

Including Comparison of Opinion Leaders with the Mainstream

San Pablo 2023 Year-end... Annual Community Survey

Prepared Expressly for...



January 2024

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Research Design

Sample size:	N=300 15% Opinion Leaders (N=48) 8% chose to take survey in Spanish
Population surveyed:	Community-at-large
Sampling Error:	±4.5 to 5.8%
Data Collection:	December 1 thru January 4, 2023



Figure 1
San Pablo Community Survey
Year-end 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.

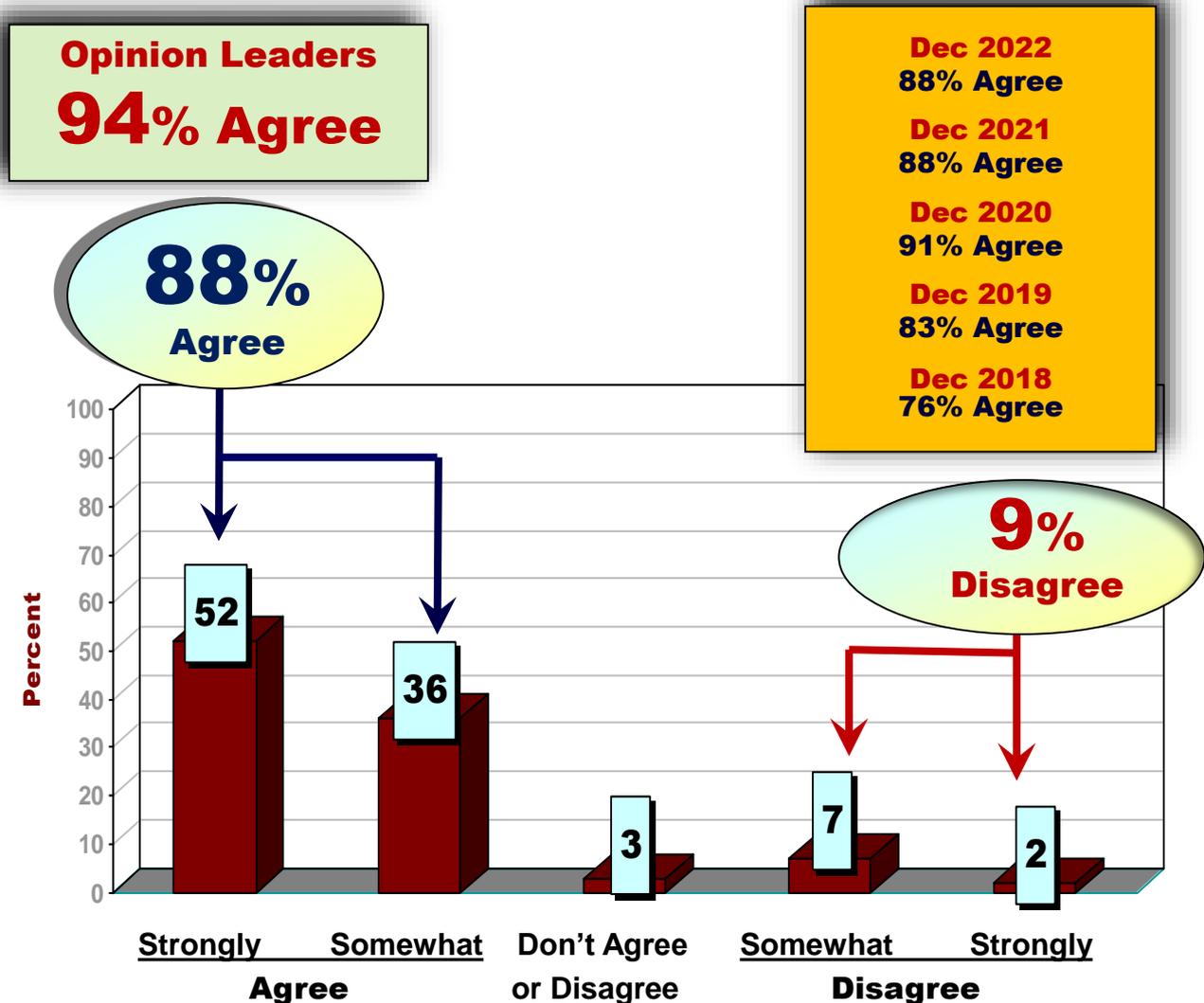


Figure 2
San Pablo Community Survey
Year-end 2023

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?

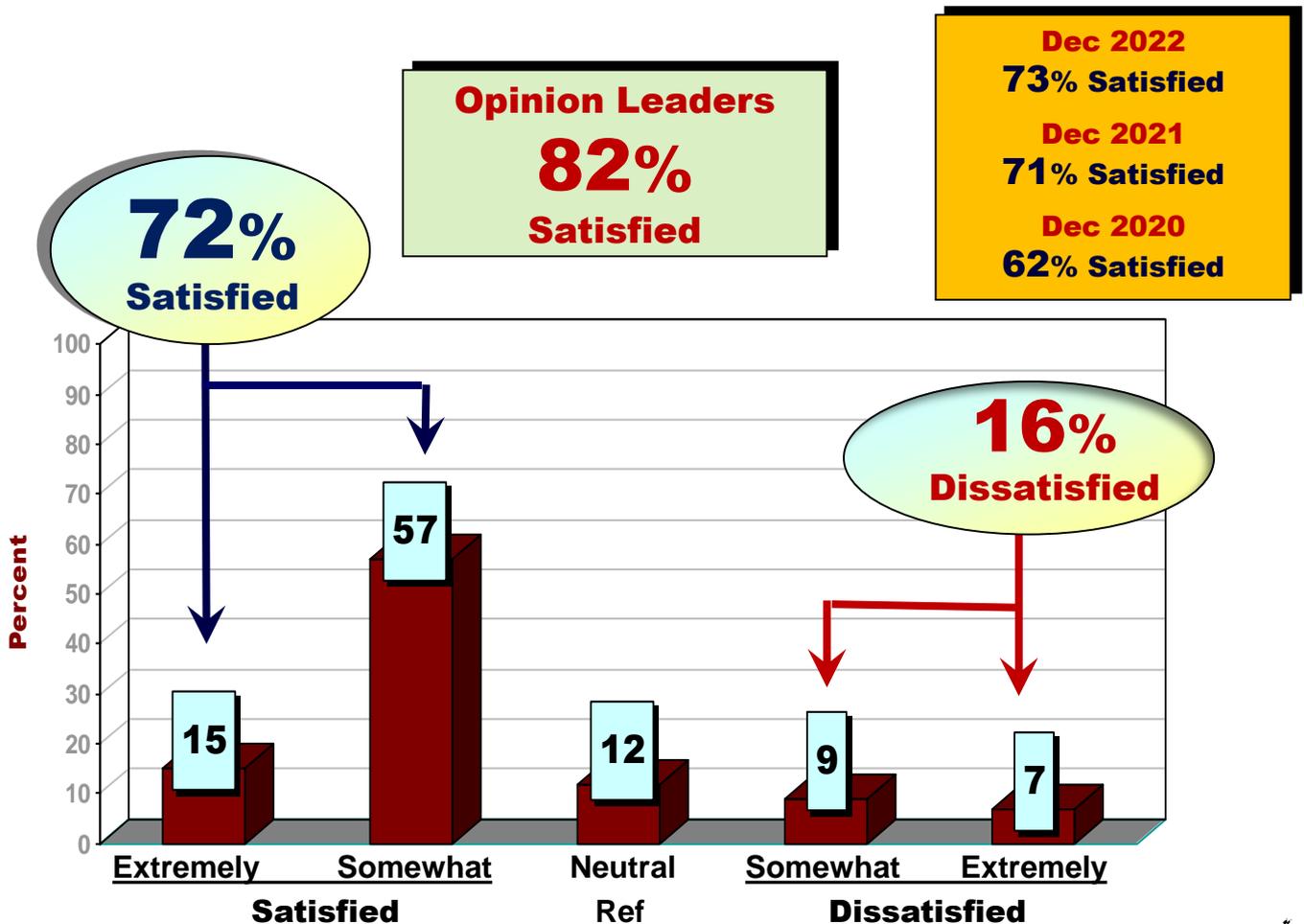


Figure3
San Pablo Community Survey
Year-end 2023

Support for...
Holding-the-Line
Due to Projected Fiscal Challenges Facing the City

Question 10.0 Do you support or oppose City officials holding-the-line on not funding any new City programs and services in the next budget cycle – until a plan to address the City’s fiscal imbalance is corrected – and to focus instead on maintaining current operating and maintenance service levels?

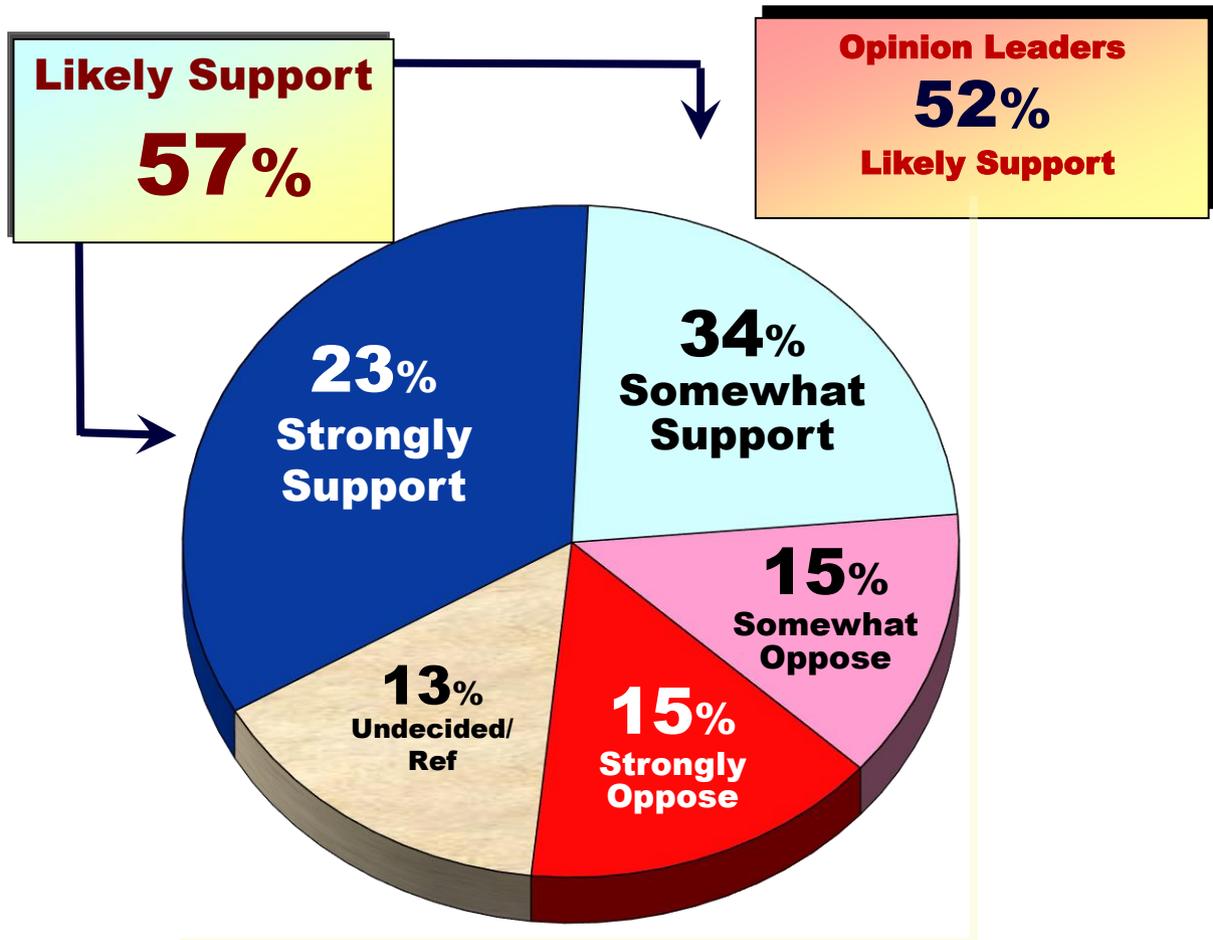


Figure 5
San Pablo Community Survey
Year-end 2023

Support for... **Increasing Annual Assessment for the City's LLAD**

Question 11.0 For nearly the past three decades, the City of San Pablo has experienced a shortfall in the City's Landscape and Lighting District. The monies generated through this funding mechanism are dedicated to maintaining and enhancing public street lighting, landscaped medians, street trees, park and recreation improvements throughout the City. At the present time, the average annual assessment is \$72.00/parcel of property owned...City officials are considering asking to authorize increasing this to \$144/year/parcel.

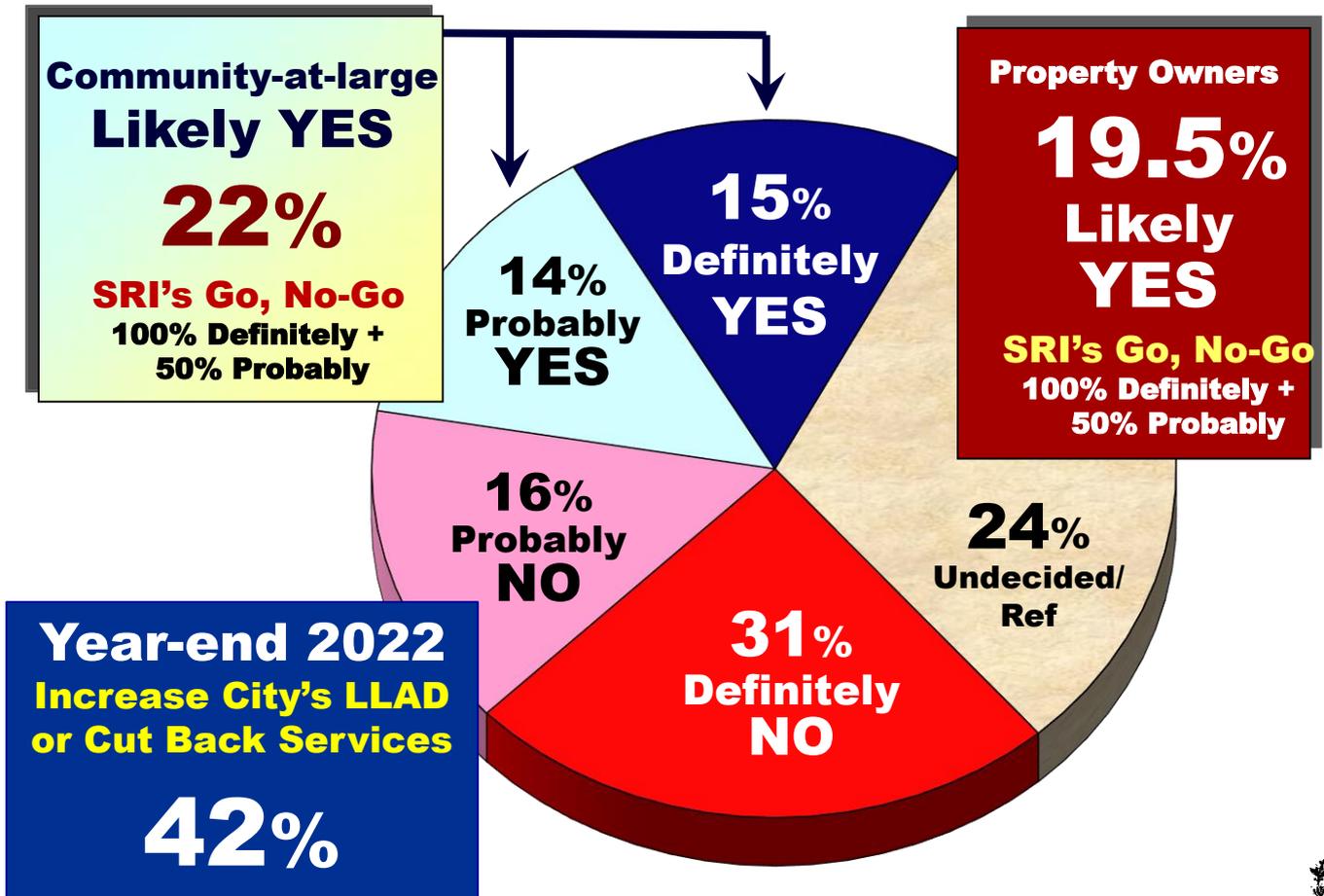


Figure 6A
San Pablo Community Survey
Year-end 2023

Support for...

1/4-cent Increase in Sales Tax to Keep College & Trade School Scholarships Sustainable

Question 8.0 Since April 2021, the City Council has been funding college and trade school scholarships for local youth by using the City's General Fund provided through the former American Rescue Plan Act (ARPA). ARPA funding runs out in 2026; thus in order to keep this program in place, the City needs to find a sustainable source of funding before it terminates. Would you be willing to authorize a quarter-cent increase in the local sales tax to keep this funding in place?

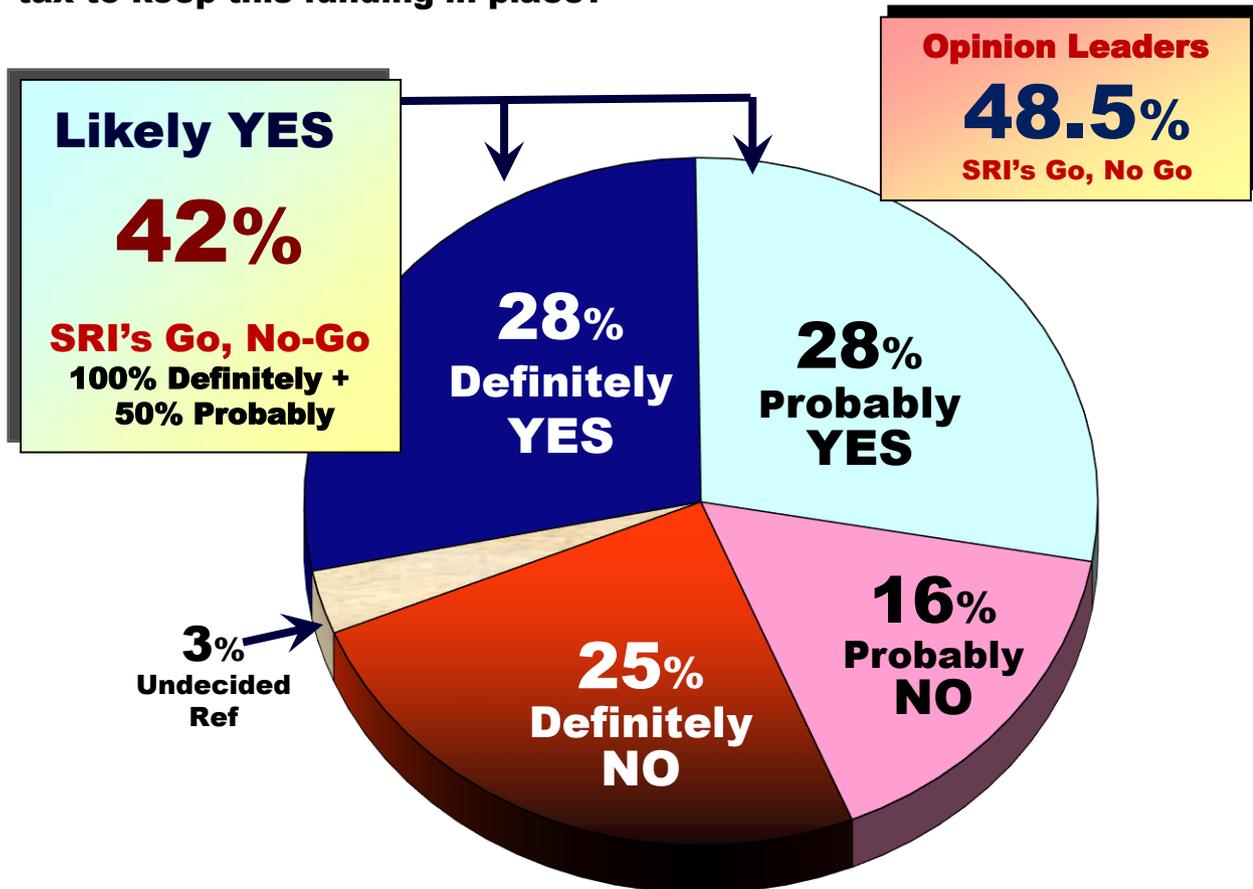


Figure 6B
San Pablo Community Survey

Year-end 2021

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?

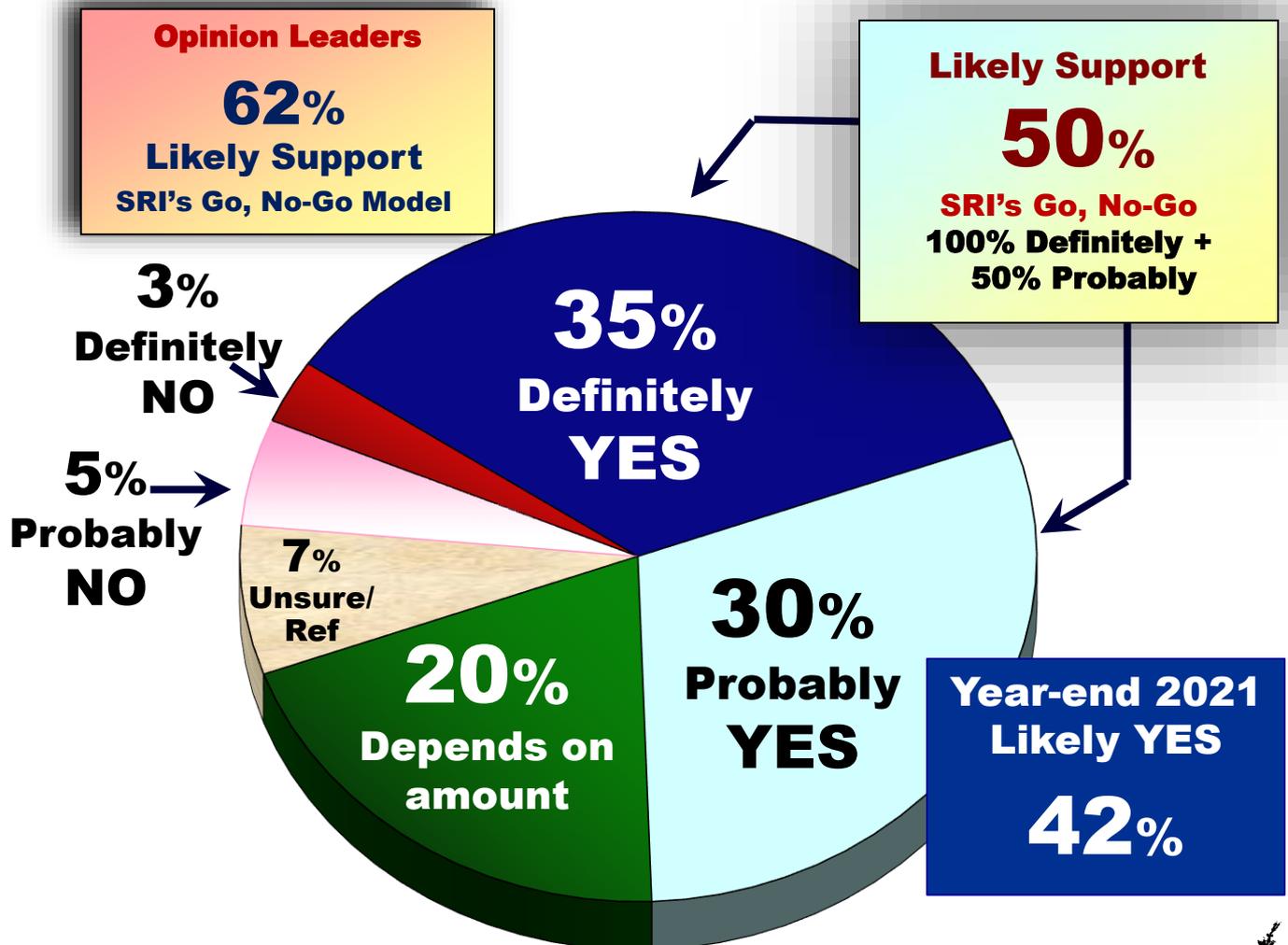


Figure 7
San Pablo Community Survey
Year-end 2023

Support for... **Allow the Sale of Cannabis in San Pablo**

Question 12.0 At the present time, the City's General Fund is facing a looming general fund deficit of \$8.7 million for the next three consecutive fiscal years, and it must be eliminated by generating additional revenue sources to fund City services. The sale of retail commercial cannabis (meaning marijuana) is presently prohibited in the City of San Pablo. That said, in order to generate revenue thru a new Commercial Retail Business License Cannabis Tax, which will be used to provide local residents a host of services through local government, City officials are considering amending the City's Business License Ordinance in order to allow for the regulated sale of marijuana for a maximum of three cannabis retail businesses to be permitted by the City, which would generate between \$2.2 million to \$2.4 million annually in new revenue to the City. Do you support or oppose allowing the sale of marijuana within City limits?

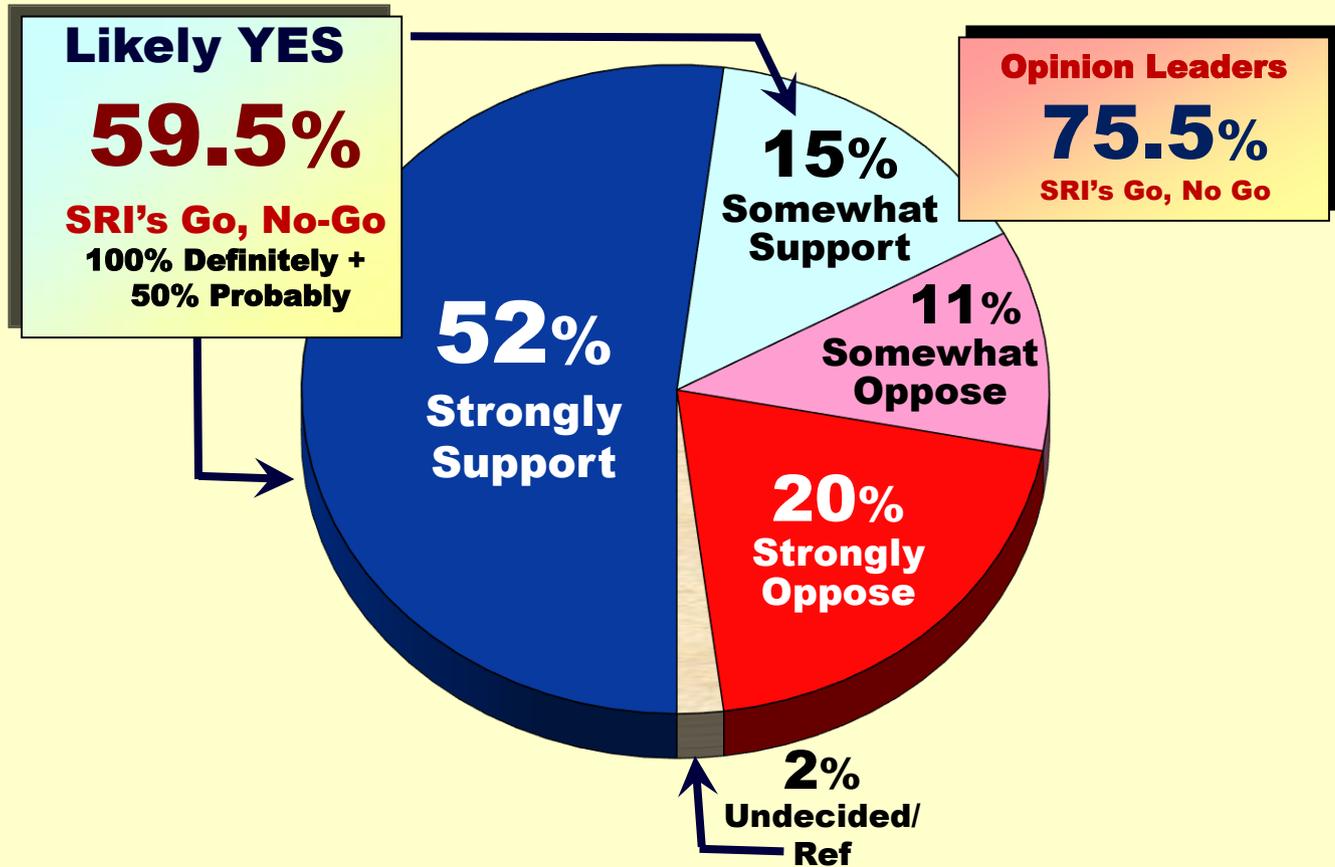


Figure 4
 San Pablo Community Survey
 Year-end 2023

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.

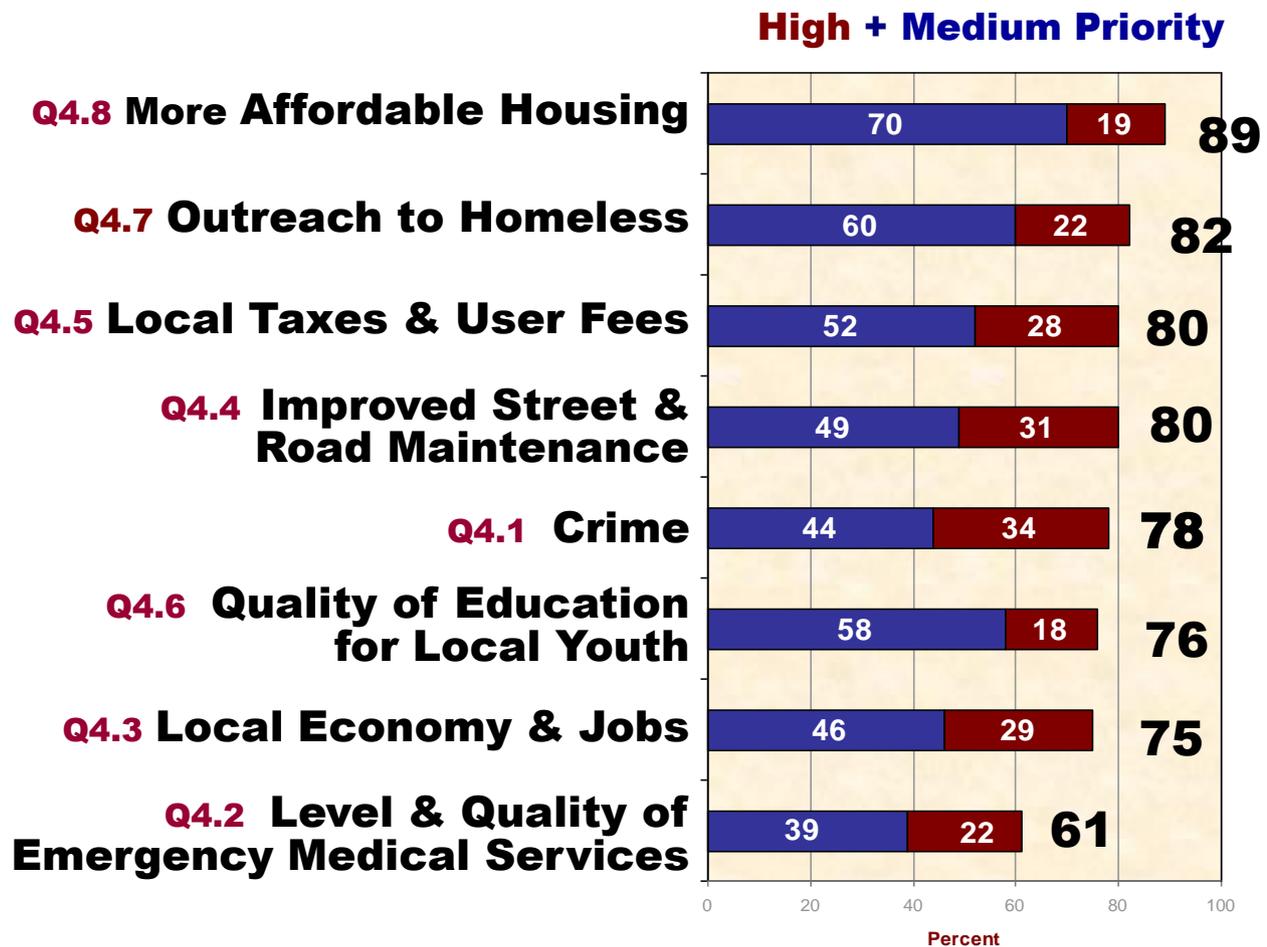
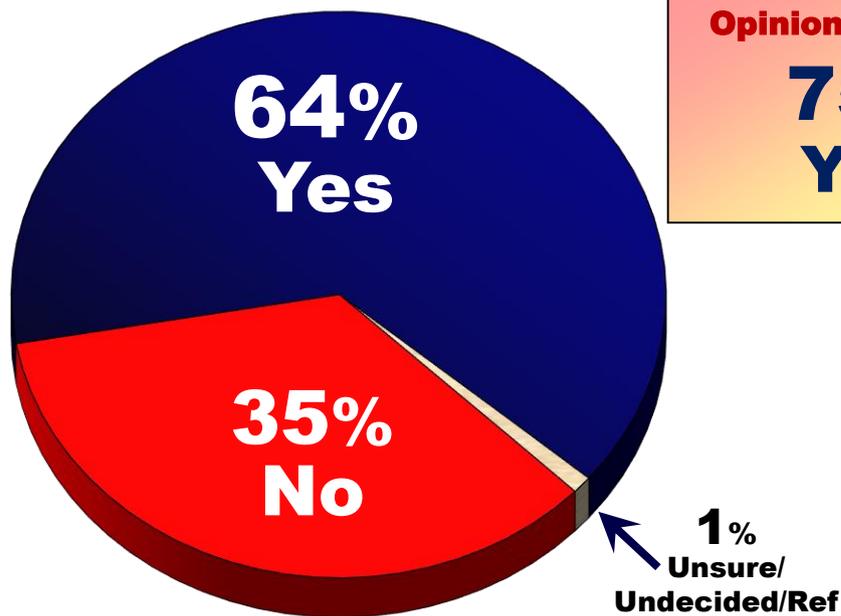


Figure 8
San Pablo Community Survey
Year-end 2023

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?



Would Like Changed (Top 6, Rank-ordered; Open-ended)

- | | |
|-----|---|
| 14% | Improved street/road maintenance |
| 11% | Address Homeless Challenges |
| 11% | More parks & recreation |
| 9% | Clean up Streets |
| 9% | Crime |
| 7% | Traffic |

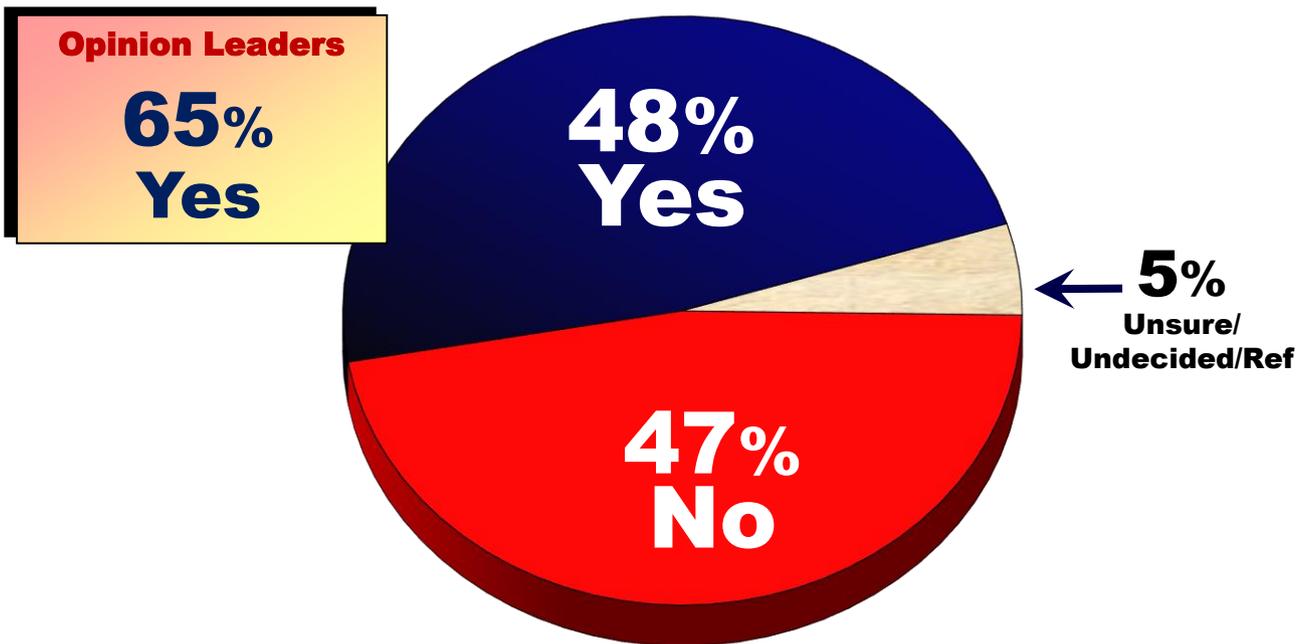
(Refer to Questionnaire for entire list)



Figure 9
San Pablo Community Survey
Year-end 2023

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?



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

17%	Street/Road Maintenance
14%	Homelessness
10%	More Parks & Recreation
9%	Clean up Streets
8%	Crime

(Refer to Questionnaire for entire list)



Figure 10
 San Pablo Community Survey
 Year-end 2023

Endeavors for City's Work Plan (Top 10 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.

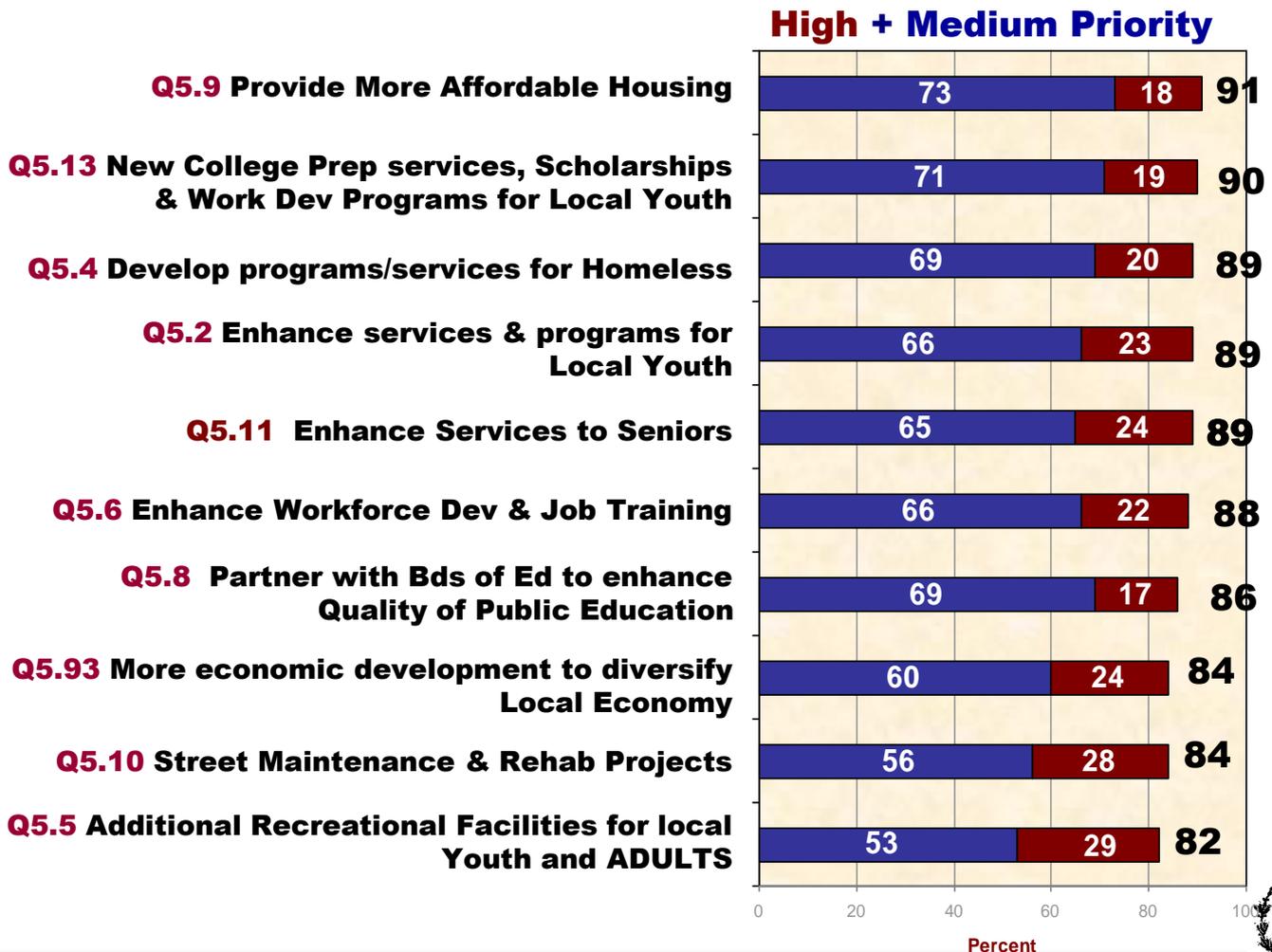


Figure 11
San Pablo Community Survey
Year-end 2023

Encourage **PRIVATE** Investment in Economic Development and Residential Housing

Question 9.0: Private & Economic investment will not come to a City that is not safe; thus, it is imperative that City officials do whatever necessary to keep San Pablo safe and keep the local crime rate in San Pablo low. Do you agree or disagree with the notion that keeping San Pablo safe for attracting both commercial enterprise and developers of residential housing is absolutely essential?

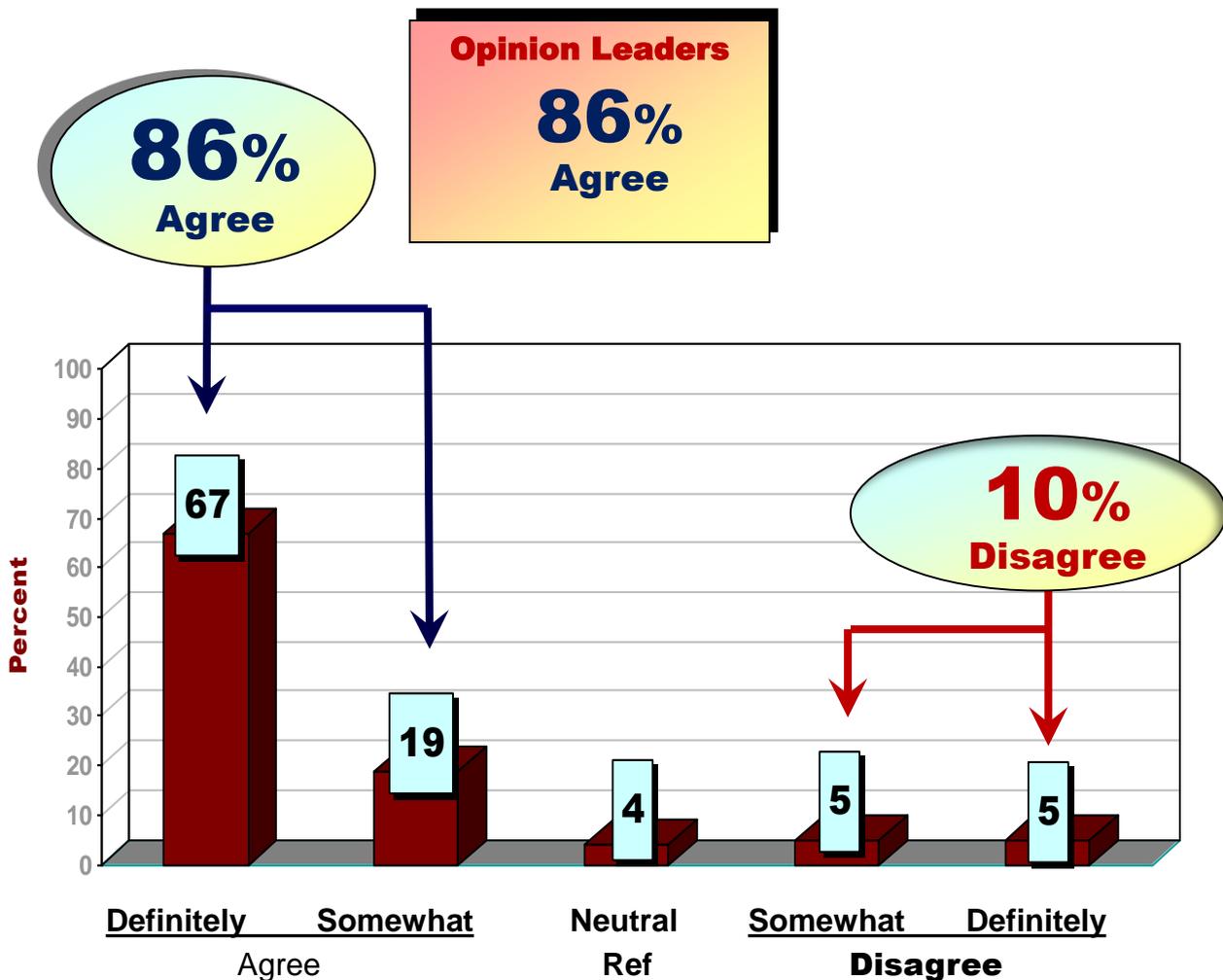
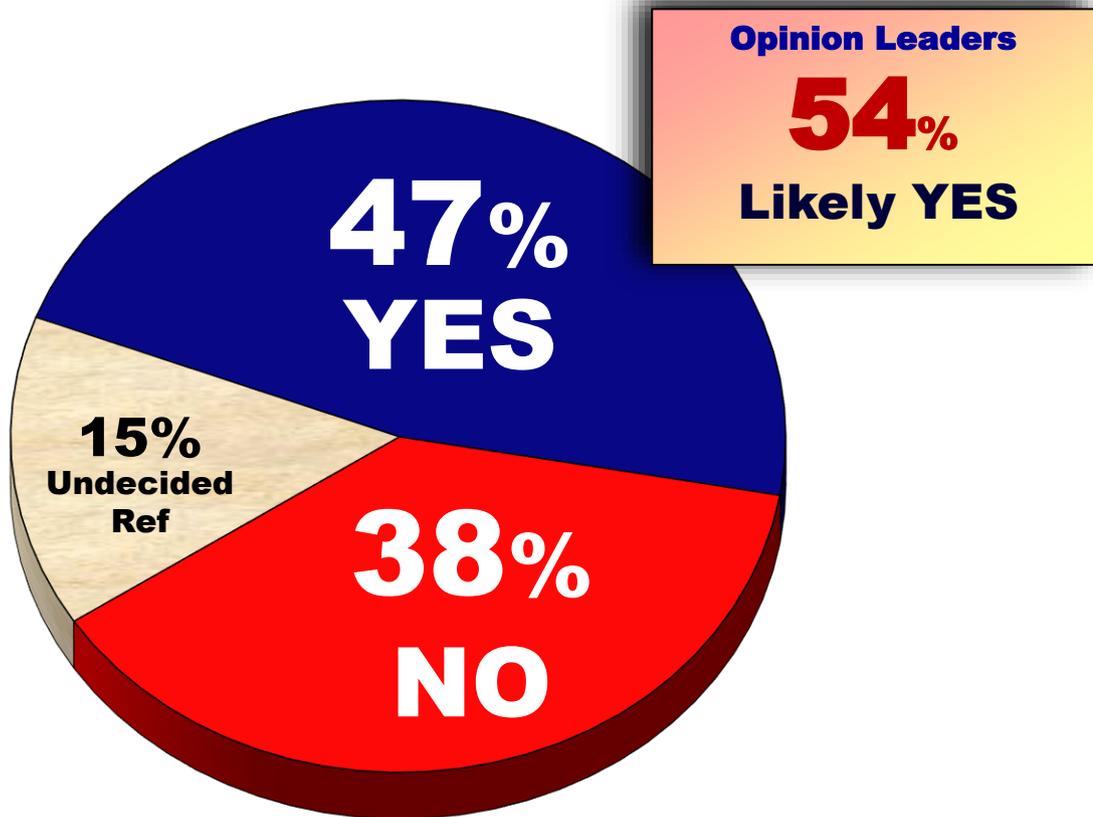


Figure 12
San Pablo Community Survey
Year-end 2023

Support for...

Increasing Annual Rate Charged to Haulers of Solid Waste Rates to be Consistent with Industry Standard?

Question 13.0 Would you support increasing the City's Franchise Fee rate to be charged to the new hauler to be consistent with the industry standard, State law, and among other West County cities' franchise fees established under similar Solid Waste Franchise Agreements?



Thank You



*We'll be pleased to
Take Questions Now*



Figure 13A
 San Pablo Community Survey
 Year-end 2023

Demographic profile of Survey Respondents

Length of Residency

0 to 5 years	14%
6 to 10	21%
11 to 25	39%
Over 25 years	25%
Refused	1%

Age

18 to 30	22%
31 to 40	17%
41 to 50	19%
51 to 65	20%
Over 65 years	19%
Refused	3%

Household Income

Under \$25,000	12%
\$25,001 to \$50,000	20%
\$50,001 to \$75,000	25%
\$75,001 to \$100,000	12%
Over \$100,000	18%
Refused	13%

Ideology

Liberal	23%
Progressive	21%
Moderate	21%
Conservative	17%
Refused	18%

Home Ownership

Own	51%
Rent	48%
Refused	1%

Education

Less than High School	4%
High School/Trade School	21%
Some College	31%
College Graduate	30%
Graduate/Prof. School	12%
Refused	2%

Ethnicity

Caucasian	10%
Hispanic/Latino	35%
African American/Black	17%
Native American/Alaskan	1%
Native Hawaiian & other Pacific Islander	1%
Asian	7%
Other	9%
Refused	20%

Gender

Male	48%
Female	52%



Figure 13B
San Pablo Community Survey
Year-end 2023

Demographic profile of Survey Respondents

School Aged Children

None	61%
One	16%
Two	16%
Three or more	5%
Refused	2%

Party ID

Democrat	53%
Republican	6%
Independent	17%
Other	11%
Refused	13%

Registered to Vote

Yes	95%
No	3%
Refused	2%

Area of Residence

East I80/San Pablo Hills	7%
Old Town	11%
N San Pablo, Leroy Heights	42%
Contra Costa College	42%
West I80, Casino Hospital	32%
Area, City Hall	32%
Refused	8%

