



# Fremont Community Issues Survey

*Key Findings of a Survey of Fremont Residents  
Conducted August 14-21, 2019*

220-5472



OPINION  
RESEARCH  
& STRATEGY

# Methodology

- 751 interviews with Fremont voters likely to participate in the November 2020 election
- Conducted August 14-21, 2019, online and via landline and cell phones in English, Spanish and Mandarin
- Margin of sampling error of +/-4.0% at the 95% confidence interval; +/-5.1% for half-samples
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to prior research; in 2018, we conducted a survey of residents, but comparisons shown here are to voters

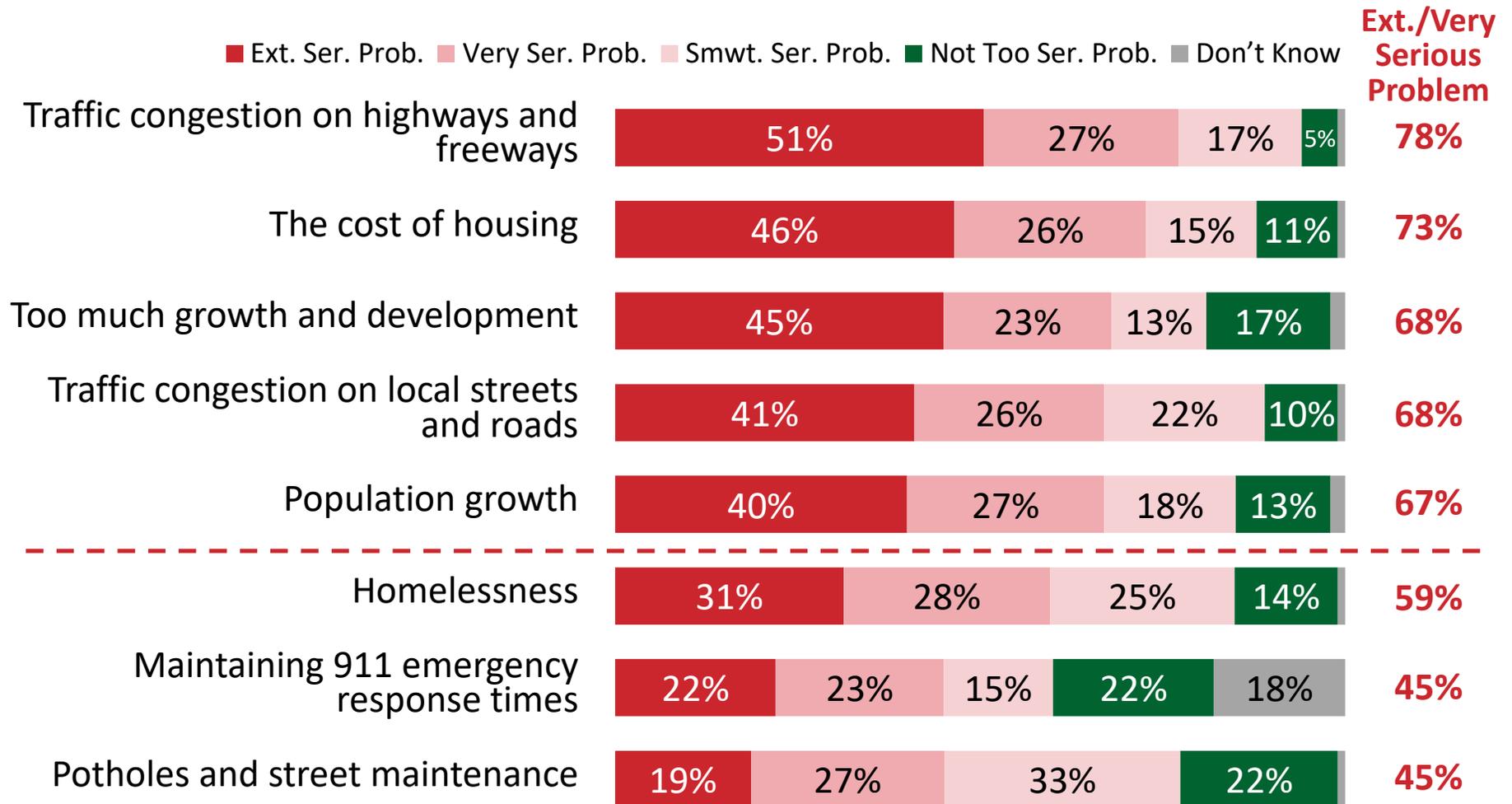
# Research Approach

- This survey tested the viability of several finance measures, including a general-purpose sales tax (requiring a simple majority) and public-safety, streets and facilities bond measure (requiring a two-thirds vote).
- Respondents were divided into three split samples:
  - Half heard the general-purpose sales tax first, and again after pro and con arguments; half heard the bond first and after pros and cons.
  - For the bond measure alone, half heard a \$300 million measure, and half heard about a \$600 million measure.
  - Another split sample was employed to save time and test similarly worded priorities.
- The margin of sampling error for each of these half-samples is +/-5.1%.

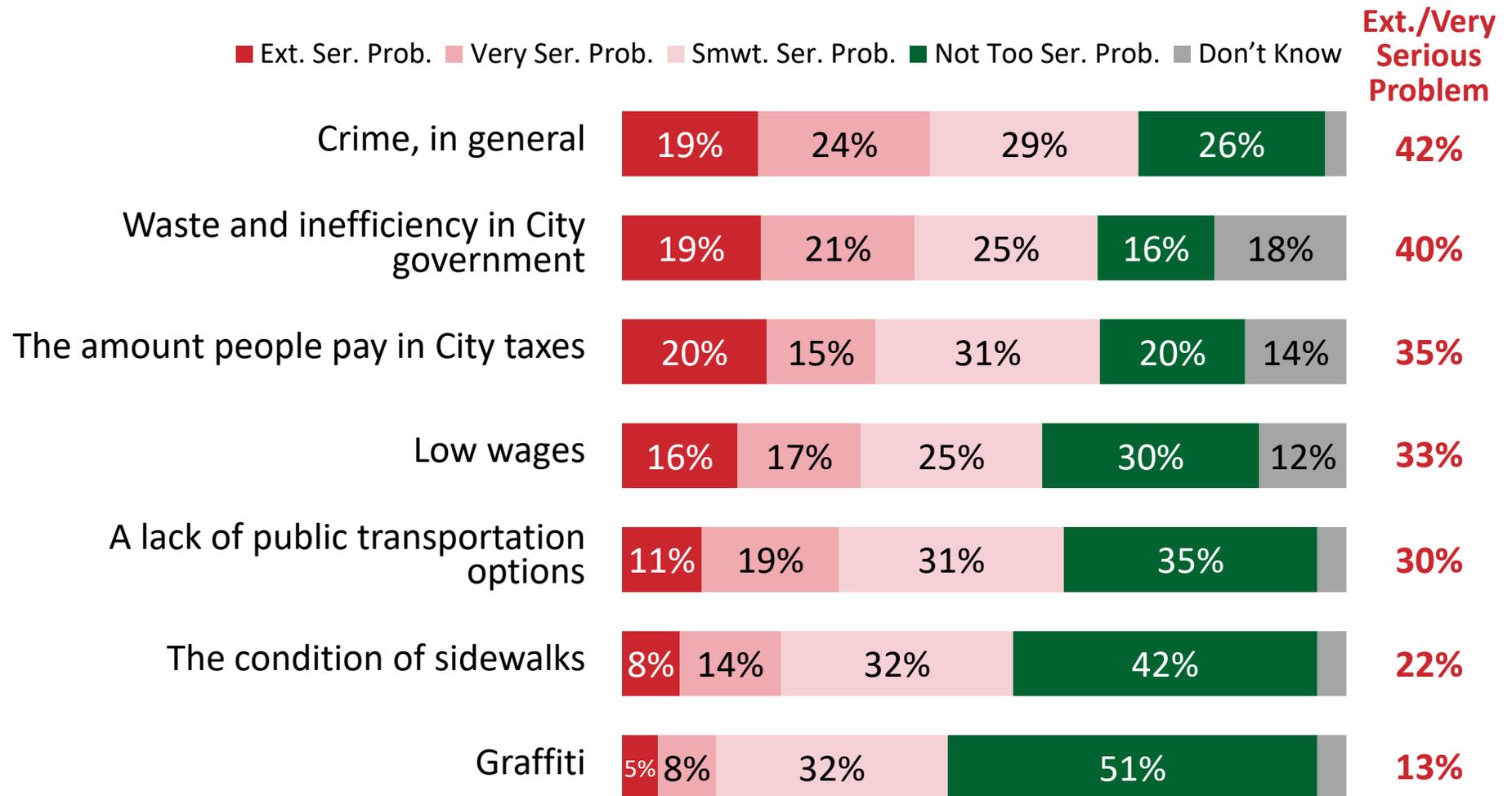


# General Impressions of Fremont

# Traffic, housing costs, and growth are broadly shared concerns.



# Graffiti, sidewalks and transit options are less urgent concerns.

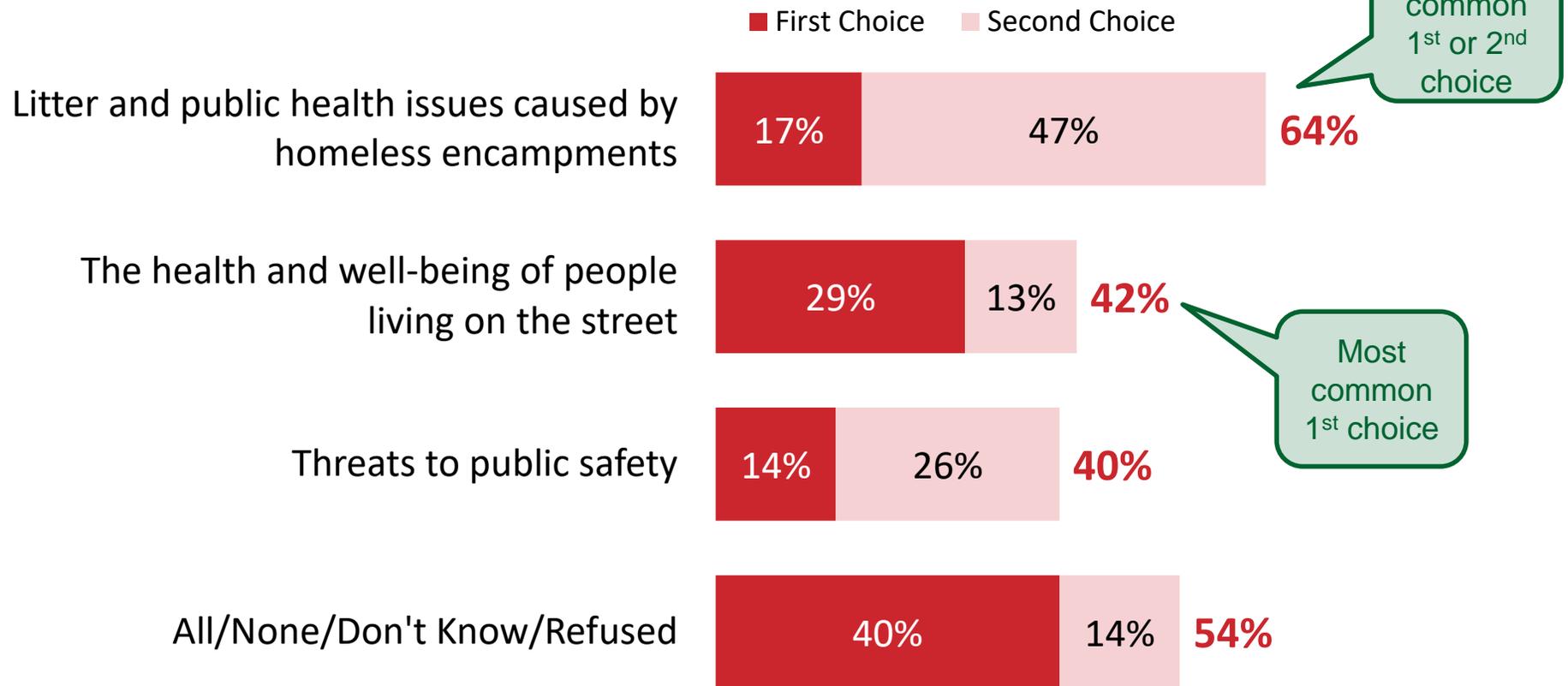




# Views of Homelessness

# Respondents offer a variety of reasons it is important to address homelessness. Public safety was the least important.

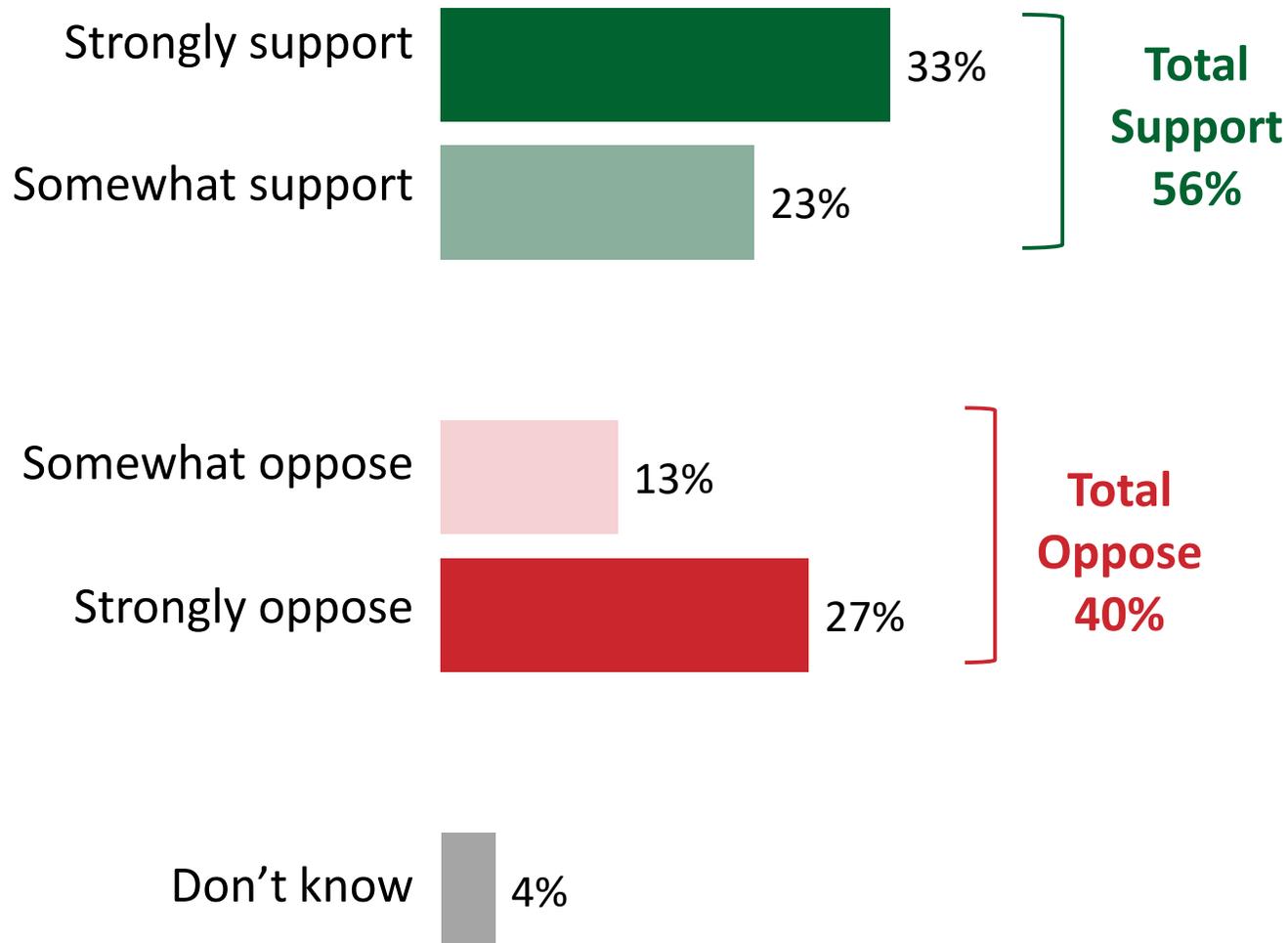
Which is the most important reason for you personally to want homelessness in Fremont to be addressed?



## **Respondents were given a brief description of navigation centers.**

Some people have proposed that the City establish navigation centers for people who are homeless, such as those living in tent encampments. These centers provide immediate shelter while connecting people to case management, assistance to find permanent housing, and medical and mental health services. Does this sound like something you would support or oppose?

# Nearly six in ten support navigation centers.





# Reactions to Potential Local Funding Measures

# Conceptual Measure Language Tested

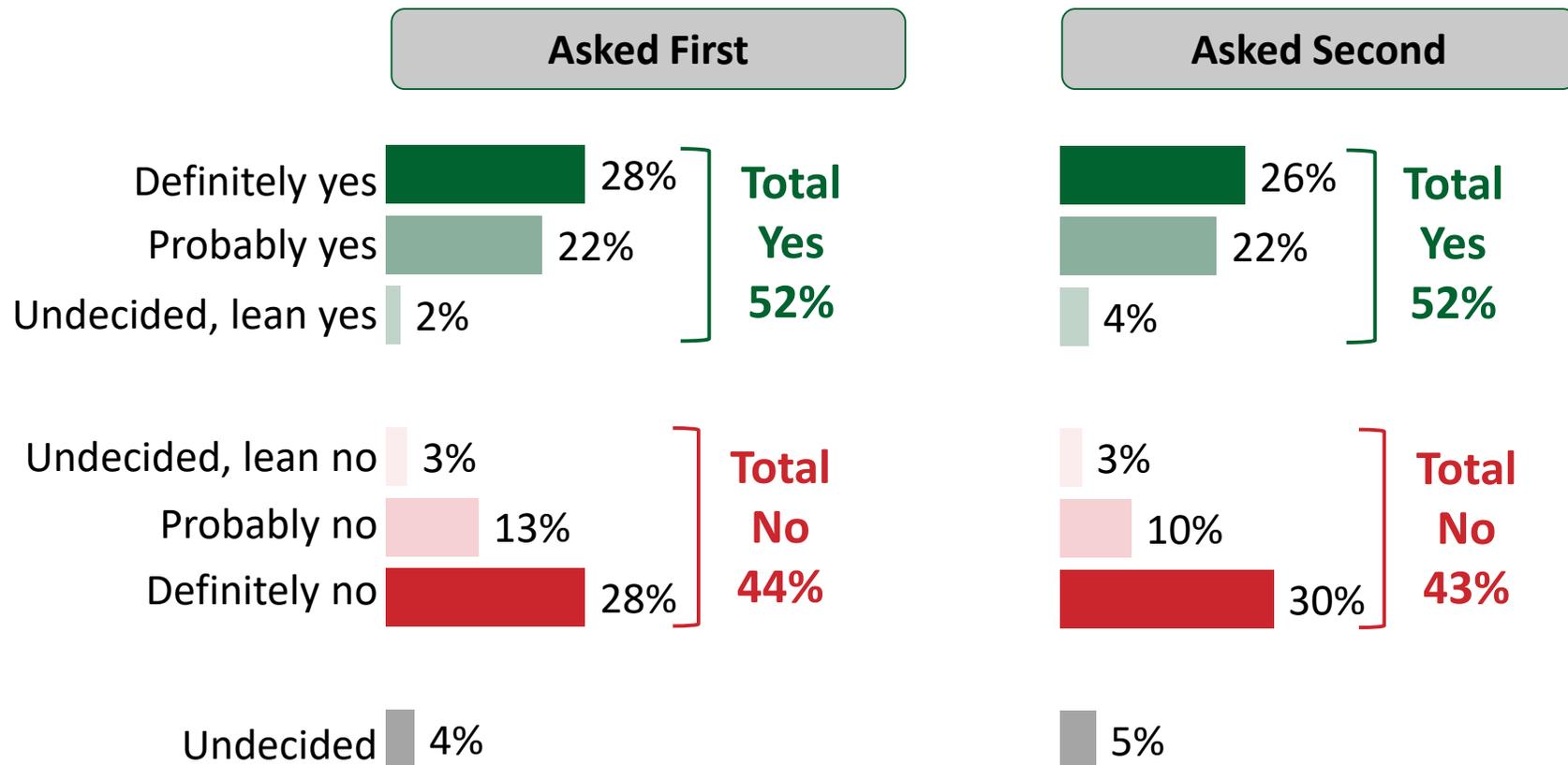
*(General Purpose; Majority Vote Threshold)*

## City of Fremont Public Safety, Roads, and Essential City Services Measure.

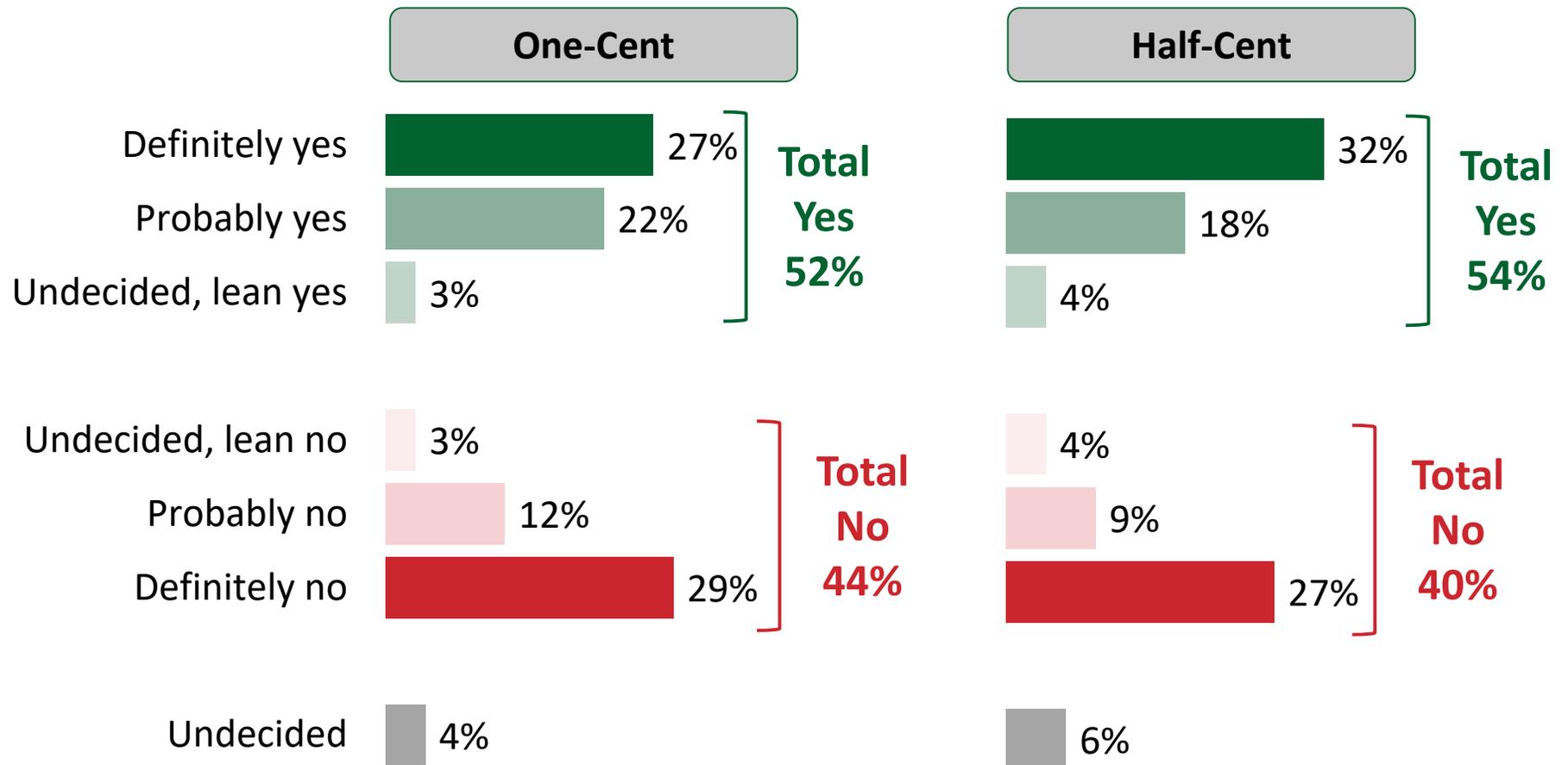
To provide quality of life services such as fire/police protection, 911 emergency response; repairing and maintaining streets, sidewalks, and public parks; improving traffic safety/congestion; providing senior/youth/recreation programs, homeless and housing services, and other City services, shall the City of Fremont adopt a measure establishing a one-cent sales tax, providing \$60 million annually until ended by voters, requiring independent audits, oversight, all funds only for Fremont?

# Initially, a slim majority expresses support for a one-cent sales tax but is not outside the margin of error.

Half-Sample MOE +/-5.1%



# Lowering the tax rate to a half-cent did not significantly impact support.



# Conceptual Bond Measure Language Tested

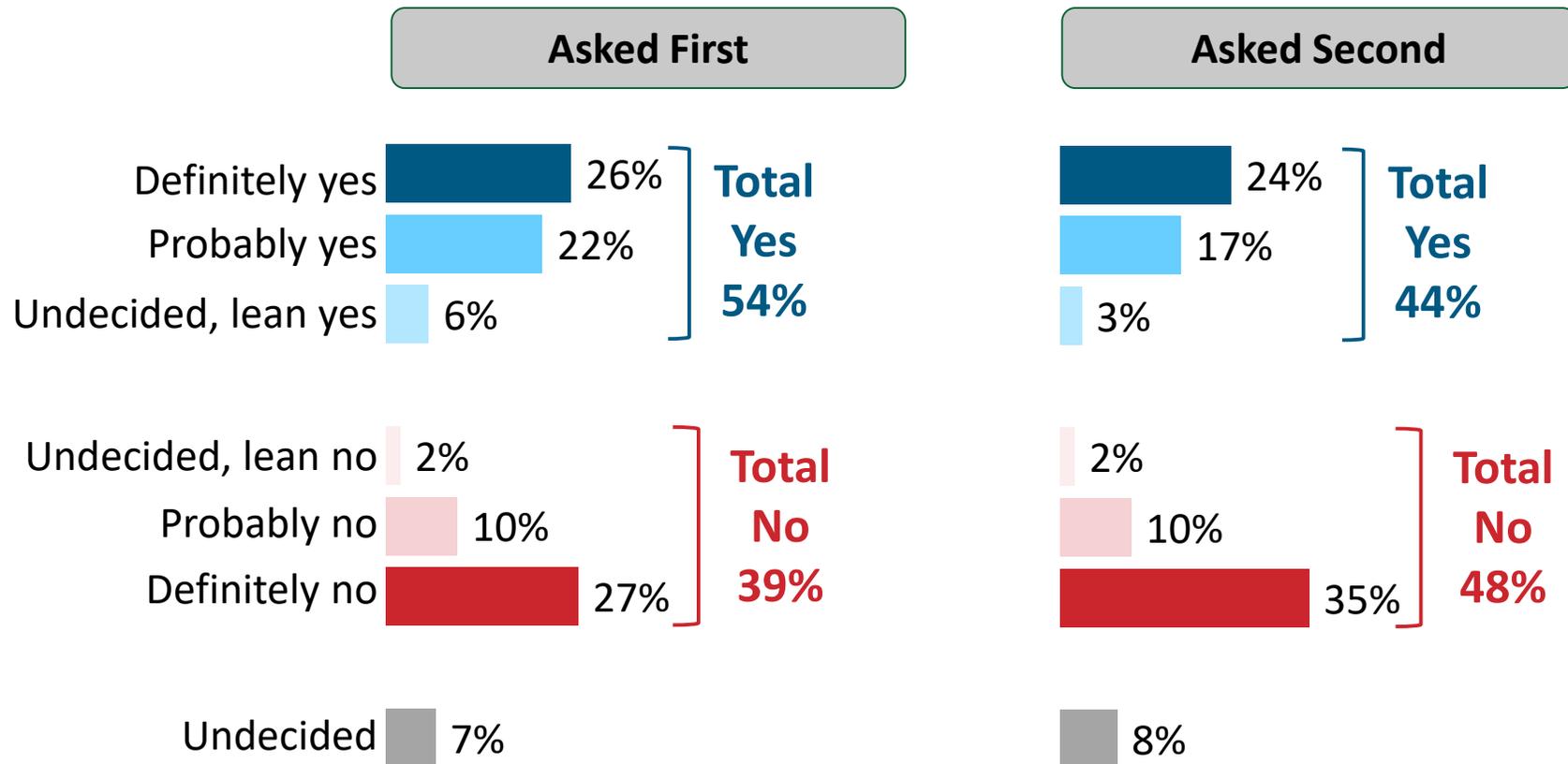
*(Two-Thirds Vote Threshold)*

## City of Fremont Public Safety, Streets and Facilities Measure.

To improve public safety and traffic congestion by modernizing traffic signals to improve traffic flow/safety; providing safe routes to school; repairing and repaving streets and sidewalks; upgrading parks, community centers, and libraries; expanding police/ fire facilities, shall the City of Fremont's measure issuing **(HALF SAMPLE: \$600 million)** **(HALF SAMPLE: \$300 million)** in bonds at legal rates, levying **(HALF SAMPLE: \$60)** **(HALF SAMPLE: \$30)** per \$100,000 of assessed value, averaging **(HALF SAMPLE: \$31.6 million)** **(HALF SAMPLE: \$15.8 million dollars)** annually while bonds are outstanding, be approved, requiring citizen oversight and annual audits?

# The bond measure falls well short of the two-thirds needed.

Half-Sample MOE +/-5.1%

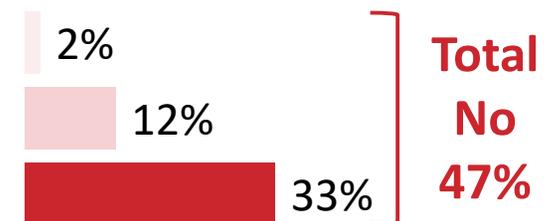
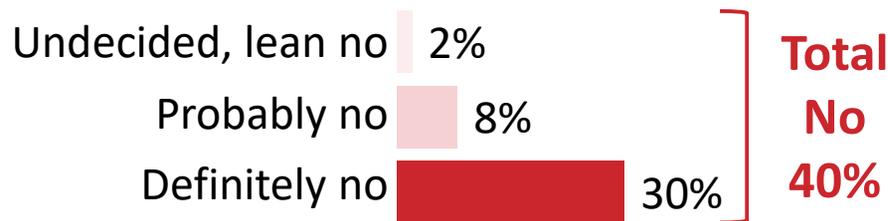
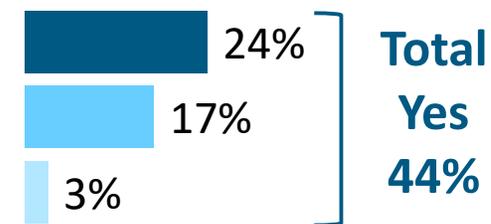
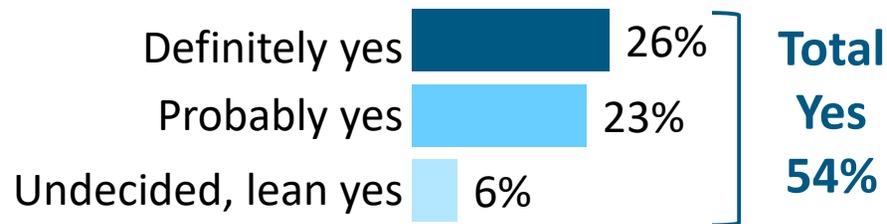


# Neither bond amount reaches the two-thirds needed.

Half-Sample MOE +/-5.1%

## \$600 Million Bond

## \$300 Million Bond



Undecided 6%

Undecided 9%



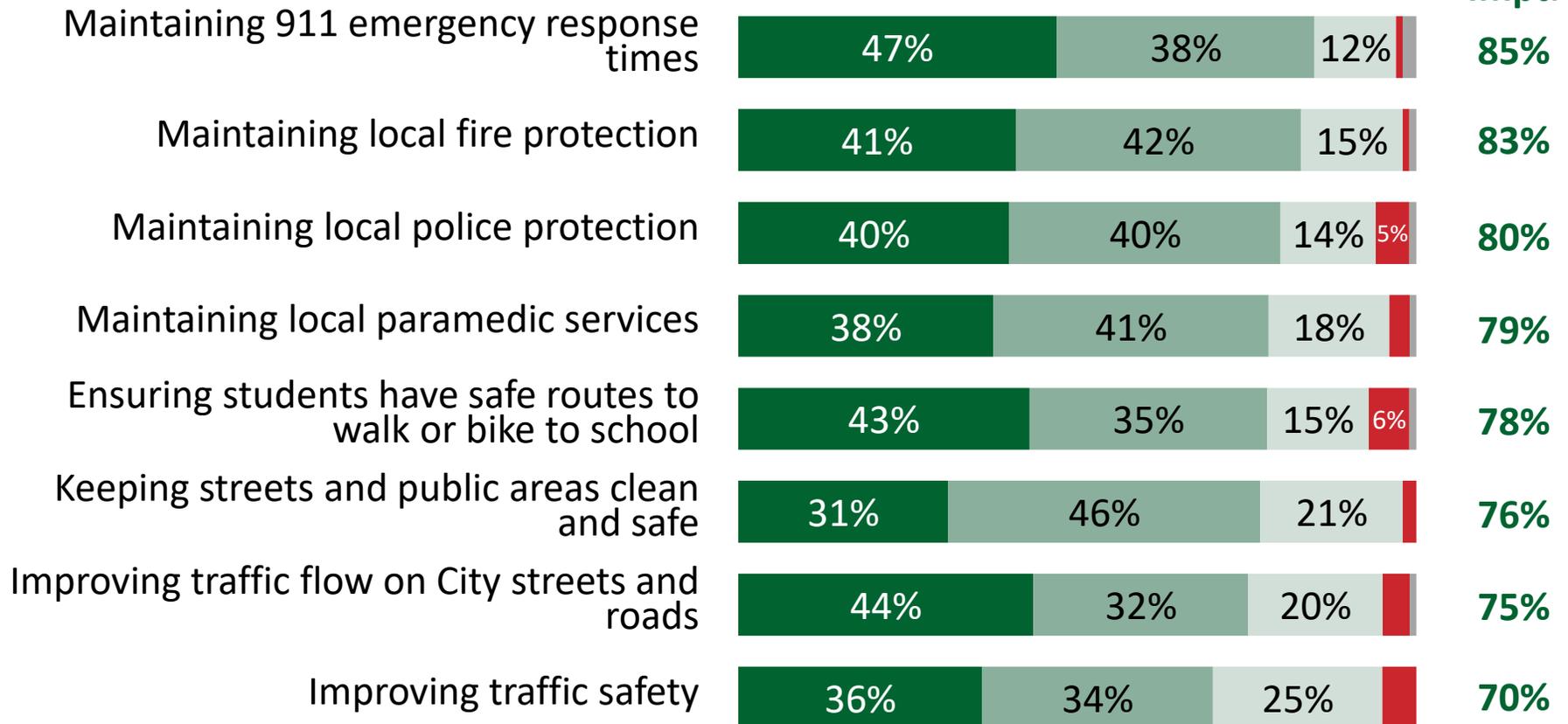
# Priorities for Local Funding

# Respondents' highest priorities have to do with public safety.

## Sales Tax-Specific Priorities

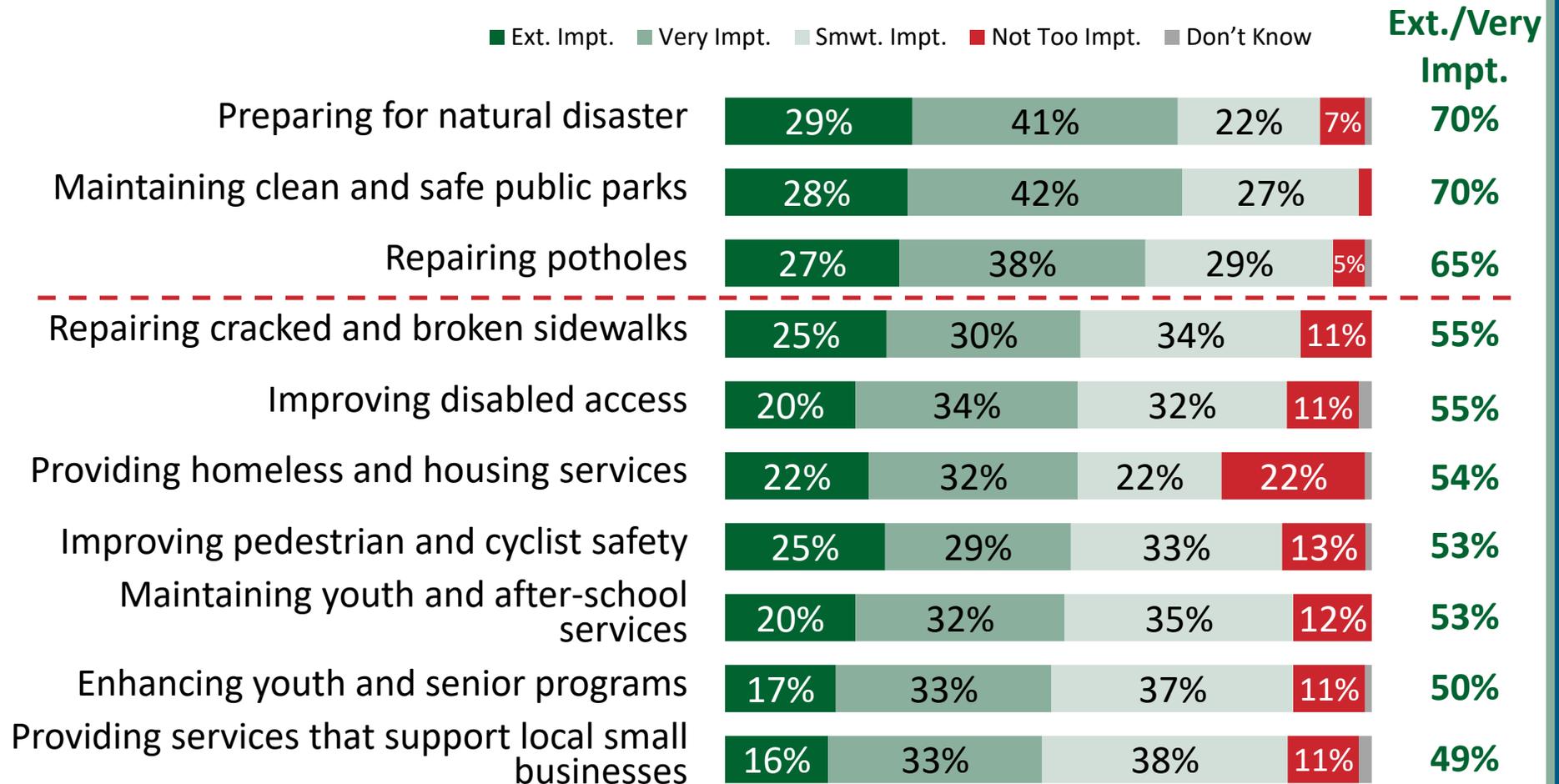
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



# They assign a lower value to youth programs, pedestrian safety and small business services.

## Sales Tax-Specific Priorities



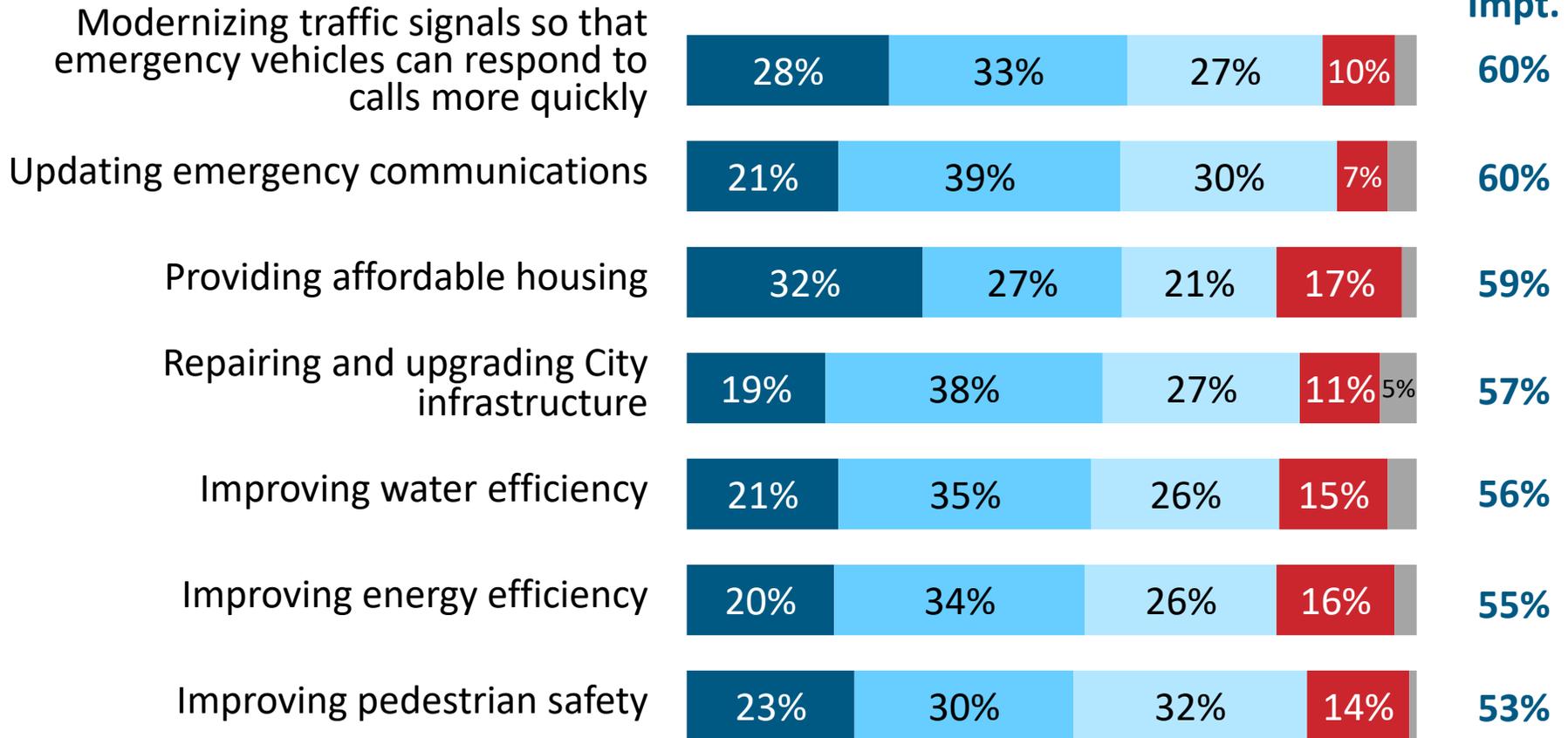
# Public safety is also a high priority for potential bond measure projects.

Nothing reached two-thirds

## Bond Measure-Specific Priorities

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

Ext./Very Impt.

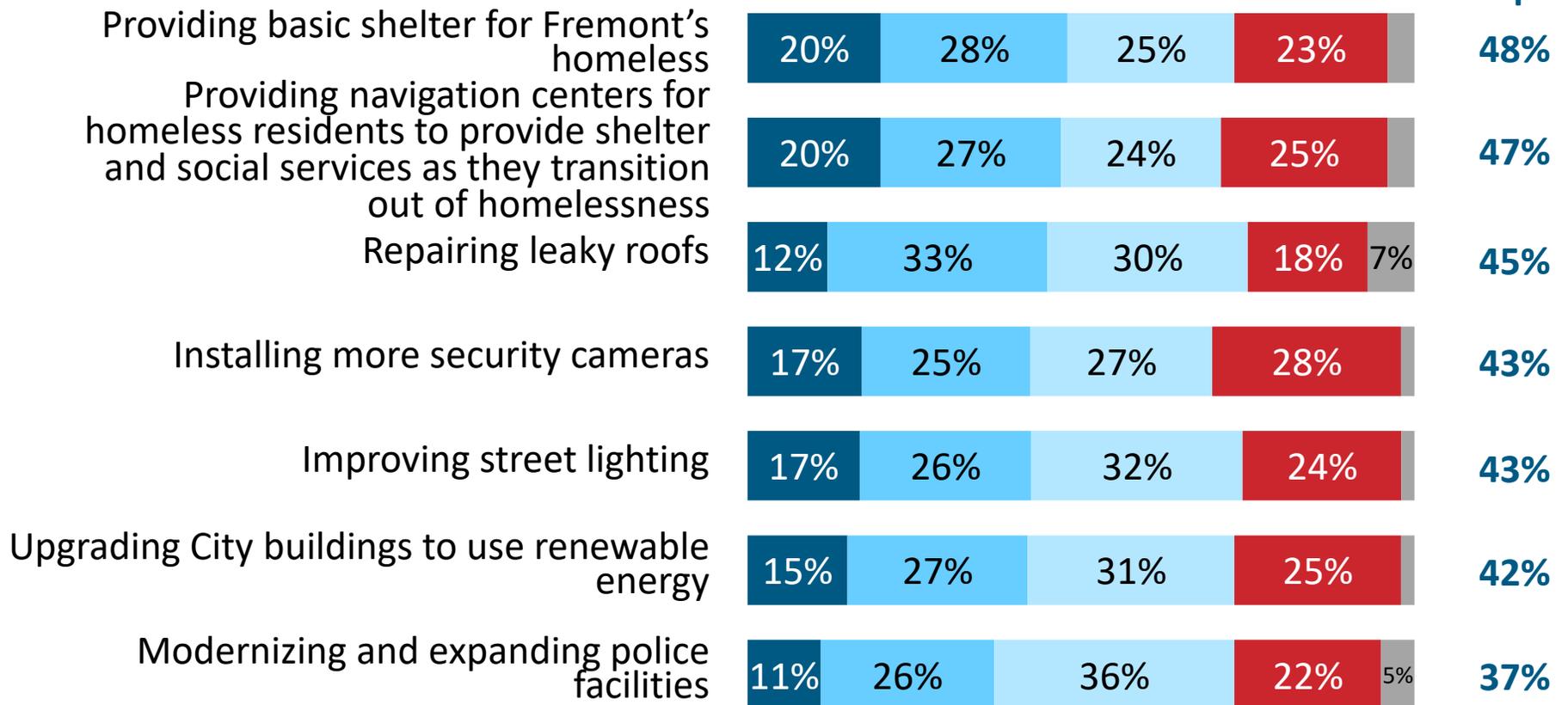


# Police facility modernization is much less widely seen as a high priority.

## Bond Measure-Specific Priorities

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

Ext./Very Impt.

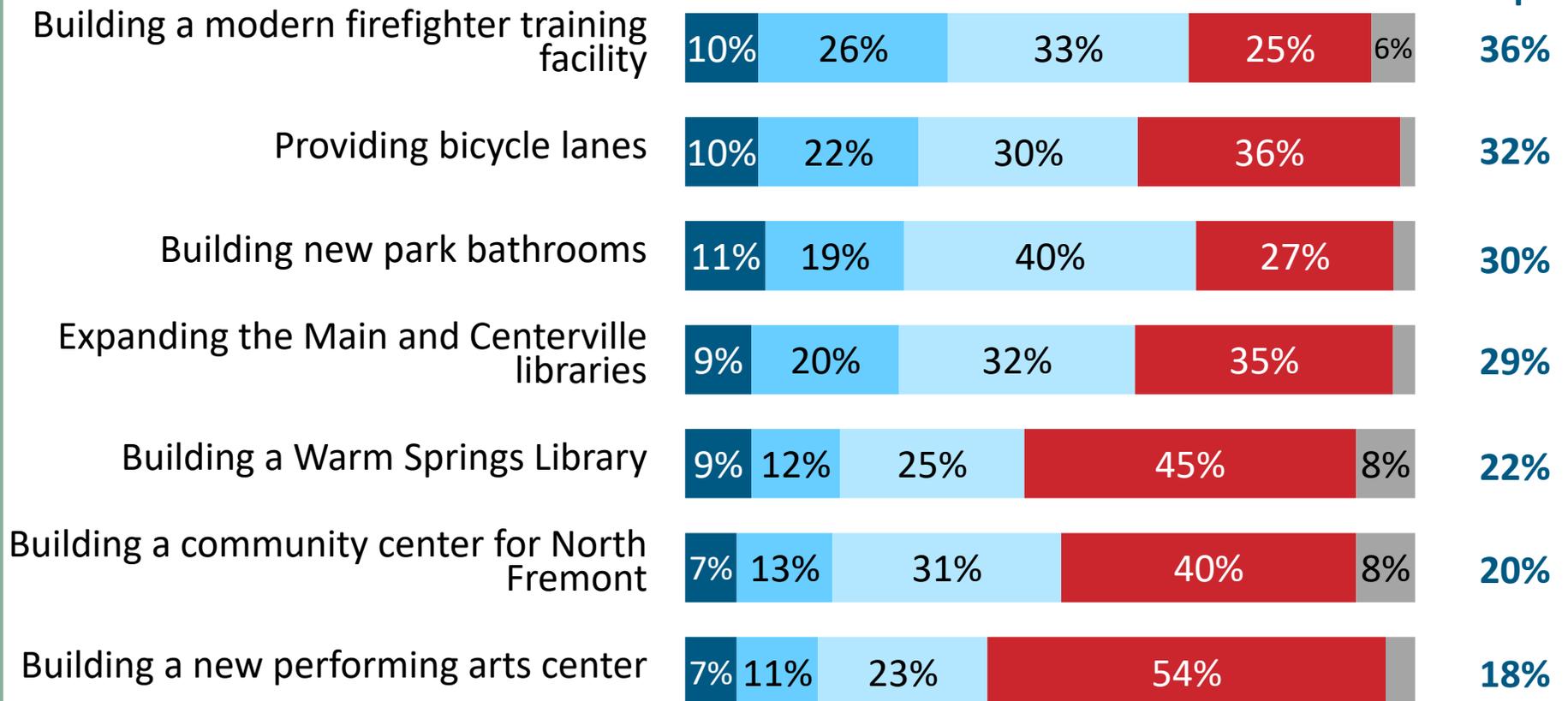


# Very few highly value building new things like a library or community or performing arts centers.

## Bond Measure-Specific Priorities

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

Ext./Very  
Impt.

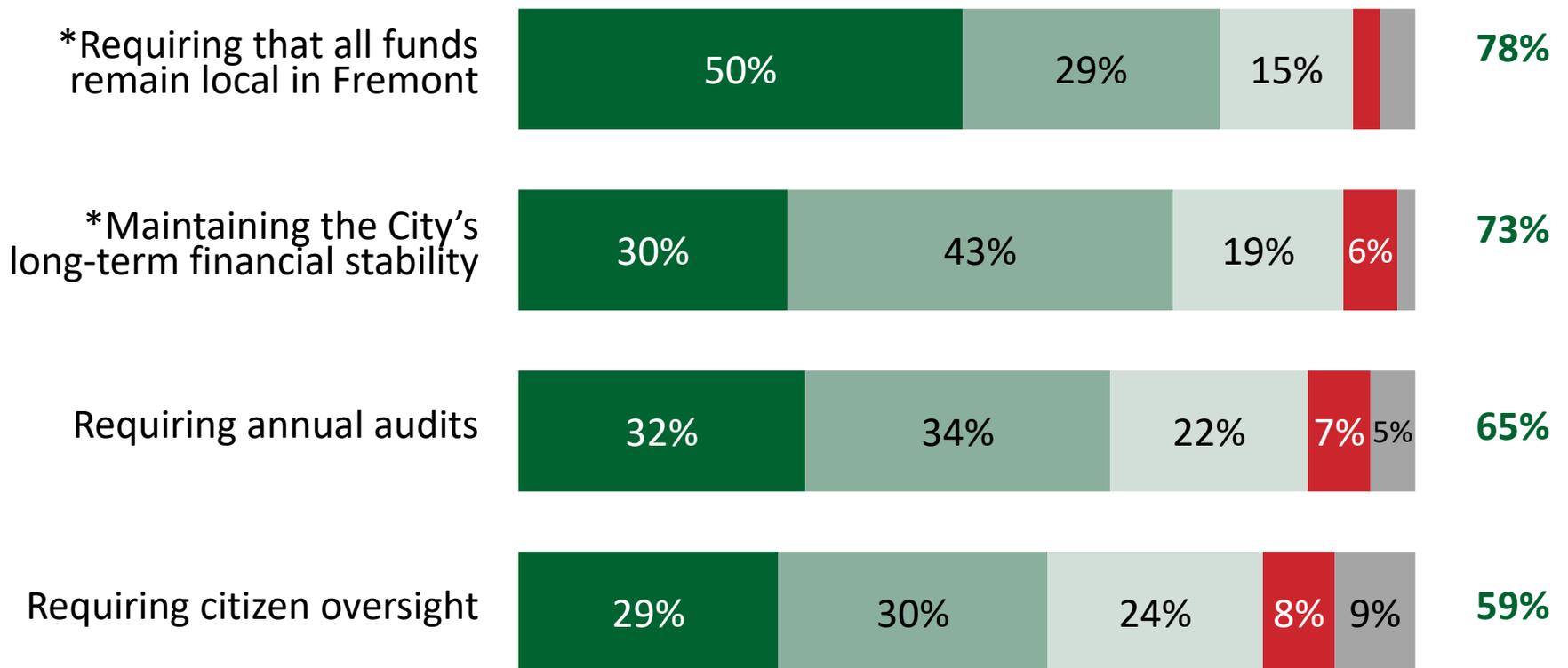


# Keeping funds local was a key accountability component; half called it “extremely important.”

## Accountability Components

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

Ext./Very Impt.

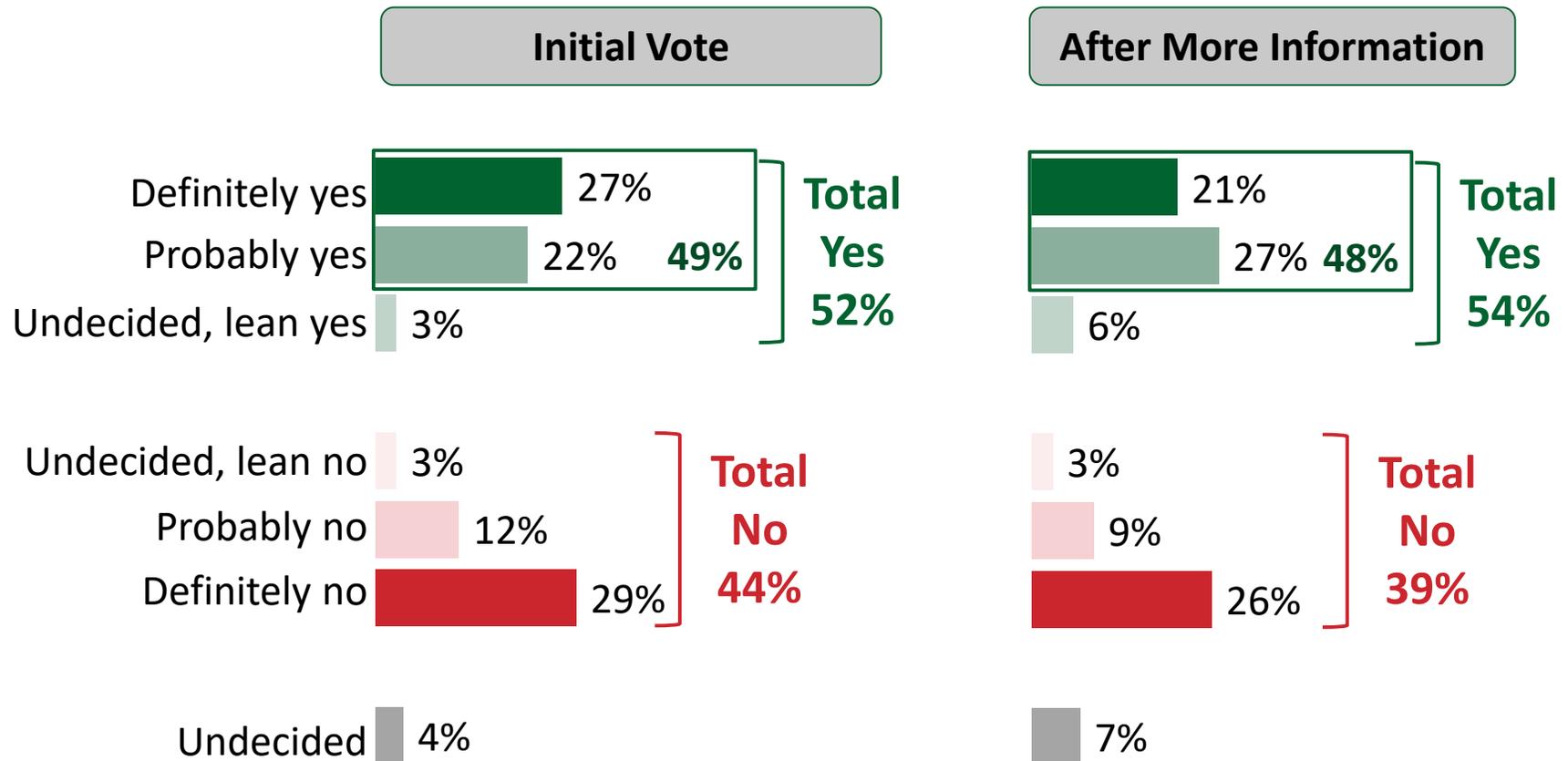




# The Impact of Additional Information

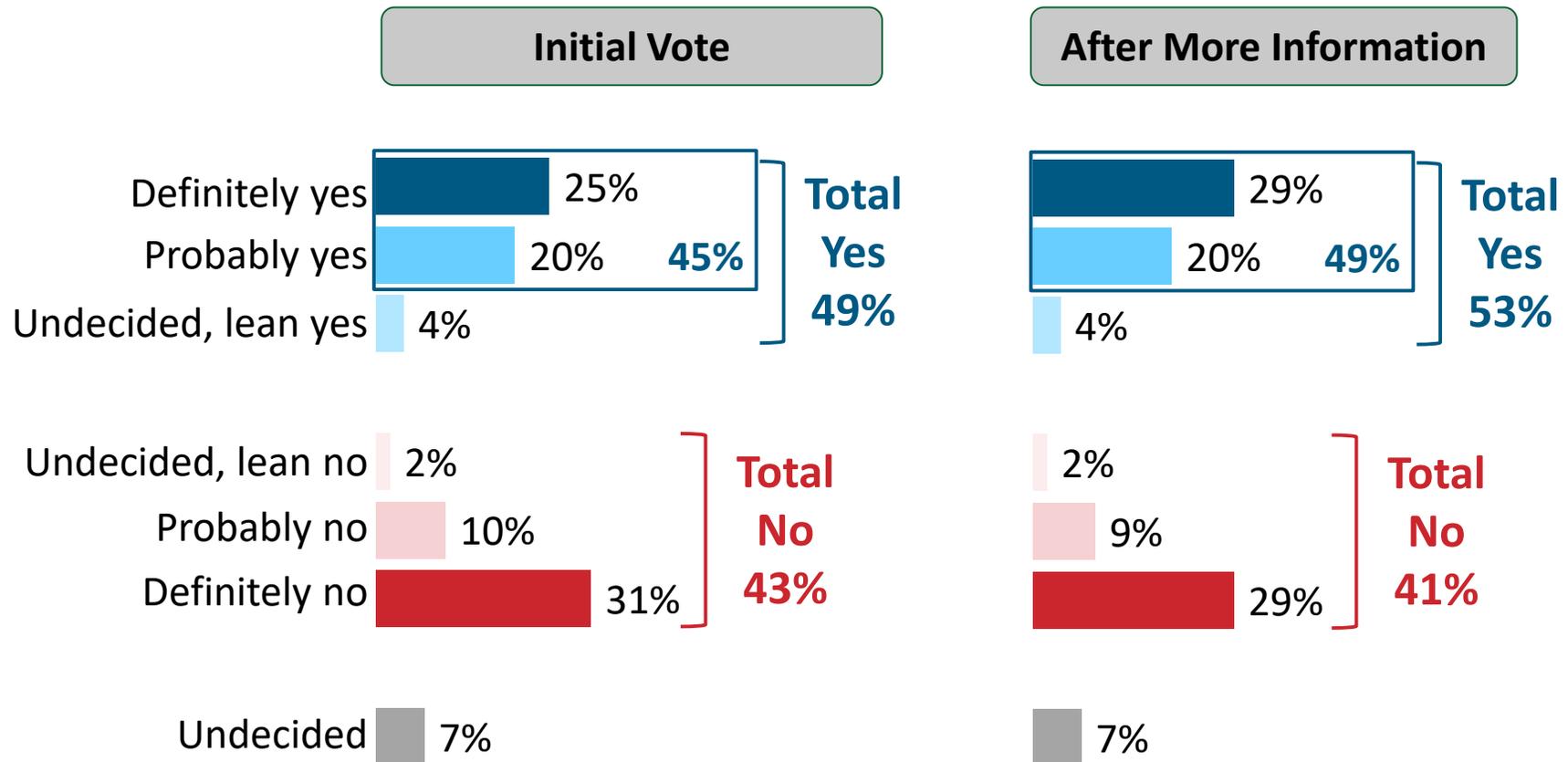
# Given more information on the general-purpose local funding measure increases to just over a majority – but remains soft.

*General Purpose Sales Tax, Half Sample MOE +/-5.1%*



# The bond measure never reaches near the two-thirds required.

*Bond Measure, Half Sample MOE +/-5.1%*





# Conclusions

# Key Takeaways

- Growth and its implications (traffic, housing costs, etc.) are seen as key problems for the City, while concerns about public safety, road repairs and government waste are modest.
- Nearly three in five rate homelessness a serious problem in the city – and broad majorities of voters support establishing Navigation Centers to help address the issue.
- Their top concern in addressing homelessness is the health and well-being of people who live on the street, though litter and public health concerns rank in a clear second tier.
- A general-purpose measure is not viable at this time. Viability is soft and the measure is within the margin of error.
- A bond measure is not viable in 2020. It never achieves viability above the two-thirds required threshold.

# For more information, contact:



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