

M E M O R A N D U M

To: Libby Tyler, Sandra Castaneda Marquez, and Mel Mackson, City of San Pablo
From: Andrew Hill and Tishya Rao, Dyett & Bhatia
Re: Rumrill Alternatives Instagram Survey – Results Summary
Date: October 8, 2024

Dear Libby, Sandy, and Mel:

The Rumrill Alternatives Instagram Survey was conducted from August 21 to September 20, 2024 as part of the City’s community engagement strategy to reach residents of the Rumrill Corridor Plan Area. The intent was to creatively engage residents who may not otherwise participate in the process, raise awareness in the community, and provide additional opportunities (alongside the Rumrill Corridor Plan Block Party/Workshop) for input on the content of the Rumrill Corridor Plan. This memo provides a recap of the purpose and method used for the survey and a summary of the results received.

PURPOSE AND METHOD

There is a high share of young, Spanish speakers living in the Rumrill PDA. Many likely have shift work jobs outside of San Pablo and may not have time or inclination to attend a community meeting or fill out an online survey. To target this demographic and give them a voice in the process and content of the plan, the Rumrill Alternatives Instagram Survey was designed with the following objectives:

1. Engage with young residents of the community who may not have time to participate in conventional outreach activities and provide meaningful opportunities for them to participate in the process.
2. Create fun, engaging visually-oriented surveys that can be completed quickly and conveniently based on a flexible schedule.
3. Raise awareness of the Rumrill Corridor Plan and its relevance to residents.

Methodology

The Instagram Survey used the existing City’s and Police Department (SPPD)’s Instagram accounts that already have a substantial follower base (6,611 followers combined) to introduce key aspects of the Rumrill Alternatives and solicit feedback on which concepts to incorporate into the public review Draft Corridor Plan. There were four primary topics covered through the survey:

- Reel 1: What’s your priority for Rumrill: housing, jobs, or food and entertainment?
- Reel 2: Is live/work housing a solution for Rumrill?
- Reel 3: What is the best option for the City-owned site: affordable apartments, a parking garage, or live/work housing?

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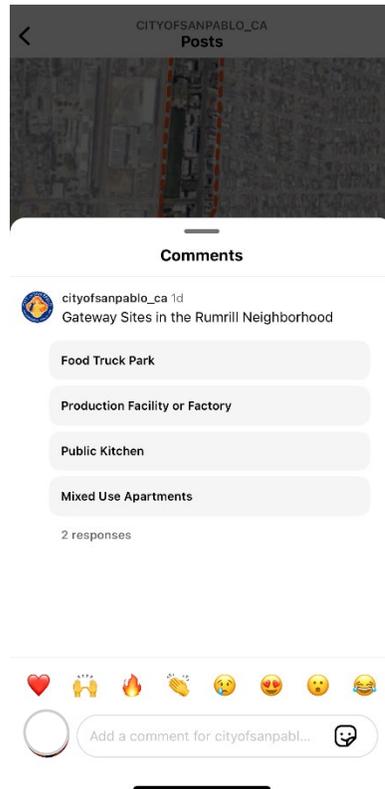
- Reel 4: What would you like to see at the Market and Rumrill Intersection: apartments with a workforce development center, a food truck park, commercial kitchen, or mixed use apartments?

Reel polls were developed as short video clips in English and Spanish, each with a multiple-choice survey question. They were posted in two formats:

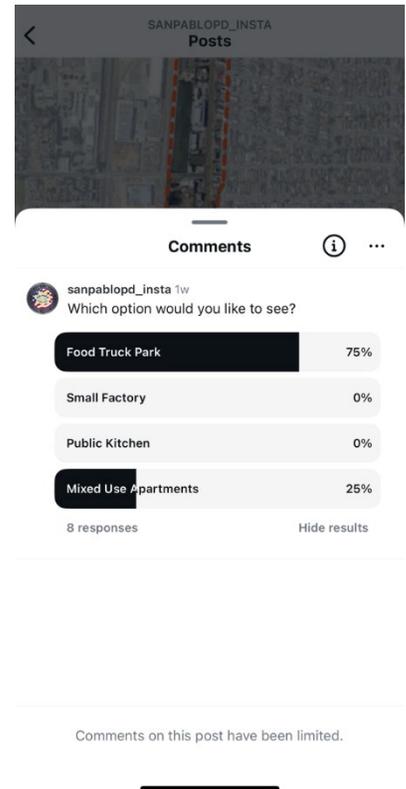
- **Instagram Story:** The reel video was posted as an Instagram story overlaid with an interactive poll, which remained visible for 24 hours.
- **Instagram Post:** Every Wednesday, account managers posted the reel video to the City’s and Police Department’s profile, which remained open for one week. The interactive poll was included as part of the comment section associated with the post; participants were also encouraged to share their thoughts by leaving a comment on the City’s account.



Instagram Story



Instagram Post



Poll Results

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SUMMARY OF POLL RESULTS

Approximately 32 percent (108 of 345 total responses) of the responses were received in Spanish and 68 percent (237 of 345 total responses) in English. Priorities and preferences are summarized in aggregate below, with notes on where differences are discernible based on language of response. Other demographic details were not collected for Instagram survey responses so parsing by age, ethnicity, or neighborhood of residence is not possible.

Summaries of each individual poll are also provided on subsequent pages, with notes highlighting where results differed from input collected at the block party event.

The following observations can be made from a review of the results of all four reel polls:

- Making the Rumrill corridor a destination for recreation and entertainment was the top choice among Instagram survey respondents, and a food truck park was the highest ranked use among options for desired uses at the gateway, receiving more support than residential mixed use, a community kitchen, and a production facility. Notably, Spanish language respondents favored a food truck park at the gateway even more than English language respondents (54 percent vs 49 percent).
- Survey respondents indicated strong support for additional housing on the corridor, with 68.4 percent of respondents indicating they think live/work housing is a good option throughout the corridor and 54.5 percent respondents favoring affordable apartments and townhomes on the City-owned property. Interestingly, English language respondents supported housing more strongly than Spanish language respondents. For example, 79 percent of English language respondents supported live/work housing throughout the corridor as compared to 50 percent of Spanish language respondents, and 59 percent of English language respondents preferred affordable housing on the City-owned sites as compared to 42 percent of Spanish language respondents.
- Survey respondents do not consider job creation along the corridor as high a priority as entertainment or housing. Overall, only 27 percent of respondents ranked local job creation as the top priority for the corridor and a production facility or community kitchen that can serve as a catalyst for small businesses were also ranked lower than other options for the gateway sites. However, Spanish language respondents tended to place a slightly higher priority on job creation than English language respondents. For example, 30 percent of Spanish language respondents ranked job creation as the top priority for the corridor compared to 26 percent of English language respondents.
- A parking facility was the lowest ranked use for the City owned site among survey respondents; however Spanish language respondents (26 percent) ranked it as the top priority, as opposed to English language respondents (18 percent). Through other outreach activities, concerns for adequate parking along the Rumrill corridor now and in the future as housing projects get built has been a recurring theme of community comments. The relative lack of support for a parking facility on the City owned site does not mean that parking management strategies shouldn't be an important component of the Rumrill Corridor plan.

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Reel I: What’s Your Priority?

The first reel introduced the three Rumrill Corridor Plan alternatives (Recreation and Entertainment, New Housing, and Local Jobs), and illustrated key neighborhood characteristics that form the basis for each concept. This includes the Rumrill Sports Complex and the prominence of food trucks, high housing costs, and the need for local jobs in the area. Based on this information, participants were asked to select their top priority for the Plan.

Of the 121 responses received, “Recreation and Entertainment” was the most popular concept with 42.1 percent of votes, followed by “New Housing” at 30.7 percent and “Local Jobs” at 27.2 percent. There was a consensus amongst both English and Spanish participants, as indicated in **Table 1** below. The results also highlight the importance of leveraging the Rumrill Sports Complex as a key destination in the city and support existing food trucks and other food-related establishments along the corridor.

Table 1: Reel I Poll Results

| | <i>Responses/ Vote</i> | | | | | | | |
|----------------|------------------------|------------|---------------------------------------|-------------|---------------------|-------------|---------------------|-------------|
| | <i>Total</i> | | <i>Recreation & Entertainment</i> | | <i>New Housing</i> | | <i>Local Jobs</i> | |
| | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> |
| <i>English</i> | 81 | 66.9 | 35 | 28.9 | 25 | 20.7 | 21 | 17.4 |
| <i>Spanish</i> | 40 | 33.1 | 16 | 13.2 | 12 | 9.9 | 12 | 9.9 |
| Total | 121 | 100 | 51 | 42.1 | 37 | 30.7 | 33 | 27.2 |

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo’s and the San Pablo Police Department’s accounts.

Instagram Survey vs. Rumrill Block Party Results

Instagram survey results vary from the average ranking scores collected during the Rumrill Block Party in which “Local Jobs” ranked highest with 4.1 out of 5, followed by “Recreation and Entertainment” and “New Housing”.

MEMORANDUM



#1

WHAT IS THE
RUMRILL CORRIDOR PLAN



RUMRILL CORRIDOR
HOUSING

HIGH HOUSING COSTS!



What's Your Top Priority?

-  Recreation & Entertainment
-  New Housing
-  Local Jobs

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Reel 2 proposes live/work housing as a unique strategy that could simultaneously address two priorities of the Rumrill Corridor Plan: the need for new affordable housing and supporting local job opportunities. It illustrates how the typology would enable residents to live and work within the same space, while reducing commute times and high business costs associated with renting workspace. Examples include shopkeeping, home-based daycare, and accounting and tailoring services. Participants were asked to vote “yes” or “no” on whether the Plan should create more opportunities for live/work housing.

As indicated in **Table 2**, the poll for Reel 2 received only 38 responses, the lowest of all four reels. Of the responses collected, the majority (68.4 percent) would like to see more opportunities for live/work housing in the Rumrill Corridor area. A closer look into Spanish-based responses indicate equal preference for (“yes”) and against (“no”) live/work housing, with 18.4 percent of total votes. However, Spanish respondents were more likely to vote against live/work housing (18.4 percent) compared to English respondents (13.2 percent).

Table 2: Reel 2 Poll Results

| | <i>Responses/ Votes</i> | | | | | |
|----------------|-------------------------|-----------------------|---------------------|-----------------------|---------------------|-------------|
| | <i>Total</i> | | <i>Yes</i> | | <i>No</i> | |
| | <i>No. of Votes</i> | <i>% No. of Votes</i> | <i>No. of Votes</i> | <i>% No. of Votes</i> | <i>No. of Votes</i> | <i>%</i> |
| <i>English</i> | 24 | 63.2 | 19 | 49.9 | 5 | 13.2 |
| <i>Spanish</i> | 14 | 36.9 | 7 | 18.4 | 7 | 18.4 |
| Total | 38 | 100 | 26 | 68.4 | 12 | 31.6 |

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo’s and the San Pablo Police Department’s accounts.

Instagram Survey vs. Rumrill Block Party Results

Results from the Rumrill Block Party indicate a similar preference; 18 of 30 respondents (60 percent) liked the concept of live/work housing. They believed that this would be a good solution to meeting housing needs, while enabling residents to be financially independent and self-sufficient. Therefore, based on combined results from both surveys, there was a general preference for incorporating Live/Work Housing opportunities as part of the Rumrill Corridor Plan.

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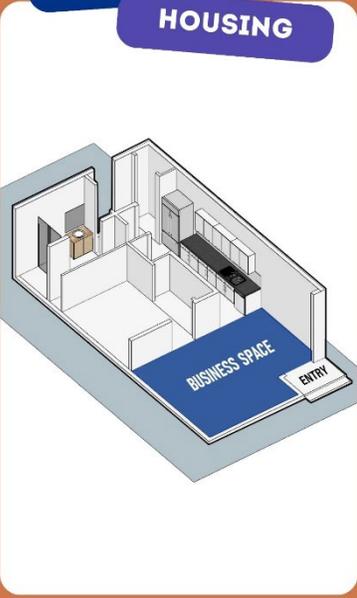


#2

LIVE/WORK HOUSING
IN THE RUMRILL NEIGHBORHOOD



LIVE/WORK HOUSING

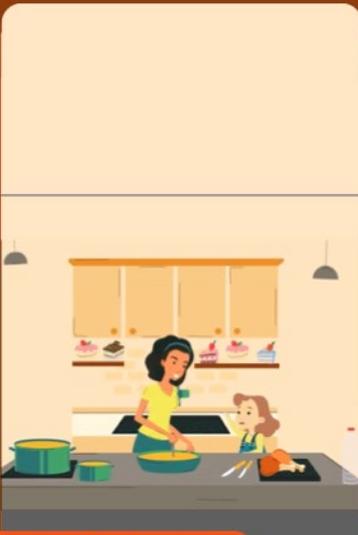


HOME-BASED DAYCARE

LIVE/WORK HOUSING



REDUCED BUSINESS COSTS!



WORKING MOTHERS

Should the Plan create more opportunities for **LIVE/WORK HOUSING** in the Rumrill Neighborhood?

YES NO



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Reel 3: City-owned Sites

The City owns a two-acre property near Sutro Avenue, which currently remains underutilized. Reel 3 presented three strategies for reusing the site, which included affordable apartments and townhomes, a parking garage for visitors during game days at the Rumrill Sports Complex, or a workforce training center with affordable live/work housing. Participants were asked to select which option they preferred.

There was a general preference to utilize the City-owned site for new housing opportunities such as affordable apartments & townhomes (54.4 percent) or a workforce training center with live/work housing (28.8 percent). The parking garage strategy received the least number of votes (18.2 percent). However, existing traffic congestion and lack of parking along the corridor could be exacerbated if new residential, commercial, or small-scale manufacturing uses are proposed. Therefore, a variety of solutions for designated parking could be developed, including integrating parking spots with the proposed land uses on a portion of the City-owned site or utilizing a different site along the Rumrill Corridor.

Table 3: Reel 3 Poll Results

| | Responses/ Vote | | | | | | | |
|----------------|-----------------|------------|-----------------------------------|-------------|----------------|-------------|-----------------------------------------------|-------------|
| | Total | | Affordable Apartments & Townhomes | | Parking Garage | | Workforce Training Center & Live/Work Housing | |
| | No. of Votes | % | No. of Votes | % | No. of Votes | % | No. of Votes | % |
| <i>English</i> | 75 | 74.3 | 44 | 43.6 | 10 | 9.9 | 21 | 20.8 |
| <i>Spanish</i> | 26 | 25.7 | 11 | 10.8 | 7 | 7.0 | 8 | 8.0 |
| Total | 101 | 100 | 55 | 54.4 | 17 | 16.9 | 29 | 28.8 |

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo's and the San Pablo Police Department's accounts.

Instagram Survey vs. Rumrill Block Party Results

Overall, across all outreach activities, the affordable apartments & townhomes strategy was the most popular for the City-owned properties, with 50.4 percent of votes. However, the Rumrill Block Party participants preferred the workforce training center with live/work housing (9 of 20 votes). As with the Instagram survey, the parking garage remained the least popular strategy with only 5 votes.

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#3

CITY-OWNED PARCELS
IN THE RUMRILL NEIGHBORHOOD



CITY-OWNED PARCELS
(View from Sutro Ave.)



1

Partner with a developer to build
AFFORDABLE APARTMENTS & TOWNHOMES
on City-owned Site



2

Build a
PARKING GARAGE
for visitors during game days at
Rumrill Sports Complex



3

Build a
WORKFORCE TRAINING CENTER
with
AFFORDABLE APARTMENTS
on City-owned site



Which Option do you prefer?

1 Affordable Apartments & Townhomes

2 Parking Garage

3 Workforce Training Center & Affordable Apartments

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Reel 4: Market/Rumrill Intersection “Gateway” Sites

The intersection of Rumrill Boulevard and Market Avenue is a gateway to San Pablo, with transit access from adjacent jurisdictions. However, there are underused properties on all corners that could be redeveloped with new uses for the community. With an affordable housing project already approved for the north-east corner of the intersection (1820 Rumrill), Reel 4 presents four additional strategies that can help revitalize other sites and support new housing, economic, and entertainment opportunities in the area including a food truck park, a small production facility like a brewery with a tasting room or a small factory with a gift shop, a fully equipped public kitchen, or 4 to 5 story mixed use apartment buildings. Participants selected their preference in the poll.

Of the 85 responses collected, the food truck park was the most popular strategy with 50.6 percent of total votes, followed by mixed use apartments (27.0 percent) and public kitchen (16.5 percent) (refer **Table 4**). This indicates a stronger preference for food and entertainment in the area, in line with the results for the general Plan Priority (Reel 1). The small production facility/ factory was the least popular (5.9 percent). There were no differences recorded based on language.

Table 4: Reel 4 Poll Results

| | <i>Responses/ Vote</i> | | | | | | | | | |
|----------------|------------------------|------------|------------------------|-------------|---------------------------------------------|------------|-----------------------|-------------|-----------------------------|-------------|
| | <i>Total</i> | | <i>Food Truck Park</i> | | <i>Small Production Facility or Factory</i> | | <i>Public Kitchen</i> | | <i>Mixed Use Apartments</i> | |
| | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> | <i>No. of Votes</i> | <i>%</i> |
| <i>English</i> | 57 | 67.1 | 28 | 32.9 | 4 | 4.7 | 10 | 11.8 | 15 | 17.6 |
| <i>Spanish</i> | 28 | 32.9 | 15 | 17.6 | 1 | 1.2 | 4 | 4.7 | 8 | 9.4 |
| Total | 85 | 100 | 43 | 50.6 | 5 | 5.9 | 14 | 16.5 | 23 | 27.0 |

Note: Responses/ Votes are compiled using results from stories/ posts posted on the City of San Pablo’s and the San Pablo Police Department’s account.

Instagram Survey vs. Rumrill Block Party Results

Overall, across all outreach activities, the “Food Truck Park” was the most popular strategy (44.0 percent of votes). However, a majority of Rumrill Block Party participants (10 of 24) voted for the “Mixed Use Apartments”, indicating housing as the higher priority, with a “Small Factory or Production Facility” (25.0 percent) the next highest priority, slightly ahead of “Food Truck Park” (20.8 percent). There were varying opinions for the food truck park, this could be an indication of age preferences. Based on comment card findings, younger respondents aged between 25 to 44 years - also making up majority of Instagram users - were more likely to be in support of the food truck park, while older respondents support a more traditional “brick and mortar” public market.

MEMORANDUM



#4

GATEWAY SITES

IN THE RUMRILL NEIGHBORHOOD



Site with Redevelopment Potential (SW Corner)

Brookside Dr.

Market Ave.

Costa Ave.



1

A **FOOD TRUCK PARK**
with local vendors, seating, and music



2

A **PRODUCTION FACILITY OR FACTORY**
with a gift shop



3

A fully-equipped **PUBLIC KITCHEN**
where food truck operators, pop-up restaurant owners, and others can rent space to cook



4

A 4 to 5 story **MIXED USE BUILDING**
with shops on the ground floor and apartments above

