



GODBE RESEARCH
Gain Insight

City of Hayward: 2012 Resident Satisfaction Survey

November 2012

Overview and Research Objectives

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 facilities, shopping behavior and business needs;
 - Contacting the City and customer service; and
 - Communication and public information; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

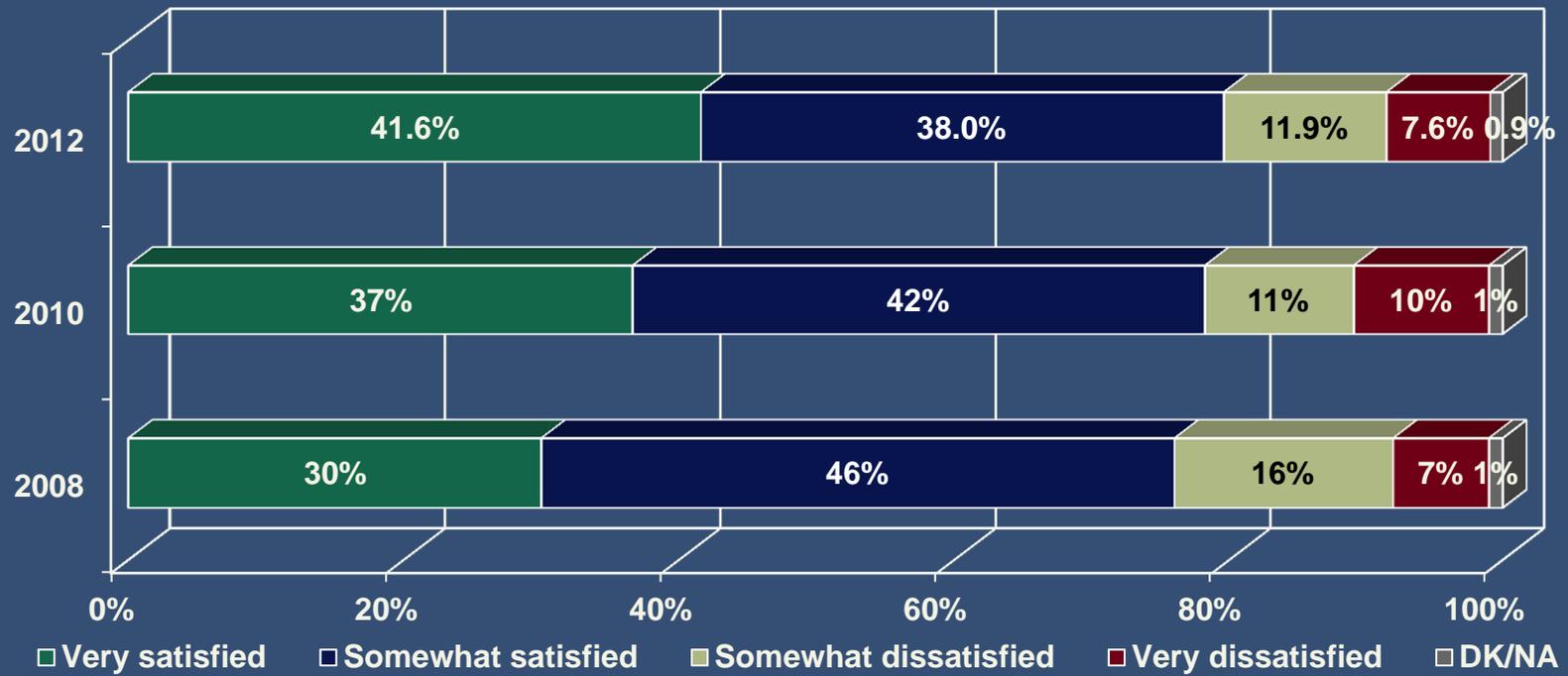
- Data Collection Telephone Interviewing
- Universe 112,097 adult residents in the City of Hayward
- Fielding Dates October 5 through October 14, 2012
- Interview Length 21 minutes
- Sample Size 408 adult residents ages 18 and older
- Margin of Error $\pm 4.8\%$



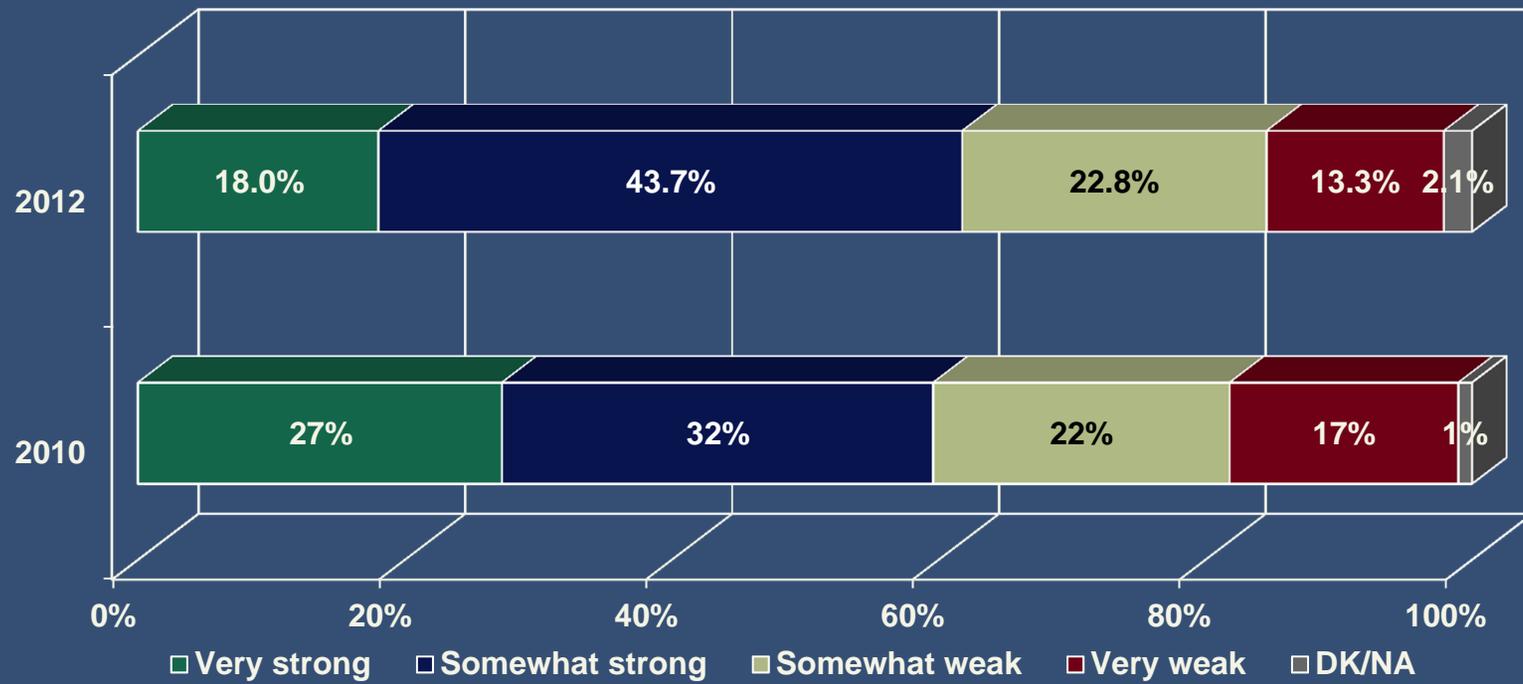
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Living in Hayward

Satisfaction with Quality of Life



Sense of Neighborhood



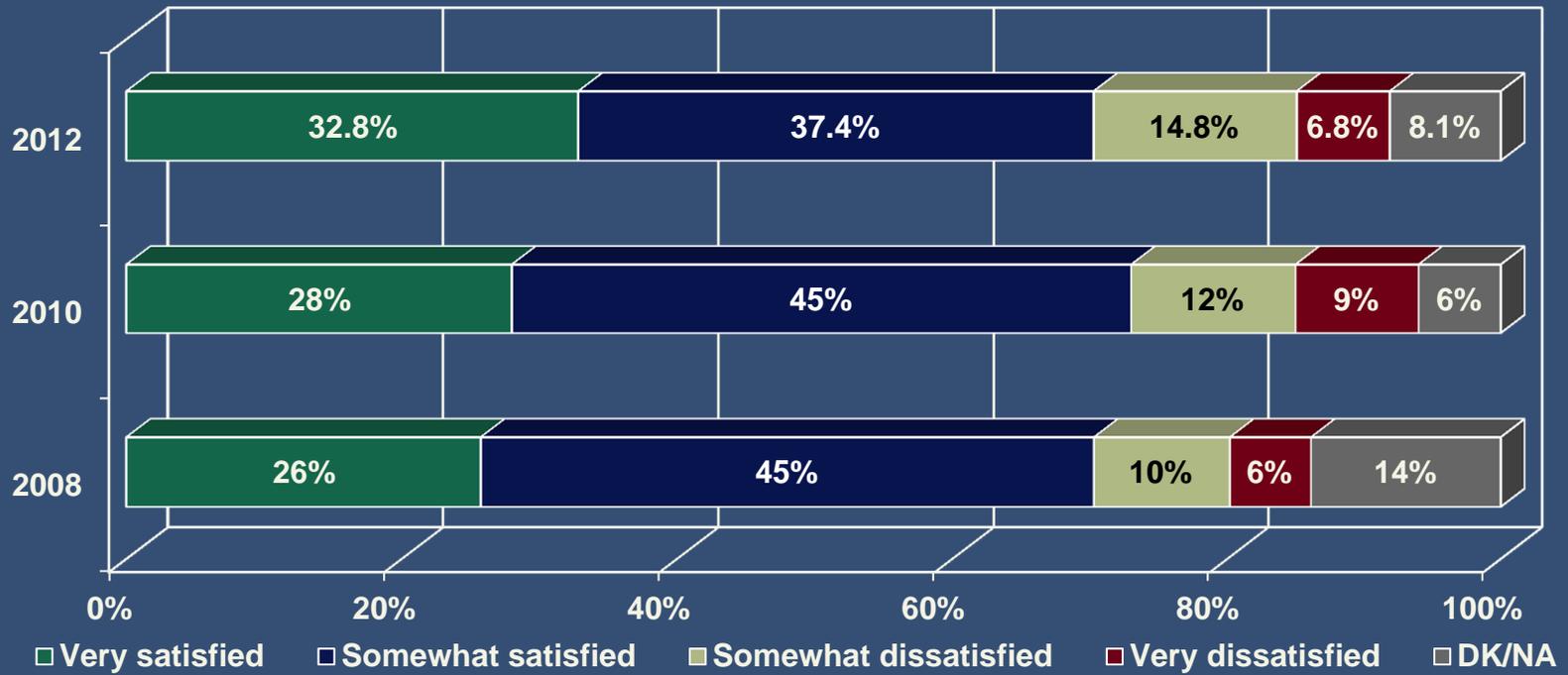


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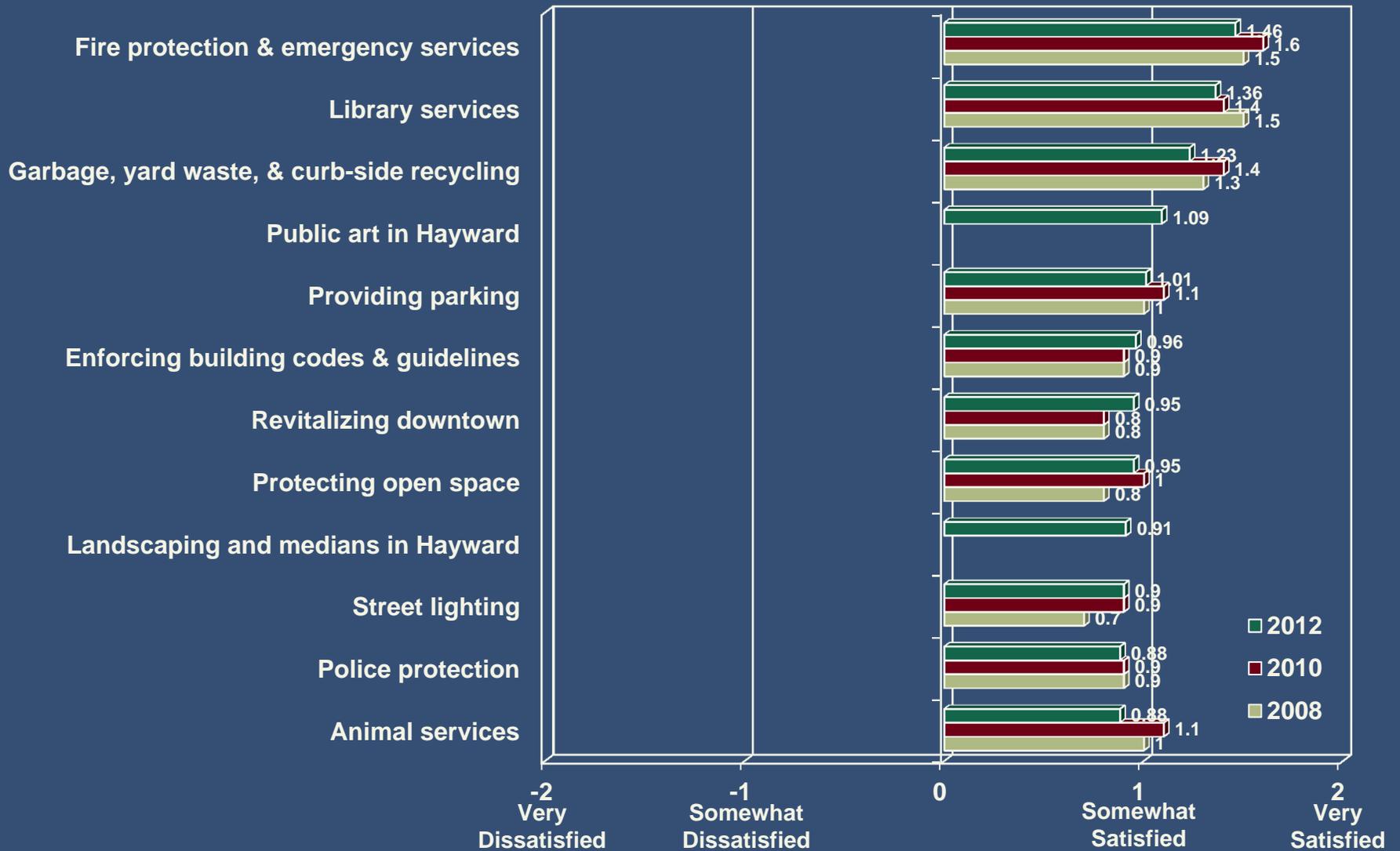


Satisfaction with City Services

Overall Satisfaction with City Services

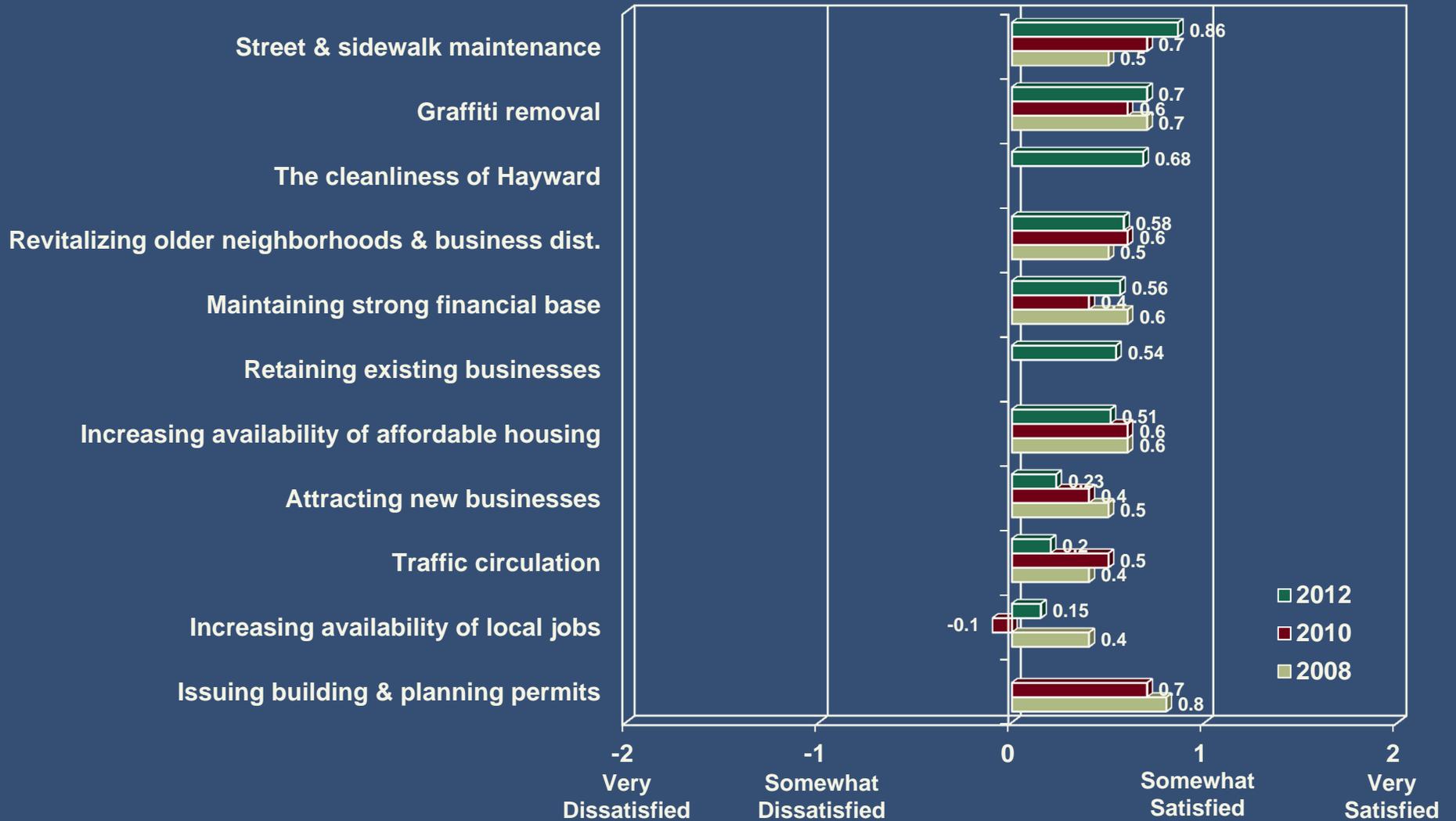


Ratings of City Services



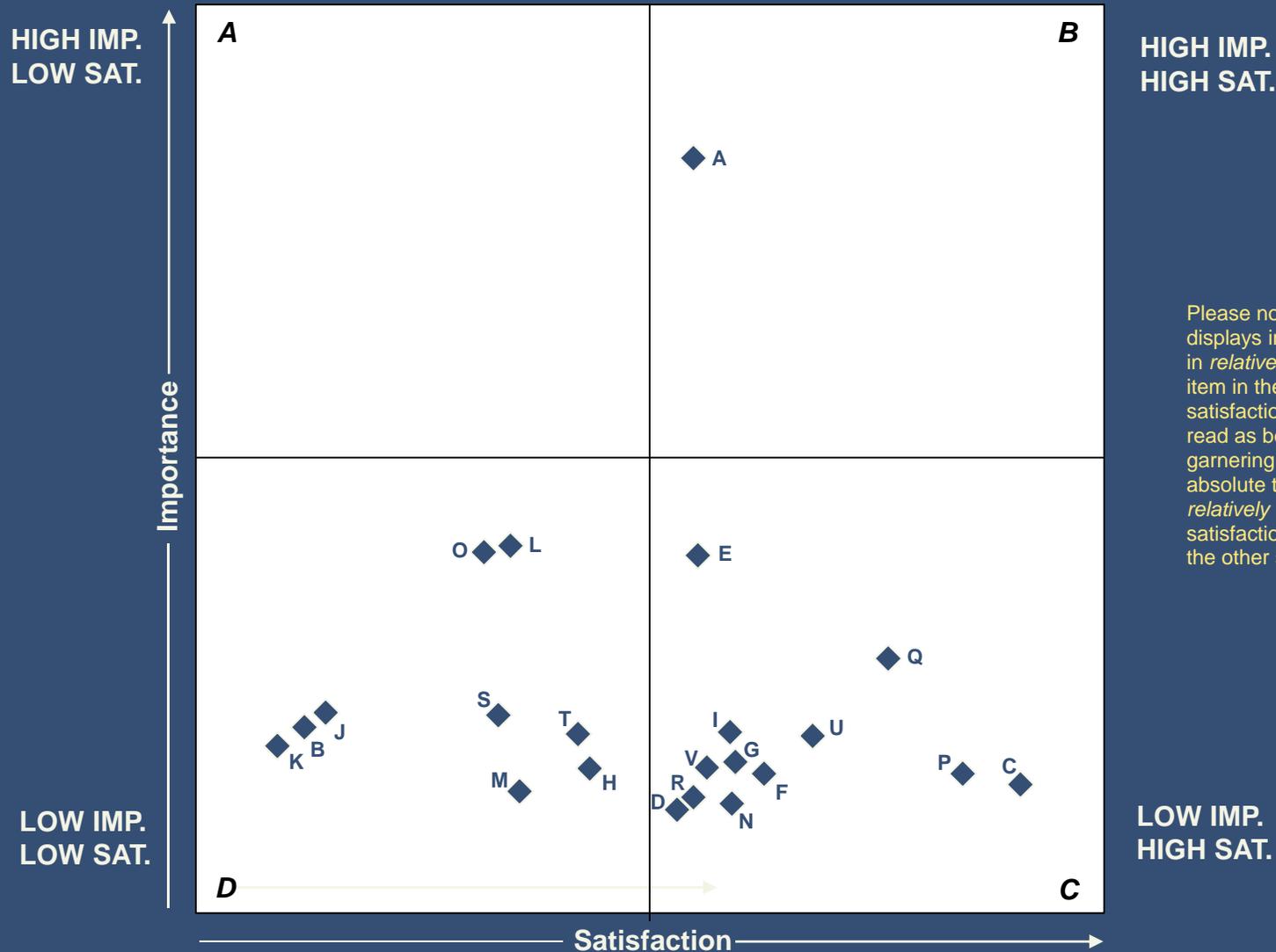
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Ratings of City Services (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.

Importance - Satisfaction Matrix I



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 II

Service Area	Sat.	Imp.
A. Police protection	0.88	0.483
B. Traffic circulation	0.2	.047
C. Fire protection and emergency services	1.46	-.001
D. Street and sidewalk maintenance	0.86	-.017
E. Street lighting	0.9	0.177
F. Providing parking throughout the City	1.01	.011
G. Enforcing building codes and guidelines for quality and safe development in Hayward	0.96	.019
H. Graffiti removal	0.7	.012
I. Protecting open space	0.95	.040
J. Attracting new businesses to the City	0.23	.055
K. Increasing the availability of local jobs	0.15	.028

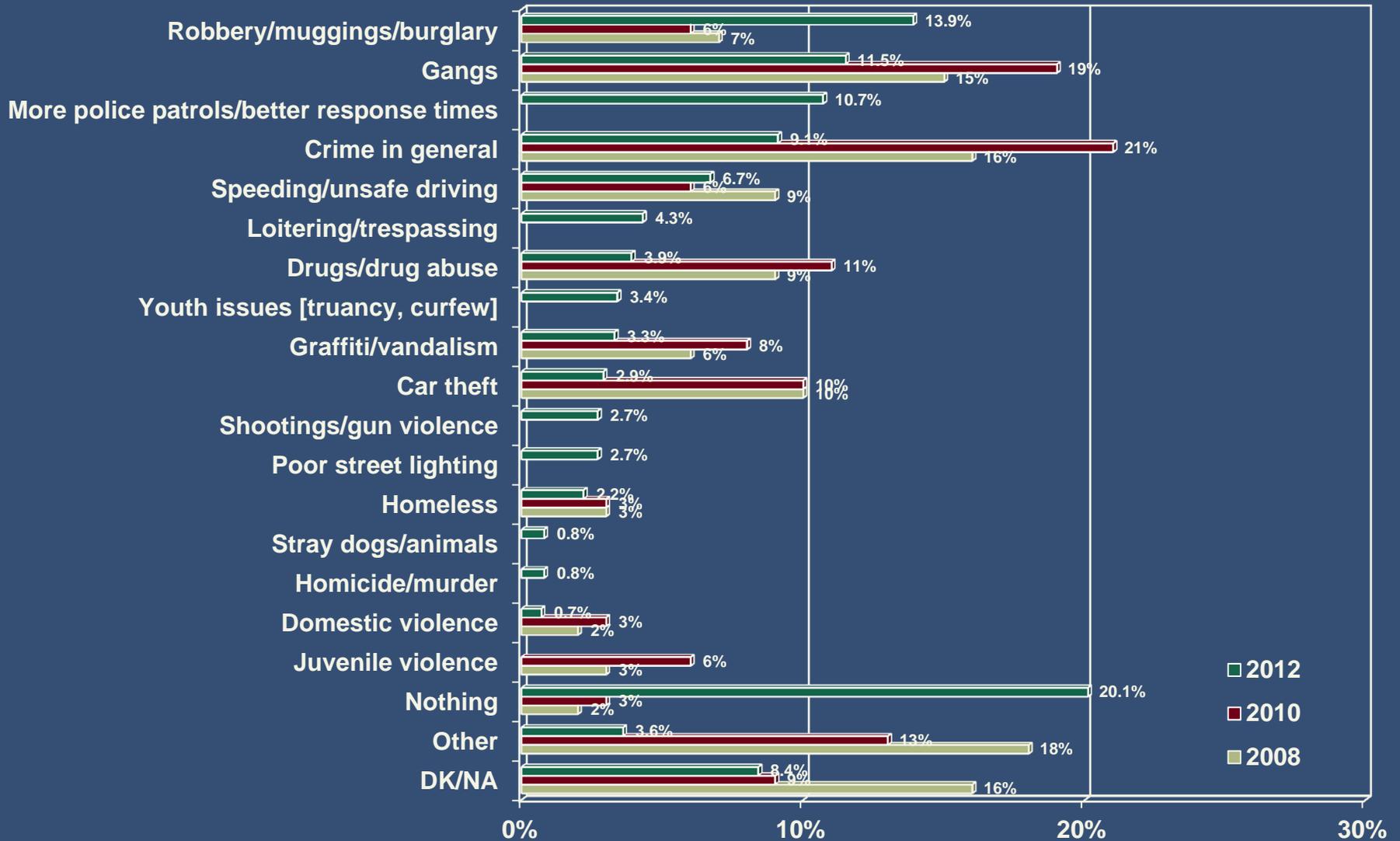
Service Area	Sat.	Imp.
L. Maintaining a strong financial base to fund City programs and services	0.56	0.185
M. Revitalizing older neighborhoods and business districts	0.58	-.005
N. Revitalizing the downtown area	0.95	-.013
O. Increasing the availability of affordable housing	0.51	0.18
P. Library services	1.36	.011
Q. Garbage, yard waste, and curb-side recycling	1.23	.095
R. Animal services, such as stray animal catching or animal licensing	0.88	-.008
S. Retaining existing businesses	0.54	.056
T. The cleanliness of Hayward	0.68	.040
U. Public art in Hayward	1.09	.038
V. Landscaping and medians in Hayward	0.91	.016



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Public Safety Services

Public Safety Concerns



Satisfaction with Police Services



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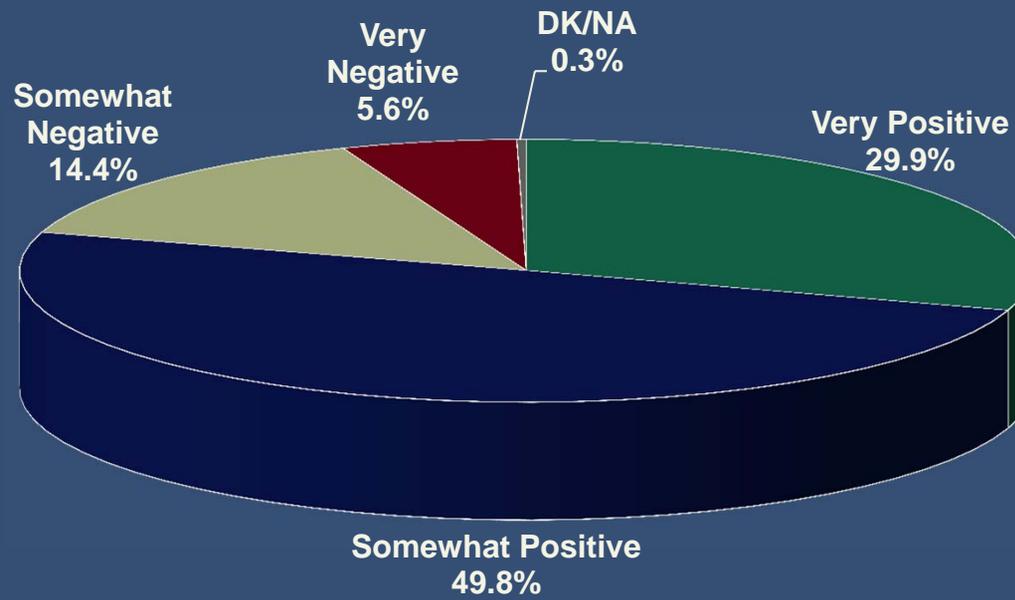


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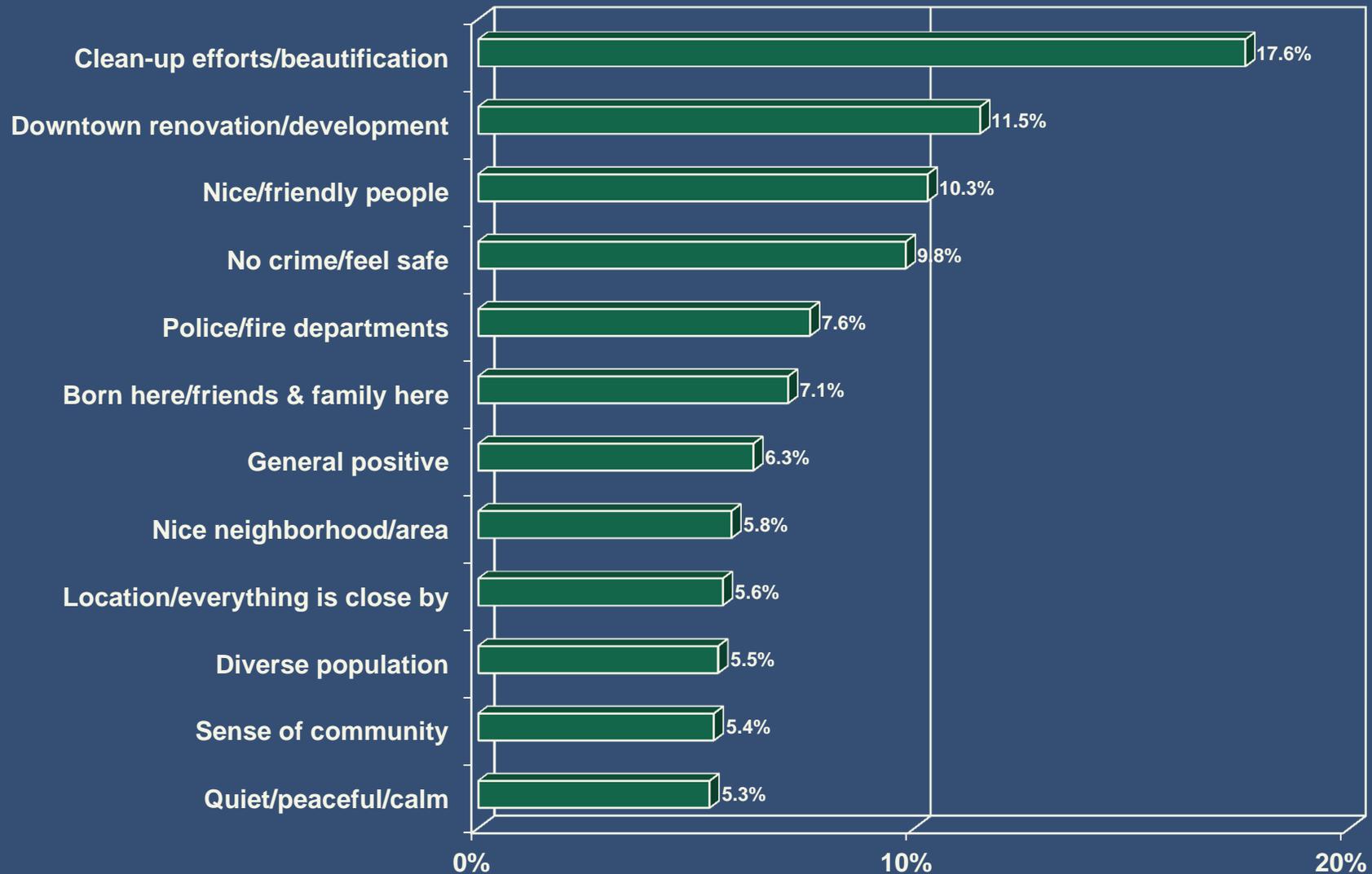


Public Facilities, Shopping Behavior and Business Needs

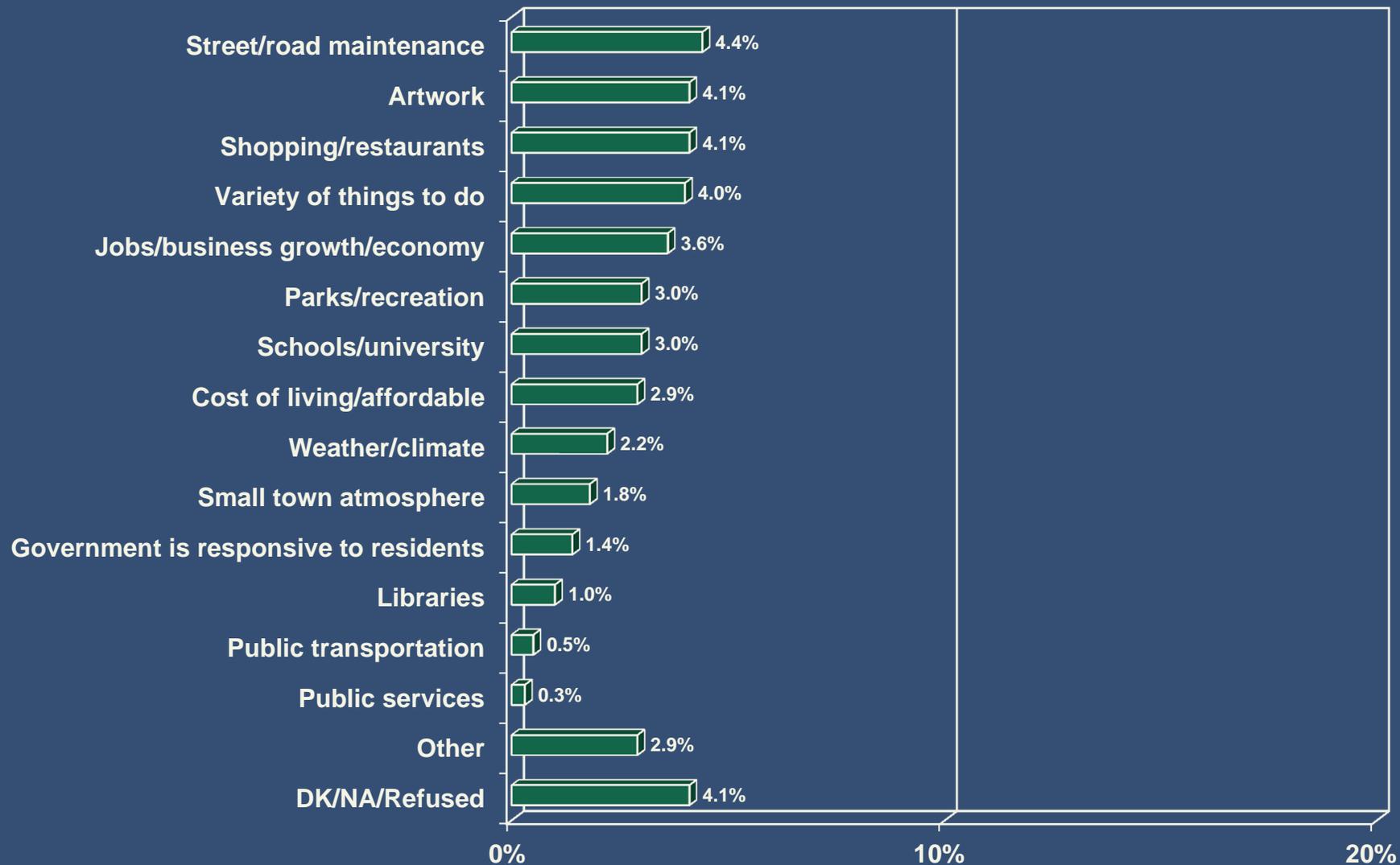
Perceived Image of Hayward



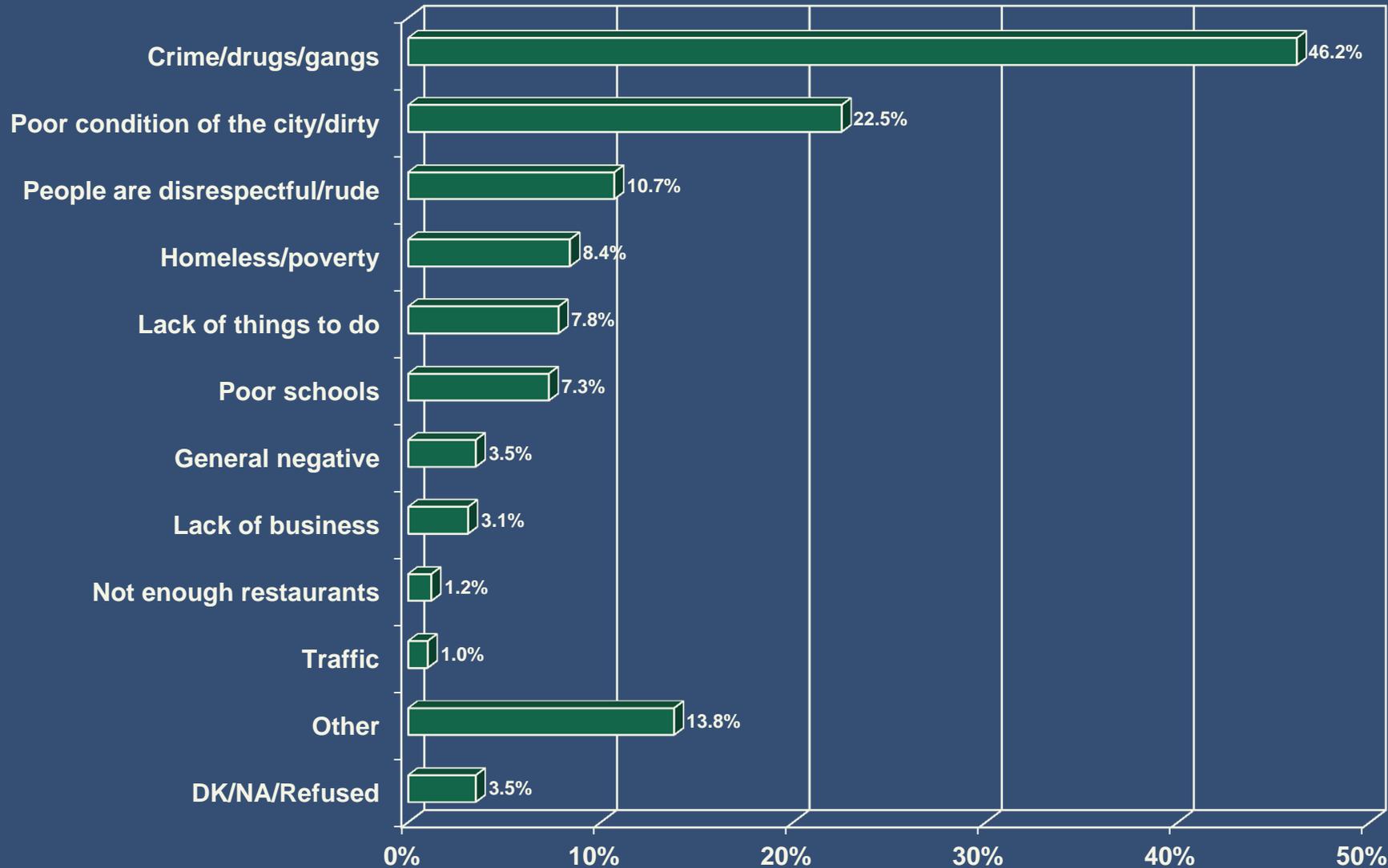
Contributing Factors to Positive Image



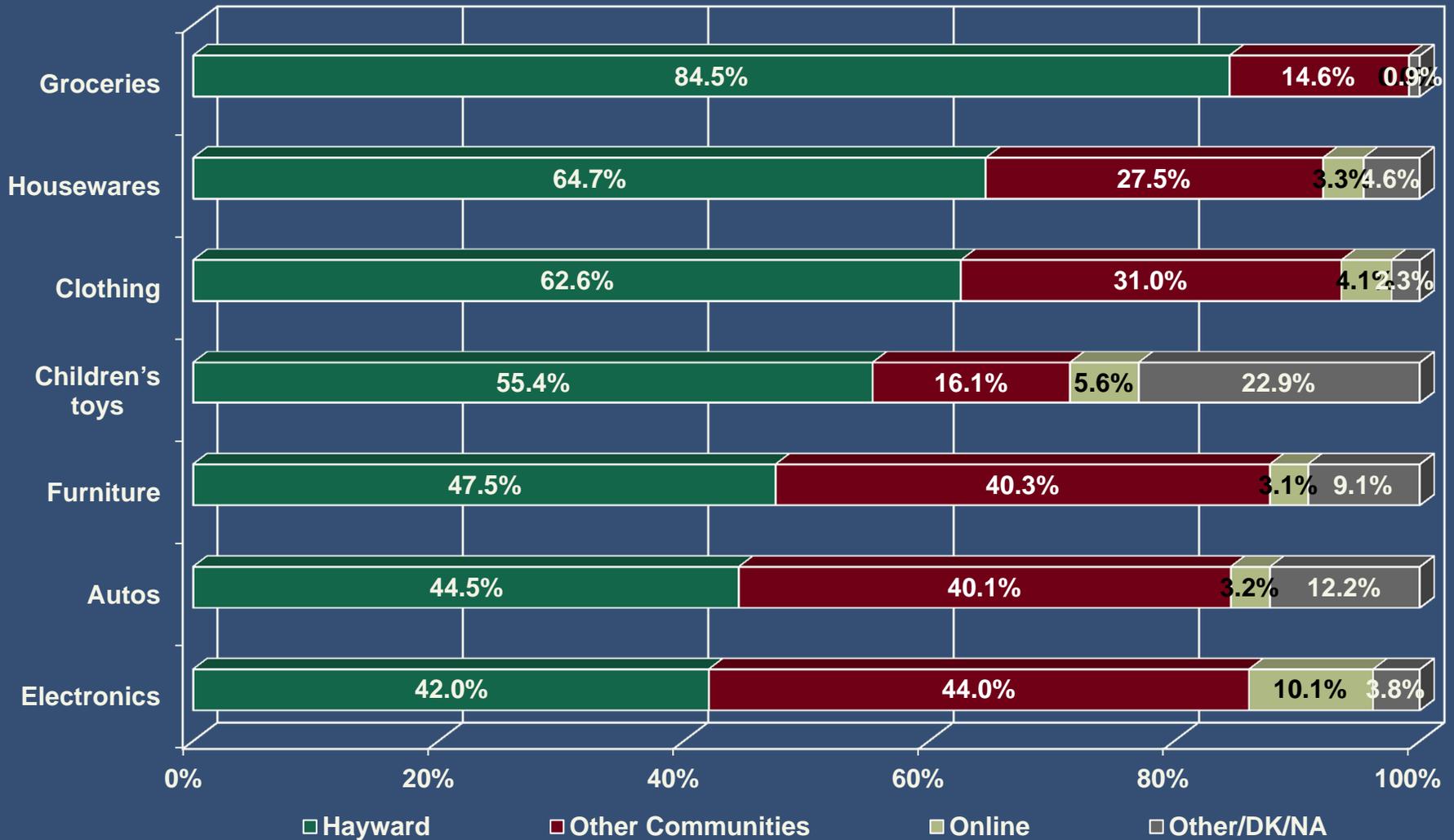
Contributing Factors to Positive Image (Continued)



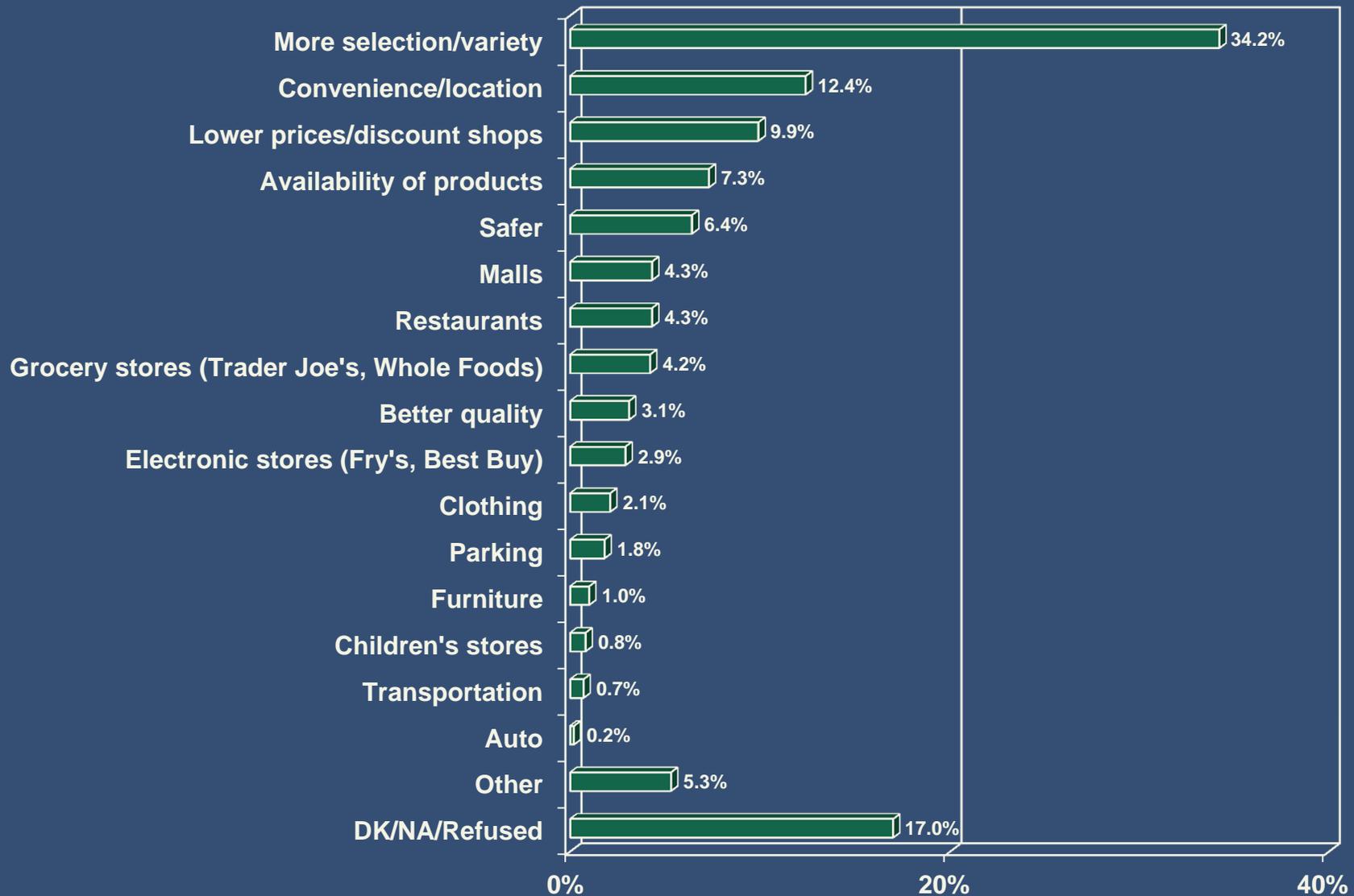
Contributing Factors to Negative Image



Where Residents Shop



Factors That Would Increase Shopping in Hayward

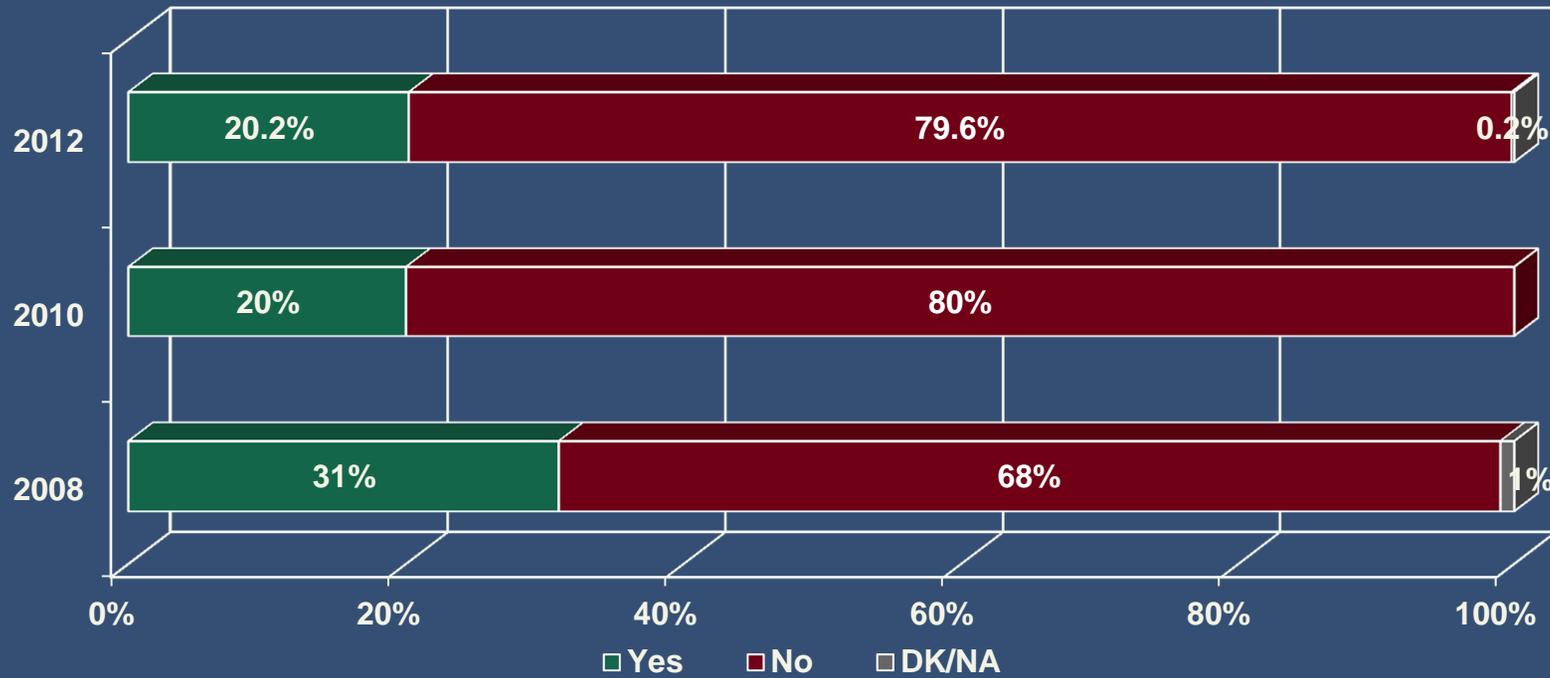




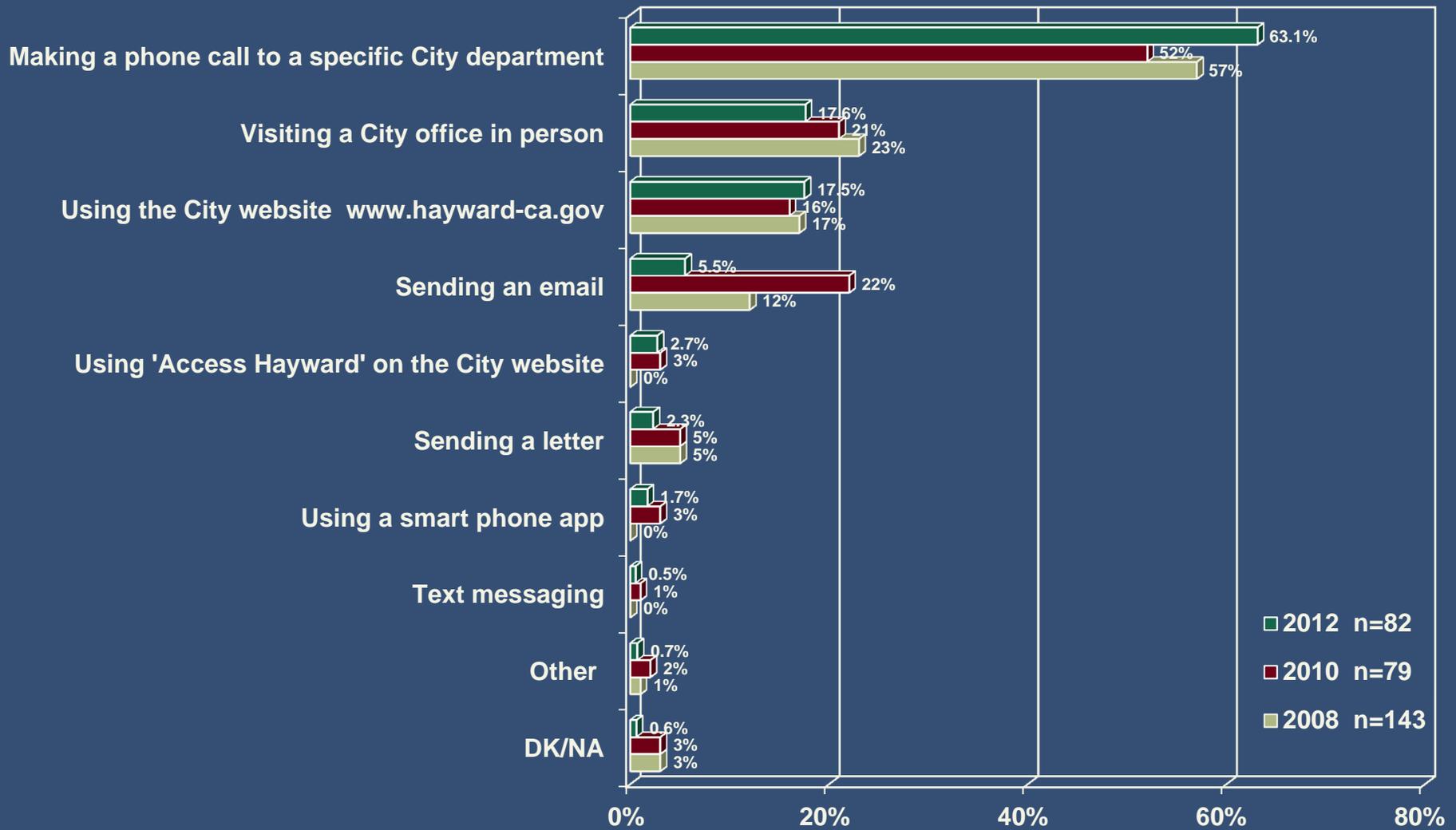
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Contacting the City and Customer Service

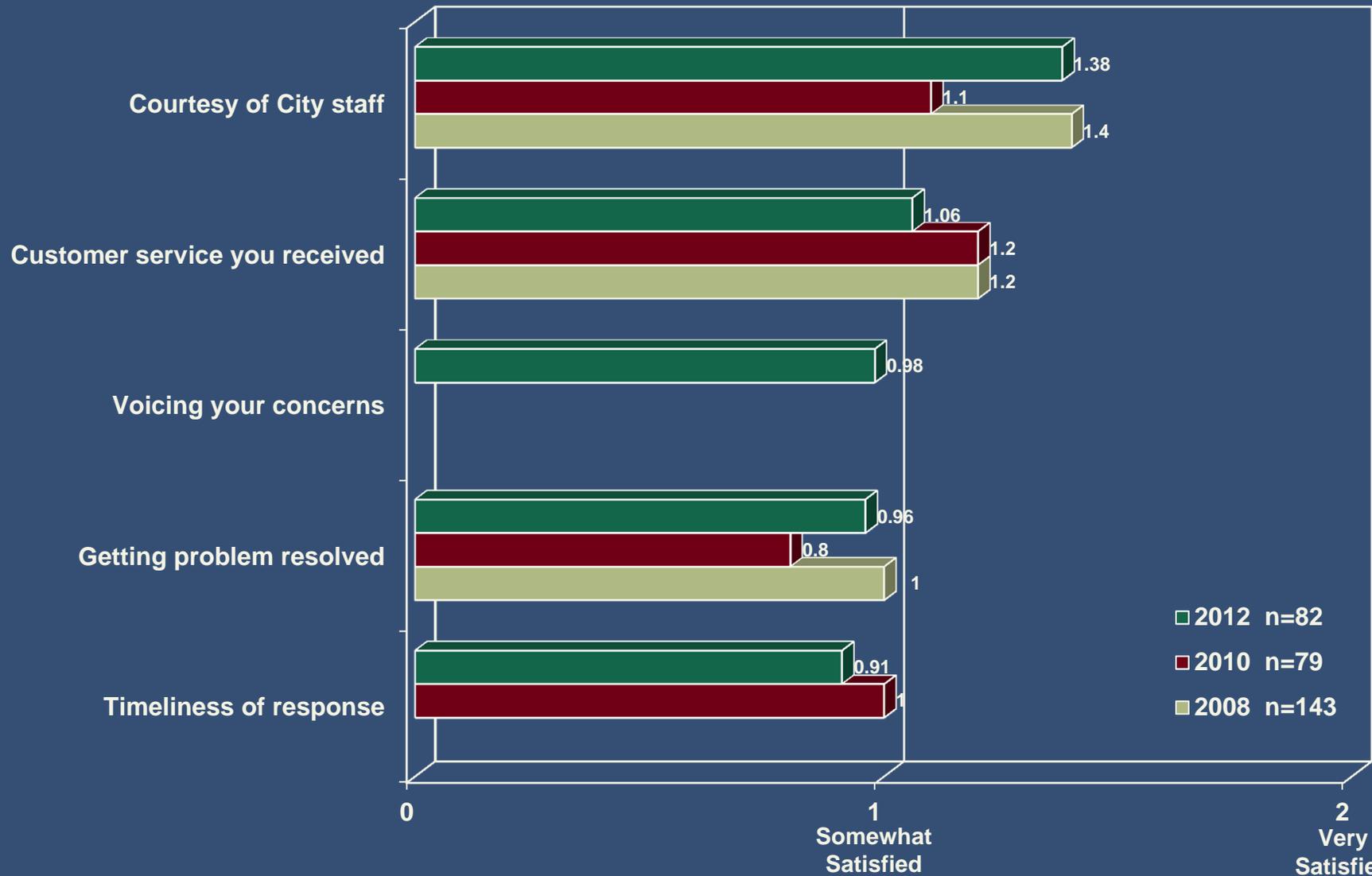
Contacting the City



Methods Used to Contact the City

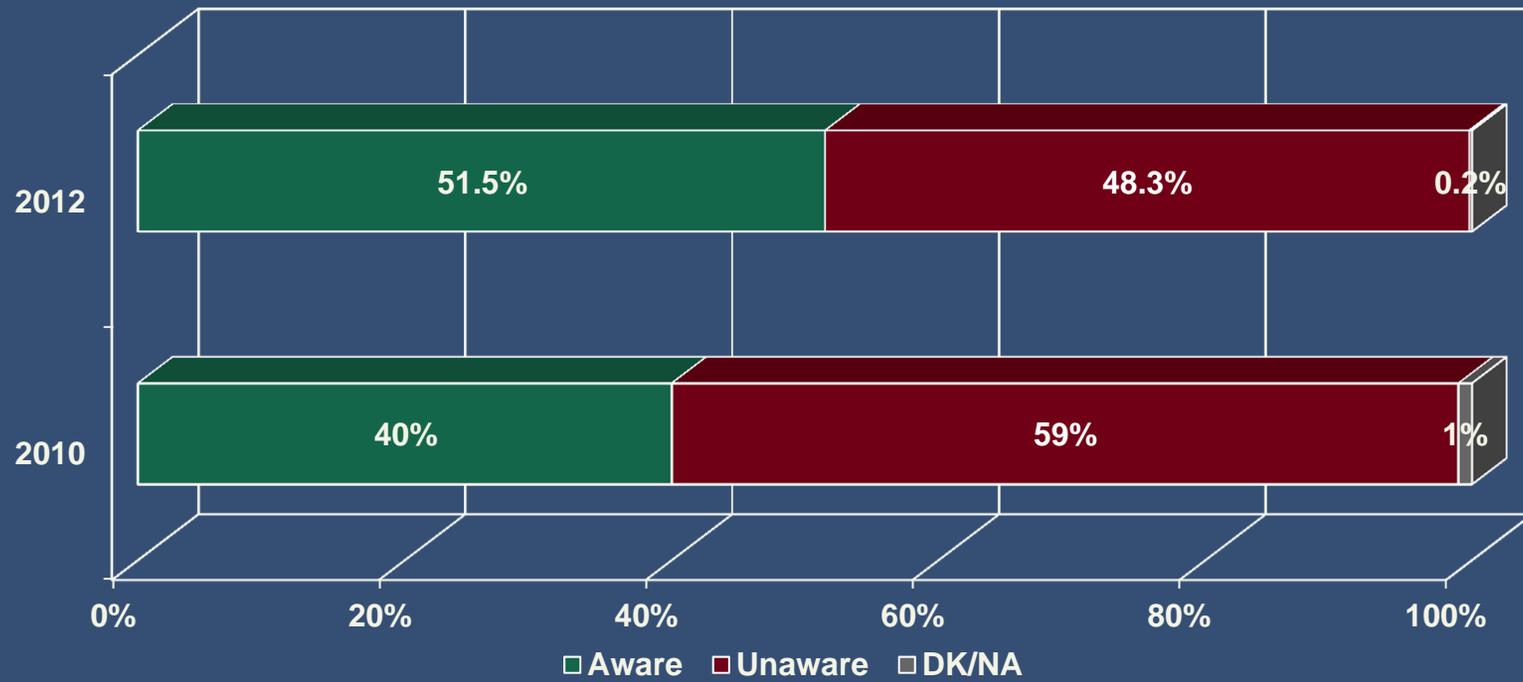


Customer Service Ratings



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.

Awareness of City Council Meetings

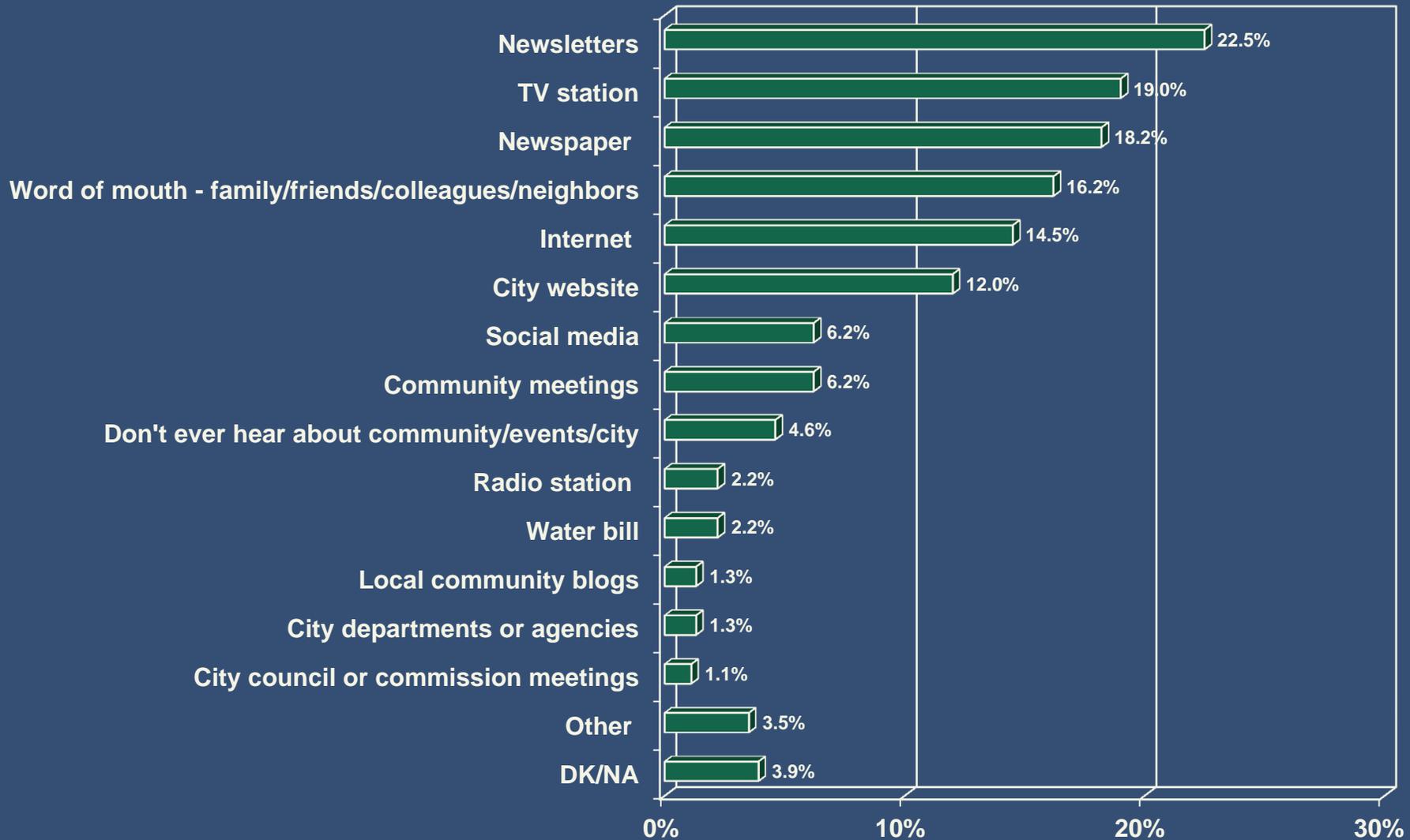




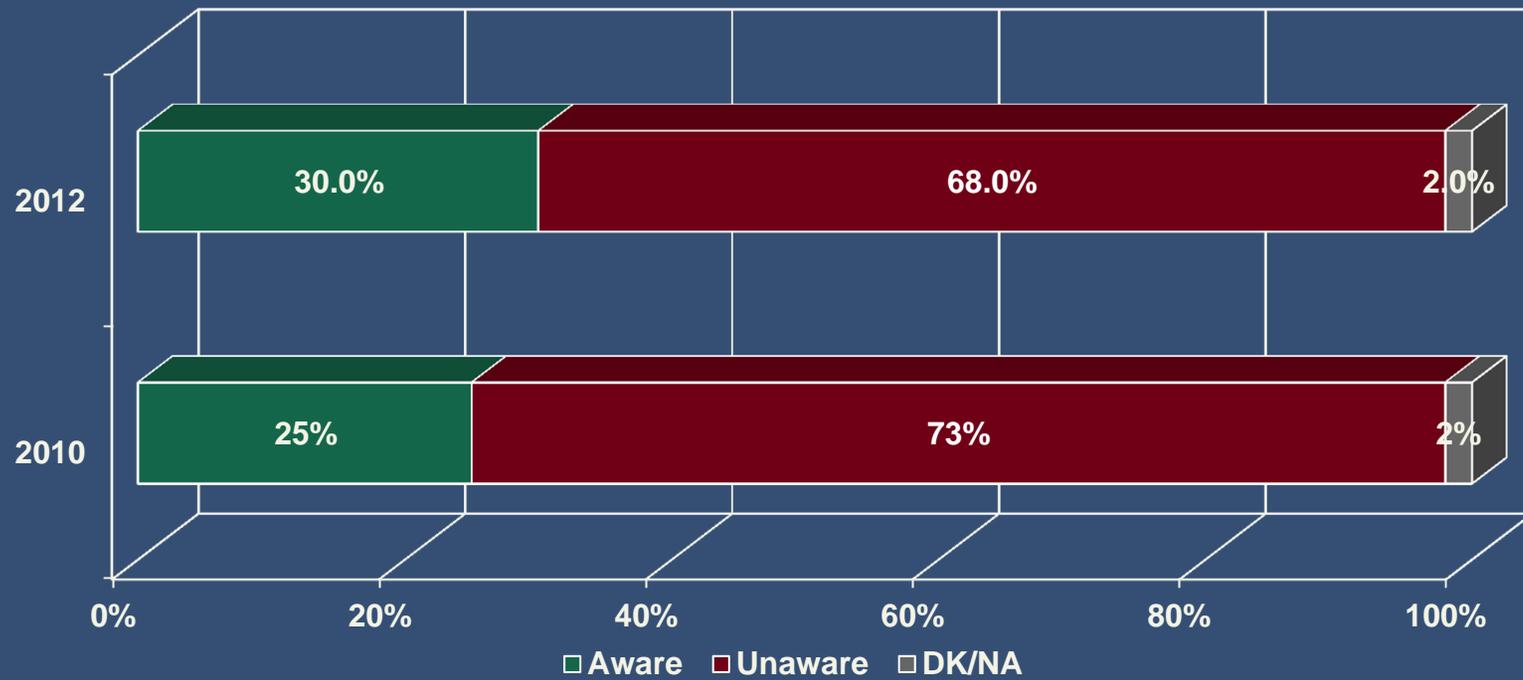
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Communication and Public Information

Information Sources for Local Community, Events and City Government



Awareness of “Access Hayward”

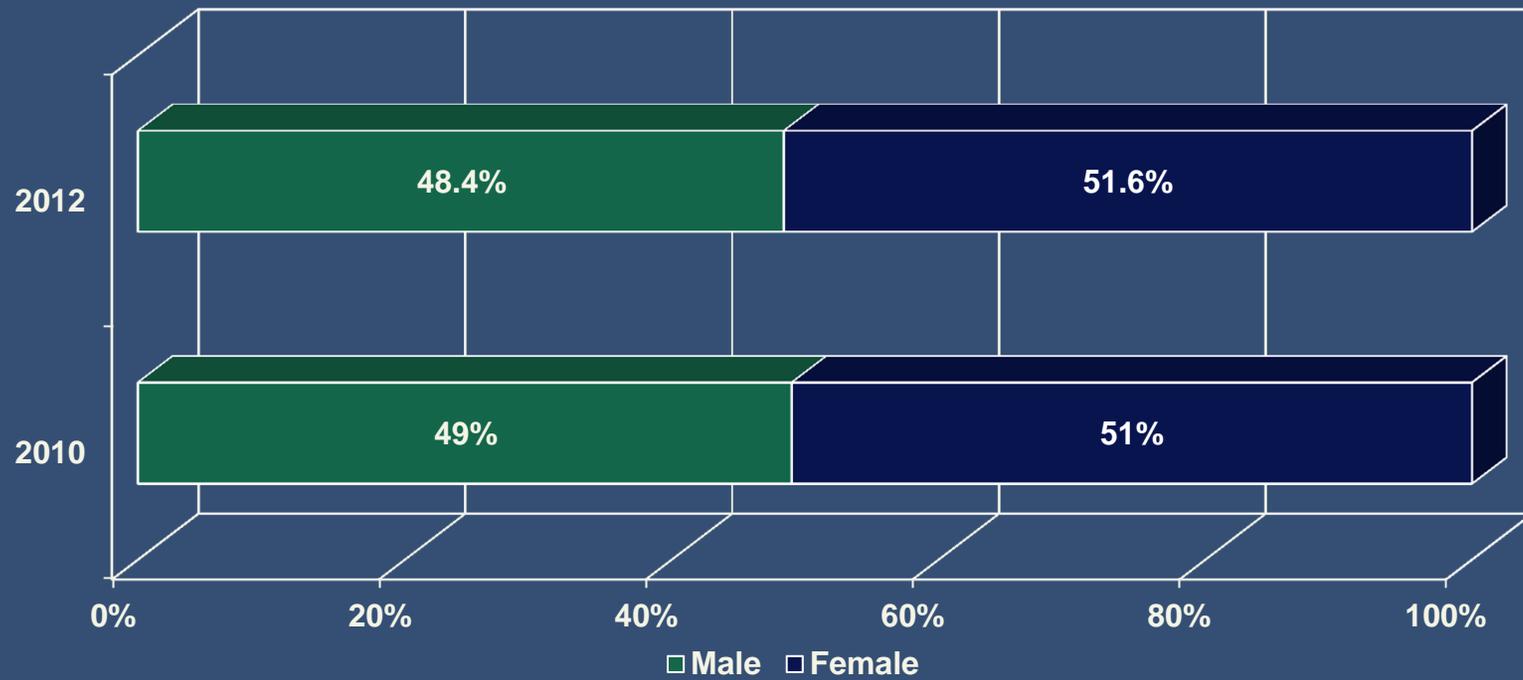




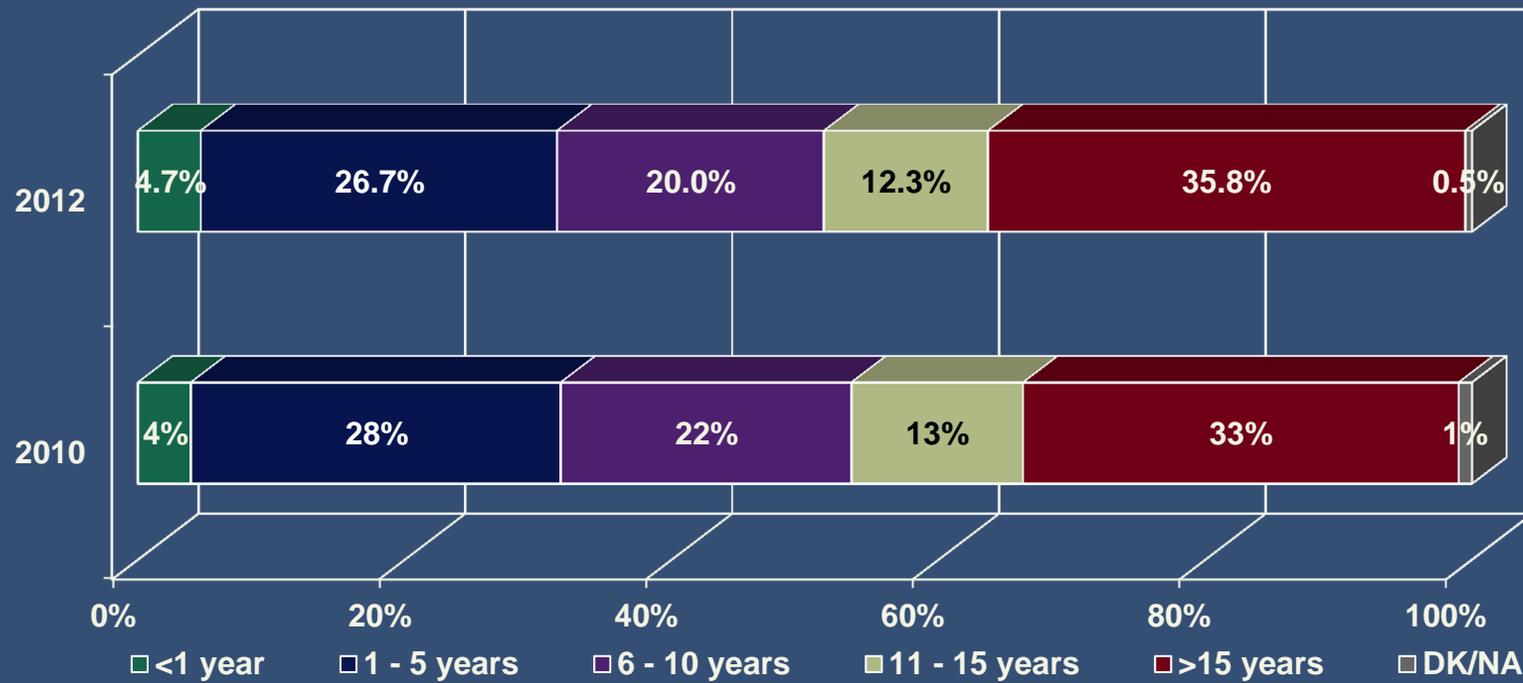
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Appendix A: Additional Respondent Information

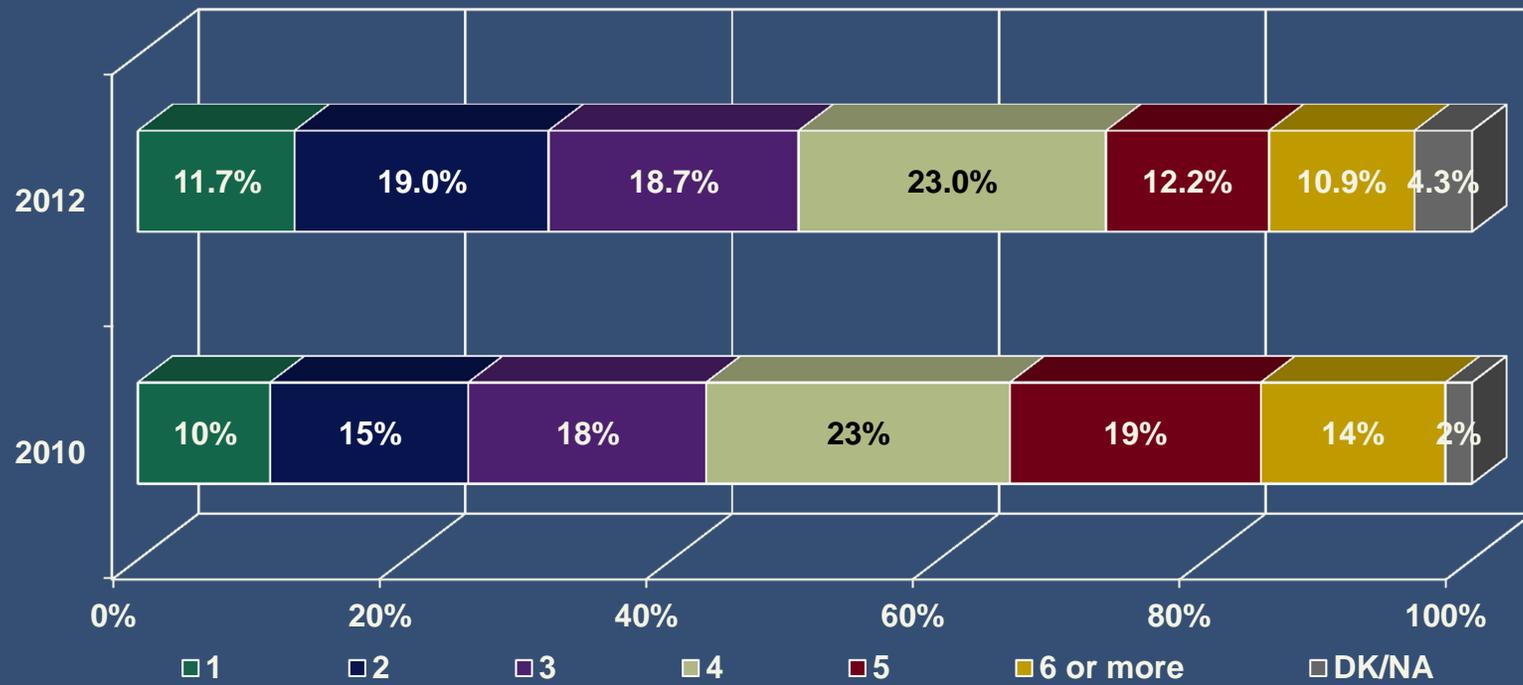
Gender



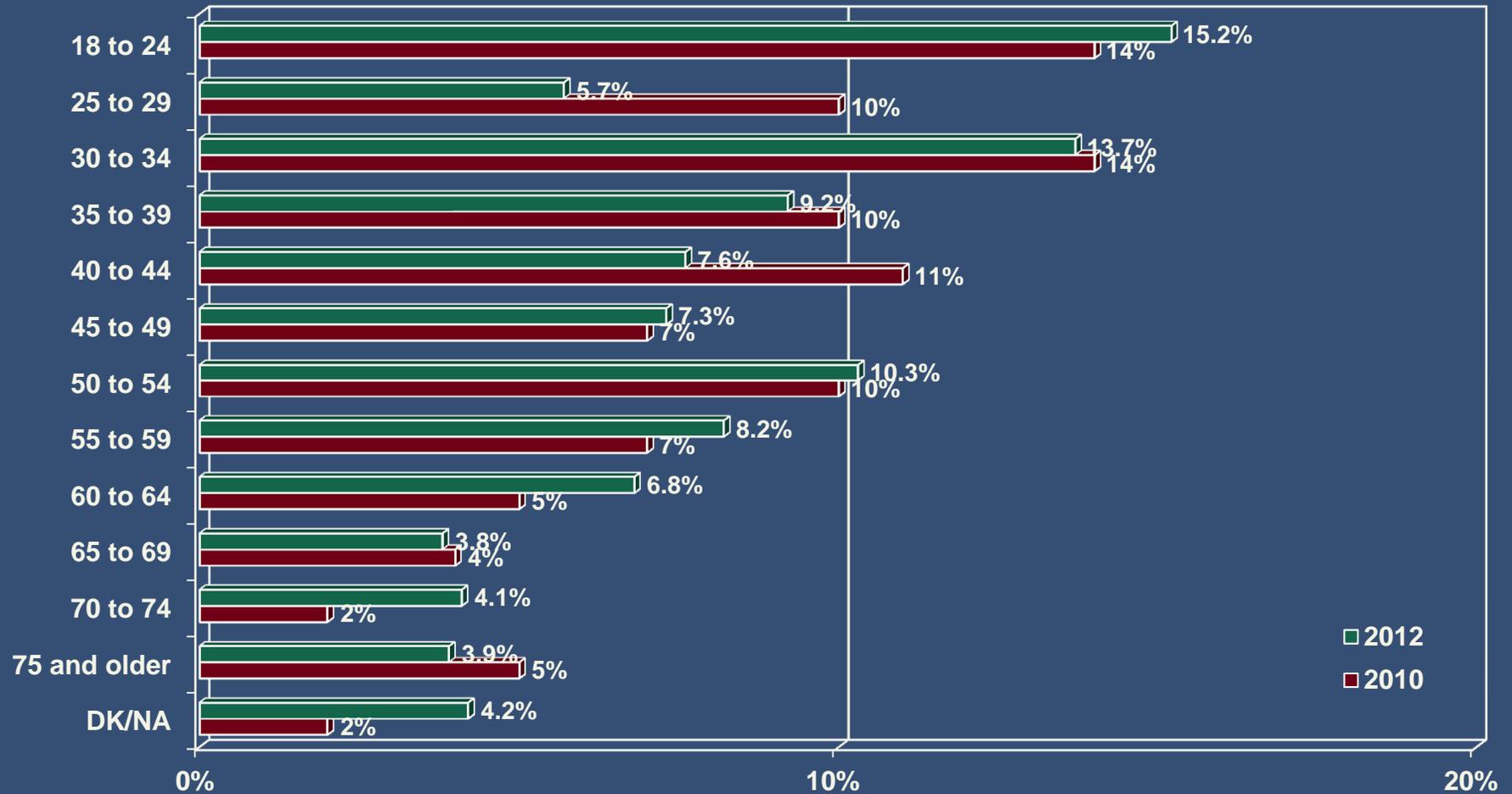
Length of Residency in Hayward



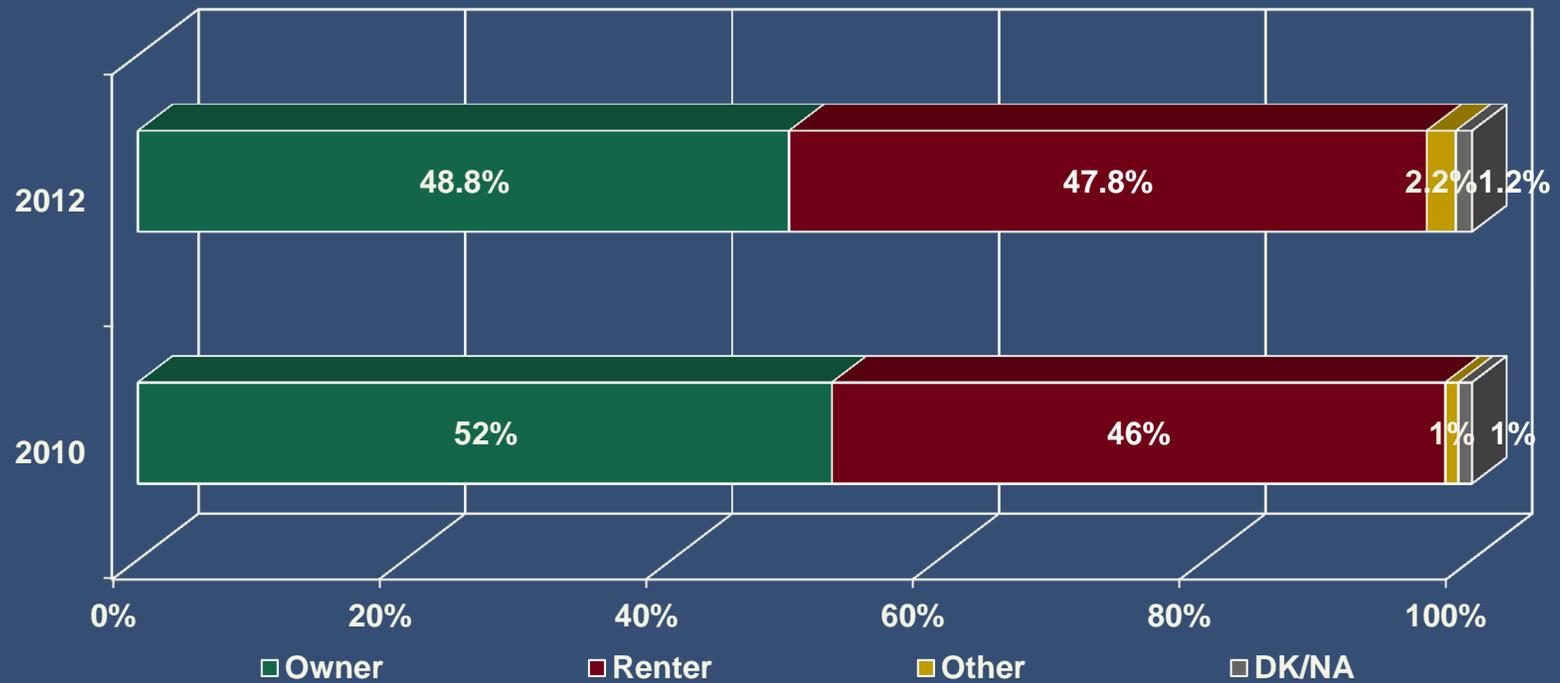
Number of Residents in Household



Age

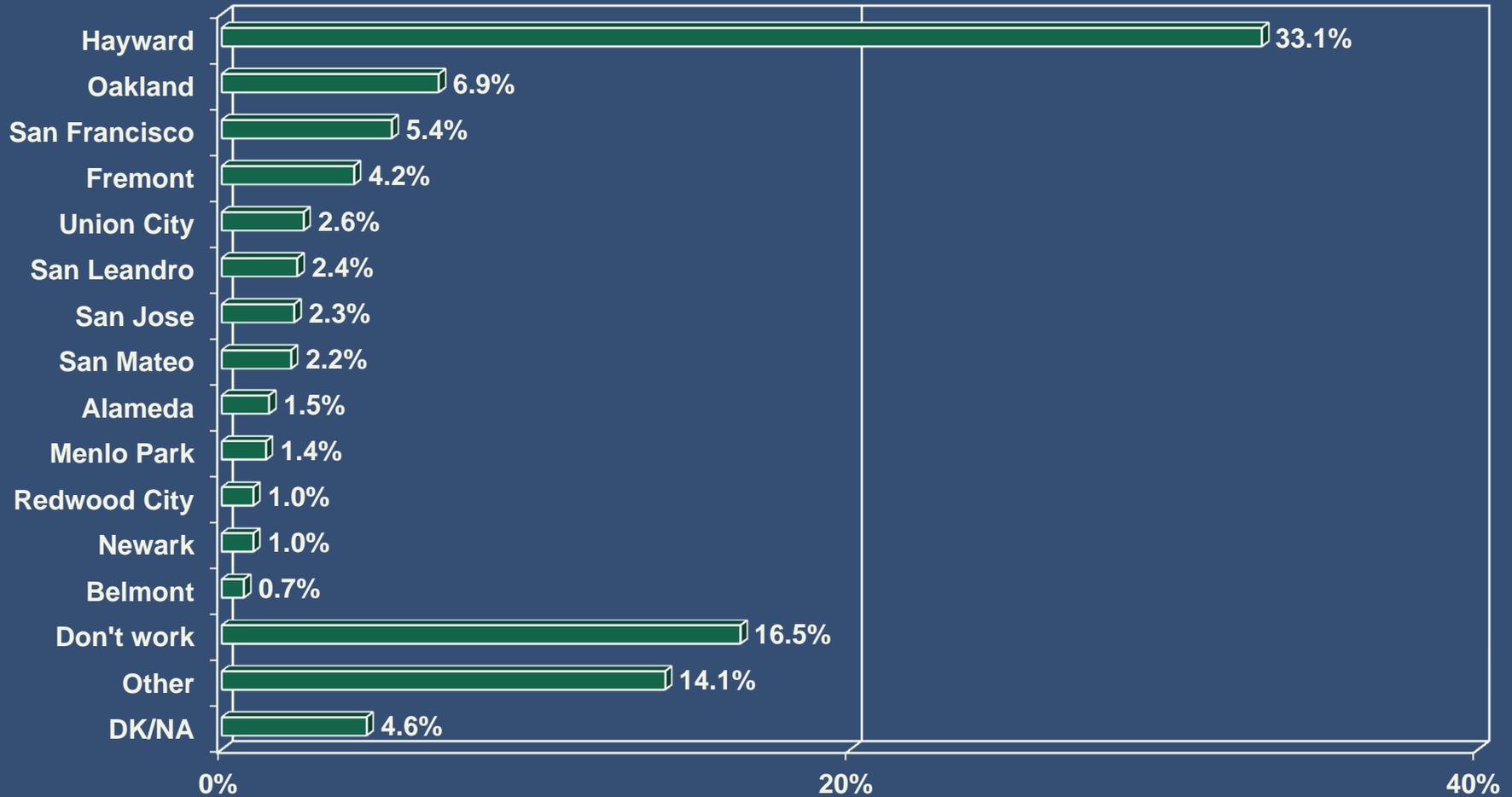


Home Ownership

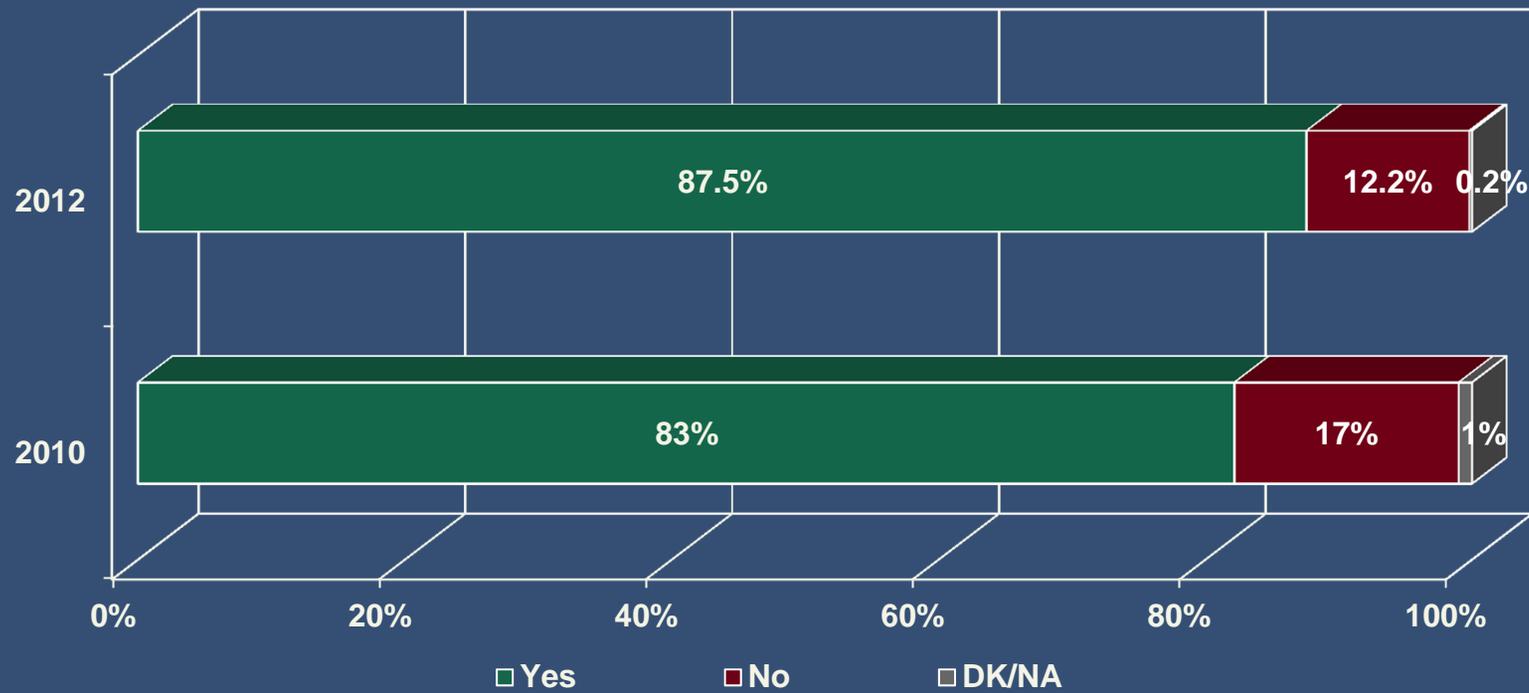


City Where You Work or Attend School (2012)

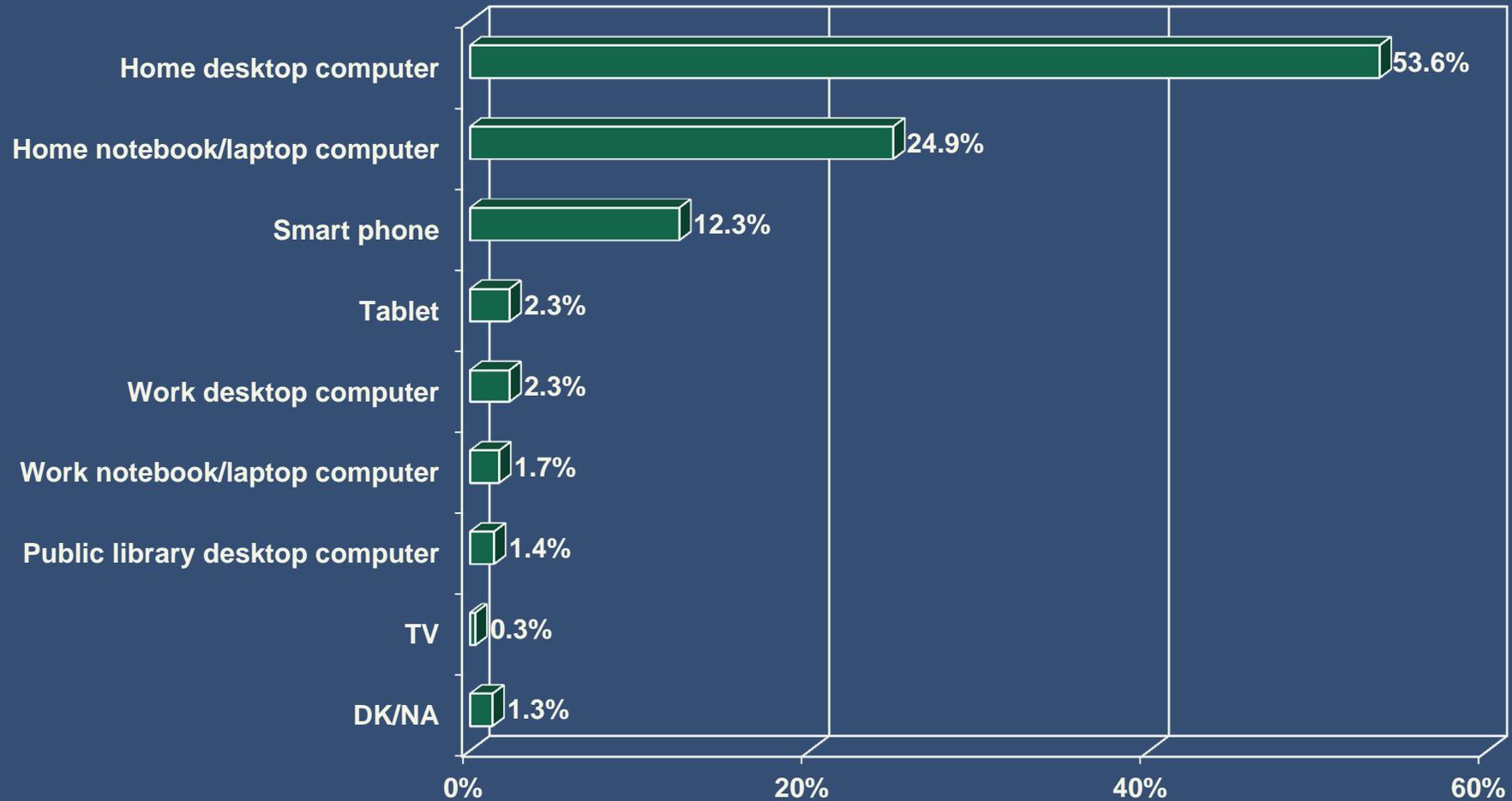
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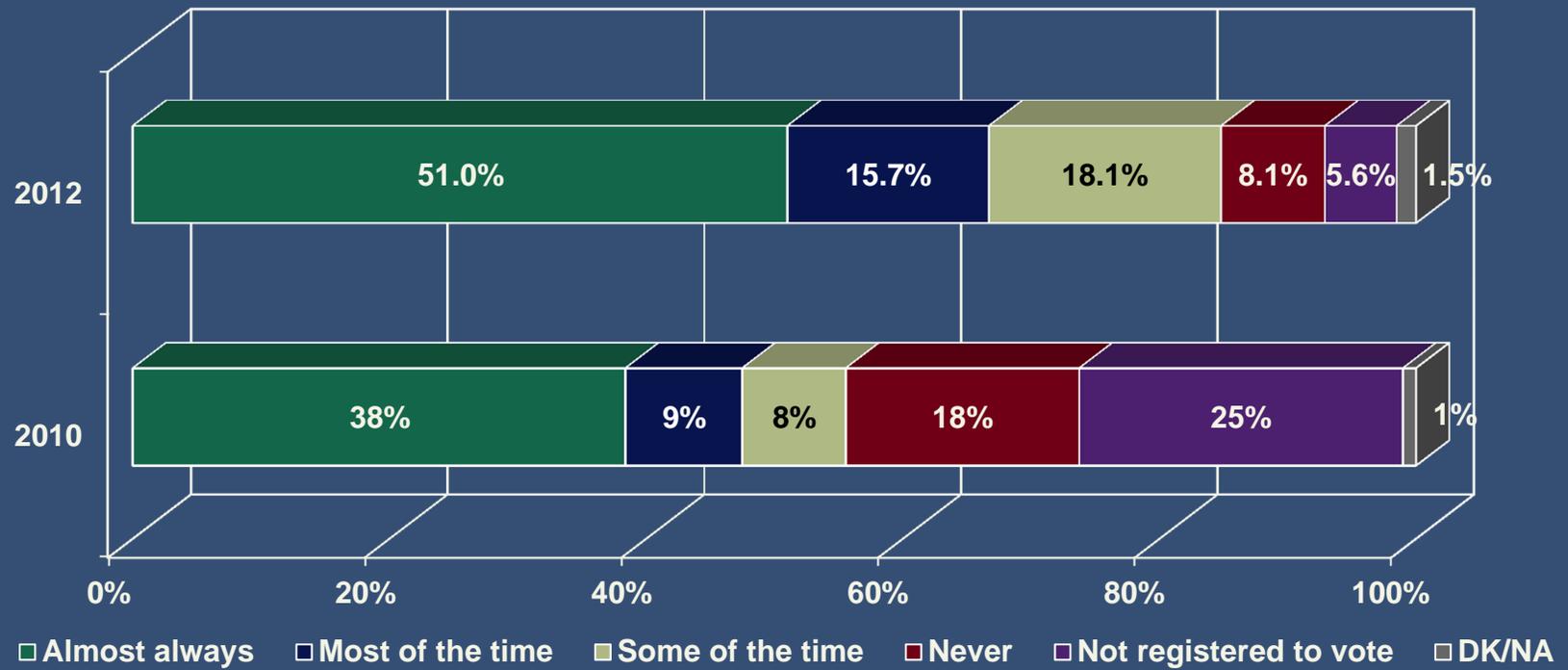
Internet Access



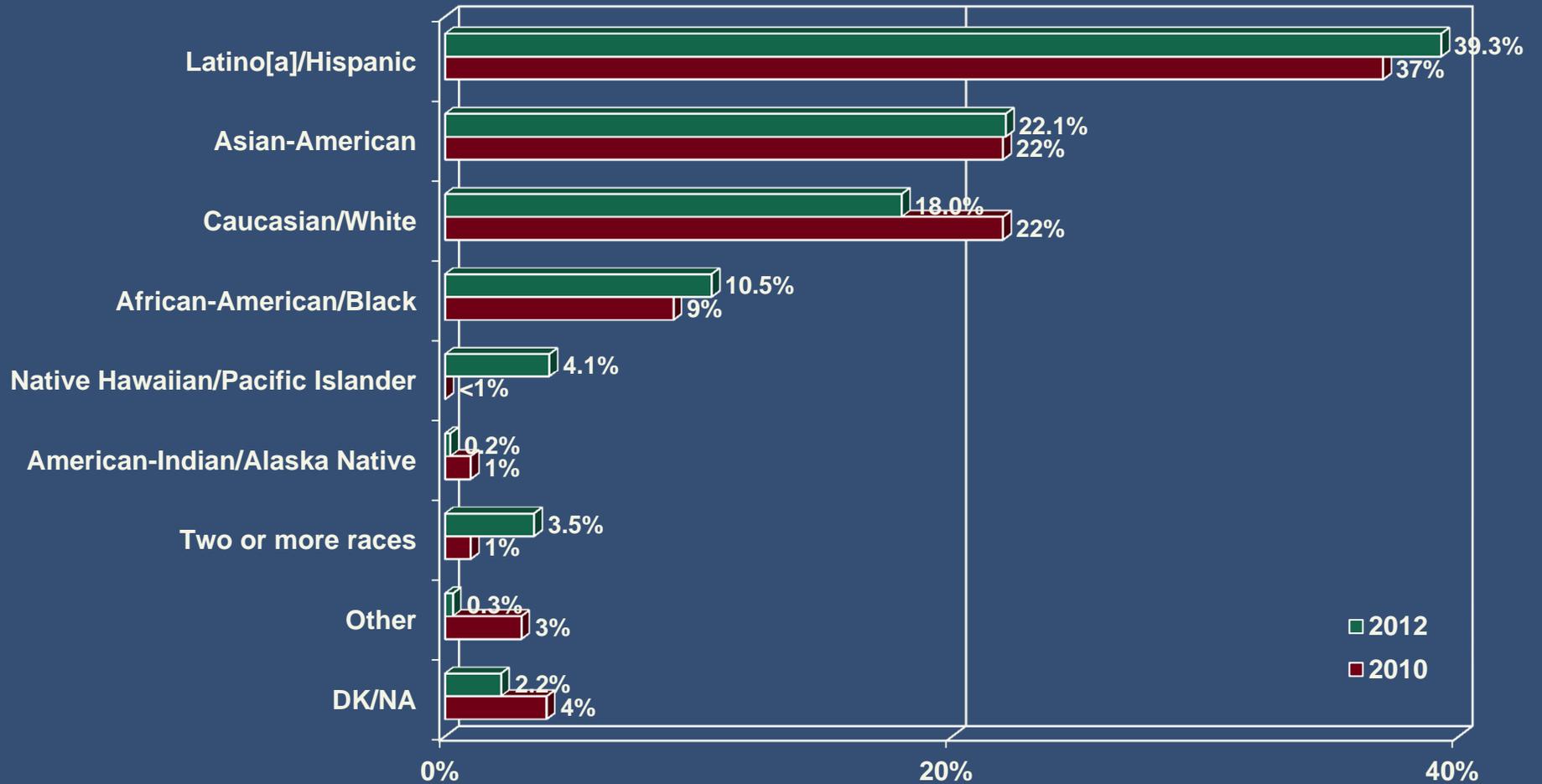
Type and Location of Computer or Device Used to Access Internet (2012)



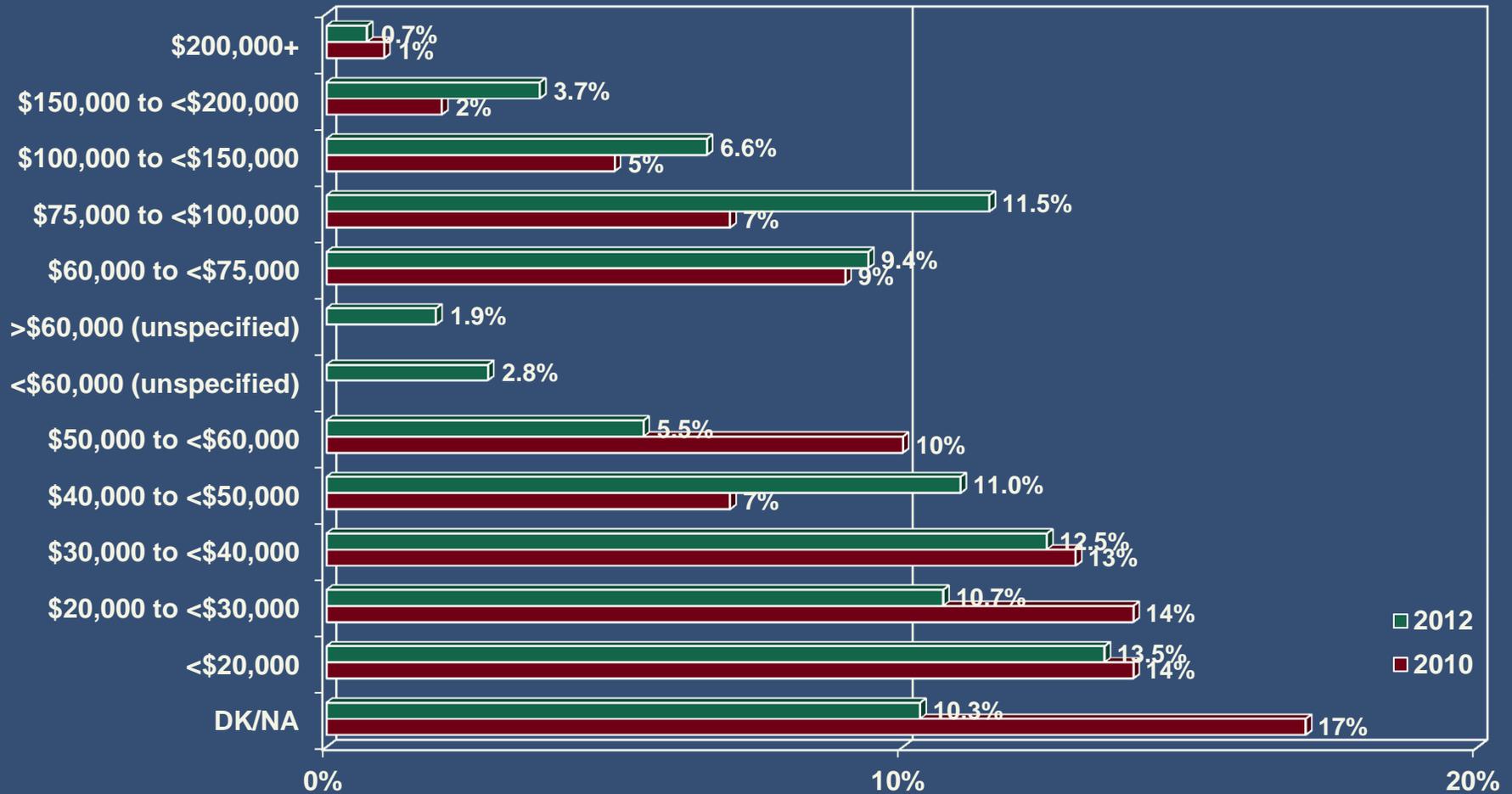
Frequency of Voting



Ethnicity



Household Income





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