

City of San Diego Promise Zone Community Survey Results 2017



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UNIVERSITY

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research



Background and Methods

SDPZ Community Survey Development

- Purpose was to establish a baseline for community perceptions related to each of the SDPZ's 6 Goal Areas
- Survey questions were co-developed by the SDPZ Working Groups
- Final version contained 23 questions:
 - Combination of closed-ended and open-ended
 - Designed to be interviewer-administered

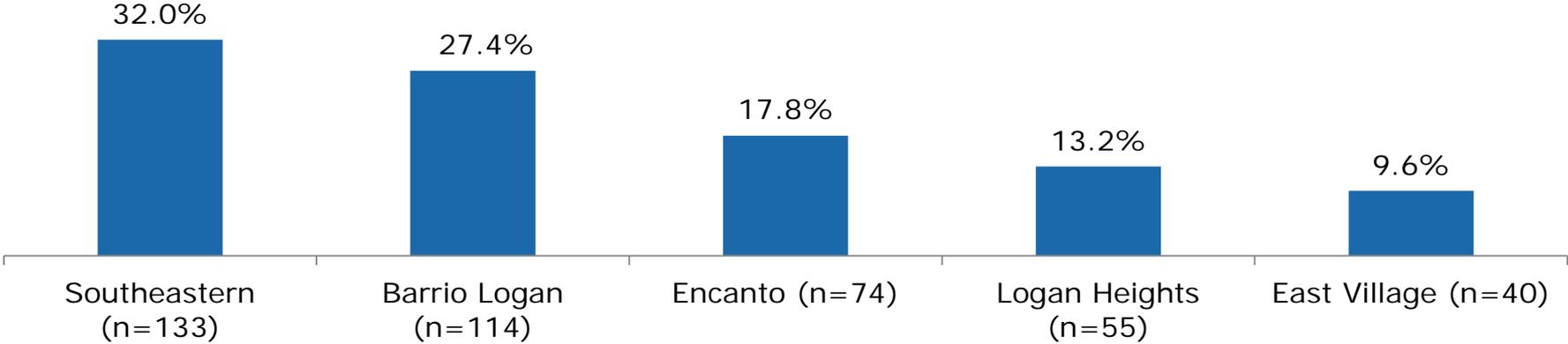
SDPZ Community Survey Administration

- Surveys were administered by 120 SDSU criminal justice students enrolled in a research methods course during the Fall 2017 semester
- Convenience sampling method
- Students surveyed residents at 21 events October-November 2017
- Surveys were administered in English & Spanish
- Total sample of 437 SDPZ residents age 18+
- Participants were given a \$5 gift card incentive

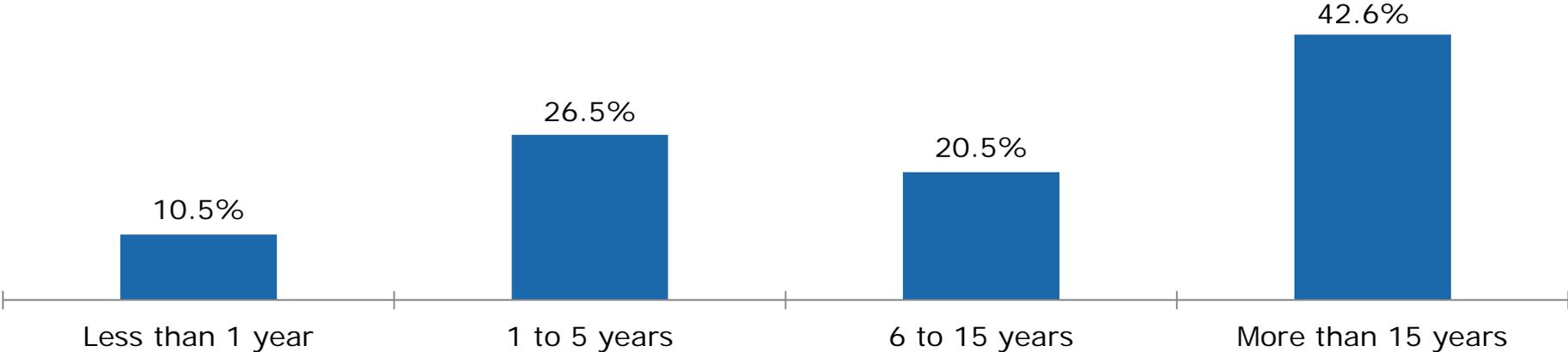


Demographic Information

Neighborhoods

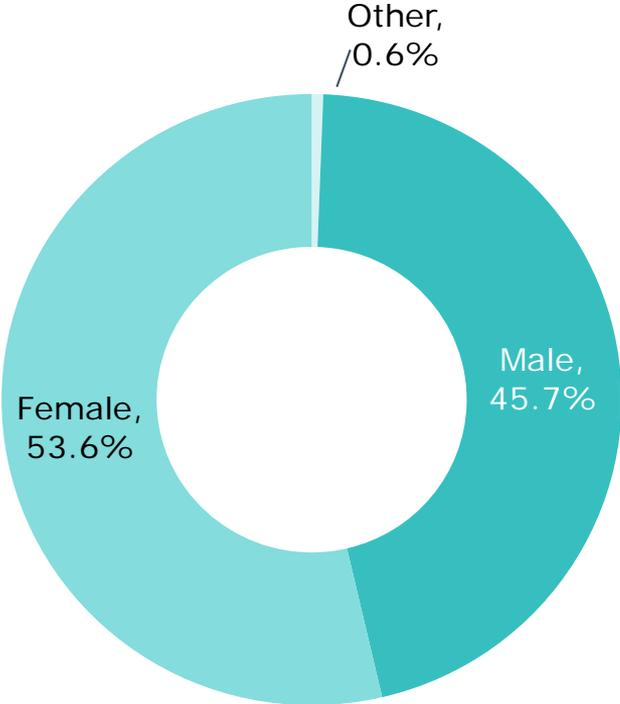


How long have you lived in your neighborhood? (n=430)

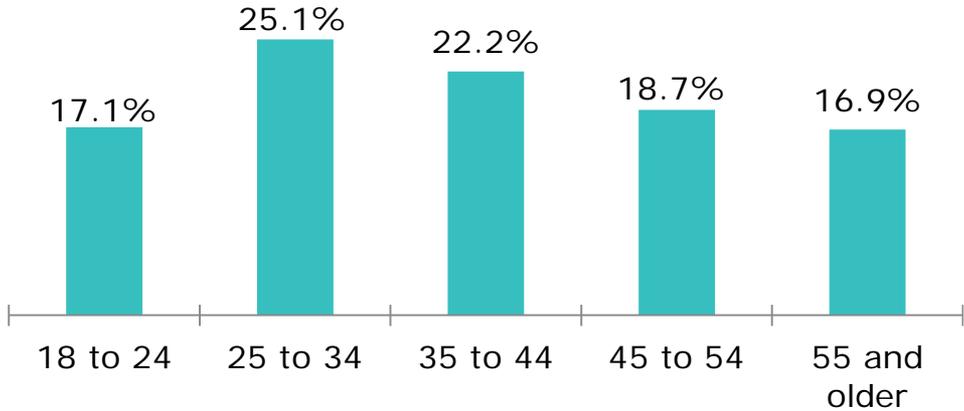


Gender and Age

Gender (n=427)



Age (n=427)



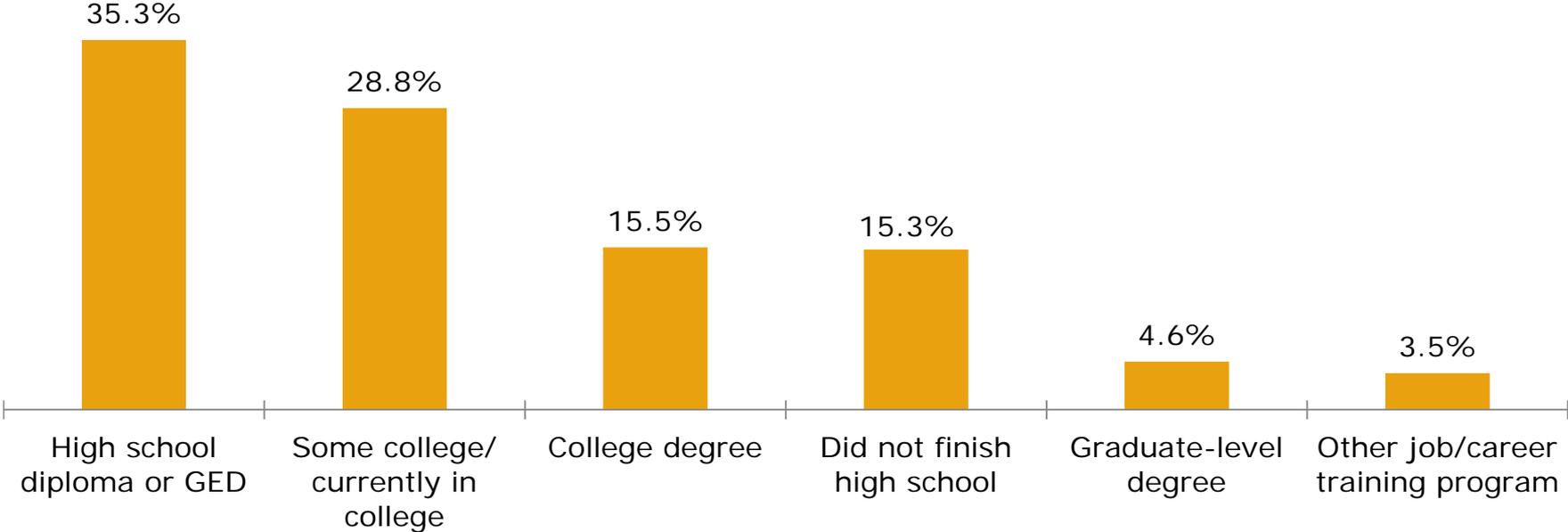
Racial/Ethnic Background

Category*	Combined (n=431)	Barrio Logan (n=113)	East Village (n=40)	Encanto (n=74)	Logan Heights (n=55)	Southeastern (n=133)
African	5.8%	1.8%	7.5%	9.5%	5.5%	6.0%
Asian/Pacific Islander	3.0%	2.7%	2.5%	5.5%	--	2.4%
American Indian or Alaskan Native	4.2%	3.2%	2.5%	2.7%	3.6%	6.8%
Black or African-American	24.4%	6.2%	25.0%	32.4%	21.8%	37.9%
Hispanic or Latino/a	54.8%	75.2%	52.5%	40.5%	61.8%	41.4%
White	12.1%	15.0%	25.0%	6.8%	7.3%	12.0%
Mixed-Race	2.3%	--	2.5%	5.4%	--	3.8%

*Respondents were instructed to select all categories that apply. Responses can add up to more than 100%

Education

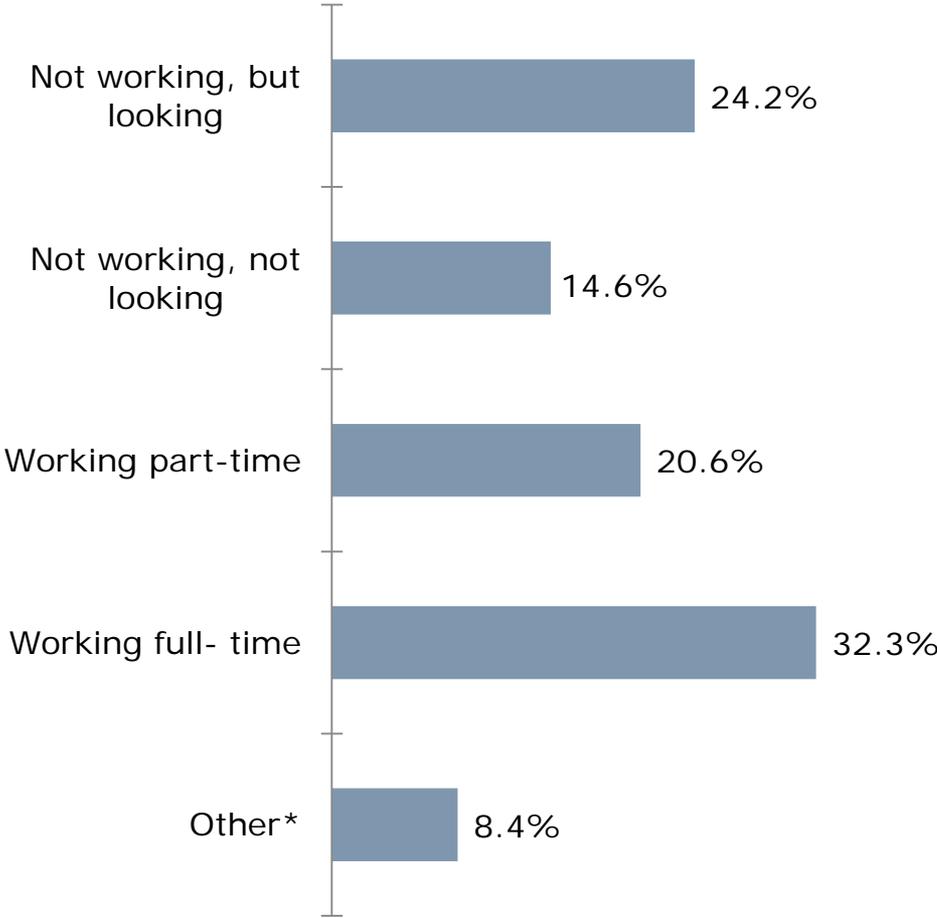
Level of Education* (n=432)



*Respondents could select "other job or career training program" in addition to a level of education. Responses can add up to more than 100%

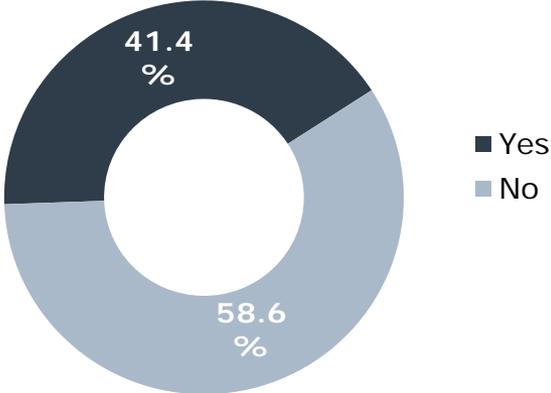
Employment

Employment Status (n=418)

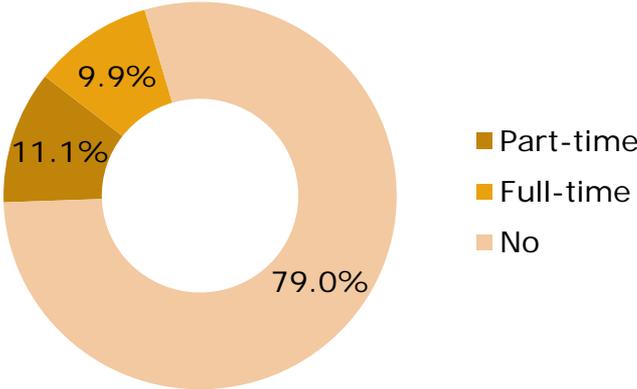


*Common 'Other' responses consisted of: on disability, volunteering, etc.

Are you employed in a SDPZ neighborhood? (n=278)

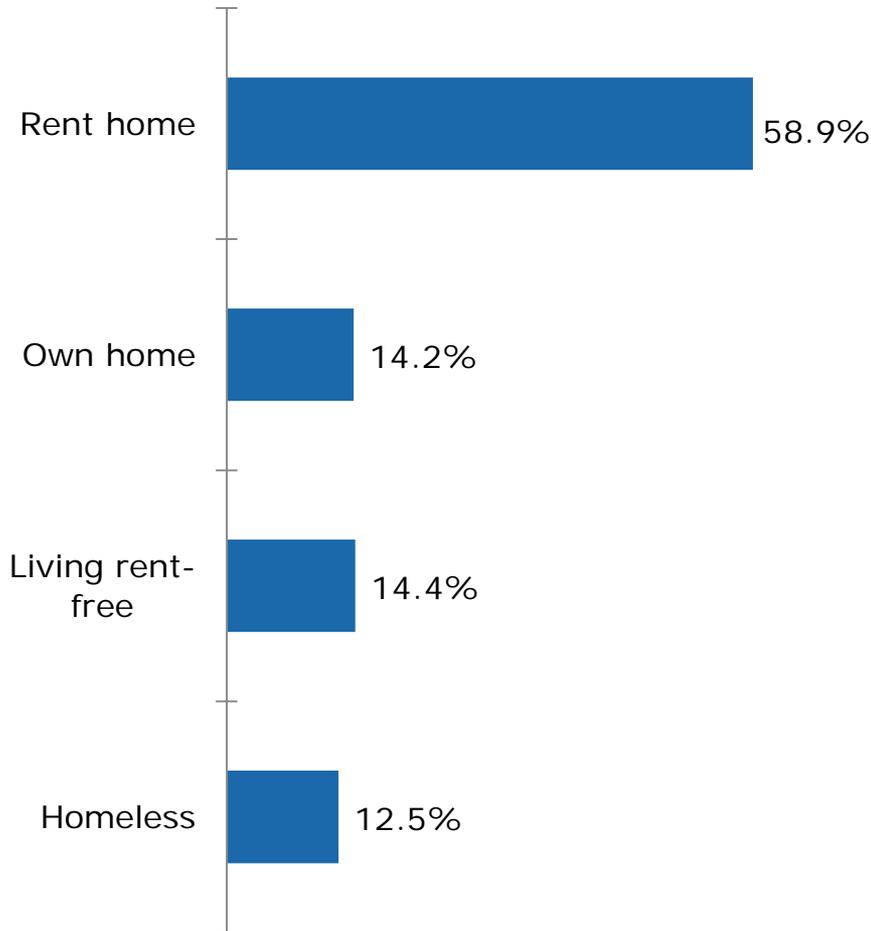


School/internship/job training enrollment for respondents not working or working part-time (n=243)

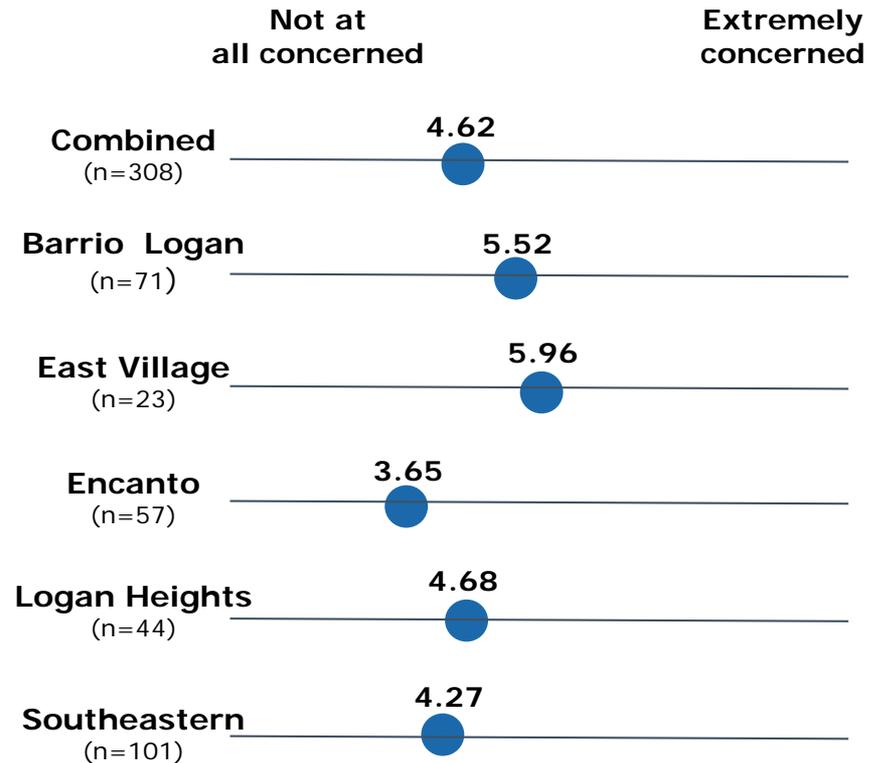


Living Situation

Living Situation (n=431)



On a scale from 1 to 10, how concerned are you that you might not be able to afford to pay your rent or mortgage at some point over the next 6 months?



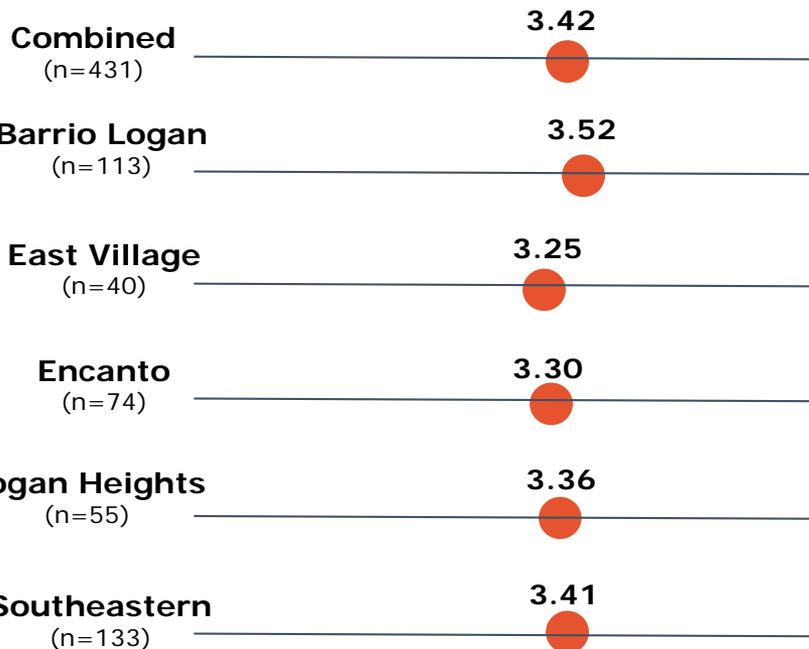


Neighborhood Opinions

Safety and Safety Concerns

On a scale from 1 to 5, how would you rate the safety of your neighborhood?

Very unsafe Very safe



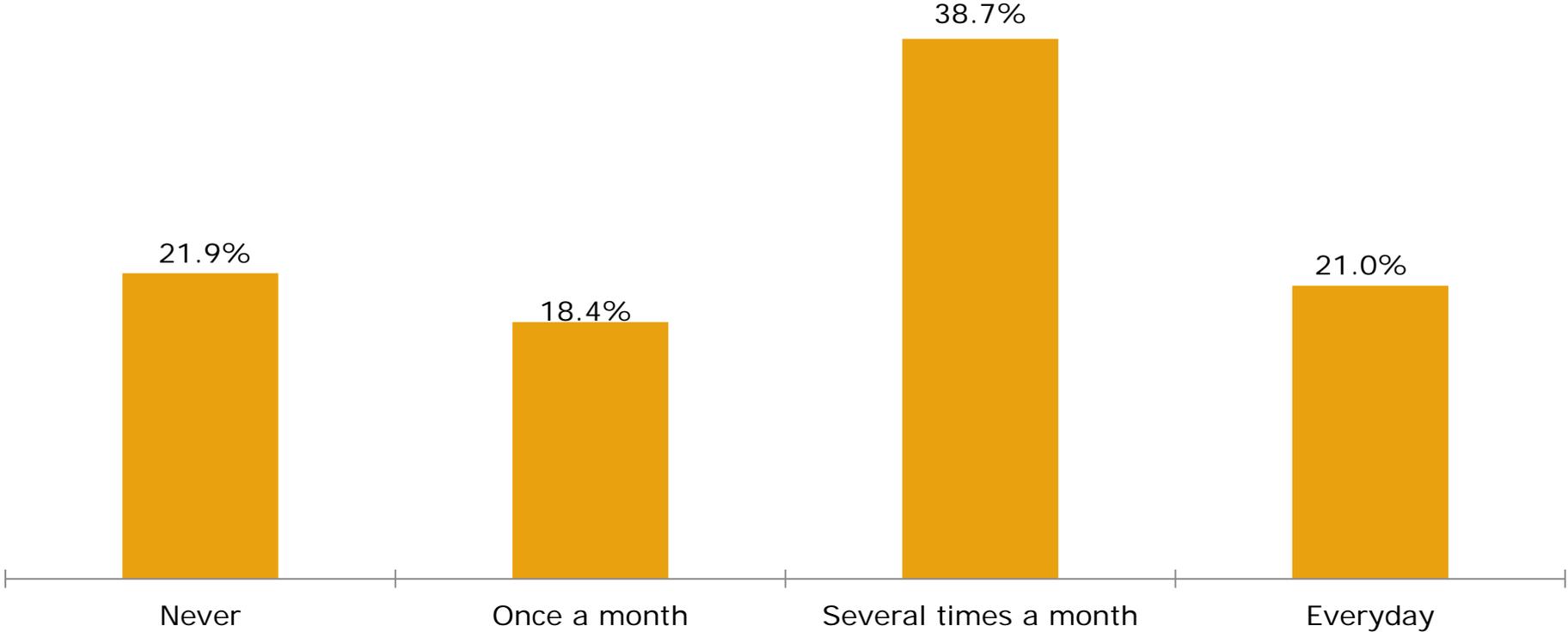
What are your two biggest safety concerns about your neighborhood?*

Reason	N	%
Crime/fear of victimization	165	29.7%
Homeless Population	84	15.1%
Alcohol and Drugs	74	13.3%
Gangs and gang-affiliated activity	62	11.2%
Infrastructure	43	7.7%
Disorder/cleanliness	43	7.7%
Traffic safety	28	5.0%
Economy/lack of resources	22	4.0%
Police harassment/brutality (or fear of)	18	3.2%
Gentrification	11	2.0%
Other	5	<1.0%

* Respondents were instructed to identify top two reasons. Responses can add up to more than 100%

Neighborhood Parks

How often do you visit your neighborhood park? (n=429)



Neighborhood Parks (cont'd)

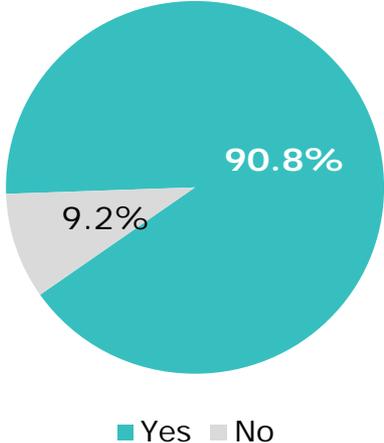
Why don't you visit your neighborhood park more frequently?

Category*	Combined (n=429)	Barrio Logan (n=65)	East Village (n=26)	Encanto (n=35)	Logan Heights (n=29)	Southeastern (n=62)
Bad lighting	11.4%	8.8%	2.5%	10.8%	13.2%	16.5%
Gangs or other illegal activity	13.8%	8.0%	15.0%	14.9%	17.0%	16.5%
Graffiti	4.4%	0.9%	--	5.4%	7.5%	6.8%
Homeless population	17.2%	23.0%	27.5%	16.2%	15.1%	11.3%
Not interested in visiting	7.9%	2.7%	5.0%	10.8%	17.0%	11.3%
Not easy to get to	1.9%	--	5.0%	1.4%	7.5%	1.5%
Old/worn down equipment	5.4%	3.5%	--	5.4%	15.1%	4.5%
People using drugs/alcohol	8.2%	7.1%	2.5%	12.2%	11.3%	7.5%
Too much trash	5.8%	4.4%	2.5%	6.8%	11.3%	4.5%
I'm too busy	15.9%	20.4%	15.0%	14.9%	15.1%	12.8%
Other**	13.3%	13.3%	12.5%	9.5%	11.3%	10.5%

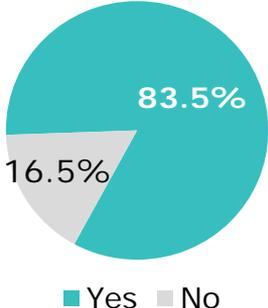
*Respondents were instructed to select all categories that apply. Responses can add up to more than 100%.

Internet Access

Do you have a smartphone that can access the internet? (n=377)



Do you have access to the internet somewhere else (besides your phone)? (n=410)



“Get it Done” App

Have you heard of the app?

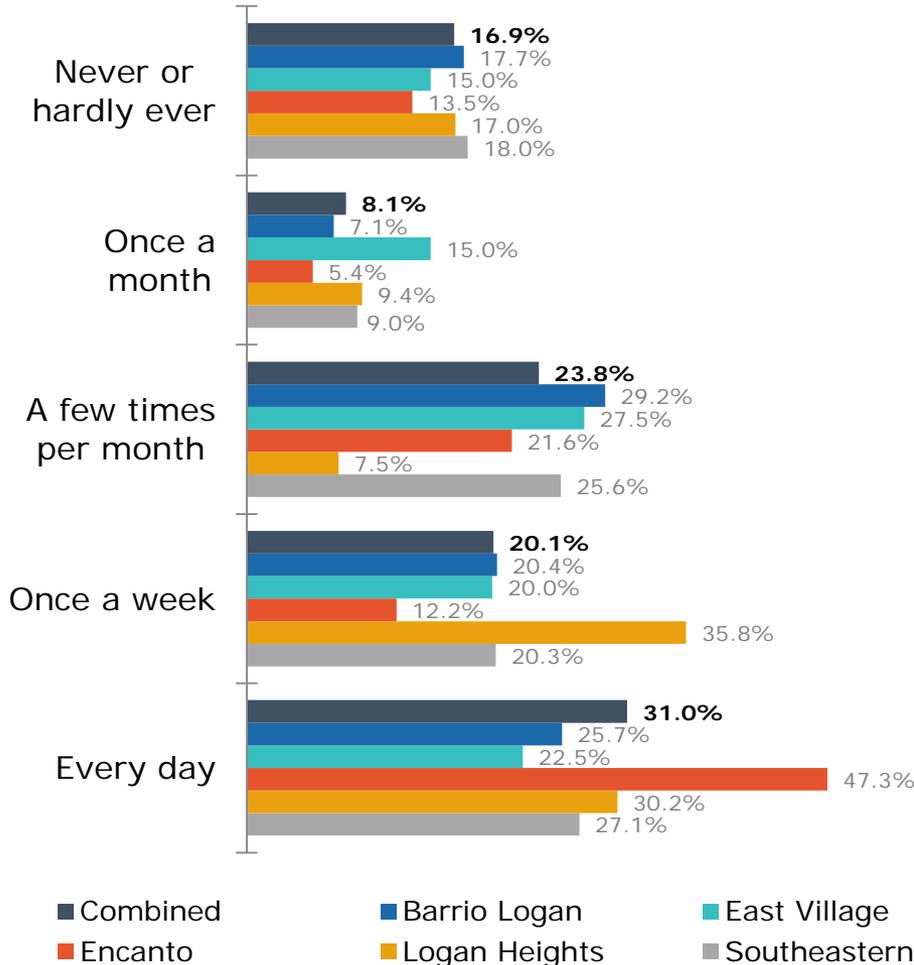
Neighborhood	Yes	No
Combined (n=332)	14.5%	85.5%
Barrio Logan (n=87)	8.0%	92.0%
East Village (n=31)	16.1%	83.9%
Encanto (n=57)	19.3%	80.7%
Logan Heights (n=44)	9.1%	90.9%
Southeastern (n=101)	19.8%	80.7%

Do you use the app?

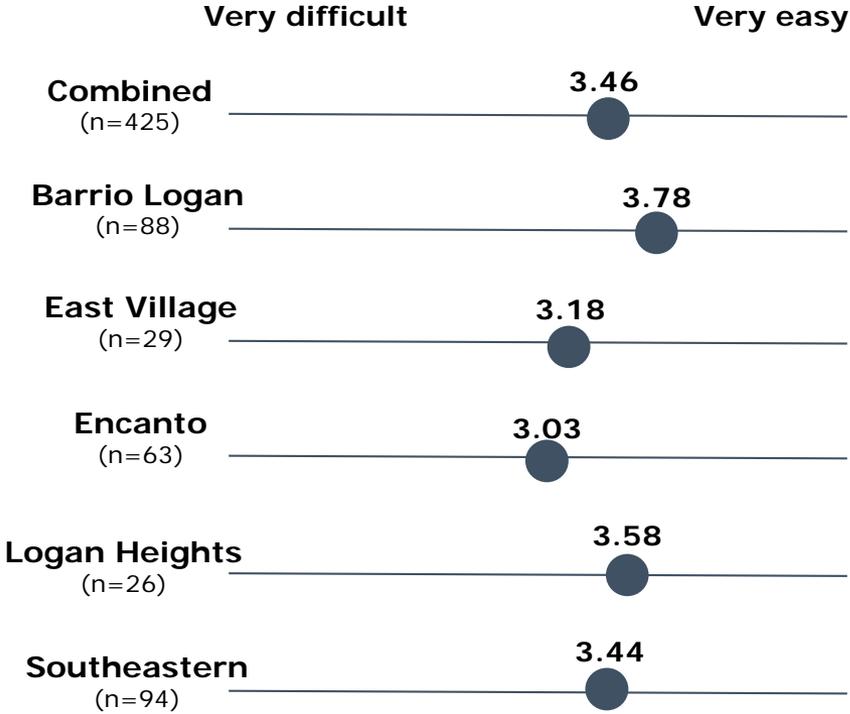
Neighborhood	Yes	No
Combined (n=61)	14.8%	85.2%
Barrio Logan (n=15)	6.7%	93.3%
East Village (n=2)	--	100%
Encanto (n=11)	18.2%	81.8%
Logan Heights (n=11)	27.3%	72.7%
Southeastern (n=20)	15.0%	85.0%

Neighborhood Goods and Services

How often do you travel outside the SDPZ to purchase goods or services?

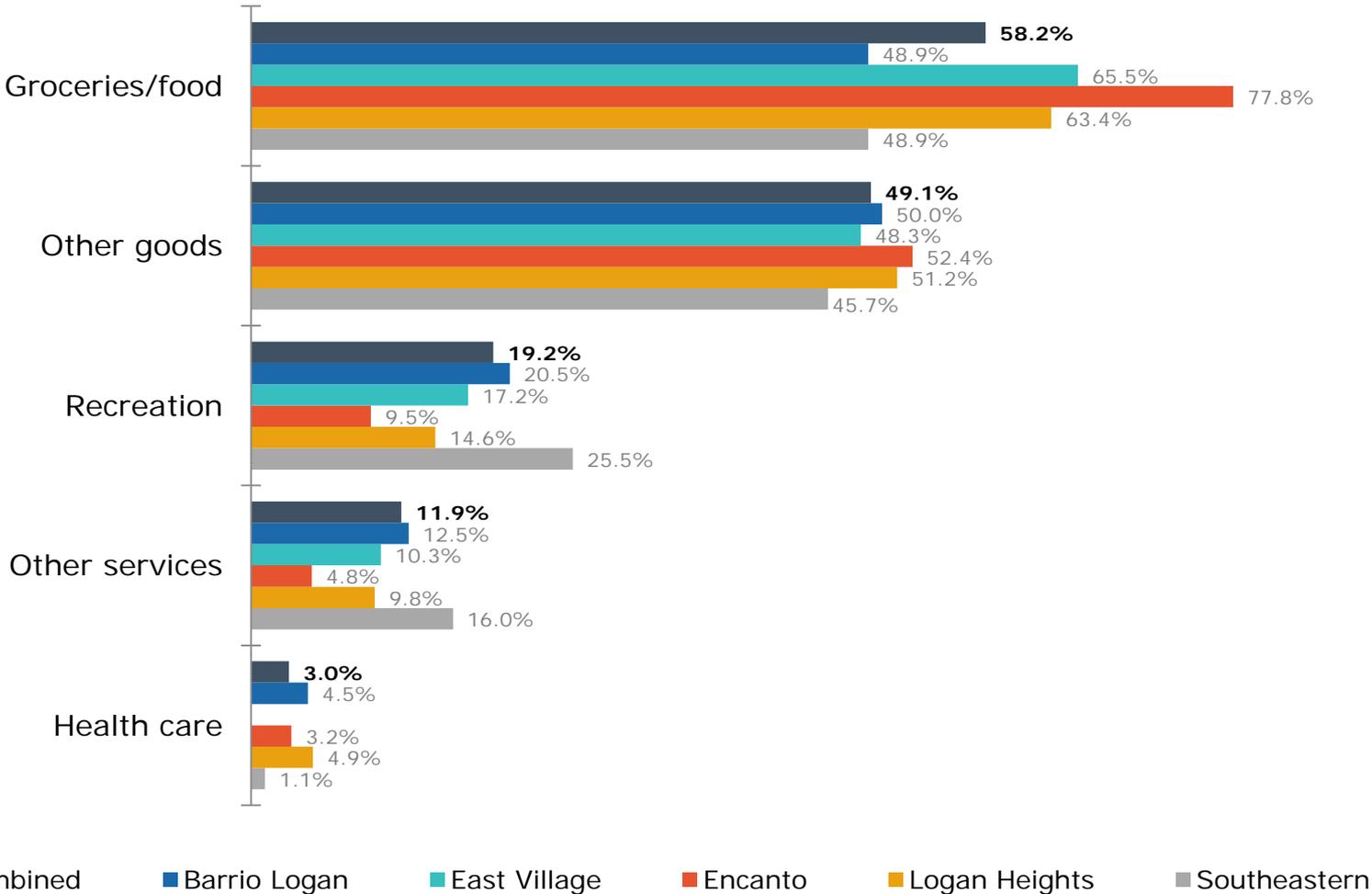


On a scale from 1 to 5, in your neighborhood, how easy is it to find healthy food options?



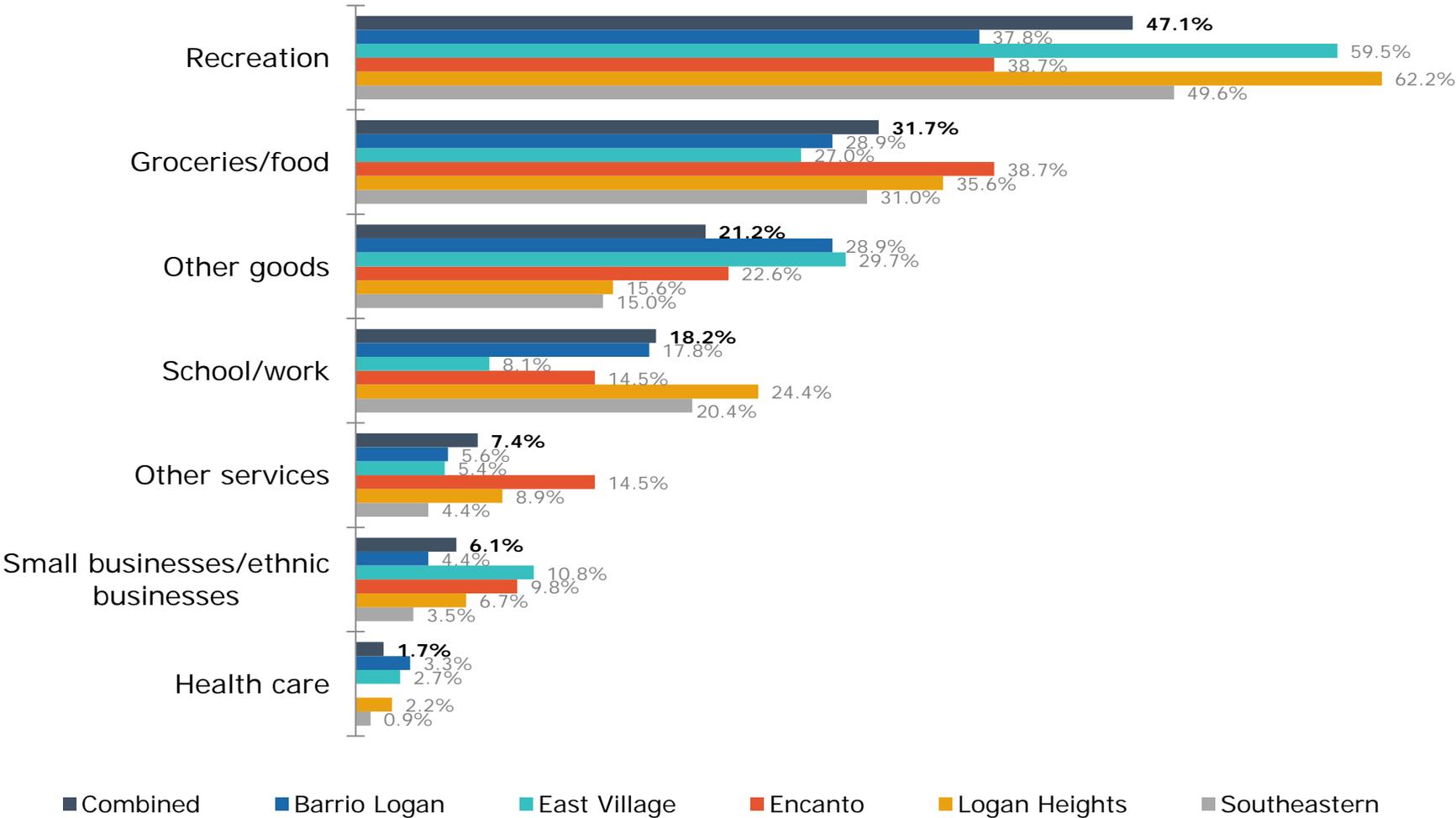
Neighborhood Goods and Services (cont'd)

What goods or services do you most often purchase/use outside the SDPZ area?



Neighborhood Improvement

What types of new businesses would you like to see open up in your neighborhood?



Neighborhood Improvement (cont'd)

What is one thing you would like to be improved in your neighborhood?

Category*	Combined (n=374)	Barrio Logan (n=98)	East Village (n=39)	Encanto (n=66)	Logan Heights (n=47)	Southeastern (n=112)
Infrastructure	51.9%	49.0%	56.4%	51.5%	48.9%	54.5%
Safety	14.7%	15.3%	10.3%	12.1%	14.9%	17.9%
Homeless Population	10.4%	13.3%	15.4%	9.1%	8.5%	8.0%
Recreation	5.9%	5.1%	7.7%	6.1%	6.4%	6.3%
School/work programs	5.3%	7.1%	5.1%	7.6%	6.4%	2.7%
Unity among people	5.1%	4.1%	2.6%	7.6%	4.3%	5.4%
Economy/money	2.9%	4.1%	--	3.0%	4.3%	2.7%
More diversity	2.1%	--	2.6%	1.5%	4.3%	1.8%
Gang activity	1.6%	2.0%	--	1.5%	2.1%	0.9%

Neighborhood Highlights

What is your favorite thing about your neighborhood?

		Most Frequent Responses by Neighborhood				
Category	Combined	Barrio Logan	East Village	Encanto	Logan Heights	South-eastern
People	27.2%	✓	✓	✓		✓
Location/ Proximity	21.2%		✓	✓	✓	
Atmosphere	12.3%					
Recreation	11.1%					
Infrastructure	10.6%					
Diversity & Culture	9.1%					
Safety	4.0%					
School/Work Programs	3.0%					
Economy/Money	1.5%					

"Everyone comes together to support each other"
 -Logan Heights Resident

"Public transportation and closeness of schools for children"
 -Encanto Resident

"Most of the community are good people just trying to make it"
 -Southeastern Resident

"It's close to everything I need" – East Village Resident

"Neighbors look out for each other" –Barrio Logan Resident