



2012 City of Fremont Community Survey

Survey Conducted April 26 – May 3, 2012

320-507

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

Methodology

- 602 telephone interviews with Fremont residents
 - Interviews conducted between April 26-May 3, 2012
 - Interviews on both landlines and cell phones
- Margin of sampling error of +/- 4.0%
- Some percentages may not sum to 100% due to rounding
- Interviews conducted in English, Spanish, Mandarin, Pashto, and Dari
- Comparisons to 2006 voter survey

Key Findings

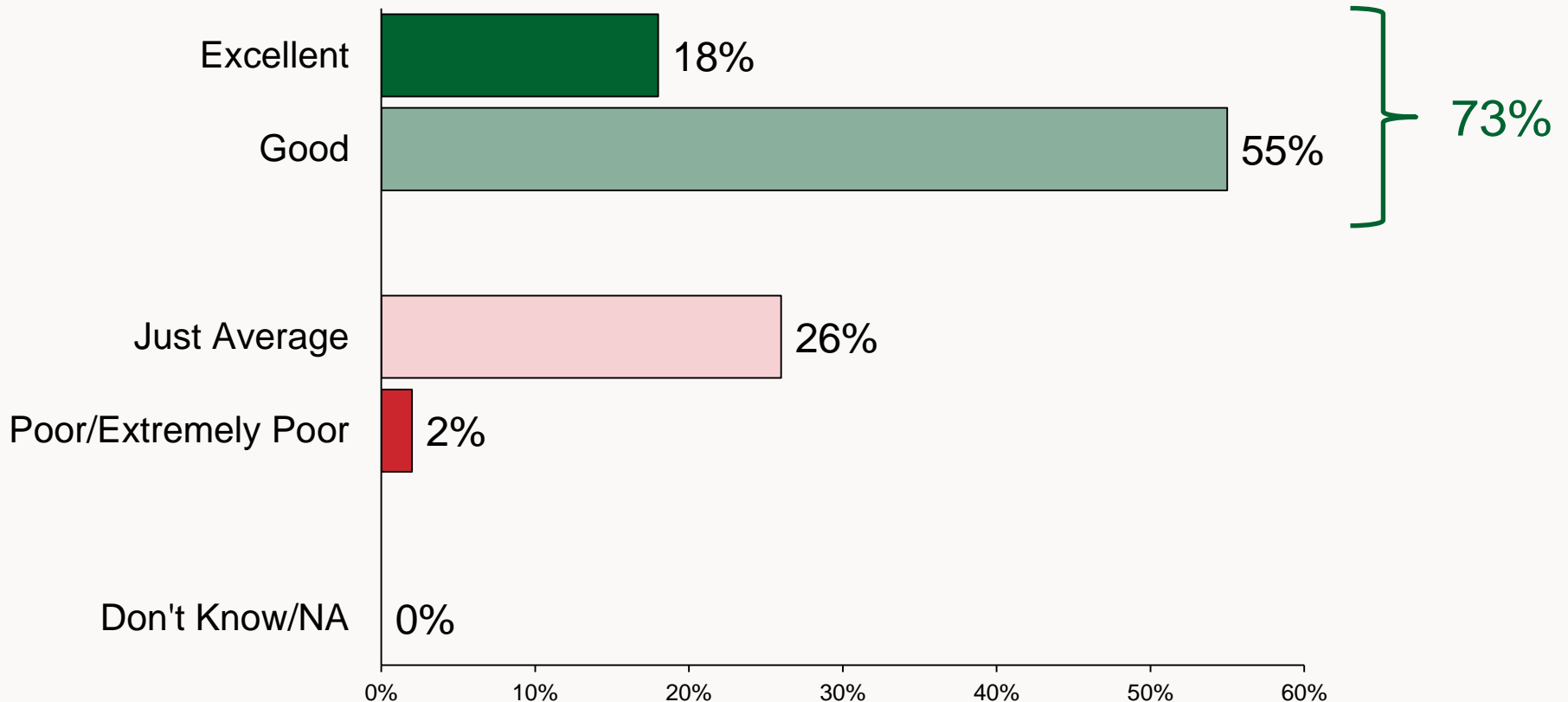
- Residents like living in Fremont and are more likely to feel that things are improving than getting worse.
- Residents are most concerned about economic/budget issues, though few problems are seen as especially pressing.
- Few have strong opinions about City government, but most think the City is doing a good job providing services and managing its budget.
- The most important services are public safety, garbage/recycling, street maintenance and economic development; services residents are most satisfied with include garbage/recycling, public safety, parks maintenance, and the provision of bicycle lanes.
- While a majority (66%) feel the City has at least “some” need for additional funding, only 22% feel the need is “great.”
- A slim majority (53%) would support a tax measure and they’d most like to see that money spent on police and paving and street repair.



Quality of Life in Fremont

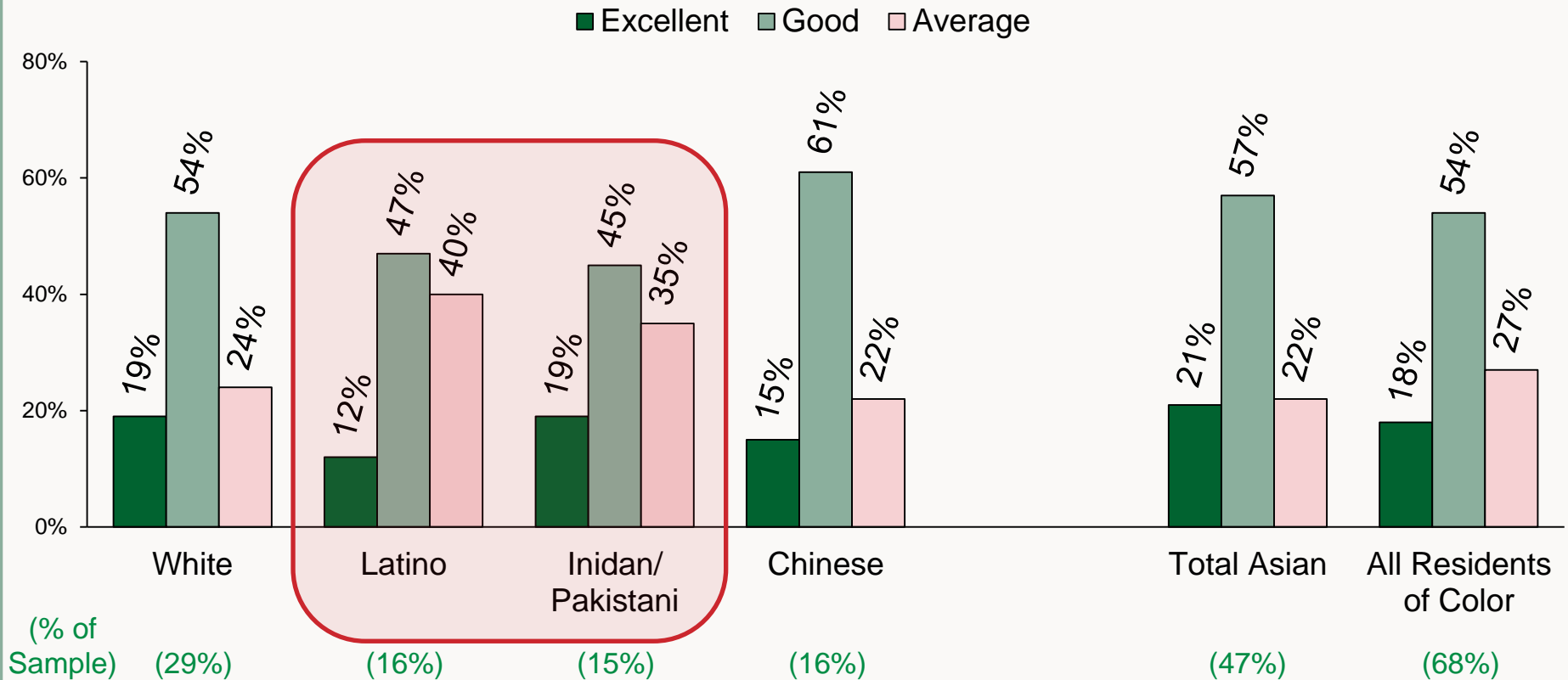
A majority of residents says Fremont is a "good" or "excellent" place to live.

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?



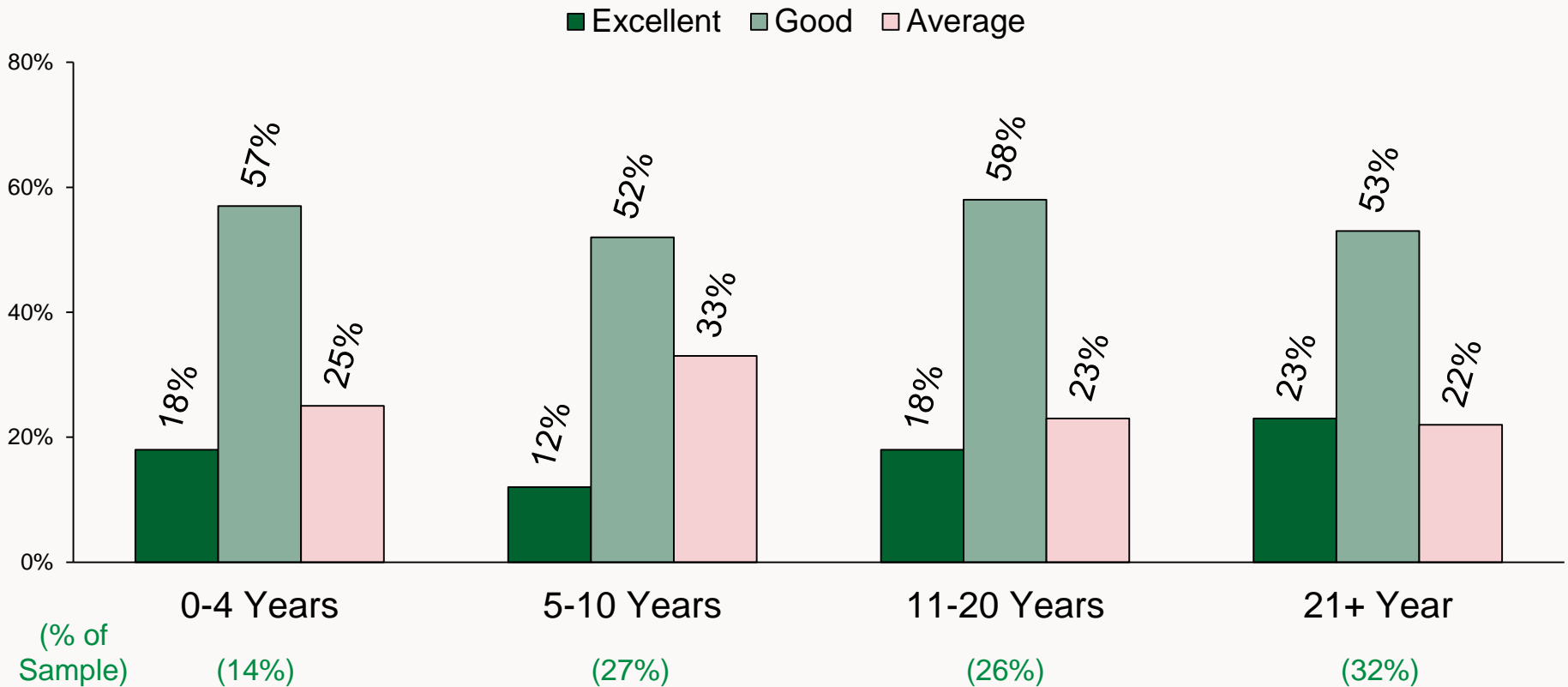
Though all ethnic groups view living in Fremont positively, Latinos and Indians/Pakistanis are somewhat less enthusiastic.

Ethnicity



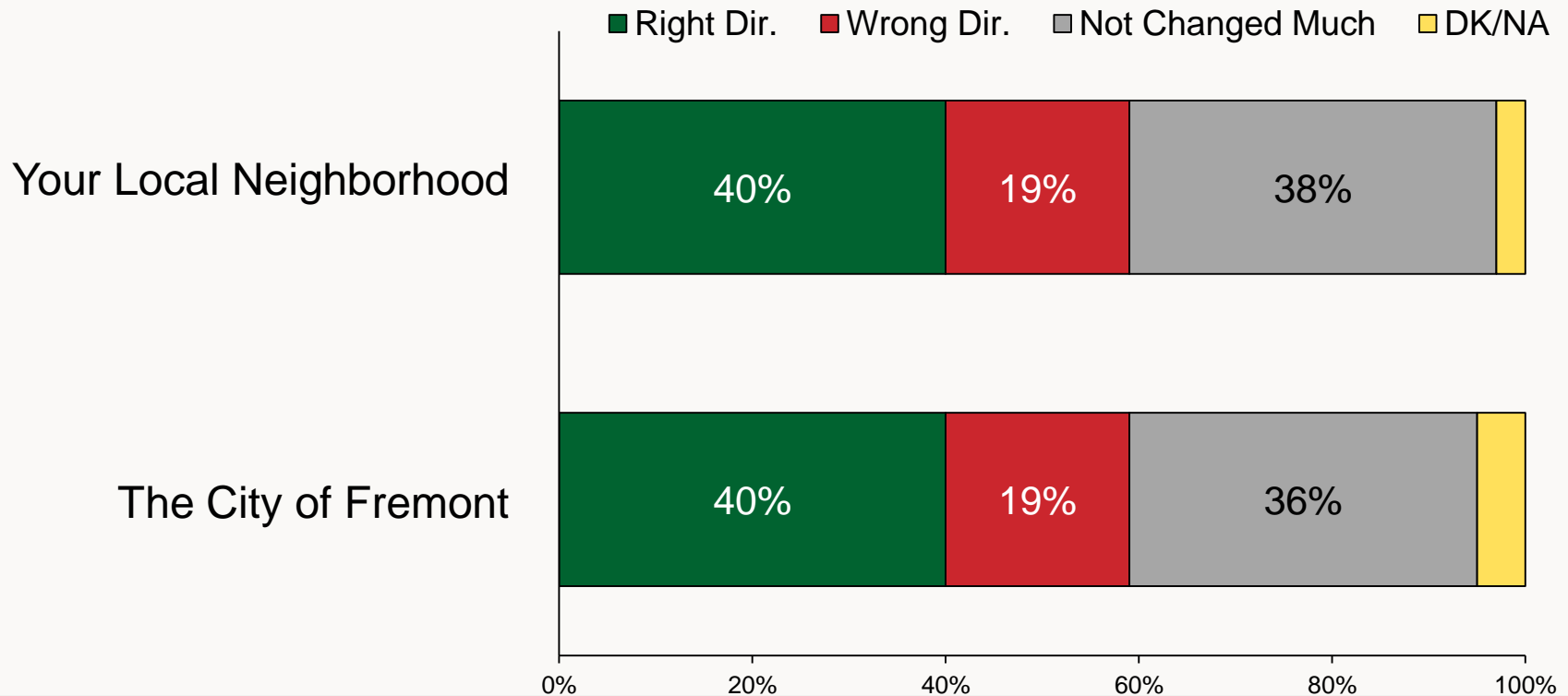
Longer-term and shorter-term residents feel equally positive.

How Long Have You Lived in Fremont?

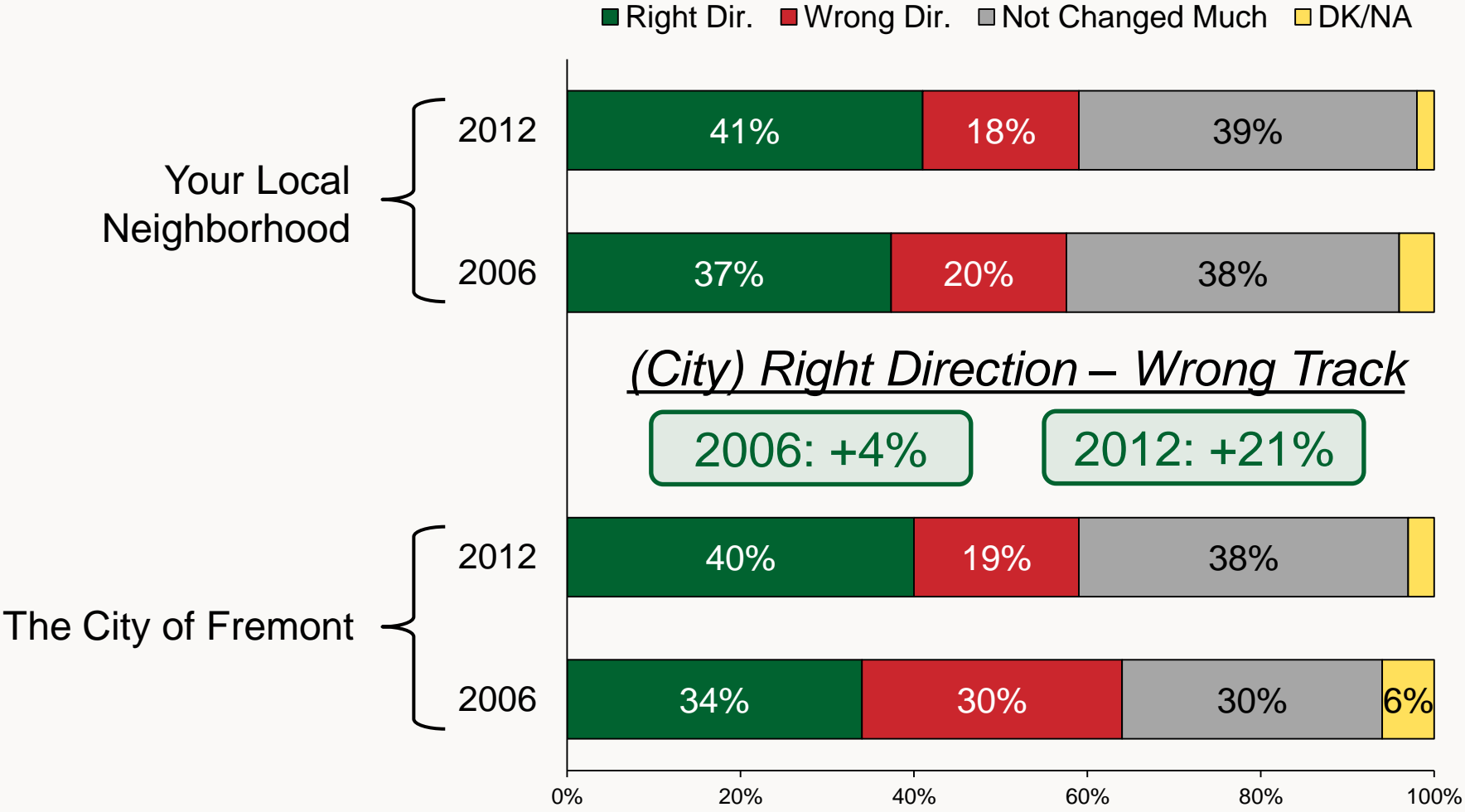


Residents are more likely to feel things are improving in the City than getting worse.

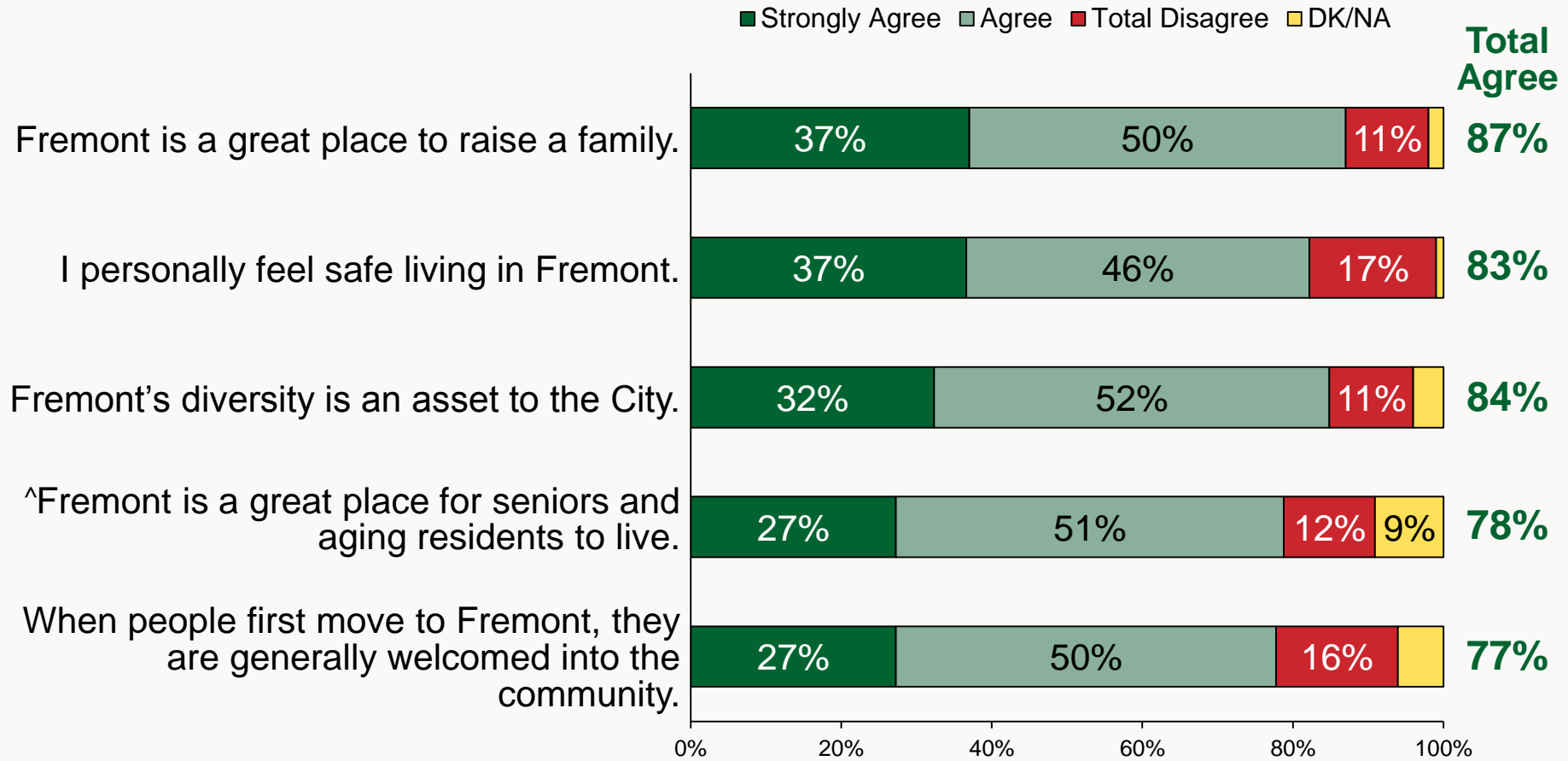
*Would you say that things in **The City of Fremont/Your Local Neighborhood** have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?*



Since 2006, voters' impressions of the City have noticeably improved.



There is a broad consensus that Fremont is a welcoming city for families and seniors, and that the City's diversity is a plus.

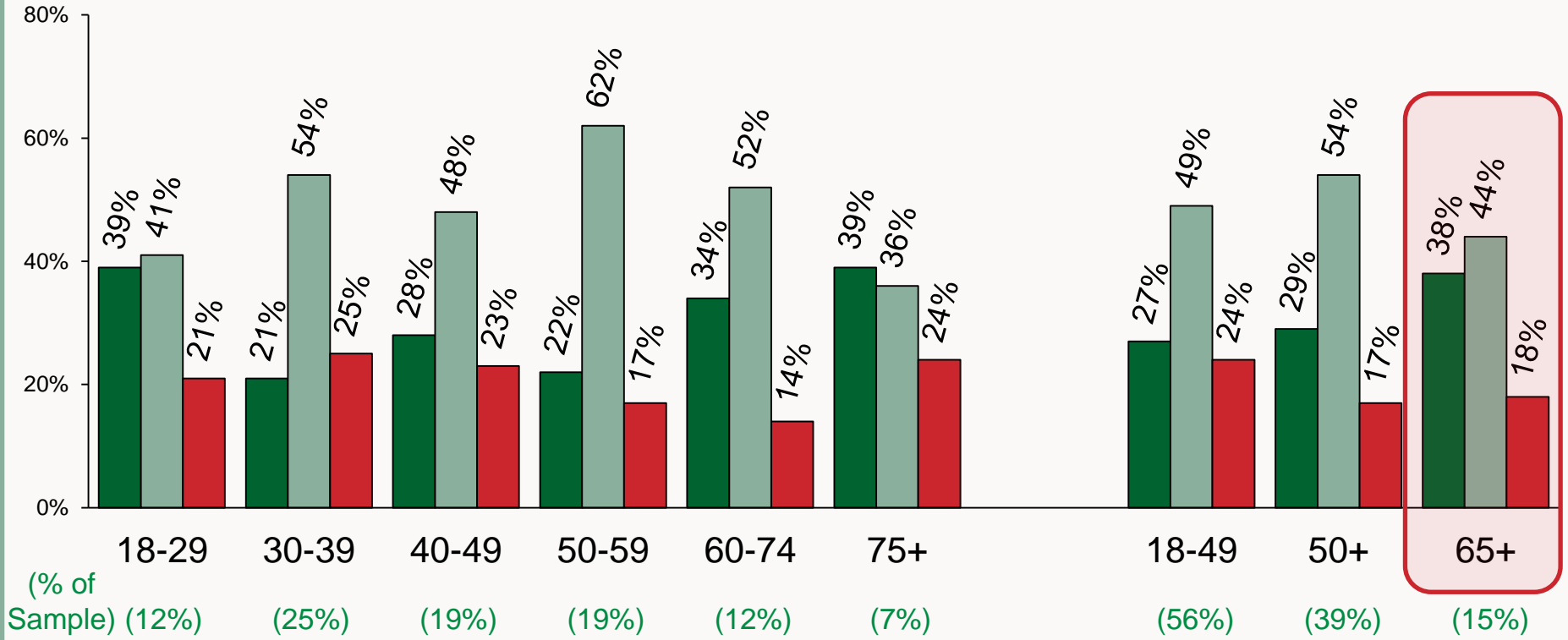


Older residents agree Fremont is great place for seniors to live.

Fremont is a great place for seniors and aging residents to live.

Age

■ Strongly Agree ■ Agree ■ Total Disagree/DK

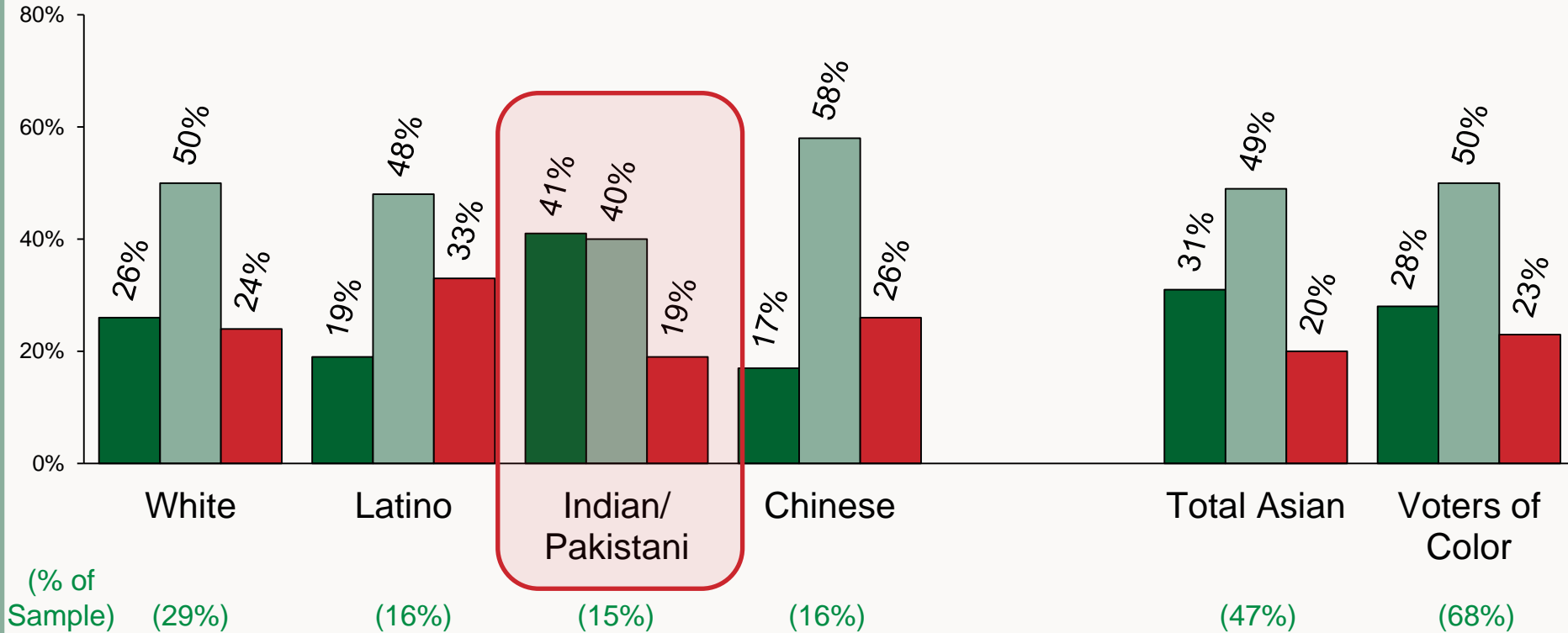


Indian/Pakistani residents feel the City is particularly welcoming...

When people first move to Fremont, they are generally welcomed into the community.

Ethnicity

■ Strongly Agree ■ Agree ■ Total Disagree/DK

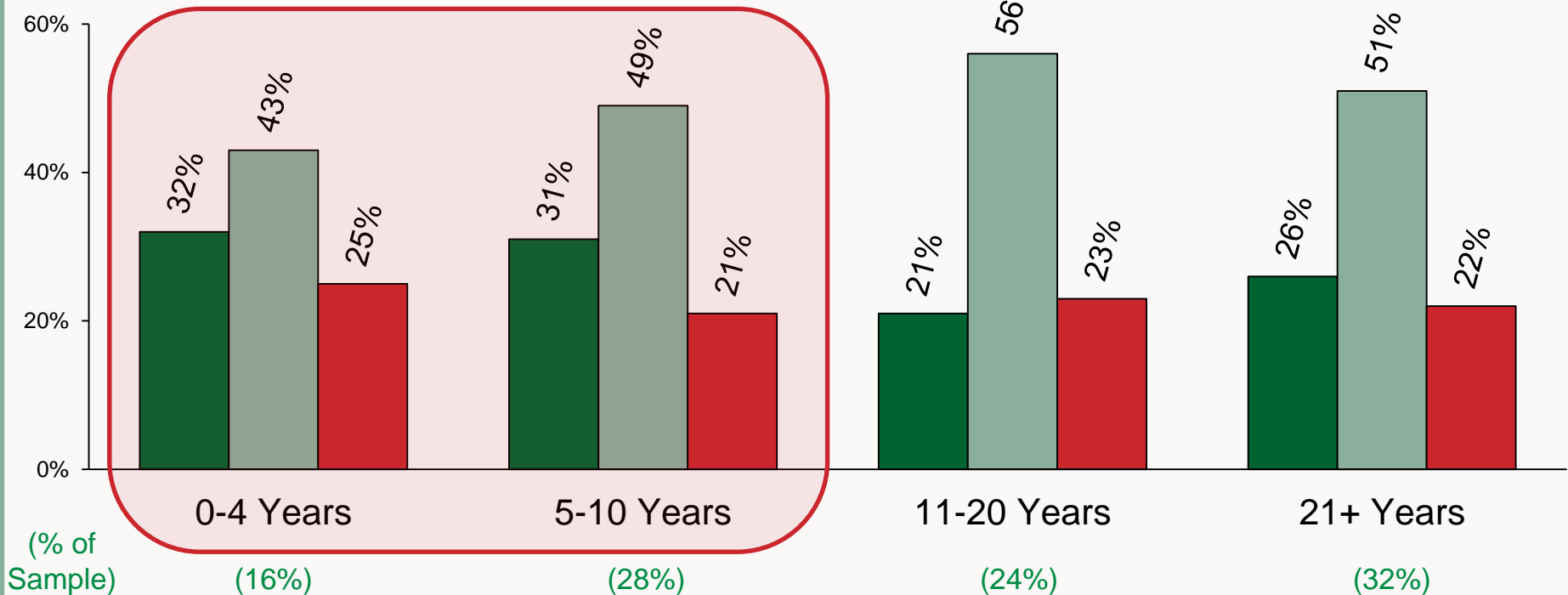


...as do those who have moved to Fremont more recently.

When people first move to Fremont, they are generally welcomed into the community.

How Long Have You Lived In Fremont?

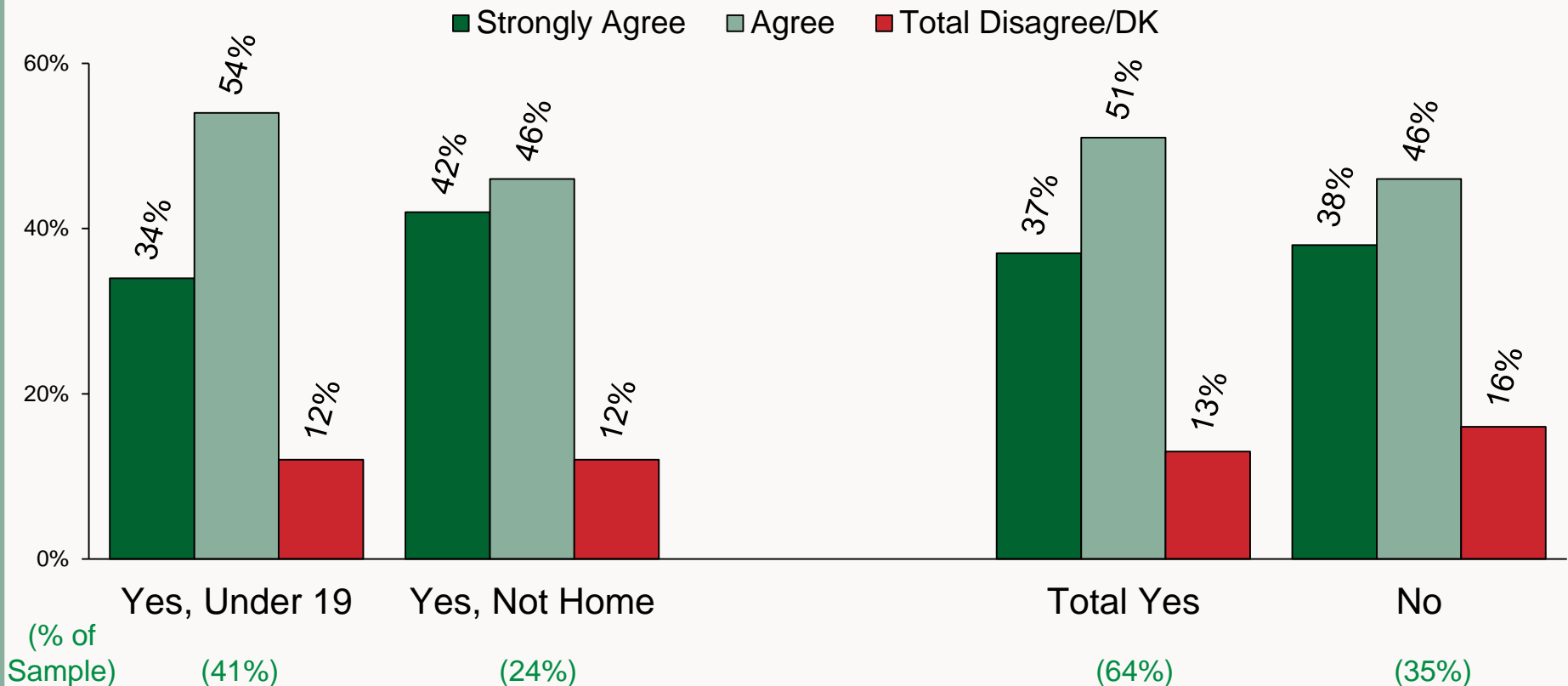
■ Strongly Agree ■ Agree ■ Total Disagree/DK



Residents with and without kids feel the City is a great place to raise a family.

Fremont is a great place to raise a family.

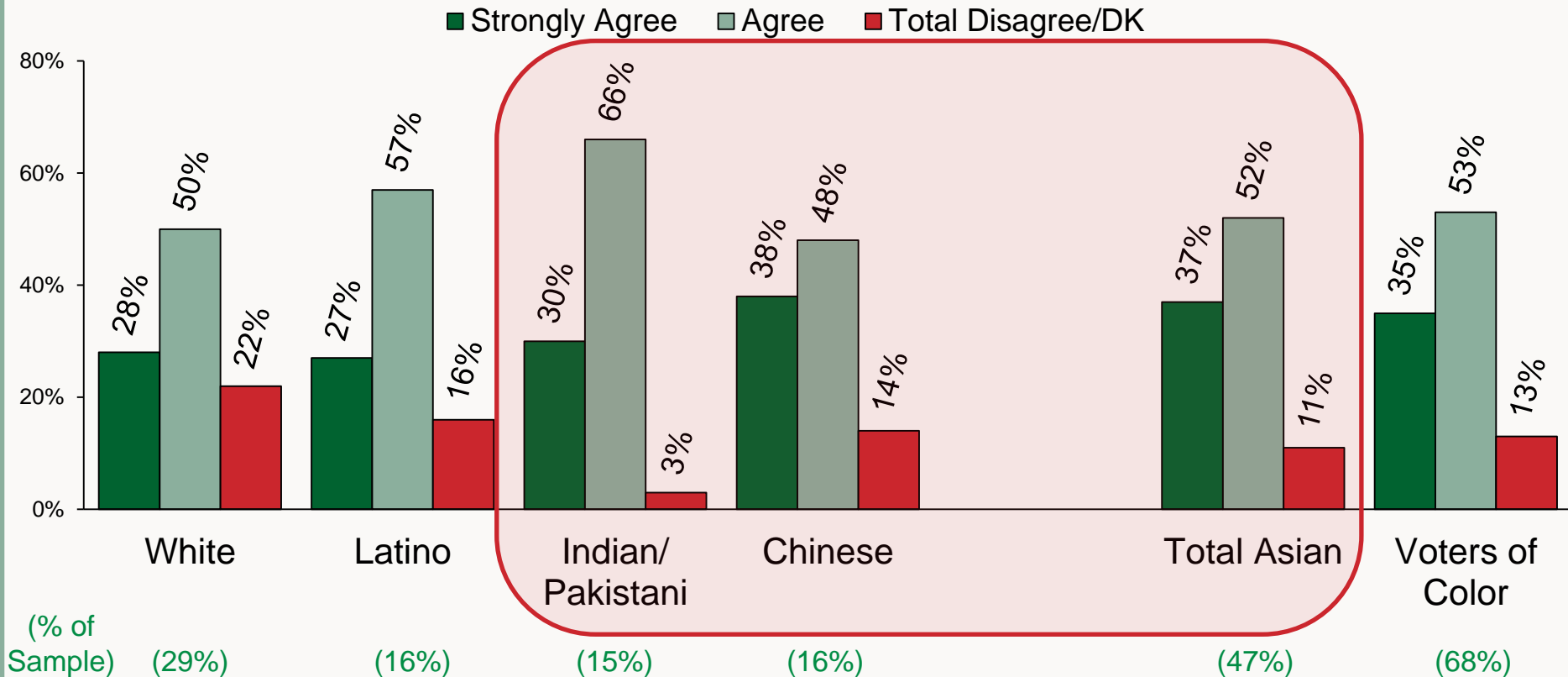
Children



Asian residents are most likely to feel Fremont's diversity is an asset.

Fremont's diversity is an asset to the City.

Ethnicity

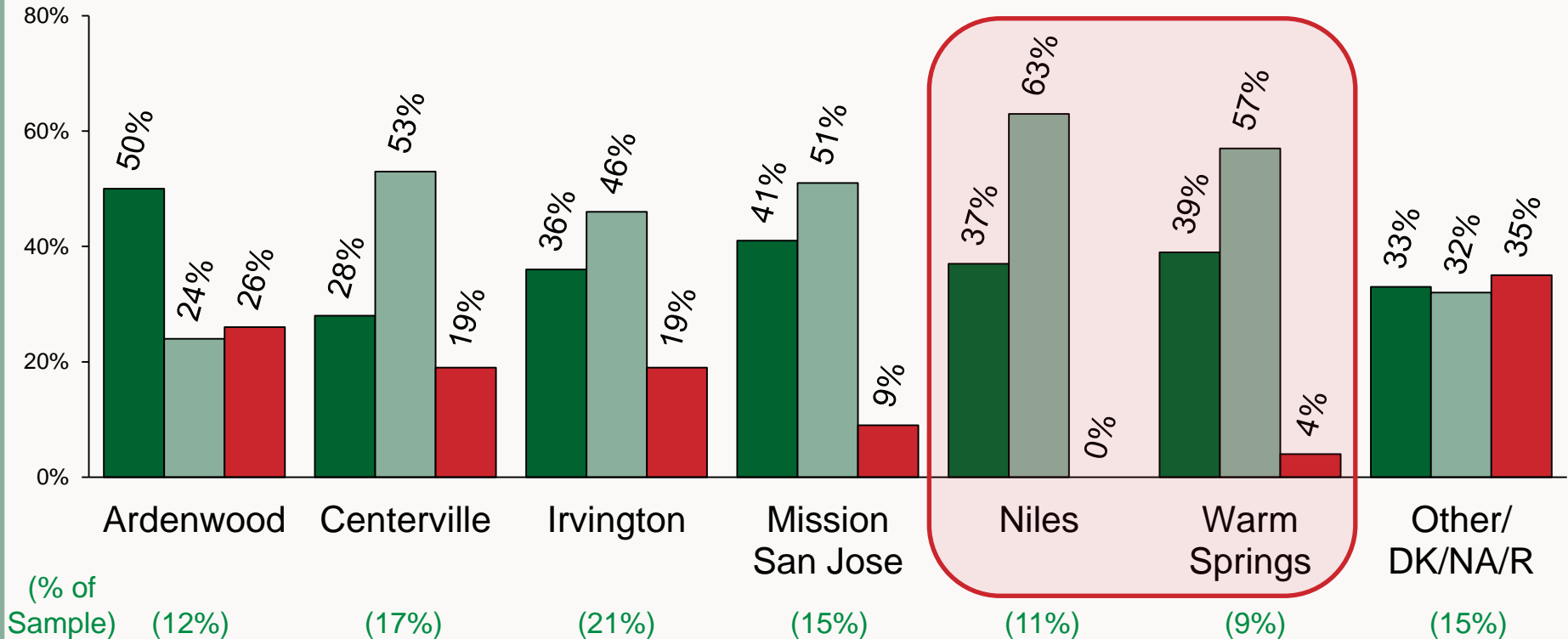


Virtually all Niles and Warm Springs residents feel safe living in Fremont.

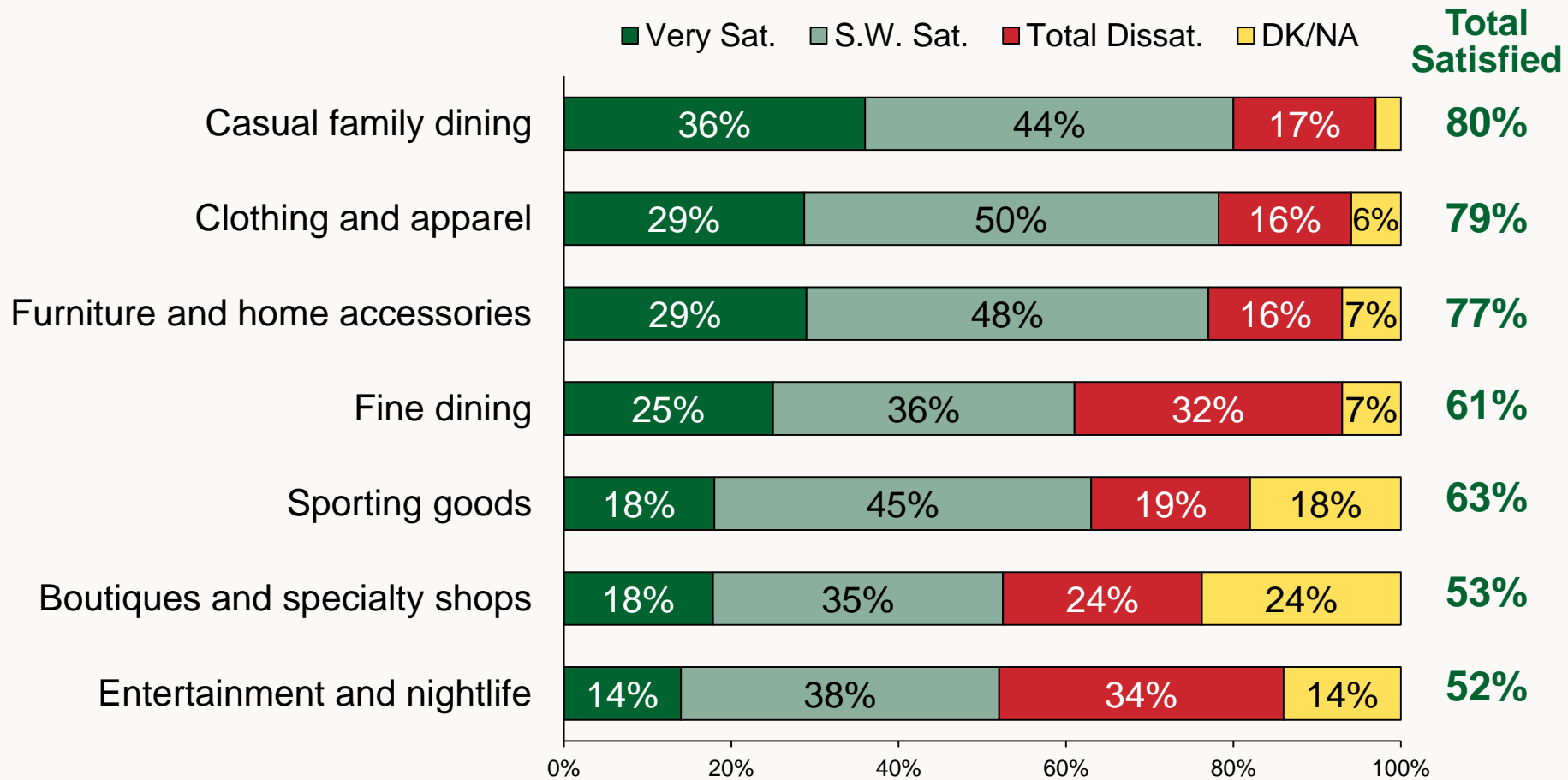
I personally feel safe living in Fremont.

Neighborhood

■ Strongly Agree ■ Agree ■ Total Disagree/DK



Residents are most satisfied with casual dining and clothing/home accessory retail options; they are least satisfied with fine dining and nightlife.



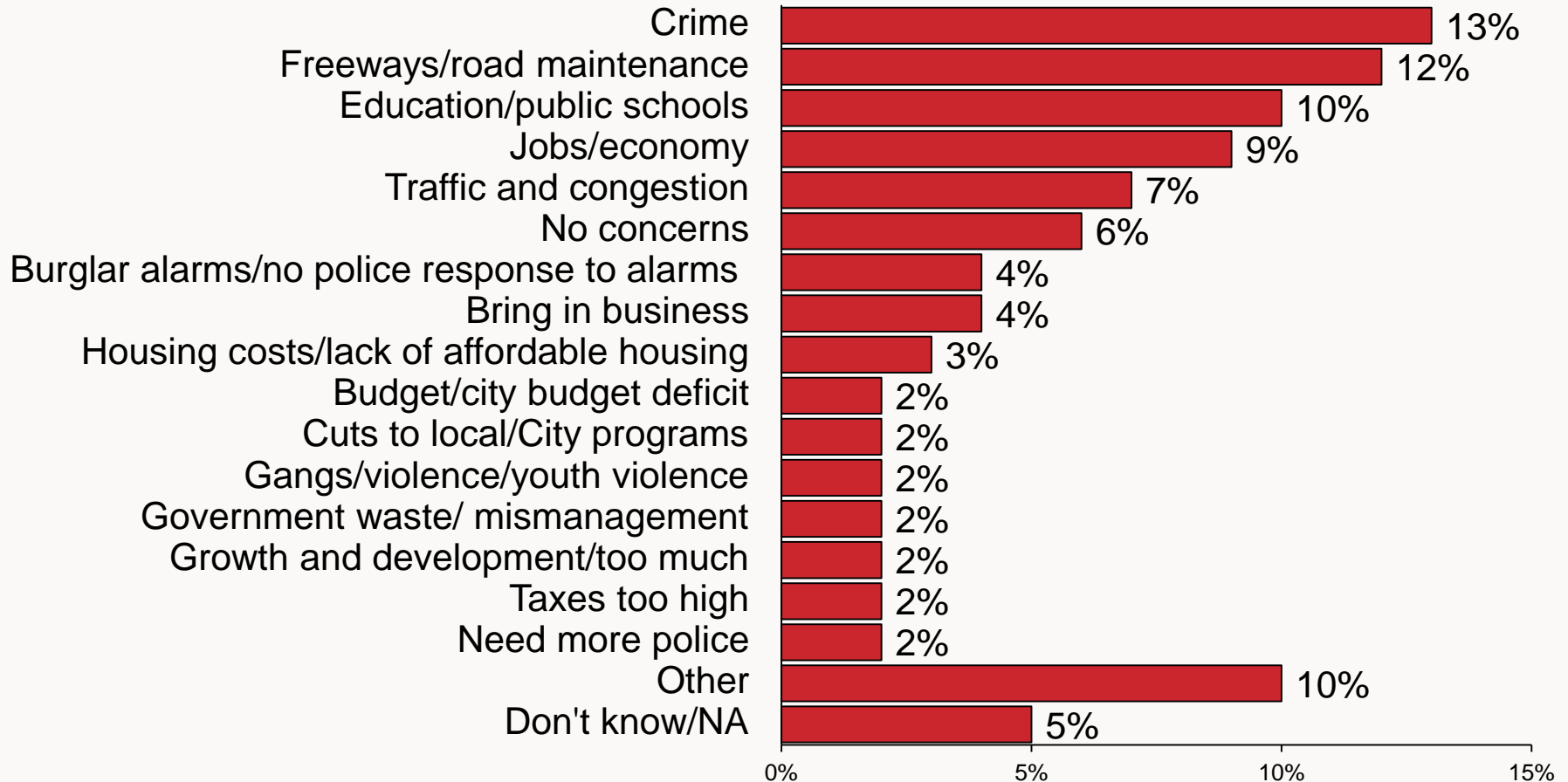


Top Concerns Among Residents

Jobs, roads, education and crime are the top concerns among residents.

What do you think is the most serious problem facing the residents of Fremont that you would like to see city government do something about?

(Open Ended; Responses 2% and Above)

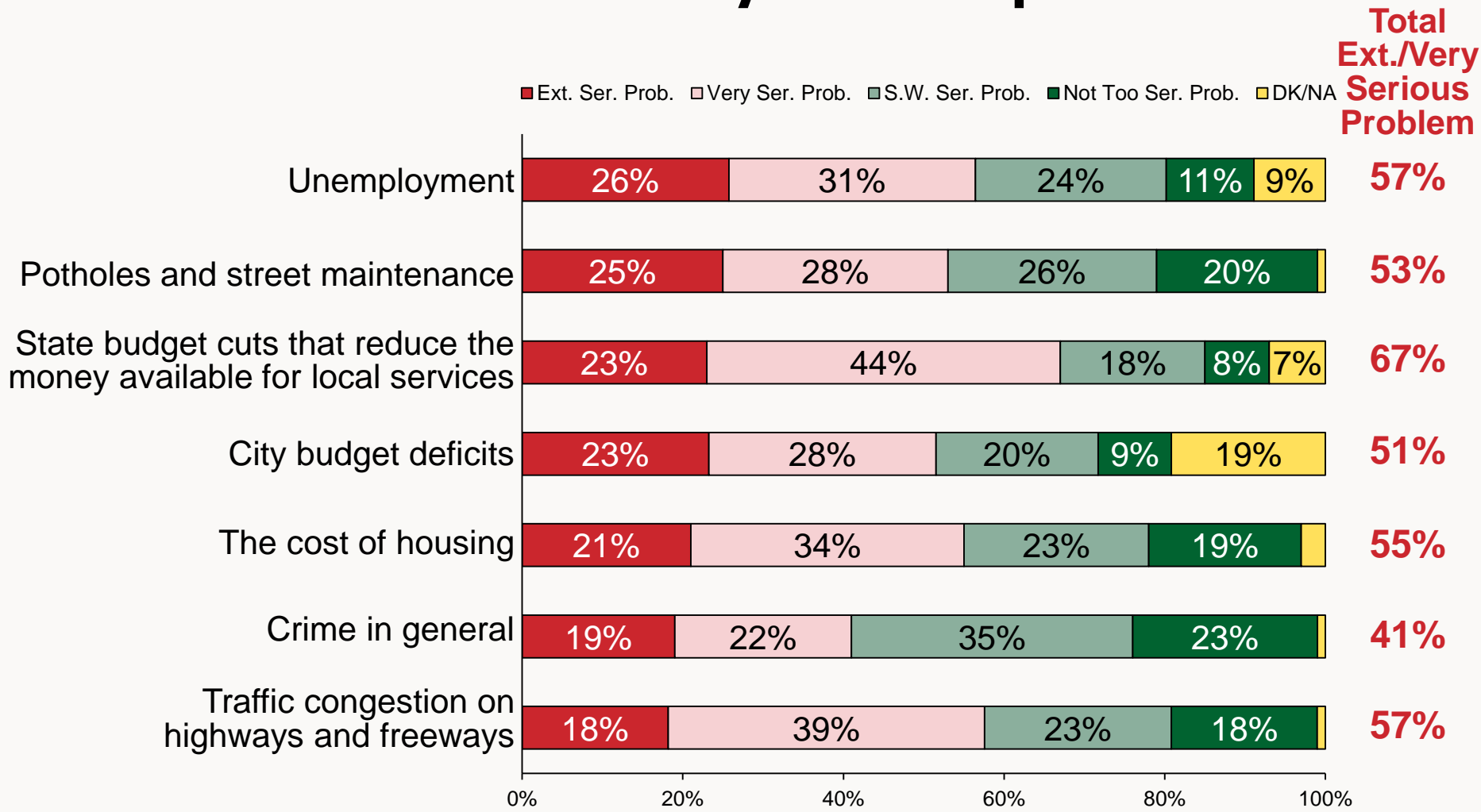


Among voters, economic concerns have grown since 2006.

What do you think is the most serious problem facing the residents of Fremont that you would like to see city government do something about?

Problem	2006	2012	Difference
Jobs/economy	2%	9%	+7%
Nothing/No Concerns	1%	6%	+5%
Bring in business	N/A	4%	+4%
Education/public schools	8%	10%	+2%
Cuts to local/City programs	0%	2%	+2%
Government waste/ mismanagement	1%	2%	+1%
Roads/streets/Freeway maintenance*	11%	12%	+1%
Taxes too high	2%	2%	0%
Burglar alarms/no police response to alarms	4%	4%	0%
Housing costs/lack of affordable housing	4%	3%	-1%
Crime	14%	13%	-1%
Traffic and congestion	9%	7%	-2%
Immigration	3%	1%	-2%
Budget/city budget deficit	4%	2%	-2%
Better/more police/fire services*	5%	2%	-3%
Gangs/violence/youth violence	5%	2%	-3%
Growth and development/too much	5%	2%	-3%

Economic/budget issues and roads are seen as most concerning, but relatively few see these issues as “extremely serious” problems.

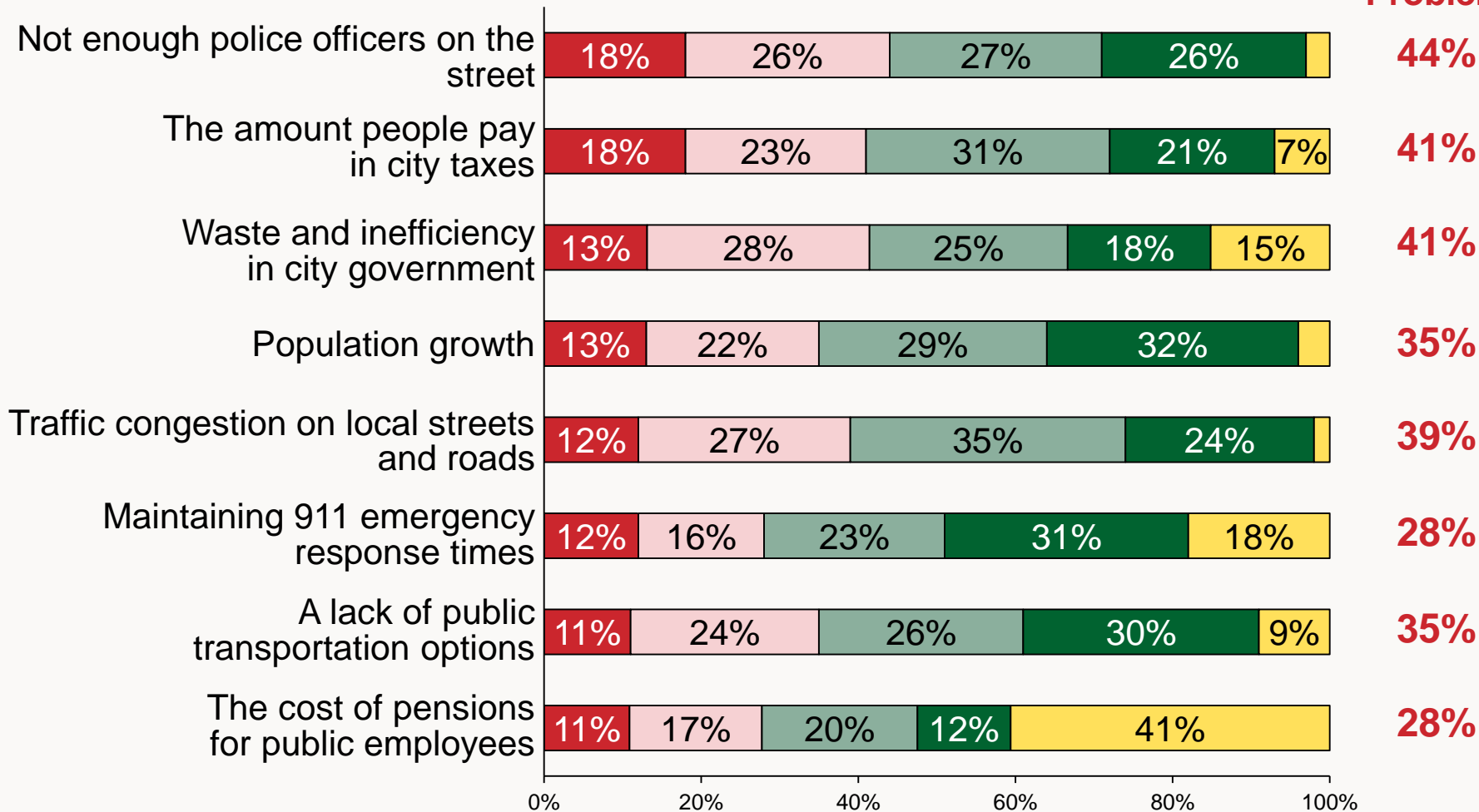


10. Now I am going to mention a list of issues people in the City of Fremont may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Fremont. Split Sample.

Other issues generate little intense worry.

■ Ext. Ser. Prob. □ Very Ser. Prob. ■ S.W. Ser. Prob. ■ Not Too Ser. Prob. □ DK/NA

**Total
Ext./Very
Serious
Problem**

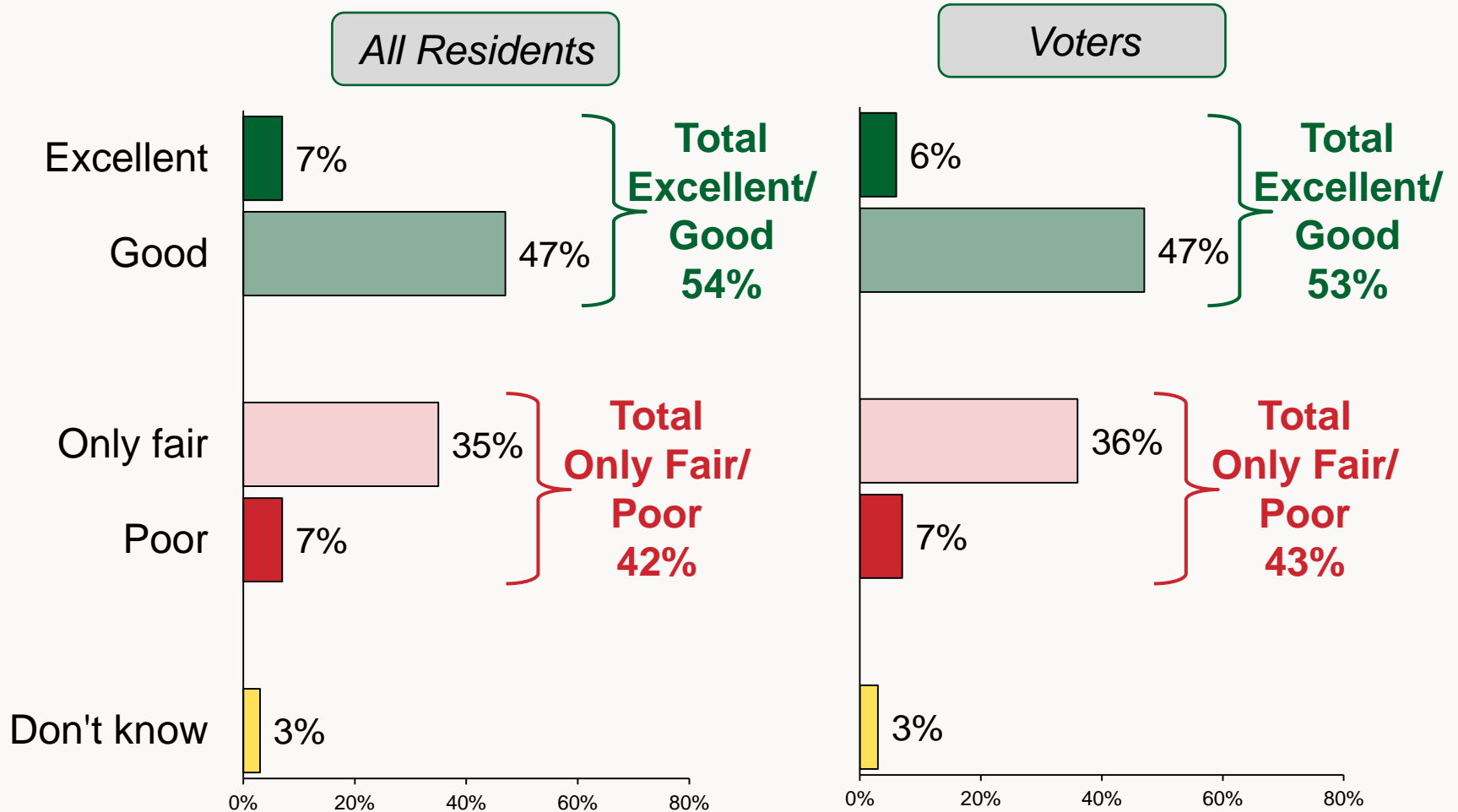




Attitudes Toward City Government

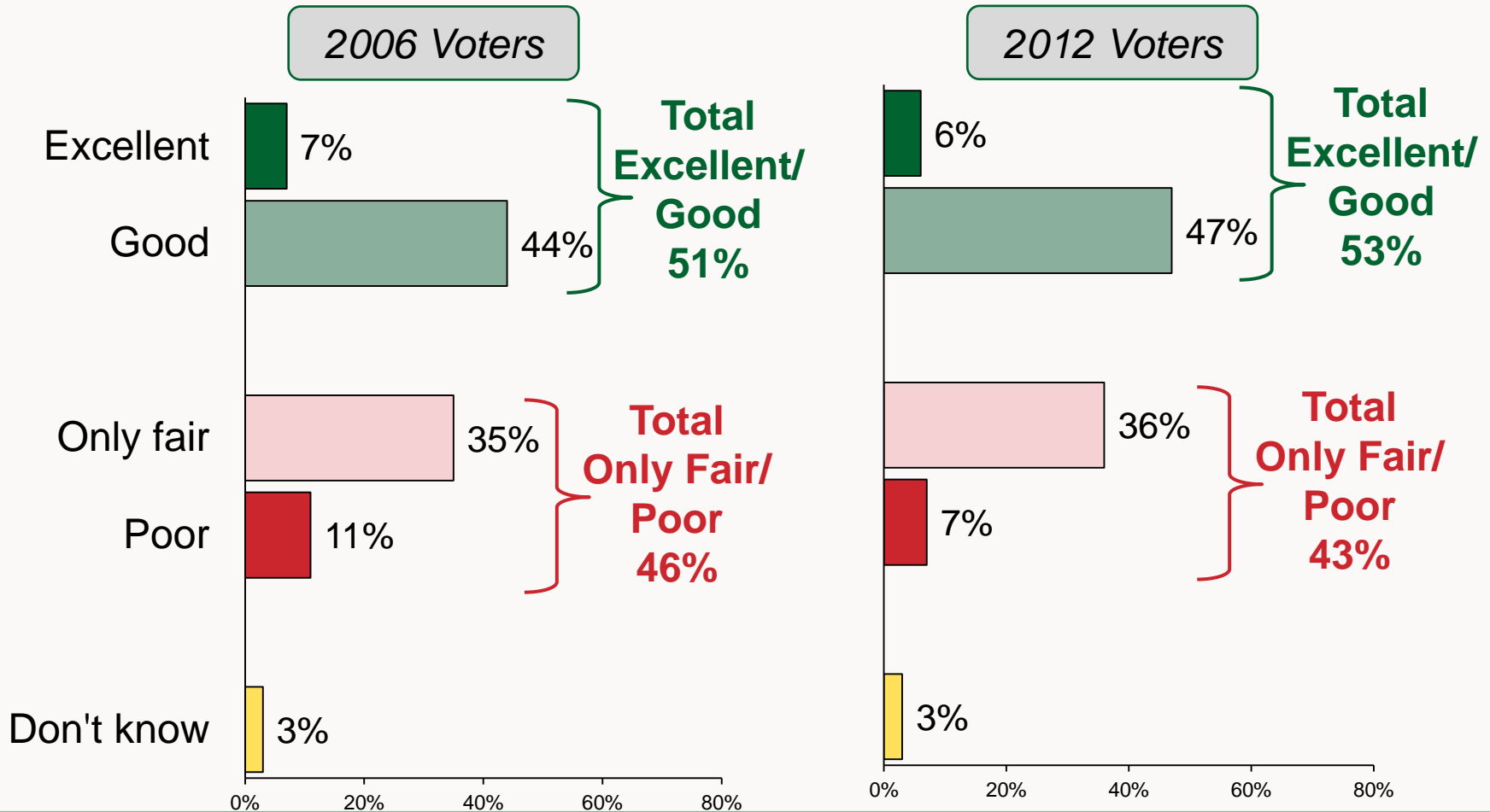
Though few hold strong opinions, most feel the City is doing a good job...

How would you rate the overall job being done by Fremont city government in providing services to the City's residents?



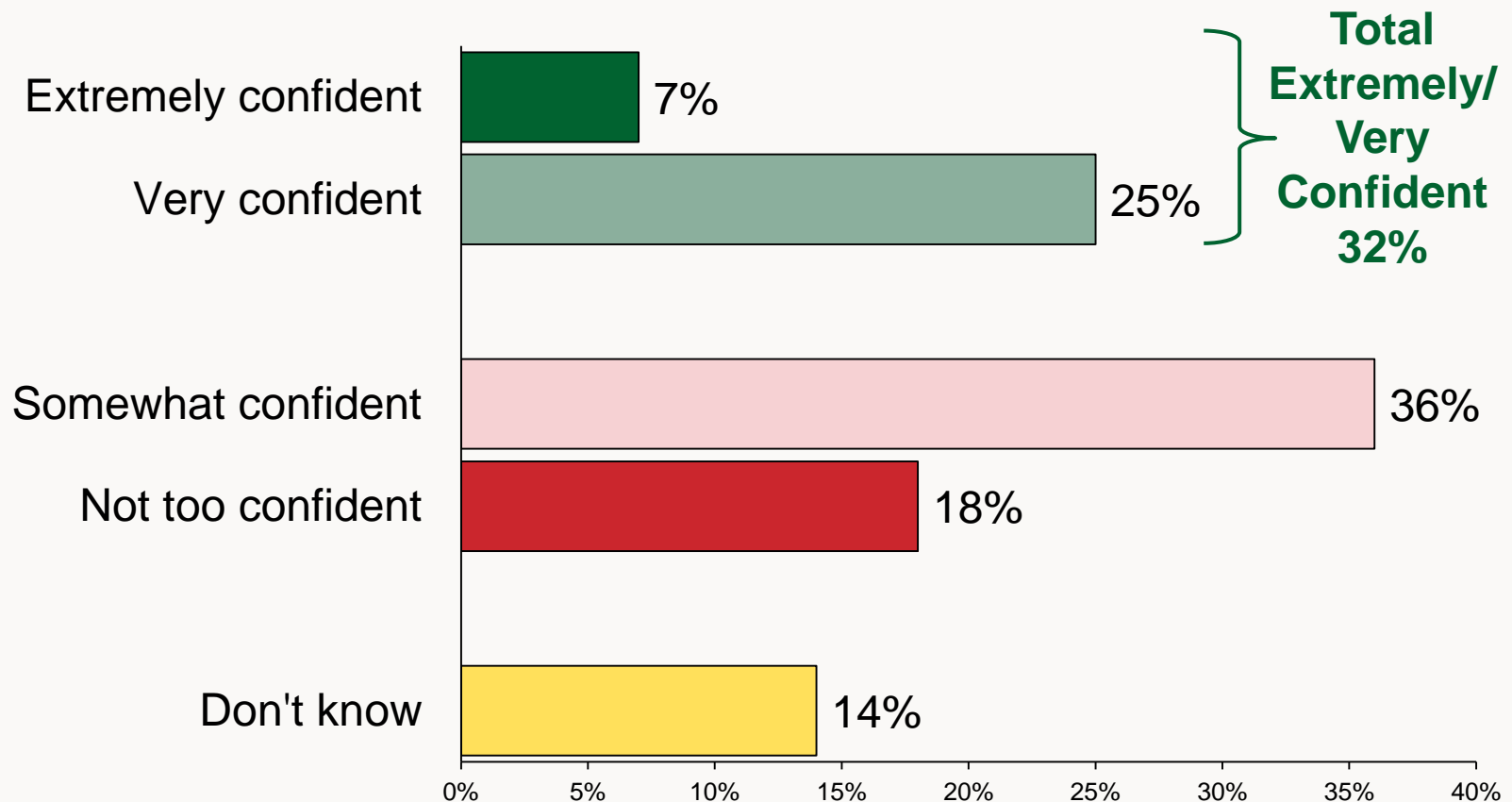
...sentiment that has remained consistent among voters since 2006.

How would you rate the overall job being done by Fremont city government in providing services to the City's residents?



A majority of residents is at least “somewhat” confident that the city government operates with transparency and accountability.

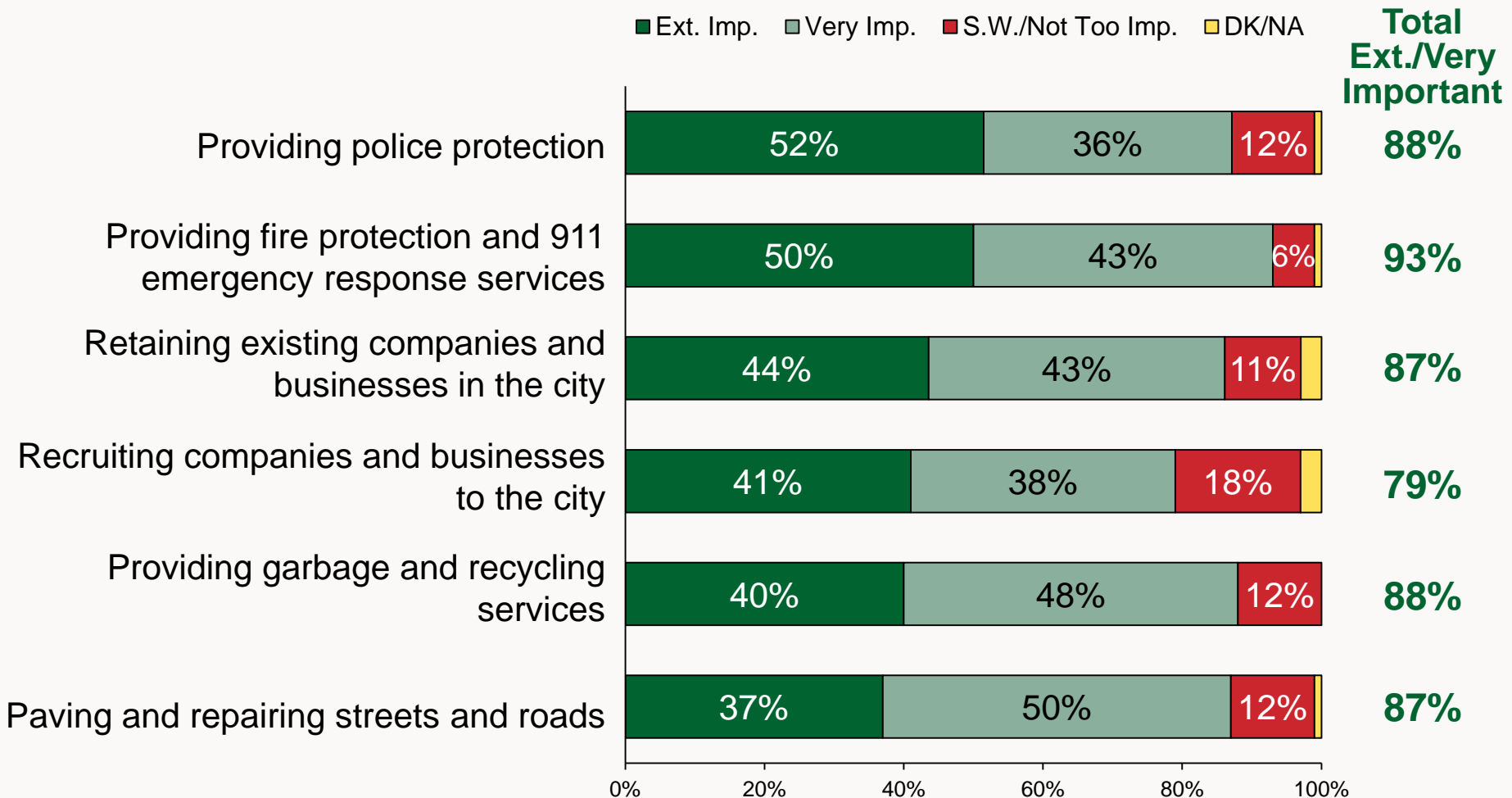
How confident are you that Fremont City government operates in a way that is open and accountable to the public?



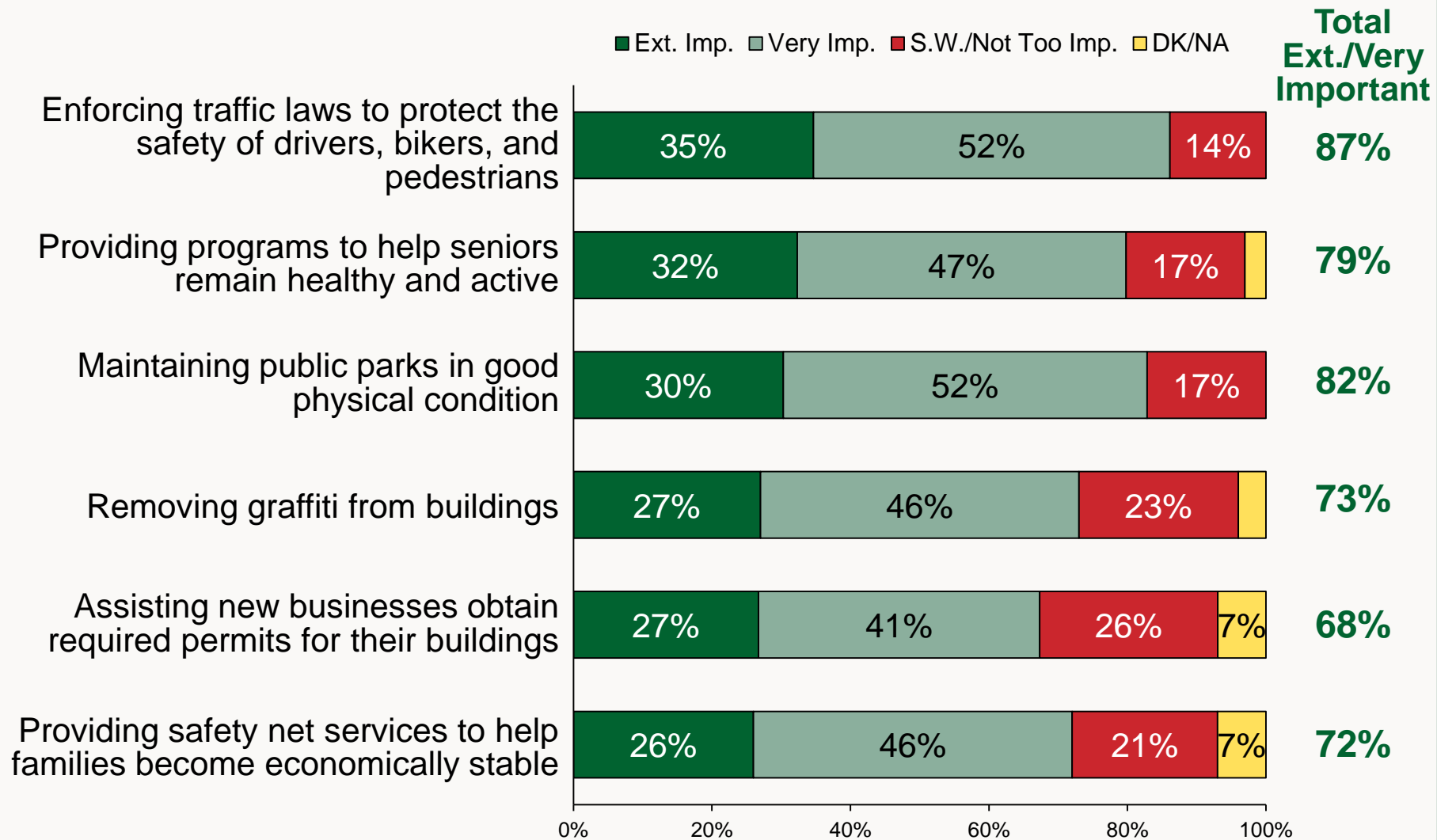
Assessing City Services

- *Survey respondents were provided with a list of City services.*
- *First, they were asked to indicate how “important” each service is to making Fremont a good place to live.*
- *Second, they were asked to indicate how “satisfied” they are with the job being done by Fremont in providing that service.*

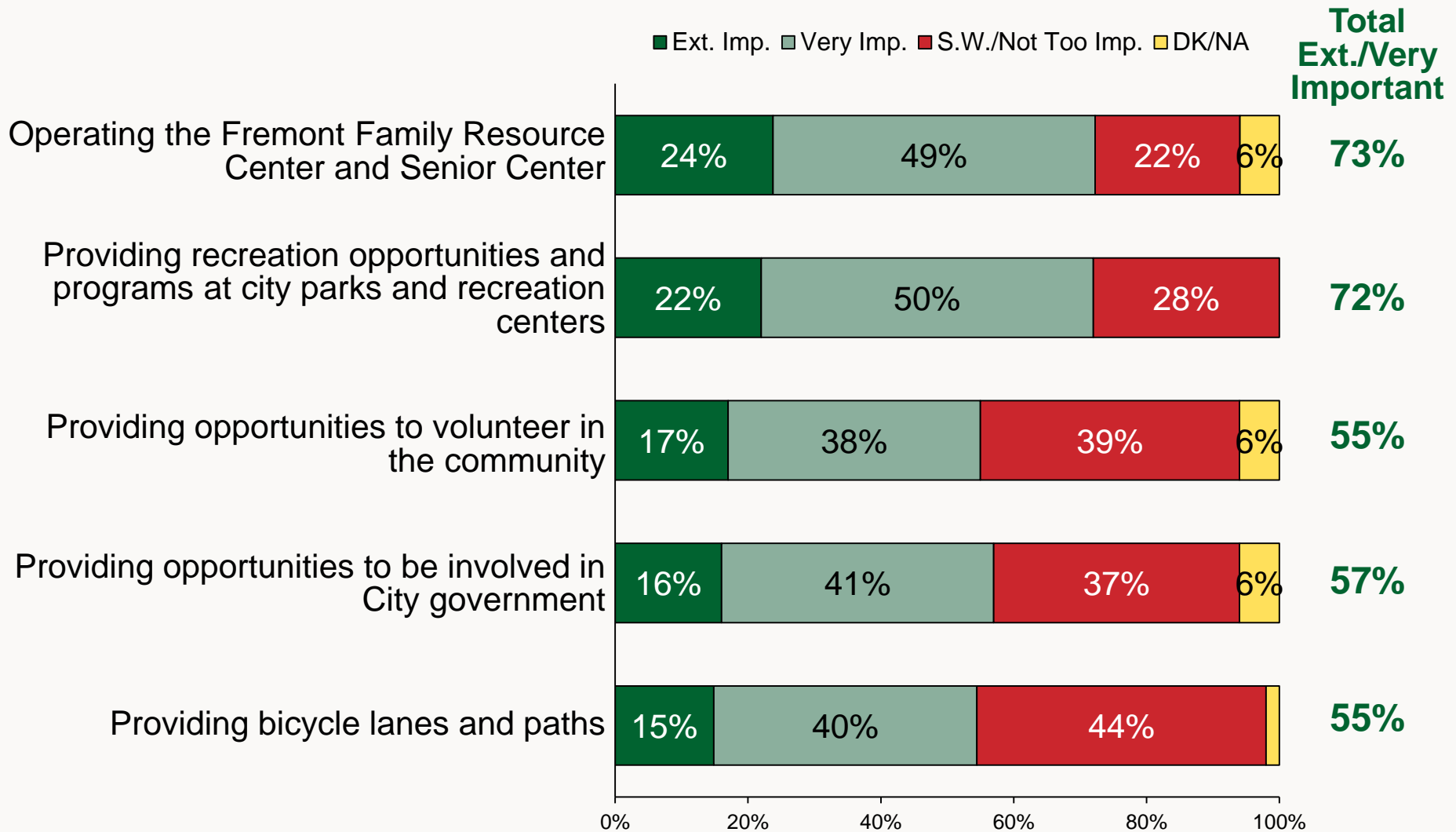
Public safety services are seen as most important, followed by economic development, garbage/recycling and roads.



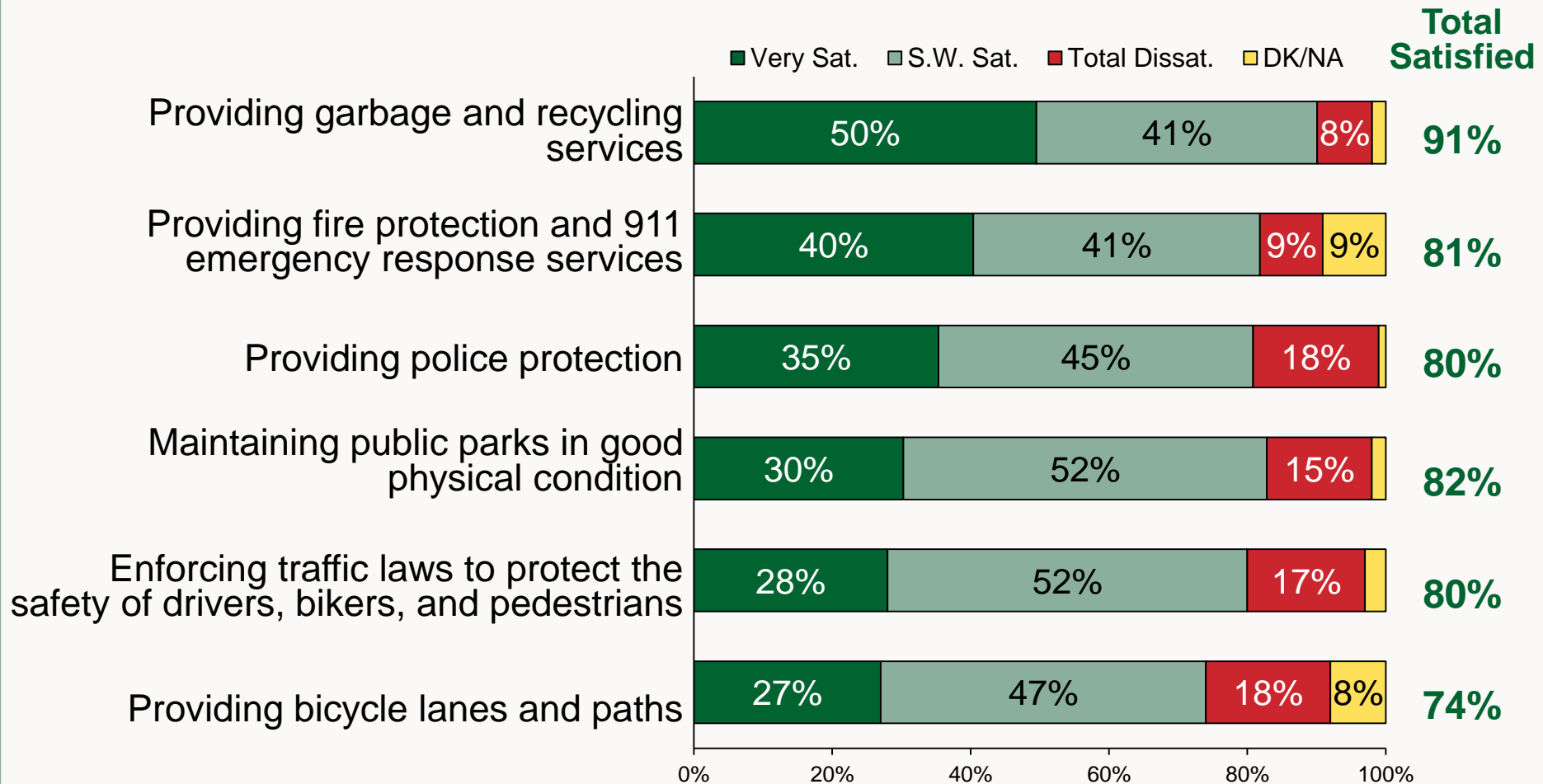
Other important services include parks, senior programs, graffiti removal, safety net services.



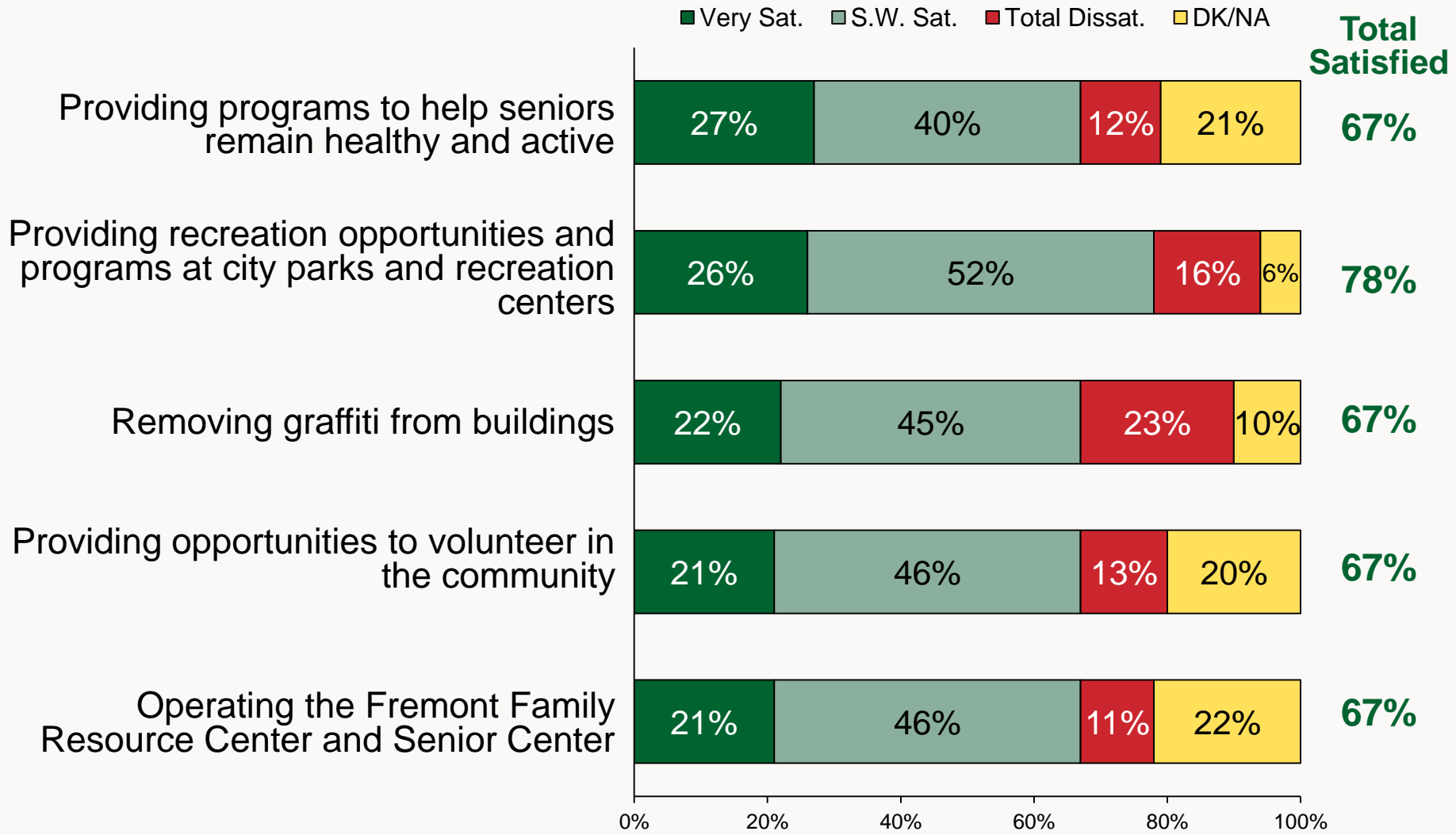
Community/government involvement and bicycle lanes are seen a less important.



Satisfaction levels are highest for garbage/recycling, public safety and parks services, and bicycle lanes.

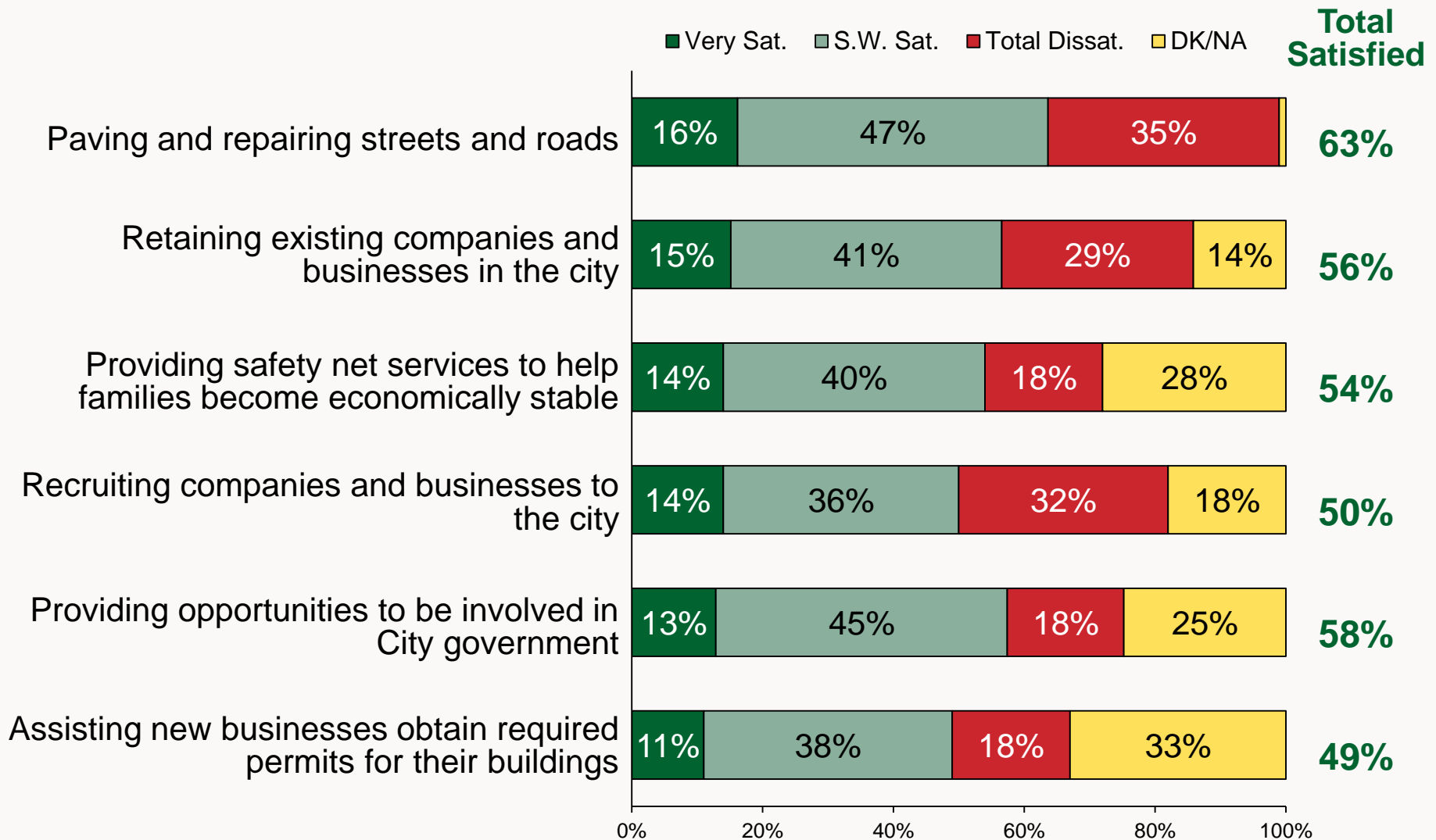


Residents are generally satisfied with other community services.

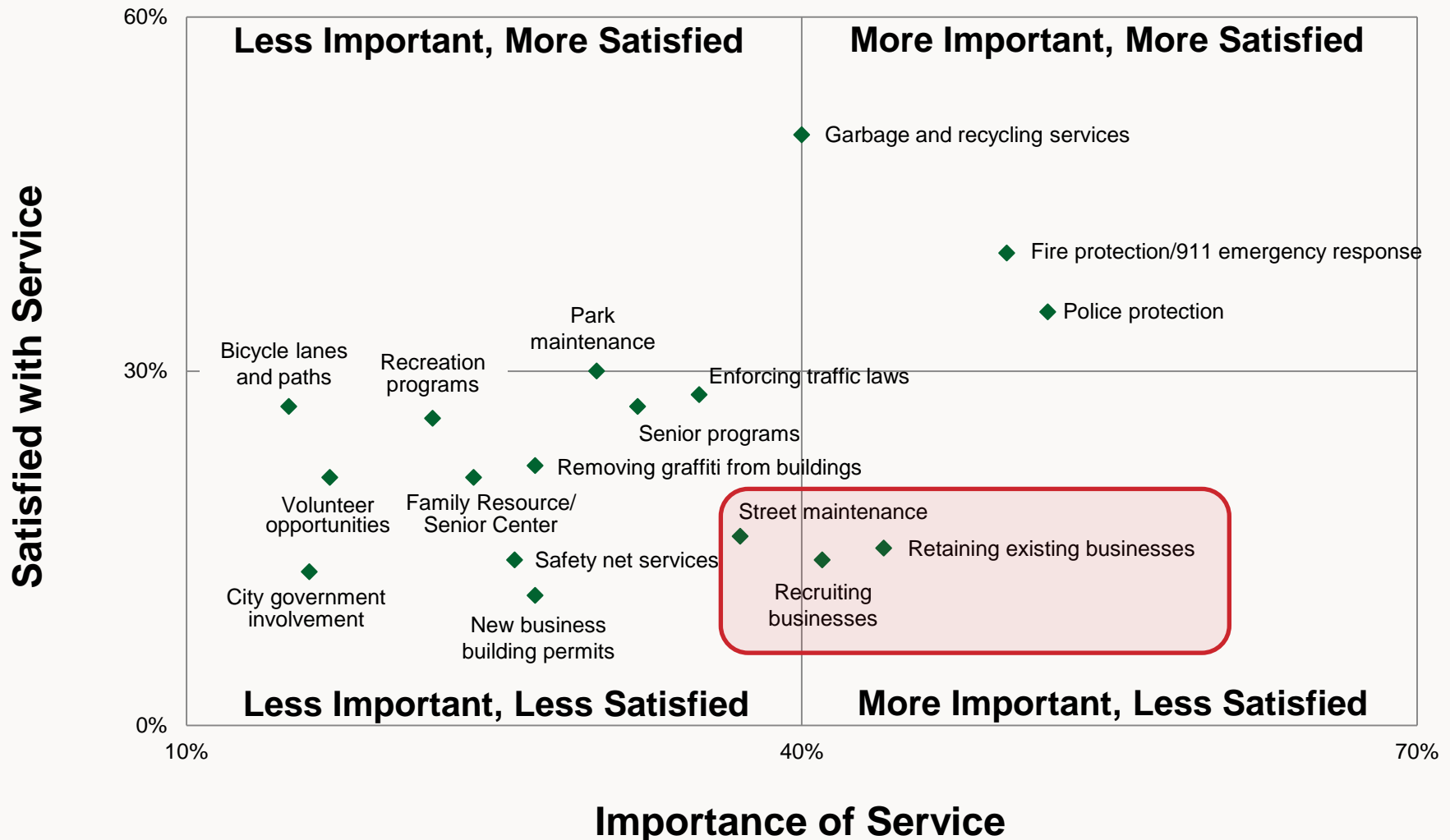


15. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.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

Satisfaction levels are comparatively lower for services related to the local economy.



There appears to be an importance/satisfaction gap with economic development and street maintenance services.



14. 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.

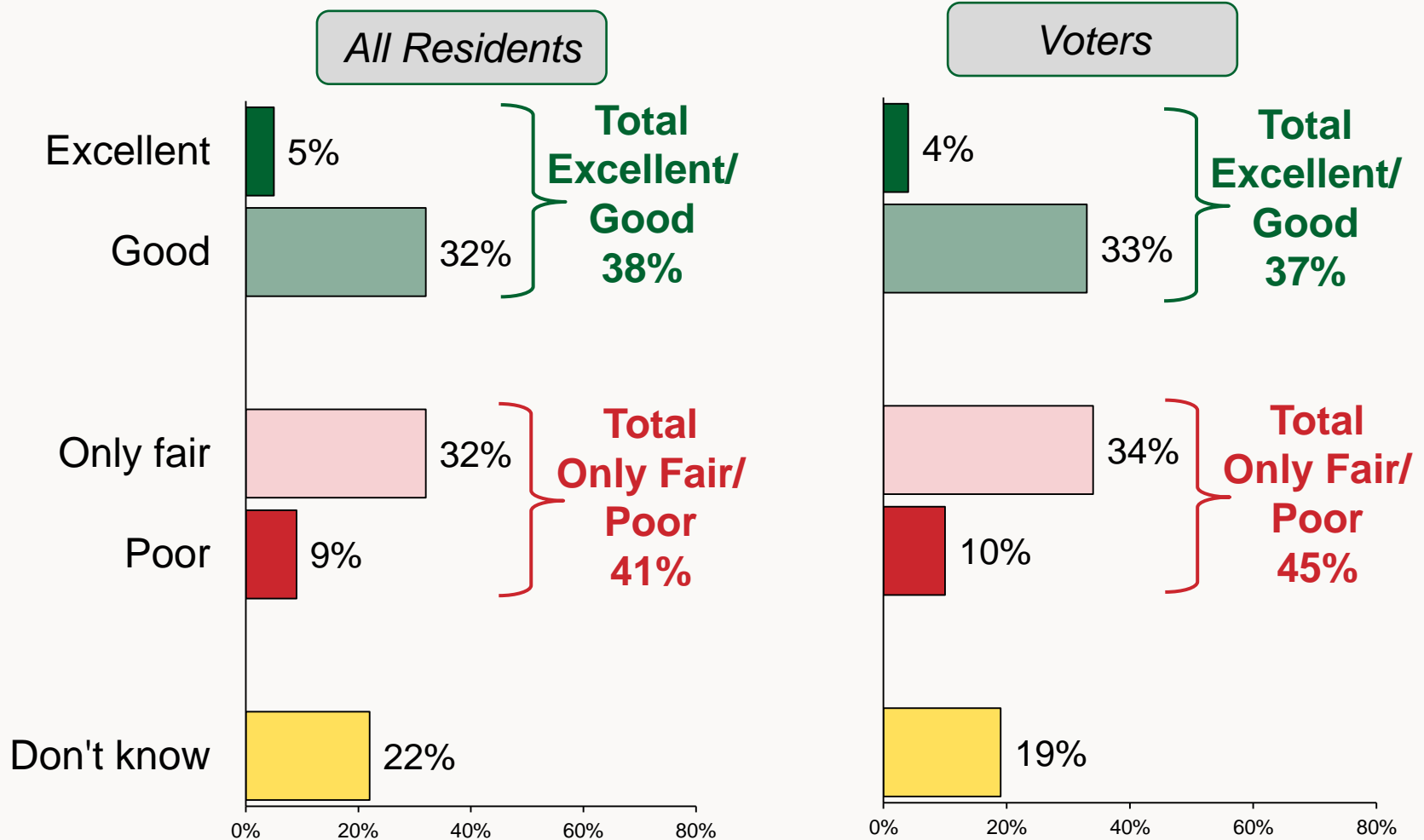
15. Please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. Split Sample.



Residents and Voters Assess the City Budget

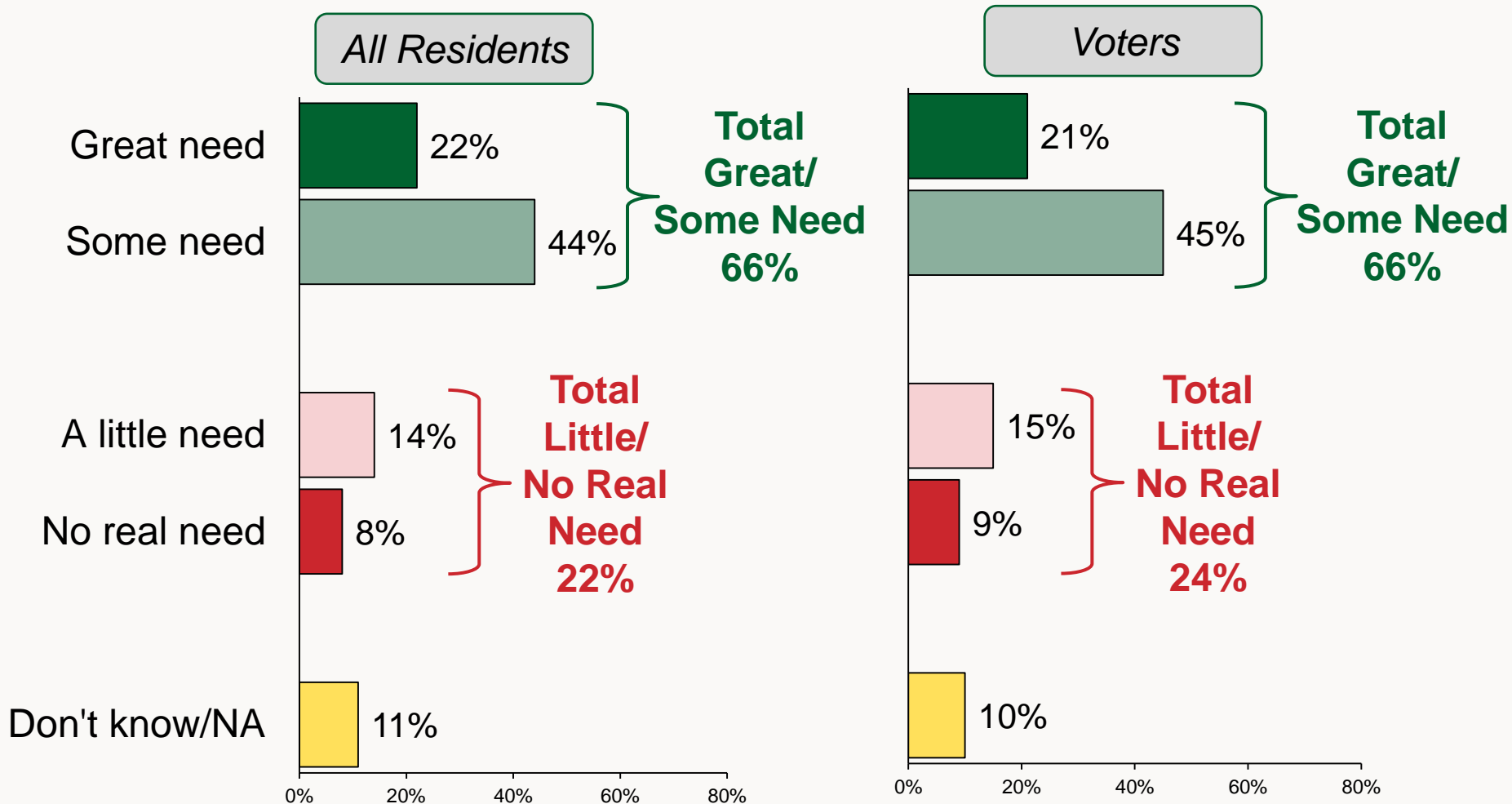
Most residents say the city is doing a "good" or "fair" job managing its budget.

How would you rate the overall job the City of Fremont does managing its budget: excellent, good, only fair, or poor?



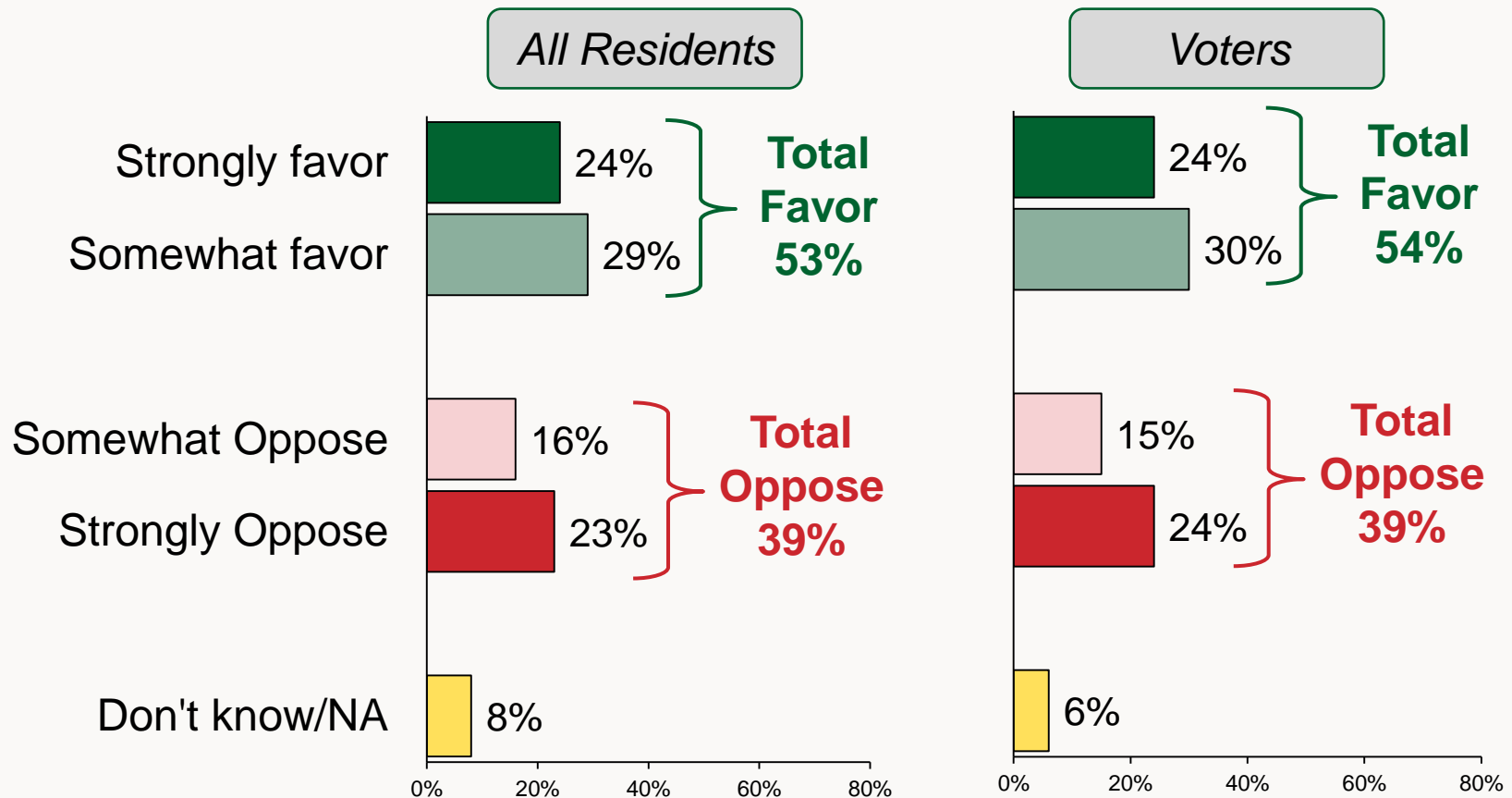
While a majority feels the City has “some” need for funding, few feel the need is “great.”

Would you say that to maintain essential services, the City of Fremont has a great need for additional funding, some need, a little need, or no real need for additional funding?

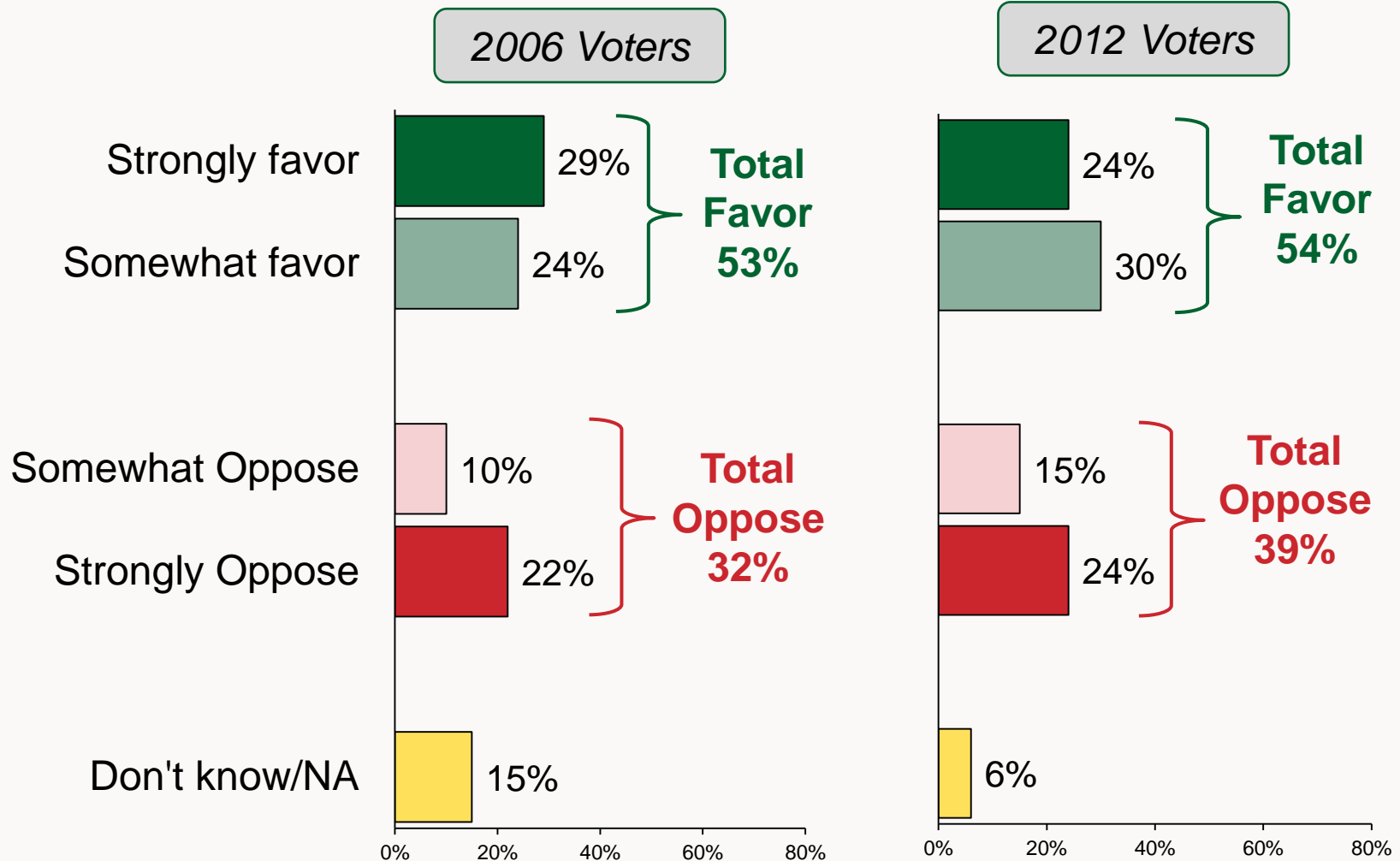


A slim majority would favor a small tax increase to maintain and protect essential city services.

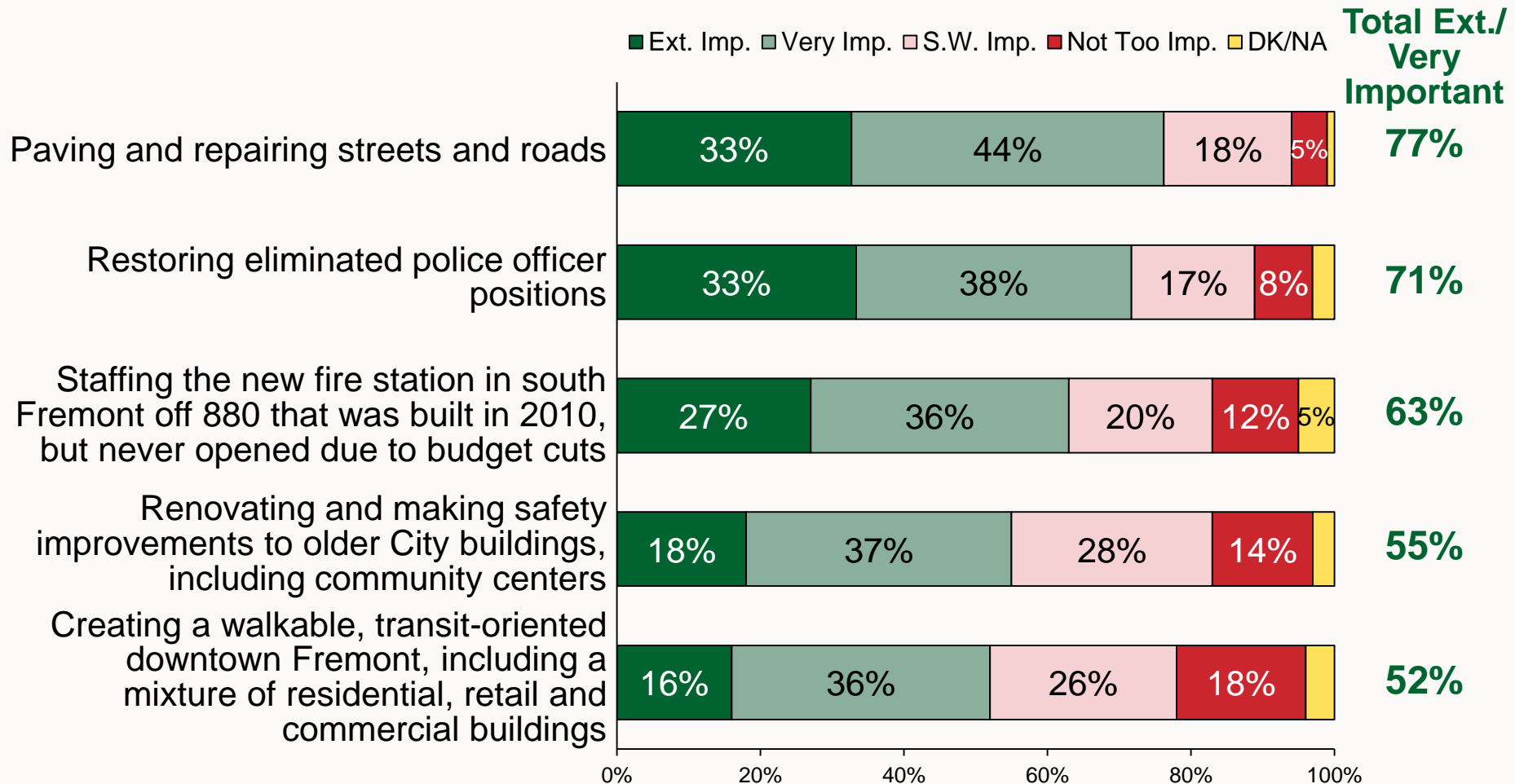
Suppose there were a measure on the City of Fremont ballot asking voters to approve a small tax increase to maintain and protect the level of essential services – including police, fire, street and park maintenance, and youth and senior services – currently provided by the City, and to restore a number of services that have recently been cut. Would you favor or oppose such a ballot measure?



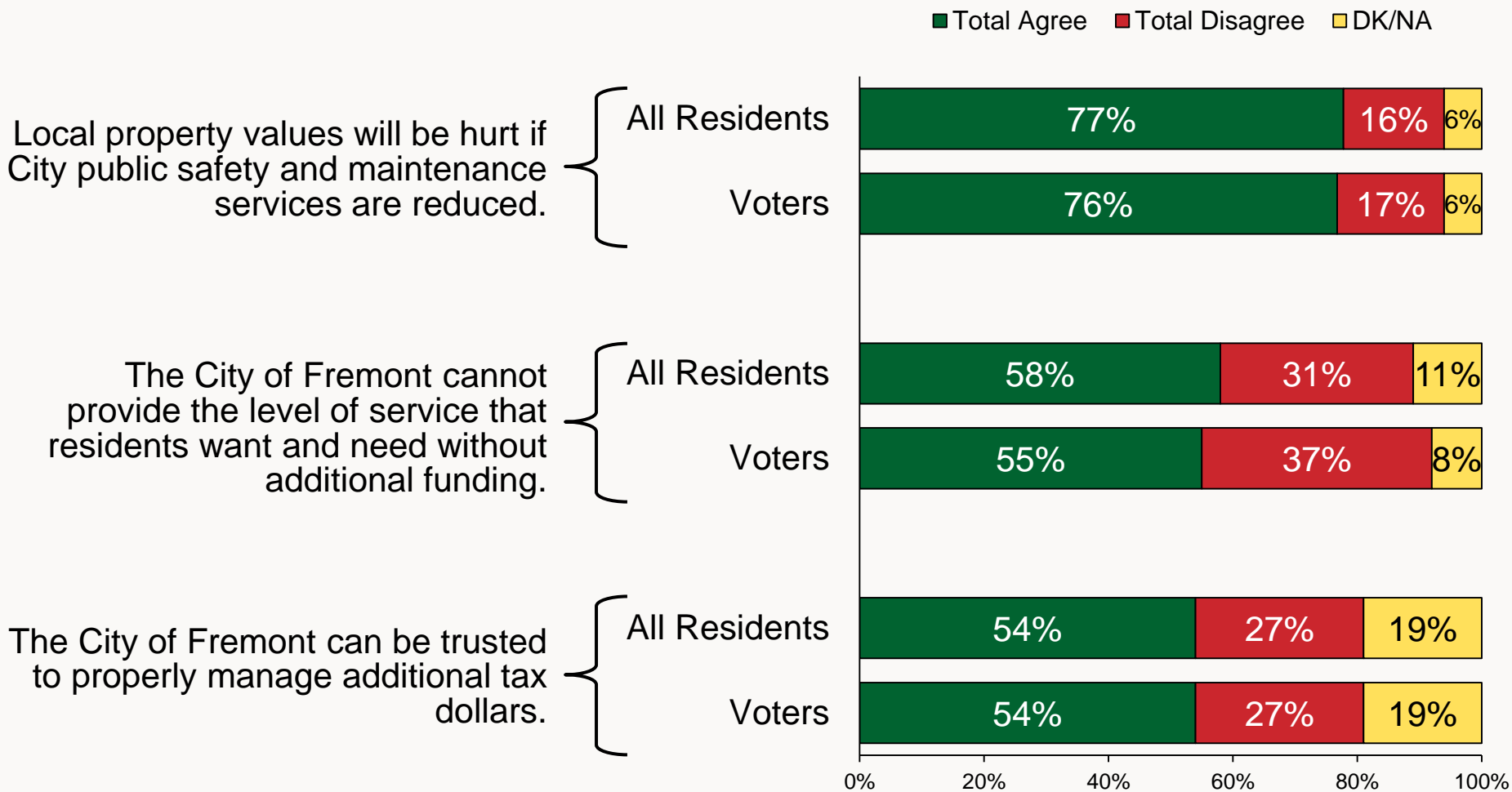
Support intensity among voters has softened slightly since 2006.



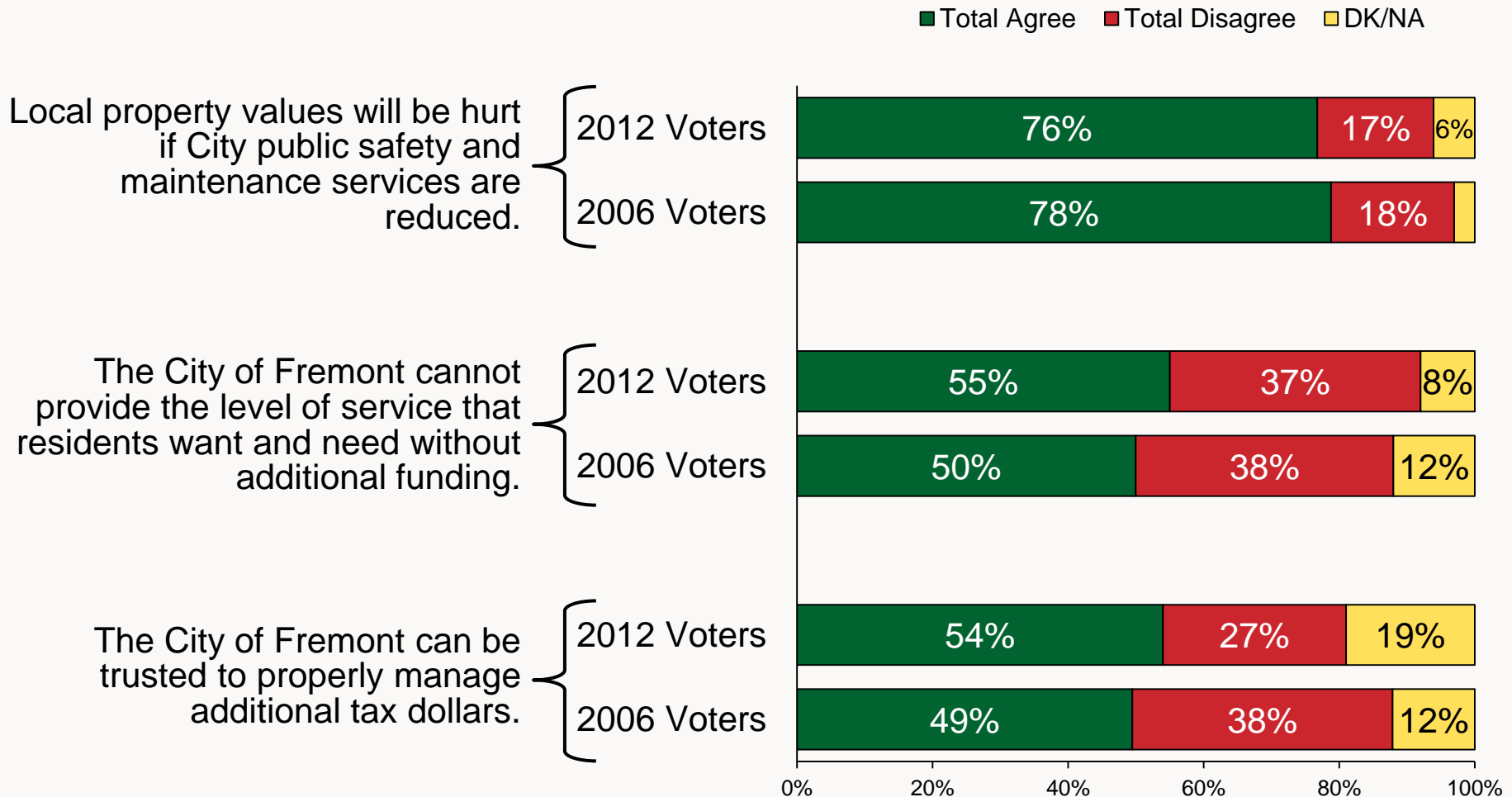
Road repairs and hiring police officers are the top spending priorities for new revenue.



Most are concerned about the impact of service cuts on property values...

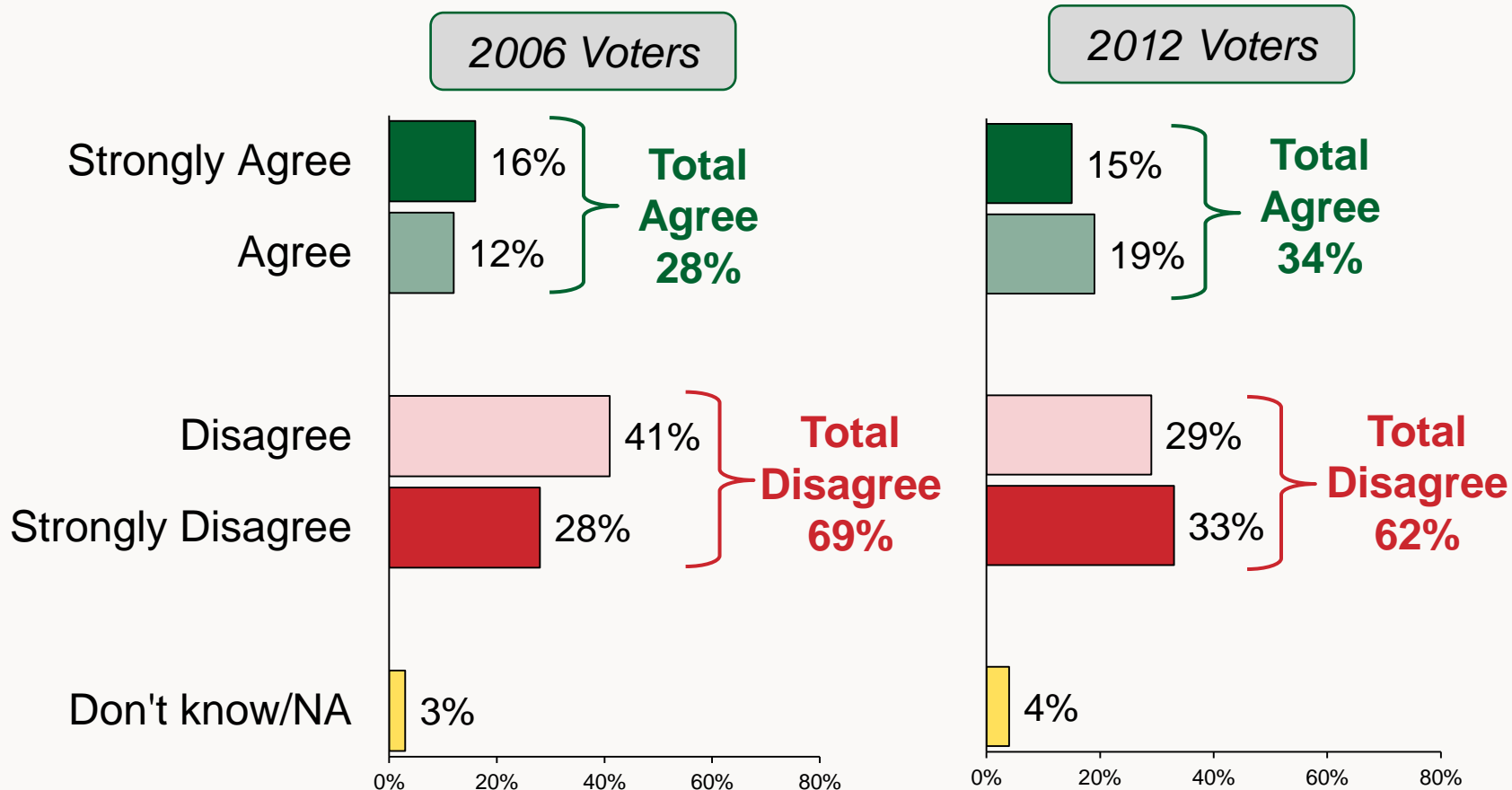


...concerns that have persisted since 2006.



A few more voters are entrenched in their opposition to a tax increase.

I would never vote for a tax increase no matter what the money raised would be used for.



Conclusions

Conclusions

- It appears that residents would like the City to do more to improve the local economy and bring businesses to Fremont, as well as better maintaining local streets and roads.
- While some residents are particularly concerned about crime and many would like to see new tax revenues spent on restoring eliminated police officer positions, most are satisfied with Fremont's public safety services and feel safe in the City.
- Though residents understand that state budget cuts and the overall economy have adversely impacted Fremont's budget, few follow the City's budget closely or perceive a particularly acute need for additional funding.
- Consequently, support for a revenue measure exists, but is not strong at this point in time.

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