



HAYWARD MEASURE C EXTENSION SURVEY
220-7137-WT
N=653
MARGIN OF SAMPLING ERROR $\pm 4.0\%$ (95% CONFIDENCE LEVEL)

(PHONE ONLY)

Hello, I'm _____ calling from _____, a public opinion research company. We are conducting a survey about different issues facing Hayward voters. Please be assured that I am not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential. May I please speak with _____? **(MUST SPEAK WITH THE VOTER LISTED AND VERIFY THEY LIVE AT THE LISTED ADDRESS—OTHERWISE TERMINATE.)**

(PHONE ONLY)

A. Before we begin, have I reached you on a cell phone? **(IF ON CELL PHONE, ASK: If you are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.)**

Yes, on cell and can safely take survey	73%
Yes, on cell and should reschedule	(RESCHEDULE)
No, not on cell	27%
(DON'T READ) Prefer not to say	0%

(ONLINE ONLY)

Thank you for participating in this public opinion survey about different issues facing Hayward voters. Please be assured that we are not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential.

A. If you are taking this survey on a mobile device and are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.

Yes, can safely take survey	100%
I'll come back later	(DIVERT TO LANDING PAGE)

(RESUME ASKING ALL RESPONDENTS)

1. **(T)** First, would you say things in Hayward are headed in the right direction, or do you feel they are off on the wrong track?

Right direction	40%
Wrong track	30%
(DON'T READ ON PHONE) Don't know	30%

The next questions are about a measure that may appear on a future ballot in Hayward.

2. The measure may read as follows:

“To continue providing essential City of Hayward services, including firefighting, emergency-medical response, police protection, pothole repair, street improvements, general City maintenance, and modernization of aging City facilities, including for police, public works, and South Hayward community and library services; shall a City of Hayward measure to continue (without increasing) an existing half-cent sales tax for **(SPLIT SAMPLE A ONLY: 30 years) (SPLIT SAMPLE B ONLY: 20 years)**, providing \$20,000,000 annually that cannot be taken by the State, requiring annual audits and public disclosure, be adopted?”

Based on this description, do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

	SPLIT A	SPLIT B	Total
TOTAL YES	66%	72%	69%
Definitely yes	36%	39%	38%
Probably yes	25%	29%	27%
Undecided, lean yes	5%	4%	5%
TOTAL NO	23%	21%	22%
Undecided, lean no	2%	3%	3%
Probably no	7%	4%	5%
Definitely no	14%	13%	14%
(DON'T READ ON PHONE) Undecided	11%	7%	9%

The next questions are about life in Hayward.

3. **(T)** First, in general, would you say that the City of Hayward has a great need for funding, some need, a little need, or no real need for additional funding to **(SPLIT SAMPLE A ONLY: maintain) (SPLIT SAMPLE B ONLY: improve)** essential City services and facilities?

	Maintain	Improve	Total
GREAT/SOME NEED	71%	74%	73%
Great need	36%	38%	37%
Some need	36%	36%	36%
A LITTLE/NO REAL NEED	17%	16%	17%
A little need	8%	7%	8%
No real need	9%	9%	9%
(DON'T READ ON PHONE) Don't know	11%	10%	11%

For the next several questions, we will return to the Hayward measure to continue an existing half-cent sales tax to maintain, restore and construct essential City services and facilities.

4. First, please consider some potential elements of this measure, including ways in which funds it generates could be spent. For each one, please indicate how important each one is to you personally, regardless of how you feel about the measure: extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

(ONLINE: SHOW ALL ANSWER OPTIONS)

	SS	Extremely Important	Very Important	Somewhat Important	Not Too Important	Don't Know	Ext/Very
a. (T) Improving 911 emergency response times		50%	29%	15%	3%	3%	79%
b. (T) Providing fire protection		49%	32%	14%	2%	2%	82%
c. (T) Providing police patrols		46%	28%	17%	7%	2%	75%
d. (T) Preparing for natural disasters and emergencies		36%	35%	21%	6%	2%	72%
e. (T) Protecting Hayward's fiscal stability		32%	35%	21%	5%	6%	67%
f. (T) Providing more space at libraries to ensure children are not turned away from reading programs		25%	34%	25%	13%	4%	58%
g. (T) Providing services for low-income families such as healthcare, education, counseling and childcare		31%	30%	23%	14%	1%	61%
h. (T) Removing blight, litter and graffiti		33%	33%	23%	10%	1%	66%
i. Providing matching funding to help keep our safety-net hospital, St. Rose Hospital, open to serve Hayward's most vulnerable residents		33%	32%	22%	8%	4%	65%
j. (T) Fixing streets and repairing potholes	A	48%	39%	11%	1%	1%	87%
k. (T) Providing after-school and summer programs for youth	A	32%	31%	26%	8%	3%	63%
l. (T) Building a new fire station in the Hayward hills to protect against wildfire	A	23%	24%	34%	13%	7%	47%
m. (T) Providing services to community members who are experiencing homelessness	A	33%	24%	24%	17%	2%	57%
n. (T*) Expanding pilot programs providing clinical mental and behavioral health response to people in crisis	B	38%	29%	22%	10%	1%	68%
o. (T) Improving street safety for drivers, pedestrians and cyclists	B	47%	31%	14%	7%	0%	79%
p. (T) Providing senior services	B	34%	35%	22%	6%	2%	69%
q. (T) Fixing deteriorating sidewalks	B	33%	32%	27%	8%	0%	65%

Now you will be presented with statements from potential supporters and opponents of the measure.

5. First, please consider the following statements from people who may support this potential measure. For each one, please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure. If you do not believe the statement, you can indicate that instead. **(RANDOMIZE)**

(ONLINE: SHOW ONE STATEMENT AT A TIME; SHOW ALL ANSWER OPTIONS)

	SS	Very Convincing	Somewhat Convincing	Not Convincing	Do Not Believe	Don't Know	Very/ Smwt
a.							
(T - FUTURE COSTS) Delaying maintenance and repairs to Hayward's roads and City facilities only increases costs in the long run. This measure will help make repairs and upgrades while construction costs are still relatively affordable.							
		36%	38%	18%	6%	2%	74%
b.	A						
(T - BUILDINGS) Hayward's police building is nearly 50 years old, with a leaky roof and outdated plumbing and electrical wiring. The Weekes library branch in South Hayward was built in 1961 – well before we had the modern technology the library provides access to. This measure will provide funding for City facilities that are clean, modern, and up to current standards of accessibility, technology and earthquake safety.							
		26%	45%	16%	8%	4%	71%
c.	B						
(T - LIBRARY) Hayward libraries often have 200 people show up for story time. By providing more space, especially at the Weekes Branch in South Hayward, we can ensure no local child is turned away from programs that help them learn and grow.							
		27%	36%	25%	6%	6%	63%

	SS	Very Convincing	Somewhat Convincing	Not Convincing	Do Not Believe	Don't Know	Very/ Smwt
d.							
<p>(T - SUCCESS/CONTINUE) Voters approved Measure C 10 years ago, and since then, the City has delivered on its promises. The City has used this funding to build the new main library, retrofit fire stations to be earthquake-safe, and added police, dispatcher and maintenance worker positions to keep up with our needs. This measure simply continues that record of success <u>without</u> raising taxes.</p>							
		40%	37%	12%	7%	4%	77%
e.							
<p>(T - STREETS) This measure will improve the safety of Hayward's streets, sidewalks, and bike lanes, helping to improve traffic locally. By repairing roads and preventing potholes, it will reduce damage to vehicles and help to prevent accidents that threaten the safety of drivers, pedestrians, and bicyclists.</p>							
		38%	39%	15%	6%	2%	77%
f.	A						
<p>(RESPONSE) This funding will help expand city programs providing clinical mental health response to people in crisis. By connecting people who need help mental health and addiction challenges to services, we can help keep our whole community safe.</p>							
		27%	36%	23%	11%	3%	63%

	SS	Very Convincing	Somewhat Convincing	Not Convincing	Do Not Believe	Don't Know	Very/ Smwt
g.							
(HOSPITAL) This measure would provide critical matching funding that will help ensure that St. Rose Hospital can stay open, providing medical care to our most vulnerable residents.		B	34%	38%	20%	5%	3%
							72%

6. Taking into account the statements from supporters, please consider the ballot measure again. To refresh your memory, it would provide essential City services by continuing without increasing an existing half-cent sales tax with audits and public disclosure.

Do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

TOTAL YES	69%
Definitely yes	43%
Probably yes	24%
Undecided, lean yes	3%
TOTAL NO	20%
Undecided, lean no	3%
Probably no	6%
Definitely no	11%
(DON'T READ ON PHONE) Undecided	11%

7. Next, please consider the following statements from people who may oppose this potential measure. For each one, please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose this measure. If you do not believe the statement, you can indicate that instead. **(RANDOMIZE)**

(ONLINE: SHOW ONE STATEMENT AT A TIME; SHOW ALL ANSWER OPTIONS)

	SS	Very Convincing	Somewhat Convincing	Not Convincing	Do Not Believe	Don't Know	Very/ Smwt
a. (COST OF LIVING/TAXES) Hayward has one of the highest sales-tax rates in Alameda County – but we have the chance to lower our taxes for once. Voting “no” on this measure would actually reduce our taxes at a time when the cost of living is increasing.		32%	30%	26%	10%	3%	61%
b. (OTHER PRIORITIES) The City says this is about essential services, but they plan to spend most of the money on new buildings for city workers. We desperately need affordable housing, and a response to the homelessness and crime that are harming residents and small businesses. We should put our resources toward solving those problems before taking on costly new construction projects.		38%	31%	18%	8%	5%	69%
c. (SALARIES) Hayward City Council just voted to raise their salaries by 65%. We should oppose any measure that gives them more money to spend on themselves.		44%	22%	20%	9%	5%	66%

8. Taking into account the statements from opponents, please consider the measure one last time. To refresh your memory, it would provide essential City services by continuing without increasing an existing half-cent sales tax with audits and public disclosure.

Do you think you would vote yes or no on this measure?

(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)

(IF YES/NO, ASK: Is that definitely or just probably YES/NO?)

(IF UNDECIDED, ASK: Do you lean toward voting yes or no?)

TOTAL YES	61%
Definitely yes	35%
Probably yes	21%
Undecided, lean yes	6%
TOTAL NO	27%
Undecided, lean no	4%
Probably no	8%
Definitely no	15%
(DON'T READ ON PHONE) Undecided	12%

You are almost done with the survey and the final questions are for classification purposes only.

9. First, what was the last level of school you completed?

(PHONE: READ ANSWER OPTIONS IN ORDER)

Less than high school	1%
High school graduate	10%
Vocational or technical school	3%
Some college, but no degree	23%
Associate degree	11%
Four-year college degree	34%
Graduate school	16%
(DON'T READ ON PHONE) Prefer not to say	2%

10. How do you describe yourself politically: **(READ LIST ON PHONE)**

Very liberal	16%
Somewhat liberal	27%
Moderate	34%
Somewhat conservative	11%
Very conservative	7%
Prefer not to say	5%

11. Do you regularly speak a language other than English at home?

Yes	39%
No	59%
Prefer not to say	2%

12. With which racial or ethnic group do you identify yourself?

(PHONE: READ ANSWER OPTIONS IN ORDER)

Latino or Hispanic	30%
White	28%
Black or African American	9%
Asian American or Pacific Islander	24%
Afghan	0%
Middle Eastern	1%
American Indian or Alaska Native	0%
Multiracial	6%
Some other ethnic or racial background (SPECIFY _____)	0%
(DON'T READ ON PHONE) Prefer not to say	2%

13. What is your gender?

Male	48%
Female	51%
Non-binary	1%
Prefer not to say	0%

(THANK AND TERMINATE INTERVIEW)

SAMPLE VARIABLES

AGE	
18-24	10%
25-29	8%
30-34	8%
35-39	11%
40-44	8%
45-49	8%
50-54	6%
55-59	9%
60-64	8%
65-74	16%
75+	8%
PARTY REGISTRATION	
Democrat	60%
Republican	13%
No Party Preference	21%
Other	6%
DATA COLLECTION MODE/CONTACT METHOD	
Telephone	47%
Online/Email	43%
Online/Text	10%
A/B SPLIT SAMPLES	
A	50%
B	50%
LANGUAGE OF INTERVIEW	
English	97%
Spanish	3%
PAST ELECTION PARTICIPATION	
P18	32%
G18	52%
P20	43%
G20	76%
P22	33%
G22	44%
BLANK	19%