

Community Survey

2010 Needs Analysis & Funding Feasibility Study

Prepared Expressly for...



August 2010



An *Institute* for CONSENSUS BUILDING
www.sri-consulting.org
800.224-7608

STRATEGY
RESEARCH
INSTITUTE

Table of Contents

1.0 Purpose Statement 1

2.0 Findings 2

Finding #1: The top three concerns on the collective mind of San Pablo residents, rank-ordered, are (I) local economy and jobs, (II) crime, and (III) the quality of education being provided to local youth..... 2

Finding #2: San Pablo residents have a social conscious; they want local government to provide services for BOTH youth and seniors, for example..... 3

Finding #3: Local residents like the quality of life they enjoy as residents of San Pablo; further, they especially approve of the quality of City-sponsored programs and services made available to them through local government..... 3

Finding #4: Local residents want the City to assist the local public school district whenever and wherever possible..... 4

Finding #5: Economic Development, improving local public schools, and enhancing public safety heads the list for SPENDING PRIORITIES..... 5

Finding #6: There is majority support among San Pablo residents for reinstating Eminent Domain for COMMERCIAL PROPERTIES, only..... 6

Finding #7: Entertainment/community performance enterprise, a health food store, and family-style restaurant are the top three commercial enterprises that local residents would like to see brought to San Pablo..... 7

Finding #8: The community is willing to support the City's efforts to oppose having a Mega Casino brought into Point Molate..... 8

Finding #9: Local residents to NOT want cutbacks in Public Safety, nor City-sponsored programs for Seniors..... 8

Finding #10: A tax requiring 2/3rds voter support is simply Not AN OPTION AT THE PRESENT TIME IN San Pablo; a tax requiring simple-majority support could be an option..... 9

3.0 Recommendations 12

Recommendation #1: Design and administer a comprehensive OUTREACH effort to inform local residents (especially registered voters and property owners) of the current fiscal challenges facing the City, and those that are looking in the not too distant future..... 13

<u>Recommendation #2:</u>	Design a comprehensive and aggressive campaign to derail the effort to bring a mega-casino to Point Molate in Richmond.....	13
<u>Recommendation #3:</u>	Do whatever possible to support, and partner with, the local public school system; this is a top priority for San Pablo residents.....	14
<u>Recommendation #4:</u>	Reinstate Eminent Domain authority for commercial properties..	14
4.0	Summary Conclusion	14
<u>Addendum A:</u>	<u>Figures and Charts</u>	16
<i>Figure 1</i>	Local Issues of Concern (Front-end of Mind)	
<i>Figure 2</i>	Local Issues of Concern (Core Values)	
<i>Figure 3</i>	Percentage of Unemployment in San Pablo Today	
<i>Figure 4</i>	Public Understanding of Redevelopment Funds	
<i>Figure 5A</i>	San Pablo is a Great Community	
<i>Figure 5B</i>	San Pablo has...Adequate Parks, Trails & Rec Programs	
<i>Figure 5C</i>	There is Too Much Waste in the San Pablo City Budget	
<i>Figure 5D</i>	West Contra Costa County Unified School District is Excellent	
<i>Figure 5E</i>	Traffic Problems in San Pablo Are Serious	
<i>Figure 5F</i>	Taxes are Too High	
<i>Figure 5G</i>	Senior Services Are Essential	
<i>Figure 6A</i>	Satisfaction with...City-Sponsored Programs & Services	
<i>Figure 6B</i>	Satisfaction with...Public Library Facilities & Resources	
<i>Figure 6C</i>	Satisfaction with...City-owned parks, Trails & Recreation Facilities	
<i>Figure 6D</i>	Satisfaction with...Quality of Education Provided Through Public Schools	
<i>Figure 6E</i>	Satisfaction with...Level of Street Maintenance throughout the City	
<i>Figure 6F</i>	Satisfaction with...Manner in which You are Treated at City Hall	
<i>Figure 7A</i>	Awareness of Circle S Redevelopment Site	
<i>Figure 7B</i>	Agree or Disagree: Circle S Redevelopment is Best Use of this Site	
<i>Figure 8</i>	Aware Sales Tax on Items Purchased in San Pablo, Stay in San Pablo	
<i>Figure 9</i>	Types of Shopping Services Like to See Brought into San Pablo	
<i>Figure 10</i>	Should Eminent Doman for Commercial Properties be Reinstated?	
<i>Figure 11</i>	Optimism About Future	
<i>Figure 12</i>	Spending Priorities for City Programs/Services	
<i>Figure 13A</i>	Aware New Mega Casino Being Proposed for Point Molate?	
<i>Figure 13B</i>	Support or Oppose Proposed Mega Casino for Point Molate?	

Figure 13C Join Forces in Effort to Fight Approval of MEGA Casino
Figure 14 Preferred Cut-backs in Service, if Necessary
Figure 15A Support or Oppose a Measure to Authorize TEMPORARY Increase (15 years) in Sales Tax from 9.25 to 9.75%
Figure 15B Support or Oppose a Measure to Authorize TEMPORARY Increase in Sales Tax if Limited to 10 Years
Figure 15C Support or Oppose a Measure to Authorize TEMPORARY Increase in Sales Tax from 9.25 to 9.75% if Placed In General Fund
Figure 16A Should City Cut Back on Funding to Local Schools
Figure 16B How Much should Funding to Public Schools be Cut Back?
Figure 17A State of the National, Regional & Local Economy Today
Figure 17B State of the National, Regional & Local Economy One Year from Today
Figure 17C Spending for Essentials or Non-essentials in Upcoming Year
Figure 18A Aware San Pablo has More Affordable Housing Units than is Needed
Figure 18B Agree/Disagree: San Pablo Has More Affordable Housing Units than is Needed
Figure 19 Agree/Disagree: City Should Purchase Lake Elementary School Property for \$1
Figure 20 Information Seeking Vehicles
Figure 21 Impact of Endorsements
Figure 22A-B Demographics

Addendum B: Questionnaire with Percentages 59
Addendum C Research Design & Methodology 80



Section 1.0

Purpose statement

The present scientific survey was designed to address the following Research Questions of interest to San Pablo City officials (elected officials and the City's professional staff):

1. Establish and rank-order **BENCHMARK measures** of public opinion regarding Issues of concern to three (3) specific "publics" within the City of San Pablo: (i) the community-at-large, (ii) registered voters throughout the community, and (iii) property owners throughout the community.
2. Identify the forms of **economic development** perceived by local residents as being most desirable for San Pablo; in particular, awareness of, and support for, the **Circle S Redevelopment Project**.
3. A **Needs Analysis** to determine: (i) spending priorities for those services and programs presently being provided to local residents that impact the *quality of life* one enjoys as a resident of San Pablo; and (ii) should cutbacks in City services become necessary, due to a depressed economy, rank-order areas of possible cutbacks.
4. Determine the level of awareness among local residents of: (i) the movement toward bringing a **new MEGA casino** to Point Molate in Richmond; (ii) the potential negative impact this mega casino would have on San Pablo Lytton Casino... thus, on the City of San Pablo, since 57% of the City's revenues presently come from the San Pablo Lytton Casino; and (iii) whether or not local residents (especially registered voters) would join the City in an effort to stop this movement?
5. Due to the negative impact the depressed economy is having on the City's income, determine the level of support among local voters for a **TEMPORARY, half-cent increase in the City's sales tax**, which would be dedicated to enhancing public safety throughout the community. Further, ask voters who would be willing to authorize this temporary increase in the City's sales tax if they would be willing to keep it in place a period of 15 years, or only for a period of 10 years.
6. In another step toward adjusting to lost income due to a depressed economy, should the City **cut back its funding to public schools**, or continue to support the local public school district to the greatest extent possible?
7. Identify public opinion regarding several other **matters of interest to City officials** including, but NOT necessarily limited to:
 - **Establish satisfaction scores** regarding the services presently being provided to local residents;
 - Determine the local electorate's willingness to **reinstate eminent domain** for commercial properties;
 - Determine local residents' understanding of restrictions to how the City can spend its **Redevelopment Funds**.

- 8. **Public Outreach:** Secure the form of “intelligence” needed for determining what type of PUBLIC OUTREACH will be most effective in accomplishing the goals AND expectations of City officials in providing the highest possible *quality of life* for all San Pablo residents.

Section 2.0 Key Findings

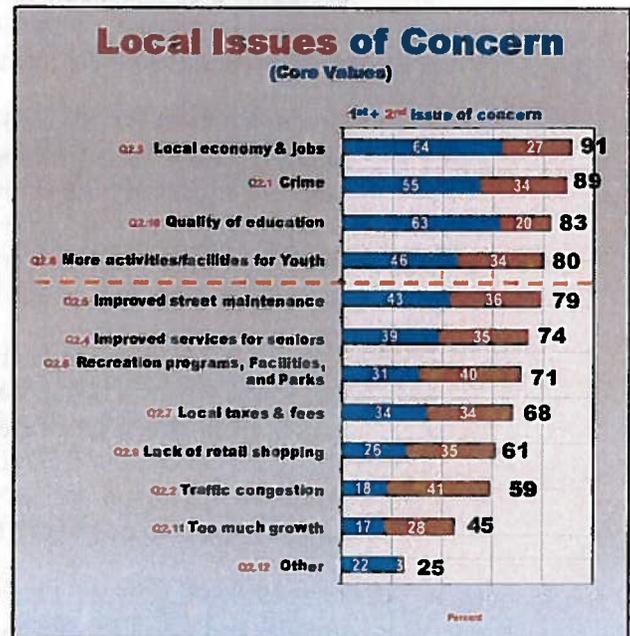
The “findings” from the present scientific survey are explicit and telling. The highlights of the survey are as follows:

Finding #1: **The top three concerns on the collective mind of San Pablo residents, rank-ordered, are: (i) local economy and jobs, (ii) crime, and (iii) the quality of education being provided to local youth.**

As seen in the graphic at right (also refer to Addendum A, Figure 2), the top three concerns on the collective mind of San Pablo residents, rank-ordered, are: (i) **local economy and jobs**, (ii) **crime**, and (iii) **the quality of education being provided to local youth**.

San Pablo residents also would like to see **more youth activities** and facilities made available in the community; this is consistent with the perceived need to take positive action toward fighting crime. If you can keep our youth off the streets, they will be far less likely to get involved with unsavory activities that can lead to criminal activities.

The above concerns are followed by a desire for improved street maintenance, improved services for seniors, and additional recreational programs facilities, and parks. The first one, a desire for improved street maintenance, needs clarification, however. When asked how satisfied they are with the level of street maintenance throughout San Pablo, nearly three quarters (74%) of the respondents reported being satisfied (see Figure 6E); although, only 19% said they are *extremely* satisfied, well over half (55%) said they are *somewhat* satisfied. In other words, this is NOT a huge concern; at least not today.

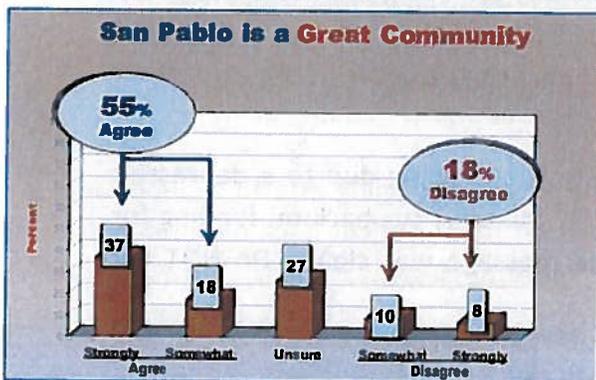


Finding #2: San Pablo residents have a social conscious; they want local government to provide services for BOTH youth and seniors, for example.

Clearly, San Pablo residents have a social conscious. For example, not only do local residents want the City to focus on youth activities and facilities, but they are concerned about providing for seniors. Nearly sixty percent (58%) of the respondents in the present scientific survey agreed with the statement, *“Senior services are essential, thus, are part of what local government MUST provide to seniors who reside in San Pablo”* (refer to Figure 5G); in fact, over one third (35%) strongly agreed with this notion.

Finding #3: Local residents like the quality of life they enjoy as residents of San Pablo; further, they especially approve of the quality of City-sponsored programs and services made available to them through local government.

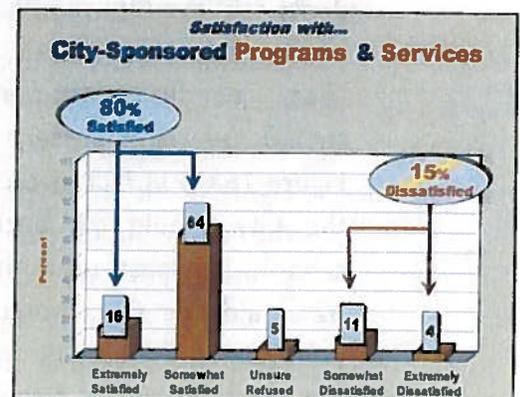
Most residents like living in San Pablo and the *quality of life* they enjoy as San Pablo residents; in fact, as seen in the graphic below (left), well over half of the respondents agreed with the statement, *“San Pablo is a GREAT community, I am happy to be a resident”*...well over a third (37%) strongly agreed with this statement (also refer to Figure 5A).



A huge ratio (80%) of the respondents reported being satisfied with the quality of City-sponsored programs and services available to San Pablo residents (see graphic below, right, also refer to Figure 6A); nearly the same ratio (78%) said they are satisfied with the manner in which they are treated when they have dealings with City

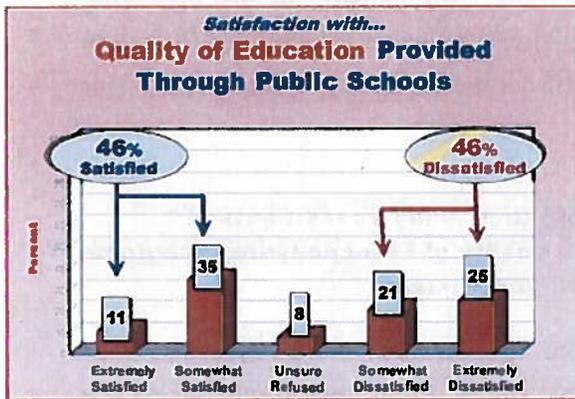
government employees either over the phone or when visiting City Hall (refer to Figure 6F).

Similarly, most residents (75%) are satisfied with the quality of the City-owned parks, trails, and recreation facilities that are available to them (see Figure 6C); in fact, a significant ratio of local residents would like the City to increase the number of these types of facilities. Less than one third (32%) of the respondents agreed with the statement, *“The City...has adequate parks, trails, and recreation programs and facilities to meet the needs of local residents”* (refer to Figure 5B).



Finding #4: Local residents want the City to assist the local public school district whenever and wherever possible.

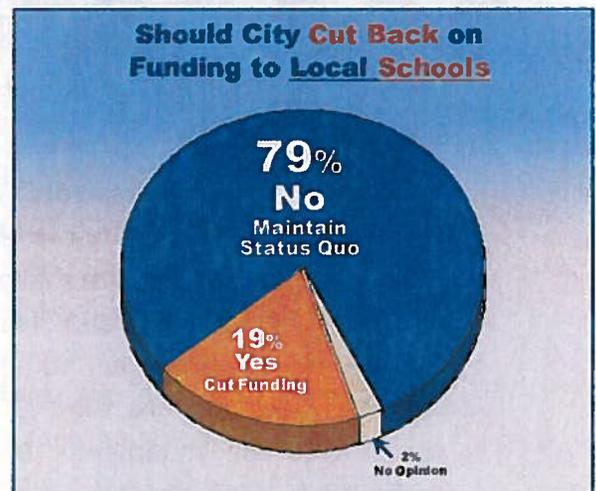
San Pablo is not without its challenges. As noted at the outset of the present discussion, for example, most residents (83%) are highly concerned with the **quality of education** being provided to local youth (refer to Figure 2). This concern is illustrated in the *finding* seen in the graphic below (left); the same ratio of respondents (46%) say they are **DISSATISFIED** with the quality of education being provided through public schools in San Pablo as said they are satisfied; in fact, over twice as many (25:11) report being **EXTREMELY dissatisfied** as reported being **satisfied** (also see Figure 6D) Only one fourth (25%) agreed with the statement, “The West Contra Costa County Unified School District...is excellent (see Figure 5D).



While the City is NOT responsible for local schools, San Pablo residents think that the City should do whatever it can to support the West Contra Costa County Unified School District, including forming partnerships to enhance the local public education system.

For example, it was pointed out that the City is struggling due to a depressed economy, thus respondents were asked, “...should it [the City] cut back on funding for local schools, including after-school programs,” the message was clear; Do NOT cut back funding to local schools.

Specifically (as seen in the graphic at right), less than twenty percent (19%) of the respondents said the City should cut back on its funding to local schools of nearly a half million dollars a year; nearly eighty percent (79%) said they should keep the present funding in place (see Figure 16A). In fact, even among those who said the City should cut back its funding of local schools (at least until the economy recovers), 62% said the City should cut back as little as possible; only one third of these folks said the City should make significant cutbacks in its



funding of local school programs, et al. Five percent of the 19% who said the City should cut back this funding actually said the funding should be eliminated, altogether (refer to Figure 16B).

Another example of the community’s dedication to local youth and public education can be seen in the *finding* that over two-thirds (68%) of the respondents said that the City should, if possible, purchase the property where Lake Elementary School sits (which was recently closed) for \$1; then dedicated some of the property to OPEN SPACE, while developing the majority of the land to accommodate recreation programs for local youth (see Figure 19).

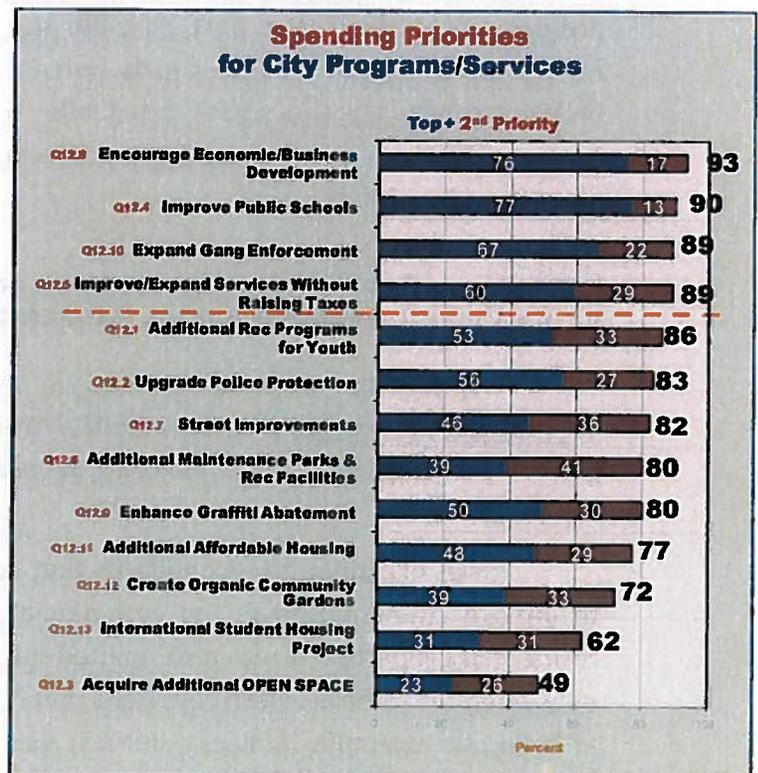
Finding #5: Economic Development, improving local public schools, and enhancing public safety heads the list for SPENDING PRIORITIES.

A pattern is clear; local residents (registered voters, property owners, and the community-at-large) have an agenda comprised of three fundamental components:

- **Economic and Business Development**
- **Improve local schools**
- **Public Safety**

The rank-ordering of the above three priorities changed when respondents were asked how they want their tax dollars spent compared to when they were asked to identify their major concerns, overall (see Figure 2).

As seen in the graphic at right (also refer to Figure 12), upgrade police protection is ranked 6th in spending priorities; however, expand gang enforcement is ranked 3rd, with additional recreation programs for youth (a public safety issue) not far behind.

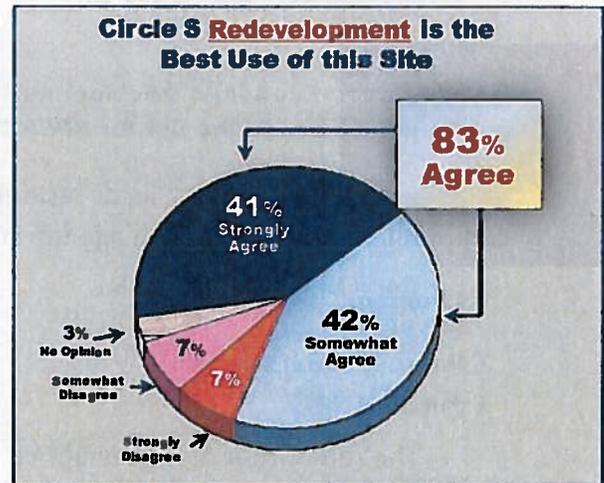


The problem, however, is that local residents (especially registered voters) want these enhancements **WITHOUT raising taxes**, which (as will be documented later in this report) is mostly due to the DEPRESSED ECONOMY.

No matter, it is clear that the number one priority is Economic and Business Development; in other words, JOBS!

To shed light on the types of economic development and redevelopment that local residents want, they were asked about the **Circle S Redevelopment project**.

While less than half of the respondents were aware of the redevelopment project (see Figure 7A), regardless of whether or not they were aware, as can be seen in the graphic at right (also refer to Figure 7B), when the project was described to them, MOST (83%) said that the Circle S project was, indeed, the best possible use for this property. In fact, over forty percent (41%) strongly agreed that the Circle S project is the best possible use for this site in downtown San Pablo.



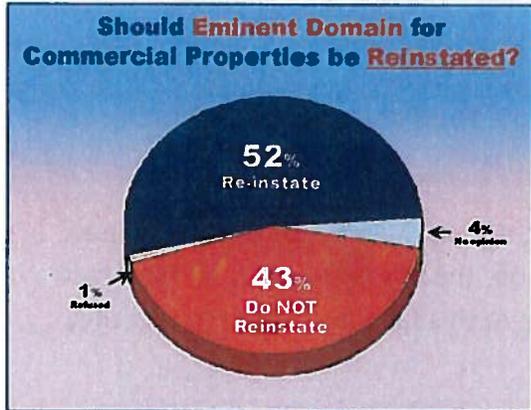
Finding #6: There is majority support among San Pablo residents for reinstating Eminent Domain for COMMERCIAL PROPERTIES, only.

Respondents were also asked if they thought that Eminent Domain for Commercial properties should be REINSTATED by City Council. As can be seen in the graphic below (left), a clear majority of local residents think it should (also refer to Figure 10).

It was explained to respondents that until March 2009, the City had the authority to impose Eminent Domain on commercial property within the City limits (but NOT residential property). It was also pointed out that City officials used this tool, sparingly; only when City officials were confident that it was in the best interest of the community-at-large...for example, eminent domain was used to secure the property where the Circle S redevelopment project is now underway.

Respondents were told that the idea for the Circle S project was to turn blighted property into commercial property that will create jobs for local residents and income to

the City through sales tax revenues which, in turn, can be used to provide City services to local residents. They were told, further, that the City’s authority expired in March, 2009; due to controversy that was surrounding the concept of eminent domain, City officials decided NOT to reinstate eminent domain for commercial properties in San Pablo; at least not for the time being.



However, because City officials are confident that the City has, in fact, been highly responsible in their use of eminent Domain for COMMERCIAL property they are now considering reinstating this authority. Before making their decision, however, City officials wanted to ask local residents, through the present scientific survey, how they felt about reinstating eminent domain for commercial properties, only. As can be seen in the graphic at left (also refer to Figure 10), a clear majority (52%) of the

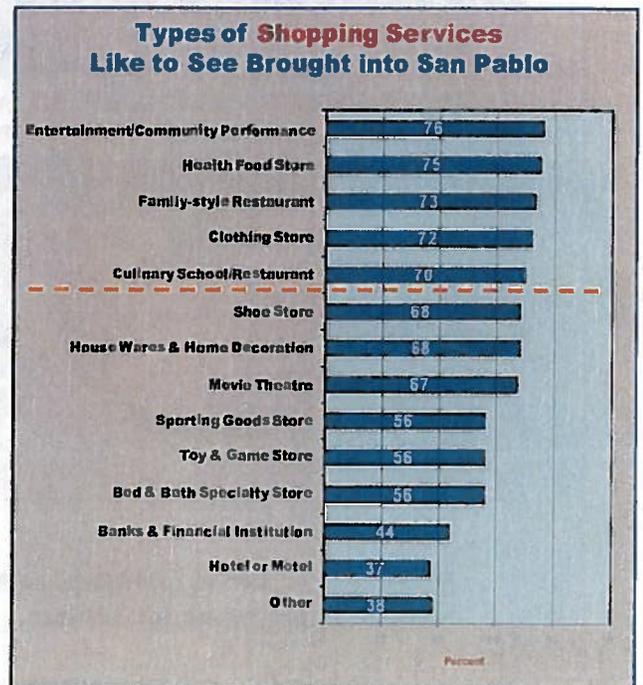
respondents recommend that City officials do, indeed, reinstate eminent domain in San Pablo for commercial properties, only.

Finding #7: Entertainment/community performance enterprise, a health food store, and family-style restaurant are the top three commercial enterprises that local residents would like to see brought to San Pablo.

Residents were asked what types of shopping enterprise they would like attracted to San Pablo?

Respondents were read a list of 13 types of business enterprises and asked to say YES or NO as each type of enterprise was read to them.

As can be seen in the graphic at right (also refer to Figure 9), the top two priorities are entertainment and community performance enterprise, followed closely by a family-style restaurant, then a clothing store. The 5th-ranked item was a culinary school/ restaurant, which is consistent with the enterprise ranked 3rd (that being a family restaurant).

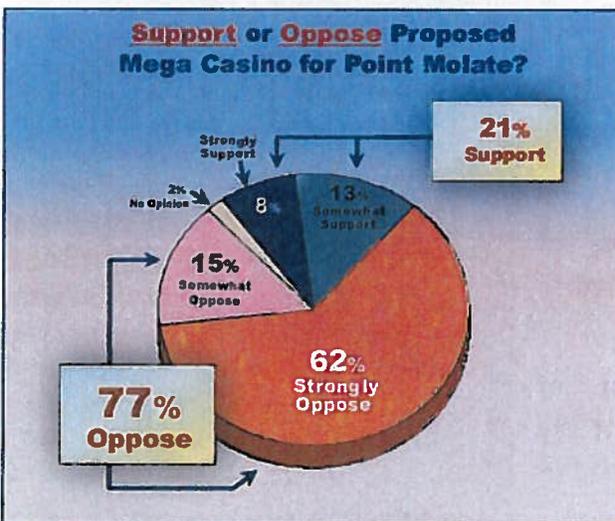


Finding #8: The community is willing to support the City's efforts to oppose having a Mega Casino brought into Point Molate.

Like most residents in San Pablo, the City is feeling the pressures of a depressed economy. The economic base for the City is the **San Pablo Lytton Casino**, owned and operated by the Lytton Band of Pomo Indians; the Casino presently generates approximately \$14 million each year for the City, which represents 57% of the City's annual income. Thus, the effort to bring a mega-casino to Point Molate in Richmond represents a huge threat not only to the owners of the San Pablo Lytton Casino, but to the City and every resident in the City.

San Pablo residents were asked whether or not they were aware that a new mega casino is being proposed for Point Molate; most (nearly 80%) were...in fact, half of the respondents said they were **EXTREMELY** aware of this fact, another 29% said they were **SOMEWHAT** aware (refer to Figure 13A).

Respondents were then asked, whether or not they were aware of the proposed mega-casino before today's interview, did they **SUPPORT** or **OPPOSE** the idea of bringing such a casino into a neighboring community. As seen in the graphic at left (also refer to



13B) **Over three quarters (77%) of the San Pablo Resident OPPOSE the idea; nearly two thirds (62%) said they STRONGLY OPPOSE the proposed mega-casino.**

Finally, everyone was asked if s/he would be willing to **join forces with the City to fight the approval of a new MEGA-casino** being brought to Point Molate; over 2/3rds said they would (refer to Figure 13C)...only 14% said they would **DEFINITELY NOT** join forces with the City in an effort to derail the proposed mega-casino.

Finding #9: Local residents do NOT want cutbacks in Public Safety, nor City-sponsored programs for Seniors.

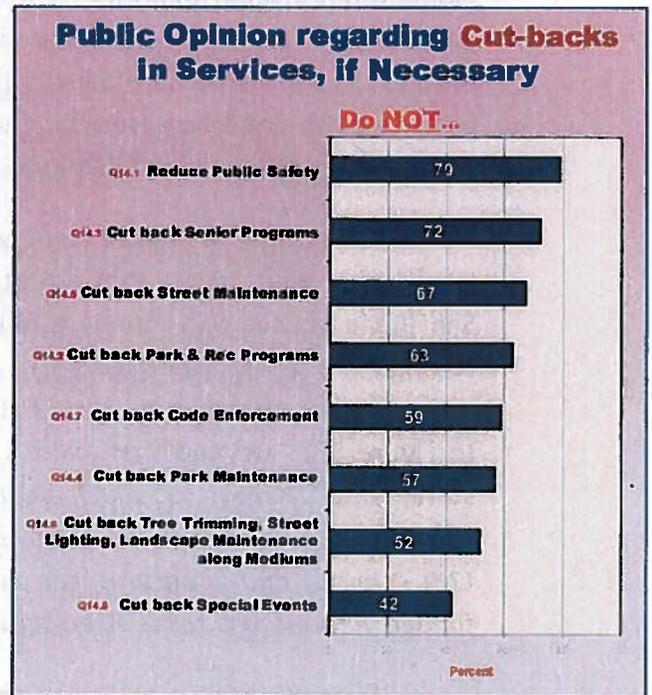
While City officials are struggling to work through the fiscal challenges due, in large part, to a depressed economy, should the mega-casino come to Richmond, the City of San Pablo will be thrown into a **SEVERE ECONOMIC** crisis mode. As noted above,

the lion’s share of the City’s operating dollars come from the San Pablo Lytton Casino; therefore, if the casino’s income is cut back dramatically (for whatever reason), the City’s income is likewise cut back dramatically. Should that be allowed to materialize, the City could be forced to dramatically reduce services presently being provided to San Pablo residents; in fact, this could result in **the City becoming insolvent**, or worse, **face bankruptcy**. The only response to such a scenario will be to find new revenue streams and/or make major cutbacks in City services. Should cutbacks in City services become necessary, residents were asked to weigh in and rank-order a list of eight City-sponsored programs; meaning, advise City officials on what programs they would recommend be cut back or eliminated, altogether; and which programs NOT to cut back.

As can be seen in the graphic at right (also refer to Figure 14), San Pablo residents do **NOT** want the City to cut back on **public safety**, nor on City-sponsored programs for **senior citizens**.

If something has to go, then it would be special events such as the 4th of July family celebration and fireworks show, Cinco de Mayo San Pablo Parade and Festival, movies in the park, public safety day, etc. If further cuts are mandated, the next category to go would be to cut back on the maintenance of public landscapes and code enforcement.

That said, City officials are committed to doing whatever necessary to avoid having to make such cutbacks of City programs and services.



Finding #10: A tax requiring 2/3rds voter support is simply NOT an option at the present time in San Pablo; a tax requiring simple-majority support could be an option.

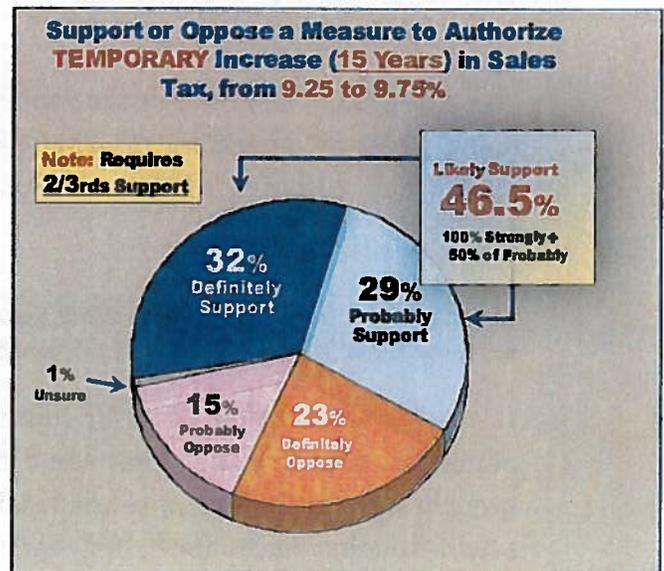
The second alternative for addressing the City’s fiscal challenges, mostly due to a depressed economy (but, that could become of crisis proportion if a mega-casino is brought into Richmond), is to ask local voters or property owners to authorize one of several funding mechanisms; for example, increase the amount of the sales tax charged

on purchases made inside the City proper, or other form of special tax wherein the yield is dedicated to a specific use such as enhancing public safety (requiring 2/3-voter support for passage); or, asking property owners to authorize an increase in the annual assessment for the City’s existing Landscape and Lighting Assessment District(s), which requires simple majority support from property owners who return their mail ballot.

The funding mechanism that makes the most sense from the perspective of City officials is to ask voters to authorize a TEMPORARY increase of one half percent (or a half-cent) in the amount of the sales tax being charged on purchases made within the City proper. These monies would be earmarked for gang prevention, reducing youth violence, expanding youth services, and fire prevention; thus, this funding mechanism would require super-majority (2/3rds) voter support for passage. This approach seems particularly reasonable, since the current 9.25% sales tax charge by merchants doing business in San Pablo is below what most Cities in the surrounding West County region charge; a half-cent increase would simply bring San Pablo on par with the surrounding communities of Pinole and Richmond who have current sales tax of 9.75.

To do this will require some work. For example, less than forty percent (39%) of local voters were aware that a portion of the sales tax charged on purchases made in San Pablo stay in San Pablo to help pay for City services; 60% learned of this fact through the survey (see Figure 8). Beyond that, nearly half (49%) of respondents said that taxes are already too high; that they, “...would never vote for a tax increase” (refer to Figure 5F). Beyond that, over a third (34%) of registered voters AGREED with the statement, “*There is too much waste in the San Pablo city budget; therefore, essential City services and programs can be easily funded without new taxes*” (see Figure 5C).

As seen in the graphic at right, if the City were to place a Measure on the local ballot today asking local voters to authorize a TEMPORARY half-cent increase (from 9.25 to 9.75 percent) — for a period of 15 years — for purchases made in San Pablo...it would FAIL to secure even simple majority support; thus, it would fail. This funding mechanism requires 2/3rds voter support to be authorized (also refer to Figure 15A).



If the increase in sales tax were to be limited to 10 years (rather than 15 years), voter support increases to 54%; still far short of the 2/3rds support required for passage.

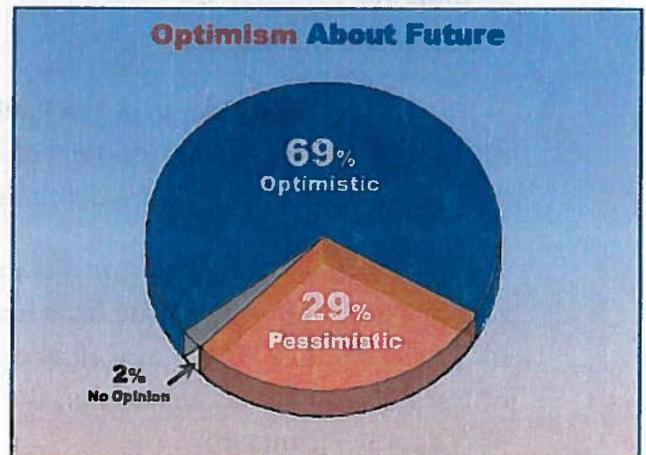
If the yield from the increase in sales tax were to be placed into the City's General Fund, rather than being earmarked for specific uses, the requisite voter support is reduced from 2/3rds to a simple majority; however, when registered voters were asked if they would support this increase and have the yield placed into the City's General fund, voter support dipped to 36% (refer to Figure 15C). Therefore, this is NOT a viable alternative, at least not at the present point in time.

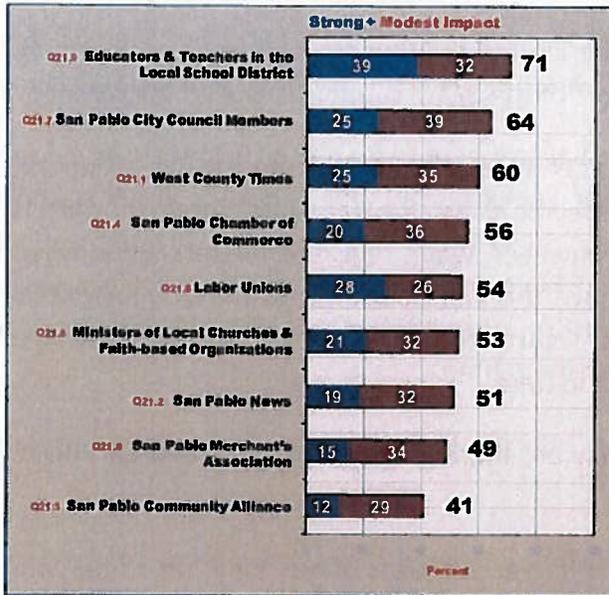
As discouraging as these *findings* may be, there is reason for guarded optimism. Why?

Much of the concern over supporting increased taxes of any kind has to do with the state of the economy; both the City and its residents are struggling with fiscal challenges due to a depressed economy. However, when looking to the future, San Pablo residents (registered voters, property owners, and the community-at-large) are OPTIMISTIC. Respondents were asked...

"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 for local resident?"

You can see in the graphic at right, a huge majority (69%) of local residents are, indeed, OPTIMISTIC about the future (refer to Figure 11). While nearly forty percent (39%) of the respondents think the United States is presently in recession and about the same ratio (40%) see is in the midst of an economic slowdown (refer to Figure 17A, over half of local residents think that one year from today, the while economy will still be SOFT, we won't be in a recession (refer to Figure 17B).





Equally important, San Pablo residents (registered voters and the community-at-large) have confidence in the members of their City Council; this can be seen in the graphic at left (also refer to Figure 21). In most communities, educators and teachers are held in high regard; San Pablo is no exception. Seldom, however, are the members of City Council in the top three; but, in San Pablo, their influence is second only to that of local educators and teachers. That's important.

Why is the above finding so important? Because, in order to address the growing fiscal challenges being faced by the City of San Pablo, local voters, property owners, and the community-at-large MUST have confidence in the trustworthiness of their local officials and of the City's professional staff. As seen in this finding, as well as those reported elsewhere in the present report, both City Council and the City staff are held in high regard.

Which gets us to several specific recommendations...

Section 3.0 Recommendations

Clearly, the residents of San Pablo love their City and appreciate the *quality of life* they presently enjoy as a resident of San Pablo. Virtually everyone is struggling with pressures that are a result of a depressed economy; the City is no exception.

Unfortunately, many San Pablo residents are not aware of the significance of such things as the role income from local sales tax plays in maintaining the *quality of life* they have come to enjoy; as well as other factors that will play a huge role in the future of the City and its residents (e.g., the potential impact of a new mega-casino moving next door in Richmond).

Thus, if the City is going to be able to address its fiscal challenges when the economy does recover, then it needs to inform constituents of the challenges facing the

City, the impact of these fiscal challenges on the future quality of life for local residents, and what alternatives are available to the community for maintaining the quality of life that presently exists. This reality has led SRI researchers and strategic planners to the following recommendations; these recommendations are predicated on the *findings* from the present BENCHMARK scientific survey.

Recommendation #1: Design and administer a comprehensive OUTREACH effort to inform local residents (especially registered voters and property owners) of the current fiscal challenges facing the City, and those that are looming in the not too distant future.

Develop and launch a comprehensive and aggressive outreach effort designed to INFORM constituents of the fiscal challenges presently facing the City; and, those that are looming in the not too distant future (specifically, the inevitable impact on the City and all of its residents of allowing a mega-casino to come to Richmond).

Equally important, constituents need to be made aware of the extremely positive steps the City is presently taking to enhance the community, including bringing new jobs to the community; this not only includes the **Circle S Redevelopment Project**, but the many other efforts that are underway that are intended to bolster the local economy and create new jobs for San Pablo residents.

The outreach effort should also explain what the City is doing to keep its residents safe and secure; clearly, this is a top priority for virtually every resident throughout the community.

Recommendation #2: Design a comprehensive and aggressive campaign to derail the effort to bring a mega-casino to Point Molate in Richmond.

The City and all of its residents are major stakeholders in whether or not the proposed mega-casino comes to Point Molate in Richmond. Fortunately, local residents are, for the most part, aware of this threat to the local economy and to the *quality of life* they presently enjoy as residents of San Pablo that stems from this possibility. A huge majority (77%) oppose the mega-casino; and over 2/3rds say they would be willing to join forces with the City to fight this movement.

Therefore, it is absolutely essential that the City spearhead a carefully organized effort to fight this proposed mega-casino. The City's voice needs to be heard and the City's objections to a mega-casino needs to have teeth.

Recommendation #3: Do whatever possible to support, and partner with, the local public school system; this is a top priority for San Pablo residents.

It's clear that local residents are concerned with the quality of education being provided to local youth. As a result, they are willing to give up certain benefits afforded them through the City to support their local schools. Thus, City officials should seek out ways to partner with the public school district in providing programs and facilities that students can benefit from; toward that end, every effort should be made NOT to cut back on the funding that the City presently provides to the school district out of the City's General Fund.

Recommendation #4: Reinstate Eminent Domain authority for commercial properties.

The City can readily point to two important facts: (i) the City NEVER abused the privilege granted to City officials through Eminent Domain of commercial properties; in fact, (ii) it has used this authority wisely, over time...the Circle S Redevelopment Project is an excellent example of this very fact.

Clearly, the City needs to promote Economic Development and Redevelopment in San Pablo, especially those forms of economic development that creates new jobs for local residents. This is THE **top priority** for registered voters, property owners, and the community-at-large. Thus, it is SRI's recommendation that the City reinstate its authority to enlist eminent domain for commercial properties, so that the City will be positioned to take full advantage of such opportunities, as they surface (and they will).

Section 4.0

Summary Conclusion

We have truly enjoyed having an opportunity to partner with the **City of San Pablo** 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.

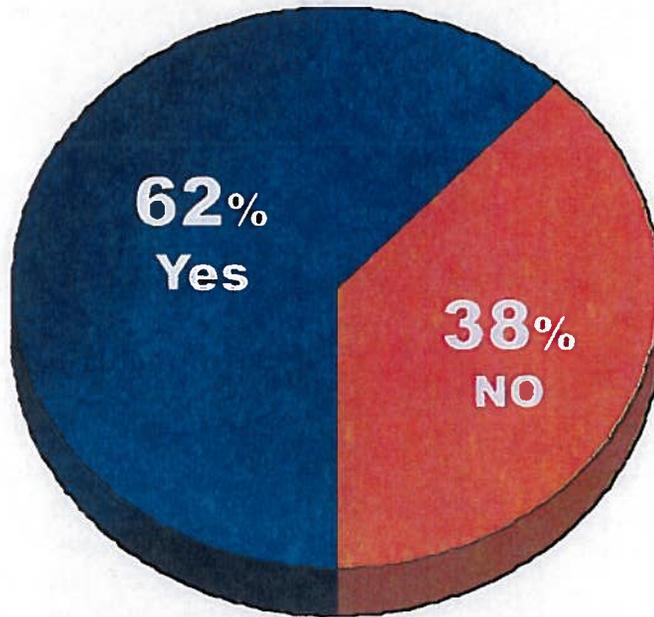


Addendum 'A'

Figure 1
San Pablo Needs Analysis
August 2010

**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:	
9%	Crime
5%	Streets (potholes, lighting, etc)
4%	Redevelopment
3%	Education



Figure 2
San Pablo Needs Analysis
August 2010

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.

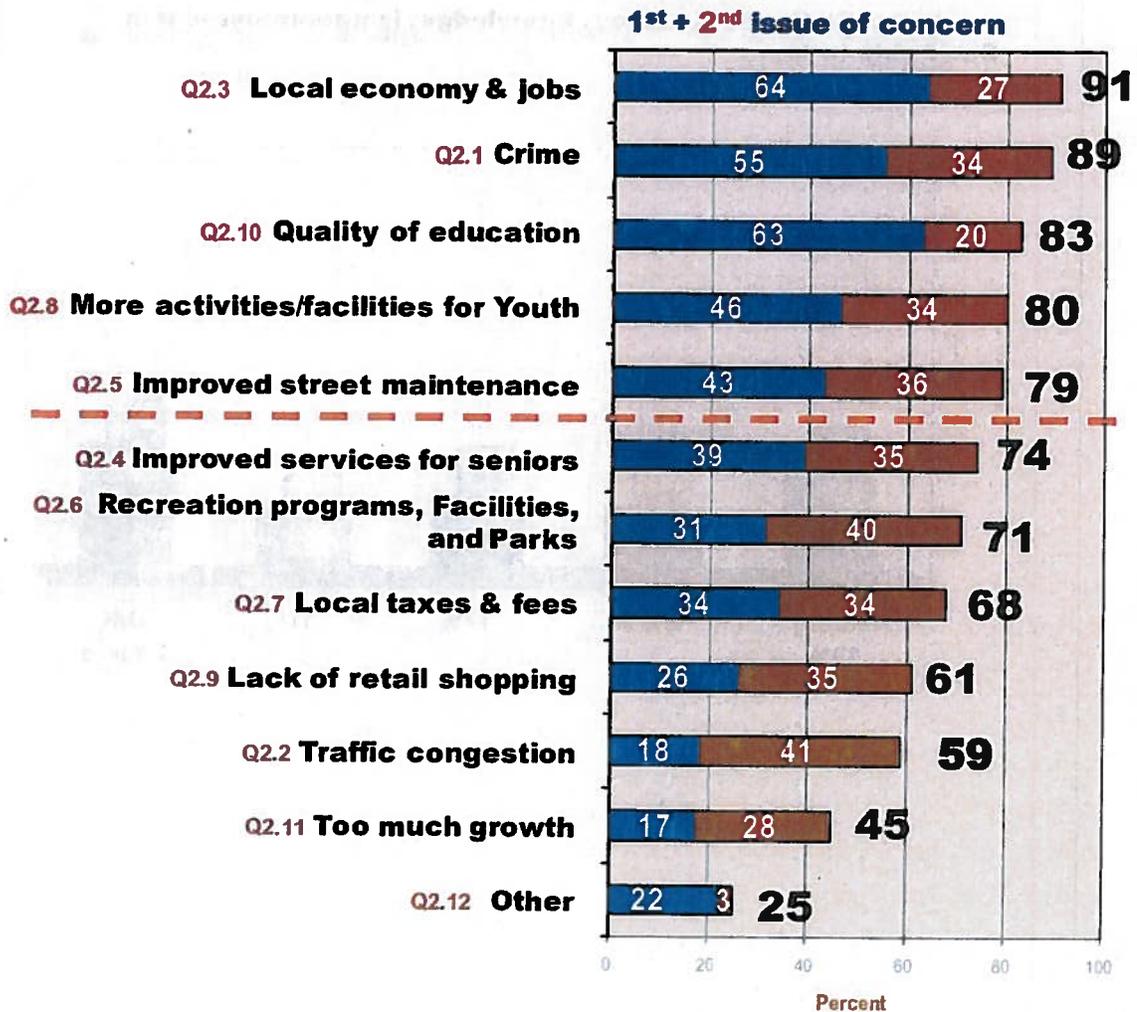


Figure 3
San Pablo Needs Analysis
August 2010

Percentage of Unemployment in San Pablo Today

Question 3.0: To the best of your knowledge, is unemployment in San Pablo today...

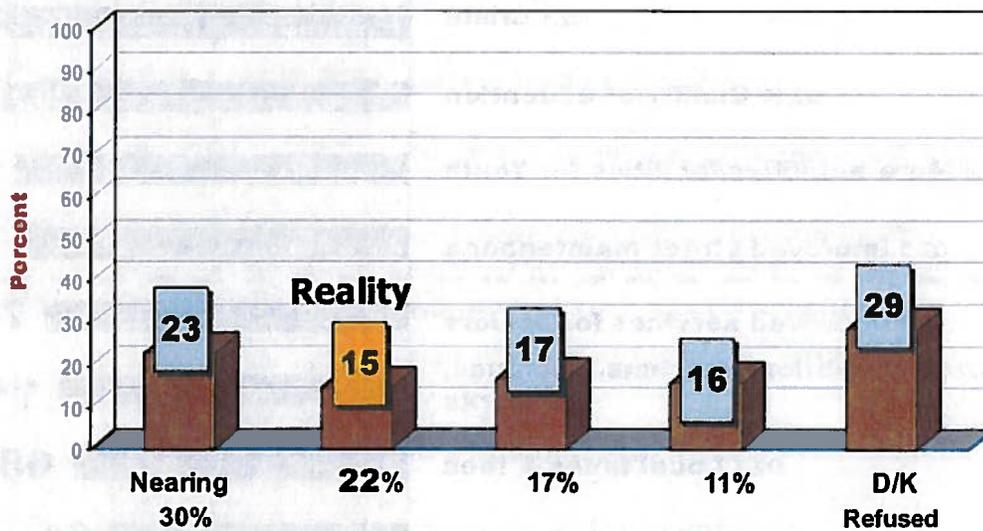


Figure 4
San Pablo Needs Analysis
August 2010

Public Understanding of Re-development Funds

Question 4.0 To the best of your knowledge, are the City's Re-development funds restricted, meaning they can only be used to promote Economic Development within the community; or, under certain conditions, can these funds be used to provide City services to local residents and/or address the City's fiscal challenges when needed (especially during times of crisis, such as the present time due to a depressed economy).

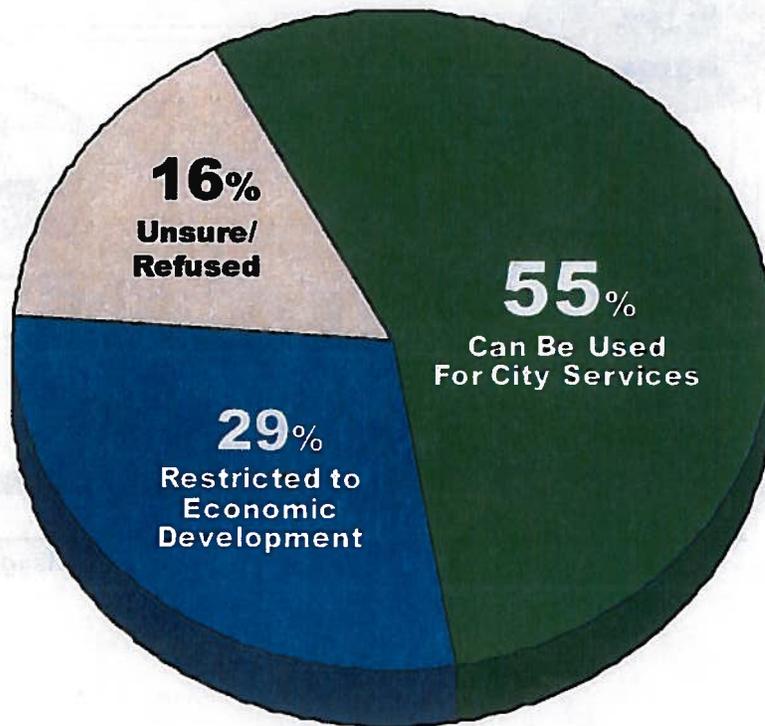


Figure 5A
San Pablo Needs Analysis
August 2010

San Pablo is a Great Community

Question 5.1: San Pablo is a great community; I am happy to be a resident.

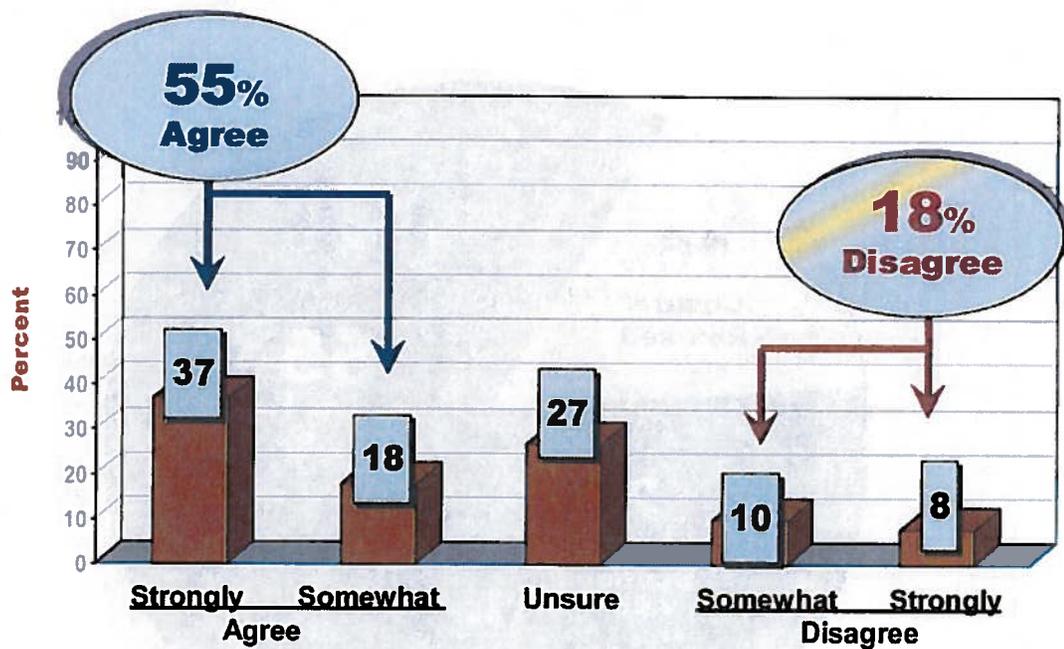


Figure 5B
San Pablo Needs Analysis
August 2010

San Pablo has... Adequate Parks, Trails & Rec Programs

Question 5.2: The City of San Pablo has adequate parks, trails, and recreational programs and facilities to meet the needs of local residents.

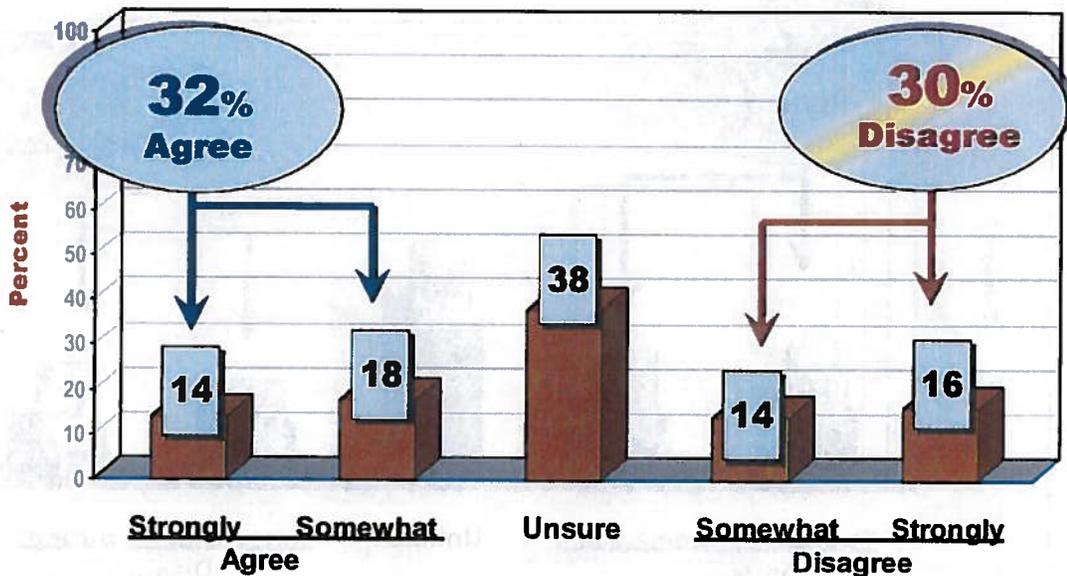


Figure 5C
San Pablo Needs Analysis
August 2010

There is **Too Much Waste** in the San Pablo City Budget

Question 5.3: There is too much waste in the San Pablo City budget; therefore, essential City services and programs can be easily funded without new taxes.

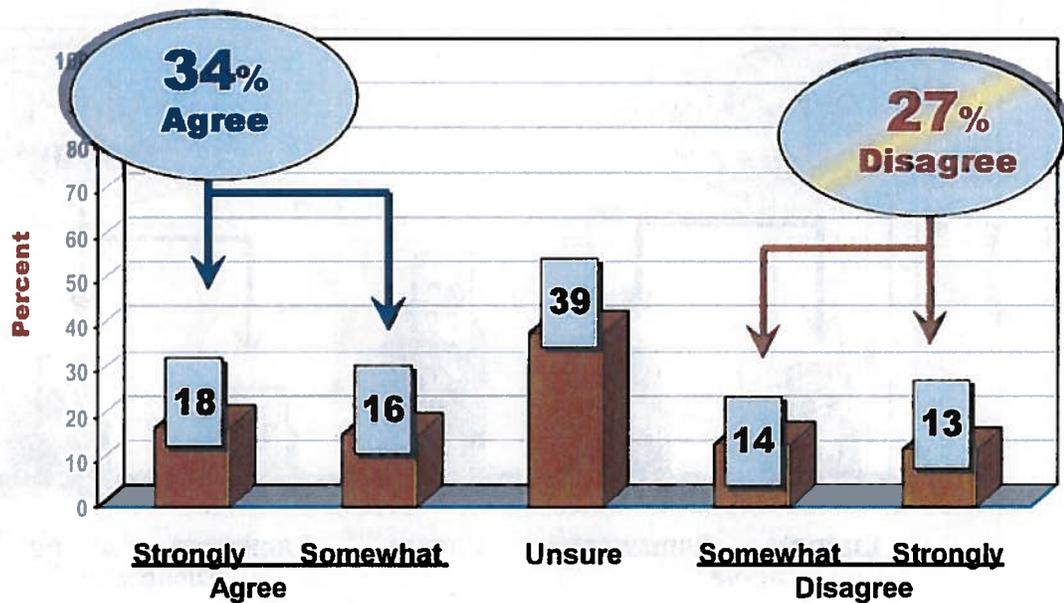


Figure 5D
San Pablo Needs Analysis
August 2010

West Contra Costa County Unified School District is Excellent

Question 5.4: The West Contra Costa County Unified School District, which serves San Pablo youth, is excellent.

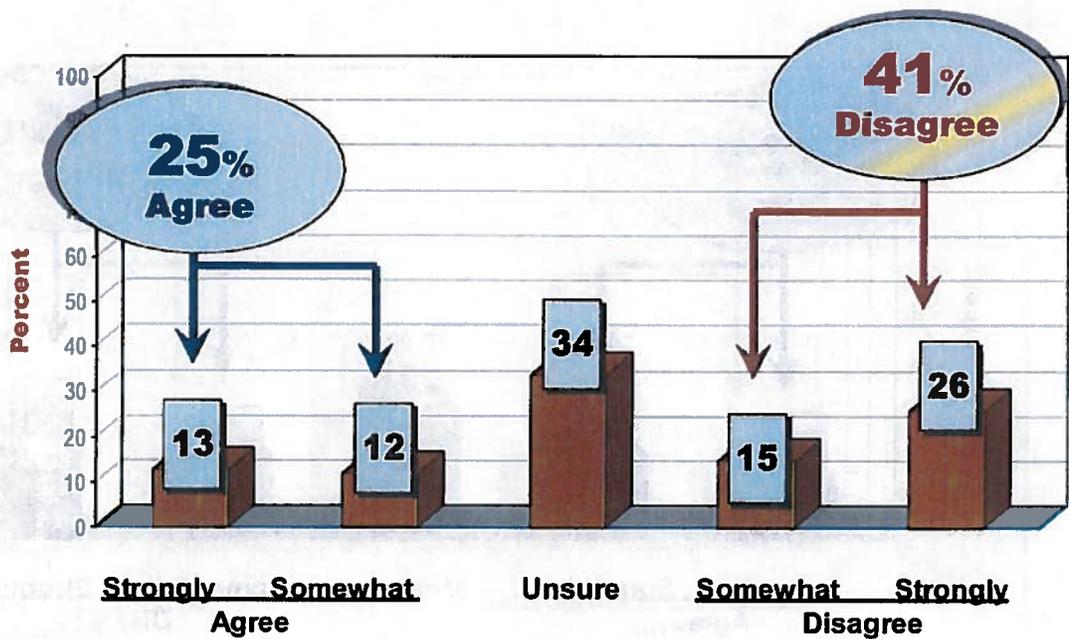


Figure 5E
San Pablo Needs Analysis
August 2010

Traffic Problems in San Pablo Are Serious

Question 5.5: Traffic problems within the City of San Pablo are very serious and require the immediate attention of local government.

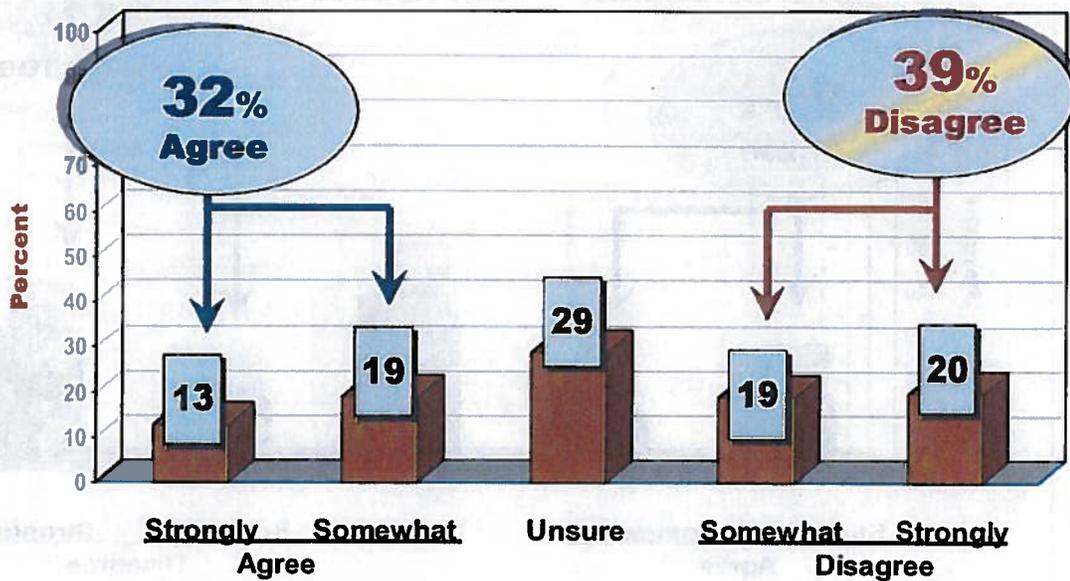


Figure 5F
San Pablo Needs Analysis
August 2010

Taxes are Too High

Question 5.6: Taxes are already too high. I would never vote for a tax increase.

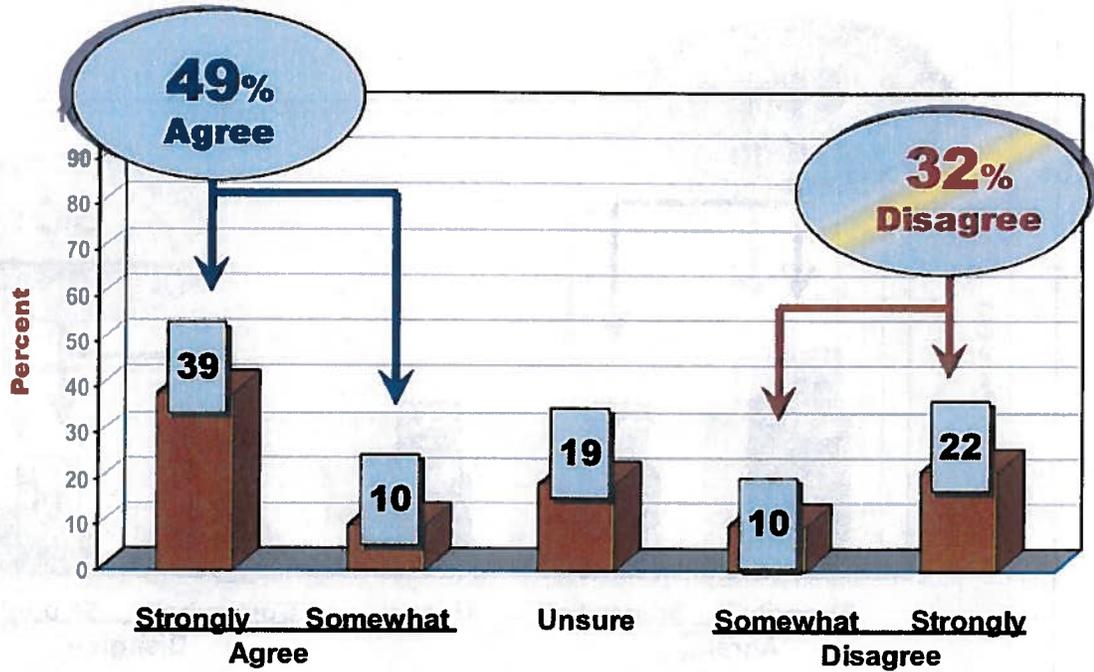


Figure 5G
San Pablo Needs Analysis
August 2010

Senior Services Are Essential

Question 5.7: Senior services are essential, thus, are part of what local government MUST provide to seniors who reside in San Pablo.

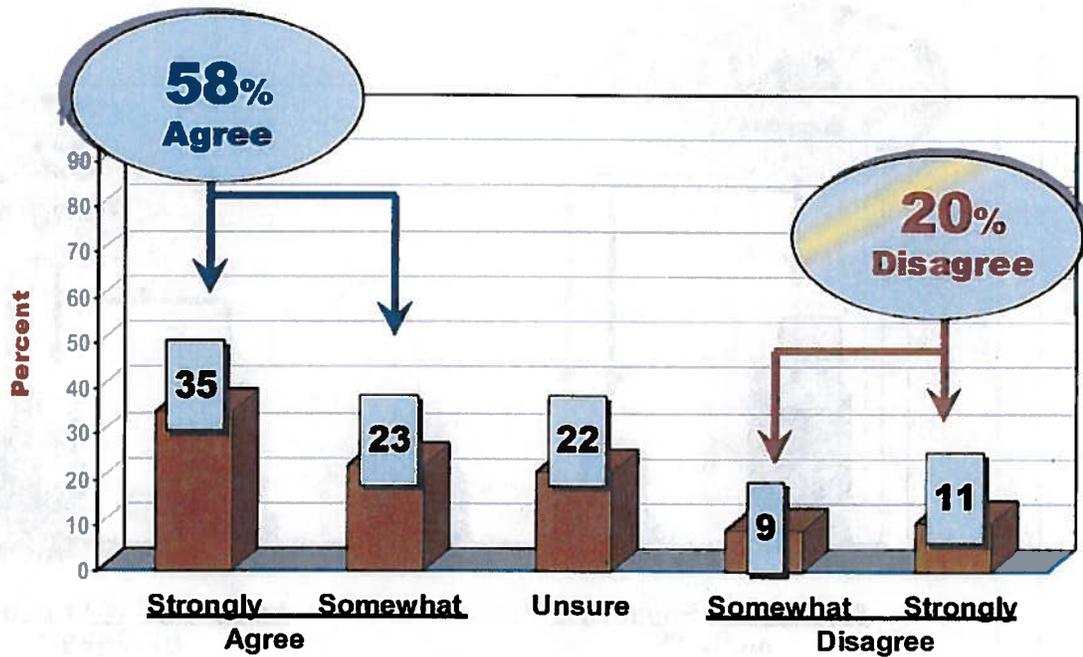


Figure 6A
San Pablo Needs Analysis
August 2010

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

Question 6.1: Overall, how satisfied are you with the quality of City-sponsored programs & services available to the residents of San Pablo?

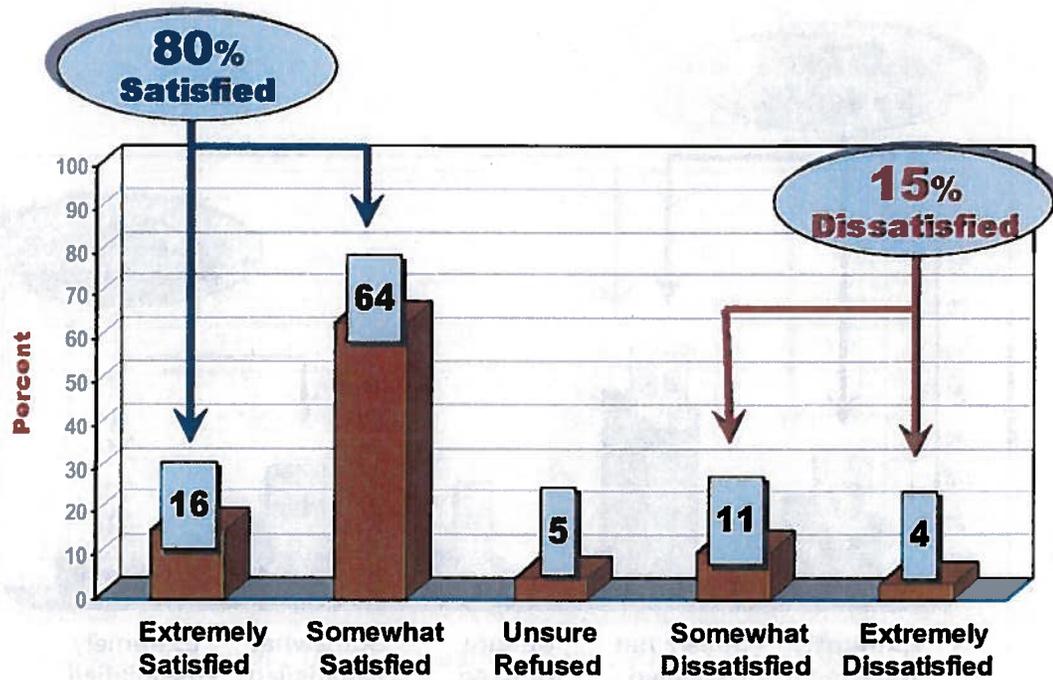


Figure 6B
San Pablo Needs Analysis
August 2010

Satisfaction with... **Public Library Facilities & Resources**

Question 6.2: How satisfied are you with public library facilities and resources available to the residents of San Pablo?

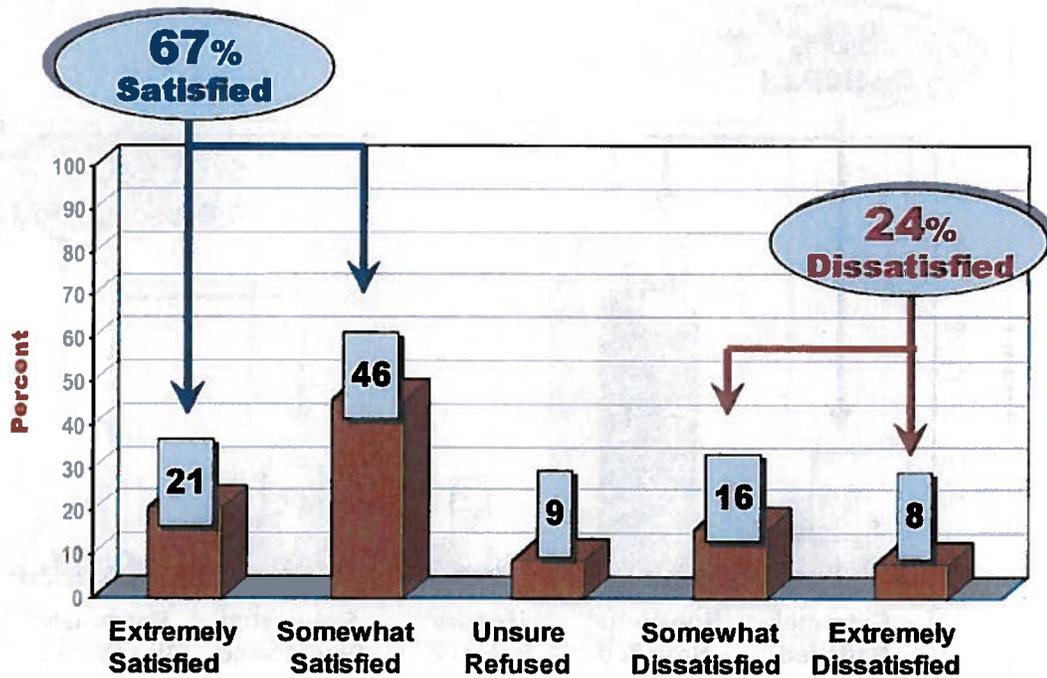


Figure 6C
San Pablo Needs Analysis
August 2010

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

Question 6.3: 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?

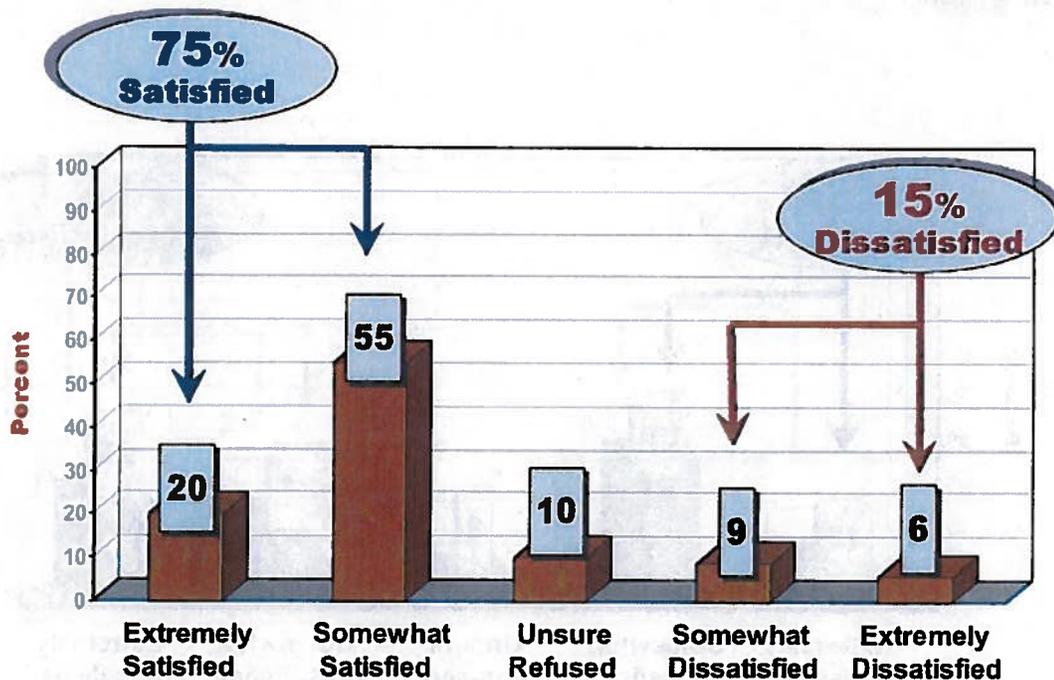


Figure 6D
San Pablo Needs Analysis
August 2010

Satisfaction with...

Quality of Education Provided Through Public Schools

Question 6.4: How satisfied are you with the quality of education being provided through public schools to school age children who reside in San Pablo?

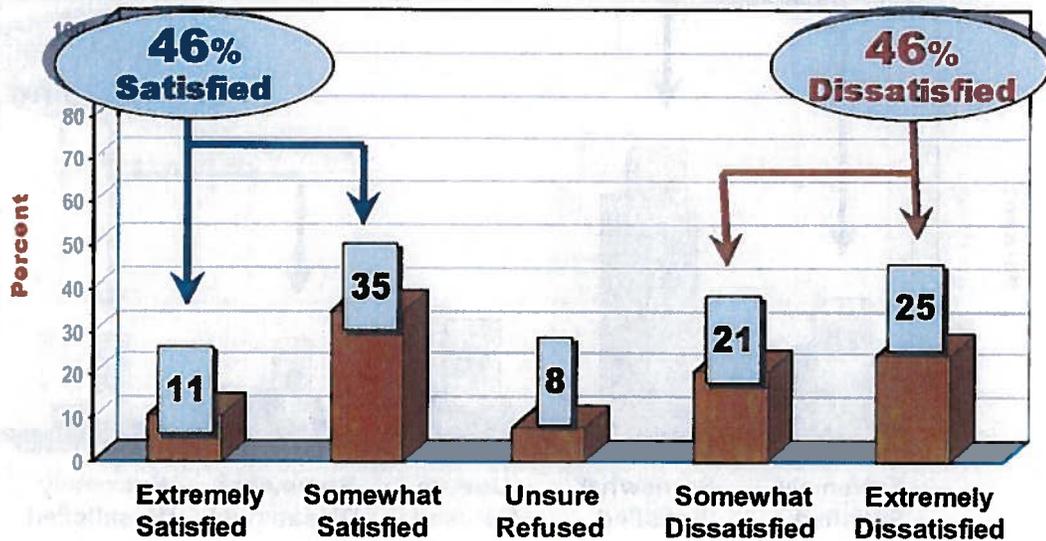


Figure 6E
San Pablo Needs Analysis
August 2010

Satisfaction with... Level of Street Maintenance throughout the City

Question 6.5: How satisfied are you with the level of street maintenance throughout the City of San Pablo?

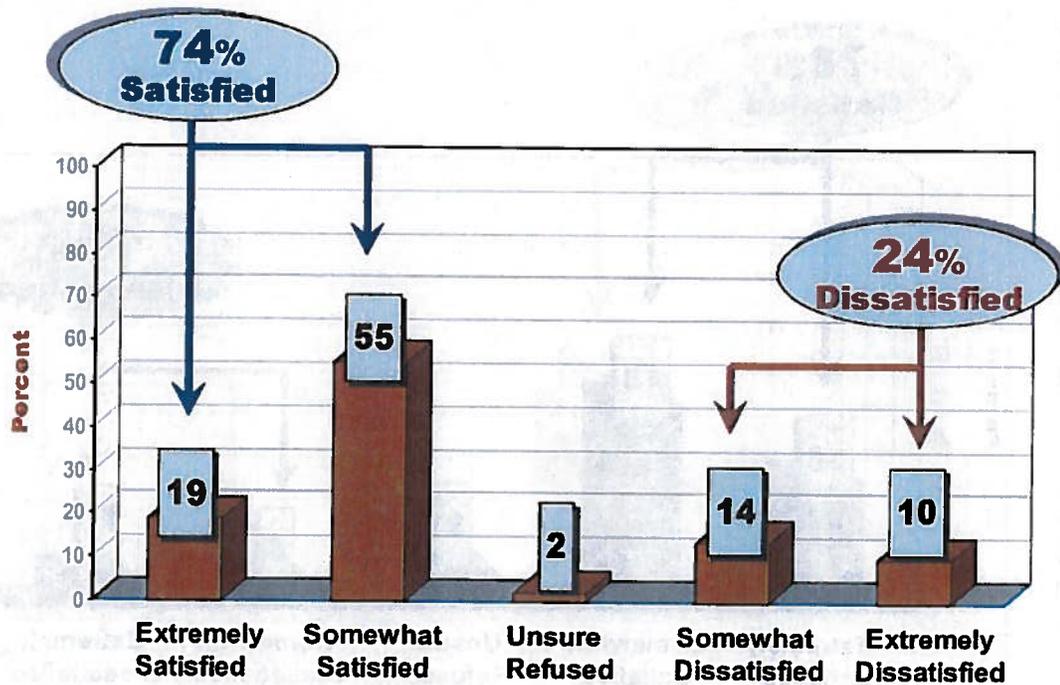


Figure 6F
San Pablo Needs Analysis
August 2010

Satisfaction with...
Manner in which You Were Treated
at City Hall

Question 6.6: 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?

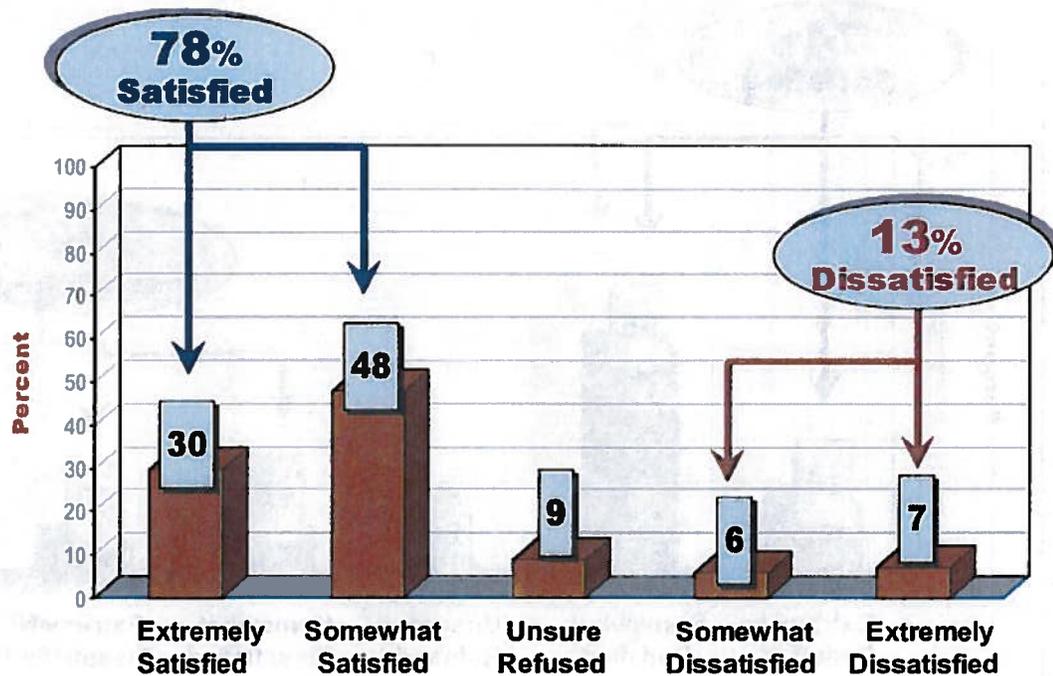


Figure 7A
San Pablo Needs Analysis
August 2010

Awareness of Circle S Redevelopment Site

Question 7.1: Before the present interview, were you aware of the Circle S Redevelopment site; and, the City's plans to use this property for multi-use development?

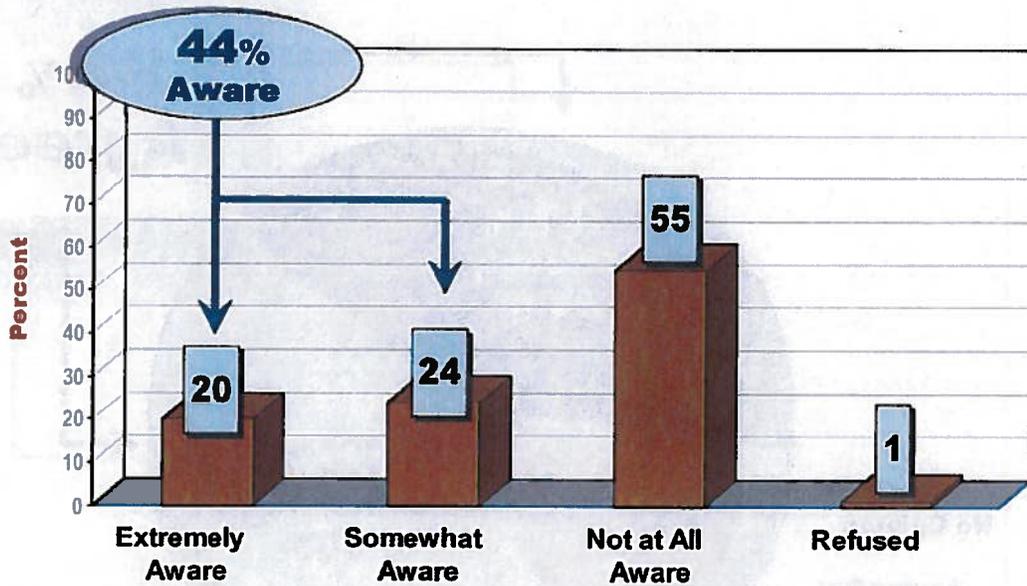


Figure 7B
San Pablo Needs Analysis
August 2010

Circle S Redevelopment is the Best Use of this Site

Question 7.2: Do you agree or disagree that this is the very best use of this property in downtown San Pablo?

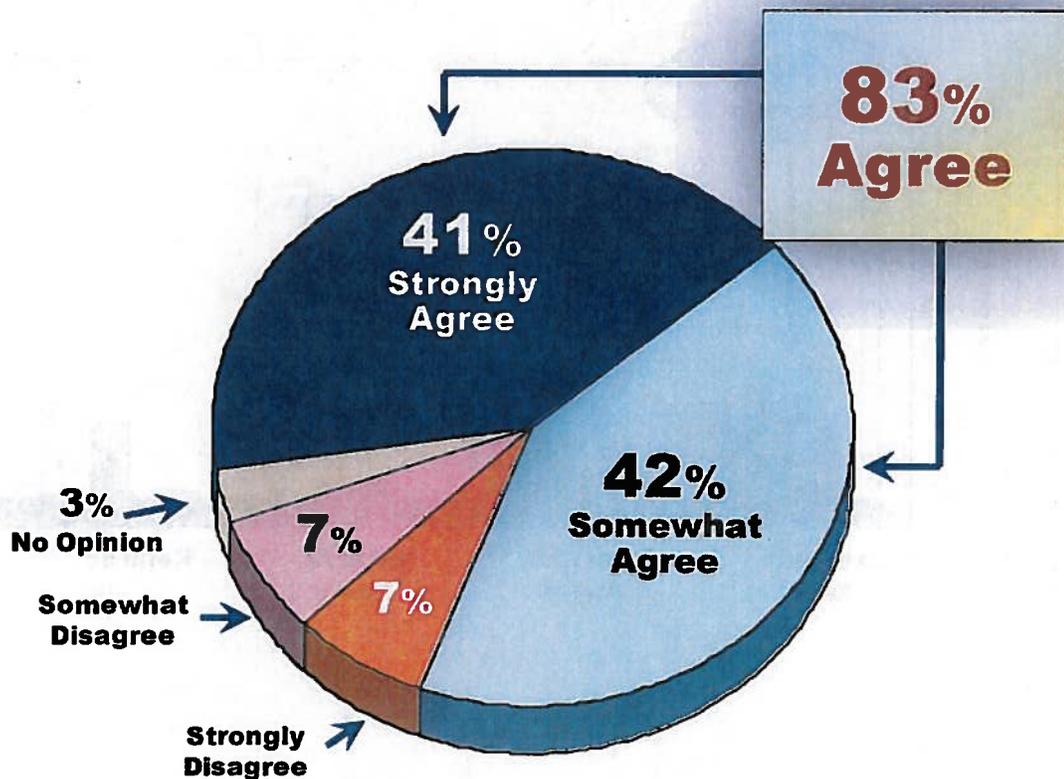


Figure 8
San Pablo Needs Analysis
August 2010

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

Question 8.1 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?

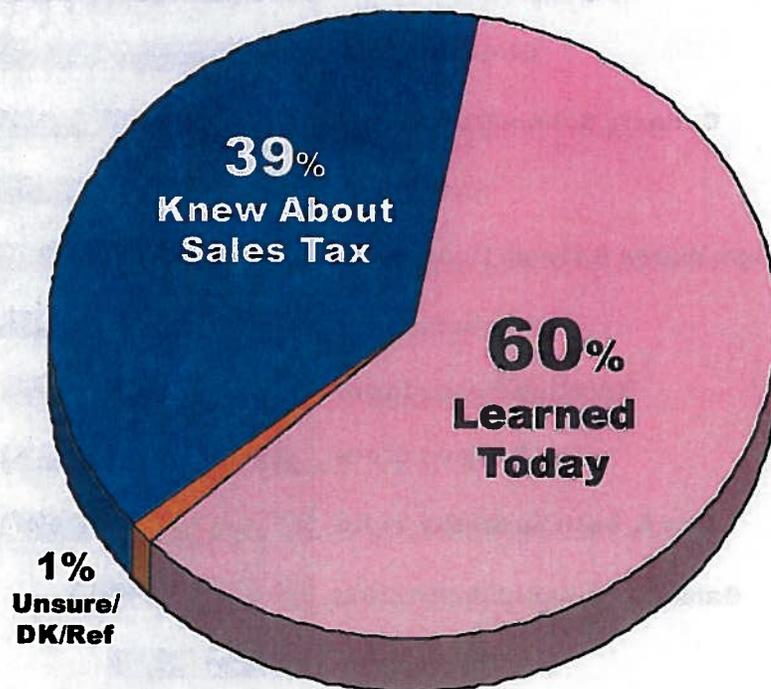


Figure 9
 San Pablo Needs Analysis
 August 2010

Types of Shopping Services Like to See Brought into San Pablo

Question 9.0 ...what types of shopping services would you like to see brought into San Pablo?

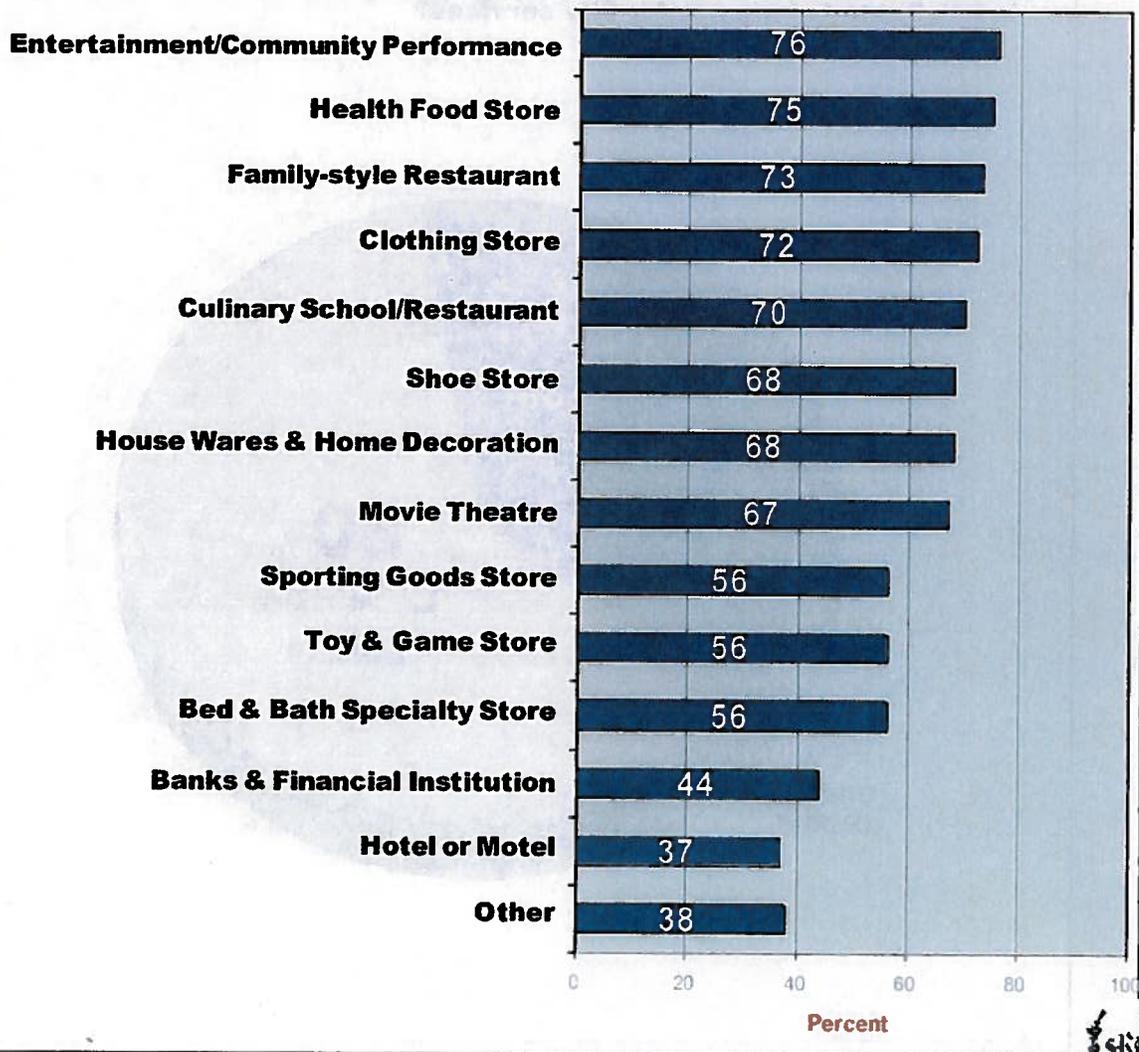


Figure 10
 San Pablo Needs Analysis
 August 2010

Should Eminent Domain for Commercial Properties be Reinstated?

Question 10.0: Until March 2009, the City had the authority to impose Eminent Domain on commercial property in San Pablo; but NOT on residential property. Through the years, the City used its Eminent Domain authority sparingly; **ONLY** when City officials were confident that it was in the best interest of the community-at-large. One of these was to secure the property for the Circle S development...which is turning blight into commercial property that will generate jobs for local residents and income to the City to provide City services to local residents. The City's authority expired in March of 2009; at that time, due to the controversy that surrounds the idea of Eminent Domain...City Council chose NOT to re-instate Eminent Domain Authority, at least NOT for the time being. Because City officials are confident that the City has, in fact, been highly responsible in their use of Eminent Domain for **COMMERCIAL** property, City officials are considering reinstating this Authority. If you were an advisor to City Council, would recommend that the City...

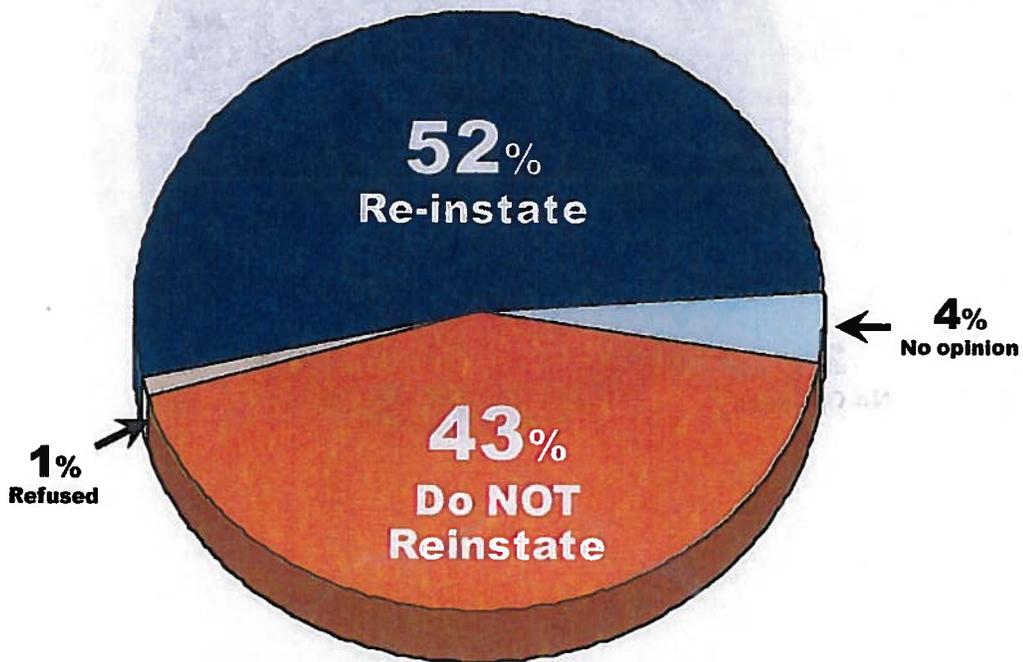


Figure 11
San Pablo Needs Analysis
August 2010

Optimism About 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?

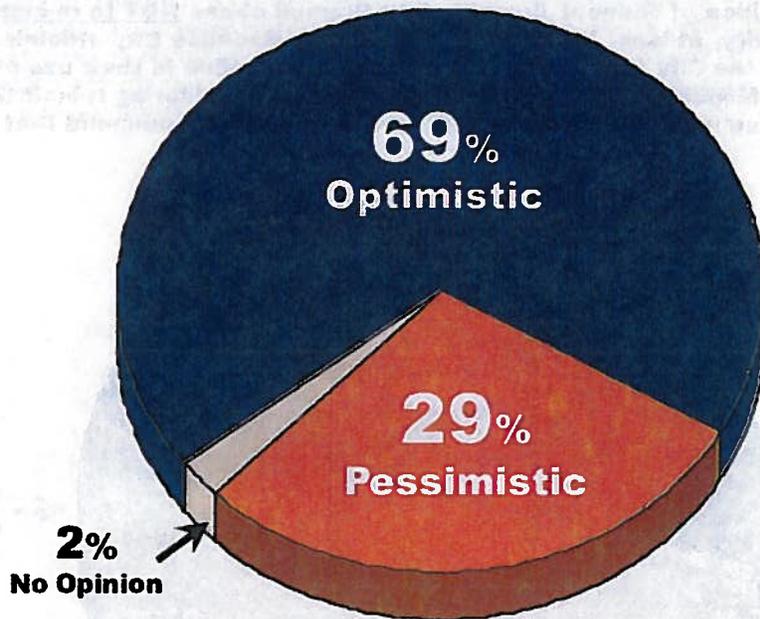


Figure 12
 San Pablo Needs Analysis
 August 2010

Spending Priorities for City Programs/Services

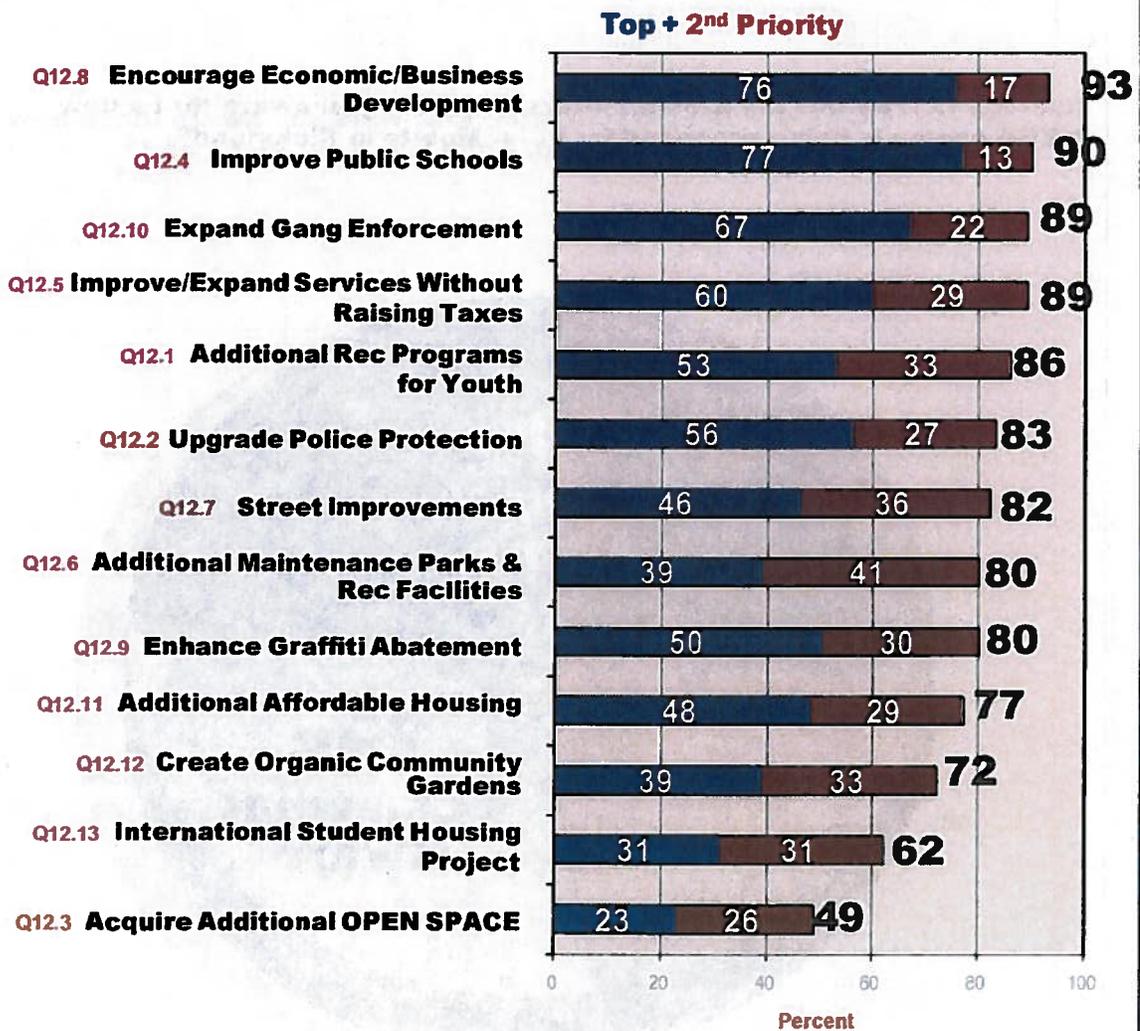


Figure 13A
San Pablo Needs Analysis
August 2010

Aware **New Mega Casino** Being Proposed for Point Molate?

Question 13.1: Before the present interview, were you aware that a new MEGA casino is being proposed for Point Molate in Richmond?

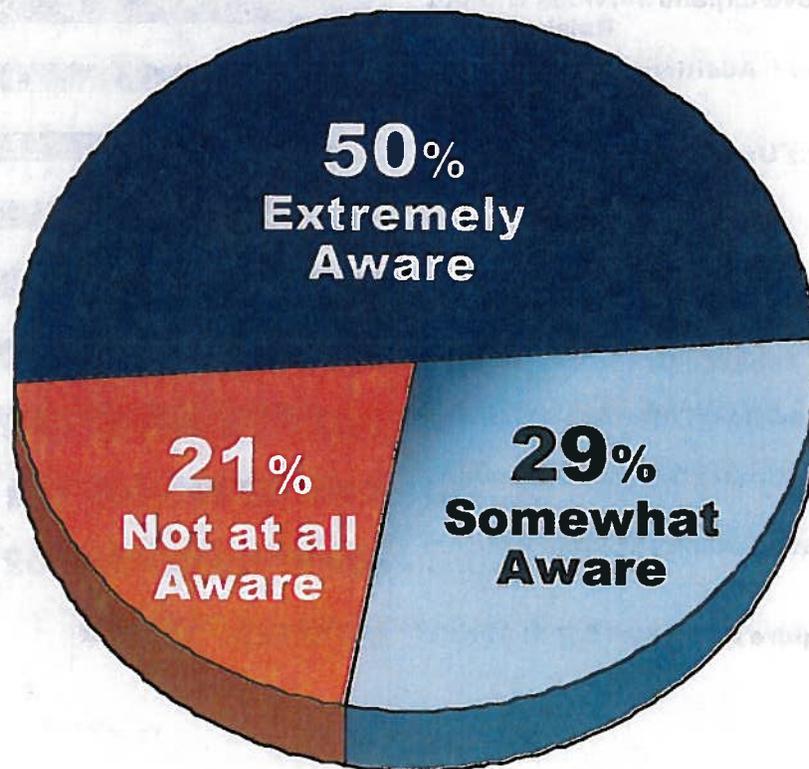


Figure 13B
San Pablo Needs Analysis
August 2010

Support or Oppose Proposed Mega Casino for Point Molate?

Question 13.2: Given what you know, today, about the new MEGA casino being proposed, do you support or oppose the notion of allowing such a mega casino and resort being constructed so close to the City of San Pablo?

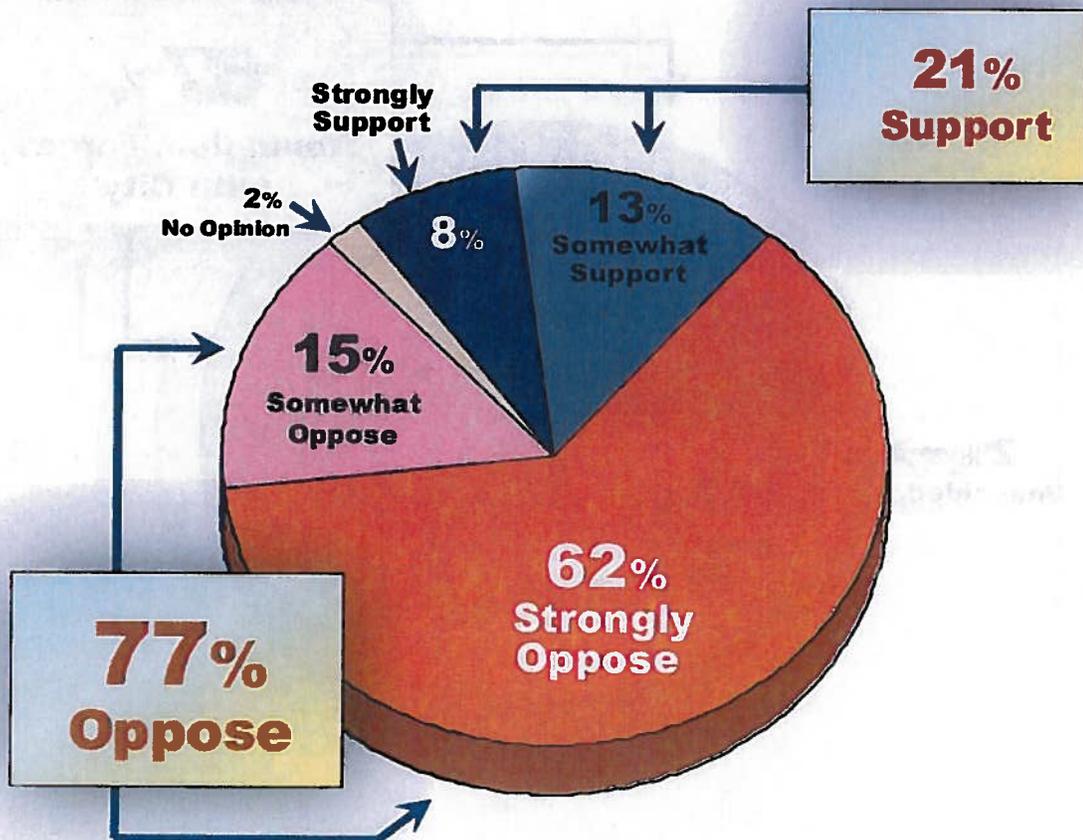


Figure 13C
San Pablo Needs Analysis
August 2010

Join Forces in Effort to Fight Approval of MEGA Casino

Question 13.3: Would you join forces with the City of San Pablo in an effort to fight the approval of a new MEGA casino being brought to Point Molate in Richmond?

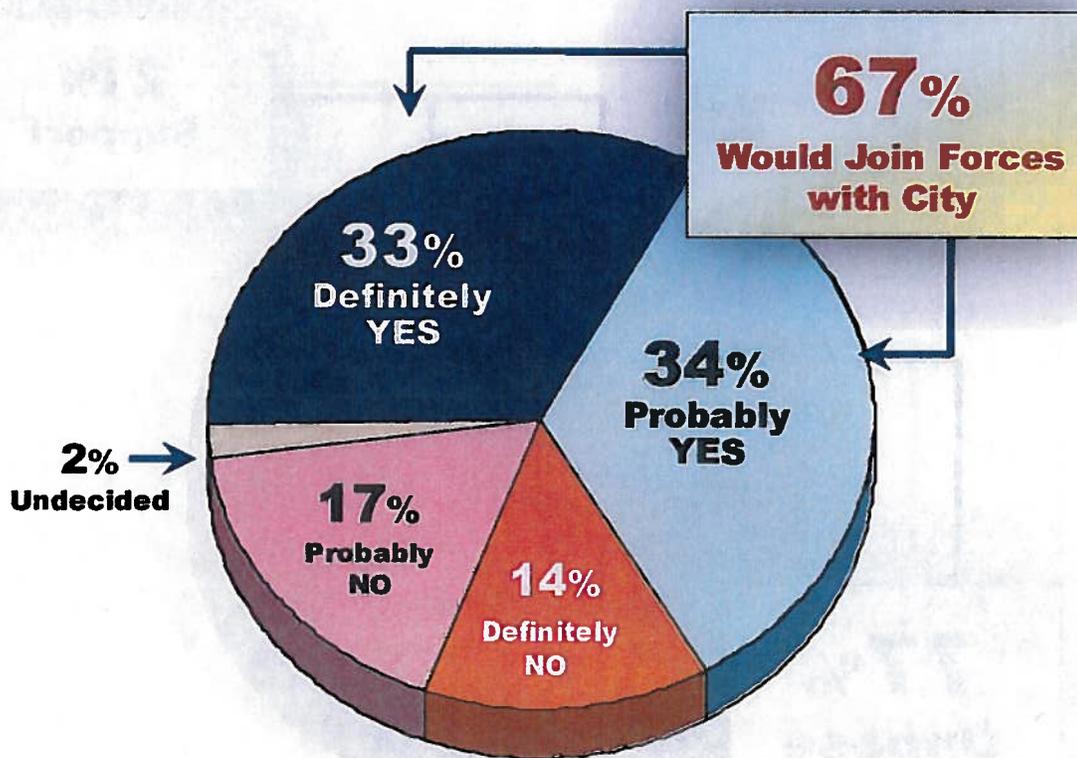


Figure 14
San Pablo Needs Analysis
August 2010

Public Opinion regarding **Cut-backs** in Services, if Necessary

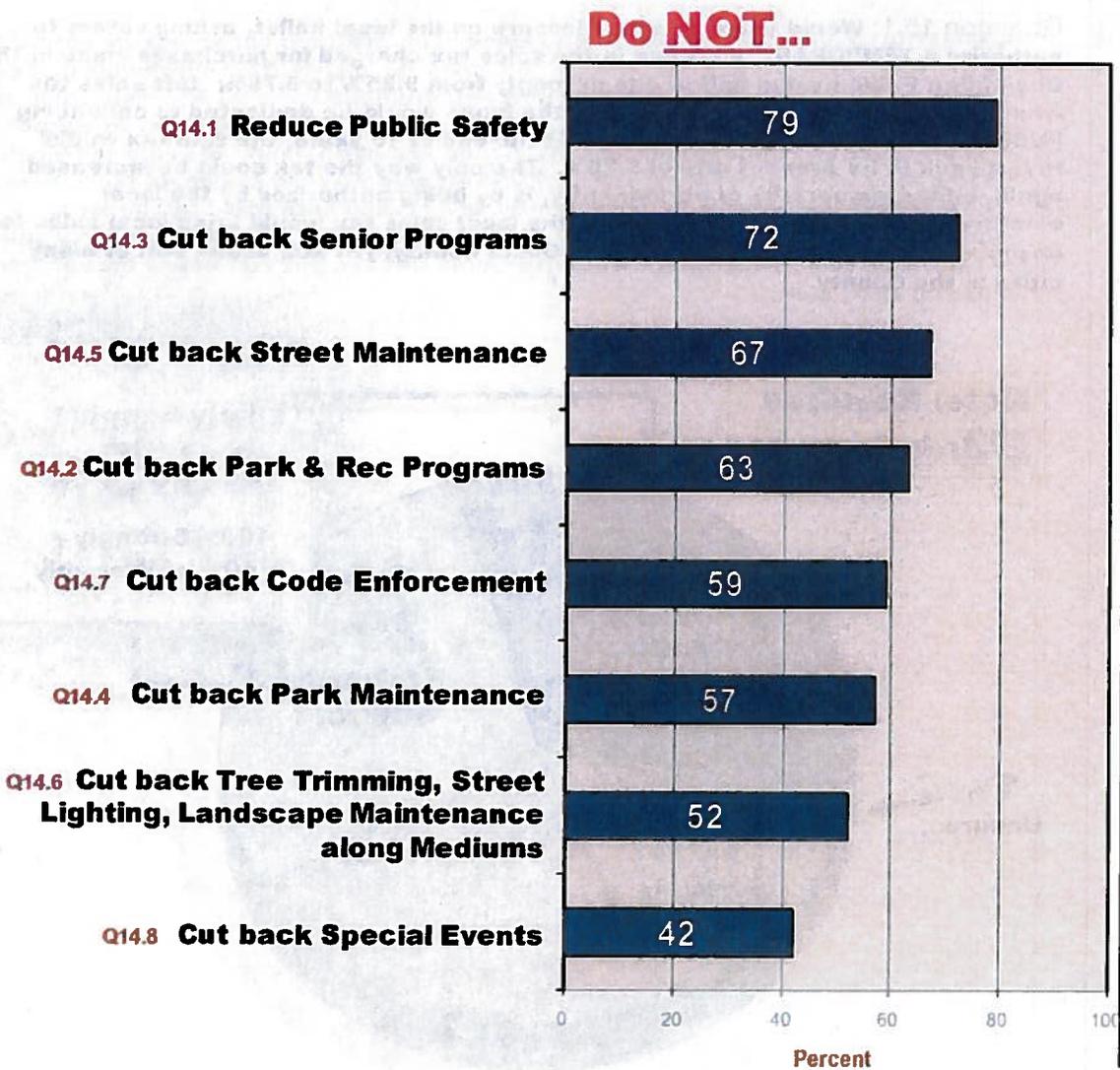


Figure 15A
 San Pablo Needs Analysis
 August 2010

Support or Oppose a Measure to Authorize **TEMPORARY Increase (15 Years) in Sales Tax, from 9.25 to 9.75%**

Question 15.1: Would you support a Measure 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 one-half of one percent; from 9.25% to 9.75%; this sales tax would remain in place for 15 years and the funds would be dedicated to enhancing **PUBLIC SAFETY** throughout the City. At the end of 15 years, the sale tax would revert back to its present rate of 9.25%. The only way the tax could be 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.

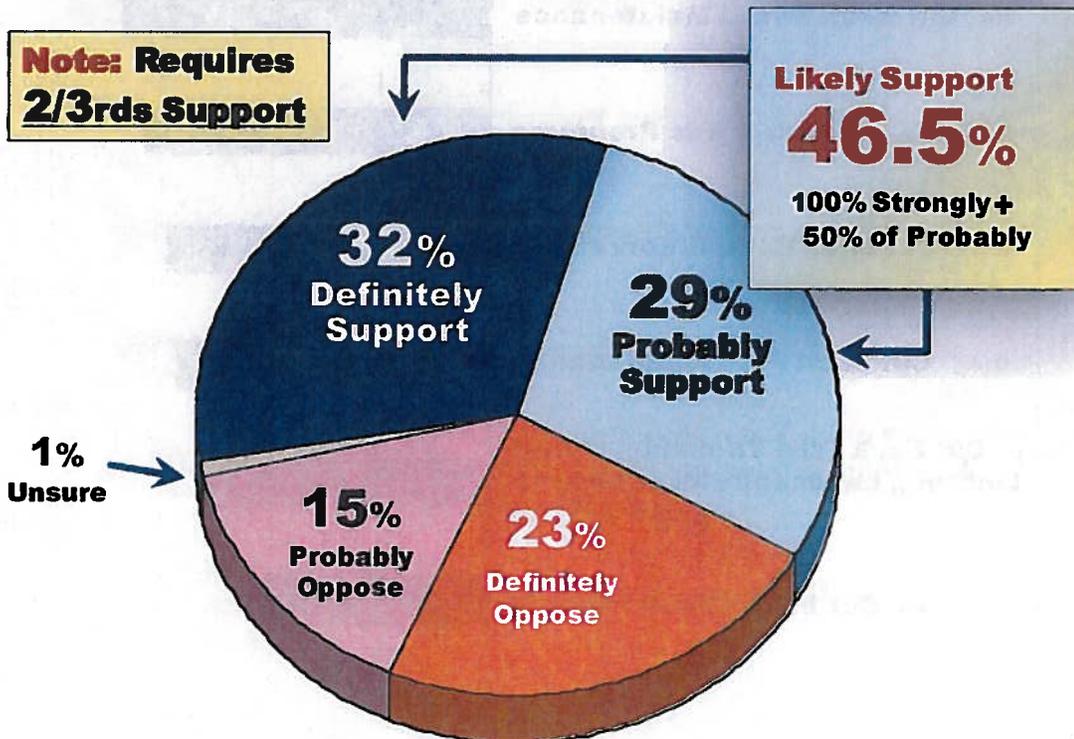


Figure 15B
San Pablo Needs Analysis
August 2010

Support or Oppose a Measure to Authorize **TEMPORARY** Increase in Sales Tax if Limited to **10 Years**

Question 15.1a: Would you support a Measure on the local ballot, asking voters to authorize a **TEMPORARY** increase in the sales tax if the increase were limited to **10 years** and the funds would be dedicated to enhancing **PUBLIC SAFETY** throughout the City. Would you **definitely support**, **probably support**, **probably oppose**, or **definitely oppose** such a measure? **Asked only of those who DID NOT respond DEFINITELY SUPPORT at Q15.1**

Note: Requires 2/3rds Support

SRI Go, No-Go Model:
100% of 32 + 9 = 41% **Definite**
Plus half of 26 = 13% **Probably**
54%
Likely Support at 10 years

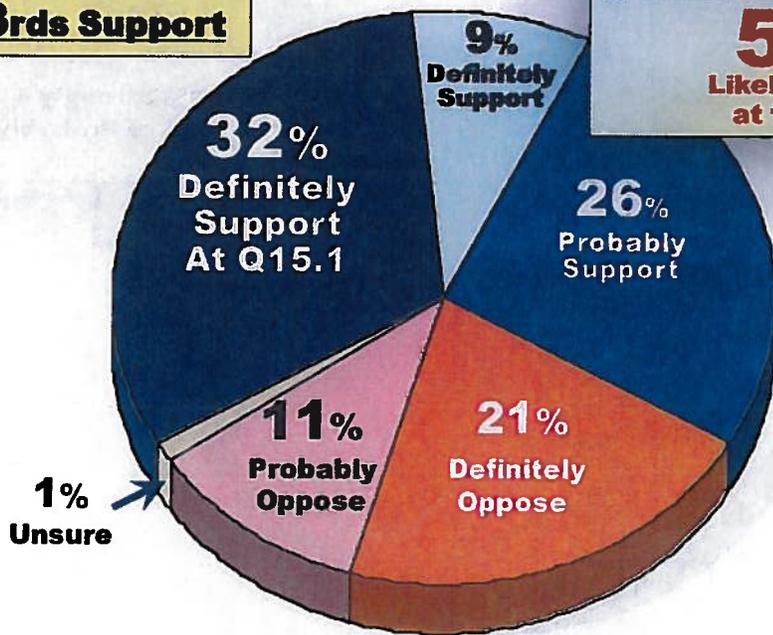


Figure 15C
 San Pablo Needs Analysis
 August 2010

Support or Oppose a Measure to Authorize TEMPORARY Increase in Sales Tax from 9.25 to 9.75% if Placed in General Fund

Question 15.2: A second 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 9.25% to 9.75%...but, instead of mandating that the funds be used for enhancing PUBLIC SAFETY... they would be placed in the City's General Fund, thus permitting City officials to determine how these monies would be spent. As before, this amount of sales tax increase 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. This Measure would only require simple-majority support for passage.

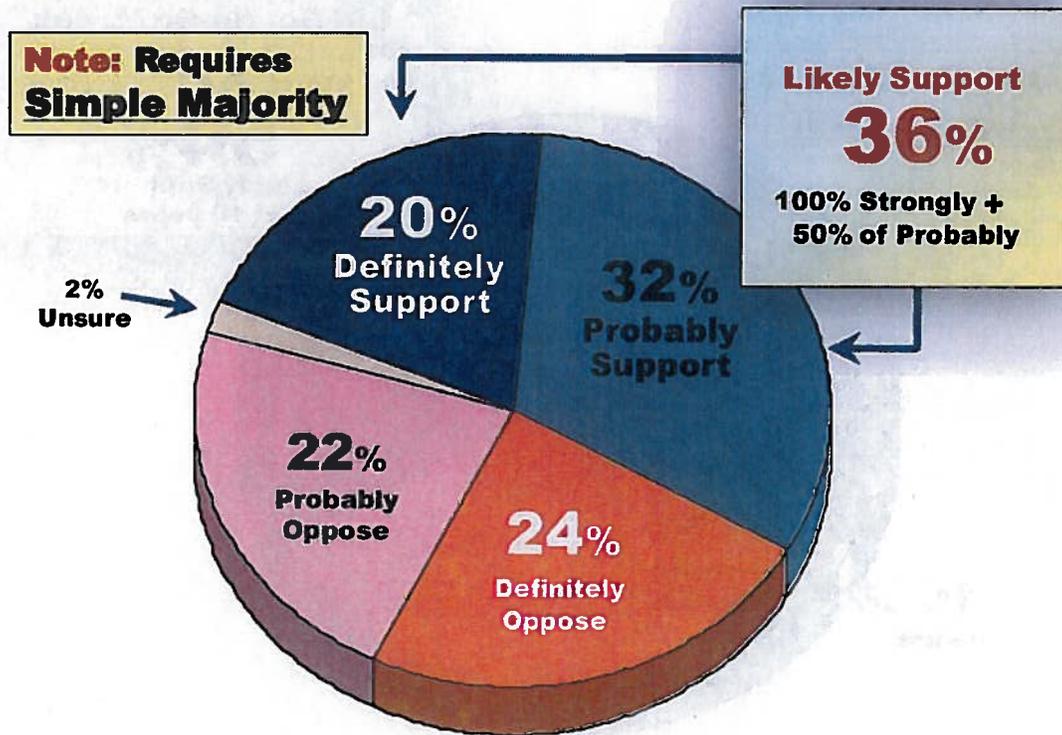


Figure 16A
San Pablo Needs Analysis
August 2010

Should City **Cut Back** on Funding to Local Schools

Question 16.0 At the present time, the City spends nearly a half million dollars each year to support school programs in San Pablo. However, given the economic challenges the City is faced with, today, due to a depressed economy, should the City cut back on this funding to local schools (including after-school programs)?

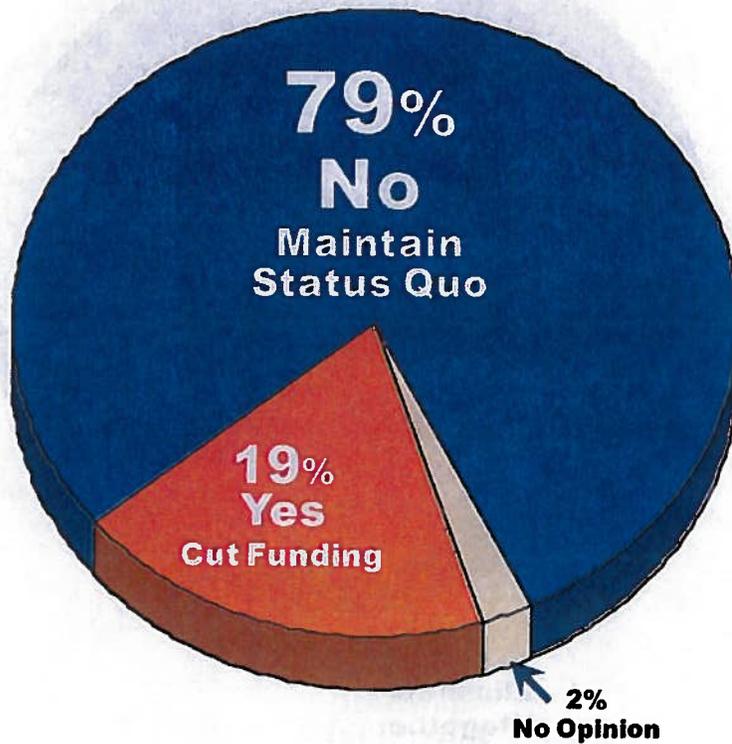


Figure 16B
San Pablo Needs Analysis
August 2010

How Much should Funding to Public Schools be Cut Back?

Question 16.1: Should funding to public schools be....Asked only of those who say YES at Q16.0

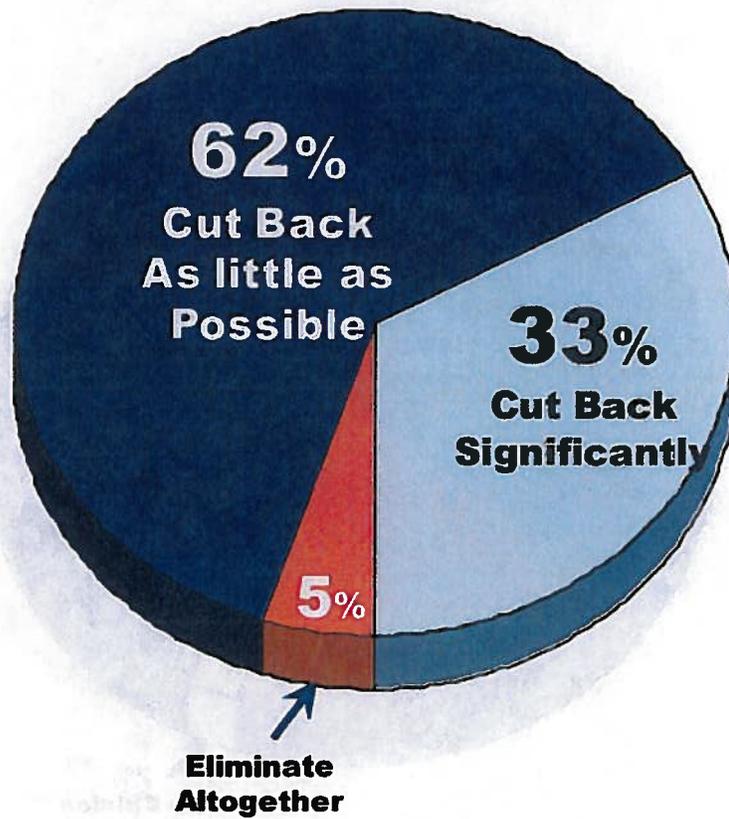


Figure 17A
San Pablo Needs Analysis
August 2010

State of the National, Regional & Local Economy Today

Question 17.1: Selecting from a short list of descriptives that I will read to you, please tell me which one BEST describes the health of the national, regional and local economies....TODAY.

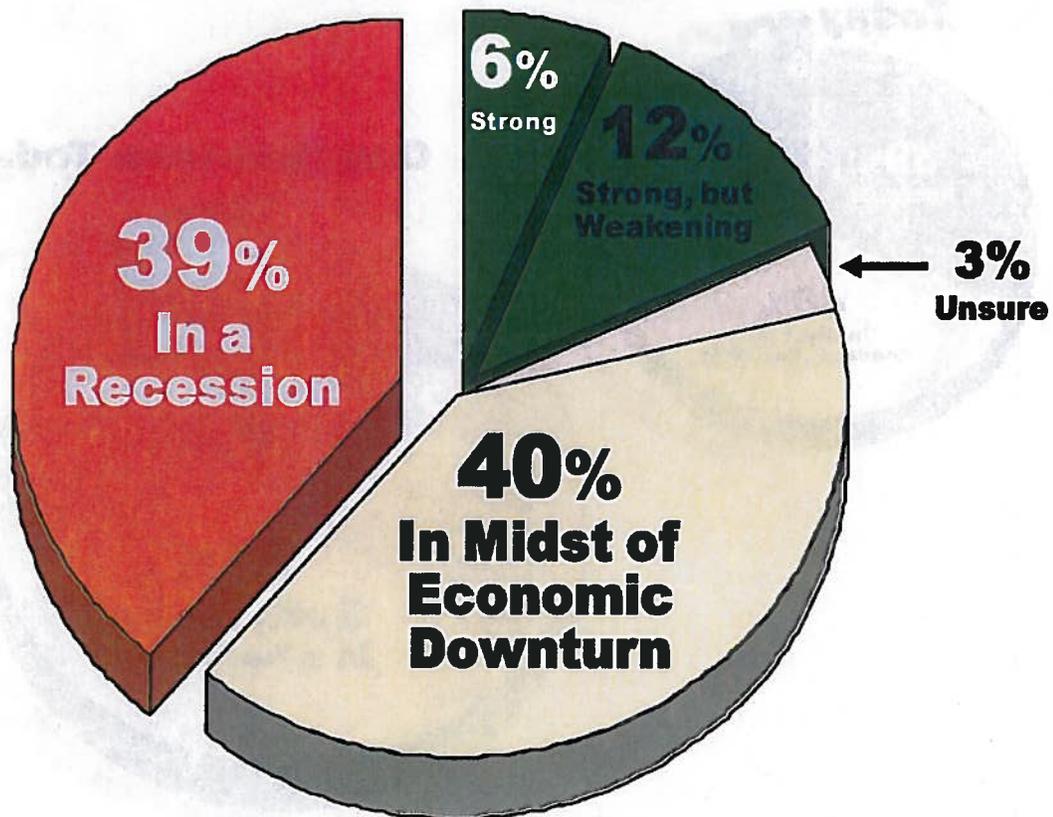


Figure 17B
San Pablo Needs Analysis
August 2010

State of the National, Regional & Local Economy One Year from Today

Question 17.2: What do you think will be the state of the economy one year from today?

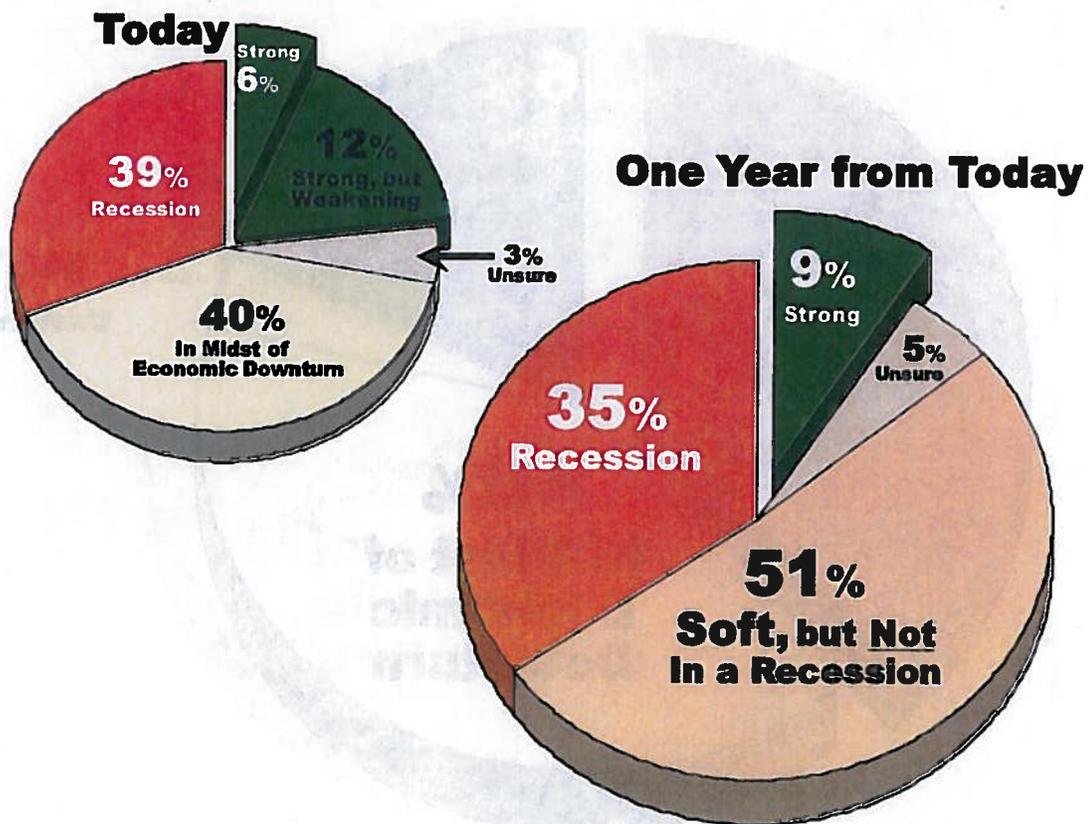


Figure 17C
San Pablo Needs Analysis
August 2010

Spending for Essentials or Non-essentials in Upcoming Year

Question 17.3: Looking to the future, will the state of the economy cause you to spend **MORE** or **LESS** money for either essentials or non-essentials in the upcoming year?

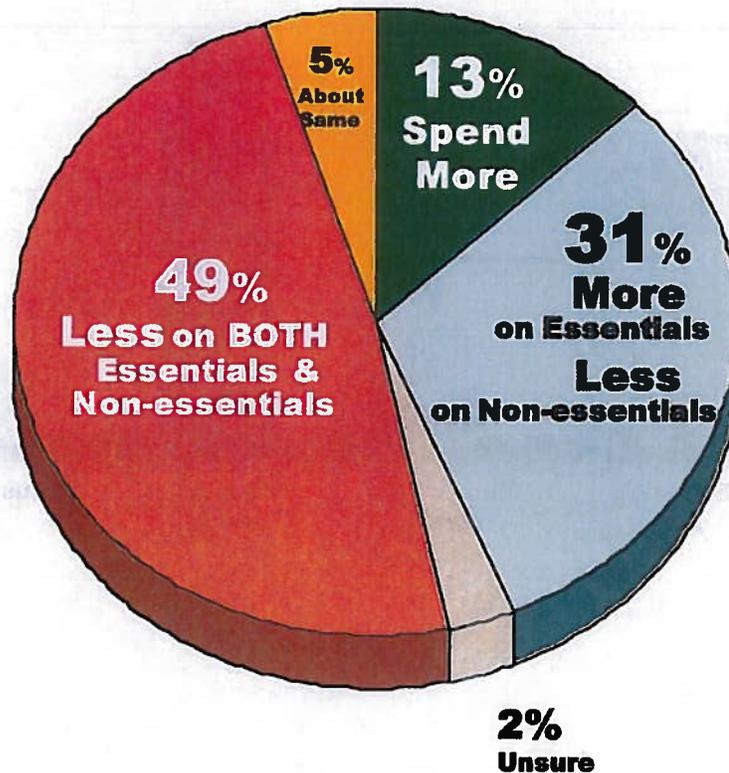


Figure 18A
San Pablo Needs Analysis
August 2010

Aware San Pablo has More Affordable Housing Units than is Needed

Question 18.1 Before the present interview, were you aware of the fact that, according to ABAG, San Pablo has more affordable housing units than is needed?

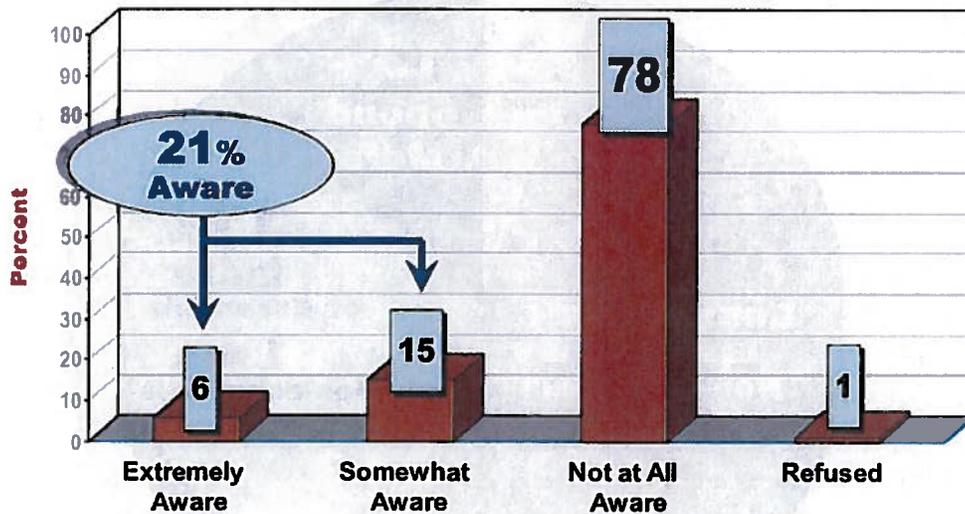


Figure 18B
San Pablo Needs Analysis
August 2010

Agree/Disagree: San Pablo Has More Affordable Housing Units than is Needed

Question 18.2: Whether or not you were aware of this assessment by ABAG before today's interview, do you AGREE or DISAGREE with the notion that San Pablo presently has more affordable housing units than is needed to serve the needs of local residents.

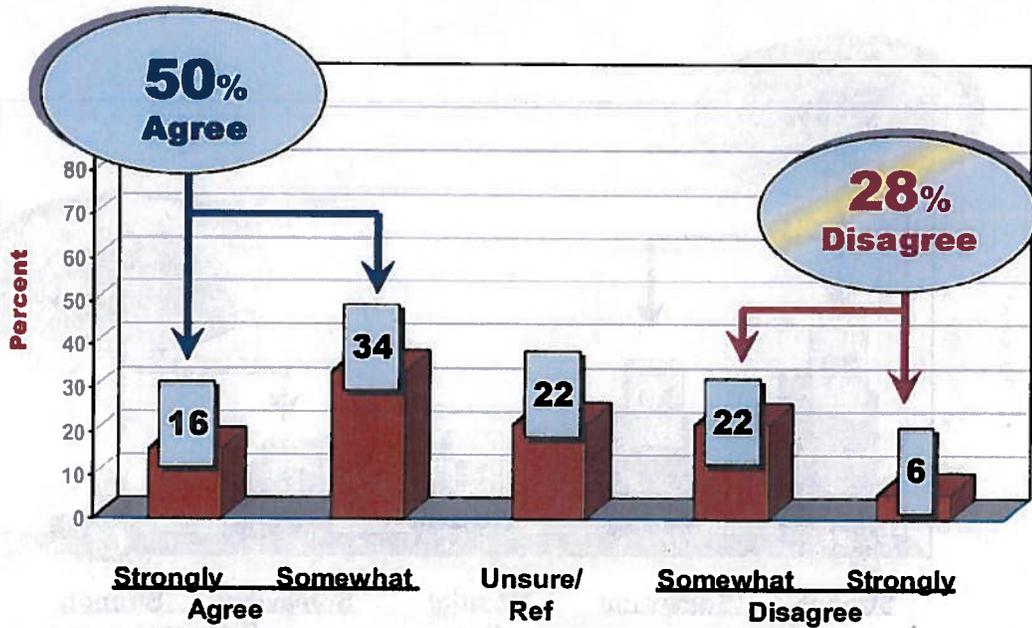


Figure 19
San Pablo Needs Analysis
August 2010

Agree/Disagree: City Should Purchase Lake Elementary School Property for \$1

Question 19.1: Do you **AGREE** or **DISAGREE** with the idea of having the City purchase the Lake Elementary School property for \$1; dedicate some of it to **OPEN SPACE**, while developing the majority of the land to accommodate recreation programs for local youth.

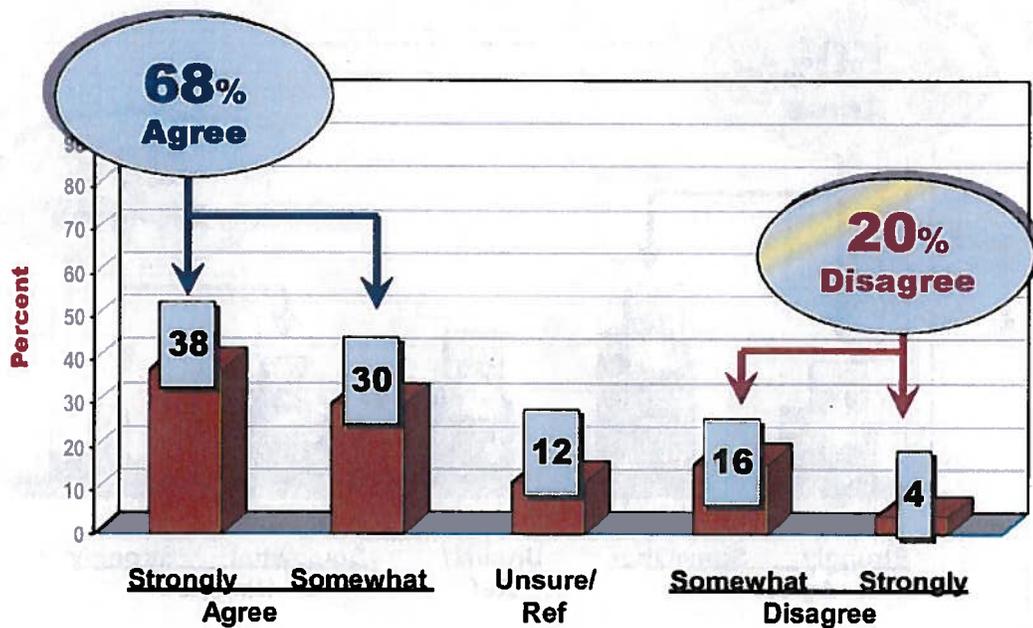


Figure 20
San Pablo Needs Analysis
August 2010

Information Seeking Vehicles

(Q20.0 series, rank-ordered)

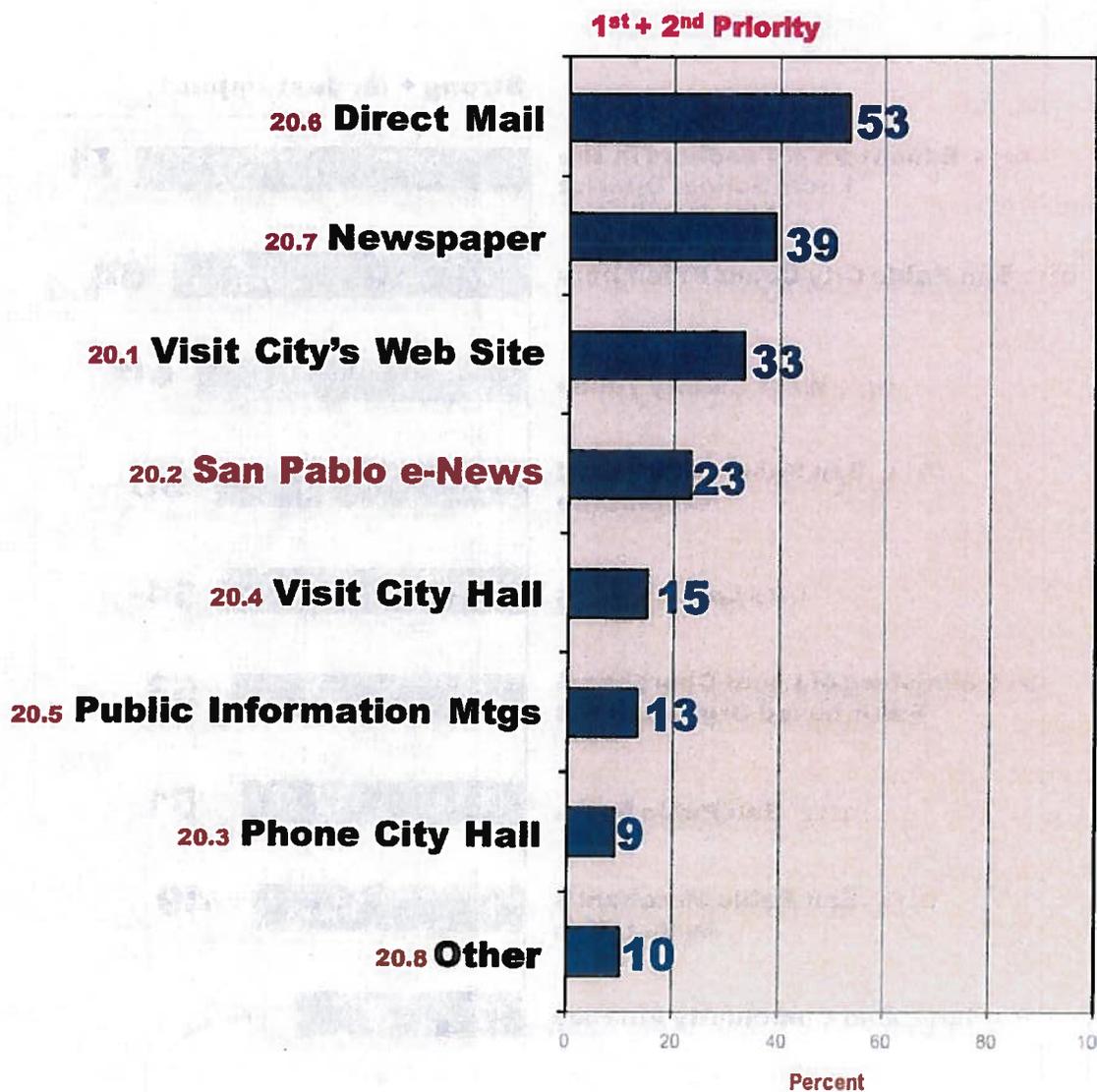
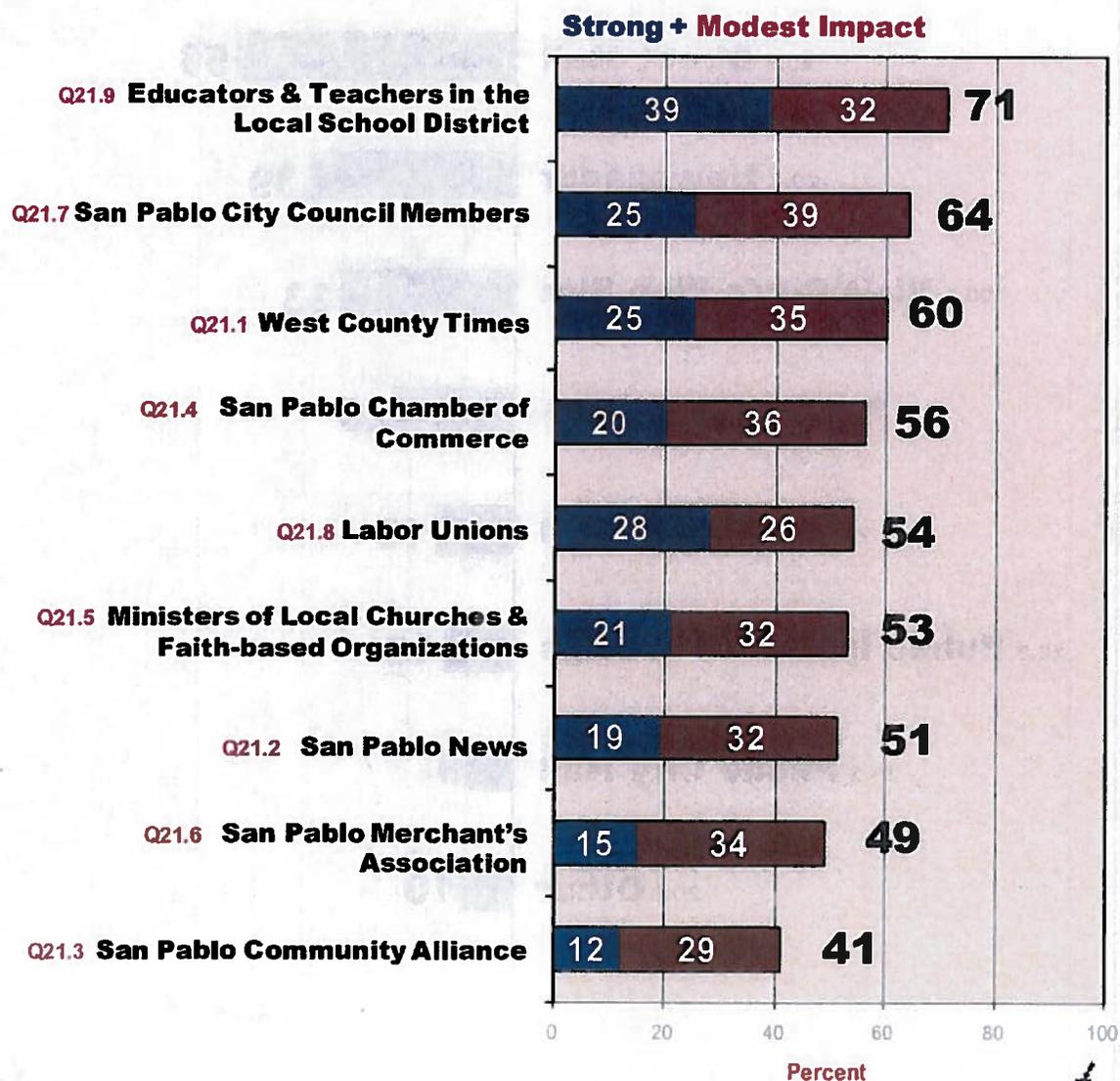


Figure 21
San Pablo Needs Analysis
August 2010

Impact Of Endorsements



Demographics of Survey Respondents

Length of Residency

0 to 5 years	22%
6 to 10	17%
11 to 25	28%
Over 25 years	30%
Refused	3%

Age

18 to 30	14%
31 to 40	10%
41 to 50	20%
51 to 65	30%
Over 65 years	22%
Refused	4%

Household Income

Under \$25,000	27%
\$25,001 to \$50,000	27%
\$50,001 to \$75,000	19%
\$75,001 to \$100,000	8%
Over \$100,000	8%
Refused	11%

Ideology

Liberal	32%
Moderate	34%
Conservative	26%
Refused	8%

Home Ownership

Own	63%
Rent	33%
Refused	4%

Education

Less than High School	6%
High School	24%
Some College	32%
College Graduate	27%
Graduate School	8%
Refused	3%

Ethnicity

Caucasian	38%
Hispanic	18%
African American/Black	21%
Native American	1%
Native Hawaiian	1%
Asian	9%
Other	6%
Refused	6%

Gender

Male	43%
Female	57%



Figure 22A
 San Pablo Needs Analysis
 August 2010

Demographics of Survey Respondents

Area of Residence

East I80/San Pablo Hills	8%
Old Town, South Brookside	12%
North San Pablo, Leroy Heights, CC College	40%
West I80, Casino Hospital Area, City Hall	31%
Refused	9%

of Children Under 18

None	69%
One	12%
Two	11%
Three or more	5%
Refused	3%

Voting Propensity

Moderate	53%
High	47%



Addendum 'B'

City of San Pablo
NEEDS ANALYSIS QUESTIONNAIRE
N=400 TOTAL
N=200 RDD (COMMUNITY-AT-LARGE)
N=200 REGISTERED VOTERS

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	All
38%	62%	RDD
34%	66%	Voters
43%	57%	

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

9%	Crime
5%	Streets
4%	Redevelopment
3%	Education
2%	Housing/Foreclosures
2%	Police
2%	Economy/Jobs
1%	Homeless

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, or **NO CONCERN** to you at all?

High	Some	No	Total		
55%	34%	11%	89%	All	2.1 Crime in the City of San Pablo
53%	36%	11%		RDD	
57%	31%	12%		Vote	
18%	41%	41%	59%	All	2.2 Traffic congestion in San Pablo
17%	42%	41%		RDD	
19%	40%	41%		Vote	
64%	27%	9%	91%	All	2.3 Local economy & Jobs
64%	29%	7%		RDD	
65%	28%	7%		Vote	
39%	35%	26%	74%	All	2.4 Need for improved services for Seniors who reside in San Pablo
39%	36%	25%		RDD	
39%	35%	26%		Vote	
43%	36%	21%	79%	All	2.5 Need for improved street maintenance throughout the City
41%	35%	24%		RDD	
45%	36%	19%		Vote	
31%	40%	29%	71%	All	2.6 Recreation Programs, Facilities, or Parks provided through the City
27%	41%	32%		RDD	
35%	38%	27%		Vote	
34%	34%	32%	68%	All	2.7 Local taxes and User fees are too high
35%	34%	31%		RDD	
33%	35%	32%		Vote	
46%	34%	20%	80%	All	2.8 Need for more City-sponsored activities and facilities for local YOUTH
47%	35%	18%		RDD	
44%	33%	23%		Vote	
26%	35%	39%	61%	All	2.9 Lack of retail shopping opportunities in San Pablo
22%	39%	39%		RDD	
29%	32%	39%		Vote	
63%	20%	17%	83%	All	2.10 The quality of education being provided to <u>local</u> students in the public school system
59%	23%	18%		RDD	
67%	17%	16%		Vote	
17%	28%	55%	45%	All	2.11 Too much growth and development in San Pablo
19%	26%	55%		RDD	
15%	30%	55%		Vote	
22%	3%	75%	25%	All	2.12 Other
20%	5%	75%		RDD	
23%	2%	75%		Vote	

Awareness of Unemployment Rate In San Pablo

3.0 To the best of your knowledge, is unemployment in San Pablo, today...

All	RDD	Vote	
16%	18%	15%	11%
17%	18%	15%	17%
15%	16%	15%	22%
23%	21%	25%	Nearing 30%
29%	27%	30%	Don't Know/Refused [DO NOT READ]

Public Understanding of Redevelopment Funds

4.0 To the best of your knowledge, are the City's Redevelopment funds restricted, meaning they can only be used to promote Economic Development within the community; or, under certain conditions, can these funds be used to provide City services to local residents and/or address the City's fiscal challenges when needed (especially during times of crisis, such as the present time due to a depressed economy).

All	RDD	Vote	
29%	30%	28%	A city's Redevelopment Funds are <u>restricted</u> ; they can only be used to promote Economic Development within the community
55%	55%	55%	A city's Redevelopment funds can be used to provide City services to local residents and/or address the City's fiscal challenges when needed (especially during times of crisis, such as the present time, due to a depressed economy)
16%	15%	17%	Don't Know/Refused [DO NOT READ]

Attitudes that underlie Opinions and drive Decision-making among Constituents

5.0 Now, I would like to ask whether you agree or disagree with several statements related to the City of San Pablo. When responding, please use the following scale:

- 1 = I strongly disagree
- 2 = I somewhat disagree
- 3 = I don't really agree or disagree, unsure or neutral
- 4 = I somewhat agree
- 5 = I strongly agree

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

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
8%	10%	27%	18%	37%	All
10%	9%	28%	17%	36%	RDD
7%	10%	26%	20%	37%	Vote

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

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
16%	14%	38%	18%	14%	All
12%	16%	39%	17%	16%	RDD
21%	12%	36%	18%	13%	Vote

5.3 There is too much waste in the San Pablo City budget; therefore, essential City services and programs can be easily funded without new taxes.

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
13%	14%	39%	16%	18%	All
10%	13%	40%	16%	21%	RDD
16%	15%	37%	16%	16%	Vote

5.4 The West Contra Costa County Unified School District, which serves San Pablo youth, is excellent.

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
26%	15%	34%	12%	13%	All
23%	13%	33%	15%	16%	RDD
30%	16%	34%	9%	11%	Vote

5.5 Traffic problems within the City of San Pablo are very serious and require the immediate attention of local government.

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
20%	19%	29%	19%	13%	All
20%	18%	29%	19%	14%	RDD
21%	19%	30%	18%	12%	Vote

5.6 Taxes are already too high. I would never vote for a tax increase.

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
22%	10%	19%	10%	39%	All
22%	9%	20%	10%	39%	RDD
22%	12%	19%	9%	38%	Vote

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

Strongly Disagree	Somewhat Disagree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Agree	Strongly Agree	
11%	9%	22%	23%	35%	All
10%	8%	24%	23%	35%	RDD
12%	9%	21%	22%	36%	Vote

Satisfaction Scores

6.0 The next series of questions has to do with how satisfied you are with the quality of life you experience as a resident of San Pablo.

6.1 Overall, how satisfied are you with the quality of **City-sponsored programs & services** available to the residents of San Pablo? [Note: clarify if necessary, "local government services."]

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied	All
16%	64%	5%	11%	4%	RDD
16%	65%	7%	9%	3%	Vote
16%	61%	4%	13%	6%	

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

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied	All
21%	46%	9%	16%	8%	RDD
22%	43%	11%	17%	7%	Vote
21%	49%	6%	15%	9%	

6.3 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?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied	All
20%	55%	10%	9%	6%	RDD
20%	60%	8%	6%	6%	Vote
21%	50%	11%	11%	7%	

6.4 How satisfied are you with the **quality of education** being provided through public schools to school age children who reside in San Pablo?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied	All
11%	35%	8%	21%	25%	RDD
13%	36%	7%	23%	21%	Vote
9%	35%	9%	19%	28%	

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

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied	All
19%	55%	2%	14%	10%	RDD
20%	55%	2%	15%	8%	Vote
19%	55%	2%	13%	11%	

6.6 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?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied	All
30%	48%	9%	6%	7%	RDD
33%	49%	7%	6%	5%	RDD
28%	46%	11%	7%	8%	Vote

Circle S Redevelopment Site

7.0 A centerpiece of the City's Economic Development efforts involves an 18-acre parcel of property located on San Pablo Avenue, between Vale Road and Church Lane; it is called the **Circle S Redevelopment Site**.

The City acquired this property approximately three years ago, in 2007, through eminent domain. At that time, it was the most blighted section of the City, with 220 mobile home units located on the property; the MAJORITY of them were in serious disrepair.

2½ acres of this property has been set aside for a new **County Health Center**. This health care center will not only provide additional health care for local residents, with 80,000 patient visits per year; but, it will generate approximately \$3.6 million for the City during Phase 1 of the Circle S Redevelopment project, plus bring new jobs into the community.. The remainder of the redevelopment site is being dedicated to multi-use; meaning commercial and residential development...as well as creating a GREEN BELT adjacent to the Wildcat Creek trail that runs along one edge of the Circle S property. My question is this...

7.1 Before the present interview, were you aware of the Circle S Redevelopment site; and, the City's plans to use this property for multi-use development? And, would that be...

Extremely Aware	Somewhat Aware	Not at all Aware	Refused [DON'T NOT READ]	All
20%	24%	55%	1%	RDD
18%	27%	55%	0%	RDD
23%	21%	55%	1%	Vote

7.2 Do you agree or disagree that this is the very best use of this property in downtown San Pablo? And, would that be...

All	RDD	Vote		
41%	40%	43%	Strongly Agree	[SKIP to Q8.0]
42%	41%	42%	Somewhat Agree	[Ask Q7.2a]
7%	8%	6%	Somewhat Disagree	[Ask Q7.2a]
7%	7%	6%	Strongly Disagree	[Ask Q7.2a]
3%	3%	3%	No opinion [DO NOT READ]	[SKIP to Q8.0]
0%	1%	0%	Refused [DO NOT READ]	[SKIP to Q8.0]

7.2a What other use for this property would you recommend to City officials?

- 10% Recreation center/park
- 8% Low cost housing
- 3% Leave mobile home park
- 3% Commercial
- 3% Health care facility
- 2% Generate jobs
- 3% Other

Forms of Economic Development Most Desirable

8.0 In most California cities the City budget is partially funded through sales taxes on items purchased inside the City limits...this is the case for San Pablo, as well. Most California cities receive at least 20 percent of their funding from local sales taxes; in San Pablo, only about 7 percent of the City budget is currently paid through sales taxes on purchases made within the City limits.

8.1 First, 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?

Already knew about sales tax	Learned today	Not sure, DK, refused <small>[DO NOT READ this option]</small>	All RDD Vote
39%	60%	1%	
40%	59%	1%	
38%	60%	2%	

9.0 Keeping in mind that additional shopping facilities add convenience in terms of nearby shopping, as well as a source of additional sales tax revenues to help provide essential City services to San Pablo residents, what types of shopping services would you like to see brought into San Pablo? I will read several types of enterprise. After I read each item, please answer YES or NO with respect to whether or not you would like to see that particular enterprise come to San Pablo. For example, do you think there is a need for...

	Yes	No	DK/Ref	
9.1 Family-style Restaurant	73%	25%	2%	All
	70%	30%	0%	RDD
	76%	20%	4%	Vote
9.2 A Health Food Store	75%	24%	1%	All
	75%	24%	1%	RDD
	76%	22%	2%	Vote
9.3 Banks and Financial Institution	44%	54%	2%	All
	49%	48%	3%	RDD
	40%	59%	1%	Vote
9.4 Sporting Goods Store	56%	43%	1%	All
	60%	40%	0%	RDD
	53%	45%	2%	Vote
9.5 Clothing Store	72%	28%	0%	All
	71%	28%	1%	RDD
	72%	28%	0%	Vote

	Yes	No	DK/Ref	
9.6 Shoe Store	68%	32%	0%	All
	67%	32%	1%	RDD
	69%	31%	0%	Vote
9.7 Hotel or Motel	37%	62%	1%	All
	38%	61%	1%	RDD
	35%	63%	2%	Vote
9.8 House Wares & Home Decoration	68%	31%	1%	All
	65%	34%	1%	RDD
	72%	28%	0%	Vote
9.9 Toy & Game Store	56%	43%	1%	All
	60%	39%	1%	RDD
	51%	48%	1%	Vote
9.10 Bed & Bath Specialty Store	56%	44%	0%	All
	56%	44%	0%	RDD
	57%	43%	0%	Vote
9.11 Culinary School/Restaurant	70%	29%	1%	All
	69%	30%	1%	RDD
	71%	27%	2%	Vote
9.12 Entertainment and Community Performance	76%	24%	0%	All
	72%	28%	0%	RDD
	79%	20%	1%	Vote
9.13 Movie Theatre	67%	33%	0%	All
	64%	36%	0%	RDD
	69%	30%	1%	Vote
9.14 Are there other types of businesses you would like to see attracted to San Pablo, if so, what...	38%	62%	0%	All
	37%	63%	0%	RDD
	39%	61%	0%	Vote

What:	6%	Grocery store
	3%	Book store
	3%	Hardware store
	2%	Bowling alley
	18%	Other

Should Eminent Domain for Commercial Properties be Reinstated?

10.0 Until March 2009, the City had the authority to impose Eminent Domain on commercial property in San Pablo; but NOT on residential property. Through the years, the City used its Eminent Domain authority sparingly; ONLY when City officials were confident that it was in the best interest of the community-at-large. One of these was to secure the property for the Circle S development...which is turning blight into commercial property that will generate jobs for local residents and income to the City to provide City services to local residents. The City's authority expired in March of 2009; at that time, due to the controversy that surrounds the idea of Eminent Domain... City Council chose NOT to re-instate Eminent Domain Authority, at least NOT for the time being.

Because City officials are confident that the City has, in fact, been **highly responsible** in their use of Eminent Domain for COMMERCIAL property, City officials are considering reinstating this Authority. If you were an advisor to City Council, would recommend that the City...

All	RDD	Vote	
52%	53%	51%	Re-instate <u>Eminent Domain Authority</u> on COMMERCIAL PROPERTY, only
43%	41%	45%	Do NOT re-instate <u>Eminent Domain Authority</u> for the foreseeable future thus,, maintain Status Quo
4%	5%	4%	No opinion [DO NOT READ]
1%	1%	0%	Refused [DO NOT READ]

Level of Optimism about the Future

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?

All	RDD	Vote	
69%	71%	68%	Optimistic ; Good things are happening and will continue to improve, over time.
29%	27%	31%	Pessimistic about the future and the City's ability to enhance the overall quality of life for local residents.
2%	2%	1%	No opinion [DO NOT READ]
0%	0%	0%	Refused [DO NOT READ]

Spending Priorities for City Programs/Services

12.0 San Pablo City officials are regularly faced with making difficult decisions regarding how best to invest the available local tax dollars for services and programs that benefit residents and make the community a more desirable place to live. These decisions are especially tough when funds are scarce. If you were an advisor to the City, how would you prioritize funding for the following services or programs?

Specifically, using the following scale, would you say the service, program, or project should be a:

- 1 = Top priority, thus, absolutely essential;
- 2 = Very important, but a second priority;
- 3 = Somewhat important, thus priority 3; or...
- 0 = Not a priority at all

You may consider all of the programs and projects I am about to read as **top** priorities, or you may consider **none** of them as **top** priorities.

How would you rank...		Top	2 nd	3 rd	Not	DK/ Ref	
12.1	Provide additional recreation programs , at Helms Community Center for local youth.	53%	33%	10%	3%	1%	All
		50%	36%	10%	3%	1%	RDD
		57%	30%	10%	2%	1%	Vote
12.2	Upgrading police protection in San Pablo by adding more police officers.	56%	27%	11%	5%	1%	All
		56%	29%	9%	5%	1%	RDD
		56%	24%	13%	6%	1%	Vote
12.3	Acquire additional OPEN SPACE within the Community; and use this open space for such things as creating a new dog park.	23%	26%	35%	16%	0%	All
		21%	27%	35%	17%	0%	RDD
		25%	24%	35%	15%	1%	Vote
12.4	Improve public schools in San Pablo (from kindergarten through 12 th grade).	77%	13%	8%	1%	1%	All
		76%	15%	6%	1%	2%	RDD
		78%	12%	8%	1%	1%	Vote
12.5	Find ways to improve & expand essential City services <u>without raising taxes</u> .	60%	29%	7%	2%	2%	All
		59%	33%	5%	1%	2%	RDD
		62%	26%	8%	2%	2%	Vote
12.6	Provide additional maintenance in order to enhance the City's neighborhood parks and recreational facilities .	39%	41%	15%	3%	2%	All
		36%	42%	18%	2%	2%	RDD
		43%	40%	12%	4%	1%	Vote
12.7	Street improvements, such as repaving local streets, road repairs, upgrading public sidewalks, enhancing the landscape along public medians and streetscapes, tree pruning and planting trees, and similar Public Works projects.	46%	36%	16%	2%	0%	All
		43%	39%	16%	1%	1%	RDD
		49%	34%	15%	2%	0%	Vote

		Top	2 nd	3 rd	Not	DK/	
12.8	Create more jobs by encouraging Economic and Bbusiness Development in San Pablo.	76%	17%	5%	1%	1%	All
		77%	16%	5%	1%	1%	RDD
		76%	16%	5%	2%	1%	Vote
12.9	Enhance Graffiti Abatement programs throughout the City.	50%	30%	14%	4%	2%	All
		50%	33%	12%	3%	2%	RDD
		50%	27%	17%	5%	1%	Vote
12.10	Expand Gang Enforcement efforts in San Pablo.	67%	22%	7%	3%	1%	All
		70%	19%	7%	2%	2%	RDD
		64%	24%	6%	5%	1%	Vote
12.11	Create additional Affordable Housing in San Pablo.	48%	29%	16%	6%	1%	All
		45%	30%	19%	4%	2%	RDD
		50%	29%	13%	7%	1%	Vote
12.12	In partnership with Contra Costa College, fund the creation of <u>Student-run, Organic Community Gardens</u> .	39%	33%	19%	7%	2%	All
		39%	35%	20%	5%	1%	RDD
		39%	32%	18%	10%	1%	Vote
12.13	Partner with Contra Costa College and the Lytton Band of Pomo Indians on an International Student Housing Project designed to recruit international students to Contra Costa College.	31%	31%	26%	9%	3%	All
		27%	33%	28%	8%	4%	RDD
		35%	28%	24%	10%	3%	Vote

San Pablo Lytton Casino

13. The economic base for the City of San Pablo is the **San Pablo Lytton Casino**, owned and operated by the Lytton Band of Pomo Indians. The Casino generates \$14 million per year for the City, which represents 57% of the City's revenues.

Negotiations are underway to build a new MEGA casino at **Point Molate** in Richmond. If this actually happens, the San Pablo Casino would, in all likelihood, lose a significant amount of business; as a result, the City of San Pablo would lose the same proportion of income presently being generated through the local casino. In all likelihood, this would prove devastating to the City; thus, many services and benefits presently being provided by or through the City to local residents and businesses (including those involving public safety) would have to be dramatically cut back or eliminated, altogether.

13.1 Before the present interview, were you aware that a new MEGA casino is being proposed for Point Molate in Richmond? And, would that be...

Extremely Aware	Somewhat Aware	Not at all Aware	Refused [DON'T NOT READ]	
50%	29%	21%	0%	All
42%	32%	25%	1%	RDD
58%	26%	16%	0%	Vote

13.2 Given what you know, today, about the new MEGA casino being proposed, do you support or oppose the notion of allowing such a mega casino and resort to be constructed so close to the City of San Pablo? And, would that be...

All	RDD	Vote	
8%	9%	7%	Strongly support
13%	16%	9%	Somewhat support
15%	16%	15%	Somewhat oppose
62%	58%	67%	Strongly oppose
2%	1%	2%	No opinion [DO NOT READ]
0%	0%	0%	Refused [DO NOT READ]

13.3 Would you join forces with the City of San Pablo in an effort to fight the approval of a new MEGA casino being brought to Point Molate in Richmond? And, would that be...

All	RDD	Vote	
33%	30%	37%	Definitely YES
34%	35%	34%	Probably YES
17%	20%	14%	Probably NO
14%	13%	14%	Definitely NO
2%	2%	1%	Undecided [DO NOT READ]
0%	0%	0%	Refused [DO NOT READ]

Cutbacks in Services

14.0 Nearly everyone is suffering from a seriously depressed economy; the City of San Pablo is no exception. Presently, the City is operating under a \$1.3 million deficit, which will increase each year if something is not done, immediately. The assessed value of property in San Pablo has decreased by 31% since the beginning of the recession, which turns out to be the greatest hit of any City in Contra Costa County; as such, income from property taxes has been depleted to a crisis level. The State of California has taken \$7.2 million from the City's Redevelopment Funds. The City's Lighting & Landscape Assessment District is being subsidized to the tune of \$540,000 annually from the City's General Fund, as assessment rates on commercial and residential property have not changed since 1982. And, in 2013, the City is obligated to begin paying the County additional funding as part of a revenue sharing agreement that it entered into in 1987. As a result, City officials have taken major steps to cut operating costs. The City has reduced its annual operating budget by \$600,000; and, for the first time ever, the City has had to lay off staff. Additional cost-cutting is mandatory. So, my question is this... Considering the fact that 61% of the City's budget is dedicated to providing police protection for local residents, City officials would like to know which City programs and services you would suggest they consider cutting back in order to make up at least some of the City's budget shortfall? I will list several specific services; as I read each one, please tell me whether or not you would recommend that this particular service be dramatically cut back. (NOTE to callers: Read each item; then, place a check mark in the YES or NO box that corresponds to each item in the list)

	YES	NO		
14.1	21% 21% 21%	79% 79% 79%	All RDD Vote	Reduce public safety expenditures by eliminating one or more police officers
14.2	37% 39% 34%	63% 61% 66%	All RDD Vote	Cut back on park and recreation programs ; for example, reduce the number of youth programs or adult recreation programs.
14.3	28% 31% 27%	72% 69% 73%	All RDD Vote	Cut back on senior programs , such as reducing the hours of operation at the Senior Center.
14.4	43% 44% 43%	57% 56% 57%	All RDD Vote	Cut back on park maintenance .
14.5	33% 33% 34%	67% 67% 66%	All RDD Vote	Cut back on street maintenance , including pavement repair, throughout the City.
14.6	48% 50% 47%	52% 50% 53%	All RDD Vote	Cut back on tree trimming, street lighting, and landscape maintenance along public medians.
14.7	41% 45% 38%	59% 55% 62%	All RDD Vote	Cut back on code enforcement . (Note to callers: if respondent wants clarification of what is involved in code enforcement, please give the following examples: graffiti abatement, cleaning up litter, removing abandoned vehicles, shopping carts, and correcting any other form of neglect that creates an eyesore, hazard, or potential danger to the general public.)
14.8	58% 56% 61%	42% 44% 39%	All RDD Vote	Cut back on Special Events , such as <u>the 4th of July Family celebration and Fireworks Show</u> , <u>Cinco de Mayo</u> in the San Pablo Parade and Festival, <u>Movies in the Park</u> , <u>Public Safety Day</u> , and the like.
14.9	17% 15% 20%	83% 85% 80%	All RDD Vote	Other [Note to Interviewer; PROBE]

Mentioned eighteen: City administration/staff take pay cuts (close City Hall one day a week);
Mentioned four times: Lay off police;
Mentioned three: Use volunteer programs for graffiti and park clean up;
Mentioned twice: Library services; street sweeping; police and fire pensions; road repairs
Mentioned once: Bilingual education; building maintenance; change business license renewal to every two years; cut City travel – use video conferencing; cut back on free goods; cut back on services for illegal immigrants; get more money from casino; get state to pay back what they owe; home inspection; subsidy of dump vouchers; cut park hours; stop purchasing land; schools; street maintenance; Cinco de Mayo and parade; garbage pick up in alleys; youth programs

Test Funding Measures Placed on the Local Ballot
Responses for Registered Voters Only

15.0 Another option for addressing the financial challenges facing City officials is to try to create new revenue streams and/or new sources of secure funding.

One option is to ask local voters to approve a TEMPORARY increase in the sales tax charged for purchases made in the City of San Pablo and dedicate these funds to **enhancing public safety** throughout the City; such a funding measure would require 2/3-voter support. These funds would be earmarked for gang prevention, graffiti abatement, expanding youth services, fire prevention, and-the-like. So, my question is this...

15.1 Would you support a Measure 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 one-half of one percent; from 9.25% to 9.75%; **this sales tax would remain in place for 15 years** and the funds would be dedicated to **enhancing PUBLIC SAFETY** throughout the City. At the end of 15 years, the sale tax would revert back to its present rate of 9.25%. The only way the tax could be 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.

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

<p>46.5% SRI Go, No-Go</p>	32%	<u>Definitely</u> support	[SKIP to Q15.2]	
	29%	<u>Probably</u> support	[ASK Q15.1a]	
	1%	Unsure/DK (Do not read this option)	[ASK Q15.1a]	
	15%	<u>Probably</u> oppose	[ASK Q15.1a]	
	23%	<u>Definitely</u> oppose	[ASK Q15.1a]	
	0%	Undecided	[DO NOT READ]	[ASK Q15.1a]
	0%	Refused	[DO NOT READ]	[ASK Q15.1a]

15.1a Would you support a Measure on the local ballot, asking voters to authorize a **TEMPORARY increase in the sales tax** if the increase were limited to 10 years and the funds would be dedicated to **enhancing PUBLIC SAFETY** throughout the City. Would you definitely support, probably support, probably oppose, or definitely oppose such a measure? *Asked only of those who DID NOT respond DEFINITELY SUPPORT at Q15.1*

<p>54% SRI Go, No-Go</p>	9%	<u>Definitely</u> support	
	26%	<u>Probably</u> support	
	1%	Unsure/DK (Do not read this option)	
	11%	<u>Probably</u> oppose	
	21%	<u>Definitely</u> oppose	
	32%	Definitely support at Q15.1	

15.2 A second 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 9.25% to 9.75%...but, instead of mandating that the funds be used for enhancing PUBLIC SAFETY... they would be placed in the City's General Fund, thus permitting City officials to determine how these monies would be spent. As before, this amount of sales tax increase 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. This Measure would only require simple-majority support for passage.

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

36% SRI Go, No-Go	20%	<u>Definitely</u> support	
	32%	<u>Probably</u> support	
	2%	Unsure/DK (Do not read this option)	
	22%	<u>Probably</u> oppose	
	24%	<u>Definitely</u> oppose	
	0%	Undecided	[DO NOT READ]
	0%	Refused	[DO NOT READ]

**Should City Cut Back its Funding to Public Schools?
Asked of ALL Respondents**

16.0 At the present time, the City spends nearly a half million dollars each year to support school programs in San Pablo. However, given the economic challenges the City is faced with, today, due to a depressed economy, should the City cut back on this funding to local schools (including after-school programs)?

A Mandate! Do NOT Cut Back	All	RDD	Vote		
	19%	14%	23%	Yes, cut funding to schools	[Go on to Q16.1]
	79%	83%	75%	No, maintain status quo	[SKIP to Q17.0]
	2%	3%	2%	No opinion	[DO NOT READ] [SKIP to Q17.0]
	0%	0%	0%	Refused	[DO NOT READ] [SKIP to Q17.0]

16.1 Should funding to public schools be...*Asked only of those who say YES at Q16.0*

All	RDD	Vote	
5%	3%	7%	Eliminated altogether
33%	28%	35%	Cut back significantly, but NOT eliminated
62%	69%	58%	Cut back as little as possible
0%	0%	0%	No opinion/Refused [DO NOT READ]

State/Health of the Economy
(Measuring Consumer Confidence)

17.0 I would now like to ask about your perceptions regarding the present and future health of the national, regional, and local economies.

17.1 Selecting from a short list of descriptives that I will read to you, please tell me which one **BEST** describes the health of the national, regional, and local economies... TODAY.

All	RDD	Vote	
6%	7%	5%	Strong , and likely to remain strong into the foreseeable future
12%	13%	11%	Strong , today, but <u>beginning to show signs of weakening</u>
40%	40%	41%	We're in the middle of an economic downturn
39%	37%	40%	We're in a deep recession
3%	3%	3%	Unsure/DK [DO NOT READ]

17.2 What do you think will be the state of the economy one year from today?

All	RDD	Vote	
9%	10%	9%	Healthy and strong
51%	54%	47%	Soft , but NOT in a recession
35%	31%	38%	In the depth of a recession
5%	5%	6%	Unsure/DK [DO NOT READ]

17.3 Looking to the future, will the state of the economy cause you to spend MORE or LESS money for either essentials or non-essentials in the upcoming year?

All	RDD	Vote	
13%	13%	13%	Spend MORE , in general
31%	35%	27%	Spend MORE <u>on essentials</u> , but LESS <u>on non-essentials</u>
49%	46%	53%	Spend LESS on <u>BOTH essentials and non-essentials</u>
5%	5%	5%	Spend <u>about the SAME</u> O NOT READ]
2%	1%	2%	Unsure/DK [DO NOT READ]

Affordable Housing

18. According to the most recent **Regional Housing Needs Assessment** conducted by ABAG (which is the Association of Bay Area Governments), San Pablo has more AFFORDABLE HOUSING units than is needed; in fact, this report says that San Pablo is one of only two cities in California that exceeds its affordable housing needs.

18.1 Before the present interview, were you aware of the fact that, according to ABAG, San Pablo has more affordable housing units than is needed? And, would that be...

Extremely Aware	Somewhat Aware	Not at all Aware	Refused [DON'T NOT READ]	
6%	15%	78%	1%	All
5%	17%	77%	1%	RDD
8%	13%	78%	1%	Vote

18.2 Whether or not you were aware of this assessment by ABAG before today's interview, do you AGREE or DISAGREE with the notion that San Pablo presently has more affordable housing units than is needed to serve the needs of local residents; and would that be...

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know/Refused [DO NOT READ]	
16%	34%	22%	22%	6%	All
16%	36%	21%	19%	8%	RDD
16%	32%	22%	24%	6%	Vote

Best Use for Elementary School Property

19. Lake Elementary School will soon be closed. The School District has offered to sell the land the elementary school sets on to the City of San Pablo for \$1, if City officials will agree to turn the property into Open Space and develop a significant portion of the property for additional recreation programs for local youth.

19.1 Do you AGREE or DISAGREE with the idea of having the City purchase the Lake Elementary School property for \$1; dedicate some of it to OPEN SPACE, while developing the majority of the land to accommodate recreation programs for local youth? And, would that be...

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know/Refused [DO NOT READ]	
68% Agree	38%	30%	12%	16%	4%	All
	35%	32%	13%	15%	5%	RDD
	41%	30%	10%	17%	2%	Vote

Information Seeking Vehicles

20.0 There are various **communication channels** that local residents might use to secure information regarding City services in San Pablo, City-sponsored activities and programs, and local public issues. I will read a list of several communication outlets. After I read the list, please tell me your **MOST PREFERRED**, then your second most preferred, method of securing this type of information. Do you prefer... (Note to surveyors: Place "1" next to most preferred, and "2" next to second most preferred)

1 st	2 nd	Total		
18%	15%		All	20.1 Visiting the City of San Pablo's web site
17%	17%		RDD	
20%	14%	34%	Vote	
10%	13%		All	20.2 San Pablo e-news
13%	12%		RDD	
8%	13%	21%	Vote	
3%	6%		All	20.3 Phoning into the City offices at City Hall
4%	6%		RDD	
1%	5%	6%	Vote	
6%	9%		All	20.4 Personally visiting City Hall
7%	9%		RDD	
6%	10%	16%	Vote	
5%	8%		All	20.5 Attending Public Informational meetings
5%	10%		RDD	
6%	7%	13%	Vote	
32%	21%		All	20.6 Direct Mail to your residence
34%	19%		RDD	
30%	24%	54%	Vote	
21%	18%		All	20.7 One of the local newspapers (NOTE TO CALLER: if YES, go on to Q20.7a; if not a preferred source, skip to Q20.8)
17%	18%		RDD	
25%	18%	43%	Vote	
				20.7a. Would that be: (NOTE TO CALLERS: place a check mark in the box that corresponds to the respondent's answer)
				Contra Costa Marketplace
				Oakland Tribune
				San Pablo Newsletter
				West County Times
				San Francisco Chronicle
				San Pablo's Recreation Activity Guide
6%	5%		All	20.8 Other
6%	6%		RDD	
6%	4%	10%	Vote	

Effect of Endorsements by Local Stakeholders/Organizations

21.0 It is commonplace for special interest groups, and various community groups, to do whatever they can to have an impact on the outcome of elections, including Measures placed on the local ballot. I will read a list of organizations that are active in San Pablo. After I read each one, please tell me this. If you knew that the organization or individual was supporting or opposing a given funding measure that was being placed on the local ballot, how likely is it that you would trust their point of view. Also, please tell me if their *endorsement* or *opposition* would have NO EFFECT on you, at all.

		Strong Impact	Modest Impact	No effect	Unsure/Ref	
21.1	The <u>West County Times</u>	25%	35%	38%	2%	All
		21%	34%	43%	2%	RDD
		28%	36%	34%	2%	Vote
21.2	The <u>San Pablo News</u>	19%	32%	43%	6%	All
		22%	34%	39%	5%	RDD
		17%	31%	47%	5%	Vote
21.3	San Pablo Community Alliance	12%	29%	50%	9%	All
		14%	30%	49%	7%	RDD
		11%	29%	50%	10%	Vote
21.4	San Pablo Chamber of Commerce	20%	36%	40%	4%	All
		19%	39%	39%	3%	RDD
		21%	34%	40%	5%	Vote
21.5	Ministers of Local Churches and Faith-based Organizations	21%	32%	43%	4%	All
		21%	35%	42%	2%	RDD
		22%	29%	44%	5%	Vote
21.6	San Pablo Merchant's Association	15%	34%	45%	6%	All
		17%	33%	44%	6%	RDD
		13%	36%	47%	4%	Vote
21.7	San Pablo City Council Members	25%	39%	32%	4%	All
		27%	34%	34%	5%	RDD
		23%	44%	30%	3%	Vote
21.8	Labor Unions	28%	26%	42%	4%	All
		29%	22%	45%	4%	RDD
		27%	31%	39%	3%	Vote
21.9	Educators and Teachers in the local School District	39%	32%	26%	3%	All
		38%	33%	26%	3%	RDD
		40%	32%	25%	3%	Vote

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.

22.0 How long have you lived in San Pablo?

22%	0 to 5 years
17%	6 to 10 years
28%	11 to 25 years
30%	Over 25 years
3%	Refused

23.0 Do you own or rent your home?

63%	Own
33%	Rent
4%	Refused

24.0 Where do you reside in San Pablo?

8%	East of I-80/San Pablo Hills
12%	Old Town, south of Brookside
40%	North San Pablo, Leroy Heights, Contra Costa College
31%	West I.80, Casino Hospital area, City Hall
9%	Refused

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

69%	none
12%	one
11%	two
5%	three or more
3%	Refused

26.0 How many years of school have you completed?

6%	less than High School
24%	High School graduate (or Trade School)
32%	Some college
27%	College graduate
8%	Graduate school, Professional school
3%	Refused

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

32%	liberal
34%	moderate
26%	conservative
8%	Refused

28.0 Into what range does your annual household income fall?

27%	under \$25,000
27%	between \$25,000 and \$50,000
19%	between \$50,000 and \$75,000
8%	between \$75,000 and \$100,000
8%	over \$100,000
11%	Refused

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

14%	18 to 30 years
10%	31 to 40 years
20%	41 to 50 years
30%	51 to 65 years
22%	Over 65 years
4%	Refused

30.0 What is your ethnic background?

Census			Voters
42.9% White	38%	White or Caucasian	38.5%
55.0% Latino	18%	Hispanic/Latino	18.5%
15.2% Black	21%	African American or Black	20.5%
	1%	Native American/Alaskan Native	2.0%
	1%	Native Hawaiian & other Pacific Islander	
17.4% Asian	9%	Asian	8.0%
		2%	Chinese
		3%	Filipino
		0%	Lao
		1%	Korean
		1%	Vietnamese
		2%	Other Asian
	6%	Other	
	6%	Refused	

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

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

31.0 Voting Propensity?

47%	High
53%	Moderate

32.0 Gender of respondent?

57%	Female
43%	Male

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...N=200 high and moderate propensity voters in the City San Pablo and N=200 community-at-large. At 95% confidence level, an N=400 yields *sampling error* of $\pm 4\%$ 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. 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 August 8 through August 17, 2010. 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.

