GODBE RESEARCH

Gain Insight

CITY OF HAYWARD

2016 Resident Satisfaction Survey

Topline Report
  n=630
  22-minutes
  Voter File Sample Weighted to ACS
  Segmented by Likely Voters

December 6, 2016

www.godberesearch.com

Northern California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
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Nevada
59 Damonte Ranch Parkway, Suite B309
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Pacific Northwest
601 108th Avenue NE, Suite 1900
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METHODOLOGY

Sample Universe:

   - All Voters weighted to 2014 American Community Survey Adults 18+ and Likely November 2018 Voters

Sample Size:

   n=630 Adults 18+

   n=311 Likely November 2018

Data Collection: Landline, Cell Phone & Online Interviewing from email invitation

Languages: English n=614 & Spanish n=16

Marin of Error:

   - Adults 18+ + 3.89%

   - Likely November 2018 Voters + 5.53%

Interview Dates: November 12 to November 22, 2016

LIVING IN HAYWARD

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
1. Now, 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?	**Very satisfied**	27.1%	170		26.0%	81	
	Somewhat satisfied	49.0%	308		52.8%	164	
	Somewhat dissatisfied	16.5%	104		16.6%	52	
	Very dissatisfied	7.2%	45		3.9%	12	
	DK/NA	0.3%	2		0.7%	2	
	Total Satisfied	76.0%			78.8%		
	Total Dissatisfied	23.7%			20.5%		
	Ratio Sat to Dissat	3.2			3.8		

SATISFACTION WITH CITY SERVICES

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
2. Overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services?	**Very satisfied**	19.4%	123		15.8%	49	
	Somewhat satisfied	42.7%	269		48.9%	152	
	Somewhat dissatisfied	16.6%	104		16.8%	52	
	Very dissatisfied	11.0%	69		8.5%	26	
	DK/NA	10.3%	65		10.0%	31	
	Total Satisfied	62.1%			64.7%		
	Total Dissatisfied	27.6%			25.3%		
	Ratio Sat to Dissat	2.3			2.6		
3A. Police protection	**Very Satisfied**	27.1%	171	69.4%	32.1%	100	71.7%
	Somewhat Satisfied	42.3%	266		39.6%	123	
	Somewhat Dissatisfied	13.4%	85		14.3%	45	
	Very Dissatisfied	10.2%	64		6.3%	20	
	DK/NA	7.0%	44		7.6%	24	
3B. Traffic circulation	**Very Satisfied**	9.8%	62	39.9%	9.5%	30	37.7%
	Somewhat Satisfied	30.1%	190		28.2%	88	
	Somewhat Dissatisfied	23.8%	150		29.8%	93	
	Very Dissatisfied	32.6%	205		28.6%	89	
	DK/NA	3.7%	23		3.9%	12	
3C. Fire protection and emergency services	**Very Satisfied**	47.6%	300	84.1%	51.5%	160	87.9%
	Somewhat Satisfied	36.6%	230		36.3%	113	
	Somewhat Dissatisfied	4.9%	31		2.0%	6	
	Very Dissatisfied	1.3%	8		2.0%	6	
	DK/NA	9.6%	61		8.1%	25	
3D. Street and sidewalk maintenance	**Very Satisfied**	25.0%	158	68.8%	26.1%	81	69.9%
	Somewhat Satisfied	43.7%	275		43.8%	136	
	Somewhat Dissatisfied	15.5%	98		16.3%	51	
	Very Dissatisfied	13.8%	87		12.0%	37	
	DK/NA	2.0%	12		1.8%	6	
3E. Street lighting	**Very Satisfied**	30.8%	194	72.1%	32.3%	101	73.3%
	Somewhat Satisfied	41.3%	260		40.9%	127	
	Somewhat Dissatisfied	15.4%	97		14.5%	45	
	Very Dissatisfied	10.1%	64		9.9%	31	
	DK/NA	2.4%	15		2.3%	7	
3F. Providing parking throughout the City	**Very Satisfied**	28.7%	181	65.2%	28.1%	87	64.6%
	Somewhat Satisfied	36.4%	230		36.5%	114	
	Somewhat Dissatisfied	17.8%	112		19.2%	60	
	Very Dissatisfied	9.7%	61		9.3%	29	
	DK/NA	7.4%	46		6.8%	21	
3G. The job the city does reviewing development applications	**Very Satisfied**	10.6%	67	33.8%	7.1%	22	31.3%
	Somewhat Satisfied	23.2%	146		24.2%	75	
	Somewhat Dissatisfied	7.5%	48		7.8%	24	
	Very Dissatisfied	4.7%	29		3.9%	12	
	DK/NA	54.0%	340		57.0%	177	
3H. Graffiti removal	**Very Satisfied**	32.4%	204	67.1%	33.3%	104	69.2%
	Somewhat Satisfied	34.7%	218		35.9%	112	
	Somewhat Dissatisfied	14.0%	88		15.1%	47	
	Very Dissatisfied	9.4%	60		6.5%	20	
	DK/NA	9.4%	59		9.2%	29	
3I. Protecting open space	**Very Satisfied**	22.3%	140	58.5%	17.8%	55	55.2%
	Somewhat Satisfied	36.2%	228		37.4%	116	
	Somewhat Dissatisfied	10.8%	68		14.5%	45	
	Very Dissatisfied	7.0%	44		3.6%	11	
	DK/NA	23.7%	149		26.7%	83	

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
3J. Attracting new businesses to the City	**Very Satisfied**	14.4%	91	48.2%	11.9%	37	42.3%
	Somewhat Satisfied	33.8%	213		30.4%	95	
	Somewhat Dissatisfied	23.3%	147		25.2%	78	
	Very Dissatisfied	11.5%	73		11.7%	36	
	DK/NA	16.9%	107		20.9%	65	
3K. Increasing the availability of local jobs	**Very Satisfied**	8.7%	55	40.8%	6.3%	20	32.2%
	Somewhat Satisfied	32.1%	202		25.9%	81	
	Somewhat Dissatisfied	21.0%	132		22.2%	69	
	Very Dissatisfied	10.9%	69		10.6%	33	
	DK/NA	27.3%	172		35.0%	109	
3L. Maintaining a strong financial base to fund City programs and services	**Very Satisfied**	14.1%	89	51.2%	13.9%	43	46.4%
	Somewhat Satisfied	37.1%	234		32.6%	101	
	Somewhat Dissatisfied	12.3%	78		14.2%	44	
	Very Dissatisfied	9.0%	57		7.3%	23	
	DK/NA	27.4%	173		32.0%	100	
3M. Revitalizing older neighborhoods and business districts	**Very Satisfied**	18.1%	114	53.2%	14.1%	44	51.1%
	Somewhat Satisfied	35.1%	221		37.0%	115	
	Somewhat Dissatisfied	21.2%	134		21.5%	67	
	Very Dissatisfied	14.4%	91		13.7%	43	
	DK/NA	11.2%	70		13.7%	43	
3N. Revitalizing the downtown area	**Very Satisfied**	30.7%	193	69.9%	27.8%	86	71.8%
	Somewhat Satisfied	39.3%	247		44.1%	137	
	Somewhat Dissatisfied	13.8%	87		13.3%	41	
	Very Dissatisfied	9.0%	57		8.9%	28	
	DK/NA	7.2%	46		6.0%	19	
3O. Increasing the availability of affordable housing	**Very Satisfied**	10.2%	64	33.0%	9.3%	29	32.8%
	Somewhat Satisfied	22.7%	143		23.5%	73	
	Somewhat Dissatisfied	20.8%	131		25.0%	78	
	Very Dissatisfied	26.5%	167		21.2%	66	
	DK/NA	19.7%	124		21.0%	65	
3P. Library services	**Very Satisfied**	31.9%	201	67.8%	34.5%	107	68.0%
	Somewhat Satisfied	35.9%	226		33.5%	104	
	Somewhat Dissatisfied	5.2%	33		3.2%	10	
	Very Dissatisfied	3.4%	22		1.8%	5	
	DK/NA	23.6%	148		27.0%	84	
3Q. Garbage, yard waste, and curb-side recycling	**Very Satisfied**	45.1%	284	78.6%	54.5%	170	89.0%
	Somewhat Satisfied	33.5%	211		34.5%	107	
	Somewhat Dissatisfied	12.0%	76		5.9%	18	
	Very Dissatisfied	6.9%	44		2.6%	8	
	DK/NA	2.4%	15		2.5%	8	
3R. Animal services, such as stray animal catching or animal licensing	**Very Satisfied**	22.5%	142	59.2%	22.3%	69	58.2%
	Somewhat Satisfied	36.7%	231		35.9%	112	
	Somewhat Dissatisfied	10.3%	65		9.3%	29	
	Very Dissatisfied	7.1%	45		5.2%	16	
	DK/NA	23.4%	147		27.3%	85	
3S. Retaining existing businesses	**Very Satisfied**	14.9%	94	54.8%	12.9%	40	51.7%
	Somewhat Satisfied	39.9%	251		38.7%	121	
	Somewhat Dissatisfied	16.0%	101		17.6%	55	
	Very Dissatisfied	10.0%	63		10.2%	32	
	DK/NA	19.2%	121		20.5%	64	
3T. The cleanliness of Hayward	**Very Satisfied**	19.8%	125	66.9%	21.3%	66	71.4%
	Somewhat Satisfied	47.1%	297		50.0%	156	
	Somewhat Dissatisfied	19.4%	122		18.9%	59	
	Very Dissatisfied	12.3%	78		8.5%	27	
	DK/NA	1.4%	9		1.2%	4	

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
3U. Landscaping and medians in Hayward	**Very Satisfied**	26.0%	164	71.5%	25.9%	81	75.1%
	Somewhat Satisfied	45.5%	287		49.1%	153	
	Somewhat Dissatisfied	13.2%	83		9.3%	29	
	Very Dissatisfied	7.5%	47		5.4%	17	
	DK/NA	7.8%	49		10.2%	32	
3V. Increasing the amount of public art	**Very Satisfied**	34.9%	220	73.0%	32.2%	100	71.3%
	Somewhat Satisfied	38.1%	240		39.1%	122	
	Somewhat Dissatisfied	9.0%	57		8.4%	26	
	Very Dissatisfied	3.8%	24		4.0%	12	
	DK/NA	14.2%	89		16.4%	51	
3W. Neighborhood police patrols	**Very Satisfied**	20.8%	131	58.6%	18.2%	57	59.2%
	Somewhat Satisfied	37.8%	238		41.1%	128	
	Somewhat Dissatisfied	16.4%	103		17.1%	53	
	Very Dissatisfied	13.5%	85		12.3%	38	
	DK/NA	11.6%	73		11.4%	35	
3X. Requiring expansion of existing parks or requiring new parks as part of development approval	**Very Satisfied**	23.7%	149	61.2%	18.2%	57	56.2%
	Somewhat Satisfied	37.5%	236		38.0%	118	
	Somewhat Dissatisfied	12.6%	79		14.4%	45	
	Very Dissatisfied	5.3%	33		5.2%	16	
	DK/NA	21.0%	132		24.3%	76	

SATISFACTION WITH CITY SERVICES – RANKED BY MEAN SCORE

	Adults 18+			Likely November 2018 Voters		
	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
3C. Fire protection and emergency services			1.37			1.45
3P. Library services			1.15			1.31
3V. Increasing the amount of public art			1.07			1.04
3Q. Garbage, yard waste, and curb-side recycling			1.00			1.36
3X. Requiring expansion of existing parks or requiring new parks as part of development approval			0.78			0.66
3U. Landscaping and medians in Hayward			0.75			0.90
3R. Animal services, such as stray animal catching or animal licensing			0.75			0.83
3N. Revitalizing the downtown area			0.74			0.73
3H. Graffiti removal			0.74			0.82
3I. Protecting open space			0.73			0.70
3E. Street lighting			0.69			0.73
3A. Police protection			0.67			0.83
3F. Providing parking throughout the City			0.61			0.59
3G. The job the city does reviewing development applications			0.60			0.53
3D. Street and sidewalk maintenance			0.52			0.57
3L. Maintaining a strong financial base to fund City programs and services			0.48			0.46
3T. The cleanliness of Hayward			0.43			0.57
3S. Retaining existing businesses			0.42			0.33
3W. Neighborhood police patrols			0.41			0.40
3M. Revitalizing older neighborhoods and business districts			0.24			0.19
3J. Attracting new businesses to the City			0.20			0.07
3K. Increasing the availability of local jobs			0.09			-0.08
3O. Increasing the availability of affordable housing			-0.38			-0.32
3B. Traffic circulation			-0.41			-0.41

HAYWARD IMAGE

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
4. In general, would you say your image of Hayward is very positive, somewhat positive, somewhat negative, or very negative?	Very Positive	19.7%	124		19.1%	59	
	Somewhat Positive	56.1%	353		60.9%	190	
	Somewhat Negative	18.6%	117		18.1%	56	
	Very Negative	5.3%	33		1.5%	5	
	DK/NA	0.4%	2		0.3%	1	
	Total Positive	75.8%			80.0%		
	Total Negative	23.8%			19.7%		
	Ratio Pos to Neg	3.2			4.1		

PUBLIC SAFETY AND POLICE SERVICES

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
5. In your opinion, what is the most serious public safety problem in your neighborhood?	Crime/Drugs/Graffiti/Petty theft	21.0%	132		18.2%	57	
	Homelessness/Camps	13.8%	87		13.4%	42	
	Gang activity	10.5%	66		8.6%	27	
	Lack of police presence/patrols	8.4%	53		7.4%	23	
	Speeding	8.1%	51		10.4%	32	
	None/Nothing	8.1%	51		11.1%	35	
	Traffic/Congestion	7.2%	46		7.1%	22	
	Break Ins/Vehicle/Homes/Burglary	7.1%	45		6.8%	21	
	Lack of street lighting	4.3%	27		5.1%	16	
	Violent crimes/Shootings	3.3%	21		2.7%	8	
	Driving/traffic violations	3.0%	19		3.3%	10	
	Parking	2.9%	18		2.0%	6	
	Trash/Garbage/Dumping	2.3%	15		1.0%	3	
	Public Safety	2.3%	14		0.7%	2	
	Pedestrian safety/Crosswalks	1.8%	12		2.2%	7	
	Blight/Abandoned building	1.7%	11		1.6%	5	
	Auto theft	1.6%	10		2.3%	7	
	Over development	1.5%	9		2.9%	9	
	Road/Street repairs	1.3%	8		1.2%	4	
	Wildlife/Feces/Strays	1.2%	8		1.4%	4	
	Schools/Education	1.1%	7		0.7%	2	
	Sidewalks/Repairs	1.1%	7		1.2%	4	
	Stoplights/Signs	1.1%	7		1.7%	5	
	Housing	1.1%	7		1.2%	4	
	Slow/No police response	1.1%	7		0.1%	0	
	Abandoned cars	0.7%	5		0.5%	2	
	Marijuana smoking in parks/Public	0.6%	4		1.1%	3	
	Noise pollution/Loud cars	0.4%	3		0.7%	2	
	Jobs/Economy	0.4%	3		0.0%	0	
	Other Mention	0.5%	3		1.0%	3	
	DK/NA/Refused/Unsure	11.6%	73		10.3%	32	
6A. Fighting crime committed against people	Very Satisfied	20.6%	130	56.2%	21.5%	67	57.0%
	Somewhat Satisfied	35.6%	224		35.5%	111	
	Somewhat Dissatisfied	12.9%	81		14.9%	46	
	Very Dissatisfied	7.8%	49		6.3%	19	
	DK/NA	23.1%	146		21.8%	68	
6B. Fighting crime involving property damage or theft	Very Satisfied	15.4%	97	51.9%	14.8%	46	51.0%
	Somewhat Satisfied	36.6%	230		36.2%	113	
	Somewhat Dissatisfied	15.0%	95		19.0%	59	
	Very Dissatisfied	11.4%	72		8.1%	25	
	DK/NA	21.6%	136		21.9%	68	

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
6C. Maintaining traffic safety	**Very Satisfied**	24.1%	152	66.3%	23.7%	74	68.8%
	Somewhat Satisfied	42.3%	266		45.2%	140	
	Somewhat Dissatisfied	16.8%	106		16.9%	53	
	Very Dissatisfied	9.5%	60		7.4%	23	
	DK/NA	7.4%	47		6.9%	21	
6D. Working with an ethnically diverse population	**Very Satisfied**	32.2%	203	65.1%	32.3%	100	67.8%
	Somewhat Satisfied	32.9%	208		35.5%	111	
	Somewhat Dissatisfied	10.6%	67		9.5%	30	
	Very Dissatisfied	8.8%	55		6.0%	19	
	DK/NA	15.5%	98		16.7%	52	
6E. Officers being courteous to the public	**Very Satisfied**	35.0%	220	71.2%	37.9%	118	71.8%
	Somewhat Satisfied	36.2%	228		34.0%	106	
	Somewhat Dissatisfied	7.8%	49		5.8%	18	
	Very Dissatisfied	7.4%	47		7.7%	24	
	DK/NA	13.6%	85		14.6%	45	
6F. 911 operators being courteous to the public	**Very Satisfied**	33.7%	212	59.4%	35.2%	110	58.1%
	Somewhat Satisfied	25.7%	162		22.9%	71	
	Somewhat Dissatisfied	4.0%	25		4.4%	14	
	Very Dissatisfied	1.9%	12		1.6%	5	
	DK/NA	34.8%	219		35.9%	112	
6G. Maintaining adequate neighborhood patrolling	**Very Satisfied**	16.8%	106	60.1%	19.1%	60	61.7%
	Somewhat Satisfied	43.3%	273		42.6%	133	
	Somewhat Dissatisfied	18.9%	119		20.4%	64	
	Very Dissatisfied	12.6%	79		9.8%	31	
	DK/NA	8.4%	53		8.0%	25	
6H. Timeliness of response to police calls	**Very Satisfied**	26.2%	165	53.7%	27.8%	86	53.6%
	Somewhat Satisfied	27.5%	173		25.9%	80	
	Somewhat Dissatisfied	11.3%	71		11.3%	35	
	Very Dissatisfied	7.8%	49		5.1%	16	
	DK/NA	27.2%	171		30.0%	93	
6I. The time it takes to get through to a 911 operator	**Very Satisfied**	31.8%	200	57.3%	35.6%	111	54.8%
	Somewhat Satisfied	25.5%	161		19.3%	60	
	Somewhat Dissatisfied	4.5%	28		5.4%	17	
	Very Dissatisfied	3.1%	20		3.2%	10	
	DK/NA	35.1%	221		36.6%	114	
6J. Responsiveness of non-emergency operators	**Very Satisfied**	27.3%	172	59.3%	26.5%	82	58.3%
	Somewhat Satisfied	31.9%	201		31.9%	99	
	Somewhat Dissatisfied	7.1%	45		6.7%	21	
	Very Dissatisfied	6.4%	40		4.9%	15	
	DK/NA	27.2%	171		30.0%	93	

SATISFACTION WITH POLICE SERVICES – RANKED BY MEAN SCORE

	Adults 18+			Likely November 2018 Voters		
	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
6F. 911 operators being courteous to the public			1.31			1.34
6I. The time it takes to get through to a 911 operator			1.21			1.24
6E. Officers being courteous to the public			0.97			1.03
6J. Responsiveness of non-emergency operators			0.92			0.98
6D. Working with an ethnically diverse population			0.82			0.94
6H. Timeliness of response to police calls			0.73			0.85
6A. Fighting crime committed against people			0.63			0.65
6C. Maintaining traffic safety			0.59			0.65
6B. Fighting crime involving property damage or theft			0.37			0.39
6G. Maintaining adequate neighborhood patrolling			0.36			0.44

PUBLIC SAFETY FACILITIES

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
7. To upgrade City of Hayward public safety facilities, including: • replacing the aging police operations center with a seismically safe building; • updating 9-1-1 dispatch and crime lab facilities and technology to provide capacity to quickly respond and improve crime-fighting; shall the City of Hayward issue $95 million dollars in bonds, requiring an average debt service of $10 million dollars annually, for 30 years, by assessing $52 per $100,000 of assessed value, requiring independent citizen oversight, project audits, and all funds be spent in the City of Hayward?	Definitely Yes	30.8%	194		29.2%	91	
	Probably Yes	28.1%	177		27.0%	84	
	Probably No	13.8%	87		15.7%	49	
	Definitely No	15.5%	98		17.2%	54	
	DK/NA	11.8%	75		10.9%	34	
	Total Yes	58.9%			56.2%		
	Total No	29.3%			32.9%		

FEATURES OF PUBLIC SAFETY FACILITIES

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
8A. Provide a police operations center that will be able to survive an earthquake and be up and running in a disaster	Much More Likely	46.0%	290	77.7%	47.6%	148	78.3%
	Somewhat More Likely	31.7%	200		30.7%	96	
	No Effect	10.8%	68		10.3%	32	
	Somewhat Less Likely	3.0%	19		2.8%	9	
	Much Less Likely	4.9%	31		4.5%	14	
	DK/NA	3.6%	22		4.2%	13	
8B. Relocate the police operations center to a more central location in the community	Much More Likely	27.8%	175	52.6%	26.0%	81	51.9%
	Somewhat More Likely	24.9%	157		26.0%	81	
	No Effect	19.9%	125		18.4%	57	
	Somewhat Less Likely	9.7%	61		7.9%	25	
	Much Less Likely	12.2%	77		14.9%	46	
	DK/NA	5.6%	35		6.9%	21	
8C. Provide technology at the new police operations center to better integrate officer location and dispatch technology to more quickly dispatch officers to property crime scenes	Much More Likely	43.2%	134	76.5%	44.4%	67	79.2%
	Somewhat More Likely	33.3%	104		34.8%	52	
	No Effect	12.5%	39		9.9%	15	
	Somewhat Less Likely	0.3%	1		0.6%	1	
	Much Less Likely	6.2%	19		6.6%	10	
	DK/NA	4.5%	14		3.7%	6	
8D. Updating 9-1-1 dispatch and crime lab facilities and technology to provide capacity to quickly respond and improve crime-fighting	Much More Likely	38.4%	119	70.3%	44.9%	67	73.5%
	Somewhat More Likely	31.9%	99		28.6%	43	
	No Effect	14.2%	44		13.5%	20	
	Somewhat Less Likely	3.9%	12		1.0%	1	
	Much Less Likely	6.1%	19		7.3%	11	
	DK/NA	5.4%	17		4.7%	7	
8E. Provide adequate space for holding detainees and safe prisoner transfer	Much More Likely	20.0%	62	51.0%	22.0%	33	53.0%
	Somewhat More Likely	31.0%	96		31.0%	46	
	No Effect	19.7%	61		27.0%	41	
	Somewhat Less Likely	8.9%	28		2.3%	3	
	Much Less Likely	12.3%	38		11.8%	18	
	DK/NA	8.1%	25		5.9%	9	
8F. The up-to-date operations center will improve the Hayward Police Department's anti-drug and gang prevention capabilities	Much More Likely	43.0%	134	76.8%	44.1%	66	75.3%
	Somewhat More Likely	33.8%	105		31.1%	47	
	No Effect	11.5%	36		12.8%	19	
	Somewhat Less Likely	1.3%	4		0.6%	1	
	Much Less Likely	7.1%	22		7.1%	11	
	DK/NA	3.3%	10		4.3%	6	

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
8G. Provide a modern operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities	**Much More Likely**	34.9%	111	73.9%	31.0%	50	72.8%
	Somewhat More Likely	39.0%	124		41.8%	67	
	No Effect	12.0%	38		9.5%	15	
	Somewhat Less Likely	6.9%	22		9.3%	15	
	Much Less Likely	4.1%	13		4.7%	8	
	DK/NA	3.2%	10		3.7%	6	
8H. Provide adequate space in the operations center for a crime lab to analyze and store biological, digital and other evidence that must be kept secure	**Much More Likely**	39.4%	126	70.8%	39.8%	64	69.9%
	Somewhat More Likely	31.4%	100		30.1%	49	
	No Effect	11.6%	37		9.3%	15	
	Somewhat Less Likely	6.2%	20		10.9%	18	
	Much Less Likely	6.2%	20		3.9%	6	
	DK/NA	5.2%	17		6.0%	10	
8I. Replace the aging police operations center with a seismically safe building	**Much More Likely**	36.8%	118	72.5%	36.2%	58	70.2%
	Somewhat More Likely	35.6%	114		34.0%	55	
	No Effect	11.6%	37		9.8%	16	
	Somewhat Less Likely	2.9%	9		2.9%	5	
	Much Less Likely	8.5%	27		9.1%	15	
	DK/NA	4.6%	15		8.1%	13	
8J. Replace the police operations and dispatch center to ensure stable communication in times of earthquakes or other disasters and to support the quickest possible emergency response times	**Much More Likely**	46.0%	147	77.6%	42.8%	69	76.9%
	Somewhat More Likely	31.6%	101		34.1%	55	
	No Effect	9.8%	31		7.0%	11	
	Somewhat Less Likely	3.5%	11		5.1%	8	
	Much Less Likely	5.5%	18		5.5%	9	
	DK/NA	3.5%	11		5.5%	9	

FEATURES OF PUBLIC SAFETY FACILITIES – RANKED BY MEAN SCORE

	Adults 18+			Likely November 2018 Voters		
	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
8A. Provide a police operations center that will be able to survive an earthquake and be up and running in a disaster			1.15			1.19
8J. Replace the police operations and dispatch center to ensure stable communication in times of earthquakes or other disasters and to support the quickest possible emergency response times			1.13			1.10
8C. Provide technology at the new police operations center to better integrate officer location and dispatch technology to more quickly dispatch officers to property crime scenes			1.12			1.14
8F. The up-to-date operations center will improve the Hayward Police Department's anti-drug and gang prevention capabilities			1.08			1.09
8D. Updating 9-1-1 dispatch and crime lab facilities and technology to provide capacity to quickly respond and improve crime-fighting			0.98			1.08
8G. Provide a modern operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities			0.97			0.88
8H. Provide adequate space in the operations center for a crime lab to analyze and store biological, digital and other evidence that must be kept secure			0.97			0.97
8I. Replace the aging police operations center with a seismically safe building			0.94			0.93
8B. Relocate the police operations center to a more central location in the community			0.49			0.43
8E. Provide adequate space for holding detainees and safe prisoner transfer			0.41			0.52

CONTACTING THE CITY AND CUSTOMER SERVICE

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
9. In the last 12 months, did you contact a City of Hayward department for any reason other than an emergency?	Yes	28.8%	182		29.9%	93	
	No	69.9%	440		68.8%	214	
	DK/NA	1.3%	8		1.3%	4	
10A. Getting your problem resolved or question answered	Very Satisfied	45.9%	83	69.6%	45.7%	43	71.6%
	Somewhat Satisfied	23.7%	43		25.8%	24	
	Somewhat Dissatisfied	15.4%	28		17.4%	16	
	Very Dissatisfied	13.9%	25		10.7%	10	
	DK/NA	1.2%	2		0.4%	0	
10B. The customer service you received	Very Satisfied	46.5%	85	73.4%	49.3%	46	74.8%
	Somewhat Satisfied	26.9%	49		25.5%	24	
	Somewhat Dissatisfied	12.4%	23		12.6%	12	
	Very Dissatisfied	12.2%	22		10.4%	10	
	DK/NA	1.9%	3		2.2%	2	
10C. Courtesy of the City staff	Very Satisfied	48.7%	88	78.1%	50.2%	47	73.0%
	Somewhat Satisfied	29.4%	53		22.8%	21	
	Somewhat Dissatisfied	5.9%	11		7.3%	7	
	Very Dissatisfied	9.6%	17		10.9%	10	
	DK/NA	6.4%	12		8.8%	8	
10D. Timeliness of the response	Very Satisfied	45.1%	82	72.6%	50.0%	47	73.8%
	Somewhat Satisfied	27.5%	50		23.7%	22	
	Somewhat Dissatisfied	9.1%	16		9.7%	9	
	Very Dissatisfied	15.3%	28		12.3%	11	
	DK/NA	3.1%	6		4.2%	4	
10E. Voicing your concerns on major community issues	Very Satisfied	29.6%	54	57.3%	30.6%	28	55.9%
	Somewhat Satisfied	27.7%	50		25.3%	24	
	Somewhat Dissatisfied	10.5%	19		12.9%	12	
	Very Dissatisfied	12.6%	23		9.9%	9	
	DK/NA	19.6%	36		21.3%	20	
10C. Courtesy of the City staff				1.09			1.03
10B. The customer service you received				0.85			0.93
10D. Timeliness of the response				0.81			0.94
10A. Getting your problem resolved or question answered				0.73			0.79
10E. Voicing your concerns on major community issues				0.64			0.68
11. 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?	A great deal	15.3%	96		13.7%	43	
	Some	34.1%	215		35.4%	110	
	A little	22.0%	139		20.5%	64	
	Not much at all	21.4%	135		21.8%	68	
	DK/NA	7.2%	45		8.6%	27	
12. Are you aware of the community or City Council meetings that are held in your neighborhood?	Yes	42.8%	270		46.3%	144	
	No	54.8%	345		50.7%	158	
	DK/NA	2.4%	15		3.0%	9	
13. In the future, how would you prefer to engage with the City?	Attend City Council meeting(s)	33.5%	211		32.8%	102	
	Participate in an online forum	33.2%	209		30.6%	95	
	Volunteer in a City program	24.3%	153		23.1%	72	
	Attend community workshop(s)	16.8%	106		20.9%	65	
	Join the City's neighborhood liaison program	9.5%	60		9.1%	28	
	Serve on a City board or commission	8.5%	54		9.3%	29	
	Other (Please specify:)	2.6%	17		2.1%	6	
	DK/NA	22.0%	139		25.0%	78	

COMMUNICATION AND PUBLIC INFORMATION

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
14. From what sources do you get information about the local community, local events, and the City government?	Word of mouth-family/friends/colleagues/neighbors	27.7%	174		31.6%	98	
	City website	26.4%	166		24.8%	77	
	Newsletters	21.5%	135		23.3%	72	
	Facebook	19.5%	123		19.3%	60	
	Social media (Generic)	13.9%	87		12.7%	39	
	Newspaper (SPECIFY:)	11.5%	73		15.2%	47	
	TV station (SPECIFY:)	11.0%	69		12.2%	38	
	Public hearing notices / City postcards	10.5%	66		11.7%	36	
	Internet (SPECIFY:)	9.1%	57		10.0%	31	
	Community meetings	7.2%	46		9.6%	30	
	Nextdoor	6.7%	42		9.8%	31	
	Don't ever hear about community / events / city	6.6%	42		4.4%	14	
	City council or commission meetings	6.2%	39		6.9%	21	
	Water bill	5.5%	34		7.8%	24	
	Local community blogs	5.0%	31		5.1%	16	
	City departments or agencies	3.9%	25		4.0%	12	
	Instagram	3.9%	24		4.0%	12	
	Radio station (SPECIFY:)	2.4%	15		2.4%	8	
	Twitter	2.2%	14		3.1%	10	
	Pinterest	0.6%	4		1.2%	4	
	Snapchat	0.6%	4		0.4%	1	
	Other (SPECIFY:)	7.2%	45		4.5%	14	
	DK/NA	2.1%	13		3.3%	10	
15. Are you aware of 'Access Hayward,' on the City website or the mobile App?	Yes	35.4%	223		36.5%	114	
	No	62.0%	391		60.4%	188	
	DK/NA	2.6%	16		3.2%	10	

DEMOGRAPHICS

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
A. How many members, including yourself, live in your household?	**1**	8.5%	53		9.5%	30	
	2	25.2%	159		30.4%	94	
	3	19.1%	120		14.7%	46	
	4	23.8%	150		22.9%	71	
	5	11.2%	70		8.2%	26	
	6	5.1%	32		6.1%	19	
	7	1.4%	9		1.1%	3	
	8	1.2%	7		2.1%	6	
	9	0.6%	4		0.7%	2	
	10	0.2%	2		0.0%	0	
	53	0.4%	3		0.8%	3	
	99	3.4%	21		3.7%	11	
B. What is the last grade or level you completed in school?	**Elementary (8 or fewer years)**	0.6%	4		0.4%	1	
	Some high school (9 to 11 years)	2.5%	16		2.4%	8	
	High school graduate (12 years)	16.8%	106		14.0%	44	
	Technical/vocational school	3.7%	23		2.6%	8	
	Some college	30.3%	191		28.9%	90	
	College graduate	31.7%	200		36.3%	113	
	Some graduate school	2.4%	15		1.9%	6	
	Graduate, professional, doctorate degree(DDS, JD, LLM, MA/MS, MBA, MD, Ph.D.)	11.2%	71		12.1%	38	
	DK/NA	0.7%	4		1.3%	4	
C. What ethnic group do you consider yourself a part of or feel closest to?	**African-American/Black**	10.4%	65		9.7%	30	
	American-Indian/Alaska Native	0.4%	2		0.5%	1	
	Asian-American	21.7%	137		20.3%	63	
	Caucasian/White	22.9%	144		26.4%	82	
	Latino[a]/Hispanic	36.4%	229		34.1%	106	
	Native Hawaiian/Pacific Islander	2.1%	13		1.9%	6	
	Two or more races	4.3%	27		4.5%	14	
	Other (SPECIFY:)	0.5%	3		0.7%	2	
	DK/NA	1.4%	9		1.7%	5	
D. What was your total household income before taxes in 2015?	**Less than $20,000**	4.5%	28		3.7%	11	
	$20,000 to less than $30,000	5.9%	37		5.7%	18	
	$30,000 to less than $40,000	6.2%	39		7.5%	23	
	$40,000 to less than $50,000	7.2%	45		5.8%	18	
	$50,000 to less than $60,000	8.8%	55		6.3%	20	
	$60,000 to less than $75,000	7.3%	46		7.3%	23	
	$75,000 to less than $100,000	11.0%	70		12.4%	38	
	$100,000 to less than $150,000	9.3%	58		8.8%	28	
	$150,000 to less than $200,000	5.9%	37		8.1%	25	
	$200,000 or more	8.0%	50		9.4%	29	
	DK/NA	26.0%	164		25.0%	78	
E. Interview Language	**English**	92.8%	585		94.9%	295	
	Spanish	7.2%	45		5.1%	16	
Respondent's Gender	**Male**	47.6%	300		44.1%	137	
	Female	52.4%	330		55.9%	174	
F. Age	**18-29**	23.6%	148		13.8%	43	
	30-39	19.0%	120		12.6%	39	
	40-49	18.0%	114		13.8%	43	
	50-64	24.4%	154		32.0%	100	
	65+	14.9%	94		27.7%	86	
	Not coded	0.0%	0		0.1%	0	

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
G. Ethnic Surname	**Japanese**	0.4%	3		0.8%	3	
	Chinese	5.0%	31		3.0%	9	
	Hispanic	34.0%	215		32.1%	100	
	Jewish	1.3%	8		1.4%	4	
	Armenian	0.0%	0		0.0%	0	
	Vietnamese	1.8%	11		1.7%	5	
	Italian	0.7%	4		1.0%	3	
	Korean	0.0%	0		0.0%	0	
	African American	5.7%	36		5.5%	17	
	Not Coded	51.0%	321		54.4%	169	
H. Homeownership Status	**Owner**	50.3%	317		61.1%	190	
	Renter	49.7%	313		38.9%	121	
I. Party	**Democrat**	60.1%	378		65.9%	205	
	Republican	11.3%	71		13.2%	41	
	Other	4.0%	25		2.7%	8	
	DTS	24.6%	155		18.2%	57	
J. Household Party Type	**Dem 1**	33.9%	213		33.9%	105	
	Dem 2+	16.9%	107		21.9%	68	
	Rep 1	4.9%	31		4.6%	14	
	Rep 2+	3.0%	19		4.8%	15	
	Other 1	17.6%	111		11.9%	37	
	Other 2+	3.9%	25		3.4%	11	
	Dem & Rep	3.4%	22		3.7%	12	
	Dem & Other	12.4%	78		12.1%	38	
	Rep & Other	2.2%	14		2.5%	8	
	Dem, Rep & Other	1.8%	11		1.2%	4	
K. Registration Date	**2013 to 2016**	48.3%	304		34.9%	109	
	2009 to 2012	20.2%	127		19.3%	60	
	2005 to 2008	11.1%	70		13.5%	42	
	2001 to 2004	7.8%	49		12.1%	38	
	1997 to 2000	5.2%	33		7.7%	24	
	1993 to 1996	1.4%	9		2.2%	7	
	1981 to 1992	4.4%	28		7.0%	22	
	1980 or before	1.7%	11		3.4%	11	
	Not Coded	0.0%	0		0.0%	0	
L. Voting History				see detailed crosstabs			
M. Times Voted in Last Elections	**0**	17.3%	109		0.0%	0	
	1	16.8%	106		0.0%	0	
	2	12.8%	81		7.5%	23	
	3	5.5%	35		6.3%	20	
	4	6.3%	39		8.6%	27	
	5	7.2%	45		11.3%	35	
	6	6.6%	42		12.4%	39	
	7	5.5%	34		10.4%	32	
	8	2.2%	14		3.7%	12	
	9	4.6%	29		9.3%	29	
	10	4.9%	31		9.7%	30	
	11	0.8%	5		1.7%	5	
	12	2.8%	18		5.6%	18	
	13	6.1%	38		12.4%	38	
	14	0.0%	0		0.1%	0	
	15	0.5%	3		0.9%	3	

		Adults 18+			Likely November 2018 Voters		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
N. Absentee Voter	0	52.5%	331		31.9%	99	
	1	14.0%	88		8.5%	26	
	2	4.2%	27		4.9%	15	
	3	4.7%	30		7.5%	23	
	4	2.9%	19		5.1%	16	
	5	3.9%	25		7.3%	23	
	6	3.5%	22		6.8%	21	
	7	2.6%	16		4.6%	14	
	8	1.6%	10		3.3%	10	
	9	2.6%	16		5.2%	16	
	10	1.1%	7		2.0%	6	
	11	0.9%	6		1.8%	6	
	12	0.8%	5		1.6%	5	
	13	4.2%	27		8.5%	27	
	14	0.5%	3		0.9%	3	
	15	0.0%	0		0.0%	0	
O. Permanent Absentee Voter	Yes	57.7%	364		69.8%	217	
	No	42.3%	266		30.2%	94	
P. Likely Absentee Voter	Yes	44.2%	279		70.1%	218	
	No	55.8%	351		29.9%	93	
Interview Type	Online	32.3%	203		32.8%	102	
	Phone	67.7%	427		67.2%	209	