






San Leandro Resident Views of Community Issues

*Key Findings of a Community Survey
Conducted January 25-February 2, 2023*



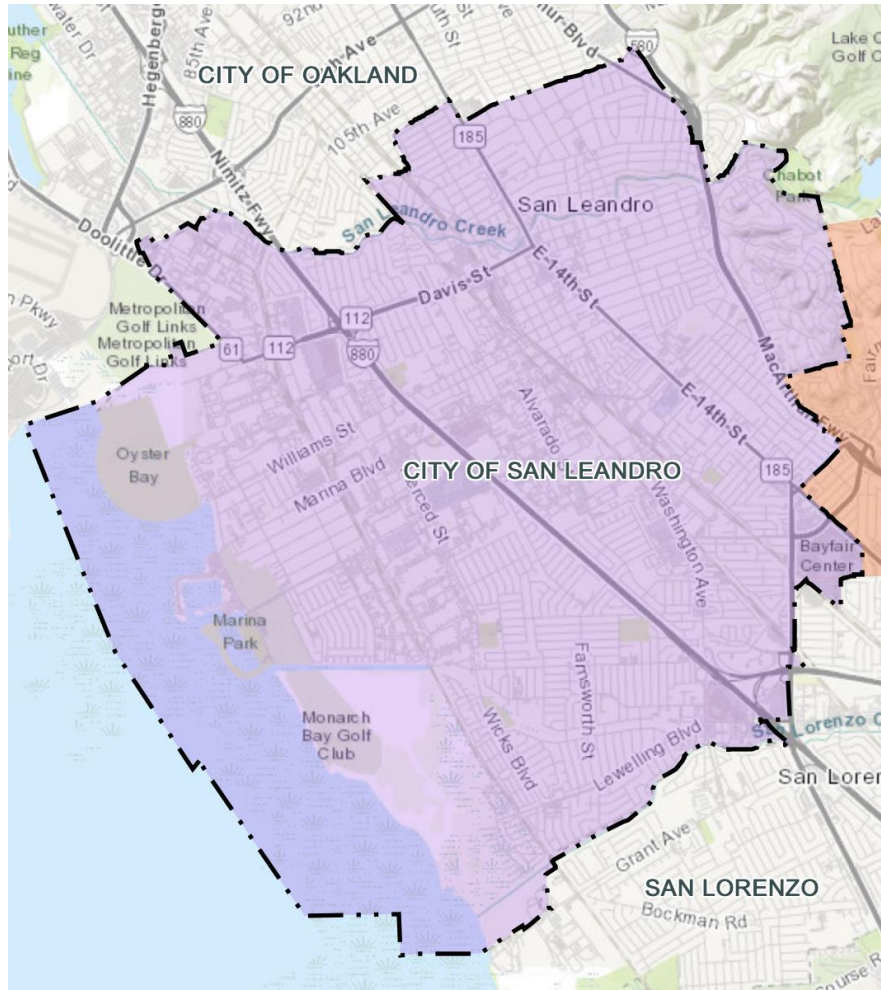
OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	January 25-February 2, 2023
Survey Type	Dual-mode Phone and Online Resident Survey
Research Population	San Leandro Residents Ages 18+
Total Interviews	625
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

(Note: Not All Results Will Sum to 100% Due to Rounding)

Respondent Demographics



- FM3 set demographic quotas for age, gender, race/ethnicity, geography and level of education so that respondents would reflect the community of adults at large.

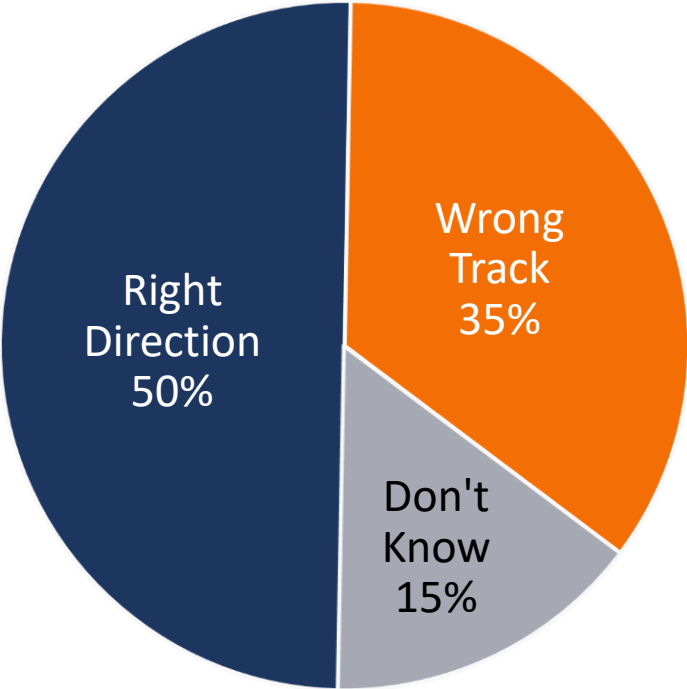
Group	%
Male	48%
Female	49%
<i>Ages 18-49</i>	<i>52%</i>
<i>Ages 50+</i>	<i>45%</i>
Latino	26%
Black	14%
White	19%
API	36%
<i>Homeowners</i>	<i>57%</i>
<i>Renters</i>	<i>35%</i>



Community Context

A plurality of residents feels that things are headed in the right direction.

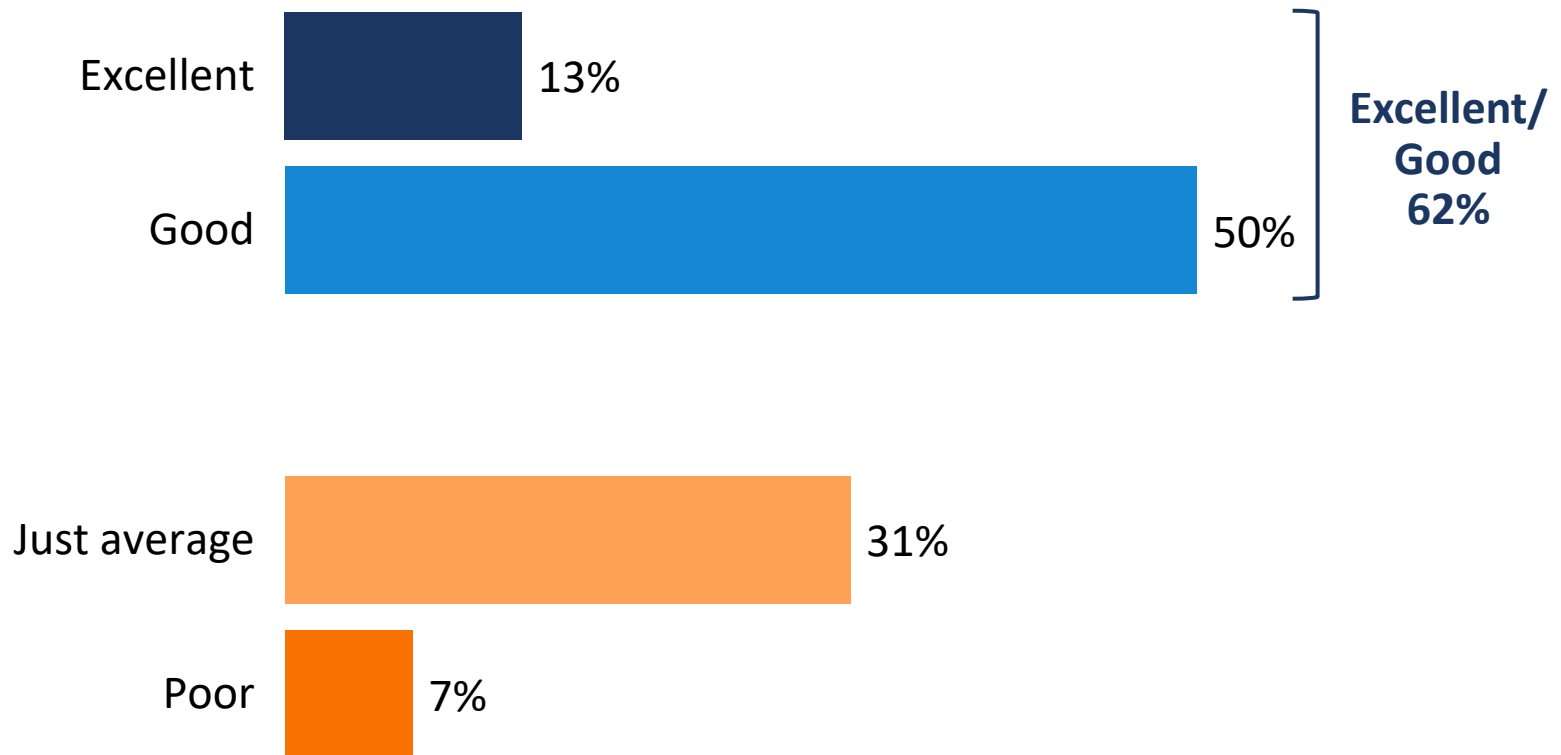
Do you feel things in San Leandro are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



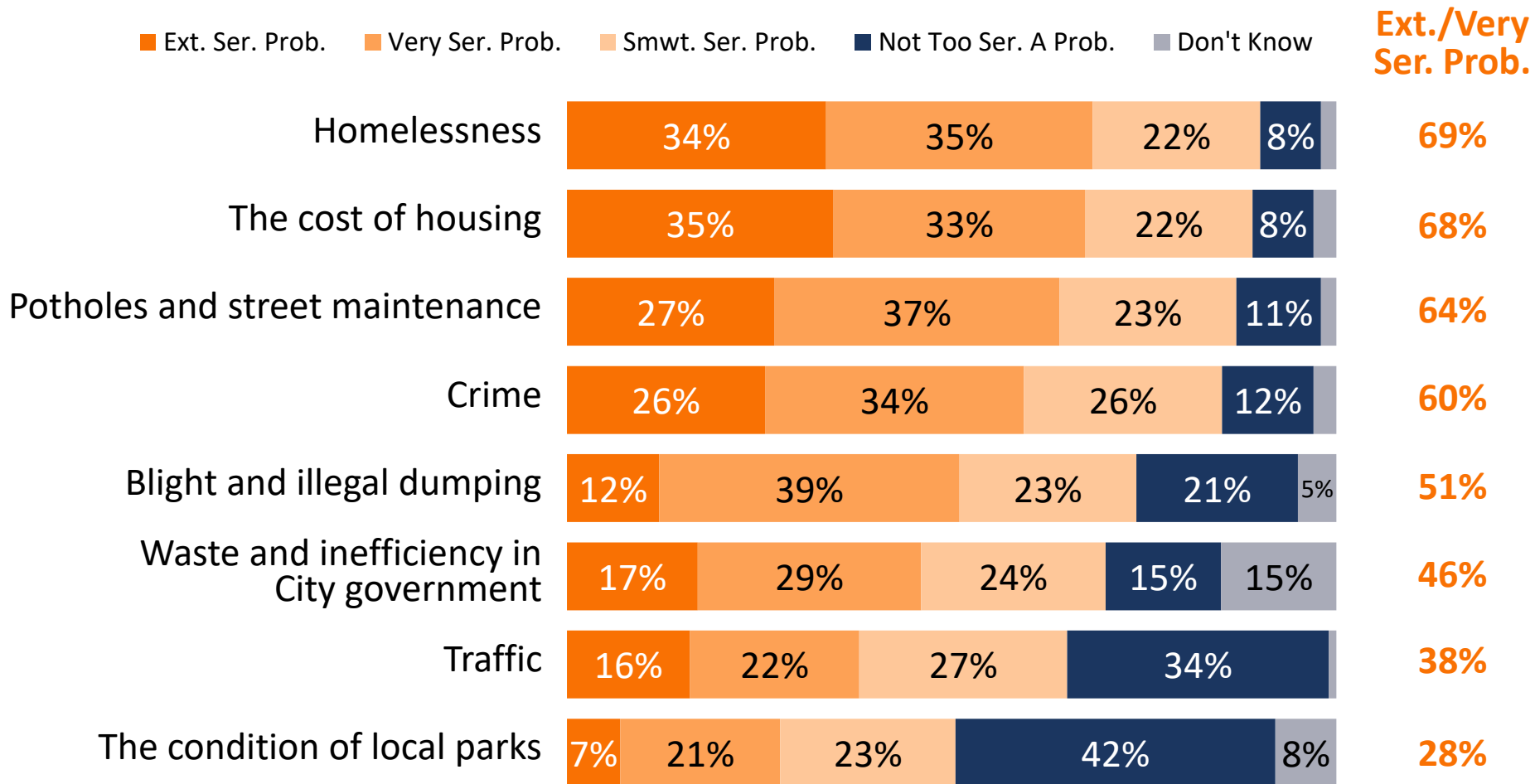
The most optimistic respondents include Spanish speakers, residents under age 30, and those whose household incomes are between \$60K and \$100K.

Three in five rate San Leandro an “excellent” or “good” place to live.

Generally speaking, how would you rate the City of San Leandro as a place to live: is it an excellent place to live, a good place to live, just average, or a poor place to live?



Residents see homelessness, housing costs, potholes and crime as key problems.



Housing costs and crime are key concerns across lines of race and ethnicity.

Extremely/Very Serious Problem

Issue	All Residents	Race/Ethnicity			
		White Residents	Latino Residents	African American Residents	Asian/Pacific Islander Residents
Homelessness	69%	73%	76%	45%	72%
The cost of housing	68%	65%	79%	75%	59%
Potholes and street maintenance	64%	53%	71%	42%	73%
Crime	60%	59%	65%	52%	60%
Blight and illegal dumping	51%	49%	54%	42%	55%
Waste and inefficiency in City government	46%	29%	44%	27%	62%
Traffic	38%	24%	47%	17%	45%
The condition of local parks	28%	15%	38%	21%	32%

The cost of housing is viewed as a more-acute problem among renters than homeowners.

Extremely/Very Serious Problem

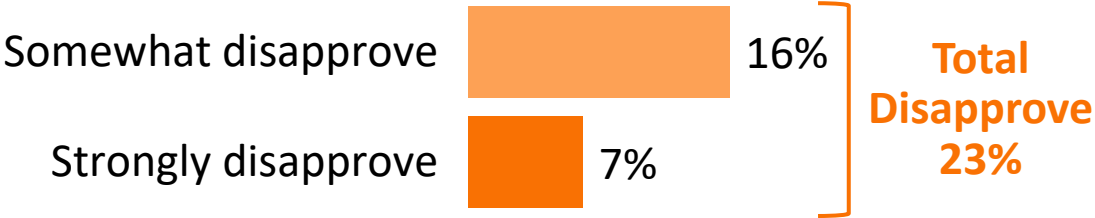
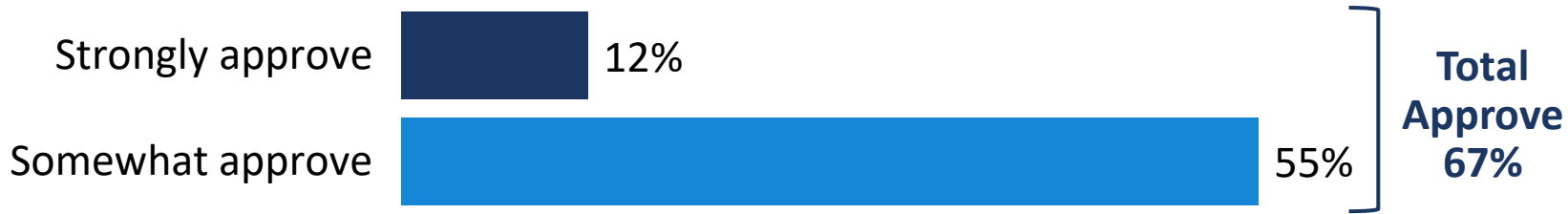
Issue	All Residents	Residence	
		Homeowners	Renters
Homelessness	69%	75%	65%
The cost of housing	68%	62%	72%
Potholes and street maintenance	64%	67%	60%
Crime	60%	65%	50%
Blight and illegal dumping	51%	61%	38%
Waste and inefficiency in City government	46%	52%	36%
Traffic	38%	45%	26%
The condition of local parks	28%	37%	15%



Evaluating City Services

Two-thirds of residents approve of the City's work providing services to people who live here.

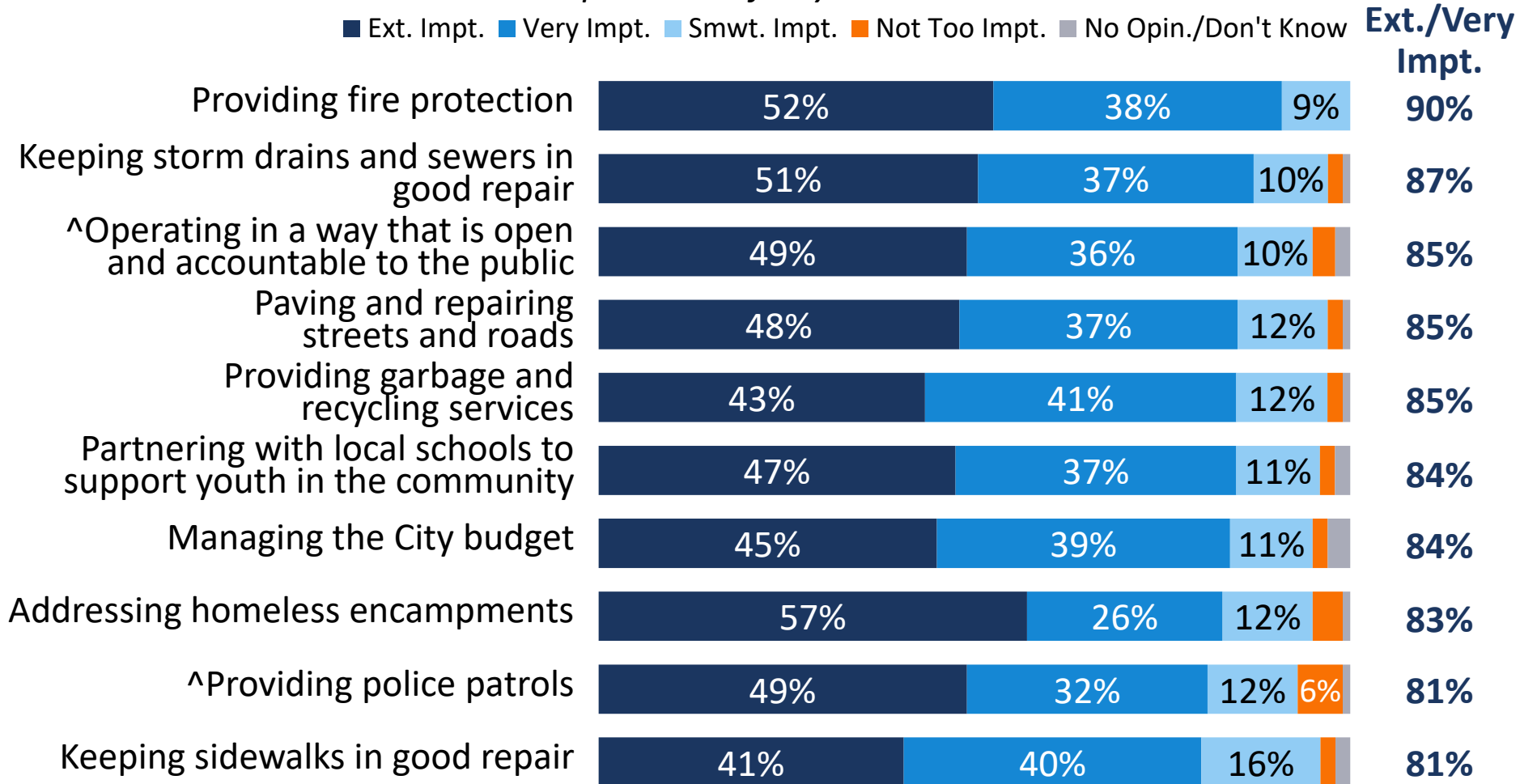
Do you approve or disapprove of the overall job being done by San Leandro City government in providing services to the people who live here?



Majorities share this perception across age, gender, tenure in the city, race and ethnicity, income and geography.

Residents especially value fire protection, infrastructure maintenance, and transparency.

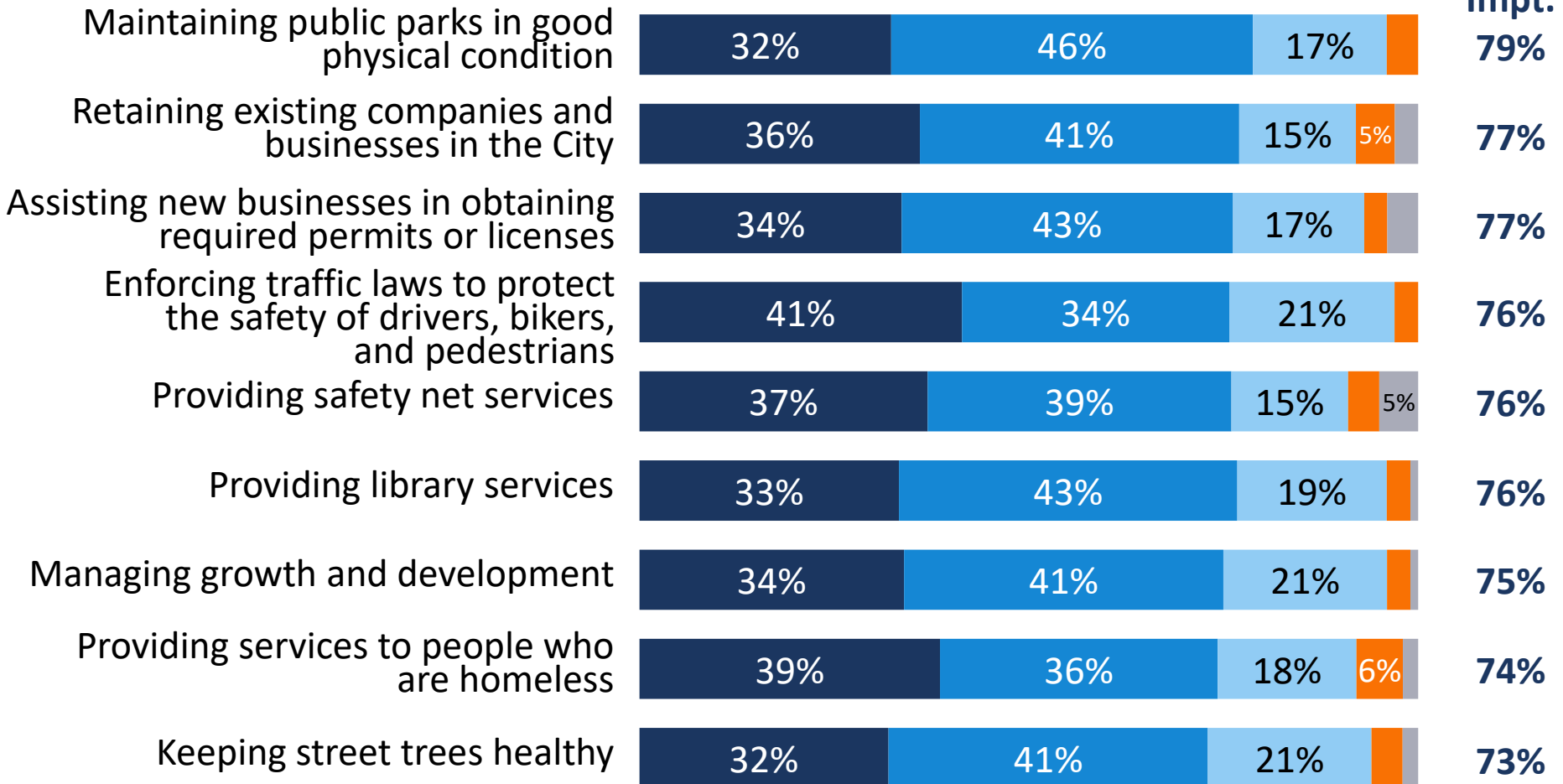
Importance of City Services



Q5. Let me ask you about some specific services provided by San Leandro City government. Please tell me how important each service is to making San Leandro a good place to live: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

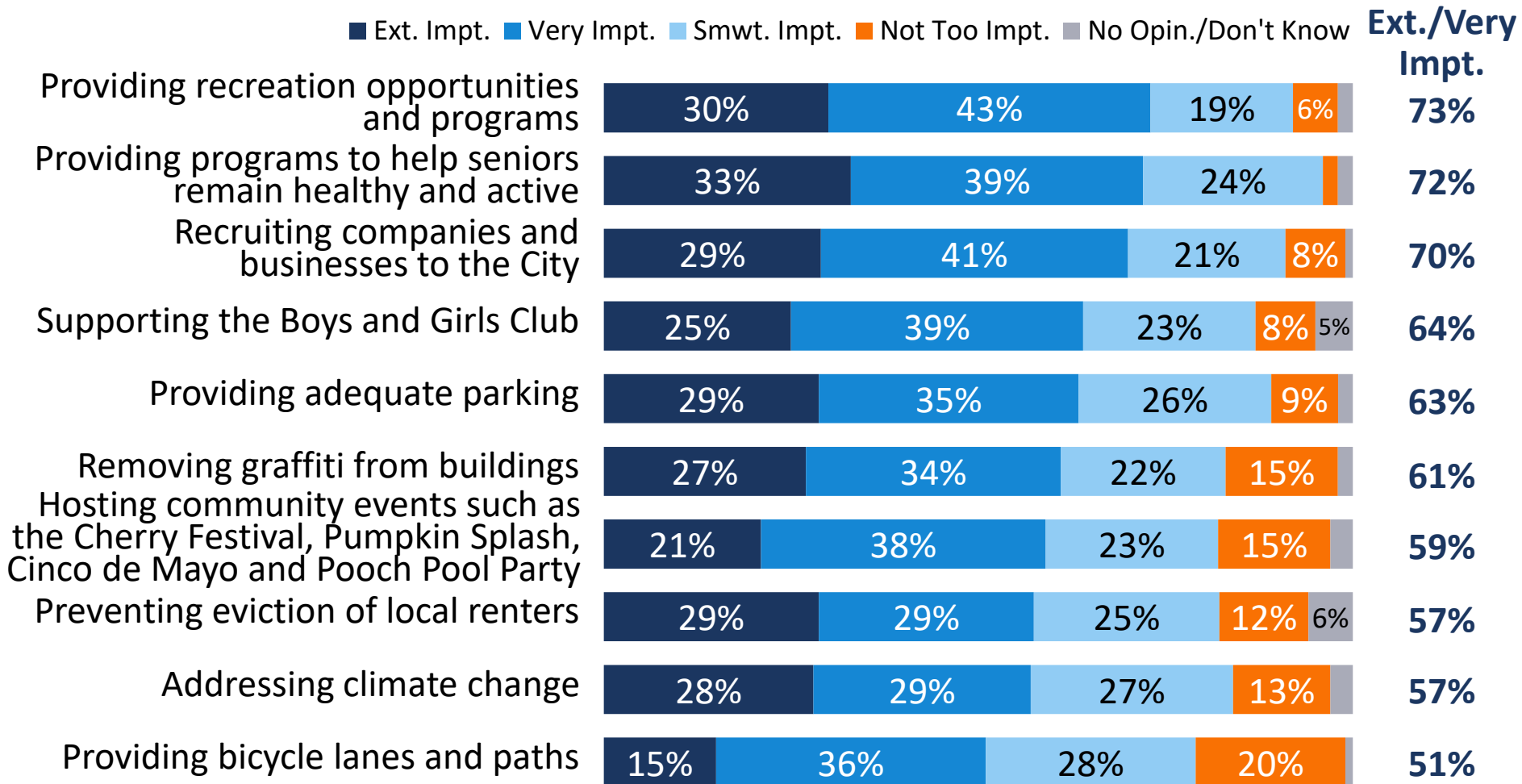
Broad shares also value parks, business services, libraries, and services for people who are homeless.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know **Ext./Very Impt.**



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They are relatively less likely to prioritize addressing climate change and providing bike lanes.



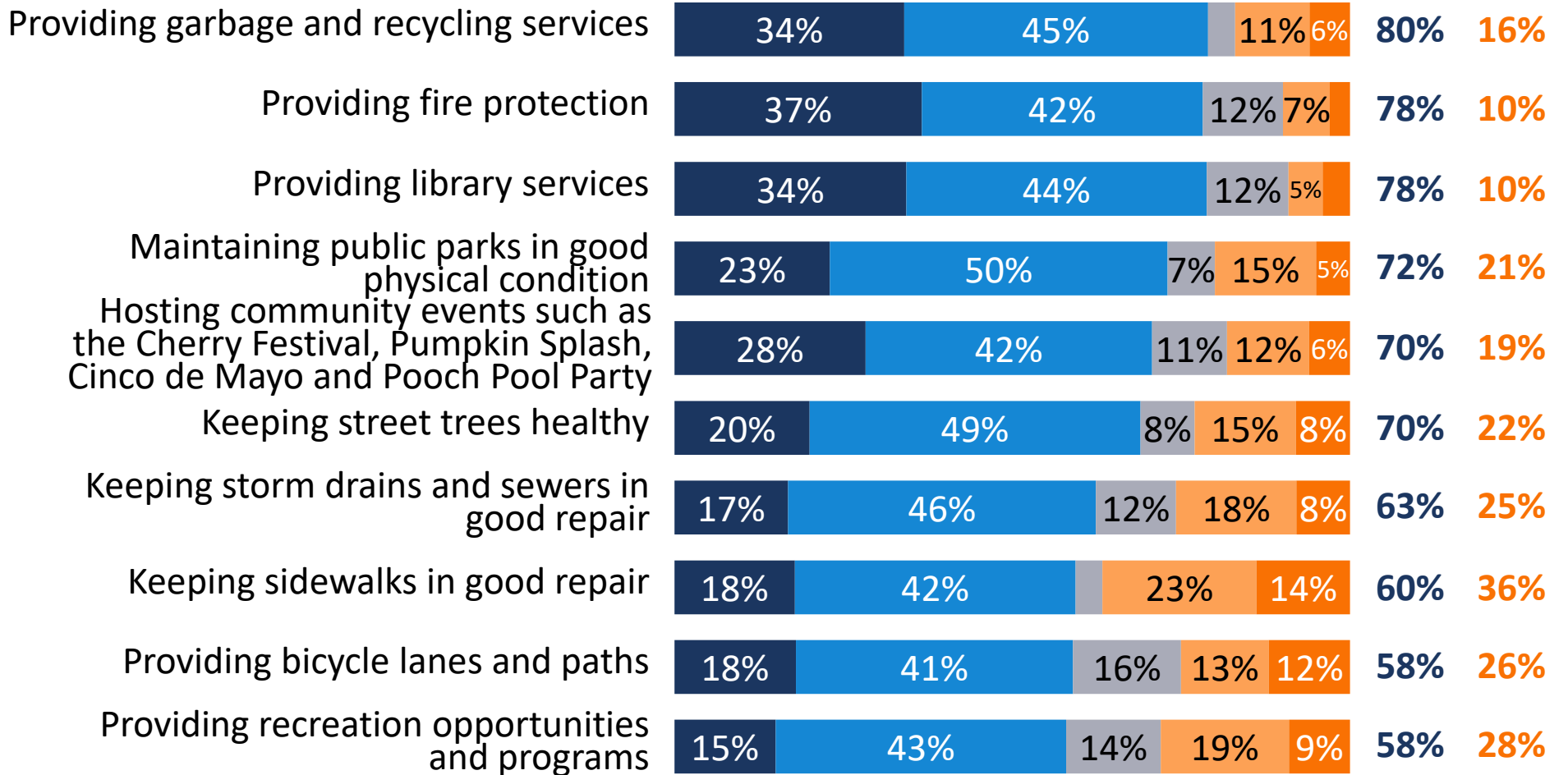
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Satisfaction levels are highest with garbage, recycling, fire and library services.

Satisfaction with City Services

■ Very Sat. ■ Smwt. Sat. ■ No Opin./Don't Know ■ Smwt. Dissat. ■ Very Dissat.

Total Sat. **Total Dissat.**

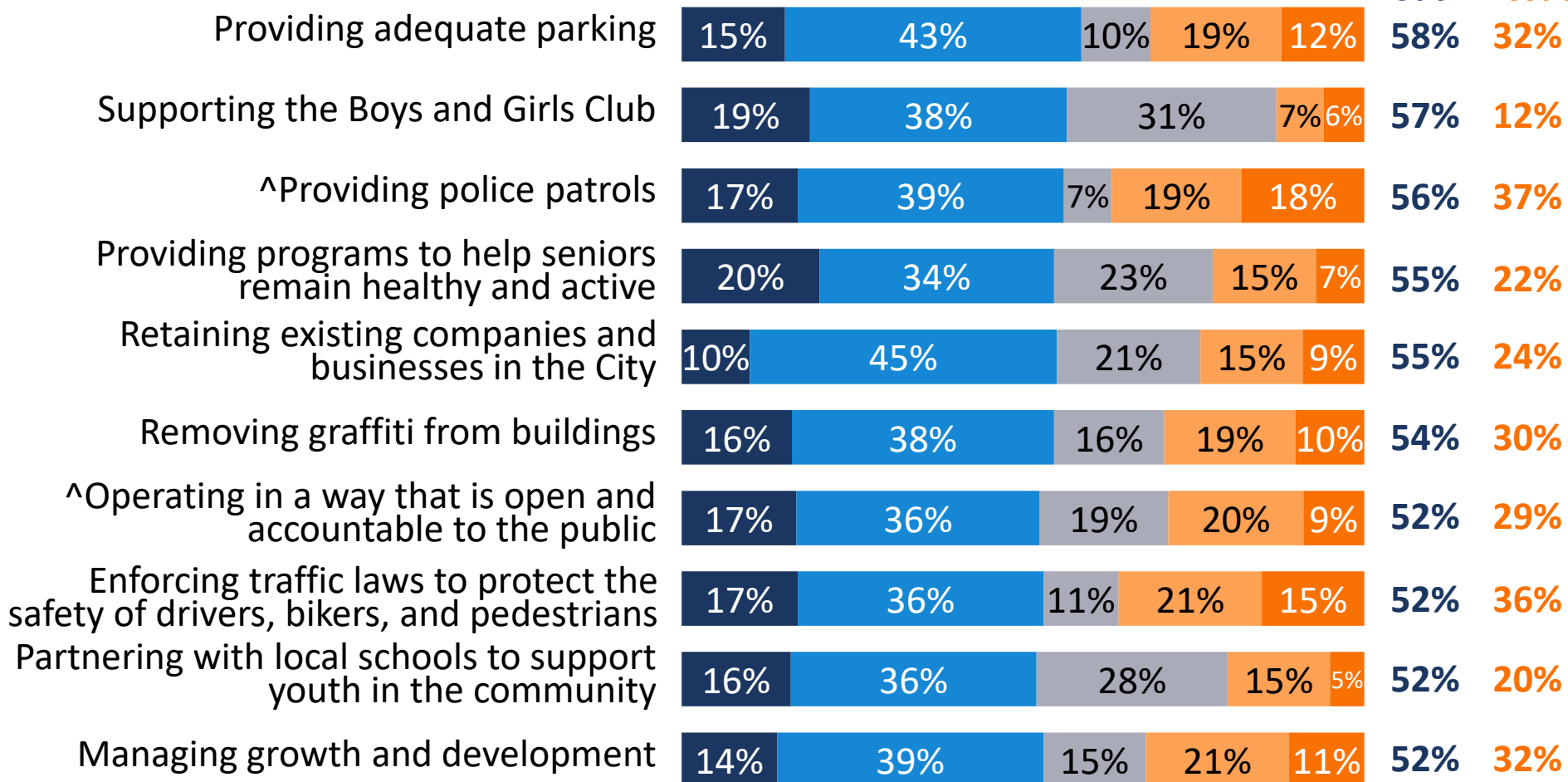


Q6. I am going to read you the same list of services provided by San Leandro City government. This time please tell me how *satisfied* you are with the job being done by San Leandro in providing that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

Majorities are also satisfied with parking, police patrols, senior services, and more.

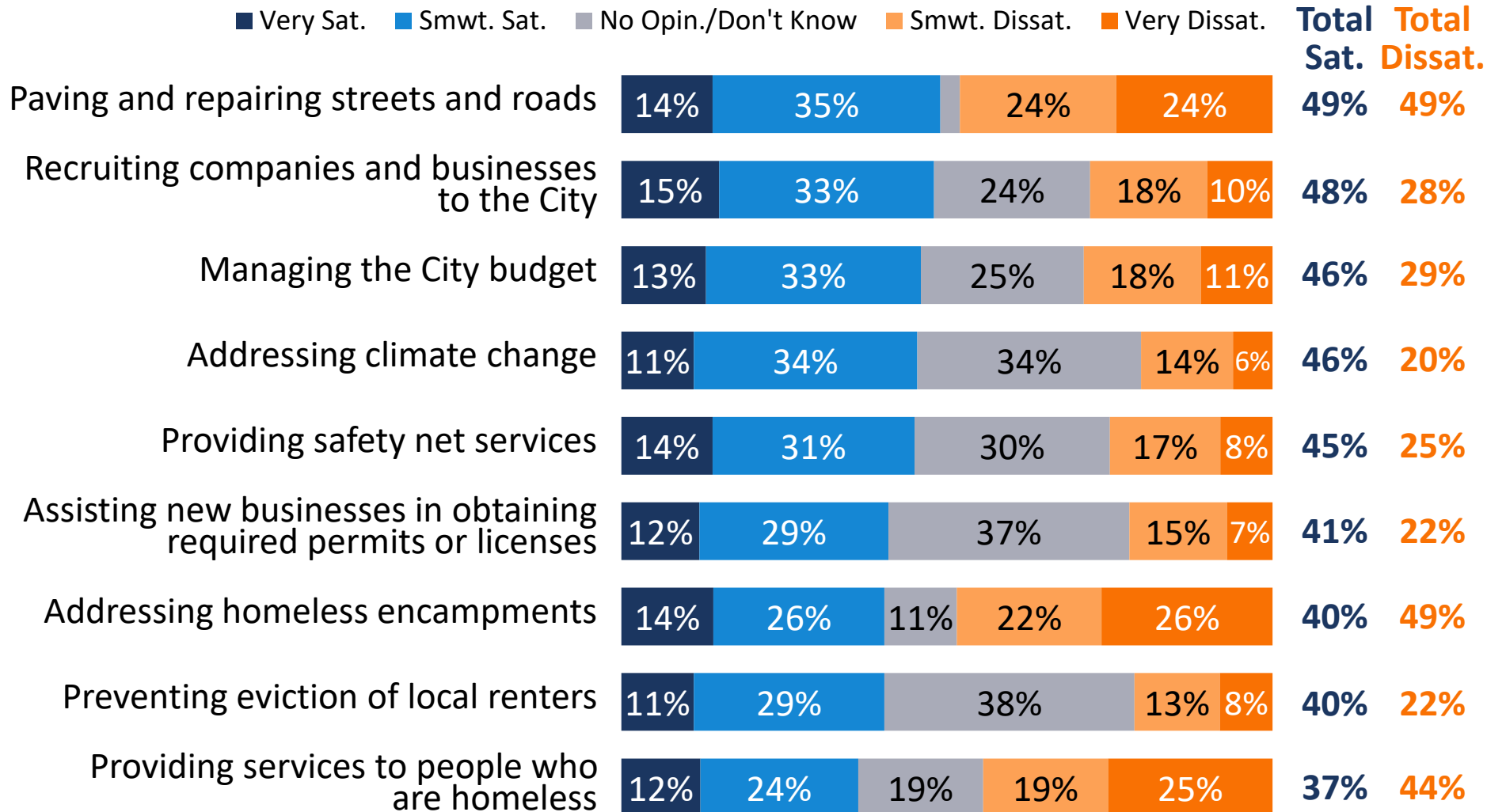
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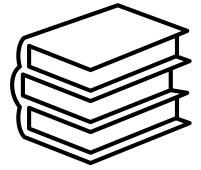
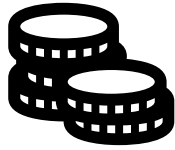
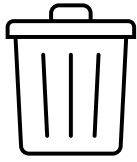


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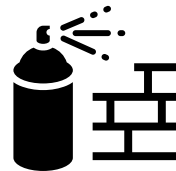
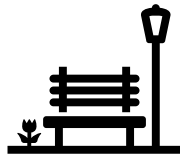
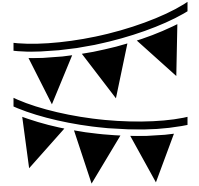
Street and road repair gets mixed reviews, and a plurality is dissatisfied with addressing homelessness.



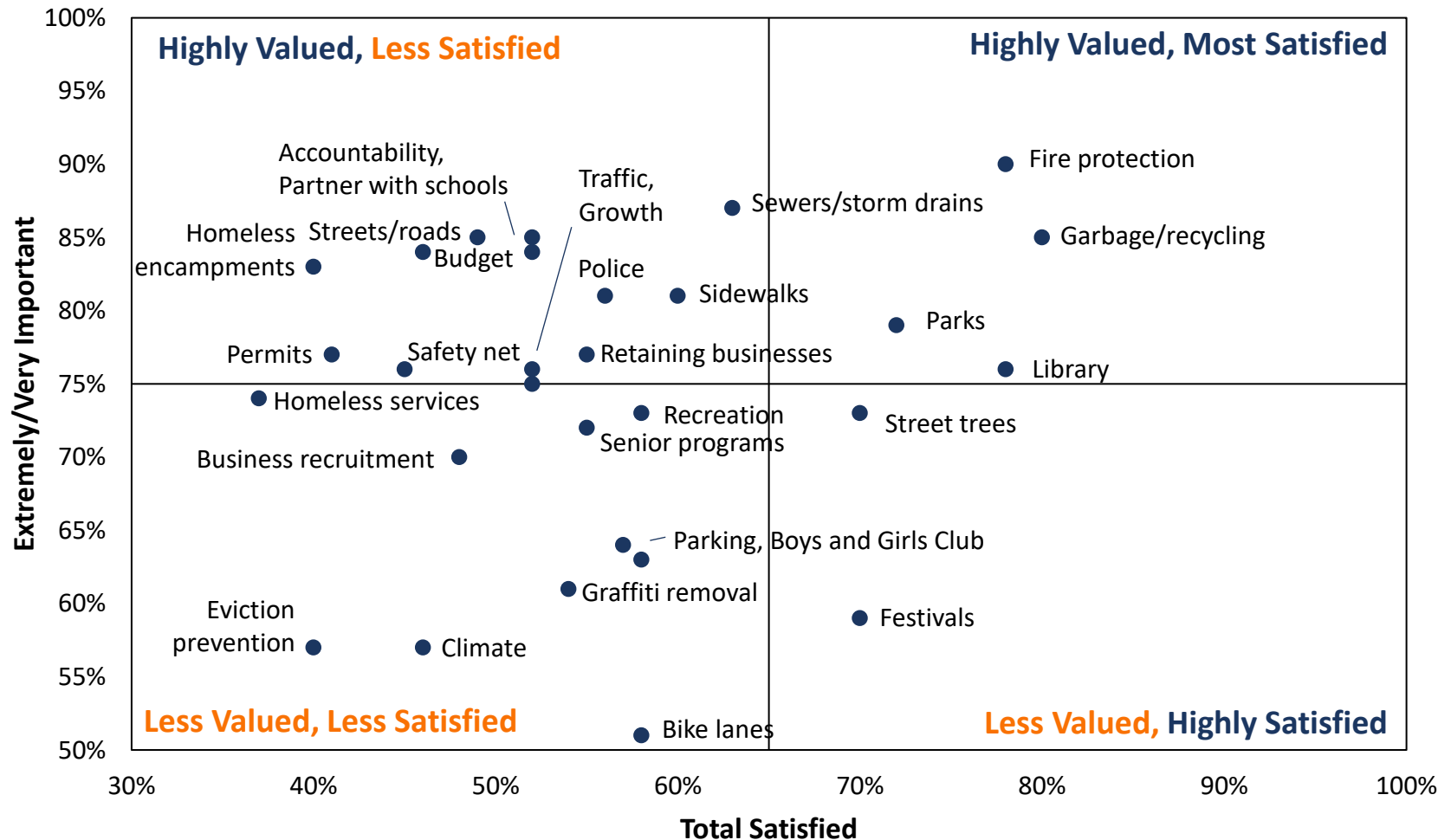
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It can be informative to compare importance and satisfaction ratings to see if there are any relative mismatches between importance and satisfaction.



Generally, residents are most satisfied with the services they rate the highest priorities.



Q5. Let me ask you about some specific services provided by San Leandro City government. Please tell me how important each service is to making San Leandro a good place to live: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

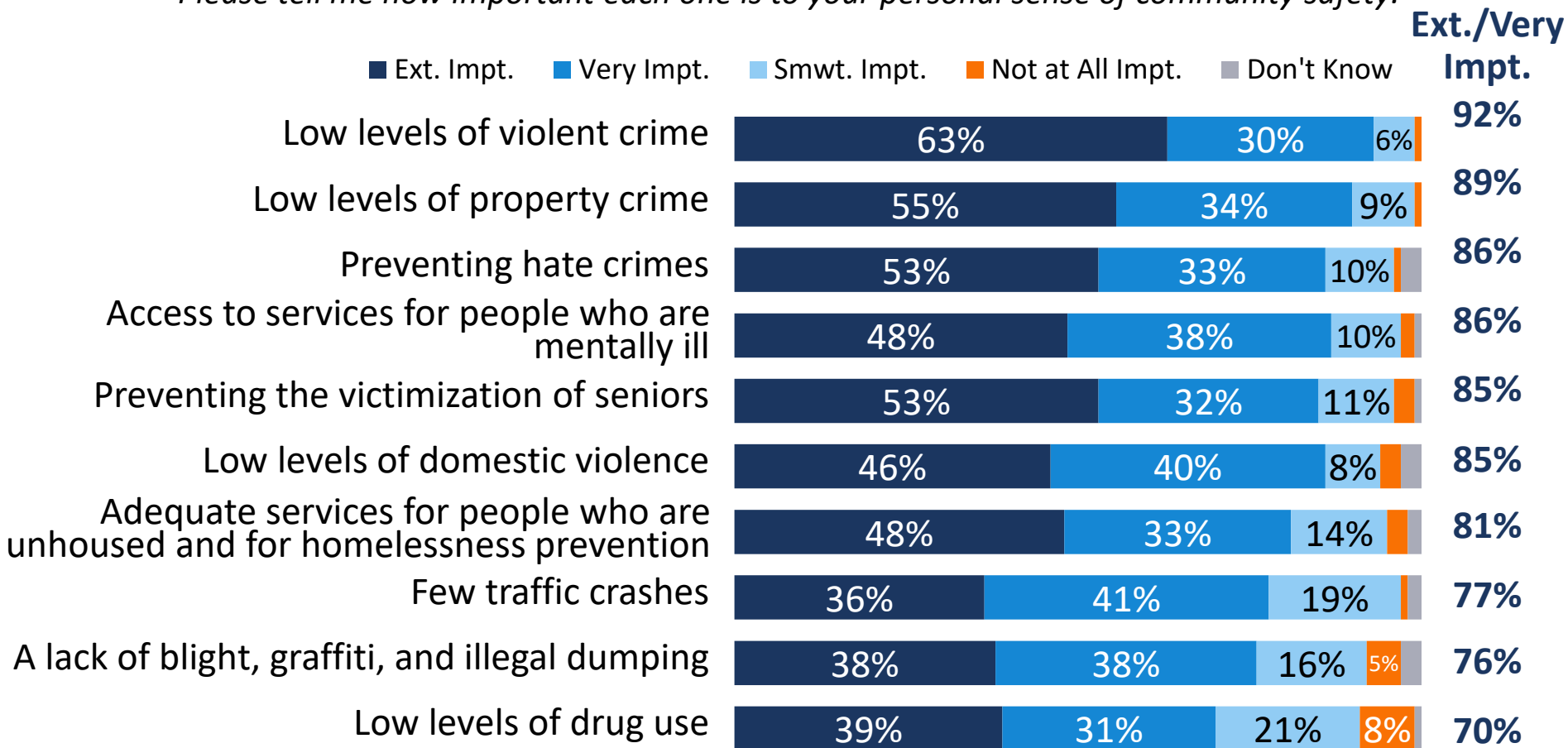
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Community Safety

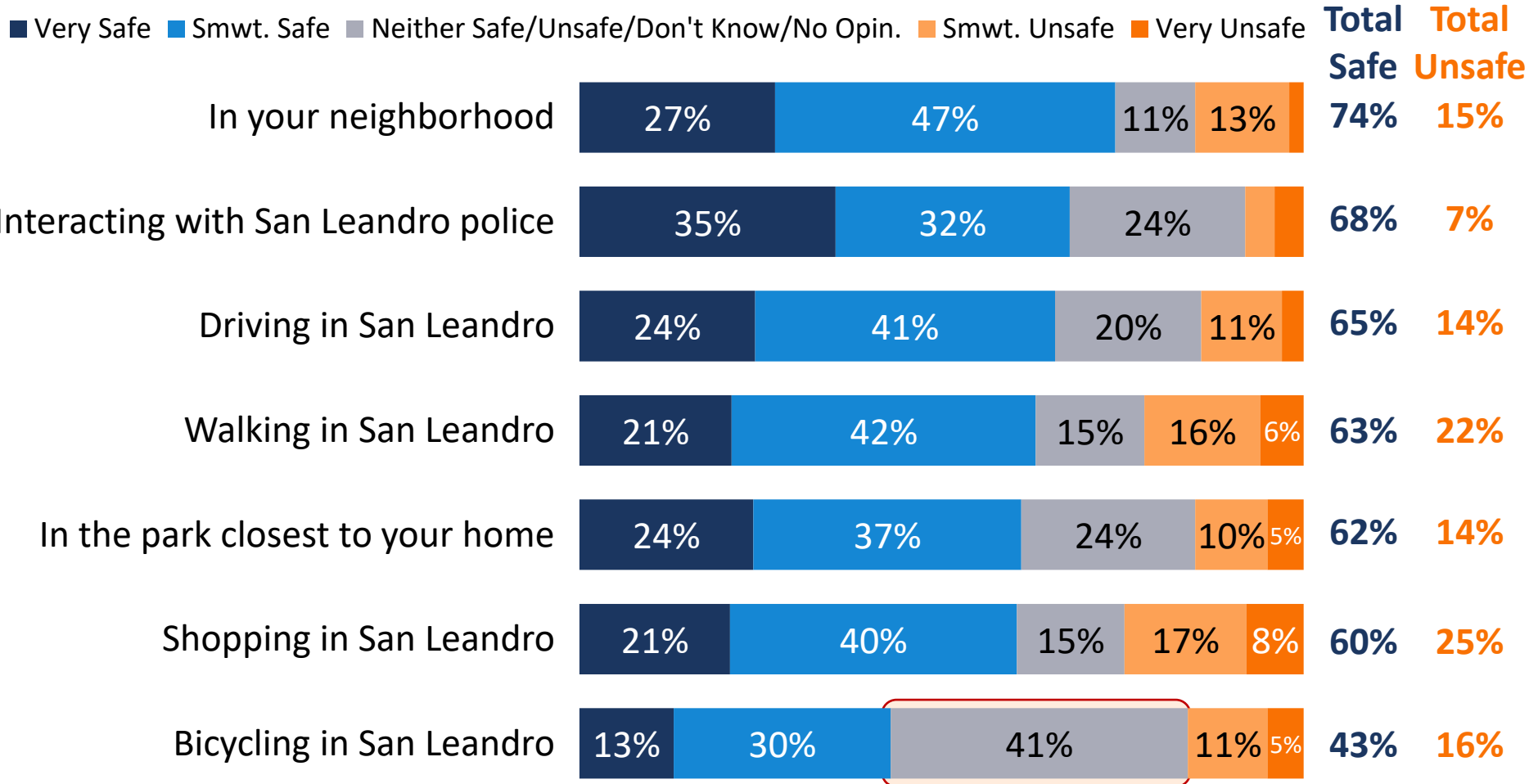
Low levels of crime and services for people experiencing mentally illness are especially valued aspects of community safety.

I am going to read you a list of aspects of life that can contribute to a sense of community safety. Please tell me how important each one is to your personal sense of community safety:



Most residents feel safe in their neighborhood, driving, walking and interacting with police.

Can you tell me how safe you feel _____?

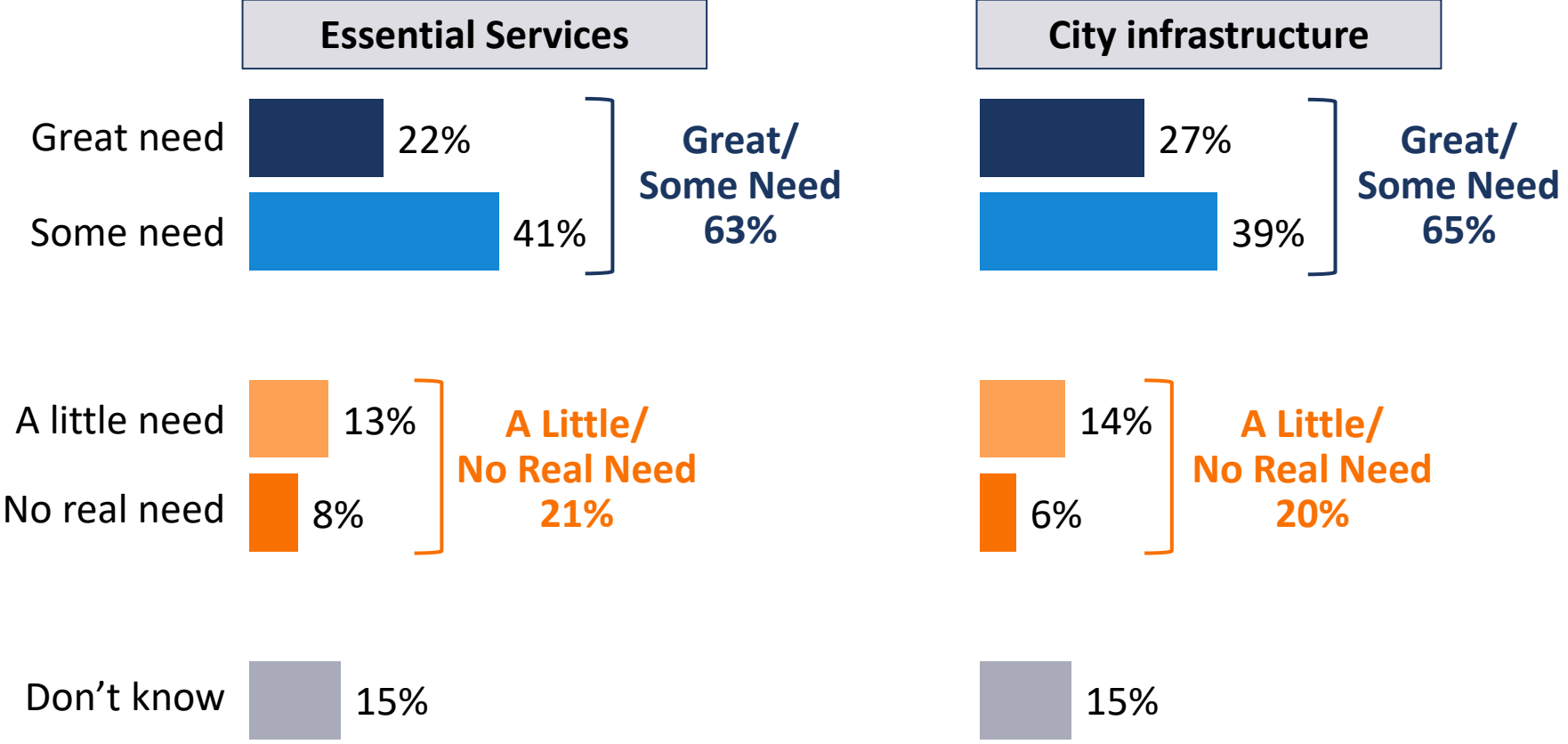




Revenue Options

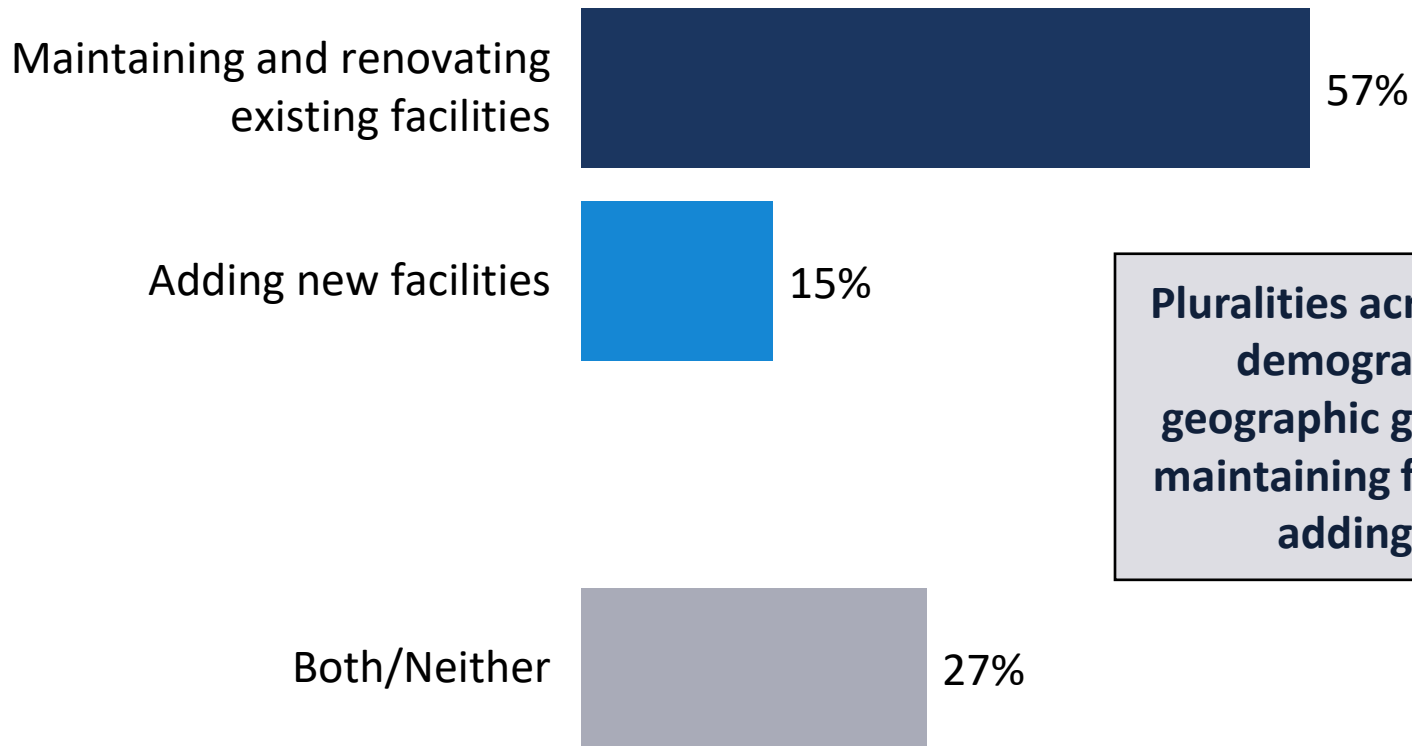
Broad majorities see at least “some need” for additional funding for services and infrastructure.

Would you say that to (HALF SAMPLE: maintain essential services) (HALF SAMPLE: maintain City infrastructure), the City of San Leandro has a great need for additional funding, some need, a little need, or no real need for additional funding?



By a 42-point margin, residents prioritize maintaining existing facilities over adding new ones.

If you were to support a modest tax increase to fund City priorities, which of the following would be the more important use of revenue?



Pluralities across all major demographic and geographic groups prefer maintaining facilities over adding them.



Conclusions

Conclusions

- A plurality of San Leandro residents feels things are headed in the right direction compared with about one-third saying things are on the wrong track – which compares favorably to many nearby cities where residents are more pessimistic.
- Key challenges residents see include homelessness, housing costs, crime, and potholes.
- At the same time, three in five rate the quality of life in San Leandro as “excellent” or “good.”
- Two-thirds approve of the job the City does providing services.
- The services residents value most include fire protection, open and accountable operation of City government, budget management, garbage and recycling services, police patrols, infrastructure (such as storm drains, sewers, roads, and sidewalks) and addressing homeless encampments.
- Fire protection, parks and libraries, and garbage and recycling services are services residents both value and are highly satisfied with. Infrastructure and addressing homeless encampments are ones they value but are less satisfied with.
- Residents largely feel safe in San Leandro, particularly in their own neighborhoods.
- When it comes making the community safer, residents prioritize a wide variety of outcomes – including low levels of violent and property crime and services for people who are mentally ill.
- Generally, about two-thirds see a need for additional funding, and most prefer maintaining existing facilities rather than adding new ones.

For more information,
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