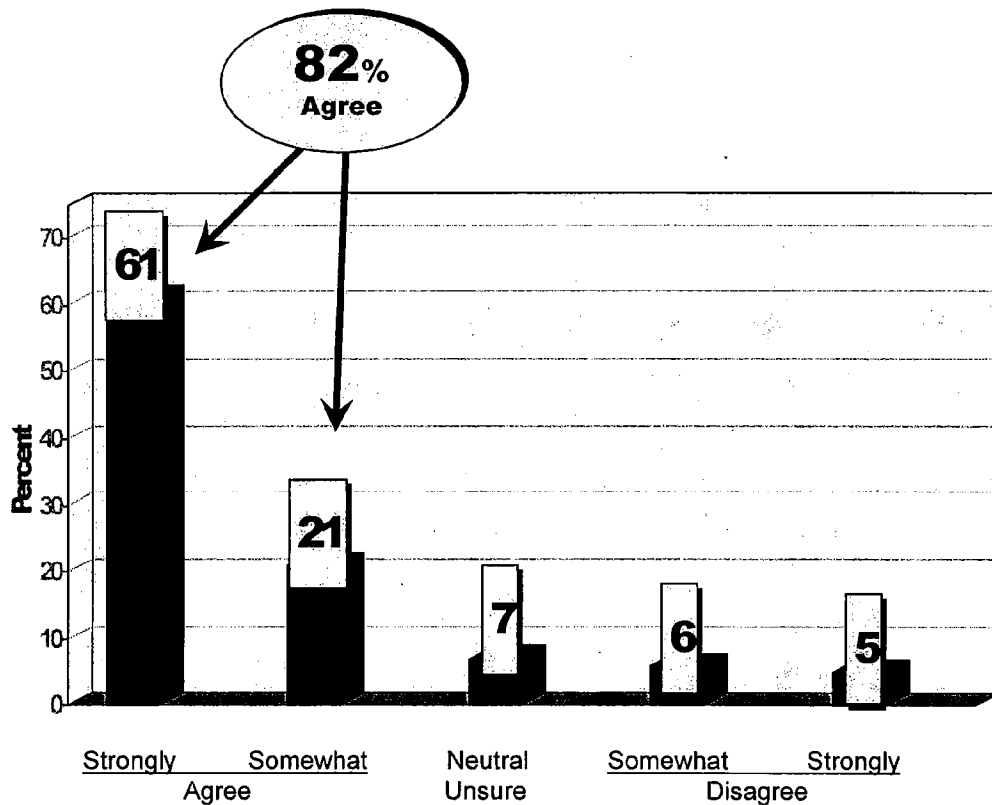


Figure 10  
Alameda Economic Development Strategic Plan  
January/February 2007

## Should the City Sponsor 'Incubator' Facilities?

Question 4.7: The City should sponsor "incubator" facilities that provide space and support for BOTH adult and youth START-UP BUSINESSES as an alternative to operating out of their homes?

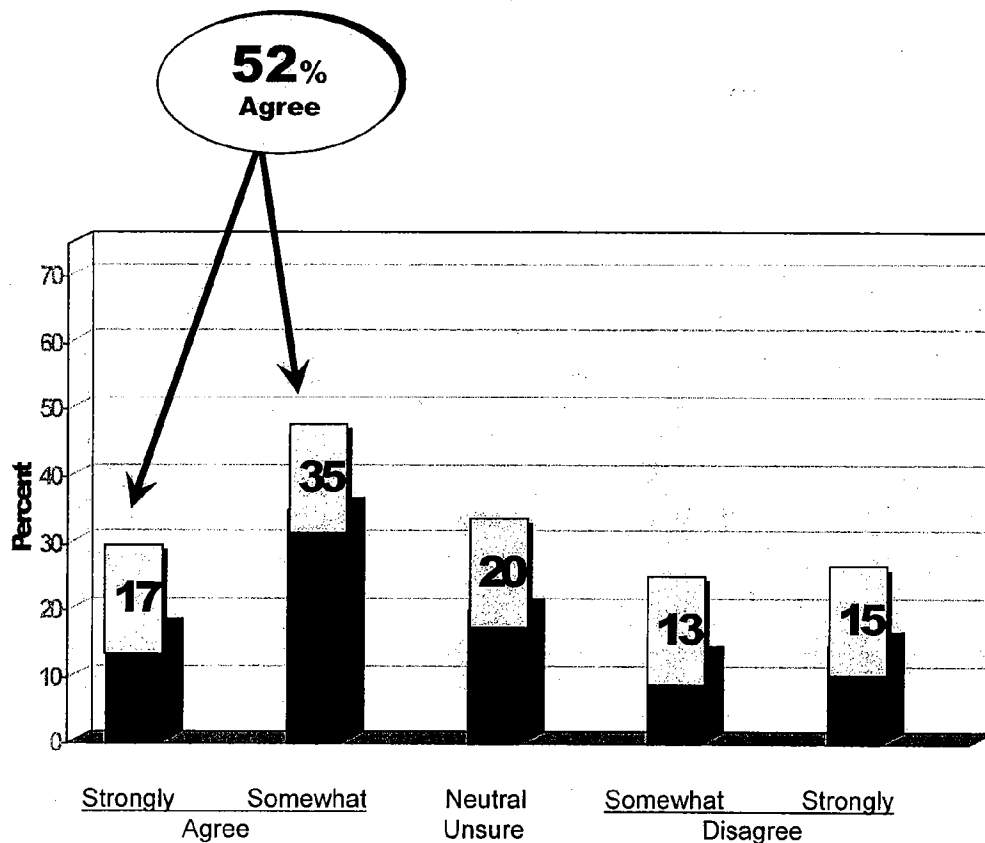


Figure 11  
Alameda Economic Development Strategic Plan  
January/February 2007

## Should a Resort Quality Conference Center be Constructed at Alameda Point?

Question 5.1: A concerted effort should be made to construct a resort quality Conference Center at Alameda Point that would include a championship golf course.

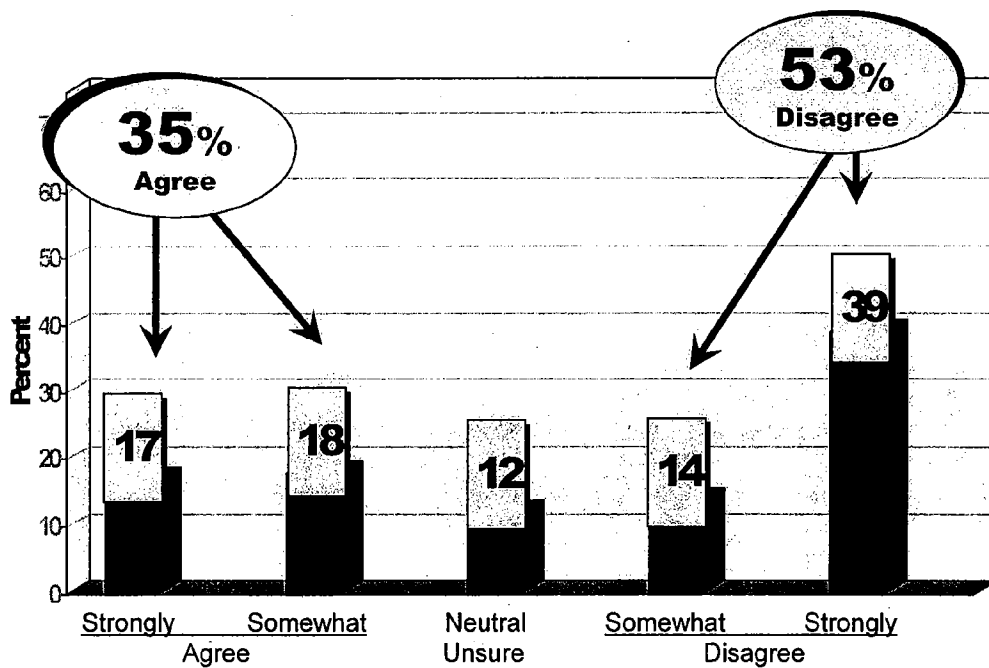


Figure 12  
Alameda Economic Development Strategic Plan  
January/February 2007

## Level of Support for Subsidizing a Resort Quality Conference Center

Question 5.1a: If it turns out that in order to have a resort quality Conference Center, including a championship golf course, constructed at Alameda Point, the City must **SUBSIDIZE** BOTH the construction and operation of the facility, using tax dollars, would you still support such a project?

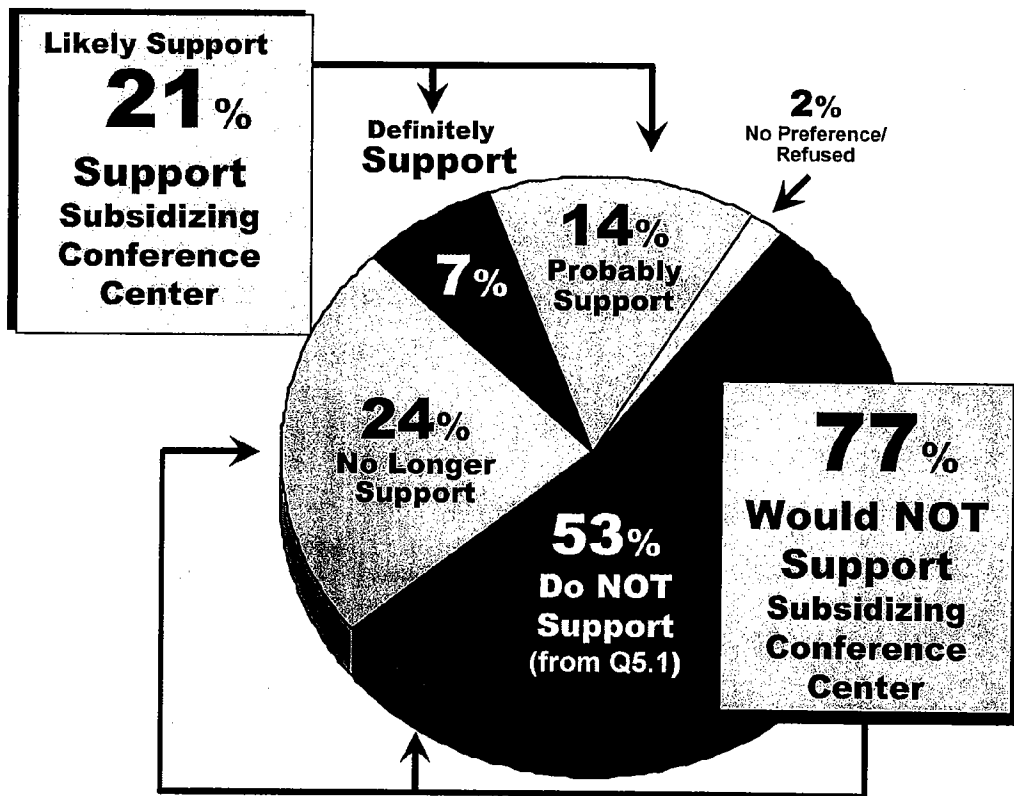


Figure 13  
Alameda Economic Development Strategic Plan  
January/February 2007

## Alameda Should Promote its Historic Assets

Question 5.2: It has been suggested that the City should make a more concerted effort to promote its historic assets to the San Francisco Bay Area.

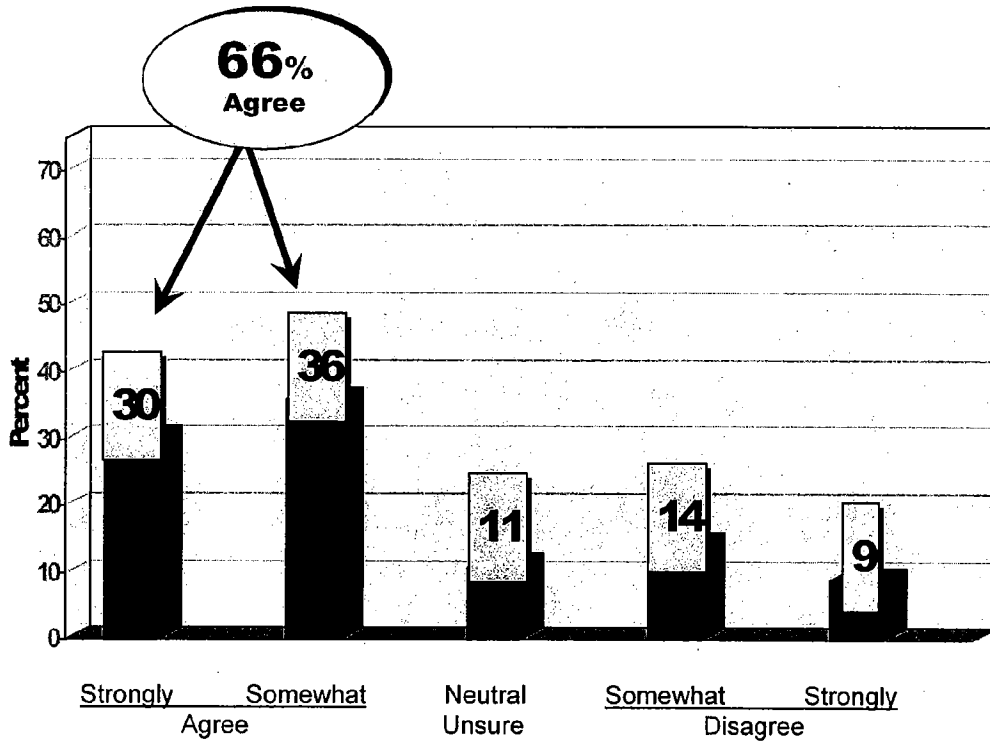


Figure 14  
Alameda Economic Development Strategic Plan  
January/February 2007

## The City's Waterfront Areas Should be Developed and Granted MAXIMUM Public Access

Question 6.1: Some people believe the public waterfront areas throughout the City of Alameda should be developed in a fashion that allows maximum PUBLIC ACCESS. As part of this effort a concerted effort should be made to attract such commercial enterprise to these waterfront areas as restaurants and boating...

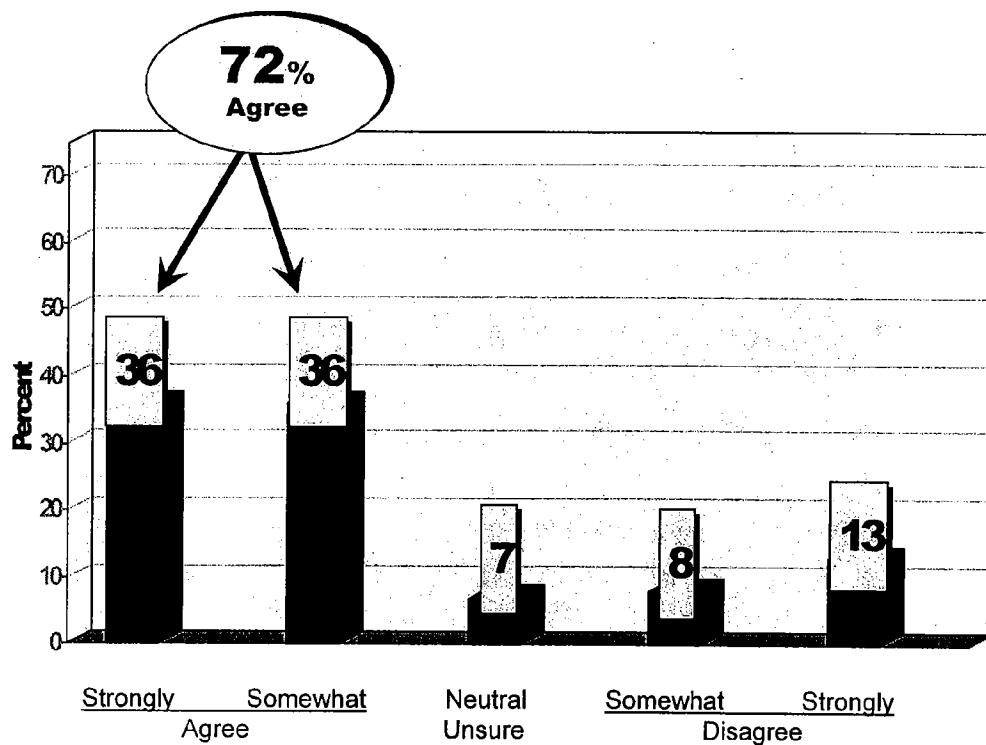


Figure 15  
Alameda Economic Development Strategic Plan  
January/February 2007

### Preferences for Use of Waterfront Property along Estuary and Northern edge of City

Question 6.2: Alameda officials are presently trying to determine what the BEST USE would be of the waterfront property along the Estuary and the Northern edge of the City.

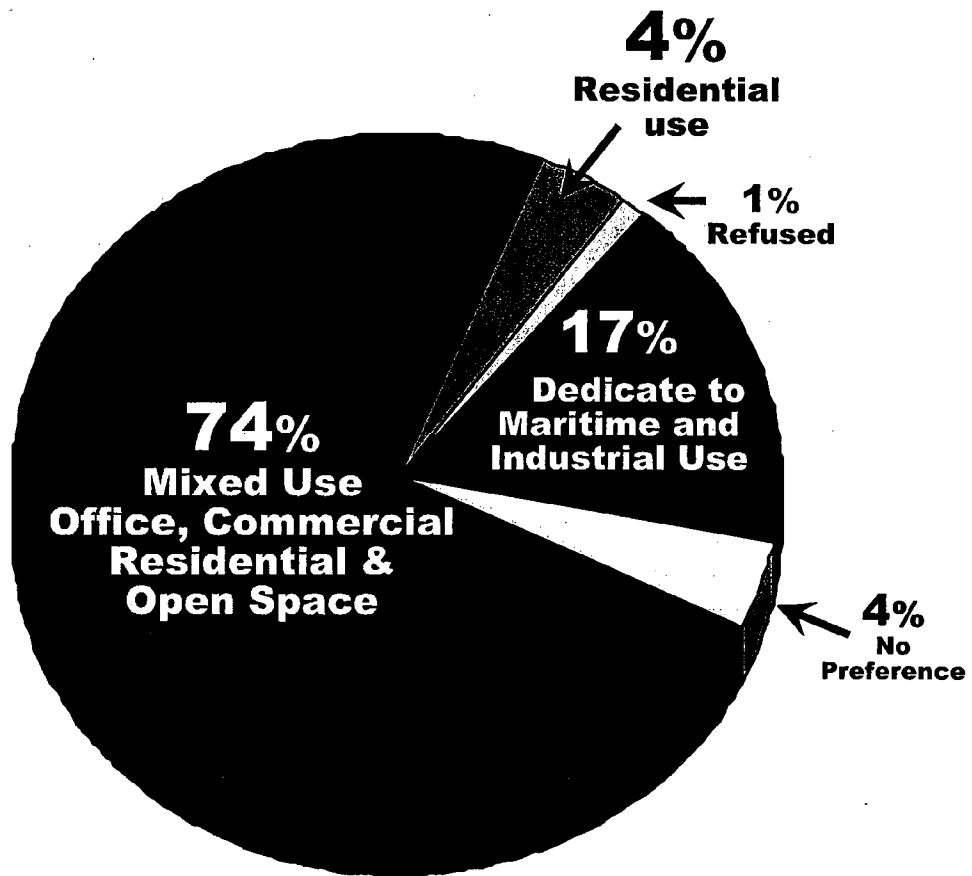


Figure 16  
Alameda Economic Development Strategic Plan  
January/February 2007

## How Best to Redevelop Alameda Point

Q6.3 series

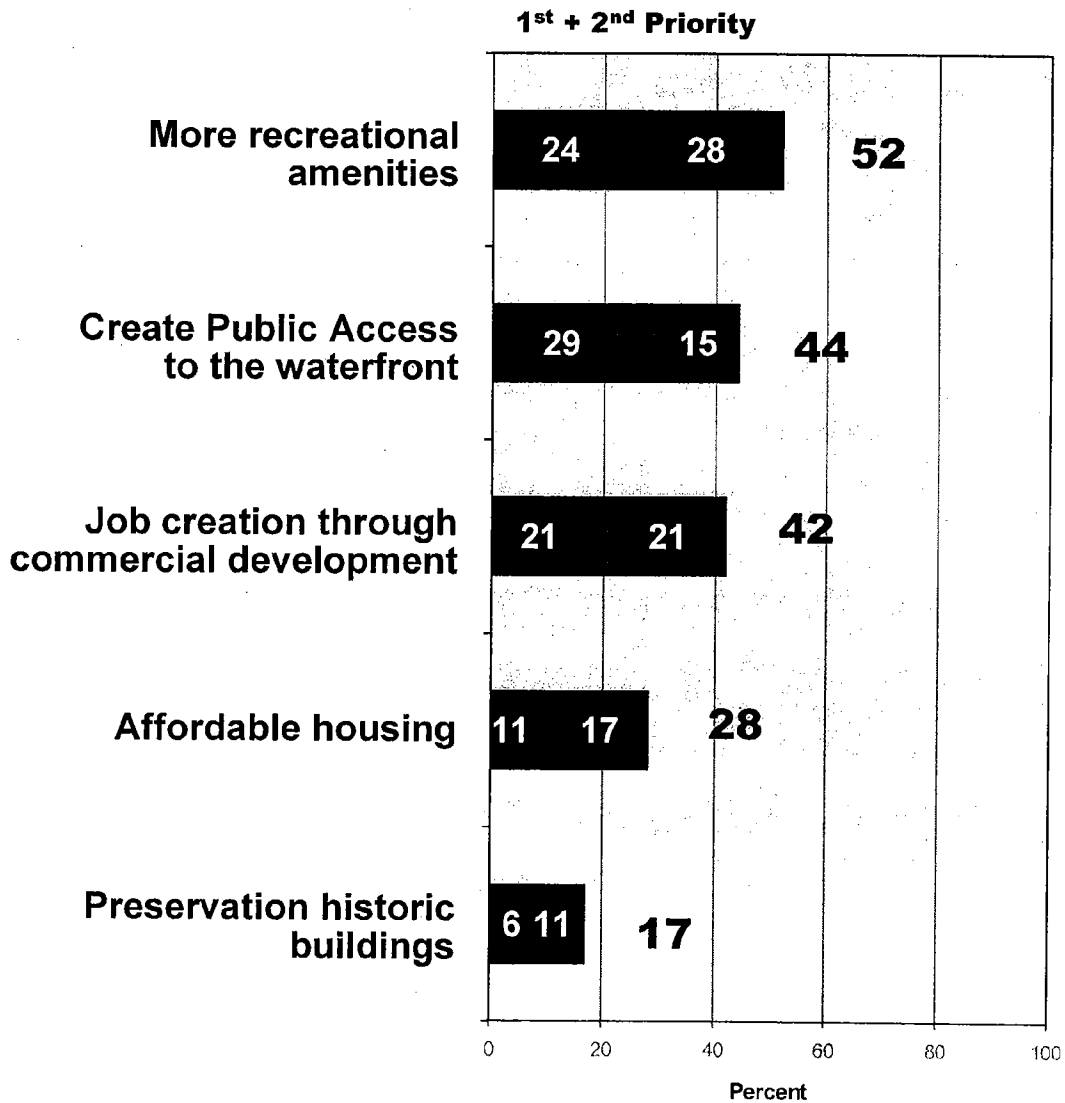


Figure 17  
 Alameda Economic Development Strategic Plan  
 January/February 2007

## Preferences for Transportation Master Plan

Q7 series

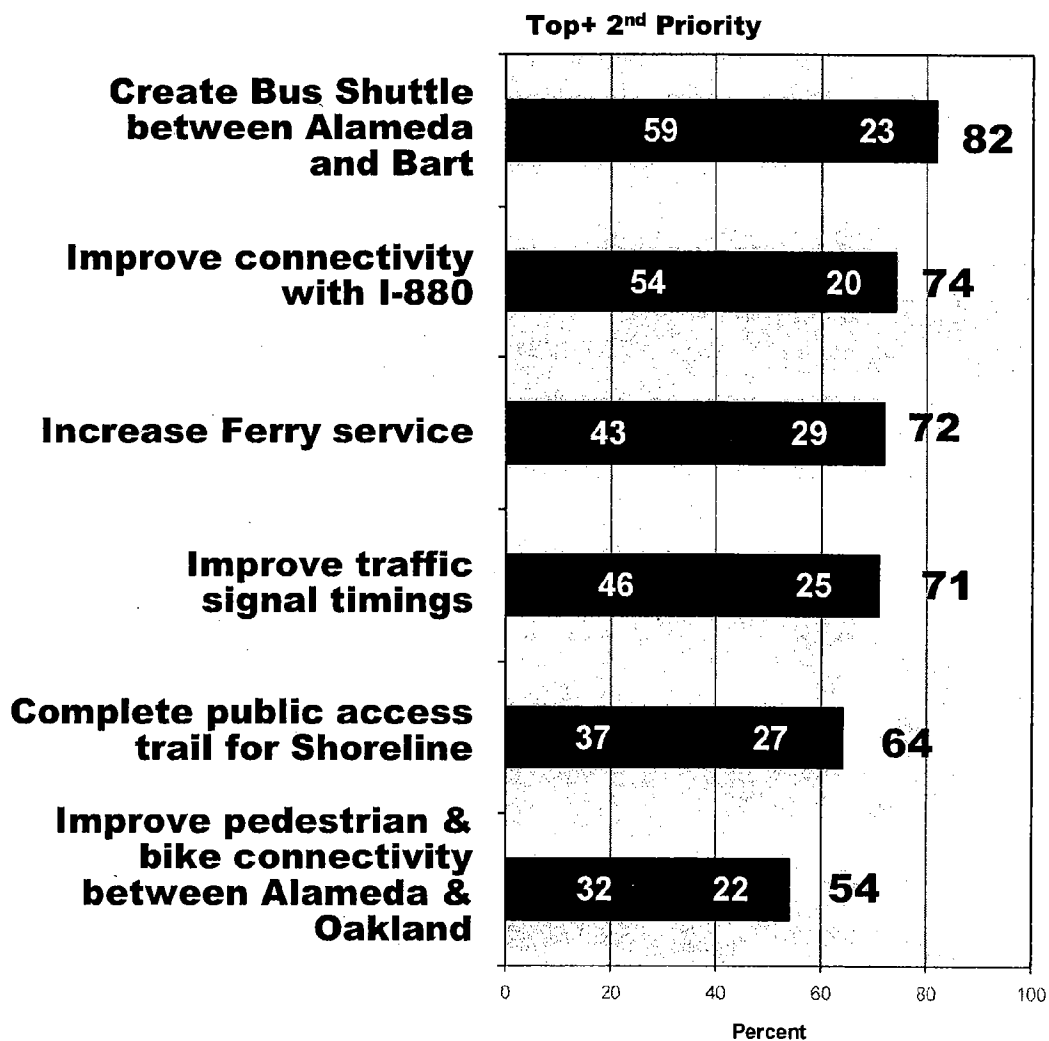


Figure 18  
Alameda Economic Development Strategic Plan  
January/February 2007

## Best Use of Auto Row Properties

Question 8.0: It is uncertain, at the present time, just how long the automobile dealerships located along Park Street north of Lincoln Avenue in Alameda will remain where they are today. If these businesses decide to relocate outside of Alameda this property could be used for a variety of commercial purposes. I would like your opinion regarding three of these possible uses.

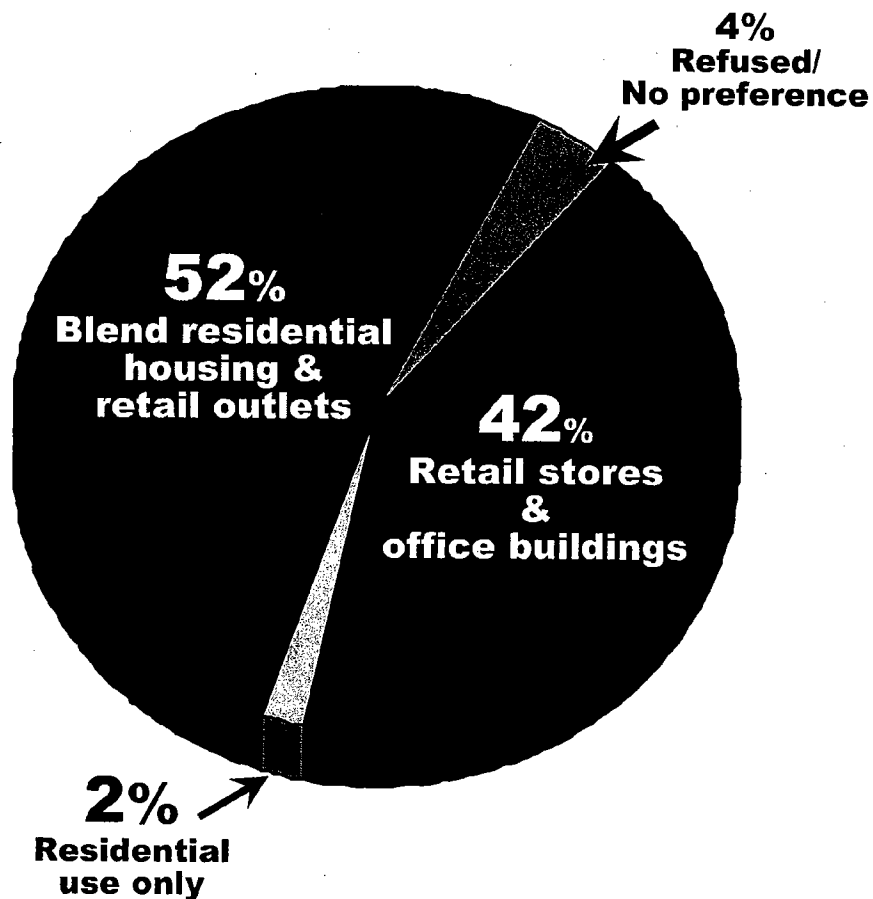


Figure 19  
Alameda Economic Development Strategic Plan  
January/February 2007

## Priority of Deliberate Steps to Address Global Warming

Question 9.0: What priority should Alameda City officials place on taking **DELIBERATE** steps to address global warming and related matters that impact climate change.

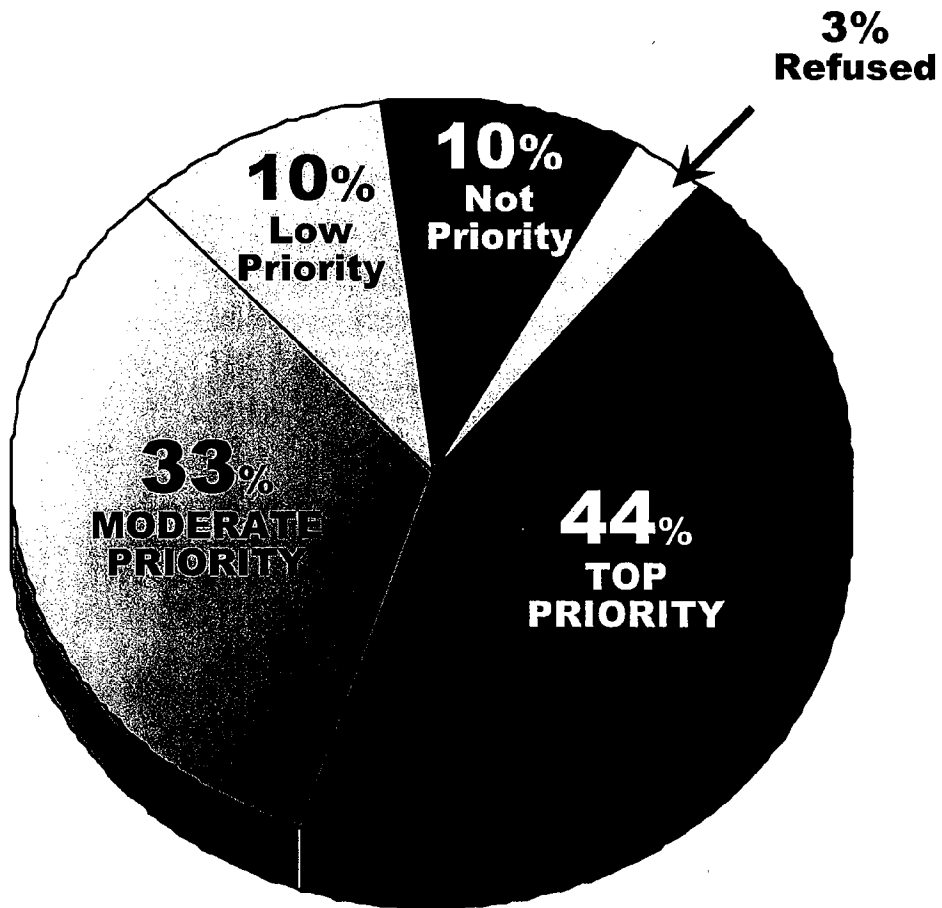


Figure 20A  
 Alameda Economic Development Strategic Plan  
 January/February 2007

## Demographics

### Length of Residency

0-5 yrs	16%
6-10 yrs	16%
11-25 yrs	27%
Over 25 yrs	40%
Refused	1%

### Gender

Male	40%
Female	60%

### Education

Less High	2%
High School	9%
Some College	22%
College Grad	32%
Grad School	34%
Refused	1%

### Income

Under \$25K	7%
\$25-50K	13%
\$50-\$75K	17%
\$75-100K	13%
Over \$100K	35%
Refused	15%

### Age

18-30	5%
31-40	14%
41-50	20%
51-65	33%
Over 65	26%
Refused	2%

### Ethnicity

Caucasian	76%
Hispanic	3%
Black	2%
Nat Am	1%
Nat Haw	1%
Asian	7%
Other	3%
Refused	7%



Figure 20B  
 Alameda Economic Development Strategic Plan  
 January/February 2007

## Demographics

### Number of Children

None	69%
One	13%
Two	13%
Three or more	4%
Refused	1%

### Home Ownership

Own	75%
Rent	23%
Refused	2%

### Ideology

Liberal	36%
Moderate	42%
Conservative	16%
Refused	6%

### City Where Work

Alameda	30%
Oakland	9%
San Francisco	5%
Fremont/Hayward	3%
Berkeley	2%
Emeryville	2%
San Leandro	2%
Other	12%
Retired/homemaker/ student/no job	34%
Refused	1%

### Occupation

Blue Collar	10%
Education	9%
Medical	8%
Consultant/ contractor	8%
Finance	5%
Arts	4%
Computers	4%
Government	4%
Construction	3%
Misc	9%
Does not work	33%
Refused	3%



**Addendum B**

***City of Alameda***  
**Scientific Survey to Secure Community Input to the  
City’s Economic Development Strategic Plan**

**N=412**

**Voters: N=200**

**Community-at-Large: N=212**

Hello. My name is \_\_\_\_\_ and I am with the **Survey Research Institute**. We are conducting a survey for the City of Alameda regarding issues that impact the *quality of life* for ALL residents in the community, with an emphasis on the direction the City’s Economic Development efforts should take over the next 5 to 10 years. This survey is not part of any political campaign, nor are we selling anything. Would you kindly take a few minutes to respond to our questionnaire?

**NOTE TO INTERVIEWER:** If respondent asks "How long will the survey take?" answer, "About 10 minutes"

**Comparing Economic Development with other Factors that Impact  
Quality of Life**

1.0 Is there a Local Issue you are especially concerned about today?

YES	NO	
62%	38%	
63%	37%	Voters
62%	38%	CAL

1.1. What would that be?

- 12%Traffic
- 10%Alameda Point
- 7%Education
- 6%Target Store
- 5%Growth & Development
- 3%Theatre and parking structure
- 3%Economic Development
- 2% Crime
- 2%Parking
- 2%Housing
- 1%Government corruption
- 10%Other

2.0 I will read a list of **local issues**. Please tell me, in order of priority, which **three** of these local issues are of **most** concern to you today? (indicate 1st, 2nd, and 3<sup>rd</sup>.)

**NOTE TO INTERVIEWER**  
 ROTATE the order in which you read the list of locals concerns, 2.1 thru 2.12

	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>		
2.1	13%	11%	8%	All	Crime
	11%	11%	6%	Voters	
	15%	11%	10%	CAL	
2.2	7%	5%	5%	All	Local economy & jobs
	7%	5%	7%	Voters	
	6%	5%	4%	CAL	
2.3	27%	17%	8%	All	Traffic congestion on City streets and thoroughfares
	29%	17%	10%	Voters	
	25%	17%	7%	CAL	
2.4	5%	8%	4%	All	Street maintenance
	8%	9%	3%	Voters	
	3%	7%	5%	CAL	
2.5	21%	11%	8%	All	Quality of education being provided through public schools
	18%	12%	7%	Voters	
	23%	9%	9%	CAL	
2.6	4%	10%	10%	All	Protect and preserve open space
	5%	8%	11%	Voters	
	3%	11%	10%	CAL	
2.7	2%	7%	6%	All	Maximized waterfront accessibility
	3%	6%	5%	Voters	
	2%	7%	7%	CAL	
2.8	2%	4%	4%	All	The number of Parks and Recreation facilities provided in Alameda
	2%	3%	4%	Voters	
	1%	4%	4%	CAL	
2.9	2%	3%	7%	All	Public safety in neighborhood Parks and Recreation facilities in Alameda
	1%	3%	9%	Voters	
	2%	4%	4%	CAL	
2.10	9%	8%	10%	All	The need for additional Economic Development in Alameda
	9%	7%	7%	Voters	
	9%	8%	11%	CAL	
2.11	5%	6%	11%	All	Environmental issues
	5%	6%	12%	Voters	
	5%	6%	9%	CAL	
2.12	3%	4%	4%	All	Others
	3%	5%	3%	Voters	
	4%	3%	4%	CAL	

**Attitudes Toward City Services and Quality of Life**

3.0 Alameda City Council, the City's Economic Development Strategic Plan Task Force, the Economic Development Commission, and the City's professional staff believe that the City's future economic development efforts should maximize economic opportunity for new and existing business, thus, creating new jobs for local residents; and, this must be accomplished without compromising Alameda's unique quality of life.

Toward this end, there are a variety of elements that Alameda City officials must take into consideration as they structure an **Economic Development Plan** that is tailored to the needs of the community-at-large. I will read from a list of some of these elements. After I read each one, please tell me if you would rank it as being:

- 1 = Absolutely essential, a top priority
- 2 = Very important, but second priority
- 3 = Somewhat important, a third priority
- 4 = Not a priority

You may consider **all** of the elements I am about to read as **top** priorities, or you may consider **none** of them as being a **top** priority.

NOTE TO INTERVIEW: ROTATE the order in which you read the list of locals concerns, 3.1 thru 3.9. Also, **re-read scale** options only as necessary

		Top	2 <sup>nd</sup>	3 <sup>rd</sup>	Not	D/K	
		Priority				Ref	
<b>First, how would you rank the need to....</b>							
3.1	Increase the <u>availability</u> and <u>quality</u> of <b>retail shopping outlets</b> in the community?	33%	29%	19%	18%	1%	All
		34%	31%	15%	19%	1%	Voters
		32%	28%	22%	17%	1%	CAL
3.2	Create an economic environment in Alameda that will attract a "mix" of firms biotech industry, research & development, software development, health care technology, motion picture/television programming, warehousing, and related professional and business services?	41%	31%	15%	12%	1%	All
		44%	32%	11%	12%	1%	Voters
		39%	29%	20%	12%	0%	CAL
3.3	Develop additional <b>recreation and entertainment</b> opportunities in the community?	16%	27%	31%	25%	1%	All
		14%	27%	30%	27%	2%	Voters
		17%	28%	31%	23%	1%	CAL
3.4	Increase and promote <b>tourist attractions</b> in Alameda, such as "tasting rooms" and similar attractions?	6%	18%	29%	46%	1%	All
		6%	22%	27%	44%	1%	Voters
		6%	15%	31%	48%	0%	CAL
3.5	Create additional <b>affordable housing</b> in Alameda?	27%	21%	21%	30%	1%	All
		27%	21%	19%	31%	2%	Voters
		26%	22%	22%	29%	1%	CAL
3.6	Improve <u>public transportation</u> , bicycle and pedestrian accessibility, and amenities to assist local residents <b>traveling in and around Alameda</b> ?	37%	29%	18%	15%	1%	All
		39%	27%	17%	16%	1%	Voters
		35%	31%	20%	14%	0%	CAL

	Top	2 <sup>nd</sup> Priority	3 <sup>rd</sup>	Not	D/K Ref	
3.7 Improve public transit and public transportation designed to link Alameda with neighboring communities?	36%	28%	16%	19%	1%	All
	40%	26%	11%	22%	1%	Voters
	31%	31%	20%	17%	1%	CAL
3.8 Take specific steps to relieve traffic congestion throughout the community?	50%	27%	12%	9%	2%	All
	53%	24%	15%	7%	1%	Voters
	47%	30%	9%	12%	2%	CAL
3.9 Establish and implement policies and programs to reduce greenhouse gas emissions?	40%	26%	16%	15%	3%	All
	40%	24%	15%	18%	3%	Voters
	40%	27%	18%	13%	2%	CAL

**Testing Concepts that are Driving Economic Development Planning**

4.0 City officials, in conjunction with the City’s Economic Development Commission Sub-Committee and the City’s Professional staff, are putting together an approach to Economic Development that is intended to match future Economic Development to the **character of the community**. I will read several statements that are central to the approach presently under consideration by City officials; after I read each one, please tell me if you agree or disagree with the statement. In responding, please use the following scale:

- 5 = Strongly Agree
- 4 = Somewhat Agree
- 3 = Don't really agree or disagree
- 2 = Somewhat Disagree
- 1 = Strongly Disagree

4.1 An economic objective of City officials has been to promote Alameda as a **Green City**. Toward this end, the City should develop policies that restrict types of business and industry that are known to pollute the environment... in favor of retaining and attracting clean office businesses and light industry to Alameda, such as those that are involved in bio-tech, software development, health care, multi-media, commercial and professional businesses, and other environment-friendly businesses. Do you "strongly" AGREE, "somewhat" AGREE, "somewhat" DISAGREE, or "strongly" DISAGREE with this notion; or, do you not care either way?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
54%	33%	4%	5%	4%	0%	All
58%	29%	5%	5%	3%	0%	Voters
50%	37%	3%	5%	5%	0%	CAL

4.2 A concerted effort should be made to **enhance shopping and entertainment opportunities in the “Main Street” retail zones in Alameda**; specifically, the Park Street and Webster Street commercial districts. Do you “strongly” AGREE, “somewhat” AGREE, “somewhat” DISAGREE, or “strongly” DISAGREE with this notion; or, do you not care either way?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
42%	39%	5%	5%	8%	1%	All
45%	36%	5%	4%	9%	1%	Voters
40%	42%	5%	6%	6%	1%	CAL

4.3 **Additional parking NEEDS** to be constructed in the **Webster Street** commercial district of Alameda. Do you “strongly” AGREE, “somewhat” AGREE, “somewhat” DISAGREE, or “strongly” DISAGREE with this notion; or, **do your NOT shop in the Webster Street** commercial district, or do you have no opinion either way?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Do NOT shop On Webster St.	No Opinion	Refused	
33%	27%	11%	13%	9%	6%	1%	0%	All
37%	25%	11%	12%	8%	4%	2%	1%	Voters
28%	29%	12%	13%	11%	7%	0%	0%	CAL

4.4 Similarly, **additional parking NEEDS** to be constructed in the **Park Street** commercial district of Alameda. Do you “strongly” AGREE, “somewhat” AGREE, “somewhat” DISAGREE, or “strongly” DISAGREE with this notion; or, **do your NOT shop in the Park Street** commercial district, or do you have no opinion either way?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Do NOT shop On Park St.	No Opinion	Refused	
52%	21%	5%	10%	10%	0%	2%	0%	All
51%	24%	5%	6%	11%	1%	1%	1%	Voters
51%	18%	6%	14%	9%	2%	0%	0%	CAL

4.5 A **public plaza**, or gathering place, should be constructed either in the Park Street commercial section of downtown Alameda or adjacent to the Civic Center. Do you “strongly” AGREE, “somewhat” AGREE, “somewhat” DISAGREE, or “strongly” DISAGREE with this notion; or, do you not care either way?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
19%	32%	15%	17%	16%	1%	All
18%	30%	18%	15%	18%	1%	Voters
20%	34%	12%	18%	15%	1%	CAL

4.6 City officials should place a high priority on redeveloping Alameda Point?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
61%	21%	5%	6%	5%	2%	All
59%	21%	4%	7%	7%	2%	Voters
63%	20%	6%	5%	4%	2%	CAL

4.7 The City should sponsor “**incubator**” facilities that provide space and support for BOTH adult and youth START-UP BUSINESSES as an alternative to operating out of their homes. Do you “strongly” AGREE, “somewhat” AGREE, “somewhat” DISAGREE, or “strongly” DISAGREE with this notion; or, do you not care either way?

Strongly Agree	Somewhat Agree	Neutral Unsure	Somewhat Disagree	Strongly Disagree	Refused	
17%	35%	18%	13%	15%	2%	All
16%	37%	21%	9%	16%	1%	Voters
19%	32%	16%	17%	14%	2%	CAL

**Significance of Developing Travel Industry & Tourism in Alameda**

5.0 Some people argue that Alameda does not, at the present time, have adequate facilities for hosting business-related conferences, events, and tourism. These people are encouraging City officials to work toward the construction of a Conference Center designed to accommodate such events and to better serve business travelers. These people also believe that such a center would make it possible for local businesses to host conferences in Alameda, rather than going to other communities for such events, thus increasing spending in the community for local merchants, while increasing tax revenues that are badly needed by local government for meeting the growing demands for providing City-sponsored services to local residents.

I will list two plans that are presently under consideration. After I read each one, I will ask if you:

- 5 = Strongly Agree
- 4 = Somewhat Agree
- 3 = Don't really agree or disagree
- 2 = Somewhat Disagree
- 1 = Strongly Disagree

**NOTE TO INTERVIEWER**  
 ROTATE the order in which you read the two questions in this section, 4.1 and 4.2  
 Also, **re-read scale** options only as necessary.

5.1 A concerted effort should be made to construct a resort quality Conference Center at Alameda Point that would include a championship golf course. Do you “strongly” AGREE, “somewhat” AGREE, “somewhat” DISAGREE, or “strongly” DISAGREE with this idea; or, do you not care either way?

Strongly Agree	Somewhat Agree	Don't care either way	Somewhat Disagree	Strongly Disagree	Refused	
17%	18%	11%	14%	39%	1%	All
17%	15%	12%	15%	40%	1%	Voters
17%	22%	9%	14%	37%	1%	CAL
Ask Q5.1a	Ask Q5.1a	Ask Q5.1a	SKIP to Q5.2	SKIP to Q5.2	SKIP to Q5.2	

5.1a If it turns out that in order to have a resort quality Conference Center, including a championship golf course, constructed at Alameda Point, the City must **SUBSIDIZE BOTH** the construction and operation of the facility, using tax dollars, would you still support such a project? And, would that be...

All	Voters	CAL	
7%	6%	8%	Yes, DEFINITELY support, or...
14%	14%	14%	PROBABLY support, or...
24%	23%	24%	Would you NO LONGER support the construction of a Conference Center at Alameda Point?
1%	56%	52%	No preference. [DO NOT READ this option]
54%	1%	2%	Refused or Disagree at Q5.1) [DO NOT READ this option]

5.2 It has been suggested that the City should make a more concerted effort to promote its historic assets to the San Francisco Bay Area. Do you "strongly" AGREE, "somewhat" AGREE, "somewhat" DISAGREE, or "strongly" DISAGREE with this idea; or, do you not care either way?

Strongly Agree	Somewhat Agree	Don't care either way	Somewhat Disagree	Strongly Disagree	Refused	
30%	36%	10%	14%	9%	1%	All
28%	36%	13%	14%	8%	1%	Voters
32%	35%	7%	15%	9%	2%	CAL

**The City's Waterfront**

6.0 Considerable attention is being given to the idea of enhancing the waterfront areas around the community. I would like to ask two specific questions about how these waterfront areas should be developed.

6.1 First, some people believe the public waterfront areas throughout the City of Alameda should be developed in a fashion that allows maximum PUBLIC ACCESS. As part of this effort, a concerted effort should be made to attract such commercial enterprise to these waterfront areas as restaurants and boating; further, such activities as water sport competitions, including windsurfing and kite boarding, should be sponsored and highly promoted; and other activities should be encouraged, such as kite flying and bicycling. Do you agree or disagree with this idea; and would that be "strongly" AGREE, "somewhat" AGREE, "somewhat" DISAGREE, or "strongly" DISAGREE; or, do you not care either way?

Strongly Agree	Somewhat Agree	Don't care either way	Somewhat Disagree	Strongly Disagree	Refused	
36%	36%	6%	8%	13%	1%	All
36%	35%	6%	8%	14%	1%	Voters
36%	38%	5%	8%	12%	1%	CAL

6.2 Alameda officials are presently trying to determine what the BEST USE would be of the waterfront property along the Estuary and the northern edge of the City. If you were an advisor to the City, which one of the following three alternatives for this waterfront property would you recommend?

All	Voters	CAL	
17%	20%	15%	Should City officials continue to dedicate this property to maritime and industrial uses, as it is presently being used? Or...
4%	5%	4%	Should the majority of this property be developed solely as <u>residential</u> property? Or...
74%	71%	77%	Should the City begin plans to dedicate portions of this property to "mixed use" with some combination of office, commercial, residential, and some of the property being dedicated to permanent open space?
4%	4%	3%	No preference. [DO NOT READ this option]
1%	0%	1%	DK/refused. [DO NOT READ this option]

6.3 Another property that City officials are considering for redevelopment is **Alameda Point**. City officials want to know how the community would like to see this property used. Five uses are presently being considered; they include the following: (1) creating public access to the waterfront, (2) constructing recreational amenities, (3) creating jobs through commercial development, (4) providing more affordable housing, and (5) preservation of historic buildings? We would like to now what priority you would place on each of these uses I will read each of the five alternative uses one more time; please rank-order them with one (1) being the HIGHEST priority and five (5) being the lowest priority.

(Note to callers: use the following scale when recording respondent's answers: 1=top priority, 2=2<sup>nd</sup> priority, 3=3<sup>rd</sup> priority, 4=4<sup>th</sup> priority, 5=5<sup>th</sup> priority).

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	Ref		
29%	15%	21%	15%	16%	4%	All	Creating public access to the waterfront
29%	17%	20%	15%	15%	4%	Voters	
30%	12%	22%	15%	17%	4%	CAL	
24%	28%	15%	12%	15%	6%	All	More recreational amenities
27%	25%	15%	11%	15%	7%	Voters	
21%	30%	16%	12%	15%	6%	CAL	
21%	21%	22%	10%	15%	11%	All	Job creation through commercial development
21%	22%	20%	11%	15%	11%	Voters	
21%	19%	24%	10%	14%	12%	CAL	
11%	17%	20%	18%	19%	15%	All	Affordable housing
9%	15%	26%	16%	20%	14%	Voters	
14%	19%	15%	20%	17%	15%	CAL	
6%	11%	12%	31%	24%	16%	All	Preservation of historic buildings
8%	10%	11%	33%	23%	15%	Voters	
5%	11%	13%	30%	25%	16%	CAL	

**Public Transportation Plan**

7.0 The City has begun a **Transportation Master Plan** to develop policies and projects for addressing, in a comprehensive fashion, various types of public transportation-related services and facilities; these include, but are not limited to, automobiles and all motor vehicles, public transit, bicycles, and transportation-related facilities relating to pedestrians. I will read from a list of elements that would be part of such a plan; after I read each one, please tell me if you would rank it as being:

- 1 = Absolutely essential, a top priority
- 2 = Very important, but second priority
- 3 = Somewhat important, a third priority
- 4 = Not a priority

Like before, you may consider **all** of elements I am about to read as **top** priorities, or you may consider **none** of them as being a **top** priority.

**NOTE TO INTERVIEWER: Re-read scale options only as necessary**

		Top	2 <sup>nd</sup> Priority	3 <sup>rd</sup>	Not	D/K Refused	
7.1	Increase Ferry service to and from Alameda	43%	29%	13%	14%	1%	All
		50%	26%	14%	9%	1%	Voters
		37%	32%	11%	19%	1%	CAL
7.2	Improve traffic signal timings to reduce congestion within Alameda	46%	25%	14%	14%	1%	All
		48%	25%	14%	12%	1%	Voters
		43%	25%	15%	16%	1%	CAL
7.3	Reduce traffic congestion in Alameda during rush hours by improving street <u>connectivity</u> to and from I-880	54%	20%	11%	13%	2%	All
		56%	17%	11%	13%	3%	Voters
		52%	24%	10%	12%	2%	CAL
7.4	Create a bus shuttle service to improve the connection between Alameda and BART	59%	23%	9%	8%	1%	All
		60%	22%	10%	7%	1%	Voters
		59%	24%	8%	8%	1%	CAL
7.5	Improve pedestrian and bicycle connectivity between Alameda and Oakland	32%	22%	17%	28%	1%	All
		29%	27%	17%	26%	1%	Voters
		34%	17%	16%	31%	2%	CAL
7.6	Complete a public access trail for ALL of Alameda's shoreline.	37%	27%	17%	19%	0%	All
		35%	27%	19%	18%	1%	Voters
		40%	26%	15%	19%	0%	CAL

**The future of Auto Row**

8.0 It is uncertain, at the present time, just how long the automobile dealerships located along Park Street north of Lincoln Avenue in Alameda will remain where they are today. If these businesses decide to relocate outside of Alameda this property could be used for a variety of commercial purposes. I would like your opinion regarding three of these possible uses?

All	Voters	CAL	
42%	43%	41%	Is the best use of this commercial property a mixture of <u>retail stores</u> and <u>office buildings</u> ? Or...
2%	3%	2%	Should the majority of this property be developed solely as <u>residential</u> property? Or...
52%	51%	53%	Would a better use of this property be a <u>blend</u> of residential housing and retail outlets, including "work/live" studio units designed to accommodate artists, and other types of entrepreneurs?
3%	2%	3%	No preference. [DO NOT READ this option]
1%	1%	1%	DK/refused. [DO NOT READ this option]

**Addressing the growing problem of Climate Change**

9.0 **Climate change** due to global warming is fast becoming an issue of deep concern and public debate. The scientific community has concluded that human activity, primarily fossil fuel combustion from cars, coal-fired power plants, and oil and natural gas heating sources, is the leading cause of climate change; further, that global warming will ultimately result in **devastating consequences** to the *quality of life* everywhere on the planet. Some argue that since human activity is the cause of climate change...then human activity can, and should, be at least part of the solution to this growing problem. Toward that end, governments are being urged to adopt a long term plans and policies designed to **keep greenhouse gases at safe levels** and to **protect water quality**, especially in urban environments like the City of Alameda. Organizations in BOTH the public and private sectors are being encouraged to switch to green power, create incentives that will promote the use of solar energy, implement a host of strategies designed to improve energy efficiency in the home and at work, promote car pooling, van pooling, increase the use of mass transit...and more. My question is this...**What priority should Alameda City officials place** on taking **DELIBERATE steps** to address global warming and related matters that impact *climate change*; these might include, for example, purchasing only zero-emission vehicles for City use, requiring solar panels for new housing developments within the City's domain, establishing policies that could result in the City losing out on certain opportunities involving Economic Development (some of these could result in a loss of new jobs that would otherwise come into the City), what-have-you. Should such policies be considered an:

All	Voters	CAL	
44%	44%	44%	<b>Absolute, top priority</b> ;
33%	32%	34%	<b>Moderate priority</b> , other factors should weigh equally when establishing such policies;
10%	11%	9%	<b>Low priority</b> , adopted only when such policies have little or no negative impact on Economic Development in Alameda, or...
10%	9%	10%	<b>Not at all a priority</b> for the City of Alameda?
3%	4%	3%	Don't know/unsure/Refused [DO NOT read]

**Demographics**

Finally, I have a few brief questions about you. I will read several response categories. Please tell me when I read the category that applies to you.

10.0 How long have you lived in Alameda?

- 16% 0 to 5 years
- 16% 6 to 10 years
- 27% 11 to 25 years
- 40% Over 25 years
- 1% Refused

11.0 How many children do you have living at home under the age of 18?

- 69% none [SKIP to Q12.0]
- 13% one
- 13% two
- 4% three or more
- 1% Refused

11.1 Do any of the children attend public schools, kindergarten through high school?

- 12% no
- 19% yes
- 69% No children at Q11.0

12.0 How many adults (18 years or older) do you have living in your household?

- 23% 1
- 60% 2
- 12% 3
- 3% 4
- 1% 5 or more
- 1% DK/refused

13.0 Do you own or rent your home?

- |      |     |         |
|------|-----|---------|
| rent | Own | Refused |
| 23%  | 75% | 2%      |

14.0 How many years of school have you completed?

- 2% less than High School
- 9% High School graduate (or Trade School)
- 22% Some college
- 32% College graduate
- 34% Graduate school, Professional school
- 1% Refused

