



DATE: September 15, 2021

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT: Review of the 2021 Draft Biennial Resident Satisfaction Survey

RECOMMENDATION

That the Committee receives and provides comments on this report and the 2021 draft Resident Satisfaction Survey questions.

SUMMARY

The updated Resident Satisfaction Survey is being prepared by Fairbank, Maslin, Maullin, Metz & Associates (FM3), of Oakland, California, and is scheduled to be deployed in late September/early October with results to be presented to Council in late October/early November 2021. Staff is requesting Committee feedback on the draft survey questions.

BACKGROUND

The City has completed Resident Satisfaction Surveys every two years since 2008. The surveys provide valuable insight and data on resident satisfaction with local service delivery. This survey cycle was intentionally delayed by six months to allow time for the restoration and resumption of services and operations that had been curtailed due to the COVID-19 pandemic.

Staff used the additional time to incorporate questions and areas of exploration from the community survey on policing and public safety conducted by FM3 in October 2020, which helped to inform the City of Hayward Policy Innovation Workshop on Community Safety that took place in Spring of this year.

Additionally, staff is working with FM3 to develop a question or questions to incorporate in the 2021 Resident Satisfaction Survey to gauge initial support for a potential parcel tax measure to generate additional revenue to fund and sustain programs and services called out in the City of Hayward Let's House Hayward homelessness reduction strategic plan, which was adopted by the Council in July of this year.

DISCUSSION

As with the prior six Resident Satisfaction Surveys, the 2021 survey will assess the level of resident satisfaction with the City's service delivery. The 2021 update to the Resident Survey reflects emerging concerns, such as rental housing stability and housing affordability, homelessness, and overall community safety. The survey also provides opportunities for open-ended responses.

Questions have been carried forward from the previous Resident Satisfaction Surveys and the October 2020 Policing and Public Safety Survey. This will allow for longitudinal insight regarding the satisfaction levels of Hayward residents with City service delivery.

Understanding resident satisfaction will help guide the City Manager in formulating recommendations to Council for refining priorities and developing long-term policy strategies, as well as, understanding areas where the organization is excelling and where more emphasis may be needed.

The survey will continue to measure resident opinions and overall satisfaction with City service delivery, image, public safety services and customer service. Additionally, this survey will gauge resident support for a hypothetical parcel tax measure of \$89 a year on all residential and commercial property—the equivalent of less than 25 cents per day—to raise approximately \$3.5 million annually to fund and sustain current and new programs and services identified in the City's Let's House Hayward homelessness response strategy adopted in July 2021.

The draft survey questions are included as Attachment II to this report. The 2021 Resident Satisfaction Survey will consist of a 20-minute hybrid survey of representative sample of 800 City residents who will be reached both online and by telephone, with telephone calls targeted to demographic groups that are underrepresented in the responses and to be sure we reach people for whom an email address is not available or who otherwise are uncomfortable with online surveys. The survey will be made available in both English and Spanish language.

The 2021 Resident Satisfaction Survey will be the first based on a representative survey of all residents rather than just resident voters, which was the approach used in the 2020 Policing and Public Safety Survey. The survey results will have a margin of error of plus or minus 3.5 percent. An explanation of how the survey sample is derived is contained in Attachment III, the public opinion research methodology and cost proposal provided by FM3

FISCAL IMPACT

The total cost of the 2019 Resident Survey is not-to-exceed \$72,500 and is included in the FY 2021 Capital Improvement budget.

STRATEGIC ROADMAP

Information and data collected in the biennial Resident Satisfaction Survey bears directly on the City's understanding and prioritization of Quality of Life in the City of Hayward.

NEXT STEPS

After obtaining Committee feedback, the 2021 Resident Satisfaction Survey will be finalized and administered over an approximately 10-day period in late September and/or early October. The survey results will be presented to the Council at a work session to be scheduled for late October or early November.

Prepared by: Chuck Finnie, Communications and Marketing Officer

Recommended by: Dustin Claussen, Finance Director

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager