



Hayward 2025 Community Survey

*Key Findings of a Survey of Hayward Residents
Conducted March 24-April 9, 2025*









OPINION
RESEARCH
& STRATEGY

Background

- Timing of Resident Satisfaction Survey
- Expanded to account for District Elections
- Updated to cover issues of current concern
- Cross tabulation as an analytical tool



Survey Methodology

Dates	March 29-April 9, 2025
Survey Type	Multi-modal Resident Survey
Research Population	Random, Representative Sample of Residents of Hayward Ages 18+
Total Interviews	1,320 Residents, Inclusive of at Least 200 Per New City Council District
Margin of Sampling Error	(Full Sample) $\pm 2.8\%$ at the 95% Confidence Level (Half Sample) $\pm 4.0\%$ at the 95% Confidence Level (CCD Subsample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Surveys Dating Back to 2008
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

What We Measured

- Quality of life in Hayward
- Satisfaction with City government
- Importance of and satisfaction with specific municipal services
- Views on community safety in Hayward
- Communications preferences
- Awareness of new Council Districts

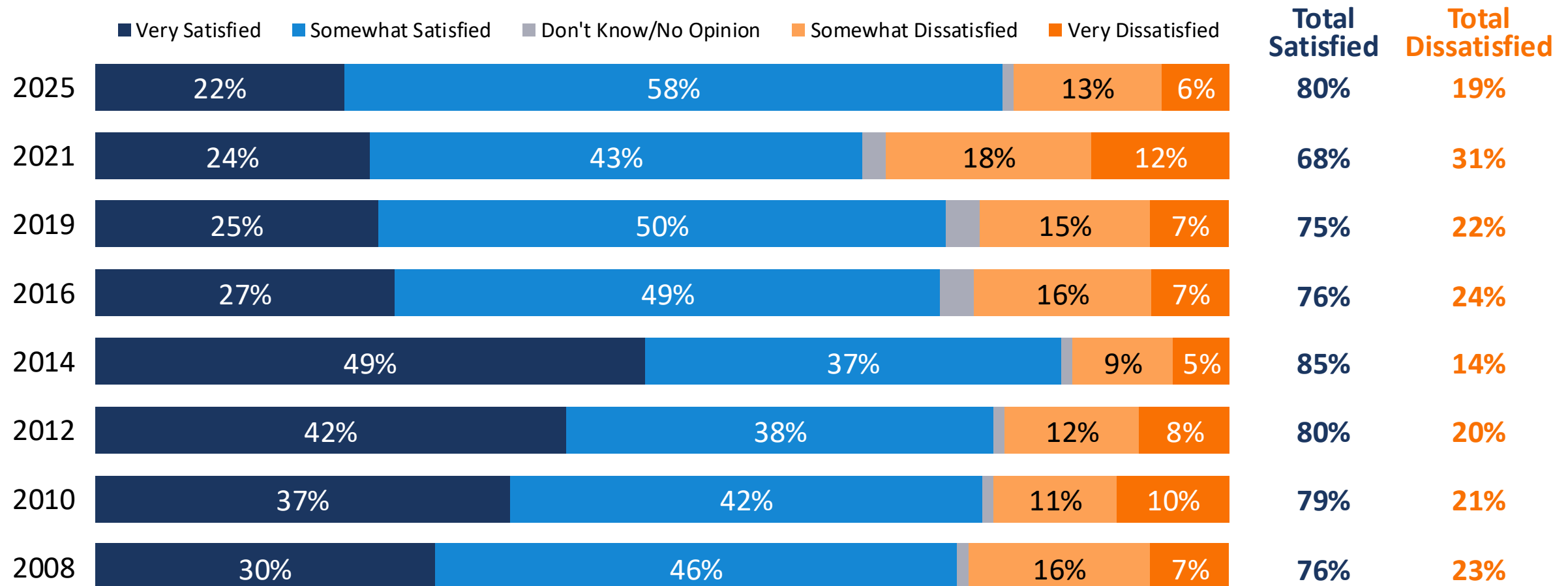




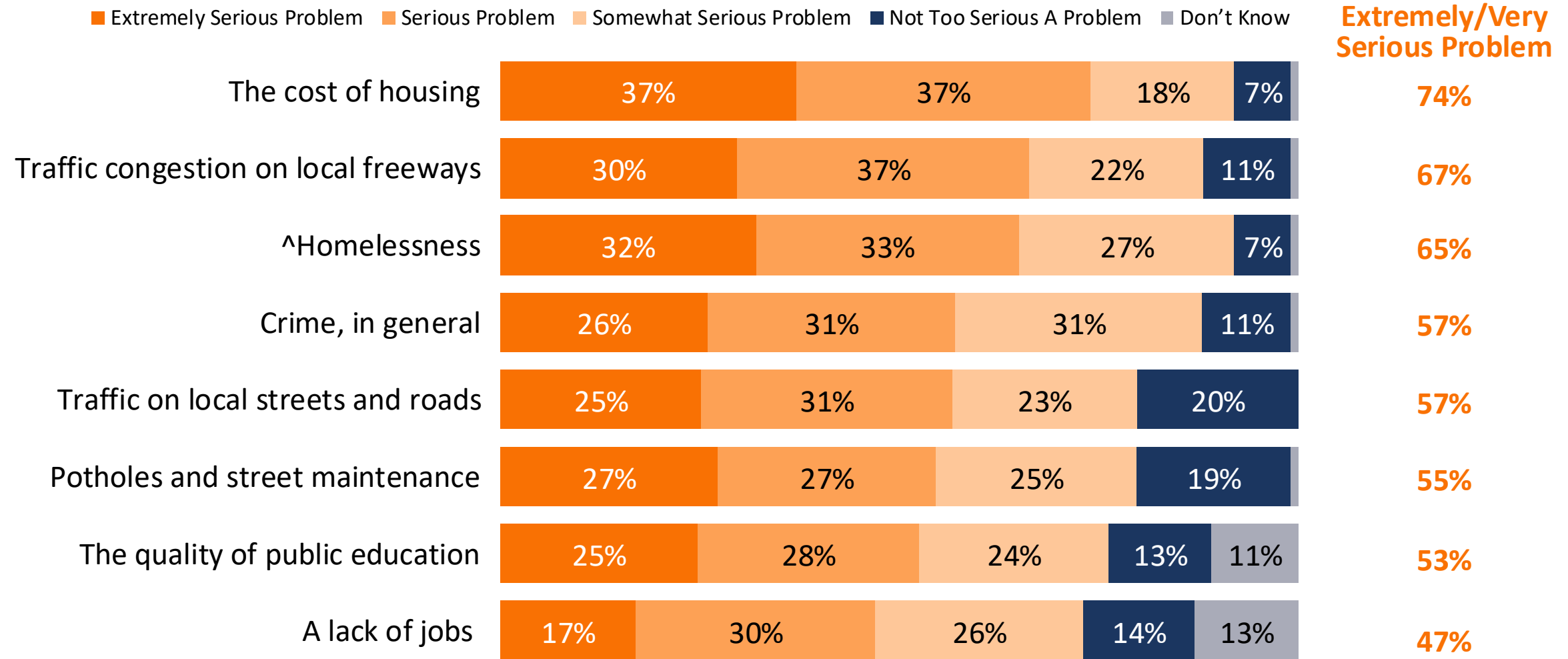
Quality of Life in Hayward

Overall levels of satisfaction are at their highest point in more than a decade, though more are “somewhat” than “very” satisfied.

I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the overall quality of life in Hayward?



Three-quarters rate housing costs as an extremely or very serious problem; two-thirds say the same of traffic and homelessness.



Concern about housing costs has increased considerably; concerns with crime and growth remain higher vs. pre-pandemic.

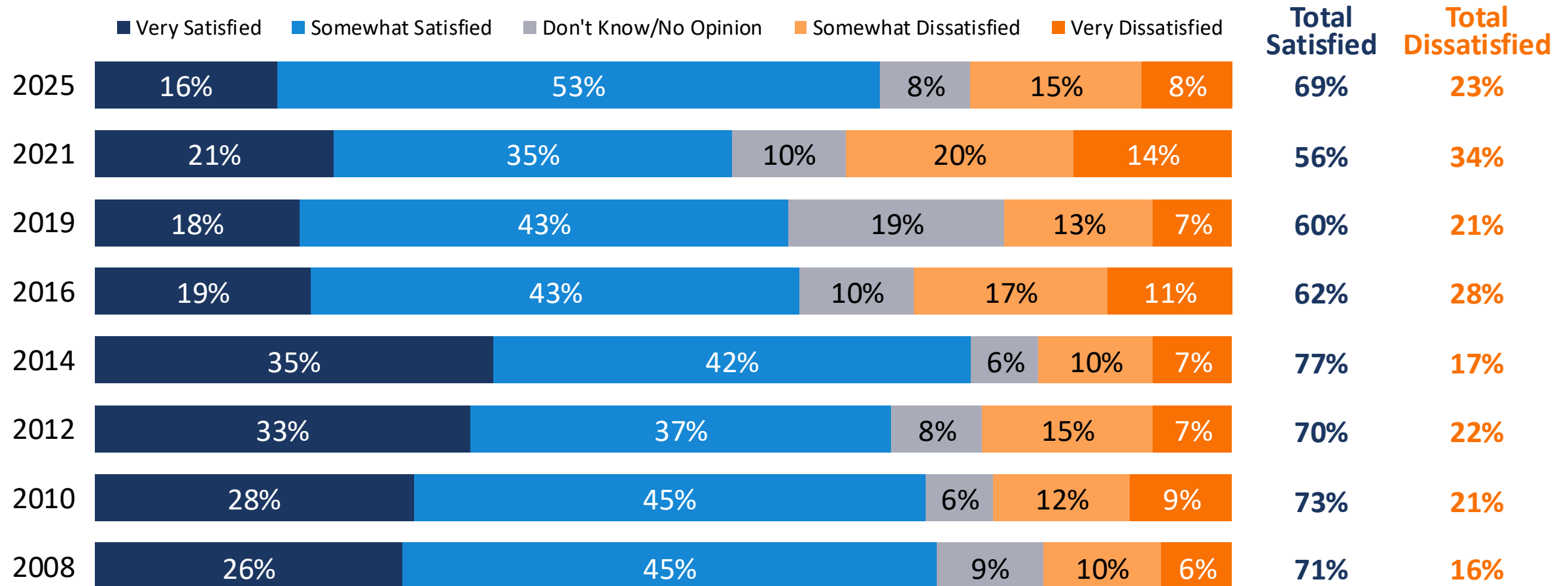
Issue	Extremely/Very Serious Problem			
	2019	2021	2025	Difference (2021-2025)
The cost of housing	60%	65%	74%	+9%
Potholes and street maintenance	50%	52%	55%	+3%
A lack of entertainment and cultural options	26%	32%	32%	0%
[†] A lack of parks and recreation opportunities	24%	31%	31%	0%
Crime, in general	49%	58%	57%	-1%
Too much growth and development	20%	33%	32%	-1%
Too many vacant properties and storefronts	35%	40%	38%	-2%
Traffic congestion on local freeways	76%	70%	67%	-3%
Traffic on local streets and roads	57%	60%	57%	-3%
The quality of public education	53%	56%	53%	-3%
[^] Homelessness	60%	70%	65%	-5%
Litter and graffiti	33%	48%	43%	-5%



Satisfaction with City Government

Satisfaction with the City's provision of services has increased to levels comparable to 2012, though most are "somewhat satisfied."

Overall, are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the job the City of Hayward is doing to provide resident services?

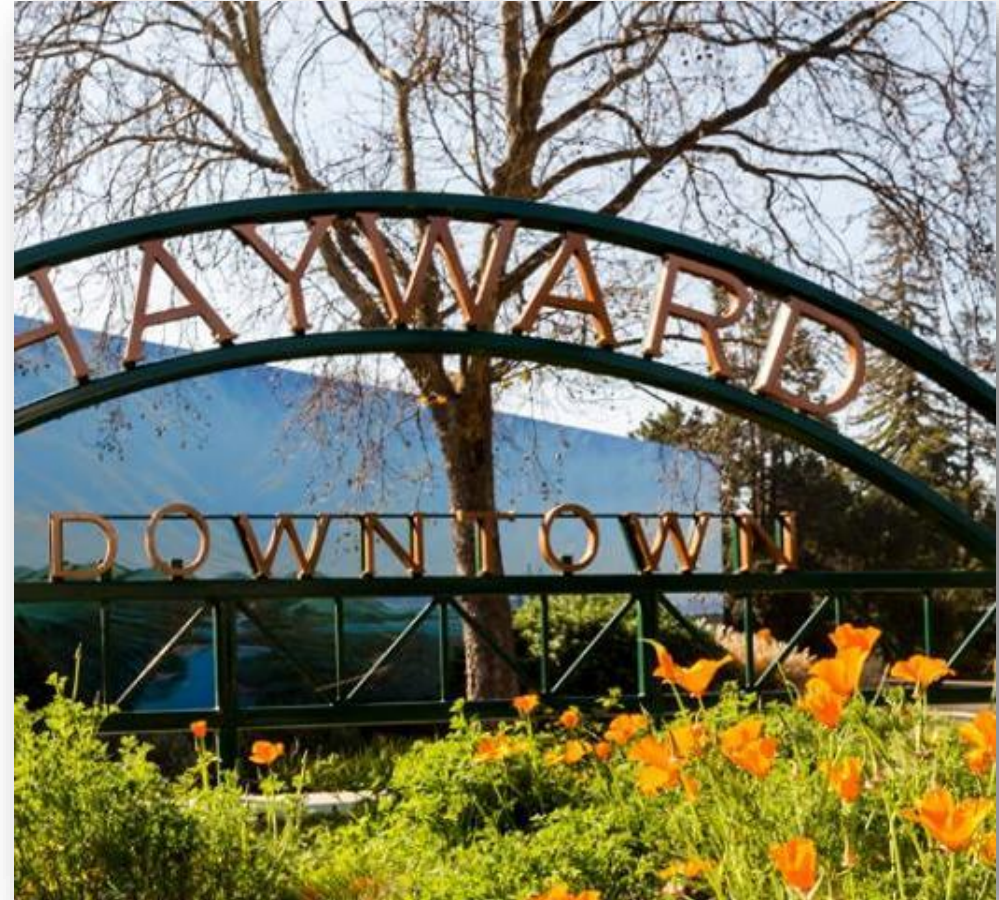




Valuing and Rating City Services

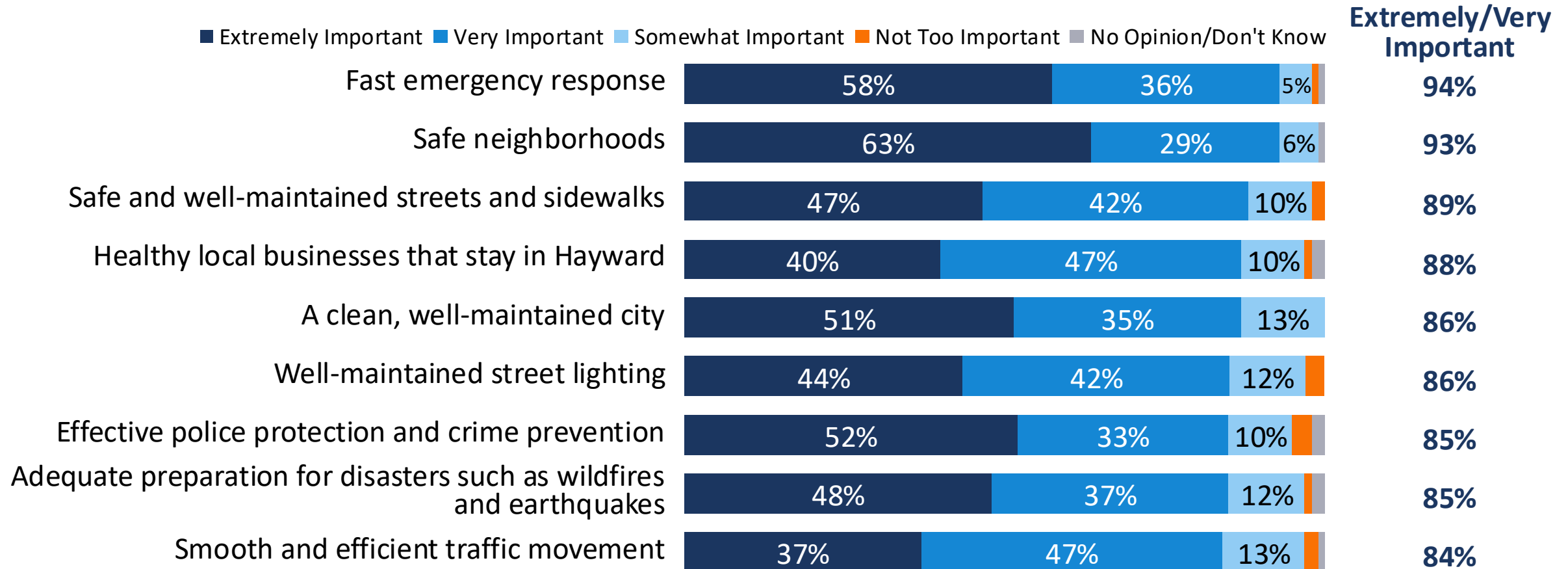
Assessing City Services

- Respondents were asked to rate the importance of several aspects of local life as extremely, very, somewhat or not too important to making Hayward a good place to live.
- Then they were asked whether they were satisfied or dissatisfied with a list of services and programs designed to support those qualities.
- The interaction of importance and satisfaction levels shows areas of strength and areas for improvement.

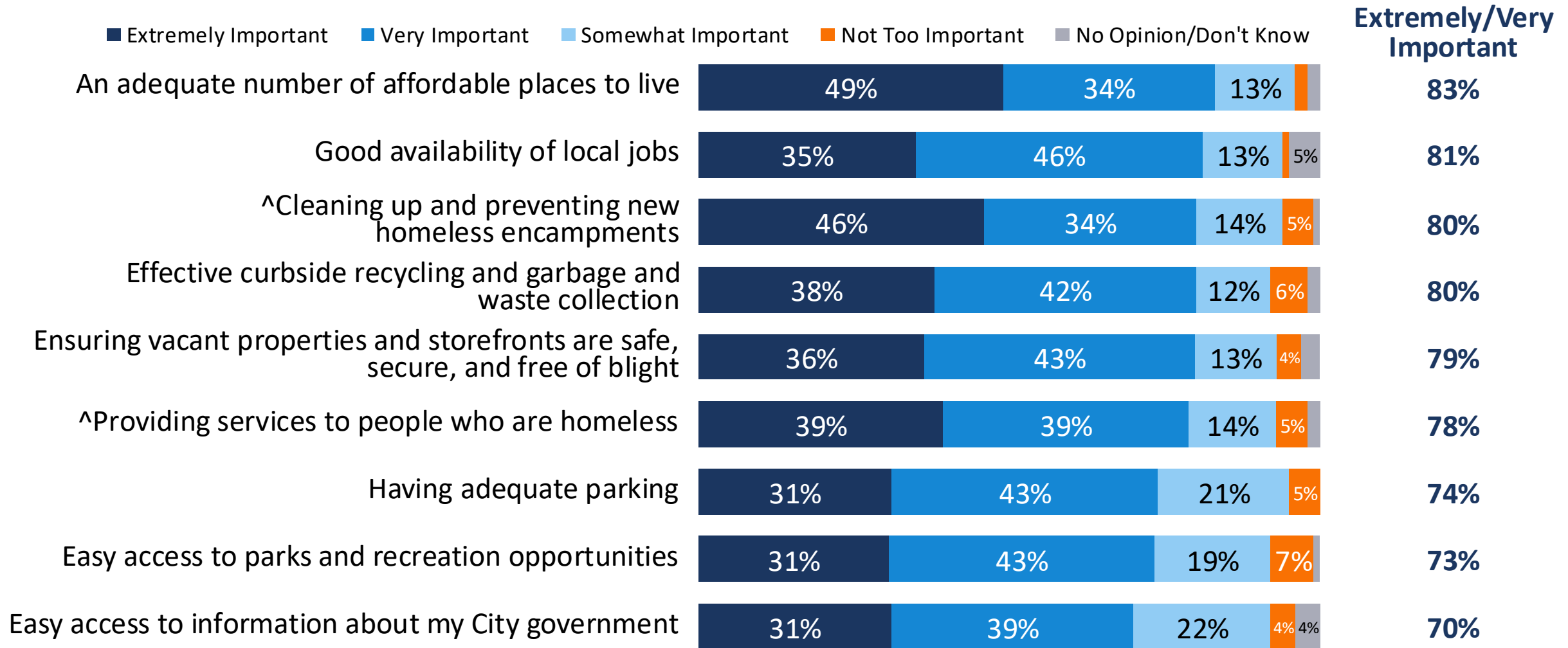


Residents near-universally value fast emergency responses, safe neighborhoods and safe streets and sidewalks.

Importance of Aspects of Life in Hayward

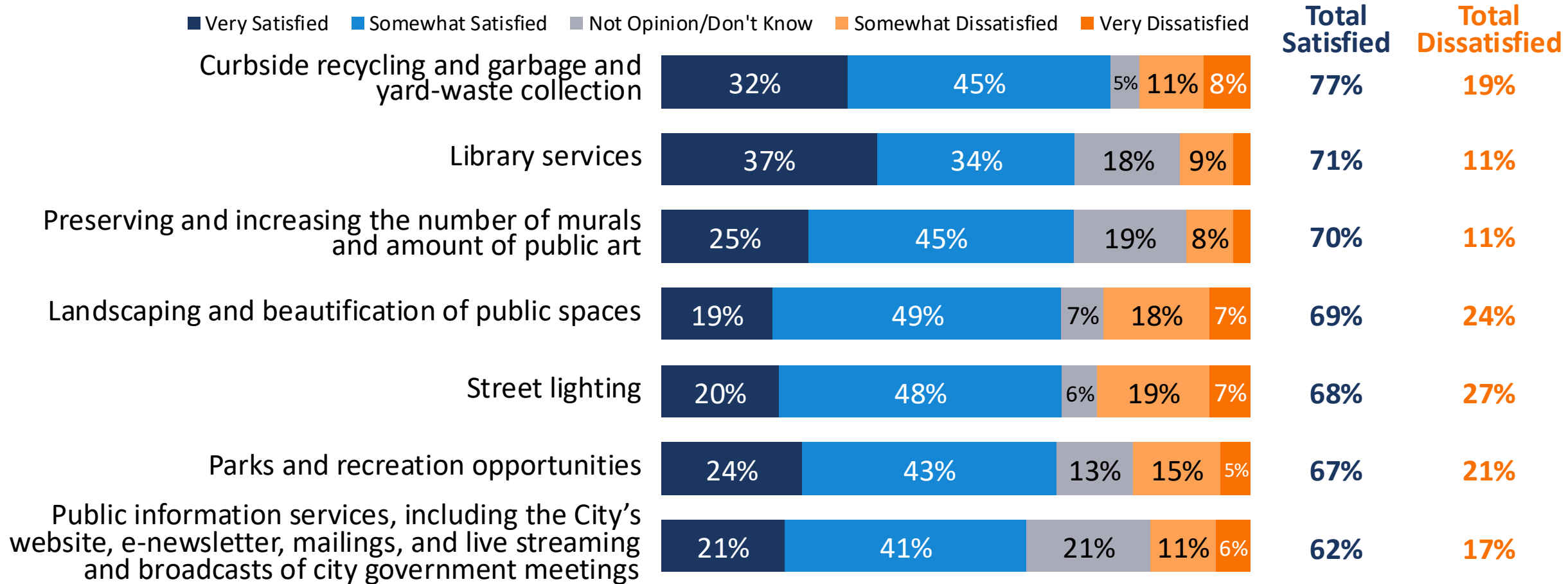


Very broad shares also value availability of jobs and affordable places to live as important to their quality of life.

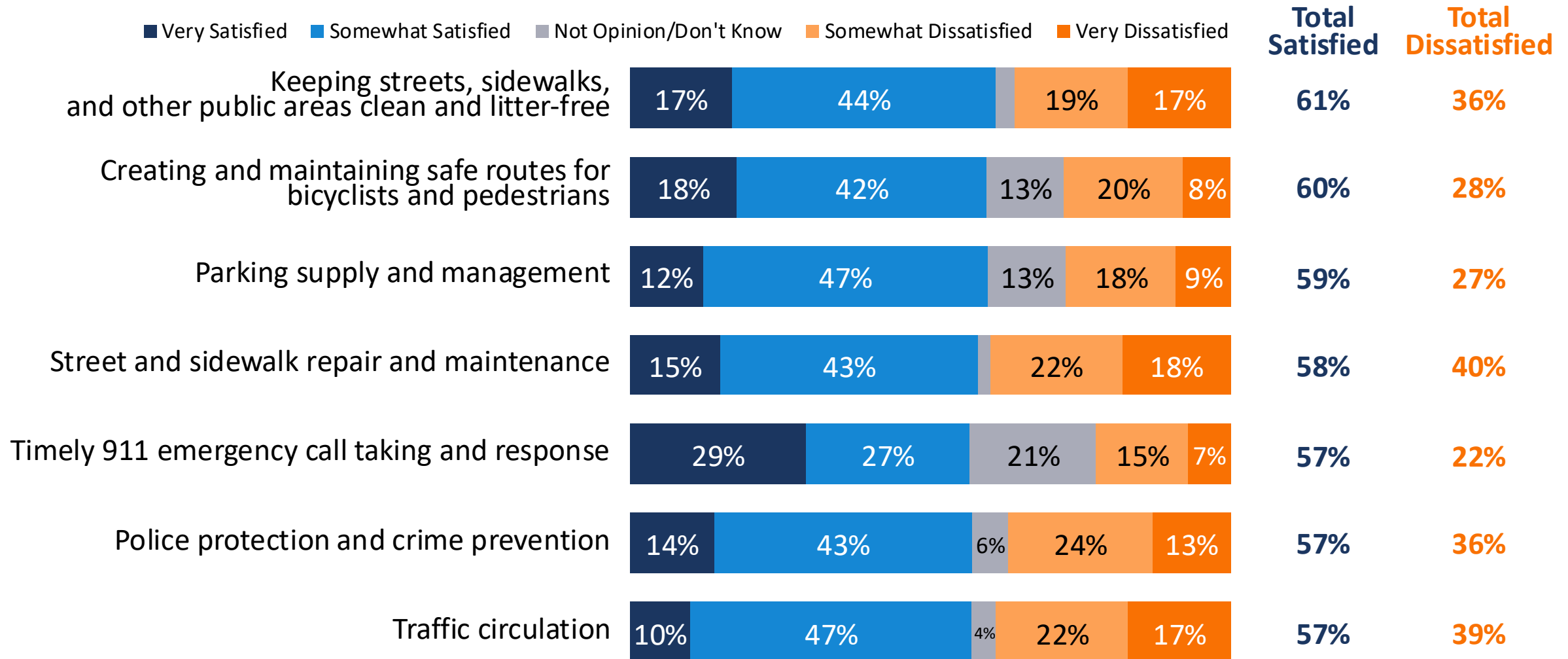


Three in five or more are satisfied with waste collection, library services, public art, landscaping, lighting and parks.

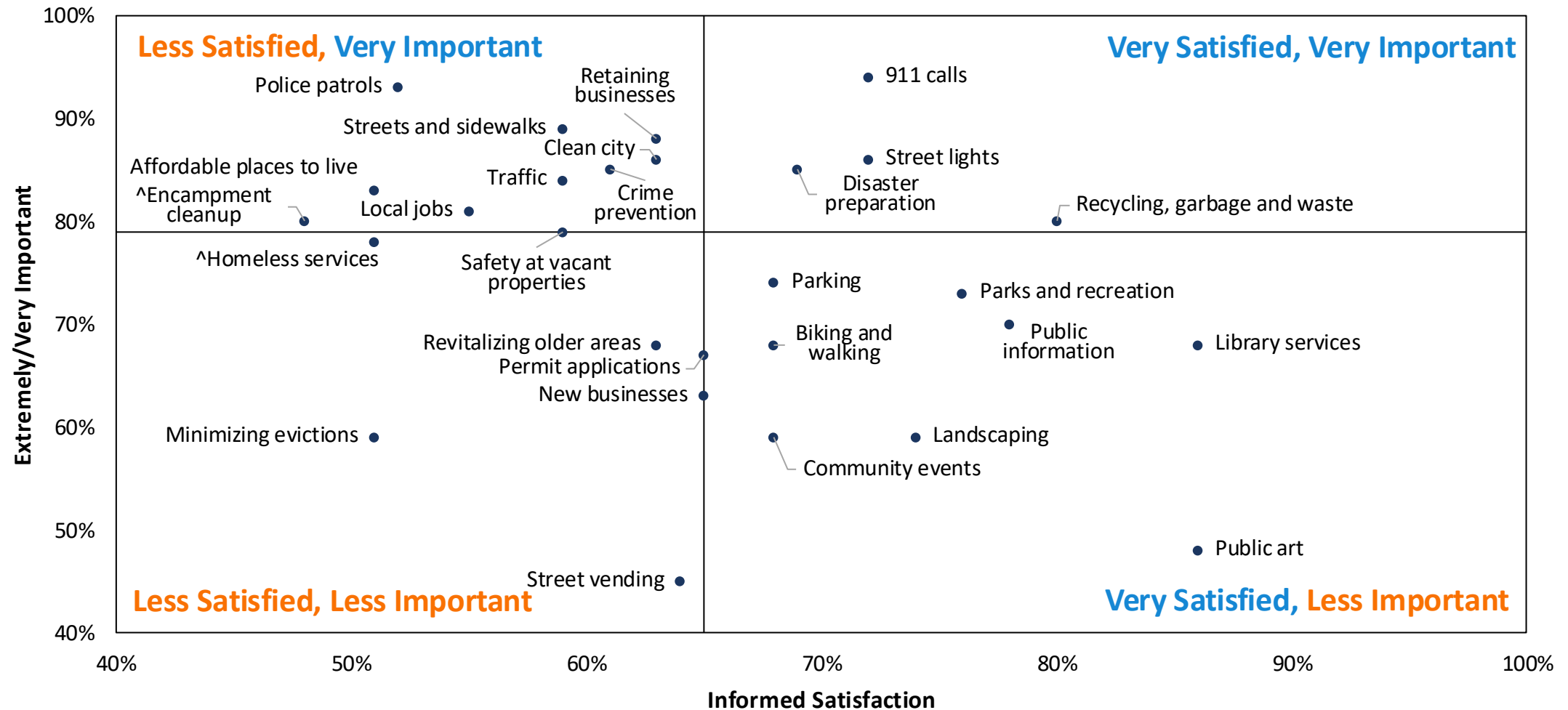
Satisfaction with City Services



For services in the second tier of satisfaction levels, opinion was most divided on street and sidewalk repair, though majorities are satisfied.



Neighborhood police patrols, housing affordability, encampment cleanup and traffic are areas of high importance with relatively low service satisfaction.



Q4. Here is a list of aspects of life in the City of Hayward. In your opinion, how important is each one to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

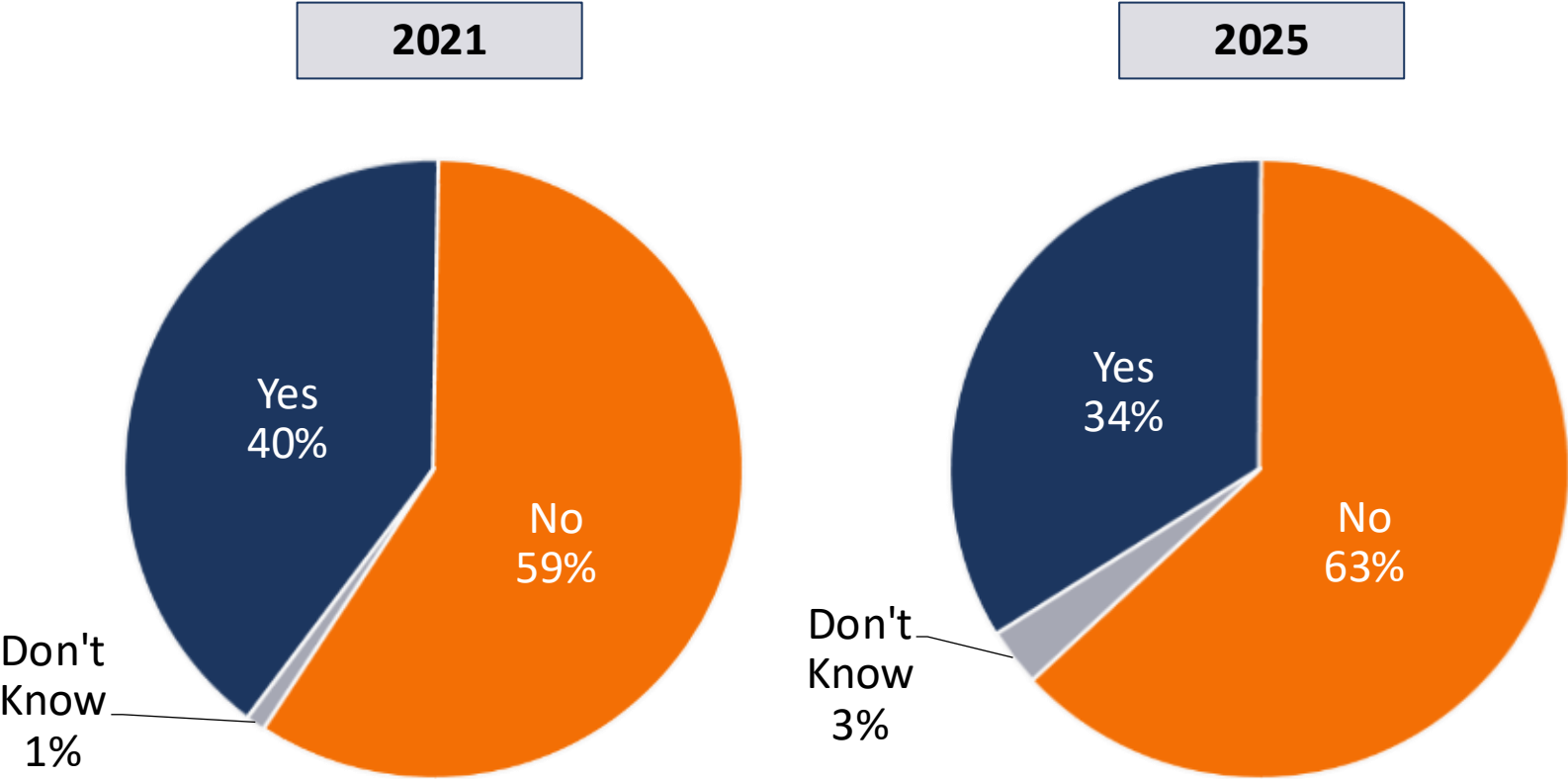
Q5. Here are some services and programs the City provides. Please indicate how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample



Interactions with City Employees

About one-third of residents report contacting a Hayward City department within the last year.

In the past 12 months, did you contact a City of Hayward department?

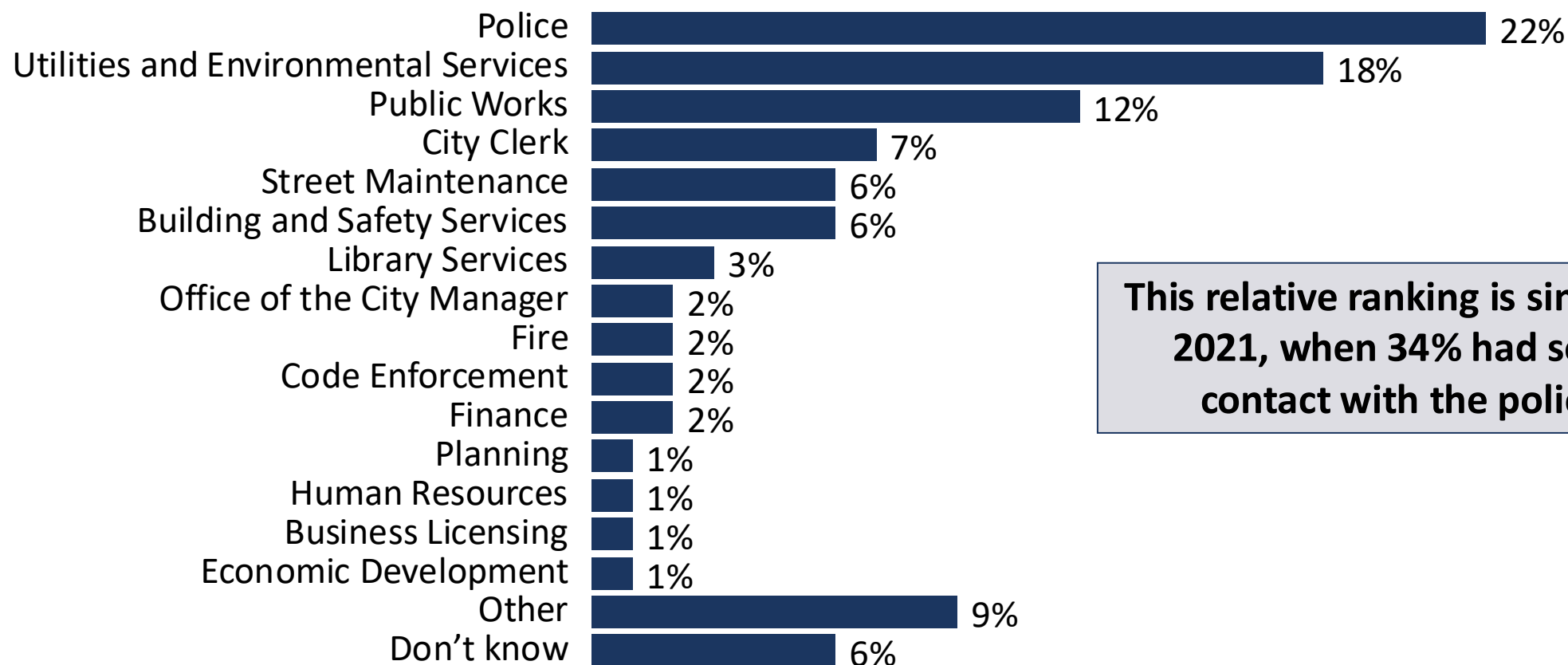


Residents ages 50+ and in higher-income households were more likely to have contacted the City in the last year.

The police department and utility and environmental services departments were the most-frequently named contacts.

With which department or agency did you have contact?

(Open-ended; Multiple Responses Accepted; Asked of Those with Contact Only, n=449)



This relative ranking is similar to 2021, when 34% had some contact with the police.

Residents give City employees high marks for customer services, courtesy, and timeliness in their resolution to the resident concern.

Were you satisfied or dissatisfied with _____ the Hayward City employee or employees with whom you had contact?

(Asked of Those with Contact Only, n=449)

■ Very Satisfied ■ Somewhat Satisfied ■ Not Opinion/Don't Know ■ Somewhat Dissatisfied ■ Very Dissatisfied

Total Satisfied **Total Dissatisfied**

the customer service you received from



71%

25%

the courtesy of



70%

22%

the timeliness of the response of



68%

28%

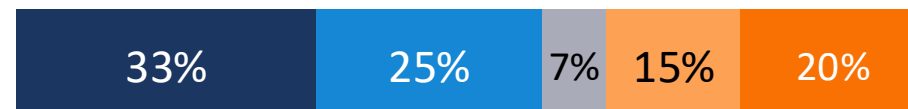
getting your problem resolved or question answered by



68%

28%

voicing your concerns on major community issues



58%

22%

Greater shares report satisfaction getting their problem resolved or question answered by City staff than in 2021.

Were you satisfied or dissatisfied with _____ the Hayward City employee or employees with whom you had contact?

(Asked of Those with Contact Only, n=449)

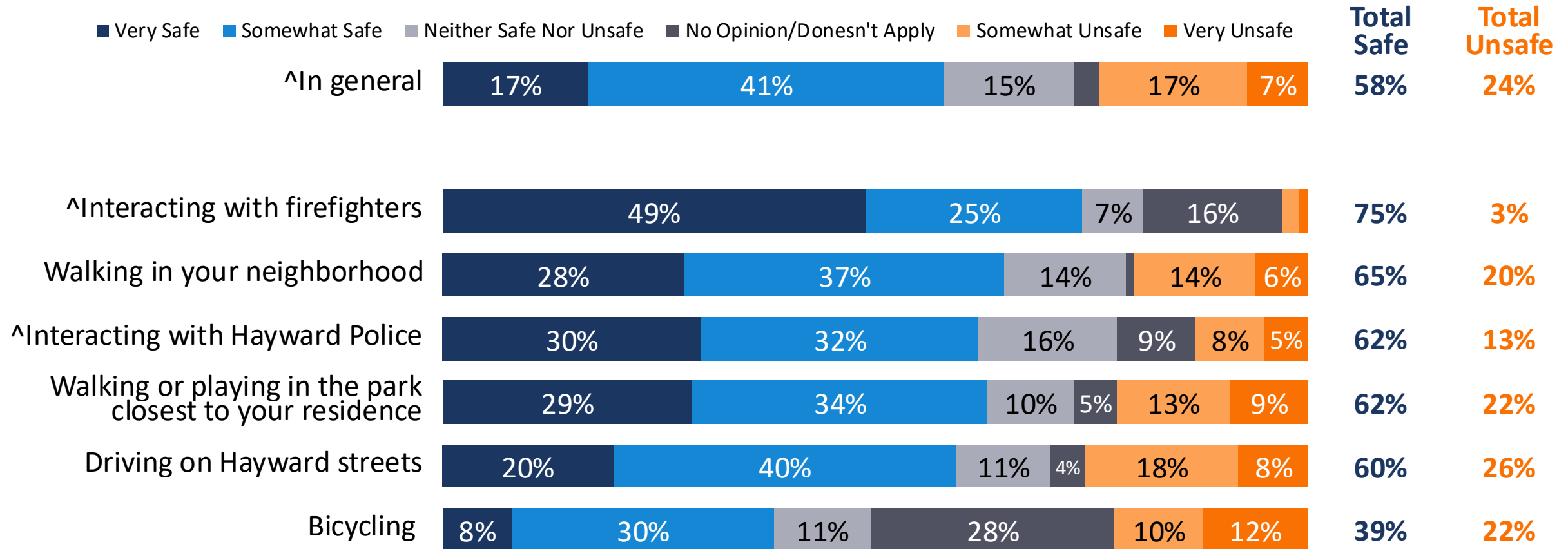
Aspect of Customer Service	Total Satisfied			
	2019	2021	2025	Difference (2021-2025)
getting your problem resolved or question answered by	62%	57%	68%	+11%
voicing your concerns on major community issues	47%	50%	58%	+8%
the timeliness of the response of	69%	63%	68%	+5%
the customer service you received from	70%	66%	71%	+5%
[†] the courtesy of	76%	73%	70%	-3%



Community Safety

Three in five generally feel safe in Hayward – and residents feel safer walking in their neighborhoods.

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



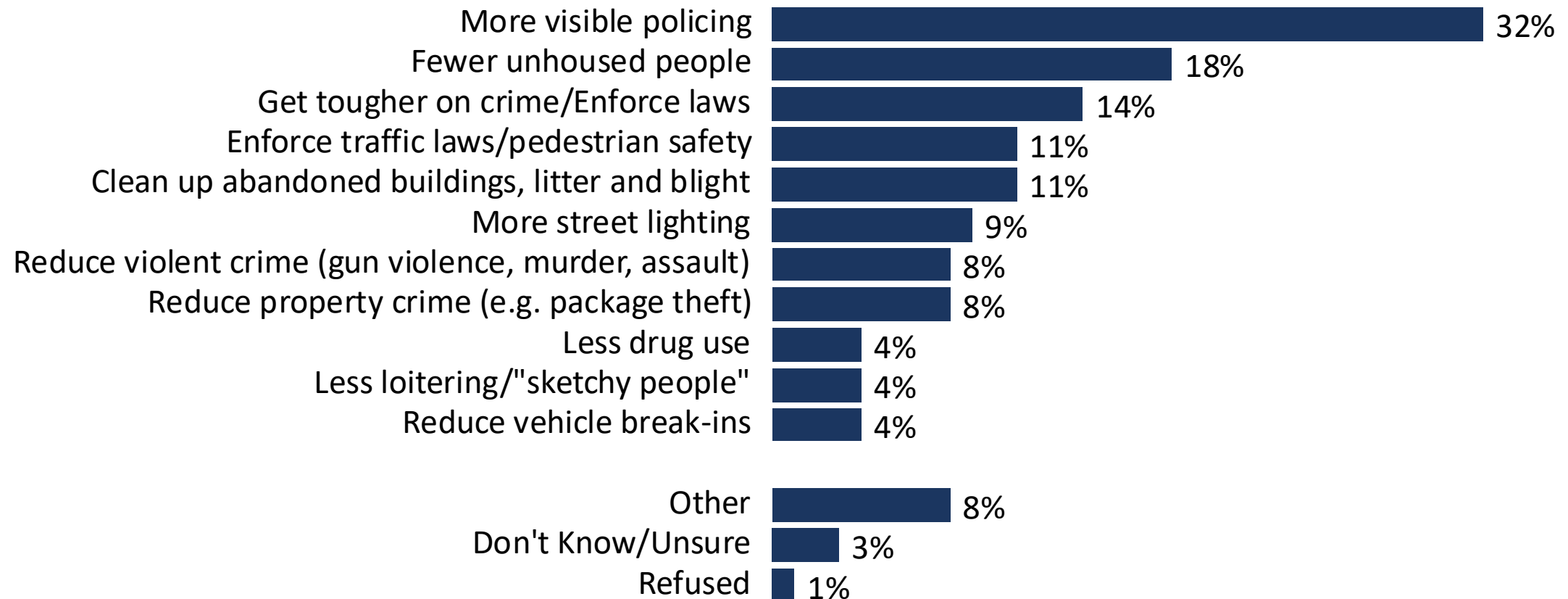
Residents' sense of safety in their neighborhoods has improved slightly since 2021, while other metrics have stayed flat.

Activity/Situation	Total Safe				
	2019	*2020	2021	2025	Difference (2021-2025)
^In general	64%	59%	56%	58%	+2%
Walking in your neighborhood	71%	68%	59%	65%	+6%
Driving on Hayward streets	73%	67%	57%	60%	+3%
Bicycling	42%	40%	37%	39%	+2%
Walking or playing in the park closest to your residence	65%	60%	62%	62%	0%
^Interacting with Hayward Police	--	63%	66%	62%	-4%

Those who currently feel unsafe in Hayward suggest more visible policing and less visible homelessness as things that would make them feel safer.

Earlier you said that you feel unsafe in Hayward generally. In a few words of your own, what would make you feel safer in your community?

(Open-ended; Asked of Those Who Feel Unsafe Generally, n=322)

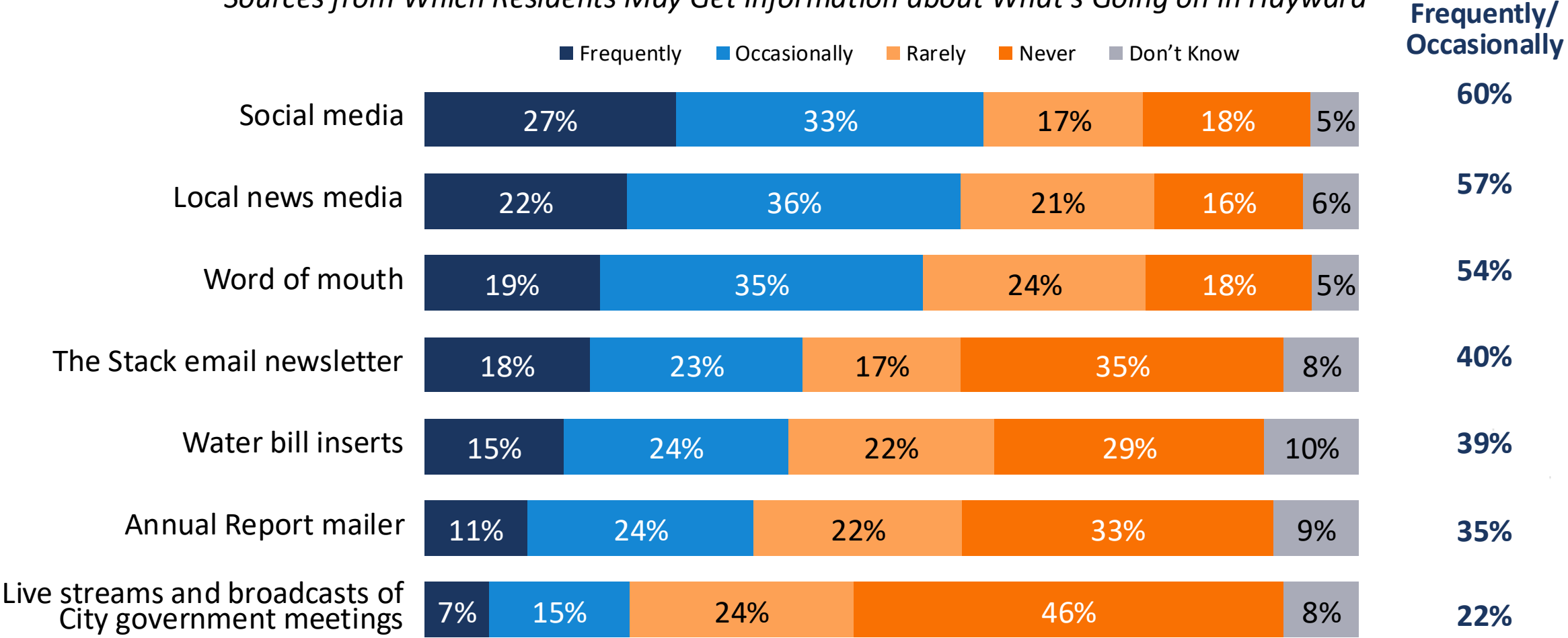




City Communications

Residents most-frequently consult social media and more traditional local news for information about life in Hayward.

Sources from Which Residents May Get Information about What’s Going on in Hayward





District Elections

Plan Layers

HaywardCity_FinalMap

- 1
- 2
- 3
- 4
- 5
- 6

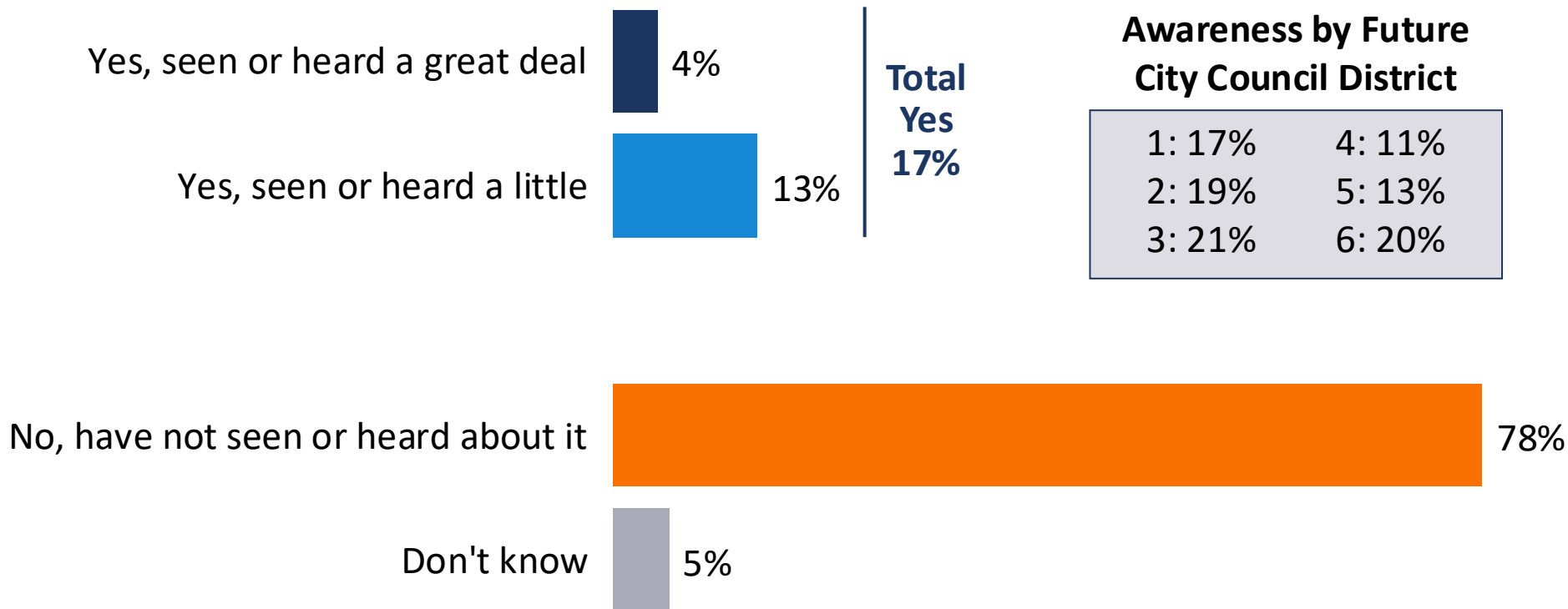
basemap

- census_blocks
- Highways
- Secondary Roads
- Hayward City Boundary
- Council_Adopted_Neighborhoods
- water

We interviewed at least 200 residents in each future City Council District, with a margin of error of +/-6.9%.

Fewer than one in five recall seeing or hearing about the change to council districts they will experience in November 2026.

Until now, all six City Councilmembers in Hayward have been elected by the entire city. Starting in November 2026, however, there will be six city council districts, and voters will elect a single councilmember within their district. Under this system, only the Mayor will be elected through a citywide vote.

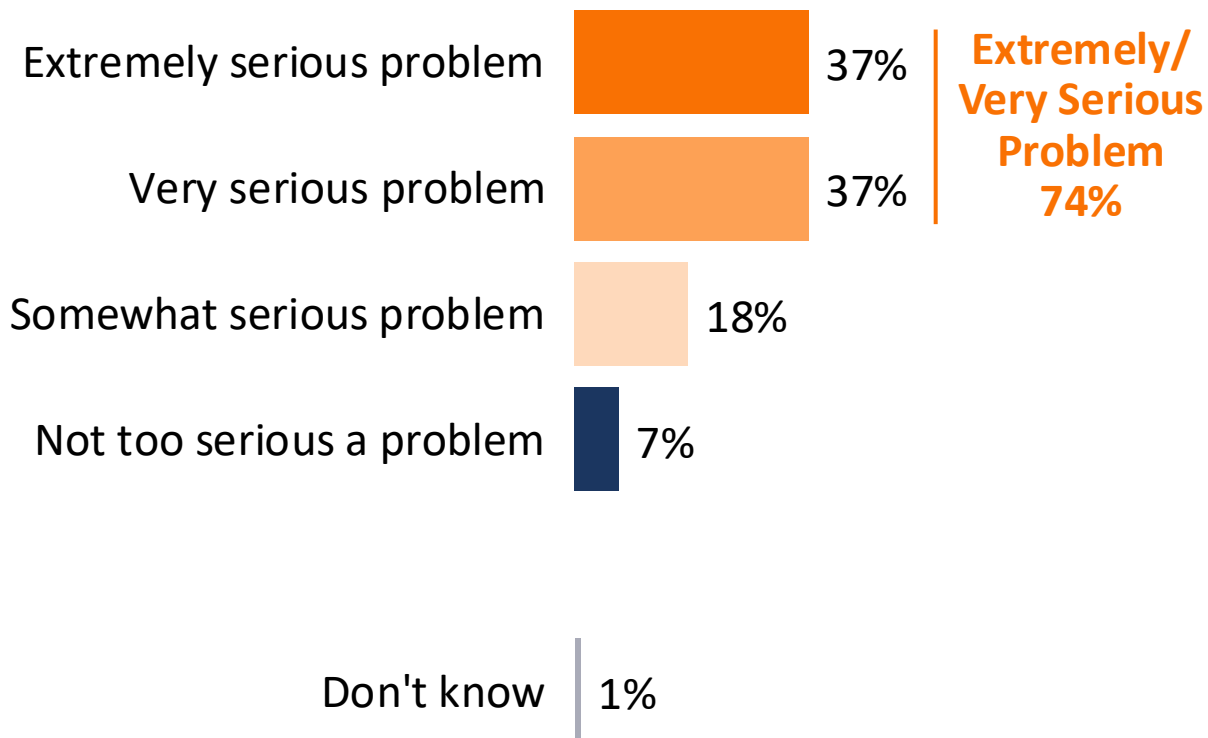




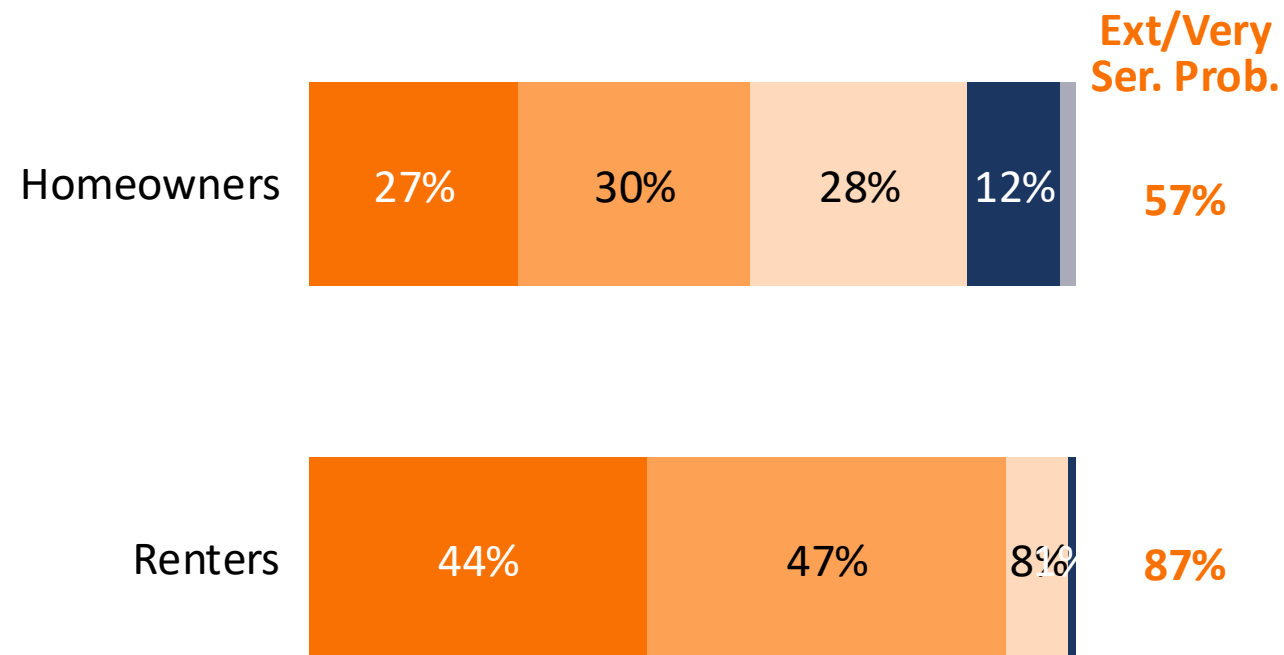
A Closer Look: Housing

Concern about the cost of housing is dramatically higher among renters in the city.

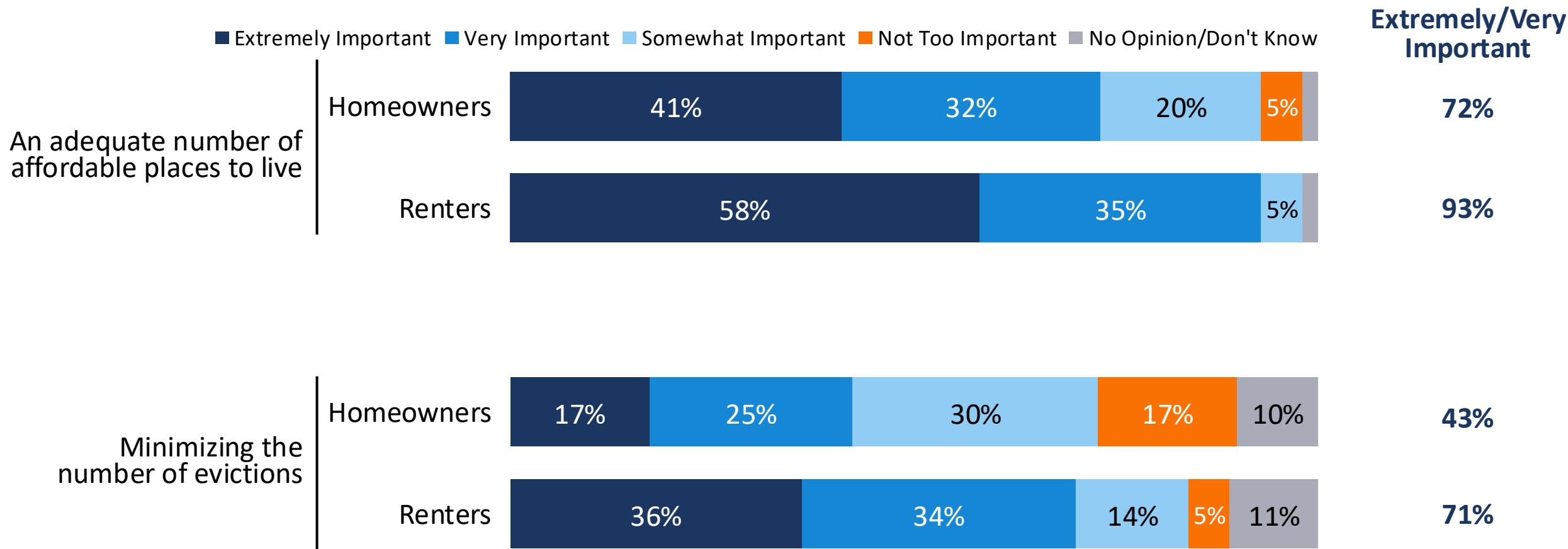
*The cost of housing
Residents Overall*



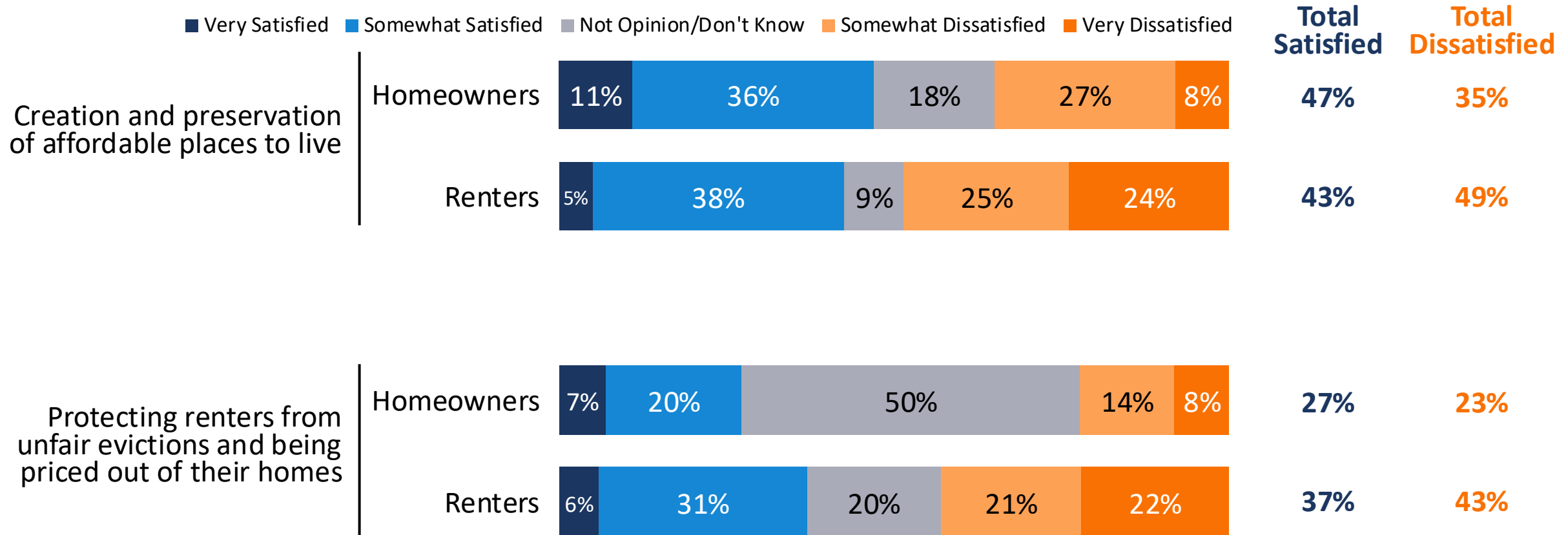
*The cost of housing
Own vs. Rent*



In addition, renters are much more likely to value “an adequate number of affordable places to live” and eviction prevention.



Renters are less satisfied with eviction protection than homeowners, who are largely unaware of that service.





Conclusions

Conclusions

- Broader majorities are satisfied with quality of life in Hayward and provision of City services than in 2021 – though the share “very satisfied” is lower than pre-pandemic times.
- Residents are increasingly and intensely concerned about housing costs; traffic, homelessness and crime remain broadly shared concerns.
- Broad shares of residents feel safe in Hayward, with some variations by geography and race/ethnicity on safety in neighborhoods, at parks, and driving. Many of those who feel “unsafe” in the City said they want more police presence.
- Neighborhood safety, speedy emergency response and having a clean, well-maintained city with healthy local businesses and well-maintained streets and sidewalks remain highly important priorities for Hayward residents. Good jobs and having affordable places to live are also key – the latter is especially important for the city’s renters, who are overwhelmingly concerned about the cost of living.
- Neighborhood police patrols, housing affordability, encampment cleanup and traffic are areas of high importance with relatively low service satisfaction, making them potential areas for additional attention.
- Those who interact with City employees were largely satisfied, as they have been in the past.
- Ahead of the change in November 2026, relatively few know much about the switch to City Council districts.



Miranda Everitt
Miranda@FM3research.com