








Hayward Voter Views of a Measure C Extension

*Key Findings of a Survey of Hayward Voters
Conducted May 30-June 5, 2023*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	May 30-June 5, 2023
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters
Total Interviews	630
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Selected Comparisons to 2008-2021 Resident Surveys
Languages	English and Spanish

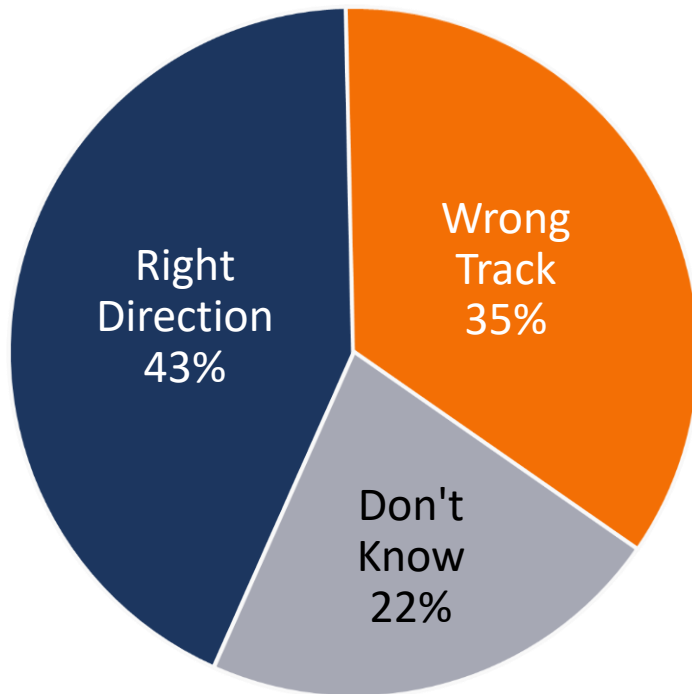
(Note: Not All Results Will Sum to 100% Due to Rounding)



Issue Context

Hayward voters are divided on the direction of the city.

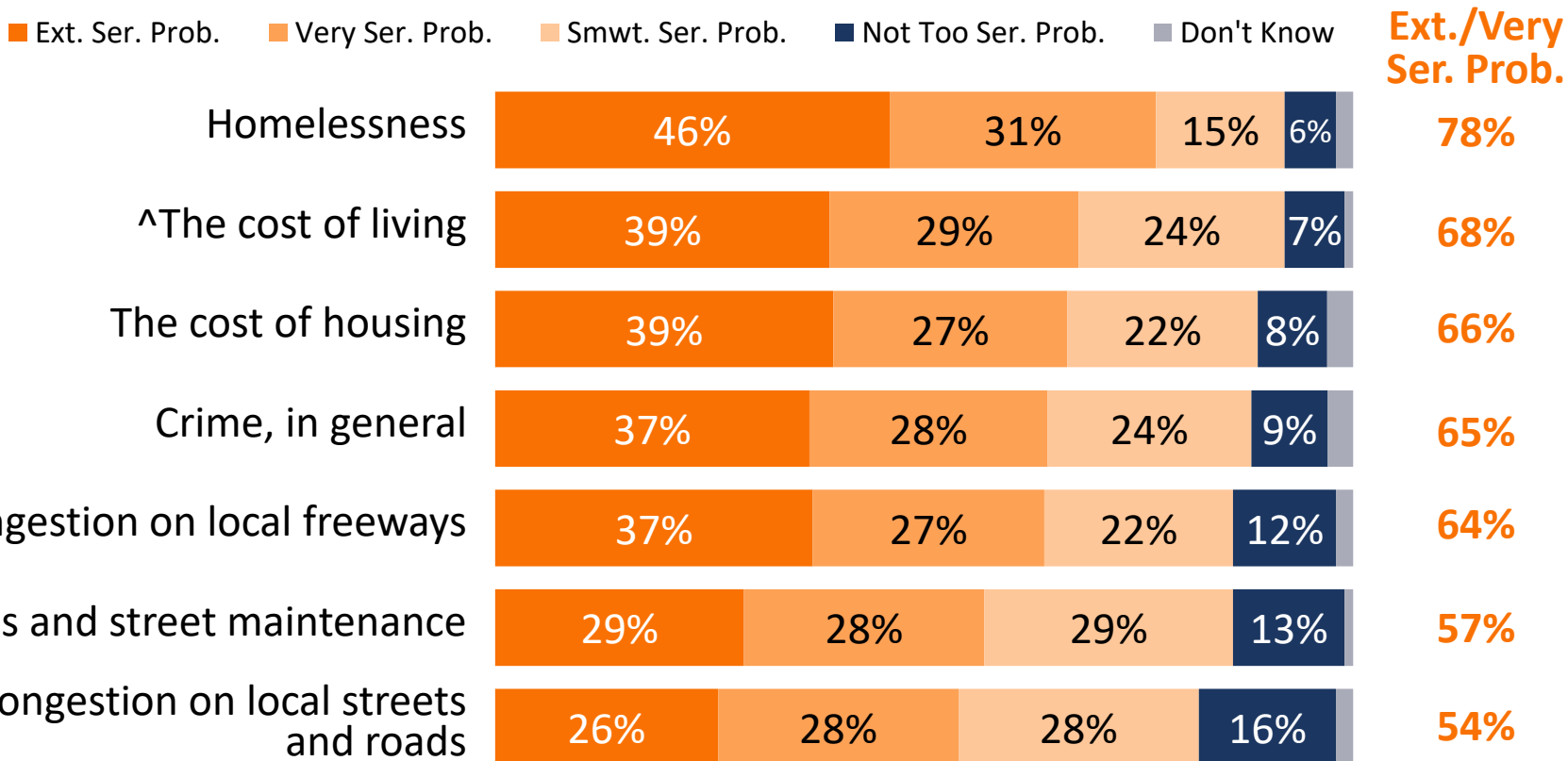
Do you feel that things in Hayward are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



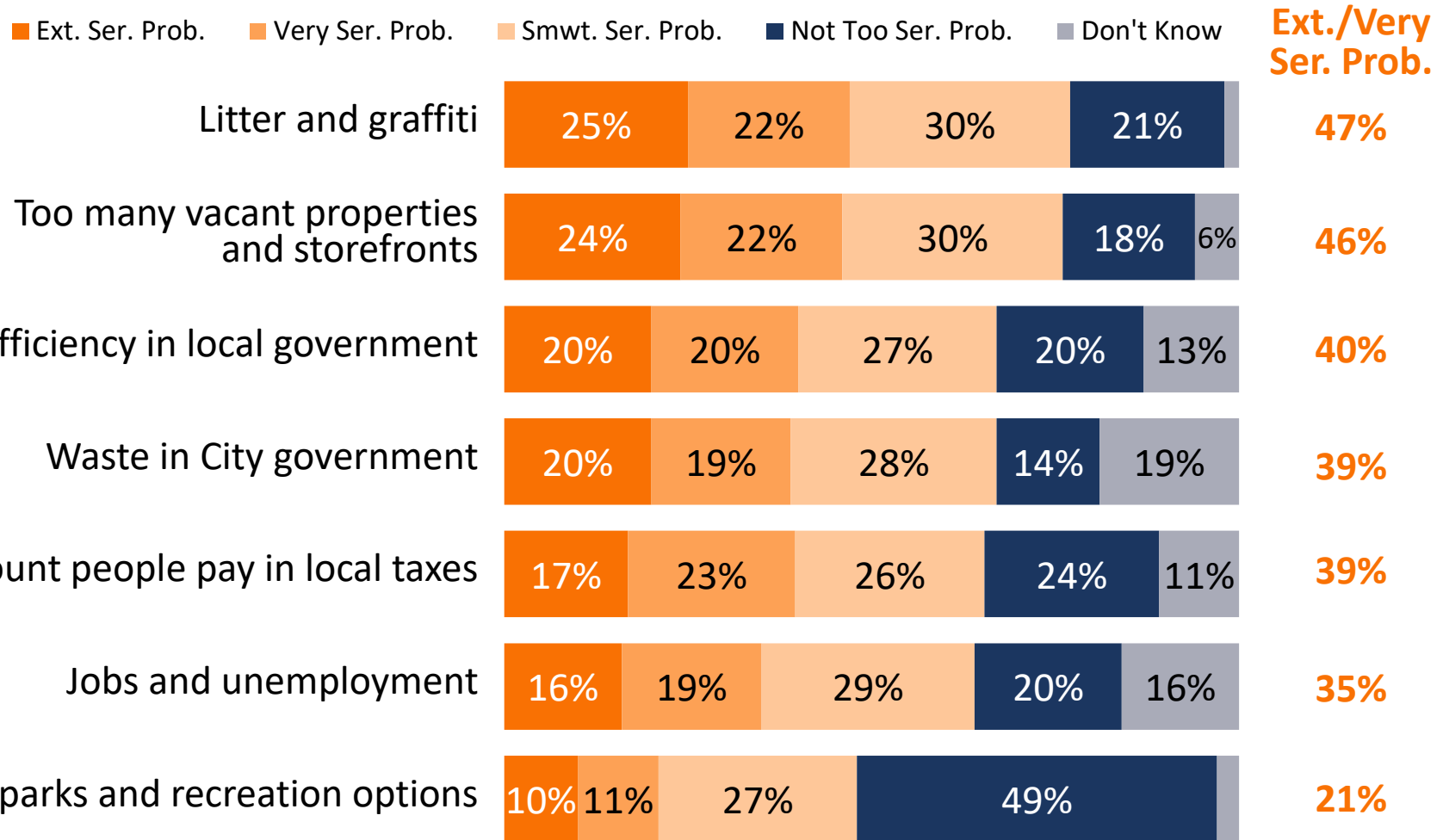
Liberals, voters under 30 are more likely to be optimistic; conservatives and older voters are more pessimistic.

Homelessness is rated the most-urgent problem, followed by cost of living, crime and traffic.

I am going to read you a list of issues that some people say might be problems in Hayward. 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.



Relatively few are intensely concerned about taxes, the economy, or a lack of recreation options.



Compared with prior surveys of residents, homelessness is an increasing concern.

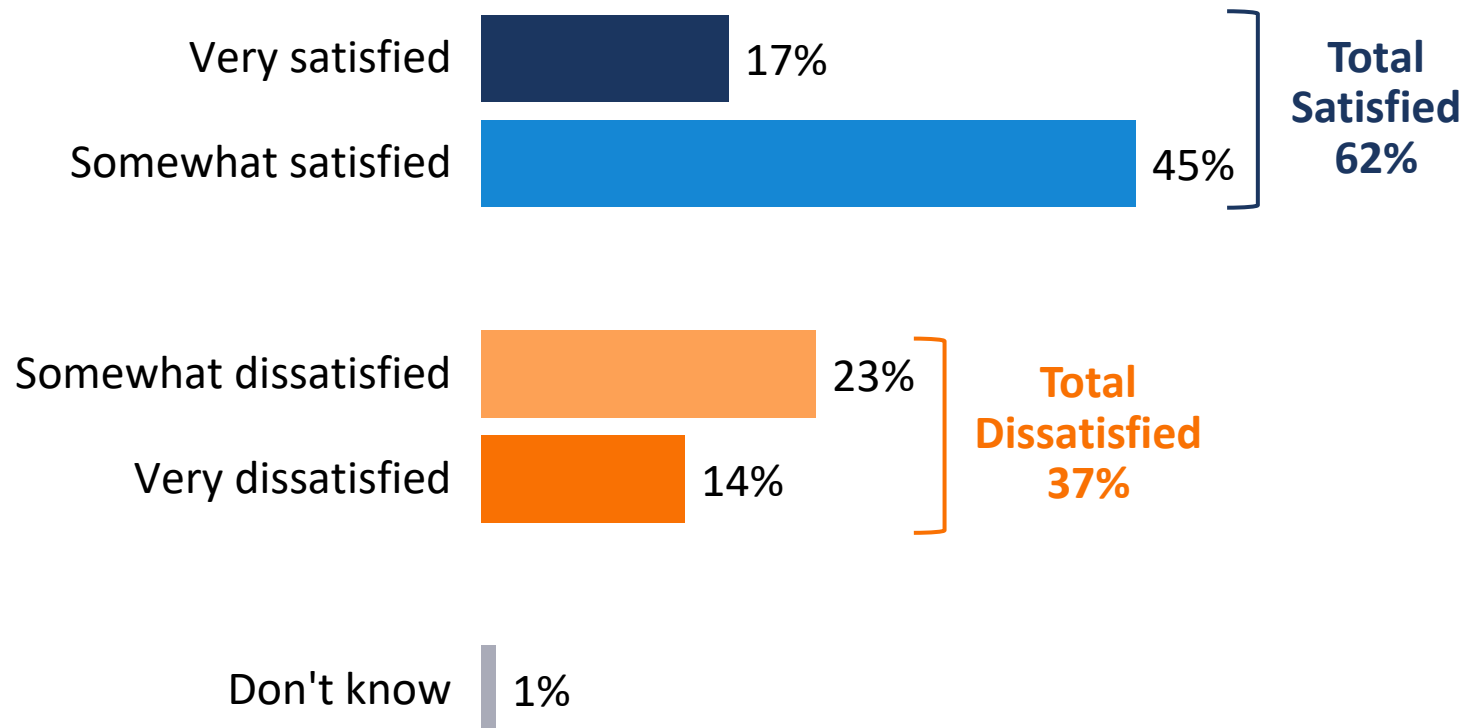
Extremely/Very Serious Problem

Issue	*2019	*2021	2023	Difference
Homelessness	60%	70%	78%	+8%
Crime, in general	49%	58%	65%	+7%
Too many vacant properties and storefronts	35%	40%	46%	+6%
Potholes and street maintenance	50%	52%	57%	+5%
The cost of housing	60%	65%	66%	+1%
Waste in City government	25%	38%	39%	+1%
Litter and graffiti	33%	48%	47%	-1%
Traffic congestion on local freeways	76%	70%	64%	-6%
Traffic congestion on local streets and roads	57%	60%	54%	-6%
Inefficiency in local government	30%	47%	40%	-7%
A lack of parks and recreation options	24%	31%	21%	-10%
Jobs and unemployment	28%	46%	35%	-11%
^The amount people pay in local taxes	40%	54%	39%	-15%

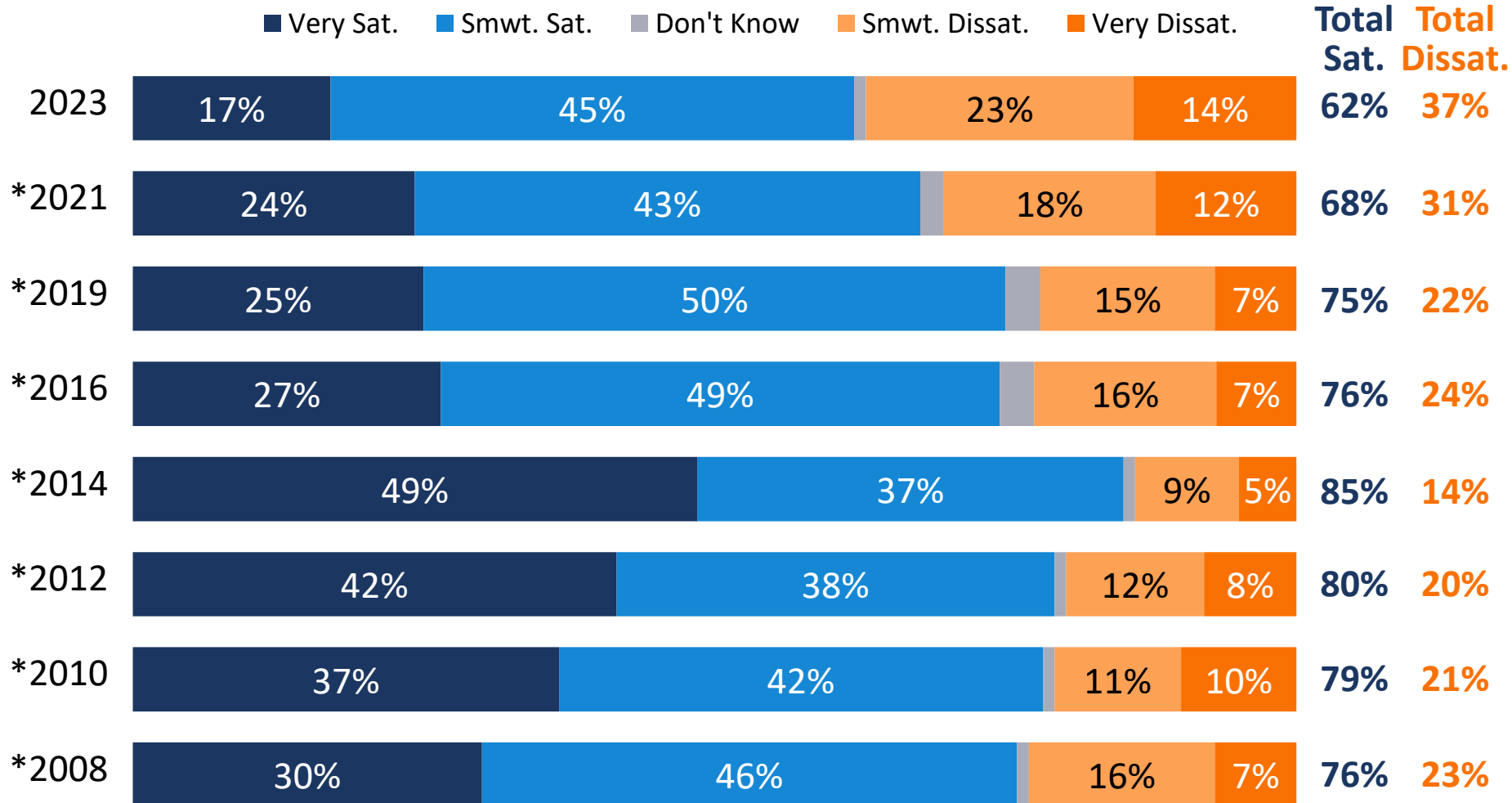
Q4. I am going to read you a list of issues that some people say might be problems in Hayward. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. ^Not Part of Split Sample *Resident Survey

Three in five voters are satisfied with quality of life in the city overall.

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?



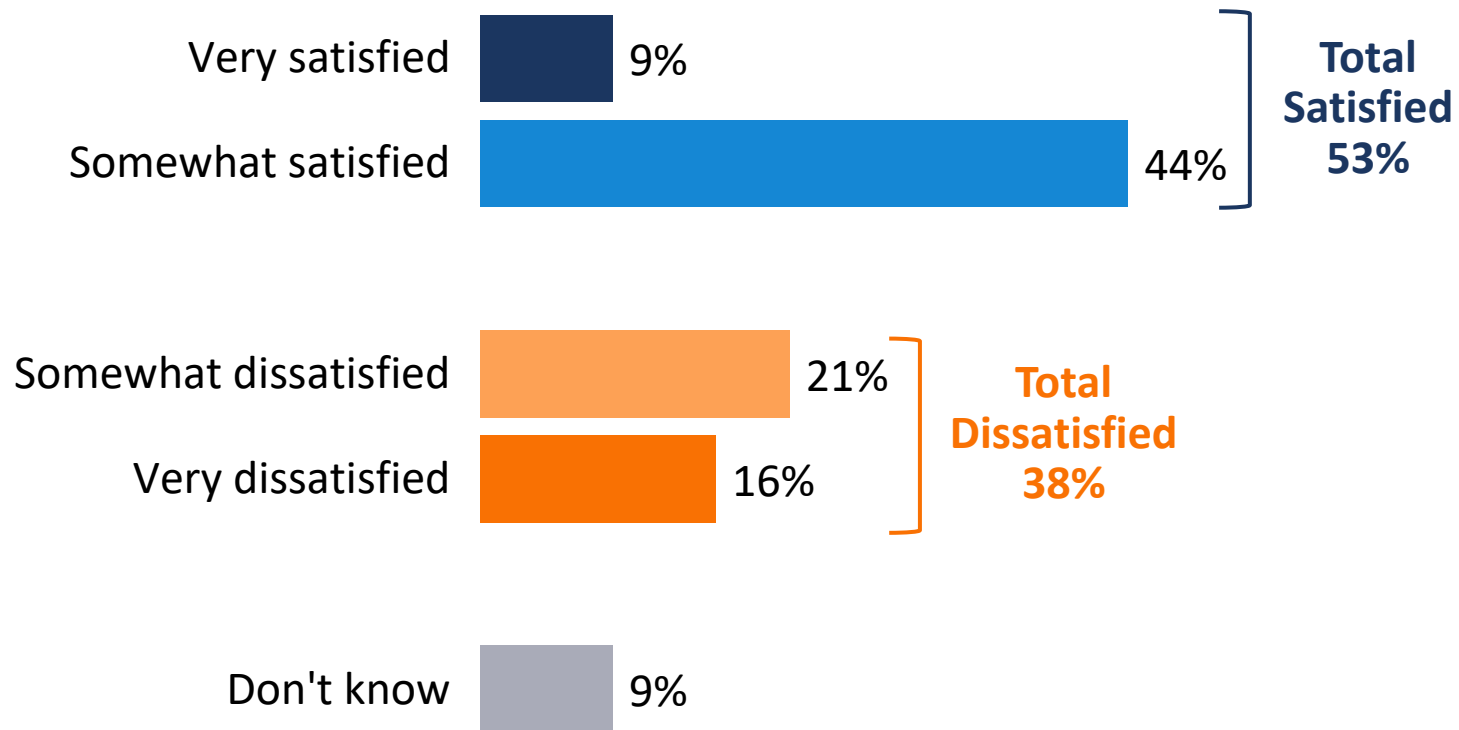
While the majority is satisfied, this figure is as low as it has been in 15 years.



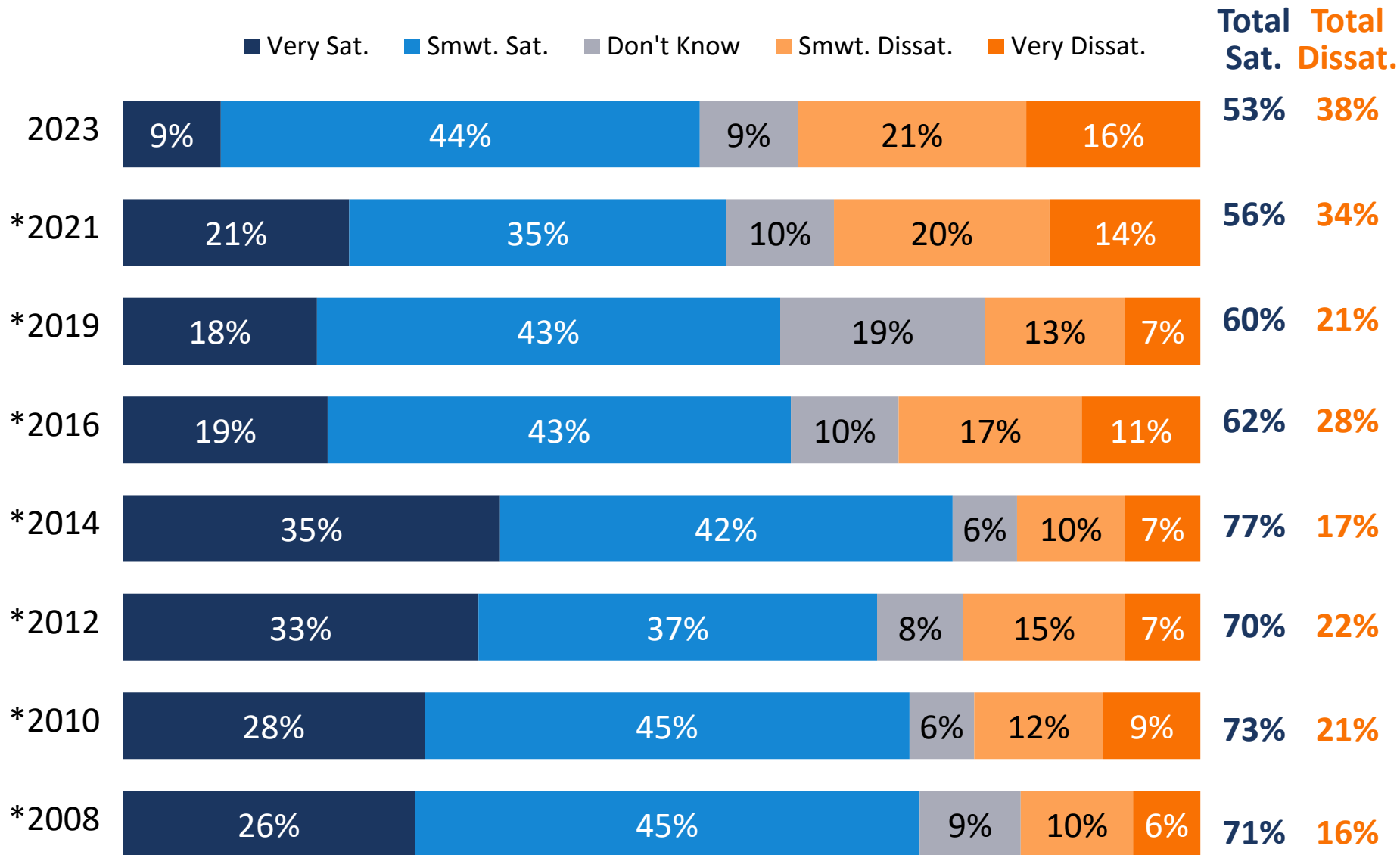
Q6. I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Hayward? *Resident Survey

A majority is satisfied with City services, though without much intensity.

Overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services?

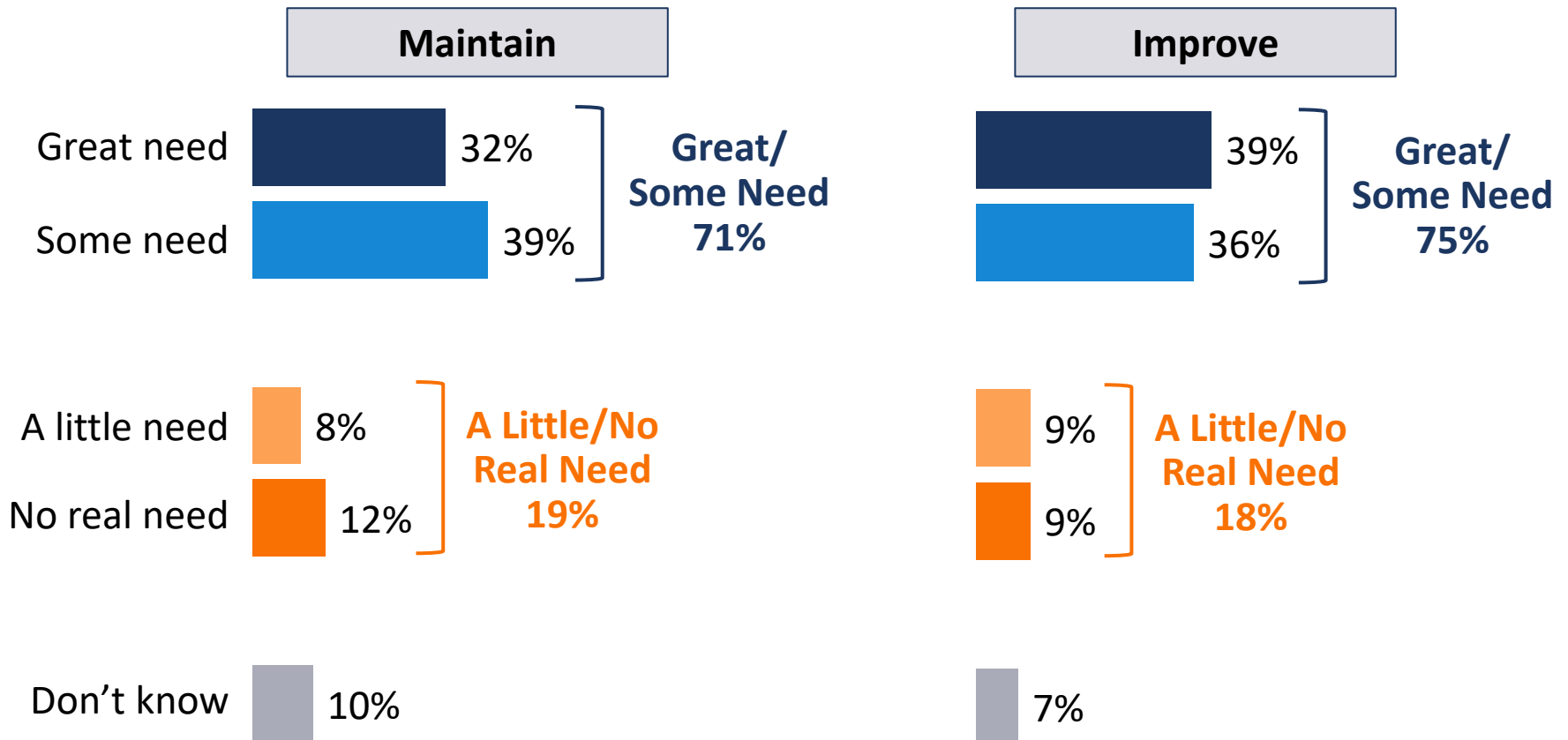


This share is also lower than in prior years.



Seven in ten or more say the City has a “great” or “some need” for funding to maintain or improve services and facilities.

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?



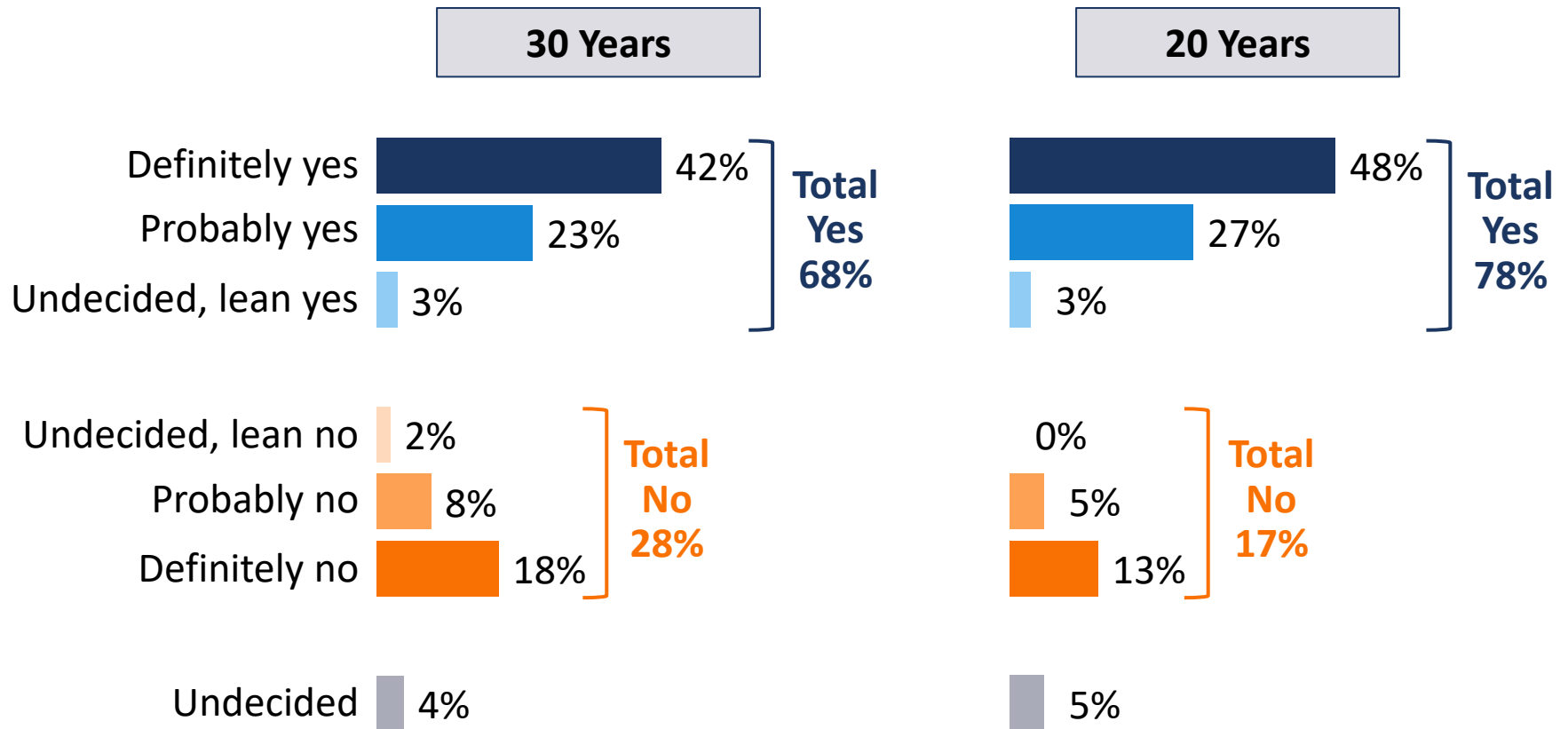


Views of a Measure C Extension

Voters heard or read the potential ballot language of a Measure C extension.

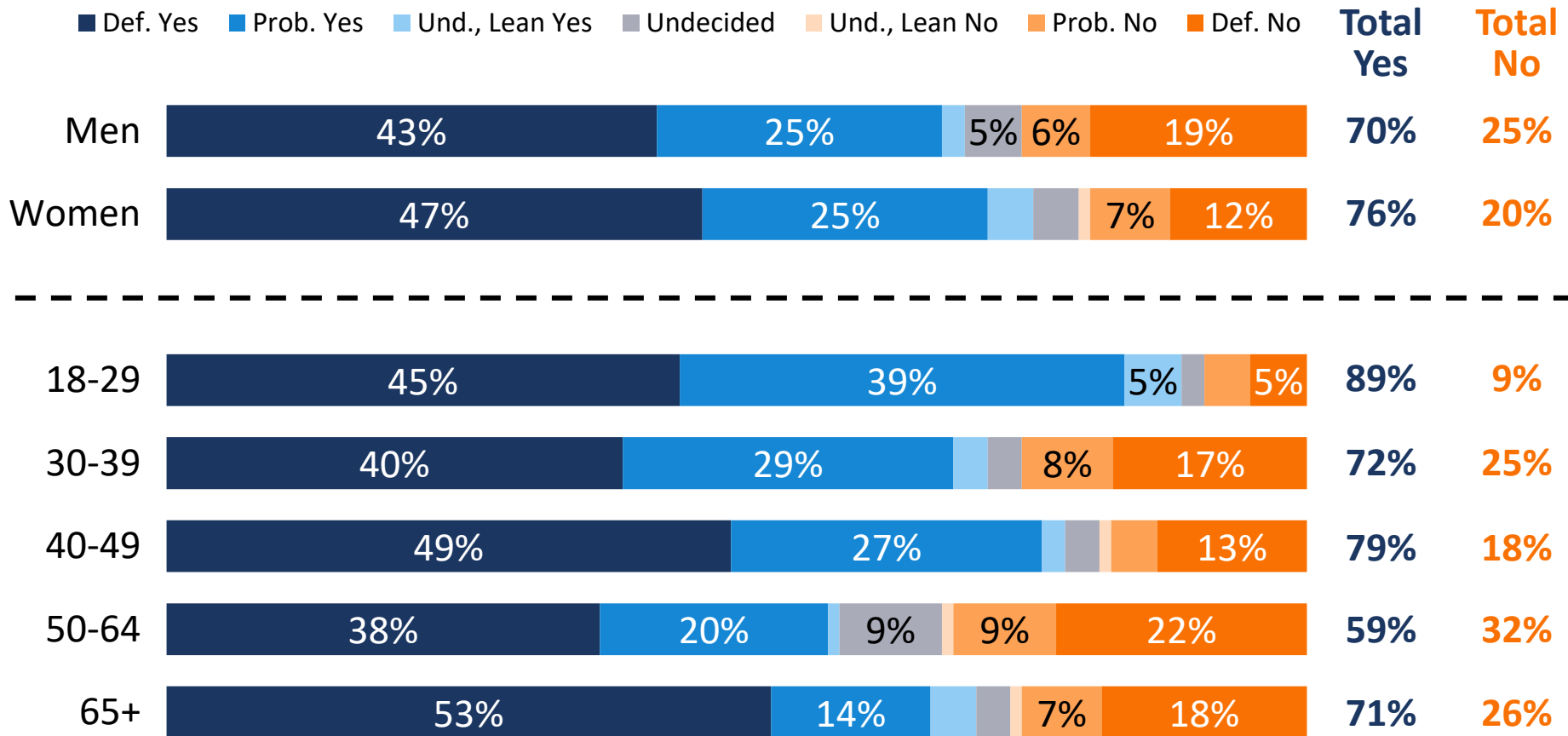
Shall a City of Hayward measure to continue an existing half-cent sales tax for **(HALF SAMPLE: 30 years) (HALF SAMPLE: 20 years)** to maintain, restore and construct essential City services and facilities, including for firefighting, emergency-medical response, police protection and general maintenance; 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?

A measure to extend Measure C has support from more than two-thirds of Hayward voters.



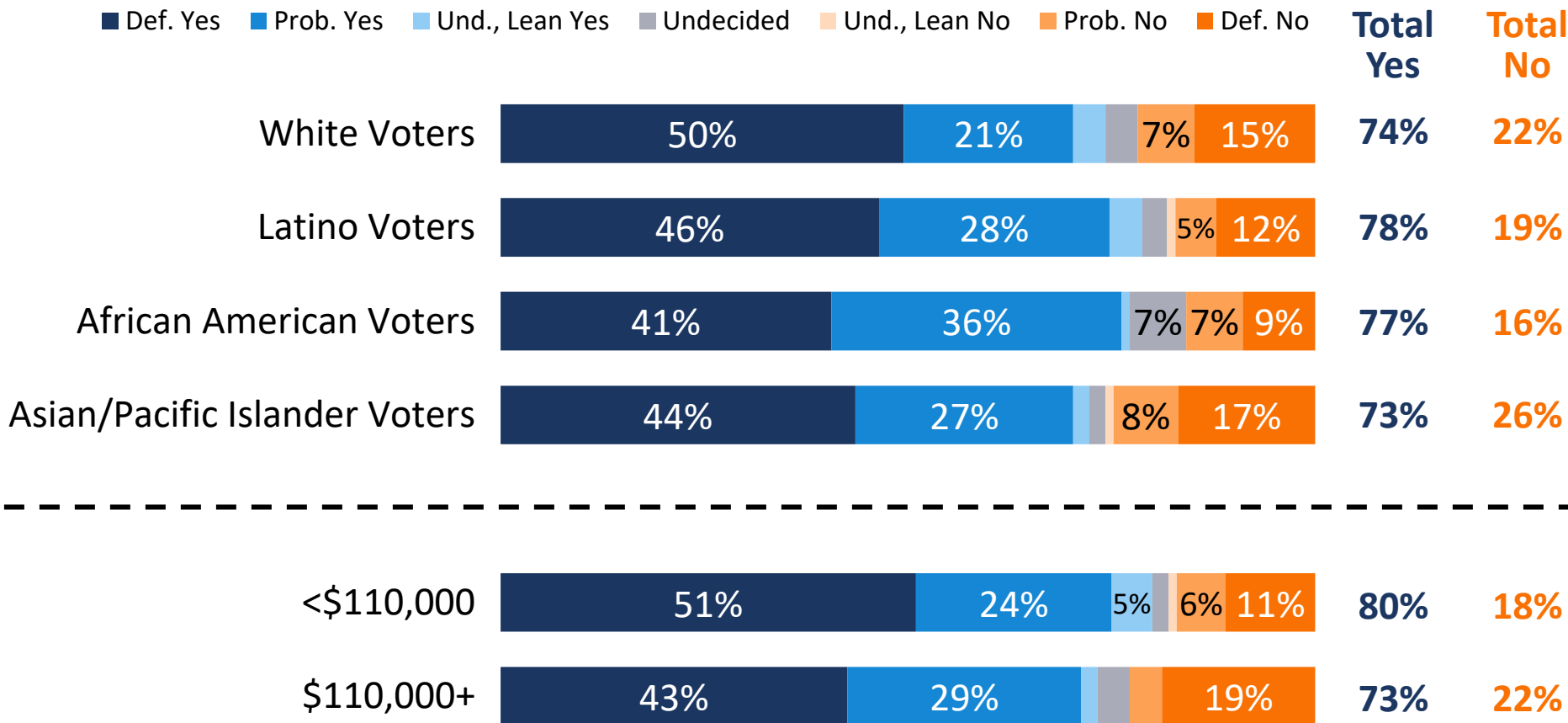
Support for a measure is very broad across gender and age.

Combined Results by Gender & Age



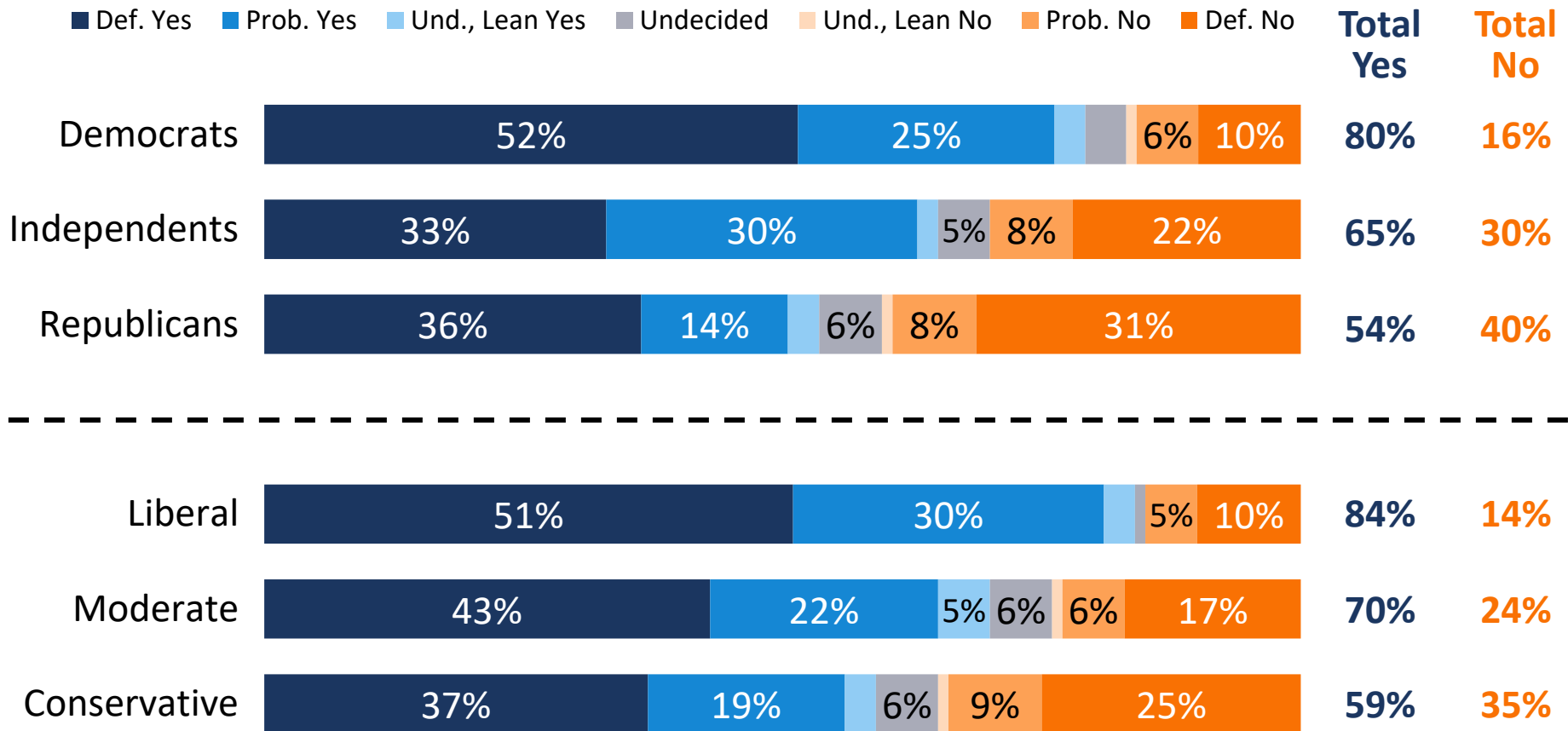
Support is also substantial across race, ethnicity and income.

Combined Results by Race/Ethnicity & Household Income



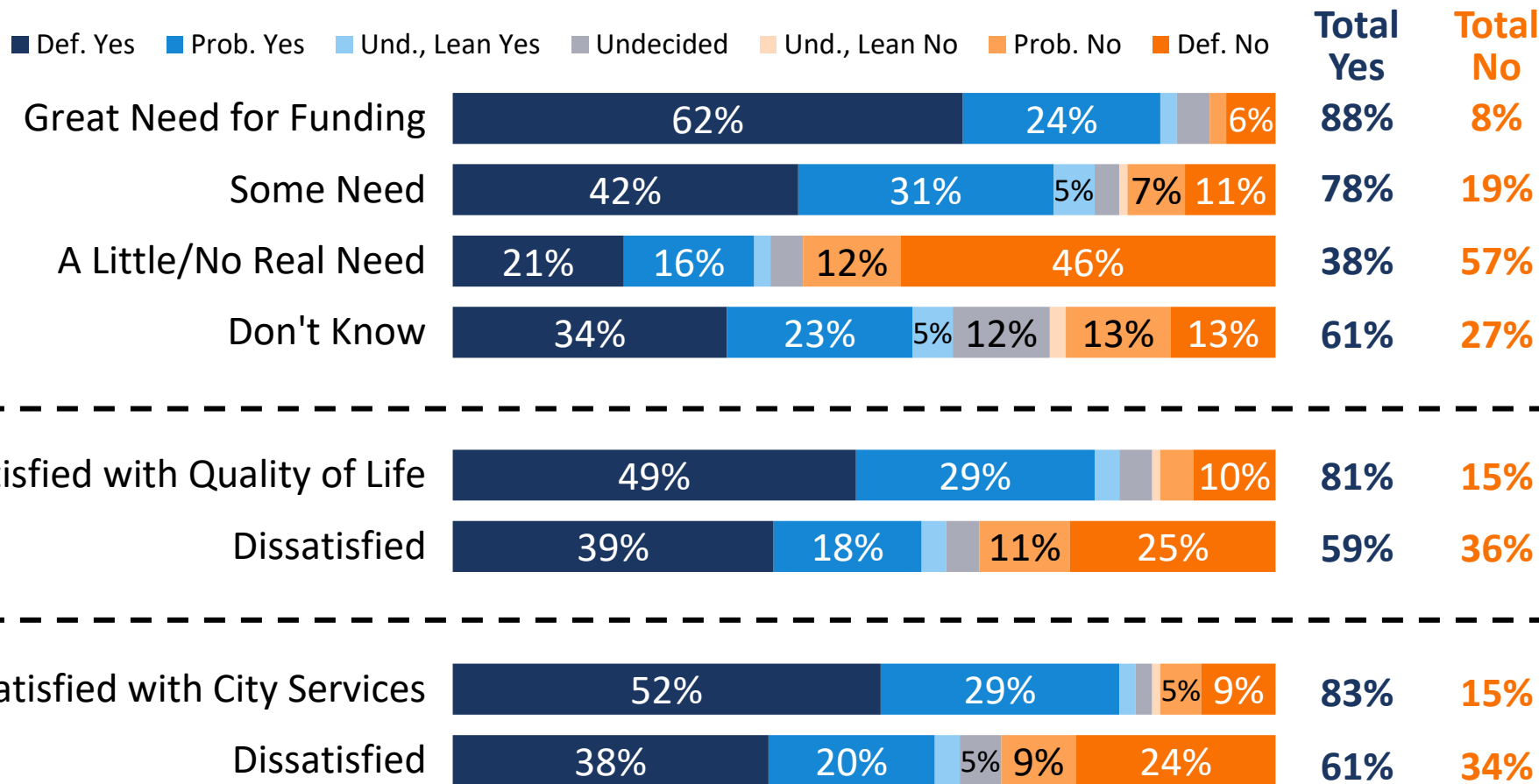
Four in five Democrats, two-thirds of independents, and a majority of Republicans back the measure.

Combined Results by Party & Ideology



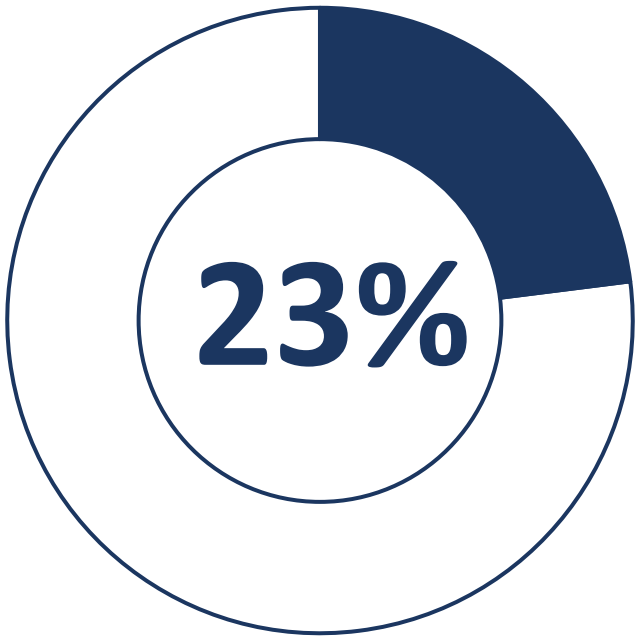
Even those dissatisfied with City services and quality of life broadly support the measure.

Combined Results by Need for Funding, Quality of Life & City Service Satisfaction



One-quarter of voters are dissatisfied with City services – and support a measure to better-fund them.

*Dissatisfied with City Services,
“Yes” on a Measure*

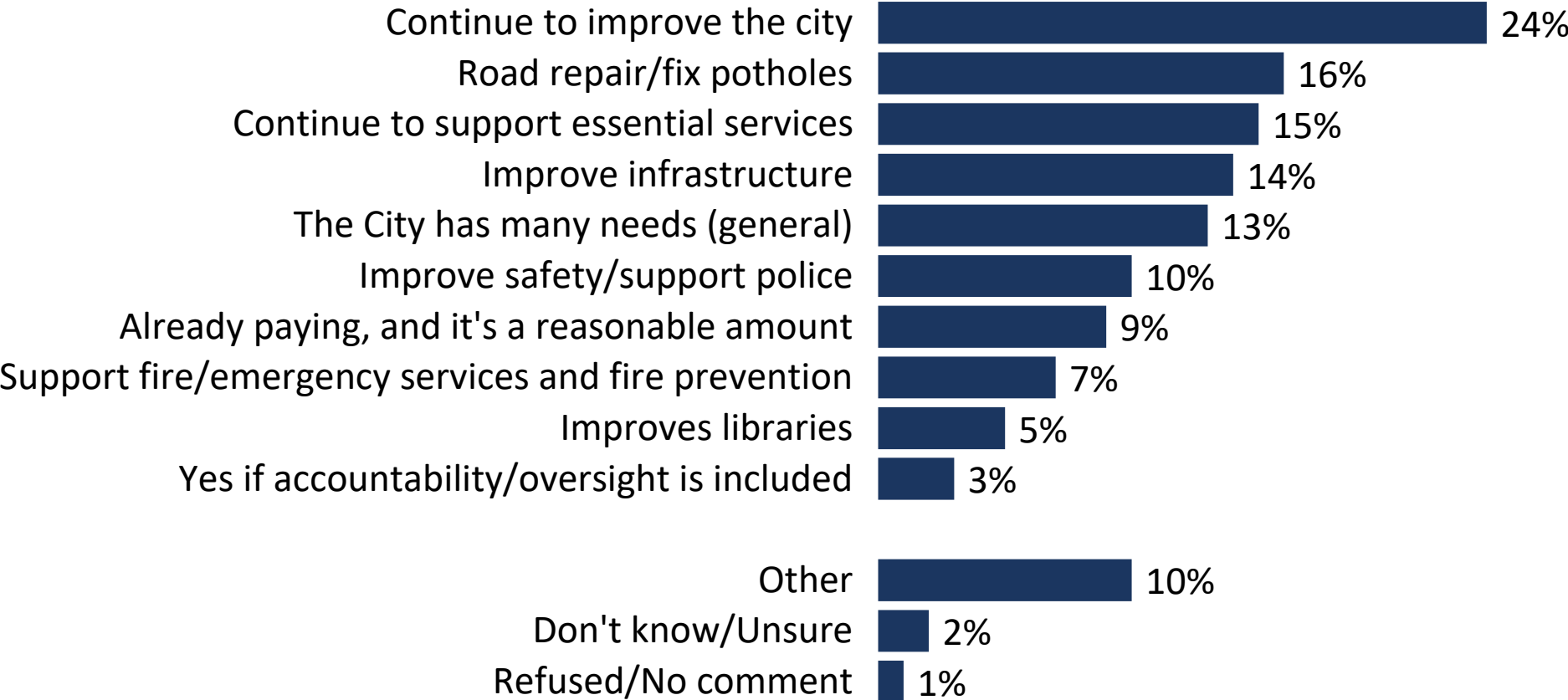


These voters are disproportionately:

- Household incomes under \$60K
- Moderate and conservative Democrats
- Voters under 30
- Non-college educated women
- Renters
- Democrats under 50

Voters who support the measure largely said they want to continue to improve the city.

*In a few words of your own, why would you vote YES on this ballot measure?
(Open-ended; Asked of Yes Voters Only, n=445)*



Verbatim Responses from Supporters

We've already been paying it. OK to continue.

If Hayward is to continue to revive, our infrastructure is vital. Money spent on public safety and public services will be the key to quality of life and hence growth in the city.

I'd prefer things not get worse.

We absolutely need our roads maintained in Hayward. I'd like to see a prioritized list of roads that would be repaired and a timeline to do so if the tax is approved.

We desperately need infrastructure repairs!

Hayward needs to continue with improvement to be a place people want to live safely.

I value those services and the price seems small.

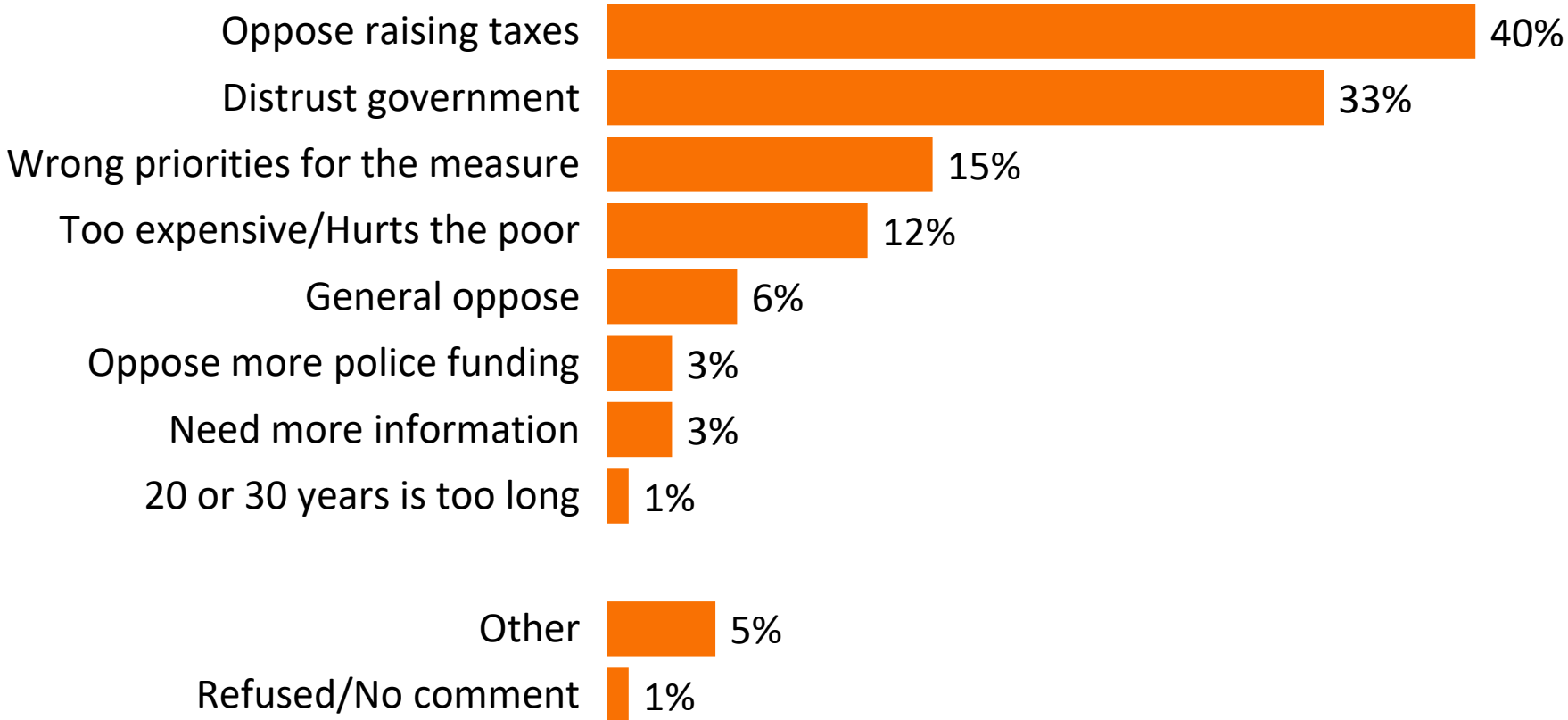
I mean, it's only a half-cent and I feel its important to fix things like the library and potholes.

We like to think that the money just falls from the sky and we can just maintain things. But it costs to maintain things.

Right now there is so much disparity in different neighborhoods.

Opponents are anti-tax in principle or don't trust government to spend money properly.

*In a few words of your own, why would you vote **NO** on this ballot measure?
(Open-ended; Asked of No Voters Only, n=139)*



Verbatim Responses from Opponents

Alameda County and Hayward have outrageous taxes! Stop.

Way too many apartment and condo buildings being built without consideration of traffic and infrastructure. Traffic in Hayward is ridiculous.

I believe we've already approved bonds and taxes to support these things.

Our police and fire stations are pretty new and the money could go somewhere else. We have a new library, and it is good condition. Roads are better than other urban cities. Money should go to fighting small crimes and retail businesses.

Hurts the poor instead of making the richest pay.

We shouldn't have to add extra taxes to maintain what should come from the normal budget.

Inflation. Getting too expensive to survive.

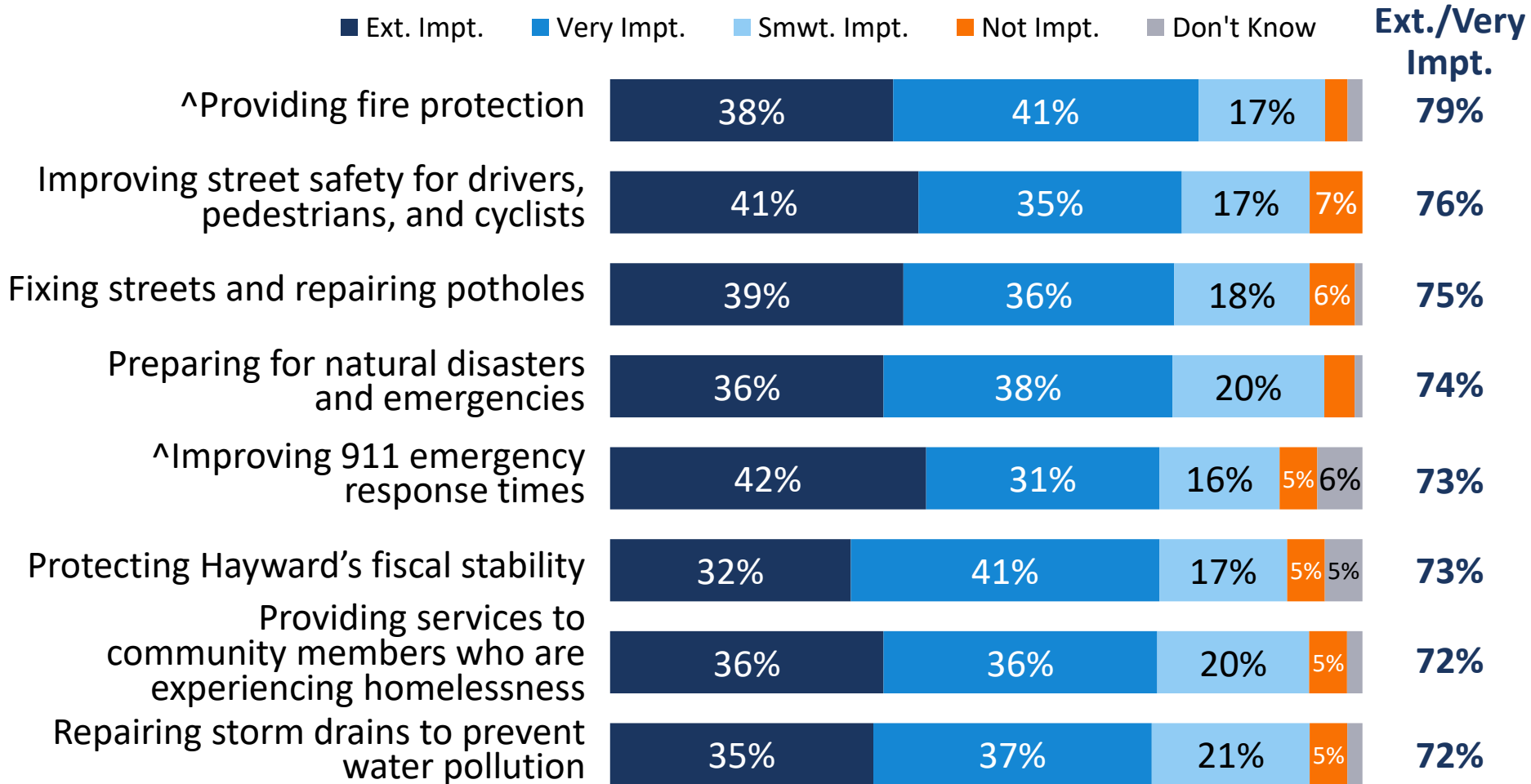
We already paying 10.75% sales tax which is already high. Please try to eliminate homelessness, help school kids, please no woke agenda.

The current ballot measure isn't providing much of pothole maintenance or any other services I'm aware of. The city is in critical disrepair and generally going to the weeds.



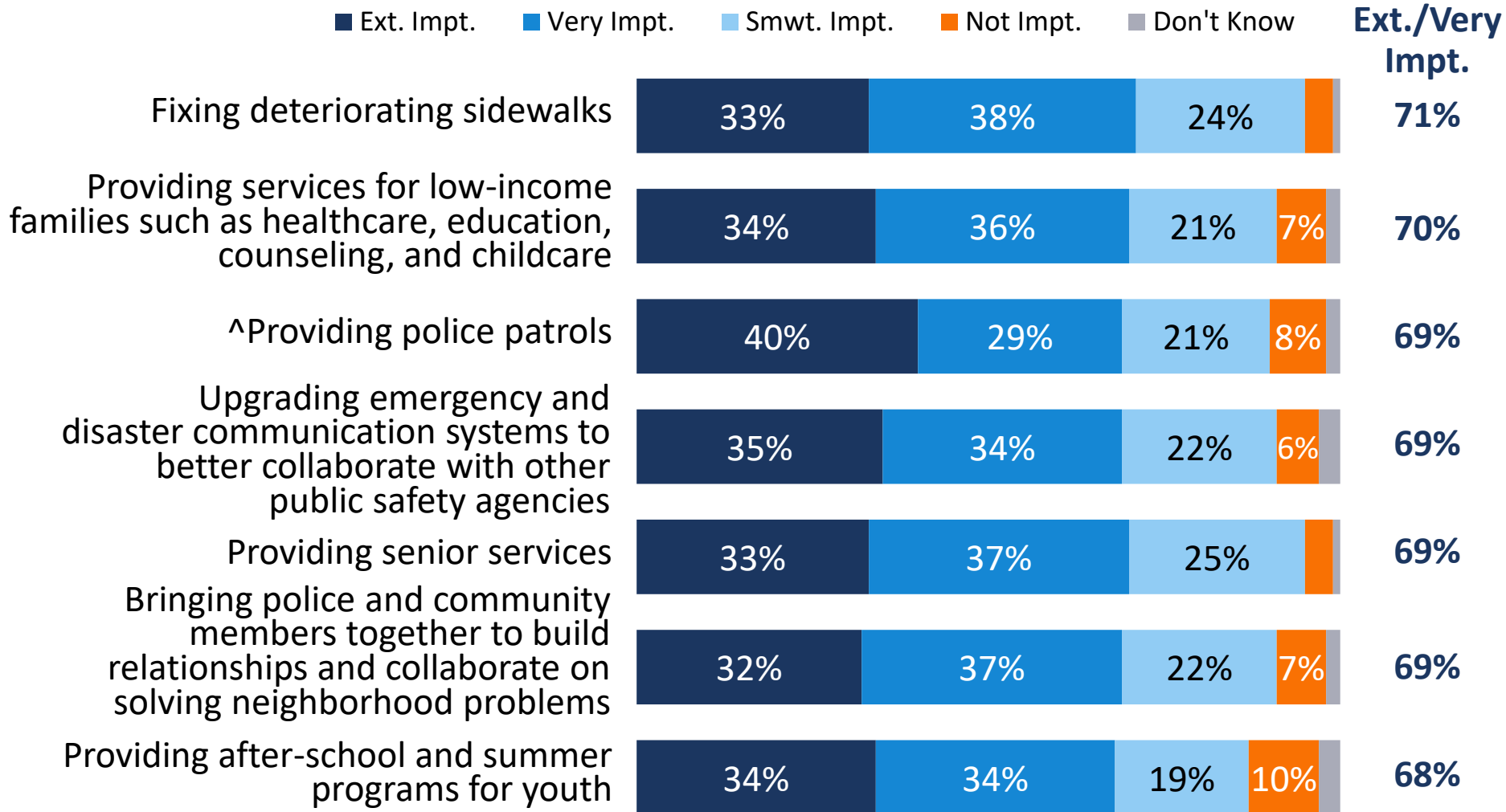
Voter Priorities

Voters highly prioritize fire protection, street safety, pothole repair and disaster preparation.



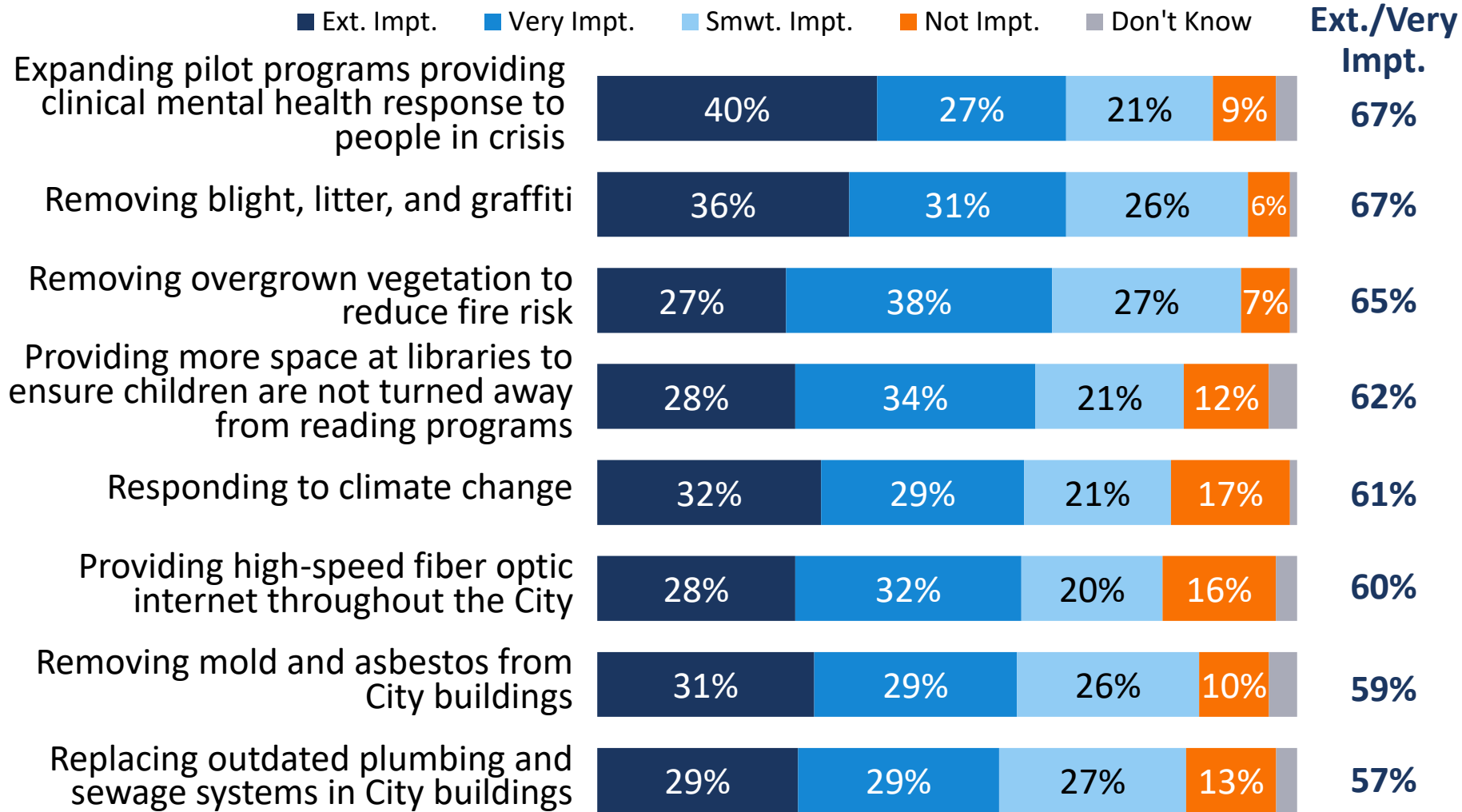
Q8. I am going to read you a list of specific City projects and services that could be funded if voters approve a ballot measure generating additional revenue like the one I mentioned earlier. Please tell me how important each one is to you: extremely important, very important, somewhat important, or not important. ^Not Part of Split Sample

Broad majorities also value providing police patrols and senior and youth services.



Q8. 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. ^Not Part of Split Sample

Three in five or more value removing blight and vegetation and responding to climate change.

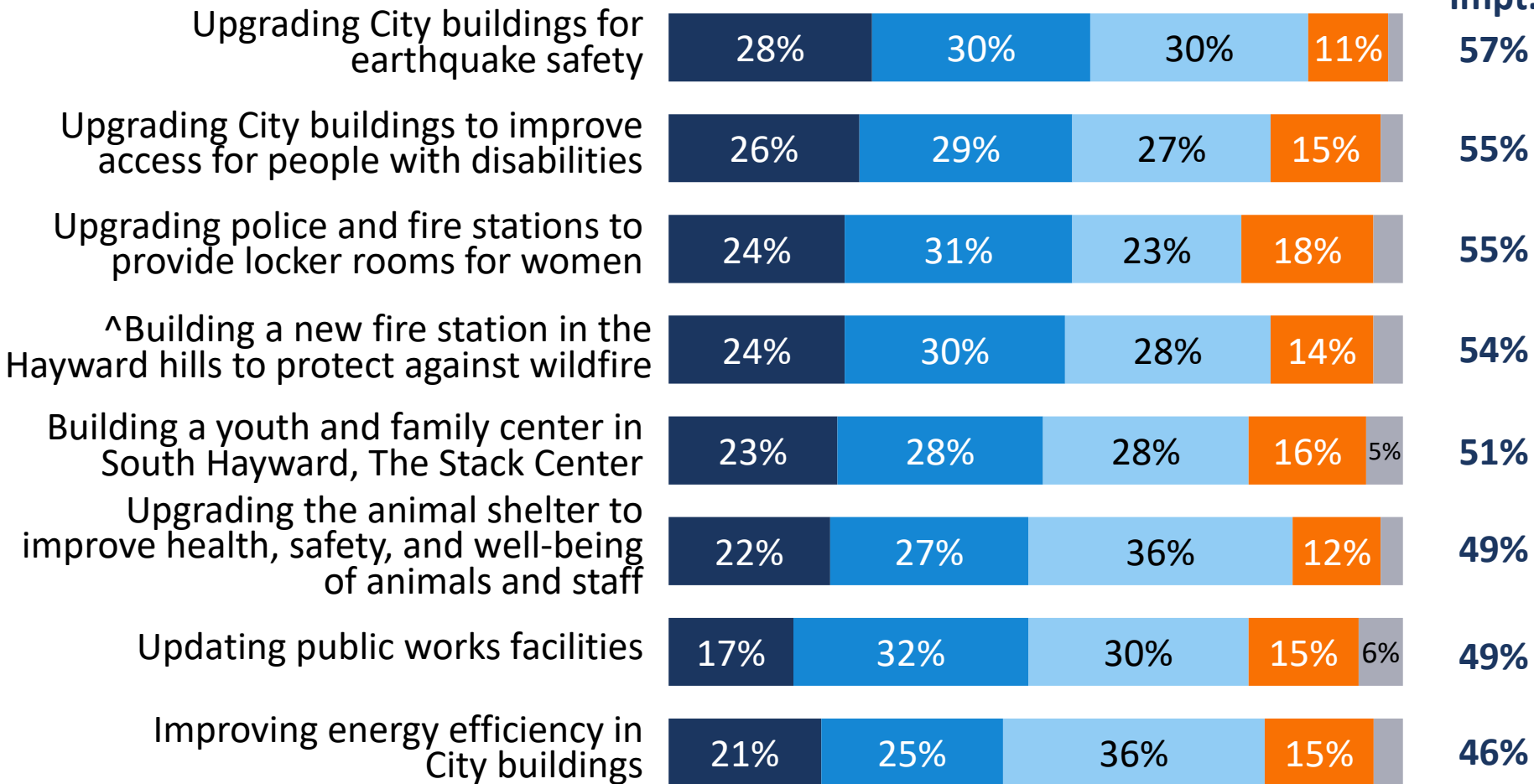


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Lower-priority items include building or upgrading City facilities.

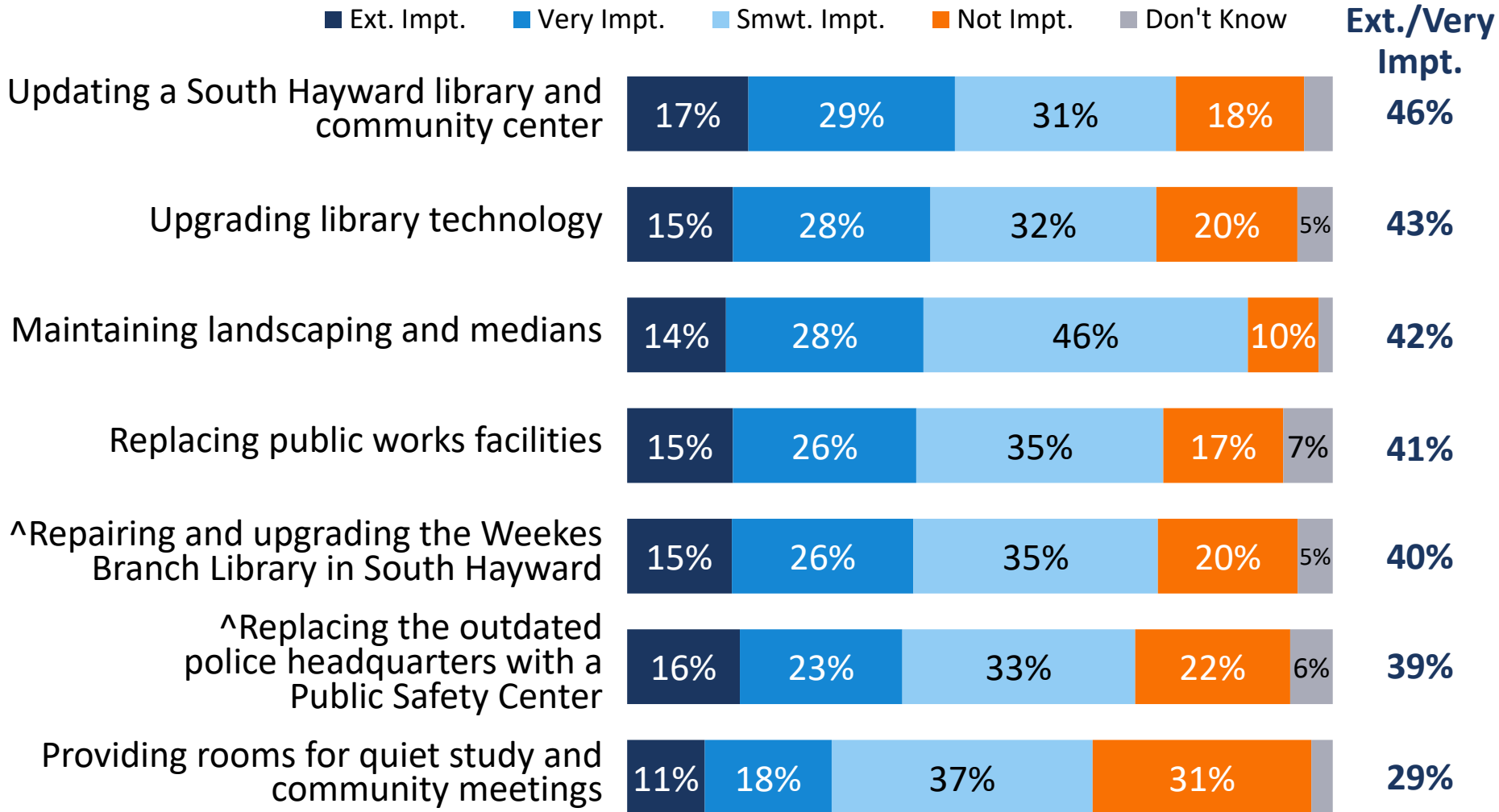
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Impt. ■ Don't Know

Ext./Very Impt.



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Repairing and replacing public works facilities, the Weekes Branch, and police HQ are less urgent.



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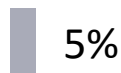
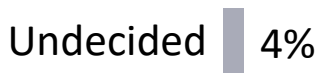
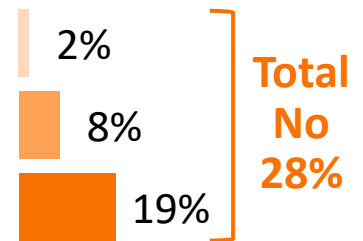
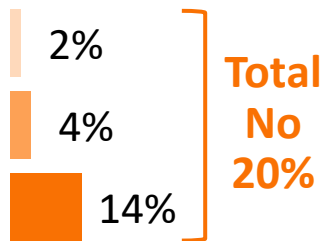
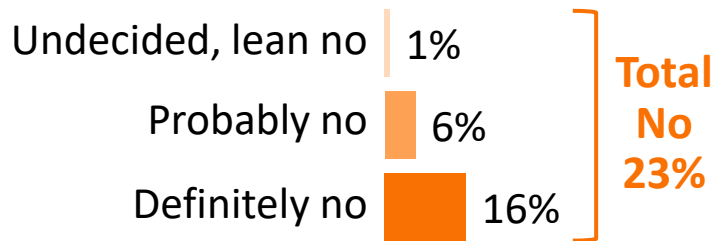
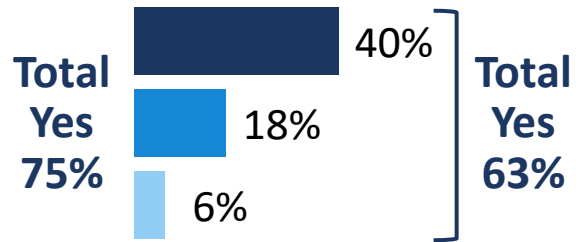
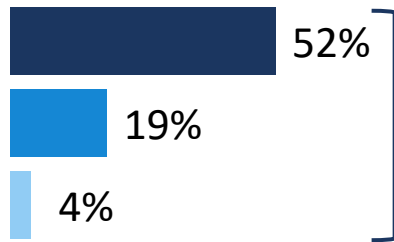
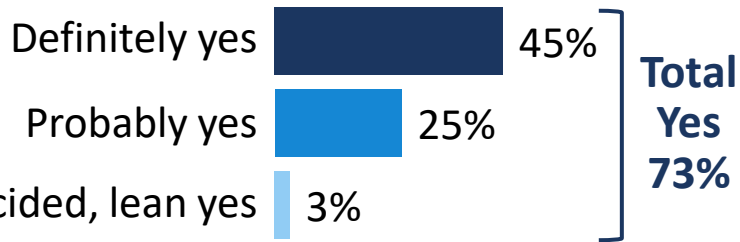
The Impact of More Information

Opinion shifts after hearing messages in favor and against.

Initial Vote

After Positive Messaging

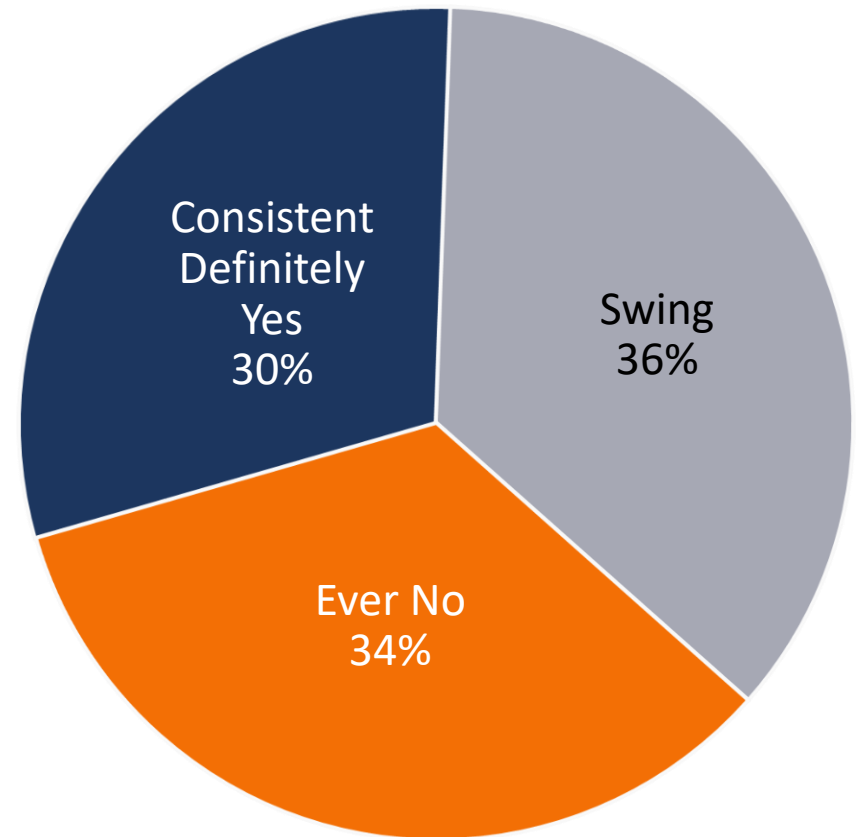
After Positive and Negative Messaging



Segmenting the Electorate by Consistency of Support

- ❖ **Consistent Definitely Yes:** Voters who consistently indicated they would definitely vote yes on the measure.
- ❖ **Ever No:** Voters who indicated they at any time would vote no on the measure.
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching between degrees of support and indecision.

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Demographic Profile of the Segments

Consistent Definitely Yes	Swing	Ever No
30% of the Electorate	36% of the Electorate	34% of the Electorate
Ages 75+	Interviewed in Spanish	Republican Men
Ages 65+	Ages 18-29	Chinese Voters
Filipino Voters	African American Voters	Independents Ages 50+
Ages 65-74	High School Educated	Conservative Republicans
Democrats Ages 50+	Democrats Ages 18-49	Independent Men
White Voters	Men Ages 18-49	Republicans Ages 50+
Liberal Democrats	Ages 30-39	Moderate/Conservative Independents
Non-College Educated Women	Non-College Educated Men	Republicans
Liberals	Other Asian/ Pacific Islander Voters	Ages 50-64
	Ages 18-49	Independents
	Latinos	Men Ages 50+
	Independent Women	Conservatives
	Women Ages 18-49	Republicans Ages 18-49
	Independents Ages 18-49	Liberal/Moderate Republicans
	Democratic Men	



Conclusions

Conclusions

- Majorities of voters are satisfied with Hayward’s quality of life and the provision of City services – but at their lowest levels in 15 years of surveying.
- More than seven in ten see a need for additional funding to increase or maintain essential City services and facilities.
- With a focus on the priorities voters share most widely, a Measure C extension is well-positioned for passage in November 2024.
 - Based on potential ballot language alone, as many as 78% of Hayward voters are supportive.
 - This includes majorities across age, gender, race/ethnicity, and party.
 - While a 20-year sunset has broader support, a 30-year sunset also has backing from a significant share of voters.
 - Support remains well over a simple majority even after critiques.
 - One note of caution: Opposition arguments cause a significant dip in the share of the “yes” vote. This shows how important education about the measure will be.
- Voters’ top funding priorities include fire protection, street safety, pothole and storm-drain repair, disaster preparation, and services for people experiencing homelessness. They value upgrades to City facilities with much less urgency than the services staff provide from those facilities.

For more information,
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