

# San Pablo 2022 Public Safety Survey

*Prepared Expressly for...*



**August 2022**

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



City of San Pablo  
Public Safety Survey  
July 2022

# Research Design

**Sample size: N = 300**  
**N = 42 Opinion Leaders (14%)**

**Conducted in English: 83%**  
**Conducted in Spanish: 17%**

**Population surveyed: Community-at-Large**

**Sampling Error: ±4.5 to 5.8%**

**Data Collection: August 18 thru 26, 2022**

**Opinion Leaders vs. Mainstream  
I.D. Early  
SHIFT in PUBLIC OPINION**



Figure 1  
City of San Pablo  
Public Safety Survey  
August 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.

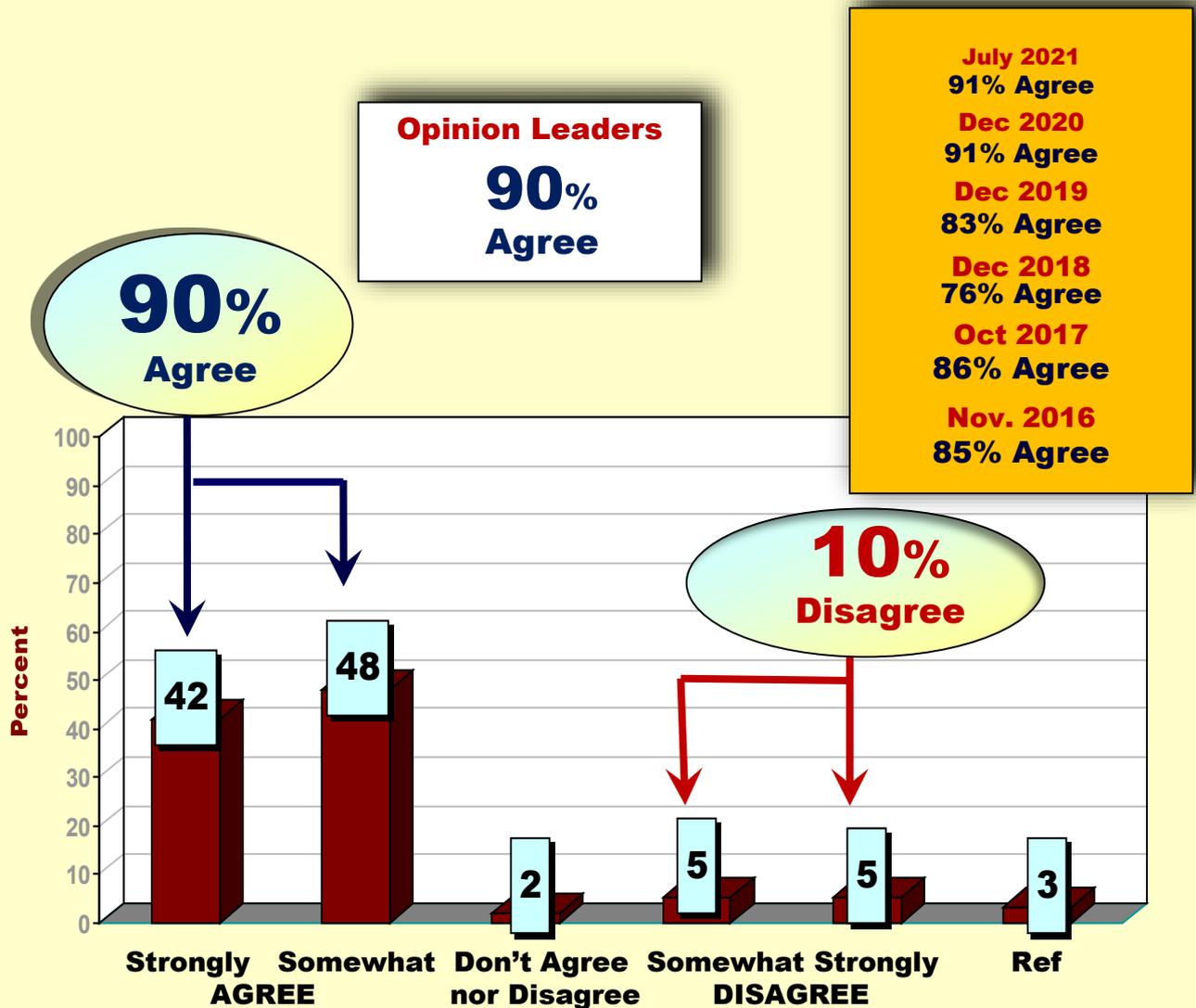
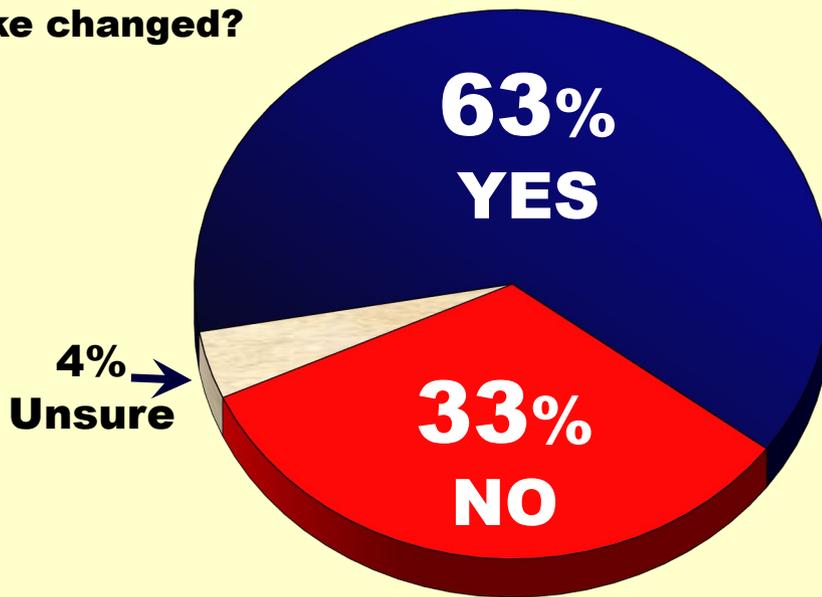


Figure 2  
City of San Pablo  
Public Safety Survey  
August 2022

# 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?**



## ***Issues Would Like Changed***

**(Top 6, Rank-ordered)**

<b>Crime (reduced)</b>	<b>17%</b>
<b>Enhance street &amp; road maintenances</b>	<b>14%</b>
<b>Assist the Homeless</b>	<b>10%</b>
<b>Traffic management</b>	<b>8%</b>
<b>Affordable Housing</b>	<b>6%</b>
<b>Economic development</b>	<b>6%</b>

(Refer to Questionnaire for entire list)



Figure 3  
City of San Pablo  
Public Safety Survey  
August 2022

## As a resident of San Pablo...

# How Safe Do You Feel?

**Question 5.0:** Given the civil unrest being experienced in certain parts of the nation, especially following the George Floyd murder in May 2020, how safe do you feel as a resident of San Pablo?

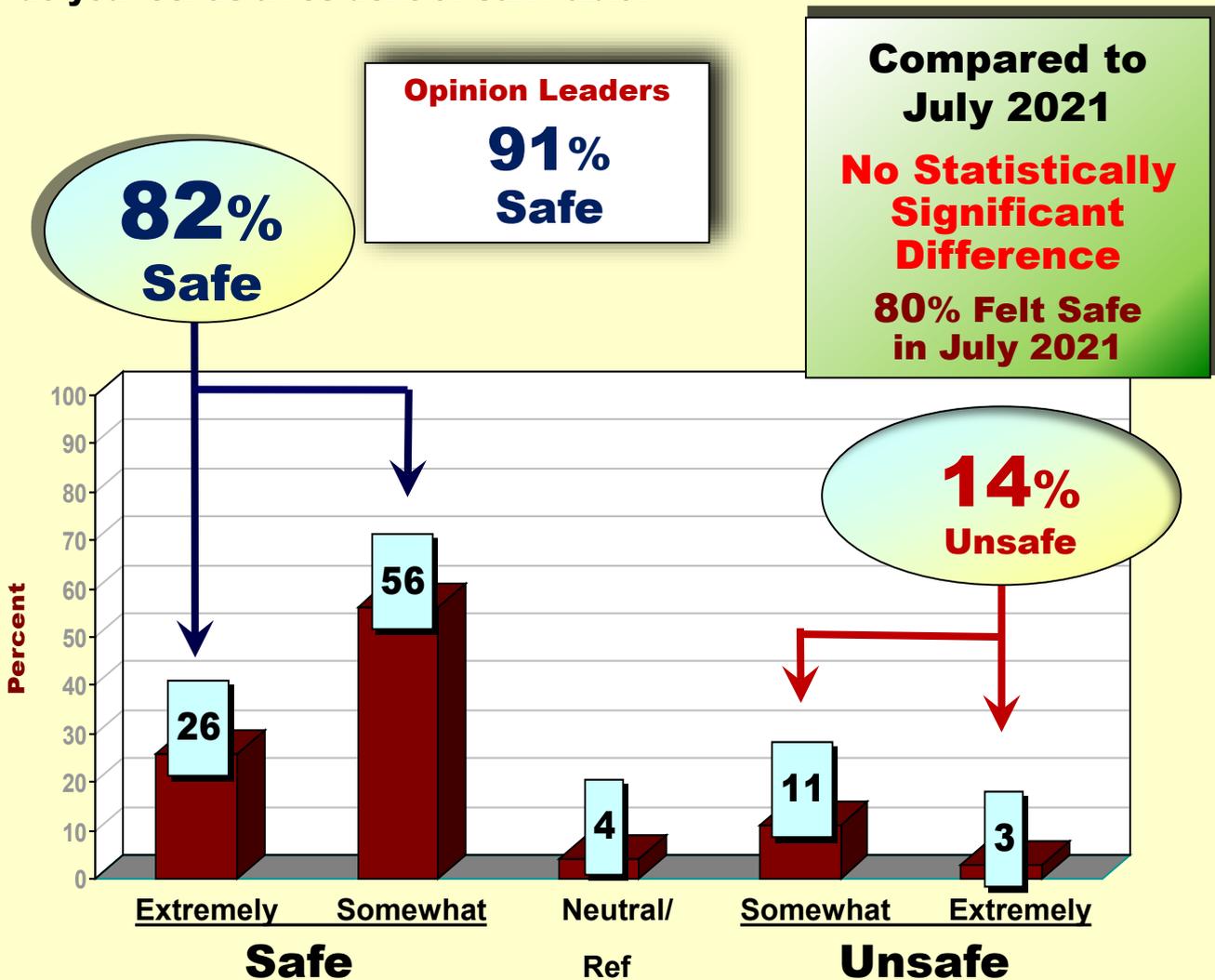


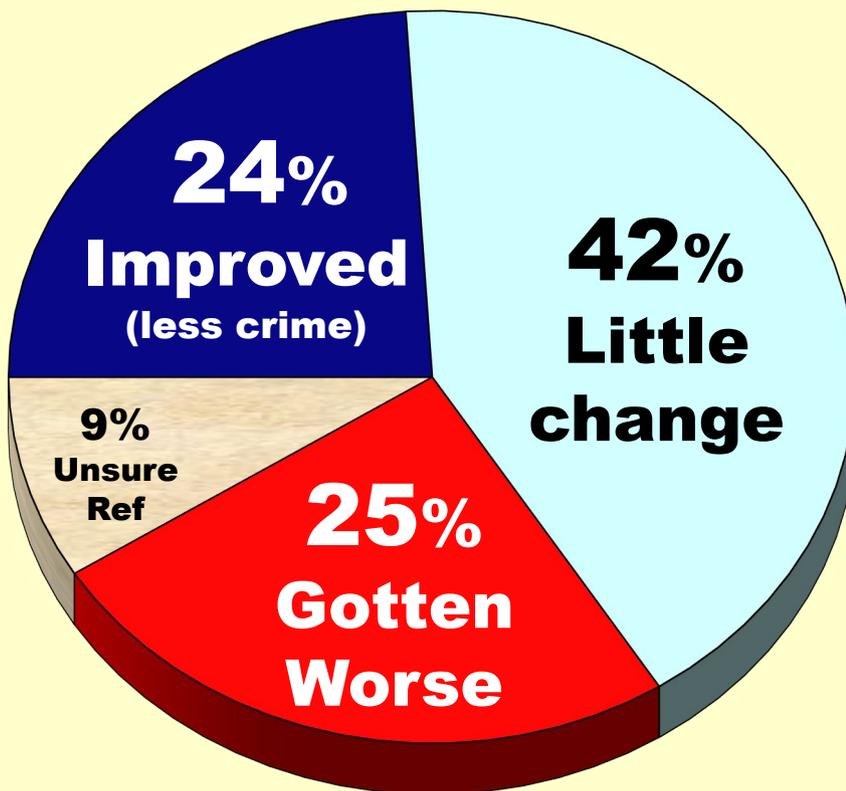
Figure 4A  
City of San Pablo  
Public Safety Survey  
August 2022

# Has Crime in the City

## **IMPROVED (LESS CRIME)**

## **GOTTEN WORSE OR NO CHANGE?**

**Question 3.0:** Public safety is, without question, one of the top concerns among residents in any community, San Pablo is no exception. In your opinion, over the past few years has CRIME in San Pablo...



**Opinion Leaders**

- 14% Improved
- 26% Gotten worse
- 55% Little change

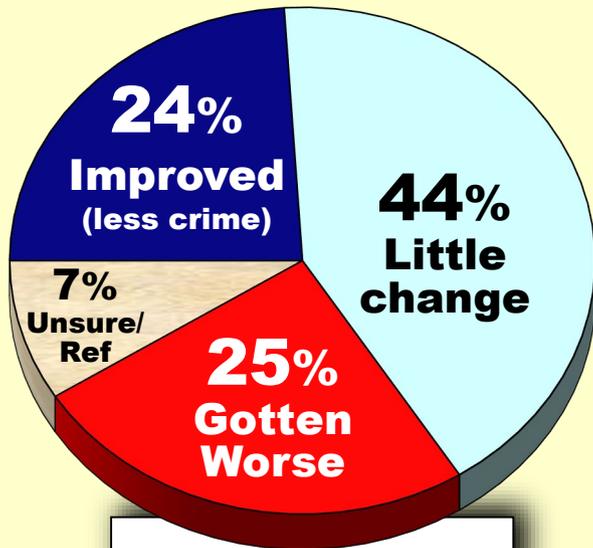


Figure 4B  
City of San Pablo  
Public Safety Survey  
August 2022

# Has Crime in the City

## **IMPROVED (LESS CRIME) GOTTEN WORSE OR NO CHANGE?**

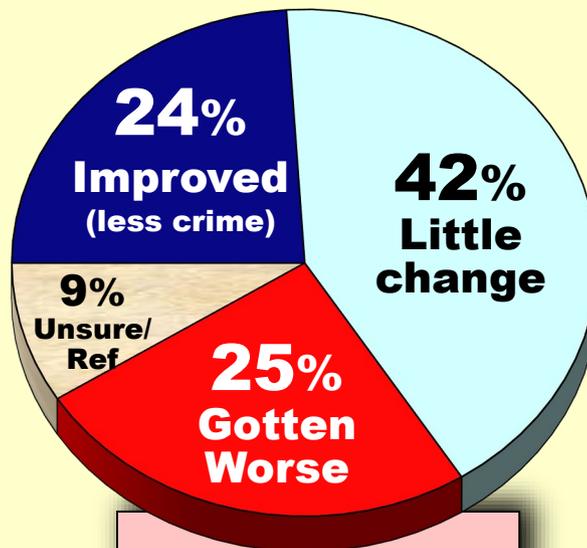
2021



### Opinion Leaders

**24%**  
Improved  
**27%**  
Gotten worse  
**41%**  
Little change

2022



### Opinion Leaders

**14%**  
Improved  
**26%**  
Gotten worse  
**55%**  
Little change

**-10%**



Figure 5  
City of San Pablo  
Public Safety Survey  
August 2022

# Satisfaction with services provided through... **City's Police Department**

**Question 4.0: How satisfied are you, today, with the level of service being provided to San Pablo residents through the City's Police Department?**

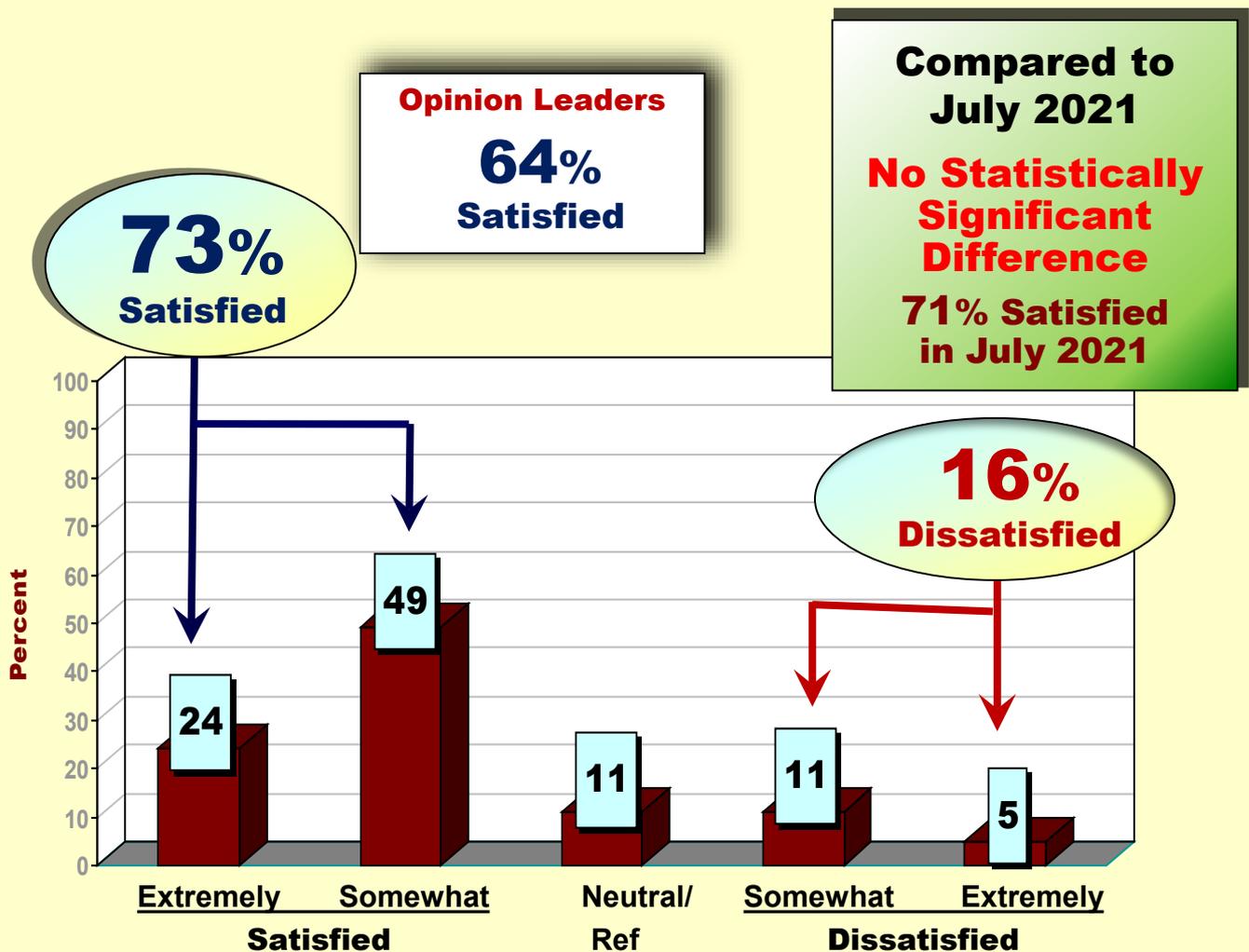


Figure 6  
 City of San Pablo  
 Public Safety Survey  
 August 2022

# Prioritizing Public Safety Programs & Activities

(Rank-ordered)

**Question 7.0 series:** Which of the following programs/activities should be given top priority by the San Pablo Police Department (following the Covid 19 Pandemic)?

**Community-at-large**

Gang Resistance & Education	86%
Producing Year-end Annual Report	86%
Community Police Academy	82%
Business Watch	81%
National Night Out	79%
Coffee with a Cop	74%

**Opinion Leaders**

Coffee with a Cop	84%
Gang Resistance & Education	79%
Community Police Academy	79%
National Night Out	76%
Business Watch	74%
Producing Year-end Annual Report	74%

**Question 7.2:** Do you agree or disagree with the notion that these types of programs and activities should be emphasized and promoted (following the Covid-19 Pandemic)?

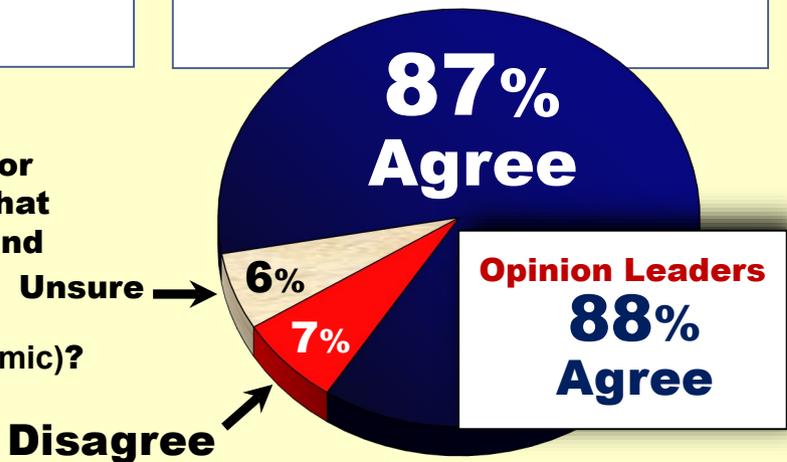


Figure 7  
City of San Pablo  
Public Safety Survey  
August 2022

# Support for: New Police Headquarters

**Question 6.1: Do you support the construction of a new Police Headquarters, including a Regional Law Enforcement Training Center?**

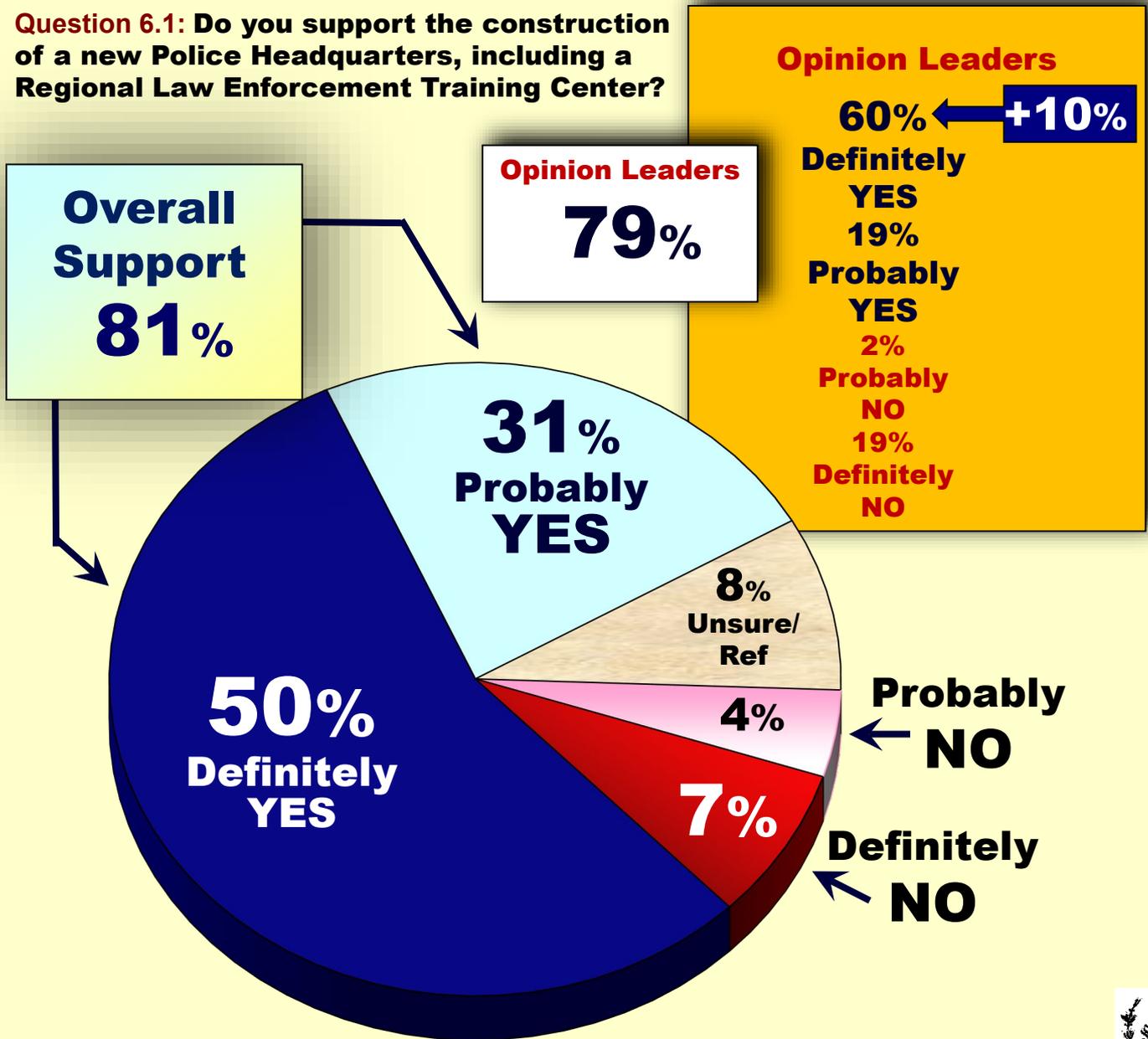
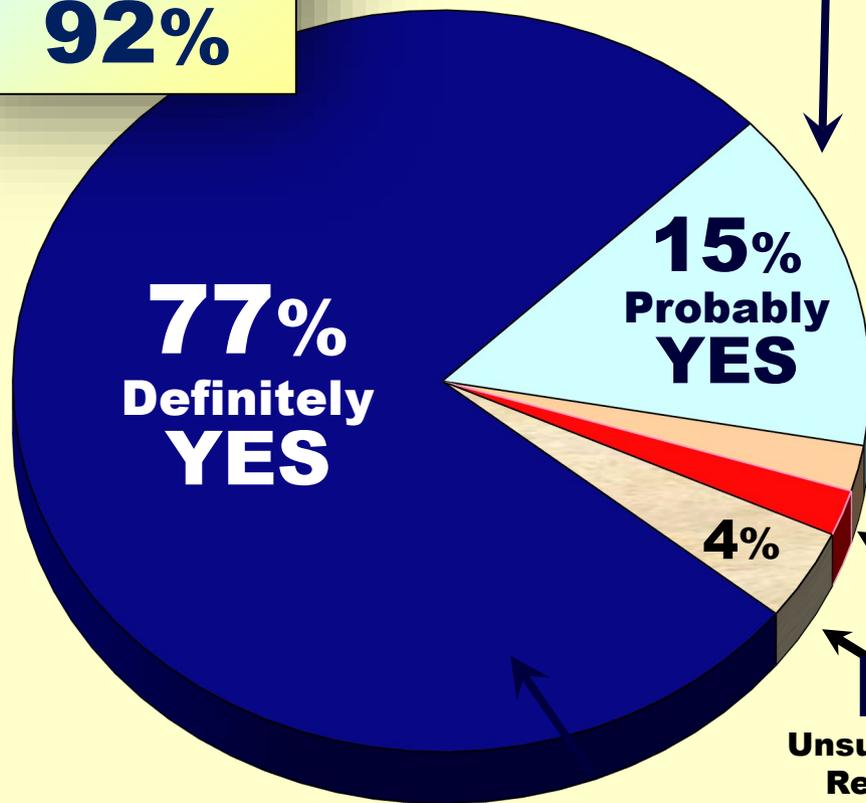


Figure 8  
City of San Pablo  
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## Support for New County-Wide A3 program for Mental Health Crisis

**Question 8.0: Do you believe that the City should continue its support for the new County-wide A3 program for mental health crisis response?**

**Overall Support**  
**92%**



**Opinion Leaders**  
**76%**  
Definitely YES  
**24%**  
Probably YES  
**0%**  
Probably NO  
**0%**  
Definitely NO  
**0%**  
Unsure/Refused

**2%**  
Probably  
**NO**  
**2%**  
Definitely  
**NO**

Unsure/  
Ref



Figure 9  
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# Support Notion of... Creating a Mental Health Deployment Office?

**Question 9.0** Do you support the notion of creating a mental health deployment office for use by the City and the surrounding West County Cities?

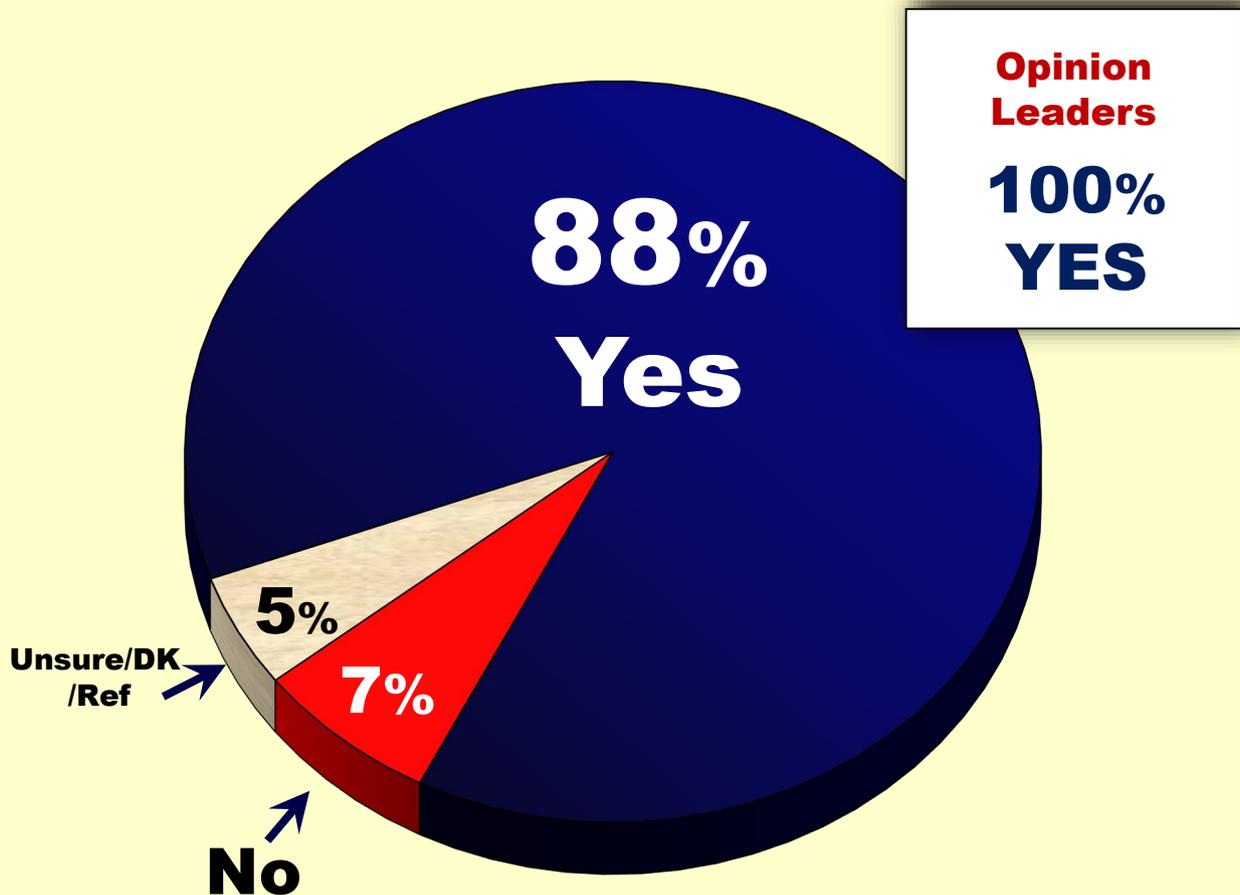


Figure 10  
City of San Pablo  
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# What Priority Would You Place On the... **CORE Services Program?**

**Question 10.0** What priority would you place on the **CORE Services Program (Help the Homeless)?**

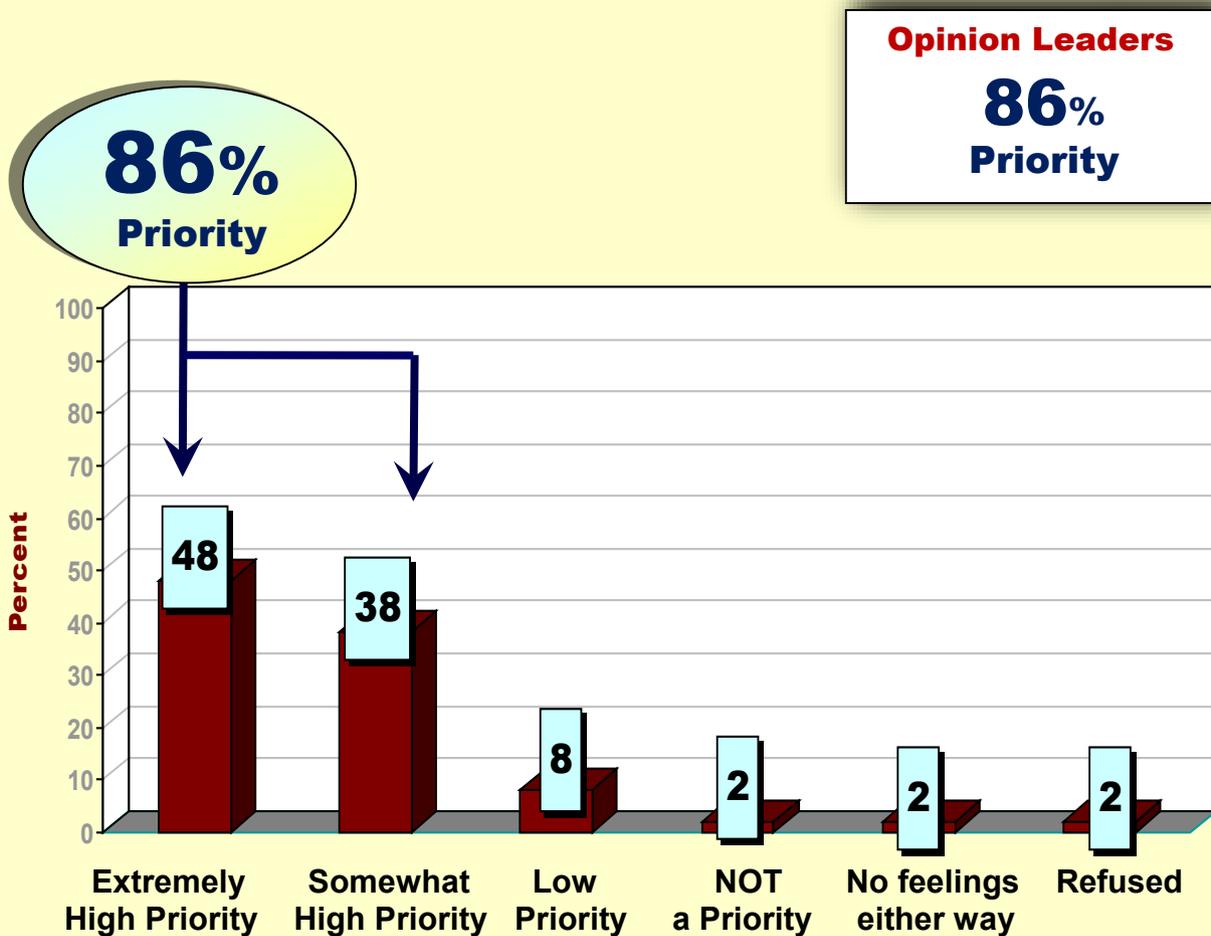
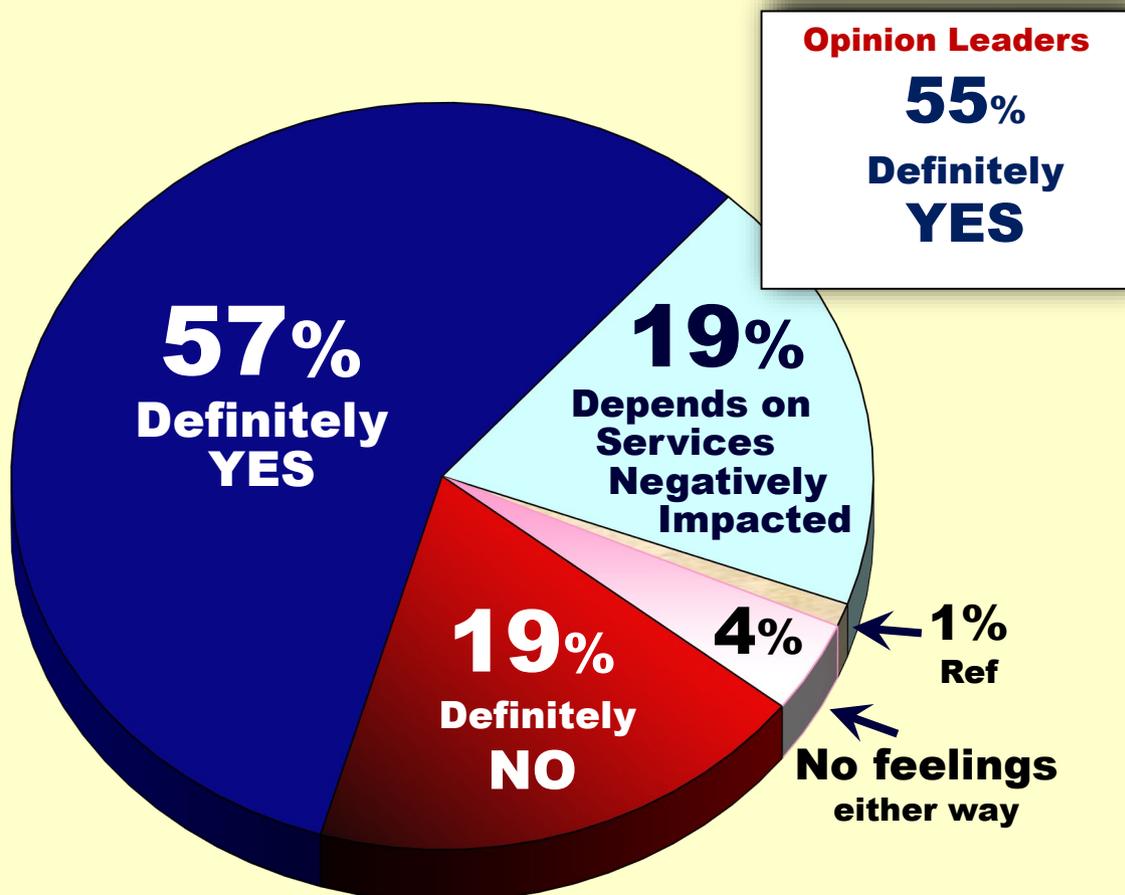


Figure 11  
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## Should WCCUSD ... Reinstate SRO's on Its Campuses?

**Question 11.1: Do you think WCCUSD should be encouraged to reinstate SRO's on its campuses, understanding the District would have to re-prioritize its spending plan to cover the cost, which would impact other services and programs that are presently being provided?**



# Conclusions/Next Steps

- 1. Overall, San Pablo residents continue to be 'happy campers'**
- 2. Most San Pablo residents feel SAFE**
- 3. However, the collective perception among Opinion Leaders regarding certain issues (e.g., crime in the community) are softening**
  - Thus, there is a need to reach out to the community via the social media and through interpersonal communications to show how the Police Dept. is going above and beyond to keep community safe; inform residents about SPPD's focus on various activities, programs and services; etc. etc. etc.
- 4. Huge support for:**
  - Police Department providing a host of programs/activities that focus on public safety
  - New police headquarters/regional training center
  - Creating Mental Health Deployment Office and continuing to support the County-wide A3 Program
  - CORE Services Program (helping the homeless)
- 5. Encourage WCCUSD to re-institute SRO's on campuses**



Figure 13A  
 City of San Pablo  
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## Demographics of Survey Respondents

### *Length of Residency*

0 to 5 years	10%
6 to 10	12%
11 to 25	23%
Over 25 years	54%
Refused	1%

### *Age*

18 to 30	8%
31 to 40	14%
41 to 50	11%
51 to 65	25%
Over 65 years	39%
Refused	3%

### *Household Income*

Under \$25,000	10%
\$25,001 to \$50,000	13%
\$50,001 to \$75,000	15%
\$75,001 to \$100,000	15%
Over \$100,000	27%
Refused	20%

### *Registered to Vote*

Yes	92%
No	8%
Refused	0%

### *Home Ownership*

Own	71%
Rent	27%
Refused	2%

### *Party ID*

Democrat	60%
Republican	8%
Independent	12%
Other	12%
Refused	8%

### *Ethnicity*

Caucasian	31%
Hispanic/Latino	24%
African American/Black	28%
Native American/Alaskan	3%
Native Hawaiian & other Pacific Islander	1%
Asian	6%
Other	7%
Refused	0%

### *Education*

Less than High School	4%
High School/Trade School	20%
Some College	33%
College Graduate	26%
Graduate/Prof. School	16%
Refused	1%



Figure 13B  
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## Demographics of Survey Respondents

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

<b>None</b>	<b>72%</b>
<b>One</b>	<b>12%</b>
<b>Two</b>	<b>8%</b>
<b>Three or more</b>	<b>5%</b>
<b>Refused</b>	<b>3%</b>

### ***Area of Residence***

<b>East I80/San Pablo Hills</b>	<b>13%</b>
<b>Old Town</b>	<b>9%</b>
<b>N San Pablo, Leroy Heights</b>	
<b>Contra Costa College</b>	<b>50%</b>
<b>West I80, Casino Area,</b>	
<b>City Hall Area</b>	<b>17%</b>
<b>Refused</b>	<b>11%</b>

### ***Ideology***

<b>Progressive</b>	<b>10%</b>
<b>Liberal</b>	<b>22%</b>
<b>Moderate</b>	<b>31%</b>
<b>Conservative</b>	<b>25%</b>
<b>Refused</b>	<b>12%</b>

### ***Gender***

<b>Male</b>	<b>45%</b>
<b>Female</b>	<b>55%</b>

### ***Language Preference***

<b>English</b>	<b>83%</b>
<b>Spanish</b>	<b>17%</b>

