

Including Comparison of Opinion Leaders with the Mainstream

San Pablo 2021 Year-end... Annual Community Survey

Prepared Expressly for...



Year-end December 2021

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Research Design

Sample size:	N=300 15% (N=45) Opinion Leaders 8% chose to take survey in Spanish
Population surveyed:	Community-at-large
Sampling Error:	±4.5 to 5.8%
Data Collection:	December 22, 2021 thru January 6, 2022



Figure 1
San Pablo Community Survey
Year-end December 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.

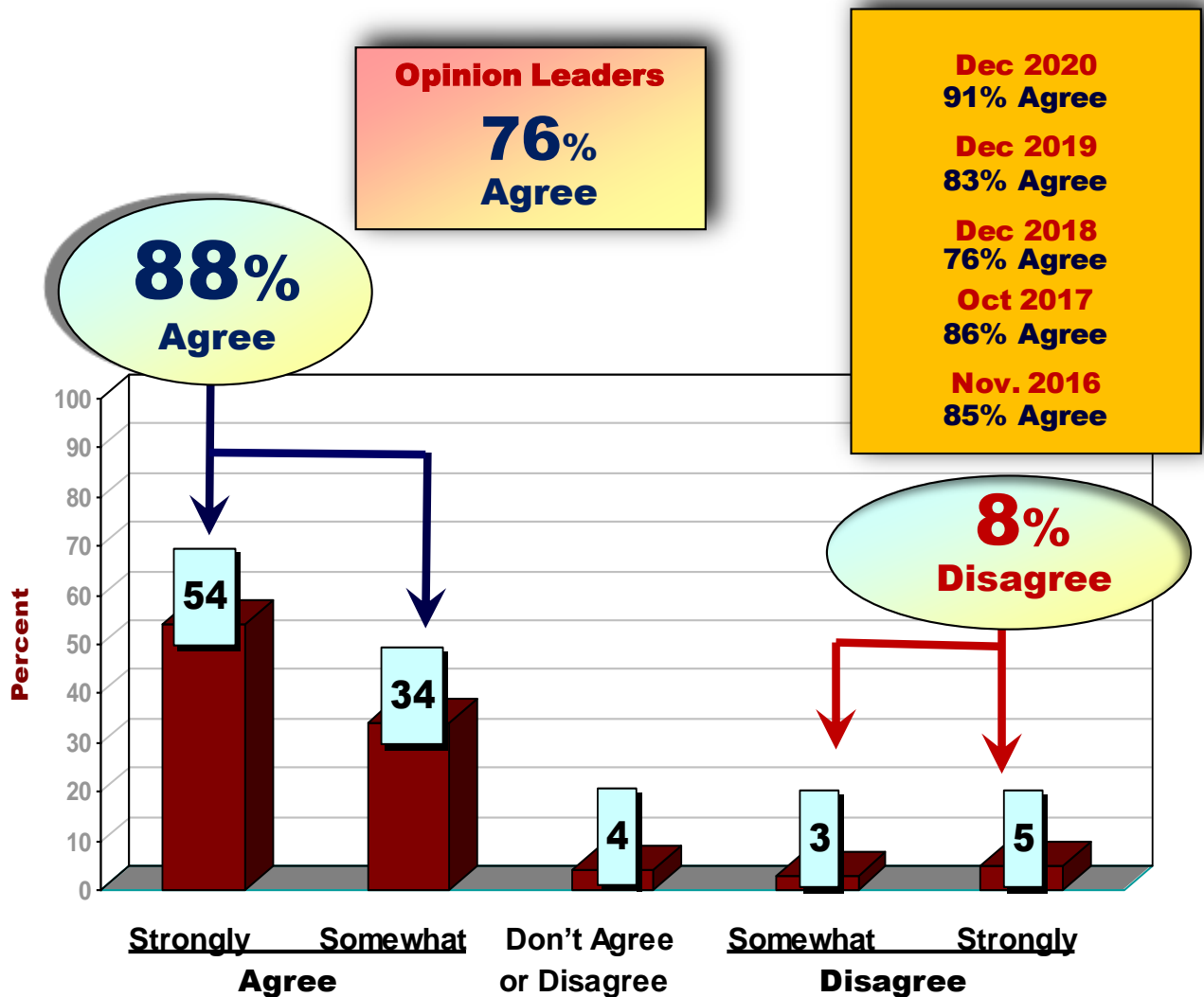
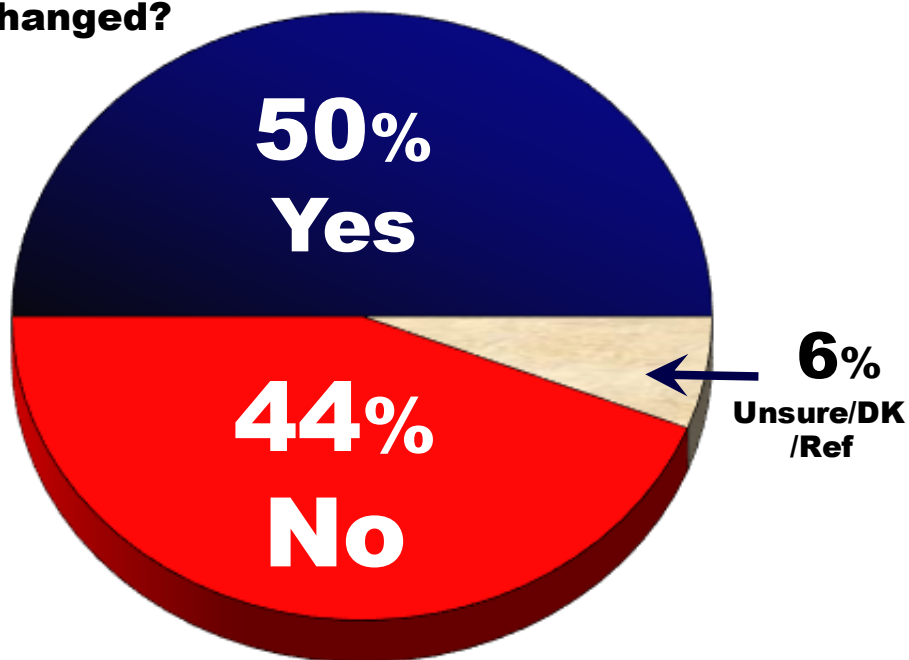


Figure 2
San Pablo Community Survey
Year-end December 2021

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?



Would Like Changed

(Top 6, Rank-ordered; Open-ended)

- | | |
|------------|--|
| 16% | Improved street/road maintenance |
| 14% | Less Crime |
| 8% | Traffic congestion |
| 5% | Assist the Homeless |
| 5% | Illegal dumping |
| 5% | Economic Development (more/better jobs) |

(Refer to Questionnaire for entire list)

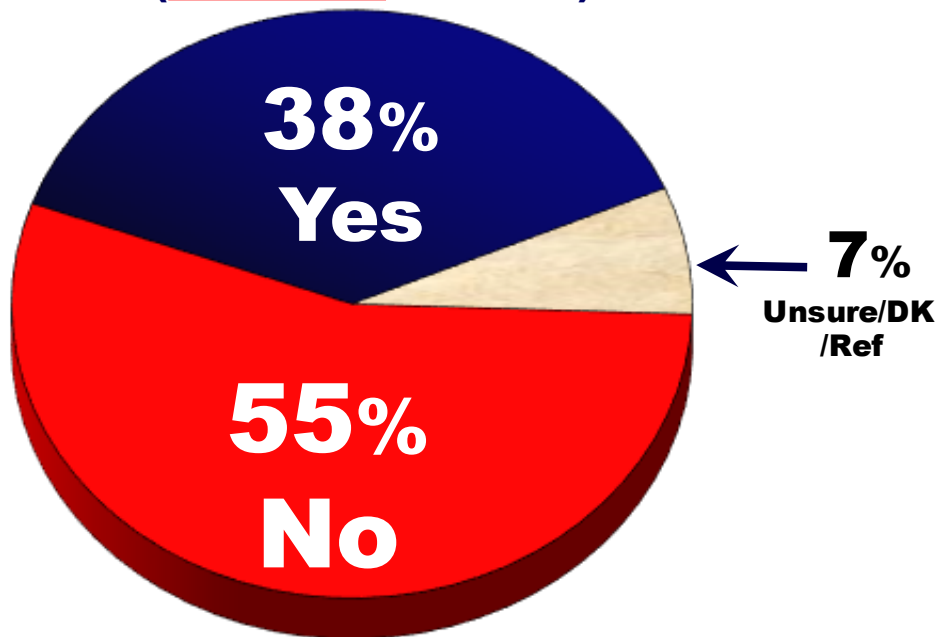


Figure 3
San Pablo Community Survey
Year-end December 2021

Local Issues of Concern

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

(Front-end of Mind)



Issues of concern

(Top 5, Rank-ordered; open-ended)

14%	Homeless
11%	Clean up City (trash pick-up, etc.)
10%	Crime
9%	Public safety
7%	Quality of education for local youth

(Refer to Questionnaire for entire list)



Figure 4
 San Pablo Community Survey
 Year-end December 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.

High Concern + Some Concern

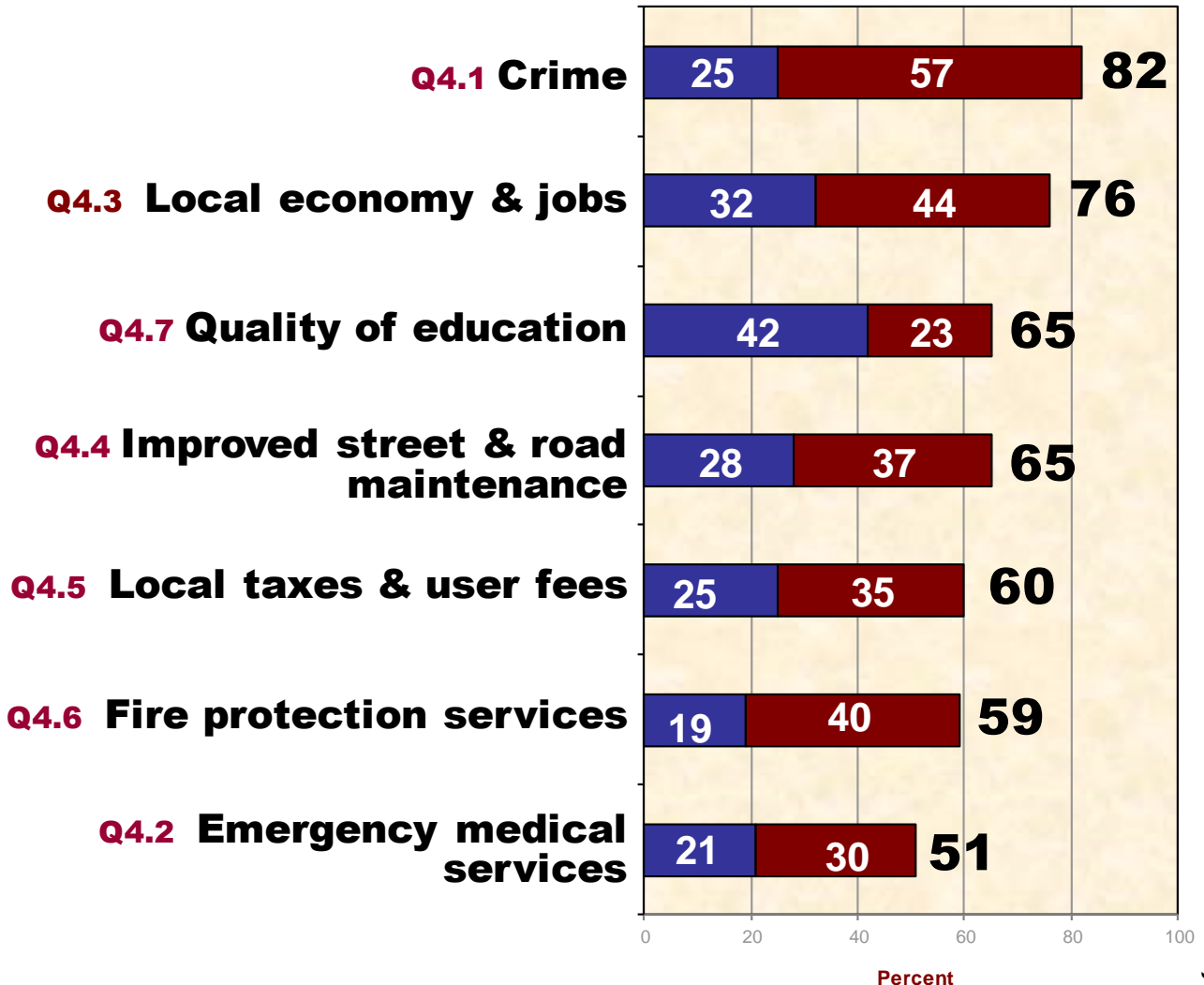


Figure 5A
 San Pablo Community Survey
 Year-end December 2021

Endeavors for City's Work Plan (Top 8 Rank-ordered)

Question 5.0: City Council routinely updates its Priority Work Plan. City officials would like to have benefit of your input when updating this Work Plan. I will read a list of possible endeavors that are presently under consideration. After I read each one, please tell me whether you see this as being a high priority, medium priority, low priority, or NOT a priority at all.

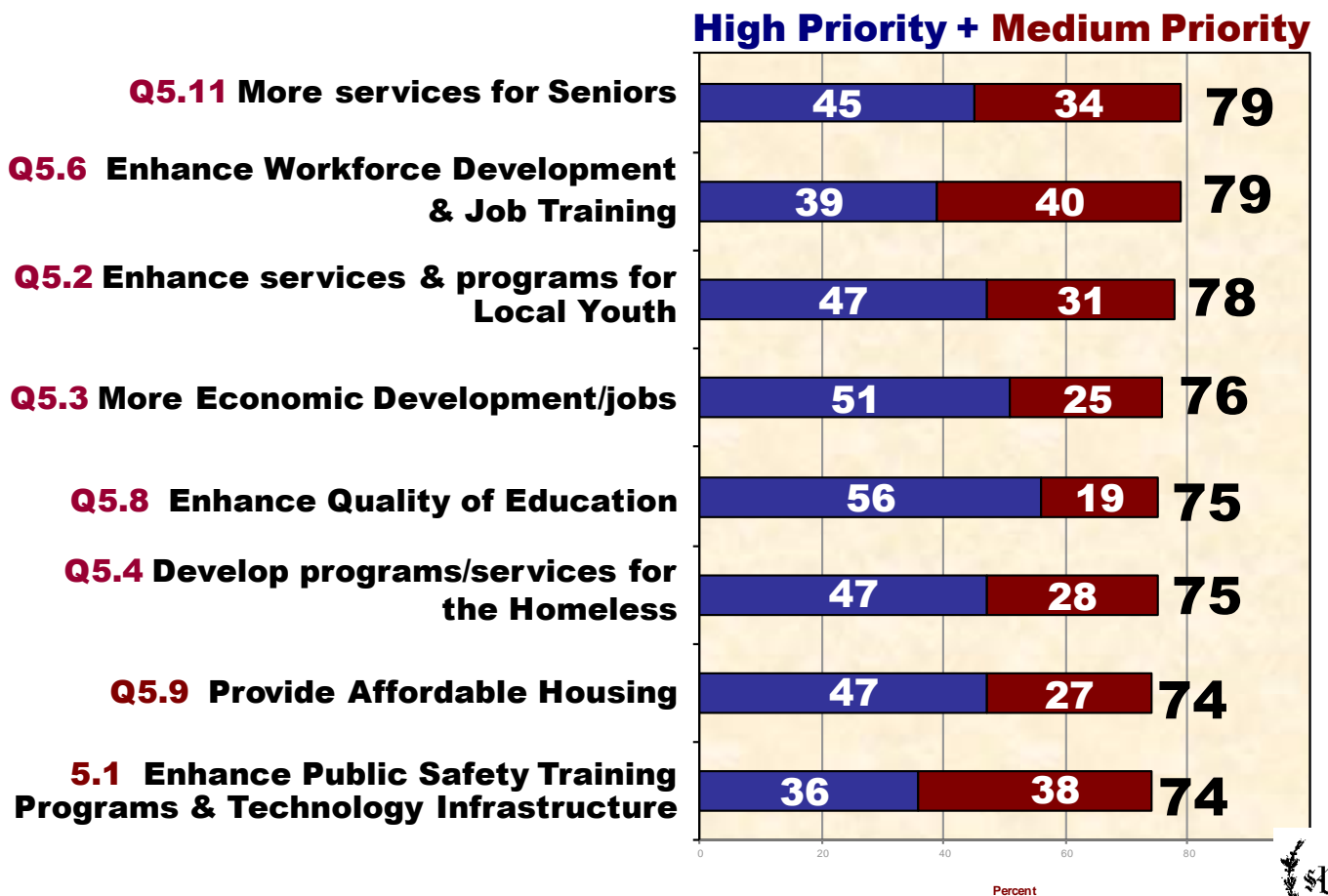


Figure 5B
 San Pablo Community Survey
 Year-end December 2021

Endeavors for City's Work Plan (Bottom 5 Rank-ordered)

Question 5.0: City Council routinely updates its Priority Work Plan. City officials would like to have benefit of your input when updating this Work Plan. I will read a list of possible endeavors that are presently under consideration. After I read each one, please tell me whether you see this as being a high priority, medium priority, low priority, or NOT a priority at all.

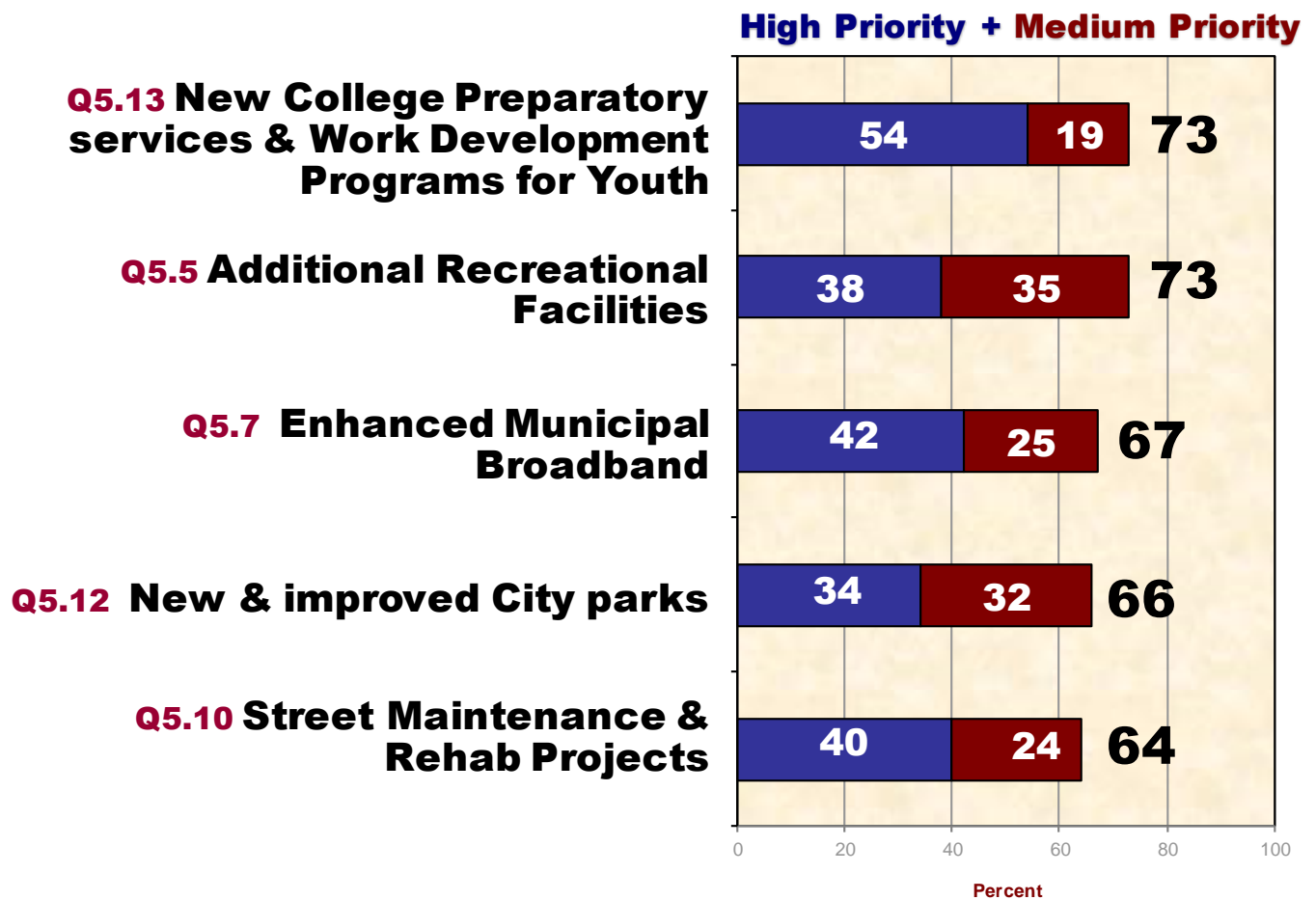
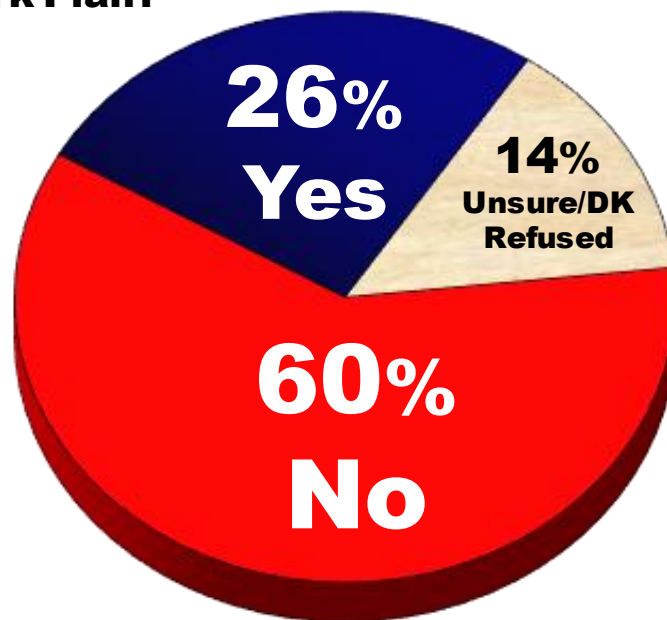


Figure 6
San Pablo Community Survey
Year-end December 2021

Additional Projects/Endeavors

Constituents would Like included in 2021-23 Work Plan

Question 6.0: Are there additional projects or endeavors that you think the new City Council should incorporate into its 2021-23 Work Plan?



Additional Projects (Top 6, Rank-ordered)

- 11% More social services**
- 10% More arts and cultural events**
- 7% Enhanced medical services for residents**
- 7% More/better jobs for local residents**
- 7% More affordable housing**
- 7% More activities for local youth**

(Refer to Questionnaire for entire list)



Figure 7
San Pablo Community Survey
Year-end December 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?

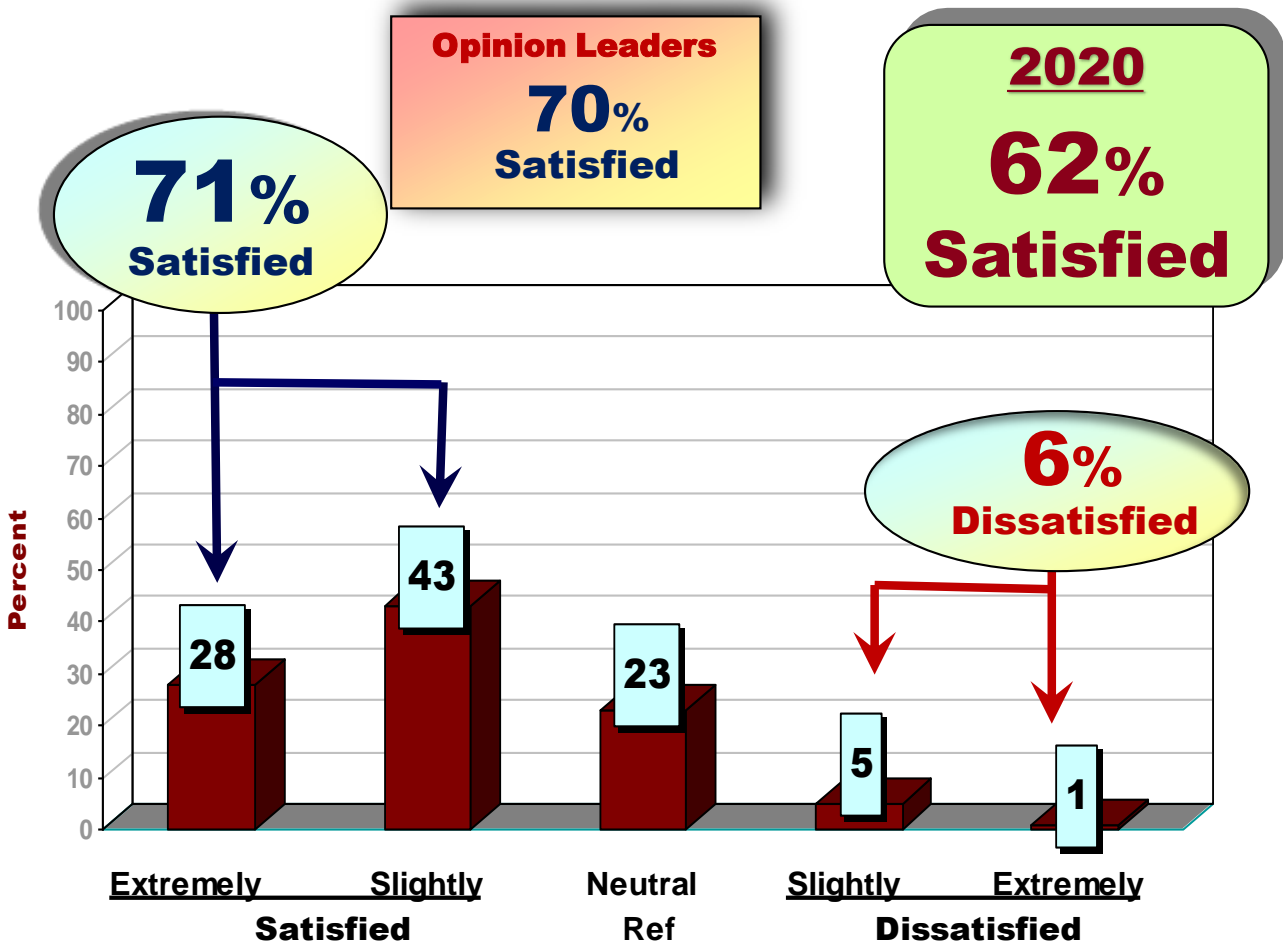
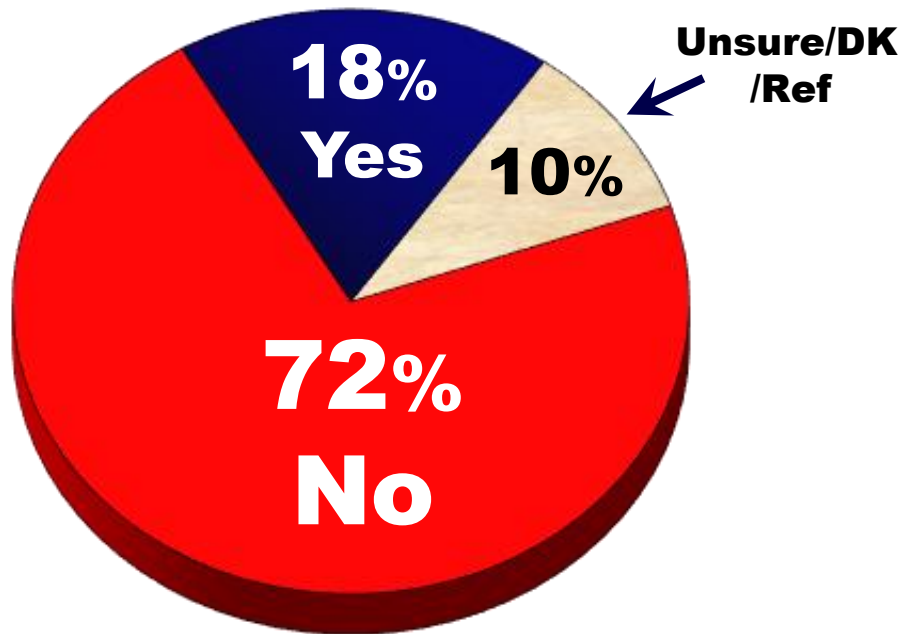


Figure 8
San Pablo Community Survey
Year-end December 2021

Additional Services

Constituents would Like to be considered

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 5, Rank-ordered)

- 13% Additional Medical Services**
 - 13% More for local seniors**
 - 13% Address trash pick-up & illegal dumping**
 - 8% Assist homeless**
 - 5% Need cameras on streets**
- (Refer to Questionnaire for entire list)



Figure 9A
San Pablo Community Survey
Year-end December 2021

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

Question 9.1 Before this telephone interview, had you heard of fiber optics or Municipal Broadband?

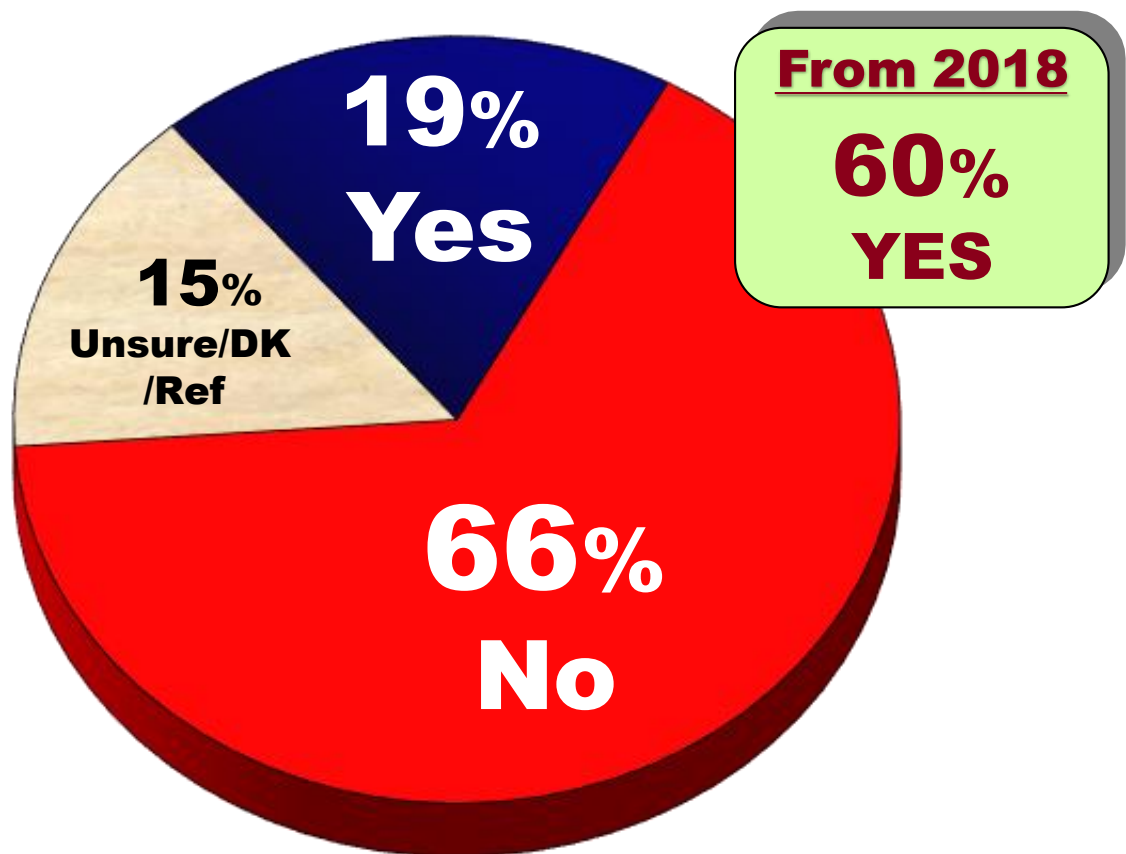


Figure 9B
 San Pablo Community Survey
 Year-end December 2021

Likely 'Take Rate'

Question 9.2: 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 Rage	Likely Take Rate	Potential Take Rate
17%	44.5% to 55.5%	72%
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

Likely Take Rate Over Time

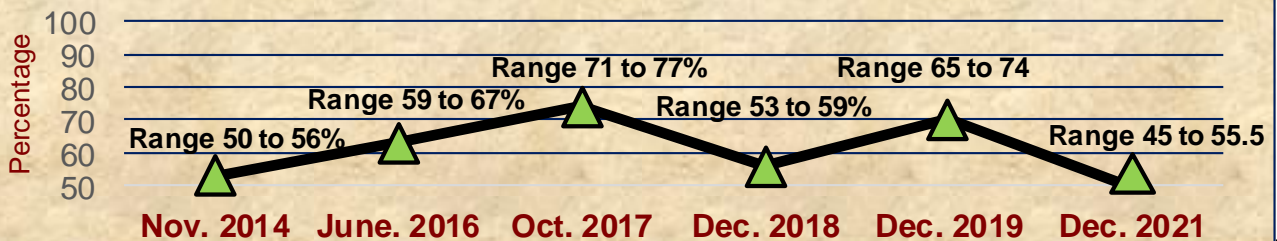


Figure 9C
San Pablo Community Survey
Year-end December 2021

Support for Modest Increase in City's Sales Tax to bring public Municipal Broadband to the City

Question 9.3: Building the infrastructure for a City-owned, public Municipal Broadband network will be an added expense to the City. With uncertainty of federal or state funds available to cities for these projects, which are highly competitive; and, given the benefits that such a network brings to San Pablo residents and businesses, alike, would you support a modest increase in the City's sales tax to make this possible?

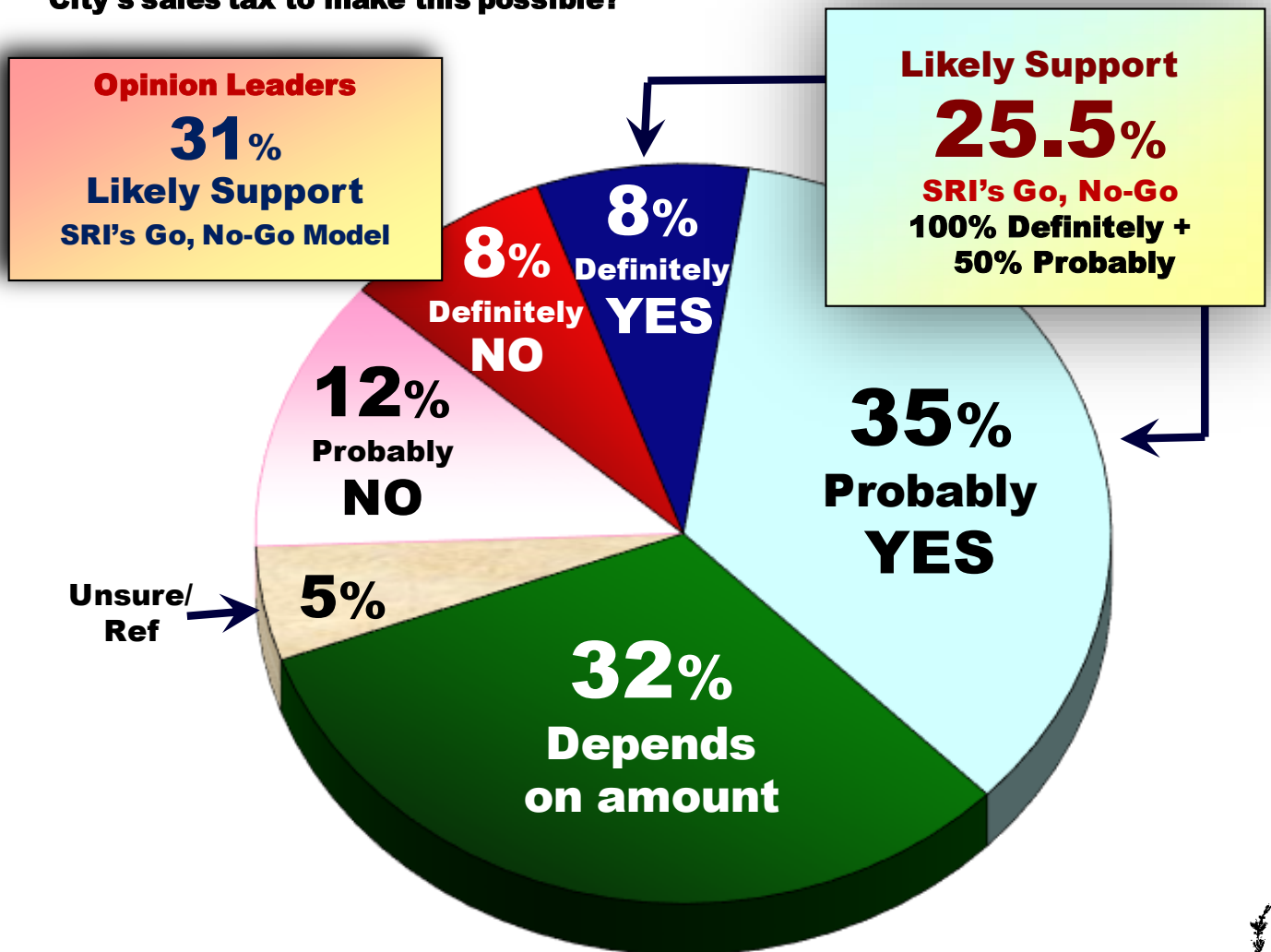


Figure 10A
San Pablo Community Survey
Year-end December 2021

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

Question 10.1: Would you encourage City officials to continue to partner with the West Contra Costa Unified School District by investing in City or District owned technologies designed to promote academic enrichment and help close the digital divide in San Pablo?

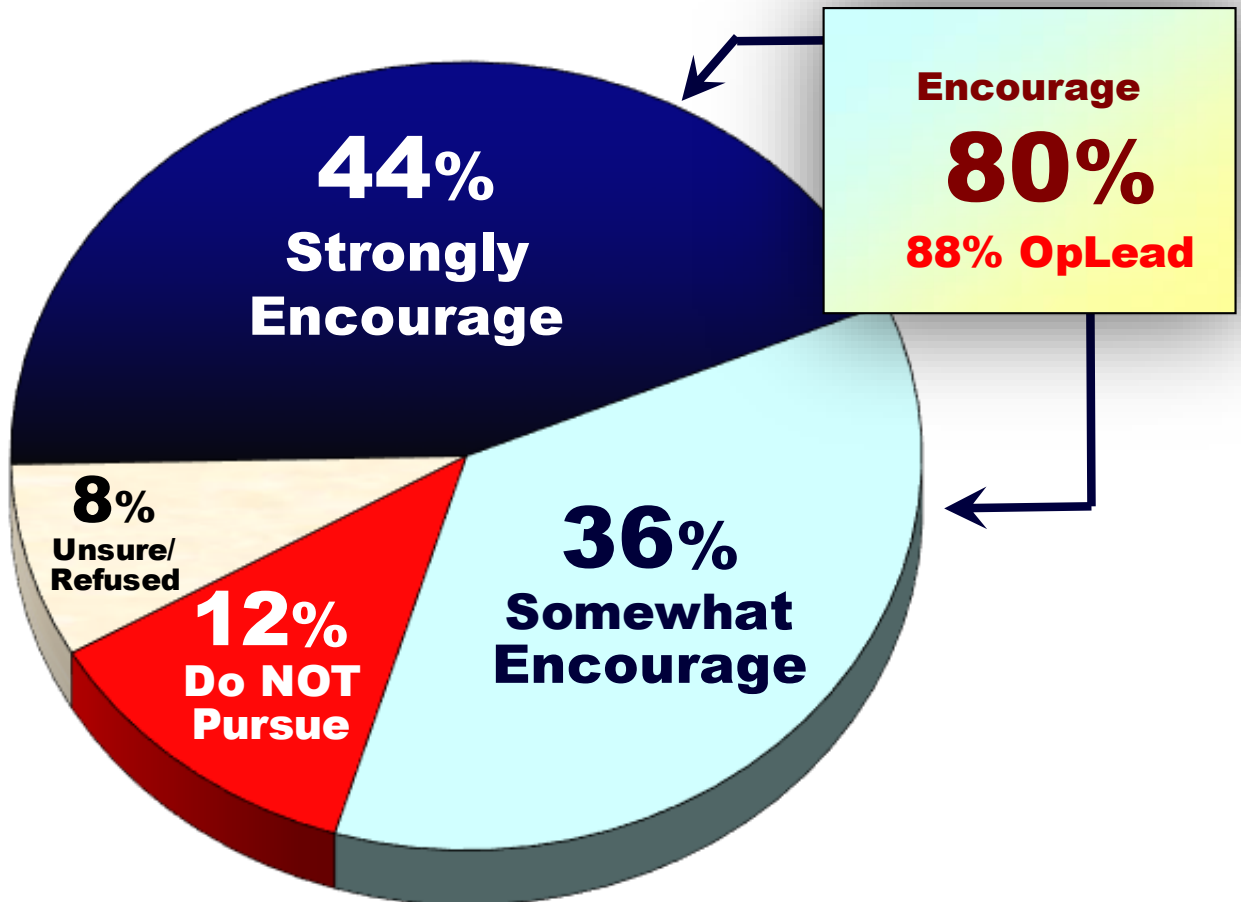


Figure 10B
San Pablo Community Survey
Year-end December 2021

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

Question 10.2: Would you encourage City officials to pursue to fund and implement an ongoing joint venture with the San Pablo Branch of the County Library to purchase Wi-Fi connectivity devices to be checked-out to local youth; thus, enhancing Wi-Fi Connectivity and promoting academic enrichment and closing the digital divide in San Pablo?

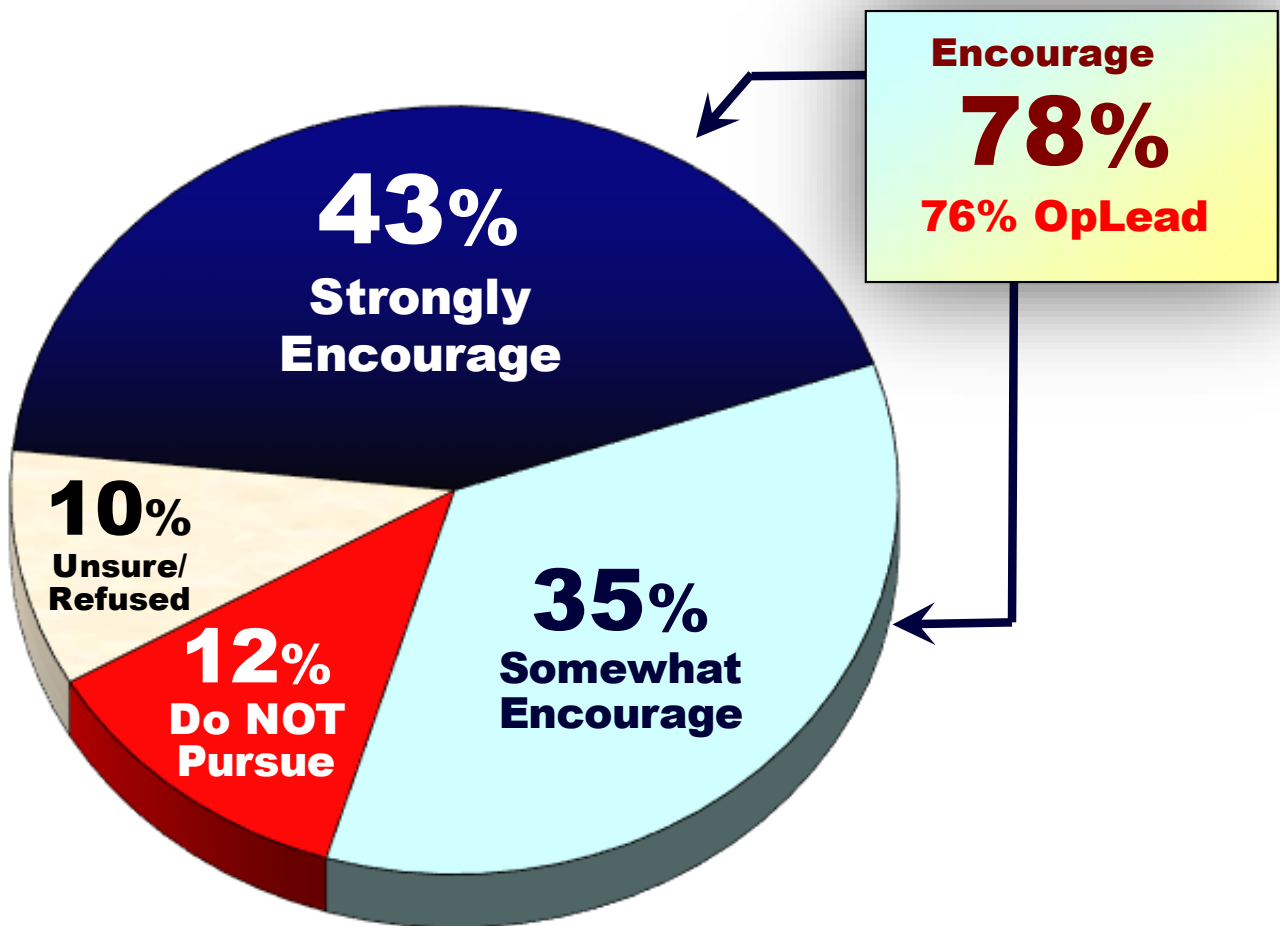


Figure 10C
San Pablo Community Survey
Year-end December 2021

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

Question 10.3: Would you encourage City officials to entering into partnerships with BOTH the West Contra Costa Unified School District AND San Pablo branch of the Contra Costa County Library.

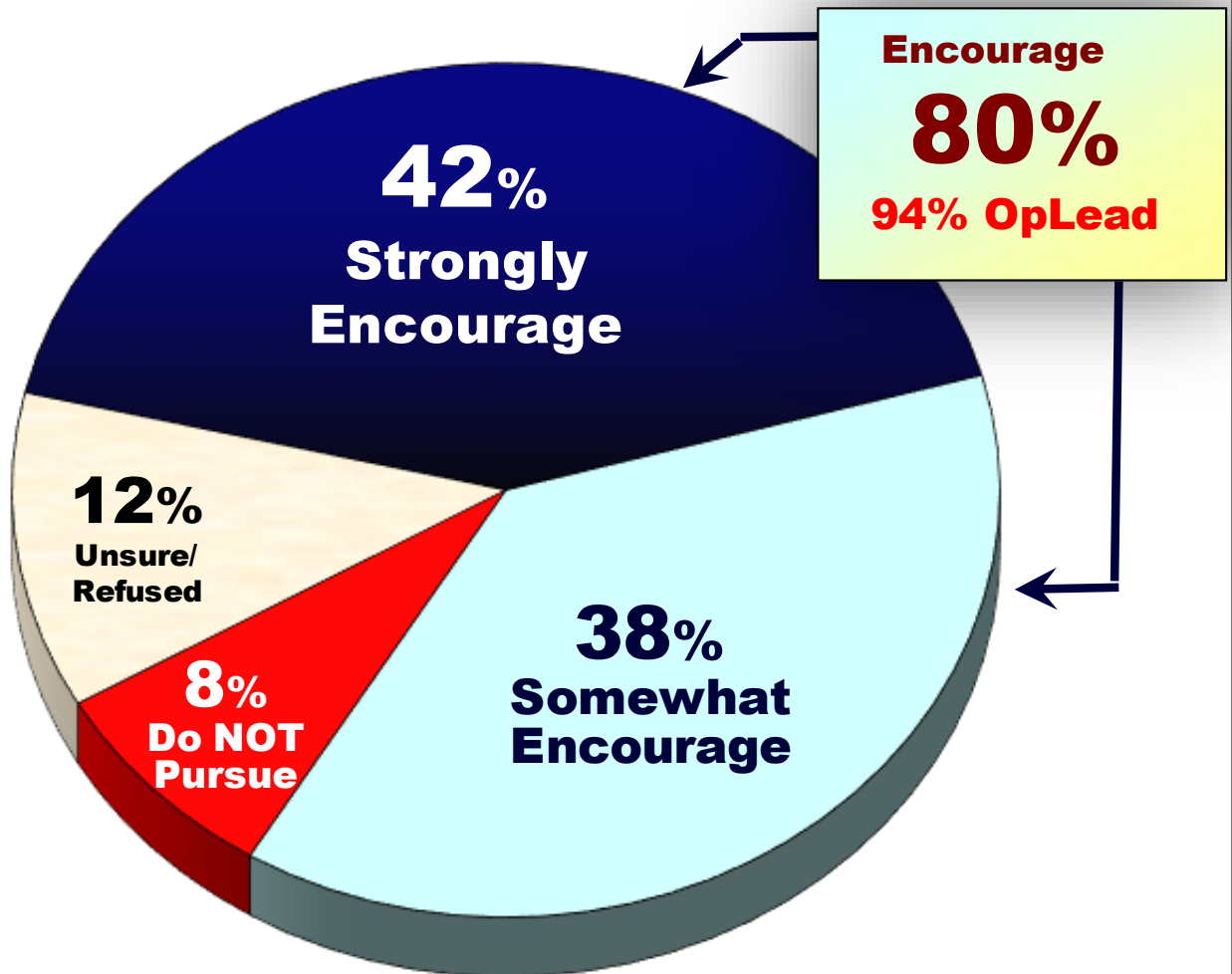
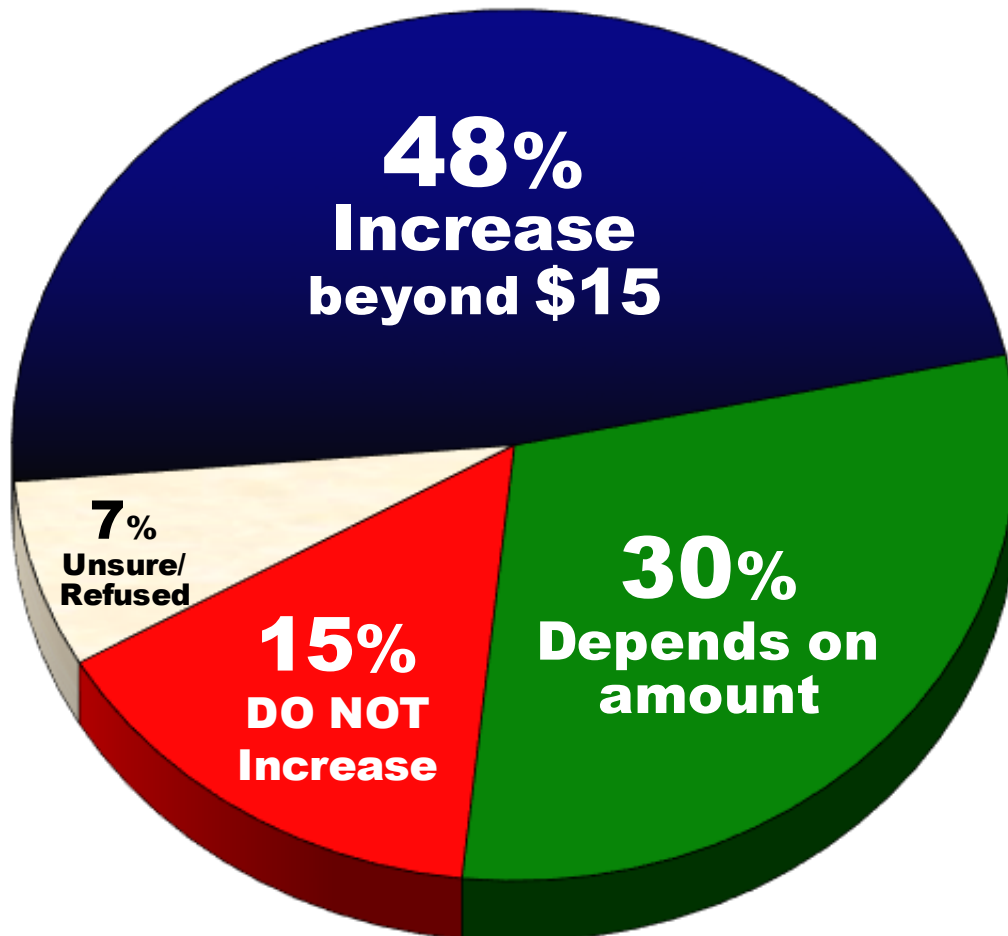


Figure 11
San Pablo Community Survey
Year-end December 2021

Support **Increase Minimum Wage** **Beyond State Law?**

Question 11.1: If you were an advisor to San Pablo City officials, would you encourage City Council to pass an ordinance to **INCREASE** the minimum wage to be paid by local businesses **BEYOND** the state-mandated \$15/hour on January 1, 2022?



Support for a :

Tax Measure to Fund...

Developing a Youth-oriented College Preparatory, Workforce Development & Scholarship Program

Question 12.1 In order to provide funding to develop a youth-oriented College Preparatory, Workforce Development & Scholarship Program, would you vote YES or NO on a tax measure, if placed on the local ballot, wherein the monies from this funding would be dedicated to such a program?

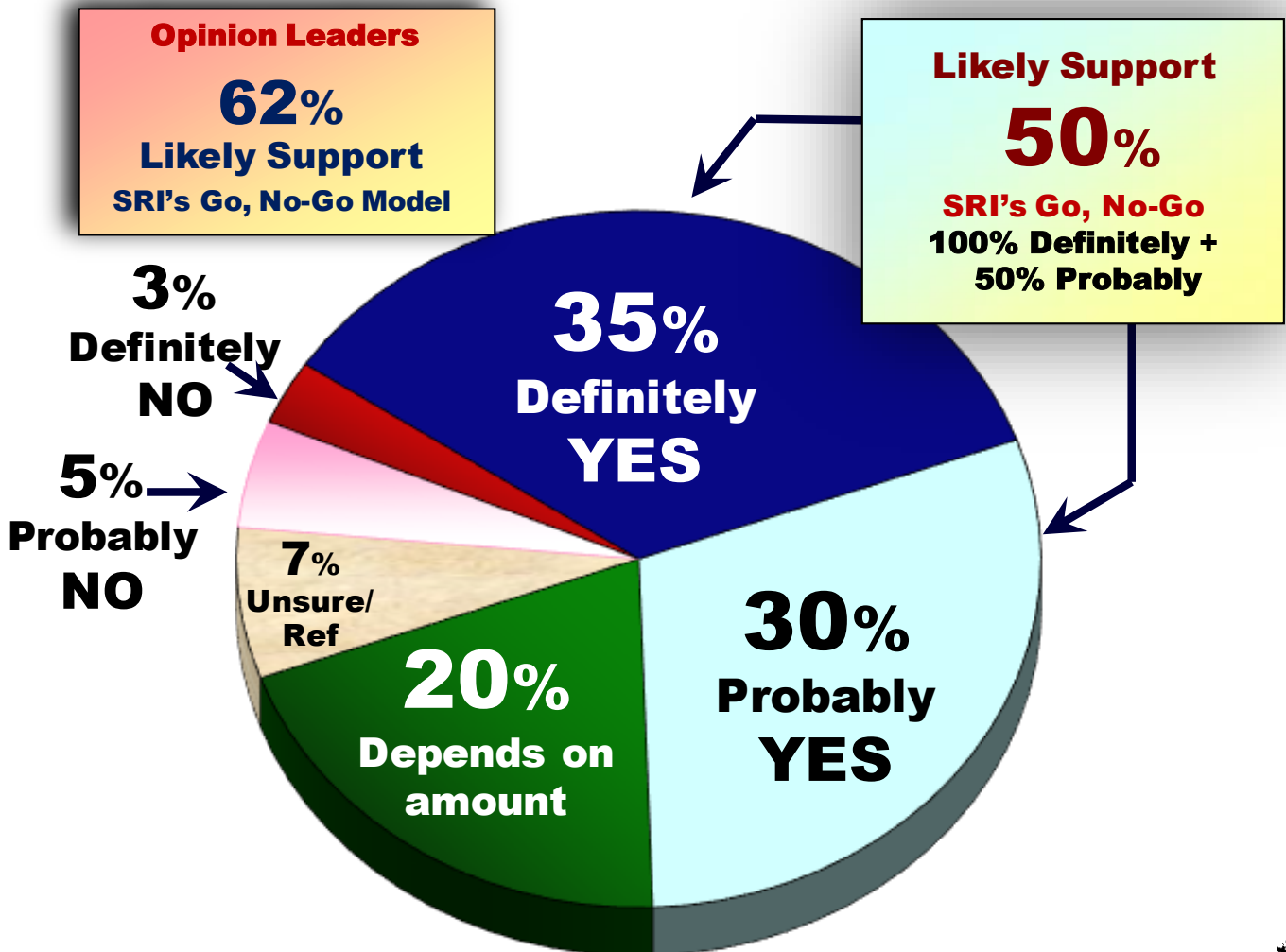


Figure 12B
 San Pablo Community Survey
 Year-end December 2021

Preference for **Type of Funding Mechanism** to... **Provide Funding for Youth-Oriented Programs**

Question 12.2: Listed are four funding mechanisms under consideration. Please tell me which mechanism you would recommend be placed on the local ballot to provide funding for youth-oriented programs.

Type of Funding	Preferred (Comm-at-large)	Preferred (Opinion Leaders)
Initiate Modest Annual Income Tax	27%	19%
Modest Increase in Local Sales Tax	24%	20%
Modest Increase to Property Tax	24%	29%
Modest Increase to Parcel Tax	17%	19%



Figure 13A
San Pablo Community Survey
Year-end December 2021

Satisfaction With...

Level of Waste Disposal and Trash Removal Services

Question 13.1: How satisfied are you with the level of waste disposal and trash removal services presently being provided through the City of San Pablo?

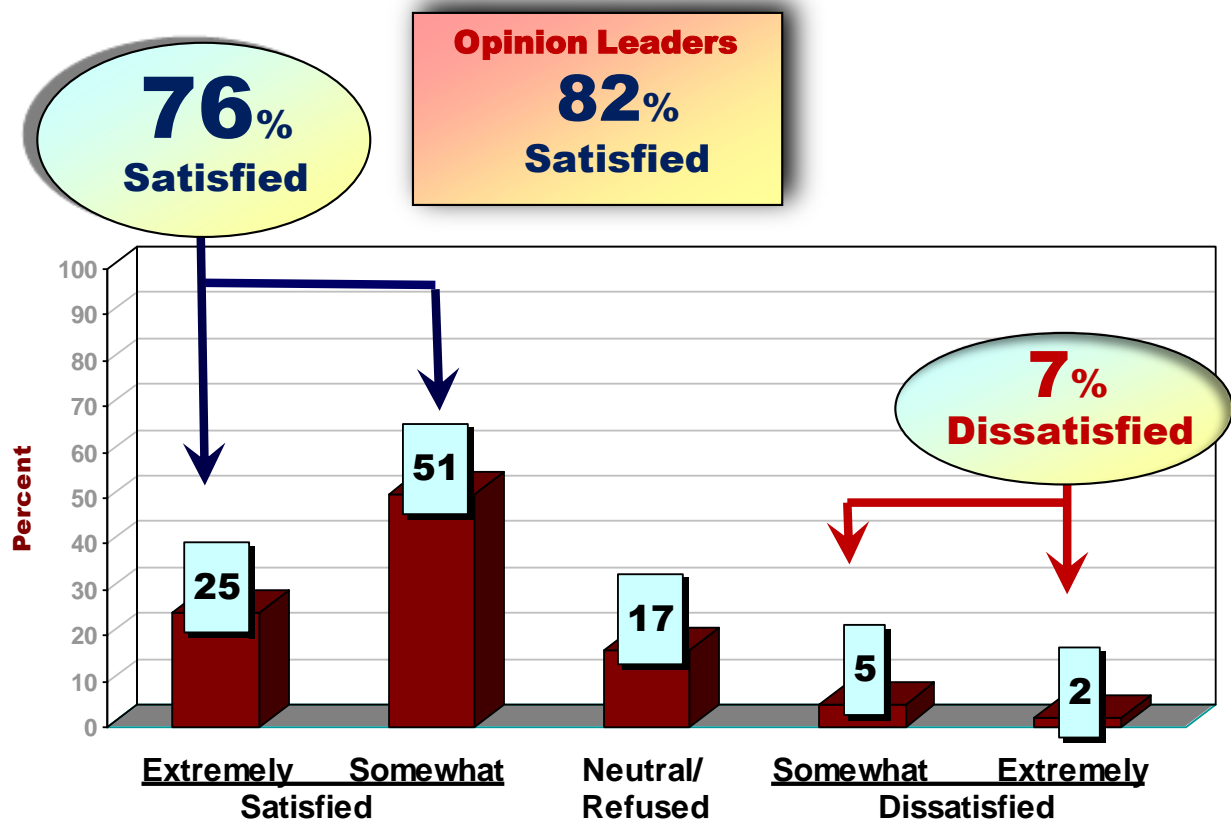


Figure 13B
San Pablo Community Survey
Year-end December 2021

AWARE of Specific Waste Disposal and Trash Removal Services

Question 13.2: 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	69%
Free Hazardous Household Waste Drop-off	64%
Extra Curbside Collection Services (limited to 15 garbage bags)	55%
Curbside Bulky Item Collection (limited to 1 large item)	50%
Free Mattress Recycling	47%
Dumpster Voucher Program	35%



Figure 13C
 San Pablo Community Survey
 Year-end December 2021

How Essential are these Waste Disposal and Trash Removal Services?

Question 13.3: I will read the list of waste disposal and trash removal services one more time. After I read each one, please tell me if, in your opinion, this service is essential; useful, but NOT essential; or not useful at all, thus, could be eliminated.

Service	Essential	Useful, not Essential	Could be Eliminated
Free Mattress Recycling	2% 6%	10% 37%	40% 24%
Curbside Bulky Item Collection (limited to 1 large item)	2% 6%	7% 6%	41% 36%
Dumpster Days	0% 6%	7% 6%	35% 67%
Extra Curbside Collection Services (limited to 15 garbage bags)	2% 6%	2% 12%	28% 61%
Free Hazardous Household Waste Drop-off	2% 6%	0% 0%	26% 70%



Figure 13D
San Pablo Community Survey
Year-end December 2021

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

Question 13.4 Would you like to receive information about the waste-reduction programs that are presently being provided through the City?

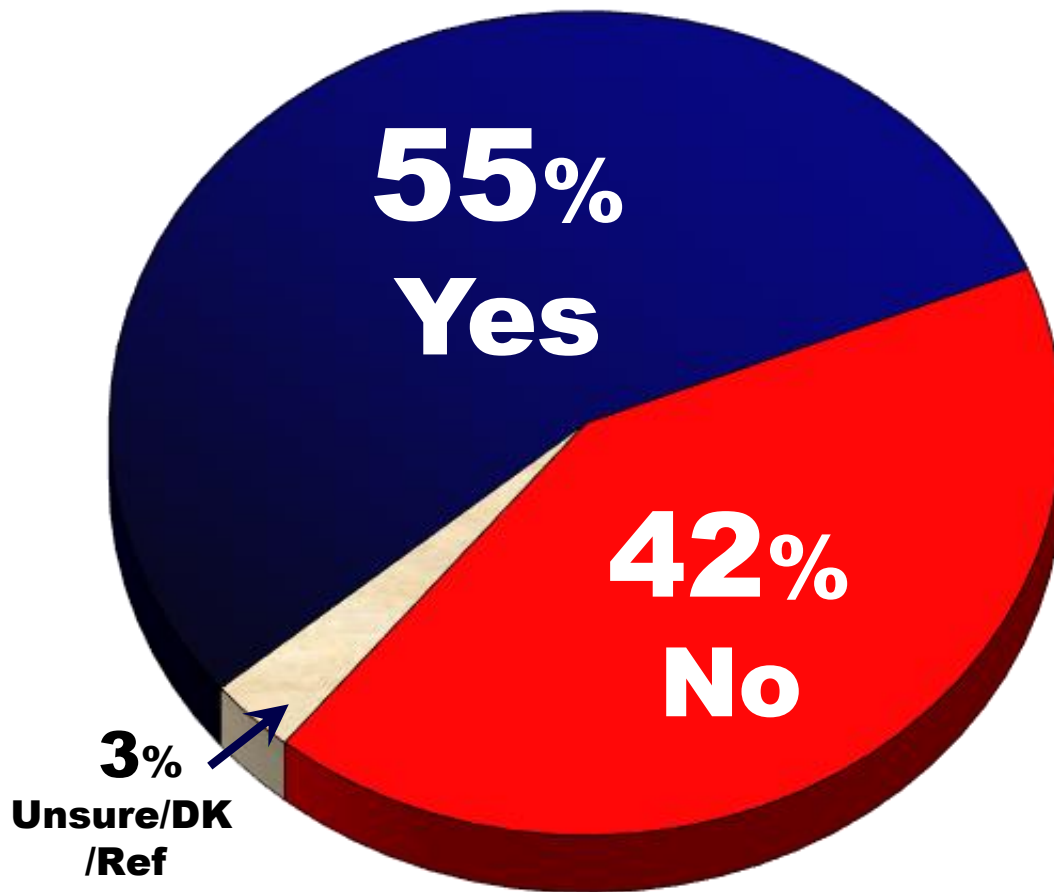


Figure 14A
San Pablo Community Survey
Year-end December 2021

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

Question 14.0 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?

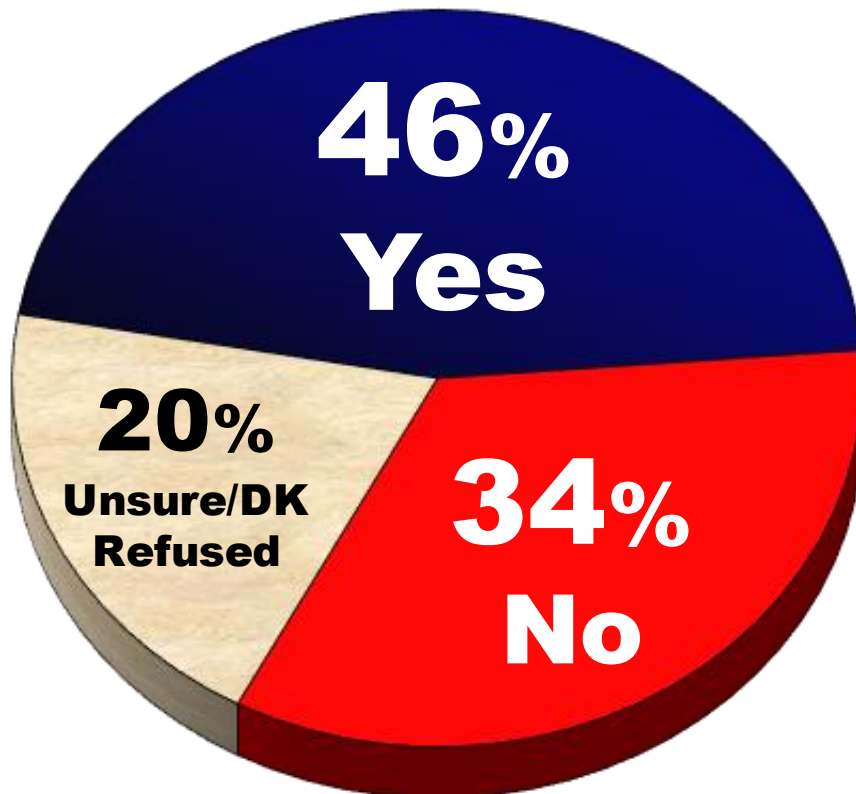


Figure 14B
San Pablo Community Survey
Year-end December 2021

How Much More for Additional Clean-up Services?

Question 14.1 To make it possible for the City to provide additional clean-up services, would you be willing to pay an additional...



Figure 15
San Pablo Community Survey
Year-end December 2021

Support for... Rank-order for Three Funding Mechanisms

Question 15.0: When considering asking San Pablo residents to support any funding mechanism intended to enhance the quality of life for all local residents, difficult choices must be made by City officials. Three new funding measures are presently under consideration. Please tell me your priority (1st, 2nd, 3rd) for these mechanisms

Top + Second Priority

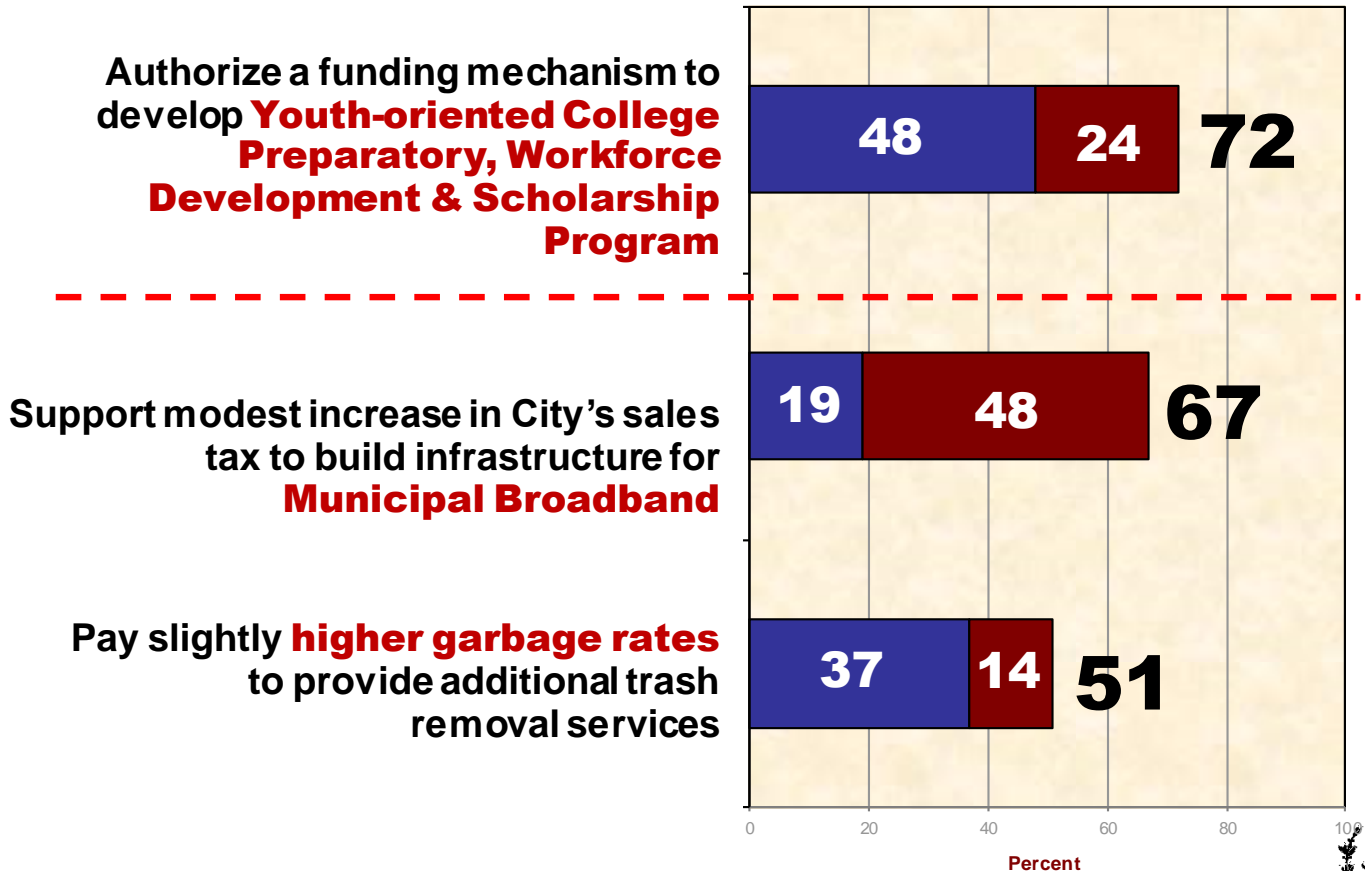


Figure 16A
 San Pablo Community Survey
 Year-end December 2021

Demographics of Survey Respondents

Length of Residency

0 to 5 years	19%
6 to 10	21%
11 to 25	30%
Over 25 years	28%
Refused	2%

Age

18 to 30	12%
31 to 40	20%
41 to 50	19%
51 to 65	24%
Over 65 years	17%
Refused	8%

Household Income

Under \$25,000	13%
\$25,001 to \$50,000	16%
\$50,001 to \$75,000	20%
\$75,001 to \$100,000	9%
Over \$100,000	7%
Refused	35%

Ideology

Liberal	30%
Progressive	23%
Moderate	22%
Conservative	13%
Refused	12%

Home Ownership

Own	56%
Rent	17%
Refused	27%

Education

Less than High School	6%
High School/Trade School	15%
Some College	28%
College Graduate	37%
Graduate/Prof. School	10%
Refused	4%

Ethnicity

Caucasian	21%
Hispanic/Latino	25%
African American/Black	15%
Native American/Alaskan	17%
Native Hawaiian & other Pacific Islander	1%
Asian	12%
Other	1%
Refused	8%

Gender

Male	47%
Female	53%



Figure 16B
San Pablo Community Survey
Year-end December 2021

Demographics of Survey Respondents

School Aged Children

None	52%
One	20%
Two	13%
Three or more	7%
Refused	8%

Registered to Vote

Yes	90%
No	9%
Refused	1%

Party ID

Democrat	34%
Republican	16%
Independent	21%
Other	14%
Refused	15%

Area of Residence

East I80/San Pablo Hills	11%
Old Town	11%
N San Pablo, Leroy Heights	
Contra Costa College	36%
West I80, Casino Hospital	
Area, City Hall	30%
Refused	12%

Language

English	92%
Spanish	8%

