

The City of San Diego

San Ysidro Student Outreach Report

Survey Results and Analysis

SOsborn
9/12/2011

Table of Contents

- Introduction**..... 1
- Outreach Methods** 1
- Beyer Elementary** 2
 - Survey Description..... 2
 - (See Appendix for Survey Results)
 - Commentary 2
 - Fill-In..... 3
 - Analysis of Data..... 4
- Sunset Elementary** 6
 - Survey (Description) 6
 - (See Appendix for Survey Results)
 - Commentary 5
 - Fill-In..... 6
 - Analysis of Data..... 7
- Willow Elementary** 8
 - Survey Description..... 8
 - Commentary 8
 - Fill-In..... 10
 - Analysis of Data..... 11
- Comparative Analysis of Data** 12
- Appendix** i
 - Beyer Elementary i
 - Sunset Elementary iv
 - Willow Elementary vii

1.0 INTRODUCTION

This Student Outreach Report provides a summary and analysis for the San Ysidro Community Plan Update Student Survey conducted by the City of San Diego. Beyer, Sunset and Willow schools' students will serve as a microcosm of information about the greater San Ysidro community and is part of the City of San Diego's effort to encourage a conversation about basic transportation, planning concepts, and local pedestrian safety. The City of San Diego worked collaboratively with the residents (adults and children/students) of San Ysidro in making community improvements and sought input on the following topics:

- Community aesthetics
- Building
- Mass transit i.e. buses, trolley
- Traffic and pedestrian safety
- Bike and pedestrian access
- Safe routes to school

Members of the San Ysidro Community Plan Update team visited Beyer, Sunset and Willow schools, offered presentations, and in association with RMDesign Group, a consulting firm, surveyed selected 5th grade classrooms.

2.0 OUTREACH METHODS

In May, 2011, the San Ysidro School District approved student participation in the San Ysidro Community Plan Update Student Survey being completed by the City of San Diego. Letters were distributed to parents for information and permission was given to students participating in the survey. The surveys were conducted at Sunset Elementary, Beyer Elementary and Willow Elementary on June 16, 2011, in a fifth grade classroom at each school. The surveys were conducted by RMDesign Group. The questions sought to elicit the students' perspectives on a variety of topics including community health and safety, urban design, transportation and the environment. Questions were asked in three separate categories. The first category was a voting-booth style survey, in which students were asked to choose from a select group of answer choices. The second category was a series of follow-up questions that allowed for free commentary on specific questions asked in the aforementioned survey. The third category provided students with four questions with fill-in answers. The following is a summary of the data obtained and an analysis of the trends that emerged from the data.

3.0 RESULTS AS DIVIDED BY SCHOOL

3.1 Beyer Elementary

Located at 2312 East Beyer Way San Diego, CA 92173, the school services the East Beyer and Hill St. Neighborhoods located east of the 805 freeway.

3.1.1 Survey

The survey asks twenty-six questions about modes of transportation, shopping habits, and leisure activities that the students engage in. The survey also asks for opinions about how to improve the city (more streetlights, more trees) by asking yes or no questions and assesses students' views on urban design by asking students to evaluate several photos of buildings located elsewhere in San Diego.

For survey results, see **APPENDIX 3.1.a Beyer Elementary** on page i.

3.1.2 Commentary

The above survey was followed up with less formal conversational methods that were used to ascertain the students' perspectives on their community. The raw information gathered is synthesized below.

Each follow-up question corresponds to the above survey question number in parentheses. The survey can be found on page i.

Example: (#5) What is your favorite shop in San Ysidro?

This follow-up question and subsequent responses correspond to the #5 survey question "Do you shop in San Ysidro?"

- A. (#2) What does it mean to feel safe?
 - Being with friends
 - Sidewalks
 - Bridges
- B. (#2) What makes you feel unsafe?
 - Predators
 - Homeless near bridge
 - Lack of lighting
- C. (#8) What streets are most important?
 - East Beyer
 - Cypress

- D. (#18) What makes you feel safe while riding your bike?
 - A chain
 - Other people around
 - Bikes lanes (appropriate width)
- E. (#19) Where should we put bike racks?
 - Parks
 - Schools
 - 7/11 convenience stores
 - My house
- F. (#20) Where should a festival go?
 - Chavez Park
 - Behind Walmart
- G. (#23-27) What do you like about your school?
 - Elevators
 - Colorful
 - Modern
 - Looks like a ranch

3.1.3 Fill-In

The following information was gathered and synthesized from a set of four questions about the San Ysidro community entitled “What do you think?”. The answers were then sorted and tallied. It should be noted that a large number of answers were omitted because they were outside the community. Some of these did not offer significant insight (i.e. “Disneyland” and “Legoland”. Some were indicative of a possible lack of amenities within the community itself. For example, pizza parlors were the most named destination outside the community.

Table 1

	<u>What is your favorite place to visit in San Ysidro?</u>	
Las Americas		25
Parks		13
Library		2
Restaurants		1
Walmart		2

Table 2

<u>Why do you like living in San Ysidro?</u>	
I don't live in SY	2
My friends and family are here	18
Many stores to shop	1
It is beautiful	3
Parks	6
I can go outside	1
It feels safe	5
Close to Tijuana	3
Weather	1
My backyard	1

Table 3

<u>What would make San Ysidro better?</u>	
More places	4
Less trash/litter in the street	10
Better safety	2
More trees	6
More recycling	3
More landscaping/nature	4
More space for cars/buses	1
More/better homes	9
More/better sidewalks	4
More parks	3
Use less water	1
More/better schools	1

Table 4

<u>Where do you spend most of your time outside of school and home?</u>	
Parks	15
Tijuana	1
Friend's House/Neighborhood	2
Library	24
After-School Program	1
Riding my bike	1

3.1.4 Analysis of Data

The students of Beyer elementary listed their primary concerns as safety-based. Students reported feeling safer with family and friends and less safe in places where they were exposed to strangers or homeless. Their exposure most commonly occurred along their path to school. Beyer students reported seeing homeless on and around the derelict land surrounding pedestrian bridge landings. A lack of street lighting and trash in the streets also contributed to feelings of insecurity. Beyer students are active within their community and frequently walk or bike to get to school, various parks and around town, which contributes to a close-knit neighborhood feeling. They would like to see more landscaping and trees to create an aesthetically pleasing environment.



Figure 1-Dirty roads contribute to feelings of insecurity

3.2 Sunset Elementary

Sunset elementary is located at 3825 Sunset Lane San Diego, CA 92173. The school services the historic Sunset neighborhood located primarily between the 5 freeway and Beyer Blvd.

3.2.1 Survey

The survey asks twenty-six questions about modes of transportation, shopping habits, and leisure activities that the students engage in. The survey also asks for opinions about how to improve the city (more streetlights, more trees) by asking yes or no questions and assesses students' views on urban design by asking students to evaluate several photos of buildings located elsewhere in San Diego.

For survey results, see **APPENDIX 3.2.a Sunset Elementary** on page iv.

3.2.2 Commentary

The aforementioned survey was followed up with less formal conversational methods that were used to ascertain the students' perspectives on their community. The raw information gathered is synthesized below.

The follow-up question corresponds to the above survey question number in parentheses. The survey can be found on page xvii.

Example: (#5) What is your favorite shop in San Ysidro?

This follow-up question and subsequent responses correspond to the #5 survey question "Do you shop in San Ysidro?"

A. (#2) Do you feel safe walking to school? Why or why not?

Yes

- I am comfortable in my neighborhood
- I am with my parents
- A lot of people around

No

- Friend was followed by a creepy guy
- People around make me feel unsafe
- Not enough police

B. (#2) What would make the walk better?

- No littering
- Less trash

- C. What places do you go?
- School
 - Las Americas
 - Beach
- D. (#8) What is the worst street in town?
- Elm St.
 - San Ysidro Blvd
 - Cottonwood
- E. (#12) Where are more lights needed?
- Elm St
 - San Ysidro Blvd
 - Silver Wing Blvd
 - Beyer Blvd
 - Black Shaw Lane
 - Cottonwood
- F. (#18) Do you feel safe on a bike? Why or why not
- Because I know how to ride a bike
 - I use my helmet
 - Experience
 - I'm afraid of my bike being stolen
 - There are not enough bike racks



Figure 2- Parks are one of San Ysidro students' favorite gathering places

3.2.3 Fill-In

The following information was gathered and synthesized from a set of four questions about the San Ysidro community entitled “What do you think?”. The answers were then sorted and tallied. It should be noted that a large number of answers were omitted because they were outside the community.

Table 1

<u>What is your favorite place to visit in San Ysidro?</u>	
Friends/Family Home	2
Fast Food	8
Local stores	1
Movies	3
Gamestop	5

Table 2

<u>Why do you like living in San Ysidro?</u>	
My friends and family are here	9
It is beautiful	6
I can go outside	1
It feels safe	13
Close to Tijuana	1
It's clean	3
Places/things to do	8
Weather	3
Walkable/close	6

Table 3

<u>What would make San Ysidro better?</u>	
More places	2
Less trash/litter in the street	24
Better safety	9
More recycling	11
More landscaping/nature	3
More/better homes	1
More/better sidewalks	1
More/better schools	3
Traffic calming	4

Table 4

<u>Where do you spend most of your time outside of school and home?</u>	
Parks	19
Tijuana	7
Mall	3
Friend's House/Neighborhood	17
Library	3
Extracurricular	3
Fast Food	1

3.2.4 Analysis of Data

The Sunset students generally indicate high levels of walking and car usage as modes of transportation. The percentage of students who take cars to school indicates that the Sunset families may have higher rates of auto ownership or are more likely to be multi-vehicle families. Sunset students report less safety concerns as they most often cite that they do feel safe walking and biking freely in their neighborhoods. Contributing to feelings of insecurity is dirtiness or litter in the streets. Sunset students seem to feel attachment to their communities because of high levels of park usage and saying that their favorite part of San Ysidro is the close proximity of their family and friends. These students also seemed to possess strong feelings about the environment with the most favorable views of a community garden, a desire for better trees and landscaping, and increased recycling.

3.3 Willow Elementary

Willow Elementary, located at 226 Willow Road San Diego, CA 92173 serves the Southern community of San Ysidro southwest of the 5 freeway and just north of the US-Mexican border. As a result of its location, not all students call San Ysidro home, thus the response pool was smaller for Willow than the other two schools as only permanent residents' responses were counted. The neighborhood is denser than the majority of San Ysidro and consists primarily of multifamily housing units.

3.3.1 Survey

The survey asks twenty-six questions about modes of transportation, shopping habits, and leisure activities that the students engage in. The survey also asks for opinions about how to improve the city (more streetlights, more trees) by asking yes or no questions and assesses students' views on urban design by asking students to evaluate several photos of buildings located elsewhere in San Diego.

For survey results, see **APPENDIX 3.3.a Willow Elementary** on page vii.

3.3.2 Commentary

The above survey was followed up with less formal conversational methods that were used to ascertain the students' perspectives on their community. The raw information gathered is appendicized below. The survey can be found on page vii.

The follow-up question corresponds to the above survey question number in parentheses.

Example: (#5) What is your favorite shop in San Ysidro?

This follow-up question and subsequent responses correspond to the #5 survey question "Do you shop in San Ysidro?"

- A. (#2) Do you feel safe walking to school? Why or why not?
 - No- get picked on by strangers
- B. (#7) What should be done to help the environment in SY?
 - Clean up streets, flowers
 - Start a recycling program
 - Less litter
- C. (#8) What streets need to be cleaned up most?
 - Calle Primera
 - Willow
 - San Ysidro Blvd
- D. (#12) Where should there be more lights?
 - Chavez Park

- The mall
- Camino de la Playa

E. (#18) Do you feel safe riding your bike? Why or why not?

Yes

- I know the people in my neighborhood
- I wear a helmet
- I am with friends/family
- I ride safely

No

- I get lost/need signs

F. (#19) Do you need more places to lock up your bike? Where?

- Schools
- Parks
- Las Americas

G. (#23) Do you want to see this building in SY? Why/Why not?

Yes

- More stores/shops
- Big spaces
- More jobs

No

- No; no trees
- Takes up too much space

H. (#24) Do you want to see this building in SY? Why/Why not?

Yes

- It's big/cool
- Nice windows
- Nice color/pretty

No

- Not enough landscaping/plants

I. (#25) Do you want to see this building in SY? Why/Why not?

Yes

- Tall, beautiful
- Not too modern. Like the brick

No

- No trees
- Looks old
- No parking
- Don't like the color

J. (#26) Do you to want to see this building in SY? Why/Why not?

- Big, pretty, beautiful
- Like the trees
- A lot of plants

3.3.3 Fill-In

The following information was gathered and synthesized from a set of four questions about the San Ysidro community entitled “What do you think?”. The answers were then sorted and tallied. It should be noted that a large number of answers were omitted because they were outside the community.

Table 1

<u>What is your favorite place to visit in San Ysidro?</u>	
Las Americas	24
Parks	24
Friend/ Family Home	2
Target	1
Ross	4
Fast Food	3
Local Stores	3

Table 2

<u>Why do you like living in San Ysidro?</u>	
My friends and family are here	3
Parks	7
It feels safe	3
Places/things to do	3
Walkable/close	3
My school	2
Fast food	1
My house/yard	1

Table 3

<u>What would make San Ysidro better?</u>	
More places	3
Less trash/litter in the street	14
Better safety	3
Less Traffic	2
More stores	4
More trees	4
More recycling	9
More landscaping/nature	5

Table 4

<u>Where do you spend most of your time outside of school and home?</u>	
Parks	19
Tijuana	7
Mall	3
Friend's House/Neighborhood	17
Hospital	3
Fast Food	3
Riding my bike	1

3.3.4 Analysis of Data

Based on the given responses, Willow students immensely enjoy park space and the amenities of Las Americas shopping, which provide safe, fun sources of entertainment. The majority of students responded that San Ysidro would be a better place to live if there was less trash and litter and more landscaping and recycling in their neighborhoods. Environmental aesthetics are essential in creating an environment that feels safe for students. Willow students tend to walk or use public transportation such as buses and the trolley more often than cars. They are concerned about housing needs in their communities and would like to see improvements in homes for their friends and families. Willow students' responses indicated the importance of family and friends in creating a secure and enjoyable neighborhood.



Figure 3-Las Americas is a San Ysidro hot spot and binational attraction

4.0 Comparative Analysis of Data

While the students of Beyer, Sunset and Willow all stem from various demographic backgrounds, they showed similar interests in and concerns about their communities. Overall, San Ysidro seems to retain characteristics of a close-knit, small town. This is indicated by the percentage of students who walk and bike frequently in their communities as well as visit parks and local shops. It is also signified by the students' opinions which denote a lack of certain amenities such as pizza parlors or movie theatres.

The students have strong opinions on their environment and urban design. The majority of students responded to the question "What would you do to make San Ysidro better?" with answers such as cleaning the streets, planting more trees and recycling. The use of public transportation did vary with each school. Based on student answers, the communities surrounding Willow elementary and Beyer elementary probably have higher usage of buses and trolleys, and more often answered with bikes and walking as modes of transportation. This could be indicative of lower auto ownership in these communities, lower multi-vehicle ownership; or if the family has the means of owning multiple vehicles, it could be related to lack of multi-vehicle parking space. Architecturally, the students, when shown photos of different architectural styles were more favorable of classic, Spanish-renaissance inspired design with positive opinions in the 90 percent range. This photo also contained more landscaping around building than any other photo which dramatically increased favorable views of the building itself. By contrast, the students were much more divisive when shown photos of more modern architecture indicating an intrinsic cultural and historical awareness of the San Ysidro community.

The nutritional and health information that can be gleaned from the survey questions and answers is limited, but points to certain trends. The students of Sunset elementary reported higher intakes of fruits and vegetables and were much more favorable in their opinion of a community garden and the effect it could have on their nutritional well-being. Interestingly, Sunset students named fast food locations as some of their favorite places to visit in San Ysidro, though this could be because fast food is seen as a treat or rarity in their diets. Students from Beyer and Willow reported a lower fruit and vegetable intake, but marginally higher physical activity.

Students of Beyer, Sunset and Willow clearly care for their community, with emphasis on bettering public streets and sidewalks as well as the environment. They would like to see better homes, more jobs, and a gathering place to celebrate festivals and other community events.

APPENDIX

3.1.a Beyer Elementary Survey Results

1. How do you get to school?					
Walk	Bike	Bus	Trolley	Car	
51%	0%	9%	2%	38%	
2. Do you feel safe walking to school?					
Yes	No				
70%	30%				
3. What is your primary form of transportation?					
Walk	Bus	Bike	Trolley	Car	
32%	4%	19%	0%	45%	
4. Which would you like more of in San Ysidro?					
Parks	Entertainment Places	Shopping Places	Movies	Places to Eat	Other
2%	23%	38%	21%	2%	13%
5. Do you shop in San Ysidro?					
Yes	No				
77%	23%				
6. Should there be more jobs in San Ysidro?					
Yes	No				
92%	8%				
7. Do you think more things should be done to help the environment in San Diego?					
Yes	No				
80%	20%				
8. Do you think the streets or sidewalks that you use need to be cleaner or fixed up?					
Yes	No				
96%	4%				
9. Do you feel safe walking through the crosswalks?					
Yes	No				
51%	49%				
10. Do you think there should be more street trees where you walk?					
Yes	No				
77%	23%				

APPENDIX

11. Do you think there should be more benches where you walk?				
Yes	No			
98%	2%			
12. Do you think there should be more street lights where you walk?				
Yes	No			
67%	33%			
13. Do you think a community garden would help encourage kids to eat healthy				
Yes	No, but it would be fun	No, kids wouldn't benefit from them		
44%	27%	29%		
14. How many servings of fruits and vegetables do you eat each day?				
1 to 2	3 to 5	More than 5	None	
15%	21%	25%	40%	
15. How much physical activity do get a day?				
0-30 mins	30-60 mins	More than 60 mins		
14%	18%	67%		
16. Do you ride a bike?				
Yes	No			
81%	19%			
17. How many days a week do you ride a bike?				
0 days	1-2 days	3-4 days	5-7 days	
24%	13%	11%	51%	
18. Do you feel safe riding your bike to school or to the park?				
Yes	No			
59%	41%			
19. Do you need more places to lock up your bike?				
Yes	No			
81%	15%			
20. Do you think San Ysidro needs a place for festivals?				
Yes	No			
87%	13%			
21. Do you think San Ysidro needs more hiking and biking trails?				
Yes	No			
94%	6%			
22. Does San Ysidro need better homes for families?				
Yes	No			
87%	13%			



23. Would you like to see this building in San Ysidro? (at left)

Yes	No			
85%	15%			



24. Would you like to see this building in San Ysidro? (at right)

Yes	No			
91%	9%			



25. Would you like to see this building in San Ysidro? (at left)

Yes	No			
66%	34%			



26. Would you like to see this building in San Ysidro? (at left)

Yes	No			
96%	4%			

APPENDIX

3.2.a Sunset Elementary Survey Results

1. How do you get to school?					
Walk	Bike	Bus	Trolley	Car	
41%	3%	0%	0%	55%	
2. Do you feel safe walking to school?					
Yes	No				
67%	33%				
3. What is your primary form of transportation?					
Walk	Bus	Bike	Trolley	Car	
7%	2%	9%	0%	74%	
4. Which would you like more of in San Ysidro?					
Parks	Entertainment Places	Shopping Places	Movies	Places to Eat	Other
10%	29%	12%	7%	10%	31%
5. Do you shop in San Ysidro?					
Yes	No				
74%	26%				
6. Should there be more jobs in San Ysidro?					
Yes	No				
79%	21%				
7. Do you think more things should be done to help the environment in San Diego?					
Yes	No				
88%	12%				
8. Do you think the streets or sidewalks that you use need to be cleaner or fixed up?					
Yes	No				
97%	3%				
9. Do you think the streets need more crosswalks?					
Yes	No				
51%	49%				
10. Do you think there should be more street trees where you walk?					
Yes	No				
84%	16%				

APPENDIX

11. Do you think there should be more benches where you walk?				
Yes	No			
88%	12%			
12. Do you think there should be more street lights where you walk?				
Yes	No			
93%	7%			
13. Do you think a community garden would help encourage kids to eat healthy?				
Yes	No, but it would be fun	No, kids wouldn't benefit from them		
72%	24%	3%		
14. How many servings of fruits and vegetables do you eat each day?				
1 to 2	3 to 5	More than 5	None	
10%	31%	38%	21%	
15. How much physical activity do get a day?				
0-30 mins	30-60 mins	More than 60 mins		
16%	26%	58%		
16. Do you ride a bike?				
Yes	No			
82%	18%			
17. How many days a week do you ride a bike?				
0 days	1-2 days	3-4 days	5-7 days	
21%	18%	14%	46%	
18. Do you feel safe riding your bike to school or to the park?				
Yes	No			
62%	38%			
19. Do you need more places to lock up your bike?				
Yes	No			
81%	19%			
20. Do you think San Ysidro needs a place for festivals?				
Yes	No			
88%	12%			
21. Do you think San Ysidro needs more hiking and biking trails?				
Yes	No			
89%	11%			
22. Does San Ysidro need better homes for families?				
Yes	No			
97%	3%			

APPENDIX



23. Would you like to see this building in San Ysidro? (at left)

Yes	No			
45%	55%			



24. Would you like to see this building in San Ysidro? (at right)

Yes	No			
84%	16%			



25. Would you like to see this building in San Ysidro? (at left)

Yes	No			
66%	34%			



26. Would you like to see this building in San Ysidro? (at left)

Yes	No			
93%	7%			

APPENDIX

3.3.a Willow Elementary Survey Results

1. How do you get to school?					
Walk	Bike	Bus	Trolley	Car	
53%	2%	13%	2%	30%	
2. Do you feel safe walking to school?					
Yes	No				
72%	28%				
3. What is your primary form of transportation?					
Walk	Bus	Bike	Trolley	Car	
22%	4%	7%	2%	65%	
4. Which would you like more of in San Ysidro?					
Parks	Entertainment Places	Shopping Places	Movies	Places to Eat	Other
23%	19%	31%	8%	15%	4%
5. Do you shop in San Ysidro?					
Yes	No				
92%	8%				
6. Should there be more jobs in San Ysidro?					
Yes	No				
74%	26%				
7. Do you think more things should be done to help the environment in San Diego?					
Yes	No				
92%	8%				
8. Do you think the streets or sidewalks that you use need to be cleaner or fixed up?					
Yes	No				
89%	11%				
9. Do you think San Ysidro needs more crosswalks?					
Yes	No				
42%	58%				
10. Do you think there should be more street trees where you walk?					
Yes	No				
81%	19%				

APPENDIX

11. Do you think there should be more benches where you walk?				
Yes	No			
85%	15%			
12. Do you think there should be more street lights where you walk?				
Yes	No			
94%	6%			
13. Do you think a community garden would help encourage kids to eat healthy				
Yes	No, but it would be fun	No, kids wouldn't benefit from them		
81%	13%	6%		
14. How many servings of fruits and vegetables do you eat each day?				
1 to 2	3 to 5	More than 5	None	
17%	17%	49%	17%	
15. How much physical activity do get a day?				
0-30 mins	30-60 mins	More than 60 mins		
30%	23%	47%		
16. Do you ride a bike?				
Yes	No			
91%	9%			
17. How many days a week do you ride a bike?				
0 days	1-2 days	3-4 days	5-7 days	
21%	21%	15%	43%	
18. Do you feel safe riding your bike to school or to the park?				
Yes	No			
77%	23%			
19. Do you need more places to lock up your bike?				
Yes	No			
83%	17%			
20. Do you think San Ysidro needs a place for festivals?				
Yes	No			
81%	19%			
21. Do you think San Ysidro needs more hiking and biking trails?				
Yes	No			
94%	6%			
22. Does San Ysidro need better homes for families?				
Yes	No			
90%	10%			

APPENDIX



23. Would you like to see this building in San Ysidro? (at left)

Yes	No			
66%	34%			



24. Would you like to see this building in San Ysidro? (at right)

Yes	No			
91%	9%			



25. Would you like to see this building in San Ysidro? (at left)

Yes	No			
62%	38%			



26. Would you like to see this building in San Ysidro? (at left)

Yes	No			
91%	9%			