



# Community Survey Report

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Prepared for the City of San Pablo

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# Table of Contents

<b>Executive Summary.....</b>	<b>2</b>
<b>Overview and Objectives.....</b>	<b>5</b>
PROJECT OVERVIEW .....	5
ONLINE COMMUNITY SURVEY .....	5
<b>Analysis of Survey Responses .....</b>	<b>7</b>
DEMOGRAPHICS .....	7
HOUSING AND LAND USE .....	9
CITYWIDE POLICY PRIORITIES .....	14
<b>Appendix: Survey Questions.....</b>	<b>22</b>
HOUSING AND LAND USE QUESTIONS .....	23
CITYWIDE QUESTIONS .....	24
TELL US ABOUT YOURSELF .....	25
<b>Appendix: Open-Ended Responses .....</b>	<b>27</b>
HOUSING AND LAND USE .....	27
CITYWIDE QUESTIONS .....	40

## List of Figures

Figure 1: “What is your age?” .....	5
Figure 2: “What gender do you identify as?” .....	6
Figure 3: “Do you work/attend school/own a home/rent a home in San Pablo?” .....	6
Figure 4: “Which neighborhood do you live in?” .....	7
Figure 5: Example Map-Based Question .....	8
Figure 6: Percent of Respondents Supporting New Housing in Focus Areas.....	8
Figure 7: Housing Types That Should Be Built in Each Focus Area .....	9
Figure 8: Locations Where Respondents Would Like to See Changes.....	12
Figure 9: Ranking of Local Economy and Business Priorities (All Respondents).....	13
Figure 10: Ranking of Local Economy and Business Priorities by Residency .....	14
Figure 11: Ranking of Community Wellness and Services Priorities (All Respondents) .....	15
Figure 12: Priority Ranking for San Pablo’s Look and Character (All Respondents) .....	17
Figure 13: Priority Ranking for San Pablo’s Look and Character by Respondent Age .....	17
Figure 14: Priority Ranking for San Pablo’s Look and Character by Residency.....	18
Figure 15: First Priority .....	19
Figure 16: Second Priority .....	19
Figure 17: Third Priority .....	20

## Executive Summary

In order to gather community input to inform updates to the General Plan and Housing Element, a citywide survey was conducted from December 28, 2021 to February 21, 2022. The Survey provided opportunities for residents, business owners, and people who work or go to school in San Pablo with an opportunity to help identify appropriate locations for housing as needed to satisfy the City's Regional Housing Need Allocation (RHNA) as well as to provide input on key policy topics. To promote survey participation, four “pop-up” outreach events were held at Las Montañas Grocery Store (two events), the San Pablo Senior Center, and the San Pablo Library; the survey was also promoted through the City's project website, email blasts to community members, local newspapers *El Portal* and *The Richmond Standard*, and Facebook. Participants were offered the chance to win one of three \$100 Visa gift cards for participating. In total, 262 people participated and 173 unique responses were collected.

### Survey Organization and Content

The survey was organized into three distinct sections. The first section presented a map of seven areas of San Pablo that can potentially accommodate new residential development to satisfy the City's RHNA based on the prevalence of underused and vacant parcels in these areas. Questions probed whether respondents supported housing in these areas, what type of housing they felt would be appropriate, and their vision for future land uses, activities and amenities in each area. An additional question allowed respondents to drop a pin anywhere on the map of San Pablo and write in what they would like to see there. The second section consisted of four questions related to citywide topics surrounding the local economy and businesses, community wellness and services, the look and character of San Pablo, and overall priorities. The third section included demographic questions to understand respondents' age, gender, relationship to San Pablo (i.e. live, work, attend school), and residential neighborhood.

### Summary of Key Findings

#### *Housing and Land Use*

- Respondents strongly supported adding new, higher density housing in all seven areas with 100 percent of respondents supporting new apartments and townhomes along the Rumrill Boulevard corridor in the southeastern part of the city.
- The Southeast Area (near the Casino and San Pablo Towne Center) received the second-highest support for adding more housing, particularly multifamily housing. Respondents suggested a redesign of San Pablo Towne Center with ground floor retail

and residential above. A number of respondents also envisioned more entertainment-oriented uses in the area, such as a roller rink or amusement park.

- East Area (east of the freeway along San Pablo Dam Road) was also a location where respondents strongly favored adding housing, although the preference is more for townhomes and smaller scale multifamily housing than for apartments and condominiums.
- Interestingly, while the 23<sup>rd</sup> Street Corridor also received solid support for adding higher density housing, support was noticeably lower than for the other 6 areas. Respondents tended to see the area as primarily commercial in character and 16 percent of respondents did not think that this location was appropriate for new housing, a much higher share than for other focus areas. Comments noted concern for increased traffic, limited parking, and subpar sidewalks. Action will need to be taken to address these concerns in planning to accommodate new higher density housing in this area.
- While write-in comments indicated the need for denser housing, the Giant Road North area received the most support for single-family housing. Respondents also felt the area could benefit from improved public transit, entertainment options (pool, amusement park) and parks.
- Across all seven areas, respondents envisioned pedestrian-friendly communities where stores and services are within walking distance of homes.
- 19th Street and Miner Ave was identified as another site for adding multifamily housing

#### *Citywide Policy Priorities*

- Housing affordability is the most pressing concern across all respondents and many respondents underscored that all new housing that is developed must include units affordable to working class residents. Several respondents emphasized the need to provide services for the unhoused in the write-in comments.
- Respondents would like to see more parks, recreation, and entertainment options, including more libraries, parks, public plazas, roller rinks, amusement parks. Spanish language responses repeatedly highlighted the need for new parks and pedestrian pathways, signaling that these respondents value this type of amenity even more highly than English speaking respondents.
- A recurring theme in the write-in comments has to do with interest in improving public safety and security. This involves several different facets, with residents recommending a variety of potential solutions:
  - Installing streetlights to heighten sense of security, particularly on Broadway and El Portal;
  - Adding housing in employment-oriented areas as a way of enhancing levels of activity and promoting vitality throughout the day to increase sense of security;
  - Installing traffic control measures, stop signs, crosswalks, signage, and other interventions that improve walkability and bikeability in the area and slow traffic. Road 20 was often cited as a corridor in need of traffic calming;
  - Some respondents expressed interest in increased security without an increased police presence.
- Respondents signaled the need for transportation safety improvements throughout the city to improve mobility and increase sense of safety, including fixing potholes,

installing four-way stop signs and traffic lights, widening sidewalks and adding protected bike lanes were of paramount concern across the community.

- Many respondents emphasized the importance of reliable transit connections to central areas of San Pablo and to the BART, recognizing the need to couple new housing development with strategies to promote frequent, reliable bus services. Interestingly, non-resident respondents place a higher priority on transit than residents and overall younger respondents valued transit more highly than middle-aged respondents.
- More parks and trees are desired throughout the City, as well as improvements to Davis Park. The need for urban greening was emphasized particularly in the Rumrill Corridor and San Pablo Avenue North areas.
- Increasing the number of well-paid jobs, home ownership opportunities, and job training opportunities in the City were among top local economy and business concerns. Results indicate that while important, respondents tended to rank this as slightly lower priority than housing and safety concerns.
- Residents consistently emphasized community wellness and services concerns, particularly the need for childcare, community services, and cleaner air and water. Numerous respondents cited the need for local health clinics and/or a hospital.
- Code enforcement and litter clean-up was also emphasized consistently in responses, linked to San Pablo's look and character.
- Incorporating taller buildings and a mix of uses was more of a priority for non-residents. Write-in responses noted that taller buildings might change the character of the City, highlighting the importance of neighborhood preservation and anti-gentrification measures should the City adopt a modern, mixed-use design appealing to potential new residents.

## Overview and Objectives

### PROJECT OVERVIEW

The San Pablo Targeted General Plan Update project involves a tune up of several 2030 General Plan Elements (including land use, safety, and environmental justice), a comprehensive update to the Housing Element to accommodate the City's share of the 2023-31 Regional Housing Needs Assessment (RHNA), and preparation of a Corridor Plan for Rumrill Boulevard. Key project objectives include stimulating housing production, including higher density infill development, “missing middle” housing options, and accessory dwelling units (ADUs) in single-family areas, and addressing emerging trends and new State law. Community engagement is an integral part of the planning process and the City recognizes that it is essential to ensure that residents, businesses, and other community members have ample opportunities to provide input through a variety of media and venues so that the resulting strategies reflect community values and priorities. In addition to this online survey, other outreach efforts include pop-up events, listening sessions, stakeholder interviews, community workshops, and meetings with the Planning Commission and City Council.

### ONLINE COMMUNITY SURVEY

An online, interactive map-based community survey was undertaken from December 28, 2021 through February 21, 2022, focused on identifying community priorities regarding the major components of the Targeted General Plan Update—housing, land use, safety, and environmental justice—for San Pablo. The results will inform updates to the General Plan Land Use Map, the Housing Opportunity Sites Map in the Housing Element, and general policy direction. The survey was open to residents, business owners, and people who work or study in San Pablo. The survey was accessible from the project page of the City's website and promoted through email blasts to community members, publicity in *El Portal*, *The Richmond Standard*, and Facebook as well as at four “pop-up” outreach events in San Pablo. The survey included map-based questions focusing on seven areas in San Pablo with redevelopment potential, priority ranking questions for a series of community-wide topics, and open-ended questions that encouraged participants to communicate other priorities if not listed. This report summarizes the analysis and findings from the survey. The survey was not a scientific survey; therefore, conclusions and findings are not based on standards typically followed in a scientific survey. The analysis and findings are meant to serve as a reference for City staff and decision-makers in formulating recommendations to guide future development and identify key policies for the General Plan and Housing Element Update.

The survey, conducted through the online, map-based survey service Maptionnaire, was accessed by 262 participants, yielding 173 unique responses. It was available in Spanish and English. A total of 13 respondents took the survey in Spanish, while the other 160 took the survey in English. Respondents were asked to provide some basic demographic details, which included age, gender, whether they rent; own; work; or attend school in San Pablo, and which neighborhood they live/work/attend school in. This report makes use of these details to help characterize nuances in the information received.

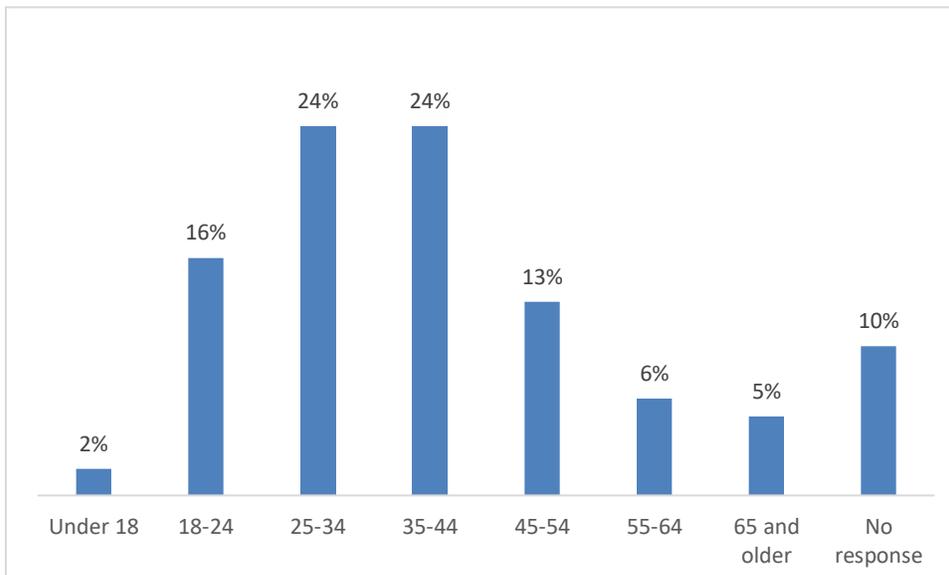
## Analysis of Survey Responses

### DEMOGRAPHICS

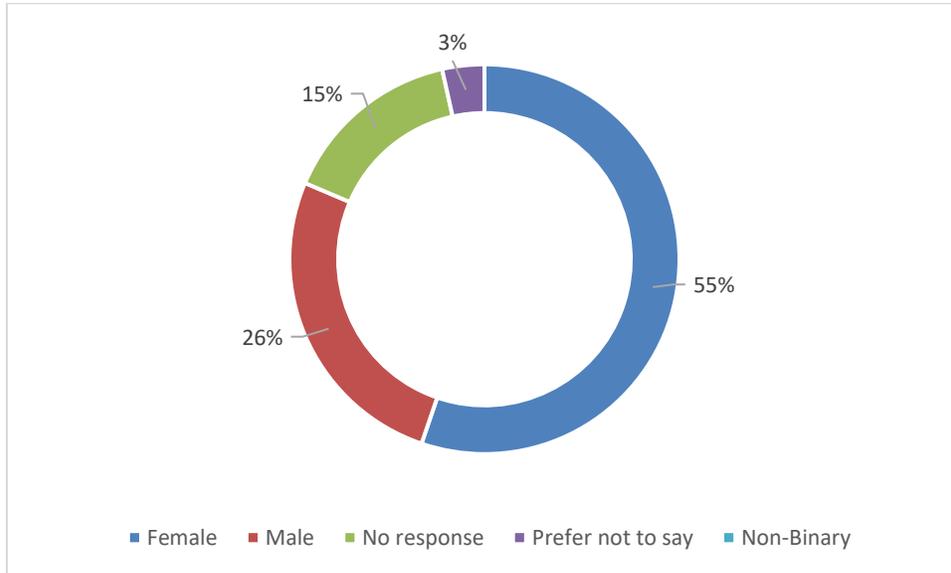
As shown in Figure 3-1, below, 67 percent of respondents were between 18 and 64 years old, and nearly half were 25-44. This reflects the age distribution of the City, in which 65 percent of residents are 18-64 years old.

More respondents identified as female (55 percent) than male (26 percent), while 18 percent did not specify a gender (Figure 2). There is approximately equal distribution of males and females living in the City, which means males were underrepresented in the survey sample.

**Figure 1: “What is your age?”**

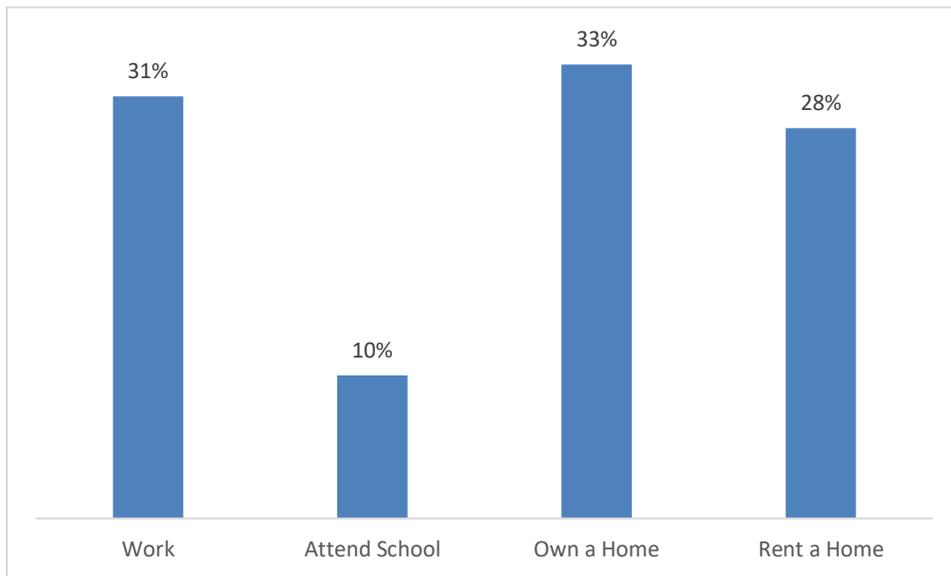


**Figure 2: “What gender do you identify as?”**



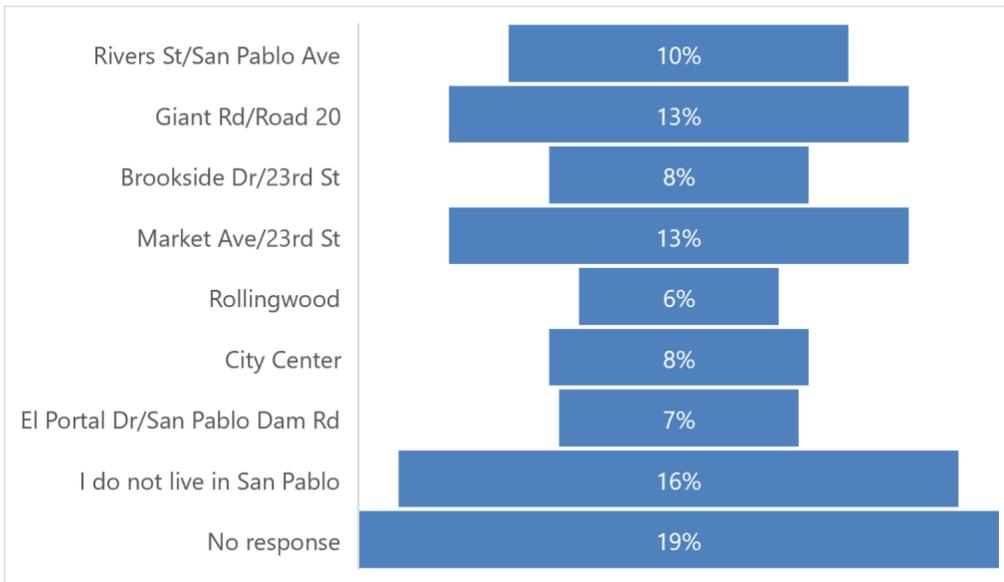
Respondents were asked to indicate whether they work, attend school, own a home, or rent a home in San Pablo. They were instructed to choose as many descriptors as applicable, so the total adds to slightly more than 100 percent. A third of the respondents own a home, and 28 percent rent. While the percentage of respondent who own closely reflects the percentage of owner-occupied units in San Pablo (38.1 percent), renters may be underrepresented in the survey sample. Nearly one third of the respondents work in San Pablo. (Figure 3)

**Figure 3: “Do you work/attend school/own a home/rent a home in San Pablo?”**



Finally, respondents were asked to select which neighborhood they live in. The largest response category was no response at all (19 percent), followed by “I do not live in San Pablo” at 16 percent. Of the participants who do live in San Pablo, the results indicate a fairly even geographic distribution of responses across the City. (Figure 4).

**Figure 4: “Which neighborhood do you live in?”**



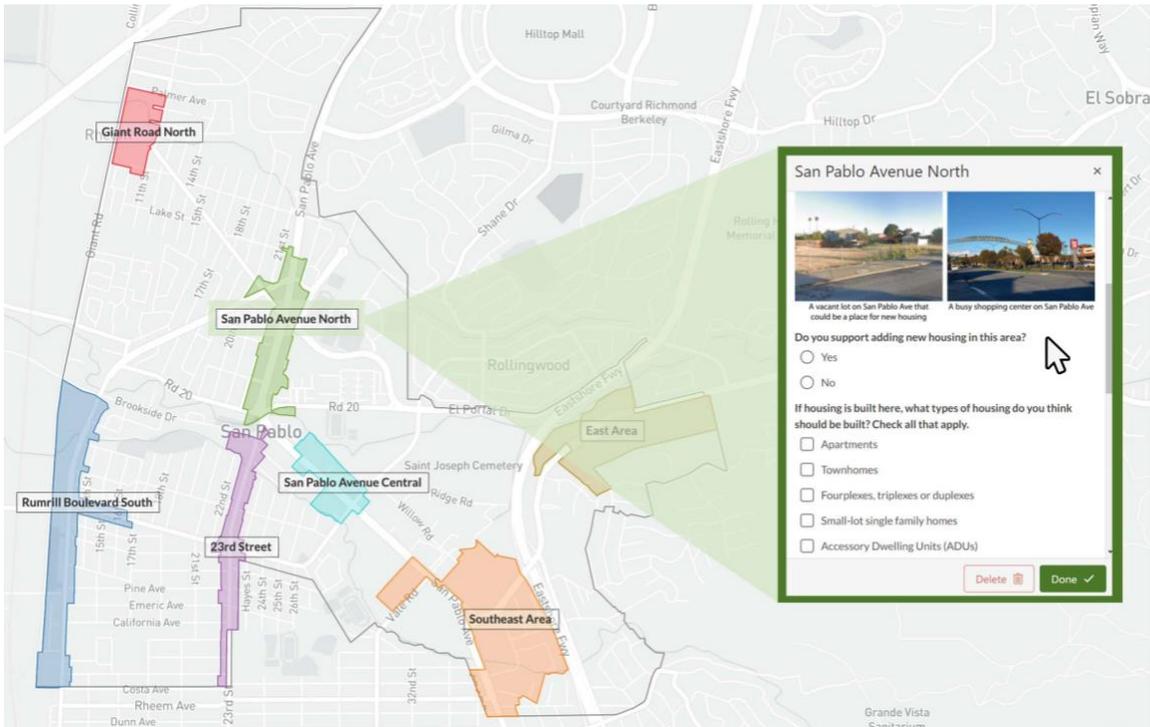
**HOUSING AND LAND USE**

San Pablo’s Sixth Cycle RHNA is 746 units, but the sites identified in the 2015-2023 Housing Sites Inventory can only support 265 more units, thus requiring the City to identify new sites for at least 481 units. As a largely built out city with established single-family neighborhoods, San Pablo has relatively little vacant land available and redevelopment of existing areas will be needed to accommodate RHNA, particularly higher density rental housing which is more likely to be affordable to lower income households. Seven areas with clusters of underused properties (capable of being developed at a higher density/intensity) and vacant parcels, some of which are currently not zoned for residential uses but could be rezoned, were identified as possible sites to fulfill State RHNA requirements. Descriptions of each area can be found within the full survey text in the Appendix. Respondents were asked to weigh in on whether they supported housing in these seven areas, what types of housing would be most appropriate if so, and their vision for the area/what uses, activities or amenities they might like to see there (such as a community center or park).

An interactive map with the seven areas outlined and shaded was presented to respondents in the survey. When a shaded area on the map was clicked, a pop-up window appeared with the questions listed above. Images and descriptions of each area were provided, as well as

images of each type of housing. Figure 5 features a question pop-up window from one of the areas.

**Figure 5: Example Map-Based Question**



Each area-specific question set received 31-42 responses. Residents supported housing in all areas and overwhelmingly in Rumrill Boulevard South. The Southeast Area was the second most supported area for new housing at 91 percent. (Figure 6)

**Figure 6: Percent of Respondents Supporting New Housing in the Seven Areas**

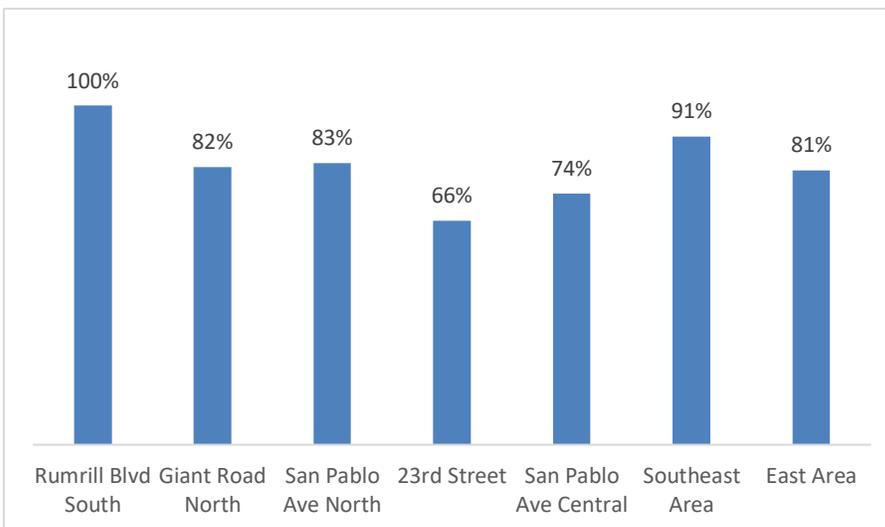
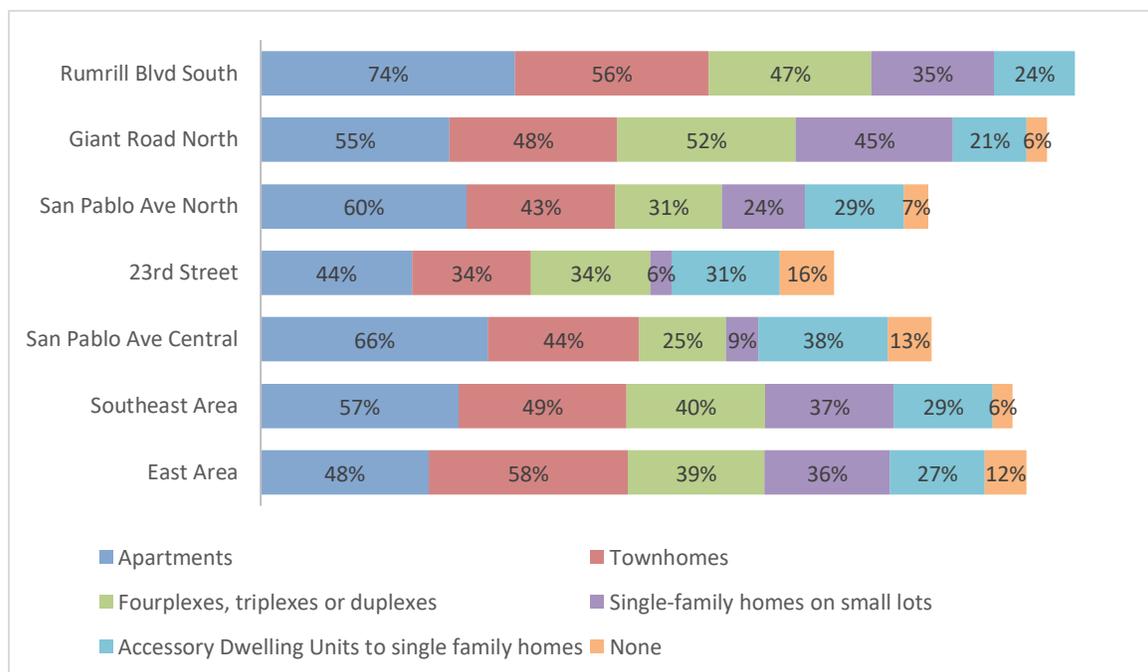


Figure 7 breaks down respondents’ support for different housing types for each area. Across all areas, there was a preference for multifamily housing, whether apartments, townhomes, or fourplexes/triplexes/duplexes. Support for higher density, multifamily housing in each area was echoed in the write-in comments. Totals add up to more than 100 percent as respondents were allowed to select as many housing types as they wanted. Respondents’ housing type preferences and visions for each area are described below. Many respondents who had skipped the area-specific questions wrote about these seven areas in the drop-a-pin question (to be described next); all drop-a-pin comments relevant to the seven areas are included in the area descriptions below.

**Figure 7: Housing Types That Should Be Built in Each Area**



**Rumrill Boulevard South** received a lot of support for higher density housing, particularly apartments. Housing support was echoed in the drop-a-pin comments. Many respondents felt this area needed to be “cleaned up” first, with litter removal and roadway (including pothole) repair. Respondents also noted that they would like to see parks, gardens, and more trees here. Other respondents envisioned a basketball court and a library.

**Giant Road North** had almost equal support for all housing types, except Accessory Dwelling Units (ADUs); of all areas, this one had the most support for small-lot single family homes. However, all write-in comments regarding housing specified a need for high-density, particularly affordable, housing. Respondents called for public transit improvements to this area and envisioned entertainment and community venues (football stadium, theme park, pool, dog park).

**San Pablo Avenue North** received a lot of support for higher density housing, especially apartments. Some respondents noted that student and/or teacher housing would also make sense here. Respondents called for more trees and parks here, suggesting art and music-centric parks. Respondents noted that biking on this road is unsafe and that it needs a protected bike lane. One respondent said that this area could use a redesign to make it look more like a downtown.

**23rd Street** received the least support of all areas for any type of housing, particularly small-lot single-family housing (six percent); respondents most preferred apartments. Respondents were concerned that adding housing to 23rd Street would increase already heavy vehicle traffic and demand for parking spots. Many comments suggested the need for a complete streets approach with better curbside management (deliveries interfere with parking), wider sidewalks, and protected bike lanes. Respondents also noted that the area could benefit from a better selection of businesses, such as coffee shops and coworking spaces.

**San Pablo Avenue Central** received a lot of support for higher-density housing, with apartments as the most preferred option; the area received very little support for small-lot single family homes. Write-in comments suggested mixed-use residential with ground-floor retail. A few respondents suggested repurposing City buildings into parks, housing or businesses. Respondents also called for more retail and restaurants and noted that wider sidewalks and protected bike lanes might make the neighborhood more pleasant as it currently has a lot of vehicle traffic.

The **Southeast Area** received more support for multifamily housing types than single-family housing, with the most support for apartments. This area additionally received a lot of write-in support for housing, particularly affordable, as well as entertainment and social venues such as amusement parks, roller rinks, and parks geared towards youth. Respondents emphasized the need for litter cleanup, roadway redesign at the major intersections, and suggested remodeling San Pablo Towne Center into a more modern mixed-use housing and retail destination. One respondent also noted that an emergency room is needed in the area.

The **East Area** had a similar housing preference profile as the Southeast Area, but with the strongest support for townhomes. Write-in comments suggested higher density housing, noting the area would be ideal for high-density, mixed-use housing with retail. Recreational fields and a theater were also suggested. Respondents also noted the need for sidewalks in this area as San Pablo Dam Road is currently missing sidewalks on both sides.

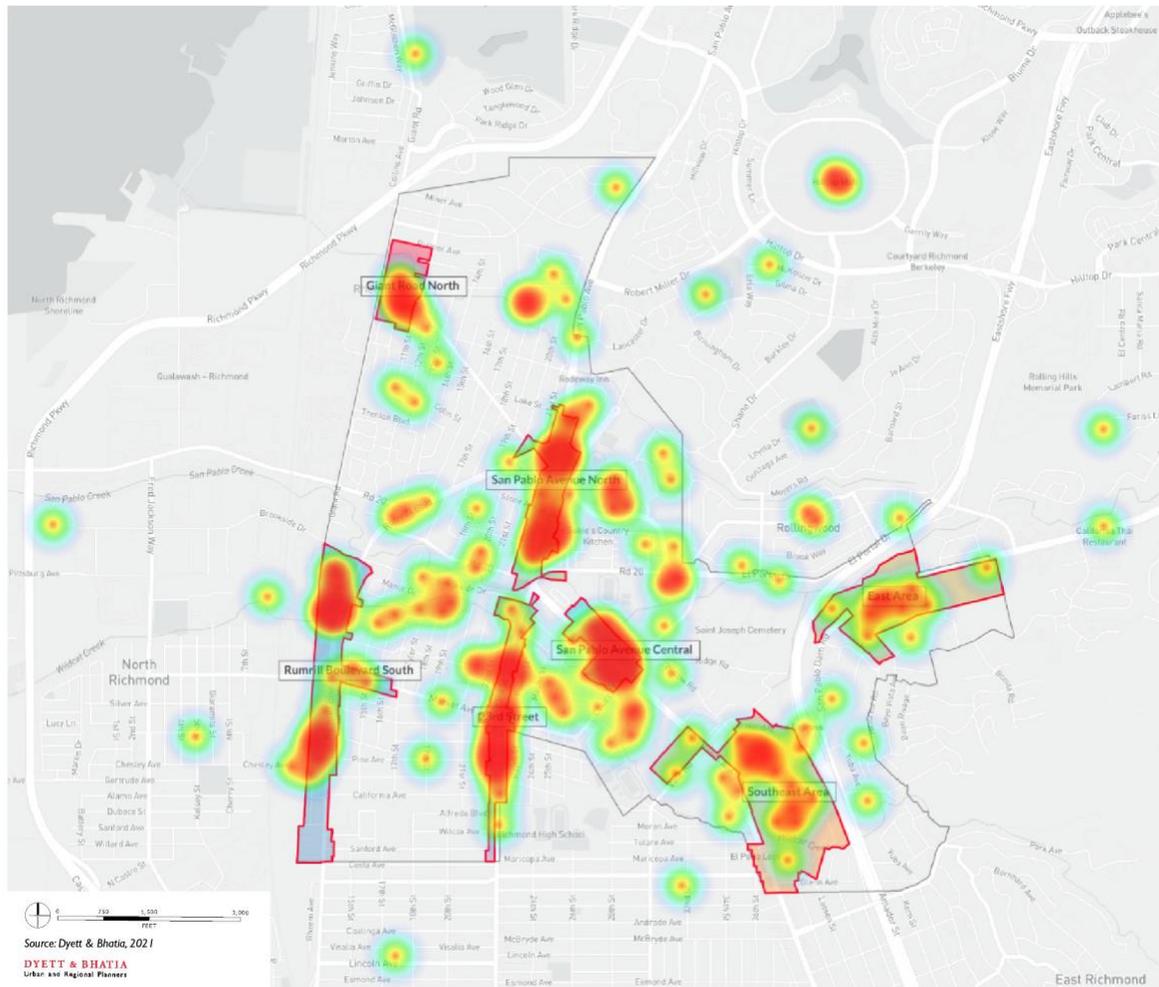
Across **all** areas, respondents envisioned more stores, parks, and other amenities within walking distance of residences, and safer roads with bike lanes and wider sidewalks. All housing comments were in favor of increasing residential density and providing affordable units; only two write-in comments (one for the Southeast Area and one for the East Area) called for more single-family housing. The full set of responses can be found in the Appendix.

## Vision for Other Areas

Respondents were prompted to drop a pin on a map and note changes they would like to see there. One-hundred twenty-three respondents dropped 183 pins. A list of coordinates with write-in responses for what people would like to see is included in the Appendix. Not all respondents who dropped pins noted what they would like to see. Figure 8 is a heat map showing where pins were dropped, with the large red centers being the most popular locations for pin drops. Most comments pertained to the seven areas above and drop-a-pin comments were included in the above summaries, but comments for other popular areas are summarized by topic below.

- Housing
  - Build apartments on the site of the vacant lot at 19th Street and Miner Ave (east of the Giant Road North area)
- Parks
  - Build a park for families east of the San Pablo Avenue North area (on the Contra Costa College campus)
  - Build a park for children (Rollingwood)
  - Clean up litter, install a fountain, and provide services for the unhoused at Davis Park
- Roadway Improvements
  - Install a four-way stop sign at the Road 20/El Portal Drive intersection
- Economy
  - Improve the Hilltop Mall (outside of City limits) or convert it to a tech center or multi-family housing

**Figure 8: Locations Where Respondents Would Like to See Changes**



## CITYWIDE POLICY PRIORITIES

**Question 1: Tell us about your priorities for the local economy and businesses. Use the slider to show how important each statement is to you. I would like to see ...**

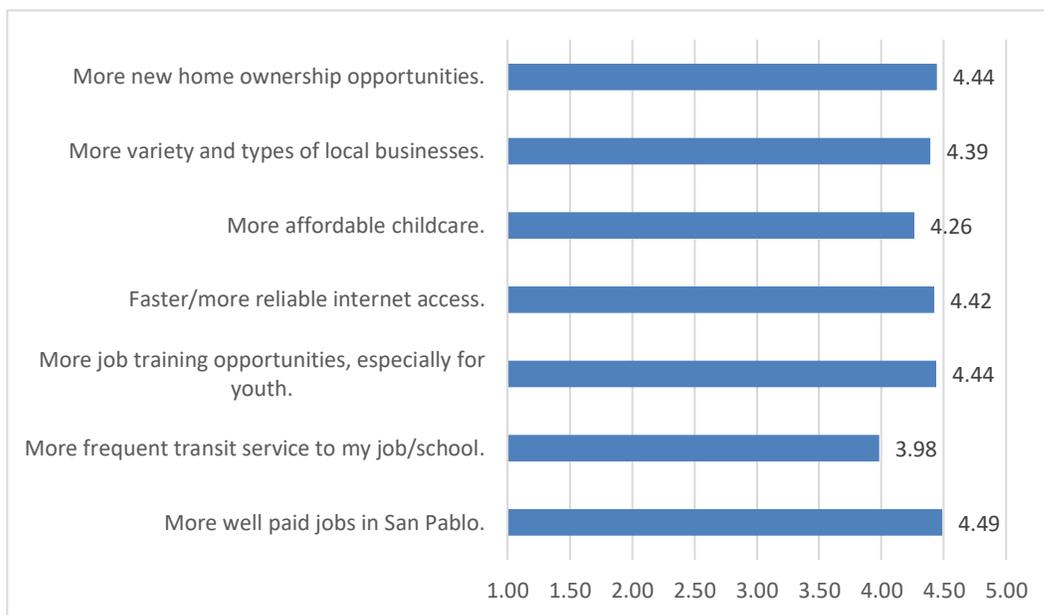
Respondents were presented with a list of potential priorities, each with a slider that respondents moved to indicate where the priorities fell on a spectrum from lowest importance (1) to highest importance (5). Respondents did not need to prioritize statements relative to each other; in other words, all statements could be ranked of highest importance. There was also a space for participants to write in any other priorities for the local economy and businesses.

Figure 9 shows the average importance ranking for each statement. All topics were ranked with high importance. While not all write-in comments pertained to the local economy and

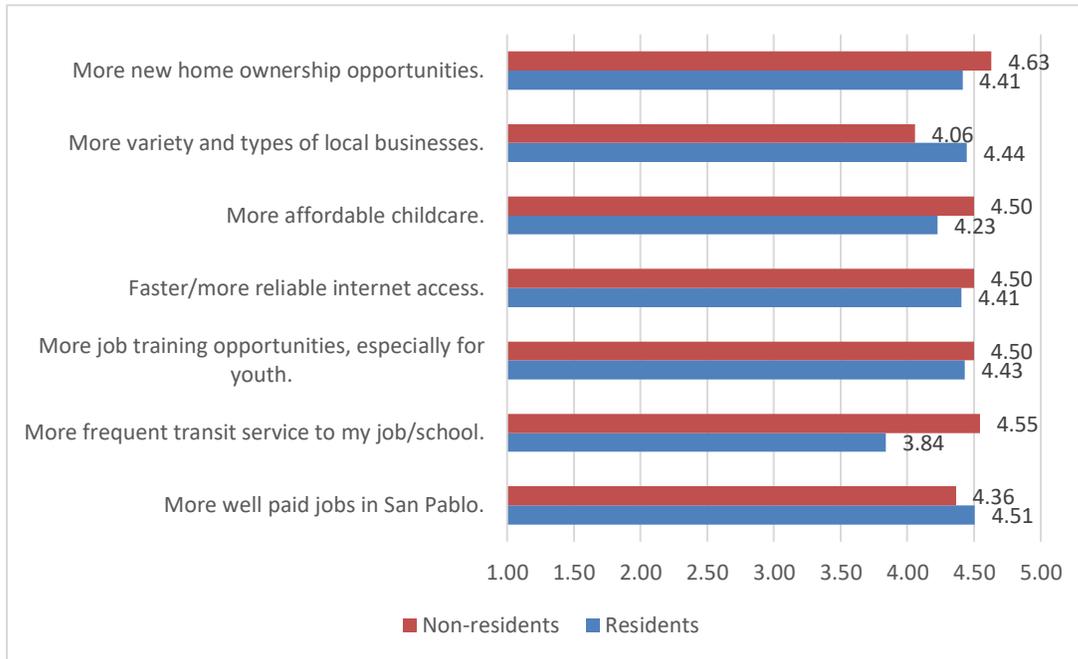
businesses, respondents mentioned the importance of maintaining inviting storefronts and tidy (litter-free) streets/sidewalks around businesses. Other comments highlighted the importance for home ownership opportunities for the working class.

Responses to this question were further analyzed with regard to age and whether the respondent lived in San Pablo. The 35-44 year-old demographic ranked “more frequent transit service to my job/school” as a lower priority than all other age groups, with an average score of 3.47 while the other age groups’ average priority scores were all in the high range (>4.0), perhaps implying that more respondents in this demographic have access to a car than the older and younger adult demographics. This same statement was a source of difference between San Pablo residents versus non-residents, with non-residents putting greater importance on transit service, which suggests that these respondents may commute into the City via public transit for work or school, or would be more likely to if service were more frequent (Figure 10).

**Figure 9: Ranking of Local Economy and Business Priorities (All Respondents)**



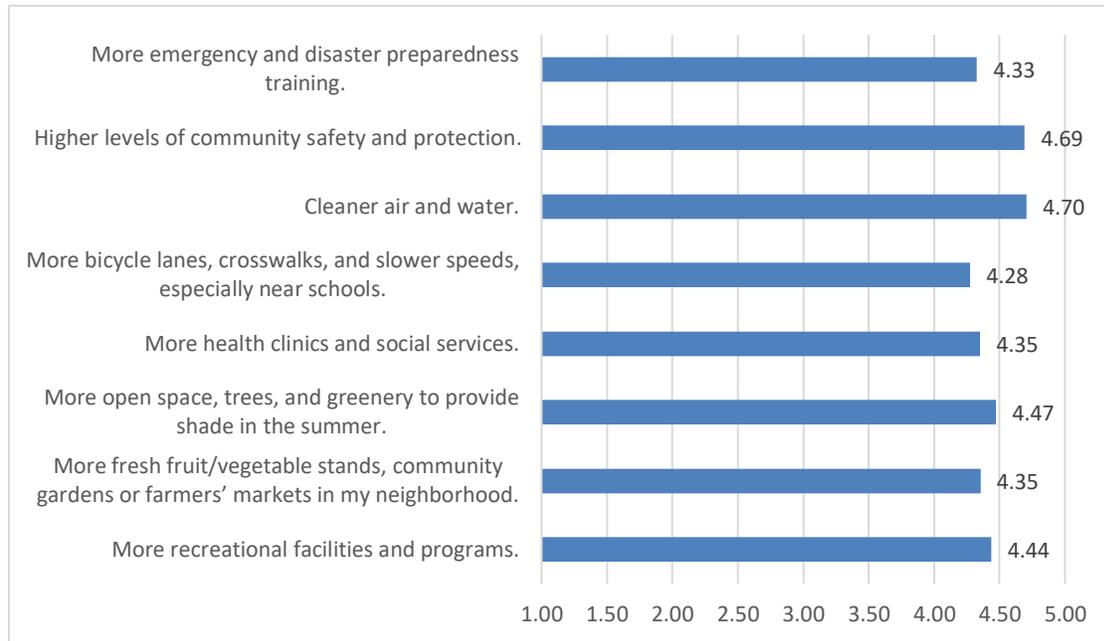
**Figure 10: Ranking of Local Economy and Business Priorities by Residency**



**Question 2: Tell us about your priorities for community wellness and services. Use the slider to show how important each concern is to you. I would like ...**

While all statements were ranked with high importance, the two highest-ranked were “higher levels of community safety and protection”, and “cleaner air and water” (Figure 11). Additional priorities to consider from the write-in comments included more services for the unhoused population, offering courses in first aid/accident prevention in schools, and expanding sidewalks and trail networks (and making trails safer) to increase walking and bicycling. Opinions are mixed in terms of how to address public safety (particularly whether police should be involved).

Responses to this question were further analyzed with regard to age and whether the respondent lived in San Pablo. All age groups and residents and non-residents alike ranked all statements with high priority (>4.0).

**Figure 11: Ranking of Community Wellness and Services Priorities (All Respondents)**

**Question 3: Tell us about your priorities for the look and character of San Pablo? Use the slider to show how important each concern is to you. I would like ...**

As shown in Figure 12, respondents ranked all statements with medium to high importance. “Less litter, graffiti and overgrown weeds”, “More walkable areas in San Pablo that you can get to easily from home, work or school” and “Improved streets with wider sidewalks, benches, trees, and bicycle lanes” were all very highly ranked. Write-in comments underscored the need for both clean-up of litter and illegal dumping and increased pedestrian safety. “Taller buildings with a mix of housing, offices, shops and neighborhood services along major streets” was ranked lowest of the statements, at a level of medium importance. Write-in responses noted that taller buildings might change the character of the City, highlighting the importance of considering neighborhood preservation and anti-gentrification measures should the City adopt a modern, mixed-use design.

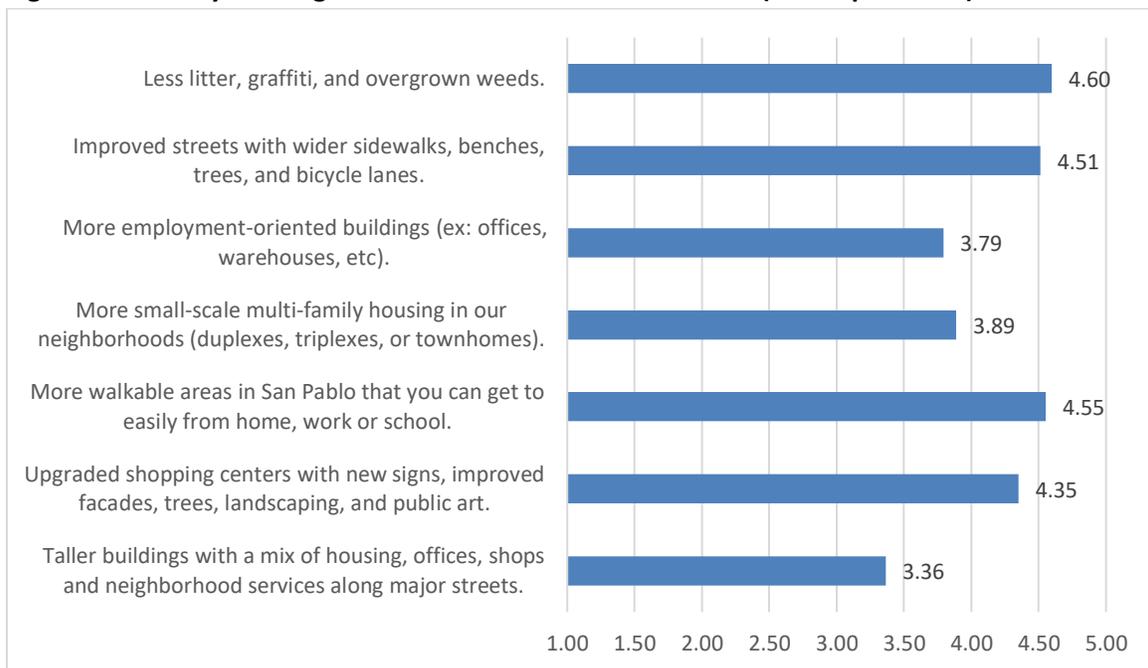
Also emphasized in the write-in comments were concerns about public safety and the unhoused population. While public safety was addressed in the previous question, this underscores its importance as a policy issue. None of the Citywide Policy questions inquired about the unhoused population; its salience in the write-in responses emphasizes the importance of this issue.

Responses to this question were further analyzed with regard to age and whether the respondent lived in San Pablo. Figure 13 shows the differences in rankings based on age. Those aged 55 and older ranked “taller buildings with a mix of housing, offices, shops and neighborhood services along major streets” much lower than the rest of the age groups.

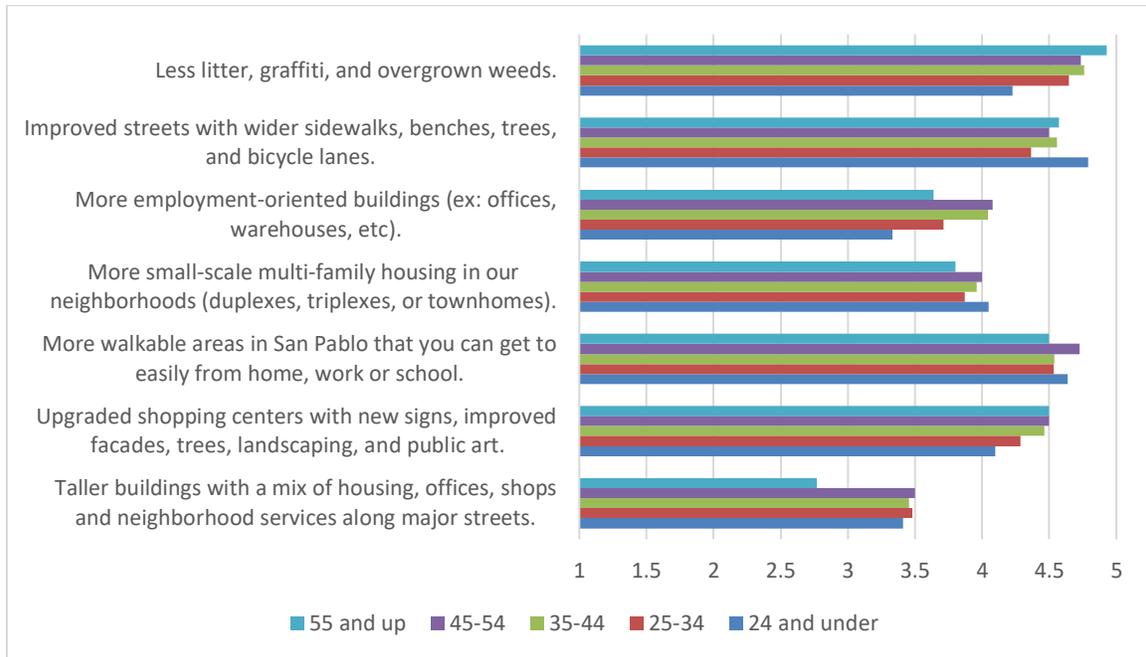
This might suggest older respondents are more interested in retaining the existing character of the City than seeing the City grow and change. The youngest demographic put less importance on cleaning up litter and increasing the number of employment-oriented buildings than the other groups, but greater importance on pedestrian and bicycle improvements. This suggests the younger demographic might be more likely to walk or bike for transportation than older respondents.

When examining preferences by residency, non-residents (average score: 4.21) assigned much greater importance than residents (average score: 3.22) on including taller buildings and mixed-use neighborhoods in the City. This might mean that non-residents are less concerned with retaining the City’s character and more interested in seeing the City expand. Perhaps these changes would encourage respondents currently commuting to San Pablo for work or school to relocate to the City. (Figure 14)

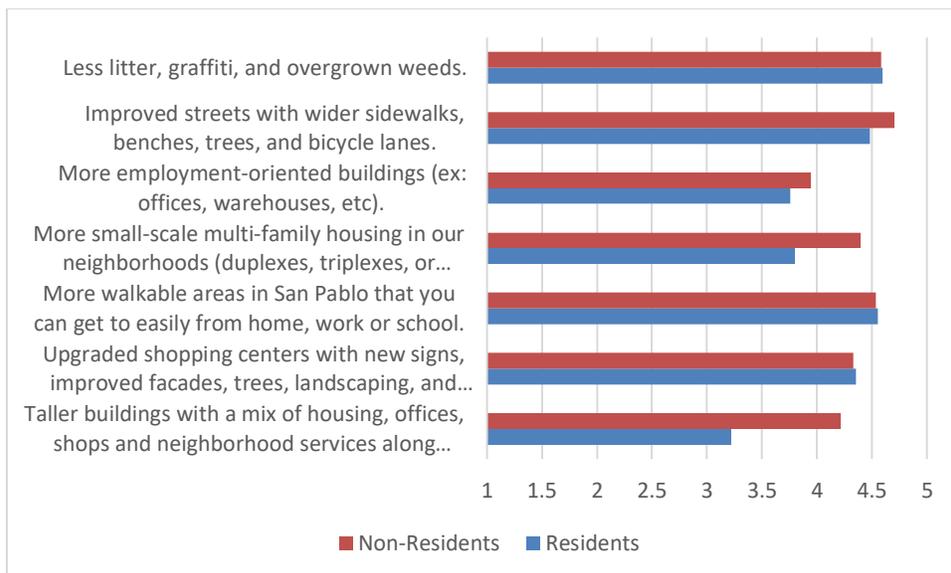
**Figure 12: Priority Ranking for San Pablo’s Look and Character (All Respondents)**



**Figure 13: Priority Ranking for San Pablo’s Look and Character by Respondent Age**



**Figure 14: Priority Ranking for San Pablo’s Look and Character by Residency**



**Question 4: What are the top 3 priorities you think the City should focus on in the next 10 years?**

Here respondents wrote in their top priorities. A word cloud generator was used to visualize common priorities across respondents in addition to a frequency counter to assess the frequency of phrases missed by the word cloud generator. Affordable housing was the most common concern as a first priority, mentioned in nearly a quarter of all responses (Figure 15). Affordable housing came up again as a common second priority, along with improved sidewalks (Figure 16). As a third priority, affordable housing and better access to stores were tied for most common; increased job opportunities and training was also common concern (Figure 17). The full set of responses can be found in the Appendix.

**Figure 15: First Priority**



Figure 16: Second Priority



Figure 17: Third Priority



## Appendix: Survey Questions

### *Descriptions of Seven Focus Areas*

**Rumrill Boulevard South:** This area includes Rumrill Boulevard from Wildcat Creek to Costa Avenue, and part of Market Avenue. The area has a mix of industrial properties, auto-related uses, churches, restaurants, and commercial services together with single-family and multifamily housing. The Rumrill Sports Complex is a popular destination here. AC Transit buses run on Rumrill, providing connections to the Richmond BART station and Ferry Terminal. There are several vacant and underused properties along the corridor, including a number of large parcels on the west side of the street.

**Giant Road North:** This area includes Giant Road from Palmer Avenue to just north of Lake Street. It is bounded by the railroad/city limits on the west and 11<sup>th</sup> Street on the east. It is mostly industrial but includes a small single-family residential area and some multifamily housing west of 11<sup>th</sup> Street. AC Transit buses run along 11<sup>th</sup> Street, providing connections to the Richmond BART Station and Contra Costa College.

**San Pablo Avenue North:** This area includes San Pablo Avenue from Lake Street to Road 20. It is bounded by Contra Costa College on the east and 22<sup>nd</sup> Street on the west, and includes part of Broadway Avenue. The area is mostly commercial services (for example: restaurants, grocery stores, and pharmacies) with a small amount of single- and multifamily housing. The College Center shopping mall is a main landmark. The area is served by multiple AC Transit routes that connect to the Richmond BART and Richmond Ferry Terminal. There are vacant and underused parcels throughout the area, primarily along San Pablo Avenue.

**23<sup>rd</sup> Street:** This area includes 23<sup>rd</sup> Street from Brookside Drive to the City of San Pablo boundary at Costa Avenue. This area is mostly commercial (for example: restaurants, retail and auto services) with some churches, offices, and single- and multifamily housing. Richmond High School is adjacent to the area on 23<sup>rd</sup> Street. This area is served by AC Transit buses on 23<sup>rd</sup> Street and Market Avenue that connect to the Richmond BART and Richmond Ferry Terminal. There are some vacant and underused parcels throughout on 23<sup>rd</sup> Street.

**San Pablo Avenue Central:** This area is located on San Pablo Avenue from Road 20 to Church Lane. It includes the San Pablo Police Department and a variety of commercial services and offices. There is also a small mobile home community. This area is served by AC Transit buses that connect to the El Cerrito del Norte BART station and San Francisco. There are a few underused parcels on San Pablo Avenue.

**Southeast Area:** This area includes San Pablo Dam Road between I-80 and San Pablo Avenue. This area is mostly commercial and includes the San Pablo Towne Center shopping plaza. It also includes single- and multifamily housing, gas stations, and churches. This area is served by AC Transit buses that connect it to the Richmond and El Cerrito del Norte BART stations as well as San Francisco. Most of the area is comprised of large, underused parcels, plus a few vacant parcels.

**East Area:** This area includes San Pablo Dam Road between Morrow Drive and El Portal Drive. It is mostly commercial, including the Princeton Plaza shopping center, but also features open space, industrial uses, a gas station, and some single- and multifamily housing. This area is served by AC Transit bus lines that connect to the Richmond and El Cerrito del Norte BART stations and San Francisco. The area includes both vacant and underused parcels.

## HOUSING AND LAND USE QUESTIONS

1 Do you support adding new housing in this area?

- Yes
- No

2. If housing is built here, what types of housing do you think should be built? Check all that apply.

- Apartments
- Townhomes
- Fourplexes, triplexes or duplexes
- Single family homes on small lots
- Accessory Dwelling Units (ADUs) to single family homes
- None

3. Describe your vision for the future of this area. What else would you like to see here? For example: *“This area should have a mix of housing and shops, with a plaza for socializing and listening to live music.”* Or *“I’d like to see a crosswalk and street trees added on Rumrill.”* Or *“I’d like a park and community center here.”*

4. Outside of the 7 colored areas on the map, are there other locations where you'd like to see changes? Place a pin on the map to show where and describe what you'd like to see there.

## CITYWIDE QUESTIONS

1. Tell us about your priorities for the **local economy and businesses**. Use the slider to show how important each statement is to you. I would like to see ....

- More well paid jobs in San Pablo.
- More frequent transit service to my job/school.
- More job training opportunities, especially for youth.
- Faster/more reliable internet access.
- More affordable childcare.
- More variety and types of local businesses.
- More new home ownership opportunities
- Other: \_\_\_\_\_ (fill in blanks)

2. Tell us about your priorities for **community wellness and services**. Use the slider to show how important each concern is to you. I would like .....

- More recreational facilities and programs.
- More fresh fruit/vegetable stands, community gardens or farmers' markets in my neighborhood.
- More open space, trees, and greenery to provide shade in the summer.
- More health clinics and social services.
- More bicycle lanes, crosswalks, and slower speeds, especially near schools.
- Cleaner air and water.
- Higher levels of community safety and protection.
- More emergency and disaster preparedness training.
- Other: \_\_\_\_\_

3. Tell us about your priorities for the look and character of San Pablo. Use the slider to show how important each concern is to you. I would like ....

- Taller buildings with a mix of housing, offices, shops and neighborhood services along major streets
- Upgraded shopping centers with new signs, improved facades, trees, landscaping, and public art

- More walkable areas in San Pablo that you can get to easily from home, work or school
- More small-scale multi-family housing in our neighborhoods (duplexes, triplexes, or townhomes)
- More employment-oriented buildings (ex: offices, warehouses, etc).
- Improved streets with wider sidewalks, benches, trees, and bicycle lanes
- Less litter, graffiti, and overgrown weeds.
- Other: \_\_\_\_\_

4. What are the **top 3 priorities** you think the City should focus on in the next 10 years (for example: improved sidewalks, more affordable housing, better access to stores)?

First Priority

---

Second Priority

---

Third Priority

---

## TELL US ABOUT YOURSELF

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

What gender do you identify as?

- Female
- Male
- Non-binary
- Prefer not to say

Do you \_\_\_\_\_ in San Pablo? Check all that apply.

- Work
- Attend school
- Rent a home
- Own a home

Which neighborhood do you live/work/go to school in?

- Rivers St/San Pablo Ave
- Giant Rd/Road 20
- Brookside Dr/23<sup>rd</sup> St
- Market Ave/23<sup>rd</sup> St
- Rollingwood
- City Center
- El Portal Drive/San Pablo Dam Road
- I do not live/work/go to school in San Pablo.

## Appendix: Open-Ended Responses

### HOUSING AND LAND USE

**Describe your vision for the future of this area. What else would you like to see here?**

#### *Rumrill Boulevard South*

1. Bike lanes!

---

2. Apartments would go well in this area. I cannot see single family homes or other structures here. Lots of industrial and small businesses going through Rumrill.

---

3. This area just needs a lot of work. It would be nice to see some grocery stores in this area.

---

4. Another library, more greenery

---

5. More high-density affordable housing with robust public transit to the denser parts of the city

---

6. This area seems like a good place for apartments since it has shops and public transportation close by.

---

7. Mix of housing, shops and parks that encourage a sense of community. Like it if things are accessible by foot and bike.

---

8. I'd like to see the trailer park changed to low-income housing with a child safe play area.

---

9. This area is unpleasant to be in both due to a dirty environment as well as excessively large roads and heavy vehicle traffic. Cleaning up litter would be beneficial, as well as reducing the size of roads to make more room for pedestrian traffic and protected bike lanes. This will reduce travel time by giving viable alternatives to driving, thus reducing traffic on the road.

---

10. I live on 14 & Sutter, and would love to see more stores around here, more housing available, clean streets and better roads as well.

---

11. Cleaner store fronts.

---

12. Build a retirement home

---

13. Take advantage of large vacant lots and plan for multi-unit dwellings.

---

#### *Giant Road North*

1. There is a definite need for low-income housing in the area. I don't think town homes would be viable. Our community's incomes need to be a strong incentive for

- lower cost housing.
- 
2. This area should have affordable housing, healthy stores, gas stations, and restaurants.

---

  3. Area is a bit affected by the loud train which i think might keep people from living there. I think using the area for employment with quality jobs is important, as many of the older Spanish-speaking immigrants in the area go all the way to SF to have decent wage jobs and generous benefits given limited education and the language barrier. More frequent bus routes to BART. More lights in the streets on Broadway Ave please! I have to use a flashlight to take a night stroll in the winter.

---

  4. apartments or townhouses would be good

---

  5. More high-density affordable housing with robust public transit to the denser parts of the city

---

  6. This area looks like it needs more housing, so it looks more inviting

---

  7. Would be nice to see housing, a park and grocery available within walking distance. Close to elementary school so could be geared towards families.

---

  8. Dog park, and community center, pool

---

  9. The roads in this area are in disrepair and in desperate need of repaving. Sidewalks and protected bike lanes are necessary in this area to reduce car traffic and make it more accessible to those who cannot afford cars.

---

  10. Parque y vía para caminar

---

  11. Wanted to build a football stadium

---

  12. Build a theme park

---

  13. Mixture of houses and shops and small restaurants

---

### *San Pablo Avenue North*

1. This area needs a lot of fixtures, first of all and importantly a stop sign on intersection Broadway avenue and 19th street. Cars drive by doing 50 mph on a 25 mph. My sister almost got ruined over 2 years ago because some imbecile driver was going 45 mph (and do not get me started on how many car accidents happen on that intersection) that's why a stop sign is very important. Also this area needs more light posts. Specially on El Portal Dr by Contra Costa College.

---

2. We need to have a mix of housing but also include walkable neighborhoods to grocery stores, drug stores and other neighborhood serving amenities.

---

3. Protected bike lanes and bus lanes

---

4. This area also needs more grocery stores and restaurants.

---

5. Make the plaza a but more pedestrian friendly, maybe a park or playground in the middle or something. I miss having the library closer but the new one is gorgeous so I'm not complaining. Protected bike lanes. A BART station here would be crazy amazing but not sure how feasible that is. But it might reduce the reliance on cars for younger people who like to go to say Berkeley or Oakland every now and then. More greenery!

---

6. This area should be used as commercial space due to the lack of parking, highly transited area and lack of pedestrian signage.

---

7. I want to see apartment for affordable housing
8. I'd like to see more high-density urban areas where shops and public areas (libraries, parks, etc.) are within walking distance of residences
9. This area seems like a good area for apartments because of all the shops close by.
10. This area could definitely use a face-lift. I feel like because it is close to CCC and some shopping there is potential for housing and new shops. Would really love to see the defunct buildings and vacant lots cleaned up. Close to hilltop mall if they ever redevelop that area.
11. Student housing especially for single parents or people on track to enter service jobs like teaching or nursing.
12. Heavy vehicle traffic makes this area unpleasant to be in outside of a car. Central roads should be smaller and lined with larger sidewalks and protected bike paths. This would make the area more livable, as well as getting more people around faster by making walking and cycling a viable alternative to driving, thus reducing car traffic on the road.
13. I hope to see a music park with modern art atmosphere
14. I want to build a library
15. Build a theme park
16. Multi-unit buildings would be great for this area as transportation runs on 23rd St and the proximity to the shopping plaza allows people without cars to buy necessities without additional burden.

### 23rd Street

1. Bike lanes!
2. Protected bike lanes.
3. It is far too busy for housing. Parking would be horrible and inaccessible.
4. I'd like to see more high-density urban areas where shops and public areas (libraries, parks, etc.) are within walking distance of residences
5. I don't think more housing is appropriate for this specific area because of the high school.
6. I wonder if adding housing here may increase traffic to much.
7. This area is unpleasant to be in both due to a dirty environment as well as excessively large roads and heavy vehicle traffic. Cleaning up litter would be beneficial, as well as reducing the size of roads to make more room for pedestrian traffic and protected bike lanes. This will reduce travel time by giving viable alternatives to driving, thus reducing traffic on the road.
8. Area could use more retail business
9. I hope to build a library
10. Mixture of housing, shops such as groceries and pharmacies, but no more liquor stores
11. I understand, from an investor POV, they would prefer to build multi-unit building with a percentage being allocated as affordable housing. City needs to make sure a

greater percentage of units are affordable or else problem is only somewhat being addressed. With limited space we can't keep building units working class cannot afford. Need to keep in mind that there are a lot of working families, so need affordable housing that contains at multiple bedrooms. Encourage homeowners to build ADUs.

---

*San Pablo Avenue Central*

1. Bike lanes!
2. Protected bike lanes and bus lanes
3. This area should have more restaurants and shopping centers. Also affordable housing.
4. It is already heavily congested here
5. I'd like to see more high-density urban areas where shops and public areas (libraries, parks, etc.) are within walking distance of people's houses
6. This area seems better for businesses since it's a busy street
7. Close to college and grocery so can be good for housing.
8. Heavy vehicle traffic makes this area unpleasant to be in outside of a car. Central roads should be smaller and lined with larger sidewalks and protected bike paths. This would make the area more livable, as well as getting more people around faster by making walking and cycling a viable alternative to driving, thus reducing car traffic on the road.

More housing is always needed, but single-family homes are too low-density and more should not be built.

9. Un parque
  10. Keep the mobile home community, otherwise we will have more homeless, perhaps expand on that
  11. Due to the number of dwellings needed, need to build multi-unit buildings. Area is near grocery stores and transportation and can handle added traffic. Ideally building would include underground parking in order not to overshadow already existing buildings.
- 

*Southeast Area*

1. Single family homes or fourplexes would be good in this area...hopefully affordable housing. The area in general could really use some beautifying.
  2. Protected bike lanes and bus lanes
  3. Fix up the shopping area. It's very run down and not well kept.
  4. Housing, shops and restaurants
  5. I'd like to see more high-density urban areas where shops and public areas (libraries, parks, etc.) are within walking distance of people's houses
  6. This area is close to the freeway and businesses so I can see more houses maybe
-

- parks, more family friendly since there's shopping center and schools close by
7. Like to see housing plus park added. It would be good if people could walk to shops and grocery stores.
  8. This is a terribly congested traffic area that needs redesign.
  9. As with the rest of the city, this area is excessively car-dependent and filled with single-family housing. Smaller roads, larger sidewalks, protected bike lanes, as well as more multi-unit and less single-unit housing will dramatically increase quality of life for everyone living here.
  10. I'd like to see a park for the kids and teenagers to socialize, make friends and make it a warm neighborhood
  11. Build a roller rink
  12. Hoping to build an amusement park
  13. Build a statue
  14. Build a theme park
  15. All further housing should include some below market rate family housing

*East Area*

1. Not much room to build in this area and the hillside is sliding so that would be a deterrent.
2. This area needs more shopping and restaurants. Not just any shopping or restaurants but well known or chain restaurants.
3. This area could really use more density, but density should be paired with some commercial development as well (think mixed use)
4. I would like to see more pedestrian friendly signage (cross walks, more stops and/or speed bumps) as well as a recreational space (park)
5. Hillcrest Rd would need investment in making it bigger because of increased traffic. please don't do apartments as you will ruin the community near this area. we don't want to increase crime
6. I'd like to see more high-density urban areas where shops and public areas (libraries, parks, etc) are within walking distance of people's houses
7. I think the best would be single family homes because it's close to everything families need.
8. Good place for commuter young families. Add a greenbelt to El Sobrante for biking walking, nature along the creek
9. Almost all housing in this area is single-family homes, which are far too low-density to meet the housing needs of the Bay Area. Single-family homes should be replaced by any other type of housing that has multiple units, ideally as densely as possible. This will increase housing stock and make housing more affordable for everyone.
10. I would like to see a park as well as the sidewalk that could really amaze the area.
11. I want to build a national gym
12. These should have a number of below market rate housing

**Outside of the 7 colored areas on the map, are there other locations where you'd like to see changes? Place a pin on the map to show where and describe what you'd like to see there.**

**Geographic Coordinate**  
**s**

---

37.960194,- Housing  
122.340898

---

37.968058,- Commercial properties for businesses  
122.343625

---

37.961652,- Housing  
122.356048

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37.959053,- More light on the street is too dark at night.  
122.348559

---

37.954349,- Vale is very noisy. The people here drive through for nearby neighborhood  
122.337406 access and park here blasting stereos etc with no respect for the condos. Noise ordinance and maybe consider doing things to lessen this as an access point for people going to their Richmond home. Also amp up the shopping are and make it more entertainment.

---

37.964384,- This are needs to look more like a downtown. More restaurants and needs to  
122.345306 look attractive.

---

37.956044,- This is not a highlighted area but you should not develop anything in front of  
122.339864 city hall, make it a park with open space for community events. San Pablo lacks good spaces for community/citywide festivals.

---

37.965525,- Our children need space for playing and we, adults, need it for our peace of  
122.329521 mind.

---

37.955158,- Coffee shops, study rooms  
122.347752

---

37.961921,- Fix up this park and created housing/mental health support for the  
122.350016 transient/community that lives in this area. It currently feels unsafe and has so much potential.

---

37.955988,- Homes and stores  
122.364312

---

37.974034,- More police, less vagrants and trash  
122.351364

---

37.954904,- less homeless more services.  
122.333317 I hate walking around the area a there are so many homeless and mentally ill harassing people

---

37.958596,- More housing and commercial spaces.  
122.356673

---

37.95509,- More focus on the businesses in this area.  
122.347258

---

37.956239,- 2 lane each way. You needs need to relieve us from stress not give us more stress.  
122.347363

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37.957164,- Parque con juegos para niños estaría muy bien porque esta el caminador  
122.339679

---

37.97142,- Give the school more funding for better faculty pay. Put more lights in the area  
122.353115 where some students walk to and from Lake school.

---

37.962504,- Recreation. Something like more open fields or courts for sports  
122.324158

---

37.955347,- Develop a more modern shopping center. That'll invoke more commercial  
122.332756 spending but also work for San Pablo residents to have

---

37.964881,- I would like better and more walkable sidewalks here. especially since there  
122.344913 are 2 schools in this area. Also more room dedicated to agriculture and green spaces

---

37.955304,- More sidewalk. Less hazardous roads. There are much too many hazards both  
122.347216 on the sidewalk and in the road. confusing lights and crosswalks. unenforced parking situations that make it hard to drive and walk down 23rd

---

37.993608,- Implementing a bridge with a walkway would help decrease the traffic on  
122.334023 Richmond Pkwy and San Pablo. From Rachel Rd to Atlas Rd. As well it would add another entrance/exit in the Montalvin community since there is only two. Lastly would it can help the community have better walking access to the point Pinole park.

---

37.999049,- To create a more welcoming and safe environment. Fixing the roads and  
122.329497 walkways. As well increase security.

---

37.968511,- A vocational school for recent high school students and adults. Or a larger  
middle college campus to have more students in the community be in the

122.338104 school.

---

37.966706,- More job opportunities, better stores for everyone in the community to stop  
122.343341 by and shop. Also TO BE SAFE

---

37.986139,- The roads are dangerous and very bumpy  
122.35198

---

37.980424,- A better mall, people have to travel 30 min to go to a close mall.  
122.327935

---

37.965948,- Pedestrian lights/signs  
122.352542

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37.980433,- Dense housing.  
122.328448

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37.975202,- More housing  
122.345759

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37.975289,- More housing  
122.343534

---

37.976422,- More housing  
122.344234

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37.968548,- Less homeless encampments  
122.344257

---

37.965897,- Park for children  
122.330001

---

37.955473,- Beautification of this section. This is a major entrance/exit of San Pablo. It  
122.330428 should be better maintained. I want to be proud when I come home off the  
80fwy and know I'm in San Pablo.

---

37.959086,- The old city offices and museums turn into a park  
122.341272

---

37.958691,- Continuation of Wildcat Creek Trail from Chattleton Lane to Davis Park with  
122.342504 the Creek bed in this section kept clean of debris.

---

37.963021,- Traffic on El Portal Drive is a mess...blocked up all day. New entrances and  
122.337386 exits have made things worse.

---

37.956944,- This street is a mess and unpleasant to walk on with businesses with  
122.347025 unfriendly facades and no parking. The mix of businesses do not invite a

---

pleasant shopping experience.

---

37.955114,- This shopping area is difficult to enter and exit and often difficult to move  
122.332448 around. Once the major shopping area with a large farmers market and other programs now totally neglected by EDC and the City.

---

37.953258,- A hardware store. There used to be three or more hardware stores in San  
122.32972 Pablo now we need to go to El Sobrante or a Chain store in Richmond or Hercules to buy basic hardware needs.

---

37.95559,- The city built a park next to the Rumrill Soccer fields and then closed it to use  
122.357064 by the community because the developer didn't want people using it. Why did the City agree to this after getting the residents of this area to agree to the Sports fields by promising spark and picnic Area.

---

37.95877,- street cameras to stop the horrific illegal dumping  
122.337632

---

37.958362,- would be nice if there was on side no parking I get trapped there all the time  
122.346904 a one or two delivery trucks block both lanes. If I did that, I would get a ticket

---

37.957304,- Traffic light/ easier way of crossing from Dover Ave onto church ln  
122.341772

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37.962772,- Continuous bike path leading to Point Pinole  
122.350193

---

37.964159,- Road 20 between San Pablo Ave and Rumrill has become increasingly  
122.348279 dangerous for elderly and young children people speed through and on several occasions I have almost been struck  
We need stop signs or even better crosswalks

---

37.957531,- More community events on this street. It is highly trafficked but not cared for  
122.350484 much. Also near elementary school and a couple blocks away from Davis Park

---

37.963035,- Clean up the homeless at Kennedy plaza! the bridge the city needs to rebuild it  
122.351582 well the walk way! Homeless are shooting up drugs down there and urinating every where

---

37.965354,- Wider bicycle lanes  
122.372288

---

37.975663,- Food or minimart  
122.352726

---

37.960243,- San Pablo CA need more retail stores. There is plenty of housing but no retail  
shopping stores Clothing, gift shops etc. Everything is moving to Pinole and

122.343216 they are receding the revenue from San Pablo citizens. Ross is ok but we need other retail stores w affordable leasing/rent so they can stay here in our city. Make things affordable. COLA is not being raised in our checks but in the prices of items and especially food. More affordable shopping centers in San Pablo

---

37.955429,- More housing with ground floor retail.  
122.332518

---

37.952215,- More housing with ground floor retail.  
122.331715

---

37.950529,- More housing with ground floor commercial.  
122.331121

---

37.954187,- More housing and hotel with ground floor retail.  
122.334751

---

37.959337,- More housing with ground floor commercial.  
122.340327

---

37.957052,- More housing with ground floor commercial.  
122.346884

---

37.956386,- BART or Bus Rapid Transit Station.  
122.330116

---

37.953598,- Light Rail or Bus Rapid Transit Station.  
122.333873

---

37.968449,- Student and teacher housing with ground floor commercial.  
122.344353

---

37.961614,- Housing with ground floor commercial.  
122.346589

---

37.961988,- Housing with ground floor commercial.  
122.326125

---

37.961647,- High rise housing with ground floor commercial.  
122.328631

---

37.963456,- High rise housing with ground floor commercial.  
122.319968

---

37.980724,- Restore shopping stores or convert it to tech center. Can't let this space go

122.328547 waste or use by Amazon for its delivery service.

---

37.968499,- It seems like this area is under used and could have town house or four plex  
122.343521 with courtyard green areas for families if area was cleaned up.

---

37.961597,- There should be a shelter for women and children as well a drug rehabilitation  
122.35623 center there should be some place where our youth can be helped with some  
type of positive program to promote safety and encourage unity and diversity.

---

37.973614,- Please put a protected bike lane on San Pablo Avenue; it's so unpleasant to  
122.342912 ride here. There's no shoulder and it's incredibly dangerous due to high speed  
traffic. I have to take different routes because I don't want to get run over, but  
the other streets are hardly better and a more circuitous route is time-  
consuming. A painted bicycle gutter isn't enough; there needs to be a  
protected bike lane separate from the main road to keep cyclists safe.

---

37.959025,- Better roads, more stores around and clean streets.  
122.355468

---

37.954463,- The amount of trash & dumpster trash is horrible. All in that area seen lots of  
122.331821 areas that probably could be focused for sanitation & clear clean streets.

---

37.966199,- parks for families and playgrounds for kids  
122.340136

---

37.966076,- running tracks and playgrounds for family  
122.340905

---

37.965659,- Signals lights, stops.  
122.35322

---

37.964394,- A four way stop light on the intersection of El Portal and Road 20.  
122.33749

---

37.957143,- Pot holes fixed . Garbage cleaned up and more plants and trees  
122.357027

---

37.976149,- Clean up the homeless problem. Make them a place to help them with mental  
122.352874 health issues, addiction treatment, counseling, free medical & dental, job  
training, give a tax break to those companies who will hire homeless. Make a  
place for them to live as a transition place 6-12 to get their life back on track.  
Ive noticed more homeless people getting dropped off in 94806 than ever  
before. As a long time citizen of San Pablo this place has changed for the worst.  
Traffic! Illegal builds, people ever

---

37.958993,- Más limpieza en las calles

---

122.34036

---

37.961525,- Improvements of this park  
122.350451

---

37.969561,- I would like to see the Tiny home community  
122.313425

---

37.968556,- Dog park  
122.343644

---

37.975515,- I would like to see a shooting range or gallery house.  
122.335715

---

37.974984,- Perhaps addition of few apartments would make the place admirable.  
122.345618

---

37.946304,- A football field for recreation purpose especially to the kids near the area fur  
122.353098 mostly the Belding school kids.

---

37.954369,- Housing  
122.357889

---

37.964897,- Shopping area  
122.344944

---

37.961387,- Fountain in the park  
122.353139

---

37.955017,- I want a big square  
122.357404

---

37.963088,- Wanted to build a basketball court  
122.3564

---

37.961031,- I want to build a library  
122.356551

---

37.960437,- Build a grand theater  
122.326644

---

37.953474,- Hoping to build an amusement park  
122.347268

---

37.962613,- Hoping to build an amusement park  
122.3563

---

37.952185,- More shopping center, food, clothing, Small business.  
122.330682

---

37.967673,- Parques  
122.344569

---

37.970029,- Parques  
122.343502

---

37.958803,- Parques  
122.340861

---

37.960595,- Build a church  
122.346013

---

37.958934,- Build a theme park  
122.346967

---

37.955729,- Build a theme park  
122.357705

---

37.954265,- Build a theme park  
122.347418

---

37.975114,- Build a theme park  
122.352888

---

37.96354,- This section of the street needs a speed bump.  
122.33369

---

37.961694,- Residential buildings  
122.324696

---

37.962161,- PARK  
122.360263

---

37.963368,- female  
122.356522

---

37.955814,- Trees  
122.35758

---

37.964993,- The road  
122.344792

---

37.960132,- community  
122.341115

---

37.958908,- New use for the old city hall. Businesses and possibly housing.  
122.340912

---

37.97525,- Dog park.  
122.345681

---

37.960353,- Low income housing.  
122.324209

---

37.957655,- Low income housing.  
122.328636

---

37.955701,- Mixed use residential  
122.32686 commercial.

---

37.952435,- Mixed use residential/commercial.  
122.334411

---

37.953823,- Un hospital para emergencia  
122.330922

---

37.95592,- Un comedor (cosina) donde les den comida caliente a los indigentes O  
122.336466 personas de bajos recursos.

---

37.96852,- Que planten más árboles y flores (jardines bonitos) 🌷🌺🌸🌻🌼🌹🌳  
122.343841

---

37.961549,- Más árboles y jardines  
122.356764

---

37.956235,- Más árboles y jardines 🌷🌺🌸🌻🌼🌹🌳  
122.357116

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37.959305,- Más árboles y jardines 🌸🌻🌼🌹🌷🌺🌸🌻🌼🌹🌳  
122.346858

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## CITYWIDE QUESTIONS

### Question 1: Other priorities for the local economy and businesses

1. More high-quality restaurants and storefronts need to look more attractive. Also code enforcement and helping ensure properties look maintained. Especially businesses.
2. The load cars is an issue and currently disrupts the peace of many neighborhoods. Cracking down on illegal car exhaust pipe adjustments would be ideal.

3. Oportunidad de abrir pequeños negocios a personas de bajos ingresos
4. Que alla control de renta
5. Green options like solar
6. Recreational activities for adults. Not just children or seniors.
7. Road maintenance, street cleaning, shrubs maintained in medians
8. Davis park used to be so beautiful now you go over there graffiti dirty needles homeless people in the creek it's not safe for the kids to have baseball games or anything there
9. Improve education in public school.
10. More high rise, mid-rise, and townhouses.
11. Apoyo en el área laboral para padres y madres solteras, viudas y personas de la 3 edad.
12. Would love to see city cleaned up. There is a lot of trash and dirty empty lots. When these areas are clean it boots morale. There needs to be services for the homeless or opportunities for them to get jobs and housing. Would love more green space
13. More frequent public transit will give people a better alternative to driving, which will get them out of their cars. This reduces traffic and pollution while making people healthier because they're walking more.
14. Más seguridad con el control de trafico
15. Illegal builds in single family homes have turned quite neighborhoods into parking lots. Garbage dumping needs to be addressed in meetings! Our town has turned into a shit show! So sad. It disgusting to see.
16. Make businesses more welcoming and safe. In other words do something about the loitering outside of stores like grocery outlet and 7-11.
17. Affordable hospitals for those in need & minimize crime in the neighborhood.
18. Trash picking services for illegal dumping and restrictions on how businesses use flashing, color lights year-round.
19. Some way to control illegal dumping, camping, street side shows, loud speeding cars, and fireworks. In other words the police department should be fully funded and supported with ancillary mental health services, but not replaced by them.
20. An emergency room, it's hard getting all the way to Martinez in an emergency.
21. Need a way to create home owning opportunities for working class (incl. non-citizens) that are already renting in San Pablo. Allow residents opportunity to own new dwellings before non-residents can bid on them.
22. More mixed-use commercial/residential along major thoroughfares.

**Question 2: Other priorities for community wellness and services**

1. There is a lot of crime in multiple patches throughout the 7 zones and the crime in Brookside Drive is believed to be higher due to the transient community and lack of resources for them.

2. Muy importante control de talar árboles en las banquetas por los dueños de las propiedades, ya q a veces lo hacen sin informar a la ciudad. Y ellos son vitales para darnos oxígeno.
3. Necesitamos más policía en las calles
4. Hesitant about community safety because that usually means cops and our communities are already heavily policed in our schools, streets, and spaces.
5. More access to public health clinics and distribution of personal protection gear for covid-19 related items.
6. Services provided to the homeless population, there has been an increase in homelessness in my neighborhood along with trespassing, theft, drug consumption/selling, loitering, illegal dumping and encampments.
7. Less priority on what developers want and more attention to residents of the city want.
8. Get rid of the homeless
9. Would love to walk to parks and shops while feeling safe.
10. Smaller roads and more space dedicated to pedestrians and bikes will encourage people to not drive, thus making everyone healthier overall.
11. Cursos en las escuelas de primeros auxilios o prevención de accidente
12. Please consider organizing a team volunteer or paid in neighborhoods that are bad to watch & fine illegal garbage dumping. You have done a great job with fireworks this year. Parking is horrible problem in our neighborhoods never addressed.
13. Earthquake preparedness.
14. Disaster training for wildfires, earthquakes, tsunami would be very helpful.
15. Don't make traffic on 23rd or san pablo ave worst. Reality, most people that live here commute for work therefore impacts to travel time should be kept in mind when balancing bike routes/lanes.
16. Regionally integrated designed safe bike trails and the no parking enforcement needed to make them usable and available for recreational use (ex.: Giant Rd to Pinole Point) and transit (ex.: San Pablo to Richmond Bart and Ferry).

### **Question 3: Other priorities for the look and character of San Pablo**

1. I think San Pablo can use Emeryville as a good example in how it has being developed. I personally love the Bay Street concept except those are for rent and I think condos to own would be a better option.
2. También tener más control de la basura en las calles, tal vez tener más días de recaudación de basura gratis.
3. Yes to public art!
4. Better roads and increase night visibility with lights
5. Creek erosion control on city owned areas, maintaining sidewalks, and streets
6. Need People to slow down on Road 20
7. Safety is a big concern. Bigger buildings might cause more chaos for this small city. Please take this into consideration if building up is an option.

8. I've lived here all my life I cannot believe the garbage all around by the can foodstore. On road 20 on the weekends they use that as a race track
9. More retail shopping centers clothing and specialty shops
10. This city could definitely use a cleanup and become more walkable. Would like to see more thriving business but do like more mom-and-pop shops rather than big name stores.
11. Mixed-use areas, where shops, jobs, and housing are close together, make walking easier and driving less necessary, which makes everyone healthier. More multi-family housing is crucial to increase the Bay Area's housing stock.
12. Focus on areas where homeless camp to somehow focus on keeping those areas from getting worse with dumpster items for example bed mattresses. Bus stops that homeless camp on by the casino.
13. It's a shame we have Richmond BART but it's too dangerous to use. Make more corporations offers to move to SP to give us better opportunities & jobs within our city. Offer our students & families more free education & job training in all languages.
14. We are unable to walk in our own neighborhoods due to homeless encampments and drug usage in parks and other public areas.
15. Fully funded and supported police force, bicycle units, community activities
16. I think education housing is the most important for the development of new cities
17. Prevent building tall buildings next single-family dwellings.
18. More preservation of historical landmarks and buildings.

**Question 4a: First Priority the City Should Focus on in the Next 10 Years**

These unique responses are aggregated in the Word clouds included previously in this report.

1. Housing

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2. Homelessness

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3. Affordable healthcare/ healthcare offices/ services

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4. more jobs

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5. Affordable rent

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6. Affordable housing

---

7. More well-paid jobs

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8. Más viviendas asequibles

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9. Housing

---

10. Jobs

---

11. Green space and parks

---

12. Affordable housing

---

13. Cleanliness and Greenery - general character of the city needs to improve

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14. More job opportunities for youth
15. Crime/Safety/Noise Pollution
16. Lower income housing
17. Affordable housing
18. Affordable housing
19. Reduce crime, vandalism and trash
20. Upgraded shopping centers with less trash and better landscaping
21. Improve the street to walk and drive bicycles
22. Housing for the working poor
23. More Care for the homeless population
24. A safer neighborhood
25. Better schools. The scores are really bad and will force me to move at some point.
26. Viviendas asequibles y control de renta
27. More jobs that don't required a degree.
28. Vivienda asequibles
29. Affordable housing
30. Affordable housing
31. Job training
32. Dense Housing
33. Safety
34. Viviendas más asequibles
35. Better variety of stores and restaurants
36. Better jobs
37. Recreation for Youth and sports
38. Public safety
39. affordable housing
40. more art around the city
41. improve sidewalks
42. Cleaner air and water
43. affordable housing
44. The pay should be higher the economy is getting expensive
45. Improved streets
46. Housing
47. More Affordable Housing
48. More affordable housing
49. Affordable housing and rent control for the city
50. More affordable Housing. More funding for housing vouchers
51. Better paying jobs

- 52. crime control
- 53. Other: adult recreation
- 54. More housing at all levels near services
- 55. Safe community
- 56. Affordable housing
- 57. New opportunity for home ownership within city limits.
- 58. Community safety (i.e. addressing fireworks, reckless drivers)
- 59. Parking enforcement-maybe parking permit programs similar to other cities
- 60. Improve sidewalks
- 61. Affordable housing
- 62. Putting Residents ahead of the needs developers and City staff.
- 63. housing
- 64. Cleaner streets
- 65. Affordable housing,
- 66. better housing
- 67. Safety and security
- 68. Higher levels of community safety
- 69. access on roads as we have too much traffic congestion
- 70. Affordable housing
- 71. Stop signs on Road 20
- 72. Better access to fresh foods (help small businesses rather than contracts with big companies)
- 73. Crime
- 74. Affordable housing
- 75. Recreational facilities and programs for youth
- 76. Wider Bicycle lanes
- 77. Remove all Covid restrictions
- 78. Education
- 79. Get rid of the homeless
- 80. More business like retail stores that are affordable
- 81. Affordable housing
- 82. less homelessness especially on the Dam Road
- 83. More housing.
- 84. Viviendas asequibles
- 85. More job training opportunities, especially for youth. Especially hiring within the community.
- 86. Affordable housing
- 87. More variety in stores and walkable areas
- 88. Smoother roads

89. Clean up and safety

90. Available resources to help people keep their jobs.

91. More affordable housing

92. Housing

93. Mixed use projects

94. More affordable housing

95. Reduce road size and convert the space to pedestrian and bicycle lanes

96. More greenery

97. More social services

98. Cleaning or try to control the amount of dumpster left in the streets with household items such as bed mattresses etc..

99. Keep the streets clean

100. safety

101. Homeless

102. Seguridad publica

103. Mejorar el sueldo mínimo

104. Safe city

105. Less litter/Less harm to the environment

106. Faster internet

107. Affordable housing

108. Mental health facilities, addiction, homelessness

109. Limpieza de calles,

110. Viviendas. Asequibles

111. Clean

112. Safety

113. Seguridad

114. Safe shopping areas

115. More outstanding Healthcare facilities.

116. Homelessness

117. Affordable housing

118. Improved roads/sidewalks

119. Más vivienda asequible

120. more affordable housing,

121. more affordable housing

122. Las calles en mejores condiciones

123. better access to stores

124. improved sidewalks

125. more affordable housing

- 
126. improved sidewalks
- 
127. improved sidewalks
- 
128. Less garbage in the street, better look of the city, no graffiti. Painted buildings
- 
129. Affordable housing
- 
130. Affordable housing
- 
131. better access to stores
- 
132. improved sidewalks
- 
133. more affordable housing
- 
134. more affordable housing
- 
135. more affordable housing
- 
136. Police and safety
- 
137. Menos basura más zonas públicas limpias
- 
138. Community safety and improved (increased) police presence.
- 
139. Better paying jobs
- 
140. Affordable housing
- 
141. Quality of life issues, homeless, fireworks, loud and speeding cars
- 
142. Affordable housing
- 
143. Infrastructure, transportation, environment
- 
144. Modernizar las fachadas de las tiendas
- 
145. Increase employment
- 
146. Create an emergency room hospital
- 
147. affordable housing
- 
148. More protection
- 
149. Home improvements
- 
150. more affordable housing
- 
151. improved sidewalks
- 
152. I think the first item is housing
- 
153. Affordable housing
- 
154. Street improvement
- 
155. More affordable housing #1
- 
156. Improve facade of stores
- 
157. Mas viviendas viviendas accesible para los contribuyentes que trabajan y ganavel sueldo mínimo.
- 
158. Affordable housing for already existing residents
- 
159. Reduction of littering along major thoroughfares and in residential neighborhoods through aggressive enforcement of existing anti-littering ordinances.
- 
160. Housing
-

**Question 4b: Second Priority the City Should Focus on in the Next 10 Years**

1. Improved look of businesses
2. Jobs
3. Healthy eating restaurants
4. better walking places
5. More Jobs
6. More affordable childcare
7. Trabajos pagados mejor
8. Safety
9. Housing
10. More mixed use for a livable/walkable city
11. Career and computer skills free to young and old
12. Noise pollution from the train
13. Streets and parks children can play in and walk to and feel safe
14. Better schools (not such low ratings)
15. Informational programs that are all inclusive...not just for certain incomes.
16. Livable wages
17. More youth opportunities
18. Higher police presence to discourage drug sale/use
19. Improved streets with trees and bicycle lanes
20. Job training for youth
21. Diverse Police force
22. Affordable housing
23. Streets improvement
24. More street lights.
25. Más árboles en la ciudad en las banquetas
26. More lights on san pablo ave and hilltop going towards tarahills
27. Mejora de las aceras
28. Protected bike lanes
29. Job opportunities
30. Employment
31. Create a real downtown
32. Community engagement
33. Acceso a las tiendas
34. Affordable housing
35. More transit accessibility
36. Larger emphasis on public transport
37. Less homeless

38. food accessibility (fresh produce, larger grocery stores, etc.)
39. helping the homeless
40. less homelessness
41. Better paying jobs
42. accessible opportunities for all
43. More housing
44. Affordable housing
45. Transit
46. Community/Crime Safety & Cleaner Community
47. Combat illegal dumping
48. Well paid jobs and trainings
49. More things to do in the city
50. Job training resources
51. landscaping
52. Wider, cleaner sidewalks to walk around
53. Improved pedestrian safety (including protected bike lanes/bike corridors)
54. Job opportunities
55. Improved sidewalk
56. Better upkeep of sidewalks/center divides and streets. Many San Pablo corridors look neglected or half done.
57. Less litter, enforce parking so street sweeping can be effective
58. Cleaning up the streets and creeks- a lot of dumping on sidewalks and streets
59. Homelessness/encampments
60. Preserving and building the cultural and historical assets of the city.
61. medical assistance
62. Improved schools
63. Cleanliness. streets...
64. more affordable housing
65. More Traffic lights and stop signs
66. Slower speeds in residential streets
67. shopping
68. Local farms
69. Crosswalk and sidewalks on Road 20
70. Affordable housing.... There is no rent control in San Pablo and people of color that have resided in these community are being displaced.. my family included.
71. Homeless
72. Increasing urban density
73. Improved sidewalks
74. Wider sidewalks

75. Fund the police
76. Housing
77. Clean up the trash
78. Keep the streets clean .. ALL OF THEM INCLUDING SIDE STREETS
79. less loitering at certain local businesses
80. Walkable communities.
81. Mejora de aceras y carreteras
82. More recreational facilities and programs.
83. Less trash and illegal dumping
84. Community buildings
85. Clean the local creeks from litter
86. Affordable houses
87. Keeping the city clean
88. Better job opportunities
89. Safety
90. Walkable neighborhoods
91. Local jobs
92. Replace single-family housing with multi-family housing
93. Better roads
94. Improved sidewalks
95. Making side walks & cross walks safer for all ages maybe increase side walk lights or signals in more areas.
96. Affordable housing
97. family orientated parks
98. Blight
99. Seguridad en la escuela para alumnos
100. La seguridad
101. Police work for the community.
102. Cleaner air and water
103. Community safety
104. Affordable childcare
105. Jobs, education, free job training, scholarships for college
106. Hacer que cada inquilino tenga limpia su vivienda
107. Tener más limpias las calles , en general la ciuda
108. Green
109. Vivienda asequible
110. Better selection of restaurants
111. More access to every part of the city along side improved sidewalks.

- 112. Less Housing

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- 113. Good education for kids

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- 114. Affordable housing

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- 115. Mejora de las aceras

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- 116. improved sidewalks

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- 117. better access to stores

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- 118. Mejor acceso a las tiendas

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- 119. more affordable housing

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- 120. better access to stores

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- 121. better access to stores

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- 122. more affordable housing

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- 123. more affordable housing

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- 124. Better access to stores

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- 125. Affordable childcare

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- 126. Better access to stores

---

- 127. improved sidewalks

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- 128. better access to stores

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- 129. improved sidewalks

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- 130. improved sidewalks

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- 131. improved sidewalks

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- 132. Drug use and homeless

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- 133. Oportunidades de trabajo para jovenes

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- 134. Blight abatement in neighborhoods, public spaces, and shopping districts. (Graffiti, weeds, unkempt personal properties.)

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- 135. More trees planted

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- 136. Clean air

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- 137. More greenery along streets, merchants encouraged improve the look of their storefronts

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- 138. Improved and cleaner sidewalks

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- 139. more affordable housing,

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- 140. Mayo

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- 141. Better living conditions

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- 142. More nature, trees, flowers.

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- 143. Taking care of our land; clean up, recycling

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- 144. Better pay

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- 145. Beefing up security personnel

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- 146. improved sidewalks

---

- 147. more affordable housing

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- 148. I think the second item is education

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149. Street appearance

---

150. Education

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151. More art. This city is boring

---

152. Youth programs and job

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153. Reparación de calles, aceras peatonales y señales de tráfico y de estacionamiento etc.

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154. Infrastructure

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155. Reduction of noise pollution through aggressive enforcement of existing DMV regulations on modified exhaust systems and reckless driving.

---

156. Cleaning

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**Question 4c: Third Priority the City Should Focus on in the Next 10 Years**

1. More jobs

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2. Roads

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3. Dumping

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4. better social services

---

5. Cleaner areas

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6. Cleaner air and water

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7. Más seguridad para la comunidad y una ciudad más limpia

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8. Job

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9. Food desert

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10. Noise ordinance on vale

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11. Promote worker-owned business.

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12. More diversity of restaurants, coffee shops, and walkable neighborhoods

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13. More affordable housing

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14. Grants for homeowners to build ADUs to support with housing with an income restriction that is \$250k or less as year.

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15. More youth empowerment programs

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16. Cleaner parks

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17. Home ownership

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18. More employment-oriented building with internships and training programs

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19. More recreational programs

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20. activities for youth

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21. Emergency room care; more healthcare options

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22. More small business

---

23. Affordable housing

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24. Seguro médico general para personas de bajos recursos y sin documentos

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25. Less traffic

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26. Centro comercial
27. Better crosswalks
28. More Medical facilities other than Kaiser
29. Higher salaries
30. Give people a reason to visit - nightlife please
31. More businesses
32. Transporte
33. Cleaned up and upgraded shopping centers
34. Affordable housing
35. Increased variety in businesses
36. More jobs
37. public transportation
38. More youth focused centers
39. clean air
40. Affordable healthcare
41. improved walking spaces
42. More stores, supporting local businesses
43. Safety
44. Pedestrian and bicycle access
45. Wider Diversity of Business/Employment Opportunities
46. Small business development
47. Higher levels of community safety and protection.
48. Free wifi
49. Less graffiti
50. More access to open space/parks
51. Public parks with sports club in more locations
52. Parks
53. More police presence. maybe motor cops or on bicycles. More approachable, mostly just see them in their vehicles driving thru town.
54. Revitalize shopping areas
55. Educating families and youth about resources available to them and how to improve the city
56. Affordable housing
57. Building a hospital in conjunction with other West County Communities.
58. getting the homeless out of the bushes
59. Social services
60. Employment...with livable wages
61. better sidewalks
62. Wider and cleaner sidewalk

63. safety

64. Higher paying jobs

65. Help with homelessness

66. Improved streets in general. The pipeline project is taking too long. The projection finish date passed long ago and our streets are uglier than before.

67. Cleaning up the creeks they lay under the bridge and throw stuff at traffic

68. More convenient public transit

69. Job training opportunities for all

70. Remove CRT from all schools

71. Job opportunities

72. Fix the parking issues

73. Outlaw fireworks and gun shooting on holidays PERIOD

74. cleaner appearance of residence front yards

75. Traffic Calming.

76. Accesar las tiendas

77. More affordable housing.

78. More Job opportunities

79. Affordable housing

80. More community events

81. Less homeless

82. Bringing Activities to the city: Bringing the community together

83. Community engagement

84. Diverse opportunities for all

85. More recreational parks and easy bike/walk access

86. Youth program

87. Convert single-use development to mixed-use development

88. More out door nice benches for views with green grass

89. Better access to stores!

90. Have more community events that can help families with teaching healthy eatings maybe more farmers markets for low and income families.

91. Jobs

92. all inclusive playground

93. Education

94. Más cursos de prevención para desastres

95. La limpieza

96. Employment opportunities.

97. More greenery

98. Access to stores

99. Homelessness

100. Housing. Affordable housing for lower income individuals. We need to control rents that investors & landlords overcharge people. We need to help our community support themselves. We need to be the first in our county to design a program for people to rise above poverty. A program that address their specific needs and gets them to a better place. For example: A low income family. We should offer them job training, counseling on how to develop a successful livelihood, affordable housing, with medical care. Same goes for homeless person with mental health & addiction issues. Help them be successful. I feel as if society forgets to care for the less fortunate. Please make a difference.

101. Más seguridad

102. Tener mayor seguridad

103. Safe

104. Más actividades familiares

105. Homeless

106. More access to social services in the town.

107. City Beautification

108. Minimize crimes

109. More food, shopping, entertainment

110. Mejor acceso a las tiendas

111. better access to stores

112. improved sidewalks

113. Mantener la ciudad limpia

114. improved sidewalks

115. more affordable housing

116. improved sidewalks

117. better access to stores

118. better access to stores

119. More community centers, areas for youth

120. More healthcare centers

121. Safety

122. more affordable housing

123. more affordable housing

124. better access to stores

125. better access to stores

126. better access to stores

127. Illegal garbage dumping and speed bumps

128. Oportunidades de formación

129. Install roundabouts, and other deterrents to unsafe driver activities, and illegal slideshows. Enforce stopping at ignored stop signs in neighborhoods. The sign on my street is on average around 75% ignored.

130. More constant roadwork

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131. More well paid jobs

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132. More below market housing

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133. Increase transit frequency

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134. better access to stores

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135. Environmental governance

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136. Create a hospital with emergency room

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137. Health; mental health/ nutrition

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138. More community activities

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139. To develop the economy

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140. better access to stores

---

141. better access to stores

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142. I think the Third Street building

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143. Health clinics

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144. Job training

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145. Jobs that people can live off of

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146. Dump or garbage on sidewalk

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147. Cuando la ciudad haga mandatorios, que de verdad que los haga cumplir tales como: estacionar ensima de aceras peatonales, jardines y basura tirada en frente de las casas.

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148. Create more foot traffic for small businesses

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149. More commercial and business development to broaden the economic base and move away from Casino, i.e. Casino.

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150. Stores

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