

Including Comparison of Opinion Leaders with the Mainstream

# San Pablo 2022 Year-end... Annual Community Survey

*Prepared Expressly for...*



**Year-end December 2022**

**Strategy Research Institute**  
*An Institute for CONSENSUS BUILDING*  
WWW.SRI-CONSULTING.ORG  
800.224-7608



# Research Design

**Sample size: N=300**

**15% Opinion Leaders (N=45)**

**8% chose to take survey in Spanish**

**11% Age 18-30 (community-at-large).**

This subgroup was stratified (pushed) to 17% (N=50) to ensure that this strata of the population being surveyed is adequately represented within the entire population.

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

**Sampling Error: ±4.5 to 5.8%**

**Data Collection: December 1 thru December 9, 2022**



Figure 1  
San Pablo Community Survey  
Year-end December 2022

# 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.

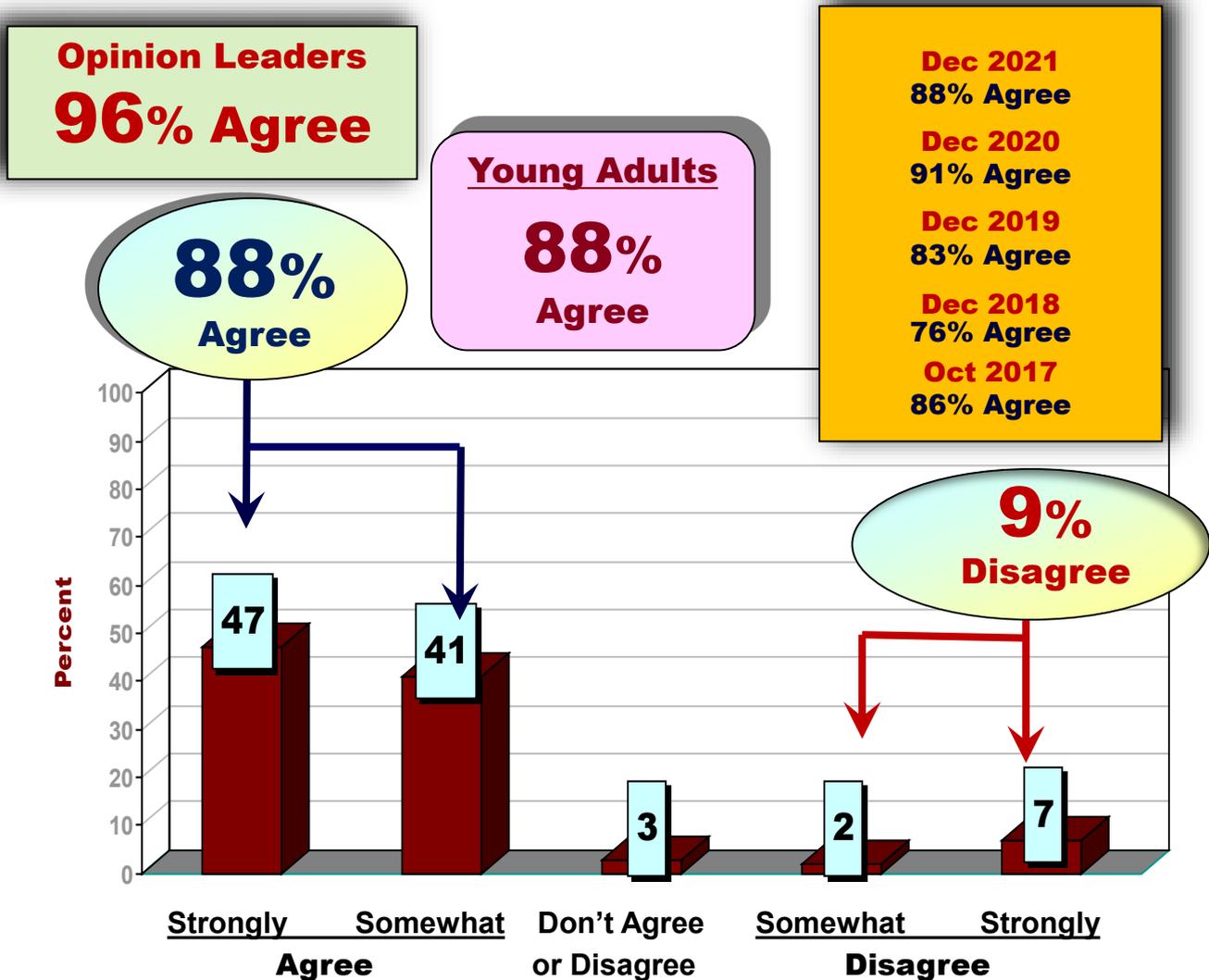


Figure 2  
San Pablo Community Survey  
Year-end December 2022

# 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)

- |     |                                  |
|-----|----------------------------------|
| 14% | Improved street/road maintenance |
| 13% | Less Crime                       |
| 11% | Address Homeless Challenges      |
| 9%  | Clean up Garbage                 |
| 8%  | Parking Violations               |
| 5%  | Enhance Public Education         |

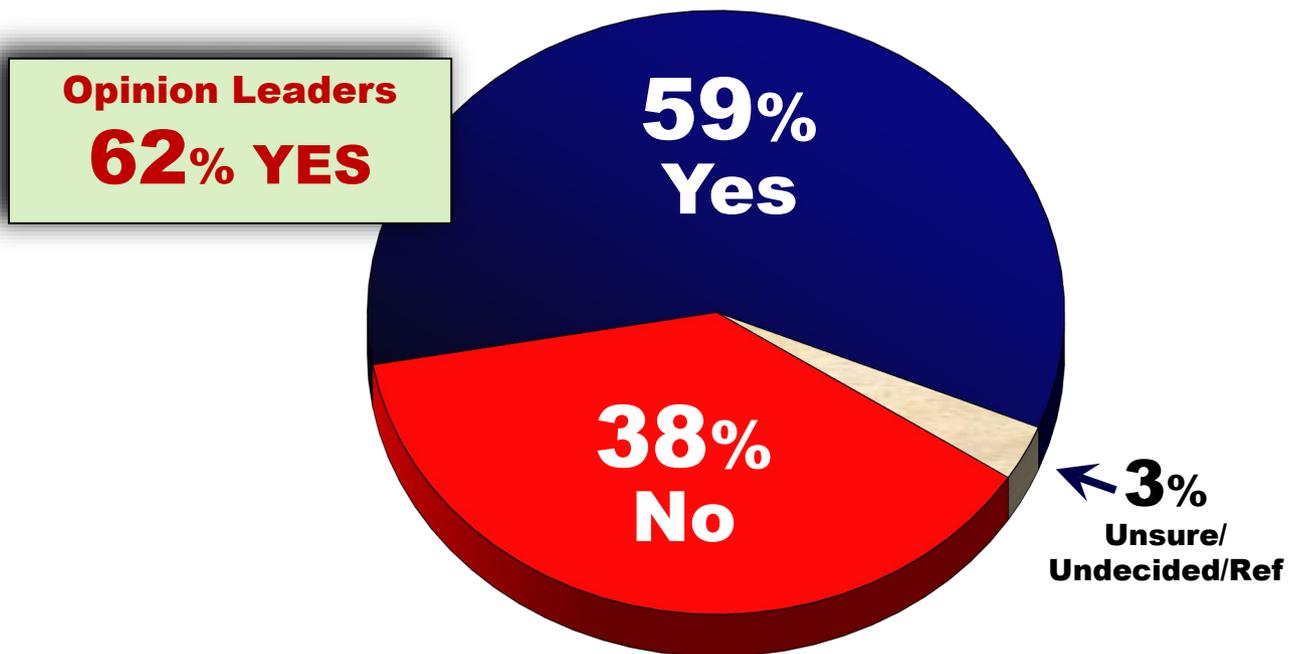
(Refer to Questionnaire for entire list)



Figure 3  
San Pablo Community Survey  
Year-end December 2022

# Local Issues of Concern

**Question 3.0: Is there a Local Issue, or more than one issue, you are especially concerned about today, as a resident of San Pablo?  
(Front-end of Mind)**



**Issues of concern**  
(Top 5, Rank-ordered; open-ended)

20%	<b>Crime</b>
13%	<b>Homelessness</b>
10%	<b>Public Education</b>
7%	<b>Clean up Garbage</b>
6%	<b>Road/Street Maintenance</b>

(Refer to Questionnaire for entire list)



Figure 4A  
 San Pablo Community Survey  
 Year-end December 2022

# Local Issues of Concern

(**Collective 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.

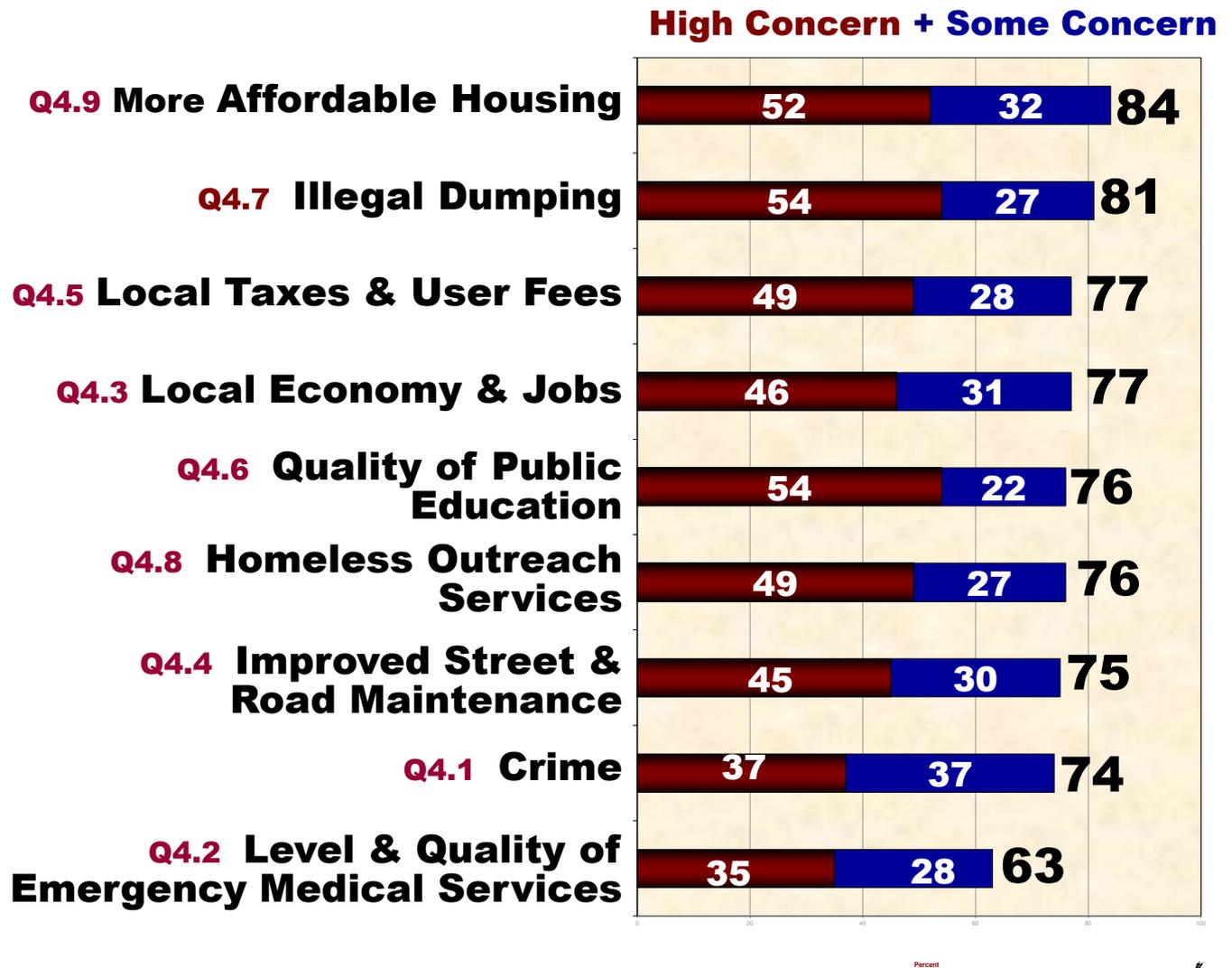


Figure 4B  
San Pablo Community Survey  
Year-end December 2022

# Local Issues of Concern

(**Collective Core Values**)

**Top 5 issues by All, Opinion Leaders & Young Adults  
(High + Some Concern)**

## Issues of concern - All

<b>84%</b>	<b>Affordable Housing</b>
<b>81%</b>	<b>Illegal Dumping</b>
<b>77%</b>	<b>Local Taxes &amp; Fees</b>
<b>77%</b>	<b>Local Economy &amp; Jobs</b>
<b>76%</b>	<b>Quality of Public education</b>

## Issues of concern – Opinion Leaders

<b>86%</b>	<b>Local Economy &amp; Jobs</b>
<b>86%</b>	<b>Homeless Outreach Services</b>
<b>84%</b>	<b>Affordable Housing</b>
<b>82%</b>	<b>Quality of Public Education</b>
<b>78%</b>	<b>Crime</b>

## Issues of concern – Young Adults

<b>88%</b>	<b>Illegal Dumping</b>
<b>88%</b>	<b>Affordable Housing</b>
<b>84%</b>	<b>Quality of Public Education</b>
<b>80%</b>	<b>TIED: Crime, Level &amp; Quality of Emergency Medical Services, Improved Street &amp; Road Maintenance, Local Taxes &amp; Fees</b>



Figure 5A  
 San Pablo Community Survey  
 Year-end December 2022

# Endeavors for City's Work Plan (Top 7 Rank-ordered)

**Question 5.0:** City Council updates its Priority Work Plan every two years. 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.

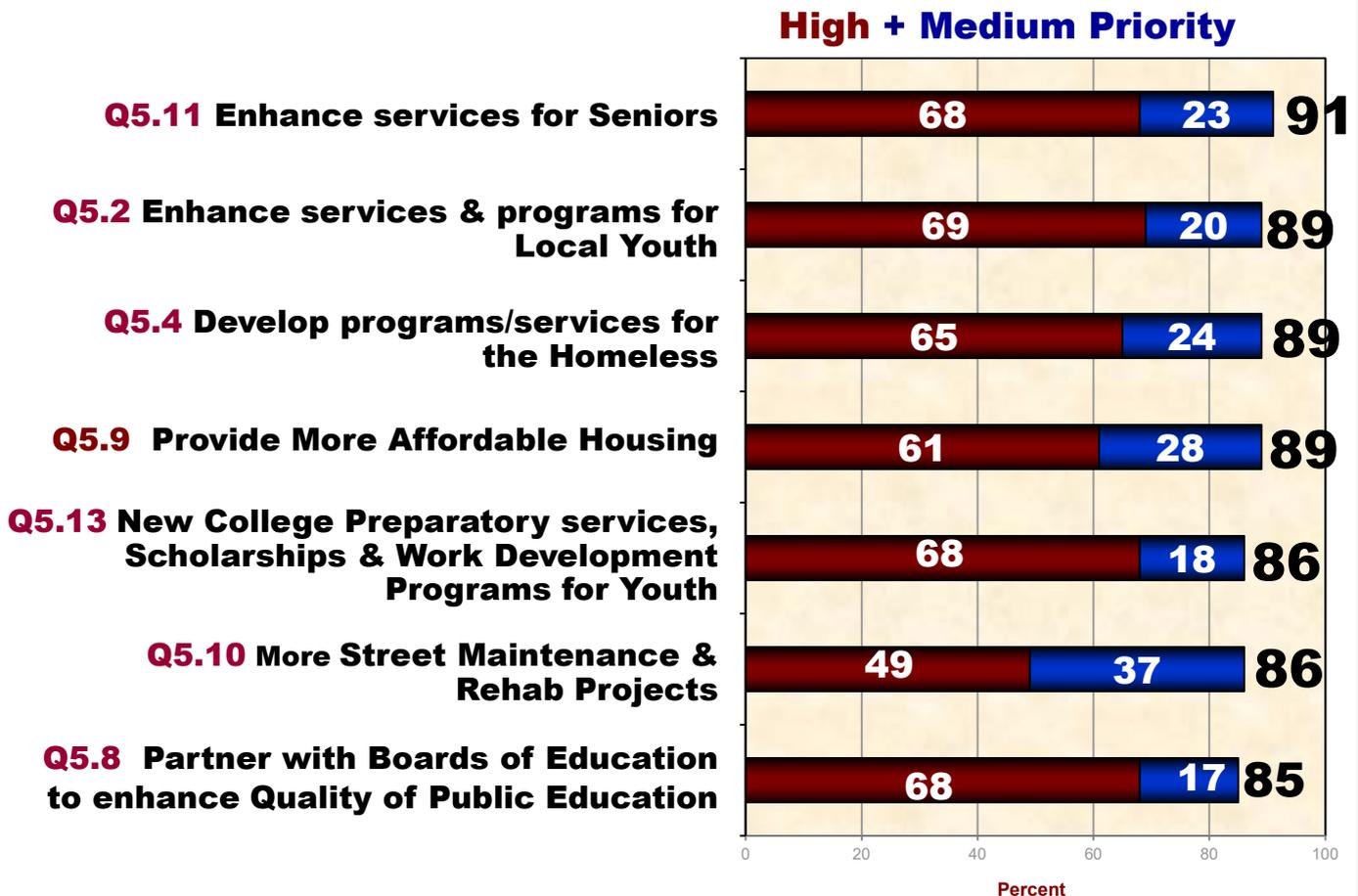


Figure 5B  
 San Pablo Community Survey  
 Year-end December 2022

# Endeavors for City's Work Plan (Bottom 6 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.

## High + Medium Priority

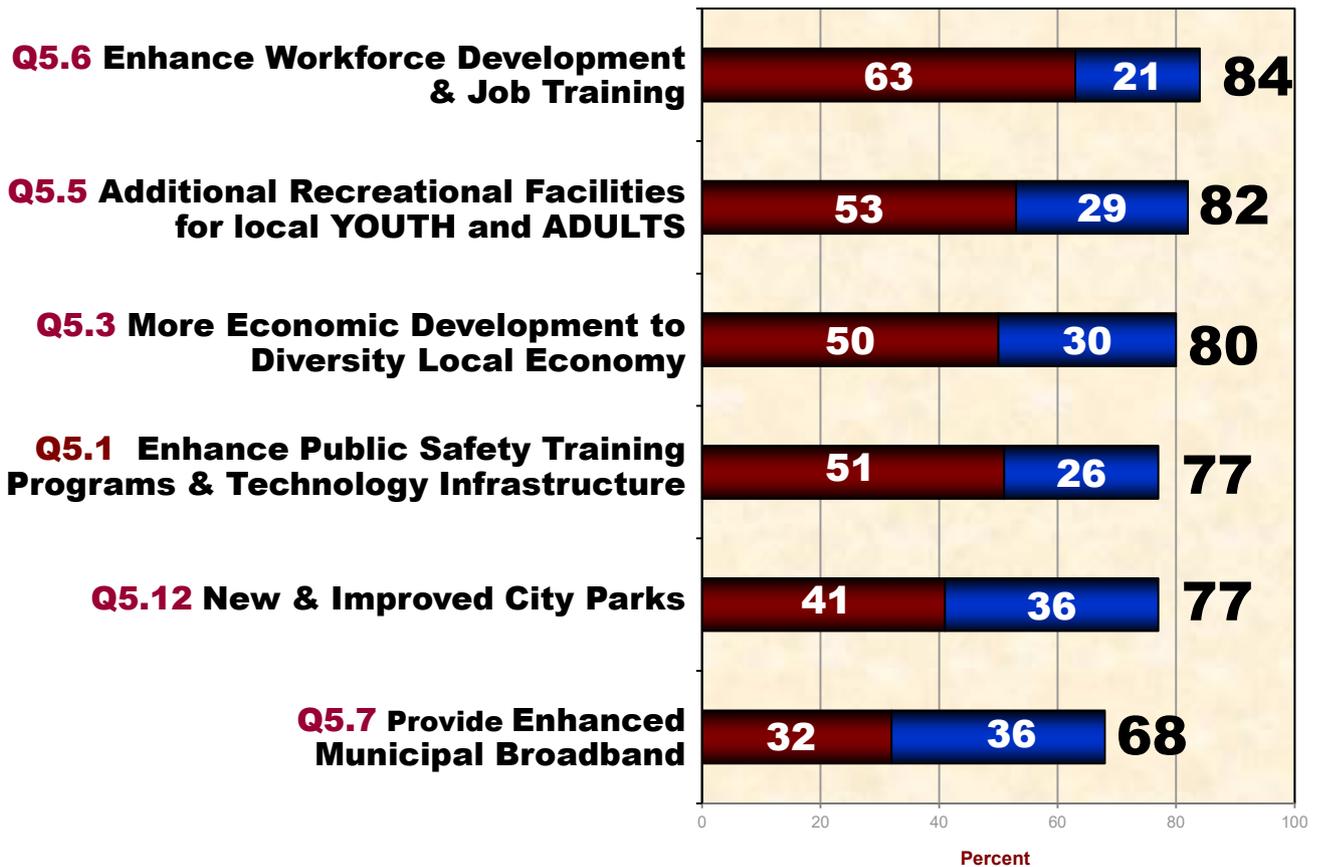
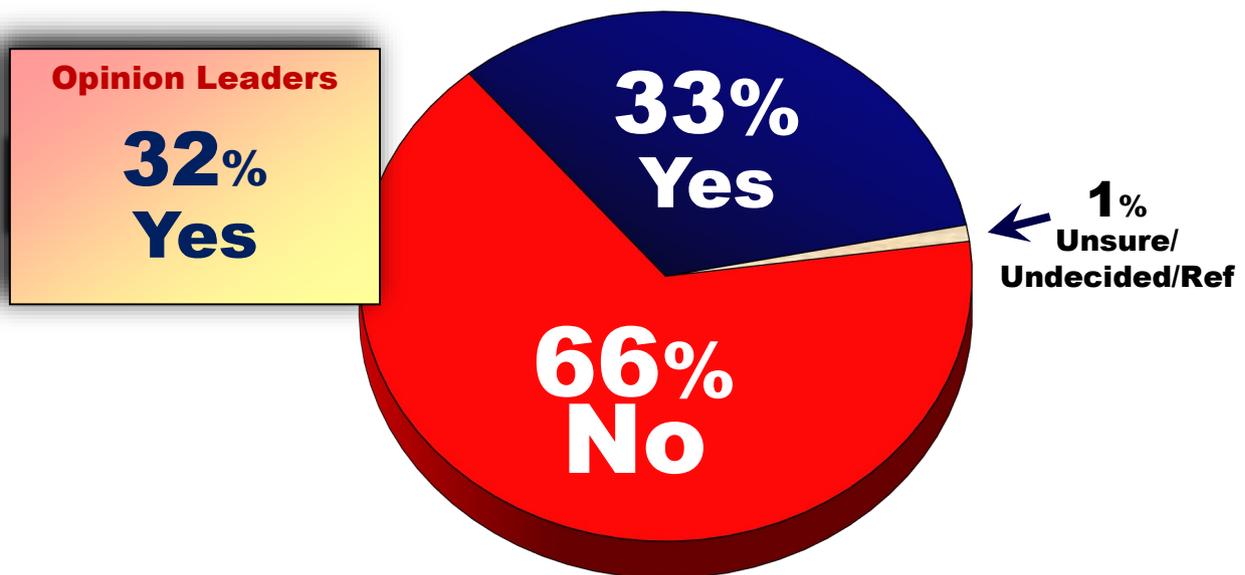


Figure 5C  
San Pablo Community Survey  
Year-end December 2022

## Additional Projects/Endeavors to include in City's Work Plan

**Question 6.0: Are there additional projects/endeavors City Council should incorporate into its Work Plan?**



### ADDITIONAL PROJECTS OR Endeavors

*(% of those who responded yes at Q6.1)*

17%	More activities for Youth
7%	More transparency in government
36%	6% each: Crime, Need more Police, Need emergency medical services, More help for seniors & Disabled, Need affordable housing, more dog parks
5%	Economic development
35%	Misc



Figure 6A  
 San Pablo Community Survey  
 Year-end December 2022

## 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?

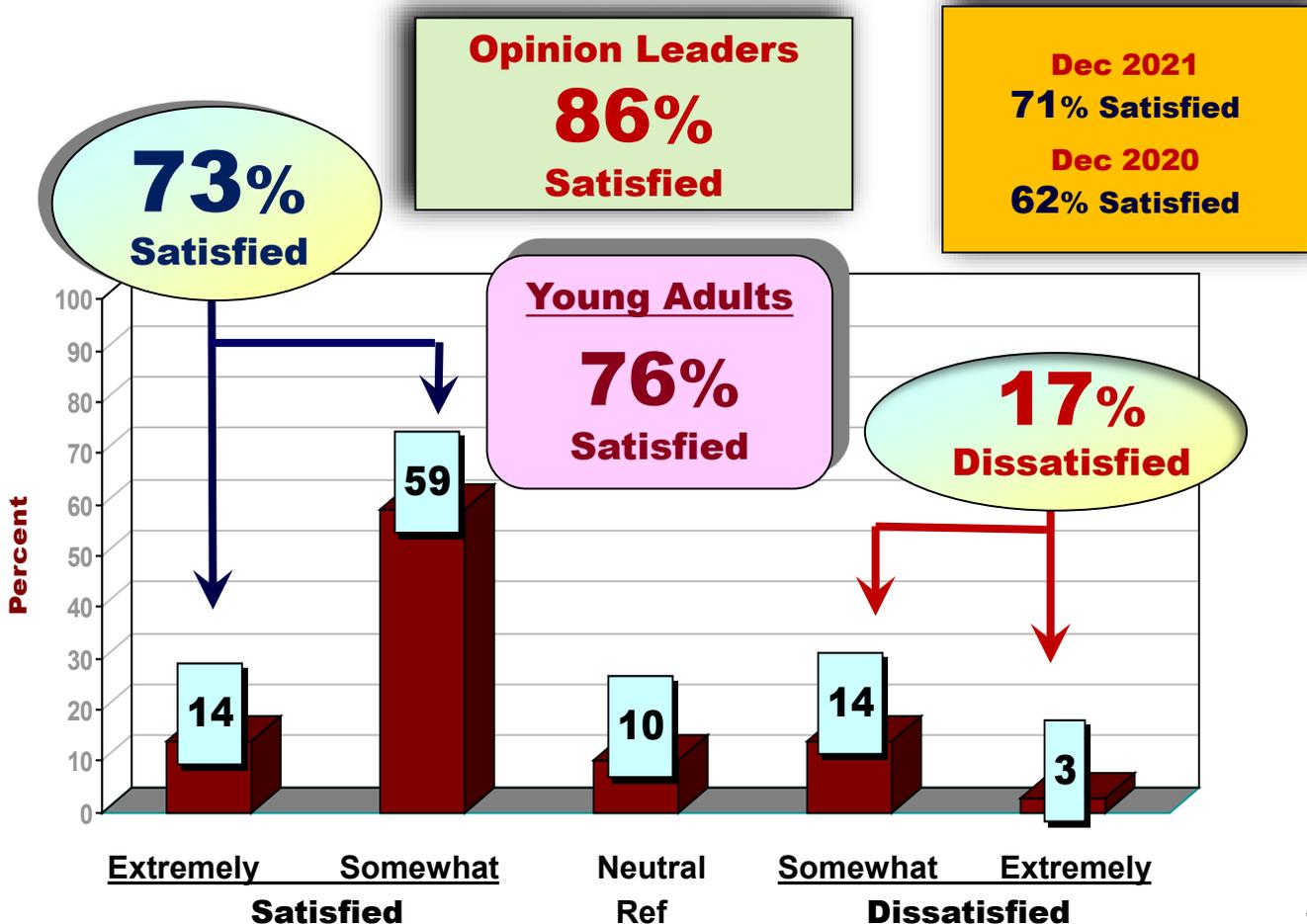
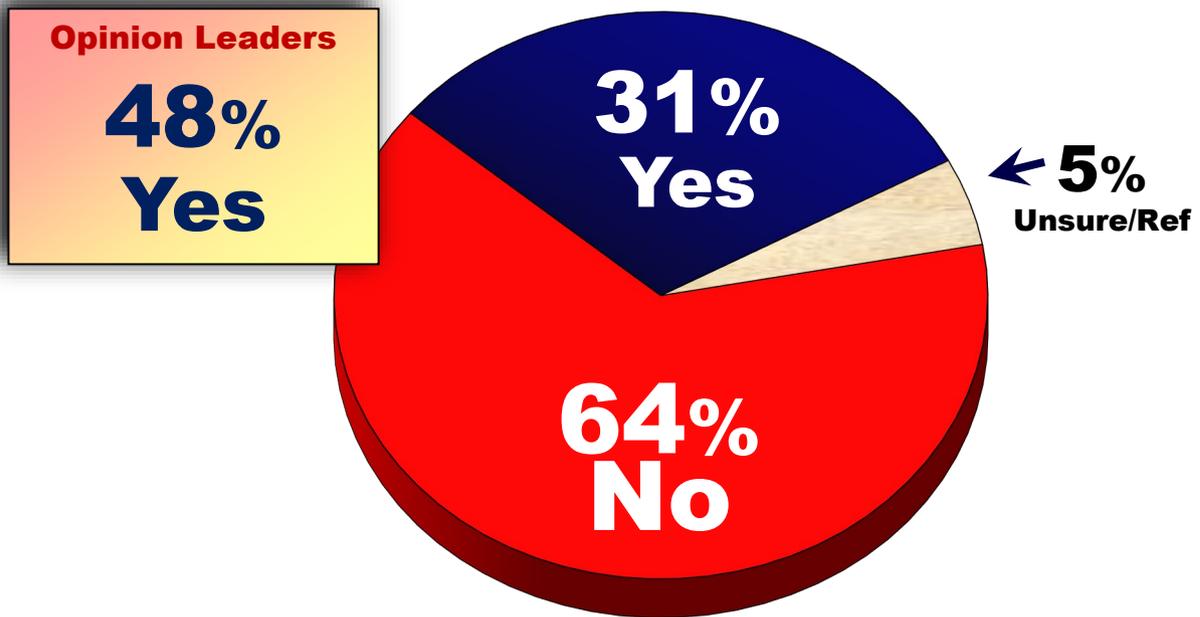


Figure 6B  
San Pablo Community Survey  
Year-end December 2022

## Are there **ADDITIONAL** Services You would Like to See?

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



### **ADDITIONAL Services**

*(% of those who responded yes at Q7.0)*

<b>13%</b>	<b>Need more police</b>
<b>12%</b>	<b>Address homelessness</b>
<b>9%</b>	<b>More programs for Youth</b>
<b>7%</b>	<b>More help for seniors</b>
<b>59%</b>	<b>Misc</b>



Figure 7  
San Pablo Community Survey  
Year-end December 2022

## Support for... **Residential Parking Enforcement & Reducing Neighborhood Blight?**

**Question 9.0** Do you support, or do you NOT support, the City's continued efforts toward seeking compliance from residents who continue to violate the parking mandate in neighborhoods.

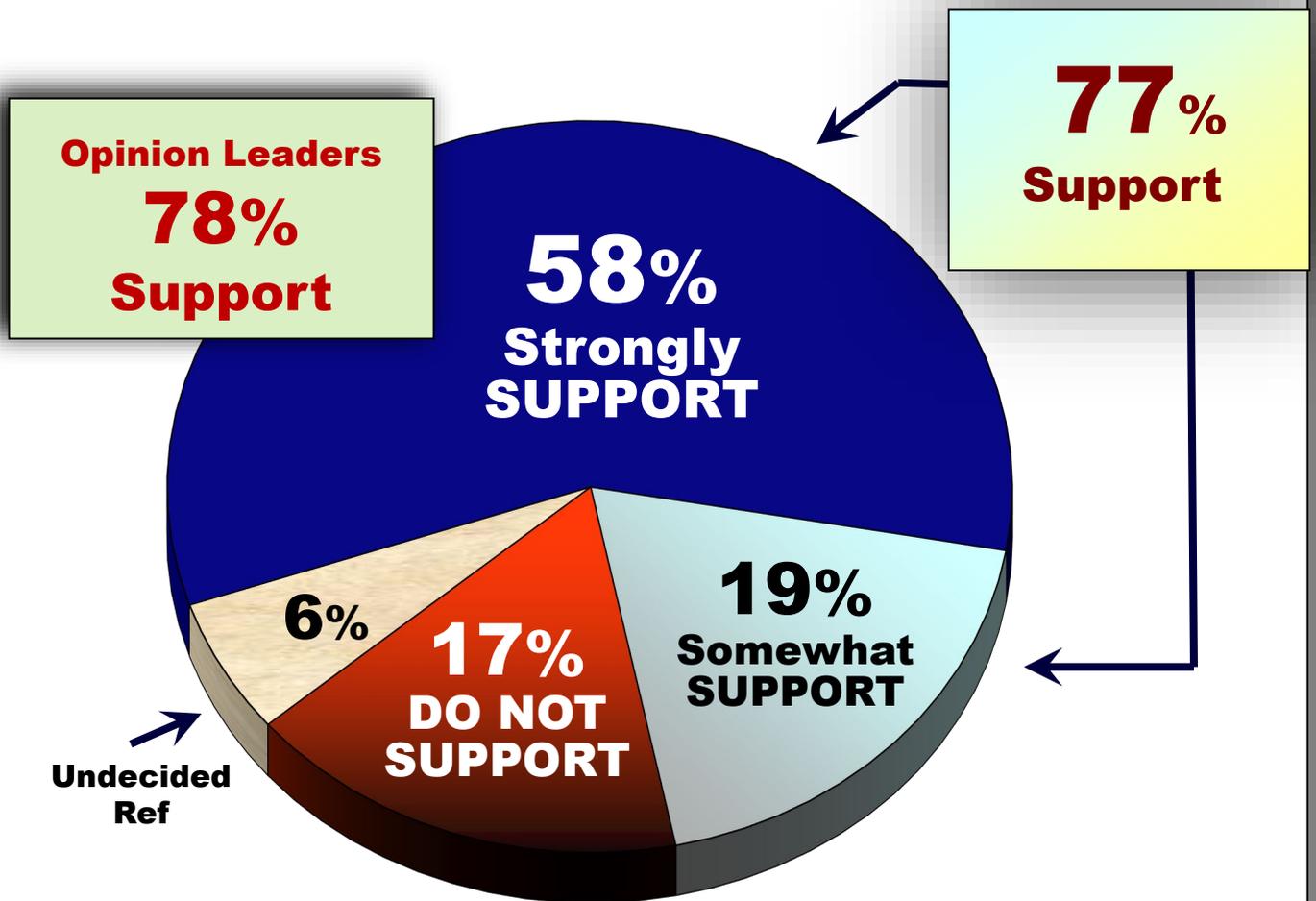


Figure 8  
San Pablo Community Survey  
Year-end December 2022

## Support for... Jointly Funded

### Licensed Mental Health Workers in Schools?

**Question 10.0: Do you support creating a joint mental health program at local San Pablo schools, JOINTLY funded by the City of San Pablo and the West Contra Costa Unified School District?**

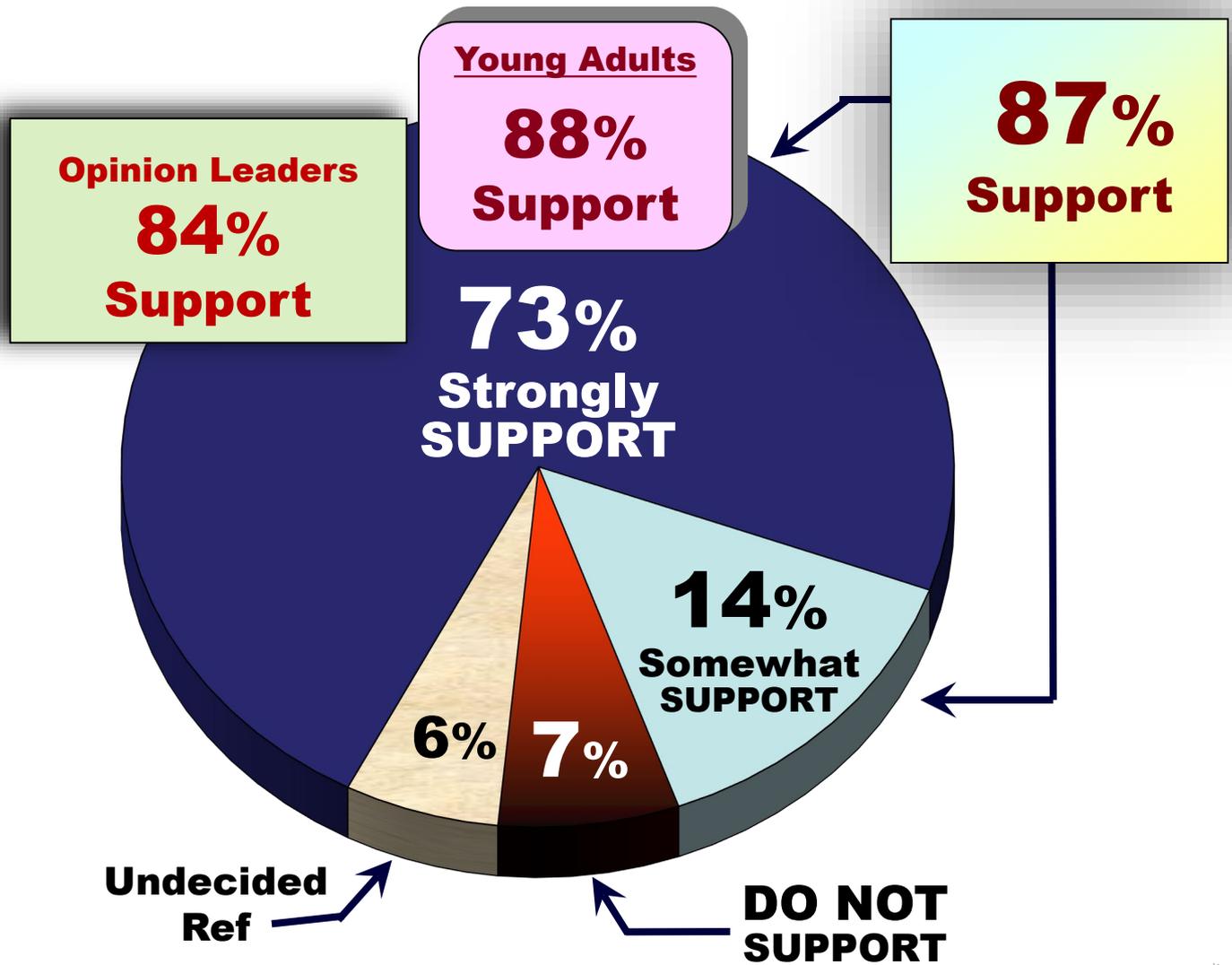


Figure 9  
 San Pablo Community Survey  
 Year-end December 2022

## Support for...

# Reducing Commercial Blight and Increasing Safety for Local Businesses

**Question 11 series:** Earlier in 2022, the San Pablo City Council established a new policy intended to reduce commercial blight for the local business community, enhance safety for local businesses and their respective clientele, assist local businesses in promoting commerce, as well as creating new jobs for San Pablo residents. In order to provide potential funding and/or program support for existing or new programs that are, or will be, provided through the San Pablo Economic Development Corporation, City officials would like community input regarding several programs presently under consideration.

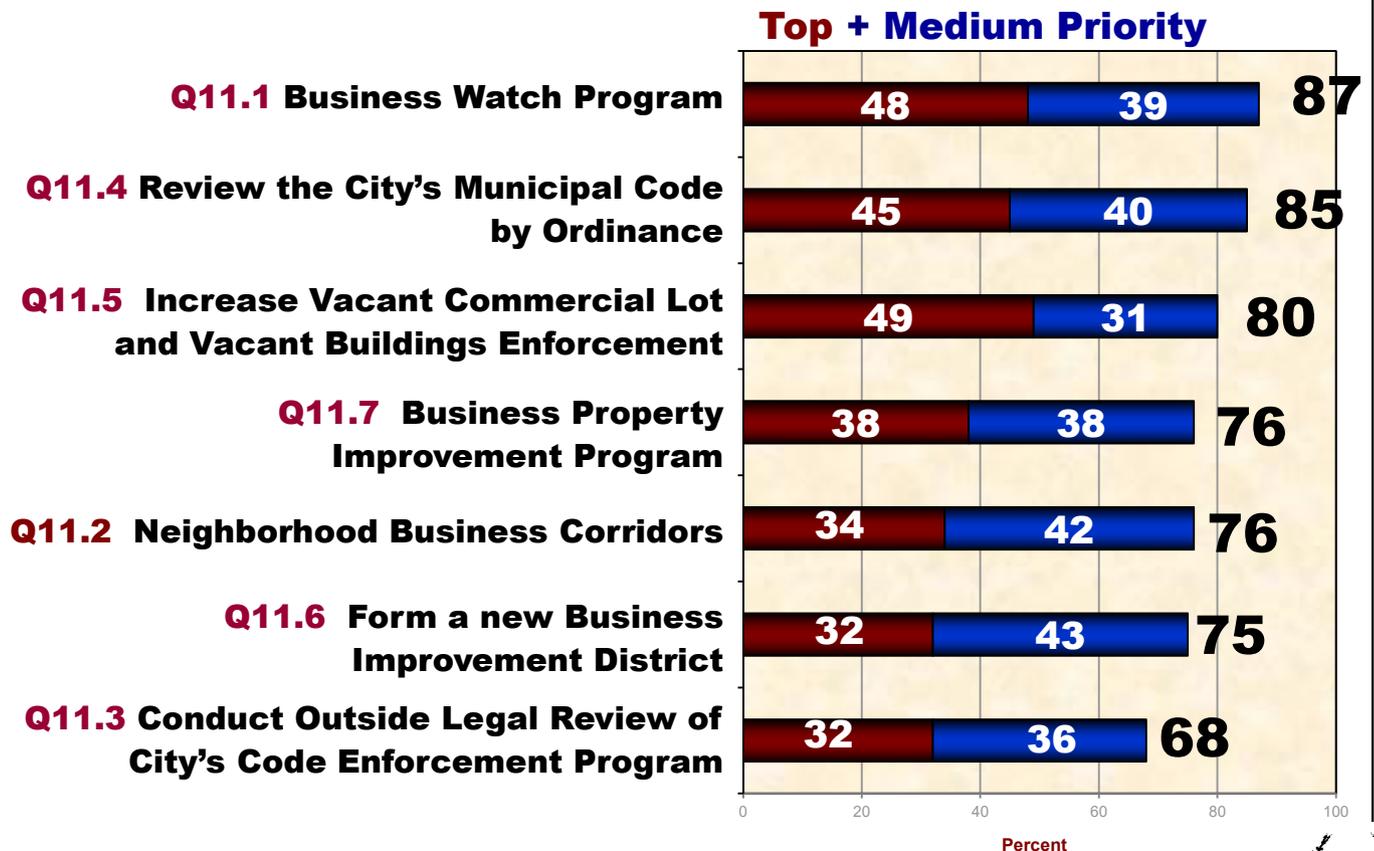
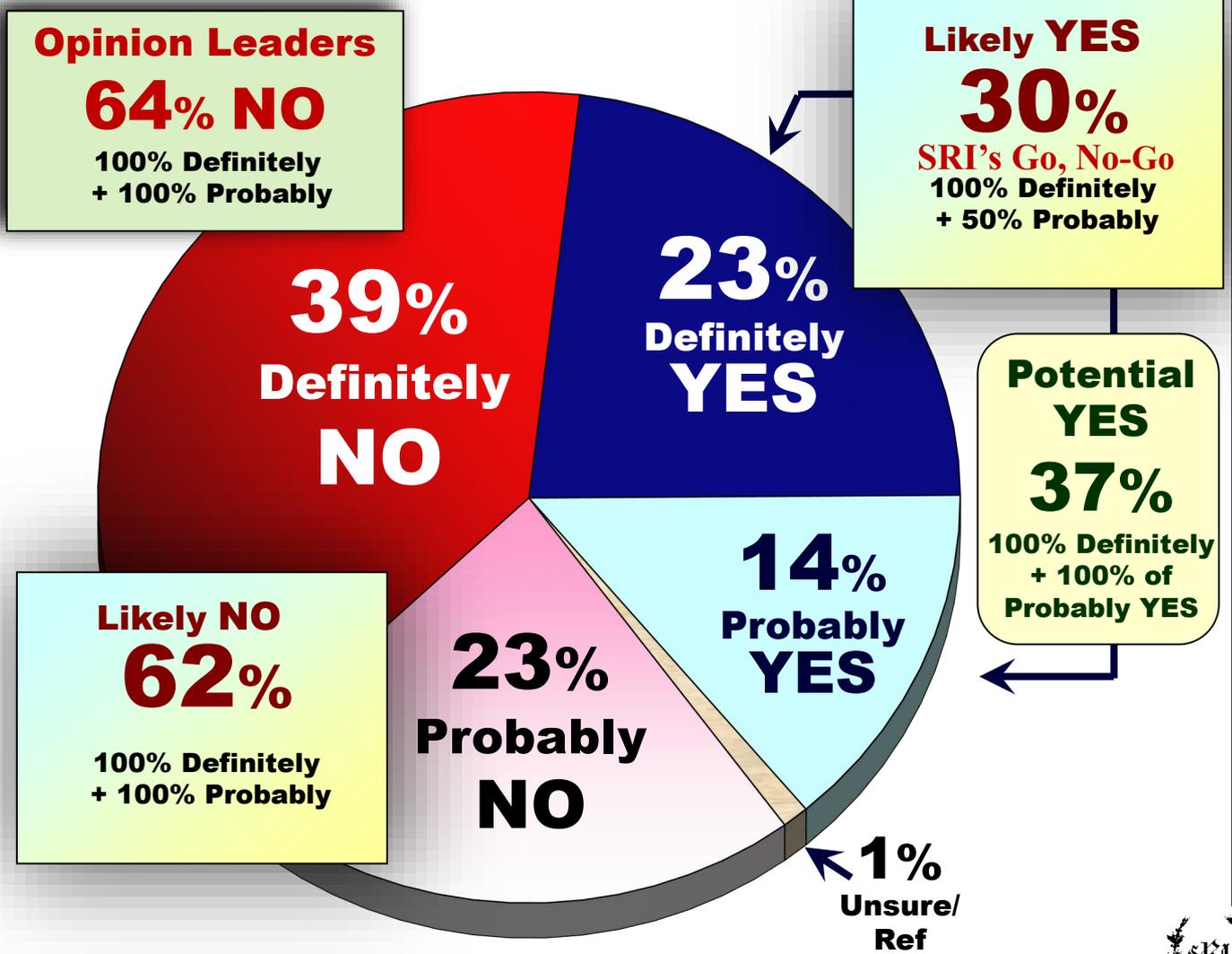


Figure 10A  
San Pablo Community Survey  
Year-end December 2022

## Support for... Increase Annual Assessment for the City's LLAD

**Question 12.1** If City officials were to ask San Pablo property owners to authorize increasing the assessment for the City's Landscaping and Lighting District to \$144/year (which is \$12/month), per parcel of property owned, would you vote YES or NO?



## Recommendation re: LLAD

1. Do **NOT** place LLAD before property owners in 2023; it will fail
2. Survey **San Pablo property owners** in early 2023 to:
  - ✓ Secure the ‘intel’ needed to correspond the substance of an outreach effort with the collective perceptions and collective core values of San Pablo property owners
  - ✓ Test THRESHOLD of *willingness to pay*
3. Use *findings* from survey to develop and implement an aggressive **public outreach** effort to explain the need
4. Place LLAD before property owners in **2024**



Figure 11A  
 San Pablo Community Survey  
 Year-end December 2022

# Demographic profile of Survey Respondents

**Valid % reported**

(meaning actual number of respondents who answered the respective question)

## ***Length of Residency***

0 to 5 years	7%
6 to 10	10%
11 to 25	33%
Over 25 years	48%
Refused	2%

## ***Age***

18 to 30	11%
<b>stratified (pushed) to N=50</b>	<b>17%</b>
31 to 40	11%
41 to 50	11%
51 to 65	25%
Over 65 years	38%
Refused	4%

## ***Household Income***

Under \$25,000	10%
\$25,001 to \$50,000	17%
\$50,001 to \$75,000	26%
\$75,001 to \$100,000	12%
Over \$100,000	17%
Refused	18%

## ***Ideology***

Liberal	21%
Progressive	16%
Moderate	28%
Conservative	17%
Refused	18%

## ***Home Ownership***

Own	70%
Rent	26%
Refused	4%

## ***Education***

Less than High School	3%
High School/Trade School	18%
Some College	33%
College Graduate	22%
Graduate/Prof. School	18%
Refused	6%

## ***Ethnicity***

Caucasian	32%
Hispanic/Latino	27%
African American/Black	18%
Native American/Alaskan	1%
Native Hawaiian & other Pacific Islander	1%
Asian	6%
Other	0%
Refused	15%

## ***Gender***

Male	45%
Female	55%



Figure 11B  
San Pablo Community Survey  
Year-end December 2022

# Demographic profile of Survey Respondents

**Valid % reported**

(meaning actual number of respondents who answered the respective question)

## ***# School Aged Children***

<b>None</b>	<b>75%</b>
<b>One</b>	<b>11%</b>
<b>Two</b>	<b>6%</b>
<b>Three or more</b>	<b>3%</b>
<b>Refused</b>	<b>5%</b>

## ***Party ID***

<b>Democrat</b>	<b>56%</b>
<b>Republican</b>	<b>12%</b>
<b>Independent</b>	<b>15%</b>
<b>Other</b>	<b>9%</b>
<b>Refused</b>	<b>8%</b>

## ***Registered to Vote***

<b>Yes</b>	<b>87%</b>
<b>No</b>	<b>7%</b>
<b>Refused</b>	<b>6%</b>

## ***Area of Residence***

<b>East I80/San Pablo Hills</b>	<b>16%</b>
<b>Old Town</b>	<b>8%</b>
<b>N San Pablo, Leroy Heights</b>	<b>48%</b>
<b>Contra Costa College</b>	<b>48%</b>
<b>West I80, Casino Hospital</b>	<b>17%</b>
<b>Area, City Hall</b>	<b>17%</b>
<b>Refused</b>	<b>11%</b>

