



2016 City of Fremont Community Survey

Survey Conducted February 18-March 2, 2016

320-682

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology

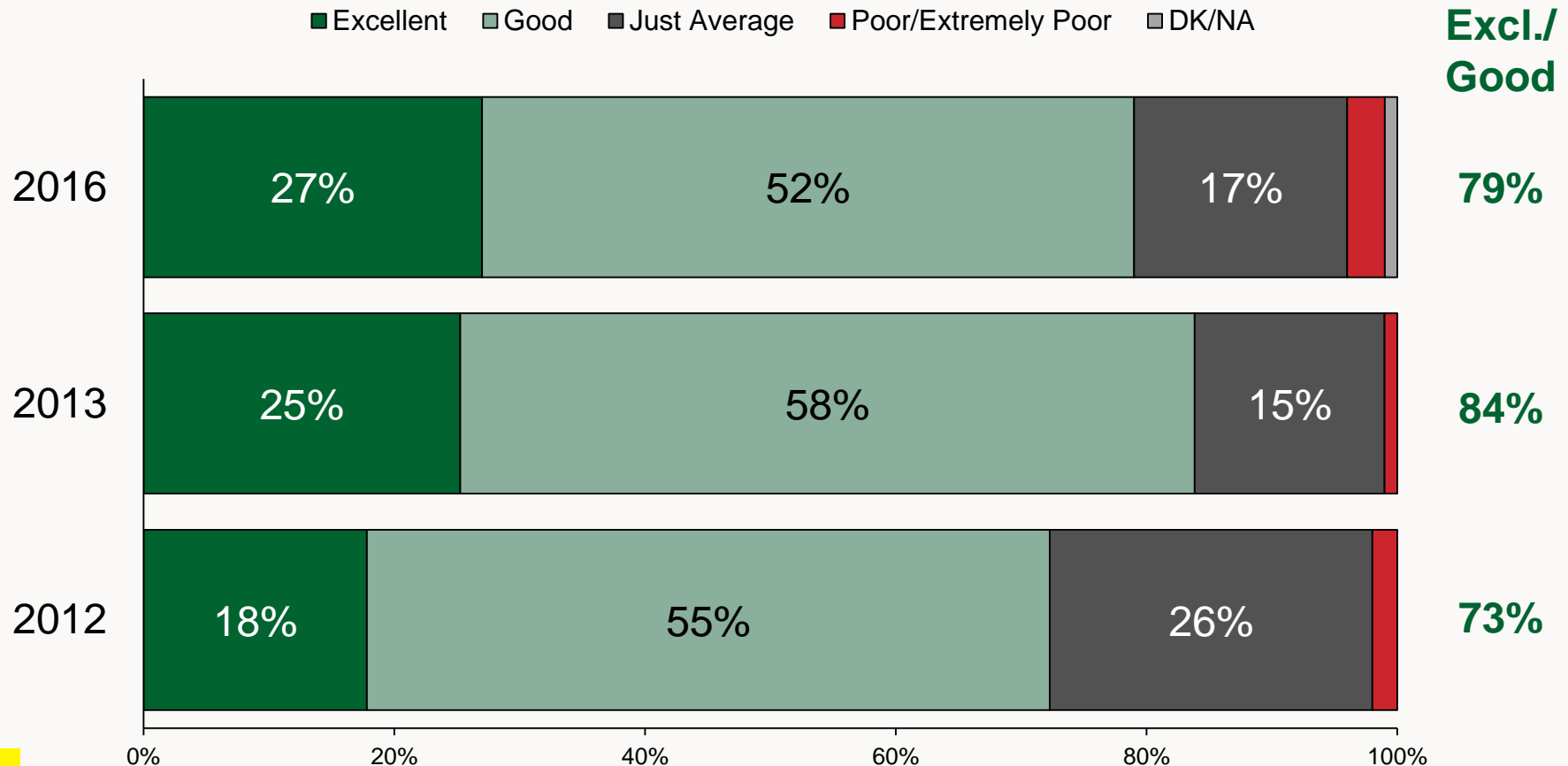
- 600 telephone interviews with Fremont residents conducted in English, Spanish and Mandarin
 - Half drawn from registered voter lists, half from RDD (Random Digit Dialing)
 - Results combined unless otherwise noted
- Conducted February 18-March 2, 2016 via landline and cell phones
- Margin of sampling error +/-4.0% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to 2006, 2012 and 2013 community surveys



Life in Fremont

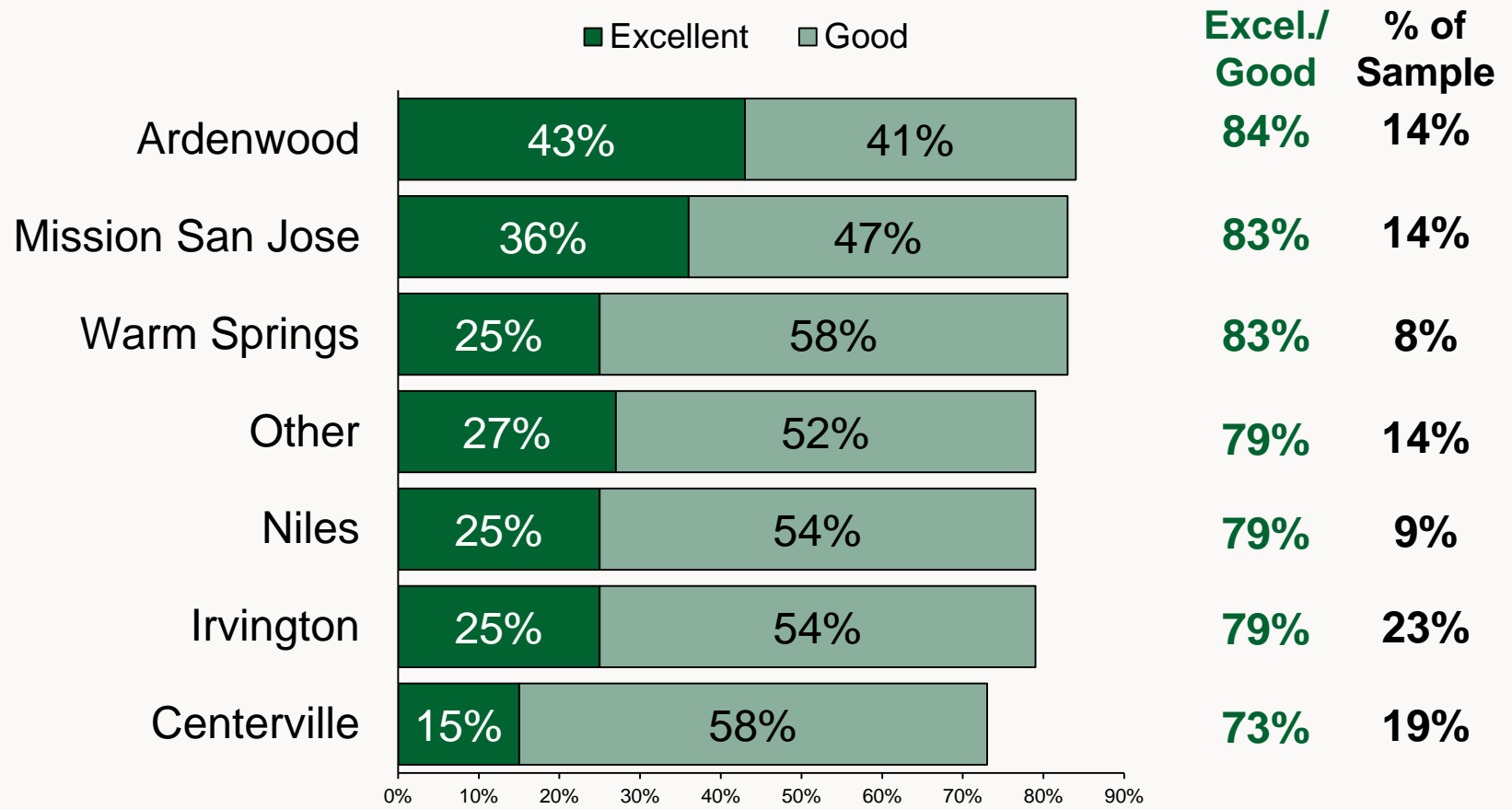
Four in five Fremont residents rate the quality of life in the City as good or excellent.

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?



Ardenwood and Mission San Jose residents are happiest with quality of life.

Fremont as a Place to Live by Neighborhood



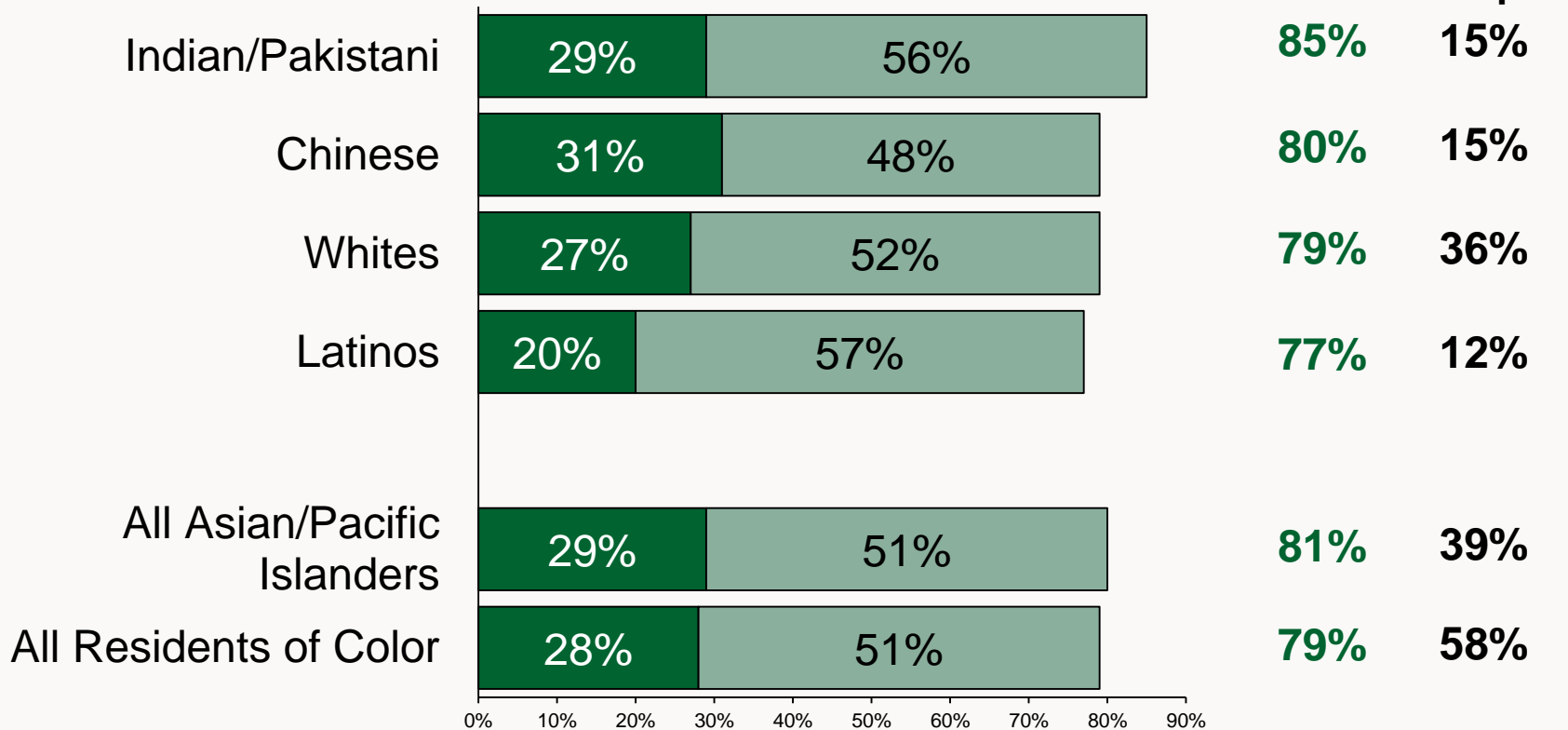
Q7. How would you rate the City of Fremont as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?

Indian/Pakistani residents give some of the highest ratings.

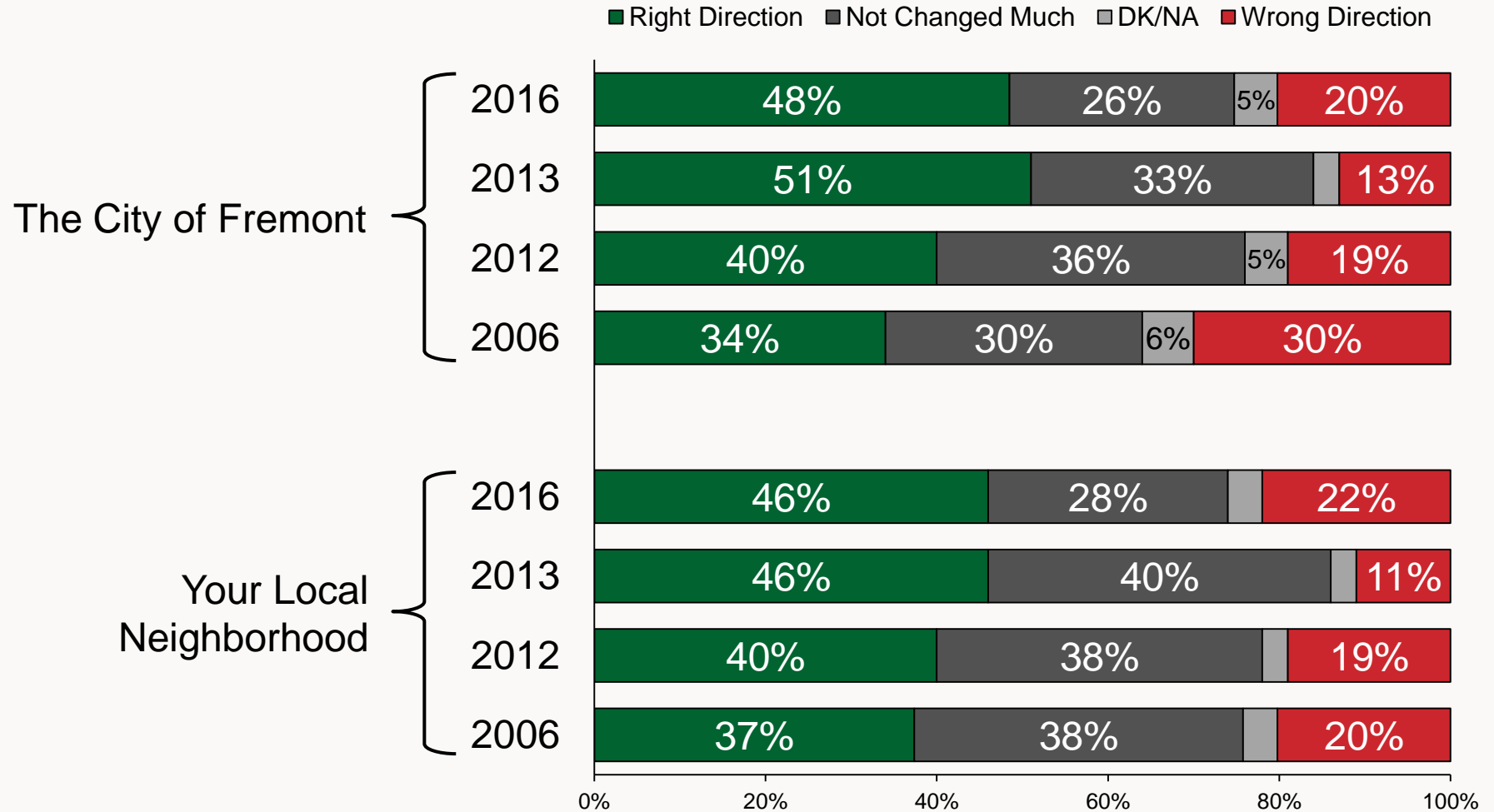
Rating Fremont as a Place to Live by Ethnicity

■ Excellent ■ Good

**Excel./
Good** **% of
Sample**



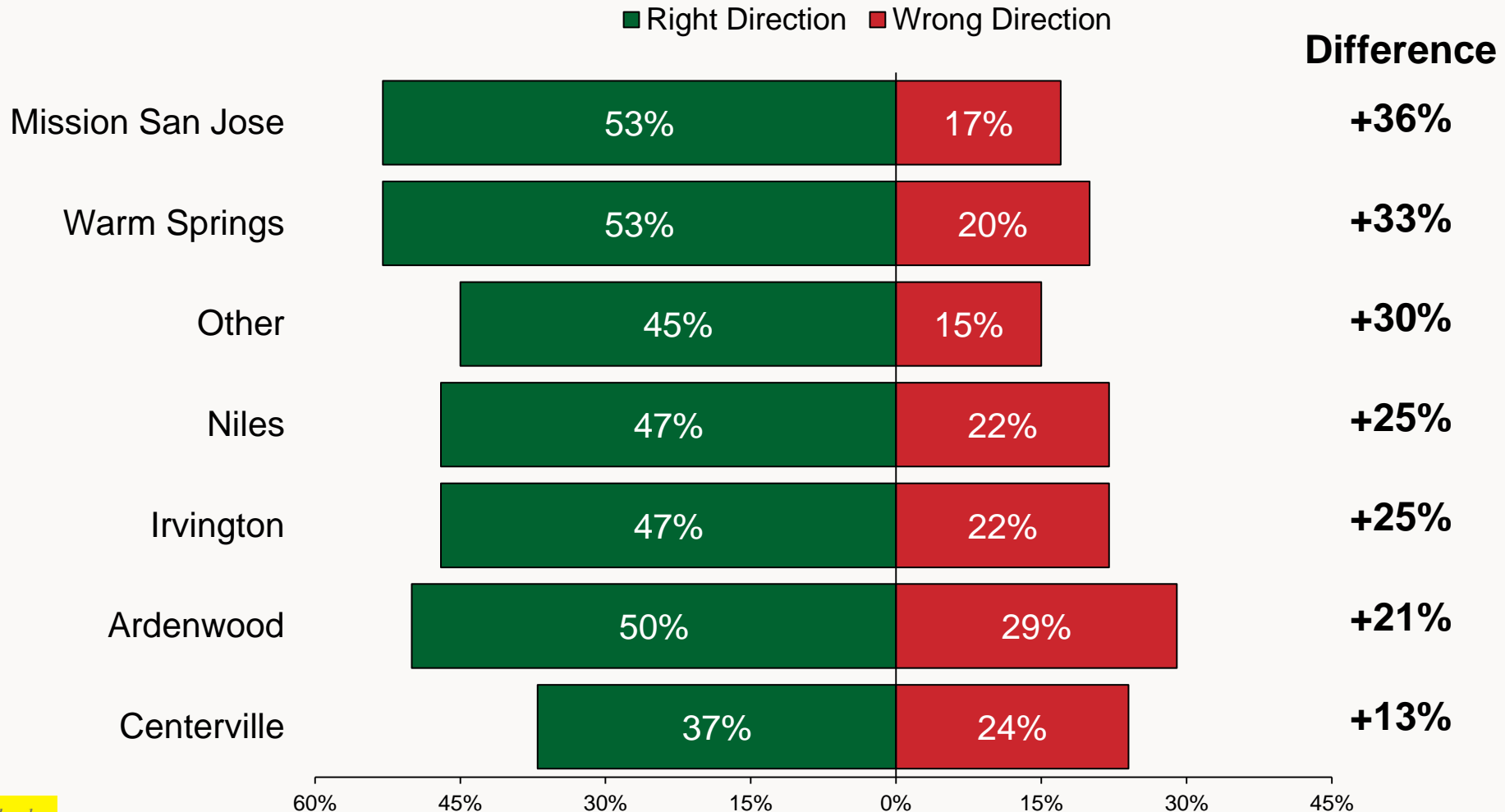
Though still quite positive, residents are slightly less optimistic about where the City is headed than in 2013.



Q6. 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?

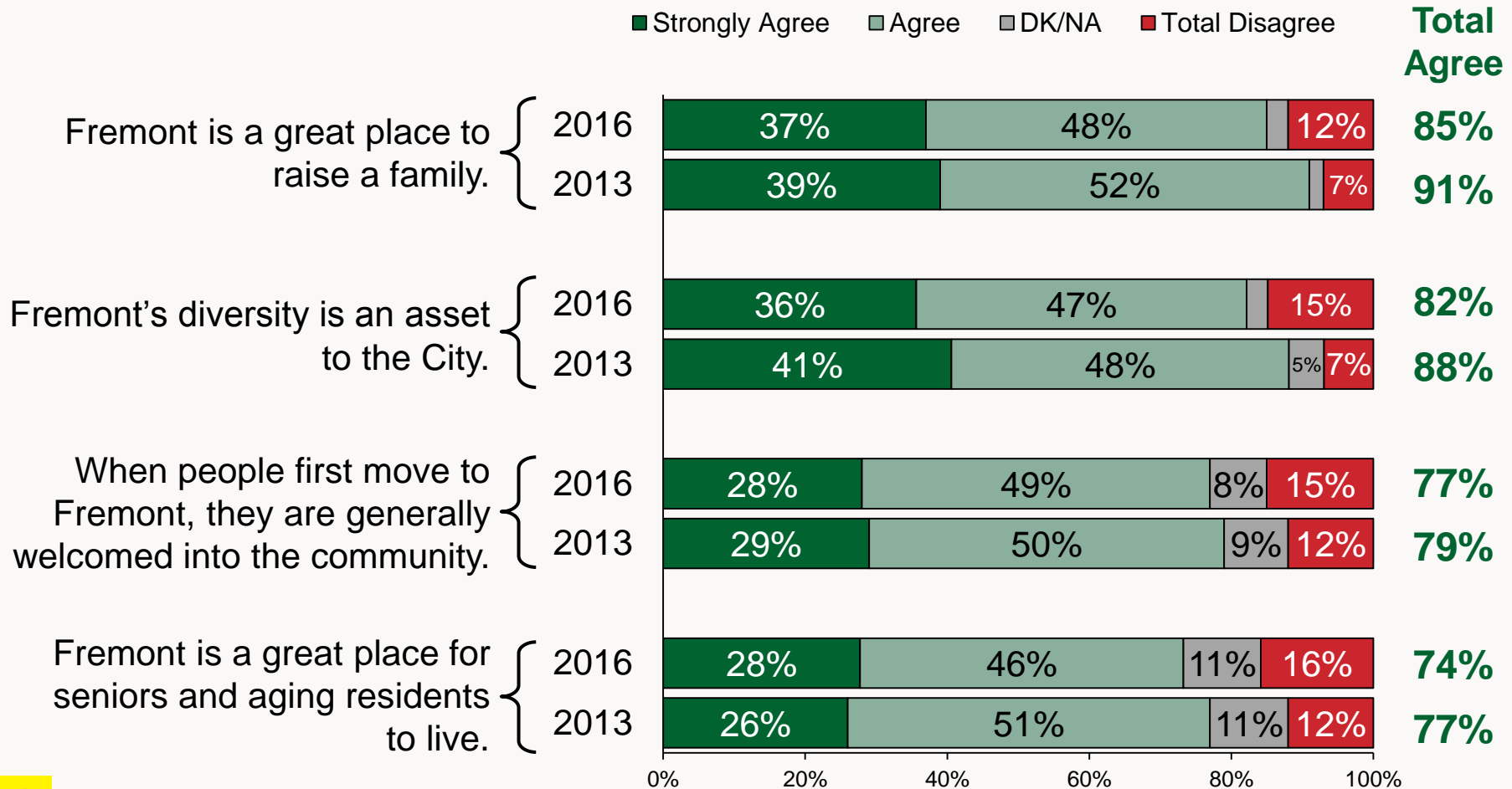
Mission San Jose and Warm Springs residents feel the best about their neighborhoods.

Perceived Direction of Neighborhood By Neighborhood



Q6. Would you say that things in **Your Local Neighborhood** have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?

Perceptions of the value of diversity and that the City is a great place to raise a family have eroded slightly.



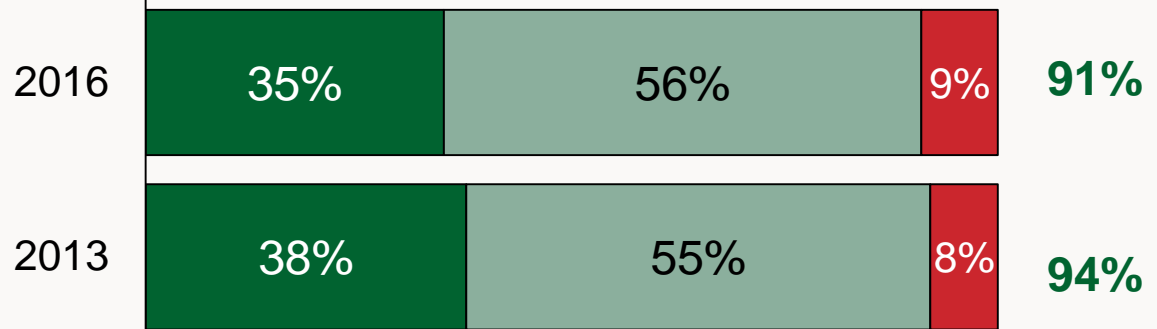
Q8 a/b/c/e. I would like to read you some statements people have made about life in the City of Fremont. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement. Split Sample

Generally, Fremont residents feel safe as pedestrians.

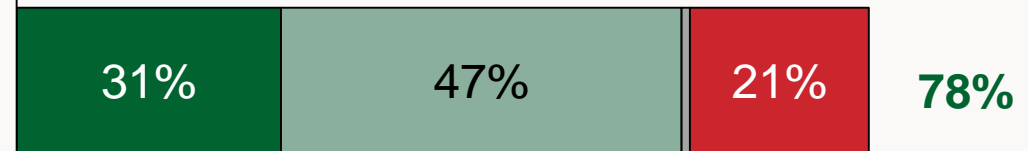
■ Strongly Agree
 ■ Agree
 ■ DK/NA
 ■ Total Disagree

Total Agree

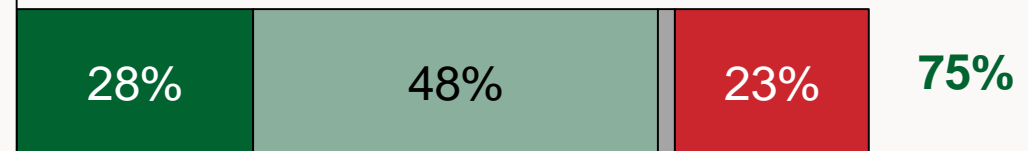
I personally feel safe living in Fremont.



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.

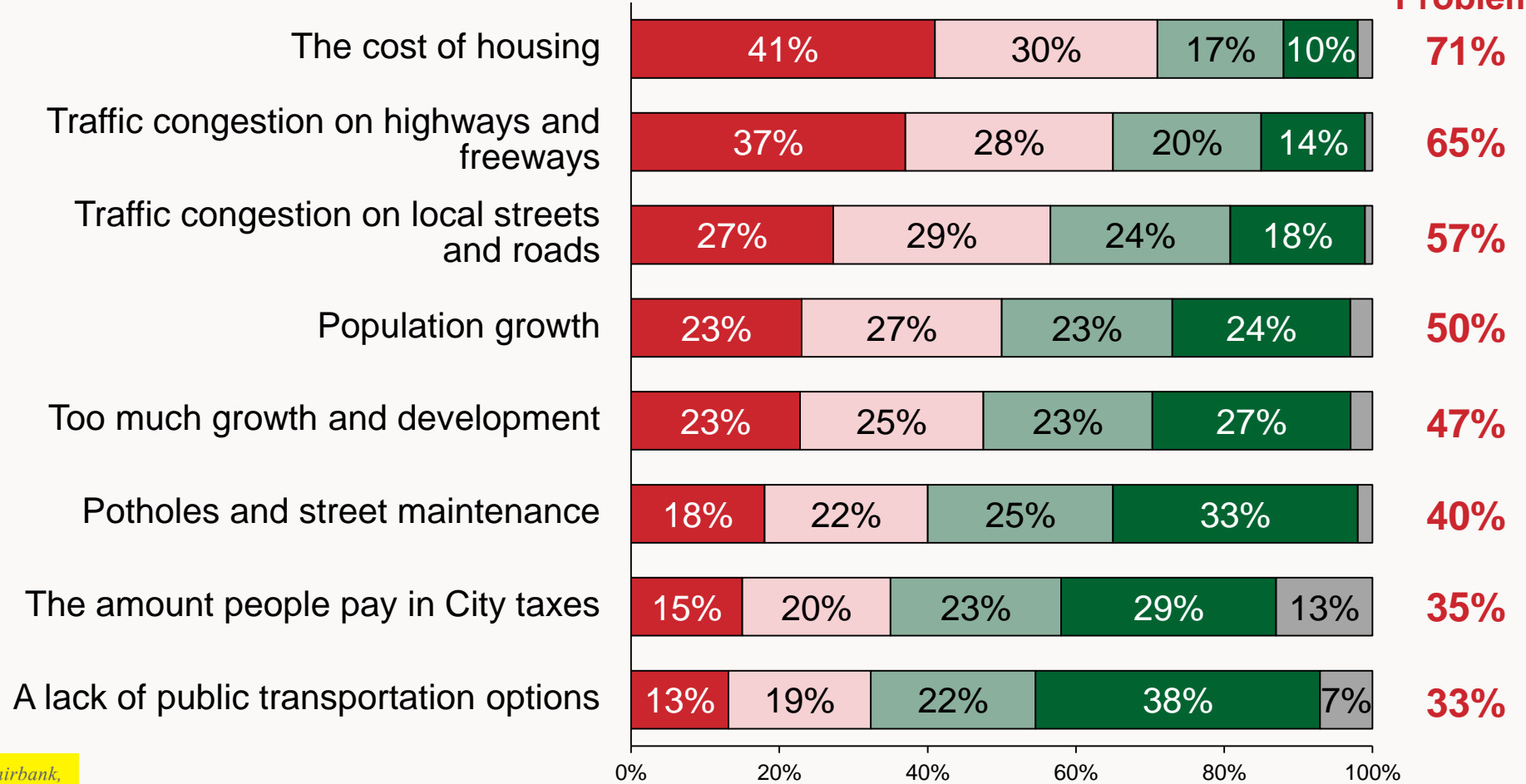


0% 20% 40% 60% 80% 100%

Residents see the cost of housing as the top local concern, followed by freeway traffic.

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

Total Ext./Very Serious Problem

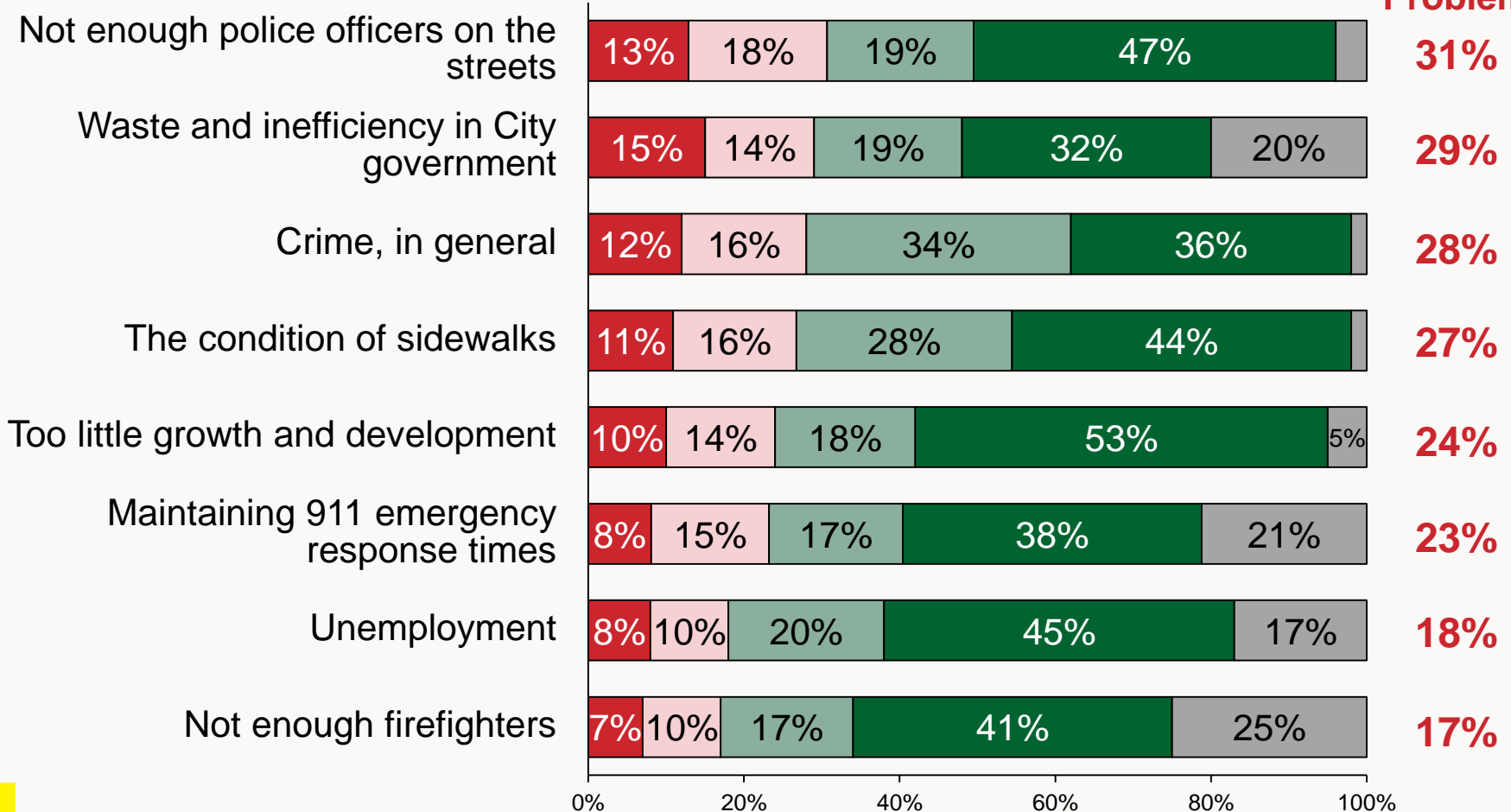


Q10. I am going to mention a list of issues people in the City of Fremont may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Fremont. Split Sample

Public safety and unemployment are relatively minor concerns.

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

**Total
Ext./Very
Serious
Problem**



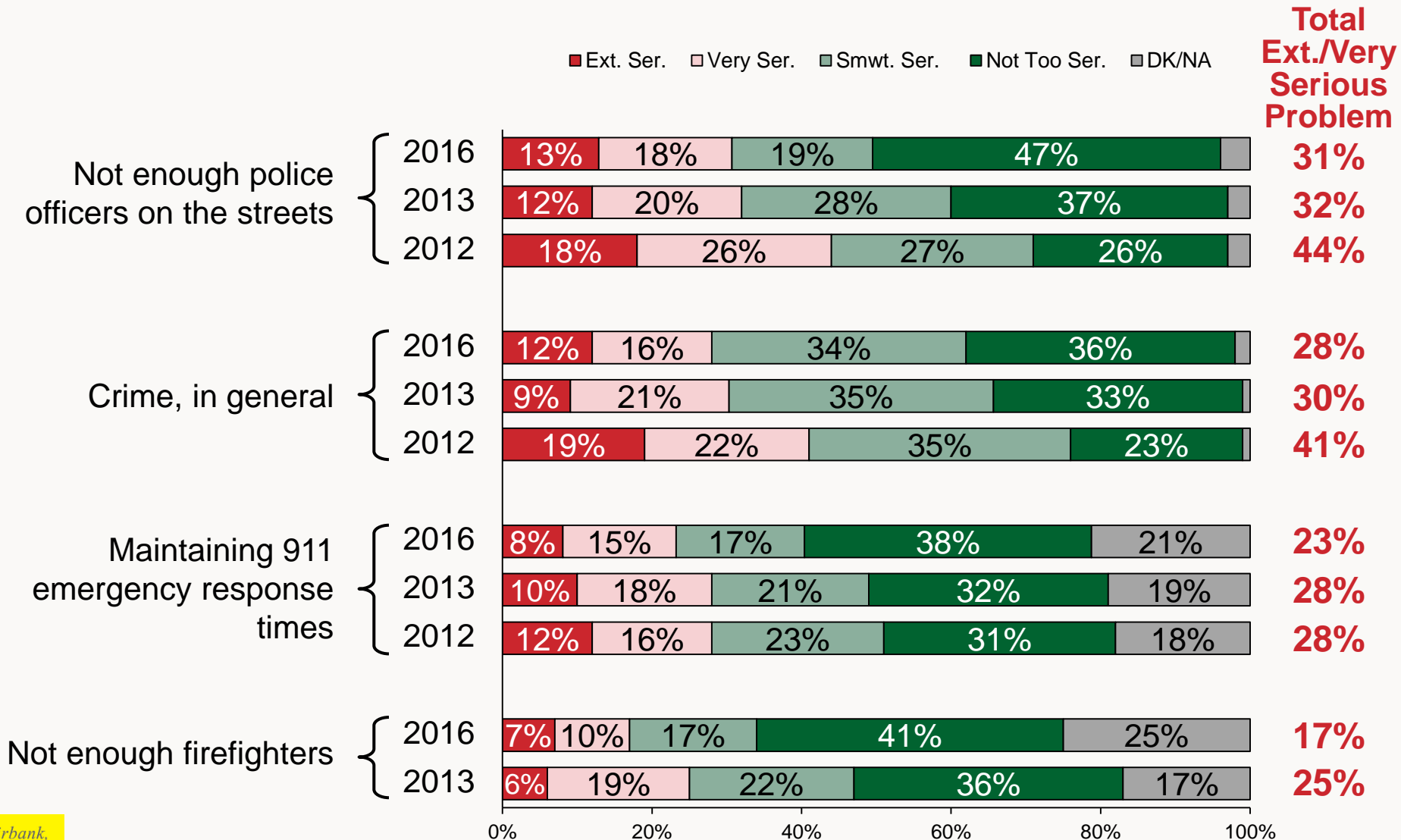
Q10. I am going to mention a list of issues people in the City of Fremont may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Fremont. Split Sample

Housing costs are a bigger concern in Oakland and SF; traffic is about on par with the region.

(Total Extremely/Very Serious Problem)

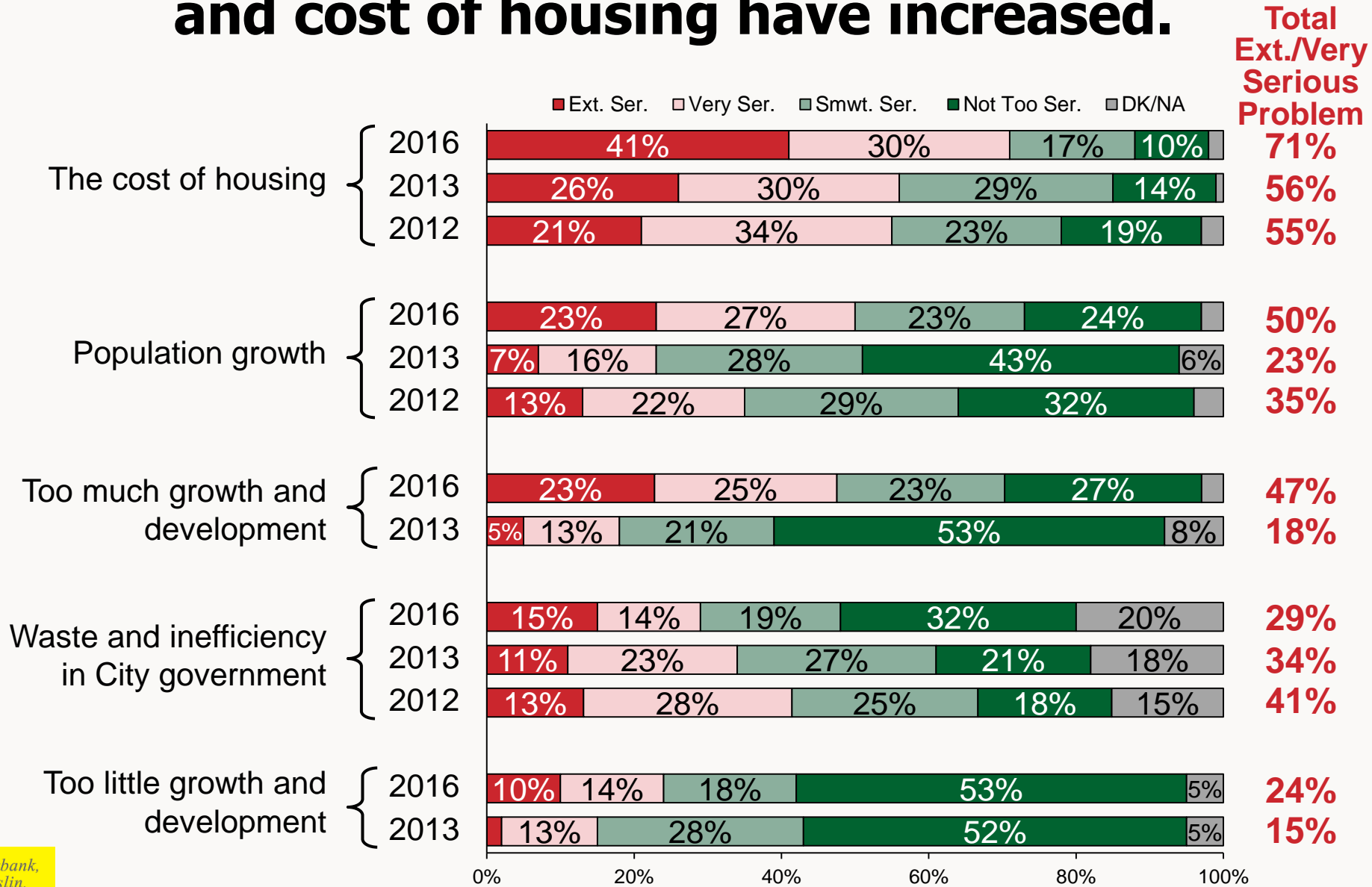
Bay Area City	Cost of Housing	Traffic	Too Much Growth
Fremont (Feb./March 2016)	71%	65%	47%
Oakland (Feb. 2016)	81%	--	--
Vallejo (Jan. 2016)	41%	--	--
Alameda (Dec. 2015)	38%	47%	38%
San Francisco (July 2015)	79%	64%	--
Pleasanton (June 2015)	--	67%	43%

Concerns about crime continue to be lower than in 2012.



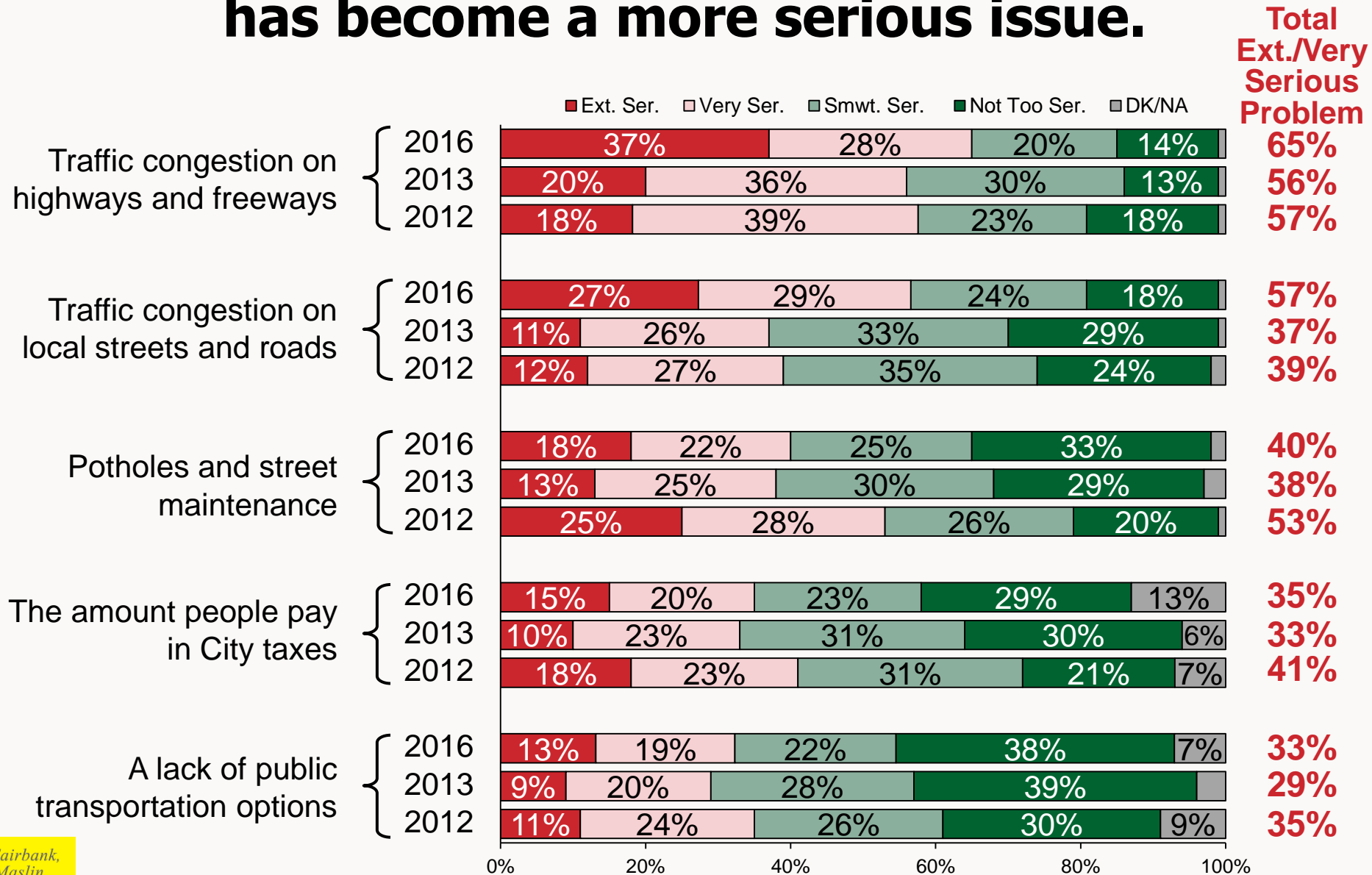
Q10 a/e/h/j. I am going to mention a list of issues people in the City of Fremont may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Fremont. Split Sample

Concerns about the pace of growth and cost of housing have increased.



Q10 c/g/m/p/o. 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 not too serious a problem for people who live in the City of Fremont. Split Sample

Traffic, especially on local streets, has become a more serious issue.

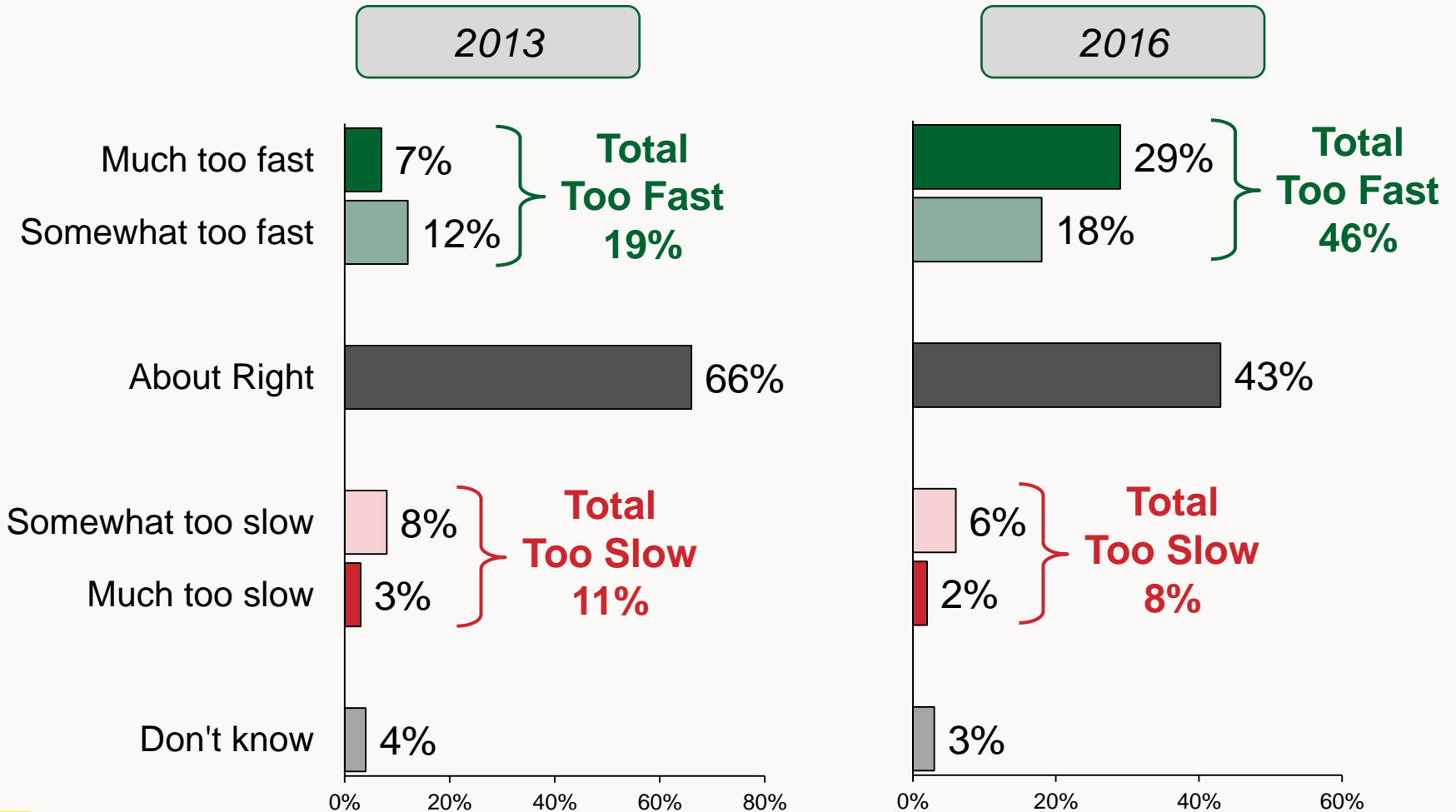


Q10 b/d/g/l/n. I am going to mention a list of issues people in the City of Fremont may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Fremont. Split Sample



Retail, Industry and Development

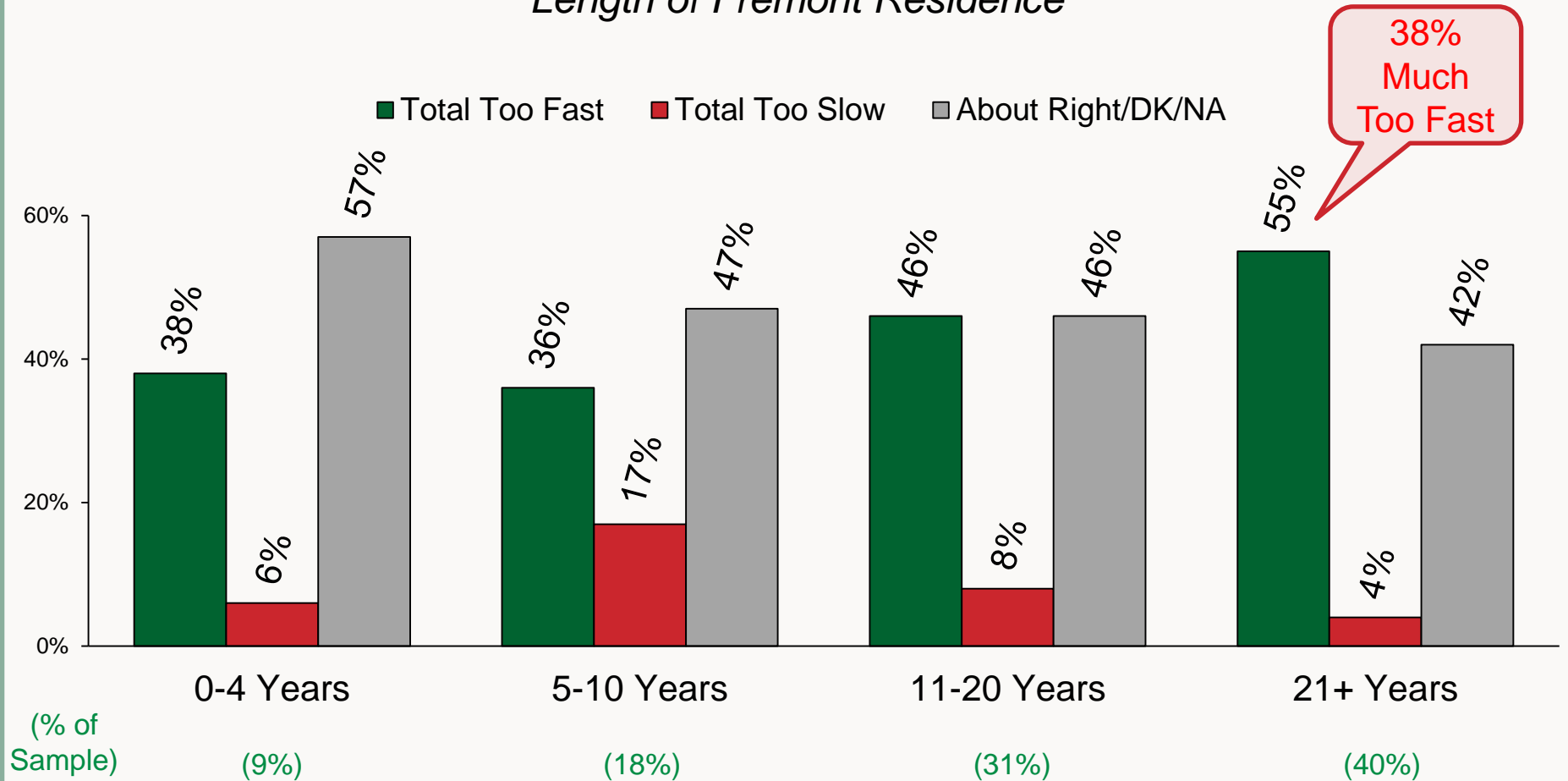
The share who believe the pace of growth is too fast has grown significantly.



Q11. Do you think the rate of growth and development in Fremont is too fast, about right, or too slow?

A majority of the longest-term residents say growth is too fast.

Perceptions of Fremont Rate of Growth by Length of Fremont Residence

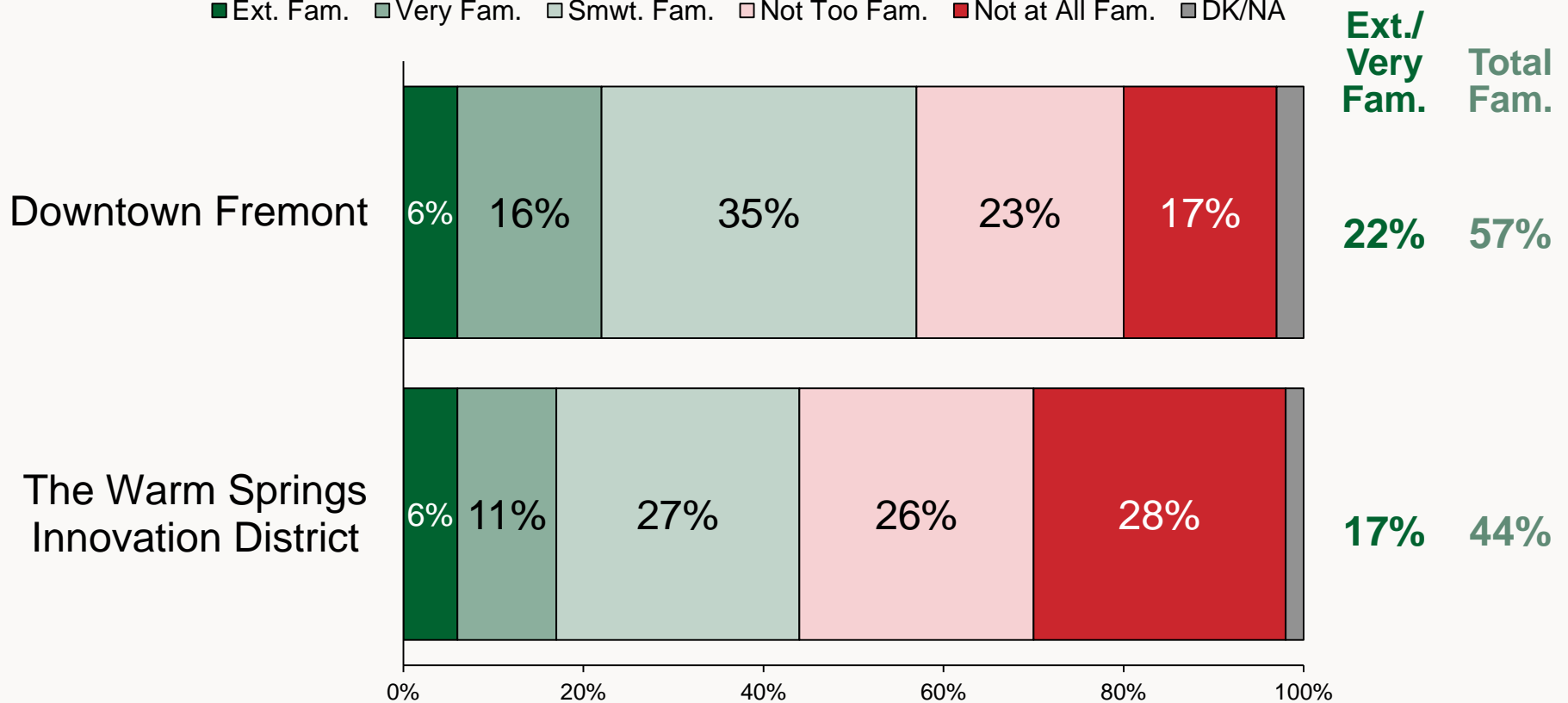


Q11. Do you think the rate of growth and development in Fremont is too fast, about right, or too slow?

Few are familiar with development plans for Downtown or Warm Springs.

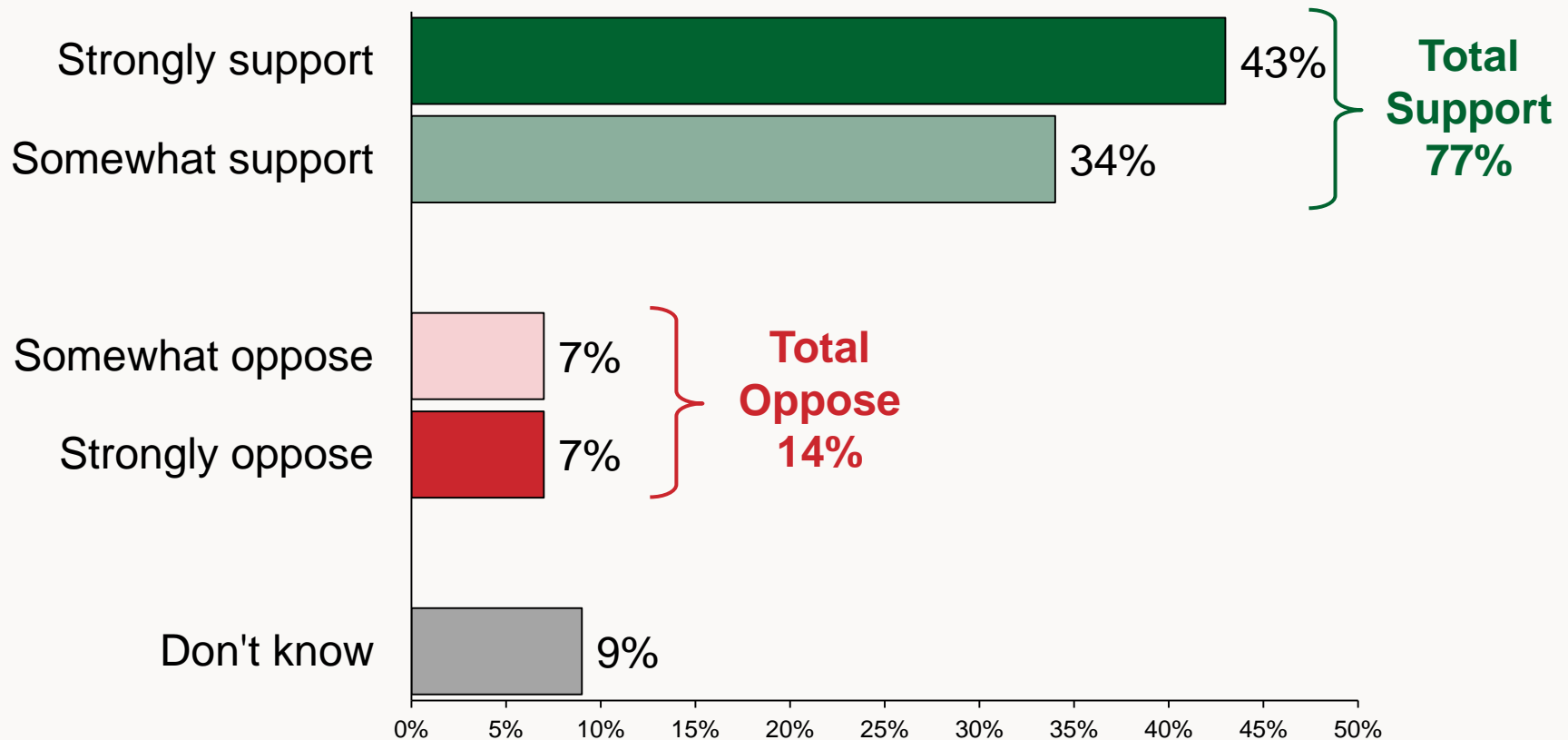
How familiar are you with the development plans in _____? Are you extremely familiar, very familiar, somewhat familiar, not too familiar, or not at all familiar?

■ Ext. Fam. ■ Very Fam. ■ Smwt. Fam. ■ Not Too Fam. ■ Not at All Fam. ■ DK/NA



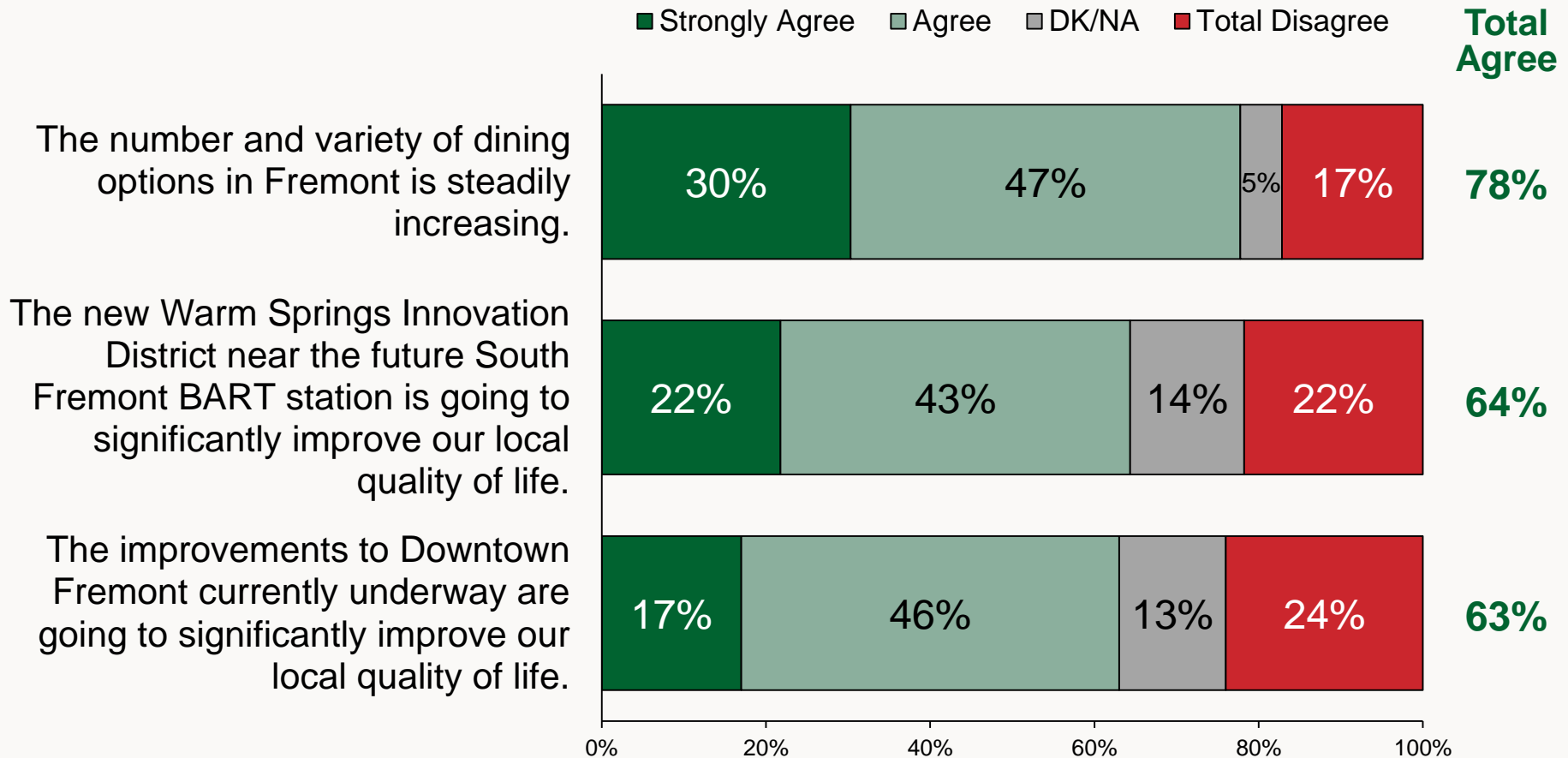
More than three-quarters support transit-oriented development.

Do you support or oppose the City focusing most new growth and development near BART stations, and other transit options?

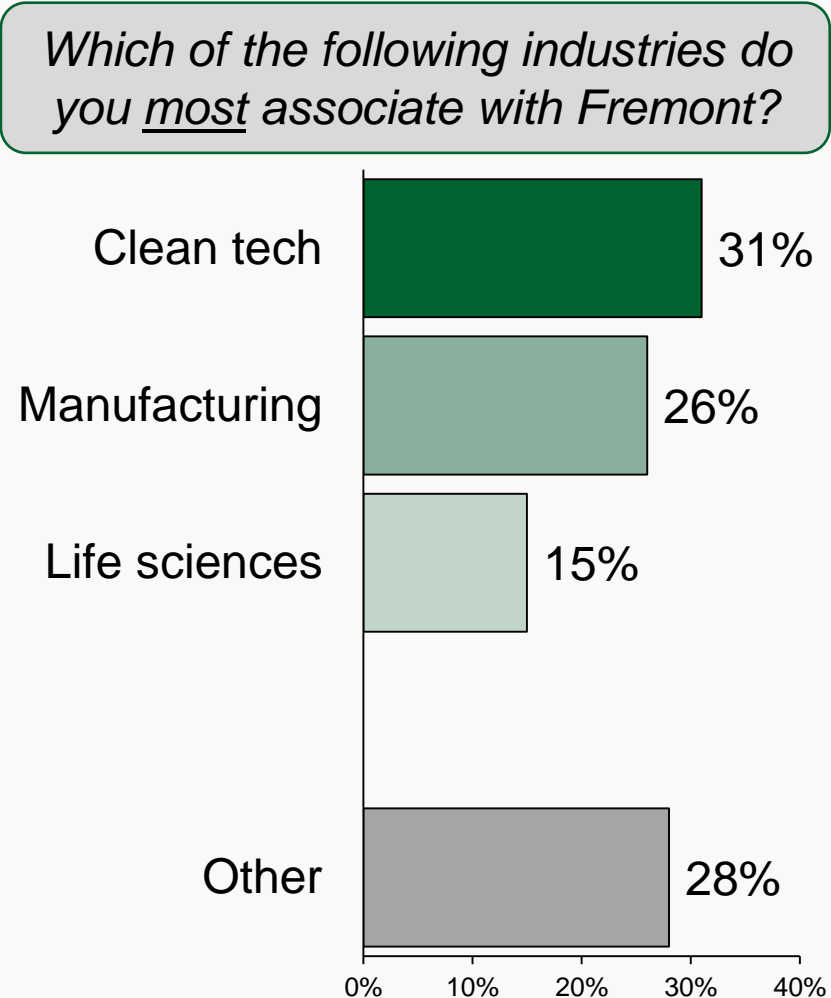
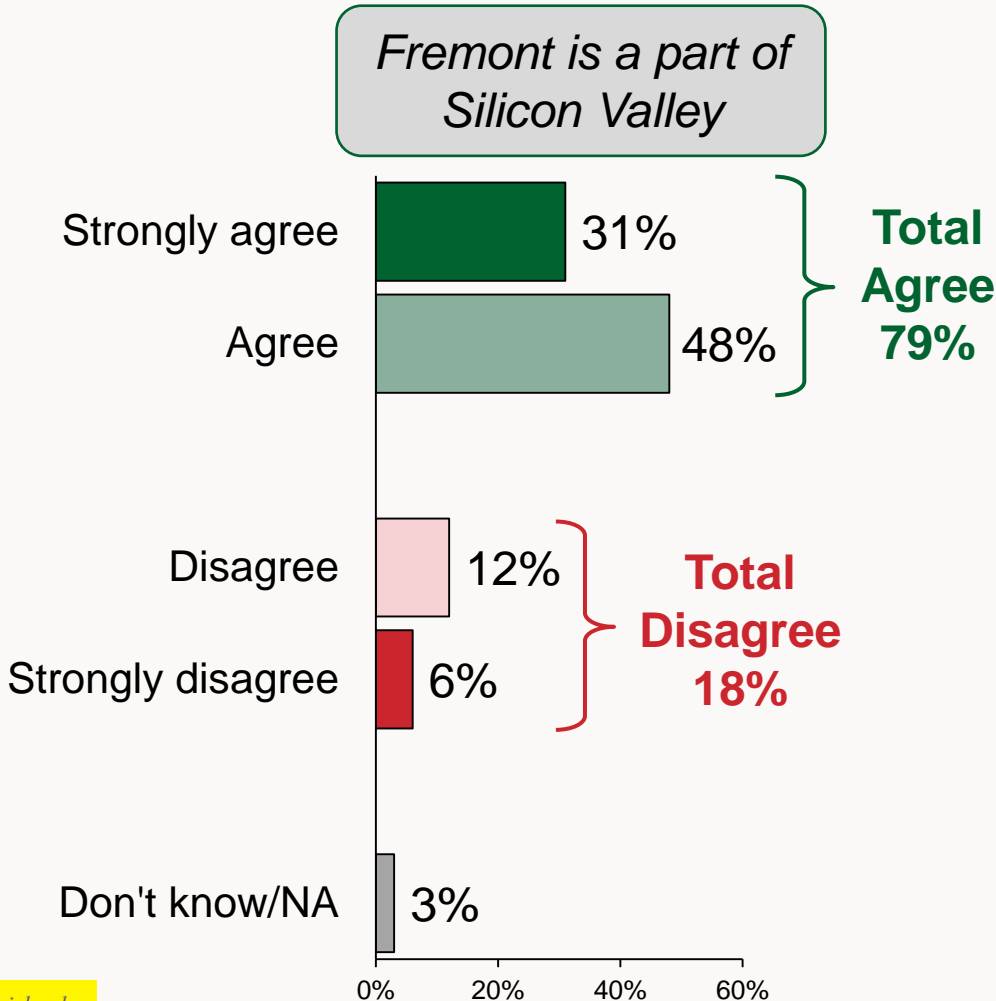


Most feel positively about development in Fremont more specifically.

Do you support or oppose the City focusing most new growth and development near BART stations, and other transit options?



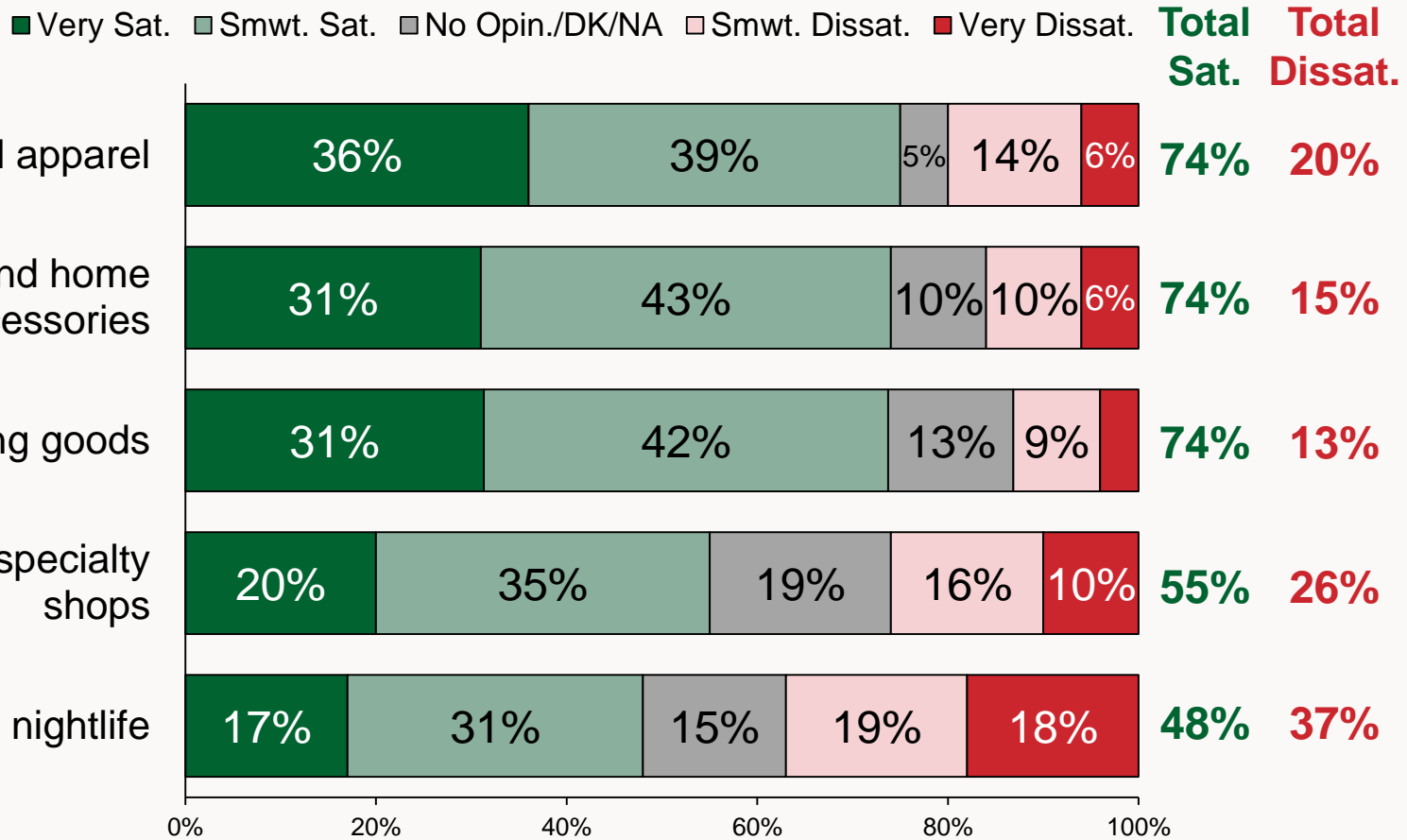
Most feel Fremont is part of Silicon Valley; many also associate the City with clean tech, manufacturing.



Q8g. 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.

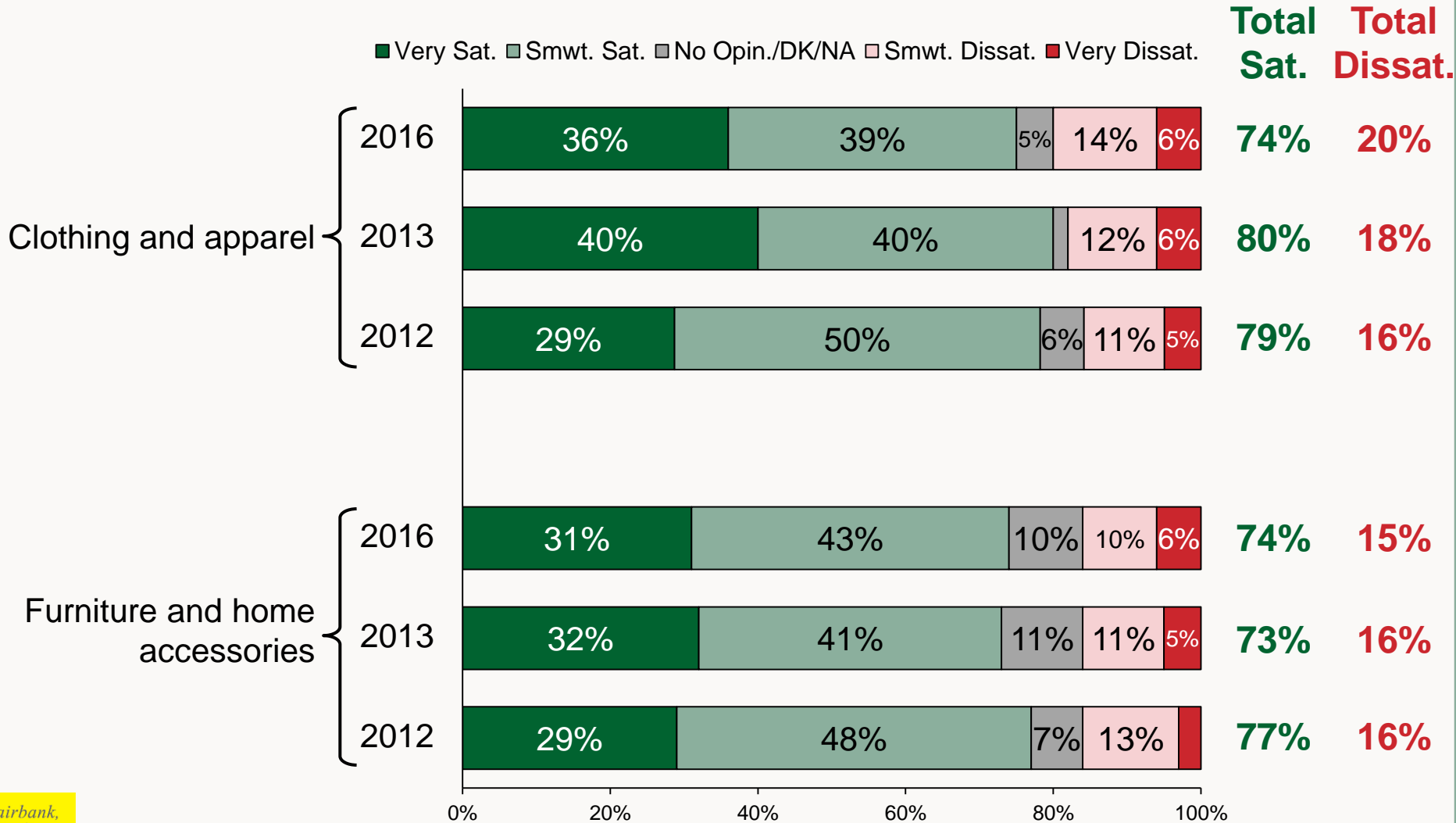
Q9.

Most are satisfied with retail options, though a significant minority is dissatisfied with nightlife.



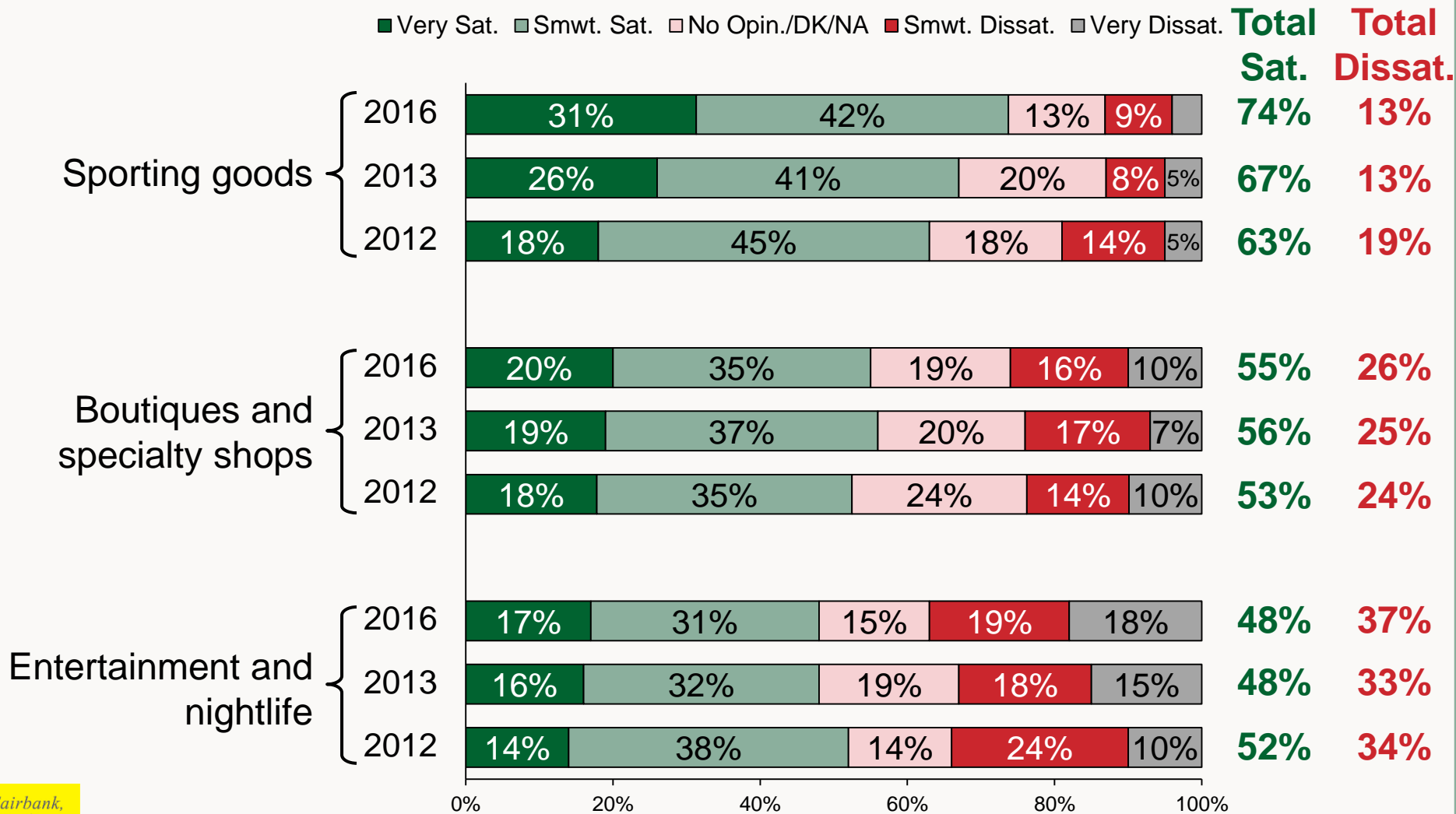
Q15. I am going to read you a list of products and services that can be purchased in the City of Fremont. Please tell me how satisfied you are with your ability to purchase that product or service in Fremont: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Little has changed with regard to satisfaction with clothing and furniture stores.



Q15. 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.

More residents are satisfied with sporting goods stores than in 2012.



Q15. 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.



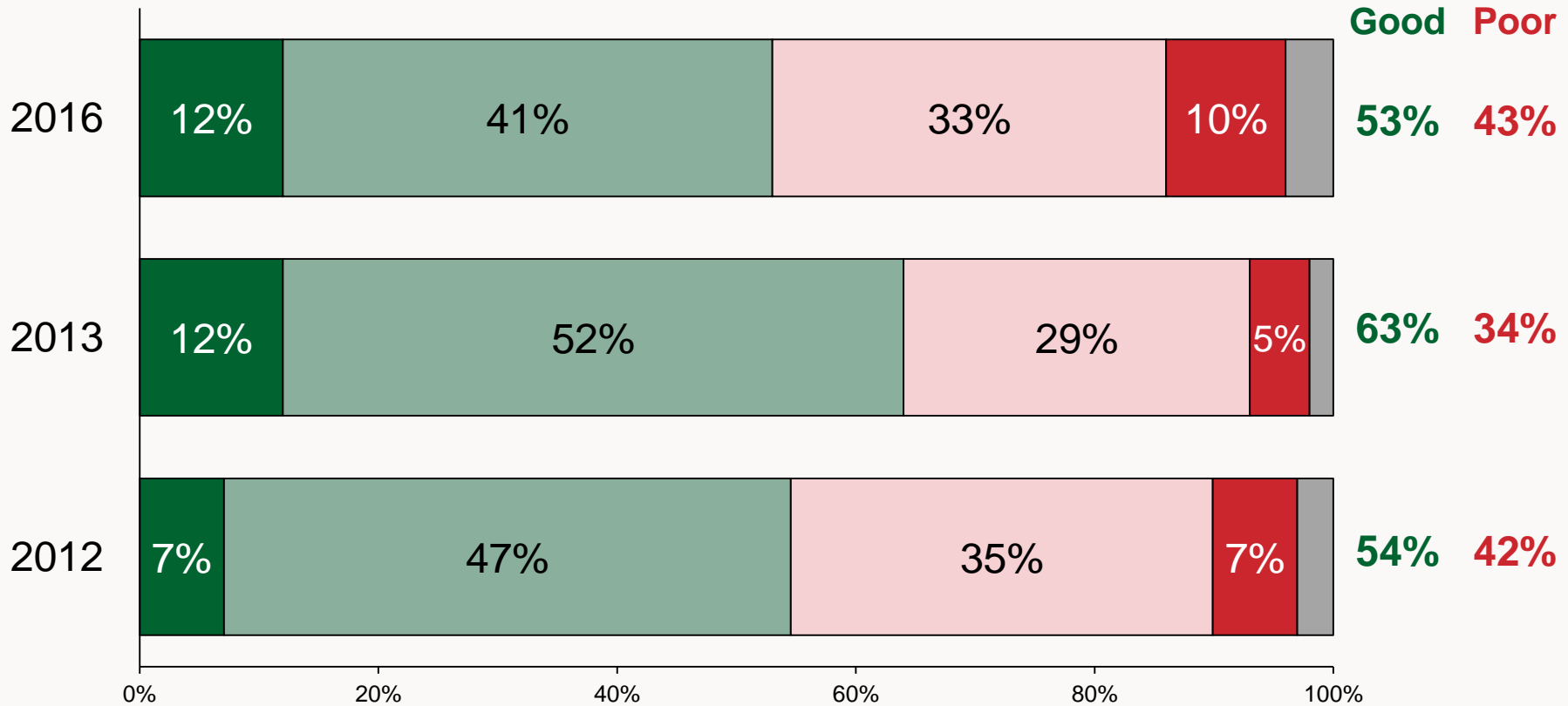
Attitudes Toward City Government

Satisfaction with City government has returned to 2012 levels ...

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 ■ Poor ■ DK/NA

**Excl./
Good** **Only
Fair/
Poor**

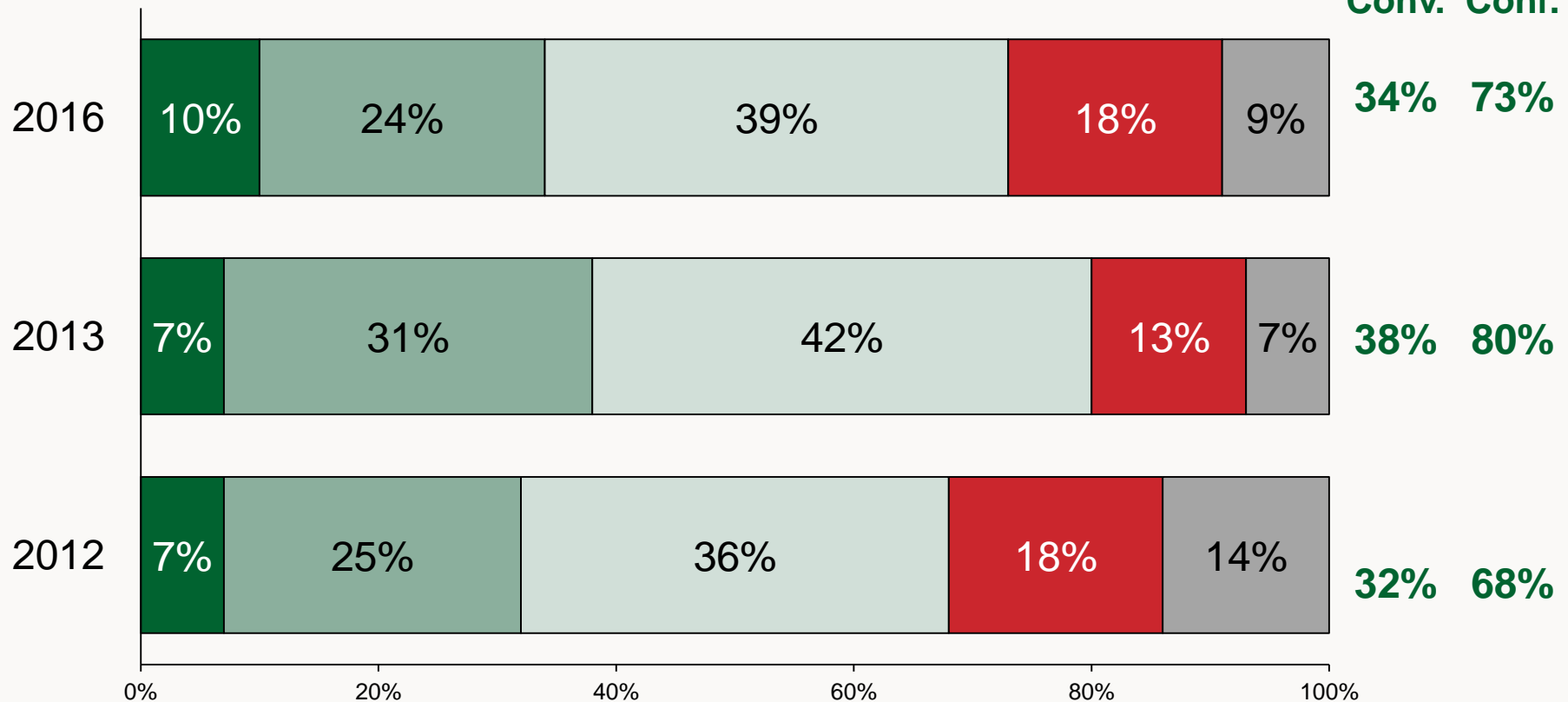


... as have impressions of accountability and openness.

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

■ Ext. Conf. ■ Very Conf. ■ Smwt. Conf. ■ Not Too Conf. ■ Don't Know

Ext./Very Conf.
Total Conf.



Q17.

Assessing City Services

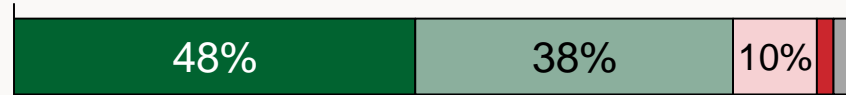
- Residents were asked about the importance of 18 City services.
- Then they were asked about their satisfaction with the same services.
- Comparing these results shows areas of strength and improvement.



Residents see public safety as the City's most important service.

■ Ext. Impt. ■ Very Impt. □ Smwt. Impt. ■ Not Too Impt. □ No Opin./DK/NA

Providing fire protection and 911 emergency response and rescue services



Ext./
Very
Impt.
86%

Providing police protection



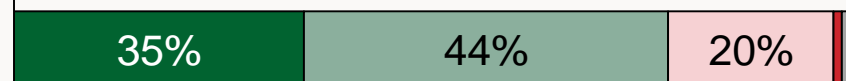
84%

Providing garbage and recycling services



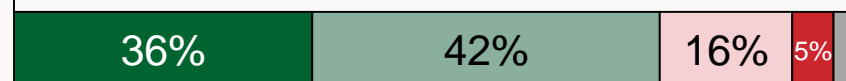
80%

Maintaining public parks in good physical condition



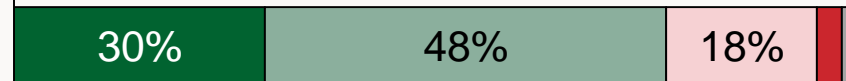
79%

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



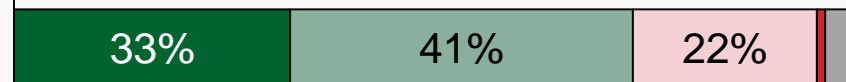
78%

Paving and repairing streets and roads



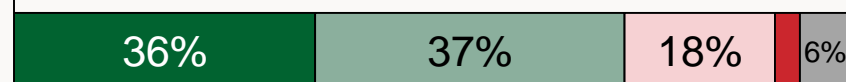
77%

Keeping sidewalks in good repair



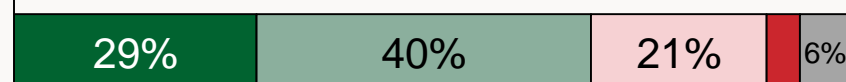
74%

Retaining existing companies and businesses in the City



73%

Providing programs to help seniors remain healthy and active



69%

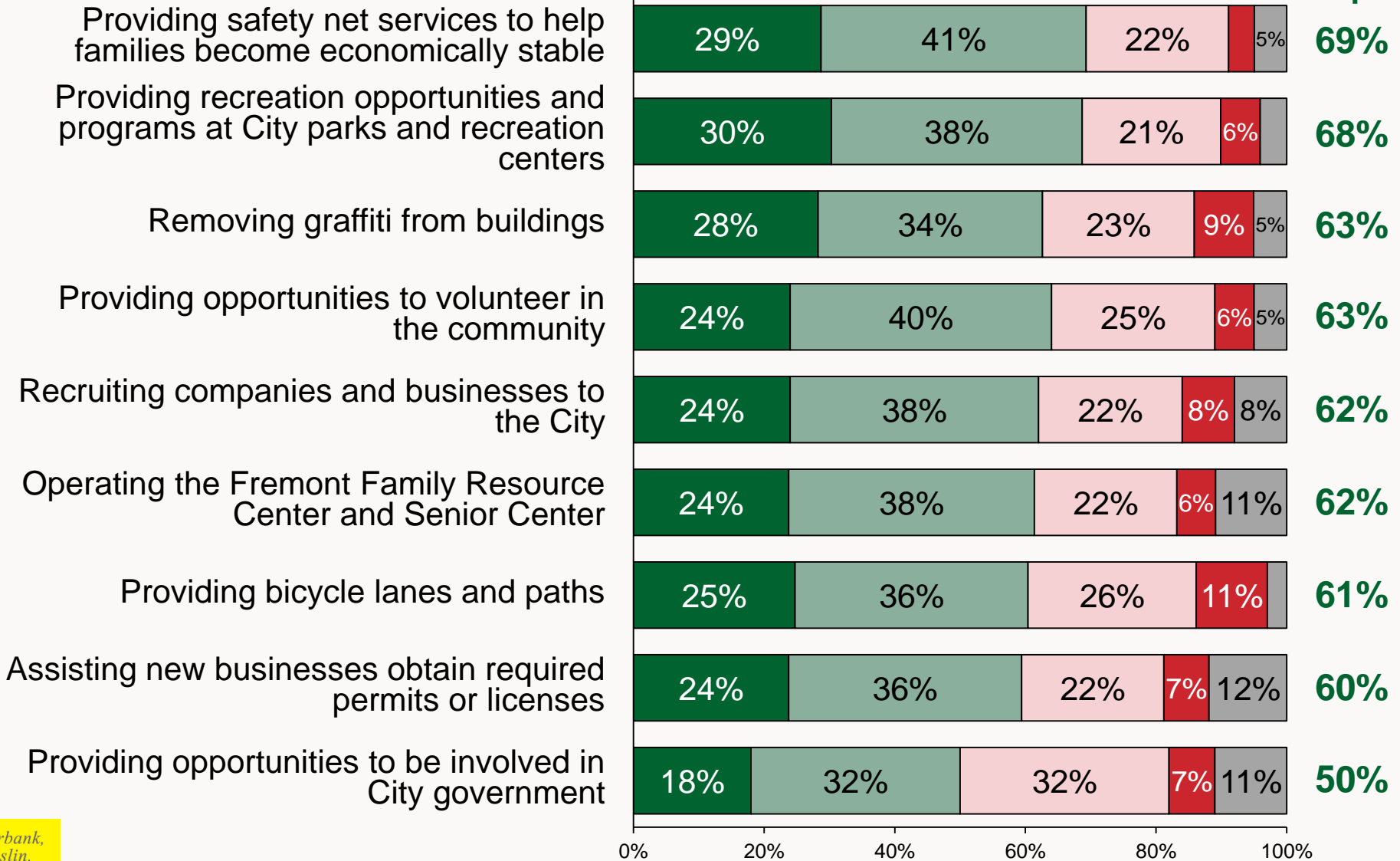
0% 20% 40% 60% 80% 100%

Q18. 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

Civic engagement is modestly important.

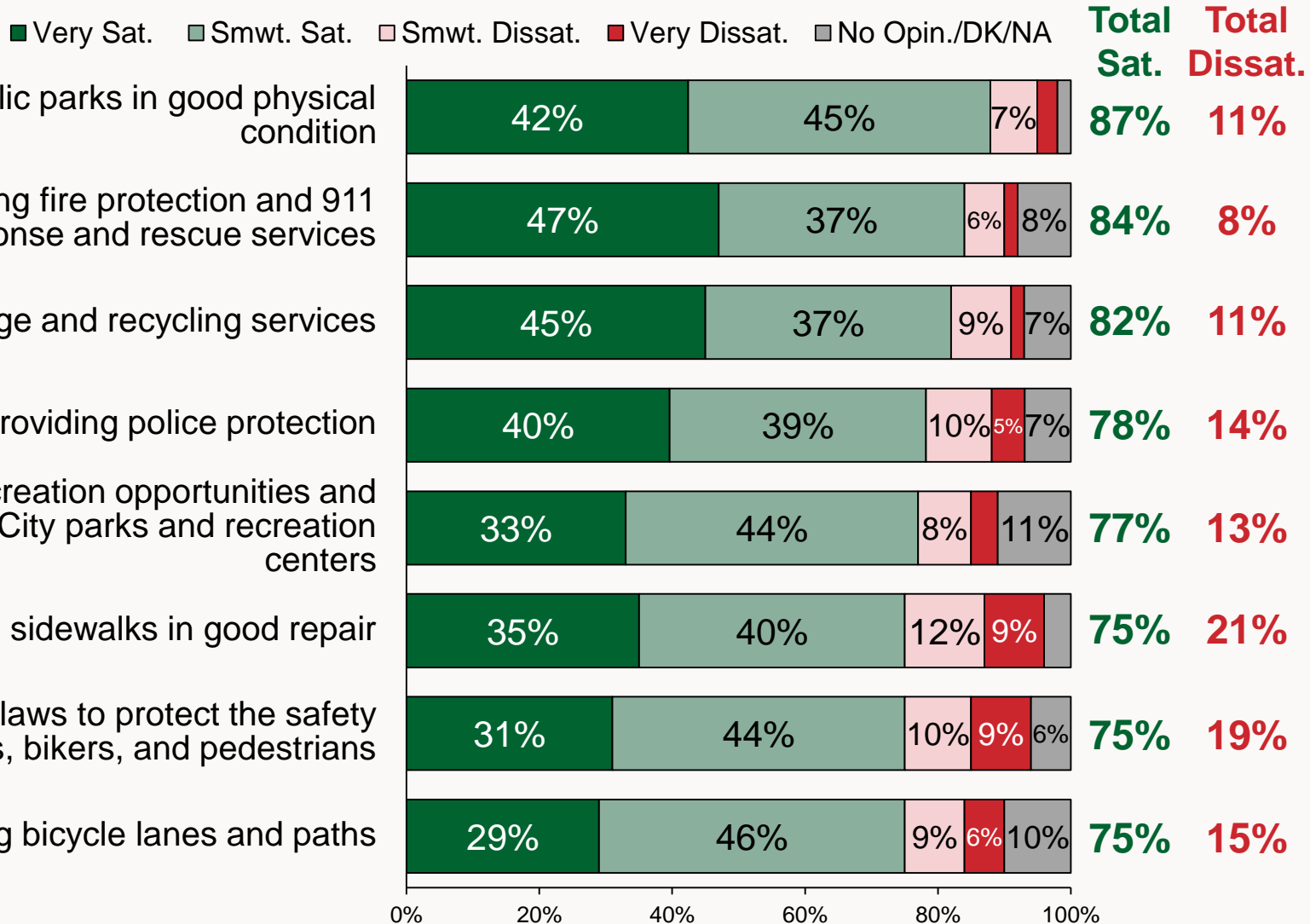
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./DK/NA

Ext./
Very
Impt.



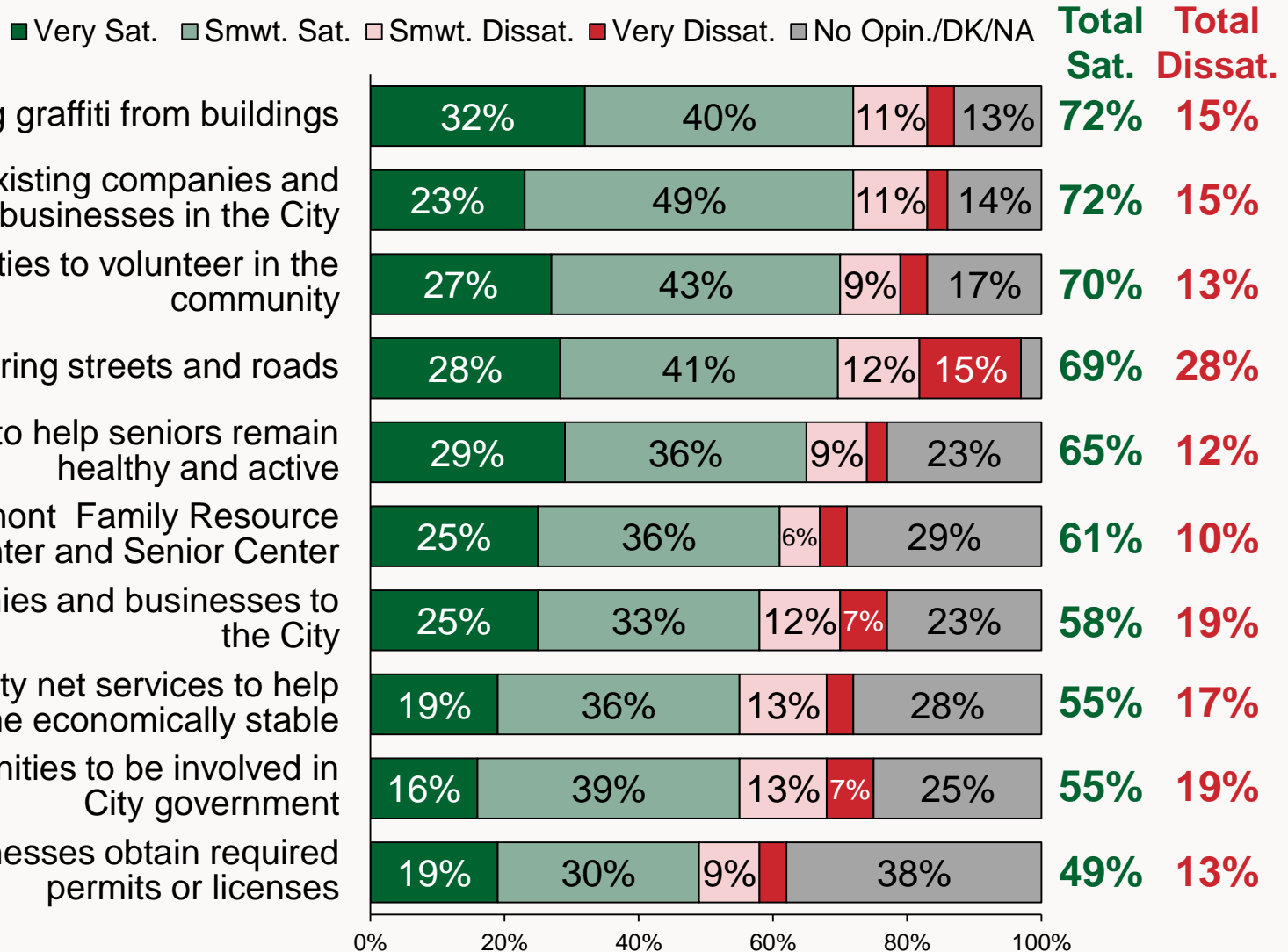
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Residents are particularly satisfied with public safety, parks and trash pickup.



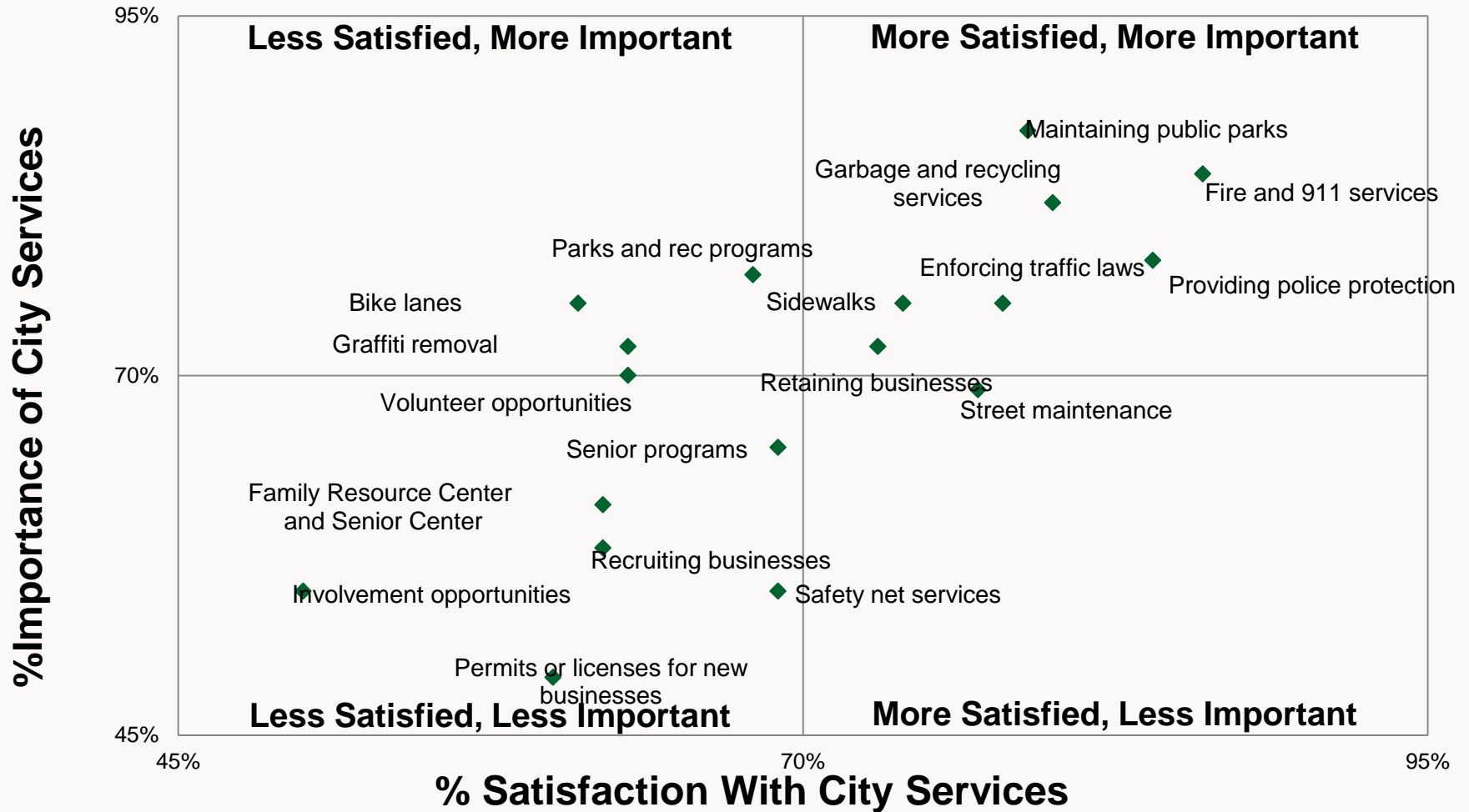
Q19. I am going to read you the same list of services provided by Fremont's City government. This time please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

Road repair stands out as an area with appreciable levels of dissatisfaction.



Q19. I am going to read you the same list of services provided by Fremont's City government. This time 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

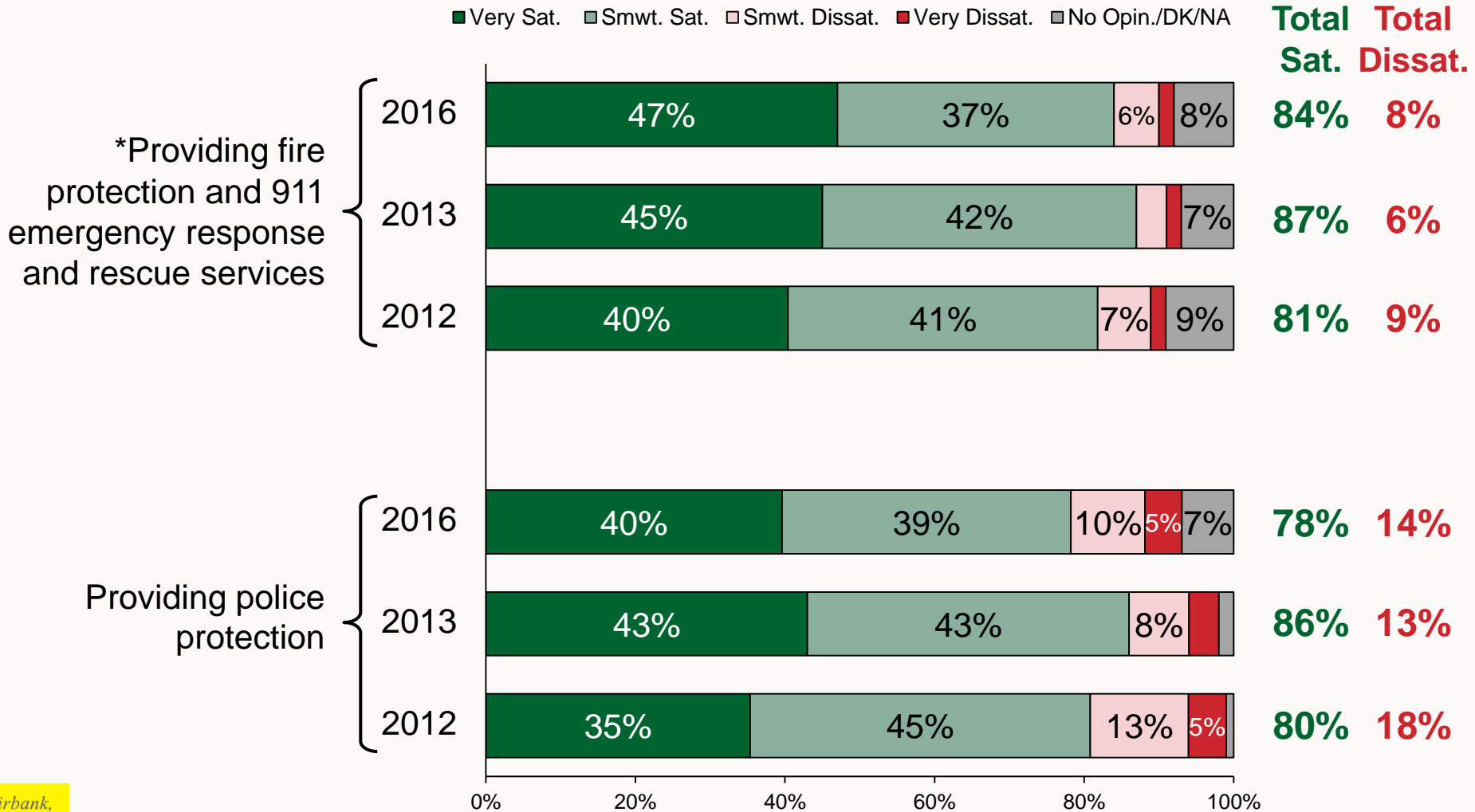
Residents are mostly satisfied with the services they see as most important.



Q18. 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.

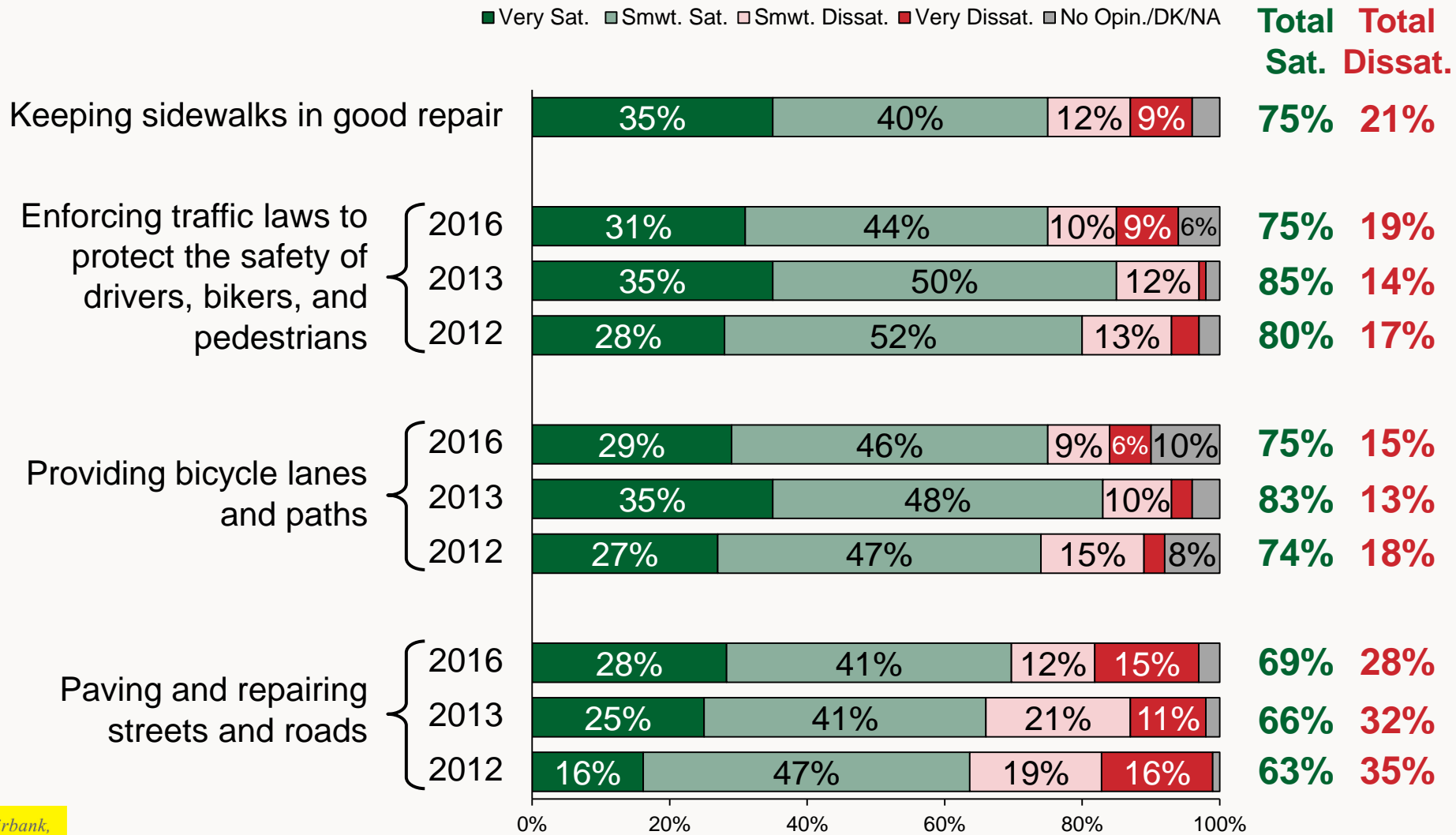
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While high, satisfaction with police protection has diminished somewhat from 2013.



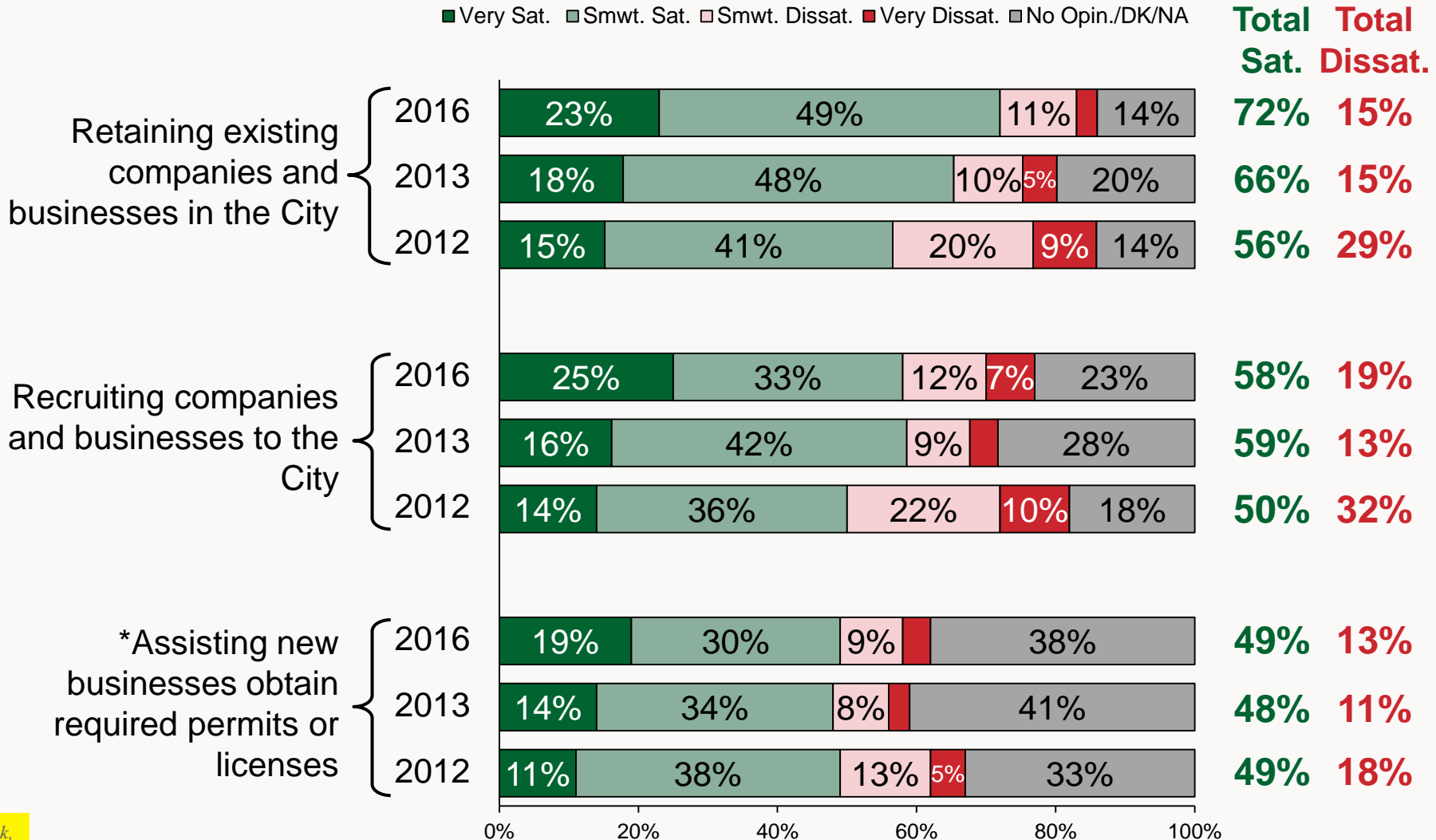
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Satisfaction with street maintenance continues steady improvement.



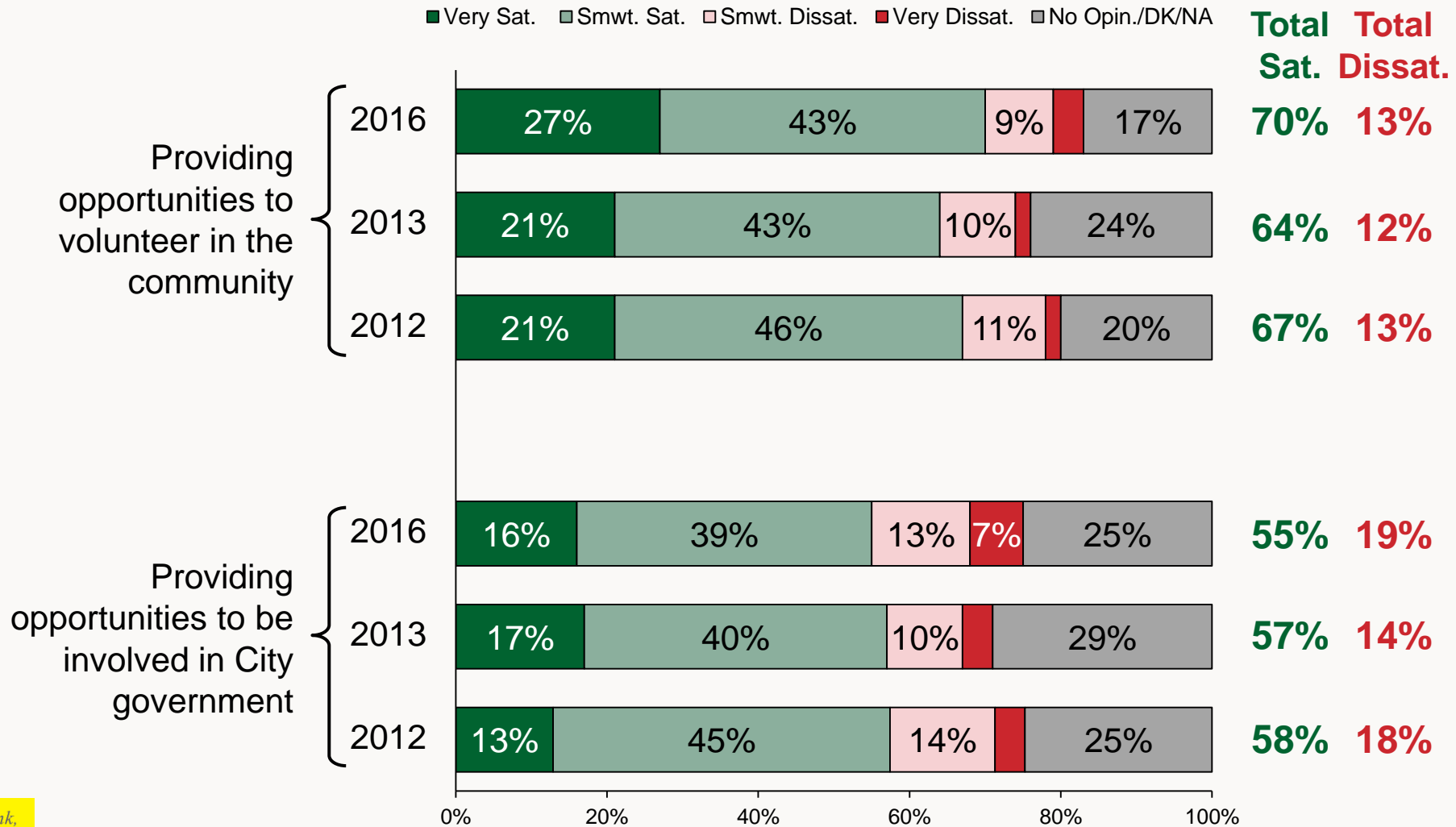
Q19 f/n/p/r. I am going to read you the same list of services provided by Fremont's City government. This time please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

Satisfaction is also higher with local business development.



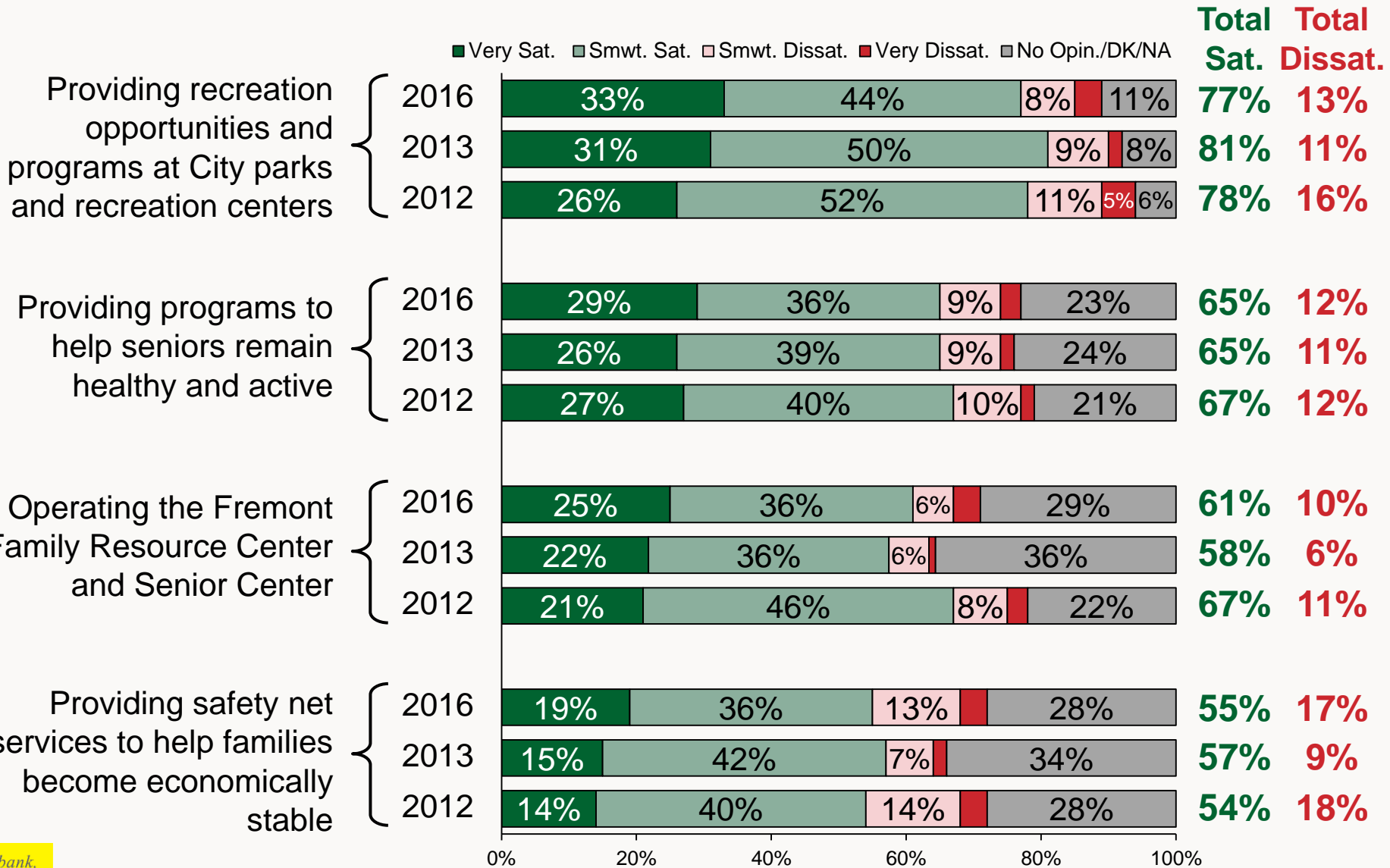
Q19 g/h/o. I am going to read you the same list of services provided by Fremont's City government. This time please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample *Wording Slightly Different in Previous Survey

Satisfaction levels with civic and community engagement services remains steady...



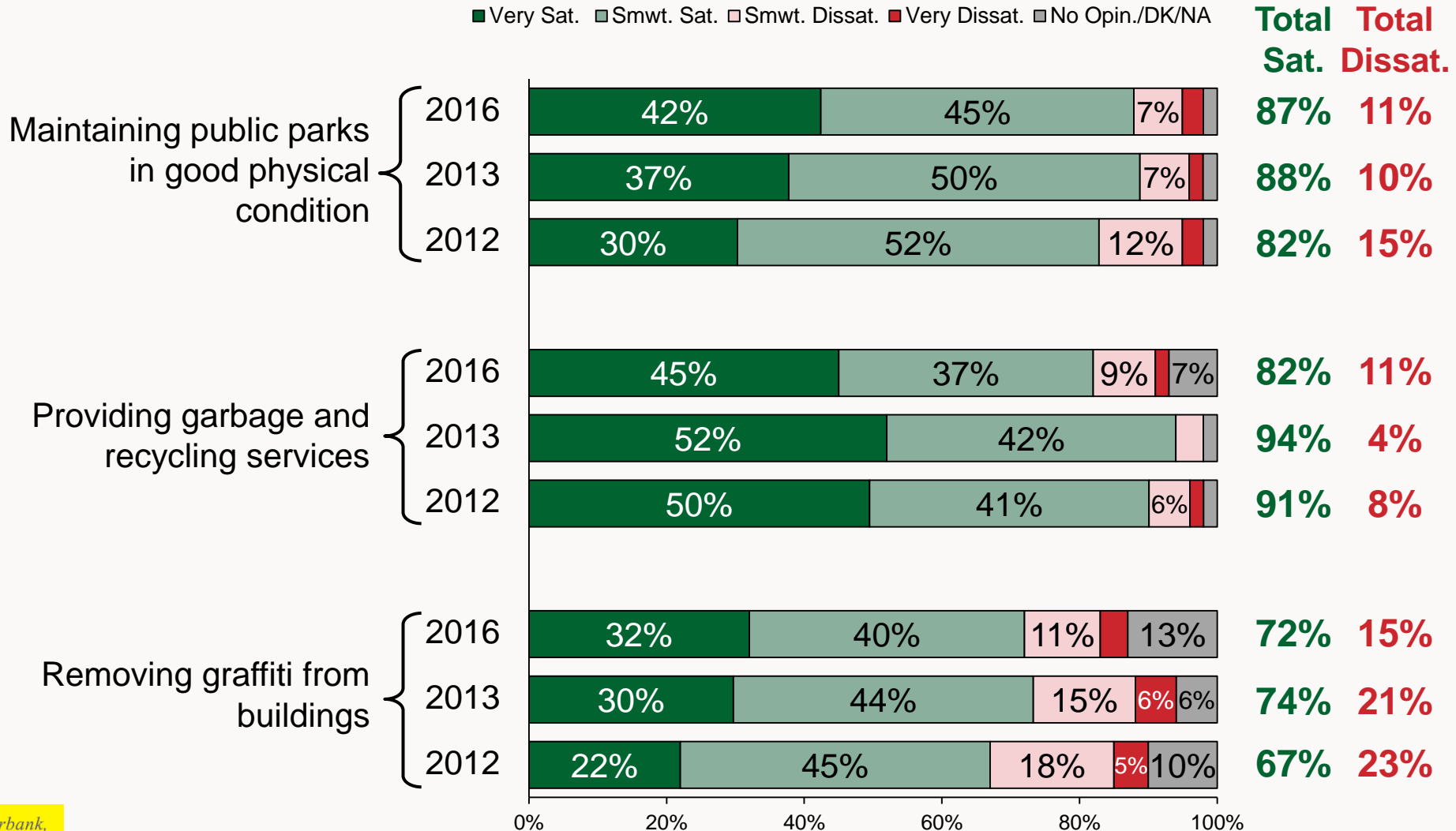
Q19 c/k. I am going to read you the same list of services provided by Fremont's City government. This time please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

...as do impressions of other social services.



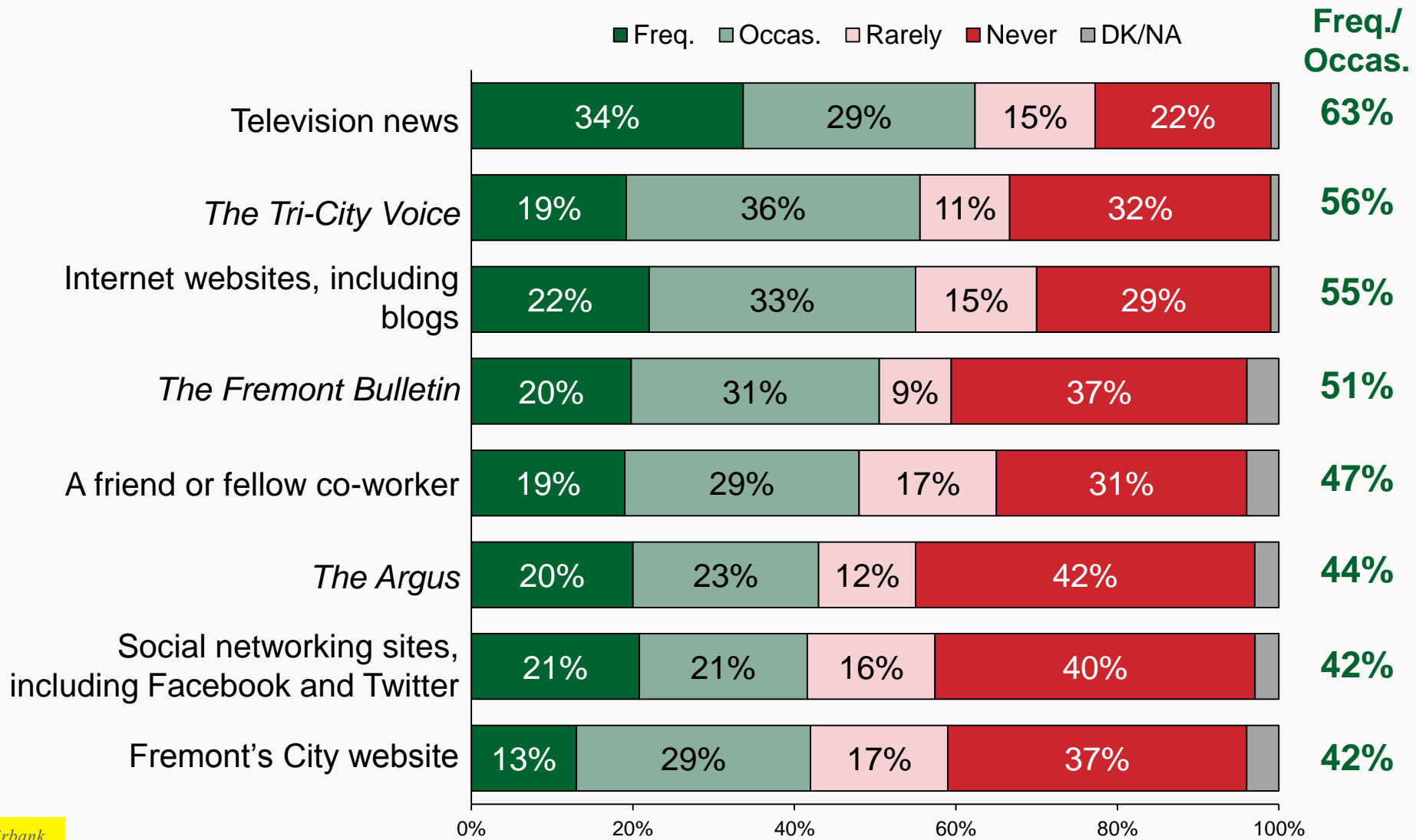
Q19 b/e/j/q. I am going to read you the same list of services provided by Fremont's City government. This time please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

Satisfaction with park maintenance has steadily improved since 2012.



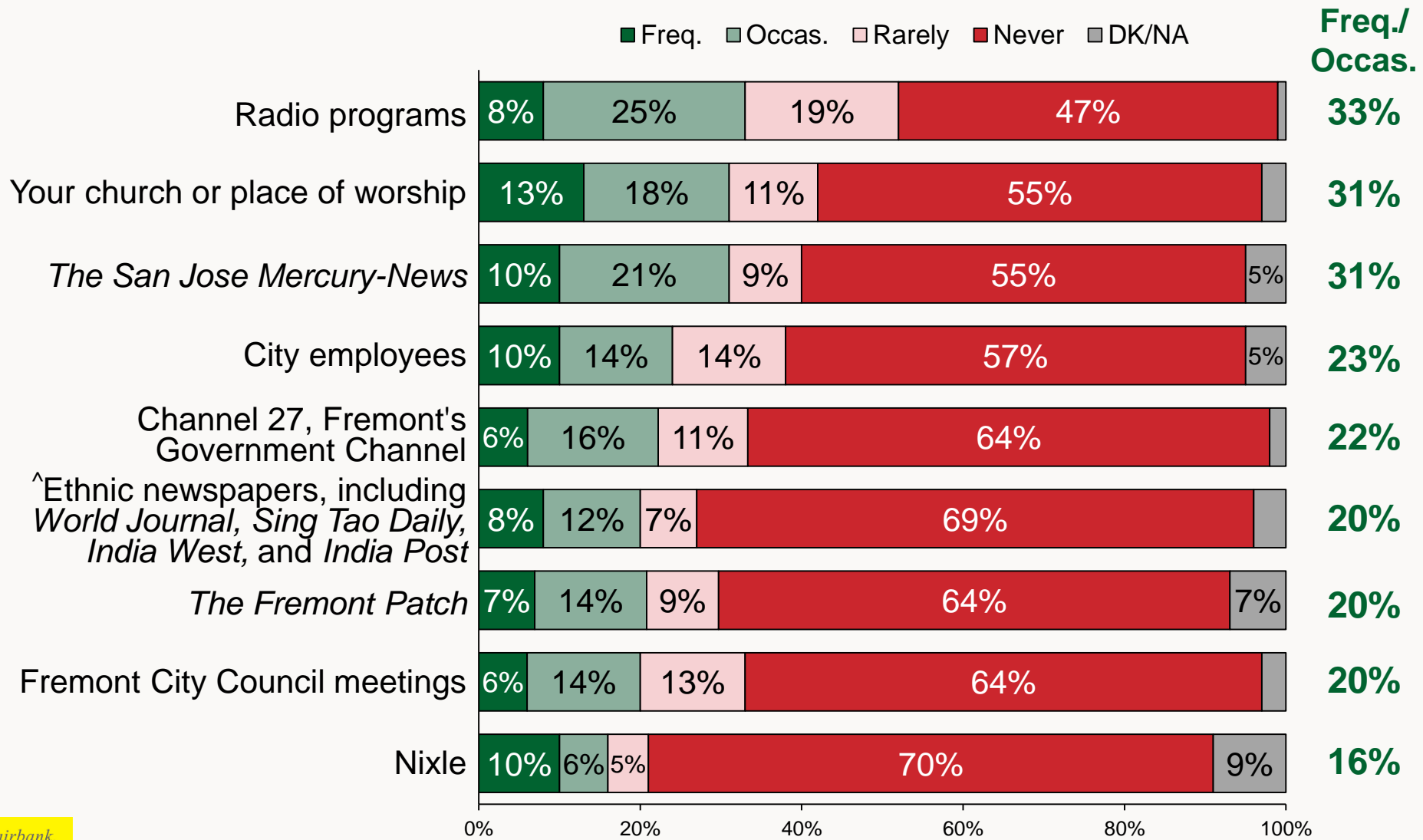
Q19 a/i/m. I am going to read you the same list of services provided by Fremont's City government. This time please tell me how satisfied you are with the job being done by Fremont in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

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



Q22. I'm going to read you a list of sources from which people get information about Fremont's City government. I'd like you to tell me how often you use it to get information about Fremont's City government: frequently, occasionally, rarely, or never. ^Not Part of Split Sample

Newspapers, council meetings and Nixle are rarely consulted.

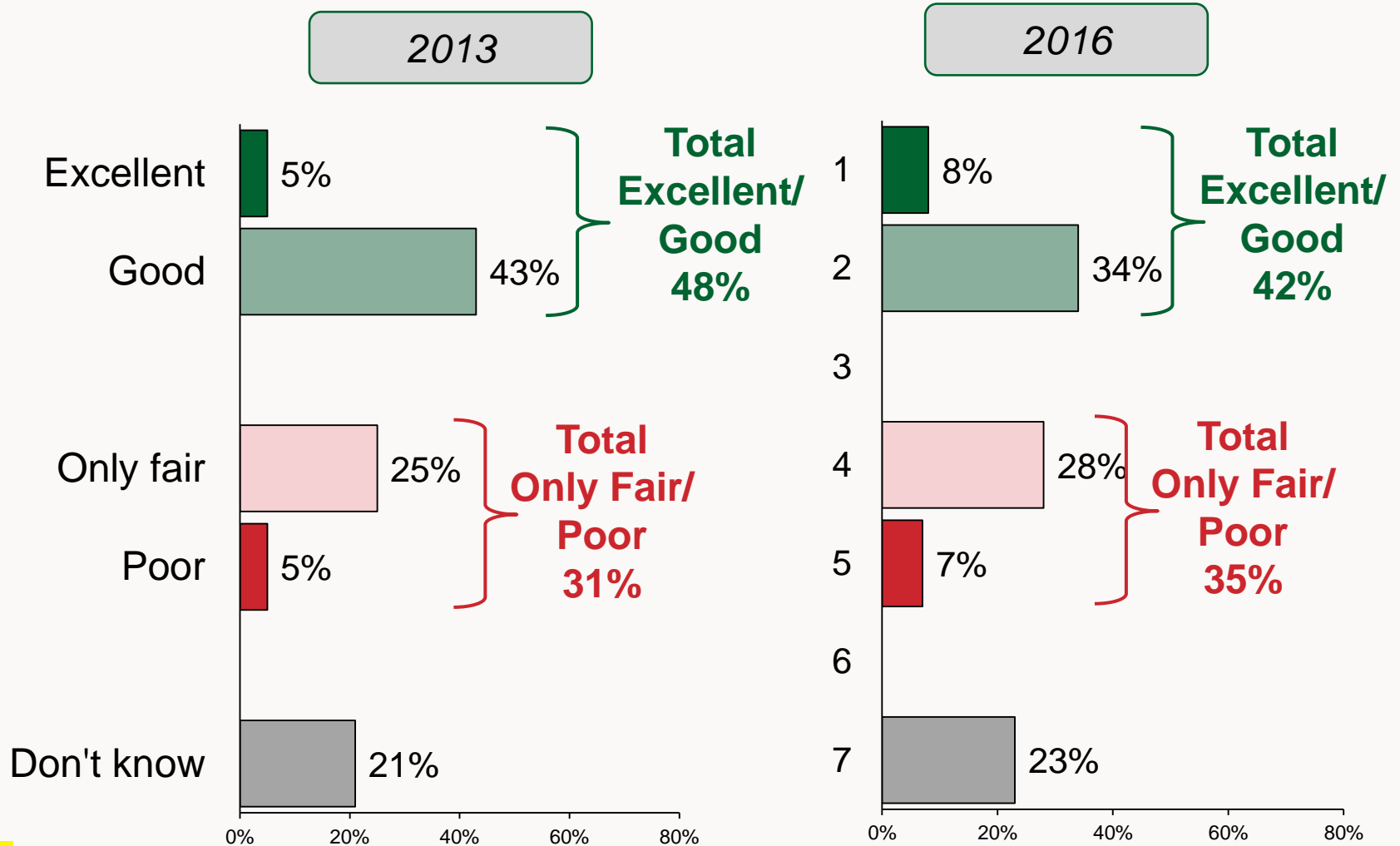


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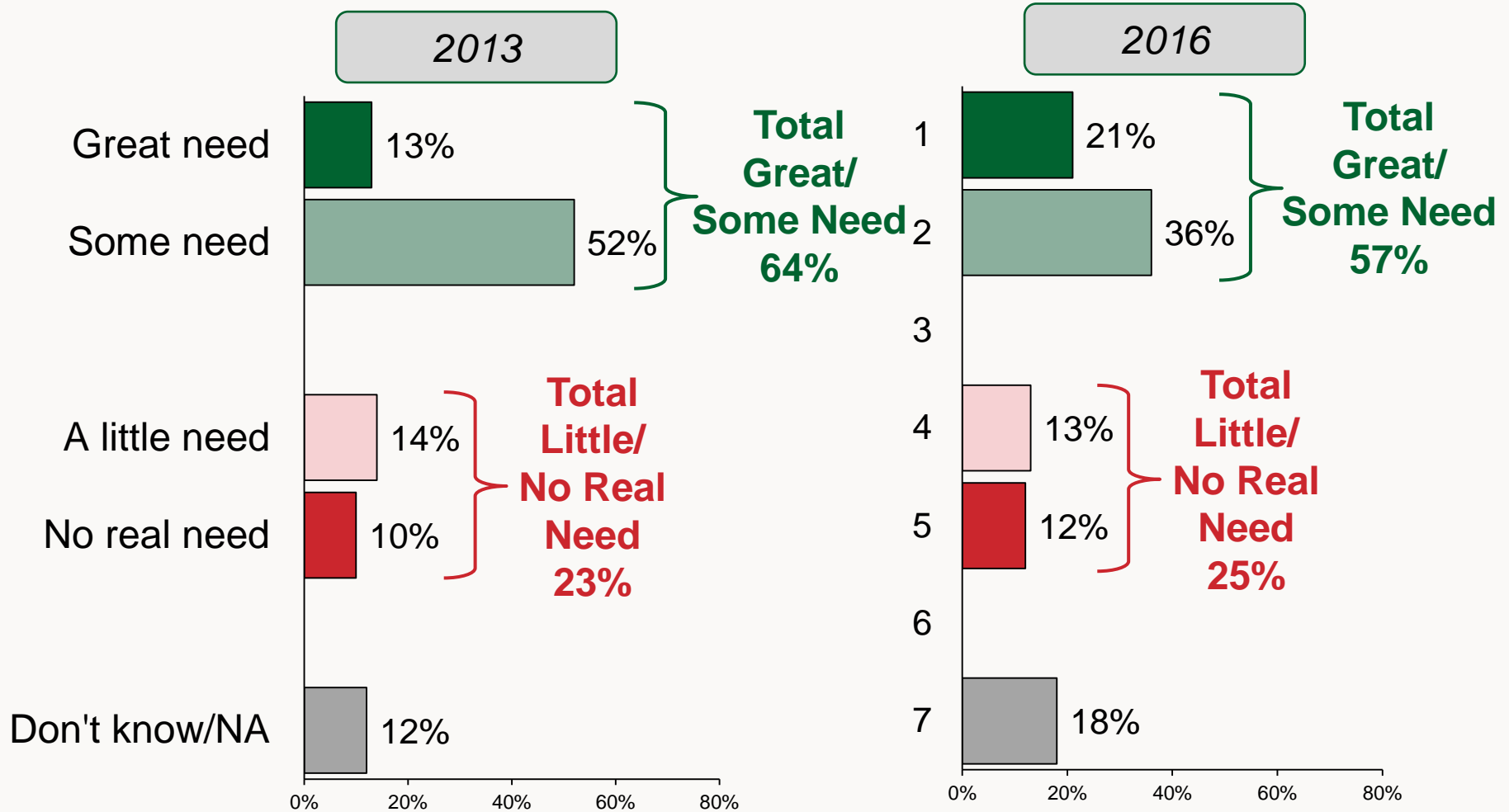
Perceptions of the City Budget

Residents' rating of budget management has eroded slightly since 2013.



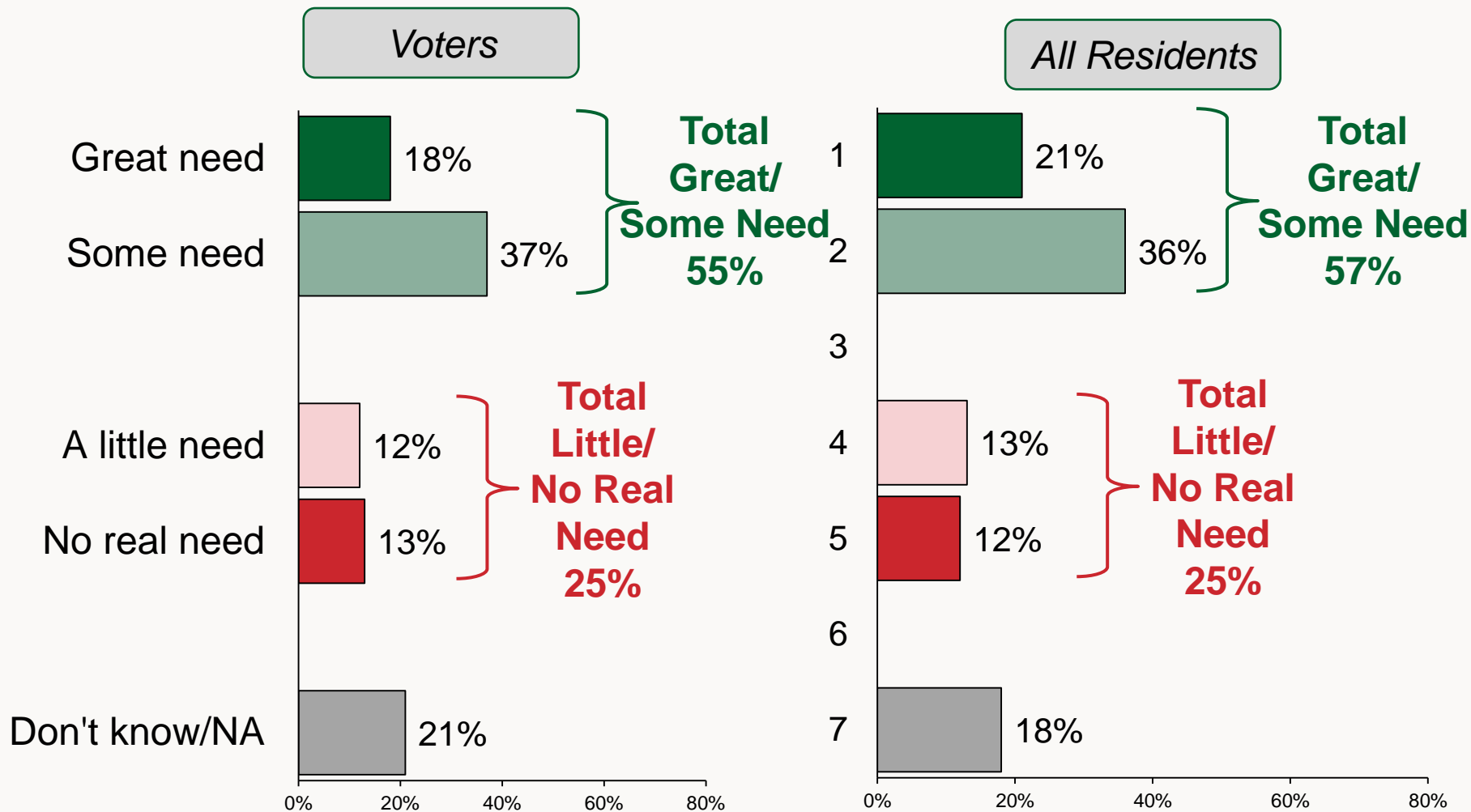
Q20. How would you rate the overall job the City of Fremont does managing its budget: excellent, good, only fair, or poor?

While fewer overall perceive a need for more City funding, more see the need as "great."



Q21. 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?

There is no real difference between registered voters and Fremont residents overall.



Q21. 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?

Conclusions

Conclusions

- Four in five Fremont residents think the City is a good place to live. They also broadly feel it is a great place to raise a family and for seniors to live in, and is welcoming to newcomers.
- Traffic, growth and cost of housing have emerged as top problems for residents, while concern about crime has receded. Residents generally feel safe walking around the City.
- Some of the services seen as most crucial – such as public safety – are also the ones residents are most satisfied with. Street maintenance is an area of improvement to target.
- Fremont residents feel like part of Silicon Valley. Residents associate the City with clean tech and manufacturing industries.
- They are only modestly familiar with the Warm Springs and Downtown projects. However, they appear to be cautiously optimistic that those projects will improve the City's overall quality of life.
- A significant minority have no opinion on the City's budget management, though more than half see a need for more funding generally.

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