



DATE: January 24, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT Overview of 2016 Resident Satisfaction Survey Results

RECOMMENDATION

That the City Council receives and provides comments on this report and accompanying presentation.

BACKGROUND

Since 2008, the City has completed a Biennial Resident Satisfaction Survey (Survey). The City Council approved funding for a fifth survey as a part of the FY2017 budget. The City contracted with Godbe Research (Godbe) to complete this survey, as Godbe has completed every residential satisfaction survey since 2008.

During the fall, staff worked with Godbe to draft a survey instrument based on the questions used in the past. To provide a wide set of tracking metrics, the survey instrument was mostly unaltered from the previous iterations except for the inclusion of questions regarding a hypothetical \$95 million bond issue ballot measure for the construction of a new police station.

The Council Budget and Finance Committee reviewed the draft survey questions at their October 26, 2016 meeting. Godbe conducted the survey from November 12 through November 22, 2016.

DISCUSSION

Page one of the Topline Report (Attachment II) summarizes the survey methodology. This year's survey included both phone and online survey components. As a result, the survey had a sample size of 630 adult Hayward residents. The survey was available in both English and Spanish. The phone surveys ran 22 minutes in length. Once collected, the sample of residents that took the survey was compared with Hayward's demographics. If there were differences between the sample and the actual universe of residents, the survey data were weighted to correct the difference so that the results presented are representative of Hayward's adult resident characteristics in terms of gender, age, and ethnicity.

The survey questions were categorized under six themes: Living in Hayward; Satisfaction with City Services; Hayward Image; Public Safety and Police Services; Contacting the City and Customer Service; and Communication and Public Information. The Survey also included two added categories, Public Safety Facilities and Features of Public Safety Facilities, that pertained to a hypothetical ballot measure for the financing of a new Police Station.

Mr. Godbe will present both the final survey results and comparisons to previous surveys during the Council meeting, as well as provide additional information on the survey methodology, results, and regional trends in residential satisfaction.

FISCAL IMPACT

There is no additional fiscal impact to the General Fund from receipt of this presentation. The total cost of completing the 2016 survey was \$34,125 and was included in the FY 2017 budget.

NEXT STEPS

Staff will incorporate the information gathered in this survey into existing strategic planning efforts. Staff will include funding for completion of a 2018 Resident Satisfaction Survey for Council consideration as part of the FY2019 budget.

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Recommended by: Kelly McAdoo, City Manager

Approved by:



Kelly McAdoo, City Manager