

Including Comparison of Opinion Leaders with the Mainstream

Year-end...  
Annual Community Survey

*Prepared Expressly for...*



**December 2018**

**Strategy Research Institute**  
*An Institute for CONSENSUS BUILDING*  
[WWW.SRI-CONSULTING.ORG](http://WWW.SRI-CONSULTING.ORG)  
800.224-7608



San Pablo 2018 Year-end Survey  
December 2018

# Research Design

Sample size: N=303  
N=41 Opinion Leaders

Population surveyed: Local electorate

Sampling Error:  $\pm 4.5$  to 5.8%

Data Collection: December 12-17, 2018



Figure 1  
San Pablo 2018 Year-end Survey  
December 2018

# San Pablo is a great community... I am happy to be a resident

**Question 1.1:** San Pablo is a great community; I am happy to be a resident.

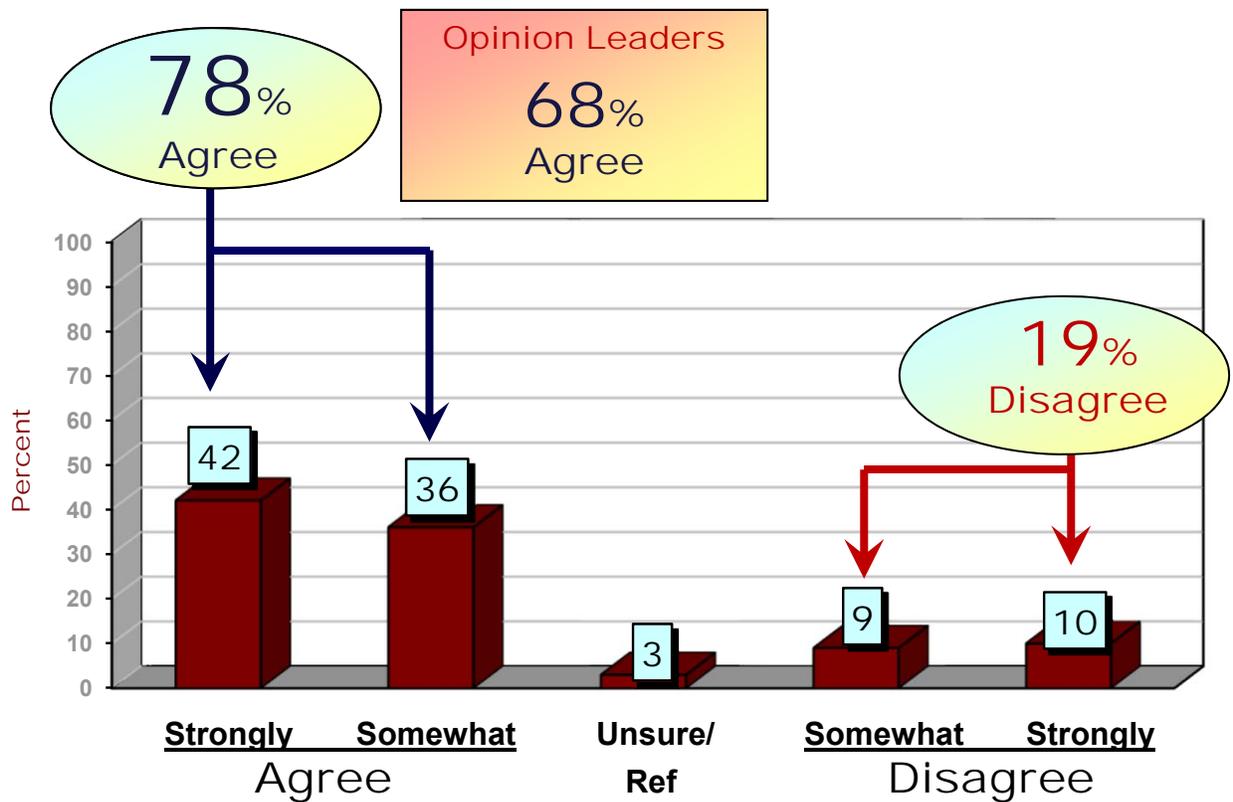
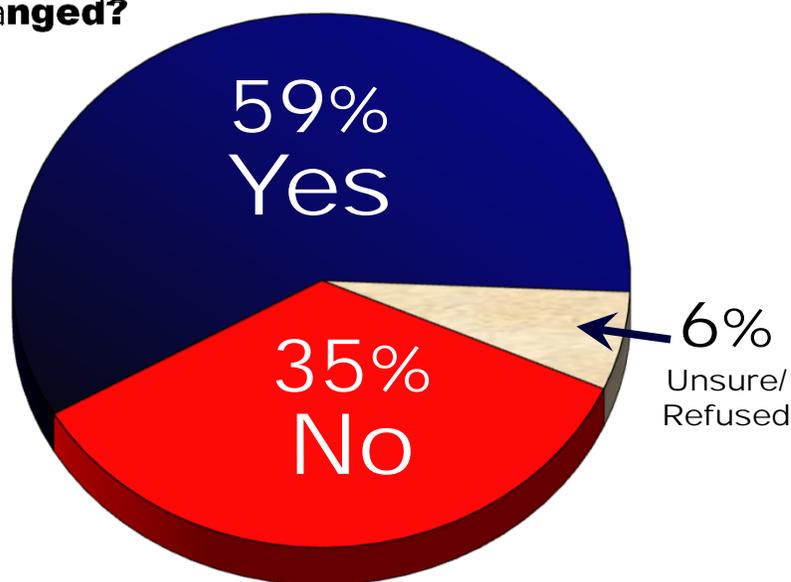


Figure 2  
San Pablo 2018 Year-end Survey  
December 2018

# Desired Changes In the City of San Pablo

**Question 2.0:** Is there anything about the City of San Pablo that you would like changed?



## *Issues Would Like Changed*

(Top 6, Rank-ordered)

Garbage (collection, trash on streets, etc.)	16%
Repair/maintenance streets & roads	13%
Homelessness	11%
Need hospital/better medical services	8%
Crime	7%
Police services (need more, need to be monitored)	7%

(Refer to Questionnaire for entire list)

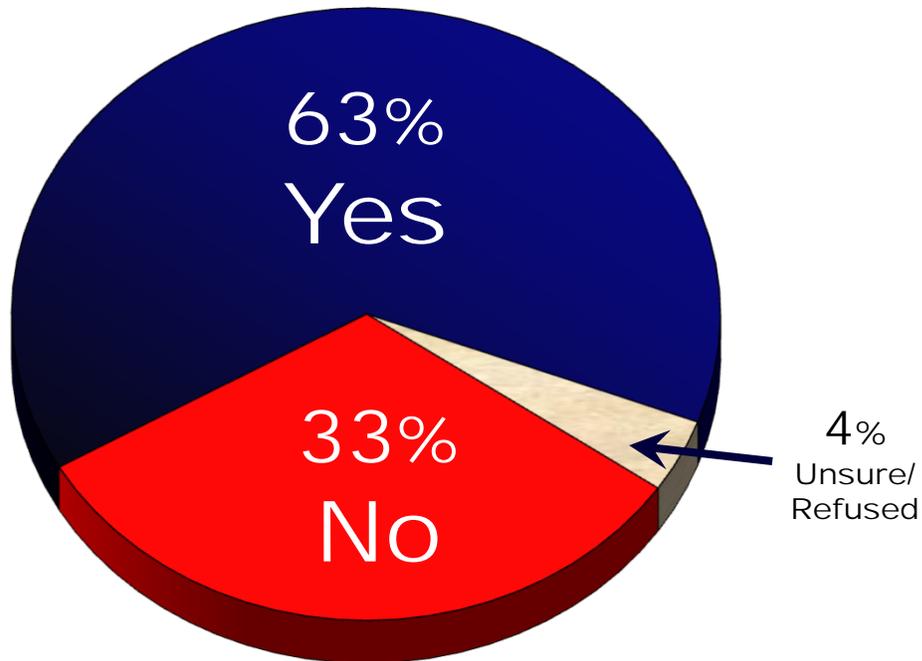


Figure 3  
San Pablo 2018 Year-end Survey  
December 2018

# Local Issues of Concern

(Front-end of Mind)

**Question 3.0:** Is there a Local Issue, or more than one issue, you are especially concerned about as a resident of San Pablo?



## *Issues of concern*

(Top 5, Rank-ordered)

Crime	14%
Homelessness	11%
Garbage (collection, trash on streets, etc.)	9%
Better education services	7%
Repair/maintenance streets and roads	6%

(Refer to Questionnaire for entire list)



Figure 4  
**San Pablo 2018 Year-end Survey**  
 December 2018

# Local Issues of Concern

(Core Values)

**Question 4.0:** I will read a list of local concerns. Please tell me, in order of priority, which three of these local issues are of most concern to you today.

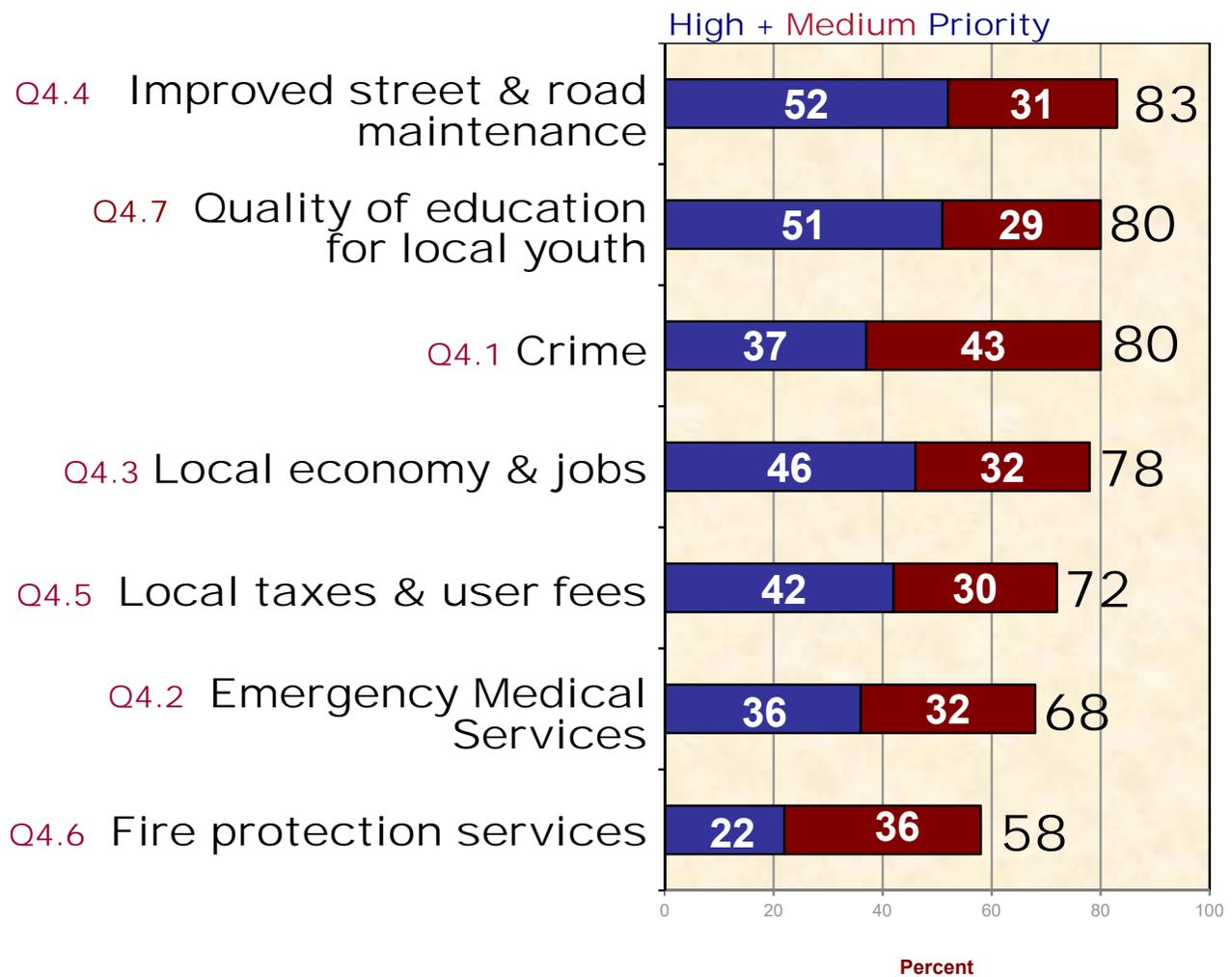


Figure 5  
San Pablo 2018 Year-end Survey  
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## Satisfaction with... City Services

**Question 7.0:** As you know, the City provides many services to San Pablo residents, including City street and park maintenance, programs and services for local youth and seniors, public safety services (such as police services), and many more. On whole, how satisfied are you with the services presently being provided by and/or through the City?

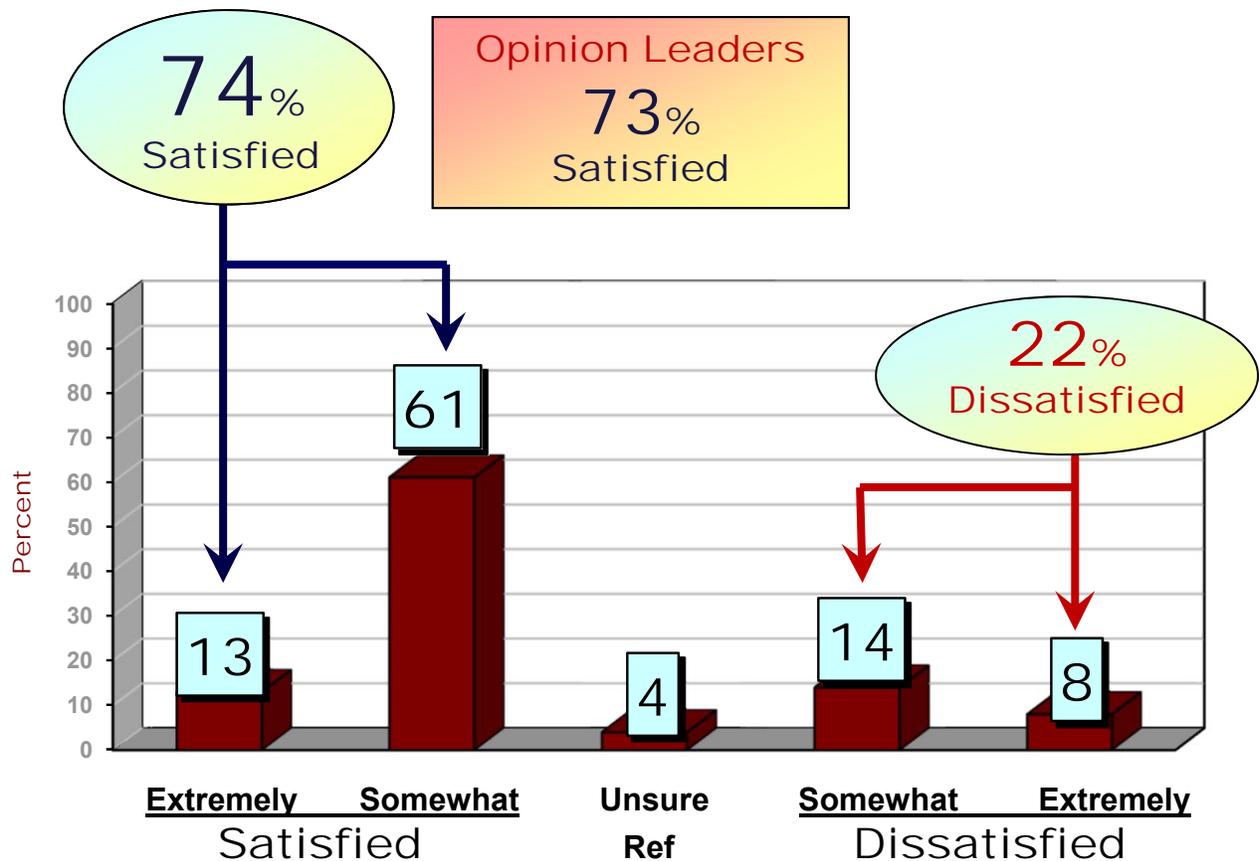
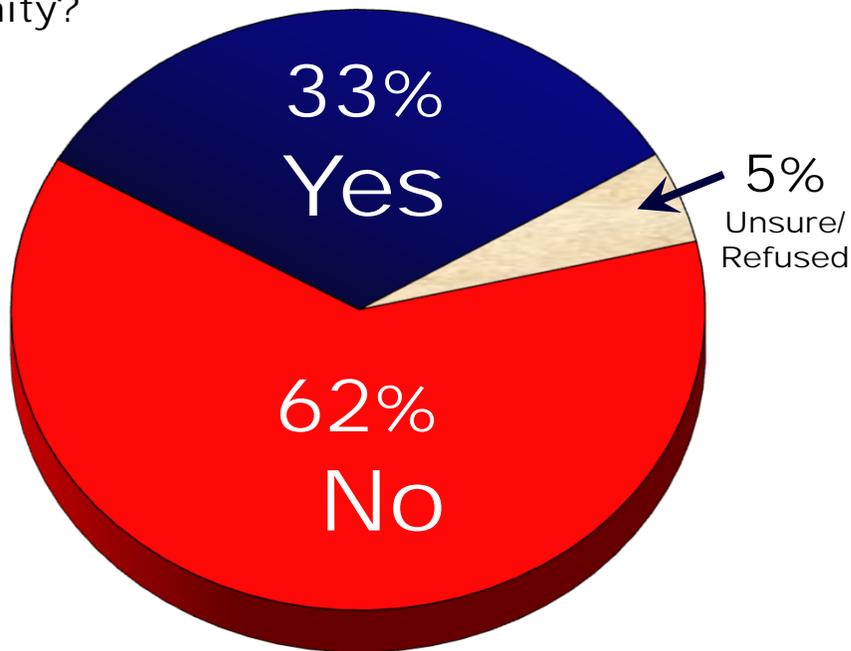


Figure 6  
San Pablo 2018 Year-end Survey  
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# Additional Services

Constituents would Like Included in 2019 Work Plan

**Question 8.0:** Are there any additional services that you would like the City to consider providing to residents throughout the community?



## *Additional Services*

(Top 4, Rank-ordered)

Additional services for SENIORS	12%
Programs for YOUTH (e.g., meals, after-school programs)	11%
Need hospital/better medical services	10%
More parks & recreation activities	10%

(Refer to Questionnaire for entire list)



Figure 7  
San Pablo 2018 Year-end Survey  
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# Has Crime in the City IMPROVED (LESS CRIME), GOTTEN WORSE, OR NO CHANGE?

**Question 9.0:** Public safety is, without question, one of the top concerns among residents in any community, San Pablo is no exception. In your opinion, has CRIME in San Pablo...

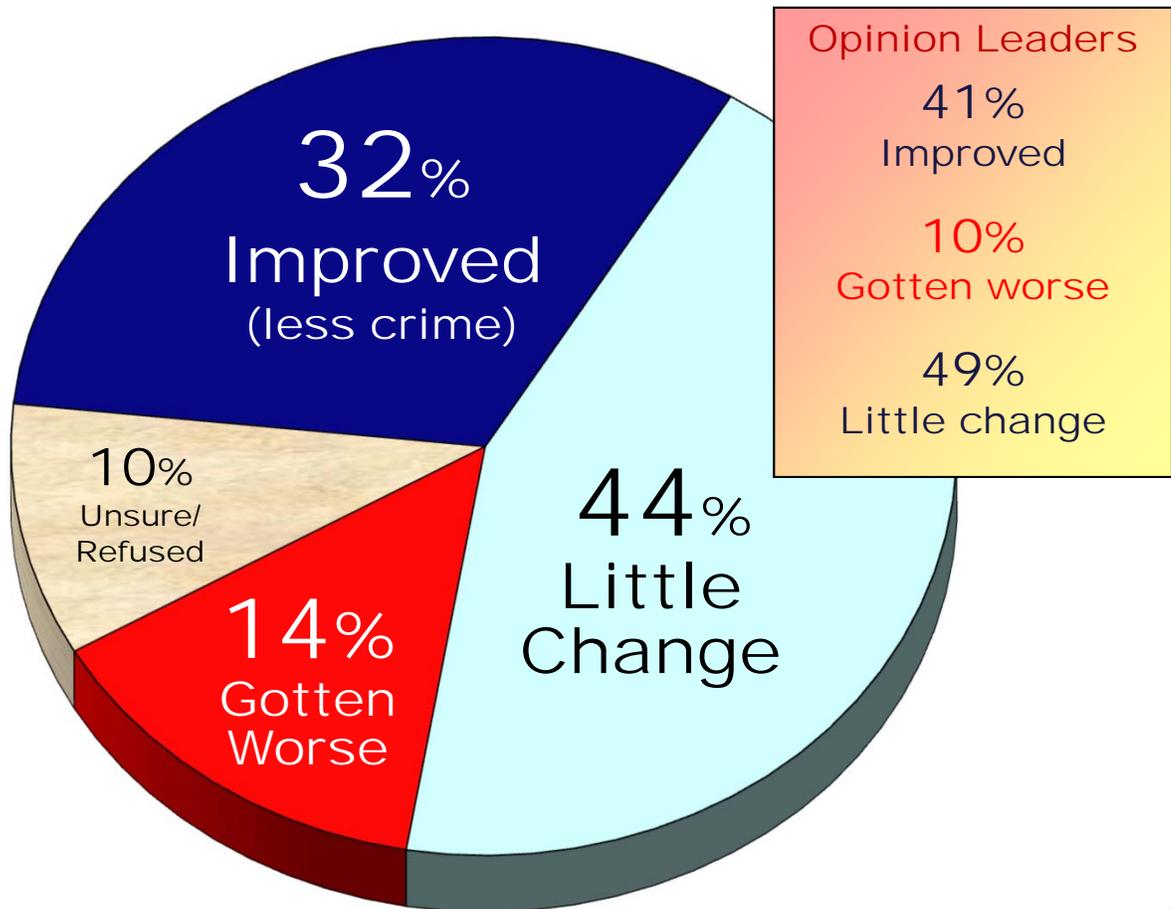


Figure 8  
San Pablo 2018 Year-end Survey  
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# Should the City... Invest in New Technologies to Enhance Public Safety?

**Question 10.0:** San Pablo City Council has invested thousands of dollars into a new City-wide camera surveillance technology and body worn cameras for its Police Department. Should the City continue to invest in new technologies to enhance public safety?

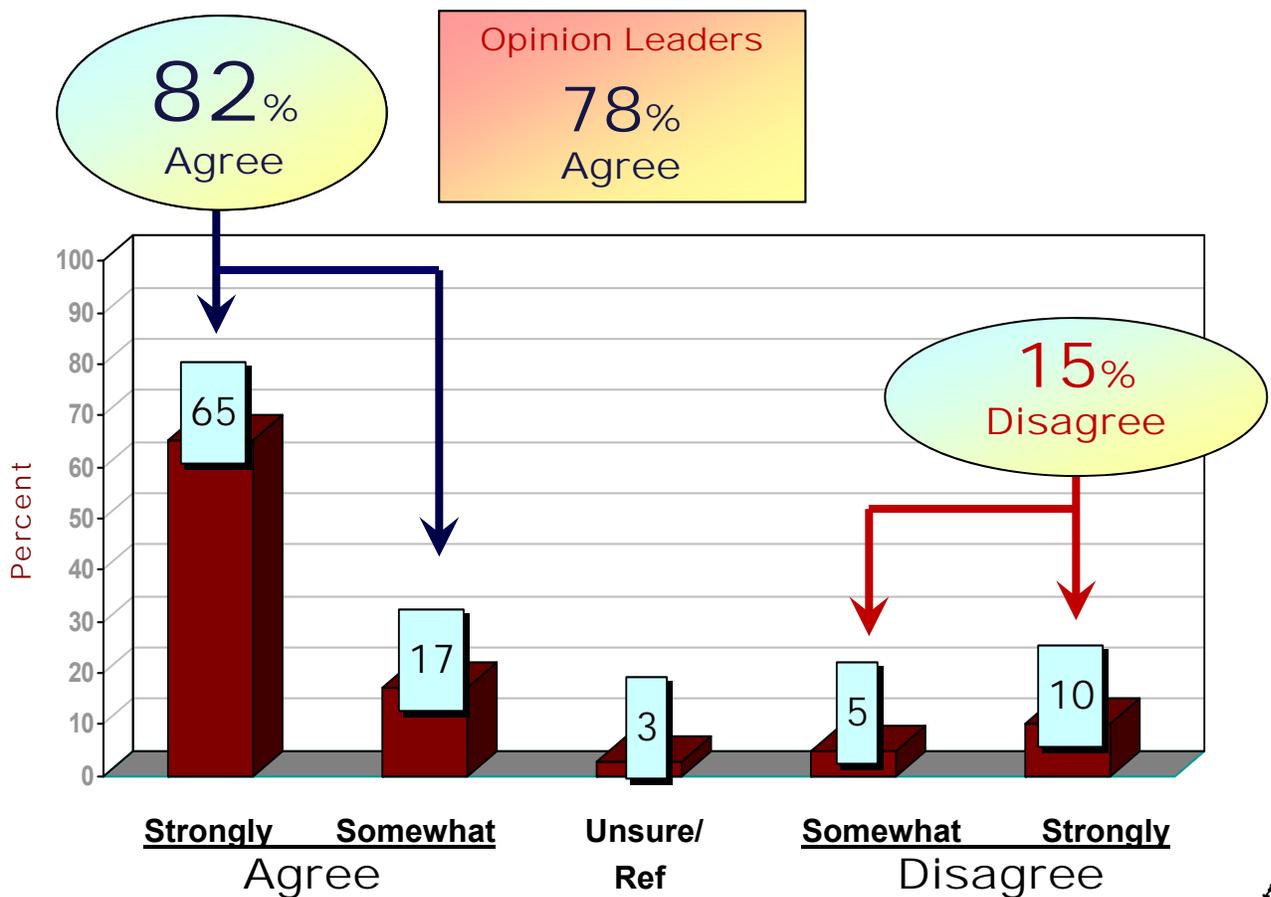


Figure 9  
**San Pablo 2018 Year-end Survey**  
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## Keep or Eliminate the Following Community Policing Programs (Rank-ordered)

**Question 11.0:** The San Pablo Police Department has a number of community policing programs to help combat crime, divert youth from at-risk behaviors, encourage police engagement, and improve crime reporting. Should these be kept or eliminated?

Community Policing Program	Keep	Eliminate
Q11.3 Youth At-Risk Programs	91%	5%
Q11.4 Neighborhood Watch Programs	88%	8%
Q11.1 School Resource Officers	83%	9%
Q11.5 Business Crime Prevention Program	82%	6%
Q11.7 Police Cadet Program	80%	11%
Q11.8 Police Explorers Program	71%	11%
Q11.2 San Pablo Police Citizen Academy	66%	12%
Q11.6 Loving Solutions (Parent Training)	63%	13%



Figure 10A  
San Pablo 2018 Year-end Survey  
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# Have You Heard of... Fiber Optics or Municipal Broadband?

**Question 12.1** Before this telephone interview, had you heard of fiber optics or Municipal Broadband?

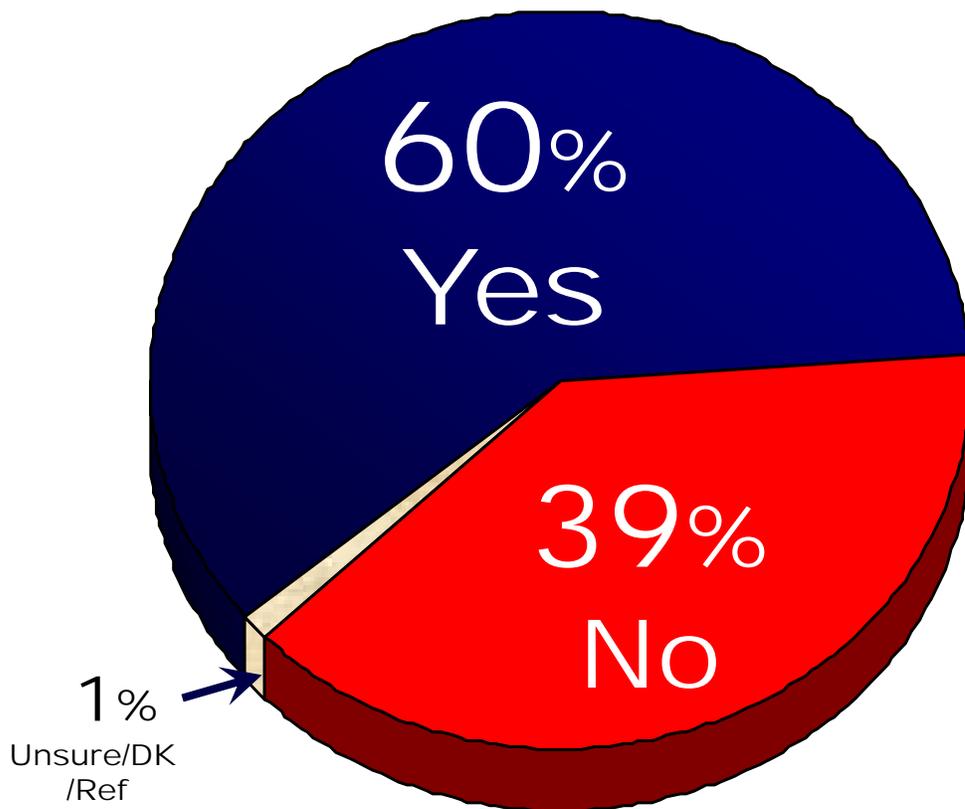


Figure 10B  
**San Pablo 2018 Year-end Survey**  
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# Likely 'Take Rate'

**Question 12.2** Based upon the description I just gave you for a City-owned, public Municipal Broadband fiber optics network AND a future City-wide 5G public wireless network, how likely is it that you will SWITCH from your present provider of Internet services (e.g., with Comcast Cable or AT&T), when it is made available to you through the City of San Pablo?

Likely Take Rate Today		
Minimum Take Rate	Likely Take Rate	Potential Take Rate
37%	53% to 59%	69%
100% of Highly Likely To Switch	100% of Highly Likely Plus 50% to 70% of Somewhat Likely to Switch	100% of Highly Likely Plus 100% of Somewhat Likely to Switch



Figure 11  
San Pablo 2018 Year-end Survey  
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# Voter Support for Renewal of Measure Q

**Question 13.1:** In order to ensure on-going public safety (in particular, gang prevention in San Pablo), job training for San Pablo residents in search of gainful employment, and other youth programs to deter San Pablo youth from at-risk behaviors, including childhood obesity preventions programs presently being funded through these monies, would you vote YES or NO on a Measure placed on the local ballot, asking San Pablo voters to keep this sales tax in place?

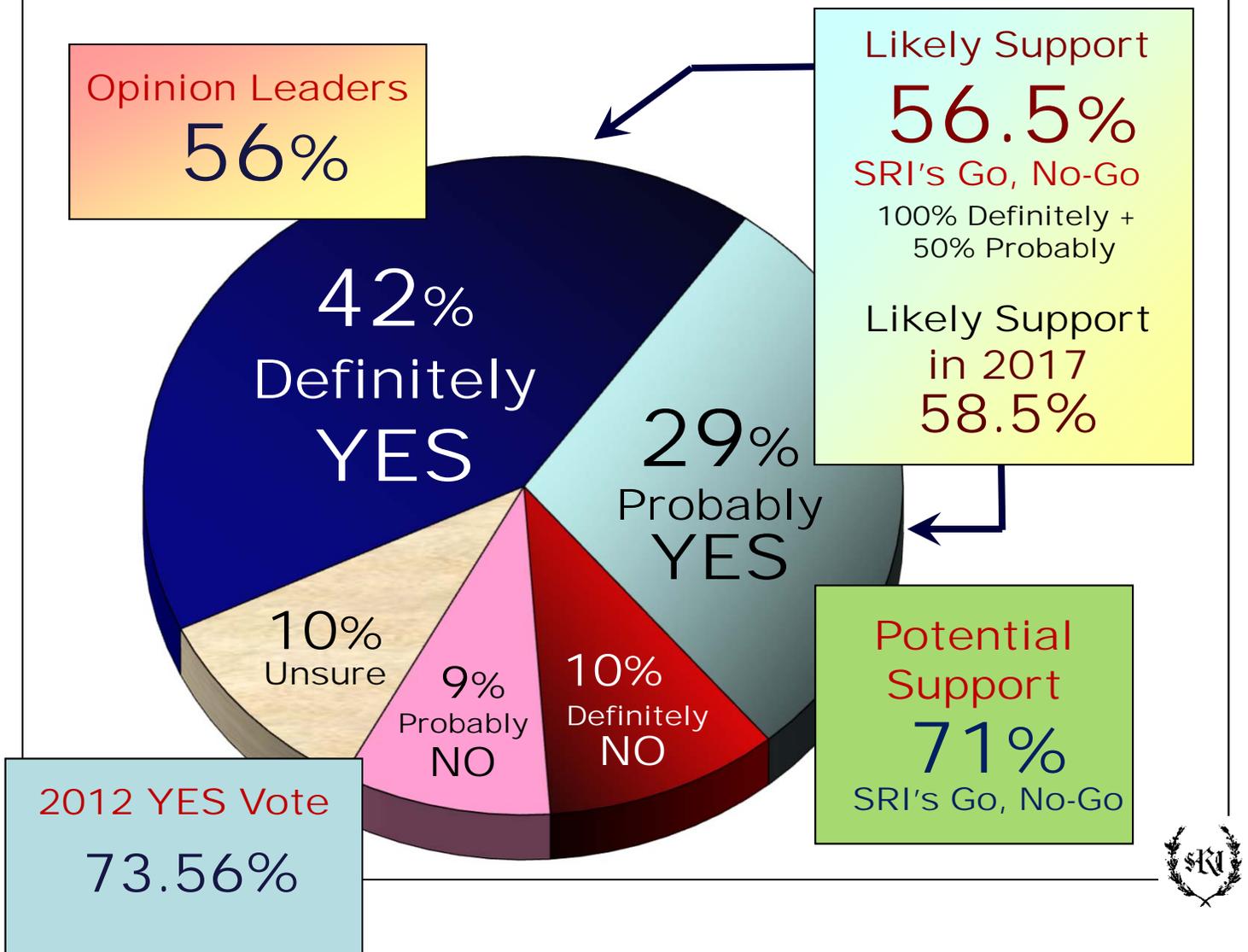


Figure 12A  
**San Pablo 2018 Year-end Survey**  
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# Endeavors for 2019 Work Plan (Rank-ordered)

**Question 5.0:** I will read a list of possible ENDEAVORS for the City's 2019 Work Plan. In your opinion, what priority should be placed on each item.

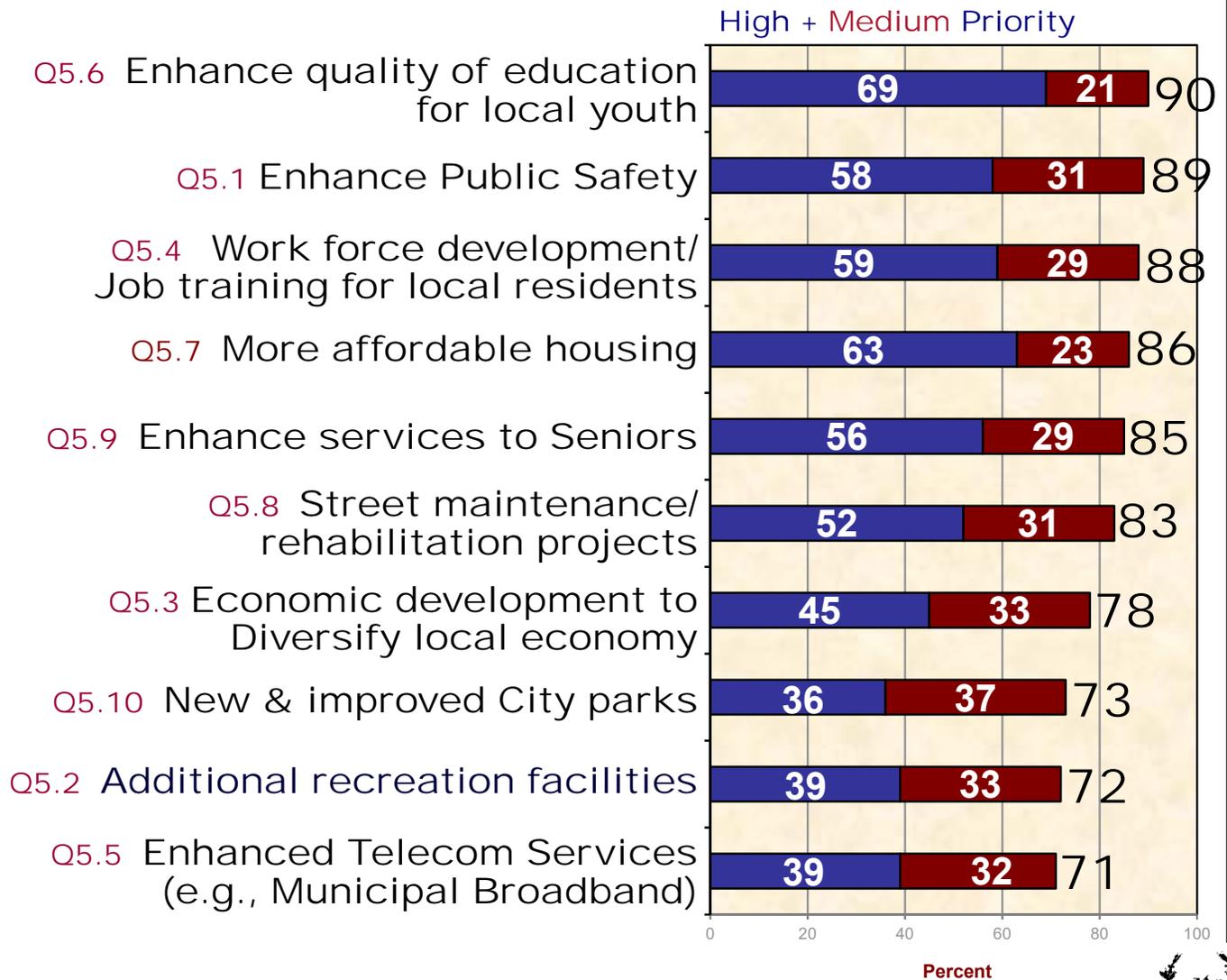
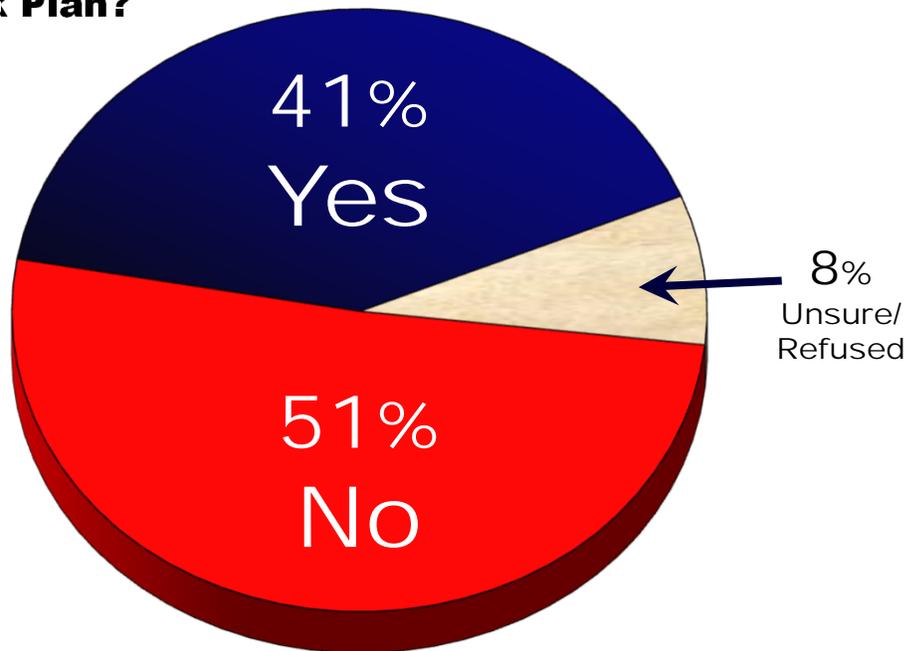


Figure 12B  
San Pablo 2018 Year-end Survey  
December 2018

# Additional Projects/Endeavors

Constituents would Like included in 2019 Work Plan

**Question 6.0:** Are there additional projects or endeavors that you think the new City Council should incorporate into its 2019 Work **Plan?**



## *Additional Projects*

(Top 5, Rank-ordered)

Additional Affordable housing	7%
Disseminate City information to residents	6%
Need hospital/better medical services	6%
Economic development (jobs/livable wage)	6%
Address Homelessness	6%

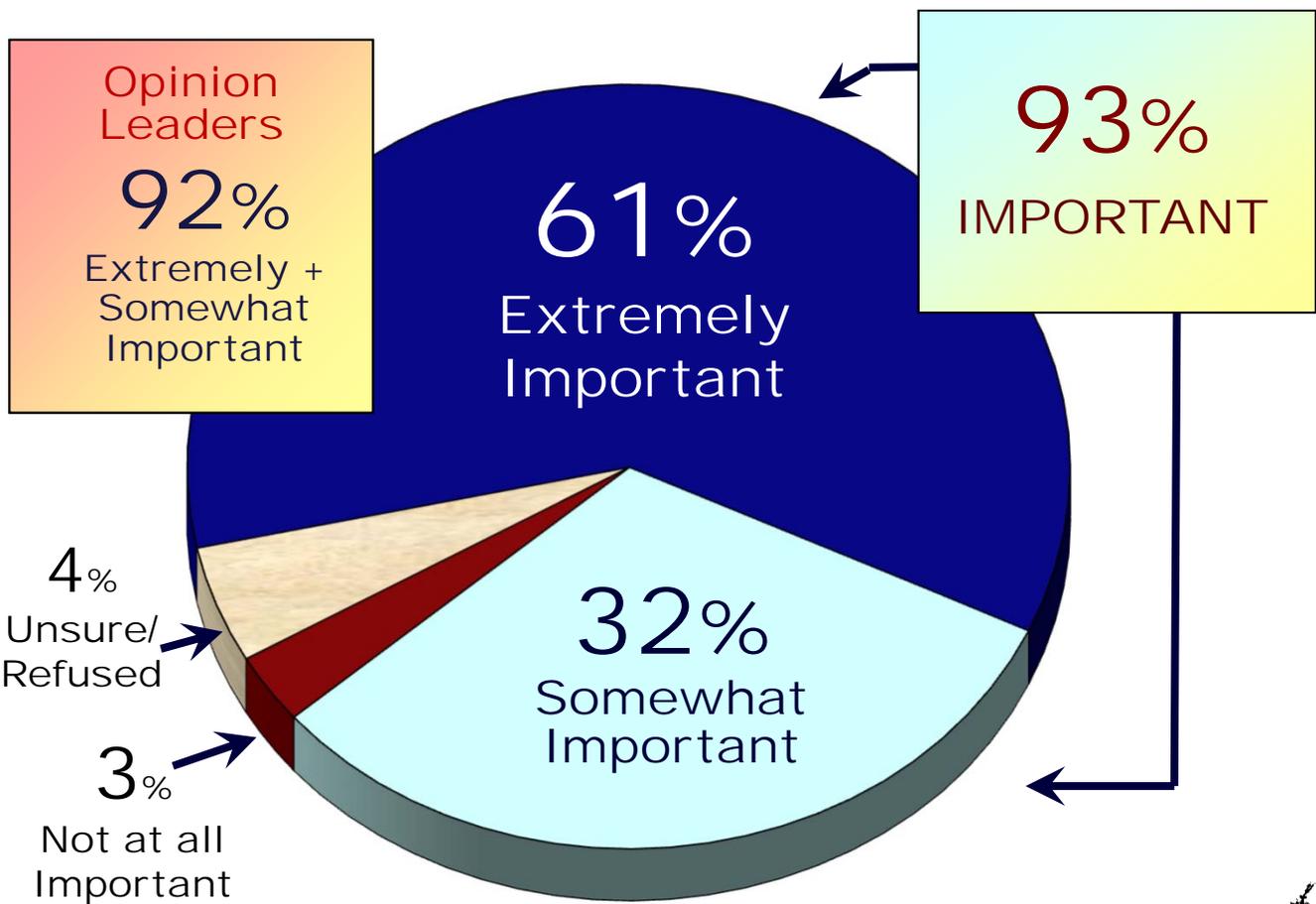
(Refer to Questionnaire for entire list)



Figure 13  
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## How Valuable Are... Annual Community Surveys?

**Question 14.0:** In order to secure input from the Community-at-large regarding policy-level decisions, San Pablo City officials reach out each year to constituents through a public opinion survey, such as the present one. The information secured through these scientific surveys is used to guide City officials in identifying issues of concern to local residents that need to be incorporated into the City Council's annual Work Plan. How important is securing input each year from the community-at-large to be certain that the City's Work Plan reflects the collective perceptions and desires of the community-at-large?



**Thank You**



*We'll be pleased to  
Take Questions Now*



Figure 14A  
**San Pablo 2018 Year-end Survey**  
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## Demographics of Survey Respondents

### *Length of Residency*

0 to 5 years	21%
6 to 10	17%
11 to 25	29%
Over 25 years	31%
Refused	2%

### *Age*

18 to 30	19%
31 to 40	12%
41 to 50	11%
51 to 65	23%
Over 65 years	31%
Refused	4%

### *Household Income*

Under \$25,000	18%
\$25,001 to \$50,000	21%
\$50,001 to \$75,000	18%
\$75,001 to \$100,000	15%
Over \$100,000	14%
Refused	14%

### *Ideology*

Liberal	24%
Progressive	21%
Moderate	22%
Conservative	21%
Refused	12%

### *Home Ownership*

Own	58%
Rent	38%
Refused	4%

### *Education*

Less than High School	5%
High School/Trade School	19%
Some College	31%
College Graduate	31%
Graduate/Prof. School	12%
Refused	2%

### *Ethnicity*

Caucasian	31%
Hispanic/Latino	23%
African American/Black	25%
Native American/Alaskan	1%
Native Hawaiian & other Pacific Islander	0%
Asian	7%
Other	13%

### *Gender*

Male	44%
Female	56%



Figure 14B  
San Pablo 2018 Year-end Survey  
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## Demographics of Survey Respondents

### *# School Aged Children*

None	65%
One	15%
Two	12%
Three or more	5%
Refused	3%

### *Area of Residence*

East I80/San Pablo Hills	22%
Old Town	11%
N San Pablo, Leroy Heights Contra Costa College	28%
West I80, Casino Hospital Area, City Hall	26%
Refused	13%

### *Registered to Vote*

Yes	91%
No	7%
Refused	2%

### *Party ID*

Democrat	64%
Republican	8%
Independent	10%
Other	13%
Refused	5%

