



DATE: April 30, 2019

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Overview of the 2019 Resident Satisfaction Survey Results

RECOMMENDATION

That the City Council receives and comments on the 2019 Resident Satisfaction Survey Results.

SUMMARY

In April 2019, the City completed its sixth biennial Resident Satisfaction Survey, which was initially conducted in the fall of 2008. Updated with the help of a new City public opinion research consultant, the Survey questionnaire was distributed in English and Spanish to a representative sample of more than 600 respondents by email and telephone.

The resident satisfaction findings regarding quality of life and city services delivery are holding up well in context of local and regional population growth, rising housing costs, traffic congestion, crowding on commuter transit lines, and resident experiences with persistent homelessness. Strong majorities of respondents who reported having contact with City staff in the past 12 months were satisfied with the overall service received, timeliness, and courtesy shown. Finally, on the fiscal front, substantial majorities of residents share the general view that there is a need for additional funding to deliver the level of municipal services residents need or want.

This work session provides Council an opportunity to receive an overview of the Survey results and to ask questions about and comment on the Survey findings, methodology, and statistical validity and meaning of the responses.

BACKGROUND

In the fall of 2008, the City began administering a Resident Satisfaction Survey (Survey) and has completed one every two years since then. Over the years, the Surveys have provided valuable insights and data on resident satisfaction with City services. The Council approved funding for the sixth biennial Survey as part of the FY 2019 budget.

In 2018, staff postponed the distribution of the biennial Survey from the fall of 2018 to the spring of 2019 to avoid overlap with Council elections, which occurred for the first time in

November of even-numbered years. Staff used the additional time to conduct a competitive selection process for public opinion research services, as the Survey had been conducted by the same firm since 2008. The City received five responses to a Request for Proposals. Following a panel review of the proposals, staff awarded the project to a new firm, Fairbank, Maslin, Maullin, Metz & Associates (FM3) of Oakland, CA.

During February and March of 2019, staff worked with FM3 to update the Survey to include emerging community needs, such as rental housing stability and housing affordability. The updated Survey also includes more open-ended responses, while carrying forward several questions from previous Surveys to allow for longitudinal comparisons of Hayward residents' satisfaction.

On March 20, 2019, the Council Budget and Finance Committee reviewed and provided feedback on the Survey prior to the fielding of the survey between April 7 and April 17, 2019.

The Survey and responses are attached (Attachment II).

DISCUSSION

FM3 pulled voter registration data to create a stratified random sample of all registered voters. The survey was then deployed in two phases—first by email and next by telephone in a second phase to ensure the final sample of respondents was reflective of the community at large. The phone survey ran 20 minutes in length. Upon completion of Phases 1 and 2, the Survey had a final sample size of 663 adult Hayward residents.

The survey questions include demographic information and attitudes and opinion on quality of life in Hayward, delivery of City services, issues of public concern and priorities, the City's fiscal needs, public safety, experience in dealing with specific departments, and sense of ability to be heard and effect change. The Survey also asked respondent how they receive information from the City of Hayward, about support for upgrades to public safety facilities and ways to pay for them, and likelihood of participation in the 2020 U.S. Census. Several questions were carried forward from prior surveys to allow for comparisons over time. Other questions were added to reflect emerging community needs and concerns as identified by residents and Council over the past two years.

In some instances, FM3 employed “split samples” to gather more data within the allowable budget and time for completion of the Survey.

The survey structure allows for cross tabulation of responses to reflect variation of opinion by demographic indicator and other measures explored in the questionnaire.

Below are highlights of the Survey results:

- Most express overall satisfaction with the quality of life in Hayward—with 75 percent answering they are very or somewhat satisfied.

- By a three-to-one margin, residents are satisfied with the job the City is doing providing resident services, though overall this measure, as was the case in 2016, is down relative to 2008 through 2014.
- Residents overwhelmingly would describe the city as diverse, “a good place to live,” and welcoming. They are a bit more divided on whether it’s affordable.
- Given a list of challenges facing the City in service delivery, three of the biggest ones are traffic and road conditions, homelessness, and housing costs, which is fairly consistent with the mood in the Bay Area generally.
- A majority of respondents feel safe in general and while walking or driving. Cyclists are more likely to feel safe than unsafe.

In summary, the resident satisfaction findings with regard to quality of life and city services delivery are holding up well in context of local and regional population growth, rising housing costs, traffic congestion, crowding on commuter transit lines and resident experiences with persistent homelessness. Additionally, strong majorities of respondents who reported having contact with City staff in the past 12 months were satisfied with the overall service received, timeliness, and courtesy shown. Finally, on the fiscal front, substantial majorities share the general view that there is a need for additional funding to deliver the level of municipal services residents need or want.

ECONOMIC IMPACT

There is no direct economic impact associated with this item.

FISCAL IMPACT

There is no additional fiscal impact to the General Fund from this presentation. The total cost of completing the Survey was \$34,250 and was included in the FY 2019 budget.

STRATEGIC INITIATIVES

There is no direct impact on any of the City’s Strategic Initiatives associated with this item. However, the results of the Survey may help to inform the Council’s priorities and initiatives moving forward.

PUBLIC CONTACT

A draft of the 2019 Resident Satisfaction Survey was presented for review and feedback to the Council Budget and Finance Committee at its March 20, 2019 meeting.

NEXT STEPS

Staff will incorporate the information gathered in this survey into current priority-setting and strategic-planning efforts and the results will be shared with employees. The upcoming Council priority session on May 11, 2019 will provide the Council further opportunity to incorporate feedback received as a part of this Survey in the Council's discussion of priorities. Staff will include funding for completion of a 2021 Resident Satisfaction Survey for Council consideration as part of the FY2021 budget.

Prepared and Recommended by: Chuck Finnie, Communications and Marketing Officer

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager