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City of Hayward

2010 Resident Satisfaction Survey

November 2010

Overview and Research Objectives

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- The City of Hayward commissioned Godbe Research to conduct a survey of its residents to learn their overall perceptions of living in Hayward and to gauge their satisfaction with the job the City is doing to provide resident services and programs. The survey also focused on gathering resident feedback on:
  - Visual looks of the City;
  - Public safety and police services;
  - Public facilities;
  - Contacting the City and customer service; and
  - Communication and public information.
- Additionally, the study was designed to track the results of a survey conducted in August 2008, and to identify any differences in opinions due to demographic and/or geographic characteristics.

Methodology Overview

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➢ Data Collection	Telephone Interviewing
➢ Universe	107,697 adult residents in the City of Hayward
➢ Fielding Dates	October 14 through 18, 2010
➢ Interview Length	16 minutes
➢ Survey Languages	English and Spanish
➢ Sample Size	400
➢ Margin of Error	± 4.9%

Note: The data have been weighted by respondent gender, age and ethnicity to reflect the actual population characteristics of the adult residents in the City of Hayward (Based on 2009 American Community Survey population estimates).

Living in Hayward

Satisfaction with Quality of Life

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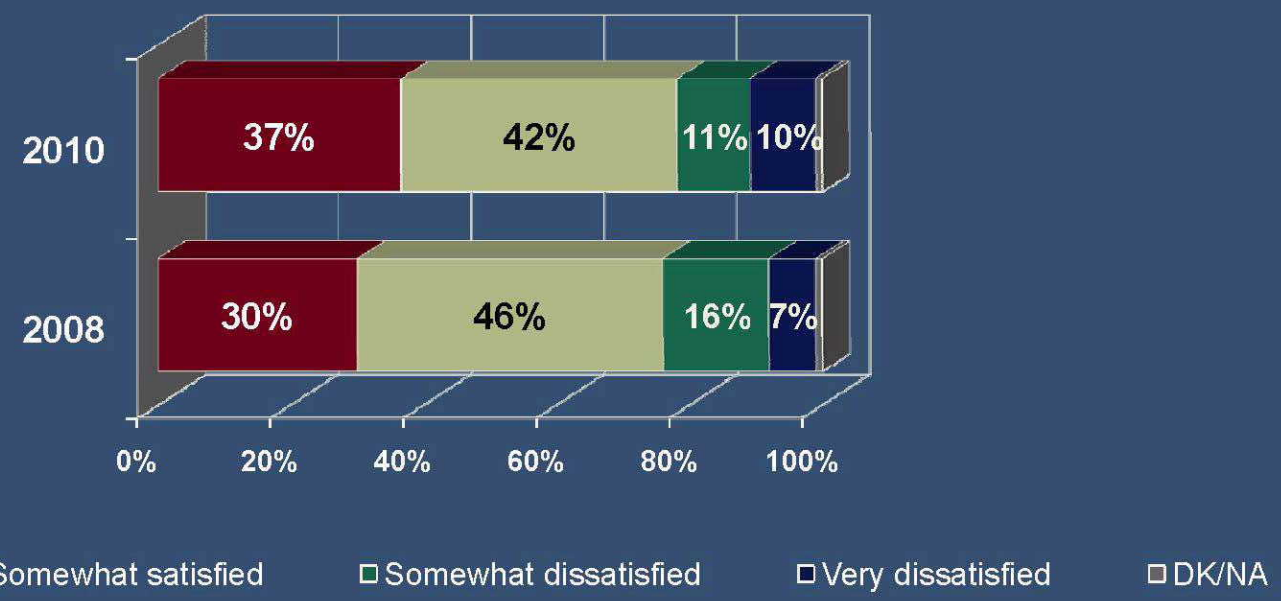
The survey revealed that a majority of the residents are satisfied with the overall quality of life in the City of Hayward. In particular, almost 8 out of 10 residents reported being "very satisfied" (37%) or "somewhat satisfied" (42%), and 21 percent of the residents indicated that they are dissatisfied with the overall quality of life. The remaining 1 percent of residents did not express an opinion (DK/NA). Overall satisfaction in the current survey (79%) is consistent with the results of the 2008 survey (76%), however, the proportion of the residents reporting that they are "very satisfied" has increased by 7 percent.



Sense of Neighborhood

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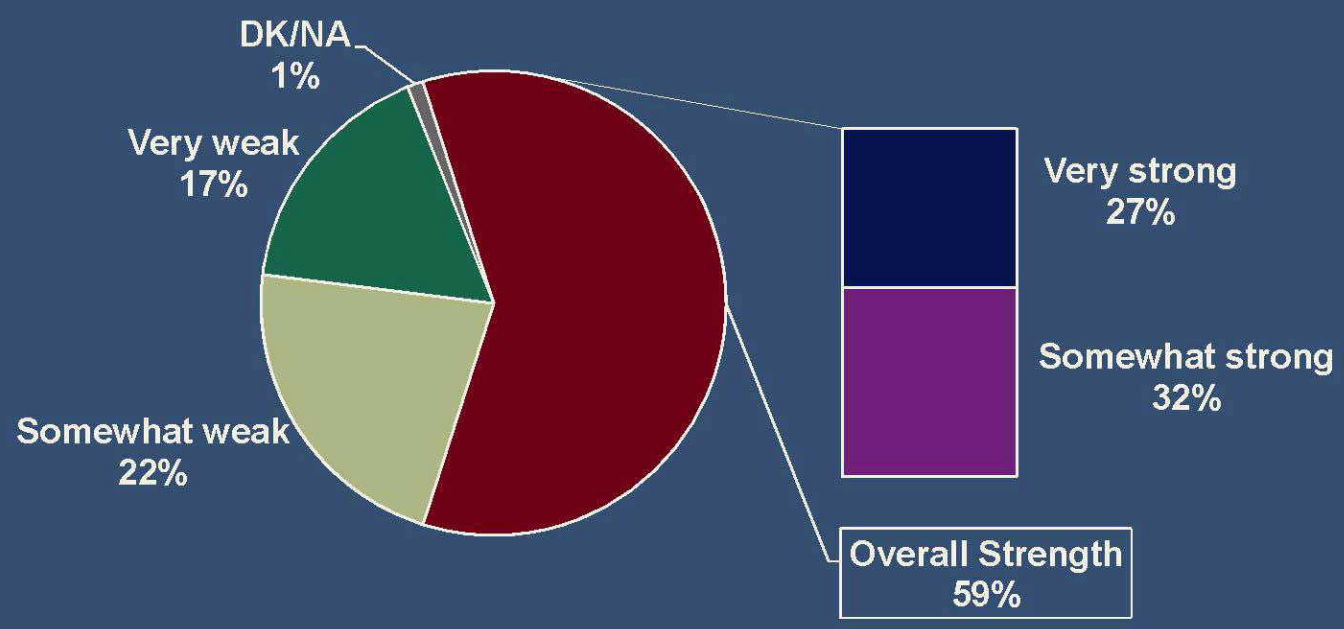
The next question asked respondents to think about the sense of neighborhood they feel as residents of their respective communities. In response, roughly 3 out of 5 residents reported that they feel a strong sense of neighborhood, with 27 percent "very strong" and 32 percent "somewhat strong" responses. By contrast, almost 2 in 5 residents felt a weak sense of neighborhood (22% "somewhat weak" and "17% "very weak"). The remaining 1 percent did not express an opinion (DK/NA).



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Ratings of City Services

Overall Satisfaction with City Services

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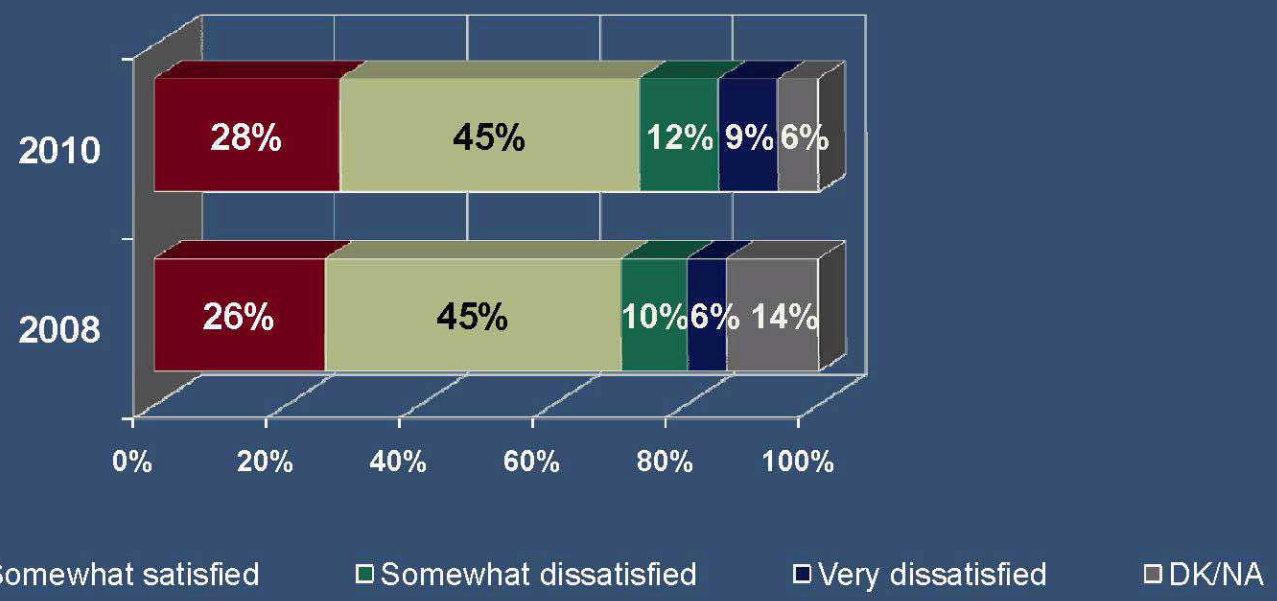
More than 7 out of 10 residents are "very satisfied" (28%) or "somewhat satisfied" (45%) with the job the City of Hayward is doing to provide services. Overall satisfaction with City services in the 2010 survey (73%) is comparable with the results of the 2008 survey (71%). However, there was a 5 percent increase in proportion of dissatisfied responses from 2008 to 2010. Godbe Research has asked this question in surveys for a number of California cities in recent years, and the overall satisfaction level exhibited by residents places Hayward in the bottom quartile of resident satisfaction with city services (79% or lower in total satisfaction).



Overall Satisfaction with City Services

Difference in Subgroups

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Overall satisfaction with City services was largely consistent across demographic groups, including gender, ethnicity and zip code of residence. However, the 18-to-29-year-old residents were more likely to be "somewhat satisfied" with the job the City of Hayward is doing to provide City services, while their 50-to-64-year-old counterparts were more likely to be "somewhat dissatisfied." In addition, a higher percentage of households with annual income of $60,000 to less than $100,000 indicated "very dissatisfied" than those with annual income less than $30,000.

	Age					Annual Household Income			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	Less than $30,000	$30,000 to less than $60,000	$60,000 to less than $100,000	$100,000 or more
Total	95	96	70	86	46	114	122	66	31
Very satisfied	31.8%	32.4%	29.0%	16.9%	32.8%	35.2%	34.4%	23.7%	14.6%
Somewhat satisfied	58.0%	32.4%	47.0%	43.5%	41.4%	47.6%	38.2%	40.6%	51.2%
Somewhat dissatisfied	4.6%	14.8%	4.1%	22.8%	14.1%	8.9%	12.1%	17.6%	6.5%
Very dissatisfied	3.8%	11.2%	12.1%	10.8%	8.6%	3.8%	7.8%	15.4%	13.3%
DK/NA	1.8%	9.2%	7.8%	6.0%	3.1%	4.5%	7.4%	2.7%	14.4%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Ratings of City Services I

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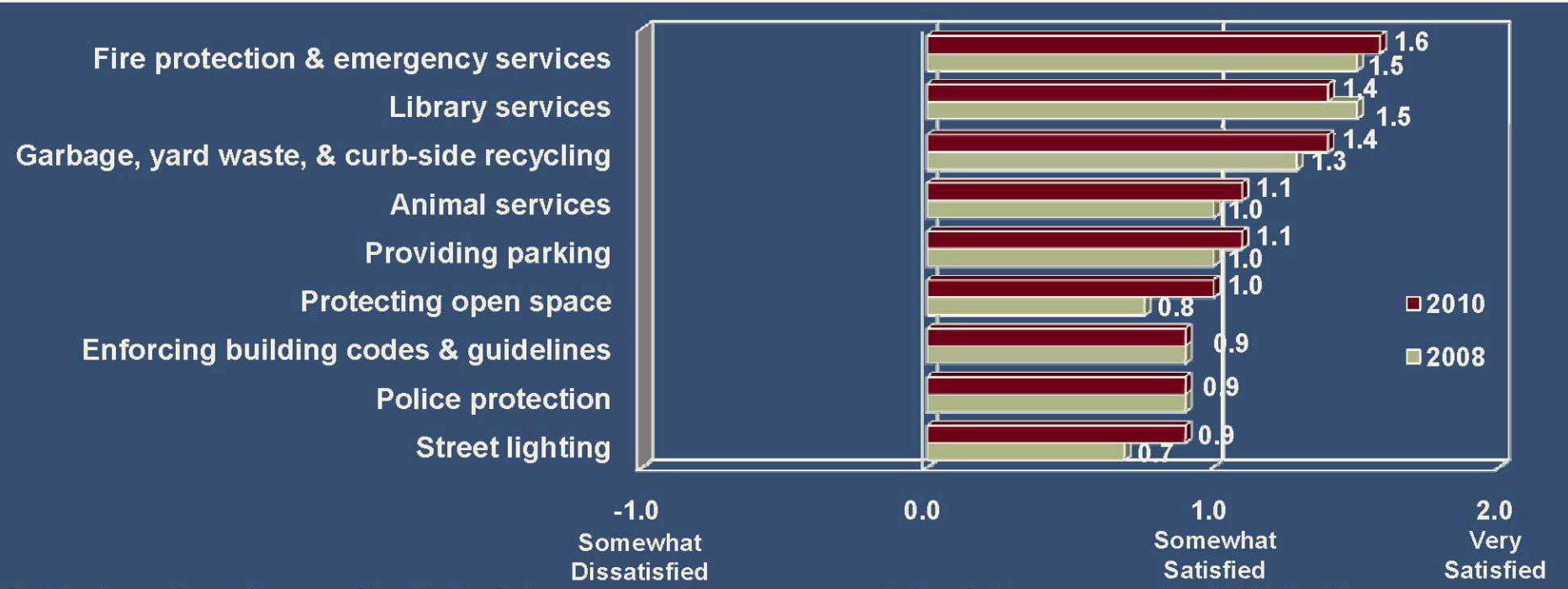
Residents were next read a list of 19 specific City services and asked to rate their satisfaction with each. On average, residents were at least "somewhat satisfied" with 6 of the 19 tested services (mean scores of 1.0 or higher). Specifically, residents expressed the highest satisfaction with the job the City is doing to provide fire protection and emergency services, with 2 out of 3 residents reporting "very satisfied." Resident satisfaction was similarly high with the City's efforts to provide library and garbage, yard waste and curbside recycling services (mean scores of 1.4). Further, resident satisfaction with each service in the current survey was comparable to their corresponding ratings in the 2008 survey. However, the City's performance in providing street lighting was an exception; the respondents of the current survey were more likely to be satisfied with this service than their counterparts from the 2008 survey.



Note: The above rating questions were 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.

Ratings of City Services II

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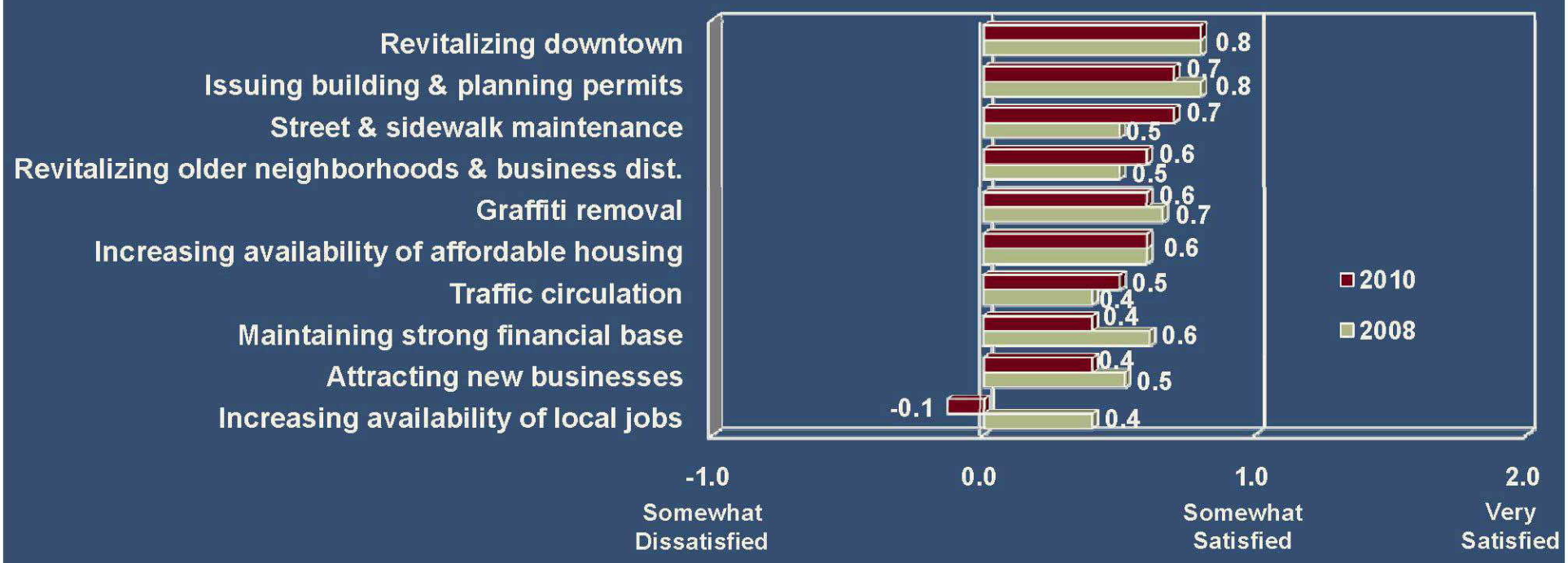
The following chart illustrates the resident services which garnered relatively lower satisfaction ratings than those presented on the previous page. In particular, Hayward residents were least satisfied with the City's efforts to increase the availability of local jobs – overall, 44 percent of residents were dissatisfied with this service. Additionally, there was an 11 percent increase in the "very dissatisfied" responses for this service from 2008 to 2010, which is reflective of the economic downturn and the high unemployment rate.



Note: The above rating questions were 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.

Importance - Satisfaction Matrix I

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To derive the relative importance of the various resident services and programs available in Hayward, Godbe Research correlated resident satisfaction with each City service or program with their overall satisfaction with the quality of life in the city. In other words, we looked at how much each City service or program corresponds to the residents' perceived quality of life. As such, the higher the correlation, the more important a particular City service is to the residents.

In the figure on the next page, the derived importance for each of the 19 City services tested are plotted along the vertical axis, such that the services that have a relatively high relationship with respondent-rated quality of life are near the top, while the services with lower derived importance appear toward the bottom of the graph. Resident satisfaction with individual services are plotted along the horizontal axis, ranging from "Very Dissatisfied" on the left to "Very Satisfied" on the right. By plotting importance and satisfaction scores together, the 19 tested services are classified into four quadrants, which are described in turn below.

Quadrant A: The services in this quadrant were rated relatively low in terms of resident satisfaction but had a relatively high relationship with respondent-rated quality of life; **these are the highest priorities for improvement**. Classified in this quadrant are attracting new businesses to the city, revitalizing older neighborhoods and business districts, and revitalizing the downtown area.

Quadrant B: Items in this quadrant (e.g., protecting open space, and enforcing building codes and guidelines for quality and safe development in Hayward) garnered relatively high satisfaction ratings, and are also relatively important to residents. These represent **areas where the City of Hayward should maintain its efforts**.

Quadrant C: Items in this quadrant have relatively low importance and high satisfaction ratings, and **do not require urgent improvement**. They include police protection; fire protection and emergency services; street lighting; parking throughout the city; library services; garbage, yard waste and curbside recycling; and animal services.

Quadrant D: Finally, traffic circulation, street and sidewalk maintenance, issuing building and planning permits, graffiti removal, increasing the availability of local jobs, maintaining a strong financial base to fund City programs and services, and increasing the availability of affordable housing received relatively lower satisfaction ratings and also have low derived importance with the resident-perceived quality of life, when compared to other City programs and services. Therefore, these may be considered as the **lowest priorities for improvement**.

Importance - Satisfaction Matrix II

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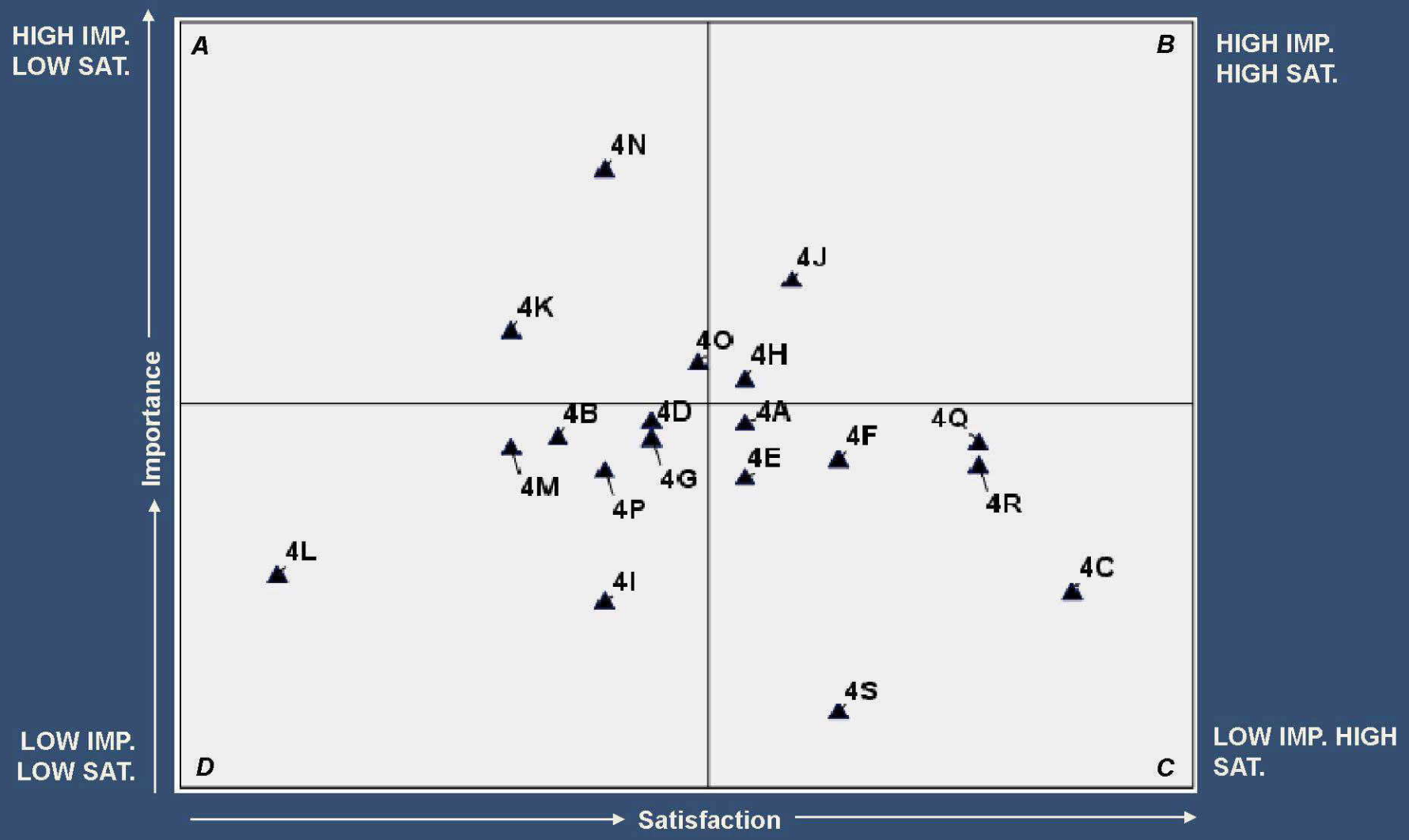

Please note that the above chart displays importance and satisfaction in *relative terms*. For example, an item in the low importance/low satisfaction quadrant should not be read as being unimportant or garnering no resident satisfaction in absolute terms. Instead, it has *relatively* low importance and low satisfaction ratings *in comparison to* the other services and programs.

Importance - Satisfaction Matrix III

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Service items in **RED** are priorities for improvement efforts.
Service items in **BLUE** are priorities for maintenance.

Service Item	Imp.	Sat.
A. Police protection	0.3	0.9
B. Traffic circulation	0.3	0.5
C. Fire protection and emergency services	0.2	1.6
D. Street and sidewalk maintenance	0.3	0.7
E. Street lighting	0.3	0.9
F. Providing parking throughout the City	0.3	1.1
G. Issuing building and planning permits	0.3	0.7
H. Enforcing building codes and guidelines for quality and safe development in Hayward	**0.3**	**0.9**
I. Graffiti removal	0.2	0.6
J. Protecting open space	**0.4**	**1.0**

Service Item	Imp.	Sat.
K. Attracting new businesses to the City	**0.3**	**0.4**
L. Increasing the availability of local jobs	0.2	-0.1
M. Maintaining a strong financial base to fund City programs and services	0.3	0.4
N. Revitalizing older neighborhoods and business districts	**0.4**	**0.6**
O. Revitalizing the downtown area	**0.3**	**0.8**
P. Increasing the availability of affordable housing	0.3	0.6
Q. Library services	0.3	1.4
R. Garbage, yard waste, and curbside recycling	0.3	1.4
S. Animal services, such as stray animal catching or animal licensing	0.1	1.1

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Public Safety Services

Public Safety Concerns

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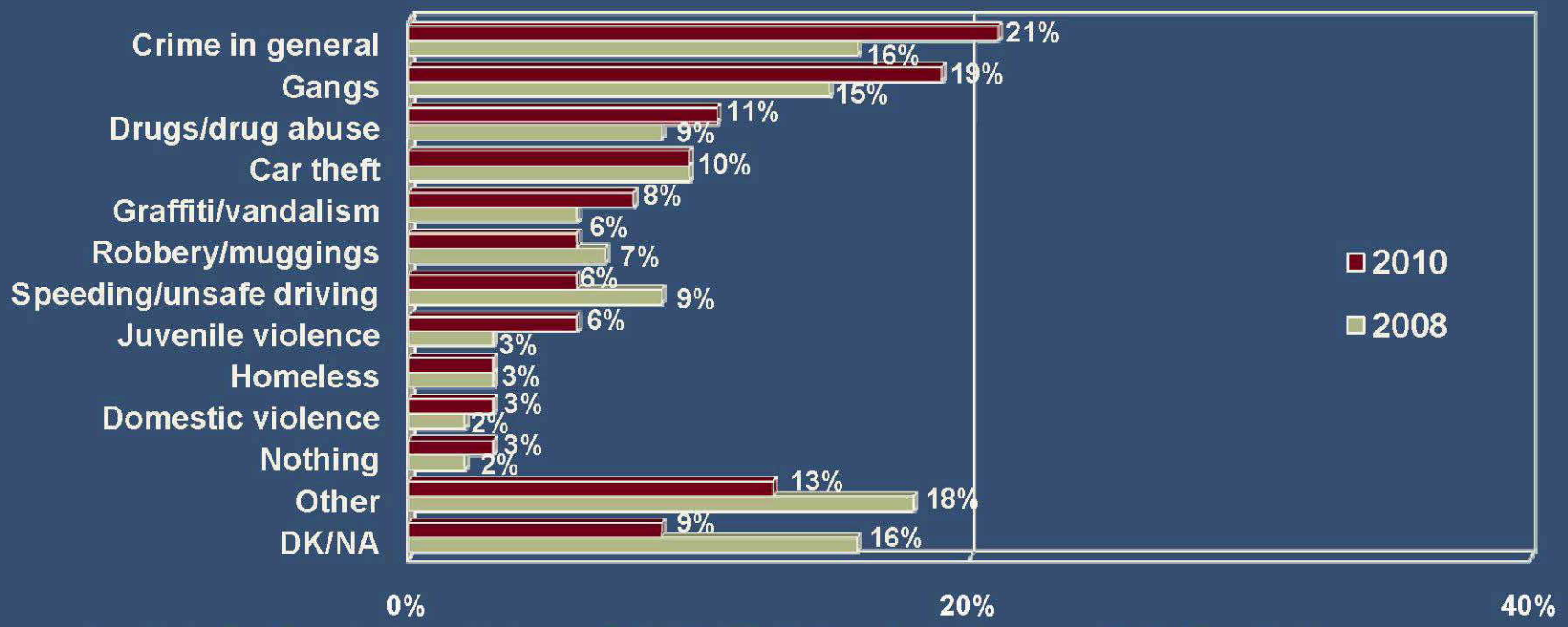
The next section is designed to get resident feedback on public safety and police services in Hayward. The first question in this section asked respondents to identify the most serious public safety problems in their neighborhood. In response, similar to the results of the 2008 survey, crime in general (21%) was the most frequently mentioned reason, closely followed by gangs (19%). In the next tier were other crimes such as drugs and drug abuse (11%), car theft (10%), and graffiti and vandalism (8%). Otherwise, there emerged no significant differences in resident concerns between the 2008 and 2010 surveys.



Note: Issues mentioned by less than 3 percent of the residents were rolled into the "Other" category for charting purposes. For the full results, please see the Topline Report.

Public Safety Concerns
Difference in Subgroups

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The table below highlights the key subgroup differences in the two most frequently mentioned safety concerns. A higher percentage of the Asian residents, those living in zip code 94545, and those ages 30 to 39, reported that crime in general was the most serious public safety concern in comparison with their respective counterparts. On the other hand, the Caucasian and Hispanic residents were more likely to be concerned about gangs.

	Age					Ethnicity					Zip Code of Residence			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	Caucasian	Hispanic	Asian	African-American	Other	94544	94541	94545	Other
Total	95	96	70	86	46	88	149	89	38	22	143	130	80	47
Crime in general	19.9%	32.1%	8.8%	21.7%	20.3%	18.0%	13.9%	43.1%	13.1%	15.1%	12.9%	17.5%	34.9%	32.1%
Gangs	17.9%	19.4%	22.0%	20.7%	13.7%	24.9%	27.0%	6.5%	13.9%	8.3%	26.8%	19.7%	12.1%	8.5%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Satisfaction with Police Services

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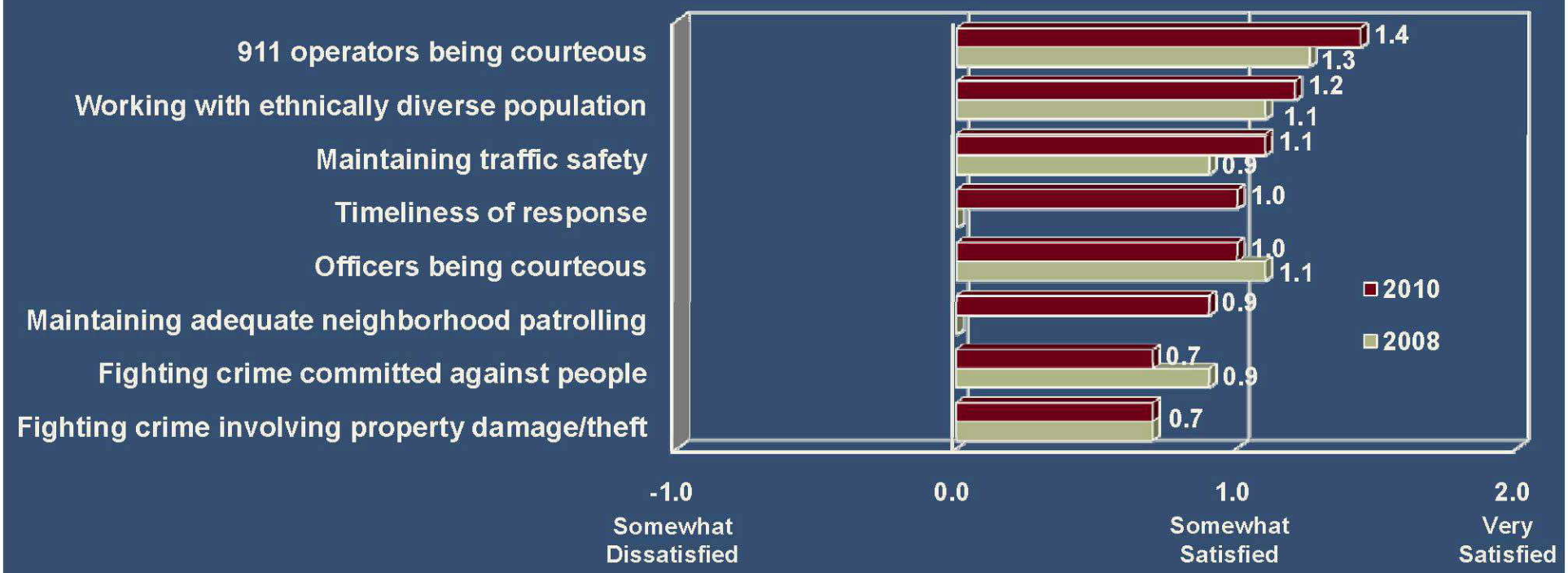
On average, residents were at least "somewhat satisfied" with 5 of the 8 tested services provided by Hayward Police (mean score of 1.0 or above). In particular, 3 out of every 4 residents were satisfied with the courteousness of 911 operators. Following this, another 79 percent of residents were satisfied with the job the police were doing to work with an ethnically diverse population. Note that each of the eight services earned a positive mean score, which indicates that satisfied residents outnumbered dissatisfied residents. Overall, resident satisfaction with police services were consistent from the 2008 survey to the 2010 survey. The only exception was "fighting crime committed against people." A higher proportion of the residents in the 2010 survey indicated being dissatisfied (25%) in comparison with their counterparts from the 2008 survey (18%).



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Satisfaction with Police Services

Difference in Subgroups

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The average 30-to-39-year-old resident was more satisfied with the Hayward Police's efforts to maintain traffic safety when compared to the average 50-to-64-year-old resident. Further, residents ages 65 and older were more likely to be satisfied with the courteousness of police officers in comparison to their younger counterparts ages 18 to 29. With respect to zip code of residence, the average resident of 94541 was more likely to be satisfied with the courteousness of the 911 operators, the timeliness of response to police calls, and the efforts to work with an ethnically diverse population. In contrast, the average resident of zip code 94545 was more likely to be satisfied with maintaining traffic safety.

	Age					Zip Code of Residence			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	94544	94541	94545	Other
911 operators being courteous to the public	1.4	1.5	1.3	1.5	1.5	1.4	1.7	1.3	1.1
Working with an ethnically diverse population	1.4	1.2	1.1	1.0	1.3	1.2	1.4	1.0	.8
Maintaining traffic safety	1.0	1.5	1.0	1.0	1.2	1.1	1.2	1.4	.7
Timeliness of response to police calls	1.1	1.1	.9	1.0	1.4	1.0	1.3	.8	1.1
Officers being courteous to the public	.7	.8	.9	1.1	1.5	1.0	1.0	.7	1.0

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

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Visual Features and Modernization Projects

Satisfaction with Visual Features in Hayward

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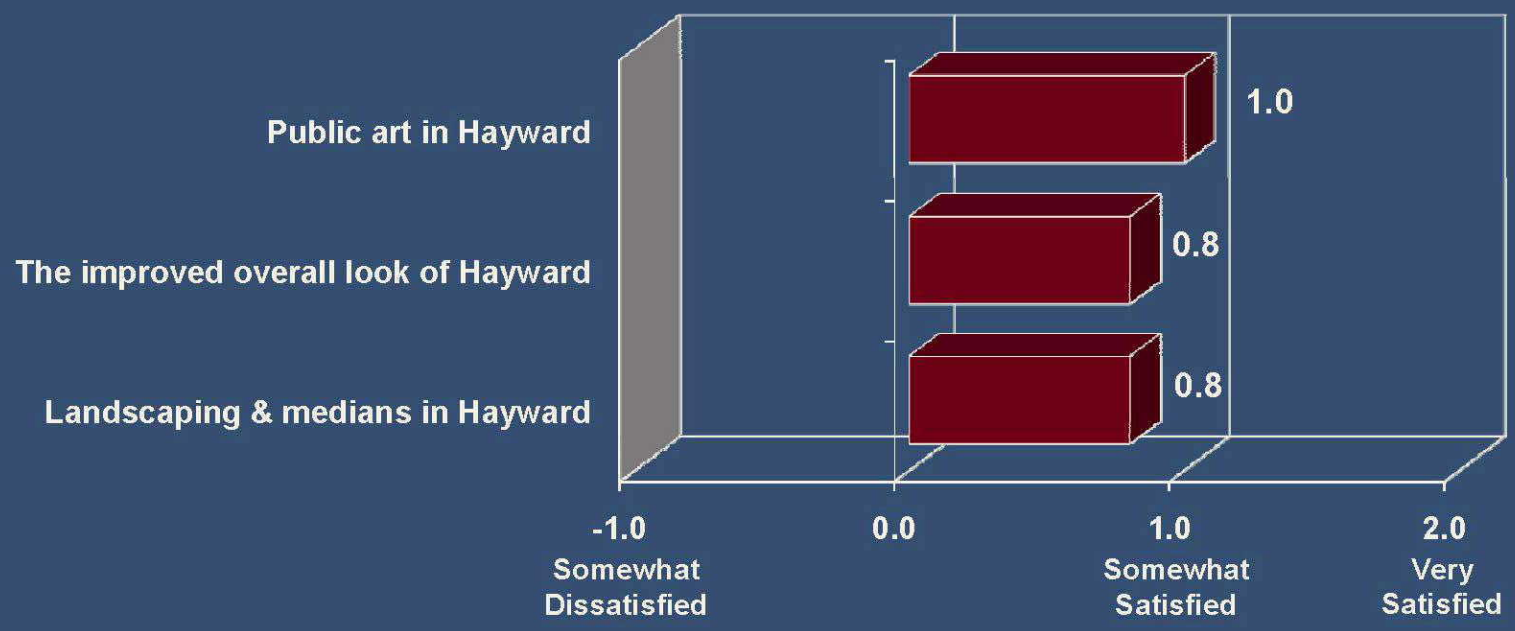
Residents were then read a list of visual features describing the City of Hayward and asked if they were satisfied or dissatisfied with each. As shown in the chart below, public art received the highest satisfaction rating (mean score of 1.0), with almost 3 in 4 residents indicating that they were "somewhat," if not "very satisfied." This was followed by the improved overall look of the city, and the landscaping and medians in Hayward (mean scores of 0.8).



Note: The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Importance of Modernization Projects

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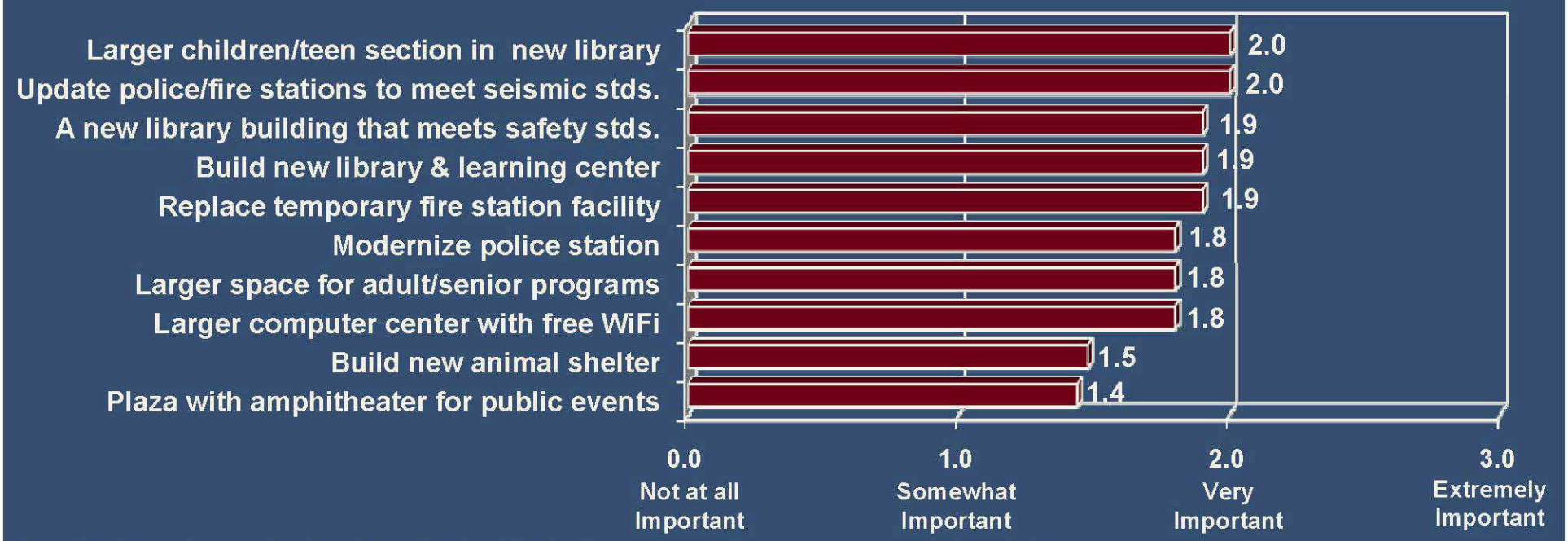
On average, the modernization of each tested public facility was rated as being between "somewhat important" and "very important" to residents. Residents rated the creation of a larger children and teen section in the new library, and the modernization of existing police and fire stations to meet seismic standards as the highest in importance. These were closely followed by the creation of new facilities such as a new learning center, a new library building that meets safety standards, and a permanent earthquake-safe building to replace the temporary fire station. Specifically, roughly 3 out of 4 residents or more rated these five projects as at least "very important." In comparison, building a plaza with an outdoor amphitheater for public events was relatively less important, with only half of residents indicating a rating of at least "very important."



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0.

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Interaction with the City and Customer Service

Contacting the City

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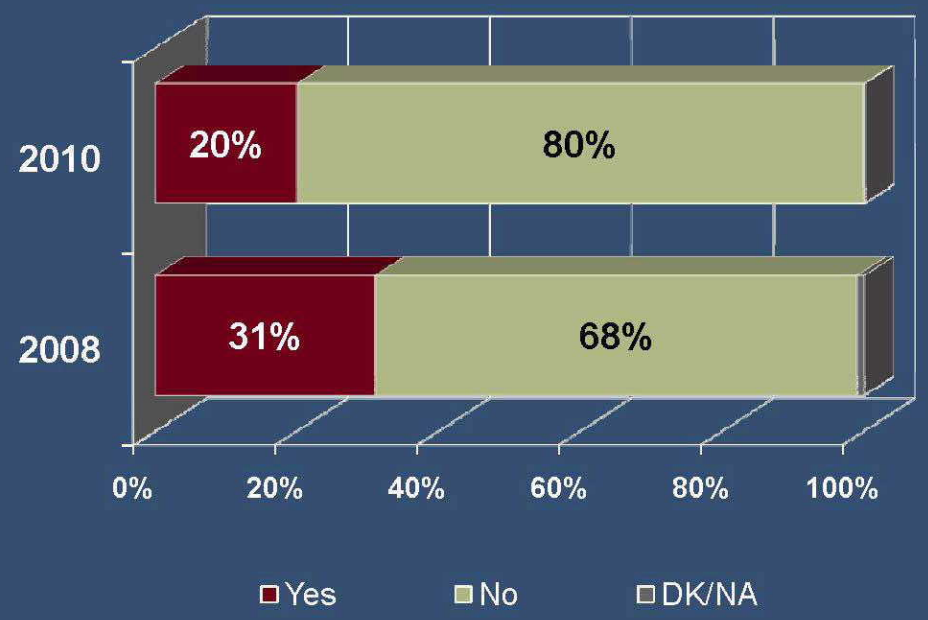
Approximately 20 percent of the residents have contacted a City of Hayward department in the last 12 months for a reason other than an emergency. This represents a 11-point decline from the 2008 survey in which 31 percent had reported some interaction with a City department.



Methods Used to Contact the City

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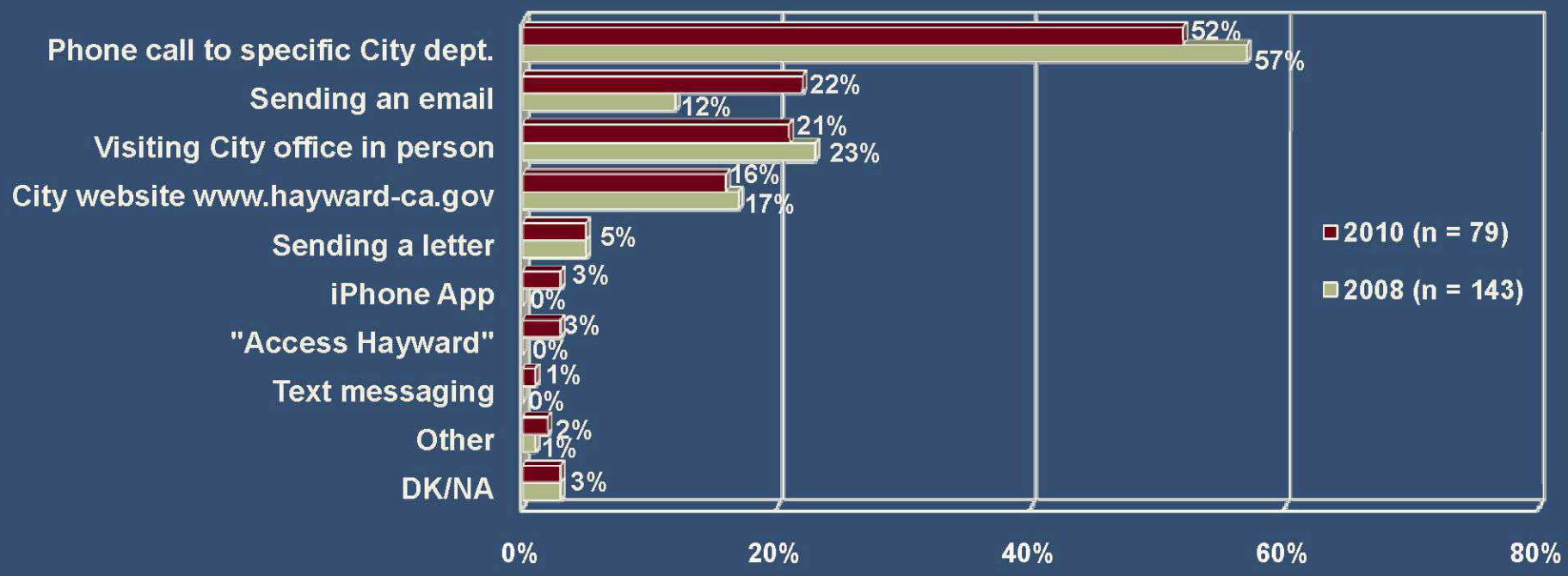
The 79 residents who reported contacting a City department were asked to indicate the method used to do so. In response, similar to the results of the 2008 survey, a majority of these residents made a phone call to the specific department (52%). Otherwise, in a second tier of responses were methods such as sending an email (22%), visiting the City office in person (21%), or visiting the City website (16%). While resident opinions have been largely consistent from the 2008 survey, a higher proportion of residents currently rely on email to contact the City when compared to 2008.



Customer Service Ratings

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The residents who had contacted a City of Hayward department for a non-emergency reason (n = 79) were asked to rate specific aspects of the service they received. Responses were coded and averaged such that a higher score indicates higher satisfaction with that feature. All four features earned similarly positive scores, with the proportion of satisfied residents significantly outnumbering the proportion of dissatisfied residents. Otherwise, customers indicated highest satisfaction for the customer service they received (mean score of 1.2), closely followed by courtesy of the City staff (mean score of 1.1). While resident satisfaction with the City staff's courtesy and efforts to resolve problems was slightly lower in 2010 in comparison to 2008, more than two-thirds of the residents were satisfied with these features.

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.

Opportunity to Voice Concerns

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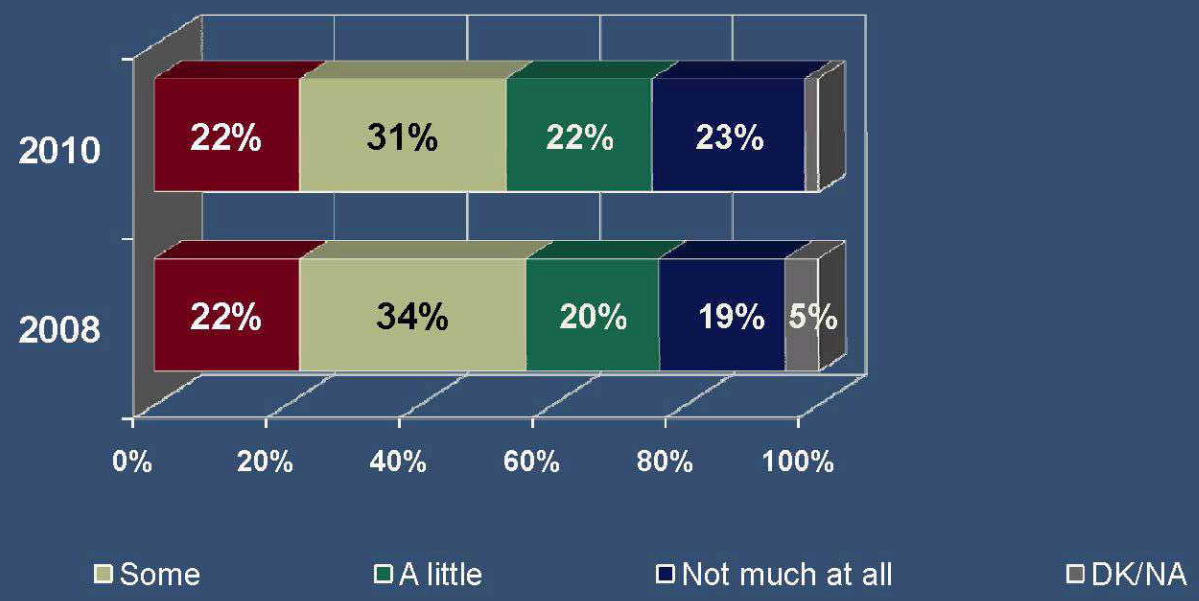
The following question tested residents' perceptions on having an opportunity to voice their concerns on major community issues in Hayward. As shown in the following chart, 53 percent of the respondents believed that they had at least some opportunity to voice their concerns (22% "A great deal" and 31% "Some"), whereas 45 percent thought that they had little (22%) or no such opportunity at all (23%). Overall, resident opinions about getting an opportunity to voice their concerns did not differ significantly from the 2008 survey.



Awareness of City Council Meetings

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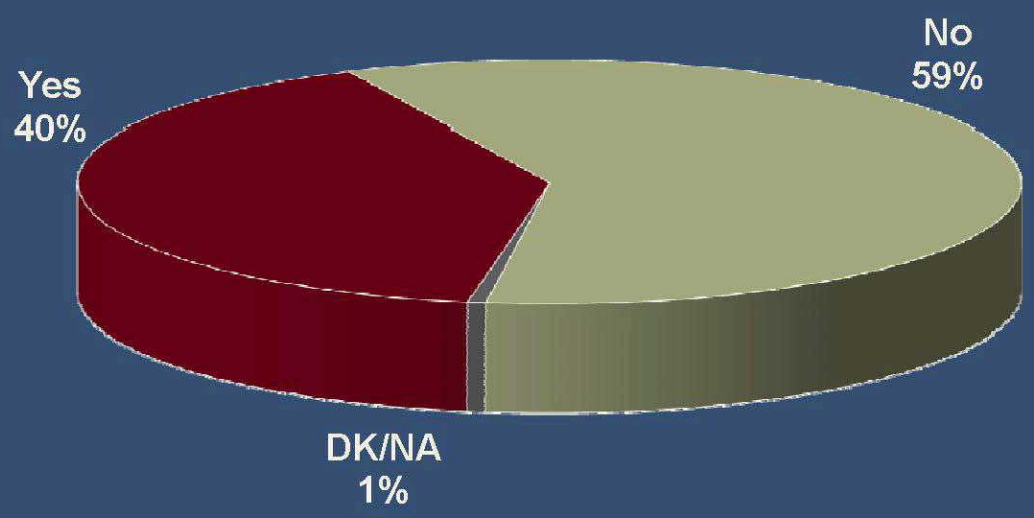
The survey revealed that almost 3 out of 5 residents (59%) are aware of the community or City Council meetings held in their neighborhood. In contrast, 40 percent of the residents were unaware, while another 1 percent did not render an opinion.



Satisfaction with City's Responsiveness

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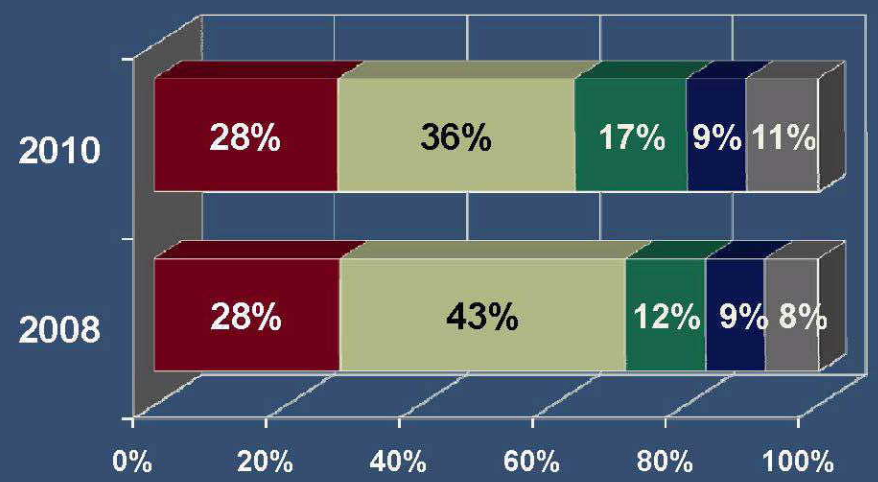
Almost 2 out of every 3 respondents from the 2010 survey reported being satisfied with the City's responsiveness to resident interests and concerns, with 28 percent saying "very satisfied" and 36 percent saying "somewhat satisfied." By contrast, 26 percent of the 2010 respondents were dissatisfied (9% "very dissatisfied" and 17% "somewhat dissatisfied"), and another 11 percent did not render an opinion. Overall, resident satisfaction with the City's responsiveness has decreased by 7 percent since the 2008 survey (71%).



Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | DK/NA

City Website

Frequency of Visiting City Website

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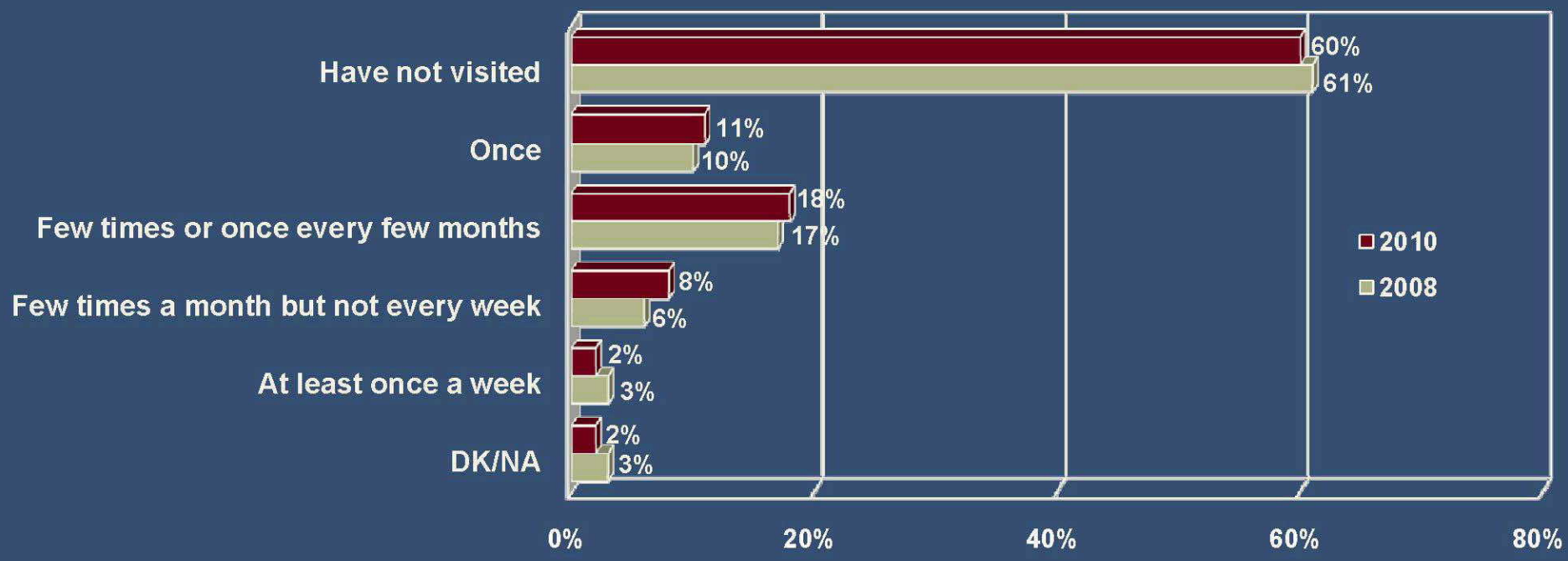
Approximately 3 out of 5 residents in the 2010 survey indicated that they have not visited the City of Hayward website (www.hayward-ca.gov) in the last 12 months. In comparison, 11 percent had visited the website "once," 18 percent had visited "a few times or once every few months," 8 percent had visited "a few times a month but not every week," and 2 percent had used it "at least once a week." Otherwise, resident frequency of using the website has not changed significantly since 2008.



Awareness of "Access Hayward"

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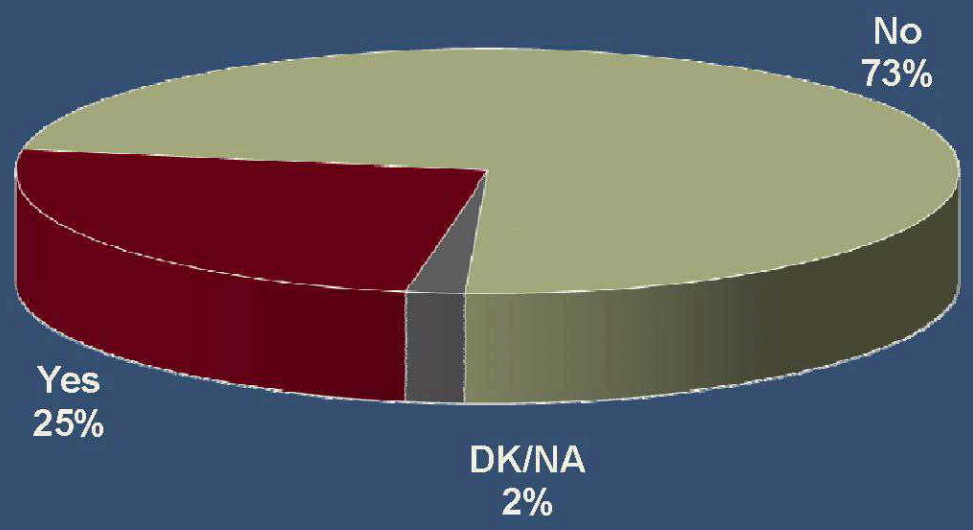
The survey results suggest that there is an opportunity to increase awareness of the "Access Hayward" feature on the City website. In particular, about 3 in 4 residents are currently unaware of this feature.



Executive Summary

Executive Summary
Living in Hayward

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- The survey found that a majority of Hayward residents are satisfied with the overall quality of life in the city.
  - Almost 8 out of 10 residents reported that they are "very satisfied" (37%) or "somewhat satisfied" (42%) with the quality of life.
  - Further, residents of zip code 94545 were more likely to be satisfied with the quality of life, whereas their counterparts living in zip code 94544 were more likely to be dissatisfied.
  - Total satisfaction in the 2010 survey (79%) is consistent with the results of the 2008 survey (76%).
- The survey revealed that respondents shared a strong sense of neighborhood as residents of their community.
  - Overall, approximately three-fifths of the residents reported having a "very strong" (27%) or a "somewhat strong" (32%) sense of neighborhood.
  - When compared to the Caucasian, Hispanic and African-American residents, a higher proportion of the Asian residents reported a "very strong" sense of neighborhood.

Executive Summary
Ratings of City Services

GODBE RESEARCH
Gain Insight

- Residents are also highly satisfied with the job the City of Hayward is doing to provide services.
  - Overall, more than 7 out of 10 residents are satisfied with City services as a whole, with 28 percent "very satisfied" and 45 percent "somewhat satisfied" responses.
  - In spite of the economic downturn, total satisfaction with City services in the 2010 survey (73%) is consistent with the results of the 2008 survey (71%).
  - Godbe Research has asked this question in surveys for a number of California cities, and the overall satisfaction level exhibited by residents places Hayward in the bottom quartile of resident satisfaction with City performance in providing services (79% or lower in total satisfaction).
  - Satisfaction with City services as a whole was particularly high among the 18-to-29-year-old residents. Otherwise, it was consistent across demographic groups, including gender, ethnicity, and zip code of residence.
  - Overall, the proportion of satisfied residents significantly outnumbered the dissatisfied residents for 18 of the 19 tested City services.
  - Resident satisfaction with 17 of the 19 tested City services was consistent with their corresponding ratings in the 2008 survey.
  - Resident satisfaction with the City's efforts to provide street lighting has increased since the 2008 survey. In contrast, satisfaction with increasing the availability of local jobs has declined since the 2008 survey.

Executive Summary
Ratings of City Services

GODBE RESEARCH
Gain Insight

- On average, residents were at least "somewhat satisfied" with 6 of the 19 tested services including:
  - Fire protection and emergency services (90% satisfaction);
  - Garbage, yard waste, and curbside recycling (87% satisfaction);
  - Library services (83% satisfaction);
  - Providing parking throughout the City (81% satisfaction);
  - Animal services such as stray animal catching or animal licensing (72% satisfaction); and
  - Protecting open space (69% satisfaction).
- The following City services, identified as priorities for improvement, were relatively high in derived importance but were rated relatively less positively:
  - Attracting new businesses to the City;
  - Revitalizing older neighborhoods and business districts; and
  - Revitalizing the downtown area.
- The following City services, identified as priorities for maintenance, were relatively high in derived importance and also received relatively high satisfaction ratings:
  - Enforcing building codes and guidelines for quality and safe development in Hayward; and
  - Protecting open space.

Executive Summary
Public Safety Services

GODBE RESEARCH
Gain Insight

- Residents are highly satisfied with the public safety services provided by Hayward Police. On average, residents were between "somewhat" and "very satisfied" with 5 of the 8 services assessed in the survey.
  - Regarding the most serious public safety problem facing their neighborhood, residents most frequently cited crime in general (21%) and gangs (19%). Further, residents' concerns have not changed significantly from the 2008 survey.
  - Asian residents show greater concern for crime in general, whereas their Caucasian and Hispanic counterparts are more concerned with gangs.
  - Residents currently are more satisfied with the job the Hayward Police are doing to work with an ethnically diverse population (79% satisfied) when compared to 2008 (73% satisfied).
  - However, residents are slightly less satisfied with the Department's efforts to fight crime committed against people (62% satisfied) than in the 2008 survey (68% satisfied).
  - On average, residents of zip code 94541 were more likely to be satisfied with the courteousness of 911 operators, the timeliness of response to police calls and the efforts to work with an ethnically diverse population. In contrast, residents of zip code 94545 were more likely to be satisfied with maintaining traffic safety.

Executive Summary

Visual Features and Modernization

GODBE RESEARCH
Gain Insight

- Satisfaction with the different visual features of the City of Hayward was particularly high. Further, the average resident rated the potential modernization of each tested public facility as being between "somewhat important and "very important."
  - In particular, more than 7 out of 10 residents were satisfied with the City's public art, it's improved overall look, and it's landscaping and medians.
  - The following five projects were rated as being at least "very important" by 3 in every 4 residents or more: creating a larger section in the new library for children and teens; updating the existing police and fire station to meet the highest seismic standards; providing a new library building that meets current earthquake, fire and safety codes; building a new library and community center to meet the growing needs of residents; and replacing the temporary fire station facility in South Hayward with a permanent earthquake-safe building.
  - On average, the residents ages 50 and above ascribed lower importance to the potential modernization projects in comparison to their younger counterparts.

Executive Summary

Interaction with the City and Customer Service

GODBE RESEARCH
Gain Insight

- The results suggest that resident interaction with a City department for a non-emergency reason has decreased since the 2008 survey. In addition, residents' satisfaction with the service received during their interaction continued to be high.
  - Approximately 20 percent of residents in the 2010 survey have contacted a City of Hayward department in the last 12 months for a reason other than an emergency, which represents a 11 percent decrease from the 2008 survey (31%).
  - When residents have to contact the City, a majority reported making a phone call to the specific department (52%).
  - The average respondent who contacted the City was at least "somewhat satisfied" with the customer service received, the timeliness of the response, and the courtesy of the City staff.
  - Overall, 53 percent of residents in the 2010 survey believed that they had at least some opportunity to voice their concerns on major community issues, which is comparable to that observed in the 2008 survey (56%).
  - Roughly 3 out of 5 residents are aware of the community or City Council meetings held in their neighborhood. Most notably, awareness of these meetings was highest among the residents ages 50 and above, the Caucasian residents and the African-American residents.
  - Overall satisfaction with the City's responsiveness to residents' interests and concerns in the 2010 survey (64%) has declined slightly from that observed in the 2008 survey (71%).

Executive Summary
City Website

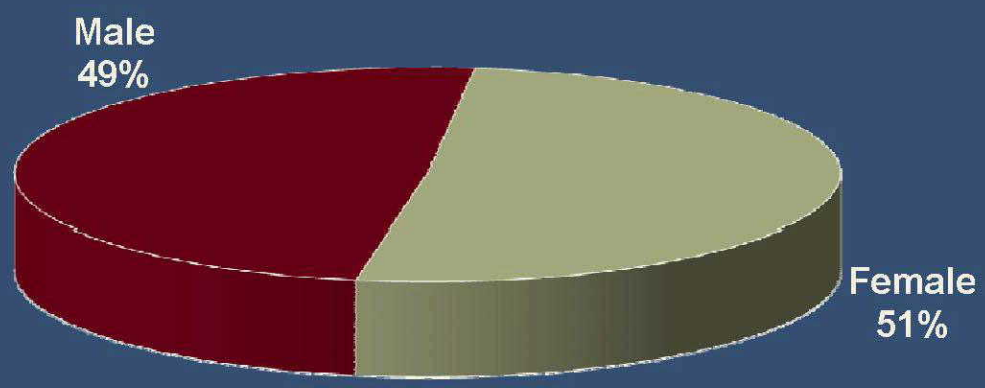
GODBE RESEARCH
Gain Insight

- Similar to the 2008 survey, a majority of the residents have not visited the City of Hayward website.
  - In particular, approximately 3 in every 5 residents had not used the website in the last 12 months. In comparison, 11 percent had used the website once, 18 percent used it a few times or once every few months, 8 percent used it a few times a month but not every week, and another 2 percent used it at least once a week.
  - A higher proportion of the residents of zip code 94545 and those with annual income of $100,000 or more had visited the City website in the past year.
- The survey results indicate that there is significant opportunity to increase awareness of the "Access Hayward" feature on the City website.
  - Specifically, roughly 1 out of 4 residents were aware of this feature.
  - Awareness of the "Access Hayward" feature was significantly higher among the households with $60,000 to less than $100,000 in annual income.

Appendix A: Additional Respondent Information

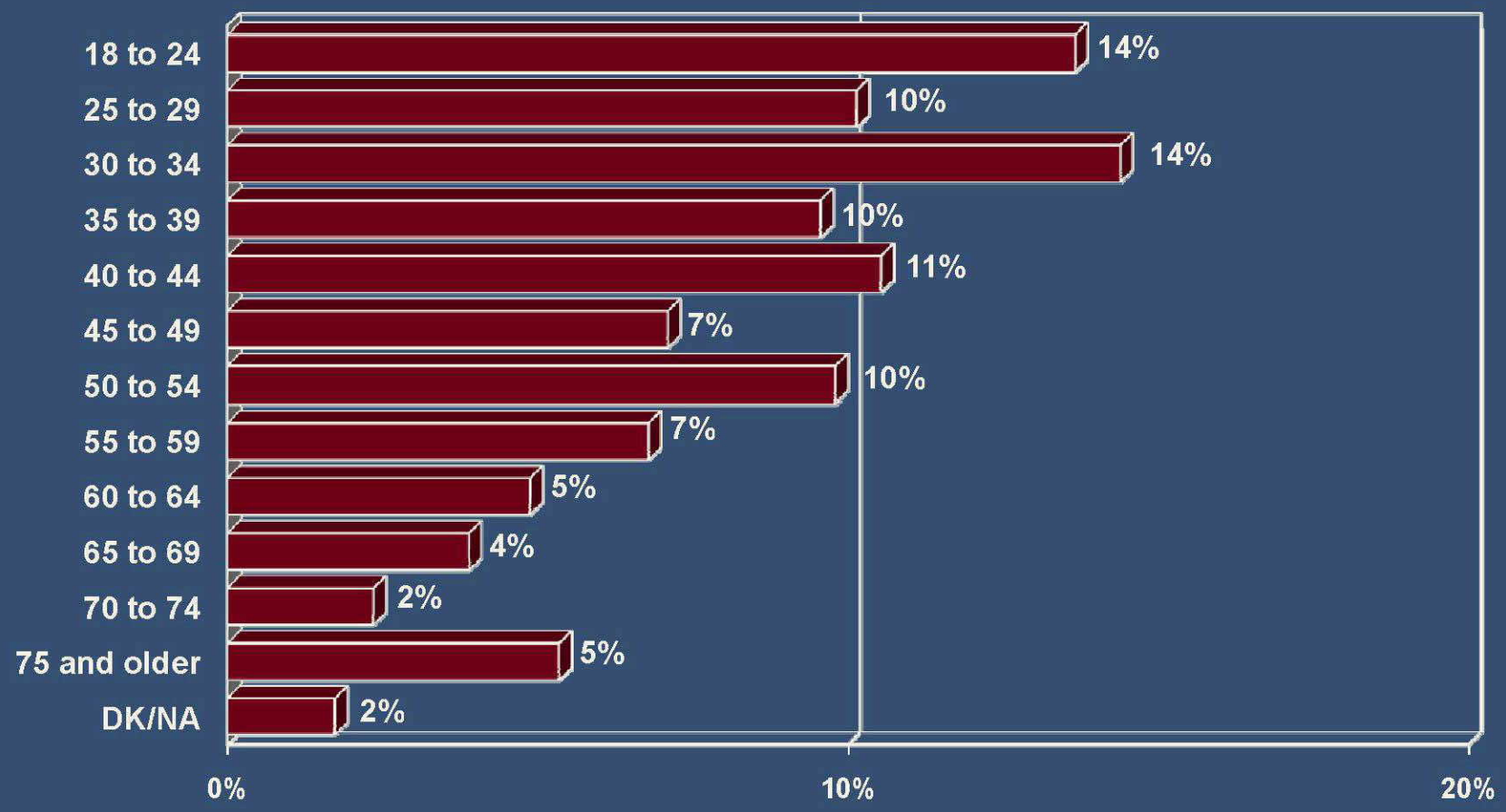
Gender

GODBE RESEARCH
Gain Insight



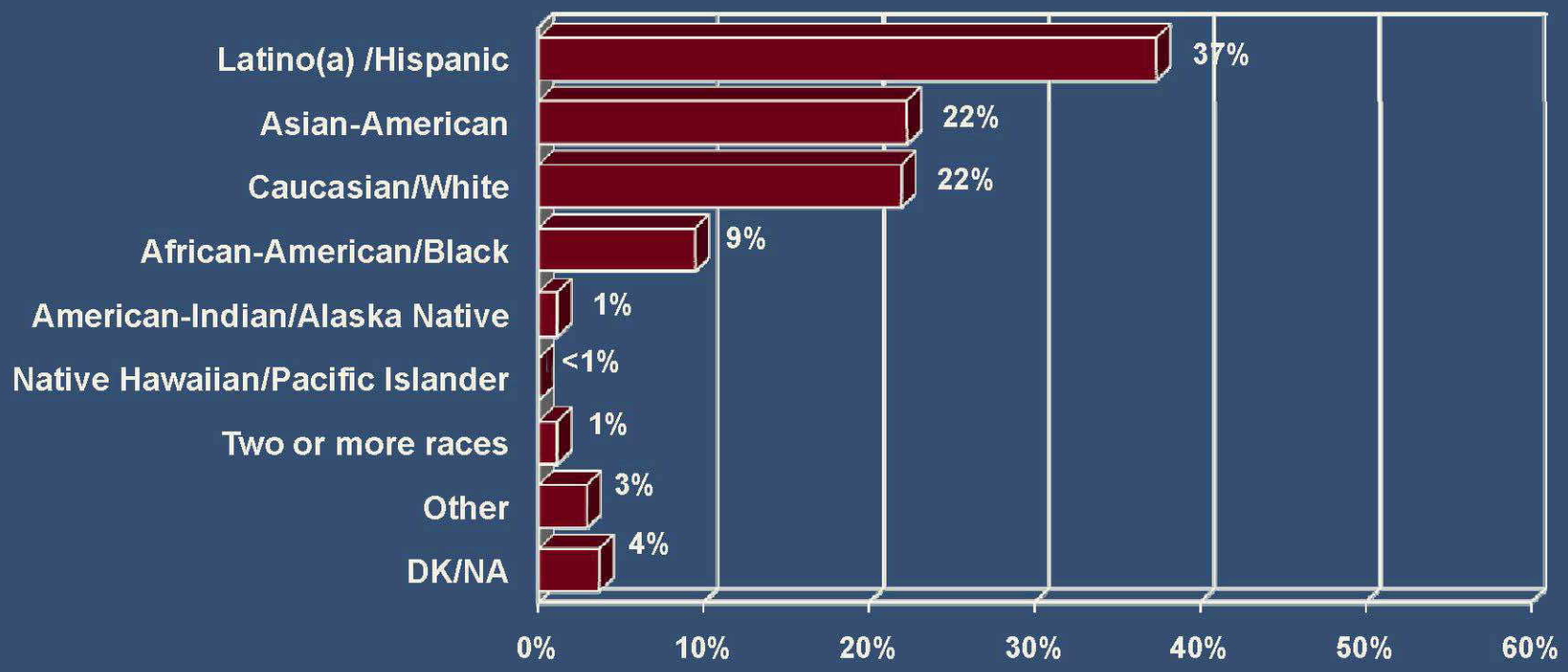
Age

GODBE RESEARCH
Gain Insight



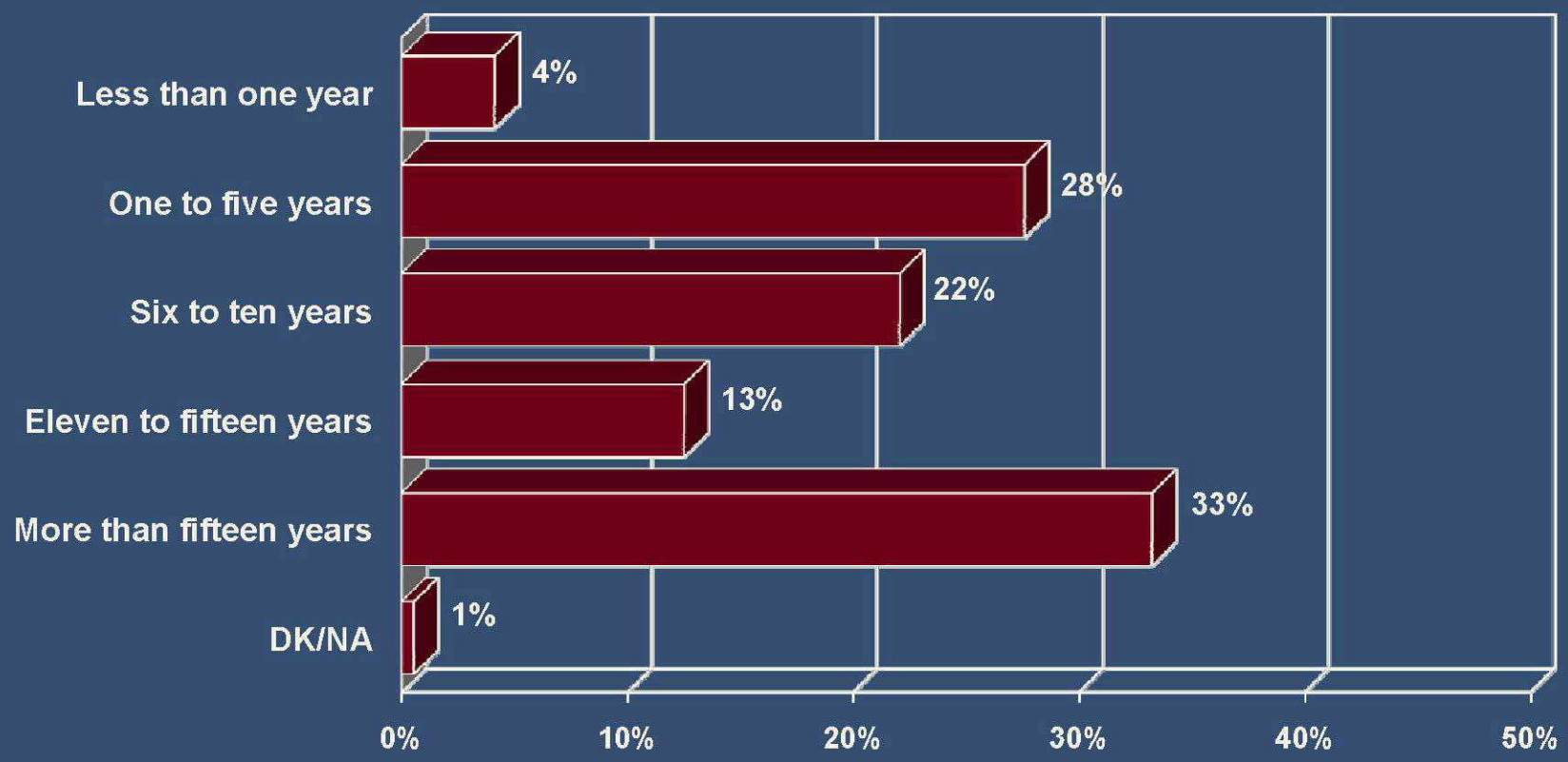
Ethnicity

GODBE RESEARCH
Gain Insight



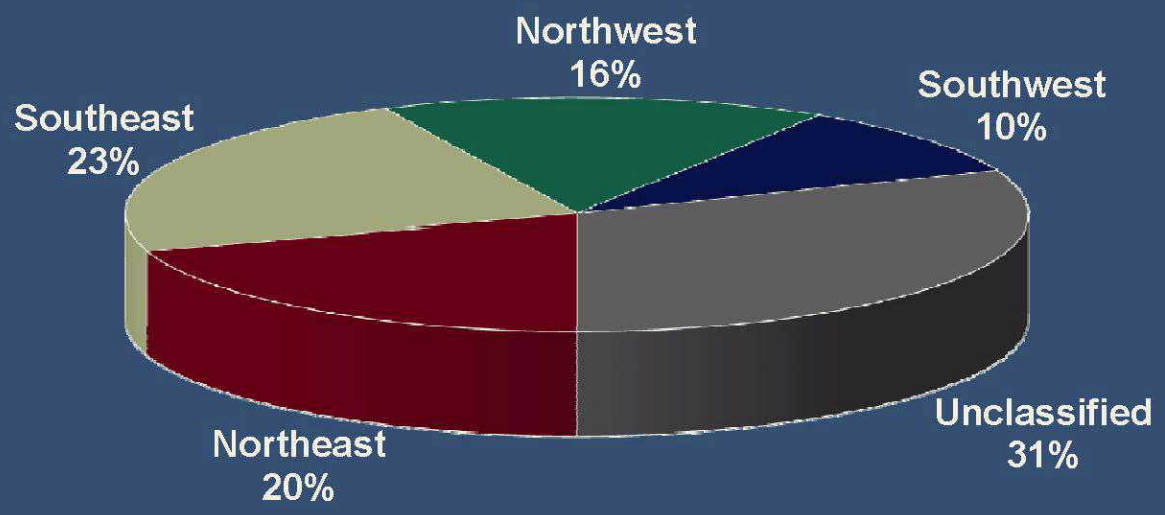
Length of Residence

GODBE RESEARCH
Gain Insight



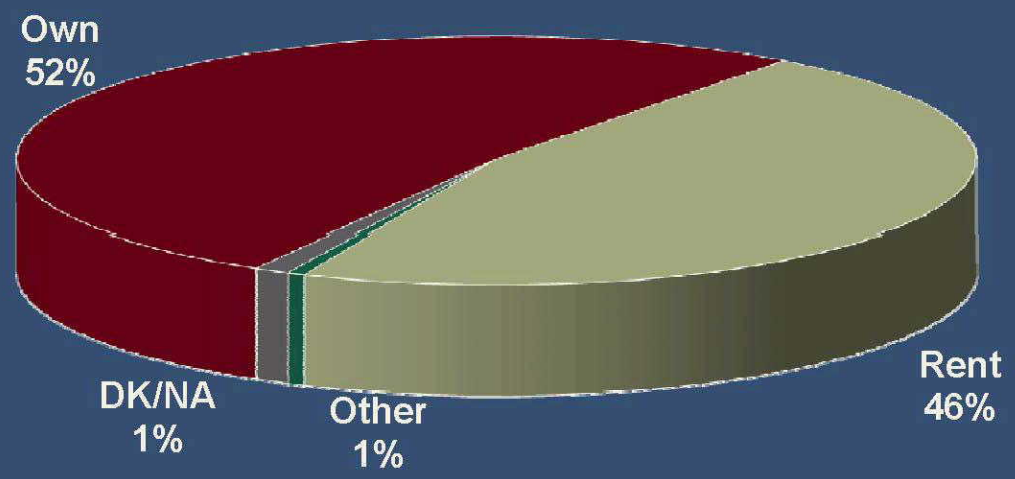
Area of Residence

GODBE RESEARCH
Gain Insight



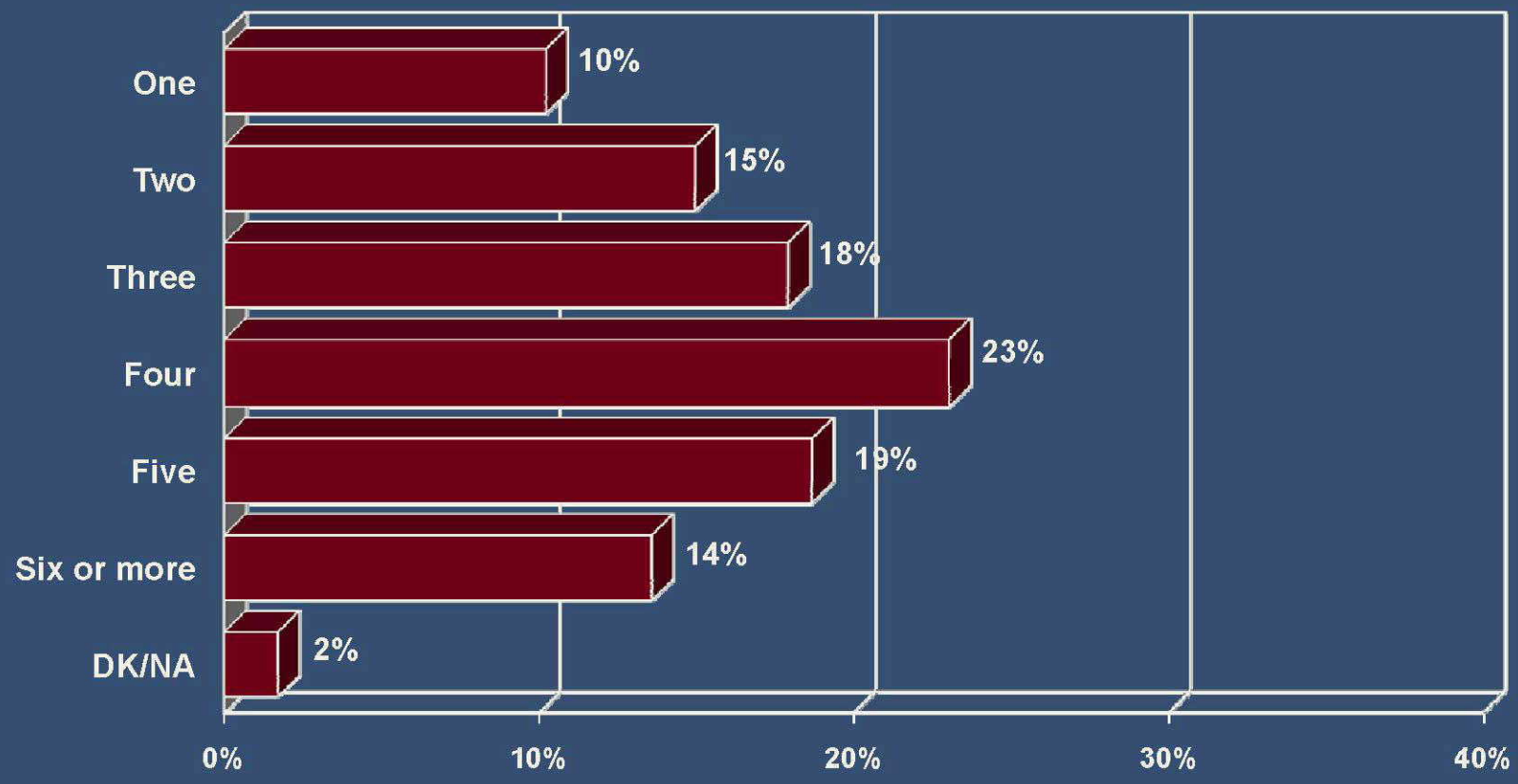
Homeownership Status

GODBE RESEARCH
Gain Insight



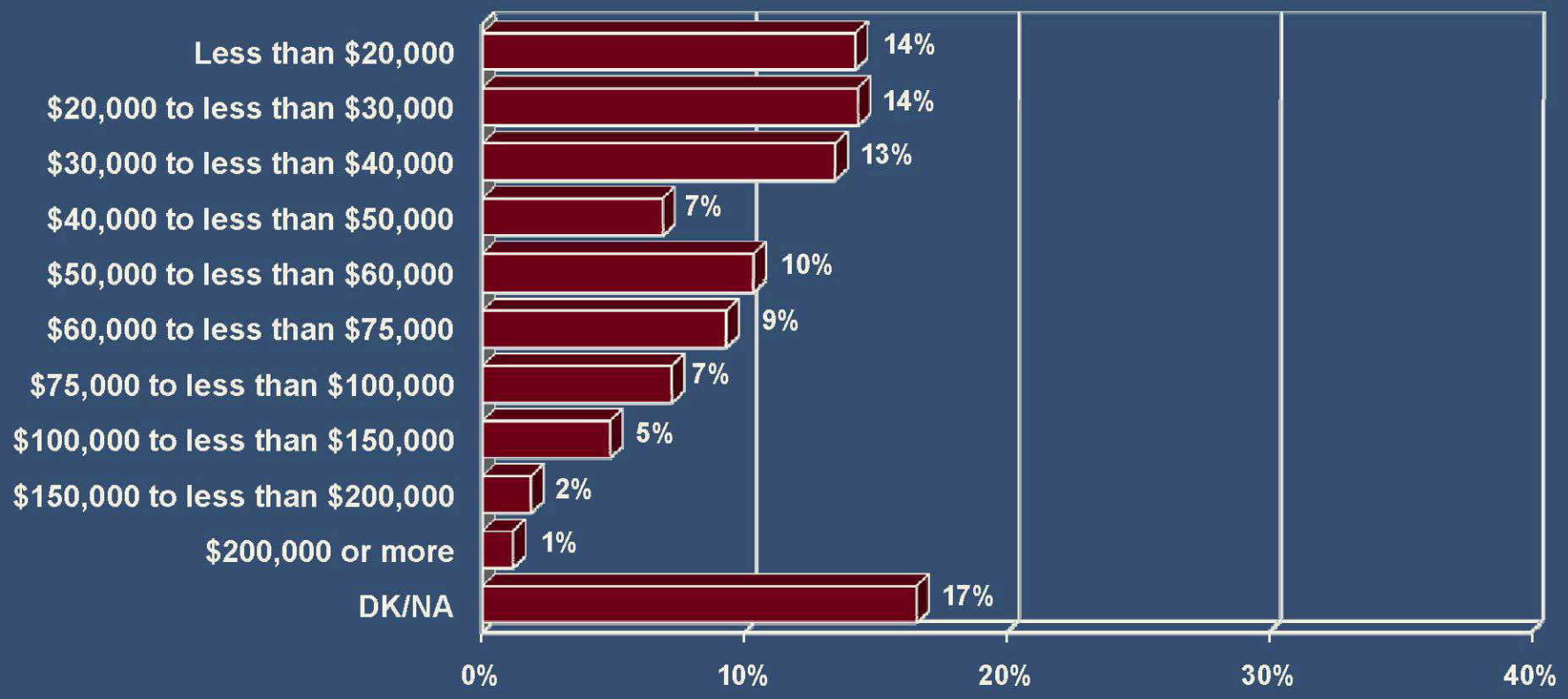
Members in the Household

GODBE RESEARCH
Gain Insight



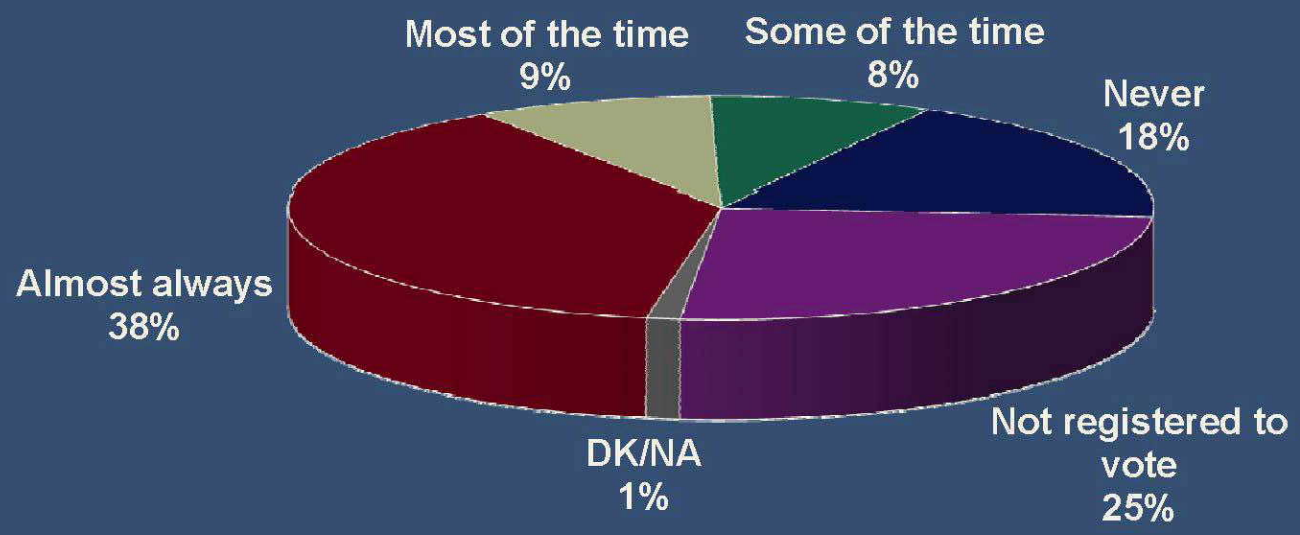
Annual Household Income

GODBE RESEARCH
Gain Insight



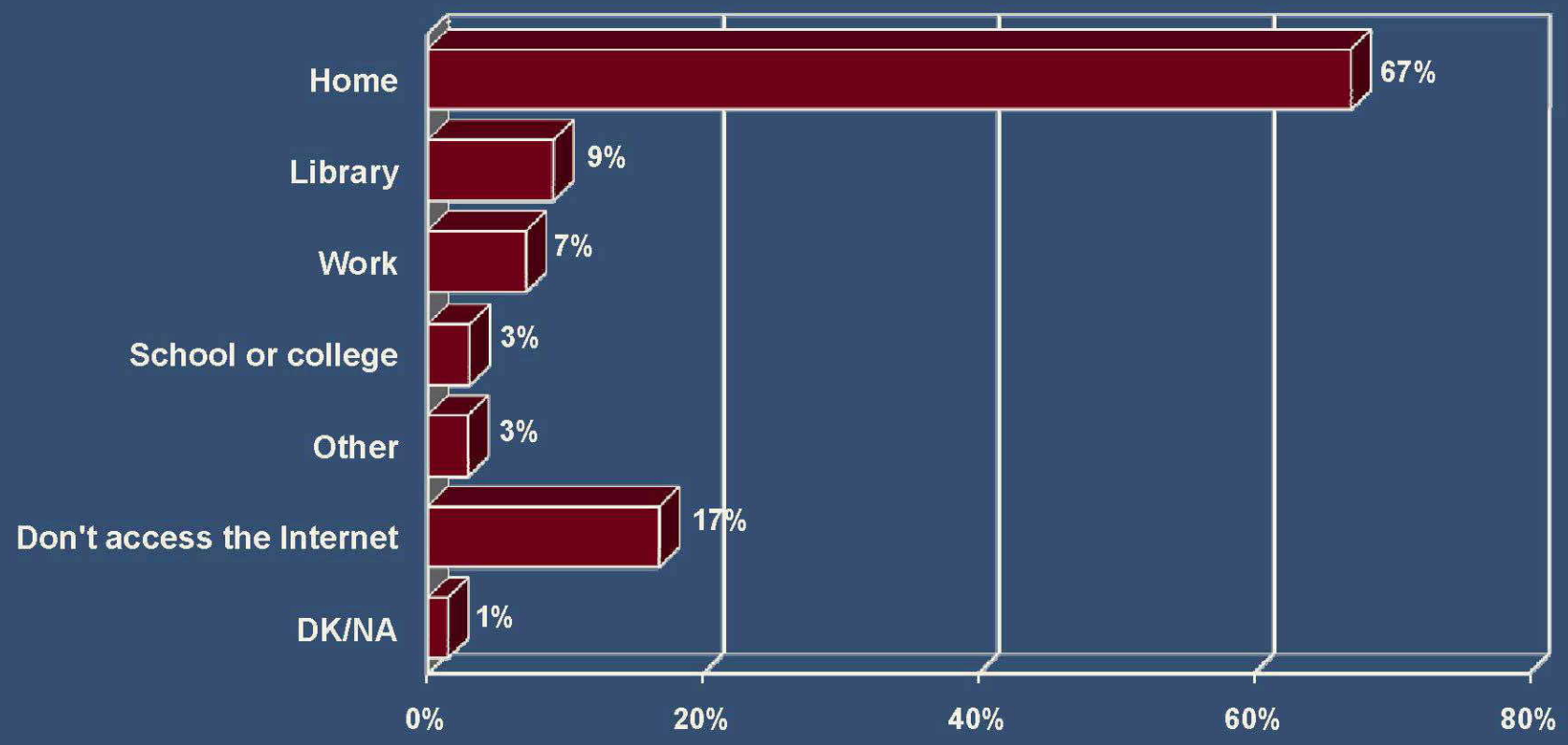
Voting Propensity

GODBE RESEARCH
Gain Insight



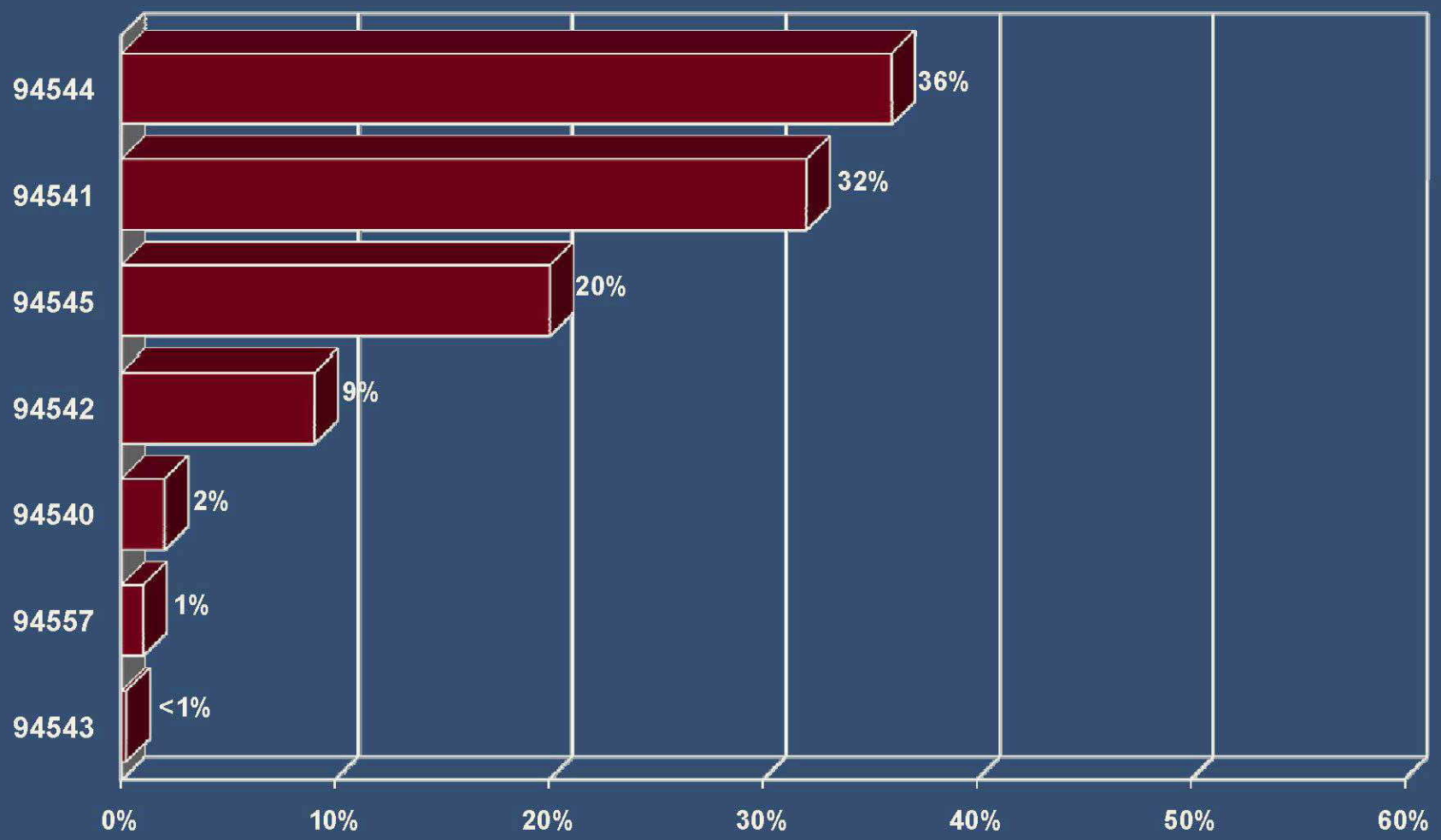
Places Where Internet is Accessed

GODBE RESEARCH
Gain Insight



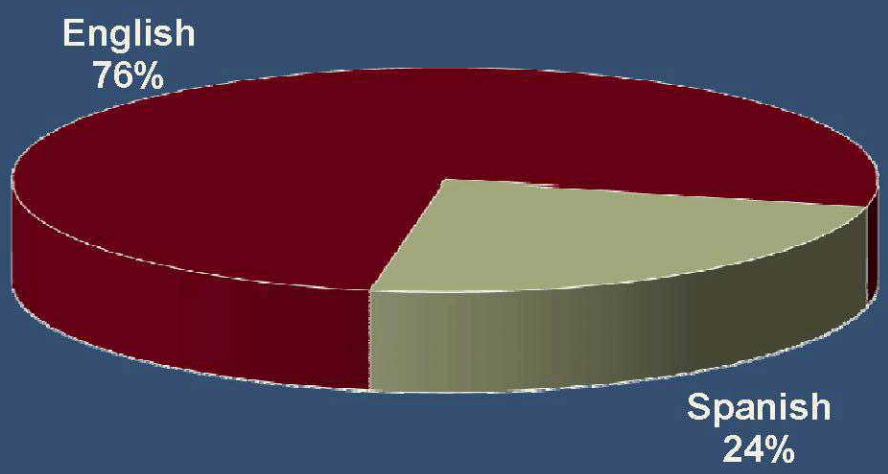
Residence Zip Code

GODBE RESEARCH
Gain Insight



Interview Language

GODBE RESEARCH
Gain Insight



Appendix B: Drill-down Information

Satisfaction with Quality of Life
Difference in Subgroups

GODBE RESEARCH
Gain Insight

The following table highlights differences that were observed in the quality of life ratings as reported by key respondent subgroups in the City of Hayward. As indicated, a significantly higher percentage of the men were "somewhat satisfied" with the quality of life in Hayward. In terms of age, a higher percentage of the 18-to-29-year-old residents than the 50-to-64-year-old-residents reported being "very satisfied" with the quality of life.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	196	204	95	96	70	86	46
Very satisfied	34.9%	39.1%	49.5%	35.5%	38.5%	25.6%	37.7%
Somewhat satisfied	48.0%	37.0%	41.3%	42.3%	38.8%	48.5%	36.8%
Somewhat dissatisfied	7.7%	13.3%	5.3%	7.1%	14.8%	17.9%	8.5%
Very dissatisfied	8.7%	10.3%	3.8%	15.1%	6.9%	7.9%	14.0%
DK/NA	.7%	.3%	.0%	.0%	.9%	.0%	3.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Satisfaction with Quality of Life
Difference in Subgroups

GODBE RESEARCH
Gain Insight

The following table highlights the key geographic differences in the quality of life ratings. A higher percentage of the residents of zip code 94545 were "somewhat satisfied" with the quality of life in Hayward, whereas a higher proportion of the residents of 94544 were "somewhat dissatisfied."

	Zip Code of Residence			
	94544	94541	94545	Other
Total	143	130	80	47
Very satisfied	34.2%	44.2%	30.6%	36.8%
Somewhat satisfied	37.6%	39.9%	55.9%	40.9%
Somewhat dissatisfied	16.2%	9.9%	3.4%	7.2%
Very dissatisfied	11.7%	4.7%	10.2%	15.1%
DK/NA	.3%	1.2%	.0%	.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Sense of Neighborhood
Difference in Subgroups

GODBE RESEARCH
Gain Insight

With respect to ethnic differences, a significantly higher percentage of Asian residents reported a "very strong" sense of neighborhood, while proportionally more of their counterparts belonging to Caucasian, African-American and other ethnicities reported a "somewhat strong" sense of neighborhood.

	Ethnicity				
	Caucasian	Hispanic	Asian	African-American	Other
Total	88	149	89	38	22
Very strong	16.5%	25.1%	49.6%	11.8%	25.8%
Somewhat strong	41.1%	32.1%	16.3%	43.5%	44.6%
Somewhat weak	24.9%	23.0%	17.7%	32.0%	10.9%
Very weak	17.6%	19.4%	12.7%	12.6%	18.7%
DK/NA	.0%	.4%	3.7%	.0%	.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Ratings of City Services
Difference in Subgroups

GODBE RESEARCH
Gain Insight

Resident satisfaction with three City services differed by annual household income. Specifically, in comparison to their counterparts earning less than $60,000 in annual income, residents with annual income between $60,000 and $100,000 indicated lower satisfaction ratings for fire protection and emergency services, library services and animal services.

	Annual Household Income			
	Less than $30,000	$30,000 to less than $60,000	$60,000 to less than $100,000	$100,000 or more
Fire protection and emergency services	1.7	1.7	1.3	1.6
Library services	1.3	1.7	1.1	1.1
Garbage, yard waste, and curb-side recycling	1.2	1.5	1.3	1.3
Animal services, such as stray animal catching or animal licensing	1.2	1.4	.8	1.1
Providing parking throughout the City	1.0	1.2	1.1	1.2
Protecting open space	1.1	1.1	.9	.6
Enforcing building codes and guidelines for quality and safe development in Hayward	1.1	1.2	.7	.5
Street lighting	.9	.9	.9	.9
Police protection	.9	.9	.9	.4

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Satisfaction with Visual Features in Hayward

Difference in Subgroups

GODBE RESEARCH
Gain Insight

Satisfaction with the three tested visual features was significantly higher among the average resident ages 18 to 29. Further, the average resident of zip code 94541 reported higher satisfaction with features such as public art, and landscaping and medians.

	Age					Zip Code of Residence			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	94544	94541	94545	Other
Public art in Hayward	1.1	.9	1.0	1.0	.8	.7	1.2	.9	1.2
The improved overall look of Hayward	1.2	.5	1.0	.7	.7	.8	.9	.9	.6
Landscaping and medians in Hayward	1.2	.6	.9	.5	.8	.8	1.1	.5	.6

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Importance of Modernization Projects

Difference in Subgroups

GODBE RESEARCH
Gain Insight

The table below highlights the key age differences in importance of the top-rated modernization projects. In comparison to their younger counterparts, the older residents ages 50 and above, on average, attributed significantly lower importance to the following modernization projects: provide a new library building that meets current earthquake, fire and safety codes; a larger section in the new library for children and teens; build a new library and community learning center; replace the temporary fire station facility in south Hayward with a permanent earthquake-safe building; create a larger space at the new library for adult and senior programs, activities, and literacy classes; and create a larger computer center for public use with free wireless Internet access at the new library. However, the projects to replace the temporary fire station facility, and provide a new library building also received comparatively lower importance scores from the average 18-to-29-year-old resident.

	Age				
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Create a larger section in the new library for children and teens with space for books, after-school programs and homework help	1.9	2.2	2.2	1.9	1.7
Update the existing police and fire stations to meet the highest seismic standards to ensure rapid response in case of an earthquake	2.1	2.1	2.0	1.9	1.8
Provide a new library building that meets current earthquake, fire and safety codes	1.9	2.2	2.2	1.7	1.6
Build a new library and community learning center to meet the growing needs of our residents	1.9	2.3	2.2	1.5	1.6
Replace the temporary fire station facility in south Hayward with a permanent earthquake-safe building	1.8	2.2	1.9	1.8	1.7
Modernize the police station with state of the art technology to facilitate timely emergency dispatch	1.9	1.7	1.9	1.8	1.8
Create a larger space at the new library for adult and senior programs, activities, and literacy classes	2.0	1.9	2.0	1.5	1.5
Create a larger computer center for public use with free wireless Internet access at the new library	2.0	1.7	1.9	1.6	1.5

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Contacting the City
Difference in Subgroups

GODBE RESEARCH
Gain Insight

The residents from households earning over $100,000 in annual income were significantly more likely to have contacted a City department for a non-emergency reason, in comparison with their counterparts earning $30,000 to $60,000 in annual income.

	Annual Household Income			
	Less than $30,000	$30,000 to less than $60,000	$60,000 to less than $100,000	$100,000 or more
Total	114	122	66	31
Yes	24.4%	14.7%	20.0%	36.6%
No	75.6%	85.3%	80.0%	63.4%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Opportunity to Voice Concerns
Difference in Subgroups

GODBE RESEARCH
Gain Insight

A significantly higher percentage of Asian than Hispanic residents believed that they had no opportunity to voice concerns on major community issues. Further, proportionately more residents living in zip code 94544 than those in 94545 perceived to have "a great deal" of opportunity to voice their opinions.

	Ethnicity					Zip Code of Residence			
	Caucasian	Hispanic	Asian	African-American	Other	94544	94541	94545	Other
Total	88	149	89	38	22	143	130	80	47
A great deal	18.0%	27.9%	18.1%	20.4%	13.2%	31.1%	20.0%	11.7%	14.0%
Some	34.8%	32.3%	22.9%	33.3%	36.4%	25.1%	34.2%	36.8%	33.8%
A little	22.3%	20.8%	20.9%	15.6%	28.6%	21.2%	20.1%	27.3%	17.1%
Not much at all	19.8%	17.1%	38.1%	27.4%	20.5%	20.4%	22.8%	22.7%	32.9%
DK/NA	5.1%	1.9%	.0%	3.3%	1.3%	2.2%	2.9%	1.5%	2.1%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Awareness of City Council Meetings
Difference in Subgroups

GODBE RESEARCH
Gain Insight

Older residents ages 50 and above, Caucasian residents and African-American residents, were more likely to be aware of City Council meetings in their neighborhood in comparison to their respective counterparts.

	Age					Ethnicity				
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	Caucasian	Hispanic	Asian	African-American	Other
Total	95	96	70	86	46	88	149	89	38	22
Yes	31.5%	24.9%	40.3%	55.2%	57.6%	59.0%	27.7%	36.4%	55.0%	37.3%
No	68.5%	73.8%	58.6%	44.8%	41.4%	40.5%	71.2%	63.6%	45.0%	60.7%
DK/NA	.0%	1.3%	1.1%	.0%	1.0%	.5%	1.1%	.0%	.0%	1.9%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Satisfaction with City's Responsiveness
Difference in Subgroups

GODBE RESEARCH
Gain Insight

A higher percentage of Asian residents were "very satisfied" with the City's responsiveness to resident interests and concerns, while a higher proportion of Caucasian and African-American residents were "somewhat satisfied." In contrast, Hispanic residents were more likely to be "somewhat dissatisfied."

	Ethnicity				
	Caucasian	Hispanic	Asian	African-American	Other
Total	88	149	89	38	22
Very satisfied	17.2%	26.2%	47.2%	25.9%	20.0%
Somewhat satisfied	44.0%	33.7%	22.9%	52.1%	35.8%
Somewhat dissatisfied	14.3%	25.1%	5.6%	8.9%	22.6%
Very dissatisfied	11.0%	9.2%	7.0%	7.0%	8.1%
DK/NA	13.5%	5.8%	17.2%	6.1%	13.4%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Frequency of Visiting City Website
Difference in Subgroups

GODBE RESEARCH
Gain Insight

Resident frequency of visiting the City website differed by annual household income and zip code of residence. Specifically, proportionately more of the households earning $100,000 or more visited the website "a few times a month or once every few months." In comparison, a higher proportion of those earning less than $60,000 in annual income reported that they had not used the website. Further, residents earning $30,000 to less than $60,000 in annual income were more likely to have visited the website "a few times a month but not every week." With respect to zip code, the residents of 94545 were more likely to have used the website "a few times or once every few months," but were less likely to have visited the website once in the past 12 months.

	Annual Household Income				Zip Code of Residence			
	Less than $30,000	$30,000 to less than $60,000	$60,000 to less than $100,000	$100,000 or more	94544	94541	94545	Other
Total	114	122	66	31	143	130	80	47
Have not visited	64.0%	65.5%	53.8%	29.4%	60.8%	64.2%	53.8%	52.7%
Once	12.8%	7.9%	12.1%	16.0%	11.6%	10.6%	3.7%	19.9%
Few times or once every few months	14.6%	11.0%	23.3%	36.2%	12.2%	13.2%	31.7%	21.5%
Few times a month but not every week	3.3%	14.3%	5.8%	8.8%	11.5%	8.2%	6.7%	.0%
At least once a week	4.6%	.4%	2.4%	4.0%	1.4%	.4%	4.1%	5.9%
DK/NA	.7%	.9%	2.6%	5.5%	2.5%	3.4%	.0%	.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.

Awareness of "Access Hayward"
Difference in Subgroups

GODBE RESEARCH
Gain Insight

When compared to residents from the households earning less than $30,000 in annual income, a higher percentage of those from households earning $60,000 to less than $100,000 were aware of the "Access Hayward" feature on the City website.

	Annual Household Income			
	Less than $30,000	$30,000 to less than $60,000	$60,000 to less than $100,000	$100,000 or more
Total	114	122	66	31
Yes	16.8%	23.8%	35.7%	30.8%
No	83.2%	68.1%	64.3%	69.2%
DK/NA	.0%	8.1%	.0%	.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, Caucasian vs. Hispanic, etc.