# CITY OF HAYWARD AGENDA REPORT

AGENDA DATE 3/17/98

AGENDA ITEM

WORK SESSION ITEM WS#2

**To:** Mayor and City Council

**From:** City Manager

**Subject:** PROPOSED RESIDENT SURVEY REGARDING CITY SERVICES

RECOMMENDATION:

It is recommended that the City Council review and comment on the attached survey.

BACKGROUND/DISCUSSION:

The adopted budget for this year includes an objective and related funding to conduct a community survey. As mentioned during the budget deliberations, the purpose of the survey is obtain input from Hayward residents concerning City services in general and funding priorities in particular.

In light of the objective, a request for proposal was distributed. A total of seven firms responded. A review of qualifications and experience in conducting similar surveys resulted in the selection GLS Research. (Attachment A offers a brief profile of the firm.) The firm has conducted public opinion research for a broad array of public and private sector clients, as well as non-profit agencies. Although not selected for this reason, it should be noted that GLS is familiar with the Hayward area, having performed work for the Hayward Area Recreation and Park District last year.

In order to obtain as broad a perspective as possible, and assure the survey reaches a cross-section of the community, the pool of participants will not be limited to registered voters. Instead, the "universe" will be all Hayward residents. The survey will be conducted by telephone, and the telephone numbers contained in the sample will be drawn randomly from a data base of all telephone working blocks that contain residential telephone numbers and the zip codes associated with city of Hayward. This methodology ensures that all residents of Hayward with a working telephone, listed or unlisted, have an equal opportunity of being contacted.

Overall, 400 telephone interviews, lasting about 15 minutes each, will be conducted. The sample size of 400 would yield a margin of error of plus or minus 5 percent at a 95 percent confidence level.

Attachment B, the draft questionnaire, is presented for the Council's review and comment. The questionnaire was developed by the consultant with input from staff. Generally speaking, the questions are designed to obtain community feedback on current City services, on funding priorities, and to yield information about services not currently provided, but of interest to the general public.

The schedule calls for interviews to be conducted during the period of March 23 through April 3. The responses will then be tabulated and a report presented to you on April 14. Based on the results of the survey, the Council may want to adjust its direction to staff relative to budget priorities for the new year. As the budget is already underway, it will not be possible to make wholesale changes in direction. It will be possible, however, to "fine-tune" your direction, should that seem appropriate.

Finally, the Council may wish to consider conducting similar surveys in subsequent years to track changes in public opinion and to help refine the budget process.

Jesús Armas

Jesús Armas

Attachments

ATTACHMENT A

GLS RESEARCH

# GLS RESEARCH

## COMPANY BRIEF

SAN FRANCISCO
LOS ANGELES
MOSCOW, RUSSIA

February 22, 1998

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# MISSION

GLS Research is an independent research company committed to serving the information needs of business and government. Our objective is to provide thorough, thoughtful custom research resulting in insightful conclusions and realistic recommendations to assist our clients in addressing their marketing, communications, and political goals.

Our expertise in the application of rigorous research methods combined with our use of the most current computer technology allows us to offer a superior research product at a reasonable cost. We fully explore a prospective client's information needs, objectives, and budget and time constraints before recommending a specific research program. This process results in a research program that is on target, on time, and on budget.

Our systematic, scientific approach to information analysis employs both simple and complex analytic techniques as necessary to uncover the most insightful research findings of greatest strategic importance. From basic cross-tabulations of information items to more elaborate modeling of information relationships, we bring authoritative expertise to the information exploration process.

Our reporting style makes ample use of both graphs and tables to communicate research results in a concise and lucid manner. We clarify understanding of complicated data relationships by using non-technical language to detail our findings and recommendations. We always provide an oral briefing of our reports to aid in their understanding and interpretation.

# SERVICES

## QUANTITATIVE RESEARCH

TELEPHONE SURVEYS

MAIL SURVEYS

INTERCEPT SURVEYS

## QUALITATIVE RESEARCH

FOCUS GROUPS

SEMI-STRUCTURED INTERVIEWS

ONE-ON-ONE DEPTH INTERVIEWS

## SECONDARY RESEARCH

LITERATURE REVIEWS

ON-LINE DATA BASE SEARCHES

# APPLICATIONS

## MARKETING AND ADVERTISING

MARKET SEGMENTATION AND TARGETING

PRODUCT/SERVICE POSITIONING

MESSAGE DEVELOPMENT

EVALUATION OF CREATIVE EXECUTIONS

PRODUCT/SERVICE PRICING STRATEGIES

COMPETITIVE ASSESSMENTS

CUSTOMER SATISFACTION AND NEEDS ASSESSMENTS

MARKETING/ADVERTISING PROGRAM EVALUATION

## PUBLIC RELATIONS

CORPORATE IMAGE ENHANCEMENT

ISSUES MANAGEMENT

COMMUNICATION STRATEGY DEVELOPMENT

TARGET AUDIENCE ASSESSMENTS

PUBLIC RELATIONS PROGRAM EVALUATION

## VOTER RESEARCH

INITIATIVE DEVELOPMENT AND ASSESSMENTS

CANDIDATE CAMPAIGN STRATEGY

VOTER COMMUNICATION STRATEGIES

POST-ELECTION ASSESSMENTS

## PUBLIC POLICY RESEARCH

ALTERNATIVE POLICY/PROGRAM ASSESSMENTS

POLICY AND PROGRAM IMPACT STUDIES

DEVELOPMENT OF PUBLIC AWARENESS AND EDUCATION PROGRAMS

MONITORING PUBLIC OPINION FOR POLICY/PROGRAM DEVELOPMENT

# KEY PERSONNEL

**Gary L. Stieger**
**President**

Mr. Stieger maintains overall responsibility for the design and implementation of all engagements undertaken by GLS Research. From the main office in San Francisco he coordinates the activities of the branch office locations. He works directly with clients to design studies, supervise data collection activities, analyze and interpret the information, and present the findings of the research.

A classically-trained research scientist, he has nearly 20 years of experience in conducting marketing and public opinion research and is an acknowledged expert in research design and statistical analysis. Mr. Stieger specializes in the application of rigorous analytic techniques -- such as multivariate analysis and behavioral modeling -- to problems in marketing and communication.

Mr. Stieger has conducted research programs for a variety of public and private sector organizations including corporations, non-profit foundations, ad-hoc political committees, membership organizations, and governmental agencies from the local to the federal level. His research has guided decisions over a broad range of strategic and tactical areas, including:

- Market segmentation and positioning
- New product/service development
- Corporate communications strategies
- Advertising strategy development and evaluation
- Corporate image enhancement
- Public policy development and evaluation
- Corporate public affairs
- Customer and employee satisfaction
- Public relations strategy development and evaluation
- Distribution channel assessments
- Product/service pricing strategies
- Political campaign strategy development

Since the Fall of 1991, Mr. Stieger has been conducting market and public opinion research in the former Republics of the USSR including Russia, Moldova, and Kazakhstan. His research has helped guide product and service development, public policy initiatives, and public education programs. He has brought western standards for survey research to bear on these marketing, public policy and communications issues while adapting techniques to local conditions and constraints.

Prior to forming GLS Research in 1989, he served as Vice President and Director of Research Operations for Research and Decisions Corporation, a San Francisco-based market and public opinion research company. From 1976 to 1982, Mr. Stieger was a senior researcher at SRI International (Stanford Research Institute) where he conducted numerous social welfare program and policy studies.

Mr. Stieger earned a Master of Urban Planning from San Jose State University in 1976 and a B.A. in Business Administration from Florida Atlantic University in 1971.

**Paul R. Goodwin**
**Executive Vice President**

Mr. Goodwin directs and manages the operations of the Los Angeles office of GLS Research. He has particular expertise in the analysis of public policy issues and political polling. In addition to providing voter research to guide initiative development and political campaigns, Mr. Goodwin has conducted opinion research in several issue areas including environmental protection, solid waste and recycling, land use, education, health care and energy policy.

Over the past seven years his research has been employed by political organizations to elicit voter support for numerous bond and tax measures and to elect public officials. Public agencies and non-profit sector clients have used his opinion research to develop and advocate for specific public policies and programs. His unique combination of opinion research expertise and political insight provides his clients with a "winning edge" strategy to accomplish their objectives.

Immediately prior to joining GLS Research, Mr. Goodwin served as a Vice President for Fairbank, Maslin, Maullin & Associates of Santa Monica, California, a highly respected political polling firm. From 1988-1990 he served as the Director of Public Affairs for the Quality Education for Minorities Project at the Massachusetts Institute of Technology. He has also served as the Director of Communications for the National Association of Independent Colleges and Universities (1985-87), as an account executive for Public Affairs Research and Communications (1984-85), and as a staff or volunteer on many political campaigns.

Mr. Goodwin earned an M.A. in Public Affairs from Princeton University in 1984, and a B.A. in Economics from the University of California at Davis in 1979. He is a member of Phi Beta Kappa and has been published in *Campaigns and Elections* magazine, the Los Angeles County Medical Association's *Physician* magazine, and other publications. He has lectured before many groups, including the California School Board Association and the California Water Re-Use Association, and has presented survey results to the Oregon State Legislature and many state and local boards and agencies. Mr. Goodwin serves on the National Council of the American Jewish Committee and is a member of the American Association for Public Opinion Research and the American Association of Political Consultants.

## Nikolai Popov
## Executive Vice President

Dr. Popov directs and manages the operations of the Moscow, Russia office of GLS Research. He is among the most experienced and accomplished public policy, political and social opinion researchers in the newly independent states (NIS). Concurrent with his position at GLS Research he is the Head of the Department of Socio-Political Surveys of the renowned Russian Center for Public Opinion and Market Research (VCIOM). The Center is regarded worldwide as the strongest, most reliable and effective public opinion research organization in the NIS.

Dr. Popov has designed, executed and analyzed public opinion research on issues ranging from economic reform and unemployment to environmental concerns, crime and law enforcement, foreign affairs and the political situation in Russia and other NIS countries. He also specializes in conducting research among NIS and international journalists, business executives, and senior government and diplomatic officials. He has participated in groundbreaking exit surveys for the Russian Presidential Referendum (April 1993) and the national Parliamentary elections (December 1993).

Over the past four years Dr. Popov has assisted GLS Research in conducting telephone survey research in Moscow, Russia and nationwide in-person interviewing efforts in Moldova and Kazakhstan. His expertise in sampling methods, questionnaire design and logistical operations proved invaluable in conducting these difficult studies. He continues to bring the same high standards of technical competence and professionalism to all the engagements he undertakes on behalf of GLS Research.

From 1974 to 1988, Dr. Popov was a Senior Fellow at the USA and Canada Institute at the USSR Academy of Sciences in Moscow. In 1972-74, he served as editor of the Novosti Press Agency in Washington D.C. and, prior to that, served as a researcher and editor for Novosti for seven years. He spent two years in Delhi, India, as a researcher for the Representation of the State Committee of Economic Cooperation.

Dr. Popov earned his Ph.D. in Social Psychology from Moscow State University in 1971 and has M.A. in Economy from the same university in 1964. He is fluent in both English and Russian.

# OFFICE LOCATIONS

## Main Office

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# SELECTED CLIENTS

American Home Shield
Association of California Insurance Companies
Bally's Las Vegas
Blue Shield of California
Booz•Allen & Hamilton, Inc.
California Medical Review, Inc.
California Nurses' Association
Catholic Healthcare West
Coleman and Christison Advertising
Eden Hospital Medical Center
Eisenhower Medical Center
Hewlett Packard
Humana Corporation
Humana Seniors Association
Hyett, Broadbent & Heimbrodt Advertising
Independent Insurance Agents and Brokers of California
Independent Insurance Agents of America
International Press Center and Club • Moscow
Koll Development Corporation
KQED, Inc.
Las Vegas Convention and Visitors Authority
Mercy Retirement and Care Center
Ministry of Privatization of Kazakhstan
Ministry of Privatization of Moldova
Modesto Irrigation District
Nevada Commission on Tourism
Nevada State Education Association
Oakland Public Library
Ogilvy and Mather Public Relations
Pacific Gas and Electric Company
Port of Oakland
PriMERIT Bank
R&R Advertising
St. Luke's Hospital
St. Mary's Hospital and Medical Center
Sam's Town Hotel and Gambling Hall
A. D. Seeno Construction Company
Shanti Project
Sierra Pacific Resources
Soaring Eagle Gaming
Southern California Edison
State of California - Department of Transportation
Sunrise Hospital
The PBN Company
The Stanford University Clinic
United States Agency for International Development
University of California at Berkeley
Wine Institute

# PAUL GOODWIN
# PERSONAL CLIENT LIST

Lead Consultant

AIDS Health Care Foundation*
Alameda County Office of Education
American Jewish Committee
American Jewish Congress
Apple Valley Unified School District
Astra Merck*
Bay Meadows
Balzac Communications*
Bellevue Art Museum*
Berkeley Unified School District
Cary Bozeman & Associates*
Californians Against Human Suffering
Californians for Equal Access
Californians for Higher Education
Californians for Schools
California Office of Emergency Services
California State University System
California Travel Industry Association*
California Teachers Association
Center for Health Care Rights*
Central Puget Sound Regional Transit Agency
Centinela Valley Health Service Trust Fund*
Children Now
Coalition to Take Back Our Homes*
Culver City Unified School District
Culver City Mayor Steven Gourley
Diocese of San Jose
City of East Palo Alto*
ENOVA Energy Management*
Federal Emergency Management Agency
San Jose Councilwoman Margie Fernandes*
Clark County Commissioner Yvonne Atkinson Gates*
Green Team*
Greer, Margolis, Mitchell, Burns & Associates*
San Jose Mayor Susan Hammer
William S. Hart High School District
Hayward Area Park and Recreation District*
Heal the Bay*
Health Care For All*
Los Angeles City Councilman Mike Hernandez
HI Energy, Inc*
Kamer-Singer & Associates*
Jefferson Union High School District
San Francisco County Supervisor Leslie Katz*
East Los Angeles Municipal Court Judge Ruth Kwan*
Laufer Associates
Lodi Unified School District
Los Angeles City Department of Public Works*
Los Angeles Unified School District
Marin Agricultural Land Trust*
Marin General Hospital*
Santa Clara City Councilman Mark McLemore*
Missouri State Senate President Jim Mathewson*
Medical Check*
Morgan Hill Unified School District*
Mount Baker Group*
Napa County Flood Control District*
New Haven Unified School District*
North Sacramento School District*
Novato Community Hospital*
Oakdale Union High School District
Oakland Unified School District
Oregon Right to Die*
Oxnard Union High School District*
Pacific Business Group on Health*
Pacific Rim Resources*
Pacific Telesis*
Palm Springs Unified School District
Santa Clara City Councilwoman Aldyth Parle*
Patterson Unified School District*
Pay at the Pump Project
The PBN Company*
Pierce Transit
Portola Valley Elementary School District*
PS Enterprises*
The RAND Corporation*
Research!America*
The Robert Group*
Robinson Communications*
The Rockey Company
Rogers & Associates*
R& R Advertising*

East Los Angeles Municipal Court Judge Teresa Sanchez-Gordon*
San Francisco Chamber of Commerce*
San Jose City Library
San Jose City Manager*
San Jose Department of Environmental Services*
Santa Barbara Unified School District*
Santa Clara Valley Water District*
Santa Monica College
San Marcos Unified School District
Sausalito School District*
Scotts Valley Union Elementary School District
Service Employees International Union Local 347*
Sequoia Union High School District*
Siegel & Nicholl*
Skelton Grover Associates*
City of Spokane*
Sobrato Development Company
Sony Studios
South Bay Union School District*
Strategy Source*
Terris & Jaye*
The Tech Museum of Innovation*
Los Angeles School Board Member David Tokofsky*
TreePeople*
United Teachers of Los Angeles
University of California at Berkeley - Institute for Transportation Studies*
University of Nevada Las Vegas*
U.S. Borax*
Ventura County Stormwater Management Program*
Washington Unified School District*
Washington State NARAL
Washoe County Unified School District*
Western Waste*

*With GLS Research

GLS Research (3) March 11, 1998

Hayward Study
Draft 4
98321

Card #1 (1)
Respondent ID# (2-3-4)

Gender of Respondent
1 (Male) ---------- 1
2 (Female) ---------- 2 (5)

Time Started _____
Time Finished _____
Total Time _____ (6-7)

Hello, I'm _____ from GLS Research, a public opinion research company. We're conducting a survey for the city of Hayward to ask for your opinion on issues facing the city. This is not a sales call and I am not asking for money -- we are interested in your views on important issues. Am I speaking to someone 18 years old or older? (IF NOT, ASK): "Is there someone who can come to the phone who is 18 or older?" VERIFY PERSON IS 18 YEARS OLD OR OLDER. IF NO ONE AVAILABLE, TERMINATE. (IF ELIGIBLE RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER).

1. First, is where you live officially in the city of Hayward, do you live in another city near Hayward, or do you live in unincorporated county land that is not officially part of the city of Hayward?

IN CITY OF HAYWARD ---------- 1
ANOTHER CITY ---------- **TERMINATE** (8)
UNINCORPORATED COUNTY LAND ---------- **TERMINATE**
**(DON'T READ)** DK/NA ---------- **TERMINATE**

2. Overall, how would you rate the quality of life in Hayward? Please use a scale of 1 to 5, using 1 if you feel the quality of life in Hayward is poor, and 5 if you feel the quality of life here is excellent. Remember, you can use any number from 1 to 5.

| | POOR | | | EXCEL. | DK | |
|---|---|---|---|---|---|---|
| Quality of life | 1 | 2 | 3 | 4 | 5 | 9 (9) |

3. Would you say overall that the quality of life in Hayward is getting better, getting worse, or staying about the same?

Better ---------- 1
Worse ---------- 2
Stayed same ---------- 3 (10)
**(DON'T READ)** DK/NA ---------- 9

4. Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job the City of Hayward is doing to provide city services?

Very satisfied ---------- 1
Somewhat satisfied ---------- 2
Somewhat dissatisfied ---------- 3 (11)
Very dissatisfied ---------- 4
**(DON'T READ)** DK/NA ---------- 9

5. Next, what would you say is the most important problem facing Hayward that you would like to see your city government do something about?

_____

_____ (12-13)

6. Have you ever visited a Hayward city department or agency in person for any reason? (RECORD BELOW, THEN ASK):

| | YES | NO | DK/NA | |
|---|---|---|---|---|
| Visited | 1 | 2 | 9 | (14) |

7. Have you ever telephoned a Hayward city department or agency for any reason?

| | YES | NO | DK/NA | |
|---|---|---|---|---|
| Telephoned | 1 | 2 | 9 | (15) |

IF YES ON Q.6 OR Q.7 ASK:

8. Based on your personal experience, would you say that the people you dealt with when contacting Hayward city departments were (READ-ROTATE) or not?

| | | YES | NO | DK/NA | |
|---|---|---|---|---|---|
| [ ] | a. courteous | 1 | 2 | 9 | (16) |
| [ ] | b. Responsive to your needs | 1 | 2 | 9 | (17) |
| [ ] | c. Helpful | 1 | 2 | 9 | (18) |

9. I now want to ask your view about what should be the highest priority when it comes to services the city of Hayward provides to local residents. Other than public schools, what service do you feel should be the highest priority for the city to provide? (IF RESPONSE IS RELATED SPECIFICALLY TO SCHOOLS, ASK FOR SECOND HIGHEST PRIORITY. RECORD ANY YOUTH-RELATED SERVICES NOT PROVIDED BY SCHOOL DISTRICT)

_____

_____ (19-20)

10. Now let me read you a brief list of different services the city of Hayward currently provides. After you hear each item, please tell me if you feel it should be a high budget priority, or not, for the city. Please use a scale of 1 to 5, using a 1 if you feel that service should definitely not be a high budget priority for the city, and a 5 if you feel that service definitely should be a high budget priority. **(ROTATE)**

| | | DEF NOT | | | DEF SHOULD | DK | |
|---|---|---|---|---|---|---|---|
| [ ] | a. Neighborhood services, such as sidewalk repairs and tree trimming | 1 | 2 | 3 | 4 | 5 | 9 (21) |
| [ ] | b. Police and fire services, including animal control operations | 1 | 2 | 3 | 4 | 5 | 9 |
| [ ] | c. Library services, including new technology | 1 | 2 | 3 | 4 | 5 | 9 |
| [ ] | d. Economic development, including improving downtown Hayward | 1 | 2 | 3 | 4 | 5 | 9 |
| [ ] | e. Improving the city's infrastructure, such as city streets, sewers, and water systems | 1 | 2 | 3 | 4 | 5 | 9 |

11. While you may feel that they are all important, please tell me which SINGLE ONE of the five items I just read you should be the HIGHEST priority for the city of Hayward? (READ ONLY IF REQUESTED) (AFTER RECORDING, THEN ASK)

12. And which should be the second highest priority? (RE-READ ONLY IF REQUESTED) (DO NOT ALLOW SAME RESPONSE FOR BOTH QUESTIONS):

| | | q.10 TOP | q.11 2ND | |
|---|---|---|---|---|
| [ ] | Neighborhood services, such as sidewalk repairs and tree trimming | 1 | 1 | |
| [ ] | Police and fire services, including animal control operations | 2 (22) | 2 | (23) |
| [ ] | Library services, including new technology | 3 | 3 | |
| [ ] | Economic development, including improving downtown Hayward | 4 | 4 | |
| [ ] | Improving the city's infrastructure, such as city streets, sewers, and water systems | 5 | 5 | |
| [ ] | **(DON'T READ)** OTHER | 7 | 7 | |
| [ ] | **(DON'T READ)** NOT SURE | 9 | 9 | |

13. Next, please tell me whether you feel each of the following is a serious problem in Hayward, or not. Please use a scale where 1 is a problem that is NOT SERIOUS AT ALL, and 5 is a problem that is VERY SERIOUS. Remember, you can use any number from 1 to 5. **(ROTATE)**

| | | | NOT SER. | | | VERY SER. | DK | |
|---|---|---|---|---|---|---|---|---|
| [ ] | a. | Graffiti | 1 | 2 | 3 | 4 | 5 | 9 (24) |
| [ ] | b. | Not enough high quality local shopping opportunities | 1 | 2 | 3 | 4 | 5 | 9 (25) |
| [ ] | c. | Potholes on city streets | 1 | 2 | 3 | 4 | 5 | 9 (26) |
| [ ] | d. | Street lights not working | 1 | 2 | 3 | 4 | 5 | 9 (27) |
| [ ] | e. | The time it takes to get a building permit | 1 | 2 | 3 | 4 | 5 | 9 (28) |
| [ ] | f. | Not enough services for seniors | 1 | 2 | 3 | 4 | 5 | 9 (29) |
| [ ] | g. | Clogged storm drains flooding city streets during rainstorms | 1 | 2 | 3 | 4 | 5 | 9 (30) |
| [ ] | h. | Lack of jobs and economic development | 1 | 2 | 3 | 4 | 5 | 9 (31) |
| [ ] | i. | Traffic signals being out of order | 1 | 2 | 3 | 4 | 5 | 9 (32) |
| [ ] | j. | The way that garbage and recyclable materials are picked up | 1 | 2 | 3 | 4 | 5 | 9 (33) |
| [ ] | k. | Traffic congestion | 1 | 2 | 3 | 4 | 5 | 9 (34) |
| [ ] | l. | Not enough positive activities for young people | 1 | 2 | 3 | 4 | 5 | 9 (35) |

14. Please tell me whether you feel the city of Hayward is doing an excellent, pretty good, only fair, or poor job in each of the following areas: **(ROTATE)**

| | | | EXC. | PRETTY GOOD | ONLY FAIR | POOR | DK/ NA | |
|---|---|---|---|---|---|---|---|---|
| [ ] | a. | In repairing sidewalks | 1 | 2 | 3 | 4 | 9 | (36) |
| [ ] | b. | In keeping traffic on city streets flowing smoothly | 1 | 2 | 3 | 4 | 9 | (37) |
| [ ] | c. | In providing library services | 1 | 2 | 3 | 4 | 9 | (38) |
| [ ] | d. | In protecting people from crime | 1 | 2 | 3 | 4 | 9 | (39) |
| [ ] | e. | In putting out and preventing fires | 1 | 2 | 3 | 4 | 9 | (40) |
| [ ] | f. | In providing emergency 9 1 1 services | 1 | 2 | 3 | 4 | 9 | (41) |
| [ ] | g. | In taking action against people who do not keep up their homes or properties | 1 | 2 | 3 | 4 | 9 | (42) |
| [ ] | h. | In making sure that sewers and storm drains work properly | 1 | 2 | 3 | 4 | 9 | (43) |
| [ ] | i. | In keeping city streets and gutters clean | 1 | 2 | 3 | 4 | 9 | (44) |

| | | EXC. | PRETTY GOOD | ONLY FAIR | POOR | DK/ NA | |
|---|---|---|---|---|---|---|---|
| [ ] | j. In renovating downtown Hayward | 1 | 2 | 3 | 4 | 9 | (45) |
| [ ] | k. In making sure that city employees are polite and courteous | 1 | 2 | 3 | 4 | 9 | (46) |
| [ ] | l. In protecting local neighborhoods | 1 | 2 | 3 | 4 | 9 | (47) |
| [ ] | m. In keeping street trees trimmed | 1 | 2 | 3 | 4 | 9 | (48) |
| [ ] | n. In providing animal control services and dealing with stray animals | 1 | 2 | 3 | 4 | 9 | (49) |
| [ ] | o. In enforcing and applying building safety codes | 1 | 2 | 3 | 4 | 9 | (50) |
| [ ] | p. In protecting the environment here in Hayward | 1 | 2 | 3 | 4 | 9 | (51) |
| [ ] | q. In providing services for youth | 1 | 2 | 3 | 4 | 9 | (52) |
| [ ] | r. In operating efficiently | 1 | 2 | 3 | 4 | 9 | (53) |
| [ ] | s. In answering or returning your phone calls to city agencies | 1 | 2 | 3 | 4 | 9 | (54) |

15. Next, when it comes to how safe you feel from crime in the city of Hayward, would you say that Hayward has gotten more safe over the last few years, has gotten less safe, or has it stayed about the same? (IF BETTER/WORSE ASK): "Is that MUCH (better/worse) or just a little?" (RECORD, THEN ASK):
16. And what about the level of police services provided by the Hayward Police Department over the last few years? Would you say that police services have gotten better, gotten worse, or stayed about the same? (IF BETTER/WORSE ASK): "Is that MUCH (better/worse) or just a little?"

| | MUCH BETTER | S.W. BETTER | STAYED SAME | S.W. WORSE | MUCH WORSE | DK/ NA | |
|---|---|---|---|---|---|---|---|
| 14. Safety | 1 | 2 | 3 | 4 | 5 | 9 | (55) |
| 15. Police | 1 | 2 | 3 | 4 | 5 | 9 | (56) |

17. Let's assume for a moment that the Hayward Police Department hired another officer and assigned that officer to your neighborhood. Which of the following four items should be the single highest priority for a new police officer assigned to your neighborhood? (RE-READ ONLY IF REQUESTED) RECORD, THEN ASK:
18. And which should be the second highest priority for a new police officer assigned to your neighborhood?

| | | HIGHEST | | 2ND | |
|---|---|---|---|---|---|
| [ ] | Working with local kids to prevent gangs and youth crime | 1 | | 1 | |
| [ ] | Increasing the police presence in your neighborhood | 2 | (57) | 2 | (58) |
| [ ] | Working with local residents and neighborhood groups to help prevent crime | 3 | | 3 | |
| [ ] | Patrolling at a local school | 4 | | 4 | |
| | **(DON'T READ)** OTHER | 8 | | 8 | |
| | **(DON'T READ)** DK | 9 | | 9 | |

19. Let's assume that extra money is available for the Hayward police department. Should that money be used for **(READ - ROTATE)**:

[ ] A. Expanding efforts to prevent crime before it happens by working with kids and neighborhood groups ---------- 1

OR

B. Expanding the number of officers on patrol to catch criminals ---------- 2 (59)

c. **(DON'T READ)** BOTH ---------- 8

d. **(DON'T READ)** DK/NA ---------- 9

20. Now I want to read you some different actions the city could take to make your neighborhood a better place to live. Please rate each item on a scale of 1 to 5, where 1 would be an item that you feel is not very important for making your neighborhood a better place to live, and 5 being an item that you feel is very important for making your neighborhood better. **(ROTATE)**

| | | NOT IMP | | | | VERY IMP | DK |
|---|---|---|---|---|---|---|---|
| [ ] | a. Installing more streetlights to make streets better lit at night | 1 | 2 | 3 | 4 | 5 | 9(60) |
| [ ] | b. Installing more stop signs, traffic lights, or other speed control measures | 1 | 2 | 3 | 4 | 5 | 9(61) |
| [ ] | c. Organizing volunteer groups to clean up local streets | 1 | 2 | 3 | 4 | 5 | 9(62) |
| [ ] | d. Creating a small retail center that would serve your local neighborhood | 1 | 2 | 3 | 4 | 5 | 9(63) |
| [ ] | e. Fixing sidewalks damaged by tree roots | 1 | 2 | 3 | 4 | 5 | 9(64) |

NOW FOR A FEW BACKGROUND QUESTIONS FOR STATISTICAL PURPOSES ONLY

21. First, are you currently registered to vote at your present address?
YES----------1
NO----------2 (65)
(**DON'T READ**) DK/NA----------9

22. Do you own or rent your home, condominium, or apartment, or do you live in a mobile home?
Own home----------1
Own condo----------2
Rent----------3
Mobile home----------4
Refused----------9 (66)

23. Do you have a computer at your home?
Yes (ASK Q.24)----------1
No (SKIP TO Q.25)----------2 (67)
**(DON'T READ)** DK/NA (SKIP TO Q.25)----------9

*IF YES ON Q.23 ASK:*

24. Do you have access to the Internet from the computer at your home?
Yes----------1
No----------2 (68)
**(DON'T READ)** DK/NA----------9

ASK EVERYONE

25. Do you have any children under the age of 18 living at home?
YES----------1
NO----------2 (69)
(DON'T READ) REFUSED----------9

26. Do you ever watch the Hayward City Council meetings on cable TV?
YES (ASK Q.27)----------1
NO (SKIP TO Q.28)----------2 (70)
(DON'T READ) REFUSED (SKIP TO Q.28)----------9

IF YES ON Q.26 ASK:

27. Would you say that you watch the Hayward City Council meetings on TV every week, once or twice a month, every few months, or only once or twice a year?

Every week----------1
Once/twice a month----------2
Every few months----------3
Once/twice a year----------4 (71)
**(DON'T READ)** OTHER----------7
**(DON'T READ)** DK/NA----------9

ASK EVERYONE

28. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 1997? Was it:

$20,000 or less----------1
$20,001 - $30,000----------2
$30,001 - $40,000----------3
$40,001 - $50,000----------4
$50,001 - $70,000----------5
$70,001 - $90,000----------6
$90,000 or more----------7
(DON'T READ) Refused/NA----------9 (72)

29. How long have you lived in Hayward?

Less than a year----------1
One - three years----------2
Four - six years----------3
Seven - ten years----------4
Eleven - sixteen----------5
Seventeen - twenty five----------6
25+----------7
(DON'T READ) REFUSED----------9 (73)

30. With which ethnic group do you identify yourself: White or European, Black or African-American, Hispanic or Latino, Asian, mixed race, or of some other ethnic or racial background?

White----------1
Black/African-American----------2
Hispanic/Latino----------3 (74)
Asian----------4
Mixed Race----------5
Other----------6
**(DON'T READ)** REFUSED----------9

31. Finally, what is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

____ ____ ____ (75-76-77)

**(AGE CATEGORIES)**

18 – 24----------1
25 – 34----------2
35 – 44----------3
45 -- 54----------4 (78)
55 – 64----------5
65 – 74----------6
75+----------7
No Answer----------9

THANK AND TERMINATE

Zip Code _____ (79-80-81-82-83)

Name _____ Phone# _____

Date _____

Interviewer _____ Rep.# _____

Verified by _____ Page # _____