



2018 City of Fremont Community Survey

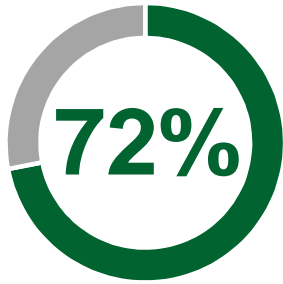
*Key Findings of a Survey of Fremont Residents
Conducted June 20-July 3, 2018*

320-805

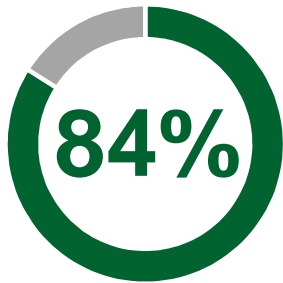


OPINION
RESEARCH
& STRATEGY

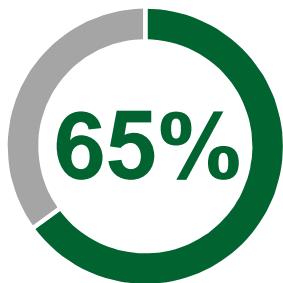
Key Numbers



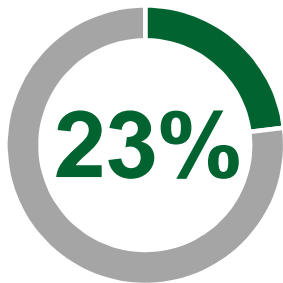
Rate Fremont as an “excellent” or “good” place to live (down 7% from 2016)



Feel housing costs in Fremont are an “extremely” or “very” serious problem (+13% from 2016)



Feel the rate of growth and development in Fremont is “too fast” (+19% from 2016)



Have heard anything about changes to City Council representation

Methodology

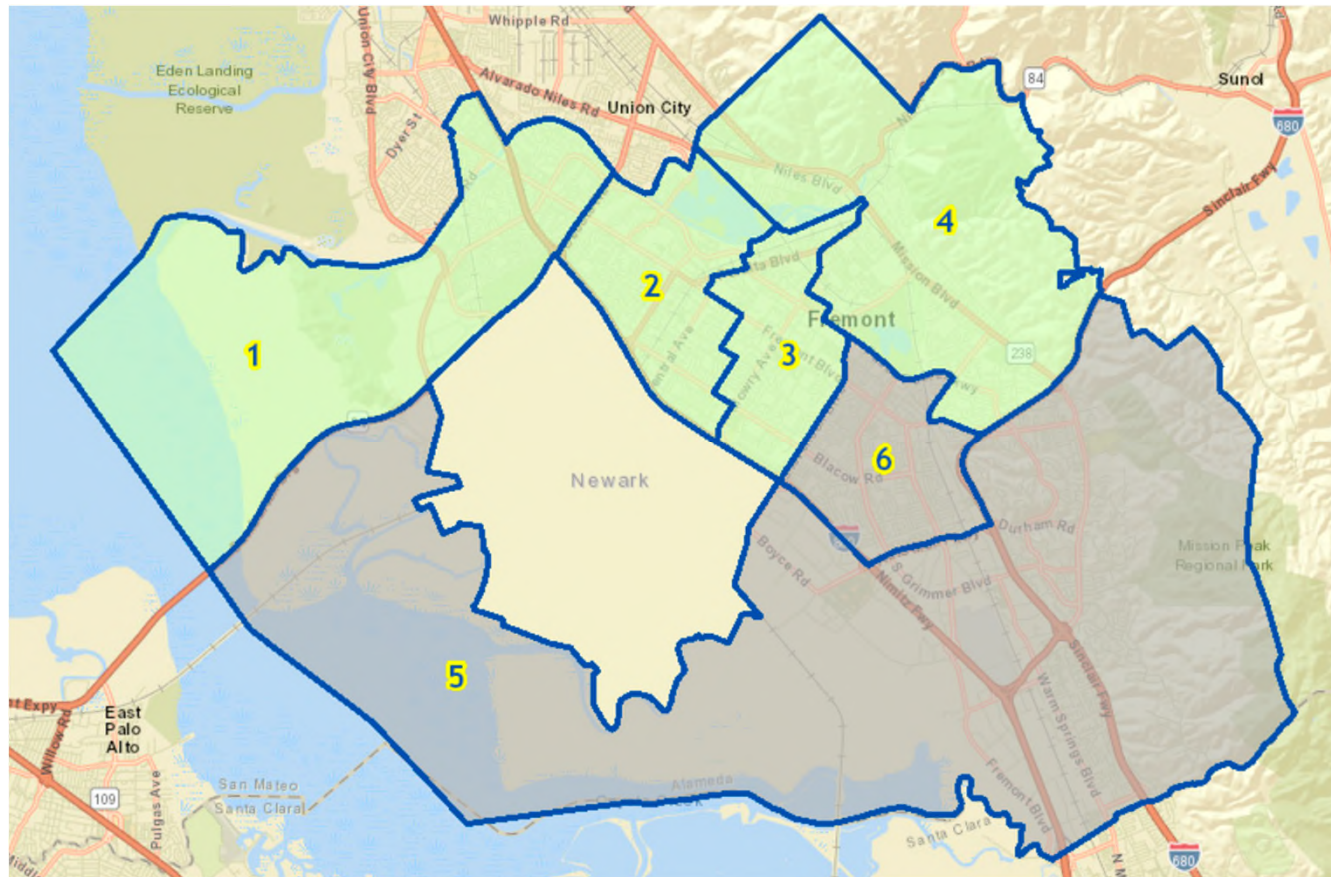
- 705 interviews with Fremont residents
- Conducted June 20-July 3, 2018, online and via landline and cell phones in English, Spanish and Mandarin
- Respondents were invited to participate via email, phone or a postcard
- Margin of sampling error of +/-4.0% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to prior research in the city

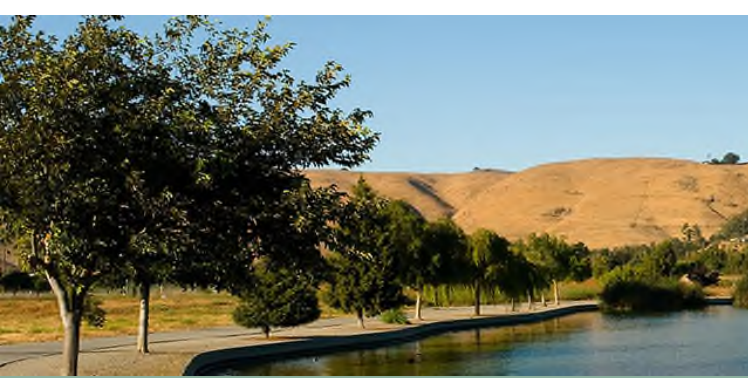
Research Approach

- Residents were asked a series of questions assessing their attitudes about quality of life in Fremont, tracking changes over several years.
- Many questions examine attitudes about growth and development and accountability and openness of City government.
- 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 public safety, homelessness, and the shift to district City Council elections.

Fremont City Council Districts

As Fremont prepares to shift to district elections for City Council, we examined many questions by resident district.

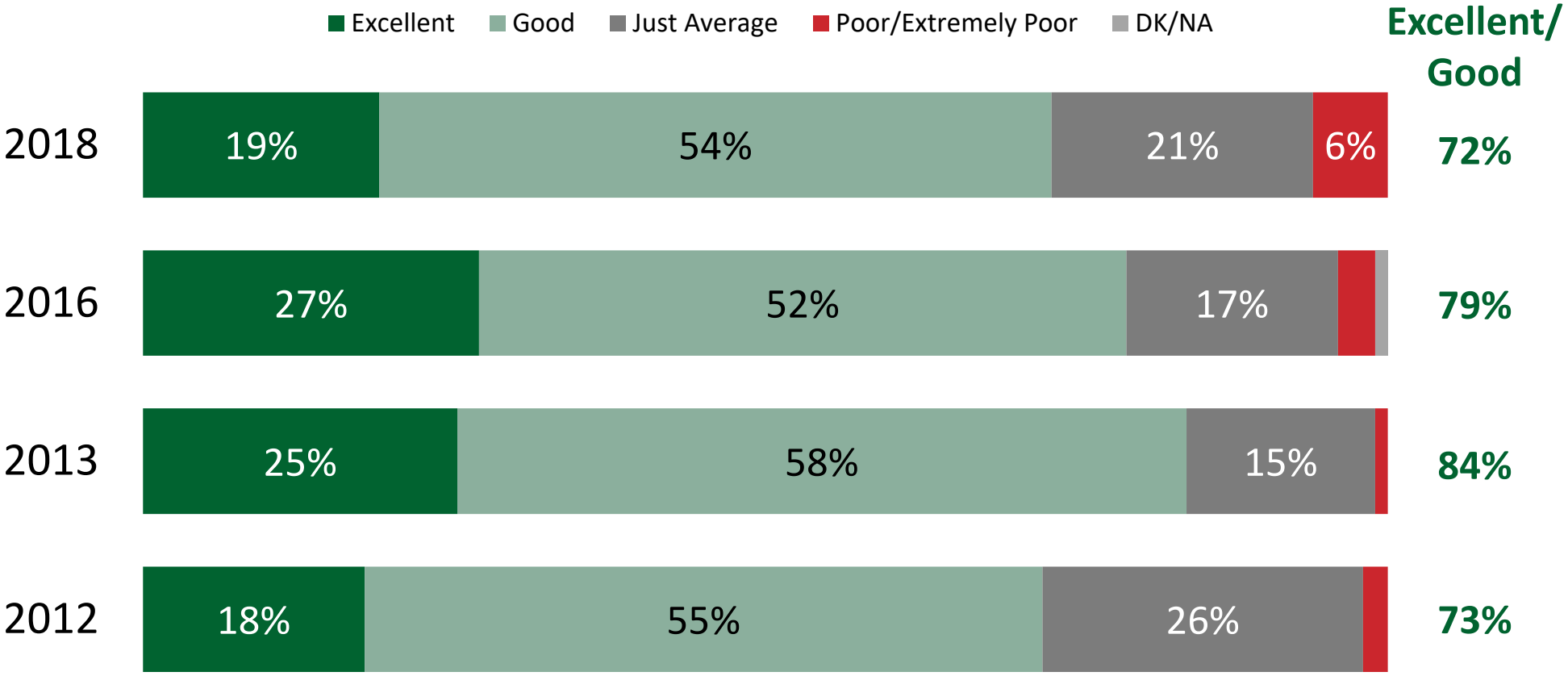




Life in Fremont

More than seven in ten call Fremont a good place to live, though there has been some erosion in the share who rate it “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?



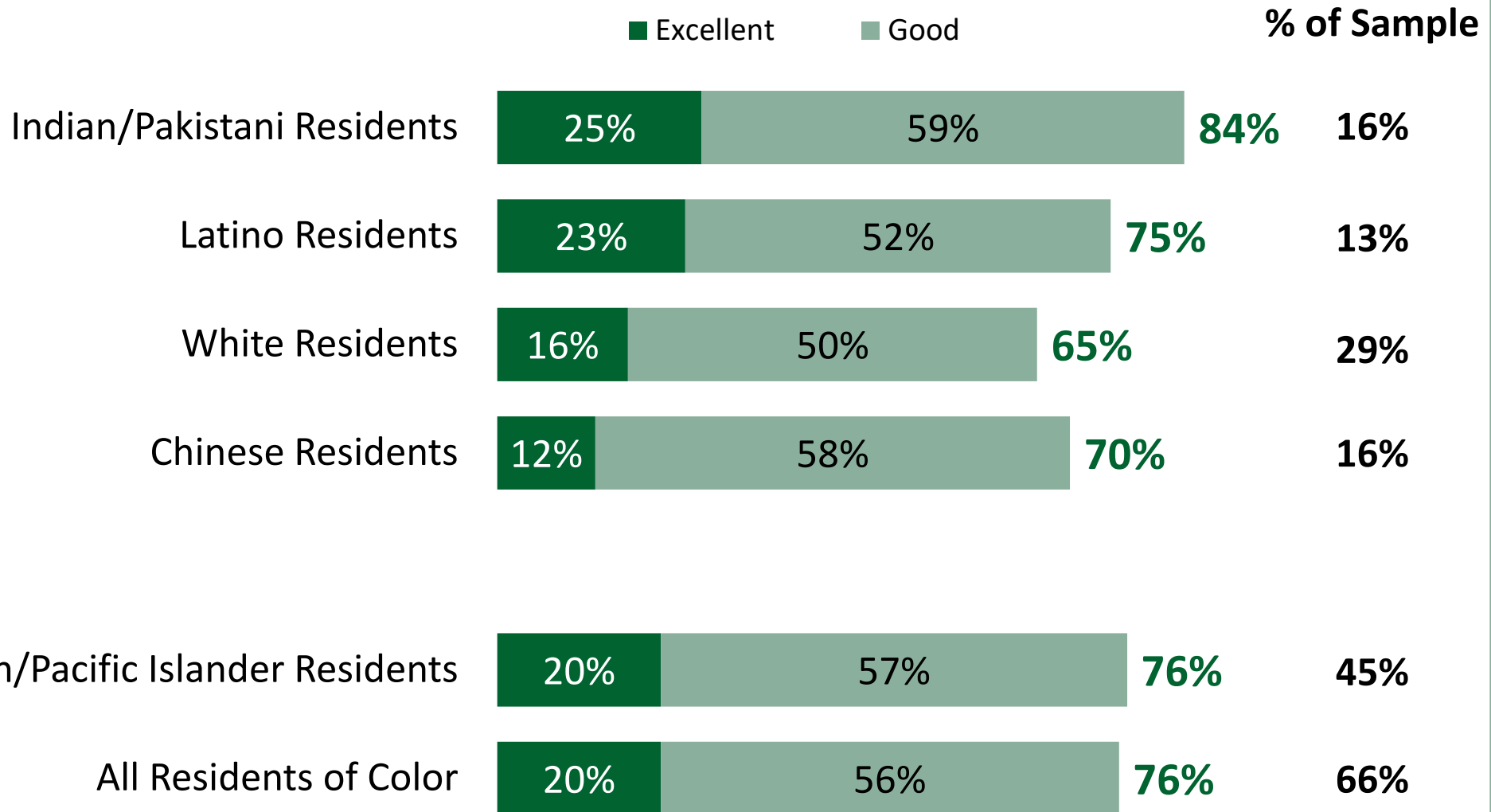
Seven in ten residents in each CCD view life in Fremont as “excellent” or “good,” though with different levels of intensity.

By City Council District



Indian and Pakistani residents give higher ratings than those of other ethnicities.

By Ethnicity



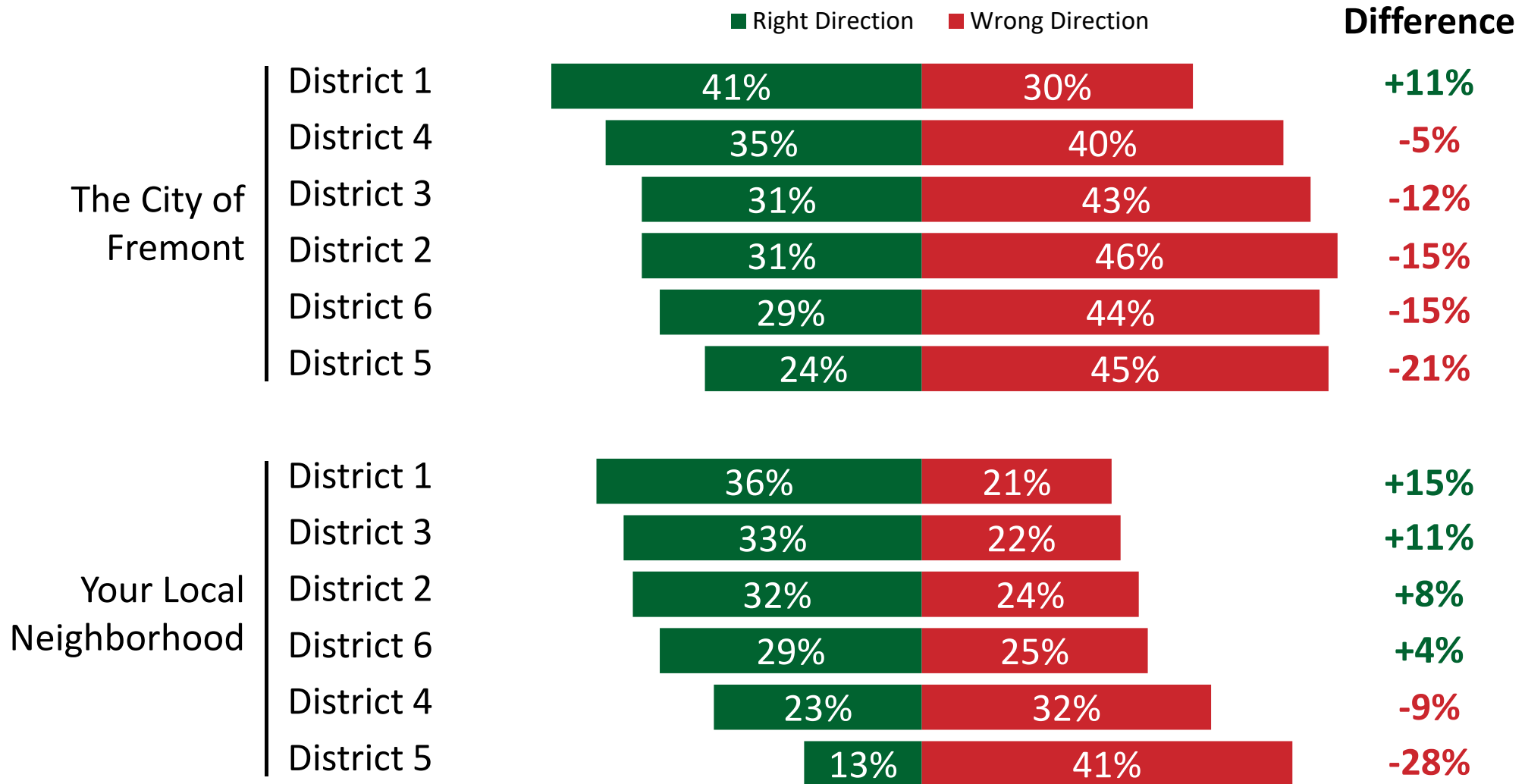
Residents are less optimistic about where the City and their neighborhoods are heading.

Would you say that things in _____ have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?

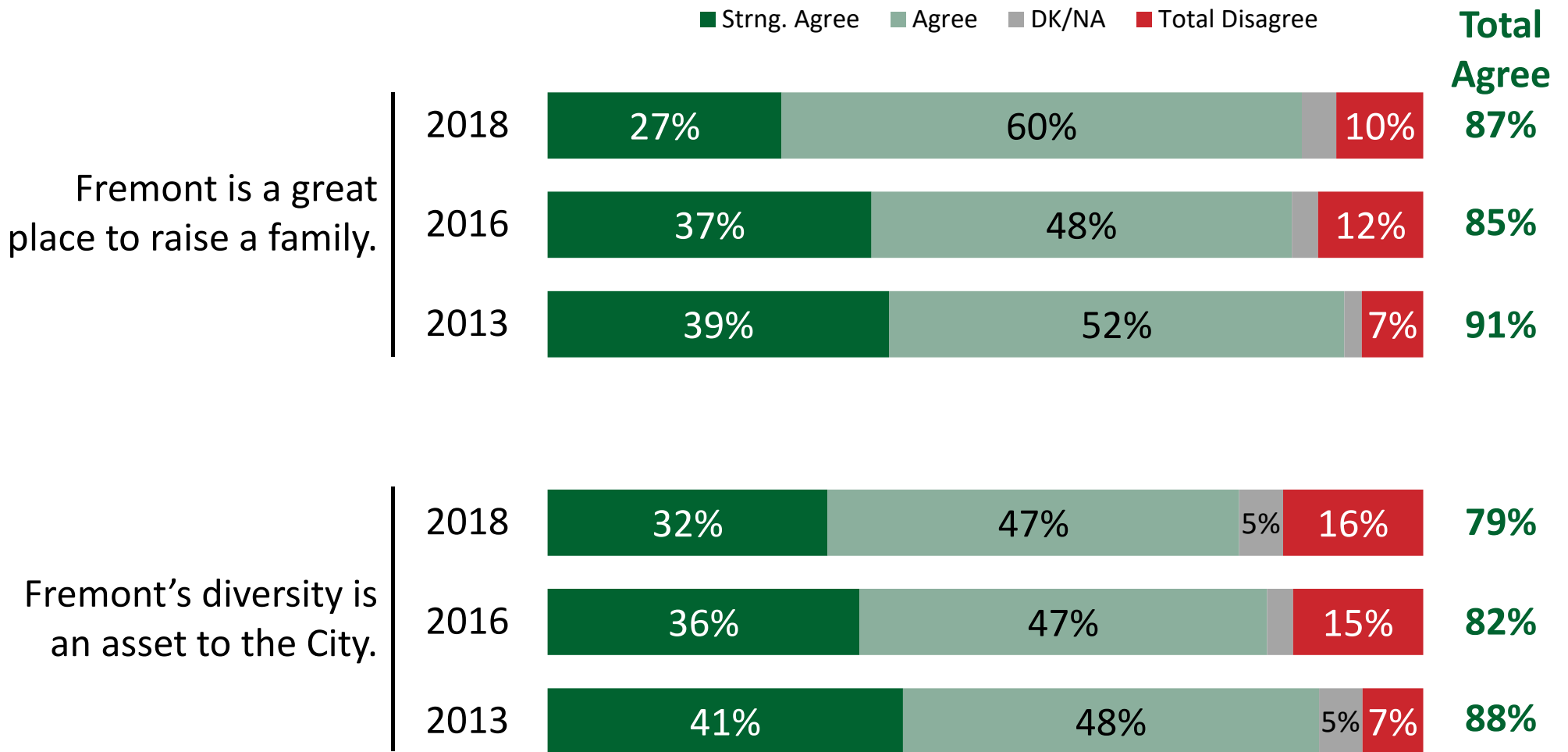
	2006	2012	2013	2016	2018
The City of Fremont					
Right Direction	34%	40%	51%	48%	32%
Wrong Direction	30%	19%	13%	20%	41%
Not Changed Much/ Don't Know/NA	36%	41%	36%	31%	27%
Your Local Neighborhood					
Right Direction	37%	40%	46%	46%	28%
Wrong Direction	20%	19%	11%	22%	27%
Not Changed Much/ Don't Know/NA	42%	41%	43%	32%	45%

Voters in District 1 are most optimistic about the city and their neighborhoods generally.

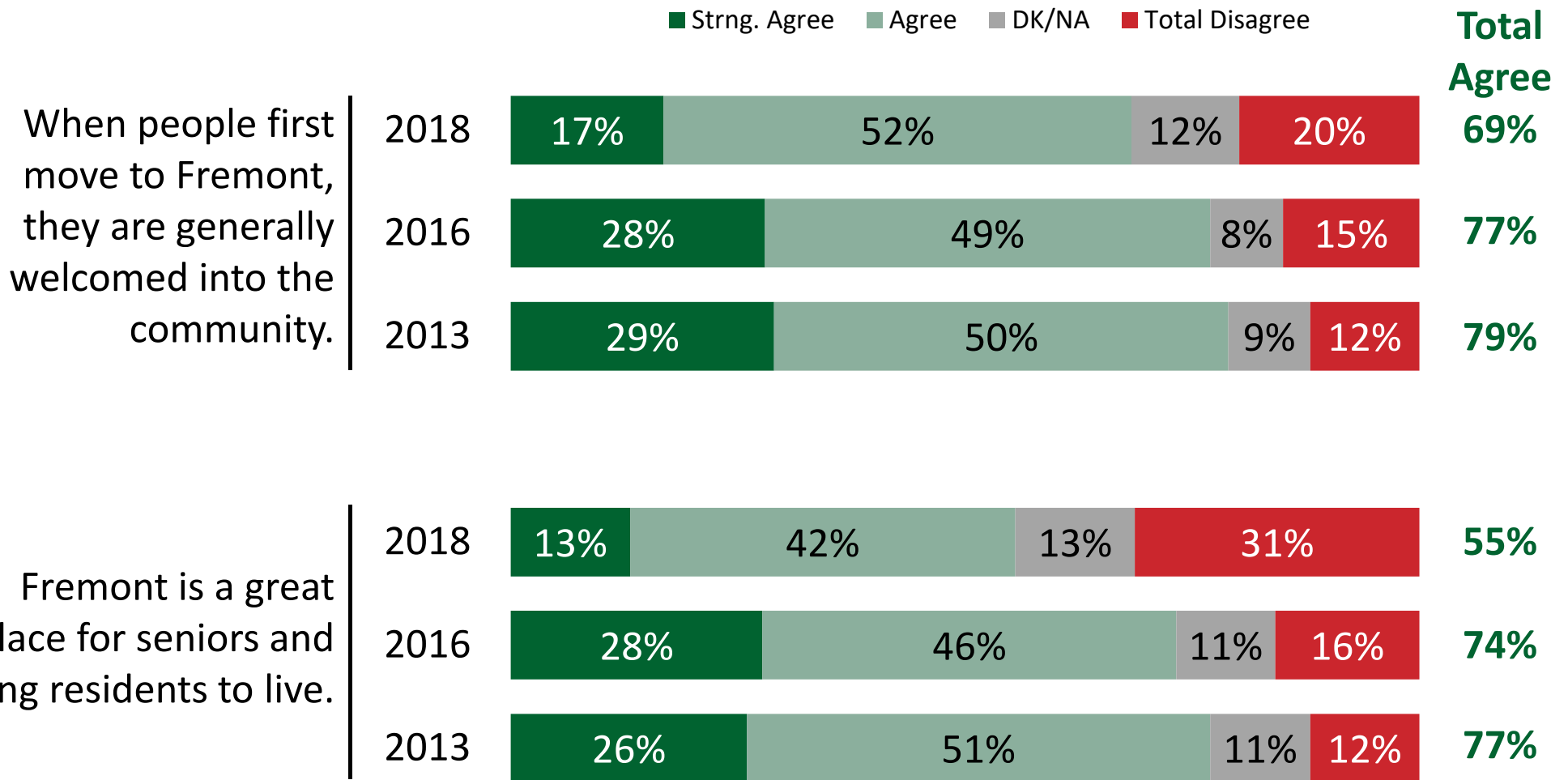
By City Council District



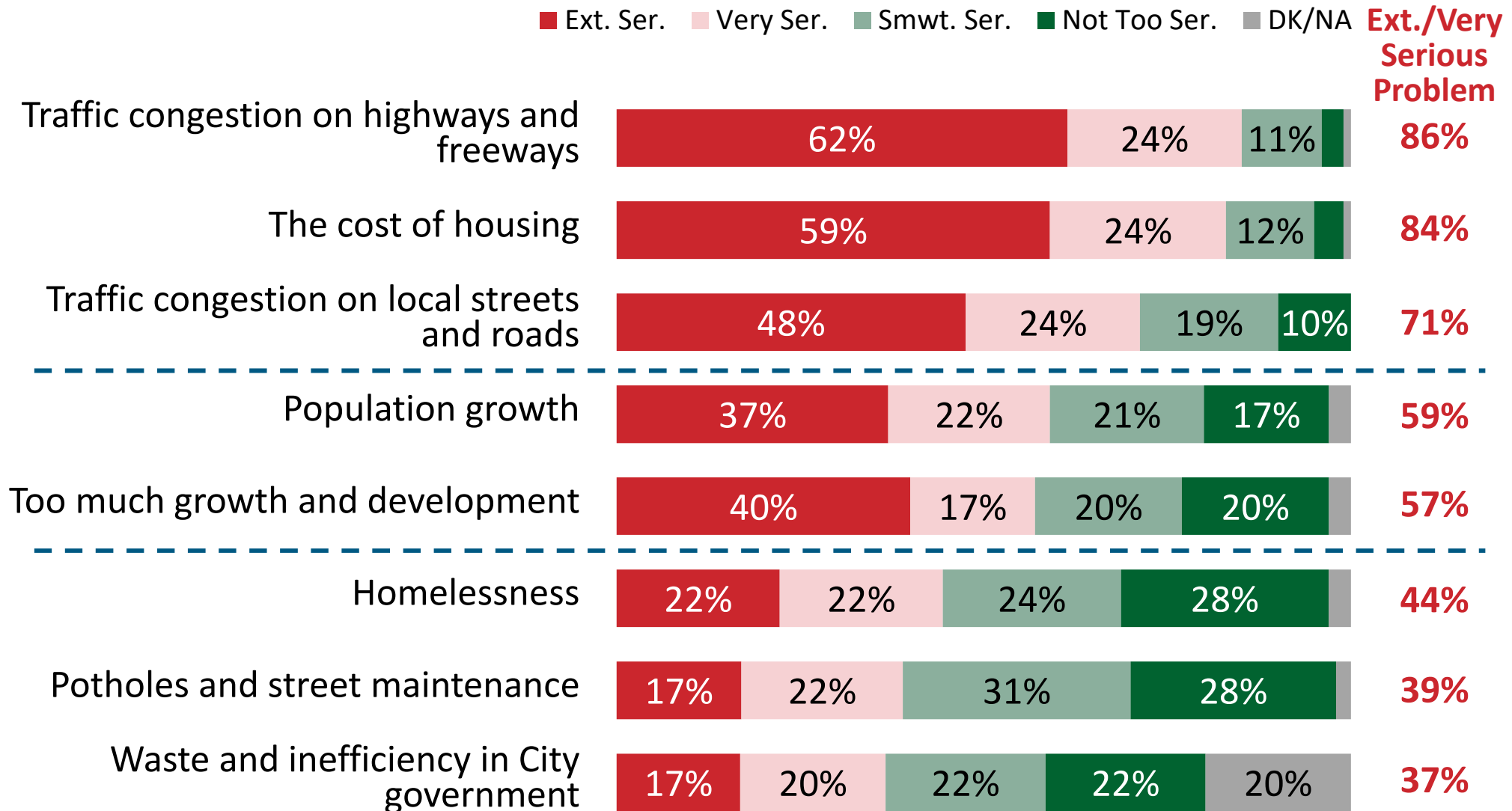
Strong majorities still agree the city is a great place to raise a family, and diversity is an asset, but do so less strongly than in the past.



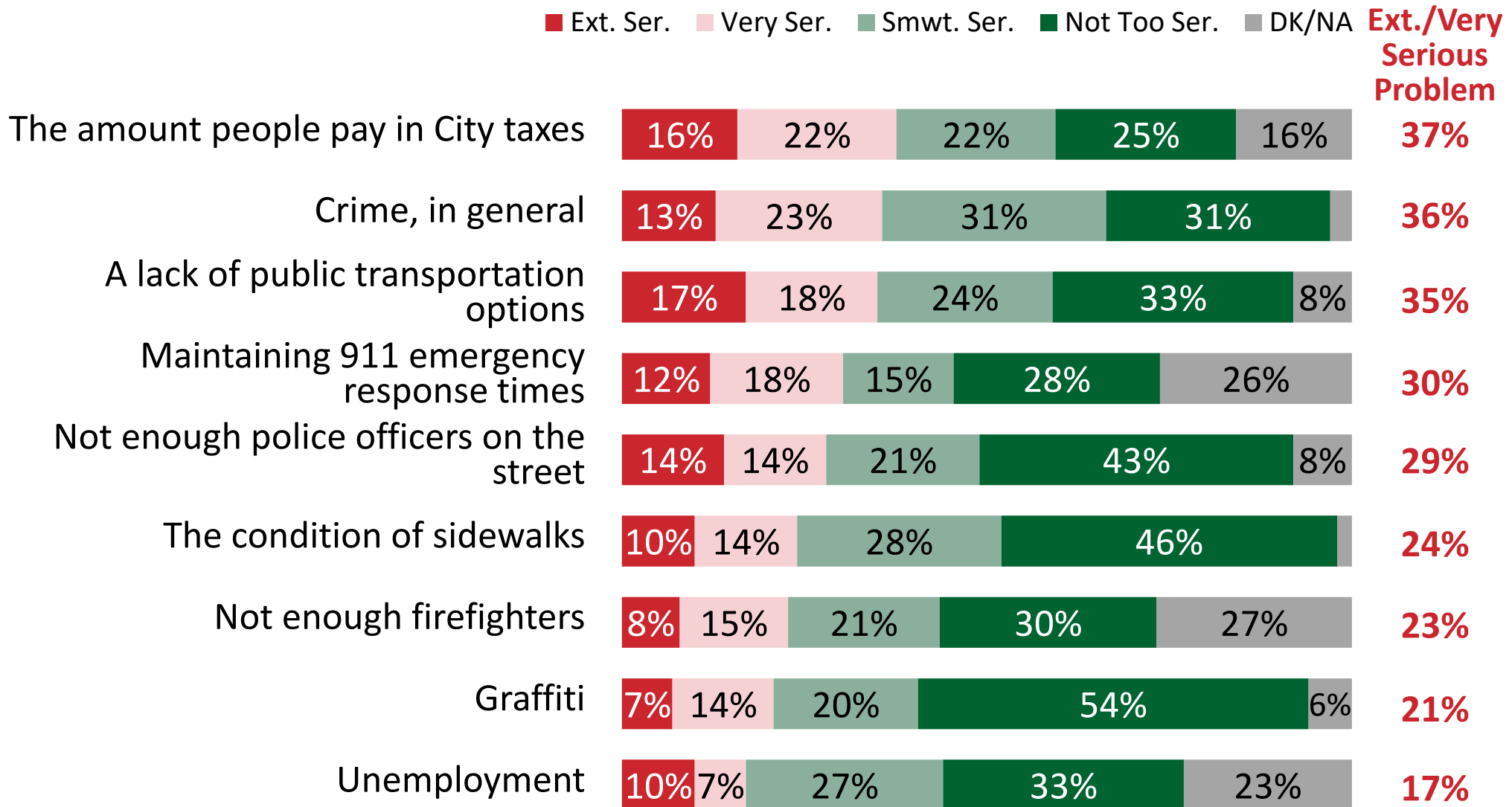
Three in ten say Fremont is *not* a great place for seniors and aging residents to live.



As in many Bay Area cities, traffic congestion and housing costs are broadly shared concerns.



Relatively few are concerned with unemployment, graffiti, or public safety.



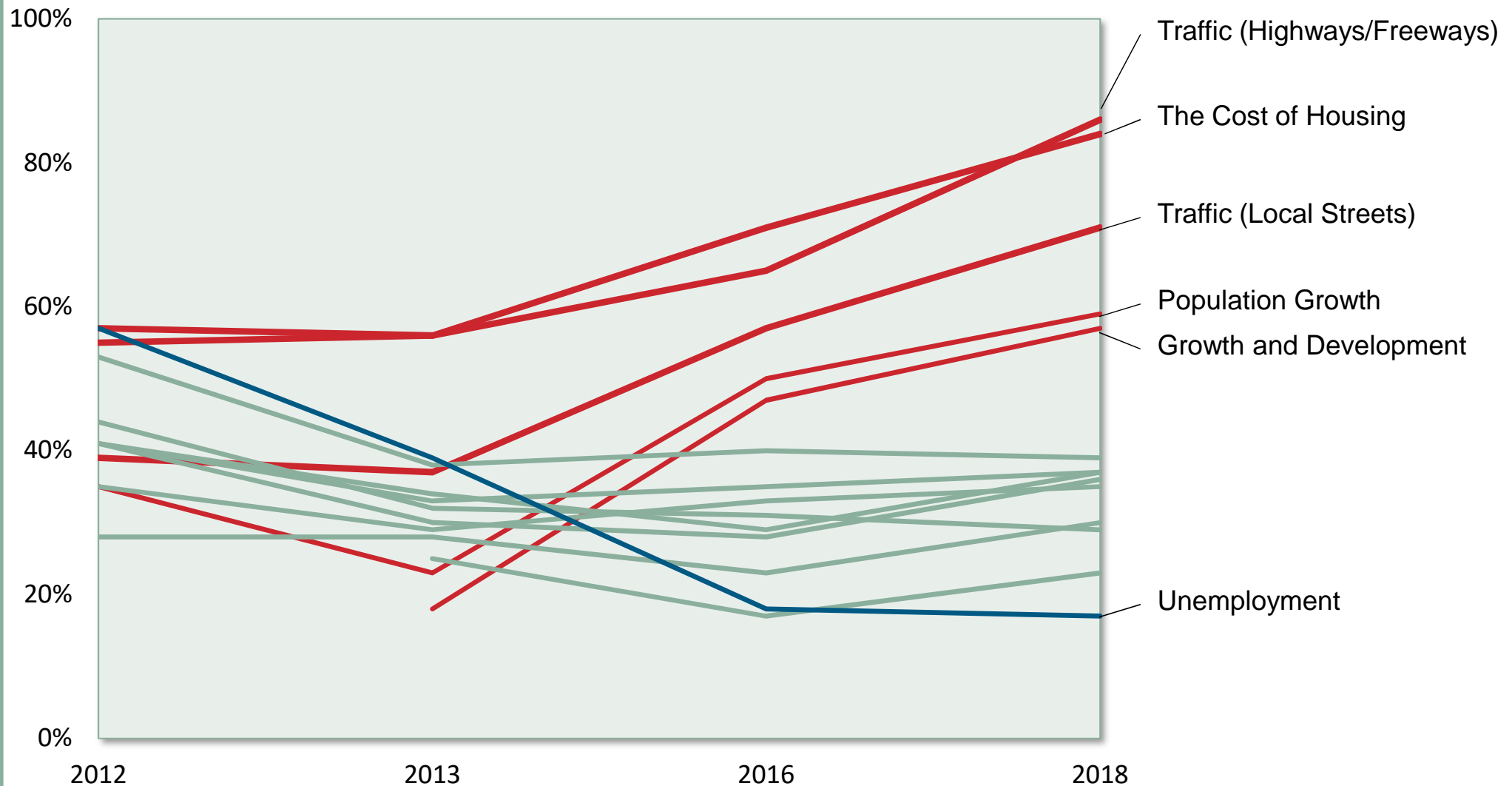
Traffic and housing have become much stronger concerns than in prior years.

(Extremely/Very Serious Problem)

	2012	2013	2016	2018
Traffic congestion on highways and freeways	57%	56%	65%	86%
The cost of housing	55%	56%	71%	84%
Traffic congestion on local streets and roads	39%	37%	57%	71%
Population growth	35%	23%	50%	59%
Too much growth and development	--	18%	47%	57%
Potholes and street maintenance	53%	38%	40%	39%
Waste and inefficiency in City government	41%	34%	29%	37%
The amount people pay in City taxes	41%	33%	35%	37%
Crime, in general	41%	30%	28%	36%
A lack of public transportation options	35%	29%	33%	35%
Maintaining 911 emergency response times	28%	28%	23%	30%
Not enough police officers on the street	44%	32%	31%	29%
The condition of sidewalks	--	--	27%	24%
Not enough firefighters	--	25%	17%	23%
Unemployment	57%	39%	18%	17%

These trends are even more evident when displayed visually.

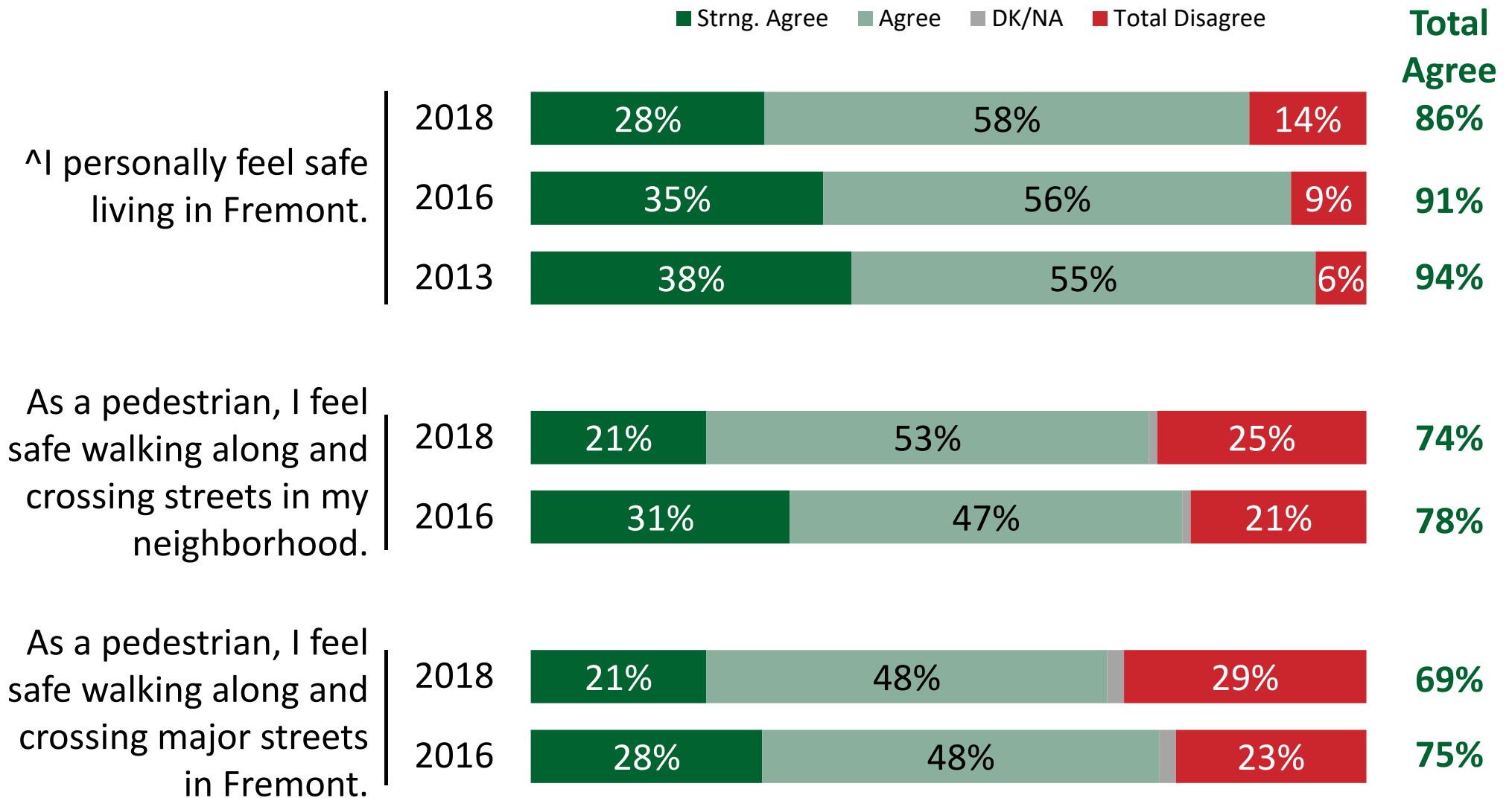
(Extremely/Very Serious Problem)





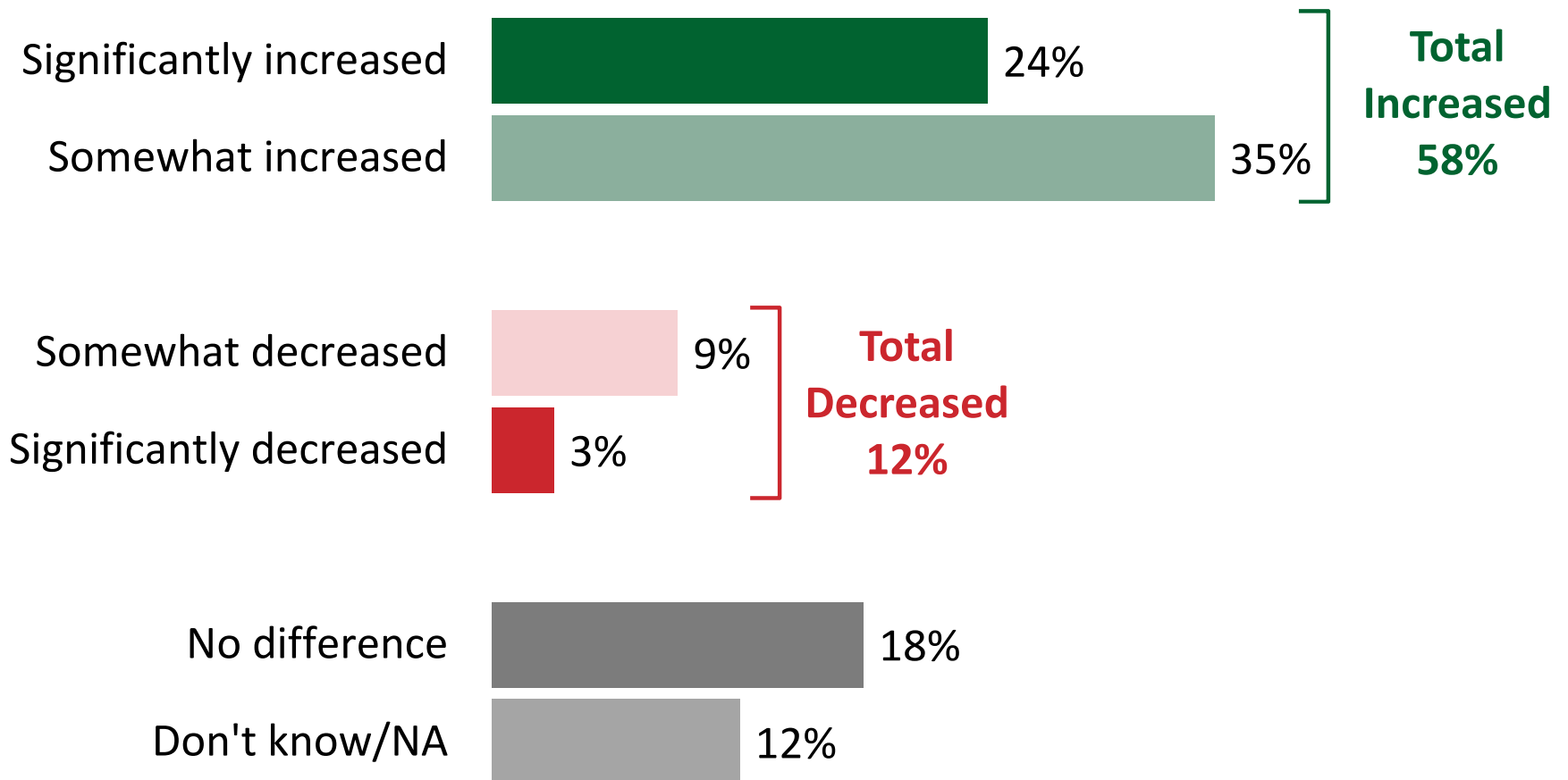
Attitudes about Safety

Majorities feel safe generally and as pedestrians.



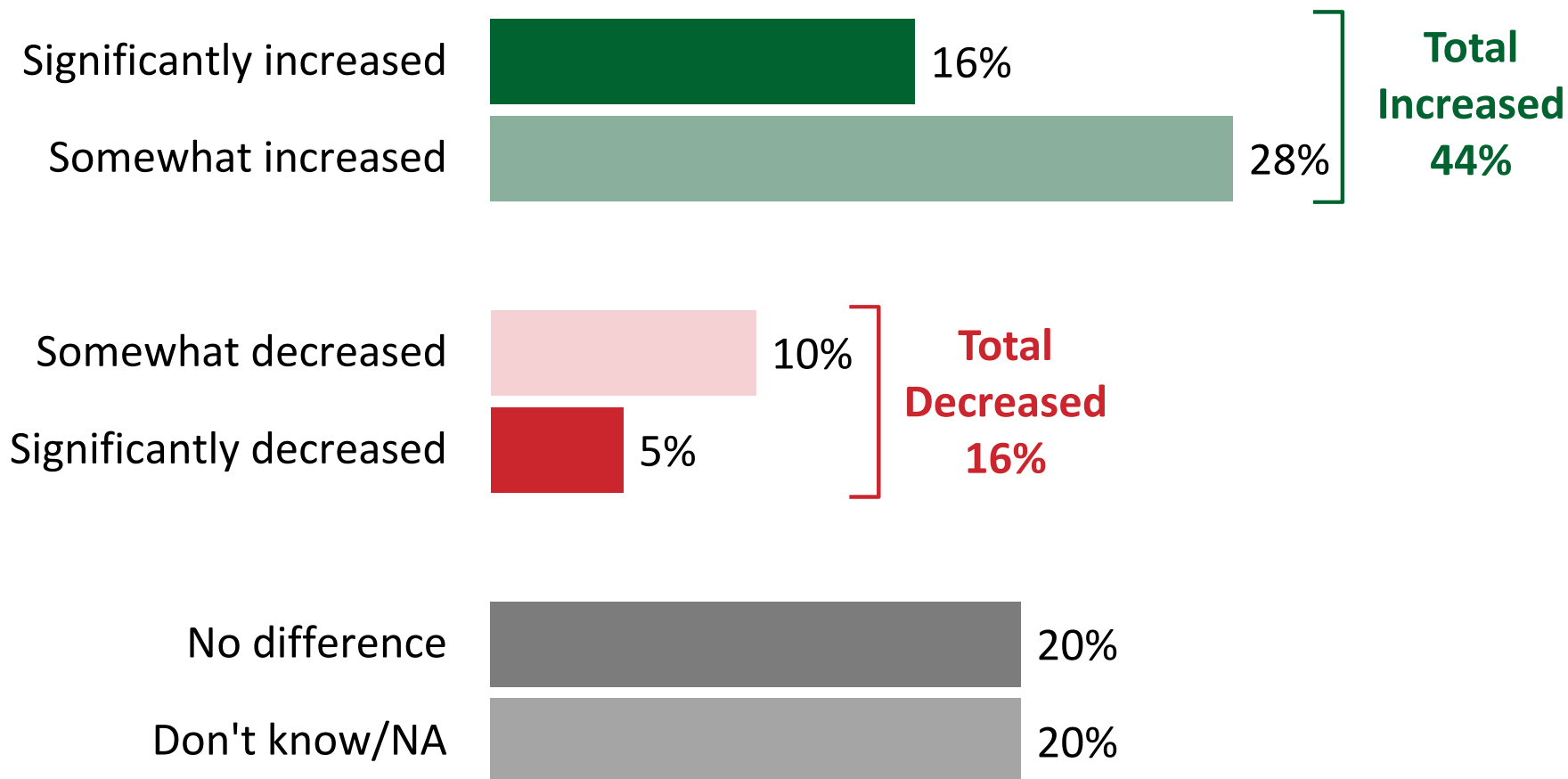
Three in five believe the overall level of crime in the city has increased in the past few years.

Over the past few years do you feel the overall level of crime in Fremont has increased or decreased?



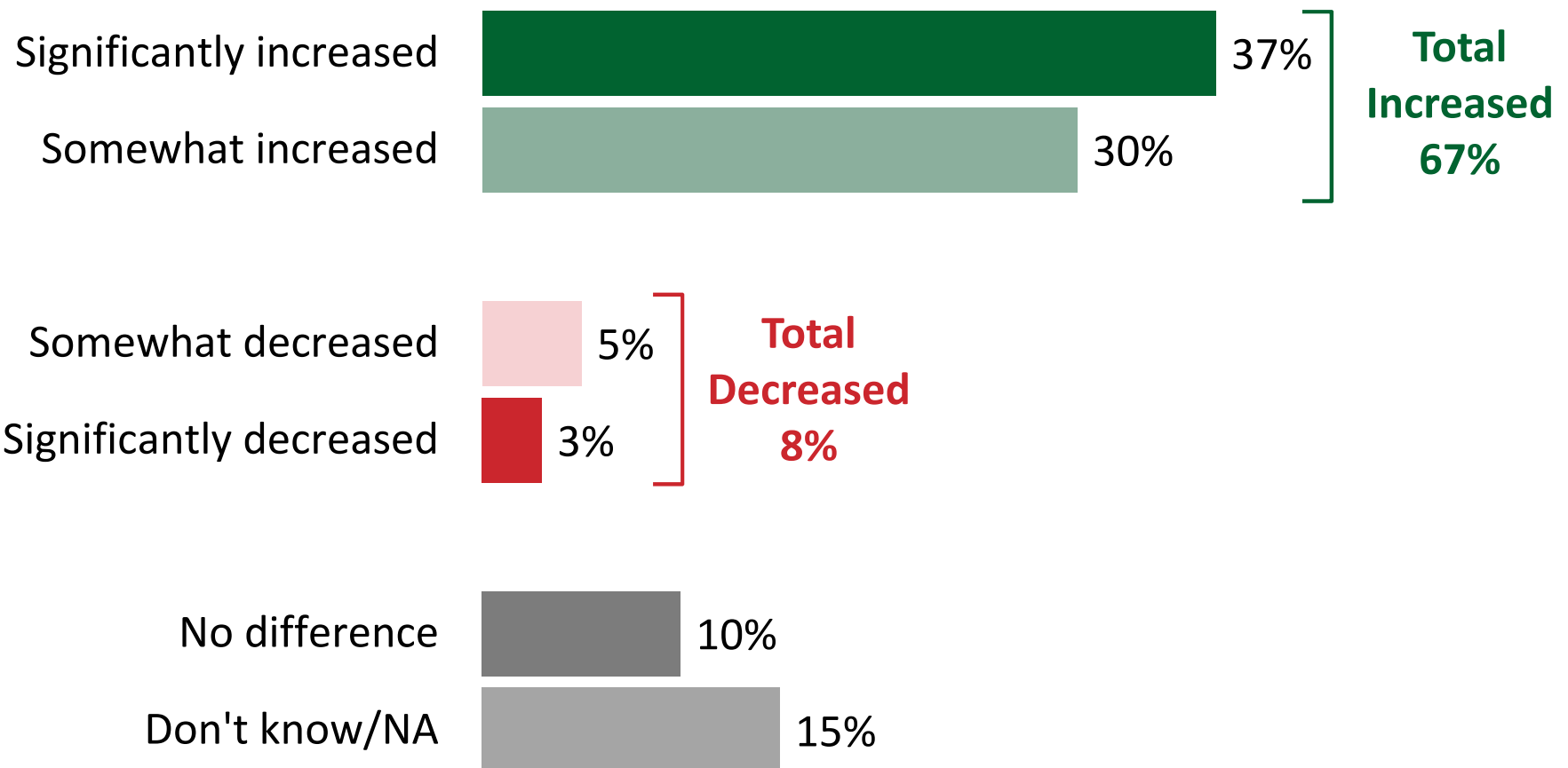
Just under half believe violent crime has increased; a similar share see no difference.

Over the past few years do you feel the level of violent crime in Fremont has increased or decreased?



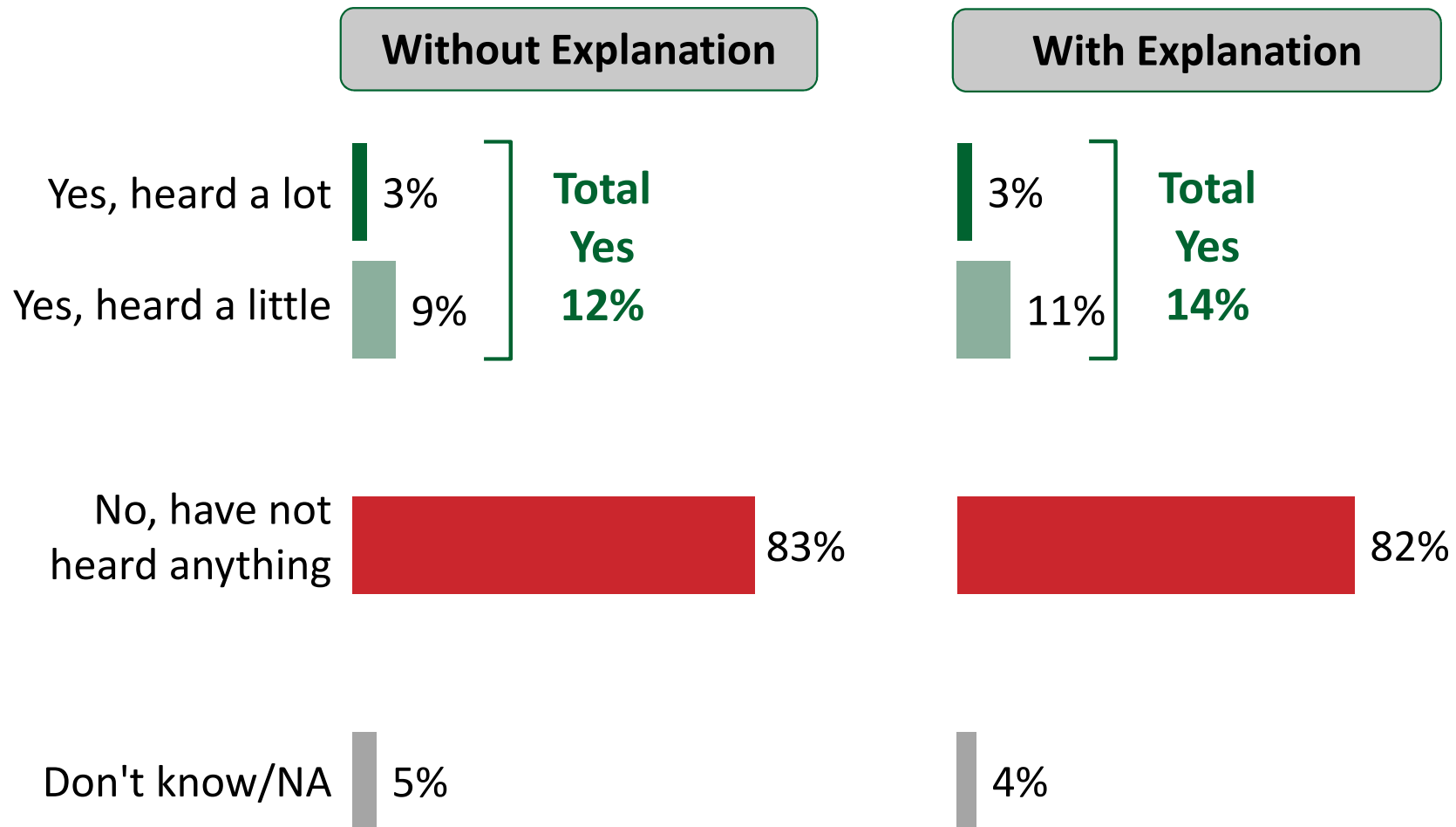
Two-thirds believe that property crime has increased over the last several years.

Over the past few years do you feel the level of property crime, such as burglaries, in Fremont has increased or decreased?



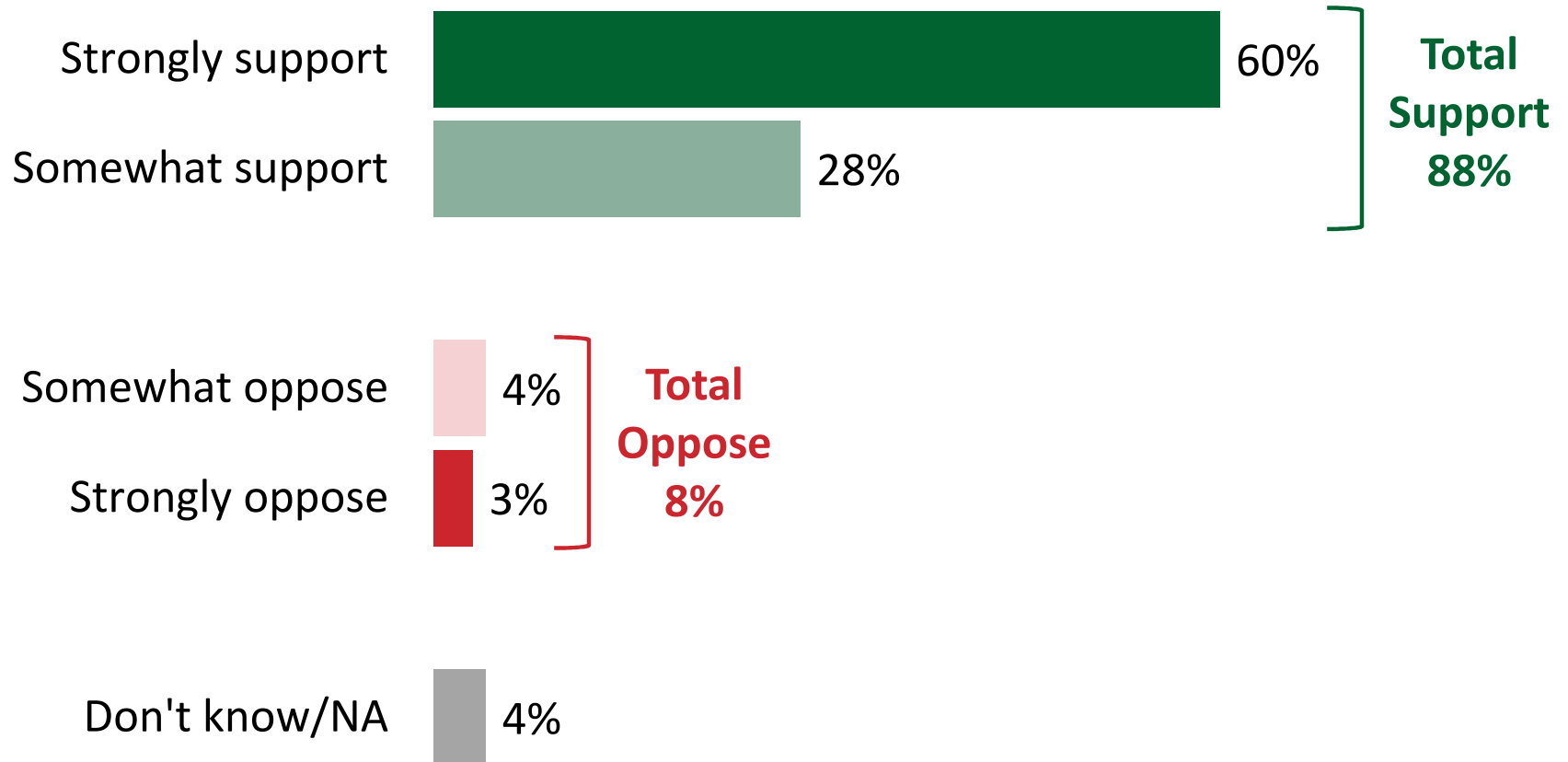
With or without an explanation, relatively few are familiar with the Vision Zero Action Plan.

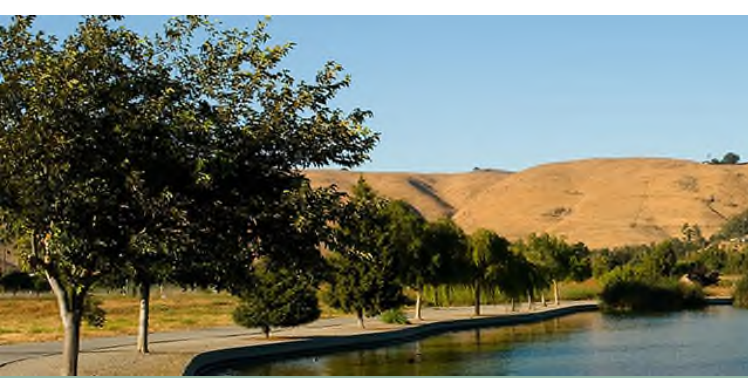
Have you seen, read or heard about the Fremont Vision Zero 2020 Action Plan, (*SPLIT SAMPLE B ONLY: a citywide effort to reduce traffic-related deaths in Fremont*)?



Nearly nine in ten support registering privately owned surveillance cameras.

The City currently has a program that allows people to voluntarily register their privately owned surveillance cameras. If a crime occurs in or near where the cameras are installed, a police officer can contact the camera owner for the footage to help solve the crime. Does this program sound like something you would support or oppose?

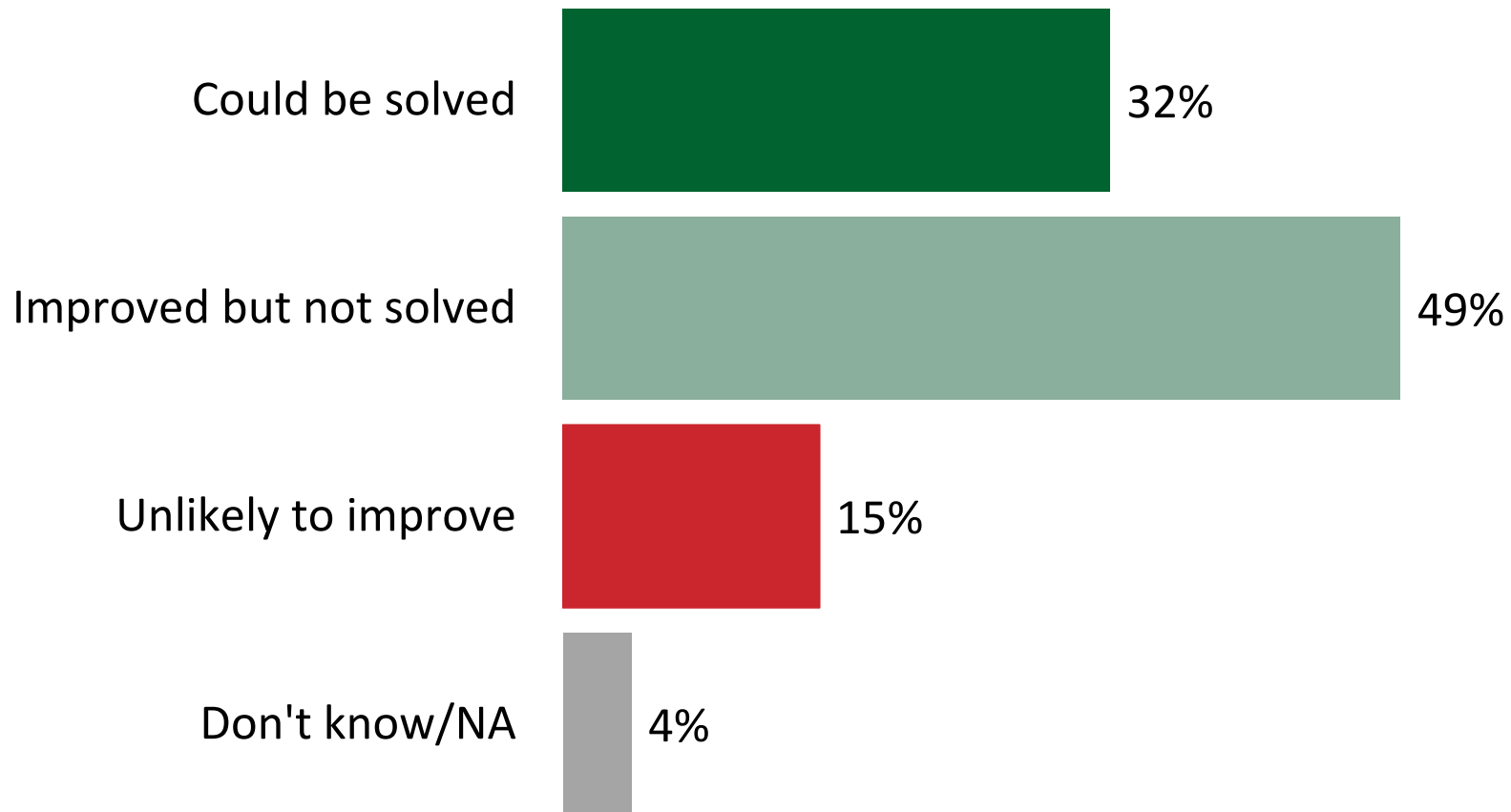




Homelessness

Nearly half believes that homelessness could be improved – but not solved.

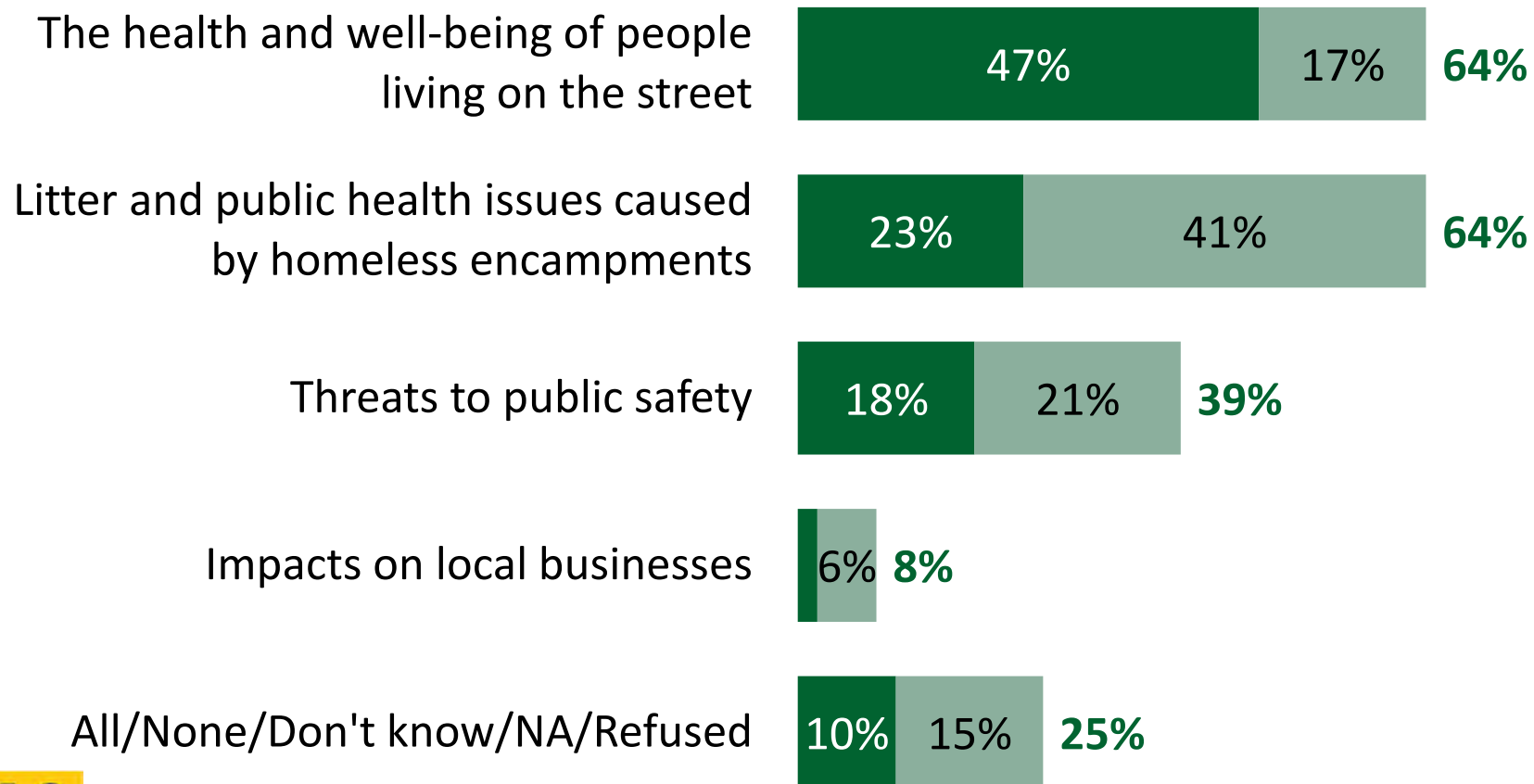
Would you say homelessness is a problem that could be solved, a problem that could be improved but not solved, or a problem that is unlikely to improve?

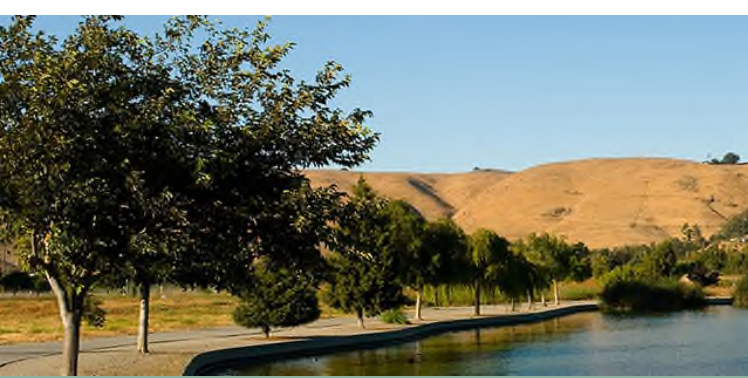


Pluralities also believe the well-being of people who are homeless is the most important reason to address the issue.

Which of the following is the most important reason for you personally to want homelessness in Fremont to be addressed?

■ First Choice ■ Second Choice

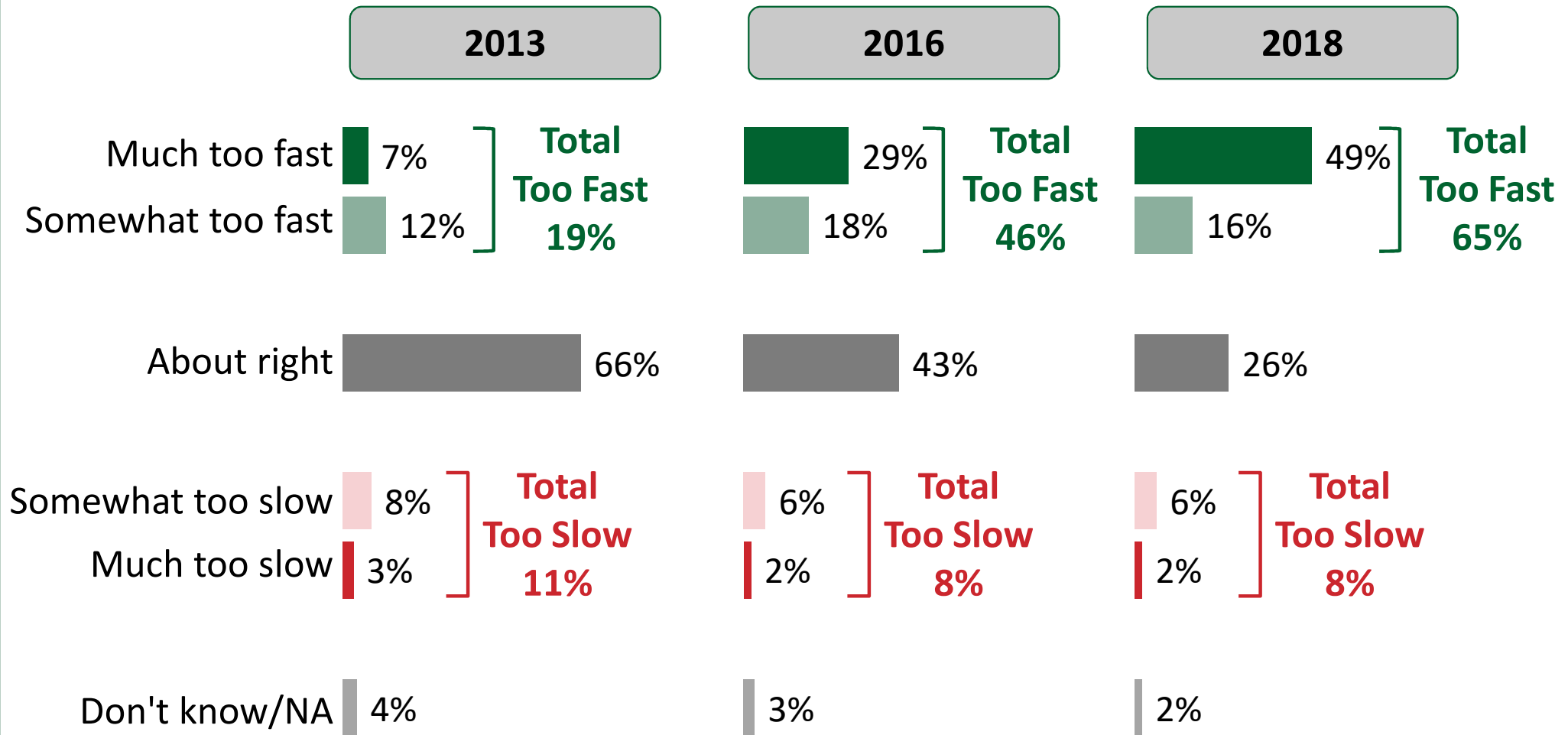




Growth and Development

The share who believe the city is growing too quickly has increased sharply, to two-thirds.

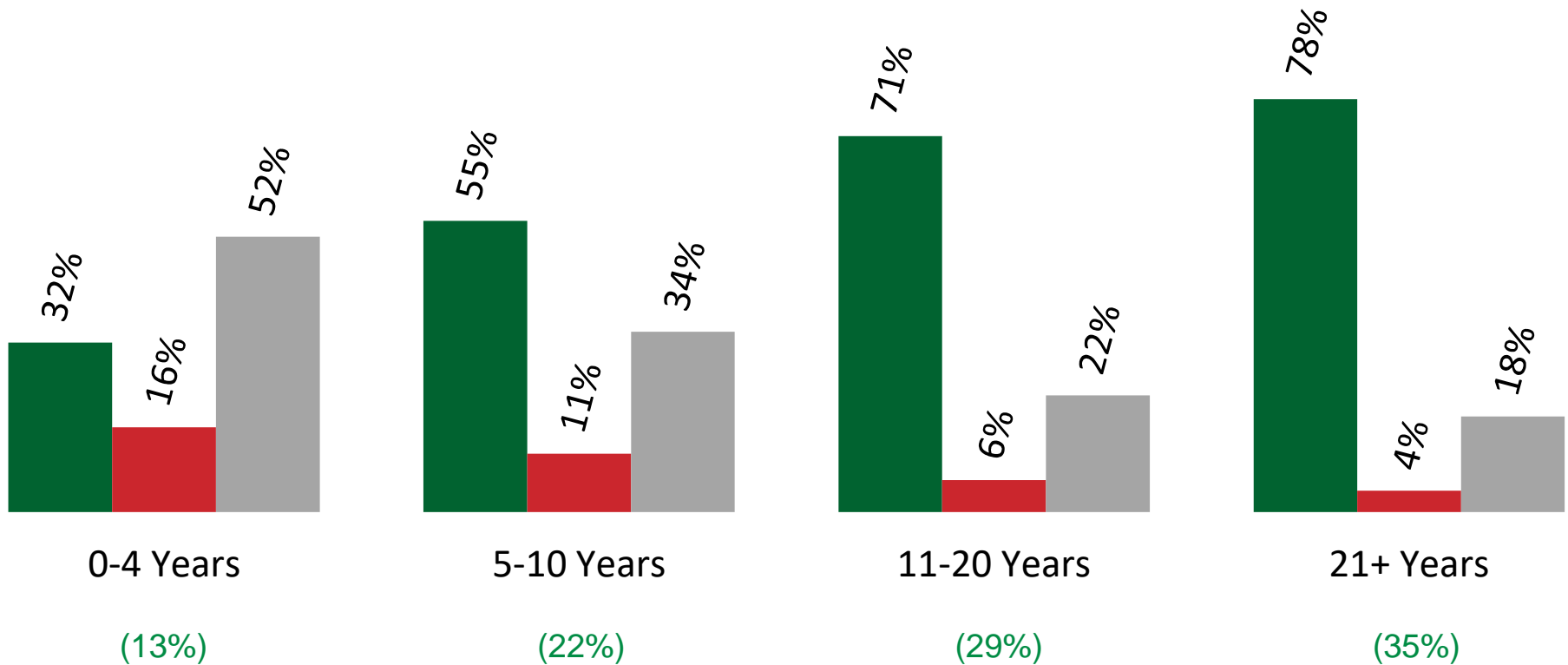
Do you think the rate of growth and development in Fremont is too fast, about right, or too slow?



Long-term residents are most likely to believe that growth is moving too quickly.

Perceptions of Fremont Rate of Growth by Length of Fremont Residence

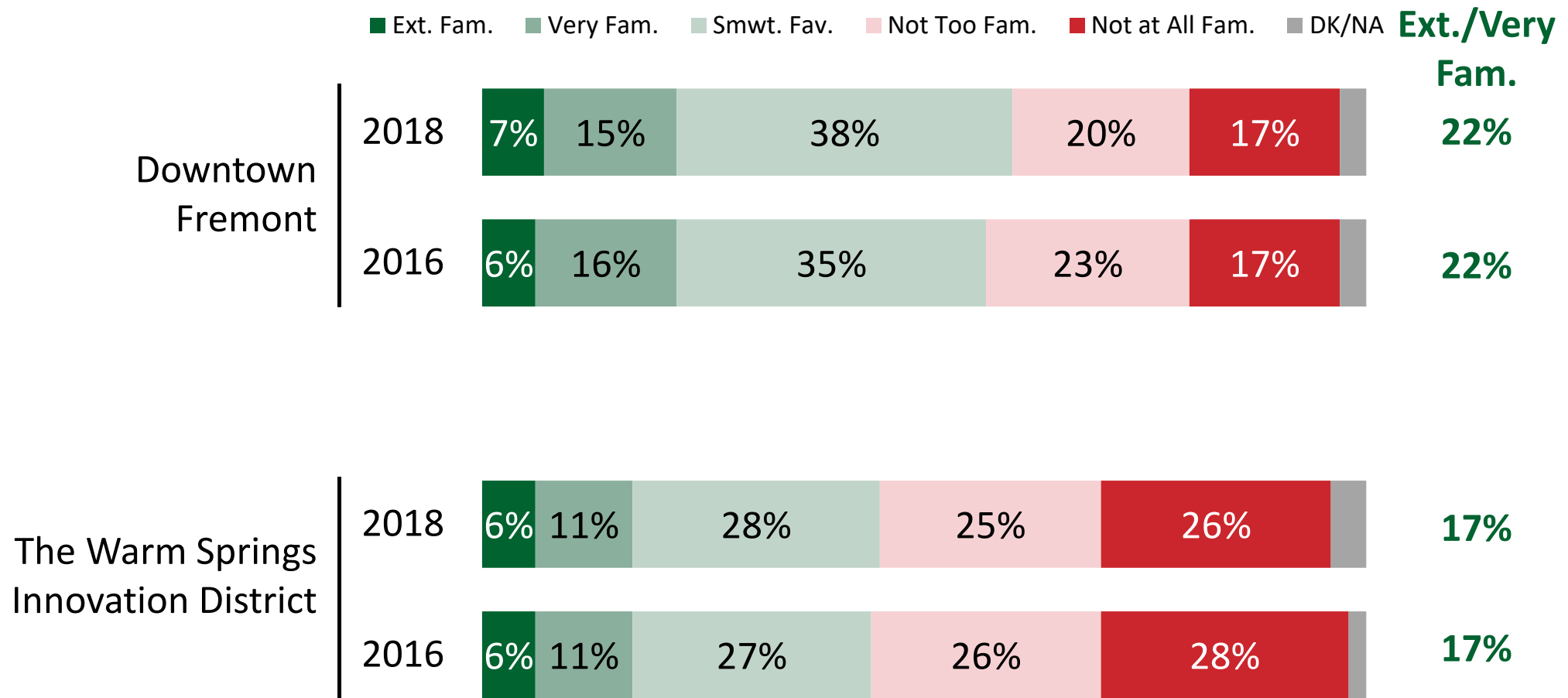
■ Total Too Fast ■ Total Too Slow ■ About Right/DK/NA



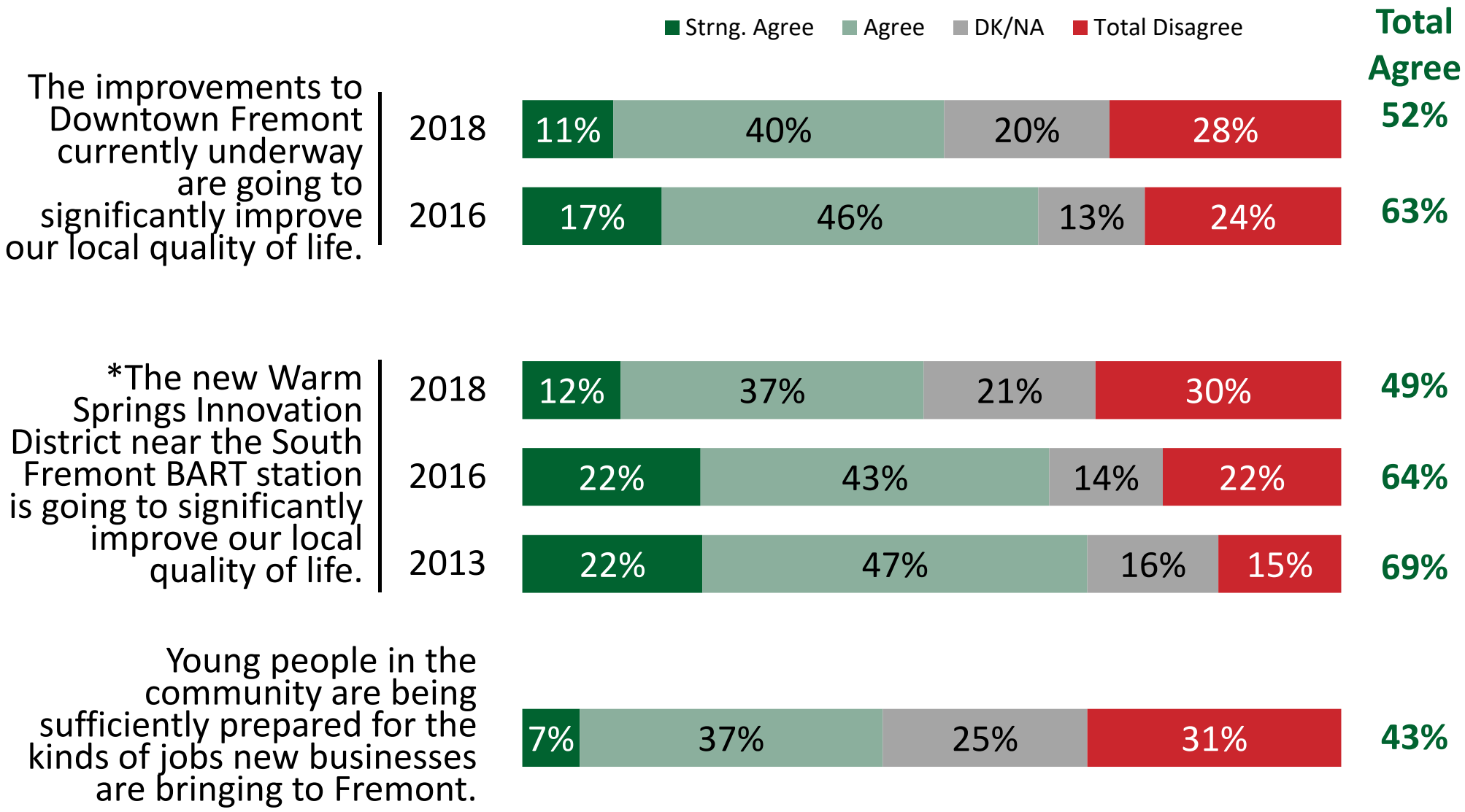
(% of Sample)

Overall, residents are not familiar with plans for downtown and Warm Springs.

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

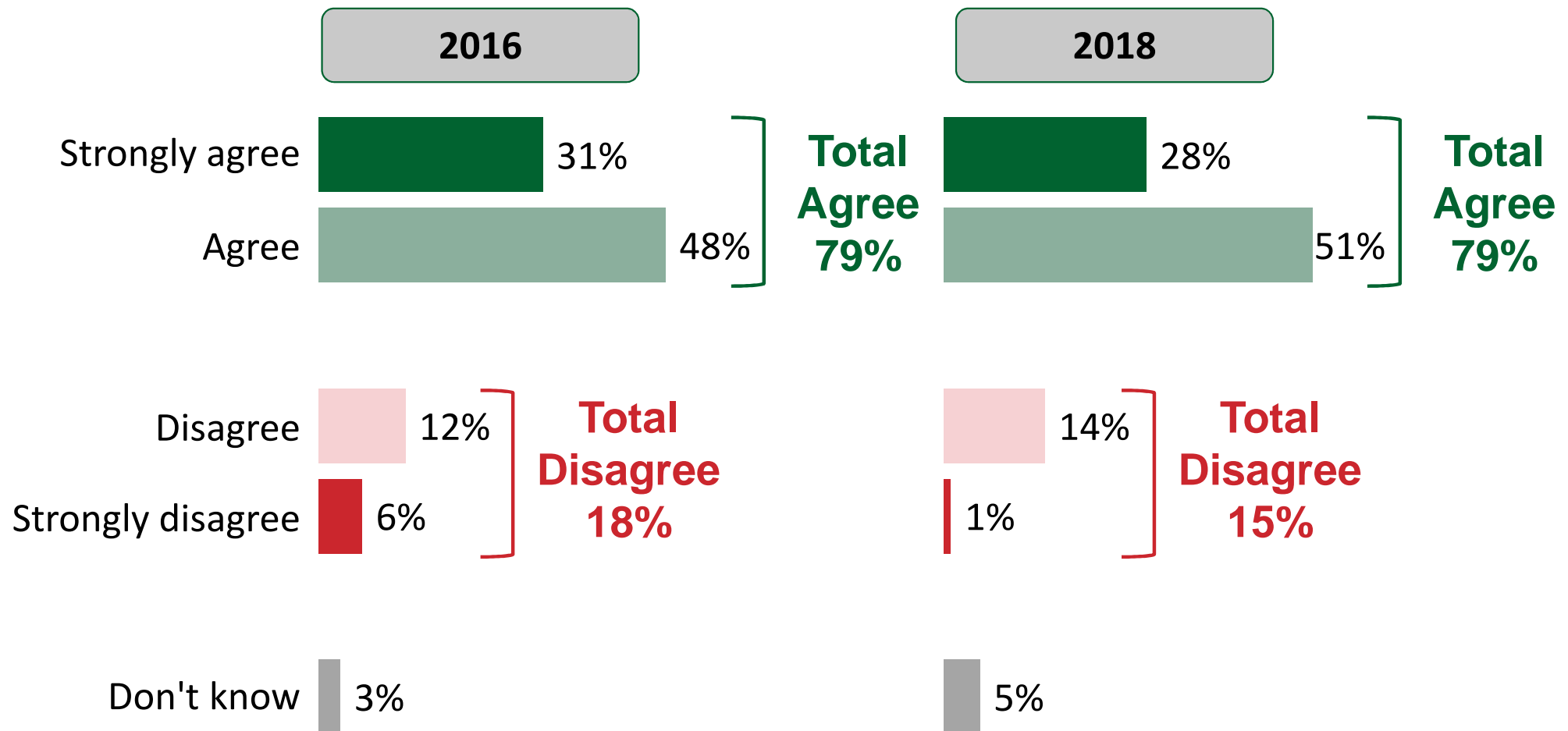


Though still generally viewed positively, residents are more divided on the quality of life impacts of the downtown and Warm Springs projects.



Four in five still agree that Fremont is a part of Silicon Valley, but most do not feel strongly.

Fremont is a part of Silicon Valley.

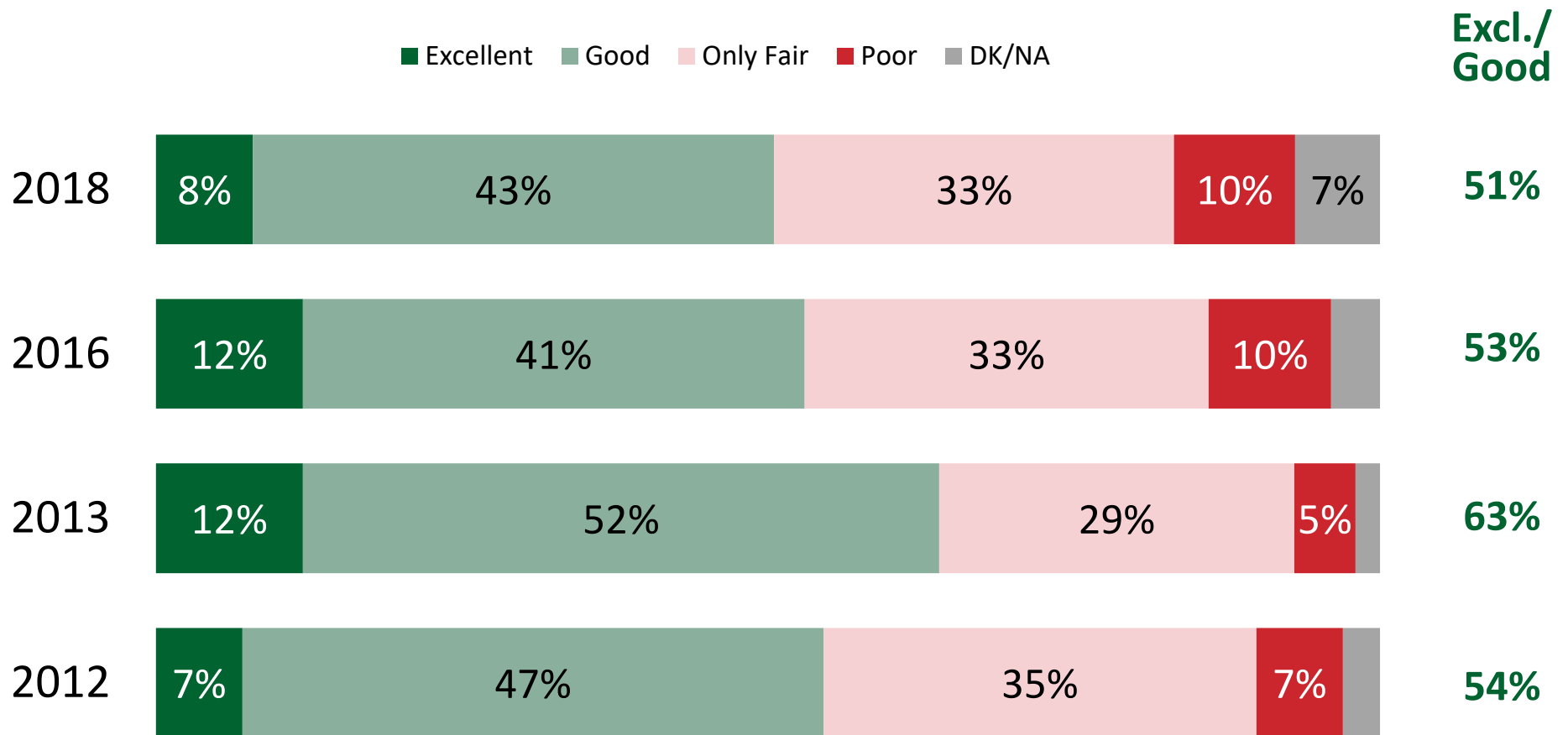




Attitudes toward City Government

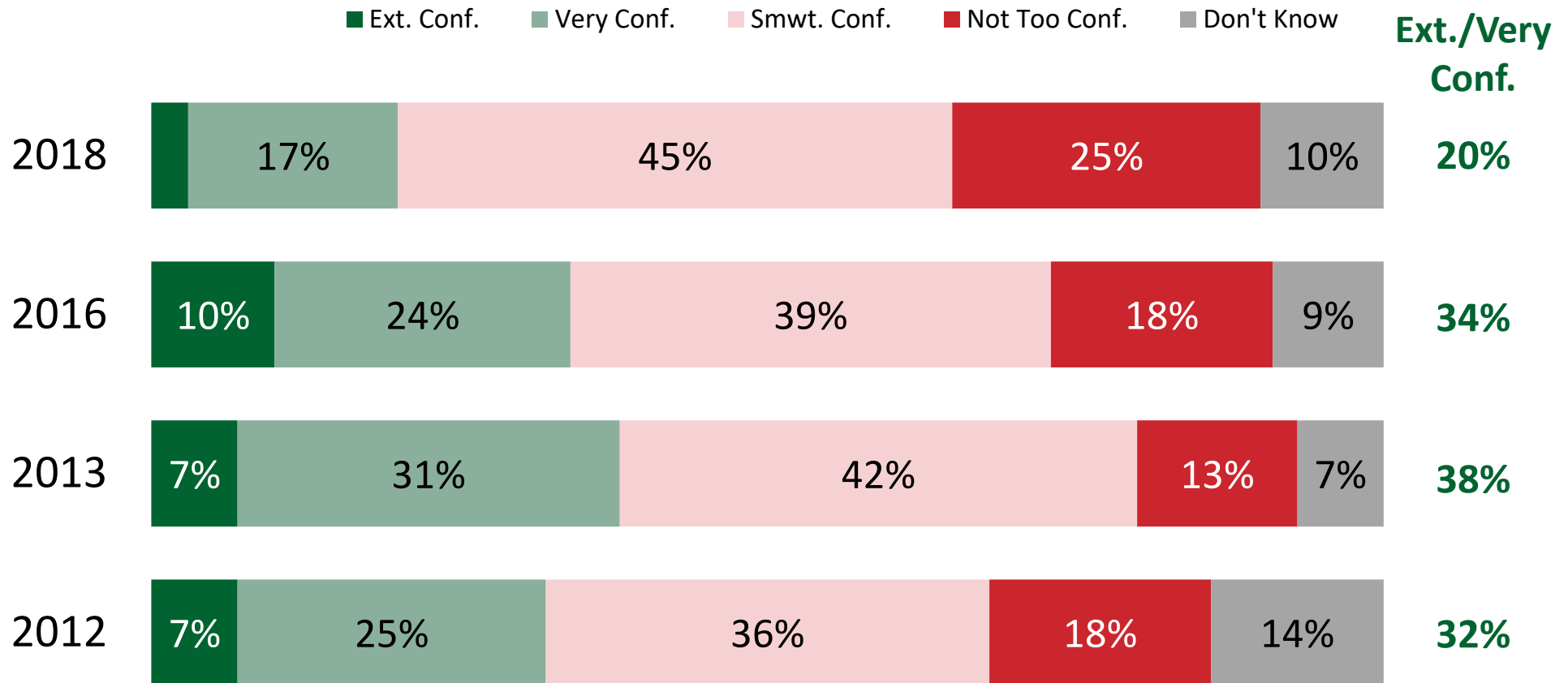
Residents give consistently positive ratings to the City on providing services.

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?



Few are confident that the City is open and accountable to the public.

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

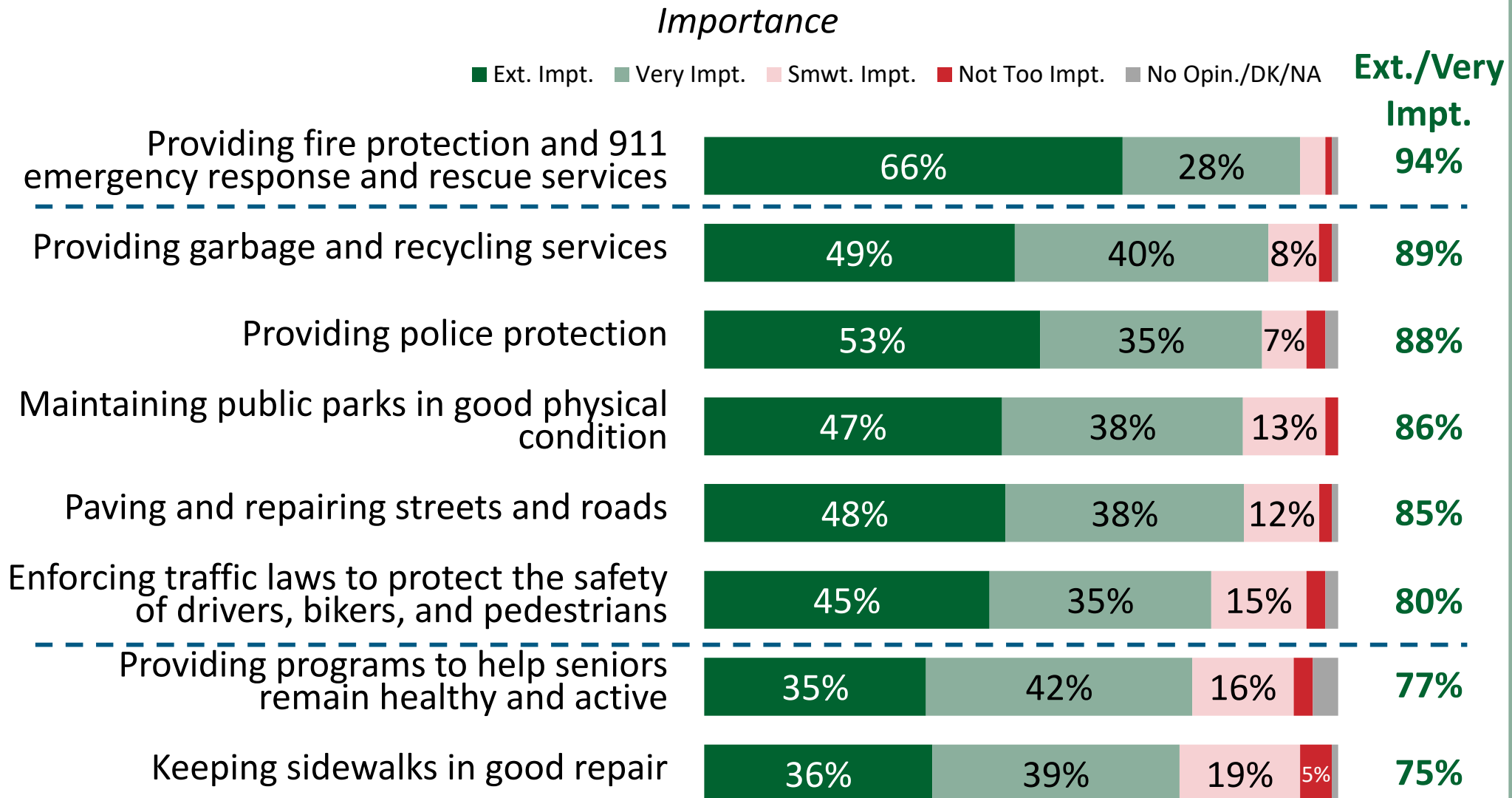


Assessing City Services

- Residents were asked about the importance of 21 City services.
- Then they were asked about their satisfaction with the same services.
- Comparing these results shows areas of strength and improvement.



Public safety, waste services, parks and roads are among residents' top priorities.

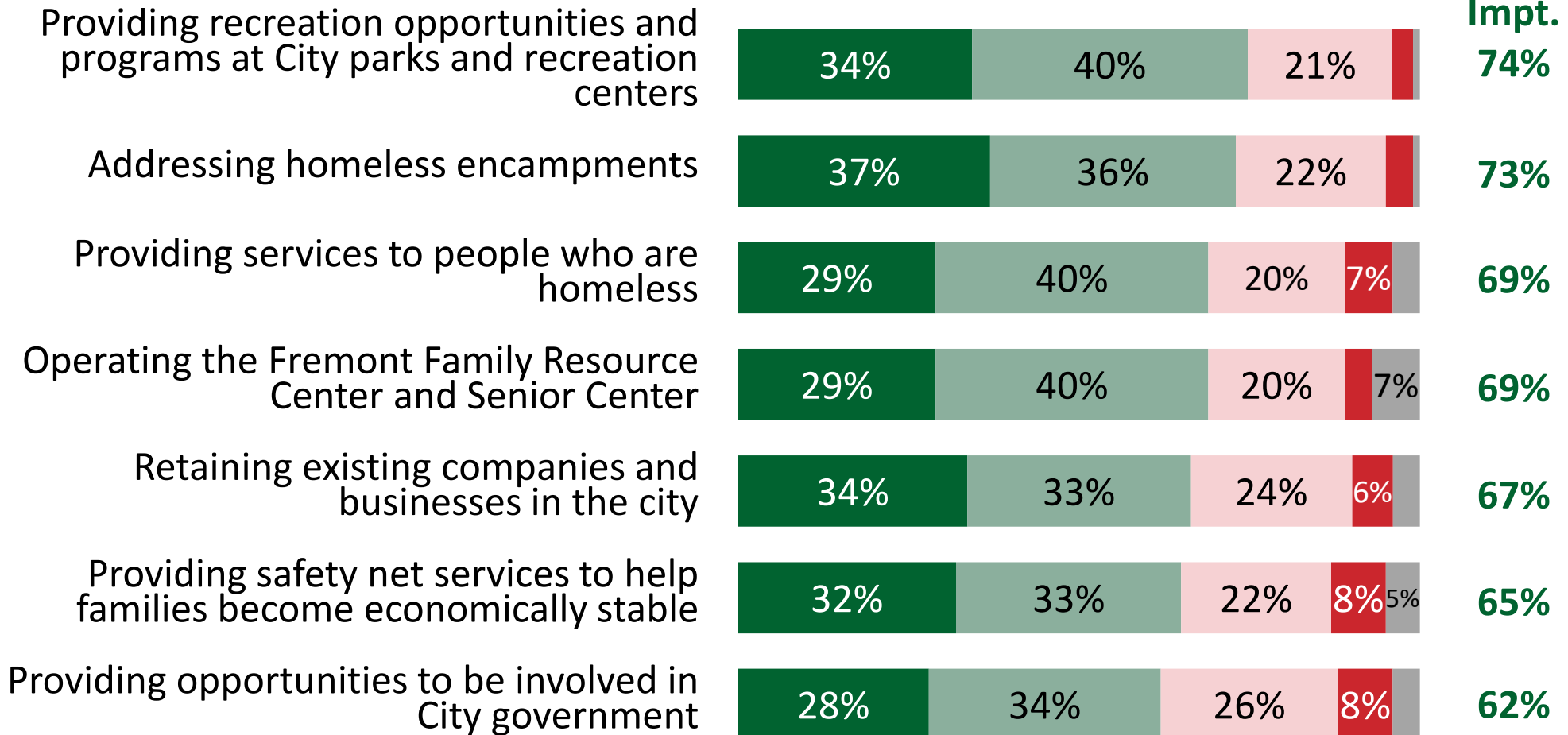


Also broadly important are priorities like dealing with homelessness.

Importance

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

Ext./Very Impt.

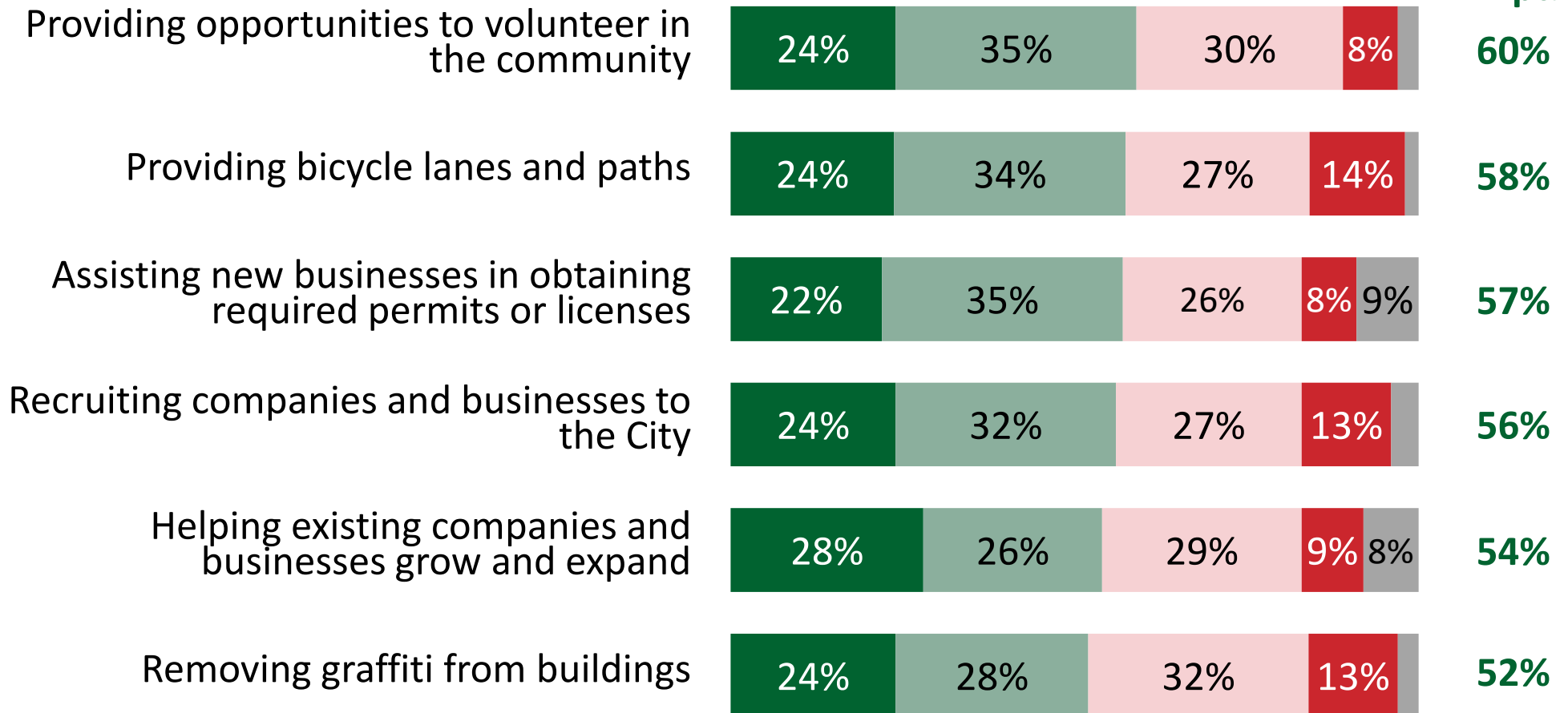


Less-urgent priorities include bike lanes, attracting new businesses, and graffiti removal.

Importance

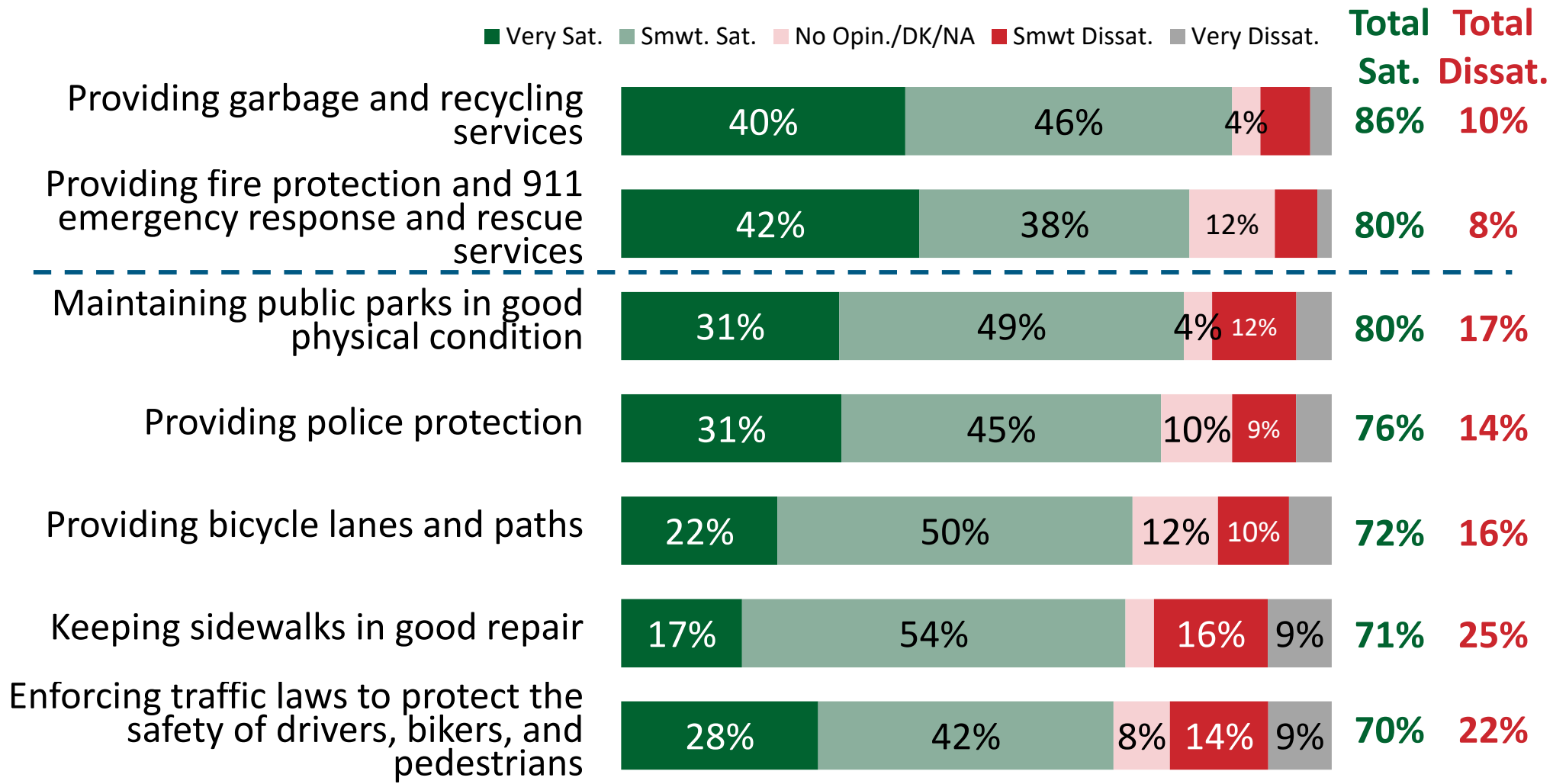
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./DK/NA

Ext./Very Impt.



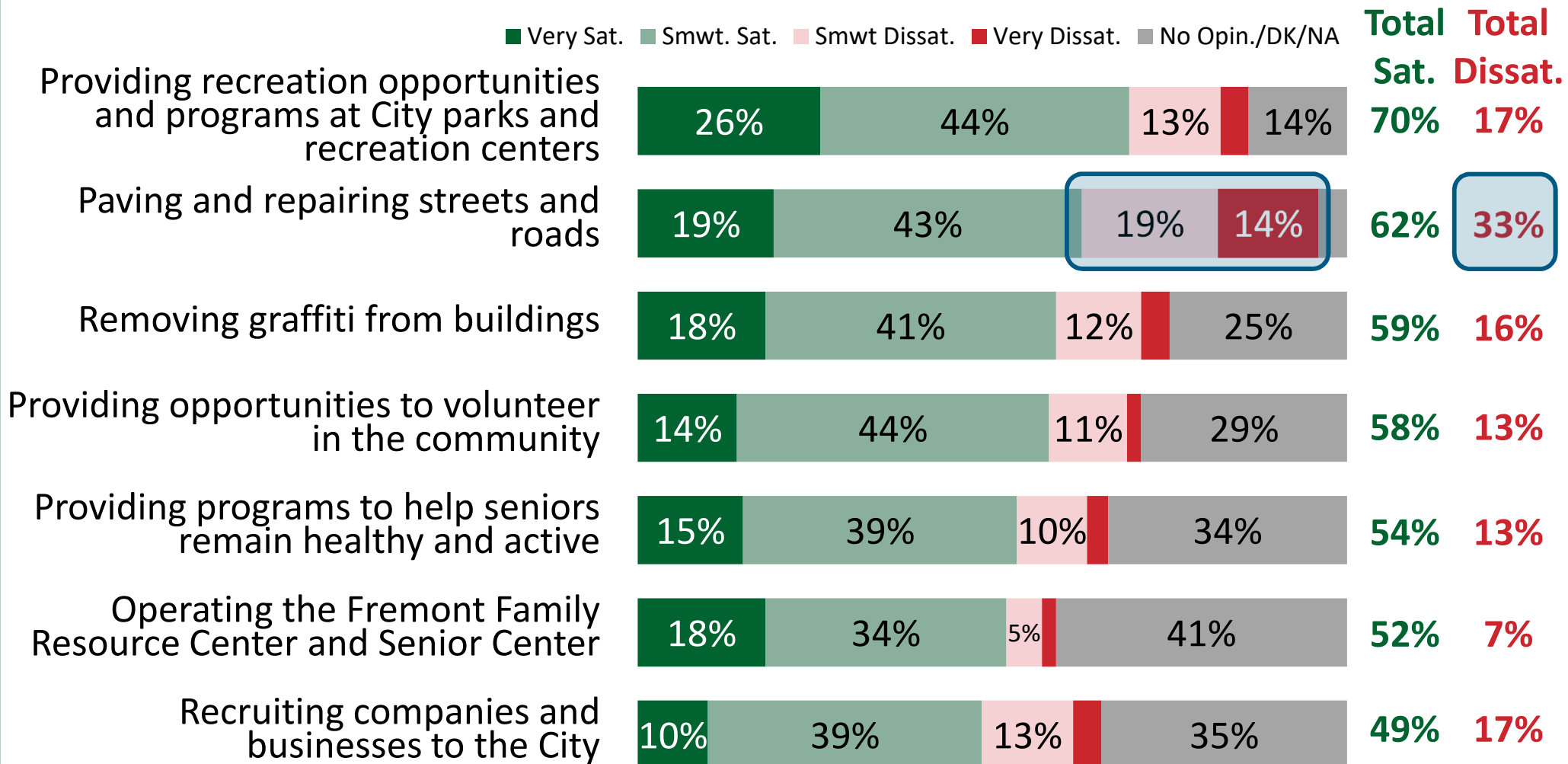
Residents are most satisfied with emergency response and waste services.

Satisfaction



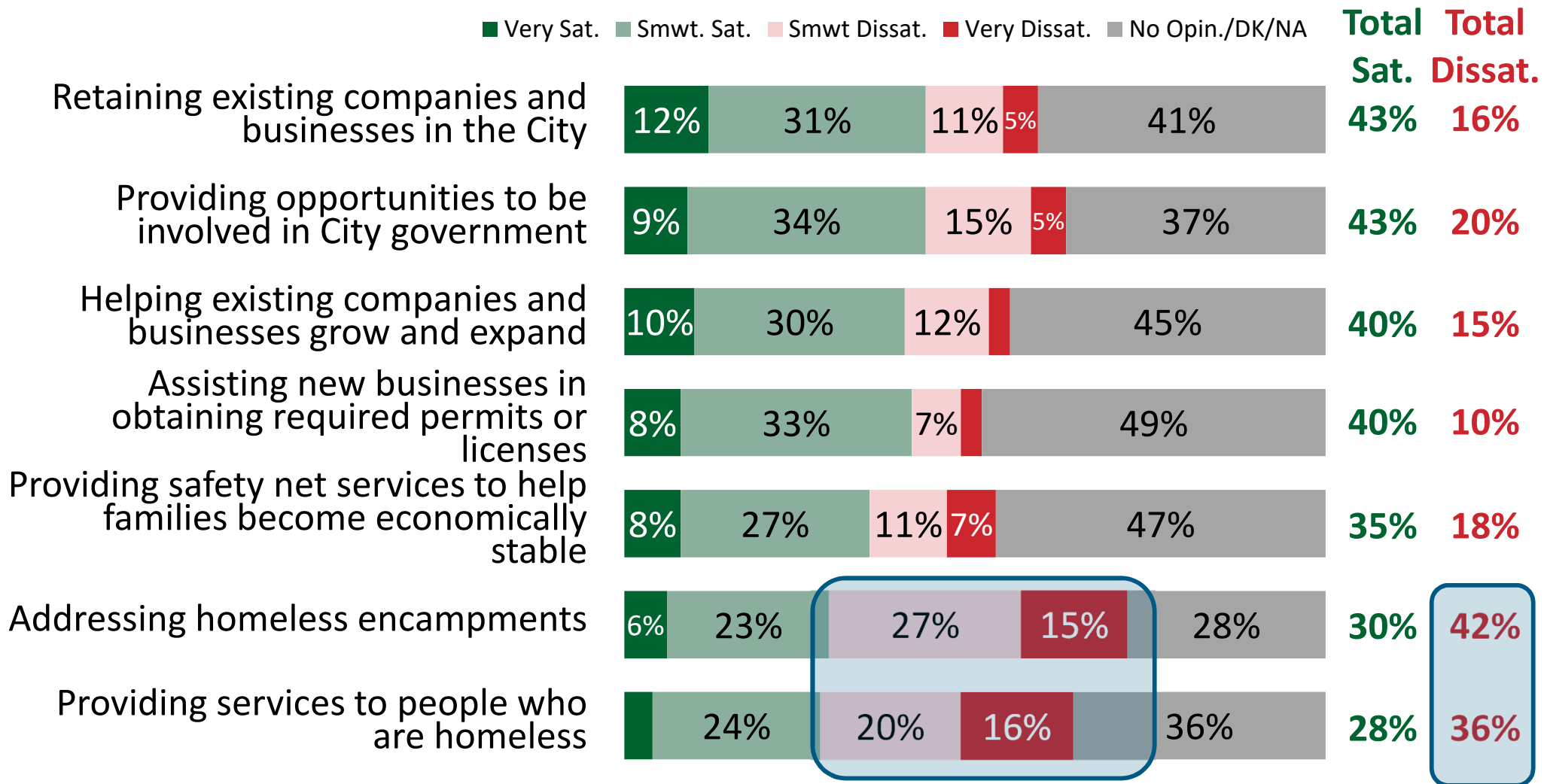
They are also largely satisfied with recreation programs and road maintenance.

Satisfaction



Fewer know enough to rate how the City is doing when it comes to business relations.

Satisfaction

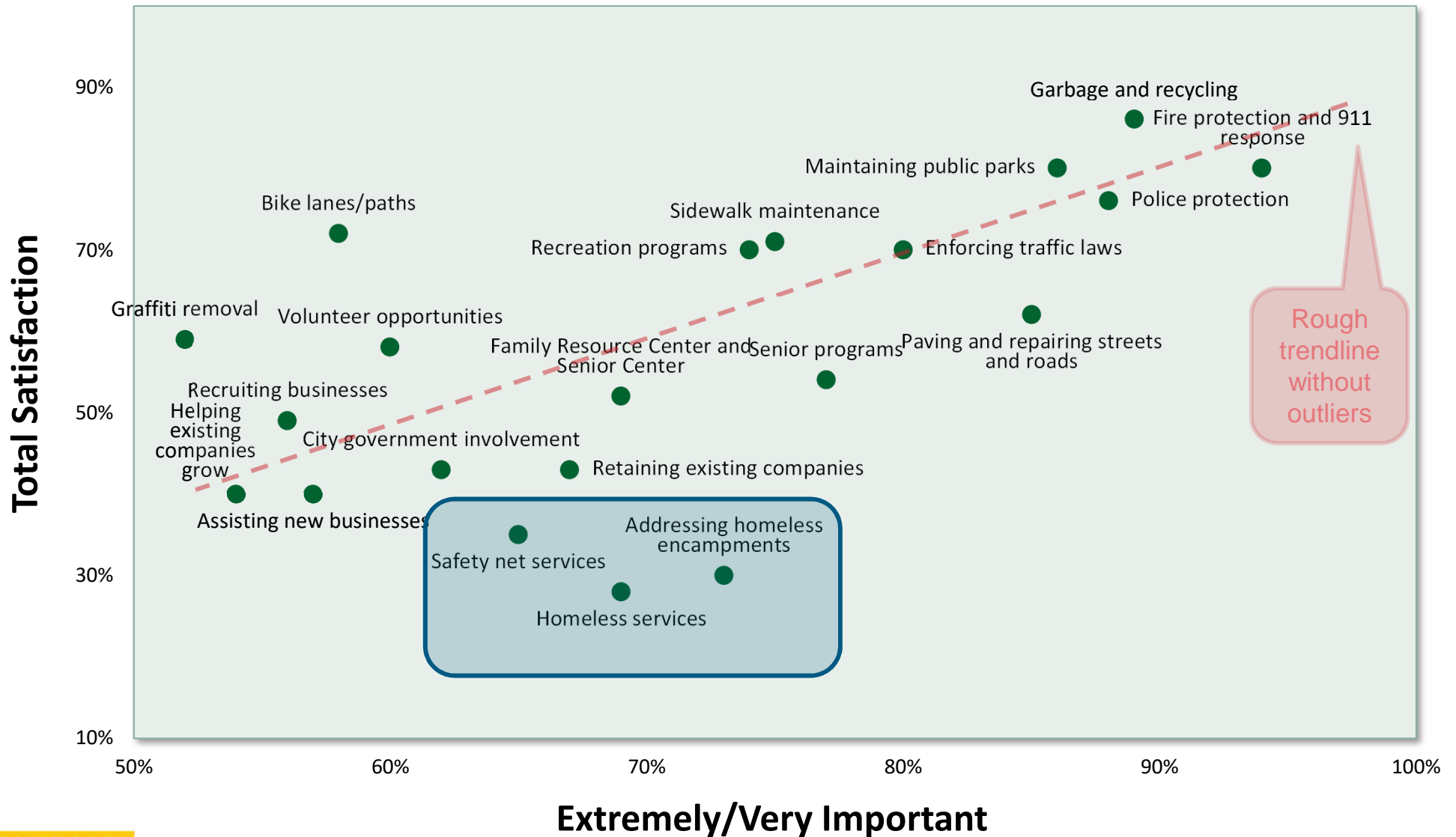


Satisfaction with some items has declined, largely driven by an increasing share that is unfamiliar.

(Total Satisfied)

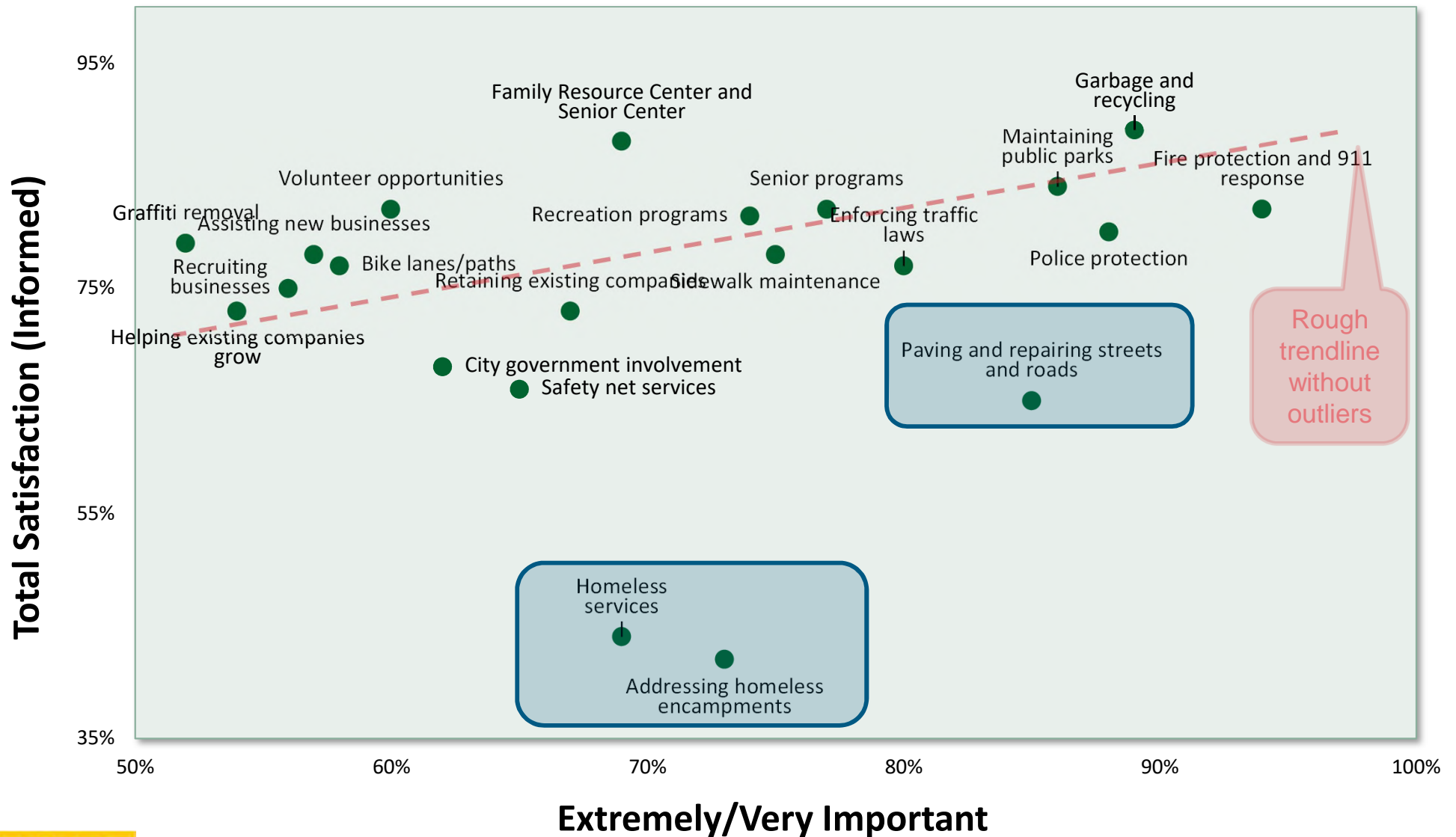
	2012	2013	2016	2018
Providing garbage and recycling services	91%	94%	82%	86%
*Providing fire protection and 911 emergency response and rescue services	81%	87%	84%	80%
Maintaining public parks in good physical condition	82%	88%	87%	80%
Providing police protection	80%	86%	78%	76%
Providing bicycle lanes and paths	74%	83%	75%	72%
Keeping sidewalks in good repair	--	--	75%	71%
Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians	80%	85%	75%	70%
Providing recreation opportunities and programs at City parks and recreation centers	78%	81%	77%	70%
Paving and repairing streets and roads	63%	66%	69%	62%
Removing graffiti from buildings	67%	74%	72%	59%
Providing opportunities to volunteer in the community	67%	64%	70%	58%
Providing programs to help seniors remain healthy and active	67%	65%	65%	54%
Operating the Fremont Family Resource Center and Senior Center	67%	58%	61%	52%
Recruiting companies and businesses to the City	50%	59%	58%	49%
Retaining existing companies and businesses in the City	56%	66%	72%	43%
Providing opportunities to be involved in City government	58%	57%	55%	43%
Assisting new businesses in obtaining required permits or licenses	49%	48%	49%	40%
Providing safety net services to help families become economically stable	54%	57%	55%	35%

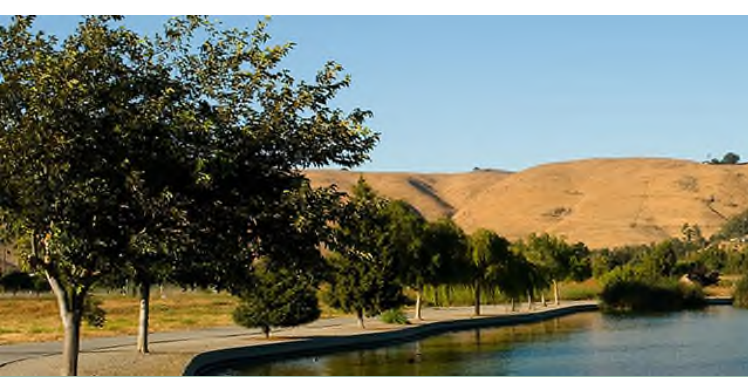
Many of the most important priorities are also the ones residents are satisfied with.



Rough trendline without outliers

Removing those uninformed about services highlights homeless and street services.

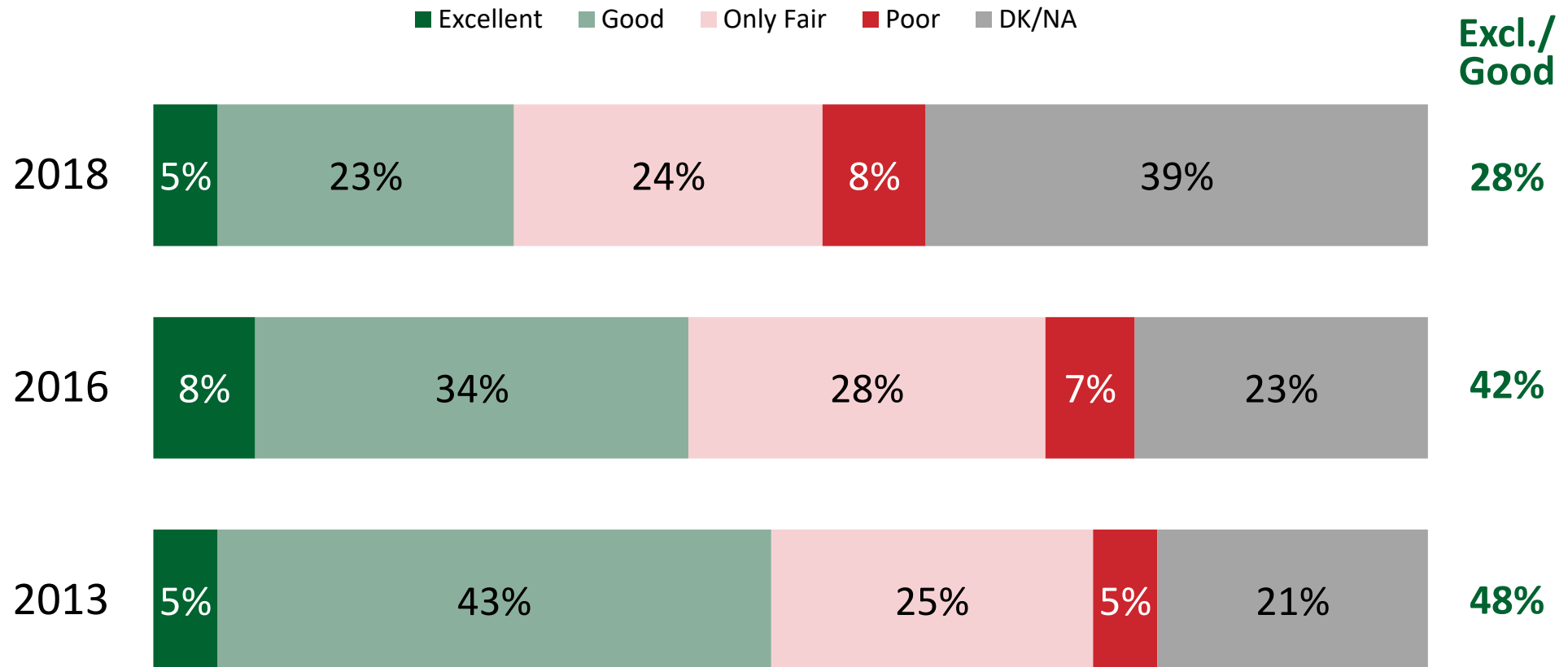




Perceptions of the City Budget

More feel unfamiliar with the City's budget management...

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

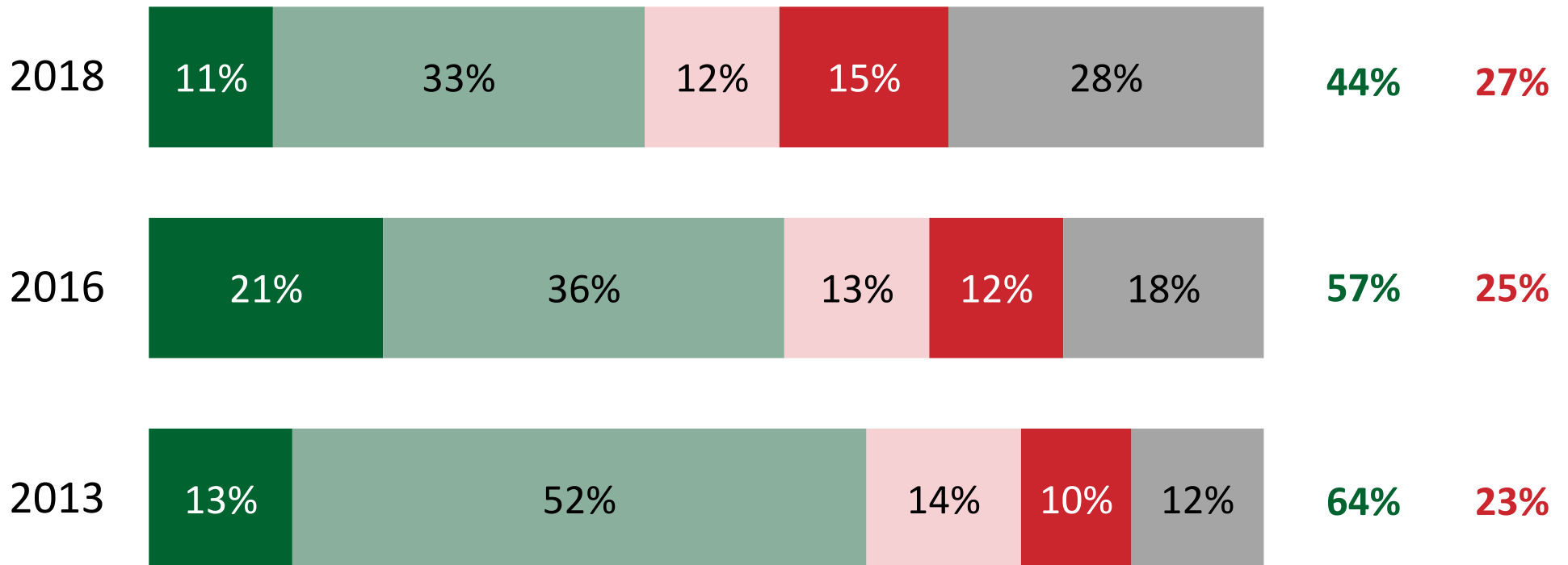


...and fewer feel the City needs additional funding.

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?

■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ DK/NA

**Great/
Some
Need** **A Little/
No Real
Need**

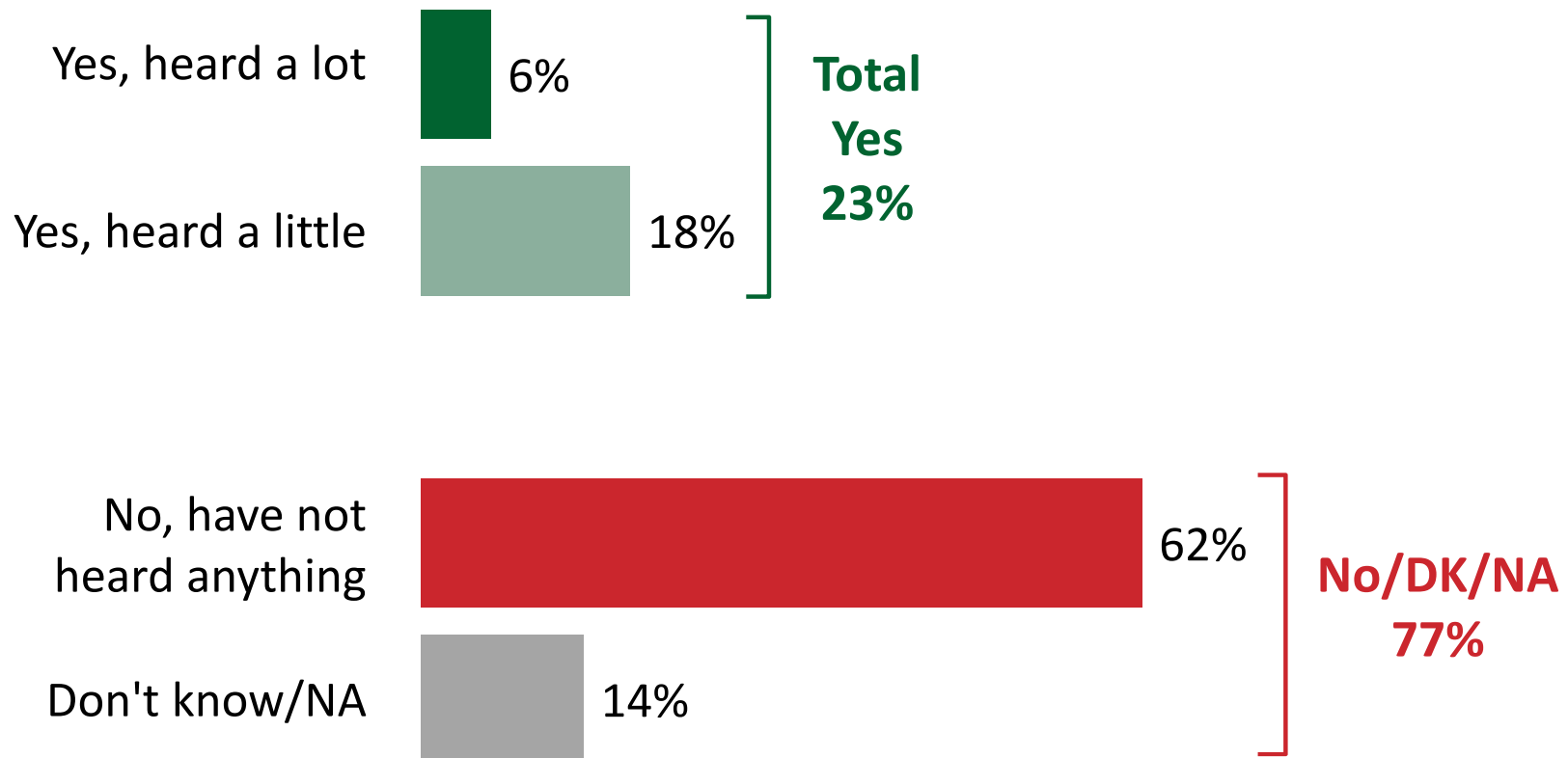




Election Changes

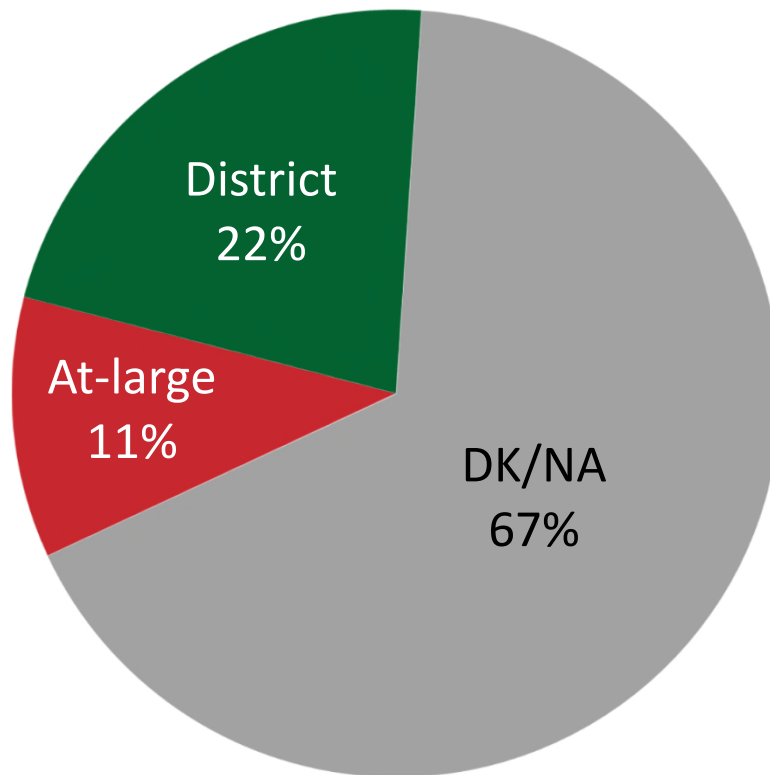
Three-quarters of Fremont residents are unfamiliar with the change to district elections.

Have you seen, read or heard about upcoming changes to the way Fremont voters elect their City Council representatives?



Two in five know that members will be elected by district – two-thirds don't know.

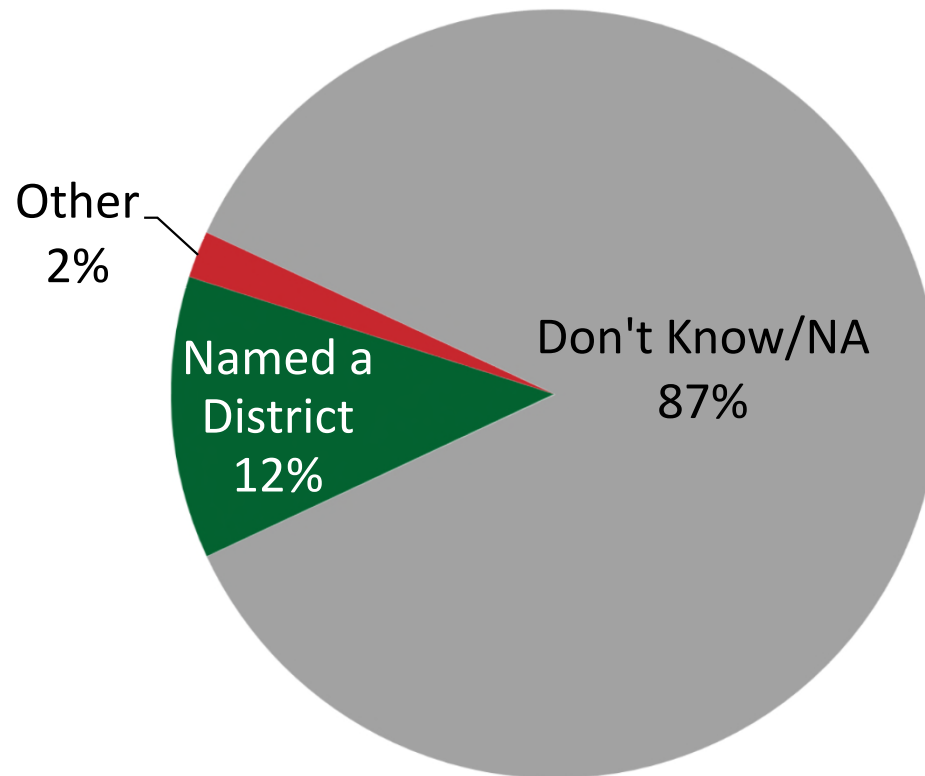
From what you know, in the next election, will City Council members be elected at-large, that is, by all voters citywide, or within districts that represent certain parts of the city? If you don't know, you can tell me that, too.



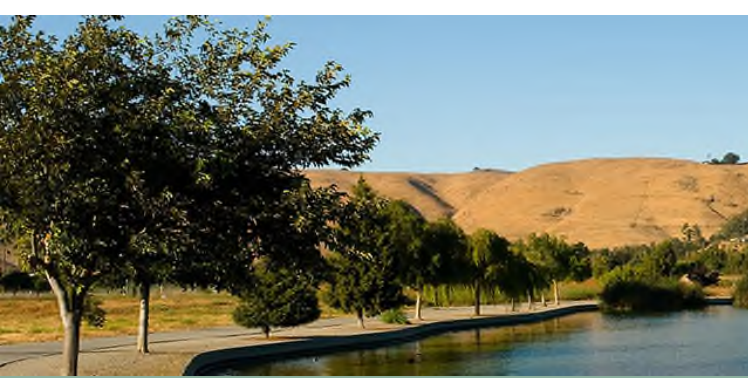
Three in five (62%) of those who say they are familiar with the changes know it is a shift to districts.

Nearly all residents are unaware of which district they are in.

As you may know, starting in 2018, voters in the city will elect councilmembers by district, and the mayor will be elected citywide. From what you know, which of the new City Council districts are you in? If you don't know, you can tell me that, too.



**7% Actually
Know Their
District**



Conclusions

Conclusions

- While there has been some erosion on many metrics of quality of life, residents overall are still quite satisfied with life in Fremont.
- Concerns with housing costs, traffic and the pace of growth are paramount – as in many Bay Area and West Coast cities – and likely driving some of this change in attitudes.
- On the City services and programs residents care about most, such as public safety, trash pick-up and parks, the City's satisfaction ratings are quite good.
- Large majorities feel safe in the city, though many have the sense that property crime has increased over the years.
- Homelessness is an important concern for residents, driven by concern about the well-being of people on the street, and most are optimistic that the issue could at least be improved.
- Few are familiar with the change to district council elections, and many are not especially confident that the City works openly and accountably.

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OPINION
RESEARCH
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