



**DATE:** December 7, 2021

**TO:** Mayor and City Council

**FROM:** City Manager

**SUBJECT:** 2021 Resident Survey Results: Presentation of 2021 Biennial Resident Satisfaction Survey Results

### **RECOMMENDATION**

That the Council receives a presentation and provides comments on results from the 2021 Resident Satisfaction Survey conducted October 5, 2021, to October 17, 2021.

### **SUMMARY**

The updated Resident Satisfaction Survey was prepared by Fairbank, Maslin, Maullin, Metz & Associates (FM3), of Oakland, California, and deployed between October 5, 2021 and October 17, 2021. The survey measures public opinion on the quality of life in Hayward, delivery of municipal services, service priorities, and level of support for one approach to raise additional revenue for new and expanded City responses to homelessness. Staff is requesting Council feedback on the findings.

### **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 worked with FM3 to develop a question 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 assessed the level of resident satisfaction with the City's service delivery. The 2021 update to the Resident Survey incorporated emerging concerns, such as rental housing stability and housing affordability, homelessness, and overall community safety. The survey also provided opportunities for open-ended responses.

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

Understanding resident satisfaction helps 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 continues to measure resident opinions and overall satisfaction with City service delivery, image, public safety services, and customer service. Additionally, this survey gauged 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 topline, or summary, survey results are included as Attachment III to this report. The 2021 Resident Satisfaction Survey consisted of a 20-minute hybrid survey of representative sample of 800 City residents reached both online and by telephone, with telephone calls targeted to demographic groups that are underrepresented in the responses and to be sure the City reached people for whom an email address is not available or who otherwise are uncomfortable with online surveys. The survey was made available in both English and Spanish language.

The 2021 Resident Satisfaction Survey is 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 3.7 percent. An explanation of how the survey sample was derived is contained in Attachment II, the public opinion research methodology and cost proposal provided by FM3.

## **FISCAL IMPACT**

The total cost of the 2021 Resident Survey was not-to-exceed \$72,500 and was 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 of quality of life in the City of Hayward and prioritization of services and new initiatives.

## **NEXT STEPS**

After obtaining Council feedback, the 2021 Resident Satisfaction Survey will be used to help guide service delivery and new project and program prioritization, including a planned work-session update to the City of Hayward's Strategic Roadmap in January 2022.

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

Approved by:



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Kelly McAdoo, City Manager