

Including Comparison of Opinion Leaders with the Mainstream

San Pablo 2020 Year-end... Annual Community Survey

Prepared Expressly for...



January 2021

Strategy Research Institute
An Institute for CONSENSUS BUILDING
WWW.SRI-CONSULTING.ORG
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San Pablo Community Survey
January 2021

Research Design

Sample size: **N=301**
N= 44 Opinion Leaders

Population surveyed: **Community-at-large**

Sampling Error: **±4.5 to 5.8%**

Data Collection: **January 18 thru 21, 2021**



Figure 1
San Pablo Community Survey
January 2021

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

Question 1.0: San Pablo is a great community; I am happy to be a resident.

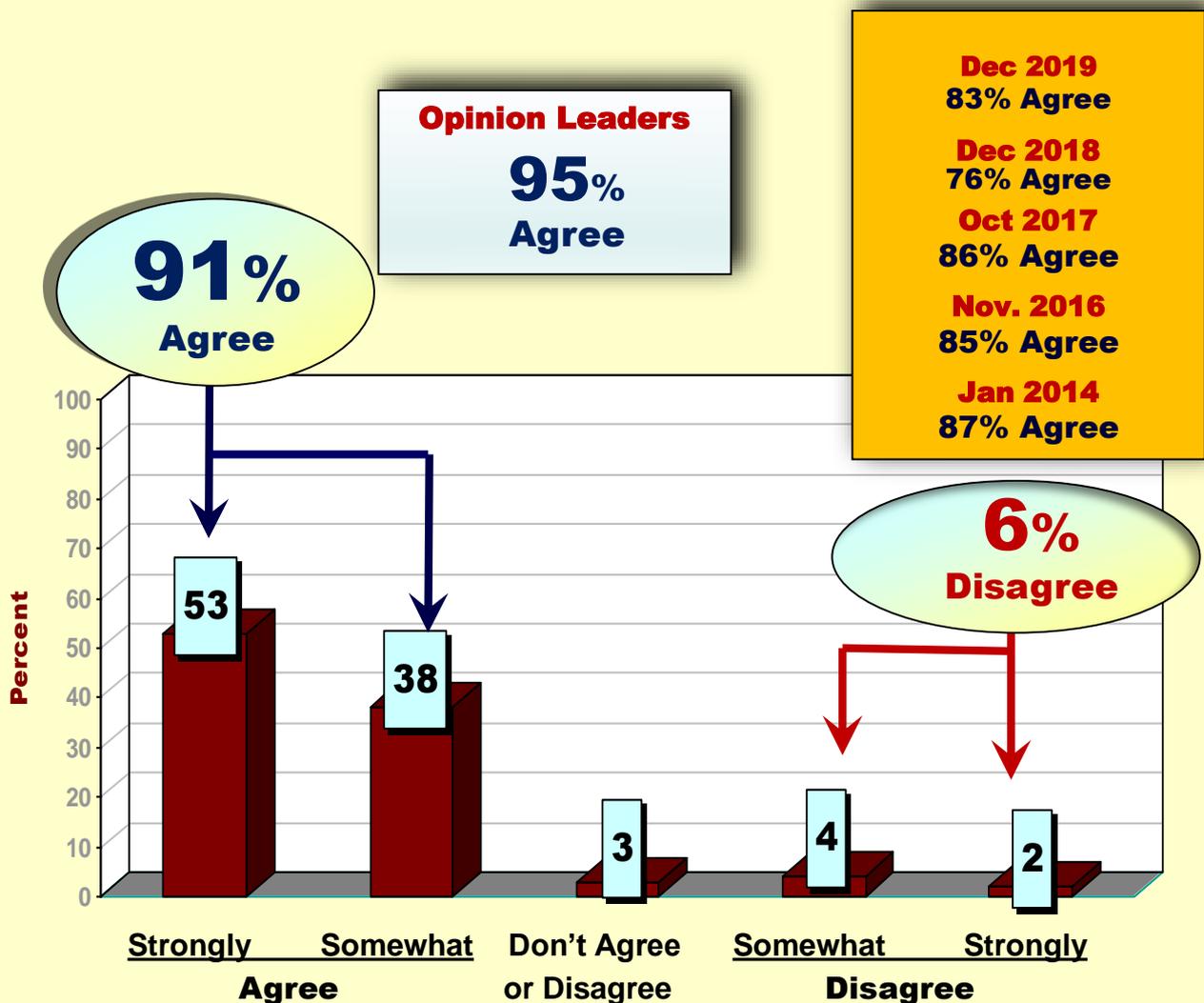
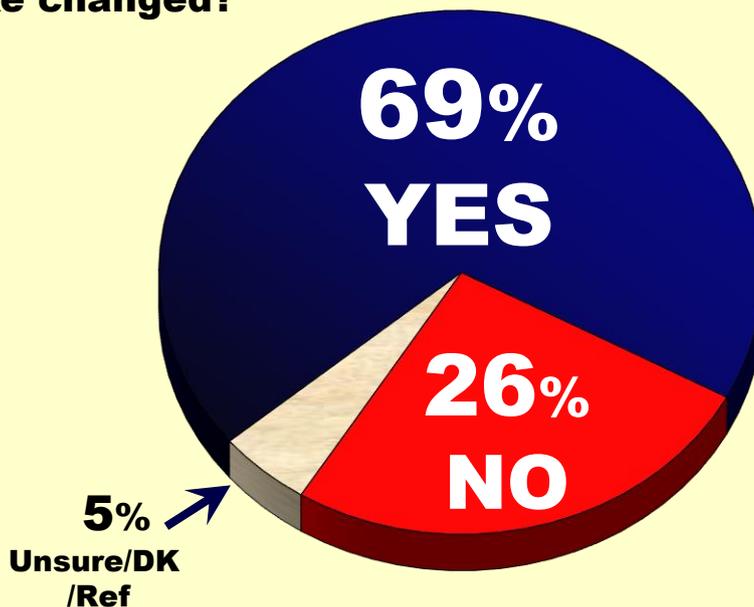


Figure 2
San Pablo Community Survey
January 2020

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 based upon % of 69% who said YES)

- | | |
|------------|---------------------------------------|
| 20% | Trash clean-up around the city |
| 10% | Address issue of homelessness |
| 9% | Crime (remain under control) |
| 8% | More police officers needed |
| 7% | Street & road maintenance |
| 6% | Traffic (too much, speeding) |

(Refer to Questionnaire for entire list)

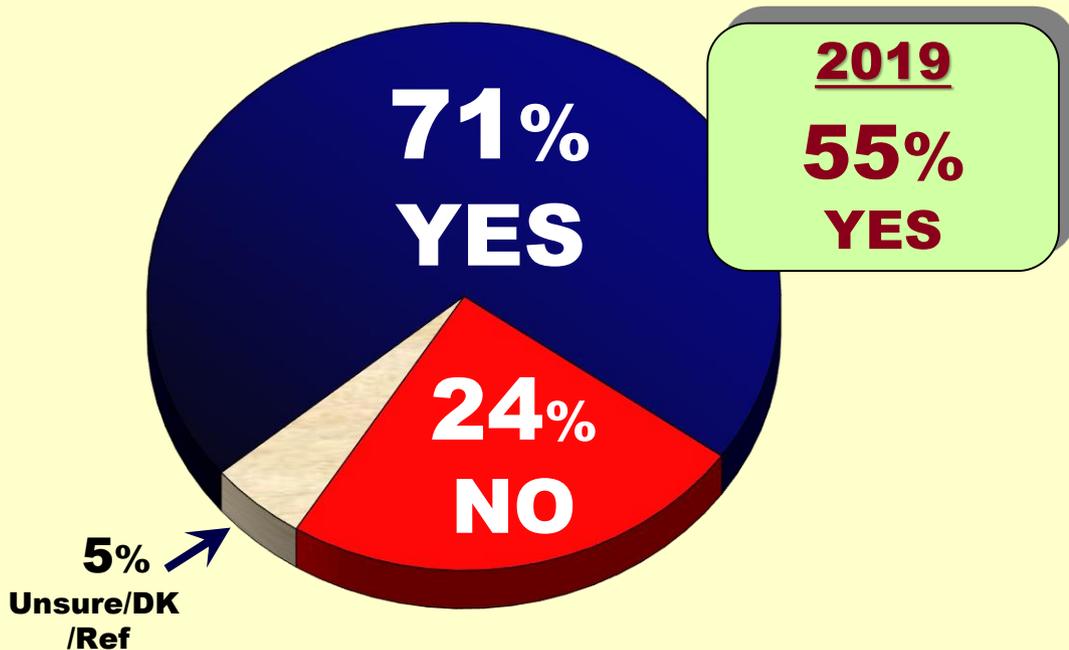


Figure 3
San Pablo Community Survey
January 2021

Local Issues of Concern

(Open-ended)

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 based upon % of 71% who said YES)

16%	Trash clean-up around the City
15%	Address issue of homelessness
7%	Crime (remain under control)
6%	Covid 19 Pandemic
6%	More police officers needed

(Refer to Questionnaire for entire list)



Figure 4
 San Pablo Community Survey
 January 2021

Local Issues of Concern

(Core Values)

Question 4.0: I will read a list of local issues that may or may not be of concern to local residents. After I read each one, please tell me whether the issue is something that is of High concern, Some concern, or NO Concern at all to you.

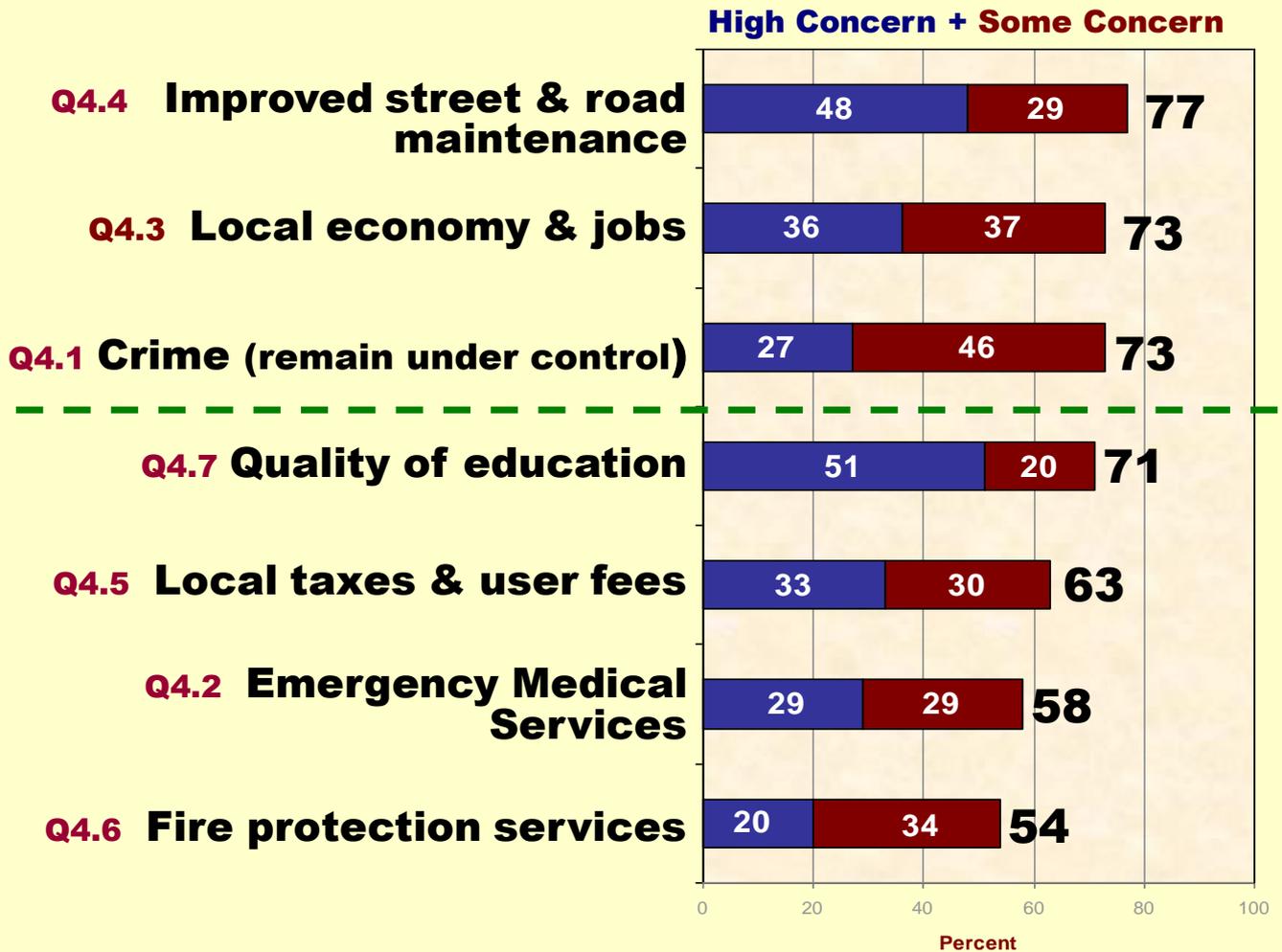


Figure 5A
 San Pablo Community Survey
 January 2021

Endeavors for 2020-22 Work Plan (Top 8 Rank-ordered)

Question 5.0: A new City Council, elected in November 2020, will soon be developing an update to the City Council's Priority Work Plan for fiscal year 2020-22. They would like to have benefit of your input as they approach this important task. I will read a list of possible endeavors that are presently under consideration. Please tell me whether you see this as being a high priority, medium, low or NOT a priority at all.

High Priority + Medium Priority

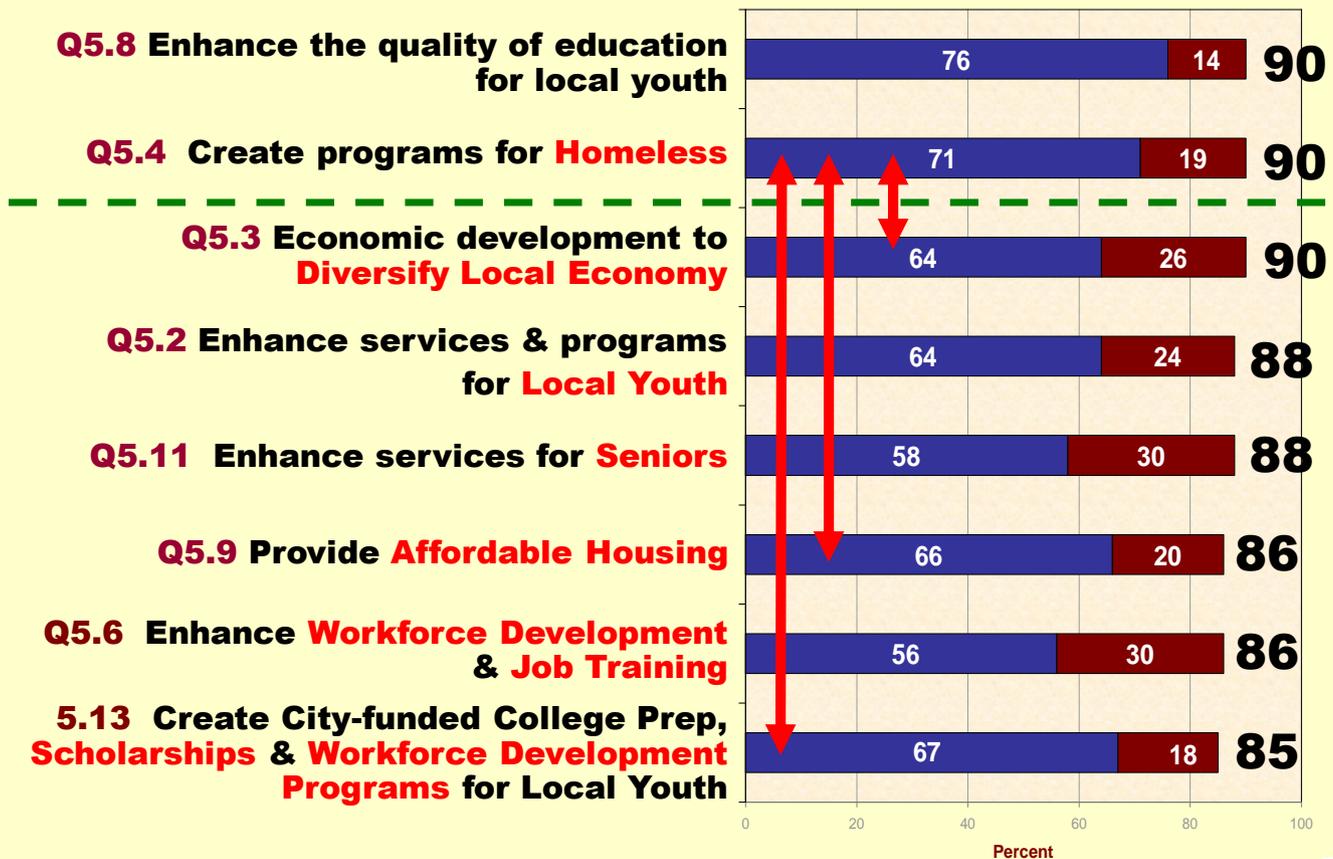


Figure 5B
San Pablo Community Survey
January 2021

Endeavors for 2020-22 Work Plan (Bottom 5 Rank-ordered)

Question 5.0: A new City Council, elected in November 2020, will soon be developing an update to the City Council's Priority Work Plan for fiscal year 2020-22. They would like to have benefit of your input as they approach this important task. I will read a list of possible endeavors that are presently under consideration. Please tell me whether you see this as being a high priority, medium, low or NOT a priority at all.

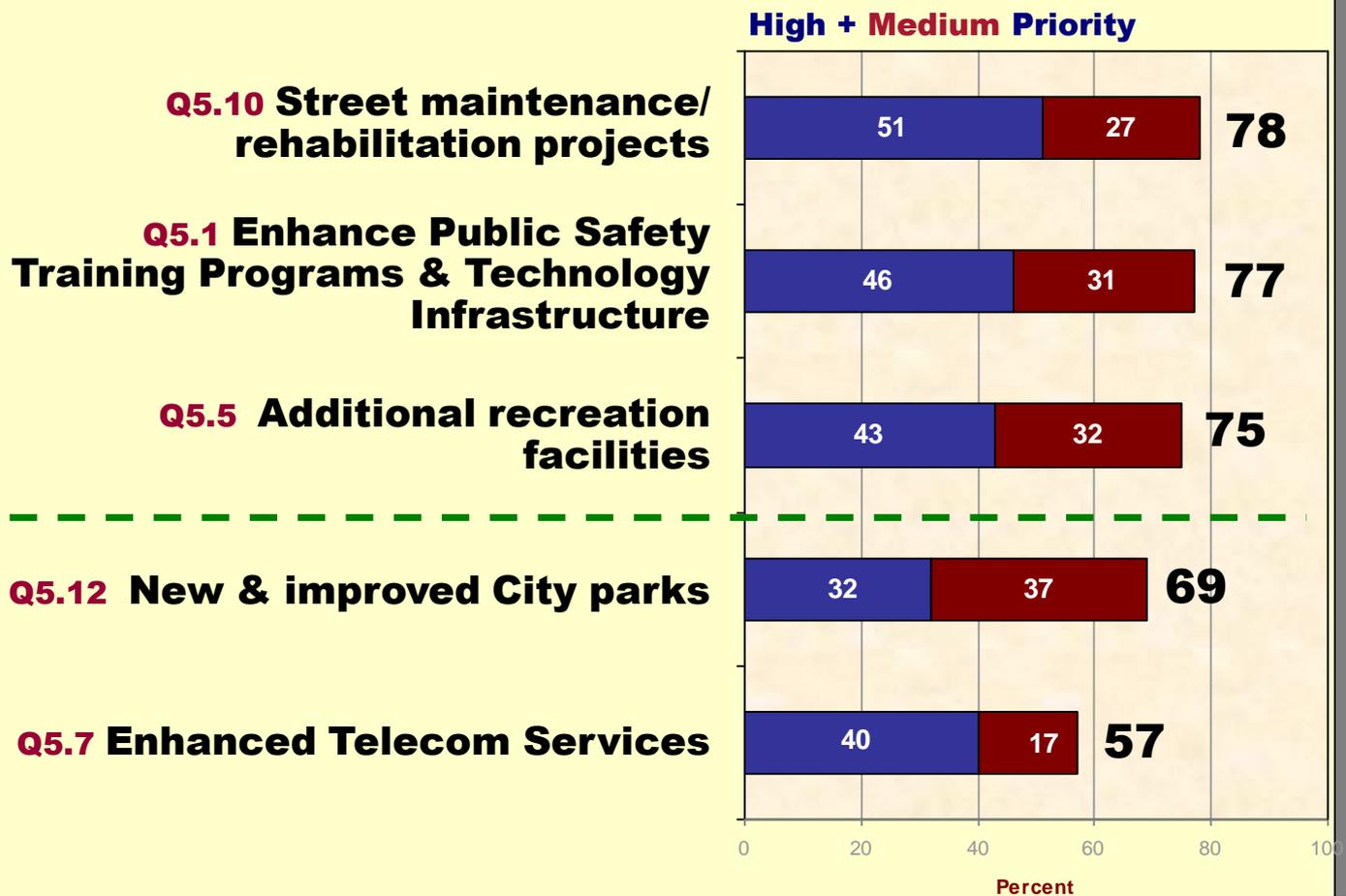
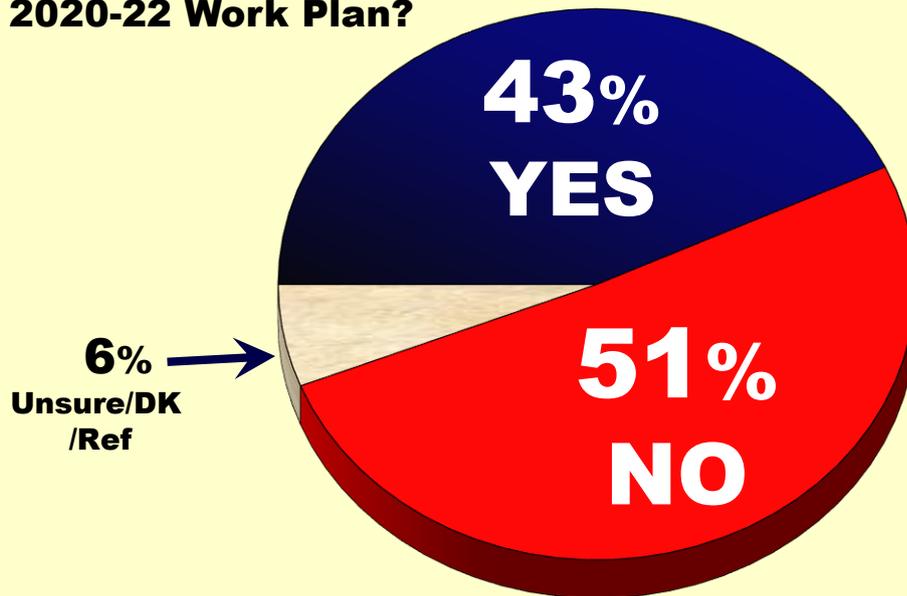


Figure 6
San Pablo Community Survey
January 2021

Additional Projects/Endeavors

Constituents would Like included in 2020-22 Work Plan

Question 6.0: Are there additional projects or endeavors that you think the new City Council should incorporate into its 2020-22 Work Plan?



Additional Projects

(Top 6, Rank-ordered based upon 43% of those who said YES)

- 8%** **Address issue of homelessness**
- 7%** **Trash clean-up around City**
- 6%** **Better health care**
- 6%** **Programs for youth**
- 6%** **Crime (remain under control)**
- 6%** **Street & road maintenance**

(Refer to Questionnaire for entire list)



Figure 7
San Pablo Community Survey
January 2021

Satisfaction with... **City-Sponsored Services & Programs**

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?

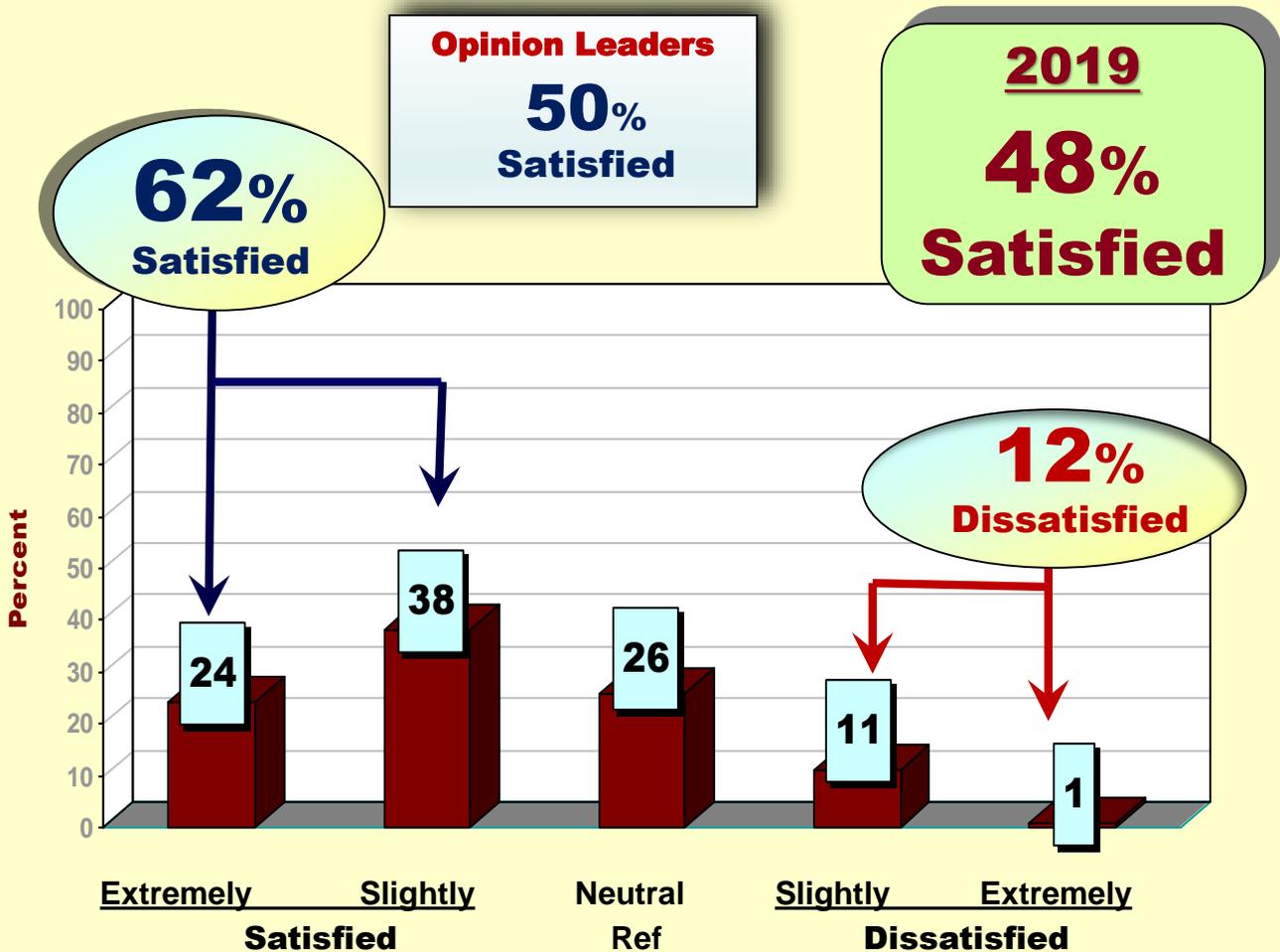
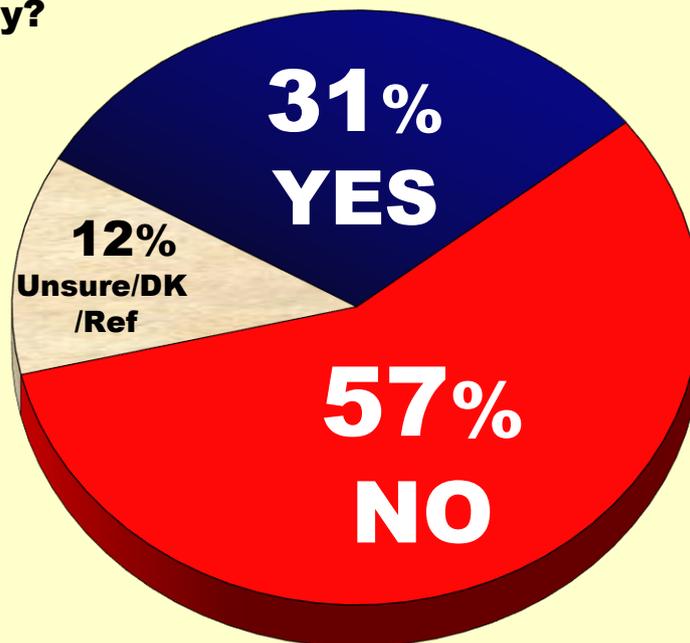


Figure 8
San Pablo Community Survey
January 2021

Additional Services

Constituents would Like Included in 2020-22 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 based upon 31% of those who said YES)

- 17% Crime (remain under control)**
 - 15% Trash clean-up around the city**
 - 11% Better health care**
 - 8% Assistance for seniors**
- (Refer to Questionnaire for entire list)



Figure 9
San Pablo Community Survey
January 2021

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...

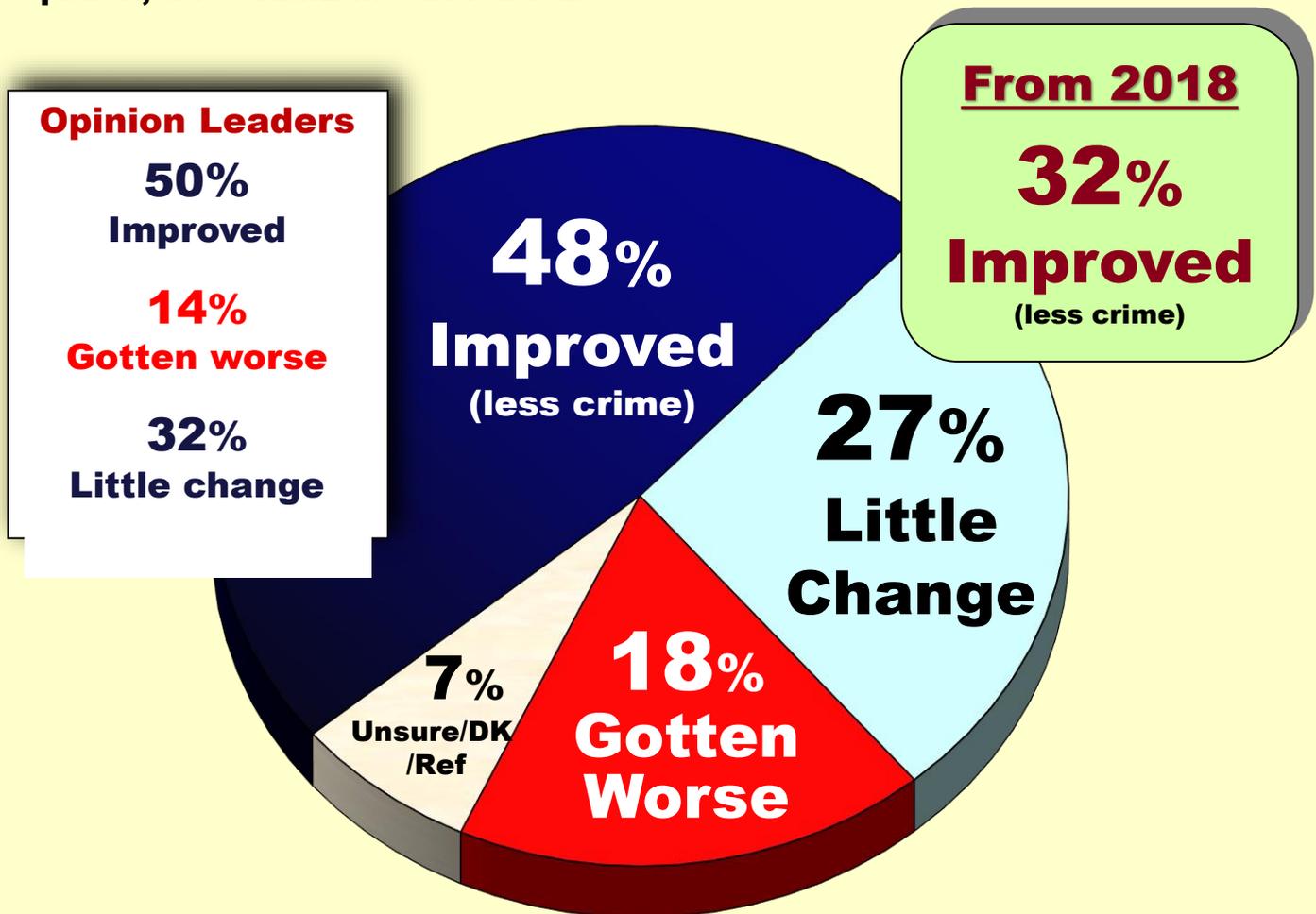


Figure 10
San Pablo Community Survey
January 2021

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, body worn cameras, and new DRONE technology for its Police Department, which has assisted in reducing violent crime substantially, increased law

Do you **AGREE** or **DISAGREE** with the notion that the City should continue to invest in new technologies to enhance public safety throughout the community? And would that be...

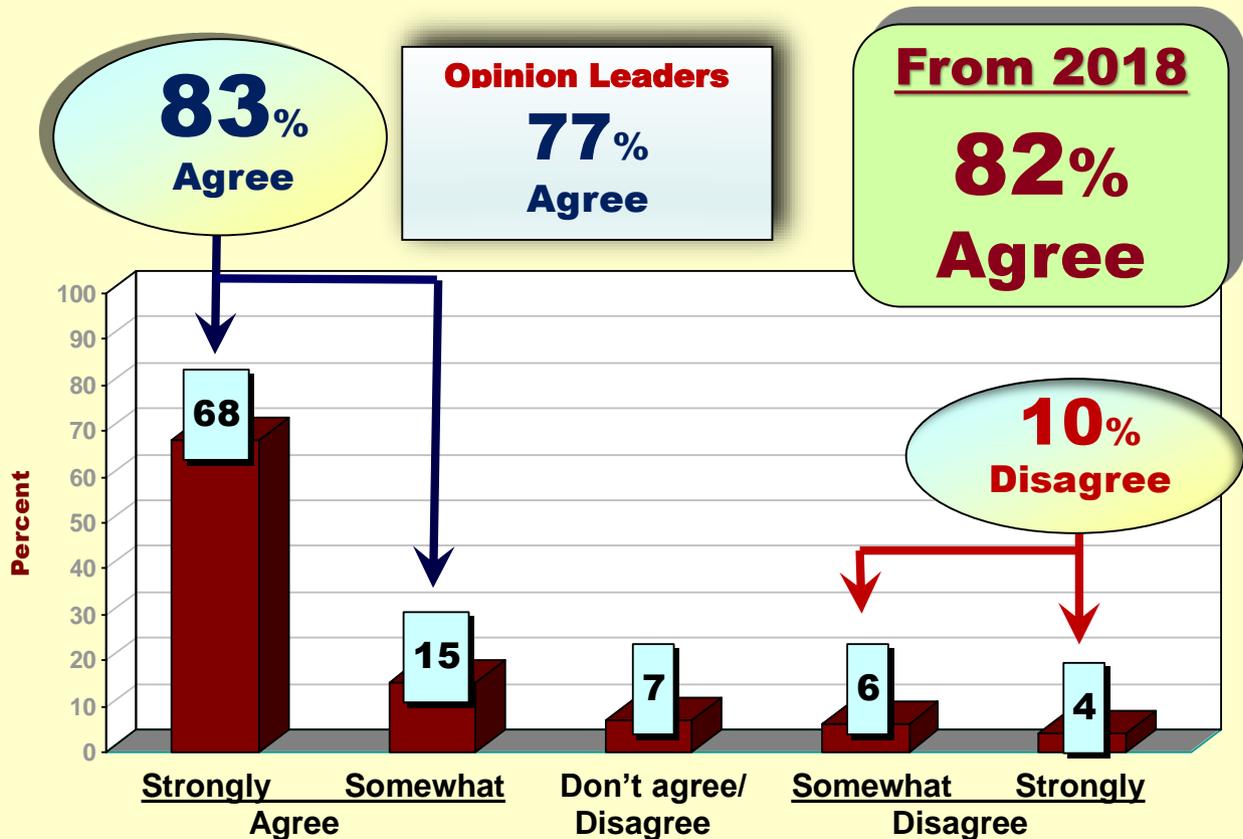


Figure 11
San Pablo Community Survey
January 2021

Do You Support... **Construction & Development** of New Police Department & Regional Law Enforcement Training Center?

Question 11.0: Do you support the construction and development of a new Police Department, combined with a Regional Law Enforcement Training Center?

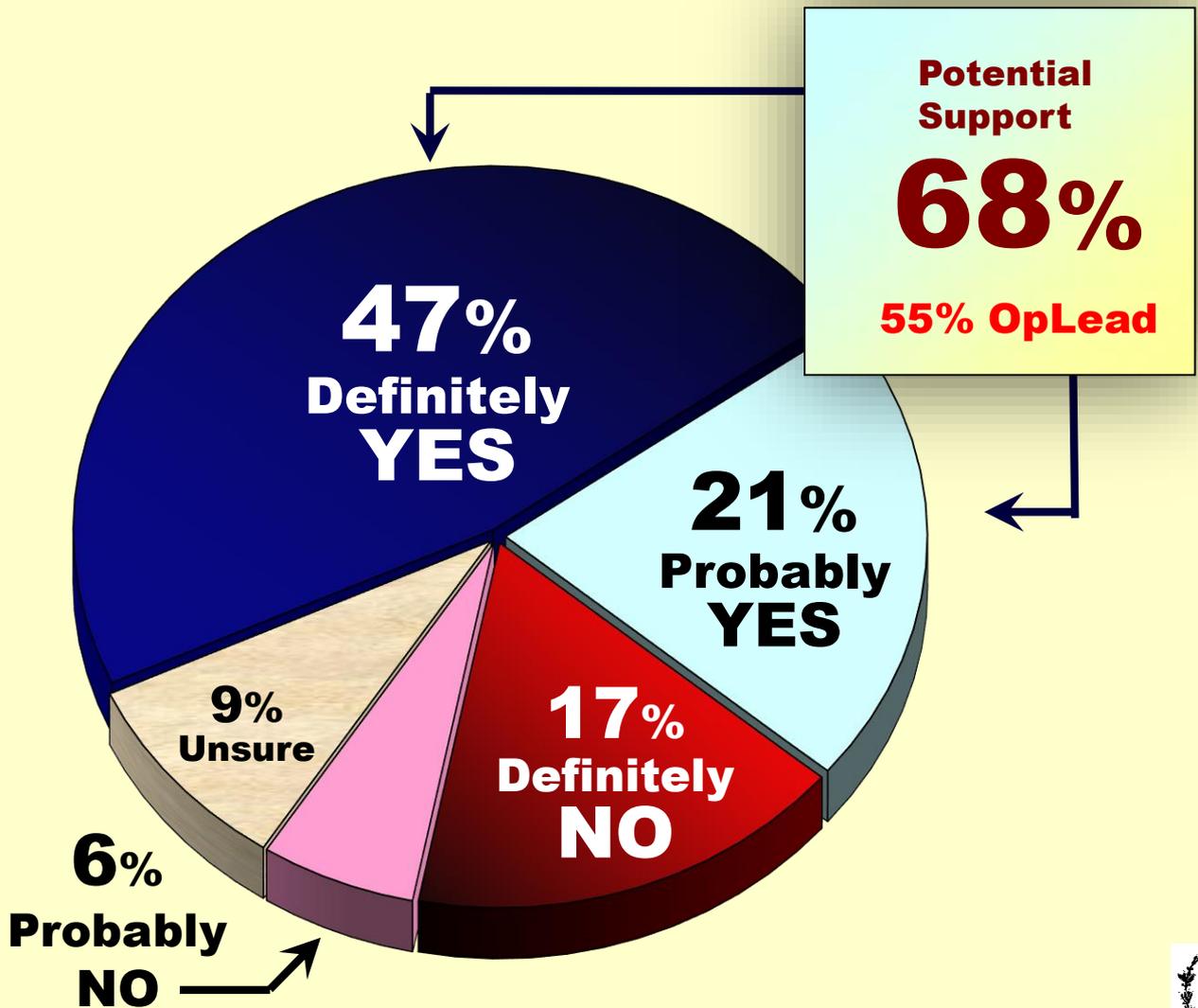


Figure 12
 San Pablo Community Survey
 January 2021

Keep or Eliminate the Following Community Policing Programs (Rank-ordered)

Question 12.0: 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
Q12.3 Youth At-Risk Programs	85%	5%
Q12.4 Neighborhood Watch Programs	81%	13%
Q12.6 Loving Solutions	80%	8%
Q12.5 Business Crime Prevention Program	78%	9%
Q12.7 Police Cadet Program	73%	10%
Q12.1 School Resource Officers (JEWL) <small>Juvenile Education Welfare Liaison</small>	66%	23%
Q12.2 San Pablo Police Citizen Academy	64%	12%
Q12.8 Police Explorers Program	62%	10%



Figure 13A
San Pablo Community Survey
January 2021

Have You Heard of... Fiber Optics or Municipal Broadband?

Question 13.1 Before this telephone interview, had you heard of fiber optics or Municipal Broadband?

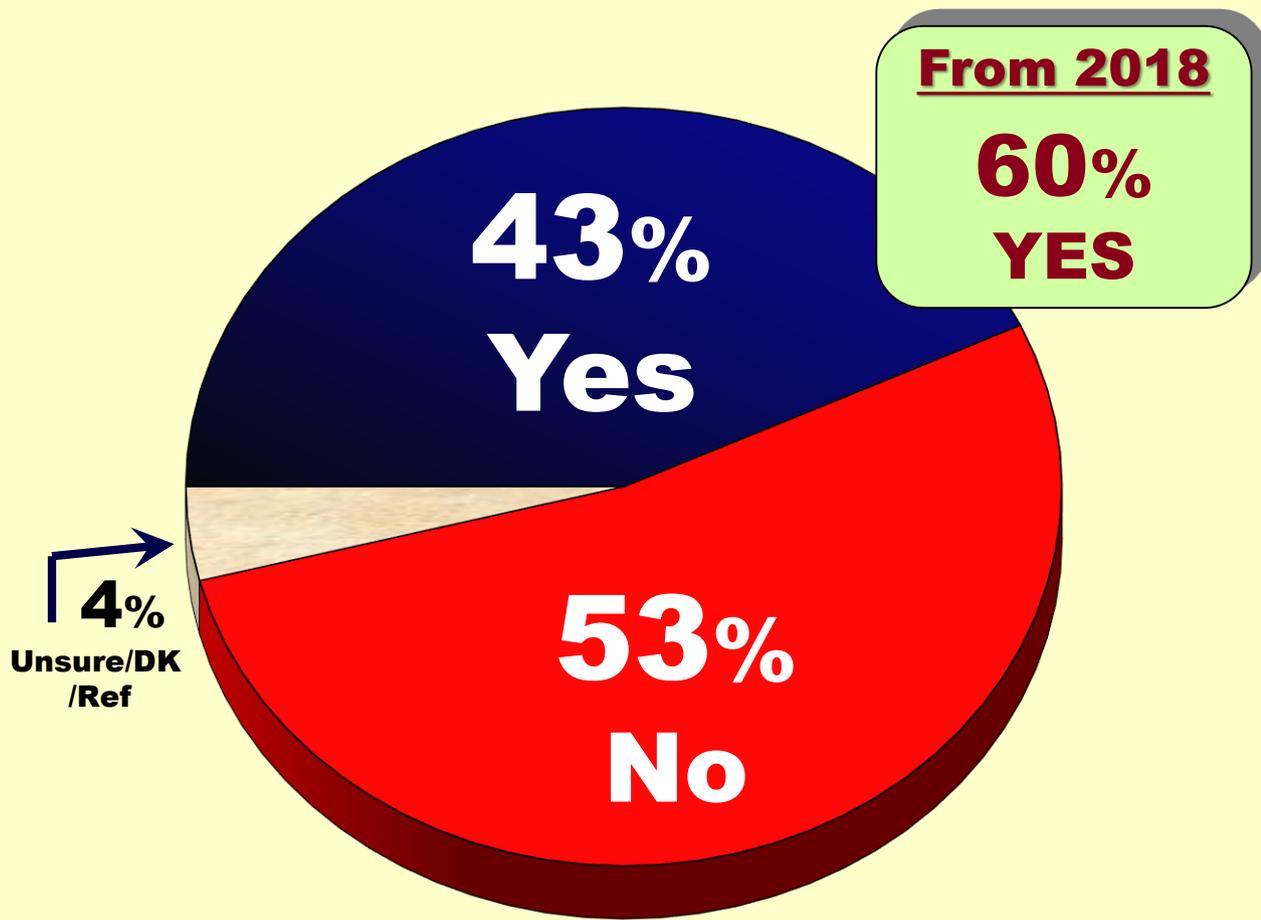


Figure 13B
 San Pablo Community Survey
 January 2021

Likely 'Take Rate'

Question 13.2: 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 (including your television, internet and perhaps telephone), specifically Comcast Cable or AT&T when it is made available to you through the City of San Pablo?

Likely Take Rate Today

Minimum Take Range	Likely Take Rate	Potential Take Rate
41%	51.5% to 55.7%	62%
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

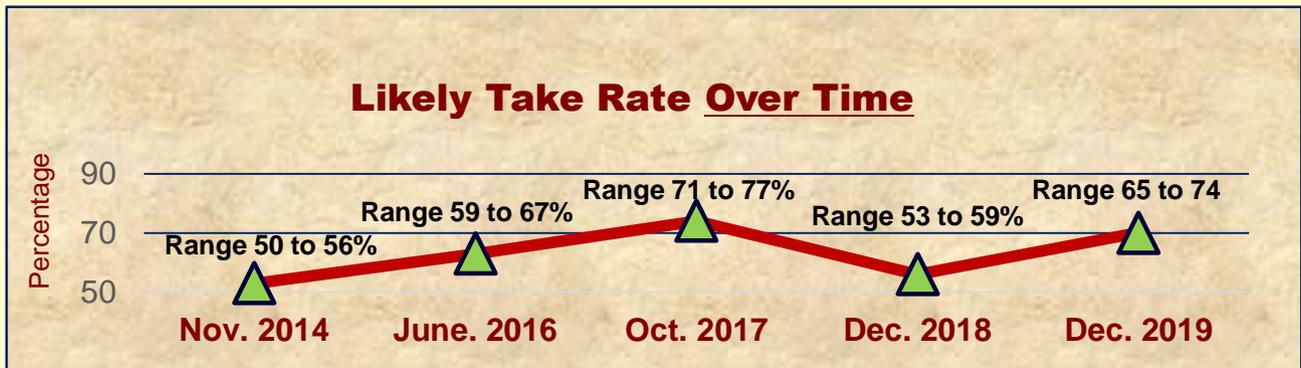


Figure 14A
San Pablo Community Survey
January 2021

Do You Support Partnering with the... **West Contra Costa Unified SCHOOL DISTRICT** for Wi-Fi Connectivity?

Question 14.1: City officials are committed to playing a central role in ensuring that San Pablo residents, especially local youth, have access to these technological enhancements. Toward that end, City officials are considering entering into partnerships with the following two entities; the West Contra Costa Unified School District AND/OR San Pablo branch of the Contra Costa County Library. Both endeavors would be intended to promote academic enrichment for local youth AND help close the digital divide in San Pablo.

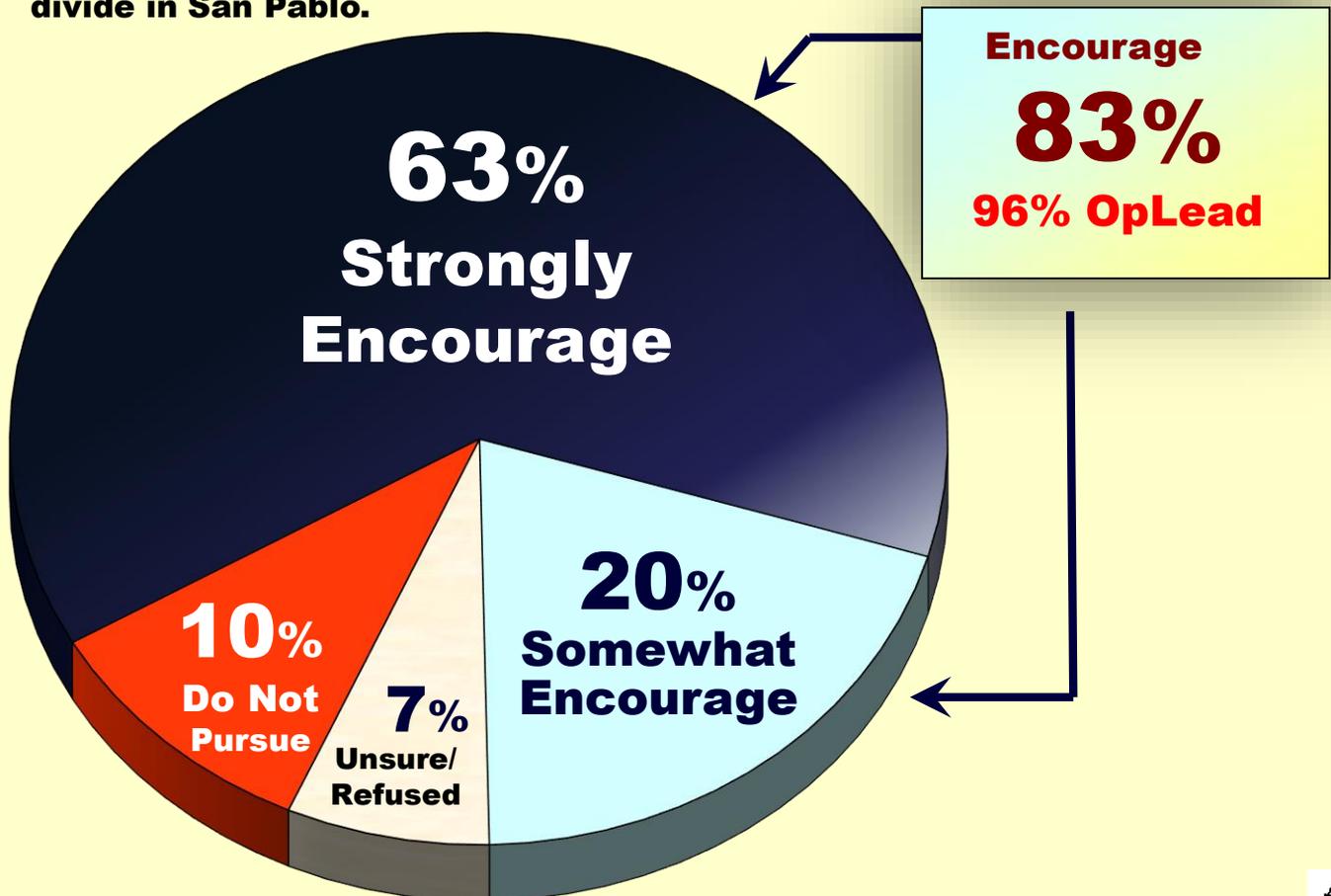


Figure 14B
San Pablo Community Survey
January 2021

Do You Support Partnering with the... **San Pablo Branch County LIBRARY** for Wi-Fi Connectivity?

Question 14.2: City officials are committed to playing a central role in ensuring that San Pablo residents, especially local youth, have access to these technological enhancements. Toward that end, City officials are considering entering into partnerships with the following two entities; the West Contra Costa Unified School District AND/OR San Pablo branch of the Contra Costa County Library. Both endeavors would be intended to promote academic enrichment for local youth AND help close the digital divide in San Pablo.

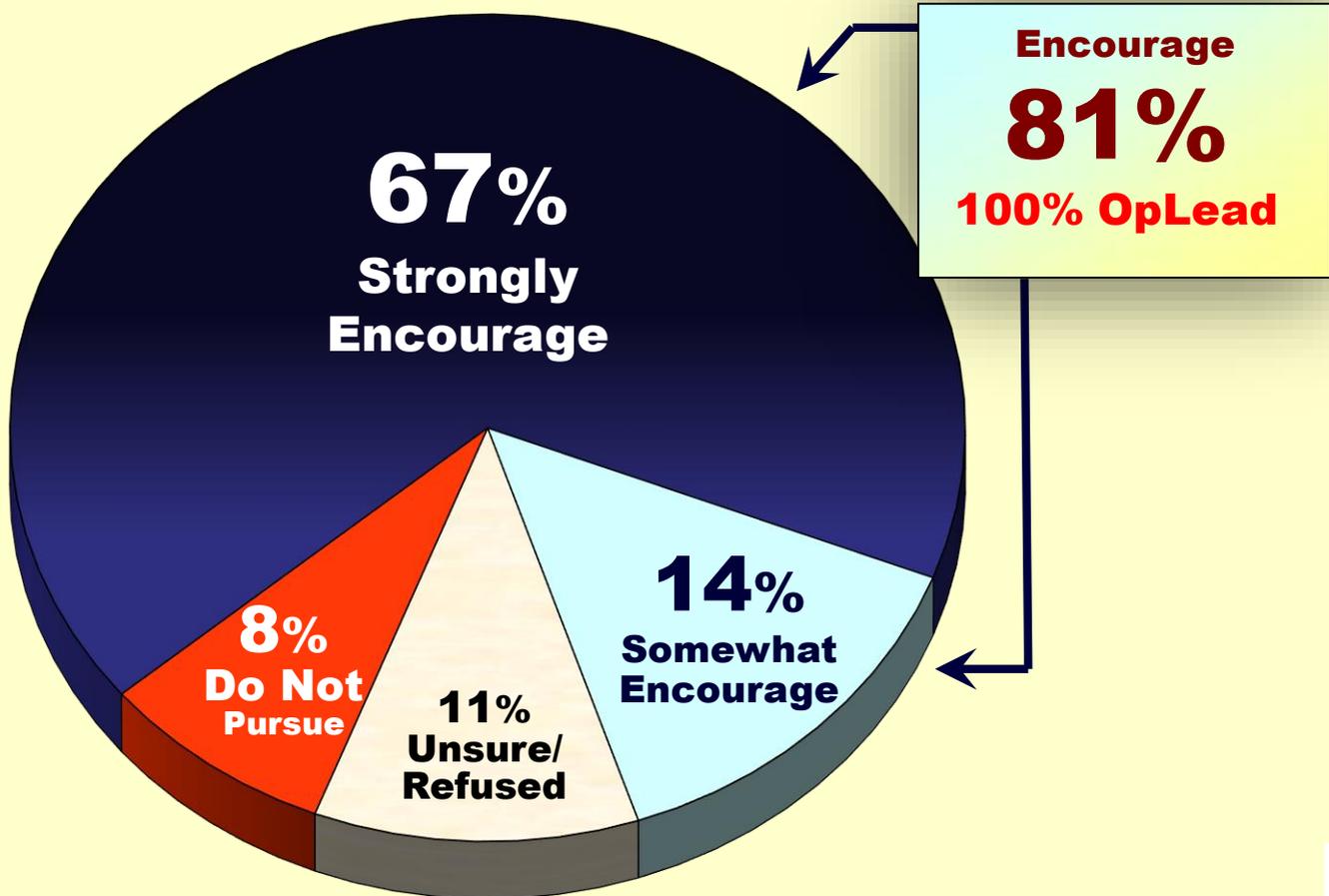


Figure 14C
San Pablo Community Survey
January 2021

Do You Support Partnering with the...
BOTH
the School District AND the Library?

Question 14.3: City officials are committed to playing a central role in ensuring that San Pablo residents, especially local youth, have access to these technological enhancements. Toward that end, City officials are considering entering into partnerships with the following two entities; the West Contra Costa Unified School District AND/OR San Pablo branch of the Contra Costa County Library. Both endeavors would be intended to promote academic enrichment for local youth AND help close the digital divide in San Pablo.

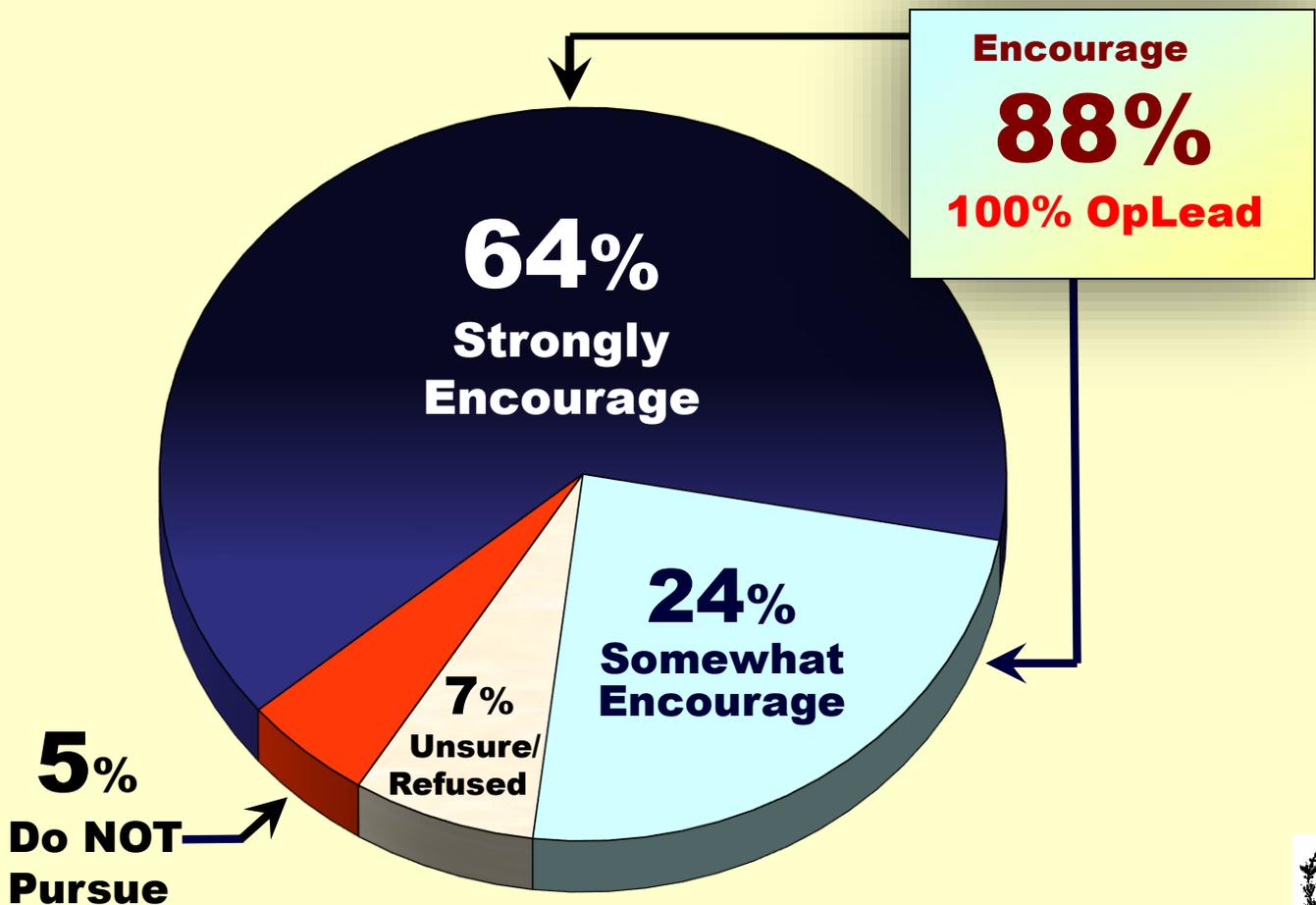


Figure 15A
San Pablo Community Survey
January 2021

Support for...
Full Service Park
at 2600 Moraga/El Portal Recreation Field?

Question 15.1 Would you support a full-service park with a number of park features or amenities including, but not necessarily limited to, the following: an amphitheater, playground, tot-lot areas, restroom facilities, baseball fields, basketball courts, barbeque areas, benches, and picnic areas?

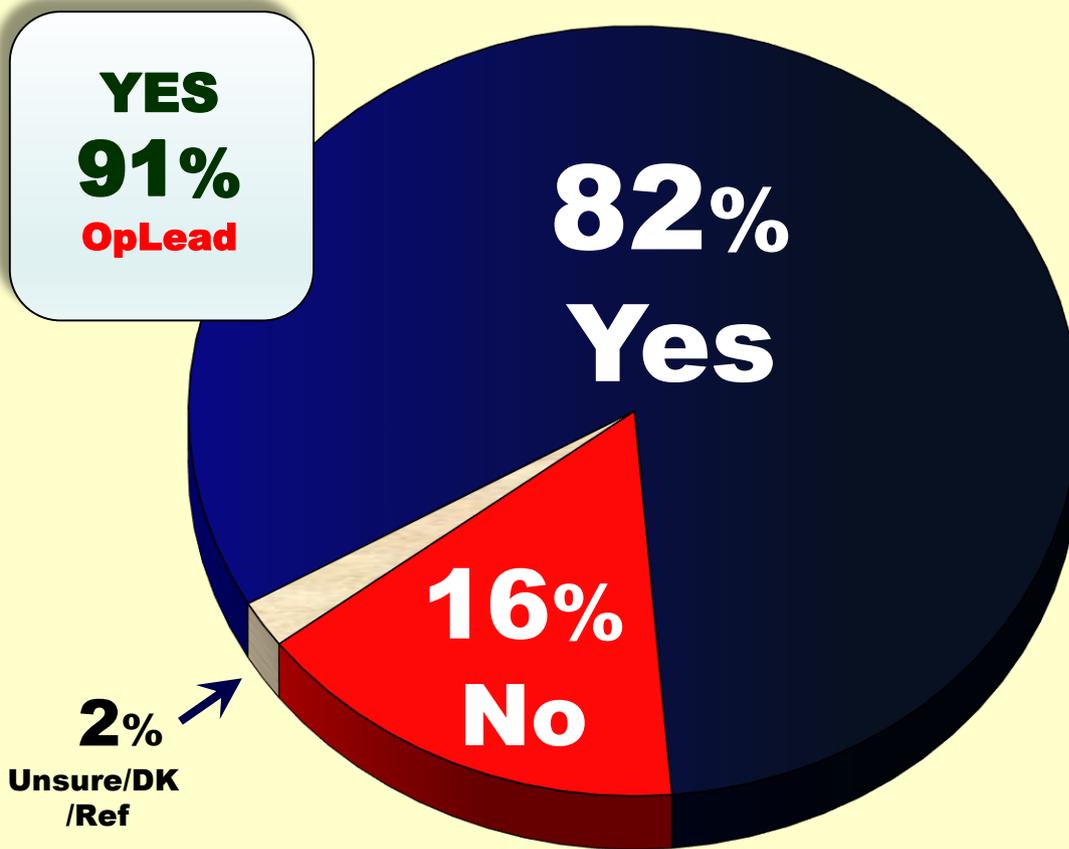


Figure 15B
San Pablo Community Survey
January 2021

Support for...
Community Park
at 2600 Moraga/El Portal Recreation Field?

Question 15.2 Would you support a community park that includes one or more regulation-size adult soccer fields, similar in scale to the soccer fields already provided at the Rumrill Blvd. Sports Field Park?

YES
82%
OpLead

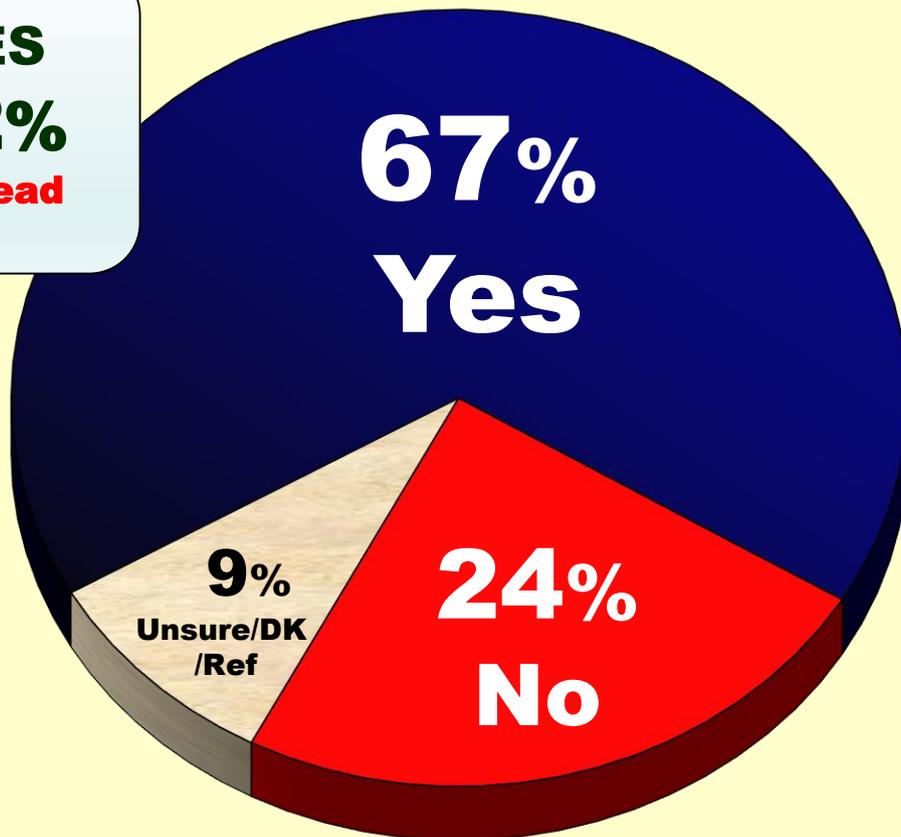


Figure 15C
San Pablo Community Survey
January 2021

Support for...
Combination
of BOTH Types of Parks
(including Regulation-sized Soccer Field)

Question 15.3 Would you support a combination of both a full-service park with amenities described above, plus a regulation-sized adult soccer field for residents and soccer enthusiasts?

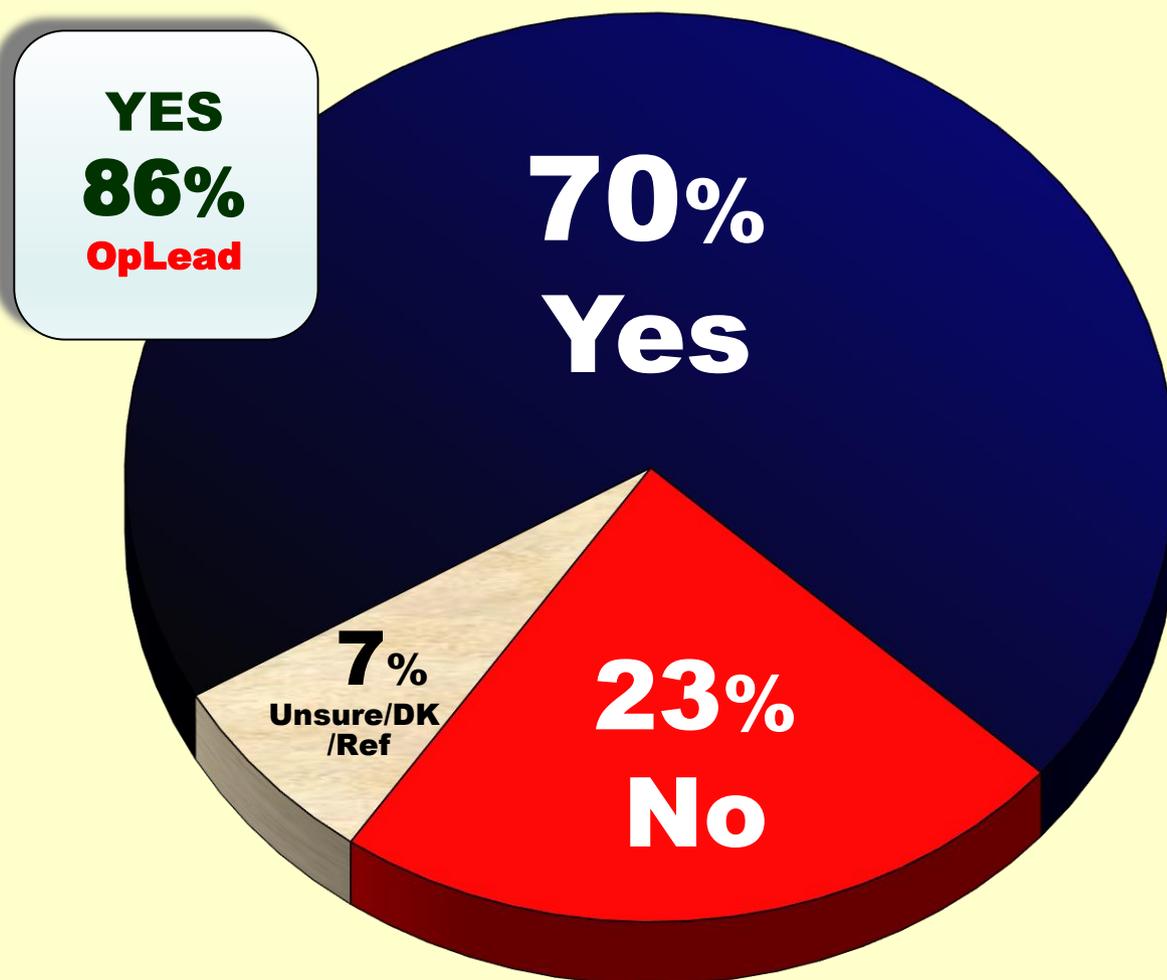


Figure 16A
San Pablo Community Survey
January 2021

Do You **Support** funding for...

College Prep, Workforce Development & Scholarships for Local Youth?

Question 16.1: In order to provide funding for such a program, would you vote YES or NO on an Initiative, if placed on the local ballot, wherein the monies from this funding Measure would be dedicated to such a program?

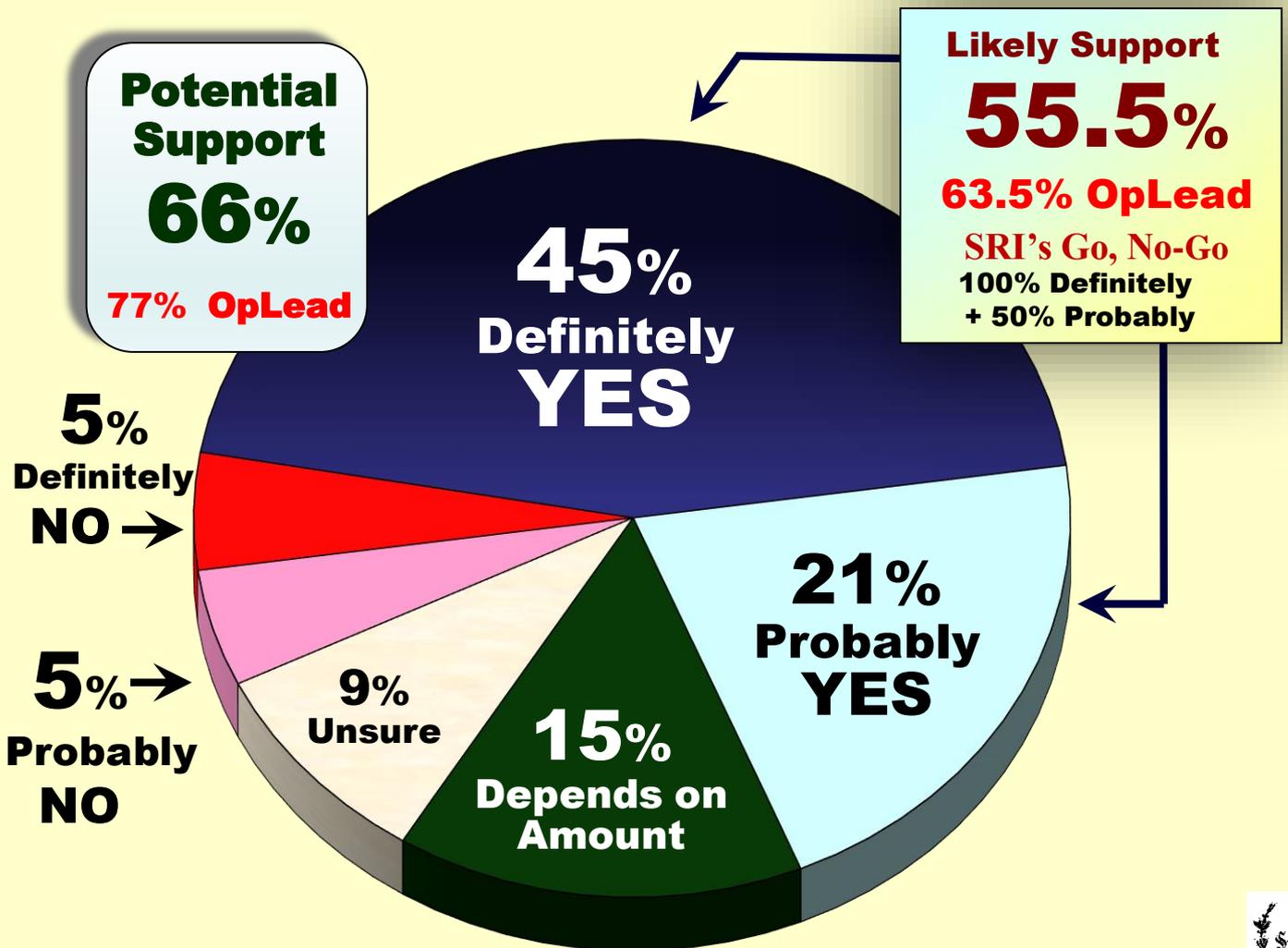


Figure 16B
 San Pablo Community Survey
 January 2021

Type of Funding preferred for...

College Prep, Workforce Development & Scholarships for Local Youth?

Question 16.2: I will identify the four funding mechanisms under consideration. Please tell me which of these four funding mechanisms you would recommend be placed on the local ballot to provide funding for such a program.

Type of Funding	Preferred (Comm- at-large)	Preferred (OL)
Modest Increase to Local Sales Tax	42%	43%
Initiate Modest Annual Income Tax	20%	5%
Modest Increase to Property Tax	14%	14%
Modest Increase to Parcel Tax	12%	24%



Figure 17A
San Pablo Community Survey
January 2021

Satisfaction With...

Level of Waste Disposal and Trash Removal Services

Question 17.1: How satisfied are you with the level of waste disposal and trash removal services presently being provided through the City of San Pablo?

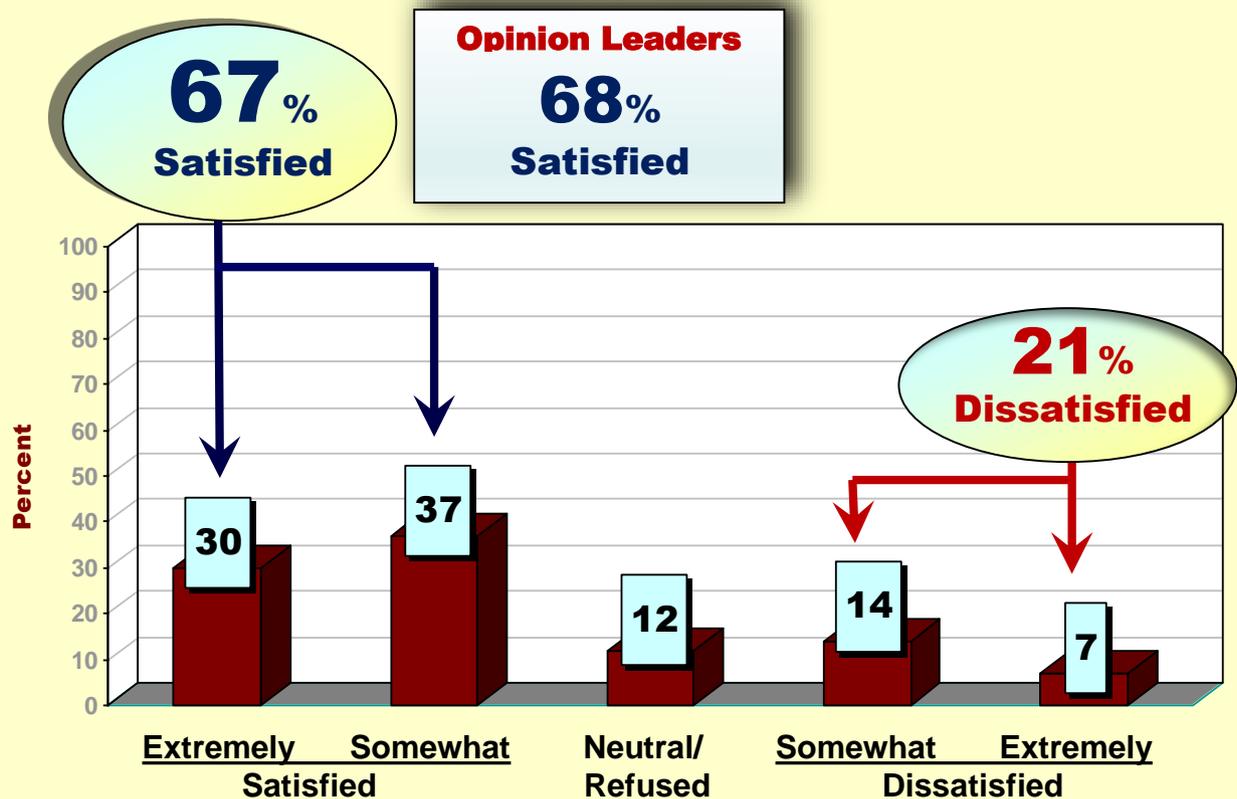


Figure 17B
San Pablo Community Survey
January 2021

AWARE of Specific Waste Disposal and Trash Removal Services

Question 17.2: I will list several waste disposal and trash removal services that are presently being provided to San Pablo residents; after I read each one, please tell me whether or not you were **AWARE** of this service prior to today's interview?

Service	Aware
Dumpster Days	56%
Free Hazardous Household Waste Drop-off	48%
Curbside Bulky Item Collection (limited to 1 large item)	45%
Extra Curbside Collection Services (limited to 15 garbage bags)	41%
Free Mattress Recycling	37%
Dump Voucher Program	33%



Figure 17C
 San Pablo Community Survey
 January 2021

USAGE of these Waste Disposal and Trash Removal Services

Question 17.3: I will read the list of waste disposal and trash removal services one more time. After I read each one, please tell me if you use this service routinely, from time-to-time, or never.

Service	Use Routinely	Use Time-to-Time	Never
Dumpster Days	10%	27%	63%
Free Hazardous Household Waste Drop-off	9%	19%	71%
Dump Voucher Program	8%	20%	70%
Curbside Bulky Item Collection (limited to 1 large item)	6%	18%	76%
Extra Curbside Collection Services (limited to 15 garbage bags)	6%	12%	82%
Free Mattress Recycling	2%	12%	82%



Figure 17D
San Pablo Community Survey
January 2021

Sources of Information for Waste Disposal & Trash Removal Services

Question 17.4: Source for Securing Information Often + Some

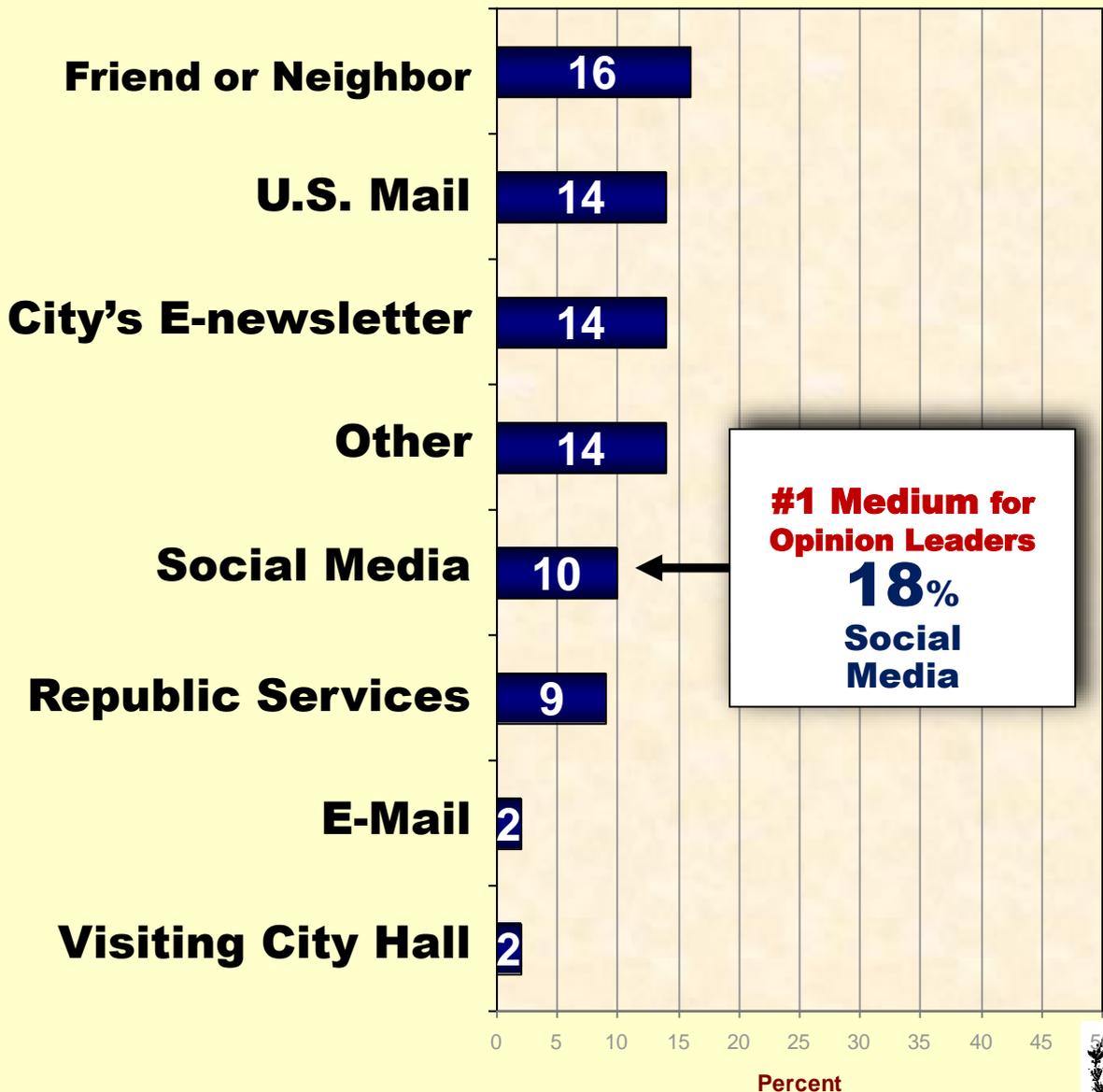


Figure 17E
San Pablo Community Survey
January 2021

Would You Like to Receive More Information about Waste-Reduction Programs?

Question 17.5 Would you like to receive information about the waste-reduction programs that are presently being provided through the City?

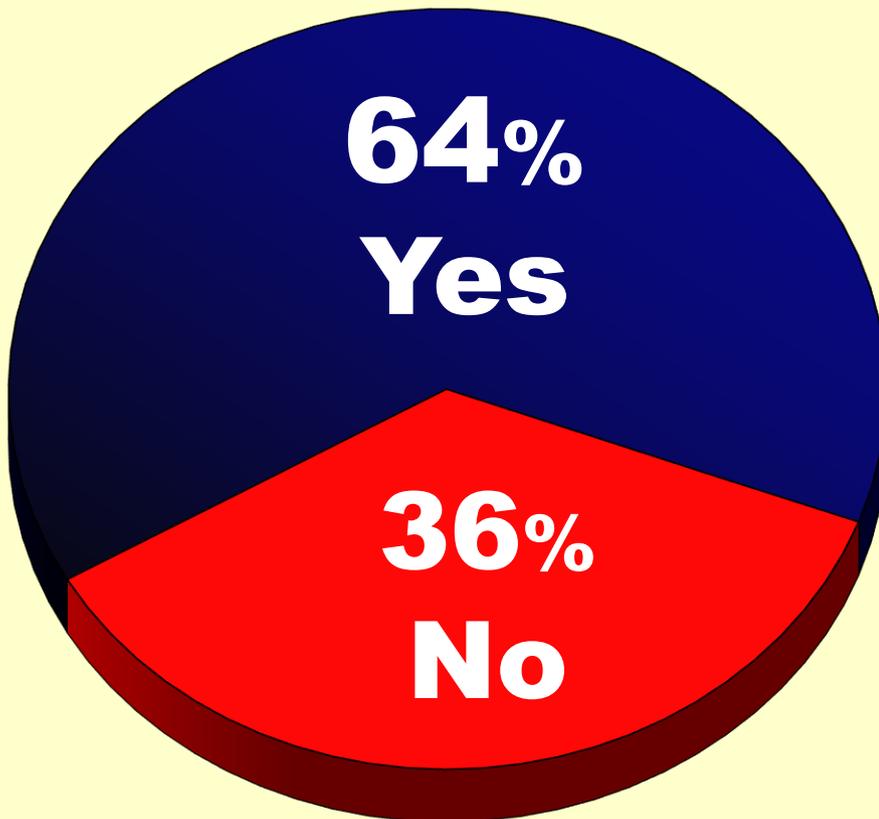


Figure 17F
San Pablo Community Survey
January 2021

How Would You Like to Receive Information About Waste Disposal & Trash Removal Services?

Question 17.6:

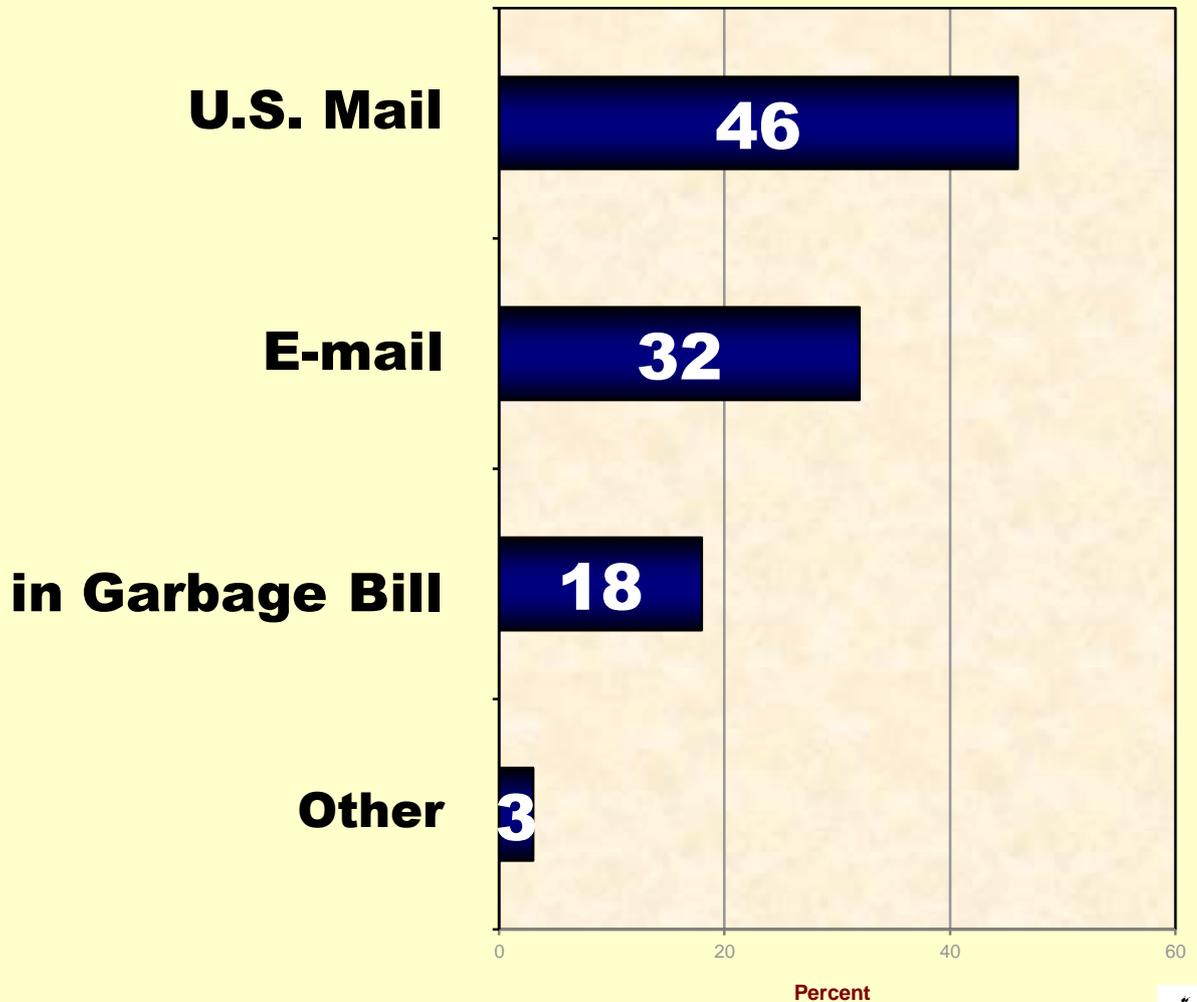


Figure 17G
San Pablo Community Survey
January 2021

Would You Be Willing to Pay Higher Rates for Additional Citywide Litter Removal Services and to Address Illegal Dumping?

Question 18.0 Would you be willing to pay slightly higher garbage rates in order to make it possible for the City to provide additional Citywide litter removal services and address illegal dumping throughout San Pablo?

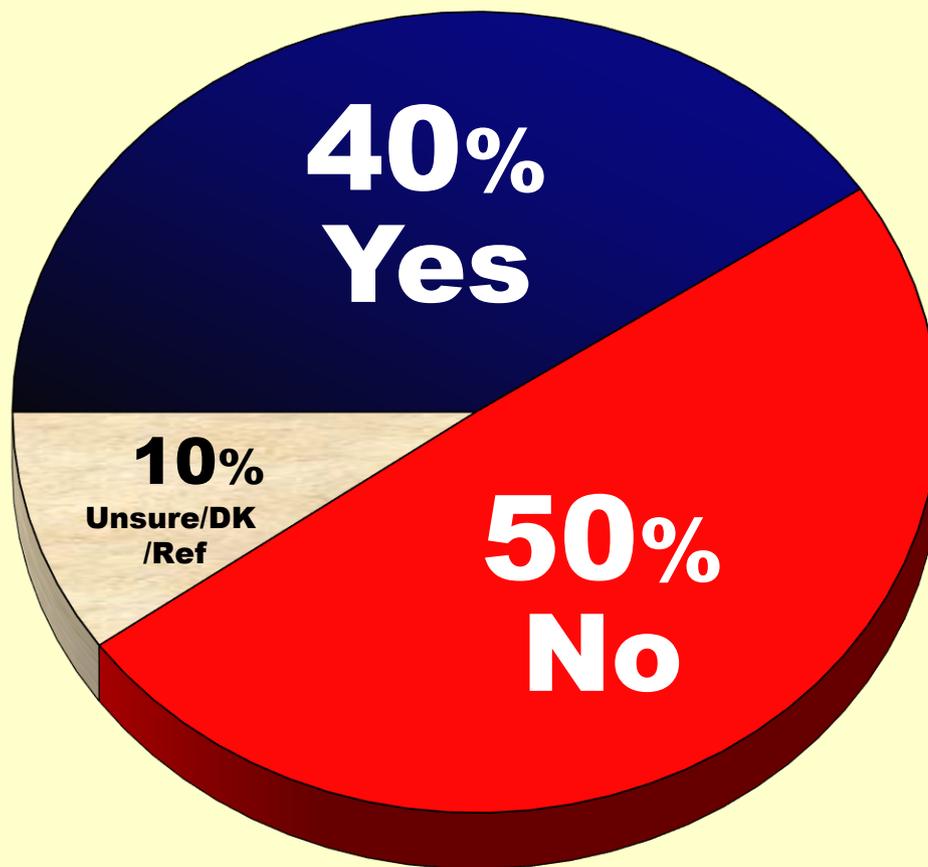
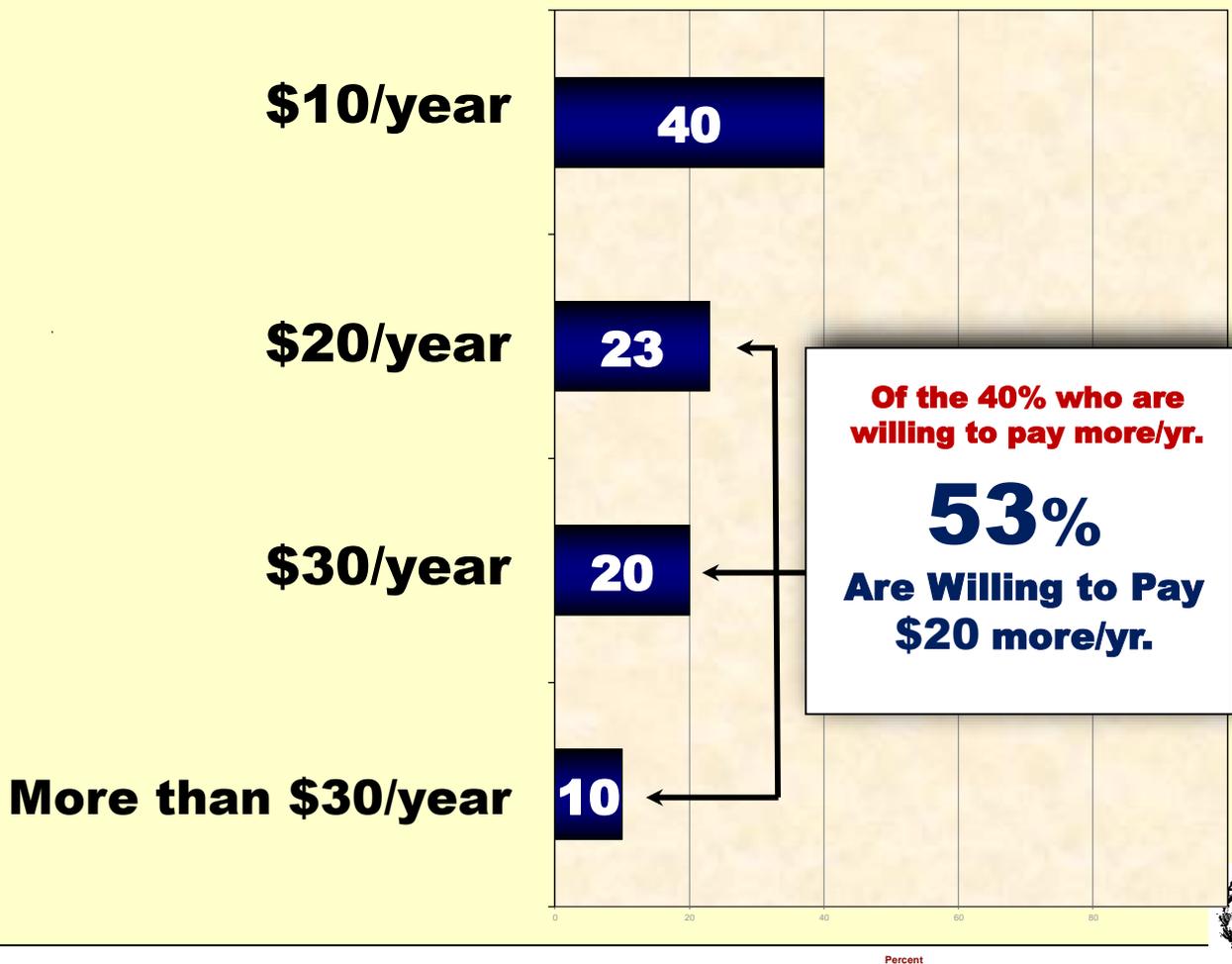


Figure 17H
San Pablo Community Survey
January 2021

How Much Would You Pay for Additional Clean-up Services? (Based upon 40% who said YES)

Question 18.1 To make it possible for the City to provide additional clean-up services, would you be willing to pay an additional...



Thank You



*We'll be pleased to
Take Questions Now*



Figure 18A
 San Pablo Community Survey
 January 2021

Demographics of Survey Respondents

Length of Residency

0 to 5 years	19%
6 to 10	21%
11 to 25	31%
Over 25 years	29%
Refused	0%

Age

18 to 30	17%
31 to 40	19%
41 to 50	15%
51 to 65	21%
Over 65 years	27%
Refused	1%

Household Income

Under \$25,000	15%
\$25,001 to \$50,000	16%
\$50,001 to \$75,000	27%
\$75,001 to \$100,000	15%
Over \$100,000	12%
Refused	15%

Ideology

Liberal	26%
Progressive	24%
Moderate	20%
Conservative	17%
Refused	13%

Home Ownership

Own	58%
Rent	41%
Refused	1%

Education

Less than High School	3%
High School/Trade School	17%
Some College	38%
College Graduate	31%
Graduate/Prof. School	10%
Refused	1%

Ethnicity

Caucasian	22%
Hispanic/Latino	33%
African American/Black	23%
Native American/Alaskan	2%
Native Hawaiian & other Pacific Islander	0%
Asian	11%
Other	3%
Refused	6%

Gender

Male	39%
Female	61%



Figure 18B
San Pablo Community Survey
January 2021

Demographics of Survey Respondents

School Aged Children

None	66%
One	18%
Two	10%
Three or more	6%
Refused	0%

Area of Residence

East I80/San Pablo Hills	9%
Old Town	10%
N San Pablo, Leroy Heights	
Contra Costa College	48%
West I80, Casino Hospital	
Area, City Hall	27%
Refused	6%

Registered to Vote

Yes	97%
No	3%

Party ID

Democrat	57%
Republican	7%
Independent	19%
Other	10%
Refused	7%

