

**2012 San Pablo Community Survey**  
with focus on...

**Community Core Values,  
Economic Development,  
& Child Obesity**

*Prepared Expressly for...*



**December 2012**



*An Institute for* **CONSENSUS BUILDING**  
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**STRATEGY  
RESEARCH  
INSTITUTE**

Figure 1  
 2012 San Pablo Community Survey  
 December 2012

## Local Issues of Concern (Core Values)

**Question 1.0: I will 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, or NO concern to you at all.**

1<sup>st</sup> + 2<sup>nd</sup> issues of concern

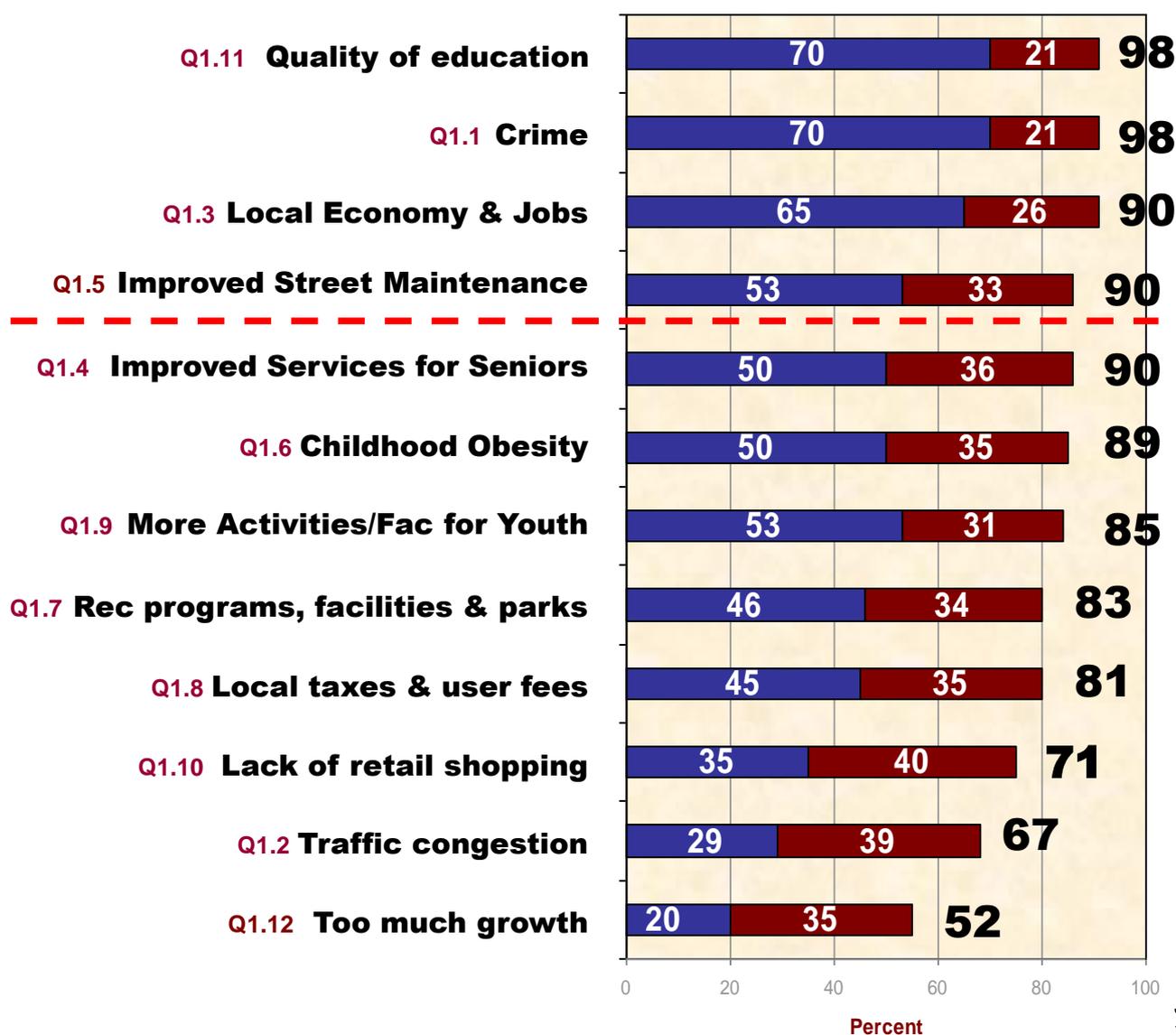
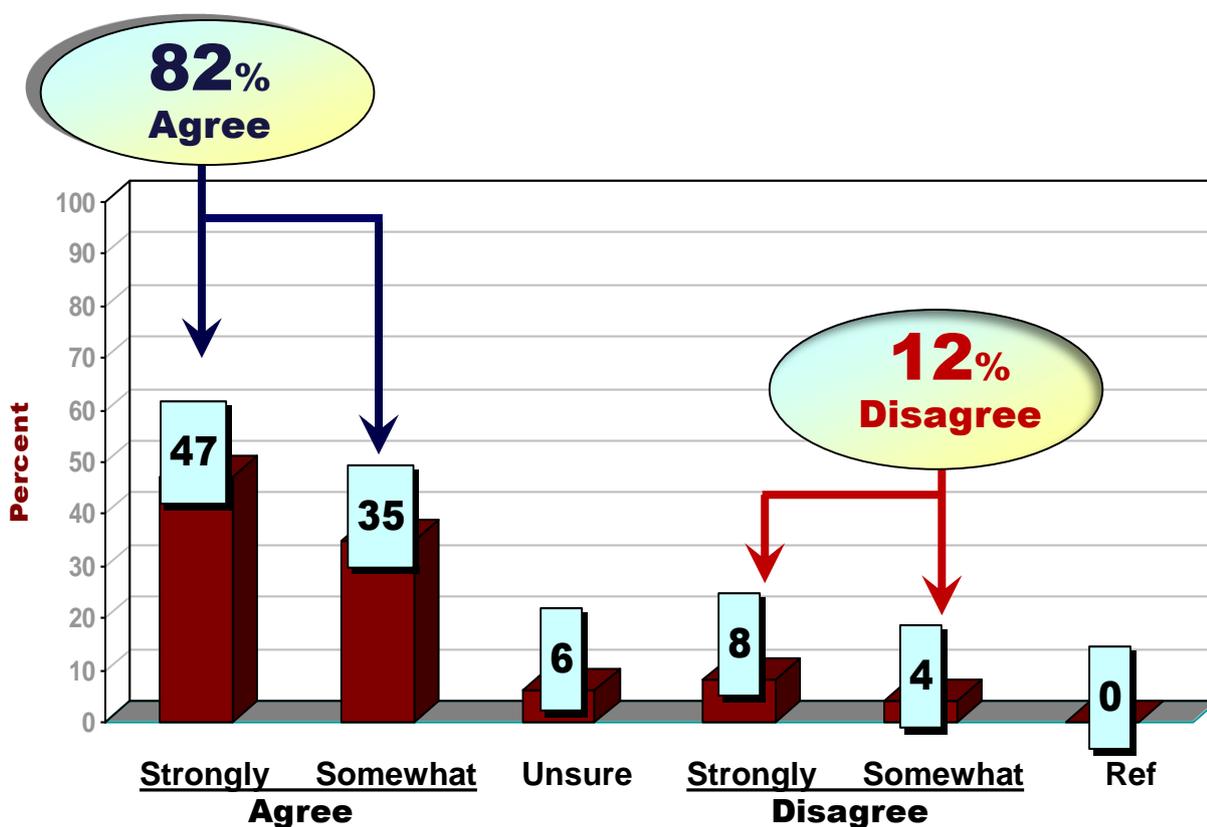


Figure 2  
2012 San Pablo Community Survey  
December 2012

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

Question 2.1: San Pablo is a great community; I am happy to be a resident.



# Public's Perceptions



Figure 3  
2012 San Pablo Community Survey  
December 2012

## The City of San Pablo has Adequate... Parks, Trails and Recreation Programs & Facilities

**Question 2.2: The City of San Pablo has adequate parks, trails, and recreational programs and facilities to meet the needs of local residents.**

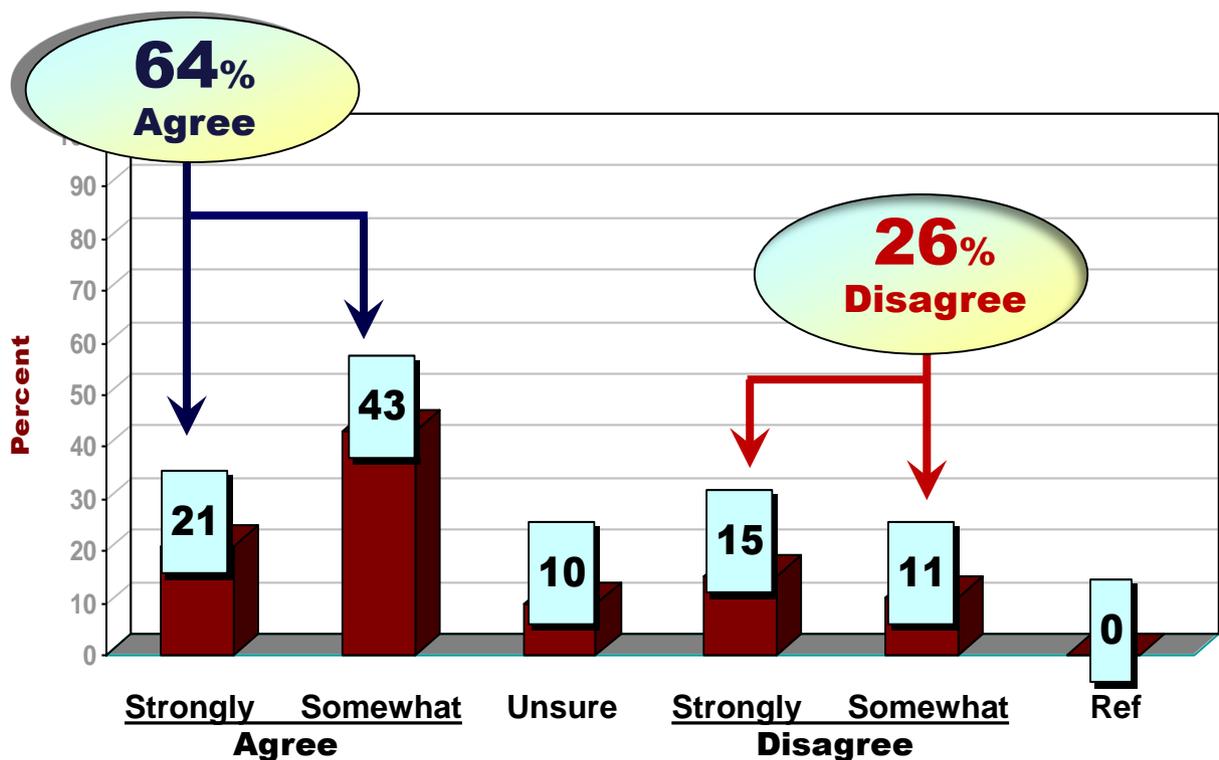


Figure 4  
2012 San Pablo Community Survey  
December 2012

## There is **MORE** Crime in San Pablo... today than one year ago.

**Question 2.3: There is more crime in San Pablo today than there was one year ago.**

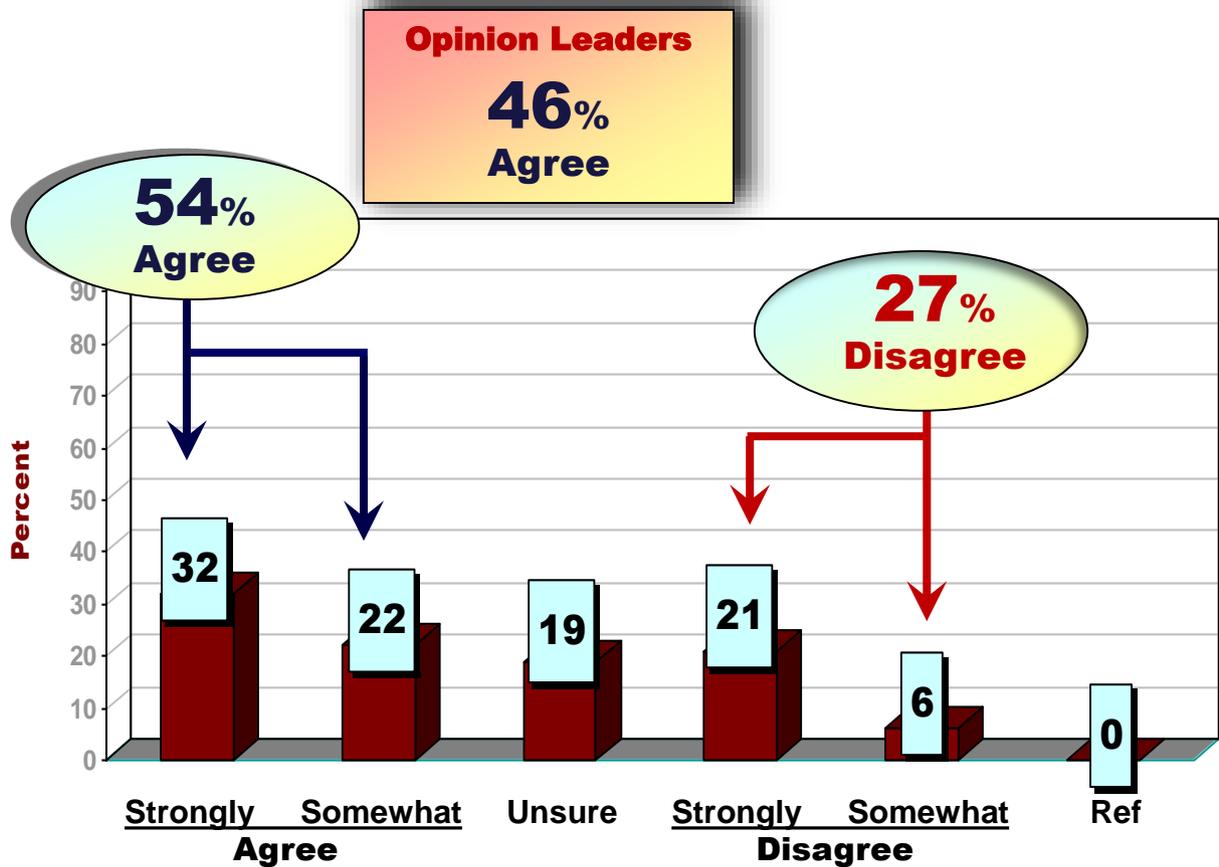


Figure 5  
2012 San Pablo Community Survey  
December 2012

## Traffic Problems in San Pablo... are Serious and Require Immediate Attention

**Question 2.4:** Traffic problems within the City of San Pablo are very serious and require the immediate attention of local government.

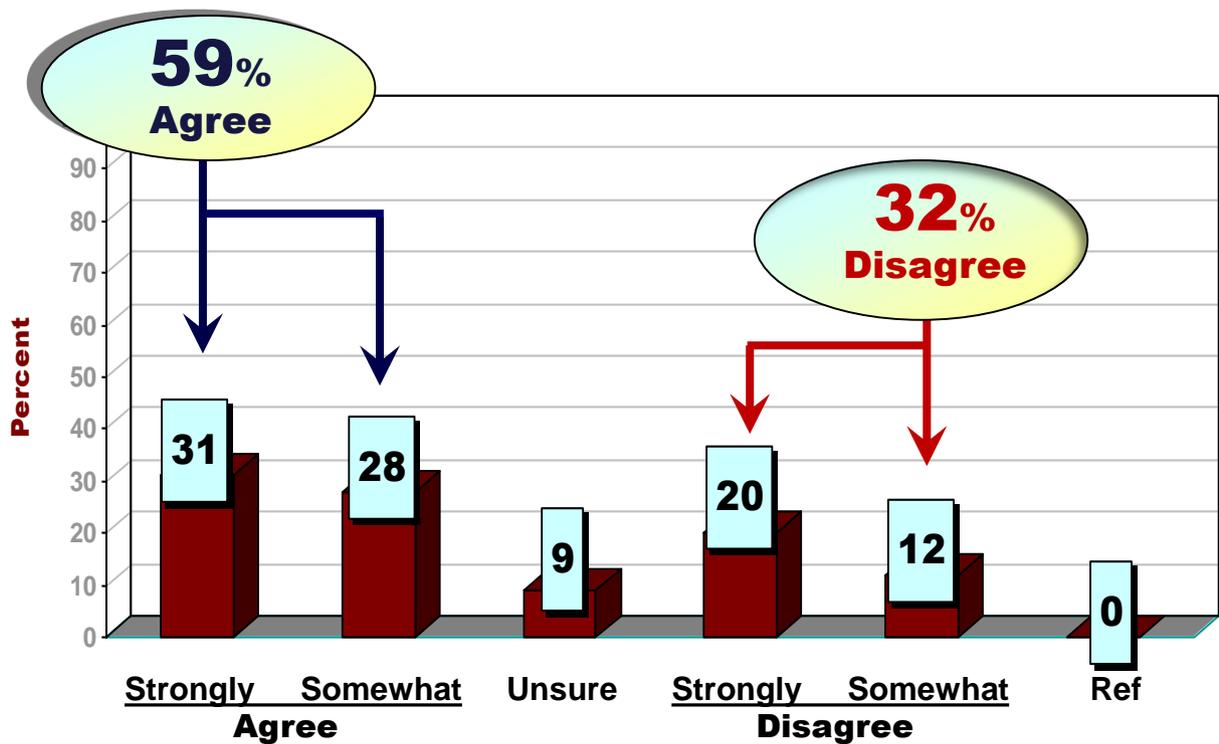
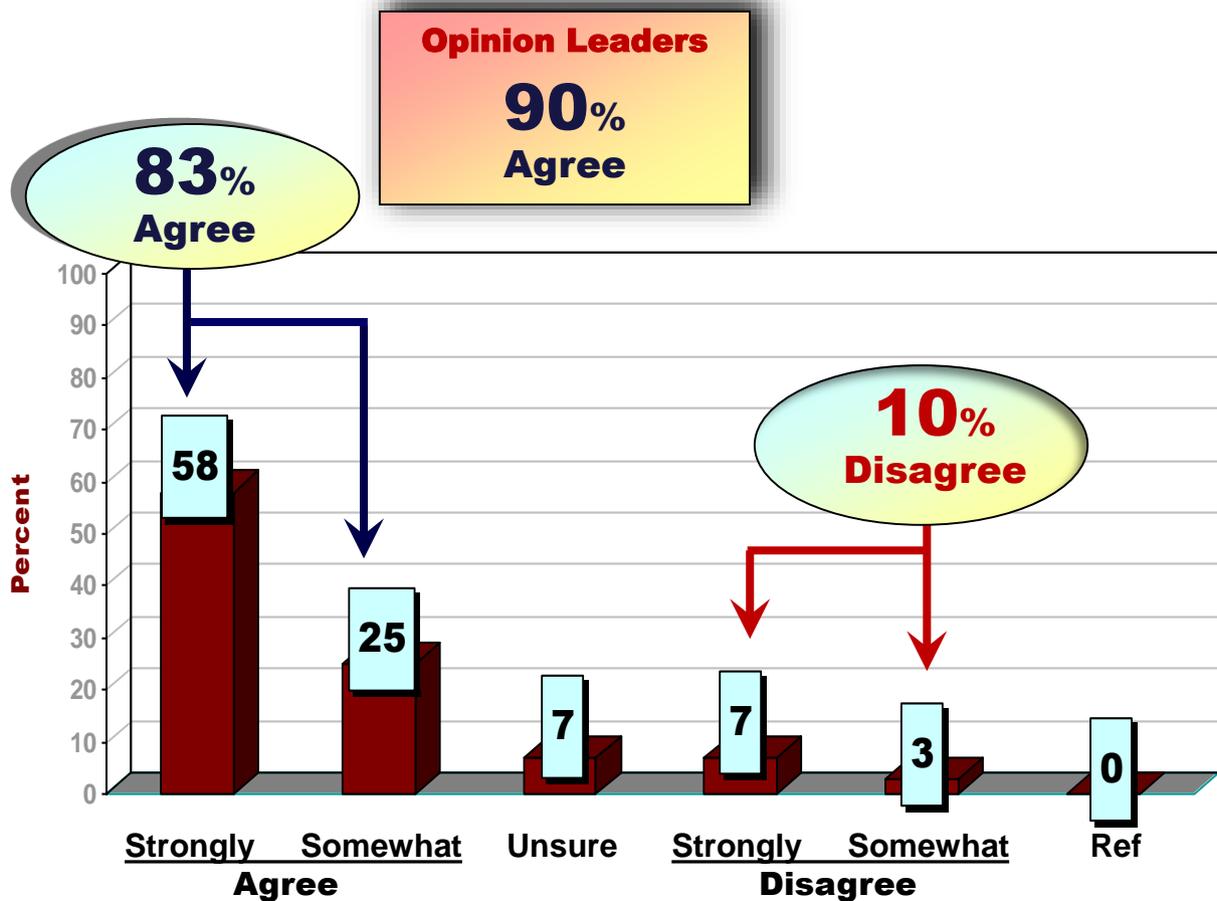


Figure 6  
2012 San Pablo Community Survey  
December 2012

## Senior Services are Essential...

**Question 2.9: Senior services are essential, thus, are part of what local government MUST provide to seniors who reside in San Pablo.**



# Satisfaction Scores



Figure 7  
2012 San Pablo Community Survey  
December 2012

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

**Question 3.1: Overall, how satisfied are you with the quality of City-sponsored programs & services available to the residents of San Pablo?**

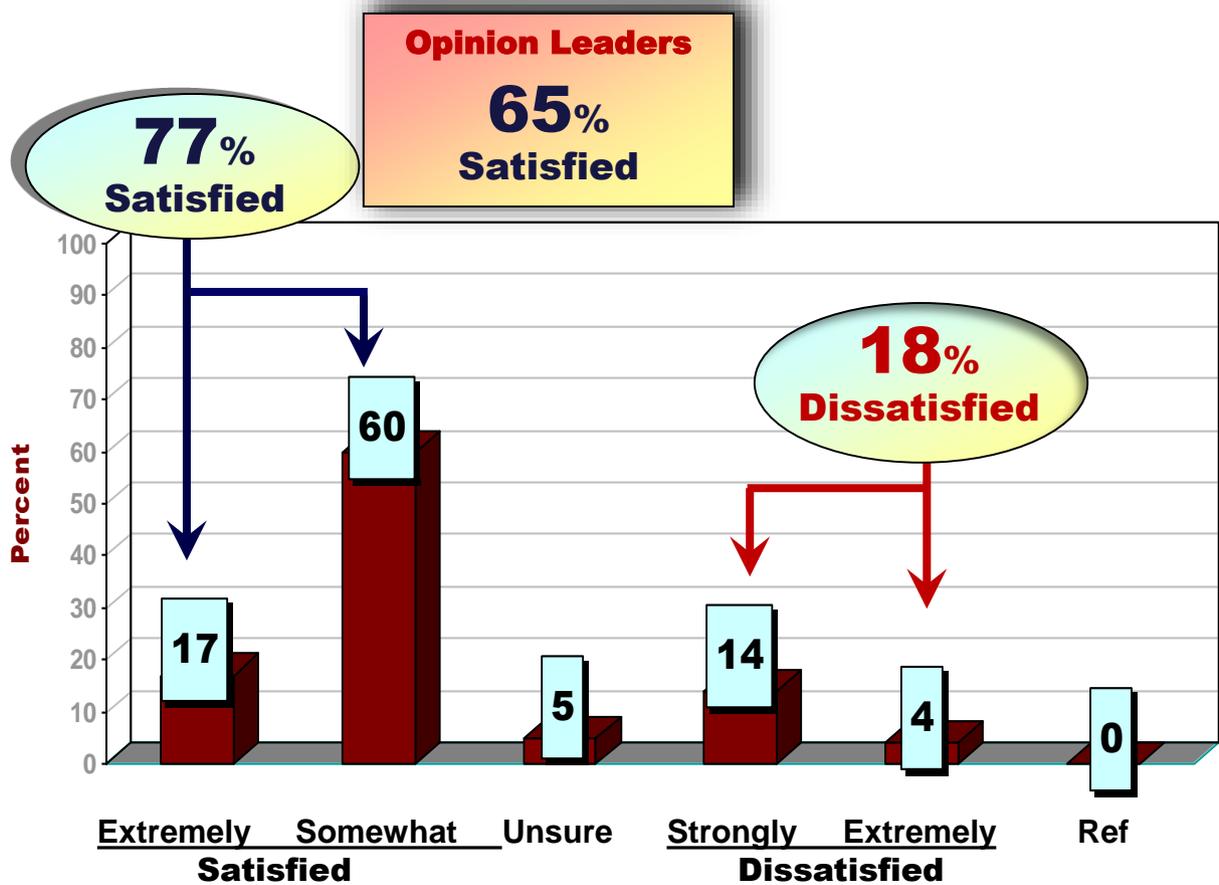


Figure 8  
2012 San Pablo Community Survey  
December 2012

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

**Question 3.2: How satisfied are you with public library facilities and resources available to the residents of San Pablo?**

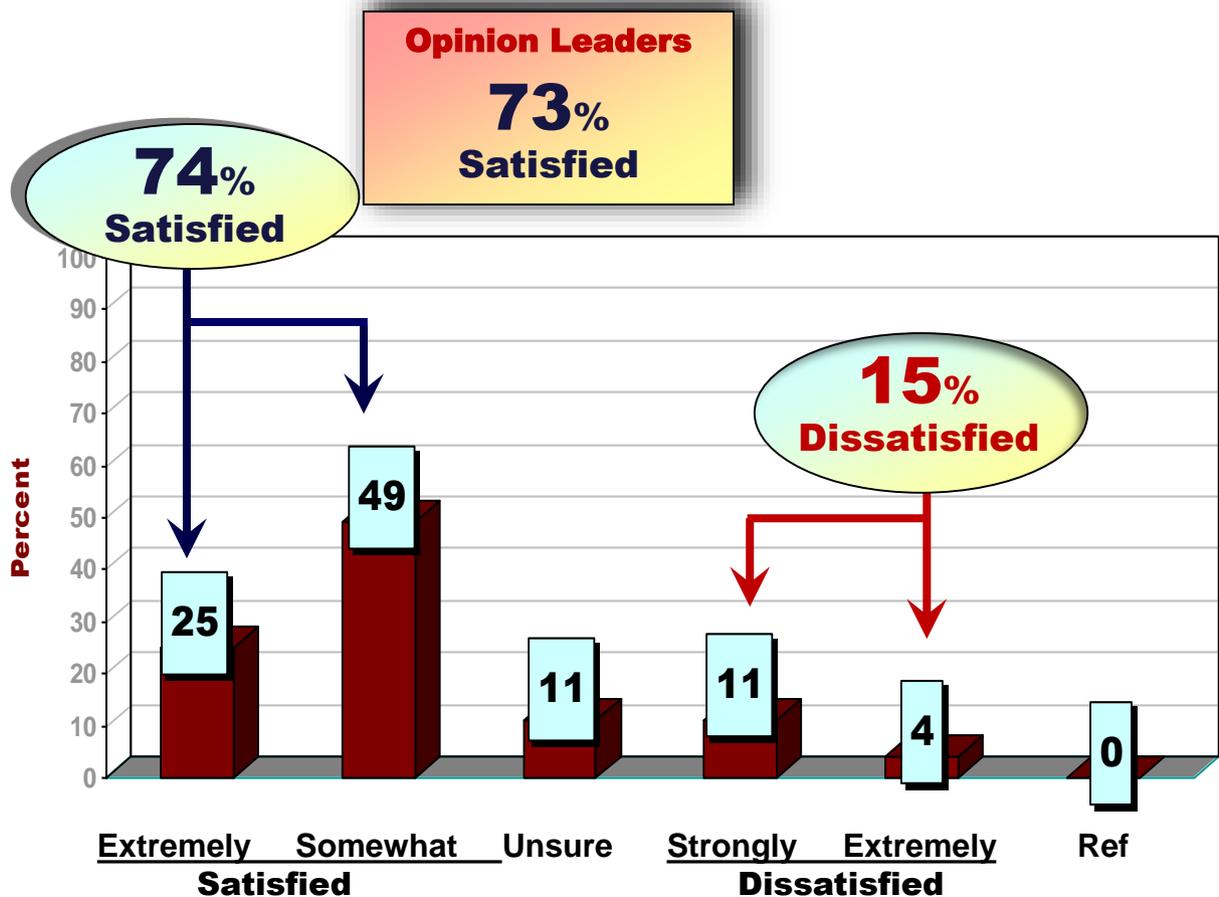


Figure 9  
2012 San Pablo Community Survey  
December 2012

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

**Question 3.3:** 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?

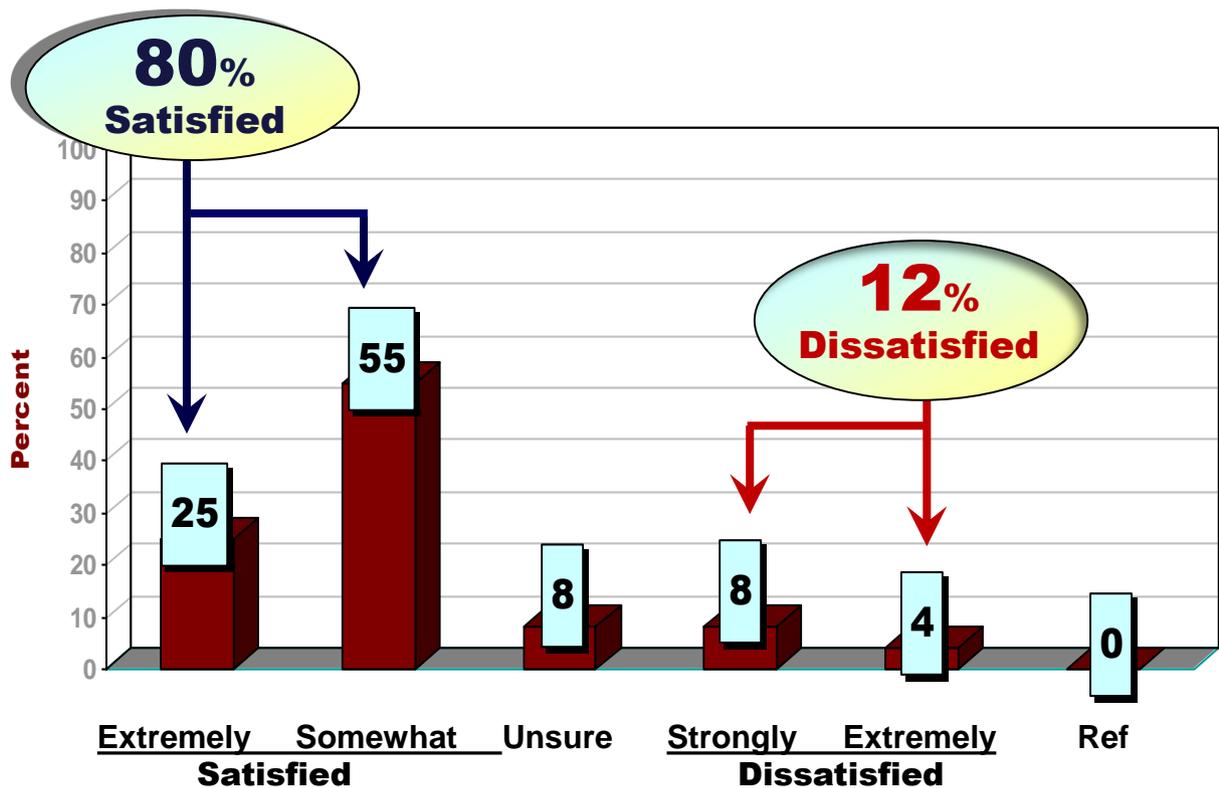


Figure 10  
2012 San Pablo Community Survey  
December 2012

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

**Question 3.4: How satisfied are you with the level of street maintenance throughout the City of San Pablo?**

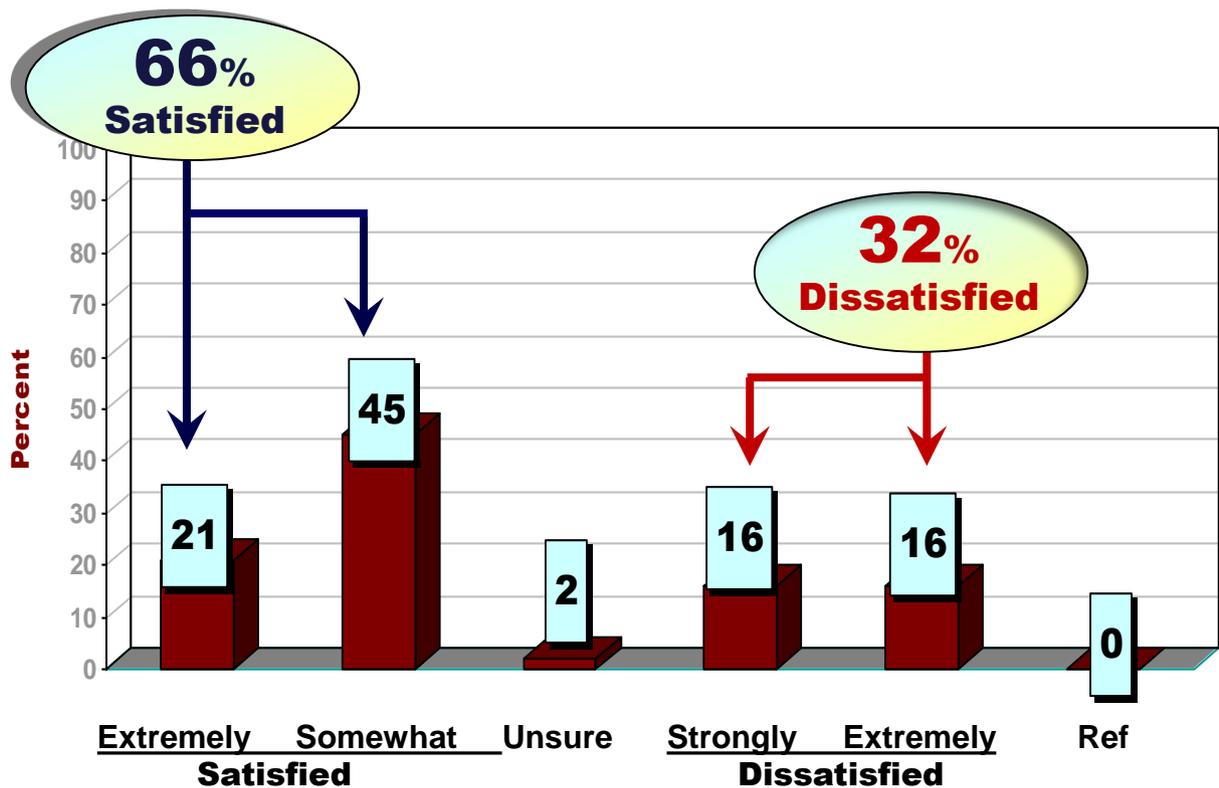
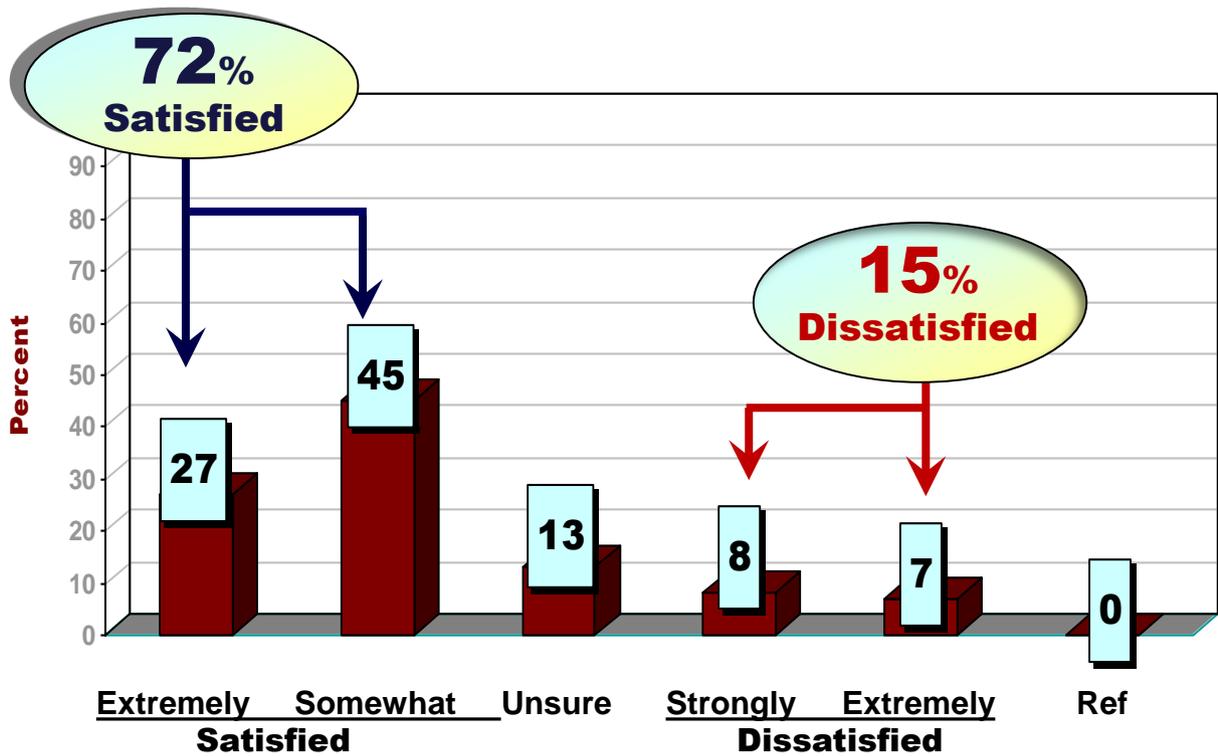


Figure 11  
2012 San Pablo Community Survey  
December 2012

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

**Question 3.5:** 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?



# Childhood Obesity in San Pablo



Figure 12  
2012 San Pablo Community Survey  
December 2012

## Childhood Obesity has become **A Crisis in San Pablo**

**Question 4.0: Do you agree or disagree with the notion that child obesity has become a crisis in San Pablo; thus, something has to be done to help local youth.**

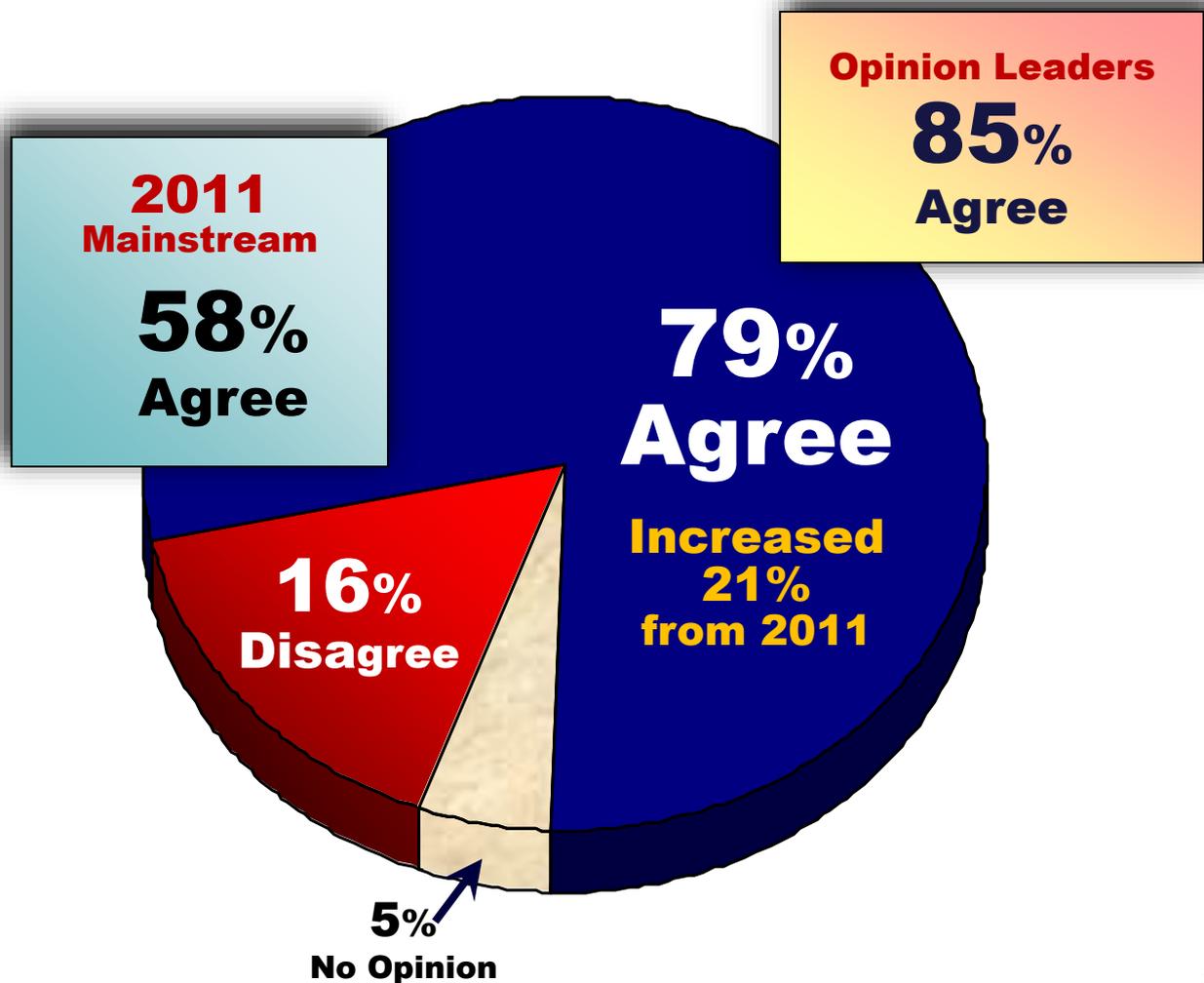


Figure 13  
2012 San Pablo Community Survey  
December 2012

# Children in San Pablo do NOT Get Enough Exercise...

## Which is Contributing to Health-Related Problems Like Over-Weight & Obesity

**Question 2.5:** Children in San Pablo do NOT get enough exercise; which is contributing to such health-related problems as **OVER-WEIGHT** and **OBESITY** among local youth.

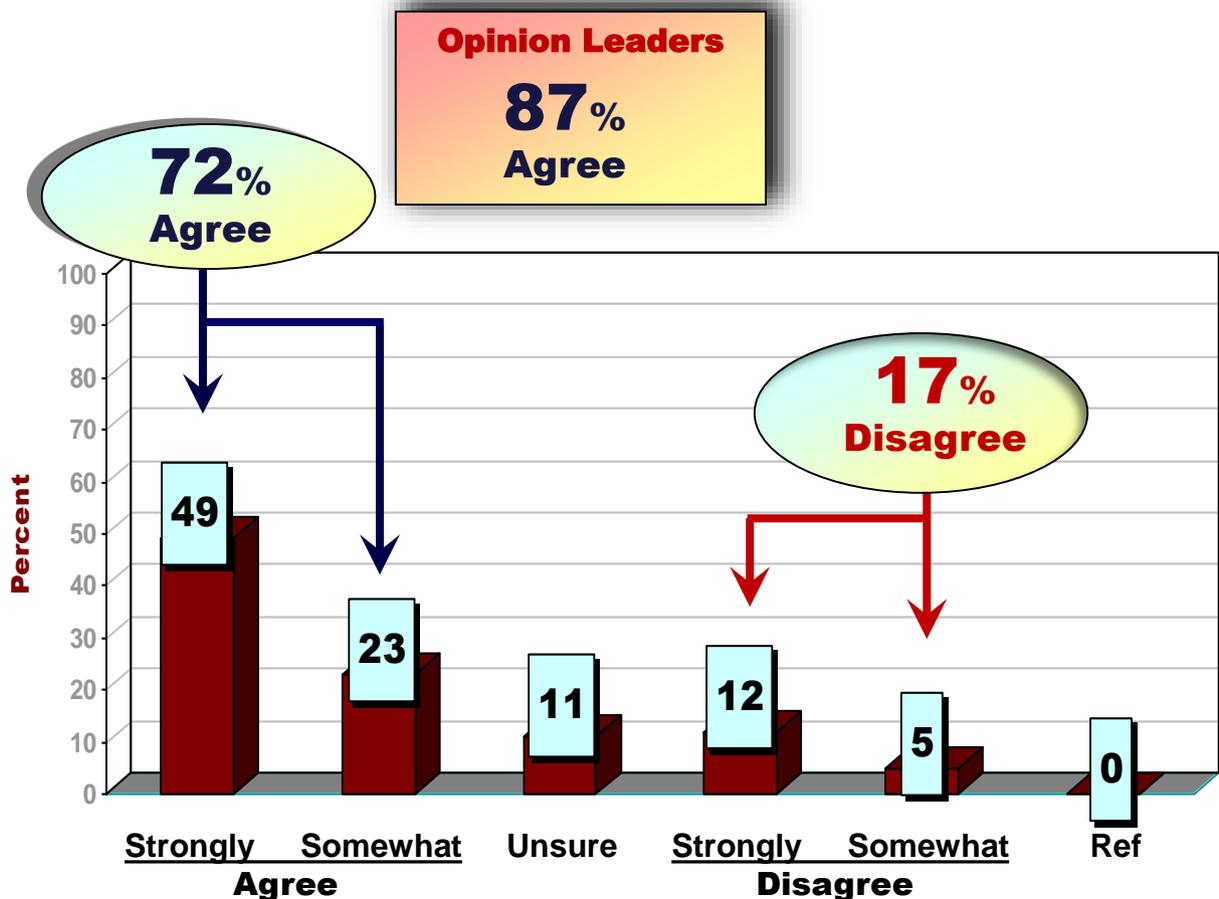


Figure 14  
2012 San Pablo Community Survey  
December 2012

## The Number of Children Who Do Not Eat Healthy is Greater in San Pablo than In Most Communities throughout the Region

**Question 2.7:** The number of children who do NOT eat healthy – thus, are susceptible to more health-related problems – is greater in San Pablo than in most communities throughout the region.

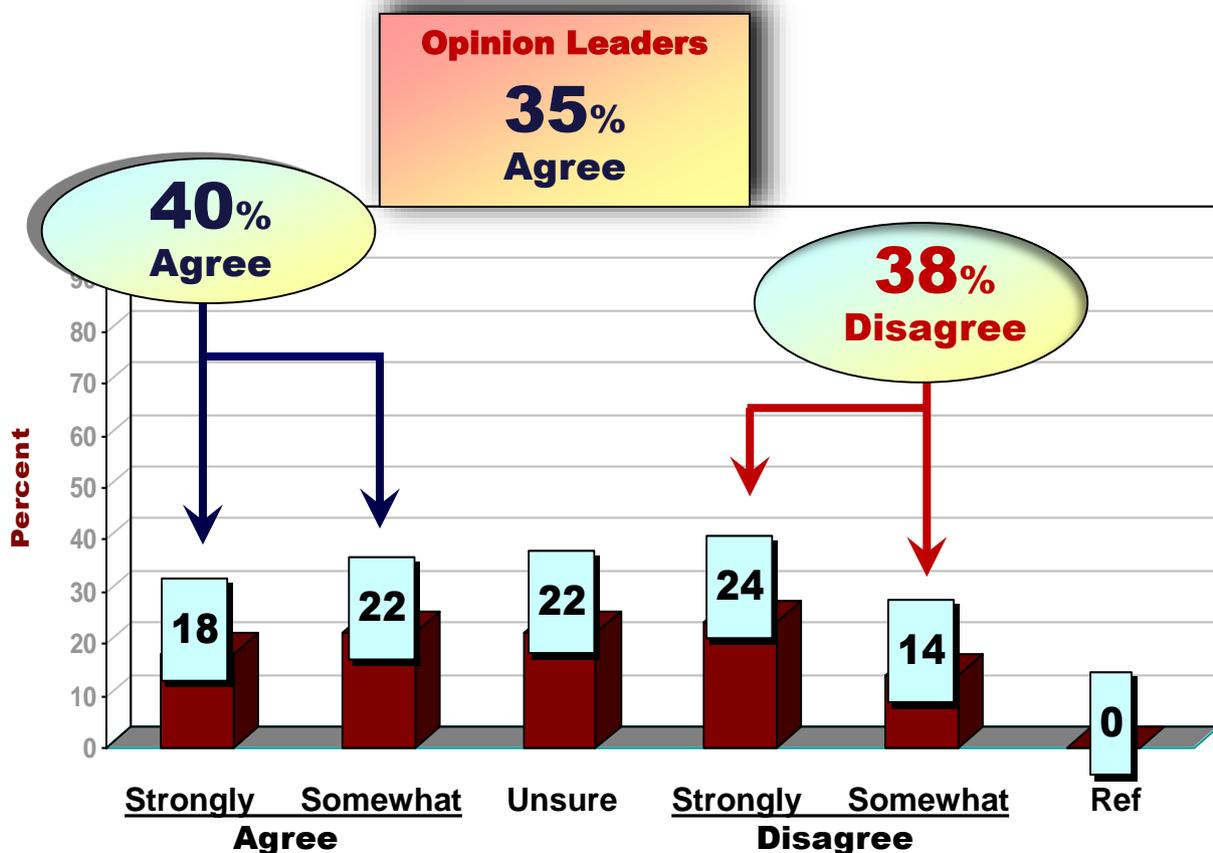
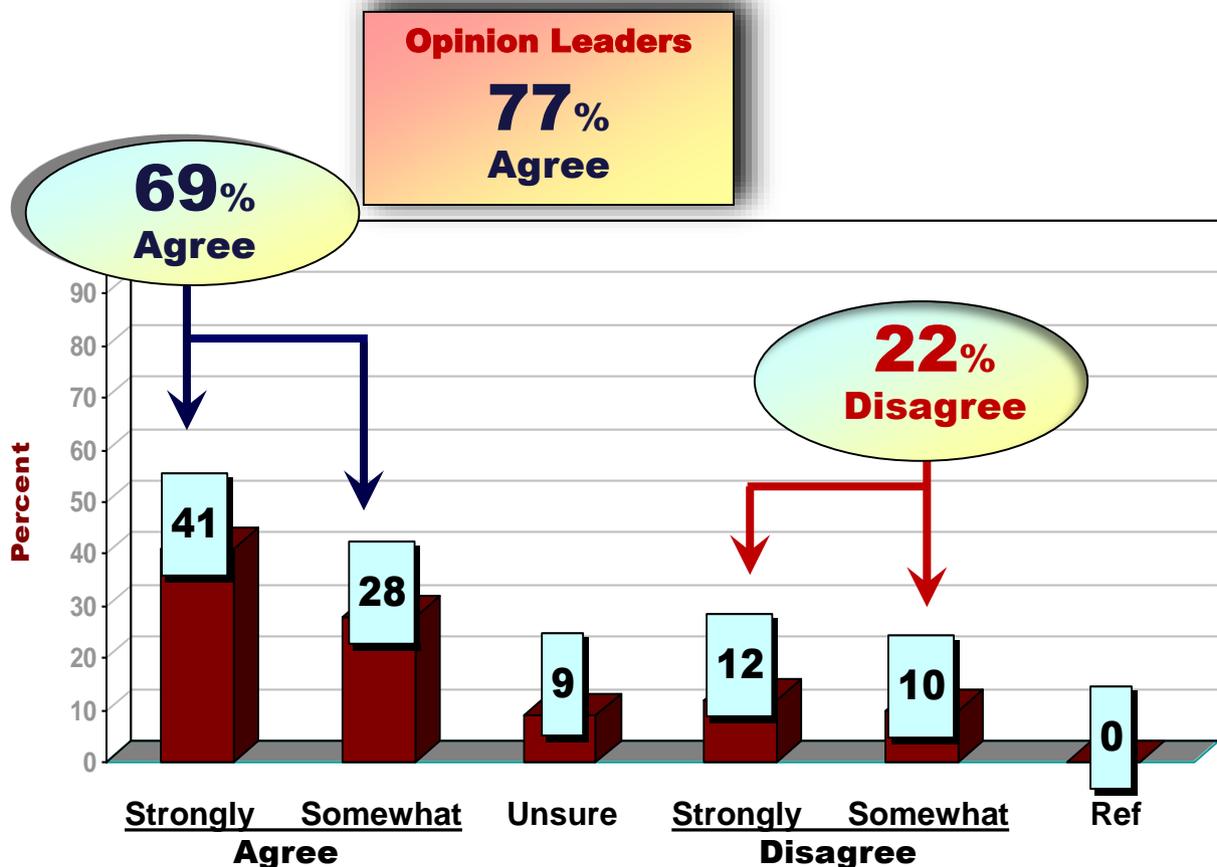


Figure 15  
2012 San Pablo Community Survey  
December 2012

## **Due to Concern Over Safety & Crime, Parents Limit the Amount of Time Children Are Outside... thus, Contributing to Child Obesity Rates**

**Question 2.8: Due to concern over neighborhood safety and crime, parents of school-age children in San Pablo limit the amount of time their children are allowed to spend outside, thus limiting their physical activity and contributing to child obesity rates among local youth.**



# Public Support for... Restrictions



Figure 16  
2012 San Pablo Community Survey  
December 2012

# Restrict Number of Fast Food Outlets Throughout the City

**Question 5.1: Do you support restricting the number of fast food outlets throughout the City?**

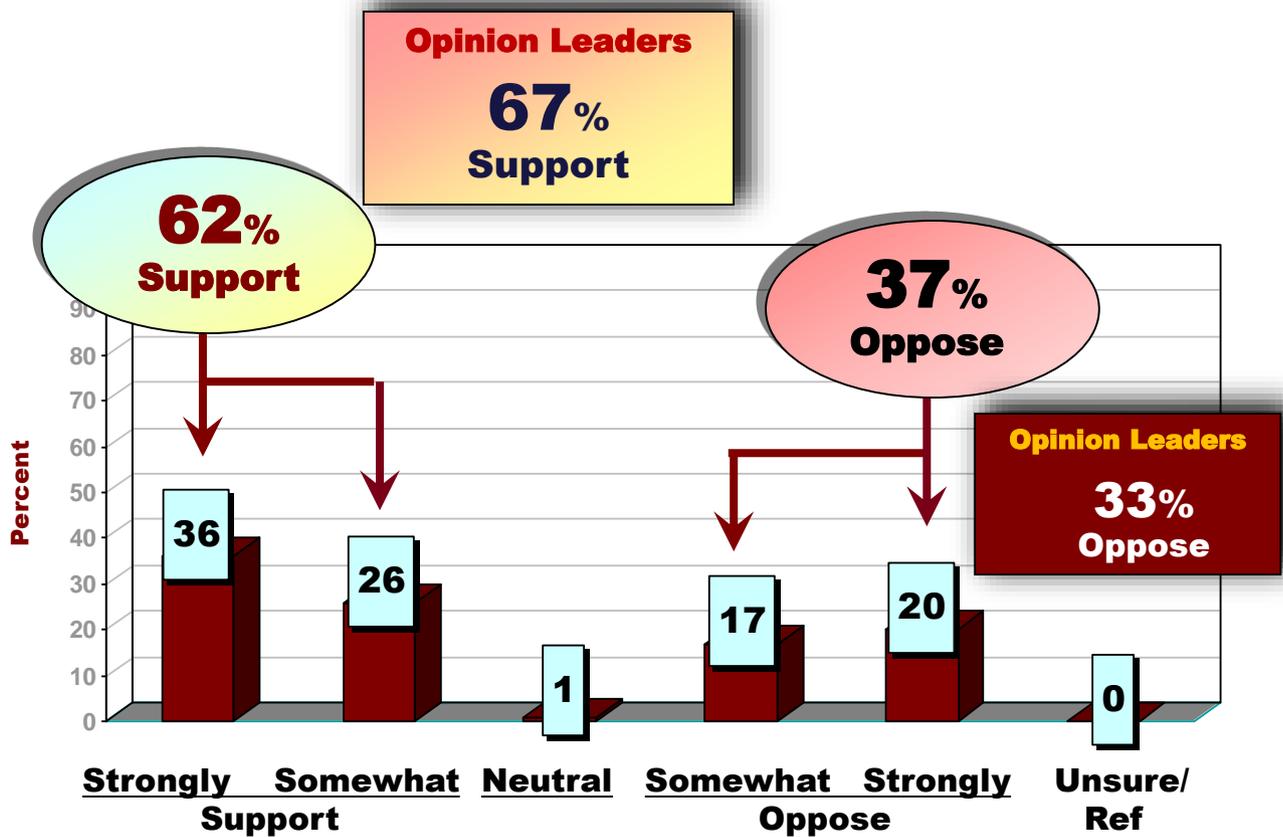


Figure 17  
 2012 San Pablo Community Survey  
 December 2012

## If Opposed to Restricting Number of Fast Food Outlets...

# Support Restricting where Fast Food Outlets are Located in San Pablo?

**Question 5.1a:** Since you (oppose/are unsure about) restricting the number of fast food outlets throughout San Pablo, would you support restricting the number of fast food outlets in designated areas of the City, such as near public schools and athletic fields, or other places where local youth typically congregate?

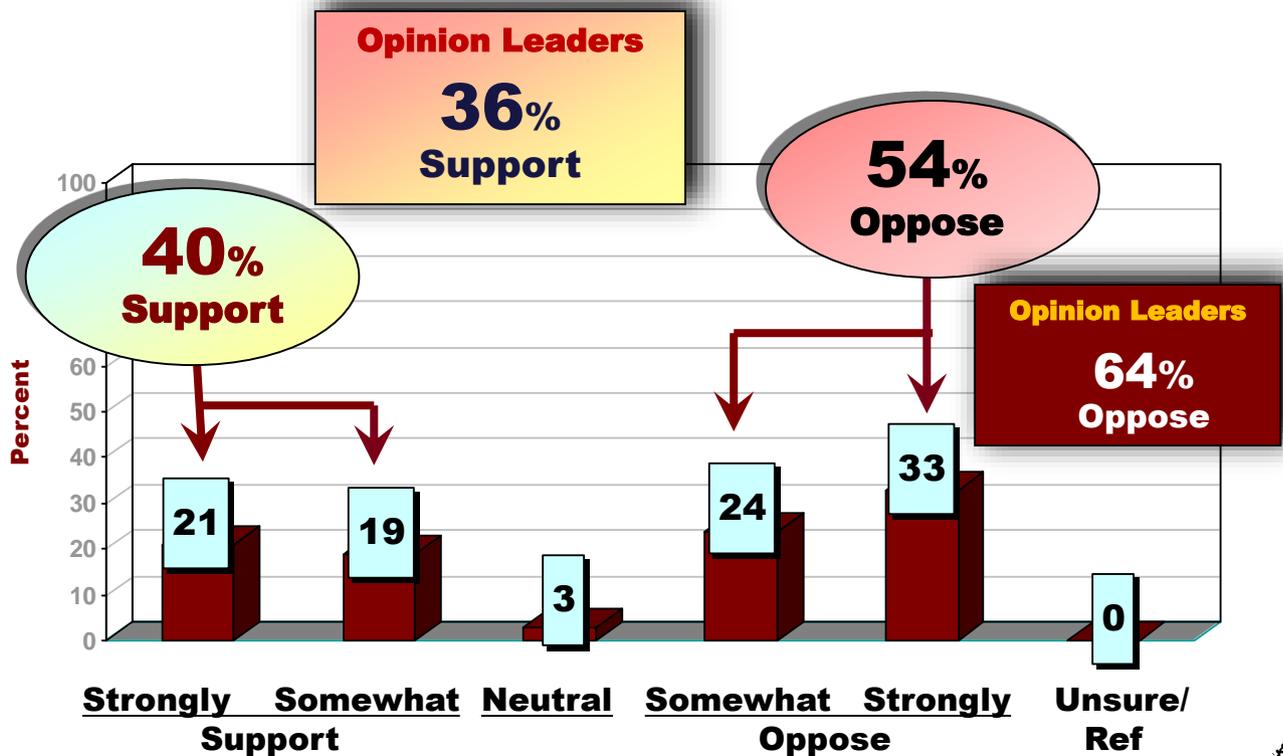


Figure 18  
2012 San Pablo Community Survey  
December 2012

## Restrict Where ... Sugar-sweetened Beverages Can Be Sold?

**Question 5.2:** Similarly, would you support having the City restrict where sugar-sweetened beverages can be sold; for example, **NOT** within one thousand feet of public schools and child care facilities in the City?

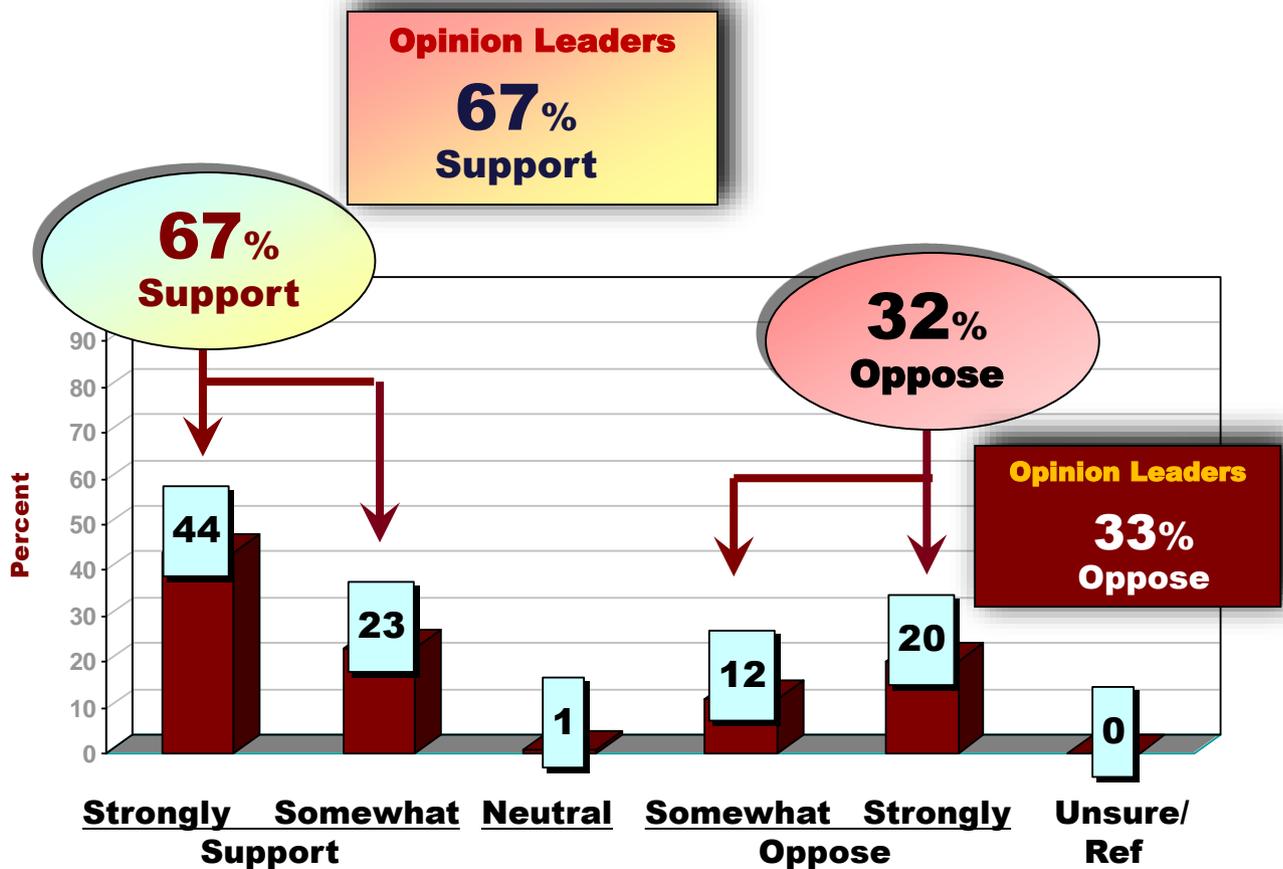
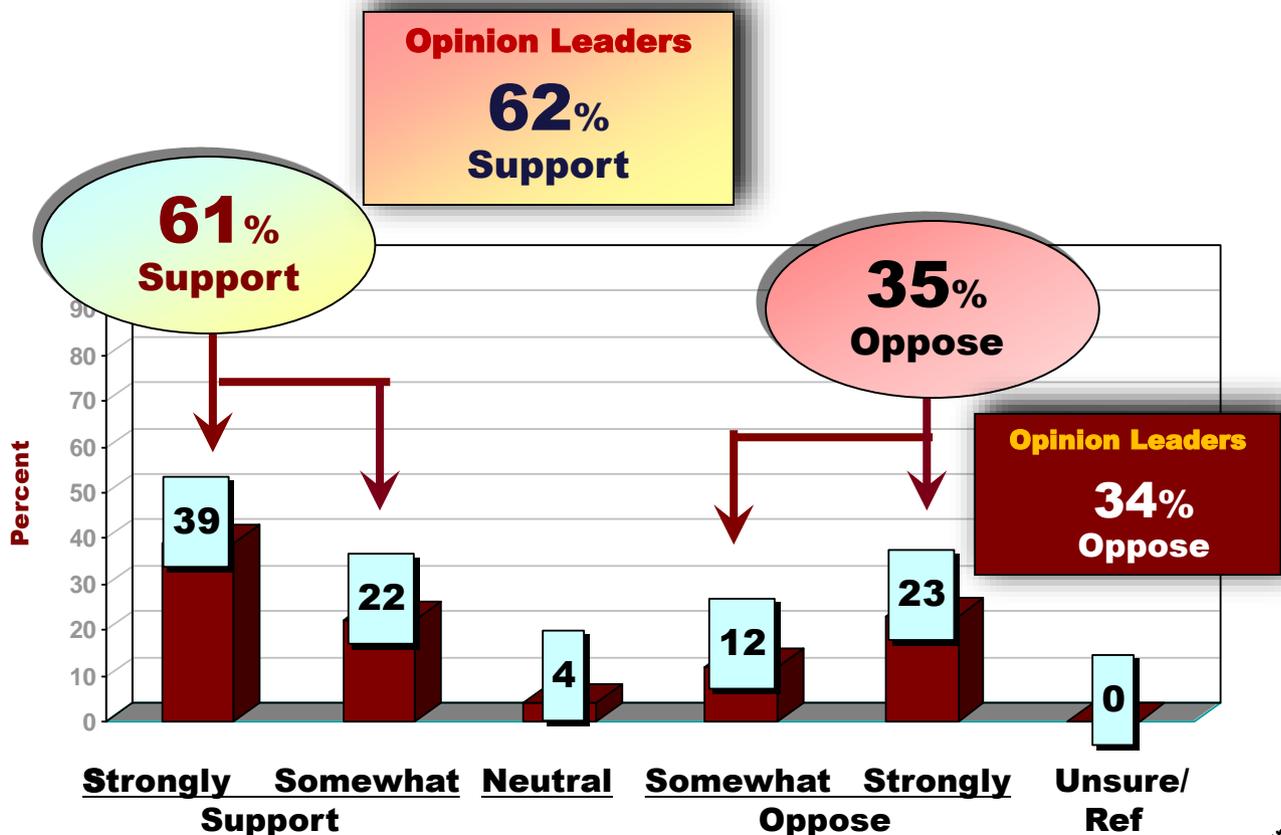


Figure 19  
2012 San Pablo Community Survey  
December 2012

## Restrict Types of Stores Allowed to Sell Sugar-Sweetened Beverages or Other Foods Known to Cause Obesity

**Question 5.4: Would you support the City restricting the types of stores that are allowed to sell sugar-sweetened beverages or other foods that are known to cause obesity; specifically, stores that are typically frequented by children?**



# Incentives



Figure 20  
2012 San Pablo Community Survey  
December 2012

## Support City **Providing Incentives** for Convenience Stores & Corner Markets to Sell Healthier Foods

**Question 5.3:** Would you support having the City fund projects designed to provide **INCENTIVES** to convenience stores and corner markets to sell healthier foods, such as fruits and vegetables, rather than soda, sweetened beverages, candy, and other sweets that lead to obesity among local youth?

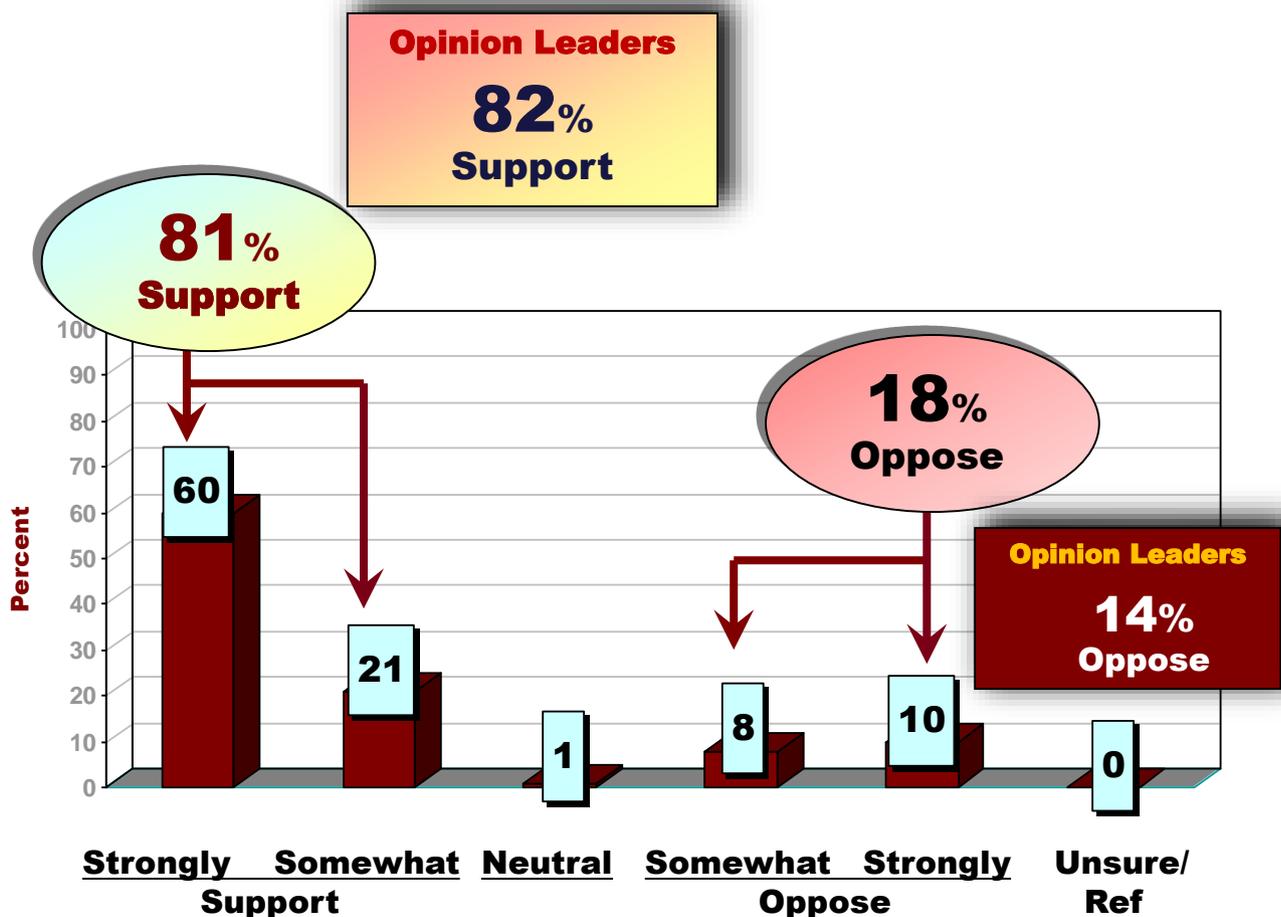


Figure 21  
2012 San Pablo Community Survey  
December 2012

# Should City Fund Projects to Make San Pablo More Bike & Pedestrian Friendly?

**Question 5.5: Should the City fund projects that make San Pablo more bike and pedestrian friendly?**

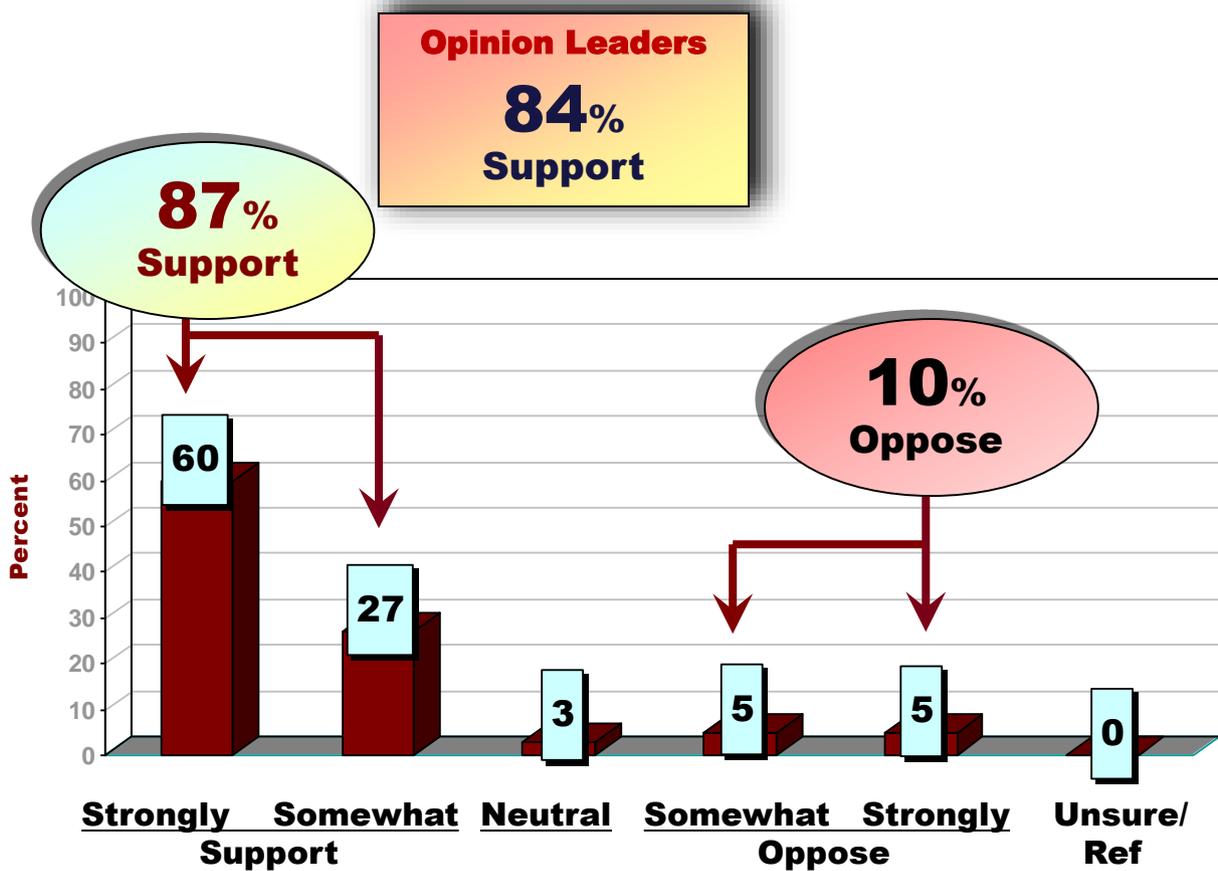
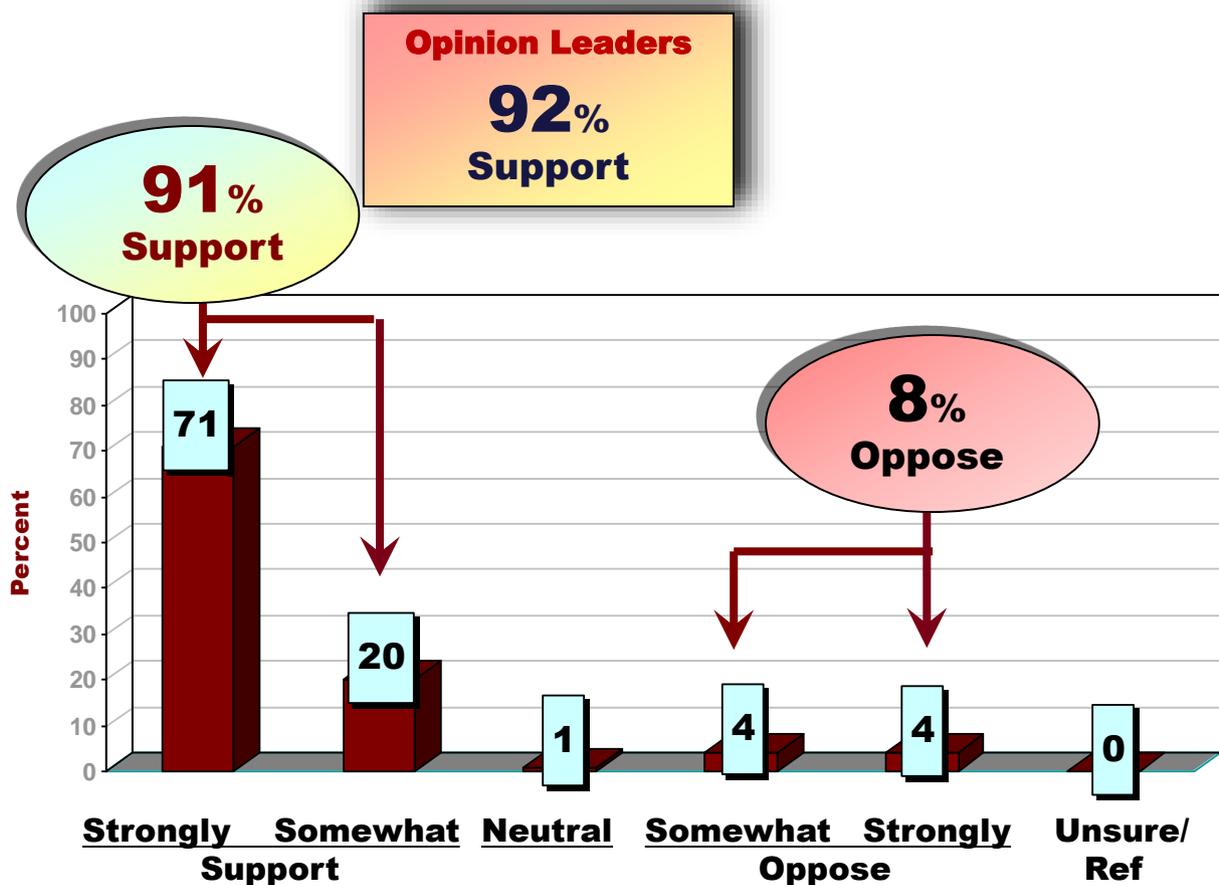


Figure 22  
2012 San Pablo Community Survey  
December 2012

## Should City Fund Projects to Make it Easier to... **Walk or Bike to School** or Gain Access to Public Transportation?

**Question 5.6:** What about funding projects that make it easier to walk or bike to school or to gain access to public transportation?



# **Funding Measure to address Childhood Obesity**



Figure 23  
2012 San Pablo Community Survey  
December 2012

## Type of **Funding Measure Preferred** to Fight Childhood Obesity

**Question 6.0:** . Whether or not you would personally vote YES or NO for a tax to fight CHILDHOOD OBESITY among San Pablo youth, which of the three funding mechanisms do you think is most appropriate?

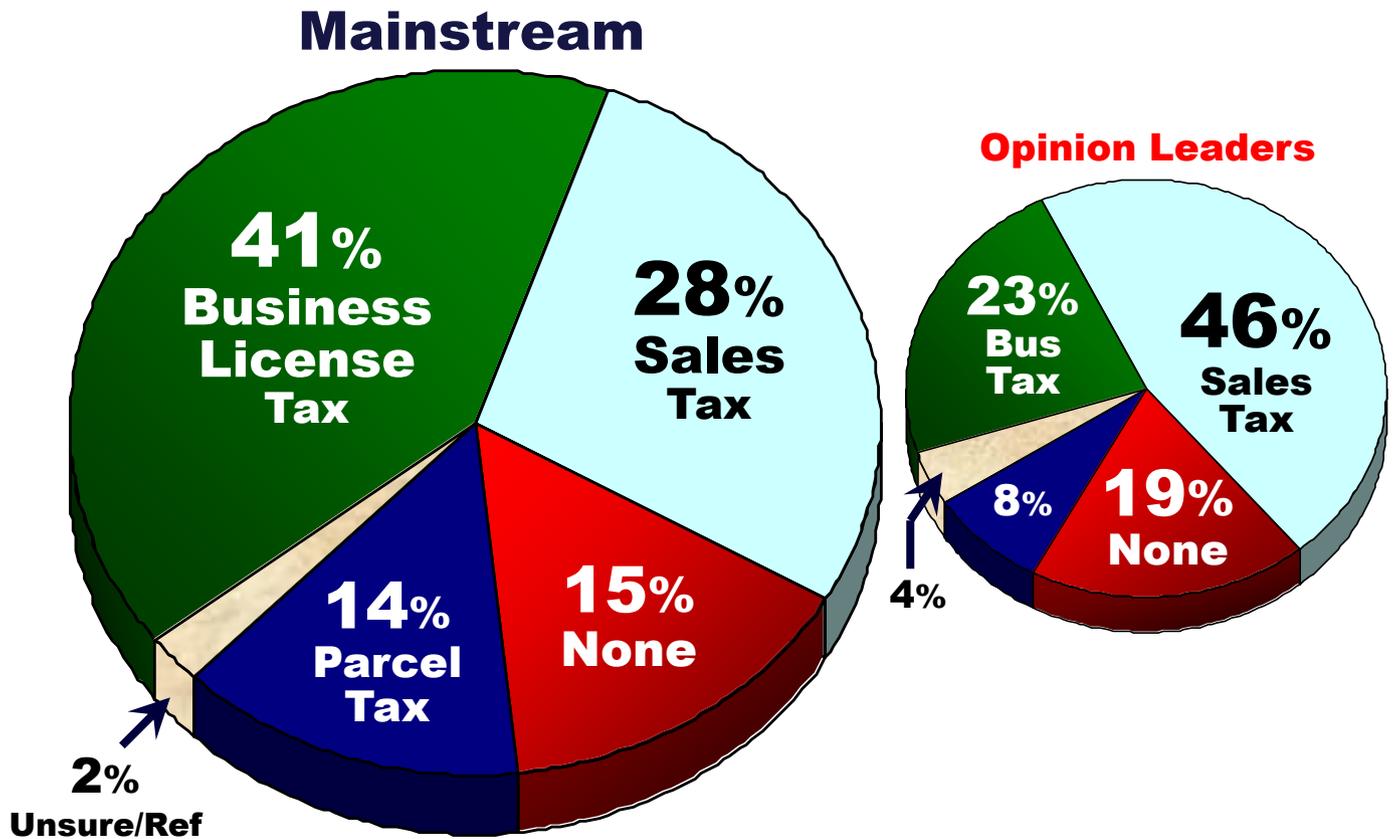
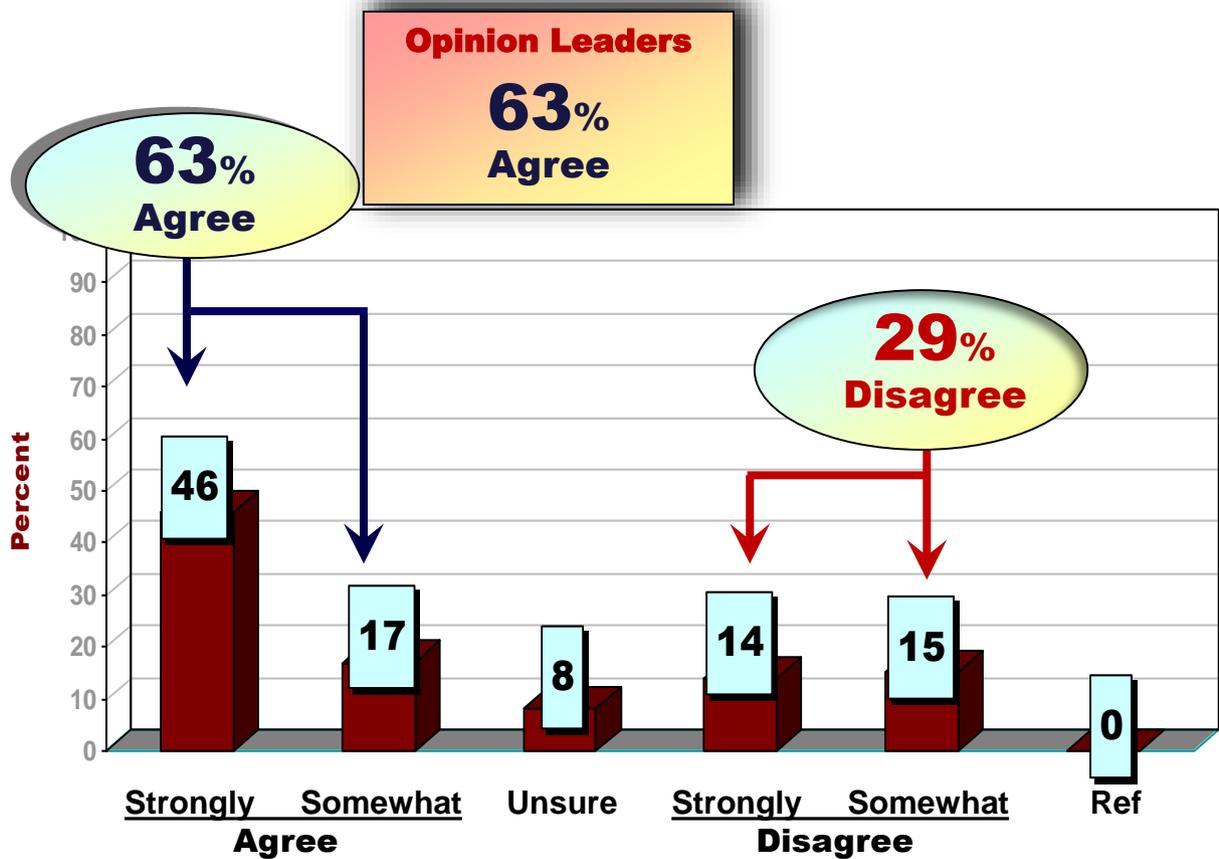


Figure 24  
2012 San Pablo Community Survey  
December 2012

# Taxes are Already Too High... I Would Never Vote for a Tax Increase

Question 2.6: Taxes are already too high. I would never vote for a tax increase.



# Spending Priorities



Figure 25A  
 2012 San Pablo Community Survey  
 December 2012

# Spending Priorities for City Programs/Services)

Top + 2<sup>nd</sup> Priority

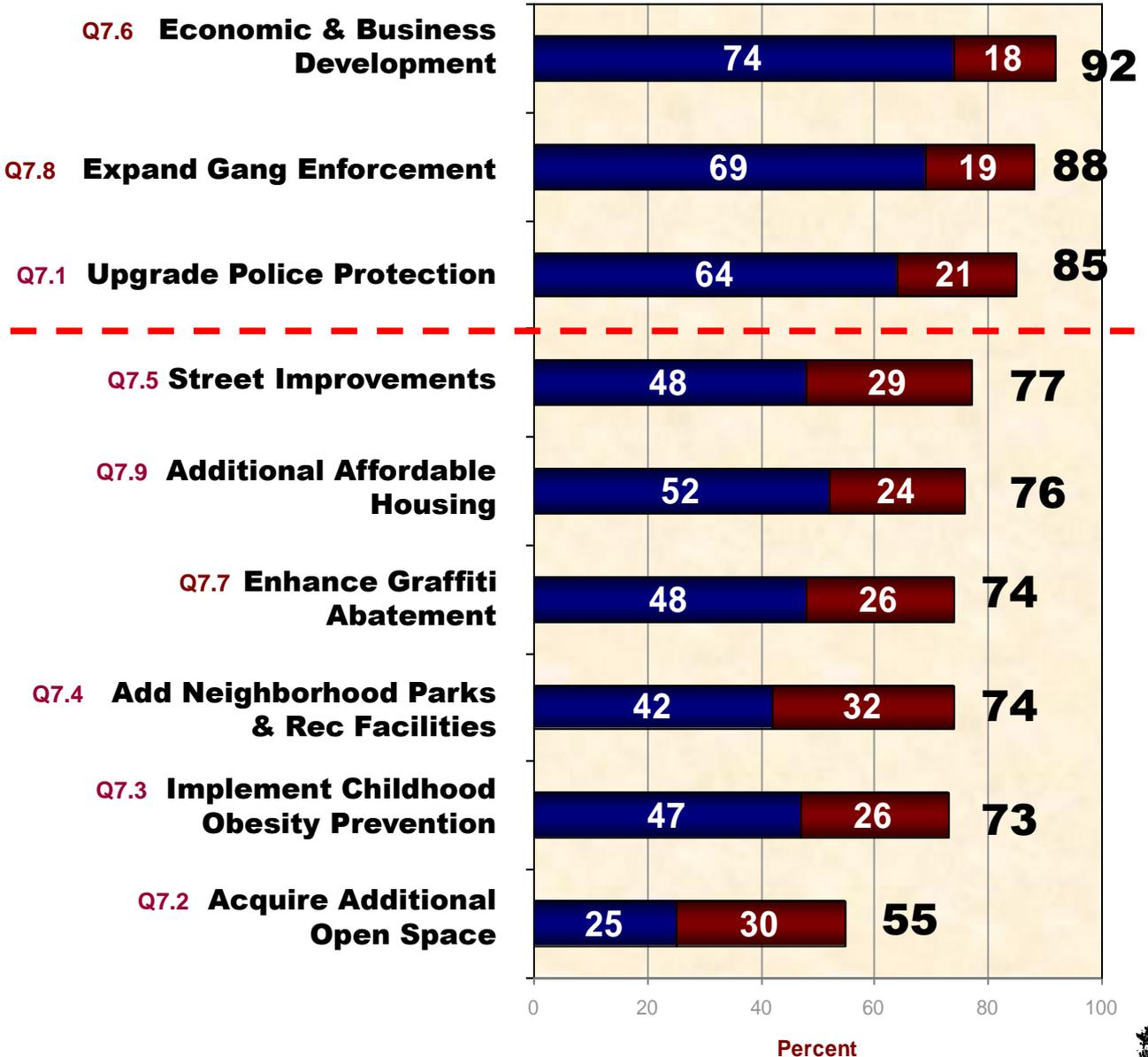


Figure 25B  
 2012 San Pablo Community Survey  
 December 2012

## **Spending Priorities** (Opinion Leaders compared to Mainstream)

**Top + 2<sup>nd</sup> Priority  
 Mainstream vs. Opinion Leaders**

<b>City Programs/Services</b>	<b>Mainstream</b>	<b>Opinion Leaders</b>
<b>Economic &amp; Business Development</b>	<b>92%</b>	<b>88%</b>
<b>Expand Gang Enforcement</b>	<b>88%</b>	<b>90%</b>
<b>Upgrade Police Protection</b>	<b>85%</b>	<b>90%</b>
<b>Street Improvements</b>	<b>77%</b>	<b>73%</b>
<b>Additional Affordable Housing</b>	<b>76%</b>	<b>71%</b>
<b>Enhance Graffiti Abatement</b>	<b>74%</b>	<b>75%</b>
<b>Add Neighborhood Parks &amp; Rec Facilities</b>	<b>74%</b>	<b>83%</b>
<b>Implement Childhood Obesity Program</b>	<b>73%</b>	<b>77%</b>
<b>Acquire Additional Open Space</b>	<b>55%</b>	<b>54%</b>



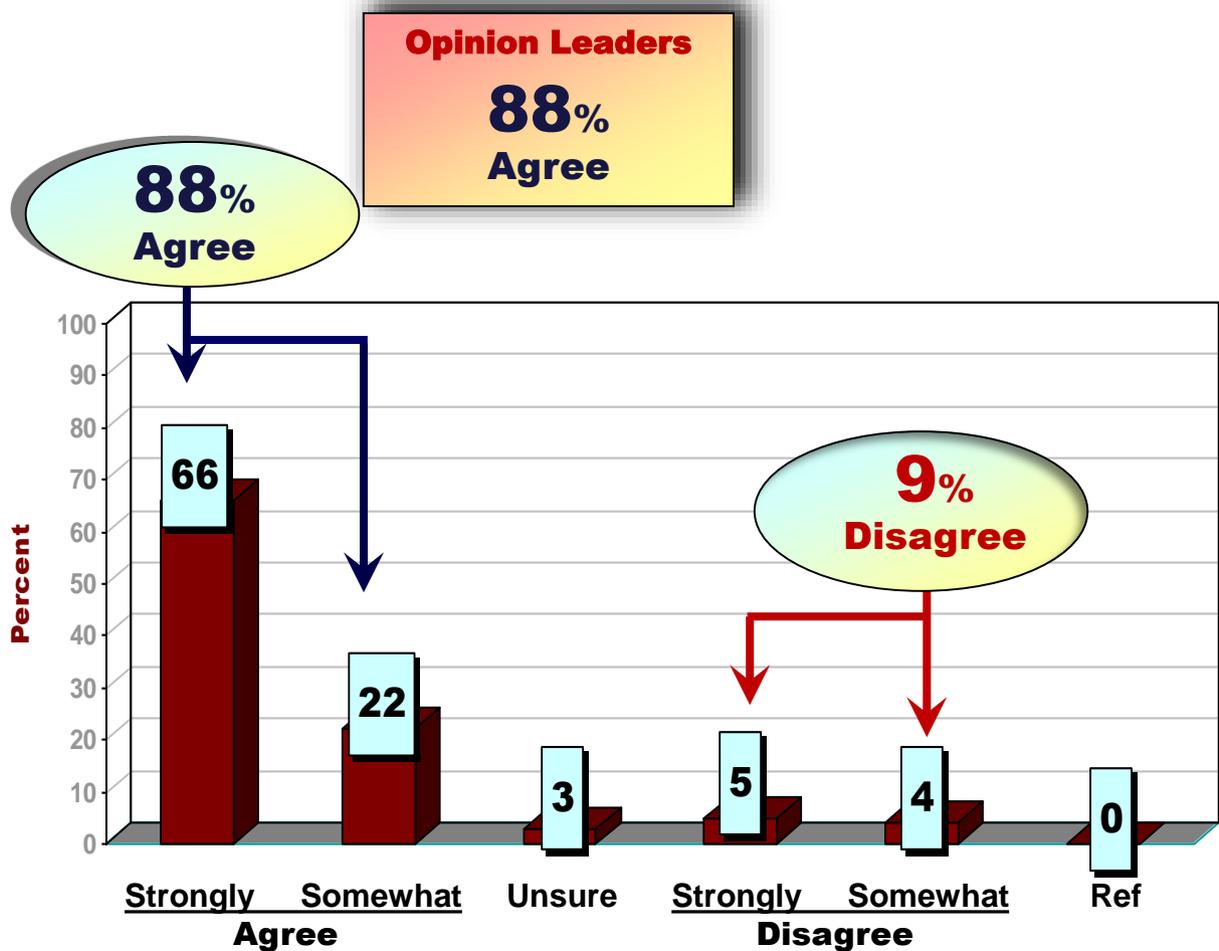
# The City of Healthy Living



Figure 26  
2012 San Pablo Community Survey  
December 2012

## Agree with City's Effort to Turn City into a... **Center for Health Care?**

**Question 8.0: Do you AGREE or DISAGREE with the City's effort to turn San Pablo into a center for HEALTH CARE in western Contra Costa County?**



# Lytton Casino



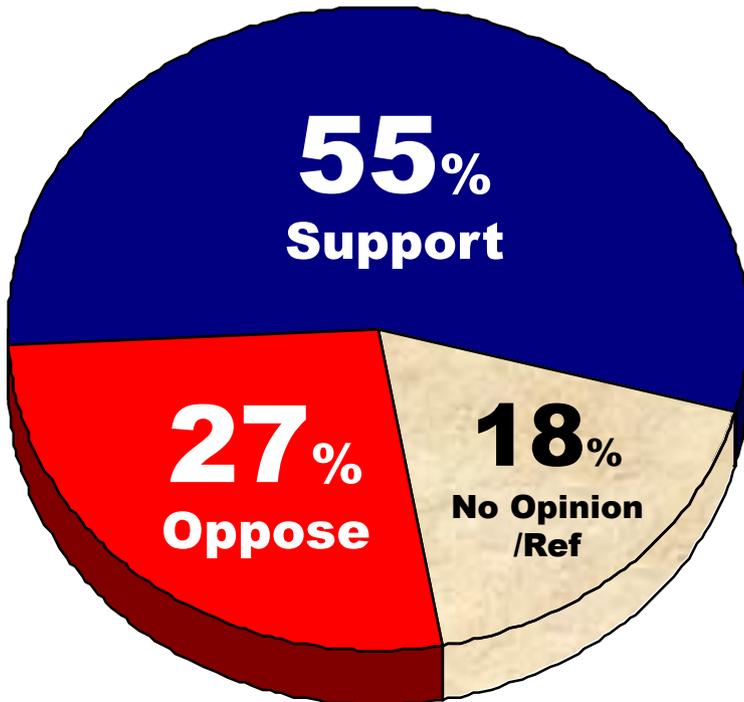
Figure 27  
2012 San Pablo Community Survey  
December 2012

## Would You Encourage City Officials to... Support the Casino in adding a

# Sports Wagering Facility and Increase Parking?

**Question 9.0:** If you were an advisor to the City, would you encourage City officials to **SUPPORT** the Casino in its desire to add a Sports Wagering facility **AND** increase parking for its patrons; or, you would advise City officials to **OPPOSE** any such expansion, understanding that by opposing this expansion plan, the likelihood would be great that one or more Mega 3 casinos will come to the region **OR** that Lytton Casino will be forced to become a Mega 3 casino in order to compete?

### Mainstream



### Opinion Leaders

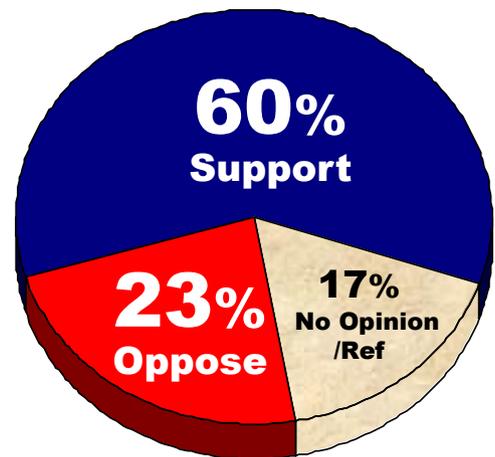


Figure 28  
 2012 San Pablo Community Survey  
 December 2012

**If You Knew a...  
 Sports Wagering Facility is a Card Room**

**Would this Make you More or Less Likely  
 to Support the Casino's Plan?**

**Question 9.1: If you learned that a Sports Wagering facility is, in fact, a CARD ROOM, would this fact make you more or less likely to advise the City to SUPPORT or OPPOSE Lytton Casino's plan to expand its facilities.**

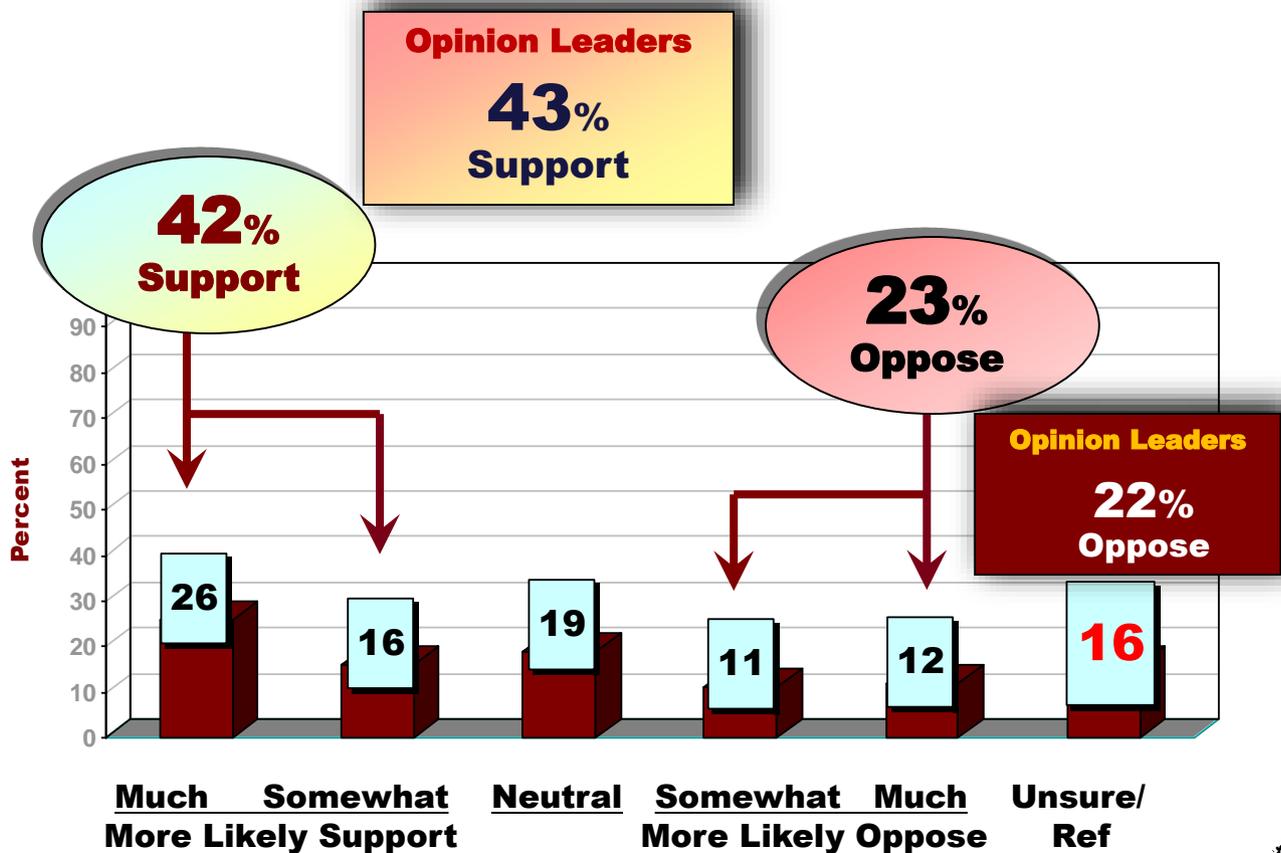


Figure 29  
 2012 San Pablo Community Survey  
 December 2012

**If You Knew that...**

**Denying a Sports Wagering Facility  
 Would Create Serious Economic Threat to the City's  
 Existing Annual Income,  
 Would this Make you More or Less Likely  
 to Support the Casino's Plan?**

**Question 9.2: If you learned from a credible source that by denying Lytton Casino from adding a Sports Wagering facility (in other words, a CARD ROOM) would create a serious ECONOMIC THREAT to the City's existing annual income from the Casino, thus, forcing the City to make cutbacks in City services...would this fact make you more or less likely to advise City officials to SUPPORT or OPPOSE Lytton Casino's plan to expand its facilities**

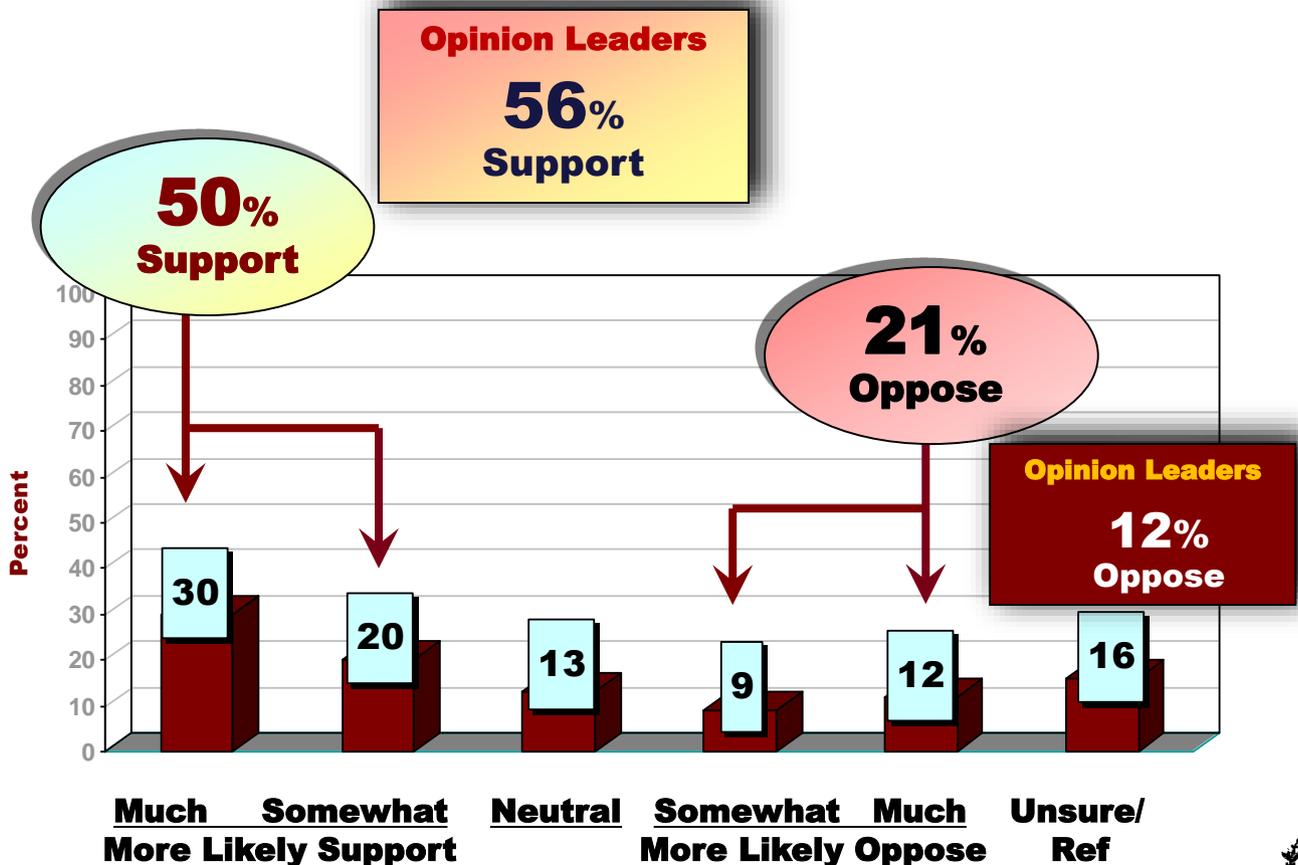
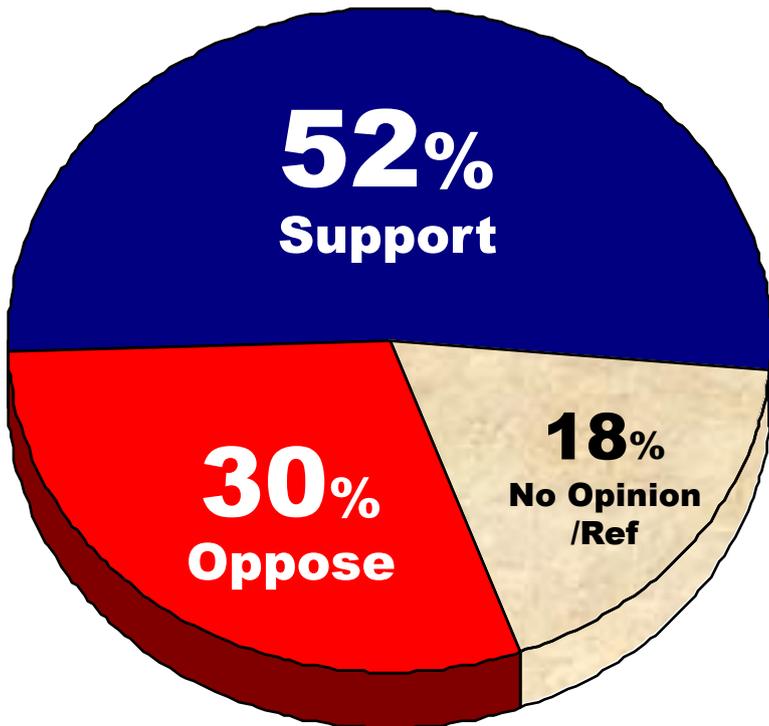


Figure 30  
2012 San Pablo Community Survey  
December 2012

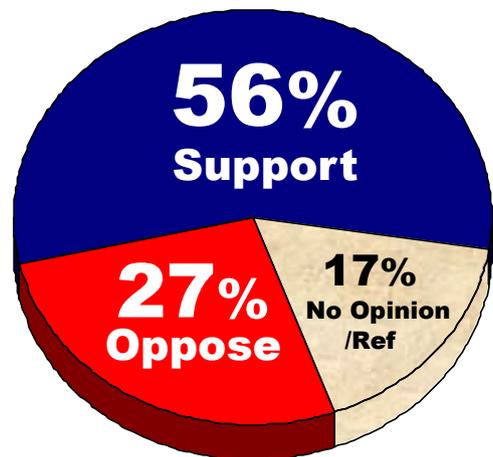
**Now That You Clearly Understand what the Casino  
Wants to Do, Would You Advise City Officials to  
**Support** or **Oppose** Adding a  
Sports Wagering Facility and Additional Parking?**

**Question 10.0:** Now that you have a clear understanding that a Sports Wagering facility is, in fact, a CARD ROOM, and that unless the City allows the Lytton Casino to expand by adding such a gambling facility, plus additional parking, that the City will lose a significant amount of annual revenue that will force the City to cut back on City services presently being provided to local residents, would you advise City officials to support or oppose the Casino's plans to add a Sports Wagering facility ( card room and more parking.

**Mainstream**



**Opinion Leaders**



# **Sources of Information about San Pablo**



Figure 31A  
2012 San Pablo Community Survey  
December 2012

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

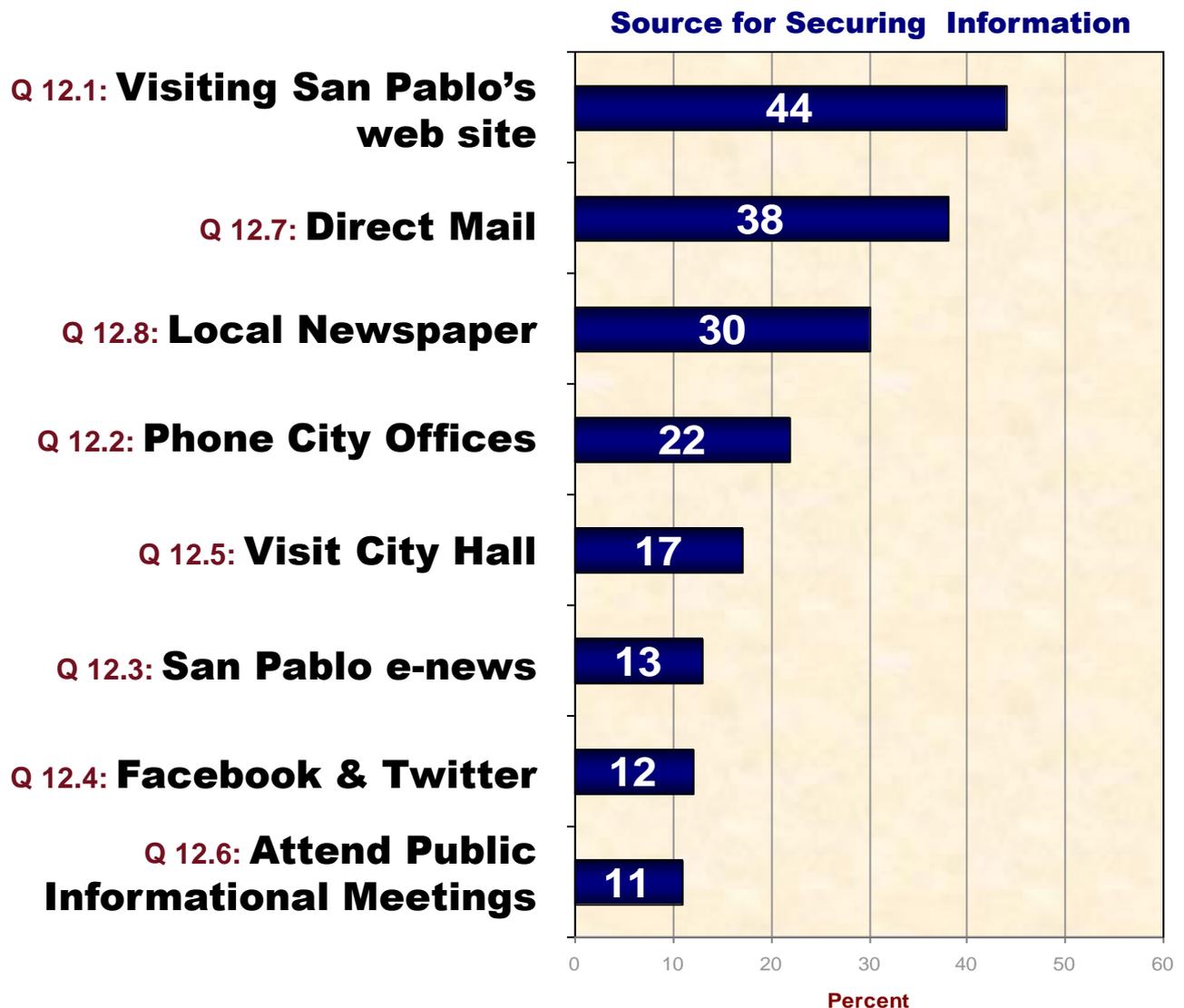


Figure 31B  
 2012 San Pablo Community Survey  
 December 2012

**Opinion Leaders**

**Sources of Information**  
**Used to Secure Information about**  
**City-sponsored Activities & Programs**  
 (Opinion Leaders compared to Mainstream)

<b>Source for Securing Information</b>	<b>Mainstream</b>	<b>Opinion Leaders</b>
<b>Visiting San Pablo's web site</b>	<b>44%</b>	<b>57%</b>
<b>Direct Mail</b>	<b>38%</b>	<b>29%</b>
<b>Local Newspaper</b>	<b>30%</b>	<b>33%</b>
<b>Phone City Offices</b>	<b>22%</b>	<b>18%</b>
<b>Visit City Hall</b>	<b>17%</b>	<b>14%</b>
<b>San Pablo e-news</b>	<b>13%</b>	<b>6%</b>
<b>Facebook &amp; Twitter</b>	<b>12%</b>	<b>25%</b>
<b>Attend Public Informational Meetings</b>	<b>11%</b>	<b>10%</b>



**Positive  
Outlook  
Going Forward**

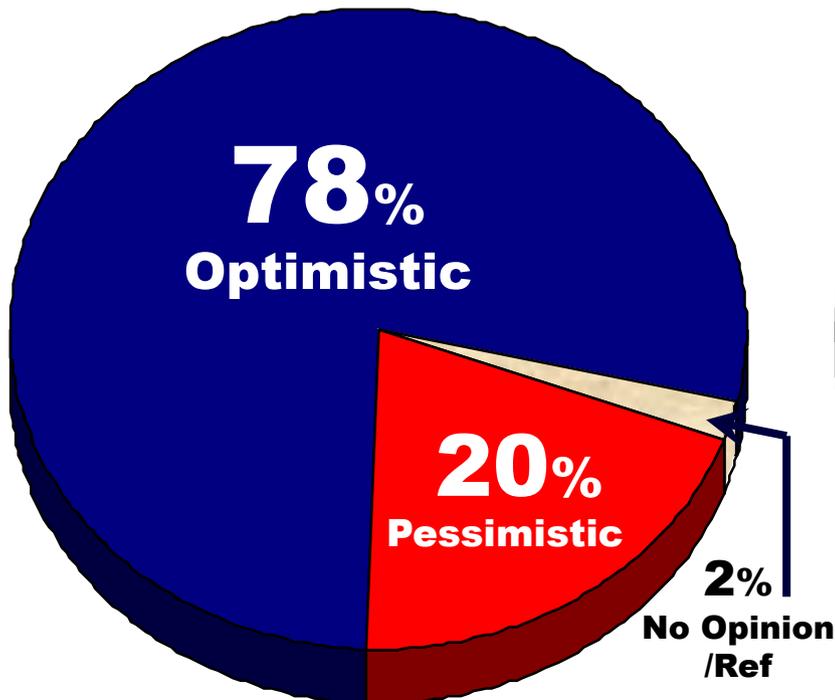


Figure 32  
2012 San Pablo Community Survey  
December 2012

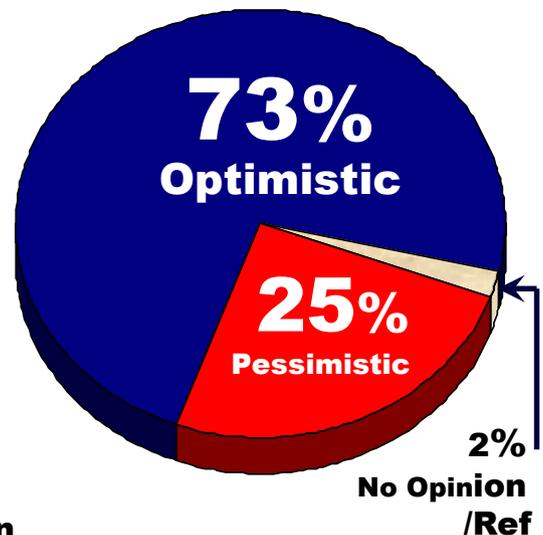
# Are You... **Optimistic or Pessimistic** about the Future of San Pablo?

**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 businesses, create new jobs, and take positive steps towards enhancing the *quality of life* for local residents?

## Mainstream



## Opinion Leaders



**Thank You**



*We'll be pleased to  
Take Questions Now*



Figure 33A  
 2012 San Pablo Community Survey  
 December 2012

## Demographics of Survey Respondents

### *Length of Residency*

0 to 5 years	21%
6 to 10	17%
11 to 25	31%
Over 25 years	28%
Refused	3%

### *Age*

18 to 30	13%
31 to 40	16%
41 to 50	14%
51 to 65	28%
Over 65 years	21%
Refused	8%

### *Household Income*

Under \$25,000	22%
\$25,001 to \$50,000	32%
\$50,001 to \$85,000	18%
\$85,001 to \$100,000	6%
Over \$100,000	6%
Refused	16%

### *Ideology*

Liberal	35%
Moderate	34%
Conservative	19%
Refused	12%

### *Home Ownership*

Own	54%
Rent	39%
Refused	7%

### *Education*

Less than High School	9%
High School	20%
Some College	34%
College Graduate	23%
Graduate School	8%
Refused	6%

### *Ethnicity*

Caucasian	35%
Hispanic	25%
African American/Black	22%
Native American	1%
Native Hawaiian	2%
Asian	4%
Other	3%
Refused	8%

### *Gender*

Male	39%
Female	61%



Figure 33B  
2012 San Pablo Community Survey  
December 2012

## Demographics of Survey Respondents

### *Area of Residence*

East I80/San Pablo Hills	14%
Old Town, South Brookside	13%
North San Pablo, Leroy Heights, CC College	32%
West I80, Casino Hospital Area, City Hall	30%
Refused	11%

### *# of Children Under 18*

None	64%
One	16%
Two	9%
Three or more	6%
Refused	5%

### *Registered to Vote*

Yes	80%
No	20%
Refused	0%

### *Vote November Presidential Election*

Yes	76%
No	24%
Refused	0%

