

# San Pablo 2023 Public Safety Survey

*Prepared Expressly for...*



**July 2023**

**Strategy Research Institute**  
*An Institute for CONSENSUS BUILDING*  
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City of San Pablo  
Public Safety Survey  
July 2023

# Research Design

<b>Sample size:</b>	<b>N=302</b> <b>N=53 Opinion Leaders (17.5%)</b> <b>Conducted in English: 76%</b> <b>Conducted in Spanish: 24%</b>
<b>Population surveyed:</b>	<b>Community-at-Large</b>
<b>Sampling Error:</b>	<b>±4.5 to 5.8%</b>
<b>Data Collection:</b>	<b>July 27 thru August 3, 2023</b>



Figure 1  
City of San Pablo  
Public Safety Survey  
July 2023

# 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.

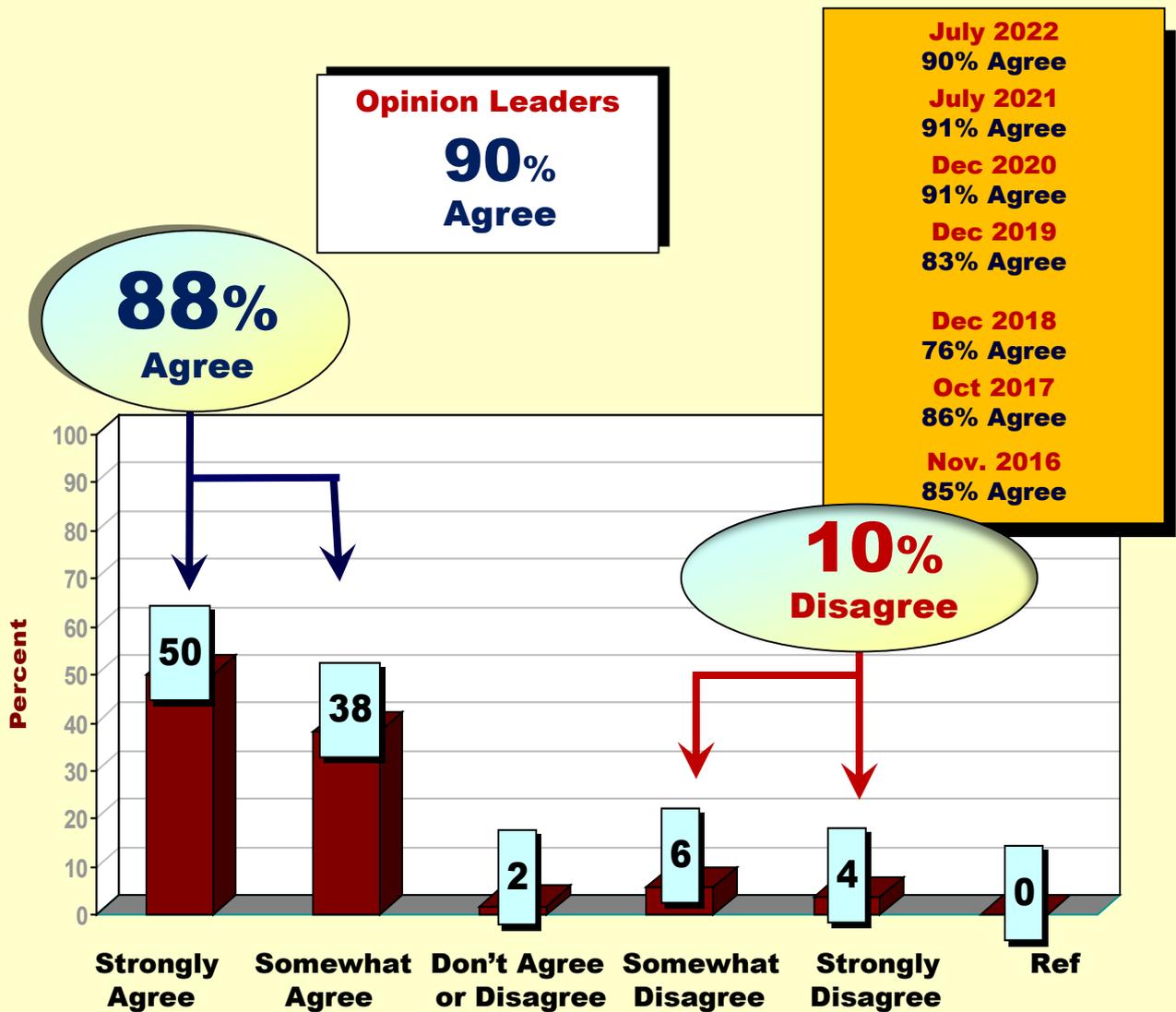
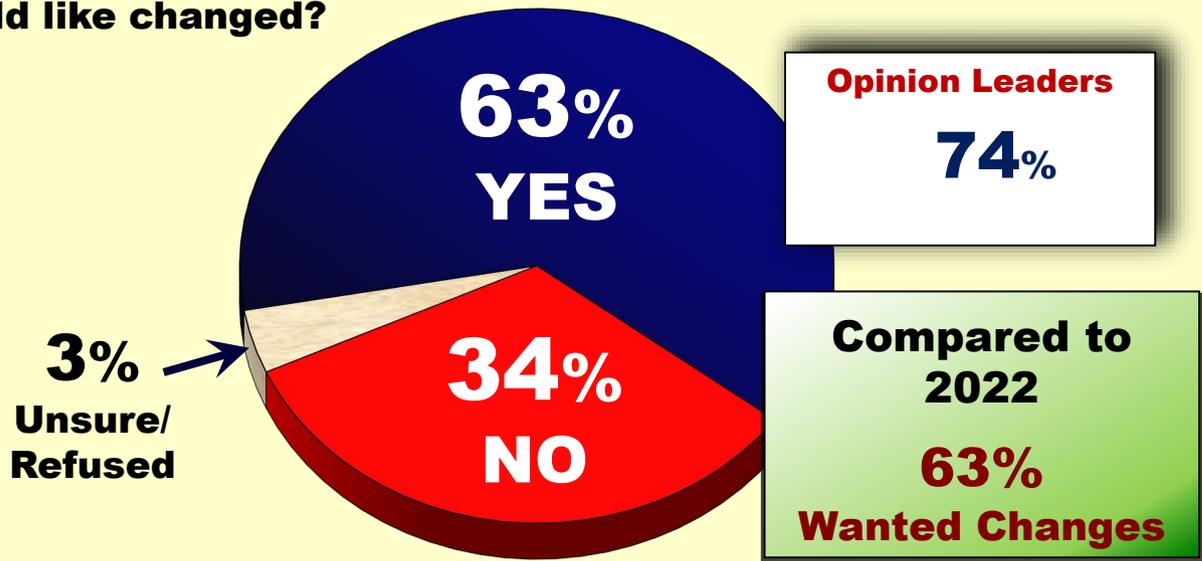


Figure 2  
City of San Pablo  
Public Safety Survey  
July 2023

# 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>Repair maintenance streets &amp; roads</b>	<b>19%</b>
<b>Clean up the City</b>	<b>11%</b>
<b>Address Homelessness</b>	<b>10%</b>
<b>More activities</b>	<b>10%</b>
<b>More police</b>	<b>7%</b>
<b>Address Crime</b>	<b>6%</b>

(Refer to Questionnaire for entire list)



Figure 3  
City of San Pablo  
Public Safety Survey  
July 2023

## 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, how safe do you feel as a resident of San Pablo?

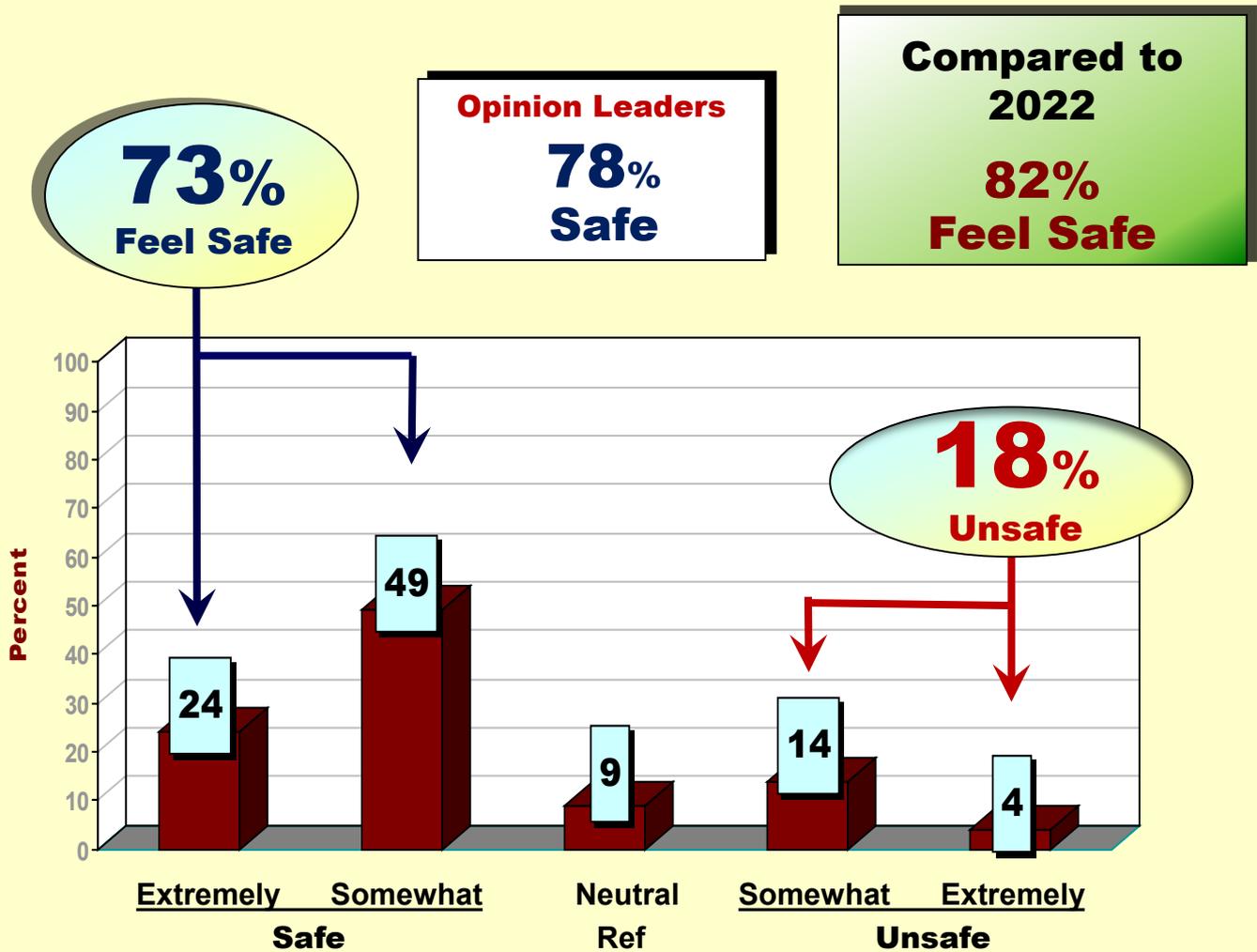


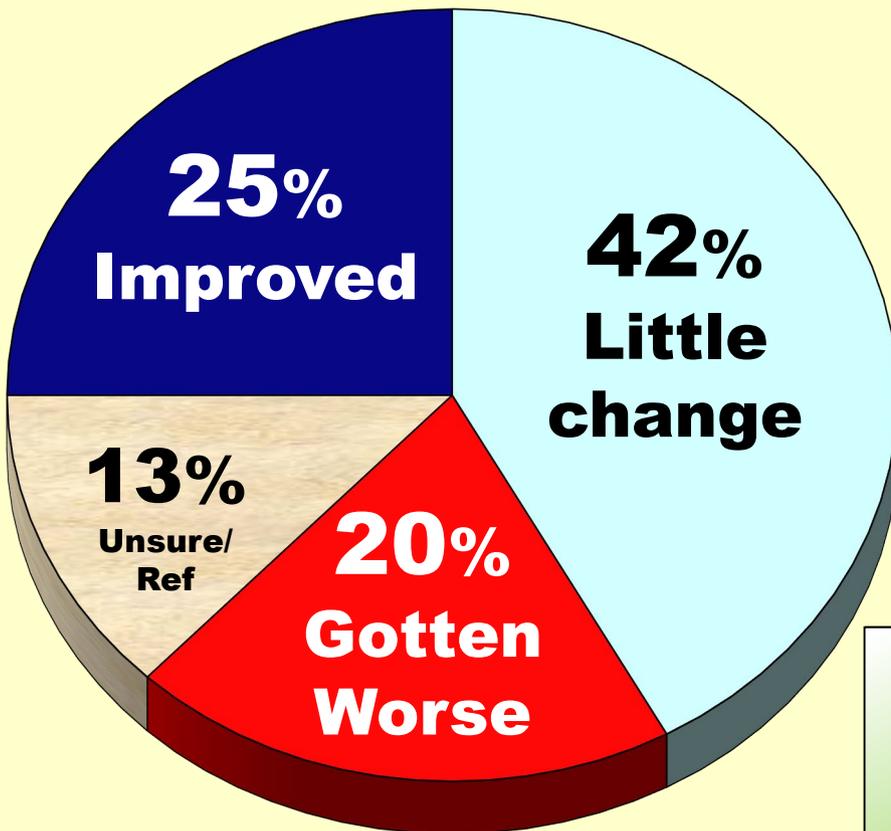
Figure 4  
City of San Pablo  
Public Safety Survey  
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# Has Crime in the City

## **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, has CRIME in San Pablo...



### **Opinion Leaders**

**30%**

**Improved**

**23%**

**Gotten worse**

**43%**

**Little change**

**Compared to  
2022**

**25%**

**Gotten Worse**



Figure 5  
City of San Pablo  
Public Safety Survey  
July 2023

# 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?**

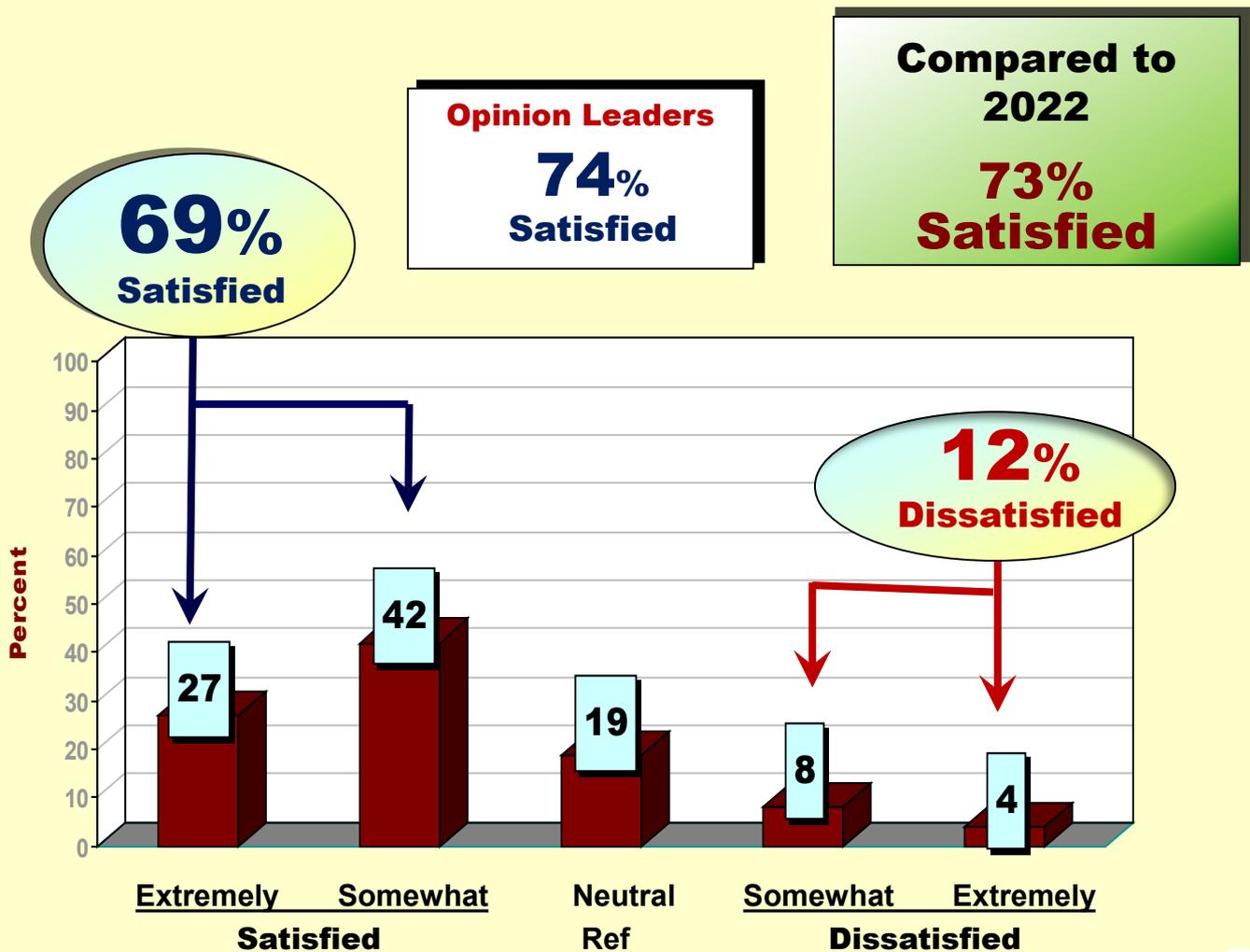


Figure 6A  
City of San Pablo  
Public Safety Survey  
July 2023

# Are you aware of... the Nationwide Call for Defunding Local Police Departments?

Question 6.0 Are you aware of the nationwide call for DEFUNDING local police departments, especially in certain sections of the United States?

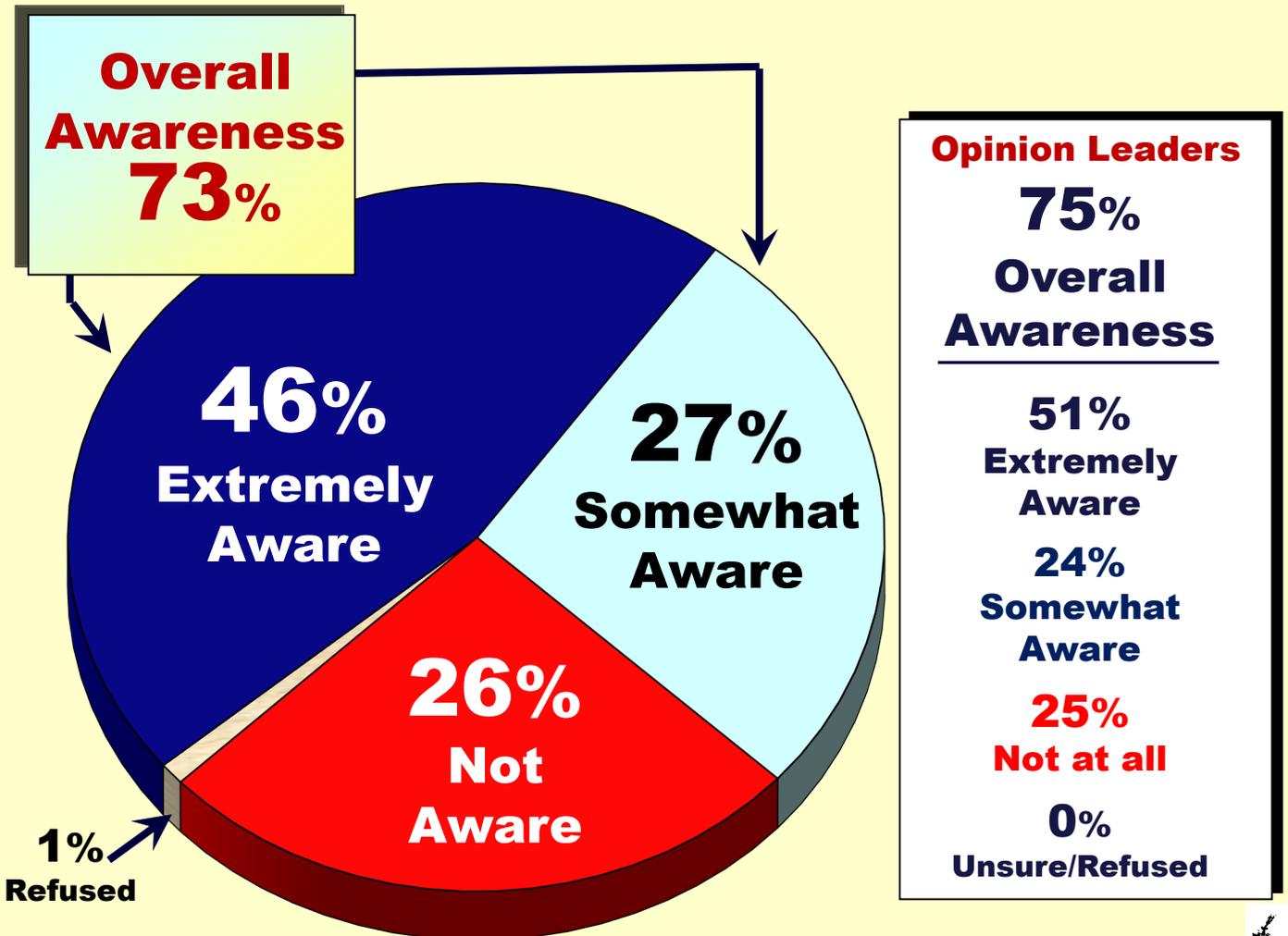


Figure 6B  
City of San Pablo  
Public Safety Survey  
July 2023

# Support or Oppose... DEFUNDING San Pablo Police Department

**Question 6.1** Based upon the information you have today, do you support or oppose the notion of DEFUNDING the San Pablo Police Department?

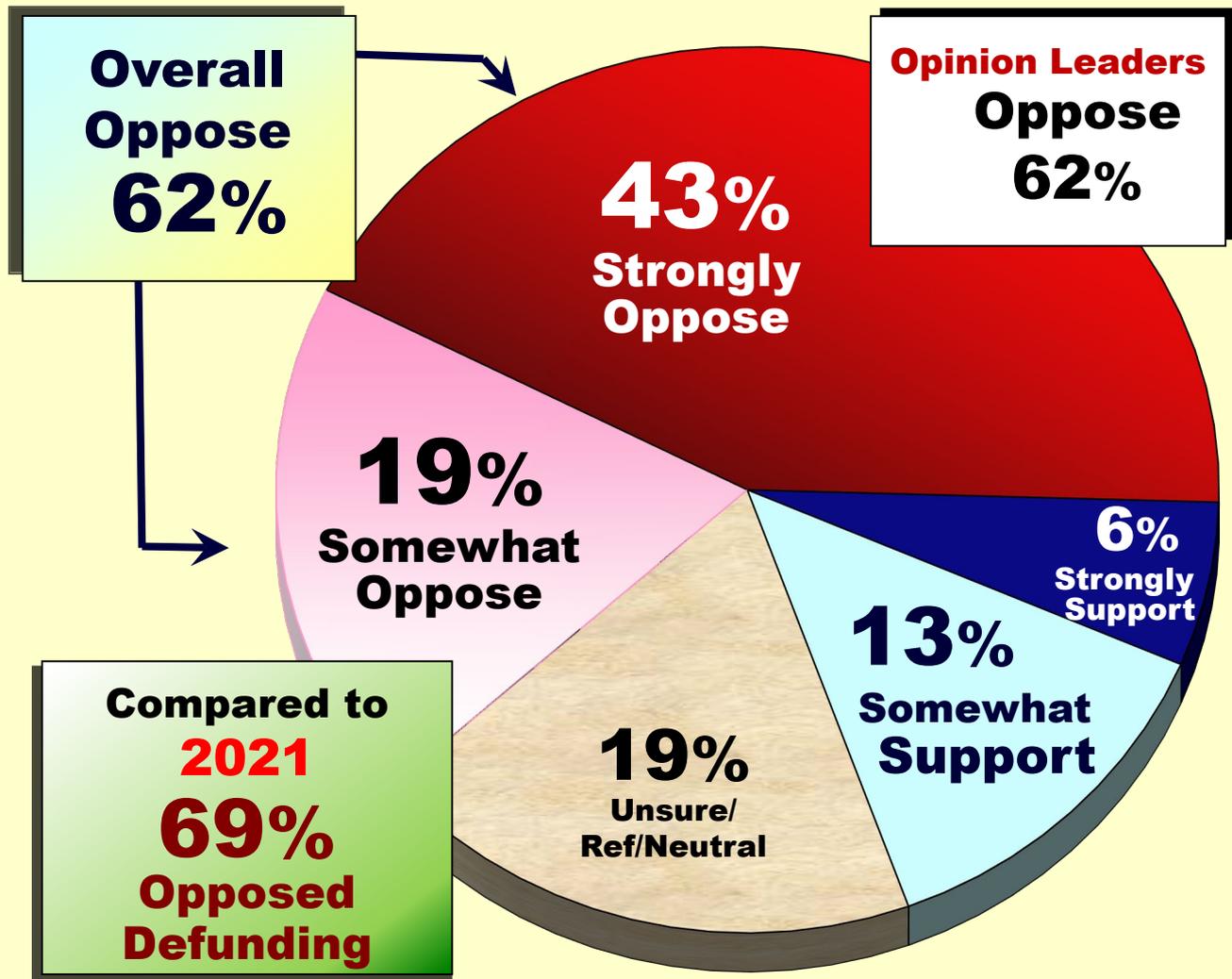


Figure 7  
City of San Pablo  
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July 2023

# Due to Spillover in Crime from Richmond...

## More Support for, or Opposition to Defunding?

**Question 7.0** Given concerns of San Pablo City officials due to spillover in crime in San Pablo from Richmond...are you inclined to encourage City officials to NOT DEFUND Police Dept. OR are you more inclined to encourage City officials to DEFUND the San Pablo Police Department?

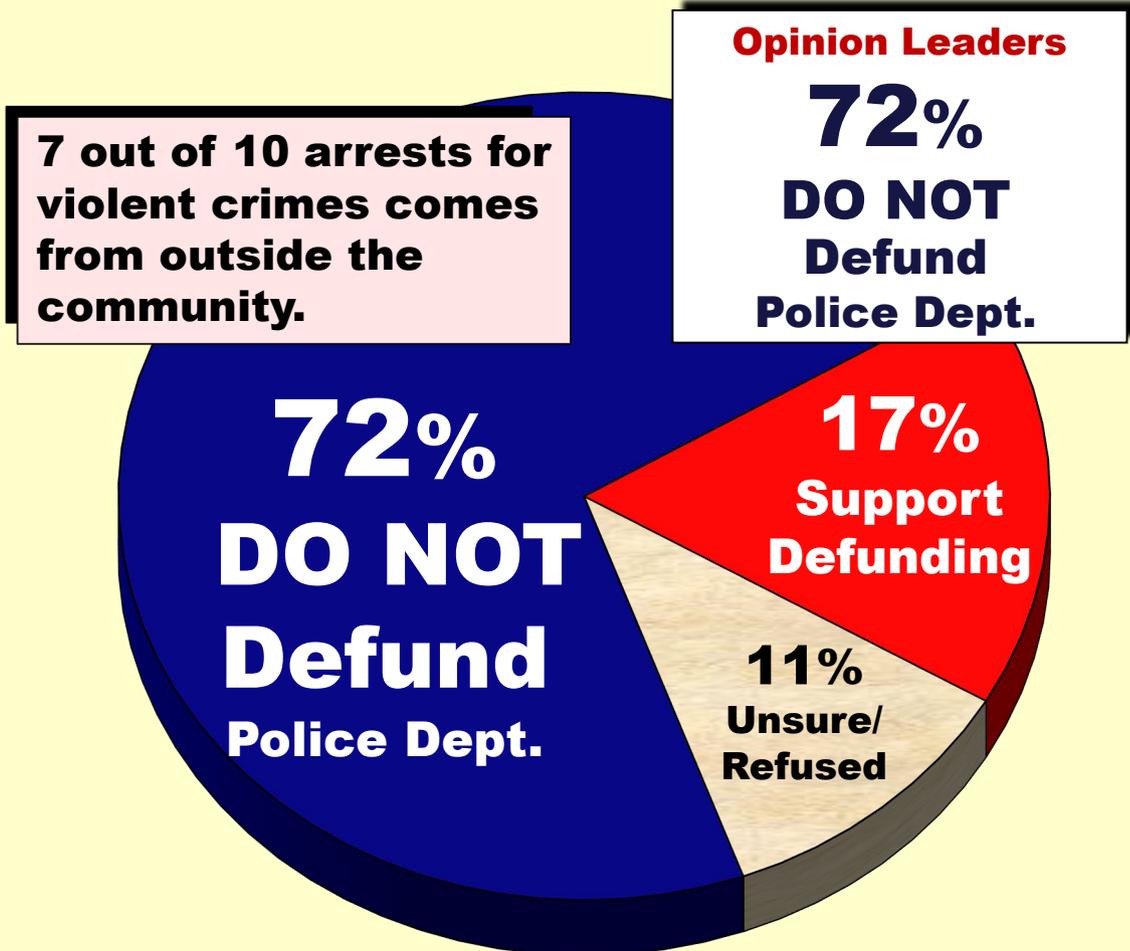


Figure 8  
City of San Pablo  
Public Safety Survey  
July 2023

**Does learning about City's crime reduction strategies make you inclined to...**

## **Encourage City officials to Continue Investing in these strategies?**

**Question 8.0** Does learning of City's crime reduction strategies make you inclined to encourage City officials to continue to invest in police training, additional policing technology, and community policing programs, or more inclined to support DEFUNDING the Police Dept?

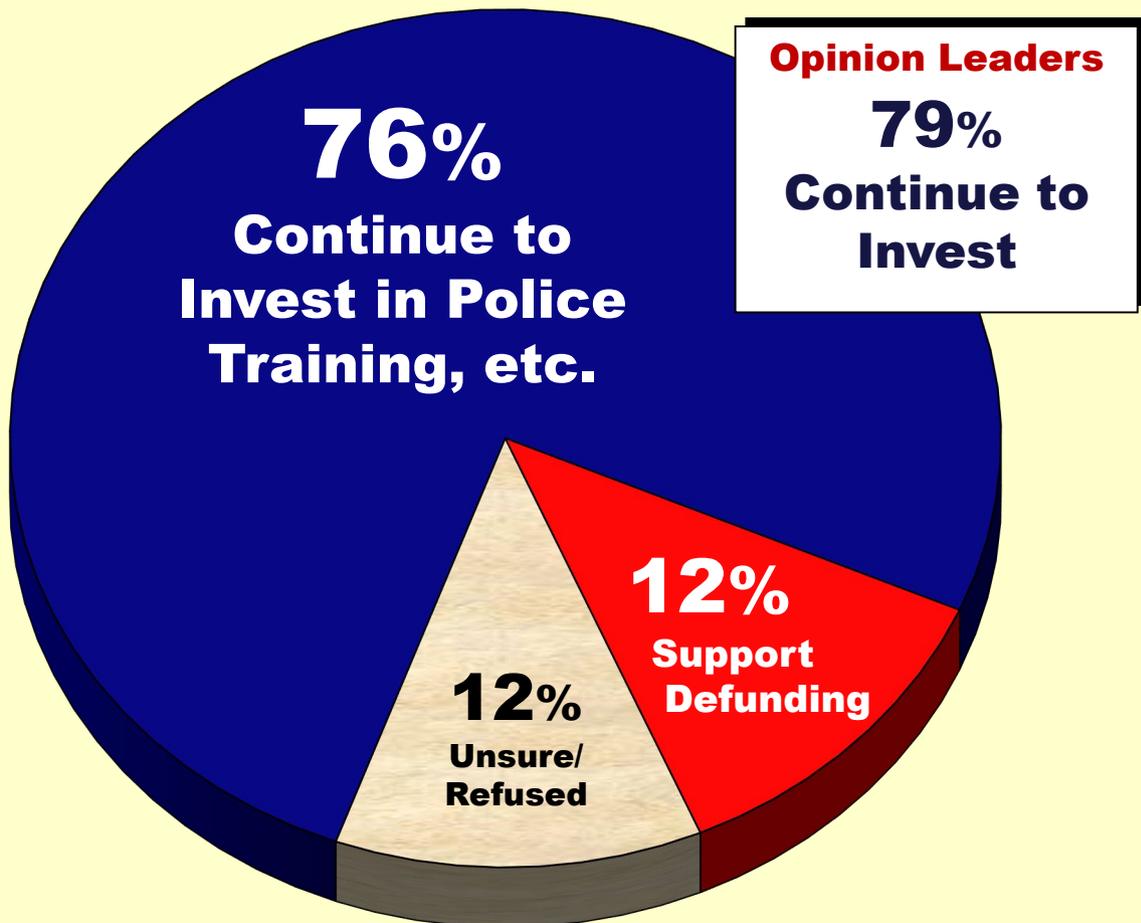


Figure 9  
City of San Pablo  
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# Support for: New Police Training Facility

Question 9.0: Do you support the construction and development of a police training facility in San Pablo?

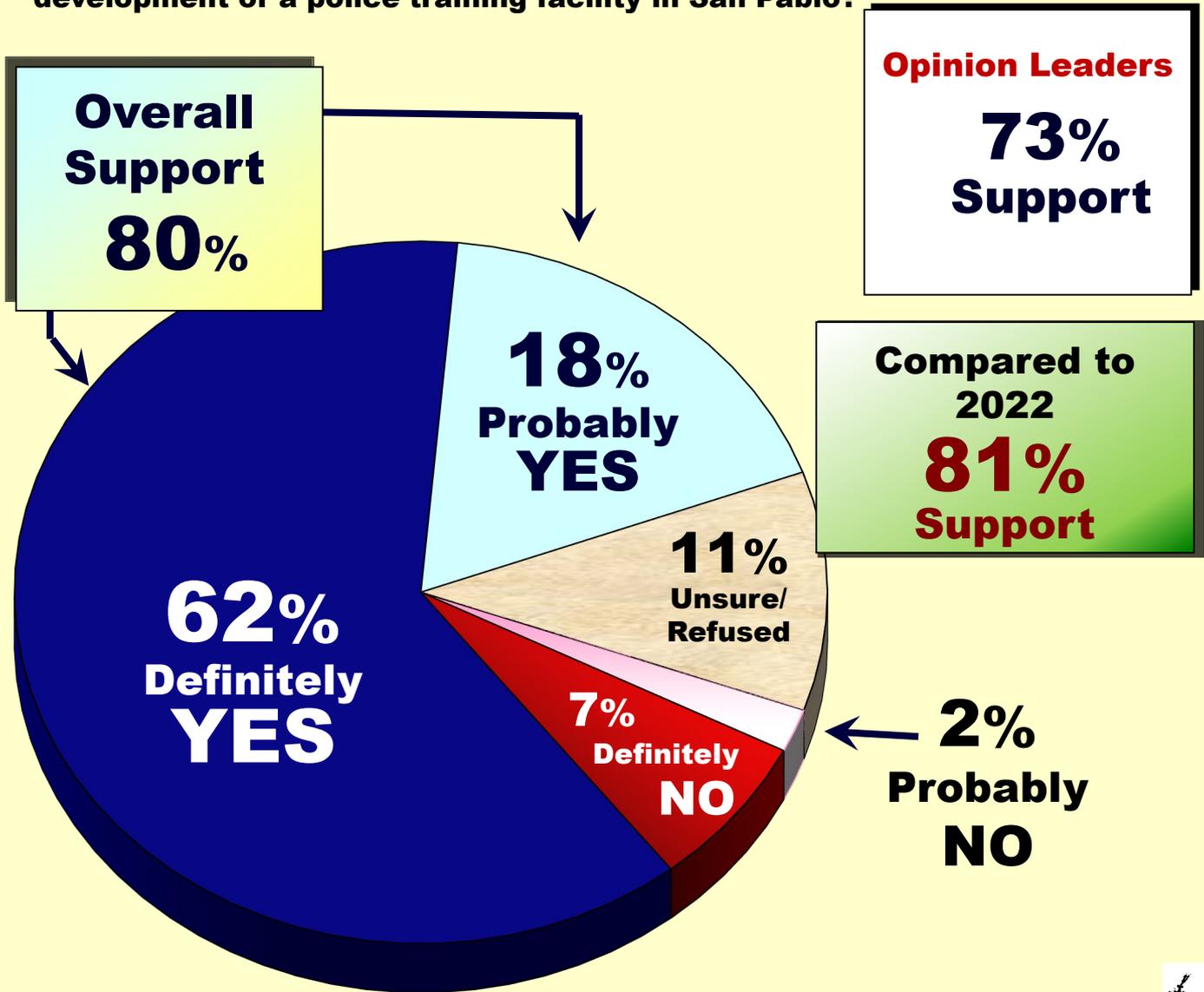


Figure 10  
City of San Pablo  
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## Encourage City officials to continue investing in... **ALPR technology?**

**Question 10.0** Does learning that the City has adopted ALPR technology make you inclined to encourage City officials to continue investing in such police technology; OR, would support **DEFUNDING** the San Pablo Police Dept?

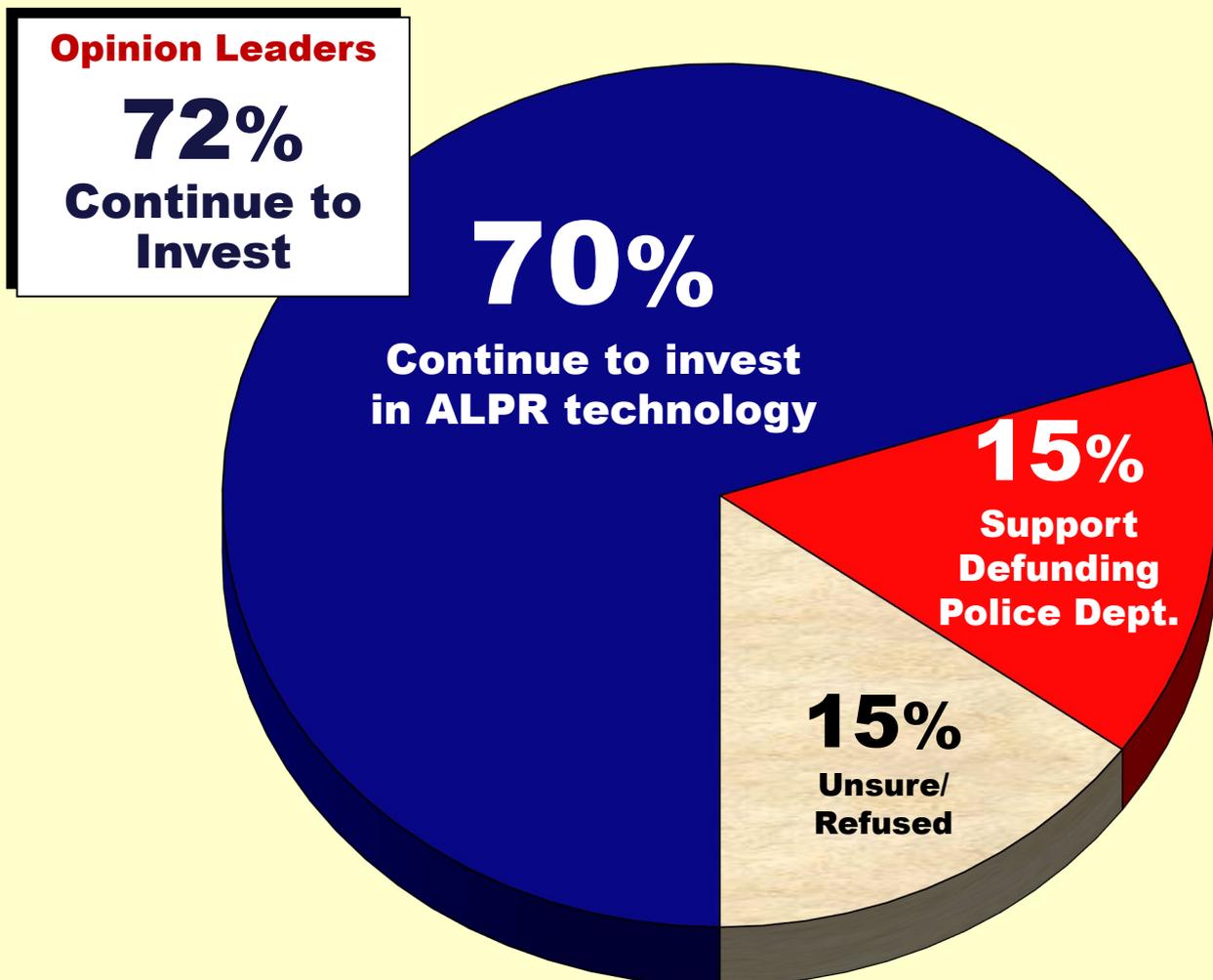
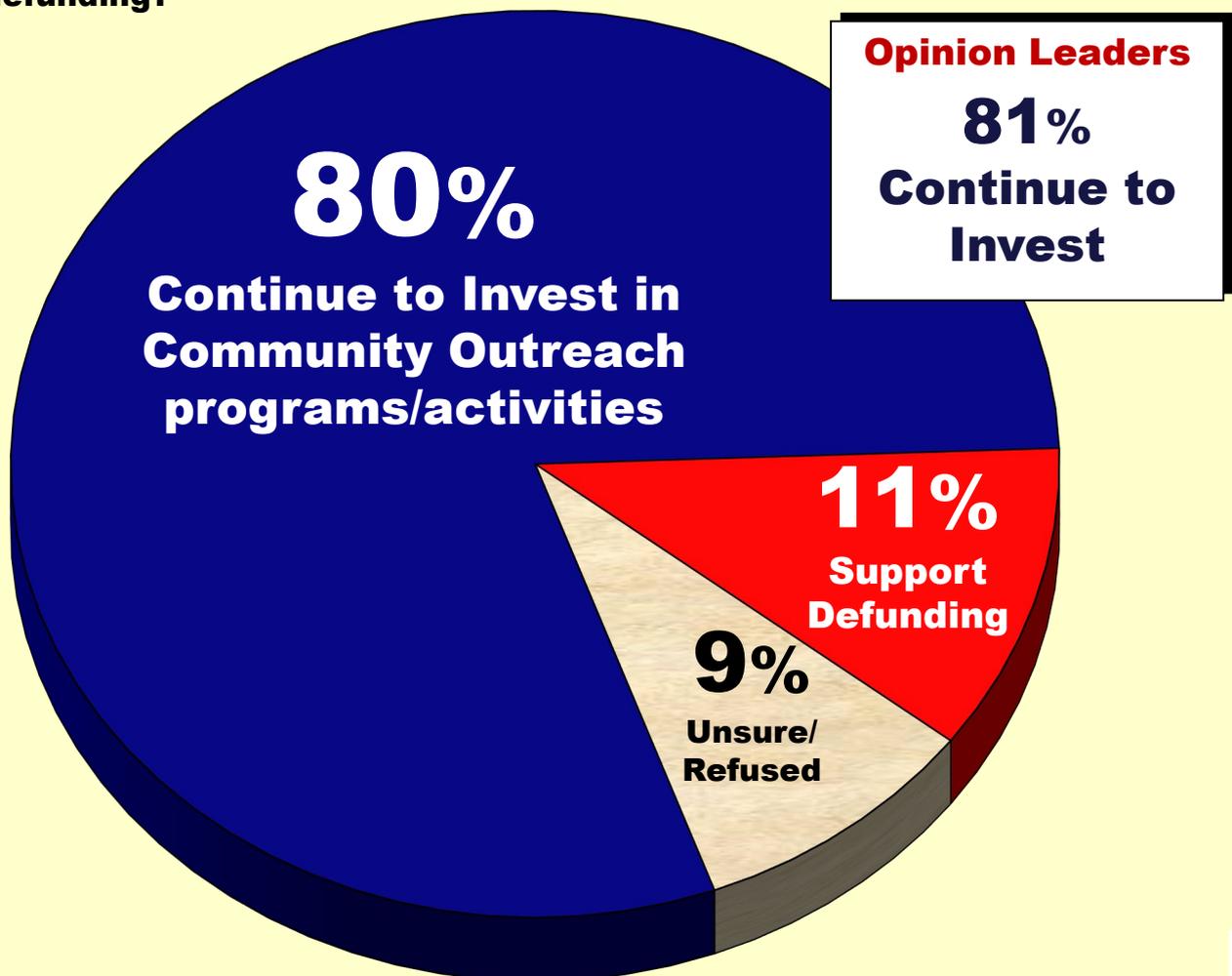


Figure 11  
City of San Pablo  
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## Support for... **Community Outreach Programs** being provided thru the SPPD

**Question 11.0** Would you encourage City officials to continue investing in community outreach programs and activities, or to you support defunding?



## Conclusions/Recommendations

- 1. Today, there is huge support (80%) for constructing a regional police training facility in San Pablo.**
- 2. Support for OPPOSING the de-funding of the City's Police Dept remains strong (62%); but is softening (down from 69% in 2021). Therefore, the City should initiate a high-profile public outreach effort that makes salient to San Pablo residents the following:**
  - ✓ **Document the NEGATIVE IMPACT that Spillover in Crime from the City of Richmond is having on San Pablo.**
  - ✓ **Promote the fact that the Regional Law Enforcement Center will provide a state-of-the-art training facility for the San Pablo Police Dept, that can be used by other local law enforcement agencies in the region.**
  - ✓ **There will be significant economic & revenue benefits to the City when consortium partners contract to use the training center.**
  - ✓ **Promote the fact that crime in San Pablo has continually gone down in recent years due, in large part, to effective policing.**



## Conclusions/Recommendations

- ✓ **Promote the various community outreach programs and crime reduction activities being provided through the SPPD (80% support); e.g., Neighborhood Watch, Disaster Preparedness, Community Police Academy, CERT, GREAT, J.E.W.L., et al.**
- 2. The above public outreach effort will go a long way toward INCREASING the public's OPPOSITION to de-funding the City's Police Dept.**
- 3. Most residents (nearly 90%) continue to believe that the City of San Pablo is a 'Great Community'.**
- 4. Nearly three-quarters (73%) of local residents feel SAFE.**
- 5. Continue investing in additional policing technologies and community policing programs (76% support).**



Figure 13A  
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## Demographics of Survey Respondents

### *Length of Residency*

0 to 5 years	19%
6 to 10	18%
11 to 25	35%
Over 25 years	27%
Refused	1%

### *Age*

18 to 30	25%
31 to 40	20%
41 to 50	11%
51 to 65	16%
Over 65 years	26%
Refused	2%

### *Household Income*

Under \$25,000	9%
\$25,001 to \$50,000	13%
\$50,001 to \$75,000	15%
\$75,001 to \$100,000	12%
Over \$100,000	17%
Refused	34%

### *Registered to Vote*

Yes	95%
No	4%
Refused	1%

### *Home Ownership*

Own	52%
Rent	45%
Refused	3%

### *Party ID*

Democrat	53%
Republican	9%
Independent	11%
Other	11%
Refused	16%

### *Ethnicity*

Caucasian	21%
Hispanic/Latino	39%
African American/Black	17%
Native American/Alaskan	2%
Native Hawaiian & other Pacific Islander	2%
Asian	7%
Other	5%
Refused	7%

### *Education*

Less than High School	3%
High School/Trade School	19%
Some College	26%
College Graduate	33%
Graduate/Prof. School	17%
Refused	2%



Figure 13B  
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## Demographics of Survey Respondents

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

<b>None</b>	<b>67%</b>
<b>One</b>	<b>17%</b>
<b>Two</b>	<b>8%</b>
<b>Three or more</b>	<b>6%</b>
<b>Refused</b>	<b>2%</b>

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

<b>East I80/San Pablo Hills</b>	<b>12%</b>
<b>Old Town</b>	<b>11%</b>
<b>N San Pablo, Leroy Heights</b>	
<b>Contra Costa College</b>	<b>44%</b>
<b>West I80, Casino Area,</b>	
<b>City Hall Area</b>	<b>24%</b>
<b>Refused</b>	<b>9%</b>

### ***Ideology***

<b>Liberal</b>	<b>19%</b>
<b>Progressive</b>	<b>17%</b>
<b>Moderate</b>	<b>22%</b>
<b>Conservative</b>	<b>17%</b>
<b>Refused</b>	<b>25%</b>

### ***Gender***

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

### ***Language***

<b>English</b>	<b>82%</b>
<b>Spanish</b>	<b>18%</b>

