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## City of Hayward: 2016 Resident Satisfaction Survey

December 2016

The City of Hayward commissioned Godbe Research to conduct a survey of residents with the following research objectives:

- Learn their overall perceptions of living in Hayward;
- Gauge their satisfaction with the job the City is doing to provide resident services and programs;
- Gathering feedback on:
  - Satisfaction with City services;
  - Public safety and police services;
  - Public safety facilities;
  - Contacting the City and customer service;
  - Communication and public information;
- Assess support for a bond measure to upgrade City public safety facilities; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Landline, cell phone and online interviewing
- Universe 114,843 adult residents in the City of Hayward, with a subsample of those likely to vote in the November 2018 election
- Fielding Dates November 12 through November 22, 2016
- Interview Length 22 minutes
- Sample Size 630 Adult residents ages 18 and older  
311 Likely November 2018 voters
- Margin of Error  $\pm 3.89\%$  Adult residents  
 $\pm 5.53\%$  Likely November 2018 voters

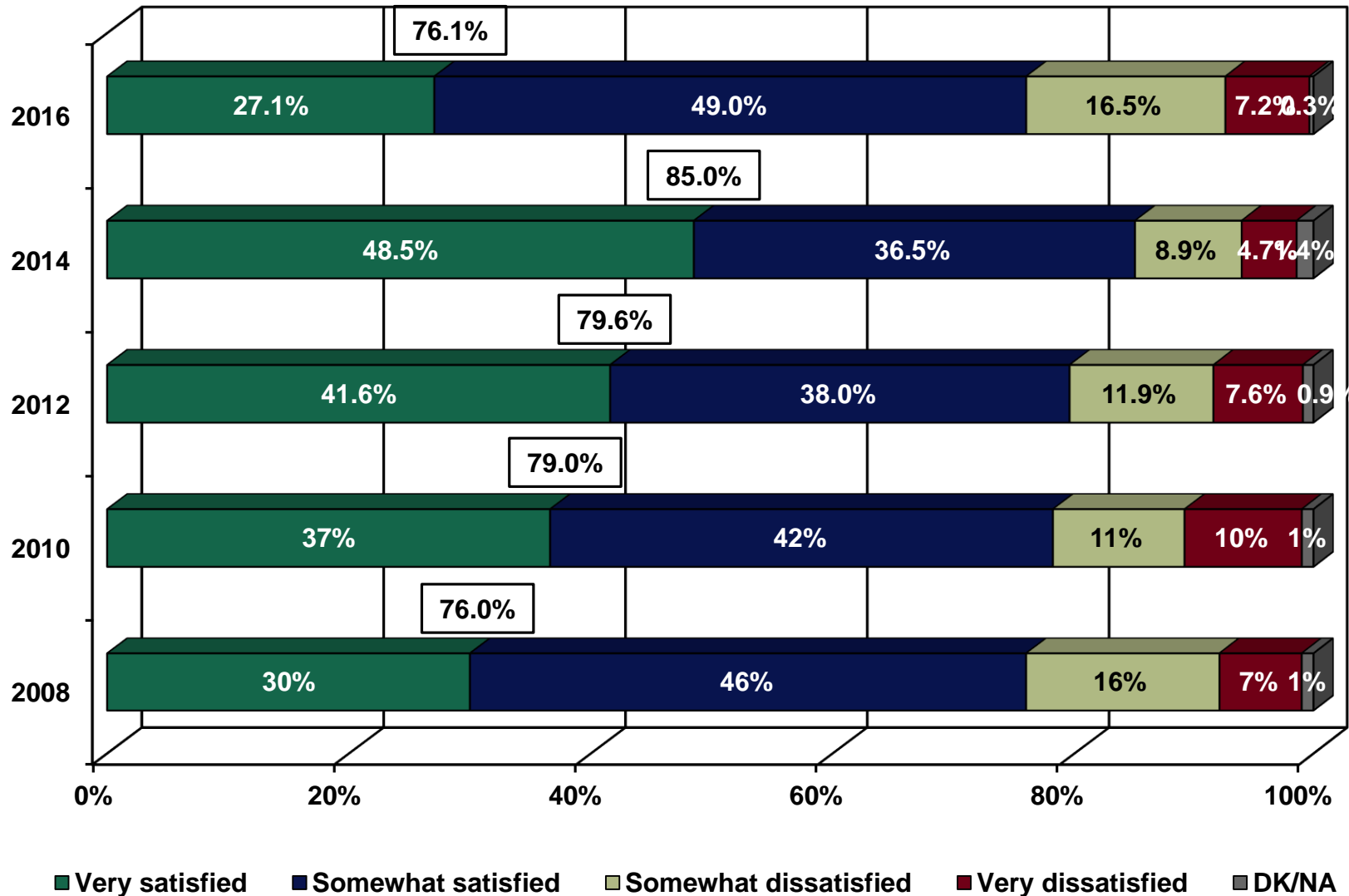


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## Living in Hayward

# Q1. Satisfaction with Quality of Life



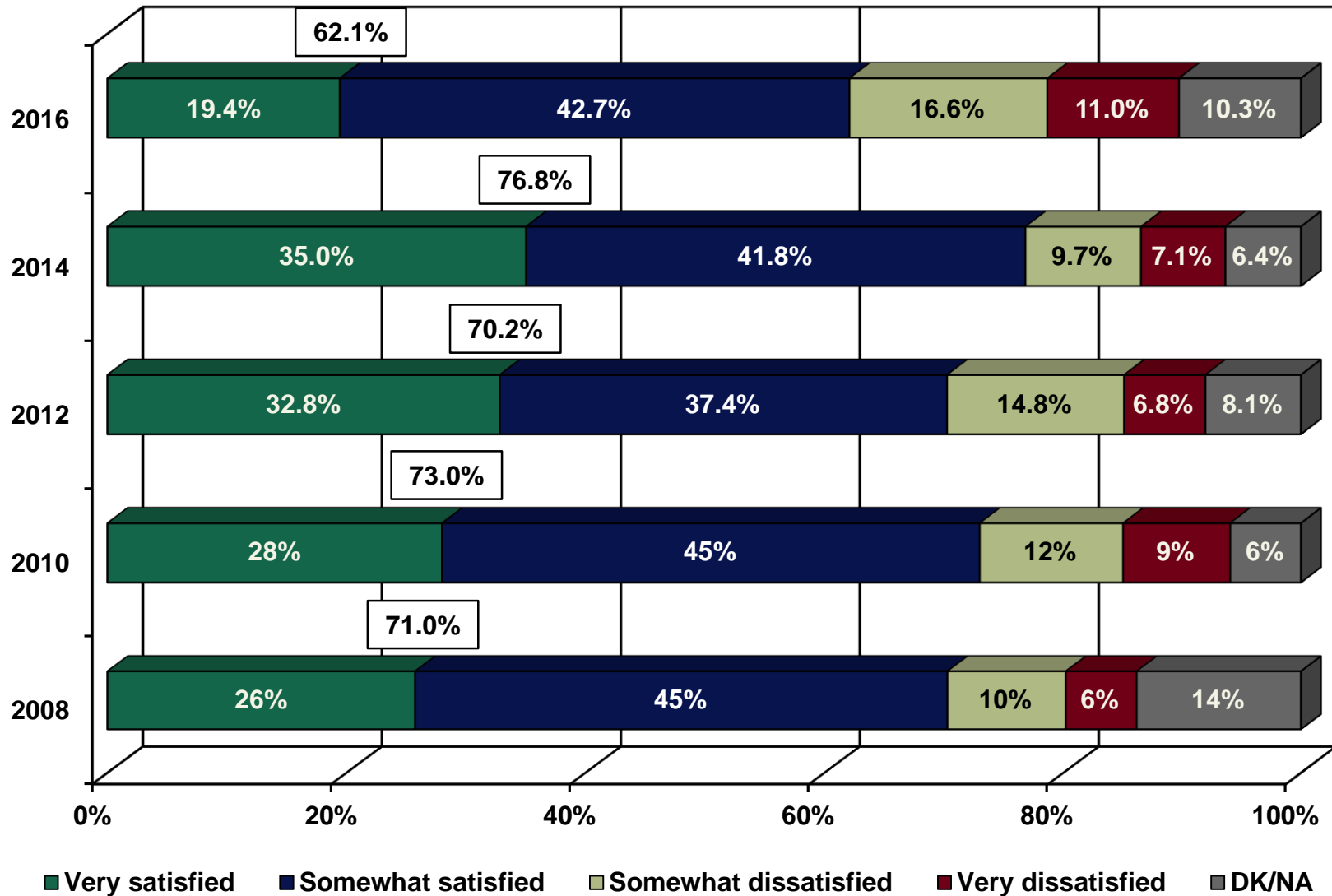


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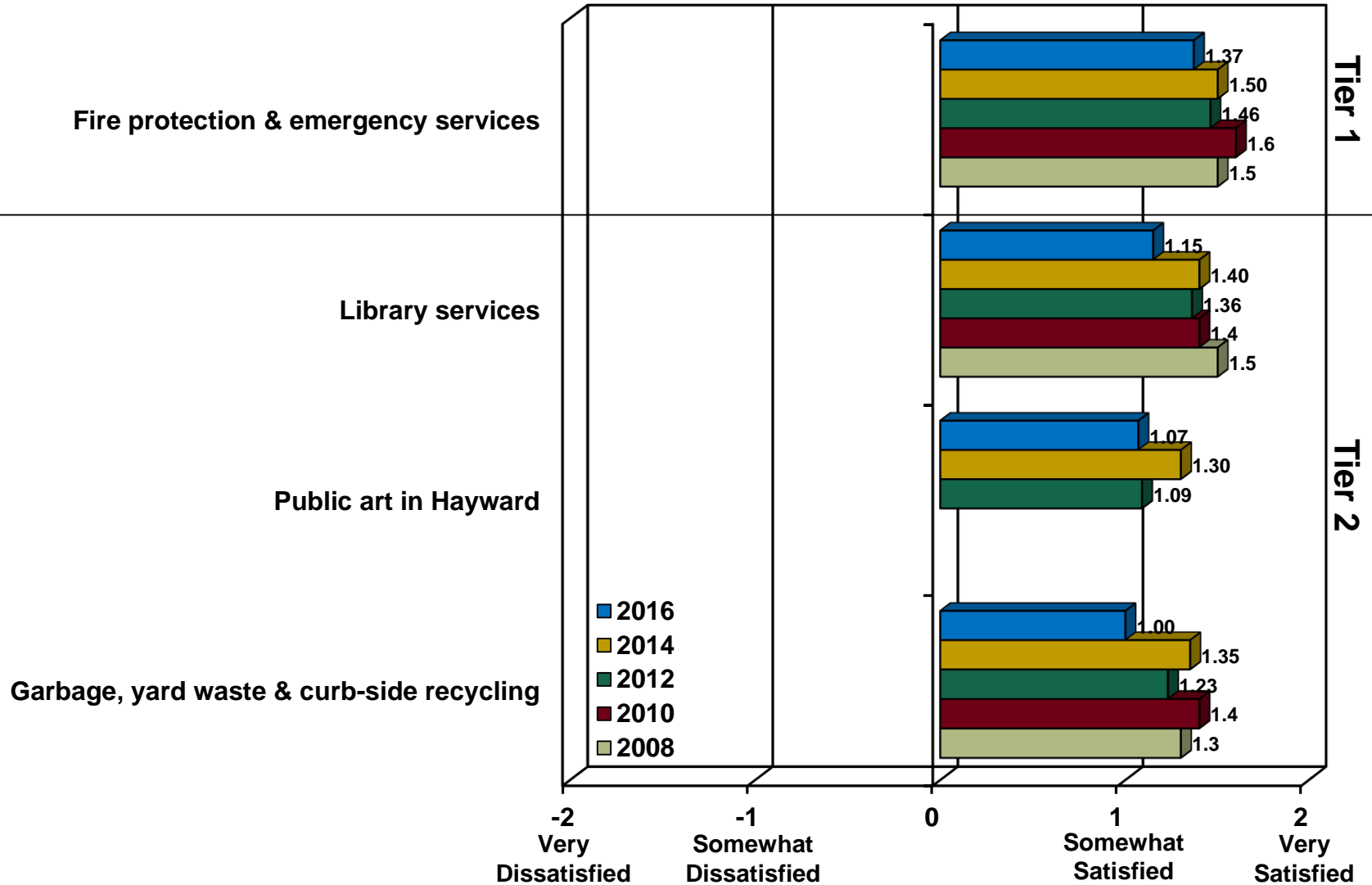


## Satisfaction with City Services

# Q2. Overall Satisfaction with City Services

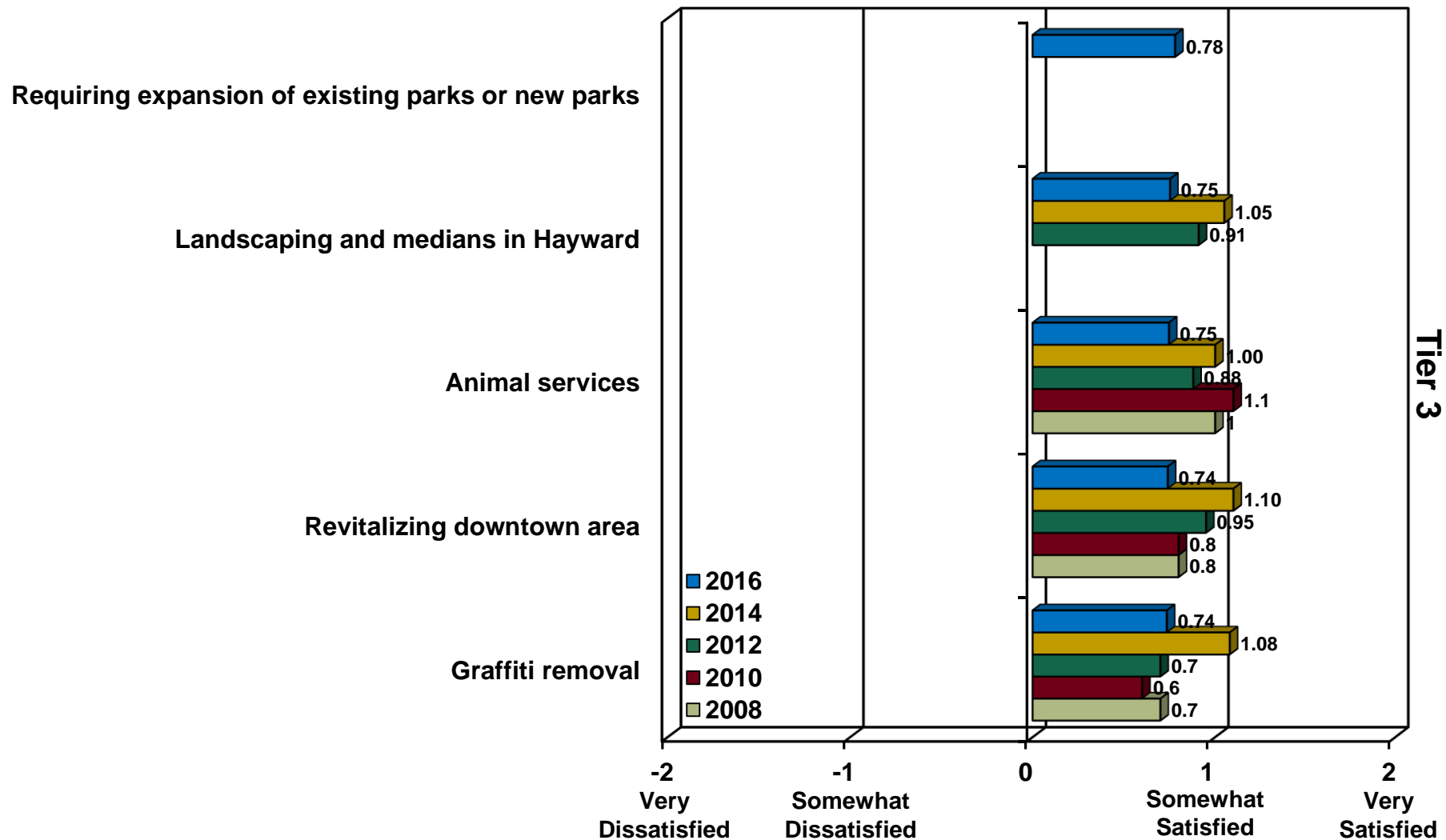


# Q3. Ratings of City Services – Tiers 1 and 2



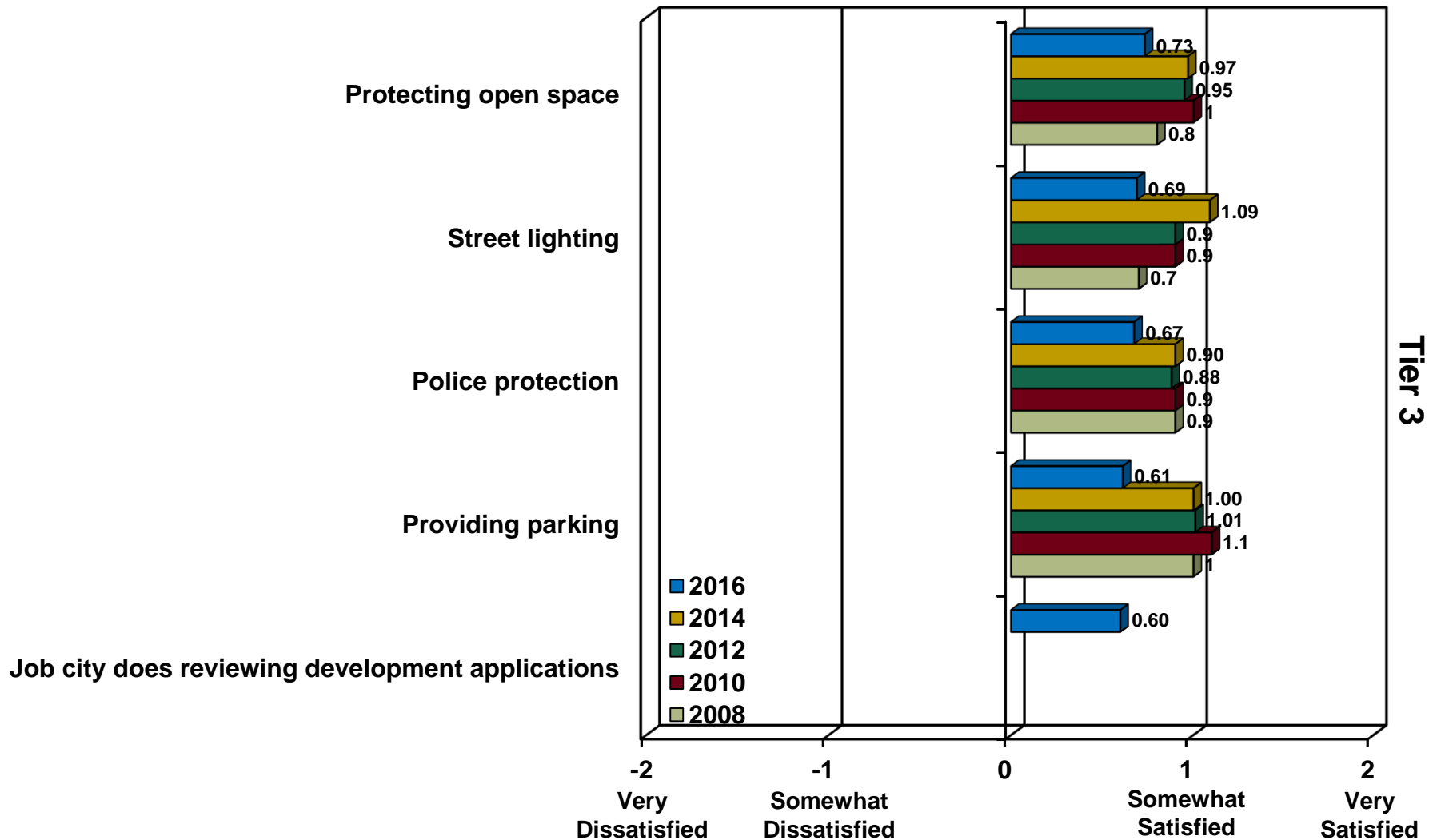
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

# Q3. Ratings of City Services – Tier 3 (Continued)



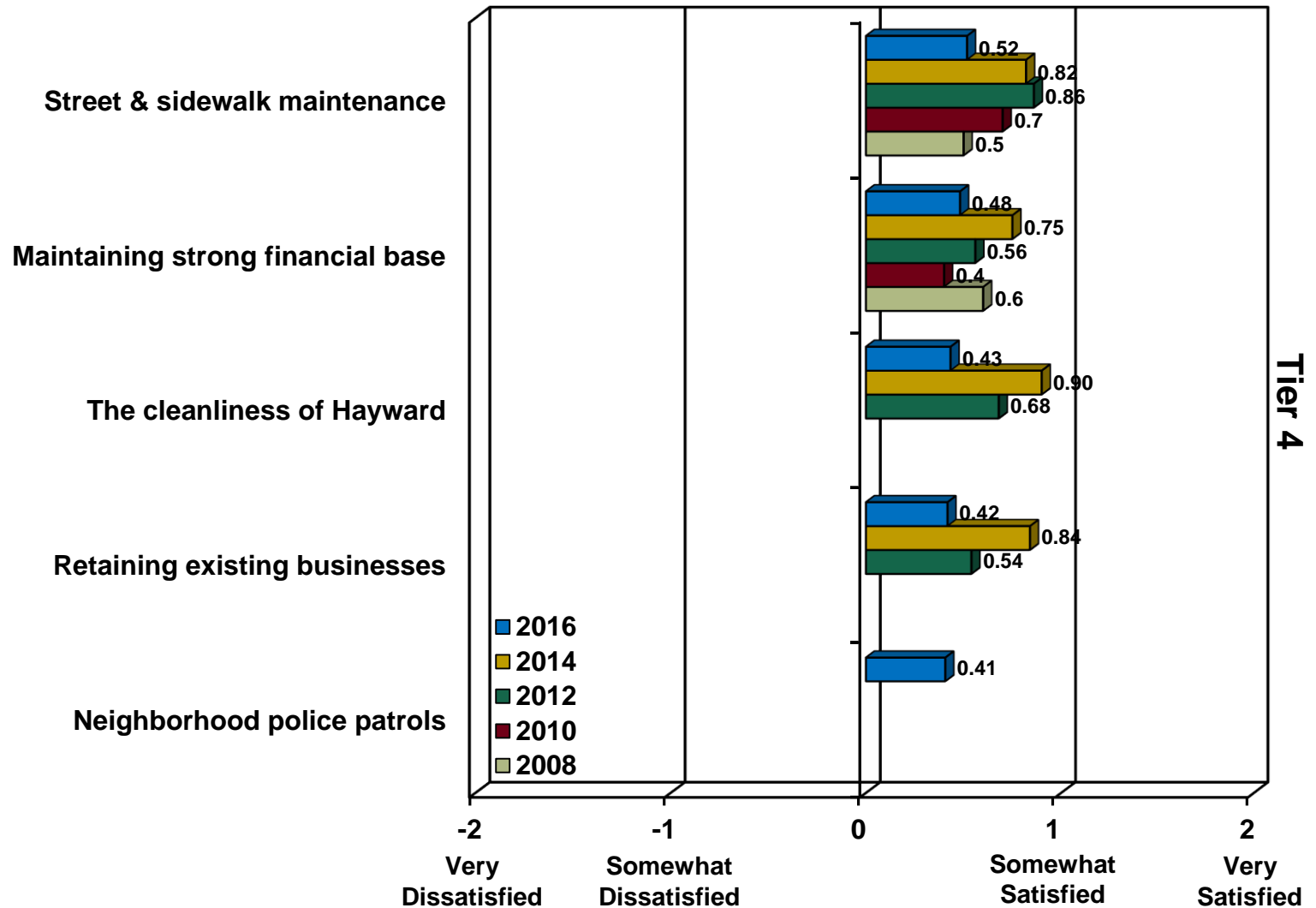
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

# Q3. Ratings of City Services – Tier 3 continued (Continued)



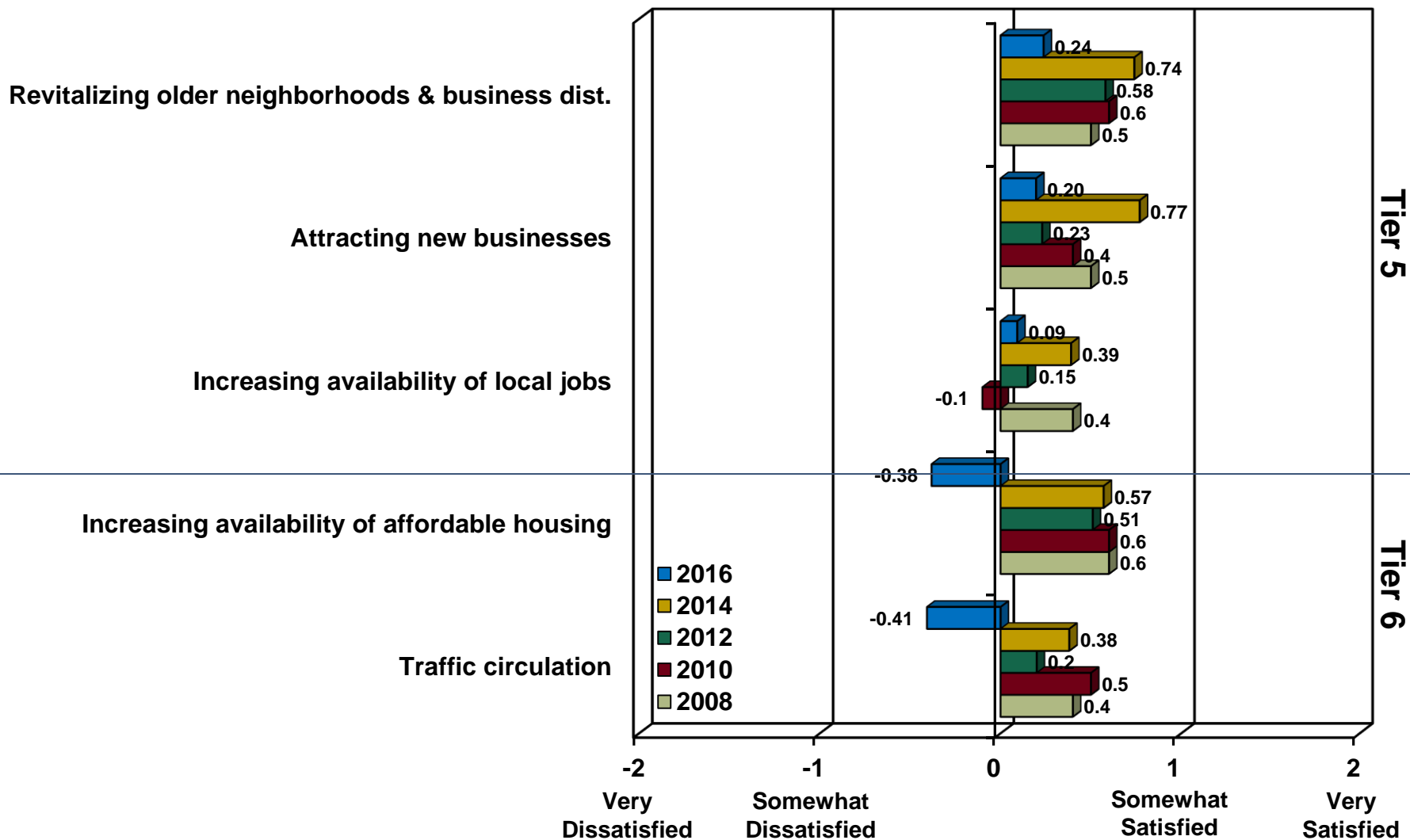
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

# Q3. Ratings of City Services – Tier 4 (Continued)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

# Q3. Ratings of City Services – Tiers 5 and 6 (Continued)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

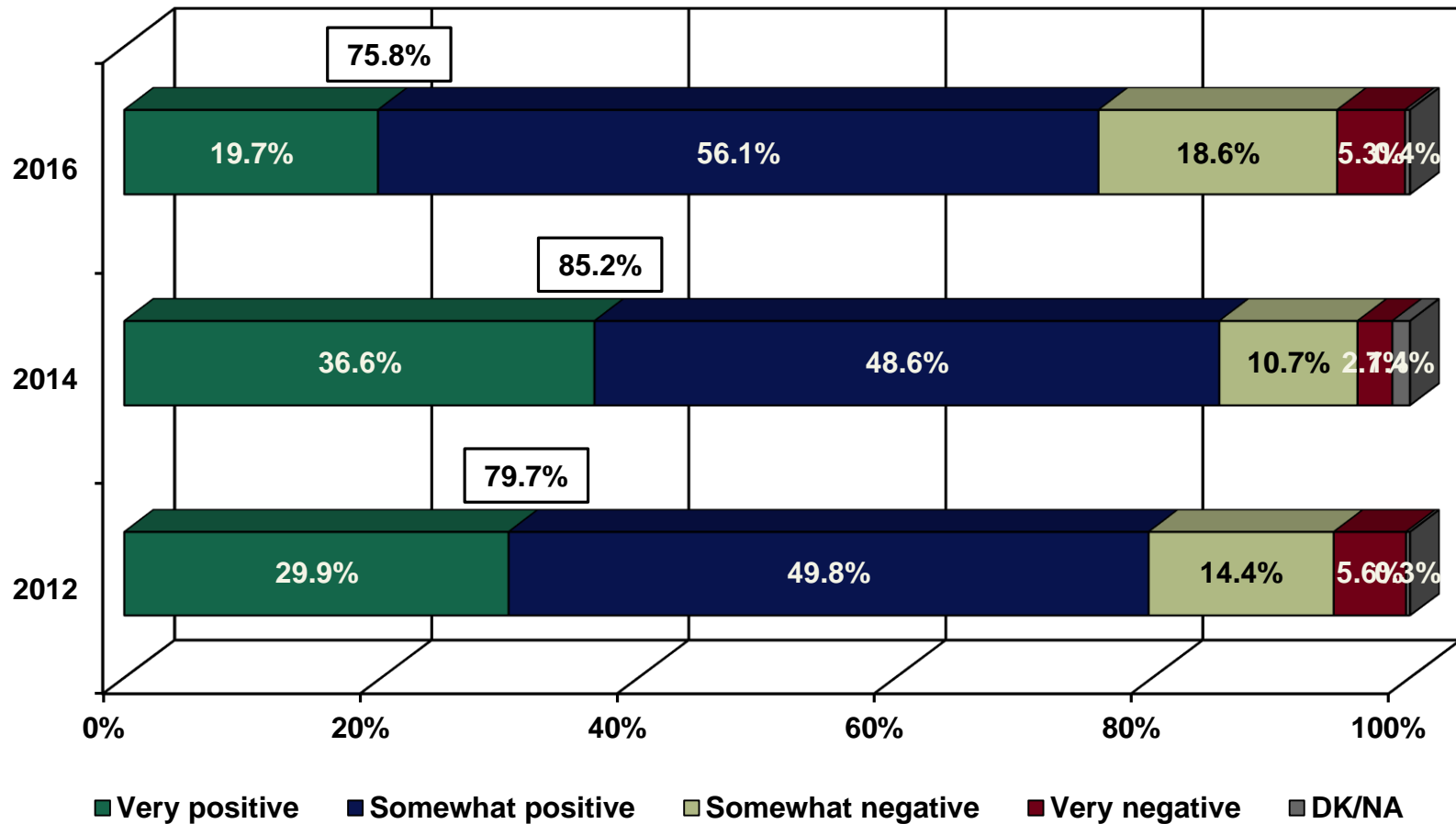


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Hayward Image

# Q4. Perceived Image of Hayward



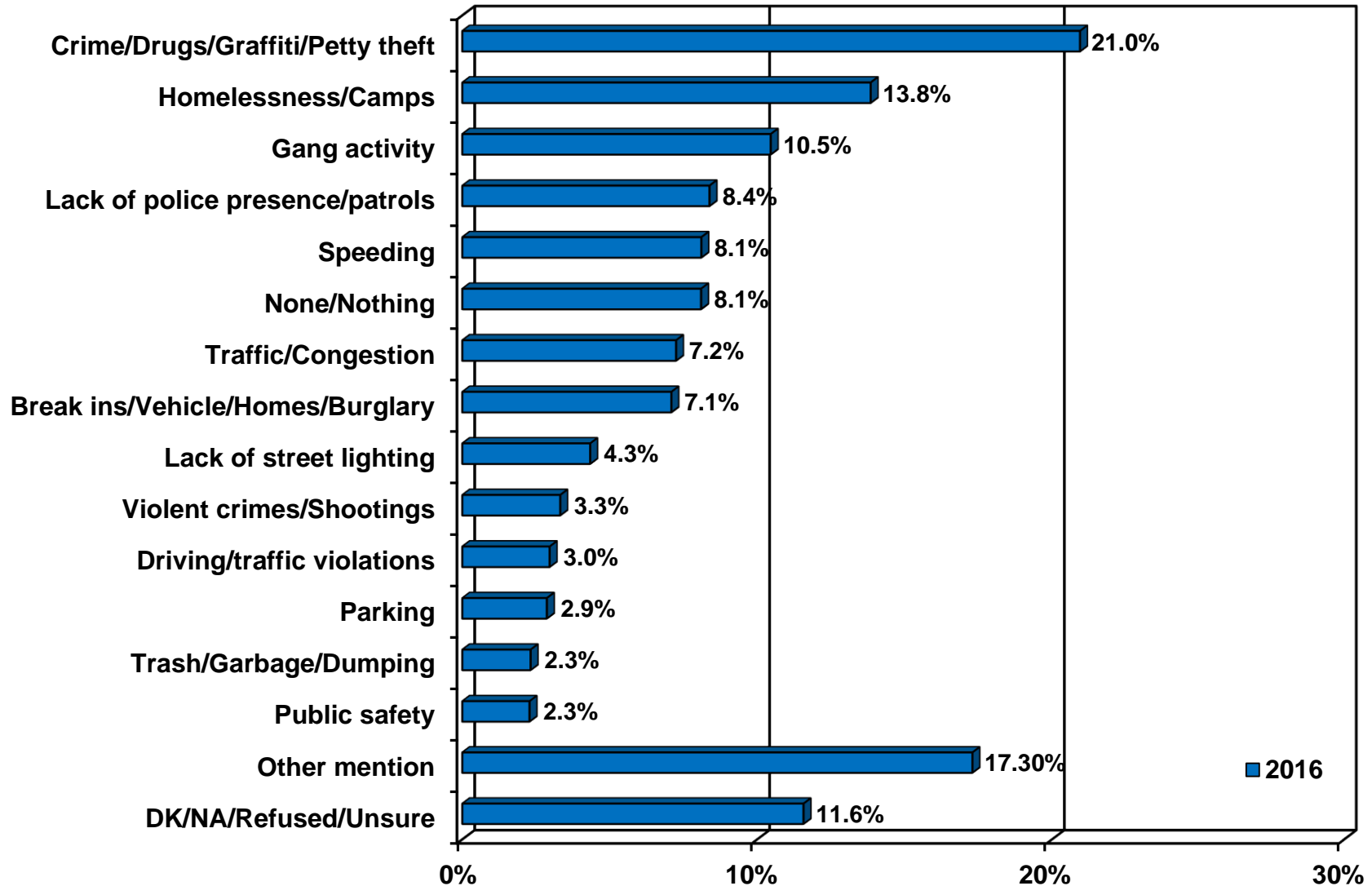


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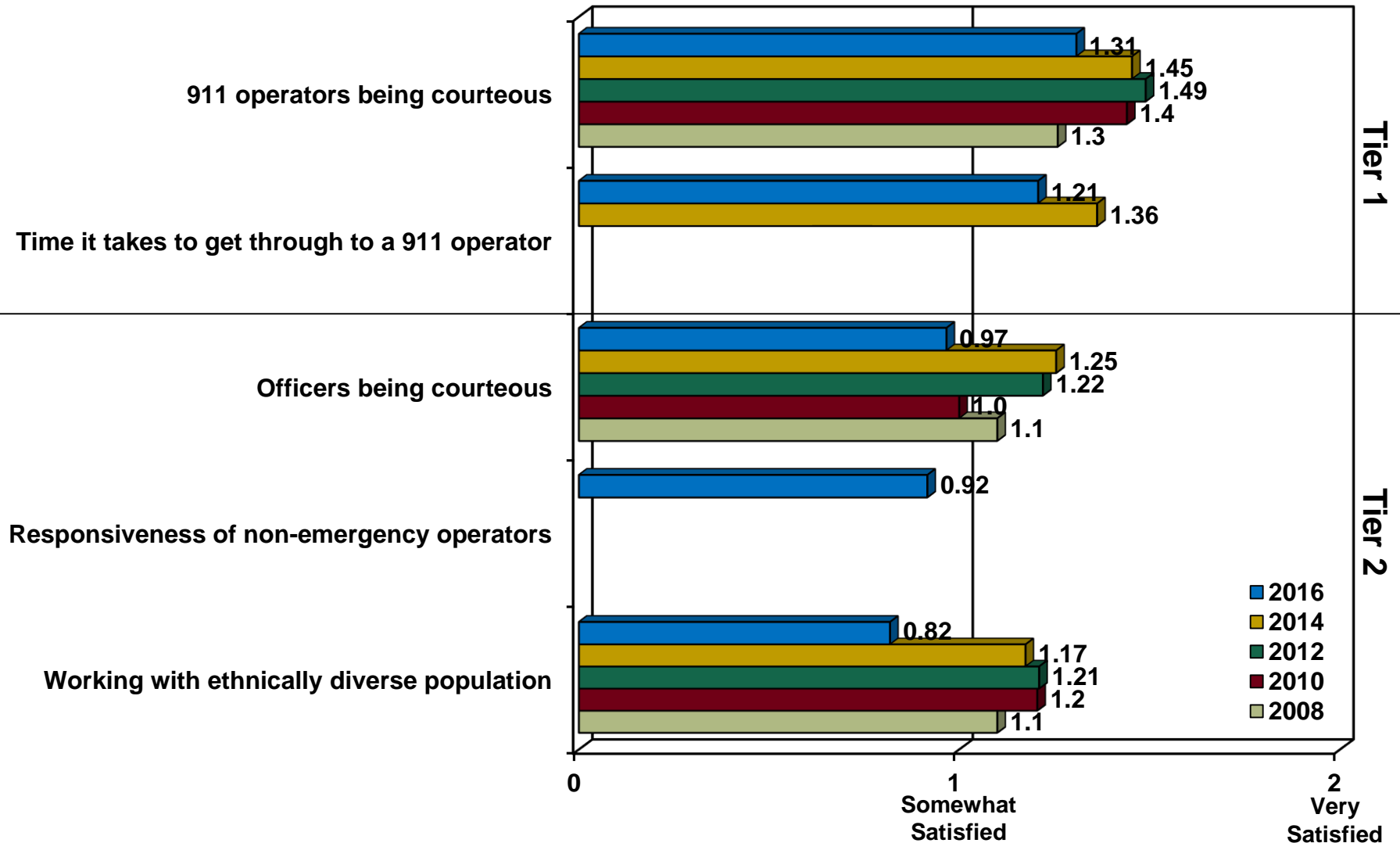
## Public Safety and Police Services

# Q5. Public Safety Concerns



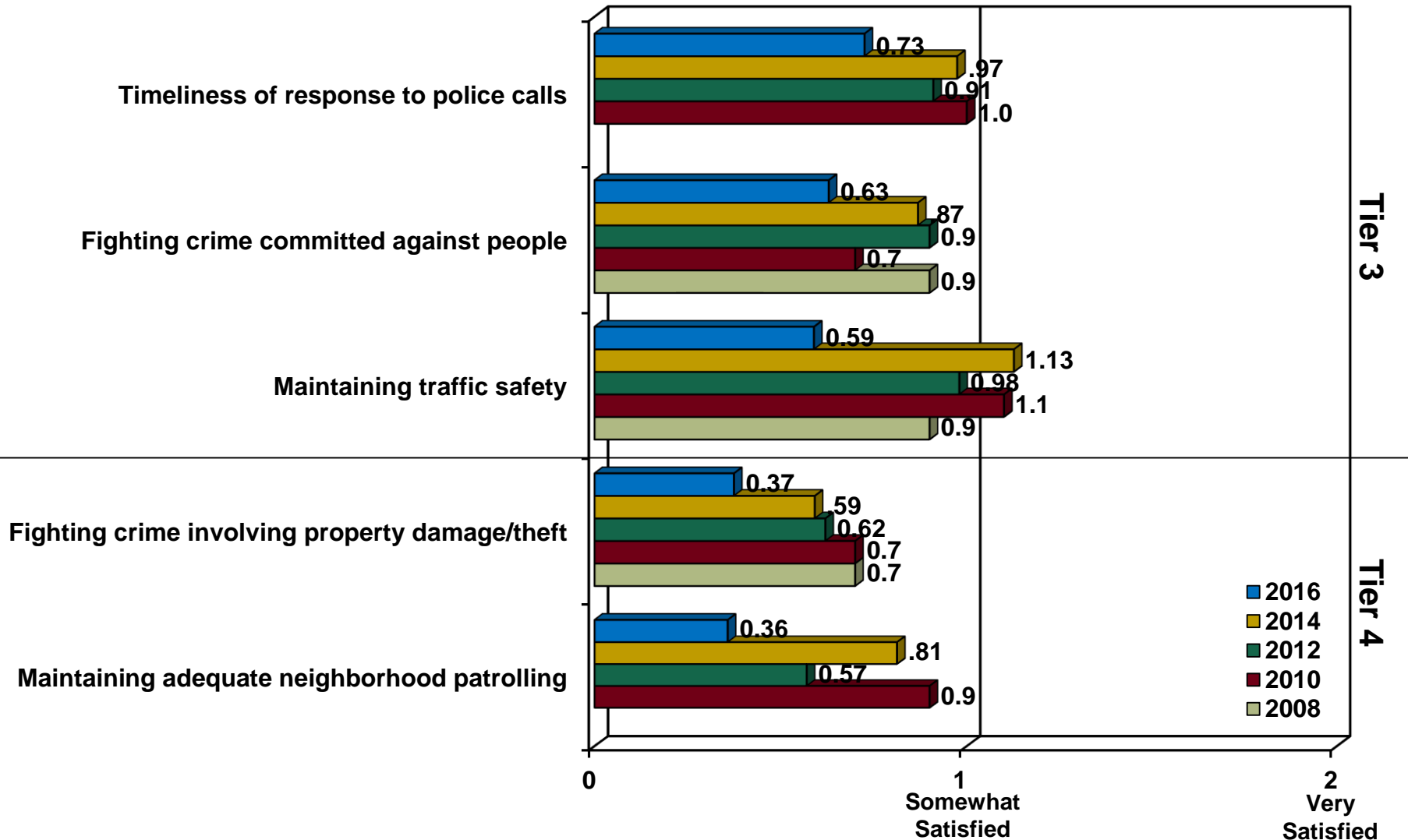
Note: Issues that were mentioned by less than 2 percent of the residents have been added to the "Other mentions" category for charting purposes.

# Q6. Satisfaction with Police Services – Tiers 1 and 2



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

# Q6. Satisfaction with Police Services – Tiers 3 and 4 (Continued)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.



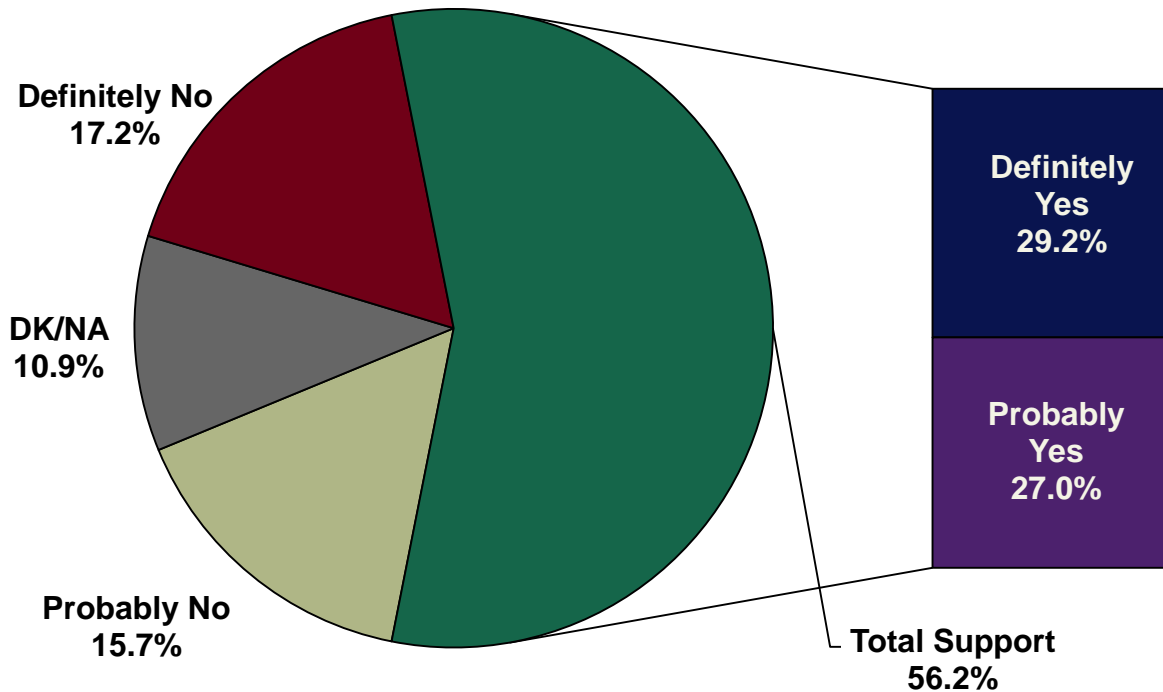
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## Public Safety Facilities

# Q7. Uninformed Support

November 2018 (n=311)



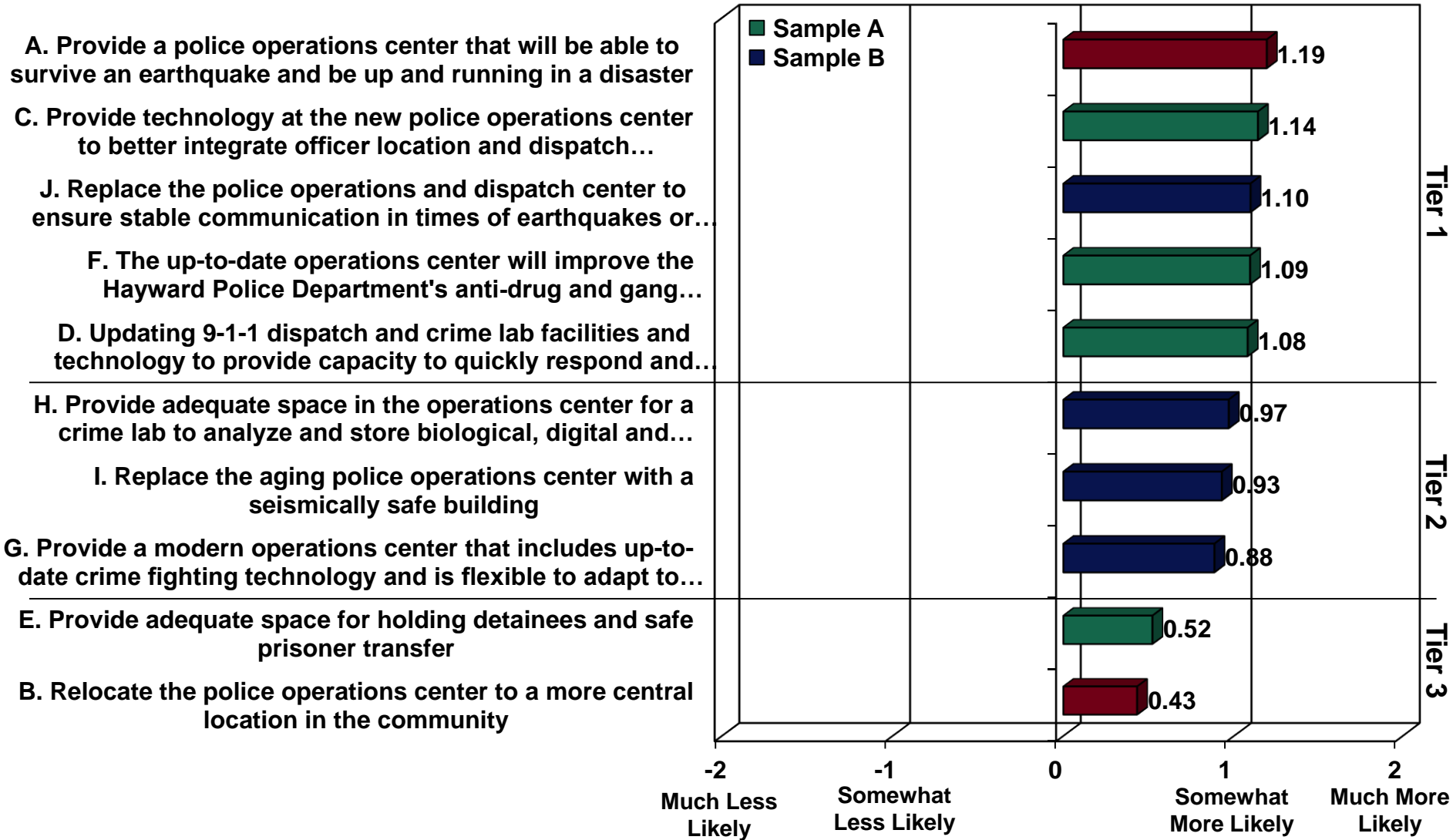
To upgrade City of Hayward public safety facilities, including:

- replacing the aging police operations center with a seismically safe building;
- updating 9-1-1 dispatch and crime lab facilities and technology to provide capacity to quickly respond and improve crime-fighting;

shall the City of Hayward issue \$95 million dollars in bonds, requiring an average debt service of \$10 million dollars annually, for 30 years, by assessing \$52 per \$100,000 of assessed value, requiring independent citizen oversight, project audits, and all funds be spent in the City of Hayward?

# Q8. Features of Public Safety Facilities

## November 2018 (n=311)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

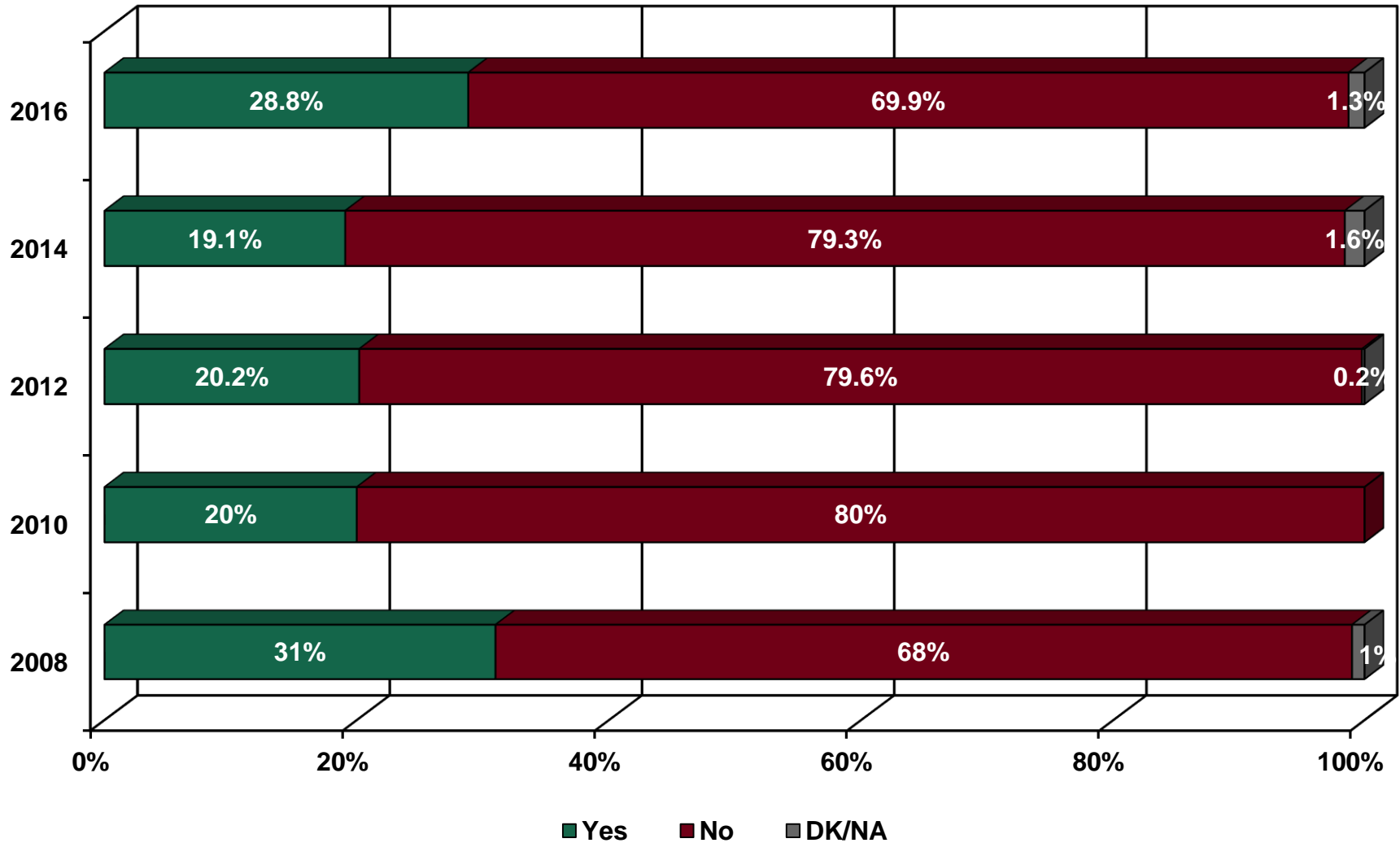


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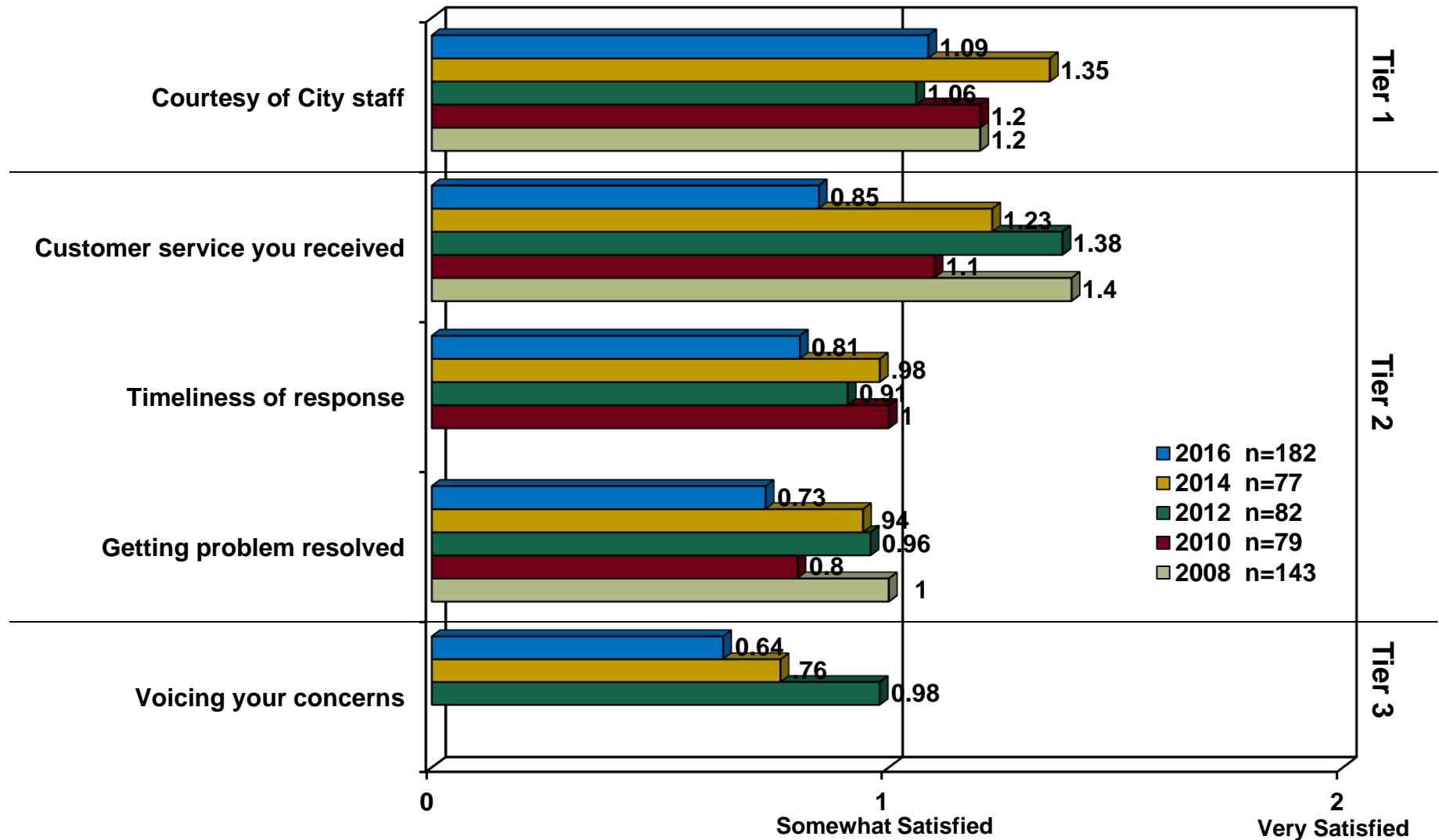


Contacting the City and Customer Service

# Q9. Contacting the City

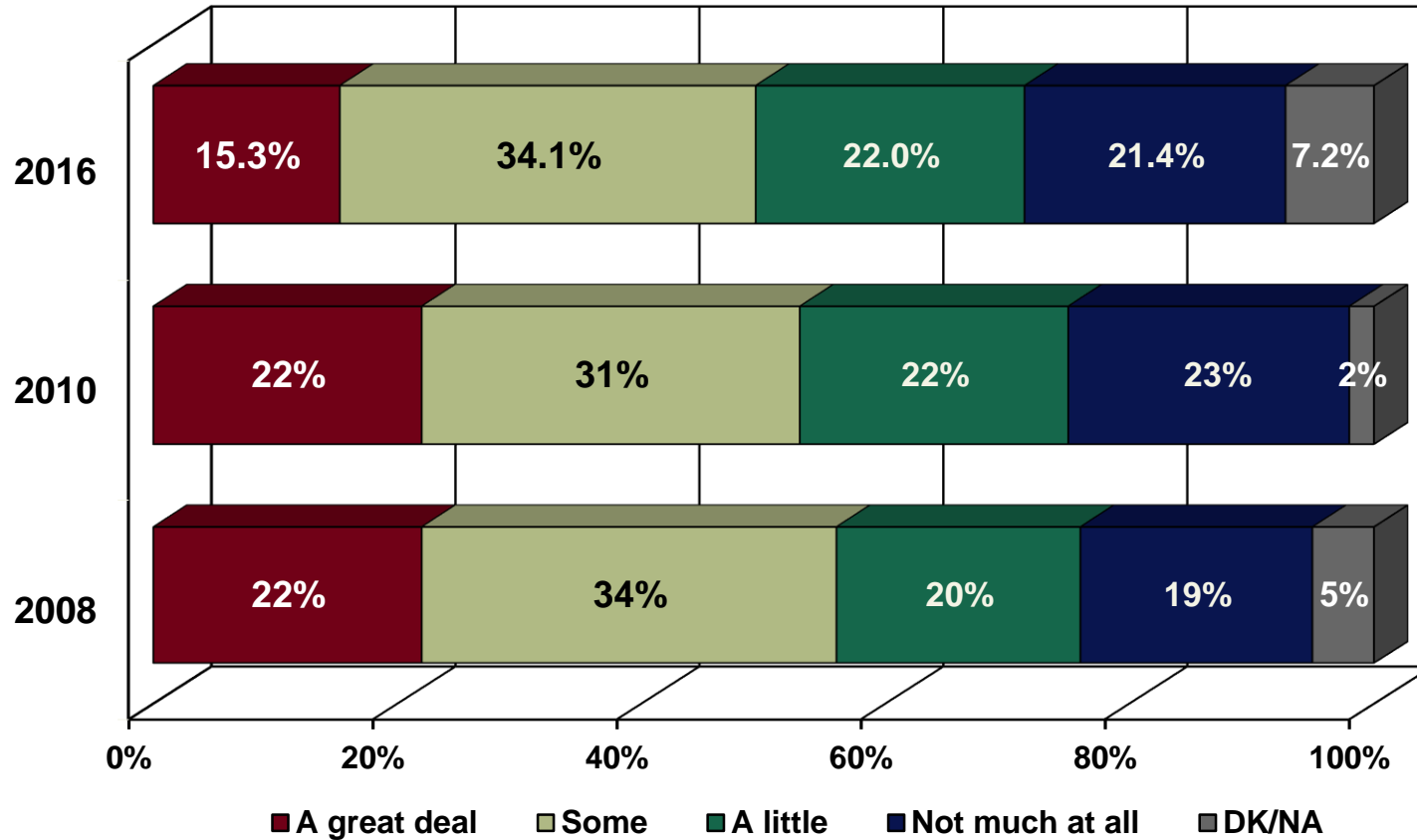


# Q10. Customer Service Ratings

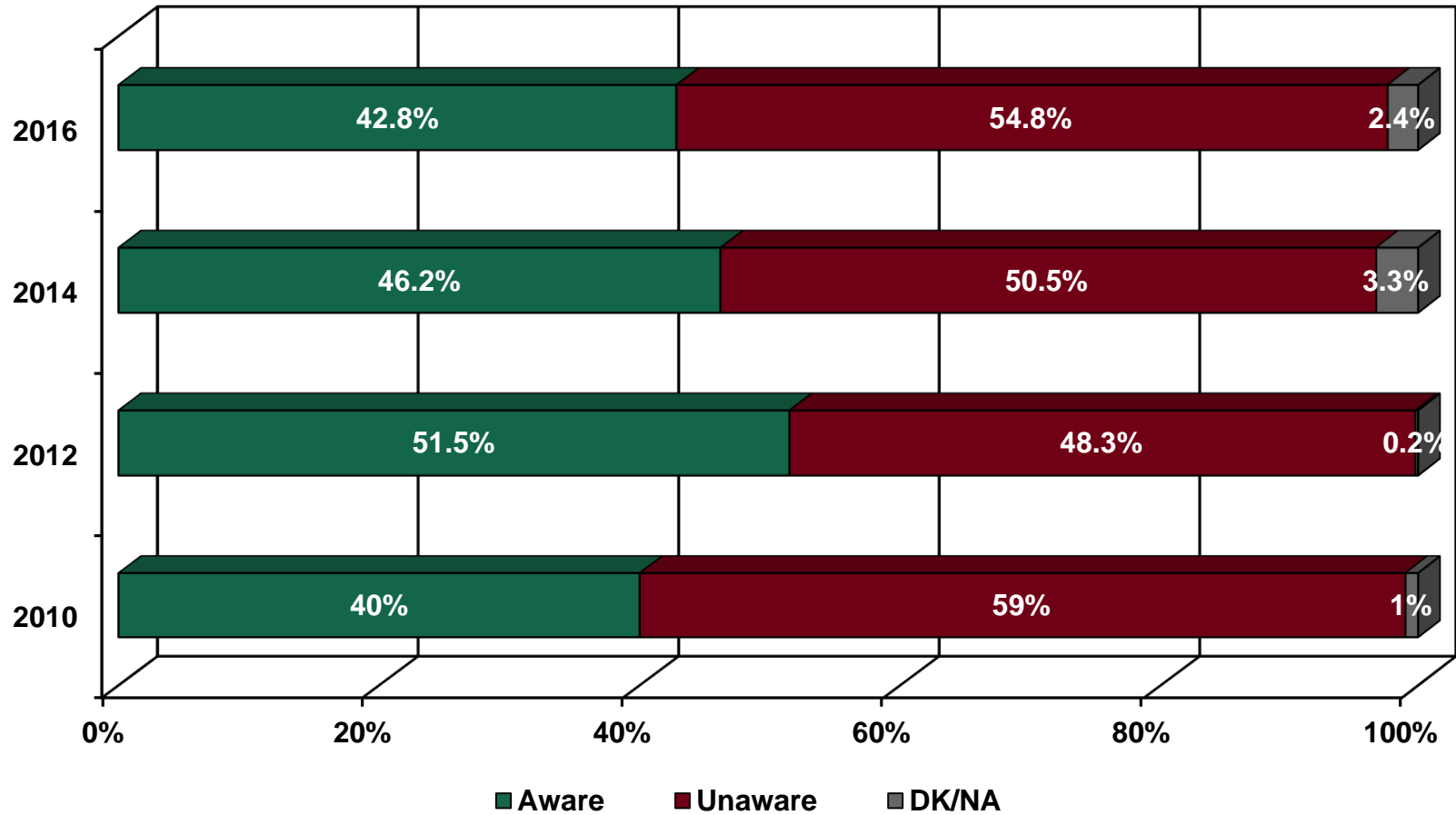


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

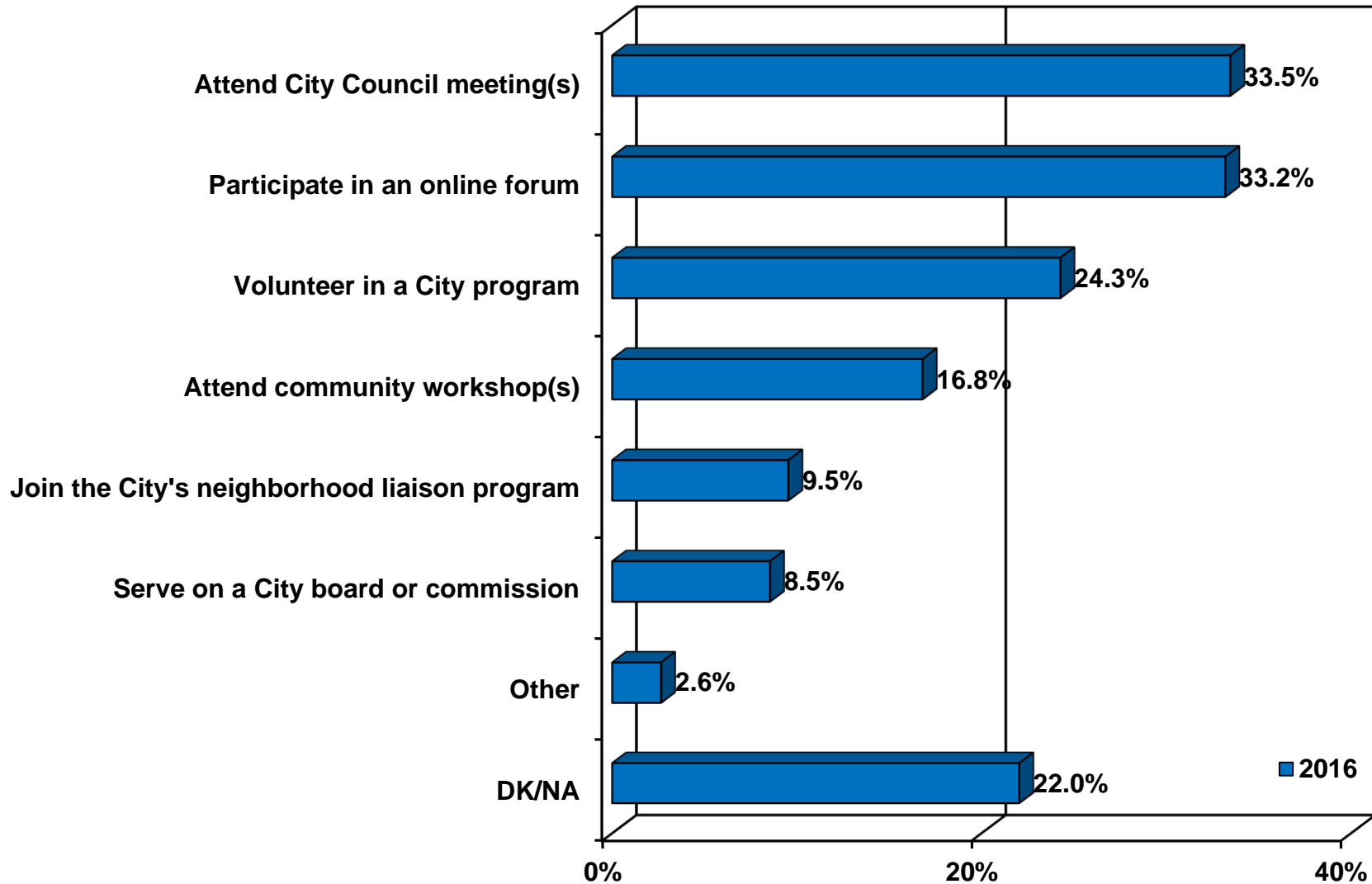
# Q11. Opportunity to Voice Concerns



# Q12. Awareness of City Council Meetings



# Q13. Preferred Methods for Engaging with City



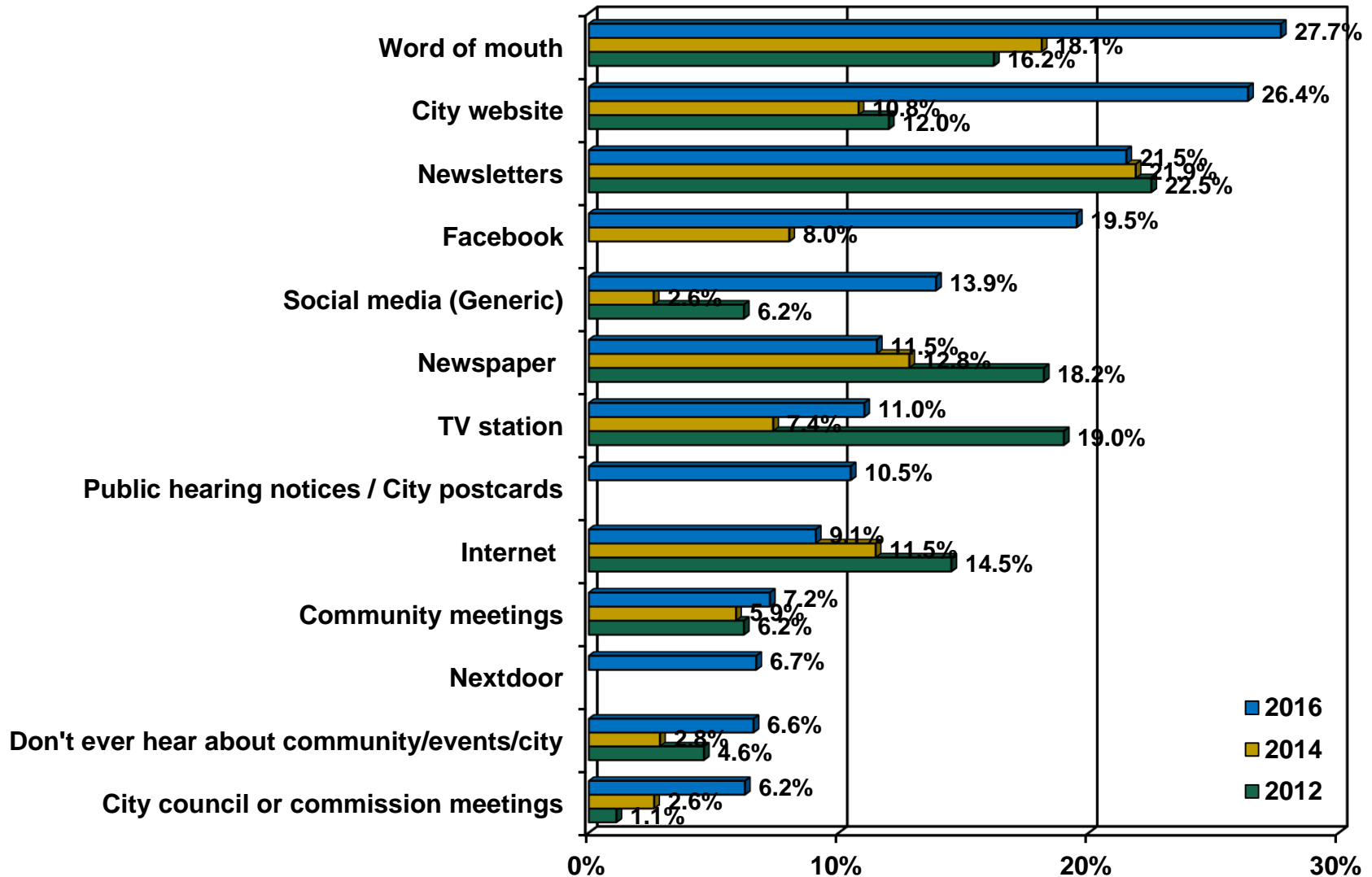


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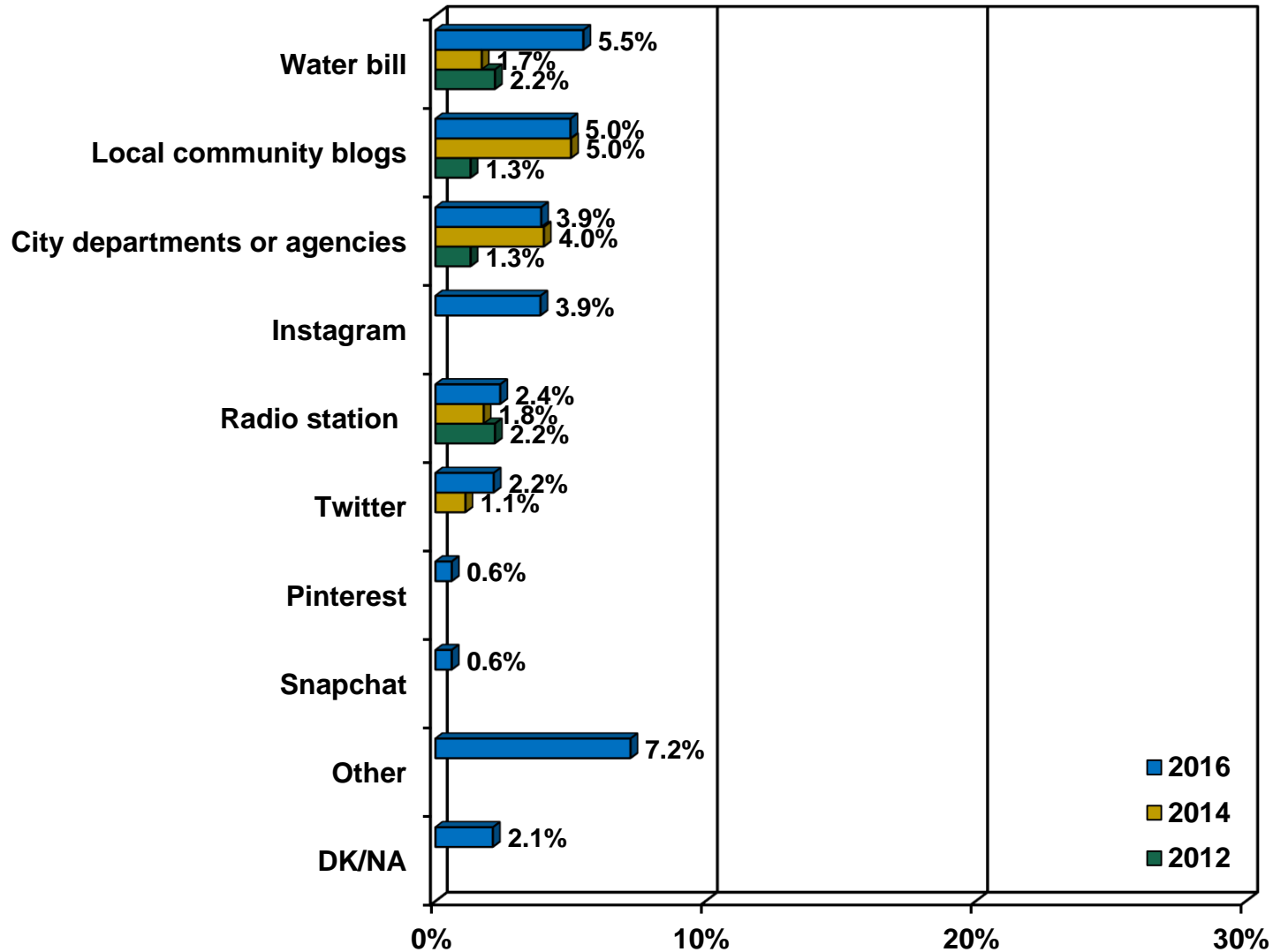


## Communication and Public Information

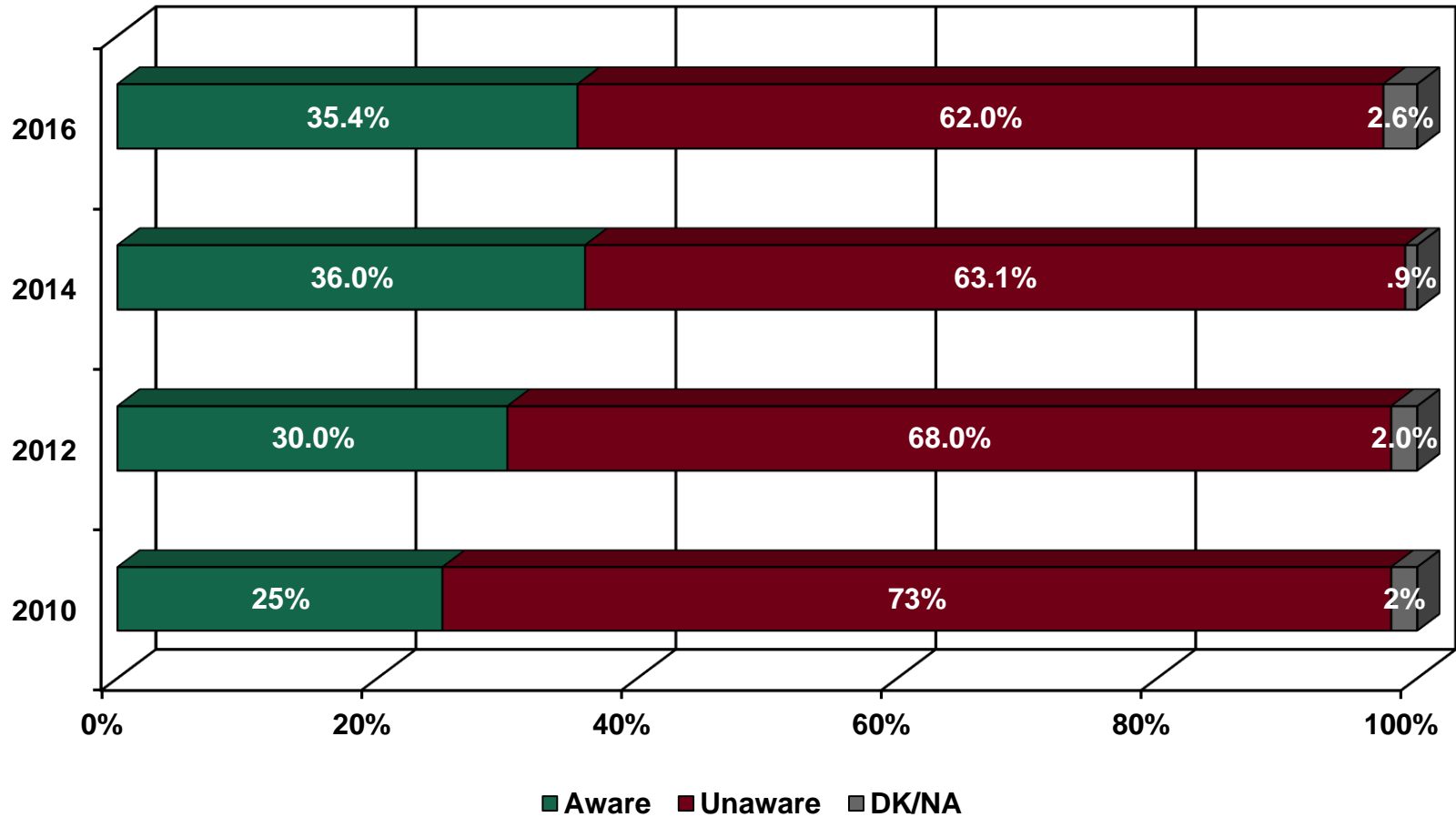
# Q14. Information Sources for Local Community, Events and City Government



# Q14. Information Sources for Local Community, Events and City Government (Continued)



# Q15. Awareness of "Access Hayward"





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