

2023 City of Fremont Community Survey

*Key Findings of a Survey of Fremont Residents
Conducted November 13-21, 2023*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	November 13-21, 2023
Survey Type	Multi-modal Resident Survey
Research Population	Adult Residents of Fremont
Total Interviews	696
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Postcard Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Comparisons to surveys in 2006, 2012, 2013, 2016 and 2018
Languages	English, Spanish and Mandarin

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

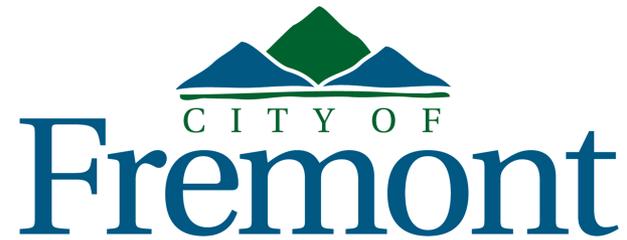
Research Approach

- The demographic composition of the sample mirrors the composition of the community, based on Census results for adults in Fremont.
- Residents were asked a series of questions assessing their attitudes about quality of life in Fremont, tracking changes over several years – with our most-recent comparison data from 2018.
- Other questions examine attitudes about accountability and openness of City government, as well as trends in perception on crime.
- Residents were also asked how much they value certain city services, and then how satisfied they are with each service.
- This year’s survey also included some new, more-specific questions about Vision Zero and how the City is responding to homelessness and housing costs.

Survey Sample Demographics

Demographic	%
Male	49%
Female	50%
<i>Ages 18-49</i>	61%
<i>Ages 50+</i>	36%
Asian residents	56%
White Residents	24%
Latino Residents	13%
All Residents of Color	75%
<i>Mandarin Interview</i>	3%
<i>Spanish Interview</i>	5%
<i>English Interview</i>	92%

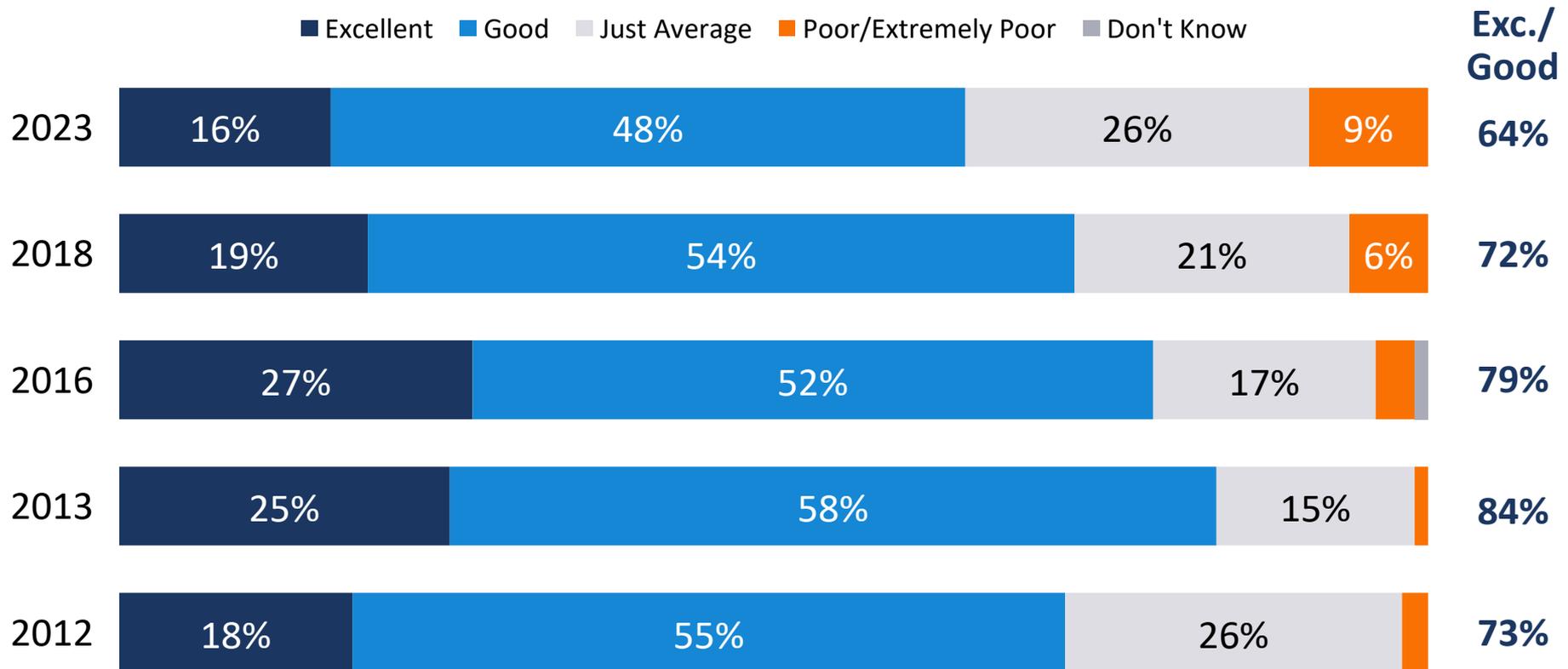
Demographic	%
Non-college Educated	40%
College-Educated	57%
<i>Speak Another Language at Home</i>	43%
<i>Speak Only English at Home</i>	52%
Had so much trouble paying rent or a mortgage that you thought you might become homeless	15%
In the last year, have you been without permanent housing: that is, have you slept in a car, outdoors, or stayed temporarily with friends or family	1%



Views of Life in Fremont

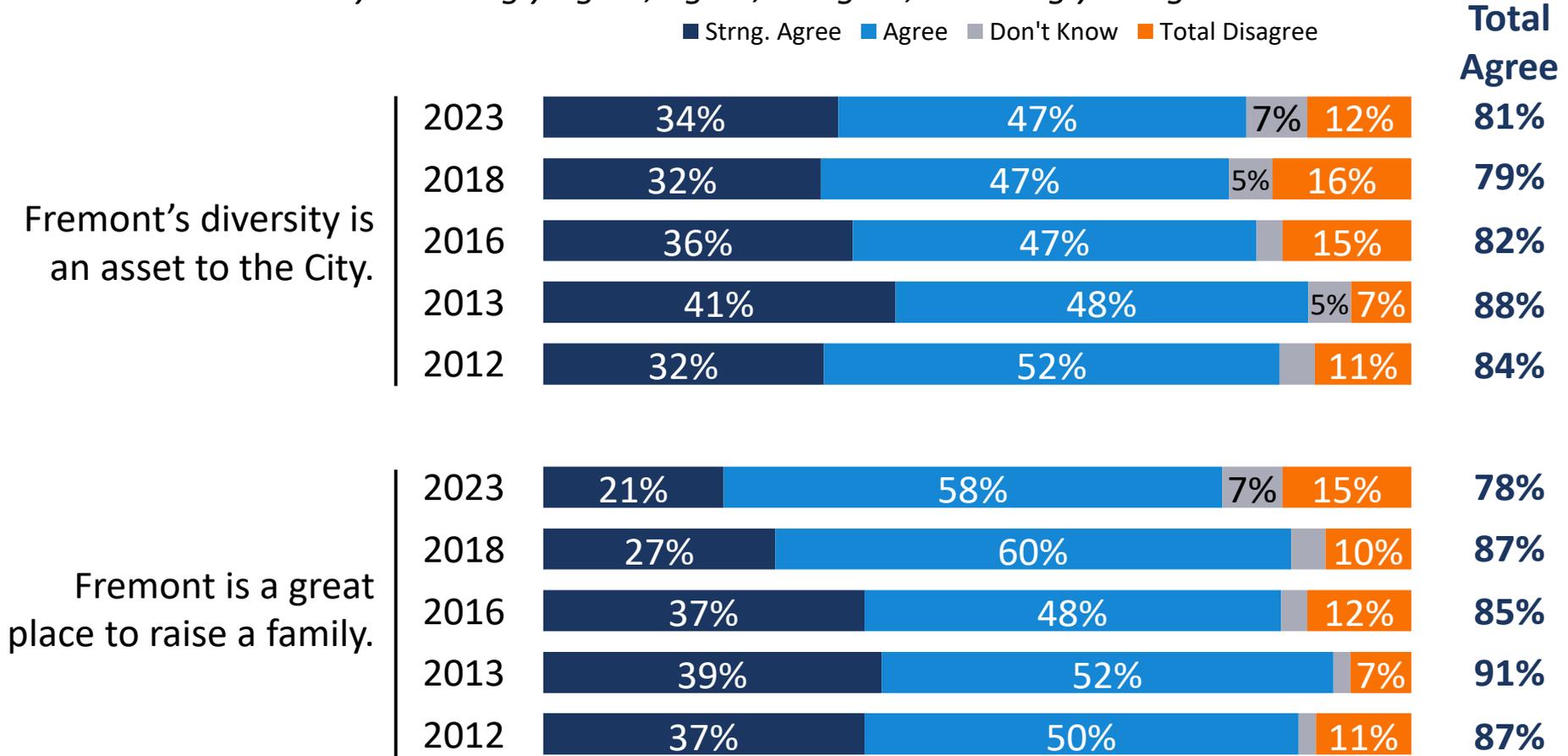
Nearly two-thirds say Fremont is an “excellent” or “good” place to live, though fewer than the last several years.

Generally speaking, how would you rate the City of Fremont as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?

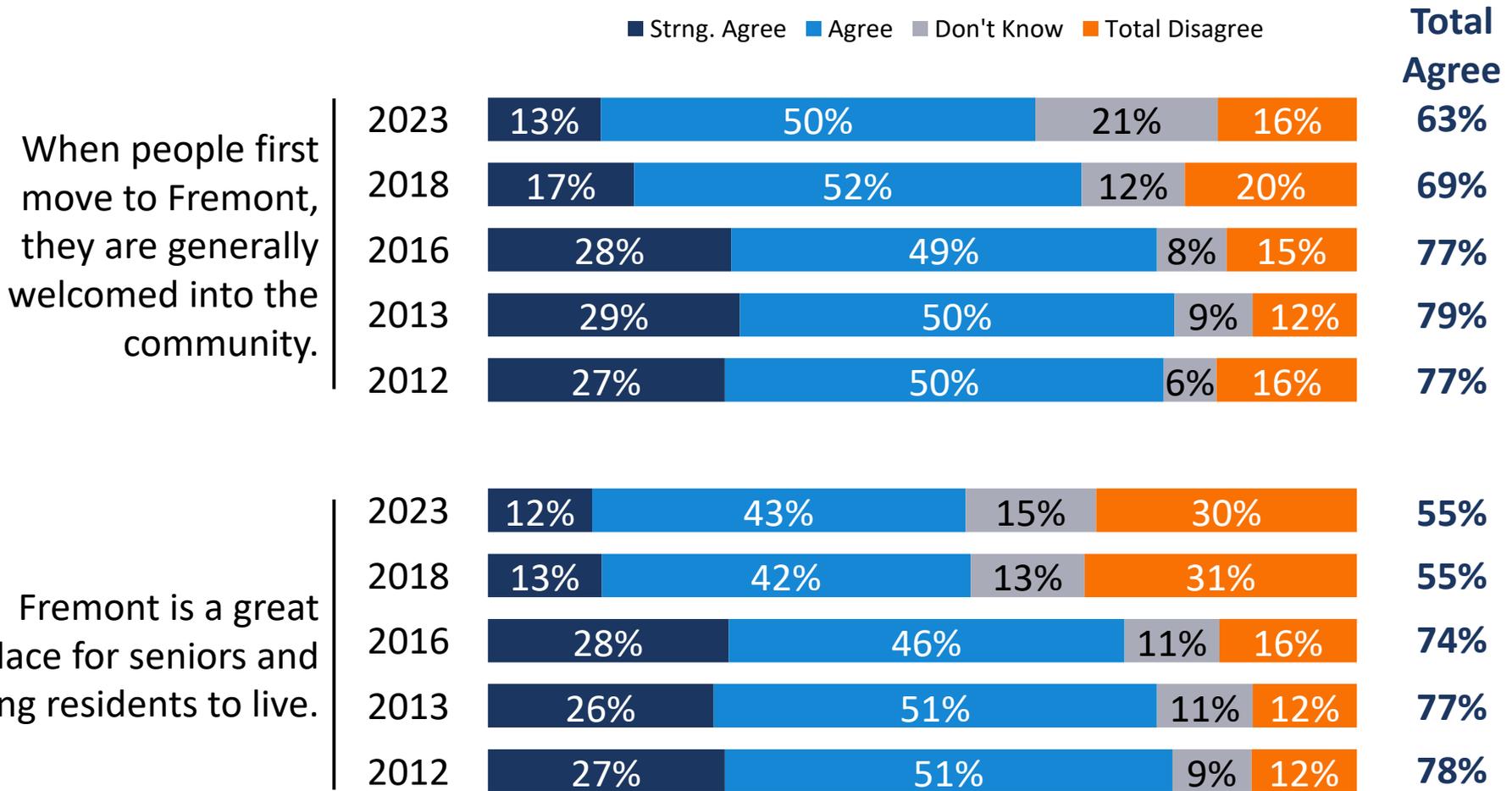


Residents largely agree that diversity is an asset to the city, and Fremont is a great place to raise a family.

I would like to read you some statements people have made about life in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement.

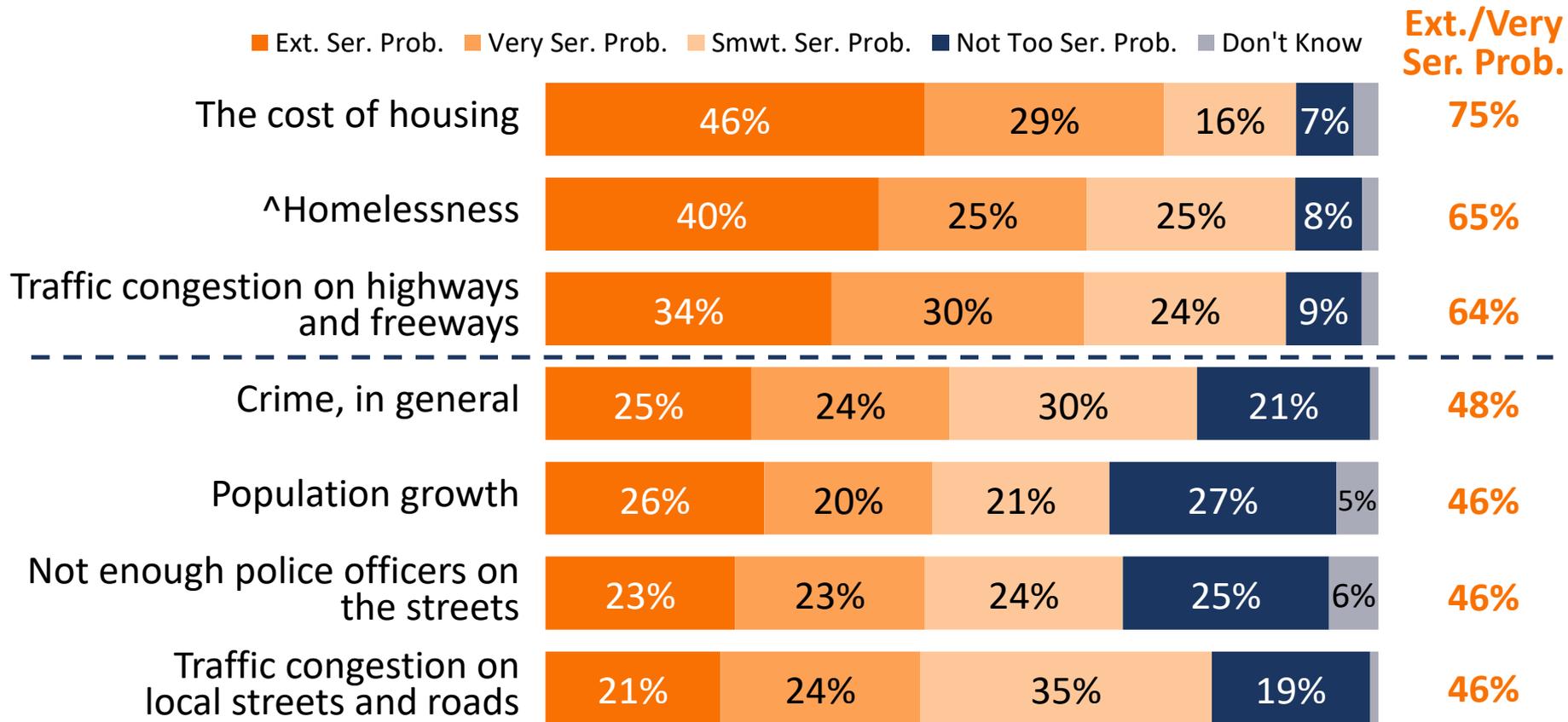


Residents are less likely than a decade ago to believe newcomers are welcomed.



Housing costs, homelessness, and freeway traffic are broadly shared concerns.

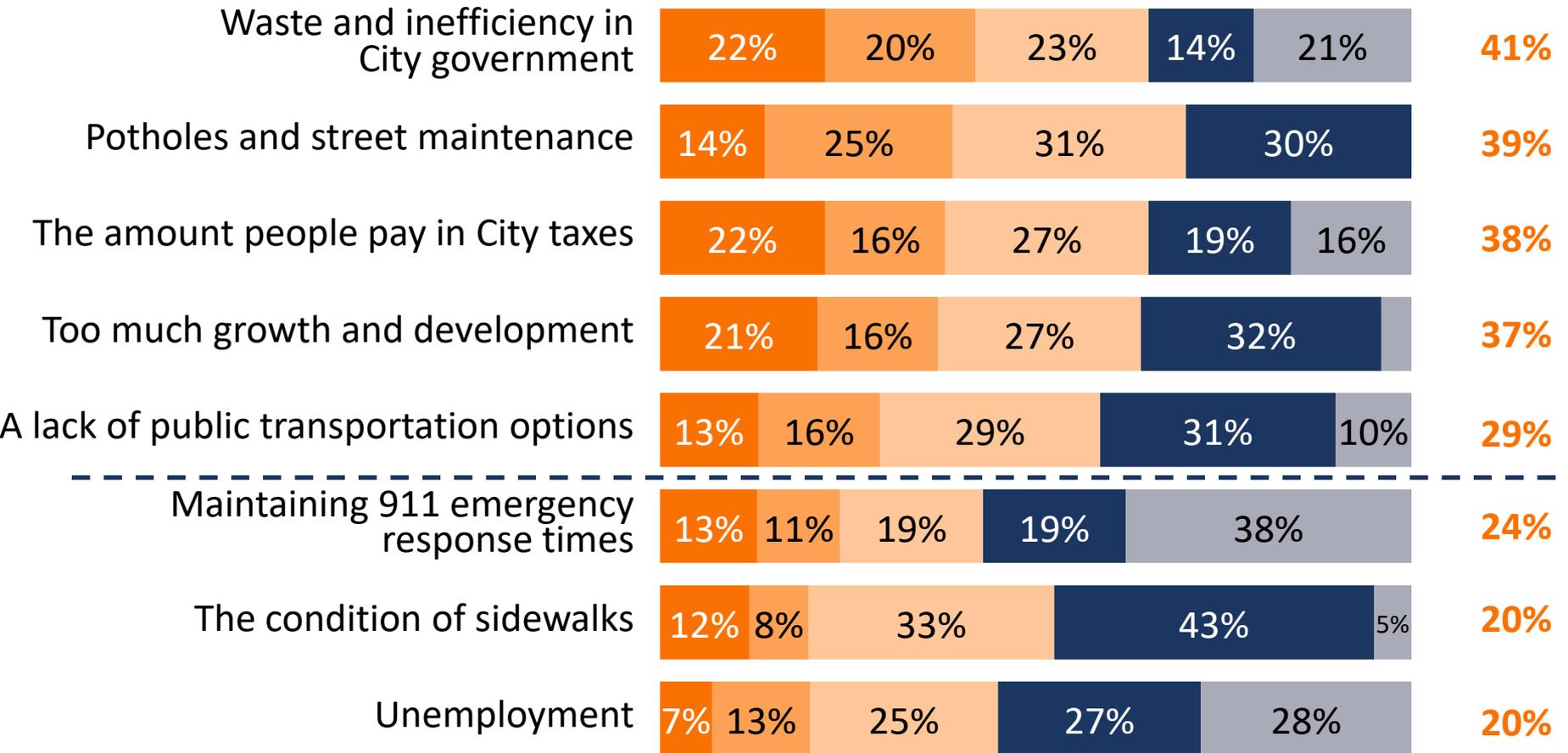
I am going to mention a list of issues people in the City of Fremont may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem for people who live in the City of Fremont.



Unemployment, sidewalk conditions, and 911 response times are less concerning.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't Know

Ext./Very Ser. Prob.

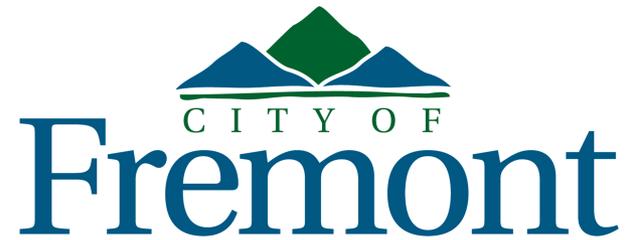


Concern about homelessness has increased sharply in the last five years.

Issue (Extremely/Very Serious Problem)	2012	2013	2016	2018	2023	Difference (2018-2023)
^Homelessness	--	--	--	44%	65%	+21%
Not enough police officers on the street	44%	32%	31%	29%	46%	+17%
Crime, in general	41%	30%	28%	36%	48%	+12%
Waste and inefficiency in City government	41%	34%	29%	37%	41%	+4%
Unemployment	57%	39%	18%	17%	20%	+3%
The amount people pay in City taxes	41%	33%	35%	37%	38%	+1%
Potholes and street maintenance	53%	38%	40%	39%	39%	0%
The condition of sidewalks	--	--	27%	24%	20%	-4%
A lack of public transportation options	35%	29%	33%	35%	29%	-6%
Maintaining 911 emergency response times	28%	28%	23%	30%	24%	-6%
The cost of housing	55%	56%	71%	84%	75%	-9%
Population growth	35%	23%	50%	59%	46%	-13%
Too much growth and development	--	18%	47%	57%	37%	-20%
Traffic congestion on highways and freeways	57%	56%	65%	86%	64%	-22%
Traffic congestion on local streets and roads	39%	37%	57%	71%	46%	-25%

Q4. I am going to mention a list of issues people in the City of Fremont may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem for people who live in the City of Fremont.

^Not Part of Split Sample



Feelings of Safety in Fremont

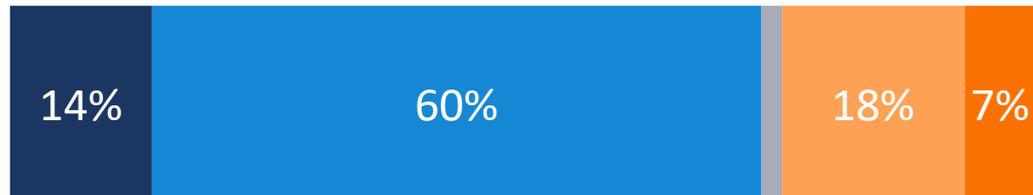
Majorities feel safe in Fremont, in general, as well as a pedestrian.

■ Strng. Agree ■ Agree ■ Don't Know ■ Disagree ■ Strng. Disagree **Total Agree**

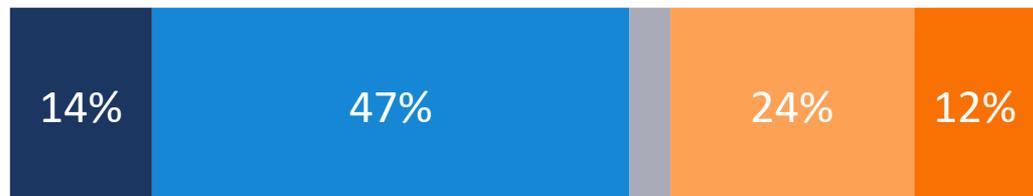
^I personally feel safe living in Fremont.



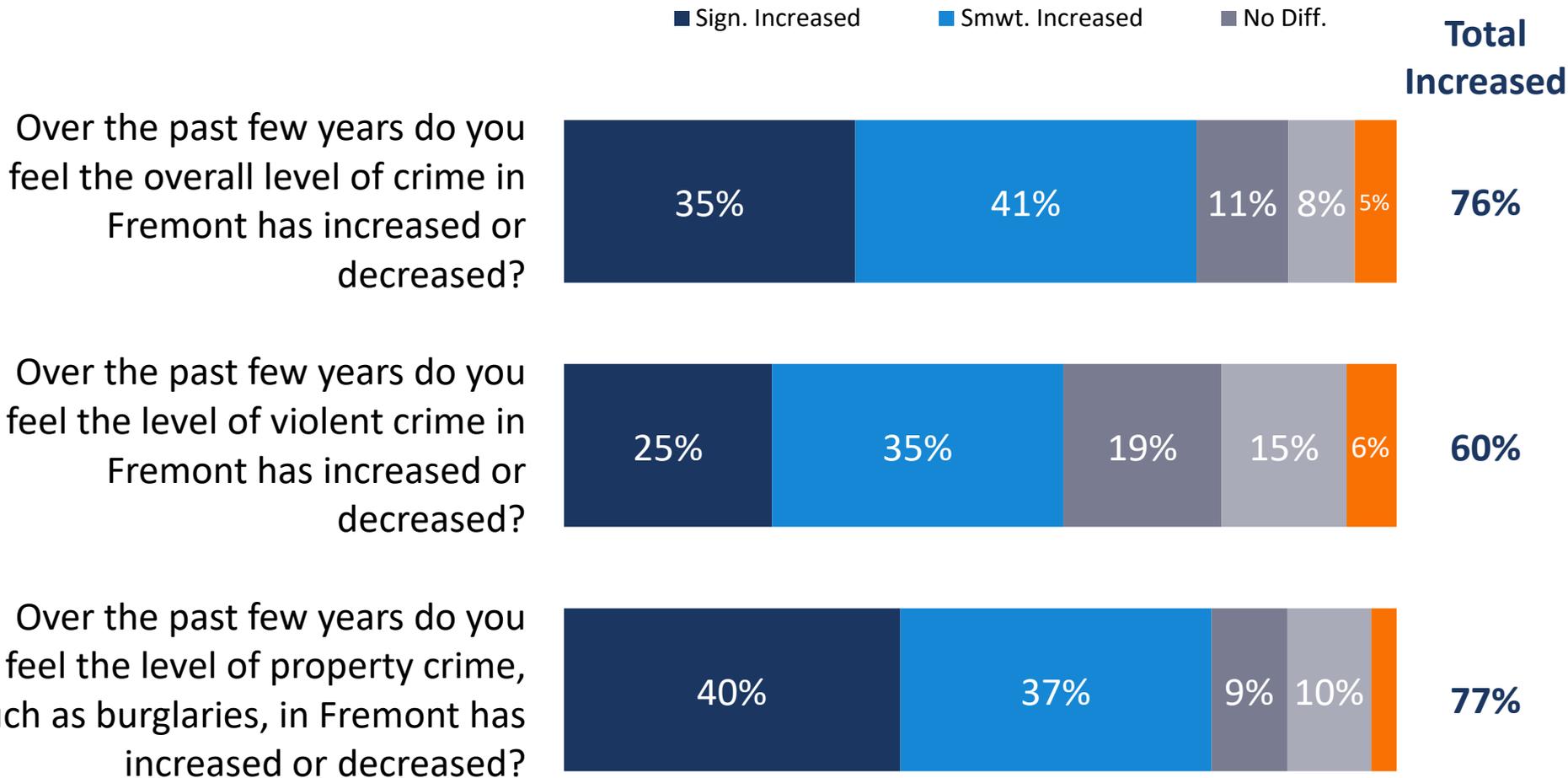
As a pedestrian, I feel safe walking along and crossing streets in my neighborhood.



As a pedestrian, I feel safe walking along and crossing major streets in Fremont.

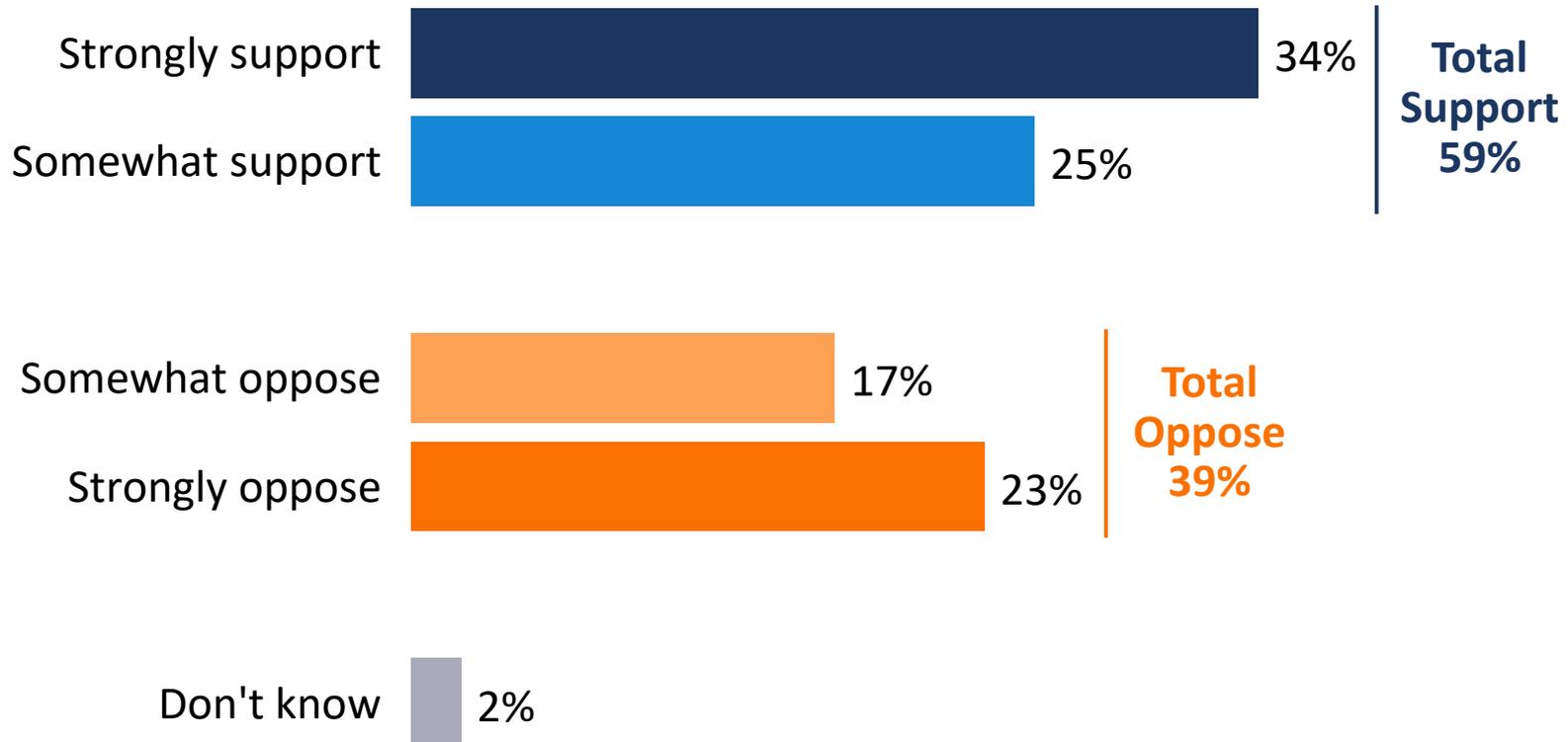


However, majorities also feel that crime levels have increased in recent years, especially property crime.



Three in five support the Vision Zero Action Plan when it is briefly described.

As part of Fremont's Vision Zero Action Plan, the City has created more clearly marked and protected bike lanes and crosswalks, narrowed certain streets, created traffic circles, added street lighting, and lowered speed limits on key corridors.
Do you support or oppose these Vision Zero-related changes?



By a 28-point margin, residents favor safety for people using all forms of transportation over reducing traffic.

Here are two statements about Vision Zero. Please tell me which comes closer to your opinion, even if neither is exactly right.

Safety for people using all forms of transportation is the most important goal, even if it means it takes longer to get from place to place in a car

50%

Reducing traffic congestion is the most important goal, even if it means traffic collisions are more frequent and more dangerous

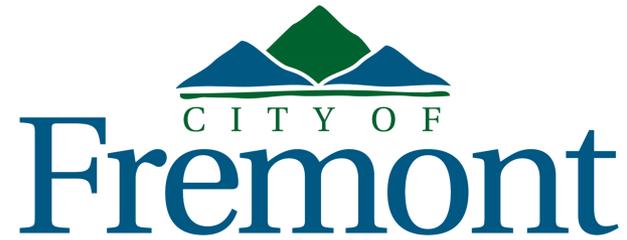
22%

Neither

24%

Don't know

4%

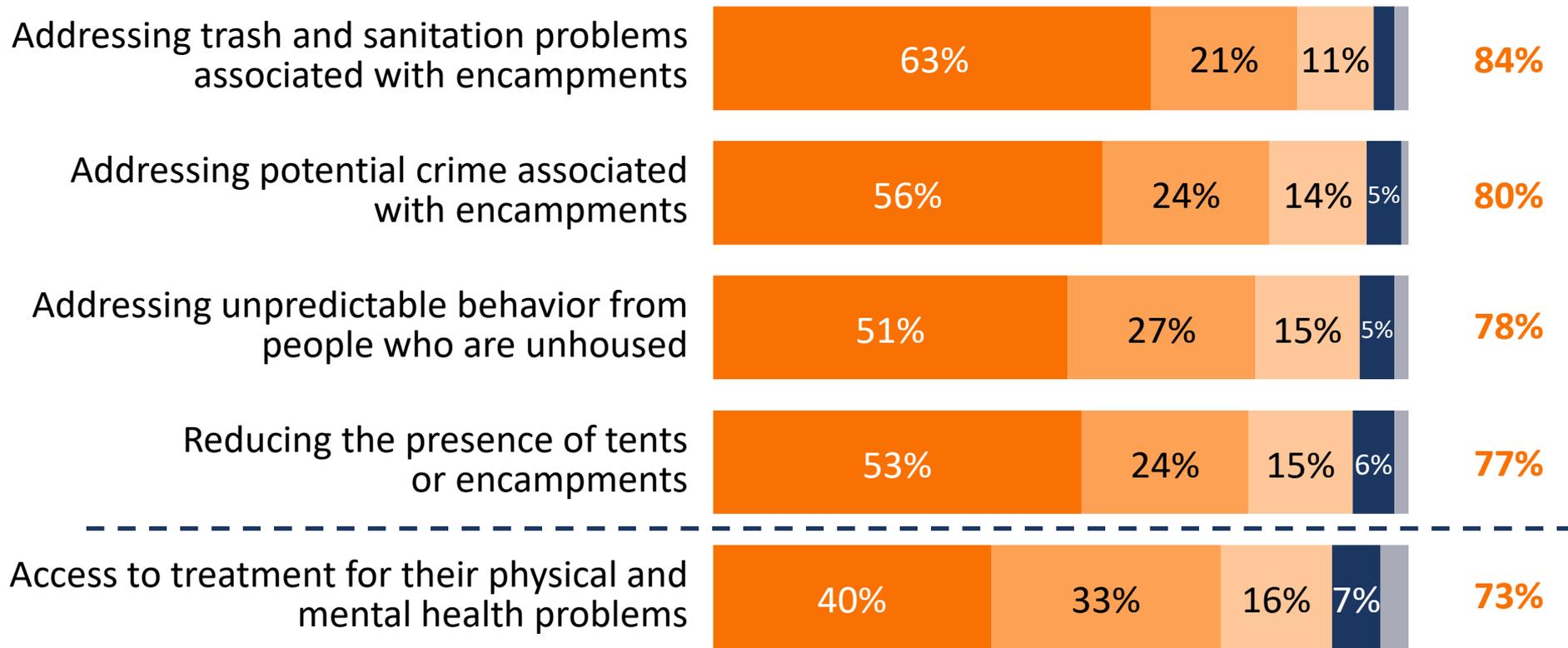


Views of Homelessness

Residents' top concerns about homelessness are about trash, crime, tents and unpredictable behavior.

I am going to read you a list of some of the concerns people say they have about homelessness in Fremont: please tell me how concerned you are about each of these impacts: extremely concerned, very concerned, somewhat concerned, or not concerned.

■ Ext. Conc.
 ■ Very Conc.
 ■ Smwt. Conc.
 ■ Not Conc.
 ■ Don't Know
 Ext./Very Concerned

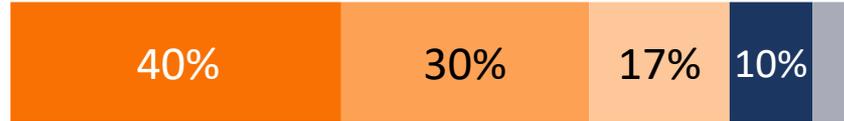


They are slightly less concerned about preventing abuse of unhoused people.

Ext. Conc. Very Conc. Smwt. Conc. Not Conc. Don't Know

Ext./Very Concerned

Reducing harm to the physical look or natural environment of the region



69%

Addressing loss of customers at local businesses



67%

Access to livable wage jobs or affordable housing



64%

Reducing risks to the health and safety of unhoused people from extreme weather



62%

Addressing lack of available short- and long-term shelter



61%

Preventing harassment and abuse directed at unhoused people



54%

Majorities say “cleaning up litter” and “enforcing a ban on camping” are extremely important steps.

Here is a list of ways City governments are responding to homelessness. Please tell me how important each program or policy is to you as part of the response: extremely important, very important, somewhat important, or not too important.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Adding more housing and safe parking sites are lower priorities for Fremont residents.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

Building more affordable housing with state grant funding



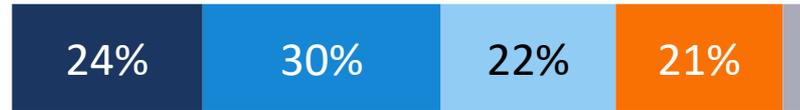
54%

Providing mobile hygiene stations with showers, washers, and dryers for encampment residents



54%

*Encouraging the construction of low-income housing



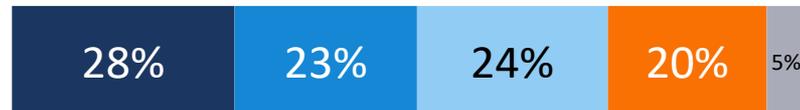
54%

Providing safe parking sites for people living in RVs or cars



54%

*Encouraging the construction and use of alternative dwelling units (ADU's)

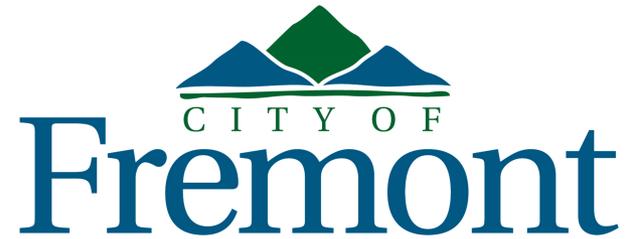


51%

Reforming zoning to allow more housing



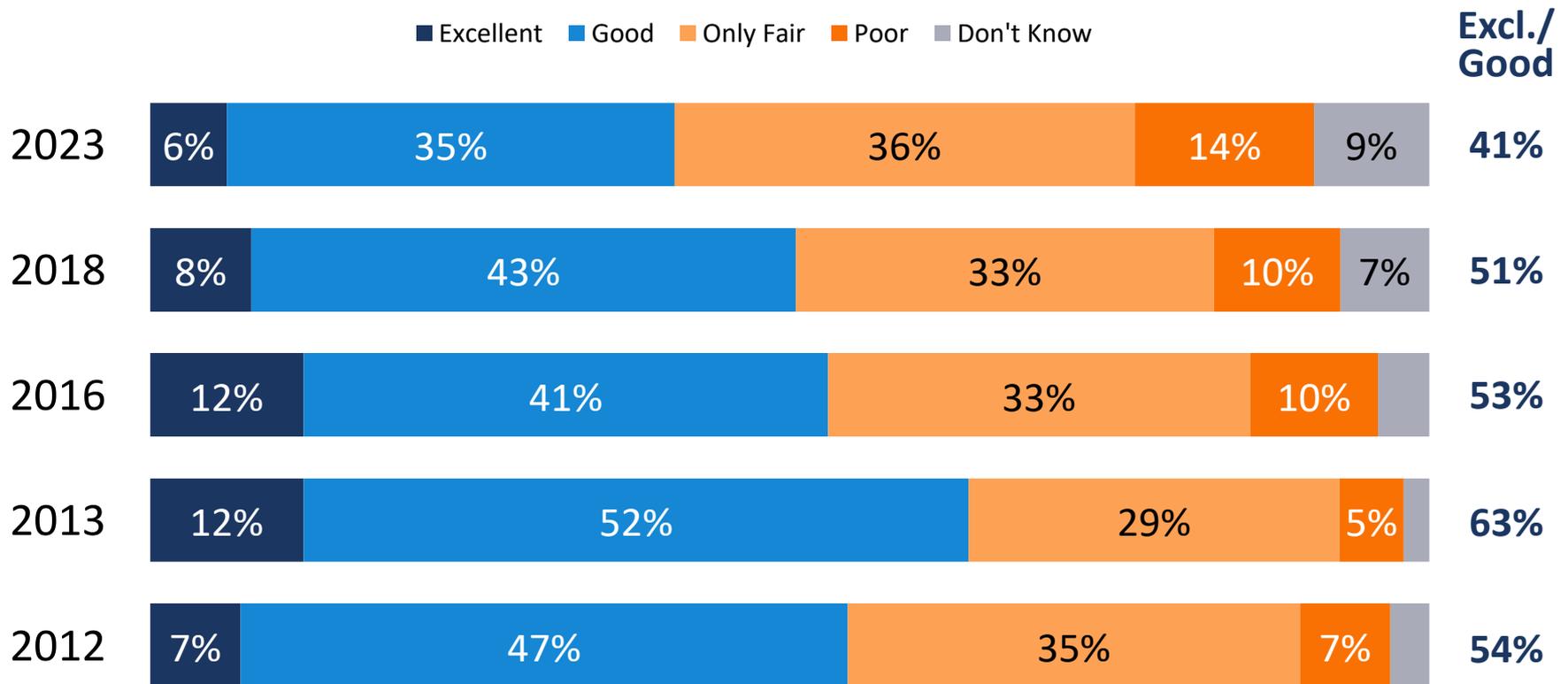
41%



Attitudes Toward City Government

The share who rate City services as “excellent” or “good” has declined 10 points in five years.

How would you rate the overall job being done by Fremont City government in providing services to the City’s residents: excellent, good, only fair, or poor?

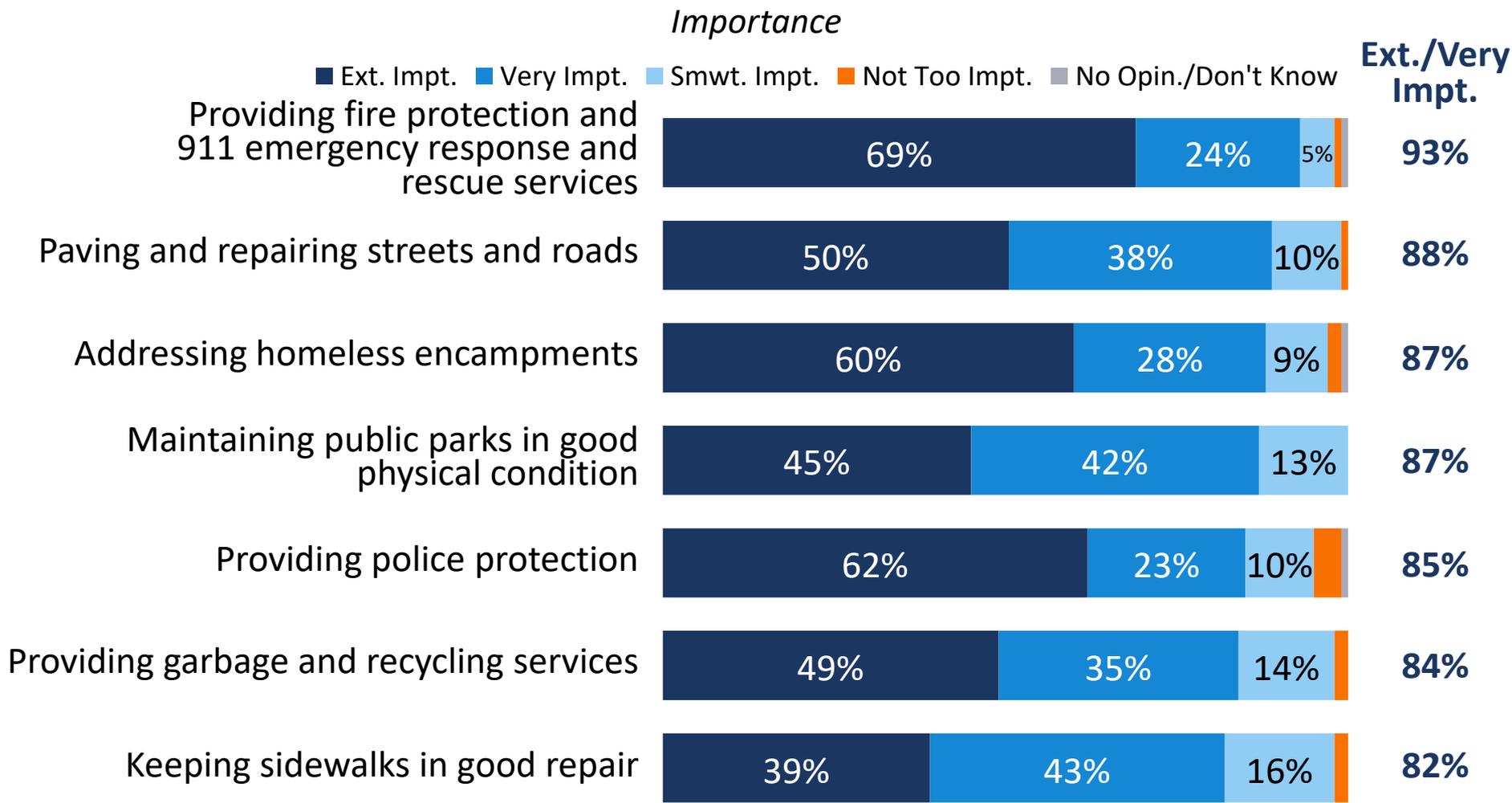


Assessing City Services

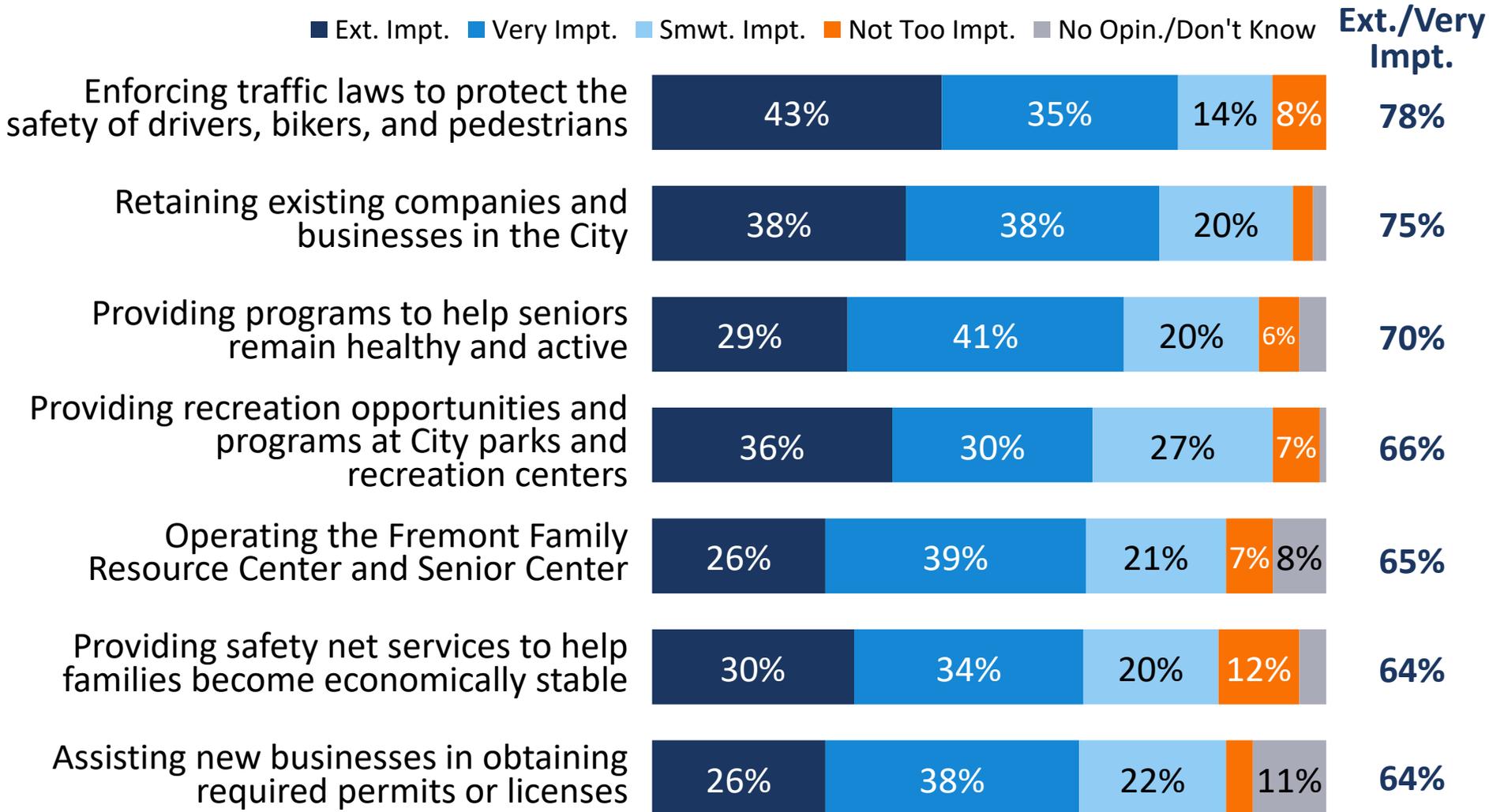
- Residents were asked about the importance of various City services.
- Then they were asked about their satisfaction with the same services.
- “Informed Satisfaction” removes those without opinions about a service.
- Comparing these results shows areas of strength and improvement.



Voters especially value emergency response, road repairs, and addressing homeless encampments.

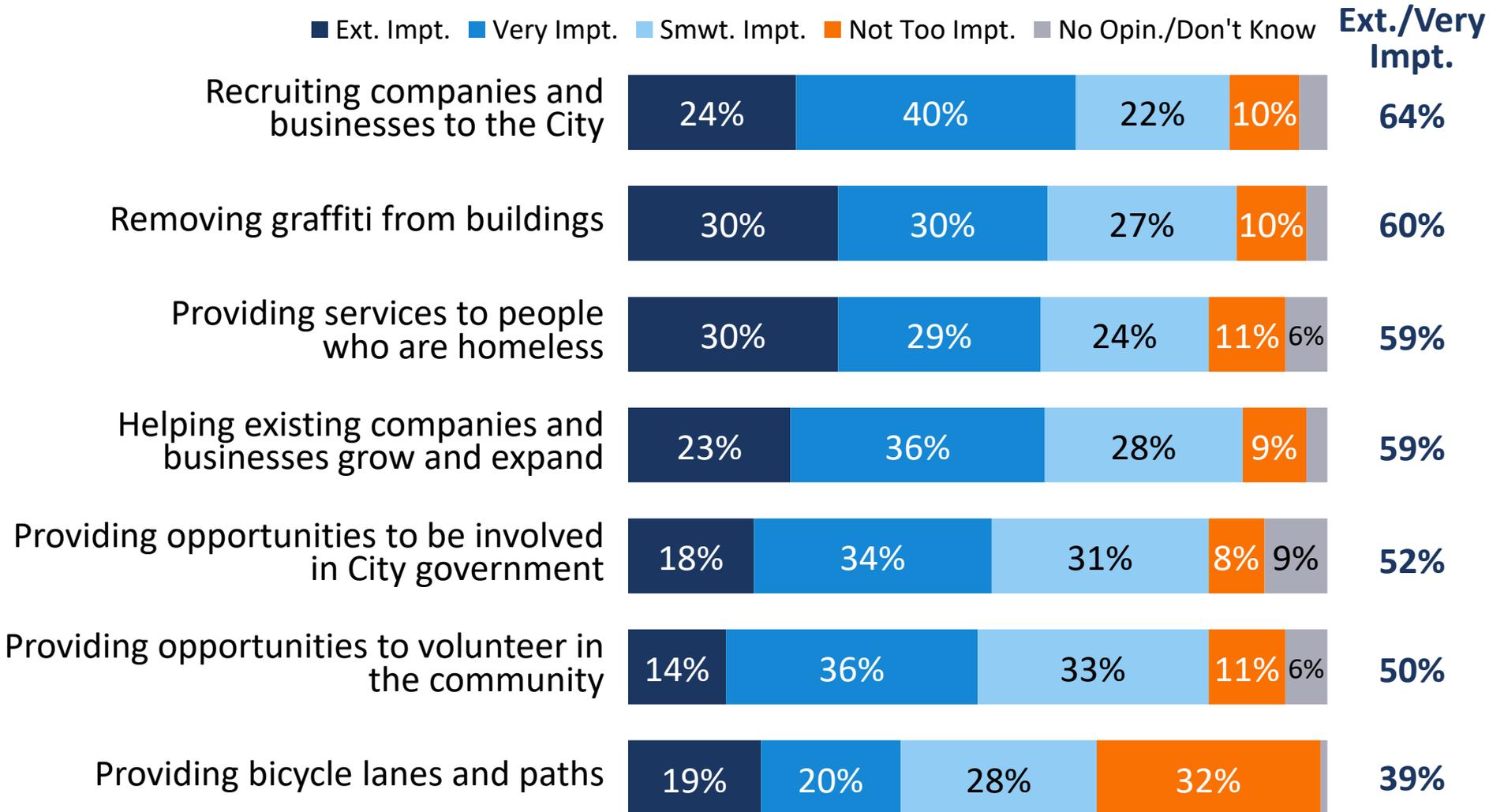


Broad shares also value enforcing traffic laws, retaining existing companies and senior programs.



Q12. Let me ask you about some specific services provided by Fremont's City government. Please tell me how important each service is to making Fremont a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample

Bike lanes are relatively less important overall.



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When it comes to satisfaction, residents are largely happy with parks, garbage, and emergency response.

Satisfaction

■ Very Sat.
 ■ Smwt. Sat.
 ■ No Opin./Don't Know
 ■ Smwt. Dissat.
 ■ Very Dissat.

Total Sat. **Total Dissat.**

Maintaining public parks in good physical condition



79% **18%**

Providing garbage and recycling services



77% **16%**

Providing fire protection and 911 emergency response and rescue services



73% **16%**

Keeping sidewalks in good repair



61% **34%**

Providing bicycle lanes and paths



60% **28%**

Providing recreation opportunities and programs at City parks and recreation centers



58% **21%**

Paving and repairing streets and roads



54% **43%**

Majorities are also satisfied with traffic laws and police protection.

■ Very Sat. ■ Smwt. Sat. ■ No Opin./Don't Know ■ Smwt. Dissat. ■ Very Dissat.

Total Sat. **Total Dissat.**

Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians



53% **39%**

Providing police protection



53% **33%**

Removing graffiti from buildings



46% **27%**

Operating the Fremont Family Resource Center and Senior Center



44% **11%**

Providing programs to help seniors remain healthy and active



44% **12%**

Retaining existing companies and businesses in the City



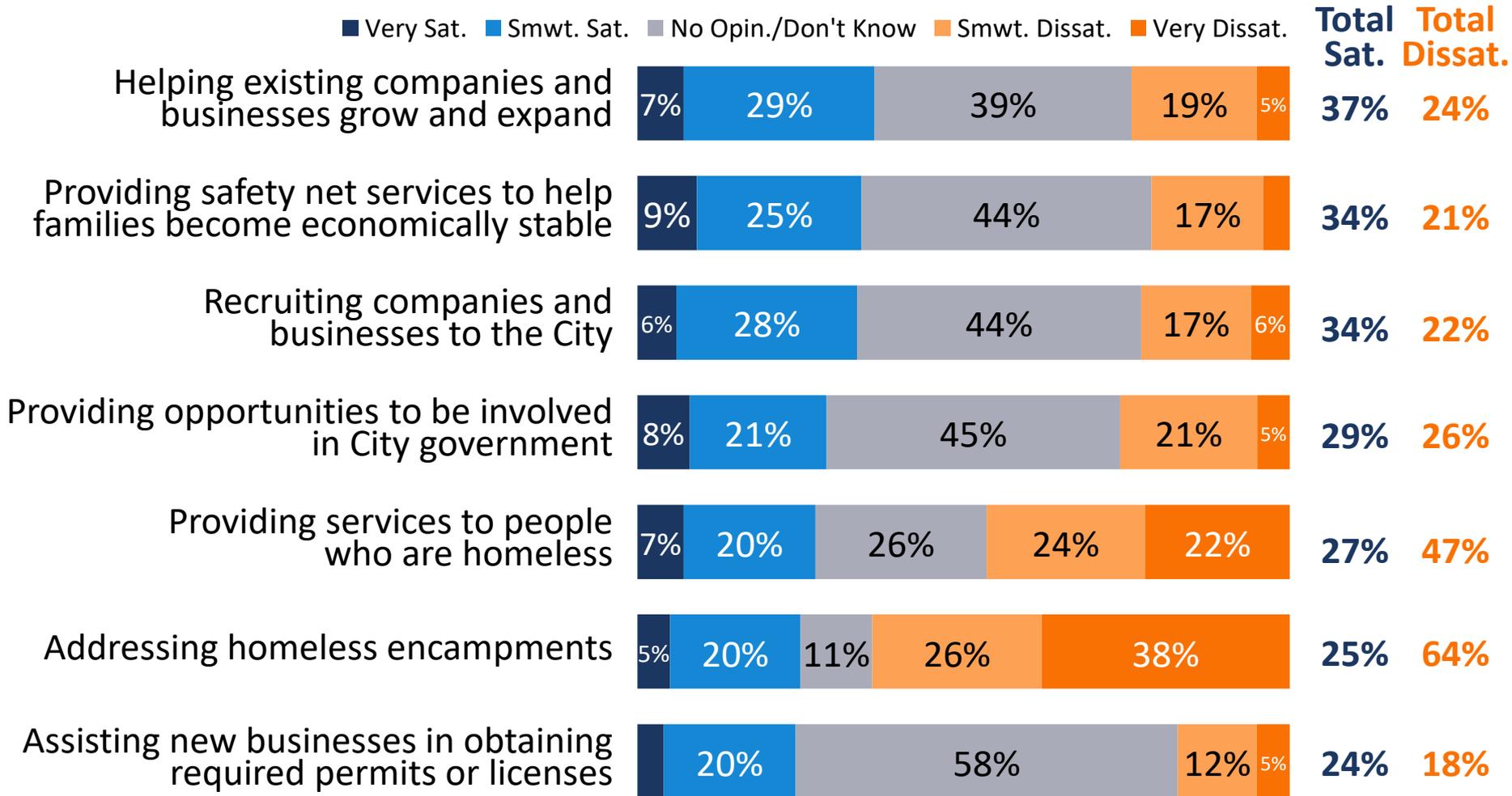
42% **24%**

Providing opportunities to volunteer in the community



41% **17%**

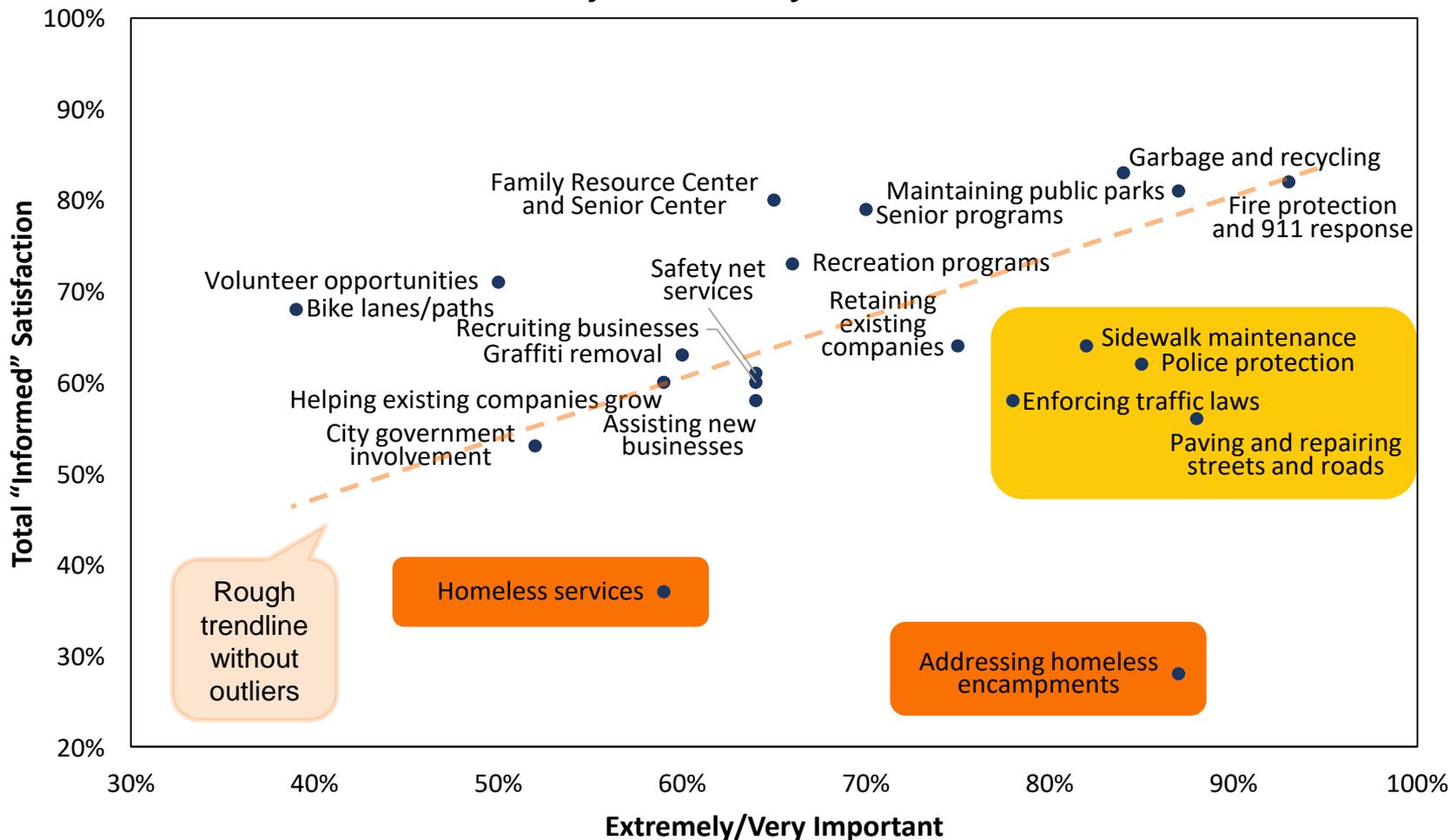
Nearly two-thirds are dissatisfied with the City's work addressing homeless encampments.



Q13. I am going to read you the same list of services provided by Fremont's City government. Please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

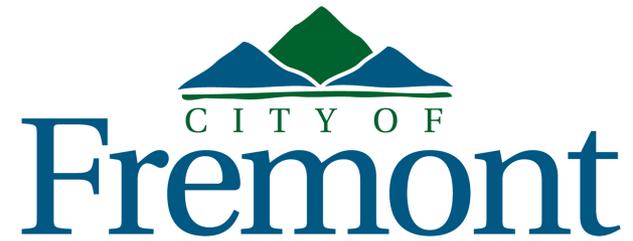
Combining the results highlights areas where satisfaction trails importance.

Informed Satisfaction



Q12. Let me ask you about some specific services provided by Fremont's City government. Please tell me how important each service is to making Fremont a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample

Q13. I am going to read you the same list of services provided by Fremont's City government. Please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample



Conclusions

Conclusions

- Broadly speaking, Fremont residents share positive impressions of the City's quality of life, think that it is a great place to raise a family, and is welcoming to new residents.
- But they are also increasingly pessimistic – mirroring trends throughout the Bay Area. Housing costs, homelessness, traffic and crime are top concerns driving these perceptions regionally and in the city.
- That is pushing general satisfaction downward slightly compared to prior years.
- Perceptions of increased crime (both property and violent crime) are widely shared, though 77% feel safe living in Fremont.
- More broadly, the services they value most are also the ones they are most satisfied with – with the notable outlier of addressing homeless encampments. But service provision ratings are at their lowest point since surveying began in 2012.
- “Too much growth and development” is no longer a top concern for majorities – however, building new affordable housing is a lower priority in responding to homelessness than providing services, responding to mental health crises, cleaning up litter or enforcing a camping ban.
- Residents support the Vision Zero Action Plan, and in principle they prioritize safety for people using all forms of transportation over reducing traffic.

For more information,
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