Tracking Survey

Needs Analysis & Funding Feasibility Study

Prepared Expressly for…

November 2011

An Institute for CONSENSUS BUILDING
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Section 1.0

Purpose statement

The present scientific survey of registered voters in the City of San Pablo was designed to accomplish three (3) specific objectives:

- ☑ First, and foremost, the study was designed to determine whether or not there is **sufficient support** among San Pablo voters for authorizing a TEMPORARY (10-year) increase in the **City's sales tax** in order to address a variety of fiscal challenges that are presently plaguing City officials.

  If so, what do local voters see as the appropriate increase; specifically, should the local sales tax be increased by ½-cent for 10 years, then terminated; or, increased by ¼-cent for 10 years, then terminated; or begin at ½-cent for the first five years, then reduced to ¼-cent for the 2nd five years, then terminated?

  Should the funding Measure be placed on the June or November 2012 ballot?

  Finally, should it be structured as a **GENERAL TAX**, wherein the yield is placed in the City's General Fund, but only requires simple-majority support for passage OR structured as a **SPECIAL TAX**, wherein the yield can be earmarked for specific uses, but requires 2/3rds voter support to be authorized?

- ☑ Second, the present scientific survey was designed to identify instructive and useful **TRENDS** and **PATTERNS**, over time, with respect to ***public opinion*** among San Pablo residents; in scientific terminology, the present survey has a LONGITUDINAL element. This is made possible by replicating specific questions from the BENCHMARK survey that was conducted in August 2010; then, observing shifts in the collective perceptions and attitudes of local constituents over the past year.

  There is no more powerful and/or useful *intelligence* available for purposes of public policy decision-making than longitudinal data. For example, this is the form of "intelligence" that is needed for determining what type of PUBLIC OUTREACH will be most effective in accomplishing the goals AND expectations of City officials as they go about providing the highest possible *quality of life* for all San Pablo residents.

- ☑ Third, City officials wanted to secure input from constituents regarding several matters that are underway or in the planning stages, such as: (i) the possible replacement and/or relocation of Doctors Medical Center, (ii) what services to offer local residents when Helms Community Center opens, and (iii) whether or not to move forward with plans to annex certain unincorporated areas boarding the City into San Pablo..

Section 2.0
Key Findings

The "findings" from the present scientific survey are explicit and telling. The highlights of the survey are as follows:

Finding #1: **There is sufficient support within the San Pablo electorate to justify moving forward with placing a funding Measure on the local ballot in 2012, asking San Pablo voters to authorize a TEMPORARY (10-year) increase in the amount of sales tax charged for purchases made within in City.**

The above *finding* assumes, however, that voters are made fully aware of certain facts; these in include:

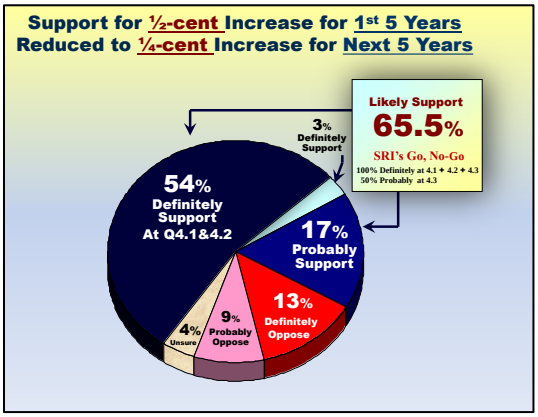
i. That 100% of the yield will remain in San Pablo to benefit local residents, rather than being sent to Sacramento for State legislators to spend as they see fit.

ii. That the City has done everything possible to address the City's fiscal challenges, thus, there is no other source of funding available to address the fiscal challenges being faced by City officials.

iii. That the monies from this increase in local sales tax will be spent on **Public Safety** (in particular, gang prevention); helping local residents secure **gainful employment** (especially the disenfranchised); and on enhancing **youth services** (thus, keeping local youth off the street and out of gangs).

Refer to the **Causal Model** (Figure 15, page 39) to get a clear and comprehensive understanding of determinants of a **YES Vote**. The model identifies the collective **CORE VALUES** of San Pablo voters; it then identifies the electorate's **SPENDING PRIORITIES** (in other words, how local voters think the yield from an increased sales tax should be spent); followed by a series of **ARGUMENTS**, rank-ordered, that will determine the outcome of such a funding Measure, should one be placed on the local ballot in 2012.

Finding #2: **The amount of the TEMPORARY increase should be phased; beginning with a ½-cent increase for the 1st five years; reduced to ¼-cent increase for the 2nd five years; then terminated, altogether.**



As seen in the graphic at right (also refer to Addendum A, Figure 4C), based upon SRI's proven **Go, No-Go Model**, nearly 2/3rds of San Pablo voters support the notion of increasing the local sales tax by ½-cent for a period of five years…then, **reducing** it to ¼-cent for the next five years…then **terminating** the increase in local sales tax, altogether.

One reason this approach is appealing to local voters is that the City will receive more funding when wrestling with the present depressed economy; but, the amount of the tax will be reduced, once some of the most pressing needs have been addressed and the economy has had time to recover, to whatever degree.

Not surprisingly, voter support is slightly higher (67.5%) if the funding Measure were to be set at ¼-cent for the entire 10-years; however, the yield would be significantly less, thus, NOT sufficient to address many of the fiscal challenges facing the City over the decade in question (refer to Figure 4D).

Finding #3: **If a Special Tax, the funding measure MUST be placed on the November ballot; if it is placed on the ballot as a General Tax, the June 2012 election cycle is preferable.**

The difference between the June and November 2012 election cycle has to do with **VOTER TURNOUT**. Voter turnout in June will be relatively low; because the November election involves a Presidential race, voter turnout in the November election cycle will be high.

Support for TEMPORARY ¼-cent Increase in Sales Tax
from 8.25% to 8.5% for 10 Years
by Voter Propensity

	Low	Moderate	High
Definitely YES	67%	59%	59%
Probably YES	14%	16%	10%
Probably NO	9%	13%	7%
Definitely NO	4%	3%	21%
Undecided/DK	6%	9%	3%
Go, NO-GO 100% Definite + 50% Probably	74%	67%	64%

As can be seen in the above graphic (right), voter support for increasing the City's sales tax is significantly higher among low propensity voters (74%) compared to moderate (67%) and high (64%) propensity voters. Indeed, this relationship is linear; voter support consistently increases from high to low propensity voters (also, refer to Figure 4F).

More problematic is the *finding* that voter support among high propensity voters is nearly three percent (3%) less than what is required for a Special Tax, which requires 2/3rds voter support.

Historically, the greatest shift in voter support (assuming an effective Public Outreach effort) is 4%; thus, the funding Measure could easily FAIL. This reality brings us to the following *finding*…

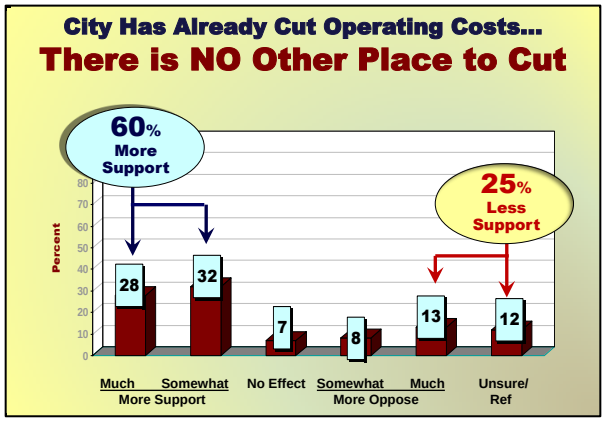
Finding #4: **If possible, the funding Measure should be structured as a General Tax.**

There are sound arguments for placing the proposed on the ballot as EITHER a Special Tax or a General Tax.

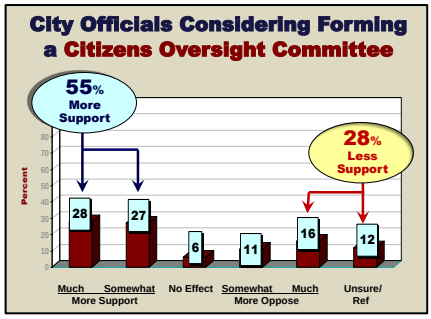
One the one hand, voters want to know (precisely) how their tax dollars will be spent; thus, voter support is always greater for a **Special Tax** in which the yield is **EARMARKED** for specific uses. The reality is that most voters do NOT want to TRUST that City officials will follow the collective wishes of their constituents; thus, they want their tax dollars to be dedicated and earmarked. However, a Special Tax, wherein the yield is earmarked for specific uses, requires Super Majority (2/3rds) voter support.

On the other hand, the THRESHOLD is far less for a **General Tax**, wherein the yield is placed in the City's General Fund, to be spent as City officials see fit. Unfortunately, as seen in Figure 4E, voter support for placing the yield from this funding Measure into the City's General Fund is NOT even one third (31%); this is compelling evidence that the proposed funding Measure should be placed on the ballot as a Special Tax.

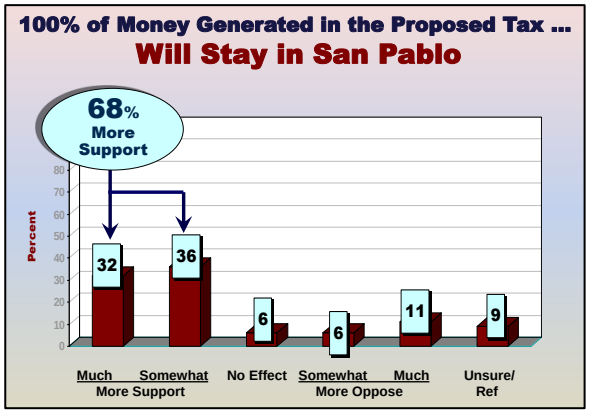
That said, there is empirical evidence that if San Pablo voters are made to understand not only the need, but that the City has, indeed, done everything possible to address the fiscal challenges presently facing City officials, the likelihood is high that a General Tax could secure the requisite simple-majority support needed for passage.



For example, as seen in the graphic at left, when voters are informed that the City has been able to eliminate a $3.3 million deficit by negotiating agreements with City Police and City employees, wherein employees pay a greater percentage of their retirement package and caps have been placed on health care expenses (saving the City $1.5 million over the next three years), 60% of respondents in the present survey said that learning of this would make them more likely to support a funding Measure, should one be placed on the ballot on 2012; nearly thirty percent (28%) said this would make the MUCH MORE LIKELY to vote YES on such an funding Measure (also, refer to Figure 5H).



If a funding Measure is placed on the ballot as a General Tax, it will be imperative that the City create an **Citizens' Oversight Committee**; refer to the graphic at right and to Figure 5F. Over half (55%) of respondents said knowing that a Citizens' Oversight Committee was in place would make them more likely to support such a funding Measure.

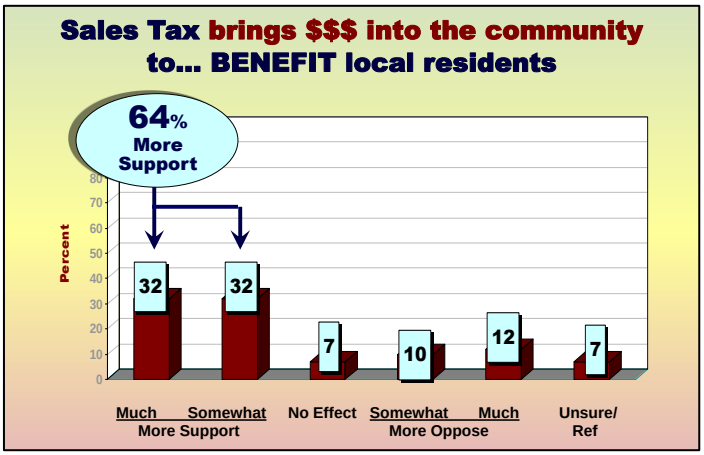


One of the most compelling arguments for supporting a TEMPORARY increase in the City's sales tax is the fact that **100% of the money would remain in the City**, to <u>benefit local residents</u>.

As seen in the graphic at left (also refer to Figure 5B), learning of this reality results in well over two-thirds (68%) of respondents to become MORE SUPPORTATIVE of such a funding Measure; in fact nearly a third (32%) said this would make them MUCH MORE likely to vote Yes.

This knowledge is especially effective, since the sales tax was reduced by 1%, effective July 1st of 2011; and 100% of those funds were being sent to Sacramento to be spent as State Legislators saw fit. As noted above, 100% of the funds generated through this TEMPORARY increase in sales tax will remain in San Pablo.

Beyond that, even with the proposed increase in local sales tax, the tax will be LESS than what it was prior to July 1st, 2011; two-thirds of the respondents said this would make them more likely to support a TEMPORARY increase in the local sales tax (see Figure 5A).



As seen in the graphic at right, one additional compelling argument for supporting a TEMPORARY increase in the local sales tax is the fact that a sales tax is only **one of two funding mechanisms** (that other being a TOT, commonly referred to as a BED TAX) that brings money from outside the community into the community that us used to benefit local residents (refer to Figure 5D). When this fact is pointed out, nearly two-thirds (64%) of the respondents said being reminded of this fact would, indeed, make them more likely to vote Yes on such a funding Measure.

Finding #5: **Whether a Special Tax or General Tax, it MUST be made clear that priority spending for monies generated through a TEMPORARY increase in the local sales tax will be Public Safety (gang prevention), Creating Jobs for local residents (in particular, job training for the disenfranchised), and Enhanced Youth Services (to keep local youth off the streets and out of gangs).**

At the risk of being repetitive, as noted in the first *finding* AND as can be seen in the graphic below (left), it must be made clear to San Pablo voters that the three top priorities for revenues generated through a TEMPORARY increase in local sales tax is (see Figure 7):

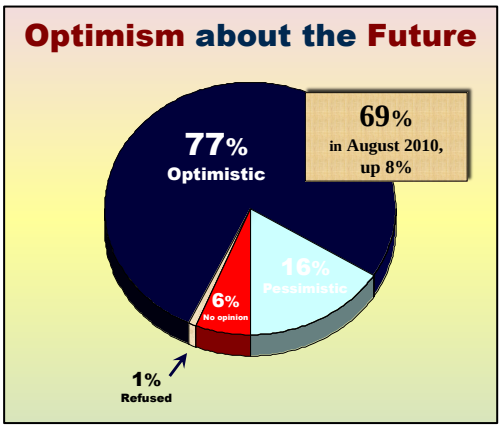
Priority Spending…

Public Safety; Youth Services; Job Training

Expenditure	Rank-ordered
Public Safety	**38%**
Job Training	**37%**
Enhance Youth Services	**18%**
No Preference	7%

- ☑ **Public Safety**; in particular, gang prevention
- ☑ **Creating jobs** for local residents; in particular, job training the disenfranchised
- ☑ **Enhanced youth services**; to keep local youth off the streets and out of gangs

There are a host of additional *findings* not directly related to the feasibility of securing the requisite voter support for TEMPORARILY increasing the amount of local sales tax that can be seen by reviewing the charts and graphs in Addendum A and the Research Instrument (questionnaire) in Addendum B. Several of these merit being highlighted in the present section of this report. These are…



Finding #6: **Optimism among San Pablo voters about the future and *quality of life* for local residents is increasing.**

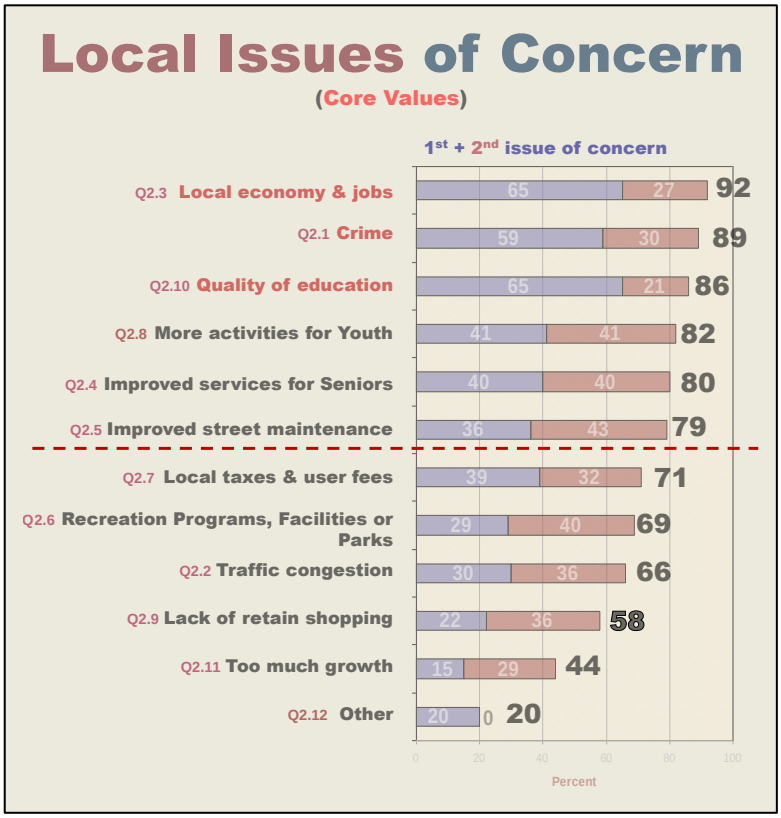
In August 2010, approximately seventy percent (69%) of San Pablo voters said they were OPTIMISTIC about the future; more specifically, ***"…that "good things" are happening in San Pablo that will create additional jobs and enhance the overall quality of life for local residents."*** As seen in the graphic (left), today, over three quarters (77%) of local constituents have this same sense of optimism (see Figure 14).

Finding #7: **Local economy and jobs; crime; quality education for local youth; more activities for local youth; and improved services for Seniors are the top five (5) priorities for local San Pablo residents.**

As can be seen in the graphic at right (also, refer to Figure 2), the top five priorities (rank-ordered) among San Pablo residents are:

- **The local economy**
- **Crime**
- **Quality of education**
- **More activities for local youth**
- **Improved services for Seniors**

These are CORE VALUES for San Pablo residents; thus, they will drive such things as voting behavior on any funding Measure placed on the local ballot. This form of "intelligence" is also extremely useful for purposes of public policy decision-making.



Finding #8: **San Pablo voters think City officials should develop a Task Force to fight childhood obesity.**

Nearly sixty percent (58%) of respondents in the present scientific survey said that the City of San Pablo should develop a Task Force to fight childhood obesity, similar to those programs being sponsored in the Cities of Concord and Pittsburg (refer to Figure 8).

Finding #9: **Local residents want the DMC (Doctors Medical Center) to remain in central San Pablo.**

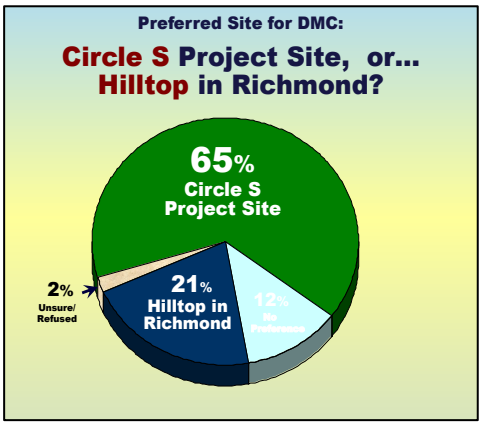
San Pablo residents were asked about the future of Doctors Medical Center (DMC). One option under consideration is for the DMC to vacate the existing medical facility and construct a brand new, state-of-the-art, medical center.

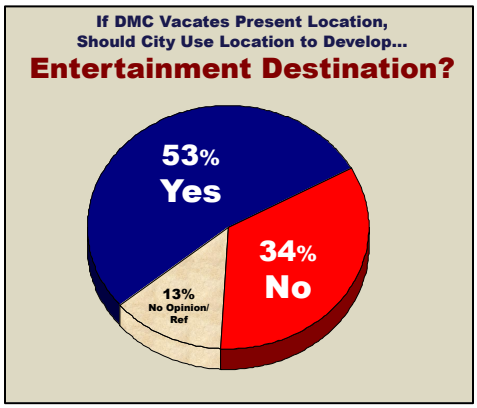
Respondents were asked if they would prefer that the new medical facility be built on the site where it presently exists OR on a nearby site. An clear majority (58%) said they

would prefer that the medical facility be torn down and reconstructed at its present site (see Figure 9A); less than one fourth (23%) said they would like to see a new facility constructed at a nearby location, such as on the Circle S property.

However, if the DMC is to be relocated to a new site the **Circle S property** is, by far, the preferred site.

More specifically, as seen in the graphic at right (also, refer to Figure 9B), nearly two thirds (65%) of the respondents said they would prefer the Circle S project site, while only 21% said they would like to see the medical facility relocated to Hilltop in Richmond. 13% have no preference.





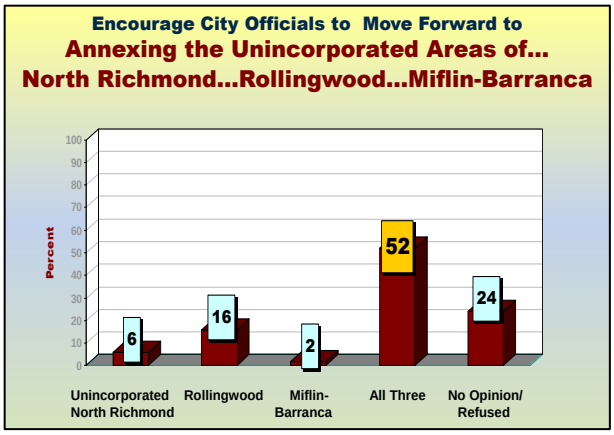
Finding #10: **Assuming the DMC vacates is present location, a majority of San Pablo voters support the notion of turning this property into an Entertainment Destination.**

Respondents were asked, "***Assuming Doctors Medical Center vacates it present location and constructs a new state-of-the-art medical facility elsewhere in or near the community, should San Pablo officials be encouraged to develop the former DMC property as an entertainment destination?"*** As seen in the above graphic (left), a majority (53%) of respondents support this idea; only about one third (34%) disagree(also, refer to Figure 10).

Finding #11: **San Pablo residents support ANNEXING three unincorporated areas that boarder San Pablo; North Richmond, Rollingwood, and Miflin-Barranca.**

As seen in the graphic at right, San Pablo residents embrace the idea of ANNEXING three unincorporated areas that boarder the community; these being, North Richmond, Rollingwood, and Miflin-Barranca (refer to Figure 13).

Such a step is in keeping with the City's Economic Development plans; for example, annexing North Richmond would bring shoreline access to the City, which San Pablo has none of, today.



We will now bring forward specific recommendations with respect to how best to move forward with placing a Measure on the local ballot asking San Pablo voters to authorize a TEMPORARY increase in the local sales tax.

Section 3.0

Recommendations

The following three (3) recommendations are based upon the *findings* from the present scientific survey of San Pablo voters. We are limiting our recommendations to the wisdom of asking San Pablo voters to authorize a TEMPORARY (10-YR) increase in the City's sales tax.

Recommendation #1: **SRI's recommendation is 'GO'.**

There are three possible outcomes from a feasibility study that is based upon SRI's proven '**Go, No-Go Model'**. They are:

(i) **GO**: All is good and the funding measure(s) being tested will, indeed, secure the requisite voter support; e.g., 2/3 voter for a Parcel Tax and/or Special Tax; or, simple-majority support for a General Tax (e.g., sales tax) or a 218 Special Benefit Assessment (Benefit Assessment District).

(ii) **NO-GO**: There is simply not sufficient support within the local electorate to secure the requisite vote for the funding measure(s) being tested; and won't be in the foreseeable future.

(iii) **GO…but NOT NOW**, some work needs to be done BEFORE placing the measure(s) on the local ballot. The good news is that, should this turn out to be the case, the scientific survey will be designed in a manner that will identify precisely what needs to be done. Furthermore, our Final Report will include specific recommendations for how to accomplish this objective and without violating any of the laws or even being accused of spending tax dollars advocating voter support. The key here is **CONSENSUS BUILDING** among stakeholders, many with competing agendas. SRI is an acknowledged expert in consensus building, which is easily documented through our track record.

The present scientific survey provides empirical evidence that there is, indeed, sufficient support among San Pablo voters to **recommend a 'GO'**.

However, this recommendation is based upon the assumption that local voters will be adequately informed (through a comprehensive Public Outreach effort) regarding the need for these monies and how City officials will be spending the money, whether it is specifically earmarked or whether it is placed in the City's General fund.

Recommendation #2: **The TEMPORARY (10-year) increase in the sales tax charged on purchases made in San Pablo should be structured with two (2) phases; beginning with a ½-cent increase for the first 5 years, then reduced to ¼-cent for the second five years, then terminated, altogether.**

A phased approach demonstrates that the City will receive more monies during the early stages of the funding measure, when the fiscal crisis is the worst, especially given the pressures from depressed economy; then reduce the amount of the tax once some of the pressing needs have been addressed and the economy has had time to rebound to whatever degree.

Recommendation #3: **The decision of when to place the funding Measure on the ballot will depend upon whether it is designed as a Special Tax or a General Tax.**

If the funding Measure is designed as a **Special Tax**, requiring 2/3rds voter support for passage, then it should be placed on the November 2012 ballot. This is due to the fact that voter TURNOUT will be far greater in the November election cycle, especially since this will be a Presidential election; furthermore, voter support is significantly greater among low propensity voters than it is among moderate and high propensity voters.

If the funding Measure is designed as a **General Tax**, requiring simply-majority support for passage, then it should be placed on the June 2012 ballot. This is due, in part, to the fact that there will be numerous tax Measures placed on the November ballot, several of them involving public agencies in San Pablo and Countywide; in other words, it would be wise to have San Pablo's funding Measure put before local voters when far fewer competing Measures will be on the ballot.

Recommendation #4: **It is essential to design and administer a comprehensive PUBLIC OUTREACH effort to inform local residents of the need and justification for asking local voters to authorize a TEMPORARY increase in the City's sale tax.**

It is essential that the City develop and launch a comprehensive and aggressive outreach effort designed to INFORM constituents of the fiscal challenges presently facing the City; what City officials have done, to date, toward addressing the City's fiscal challenges (e.g., eliminating a $3.3 million deficit); and how the yield from a TEMPORARY increase in the local sales tax will be spent.

Section 4.0

Summary Conclusion

We truly appreciate the opportunity to partner with the **City of San Pablo**, once again, in designing and administering the present scientific, voter survey.

This report concludes with three (3) Addenda.

Addendum 'A' contains a comprehensive set of charts, graphs, and tables wherein the empirical *findings* from this scientific survey are represented.

Addendum 'B' contains a copy of the research instrument (questionnaire) showing percentages for each question in the survey.

Addendum 'C' contains a brief discussion of the Research Design and Methodology employed in the present study.

In addition, we have prepared and submitted a **Book of Crosstabs**; thus, you will be able to see differences and similarities in the collective perceptions, attitudes, and core values of respondents in the present voter survey, based upon such demographic determinants as gender, level of education, household income, ethnicity, and more.

Should you wish additional input from SRI regarding the interpretation of the *findings* presented herein, we remain telephone close and we monitor our e-mail quite closely.

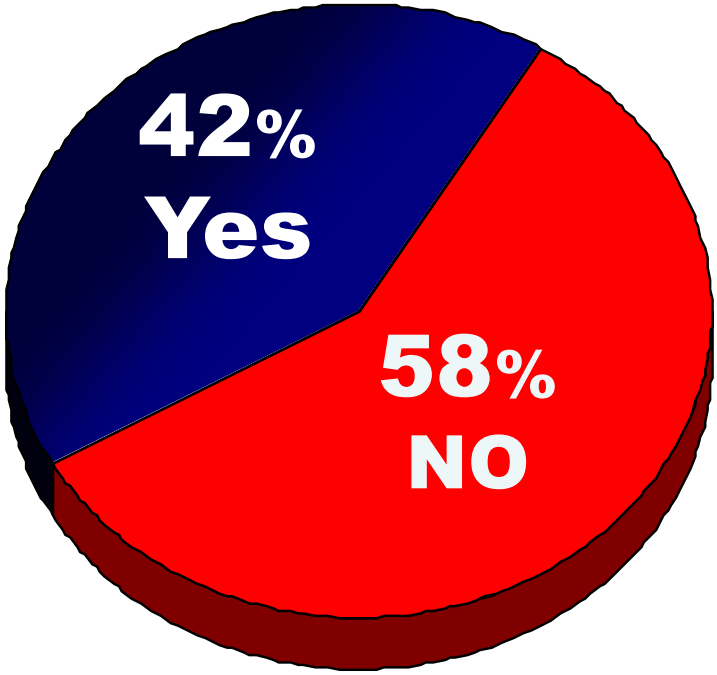
Addendum 'A'

Figure 1
San Pablo Tracking Survey
November 2011

Issues of Concern

(Front End of Mind)

Question 1.0: Is there a Local Issue you are especially concerned about today?



Question 1.1: Top four (4) issues of concern:

Top four Issues of Concern:

12%	Crime
6%	23rd Avenue
4%	Medical Center
4%	Economy/jobs

Figure 2
San Pablo Tracking Survey
November 2011

Local Issues of Concern
(Core Values)

Question 2.0: I will read a list of local concerns. Please tell me, in order of priority, which three of these local issues are of most concern to you today.

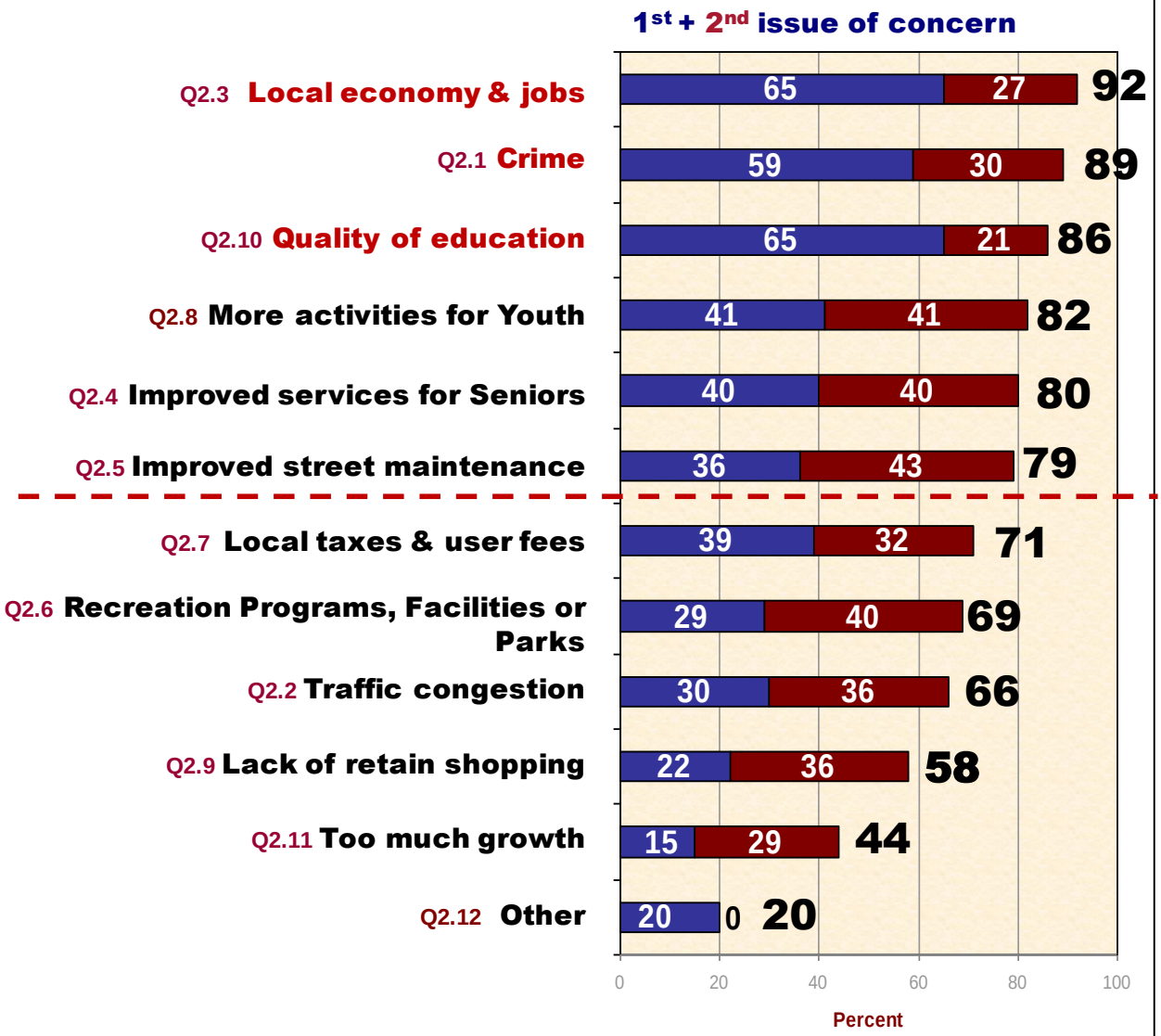


Figure 3
San Pablo Tracking Survey
November 2011

Aware Sales Tax on Items Purchased in San Pablo, Stay in San Pablo

Question 3.1 Did you know before today that a portion of the revenues generated through sales taxes on items purchased in San Pablo stayed in San Pablo to help pay for City services?

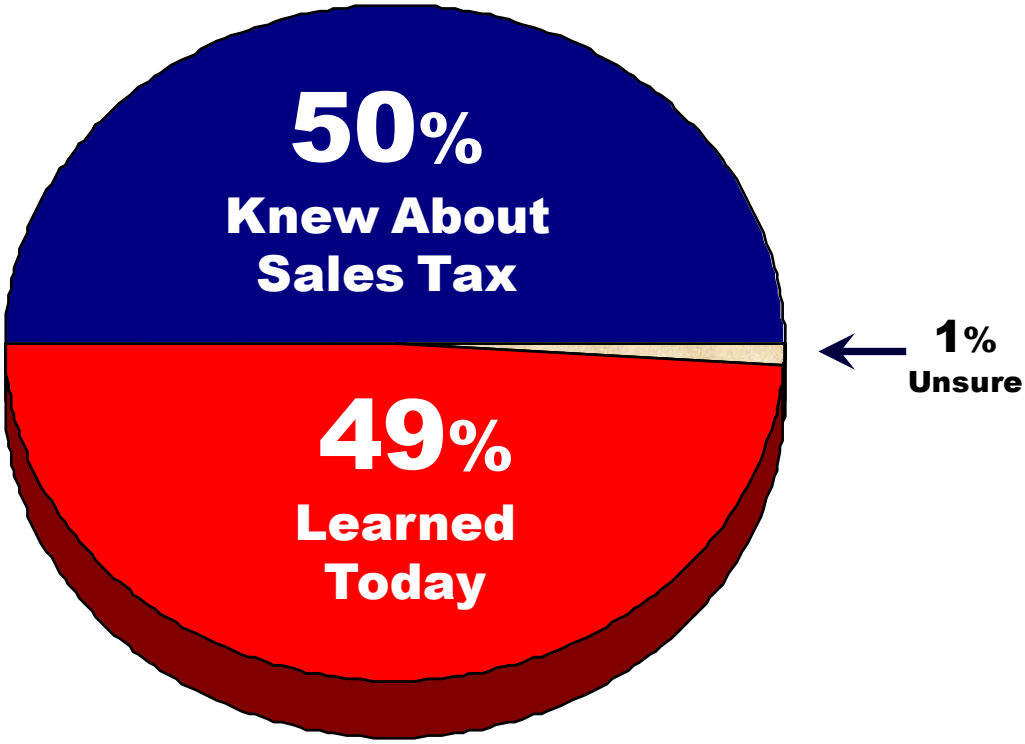


Figure 4A
San Pablo Tracking Survey
November 2011

Support for TEMPORARY ¾-cent Increase in Sales Tax

from 8.25% to 9% for 10 Years

Question 4.1: Would you support a Measure, if placed on the local ballot, asking voters to authorize a TEMPORARY increase in the sales tax charged for purchases made in the City of San Pablo by three quarters of a percent; from 8.25% to 9%; this sales tax would remain in place for 10 years and the funds would be dedicated to Public Safety, Youth Services, and Job Training. At the end of 10 years, the sale tax would revert back to its present rate of 8.25%. The only way the tax could be kept in place or increased again, either temporarily or permanently, is by being authorized by the local electorate. The temporary increase in the local sales tax would bring local sales tax on par with most other Cities in Contra Costa County, yet still below that of many cities in the County.

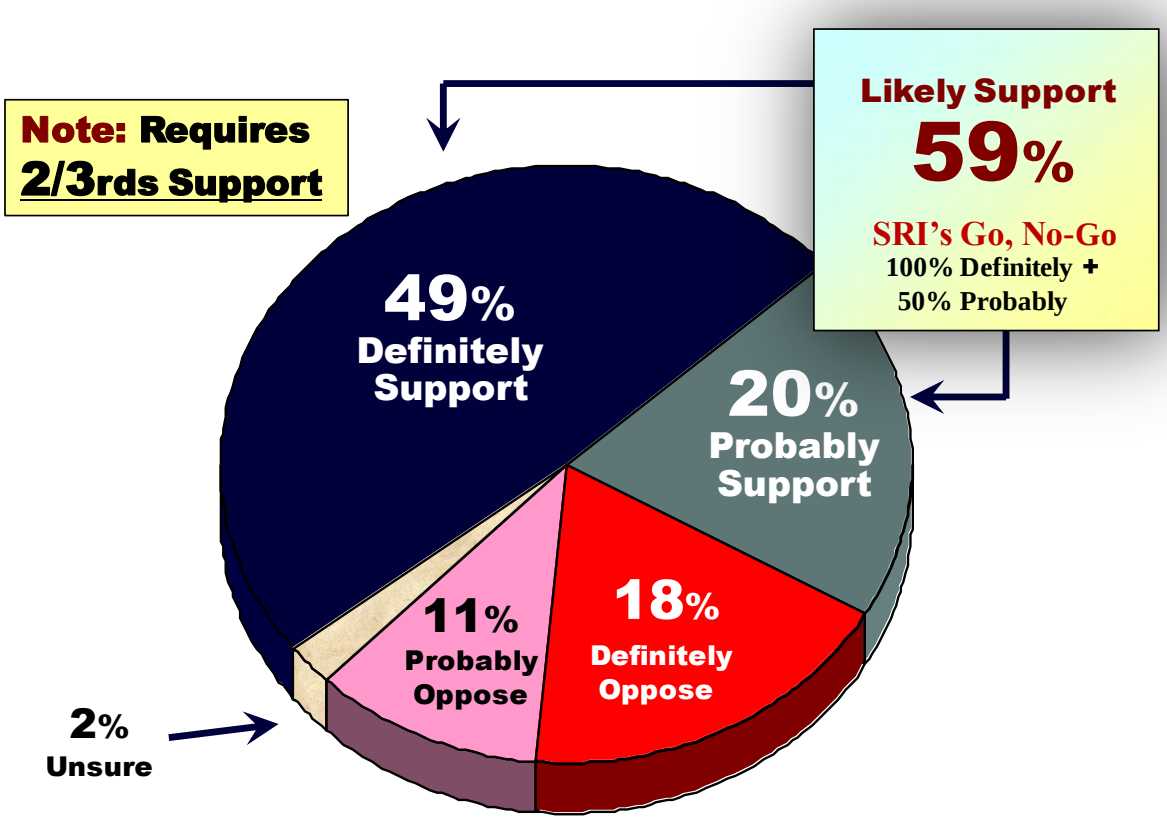


Figure 4B
San Pablo Tracking Survey
November 2011

Support for TEMPORARY ½-cent Increase in Sales Tax

from 8.25% to 8.75% for 10 Years

Question 4.2: Since you said you [would probably support, would probably oppose, would definitely oppose, are undecided] a funding Measure to increase the City's sales tax by three-quarters of a cent for a period of ten years...would you support a HALF-CENT increase in the local sale tax, wherein the funding would be dedicated to Public Safety, Youth Services, and Job Training. Here again, at the end of 10 years, the sale tax would revert back to its present rate of 8.25%; the only way the tax could be kept in place or increased, either temporarily or permanently, is by being authorized by the local electorate.

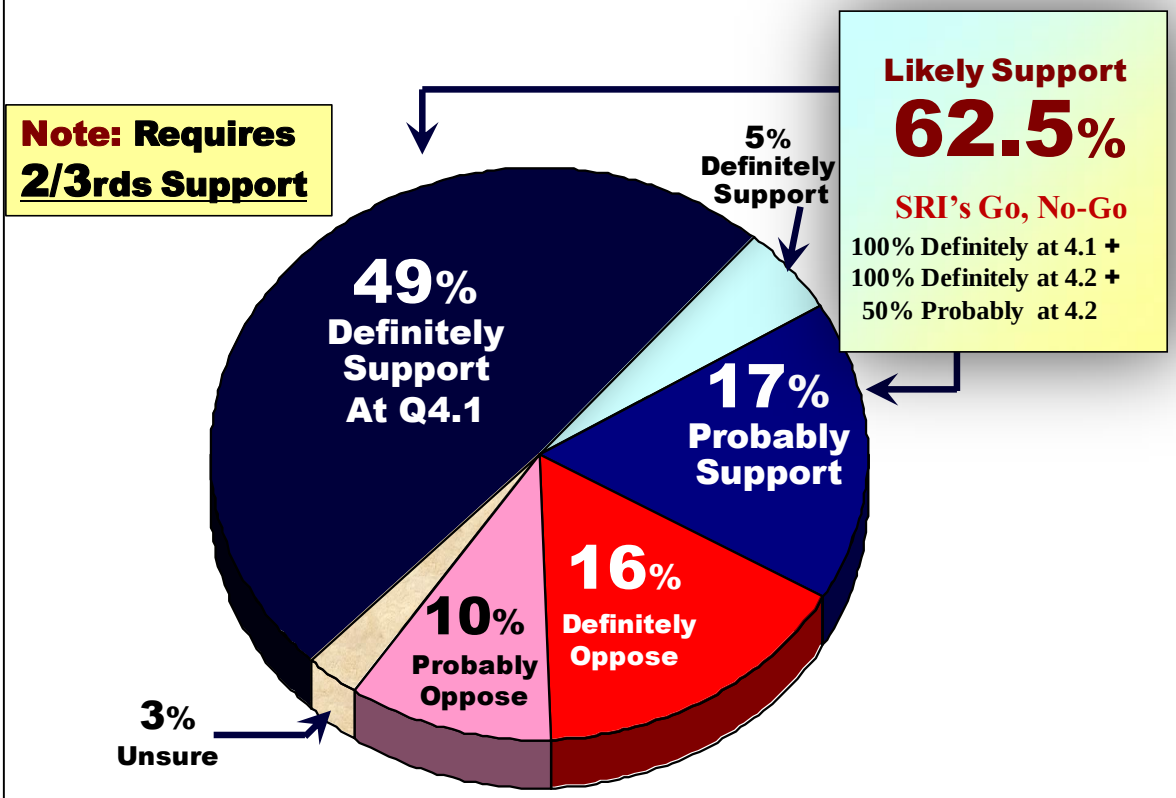


Figure 4C
San Pablo Tracking Survey
November 2011

Support for ½-cent Increase for 1st 5 Years Reduced to ¼-cent Increase for Next 5 Years

Question 4.3: Since you said you [would probably support, would probably oppose, would definitely oppose, are undecided] a funding Measure to increase the City's sales tax by one-half cent for a period of ten years, how would you vote if the half-cent increase were to be limited to the first five years; and then reduced to one-quarter cent for the second five years? Here again, the only way the tax could be kept in place or increased again, either temporarily or permanently, is by being authorized by the local electorate; and, the funding generated through this funding Measure would be dedicated to enhancing PUBLIC SAFETY throughout the City.

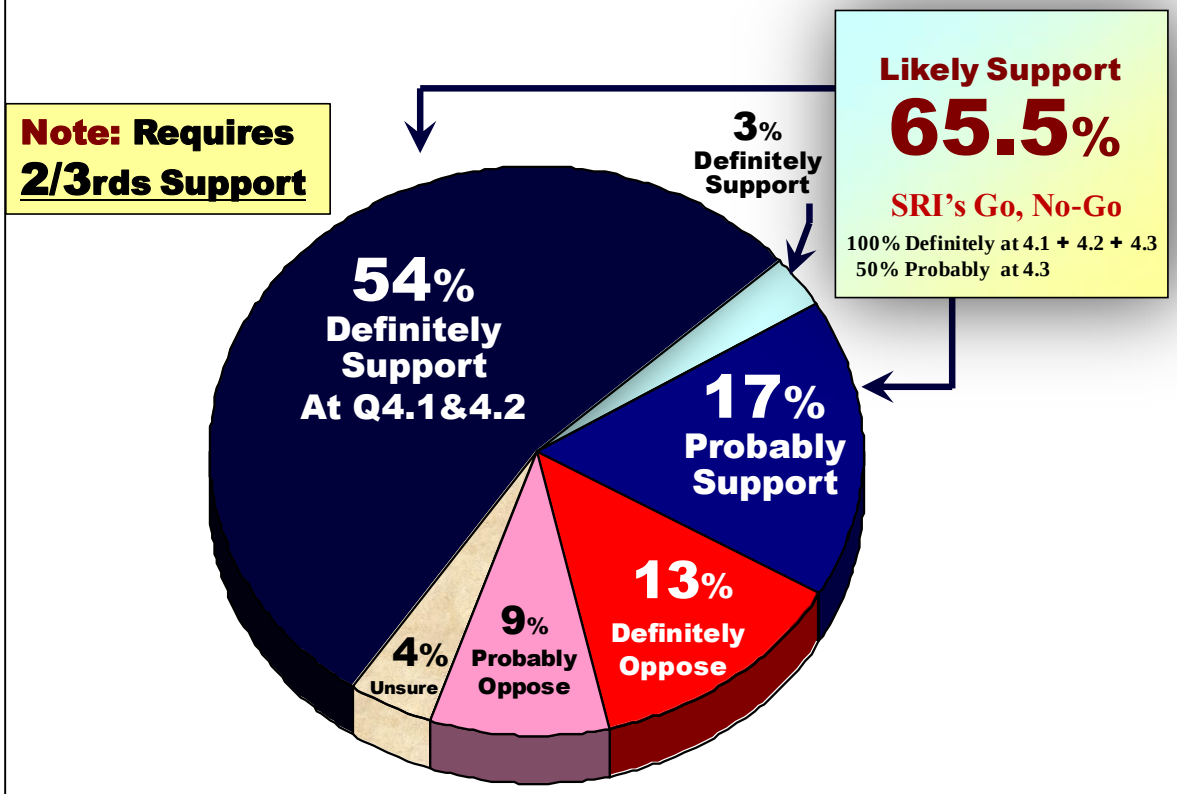


Figure 4D
San Pablo Tracking Survey
November 2011

Support for TEMPORARY ¼-cent Increase in Sales Tax

from 8.25% to 8.5% for 10 Years

Question 4.4: Since you said you [would probably support, would probably oppose, would definitely oppose, are undecided] a funding Measure to increase the City's sales tax by one-half cent for a period of five years; then, have the amount of increase cut in half, to one-quarter percent, for the next five years...would you support a funding Measure if the amount of increase of the temporary increase in local sales tax was ¼-cent for the full ten years? Like in the other alternatives, the quarter-cent increase would SUNSET in 10 years; the only way the tax could be kept place or be increased after the 10 years...would be for local voters to authorize its continuation. Short of that, the quarter-cent increase in the City's sales tax would terminate.

Note: Requires 2/3rds Support

Likely Support
67.5%
SRI's Go, No-Go
100% Definitely at 4.1 + 4.2 + 4.3 + 4.4
50% Probably at 4.4

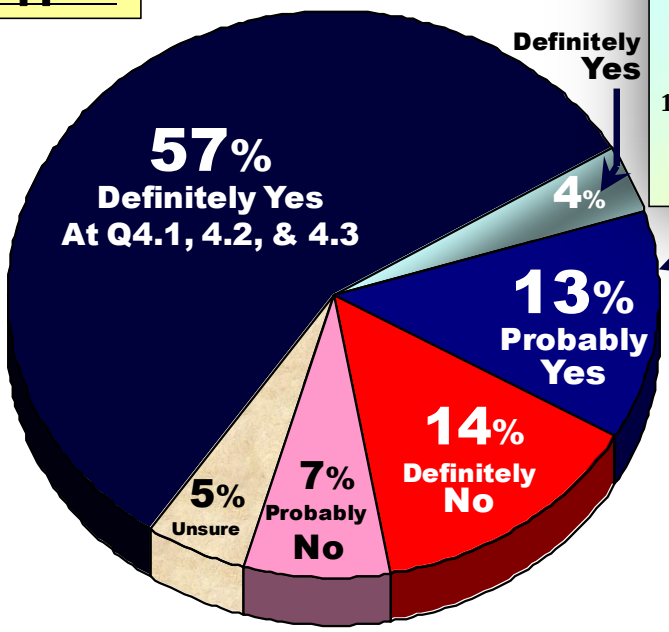


Figure 4E
San Pablo Tracking Survey
November 2011

Support for TEMPORARY ½-cent Increase in Sales Tax

Place $$$ into City's General Fund

Question 5.0: Another option would be to ask local voters to support a Measure to TEMPORARILY increase the sales tax charged for purchases made in the City of San Pablo by one-half of one percent; from 8.25% to 8.75%...but, instead of mandating that the funds be used for enhancing Public Safety, Youth Services, and Job Training ...they would be placed in the City's General Fund, thus permitting City officials to determine how these monies would be spent (understanding that City officials would, in all likelihood, spend the money on enhancing these three services...however, they would NOT BE MANDATED to do so). This Measure would only require simple-majority support for passage; meaning 50%, plus 1 vote.

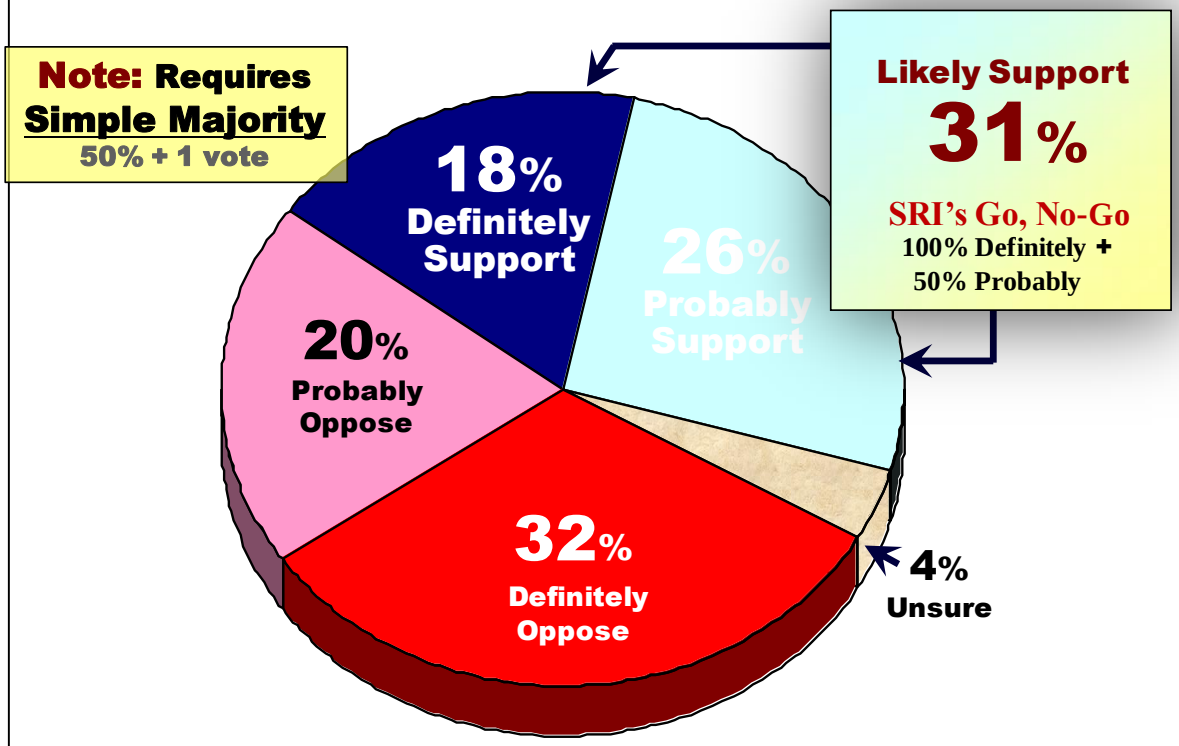


Figure 4F
San Pablo Tracking Survey
November 2011

Support for TEMPORARY ¼-cent Increase in Sales Tax

from 8.25% to 8.5% for 10 Years

by Voter Propensity

	Low	Moderate	High
Definitely YES	67%	59%	59%
Probably YES	14%	16%	10%
Probably NO	9%	13%	7%
Definitely NO	4%	3%	21%
Undecided/DK	6%	9%	3%
Go, NO-GO 100% Definite + 50% Probably	**74%**	**67%**	**64%**

Figure 5A
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

Even with Proposed Increase…
Sales Tax in San Pablo would be
Less than Prior to July 1st

Question 6.1: On July 1st of this year (2011), the sales tax in San Pablo was REDUCED by one percent due to the EXPIRATION of a 1% State sales tax. Therefore, even if a half-cent or quarter-cent increase were to be authorized by San Pablo voters…the sales tax in San Pablo would still be LESS than it was PRIOR to July 1st of this year.

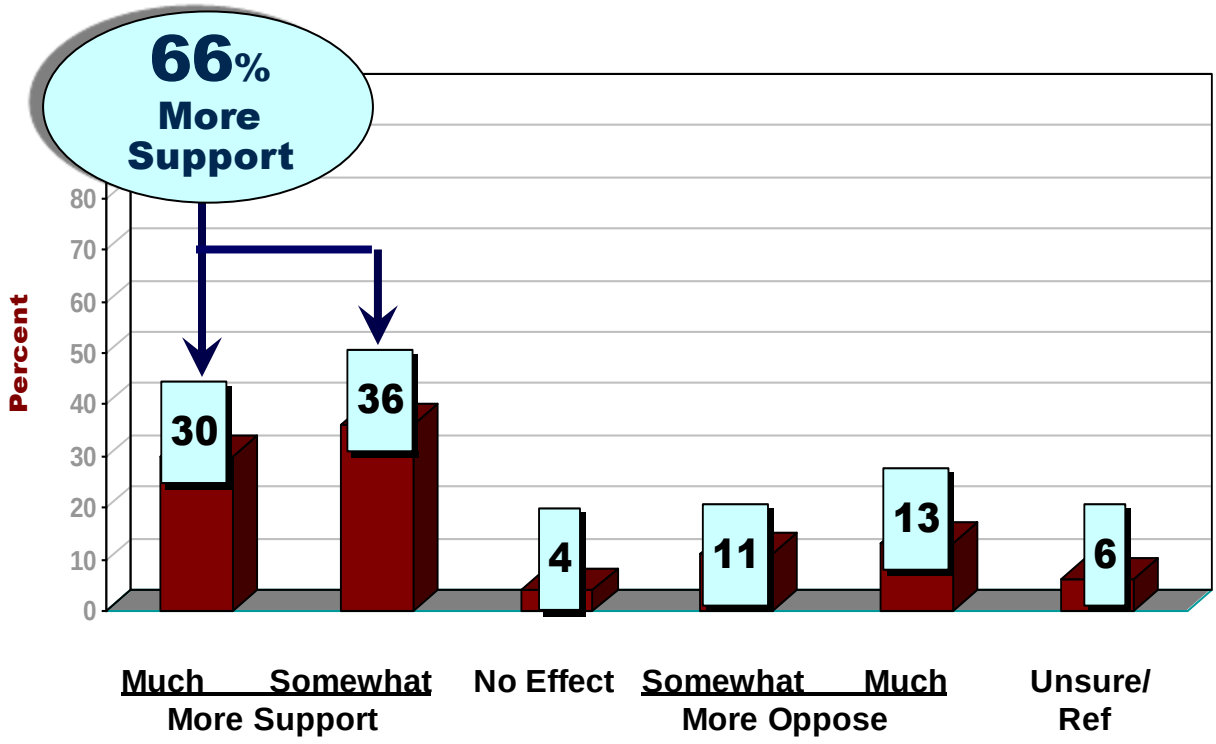


Figure 5B
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

100% of Money Generated in the Proposed Tax … Will Stay in San Pablo

Question 6.2: Most of the sales tax currently collected in San Pablo goes to the State of California for State legislators to use as they see fit; however, 100% of the money that would be generated in this modest increase in local sales tax will stay in San Pablo and be used to BENEFIT San Pablo residents?

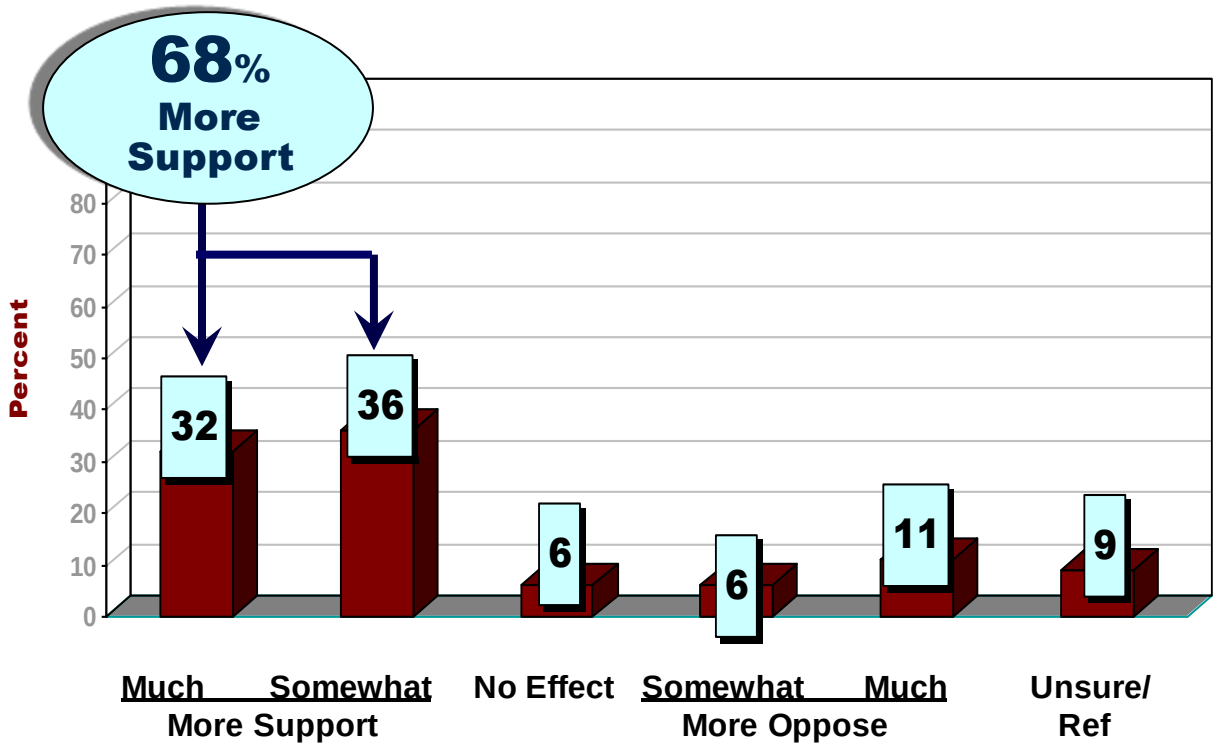


Figure 5C
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

Sales Tax Just Reduced 1% …
Would Not Agree to Increase

Question 6.3: The sales tax in San Pablo was just REDUCED by one full percent; why on earth would anyone agree to increasing it again, regardless of the amount?

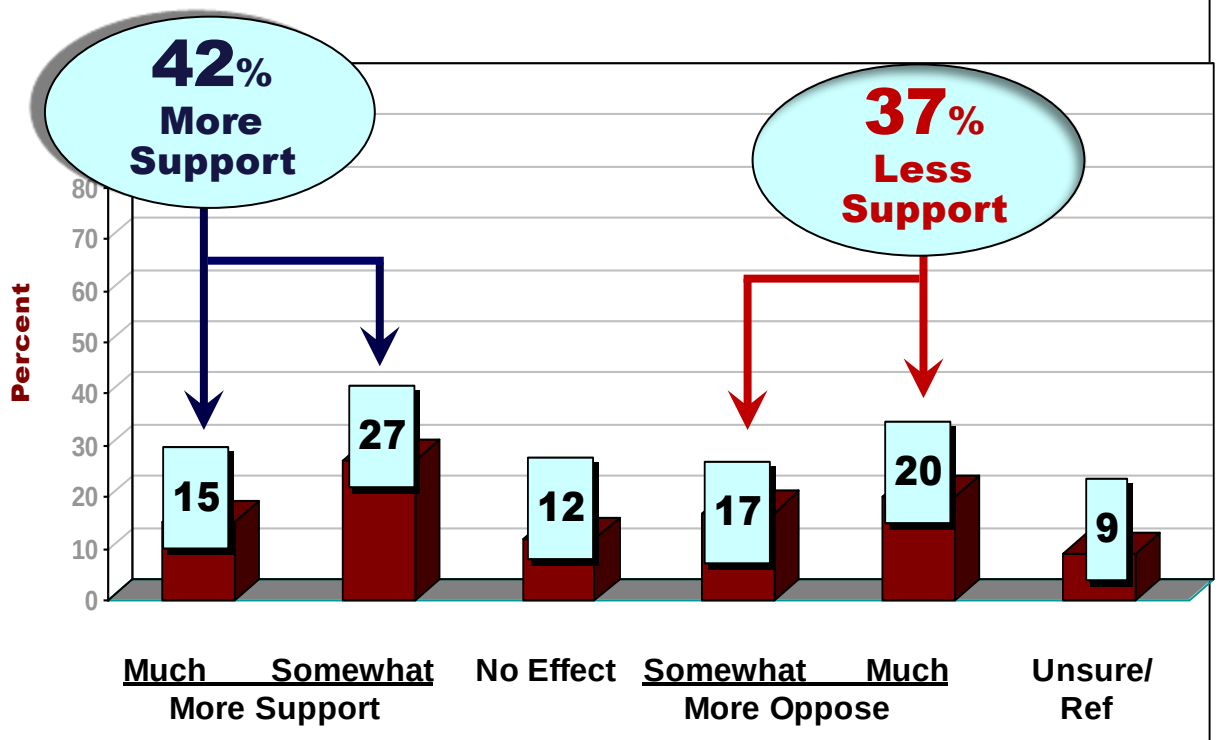


Figure 5D
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

Sales Tax brings $$$ into community to… BENEFIT local residents

Question 6.4: There are only two funding mechanisms that generate money for the City of San Pablo from non-residents; the first is a Transit Occupancy Tax (which is a BED TAX paid by visitors to San Pablo who stay in local hotels and motels); the second is a SALES TAX. Of course, local residents pay a sales tax when they shop in the City; however, visitors to San Pablo ALSO PAY a sales tax when they purchase gas, frequent restaurants, or shop in San Pablo. Since 100% of the increase in the amount of sales tax would remain in the City and be earmarked for enhancing Public Safety, Youth Services, and Job Training for disenfranchised residents of San Pablo…if a modest increase in the sales tax is authorized by local voters, this would mean that San Pablo residents will directly BENEFIT from people who visit the community or travel through San Pablo, for whatever reason.

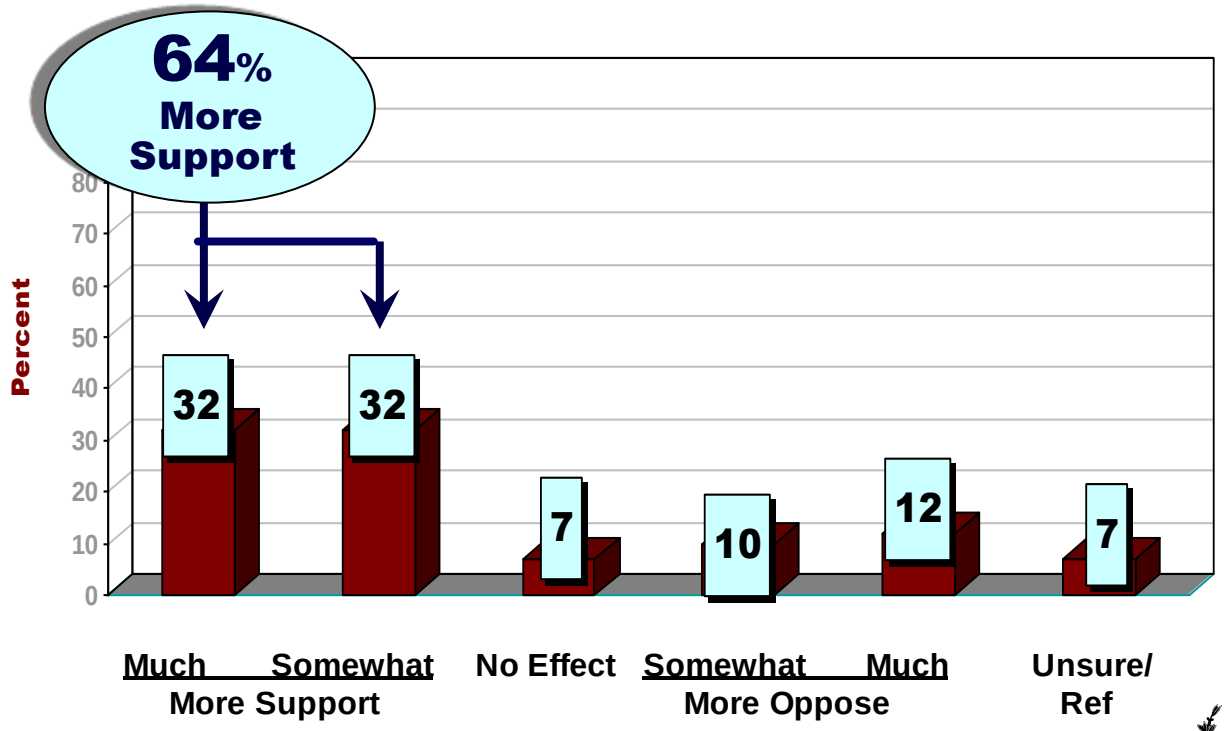


Figure 5E
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

City Officials Cannot be Trusted …
Why Give Them More Money?

Question 6.5: City officials CANNOT be trusted to spend our tax dollars the way they promise, so why would we give them more money?

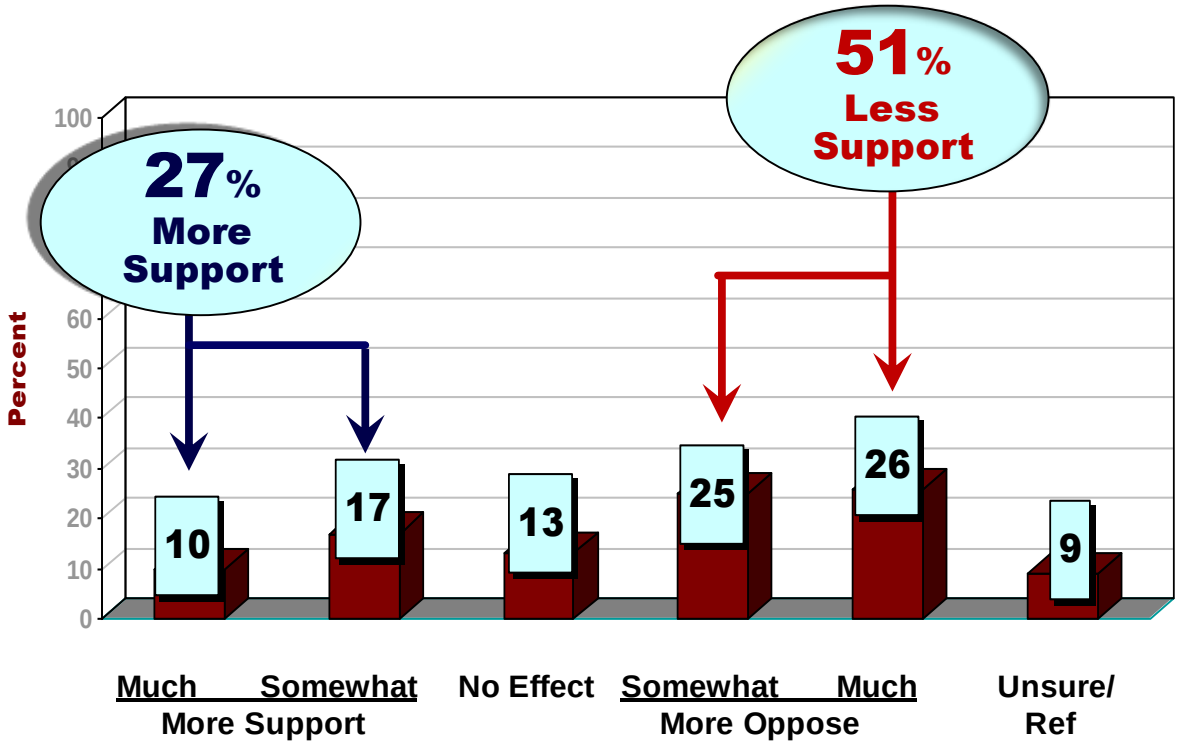


Figure 5F
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

City Officials Considering Forming a Citizens Oversight Committee

Question 6.6: City officials are considering forming a CITIZENS OVERSIGHT COMMITTEE, comprised of individuals from the community-at-large who are appointed by City Council, to monitor how the funds from an increased sale tax are spent. Should City officials decide to create a Citizens Oversight Committee…would this cause you to be more likely to SUPPORT or OPPOSE a Measure to…

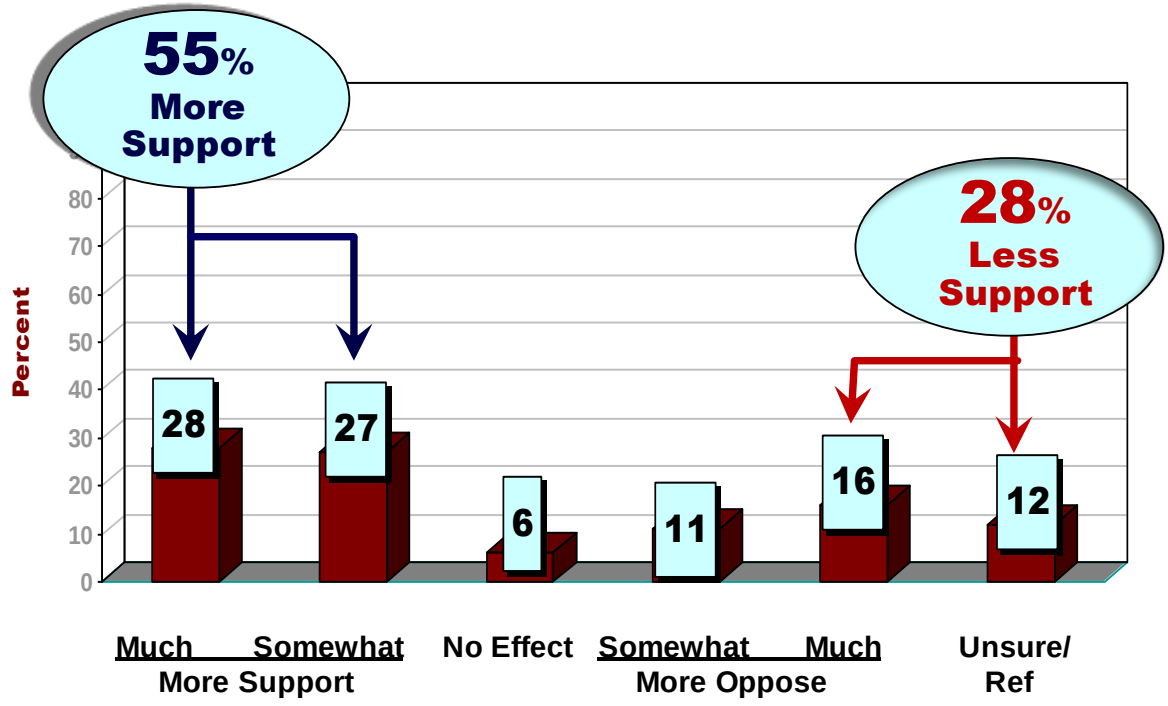


Figure 5G
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

Taxes Already TOO High…
I Would Never Vote for Tax Increase

Question 6.7: Taxes are already too high. I would never vote for a tax increase.

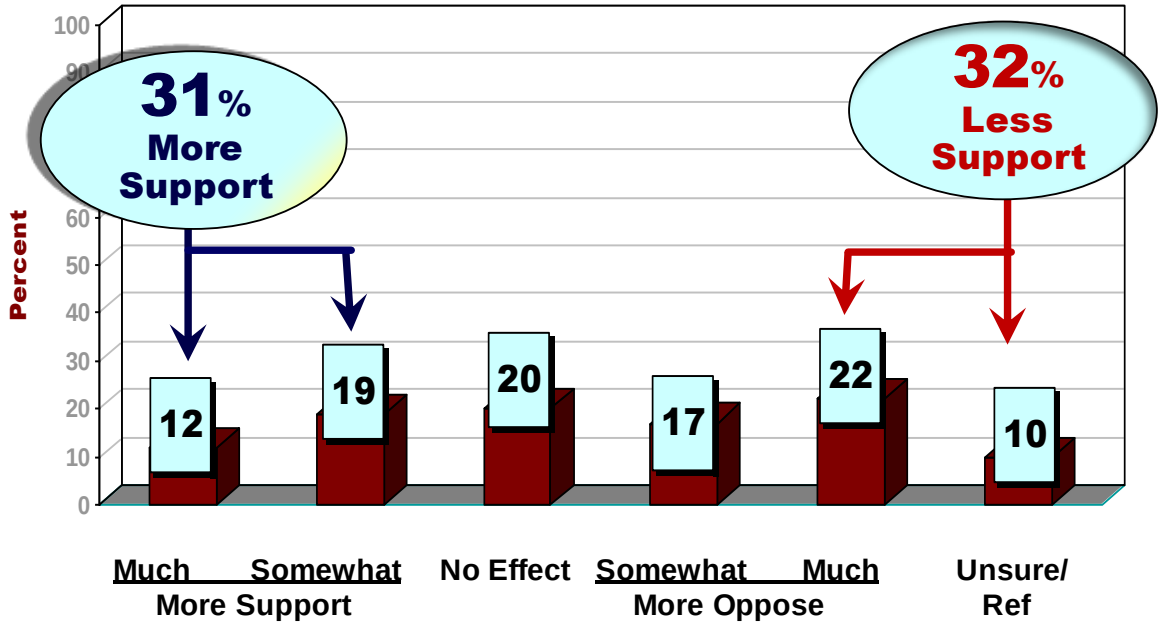


Figure 5H
San Pablo Tracking Survey
November 2011

Arguments For/Against
Increasing Sales Tax in San Pablo…

City Has Already Cut Operating Costs…
There is NO Other Place to Cut

Question 6.8: For fiscal year 2011 to 2012, the City was facing a $3.3 million deficit; today, this deficit has been cut to zero AND this was accomplished without reducing City services or laying off City employees. Instead, this was accomplished by negotiating new agreements with City Police and City employees, wherein employees pay a greater percentage of their retirement package; early retirement incentives were granted; and caps were placed on health care expenses…saving the City $1.5 million over the next three years. Further, City offices are now kept open one more hour a day from Monday thru Thursday and closed on Fridays, thus cutting operating costs. These are only a few of many cost-cutting steps that have been taken since the bottom dropped out of the economy. There's simply no other place to cut expenses further without significantly impacting public safety or cutting back on other City services.

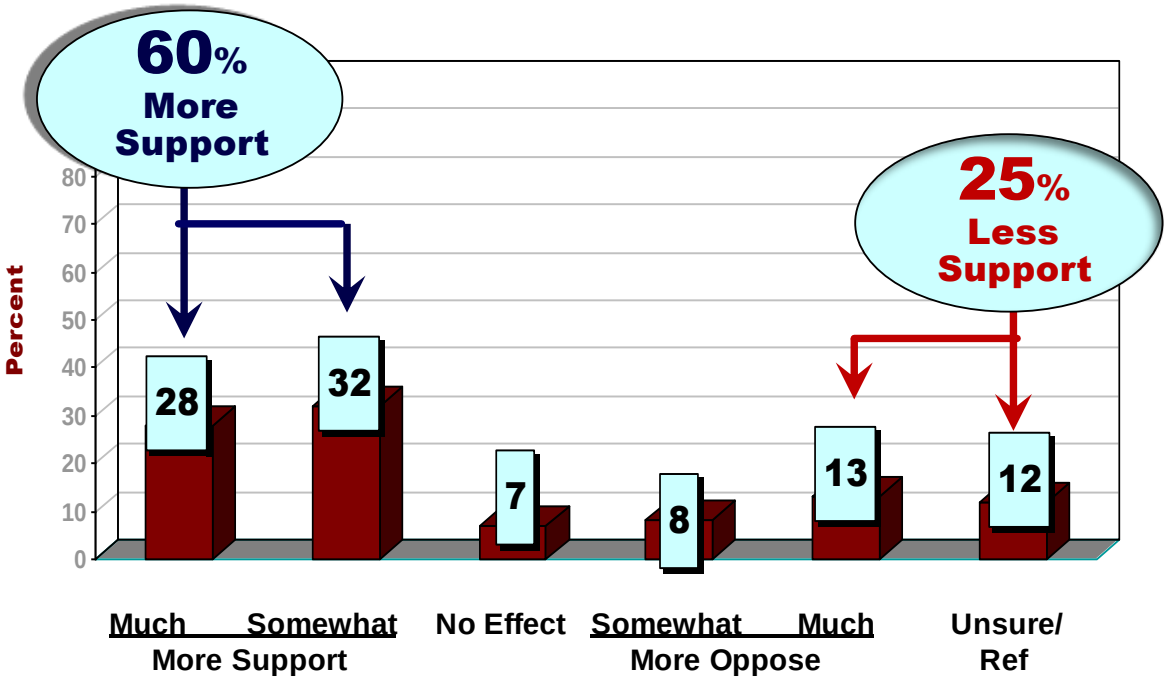


Figure 6
San Pablo Tracking Survey
November 2011

Support for a TEMPORARY Increase in Sales Tax in San Pablo...
AFTER Arguments

Question 7.0: Now that you have heard several arguments FOR and AGAINST temporarily increasing the Sales Tax in San Pablo, please tell me if local officials were to place a measure on the local ballot, would you vote YES or NO on the measure?

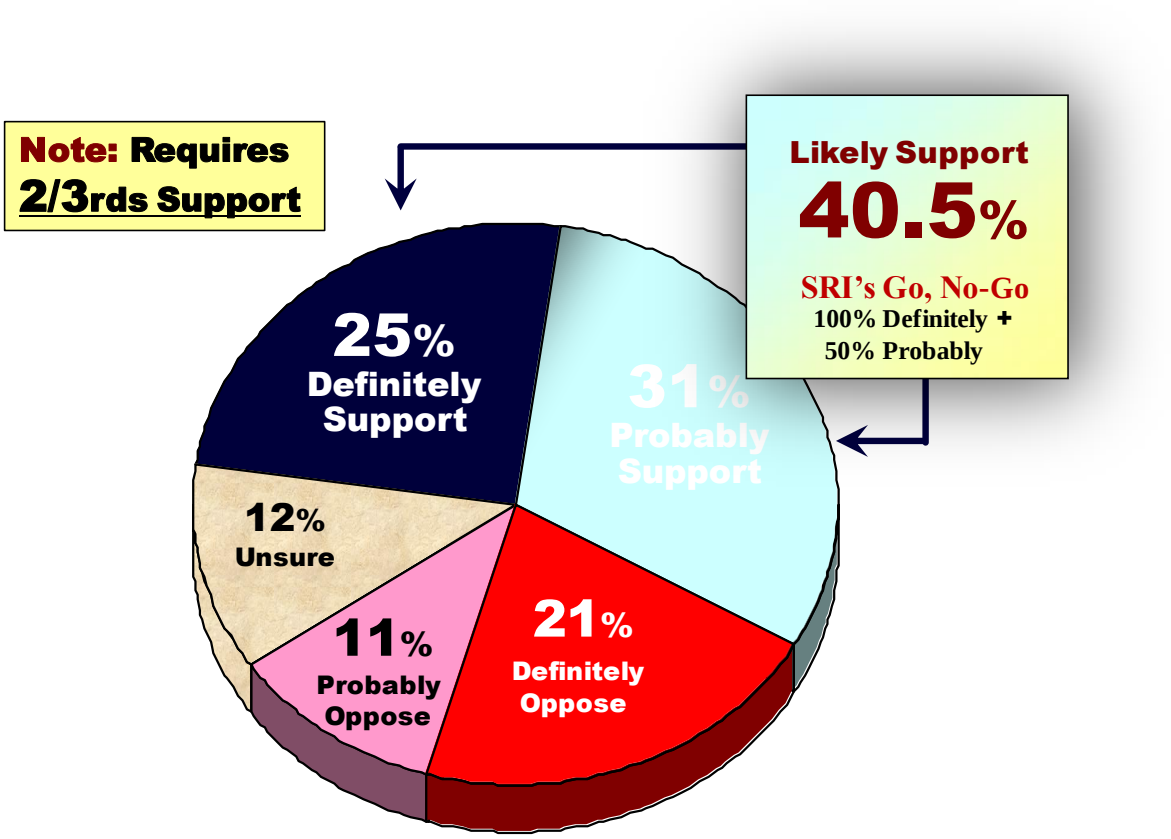


Figure 7
San Pablo Tracking Survey
November 2011

Priority Spending...

Public Safety; Youth Services; Job Training?

Question 8.0: If you were an advisor to City Council, would you recommend that they place a higher priority on enhancing Public Safety, in particular gang prevention; on enhancing Youth Services in San Pablo; or, on Job Training for disenfranchised residents of San Pablo?

Expenditure	Rank-ordered
Public Safety	**38%**
Job Training	**37%**
Enhance Youth Services	**18%**
No Preference	7%

Figure 8
San Pablo Tracking Survey
November 2011

Should San Pablo Develop…
Task Force to Fight Childhood Obesity?

Question 9.0 Should the City of San Pablo develop a Task Force to fight childhood obesity, similar to those programs being sponsored in Concord and Pittsburg, in order to explore future funding mechanisms to develop programs to fight the childhood obesity epidemic in San Pablo?

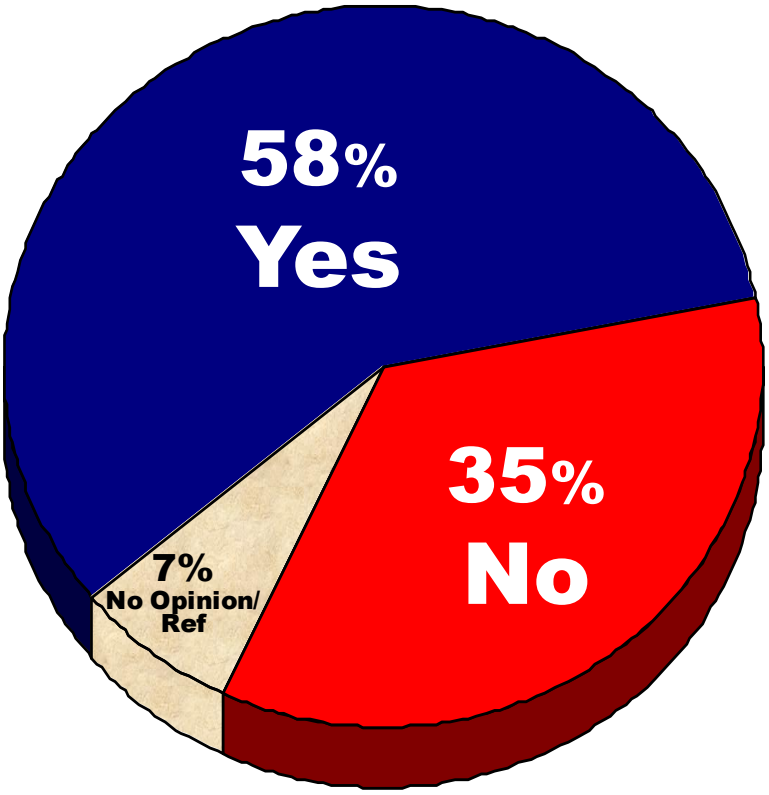


Figure 9A
San Pablo Tracking Survey
November 2011

Preferred Site to Relocate DMC:

Move to Nearby Site Downtown... or Replace on Existing Site?

Question 10.1: One proposal under consideration is to vacate the existing medical facility and construct a brand new, state-of-the art, medical center — including an emergency care and surgical center — at a different (but nearby) location. Another proposal under consideration calls for the existing medical facilities to be torn down and replaced with state-of-the-art medical facilities on the site where Doctors Medical Center presently stands. Which approach would you support?

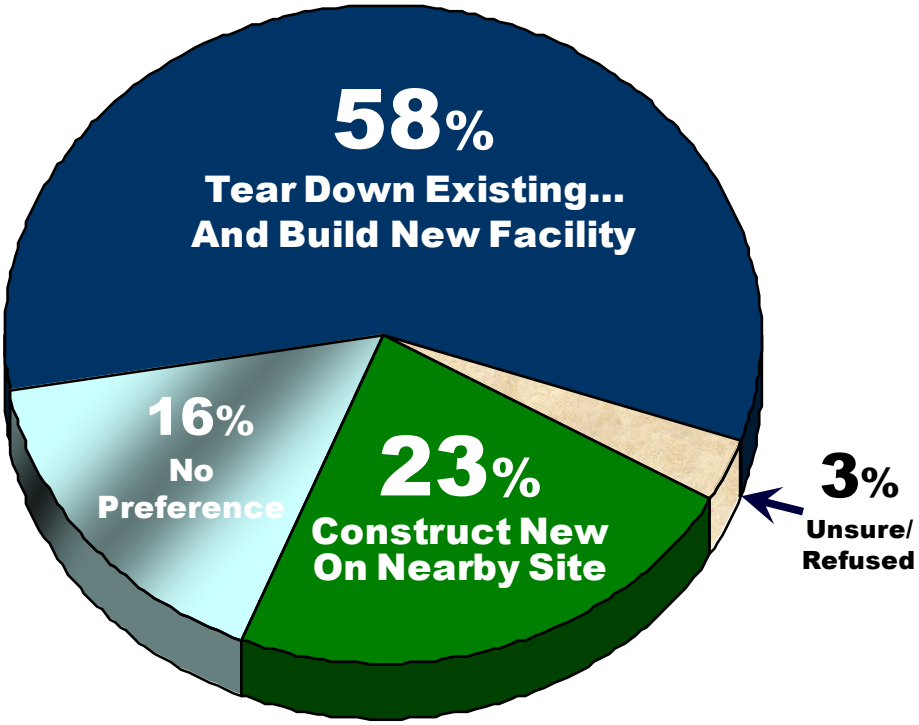


Figure 9B
San Pablo Tracking Survey
November 2011

Preferred Site for DMC:

Circle S Project Site, or... Hilltop in Richmond?

Question 10.2: If a decision is made to vacate the existing medical facility and construct a new, state-of-the-art medical facility at a nearby location, two sites are under consideration. One is the Circle S project site, located on San Pablo Avenue, very near where Doctors Medical Center is presently located. If it is relocated to the Circle S site, this would mean that local residents would have benefit of two medical health facilities virtually next to one another; a new Doctors Medical Center and a new County Health Center, which is presently under construction on the site and scheduled for completion in July 2012. The other site is Hilltop in Richmond, which is located just outside the northern boundary of San Pablo and adjacent to Pinole. Which of these two locations would you prefer, should a decision be made to relocate Doctors Medical Center to a nearby site?

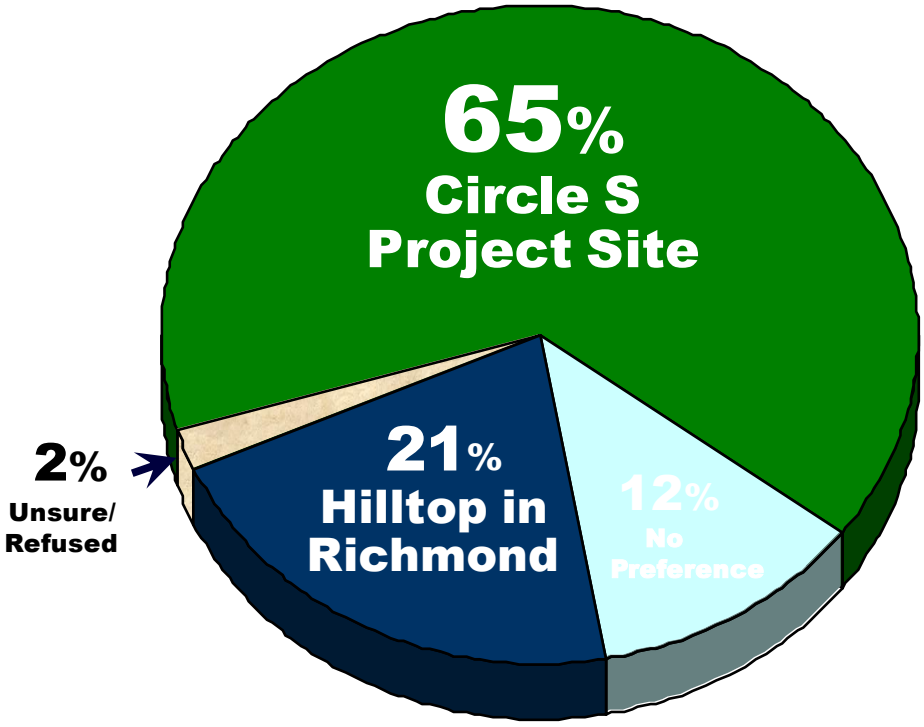


Figure 10
San Pablo Tracking Survey
November 2011

If DMC Vacates Present Location, Should City Use Location to Develop...

Entertainment Destination?

Question 11.0 **Assuming Doctors Medical Center vacates its present location and constructs a new state-of-the-art medical facility elsewhere in or near the community, should San Pablo officials be encouraged develop the former DMC property as an entertainment destination?**

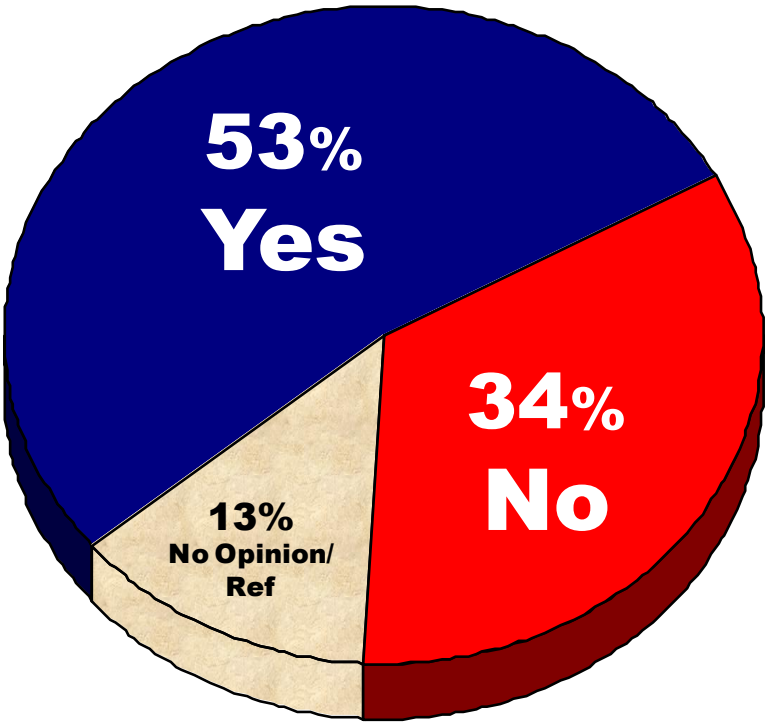


Figure 11
San Pablo Tracking Survey
November 2011

How Important is it for the City to Partner with Local Branch of County Library for…

Job Training Classes?

Question 12.0: San Pablo City officials are considering partnering with the local branch of the Contra Costa County library by sponsoring JOB TRAINING classes on computer skills. The County would provide the computers and facilities; the City would pay for the qualified personnel to train local residents in a variety of computer-related skills that are designed to help them secure gainful employment?

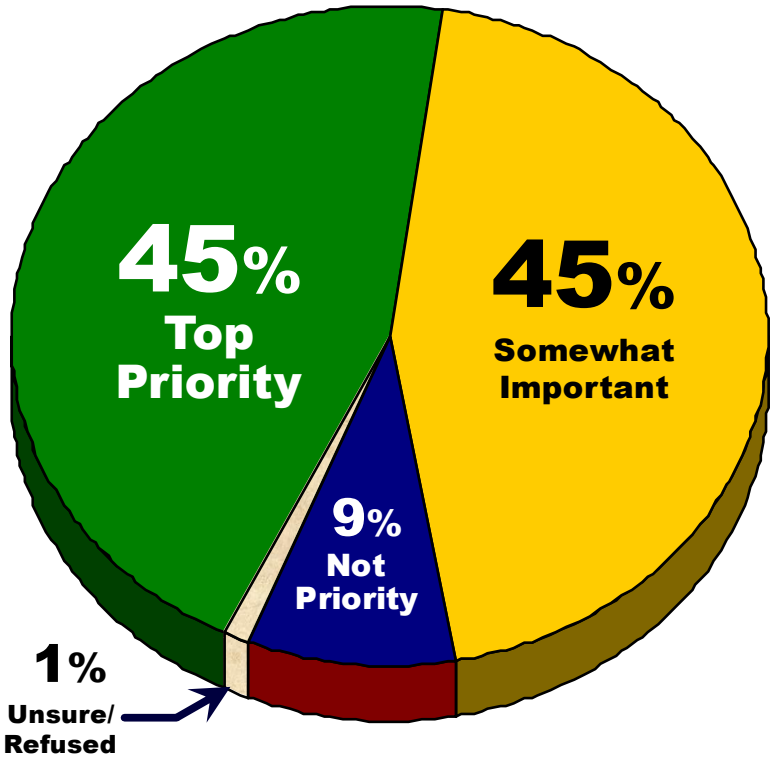


Figure 12
San Pablo Tracking Survey
November 2011

Services to be Provided through
Helms Community Center

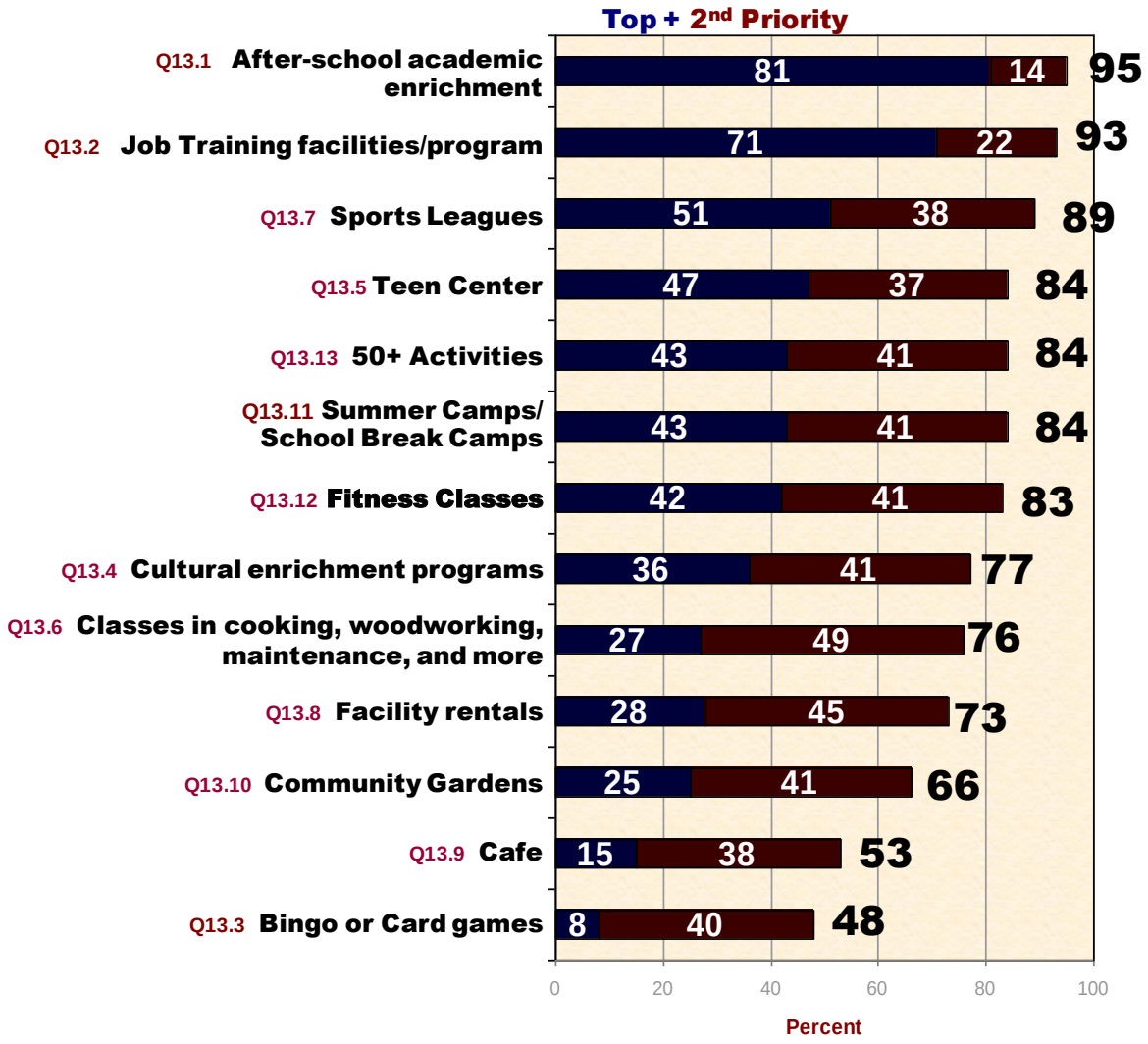


Figure 13
San Pablo Tracking Survey
November 2011

Encourage City Officials to Move Forward to Annex:

Unincorporated Areas North Richmond...Rollingwood...Miflin-Barranca?

Question 14.0: As part of the long-term Economic Development plan for San Pablo, City officials are considering the potential benefits of ANNEXING three areas into the City that are adjacent to the existing City limits; one is the unincorporated areas of North Richmond; another, a neighboring community called Rollingwood; the third, is a relatively small community (almost a neighborhood) called Miflin Barranca. The present thinking includes developing shoreline access to San Pablo Bay, for example. Would you encourage City officials to move forward with ANNEXING these areas?

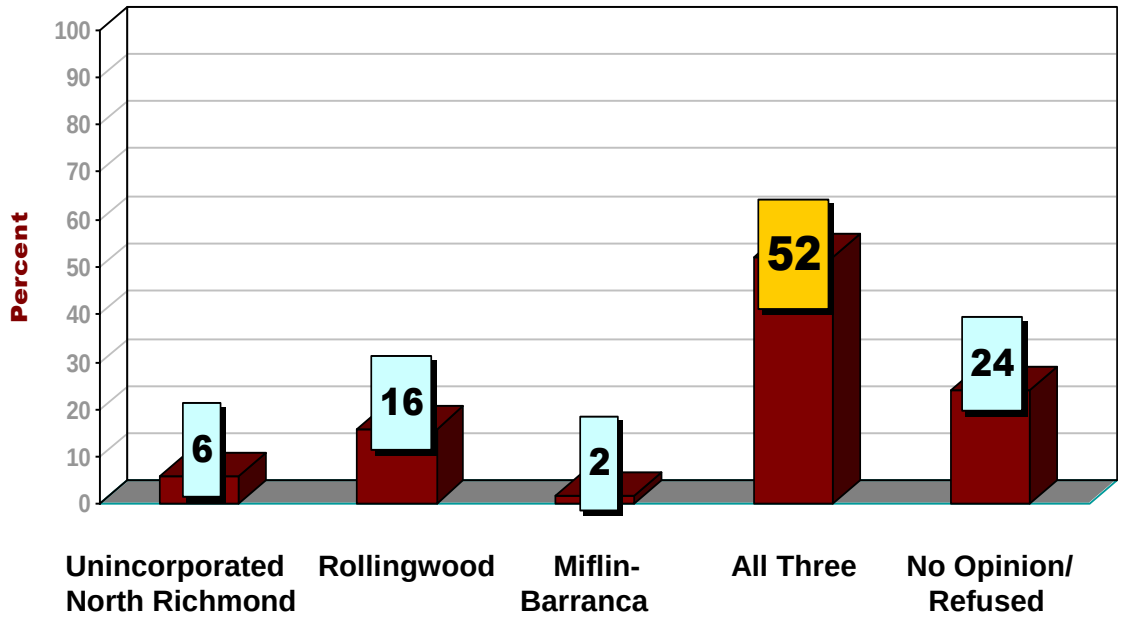


Figure 14
San Pablo Tracking Survey
November 2011

Optimism about the Future

Question 15.0: When looking to the future, are you optimistic and have a sense that "good things" are happening in San Pablo that will create additional jobs and enhance the overall *quality of life* for local residents; or, are you pessimistic about the future of San Pablo, with respect to its ability to attract new business, create new jobs, and take positive steps towards enhancing the *quality of life* for local residents?

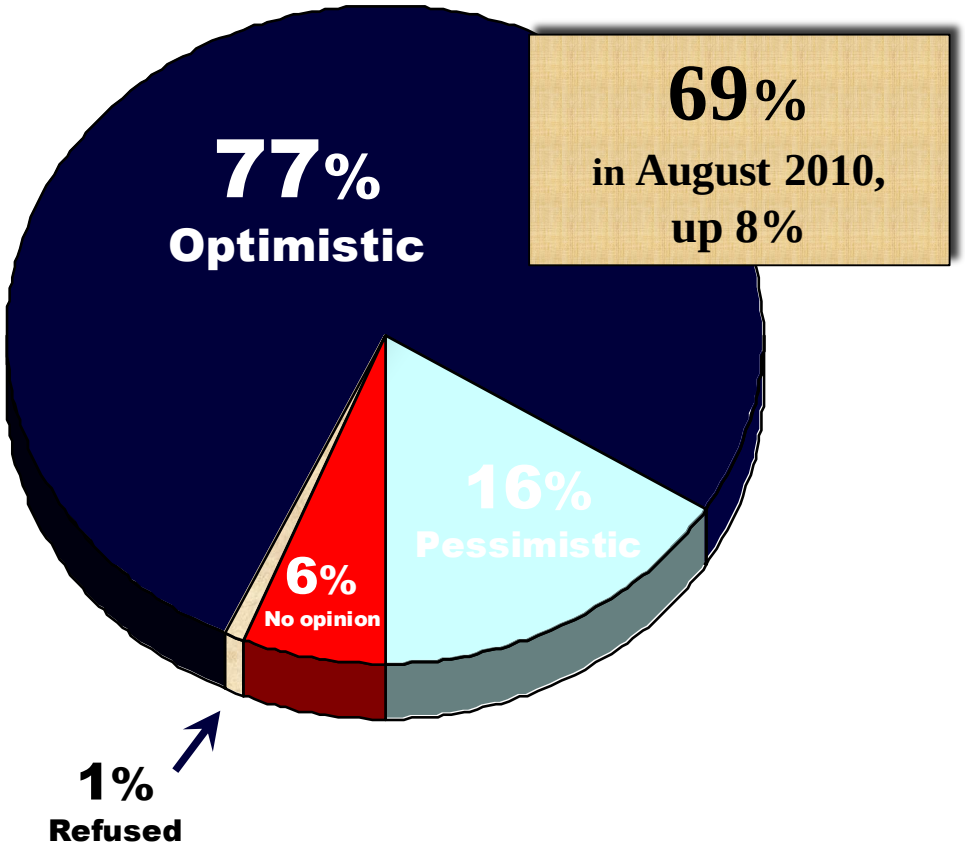


Figure 15
San Pablo Tracking Survey
November 2011

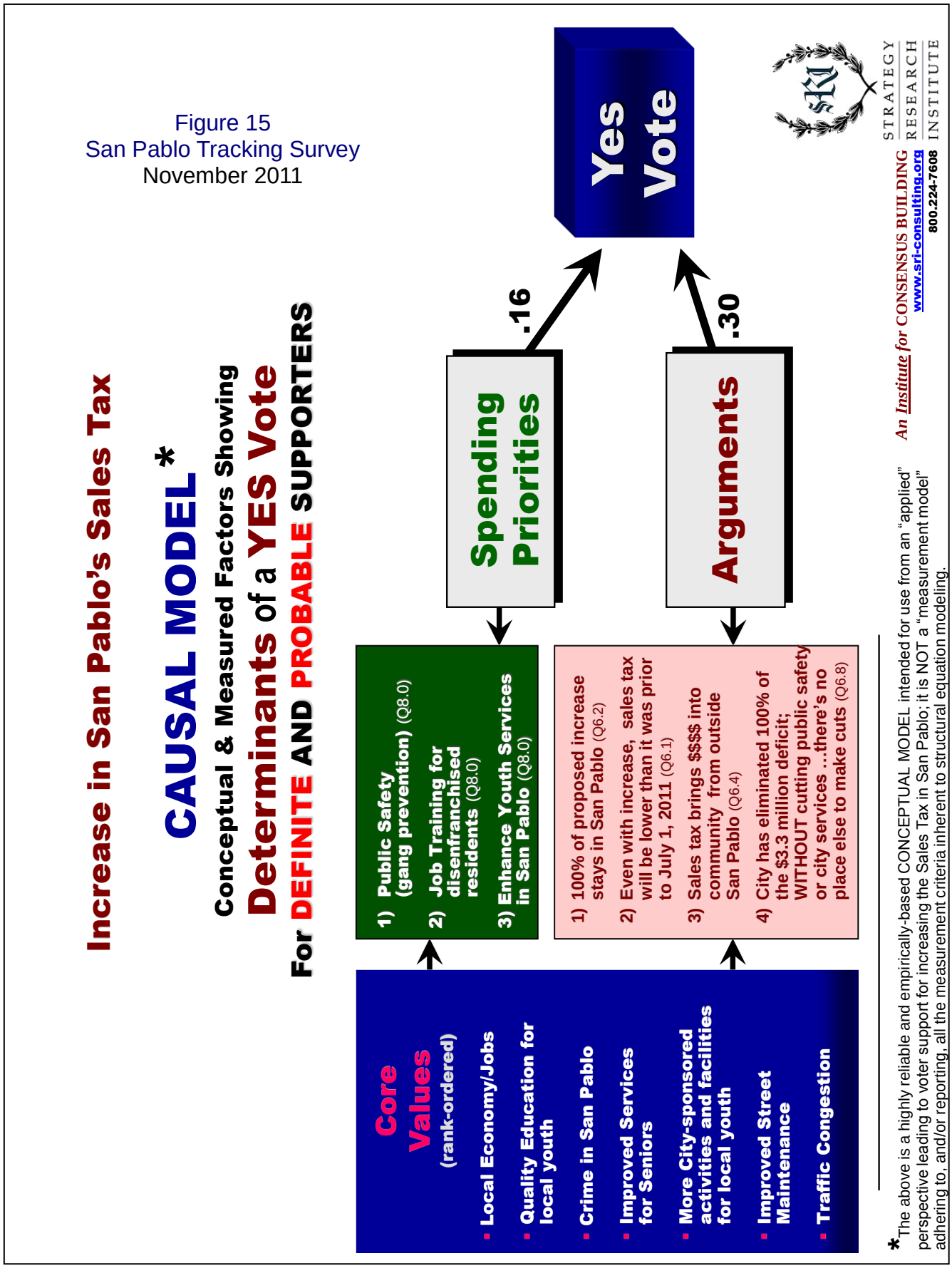


Figure 16A
San Pablo Tracking Survey
November 2011

Demographics of Survey Respondents

Length of Residency

0 to 5 years	17%
6 to 10	13%
11 to 25	35%
Over 25 years	28%
Refused	7%

Household Income

Under $25,000	22%
$25,001 to $50,000	29%
$50,001 to $75,000	15%
$75,001 to $100,000	8%
Over $100,000	6%
Refused	20%

Home Ownership

Own	61%
Rent	31%
Refused	8%

Ethnicity

Caucasian	30%
Hispanic	24%
African American/Black	24%
Native American	1%
Native Hawaiian	1%
Asian	4%
Other	4%
Refused	12%

Age

18 to 30	16%
31 to 40	11%
41 to 50	17%
51 to 65	28%
Over 65 years	19%
Refused	9%

Ideology

Liberal	33%
Moderate	32%
Conservative	22%
Refused	13%

Education

Less than High School	8%
High School	20%
Some College	34%
College Graduate	23%
Graduate School	7%
Refused	8%

Gender

Male	45%
Female	55%

Figure 16B
San Pablo Tracking Survey
November 2011

Demographics of Survey Respondents

Area of Residence

East I-80/San Pablo Hills	**10%**
Old Town, South of Brookside	**16%**
North San Pablo, Leroy Heights, CC College	**33%**
West I80, Casino Hospital Area, City Hall	**26%**
Refused	**15%**

# of Children Under 18

None	**64%**
One	**13%**
Two	**10%**
Three or more	**5%**
Refused	**8%**

Voting Propensity

Low	**30%**
Moderate	**42%**
High	**28%**

Addendum 'B'

City of San Pablo
TRACKING SURVEY
NOVEMBER 2011
N=400

Hello. My name is _____ and I am with the SURVEY RESEARCH INSTITUTE. We are conducting a survey for the **City of San Pablo**. City officials would like to learn more about the current concerns, perceived needs and interests among its constituents in connection with public services presently being provided by and/or through local government. This survey is not part of any political campaign; and, your responses to our questions will remain totally confidential. Would you kindly take a few minutes to respond to our questionnaire?

Issues and Core Values

1.0 Is there a **Local Issue** you are especially concerned about today?

YES	NO
42%	58%

1.1 [If **YES**, ask] "What is the top local issue that concerns you today?"

12%	Crime
6%	23rd Avenue
4%	Medical Center
4%	Economy, jobs
3%	Street Maintenance
2%	Casino
2%	Schools
1%	Homeless
8%	Misc

2.0 I will now READ a list of **local issues** that MAY or MAY NOT be of concern to local residents today. After I read each one. please tell me whether the issue is something that is of **HIGH** concern, **SOME** concern, of **NO CONCERN** to you at all? Please use the following scale when recording the respondent's answers: 1=of **high concern**, 2=of **some concern**, 0=of **no concern** at all.

High	Some	NO		
59%	30%	11%	2.1	**Crime in the City of San Pablo**
30%	36%	34%	2.2	**Traffic congestion** in San Pablo
65%	27%	8%	2.3	**Local economy & jobs**
40%	40%	20%	2.4	Need for **improved services for Seniors** who reside in San Pablo
36%	43%	21%	2.5	Need for **improved street maintenance** throughout the City
29%	40%	31%	2.6	**Recreation Programs, Facilities**, or **Parks** provided through the City
39%	32%	29%	2.7	**Local taxes** and **User fees** are too high
41%	41%	18%	2.8	Need for more City-sponsored activities and facilities for **local YOUTH**
22%	36%	42%	2.9	**Lack of retail shopping** opportunities in San Pablo
65%	21%	14%	2.10	The **quality of education** being provided to local students in the public school system
15%	29%	56%	2.11	**Too much growth** and development in San Pablo
20%	0%	80%	2.12	Other

Testing Temporary Increase in the City's Sales Tax

3.0 In virtually every California municipality, the City's annual budget is funded, in part, through sales taxes on items **purchased inside the City limits**…this is true for San Pablo, as well. Most California cities receive **at least 20 percent** of their funding from local sales taxes; in San Pablo, however, **only about 7 percent** of the City's income comes through sales taxes on purchases made within the City limits.

Further, due to a depressed economy, income from sales tax and property taxes combined has fallen, on average, 30% since 2008**…adding to the growing fiscal challenges presently facing City officials**. My first question is this…

3.1 Before today's interview, did you know that a portion of the revenues generated through sales taxes on items **purchased in San Pablo stays in San Pablo** to help pay for City services?

Already knew about sales tax	Learned today	Not sure, DK, refused
50%	49%	1%

Three-quarter percent Increase for 10-yrs.

(Earmarked for Public Safety, Youth Services, and Job Training; 2/3rds Needed)

4.0 One option for addressing the City's fiscal challenges in the **SHORT TERM** is to ask local voters to authorize a **TEMPORARY** increase in the sales tax charged for purchases made in the City of San Pablo. If two-thirds of San Pablo voters supported such a Measure, then these funds could be dedicated to three things: (1) **enhancing PUBLIC SAFETY**, more specifically, gang prevention; (2) increasing **YOUTH SERVICES** in order to keep local youth off the streets and out of gangs; and (3) **JOB TRAINING** by funding community-based service organizations to serve the needs of local residents, especially those who are presently disenfranchised and others who are in desperate need of securing gainful employment, but do not presently have the skills needed to compete for these jobs. So, my question is this…

4.1 **Would you support a Measure, if placed on the local ballot, asking voters to authorize a TEMPORARY increase in the sales tax charged for purchases made in the City of San Pablo by three quarters of a percent; from 8.25% to 9%; this sales tax would remain in place for 10 years and the funds would be dedicated to Public Safety, Youth Services, and Job Training. At the end of 10 years, the sale tax would revert back to its present rate of 8.25%. The only way the tax could be kept in place or increased again, either temporarily or permanently, is by being authorized by the local electorate. The temporary increase in the local sales tax would bring local sales tax on par with most other Cities in Contra Costa (NOTE:** pronounced **Cost-ah) County, yet still below that of many cities in the County.**

Would you **definitely** support, **probably** support, **probably** oppose, or **definitely** oppose such a measure?

49%	Definitely support	[SKIP to Q5.0]
20%	Probably support	[ASK Q4.2]
1%	Unsure/DK	[ASK Q4.2]
11%	Probably oppose	[ASK Q4.2]
18%	Definitely oppose	[ASK Q4.2]
1%	Undecided/Refused	[ASK Q4.2]

Likely Support:
59%
Go/No-go Model:
100% Definitely Support +
50% Probably Support

One-half percent Increase for 10-yrs.
(Earmarked for Public Safety, Youth Services, and Job Training; 2/3rds Needed)

Note: With Q4.2, we will program CATI to base the question on how the respondent answered Q4.1

4.2 Since you said you [would probably support, would probably oppose, would definitely oppose, are undecided] a funding Measure to increase the City's sales tax by three-quarters of a cent for a period of ten years…would you support a **HALF-CENT** increase in the local sale tax, wherein the funding would be dedicated to **Public Safety, Youth Services,** and **Job Training**. Here again, at the end of 10 years, the sale tax would revert back to its present rate of 8.25%; the only way the tax could be kept in place or increased, either temporarily or permanently, is by being authorized by the local electorate.

Would you **definitely** support, **probably** support, **probably** oppose, or **definitely** oppose such a Measure?

49%	Definitely support at Q4.1	
5%	Definitely support	[SKIP to Q5.0]
17%	Probably support	[ASK Q4.3]
2%	Unsure/DK	[ASK Q4.3]
10%	Probably oppose	[ASK Q4.3]
16%	Definitely oppose	[ASK Q4.3]
1%	Undecided/Refused	[ASK Q4.3]

Likely Support:
62.5%
Go/No-go Model:
100% Definitely Support at Q4.1 & Q4.2 + 50% Probably Support

One-half percent Increase for 1st 5-years; One-quarter percent for 2nd 5 years
(Earmarked for Public Safety; 2/3rds Needed)

Note: With Q4.3, we will program CATI to base the question on how the respondent answered Q4.2)

4.3 Since you said you [would probably support, would probably oppose, would definitely oppose, are undecided] a funding Measure to increase the City's sales tax by one-half cent for a period of ten years, how would you vote if the **half-cent increase were to be limited to the first five years**; and then reduced to **one-quarter cent** for the **second five years**?

Here again, the only way the tax could be kept in place or increased again, either temporarily or permanently, is by being authorized by the local electorate; and, the funding generated through this funding Measure would be dedicated to enhancing PUBLIC SAFETY throughout the City.

Would you **definitely** support, **probably** support, **probably** oppose, or **definitely** oppose such a measure?

54%	Definitely support at Q4.1 & 4.2	
3%	5 = Definitely support	[SKIP to Q5.0]
17%	4 = Probably support	[ASK Q4.4]
2%	3 = Unsure/DK	[ASK Q4.4]
9%	2 = Probably oppose	[ASK Q4.4]
13%	1 = Definitely oppose	[ASK Q4.4]
2%	Undecided/Refused	[ASK Q4.4]

Likely Support:
65.5%
Go/No-go Model:
100% Definitely Support at Q4.1 & Q4.2 & Q4.3 + 50% Probably Support at Q4.3

One-quarter percent Increase for 10-yrs.
(Earmarked for Public Safety, Youth Services, and Job Training; Simple-majority Needed)

4.4 Since you said you [would probably support, would probably oppose, would definitely oppose, are undecided] a funding Measure to increase the City's sales tax by one-half cent for a period of five years; then, have the amount of increase cut in half, to one-quarter percent, for the next five years…would you support a funding Measure if the amount of increase of the temporary increase in local sales tax was **¼-cent for the full ten years**? Like in the other alternatives, the quarter-cent increase would SUNSET in 10 years; the only way the tax could be kept place or be increased after the 10 years…would be for local voters to authorize its continuation. Short of that, the quarter-cent increase in the City's sales tax would terminate.

Please tell me, if a Measure were to be placed on the local ballot asking San Pablo voters to authorize a temporary **one-quarter cent increase**, wherein the funds would be dedicated to enhancing public safety in San Pablo… would you vote **YES** or **NO** on the measure?

57%	Definitely yes 4.1, 4.2, 4.3	
18%	Vote **YES**	[Ask 4.4a]
21%	Vote **NO**	[SKIP to question 4.4b]
4%	Unsure/refused	

Likely Support:
67.5%
Go/No-go Model:
100% Definitely Support at Q4.1 & Q4.2 & Q4.3 & 4.4 + 50% Probably Support at Q4.4

4.4a [If YES] Would that be **DEFINITELY** "Yes", or would that be **PROBABLY** "Yes"?

57%	Definitely yes 4.1, 4.2, 4.3	
4%	4 = Definitely YES	[SKIP to 5.0]
13%	3 = Probably YES	[SKIP to 5.0]

4.4b [If NO] Would that be **DEFINITELY** "No", or would that be **PROBABLY** "No"?

14%	1 = Definitely NO
7%	2 = Probably NO

One-half Percent Increase for 10-yrs.
(Funds NOT Earmarked; thus, Simple Majority Needed)

5.0 Another option would be to ask local voters to support a Measure to **TEMPORARILY** increase the **sales tax** charged for purchases made in the City of San Pablo by one-half of one percent; from 8.25% to 8.75%...but, instead of mandating that the funds be used for enhancing Public Safety, Youth Services, and Job Training…they would be **placed in the City's General Fund**, thus permitting City officials to determine how these monies would be spent (understanding that City officials would, in all likelihood, spend the money on enhancing these three services…however, they would NOT BE MANDATED to do so). This Measure would only **require simple-majority support** for passage; meaning 50%, plus 1 vote.

Would you **definitely** support, **probably** support, **probably** oppose, or **definitely** oppose such a measure?

18%	Definitely support
26%	Probably support
3%	Unsure/DK
20%	Probably oppose
32%	Definitely oppose
1%	Undecided/Refused

Likely Support:
31%
Go/No-go Model:
100% Definitely Support + 50% Probably Support

Test Arguments & Elements of Funding Measure

The sample for the Q 6 series was split with half the respondents answering Q6.1, 6.3, 6.4, 6.5 and the other half answering Q6.2, 6.6, 6.7, 6.8. % represent those who responded to the questions.

6.0 I will now read several statements that could impact your decision of whether to vote YES or NO on such a funding measure. After I read each statement, please tell me, would you be more likely to **support** or more likely to **oppose** a Measure to authorize a modest increase in the sales tax being charged in San Pablo?

6.1 On July 1st of this year (2011), the sales tax in San Pablo was **REDUCED by one percent** due to the EXPIRATION of a 1% State sales tax. Therefore, even if a **half-cent** or **quarter-cent increase** were to be authorized by San Pablo voters…the sales tax in San Pablo **would still be LESS than it was** PRIOR to July 1st of this year. Would learning about this fact from a TRUSTED source cause you to be more likely to SUPPORT or OPPOSE an increase in the local sales tax in order to accomplish the objectives we've been talking about here? More specifically, in light of this fact, would you be…

[Note to callers: RE-READ, response scale as necessary]

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
30%	36%	4%	11%	13%	6%

6.2 Most of the sales tax currently collected in San Pablo goes to the State of California for State legislators to use as they see fit; however, **100% of the money** that would be generated in this modest increase in local sales tax **will stay in San Pablo** and be used to BENEFIT San Pablo residents? Would hearing this from a TRUSTED source cause you to be more likely to SUPPORT or OPPOSE an increase in the local sales tax in order to accomplish the objectives we've been talking about, here? And, would you be…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
32%	36%	6%	6%	11%	9%

6.3 The sales tax in San Pablo was just **REDUCED** by one full percent; why on earth would anyone agree to increasing it again, regardless of the amount? Would hearing this argument make you…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
15%	27%	12%	17%	20%	9%

6.4 There are only two funding mechanisms that generate money for the City of San Pablo from non-residents; the first is a Transit Occupancy Tax (which is a **BED TAX** paid by visitors to San Pablo who stay in local hotels and motels); the second is a **SALES TAX**. Of course, local residents pay a sales tax when they shop in the City; however, visitors to San Pablo ALSO PAY a sales tax when they purchase gas, frequent restaurants, or shop in San Pablo.

Since 100% of the **increase in the amount of sales tax** would remain in the City and be earmarked for enhancing **Public Safety, Youth Services, and Job Training** for disenfranchised residents of San Pablo…if a modest increase in the sales tax is authorized by local voters, this would mean that San Pablo residents will directly BENEFIT from people who visit the community or travel through San Pablo, for whatever reason.

Would learning this from a TRUSTED source cause you to be more likely to SUPPORT or OPPOSE an increase in the local sales tax in order to accomplish the objectives we've been talking about, here? And, would you be…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
32%	32%	7%	10%	12%	7%

6.5 City officials CANNOT be trusted to spend our tax dollars the way they promise, so why would we give them more money? Would hearing this argument make you…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
10%	17%	13%	25%	26%	9%

6.6 City officials are considering forming a **CITIZENS OVERSIGHT COMMITTEE**, comprised of individuals from the community-at-large who are appointed by City Council, to monitor how the funds from an increased sale tax are spent. Should City officials decide to create a Citizens Oversight Committee….would this cause you to be more likely to SUPPORT or OPPOSE a Measure to authorize a modest, temporary increase the sales tax in San Pablo? More specifically, would you be…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
28%	27%	6%	11%	16%	12%

6.7 **Taxes are already too high**. I would never vote for a tax increase. Would hearing this argument make you…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
12%	19%	20%	17%	22%	10%

6.8 For fiscal year 2011 to 2012, the City was facing a $3.3 million deficit; today, this deficit has been cut to zero AND this was accomplished without reducing City services or laying off City employees. Instead, this was accomplished by negotiating new agreements with City Police and City employees, wherein employees pay a greater percentage of their retirement package; early retirement incentives were granted; and caps were placed on health care expenses…saving the City $1.5 million over the next three years. Further, City offices are now kept open one more hour a day from Monday thru Thursday and closed on Fridays, thus cutting operating costs. These are only a few of many cost-cutting steps that have been taken since the bottom dropped out of the economy. There's simply no other place to cut expenses further without significantly impacting public safety or cutting back on other City services. Would hearing this argument make you…

MUCH more likely to **support**	SOMEWHAT more likely to **support**	no effect on me. doesn't matter	SOMEWHAT more likely to **oppose**	MUCH more likely to **oppose**	Unsure/DK Refused
28%	32%	7%	8%	13%	12%

Post-Argument Support for Funding Measure

7.0 Now that you have heard several arguments FOR and AGAINST temporarily increasing the Sales Tax in
San Pablo, please tell me if local officials were to place a measure on the local ballot, would you vote **YES** or **NO** on the measure?

56%	Vote **YES**	[Ask 7.1]
32%	Vote **NO**	[SKIP to 7.2]
12%	Unsure/Don't know/Neutral/Ref	[SKIP to 8.0]

Likely Support:
40.5%
Go/No-go Model:
100% Definitely Support + 50% Probably Support

7.1 [If YES] Would that be **DEFINITELY** "Yes", or would that be **PROBABLY** "Yes"?

25%	Definitely YES	[SKIP to 8.0]
31%	Probably YES	[SKIP to 8.0]
0%	Unsure/Don't know/Neutral/Ref	[SKIP to 8.0]

7.2 [If NO] Would that be **DEFINITELY** "No", or would that be **PROBABLY** "No"?

21%	Definitely NO
11%	Probably NO
0%	Unsure/Don't know/Neutral/Ref

Place Priority of Public Safety (gang) or on Job Training?

8.0 If you were an advisor to City Council, would you recommend that they place a higher priority on enhancing **Public Safety**, in particular gang prevention; on enhancing **Youth Services** in San Pablo; or, on **Job Training** for disenfranchised residents of San Pablo?

38%	Public Safety (gang prevention)
18%	Enhancing Youth Services in San Pablo
37%	Job Training for disenfranchised residents of San Pablo
5%	No Preference [**DO NOT READ**]
2%	Refused [**DO NOT READ**]

Obesity among Local Youth

9.0 **Childhood obesity** continues to be a growing problem in Contra Costa County; especially in low-income communities, such as San Pablo. The number of school-age children who are overweight or obese in the County rose by 3.5 percentage points between 2005 and 2010…to an alarming overall 33.85 percent. A survey of 12 retail outlets within walking distance from Helms Middle School found that sugar-sweetened beverages are, by far, the most stocked types of drinks in stores…with an average of 106 different flavors and brands on store shelves.

In response to this growing problem, the Cities of Concord **(NOTE:** pronounced **Con-Kerd)** and Pittsburg have introduced a "**Kids Program**" — based on Nutrition, Exercise and Wellness — through which experts work with overweight children and their families to change the eating and exercise patterns of the whole family. My question is this…

Should the City of San Pablo develop a **Task Force to fight childhood obesity**, similar to those programs being sponsored in Concord and Pittsburg, in order to explore future funding mechanisms to develop programs to fight the childhood obesity epidemic in San Pablo.

58%	**YES**, child obesity is now a crisis and something has to be done to help local youth
35%	**NO**, there are other more pressing issues in San Pablo that need to be addressed, first.
6%	No Opinion [**Do NOT READ** this alternative response]
1%	refused [**Do NOT READ** this alternative response]

Preferred Site to Relocate DMC

10.0 **Doctors Medical Center**, which is located in downtown San Pablo adjacent to the Lytton **(NOTE:** pronounced **Litton)** Casino, has fallen on hard times. The medical center is owned and operated by the West Contra Costa Healthcare District, which is a Special District with taxing authority; AND, unless they can generate $5.1 million for the ailing hospital before year-end, the likelihood is high that the medical facility will be closed in 2012.

Local seniors and the disenfranchised citizens of San Pablo **DEPEND** on **Doctors Medical Center** for their medical care; the nearest public hospital to Doctors Medical is 30 miles away, in Martinez.

One of the problems facing Doctors Medical Center is that the facility is outdated and its medical equipment is old and in need of being replaced. Further, it would cost a minimum of $50 million to retrofit the existing hospital in order to meet today's seismic standards to protect against catastrophic damage due to an earthquake.

The next set of questions have to do with how best to address the needs of Doctors Medical Center in order to keep these health care resources READILY AVAILABLE to San Pablo residents.

10.1. One proposal under consideration is to vacate the existing medical facility and construct a brand new, state-of-the art, medical center — including an emergency care and surgical center — at a different (but nearby) location. Another proposal under consideration calls for the existing medical facilities to be torn down and replaced with state-of-the-art medical facilities on the site where Doctors Medical Center presently stands.

Which approach would you support? Specifically, do you believe the existing medical center should be vacated and a brand new medical center constructed on a **nearby site**; or, would encourage the owners of Doctors Medical Center to **stay where they are** AND replace the existing medical center with state-of-the-art buildings and medical equipment?

23%	Move to a new, nearby site and construct a brand new state-of-the art medical center
58%	Tear down much of the existing medical center AND replace it with state-of-the-art medical facilities on the site where the medical center presently exists
16%	No preference
3%	refused

10.2. If a decision is made to vacate the existing medical facility and construct a new, state-of-the-art medical facility at a nearby location, two sites are under consideration.

One is the **Circle S project** site, located on San Pablo Avenue, very near where Doctors Medical Center is presently located. If it is relocated to the Circle S site, this would mean that local residents would have benefit of two medical health facilities virtually next to one another; a new Doctors Medical Center and a new County Health Center, which is presently under construction on the site and scheduled for completion in July 2012.

The other site is **Hilltop** in Richmond, which is located just outside the northern boundary of San Pablo and adjacent to Pinole.

Which of these two locations would you prefer, should a decision be made to relocate **Doctors Medical Center** to a nearby site?

65%	**Circle S** project site
21%	**Hilltop** in Richmond
12%	No preference
2%	Refused

Use of Present DMC Site, if the Medical Center Moves to a New Location

11.0 Should **Doctors Medical Center** be relocated to a nearby site, such as the Circle S project site, the existing property could be used for a variety of purposes. City officials are entertaining the possibility of developing this site, which is located adjacent to the Lytton Casino, into an **entertainment destination**. This would have two sets of benefits for San Pablo residents. First, it would provide additional entertainment facilities, a hotel, shopping, and other activities for local residents; second, and far more important, it would create jobs. So, my question is this…

Assuming Doctors Medical Center vacates its present location and constructs a new state-of-the-art medical facility elsewhere in or near the community, should San Pablo officials be encouraged develop the former DMC property as an **entertainment destination**?

53%	**YES**	[SKIP TO 11.1]
34%	**NO**	[SKIP TO 11.2]
10%	No opinion	
3%	Refused	

11.1 [If YES] Why?

` 25%	Jobs
12%	City needs more entertainment
8%	Adds revenue to City
2%	Good idea
2%	Close
2%	Misc

11.2 [If NO] Why?

` 15%	Already have Casino
5%	Cannot afford
5%	Leave hospital where it is
2%	Traffic
2%	More crime
4%	Misc

Computer Training in Partnership with Local Branch of County Library

12.0 San Pablo City officials are considering partnering with the local branch of the Contra Costa County library by sponsoring **JOB TRAINING classes** on computer skills. The County would provide the computers and facilities; the City would pay for the qualified personnel to train local residents in a variety of computer-related skills that are designed to help them secure gainful employment.

Should City officials make this job training program a:

45%	**Top priority**, absolutely essential
45%	**Somewhat** important, but NOT a top priority
9%	**Not a priority** at all
1%	Unsure/Refused

Services at Helms Community Center

13.0 Construction of the new **Helms Community Center**, on a 20,000 to 25,000 square foot plot of land located on the Helms Middle School campus is scheduled to be completed, and the facility open for use by San Pablo residents, in 2013. This is a joint effort between the City of San Pablo and the West Contra Costa Unified School District. It is intended to serve ALL segments of the community including, but not limited to, the community's youth, seniors, and the disenfranchised.

Due to limited funding, especially while the state of the local economy is depressed, City and School officials MUST be diligent in determining what programs and services to provide at or through the community center. I will READ a list of **programs and services** that could be made available through the Helms Community Center. After I read each one. please tell me whether the program or service should be considered a top priority, 2nd priority, or NOT AT ALL a priority.

Please use the following scale when recording the respondent's answers: **top priority**, **2nd priority**, **NOT a priority**.

Top	2nd	Not		
81%	14%	5%	13.1	After-school **academic enrichment** programs (such as tutoring)
71%	22%	7%	13.2	**Job Training facilities/programs**, computers and training on Microsoft Word, Excel, PowerPoint, Access, Publisher, and-the-like
8%	40%	52%	13.3	**Bingo** or **card games** (such as Bridge, Hearts, what-have-you)
27%	49%	24%	13.4	**Cultural enrichment programs** (such as Mariachi, Ballet Folklorìco, Children's Group, and-the-like)
47%	37%	16%	13.5	**Teen Center** (for such things as Teen dances, Youth Dance Club, recording studios, drama programs, and more
36%	41%	23%	13.6	**Classes in cooking, woodworking, maintenance, and more**
51%	38%	11%	13.7	**Sports leagues** (outdoor sports such as basketball, baseball, soccer, softball, what-have-you)
28%	45%	27%	13.8	**Facility rentals** for community groups and events, birthday parties, and-the-like
15%	38%	47%	13.9	**A café**
25%	41%	34%	13.10	**Community Garden**
43%	41%	16%	13.11	**Summer camps and school-break camps**
42%	41%	17%	13.12	**Fitness classes** (such as Karate, Ballet, Boxing, Yoga, among others)
43%	41%	16%	13.13	**50+ activities** for pre-seniors and seniors
21%	5%	74%	13.14	Other

Mentioned 5 times: Swimming

Mentioned 4 times: Things for disabled and seniors; Activities for youth

Mentioned 3 times: Language classes; Programs for gang education for parents and intervention; Karate/self-defense classes

Mentioned 2 times: Gym; Arts & crafts; Day care center; Nutrition classes; Parenting classes for teens; Job training

Mentioned once: A place where every two weeks the Military comes to recruit and give youth an option; Reading program; Tot lot; African-American culture enrichment; After school athletics; Auto shop trade skills; Bridge clubs; Bring sports back into schools; Bully prevention classes; Walking for children; Community drama, arts & choir; Community events; CPR classes; Crisis center and therapy for broken home kids; Emergency medical training courses; Folk dancing classes; Free health clinic; Gaming club like an arcade; Green jobs training; Group music performance and theatre productions; Head start; Health and wellness; Help for homeless; Help for parents of children with learning disabilities; Low cost veterinary care; Motivational speakers to motivate kids; Multinational dancing; Music programs; Painting classes; Class on manners; Photography; Police activities league; Referral Center; Rock climbing wall and skate parks; Running/walking track; Sewing; Shelter for disenfranchised; Something for soldiers coming home; Technology; Tot-lot

Annexation of North Richmond and Rollingwood into San Pablo

14.0 As part of the LONG-TERM **Economic Development** plan for San Pablo, City officials are considering the potential benefits of ANNEXING three areas into the City that are adjacent to the existing City limits; one is the unincorporated areas of **North Richmond**, another a neighboring community called **Rollingwood**,; the third is a relatively small community (almost a neighborhood) called **Miflin Barranca**. The present thinking includes developing shoreline access to San Pablo Bay, for example.

These three sections of the County have huge potential with respect to developing highly desirable commercial and green industrial developments, which will create new jobs for local resident; as well as developing recreational resources for San Pablo residents to enjoy. Some of these would be in partnership with the East Bay Regional Park District.

Annexing these sections of the County into San Pablo will also make it possible to further reduce criminal activities that presently negatively impact residential sections of the City that are adjacent to these neighboring residential areas.

My question is this. Would you encourage City officials to move forward with ANNEXING…

6%	The unincorporated areas of North Richmond.	
16%	Rollingwood	
2%	Miflin-Barranca	
52%	All three should be annexed into San Pablo	
20%	No opinion	[**Do NOT READ** this alternative response]
4%	refused	[**DO NOT READ**]

Level of Optimism about the Future

15.0 When looking to the future, are you **optimistic** and have a sense that **"good things" are happening** in San Pablo that will create additional jobs and enhance the overall ***quality of life*** for local residents; or, are you **pessimistic** about the future of San Pablo, with respect to its ability to attract new business, create new jobs, and take positive steps towards enhancing the *quality of life* for local residents?

77%	**Optimistic**; Good things are happening and will continue to improve, over time.	
16%	**Pessimistic** about the future and the City's ability to enhance the overall *quality of life* for local residents.	
6%	No opinion	[**Do NOT READ** this alternative response]
1%	refused	[**DO NOT READ**]

Demographics

Finally, I have a few brief questions about you. I will read several response categories. Please tell me when I read the category that applies to you.

16.0 How long have you lived in San Pablo?

17%	0 to 5 years
13%	6 to 10 years
35%	11 to 25 years
28%	Over 25 years
7%	Refused

17.0 Do you own or rent your home?

31%	Rent
61%	Own
8%	Refused

18.0 Where do you reside in San Pablo?

10%	East of I-80/San Pablo Hills
16%	Old Town, south of Brookside
33%	North San Pablo, Leroy Heights, Contra Costa College
26%	West I.80, Casino Hospital area, City Hall
15%	Refused

19.0 How many school-age children do you have living at home under the age of 18?

64%	none
13%	one
10%	two
5%	three or more
8%	Refused

20.0 How many years of school have you completed?

8%	less than High School
20%	High School graduate (or Trade School)
34%	Some college
23%	College graduate
7%	Graduate school, Professional school
8%	Refused

21.0 Using the traditional political labels would you describe yourself as **liberal**, **moderate**, or **conservative**?

33%	liberal
32%	moderate
22%	conservative
13%	Refused

22.0 Into what range does your annual household income fall?

22%	under $25,000
29%	between $25,000 and $50,000
15%	between $50,000 and $75,000
8%	between $75,000 and $100,000
6%	over $100,000
20%	Refused

23.0 With respect to age, in which of the following categories do you fall?

16%	18 to 30 years
11%	31 to 40 years
17%	41 to 50 years
28%	51 to 65 years
19%	Over 65 years
9%	Refused

24.0 What is your ethnic background?

30%	White or Caucasian
24%	Hispanic/Latino
24%	African American or Black
1%	Native American/Alaskan Native
1%	Native Hawaiian & other Pacific Islander
4%	Asian
4%	Other
12%	Refused

Thank the interviewee for participating in the survey and politely say "Good-bye."

DO NOT READ THE FOLLOWING QUESTIONS; SIMPLY RECORD THE INFORMATION.

25.0 Voting Propensity?

30%	Low Propensity
42%	Moderate Propensity
28%	High Propensity

26.0 Gender of respondent?

55%	Female
45%	Male

96%	Interview conducted in English
4%	Interview conducted in Spanish

November 2011

Addendum 'C'

Research Design and Methodology

The present research effort adheres strictly to "**The Scientific Method**," as do all SRI studies.

The telephone survey was comprised of N=400 completed interviews all voters in the City of San Pablo, California. At 95% confidence level, an N=400 yields *sampling error* of ±4% to 5%.

Thus, the "findings" from the present research effort are highly "representative" of the population from which the sample was drawn.

By working closely with the representatives from the City of San Pablo, SRI researchers were able to create a research instrument (questionnaire) tailored to the needs and expectations of the City.[1] The research instrument was then "pre-tested"; appropriate adjustments were made, and the survey was entered into the field. Of course, special care was taken to ensure that appropriate measurement "scales" were employed in order to maximize both the *reliability* and *validity* of the responses.

Data collection continued from November 17 thru November 28, 2011. After the data were gathered, they were analyzed using a statistical package called SPSS, which accommodates the application of both ***descriptive*** and ***advanced*** statistical analyses. We then created the appropriate graphs, charts, and tables; finally, we prepared the present document for use by the Client.

Should additional analysis and/or interpretation of the "findings" be desired by the Client, SRI will happily do so and in a timely fashion.

[1] **Addendum 'B'** contains the final research instrument (questionnaire) showing percentages for each of the questions incorporated into the study.