



DATE: March 20, 2019

TO: Council Budget and Finance Committee

FROM: City Manager

SUBJECT: Review of the 2019 Draft Biennial Resident Satisfaction Survey Questions

RECOMMENDATION

That the Committee receives and provides comments on this report and the 2019 draft resident satisfaction survey questions.

SUMMARY

The updated Resident Satisfaction Survey has been prepared by Fairbank, Maslin, Maullin, Metz & Associates, FM3, of Oakland, California and is scheduled to be deployed in late March/early April with results to be presented to the full City Council on April 30, 2019. Staff is requesting Committee feedback on the draft survey questions.

BACKGROUND

The City has completed Resident Satisfaction Surveys every two years since the fall of 2008. The surveys provide valuable insight and data on resident satisfaction with local service delivery. This survey cycle was intentionally delayed by six months as not to overlap with the 2018 November elections.

Staff used the additional time to evaluate services provided by Godbe Research, Inc., the public research firm that has conducted the City of Hayward's Resident Satisfaction Surveys since 2008 as well as the voter surveys for the City's most recent ballot measures, including the 2014 Measure C sales tax and 2018 Measure T Real Property Transfer Tax increase.

To get the best value and avail the City of the top current industry talent, experience, and methodology, staff conducted a competitive Request for Proposals. Following a panel review of written proposals from five responding firms, staff awarded the project to the top-ranked responder, Fairbank, Maslin, Maullin, Metz & Associates, FM3, of Oakland, CA.

DISCUSSION

As with the prior five Resident Satisfaction Surveys, the 2019 survey will assess the level of resident satisfaction with the City's service delivery. The 2019 update to the Resident Survey

reflects emerging concerns, such as rental housing stability and housing affordability. The survey also provides opportunities for more open-ended responses.

Several questions have been carried forward from the previous Resident Satisfaction Surveys. 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, communications, and customer service. Additionally, this survey will gauge resident support for a hypothetical upgrade to public safety facilities, including replacing the current police operations center, updating the 911 dispatch center, and crime lab to meet earthquake safety codes and technological improvements.

The draft survey questions are included as Attachment II to this report.

The 2019 Resident Satisfaction Survey will consist of a 20-minute hybrid survey of 600 total City voters/residents, made up of both telephone surveys as well as online surveys. The survey will be made available in both English and Spanish languages.

FISCAL IMPACT

The total cost of the 2019 Resident Survey is not to exceed \$37,250 and is included in the FY 2019 Capital Improvement budget.

NEXT STEPS

After obtaining Budget and Finance Committee feedback, the 2019 survey will be finalized and administered over an approximately 10-day period in late March or early April. The results will be presented to the Council at a work session on April 30, 2019.

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

Approved by:



Kelly McAdoo, City Manager