

APRIL 7-17, 2019



2019 CITY OF HAYWARD COMMUNITY SURVEY
320-847 WT
N=663
MARGIN OF SAMPLING ERROR $\pm 4.0\%$ (95% CONFIDENCE INTERVAL)
A/B SPLITS

Hello, I'm _____ from _____, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Hayward. We are definitely not trying to sell anything, and we are only interested in your opinions. May I please speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 81 %
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell ----- 19 %
(DON'T READ) DK/NA/REFUSED----- TERMINATE

**NEXT, I'M GOING TO ASK YOU A FEW QUESTIONS TO MAKE SURE WE ARE
 SPEAKING TO A REPRESENTATIVE GROUP OF LOCAL RESIDENTS.**

B. What was the last level of school you completed?

High school graduate or less ----- 37 %
 Vocational/technical school -----4 %
 Some college, no degree ----- 23 %
 Associate degree----- 14 %
 Four-year college or bachelor's degree ---- 15 %
 Graduate school or advanced degree-----5 %
(DON'T READ) Refused -----2 %

C. With which racial or ethnic group do you identify yourself? **(READ LIST)**

Hispanic or Latino ----- 30 %
 White or Caucasian ----- 32 %
 Black or African-American----- 10 %
 Afghani -----0 %
 Middle Eastern -----0 %
 Asian or Pacific Islander----- 18 %
 American Indian or Alaska Native -----1 %
 Multiracial-----3 %
 Other **(SPECIFY)** _____ 1 %
(DON'T READ) DK/NA/REFUSED-----4 %

(ASK ONLY IF ASIAN/PACIFIC ISLANDER – CODE 6 – IN QC)

D. More specifically, would you say that you are: **(READ LIST)**

Chinese-----	16%
Filipino-----	44%
Thai-----	1%
Indian-----	15%
Central Asian -----	0%
Japanese-----	1%
Korean -----	0%
Vietnamese -----	7%
Samoan-----	0%
Tongan -----	1%
Guamanian or Chamorro-----	2%
Other Pacific Islander -----	5%
Multiracial-----	0%
Other (SPECIFY _____) -----	5%
(DON'T READ) DK/NA/REFUSED-----	2%

(ASK ONLY IF MIDDLE EASTERN – CODE 5 – IN QC)

E. More specifically, how do you identify your ethnicity? **(OPEN END)**

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT LIFE IN HAYWARD.

1. First, I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Hayward? **(IF SATISFIED /DISSATISFIED, ASK: Is that very or somewhat SATISFIED/DISSATISFIED?)**

	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2019</u>
TOTAL SATISFIED -----	76%	79%	80%	85%	76%	75%
Very satisfied-----	30%	37%	42%	49%	27%	25%
Somewhat satisfied -----	46%	42%	38%	37%	49%	50%
 TOTAL DISSATISFIED -----	 23%	 21%	 20%	 14%	 24%	 22%
Somewhat dissatisfied -----	16%	11%	12%	9%	16%	15%
Very dissatisfied -----	7%	10%	8%	5%	7%	7%
 (DON'T READ) DK/NA-----	 1%	 1%	 1%	 1%	 3%	 3%

(ASK IF DISSATISFIED – CODES 3 OR 4 – IN Q1)

2. Next, in a few words of your own, what is the most important change that could be made to improve quality of life in Hayward? **(OPEN-END, RECORD VERBATIM RESPONSE)**

Revitalizing downtown/Improve neighborhoods-----	25 %
Improve safety -----	23 %
Repair roads/Infrastructure -----	22 %
Addressing homelessness -----	19 %
Addressing high rent/Lack of affordable housing -----	13 %
Improving education -----	10 %
Address the cost of living-----	7 %
Improving traffic/Transportation -----	6 %
Increase police presence -----	5 %
Provide more parking -----	5 %
Too much growth -----	5 %
High taxes -----	1 %
Improving law enforcement-community relationships-----	1 %
Other -----	4 %

(RESUME ASKING ALL RESPONDENTS)

3. Overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services? **(IF SATISFIED/DISSATISFIED, ASK: Is that very or somewhat SATISFIED/DISSATISFIED?)**

	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2019</u>
TOTAL SATISFIED -----	71%	73%	70%	77%	62%	60%
Very satisfied -----	26%	28%	33%	35%	19%	18%
Somewhat satisfied-----	45%	45%	37%	42%	43%	43%
TOTAL DISSATISFIED -----	16%	21%	22%	17%	28%	21%
Somewhat dissatisfied -----	10%	12%	15%	10%	17%	13%
Very dissatisfied-----	6%	9%	7%	7%	11%	7%
(DON'T READ) DK/NA -----	9%	6%	8%	6%	10%	19%

(ASK IF DISSATISFIED – CODES 3 OR 4 – IN Q3)

4. What makes you dissatisfied with the job the City of Hayward is doing to provide resident services?
(OPEN END, RECORD VERBATIM RESPONSE)

We need to improve roads/reduce traffic -----	19%
Wasteful spending/Dissatisfied with government-----	13%
We need to improve police/emergency response times -----	13%
Need to address homelessness -----	11%
Rent is too high/Not enough affordable housing -----	11%
Not enough businesses/things to do-----	6%
Police abuse-----	6%
No available jobs/good-paying employers-----	5%
We need better schools-----	4%
Cost of living -----	2%
High taxes -----	2%
Need to improve parking/transportation -----	2%
Other -----	20%
Don't know-----	1%
Refused -----	1%

(RESUME ASKING ALL RESPONDENTS)

5. Next, I am going to read you some words and phrases that might describe Hayward. Please tell me whether you think each of the phrases below describes Hayward very well, somewhat well, not too well, or not well at all. If you don't know, you can tell me that, too. **(RANDOMIZE)**

	<u>VERY WELL</u>	<u>SMWT WELL</u>	<u>NOT TOO WELL</u>	<u>NOT WELL AT ALL</u>	<u>DON'T KNOW</u>	<u>TOTAL WELL</u>	<u>TOTAL NOT WELL</u>
[]a. Diverse-----	61%	29%	6%	0%	4%	90%	6%
[]b. Welcoming -----	29%	49%	12%	4%	5%	78%	17%
[]c. A good place to live -----	30%	55%	12%	3%	0%	85%	15%
[]d. A good place to work-----	21%	34%	10%	6%	28%	55%	16%
[]e. A good place to raise a family -----	23%	46%	18%	8%	6%	69%	25%
[]f. Safe -----	16%	50%	24%	10%	1%	65%	34%
[]g. Affordable-----	14%	44%	21%	21%	1%	57%	42%
[]h. Clean -----	17%	48%	23%	11%	1%	65%	35%

6. Now I am going to read you a list of issues that some people say might be problems in Hayward. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. **(RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>(DK/NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. Waste in City government	13%	12%	29%	22%	24%	25%
[]b. Potholes and street maintenance	24%	26%	30%	18%	1%	50%
[]c. Traffic congestion on local streets and roads	27%	30%	27%	15%	1%	57%
[]d. Too much growth and development	6%	14%	27%	44%	8%	20%
[]e. The cost of housing	28%	31%	27%	10%	2%	60%
[]f. A lack of entertainment and cultural options	8%	18%	33%	36%	5%	26%
[]g. Litter and graffiti	12%	21%	44%	21%	2%	33%
[]h. Too many vacant properties and storefronts	13%	22%	34%	27%	4%	35%
(SPLIT SAMPLE B ONLY)						
[]i. Inefficiency in local government	14%	16%	33%	16%	21%	30%
[]j. The amount people pay in local taxes	19%	21%	31%	18%	11%	40%
[]k. Crime, in general	17%	33%	34%	13%	3%	49%
[]l. Traffic congestion on local freeways	43%	33%	19%	5%	0%	76%
[]m. Jobs and unemployment	11%	17%	33%	15%	24%	28%
[]n. Homelessness	29%	31%	29%	10%	2%	60%
[]o. The quality of public education	30%	23%	16%	15%	16%	53%
[]p. A lack of parks and recreation options	12%	13%	23%	47%	5%	24%

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS ARE ABOUT PUBLIC SAFETY.

7. How safe do you feel in Hayward _____? Do you feel safe, unsafe, or neither safe nor unsafe? **(IF SAFE/UNSAFE, ASK: Is that very SAFE/UNSAFE or just somewhat?) (READ A FIRST, THEN RANDOMIZE)**

	<u>VERY SAFE</u>	<u>SMWT SAFE</u>	<u>NEITHER SAFE UNSAFE</u>	<u>NOR SMWT UNSAFE</u>	<u>VERY UNSAFE</u>	<u>(DK/NO OPIN)</u>	<u>TOTAL SAFE</u>	<u>TOTAL UNSAFE</u>
(ASK "a" FIRST)								
[]a. In general	16%	48%	15%	16%	5%	0%	64%	21%
(SPLIT SAMPLE A ONLY)								
[]b. Driving on Hayward streets	28%	46%	8%	12%	5%	2%	73%	17%
[]c. Walking or playing in the park closest to your residence	27%	38%	10%	13%	9%	3%	65%	22%
(SPLIT SAMPLE B ONLY)								
[]d. Bicycling	10%	32%	13%	14%	12%	19%	42%	26%
[]e. Walking in your neighborhood	27%	44%	10%	12%	7%	0%	71%	19%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU ABOUT SOME OF THE SERVICES AND PROGRAMS HAYWARD'S CITY GOVERNMENT PROVIDES TO ITS RESIDENTS.

8. First, in your opinion, what is the most important thing the City of Hayward can do to improve City services for the people who live and/or work here? **(OPEN-END; RECORD RESPONSES BELOW)**

Increase police presence -----	17%
Provide affordable housing/rent control -----	13%
Repair roads/infrastructure -----	12%
Reduce traffic congestion -----	9%
Better communication between city elected officials, staff and residents/transparency -----	8%
Improve development/permit process -----	8%
Provide more community functions/family-oriented programs -----	8%
Address homelessness -----	7%
Improve education/schools -----	7%
Keep the city clean/remove blight/graffiti -----	7%
Cost of living/Raise wages/poverty -----	4%
Improving job opportunities -----	4%
Improve transportation -----	3%
Improve health care -----	1%
Reduce taxes -----	1%
Reduce wasteful spending -----	0%
Other -----	6%
Don't know -----	10%
Nothing -----	1%
Refused -----	3%

9. Overall, as a resident of the City of Hayward, how much of an opportunity do you feel that you have to voice your concerns on major community issues that affect your life? **(READ LIST)**

	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2019</u>
GREAT DEAL/SOME -----	56%	53%	N/A	N/A	49%	47%
A great deal -----	22%	22%	N/A	N/A	15%	16%
Some -----	34%	31%	N/A	N/A	34%	31%
LITTLE/NOT MUCH -----	49%	45%	N/A	N/A	43%	45%
A little -----	20%	22%	N/A	N/A	22%	19%
Not much at all -----	19%	23%	N/A	N/A	21%	26%
(DON'T READ) DK/NA -----	5%	2%	N/A	N/A	7%	8%

10. And in your opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Hayward residents need and want?

GREAT/SOME NEED----- 73%
 Great need ----- 39%
 Some need ----- 34%

LITTLE/NO REAL NEED ----- 18%
 A little need-----8%
 No real need----- 10%

(DON'T READ) DK/NA-----9%

11. Next, I am going to read you a list of aspects of life in the City of Hayward. After I mention each one, please tell me, in your opinion, how important each one is to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>NO OPIN/</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. Safe neighborhoods -----	59%	34%	5%	1%	1%	94%
[]b. Fast emergency response -----	56%	33%	6%	3%	2%	89%
[]c. Safe and well-maintained streets and sidewalks -----	45%	41%	12%	2%	1%	86%
[]d. Well-maintained street lighting -----	44%	39%	14%	2%	1%	83%
[]e. Revitalized older neighborhoods and business districts-----	37%	33%	21%	4%	5%	70%
[]f. Adding parks as any new development is approved -----	24%	34%	29%	10%	3%	58%
[]g. Having adequate parking-----	30%	37%	24%	8%	1%	66%
[]h. A clean, well-maintained city -----	48%	37%	12%	1%	1%	85%
[]i. Speedy review of development applications -----	19%	30%	30%	11%	10%	49%
[]j. Prompt removal of graffiti-----	26%	28%	31%	13%	3%	53%
[]k. Steady arrival of new businesses in the city -----	22%	38%	29%	8%	3%	60%
[]l. Good availability of local jobs -----	36%	44%	11%	4%	6%	80%
[]m. Affordable rental properties-----	50%	29%	10%	6%	4%	80%
[]n. Safe and well-maintained City infrastructure-----	39%	45%	12%	3%	2%	84%
(SPLIT SAMPLE B ONLY)						
[]o. Effective police protection-----	54%	36%	7%	1%	2%	90%
[]p. Minimal numbers of stray animals -----	23%	29%	22%	18%	8%	52%
[]q. Smooth and efficient traffic movement-----	52%	34%	12%	1%	1%	86%
[]r. Attractive landscaping and medians-----	21%	32%	32%	14%	1%	53%
[]s. A revitalized downtown area-----	29%	37%	22%	9%	3%	66%
[]t. Good library services-----	31%	41%	20%	7%	2%	71%
[]u. An adequate number of affordable places to live-----	47%	31%	13%	6%	3%	78%

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TO IMP</u>	<u>NO OPIN/ DK/NA</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE B CONTINUED)						
[]v. Easy access to protected open space and natural areas-----	33%	37%	21%	5%	5%	70%
[]w. Healthy local businesses that stay in Hayward-----	47%	40%	10%	2%	1%	87%
[]x. Effective garbage, yard waste, and curb-side recycling-----	44%	35%	18%	2%	1%	79%
[]y. A strong financial base to fund City programs and services-----	40%	33%	21%	2%	4%	74%
[]z. Having public art throughout the city-----	20%	24%	36%	19%	2%	43%
[]aa. Minimizing the number of evictions-----	26%	26%	20%	11%	16%	53%
[]bb. Adequate preparation for disasters, such as flooding or earthquakes-----	43%	37%	13%	3%	4%	80%

(RESUME ASKING ALL RESPONDENTS)

12. Next, I am going to mention some services and programs the City provides. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/ DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
(SPLIT SAMPLE A ONLY)							
[]a. Neighborhood police patrols							
2019-----	15%	33%	25%	14%	13%	48%	39%
2016-----	21%	38%	16%	14%	12%	59%	30%
[]b. Fire protection and emergency services							
2019-----	40%	31%	8%	2%	20%	71%	9%
2016-----	48%	37%	5%	1%	10%	85%	6%
2014-----	61%	26%	5%	1%	7%	87%	6%
2012-----	55%	33%	4%	1%	6%	88%	5%
2010-----	67%	23%	3%	2%	5%	85%	5%
2008-----	57%	30%	3%	2%	8%	87%	5%
[]c. Street and sidewalk maintenance							
2019-----	16%	40%	27%	12%	5%	56%	39%
2016-----	25%	44%	16%	14%	2%	69%	30%
2014-----	41%	33%	16%	9%	1%	74%	25%
2012-----	42%	33%	14%	9%	9%	75%	23%
2010-----	39%	33%	10%	16%	1%	72%	26%
2008-----	27%	40%	15%	17%	2%	67%	32%
[]d. Street lighting							
2019-----	15%	48%	28%	8%	3%	62%	35%
2016-----	31%	41%	15%	10%	2%	72%	25%
2014-----	50%	31%	11%	6%	2%	81%	17%
2012-----	43%	34%	14%	9%	1%	77%	22%
2010-----	36%	44%	9%	10%	1%	80%	19%
2008-----	36%	35%	14%	13%	3%	71%	27%

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
(SPLIT SAMPLE A CONTINUED)							
[]e. Revitalizing older neighborhoods and business districts							
2019	11%	33%	22%	15%	19%	43%	38%
2016	18%	35%	21%	14%	11%	53%	35%
2014	29%	35%	16%	7%	14%	64%	23%
2012	27%	37%	16%	11%	9%	64%	27%
2010	28%	37%	12%	12%	11%	65%	26%
2008	21%	42%	14%	12%	11%	63%	26%
[]f. Requiring expansion of existing parks or requiring new parks as part of development approval							
2019	16%	34%	20%	6%	25%	50%	25%
2016	24%	38%	13%	5%	21%	61%	18%
[]g. Providing parking throughout the city							
2019	16%	44%	21%	9%	10%	60%	30%
2016	29%	36%	18%	10%	7%	65%	28%
2014	50%	31%	11%	8%	3%	81%	19%
2012	42%	37%	9%	7%	5%	79%	16%
2010	44%	37%	9%	7%	3%	81%	16%
2008	41%	38%	8%	7%	6%	79%	15%
[]h. The cleanliness of Hayward							
2019	17%	45%	24%	10%	4%	62%	34%
2016	20%	47%	19%	12%	1%	67%	31%
2014	40%	36%	14%	7%	2%	76%	21%
2012	35%	36%	16%	11%	2%	71%	27%
[]i. Reviewing development applications							
2019	8%	24%	9%	4%	55%	32%	13%
2016 (T*)	11%	23%	8%	5%	54%	44%	13%
[]j. Graffiti removal							
2019	18%	39%	18%	8%	17%	57%	26%
2016	32%	34%	14%	9%	9%	65%	23%
2014	47%	31%	9%	7%	7%	78%	16%
2012	35%	34%	11%	14%	6%	69%	25%
2010	32%	33%	17%	10%	7%	55%	27%
2008	33%	35%	10%	15%	8%	68%	25%
[]k. Attracting new businesses to the city							
2019	12%	29%	25%	10%	24%	41%	35%
2016	14%	34%	23%	12%	17%	48%	35%
2014	33%	31%	13%	9%	13%	64%	22%
2012	20%	32%	21%	15%	12%	52%	36%
2010	28%	27%	18%	14%	13%	55%	32%
2008	22%	38%	14%	12%	14%	60%	26%

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
(SPLIT SAMPLE A CONTINUED)							
[]l. Increasing the availability of local jobs							
2019	11%	28%	24%	7%	30%	39%	31%
2016	9%	32%	21%	11%	27%	41%	32%
2014	26%	25%	19%	13%	18%	51%	32%
2012	19%	27%	21%	16%	18%	46%	37%
2010	14%	28%	21%	23%	14%	42%	44%
2008	19%	33%	15%	12%	22%	52%	27%
[]m. Regulating rent increases	8%	19%	18%	27%	27%	27%	46%
(SPLIT SAMPLE B ONLY)							
[]n. Police protection							
2019	25%	39%	17%	8%	11%	64%	25%
2016	27%	42%	13%	10%	7%	69%	23%
2014	40%	36%	11%	9%	4%	76%	20%
2012	41%	34%	12%	9%	4%	75%	21%
2010	43%	35%	9%	11%	1%	78%	20%
2008	39%	39%	10%	8%	3%	78%	18%
[]o. Animal services, such as stray animal catching or animal licensing							
2019	22%	23%	13%	8%	34%	45%	21%
2016	22%	37%	10%	7%	23%	59%	17%
2014	40%	28%	7%	9%	17%	68%	16%
2012	36%	28%	9%	9%	17%	64%	18%
2010	49%	23%	9%	7%	12%	72%	16%
2008	33%	35%	8%	6%	18%	68%	14%
[]p. Traffic circulation							
2019	6%	26%	28%	37%	4%	32%	64%
2016	10%	30%	24%	33%	4%	40%	57%
2014	29%	32%	19%	17%	2%	61%	36%
2012	20%	39%	19%	20%	2%	59%	39%
2010	33%	35%	15%	17%	1%	68%	32%
2008	22%	42%	17%	16%	3%	64%	33%
[]q. Landscaping and medians in Hayward							
2019	20%	47%	14%	7%	12%	66%	21%
2016	26%	45%	13%	7%	8%	72%	20%
2014	46%	32%	10%	7%	5%	78%	17%
2012	39%	38%	12%	8%	4%	77%	20%
[]r. Revitalizing the downtown area							
2019	22%	46%	15%	7%	10%	68%	22%
2016	31%	39%	14%	9%	7%	70%	23%
2014	49%	29%	10%	6%	5%	78%	16%
2012	37%	39%	9%	8%	8%	76%	17%
2010	32%	38%	13%	8%	9%	70%	21%
2008	31%	42%	8%	10%	9%	73%	18%

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
(SPLIT SAMPLE B CONTINUED)							
[]s. Library services							
2019	33%	33%	8%	9%	18%	66%	16%
2016	32%	36%	5%	3%	24%	68%	8%
2014	52%	23%	6%	2%	17%	75%	8%
2012	45%	30%	4%	2%	18%	75%	6%
2010	57%	26%	6%	3%	9%	83%	9%
2008	54%	30%	4%	2%	11%	84%	6%
[]t. Increasing the availability of affordable housing							
2019	10%	24%	16%	29%	21%	34%	45%
2016	10%	23%	21%	26%	20%	33%	48%
2014	27%	30%	15%	11%	16%	57%	26%
2012	24%	33%	13%	13%	17%	57%	26%
2010	26%	32%	11%	12%	19%	58%	23%
2008	24%	35%	14%	11%	17%	59%	25%
[]u. Protecting open space							
2019	22%	38%	13%	6%	21%	61%	18%
2016	22%	36%	11%	7%	24%	58%	18%
2014	36%	31%	9%	7%	18%	67%	16%
2012	30%	39%	8%	6%	17%	69%	14%
2010	38%	31%	8%	6%	16%	69%	14%
2008	28%	39%	9%	10%	14%	67%	19%
[]v. Retaining existing businesses							
2019	13%	33%	17%	8%	29%	46%	25%
2016	15%	40%	16%	10%	19%	45%	26%
2014	28%	39%	9%	8%	16%	67%	17%
2012	20%	43%	15%	11%	12%	63%	26%
[]w. Garbage, yard waste, and curb-side recycling							
2019	34%	42%	10%	8%	6%	76%	18%
2016	45%	34%	12%	7%	2%	79%	19%
2014	62%	27%	5%	6%	1%	89%	13%
2012	55%	30%	7%	6%	2%	85%	13%
2010	60%	27%	6%	5%	2%	87%	13%
2008	58%	28%	6%	6%	2%	86%	12%
[]x. Maintaining a strong financial base to fund City programs and services							
2019	13%	30%	13%	8%	36%	43%	20%
2016	14%	37%	12%	9%	27%	51%	21%
2014	26%	32%	10%	8%	23%	58%	18%
2012	24%	31%	14%	10%	21%	55%	24%
2010	17%	35%	16%	11%	22%	52%	27%
2008	19%	36%	12%	8%	25%	55%	20%
[]y. Increasing the amount of public art							
2019	24%	42%	6%	4%	25%	66%	9%
2016	35%	38%	9%	4%	14%	73%	13%
2014 (T*)	49%	28%	5%	4%	13%	77%	9%
2012	40%	32%	7%	6%	16%	72%	13%
[]z. Protecting renters from eviction							
	11%	18%	11%	15%	46%	28%	26%

(RESUME ASKING ALL RESPONDENTS)

NOW, I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH CITY DEPARTMENTS AND PERSONNEL.

13. In the past 12 months, did you contact a City of Hayward department for any reason other than an emergency?

	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2019</u>
Yes-----	31 %	20 %	20 %	19 %	28 %	28 %
No -----	68 %	80 %	80 %	79 %	70 %	70 %
(DON'T READ) DK/NA -----	1 %	0 %	0 %	2 %	1 %	2 %

(ASK Q14-Q15 IF YES - CODE 1 - IN Q13)

14. With which City department did you have contact? **(DO NOT READ LIST, RECORD VERBATIM RESPONSE THEN CODE; ACCEPT MULTIPLE RESPONSES)**

Police -----	26 %
Code Enforcement -----	14 %
Utilities and Environmental Services -----	10 %
Building and Safety Services/Permit Counter -----	7 %
City Clerk -----	7 %
Animal Services -----	5 %
Business Licensing -----	5 %
Planning -----	5 %
Street Maintenance -----	5 %
Public Works -----	4 %
DMV -----	3 %
Housing -----	3 %
Office of the City Manager -----	3 %
Finance -----	2 %
Fire -----	1 %
Economic Development -----	0 %
Library Services -----	0 %
Other (SPECIFY _____) -----	5 %
(DON'T READ) DK/NA -----	2 %

15. Were you satisfied or dissatisfied with _____ the Hayward City employee or employees with whom you had contact? **(IF SATISFIED/DISSATISFIED, ASK: “Was that very or just somewhat?”)**
(RANDOMIZE)

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>(DK/NO OPIN)</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
[]a. Getting your problem resolved or question answered by							
2019 -----	36%	25%	10%	25%	3%	62%	35%
2016 -----	46%	24%	15%	14%	1%	70%	29%
2014 -----	52%	21%	11%	12%	4%	73%	33%
2012 -----	53%	24%	9%	13%	2%	77%	22%
2010 -----	54%	13%	23%	8%	1%	67%	31%
2008 -----	44%	35%	10%	10%	2%	79%	20%
[]b. The customer service you received from							
2019 -----	42%	27%	9%	17%	5%	69%	26%
2016 -----	46%	27%	12%	12%	2%	73%	24%
2014 -----	57%	31%	2%	6%	3%	88%	8%
2012 -----	59%	17%	5%	15%	4%	76%	20%
2010 -----	56%	28%	9%	6%	1%	84%	15%
2008 -----	48%	38%	5%	6%	3%	86%	13%
[]c. Courtesy of							
2019 -----	51%	25%	5%	12%	7%	76%	17%
2016 -----	49%	29%	6%	10%	6%	78%	16%
2014 -----	57%	28%	3%	10%	4%	85%	13%
2012 -----	64%	24%	2%	7%	3%	88%	9%
2010 -----	56%	22%	10%	9%	2%	78%	19%
2008 -----	52%	39%	3%	2%	4%	91%	5%
[]d. Timeliness of the response of							
2019 -----	40%	28%	14%	15%	3%	68%	29%
2016 -----	45%	27%	9%	15%	3%	73%	24%
2014 -----	46%	32%	5%	12%	5%	78%	17%
2012 -----	48%	26%	11%	11%	3%	74%	22%
2010 -----	49%	29%	10%	10%	2%	78%	20%
[]e. Voicing your concerns on major community issues							
2019 -----	24%	23%	8%	15%	30%	46%	23%
2016 -----	30%	28%	10%	13%	20%	57%	23%
2014 -----	37%	24%	12%	11%	16%	61%	33%
2012 -----	38%	24%	11%	6%	21%	62%	17%

(RESUME ASKING ALL RESPONDENTS)

16. Next, I am going to mention different aspects of police services specifically. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward Police in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
[]a. Fighting crime committed against people							
2019 -----	18%	25%	10%	9%	37%	44%	19%
2016 -----	21%	36%	13%	8%	23%	56%	21%
2014 -----	32%	32%	11%	7%	18%	64%	18%
2012 -----	40%	27%	11%	9%	13%	67%	20%
2010 -----	32%	30%	15%	10%	12%	62%	25%
2008 -----	33%	35%	11%	7%	14%	68%	18%
[]b. Fighting crime involving property damage or theft							
2019 -----	14%	26%	14%	15%	31%	39%	29%
2016 -----	15%	37%	15%	11%	22%	52%	26%
2014 -----	30%	28%	12%	13%	16%	58%	25%
2012 -----	31%	29%	14%	12%	14%	60%	26%
2010 -----	33%	29%	13%	12%	14%	62%	25%
2008 -----	30%	34%	13%	11%	13%	64%	14%
[]c. Maintaining traffic safety							
2019 -----	20%	40%	13%	10%	16%	60%	23%
2016 -----	24%	42%	17%	10%	7%	66%	26%
2014 -----	47%	32%	9%	6%	6%	79%	15%
2012 -----	42%	35%	11%	7%	4%	77%	18%
2010 -----	48%	34%	9%	6%	4%	82%	15%
2008 -----	39%	40%	11%	8%	3%	79%	19%
[]d. Working with an ethnically diverse population							
2019 -----	25%	28%	7%	3%	37%	53%	10%
2016 -----	32%	33%	11%	9%	15%	65%	20%
2014 -----	43%	28%	6%	6%	17%	71%	12%
2012 -----	44%	29%	7%	4%	16%	73%	11%
2010 -----	42%	37%	5%	4%	12%	79%	9%
2008 -----	37%	36%	5%	7%	16%	73%	12%
[]e. Officers being courteous to the public							
2019 -----	31%	31%	6%	5%	26%	62%	12%
2016 -----	35%	36%	8%	7%	14%	71%	15%
2014 -----	52%	28%	4%	7%	10%	80%	11%
2012 -----	46%	32%	5%	5%	11%	78%	11%
2010 -----	44%	26%	12%	8%	11%	70%	20%

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OPIN/ DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
[]f. 911 operators being courteous to the public							
2019 -----	32%	16%	1%	2%	48%	48%	3%
2016 -----	34%	26%	4%	2%	35%	59%	6%
2014 -----	49%	19%	3%	3%	26%	68%	6%
2012 -----	50%	20%	3%	2%	25%	70%	5%
2010 -----	51%	25%	5%	2%	18%	76%	7%
2008 -----	41%	25%	4%	5%	26%	66%	9%
[]g. Maintaining adequate neighborhood patrolling							
2019 -----	16%	31%	23%	13%	17%	47%	36%
2016 -----	17%	43%	19%	13%	8%	60%	32%
2014 -----	43%	28%	13%	12%	5%	71%	25%
2012 -----	37%	28%	18%	14%	4%	65%	32%
2010 -----	43%	35%	11%	10%	2%	78%	21%
[]h. Timeliness of response to police calls							
2019 -----	21%	25%	7%	9%	37%	47%	16%
2016 -----	26%	28%	11%	8%	27%	54%	19%
2014 -----	40%	25%	8%	9%	18%	65%	17%
2012 -----	41%	22%	12%	8%	17%	63%	20%
2010 -----	44%	29%	10%	6%	11%	73%	16%
[]i. The time it takes to get through to a 911 operator							
2019 -----	29%	16%	4%	2%	50%	44%	6%
2016 -----	32%	26%	5%	3%	35%	57%	8%
2014 -----	43%	20%	4%	3%	30%	63%	7%
[]j. Responsiveness of non-emergency operators							
2019 -----	25%	23%	8%	6%	39%	47%	14%
2016 -----	27%	32%	7%	6%	27%	59%	13%
2014 -----	44%	20%	3%	3%	31%	64%	6%

17. Next, I am going to read a list of ways the City of Hayward may provide information to local residents. For each one I mention, please tell me whether you would definitely pay attention, maybe pay attention, or definitely would not pay attention to information about the City if it were presented to you in that way. **(RANDOMIZE)**

	<u>DEF PAY ATT</u>	<u>MAYBE PAY ATT</u>	<u>DEF NOT PAY ATT</u>	<u>(DK/NA)</u>	<u>TOTAL PAY ATT</u>
(SPLIT SAMPLE A ONLY)					
[]a. A booth at a special event, such as a fair, festival, or farmers' market -----	36%	38%	18%	8%	75%
[]b. A news article in a local newspaper, in print, or online-----	33%	41%	20%	6%	74%
[]c. A City Council meeting -----	22%	39%	28%	11%	61%
[]d. A Facebook post -----	28%	30%	33%	8%	58%
[]e. A notification from the City or alert on Nixle -----	34%	20%	21%	25%	54%
[]f. The Access Hayward mobile app-----	36%	27%	22%	14%	64%

	<u>DEF</u> <u>PAY</u> <u>ATT</u>	<u>MAYBE</u> <u>PAY</u> <u>ATT</u>	<u>DEF</u> <u>NOT</u> <u>PAY</u> <u>ATT</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>PAY</u> <u>ATT</u>
(SPLIT SAMPLE B ONLY)					
[]g. Information from a friend or neighbor -----	51%	31%	10%	8%	82%
[]h. An e-newsletter from your City like The Stack-----	41%	26%	19%	13%	68%
[]i. A post on Nextdoor.com-----	19%	25%	41%	16%	44%
[]j. The HARD newsletter-----	33%	30%	22%	15%	62%
[]k. Information on the City of Hayward website-----	35%	33%	23%	8%	68%
[]l. Your water bill -----	63%	18%	9%	10%	81%
[]m. The City of Hayward on Twitter -----	11%	15%	56%	18%	26%

(RESUME ASKING ALL RESPONDENTS)

18. Some people have proposed that the City of Hayward upgrade its public safety facilities, including replacing the current police operations center and updating the 9-1-1 dispatch and crime lab to meet current earthquake safety codes and technological requirements. This could be funded by increasing local taxes. Does this sound like something you support or oppose? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE, or just somewhat?”)**

TOTAL SUPPORT -----	51%
Strongly support -----	24%
Somewhat support -----	28%
TOTAL OPPOSE -----	35%
Somewhat oppose -----	12%
Strongly oppose -----	22%
(DON'T READ) DK/NA/REFUSED --	14%

19. Next, I am going to read you a list of several methods that might be used to raise money to fund the types of infrastructure repairs and improvements we have been discussing. After you hear each one, please tell me if you would support or oppose that particular way of raising new revenue for these purposes. **FIRST/NEXT**, would you support or oppose ____ **(RANDOMIZE)? (IF SUPPORT/OPPOSE, ASK:)** “Is that strongly **SUPPORT/OPPOSE** or just somewhat?”

	<u>STR</u> <u>SUPP</u>	<u>SMWT</u> <u>SUPP</u>	<u>SMWT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>SUPP</u>	<u>TOTAL</u> <u>OPP</u>
[]a. Increasing the sales tax-----	8%	22%	20%	45%	5%	30%	66%
[]b. Increasing the tax charged to hotel and motel guests-----	24%	36%	13%	19%	7%	60%	32%
[]c. Issuing bonds-----	16%	34%	11%	14%	25%	51%	25%

20. Let me ask one question about a different issue: As you may know, every 10 years, the US Census attempts to count every American resident by asking them to fill out a Census questionnaire. How likely are you to participate in the Census? **(READ LIST)**

EXTREMELY/VERY LIKELY ----- 73%
 Extremely likely ----- 55%
 Very likely ----- 18%

SOMEWHAT/NOT TOO LIKELY-- 21%
 Somewhat likely ----- 12%
 Not too likely ----- 9%

(DON'T READ) DK/NA/Refused -----6%

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

21. Were you born and raised in Hayward? **(IF NO, ASK: How long have you lived in Hayward?) (READ LIST)**

Born and raised ----- 19%
 5 years or less ----- 28%
 6 to 10 years ----- 13%
 11 to 15 years ----- 10%
 16 to 20 years ----- 7%
 21 to 30 years ----- 8%
 31 years or more ----- 11%
(DON'T READ) DK/NA/Refused -----4%

22. Do you own or rent your residence?

Own ----- 45%
 Rent ----- 45%
(DON'T READ) DK/NA/Refused ----- 11%

23. Do you have any children under the age of 19 living at home?

Yes ----- 33%
 No ----- 63%
(DON'T READ) DK/NA -----4%

24. 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 2018. Was it:

\$30,000 a year or less -----	13%
\$30,001 to \$60,000-----	17%
\$60,001 to \$90,000-----	18%
\$90,001 to \$110,000 -----	10%
\$110,001 to \$140,000-----	7%
\$140,001 to \$170,000-----	5%
\$170,001 to \$200,000-----	4%
More than \$200,000-----	6%
(DON'T READ) Refused -----	18%

25. Do you identify as ...?

Male-----	45%
Female-----	49%
Other-----	1%
(DON'T READ) Refused -----	5%

THANK AND TERMINATE

LOI (OBSERVATION):

English-----	97%
Spanish -----	3%

PARTY REGISTRATION:

Democrat-----	61%
Republican -----	10%
No Party Preference-----	23%
Other-----	5%

FLAGS

P14-----	20%
G14 -----	30%
P16-----	39%
G16 -----	65%
P18-----	37%
G18 -----	74%
BLANK -----	15%

AGE

18-24-----	14%
25-34-----	23%
35-44-----	17%
45-54-----	17%
55-59-----	8%
60-64-----	7%
65-74-----	8%
75+ -----	7%

HOUSEHOLD PARTY TYPE

D1-----	41%
D2+ -----	13%
R1 -----	5%
R2+ -----	2%
I1+ -----	22%
Mixed-----	16%

PERMANENT ABSENTEE

Yes-----	82%
No-----	18%