

OCTOBER 5-17, 2021



**2021 CITY OF HAYWARD COMMUNITY SURVEY**  
**320-944-WT (TRACKING)**  
**N=914**  
**A/B SPLITS**  
**MARGIN OF SAMPLING ERROR ±3.7% (95% CONFIDENCE LEVEL)**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Hayward. We are definitely not trying to sell anything, and we are only interested in your opinions. 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-----62%  
 Yes, cell but cannot talk safely ----- **TERMINATE**  
 No, not on cell-----38%  
**(DON'T READ) Rather not say ----- TERMINATE**

**NEXT, I'M GOING TO ASK YOU A FEW QUESTIONS TO MAKE SURE WE ARE SPEAKING TO A REPRESENTATIVE GROUP OF LOCAL RESIDENTS.**

B. First, are you a resident of the city of Hayward?

Yes-----100%  
 No----- **TERMINATE**  
**(DON'T READ) Rather not say ----- TERMINATE**

C. In what year were you born? **(RECORD YEAR; CODE IN CATEGORIES BELOW AS WELL)**

2021-2004 (0-17) ----- **TERMINATE**  
 2003-1997 (18-24) ----- 10%  
 1996-1992 (25-29) ----- 9%  
 1991-1987 (30-34) ----- 7%  
 1986-1982 (35-39) ----- 10%  
 1981-1977 (40-44) ----- 7%  
 1976-1972 (45-49) ----- 8%  
 1971-1967 (50-54) ----- 6%  
 1966-1962 (55-59) ----- 7%  
 1961-1957 (60-64) ----- 8%  
 1956-1947 (65-74) ----- 10%  
 1946 or earlier (75+) ----- 5%  
**(REFUSED/NA)-----13%**

D. How do you describe your gender?

Man -----47 %  
 Woman -----50 %  
 Nonbinary ----- 1 %  
 Something else (SPECIFY)----- 0 %  
 (DON'T READ) Rather not say ----- 2 %

E. What was the last level of school you completed?

High school graduate or less -----27 %  
 Vocational/technical school ----- 6 %  
 Some college, no degree-----33 %  
 Associate degree -----13 %  
 Four-year college or  
 bachelor's degree -----13 %  
 Graduate school or advanced degree ---- 7 %  
 (DON'T READ) Rather not say ----- 2 %

F. With which racial or ethnic group do you identify yourself? **(READ LIST; ACCEPT MULTIPLE RESPONSES)**

Hispanic or Latino -----36 %  
 White or Caucasian-----25 %  
 Black or African American -----12 %  
 Afghan ----- 0 %  
 Middle Eastern ----- 1 %  
 Asian or Pacific Islander -----21 %  
 American Indian or Alaska Native----- 1 %  
 Multiracial (SPECIFY \_\_\_\_\_) ----- 4 %  
 Other (SPECIFY \_\_\_\_\_) ----- 1 %  
 (DON'T READ) Rather not say ----- 6 %

(ASK ONLY IF ASIAN/PACIFIC ISLANDER – CODE 6 – IN QF); n=188

G. More specifically, would you say that you are: (READ LIST)

Chinese -----	14%
Filipino -----	31%
Indian -----	17%
Central Asian -----	1%
Japanese -----	5%
Korean -----	0%
Vietnamese -----	12%
Samoa -----	2%
Tongan -----	1%
Guamanian or Chamorro -----	1%
Other Pacific Islander -----	6%
Multiracial -----	3%
Other (SPECIFY _____) -----	4%
(DON'T READ) Rather not say -----	4%

(RESUME ASKING ALL RESPONDENTS)

H. Are you registered to vote in Hayward?

Yes -----	94%
No -----	3%
(DON'T READ) Rather not say -----	3%

**NEXT, I WOULD LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT LIFE IN HAYWARD.**

1. First, 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?)

	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2019</u>	<u>2021</u>
<b>TOTAL SATISFIED</b> -----	<b>76%</b>	<b>79%</b>	<b>80%</b>	<b>85%</b>	<b>76%</b>	<b>75%</b>	<b>68%</b>
Very satisfied -----	30%	37%	42%	49%	27%	25%	24%
Somewhat satisfied -----	46%	42%	38%	37%	49%	50%	43%
<b>TOTAL DISSATISFIED</b> -----	<b>23%</b>	<b>21%</b>	<b>20%</b>	<b>14%</b>	<b>24%</b>	<b>22%</b>	<b>31%</b>
Somewhat dissatisfied -----	16%	11%	12%	9%	16%	15%	18%
Very dissatisfied -----	7%	10%	8%	5%	7%	7%	12%
(DON'T READ) DK/NA -----	1%	1%	1%	1%	3%	3%	2%

2. 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?)**

	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2019</u>	<u>2021</u>
<b>TOTAL SATISFIED</b> -----	<b>71%</b>	<b>73%</b>	<b>70%</b>	<b>77%</b>	<b>62%</b>	<b>60%</b>	<b>56%</b>
Very satisfied -----	26%	28%	33%	35%	19%	18%	21%
Somewhat satisfied -----	45%	45%	37%	42%	43%	43%	35%
 <b>TOTAL DISSATISFIED</b> -----	 <b>16%</b>	 <b>21%</b>	 <b>22%</b>	 <b>17%</b>	 <b>28%</b>	 <b>21%</b>	 <b>34%</b>
Somewhat dissatisfied -----	10%	12%	15%	10%	17%	13%	20%
Very dissatisfied -----	6%	9%	7%	7%	11%	7%	14%
 <b>(DON'T READ) DK/NA</b> -----	 <b>9%</b>	 <b>6%</b>	 <b>8%</b>	 <b>6%</b>	 <b>10%</b>	 <b>19%</b>	 <b>10%</b>

3. 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>VERY</u>	<u>SMWT</u>	<u>NT TOO</u>	<u>(DK/NA)</u>	<u>EXT/</u>
	<u>SER</u>	<u>SER</u>	<u>SER</u>	<u>SER</u>		<u>VERY</u>
	<u>PROB</u>	<u>PROB</u>	<u>PROB</u>	<u>PROB</u>		
[ ]a. Homelessness						
2021 -----	43%	28%	18%	8%	3%	70%
2019 -----	29%	31%	29%	10%	2%	60%
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]b. Waste in City government						
2021 -----	20%	18%	23%	18%	21%	38%
2019 -----	13%	12%	29%	22%	24%	25%
[ ]c. Potholes and street maintenance						
2021 -----	28%	24%	27%	18%	2%	52%
2019 -----	24%	26%	30%	18%	1%	50%
[ ]d. Traffic congestion on local streets and roads						
2021 -----	32%	28%	22%	16%	2%	60%
2019 -----	27%	30%	27%	15%	1%	57%
[ ]e. Too much growth and development						
2021 -----	19%	14%	22%	38%	7%	33%
2019 -----	6%	14%	27%	44%	8%	20%
[ ]f. The cost of housing						
2021 -----	45%	21%	19%	11%	5%	65%
2019 -----	28%	31%	27%	10%	2%	60%
[ ]g. A lack of entertainment and cultural options						
2021 -----	16%	16%	24%	35%	9%	32%
2019 -----	8%	18%	33%	36%	5%	26%
[ ]h. Litter and graffiti						
2021 -----	22%	26%	27%	22%	3%	48%
2019 -----	12%	21%	44%	21%	2%	33%
[ ]i. Too many vacant properties and storefronts						
2021 -----	18%	22%	27%	26%	8%	40%
2019 -----	13%	22%	34%	27%	4%	35%

		<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NT TOO SER PROB</u>	<u>(DK/NA)</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE B ONLY)</b>							
[ j].	Inefficiency in local government						
	2021 -----	20%	28%	20%	15%	18%	47%
	2019 -----	14%	16%	33%	16%	21%	30%
[ k].	The amount people pay in local taxes						
	2021 -----	29%	25%	19%	18%	10%	54%
	2019 -----	19%	21%	31%	18%	11%	40%
[ l].	Crime, in general						
	2021 -----	28%	30%	27%	12%	3%	58%
	2019 -----	17%	33%	34%	13%	3%	49%
[ m].	Traffic congestion on local freeways						
	2021 -----	36%	34%	18%	8%	4%	70%
	2019 -----	43%	33%	19%	5%	0%	76%
[ n].	Jobs and unemployment						
	2021 -----	19%	26%	21%	17%	16%	46%
	2019 -----	11%	17%	33%	15%	24%	28%
[ o].	The quality of public education						
	2021 -----	32%	24%	18%	10%	16%	56%
	2019 -----	30%	23%	16%	15%	16%	53%
[ p].	A lack of parks and recreation options						
	2021 -----	12%	19%	23%	40%	5%	31%
	2019 -----	12%	13%	23%	47%	5%	24%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO ASK YOU ABOUT SOME OF THE SERVICES AND PROGRAMS HAYWARD'S CITY GOVERNMENT PROVIDES TO ITS RESIDENTS.**

4. First, in your opinion, what is the most important thing the City of Hayward can do to improve City services for the people who live and/or work here? **(OPEN-ENDED; RECORD RESPONSES BELOW)**

Address homelessness/poverty -----	15%
Road improvement/Traffic congestion-----	14%
Public safety/Reduce crime/drugs -----	12%
Better schools/education/after school programs-----	9%
Affordable housing/Lower rent -----	8%
Clean environment/Remove trash/litter-----	8%
More businesses/jobs/economy -----	7%
More law enforcement/Police patrols/Response time -----	7%
More awareness of services/Improve online service/accessibility -----	6%
Planned growth and development/parks/entertainment/shopping -----	6%
Lower taxes/Cost of living-----	4%
Listen to residents/More public input -----	4%
Hire more workers/Better job performance-----	4%
Better public transportation -----	2%
Mental health awareness/services-----	2%
Stop building residential properties-----	1%
Other-----	6%
Don't know/Refused -----	13%

5. Next, I am going to read you a list of aspects of life in the City of Hayward. After I mention each one, please tell me, in your opinion, how important each one is to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important. If you have no opinion, you can tell me that too. Here is the first one... **(RANDOMIZE)**

		<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>NO OP/</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
[ ]a.	Providing services to residents who are homeless -----	44%	32%	14%	7%	3%	76%
[ ]b.	Responding to the coronavirus pandemic -----	44%	30%	14%	8%	4%	74%

**(SPLIT SAMPLE A ONLY)**

[ ]c.	Safe neighborhoods						
	2021 -----	72%	22%	3%	2%	1%	94%
	2019 -----	59%	34%	5%	1%	1%	94%
[ ]d.	Fast emergency response						
	2021 -----	63%	29%	5%	2%	2%	91%
	2019 -----	56%	33%	6%	3%	2%	89%
[ ]e.	Safe and well-maintained streets and sidewalks						
	2021 -----	55%	31%	11%	1%	1%	87%
	2019 -----	45%	41%	12%	2%	1%	86%

		<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>NO OP/</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE A CONT.)</b>							
[ ]f.	Well-maintained street lighting						
	2021 -----	48%	37%	10%	4%	1%	85%
	2019 -----	44%	39%	14%	2%	1%	83%
[ ]g.	Revitalized older neighborhoods and business districts						
	2021 -----	40%	26%	25%	5%	5%	66%
	2019 -----	37%	33%	21%	4%	5%	70%
[ ]h.	Having adequate parking						
	2021 -----	33%	36%	21%	7%	3%	69%
	2019 -----	30%	37%	24%	8%	1%	66%
[ ]i.	A clean, well-maintained city						
	2021 -----	56%	34%	6%	2%	1%	90%
	2019 -----	48%	37%	12%	1%	1%	85%
[ ]j.	Speedy review of development applications						
	2021 -----	30%	30%	20%	10%	10%	60%
	2019 -----	19%	30%	30%	11%	10%	49%
[ ]k.	Prompt removal of graffiti						
	2021 -----	29%	29%	25%	14%	3%	58%
	2019 -----	26%	28%	31%	13%	3%	53%
[ ]l.	Steady arrival of new businesses in the city						
	2021 -----	28%	31%	28%	8%	5%	59%
	2019 -----	22%	38%	29%	8%	3%	60%
[ ]m.	Good availability of local jobs						
	2021 -----	43%	37%	11%	4%	5%	80%
	2019 -----	36%	44%	11%	4%	6%	80%
[ ]n.	Affordable rental properties						
	2021 -----	43%	32%	15%	7%	3%	75%
	2019 -----	50%	29%	10%	6%	4%	80%
[ ]o.	Safe and well-maintained City infrastructure						
	2021 -----	50%	33%	11%	3%	3%	83%
	2019 -----	39%	45%	12%	3%	2%	84%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]p.	Effective police protection						
	2021 -----	55%	29%	10%	4%	2%	84%
	2019 -----	54%	36%	7%	1%	2%	90%
[ ]q.	Minimal numbers of stray animals						
	2021 -----	20%	28%	26%	19%	6%	48%
	2019 -----	23%	29%	22%	18%	8%	52%
[ ]r.	Smooth and efficient traffic movement						
	2021 -----	42%	39%	14%	2%	2%	81%
	2019 -----	52%	34%	12%	1%	1%	86%
[ ]s.	Attractive landscaping and medians						
	2021 -----	19%	30%	35%	14%	3%	48%
	2019 -----	21%	32%	32%	14%	1%	53%
[ ]t.	A revitalized downtown area						
	2021 -----	25%	34%	24%	13%	3%	59%
	2019 -----	29%	37%	22%	9%	3%	66%

		<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>NOT</u> <u>SMWT</u> <u>IMP</u>	<u>TOO</u> <u>IMP</u>	<u>NO OP/</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(SPLIT SAMPLE B CONT.)</b>							
[ ]u.	Good library services						
	2021 -----	31%	34%	22%	10%	4%	64%
	2019 -----	31%	41%	20%	7%	2%	71%
[ ]v.	An adequate number of affordable places to live						
	2021 -----	46%	31%	15%	5%	3%	77%
	2019 -----	47%	31%	13%	6%	3%	78%
[ ]w.	Easy access to protected open space and natural areas						
	2021 -----	32%	36%	22%	8%	2%	68%
	2019 -----	33%	37%	21%	5%	5%	70%
[ ]x.	Healthy local businesses that stay in Hayward						
	2021 -----	46%	36%	11%	3%	3%	83%
	2019 -----	47%	40%	10%	2%	1%	87%
[ ]y.	Effective garbage, yard waste, and curb-side recycling						
	2021 -----	38%	40%	17%	3%	3%	77%
	2019 -----	44%	35%	18%	2%	1%	79%
[ ]z.	A strong financial base to fund City programs and services						
	2021 -----	35%	39%	18%	4%	5%	73%
	2019 -----	40%	33%	21%	2%	4%	74%
[ ]aa.	Having public art throughout the city						
	2021 -----	16%	24%	31%	26%	3%	40%
	2019 -----	20%	24%	36%	19%	2%	43%
[ ]bb.	Minimizing the number of evictions						
	2021 -----	24%	29%	23%	16%	8%	53%
	2019 -----	26%	26%	20%	11%	16%	53%
[ ]cc.	Adequate preparation for disasters, such as wildfires or earthquakes						
	2021 -----	43%	33%	16%	5%	3%	76%



**(RESUME ASKING ALL RESPONDENTS)**

6. Next, I am going to mention some services and programs the City provides. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OP /DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
[ ]a. Providing services to residents who are homeless -----	11 %	20 %	21 %	24 %	24 %	31 %	44 %
[ ]b. The City's response to the coronavirus pandemic -----	31 %	39 %	8 %	8 %	15 %	70 %	16 %
[ ]c. Police addressing crime committed against people							
2021 -----	15 %	26 %	17 %	19 %	23 %	41 %	35 %
2020* -----	15 %	30 %	13 %	9 %	33 %	45 %	22 %
[ ]d. Police addressing crime involving property damage or theft							
2021 -----	14 %	23 %	17 %	25 %	22 %	36 %	42 %
2020* -----	13 %	28 %	18 %	14 %	27 %	41 %	32 %
[ ]e. Police maintaining traffic safety							
2021 -----	19 %	33 %	17 %	18 %	13 %	52 %	35 %
2020* -----	23 %	41 %	15 %	8 %	13 %	64 %	23 %
2019 -----	20 %	40 %	13 %	10 %	16 %	60 %	23 %
2016 -----	24 %	42 %	17 %	10 %	7 %	66 %	26 %
2014 -----	47 %	32 %	9 %	6 %	6 %	79 %	15 %
2012 -----	42 %	35 %	11 %	7 %	4 %	77 %	18 %
2010 -----	48 %	34 %	9 %	6 %	4 %	82 %	15 %
2008 -----	39 %	40 %	11 %	8 %	3 %	79 %	19 %
[ ]f. Police maintaining adequate neighborhood patrolling							
2021 -----	15 %	29 %	21 %	23 %	12 %	44 %	44 %
2020* -----	14 %	35 %	23 %	15 %	12 %	50 %	38 %
2019 -----	16 %	31 %	23 %	13 %	17 %	47 %	36 %
2016 -----	17 %	43 %	19 %	13 %	8 %	60 %	32 %
2014 -----	43 %	28 %	13 %	12 %	5 %	71 %	25 %
2012 -----	37 %	28 %	18 %	14 %	4 %	65 %	32 %
2010 -----	43 %	35 %	11 %	10 %	2 %	78 %	21 %
[ ]g. Timeliness of response to police calls							
2021 -----	20 %	24 %	15 %	17 %	25 %	44 %	32 %
2020* -----	21 %	31 %	14 %	9 %	25 %	52 %	23 %
2019 -----	21 %	25 %	7 %	9 %	37 %	47 %	16 %
2016 -----	26 %	28 %	11 %	8 %	27 %	54 %	19 %
2014 -----	40 %	25 %	8 %	9 %	18 %	65 %	17 %
2012 -----	41 %	22 %	12 %	8 %	17 %	63 %	20 %
2010 -----	44 %	29 %	10 %	6 %	11 %	73 %	16 %

		<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OP /DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
<b>(SPLIT SAMPLE A ONLY)</b>								
[ ]h.	Neighborhood police patrols							
	2021 -----	17%	28%	21%	21%	13%	45%	42%
	2019 -----	14%	34%	25%	13%	13%	49%	38%
[ ]i.	Fire protection and emergency services							
	2021 -----	35%	37%	9%	2%	17%	72%	11%
	2019 -----	40%	32%	8%	1%	19%	72%	9%
[ ]j.	Street and sidewalk maintenance							
	2021 -----	19%	35%	21%	18%	6%	55%	40%
	2019 -----	16%	41%	26%	12%	5%	57%	38%
[ ]k.	Street lighting							
	2021 -----	25%	39%	18%	12%	6%	64%	30%
	2019 -----	15%	48%	27%	7%	3%	63%	34%
[ ]l.	Revitalizing older neighborhoods and business districts							
	2021 -----	17%	27%	26%	11%	19%	44%	37%
	2019 -----	11%	33%	23%	14%	19%	45%	37%
[ ]m.	Requiring expansion of existing parks or requiring new parks as part of development approval							
	2021 -----	24%	32%	16%	9%	19%	57%	25%
	2019 -----	15%	35%	19%	6%	24%	51%	25%
[ ]n.	Providing parking throughout the city							
	2021 -----	17%	43%	18%	10%	12%	60%	28%
	2019 -----	16%	45%	20%	8%	10%	61%	29%
[ ]o.	The cleanliness of Hayward							
	2021 -----	16%	33%	25%	22%	4%	49%	47%
	2019 -----	17%	46%	25%	8%	4%	63%	33%
[ ]p.	Reviewing development applications							
	2021 -----	14%	21%	13%	6%	46%	35%	19%
	2019 -----	8%	26%	9%	4%	54%	34%	13%
[ ]q.	Graffiti removal							
	2021 -----	19%	30%	19%	11%	20%	50%	30%
	2019 -----	18%	41%	18%	7%	16%	59%	25%
[ ]r.	Attracting new businesses to the city							
	2021 -----	17%	30%	16%	15%	23%	46%	31%
	2019 -----	11%	30%	25%	10%	25%	41%	34%
[ ]s.	Increasing the availability of local jobs							
	2021 -----	18%	32%	13%	8%	29%	50%	22%
	2019 -----	11%	28%	25%	6%	30%	39%	31%
[ ]t.	Regulating rent increases							
	2021 -----	14%	21%	13%	25%	27%	35%	38%
	2019 -----	8%	19%	19%	26%	28%	27%	45%

		<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>NO OP /DK/NA</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
<b>(SPLIT SAMPLE B ONLY)</b>								
[ ]u.	Police protection							
	2021 -----	15 %	37 %	17 %	18 %	13 %	52 %	35 %
	2019 -----	25 %	39 %	17 %	9 %	10 %	64 %	25 %
[ ]v.	Traffic circulation							
	2021 -----	9 %	26 %	29 %	30 %	6 %	36 %	58 %
	2019 -----	6 %	26 %	28 %	36 %	4 %	32 %	64 %
[ ]w.	Landscaping and medians in Hayward							
	2021 -----	16 %	44 %	19 %	10 %	10 %	60 %	29 %
	2019 -----	20 %	46 %	14 %	7 %	12 %	67 %	22 %
[ ]x.	Revitalizing the downtown area							
	2021 -----	15 %	42 %	20 %	11 %	12 %	57 %	31 %
	2019 -----	22 %	45 %	16 %	7 %	10 %	67 %	23 %
[ ]y.	Library services							
	2021 -----	30 %	36 %	7 %	6 %	21 %	66 %	13 %
	2019 -----	34 %	32 %	8 %	8 %	18 %	66 %	16 %
[ ]z.	Increasing the availability of affordable housing							
	2021 -----	12 %	20 %	22 %	25 %	20 %	32 %	48 %
	2019 -----	10 %	24 %	17 %	29 %	21 %	33 %	45 %
[ ]aa.	Protecting open space							
	2021 -----	15 %	42 %	18 %	10 %	16 %	56 %	27 %
	2019 -----	23 %	37 %	13 %	6 %	21 %	60 %	19 %
[ ]bb.	Retaining existing businesses							
	2021 -----	13 %	30 %	23 %	16 %	17 %	44 %	40 %
	2019 -----	13 %	32 %	17 %	8 %	29 %	45 %	25 %
[ ]cc.	Garbage, yard waste, and curb-side recycling							
	2021 -----	30 %	40 %	13 %	10 %	7 %	70 %	23 %
	2019 -----	35 %	41 %	10 %	8 %	6 %	76 %	18 %
[ ]dd.	Maintaining a strong financial base to fund City programs and services							
	2021 -----	12 %	32 %	18 %	9 %	29 %	45 %	26 %
	2019 -----	13 %	31 %	12 %	8 %	36 %	44 %	20 %
[ ]ee.	Increasing the amount of public art							
	2021 -----	18 %	39 %	12 %	7 %	25 %	56 %	18 %
	2019 -----	24 %	41 %	6 %	4 %	25 %	65 %	10 %
[ ]ff.	Protecting renters from eviction							
	2021 -----	10 %	25 %	16 %	9 %	40 %	35 %	25 %
	2019 -----	10 %	17 %	11 %	16 %	46 %	27 %	27 %
[ ]gg.	Preparing for disasters, such as wildfires or earthquakes							
	2021 -----	11 %	36 %	16 %	9 %	28 %	48 %	25 %

**(RESUME ASKING ALL RESPONDENTS)**

**NOW, I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH CITY DEPARTMENTS AND PERSONNEL.**

7. In the past 12 months, did you contact a City of Hayward department?

	<u>2019</u>	<u>2021</u>
Yes -----	29%	40%
No -----	70%	59%
<b>(DON'T READ) DK/NA -----</b>	<b>2%</b>	<b>1%</b>

**(ASK IF YES - CODE 1 - IN Q7); n=363**

8. With which City department did you have contact? **(DO NOT READ LIST, RECORD VERBATIM RESPONSE THEN CODE; ACCEPT MULTIPLE RESPONSES)**

Police-----	34%
Utilities and Environmental Services -----	10%
Street Maintenance-----	10%
Public Works -----	8%
Office of the City Manager-----	5%
Building and Safety Services/Permit Counter-----	5%
Fire -----	5%
Planning -----	3%
City Clerk -----	2%
Housing-----	2%
Human Resources-----	2%
Library Services-----	2%
Business Licensing-----	1%
Code Enforcement -----	1%
Finance -----	1%
Economic Development-----	0%
Other ( <b>SPECIFY</b> _____ )	13%
<b>(DON'T READ) DK/NA -----</b>	<b>6%</b>

9. Were you satisfied or dissatisfied with \_\_\_\_\_ the Hayward City employee or employees with whom you had contact? **(IF SATISFIED/DISSATISFIED, ASK: “Was that very or just somewhat?”)**  
**(RANDOMIZE)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>(NO OP /DK/NA)</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
[ ]a. Getting your problem resolved or question answered by							
2021 -----	34%	23%	10%	26%	7%	57%	36%
2019 -----	36%	26%	10%	24%	3%	62%	35%
[ ]b. The customer service you received from							
2021 -----	39%	27%	11%	16%	7%	66%	27%
2019 -----	43%	27%	9%	16%	5%	70%	25%
[ ]c. The courtesy of							
2021 -----	45%	28%	7%	12%	8%	73%	19%
2019 -----	51%	25%	5%	11%	7%	76%	16%
[ ]d. The timeliness of the response of							
2021 -----	40%	23%	12%	19%	6%	63%	31%
2019 -----	40%	29%	14%	14%	3%	69%	28%
[ ]e. Voicing your concerns on major community issues							
2021 -----	28%	22%	14%	15%	20%	50%	30%
2019 -----	23%	23%	8%	14%	31%	47%	22%

**(RESUME ASKING ALL RESPONDENTS)**

**MY NEXT QUESTIONS HAVE TO DO WITH PARKS AND RECREATION IN HAYWARD.**

10. In the last year, have you used any recreation services provided by the Hayward Area Recreation and Park District, or visited any parks in Hayward?

Yes ----- 65%  
 No ----- 34%  
**(DON'T READ) DK/NA ----- 1%**

**(ASK Q11 IF CODE 1 IN Q10); n=593**

11. Next, I am going to mention different aspects of parks and recreation services. I would like you to tell me how satisfied you are with the job being done by the Hayward Area Recreation and Park District in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>VERY SAT</u>	<u>SMWT SAT</u>	<u>SMWT DISSAT</u>	<u>VERY DISSAT</u>	<u>(NO OP /DK/NA)</u>	<u>TOTAL SAT</u>	<u>TOTAL DISSAT</u>
[ ]a. Providing a variety of recreation activities and classes -----	22%	29%	14%	7%	28%	51%	21%
[ ]b. Providing recreation activities and classes at times and places convenient to you-----	21%	28%	13%	6%	32%	49%	19%
[ ]c. Providing good quality recreation activities and classes -----	20%	32%	12%	7%	29%	51%	19%
[ ]d. Maintaining parks -----	33%	41%	14%	8%	4%	74%	22%
[ ]e. Maintaining recreation centers -----	24%	34%	13%	6%	22%	59%	20%
[ ]f. Providing parks and recreation activities at a reasonable price -----	25%	32%	11%	4%	28%	57%	15%

**(RESUME ASKING ALL RESPONDENTS)**

**MY NEXT QUESTIONS ARE ABOUT PUBLIC SAFETY.**

12. How safe do you feel in Hayward \_\_\_\_? Do you feel safe, unsafe, or neither safe nor unsafe? **(IF SAFE/UNSAFE, ASK: Is that very SAFE/UNSAFE or just somewhat?) (READ A FIRST, THEN RANDOMIZE)**

	<u>VERY SAFE</u>	<u>SMWT SAFE</u>	<u>(NEITH)</u>	<u>SMWT UNSAFE</u>	<u>VERY UNSAFE</u>	<u>(DK/ NO OP)</u>	<u>TOTAL SAFE</u>	<u>TOTAL UNSAFE</u>
<b>(ASK "a" FIRST)</b>								
[ ]a. In general								
2021 -----	21%	35%	18%	17%	8%	2%	56%	25%
2020* -----	16%	42%	18%	17%	6%	1%	59%	23%
2019 -----	16%	48%	15%	16%	5%	0%	64%	21%
[ ]b. Interacting with Hayward Police								
2021 -----	37%	28%	10%	6%	7%	12%	66%	12%
2020* -----	37%	26%	14%	7%	5%	10%	63%	13%

**(SPLIT SAMPLE A ONLY)**

[ ]c. Driving on Hayward streets								
2021 -----	25%	33%	11%	18%	11%	3%	57%	29%
2020* -----	24%	43%	11%	15%	5%	2%	67%	20%
2019 -----	28%	46%	8%	12%	5%	2%	73%	17%
[ ]d. Walking or playing in the park closest to your residence								
2021 -----	30%	33%	9%	13%	8%	8%	62%	21%
2020* -----	23%	36%	9%	17%	9%	5%	60%	26%
2019 -----	27%	38%	10%	13%	9%	3%	65%	22%

	<u>VERY SAFE</u>	<u>SMWT SAFE</u>	<u>(NEITH)</u>	<u>SMWT UNSAFE</u>	<u>VERY UNSAFE</u>	<u>(DK/NO OP)</u>	<u>TOTAL SAFE</u>	<u>TOTAL UNSAFE</u>
<b>(SPLIT SAMPLE B ONLY)</b>								
[ ]e. Bicycling								
2021	12%	25%	13%	12%	10%	27%	37%	22%
2020*	11%	29%	12%	15%	9%	23%	40%	25%
2019	10%	32%	13%	14%	12%	19%	42%	26%
[ ]f. Walking in your neighborhood								
2021	26%	33%	10%	18%	11%	2%	59%	29%
2020*	30%	37%	10%	15%	7%	1%	68%	22%
2019	27%	44%	10%	12%	7%	0%	71%	19%

**(ASK IF CODES 4 OR 5 – UNSAFE – IN Q12A); n=226**

13. 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, RECORD VERBATIM RESPONSE)**

More police presence/patrols	51%
Reduce crime rate/Enforce existing laws	34%
Address homelessness/encampments	26%
More streetlights/Brighter lighting/Loitering	15%
Address road and traffic safety/speeding/reckless driving	12%
Mental illness awareness/services	5%
Get rid of desolate building/graffiti/trash/blight	4%
Address police misconduct/brutality/police reform	4%
Gang activity	3%
Other	5%
Don't know/Refused	1%

**(RESUME ASKING ALL RESPONDENTS)**

14. In prior resident satisfaction surveys, community members have identified homelessness and mental health response in Hayward as a serious concern. Would you support or oppose the City establishing an annual parcel tax of **(SPLIT SAMPLE A ONLY: 79 dollars per year) (SPLIT SAMPLE B ONLY: 109 dollars per year)** on residential and commercial properties that would raise approximately **(SPLIT SAMPLE A ONLY: 3 million dollars) (SPLIT SAMPLE B ONLY: 4-point-1 million dollars)** annually to fund homelessness and mental health response projects, programs, and services? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE, or just somewhat?”)**

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
	<u>\$79/YR</u>	<u>\$109/YR</u>	
<b>TOTAL SUPPORT</b>	<b>59%</b>	<b>55%</b>	<b>57%</b>
Strongly support	32%	30%	31%
Somewhat support	27%	25%	26%
<b>TOTAL OPPOSE</b>	<b>31%</b>	<b>34%</b>	<b>32%</b>
Somewhat oppose	10%	11%	10%
Strongly oppose	26%	27%	26%
<b>(DON'T READ) DK/NA</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

15. Were you born in the United States, or another country?
- |                                   |      |
|-----------------------------------|------|
| United States-----                | 77 % |
| Another country-----              | 22 % |
| (DON'T READ) Rather not say ----- | 2 %  |
16. Do you regularly speak a language other than English at home?
- |                                   |      |
|-----------------------------------|------|
| Yes -----                         | 45 % |
| No -----                          | 52 % |
| (DON'T READ) Rather not say ----- | 3 %  |
17. Do you own your residence, rent your residence, or do you not have stable housing?
- |                                   |      |
|-----------------------------------|------|
| Own -----                         | 58 % |
| Rent -----                        | 36 % |
| No stable housing-----            | 2 %  |
| (DON'T READ) Rather not say ----- | 4 %  |
18. Have you or a close friend or family member ever experienced a period of homelessness?
- |  |      |
|--|------|
| Yes, self-----                         | 8 %  |
| Yes, friend or family member-----      | 16 % |
| Yes, both self and friend/family ----- | 5 %  |
| No -----                               | 67 % |
| (DON'T READ) Rather not say -----      | 5 %  |
19. Do you have any children under the age of 19 living at home?
- |                                   |      |
|-----------------------------------|------|
| Yes -----                         | 32 % |
| No -----                          | 65 % |
| (DON'T READ) Rather not say ----- | 3 %  |
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 2020. Was it:
- |                                   |      |
|-----------------------------------|------|
| \$30,000 a year or less-----      | 12 % |
| \$30,001 to \$60,000-----         | 14 % |
| \$60,001 to \$90,000-----         | 19 % |
| \$90,001 to \$110,000 -----       | 10 % |
| \$110,001 to \$140,000-----       | 9 %  |
| \$140,001 to \$170,000-----       | 5 %  |
| \$170,001 to \$200,000-----       | 4 %  |
| More than \$200,000-----          | 6 %  |
| (DON'T READ) Rather not say ----- | 21 % |



<b>THANK AND TERMINATE</b>
----------------------------

**LANGUAGE OF INTERVIEW:** English-----91 %  
 Spanish ----- 9 %

**MODE OF INTERVIEW:** Phone -----49 %  
 Online-----51 %

**ZIP**

94541 ----- 20 %  
 94542 ----- 11 %  
 94544 ----- 51 %  
 94545 ----- 18 %

**NEIGHBORHOOD**

Burbank -----5 %  
 Fairway Park -----6 %  
 Glen Eden-----9 %  
 Harder/Tennyson ----- 12 %  
 Hayward Highland -----6 %  
 In COH,  
 Not in Council Adopted -----5 %  
 Jackson Triangle-----7 %  
 Longwood/Winton Grove -----3 %  
 Mission Foothills -----8 %  
 Mission/Garin-----7 %  
 Mt. Eden-----5 %  
 North Hayward -----2 %  
 Santa Clara -----4 %  
 Southgate-----4 %  
 Tennyson/Alquire ----- 10 %  
 Upper B Street -----4 %  
 Whitman/Mocine -----4 %  
 Not in COH -----0 %