



**CITY COUNCIL**  
Anthony Tave, Mayor  
Devin T. Murphy, Mayor Pro Tem  
Maureen Toms, Council Member  
Cameron Sasai, Council Member  
Norma Martínez-Rubin, Council Member

## **PINOLE CITY COUNCIL SPECIAL MEETING AGENDA**

**March 24, 2026**

**6:00 PM**

**Attend in Person: PINOLE CITY COUNCIL CHAMBERS - 2131 PEAR STREET**

**OR**

**Attend VIA ZOOM TELECONFERENCE – Details provided below**

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### **How to Submit Public Comments:**

#### **In Person:**

Attend meeting at the Pinole City Council Chambers, fill out a yellow public comment card and submit it to the City Clerk.

#### **Via Zoom:**

Members of the public may submit a live remote public comment via Zoom video conferencing. Download the Zoom mobile app from the Apple Appstore or Google Play. If you are using a desktop computer, you can test your connection to Zoom by clicking [here](#). Zoom also allows you to join the meeting by phone.

#### **From a PC, Mac, iPad, iPhone or Android:**

<https://us02web.zoom.us/j/89335000272>

**Webinar ID: 893 3500 0272**

**By phone:** +1 (669) 900-6833 or +1 (253) 215-8782 or +1 (346) 248-7799

- Speakers will be asked to provide their name and city of residence, although providing this is not required for participation.
- Each speaker will be afforded up to 3 minutes to speak (subject to modification by the Mayor)
- Speakers will be muted until their opportunity to provide public comment.

When the Mayor opens the comment period for the item you wish to speak on, please use the “raise hand” feature (or press \*9 if connecting via telephone) which will alert staff that you have a comment to provide and press \*6 to unmute. To comment with your video enabled, please let the City Clerk know you would like to turn your camera on once you are called to speak.

#### **Written Comments:**

All comments received **before 3:00 pm the day of the meeting** will be posted on the City’s website on the agenda page ([Agenda Page Link](#)) and provided to the City Council prior to the meeting. Written comments will not be read aloud during the meeting. **Email comments to [comment@pinole.gov](mailto:comment@pinole.gov)** Please indicate which item on the agenda you are commenting on in the subject line of your email.

## OTHER WAYS TO WATCH THE MEETING

**LIVE ON CHANNEL 26.** They are retelecast the following week. The Community TV Channel 26 schedule is published on the city's website at [www.pinole.gov](http://www.pinole.gov).

**VIDEO-STREAMED LIVE ON THE CITY'S WEBSITE,** [www.pinole.gov](http://www.pinole.gov) and remain archived on the site for five (5) years.

**If none of these options are available to you, or you need assistance with public comment, please contact the City Clerk, Heather Bell-Spears at (510) 724-8928 or [hbell@pinole.gov](mailto:hbell@pinole.gov).**

**Americans With Disabilities Act:** In compliance with the Americans With Disabilities Act of 1990, if you need special assistance to participate in a City Meeting or you need a copy of the agenda, or the agenda packet in an appropriate alternative format, please contact the City Clerk's Office at (510) 724-8928. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

**Note:** Staff reports are available for inspection on the City Website at [www.pinole.gov](http://www.pinole.gov). You may also contact the City Clerk via e-mail at [hbell@pinole.gov](mailto:hbell@pinole.gov).

**Ralph M. Brown Act. Gov. Code § 54950.** In enacting this chapter, the Legislature finds and declares that the public commissions, boards and councils and the other public agencies in this State exist to aid in the conduct of the people's business. It is the intent of the law that their actions be taken openly and that their deliberations be conducted openly. The people of this State do not yield their sovereignty to the agencies, which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist on remaining informed so that they may retain control over the instruments they have created.

**1. CALL TO ORDER & PLEDGE OF ALLEGIANCE IN HONOR OF THE US MILITARY TROOPS**

**2. LAND ACKNOWLEDGMENT**

Before we begin, we would like to acknowledge the Ohlone people, who are the traditional custodians of this land. We pay our respects to the Ohlone elders, past, present, and future, who call this place, Ohlone Land, the land that Pinole sits upon, their home. We are proud to continue their tradition of coming together and growing as a community. We thank the Ohlone community for their stewardship and support, and we look forward to strengthening our ties as we continue our relationship of mutual respect and understanding.

**3. ROLL CALL, CITY CLERK'S REPORT & STATEMENT OF CONFLICT**

An official who has a conflict must, prior to consideration of the decision: (1) publicly identify in detail the financial interest that causes the conflict; (2) recuse himself /herself from discussing and voting on the matter; and (3) leave the room until after the decision has been made, Cal. Gov't Code § 87105.

**4. CITIZENS TO BE HEARD (Public Comments)**

Citizens may speak under any item not listed on the Agenda. The time limit is 3 minutes and is subject to modification by the Mayor. Individuals may not share or offer time to another speaker. Pursuant to provisions of the Brown Act, no action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The City Council may direct staff to investigate and/or schedule certain matters for consideration at a future Council meeting. PLEASE SEE THE COVERSHEET OF THE AGENDA FOR INSTRUCTIONS ON HOW TO SUBMIT PUBLIC COMMENTS

**5. OLD BUSINESS**

- A. Commercial Cannabis Workshop **Action: Provide direction per Staff Recommendation (Eric Casher, Fiona Epps, Melissa Klawuhn, Markisha Guillory)**

**6. NEW BUSINESS**

- A. Voter Survey Results **Action: Receive a Report and Provide Direction (Markisha Guillory)**

**7. ADJOURNMENT** to the Special City Council Meeting of March 31, 2026 in Remembrance of Amber Swartz.

I hereby certify under the laws of the State of California that the foregoing Agenda was posted on the bulletin board at the main entrance of Pinole City Hall, 2131 Pear Street Pinole, CA, and on the City's website, not less than 72 hours prior to the meeting date set forth on this agenda.

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**Heather Bell-Spears, CMC**

**City Clerk**

**POSTED: Monday, March 23, 2026 at 12:00 pm**



## **CITY COUNCIL REPORT**

**5.A.**

**DATE:** MARCH 24, 2026

**TO:** MAYOR AND COUNCIL MEMBERS

**FROM:** Eric Casher, City Attorney, N/A, [eric@redwoodpubliclaw.com](mailto:eric@redwoodpubliclaw.com)  
Fiona Epps, Communications Director, 510-724-9830, [fepps@pinole.gov](mailto:fepps@pinole.gov)  
Melissa Klawuhn, Acting City Manager/Police Chief, [mklawuhn@pinole.gov](mailto:mklawuhn@pinole.gov)  
Markisha Guillory, Finance Director, 510-724-9823, [MGuillory@pinole.gov](mailto:MGuillory@pinole.gov)

**SUBJECT:** COMMERCIAL CANNABIS WORKSHOP

### **RECOMMENDATION**

Staff recommends that the City Council provide direction to staff regarding options for establishing a Commercial Cannabis Business Program in the City of Pinole.

### **BACKGROUND**

Cannabis use is legal in California under state law. The City currently prohibits commercial cannabis uses, including dispensaries. In 2025, the California Department of Cannabis Control reports that approximately 47 percent of California cities and counties allow at least one type of cannabis business. Within Contra Costa County, eight (8) cities and one (1) town allow at least one category of cannabis business.

At the November 4, 2025, regular meeting of the City Council, the Council directed staff to prepare a presentation and report regarding the process and implementation of a commercial cannabis business program via ordinance.

The purpose of this staff report is to provide the City Council a brief overview of commercial cannabis business programs, the implementation process for a commercial cannabis ordinance, and options regarding the regulations the city may place on commercial cannabis businesses.

### **REVIEW AND ANALYSIS**

#### **A. Policy Options and Regulatory Framework**

The city's commercial cannabis regulations will need to establish if the city will license all cannabis businesses or license some types and prohibit others. The framework established in an ordinance would determine not only which types of cannabis businesses may operate, but what permits and approvals are needed, how many may receive permits, and what conditions they must satisfy to operate.

#### ***1. Contra Costa County Comparison***

In Contra Costa County, nine (9) cities allow retail commercial cannabis businesses, five (5) cities allow cannabis distribution businesses, five (5) cities allow cannabis manufacturing

businesses, three (3) cities allow cannabis cultivation businesses, and five (5) cities allow cannabis testing businesses. The following is an overview of each:

The **City of Antioch** adopted an ordinance to allow cannabis cultivation, manufacturing, testing, retail, distribution and micro-business. However, the license types allowed vary depending on the cannabis overlay district the business is located in. A use permit from the City Council is required for all cannabis businesses. The application for the use permit shall be considered by the Antioch Planning Commission which shall make a recommendation to the Antioch City Council. Prior to operating in the city and as a condition of issuance of a use permit, the operator of each cannabis business shall enter into and maintain compliance with an operating agreement, setting forth the terms and conditions under which the cannabis business will operate. The business must also provide a social equity program.

The **City of Concord** adopted an ordinance that allows a cannabis business to apply for a cannabis manufacturer license, cannabis distributor license transport only (Type 13) license, cannabis distributor (Type 11) license; cannabis micro-business license, cannabis non-storefront retailer license, cannabis storefront retailer license, cannabis testing laboratory license, and cannabis delivery license. Approvals required for operation include land use approval (use permit, minor use permit, administrative approval, or zoning clearance), state license or regulatory approval for the specific cannabis use or activity, a city business license, and a community benefits agreement.

The **City of El Cerrito** adopted an ordinance to allow a maximum of two (2) permits for cannabis retail businesses. The city shall issue no more than two valid operating permits for cannabis businesses in the city. The following activities are permitted by ordinance: (1) Cannabis retail by a cannabis storefront business; and (2) Cannabis delivery to locations within the city by cannabis storefront businesses possessing an operating permit in the city. Approvals required for operation include a conditional use permit and an operating permit.

The **City of Martinez** adopted an ordinance allowing the following types and number of cannabis businesses in the city: (1) Dispensary or retail cannabis stores—maximum of two; (2) Manufacturing—maximum of one; (3) Distribution—maximum of one; (4) Testing laboratory—maximum of one; and (5) Non-storefront retail business—maximum of one. All cannabis businesses must have a valid commercial cannabis operators permit from the city and a valid state license. All must also comply with all applicable state and local laws and regulations pertaining to the commercial cannabis business and the commercial cannabis activities engaged in by the person or business.

The **City of Pittsburg** adopted an ordinance permitting retail, cultivation, delivery, and micro-business cannabis operations. It also adopted a resolution imposing caps on the number of commercial cannabis business permits and designating eligible zones for commercial cannabis businesses. The city will allow one retail license for every 25,000 residents. A commercial cannabis business must obtain a city business license, one or more city cannabis permits, all necessary state licenses, and enter into an operating agreement with the city. The city council may by resolution establish and/or modify the number and type of future commercial cannabis businesses allowed within the city, including establishing moratoria. A four-fifths (4/5) vote is required to increase the number of commercial cannabis permits allowed or to expand the locations where commercial cannabis businesses are allowed.

The **City of Pleasant Hill** adopted an ordinance allowing two medical use delivery only cannabis retailers within the city. The city will issue no more than two conditional use permits for medical cannabis retailers. Applicants must have a state commercial cannabis license, a city cannabis business permit, and all other required state and local licenses, permits, or approvals. These medical cannabis retail businesses cannot have a public storefront and must conduct sales exclusively by delivery.

The **City of Richmond** adopted an ordinance to allow a range of cannabis uses, including manufacturing, cultivation, mobile delivery, and up to three dispensaries. No more than three (3) commercial cannabis retail facilities are permitted or allowed to operate in the city. There is no limit on the number of commercial cannabis cultivators, distributors, testing laboratories, or manufacturing businesses in the city as long as they obtain valid State and local permits and licenses, including CUP and CBP from the City of Richmond for each location. The delivery of commercial cannabis or cannabis products from a State licensed retail facility or non-storefront retail facility to a customer is permitted, provided such deliveries are in compliance with city and state law, including obtaining a Richmond Business license. All other unpermitted and unlicensed delivery services within the city are prohibited. Existing permitted retail cannabis businesses operating within the city are not required to obtain a CUP modification before conducting delivery activities. Notice of intent to commence delivery activities shall be provided prior to conducting such activities. A Conditional Use Permit (CUP) and a Cannabis Business Permit (CBP) are both required for all commercial cannabis activities prior to operation.

The **City of San Pablo** adopted an ordinance allowing a maximum of three (3) cannabis retail businesses. All cannabis retail businesses must obtain and maintain a valid operator permit issued by the city and a valid Conditional Use Permit. Each business must provide description of the benefits that the cannabis retail business would provide to the local community, such as employment for residents of the city, community contributions, improvements to the property where the cannabis business is proposed to be operated and adjoining properties, or economic incentives to the city.

The **City of Walnut Creek** adopted an ordinance permitting the city council to set by resolution the maximum number of non-storefront cannabis delivery-only operations conditionally permitted and licensed by the city to operate within the city. The city also permits cannabis delivery operations based outside of the city to deliver cannabis and cannabis products to customers and qualified patients and their caregivers within the city. All cannabis businesses require a conditional use permit and an operator permit. The following business types are not allowed: commercial cultivation; distribution, manufacturing, retail dispensaries, testing laboratories, and cannabis special events.

**Contra Costa County** adopted an ordinance to allow up to four (4) storefront retailers, ten cultivators, two (2) manufacturers, as well as micro-businesses (“vertically-integrated businesses”) and testing laboratories. At the November 2018 election voters approved a tax on cannabis businesses in the unincorporated areas at rates up to \$7.00 per canopy square foot for cultivation (adjustable for inflation) and up to 4% of gross receipts for all other cannabis businesses including retailers.

See Attachment B for a chart detailing the types of cannabis businesses allowed in each neighboring jurisdiction.

## ***II. Types of Cannabis Businesses***

Many license types exist for commercial cannabis from the California Department of Cannabis Control. If the City Council were to move forward with an ordinance, the ordinance would need to specify which types of businesses are allowed in the City. Some examples are:

- Testing Laboratories
- Manufacturers (oil extraction, production of edibles, topicals, etc.)
- Indoor Cultivations (artificial light)
- Mixed-Light Cultivations (indoor with natural light)
- Distribution (from licensee to licensee)
- Dispensaries/Storefront (retail)
- Micro-business (multiple uses under one license- retails, cultivation, manufacturing and/or distribution)
- Delivery Services
- Outdoor Cultivation

See Attachment C for descriptions of each business type.

### **B. Permits Required to Operate**

Cities typically require multiple layers of approval before a cannabis business may operate. Most jurisdictions require both (1) a land use entitlement, such as a Conditional Use Permit (CUP), and (2) a separate cannabis business permit. In addition, all businesses must obtain a City Business License and all applicable State licenses.

### **C. Cap on Number of Permits**

Some cities, like Pittsburgh, tie the number of retail licenses to population (one retail license for every 25,000 residents) and require supermajority council votes to expand the cap, while some jurisdictions place a cap on permits not tied to population (such as in Contra Costa County, which caps storefront/dispensary permits at 4, Richmond maximum of 3 retail stores, and Martinez maximum of 2 retail stores).

### **D. Requirements to Obtain Permit**

In addition to limiting the types and quantities of businesses, jurisdictions often impose requirements to obtain a permit. This can include:

- Demonstration or Commitment to Community Benefits
  - employment of city residents
  - donations to local organizations and other community contributions
  - improvements to the business property and neighboring properties
- Operating Agreement
  - a business operating plan (to include planned operation times, employee information, site plan and floor plan, and a detailed description of the operations of the business and its products)
  - a security plan developed in consultation with the Police Department, which may require security guards, cameras, and certain building/floor plan specifications
  - a payment of fees mutually agreed to, among other terms and conditions, that would promote public health and safety
  - public outreach and education

- odor control and mitigation program
- Social Equity Program
  - donations to organizations that promote economic and racial equity

## **E. Economic Impacts and Revenue Analysis**

Implementation of a commercial cannabis program would involve both potential revenues and administrative and enforcement costs. At this time, the fiscal impact of the program itself cannot be determined.

A commercial cannabis study, conducted by a consulting firm, will be required to evaluate the projected revenues and expenditures associated with establishing and operating such a program. This study would analyze potential revenue structures, licensing and application fees, staffing needs, regulatory compliance costs, and anticipated market activity. The findings will provide the City with a detailed fiscal assessment and inform future policy decisions.

The cost of the study will depend on the scope of work requested by the City. If the Council directs staff to proceed with procuring a consultant, a budget appropriation will be necessary. Staff estimates the cost to range from \$25,000 to \$50,000 for a basic study, with higher costs for a more comprehensive analysis.

## **F. Community Engagement Plan**

The communication and engagement plan (a draft of which is attached for reference) for a cannabis ordinance would focus on education: informing residents, businesses, and stakeholders about the new regulations, their requirements, and implications. Its objectives include raising public awareness, providing clear compliance guidance, addressing community concerns, and ensuring transparency. Key messages will explain what the ordinance entails, why the ordinance is important for public safety and health, how it impacts residents and businesses, and where to find additional resources. Target audiences would include residents, cannabis business operators, community organizations, local media, law enforcement, and city staff.

To reach these audiences, the plan suggests multiple channels: digital platforms such as the city website, social media, and email newsletters; printed materials like flyers and brochures; public engagement through town halls and webinars; and media relations via press releases. Communication will follow a phased timeline: pre-adoption announcements and hearings, adoption details and effective dates, and post-adoption education with compliance reminders. Feedback will be gathered through social media monitoring, website analytics, and surveys, allowing adjustments to messaging based on the community's response.

## **G. Public Safety Impact**

There are two main factors to consider when evaluating the impact of commercial cannabis businesses on public safety in the City of Pinole. The primary factor is the security of the facilities. A well-designed security plan, developed and implemented during the planning stage, can help reduce crime at these businesses. Some factors to include in the security plan are:

- **Location of the facility** - Ensure the business is not located near schools, parks, or other areas where minor children are prevalent. Business located near freeways and highways tend to see an increase in crime, as suspects can easily flee after committing a

crime. Industrial areas along San Pablo Avenue may present locations that would be well suited for these businesses.

- **Hardening of Physical Security** - Stand-alone buildings with 360-degree control, exterior bollards, roll-down security on windows and doors, separate entrances and exits for deliveries versus public access, armed security during the day, and interior and exterior cameras with police department live stream access.
- **Safe practices** - for securing cash and product at night in secured safes

A secondary safety concern is impairment. If the commercial cannabis facility is a dispensary and/or lounge, there is a risk of impaired driving by customers leaving the business. This could affect traffic safety and require increased police traffic enforcement in the areas of cannabis establishments.

In the City of El Cerrito, for example, commercial cannabis businesses are required to pay into a Community Fund. This fund could be used by the City for outreach and education on cannabis-impaired driving. The fund could also be used to send all Pinole PD officers to DRE (Drug Recognition Expert) certification and ARIDE (Advanced Roadside Impaired Driving Enforcement) training, and for DUI checkpoints.

### **FISCAL IMPACT**

As mentioned in Section E above, staff estimates the cost to range from \$25,000 to \$50,000 for a basic study, with higher costs for a more comprehensive analysis.

Costs for implementing a program can be recovered through regulatory fees and standard business licensing. The City will also benefit from its local share of state sales tax and business license revenues.

### **ATTACHMENTS**

- A. Communication Plan for Cannabis Ordinance
- B. Cannabis in Contra Costa Comparison
- C. Contra Costa County Framework for Regulating Cannabis
- D. Pinole Commercial Cannabis Workshop Powerpoint

# Proposed Communication Plan for Cannabis Ordinance

## Purpose

To inform residents, businesses, and stakeholders about the new cannabis ordinance, its requirements, and implications.

## Objectives

1. Increase public awareness and understanding of the ordinance.
2. Provide clear guidance on compliance for businesses and residents.
3. Address community concerns and misconceptions.
4. Ensure transparency and accessibility of information.

## Key Messages

- **What is the ordinance?** Overview of cannabis regulations in the city.
- **Why is the ordinance important?** i.e. Public safety, health, and compliance benefits.
- **What does it mean for residents and businesses?** Permitted and restricted activities; enforcement details.
- **Where to find more information?** Website, FAQs, contact information.

## Target Audiences

Residents, cannabis owners/operators, community organizations, local media, law enforcement and city staff.

## Communication Channels

1. Digital
  - i. Website
  - ii. Social media
  - iii. The Pulse; email newsletters
2. Print
  - i. Flyers/brochure at city facilities, library. Handed out at outreach booths.
3. Public engagement
  - i. Town hall meetings
  - ii. Webinars and Q&A sessions
4. Media relations
  - i. Press release

## Timeline

A phased communication timeline is recommended following the phases of the ordinance: **Phase 1 (Pre-Adoption)** focuses on announcing the ordinance proposal and scheduling public hearings to gather input. **Phase 2 (Adoption)** involves sharing the finalized ordinance details along with its official effective date. **Phase 3 (Post-Adoption)** emphasizes ongoing education and outreach, including compliance reminders to ensure residents and businesses understand and follow the new regulations.

## Feedback and Evaluation

Staff would monitor social media comments and website traffic and collect feedback from town halls and/or surveys. Communication strategies/messaging can be adjusted based on the community's response to initial communication efforts.

## ATTACHMENT B

| County, Cities, and Towns | Retail (Storefront ) | Retail (Delivery) | Distributio n | Testing | Manufacturin g | Cultivatio n |
|---------------------------|----------------------|-------------------|---------------|---------|----------------|--------------|
| Contra Costa County       | P                    | P                 | P             | P       | P              | P            |
| Antioch                   | P                    | P                 | P             | P       | P              | P            |
| Brentwood                 |                      |                   |               |         |                |              |
| Clayton                   |                      |                   |               |         |                |              |
| Concord                   | P                    | P                 | P             | P       | P              | P            |
| Town of Danville          |                      | P Medical Only    |               |         |                |              |
| El Cerrito                | P                    |                   |               |         |                |              |
| Hercules                  |                      |                   |               |         |                |              |
| Lafayette                 |                      |                   |               |         |                |              |
| Martinez                  | P                    | P                 | P             | P       | P              | P            |
| Town of Moraga            |                      |                   |               |         |                |              |
| Oakley                    |                      |                   |               |         |                |              |
| Orinda                    |                      |                   |               |         |                |              |
| Pinole                    |                      |                   |               |         |                |              |
| Pittsburg                 | P                    | P                 | P             | P       | P              | P            |
| Pleasant Hill             |                      | P Medical Only    |               |         |                |              |
| Richmond                  | P                    | P                 | P             | P       | P              | P            |
| San Pablo                 | P                    |                   |               |         |                |              |
| San Ramon                 |                      |                   |               |         |                |              |
| Walnut Creek              |                      | P                 |               |         |                |              |

**Contra Costa County Framework for Regulating Cannabis**  
**Approved April 24, 2018**

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Commercial Cultivation</b>   | Growing cannabis for commercial use, including artificial, mixed light and natural light cultivation (i.e. indoor, greenhouse and outdoor).                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Retail Storefront</b>        | Sale of cannabis to retail customers from a storefront that sells only cannabis products. Deliveries from the storefront business to retail customers are also allowed.                                                                                                                                                                                                                                                                                                                                          |
| <b>Delivery-Only Retail</b>     | A business that delivers cannabis from a non-storefront facility to retail customers. The premises are not open to the public and customers are not able to purchase cannabis on-site. Permits include provisions to help ensure deliveries are only made to those adults legally able to purchase cannabis.                                                                                                                                                                                                     |
| <b>Manufacturing/Processing</b> | Involves the processing of cannabis or cannabis products into various marketable forms. Manufacturing may include the extraction of cannabinoid oils from the raw plant as well as the infusion of those oils into products intended for human consumption and/or topical use. Some examples of infused products include edibles, beverages, oils, and tinctures. Since non-volatile processing techniques are safer, only non-volatile processing, as defined in state regulations, are proposed to be allowed. |
| <b>Distribution Center</b>      | A cannabis distribution center refers to a site where cannabis or cannabis products are warehoused and distributed to licensed cannabis retailers. The retail sale of cannabis or cannabis products is not permitted from cannabis distribution centers.                                                                                                                                                                                                                                                         |
| <b>Testing</b>                  | A cannabis testing facility is a facility where cannabis and cannabis products are tested for potency, quality, and health and safety requirements.                                                                                                                                                                                                                                                                                                                                                              |

# OVERVIEW OF PROCEDURE AND IMPLEMENTATION OF A COMMERCIAL CANNABIS PROGRAM



# RECOMMENDATION

Staff recommends the City Council provide direction regarding options for establishing a Commercial Cannabis Business Program in the City of Pinole.

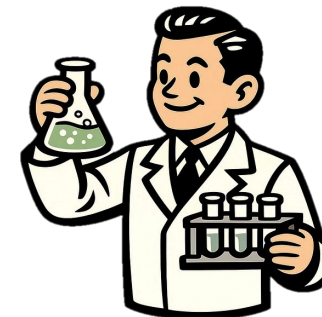
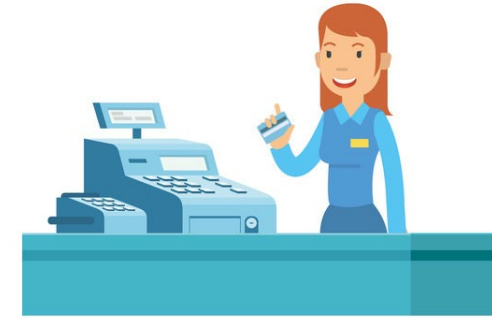
# BACKGROUND



- Cannabis consumption is legal under State law, which allows local governments to regulate or prohibit commercial cannabis businesses within their jurisdiction.
- At the November 4, 2025, regular meeting of the City Council, the Council directed staff to prepare a presentation and report regarding the process and implementation of a Commercial Cannabis Business Program via ordinance.

# TYPES OF CANNABIS BUSINESSES

- Testing Laboratories
- Manufacturers (oil extraction, production of edibles, topicals, etc.)
- Indoor Cultivations (artificial light)
- Mixed-Light Cultivations (indoor with natural light)
- Distribution (from licensee to licensee)
- Dispensaries/Storefront (retail)
- Microbusinesses (multiple uses under one license- retail, cultivation, manufacturing and/or distribution)
- Delivery Services
- Outdoor Cultivation



# REGULATIONS

- **Permits Required**

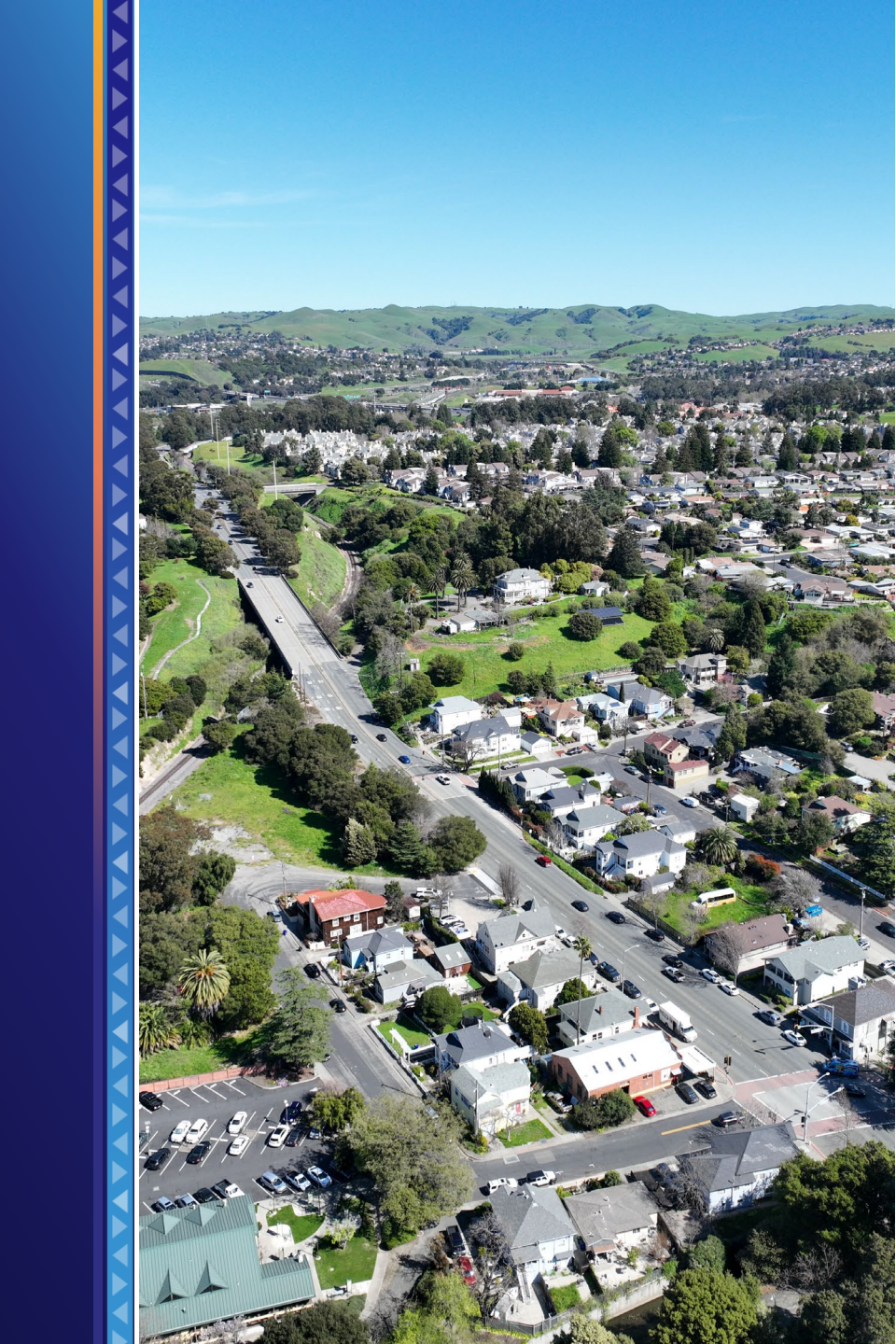
- Most cities require (1) a land use entitlement such as a conditional use permit, and (2) a separate cannabis business permit. In addition, all businesses must obtain a City business license, and all applicable State licenses.

- **Cap on Number of Permits**

- Some cities, like Pittsburg, tie the number of retail licenses to population (one retail license for every 25,000 residents) while some jurisdictions place a cap on permits not tied to population (such as in Contra Costa County, which caps storefront/dispensary permits at 4, Richmond maximum of 3 retail stores, and Martinez maximum of 2 retail stores)

- **Requirements to obtain permits**

- Demonstration of commitment to community benefits
- Operating agreement- site plan, floor plan, security plan, and information about operations and employees
- Social Equity Program- donations to organizations

An aerial photograph of a suburban neighborhood. In the foreground, there are residential houses, a parking lot, and a road. The middle ground shows a mix of houses and green spaces. In the background, there are rolling green hills under a clear blue sky.

# ECONOMIC CONTRIBUTIONS / FISCAL IMPACT

- A commercial cannabis study, performed by a consultant, will be required to evaluate projected revenues and expenditures associated with establishing a program.
- The cost of the study will depend on the scope of work and may range from \$25,000 to \$50,000 for a basic study with higher costs for a more comprehensive analysis.

# COMMUNITY & ENGAGEMENT PLAN

- A community and engagement plan will focus on education of residents, businesses, and stakeholders
- Multiple channels of communication:
  - Digital platforms such as city website, social media, and email newsletters; printed materials like flyers and brochures
  - Public engagement through town halls and webinars
  - Media relations via press releases
- Phased timeline:
  - Pre-adoption announcements and hearings, adoption details and effective dates, and post-adoption education with compliance reminders



# PUBLIC SAFETY IMPACT

Two main factors to consider when evaluating the public safety impact of a cannabis business:

## Security of the Facility

Location (away from areas where minors are present, away from freeways and highways where suspects can easily flee)

Hardening of Physical Security (stand-alone buildings with 360 degree control, exterior bollards, roll down security on windows and doors, separate entrances and exits for deliveries versus public access)

## Impairment

Risk of impaired driving by customers leaving the business

Example: An outreach and education campaign could be required to address cannabis-impaired driving.

# RECOMMENDATION

Staff recommends the City Council provide direction regarding any or all or the following:

- Preparing a Request for Proposals (RFP) for a consultant to conduct an analysis of potential expenditures and revenues associated with establishing a cannabis program
- Initiating the proposed outreach and communication strategy to engage the community in the preparation of a commercial cannabis ordinance
- Preparing a draft Commercial Cannabis Ordinance, including the types of allowed cannabis businesses, and the requirements to obtain a permit, to include in the ordinance

# QUESTIONS?

City of Pinole





## **CITY COUNCIL REPORT**

**6.A.**

**DATE:** MARCH 24, 2026  
**TO:** MAYOR AND COUNCIL MEMBERS  
**FROM:** Markisha Guillory, Finance Director, 510-724-9823, MGuillory@pinole.gov  
**SUBJECT:** VOTER SURVEY RESULTS

### **RECOMMENDATION**

Staff recommends that the City Council receive a report on the results of the voter survey conducted to gauge opinions on potential ballot measures, community priorities, and provide direction to staff.

### **BACKGROUND**

The City Council held a special finance workshop on October 14, 2025, during which staff presented ongoing financial challenges, including unfunded road and infrastructure rehabilitation needs, a structural budget deficit, and public safety concerns, as well as potential revenue strategies to address them.

At the workshop, the City Council directed staff to engage a consulting firm to conduct polling on potential ballot measures for the November 2026 municipal election. Through the formal procurement process, the City selected Probolsky Research to support this effort.

### **REVIEW AND ANALYSIS**

Probolsky Research conducted polling by developing and administering a voter survey using a statistically random sample of Pinole voters. The survey tested three potential ballot measures—a special tax dedicated to public safety, a parcel tax dedicated to public safety, and a bond program for infrastructure projects—and also gathered feedback on community priorities. Polling was completed in mid-March, and the survey results are being presented as part of this agenda item (Attachment A).

### **FISCAL IMPACT**

There is no fiscal impact as a result of receiving this report.

### **ATTACHMENTS**

A. Voter Survey - Executive Presentation

# City of Pinole

## Voter Survey

### Executive Results Presentation

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March 2026



**Opinion Research on  
Elections and Public Policy**



**PROBOLSKY RESEARCH**  
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**San Francisco**  
(415) 870-8150

**Newport Beach**  
(949) 855-6400

**Washington DC**  
(202) 559-0270

# City of Pinole – Voter Survey

## Survey Methodology\*

|                     | Survey Details                                                |
|---------------------|---------------------------------------------------------------|
| Mode                | Phone (landline and mobile)<br>Online (email and text to web) |
| Language            | English and Spanish                                           |
| Length              | 19 minutes                                                    |
| Target Respondents  | Pinole likely voters                                          |
| Survey Fielding     | March 3 – 15, 2026                                            |
| Margin of Error     | +/-5%                                                         |
| Survey Participants | 400                                                           |

### Sample

The sample was developed from the voter files originally compiled by the Contra Costa County Registrar of Voters. We matched the demographics of City of Pinole likely 2026 General Election voters.

### Data Collection Explained

Interviews were conducted with live interviewers by phone (39%) and online survey methods (61%). Phone participants were interviewed through landline (25%) and mobile (75%) calls. Online participants were invited by email (39%) and text message (61%) to access the survey by computer, tablet, or smart phone.

Respondents in all modes chose their preferred language, English (92%) and Spanish (8%).

Security measures precluded individuals from completing the survey more than once.

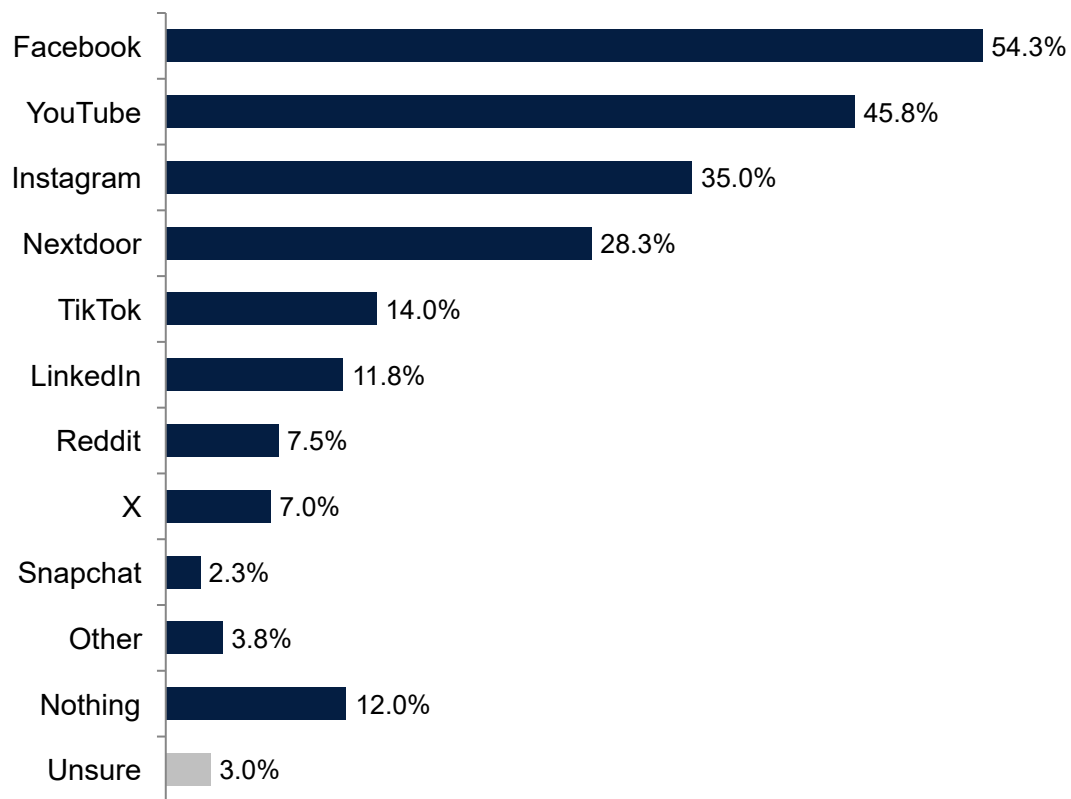


Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

\*Due to rounding, totals shown on charts may not add up to 100%

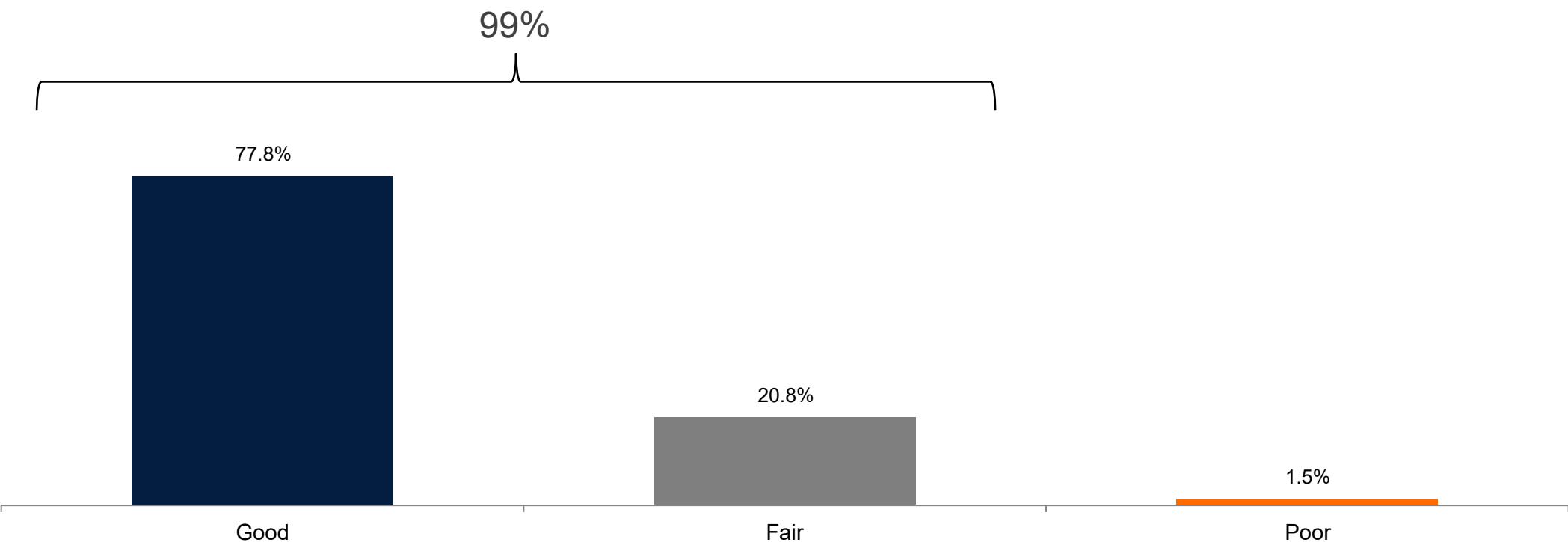
# Facebook is the top social app and website used regularly by voters

Question 2: Please indicate which, if any, of these social apps and websites you use regularly? Select all that apply.



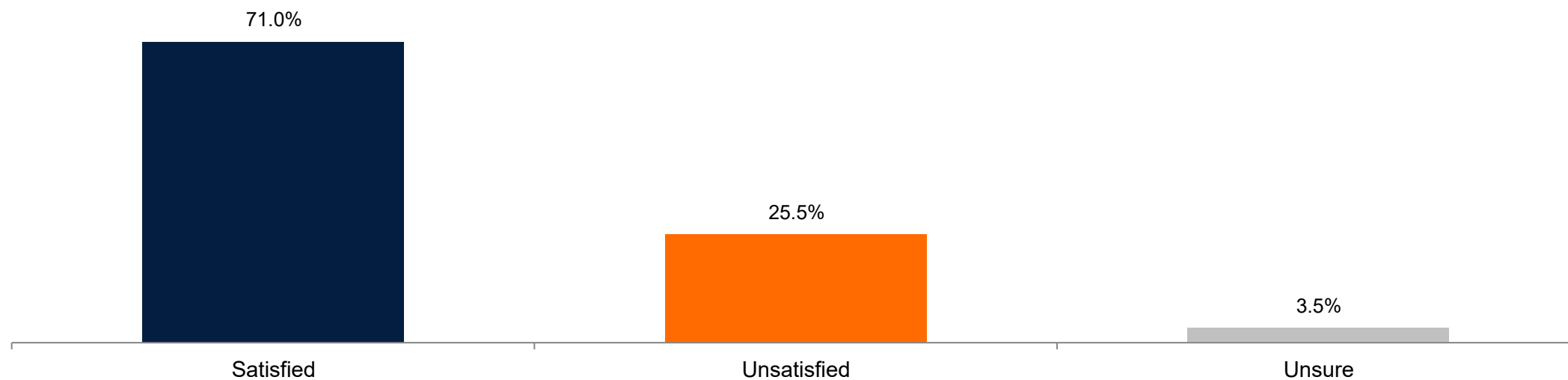
# 99% rate the quality of life in Pinole as good or fair

Question 3: How would you rate the overall quality of life in Pinole?



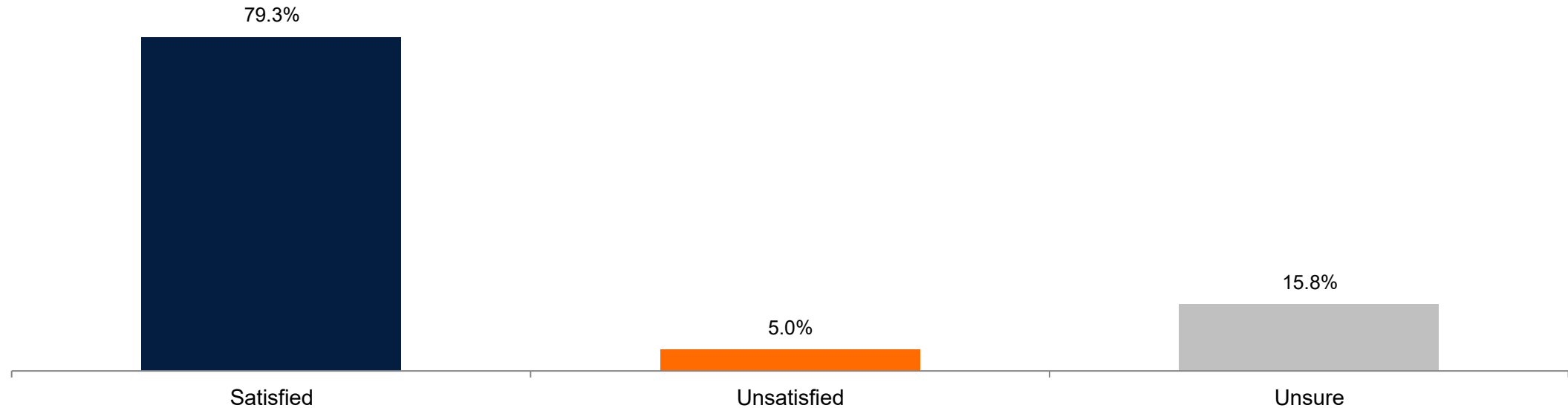
# 71% are satisfied with the job the City is doing in providing services to residents

Question 4: Are you satisfied or unsatisfied with the job the City of Pinole is doing in providing services to residents?



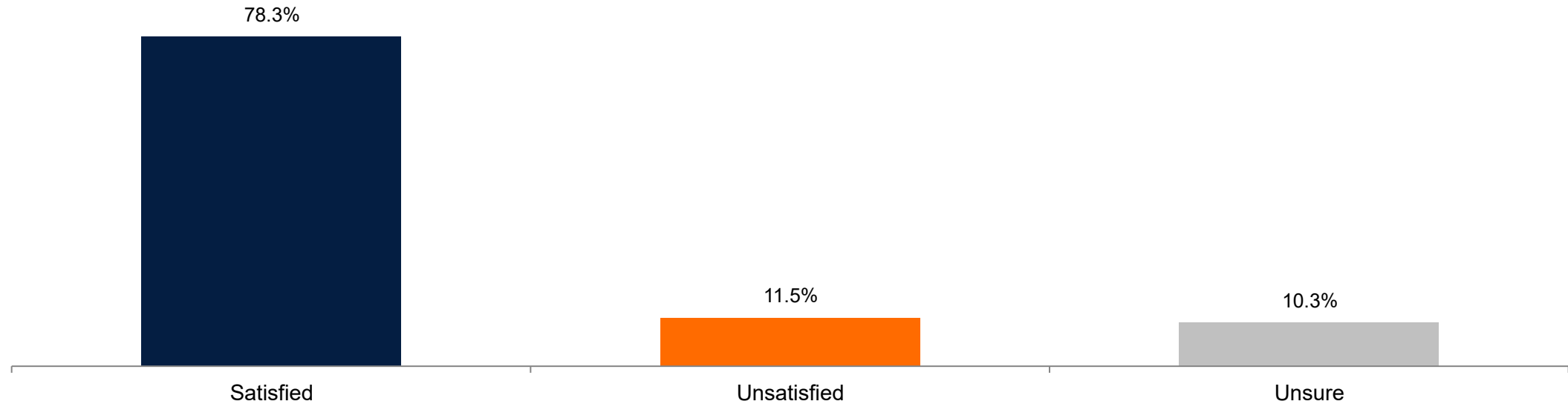
# 79% are satisfied with fire and paramedic emergency response service and response times

Question 5: Are you satisfied or unsatisfied with fire and paramedic emergency response services and response times?



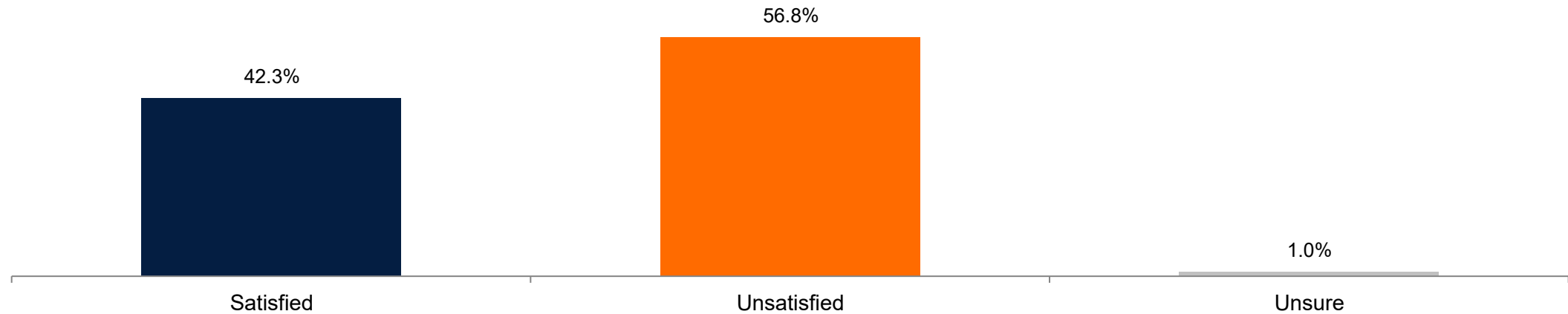
# 78% are satisfied with police services

Question 6: Are you satisfied or unsatisfied with police services, including patrols, investigations, and emergency response?



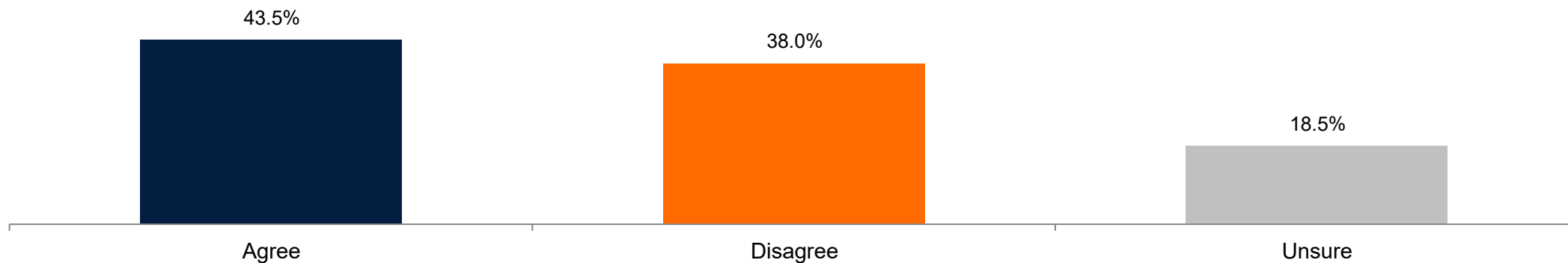
# 57% are unsatisfied with the public works

Question 7: Are you satisfied or unsatisfied with public works including street maintenance, street sweeping, streetlights, and stormwater and drainage services?



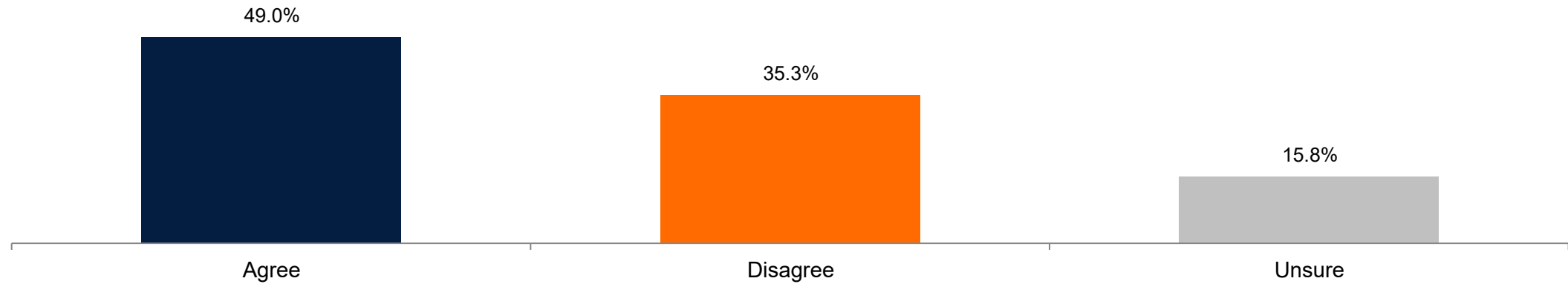
# 44% agree that the City manages taxpayer money responsibly

Question 8: Agree or disagree: The City manages taxpayer money responsibly.



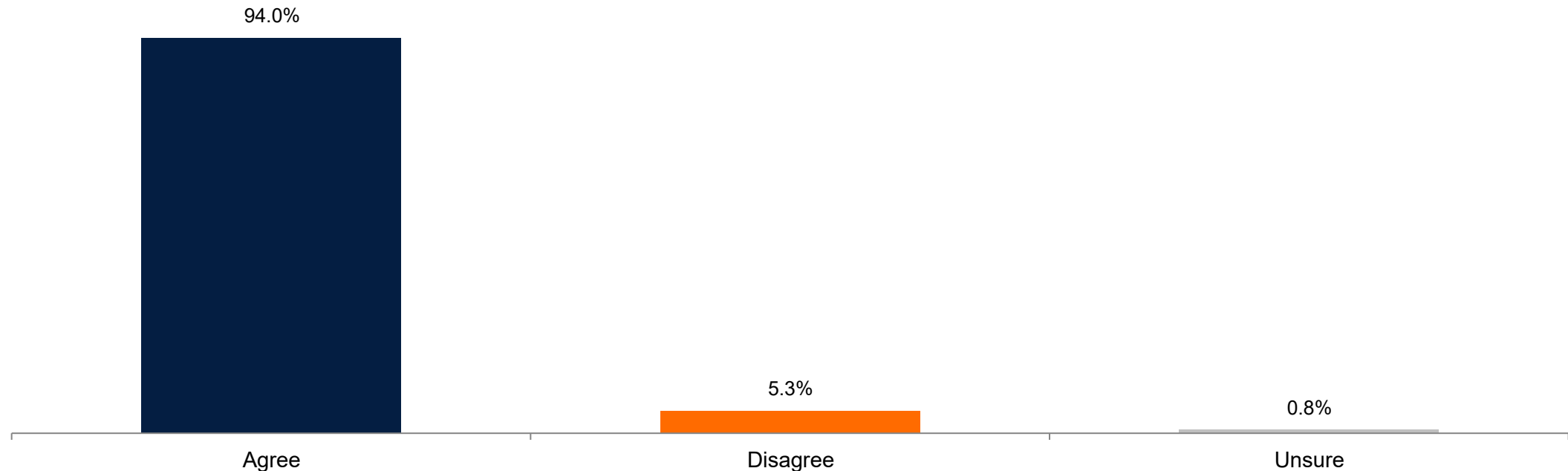
# 49% agree that the City operates transparently

Question 9: Agree or disagree: The City operates transparently.



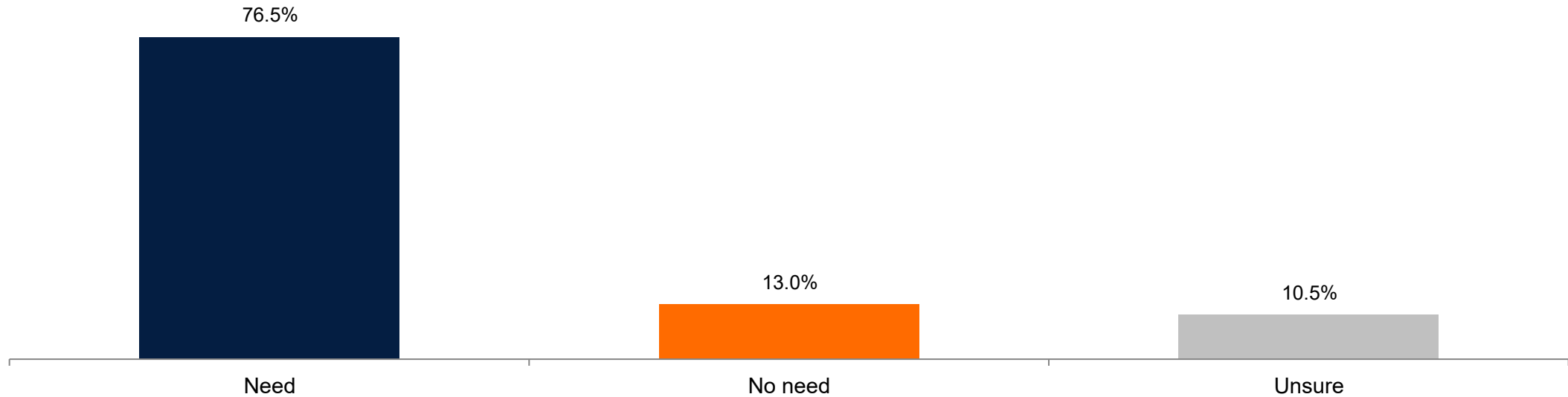
# 94% agree it's smarter to invest in needed infrastructure improvements now rather than paying high repair cost later

Question 10: Agree or disagree: It's smarter to invest in needed infrastructure improvements-such as repairing roads, sidewalks, and other public facilities-today, because delaying repairs will only increase costs in the future.



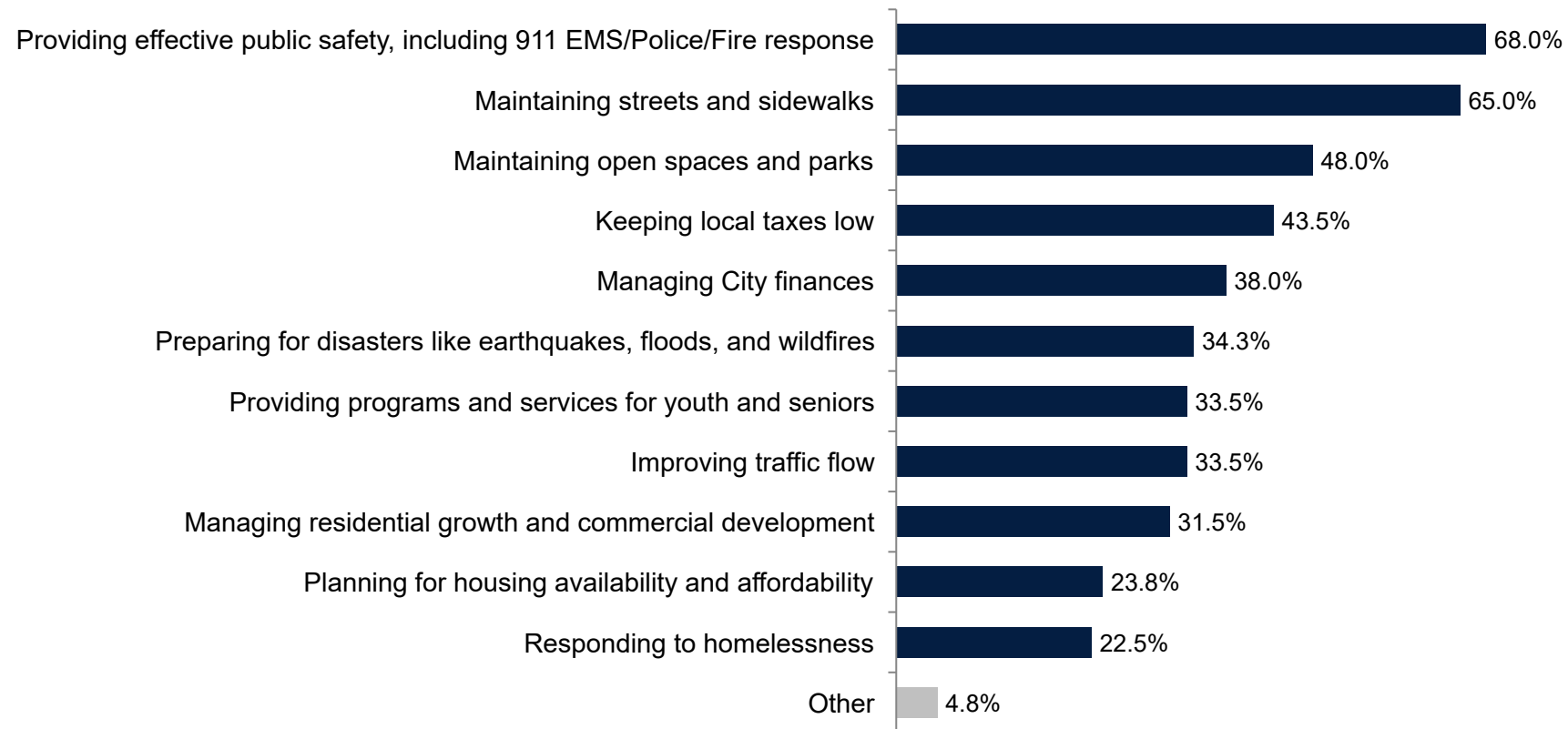
# 77% think there is a need for additional funds to maintain the level of City services and facilities

Question 11: Do you think the City has a great need, some need, a little need, or no real need for additional funds to maintain the level of City services and facilities?



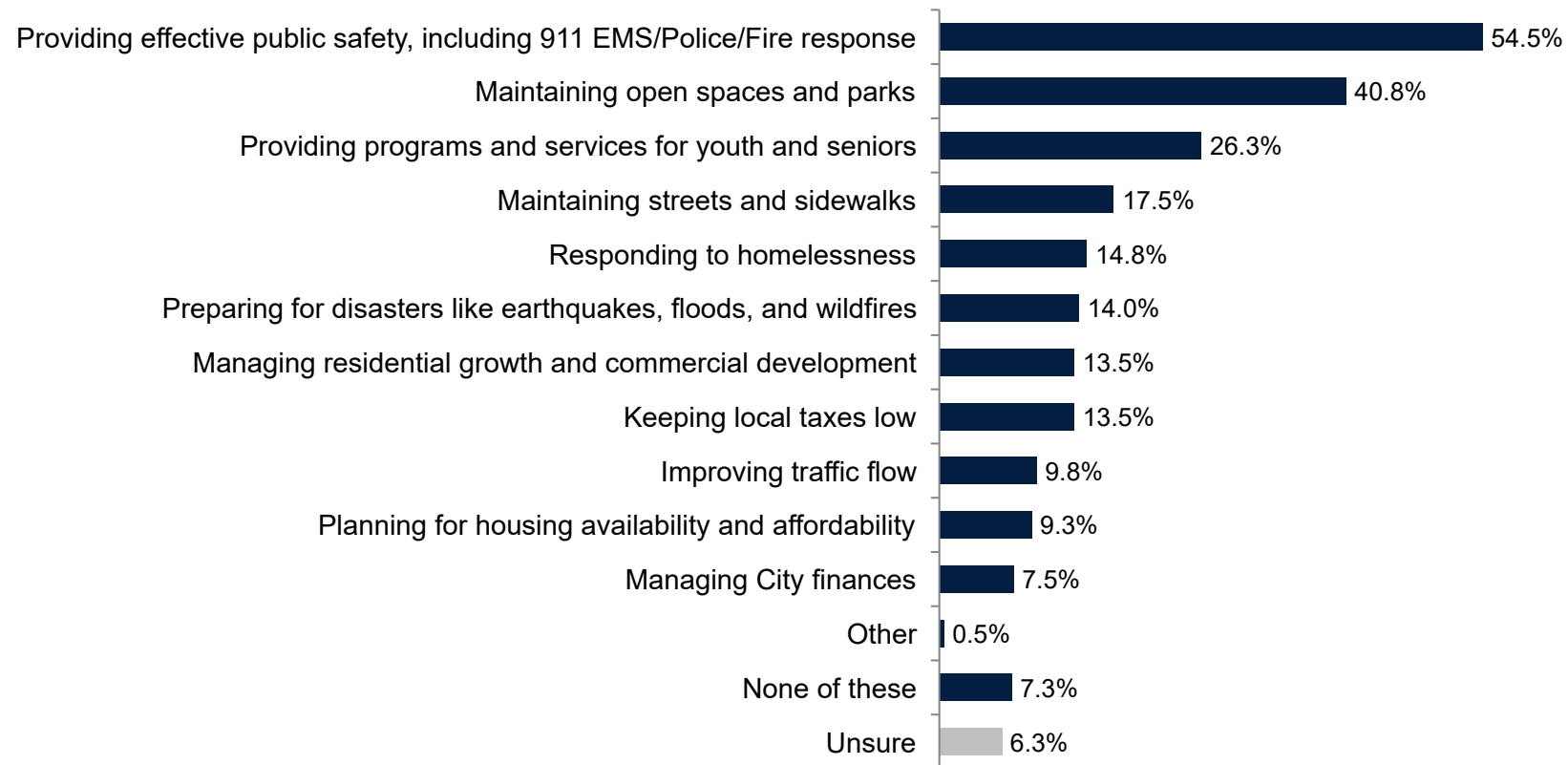
# Providing effective public safety and maintaining streets and sidewalks are the most important services

Question 12: Now we have a list of services that may be relevant to residents of Pinole. Please select all the ones that are very important to you personally.



# Providing effective public safety is the service with the highest satisfaction

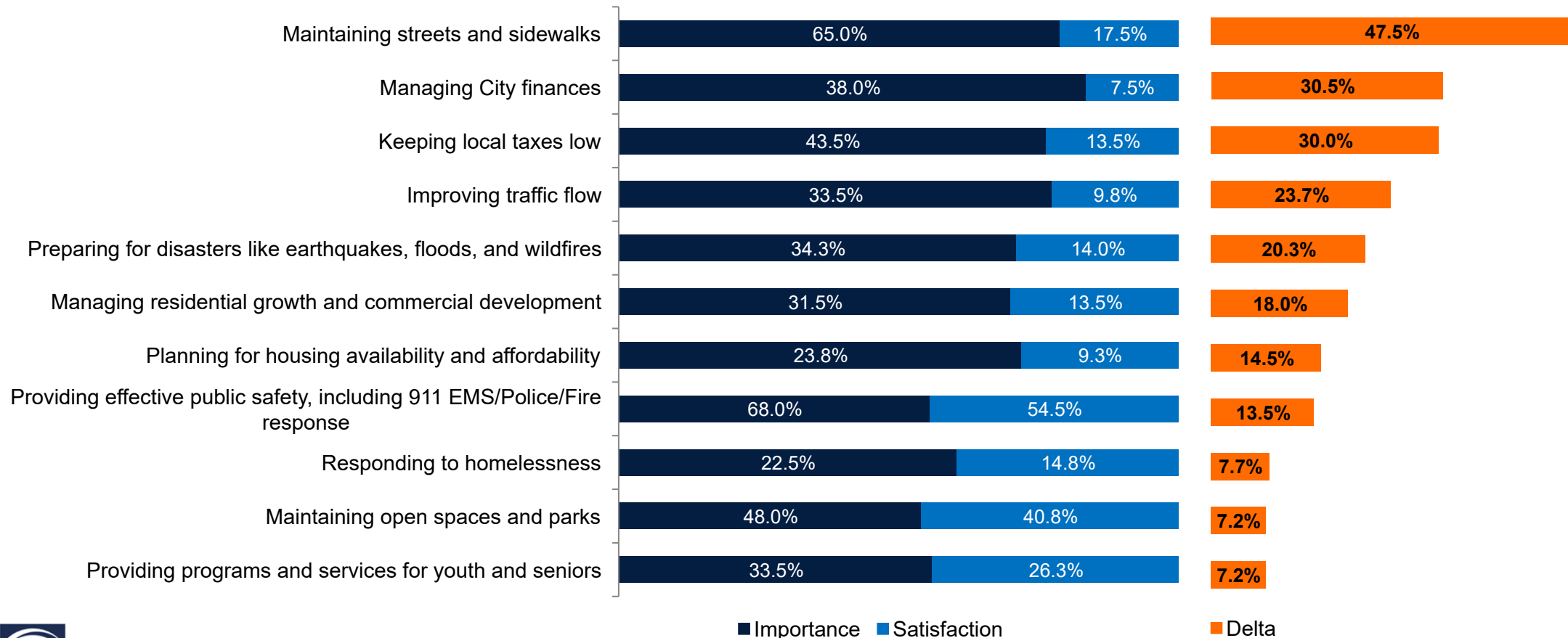
Question 13: Thinking of the same list of services, please select all the ones that you are personally satisfied with.



# The largest gap between importance and satisfaction is maintaining streets and sidewalks at 48%

Question 12: Now we have a list of services that may be relevant to residents of Pinole. Please select all the ones that are very important to you personally.

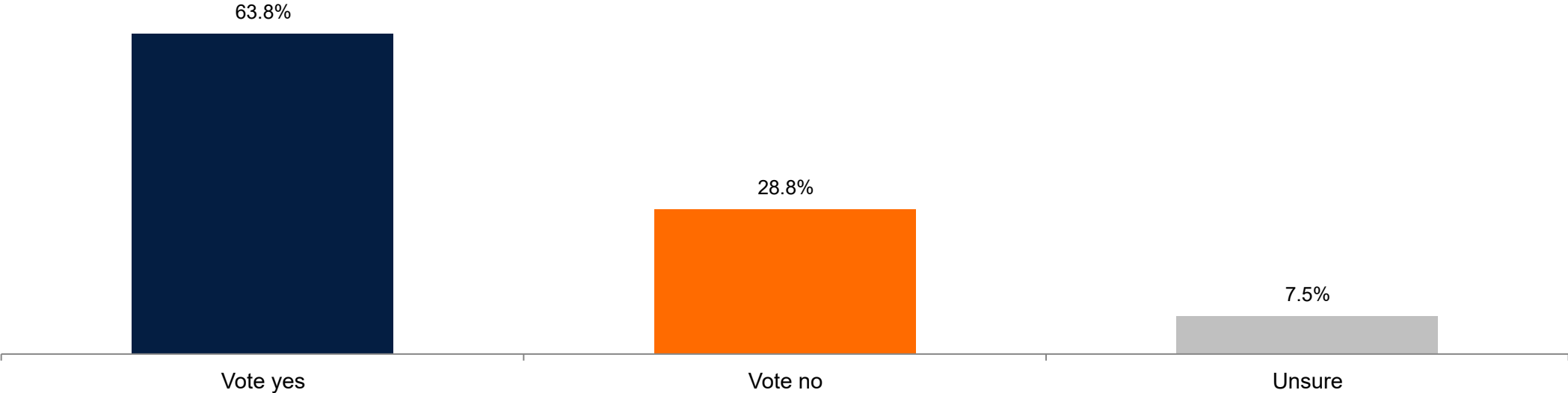
Question 13: Thinking of the same list of services, please select all the ones that you are personally satisfied with.



# Initial vote: The measure has majority support

Question 14: Please consider a ballot measure that could come before Pinole voters this November. Please indicate if you would vote yes, or vote no.

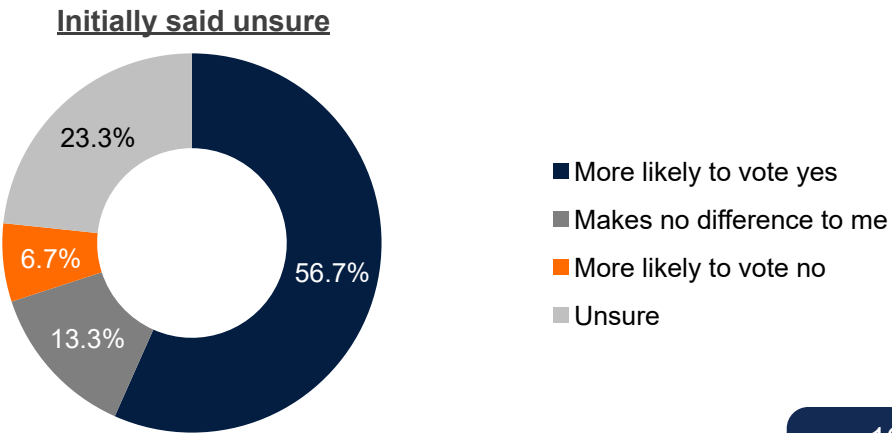
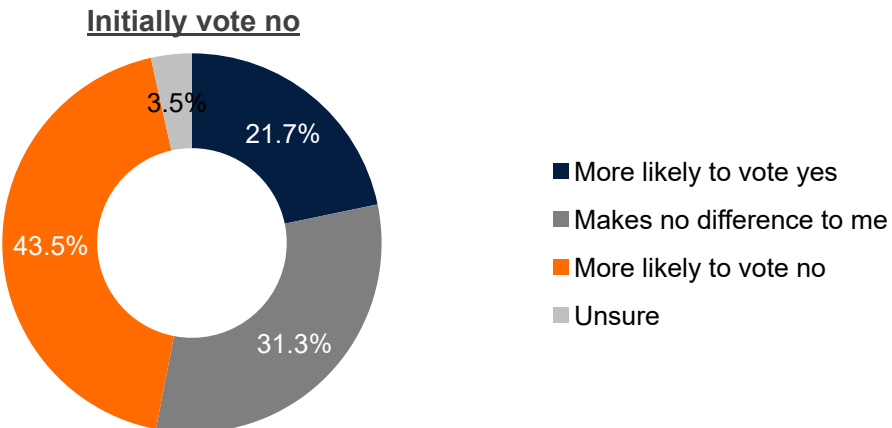
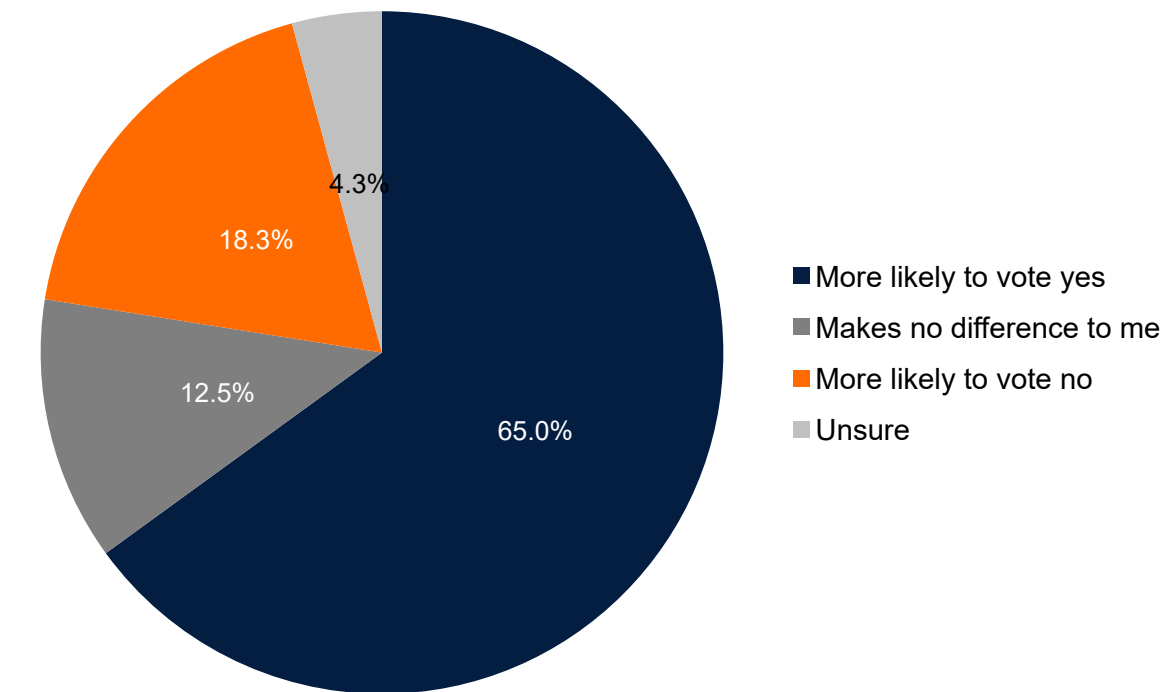
To repair and improve Pinole's aging streets and roads; fix potholes; repair, construct, and improve sidewalks and pedestrian safety improvements; upgrade storm drains to reduce flooding; and complete other essential infrastructure improvements; shall the City of Pinole issue bonds in an amount not to exceed twenty million dollars with bonds repaid from property taxes levied at legal rates, requiring independent citizen oversight, annual audits, and all funds spent locally and not for salaries or pensions; until ended by voters, requiring two-thirds approval?



# 65% are more likely to vote yes after hearing that every dollar from the tax would stay in Pinole and couldn't be taken by the state or federal government

Question 17: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

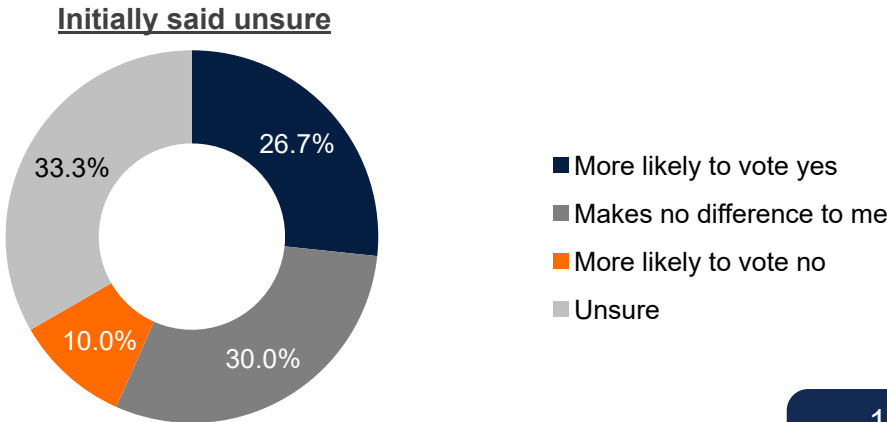
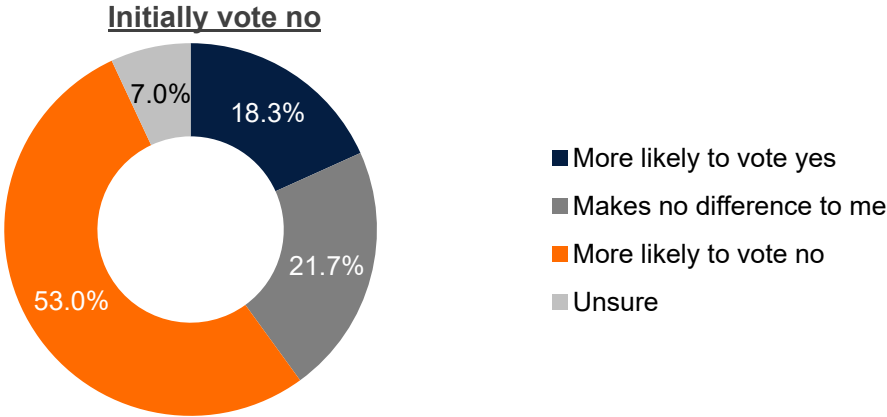
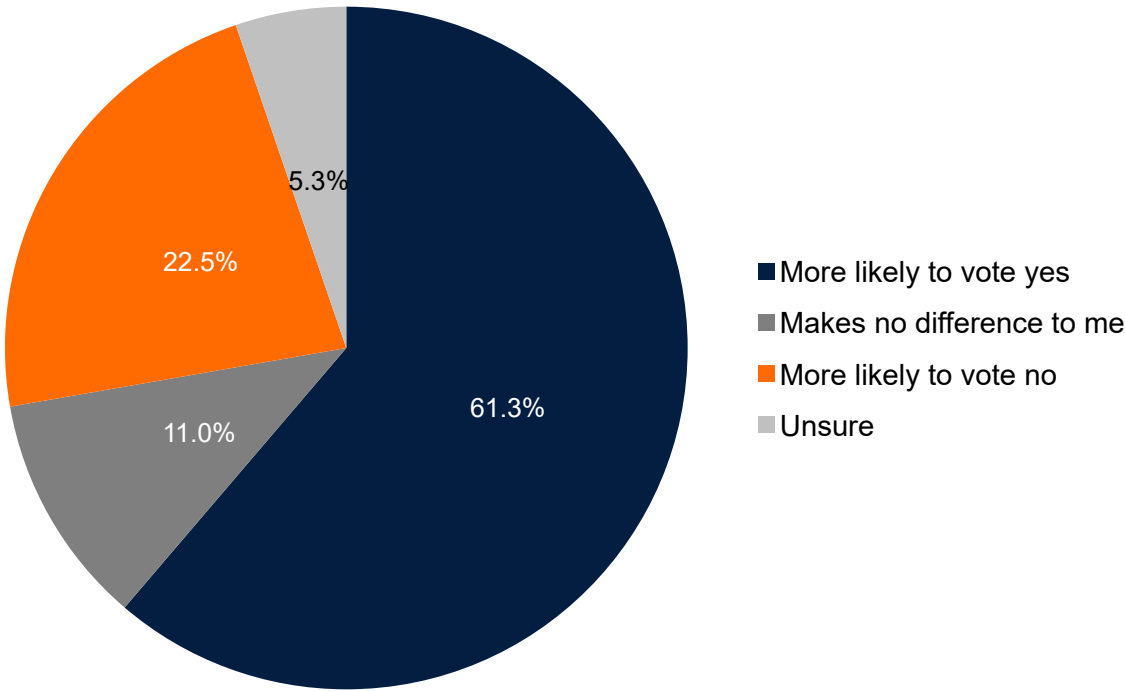
Every dollar generated by this special tax stays in Pinole and cannot be taken by the County or State. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



# 61% are more likely to vote yes after hearing that Pinole’s streets, sidewalks, and storm drains are aging and falling behind

Question 18: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

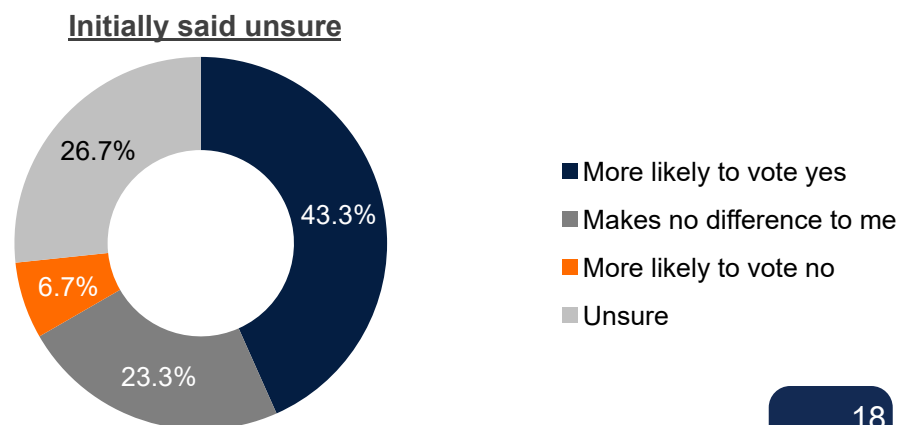
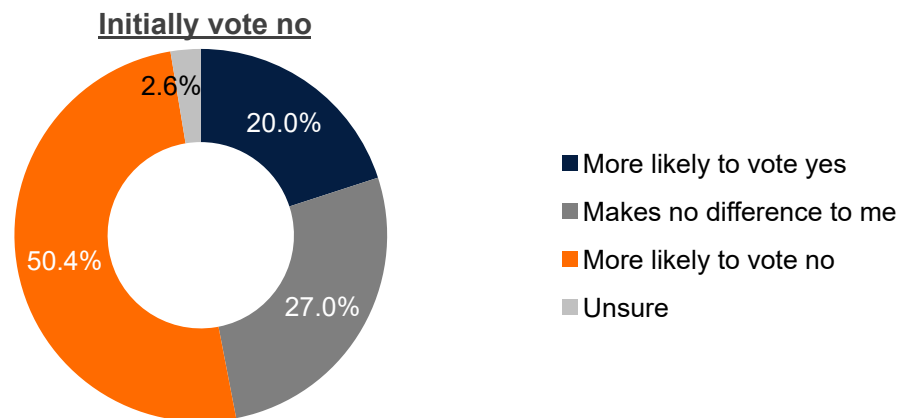
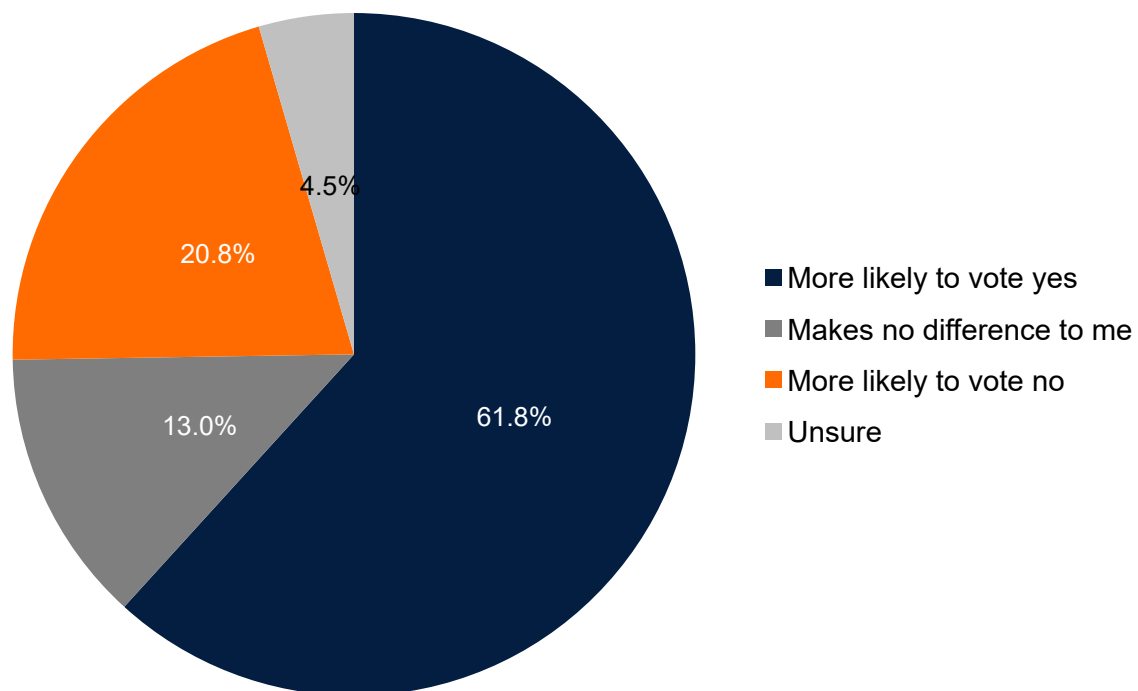
Pinole’s streets, sidewalks, and storm drains are aging and falling behind. This measure is about maintaining and repairing the infrastructure we already rely on every day — protecting our neighborhoods and preventing more costly repairs down the road. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



# 62% are more likely to vote yes after hearing that all funds can only be used for infrastructure projects

Question 19: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

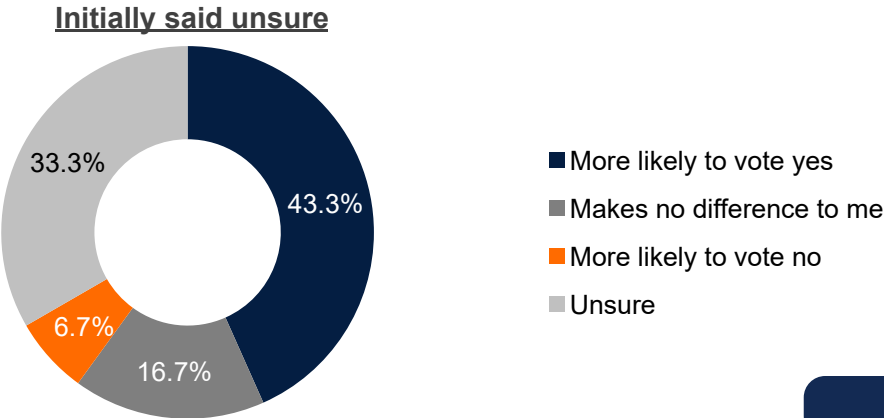
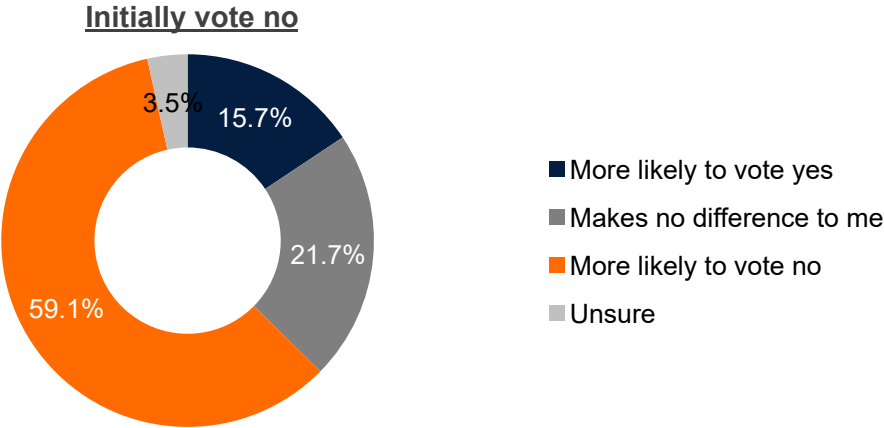
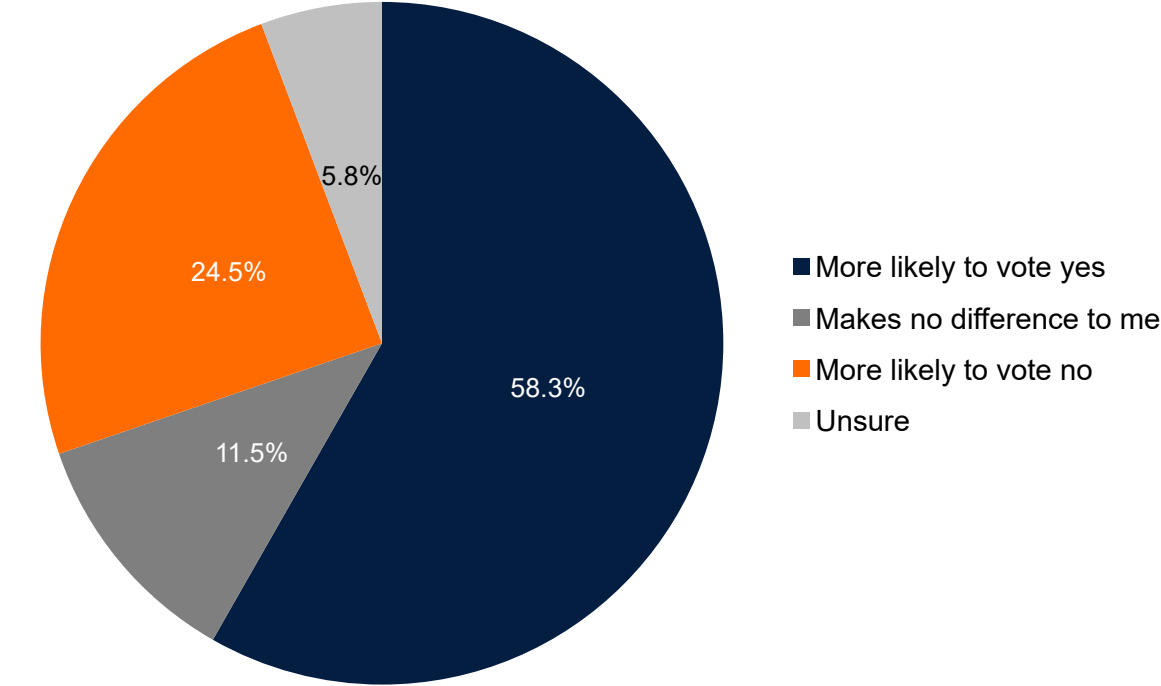
Because this is a special tax, the revenue, by law, can only be used for infrastructure projects like streets, sidewalks, and storm drains never for salaries or unrelated programs. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



# 58% are more likely to vote yes after hearing that without dedicated funding, road conditions will worsen and repairs will become more expensive

Question 20: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

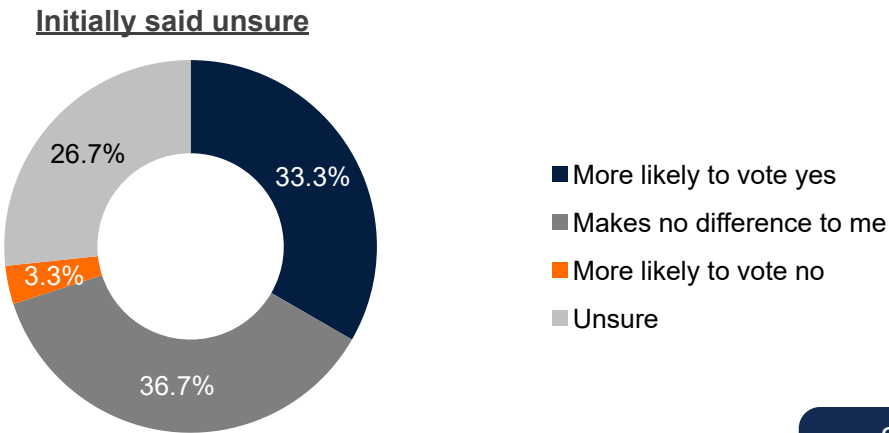
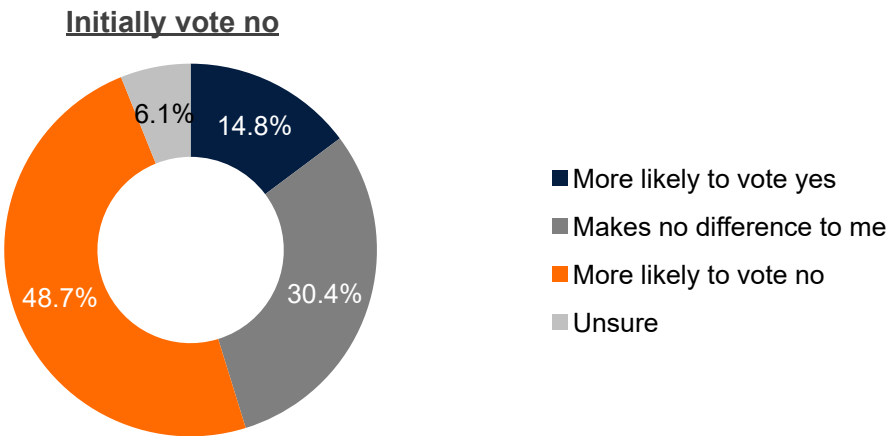
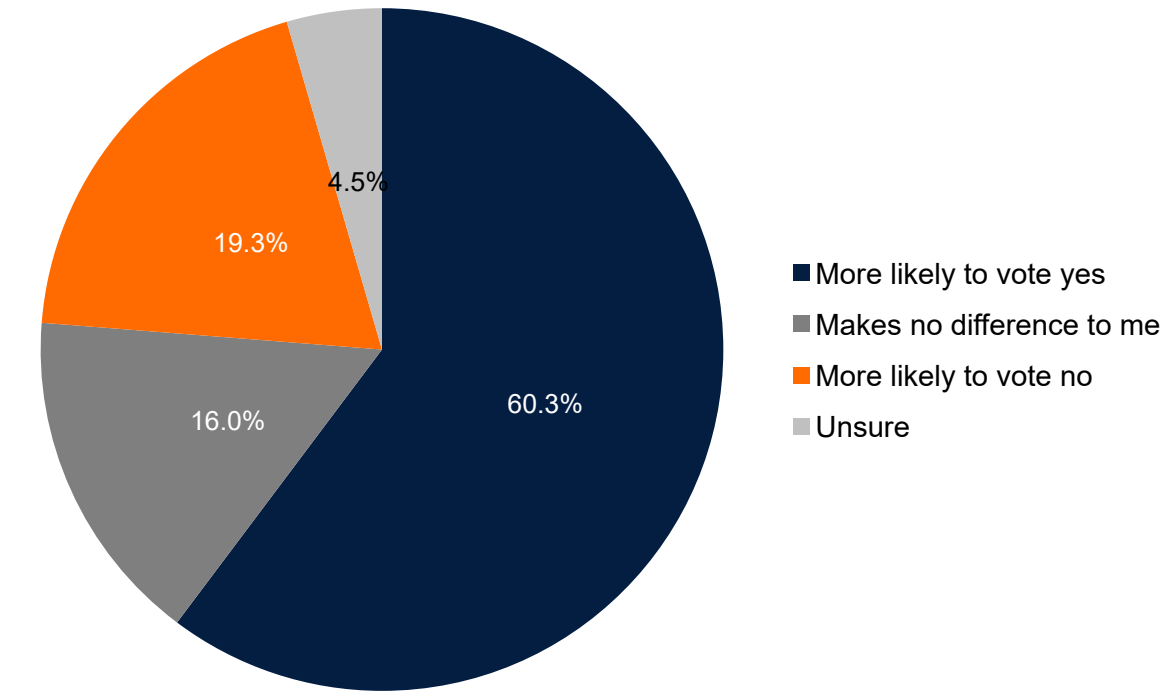
Without dedicated funding, road conditions will continue to deteriorate, repairs will become more expensive, and the City will need to cut funding for other City services. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



# 60% are more likely to vote yes after hearing that the measure includes annual public audits and citizen oversight

Question 21: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

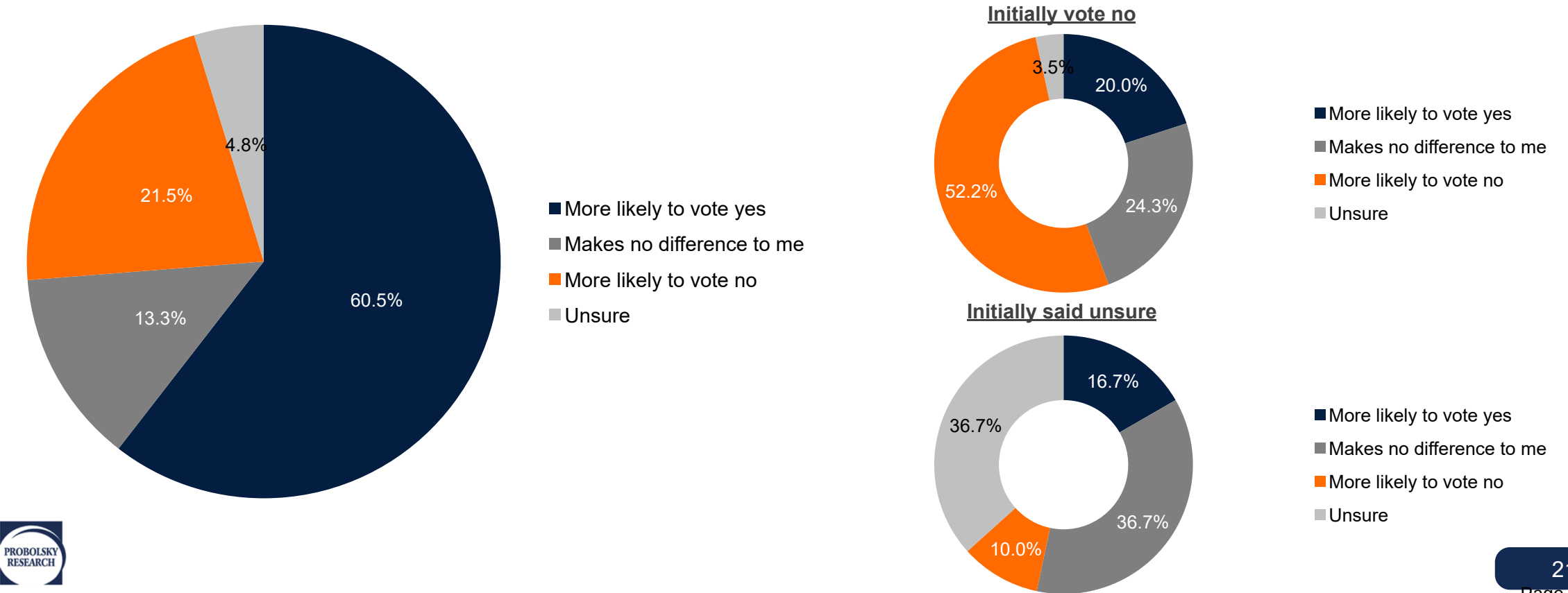
The measure includes annual public audits and citizen oversight, ensuring funds are tracked and reported to the community. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



# 61% are more likely to vote yes after hearing that an engineer's report finds Pinole's streets a C- grade

Question 22: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

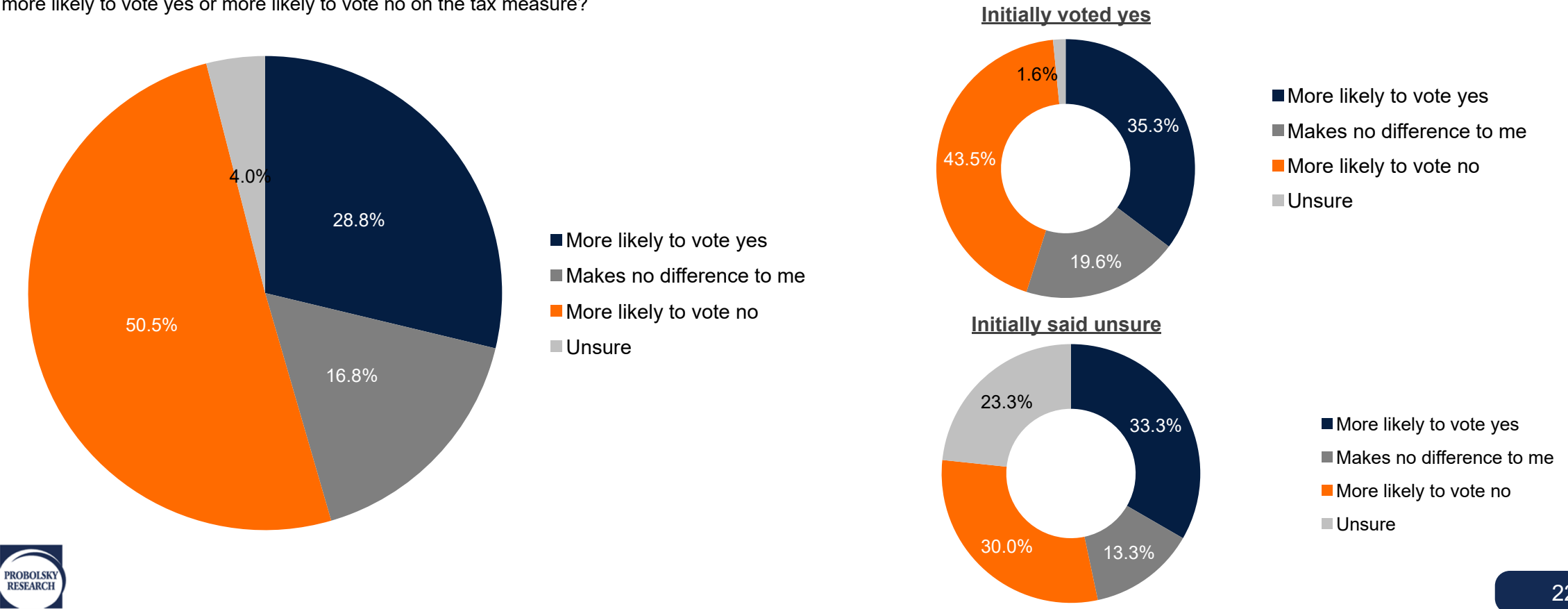
An independent engineer's report found that Pinole's streets have a Pavement Condition Index score of 55, which is the equivalent of a C- grade. The City needs funds to improve roads, sidewalks, and drainage systems because these improvements increase safety for drivers, pedestrians, seniors, and families. Investing in infrastructure reduces potholes, trip hazards, and flooding risks. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



# 51% are more likely to vote no after hearing that now is not the time to raise taxes due to rising costs

Question 23: We have some additional information about the infrastructure special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

With the rising cost of living, higher grocery and gas prices, and inflation stretching household budgets, now is not the right time to raise taxes. Families and seniors in Pinole are already paying more for everyday essentials. The City should focus on managing its existing resources efficiently before asking residents to pay more. Does knowing this make you more likely to vote yes or more likely to vote no on the tax measure?



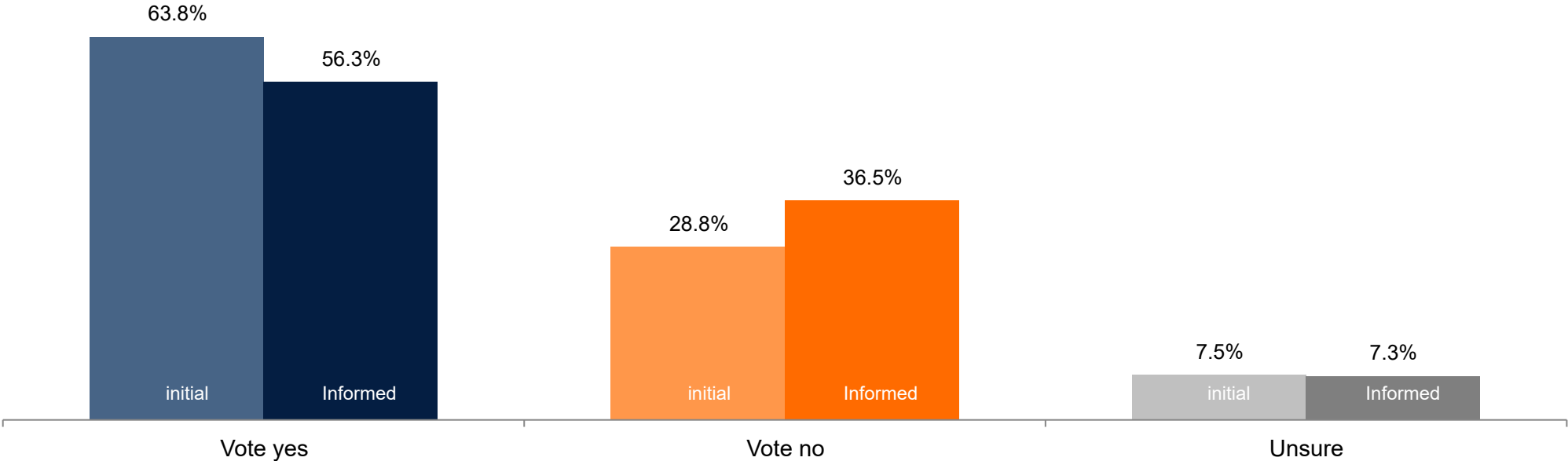
# Message effectiveness

| Positive messages                                                                                                                                                                                                                                                                                                                                                                                  | % Likely to vote yes |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Every dollar generated by this special tax stays in Pinole and cannot be taken by the County or State.                                                                                                                                                                                                                                                                                             | 65.0%                |
| Because this is a special tax, the revenue, by law, can only be used for infrastructure projects like streets, sidewalks, and storm drains never for salaries or unrelated programs.                                                                                                                                                                                                               | 61.8%                |
| Pinole's streets, sidewalks, and storm drains are aging and falling behind. This measure is about maintaining and repairing the infrastructure we already rely on every day — protecting our neighborhoods and preventing more costly repairs down the road.                                                                                                                                       | 61.3%                |
| An independent engineer's report found that Pinole's streets have a Pavement Condition Index score of 55, which is the equivalent of a C-grade. The City needs funds to improve roads, sidewalks, and drainage systems because these improvements increase safety for drivers, pedestrians, seniors, and families. Investing in infrastructure reduces potholes, trip hazards, and flooding risks. | 60.5%                |
| The measure includes annual public audits and citizen oversight, ensuring funds are tracked and reported to the community.                                                                                                                                                                                                                                                                         | 60.3%                |
| Without dedicated funding, road conditions will continue to deteriorate, repairs will become more expensive, and the City will need to cut funding for other City services.                                                                                                                                                                                                                        | 58.3%                |
| Negative message                                                                                                                                                                                                                                                                                                                                                                                   | % Likely to vote no  |
| With the rising cost of living, higher grocery and gas prices, and inflation stretching household budgets, now is not the right time to raise taxes. Families and seniors in Pinole are already paying more for everyday essentials. The City should focus on managing its existing resources efficiently before asking residents to pay more.                                                     | 50.5%                |

# Informed vote: the measure retains majority support

Question 24: Knowing what you know now, if the election were held today, how would you vote on this ballot measure?

To repair and improve Pinole's aging streets and roads; fix potholes; repair, construct, and improve sidewalks and pedestrian safety improvements; upgrade storm drains to reduce flooding; and complete other essential infrastructure improvements; shall the City of Pinole issue bonds in an amount not to exceed twenty million dollars, with bonds repaid from property taxes levied at legal rates, requiring independent citizen oversight, annual audits, and all funds spent locally and not for salaries or pensions; until ended by voters, requiring two-thirds approval?

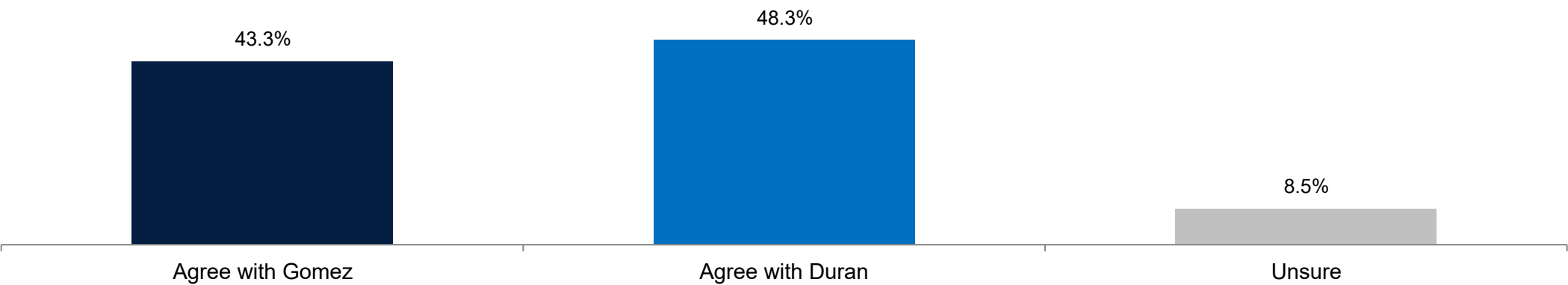


# 49% agree with Duran that the City should manage its existing budget instead of asking residents to pay more

Question 25: Here are statements made by two Pinole residents. Please indicate which statement you agree with more.

**Gomez** says, “I don’t love taxes, but Pinole needs dedicated funding to fix streets, repair sidewalks, and maintain storm drains. If we don’t invest now, roads will get worse and repairs will cost even more in the future. I think it’s smart to take care of our infrastructure before it falls apart.”

**Duran** says, “Everything is already expensive, and I feel like we’re taxed enough as it is. The City should prioritize and manage its existing budget better instead of asking residents to pay more for infrastructure.”

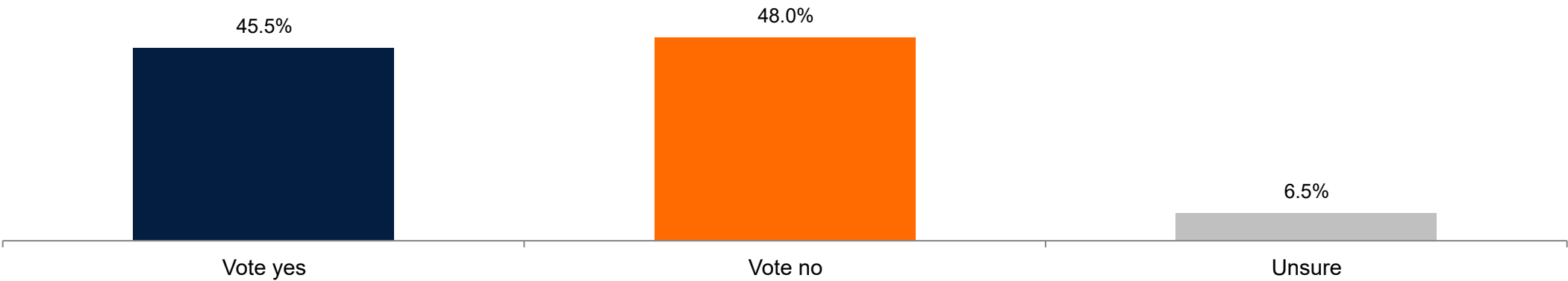


# Initial Vote: the measure has plurality opposition by a small margin

Question 26: Here is a potential ballot measure that may be on the ballot in Pinole this November. If the election were held today, please indicate how you would vote.

“Shall City of Pinole establish a transactions and use (sales) tax by 0.25% to fund Pinole Police Department services such as patrol response, training, equipment, and dispatch, with all revenue kept local, independent citizens’ oversight and annual audits, generating approximately one million three hundred thousand dollars per year, until ended by voters, requiring two-thirds approval?”

[SPLIT SAMPLE A]\*

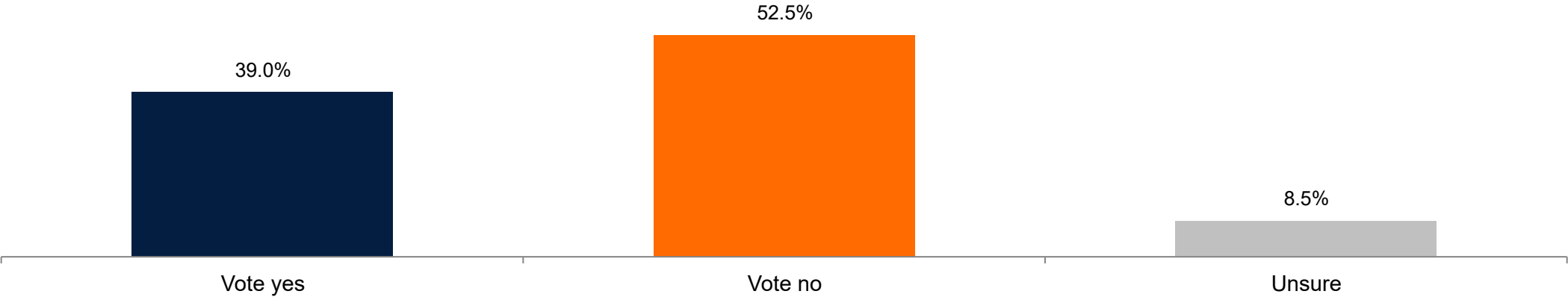


*\*Question asked to 200 respondents chosen at random.*

# Initial vote: the measure has majority opposition

Question 27: Here is a potential ballot measure that may be on the ballot in Pinole this November. If the election were held today, please indicate how you would vote.

“Shall City of Pinole establish a \$250 per-parcel annual special tax, to fund Pinole Police Department services such as patrol/response, training, equipment, dispatch, with all revenue kept local, independent citizens’ oversight and annual audits, generating approximately one million five hundred thousand dollars per year, until ended by voters, requiring two-thirds approval?”  
[SPLIT SAMPLE B]\*

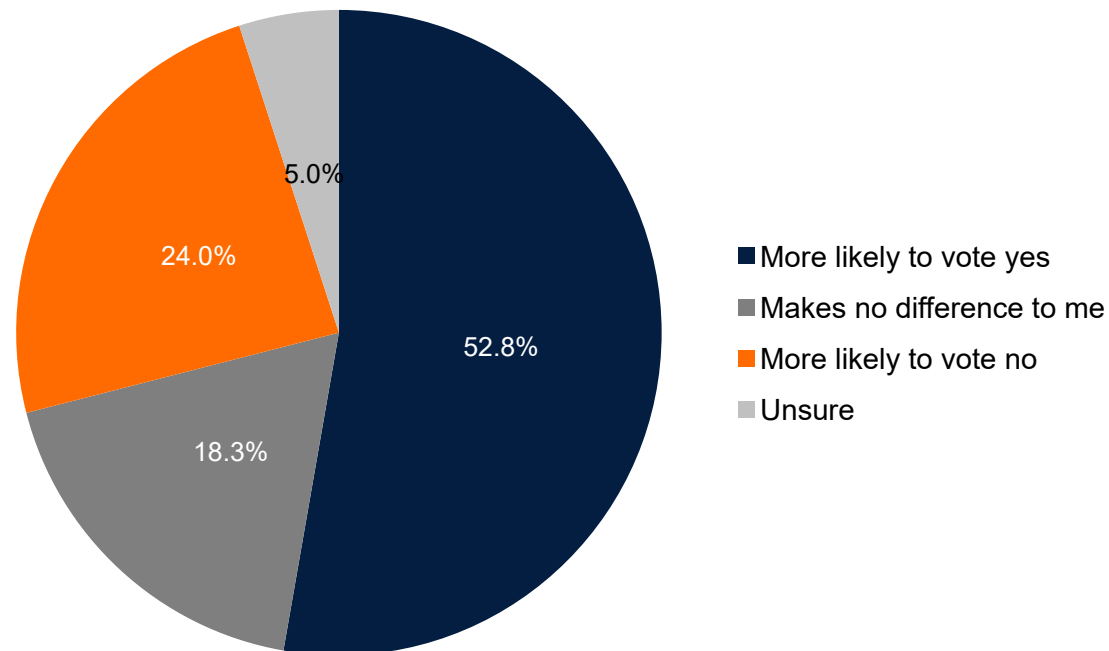


*\*Question asked to 200 respondents chosen at random.*

# 53% are more likely to vote yes after hearing that the funding will maintain staffing levels and ensure help arrives quickly

Question 28: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

Pinole residents deserve fast response from police, fire, and paramedics. Dedicated funding will maintain staffing levels and ensures help arrives quickly when seconds matter. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

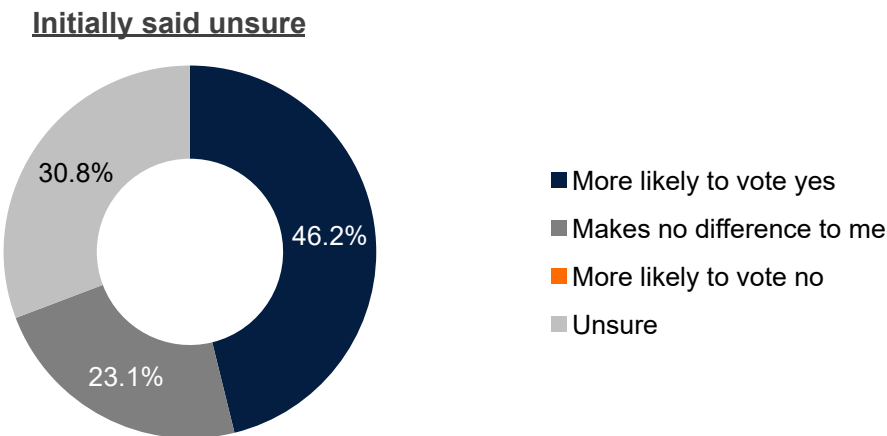
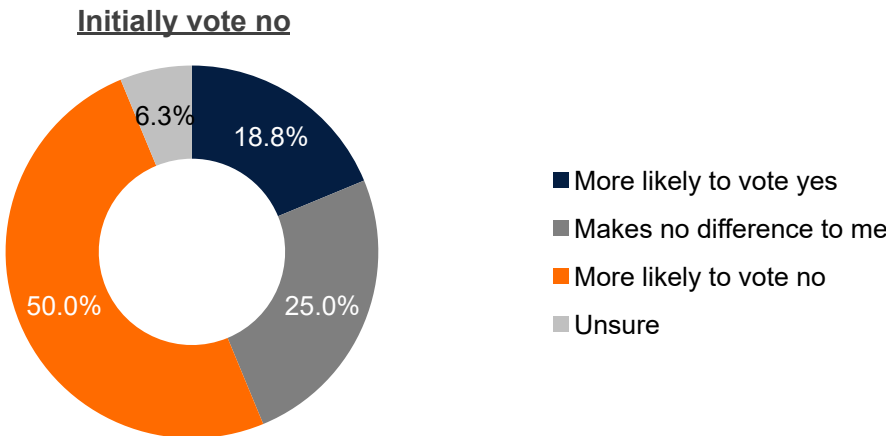


# Message effectiveness by funding mechanism

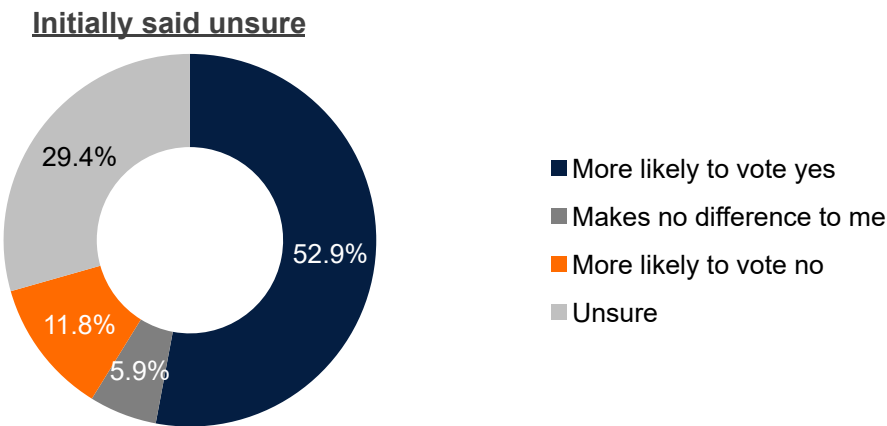
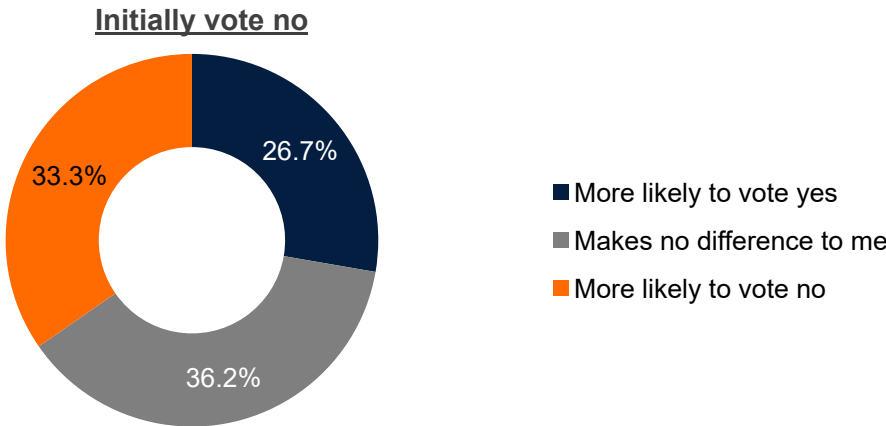
Question 28: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

Pinole residents deserve fast response from police, fire, and paramedics. Dedicated funding will maintain staffing levels and ensures help arrives quickly when seconds matter. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

## Sales tax



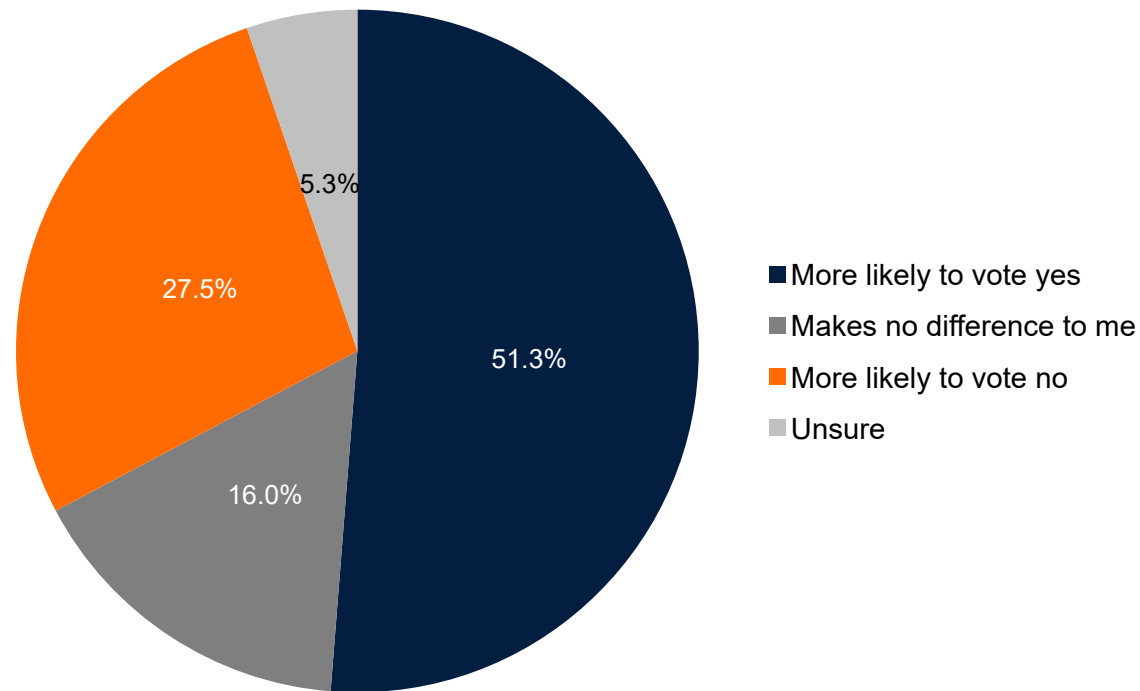
## Parcel tax



# 51% are more likely to vote yes after hearing that this measure provides stable funding to prevent crime, property theft, and proactive policing

Question 29: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

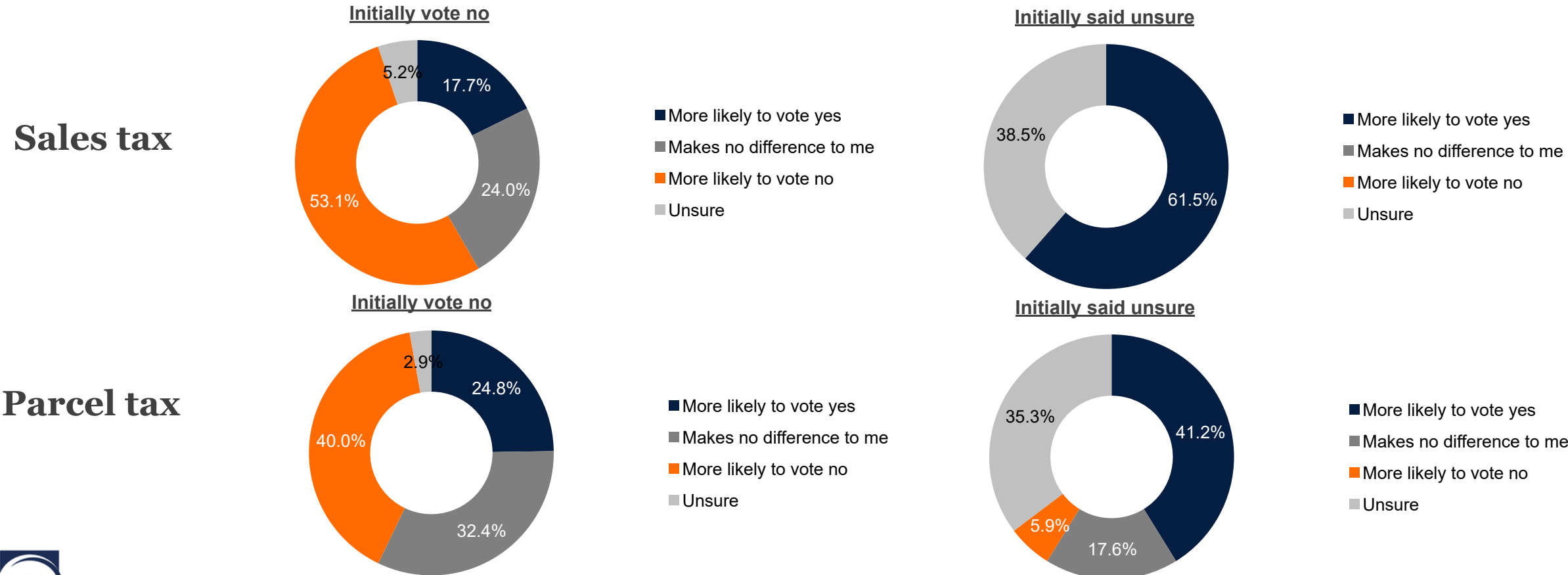
This measure provides stable funding to prevent crime, address property theft, and support proactive policing that keeps neighborhoods safe for families and seniors. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?



# Message effectiveness by funding mechanism

Question 29: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

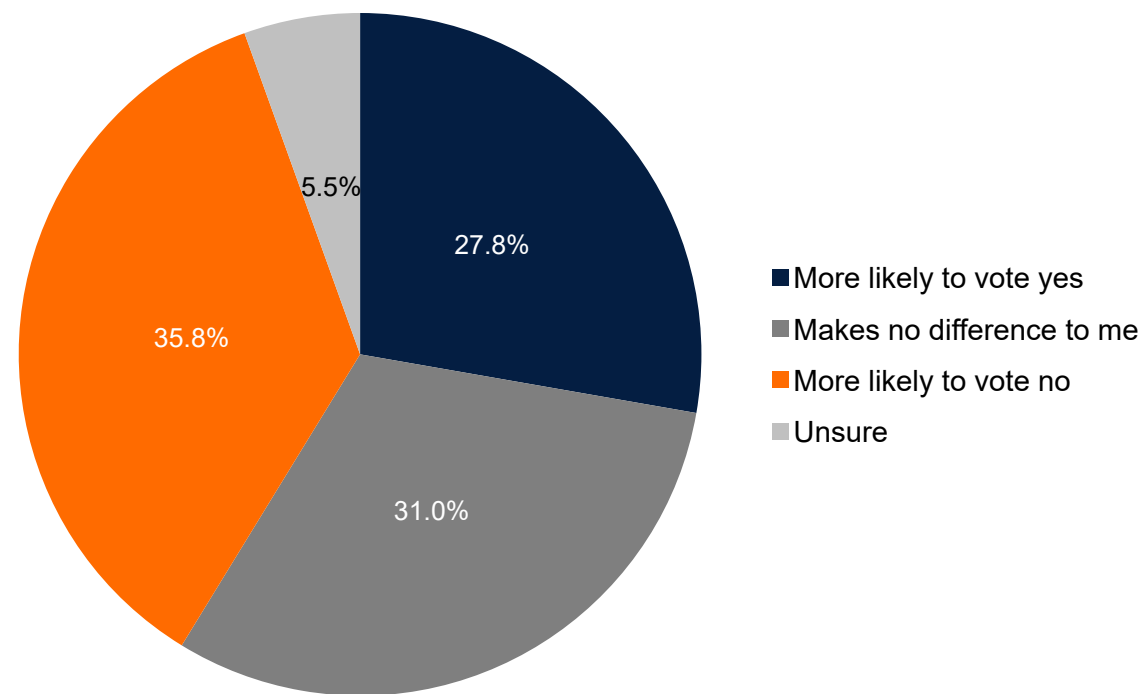
This measure provides stable funding to prevent crime, address property theft, and support proactive policing that keeps neighborhoods safe for families and seniors. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?



# 36% are more likely to vote no after hearing that the City has been awarded \$6 million in grant funding

Question 30: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

Over the past seven years, the City of Pinole has been awarded more than \$6 million in grant funding from the state, federal governments and nonprofits. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

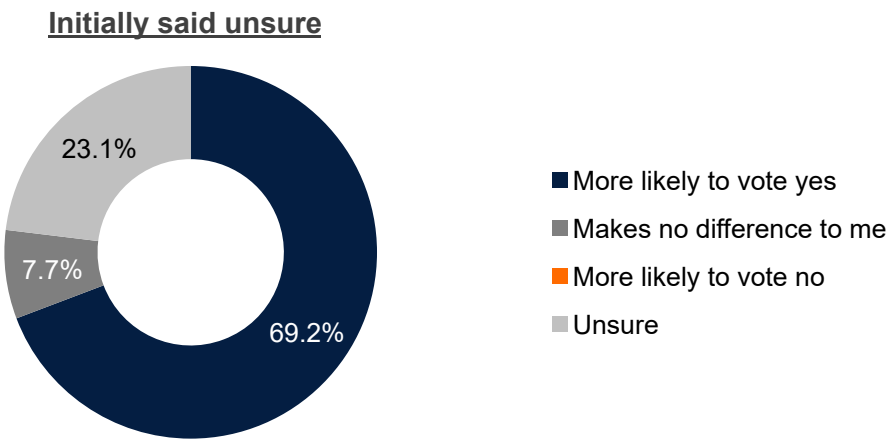
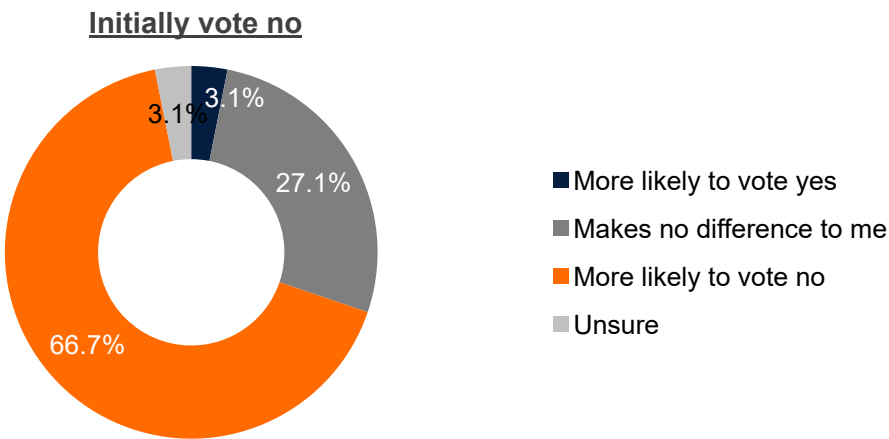


# Message effectiveness by funding mechanism

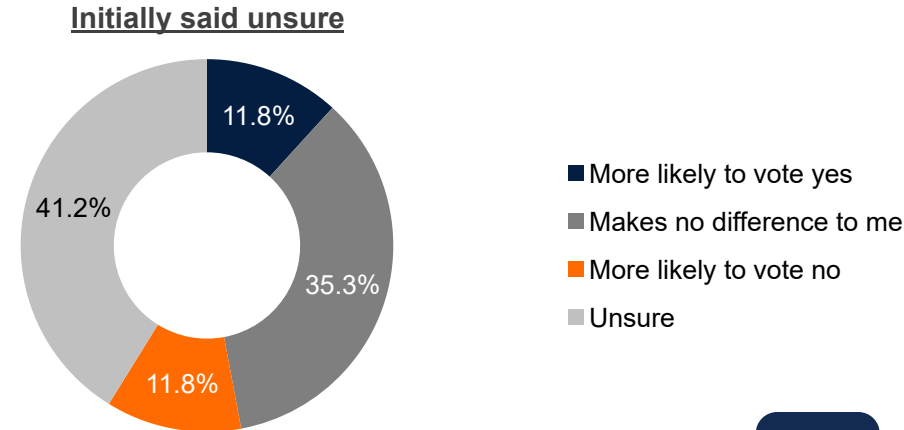
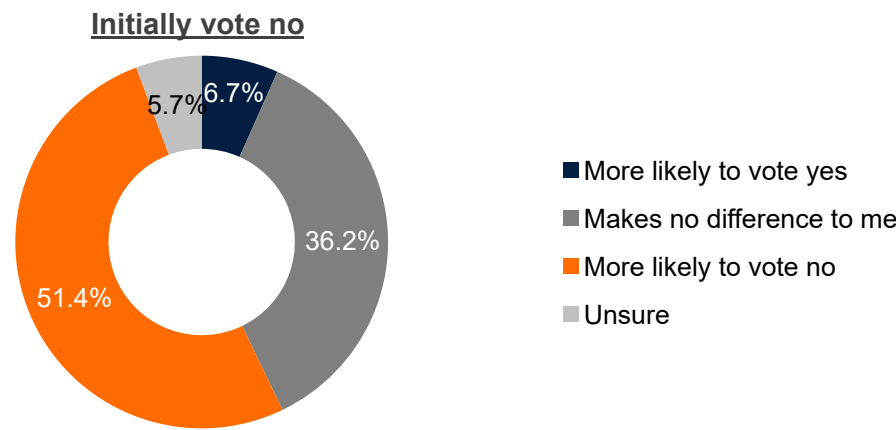
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Over the past seven years, the City of Pinole has been awarded more than \$6 million in grant funding from the state, federal governments and nonprofits. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

## Sales tax



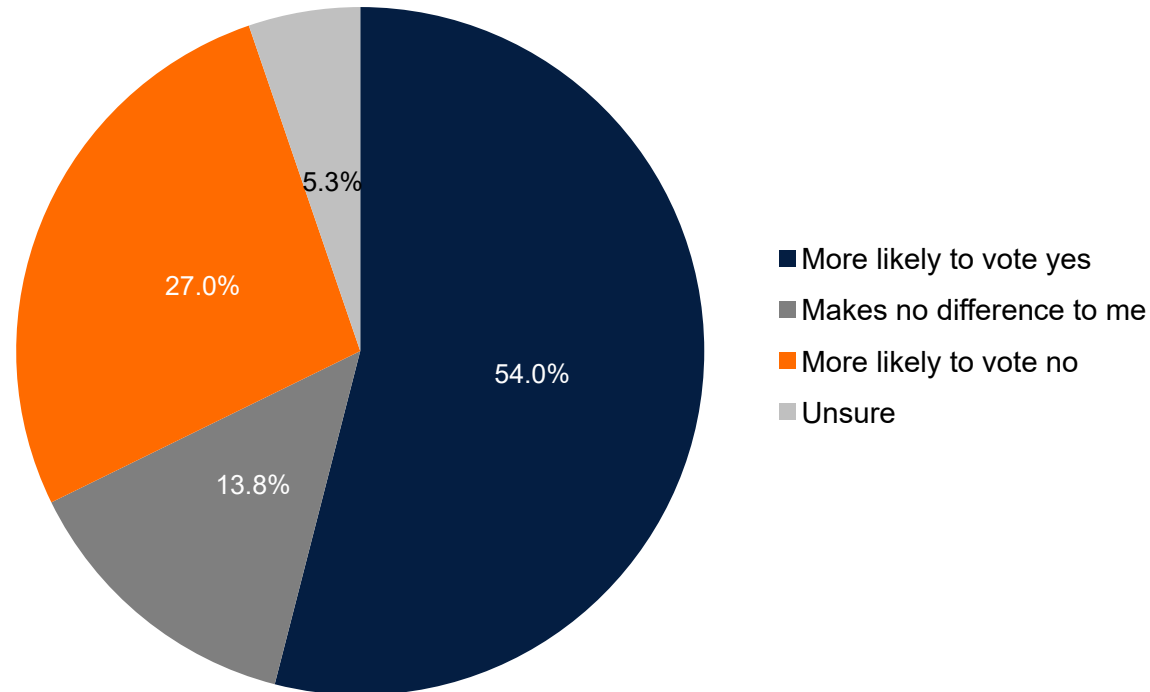
## Parcel tax



# 54% are more likely to vote yes after hearing that without dedicated funding, the City will face cuts to police and fire safety

Question 31: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

Without dedicated funding, the City will face cuts to police and fire staffing, slower response times, and reduced public safety services. If there's one area local government must get right, it's keeping residents safe. This measure prioritizes that responsibility. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?



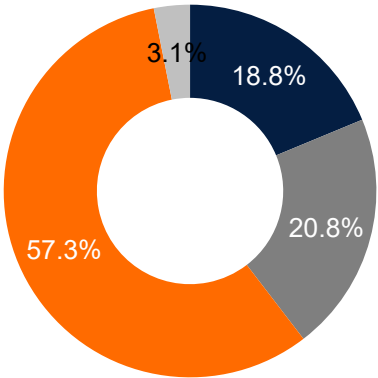
# Message effectiveness by funding mechanism

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Without dedicated funding, the City will face cuts to police and fire staffing, slower response times, and reduced public safety services. If there's one area local government must get right, it's keeping residents safe. This measure prioritizes that responsibility. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

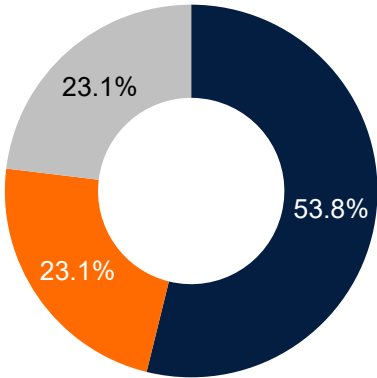
## Sales tax

Initially vote no



- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure

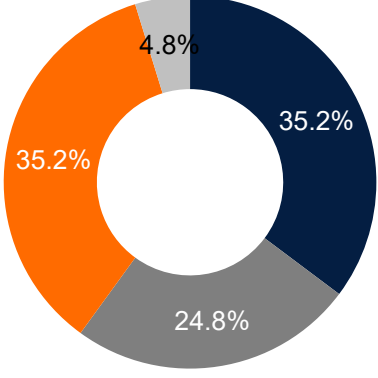
Initially said unsure



- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure

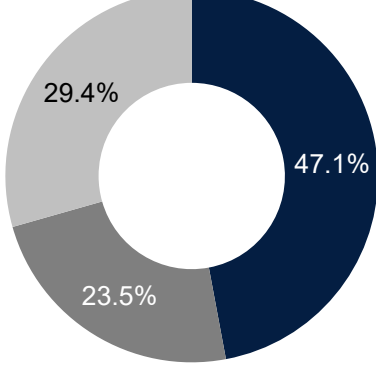
## Parcel tax

Initially vote no



- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure

Initially said unsure



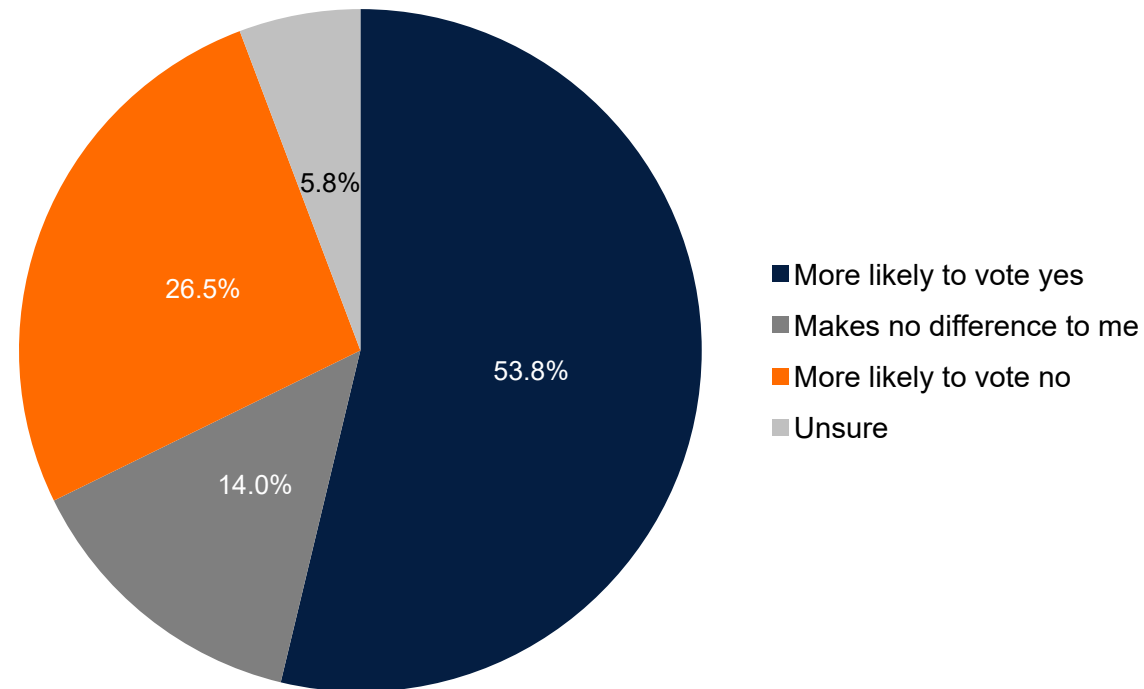
- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure



# 54% are more likely to vote yes after hearing that with increasing wildfire risks and extreme weather, the City must maintain strong disaster readiness

Question 32: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

With increasing wildfire risks and extreme weather, Pinole must maintain strong fire protection, emergency response capabilities, and disaster readiness. Dedicated funding ensures reliable 911 response, updated equipment, and properly trained first responders. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?



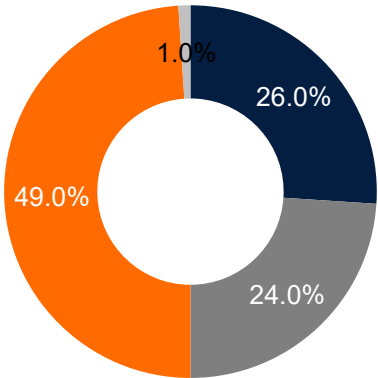
# Message effectiveness by funding mechanism

Question 32: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

With increasing wildfire risks and extreme weather, Pinole must maintain strong fire protection, emergency response capabilities, and disaster readiness. Dedicated funding ensures reliable 911 response, updated equipment, and properly trained first responders. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

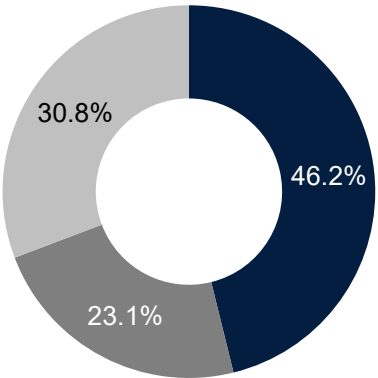
## Sales tax

Initially vote no



- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure

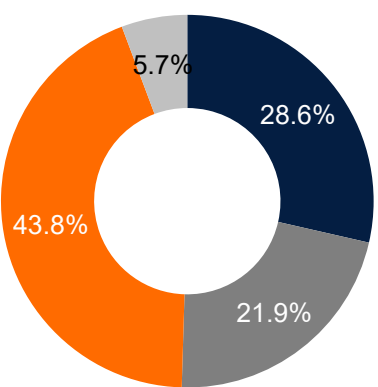
Initially said unsure



- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure

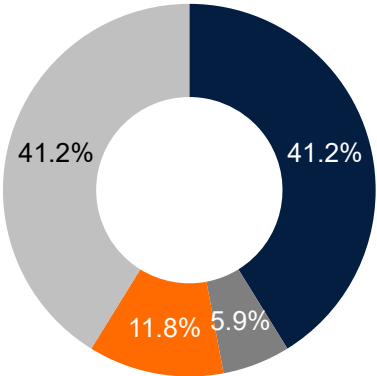
## Parcel tax

Initially vote no



- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure

Initially said unsure



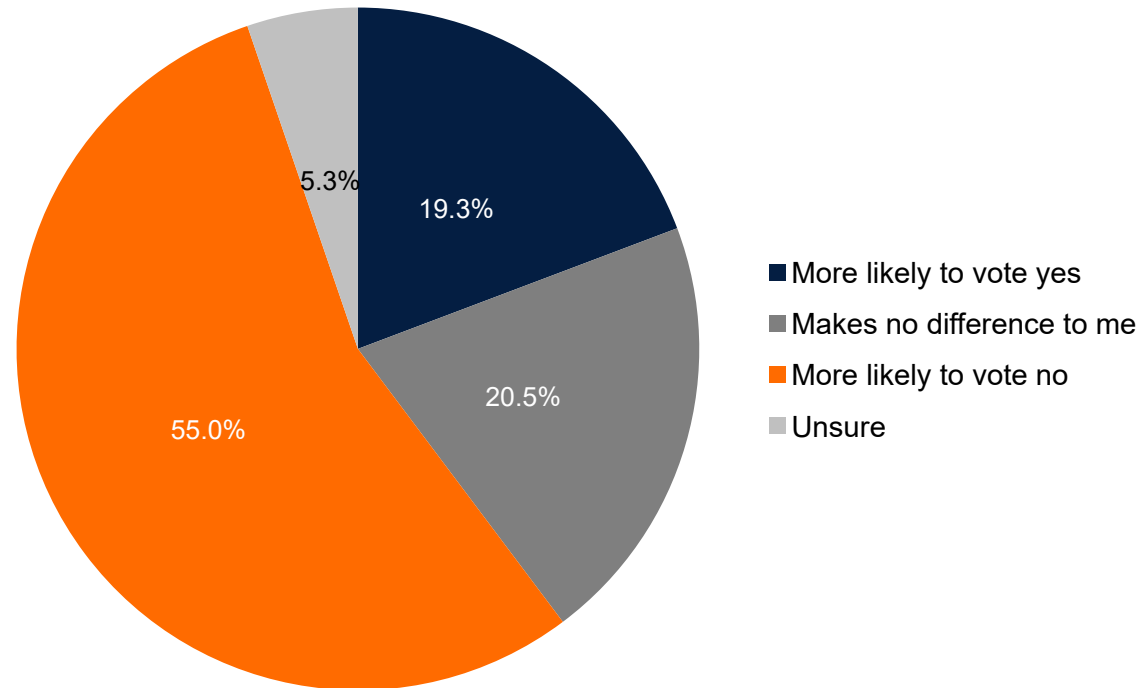
- More likely to vote yes
- Makes no difference to me
- More likely to vote no
- Unsure



# 55% are more likely to vote no after hearing that with rising prices for everything, now is the wrong time to for more taxes

Question 33: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

With rising prices for just about everything, including gas, groceries, utility rates, and housing, this is the wrong time to talk about establishing more taxes. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

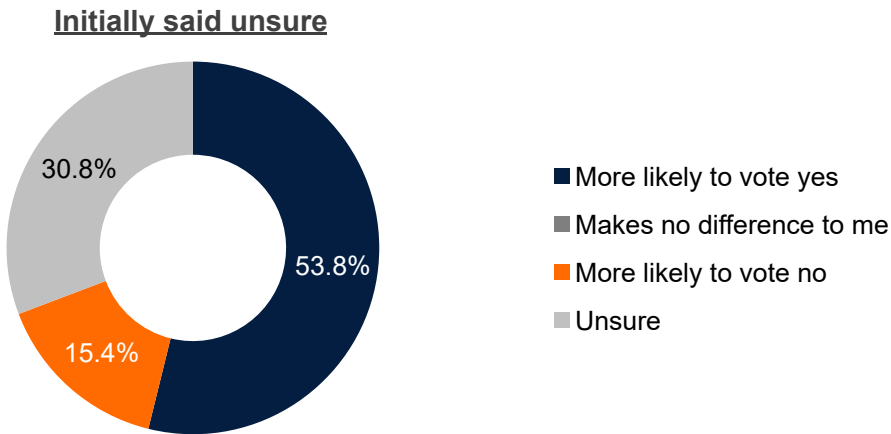
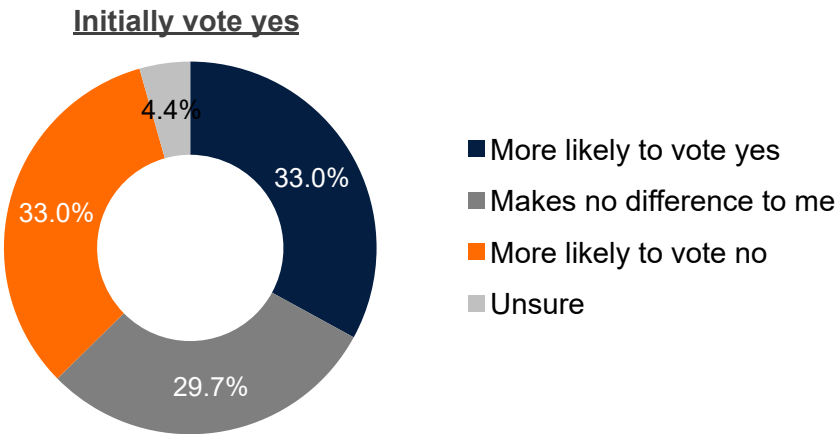


# Message effectiveness by funding mechanism

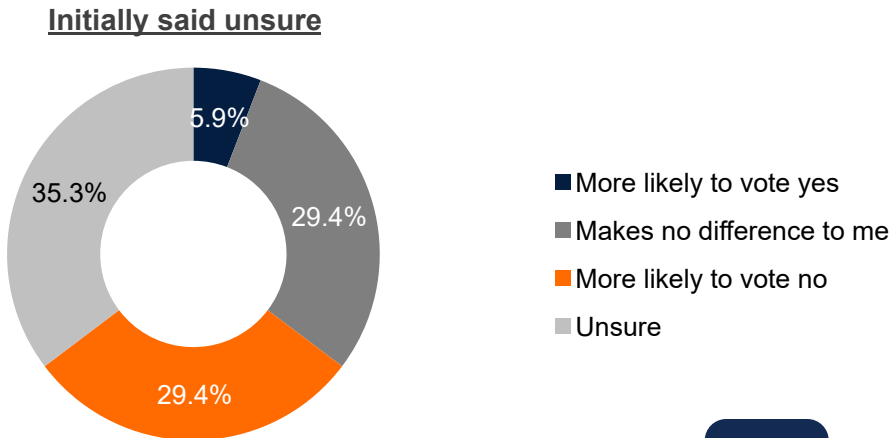
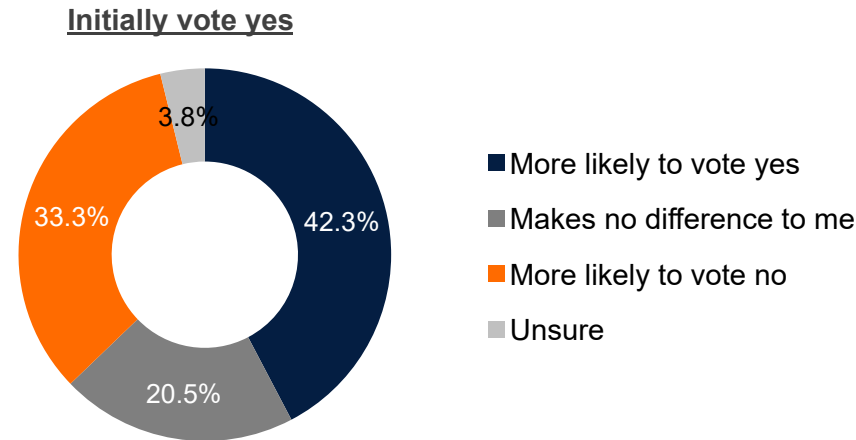
Question 33: We have some additional information about the public safety special tax measure. Please consider each message and indicate whether it makes you more likely to vote yes or more likely to vote no on the ballot measure. If it makes no difference to you, just say so.

With rising prices for just about everything, including gas, groceries, utility rates, and housing, this is the wrong time to talk about establishing more taxes. Does knowing this make you more likely to vote yes or more likely to vote no on the public safety tax measure?

## Sales tax



## Parcel tax



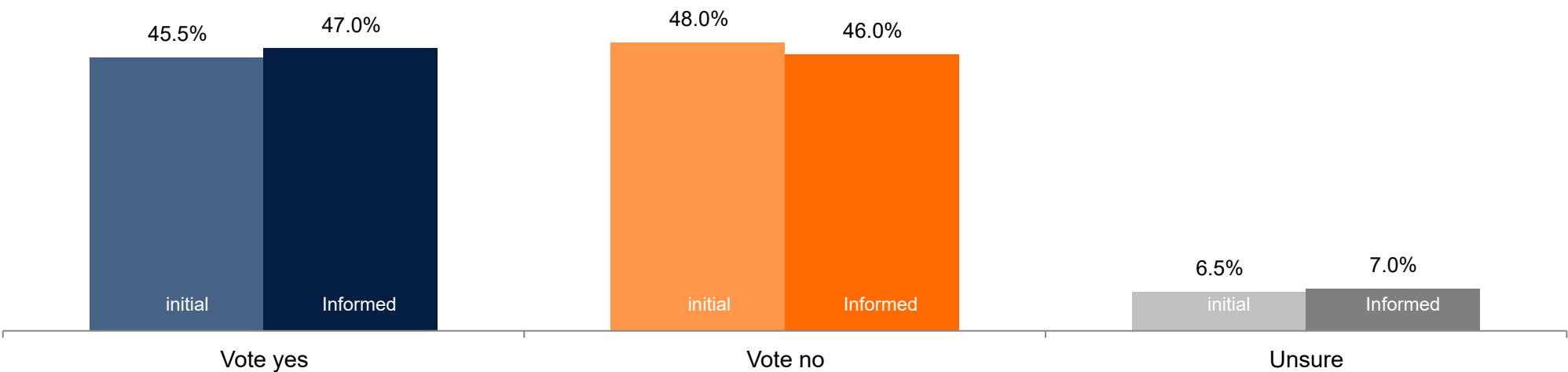
# Message effectiveness

| Positive messages                                                                                                                                                                                                                                                          | % More likely to vote yes |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Without dedicated funding, the City will face cuts to police and fire staffing, slower response times, and reduced public safety services. If there's one area local government must get right, it's keeping residents safe. This measure prioritizes that responsibility. | 54.0%                     |
| With increasing wildfire risks and extreme weather, Pinole must maintain strong fire protection, emergency response capabilities, and disaster readiness. Dedicated funding ensures reliable 911 response, updated equipment, and properly trained first responders.       | 53.8%                     |
| Pinole residents deserve fast response from police, fire, and paramedics. Dedicated funding will maintain staffing levels and ensures help arrives quickly when seconds matter.                                                                                            | 52.8%                     |
| This measure provides stable funding to prevent crime, address property theft, and support proactive policing that keeps neighborhoods safe for families and seniors.                                                                                                      | 51.3%                     |
| Over the past seven years, the City of Pinole has been awarded more than \$6 million in grant funding from the state, federal governments and nonprofits.                                                                                                                  | 27.8%                     |
| Negative message                                                                                                                                                                                                                                                           | % More likely to vote no  |
| With rising prices for just about everything, including gas, groceries, utility rates, and housing, this is the wrong time to talk about establishing more taxes.                                                                                                          | 55.0%                     |

# Informed vote: the measure gains plurality support by a small margin

Question 34: Knowing what you know now, if the election were held today, how would you vote on this ballot measure?

“Shall City of Pinole establish a transactions and use (sales) tax by 0.25% to fund Pinole Police Department services such as patrol response, training, equipment, and dispatch, with all revenue kept local, independent citizens’ oversight and annual audits, generating approximately one million three hundred thousand dollars per year, until ended by voters, requiring two-thirds approval?”  
[SPLIT SAMPLE A]\*

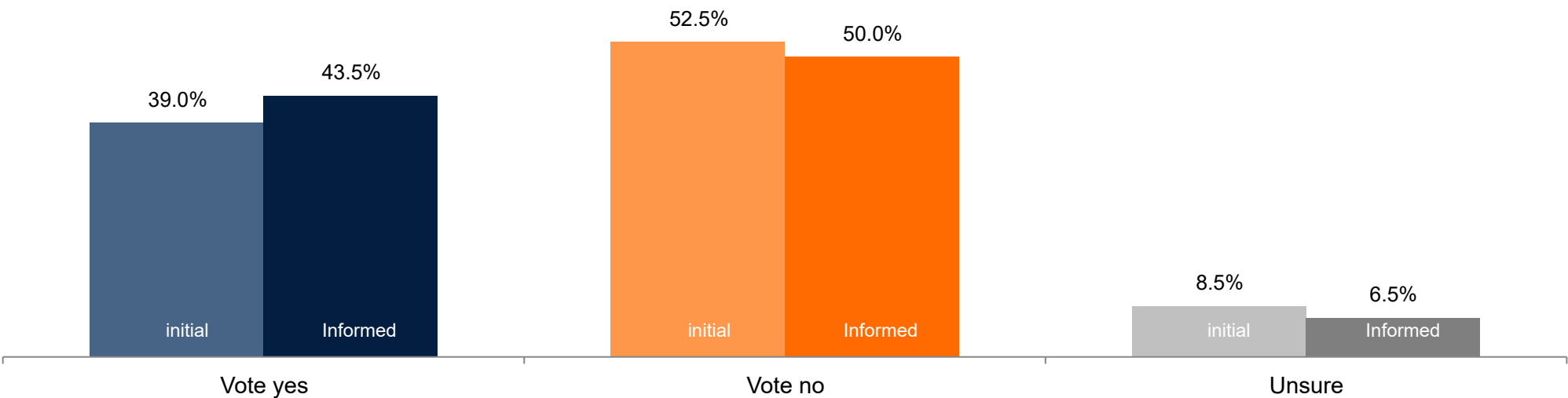


\*Question asked to 200 respondents chosen at random.

# Informed vote: the measure retains majority opposition

Question 35: Knowing what you know now, if the election were held today, how would you vote on this ballot measure?

“Shall City of Pinole establish a \$250 per-parcel annual special tax, to fund Pinole Police Department services such as patrol/response, training, equipment, dispatch, with all revenue kept local, independent citizens’ oversight and annual audits, generating approximately one million five hundred thousand dollars per year, until ended by voters, requiring two-thirds approval?”  
[SPLIT SAMPLE B]\*



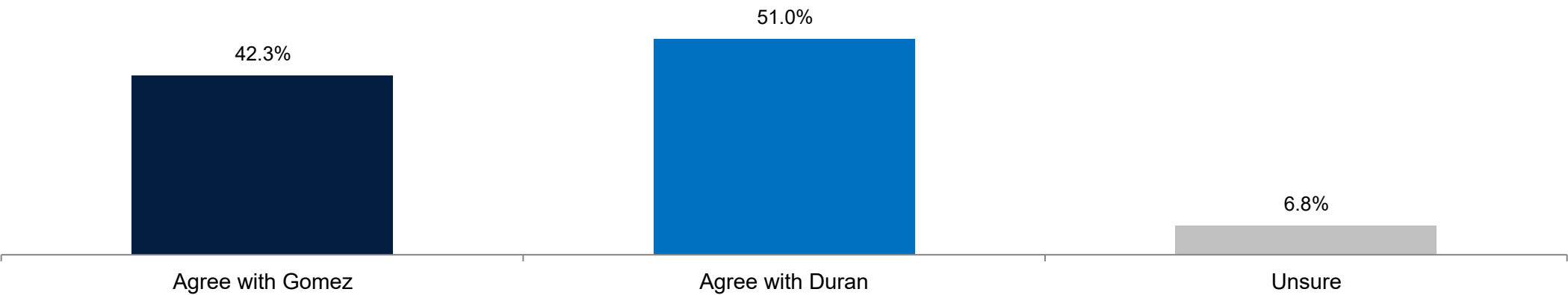
\*Question asked to 200 respondents chosen at random.

# 51% agree with Duran that the City should figure out how to balance their budget without new taxes

Question 36: Here are statements made by two Pinole residents. Please indicate which statement you agree with more.

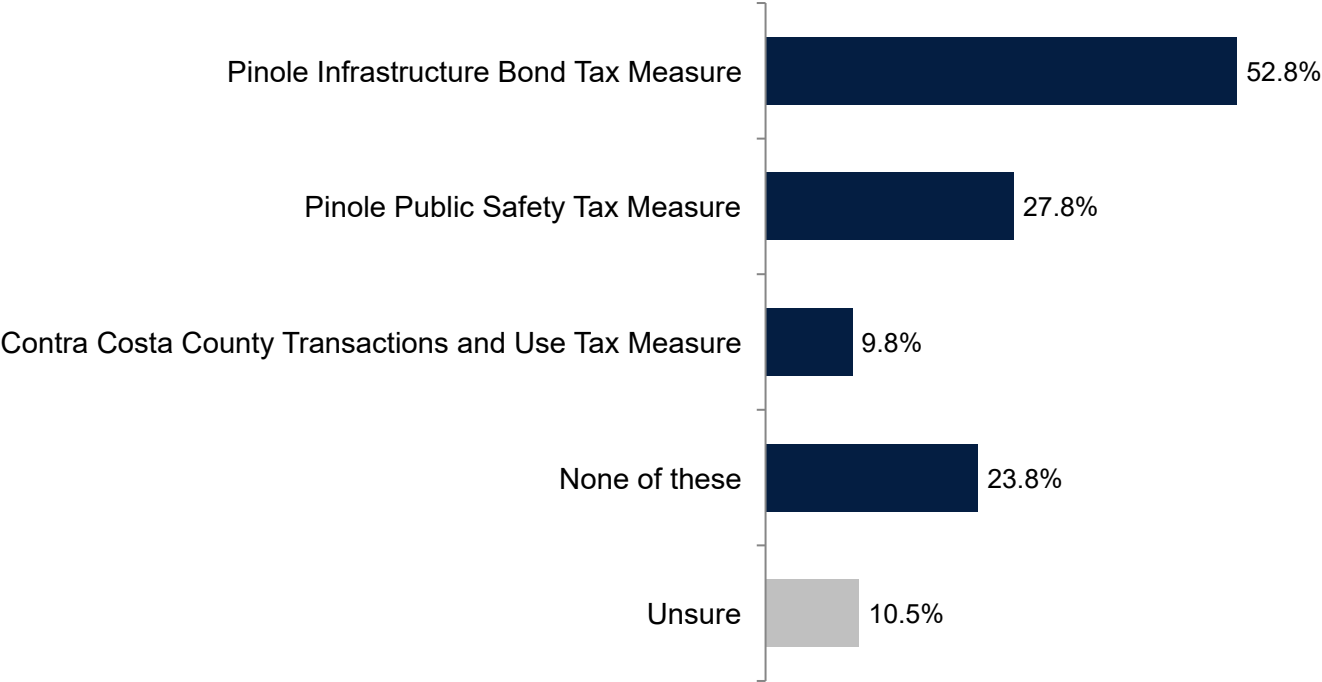
**Gomez** says, “I don’t love taxes, but Pinole needs this special tax to pay for things like police, fire, and responding to emergencies. If it goes away, there will be huge cuts in services, and I don’t think that’s smart.”

**Duran** says, “Everything is already expensive, and I feel like we’re taxed enough as it is. The City should figure out how to balance their budget without establishing even more taxes.”



# 53% would for sure vote for Pinole Infrastructure Bond Tax Measure

Question 37: There may be an additional tax measure placed on the November ballot by Contra Costa County. If approved by voters, the additional 0.625% Transactions and Use (sales) Tax would generate approximately \$150 million to support general operations of the County for a period of five years. Out of the following potential tax measures on the November ballot, which would you for sure vote for? Select all that apply.



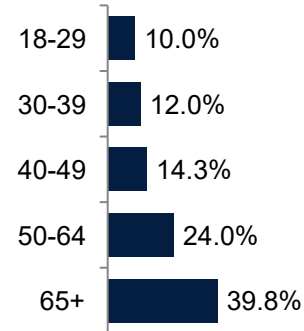
# Likely Voter Demographics

# Respondent demographics by gender, age group, ethnicity, education, household income, and home type

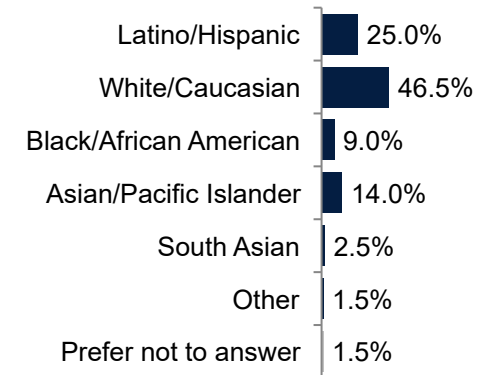
## Gender



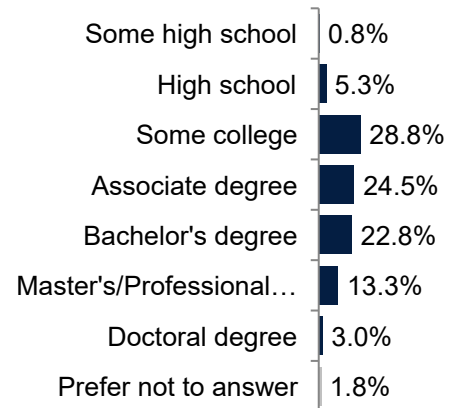
## Age Group



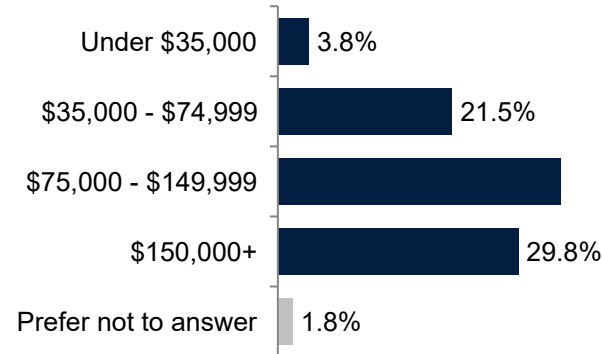
## Ethnicity



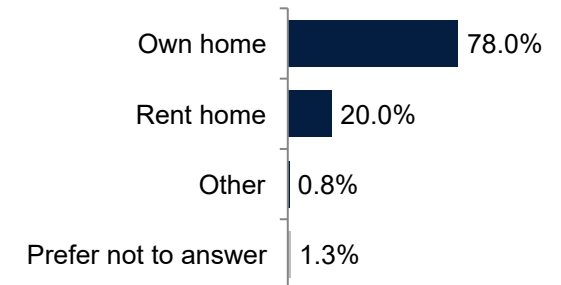
## Education



## HH Income

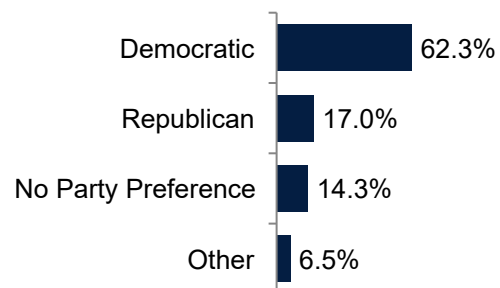


## Home type

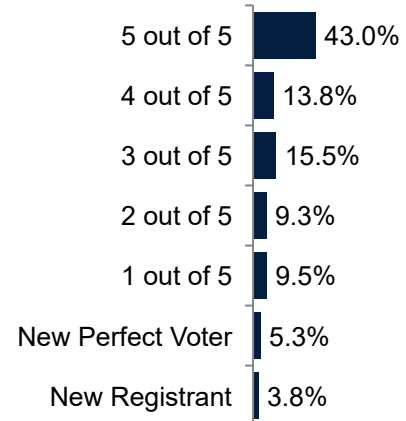


# Respondent demographics by party preference, vote propensity, survey mode, and survey language

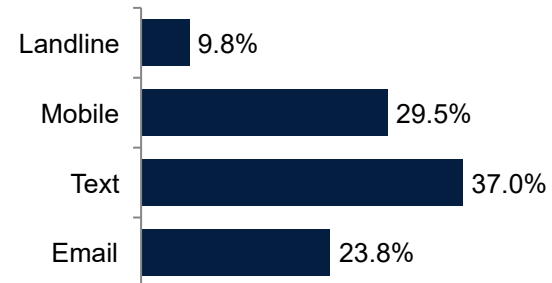
## Party preference



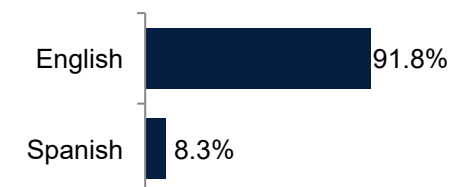
## Vote propensity



## Survey Mode



## Survey Language



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# Questions?

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E: adam@probolskyresearch.com

**Joshua Emeneger, Principal Researcher**

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**Opinion Research on  
Elections and Public Policy**



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