



COMMUNITY PLANNING GROUP EXPERIENCE SURVEY

Background

The Planning Department conducted an online survey from Dec. 16, 2019 until Jan. 31, 2020 to gather public input on Community Planning Groups (CPGs). The purpose was to determine how to enhance community engagement on land use matters. The survey was distributed via email to everyone on the department's Community Planning Group email mailing list, which includes current CPG members, past CPG members, and individuals who have requested to get email updates of agendas of any CPG. The email list contained 1,876 contacts at the time of survey distribution. In addition to the email distribution, the survey was open to the public and posted on the Department's webpage. The City's Communications Department shared the survey on its social media outlets, such as Facebook and Nextdoor, and based on survey responses, it appears the survey was also reposted on other profiles and pages.

Questions

The survey contained these 19 questions, five of which were directed at survey takers who currently or previously served on a CPG:

- Please select the Community Planning Area where your primary residence, business, or property is located.
- Which of the following best describes you?
 - Community Resident
 - Community Property Owner or Owner Representative
 - Community Business Person or Business Representative
- Do you currently serve, or have you previously served, on your Community Planning Group?
 - No
 - Yes
 - How many total years have you served on your Community Planning Group?

- Why did you initially join your Community Planning Group?
 - Please rate your overall level of satisfaction with your Community Planning Group experience. (1-10)
 - What do you like best about your Community Planning Group experiences?
 - How could your Community Planning Group experiences be improved?
- Please rate your overall level of satisfaction with the City's Community Planning Group system. (1-10)
- In what way could Community Planning Groups help ensure diverse community representation, performance, and transparency to better represent the community on land use matters?
- What are the top 3 community planning issues that are most important to you?
- Which of the following best describes your employment status?
 - Employed full-time
 - Retired
 - Employed part-time
 - Unpaid volunteer
 - Homemaker
 - Unemployed
 - Student
- What is your primary means or method of transportation?
 - Personal motorized vehicle (e.g. car, van, motorcycle)
 - Bike and/or scooter
 - Public transportation (e.g. train, trolley, bus)
 - Walk
 - Other
 - Ride-share service (e.g. Uber, Lyft)
 - Van or carpool
- Do you rent or own your home?
 - Own
 - Rent
- Is your home single- or multi-family?
 - Single-family
 - Multi-family (e.g. apartment, condominium, duplex)
- Which of the following best describes your age?
 - 18-29 years old
 - 30-39 years old
 - 40-49 years old
 - 50-59 years old
 - 60-69 years old
 - 70-79 years old
 - 80+ years old
- With what gender do you identify?
 - Female
 - Male
 - Non-binary

- With what race do you identify? (one or multiple selections offered)
 - American Indian or Alaskan Native
 - Asian
 - Black or African American
 - Hispanic or Latino/a
 - Native Hawaiian or Other Pacific Islander
 - White or Caucasian
- If you have any other input regarding Community Planning Groups and how to enhance community engagement on land use matters, please note it below.

Responses

The survey yielded 912 responses. Every response to the survey is publicly accessible using the following website link: <https://tinyurl.com/citysd>. The site provides a simple bar graph for each multiple choice question, and the individual responses for each open-ended question. A summary to each question is also provided in the sections below. In light of the fact that the survey was intended to gauge the taker's "Community Group Experience," the responses below have been formatted to show the results for individuals who have served or are currently serving on a CPG separately from those who have not. The linked summary, in contrast, shows all data combined. In addition, for open-ended questions, generalized answers have been developed to cover the most commonly reported answers. However, all open-ended responses are available via the link above. For all graphed answers, non-responsive answers were eliminated from the graph for clarity. The link also provides a total number of responses for each question, identifying the number of non-responses compared to the total number of survey takers.

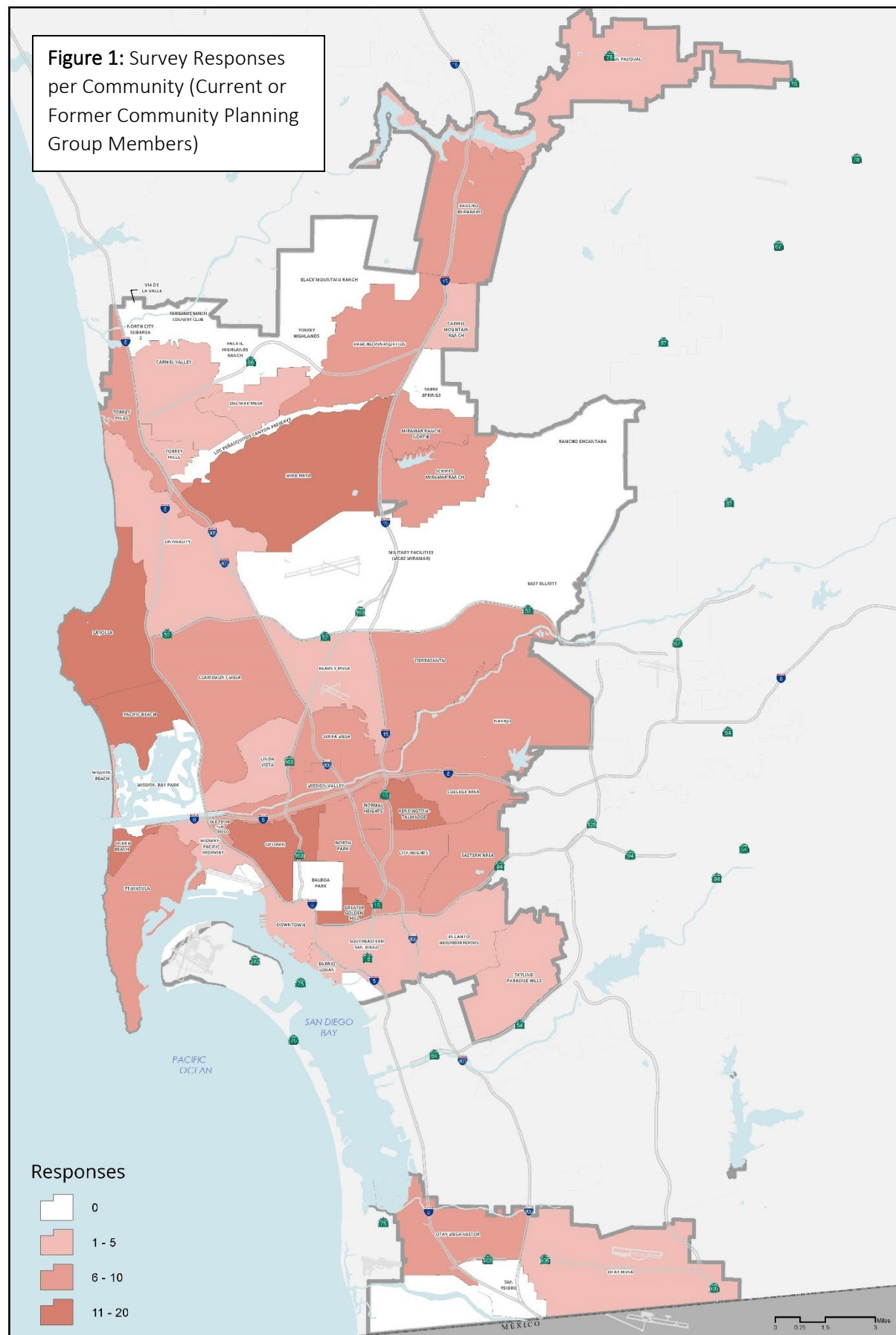
It is important to note this is not a statistically-valid survey. The survey does not capture a representative sample of a cross-section of San Diego residents, nor of current/former CPG members. Rather, the survey was self-selecting, meaning people who took the survey sought to communicate their experiences to the Planning Department, which was seeking input. The demographic questions provide insights into the people who chose to take the survey. The following responses should be equated to responses that would be captured using a "comment card" or other instrument to solicit direct feedback. Although the results are not statistically valid, they are still informative because they provide insights into the best available data. This is the first time this type of data has been collected and these results will be used to inform how to do more robust outreach in the future.

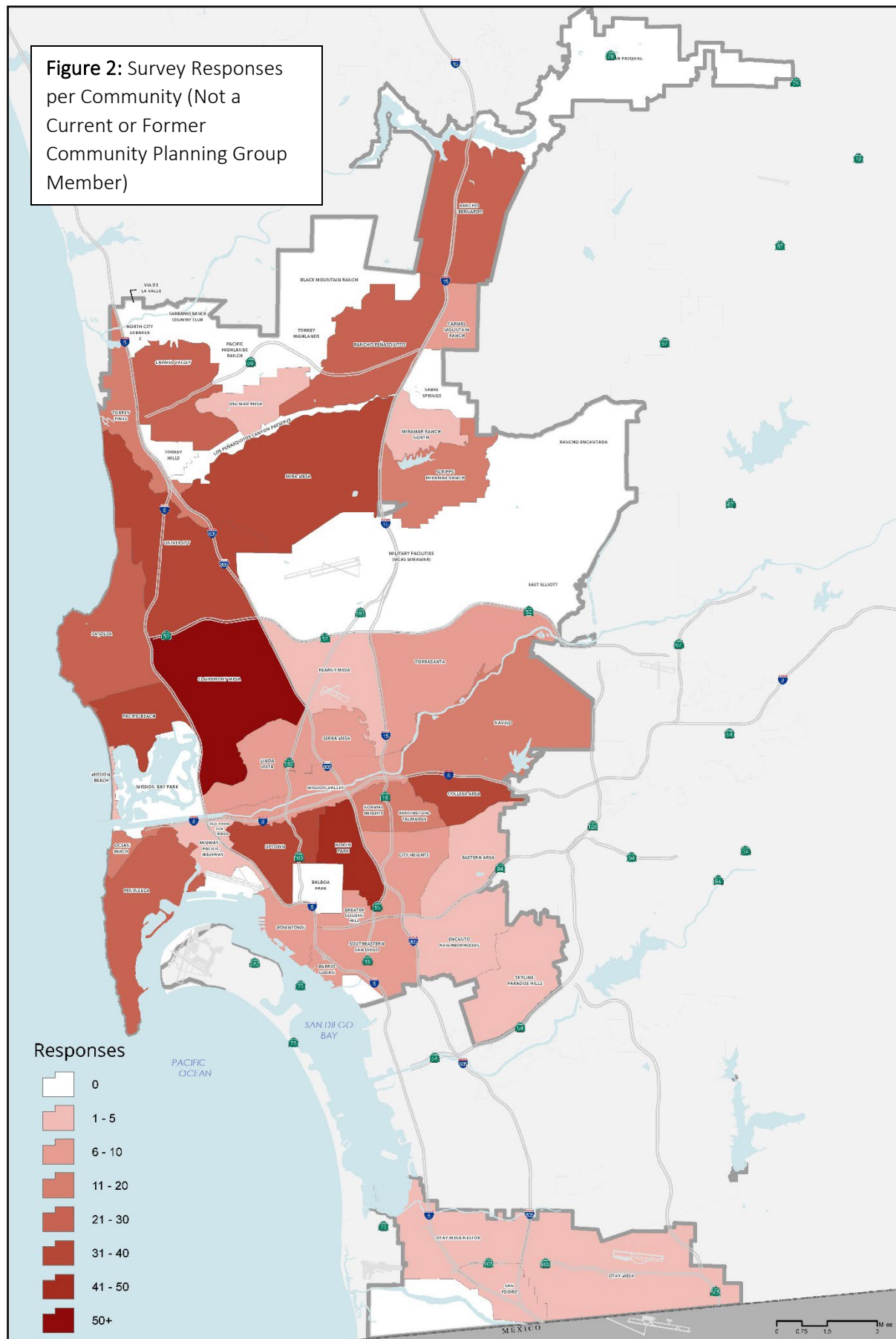
Please select the Community Planning Area where your primary residence, business, or property is located.

Figure 1 depicts the number of survey responses per community by people who have served or are currently serving as a member of a CPG. Figure 2 depicts the number of survey responses per community by people who have never served as a member of a CPG.

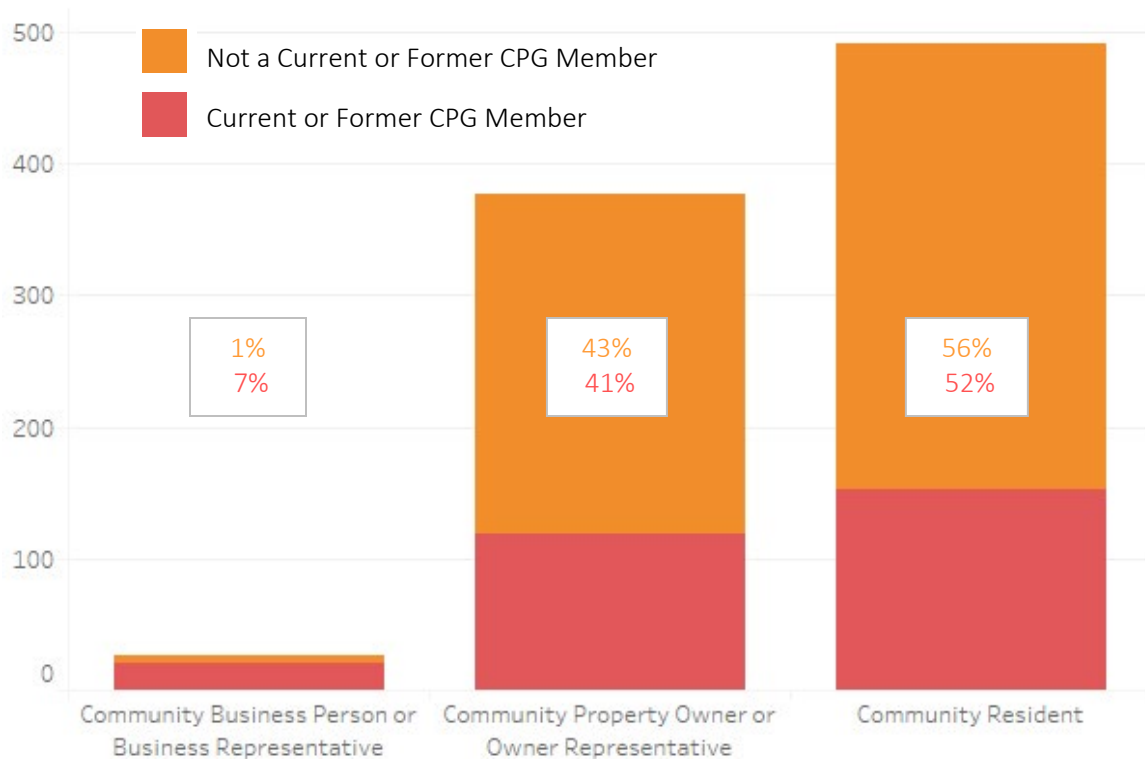
The top five communities in which current or former CPG members listed as their location were: La Jolla (18), Uptown (15), Pacific Beach (15), Greater Golden Hill (15), Kensington-Talmadge (12)

The top five communities where the responders have never been a CPG member were: Clairemont (52), North Park (47), Pacific Beach (40), Mira Mesa (37) College Area (32)





Which of the following best describes you?



How many total years have you served on your Community Planning Group?

Average	5.7
Median	4
Lowest	1
Highest	35

Why did you initially join your Community Planning Group?

The most commonly stated answers included some form of the following:

- To have an impact on policy and development decisions
- Wanting to be more involved in the decision-making process
- To be able to monitor a specific development project or community-specific issues
- To serve my community
- Concerns about development occurring in the community and its impact
- To serve as a representative/advocate of a specific business, interest, or policy position
- Lend expertise
- Wanting to be better informed on what is happening in the community
- Desire to learn more about development and planning

Please rate your overall level of satisfaction with your Community Planning Group experience (1 very dissatisfied to 10 very satisfied)

Score	Percent of Responses
"1"	2%
"2"	2%
"3"	1%
"4"	3%
"5"	11%
"6"	7%
"7"	17%
"8"	23%
"9"	15%
"10"	15%
Average*	7.3

*Please note that a previous version of this report had an error in the average reported.

What do you like best about your Community Planning Group experiences?

The most commonly stated answers included some form of the following:

- Making an impact/helping the community/giving back
- Having influence in decision-making
- Being able to effect change
- Working with dedicated people
- Being well-informed/knowledgeable
- Learning from a diversity of perspectives
- Comradery and working toward shared goals
- Being able to provide input

How could your Community Planning Group experiences be improved?

The most commonly stated answers included some form of the following:

- For City decision-makers to follow the recommendations of the CPGs
- More support from the City
- Attendance of City staff at meetings
- More education/training
- More diverse membership
- Make the meetings more accessible
- More participation from the community

Please rate your overall level of satisfaction with the City's Community Planning Group system (1 very dissatisfied to 10 very satisfied)

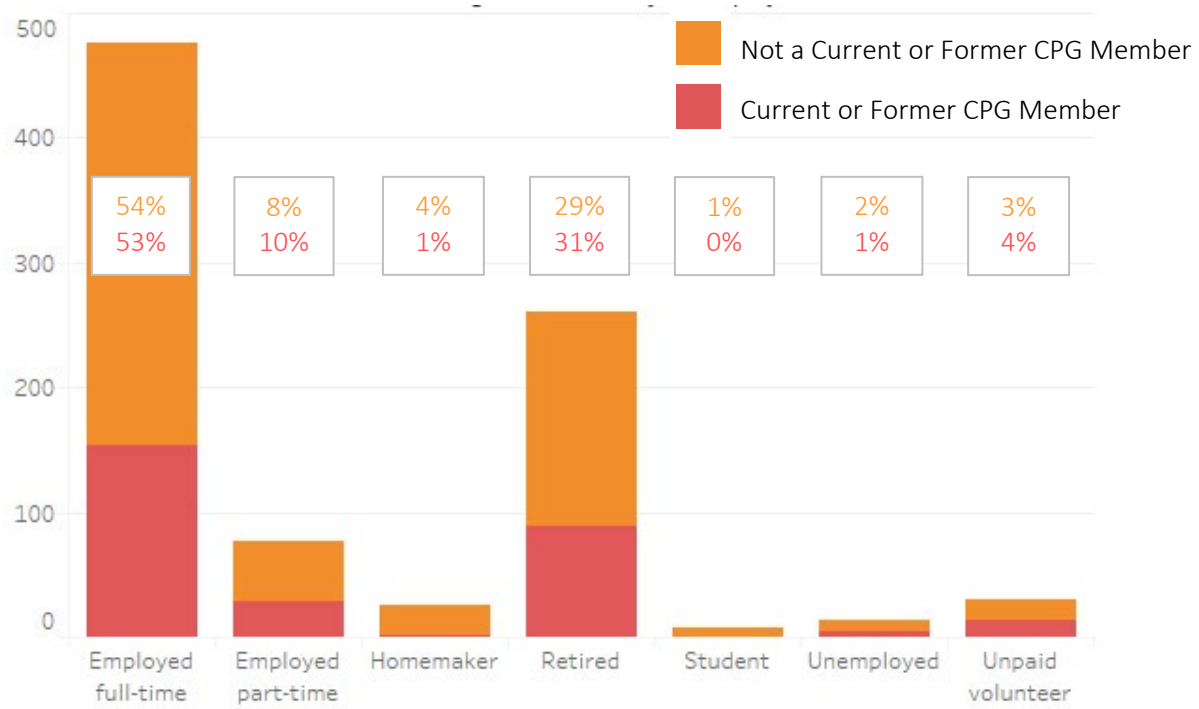
Average Score for Responders Not a Current or Former CPG Member	4.7
Average Score for Responders that are a Current or Former CPG Member	6.5

In what way could Community Planning Groups help ensure diverse community representation, performance, and transparency to better represent the community on land use matters?

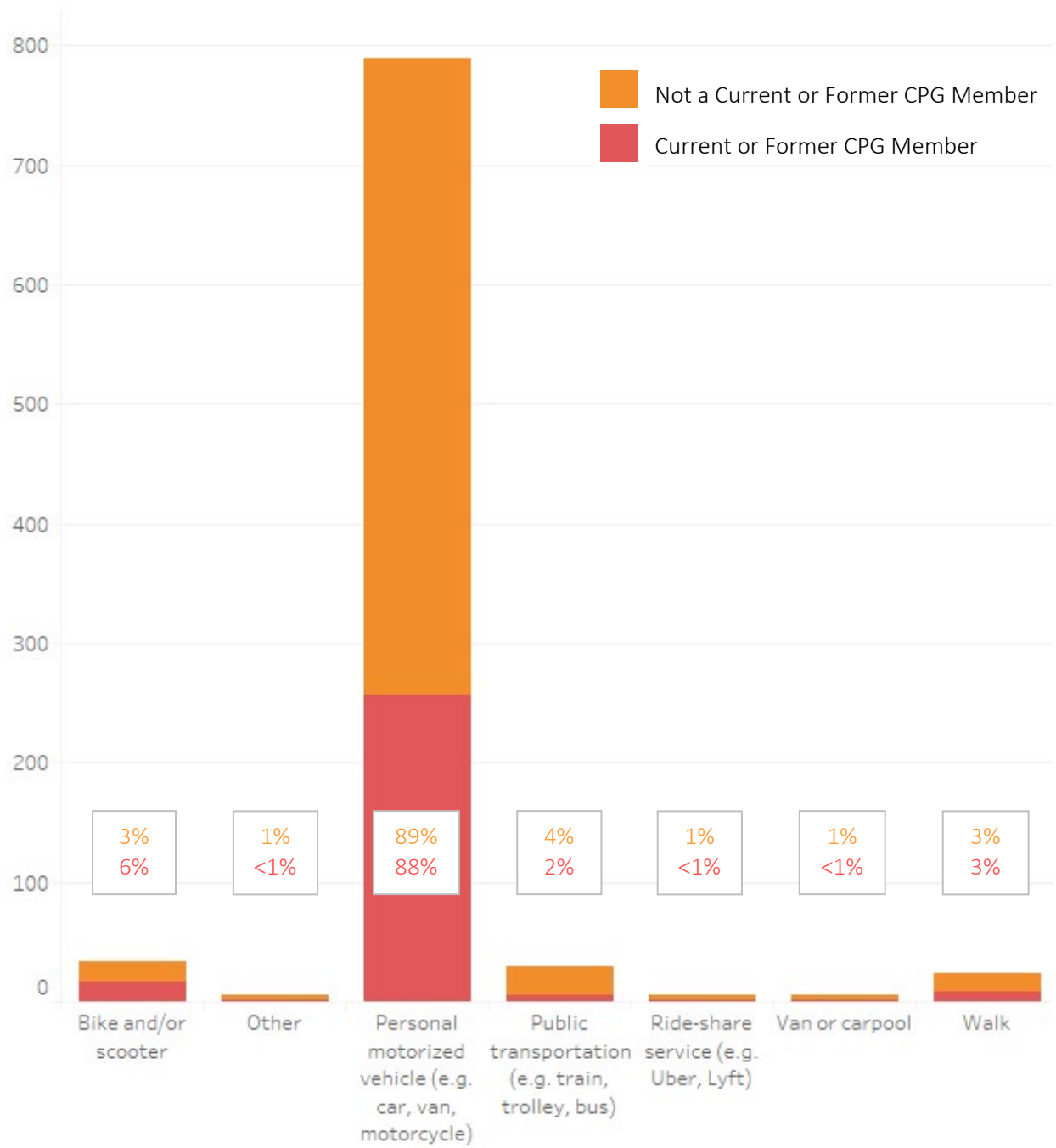
The most commonly stated answers included some form of the following:

- Listen to the recommendations of the CPGs in decision-making
- More community outreach
- Promote increased community awareness
- Increase diversity
- Advertisements/publicity/newsletters
- More support from City staff
- Give the groups more power
- More information and engagement online
- More convenient meetings
- Enforce term limits
- Increase transparency

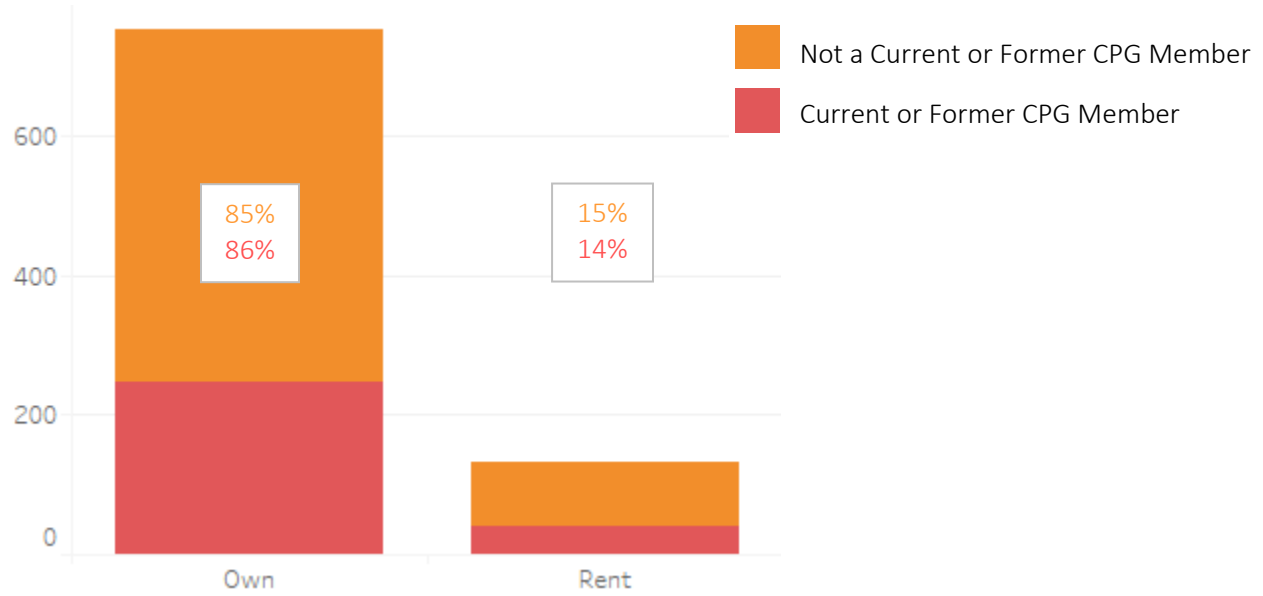
Which of the following best describes your employment status?



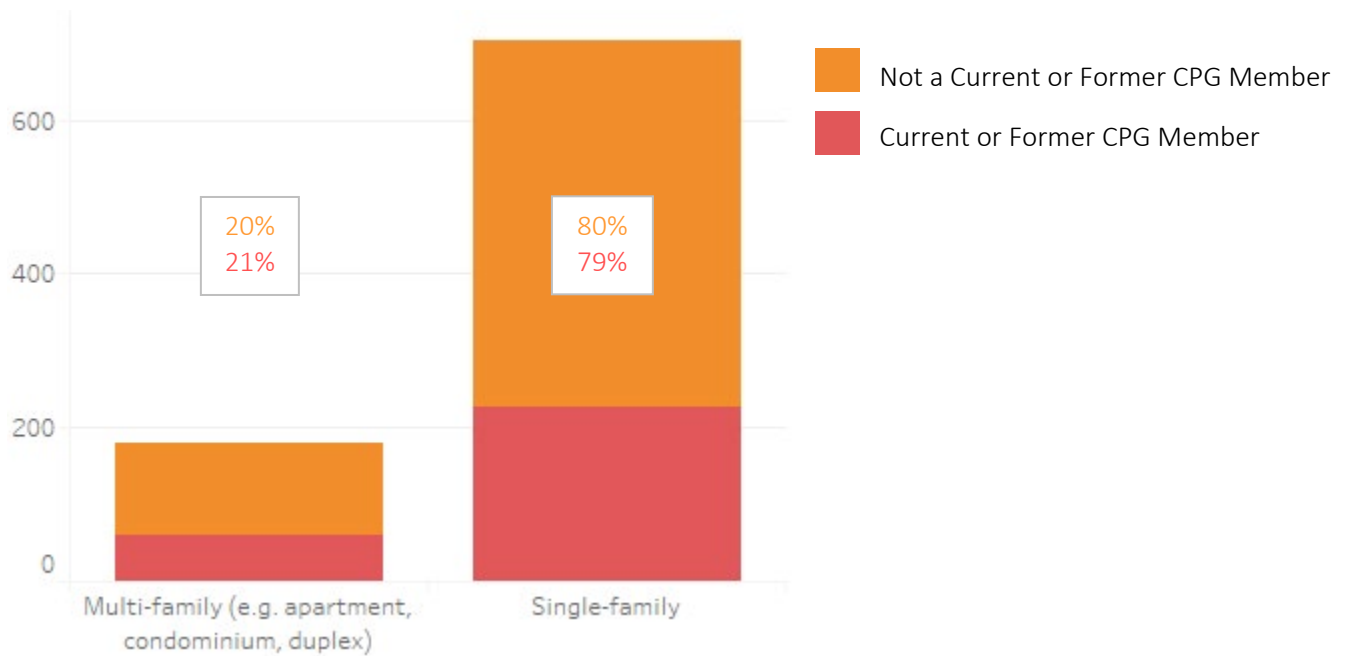
What is your primary means or method of transportation?



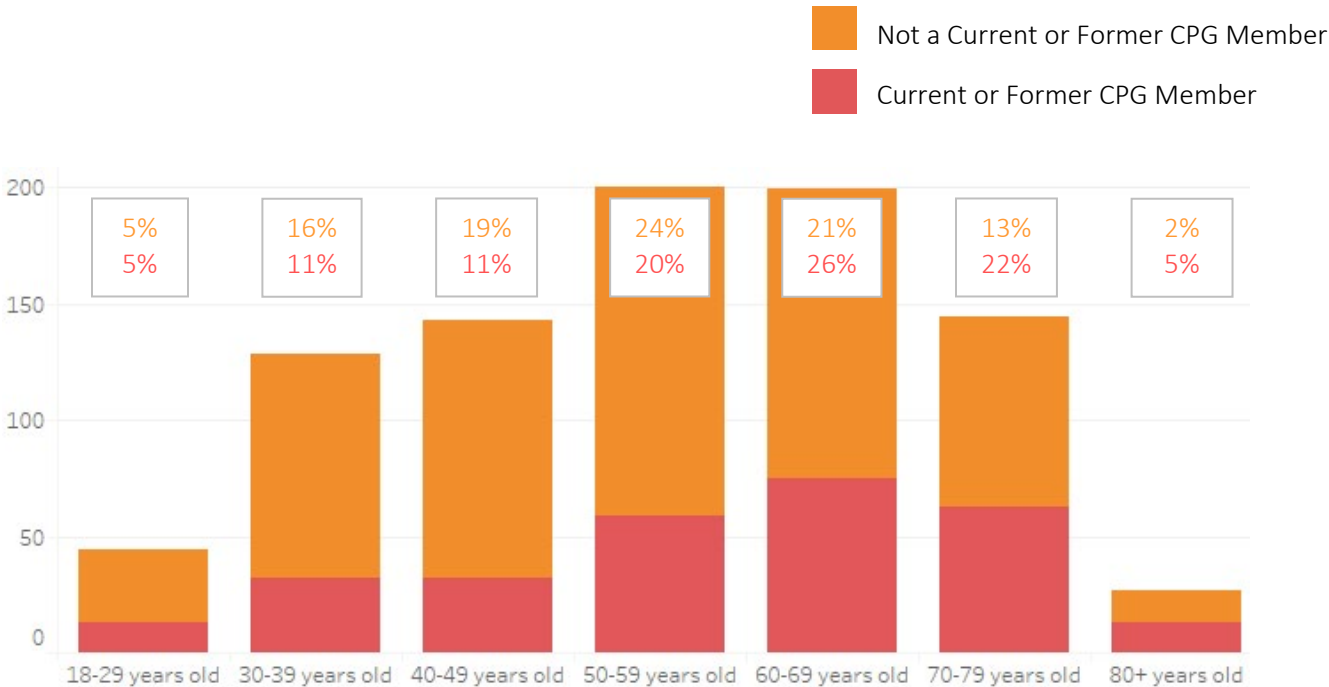
Do you rent or own your home?



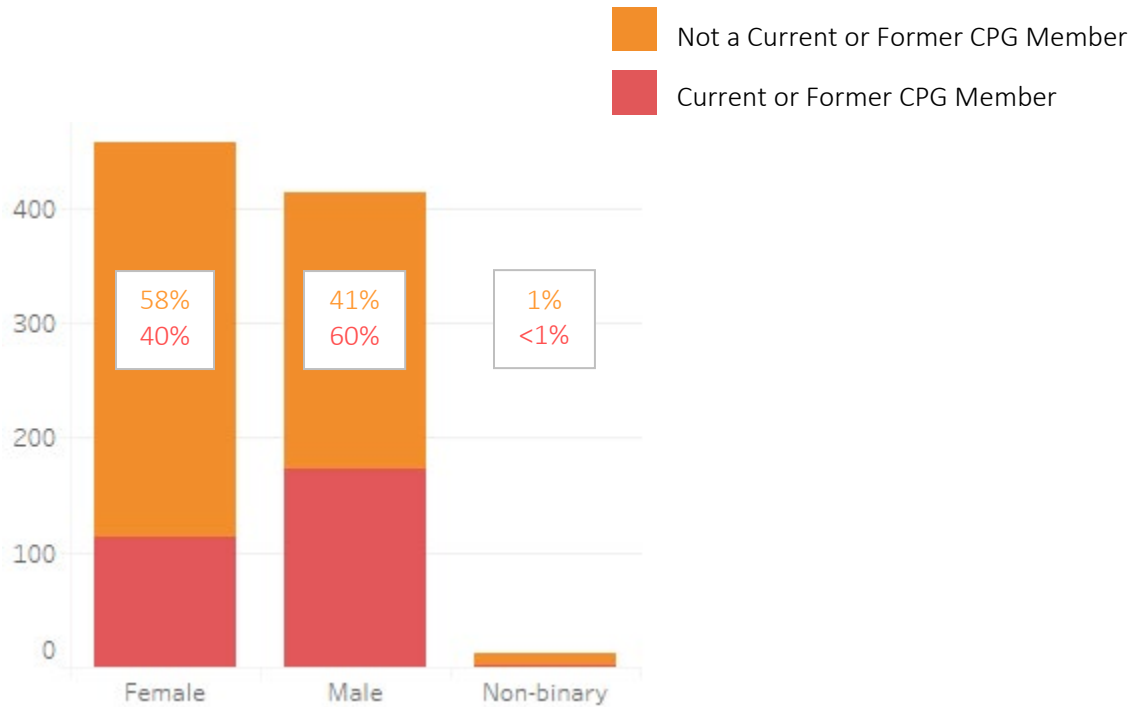
Is your home single- or multi-family?



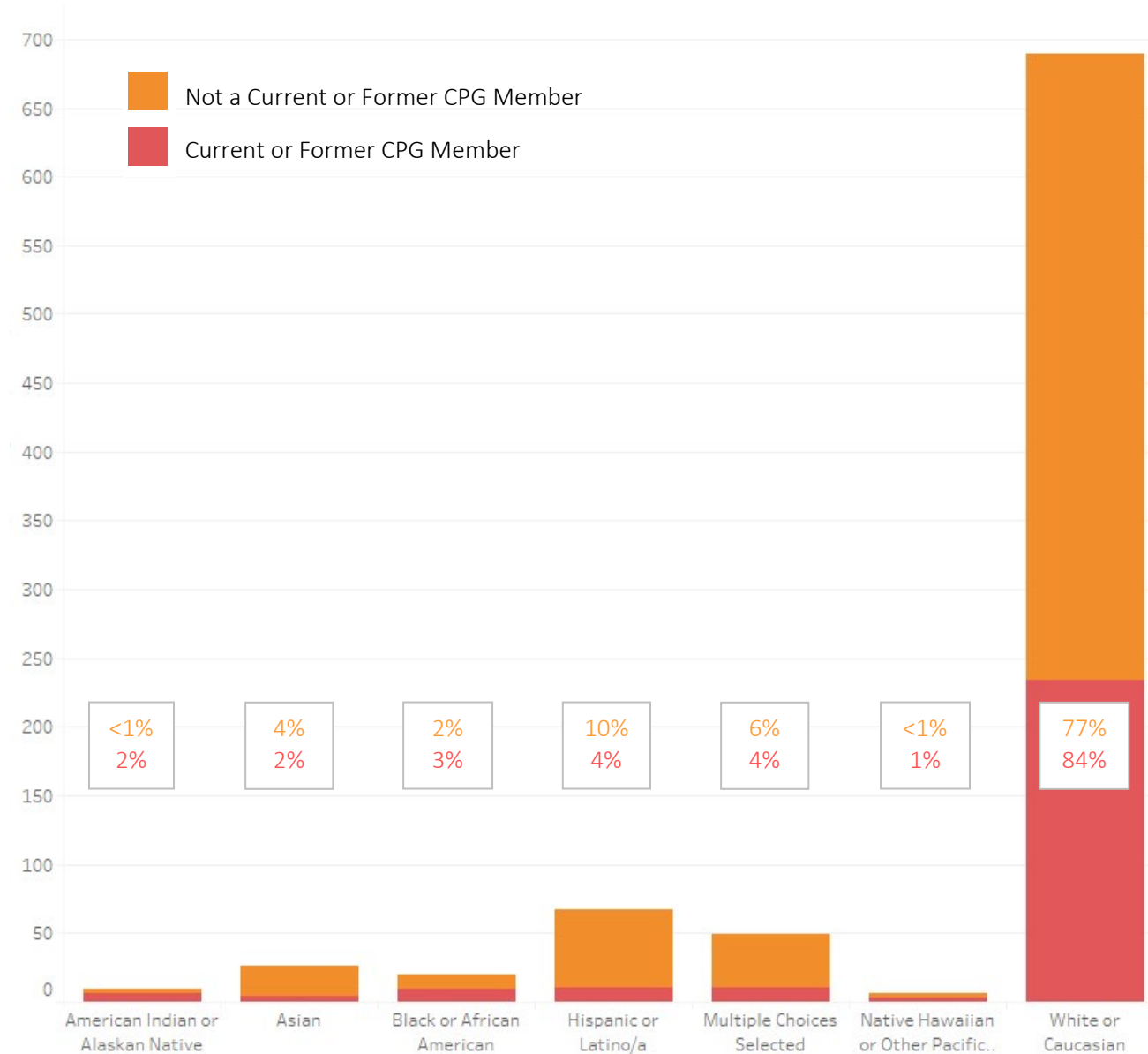
Which of the following best describes your age?



With what gender do you identify?



Which what race do you identify? (one or multiple selections offered)



If you have any other input regarding Community Planning Groups and how to enhance community engagement on land use matters, please note it below.

Since this was an open-ended question, the input varied greatly. Some responders provided specific input to neighborhood problems, where others provided more generalized comments about their experience with the groups, lack thereof, or issues in their neighborhood. Common themes included:

- CPGs are an important part of the City's decision-making process.
- More outreach needed to increase community participation in CPGs.
- More diverse CPGs would reduce CPGs stifling of attempts to correct problems in the City.
- Many CPGs are working effectively and their input should be followed.

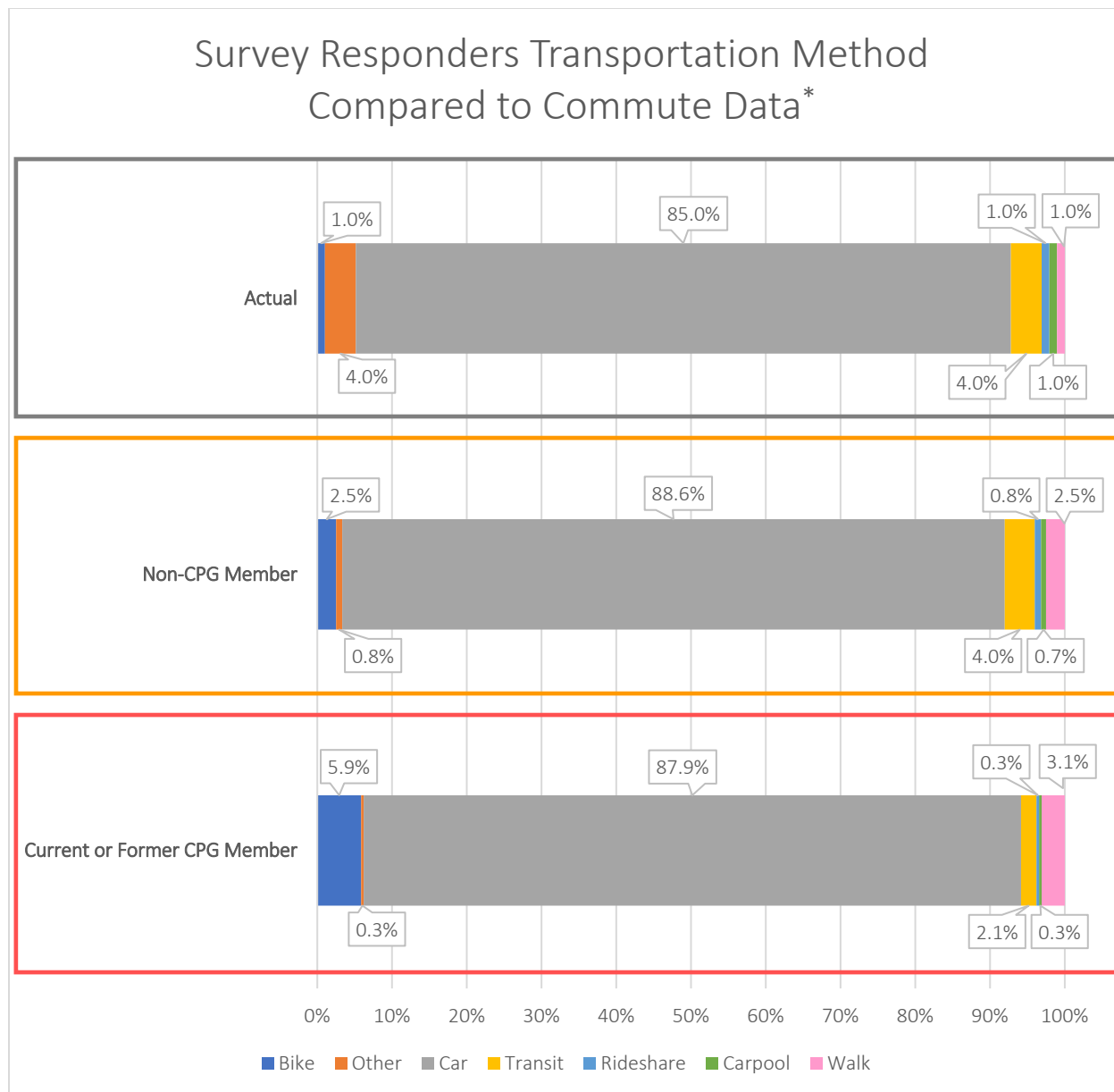
Please refer to the complete survey link to read all input provided.

Additional Analysis – Demographics

The following section provides additional analysis into the survey responses related to demographics. This analysis was created by making comparisons to demographic data available from the San Diego Association of Governments (SANDAG), the U.S. Census, or the City of San Diego.

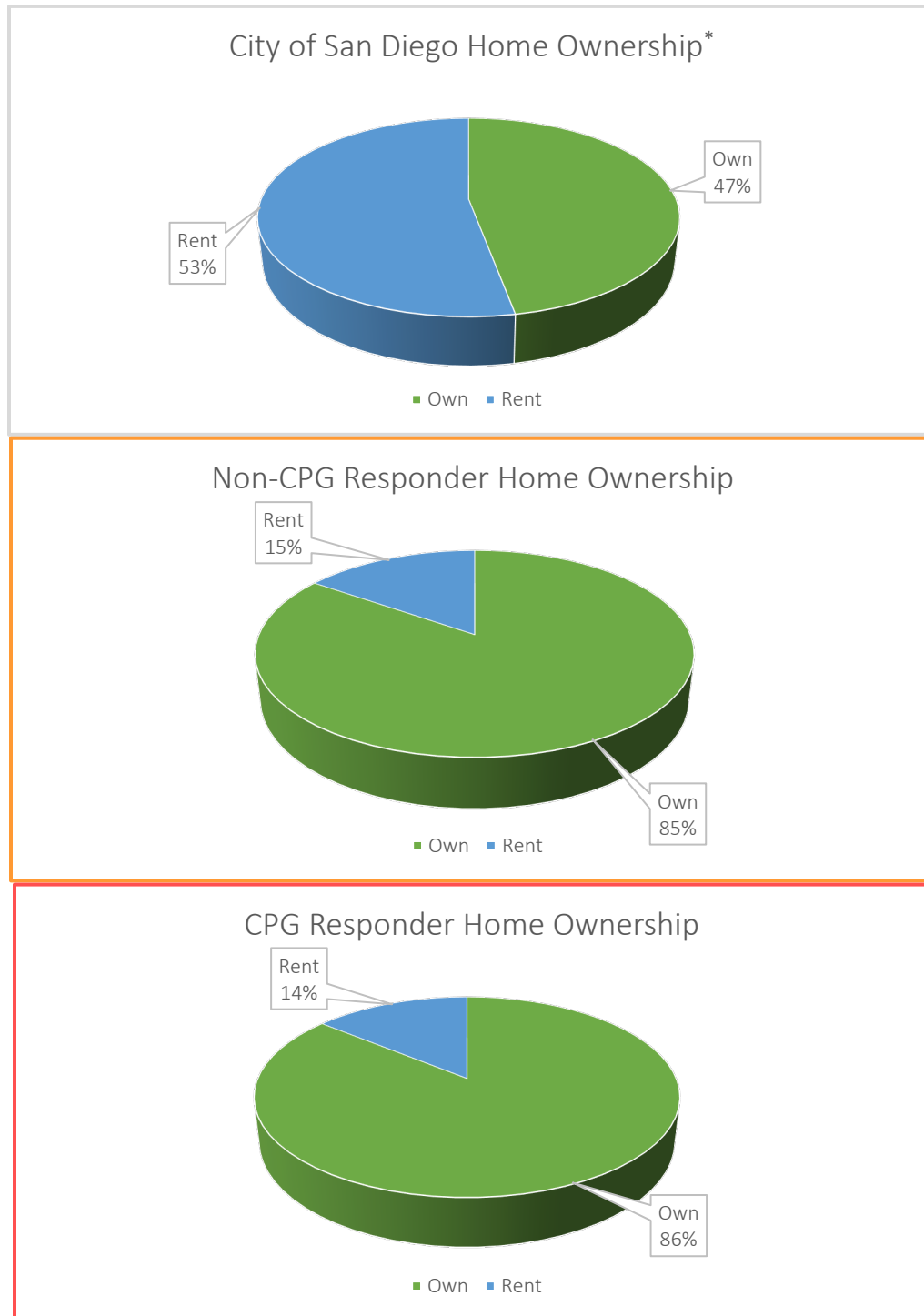
Transportation Method to Citywide Estimates

The following graph depicts the choices participants selected for primary transportation method in comparison to the commute ridership percentages from the City of San Diego 2018 Resident Survey. The graph identifies which transportation choices were selected by responders when compared to its relative popularity in the city.



Housing Ownership Comparison to Citywide Estimates

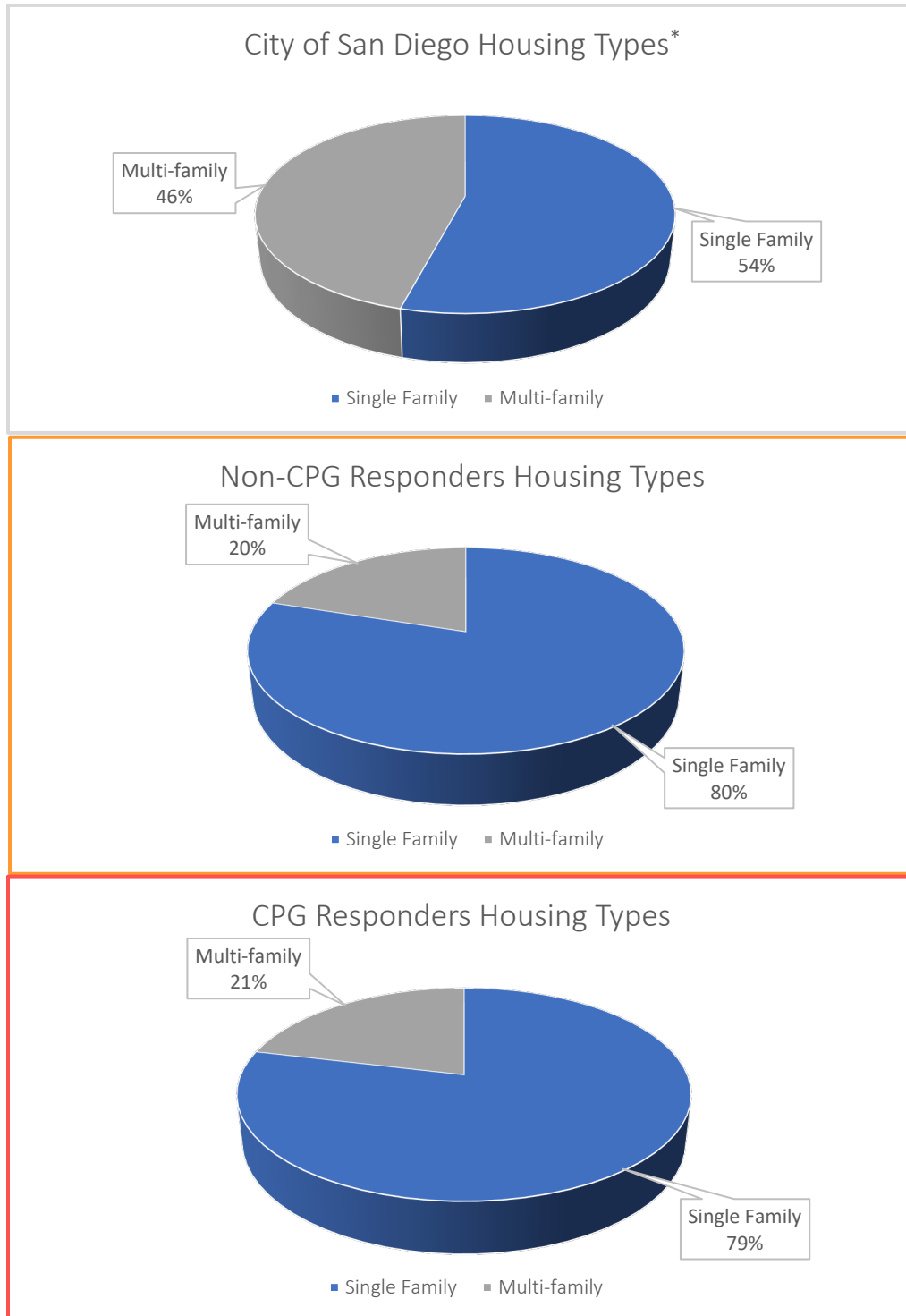
The following graphs show the housing ownership of survey responders in comparison to the actual percentages of those who own their own home within the city of San Diego. The charts show people owning homes were over-sampled when compared to local home ownership rates.



*Source: US Census 2017 Estimate

Housing Type Comparison to Citywide Estimates

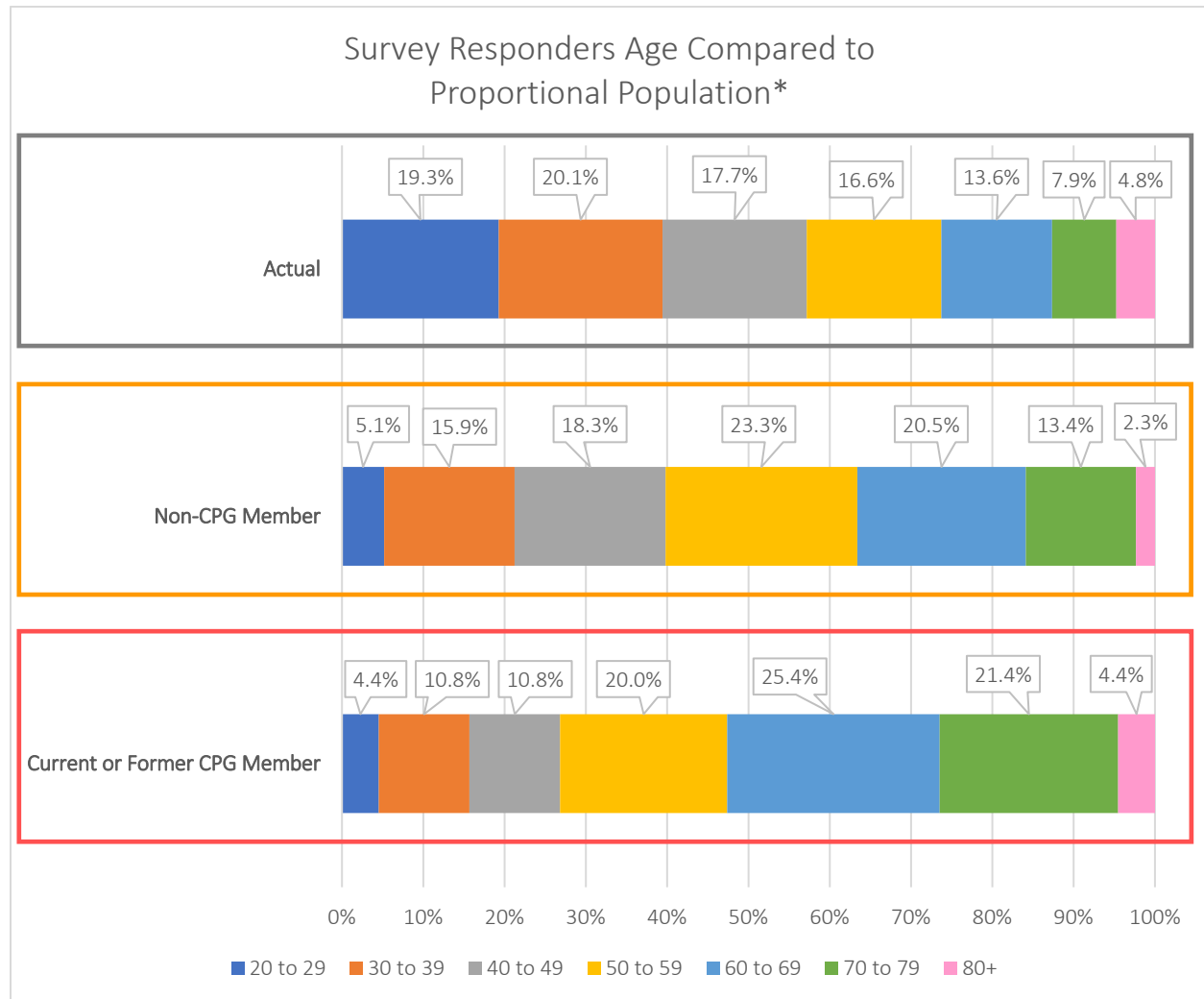
The following charts show the housing type survey responders say they live in compared to the actual percentages of housing types within the city of San Diego. The charts show people living in single family homes were over-sampled in comparison to San Diego as a whole.



*Source: SANDAG 2018 Estimate

Age Comparison to Citywide Estimates

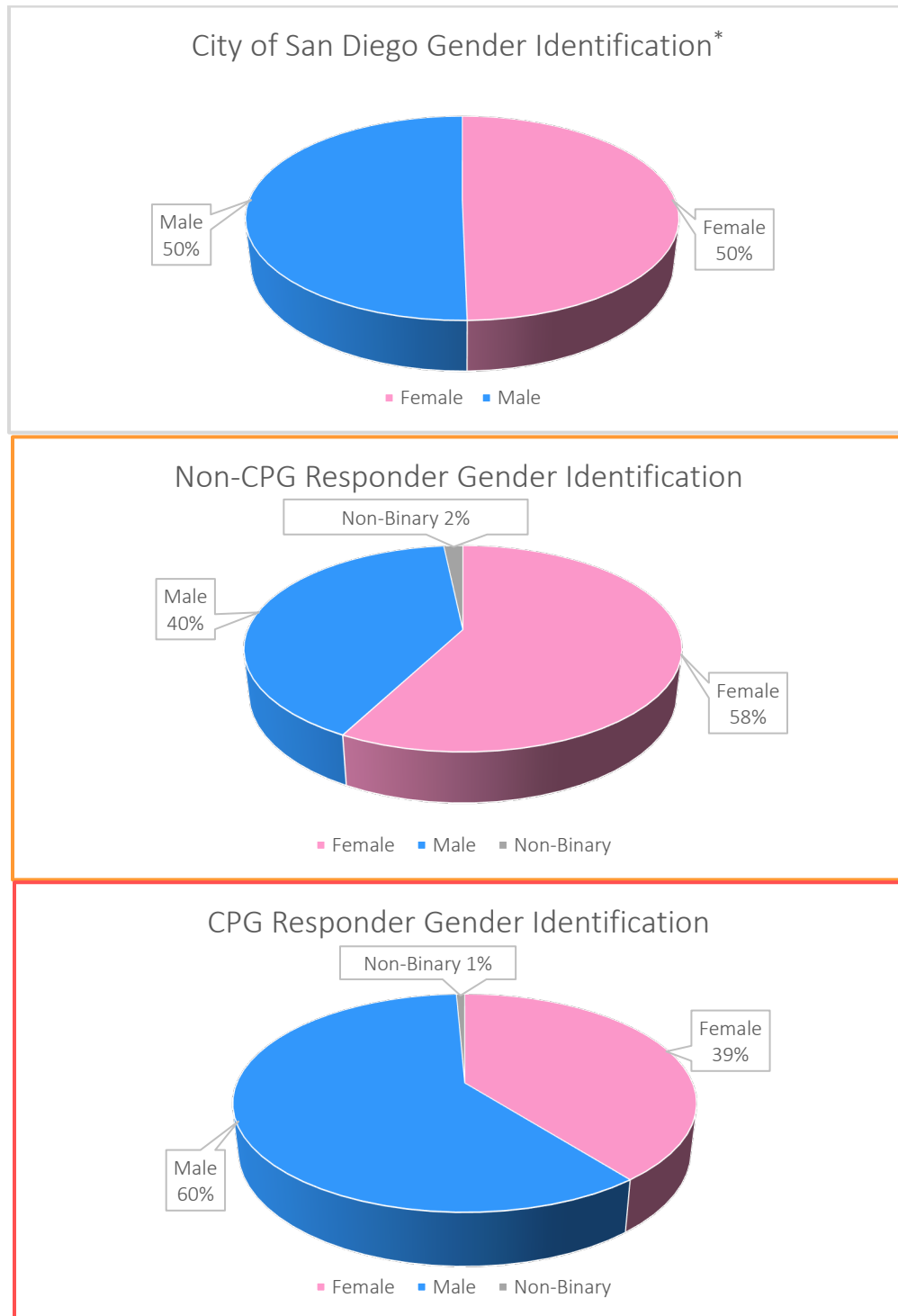
The following graph depicts the choices participants selected for age in comparison to population estimates for the city of San Diego. The graph identifies which age groups were over-sampled and under-sampled when compared to its relative population in the city.



* Source: SANDAG 2018 Estimate

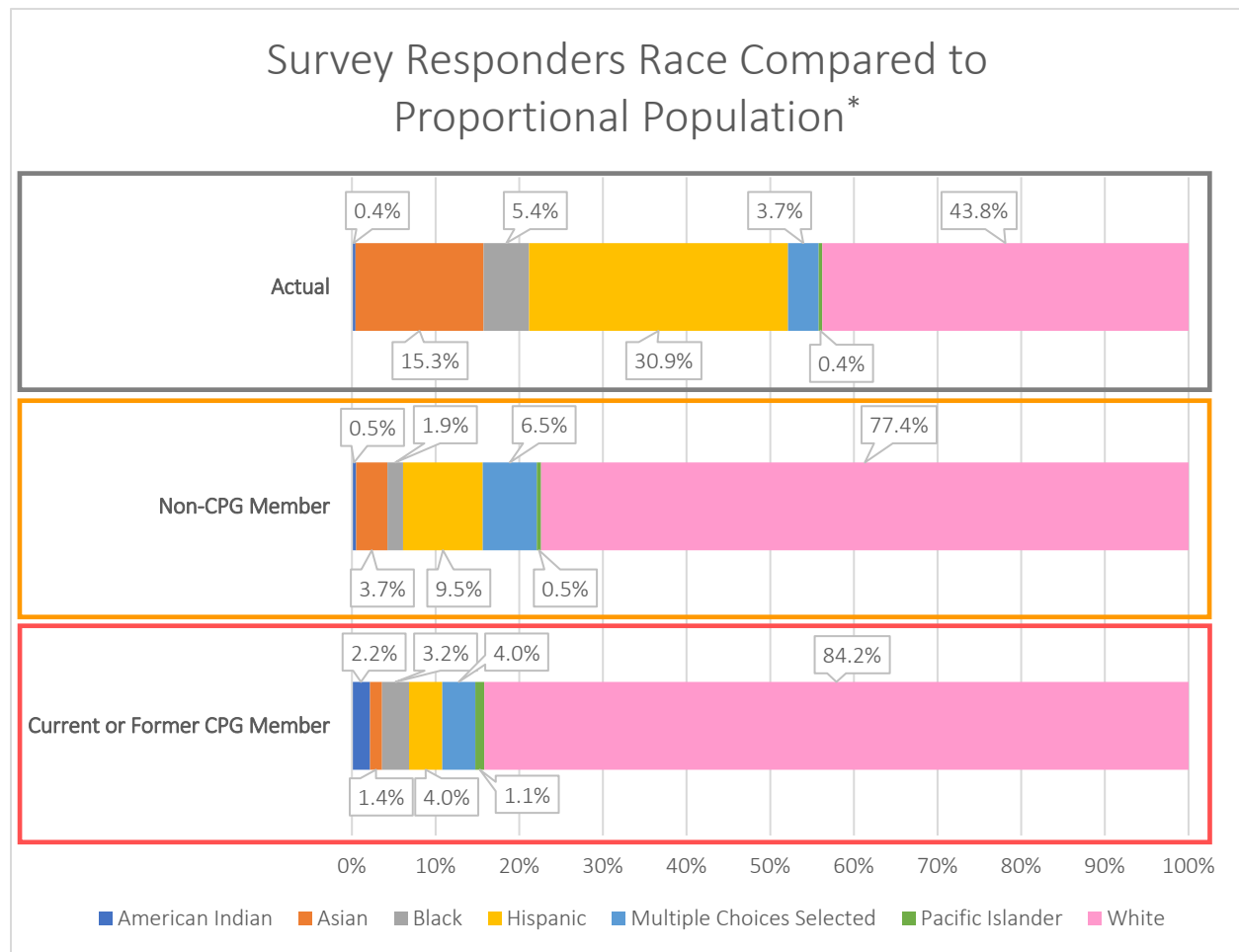
Gender Identification Comparison to Citywide Estimates

The following charts show the gender identification of survey responders in comparison to actual percentages of the population within the city of San Diego. Please note the U.S. Census does not collect data on people who identify as non-binary. The charts show that some genders were over-sampled and under-sampled compared to the population.



Racial Comparison to Citywide Estimates

The following graph depicts the choices participants selected for race in comparison to population estimates for the city of San Diego. The graph identifies which racial groups were over-sampled and under-sampled when compared to its relative population in the city.



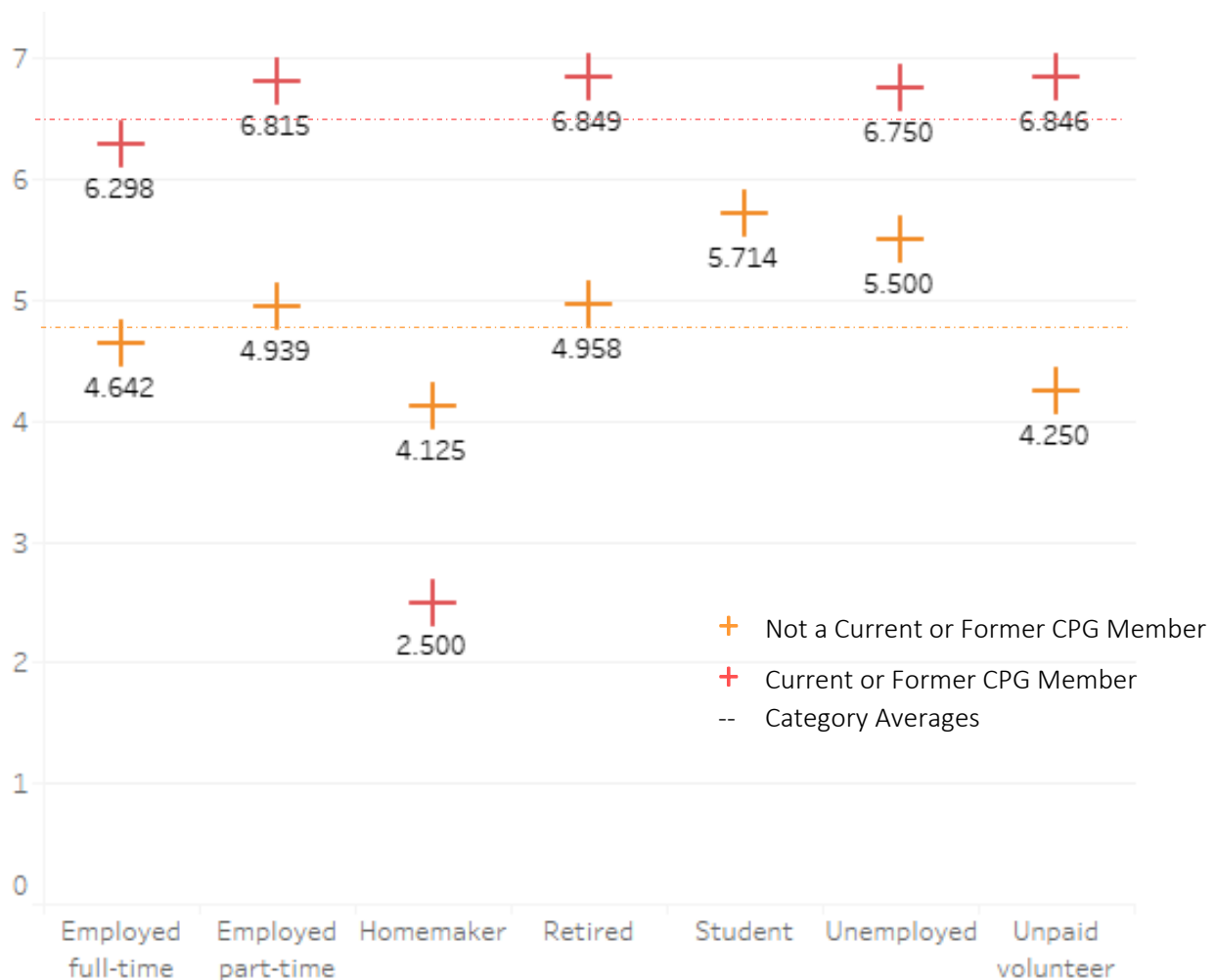
*Source: SANDAG 2018 Estimate

Additional Analysis - Satisfaction Comparisons

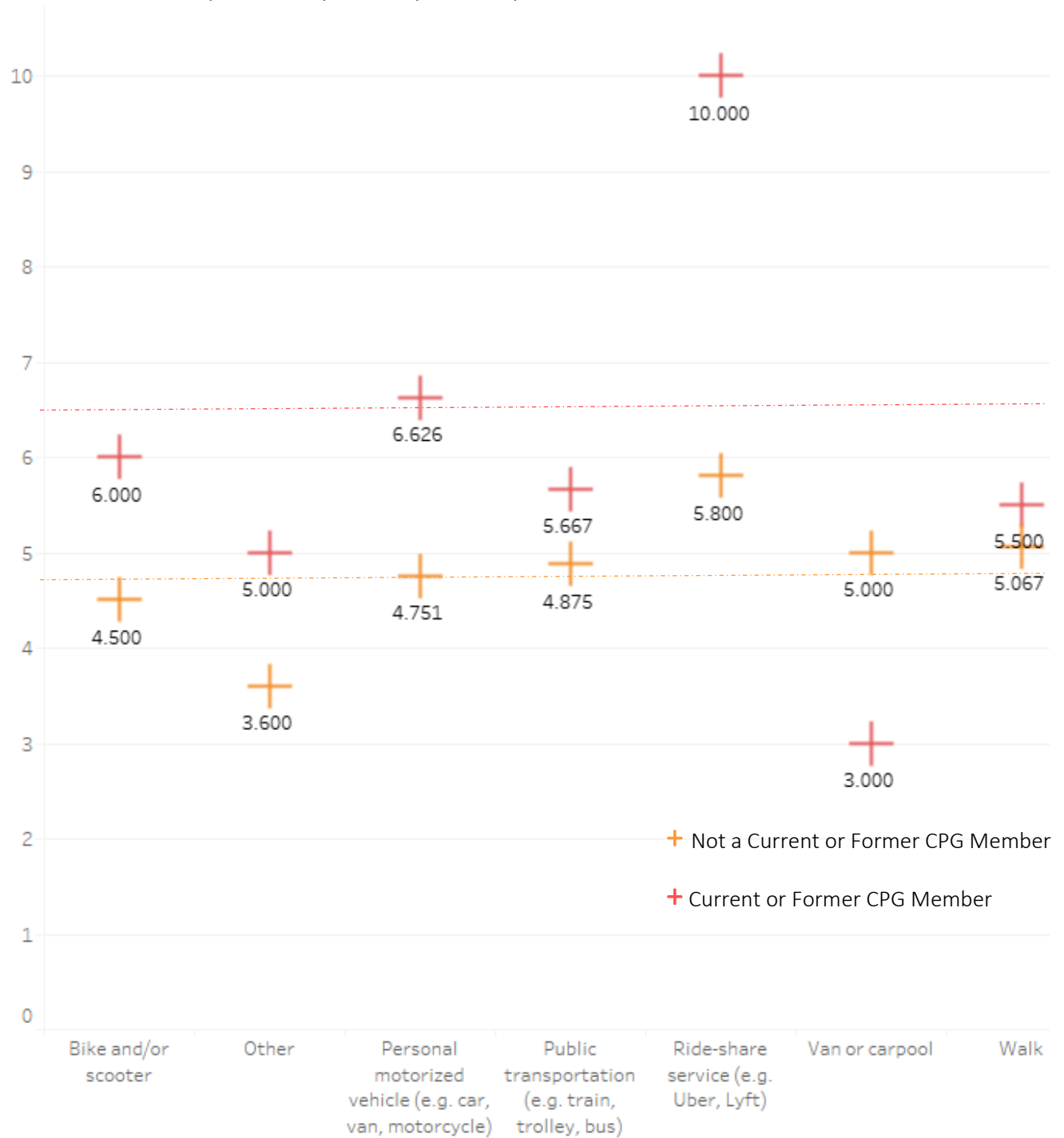
The following diagrams examine the overall satisfaction of the CPGs by different stakeholder types. The diagrams were created by plotting the average rating given to the question 'Please rate your overall level of satisfaction with the City's Community Planning Group system' and the identified variable. It should be noted some ratings come from very small sample sizes, meaning the rating could come from as little as one or two individuals.

The plots below can provide some comparative value of the level of satisfaction of various types of stakeholders. When combining all types of stakeholders, the dataset showed people who have served on CPGs rated the system nearly two points higher on average than those who have not served. Those averages for each group are included on the plots. These following plots demonstrate if there were specific demographic groups that did not fit into that average. In addition, the plots provide insight into whether a group of stakeholders collectively had a different level of satisfaction than stakeholders of another demographic.

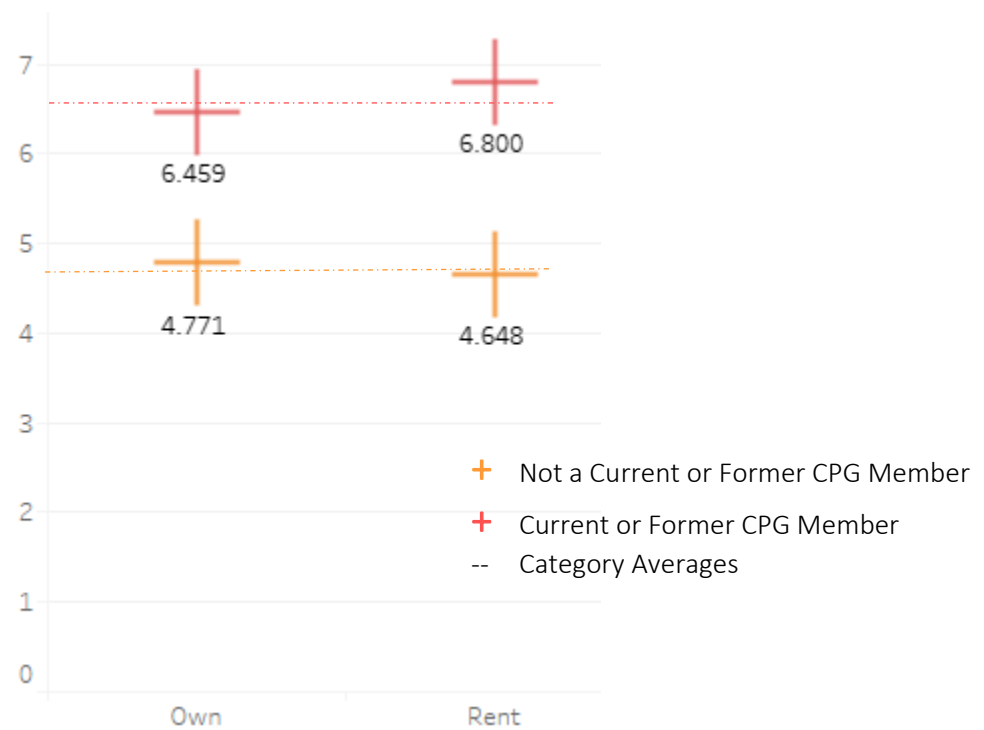
Satisfaction of Responders by Employment Status



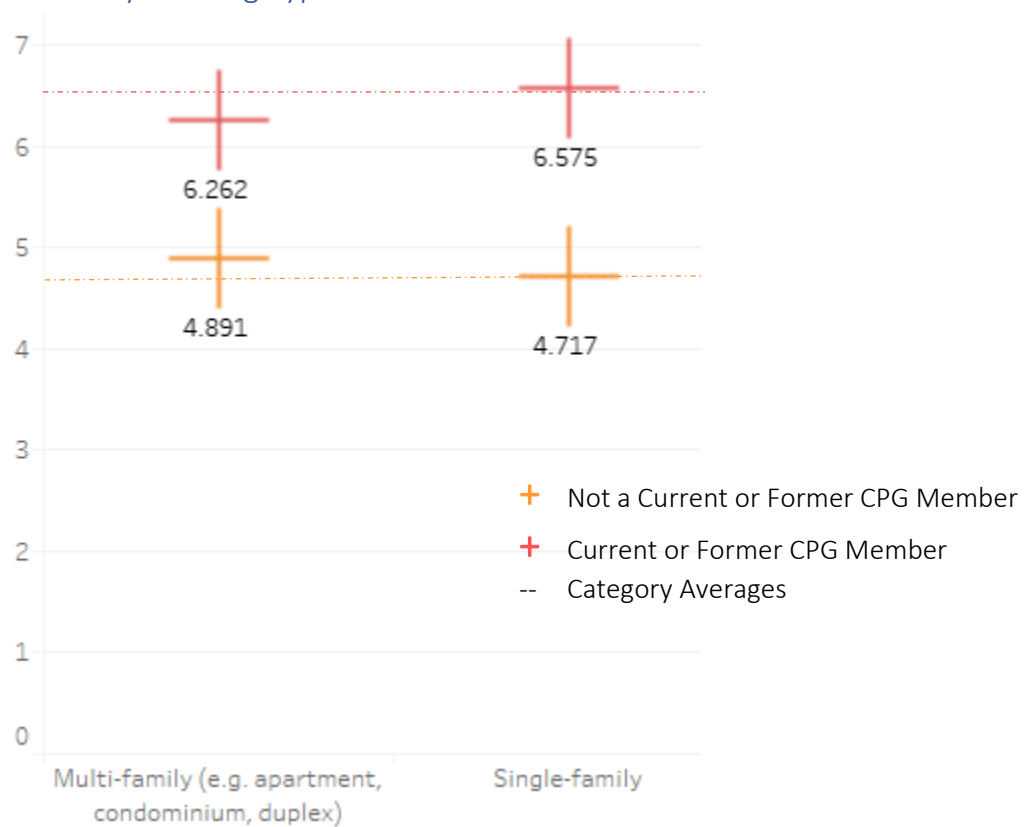
Satisfaction of Responders by Primary Mobility



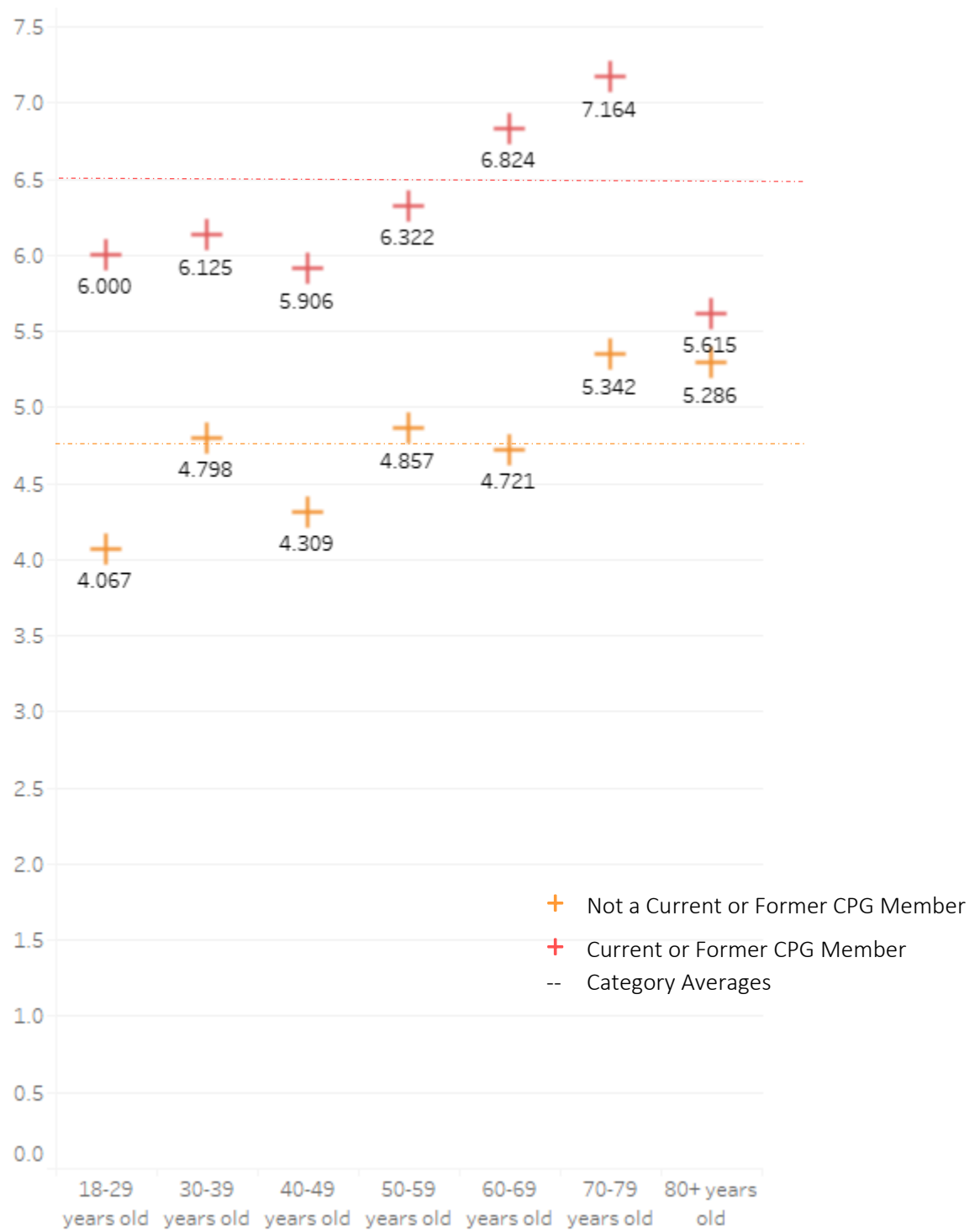
Satisfaction of Homeowners and Renters



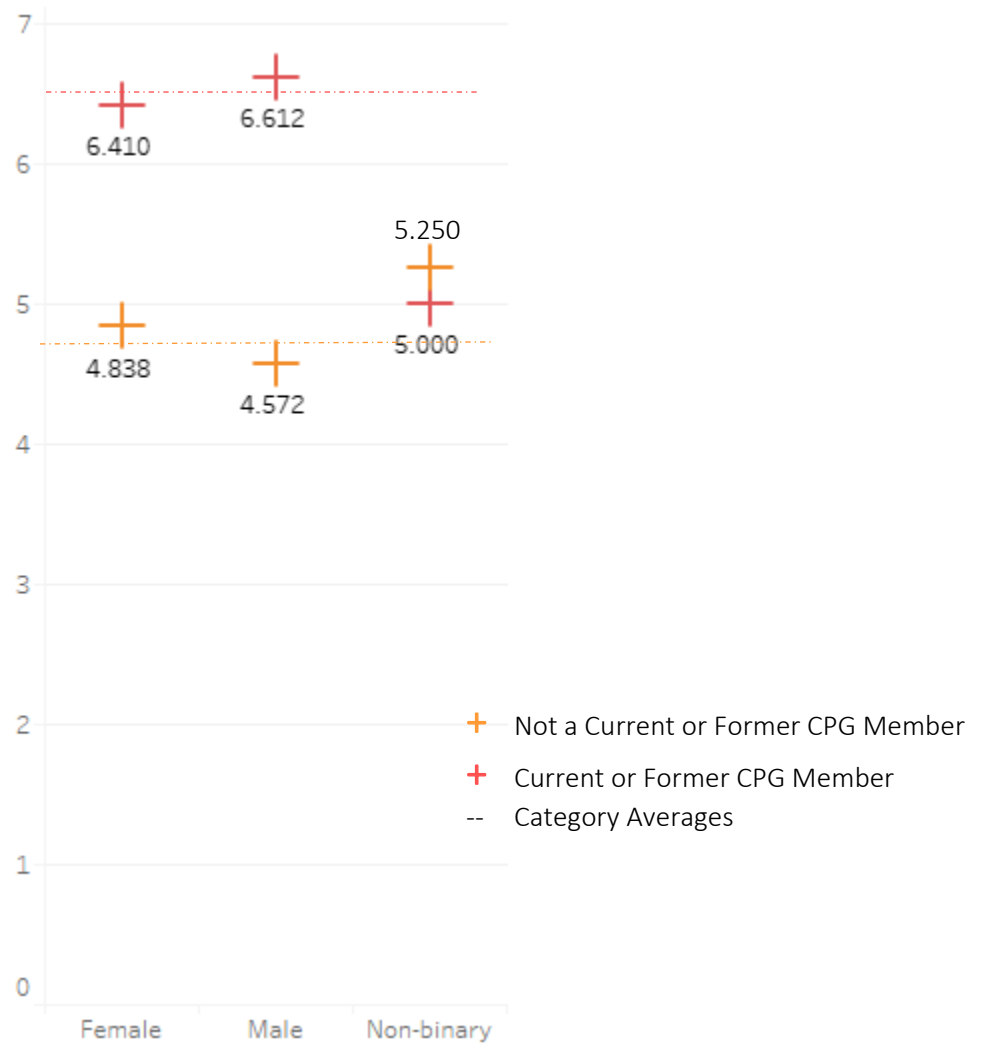
Satisfaction of Responders by Housing Type



Satisfaction of Responders by Age



Satisfaction of Responders by Gender Identification



Satisfaction of Responders by Race

