

# *Forward Going...*



*Building San Pablo's Tomorrow - Today*

February 2016

**Strategy Research Institute**  
*An Institute for CONSENSUS BUILDING*  
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**800.224-7608**



# Today's Agenda

1. Present the '*findings*' from the **2016 San Pablo Community Survey**
2. Discuss **PRIORITIES** for addressing...  
**future funding needs**
  - ✓ **Funding for Municipal Broadband O&M**
  - ✓ **Measure Q extension**
  - ✓ **Address Childhood Obesity Epidemic**



Featuring *Trends Over Time* on Key Dimensions of Interest to City Officials

# January 2016 Community Survey

Including Comparison of Opinion Leaders with the Mainstream

*Prepared Expressly for...*



January 2016

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San Pablo Community Survey  
January 2016

# Research Design

**Sample size: N=404**

**Population surveyed: Community-at-large**

**Sampling Error:  $\pm 4$  to 5%**

**Data Collection: January 2 thru 9, 2016**

**Added Value to January 2016 Survey**

**LONGITUDINAL MEASURES**

**(trends over time on key dimensions of interest to City officials)**



Figure 1  
San Pablo Community Survey  
January 2016

## San Pablo is a great community... I am happy to be a resident

Question 3.1: San Pablo is a great community; I am happy to be a resident.

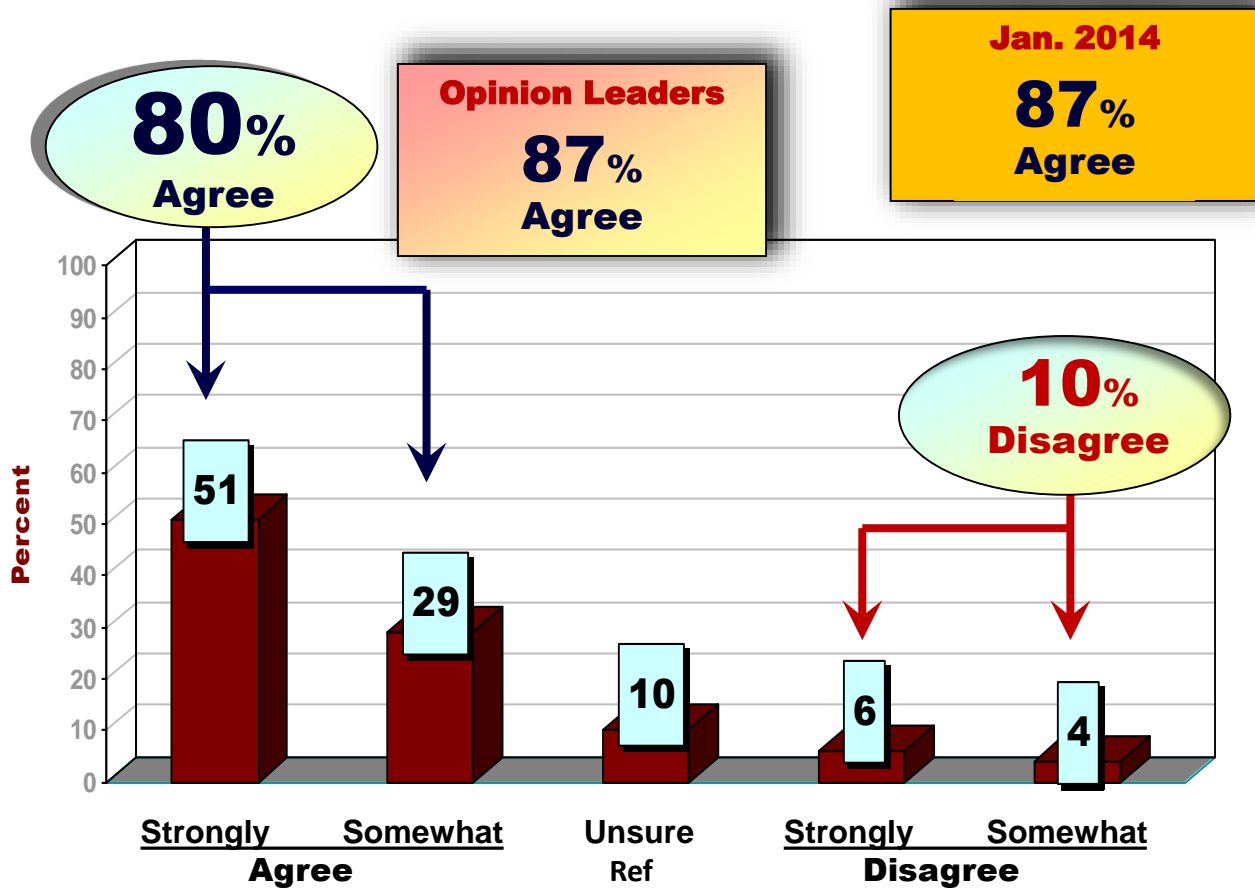
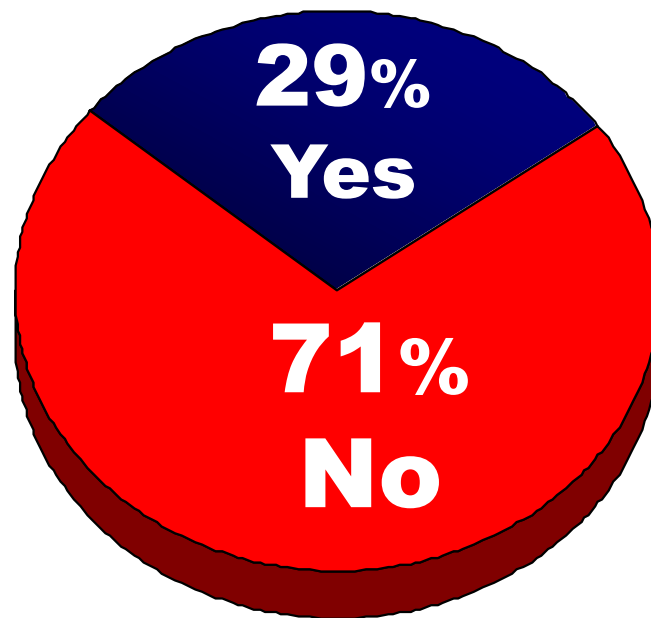


Figure 2  
San Pablo Community Survey  
January 2016

# Local Issues of Concern

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



## ***Top Five Issues of Concern***

<b>Crime</b>	<b>17%</b>
<b>Streets/road Maintenance</b>	<b>15%</b>
<b>Trash clean-up &amp; Garbage collection</b>	<b>15%</b>
<b>DMC/health Center</b>	<b>10%</b>
<b>Schools/Education</b>	<b>7%</b>



Figure 3  
 San Pablo Community Survey  
 January 2016

## 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.**

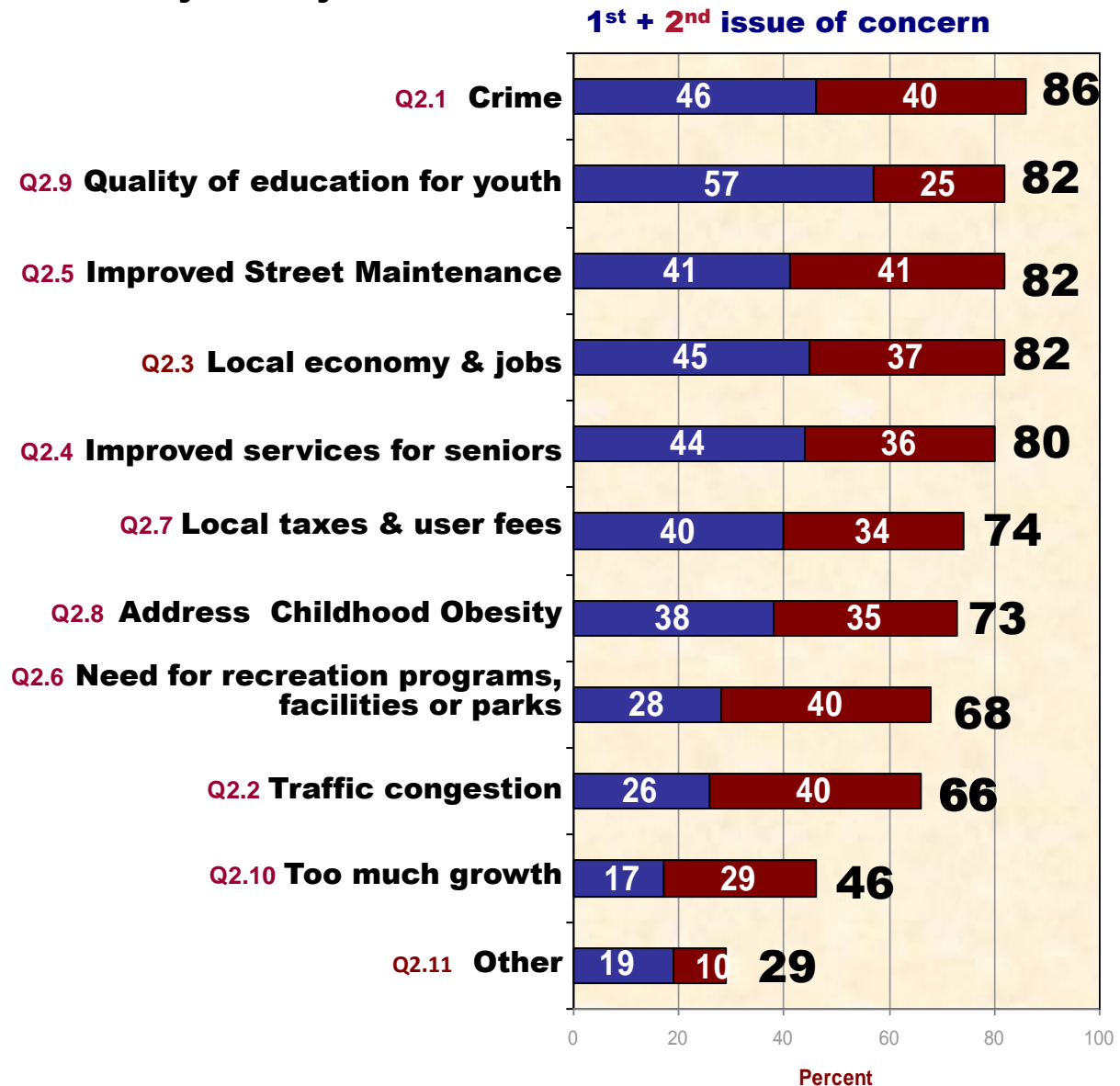


Figure 4  
San Pablo Community Survey  
January 2016

## City Officials Should Continue... to Turn San Pablo Into a Center for HEALTH CARE

Question 3.4: City officials should continue with their efforts to turn San Pablo into a center for HEALTH CARE in western Contra Costa County.

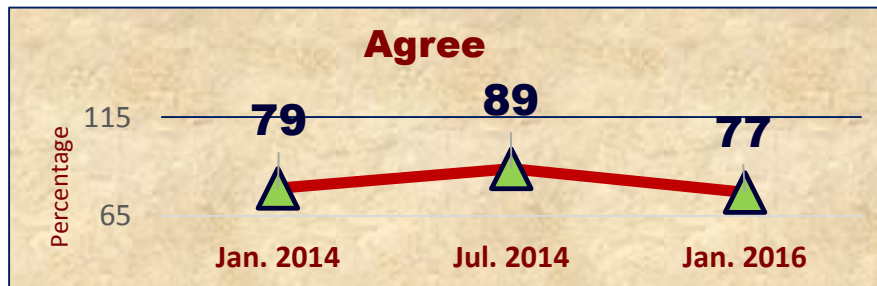
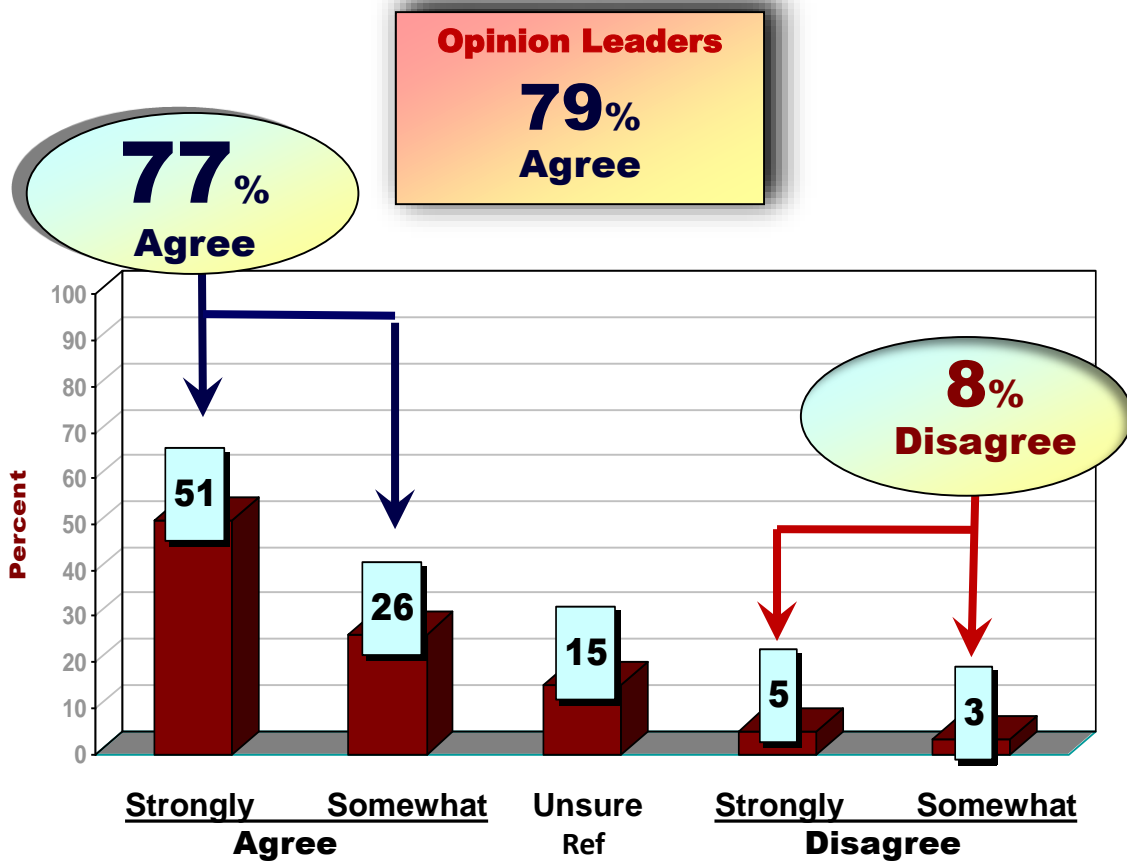




Figure 5A  
San Pablo Community Survey  
January 2016

## Support for... **Mixed-Use Development of the DMC Site**

**Question 9.0** Doctors Medical Center closed its doors earlier this year, in April 2015, and will NOT re-open. As a result, the property where the medical building sets in now available for variety of possible uses. I would like to ask about one of these. San Pablo City officials are entertaining the possibility of developing this site, which is located adjacent to the Lytton Casino (Note to callers: pronounced Litton), into a multi-use, business and housing development. This would provide new mixed-use development such as a hotel, additional shopping, and other commercial activities for local residents, including new housing; second, and far more important, it would create jobs for San Pablo residents In your opinion, should San Pablo officials be encouraged to develop the former DMC site as a mixed-use development?

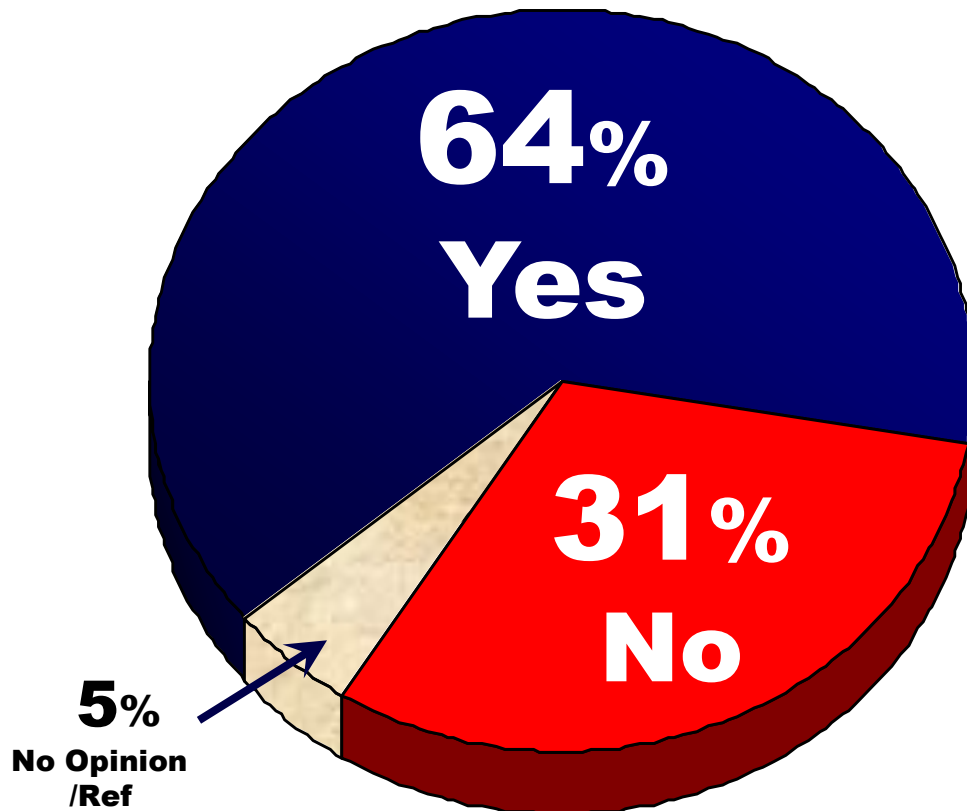


Figure 5B  
San Pablo Community Survey  
January 2016

**Support for...**  
**Mixed-Use Development**  
**of the DMC Site**  
**Over Time (longitudinal)**

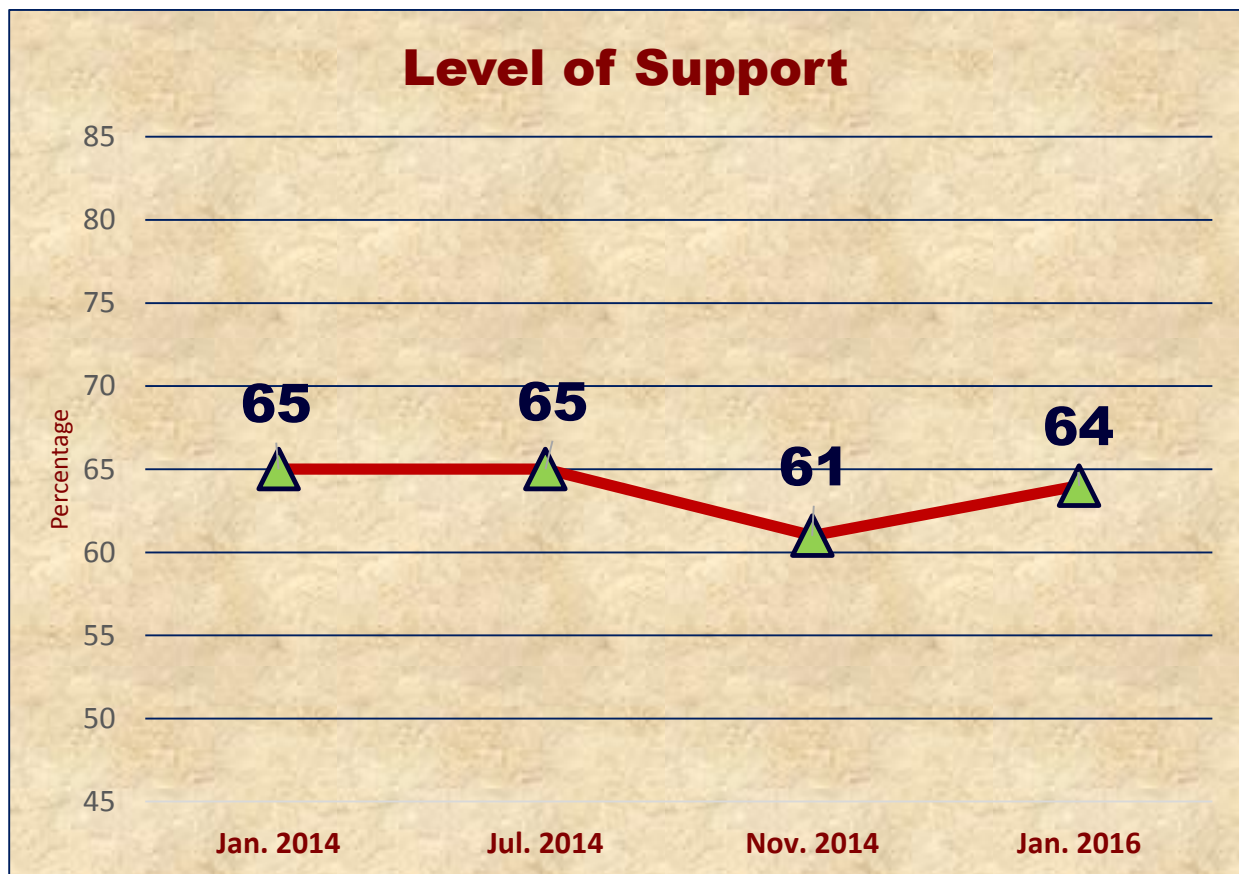


Figure 6A  
San Pablo Community Survey  
January 2016

## Satisfaction with... **Public Library Facilities**

**Question 4.2: How satisfied are you with the San Pablo public library facilities and resources available to local residents?**

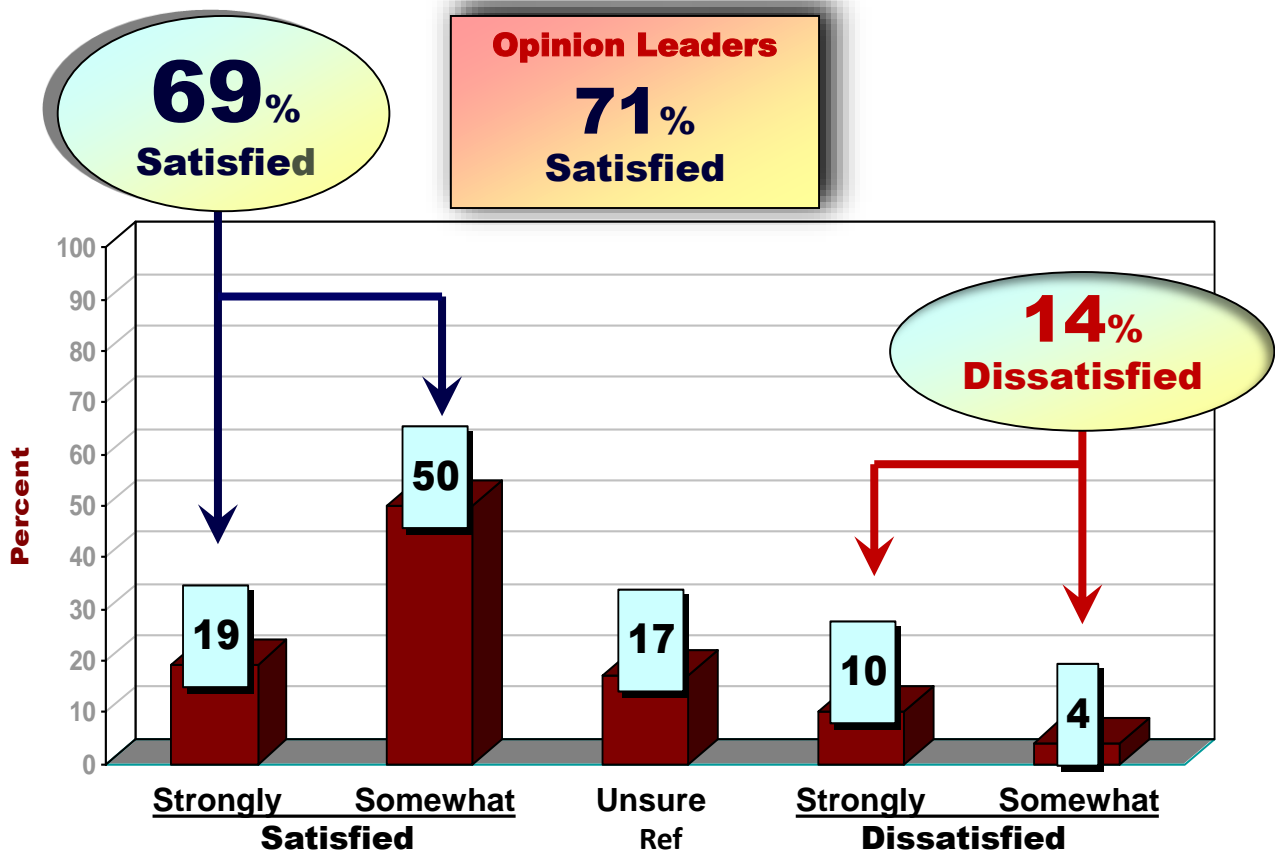


Figure 6B  
San Pablo Community Survey  
January 2016

## San Pablo **Public Library** Facilities Should be Expanded?

**Question 4.2a** Would you like to see the San Pablo Public Library facilities expand with a newer facility and more resources available to local residents?

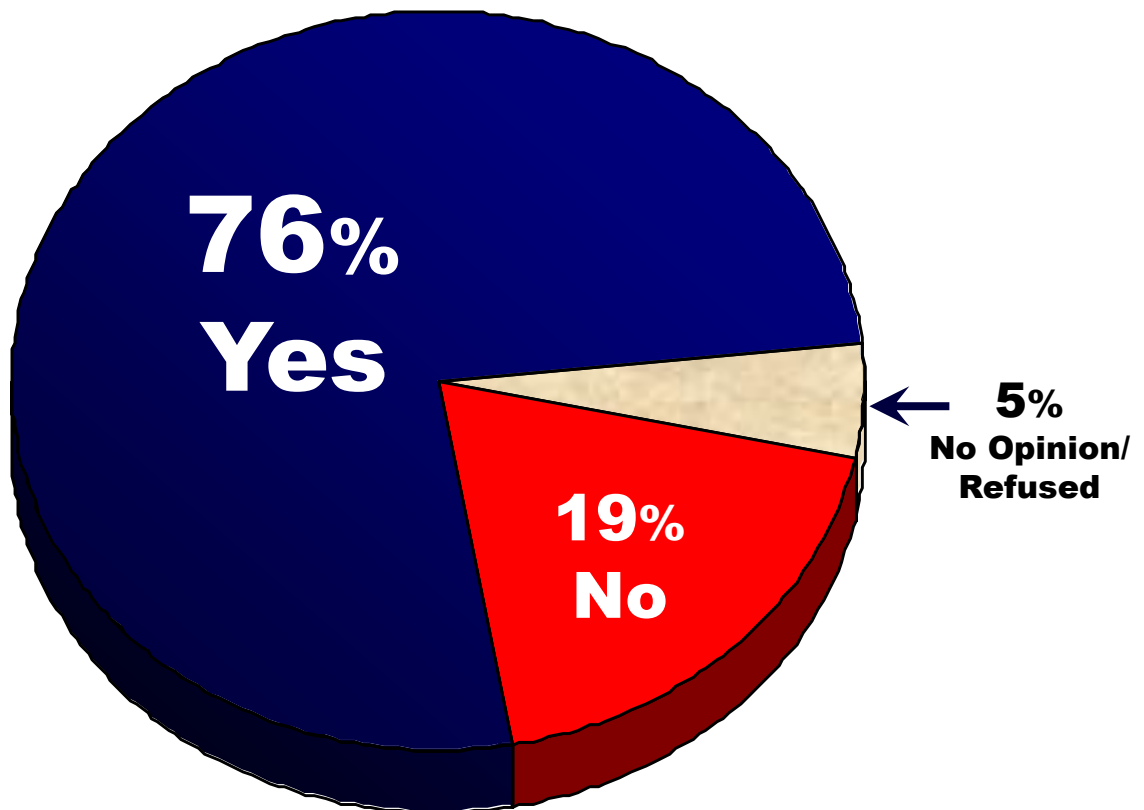
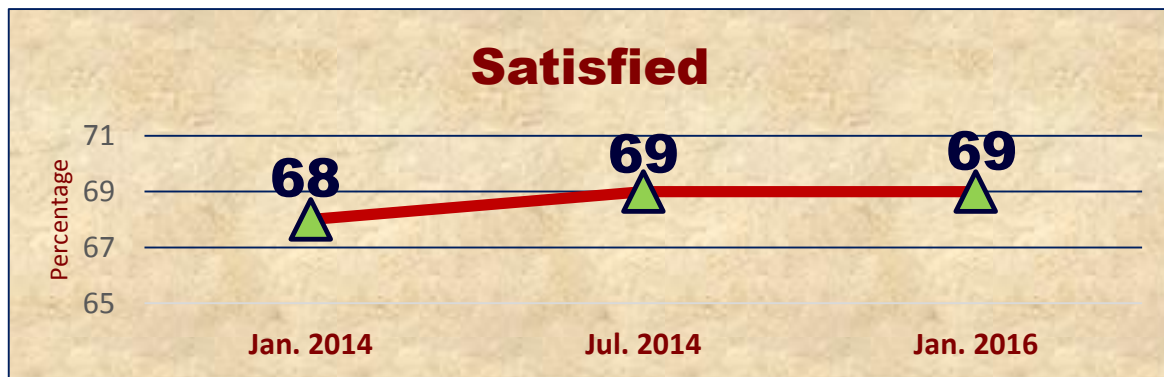


Figure 6C  
San Pablo Community Survey  
January 2016

## Strong Support for Library OVER TIME

**Question: How SATISFIED are you with the public library facilities and resources (presently) available to the residents of San Pablo?**



**Question: Would you like to see the San Pablo Public Library facilities expand with a newer facility and more resources available to local residents?**

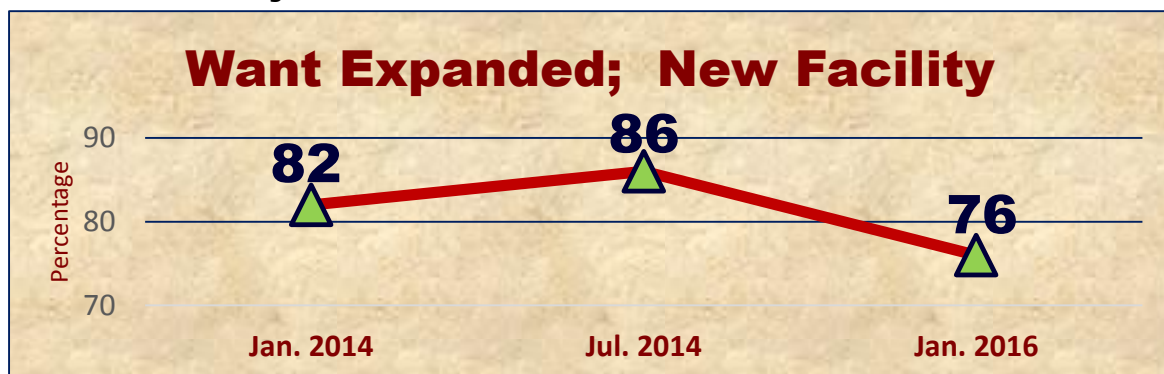


Figure 6D  
San Pablo Community Survey  
January 2016

## Excellent Decision to... Allocate \$6 million to Construct new County Library

**Question 3.2: The City has allocated \$6 million in taxable bonds to be use to construct a new County library at the corner of San Pablo Boulevard and Church Street. This was an excellent decision.**

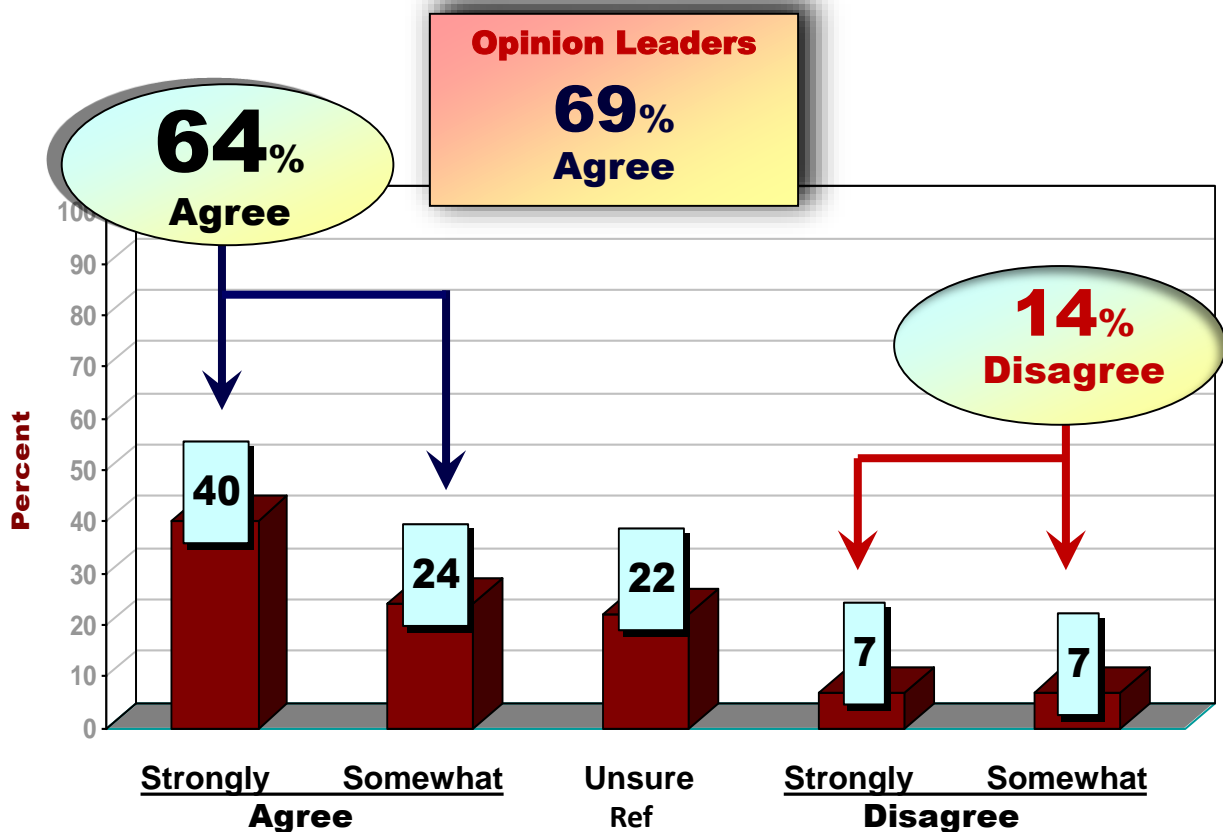


Figure 7A  
San Pablo Community Survey  
January 2016

## Awareness of...

# Fiber Optics Technology

**Question 8.1: Before today's telephone interview, had you heard of fiber optics?**

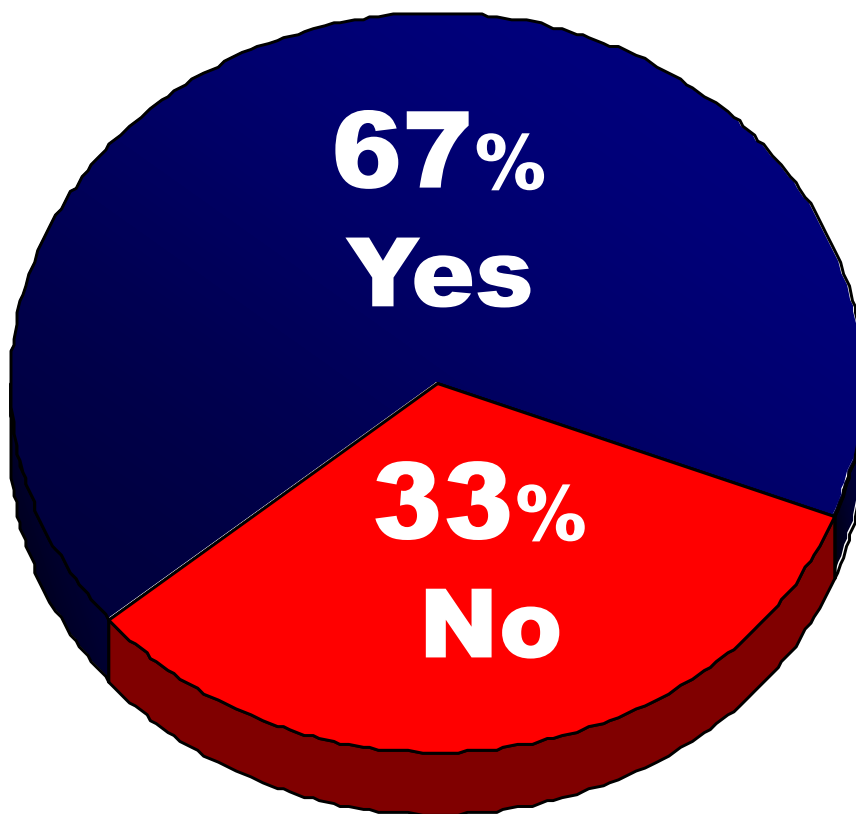


Figure 7B  
San Pablo Community Survey  
January 2016

# Willingness to **SWITCH** Your Current Communications Services to **City-Owned Municipal Broadband**

**Market Potential**  
November 2014  
**65%**  
Likely Take Rate  
Range from  
50.5% to 56.3%

**Market Potential**  
January 2016  
**75%**  
Likely Take Rate  
Range from  
**55% to 63%**  
100% Highly Likely + 50%  
to 70% Somewhat Likely

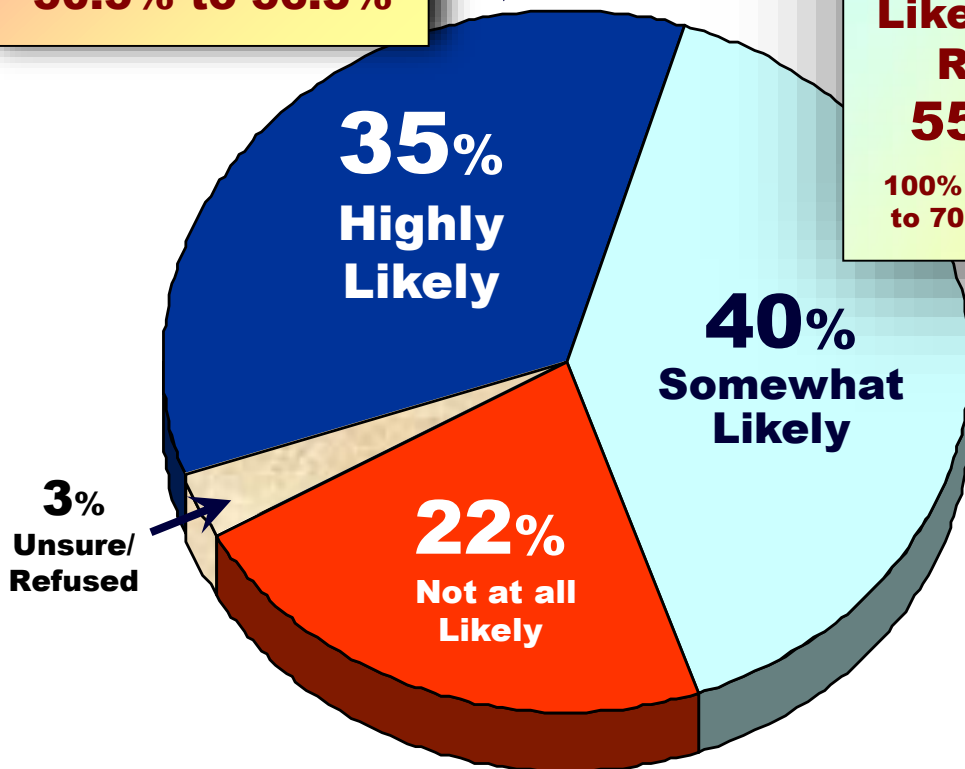




Figure 8  
San Pablo Community Survey  
January 2016

## **Preferred Funding Measure: To Hook-up Fiber Optics Network & Cover Some Operations & Maintenance for 2-3 Years**

**Question 8.4:** Several different funding mechanisms could be used to generate the money to pay for hook-up to the City-owned fiber optics network and to cover some of the operations and maintenance cost for the first 2 to 3 years of operation. These might include the following: (i) a 1% increase in the City's Utility Tax, (ii) a temporary, modest annual assessment to each property throughout the City administered through a Community Facilities District assessment (referred to as a CFD); or (iii) a modest increase in the City's Sales Tax. Given these three alternative funding mechanisms, which would you recommend that City officials ask San Pablo voters to authorize?

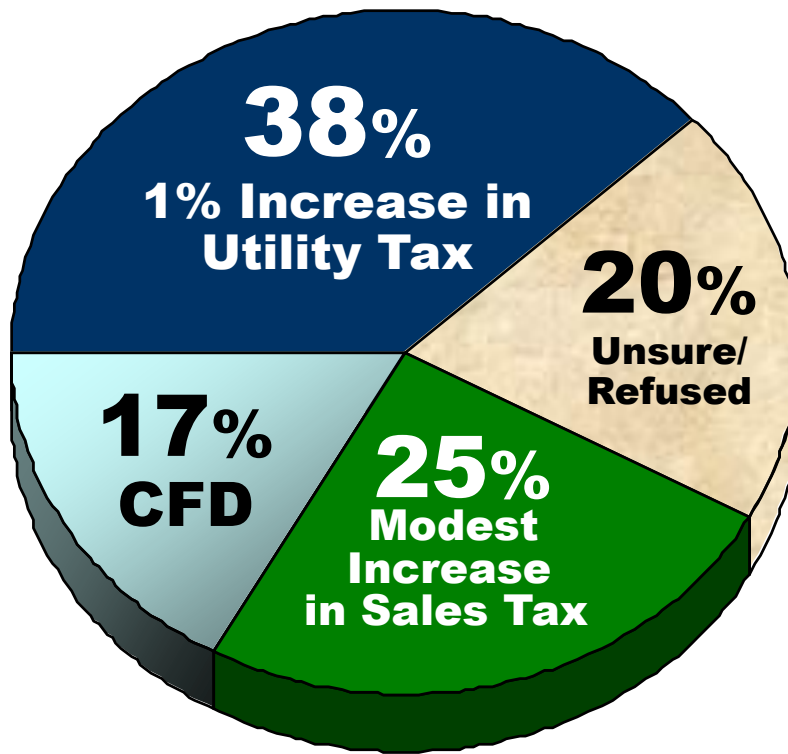


Figure 9A  
San Pablo Community Survey  
January 2016

# Support for funding if Covered Hook-up Fees & Some of Operations/Maintenance Costs **Registered Voters Who Would Switch**

**Question 8.3: San Pablo officials are considering placing a funding Measure on the local ballot wherein the monies from this funding Measure would be used to cover the hook-up fee for ALL San Pablo residents who decide to SWITCH from their present service provider (Comcast Cable or AT&T, for example) to the City-owned and operated Fiber Optics network. These monies would also be used to pay some of the operations and maintenance cost of the Municipal Broadband network for the first 2 to 3 years, until the system becomes self-funding. Should such a funding Measure be placed on the local ballot, would you vote YES or NO?**

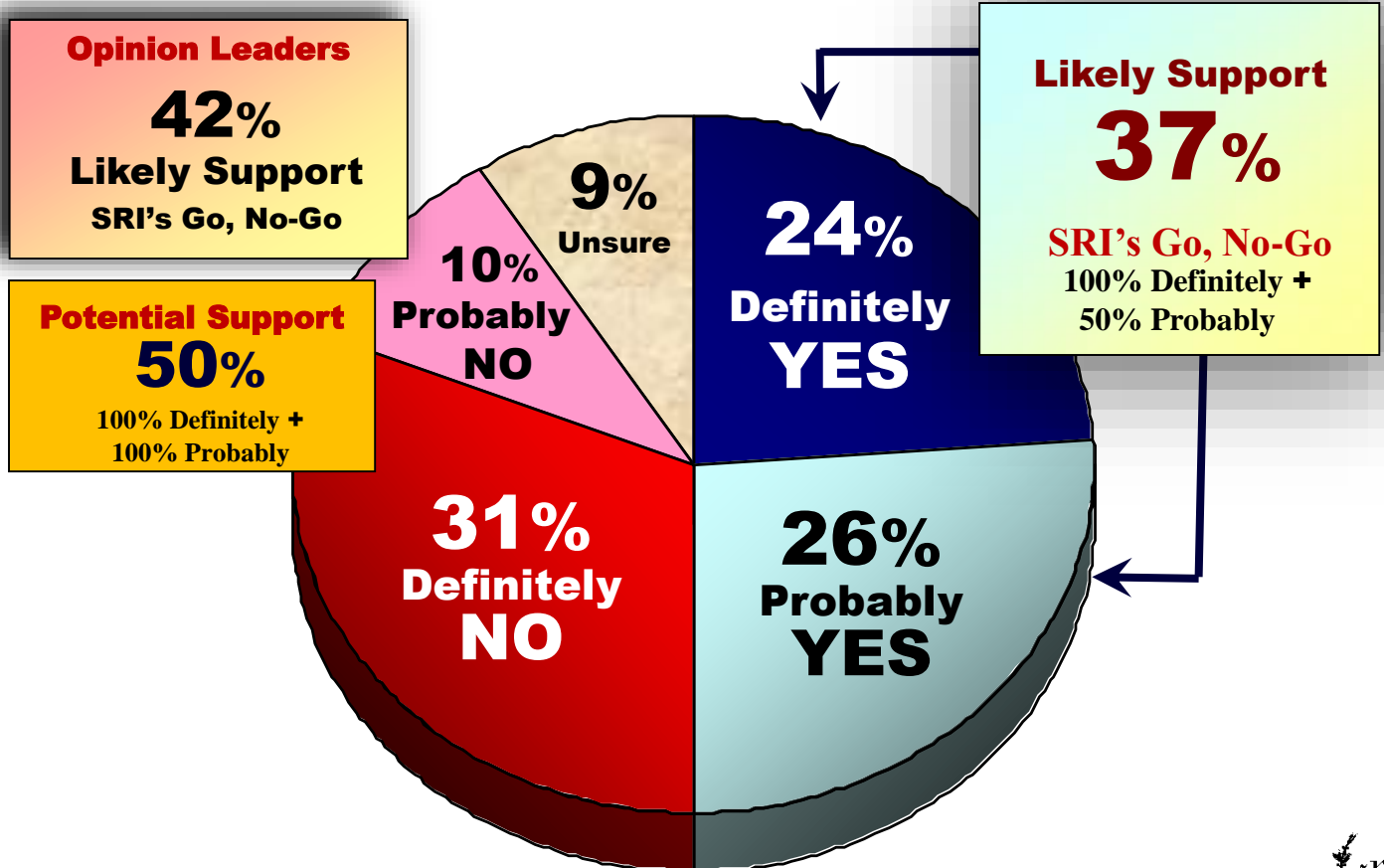


Figure 9B  
San Pablo Community Survey  
January 2016

# Support for funding if Covered Hook-up Fees & Some of Operations/Maintenance Costs **Property Owners Who Would Switch**

**Question 8.3: San Pablo officials are considering placing a funding Measure on the local ballot wherein the monies from this funding Measure would be used to cover the hook-up fee for ALL San Pablo residents who decide to SWITCH from their present service provider (Comcast Cable or AT&T, for example) to the City-owned and operated Fiber Optics network. These monies would also be used to pay some of the operations and maintenance cost of the Municipal Broadband network for the first 2 to 3 years, until the system becomes self-funding. Should such a funding Measure be placed on the local ballot, would you vote YES or NO?**

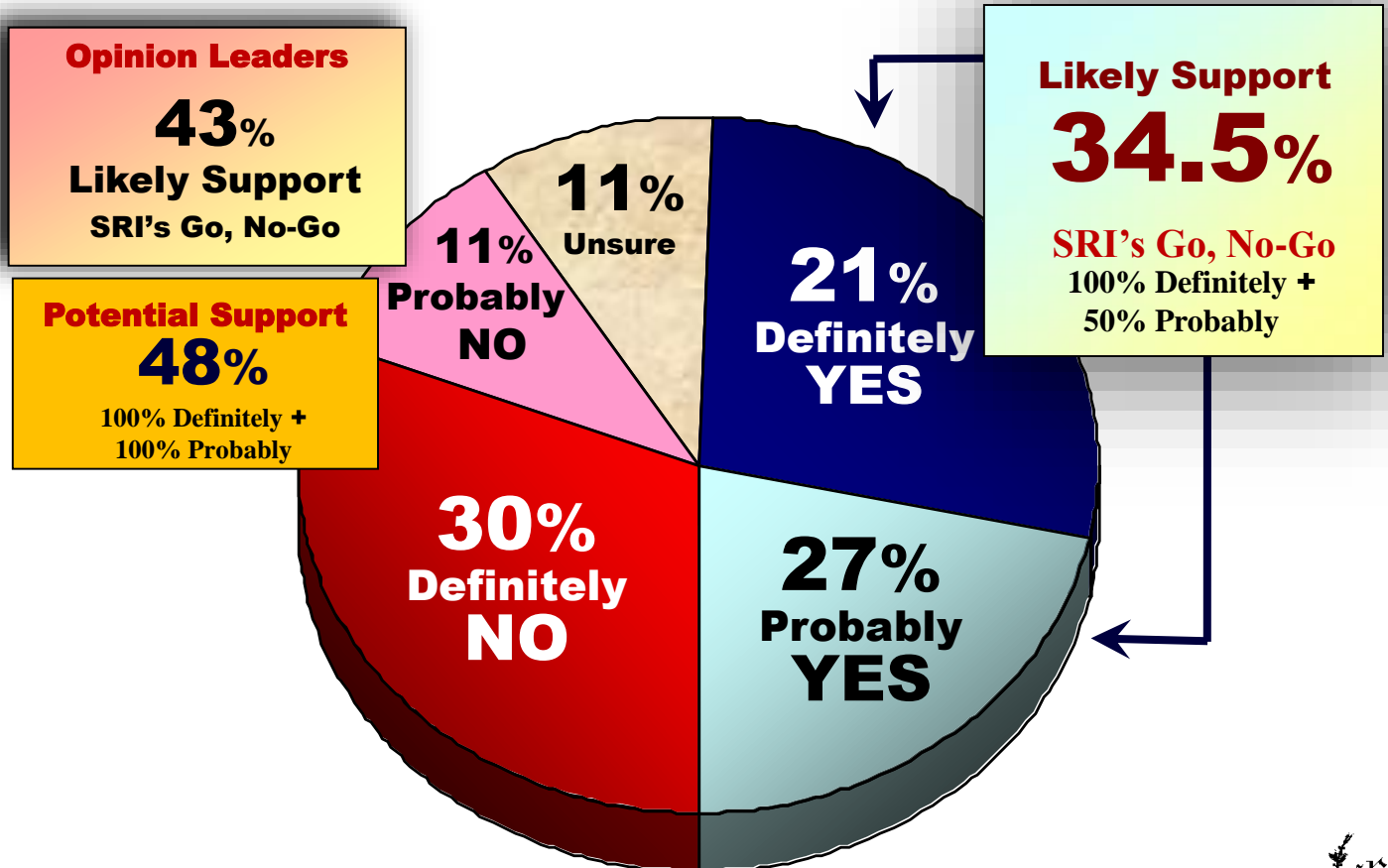


Figure 10  
San Pablo Community Survey  
January 2016

## Support for **Renewal** of **Measure Q** to Enhance Public Safety, Gang Prevention, Youth Services, Job Creation & Job Training **Registered Voters**

**Question 10.1: In June 2012, San Pablo voters authorized an increase in the City's sales tax that would be used to enhance public safety, gang prevention, youth services, job creation and job training for local residents (including the disenfranchised). If a Measure were to be placed on the local ballot prior to 2022, asking San Pablo voters to RENEW this sales tax...would you vote YES or NO? To be clear, the renewed funding Measure would begin with a half-cent sales tax that would remain in place for five years (until 2027); then be cut in half to a quarter-cent for the next five years (until 2032); then terminate, altogether. Would you vote YES or NO on such a Measure?**

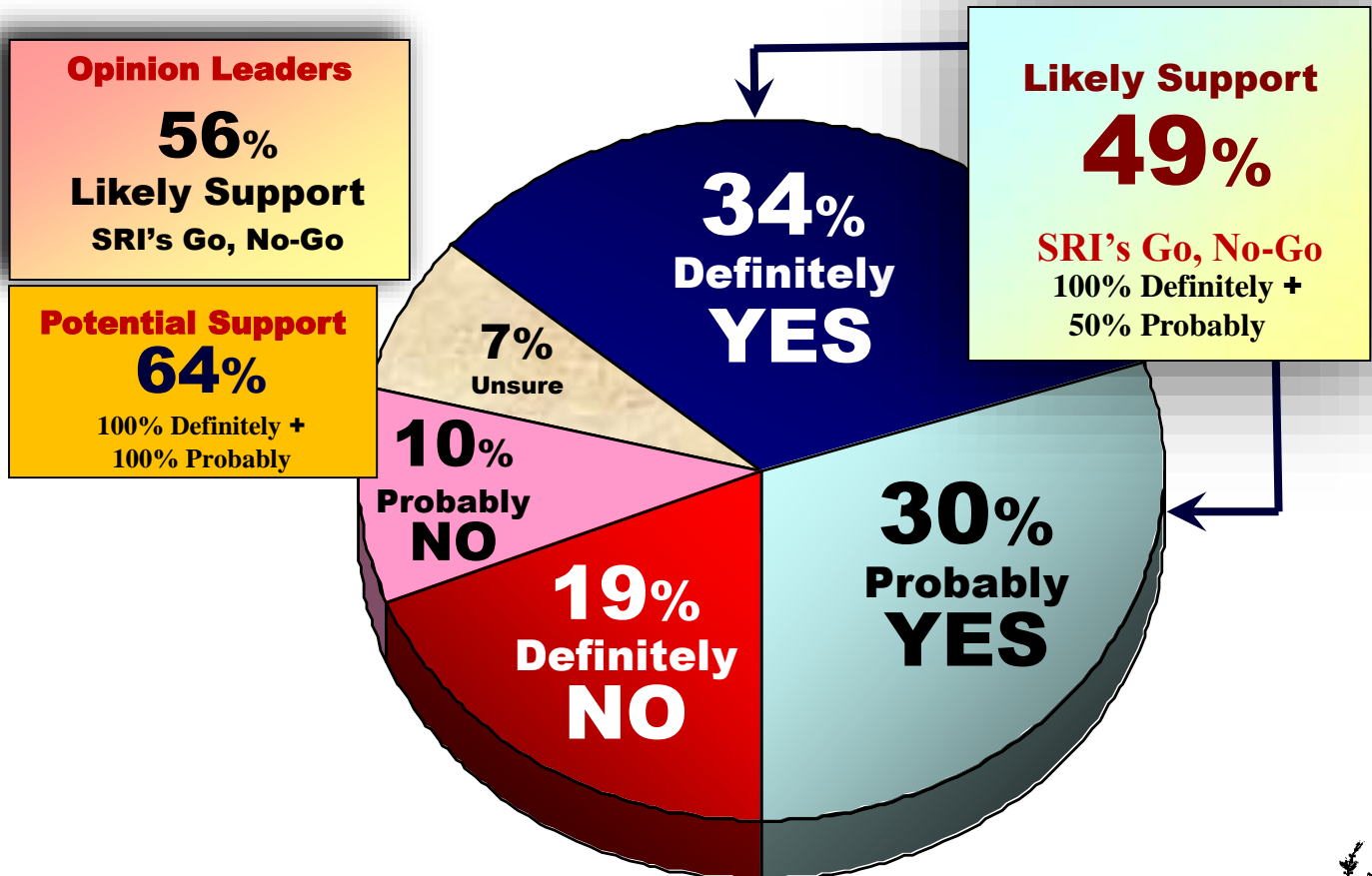


Figure 11  
San Pablo Community Survey  
January 2016

## Support Idea of...

### Passing Ordinance to Increase Minimum Wage Beyond State-Mandated \$10/hour?

**Question 7.1** Do you **SUPPORT** or **OPPOSE** the idea of having San Pablo pass an ordinance to increase the minimum wage for companies and organizations doing business in the City beyond the State-mandated \$10 per hour?

**Opinion Leaders**  
**68%**  
**Support**

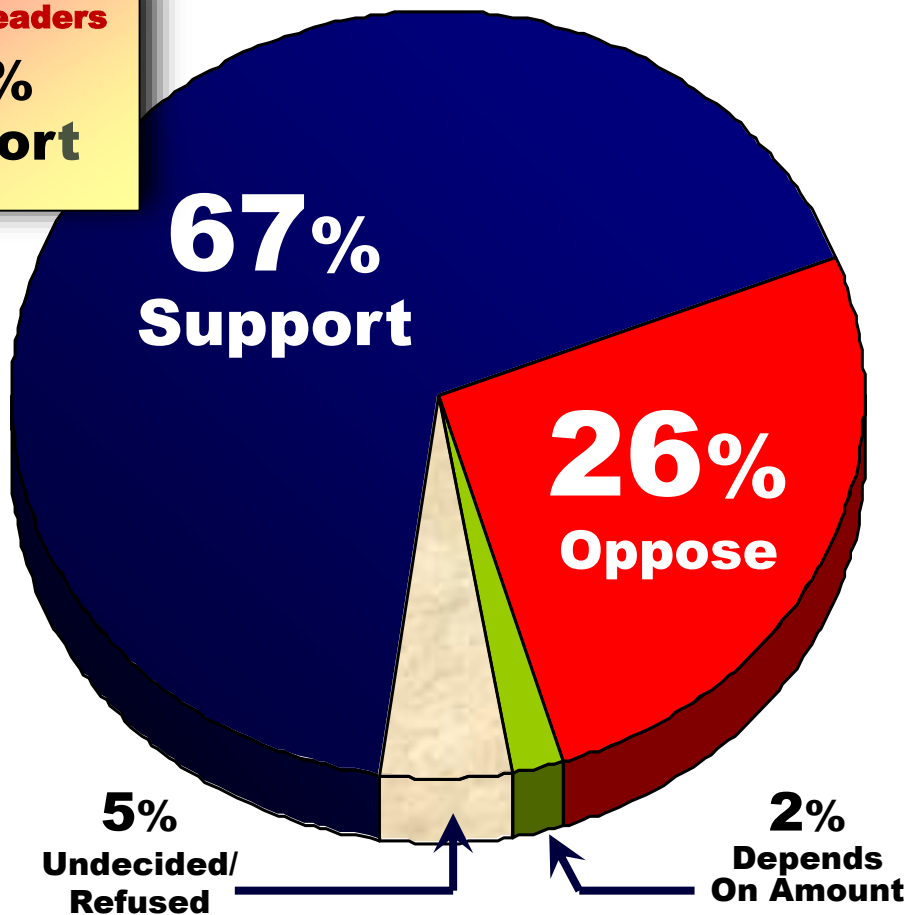


Figure 12A  
San Pablo Community Survey  
January 2016

# Childhood Obesity Epidemic...

## The City Needs to Address this Issue

**Question 3.3: Childhood obesity has become an epidemic among local youth; the City needs to do everything possible to address this epidemic.**

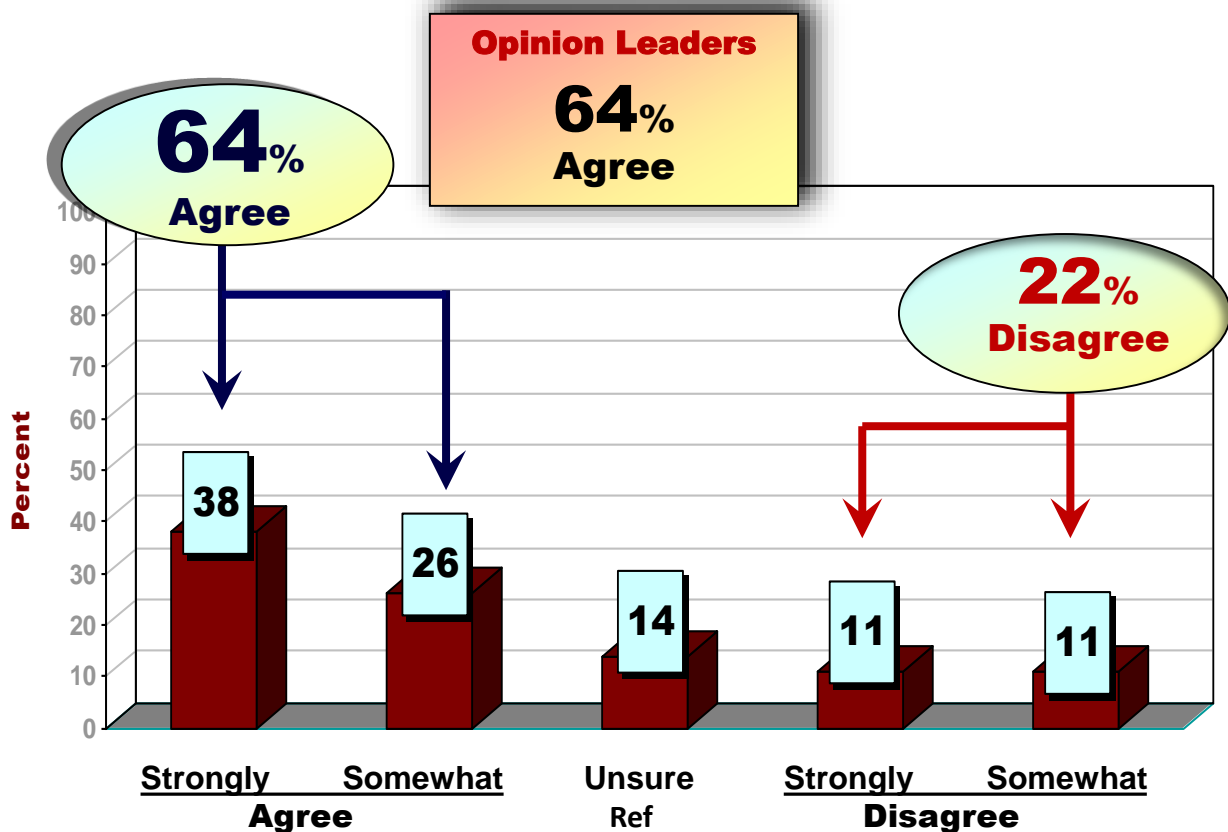


Figure 12B  
San Pablo Community Survey  
January 2016

## Childhood Obesity Epidemic... The City Needs to Address this Issue

**Question 3.3: Childhood obesity has become an epidemic among local youth; the City needs to do everything possible to address this epidemic.**

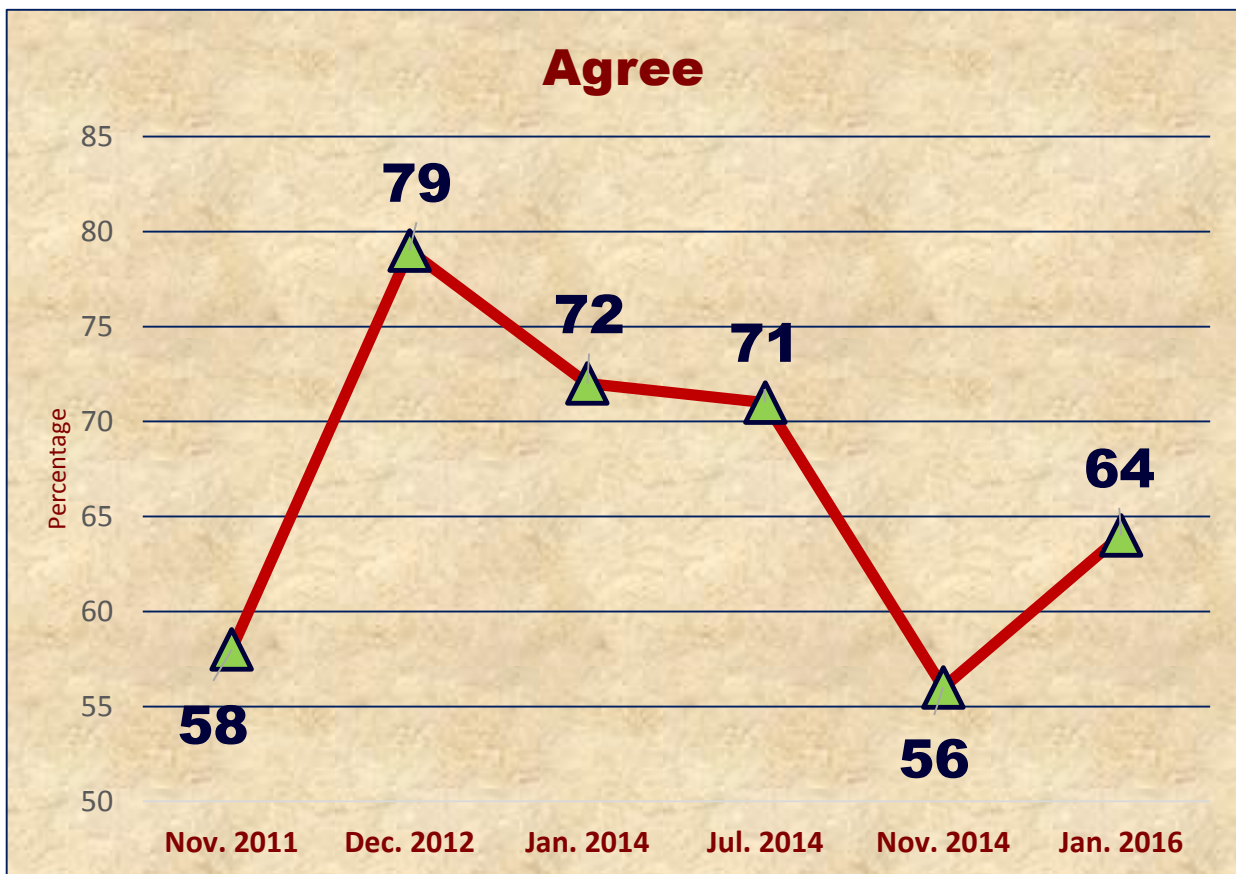


Figure 12C  
San Pablo Community Survey  
January 2016

# Support for funding for Child Obesity Policies/Programs with 1/2-cent Increase in Sales Tax from 9% to 9½%

**Question 5.1:** Assuming City officials adopted the model that you said you prefer for addressing the Childhood Obesity epidemic that presently exists among San Pablo youth...would you support a Measure on the local ballot, asking voters to authorize a half-cent increase in the sales tax charged for purchases made in San Pablo? Again, this would increase the sales tax from 9% to 9½%, going forward. Would you vote YES or NO on such a funding Measure?

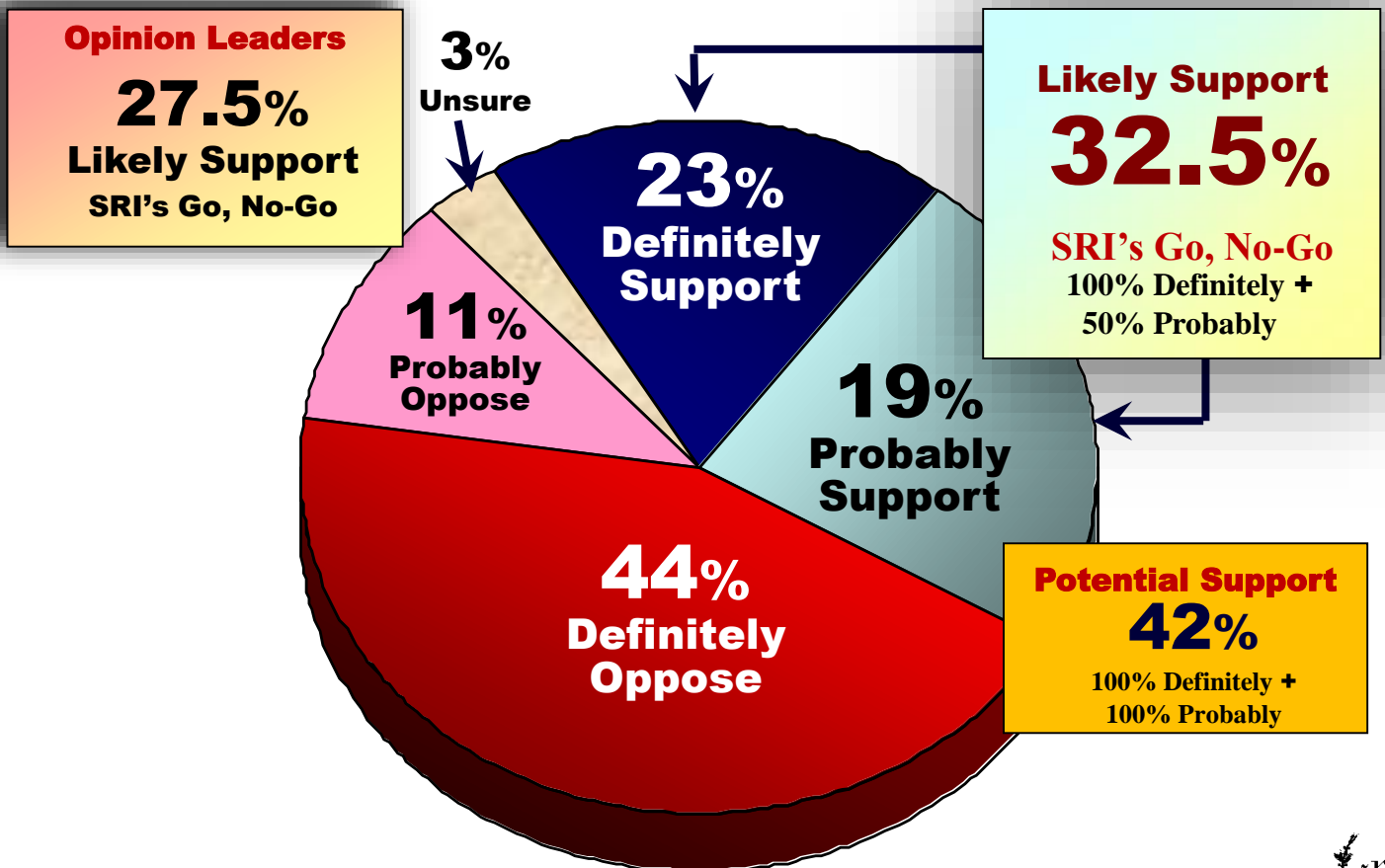




Figure 12D  
 San Pablo Community Survey  
 January 2016

# Support for to funding for Child Obesity Policies/Programs with 1/4-cent Increase in Sales Tax from 9% to 9 1/4%

**Question 5.2:** Since you said you would [probably vote YES, probably vote NO, definitely vote NO, or are undecided] on a funding Measure to increase the City's sales tax by half-cent in order to provide the monies that the City can use to adopt public policy and programs to fight the childhood obesity epidemic that presently exists among San Pablo youth...would you vote YES or NO if the increase were one-quarter of a cent? This would increase the sales tax being charged for purchases made in San Pablo from 9% to 9 and one quarter percent. Would you definitely vote YES, probably vote YES, probably vote NO, or definitely vote NO on such a Measure?.

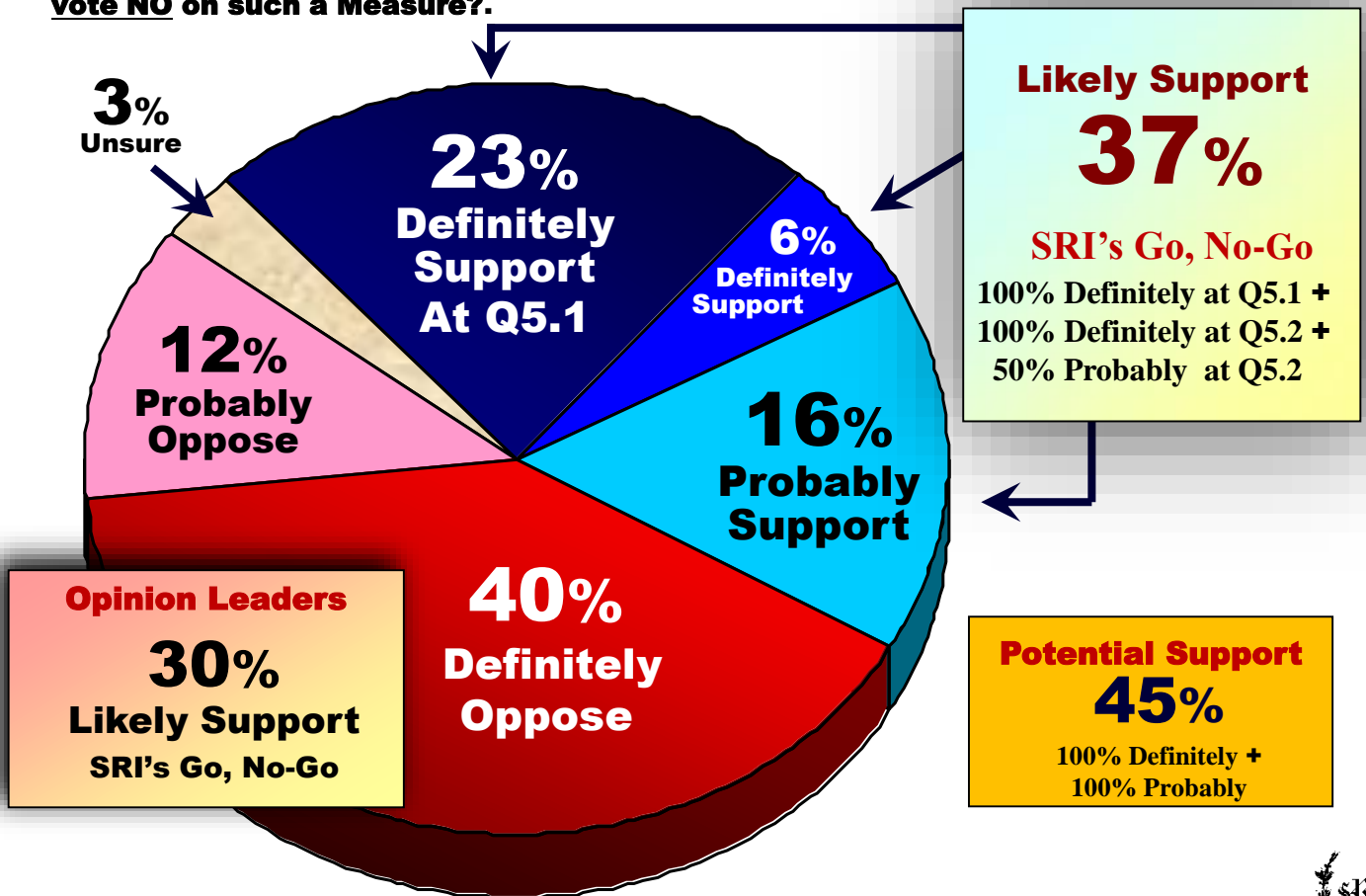


Figure 13A  
San Pablo Community Survey  
January 2016

## Satisfaction with... **City-Sponsored Programs & Services**

**Question 4.1: Overall, how satisfied are you with the quality of City-sponsored programs & services available to the residents of San Pablo?**

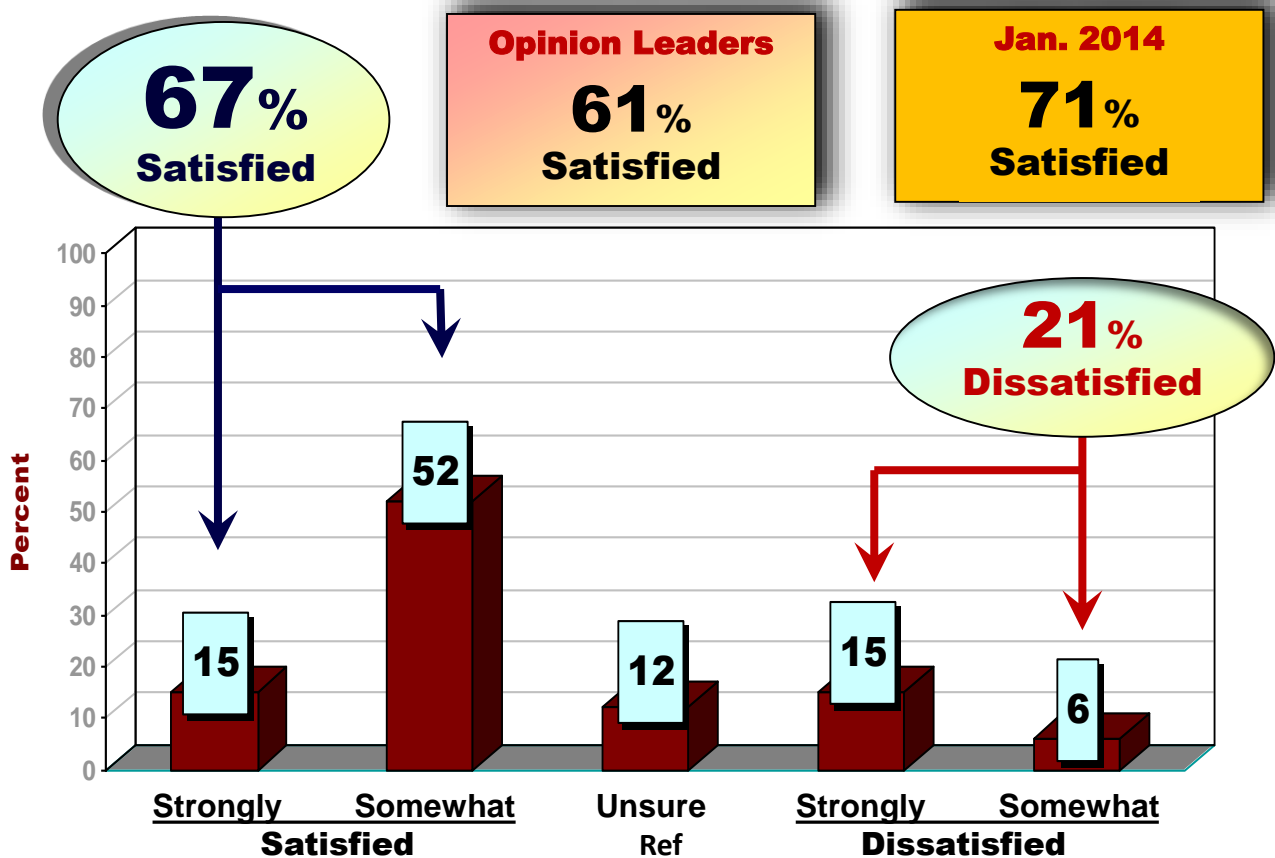


Figure 13B  
San Pablo Community Survey  
January 2016

## Satisfaction with City-owned... Parks, Trails & Recreation Facilities

**Question 4.3:** How satisfied are you with the City-owned parks, trails, and recreation facilities available to the residents of San Pablo; for example, the Wildcat Creek Trail, which is part of the Bay Trail?

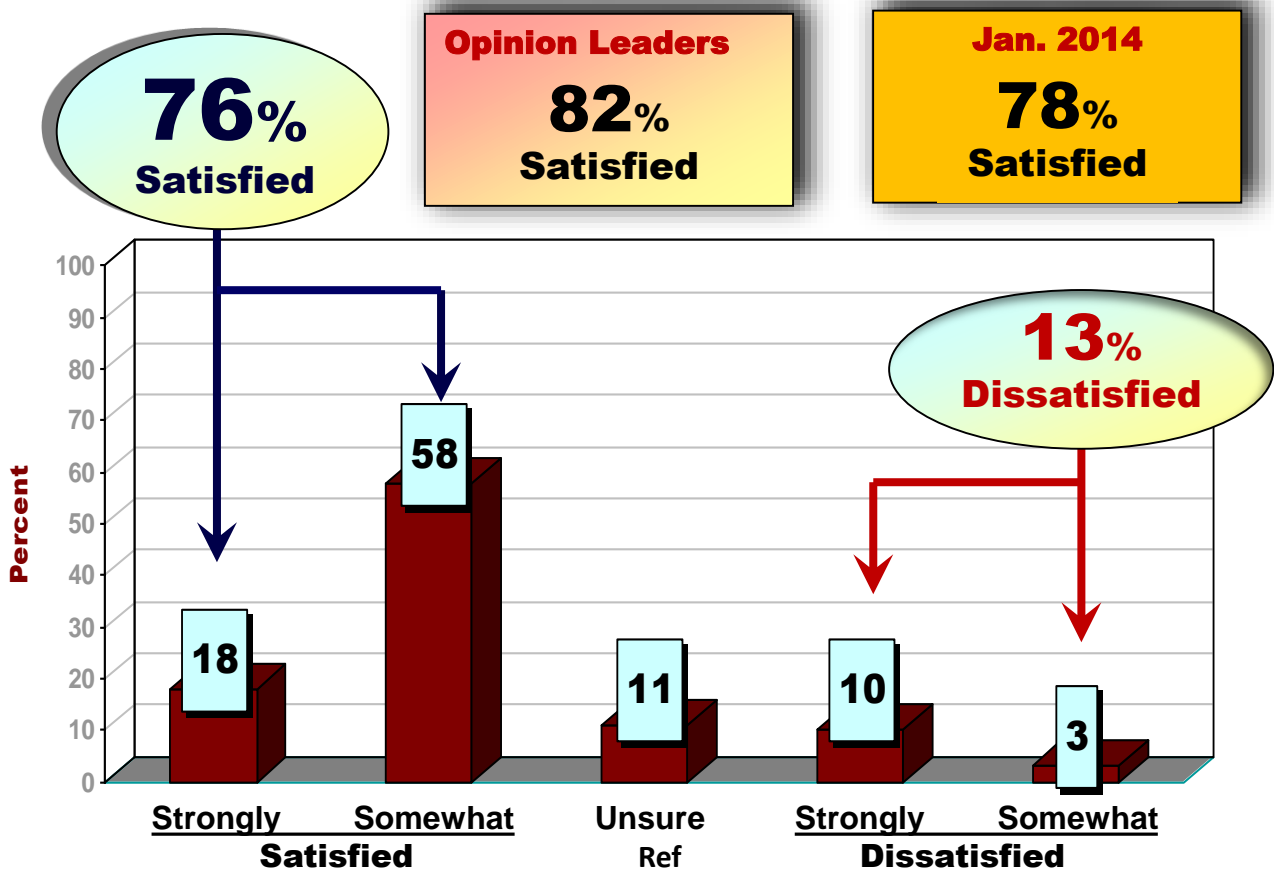


Figure 13C  
San Pablo Community Survey  
January 2016

## Satisfaction with Level of... **Street Maintenance**

**Question 4.4:** How satisfied are you with the level of street maintenance throughout the City of San Pablo?

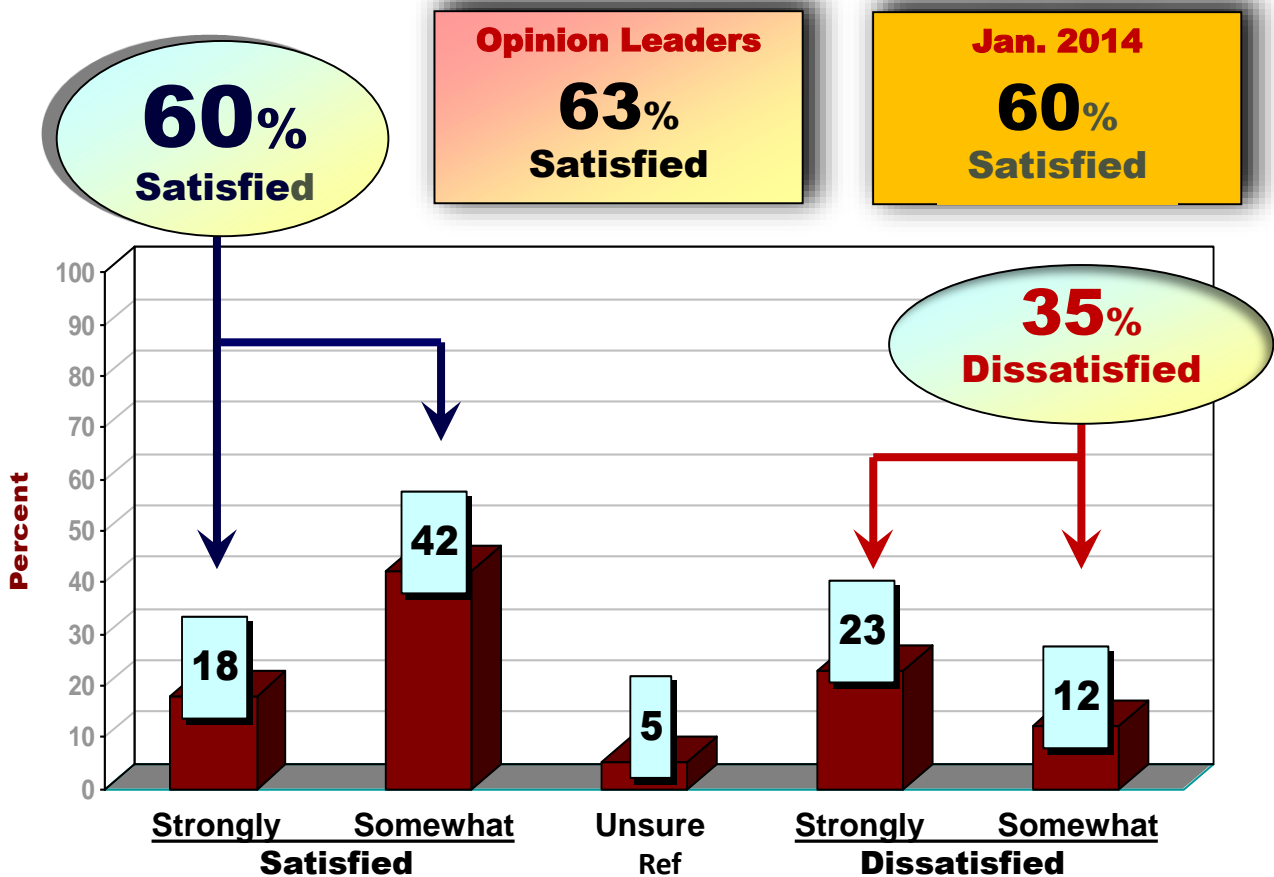


Figure 13D  
San Pablo Community Survey  
January 2016

## Satisfaction with... **Manner You Are Treated** when you have Dealings with City Government Employees

**Question 4.5:** How satisfied are you with the manner in which you are treated when you have dealings with City government employees, either over the phone or when you visit City Hall to take care of personal business?

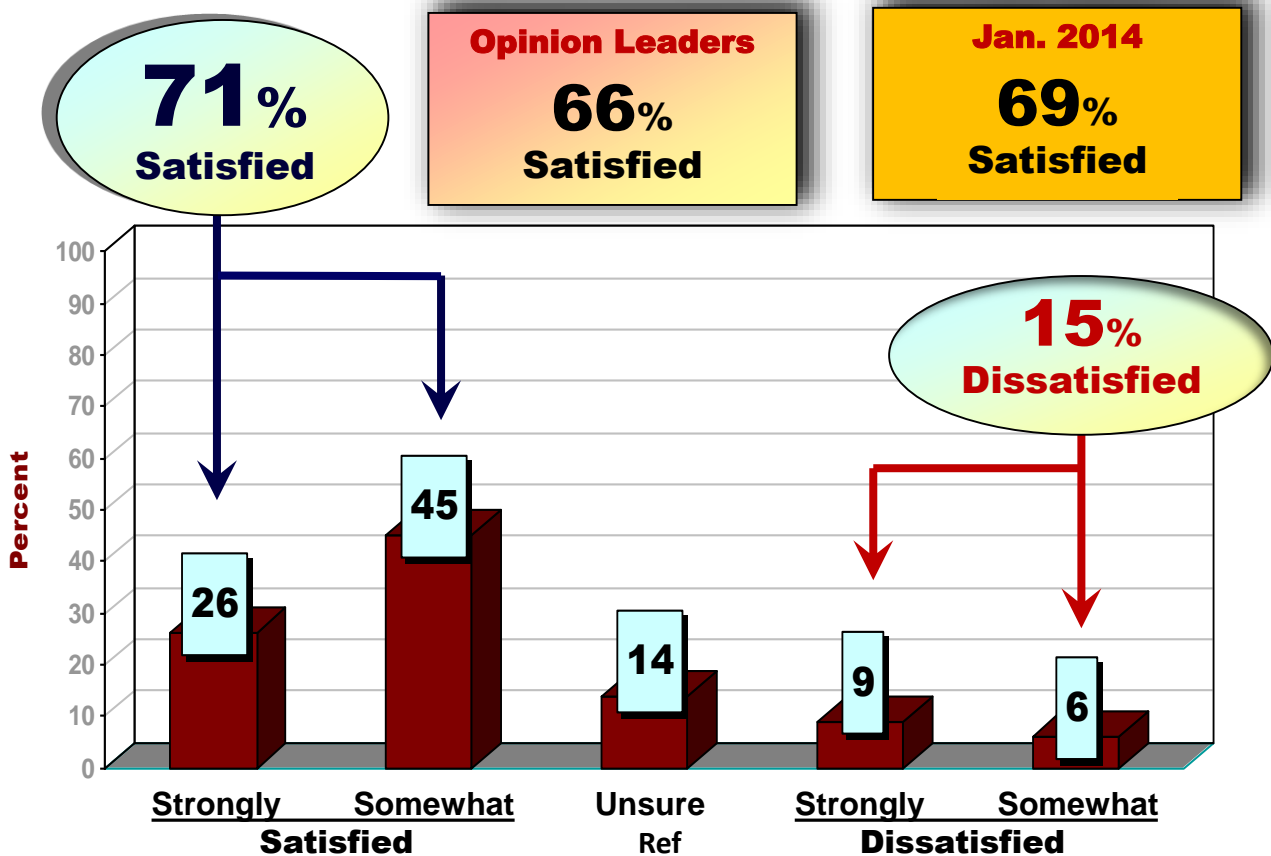


Figure 14  
San Pablo Community Survey  
January 2016

## Optimism about the Future

**Question 11.0:** 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?

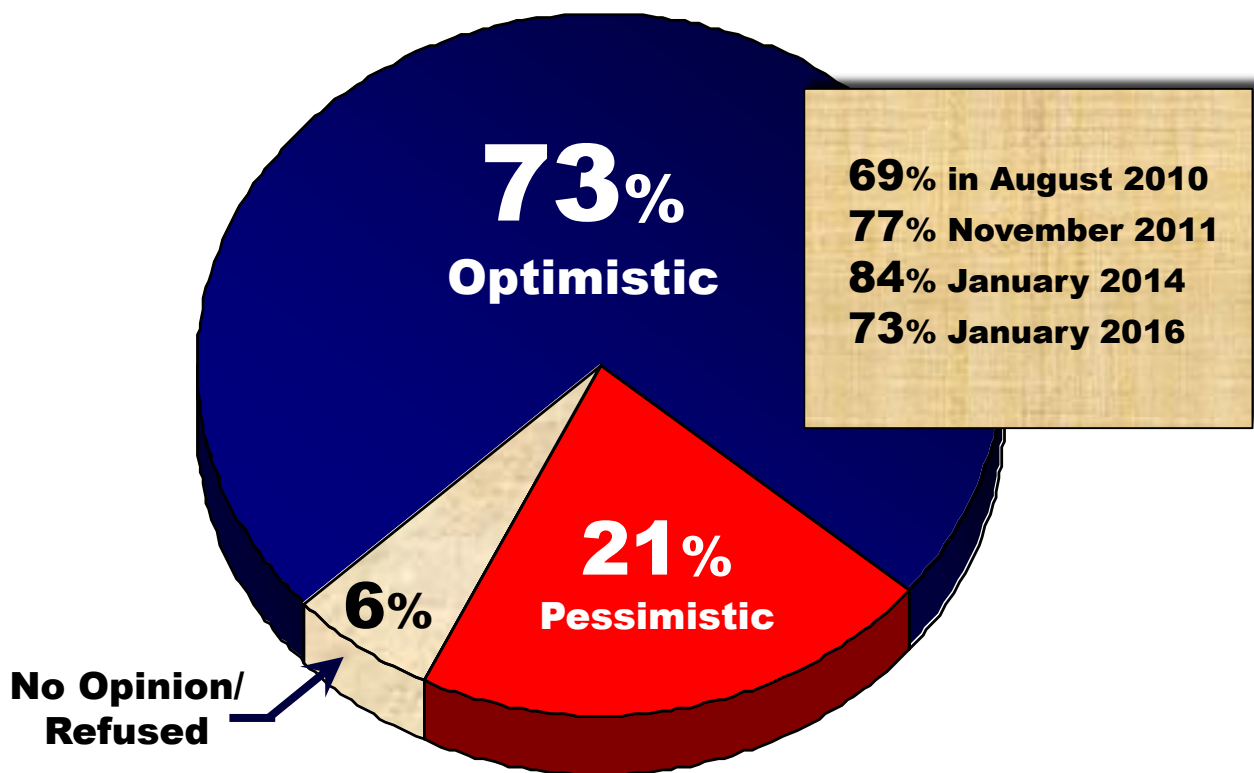
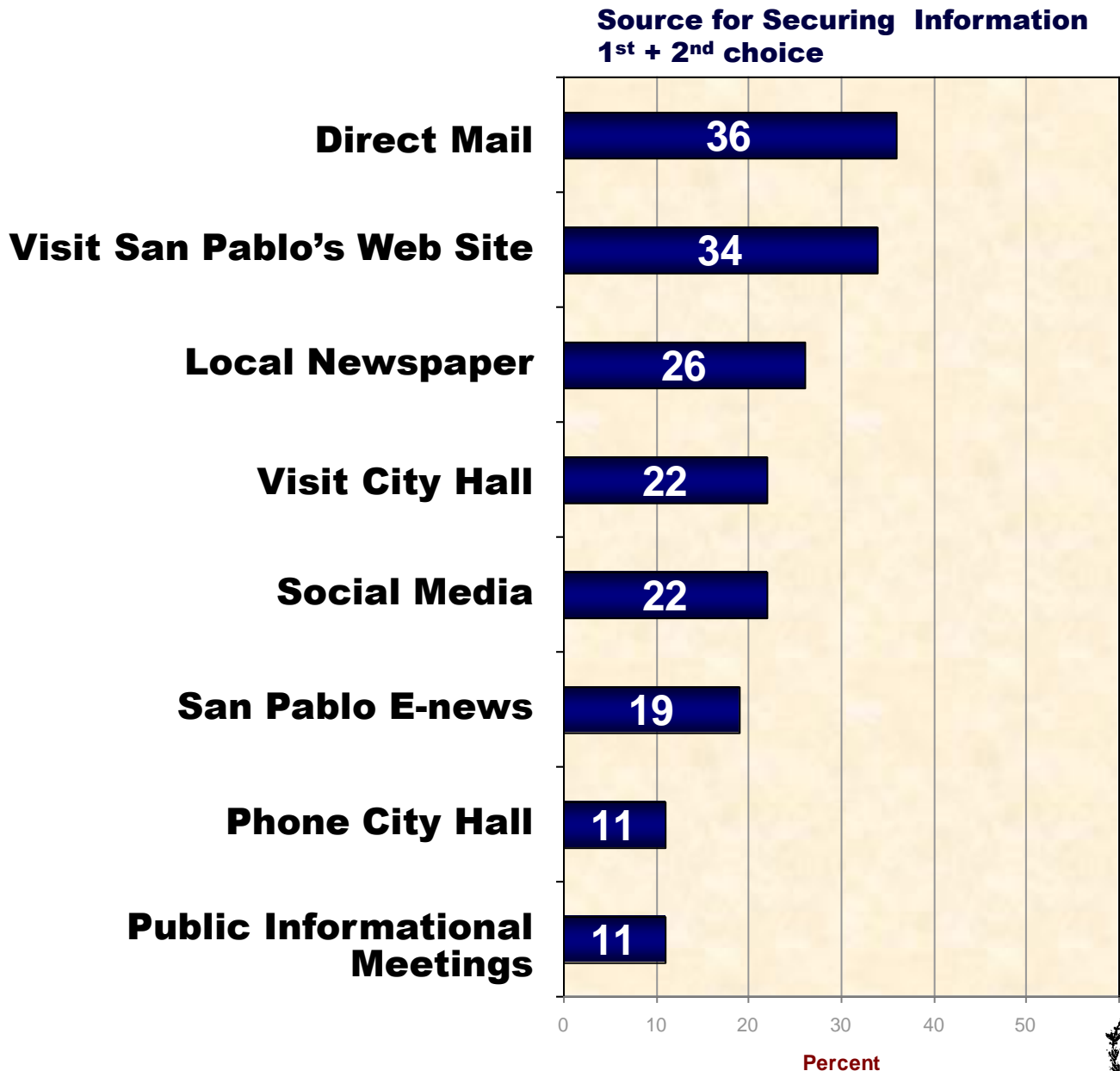


Figure 15  
San Pablo Community Survey  
January 2016

## Sources of Information Used to Secure Information about City-sponsored Activities & Programs



# Going Forward





# Going Forward

## RECOMMENDED PRIORITY #1

### 1. Funding for **Municipal Broadband**

- The most immediate funding issue, because...
  - ✓ It's an **on-going revenue stream** for City;
  - ✓ Needs **20% Market Penetration** to become profitable.
- Funding: Either increase in City's **Utility Tax OR CFD**; need addition public education to make final determination:
  - ✓ Will pay for **Hook-up fees** for residential market segment and **O&M** for first 2 to 3 years (need these funds to build out **Residential** fiber optics network).
- Earliest election cycle for placing a funding Measure on the local ballot: **2018**:
- Will light up City-owned fiber optics network for **Business Sector** in late 2016 or early 2017.



# Going Forward

## RECOMMENDED PRIORITY #2

### 2. Renewal of Measure Q

- Was passed in 2012; has a 10-yr. SUNSET; thus, will **terminate in 2022**, unless RENEWED by San Pablo voters.
- Thus, the City needs to place a Measure on the local ballot to **RENEW Measure Q**: June 2022 is last opportunity. Thus, should place a Measure on the local ballot either 2018 or 2020; given the City's Municipal Broadband agenda...**2020 is best**.
- Fortunately, the **Citizen's Oversight Committee is pleased** with how these funds are presently being used.
- Voter support is down (49% likely support; 64% potential support); thus, need to design and administer public outreach early and often to ensure **requisite voter** support for the renewal of Measure Q, when placed on the ballot.



# Going Forward

## RECOMMENDED PRIORITY #3

### 3. Address **Childhood Obesity** epidemic in San Pablo

- **Placing a funding Measure on the local ballot is NOT an option; likely voter support 37%; potential voter support 45%. Thus...**
- **Three additional potential funding sources:**
  - ✓ **Short-term:** Earmark potential funds from future Digital Casino sign revenue; e.g., 10-20% of these funds, annually.
  - ✓ **Longer term:** Potential Revenues from future Municipal Broadband Project, Operating Services Funding Agreement (TBD).
  - ✓ **General Fund:** Annual contribution from City's operating budget.
  - ✓ **Partnerships** (e.g., Kaiser Foundation)



Figure 16A  
 San Pablo Community Survey  
 January 2016

## Demographics of Survey Respondents

### *Length of Residency*

0 to 5 years	20%
6 to 10	17%
11 to 25	28%
Over 25 years	34%
Refused	1%

### *Age*

18 to 30	13%
31 to 40	12%
41 to 50	15%
51 to 65	26%
Over 65 years	31%
Refused	3%

### *Household Income*

Under \$25,000	24%
\$25,001 to \$50,000	25%
\$50,001 to \$75,000	19%
\$75,001 to \$100,000	11%
Over \$100,000	9%
Refused	12%

### *Ideology*

Liberal	62%
Progressive	9%
Moderate	16%
Conservative	4%
Refused	9%

### *Home Ownership*

Own	58%
Rent	39%
Refused	3%

### *Education*

Less than High School	6%
High School/Trade School	20%
Some College	40%
College Graduate	23%
Graduate/Prof. School	10%
Refused	1%

### *Ethnicity*

Caucasian	31%
Hispanic/Latino	22%
African American/Black	27%
Native American/Alaskan	1%
Native Hawaiian & other Pacific Islander	1%
Asian	10%
Other	4%
Refused	4%

### *Gender*

Male	41%
Female	59%



Figure 16B  
San Pablo Community Survey  
January 2016

## Demographics of Survey Respondents

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

<b>None</b>	<b>70%</b>
<b>One</b>	<b>15%</b>
<b>Two</b>	<b>10%</b>
<b>Three or more</b>	<b>4%</b>
<b>Refused</b>	<b>1%</b>

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

<b>East I80/San Pablo Hills</b>	<b>11%</b>
<b>Old Town</b>	<b>11%</b>
<b>N San Pablo, Leroy Heights</b>	
<b>Contra Costa College</b>	<b>39%</b>
<b>West I80, Casino Hospital</b>	
<b>Area, City Hall</b>	<b>34%</b>
<b>Refused</b>	<b>5%</b>

### ***Registered to Vote***

<b>Yes</b>	<b>81%</b>
<b>No</b>	<b>18%</b>
<b>Refused</b>	<b>1%</b>

### ***Party ID***

<b>Democrat</b>	<b>35%</b>
<b>Republican</b>	<b>32%</b>
<b>Independent</b>	<b>22%</b>
<b>Other</b>	<b>11%</b>

