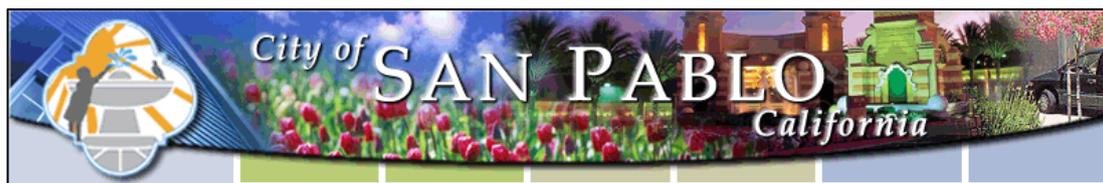


Including Comparison of Opinion Leaders with the Mainstream

# 2025 Annual Year-End Community Survey

*Prepared Expressly for...*



**January 2026**

**Strategy Research Institute**  
*An Institute for CONSENSUS BUILDING*  
[WWW.SRI-CONSULTING.ORG](http://WWW.SRI-CONSULTING.ORG)  
**800.224-7608**



# Research Design

<b>Sample size:</b>	<b>N=302</b>
	<b>14.5 % Opinion Leaders (N=44)</b>
	<b>13.6% Young Adults (N=41)</b>
	<b>38% chose to take survey in Spanish</b>
<b>Population surveyed:</b>	<b>Registered Voters</b>
<b>Sampling Error:</b>	<b>±4.5 to 5.8%</b>
<b>Data Collection:</b>	<b>January 16 thru February 4, 2026</b>



Figure 1  
San Pablo 2025 Year-End Community Survey  
January 2026

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

Question 1.0: San Pablo is a great community; I am happy to be a resident.

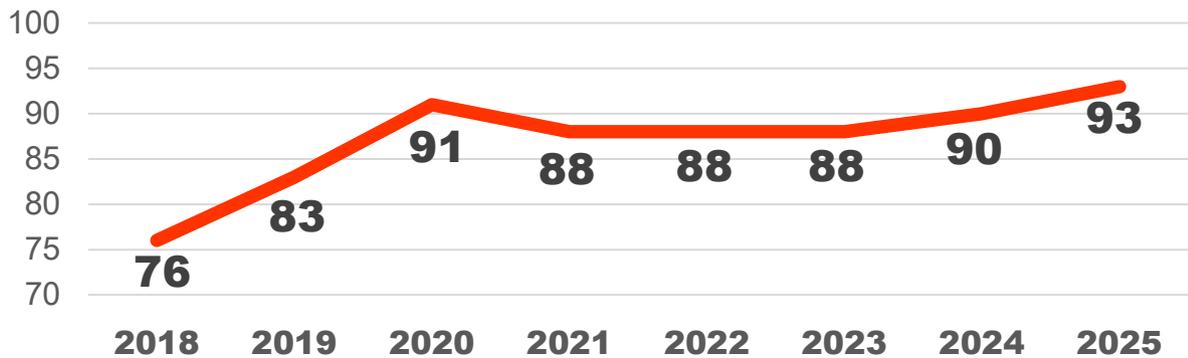
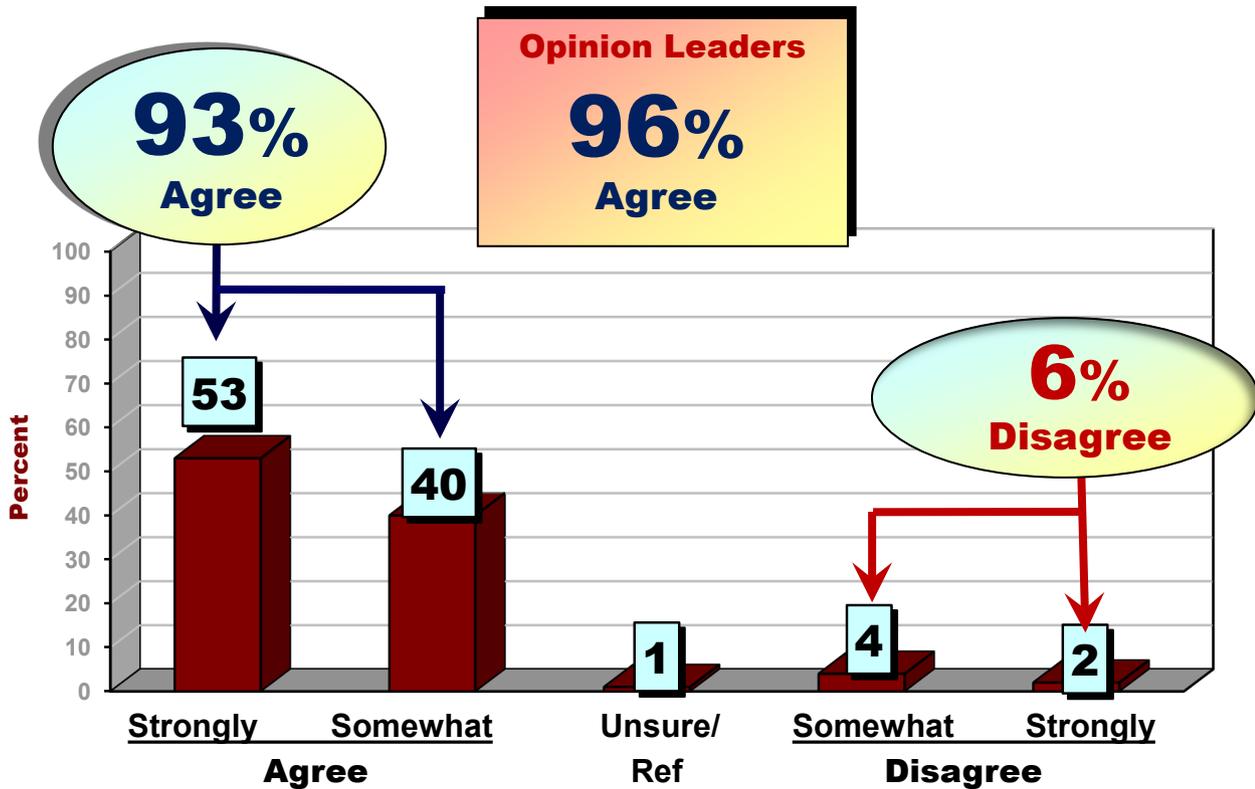


Figure 2  
San Pablo 2025 Year-End Community Survey  
January 2026

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

**Question 6.0:** The City provides many services to San Pablo residents, including City street and park maintenance, programs and services for local youth and seniors, public safety services (such as police services), and many more. On whole, how satisfied are you with the services presently being provided by and/or through the City?

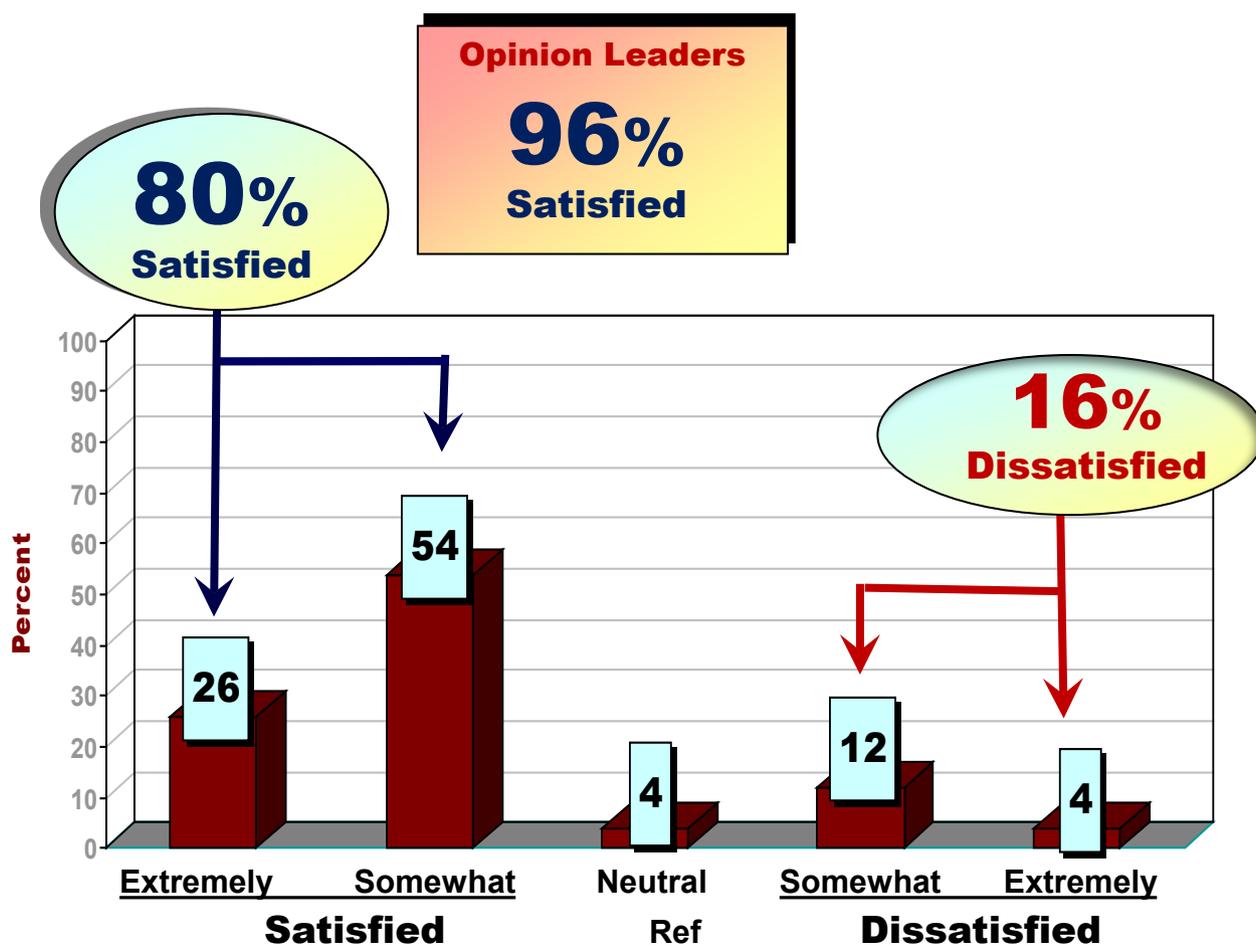
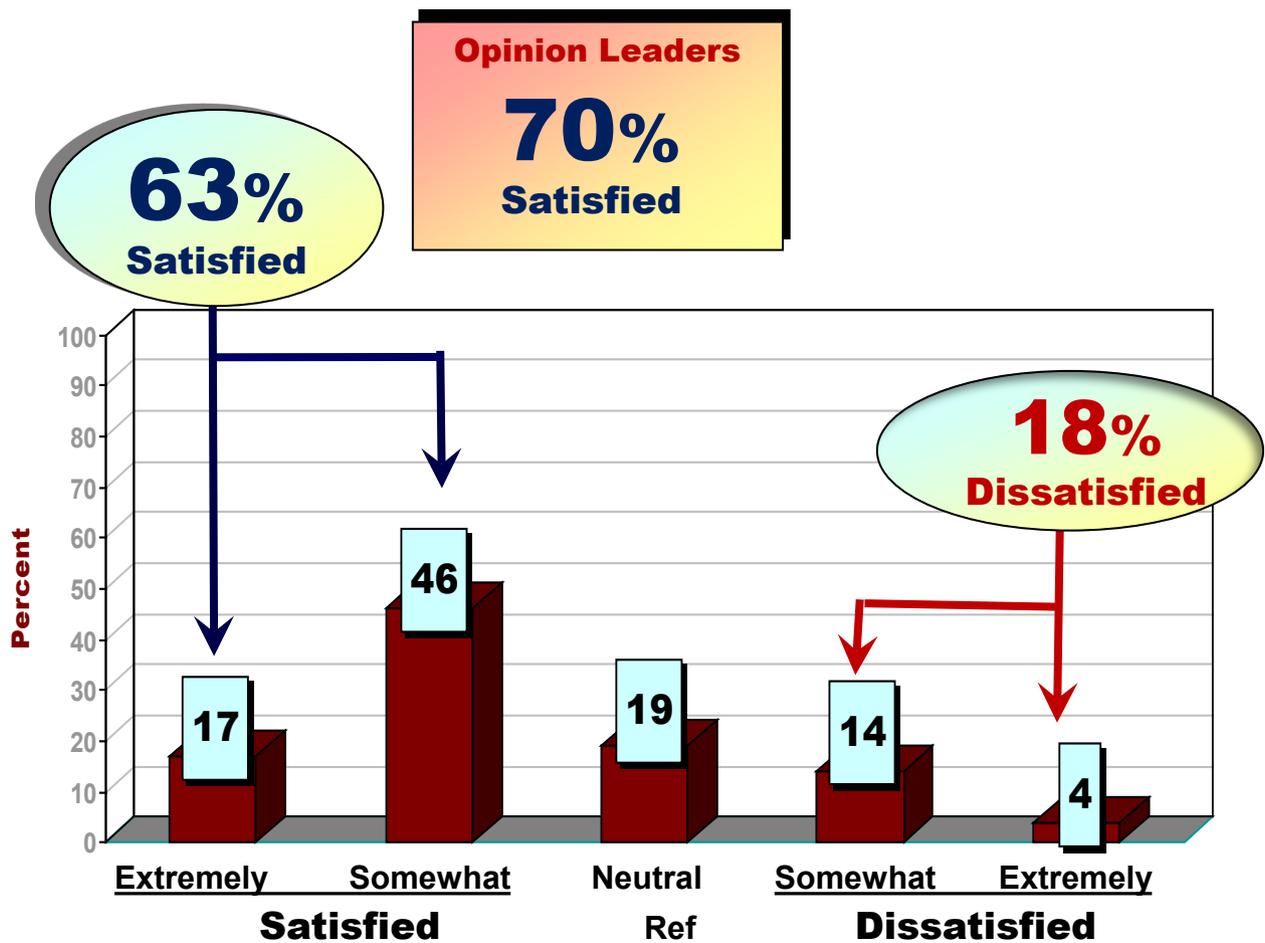


Figure 3  
San Pablo 2025 Year-End Community Survey  
January 2026

# Satisfaction with... Level of Honesty & Openness of City Officials

**Question 7.0: How satisfied are you with the level of honesty and openness of City Officials?**



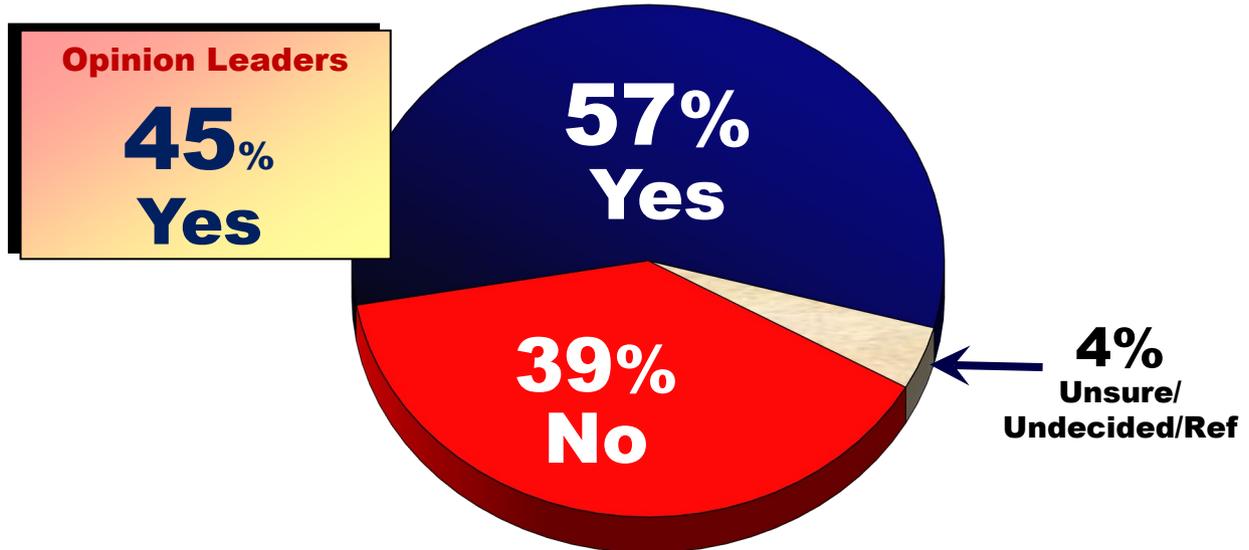
# **Desired Changes & Issues of Concern**



Figure 4  
San Pablo 2025 Year-End Community Survey  
January 2026

# Desired Changes in the City of San Pablo (Open-ended)

**Question 2.0: Is there anything about the City of San Pablo that you would like changed?**



## Would Like Changed (front-end of mind)

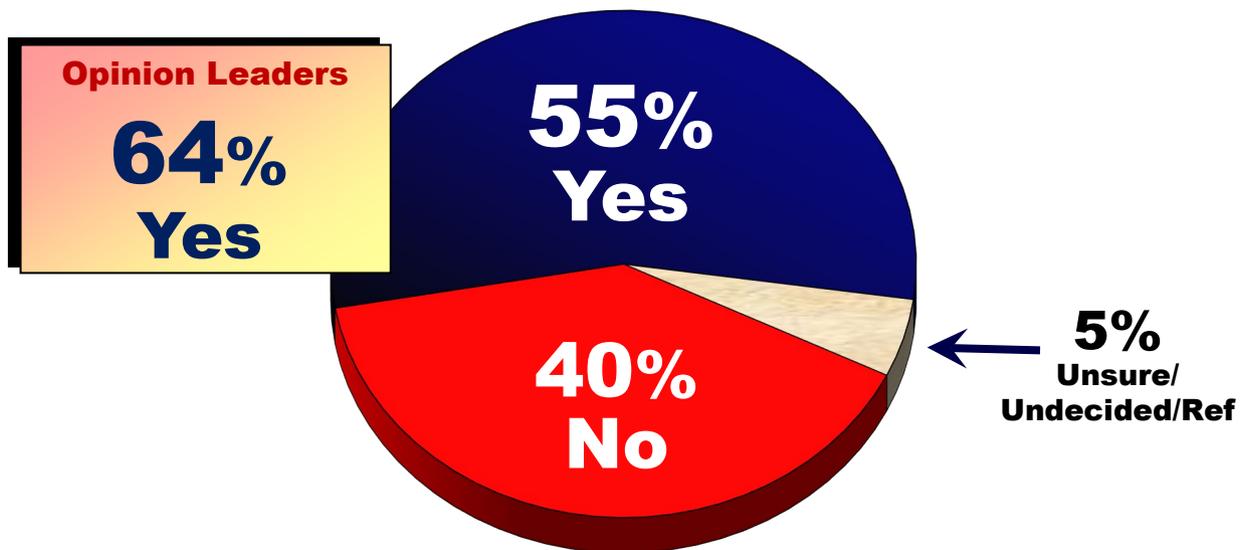
37%	Cleanliness & maintenance (dumping trash)
25%	Public safety & crime prevention
10%	Economic development & local shopping
7%	Transportation/traffic
7%	Parks & recreation & community amenities
7%	City's services & responsiveness
7%	1% or less: Housing, Homelessness, Social support services, Environment & health; Schools/education



Figure 5  
San Pablo 2025 Year-End Community Survey  
January 2026

# Local Issues of Concern (Open-ended)

**Question 3.0: Is there a Local Issue, or more than one issue, you are especially concerned about today, as a resident of San Pablo?**



## Concerns (front-end of mind)

- 26% **Crime, safety, policing & ordinance enforcement**
- 22% **Cleanliness, blight & maintenance (dumping trash)**
- 21% **Cost of living, affordability**
- 8% **Traffic, transportation & infrastructure**
- 7% **Homeless & related impacts**
- 5% **Economic conditions**
- 9% **3% each: City leadership & trust; Parks, recreation & community programs; social services**
- 2% **Less than 1% each: Schools & youth programs; Environmental & health; immigration**

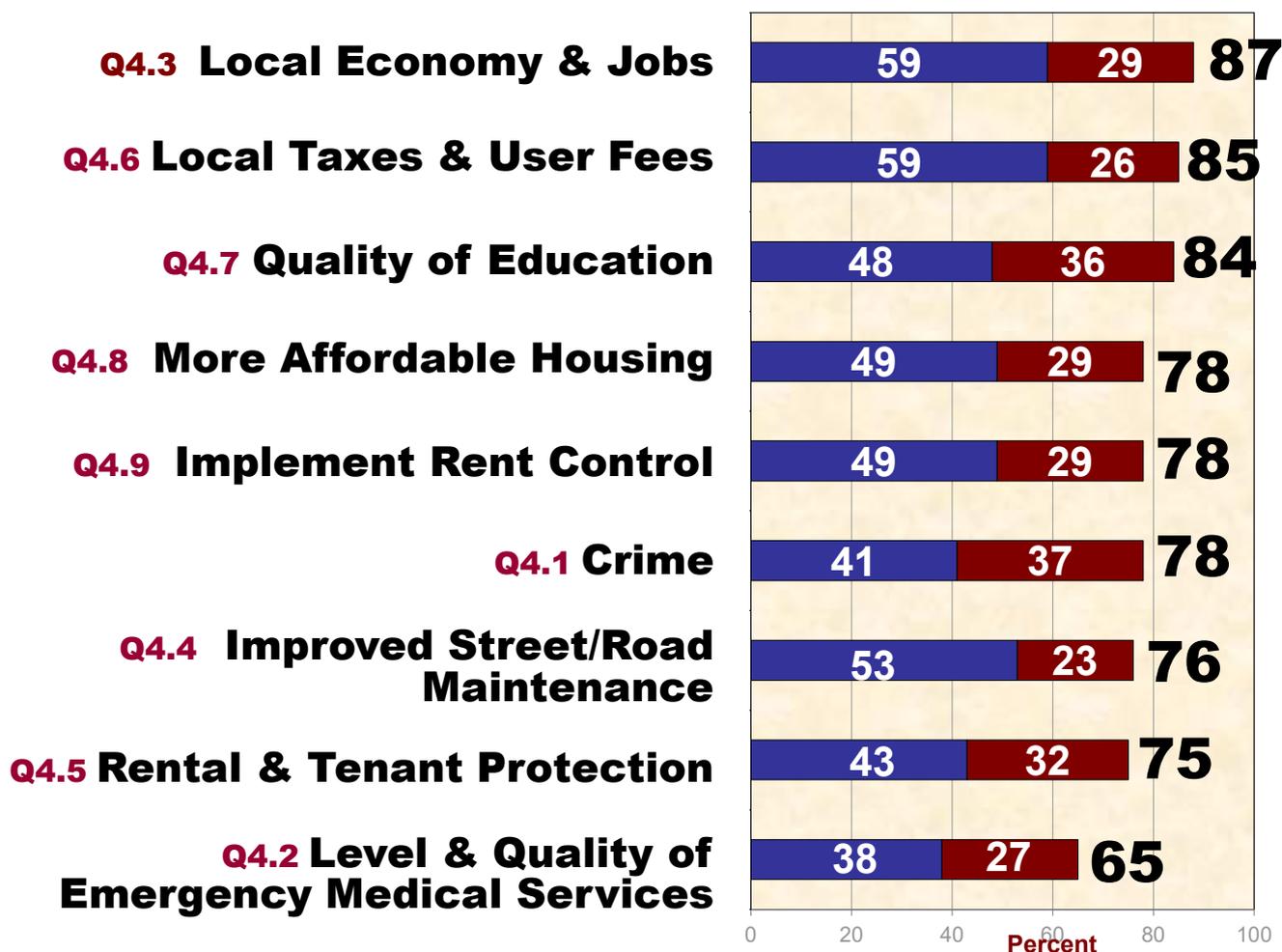


Figure 6  
 San Pablo 2025 Year-End Community Survey  
 January 2026

# Local Issues of Concern (Collective Core Values)

**Question 4.0:** I will read a list of local issues that may or may not be of concern to local residents. After I read each one, please tell me whether the issue is something that is of High concern, Some concern, or NO Concern at all to you.

**High + Some Concern**



**Endeavors for**  
**City's Work Plan**



Figure 7A  
 San Pablo 2025 Year-End Community Survey  
 January 2026

# Endeavors for Council's Work Plan (Top 8 Rank-ordered)

**Question 5.0:** City Council updates its Priority Work Plan every two years. City officials would like to have benefit of your input when updating this Work Plan. I will read a list of possible endeavors that are presently under consideration. After I read each one, please tell me whether you see this as being a high priority, medium priority, low priority, or NOT a priority at all.

## High + Medium Priority

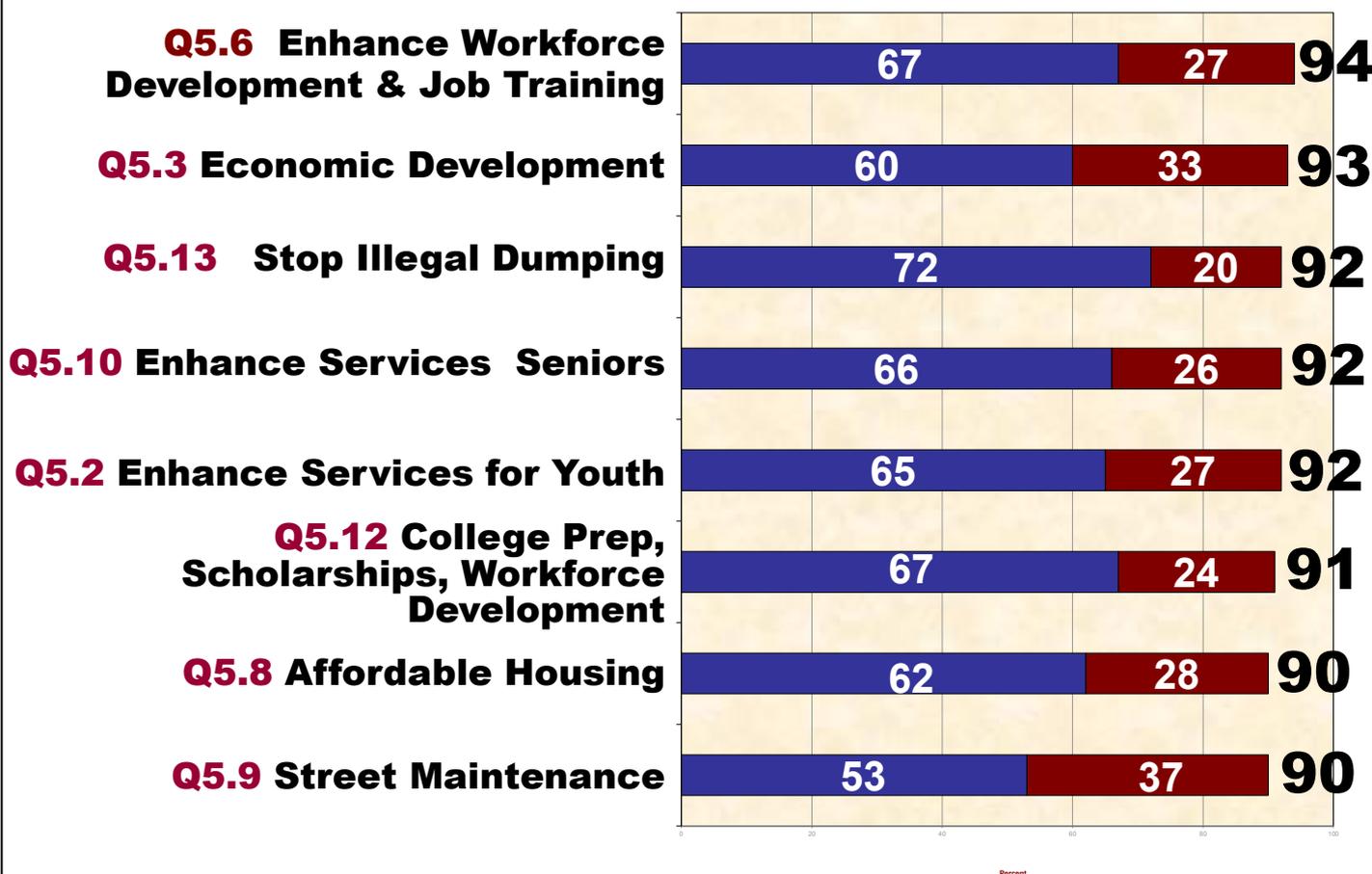
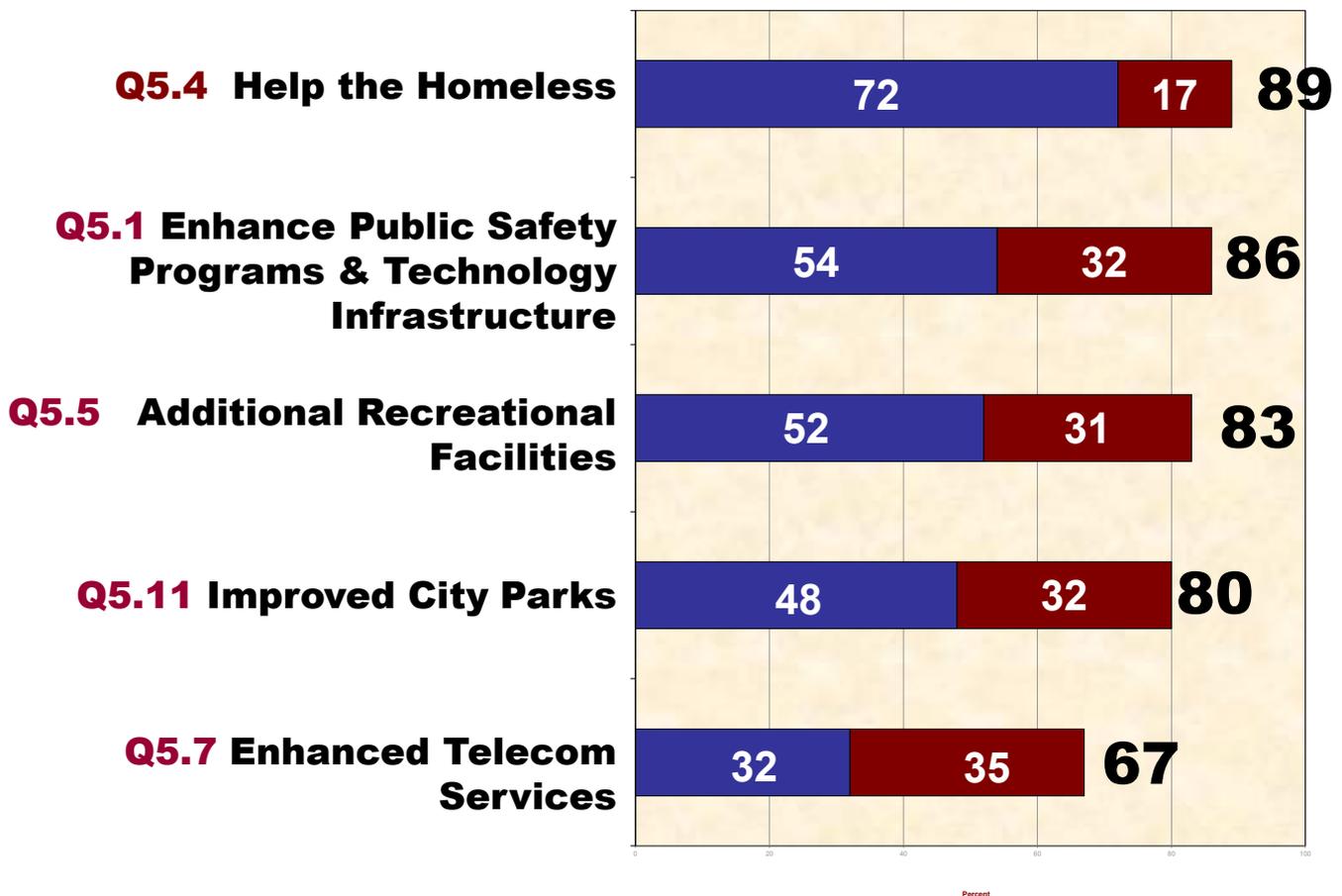


Figure 7B  
 San Pablo 2025 Year-End Community Survey  
 January 2026

# Endeavors for Council's Work Plan (Bottom 5 Rank-ordered)

**Question 5.0:** City Council updates its Priority Work Plan every two years. City officials would like to have benefit of your input when updating this Work Plan. I will read a list of possible endeavors that are presently under consideration. After I read each one, please tell me whether you see this as being a high priority, medium priority, low priority, or NOT a priority at all.

## High + Medium Priority



**Support for**  
**New Police HQ Facilities**  
**& Training Center**



Figure 8  
San Pablo 2025 Year-End Community Survey  
January 2026

## Support for... **New Police HQ & Training Center**

**Question 8.0** Do you support or oppose the construction & development of a police headquarters and training facility in San Pablo?

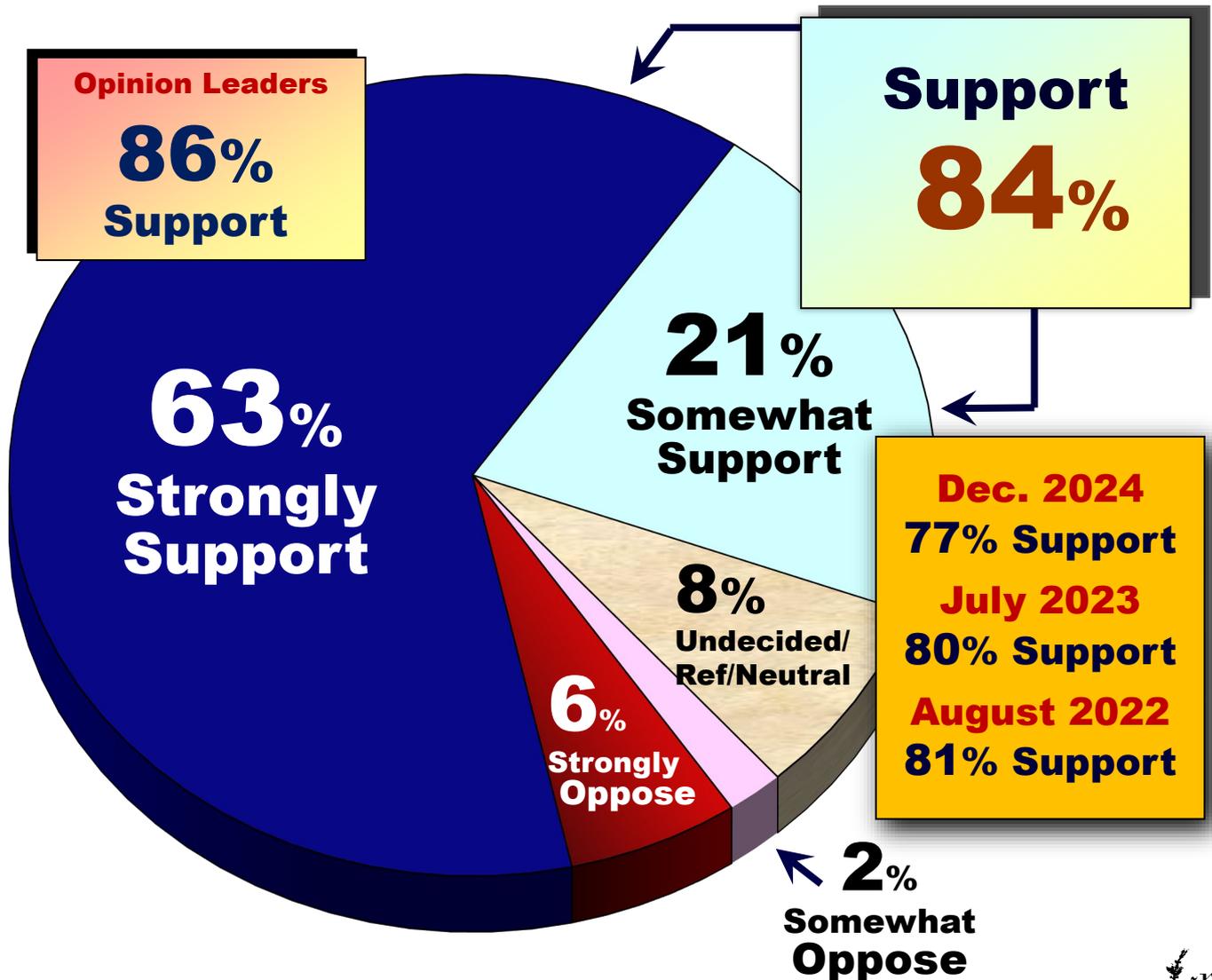
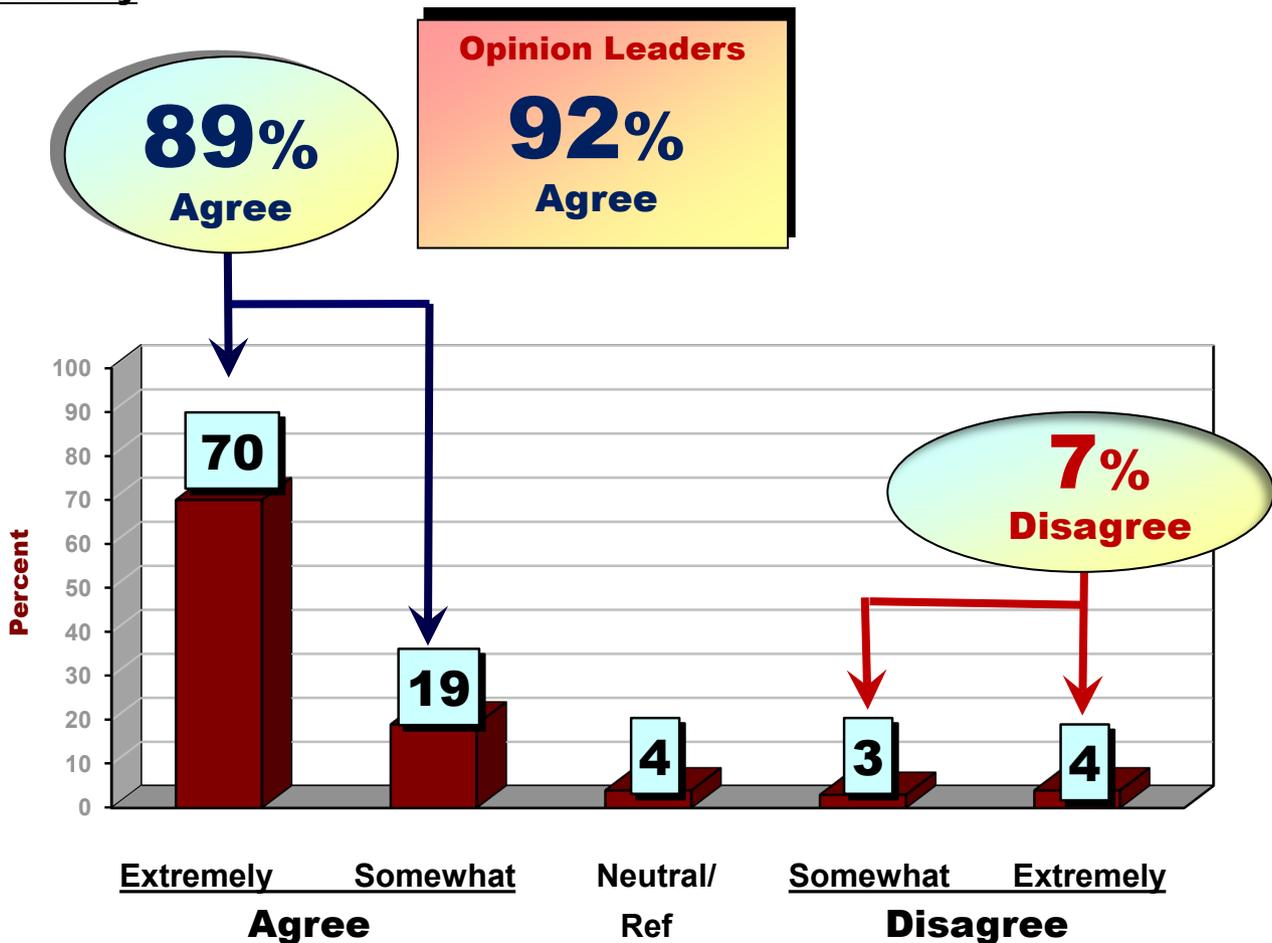


Figure 9  
San Pablo 2025 Year-End Community Survey  
January 2026

# Keeping the City Safe is Essential for Attracting **Commercial Enterprise & Developers** to San Pablo

**Question 9.0: Private & Economic investment will not come to a City that is not safe; thus, it is imperative that City officials do whatever necessary to keep San Pablo safe and keep the local crime rate in San Pablo low. Do you agree or disagree with the notion that keeping San Pablo safe for attracting both commercial enterprise and developers of residential housing is absolutely essential?**



**Level of**  
**Support**  
**for Rent Control**  
**in San Pablo**



Figure 10  
San Pablo 2025 Year-End Community Survey  
January 2026

## Support for... **Rent Control Initiative** in San Pablo

**Question 10.0** Without knowing more about the impacts of a Rent Control Initiative than you know at the present time, if such an initiative is placed on the November 2026 ballot, will you likely vote YES or NO?

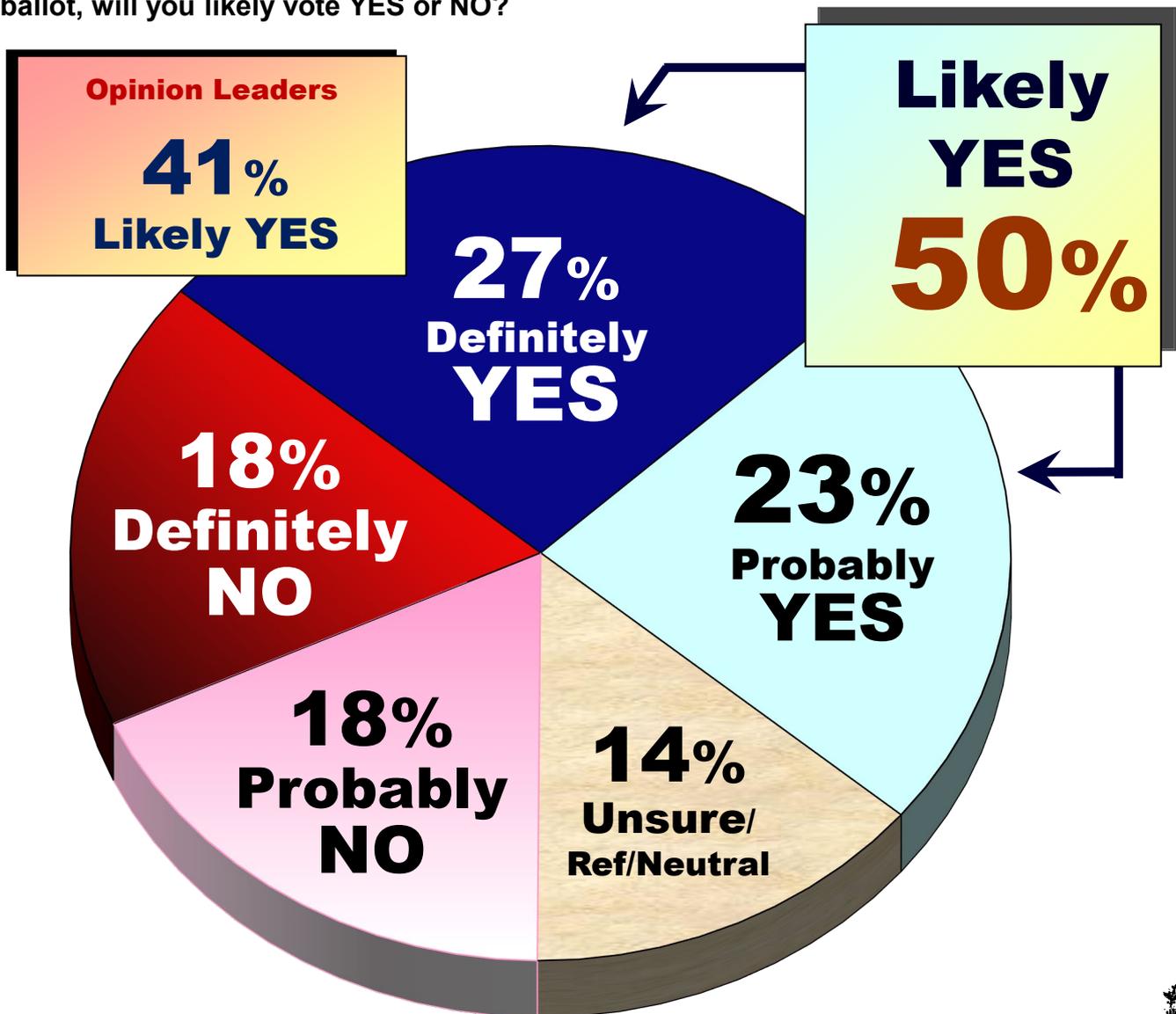


Figure 11  
San Pablo 2025 Year-End Community Survey  
January 2026

# How Will Proposed... Tenant Protection Programs Impact How You Vote

**Question 11.0** Will the proposed tenant protection programs being created by the City impact how you vote on the Rent Control Initiative being proposed by housing advocates, should it qualify for being placed on the November 2026 ballot?

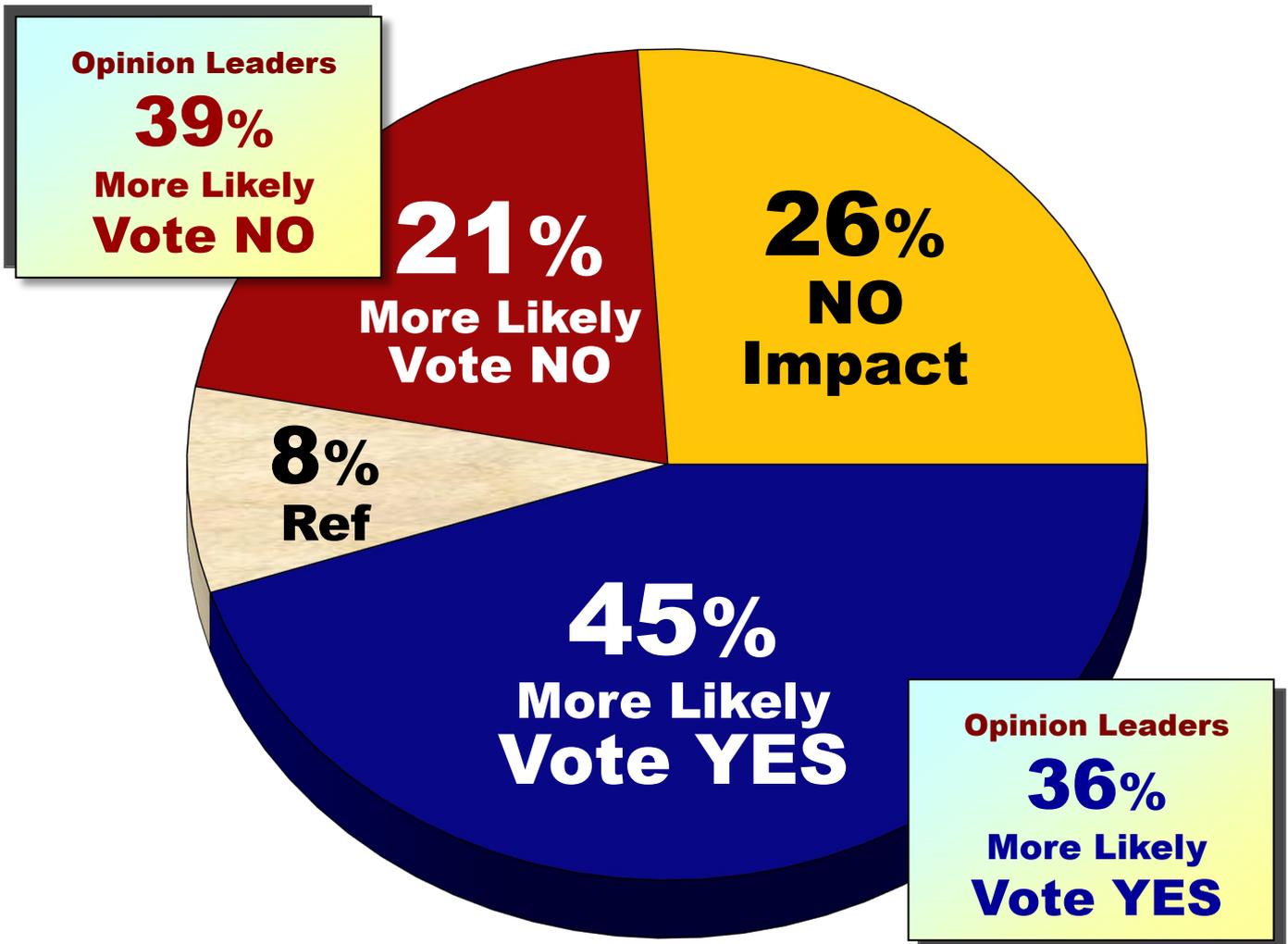
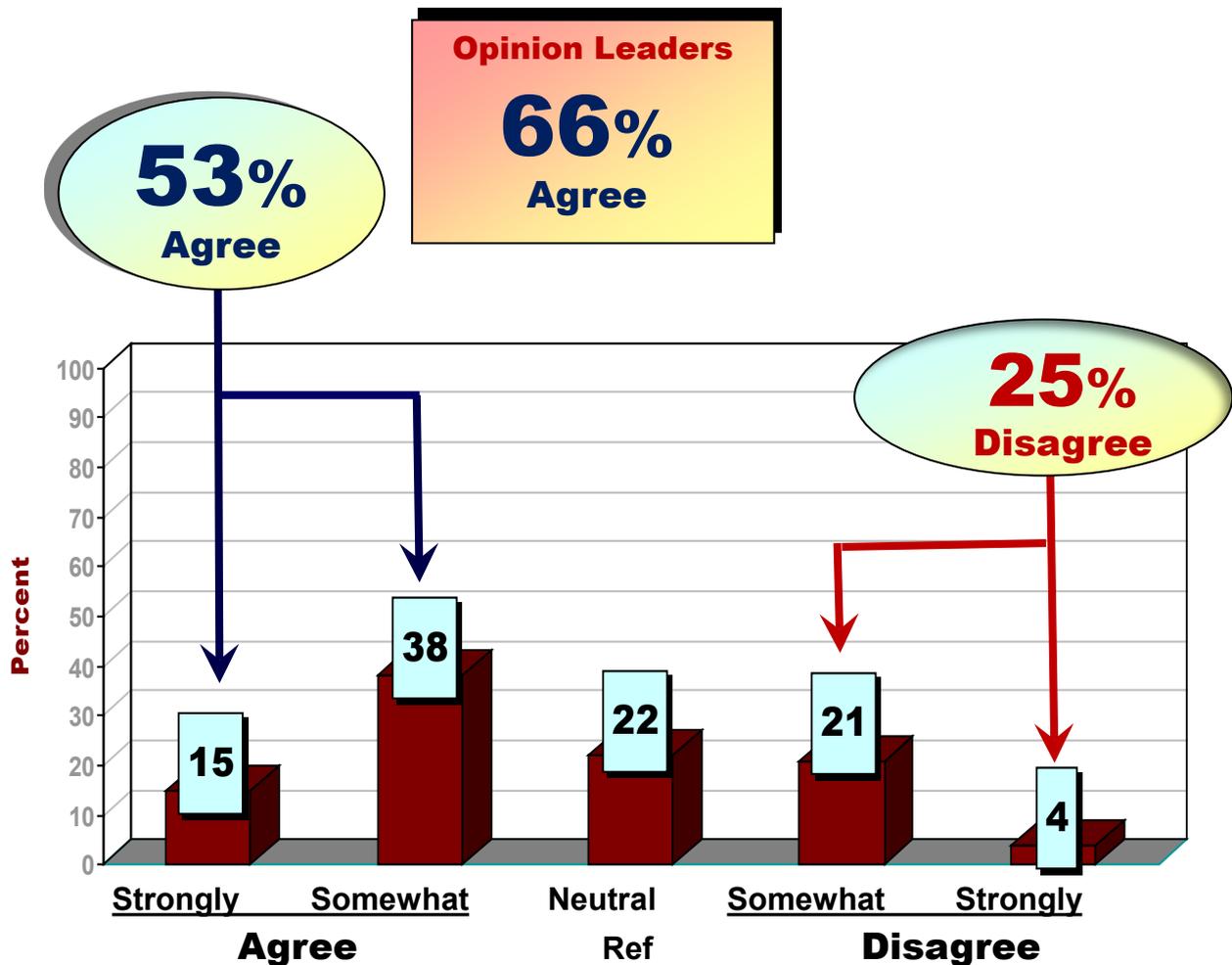


Figure 12  
San Pablo 2025 Year-End Community Survey  
January 2026

# Level of Trust of Local Elected Officials

**Question 16.0: Do you agree or disagree with the following statement, “San Pablo’s elected officials are completely trustworthy”?**



**Level of Support for**  
**1/2% Increase**  
**In City's Sales Tax**



Figure 13A  
San Pablo 2025 Year-End Community Survey  
January 2026

## Support for...

# Increasing Sales Tax by 1/2%

**Question 13.0** Would you vote YES or NO on a funding Measure placed on the November 2026 ballot asking San Pablo voters to authorize a 1/2% increase in the City's sales tax rate, from 9.5% to 10%, in order to address the fiscal challenges presently facing the City?

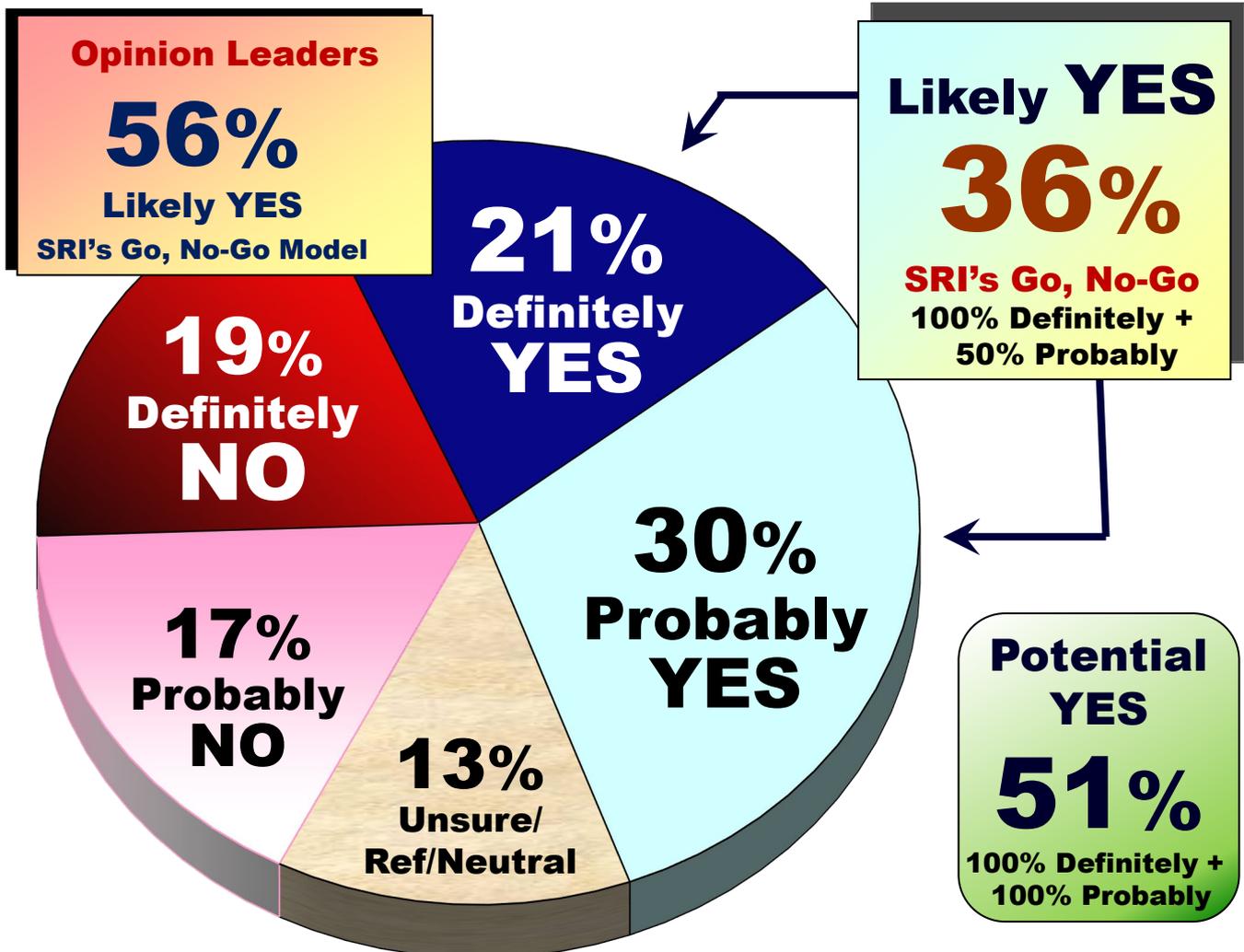


Figure 13B  
 San Pablo 2025 Year-End Community Survey  
 Year-end 2024

**Support for...**

**Increasing Sales Tax by 1/2%  
 SHIFT from 2024 to 2025**

**Mainstream**

	<b>Definitely YES</b>	<b>Probably YES</b>	<b>Likely YES</b>	<b>Potential YES</b>
<b>2024</b>	<b>57%</b>	<b>12%</b>	<b>63%</b>	<b>69%</b>
<b>2025</b>	<b>21%</b>	<b>30%</b>	<b>36%</b>	<b>51%</b>
<b>Shift</b>	<b>-36%</b>	<b>+18%</b>	<b>-27%</b>	<b>-18%</b>

**Opinion Leaders**

	<b>Definitely YES</b>	<b>Probably YES</b>	<b>Likely YES</b>	<b>Potential YES</b>
<b>2024</b>	<b>48%</b>	<b>5%</b>	<b>50.5%</b>	<b>53%</b>
<b>2025</b>	<b>39%</b>	<b>34%</b>	<b>56%</b>	<b>73%</b>
<b>Shift</b>	<b>-9%</b>	<b>+29%</b>	<b>+5.5%</b>	<b>+20%</b>



Figure 14  
San Pablo 2025 Year-End Community Survey  
January 2026

## Support for... **City Holding the Line** on Funding New Programs and Services

**Question 12.0** Do you support or oppose officials holding-the-line on funding any new City programs and services in the next budget cycle?

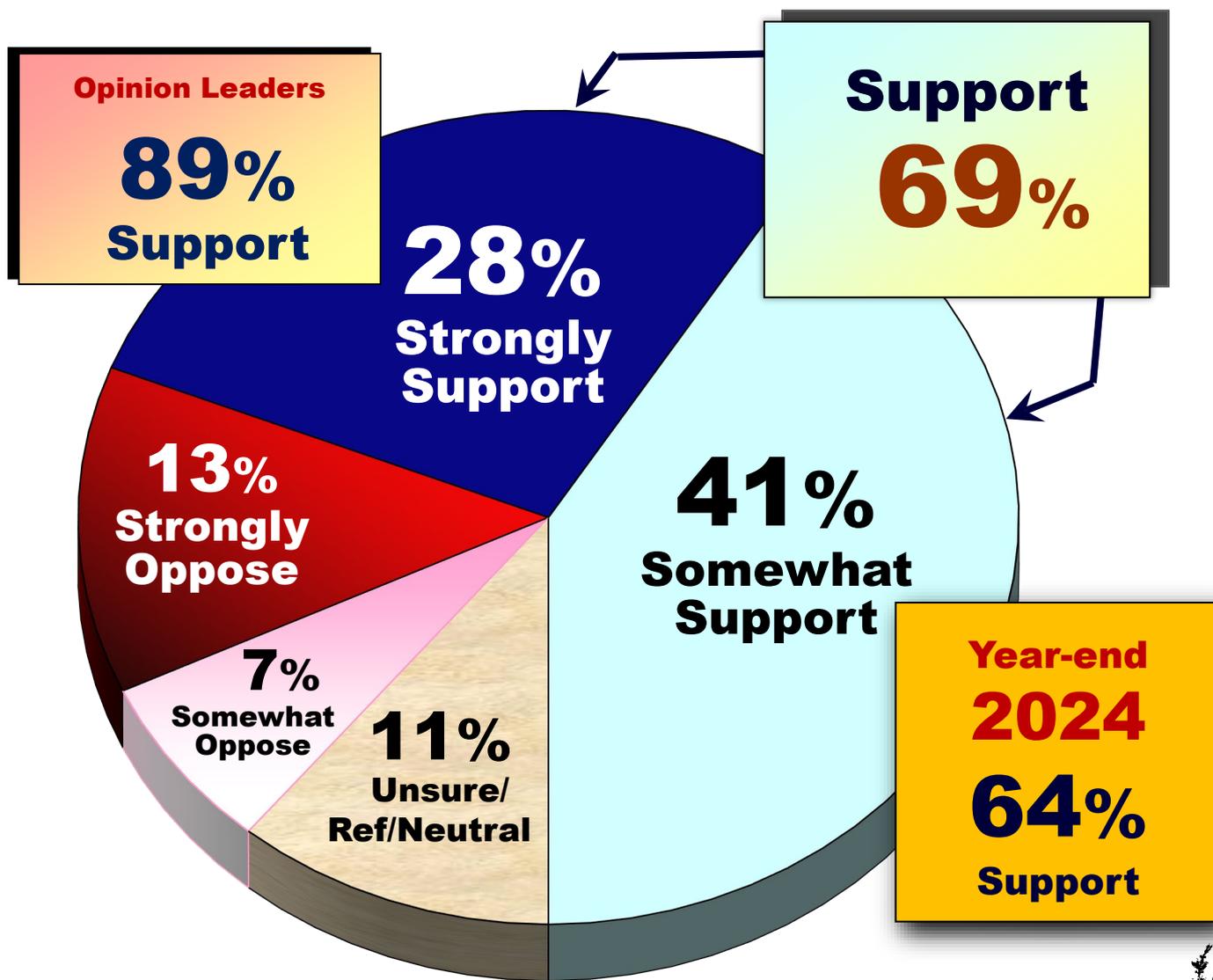


Figure 15  
 San Pablo 2025 Year-End Community Survey  
 January 2026

# Sources of Information

Question 14.0: Where do you go to secure information about the City of San Pablo?

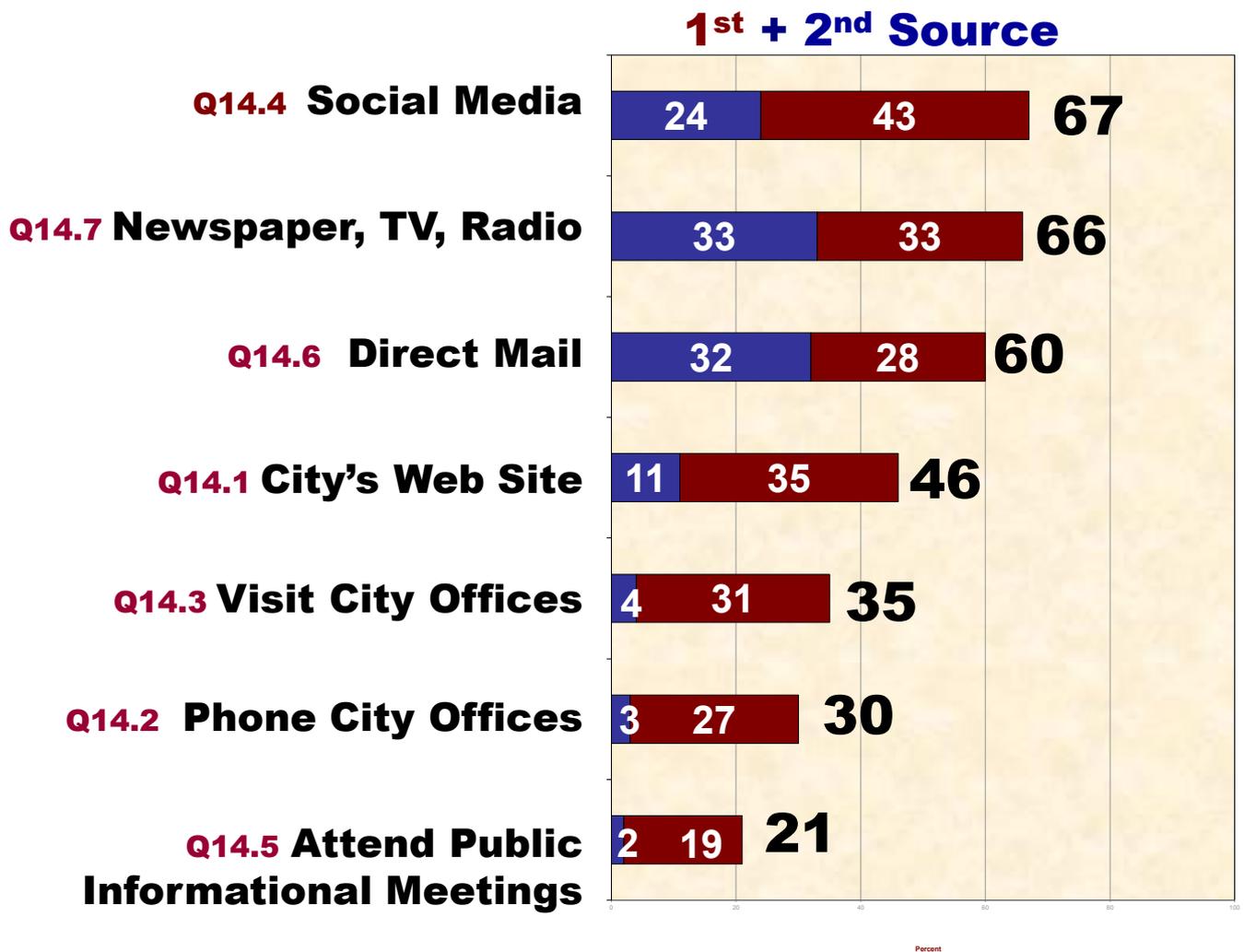


Figure 16A  
 San Pablo 2025 Year-End Community Survey  
 January 2026

## Demographic profile of Survey Respondents

### *Household Income*

<b>Under \$25,000</b>	<b>13%</b>
<b>\$25,001 to \$50,000</b>	<b>28%</b>
<b>\$50,001 to \$75,000</b>	<b>11%</b>
<b>\$75,001 to \$100,000</b>	<b>21%</b>
<b>Over \$100,000</b>	<b>20%</b>
<b>Refused</b>	<b>7%</b>

### *Age*

<b>18 to 30</b>	<b>14%</b>
<b>31 to 40</b>	<b>15%</b>
<b>41 to 50</b>	<b>15%</b>
<b>51 to 65</b>	<b>32%</b>
<b>Over 65 years</b>	<b>23%</b>
<b>Refused</b>	<b>1%</b>

### *Home Ownership*

<b>Own</b>	<b>58%</b>
<b>Rent</b>	<b>40%</b>
<b>Refused</b>	<b>2%</b>

### *Ideology*

<b>Liberal</b>	<b>18%</b>
<b>Progressive</b>	<b>27%</b>
<b>Moderate</b>	<b>25%</b>
<b>Conservative</b>	<b>23%</b>
<b>Refused</b>	<b>7%</b>

### *Ethnicity*

<b>White/Caucasian</b>	<b>23%</b>
<b>Hispanic/Latino</b>	<b>59%</b>
<b>Black/African American</b>	<b>13%</b>
<b>Native American/ Native Alaskan/</b>	<b>0%</b>
<b>Native Hawaiian &amp; other Pacific Islander</b>	<b>1%</b>
<b>Asian</b>	<b>3%</b>
<b>Other</b>	<b>0%</b>
<b>Reused</b>	<b>1%</b>

### *Education*

<b>Less than High School</b>	<b>17%</b>
<b>High School/Trade School</b>	<b>25%</b>
<b>Some College</b>	<b>30%</b>
<b>College Graduate</b>	<b>14%</b>
<b>Graduate/Prof. School</b>	<b>13%</b>
<b>Refused</b>	<b>1%</b>

### *Gender*

<b>Male</b>	<b>57%</b>
<b>Female</b>	<b>43%</b>



Figure 16B  
San Pablo 2025 Year-End Community Survey  
January 2026

## Demographic profile of Survey Respondents

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

<b>None</b>	<b>76%</b>
<b>One</b>	<b>12%</b>
<b>Two</b>	<b>10%</b>
<b>Three or more</b>	<b>2%</b>
<b>Refused</b>	<b>0%</b>

### ***Party ID***

<b>Democrat</b>	<b>52%</b>
<b>Republican</b>	<b>7%</b>
<b>Independent</b>	<b>21%</b>
<b>Other</b>	<b>17%</b>
<b>Refused</b>	<b>3%</b>

### ***Voting Propensity***

<b>Low</b>	<b>9%</b>
<b>Moderate</b>	<b>23%</b>
<b>High</b>	<b>68%</b>

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

<b>East I80/San Pablo Hills</b>	<b>11%</b>
<b>Old Town</b>	<b>14%</b>
<b>N San Pablo, Leroy Heights</b>	<b>43%</b>
<b>Contra Costa College</b>	<b>43%</b>
<b>West I80, Casino Hospital</b>	<b>25%</b>
<b>Area, City Hall</b>	<b>25%</b>
<b>Refused</b>	<b>7%</b>

