

## San Diego Promise Zone Community Survey 2017 Summary of Key Findings

### Community Survey Background and Methods

In late summer of 2017, the six San Diego Promise Zone (SDPZ) Working Groups (Housing, Health, Safety, Education, Jobs and Economic Activity), with support from SDPZ's AmeriCorps VISTA members and Harder+Company Community Research, created the San Diego Promise Zone Community Survey 2017. The survey was designed to solicit input from SDPZ residents on several community issues that the Working Groups intend to address over the course of the 10-year designation and for which no current, reliable data existed. The survey contained a total of 23 questions and was administered by a cohort of 120 undergraduate students from San Diego State University, School of Public Affairs. A convenience sampling method was used whereby students surveyed residents at twenty-one (21) Promise Zone community locations and events between October and November 2017 (examples of locations included recreation centers, parks, community fairs, local grocery stores, farmers markets and public libraries). To be eligible to participate in the survey, community members were required to be over the age of 18 and living inside the Promise Zone boundaries. In sum, a total of 437 SDPZ residents were surveyed in either English or Spanish. Participants received a \$5 Starbucks gift card incentive.

### Key Results

The following are key results from the SDPZ Community Survey 2017.

#### Participant Demographics:

- 53.6% of respondents were female
- The age of respondents was fairly evenly distributed across the range of 18-55+. About one-fourth of respondents were between 25-34 years of age.
- 54.8% of respondents identified as Hispanic/Latino and 24.4% as African-American<sup>1</sup>
- 42.6% of respondents have lived in their neighborhood for more than 15 years

#### Employment:

- 52.9% of respondents reported working either full time or part-time.
- 24.2% of respondents reported being unemployed, but actively looking.
- Of those who are working at least part-time, 41.4% are working inside the San Diego Promise Zone.

#### Education:

- 35.3% of respondents reported that their highest level of education is a high school diploma or GED.
- 20.1% of respondents reported having a college degree or higher.

#### Housing:

- Nearly 60% of respondents reported renting their home; 14.2% reported owning their home; 12.5% reported being homeless.
- Residents across all neighborhoods reported a moderate level of concern about not being able to pay their rent/mortgage over the next six months (mean score of 4.62 on a scale from 1-10). The level of concern was the highest for residents of East Village (mean score of 5.96) and lowest for residents of Encanto (mean score of 3.65).

---

<sup>1</sup> Respondents could select multiple race/ethnicity categories, therefore totals sum to more than 100%.

#### Safety and Park Usage:

- Across all neighborhoods, residents rated their neighborhoods as relatively safe (mean score of 3.42 on a scale from 1-5).
- Crime/fear of victimization and the concerns about the homeless population were the two most frequently cited safety concerns.
- Nearly 60% of respondents said they visited their neighborhood park several times a month or more.
- The homeless population was the most frequently reported reason for why residents do not visit their neighborhood park more frequently. This was particularly a concern for residents of Barrio Logan, East Village and Encanto.

#### Health:

- Overall, respondents reported that it was easy to find healthy food options in their neighborhood (mean score of 3.46 on a scale from 1-5), with Encanto residents reporting the lowest score (mean score of 3.03) and Barrio Logan residents reporting the highest score (mean score of 3.78).

#### Economic Activity:

- 31% of respondents reported traveling outside the SDPZ every day when purchasing goods/services. 58% of respondents most often purchased groceries/food outside the SDPZ.
- 47% of participant residents would like to see new recreational businesses open in their neighborhoods. 32% of participant residents would like to see new groceries/food businesses open in their neighborhoods.

#### Assets and Opportunities for Improvement:

- 51.9% of respondents cited infrastructure as a desired area for improvement in their neighborhood.
- Only 14.5% of respondents had heard of the City of San Diego's "Get it Done" App and of those who had heard about it, only 14.8% had ever used it.
- Respondents also reported their favorite things about their neighborhood. The most frequent response was "the people" (27.2%), followed by "location/proximity" (21.2%).

#### Next Steps

The SDPZ Working Groups intend to use the results of this survey to inform their planning and prioritizing of activities over the next 18-24 months of implementation. This first dissemination of the survey will serve to establish a baseline for future administrations. The City of San Diego in partnership with SDSU School of Public Affairs plans to re-administer the community survey every other year. The next administration is planned for the fall of 2019.

#### SDPZ Community Survey Contact Information

Katherine Crow  
San Diego Promise Zone Director  
City of San Diego, Economic Development Department  
[KCrow@sandiego.gov](mailto:KCrow@sandiego.gov)

Nicole Bracy, Ph.D.  
School of Public Affairs  
San Diego State University  
[nbracy@sdsu.edu](mailto:nbracy@sdsu.edu)