



Hayward Community Survey 2019

*Key Findings of a Survey of Residents
Conducted April 7-17, 2019*



OPINION
RESEARCH
& STRATEGY

Methodology

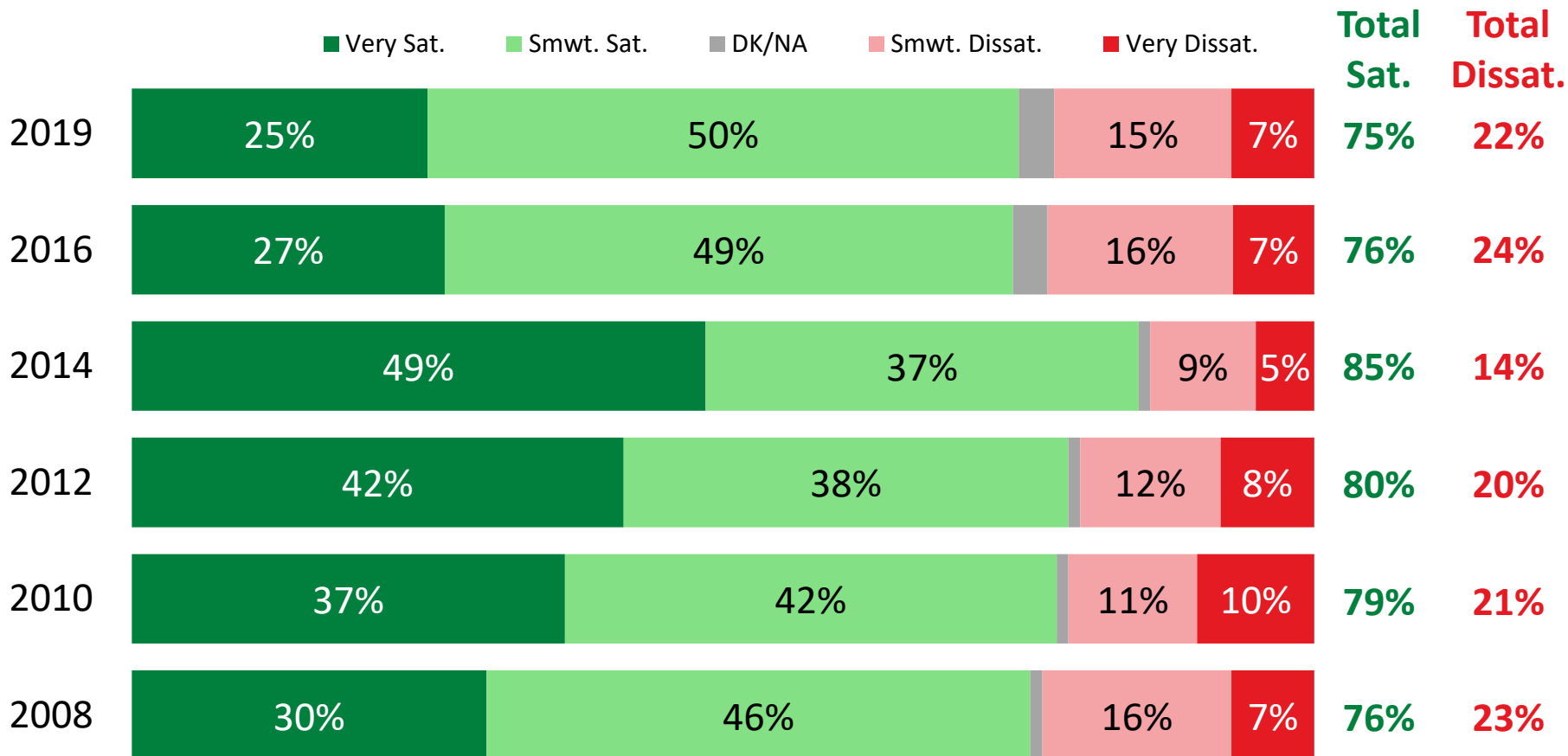
- ✓ 663 interviews with registered voters in Hayward, weighted to reflect the adult population of the city per the US Census American Community Survey
- ✓ Conducted April 7-17, 2019, online and via landline and cell phones in English and Spanish
- ✓ Margin of sampling error of +/-4.0% at the 95% confidence interval
- ✓ Due to rounding, some percentages do not add up to 100%
- ✓ Selected comparisons to prior surveys conducted by Godbe Research



Views of the Hayward Community

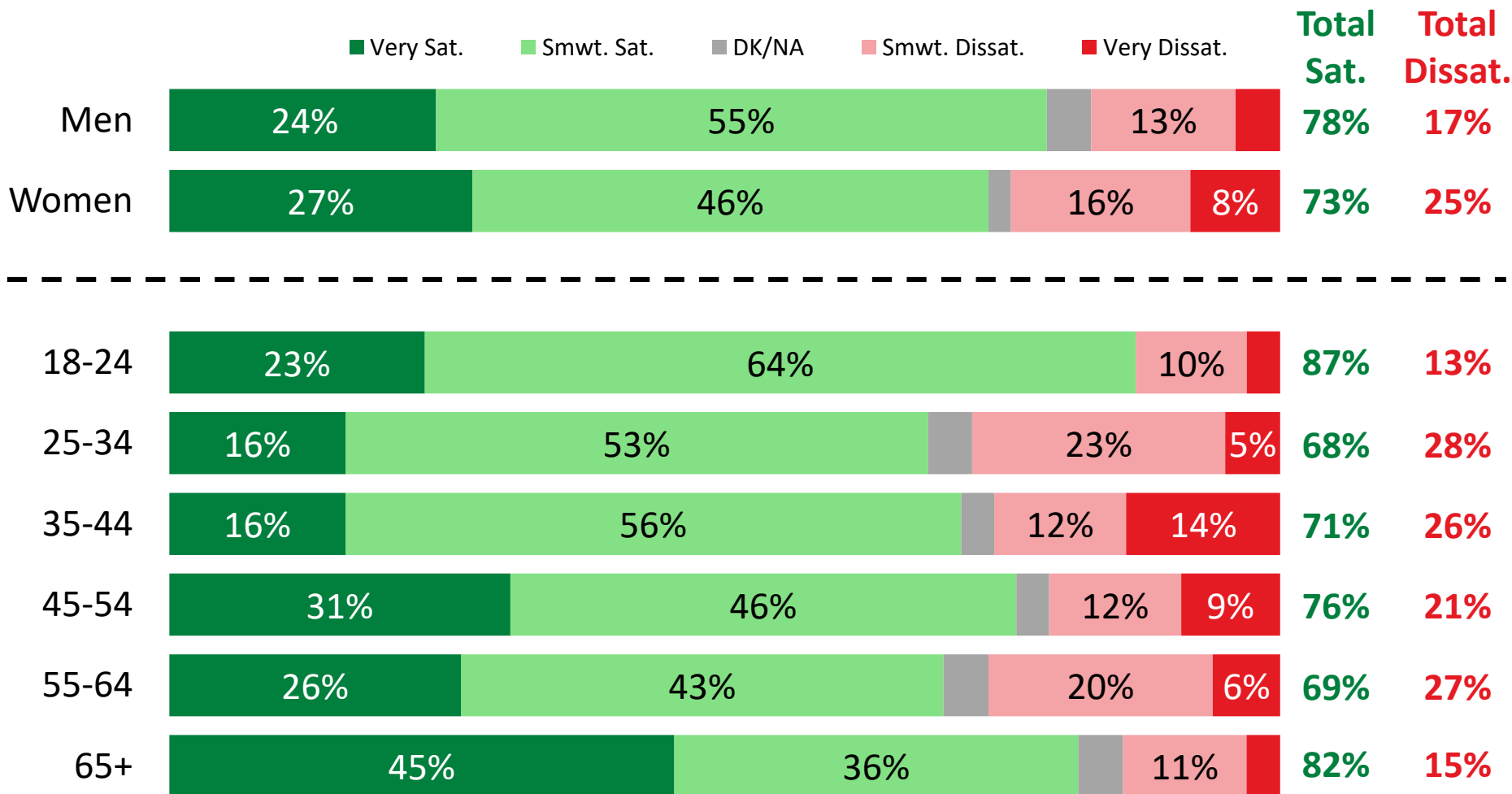
Three-quarters of Hayward residents are satisfied with quality of life, though less intensely than they were a few years ago.

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?



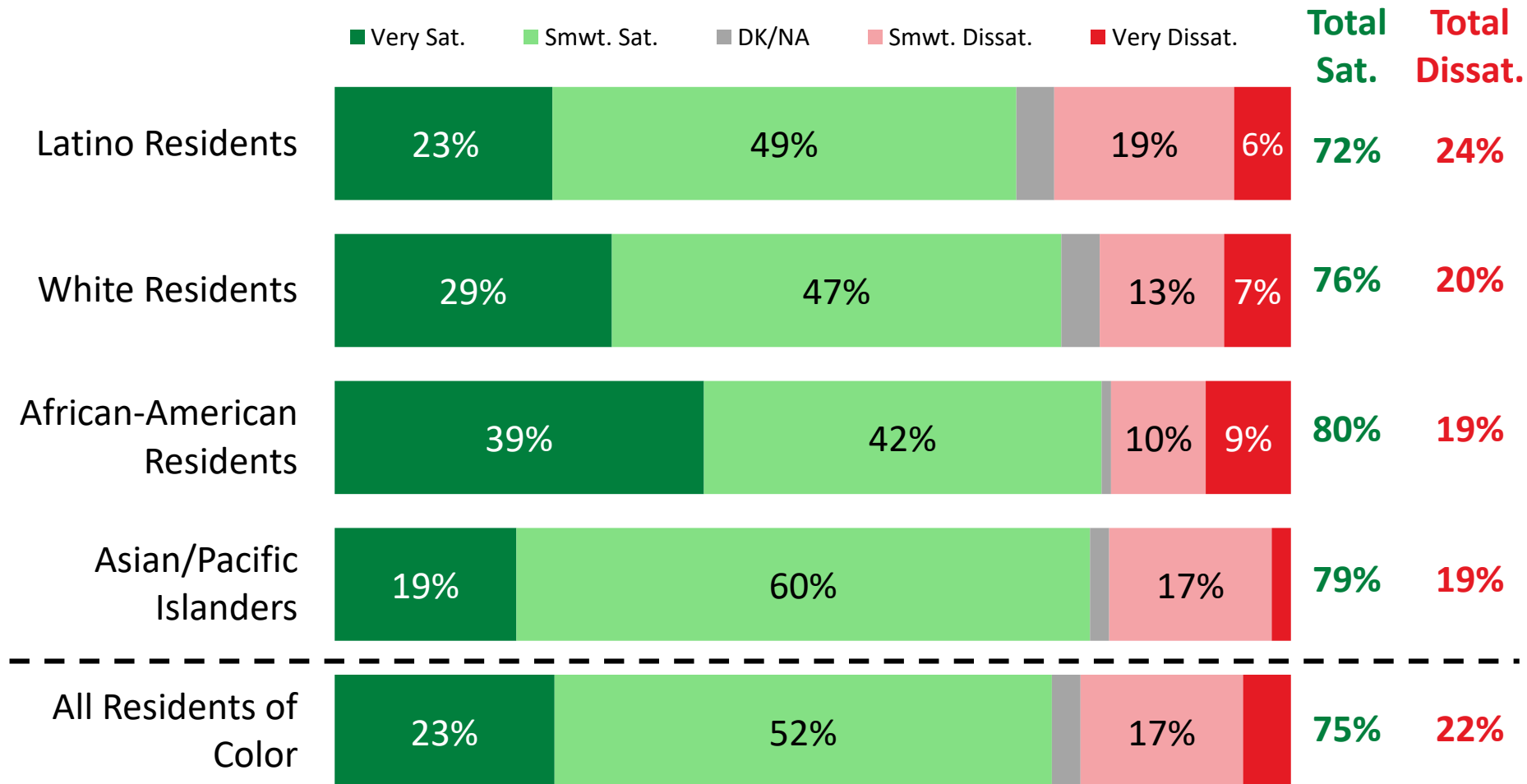
Seniors are the most likely to say they are “very satisfied” with quality of life.

Hayward Satisfaction by Gender & Age



More than seven in ten are satisfied across ethnic groups, though intensity varies.

Hayward Satisfaction by Ethnicity



Homeowners and renters are equally satisfied with quality of life.

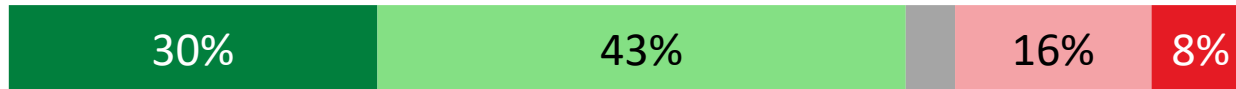
Hayward Satisfaction by Time in Hayward & Residence

Very Sat. Smwt. Sat. DK/NA Smwt. Dissat. Very Dissat.

Total Sat.
72%

Total Dissat.
24%

5 years or less



6-15 years



74%

22%

16-30 years



82%

17%

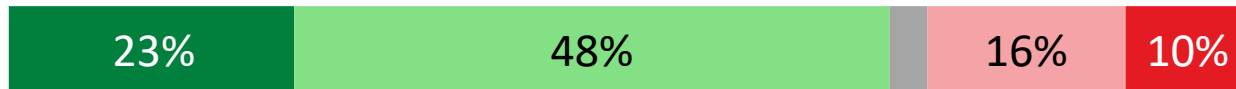
31+ years



75%

21%

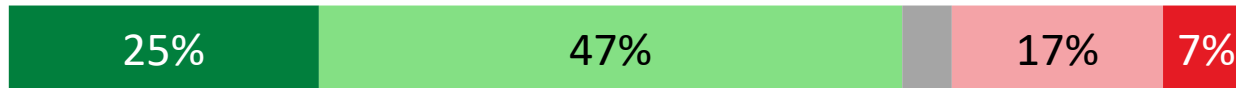
Born and raised



71%

26%

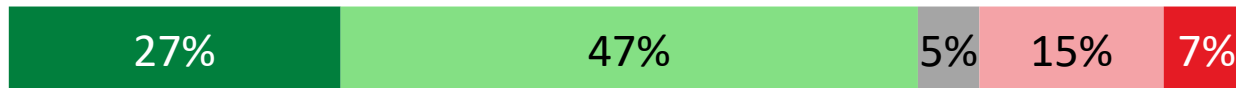
Homeowners



72%

24%

Renters



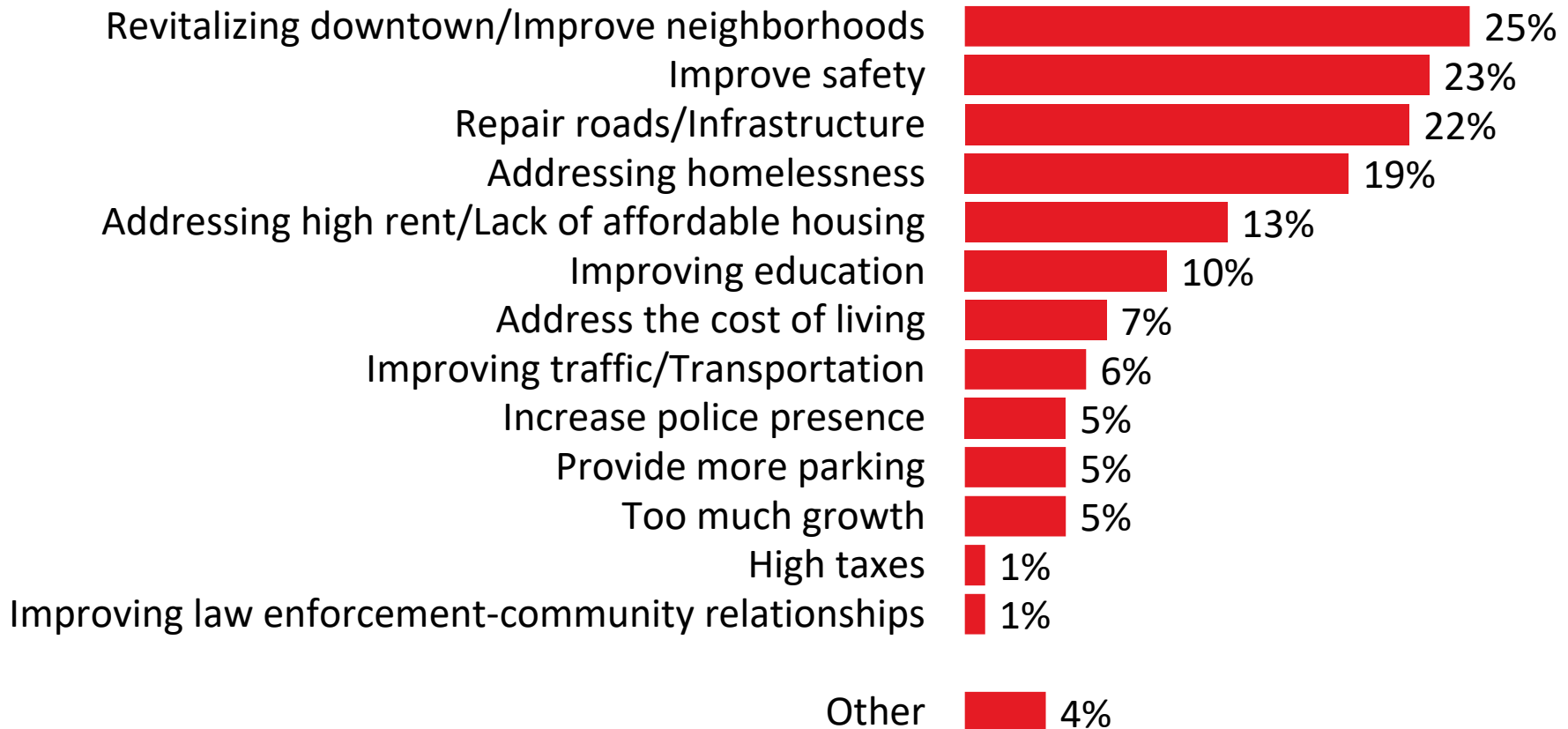
74%

23%

Those who are not satisfied with quality of life had a variety of ideas for improvement.

In a few words of your own, what is the most important change that could be made to improve quality of life in Hayward?

(Open-Ended; Asked of Those Dissatisfied Only, N=146)



Most Important Change (Verbatim Responses)

A vibrant downtown and traffic control. They are building too many high-density housing units without planning for recreation and shopping.

Better education for kids. I think we have enough police. Let's focus more on schools and education.

Areas west of the 880 seem to be ignored.

There's a lot of traffic. It used to be a small town and now it's becoming a busy city.

Increase access to healthy foods and the natural environment like parks and scenery.

More action on road quality. There are too many potholes.

Help the homeless.

Get rid of the Loop.

Just the street cleaning and making sure the environment is clean; it's just very dirty at times.

Rent control. It's so expensive I will have to leave the area soon.

Rent control.

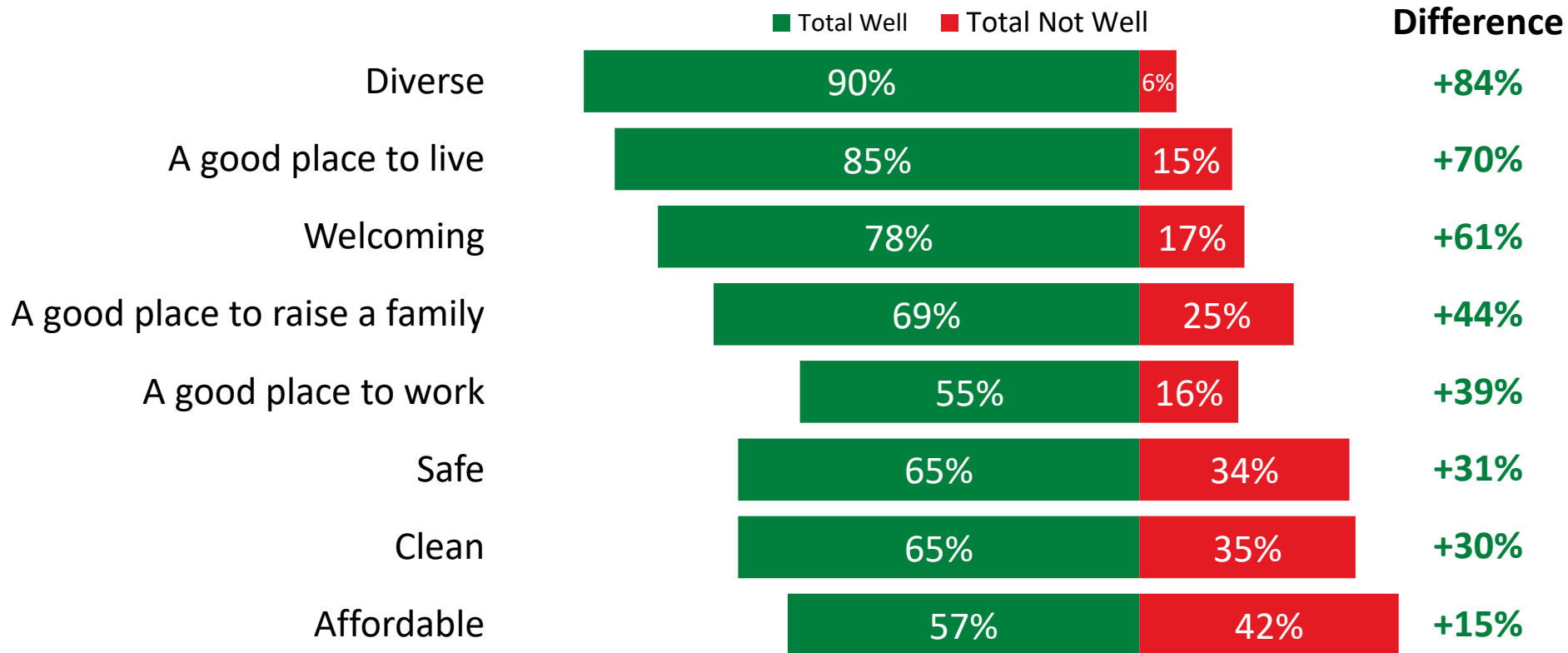
Clean streets, safer BART.

The rent is too damn high.

I have kids and I feel like education should be improved in Hayward. Clean up the streets too.

Residents broadly describe the city as “diverse,” “welcoming,” and a good place to live and raise a family.

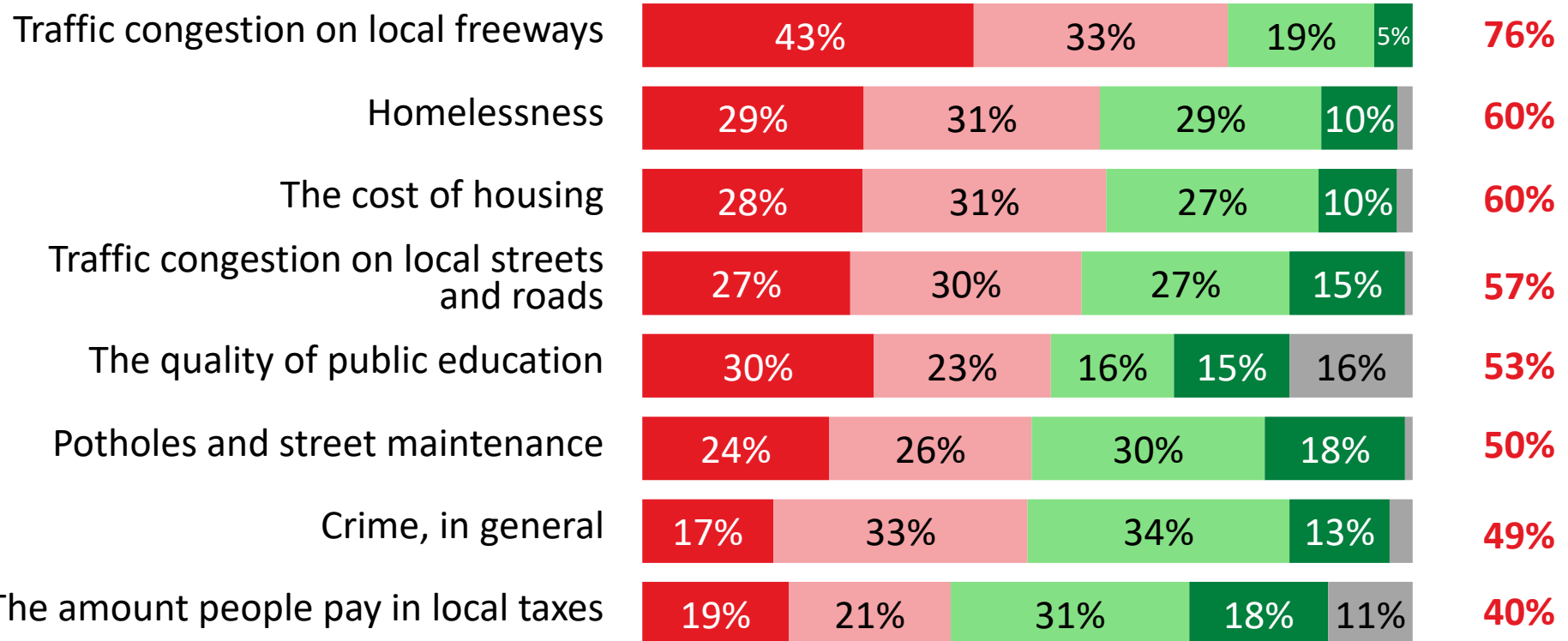
I am going to read you some words and phrases that might describe Hayward. Please tell me whether you think each of the phrases below describes Hayward very well, somewhat well, not too well, or not well at all.



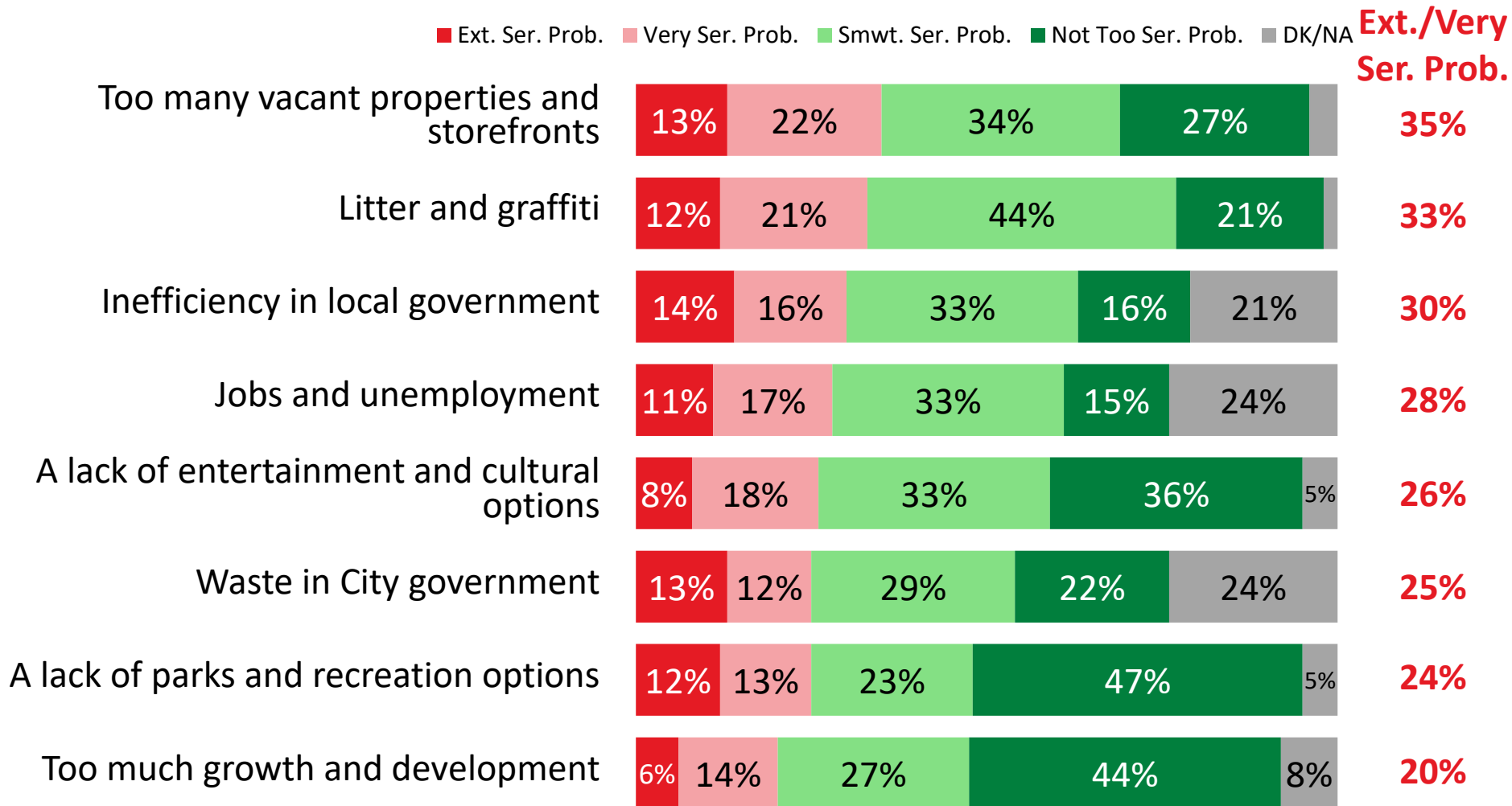
More than two in five are concerned about traffic on local freeways; homelessness and housing costs are also intense concerns.

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.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA **Ext./Very Ser. Prob.**



Very few, by contrast, are intensely worried about the rate of development.

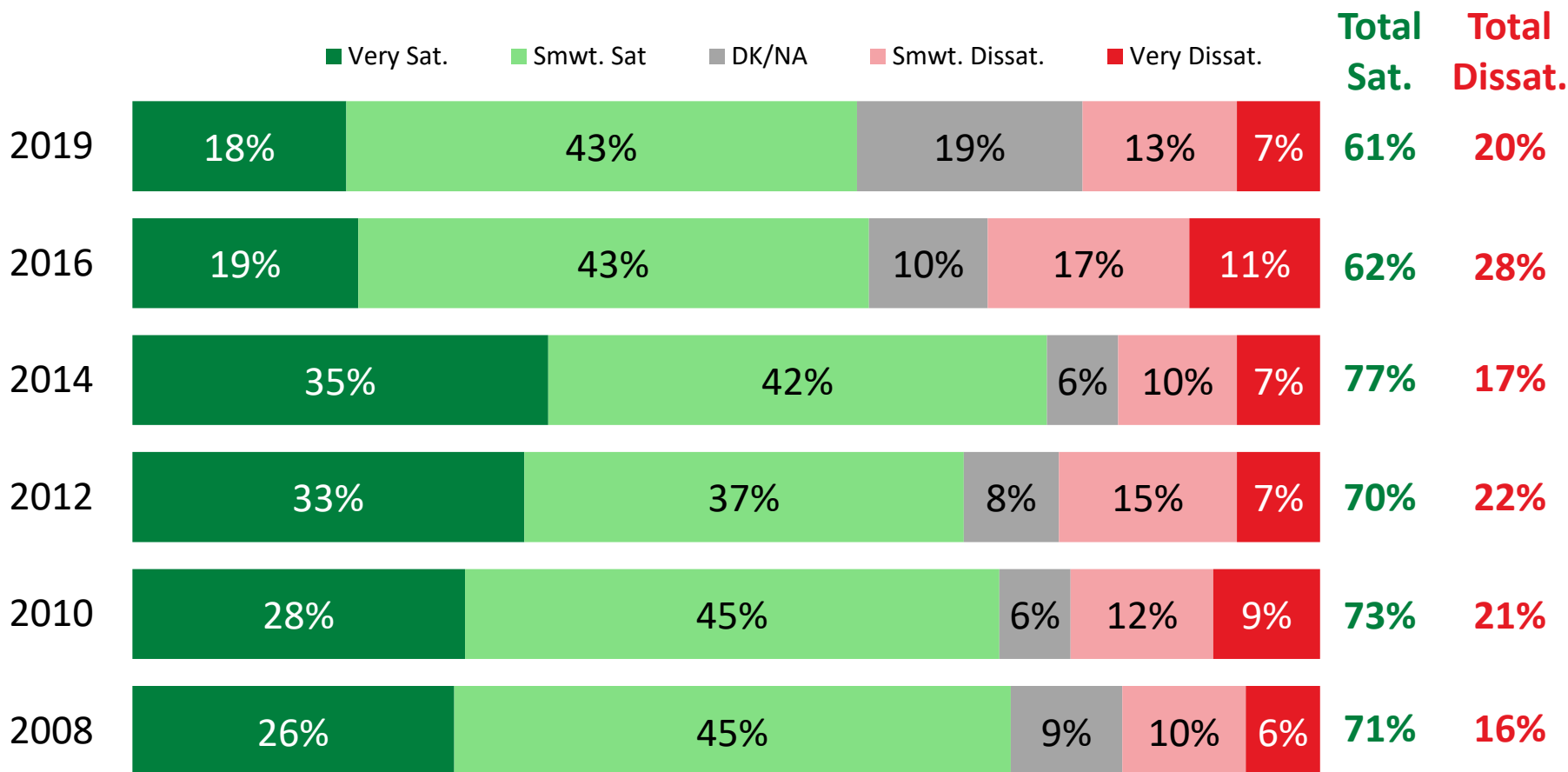




Satisfaction with City Government

Three in five are satisfied with Hayward's resident services, similar to 2016.

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



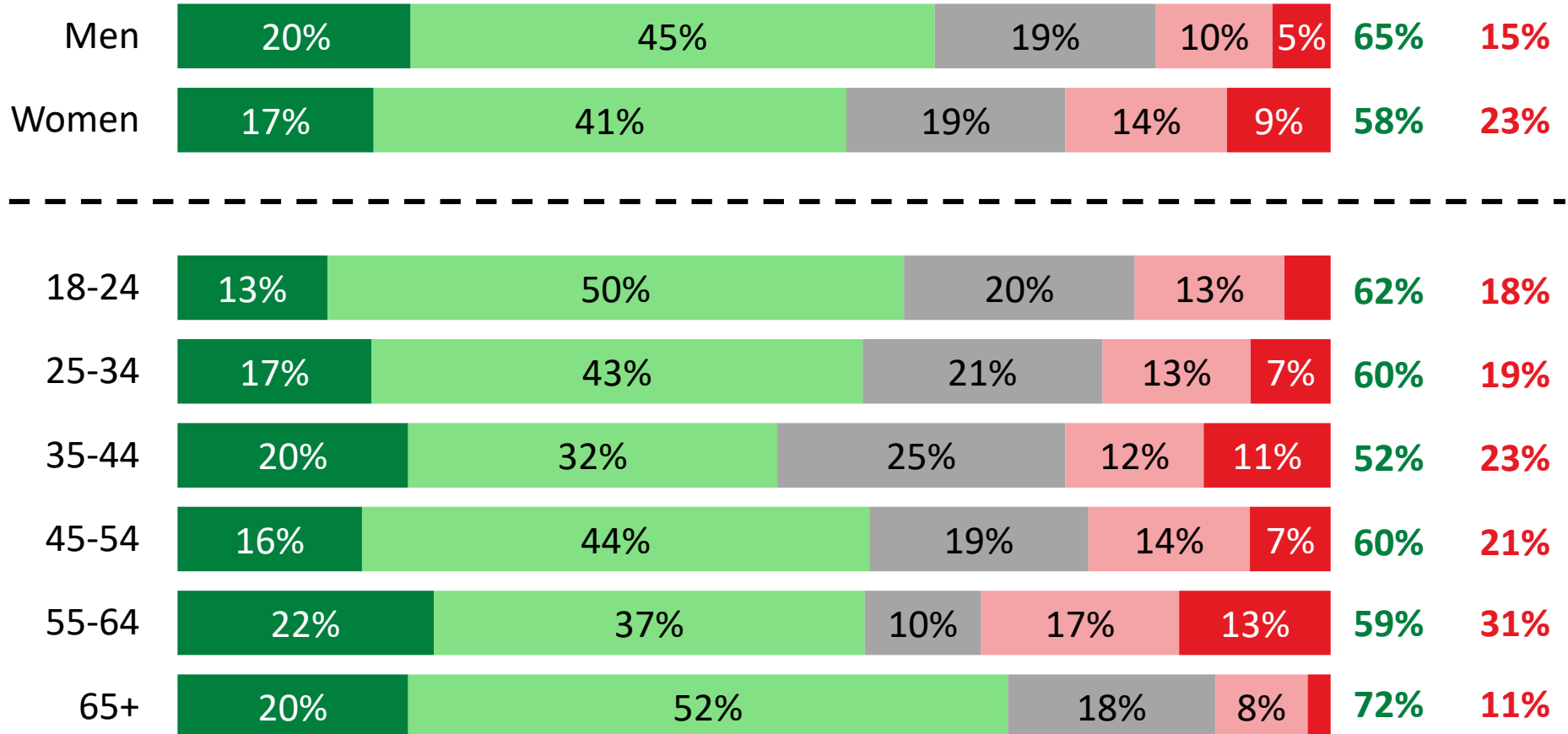
Seniors are the most satisfied of any age group overall.

Resident Services Satisfaction by Gender & Age

■ Very Sat. ■ Smwt. Sat. ■ DK/NA ■ Smwt. Dissat. ■ Very Dissat.

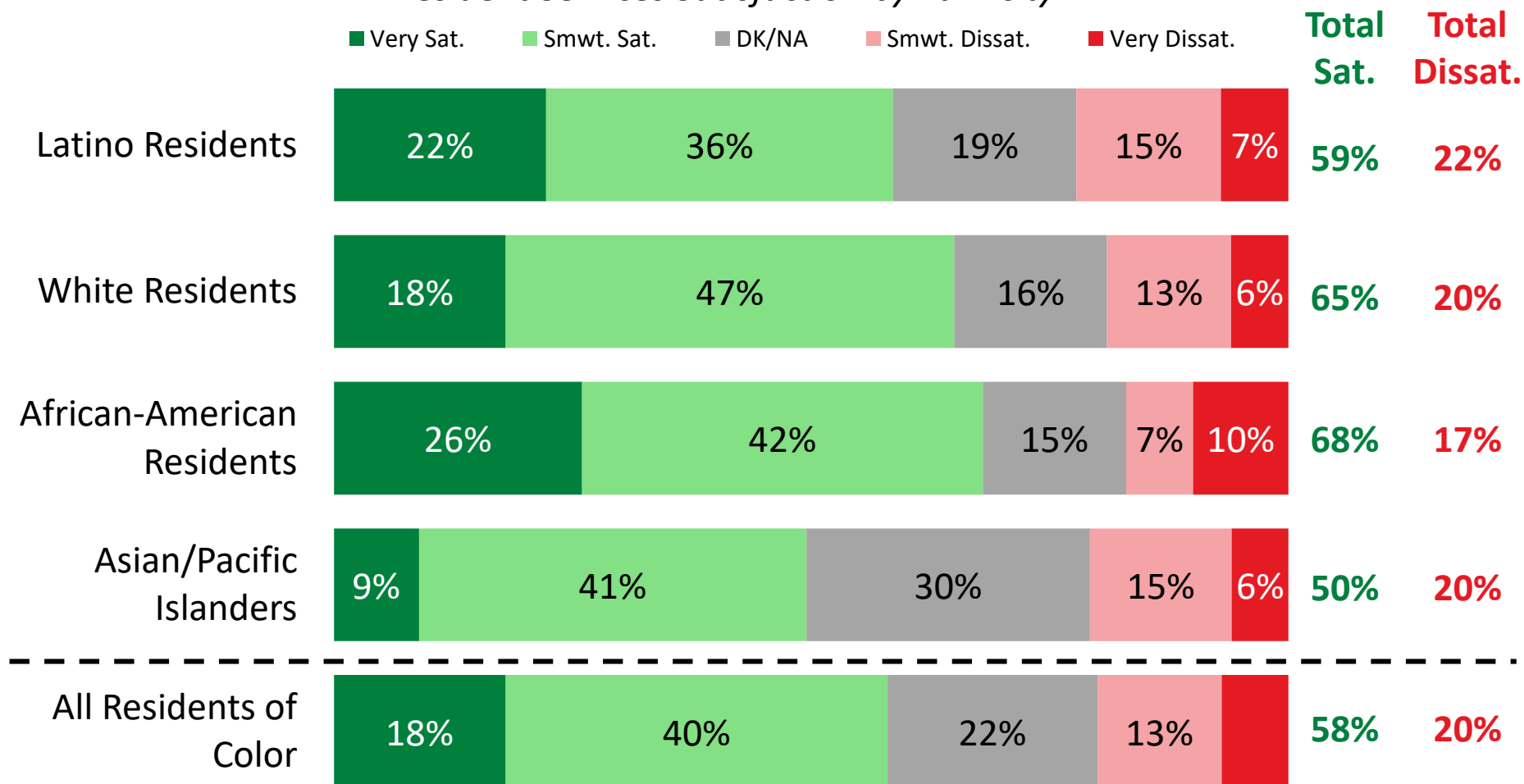
Total Sat.
65%

Total Dissat.
15%



African-American, and white residents are a bit more satisfied than Latino ones.

Resident Services Satisfaction by Ethnicity



Two-thirds of renters are satisfied, compared with a majority of homeowners.

Resident Services Satisfaction by Time in Hayward & Residence

■ Very Sat. ■ Smwt. Sat. ■ DK/NA ■ Smwt. Dissat. ■ Very Dissat.

Total Sat.
Total Dissat.

5 years or less



63%

15%

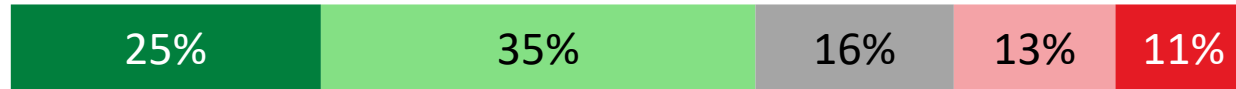
6-15 years



57%

25%

16-30 years



60%

24%

31+ years



65%

20%

Born and raised



58%

21%

Homeowners



56%

22%

Renters



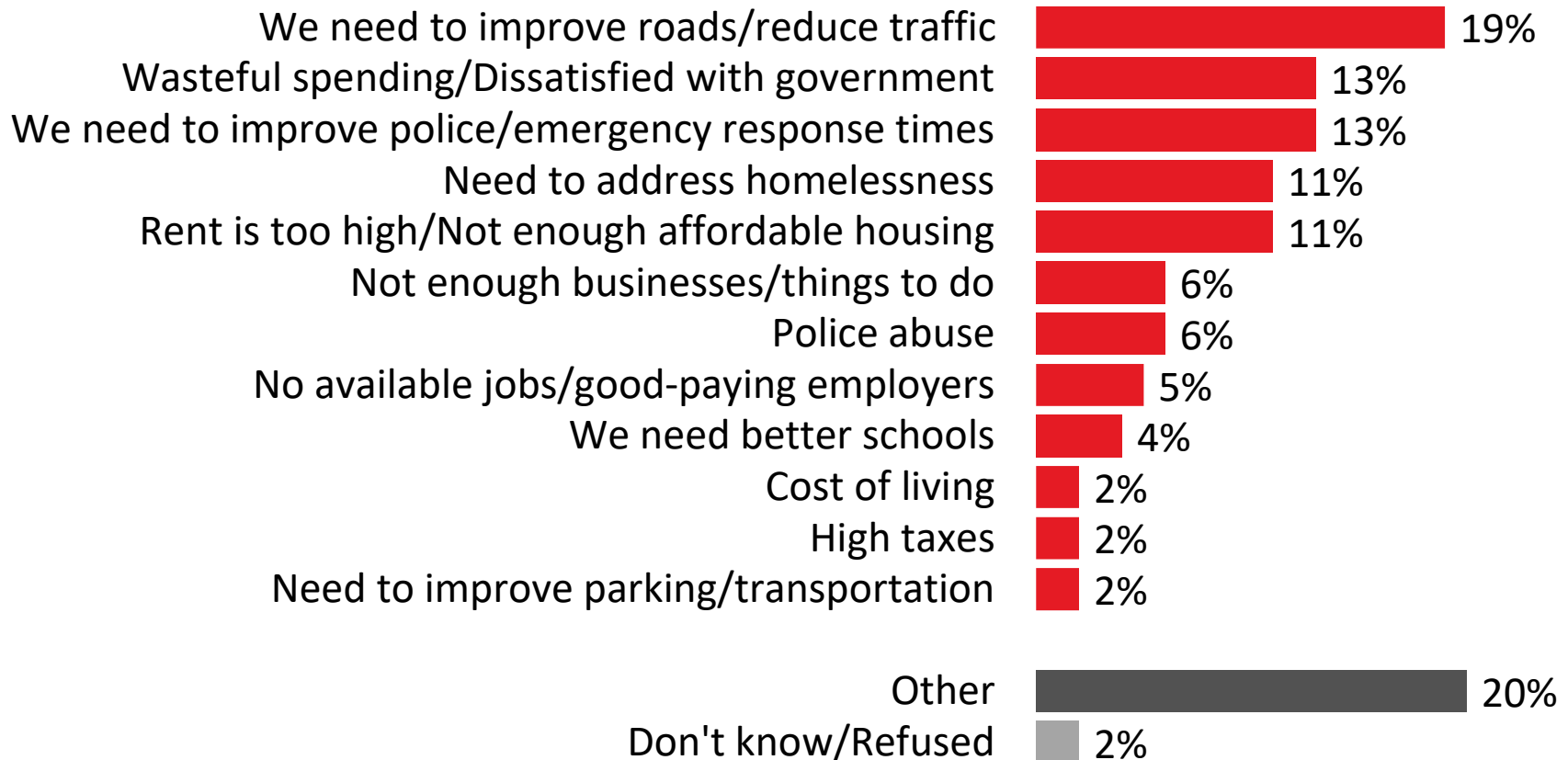
65%

18%

Those who are dissatisfied with City services want to see traffic, police, homelessness and housing costs addressed.

What makes you dissatisfied with the job the City of Hayward is doing to provide resident services?

(Open-Ended; Asked of Those Dissatisfied Only, N=135)



Reasons for Dissatisfaction with City Services

I saw the new library they're trying to build and I think it's a waste of money.

You have to commute to another town and work because the rent is too high.

The roads can't be driving more than 15 mph with knocking your teeth out. Also, the downtown area is very dangerous.

The resident services seem more targeted to wealthy areas than low-income areas.

People are on the streets because it's too expensive to live.

I don't think we have enough police patrolling. There are a lot of packages stolen, mailboxes being broken into, and stealing of cars.

Bowling alleys, a skating rink, and theaters were closed years ago and weed-covered lots remain.

There are streets that are not lighted. It's scary to walk at night in those areas.

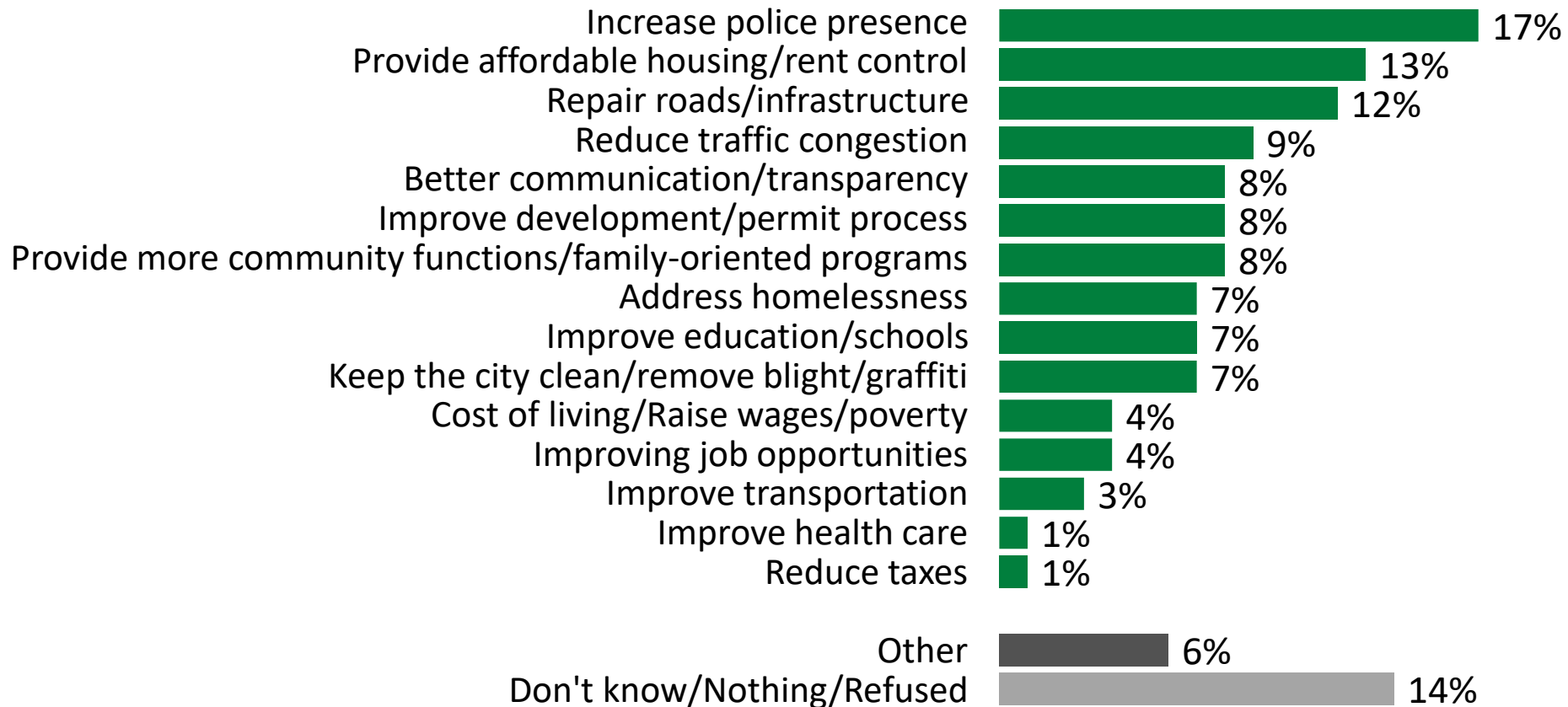
City of Hayward is not doing anything as far as rising rents for middle class. Potholes are not fixed, garbage service is not great. Rising energy and gas prices are overlooked. Common people's voice not heard.

The highest sales tax, the highest rents, and what "services" exactly are you talking about?

Police patrols and housing affordability are seen as the issues deserving the most attention from City government.

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)



Most Important Improvement (Verbatim)

Rent control, improving schools, and traffic congestion.

Match the cost of living to wages. Both go hand in hand. People are leaving Hayward because rents have skyrocketed.

Improve access for those who don't use cars. There are too many sidewalks with mud/grass at the curb, interfering with wheelchair access at bus stops.

I would say increase in police training and how to handle gangs and relate to people.

Traffic! The Hayward Loop was a horrible idea and with so much construction on new houses/condos traffic is only going to get worse!

A few years ago, repaving seemed to be a big project, but haven't seen much activity there recently. There needs to be a Pothole Elimination Team - make it a PET project.

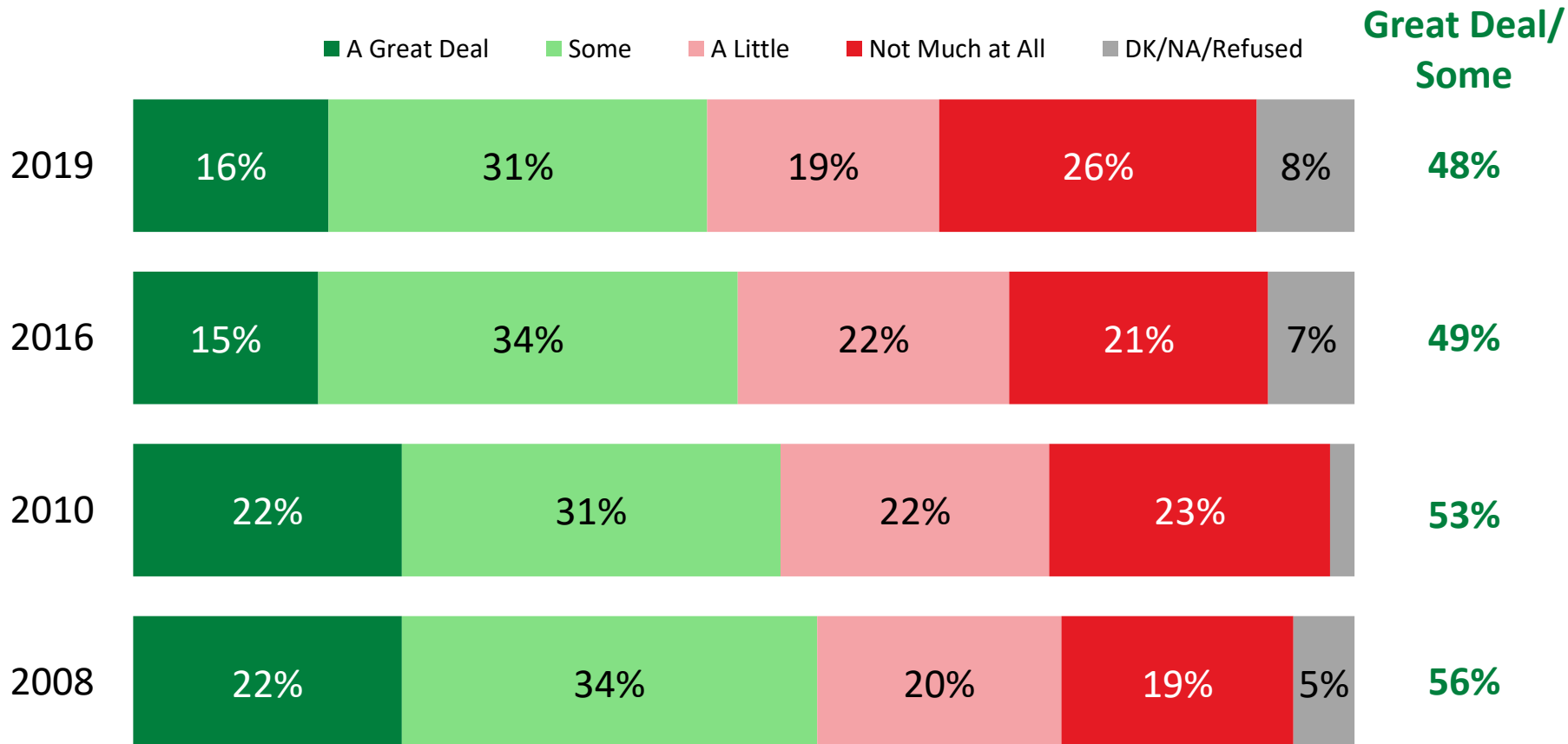
Provide more affordable housing for families and the homeless. I'm tired of seeing people sleeping in cars in my neighborhood.

Stop wasting money. They have a lot of programs.

Renegotiate the Waste Management contract. I'm paying \$70, while San Lorenzo is paying around \$26. Seems like someone is lining their pockets.

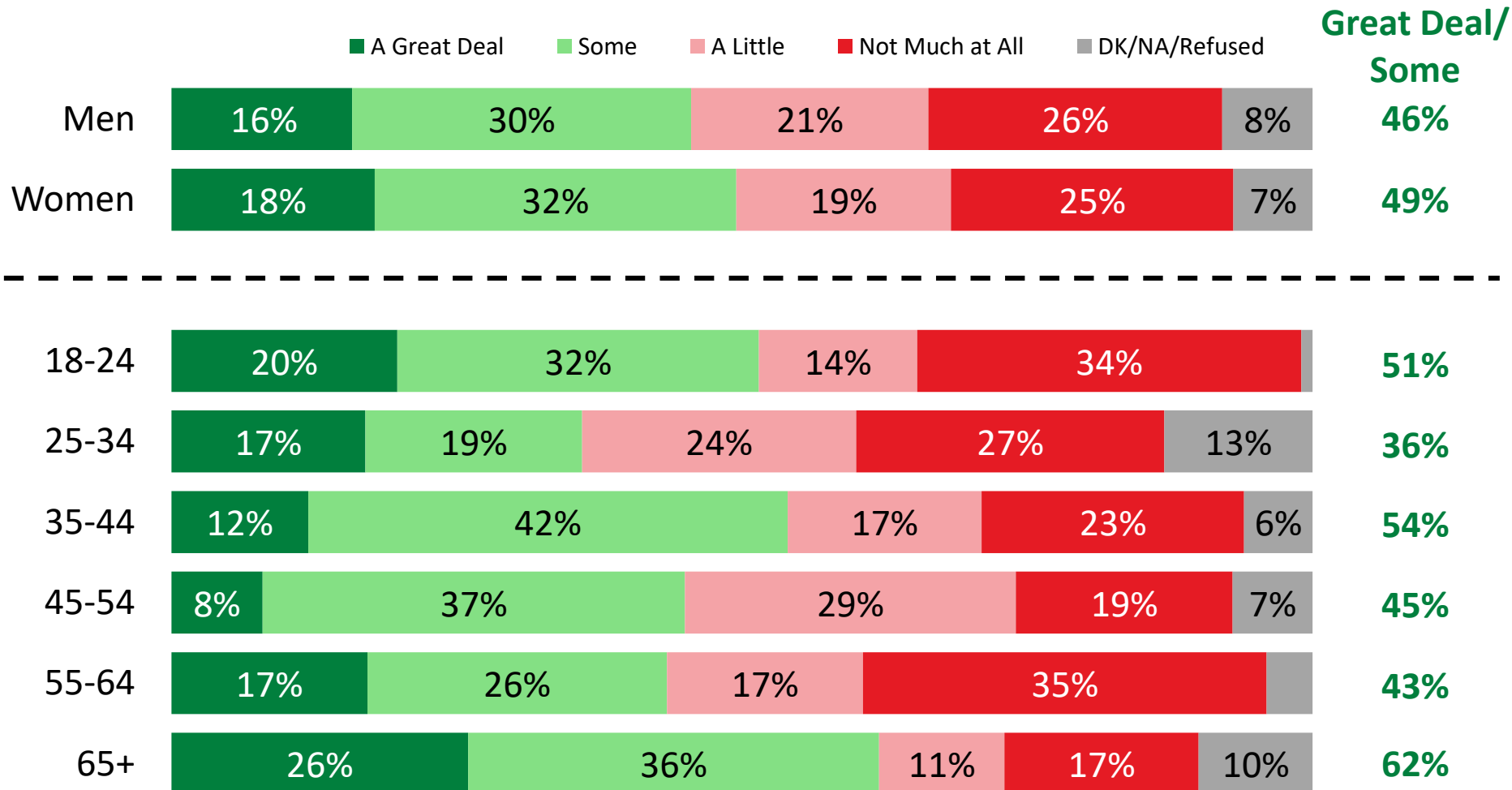
A declining share feel they have the opportunity to voice their concerns about major community issues.

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?



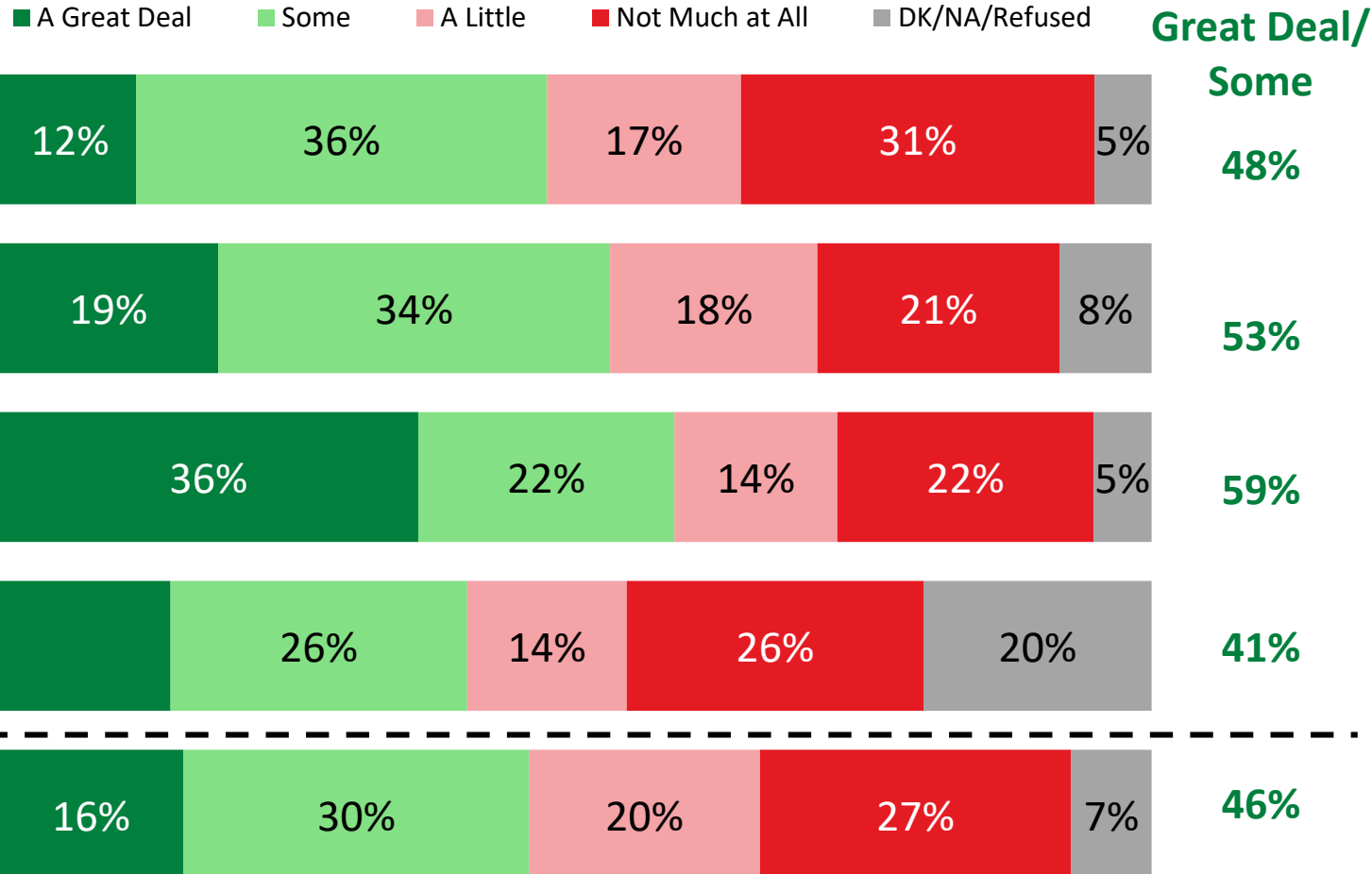
Seniors and younger residents are more likely than others to say they had this chance.

Opportunity to Voice Concerns By Gender & Age



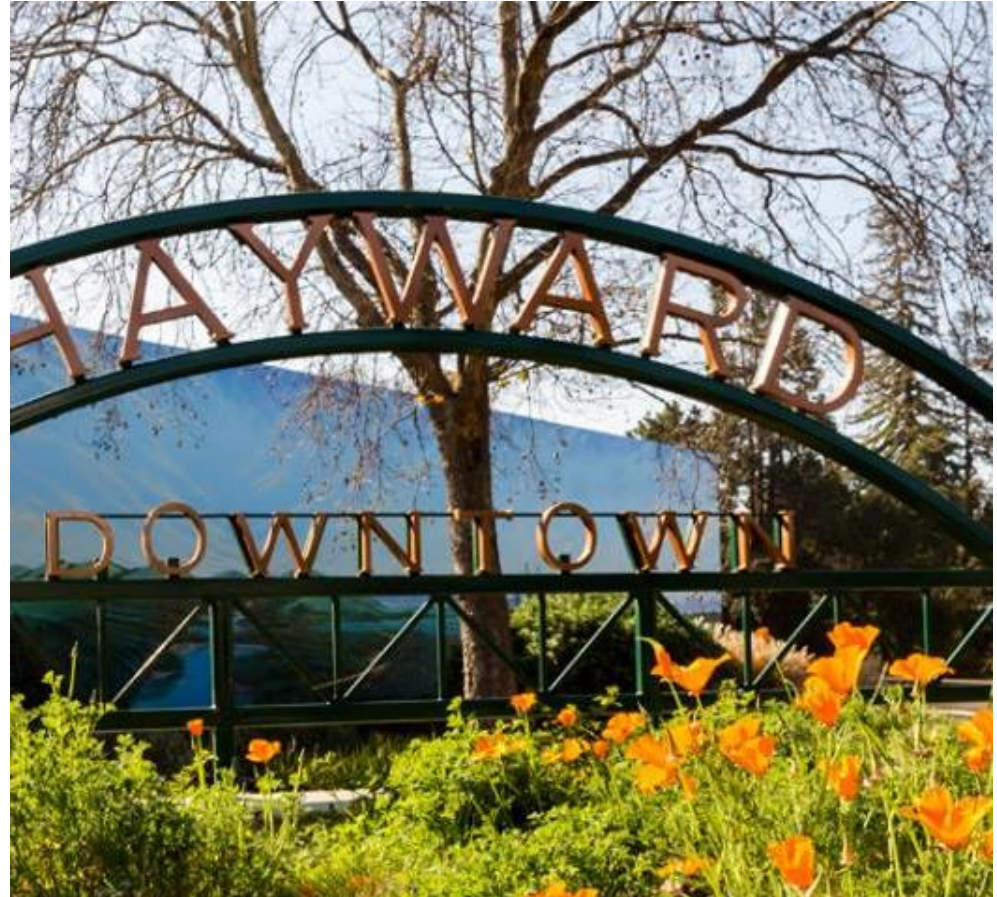
African-American residents are more likely than others to say they have an opportunity to voice their concerns.

Opportunity to Voice Concerns By Ethnicity



Assessing City Services

- Respondents were asked to rate the importance of 28 aspects of local life: is it extremely, very, somewhat or not too important to making Hayward a good place to live?
- Then they were asked whether they were satisfied or dissatisfied with the a list of 26 services and programs that largely corresponded with these aspects.
- We also looked at the interaction of importance and satisfaction levels to show areas of strength and areas for improvement.

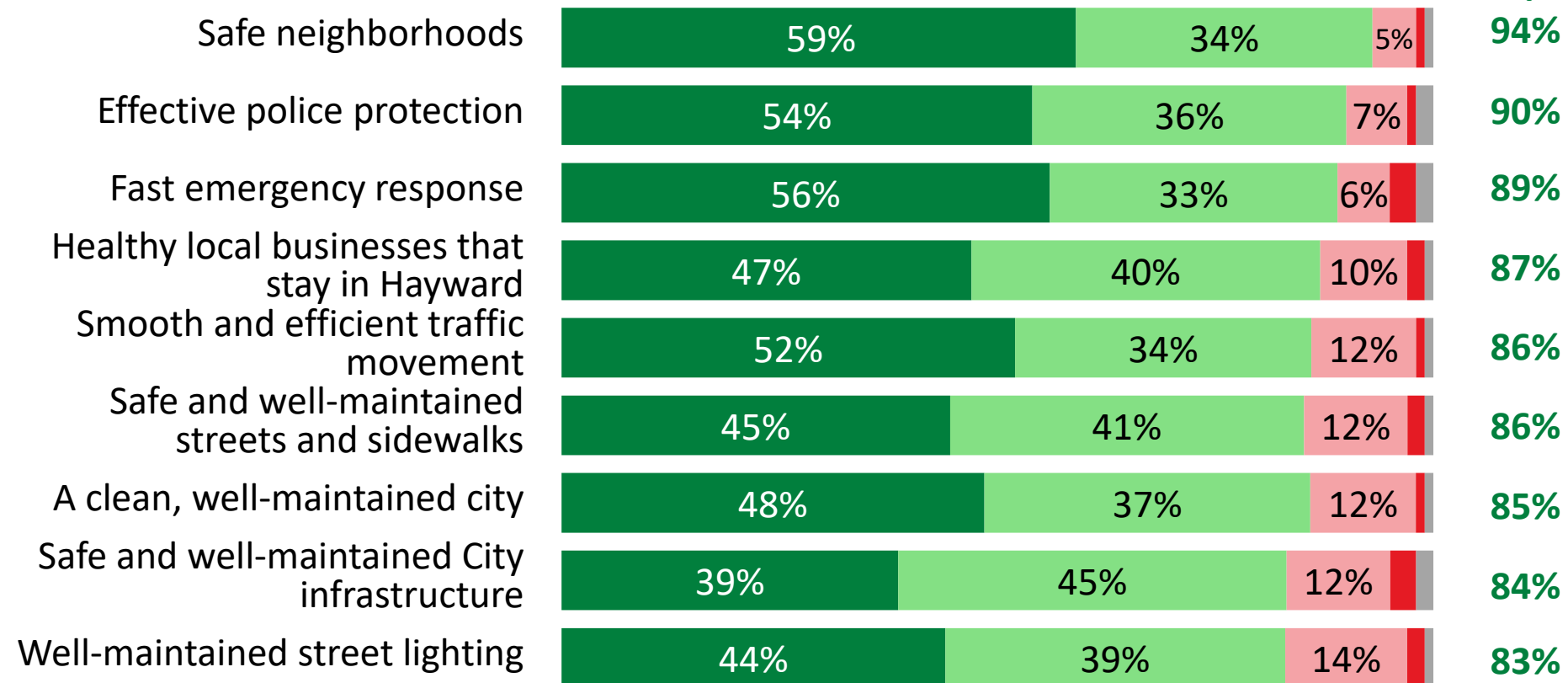


Broadly, the most important aspect of life for residents is safety.

I am going to read you a list of aspects of life in the City of Hayward. 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.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./DK/NA

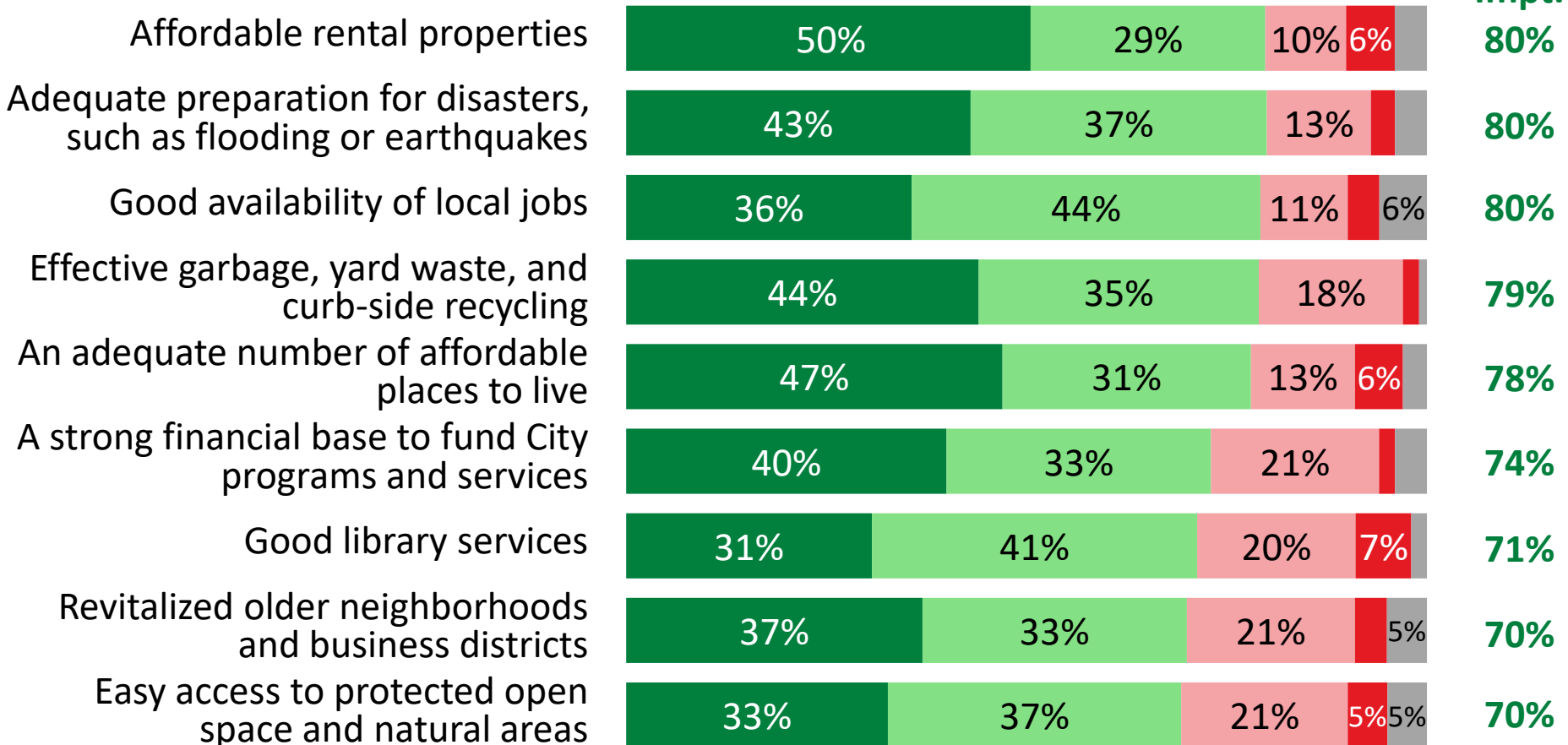
**Ext./Very
Impt.**



Affordable rent, disaster preparedness and job quality are also ranked highly.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./DK/NA

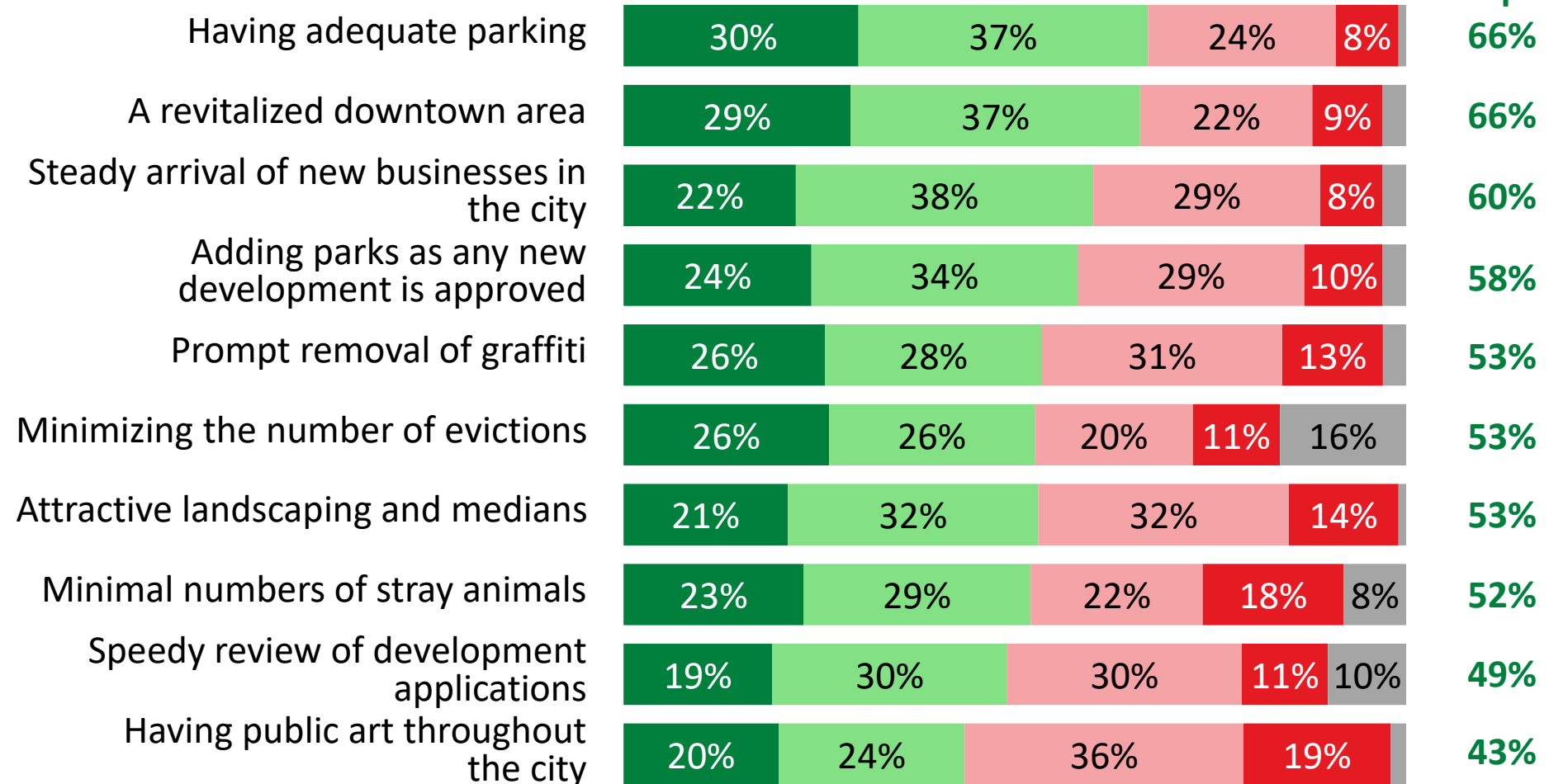
Ext./Very
Impt.
80%



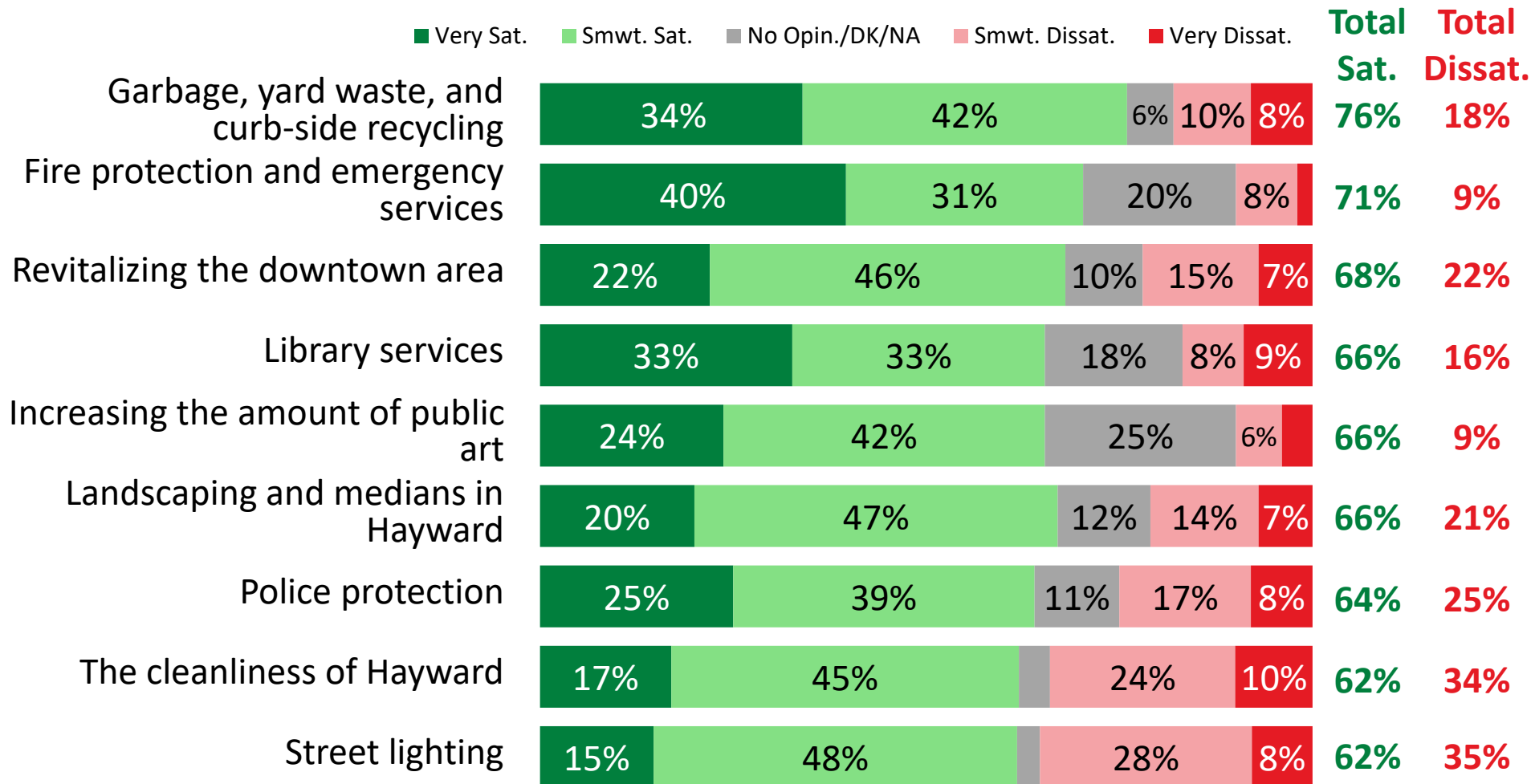
Relatively less-important aspects have to do with public art and landscaping.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./DK/NA

Ext./Very
Impt.



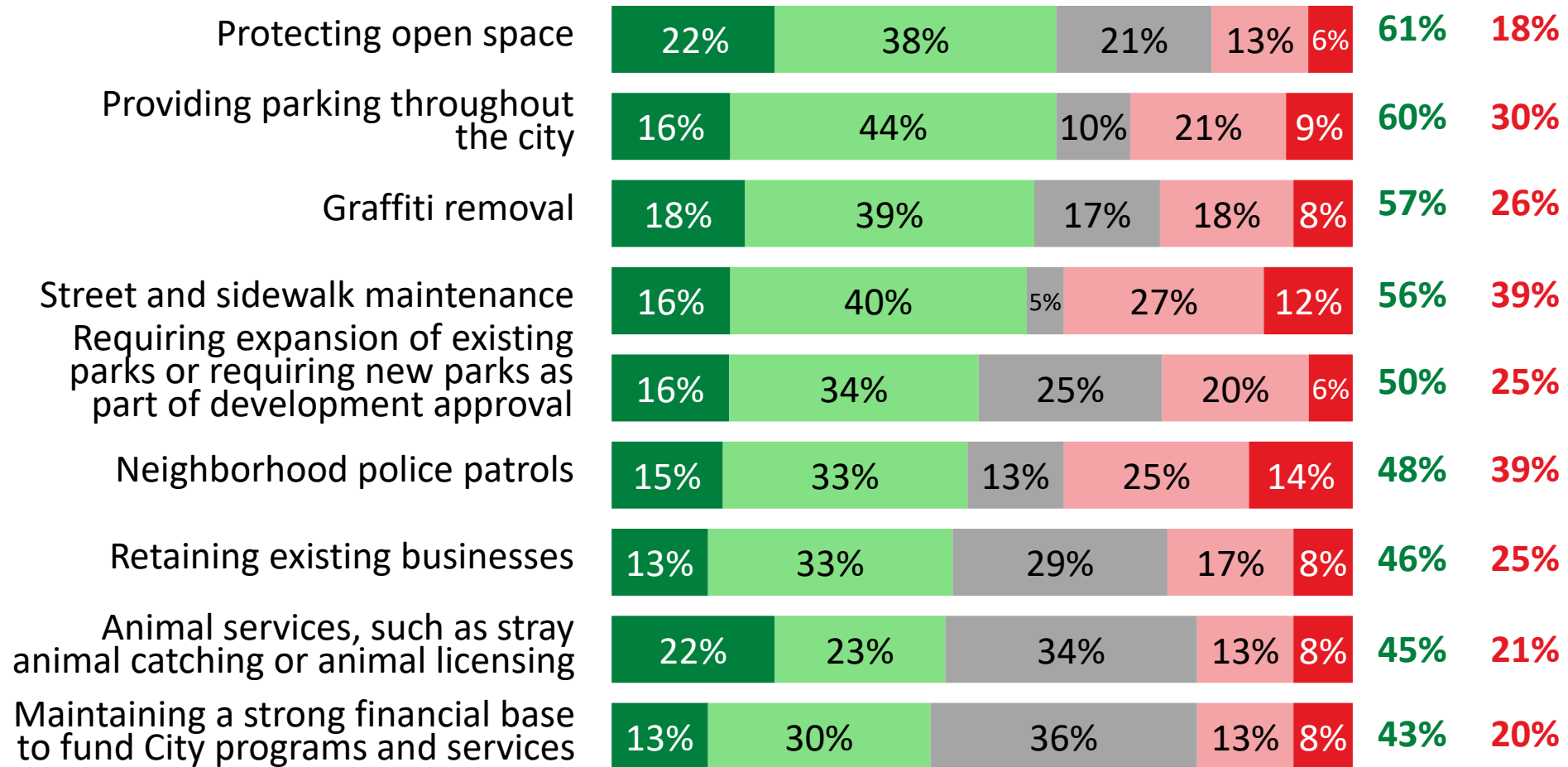
Satisfaction is highest for waste disposal, fire and emergency services, and downtown revitalization.



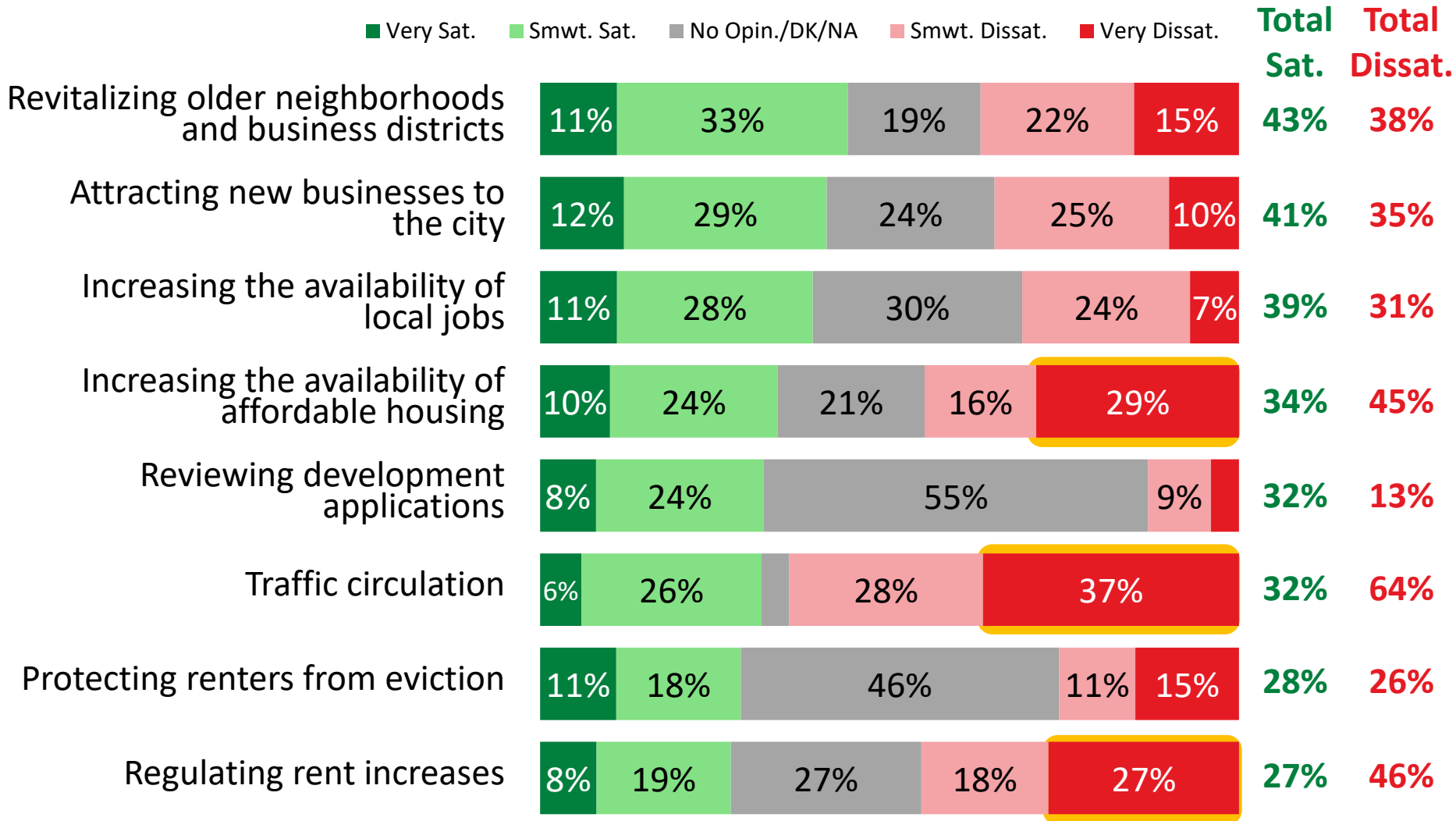
Nearly two in five are dissatisfied with neighborhood police patrols and street and sidewalk maintenance.

■ Very Sat. ■ Smwt. Sat. ■ No Opin./DK/NA ■ Smwt. Dissat. ■ Very Dissat.

Total Sat. **Total Dissat.**



Many more are dissatisfied than satisfied with traffic circulation and housing affordability.



There are decreases in satisfaction around safe neighborhoods, streets and sidewalks.

(Informed Satisfaction)

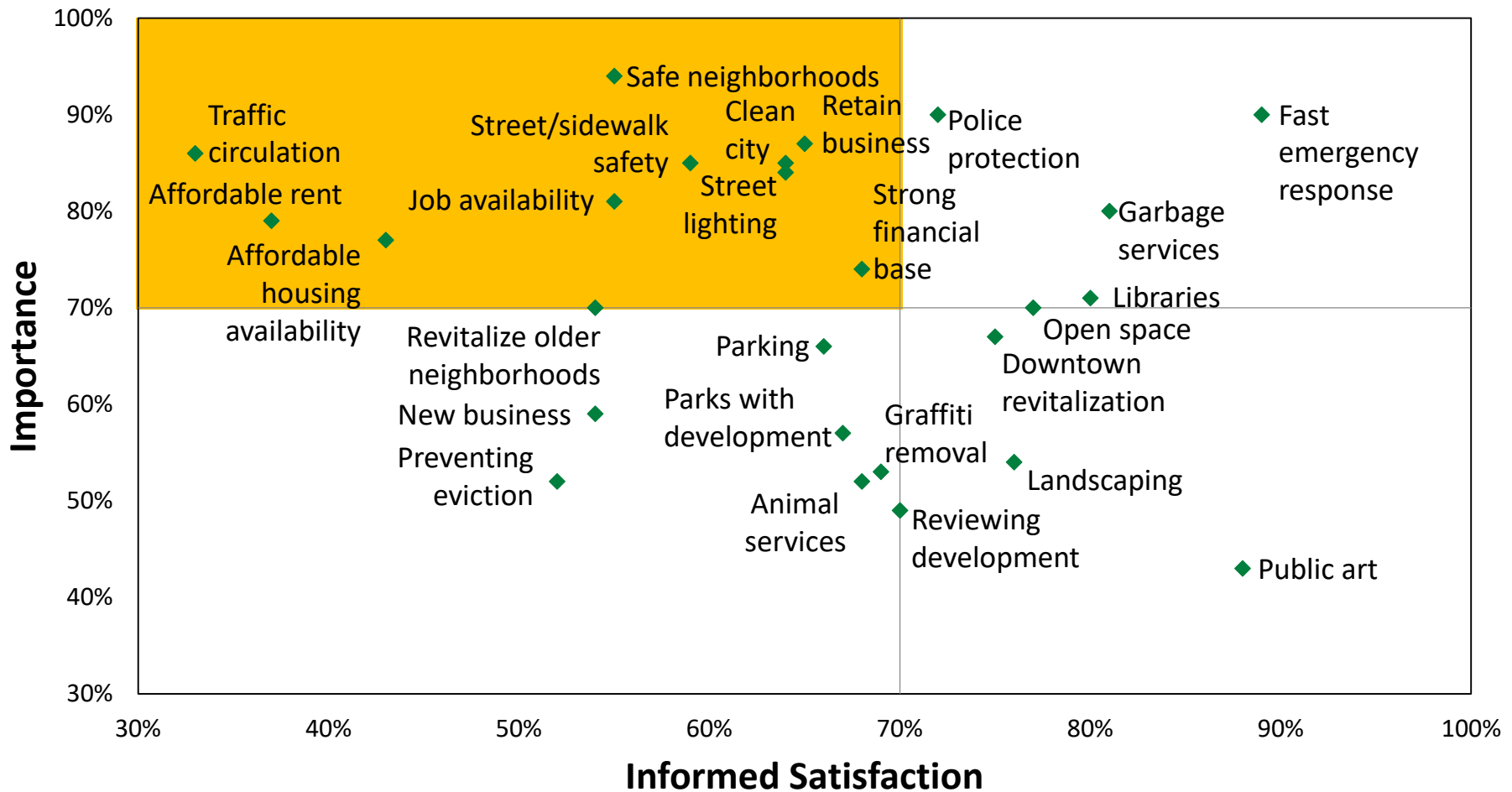
Services and Programs	2016	2019	Difference 2016-2019
Retaining businesses	56%	65%	+9%
Public art	85%	88%	+3%
Availability of affordable housing	41%	43%	+2%
Open space	76%	77%	+1%
Garbage services	81%	81%	0%
Revitalizing downtown	75%	75%	0%
Increasing job availability	56%	55%	-1%
Strong financial base	70%	68%	-2%
Police protection	74%	72%	-2%
Landscaping/medians	78%	76%	-2%
Graffiti removal	71%	69%	-2%
A clean city	68%	64%	-4%

There has been a increase in satisfaction in the City's work retaining existing businesses.

(Informed Satisfaction)

Services and Programs	2016	2019	Difference 2016-2019
Attracting new businesses	58%	54%	-4%
Adequate parking	70%	66%	-4%
Reviewing development applications	74%	70%	-4%
Fast emergency response	94%	89%	-5%
Revitalized older neighborhoods	60%	54%	-6%
Animal services	77%	68%	-9%
Traffic circulation	42%	33%	-9%
Street lighting	73%	64%	-9%
Libraries	89%	80%	-9%
Parks added along with development	77%	67%	-10%
Safe streets/sidewalks	70%	59%	-11%
Safe neighborhoods	67%	55%	-12%

Areas for improvement include traffic, housing, jobs, and safety of streets and sidewalks.

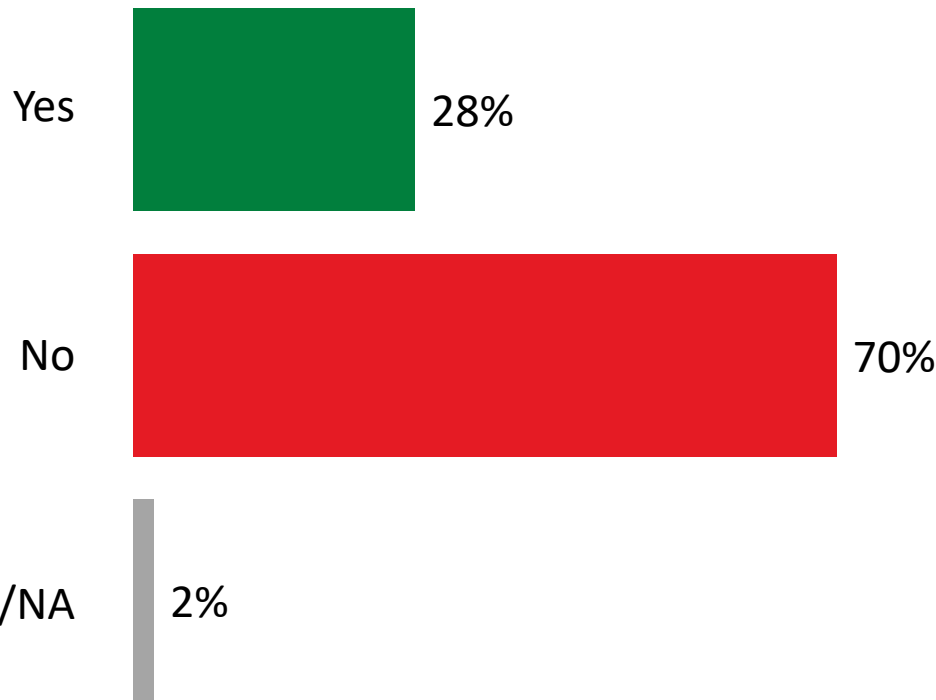




Satisfaction with City Staff

Just under three in ten say they have contacted the City in the last year for something other than an emergency.

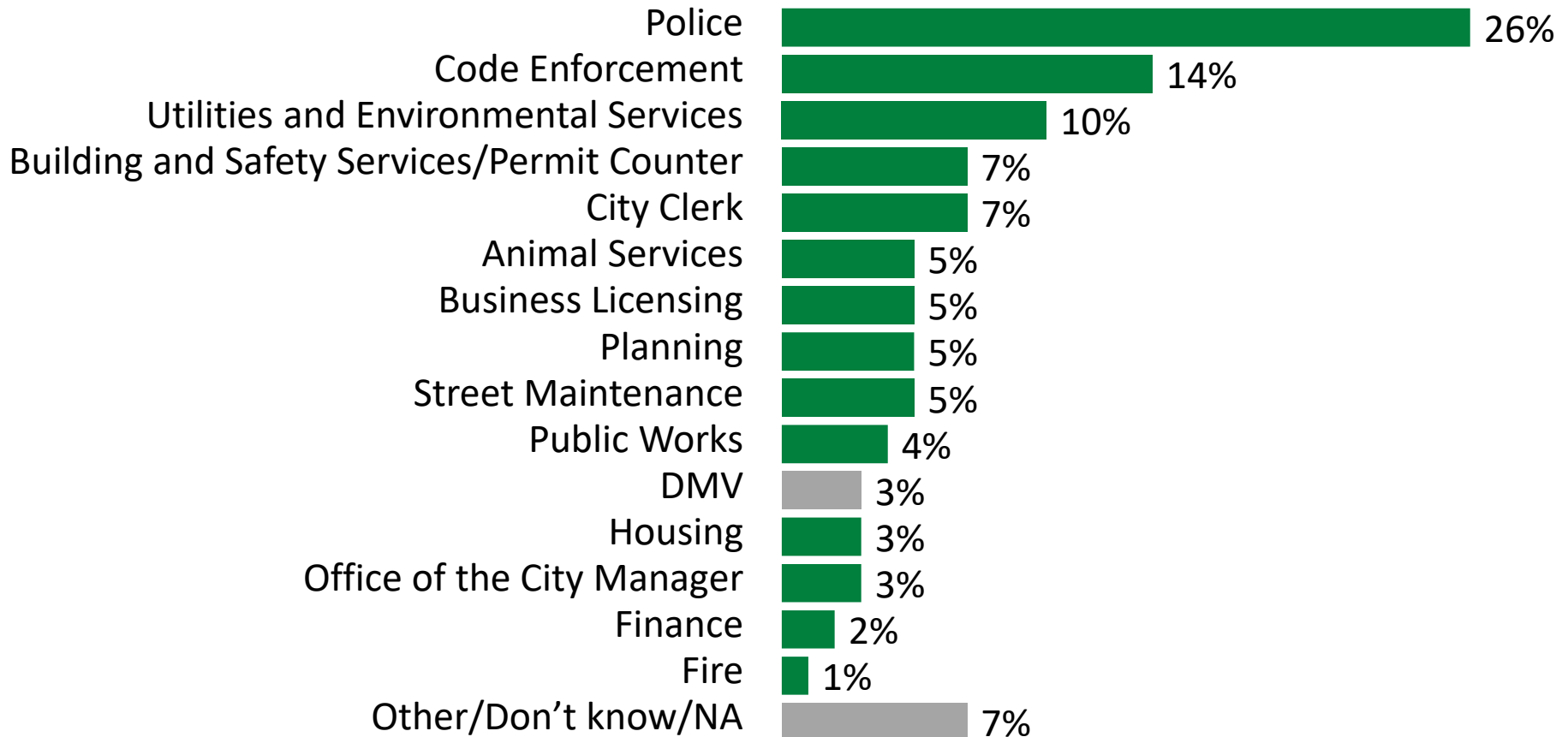
In the past 12 months, did you contact a City of Hayward department for any reason other than an emergency?



Since 2008, surveys have found between 31% and 19% answering “yes” to this question.

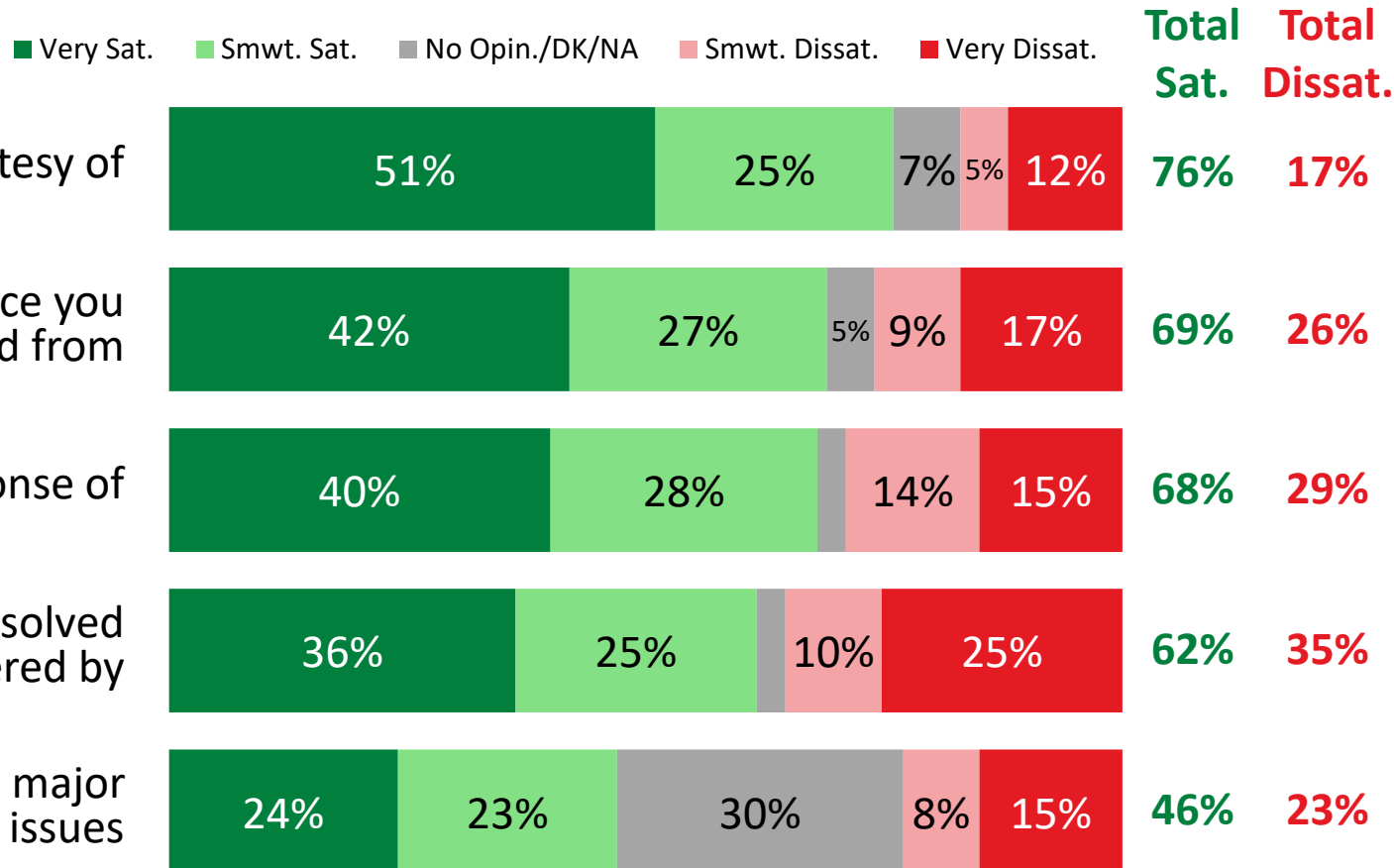
For one-quarter of these residents, their contact is with the police.

*With which City department did you have contact?
(Open-Ended; Asked of Those with Contact Only, N=188)*



Residents are largely satisfied with courtesy, timeliness and customer service.

Were you satisfied or dissatisfied with _____ the Hayward City employee or employees with whom you had contact? Asked of Those With Contact Only, N=188



Unlike prior years, fewer than half say they are satisfied with “voicing concern on major community issues” in their interaction.

(Total Satisfied)

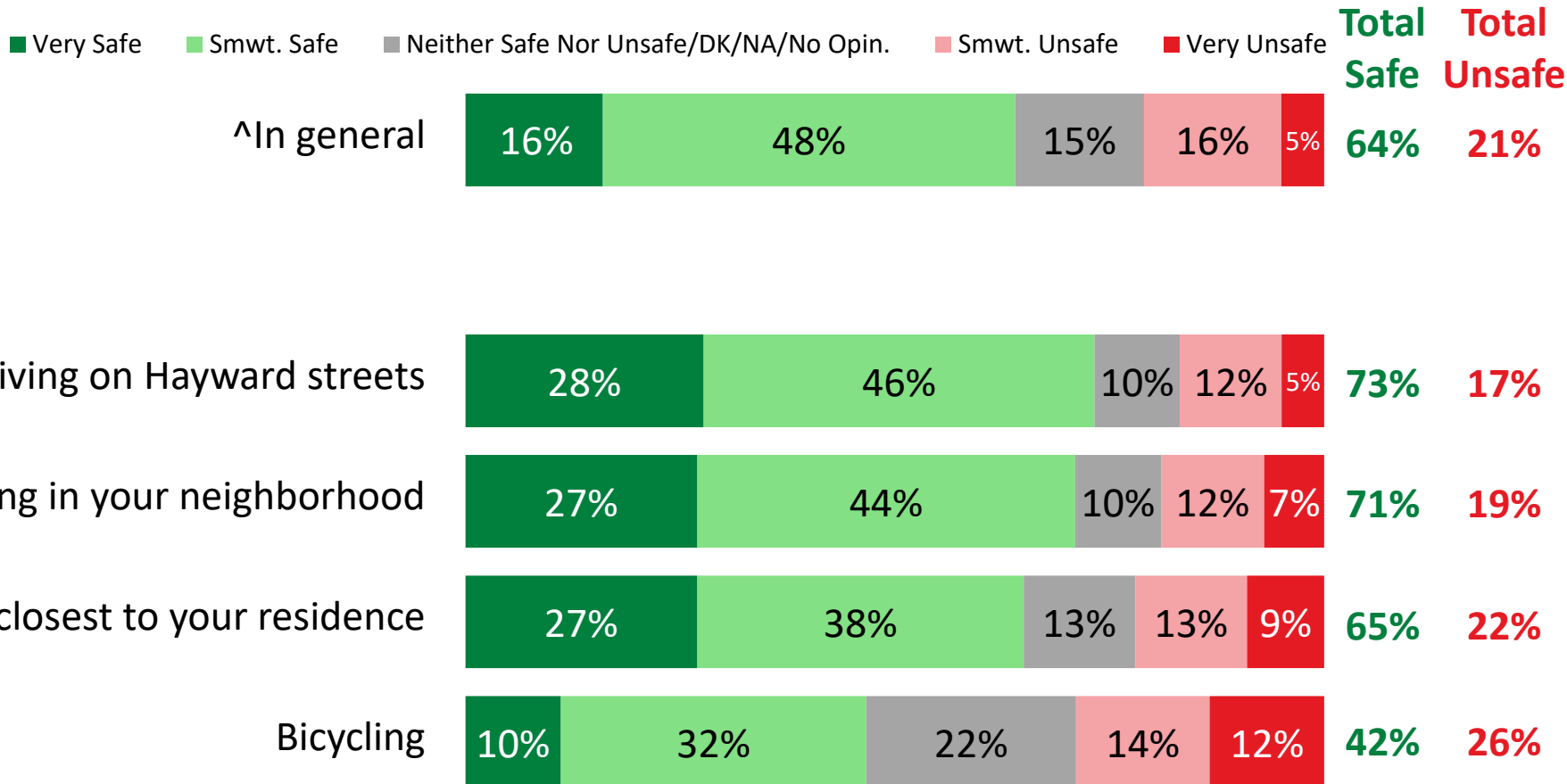
Action	2008	2010	2012	2014	2016	2019	Difference 2016-2019
Courtesy of	91%	78%	88%	85%	78%	76%	-2%
The customer service you received from	86%	84%	76%	88%	73%	69%	-4%
Timeliness of the response of	--	78%	74%	78%	73%	68%	-5%
Getting your problem resolved or question answered by	79%	67%	77%	73%	70%	62%	-8%
Voicing your concerns on major community issues	--	--	62%	61%	57%	46%	-11%



Safety and Police Services

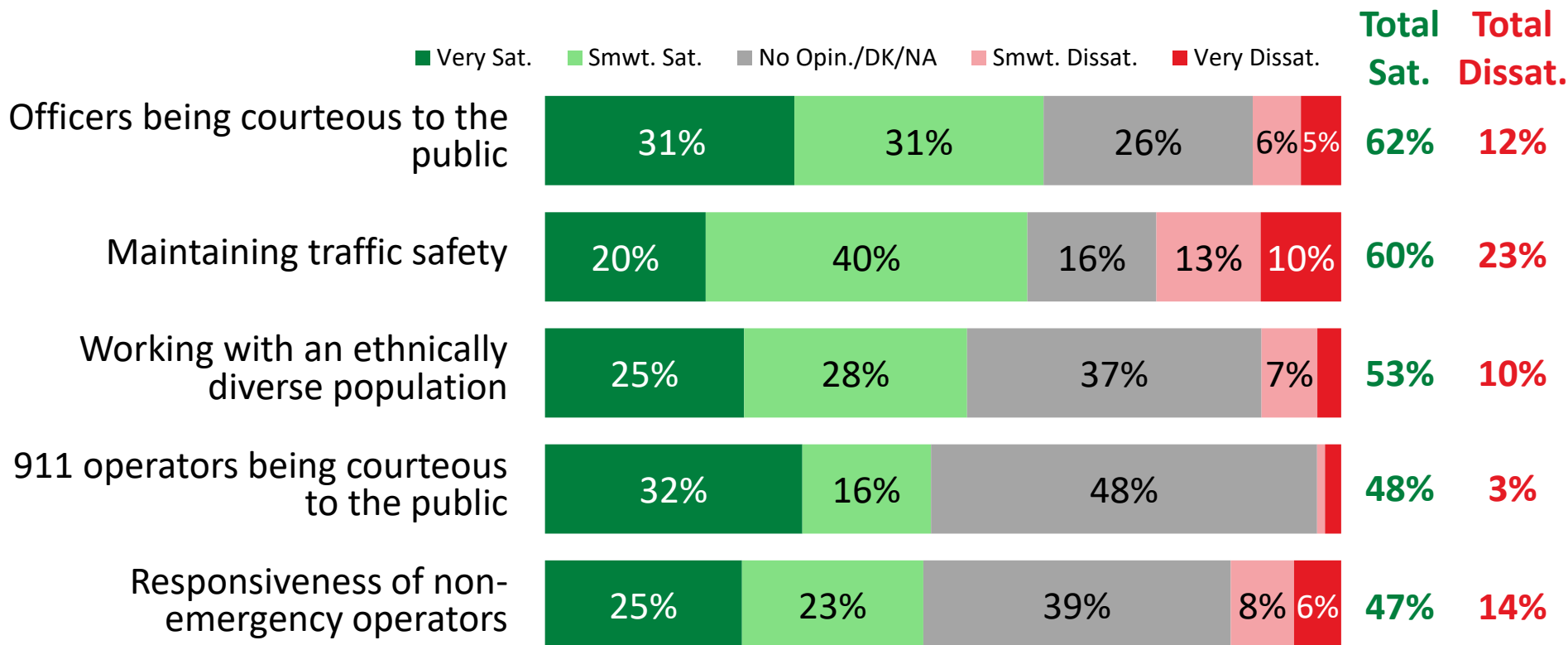
Residents largely feel safe both in general, and while driving and walking.

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

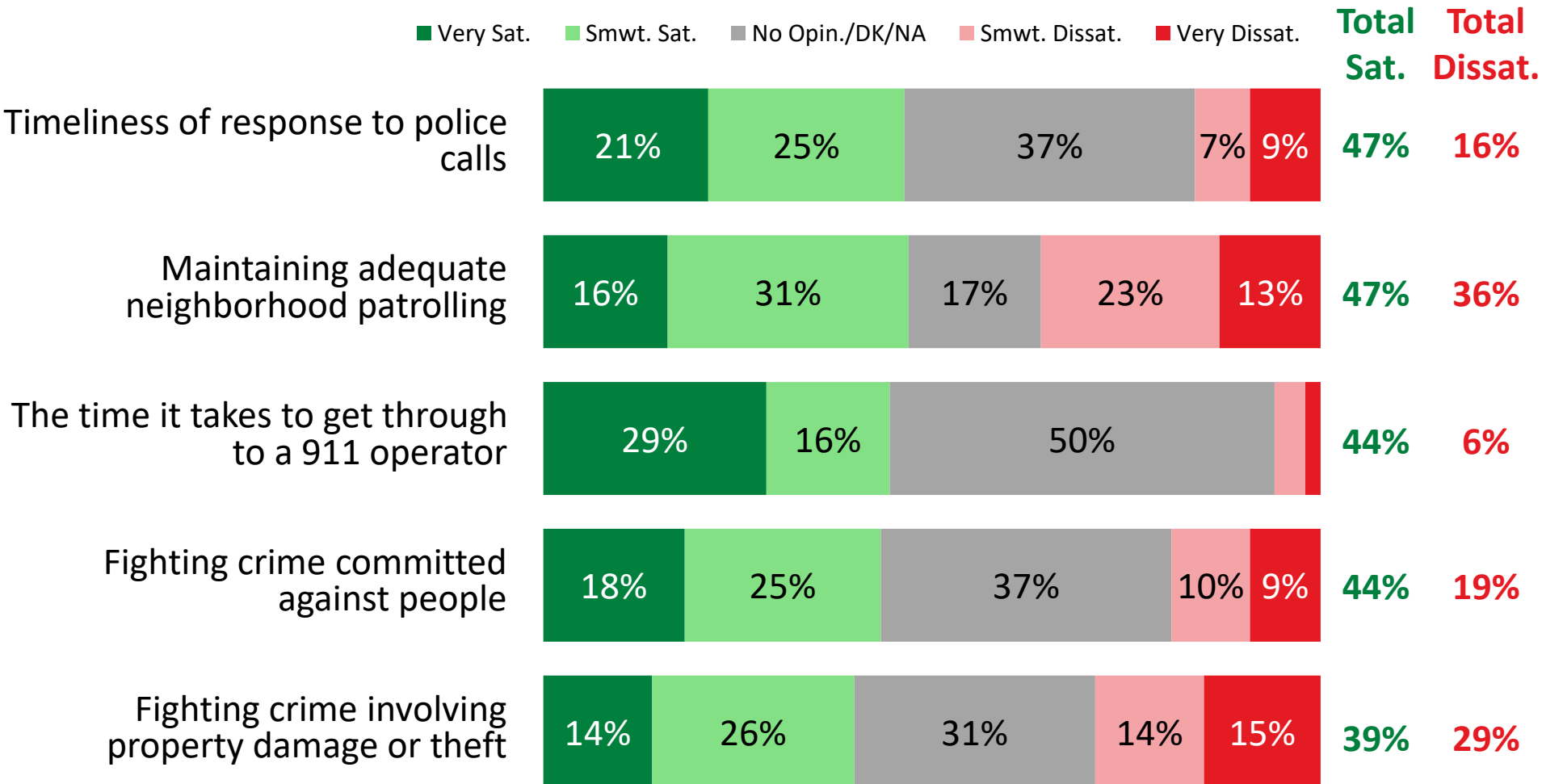


Three in five are satisfied with courtesy and traffic safety maintenance of officers.

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.



More than one-third are dissatisfied with neighborhood patrolling; fewer know enough to rate response time and crime fighting.



Satisfaction declined on most metrics, largely due to increases in the share who do not know well enough to rate the police.

(Total Satisfied)

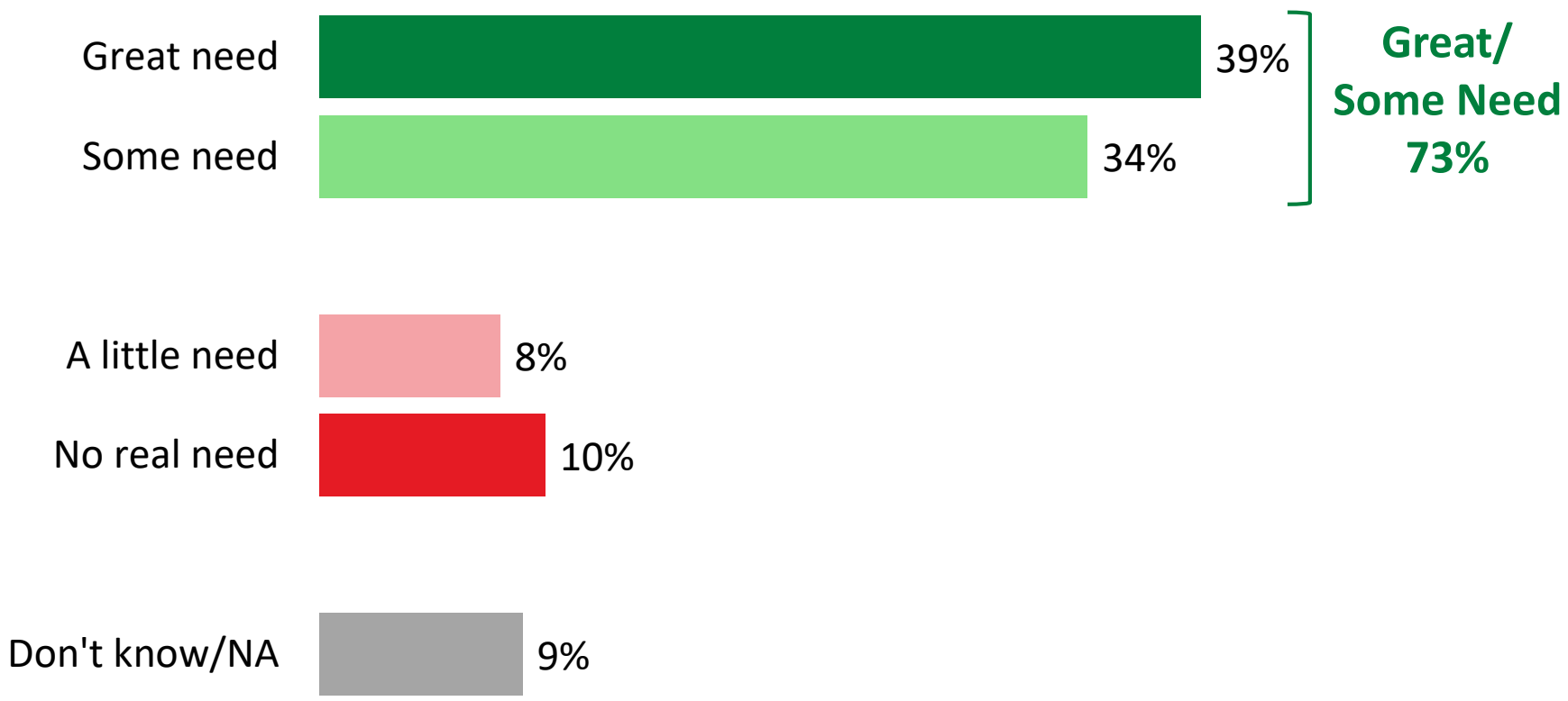
Aspect	2008	2010	2012	2014	2016	2019	Difference 2016-2019
Maintaining traffic safety	79%	82%	77%	79%	66%	60%	-6%
Timeliness of response to police calls	--	73%	63%	65%	54%	47%	-7%
Officers being courteous to the public	--	70%	78%	80%	71%	62%	-9%
911 operators being courteous to the public	66%	76%	70%	68%	59%	48%	-11%
Working with an ethnically diverse population	73%	79%	73%	71%	65%	53%	-12%
Responsiveness of non-emergency operators	--	--	--	64%	59%	47%	-12%
Fighting crime committed against people	68%	62%	67%	64%	56%	44%	-12%
The time it takes to get through to a 911 operator	--	--	--	63%	57%	44%	-13%
Maintaining adequate neighborhood patrolling	--	78%	65%	71%	60%	47%	-13%
Fighting crime involving property damage or theft	64%	62%	60%	58%	52%	39%	-13%



Funding for City Services

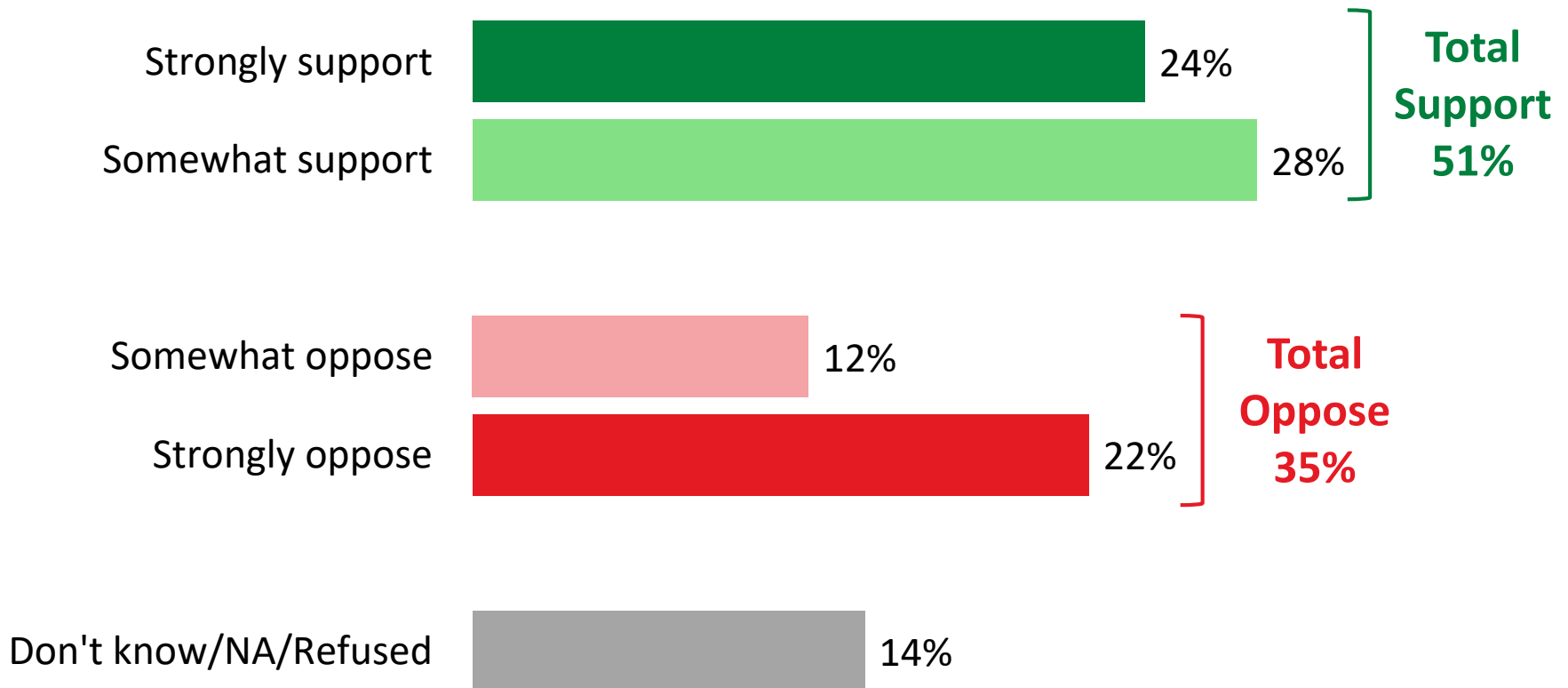
More than seven in ten residents believe the City has at least some need for additional funds.

In your opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Hayward residents need and want?



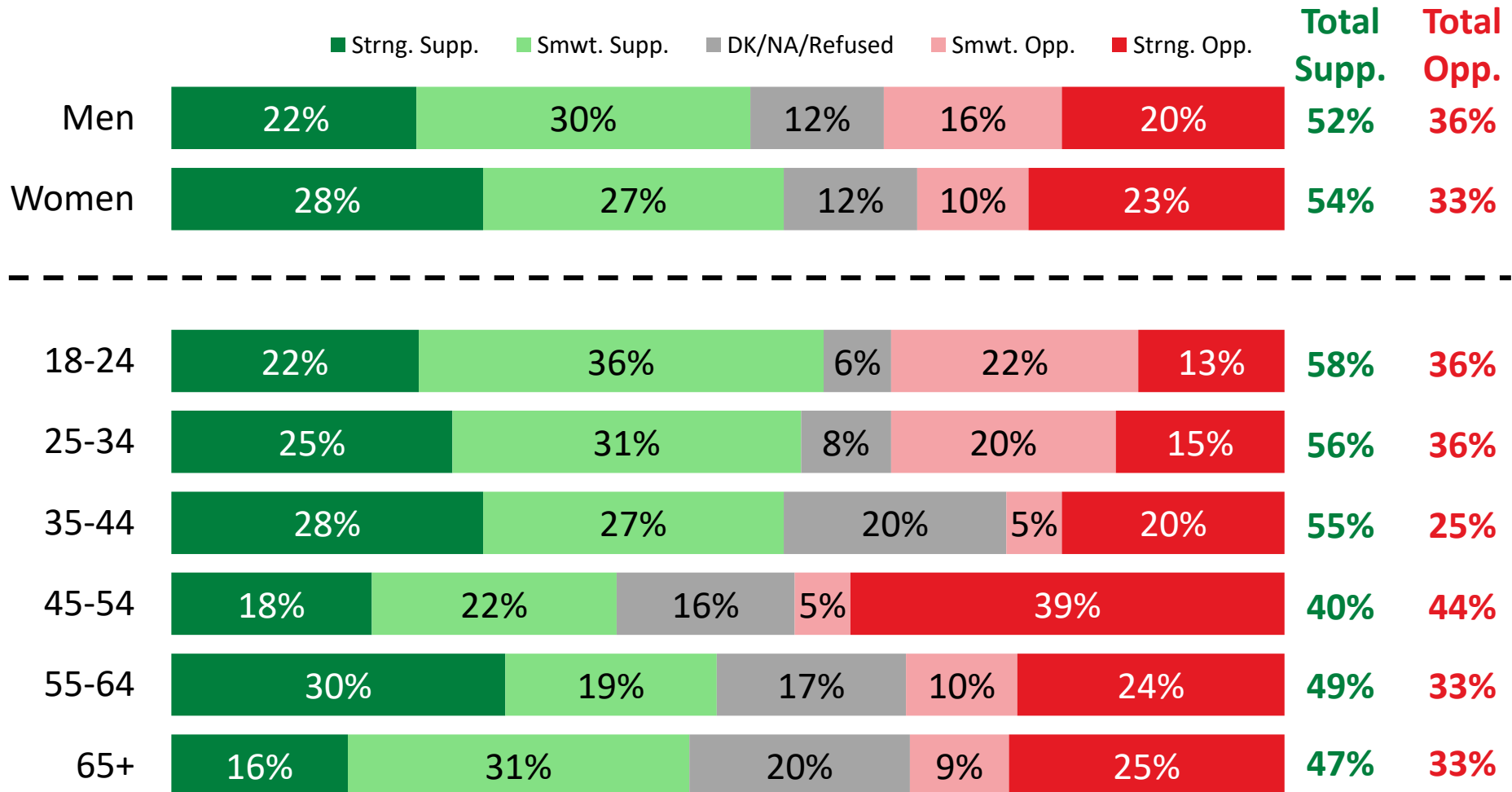
A slim majority supports the idea of increasing taxes to fund a public safety center.

Some people have proposed that the City of Hayward upgrade its public safety facilities, including replacing the current police operations center and updating the 911 dispatch and crime lab to meet current earthquake safety codes and technological requirements. This could be funded by increasing local taxes. Does this sound like something you support or oppose?



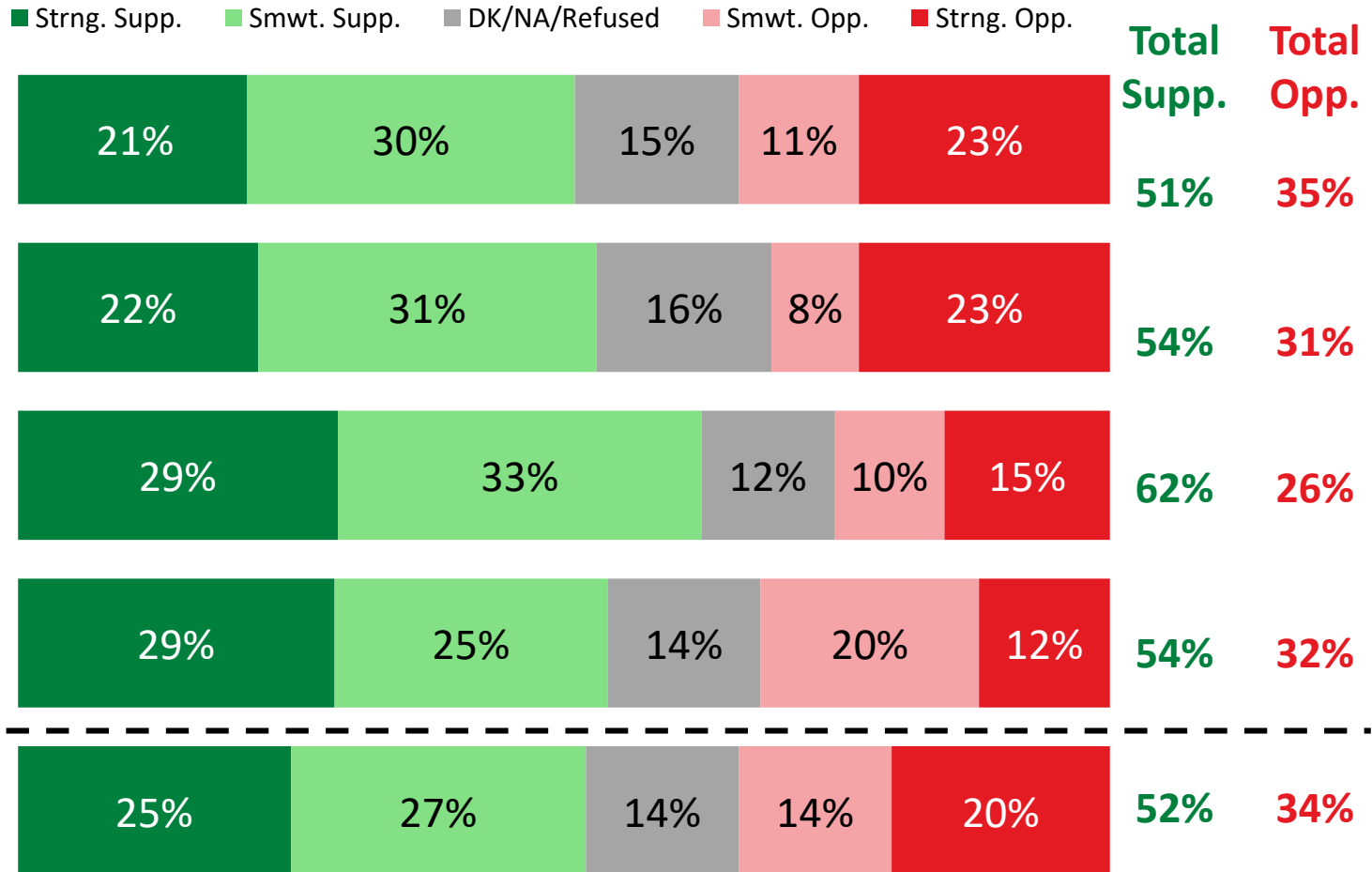
Support is highest among those under age 25, with those over 45 more skeptical.

Support for Public Safety Facility Upgrade Proposal by Gender & Age



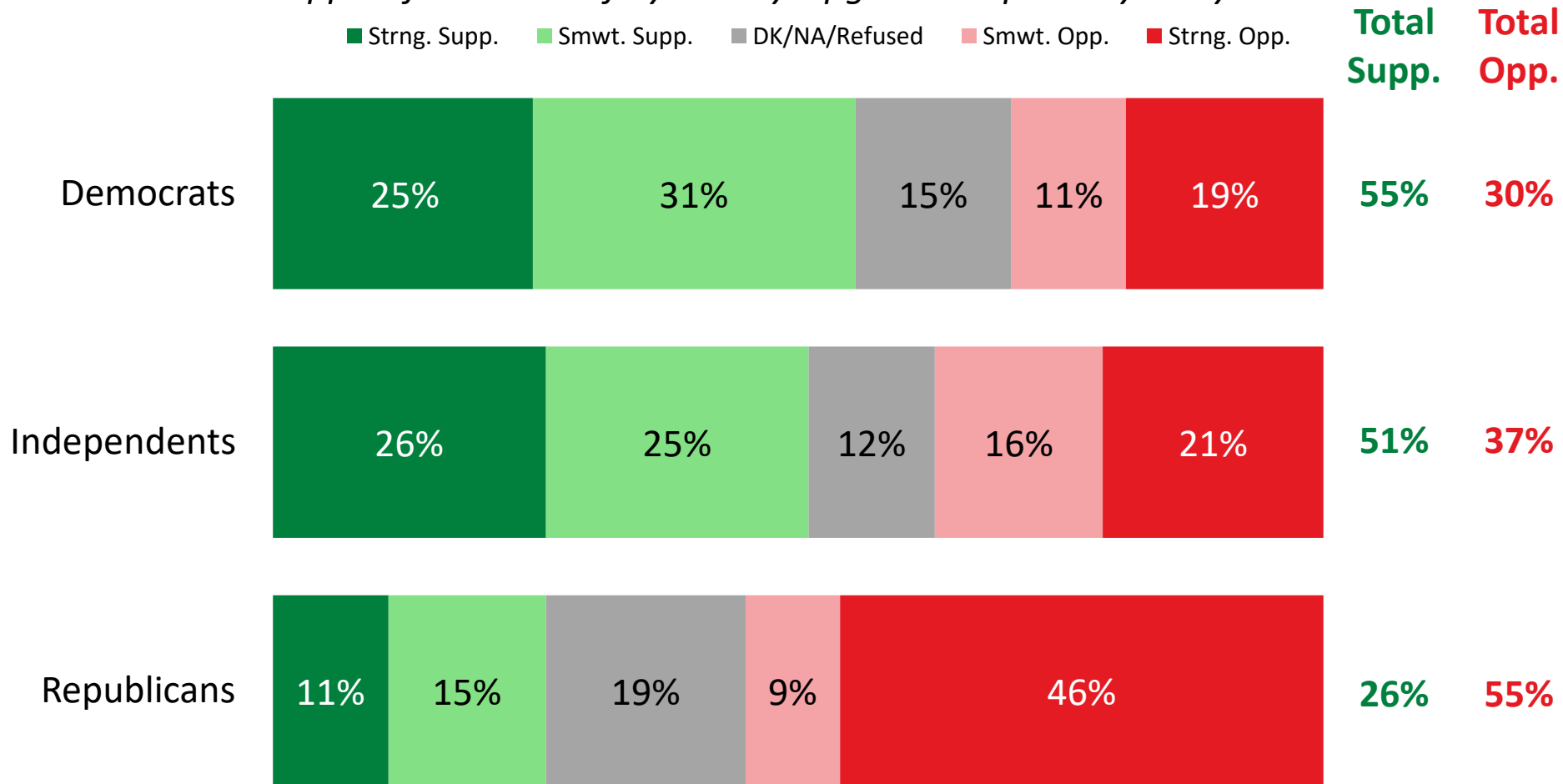
Majorities support the idea across ethnic groups, with differences in intensity.

Support for Public Safety Facility Upgrade Proposal by Ethnicity



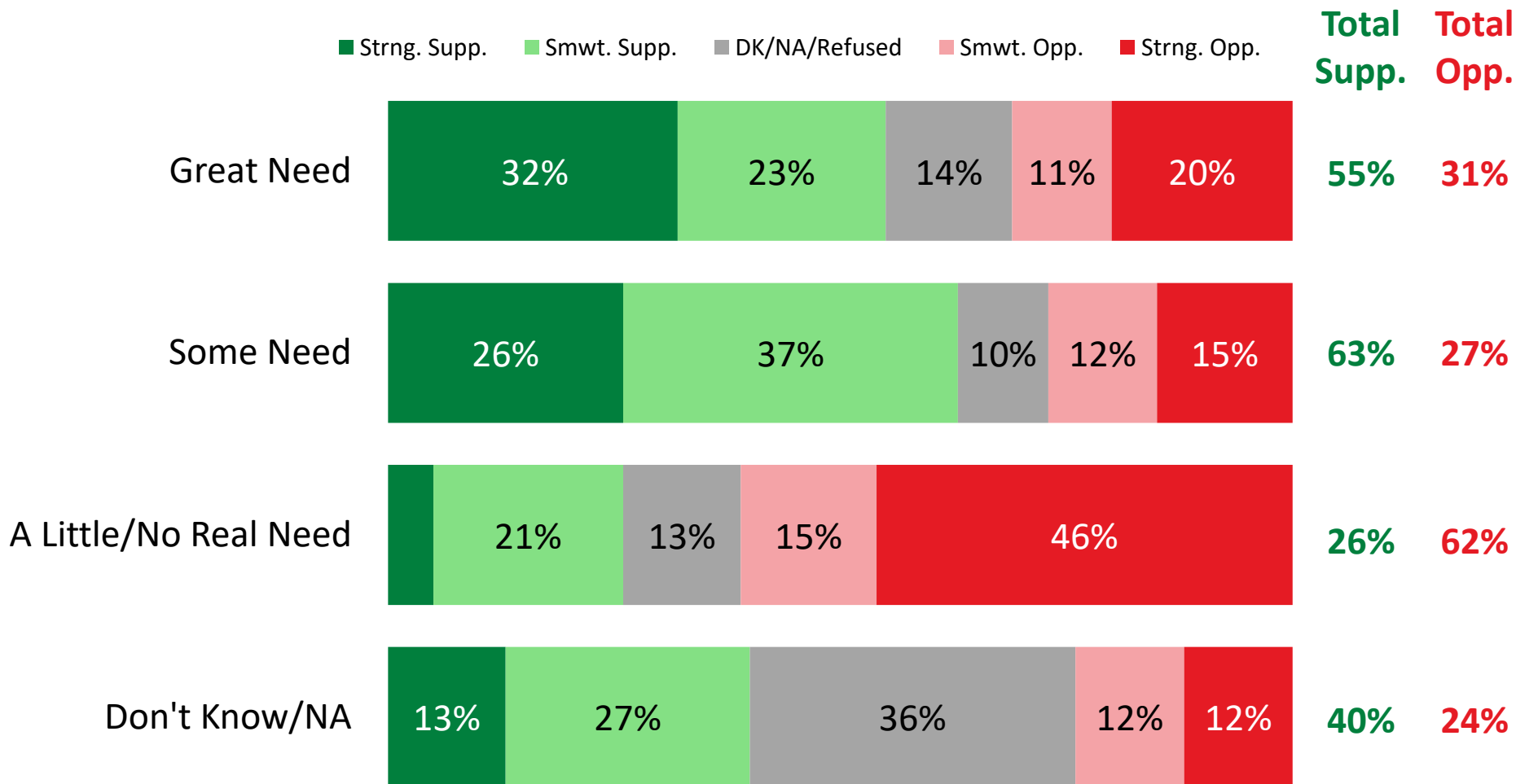
Majorities of Democrats and independents support the proposal.

Support for Public Safety Facility Upgrade Proposal by Party



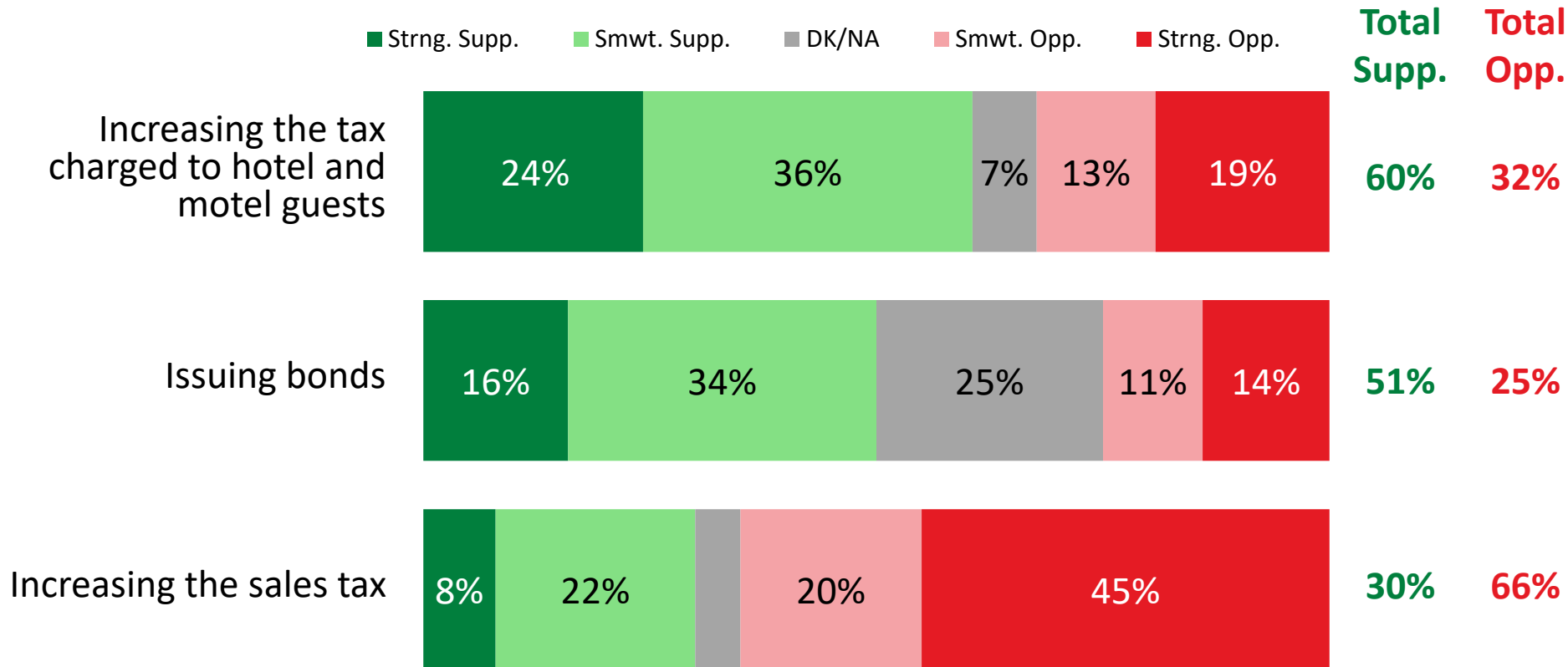
Those who see a general need for funding are more likely to support the idea.

Support for Public Safety Facility Upgrade Proposal by Need For Funding



Three in five support increasing the transient occupancy tax; increasing the sales tax is broadly unpopular.

I am going to read you a list of several methods that might be used to raise money to fund the types of infrastructure repairs and improvements we have been discussing. Please tell me if you would support or oppose that particular way of raising new revenue for these purposes.



The TOT increase is the most broadly supported by soft supporters of the proposal.

(Total Support)

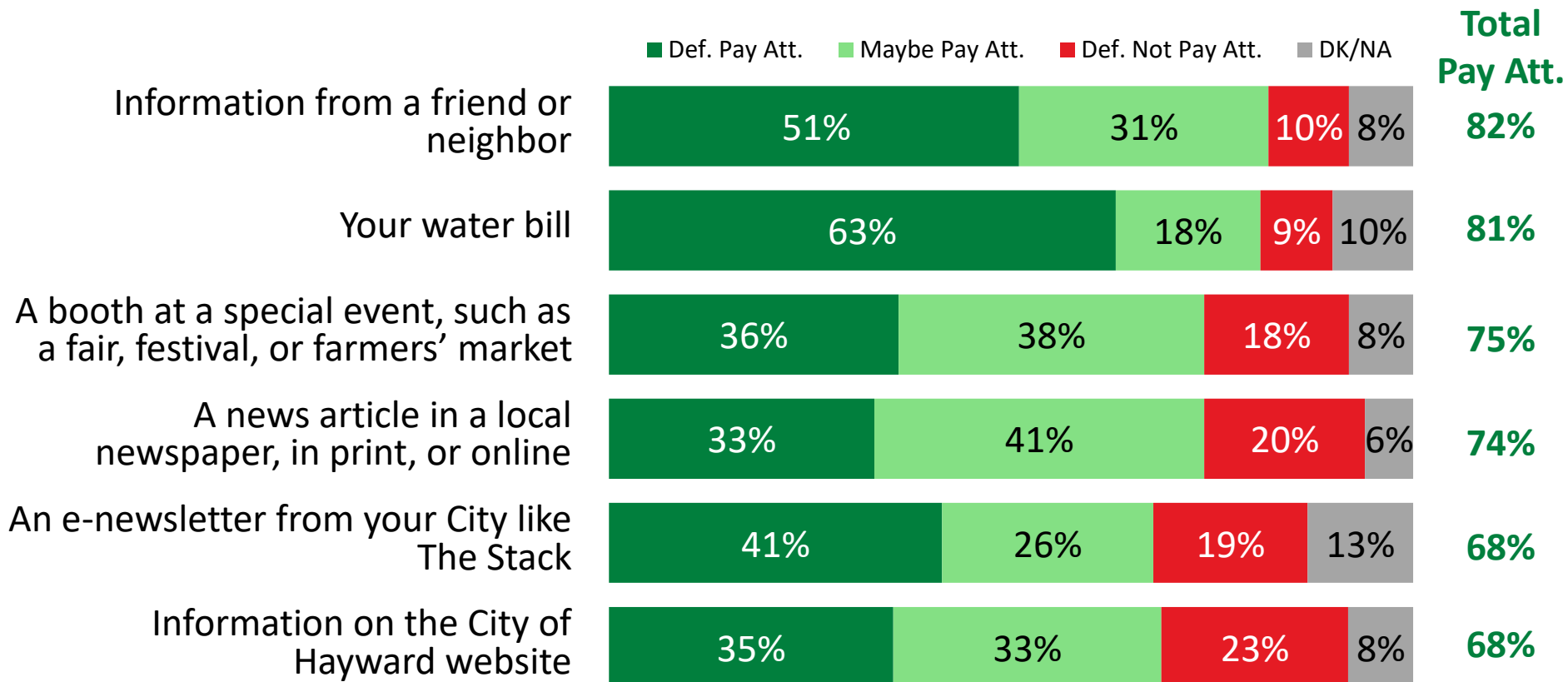
Method	All Residents	Position on Public Safety Facility Upgrade Proposal		
		Strongly Support	Somewhat Support or Undecided	Total Oppose
Increasing the tax charged to hotel and motel guests	60%	77%	62%	46%
Issuing bonds	51%	66%	50%	40%
Increasing the sales tax	30%	58%	30%	11%



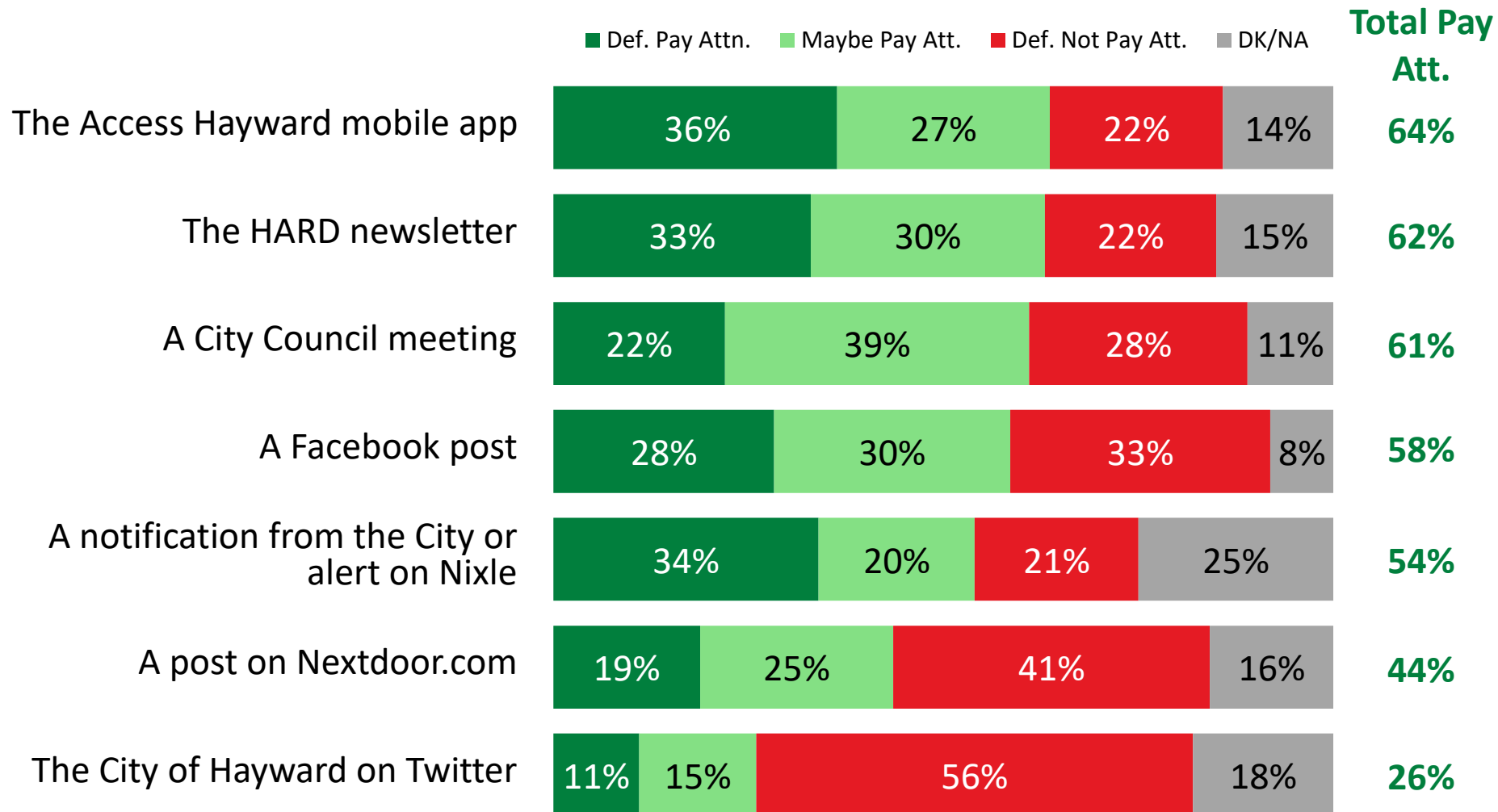
Communications

Residents say they were most likely to pay attention to their water bill or to someone they know when learning about the City.

I am going to read a list of ways the City of Hayward may provide information to local residents. Please tell me whether you would definitely pay attention, maybe pay attention, or definitely would not pay attention to information about the City if it were presented to you in that way.



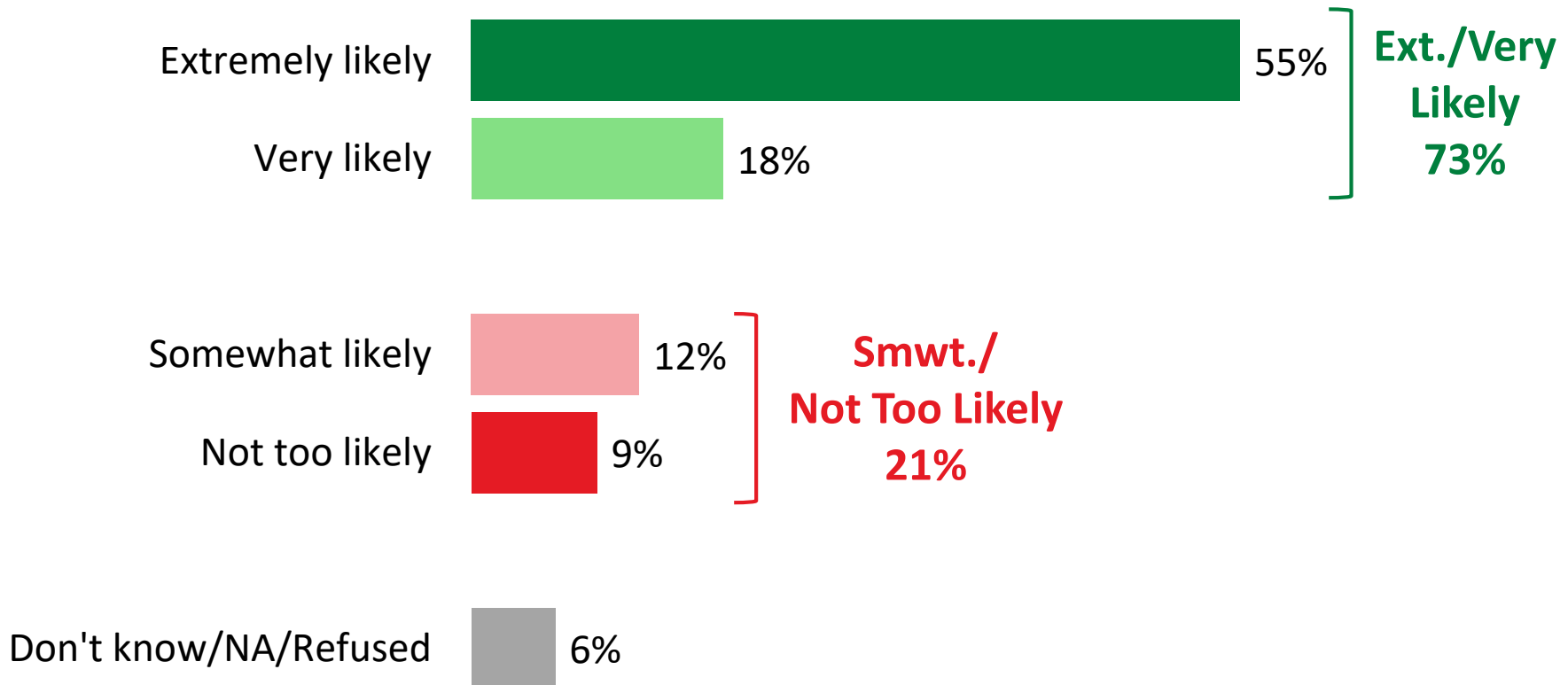
They are much less likely to say they would pay attention to online platforms.



More than half said they are “extremely likely” to participate in the Census.

As you may know, every 10 years, the US Census attempts to count every American resident by asking them to fill out a Census questionnaire.

How likely are you to participate in the Census?

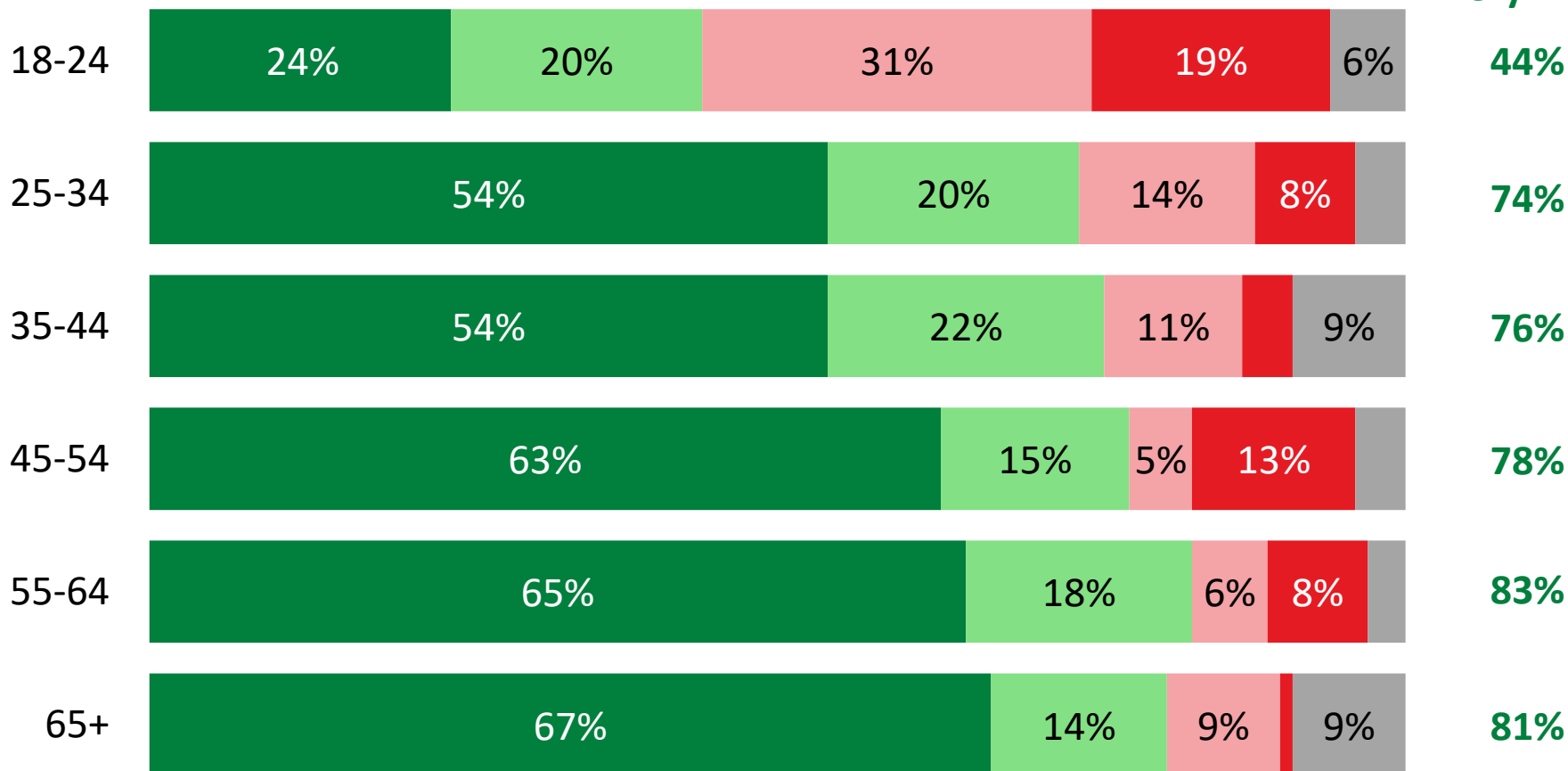


Younger residents are much less likely to say they will participate.

Likely to Participate in US Census by Age

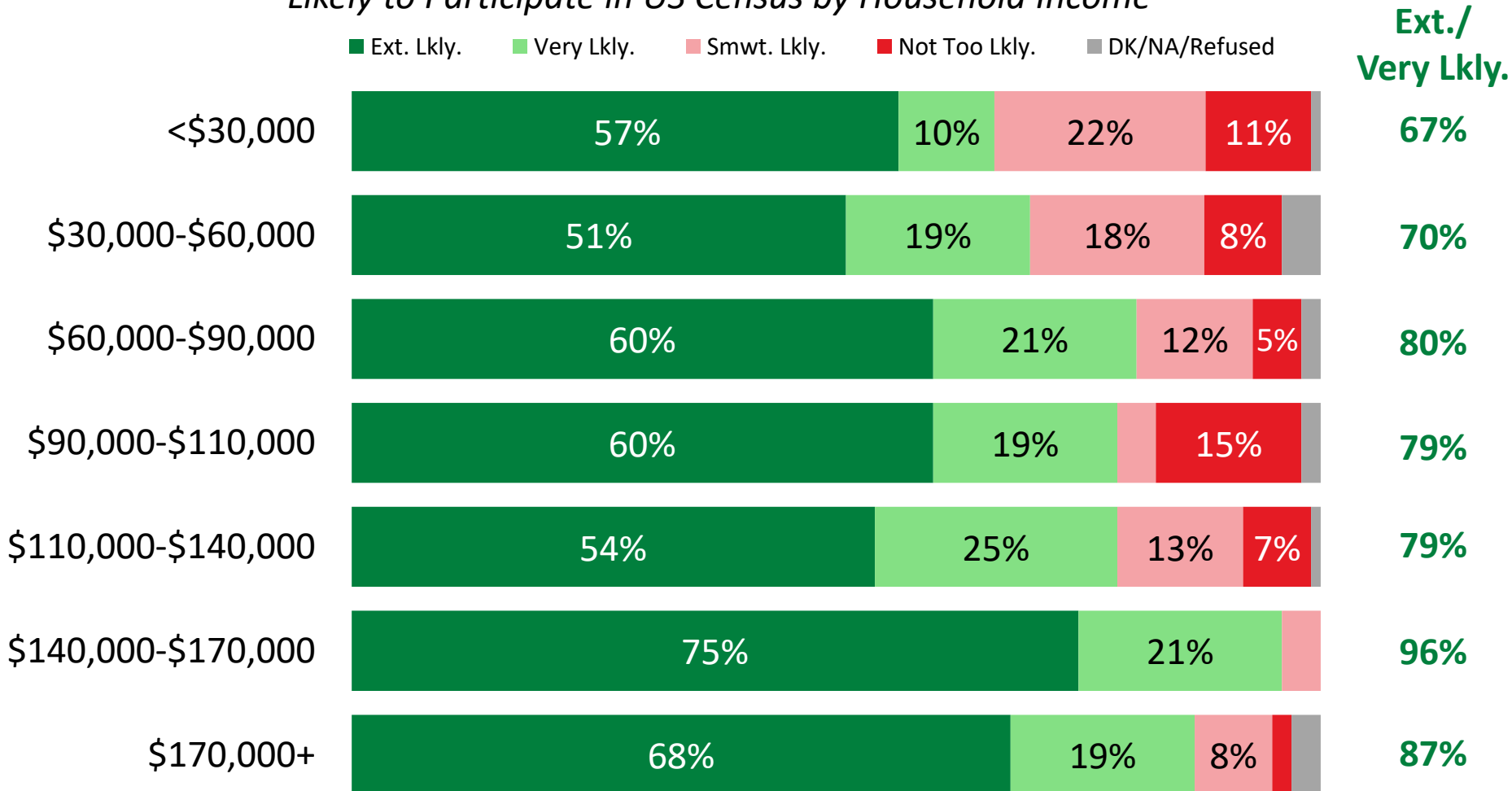
■ Ext. Lkly. ■ Very Lkly. ■ Smwt. Lkly. ■ Not Too Lkly. ■ DK/NA/Refused

**Ext./
Very Lkly.**



Lower-income residents are also less likely to say they will complete the Census.

Likely to Participate in US Census by Household Income

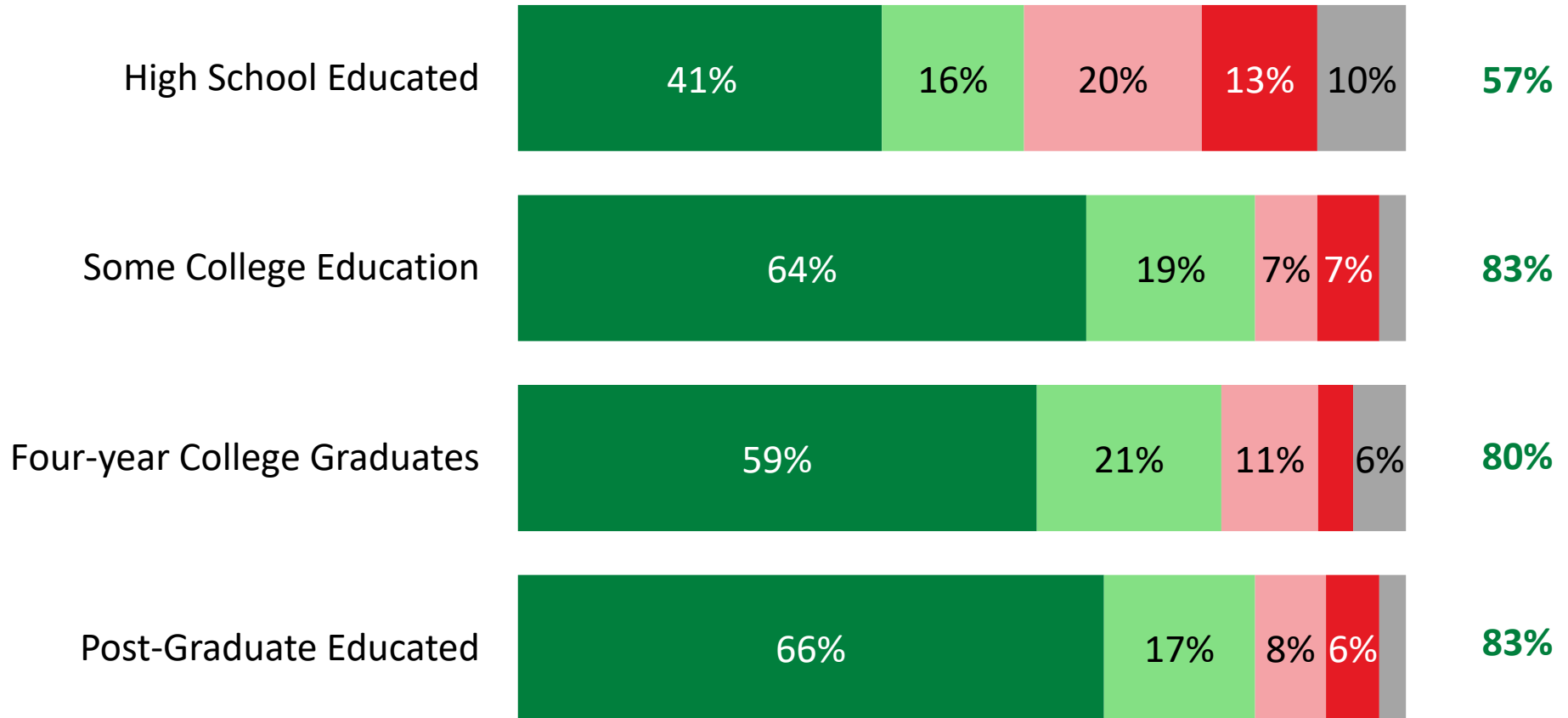


Those with less than a high school education are less likely to complete the Census.

Likely to Participate in US Census by Education

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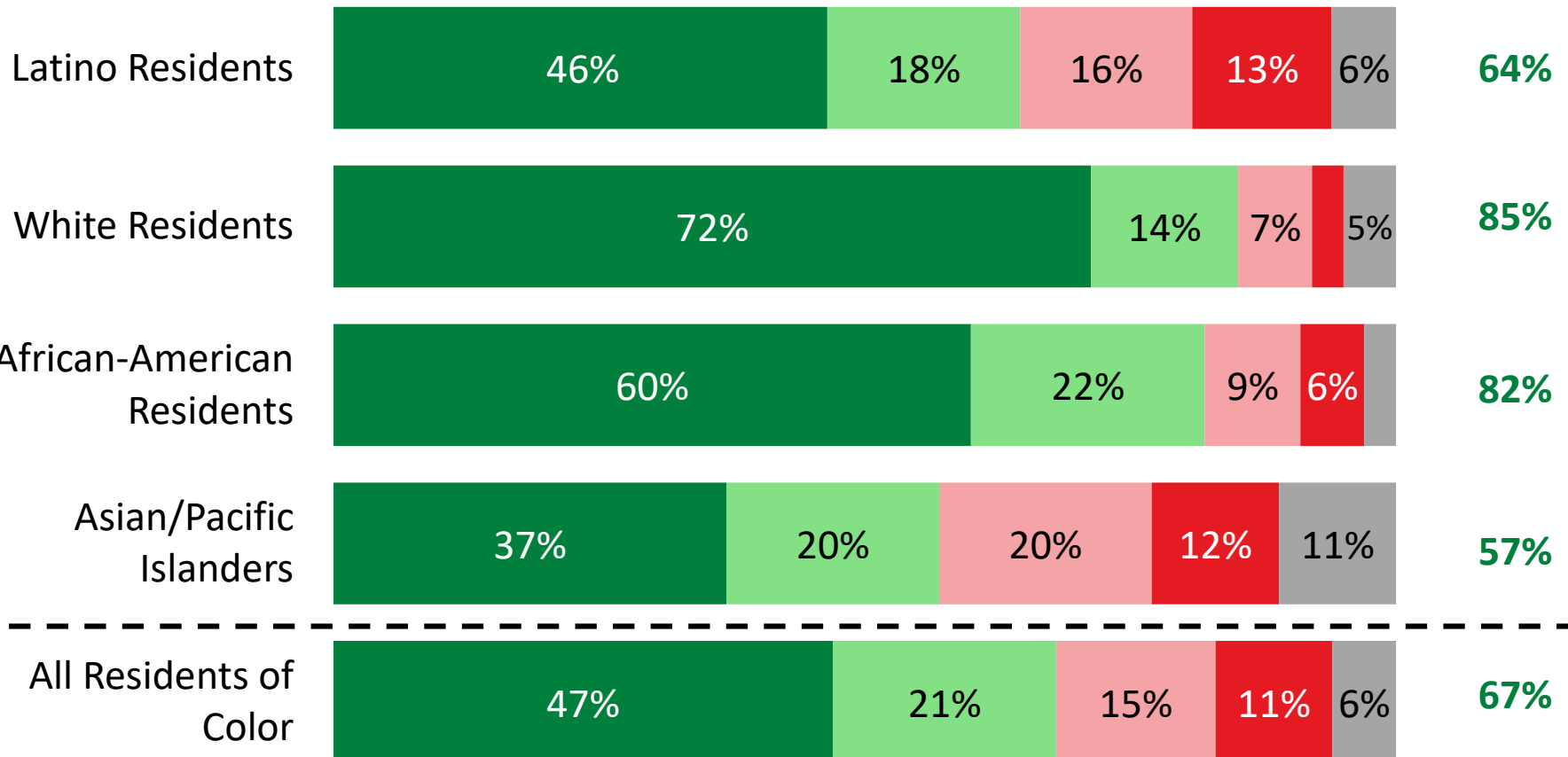


Asian and Latino residents are less likely to say they would fill out the Census form.

Likely to Participate in US Census by Ethnicity

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Conclusions

Conclusions

- ✓ While three-quarters are satisfied with Hayward's quality of life, the share who are "very satisfied" has declined relative to several years ago.
- ✓ Sources of dissatisfaction mirror trends in the broader Bay Area: concerns about rising cost of living (particularly housing), homelessness, and traffic congestion are broadly shared.
- ✓ Residents largely say they feel safe in the City, giving the police department good marks.
- ✓ They believe the city is diverse, welcoming and a good place to live and raise a family.
- ✓ Safety, efficient traffic movement, a clean city, disaster preparedness and affordable housing are among the most important aspects to quality of life.
- ✓ There is room for improvement on traffic and housing affordability.
- ✓ More than seven in ten say the City has a need for additional funding, though a general proposal to increase taxes for a public safety building had slim majority support. Further research should explore a ballot question and potential mechanisms.

For more information, contact:



OPINION
RESEARCH
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