



TO: Interested Parties
FROM: Keith Frederick; FrederickPolls, LLC
DATE: February 5, 2020
RE: Oakland Voter Poll Results – Preferred Location for New A’s Ballpark.

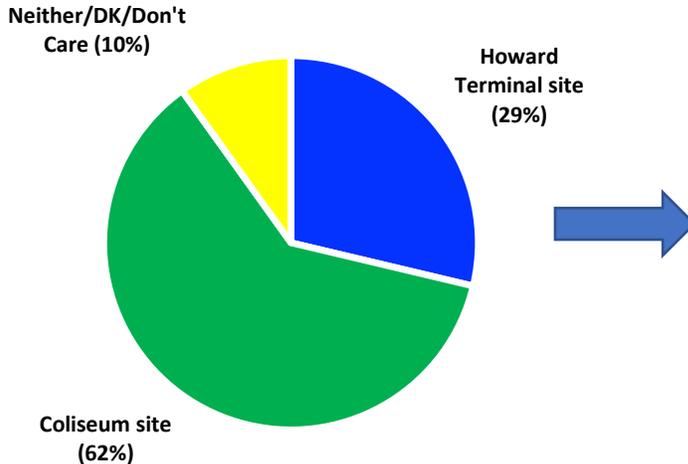
POLL METHODOLOGY.

- n=500 completed interviews
- Registered Oakland city voters
- Demographics: 42% White, 28% Black, 9% Latino, 6% Asian, 15% Other/Refused
- Dates: January 12-18, 2020
- Telephone interviews with 63% cells
- 4.3% margin of error

1. **COLISEUM OVER HOWARD TERMINAL.** Right off the bat, by a 2:1 margin, Oakland voters prefer a new A’s ballpark be located on Coliseum property (62%) over the proposed Howard Terminal site (29%). The 24% who are the A’s most loyal fans – attending multiple games a year – prefer the Coliseum site by 70% to 26%.

Of these two choices, which do you think is the better location for a new A’s ballpark to keep them in Oakland?

- *Build it at the Howard Terminal site adjacent to the port of Oakland.*
- OR --
- *Built on the Coliseum property at the current stadium site.*



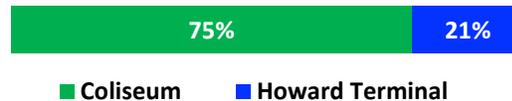
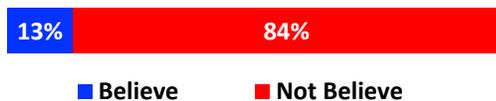
-A's Fans-				
<i>Times of Year Attending Games</i>				
	<u>Multi times</u>	<u>1-2 times</u>	<u>< 1 a year</u>	<u>Never</u>
<u>Prefer</u>				
Coliseum	70%	57%	65%	57%
Howard Terminal	26%	37%	29%	22%

2. WHEN VOTERS ARE ASKED POINT-COUNTERPOINT QUESTIONS, A's CLAIMS ABOUT HOWARD TERMINAL SITE ARE NOT VERY BELIEVABLE; REBUTTAL INFORMATION DRIVES COLISEUM PREFERENCE UP.

A. **TRAFFIC.** Least believable of all A's ownership claims is "no traffic disruption" and when learning of the 24-hour truck staging operation that will be pushed out into neighboring streets and roads... 75% prefer the Coliseum site to 21% for the Howard Terminal site.

Believe: The A's owners show plans for the waterfront stadium with no disruption or impact on local traffic.

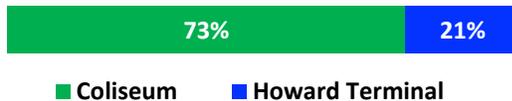
Others say that the new ballpark site replaces a massive truck staging operation servicing the loading of containers for ships, and that in the future, all that 24-hour truck traffic will push out into the neighboring streets and clog nearby roads.



B. **100% PRIVATE FUNDED.** Just one-third believe the Howard Terminal ballpark will be 100% privately financed. After hearing about \$200 million in taxpayer infrastructure costs, the Coliseum site is preferred by 73% to 21%.

Believe: The A's owners say the new ballpark at the Howard Terminal waterfront site will be 100 percent privately funded.

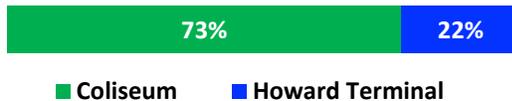
Others say the Howard Terminal ballpark would cost Oakland taxpayers more than \$200 million because the plan includes NO cleanup costs for any toxic material at this industrial site and NO transportation costs to build roads, bridges, or improve rail crossings, which the A's have pushed the city to cover.



C. **WIN-WIN: AFFORDABLE HOUSING & A's STAY.** Only 36% believe the owner's claim Oakland will get both of these outcomes. Hearing the counterpoint that building instead at the Coliseum can save taxpayers \$200 million in infrastructure costs that could better be spent on homelessness and education, the Coliseum site is preferred by 73% to 22%.

Believe: The A's owners say the Howard Terminal ballpark is a win-win because the team would be able to remain in Oakland, and Oakland residents would get a waterfront ballpark along with affordable housing at the old Coliseum site.

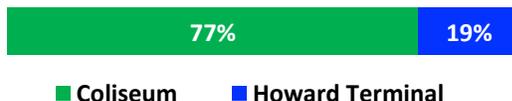
Others say the cost and challenges of building a ballpark and surrounding development at the working waterfront will likely be higher than projected, and that the \$200 million Oakland taxpayers will spend to pay for the project could much better be spent on education, the homelessness crisis, and other problems facing the city.



D. **SAFE AND EASY ACCESS.** A 39% minority believe the waterfront ballpark site can be accessed easily and safely. But when hearing details of the site's active freight rail line, lack of funding for parking, and no BART or Freeway access... a clear 77% to 19% verdict emerges in favor of the Coliseum site.

Believe: The A's owners say the Howard Terminal ballpark site can be accessed easily and safely.

Others say the A's owners have provided NO transportation plan, NO detail of how pedestrians will safely cross the active freight rail line blocking the property, and NO way to pay for parking or transportation access to the ballpark. Meanwhile, unlike Howard Terminal, the Coliseum site already has a dedicated BART station and convenient freeway access.

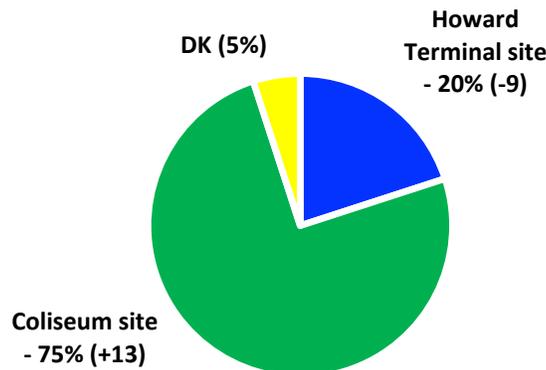


3. **BOTTOM LINE:** Post-information preference for Coliseum site over Howard Terminal grows to 75% (+13 over initial 62% preference). Clearly, as Oakland voters learn facts about the limitations and costs of the Howard Terminal site, a vast supermajority chooses the Coliseum site.

After hearing all this information, which do you think is a better location for a new Oakland A's ballpark?

- At the industrial waterfront Howard Terminal site, with the team's owners' plan for new development around the ballpark and infrastructure financed by a new tax district.
- OR--
- At the current Coliseum site, already connected to BART and freeway access without costing port jobs or disrupting neighborhoods.

(Change in Initial Opinion)



4. **NEGATIVE CONSEQUENCES ARE SEVERE FOR A CITY COUNCIL MEMBER WHO VOTES TO USE TAXPAYER MONEY TO SUPPORT HOWARD TERMINAL BALLPARK:** 76% would "VOTE AGAINST" that Councilmember; consistently in all districts.

If an Oakland City Council member voted to spend hundreds of millions of public tax money to support building a new Oakland A's ballpark at Howard Terminal, would you be more likely to vote FOR that council member or vote AGAINST them in the next election?

