

Including Comparison of Opinion Leaders with the Mainstream

# San Pablo 2024 Year-end... Annual Community Survey

*Prepared Expressly for...*



**December 2024**

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



San Pablo Community Survey  
Year-end 2024

# Research Design

- Sample size:** **N=301**
- 13% Opinion Leaders**
  - 15% Took Survey in Spanish**
  - 17% Young Adults (18-30 yrs. old)**
- Population surveyed:** **Community-at-large**
- Sampling Error:** **±4.5 to 5.8%**
- Data Collection:** **January 6 thru 16, 2025**



Figure 1  
San Pablo Community Survey  
Year-end 2024

# 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.

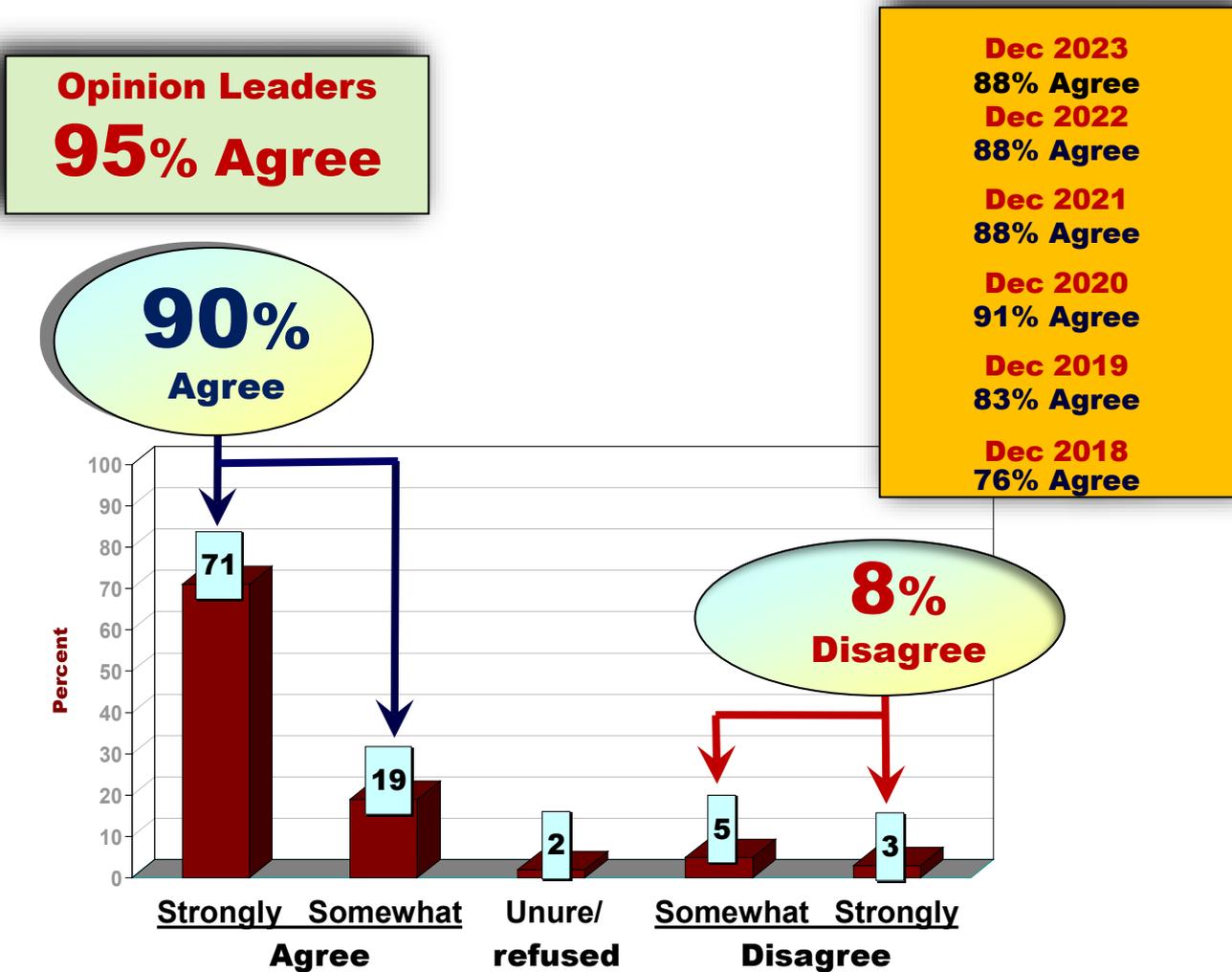
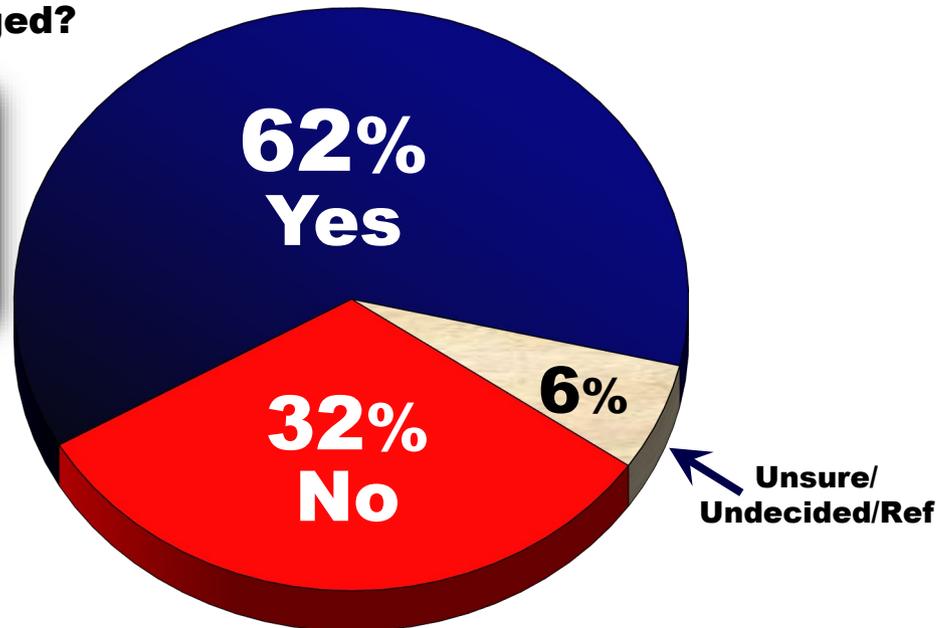


Figure 2  
San Pablo Community Survey  
Year-end 2024

# 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?**

**Opinion Leaders**  
**90%**  
**Yes**



## Would Like Changed

(open-ended, front-end of mind)

# times  
Mentioned

52

**Better street/road maintenance**

27

**More protection against crime**

23

**More parks/recreation for youth**

12

**More police**

8

**More assistance for the homeless**

8

**More affordable housing**

Less than  
5 times

**Better medical services, local economy,  
more jobs for local residents, local taxes,  
quality of education for local youth**

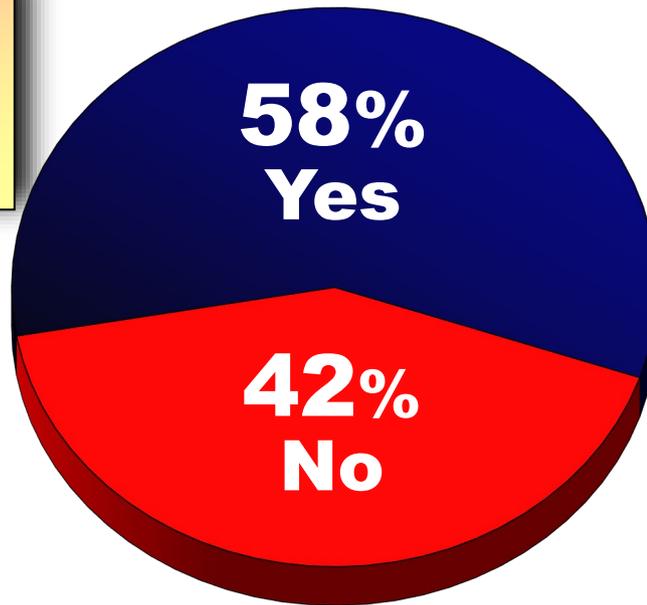


Figure 3  
San Pablo Community Survey  
Year-end 2024

# 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?**

**Opinion Leaders**  
**56%**  
**Yes**



## Top Concerns

# times Mentioned	(open-ended, front-end of mind)
63	Crime in San Pablo
31	Level of street/road maintenance
31	Services for the homeless
8	Quality of education for local youth
8	Clean up City
Less than 5 times	Local taxes, more police, more parks/rec, more shopping opportunities, immigration issues



Figure 4  
 San Pablo Community Survey  
 Year-end 2024

# 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.**

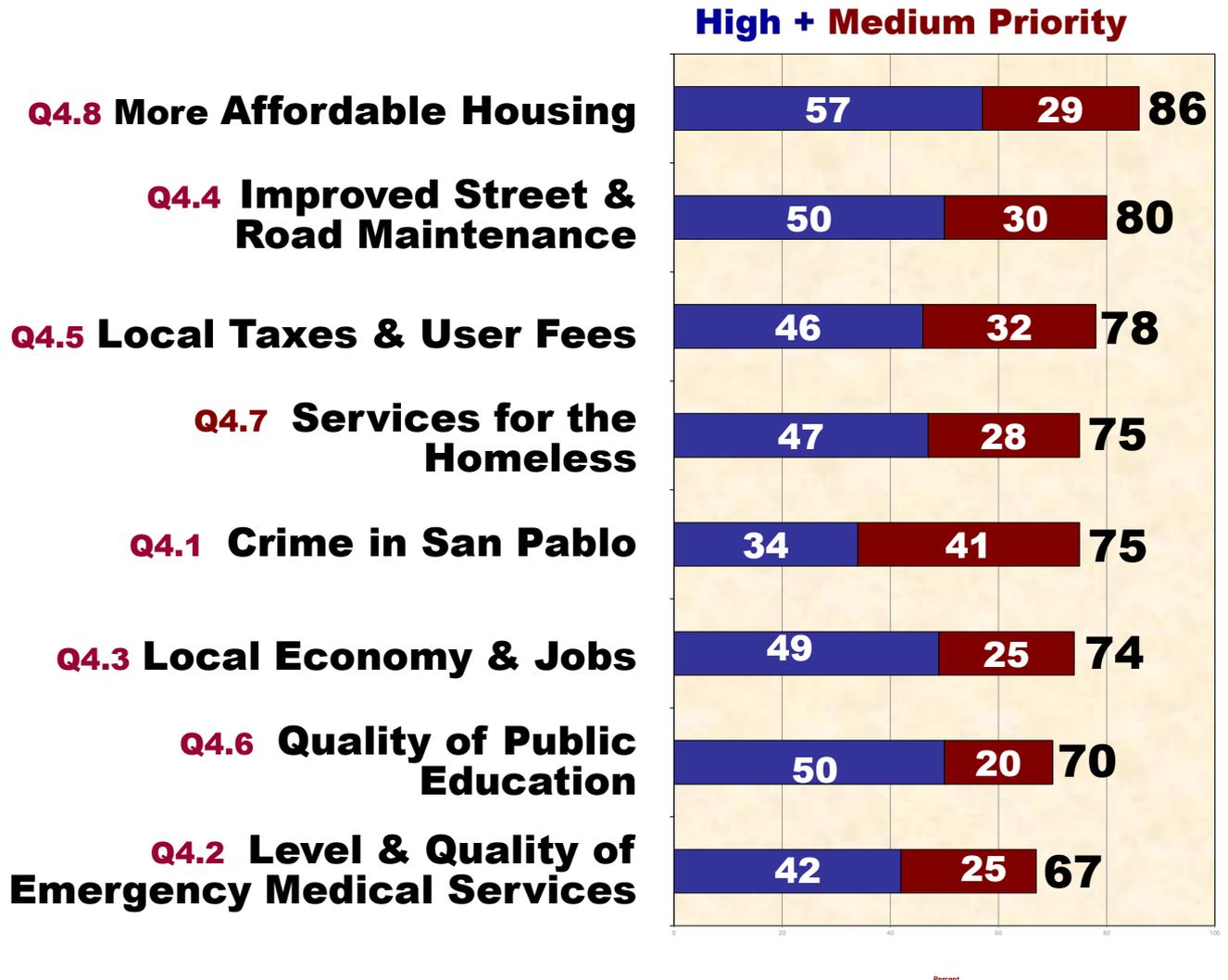


Figure 5A  
 San Pablo Community Survey  
 Year-end 2024

# Endeavors for City's Work Plan (Top 5 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.

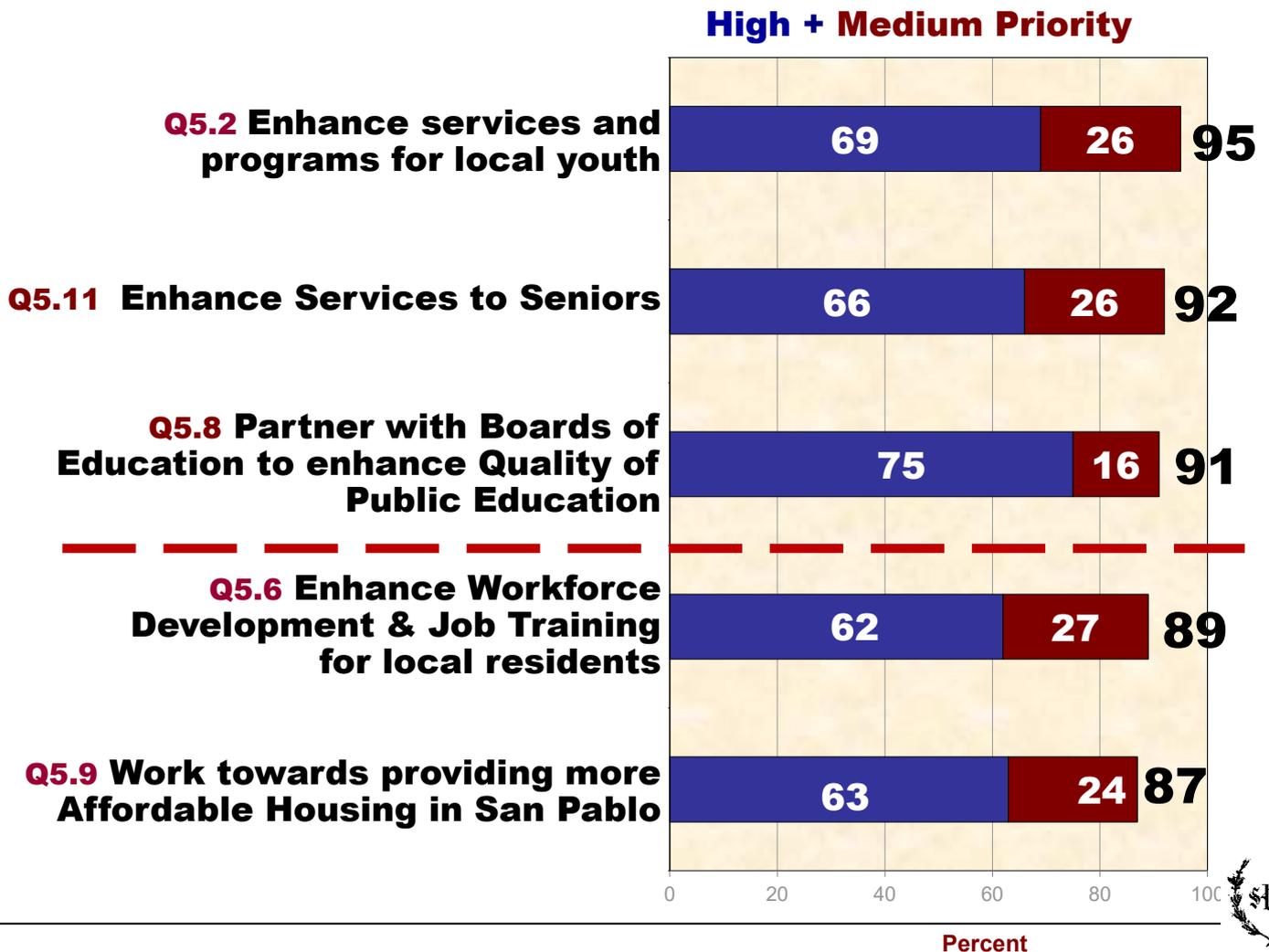


Figure 5B  
 San Pablo Community Survey  
 Year-end 2024

# Endeavors for City's Work Plan (Bottom 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.

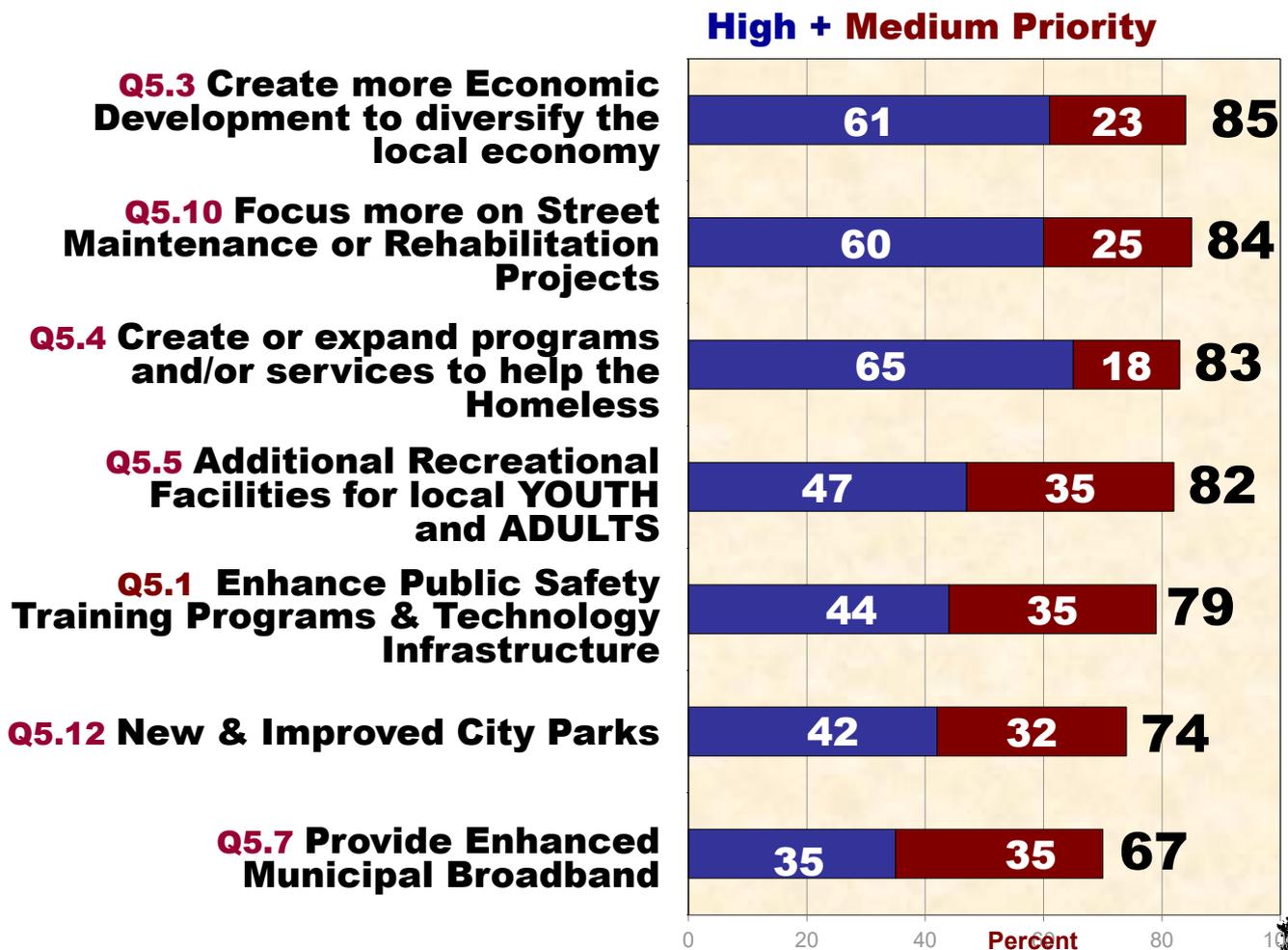
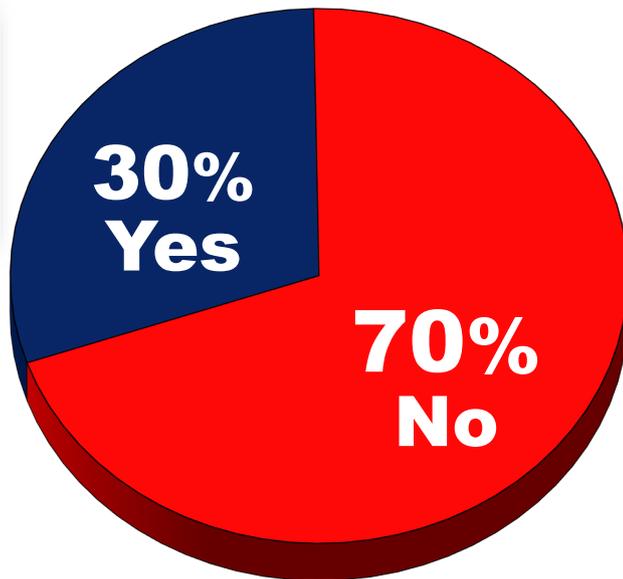


Figure 6  
San Pablo Community Survey  
Year-end 2024

# 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?**

**Opinion Leaders**  
**56%**  
**Yes**



## Additional Projects/Endeavors

**# times  
Mentioned**

**21**

**More parks/recreation for youth**

**14**

**Better street/road maintenance**

**55**

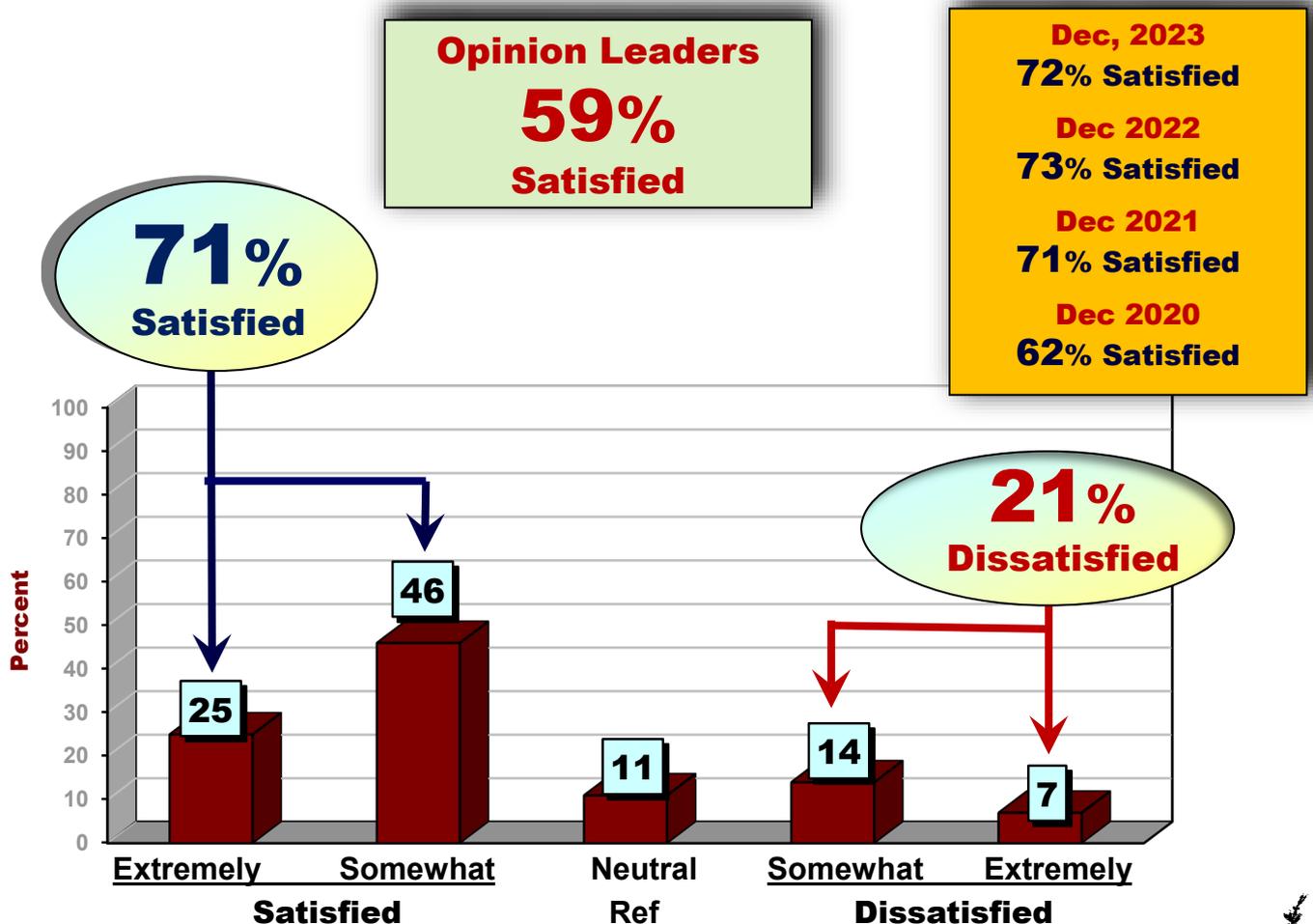
**Other (list provided)**



Figure 7  
San Pablo Community Survey  
Year-end 2024

## 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?



# Stop the Cop Campus Coalition

Figure 8  
San Pablo Community Survey  
Year-end 2024

## Support for... New Police Dept HQ Facility & Regional Law Enforcement Training Center

**Question 8.0** Do you support or oppose the construction and development of a regional police training facility in San Pablo?

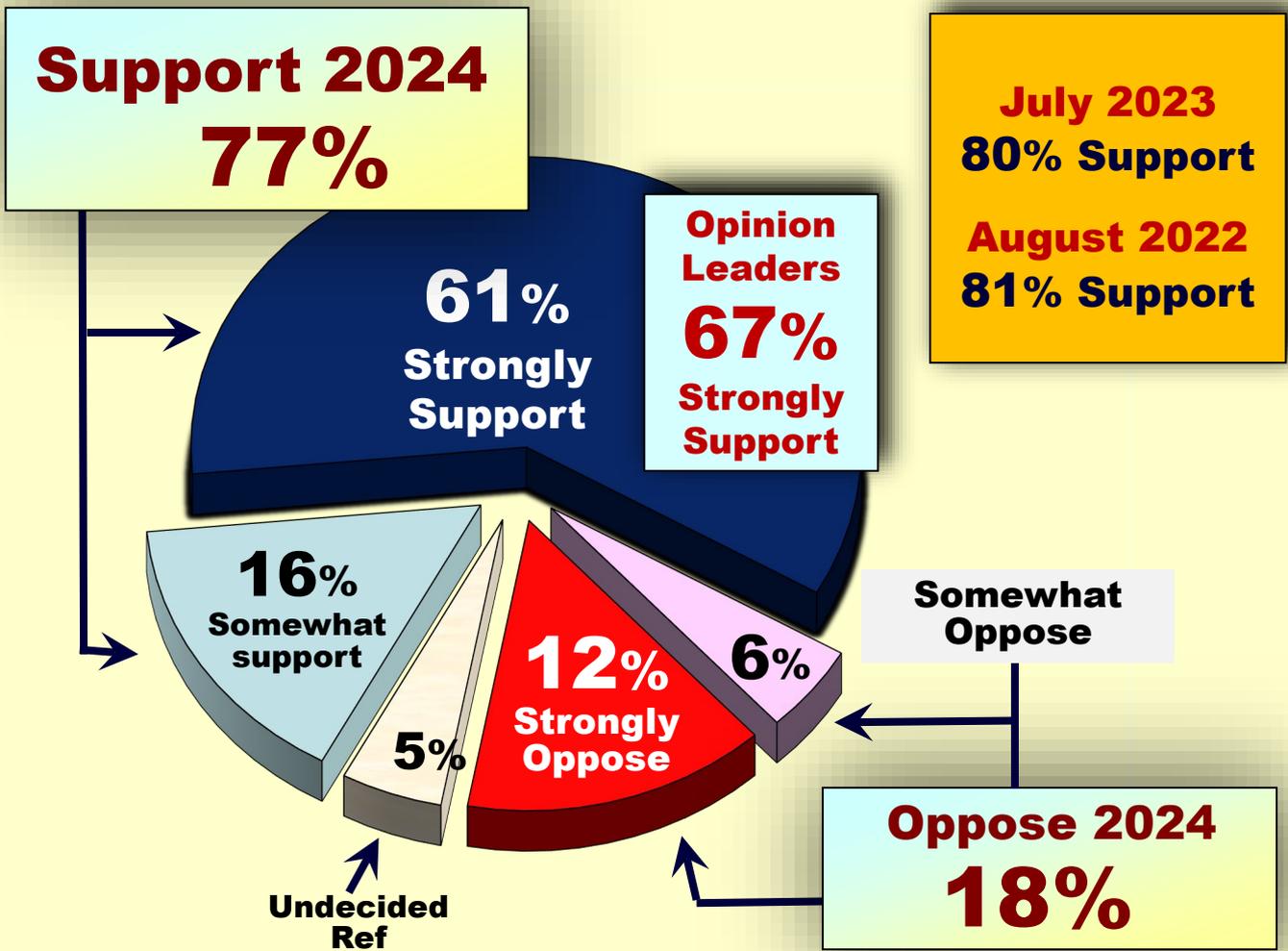


Figure 9  
San Pablo Community Survey  
Year-end 2023

# Keeping the City Safe is Essential for Attracting **Commercial Enterprise** & **Developers to San Pablo**

**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?**

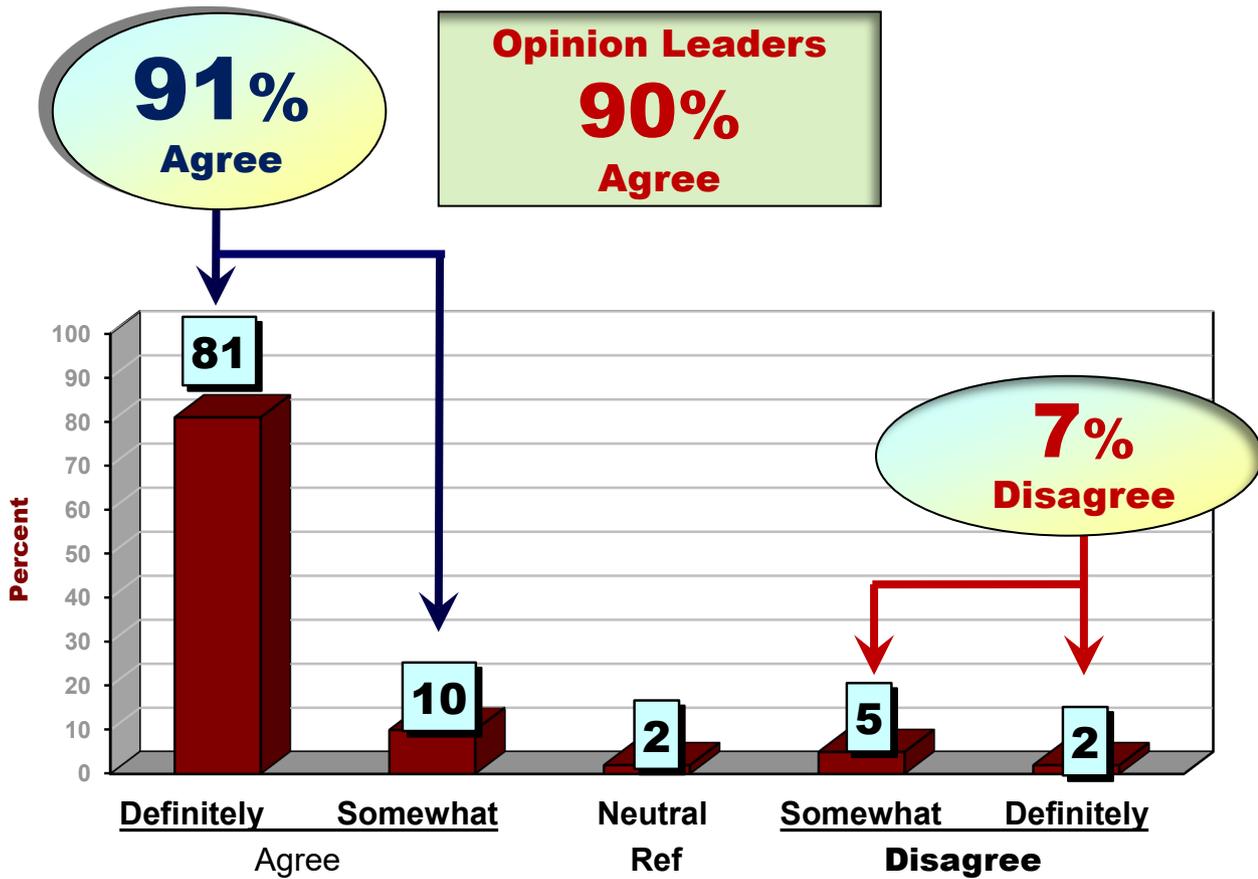


Figure 10  
San Pablo Community Survey  
Year-end 2024

## Support for... **Allowing the Sale of Cannabis in San Pablo**

**Question 10.0** Do you support or oppose the electorate's decision to authorize a new commercial cannabis business license tax; thus, allowing for marijuana to be sold within City limits?

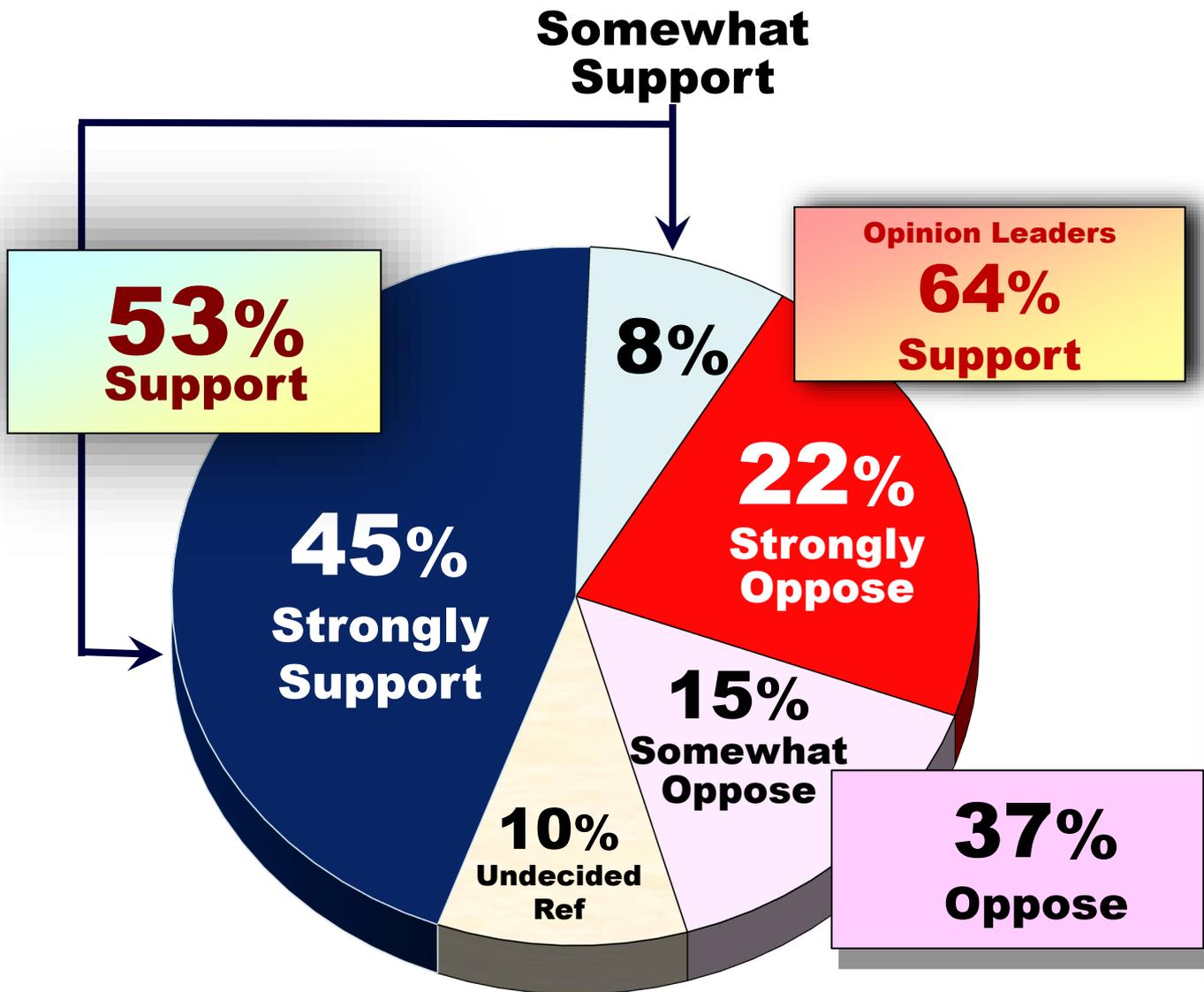


Figure 11  
San Pablo Community Survey  
Year-end 2024

## Support for... **Holding-the-Line** Until City's Fiscal Imbalance is Corrected

**Question 11.0** 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 (structural deficit) is implemented — and to focus instead on maintaining current operating and maintenance service levels; in other words, maintain status quo?

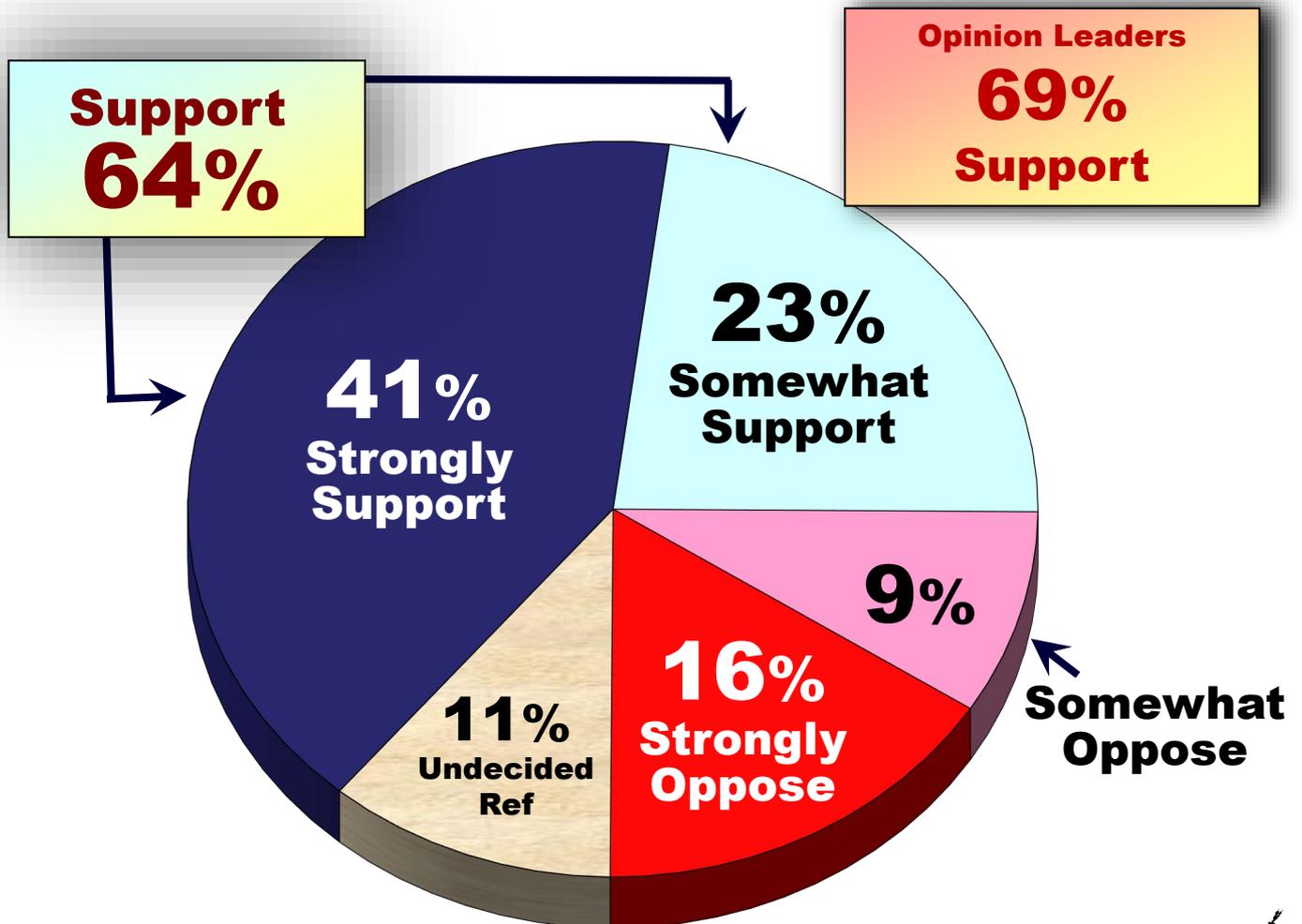


Figure 12  
San Pablo Community Survey  
Year-end 2024

## Preference for Addressing the City's Decline in Annual Income: **Find NEW Revenue Sources** **or Cut Back Services**

**Question 12.0** Due mostly to the impact of the COVID-19 pandemic, the City's annual income has been in decline for the past couple of years and is projected to continue to decline for the next few years. To address this issue would you prefer the City find ways of increasing income; or, to cut back on the services being provided to San Pablo residents.

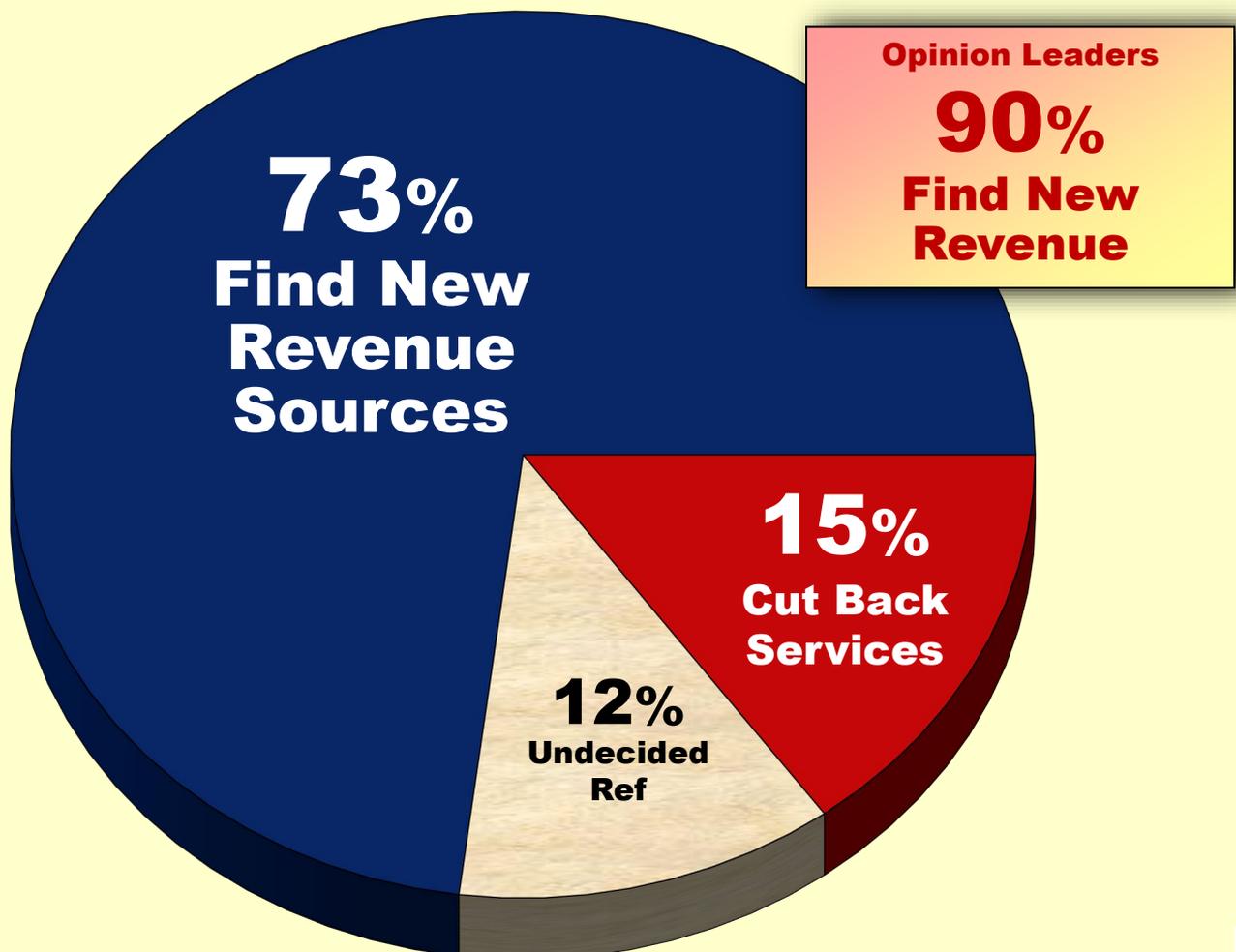


Figure13  
San Pablo Community Survey  
Year-end 2024

# **5 Funding Mechanisms Tested**



Figure 14A  
San Pablo Community Survey  
Year-end 2024

## Property Owners' Support for... **Stormwater Drain Fee** (Prop 218 Protest Ballot, Only Property Owners)

**Question 13.1** The State of California is increasing regulations having to do with the City's stormwater infrastructure and run-off; but, without providing any funding to comply to these regulations. These regulations involve paying for enhancements to reduce urban street flooding, keeping waste and contaminants out of the City's stormwater conveyance system, as well as on-going maintenance to the City's stormwater system. Compliance to these State regulations is projected to cost the City \$250,000 annually. Would you vote YES or NO on a funding Measure, if placed before San Pablo property owners, to comply to these State-mandated regulations.

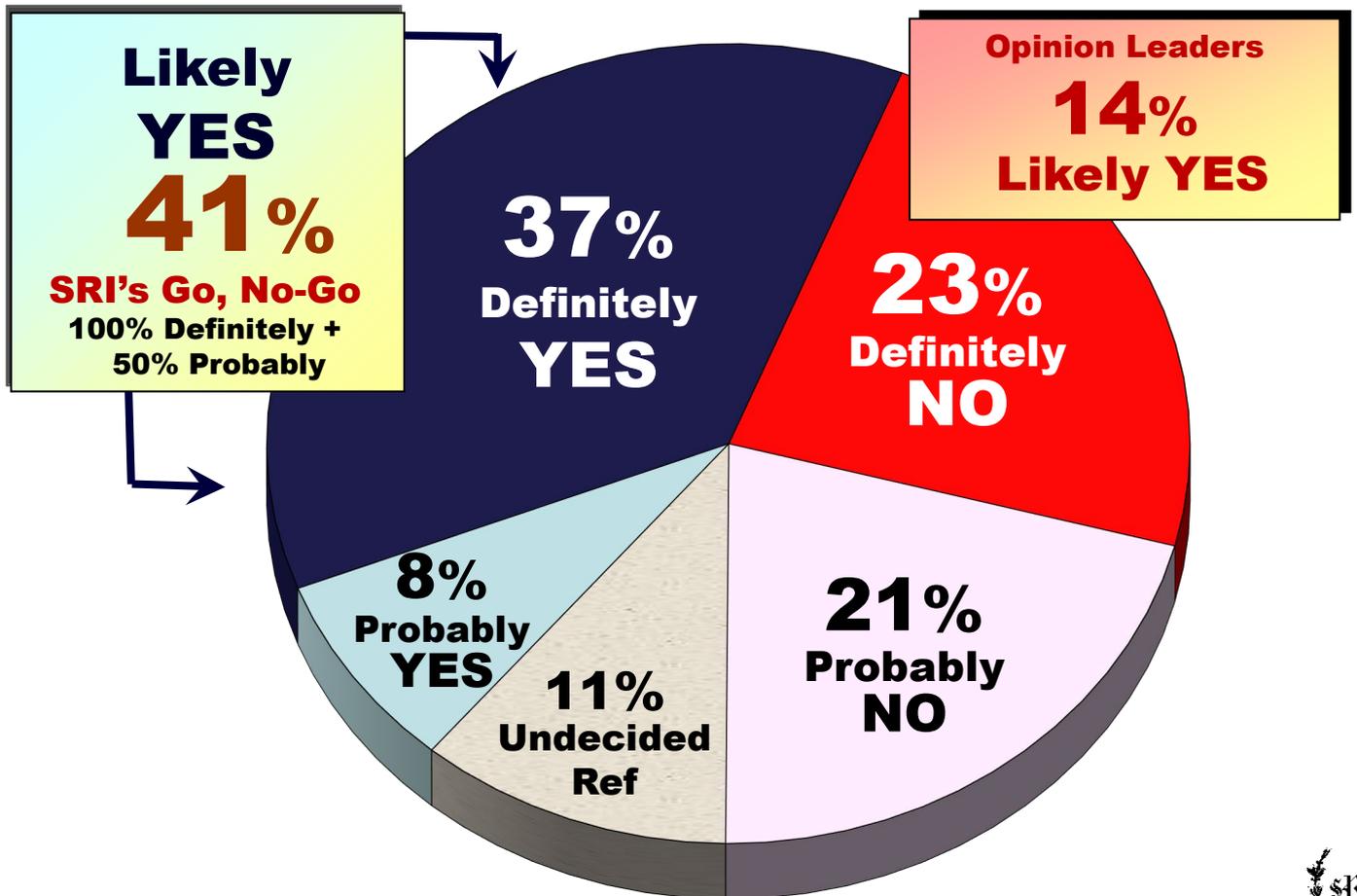


Figure 14B  
San Pablo Community Survey  
Year-end 2024

**Support for...**  
**Increase Assessment for City's  
LLAD from \$72 to \$144 per year**  
**(Prop 218 Protest Ballot, Only Property Owners)**

**Question 13.2** 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...City officials are considering asking to authorize increasing this to \$144/year/parcel.

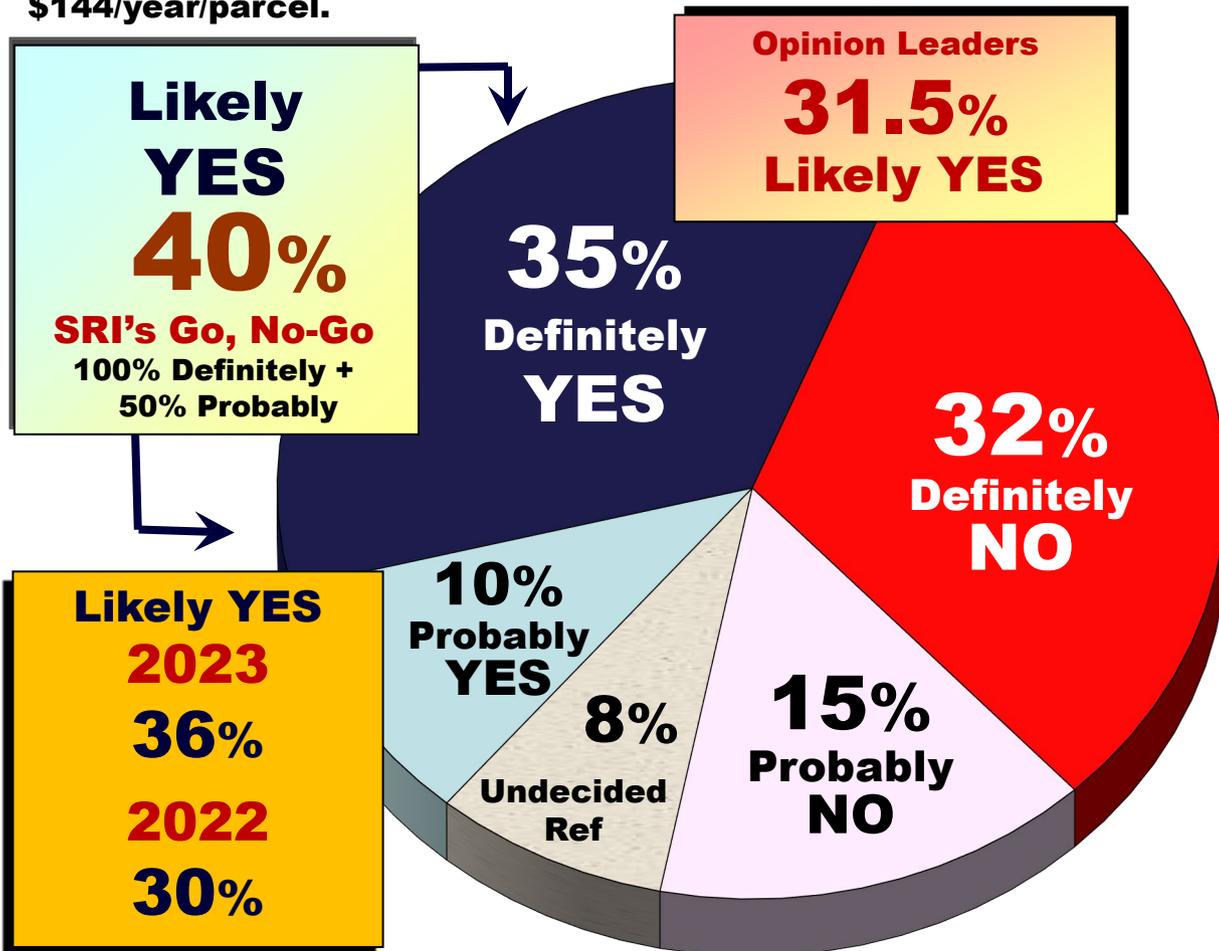


Figure 14C(1)  
San Pablo Community Survey  
Year-end 2024

**Support for...**

# **3/4% Increase in City's Sales Tax**

**Question 13.3a** In order to address the fiscal challenges presently facing the City of San Pablo, would you vote YES or NO to authorize a 3/4% increase (which is three quarters of one penny) in the sales tax charged on most goods and services purchased within City limits. This tax would NOT be charged on most groceries nor on prescription drugs. It would generate approximately \$3 million annually. It would increase local sales tax from 9.5 to 10.25%, equal to the City of El Cerrito.

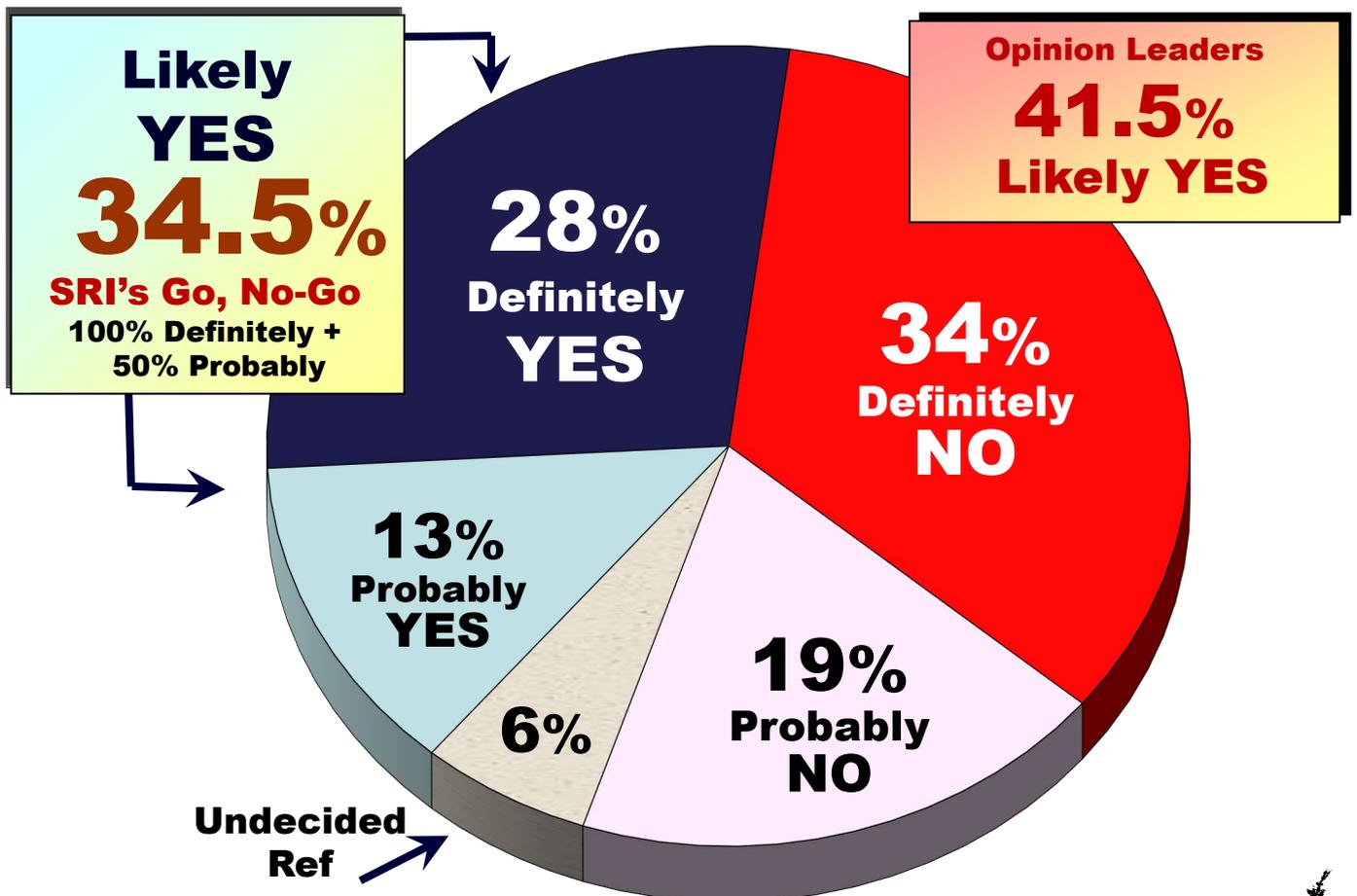


Figure 14C(2)  
San Pablo Community Survey  
Year-end 2024

**Support for...**

# **1/2% Increase in City's Sales Tax**

**Question 13.3b** Since you're not willing to support a 3/4% increase in the City's sales tax to address the fiscal challenges facing the City of San Pablo...would you support increasing the local sales tax by 1/2% (which is a half-penny) to help address this critical matter? (Added support from 13.3a with 13.3b)

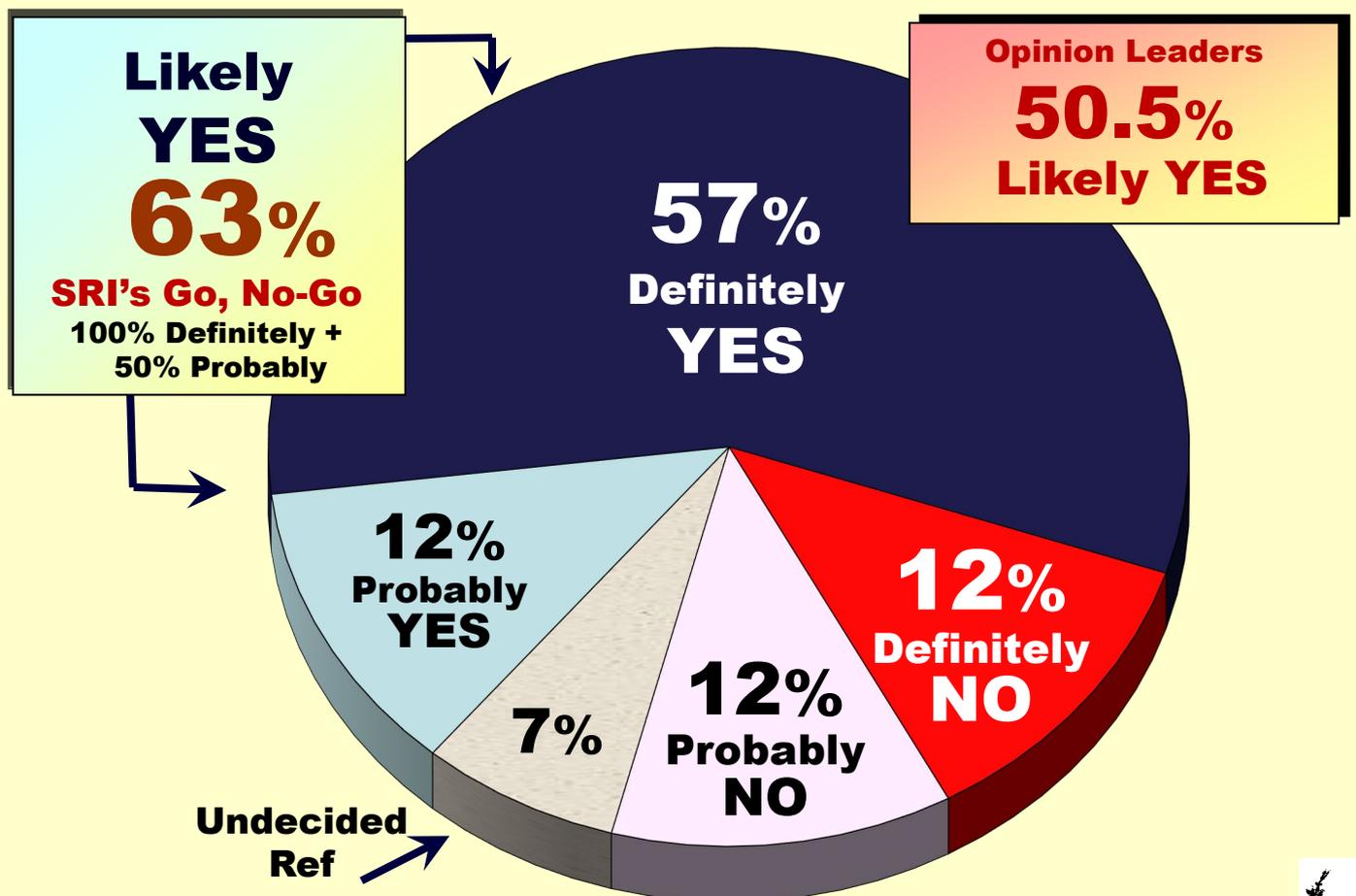


Figure 14D  
San Pablo Community Survey  
Year-end 2024

### Support for...

# Increase Utility User Tax by 2%

**Question 13.4** Another option is to ask San Pablo voters to authorize an increase in the City's Utility User Tax. At the present time, the City's UUT is 7%; which is the lowest rate among West County cities. UUT rates in California range from 1% to 11%. In San Pablo, the UUT is levied on cable television, telephone, electricity, natural gas and water service. Potential revenue generation is approximately \$436,000 per each additional 1% increase; thus, a 2% increase in San Pablo's UUT would generate approximately \$872,000 annually. If City officials were to ask San Pablo voters to authorize increasing the City's UUT by 2%, from 7% to 9%, would you vote YES or NO?

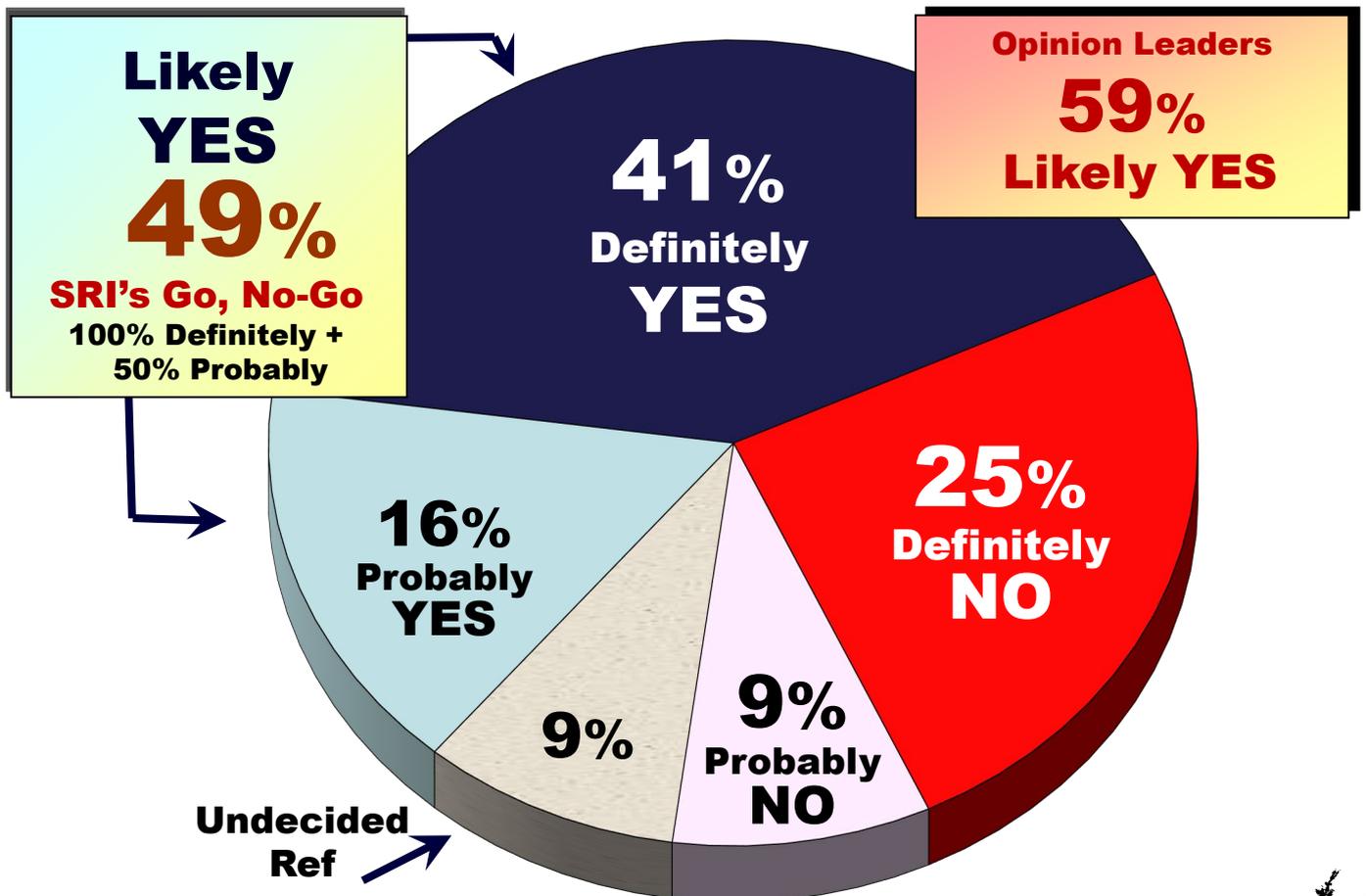
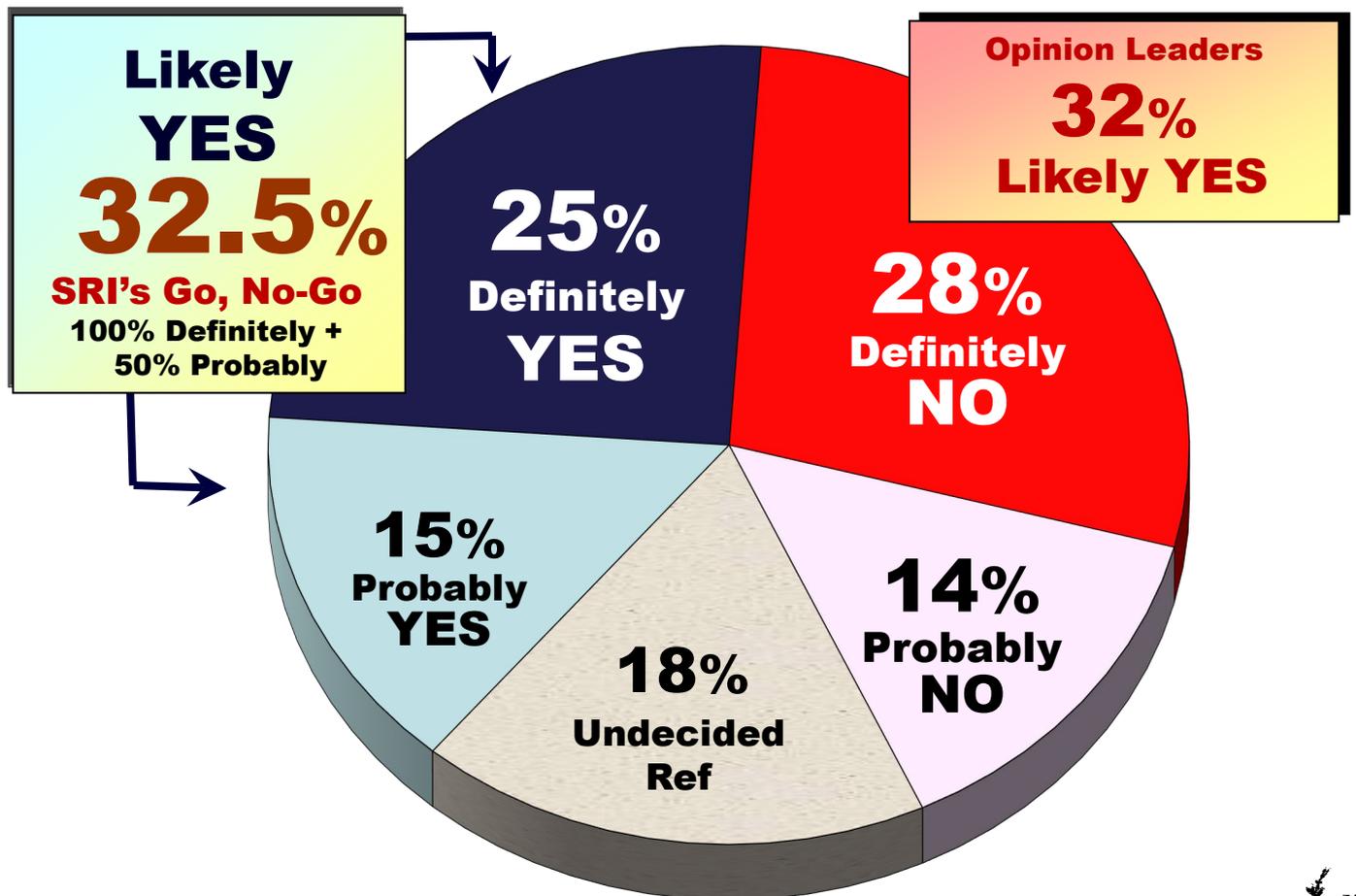


Figure 14E  
San Pablo Community Survey  
Year-end 2024

**Support for...**  
**Change from General Law to Charter  
City & Establish a New Real Estate  
Property Transfer Tax**

**Question 13.5** If City officials were to ask San Pablo voters to authorize changing San Pablo from a General Law City to a Charter City; then, establishing a new one-time real estate property transfer tax of \$12 per \$1,000 of each transaction, where the revenue would be used to provide services to San Pablo residents, would you vote YES or NO?



**Thank You**



*We'll be pleased to  
Take Questions Now*



Figure 15A  
 San Pablo Community Survey  
 Year-end 2024

## Demographic profile of Survey Respondents

### *# School Aged Children*

<b>None</b>	<b>58%</b>
<b>One</b>	<b>24%</b>
<b>Two</b>	<b>8%</b>
<b>Three or more</b>	<b>6%</b>
<b>Refused</b>	<b>6%</b>

### *Age*

<b>18 to 30</b>	<b>17%</b>
<b>31 to 40</b>	<b>14%</b>
<b>41 to 50</b>	<b>20%</b>
<b>51 to 65</b>	<b>16%</b>
<b>Over 65 years</b>	<b>18%</b>
<b>Refused</b>	<b>15%</b>

### *Household Income*

<b>Under \$25,000</b>	<b>7%</b>
<b>\$25,001 to \$50,000</b>	<b>16%</b>
<b>\$50,001 to \$75,000</b>	<b>9%</b>
<b>\$75,001 to \$100,000</b>	<b>13%</b>
<b>Over \$100,000</b>	<b>22%</b>
<b>Refused</b>	<b>33%</b>

### *Ideology*

<b>Liberal</b>	<b>23%</b>
<b>Progressive</b>	<b>21%</b>
<b>Moderate</b>	<b>21%</b>
<b>Conservative</b>	<b>18%</b>
<b>Refused</b>	<b>21%</b>

### *Home Ownership*

<b>Own</b>	<b>50%</b>
<b>Rent</b>	<b>41%</b>
<b>Refused</b>	<b>9%</b>

### *Education*

<b>Less than High School</b>	<b>2%</b>
<b>High School/Trade School</b>	<b>12%</b>
<b>Some College</b>	<b>30%</b>
<b>College Graduate</b>	<b>31%</b>
<b>Graduate/Prof. School</b>	<b>14%</b>
<b>Refused</b>	<b>2%</b>

### *Ethnicity*

<b>Caucasian</b>	<b>15%</b>
<b>Hispanic/Latino</b>	<b>38%</b>
<b>African American/Black</b>	<b>19%</b>
<b>Native American/Alaskan</b>	<b>1%</b>
<b>Native Hawaiian &amp; other Pacific Islander</b>	<b>1%</b>
<b>Asian</b>	<b>9%</b>
<b>Other</b>	<b>0%</b>
<b>Refused</b>	<b>17%</b>

### *Gender*

<b>Male</b>	<b>48%</b>
<b>Female</b>	<b>52%</b>



Figure 15B  
San Pablo Community Survey  
Year-end 2024

## Demographics of Survey Respondents

### *Party ID*

<b>Democrat</b>	<b>57%</b>
<b>Republican</b>	<b>6%</b>
<b>Independent</b>	<b>19%</b>
<b>Other</b>	<b>8%</b>
<b>Refused</b>	<b>10%</b>

### *Area of Residence*

<b>East I80/San Pablo Hills</b>	<b>5%</b>
<b>Old Town</b>	<b>11%</b>
<b>N San Pablo, Leroy Heights</b>	
<b>Contra Costa College</b>	<b>40%</b>
<b>West I80, Casino Hospital</b>	
<b>Area, City Hall</b>	<b>28%</b>
<b>Refused</b>	<b>16%</b>

### *Registered to Vote*

<b>Yes</b>	<b>95%</b>
<b>No</b>	<b>3%</b>
<b>Refused</b>	<b>2%</b>





## SAN PABLO 2024 YEAR-END COMMUNITY SURVEY

Q6.0 Are there **additional projects or endeavors** that you think City Council should incorporate into its priority **Work Plan**?

### 55 Other

Mentioned 8 times – More effort to reduce crime in San Pablo

Mentioned 7 times – Enhancements to education being provided to local youth

Mentioned 5 times – Clean up city

Mentioned 5 times – More police

Mentioned 4 times – Increase emergency medical services

Mentioned 4 times – More affordable housing

Mentioned 3 times – Enhance local economy/jobs

Mentioned 1 time -

City council presence in community,

Get rid of the cherry trees.

Increase City social media platform.

Increase services and projects for handicapped and seniors.

More diversity/inclusion

Not enough AI or Coding lessons

Reaching out to everyone in community about public services available to residents - Reach out other ways other than social media.

Benches to sit on at bus stops were provided; but nothing was done about the trash, along with human feces

The possibility of vacant land being provided to churches to build a church.

Training for IT students.

More trees

Bike lanes are too small

Healthy food store is not an option, on trader joes, whole foods, sprouts etc

Create programs and services for veterans.

Money and plans with it

NO telecom company

More/street lighting

Childhood obesity

Promote local businesses.