



Hayward Resident Views of Community Safety

*Key Findings of a Survey of Residents
Conducted October 3-21, 2020*



OPINION
RESEARCH
& STRATEGY



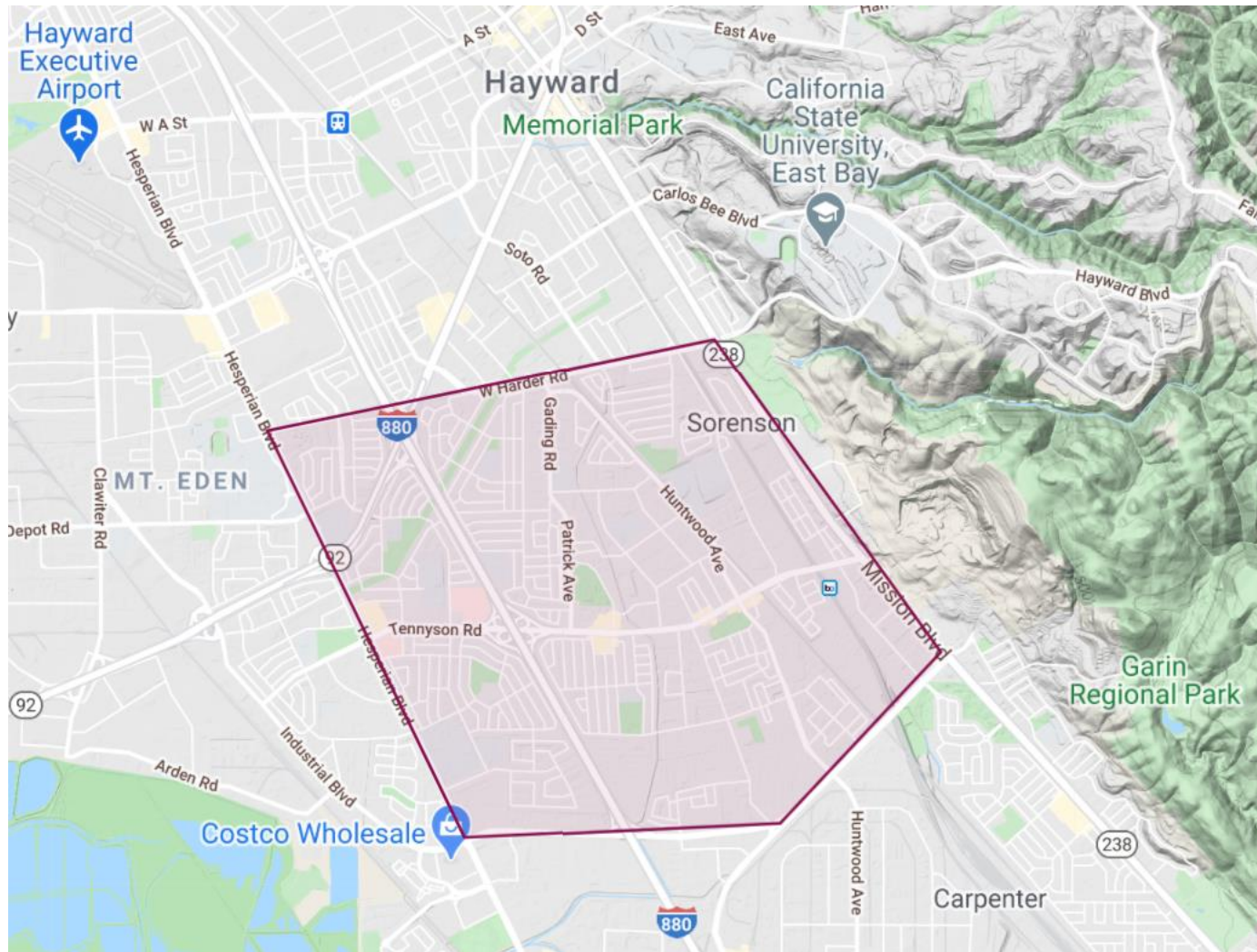


Methodology and Context

Methodology

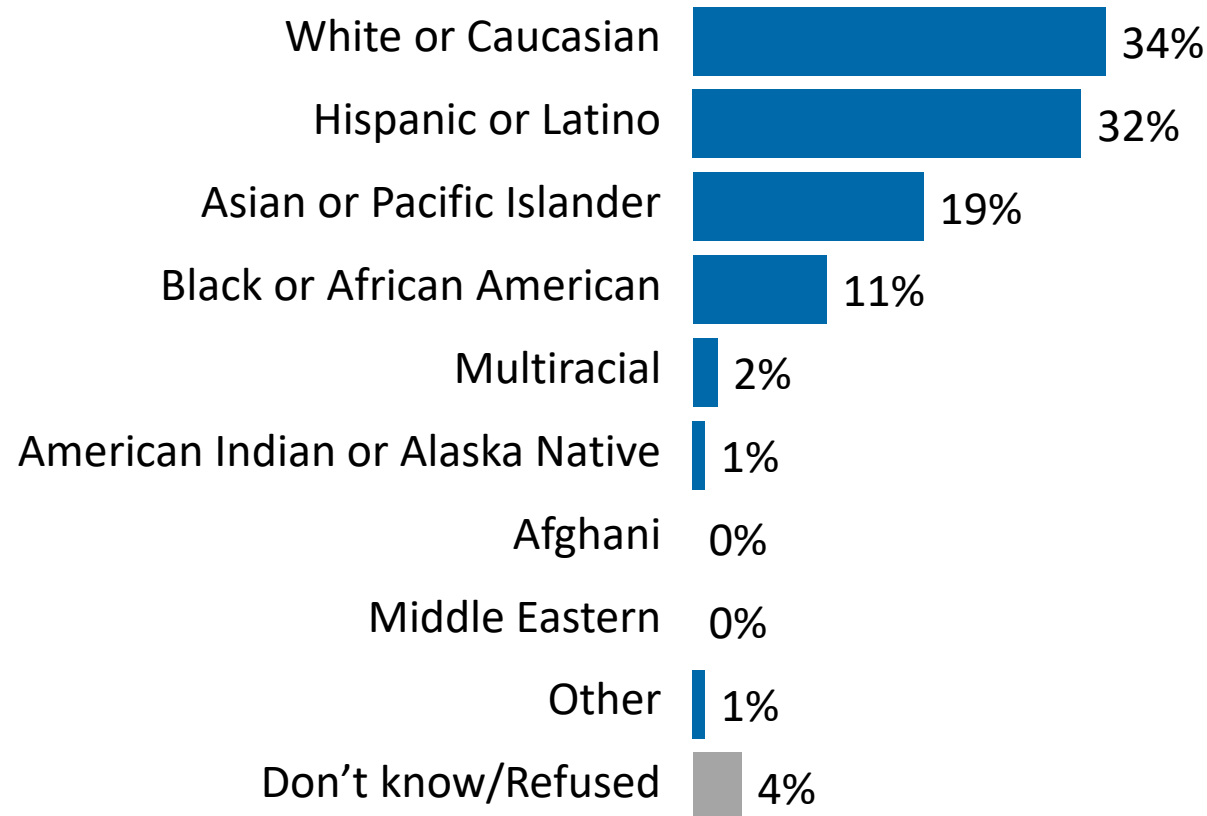
- ✓ 1,002 interviews with adult residents of the City of Hayward conducted October 3-21, 2020
- ✓ Sample drawn from a City-provided complete list of Hayward residential addresses
 - Addresses matched to various public and commercial databases to find landline phone numbers, wireless phone numbers and email addresses for each residence
 - Invitations to random sample of addresses via landline phone calls, wireless phone calls, emails, text messages, and postcards sent to addresses for whom not other contact information was available
 - Phone calls targeted to youngest available adult male or female resident of household
 - Oversample of Black Hayward residents yielding a total of 121 interviews
- ✓ Interviews in English and Spanish
- ✓ Results weighted to align with demographics of the adult population of Hayward as measured by the American Community Survey conducted by the US Census
- ✓ Margin of sampling error of $\pm 3.1\%$ at the 95% confidence level
- ✓ Due to rounding, some percentages do not add up to 100%
- ✓ Selected comparisons to prior community surveys using alternative sampling methodologies
- ✓ FM3 and EVITARUS collaborated on all elements of survey design and analysis

South Hayward Definition

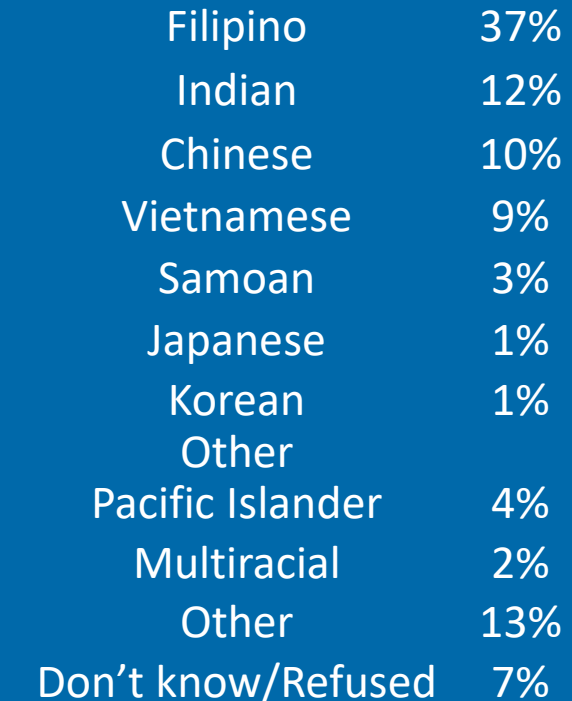


Respondents come from a wide variety of different ethnic backgrounds.

With which racial or ethnic group do you identify yourself?

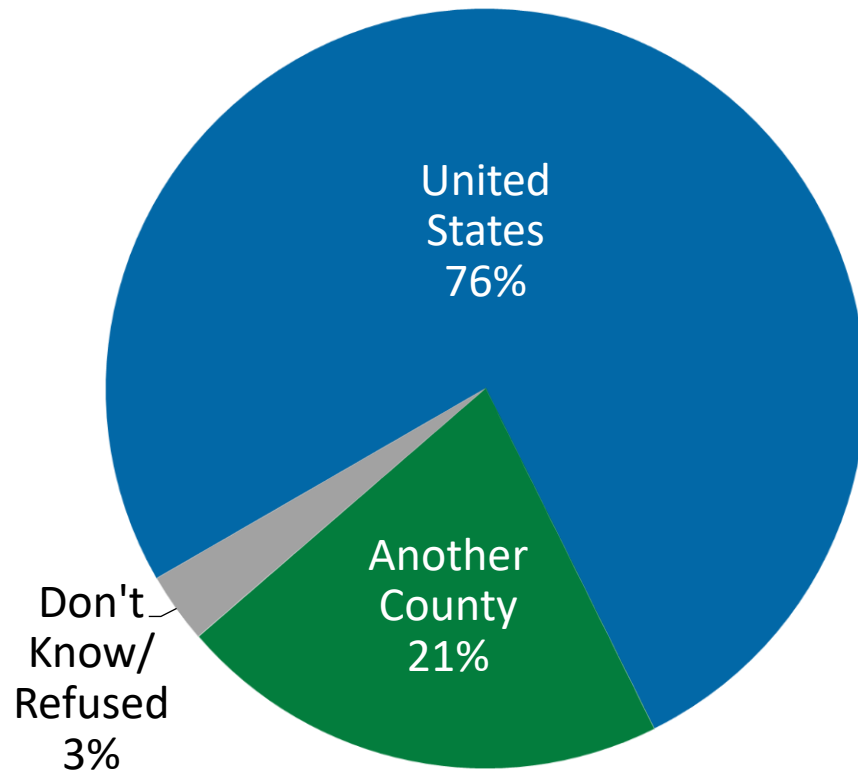


More specifically, would you say that you are:
(Asked Only of Asian/Pacific Islanders)

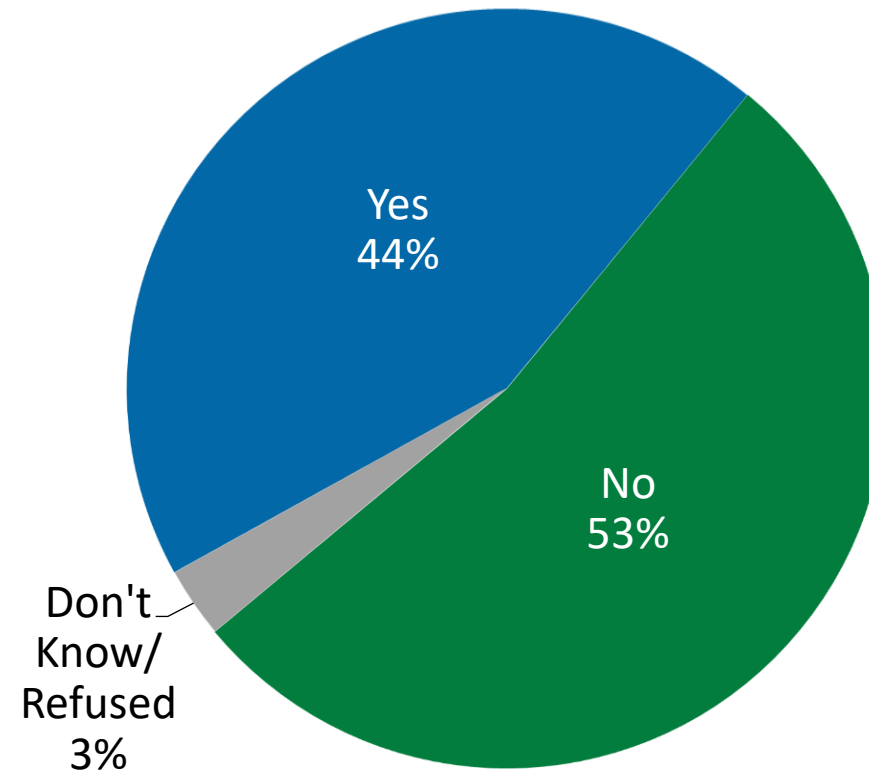


More than one in five respondents were born in another country and nearly half speak a language other than English at home.

Were you born in the United States, or another country?

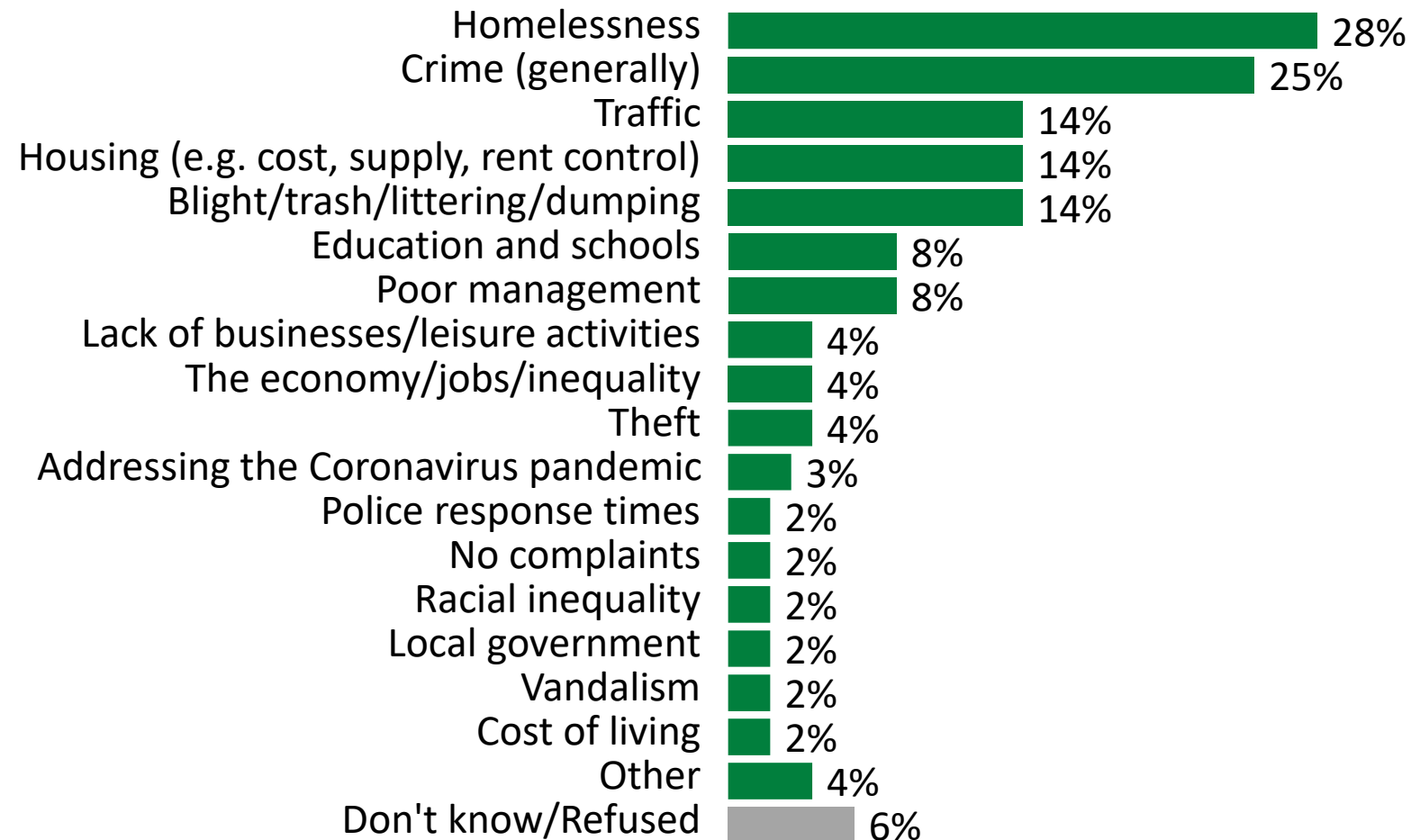


Do you regularly speak a language other than English at home?



Residents are most likely to name homelessness or crime as the most serious challenges facing Hayward.

*In a few words of your own, what is the most serious problem facing Hayward?
(Open-ended; 2% and Above Shown)*



Verbatim Responses on Most Serious Problem

Gangs and lack of money to pick up trash in the streets. Dissatisfied with them not putting grass in front of schools. Weeds in front of schools are a problem.

Public transportation, better city planning, politicians, and defunding police.

People littering, the sidewalks are full of furniture, sidewalks and couches.

Crime and homelessness are the biggest issues.

The HPD. A couple of times my son was detained because he was waiting outside the store for his cousin and they said he was selling drugs. The racial profiling out here is a problem.

Affordable housing is the number one problem. Hayward could continue to repair the city streets, like Winton Avenue.

Landscaping and homelessness, also more healthy restaurants.

We are concentrating on so much new development with little focus on improving certain areas.

Traffic.

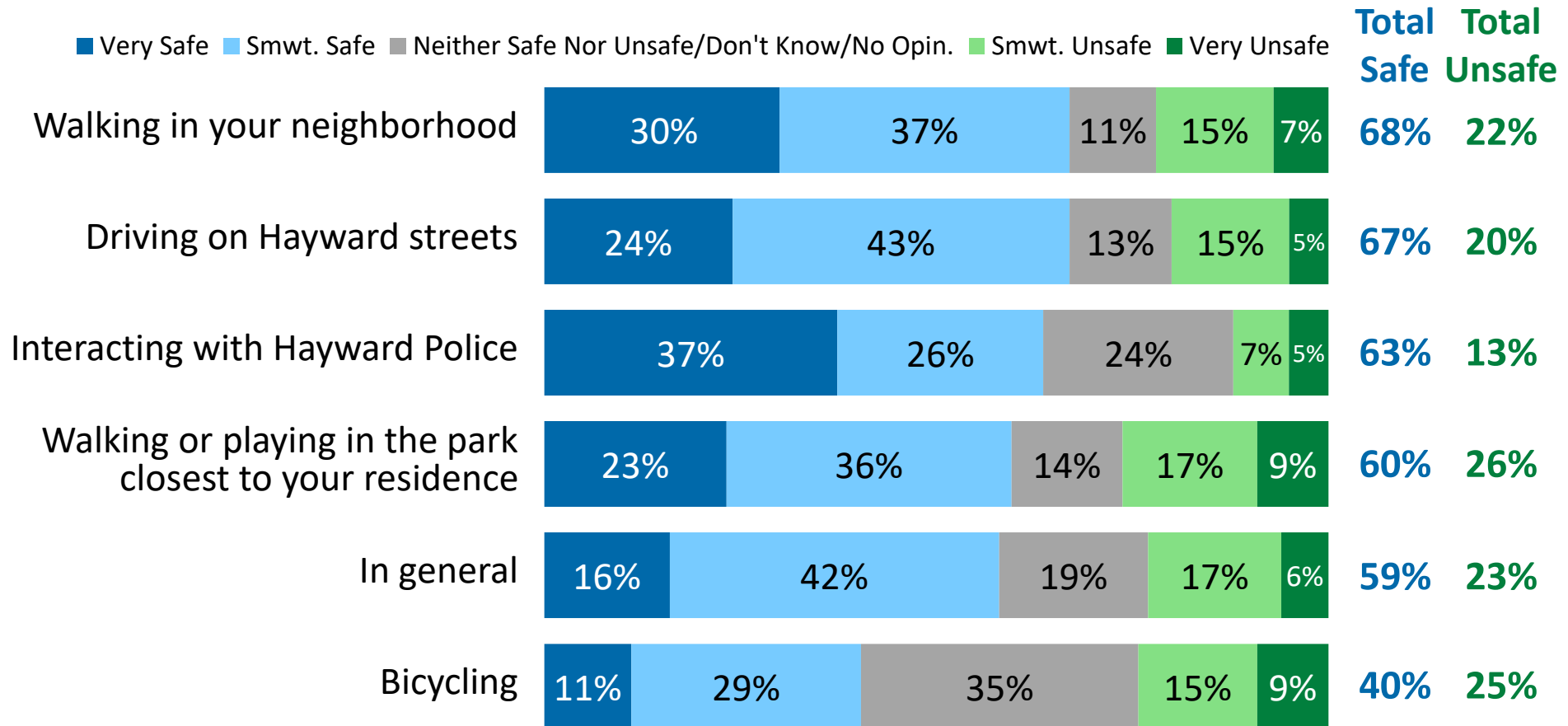
Crime in our neighborhoods. Theft from vehicles, including catalytic converters. Also, packages from homes.



Perceptions of Safety

Residents feel safe in most circumstances in Hayward, but fewer feel “very safe.”

*How safe do you feel in Hayward _____?
Do you feel safe, unsafe, or neither safe nor unsafe?*



Black residents feel notably less safe in interactions with police than do white residents.

(Total Safe)

Circumstance	All Residents	LGBT		Race/Ethnicity				
		Non-LGBT	LGBT	White Residents	Latinx Residents	Black Residents	Asian/Pacific Islanders Residents	All Residents of Color
Walking in your neighborhood	68%	68%	71%	66%	70%	76%	65%	69%
Driving on Hayward streets	67%	67%	79%	59%	76%	67%	69%	72%
Interacting with Hayward Police	63%	65%	60%	69%	63%	50%	57%	60%
Walking or playing in the park closest to your residence	60%	60%	66%	53%	69%	67%	59%	65%
In general	59%	59%	63%	55%	63%	69%	55%	62%
Bicycling	40%	40%	50%	33%	43%	46%	45%	44%

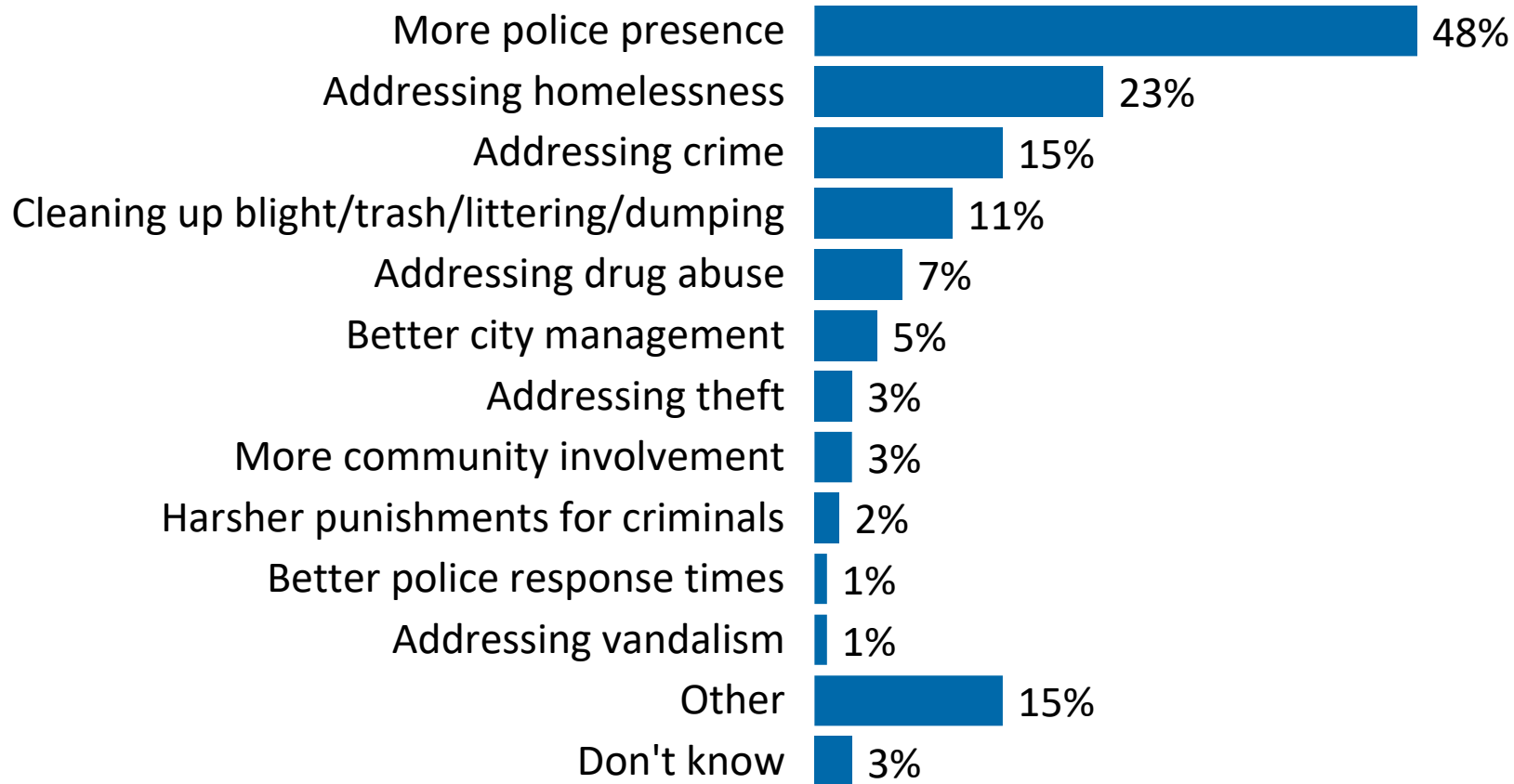
Residents of South Hayward indicate fewer feelings of safety walking in their neighborhood.

(Total Safe)

Circumstance	All Residents	Neighborhood		Place of Birth		Homelessness	
		South Hayward	Other	US Born	Foreign Born	Self/someone close has experienced homelessness	Have not experienced homelessness
Walking in your neighborhood	68%	57%	73%	70%	63%	65%	69%
Driving on Hayward streets	67%	66%	68%	66%	75%	62%	69%
Interacting with Hayward Police	63%	59%	65%	63%	66%	53%	67%
Walking or playing in the park closest to your residence	60%	48%	66%	60%	63%	56%	61%
In general	59%	50%	63%	60%	58%	56%	59%
Bicycling	40%	38%	41%	39%	47%	34%	42%

A plurality of those who feel unsafe says that more police presence would address those concerns.

*Earlier you said that you feel unsafe in Hayward generally. In a few words of your own, what would make you feel safer in your community?
(Open-ended; Asked of Those Who Generally Feel Unsafe Only, N=231)*



Verbatim Responses

*Earlier you said that you feel unsafe in Hayward generally. In a few words of your own, what would make you feel safer in your community?
(Open-ended; Asked of Those Who Generally Feel Unsafe Only, N=231)*

To see more police presence driving around the street, not just locked in their shack.

I never see cops around or in my neighborhood; there are not enough cops in Hayward.

Spike in recent shootings, crime and theft in Hayward makes me feel somewhat unsafe overall.

Being harassed by the homeless. Have you seen all of them all at the Plunge? Not safe!

Crime in South Hayward has gotten bad. The neighborhoods are not that safe anymore; most are rundown and not taken care of.

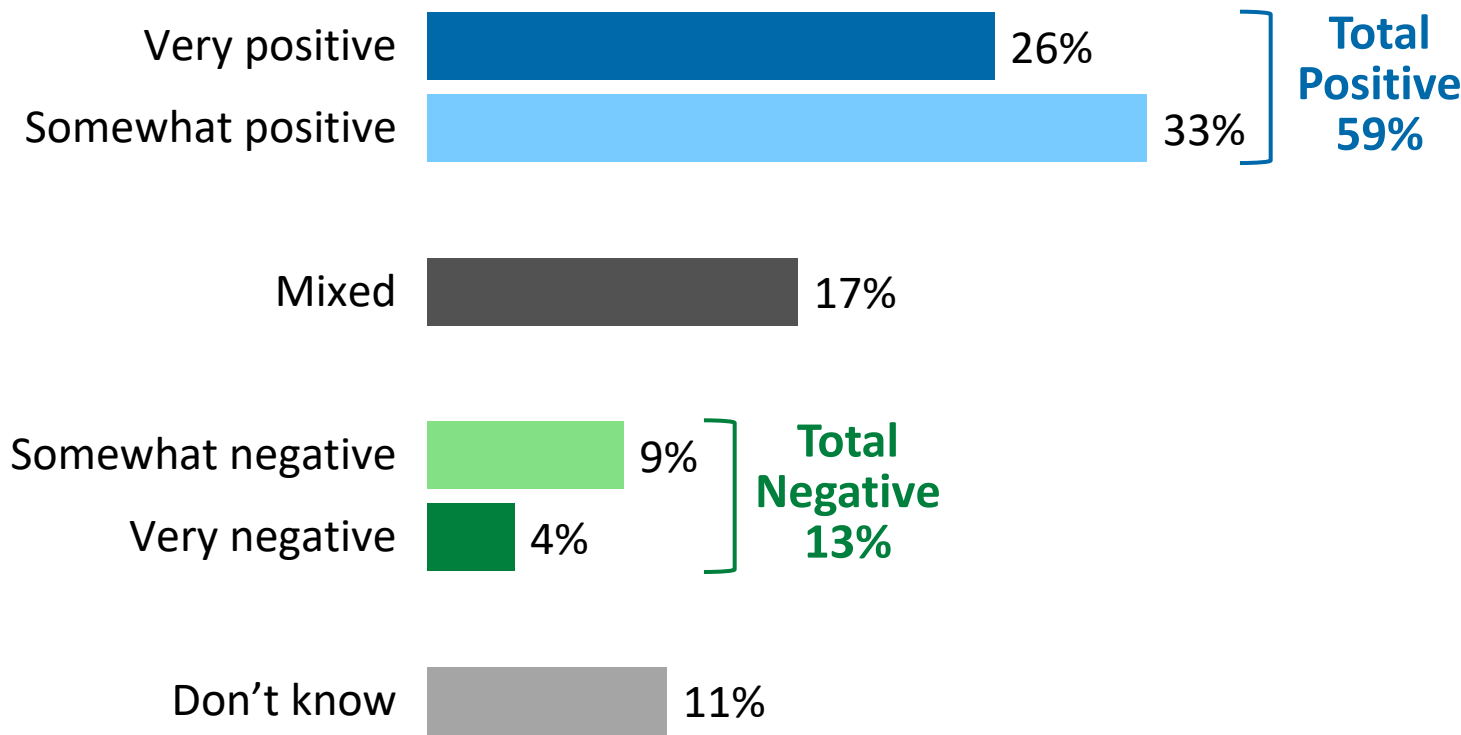
I would want them to have more patrols running around taking care of the city and having more security around, and not have so many homelessness running around and stuff like that.

A better placement of speed bumps and streetlights.

I think defunding the police and providing more funding for social services and schools.

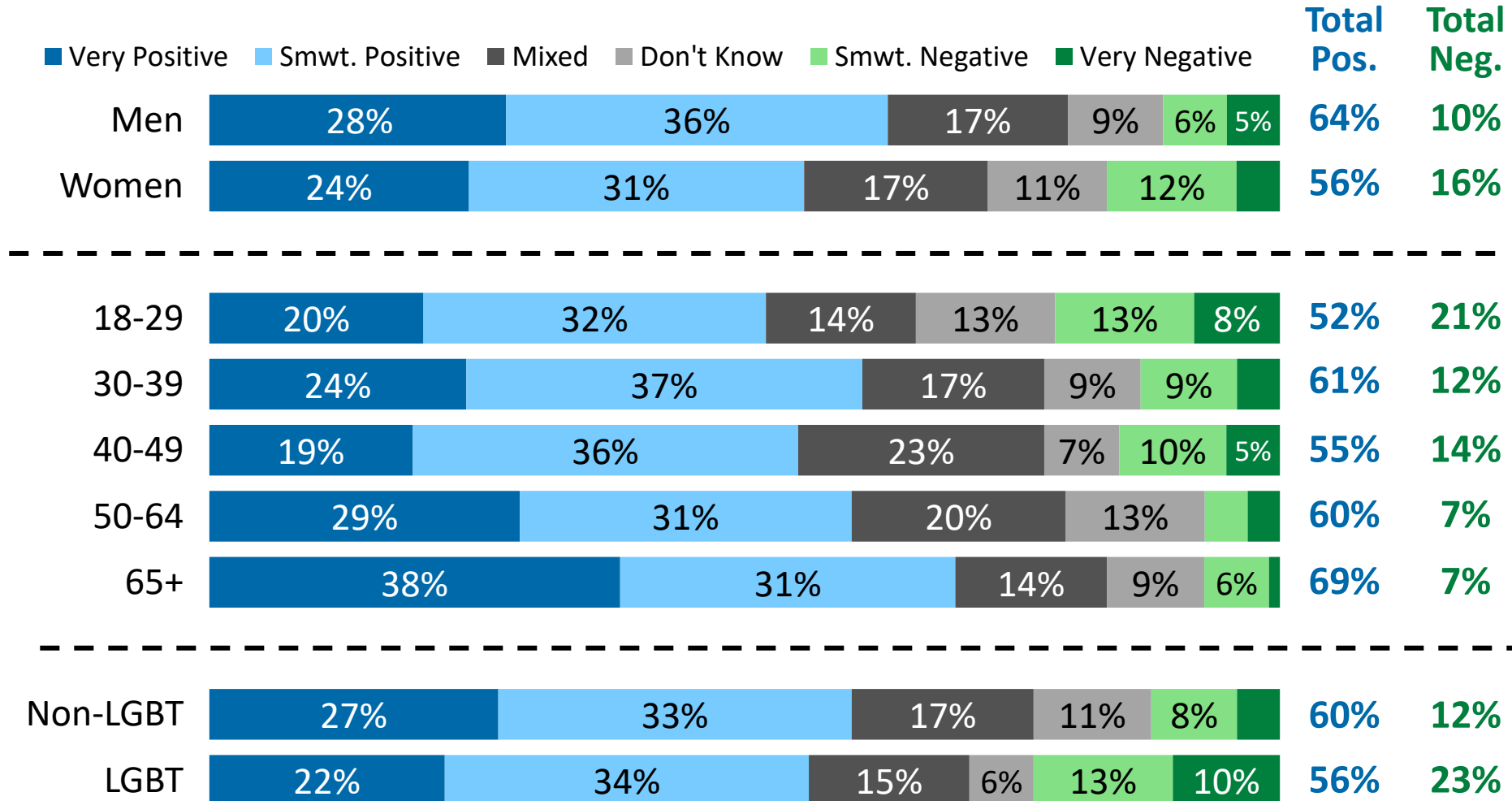
Three in five say police have a positive relationship with the community, but only one in four feel that way strongly.

Do you believe the relationship between the Hayward Police and Hayward residents generally is a positive or a negative one?



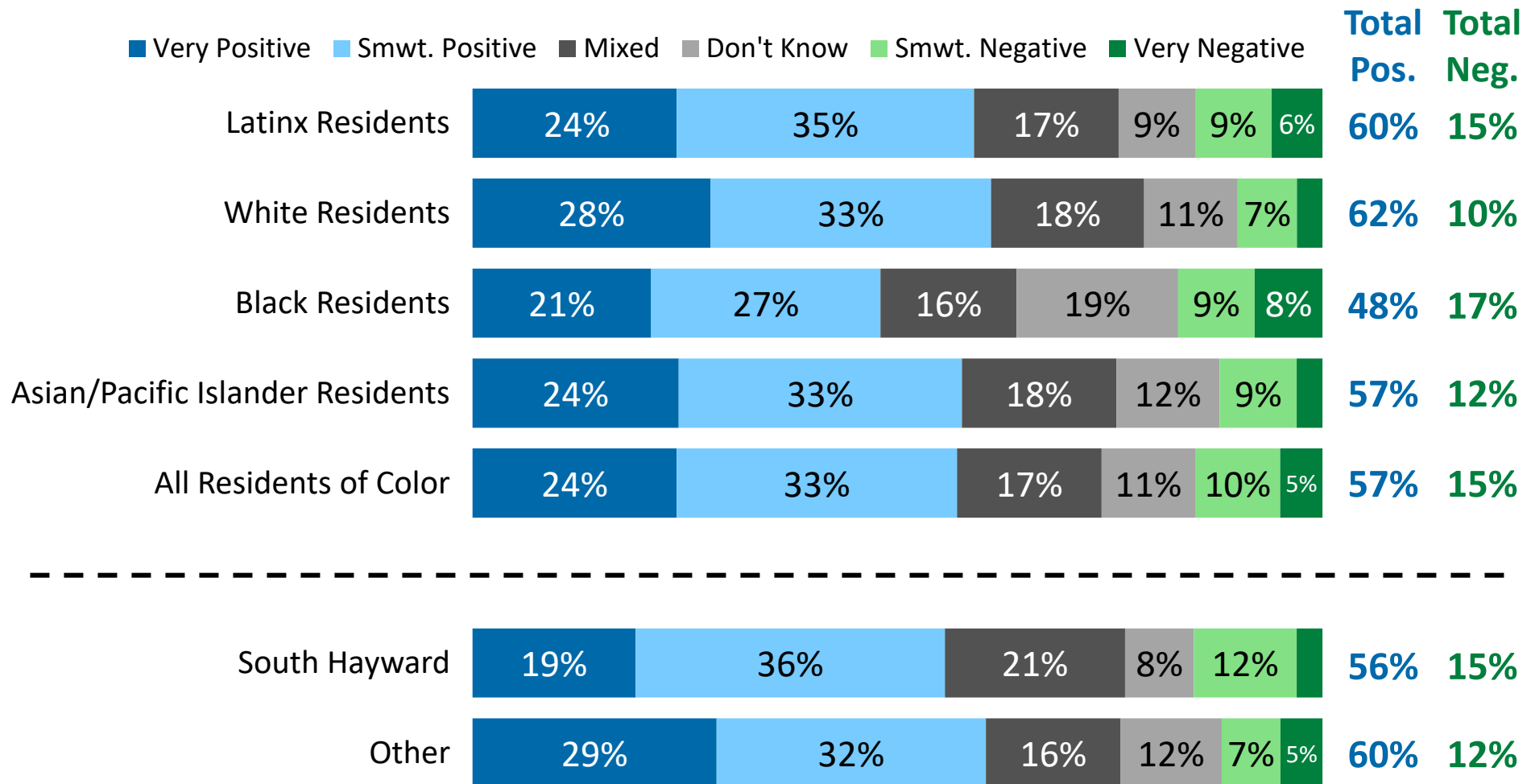
Older residents are more likely to indicate that they see a positive relationship.

Relationship Between Hayward Police & Residents by Gender, Age & LGBT



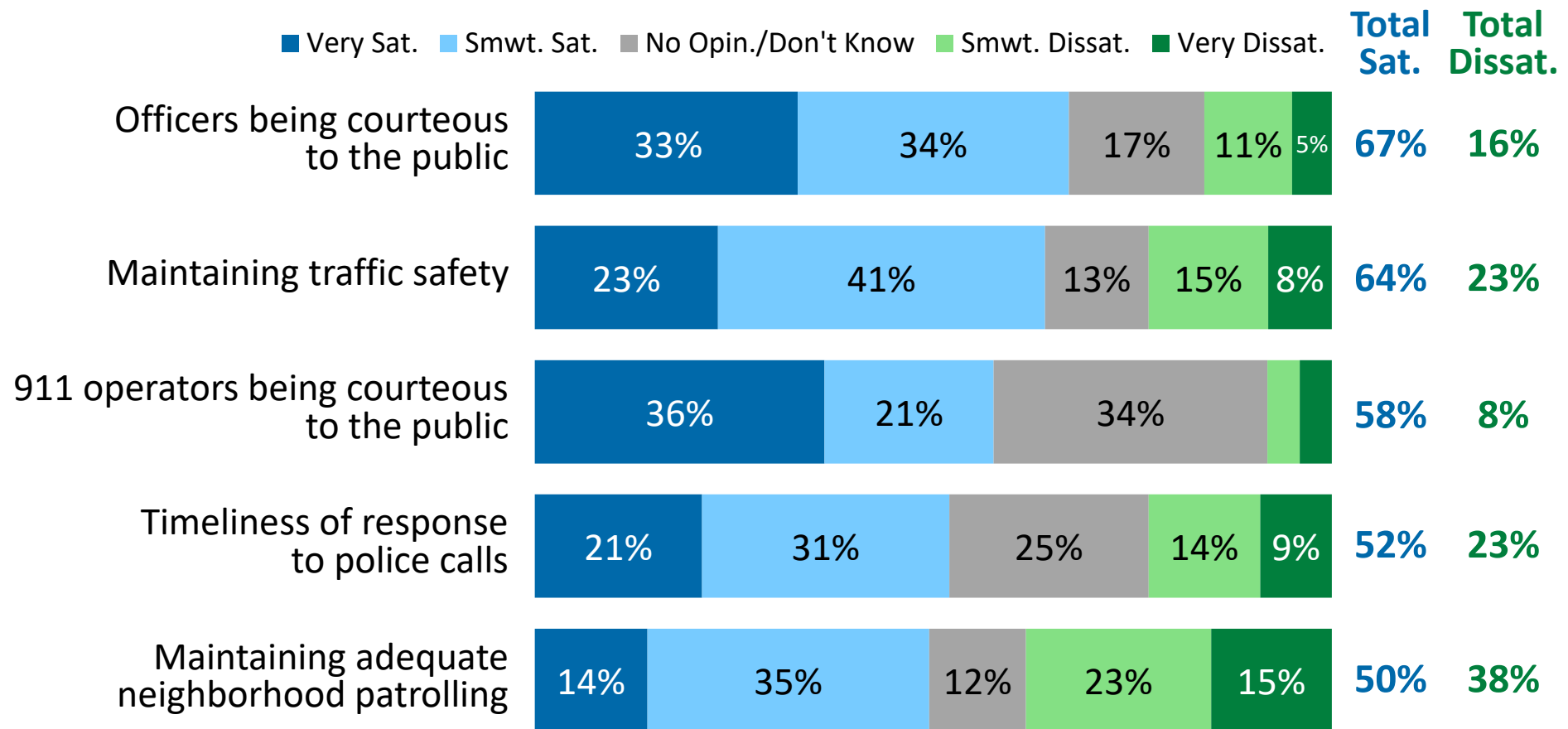
Black residents are the least likely to perceive a positive relationship.

Relationship Between Hayward Police & Residents by Race/Ethnicity & Neighborhood

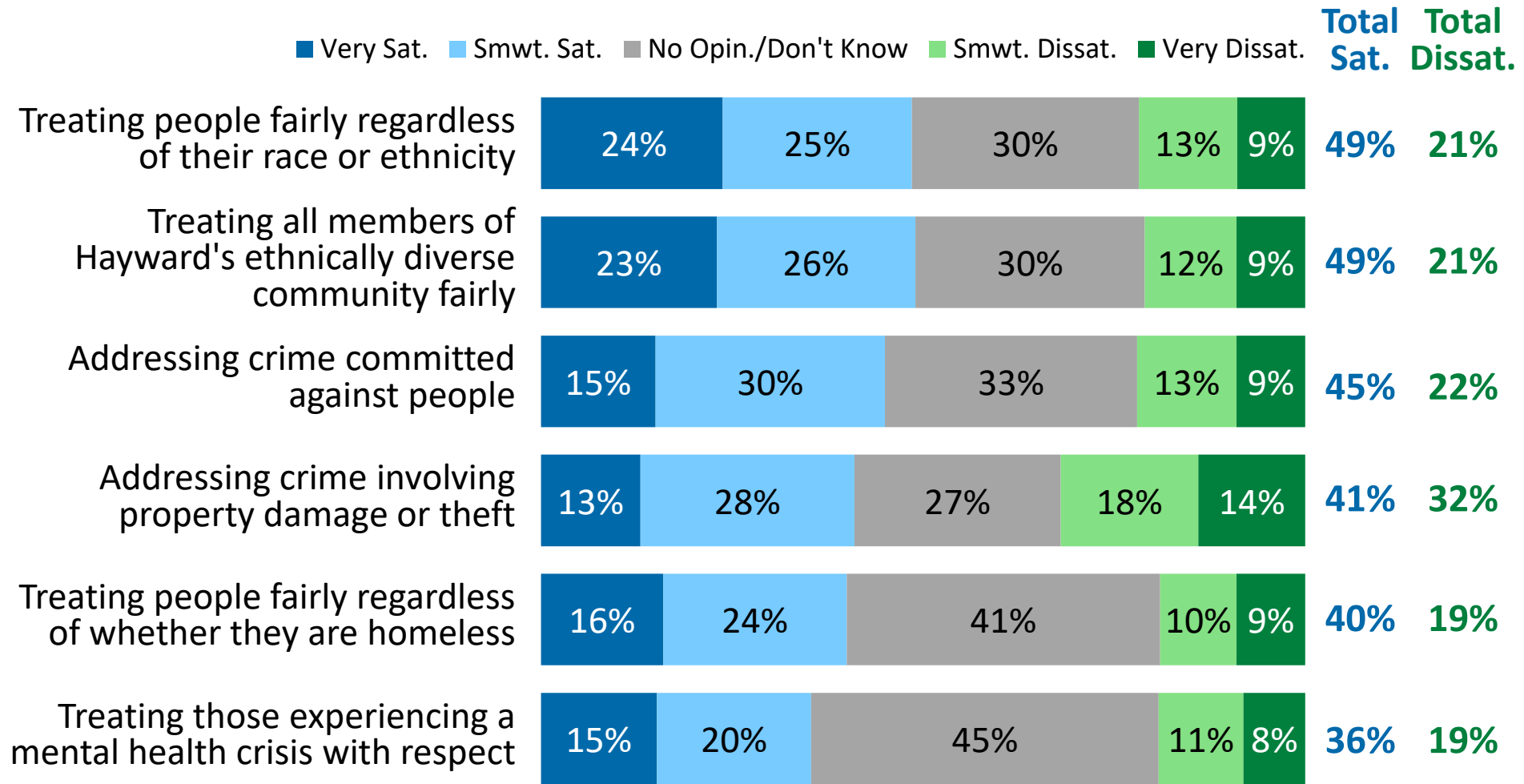


When asked about police services, residents are most satisfied with officers' courtesy.

I am going to mention different aspects of police services specifically. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward Police in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.



The greatest dissatisfaction revolves around addressing property crimes.



Q7. I am going to mention different aspects of police services specifically. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward Police in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

Satisfaction with courtesy and timeliness has increased modestly since 2019.

(Total Satisfied)

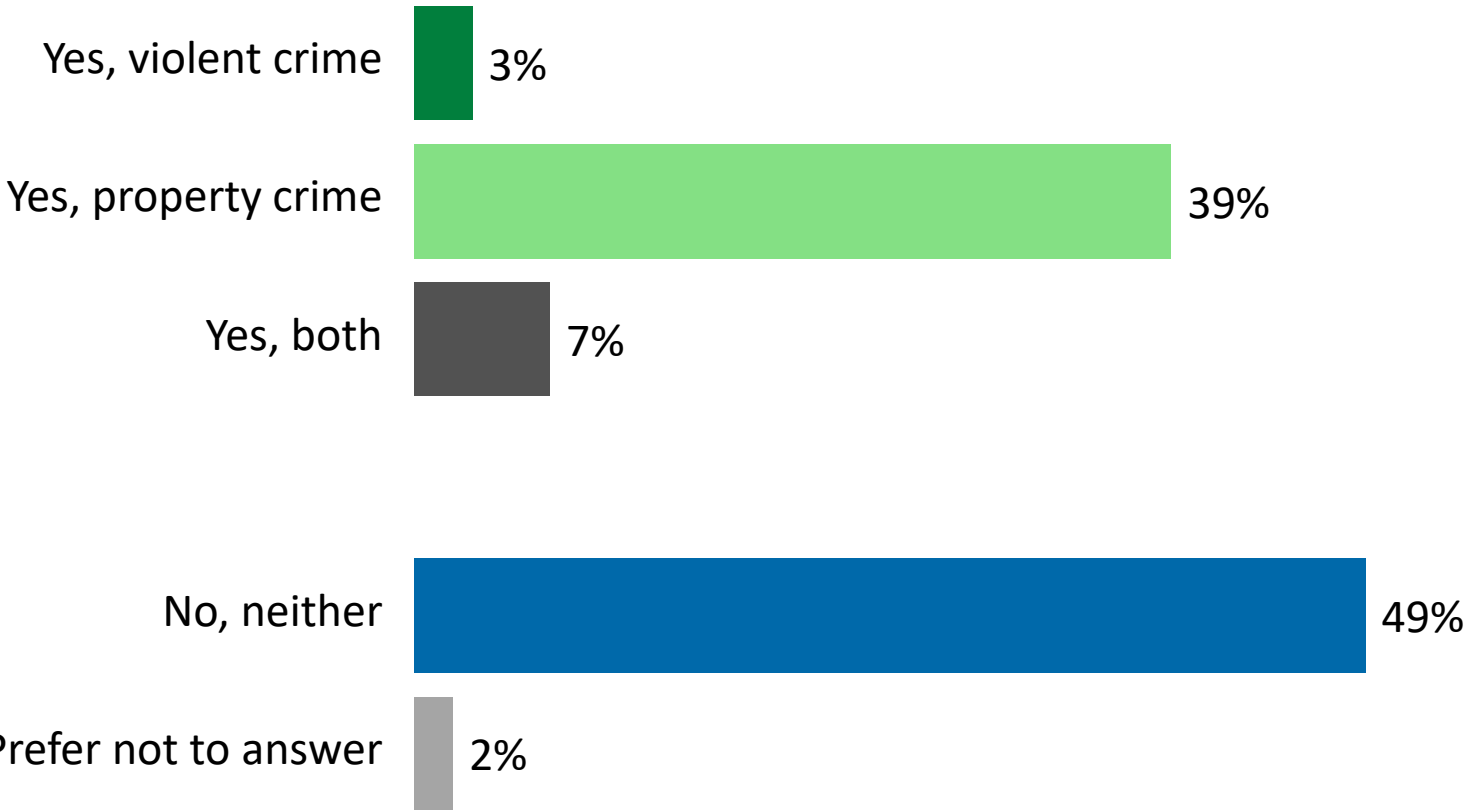
Aspect of Police Service	2008	2010	2012	2014	2016	2019	2020	Difference 2019-2020
911 operators being courteous to the public	66%	76%	70%	68%	59%	48%	58%	+10%
Timeliness of response to police calls	--	73%	63%	65%	54%	47%	52%	+5%
Officers being courteous to the public	--	70%	78%	80%	71%	62%	67%	+5%
Maintaining traffic safety	79%	82%	77%	79%	66%	60%	64%	+4%
Maintaining adequate neighborhood patrolling	--	78%	65%	71%	60%	47%	50%	+3%



Personal Experiences with Crime and Policing

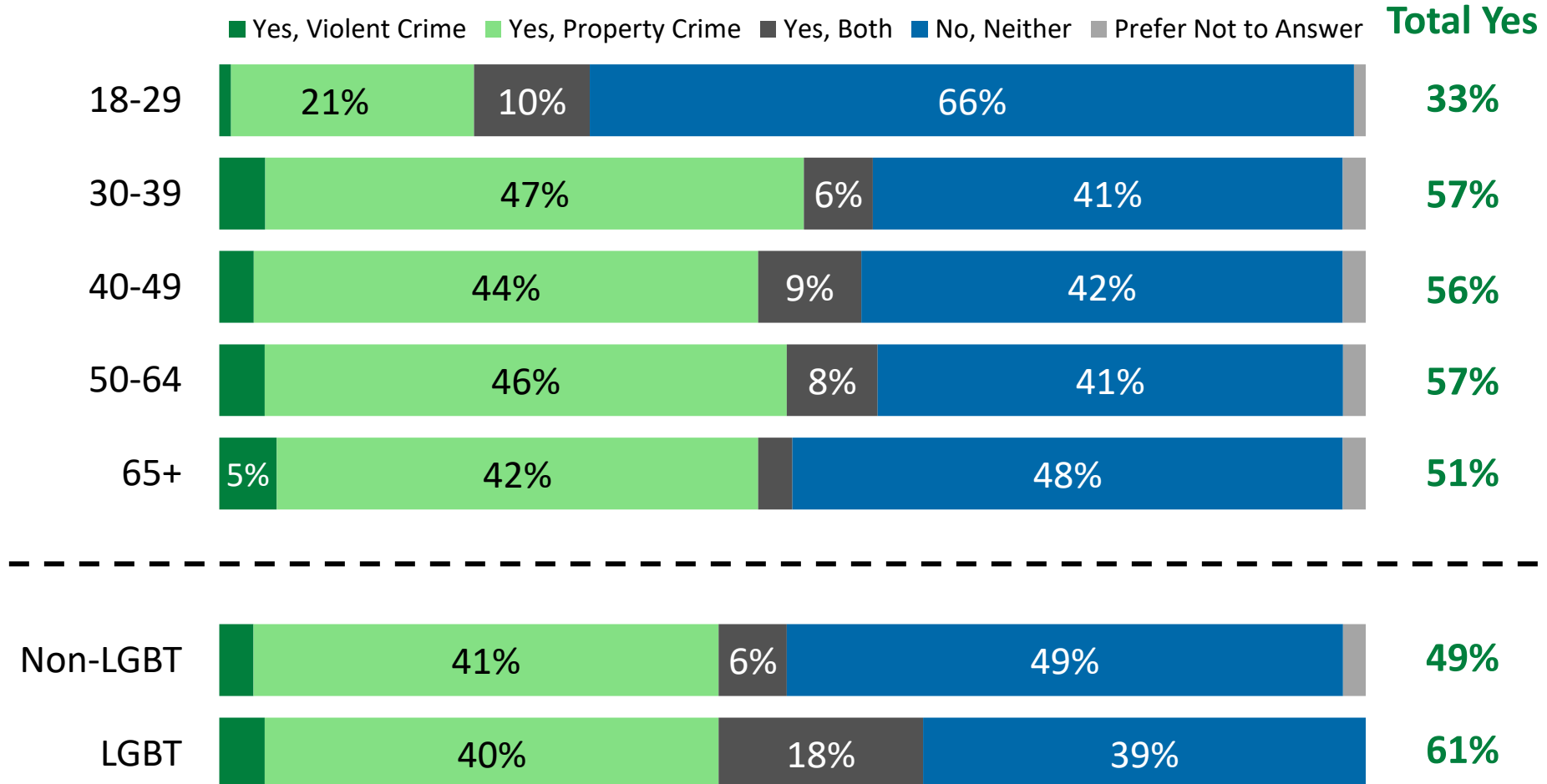
One in ten residents have been the victim of a violent crime in Hayward; nearly half have been the victim of a property crime.

Have you ever been the victim of a crime in Hayward?



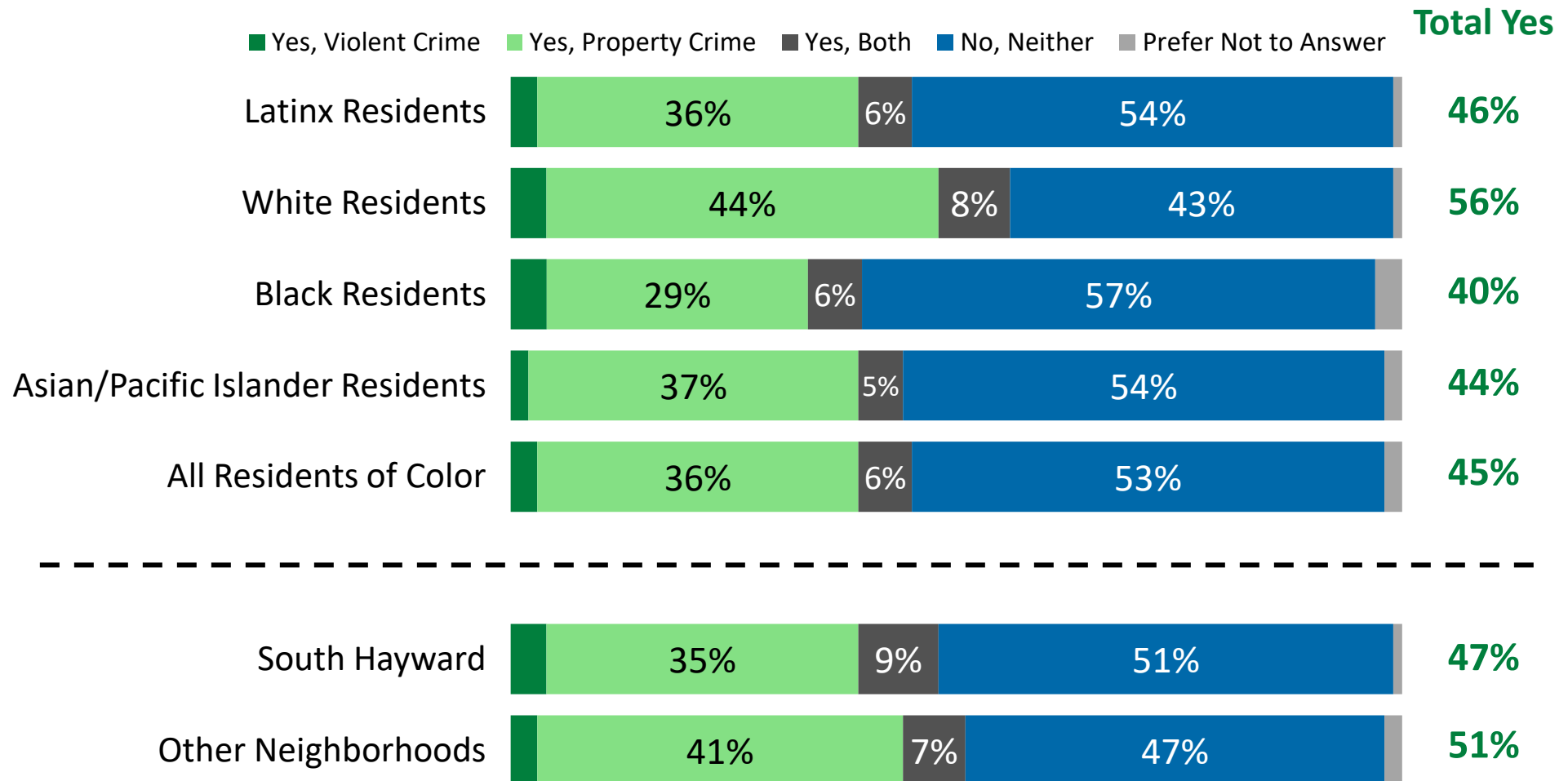
Middle-aged and LGBT residents are more likely to report having been victims of a crime.

Victim of Crime in Hayward by Age & LGBT



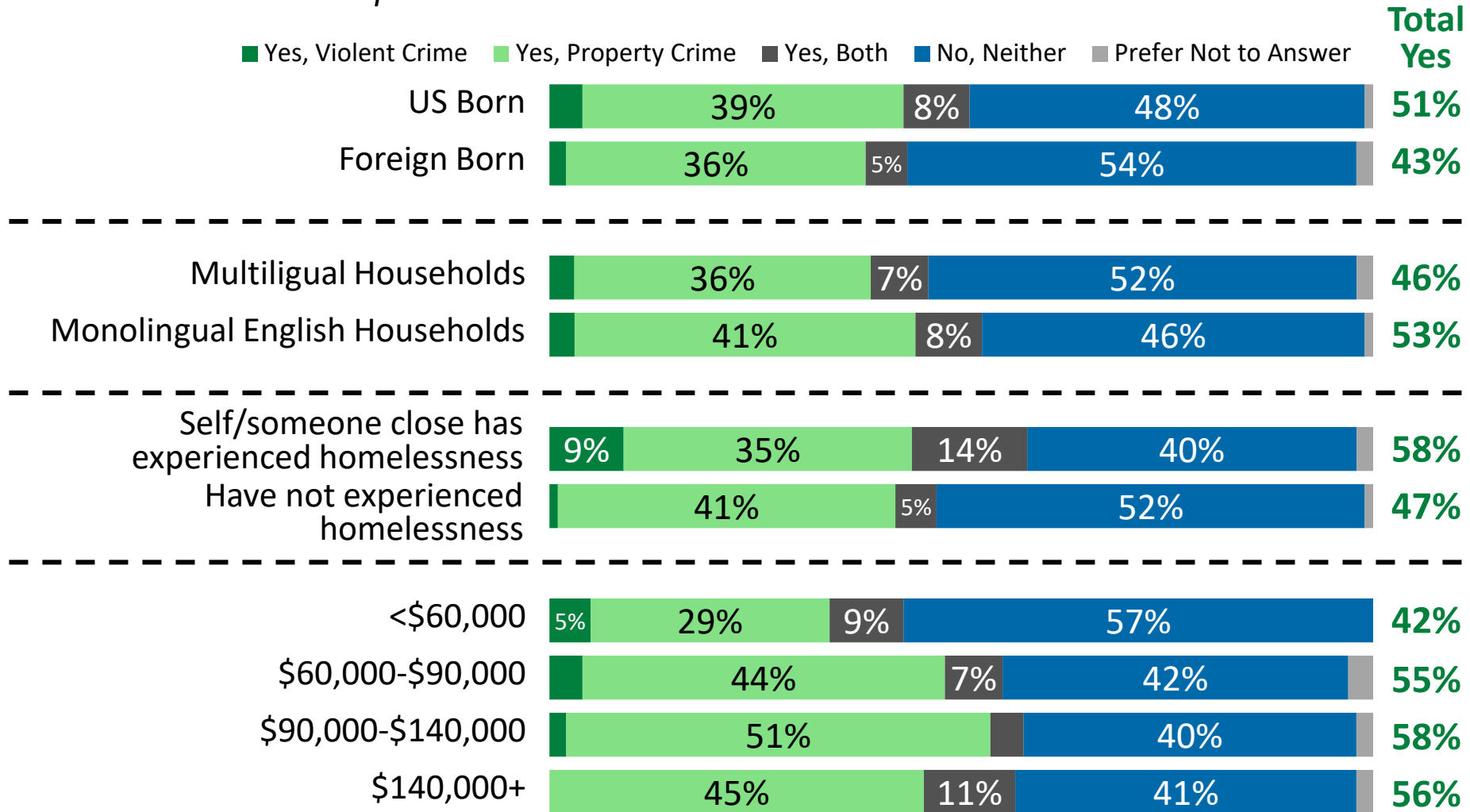
White residents are more likely than others to report having been victims of a crime.

Victim of Crime in Hayward by Race/Ethnicity & Neighborhood



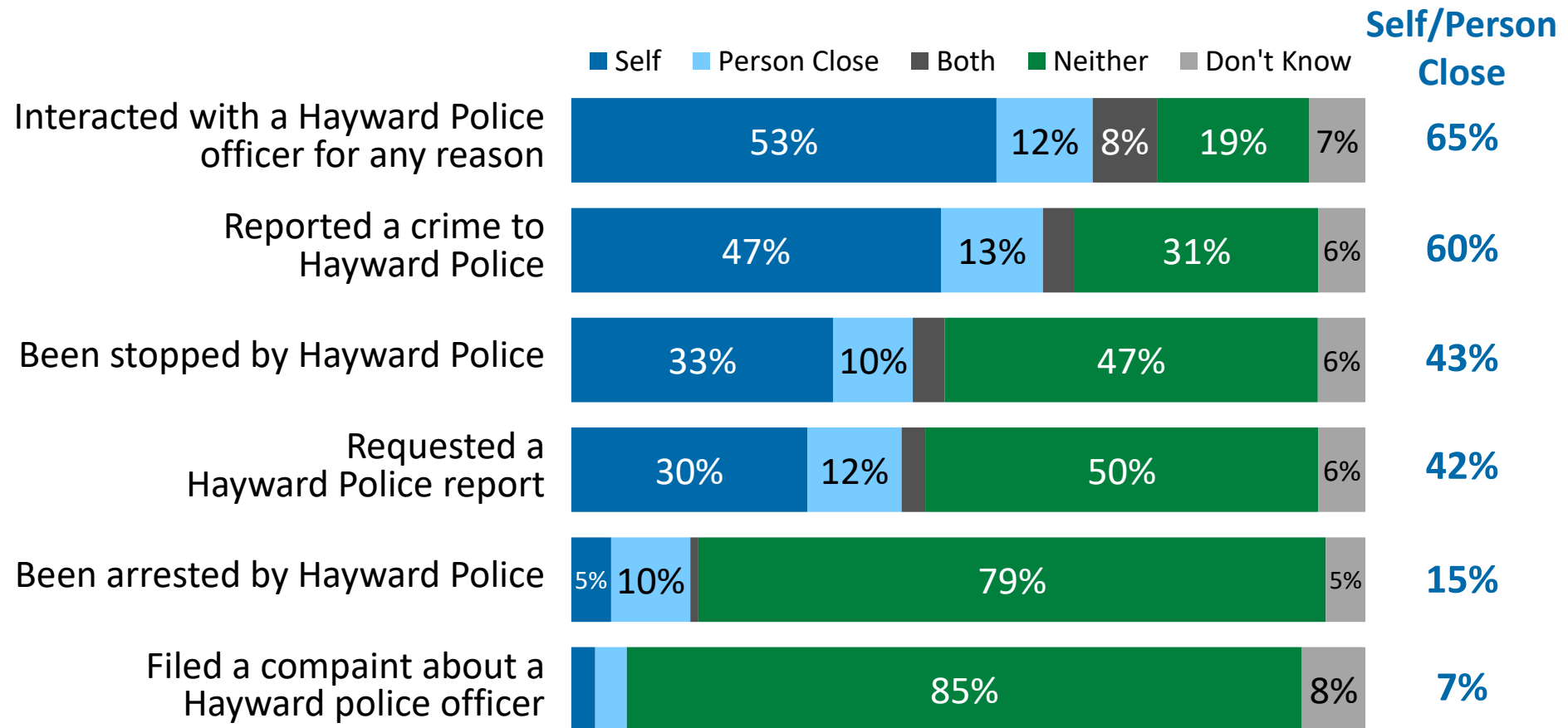
Those who have experienced homelessness are also more likely to have experienced crime.

Victim of Crime in Hayward by Place of Birth, Household Language, Experience with Homelessness & Household Income



Most Hayward residents have interacted with a police officer.

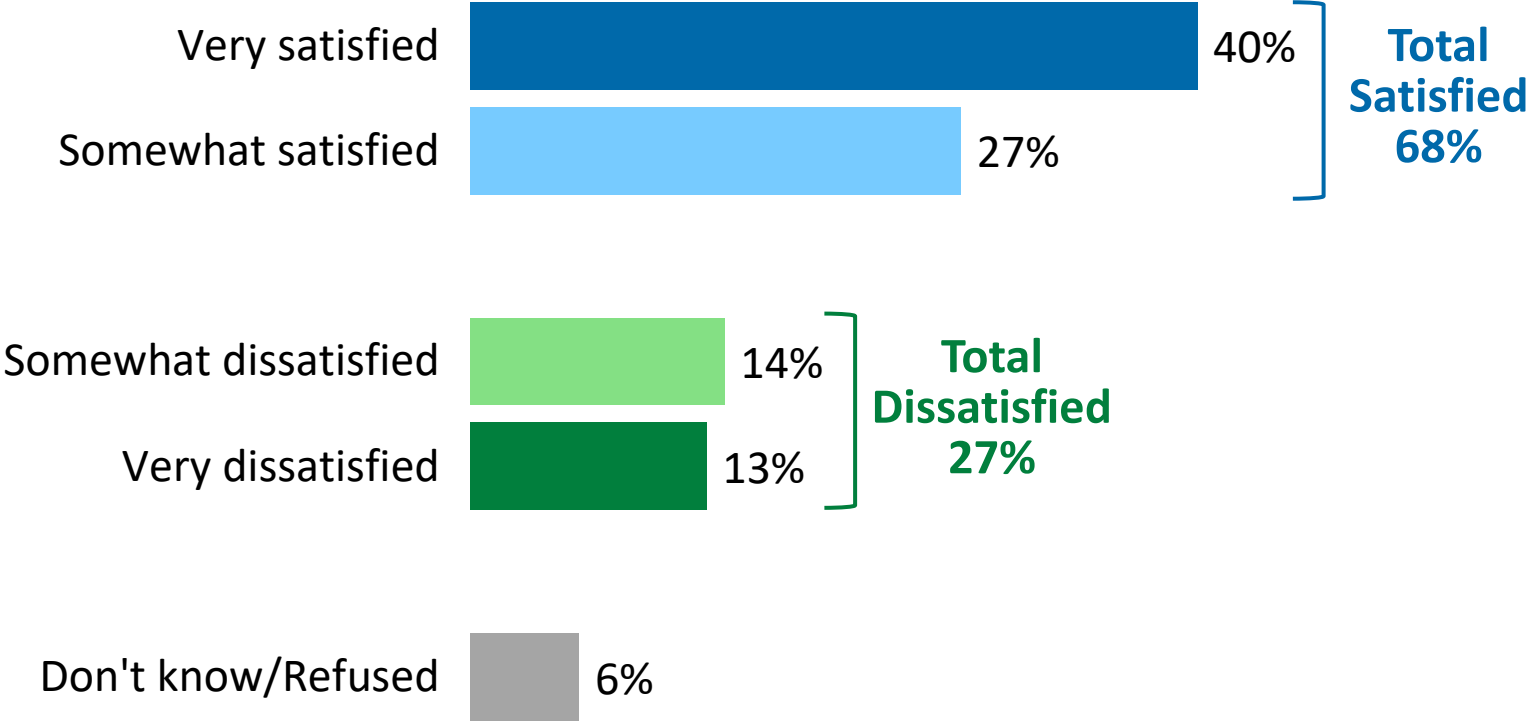
Keeping in mind that this survey is completely confidential, I'd like to know more about your experiences with public safety in Hayward. I am going to read a list of experiences people may have had. Please tell me whether you personally, or anyone close to you, has had that experience in Hayward.



Most of those who interacted with a police officer were satisfied with the experience.

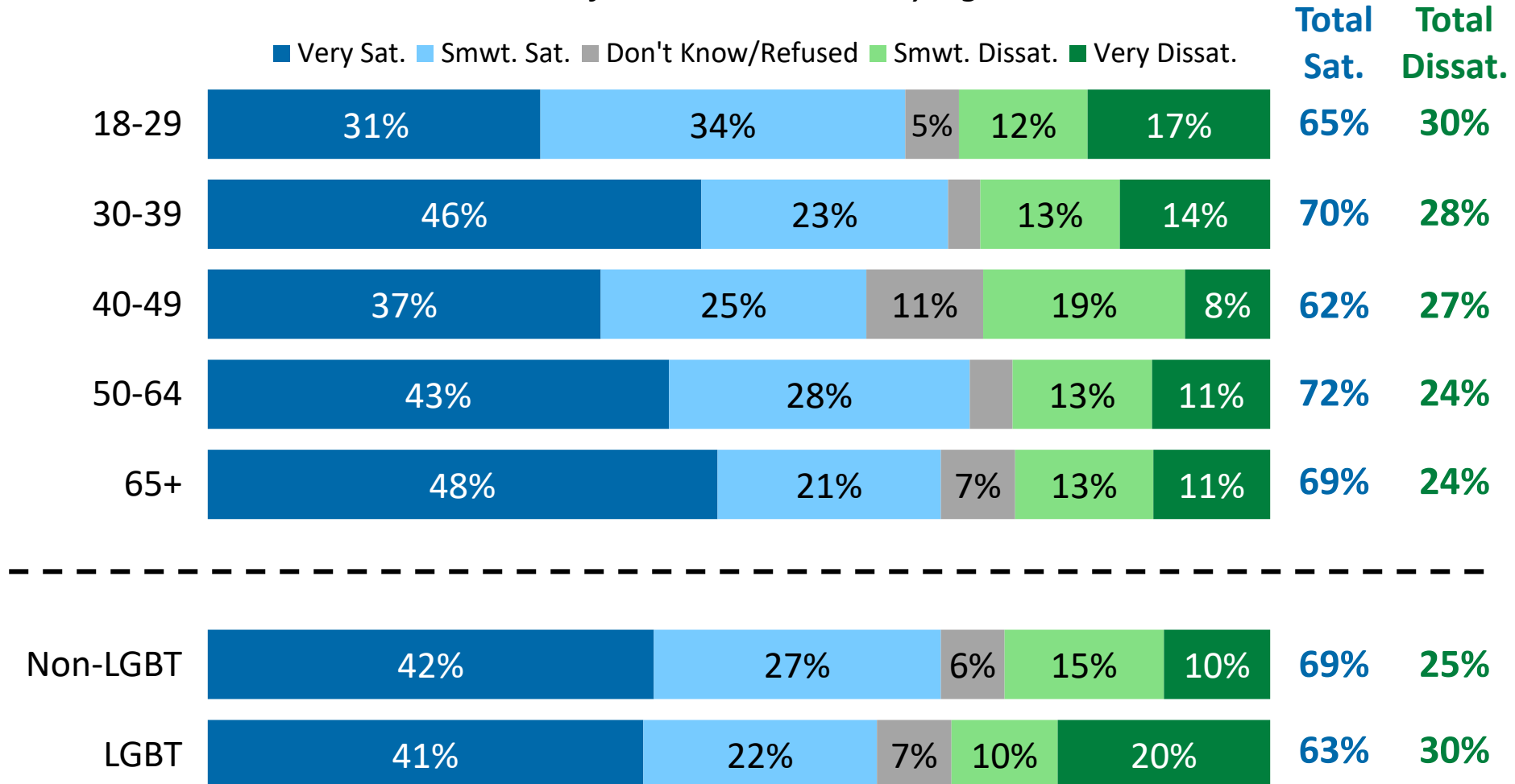
In general, were you or the person close to you satisfied or dissatisfied with the interaction with the Hayward Police officer?

(Asked of Those Who Have Had Direct/Indirect Interaction with HPD officer, N=659)



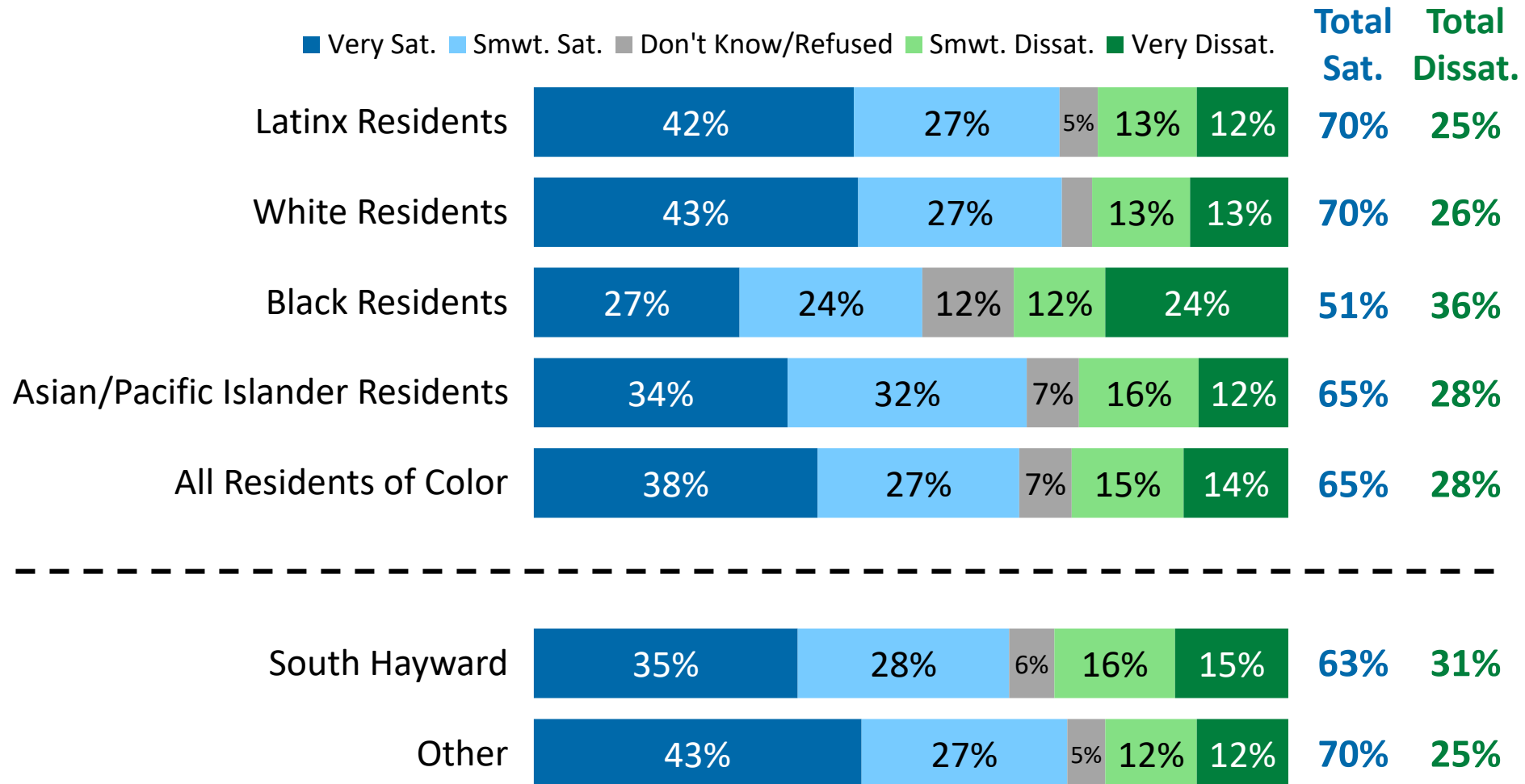
Older residents are the most strongly satisfied with their interactions with police.

Assessment of Police Interaction by Age & LGBT



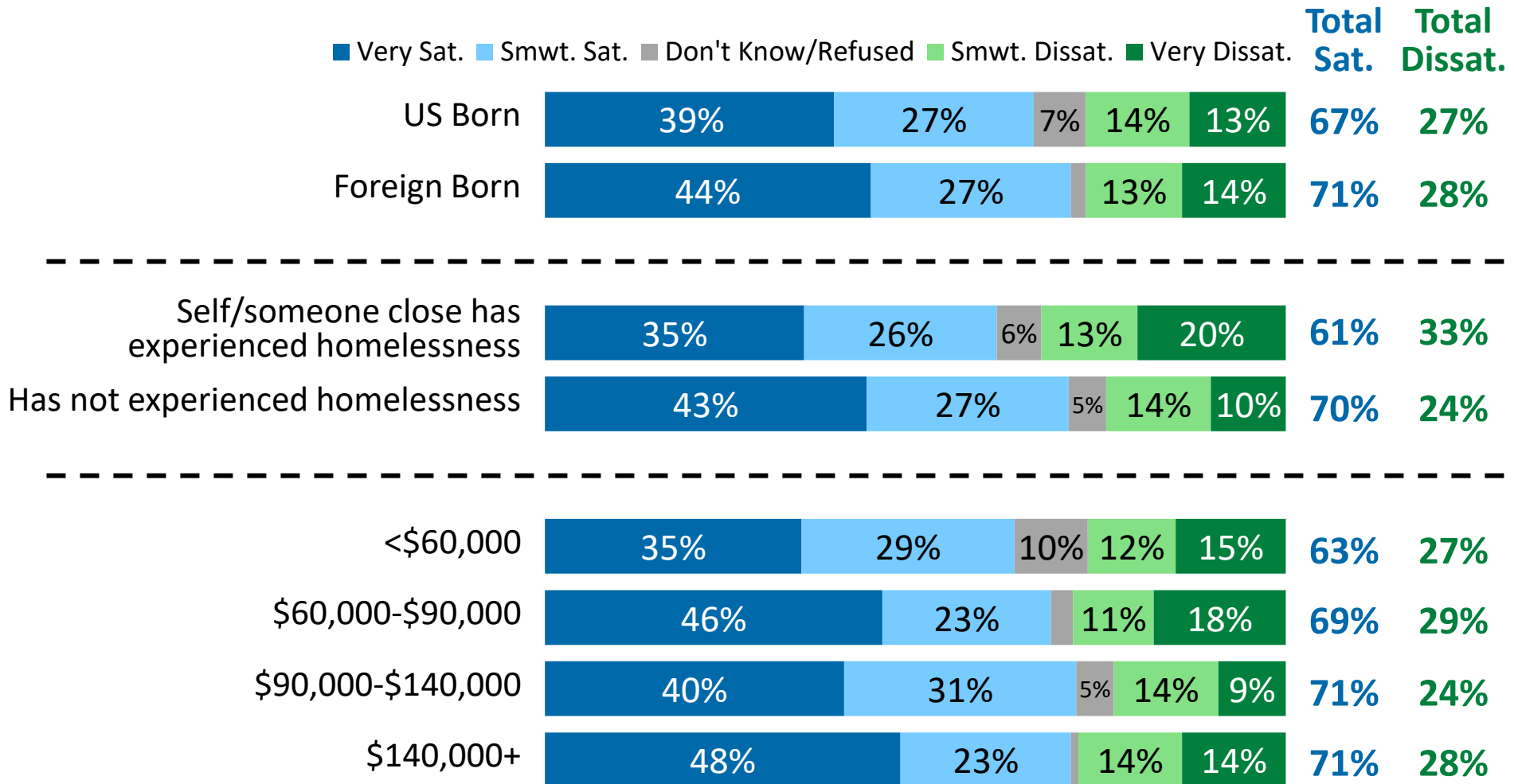
Black Hayward residents are least satisfied with their interactions with police.

Assessment of Police Interaction by Race/Ethnicity & Neighborhood



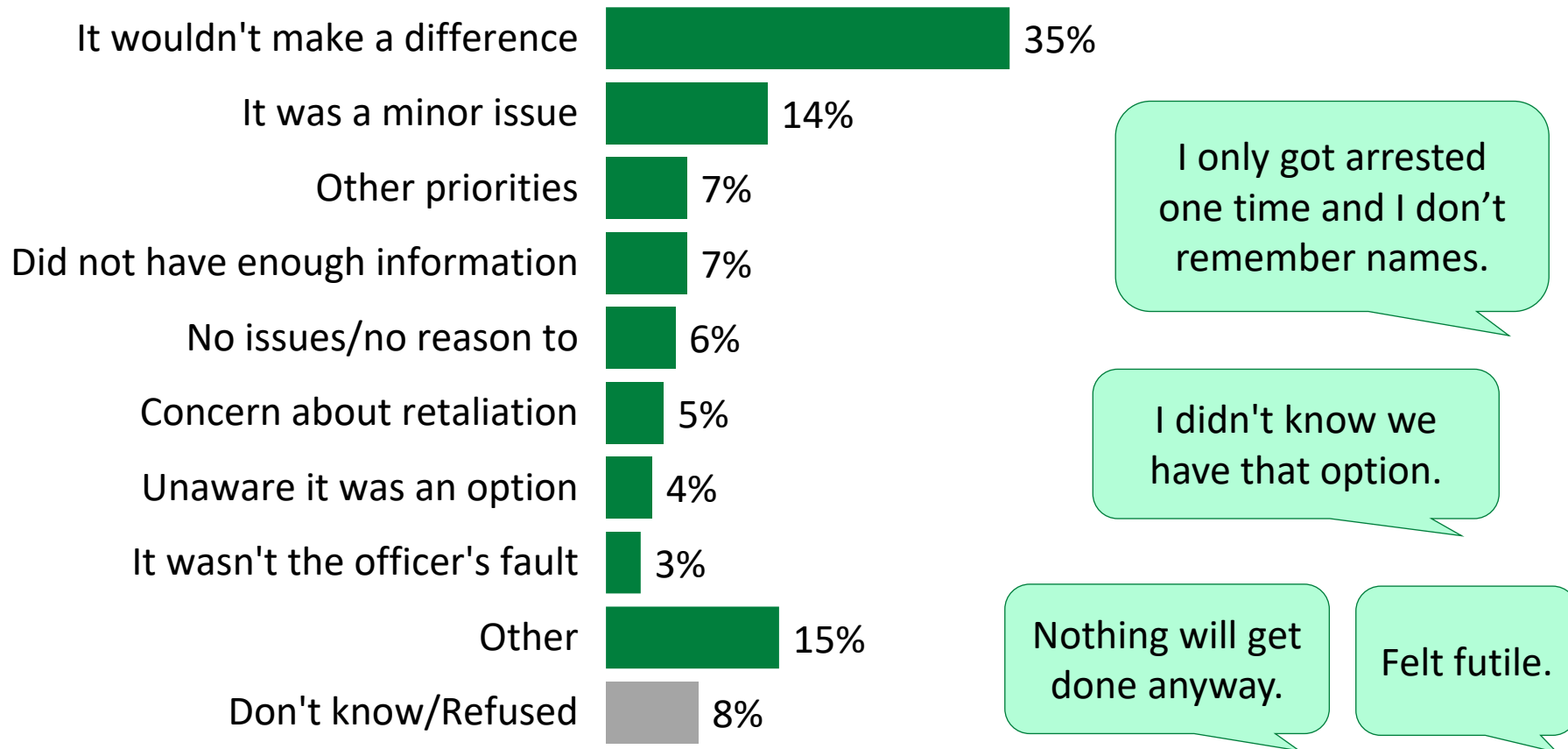
Those with experience with homelessness are less satisfied with police interactions.

Assessment of Police Interaction by Place of Birth, Homelessness & Household Income



The most common reason for not filing a complaint is a belief it would not make a difference.

*Earlier you said that you have not filed a complaint about a Hayward police officer. In a few words of your own, why did you choose not to file a complaint?
(Open-ended; Asked of Those who Were Dissatisfied and Did Not File a Report, N=125)*



Connections Between Housing Issues and Safety

Hayward, like other cities in the Bay Area, is suffering the consequences of housing affordability challenges. The survey data reveals some intersections between homelessness, community safety, and policing:

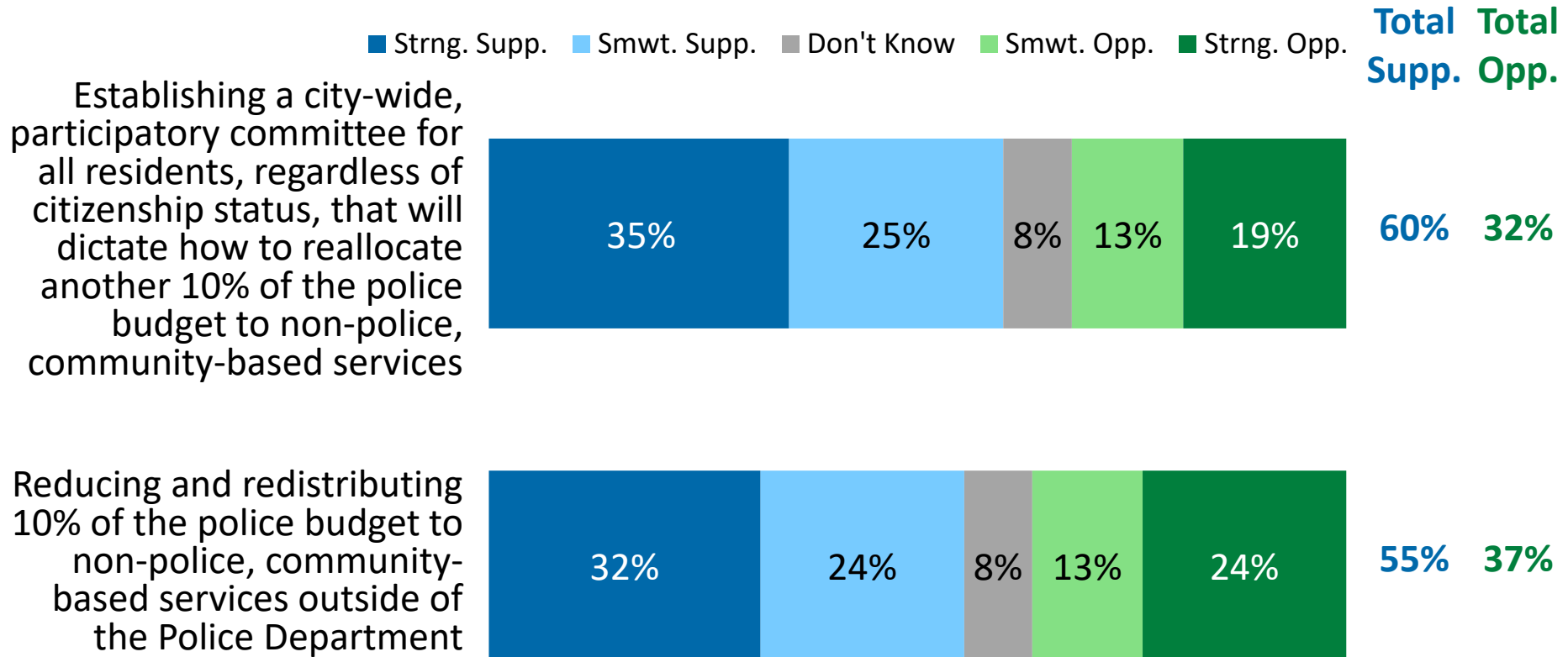
- Homelessness is ranked as the most important problem in the community (followed by crime). Housing affordability is ranked number four.
- Lifetime experience of homelessness at 9% is high, about twice the national average (of 4.7%).
- Personal and proximate experiences with homelessness affects attitudes towards the police, satisfaction with interactions, and attitudes towards defunding proposals.
- Residents are least satisfied with how the police respond to or treat homeless persons or persons with serious mental illness.



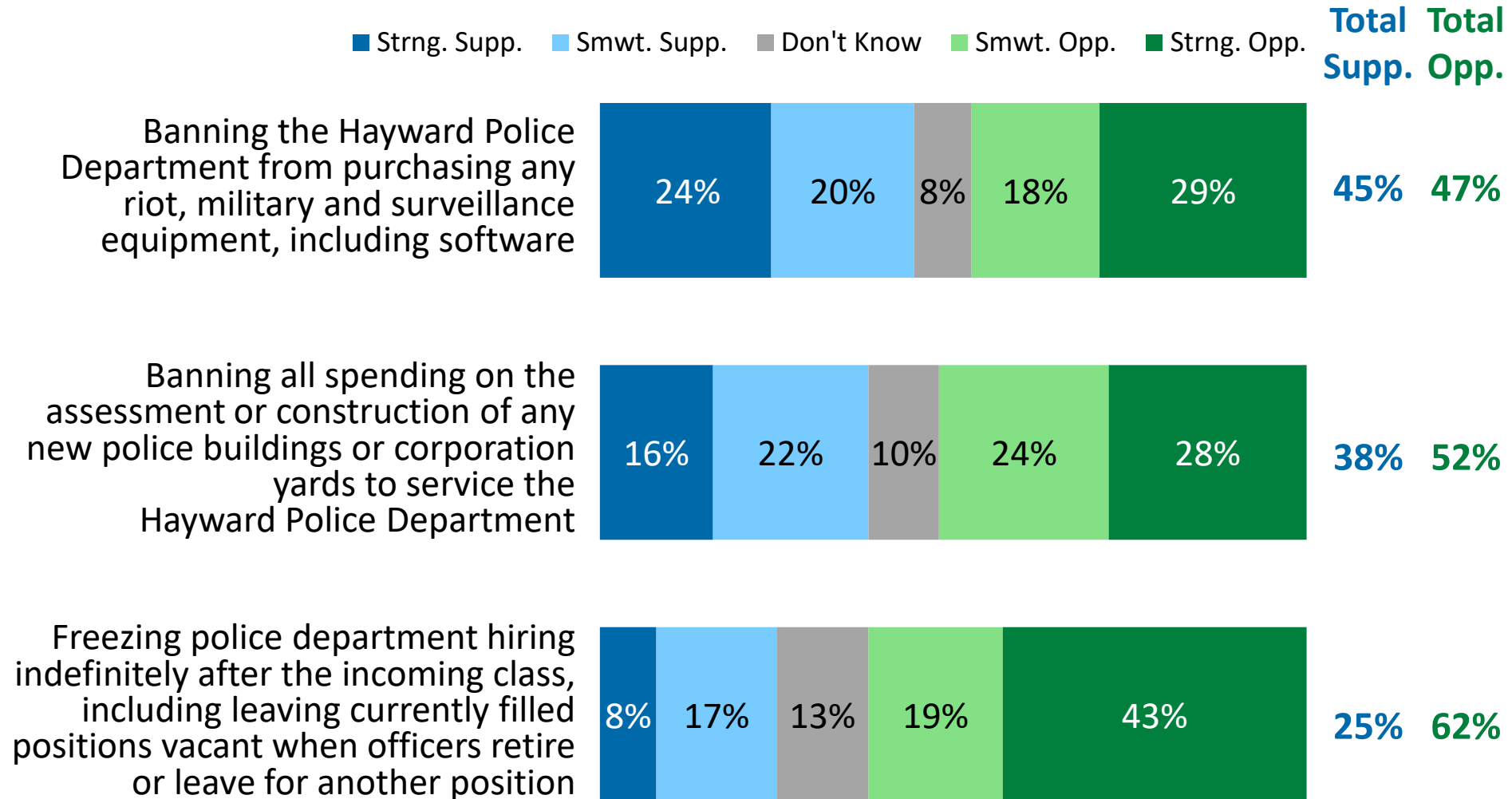
Potential Public Safety Reforms

Most residents support reallocating a portion of police funding and creating a participatory mechanism to direct how it is spent.

I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.



Majorities oppose a freeze on construction or hiring by police.



Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.

Support for the proposals is greater among women and younger residents.

(Total Support)

Reform	All Residents	Gender		Age				
		Men	Women	18-29	30-39	40-49	50-64	65+
Establishing a city-wide, participatory committee for all residents, regardless of citizenship status, that will dictate how to reallocate another 10% of the police budget to non-police, community-based services	60%	55%	65%	81%	67%	48%	55%	39%
Reducing and redistributing 10% of the police budget to non-police, community-based services outside of the police department	55%	48%	62%	82%	62%	40%	41%	39%
Banning the Hayward Police Department from purchasing any riot, military and surveillance equipment, including software	45%	43%	46%	65%	50%	35%	36%	27%
Banning all spending on the assessment or construction of any new police buildings or corporation yards to service the Hayward Police Department	38%	34%	43%	56%	40%	34%	30%	22%
Freezing police department hiring indefinitely after the incoming class, including leaving currently filled positions vacant when officers retire or leave for another position	25%	22%	28%	47%	24%	21%	14%	14%

Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.

LGBT residents offer much higher levels of support for each idea.

(Total Support)

Reform	All Residents	LGBT	
		Non-LGBT	LGBT
Establishing a city-wide, participatory committee for all residents, regardless of citizenship status, that will dictate how to reallocate another 10% of the police budget to non-police, community-based services	60%	59%	74%
Reducing and redistributing 10% of the police budget to non-police, community-based services outside of the police department	55%	54%	74%
Banning the Hayward Police Department from purchasing any riot, military and surveillance equipment, including software	45%	42%	63%
Banning all spending on the assessment or construction of any new police buildings or corporation yards to service the Hayward Police Department	38%	35%	52%
Freezing police department hiring indefinitely after the incoming class, including leaving currently filled positions vacant when officers retire or leave for another position	25%	22%	35%

Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.

Residents of color are notably more supportive than are white residents.

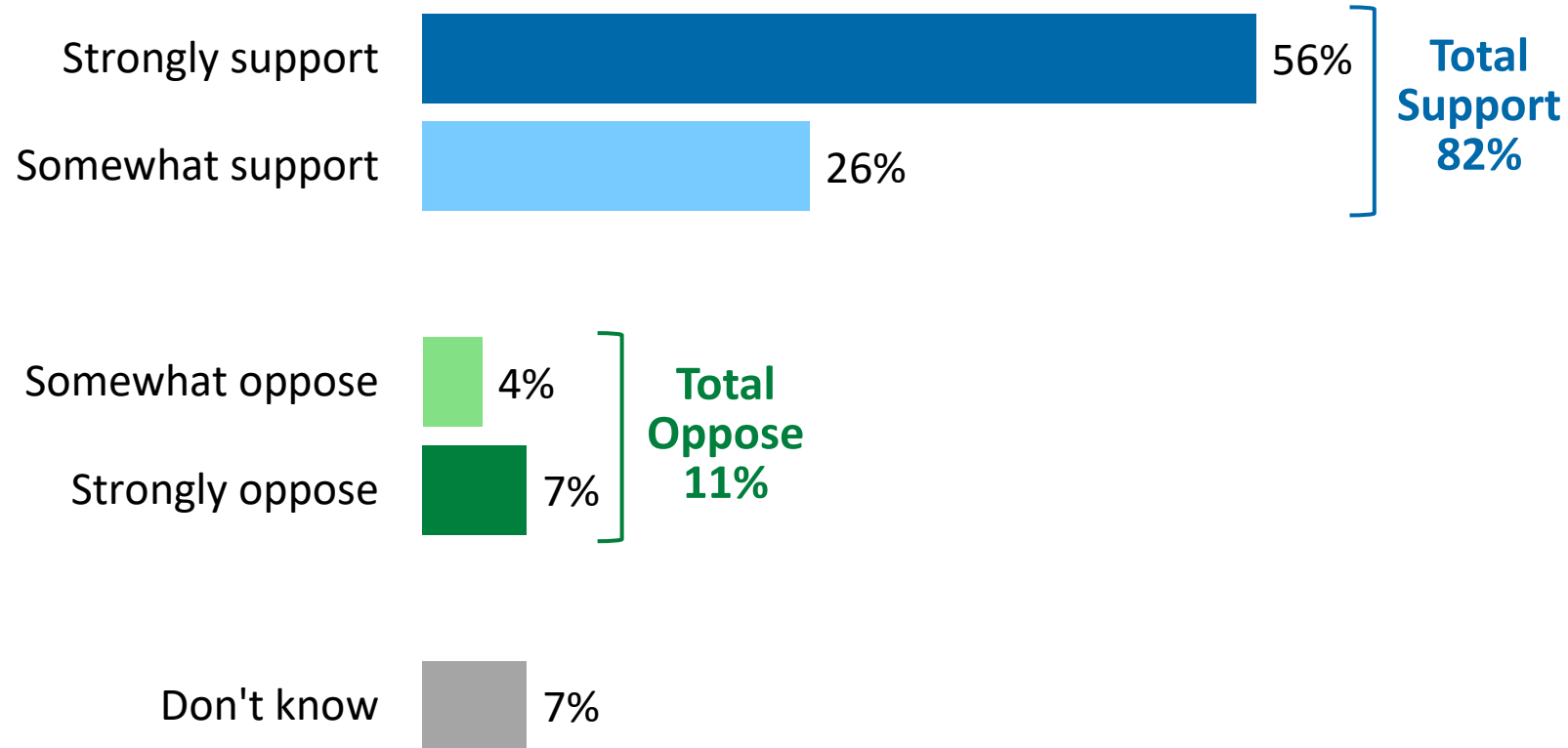
(Total Support)

Reform	All Residents	Race/Ethnicity				
		White Residents	Latinx Residents	Black Residents	Asian/Pacific Islanders Residents	All Residents of Color
Establishing a city-wide, participatory committee for all residents, regardless of citizenship status, that will dictate how to reallocate another 10% of the police budget to non-police, community-based services	60%	50%	67%	72%	62%	65%
Reducing and redistributing 10% of the police budget to non-police, community-based services outside of the police department	55%	50%	62%	73%	50%	59%
Banning the Hayward Police Department from purchasing any riot, military and surveillance equipment, including software	45%	41%	48%	53%	45%	47%
Banning all spending on the assessment or construction of any new police buildings or corporation yards to service the Hayward Police Department	38%	29%	42%	46%	43%	42%
Freezing police department hiring indefinitely after the incoming class, including leaving currently filled positions vacant when officers retire or leave for another position	25%	16%	31%	28%	34%	31%

Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.

There is overwhelming support for making 311 an urgency hotline.

Some people have proposed that the City explore whether 311 can be used as an urgency hotline to address public safety issues that are unrelated to law enforcement. This would include things like non-violent crisis intervention, mental health first response, traffic safety issues, and trauma-informed intervention for domestic violence victims. Would you support or oppose such a proposal?

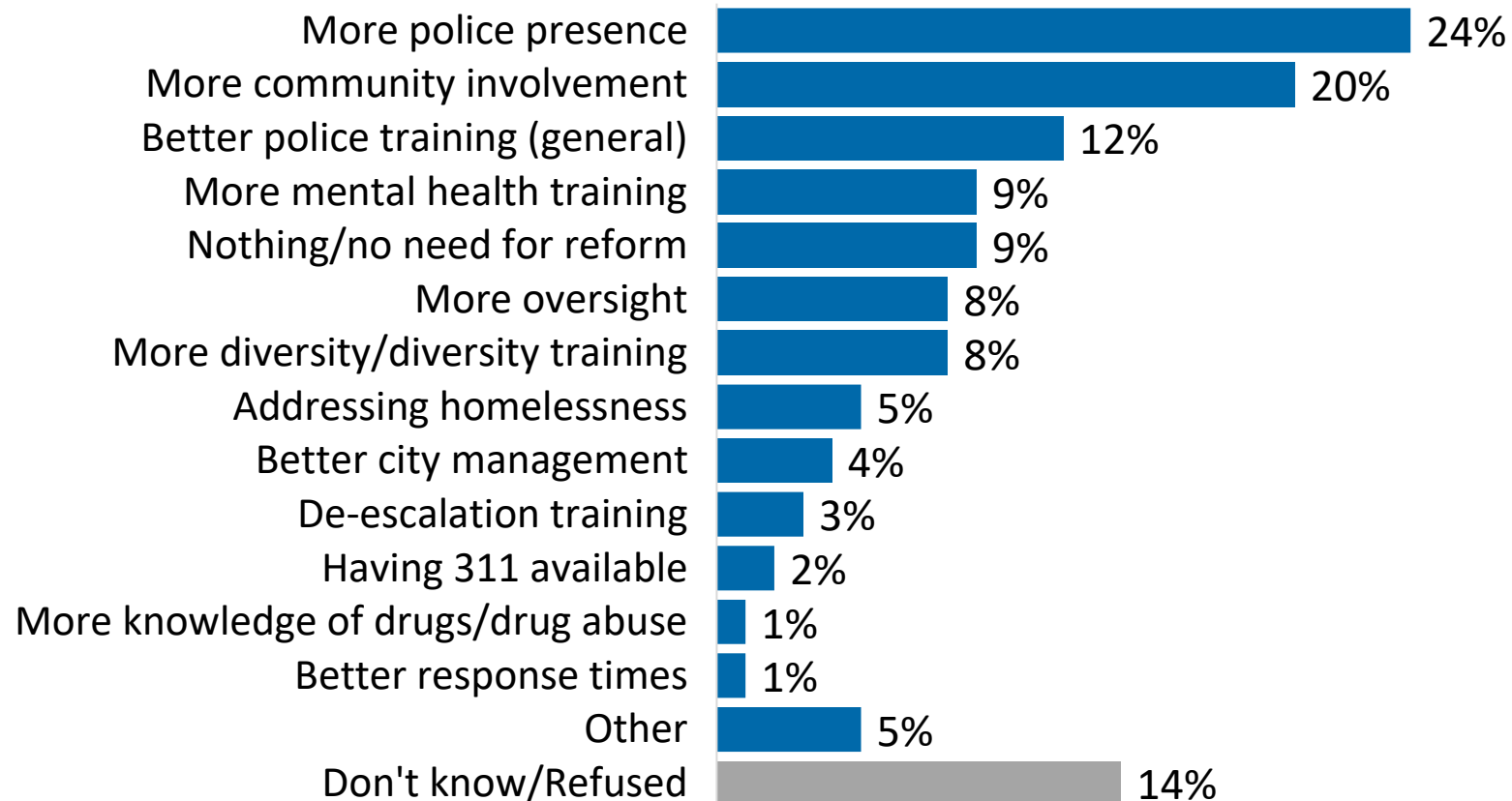




Conclusions

As concluding thoughts, residents call for more police presence, community involvement, and better training.

*In a few words of your own, what are the factors that the City of Hayward should consider as it looks to improve community safety and potentially reform policing?
(Open-ended)*



Verbatim Responses From Residents

Abolish police.
Police in NYC did a work stop in 2014-15 and crime rates dropped.

Be kind. Be aware. Be nice. But also take into account homelessness or other issues around crimes...that need to be resolved.

Hiring more police officers will most certainly reduce crimes. Creating other resources is just a test and there is no for sure bet it will work.

Consider creating a "homeless department" separate from police.

Do not defund the police department. If anything Hayward needs more police. I do not feel safe in Hayward which is the city I was born and raised in.

Fire all racist cops and any with sympathies for alt-right Facebook groups. Do not employ police that do not live in the community.

Hiring staff to assist with mental health issues. Mental health issues can be handled with social workers.

Doing some cultural training and non-bias work.

Just having good honest police on our force.

Keep the police. We need more.

Conclusions

1. Residents continue to feel satisfied with the overall quality of life in Hayward.
2. However, fewer than half believe that they have “some” opportunity to voice their concerns on major community issues.
3. Majorities feel safe in most circumstances during their day-to-day lives in Hayward.
4. Three in five think that the police have a positive relationship with the community (59%), but only one in four feel that way “strongly” (26%).
5. Most residents have interacted with a Hayward police officer, and of that number more than two-thirds were satisfied with their experience.
6. Residents express satisfaction with most elements of police service, but a significant subgroup is concerned about addressing property crime.
7. However, Black residents have higher levels of dissatisfaction with public safety services and higher support for reform.
8. Most residents support reallocating a portion of police funding to other community services and giving the community a voice in how it is spent.
9. Residents are split on prohibiting the purchase of riot, military or surveillance equipment. Most oppose freezes on police hiring or facility construction.
10. Residents overwhelmingly back using 311 as an urgency hotline.

For more information, contact:



OPINION
RESEARCH
& STRATEGY

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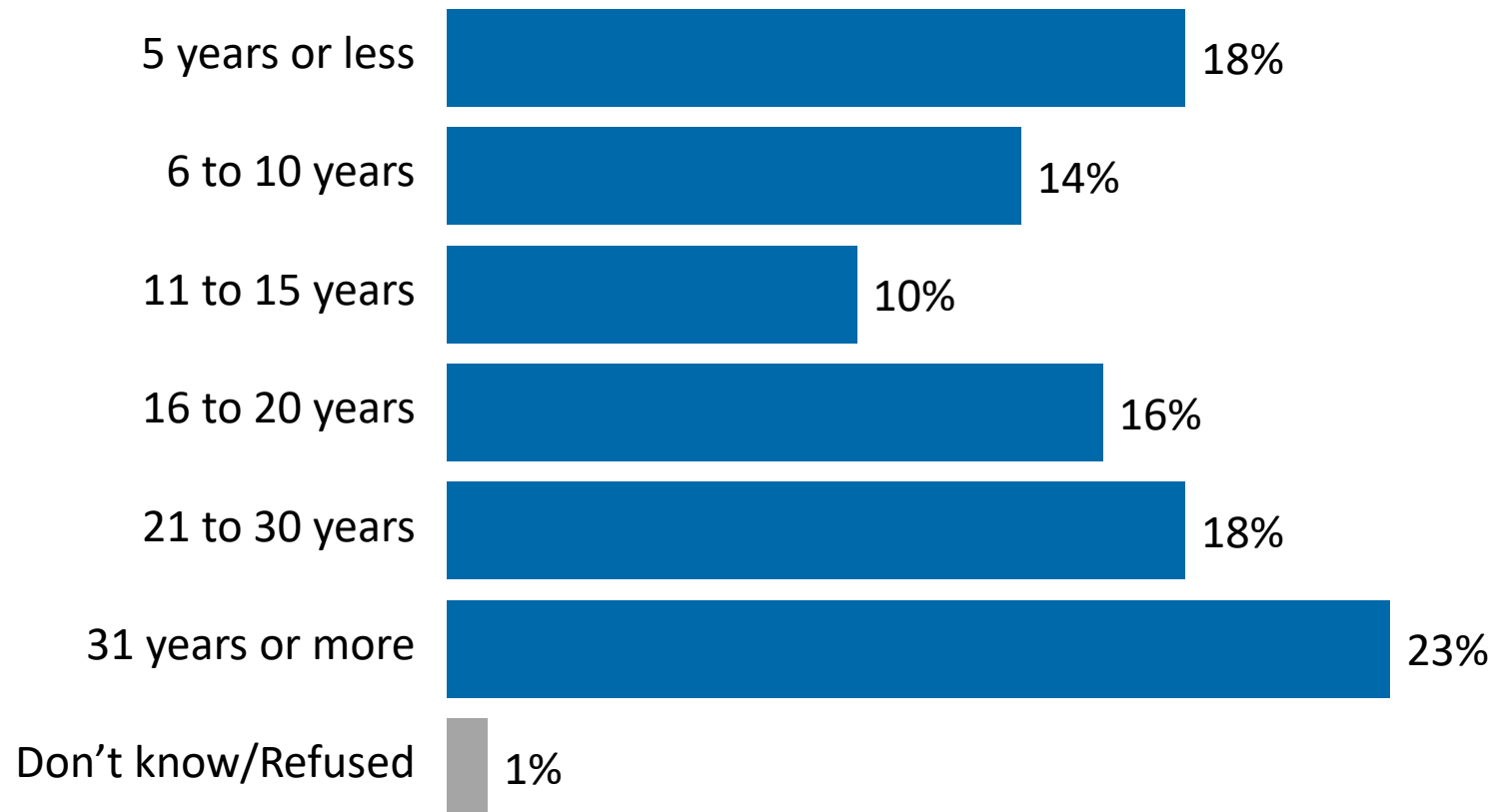


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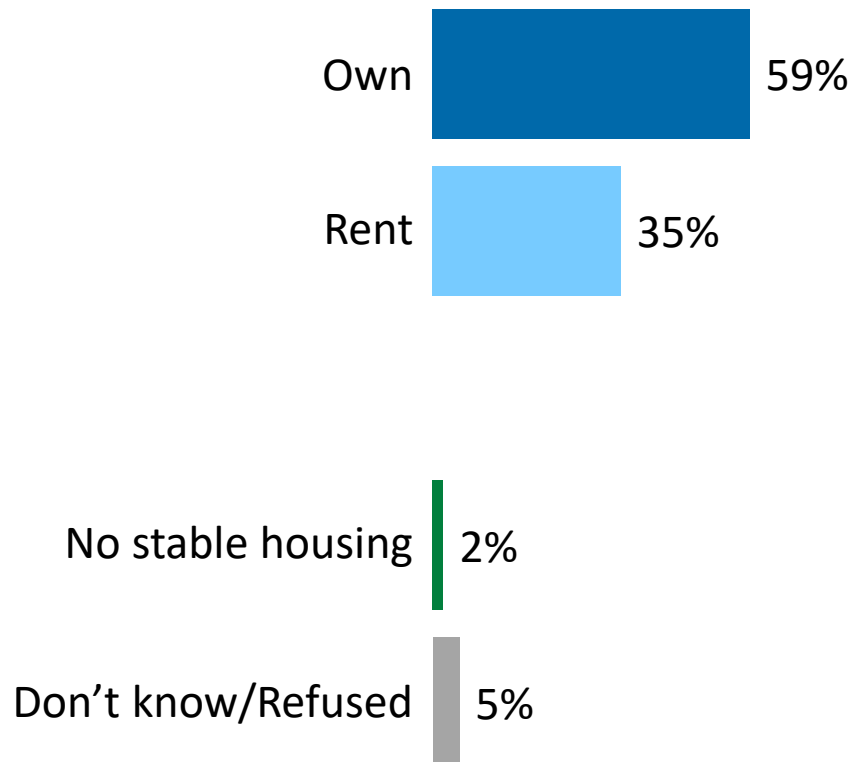
Almost one in five have moved to Hayward in the last five years; nearly one-quarter have lived here for over three decades.

How long have you lived in Hayward?

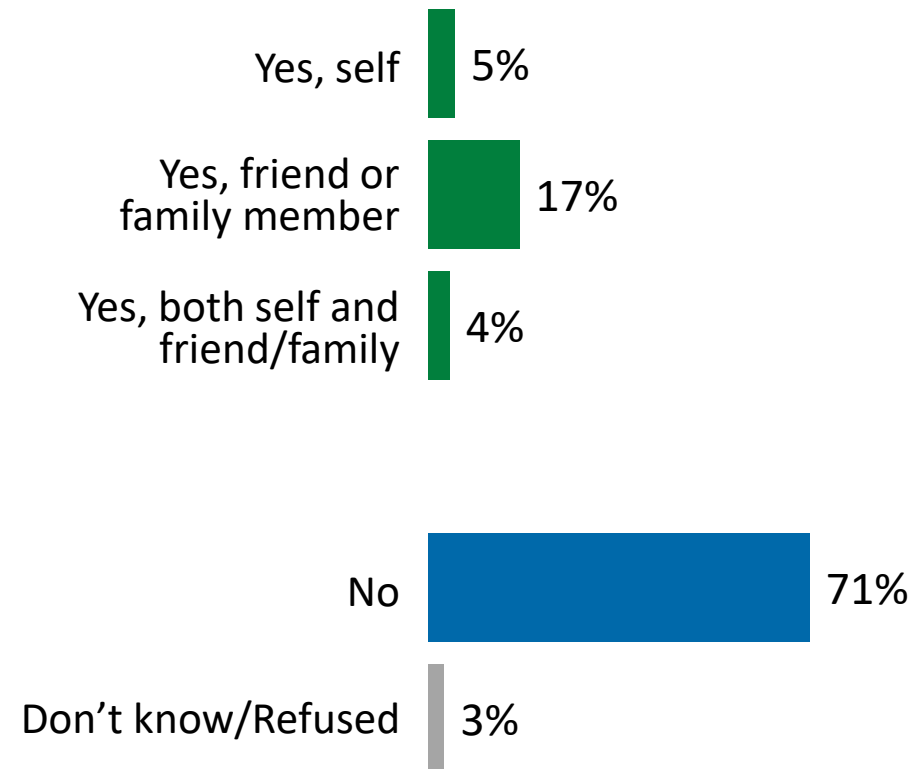


One in ten Hayward residents has experienced a period of homelessness.

Do you own your residence, rent your residence, or do you not have stable housing?

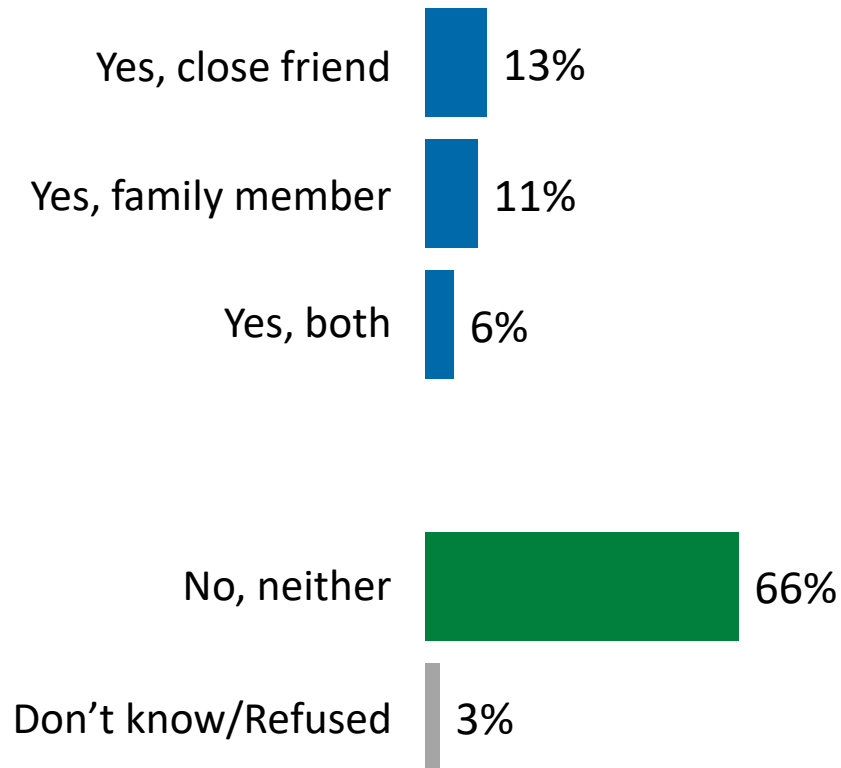


Have you or a close friend or family member ever experienced a period of homelessness?

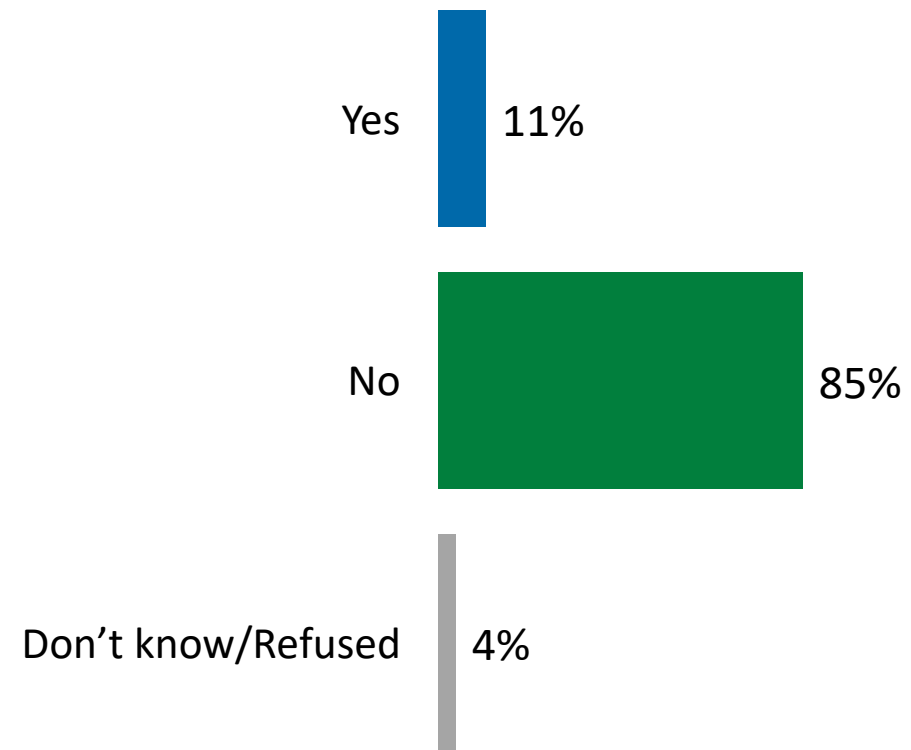


One-third are close to someone who works in law enforcement; over one in ten have participated in a protest over police practices.

Do you have a close friend or family member who works in law enforcement?

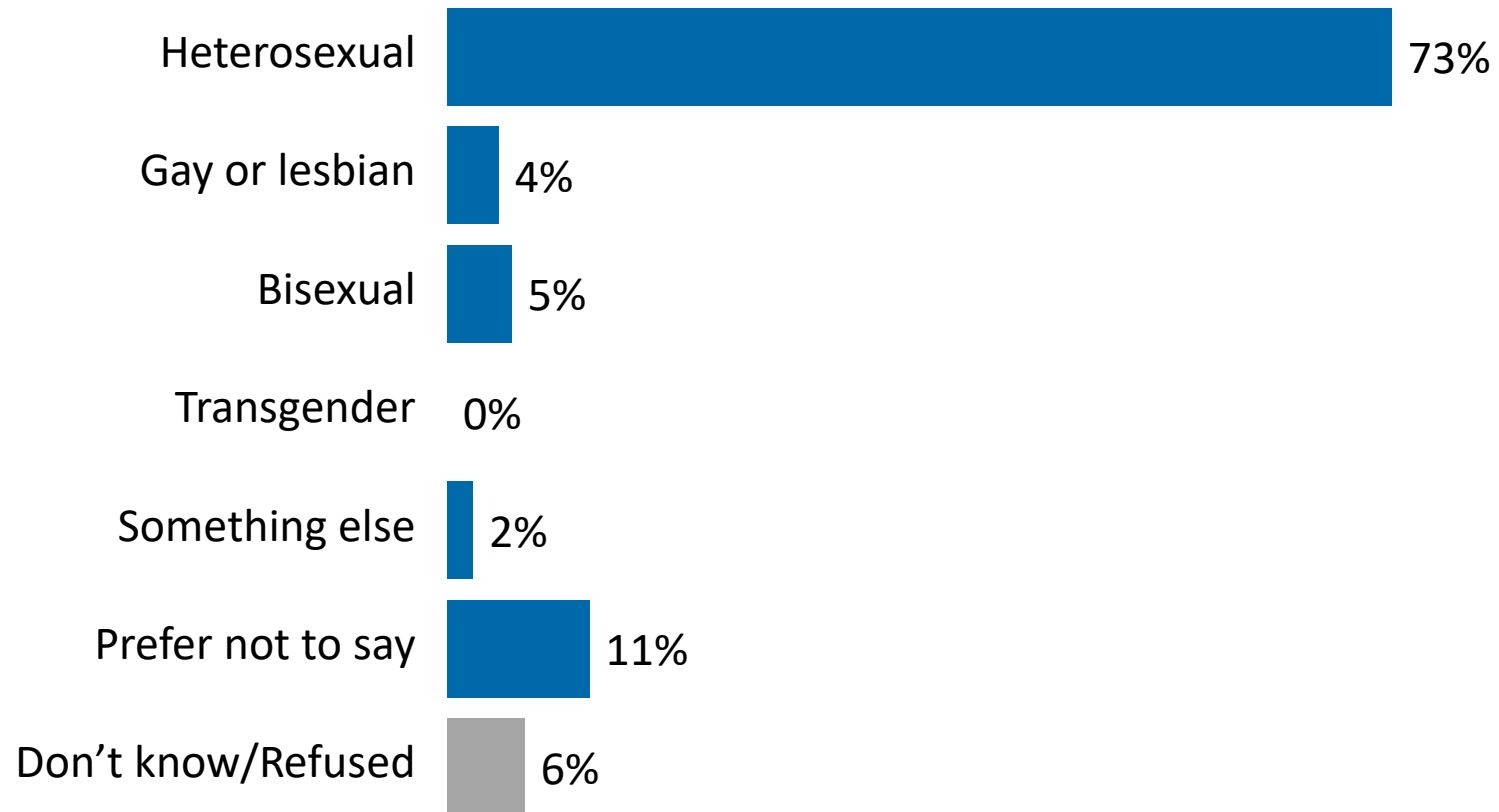


So far this year, have you attended a rally, march, or protest in response to officer-involved shootings or police reform?



About one in ten identify as members of the LGBT community.

Do you consider yourself:

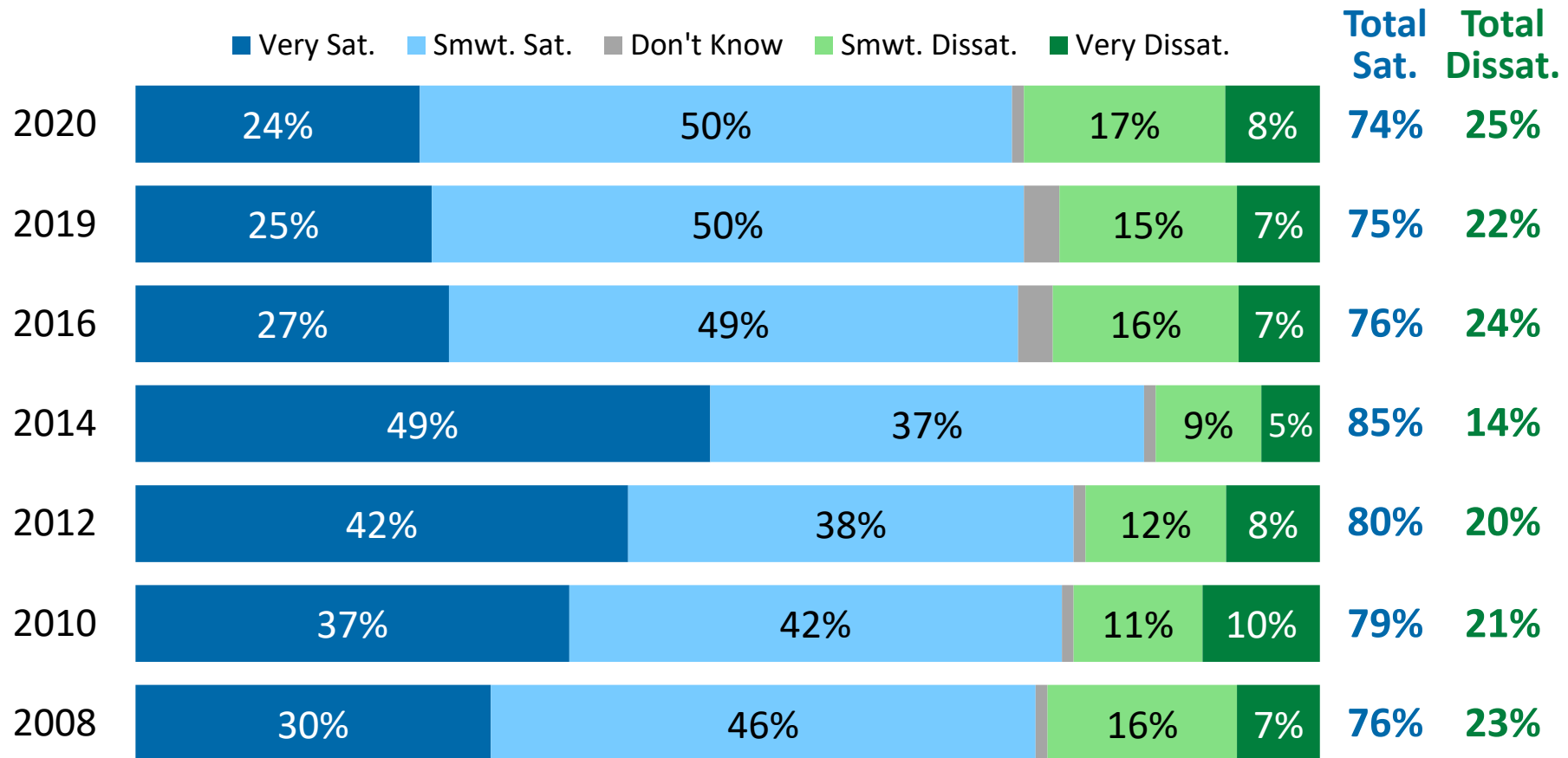




Life in Hayward

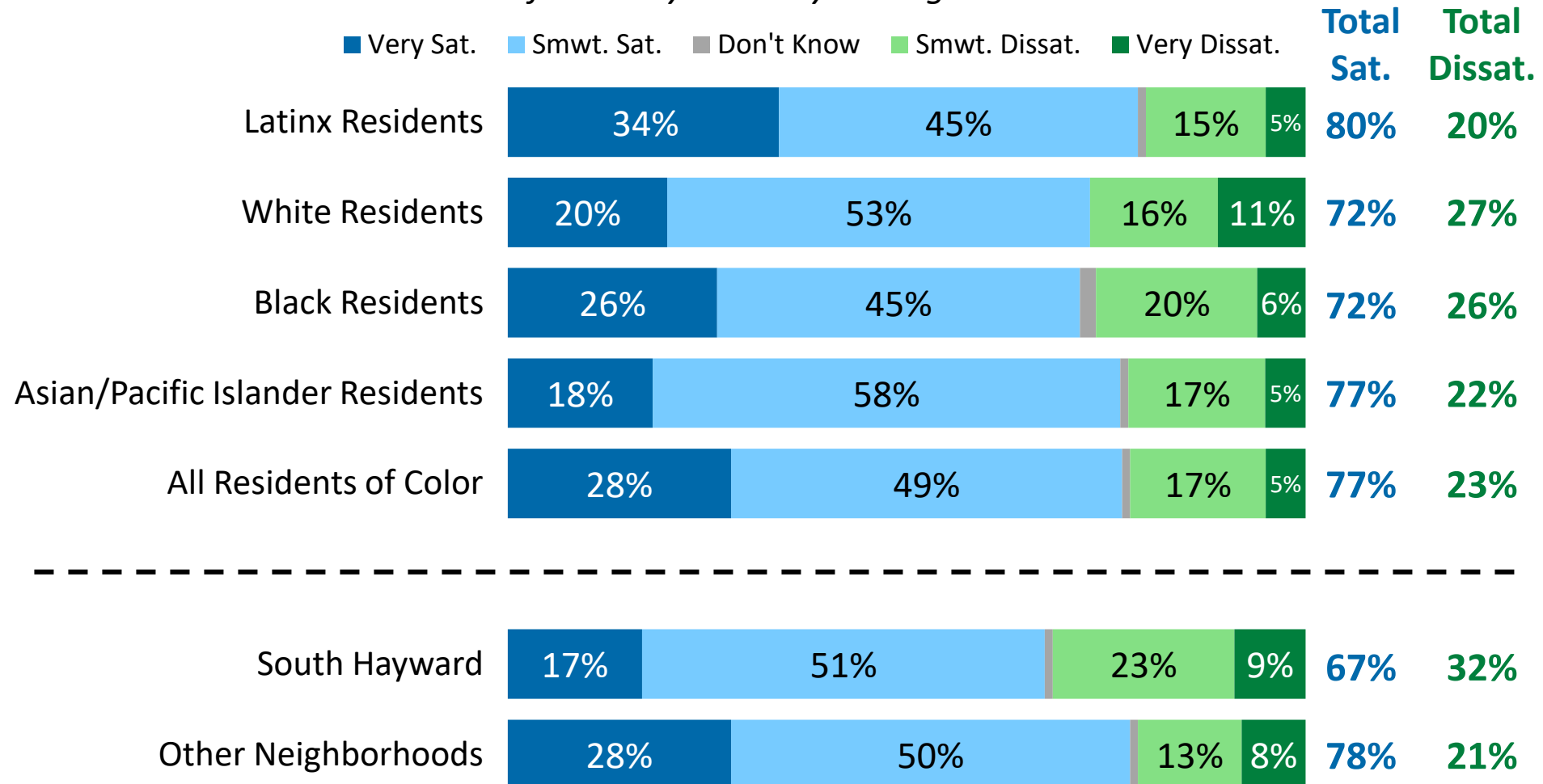
As in recent years, three-quarters of residents are satisfied with the quality of life, but few feel strongly.

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?

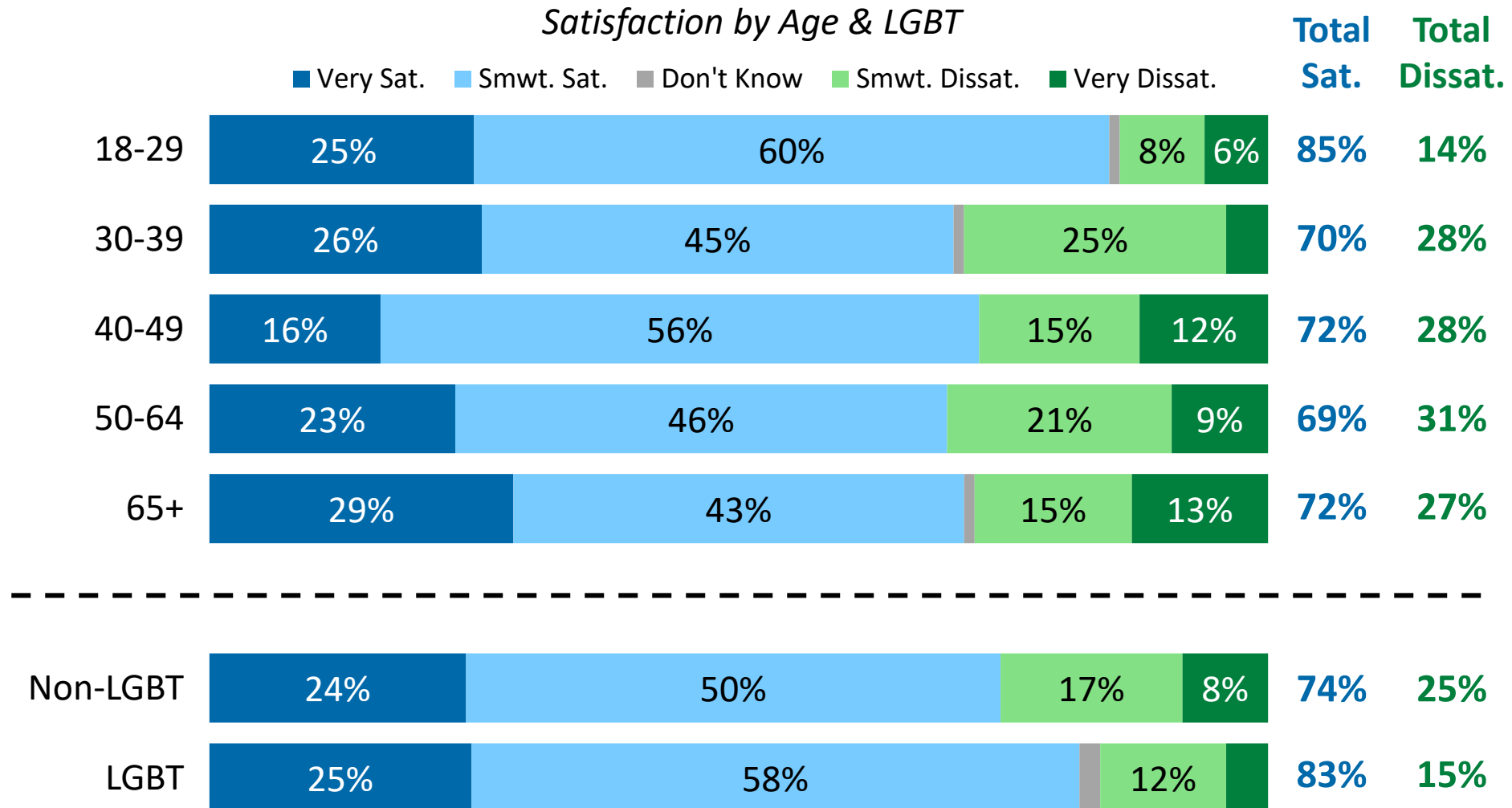


Levels of satisfaction are somewhat lower in South Hayward than elsewhere.

Satisfaction by Ethnicity & Neighborhood

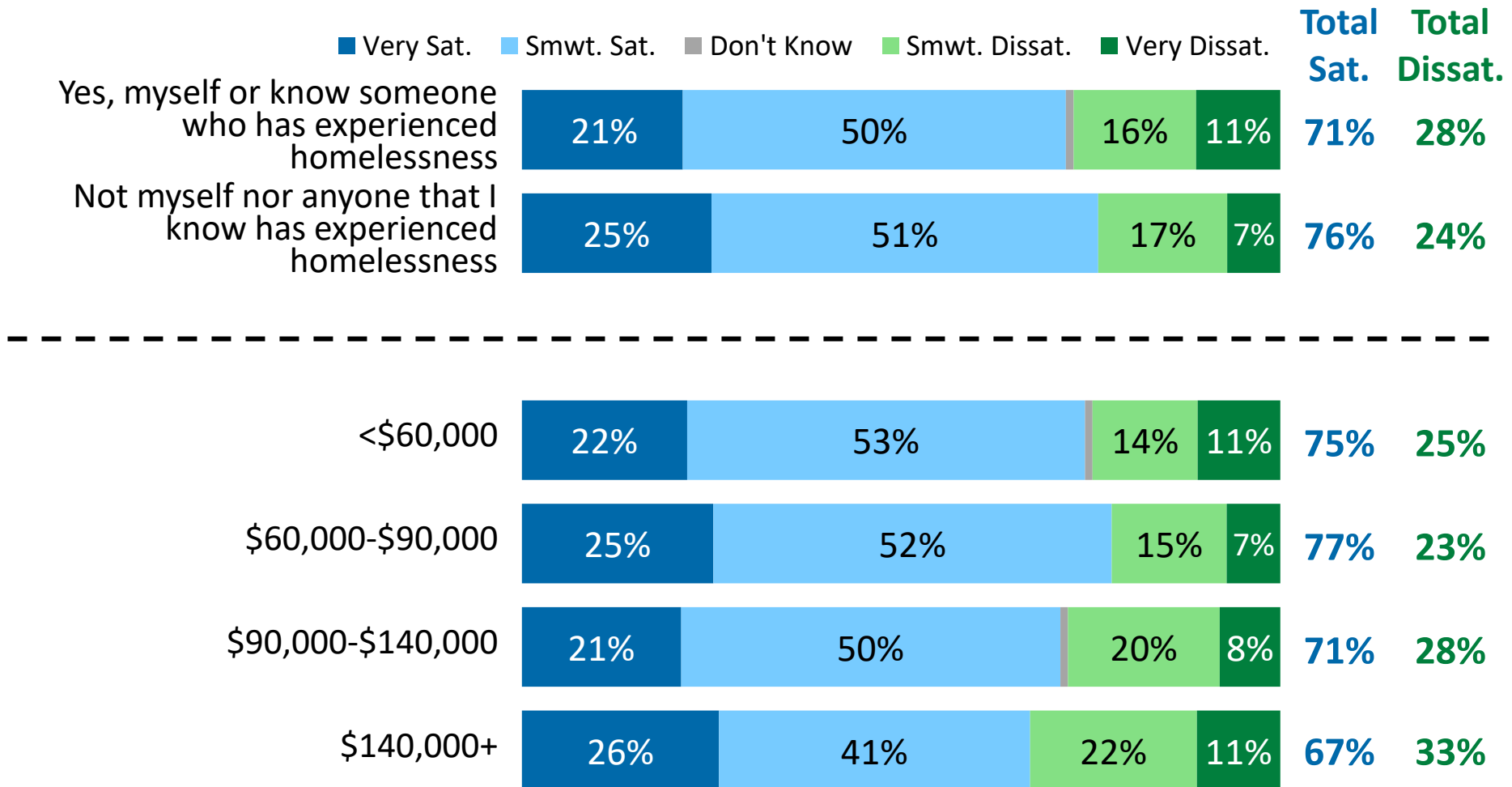


The oldest residents are the most intensely satisfied with the quality of life.



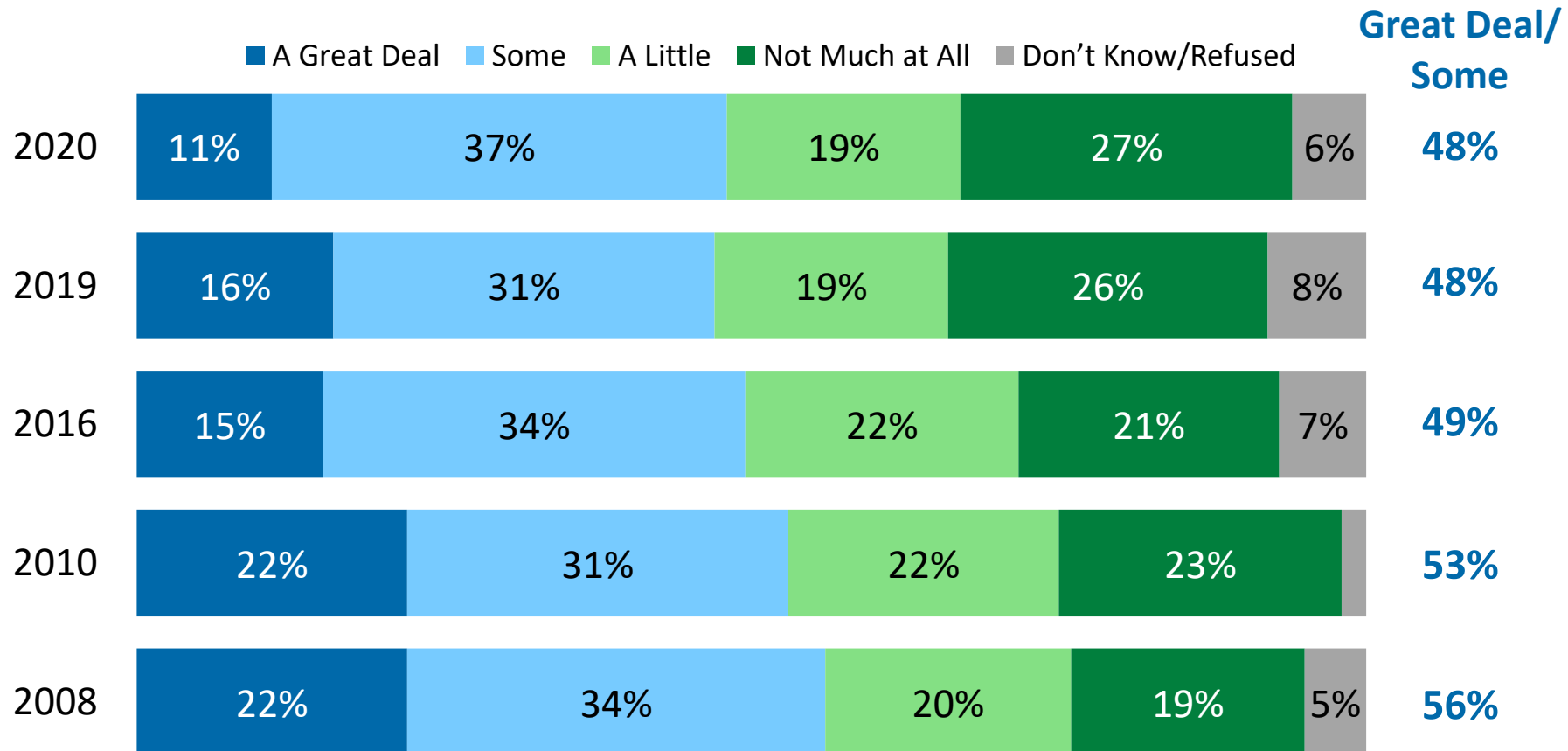
Satisfaction levels are fairly consistent across income levels.

Satisfaction by Homelessness & Household Income



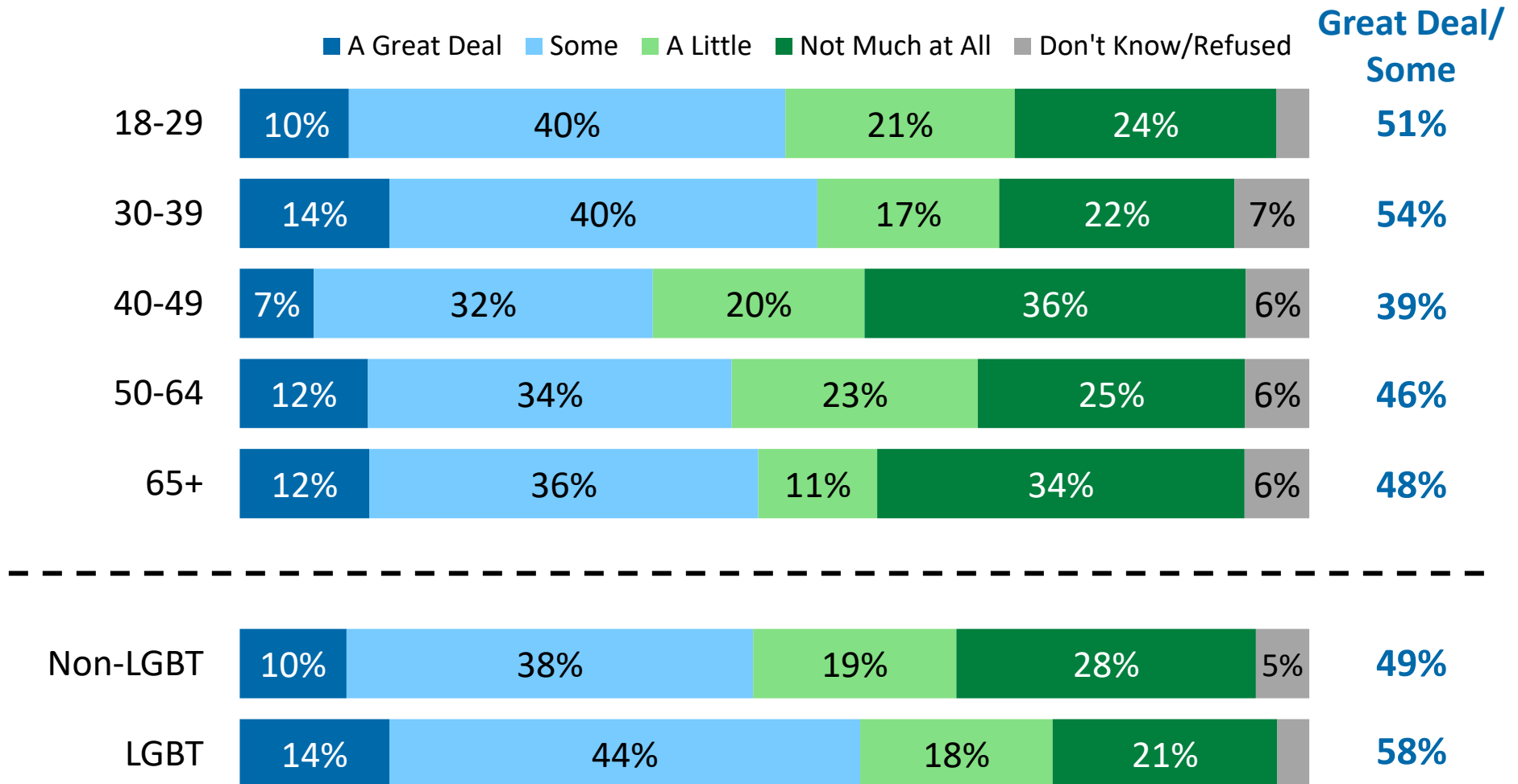
Just under half of residents say they have “some” opportunity to voice their concerns on major issues; the number has declined over time.

Overall, as a resident of the City of Hayward, how much of an opportunity do you feel that you have to voice your concerns on major community issues that affect your life?



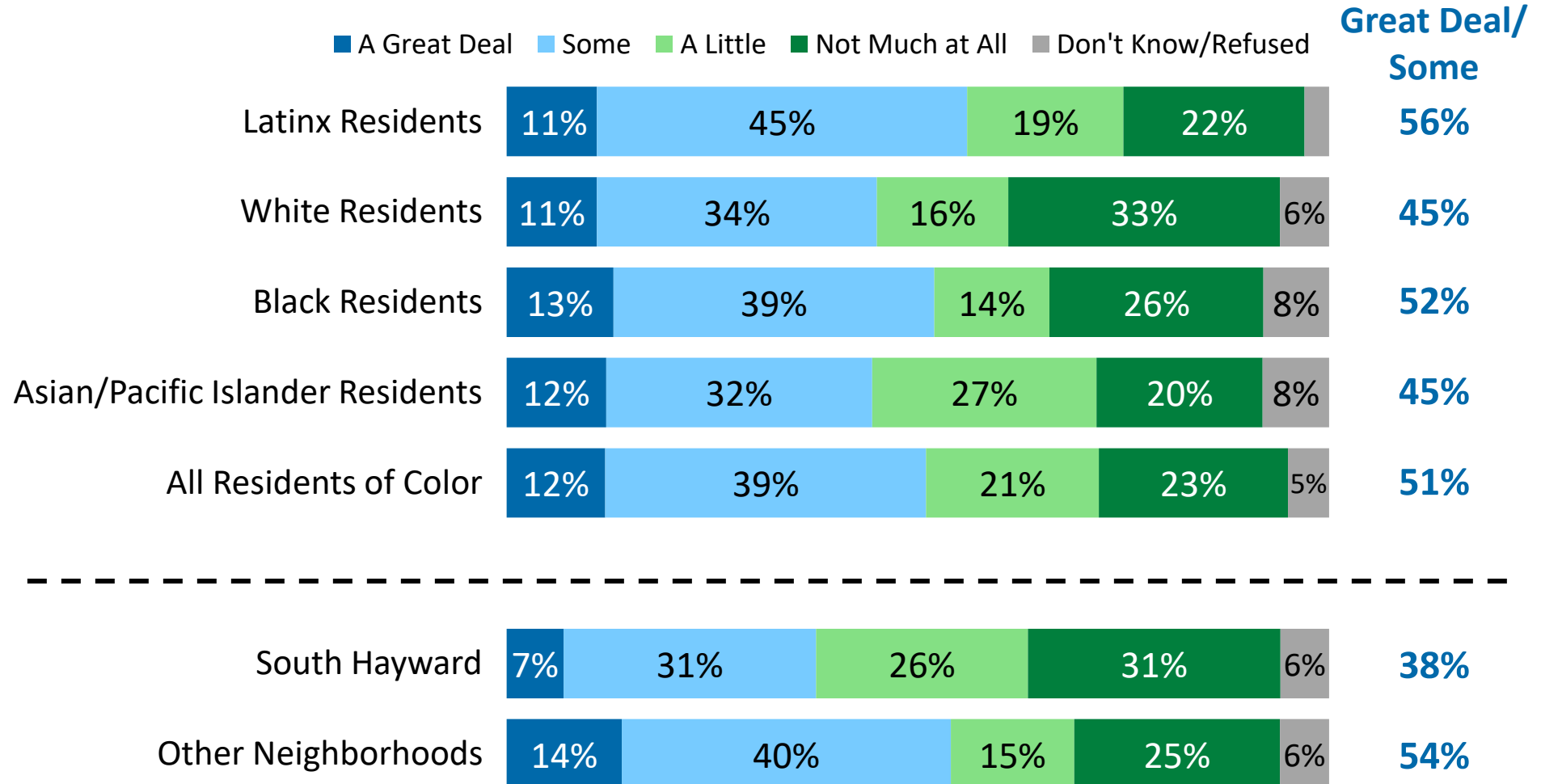
Younger residents are more likely to feel they have a voice on local issues.

Opportunity to Voice Concerns by Age & LGBT



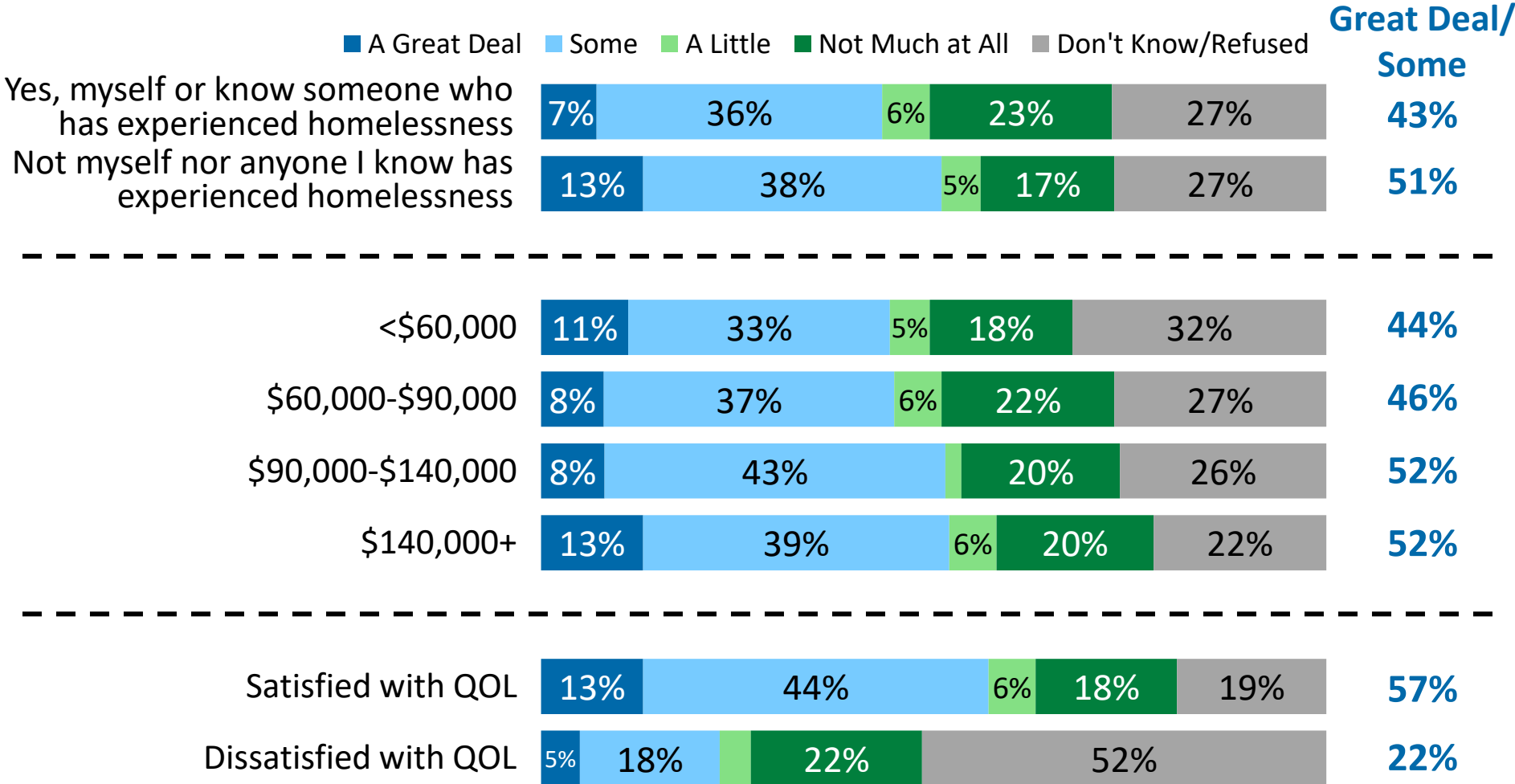
Residents of South Hayward are notably less likely to say that they have a voice.

Opportunity to Voice Concerns by Race/Ethnicity & Neighborhood



More affluent residents are more confident in their ability to voice concerns.

Opportunity to Voice Concerns by Homelessness, Household Income & Satisfaction with QOL



There are modest variations in feelings of safety by gender and age.

(Total Safe)

Circumstance	All Residents	Gender		Age				
		Men	Women	18-29	30-39	40-49	50-64	65+
Walking in your neighborhood	68%	73%	63%	75%	57%	66%	66%	73%
Driving on Hayward streets	67%	65%	70%	74%	77%	57%	62%	63%
Interacting with Hayward Police	63%	66%	61%	49%	57%	64%	72%	78%
Walking or playing in the park closest to your residence	60%	67%	54%	68%	56%	57%	58%	59%
In general	59%	61%	57%	60%	52%	54%	62%	65%
Bicycling	40%	44%	38%	50%	36%	42%	40%	30%

There are few meaningful differences in feelings of safety by income level.

(Total Safe)

Circumstance	All Residents	Household Income			
		<\$60,000	\$60,000-\$90,000	\$90,000-\$140,000	\$140,000+
Walking in your neighborhood	68%	66%	72%	65%	64%
Driving on Hayward streets	67%	69%	69%	65%	67%
Interacting with Hayward Police	63%	60%	68%	63%	65%
Walking or playing in the park closest to your residence	60%	53%	63%	57%	62%
In general	59%	59%	66%	53%	55%
Bicycling	40%	50%	40%	35%	38%

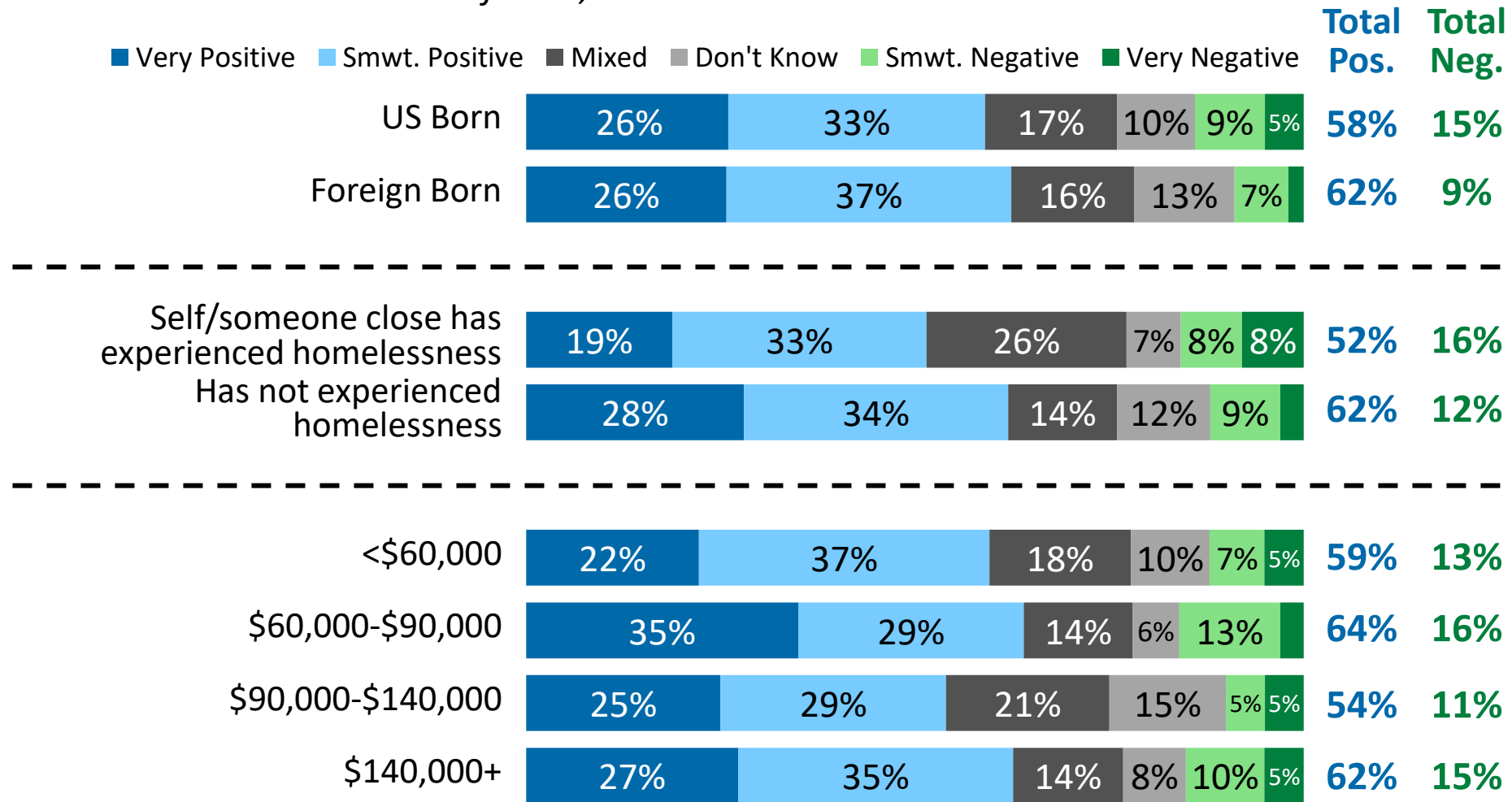
Safety in general and driving on City streets has declined slightly.

(Total Safe)

Circumstance	2019	2020	Difference 2019-2020
Bicycling	42%	40%	-2%
Walking in your neighborhood	71%	68%	-3%
In general	64%	59%	-5%
Driving on Hayward streets	73%	67%	-6%

Those who have a connection to people experiencing homelessness see a less positive relationship.

Relationship Between Hayward Police & Residents by Place of Birth, Homelessness & Household Income



Those who have some experience with homeless are more supportive.

(Total Support)

Reform	All Residents	Experience with Homelessness	
		Self/someone close has experienced homelessness	Have not experienced homelessness
Establishing a city-wide, participatory committee for all residents, regardless of citizenship status, that will dictate how to reallocate another 10% of the police budget to non-police, community-based services	60%	67%	58%
Reducing and redistributing 10% of the police budget to non-police, community-based services outside of the police department	55%	63%	52%
Banning the Hayward Police Department from purchasing any riot, military and surveillance equipment, including software	45%	53%	42%
Banning all spending on the assessment or construction of any new police buildings or corporation yards to service the Hayward Police Department	38%	45%	36%
Freezing police department hiring indefinitely after the incoming class, including leaving currently filled positions vacant when officers retire or leave for another position	25%	31%	23%

Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.

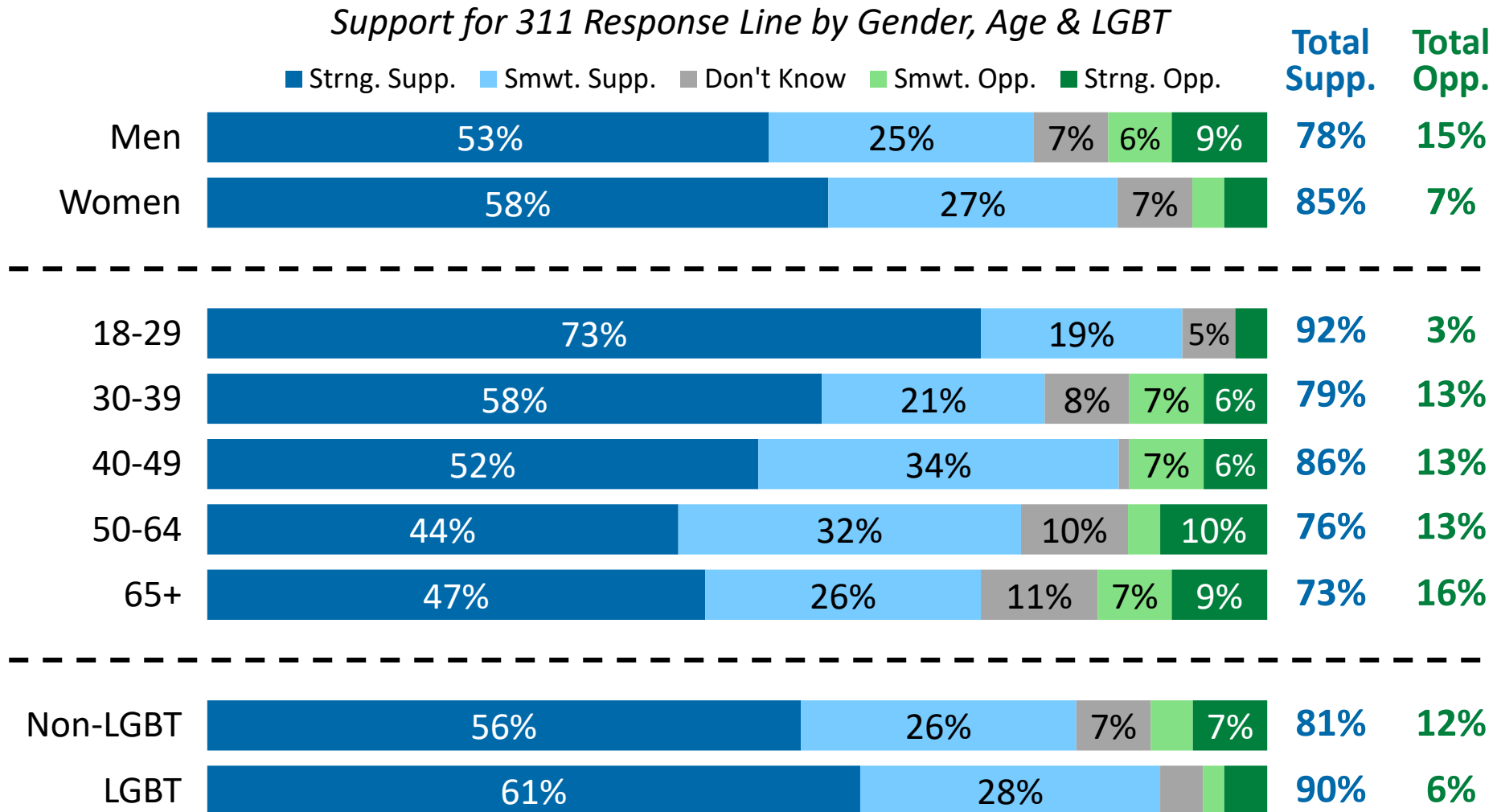
Residents with incomes under \$60,000 are more supportive.

(Total Support)

Reform	All Residents	Household Income			
		<\$60,000	\$60,000-\$90,000	\$90,000-\$140,000	\$140,000+
Establishing a city-wide, participatory committee for all residents, regardless of citizenship status, that will dictate how to reallocate another 10% of the police budget to non-police, community-based services	60%	66%	60%	58%	61%
Reducing and redistributing 10% of the police budget to non-police, community-based services outside of the police department	55%	58%	56%	49%	58%
Banning the Hayward Police Department from purchasing any riot, military and surveillance equipment, including software	45%	52%	46%	39%	45%
Banning all spending on the assessment or construction of any new police buildings or corporation yards to service the Hayward Police Department	38%	49%	35%	37%	33%
Freezing police department hiring indefinitely after the incoming class, including leaving currently filled positions vacant when officers retire or leave for another position	25%	38%	25%	18%	17%

Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.

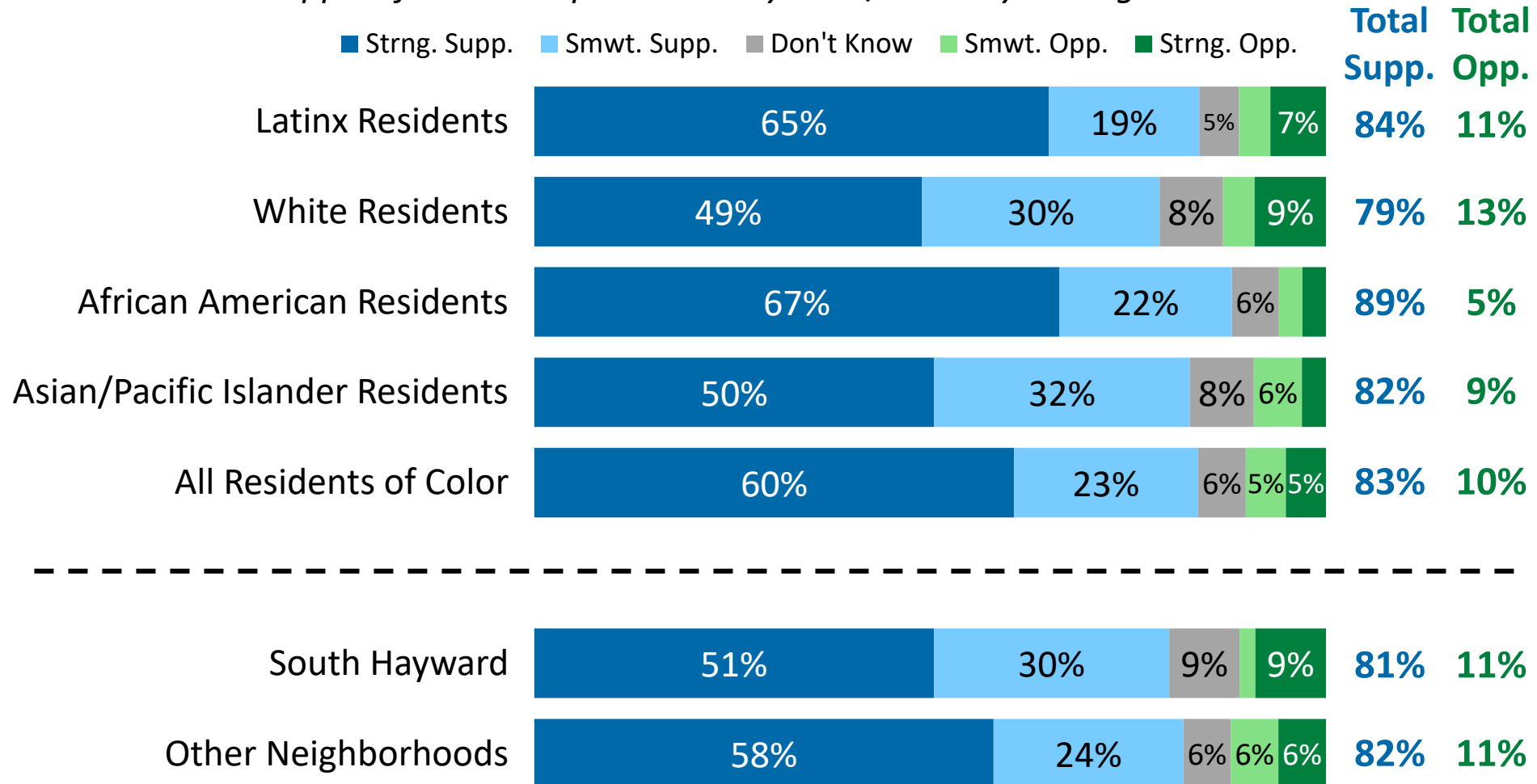
This support cuts across lines of age, gender and sexual orientation...



Q9. Some people have proposed that the City explore whether 311 can be used as an urgency hotline to address public safety issues that are unrelated to law enforcement. This would include things like non-violent crisis intervention, mental health first response, traffic safety issues, and trauma-informed intervention for domestic violence victims. Would you support or oppose such a proposal?

...and is embraced by residents of all ethnic backgrounds and neighborhoods.

Support for 311 Response Line by Race/Ethnicity & Neighborhood



Q9. Some people have proposed that the City explore whether 311 can be used as an urgency hotline to address public safety issues that are unrelated to law enforcement. This would include things like non-violent crisis intervention, mental health first response, traffic safety issues, and trauma-informed intervention for domestic violence victims. Would you support or oppose such a proposal?

Differences by neighborhood and place of birth are modest.

(Total Support)

Reform	All Residents	Neighborhood		Place of Birth	
		South Hayward	Other	US Born	Foreign Born
Establishing a city-wide, participatory committee for all residents, regardless of citizenship status, that will dictate how to reallocate another 10% of the police budget to non-police, community-based services	60%	63%	59%	62%	54%
Reducing and redistributing 10% of the police budget to non-police, community-based services outside of the police department	55%	53%	56%	60%	43%
Banning the Hayward Police Department from purchasing any riot, military and surveillance equipment, including software	45%	44%	45%	46%	41%
Banning all spending on the assessment or construction of any new police buildings or corporation yards to service the Hayward Police Department	38%	40%	37%	38%	40%
Freezing police department hiring indefinitely after the incoming class, including leaving currently filled positions vacant when officers retire or leave for another position	25%	27%	24%	25%	28%

Q8. I am going to read you a list of potential reforms to the Hayward Police Department that have been proposed by a group of community members. Please tell me if you would support or oppose that potential policy.