

FEBRUARY 25, 2019



2019 CITY OF HAYWARD COMMUNITY SURVEY
320-847
DRAFT 3A
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 ----- 1
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell ----- 2
(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 ----- 1
 Vocational/technical school ----- 2
 Some college, no degree ----- 3
 Associate degree ----- 4
 Four-year college or bachelor's degree ----- 5
 Graduate school or advanced degree ----- 6
(DON'T READ) Refused ----- 7

- C. With which racial or ethnic group do you identify yourself: Hispanic or Latino, White or Caucasian, Black or African-American, Asian or Pacific Islander, or some other ethnic or racial background?

Hispanic/Latino ----- 1
 White/Caucasian ----- 2
 Black/African-American ----- 3
 Asian/Pacific Islander ----- 4
 Other (**SPECIFY** _____) 5
(DON'T READ) DK/NA/REFUSED ----- 6

(ASK ONLY IF ASIAN/PACIFIC ISLANDER – CODE 4 – IN QC)

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

Chinese ----- 1
 Filipino ----- 2
 Indian or Southeast Asian ----- 3
 Japanese ----- 4
 Korean ----- 5
 Vietnamese ----- 6
(MIXED RACE) ----- 7
(OTHER) ----- 8
(DON'T READ) DK/NA/REFUSED ----- 9

(RESUME ASKING ALL RESPONDENTS)

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

1. **(T)** 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?)**

Very satisfied ----- 1
 Somewhat satisfied ----- 2
 Somewhat dissatisfied ----- 3
 Very dissatisfied ----- 4
(DON'T READ) DK/NA ----- 5

2. **(T)** 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?)**

Very satisfied ----- 1
 Somewhat satisfied ----- 2
 Somewhat dissatisfied ----- 3
 Very dissatisfied ----- 4
(DON'T READ) DK/NA ----- 5

3. 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)**
-

4. 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>
[]a. Diverse -----	1	2	3	4	5
[]b. Welcoming -----	1	2	3	4	5
[]c. A good place to live, work, and raise a family -----	1	2	3	4	5
[]d. Safe -----	1	2	3	4	5
[]e. Growing -----	1	2	3	4	5
[]f. Unaffordable -----	1	2	3	4	5
[]g. Clean -----	1	2	3	4	5

5. 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.</u>	<u>VERY SER.</u>	<u>S.W. SER.</u>	<u>NOT TOO SER.</u>	<u>(DK/ NA)</u>
(SPLIT SAMPLE A ONLY)					
[]a. Waste and inefficiency in City government -----	1	2	3	4	5
[]b. Potholes and street maintenance -----	1	2	3	4	5
[]c. Traffic congestion on local streets and roads -----	1	2	3	4	5
[]d. Too much growth and development -----	1	2	3	4	5
[]e. The cost of housing -----	1	2	3	4	5
[]f. A lack of entertainment and cultural options -----	1	2	3	4	5
[]g. Litter and graffiti -----	1	2	3	4	5

(SPLIT SAMPLE B ONLY)

[]h. The amount people pay in local taxes -----	1	2	3	4	5
[]i. Crime in general -----	1	2	3	4	5
[]j. Traffic congestion on local freeways -----	1	2	3	4	5
[]k. Jobs and unemployment -----	1	2	3	4	5
[]l. Homelessness -----	1	2	3	4	5
[]m. The quality of public education -----	1	2	3	4	5
[]n. A lack of parks and recreation options -----	1	2	3	4	5
[]o. Too many vacant properties and storefronts -----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)**MY NEXT QUESTIONS ARE ABOUT PUBLIC SAFETY.**

6. 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>SMWHT SAFE</u>	<u>NEITHER SAFE NOR UNSAFE</u>	<u>SMWHT UNSAFE</u>	<u>VERY UNSAFE</u>	<u>(DK/ NO OPIN.)</u>
----------------------	-----------------------	--	-------------------------	------------------------	-------------------------------

(ASK "a" FIRST)

- a. In general -----1----- 2----- 3----- 4----- 5-----6

(SPLIT SAMPLE A ONLY)

- []b. Driving on Hayward streets-----1----- 2----- 3----- 4----- 5-----6

- []c. Walking or playing in the
park closest to your residence -----1----- 2----- 3----- 4----- 5-----6

(SPLIT SAMPLE B ONLY)

- []d. Bicycling-----1----- 2----- 3----- 4----- 5-----6

- []e. Walking in your neighborhood -----1----- 2----- 3----- 4----- 5-----6

(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.**

7. 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)**

8. **(T)** 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)**

A great deal ----- 1

Some ----- 2

A little ----- 3

Not much at all ----- 4

(DON'T READ) DK/NA/REFUSED ----- 5

9. 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 continue to provide the level of City services that Hayward residents need and want?

Great need----- 1

Some need ----- 2

A little need----- 3

No real need ----- 4

(DON'T READ) DK/NA ----- 5

10. After I mention each one, please tell me, in your opinion, how important each service is to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important. 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>EXT.</u> <u>IMP.</u>	<u>VERY</u> <u>IMP.</u>	<u>S.W.</u> <u>IMP.</u>	<u>NOT</u> <u>TOO</u> <u>IMP.</u>	<u>NO OPINION/</u> <u>DK/NA</u>
(SPLIT SAMPLE A ONLY)					
[] a. Neighborhood police patrols-----	1	2	3	4	5
[] b. Fire protection and emergency services-----	1	2	3	4	5
[] c. Street and sidewalk maintenance-----	1	2	3	4	5
[] d. Street lighting -----	1	2	3	4	5
[] e. Revitalizing older neighborhoods and business districts-----	1	2	3	4	5
[] f. Requiring expansion of existing parks or requiring new parks as part of development approval-----	1	2	3	4	5
[] g. Providing parking throughout the city-----	1	2	3	4	5
[] h. The cleanliness of Hayward -----	1	2	3	4	5
[] i. Reviewing development applications -----	1	2	3	4	5
[] j. Graffiti removal-----	1	2	3	4	5
[] k. Attracting new businesses to the city-----	1	2	3	4	5
[] l. Increasing the availability of local jobs -----	1	2	3	4	5
[] m. Regulating rent increases-----	1	2	3	4	5
(SPLIT SAMPLE B ONLY)					
[] n. Police protection-----	1	2	3	4	5
[] o. Animal services, such as stray animal catching or animal licensing -----	1	2	3	4	5
[] p. Traffic circulation -----	1	2	3	4	5
[] q. Landscaping and medians in Hayward-----	1	2	3	4	5
[] r. Revitalizing the downtown area-----	1	2	3	4	5
[] s. Library services-----	1	2	3	4	5
[] t. Increasing the availability of affordable housing-----	1	2	3	4	5
[] u. Protecting open space-----	1	2	3	4	5
[] v. Retaining existing businesses-----	1	2	3	4	5
[] w. Garbage, yard waste, and curb-side recycling -----	1	2	3	4	5
[] x. Maintaining a strong financial base to fund city programs and services -----	1	2	3	4	5
[] y. Increasing the amount of public art-----	1	2	3	4	5
[] z. Protecting renters from eviction-----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

11. Next, I am going to mention each service or program again. However, this time 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.</u> <u>SAT.</u>	<u>SMWT</u> <u>SAT.</u>	<u>SMWT</u> <u>DISSAT.</u>	<u>VERY</u> <u>DISSAT.</u>	<u>NO OPINION/</u> <u>DK/NA</u>
(SPLIT SAMPLE A ONLY)					
[]a. (T) Neighborhood police patrols-----	1	2	3	4	5
[]b. (T) Fire protection and emergency services-----	1	2	3	4	5
[]c. (T) Street and sidewalk maintenance-----	1	2	3	4	5
[]d. (T) Street lighting -----	1	2	3	4	5
[]e. (T) Revitalizing older neighborhoods and business districts-----	1	2	3	4	5
[]f. (T) Requiring expansion of existing parks or requiring new parks as part of development approval -----	1	2	3	4	5
[]g. (T) Providing parking throughout the city-----	1	2	3	4	5
[]h. (T) The cleanliness of Hayward-----	1	2	3	4	5
[]i. (T*) Reviewing development applications -----	1	2	3	4	5
[]j. (T) Graffiti removal-----	1	2	3	4	5
[]k. (T) Attracting new businesses to the city-----	1	2	3	4	5
[]l. (T) Increasing the availability of local jobs -----	1	2	3	4	5
[]m. Regulating rent increases-----	1	2	3	4	5

(SPLIT SAMPLE B ONLY)

[]n. (T) Police protection-----	1	2	3	4	5
[]o. (T) Animal services, such as stray animal catching or animal licensing -----	1	2	3	4	5
[]p. (T) Traffic circulation -----	1	2	3	4	5
[]q. (T) Landscaping and medians in Hayward -----	1	2	3	4	5
[]r. (T) Revitalizing the downtown area -----	1	2	3	4	5
[]s. (T) Library services -----	1	2	3	4	5
[]t. (T) Increasing the availability of affordable housing-----	1	2	3	4	5
[]u. (T) Protecting open space -----	1	2	3	4	5
[]v. (T) Retaining existing businesses-----	1	2	3	4	5
[]w. (T) Garbage, yard waste, and curb-side recycling -----	1	2	3	4	5
[]x. (T) Maintaining a strong financial base to fund city programs and services-----	1	2	3	4	5
[]y. (T) Increasing the amount of public art -----	1	2	3	4	5
[]z. Protecting renters from eviction-----	1	2	3	4	5

(RESUME ASKING ALL RESPONDENTS)

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

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

Yes ----- 1
 No ----- 2
(DON'T READ) DK/NA ----- 3

(ASK QX-QXX IF YES – CODE 1 – IN QX)

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

Office of the City Manager ----- 1
 Business Licensing ----- 2
 Building and Safety Services/Permit Counter ----- 3
 City Clerk ----- 4
 Code Enforcement ----- 5
 Economic Development ----- 6
 Fire ----- 7
 Finance ----- 8
 Housing ----- 9
 Human resources ----- 11
 Library Services ----- 10
 Planning ----- 12
 Police ----- 13
 Public Works ----- 14
 Utilities and Environmental Services ----- 15
 Street Maintenance ----- 16
 Other **(SPECIFY _____)** 17
(DON'T READ) DK/NA ----- 18

14. 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</u> <u>SATIS.</u>	<u>SMWHT</u> <u>SATIS.</u>	<u>SMWHT</u> <u>DISSAT.</u>	<u>VERY</u> <u>DISSAT.</u>	<u>(DK/NO</u> <u>OPIN.)</u>
[]a. (T) Getting your problem resolved or question answered by -----	1 -----	2 -----	3 -----	4 -----	5 -----
[]b. (T) The customer service you received from -----	1 -----	2 -----	3 -----	4 -----	5 -----
[]c. (T) Courtesy of -----	1 -----	2 -----	3 -----	4 -----	5 -----
[]d. (T) Timeliness of the response of -----	1 -----	2 -----	3 -----	4 -----	5 -----
[]e. (T) Voicing your concerns on major community issues to -----	1 -----	2 -----	3 -----	4 -----	5 -----

15. 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.</u> <u>SAT.</u>	<u>SMWT</u> <u>SAT.</u>	<u>SMWT</u> <u>DISSAT.</u>	<u>VERY</u> <u>DISSAT.</u>	<u>NO OPINION/</u> <u>DK/NA</u>
[]a. (T) Fighting crime committed against people -----	1	2	3	4	5
[]b. (T) Fighting crime involving property damage or theft -----	1	2	3	4	5
[]c. (T) Maintaining traffic safety-----	1	2	3	4	5
[]d. (T) Working with an ethnically diverse population -----	1	2	3	4	5
[]e. (T) Officers being courteous to the public-----	1	2	3	4	5
[]f. (T) 9-1-1 operators being courteous to the public-----	1	2	3	4	5
[]g. (T) Maintaining adequate neighborhood patrolling-----	1	2	3	4	5
[]h. (T) Timeliness of response to police calls -----	1	2	3	4	5
[]i. (T) The time it takes to get through to a 9-1-1 operator -----	1	2	3	4	5
[]j. (T) Responsiveness of non-emergency operators -----	1	2	3	4	5

16. 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>DEFINITELY</u> <u>PAY ATT.</u>	<u>MAYBE</u> <u>PAY ATT.</u>	<u>DEF. NOT</u> <u>PAY ATT.</u>	<u>(DK/NA)</u>
(SPLIT SAMPLE A ONLY)				
[]a. A booth at a special event, such as a fair, festival, or farmers' market -----	1	2	3	4
[]b. A news article in a local newspaper, in print or online -----	1	2	3	4
[]c. A City Council meeting -----	1	2	3	4
[]d. A Facebook post-----	1	2	3	4
[]e. A notification from the City or alert on Nixle-----	1	2	3	4
[]f. The Access Hayward mobile app -----	1	2	3	4

(SPLIT SAMPLE B ONLY)

[]g. Information from a friend or neighbor -----	1	2	3	4
[]h. An e-newsletter from your City like The Stack -----	1	2	3	4
[]i. A post on Nextdoor dot com-----	1	2	3	4
[]j. The HARD newsletter -----	1	2	3	4
[]k. Information on the City of Hayward website -----	1	2	3	4
[]l. Your water bill-----	1	2	3	4
[]m. The City of Hayward on Twitter -----	1	2	3	4

(RESUME ASKING ALL RESPONDENTS)

17. 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?")**

Strongly support ----- 1
 Somewhat support ----- 2
 Somewhat oppose----- 3
 Strongly oppose ----- 4
(DON'T READ) DK/NA/REFUSED ----- 5

18. 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?"

		STRG. <u>SUPP.</u>	S.W. <u>SUPP.</u>	S.W. <u>OPP.</u>	STRG. <u>OPP.</u>	(DON'T READ) <u>DK/NA</u>
[]a.	Increasing the sales tax -----	1-----	2 -----	3 -----	4-----	5
[]b.	Increasing the tax charged to hotel and motel guests-----	1-----	2 -----	3 -----	4-----	5
[]c.	Issuing bonds-----	1-----	2 -----	3 -----	4-----	5

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

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

Born and raised----- 1
 5 years or less----- 2
 6 to 10 years ----- 3
 11 to 15 years----- 4
 16 to 20 years----- 5
 21 to 30 years----- 6
 31 years or more ----- 7
(DON'T READ) DK/NA/Refused----- 8

20. Do you own or rent your residence?

Own----- 1
 Rent ----- 2
(DON'T READ) DK/NA/Refused----- 3

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

Yes ----- 1
 No ----- 2
(DON'T READ) DK/NA ----- 3

22. 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:

\$50,000 a year or less ----- 1
 \$50,001 to \$100,000 ----- 2
 \$100,001 to \$150,000 ----- 3
 \$150,001 to \$200,000 ----- 4
 \$200,001 or more ----- 5
(DON'T READ) Refused ----- 6

23. Do you identify as ...?

Male ----- 1
 Female ----- 2
 Other ----- 3
(DON'T READ) Refused ----- 4

THANK AND TERMINATE

LOI (OBSERVATION):

English ----- 1
 Spanish ----- 2

PARTY REGISTRATION:

Democrat ----- 1
 Republican ----- 2
 No Party Preference ----- 3
 Other ----- 4

FLAGS

P14 ----- 1
 G14 ----- 2
 P16 ----- 3
 G16 ----- 4
 P18 ----- 5
 G18 ----- 6
 BLANK ----- 7

HOUSEHOLD PARTY TYPE

D1 ----- 1
 D2+ ----- 2
 R1 ----- 3
 R2+ ----- 4
 I1+ ----- 5
 Mixed ----- 6

AGE

18-29 ----- 1
 30-39 ----- 2
 40-49 ----- 3
 50-54 ----- 4
 55-59 ----- 5
 60-64 ----- 6
 65-74 ----- 7
 75+ ----- 8

PERMANENT ABSENTEE

Yes ----- 1
 No ----- 2