

MAY 30-JUNE 5, 2023



CITY OF HAYWARD BALLOT MEASURE SURVEY
220-6794-WT
N= 630
A/B SPLITS
MARGIN OF SAMPLING ERROR $\pm 4.0\%$ (95% CONFIDENCE LEVEL)

Hello, I'm calling from _____, a public opinion research company. We are not telemarketers trying to sell anything or ask for a donation of any type. We're conducting a public opinion survey about issues that concern people in Hayward. May I please speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE. IF RESPONDENT WISHES TO COMPLETE THE INTERVIEW IN SPANISH, PLEASE HAND OFF TO BILINGUAL INTERVIEWER.)**

- A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely----- 87%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell----- 13%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. First, do you feel that things in Hayward are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right direction----- 43%
 Wrong track ----- 35%
(DON'T READ) DK/NA ----- 22%

NOW I WOULD LIKE TO ASK YOU ABOUT A MEASURE THAT MAY APPEAR ON A FUTURE HAYWARD BALLOT.

2. It could read as follows:

Shall a City of Hayward measure to continue an existing half-cent sales tax for **(SPLIT SAMPLE A ONLY: 30 years) (SPLIT SAMPLE B ONLY: 20 years)** to maintain, restore and construct essential City services and facilities, including for firefighting, emergency-medical response, police protection and general maintenance; to repair potholes and improve streets; and to update and replace public works and South Hayward library/community center facilities, providing \$20,000,000 that cannot be taken by the State, with audits and community oversight, be adopted?

Would you vote “yes” or “no”? **(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, ASK: “Are you leaning toward voting yes or no?”)**

	<u>SPLIT A</u> <u>30 YRS</u>	<u>SPLIT B</u> <u>20 YRS</u>	<u>TOTAL</u>
TOTAL YES -----	68%	78%	73%
Definitely yes -----	42%	48%	45%
Probably yes -----	23%	27%	25%
Undecided, lean yes -----	3%	3%	3%
 TOTAL NO -----	 28%	 17%	 23%
Undecided, lean no -----	2%	0%	1%
Probably no -----	8%	5%	6%
Definitely no -----	18%	13%	16%
 (DON'T READ) DK/NA -----	 4%	 5%	 4%

(ASK IF YES/NO – CODES 1-6 – IN Q2)

3. In a few words of your own, why would you vote **YES/NO** on this ballot measure? (**OPEN-ENDED, RECORD VERBATIM RESPONSE BELOW**)

a. Yes (n=445):

Continue to improve the city -----	24 %
Road repair/fix potholes-----	16 %
Continue to support essential services -----	15 %
Improve infrastructure -----	14 %
The City has many needs (general)-----	13 %
Improve safety/support police -----	10 %
Already paying, and it's a reasonable amount-----	9 %
Support fire/emergency services and fire prevention-----	7 %
Improves libraries -----	5 %
Yes if accountability/oversight is included-----	3 %
Other -----	10 %
None/Nothing -----	0 %
Don't know/Unsure -----	2 %
N/A/Refused/No comment-----	1 %

b. No (n=139):

20 or 30 years is too long -----	1 %
Oppose raising taxes -----	40 %
Distrust government-----	33 %
Wrong priorities for the measure -----	15 %
Too expensive/Hurts the poor -----	12 %
General oppose-----	6 %
Oppose more police funding-----	3 %
Need more information -----	3 %
Other -----	5 %
None/Nothing -----	0 %
Don't know/Unsure -----	0 %
N/A/Refused/No comment-----	1 %

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS ARE ABOUT LIFE IN HAYWARD MORE GENERALLY.

4. Now I am going to read you a list of issues that some people say might be problems in Hayward. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. **(RANDOMIZE)**

	<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NT TOO</u> <u>SER</u> <u>PROB</u>	<u>(DK/NA)</u>	<u>EXT/</u> <u>VERY</u>
[]a. (T) The amount people pay in local taxes-----	17%	23%	26%	24%	11%	39%
[]b. The cost of living-----	39%	29%	24%	7%	1%	68%

(SPLIT SAMPLE A ONLY)

[]c. (T) Waste in City government -----	20%	19%	28%	14%	19%	39%
[]d. (T) Potholes and street maintenance -----	29%	28%	29%	13%	1%	57%
[]e. (T) Traffic congestion on local streets and roads-----	26%	28%	28%	16%	2%	54%
[]f. (T) The cost of housing -----	39%	27%	22%	8%	3%	66%
[]g. (T) Litter and graffiti -----	25%	22%	30%	21%	2%	47%
[]h. (T) Too many vacant properties and storefronts -----	24%	22%	30%	18%	6%	46%

(SPLIT SAMPLE B ONLY)

[]i. (T) Inefficiency in local government-----	20%	20%	27%	20%	13%	40%
[]j. (T) Crime, in general-----	37%	28%	24%	9%	3%	65%
[]k. (T) Traffic congestion on local freeways -----	37%	27%	22%	12%	2%	64%
[]l. (T) Homelessness -----	46%	31%	15%	6%	2%	78%
[]m. (T) Jobs and unemployment -----	16%	19%	29%	20%	16%	35%
[]n. (T) A lack of parks and recreation options -----	10%	11%	27%	49%	3%	21%

(RESUME ASKING ALL RESPONDENTS)

5. 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?

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
	<u>MAINTAIN</u>	<u>IMPROVE</u>	
GREAT/SOME NEED -----	71%	75%	73%
Great need-----	32%	39%	36%
Some need-----	39%	36%	37%
LITTLE/NO REAL NEED -----	19%	18%	18%
A little need -----	8%	9%	8%
No real need -----	12%	9%	10%
(DON'T READ) DK/NA -----	10%	7%	8%

6. (T) Next, 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? (IF SATISFIED /DISSATISFIED, ASK: Is that very or somewhat SATISFIED/DISSATISFIED?)

TOTAL SATISFIED-----62%
 Very satisfied-----17%
 Somewhat satisfied -----45%

TOTAL DISSATISFIED-----37%
 Somewhat dissatisfied-----23%
 Very dissatisfied -----14%

(DON'T READ) DK/NA ----- 1%

7. (T) And overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services? (IF SATISFIED/DISSATISFIED, ASK: Is that very or somewhat SATISFIED/DISSATISFIED?)

TOTAL SATISFIED-----53%
 Very satisfied-----9%
 Somewhat satisfied -----44%

TOTAL DISSATISFIED-----38%
 Somewhat dissatisfied-----21%
 Very dissatisfied -----16%

(DON'T READ) DK/NA ----- 9%

8. Next, I am going to read you a list of specific City projects and services that could be funded if voters approve a ballot measure generating additional revenue like the one I mentioned earlier. Please tell me how important each one is to you: extremely important, very important, somewhat important, or not important. (RANDOMIZE)

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DK/NA)</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>		<u>VERY</u>
[]a. Replacing the outdated police headquarters with a Public Safety Center -----	16%	23%	33%	22%	6%	39%
[]b. Building a new fire station in the Hayward hills to protect against wildfire-----	24%	30%	28%	14%	4%	54%
[]c. Repairing and upgrading the Weekes Branch Library in South Hayward -----	15%	26%	35%	20%	5%	40%
[]d. Improving 911 emergency response times -----	42%	31%	16%	5%	6%	73%
[]e. Providing fire protection-----	38%	41%	17%	3%	2%	79%
[]f. Providing police patrols-----	40%	29%	21%	8%	2%	69%

(SPLIT SAMPLE A ONLY)

[]g. Repairing storm drains to prevent water pollution-----	35%	37%	21%	5%	2%	72%
[]h. Updating public works facilities -----	17%	32%	30%	15%	6%	49%

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>IMP</u>	<u>(DK/NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A CONTINUED)						
[]i. Preparing for natural disasters and emergencies -----	36%	38%	20%	4%	1%	74%
[]j. Fixing streets and repairing potholes -----	39%	36%	18%	6%	1%	75%
[]k. Protecting Hayward’s fiscal stability-----	32%	41%	17%	5%	5%	73%
[]l. Upgrading City buildings to improve access for people with disabilities -----	26%	29%	27%	15%	3%	55%
[]m. Expanding pilot programs providing clinical mental health response to people in crisis-----	40%	27%	21%	9%	3%	67%
[]n. Providing high-speed fiber optic internet throughout the City -----	28%	32%	20%	16%	3%	60%
[]o. Providing more space at libraries to ensure children are not turned away from reading programs-----	28%	34%	21%	12%	4%	62%
[]p. Maintaining landscaping and medians -----	14%	28%	46%	10%	2%	42%
[]q. Removing mold and asbestos from City buildings -----	31%	29%	26%	10%	4%	59%
[]r. Upgrading police and fire stations to provide locker rooms for women-----	24%	31%	23%	18%	4%	55%
[]s. Replacing outdated plumbing and sewage systems in City buildings -----	29%	29%	27%	13%	3%	57%
[]t. Bringing police and community members together to build relationships and collaborate on solving neighborhood problems -----	32%	37%	22%	7%	2%	69%
[]u. Removing overgrown vegetation to reduce fire risk-----	27%	38%	27%	7%	1%	65%
[]v. Providing after-school and summer programs for youth-----	34%	34%	19%	10%	3%	68%
[]w. Building a youth and family center in South Hayward, The Stack Center -----	23%	28%	28%	16%	5%	51%
(SPLIT SAMPLE B ONLY)						
[]x. Providing senior services -----	33%	37%	25%	4%	1%	69%
[]y. Replacing public works facilities -----	15%	26%	35%	17%	7%	41%
[]z. Responding to climate change-----	32%	29%	21%	17%	1%	61%
[]aa. Fixing deteriorating sidewalks -----	33%	38%	24%	4%	1%	71%
[]bb. Upgrading City buildings for earthquake safety -----	28%	30%	30%	11%	2%	57%
[]cc. Providing services for low-income families such as healthcare, education, counseling, and childcare -----	34%	36%	21%	7%	2%	70%
[]dd. Providing services to community members who are experiencing homelessness -----	36%	36%	20%	5%	2%	72%

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT IMP</u>	<u>(DK/NA)</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE B CONTINUED)						
[]ee. Providing rooms for quiet study and community meetings -----	11%	18%	37%	31%	3%	29%
[]ff. Upgrading library technology -----	15%	28%	32%	20%	5%	43%
[]gg. Removing blight, litter, and graffiti-----	36%	31%	26%	6%	1%	67%
[]hh. Improving energy efficiency in City buildings -----	21%	25%	36%	15%	4%	46%
[]ii. Upgrading the animal shelter to improve health, safety, and well-being of animals and staff-----	22%	27%	36%	12%	3%	49%
[]jj. Upgrading emergency and disaster communication systems to better collaborate with other public safety agencies -----	35%	34%	22%	6%	3%	69%
[]kk. Improving street safety for drivers, pedestrians, and cyclists-----	41%	35%	17%	7%	0%	76%
[]ll. Updating a South Hayward library and community center -----	17%	29%	31%	18%	4%	46%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO READ YOU SOME STATEMENTS FROM BOTH SUPPORTERS AND OPPONENTS OF THE MEASURE WHICH WOULD CONTINUE THE CITY'S EXISTING HALF-CENT SALES TAX TO MAINTAIN, RESTORE AND CONSTRUCT ESSENTIAL CITY SERVICES AND FACILITIES.

9. First, I am going to read some statements from people who support the measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support it on a future ballot. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE (DK/NA)</u>	<u>VERY/ SMWT</u>	
[]a. (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. -----	35%	39%	16%	8%	2%	74%
[]b. (MAINTAIN/GROWTH) Continuing this stable, locally controlled funding source will help Hayward maintain its essential infrastructure even as the city grows. It will help protect our investments and maintain and improve our quality of life. -----	24%	40%	23%	10%	3%	64%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE (DK/NA)</u>	<u>VERY/ SMWT</u>	
[]c. (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. -----	35%	38%	17%	7%	3%	73%
[]d. (QUALITY OF LIFE) Hayward is a place where people desire to live and raise families. This measure will help protect and maintain essential City services, including streets and roads, local libraries, community services, and police patrols, that make our community a safe place to live with a high quality of life – and prepare us for the next chapter. -----	33%	38%	15%	11%	3%	71%
(SPLIT SAMPLE A ONLY)						
[]e. (ACCOUNTABILITY) This measure has strict accountability requirements including public review of expenditures and independent annual financial audits, which will be available online. These financial protections will ensure funds will be used efficiently and effectively. -----	27%	38%	17%	12%	6%	65%
[]f. (DISASTERS) This measure will help upgrade key City facilities such as police and fire stations to ensure they are prepared to withstand a natural disaster or emergency like a flood, wildfire, or earthquake to serve our community. This includes the construction of a new station in the foothills near CSU, a part of the city especially vulnerable to wildfire. -----	32%	39%	19%	5%	4%	72%
[]g. (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. -----	33%	33%	16%	12%	5%	66%

11. Next, I am going to read some statements from people who oppose the measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose it on a future ballot. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE (DK/NA)</u>	<u>VERY/ SMWT</u>	
[]a. (ANTI-TAX) Many of us are already overburdened with property taxes and increasing inflation. Voting “no” on this measure would actually reduce our taxes when Measure C expires. -----	26%	30%	27%	12%	5%	56%
[]b. (WASTE) We cannot trust local government to spend the money from this measure properly. It will just end up being wasted and misspent. -----	24%	30%	25%	17%	3%	55%
[]c. (COST OF LIVING) The cost of living in the Bay Area is too high. This measure adds to the cost of nearly every item we buy – and means Hayward will continue to have one of the highest sales-tax rates in Alameda County. -----	42%	28%	20%	7%	3%	70%
[]d. (POLICE) More than half of the funding raised by this measure would be spent just on a brand-new building for police. There are many better ways to spend taxpayer dollars to improve public safety. -----	35%	33%	19%	10%	4%	68%
[]e. (OTHER PRIORITIES) The City has higher priorities than new buildings right now. 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. -----	44%	30%	18%	6%	3%	73%

(SPLIT SAMPLE A ONLY)

[]f. (REGRESSIVE) Low-income residents pay a higher portion of their income through sales taxes, which is unfair. This tax will only add to the inequitable burden on poor residents. -----	26%	34%	23%	13%	4%	60%
---	-----	-----	-----	-----	----	-----

(SPLIT SAMPLE B ONLY)

[]g. (BLANK CHECK) There is nothing in this measure that requires any of the money to be used the way they say it will. It makes no sense to write the government a blank check. -----	32%	26%	21%	17%	4%	58%
--	-----	-----	-----	-----	----	-----

(RESUME ASKING ALL RESPONDENTS)

12. Having heard this, let me ask you one last time about the Hayward measure which would continue the existing half-cent sales tax to maintain, restore and construct essential City services and facilities, including fire, emergency response and police; street repairs; disaster preparedness; and building fire, public safety, public works and South Hayward library/community center facilities. Would you vote yes or no? **(IF YES/NO, ASK:)** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED, ASK:)** “Well, do you lean toward voting yes or no?”

TOTAL YES-----63%
 Definitely yes-----40%
 Probably yes-----18%
 Undecided, lean yes-----6%

TOTAL NO-----28%
 Undecided, lean no-----2%
 Probably no-----8%
 Definitely no-----19%

(DON'T READ) DK/NA-----9%

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

13. How would you describe yourself politically: Are you liberal, moderate, or conservative? **(IF LIBERAL/CONSERVATIVE ASK:)** “Is that very liberal/conservative or just somewhat?”

Very liberal-----18%
 Somewhat liberal-----21%
 Moderate-----29%
 Somewhat conservative-----13%
 Very conservative-----6%
(DON'T READ) DK/NA/Refused-----12%

14. Do you own or rent your home?

Own-----53%
 Rent-----38%
(DON'T READ) DK/NA-----10%

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

Yes-----39%
 No-----56%
(DON'T READ) Rather not say-----5%

16. What was the last level of school that you completed?

- High school graduate or less ----- 10%
- Vocational/technical school ----- 3%
- Some college, no degree----- 21%
- Associate degree ----- 10%
- Four-year college or bachelor’s degree ----- 34%
- Graduate school or advanced degree --- 16%
- (DON'T READ) Rather not say ----- 5%

17. Do you have any children under the age of 19 living at home?

- Yes ----- 26%
- No ----- 69%
- (DON'T READ) DK/NA ----- 5%

18. With which ethnic group do you identify yourself? (ALLOW MULTIPLE RESPONSES)

- Hispanic or Latino ----- 29%
- White ----- 27%
- Black or African American ----- 11%
- Afghan ----- 1%
- Middle Eastern ----- 2%
- Asian or Pacific Islander ----- 23%
- American Indian or Alaska Native ----- 1%
- Multiracial (SPECIFY _____) ----- 4%
- Other (SPECIFY _____) ----- 2%
- (DON'T READ) Rather not say ----- 9%

(ASK ONLY IF ASIAN/PACIFIC ISLANDER – CODE 6 – IN Q18); n=139

19. More specifically, would you say that you are: (READ LIST; ALLOW MULTIPLE RESPONSES)

- Chinese ----- 22%
- Filipino ----- 40%
- Thai ----- 2%
- Indian ----- 19%
- Central Asian ----- 2%
- Japanese ----- 4%
- Vietnamese ----- 2%
- Samoan ----- 2%
- Guamanian or Chamorro ----- 1%
- Other Pacific Islander ----- 7%
- Multiracial ----- 3%
- (DON'T READ) Rather not say ----- 5%

(RESUME ASKING ALL RESPONDENTS)

20. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2022. Was it:

\$30,000 a year or less-----	8%
\$30,001 to \$60,000-----	10%
\$60,001 to \$90,000-----	15%
\$90,001 to \$110,000 -----	11%
\$110,001 to \$140,000-----	10%
\$140,001 to \$170,000-----	7%
More than \$170,000-----	16%
(DON'T READ) Rather not say -----	23%

21. How do you describe your gender?

Man -----	48%
Woman -----	50%
Nonbinary-----	2%

THANK AND TERMINATE

LANGUAGE OF INTERVIEW: English-----93 %
 Spanish ----- 7%

PARTY REGISTRATION: Democrat -----61 %
 Republican -----13 %
 No Party Preference-----20 %
 Other ----- 6%

FLAGS

P18-----39 %
 G18 -----61 %
 P20-----54 %
 G20 -----87 %
 P22-----45 %
 G22 -----64 %
 BLANK -----7%

AGE

18-24-----10 %
 25-29-----9 %
 30-34-----8 %
 35-39-----11 %
 40-44-----7 %
 45-49-----8 %
 50-54-----8 %
 55-59-----8 %
 60-64-----9 %
 65-74-----16 %
 75 + -----7%

CODED ETHNICITY

Hispanic or Latino -----29 %
 White -----22 %
 Black or African American ----10 %
 Afghan-----1 %
 Middle Eastern-----2 %
 Asian or Pacific Islander -----21 %
 American Indian or
 Alaska Native -----0 %
 Multiracial -----5 %
 Other-----1 %
 Rather not say-----9%

HOUSEHOLD PARTY TYPE

Dem 1 -----36 %
 Dem 2 + -----16 %
 Rep 1-----7 %
 Rep 2 + -----1 %
 Ind 1 + -----18 %
 Mix-----22 %

PERMANENT ABSENTEE

Yes -----94 %
 No -----6%

A/B SPLIT

A-----50 %
 B-----50 %

CONTACT METHOD

Phone -----46 %
 Email-----39 %
 Text -----15 %