



2013 City of Fremont Community Survey

Survey Conducted October 10-20, 2013

320-574

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

Methodology

- Telephone survey of 602 randomly-selected City of Fremont residents.
 - Interviews were conducted October 10-20, 2013 via landlines and cell phones.
 - Interviews were conducted in English, Spanish, Mandarin, Pashto, and Dari.
- The margin of sampling error is +/-4.0% at the 95% confidence level
 - Margins of error for population subgroups will be higher.
 - Some percentages do not sum to 100% due to rounding.
- Select comparisons to prior 2012 and 2006 surveys.

Key Findings

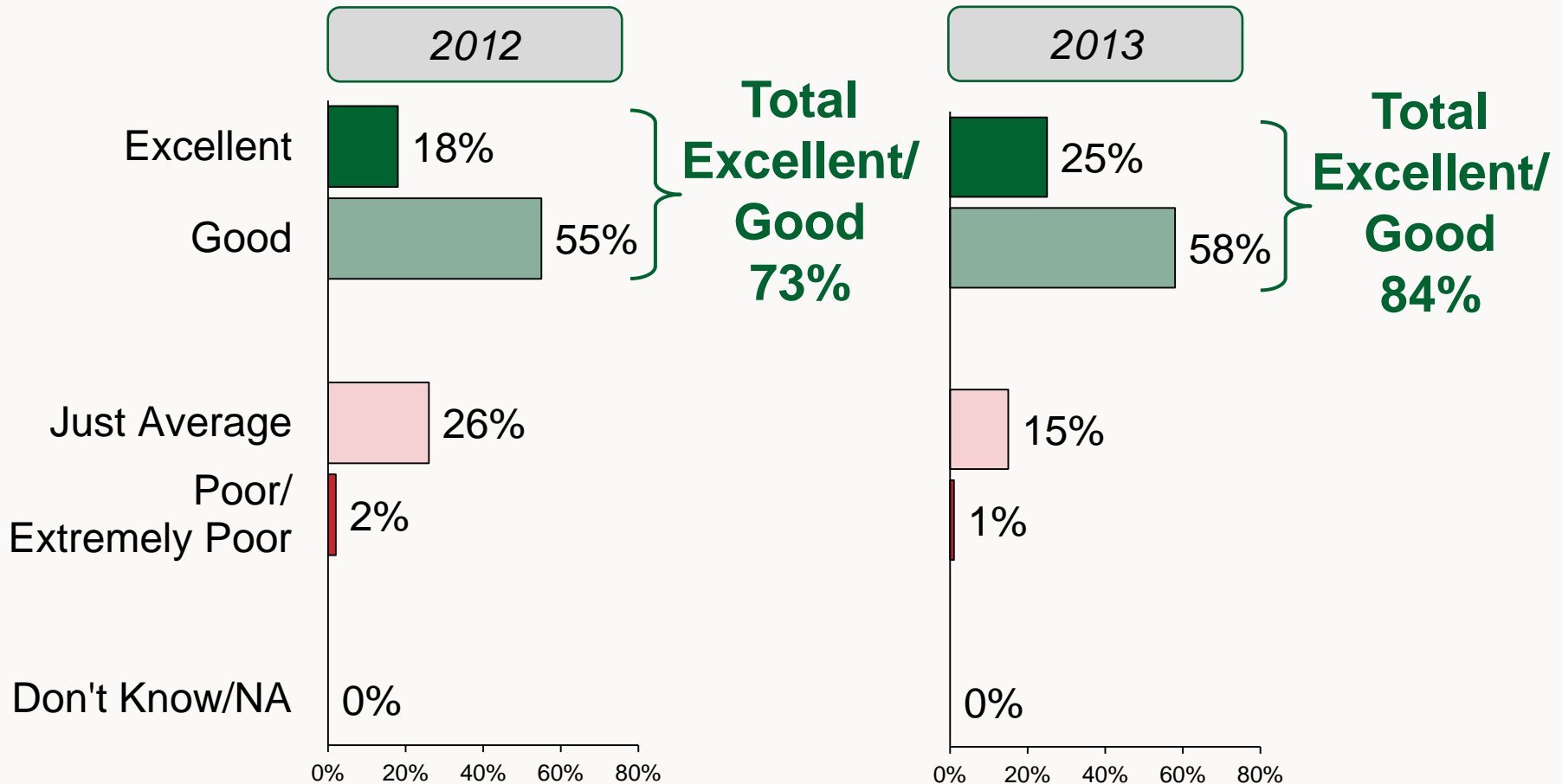
- In general, residents – especially Indian/Pakistani residents – are more optimistic about life in Fremont than they were in 2012.
- Fewer are concerned about the City’s budget and the local economy, and satisfaction with many City services has slightly increased.
- Strong majorities continue to see Fremont’s diversity as an asset, feel safe in the City, and view it as a great place for families and seniors.
- However, majorities still see housing costs (56%) and freeway traffic (56%) as “extremely” or “very” serious problems in Fremont.
- Public safety – particularly police protection – are again top priorities.
- Most feel positive about the rate and kind of development in Fremont, though many would like to see more entertainment options and nightlife.
- Majorities of voters would conceptually support a one-half cent sales tax or a 4% Utility User Tax, though fewer feel that additional revenue is needed to provide City services at desired levels.



Life in Fremont

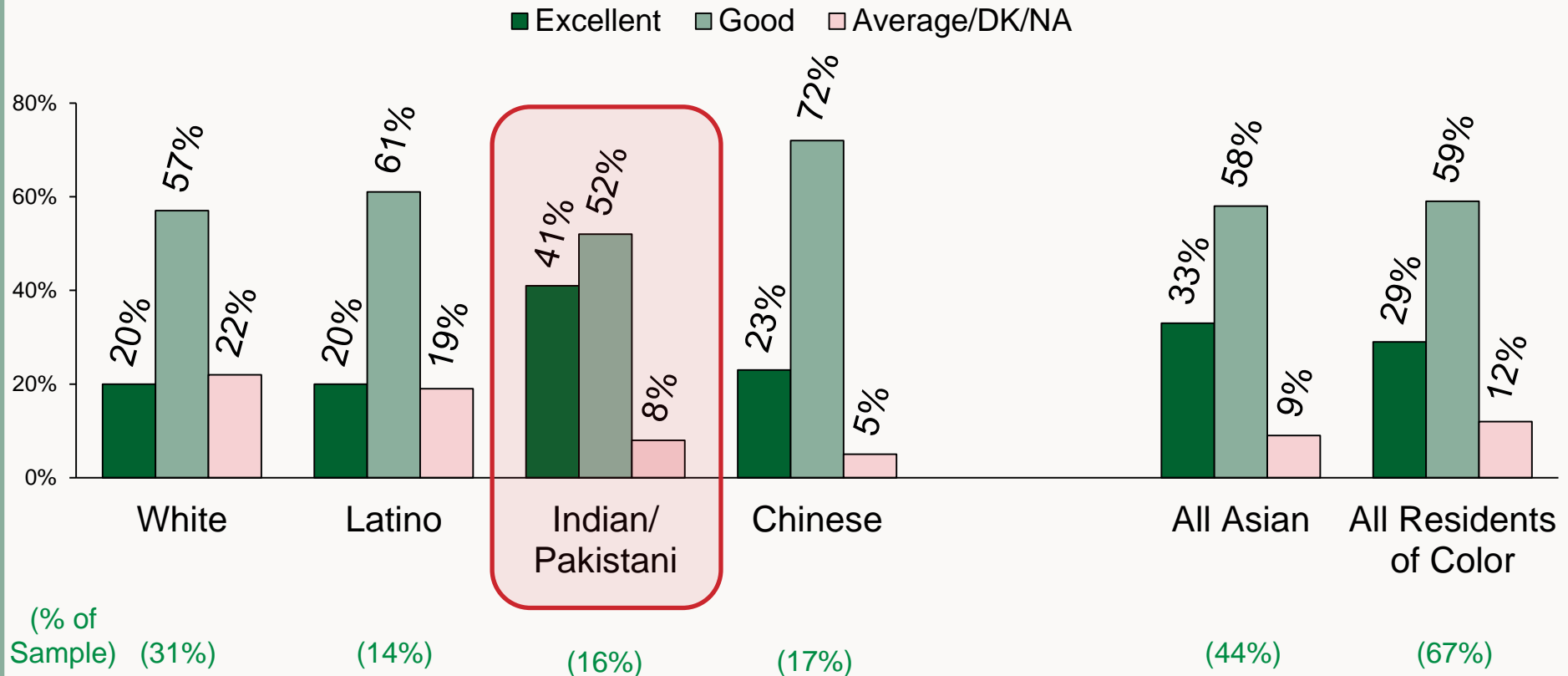
Over four in five Fremont residents rate the quality of life in the City as “good” or “excellent” – a notable improvement from 2012.

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?

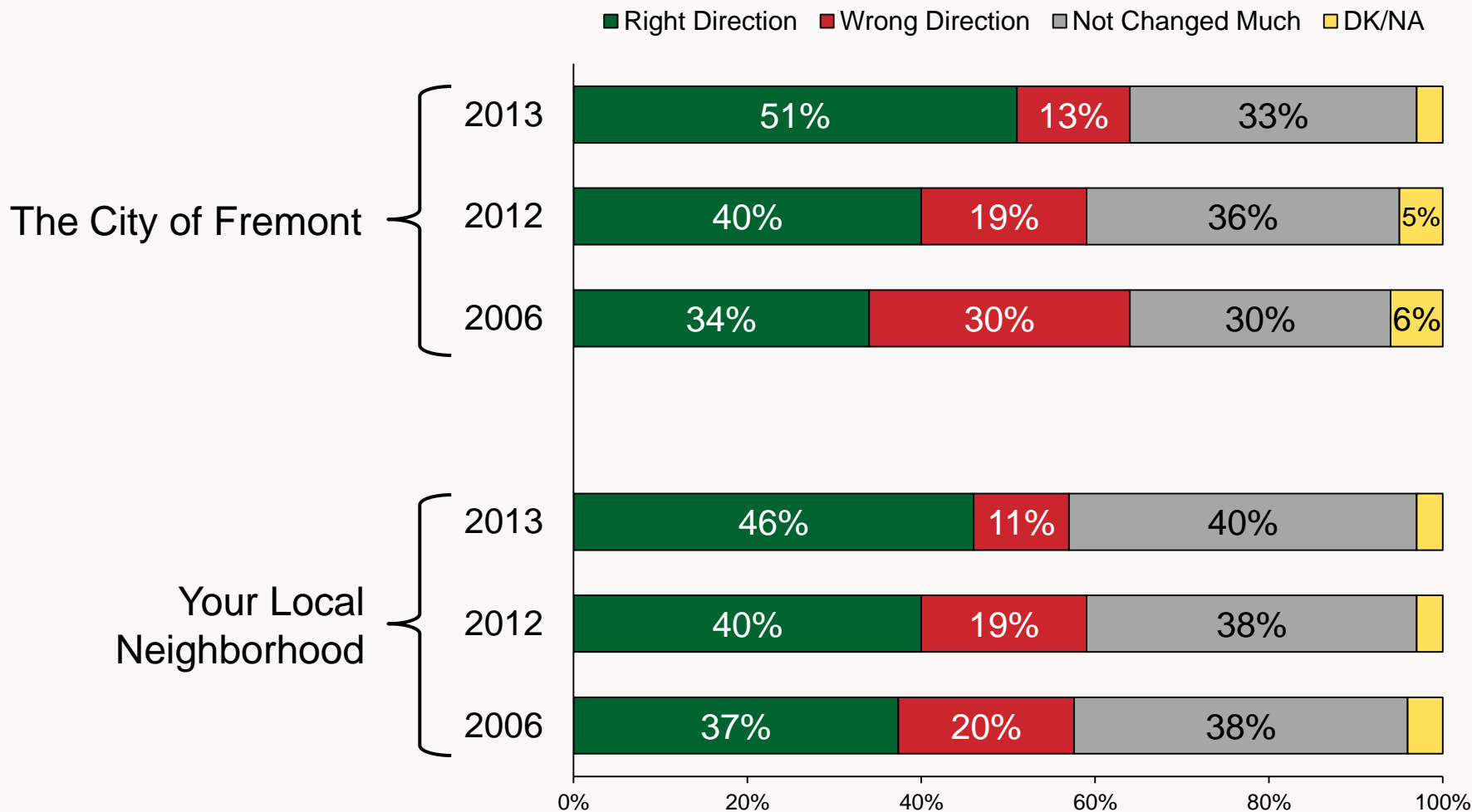


These positive impressions are shared by residents of all ethnic backgrounds, particularly Indian/Pakistani residents.

Rating Fremont as a Place to Live by Ethnicity

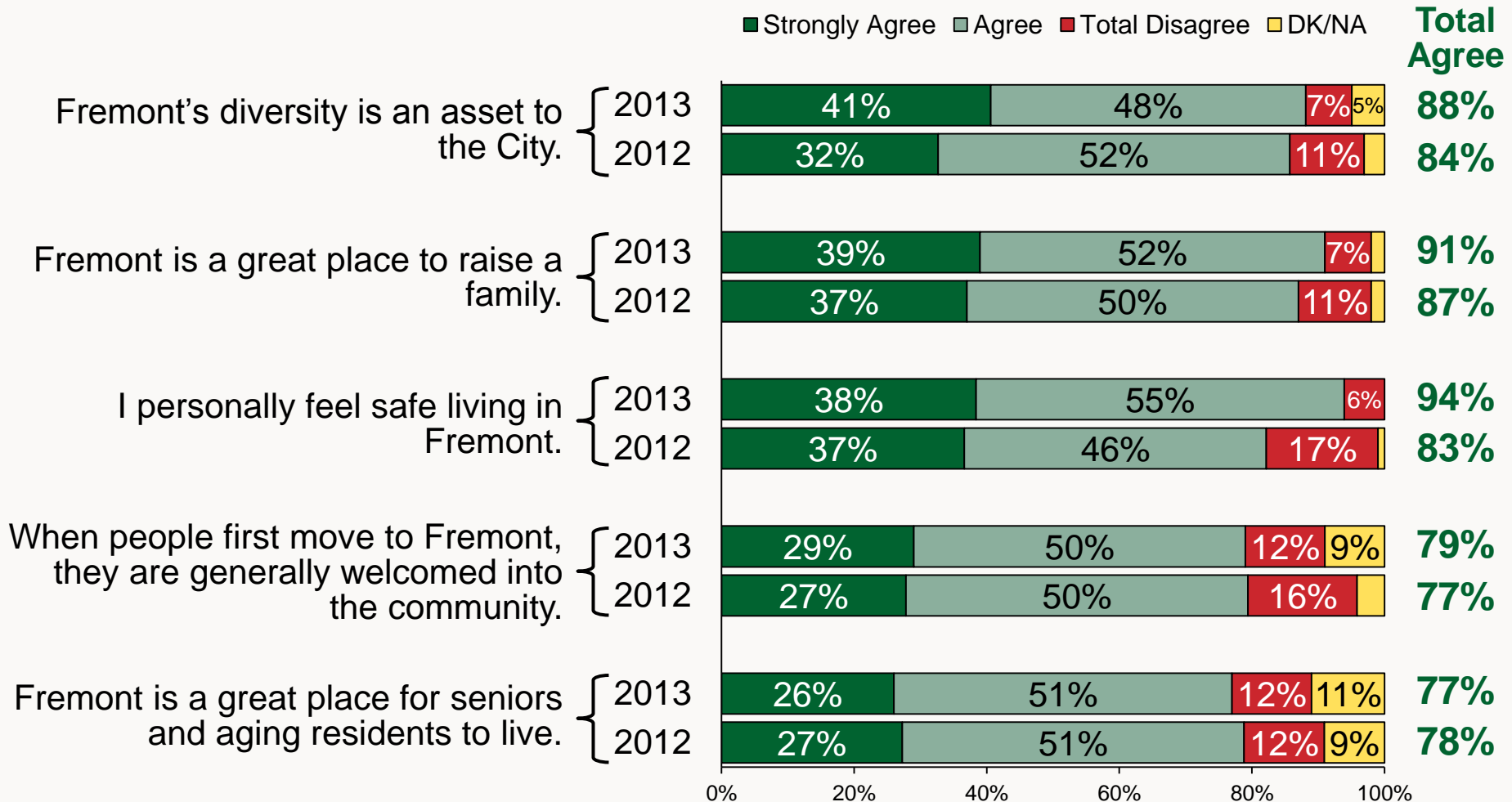


Residents are more optimistic about where Fremont is headed, as well as their own neighborhoods.



6. 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?

Nearly all residents say Fremont is safe and a great place to raise a family, perceptions that have slightly improved over the last year.



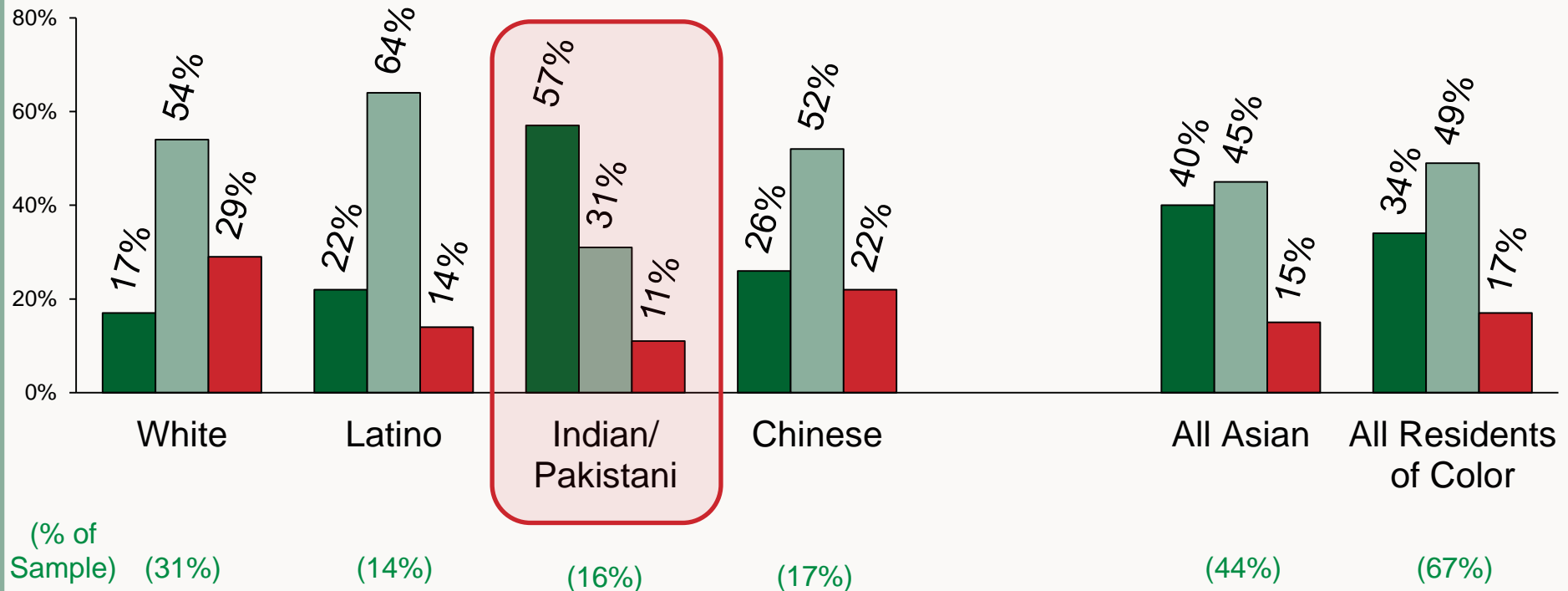
8 a,b,d,e,f. I would like to read you some statements people have made about life in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. Split Sample.

More than others, Indian/Pakistani residents feel Fremont is welcoming to newcomers...

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

Ethnicity

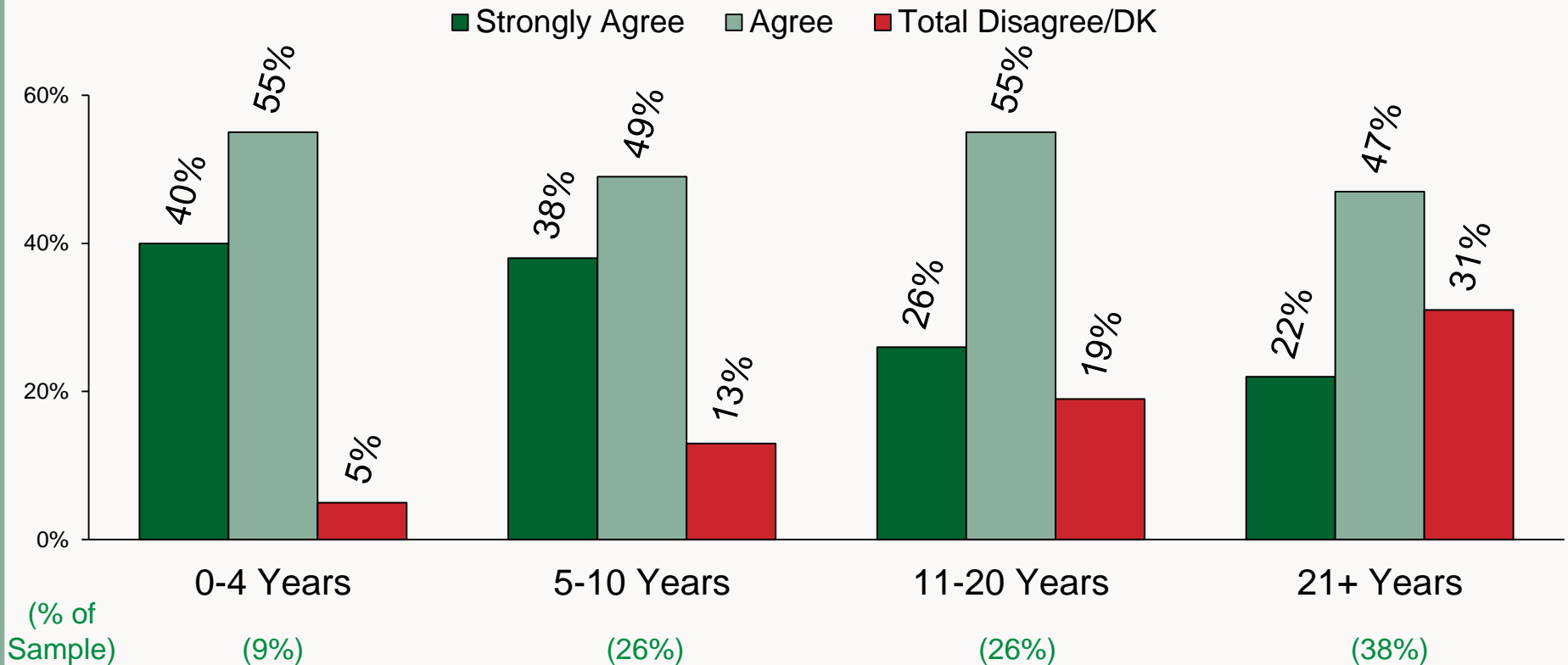
■ Strongly Agree ■ Agree ■ Total Disagree/DK



...as do those who have actually moved to the City more recently.

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

How Long Have You Lived In Fremont?

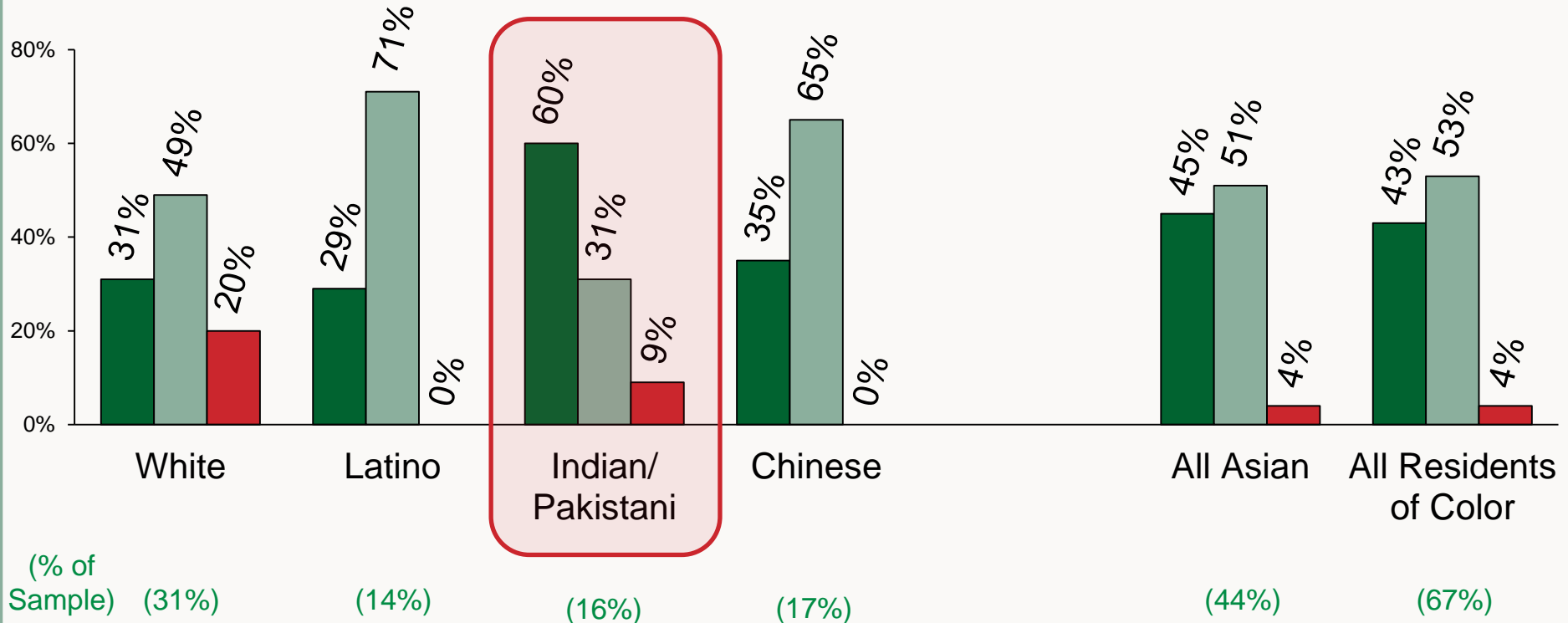


Indian/Pakistani residents strongly see Fremont as family-friendly...

Fremont is a great place to raise a family.

Ethnicity

■ Strongly Agree ■ Agree ■ Total Disagree/DK

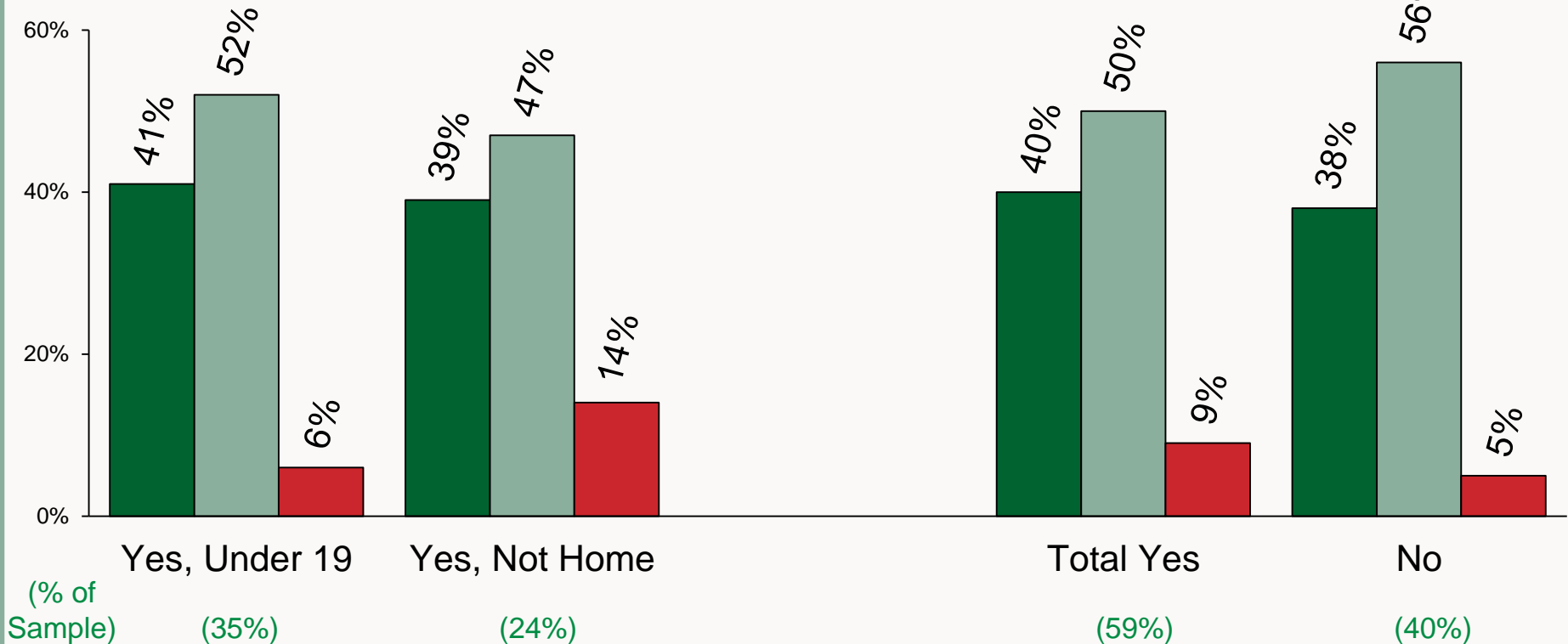


...sentiments shared by residents with and without children.

Fremont is a great place to raise a family.

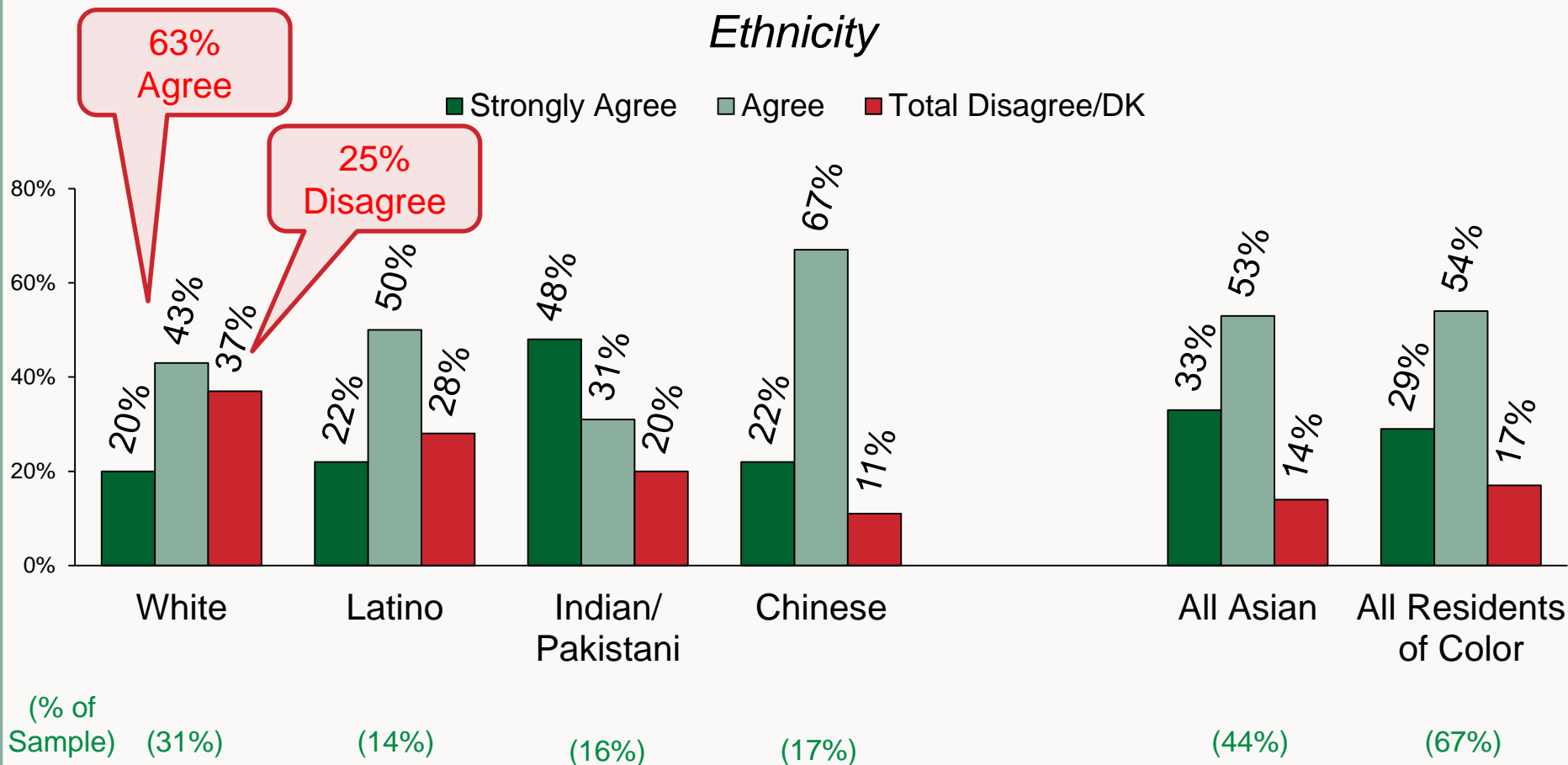
Children

■ Strongly Agree ■ Agree ■ Total Disagree/DK



While all ethnic groups agree Fremont is senior-friendly, a quarter of white residents disagree.

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

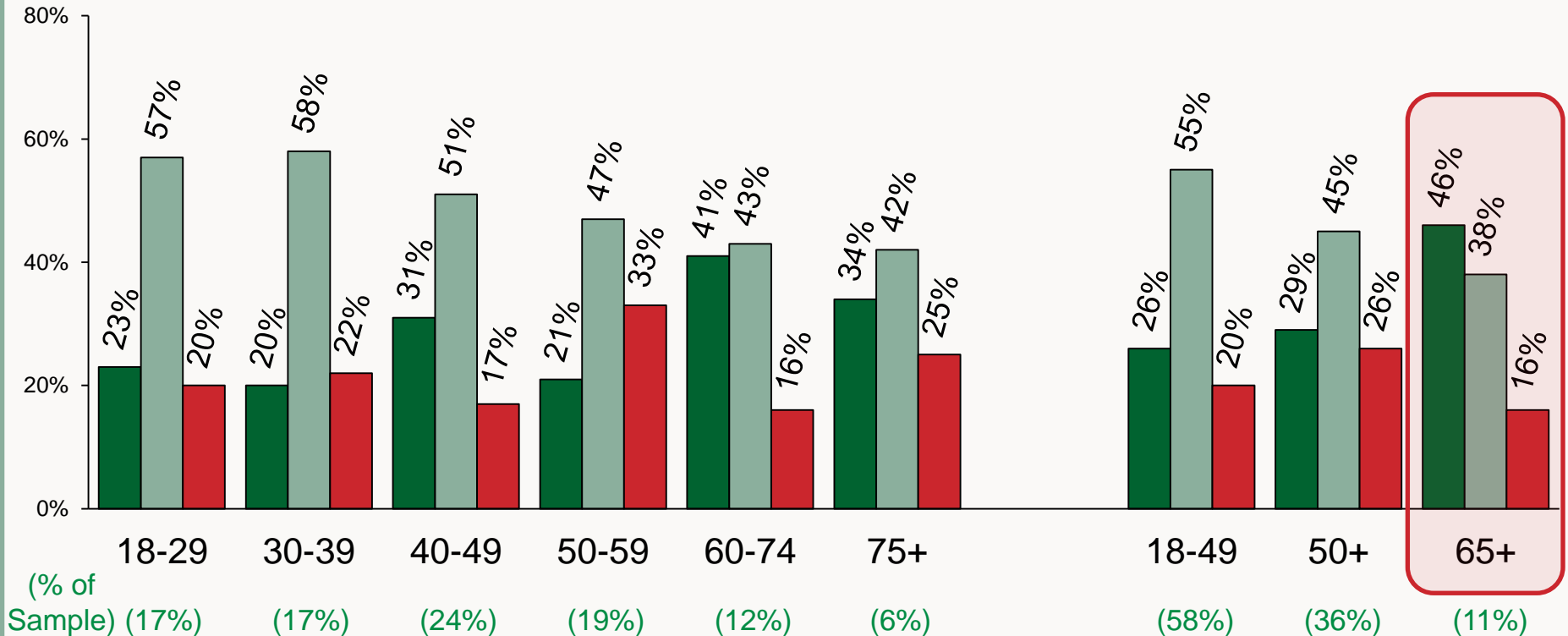


Older residents agree Fremont is great place for seniors to live.

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

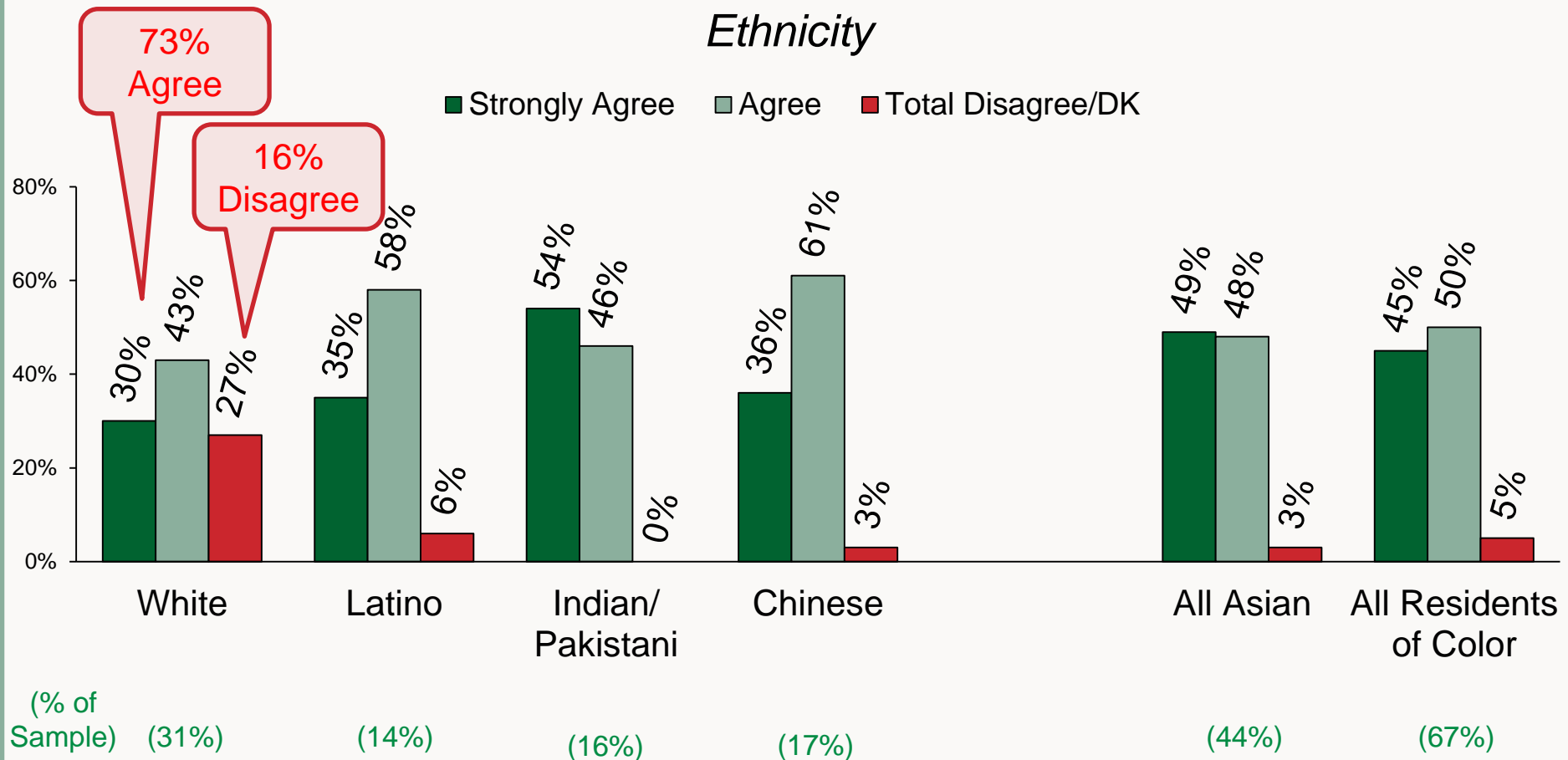
Age

■ Strongly Agree ■ Agree ■ Total Disagree/DK



Majorities of all ethnic groups agree feel Fremont's diversity is an asset.

Fremont's diversity is an asset to the City.

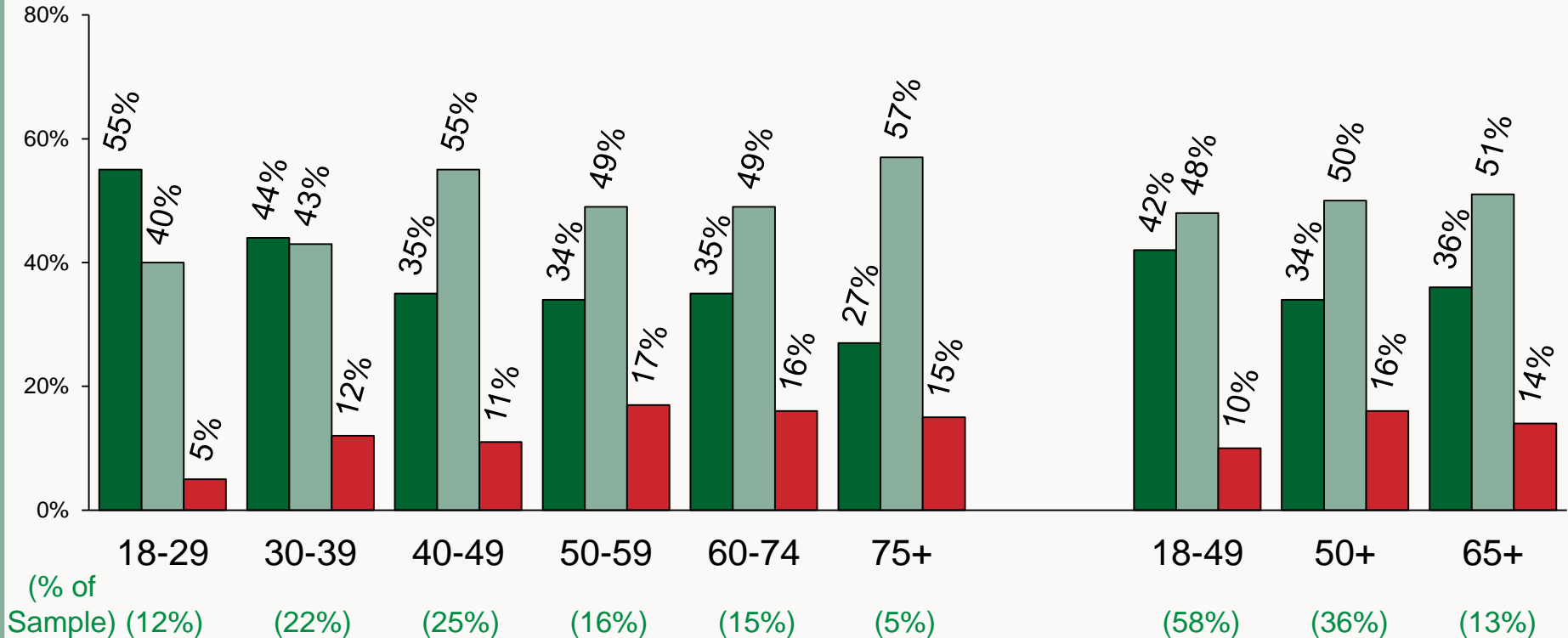


Younger residents feel more strongly that Fremont's diversity is an asset.

Fremont's diversity is an asset to the City.

Age

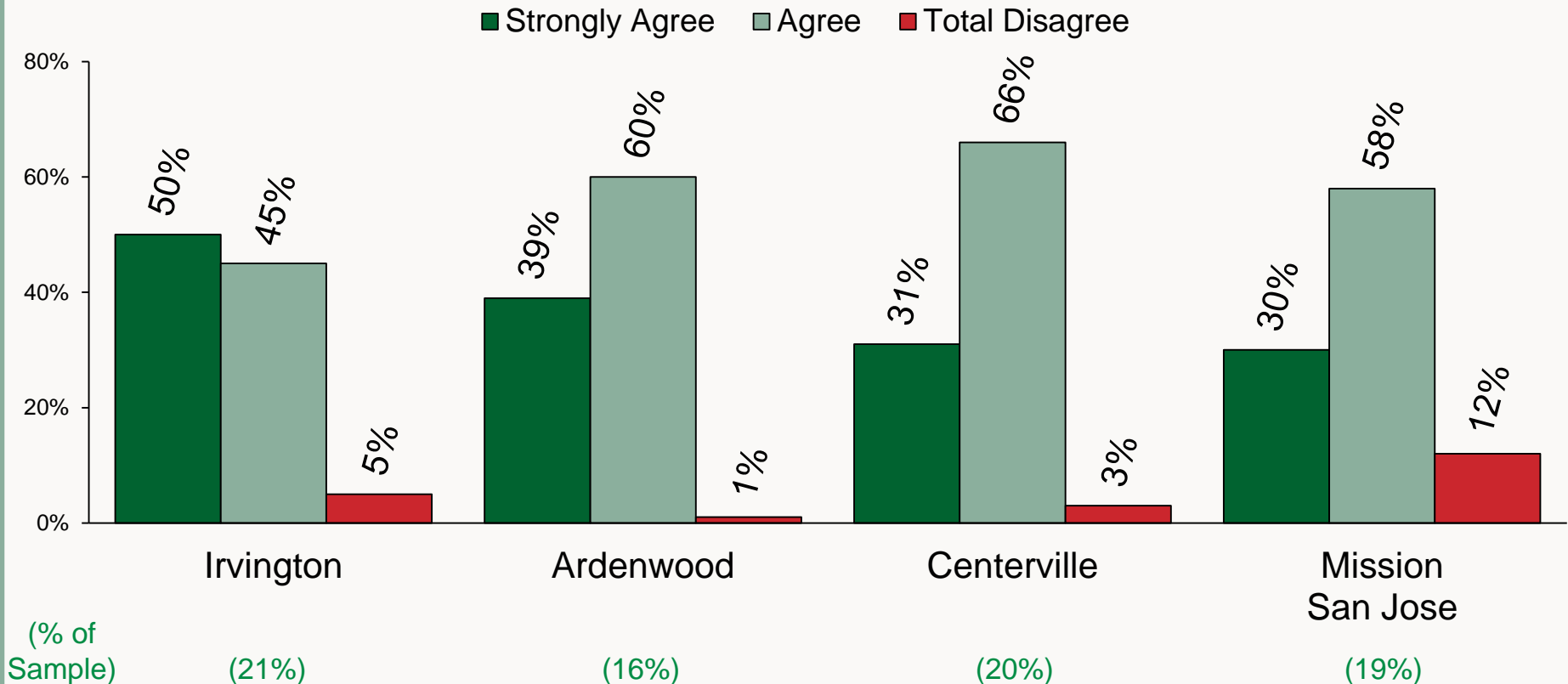
■ Strongly Agree ■ Agree ■ Total Disagree/DK



Of Fremont's largest neighborhoods, residents of Irvington feel the safest.

I personally feel safe living in Fremont.

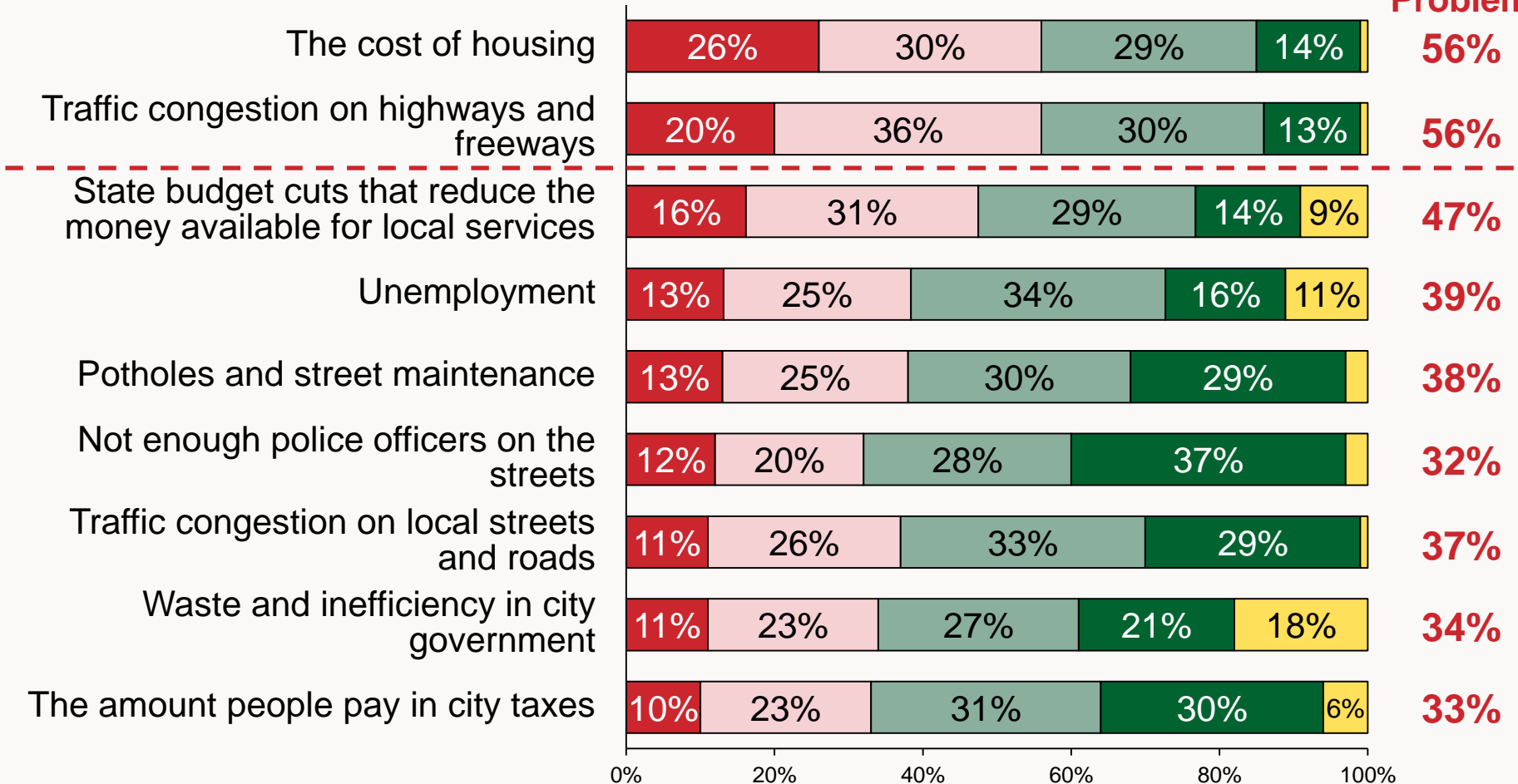
Neighborhood



Residents see the cost of housing and freeway traffic as top local concerns.

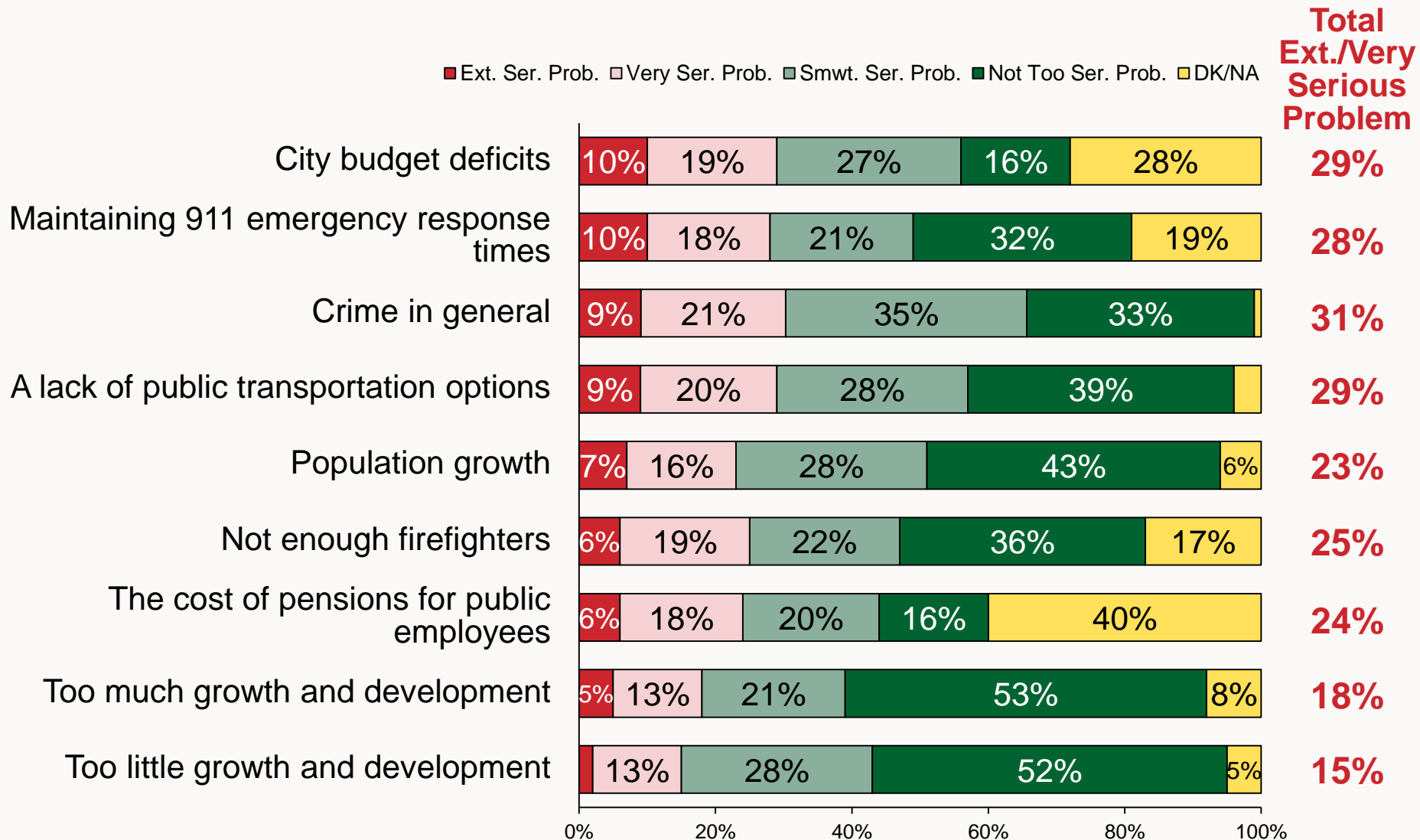
■ Ext. Ser. Prob. □ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. □ DK/NA

**Total
Ext./Very
Serious
Problem**



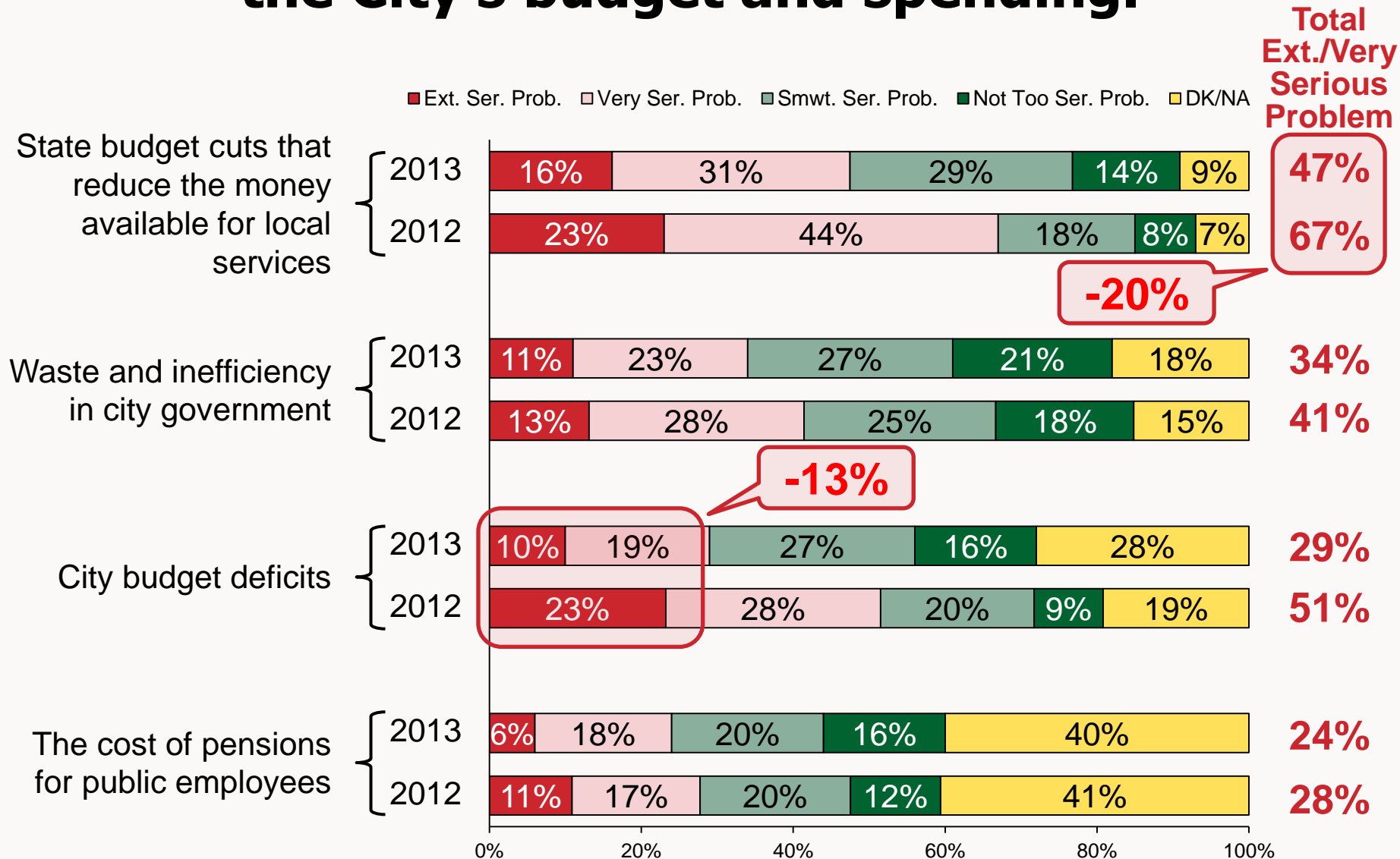
9. I am going to mention a list of issues people in the City of Fremont may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City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

Other issues – particularly the rate of development – are not concerning.



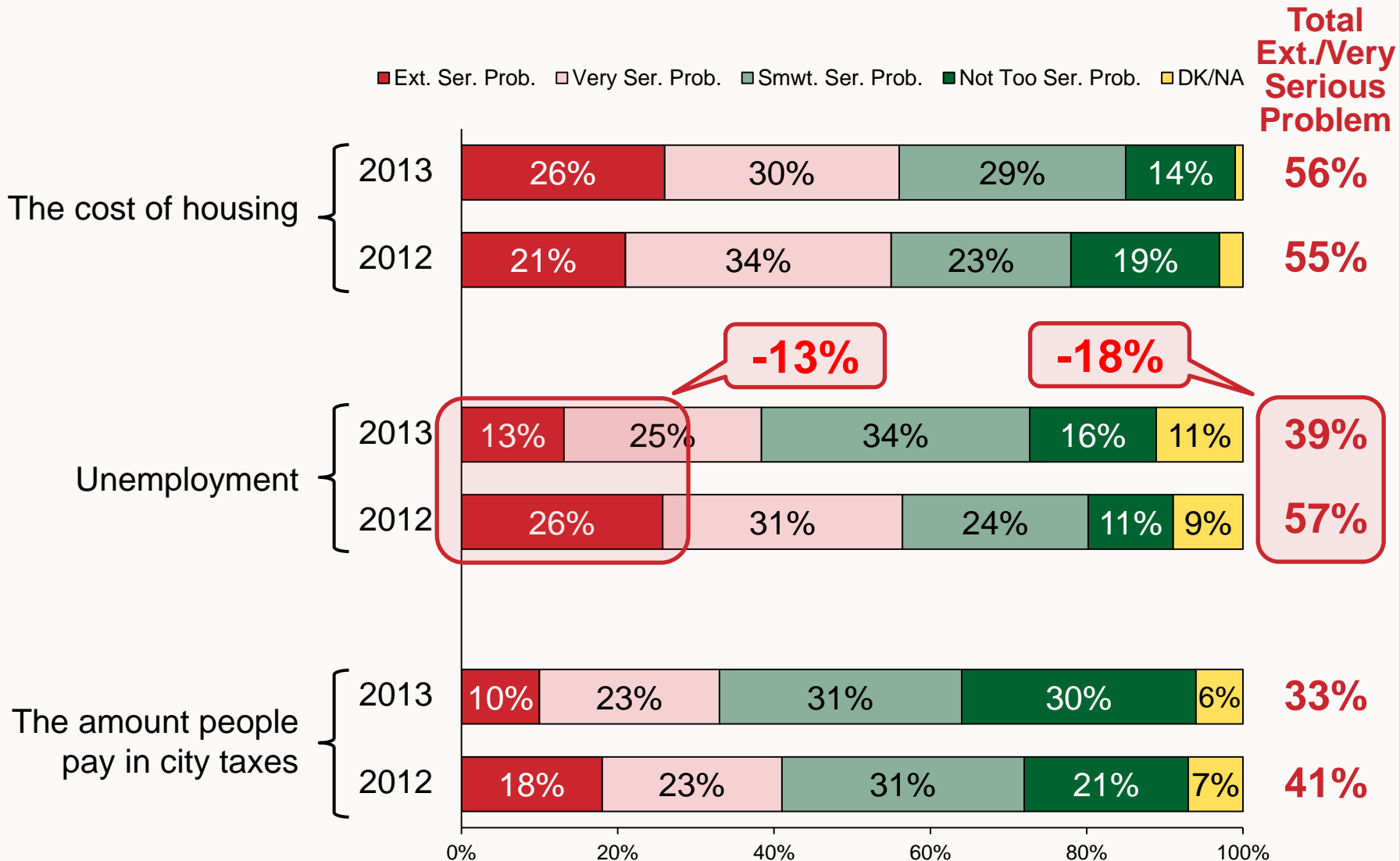
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Fewer residents are concerned about the City's budget and spending.



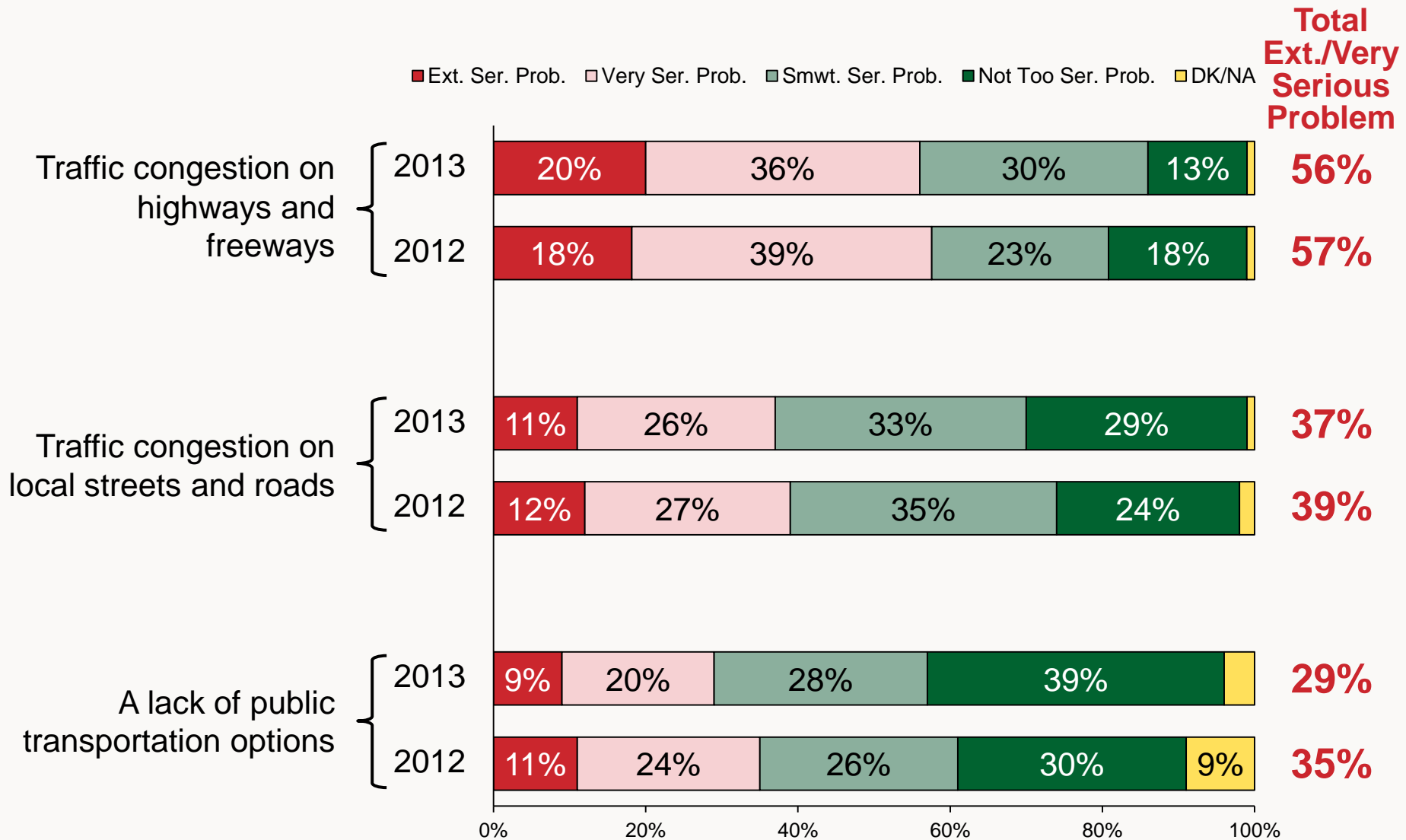
9 b, h, l, q. I am going to mention a list of issues people in the City of Fremont may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live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

Economic concerns have generally remained similar or decreased slightly.



9 g, m, o. 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.

Views on traffic congestion and public transportation have changed little.

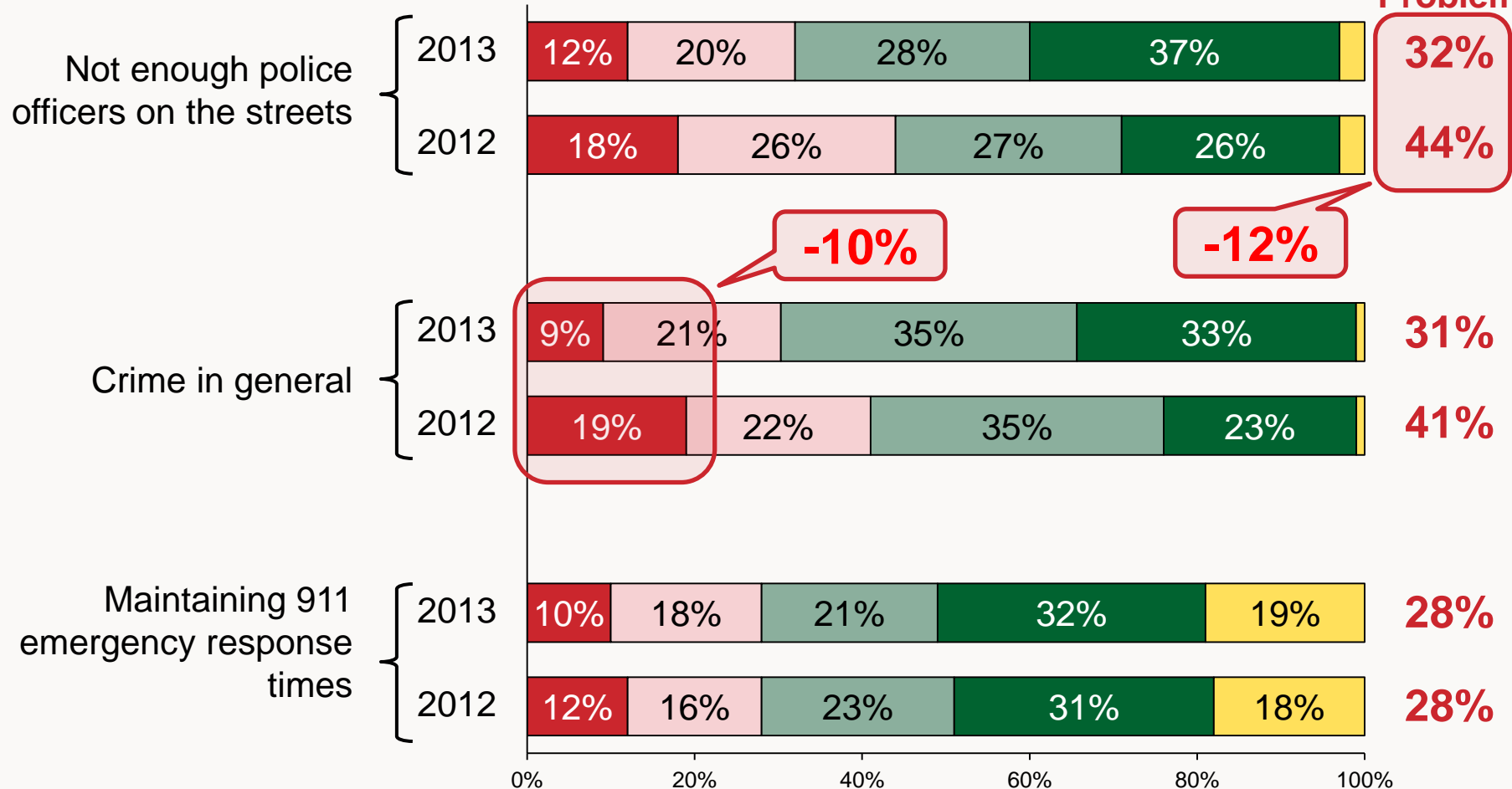


9 c, n, p. I am going to mention a list of issues people in the City of Fremont may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live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

Public safety concerns have decreased in the past year.

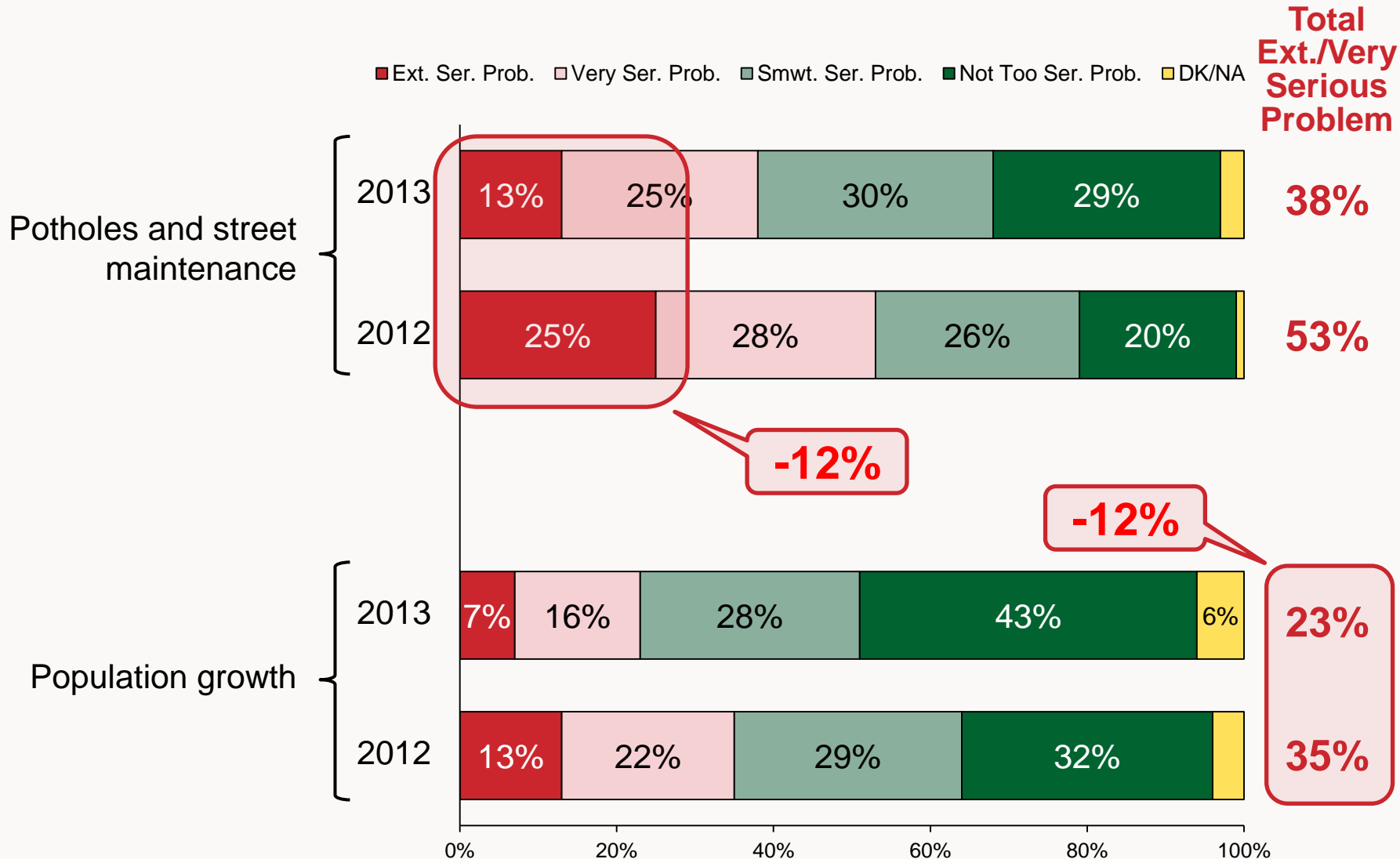
■ Ext. Ser. Prob. □ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. □ DK/NA

Total Ext./Very Serious Problem



9 a, f, k. 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.

Concerns about street quality and population growth have also diminished.

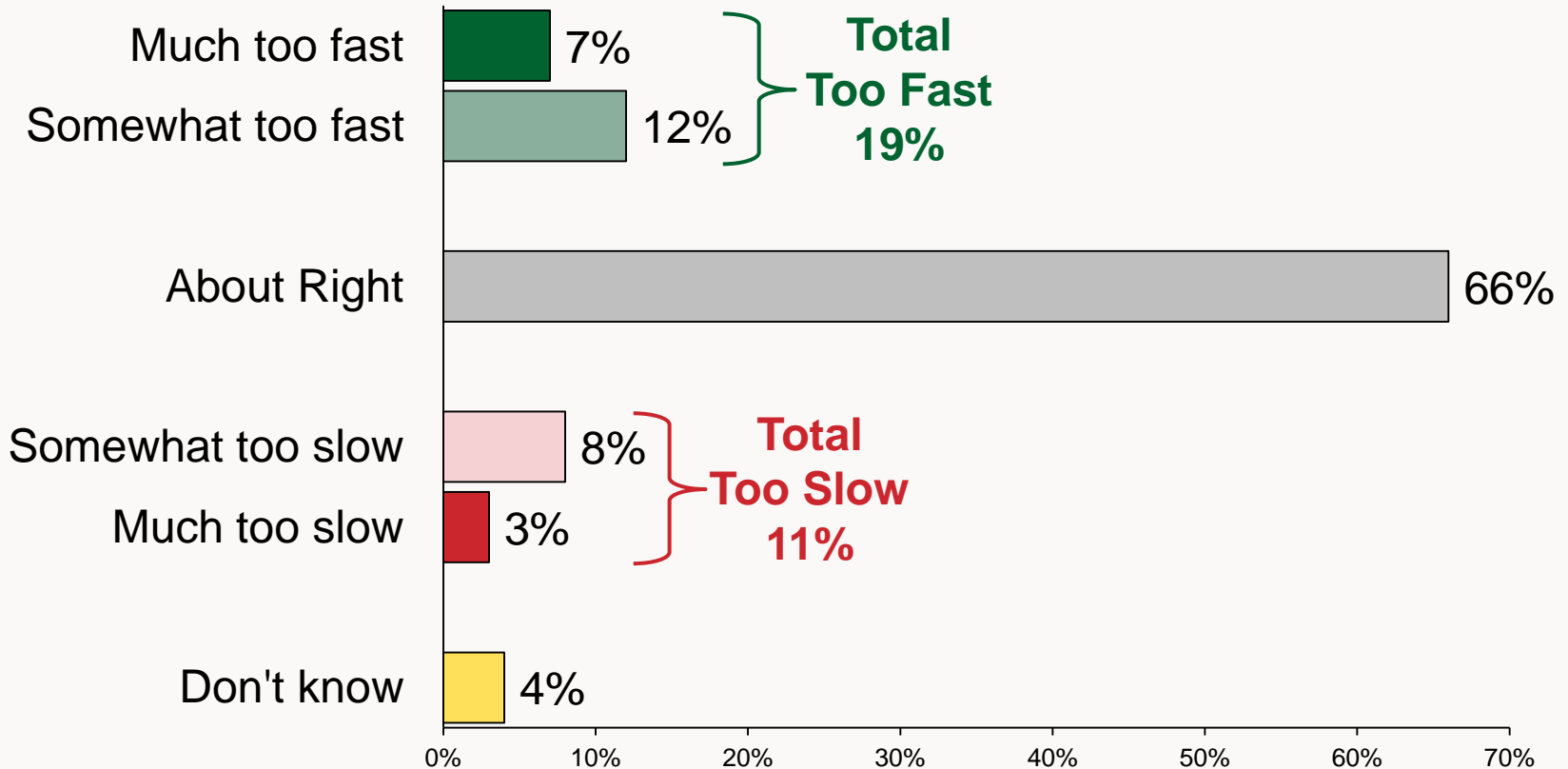




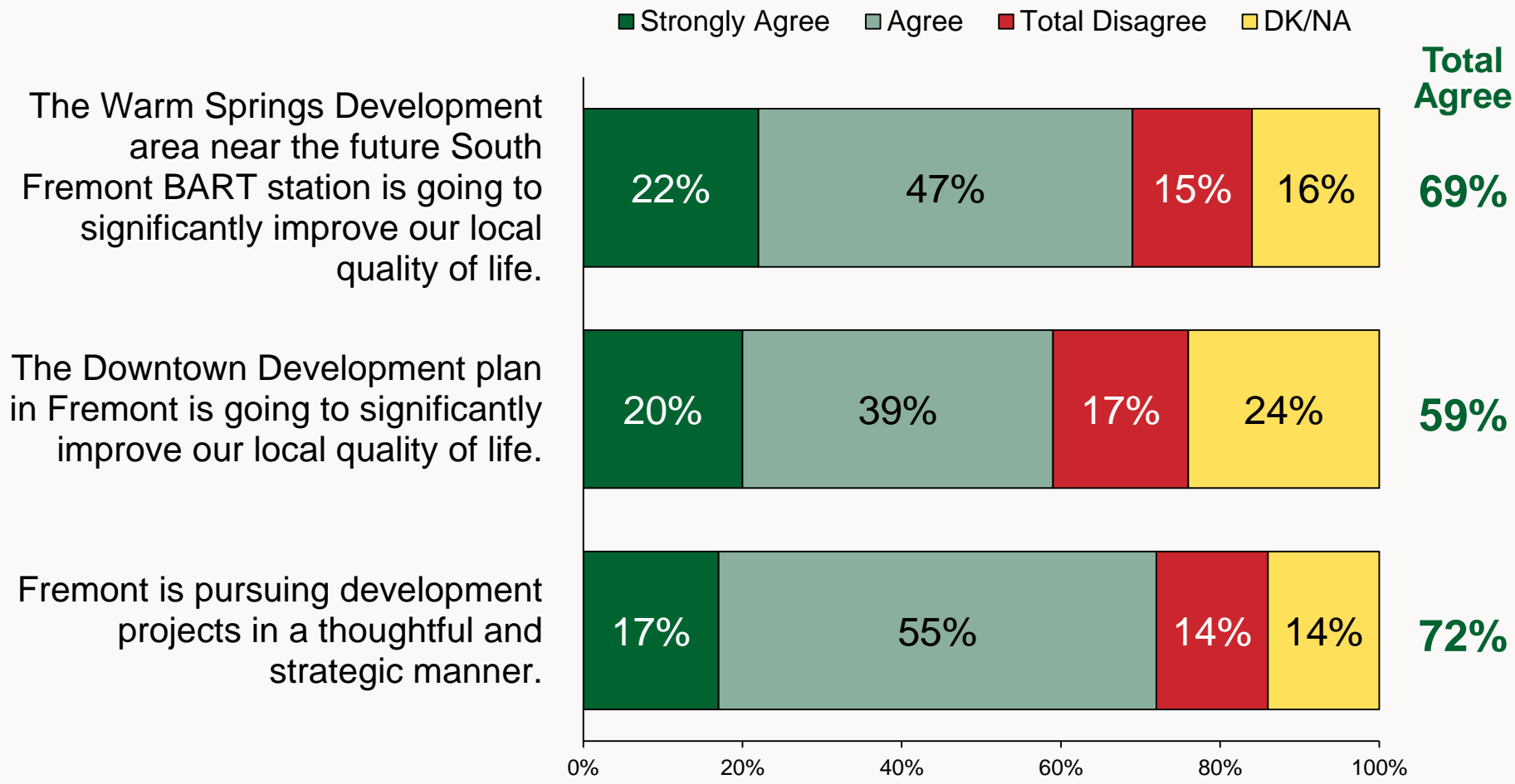
Retail and Development

Two-thirds of residents say the pace of growth and development in the City is about right.

Do you think the rate of growth and development in Fremont is too fast, about right, or too slow?



Most feel positive about development in Fremont.

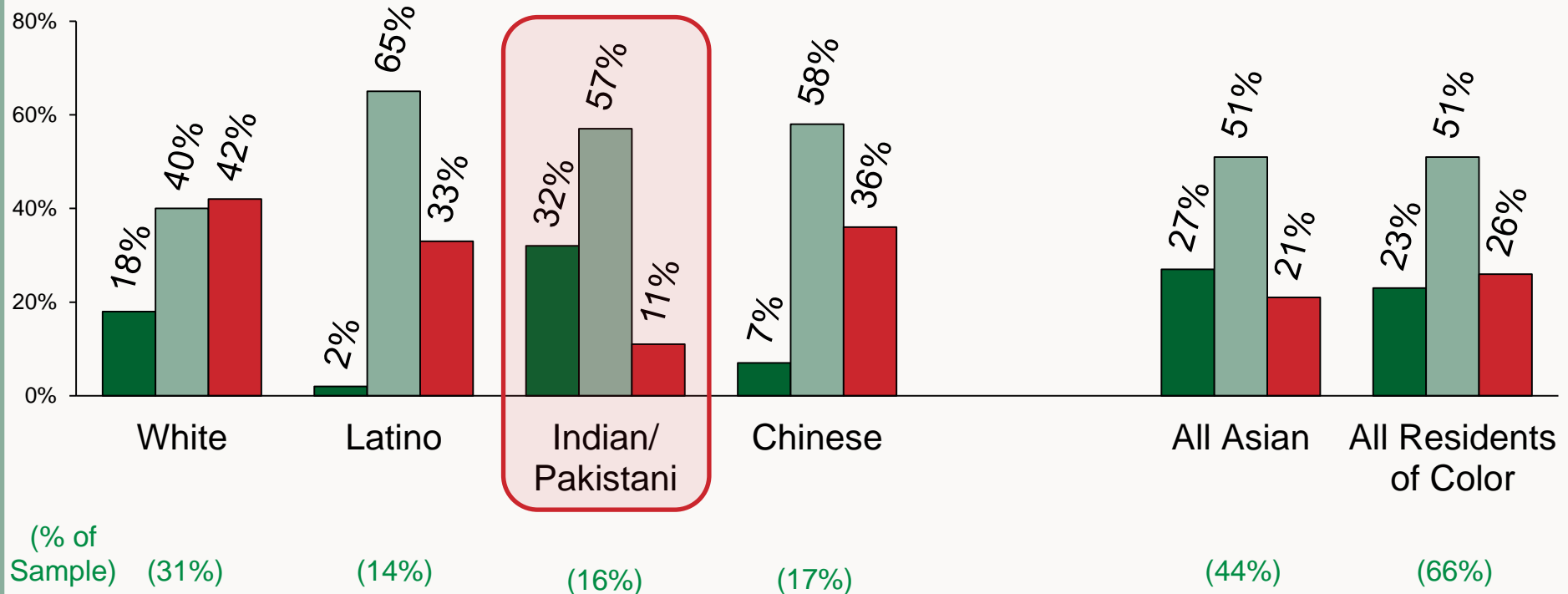


Indian/Pakistani residents are most enthusiastic about the Warm Springs Development.

The Warm Springs Development area near the future South Fremont BART station is going to significantly improve our local quality of life.

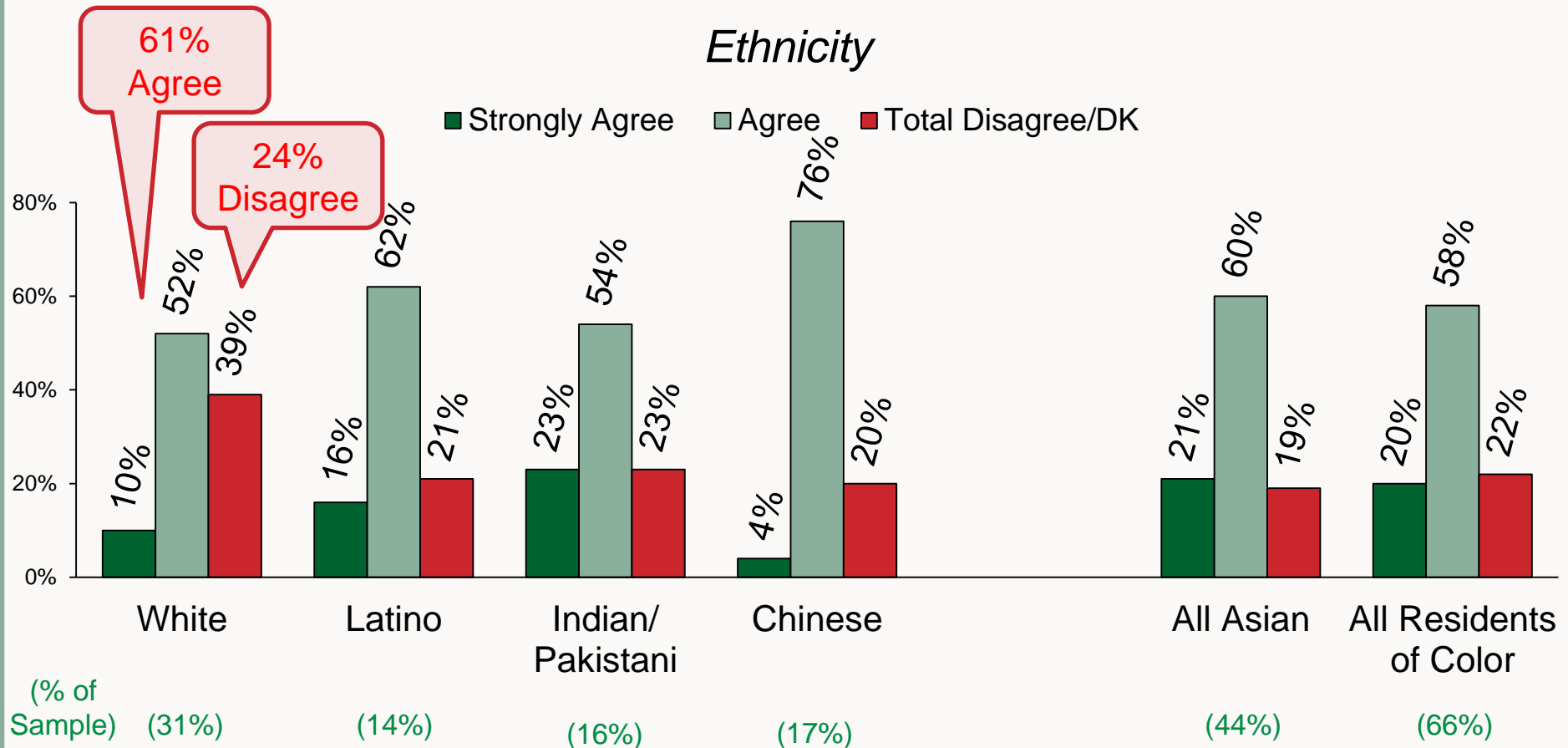
Ethnicity

■ Strongly Agree ■ Agree ■ Total Disagree/DK



Though most residents are favorable towards Fremont's development approach, some white residents are less enthusiastic.

Fremont is pursuing development projects in a thoughtful and strategic manner.

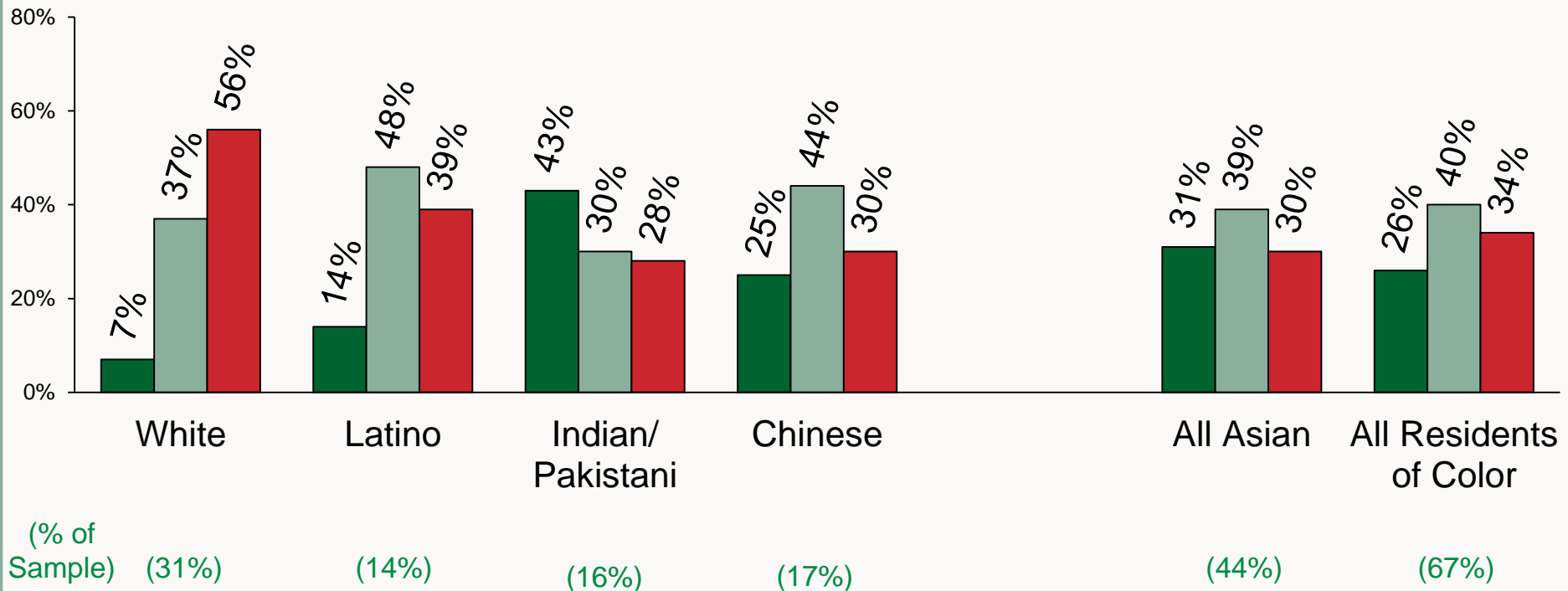


Asian residents are more enthusiastic about the Downtown plan than White and Latino residents.

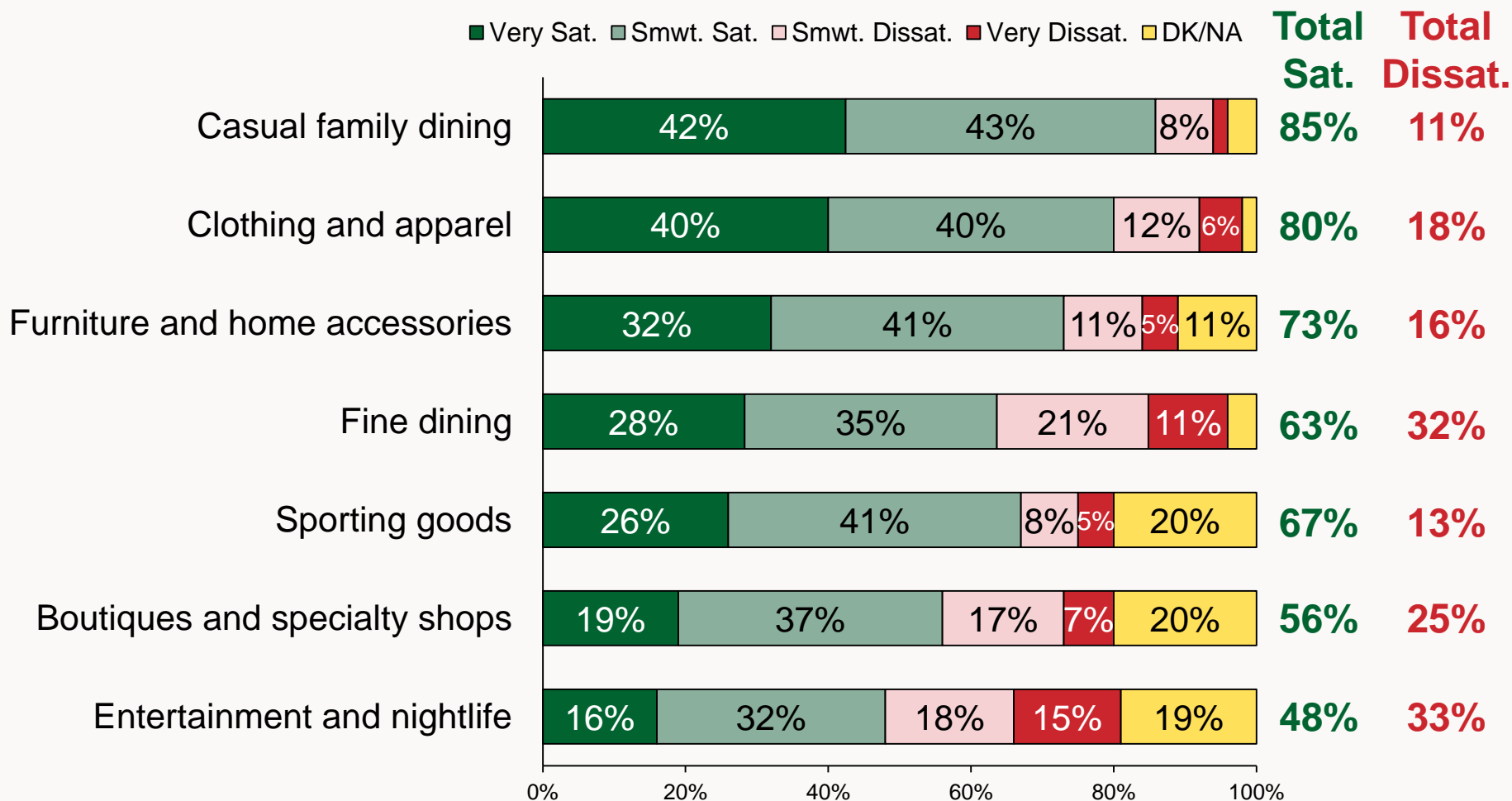
The Downtown Development plan in Fremont is going to significantly improve our local quality of life.

Ethnicity

■ Strongly Agree ■ Agree ■ Total Disagree/DK

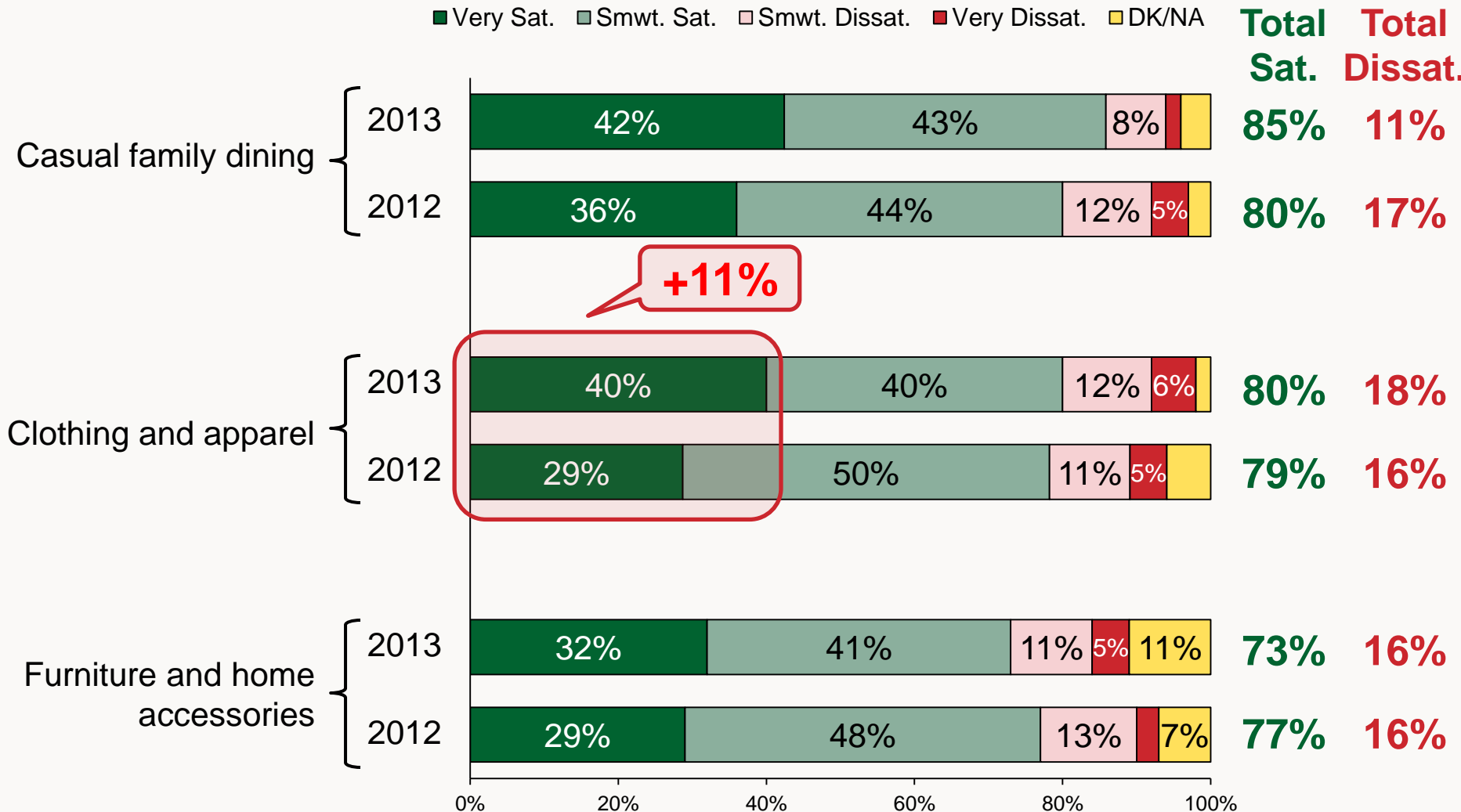


Residents are satisfied with most retail opportunities, although significant minorities are dissatisfied with entertainment and fine dining in Fremont.



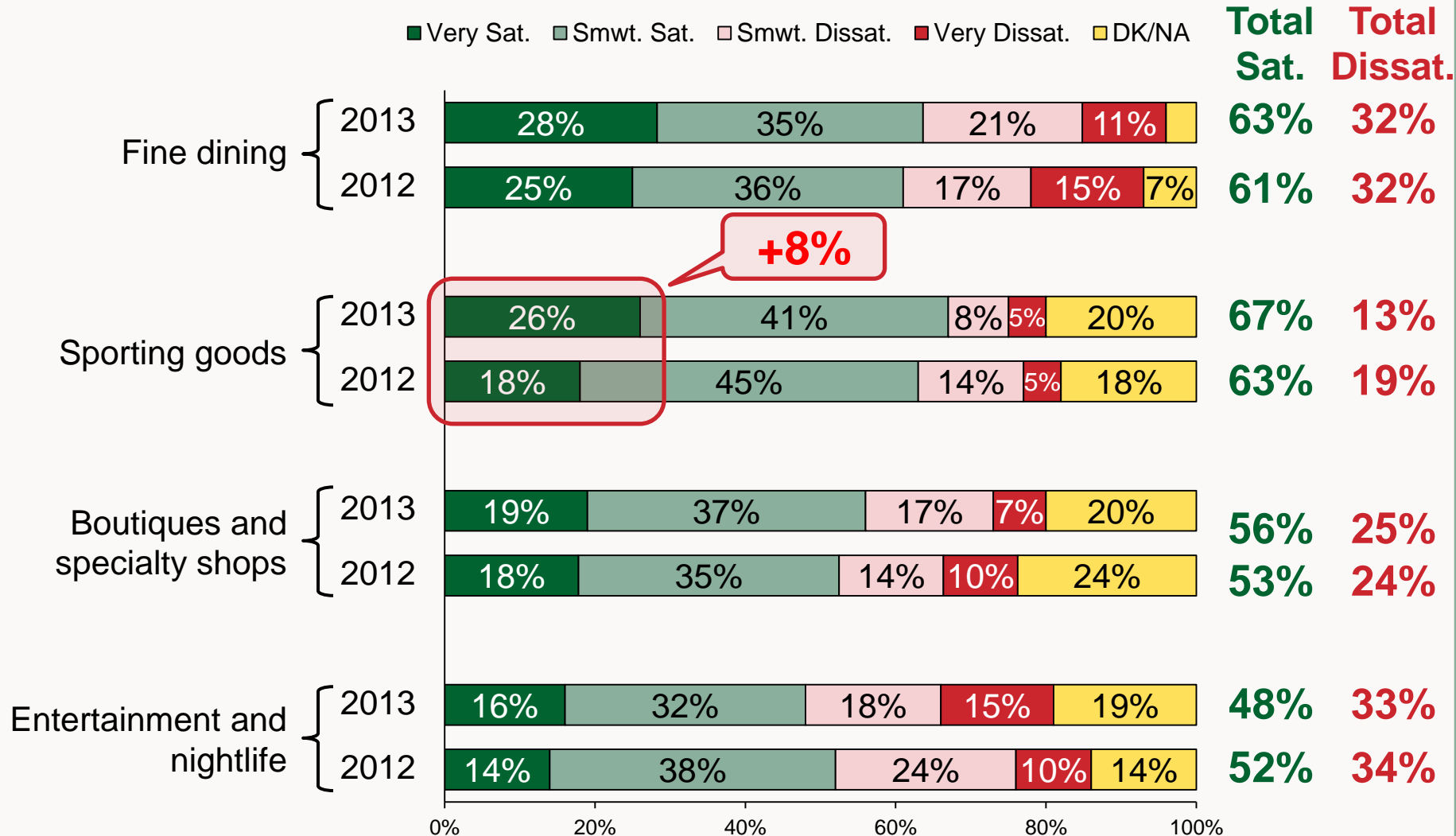
11. I am going to read you a list of products and services that can be purchased in the City of Fremont. Please tell me how satisfied you are with your ability to purchase that product or service in Fremont: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. If you have no opinion or don't purchase that product or service, you can tell me that too. Split Sample.

For the most part, these satisfaction levels haven't change much since 2012....



11. I am going to read you a list of products and services that can be purchased in the City of Fremont. Please tell me how satisfied you are with your ability to purchase that product or service in Fremont: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. If you have no opinion or don't purchase that product or service, you can tell me that too. Split Sample.

...with only minor differences.



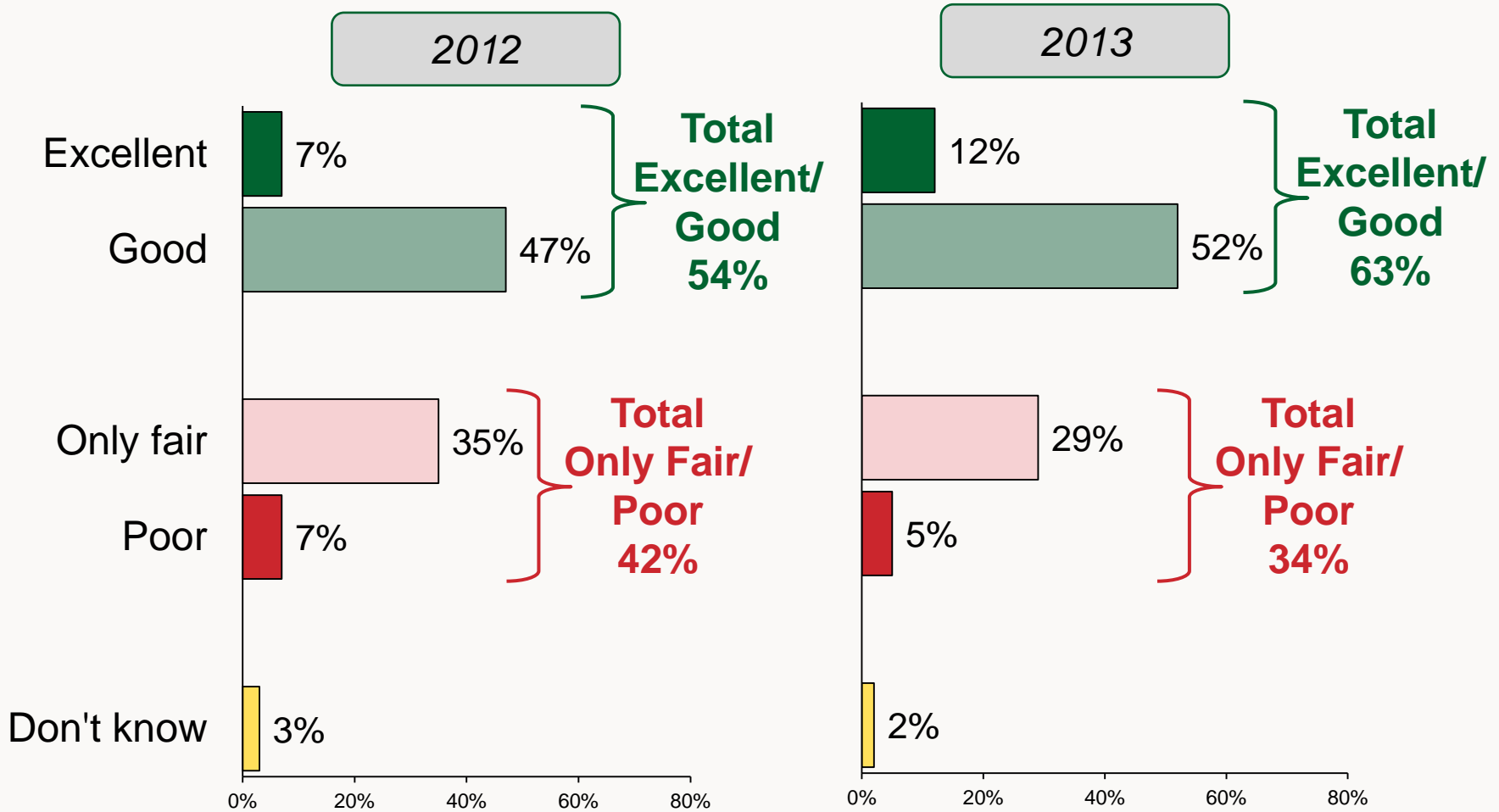
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Attitudes Toward City Government

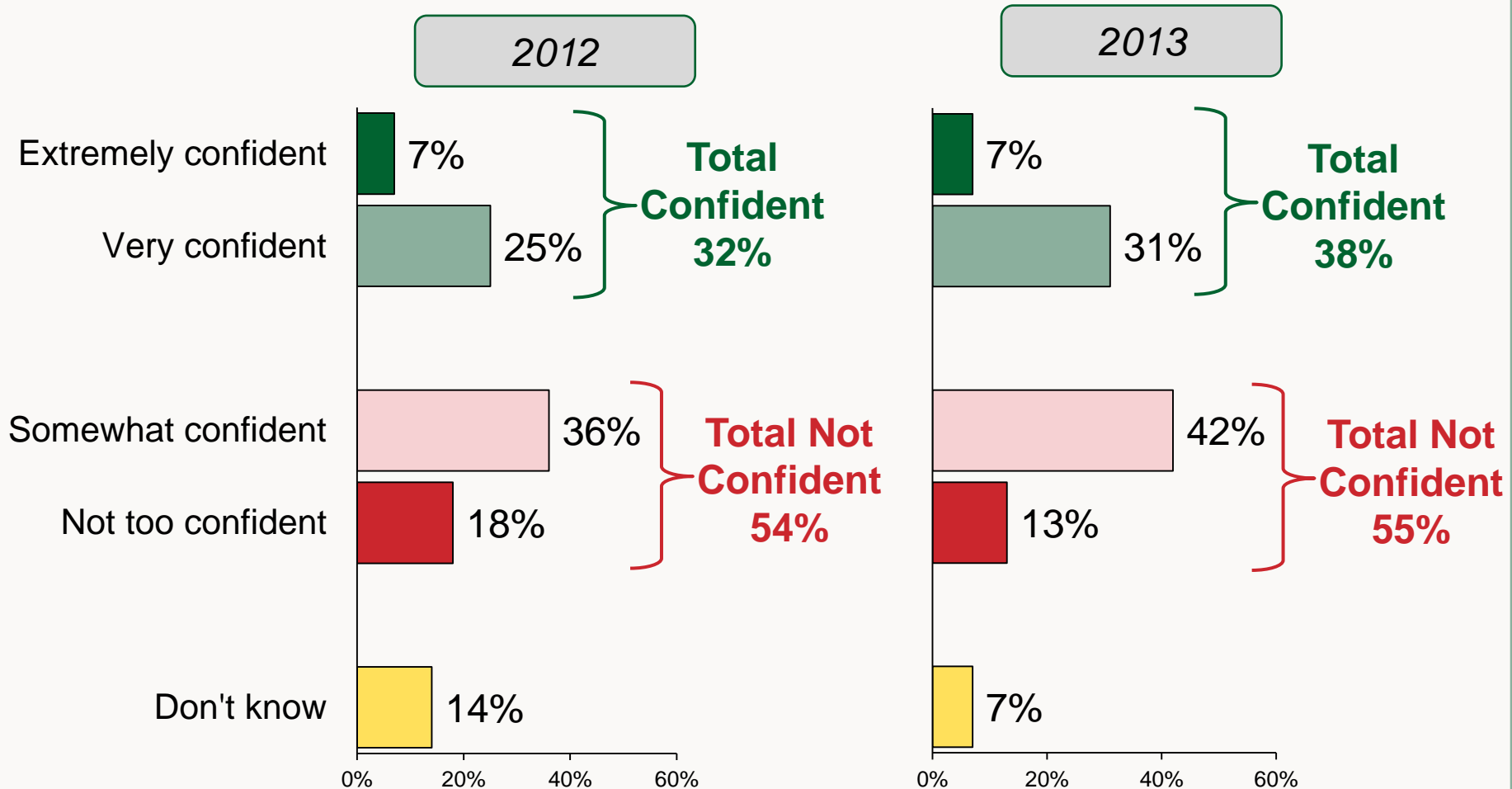
Satisfaction with City government has improved in the past year.

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



Impressions of government openness and accountability have marginally improved.

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

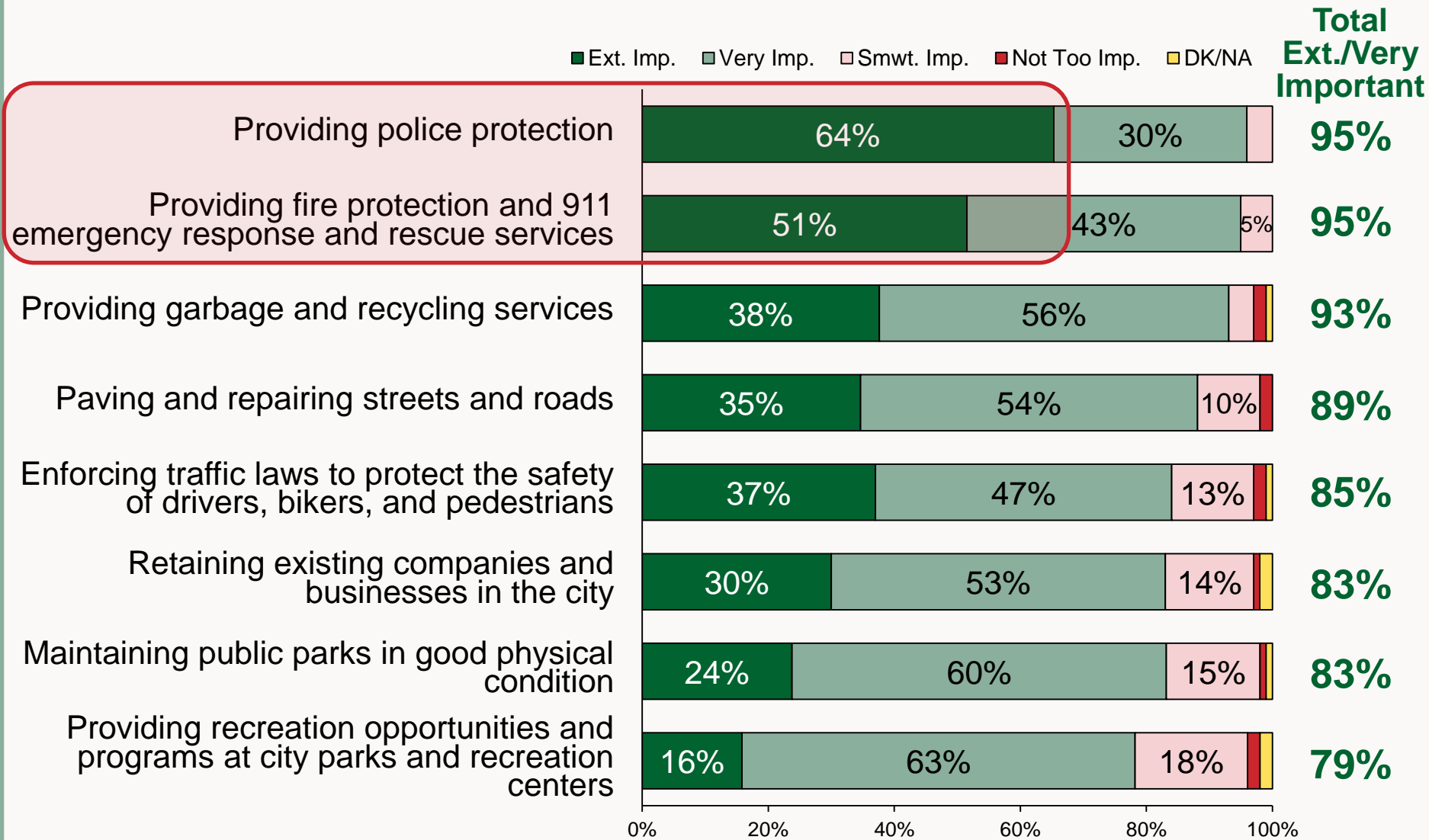


Q13.

Assessing City Services

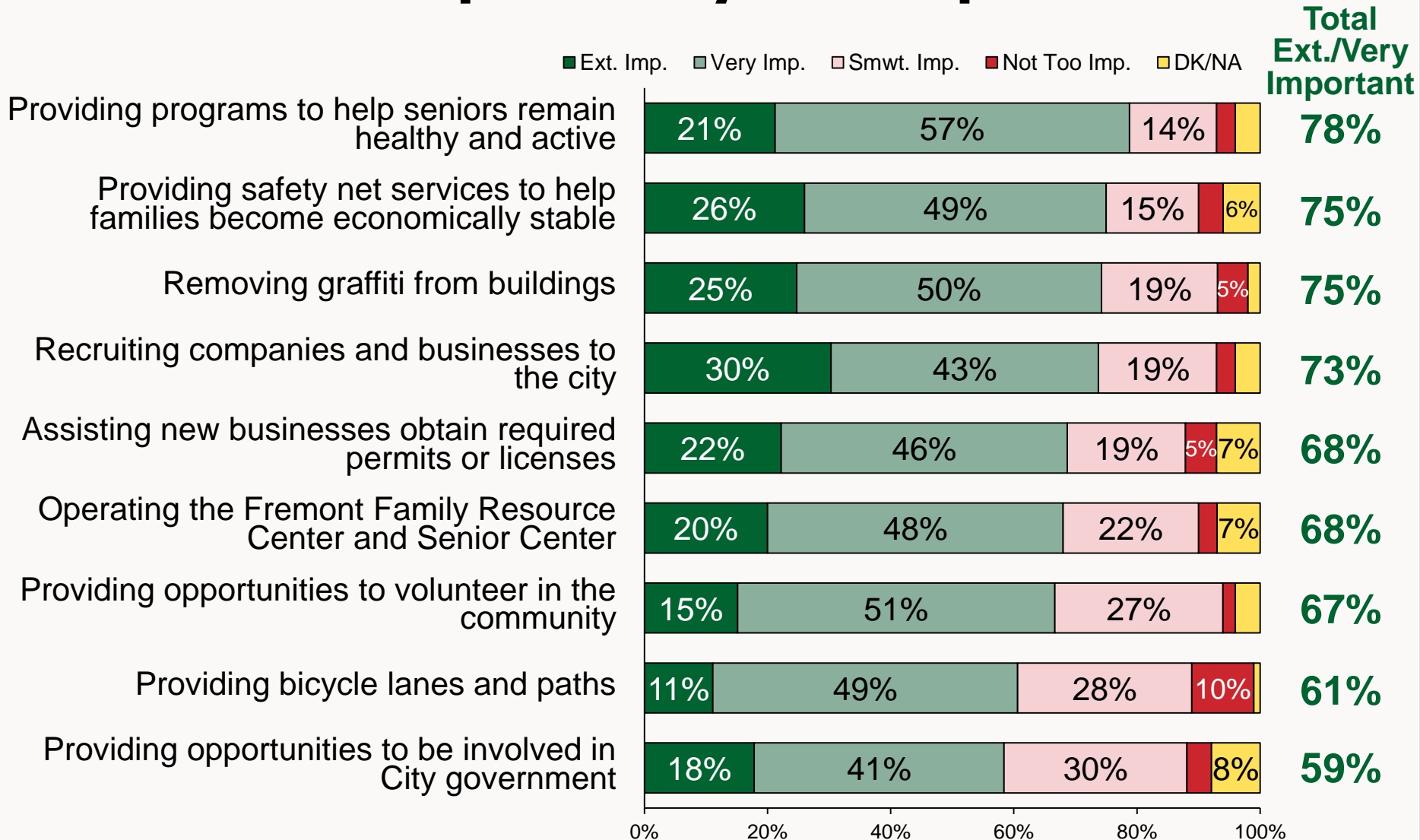
- *Survey respondents were provided with a list of City services.*
- *First, they were asked to indicate how “important” each service is to making Fremont a good place to live.*
- *Second, they were asked to indicate how “satisfied” they are with the job being done by Fremont in providing that service.*

Residents see public safety – particularly police protection – as a top priority.



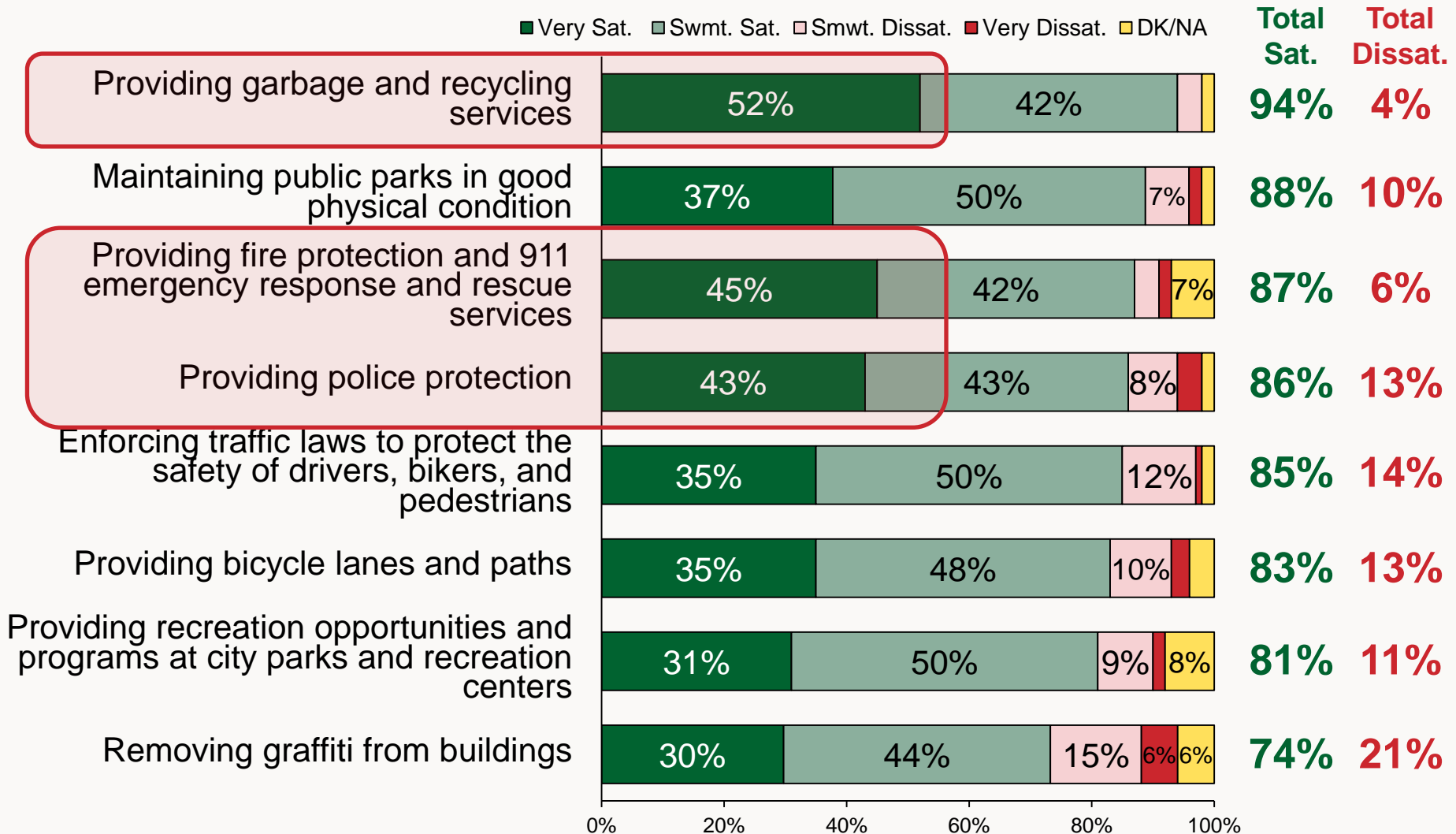
14. Now let me ask you about some specific services provided by Fremont's City government. After I mention each one, please tell me how important each service is to making Fremont a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample.

Bike lanes and involvement in City government are comparatively less important.



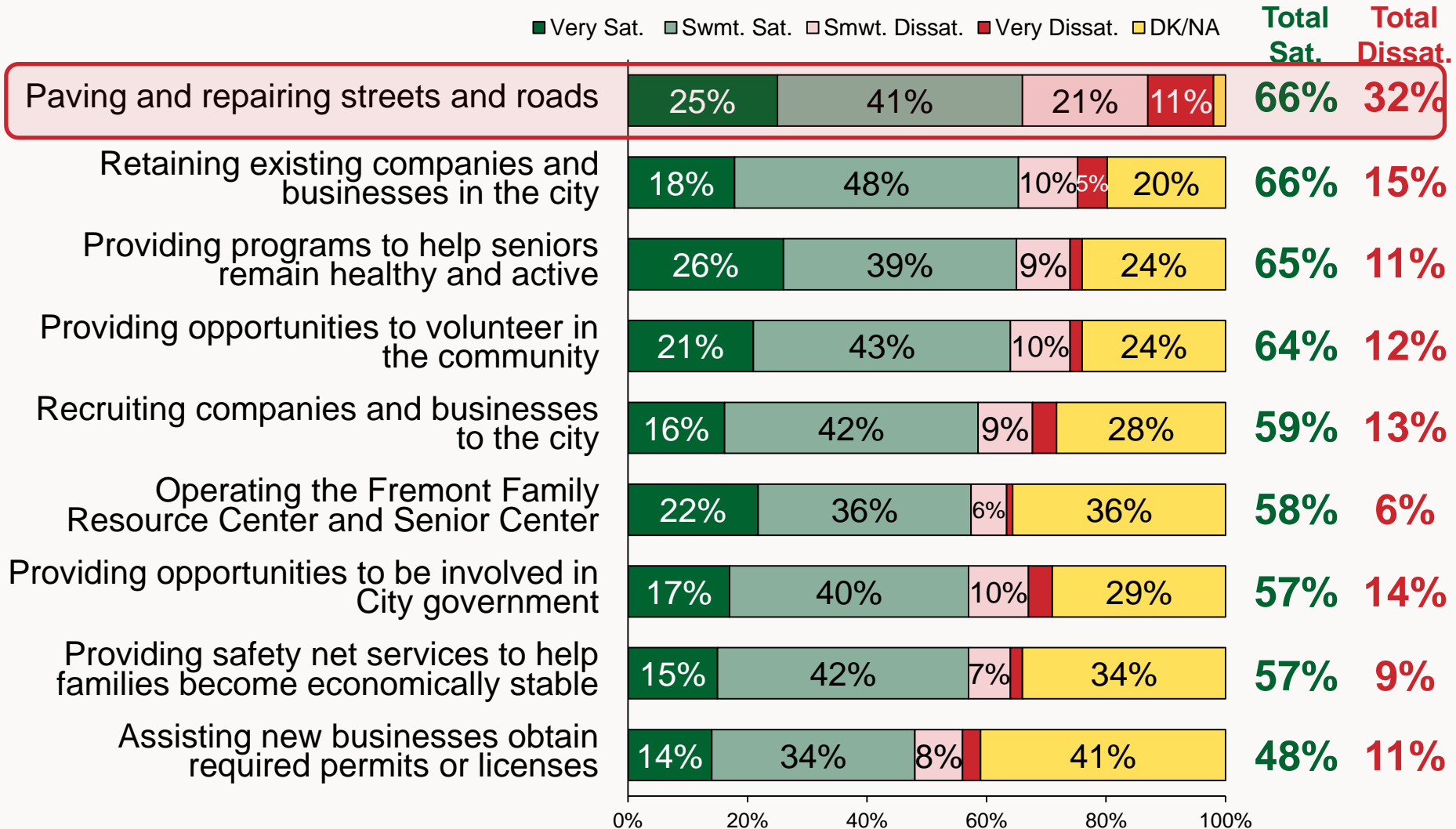
14. Now let me ask you about some specific services provided by Fremont's City government. After I mention each one, please tell me how important each service is to making Fremont a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample.

Satisfaction levels are particularly high for public safety and garbage/recycling services.



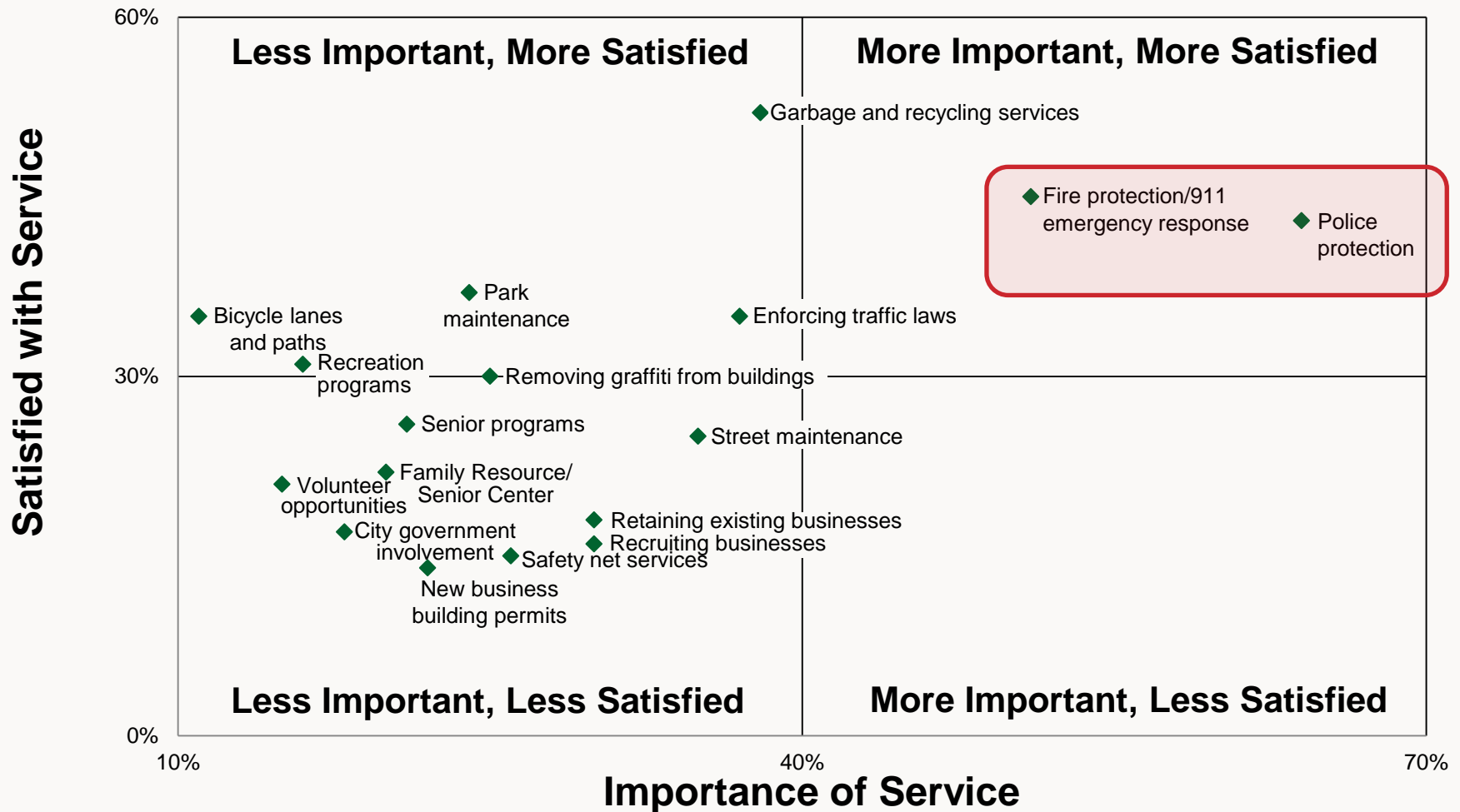
15. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.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

Only street maintenance has any notables levels of dissatisfaction.



15. I am going to read you the same list of services being 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.

Residents tend to be most satisfied with the services they deem most important.

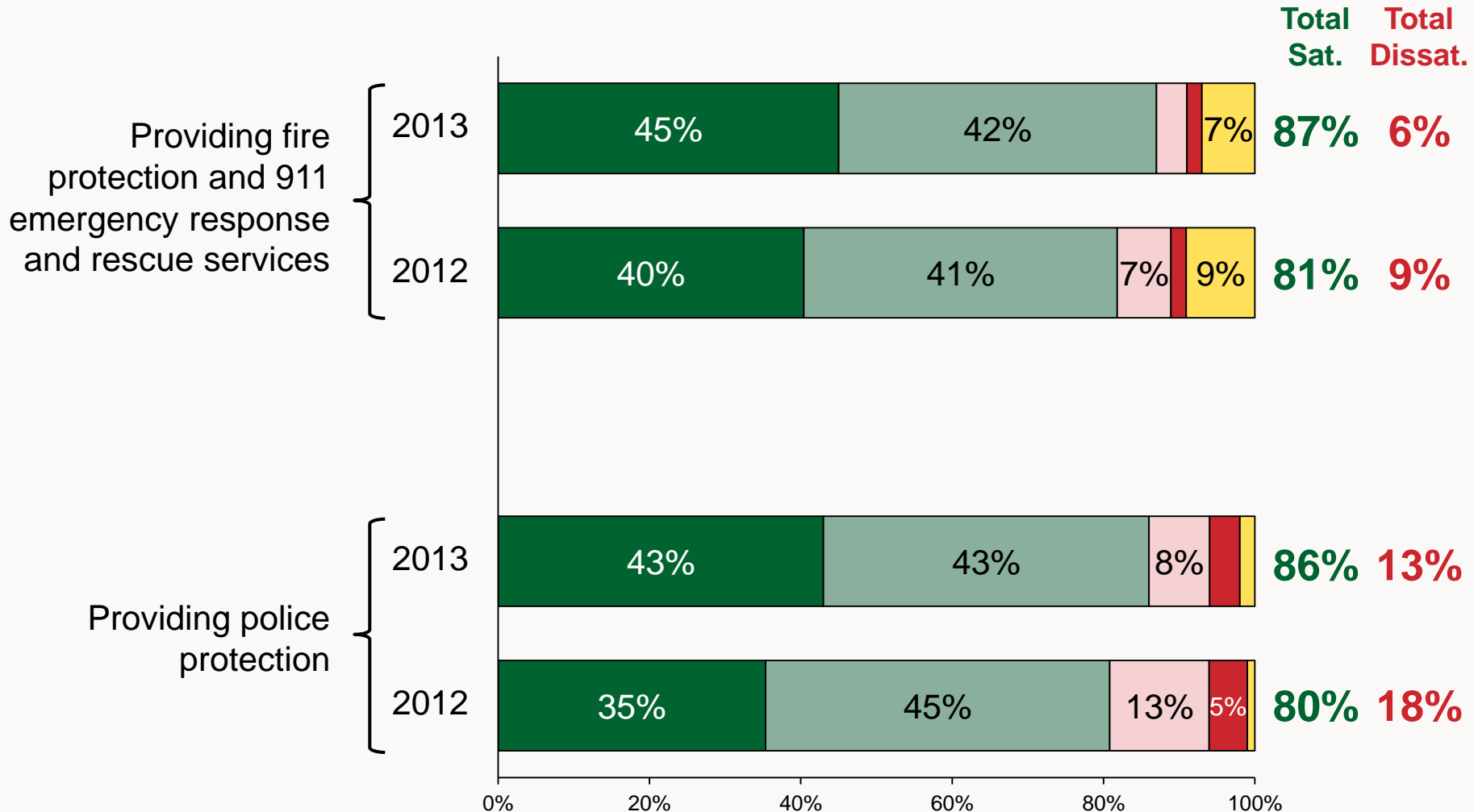


14. Please tell me how important each service is to making Fremont a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample

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

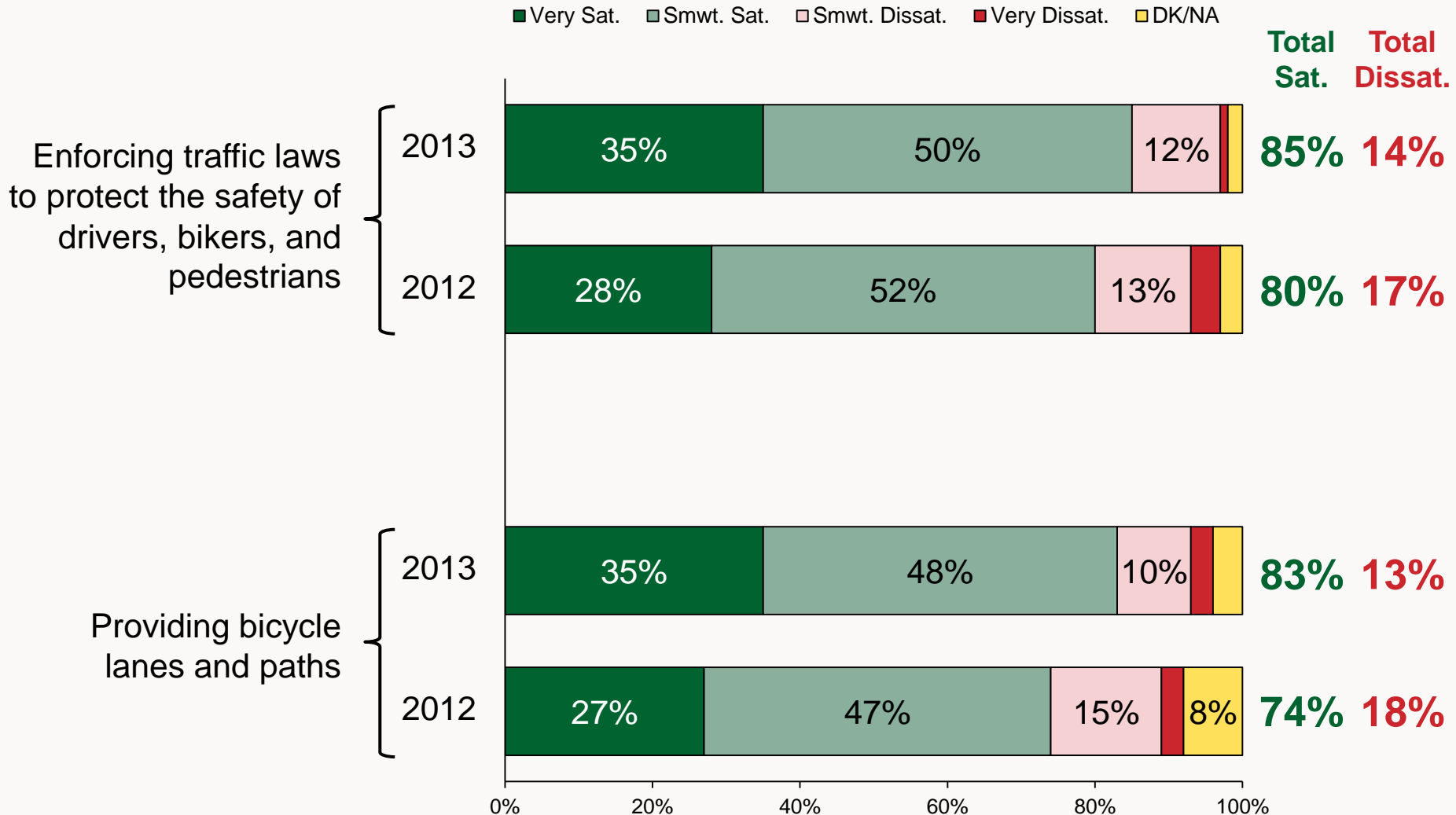
Satisfaction with public safety services has increased slightly...

■ Very Sat. ■ Smwt. Sat. □ Smwt. Dissat. ■ Very Dissat. □ DK/NA



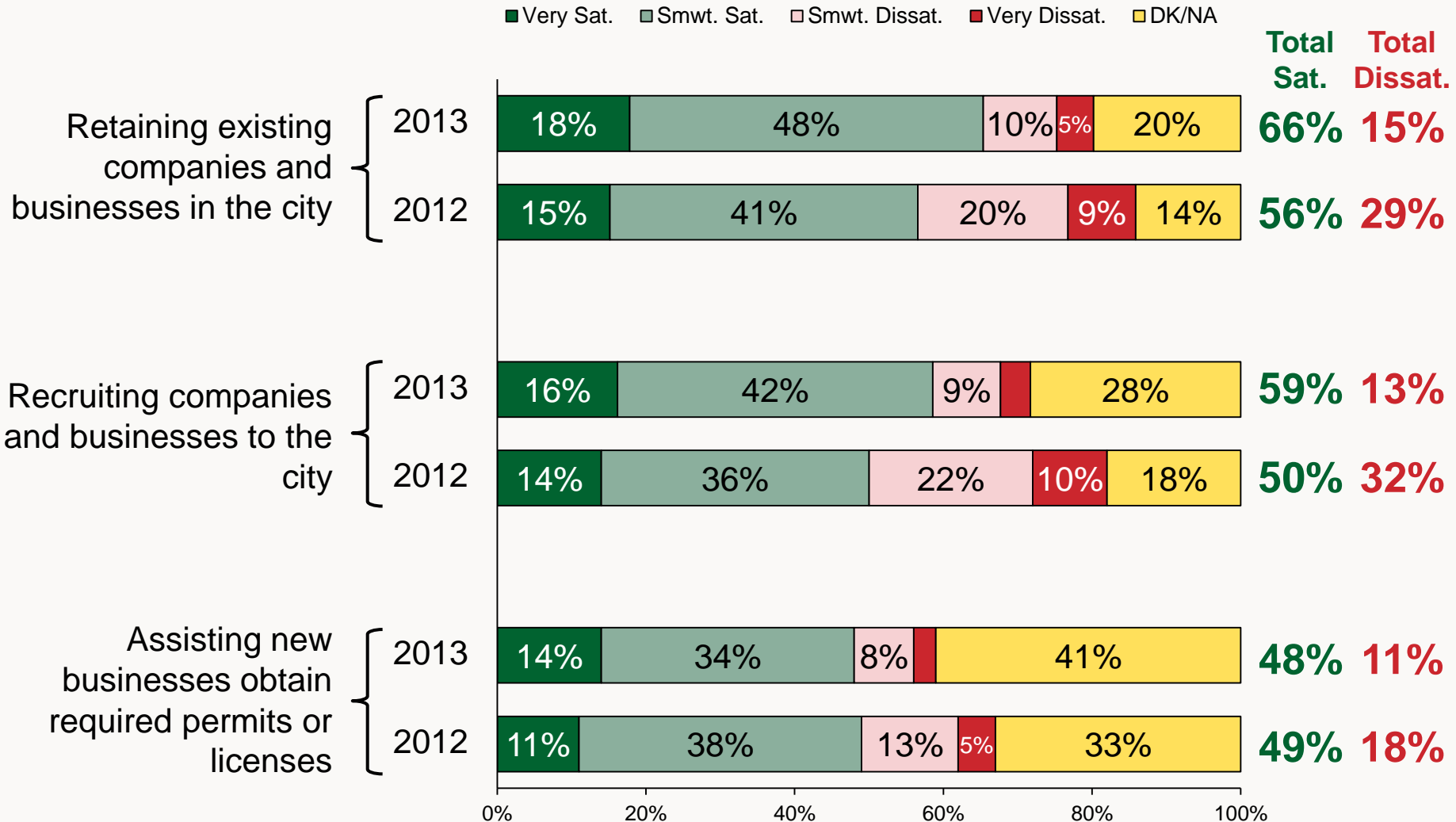
15 d. I. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.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

...as has satisfaction with bike lanes and the enforcement of traffic laws.



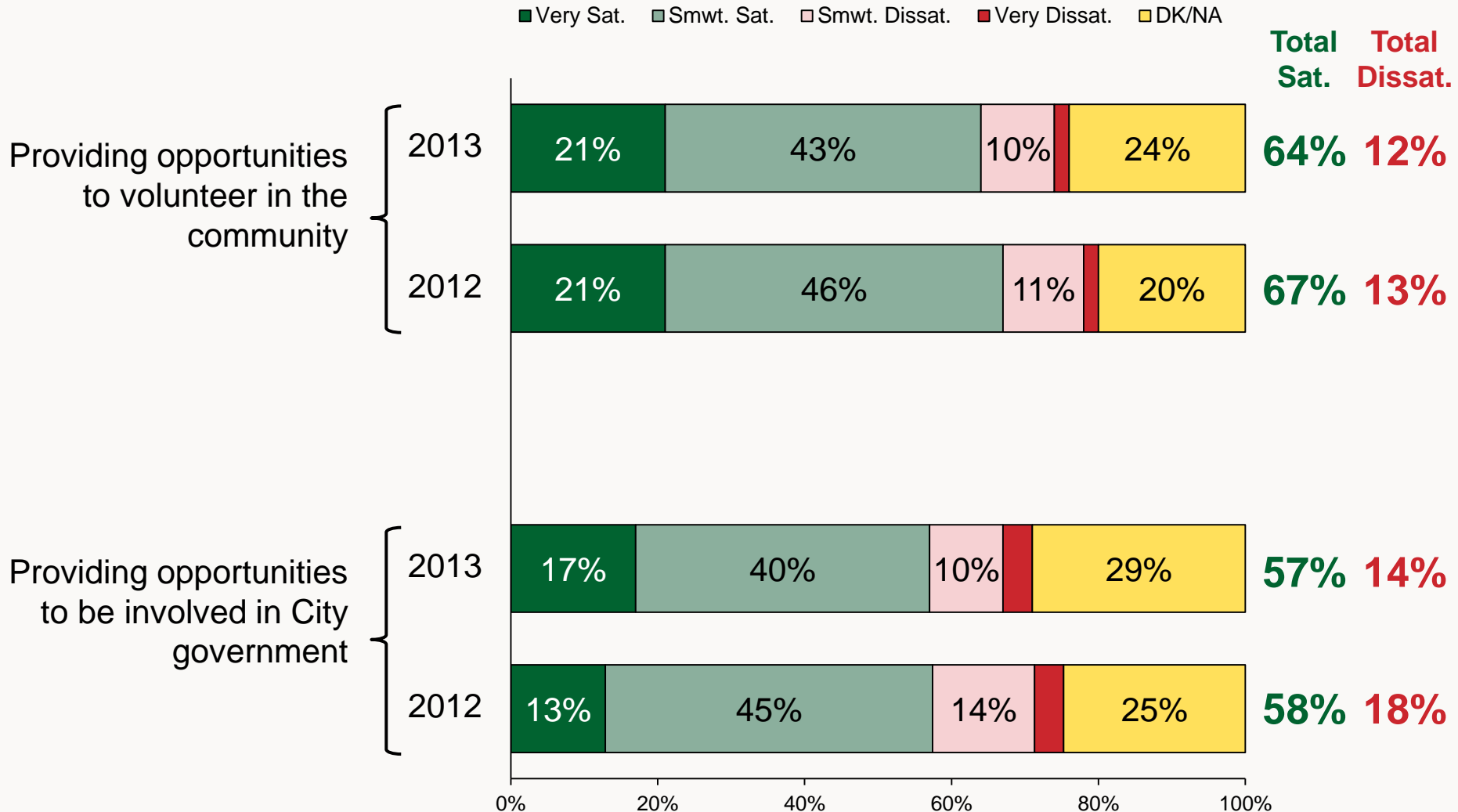
15 f, n. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.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

More also feel better about Fremont's efforts to recruit and retaining local businesses.



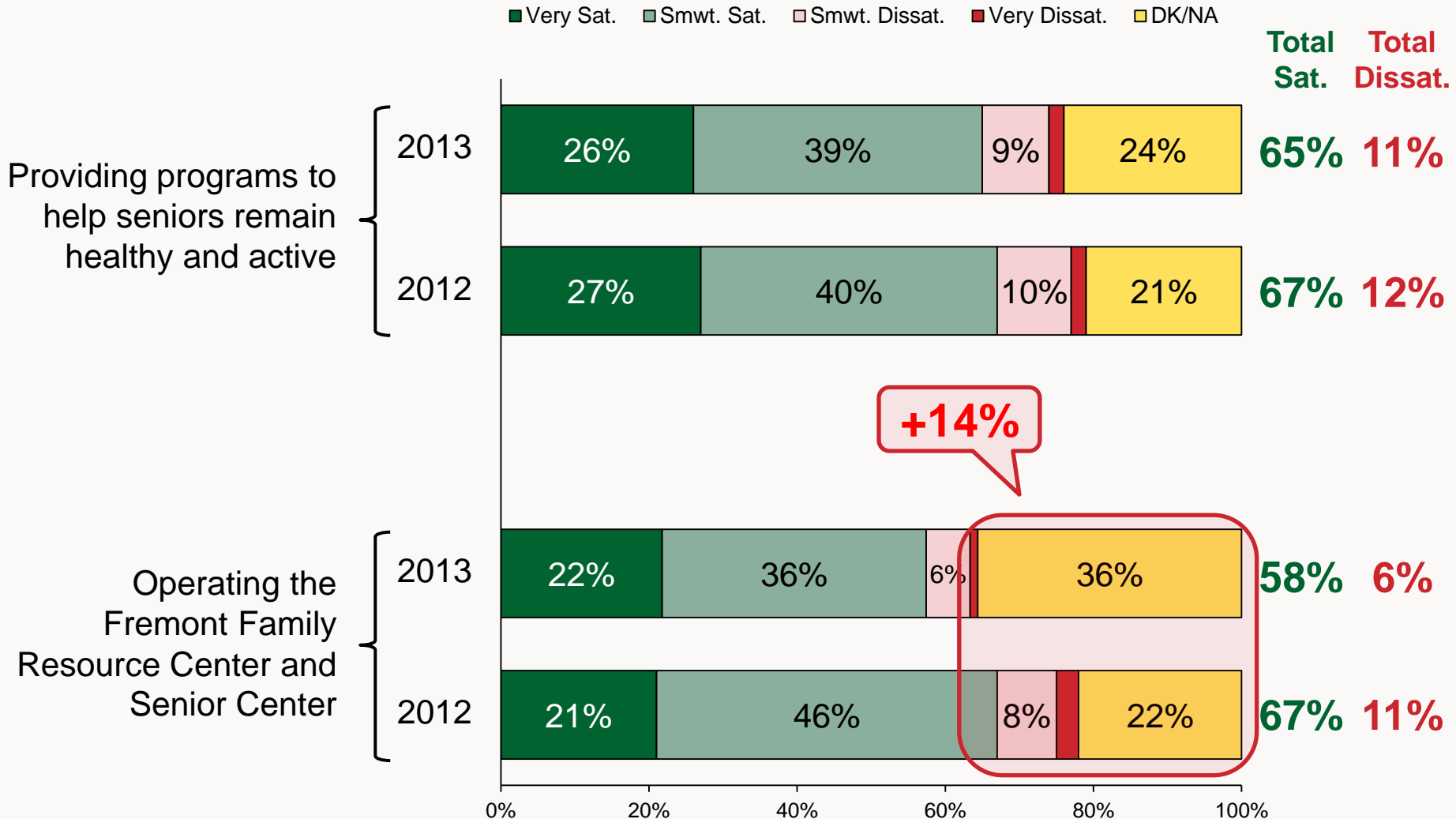
15 g, o, h. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very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

There's little change in how residents view opportunities to get involved locally.



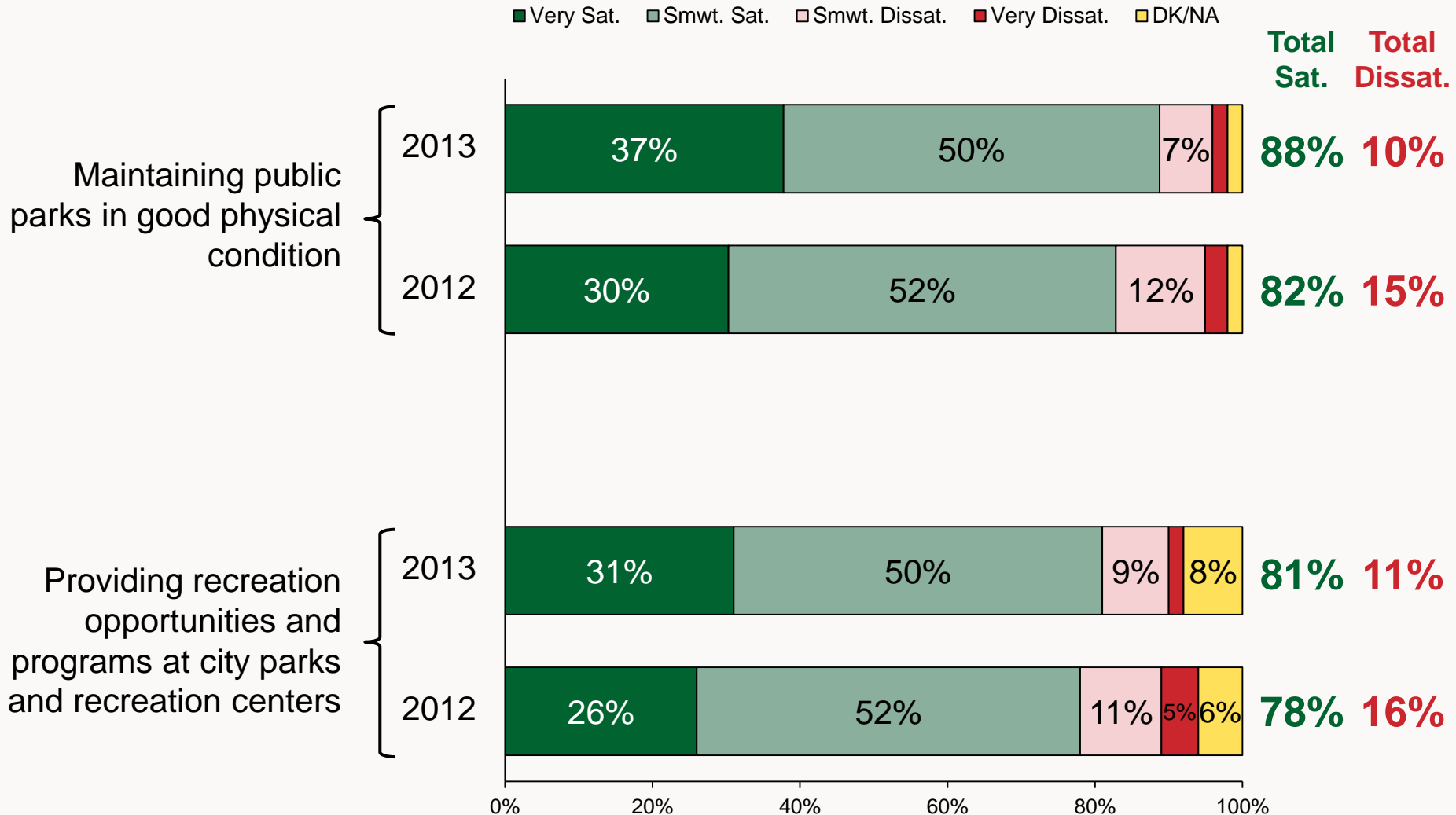
15 c, k. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.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

Opinions of Fremont's senior programs haven't changed much, either.



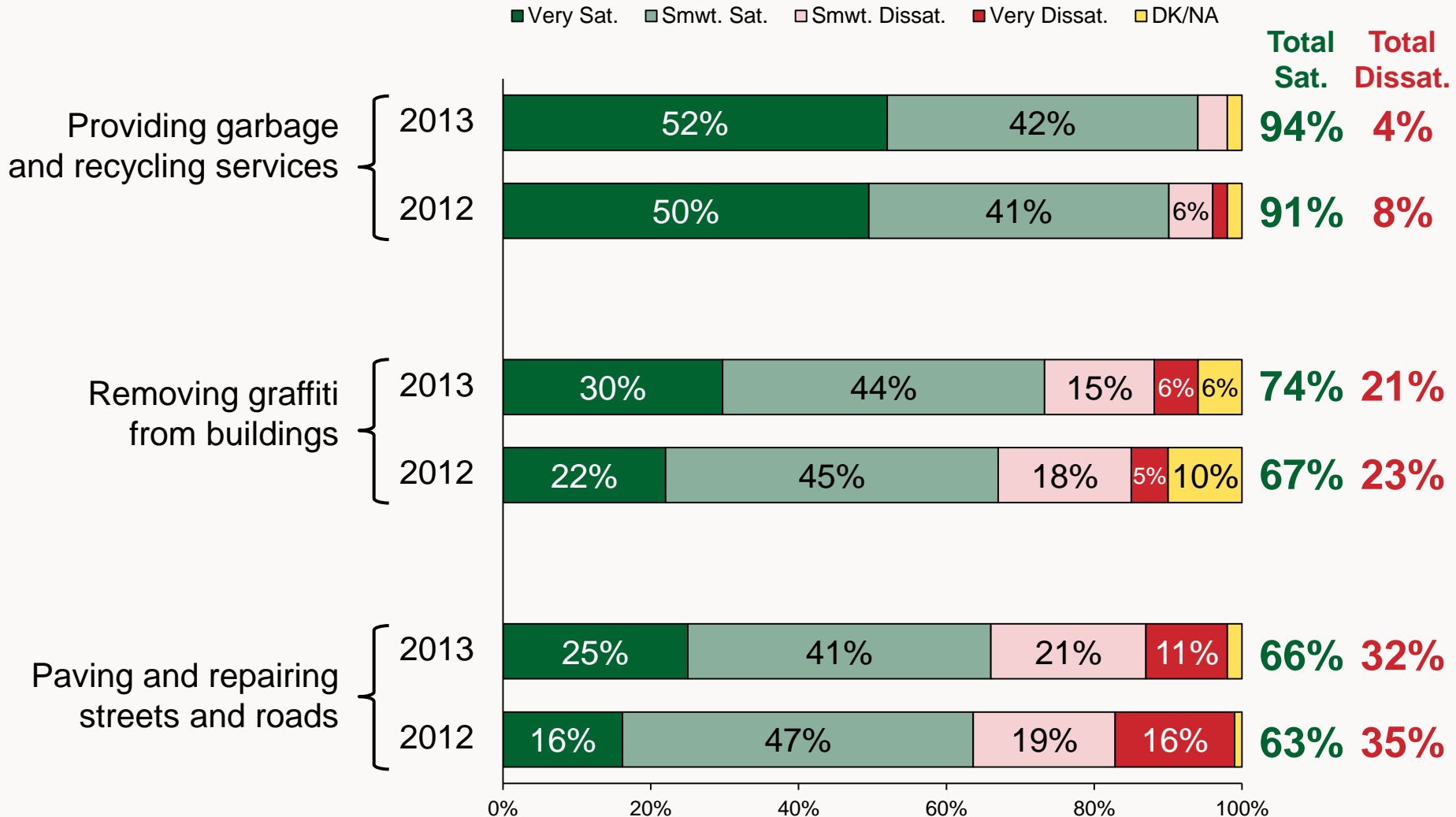
15 b, j. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.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

Impressions of parks and recreation programs have also modestly improved...



15 e, m. 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.

...as have impressions of the City's graffiti removal and street maintenance services.

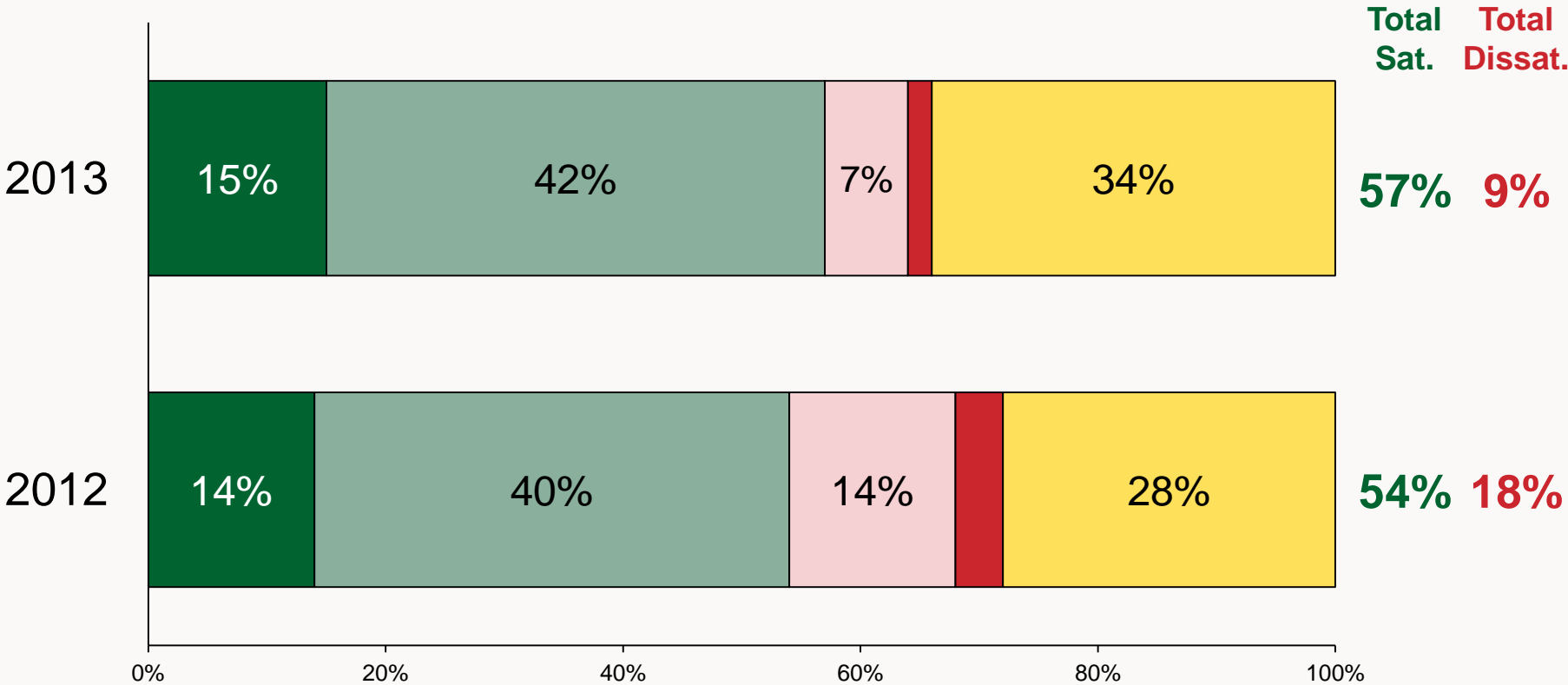


15 a, i, p. I am going to read you the same list of services provided by Fremont's City government. This time, after I mention each one, please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied or very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

Satisfaction with Fremont's safety net services has remained relatively stable.

Providing safety net services to help families become economically stable

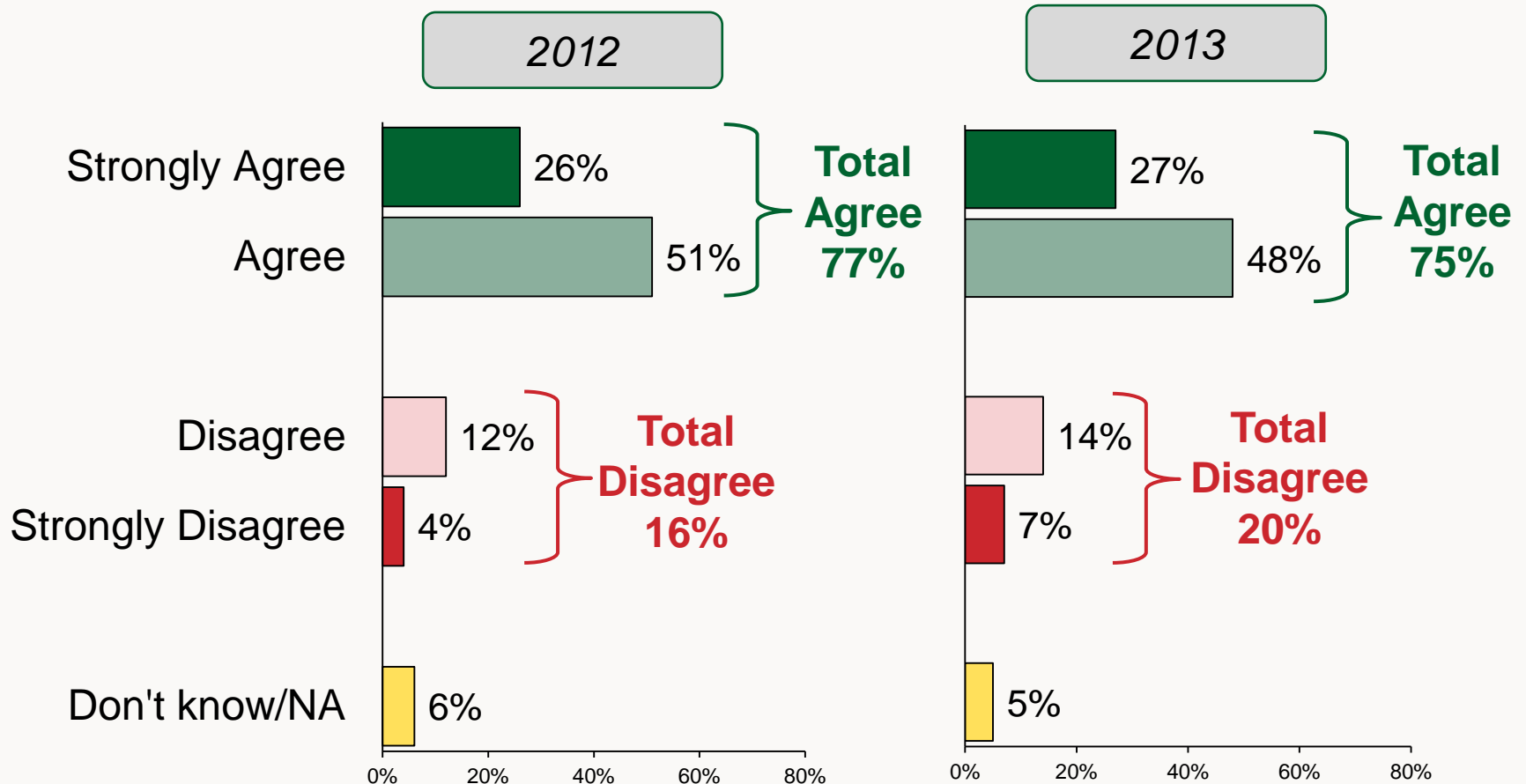
Very Sat. Smwt. Sat. Smwt. Dissat. Very Dissat. DK/NA



15 q. 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.

Three-quarters of residents continue to feel that local property values will be hurt if public safety services are reduced.

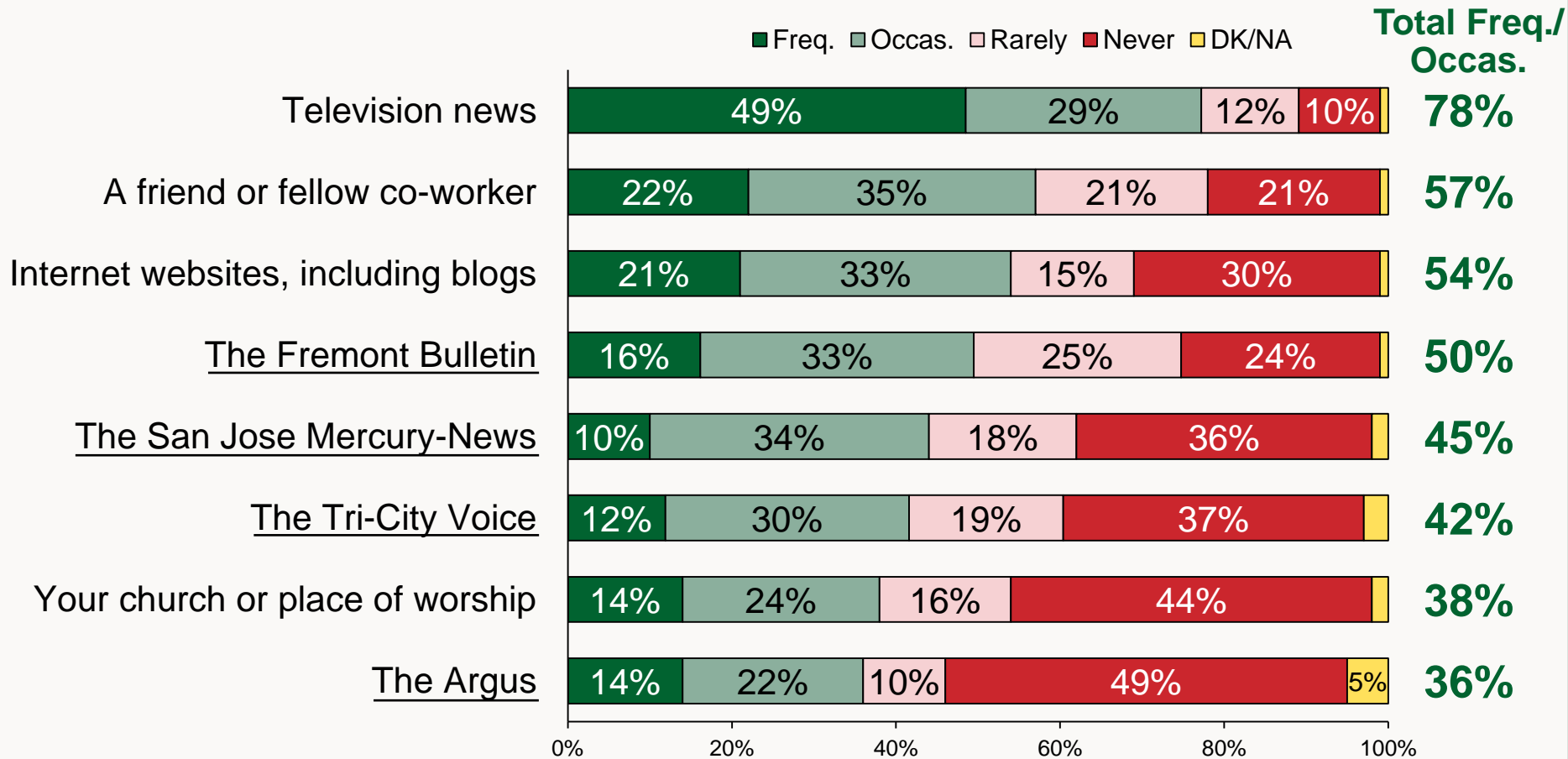
Local property values will be hurt if City public safety and maintenance services are reduced.



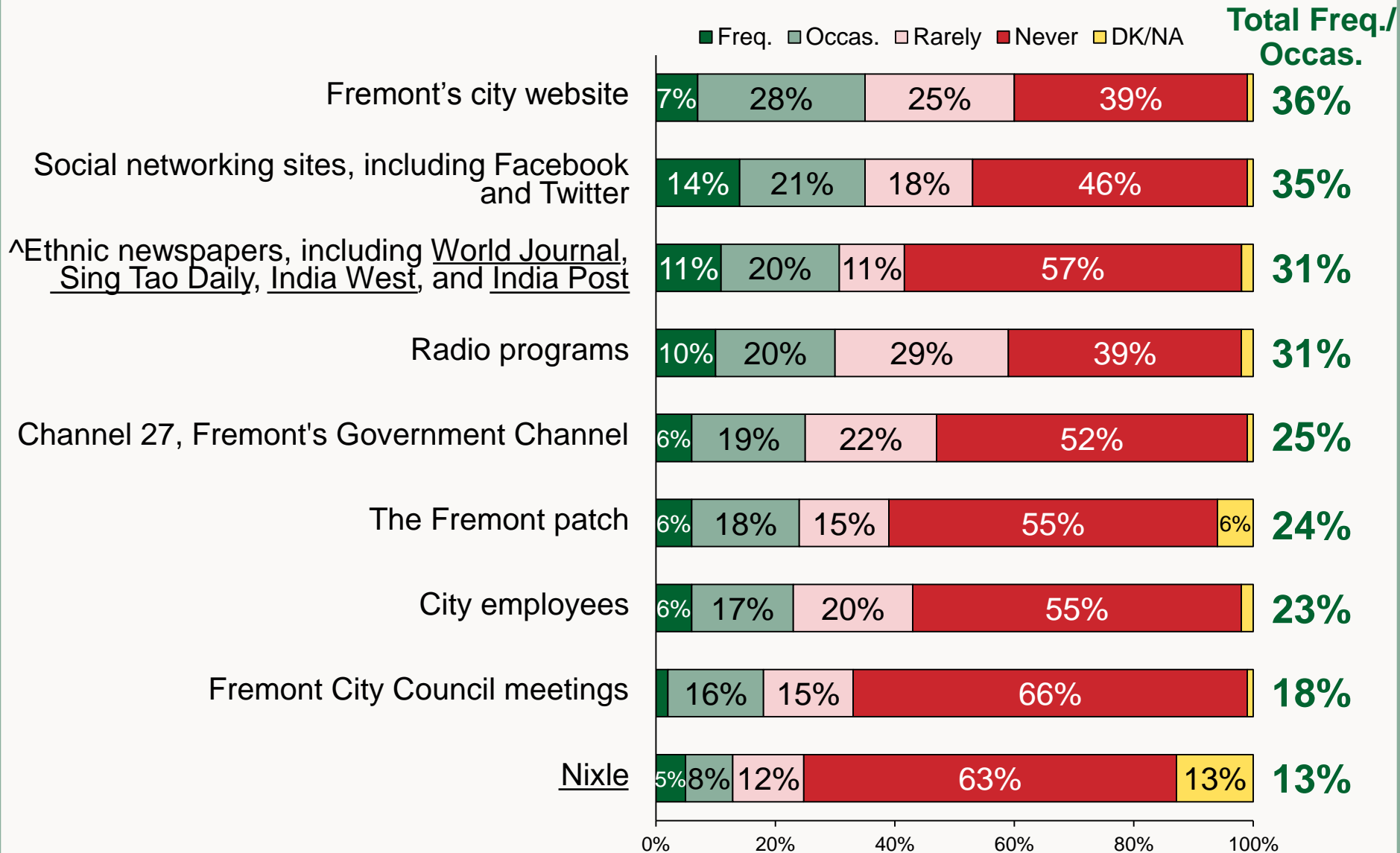
19c. I would like to read you some statements people have made about conditions in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. Split Sample.

Residents are most likely to get news about City government from television news.

I'm going to read you a list of sources from which people get information about Fremont city government. I'd like you to tell me how often you use it to get information about Fremont city government: frequently, occasionally, rarely, or never.



Other information sources are rarely only used.



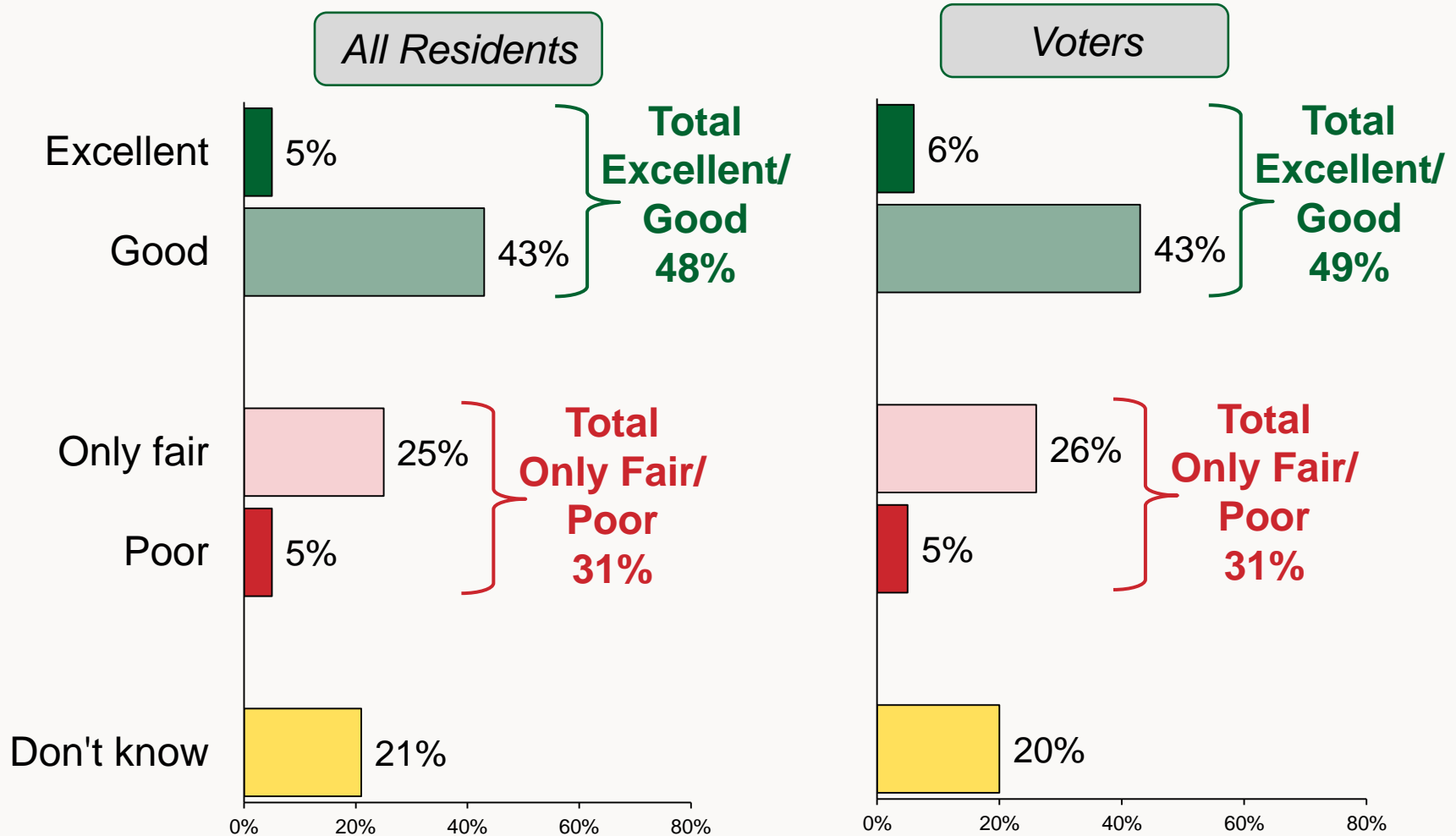
Q20. ^Not Part of Split Sample.



Perceptions of the City Budget

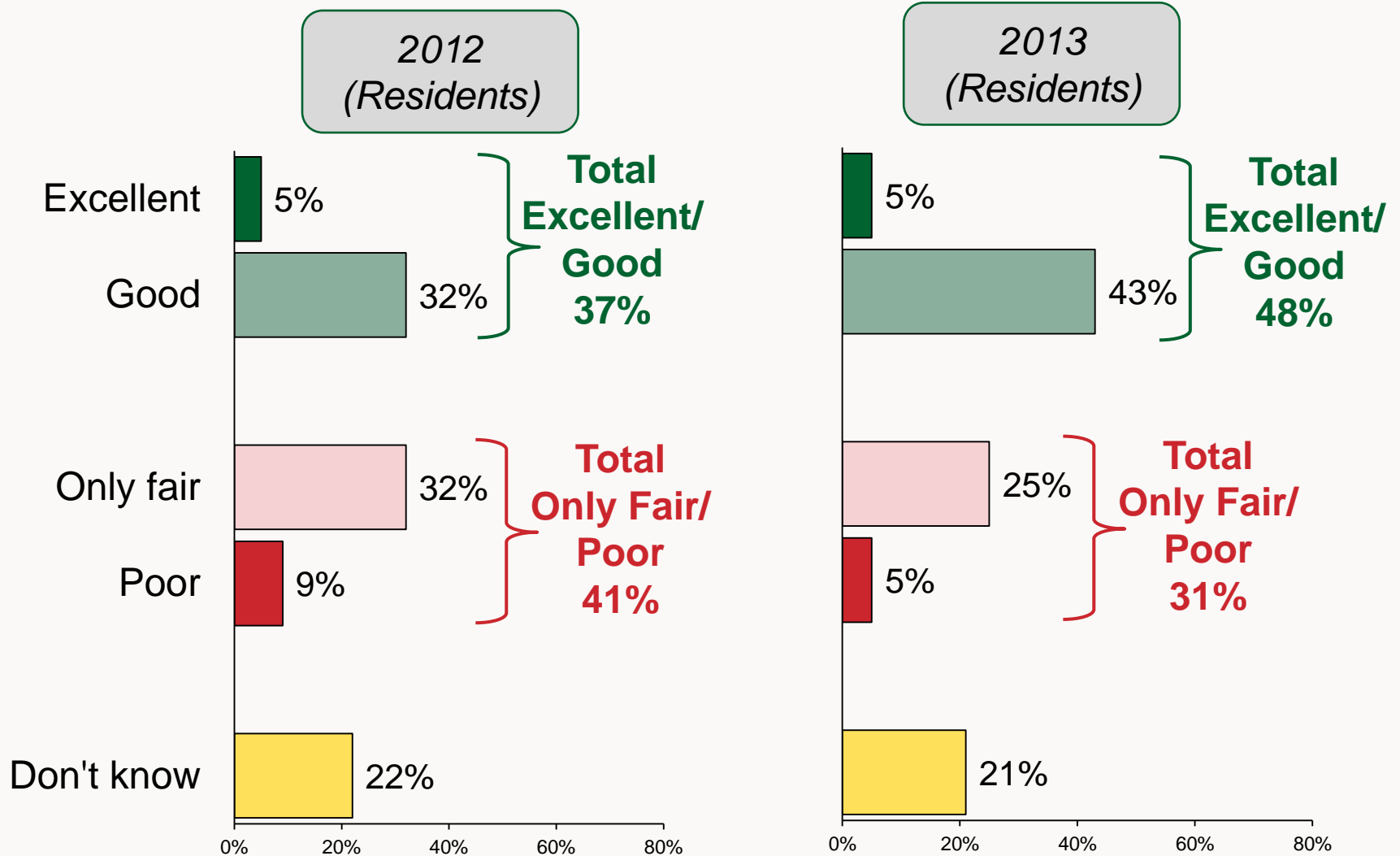
Half feel the City is doing a “good” or “fair” job managing its budget...

How would you rate the overall job the City of Fremont does managing its budget?



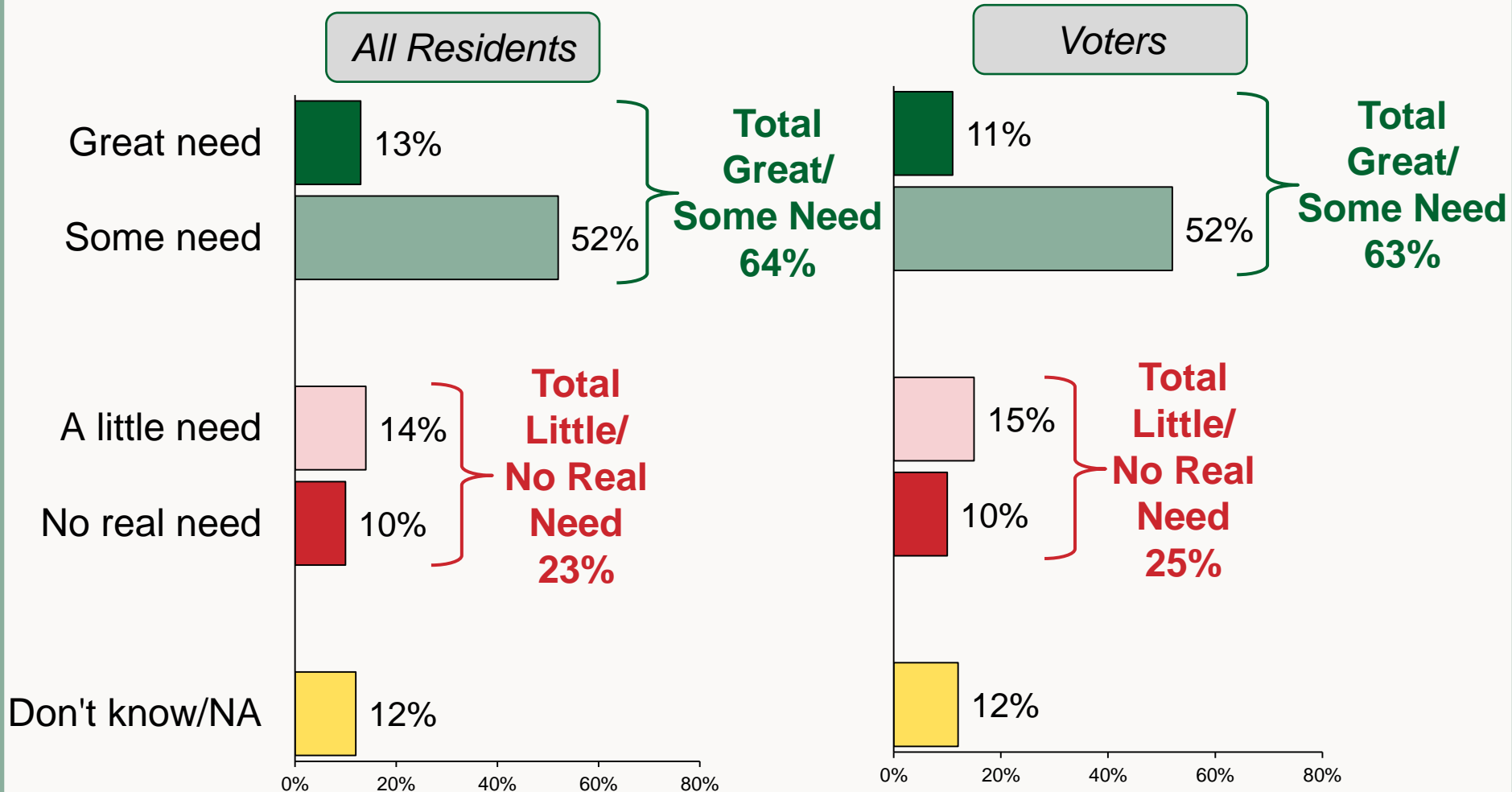
...an improvement over 2012's findings.

How would you rate the overall job the City of Fremont does managing its budget?



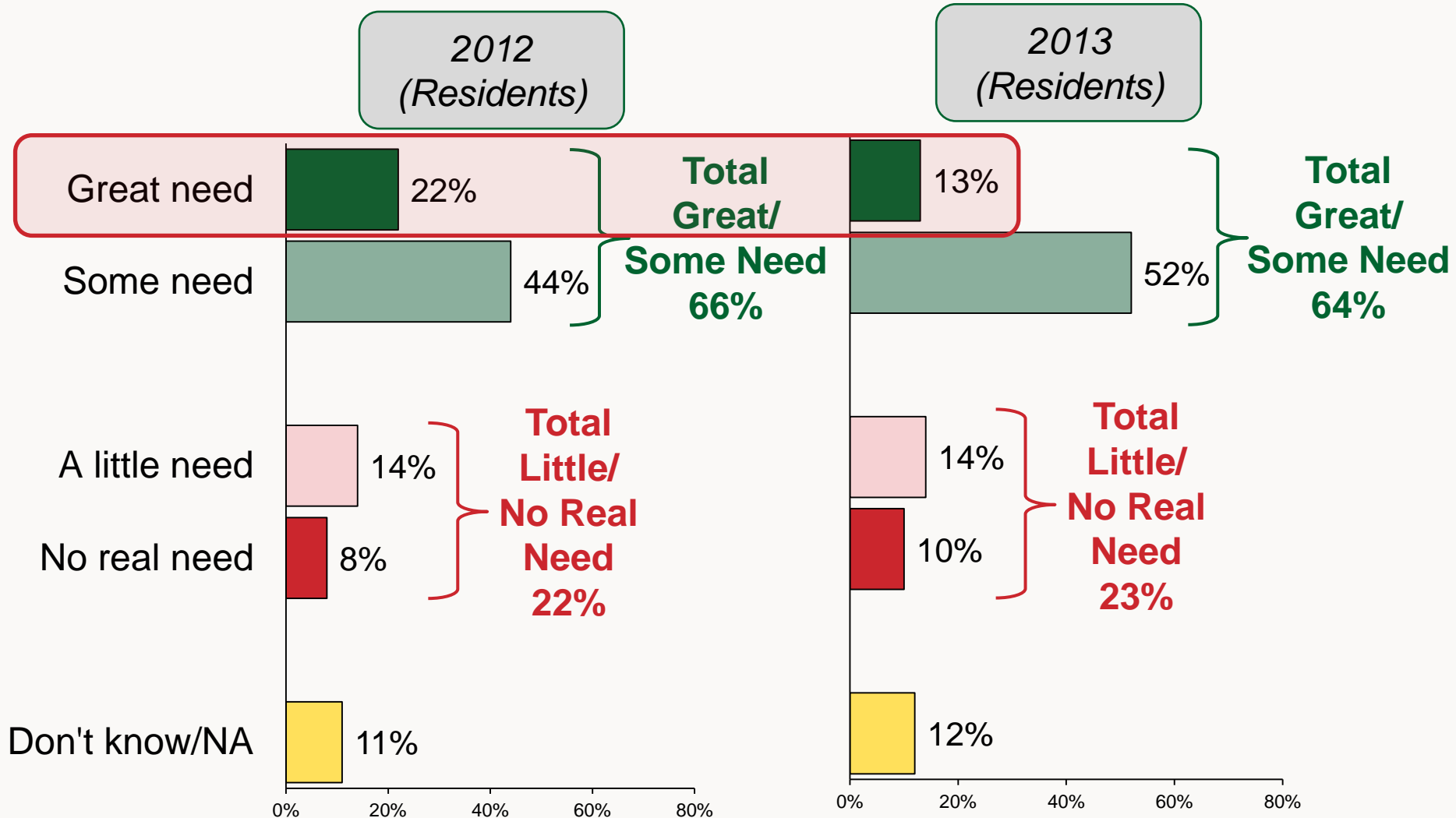
More than three in five say the City needs additional funding...

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 mild decrease in intensity since 2012.

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?



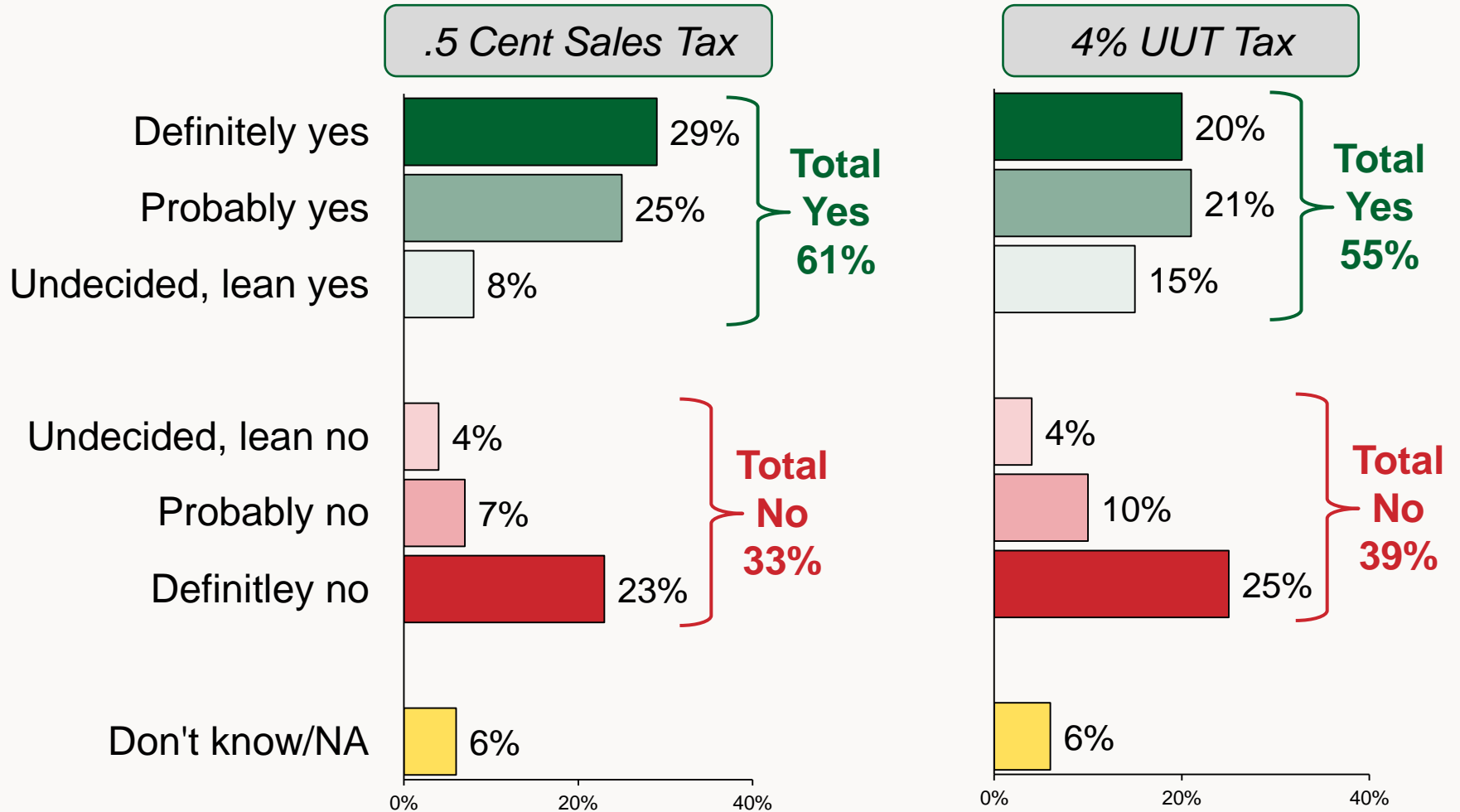
Conceptual Support for a Finance Measure

- Survey respondents were asked about a conceptual finance measure.
- Half were asked about a one-half cent sales tax and half about a 4% Utility Users Tax (UUT).

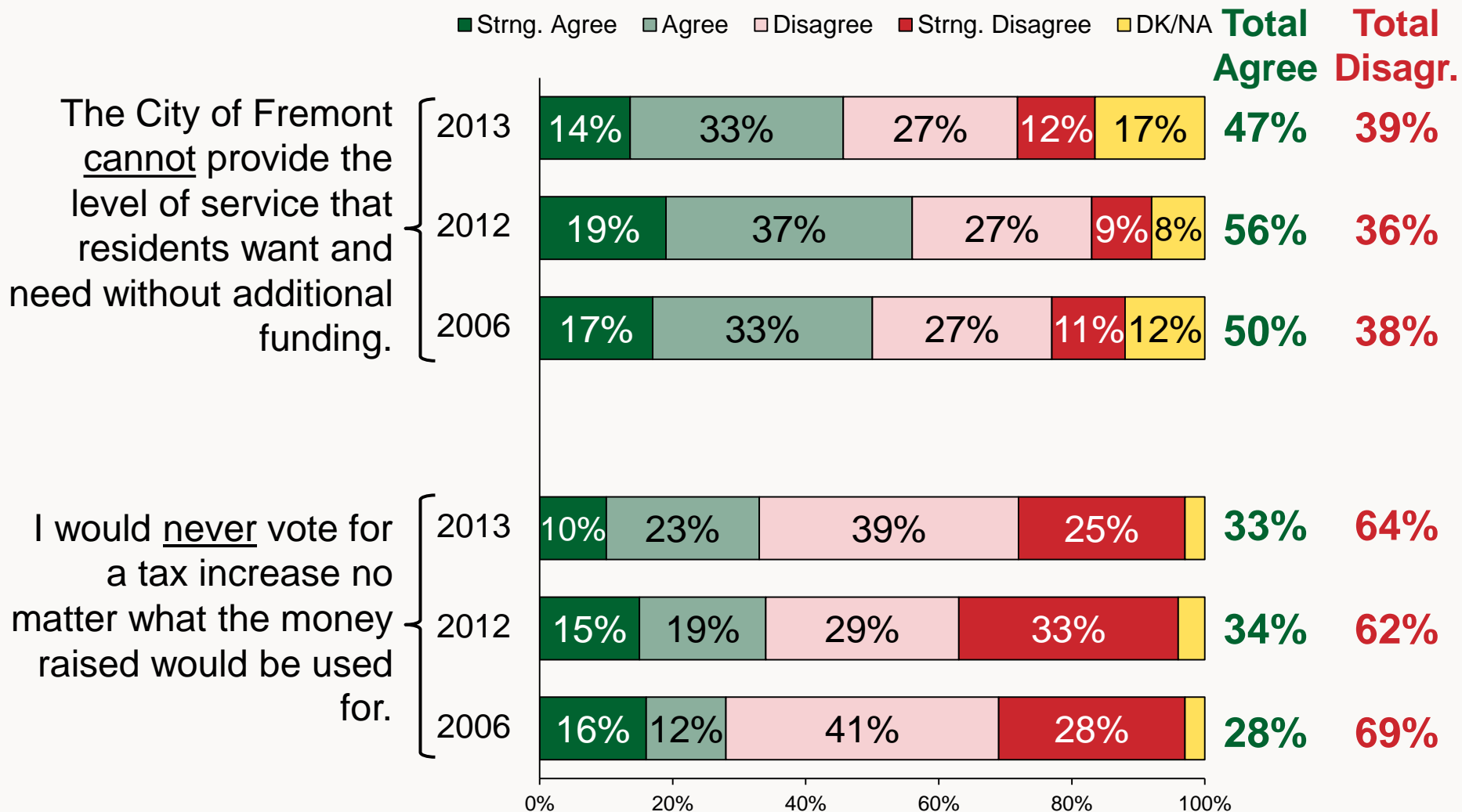
Next, suppose there were a measure on the City of Fremont ballot to maintain and protect the level of essential services – including police, fire, street and park maintenance, and youth and senior services – currently provided by the City, and to restore a number of services that have recently been cut by (enacting a one-half cent sales tax)/(establishing a four percent utility users tax.)

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?

A larger majority of voters would support a half-cent sales tax rather than a UUT measure.



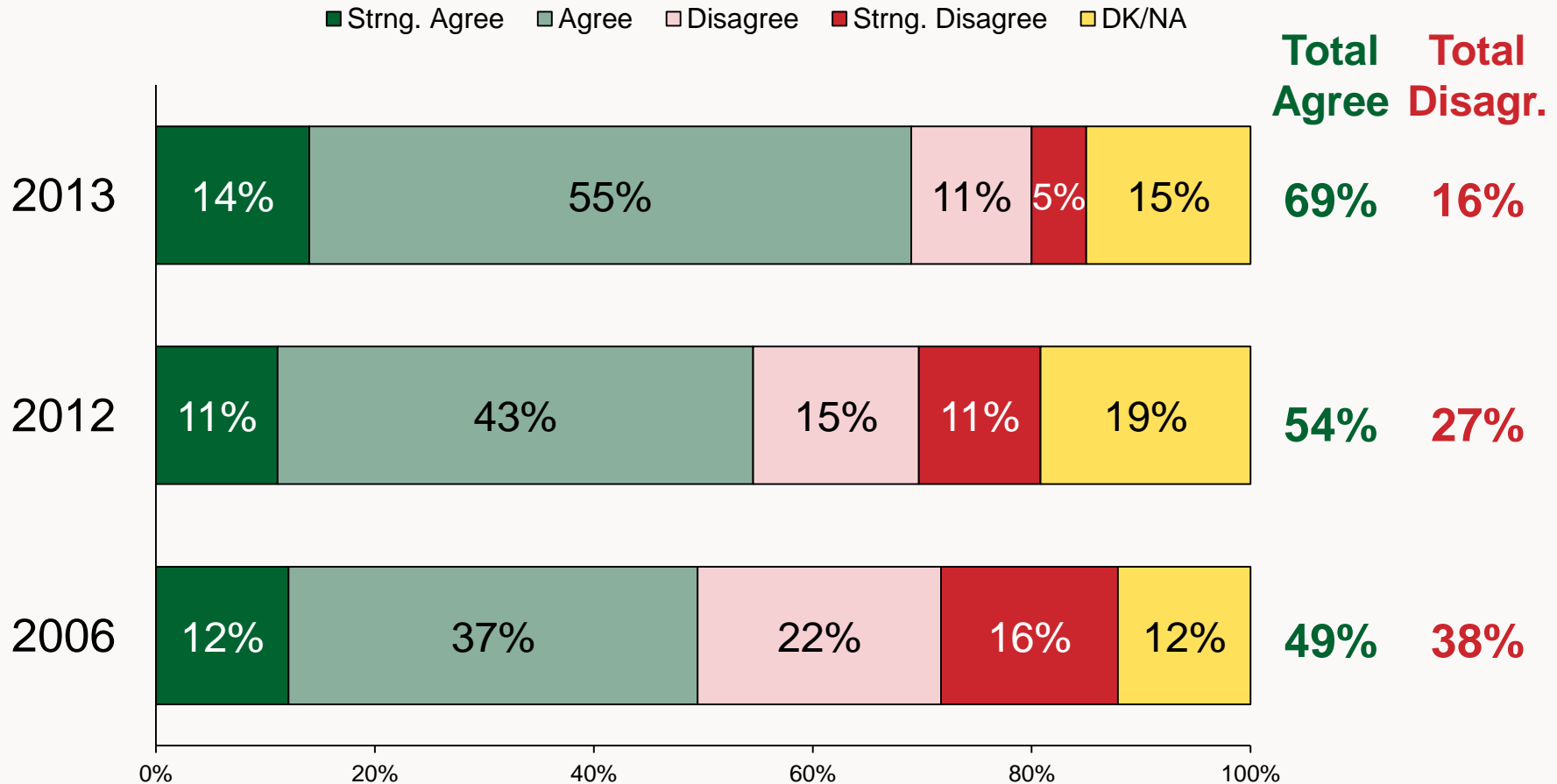
However, less than half of voters believe the City cannot provide services adequately without further funding.



19 a, d. I would like to read you some statements people have made about conditions in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. Split Sample. Among voters.

At the same time, voters have much more faith the City will manage tax dollars wisely.

The City of Fremont can be trusted to properly manage additional tax dollars.



Conclusions

Conclusions

- There appear to be few areas where residents feel the City needs major course corrections – they generally feel that things are going well and improving.
- However, residents do see housing costs and freeway traffic as notable problems, and to a much lesser extent street maintenance and the lack of nightlife/entertainment.
- These positive feelings about the local economy and City government contribute to a somewhat diminished perception that the City is in need of additional revenue to adequately provide services.
- Consequently, while voters express conceptual support for a finance measure, they may not feel a strong sense of urgency to increase local taxes.

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