MASTER PLAN
Survey Responses
Report Overview

UC San Diego Extension’s Center for Research partnered with the Jacobs Center of Neighborhood Innovation (JCNI) to understand the community of Southeastern San Diego. The two entities have been partnering for years, with the Center for Research providing community demographic, education, crime, and other relevant data.

In 2016, Extension and JCNI partnered to conduct a community wide survey to gauge the pulse of the Southeastern San Diego community. The following pages are a result of this survey and is intended to help inform future development opportunities in this area, but just as importantly this data will help JCNI and other community organizations track the effectiveness of their organizations’ work towards transforming Southeastern San Diego into a thriving community.
Methodology:

- Data collected through online and on-the-ground surveys
- Random sampling
- Involvement of 50+ community partners and 20 youth researchers
- Statistical significance in all Diamond District geographies
2016 MASTER PLAN SURVEY

Key Highlights:

• **1,359** respondents completed the survey between June 2016 and August 2016.

• Perception regarding the **quality of life** decreased with respondents’ increasing age, from a mean of 6.4 (19 or under) to 6.2 (60 and over).

• Residents reported largely utilizing playgrounds, BBQ/ picnic tables/ game tables, and recreational centers/ youth centers; however, respondents would like to see more dog parks, community gardens, multi-use trails, and skate parks.

• The top **entertainment activities** residents, regardless of age, would like to see were festivals/ events, music/ concerts, and children/ youth activities. Respondents between the ages of 30 to 59 placed greater emphasis on children/ youth activities.

• Residents preferred walkable retail building designs followed by big box stores. Strip mall stores were the least favored.
Key Highlights (continued):

- The majority of respondents would like to see more restaurants and the same amount of or fewer office buildings.

- The top retailers/ service providers desired were entertainment, restaurants, and health/wellness. More emphasis was placed on health and wellness by the older population segment compared to respondents under 19.

- 73% would support the introduction of an additional charter school in the area.

- Respondents would like to see more low-income/affordable housing and believed that there should be a greater distribution of affordable housing.

- A greater distribution of market rate housing was preferred with increasing age.
Key Highlights (continued):

- Least Favorably Rated Factors by Category:
  - **Transportation**: Distance to Amenities and Bike Paths
  - **Safety**: Law Enforcement and Crime Rate
  - **Education & Workforce**: Availability of Training Programs and Colleges
  - **Health**: Elder Care Facilities and Child Day Care
Respondents residing in **92113** rated transportation, health, and quality of life lower than other zip codes in the Diamond Neighborhood.

The majority had an equal perception of safety in their communities.
Demographics
Gender (n=1,302)

- Male: 42%
- Female: 57%
- Other: 1%
Age Distribution (n=1,302)

- Under 19: 35%
- 20-29 years: 15%
- 30-39 years: 15%
- 40-49 years: 13%
- 50-59 years: 11%
- 60 and over: 10%
Employment Status (n=1,291)

- Employed, Full-time: 37%
- Employed, Part-time: 21%
- Unemployed: 26%
- Not employed and not seeking work: 17%
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Educational Attainment (n=1,286)

- Did not get High School Diploma or GED: 29%
- High School Diploma or GED: 32%
- Trade School Certificate/Diploma: 7%
- Associate’s Degree: 9%
- Bachelor’s Degree: 14%
- Master’s Degree: 6%
- Ph.D.: 1%
- M.D.: 0%
- J.D.: 0%
- Other: 3%

Note: Percentages have been rounded to the nearest whole number.
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Residence (n=1,314)

Length of Residence

- Less than a year: 6%
- 1-3 years: 14%
- 4-6 years: 18%
- 7-9 years: 13%
- 10 or more years: 49%
Housing Unit (n=1,299)

Type of Housing

- 1-unit, detached or attached: 58%
- 2 to 4 units: 26%
- 5 or more units: 12%
- Mobile home, boat, RV, van, etc.: 2%
- No Response: 2%
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Housing Unit (n=1,299)

Ownership Status

- Rent: 61%
- Own: 38%
- No Response: 1%

Type of Assistance

- Market Rate Housing: 51%
- Subsidized Housing: 11%
- Affordable Housing: 30%
- No Response: 7%
Community
Community Amenities - Rating

- Arts and Cultural Amenities: 5.7
- Foods and Restaurants: 6.0
- Community Centers: 5.8
- Parks, Playgrounds, and Trails: 5.9
- Relationship with Neighbors: 6.2
- Walkability of Neighborhood: 6.2
- Quality of Life: 6.4
# Usage of Recreational Amenities

<table>
<thead>
<tr>
<th></th>
<th>Currently Use</th>
<th>Would Like To See</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BBQ/ Picnic Tables/ Game Tables</strong></td>
<td>41%</td>
<td>61%</td>
</tr>
<tr>
<td><strong>Community Garden</strong></td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td><strong>Dog Park</strong></td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Open Field Area</strong></td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Multi-use Trails</strong></td>
<td>25%</td>
<td>76%</td>
</tr>
<tr>
<td><strong>Playgrounds</strong></td>
<td>53%</td>
<td>49%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Currently Use</th>
<th>Would Like To See</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recreational Center/ Youth Center</strong></td>
<td>41%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Skate Park</strong></td>
<td>25%</td>
<td>76%</td>
</tr>
<tr>
<td><strong>Swimming Pool</strong></td>
<td>28%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Volleyball Tennis Basketball</strong></td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td><strong>Other (Tracks, Community Pools, Karaoke, Senior Centers, Libraries)</strong></td>
<td>19%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Note: Percentages may not equal 100 due to rounding. Refer to note section for N figures.
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Desired Entertainment Activities

- **52%**
  - Art Galleries

- **66%**
  - Children / Youth Activities

- **71%**
  - Festivals

- **51%**
  - Museums

- **71%**
  - Music Concerts

- **8%**
  - Other

Other...
- Game Stop
- Movie Theater
- Multi-Cultural Center
- Charity Events
Retail & Office Space
2016 MASTER PLAN SURVEY

Which would you like to see...

<table>
<thead>
<tr>
<th></th>
<th>More</th>
<th>Same</th>
<th>Fewer</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Buildings</td>
<td>28.3%</td>
<td>31.6%</td>
<td>18.3%</td>
<td>21.9%</td>
</tr>
<tr>
<td>(n=1,264)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail Services</td>
<td>48.9%</td>
<td>29.9%</td>
<td>7.9%</td>
<td>13.4%</td>
</tr>
<tr>
<td>(n=1,287)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>68.3%</td>
<td>20.1%</td>
<td>3.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>(n=1,287)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

What type of providers would you like to see more of in your community? (n=1,298)

- Automotive: 22%
- Banks/credit unions: 34%
- Beauty: 32%
- Big box retailers (i.e. Target, Walmart): 50%
- Coffee shops: 52%
- Dry cleaning: 26%
- Entertainment: 66%
- Grocery stores: 49%
- Health and wellness: 55%
- Restaurants: 64%
- Other: 7%
Rating Retail Building Designs

7.8

6.4
Rating Retail Building Designs

5.3
Rating Commercial Building Designs

6.5

8.3
Rating Commercial Building Designs
Housing
### 2016 MASTER PLAN SURVEY

Which would you like to see…

<table>
<thead>
<tr>
<th>Category</th>
<th>More</th>
<th>Same</th>
<th>Fewer</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed use developments (live/ work)</td>
<td>42.9%</td>
<td>30.2%</td>
<td>6.8%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Apartments</td>
<td>30.0%</td>
<td>38.2%</td>
<td>21.7%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Townhouses Condominiums</td>
<td>45.1%</td>
<td>32.3%</td>
<td>11.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Single Family Homes</td>
<td>52.3%</td>
<td>29.6%</td>
<td>5.5%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Mobile Homes</td>
<td>12.7%</td>
<td>24.1%</td>
<td>40.1%</td>
<td>23.2%</td>
</tr>
<tr>
<td>Low-Income Affordable Housing</td>
<td>55.0%</td>
<td>21.3%</td>
<td>10.6%</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

Note: Refer to note section for N figures.

### Market Rate v. Affordable Housing Distribution (n=1,349): Mean Percentage

![Market Rate Housing vs Affordable Housing Chart](chart.png)
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19 and under (n=489)
- Market Rate Housing: 46%
- Affordable Housing: 54%

20-39 years old (n=398)
- Market Rate Housing: 47%
- Affordable Housing: 53%

40-59 years old (n=316)
- Market Rate Housing: 49%
- Affordable Housing: 52%

60 and over (n=135)
- Market Rate Housing: 49%
- Affordable Housing: 51%

Note: Percentages may not equal 100 due to rounding.
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Rating Residential Building Designs

7.8

7.1
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Rating Residential Building Designs

7.9
Transportation
**Transportation - Rating**

- Bike Paths: 6.2
- Bus: 6.6
- Trolley: 6.8
- Distance to Amenities: 6.1
- Sidewalks: 6.4

**Overall Rating:** 6.3
Transportation Frequently Used (n=1,310)

- Bus: 12%
- Bicycle: 2%
- Carpool: 16%
- Drive alone: 48%
- Trolley: 8%
- Walk: 8%
- Other: 6%

Other: Skateboard, Car, Motorcycle...
Safety
Safety - Rating

- Law Enforcement: 6.2
- Street Lights: 6.5
- Fire Protection: 6.7
- Crime Rate: 6.0

Overall: 6.2
Health
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Health - Rating

- Health Clinics: 5.9
- Hospitals: 5.9
- Elder Care Facilities: 5.8
- Child Day Care: 5.6

Overall: 5.8
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Education & Workforce - Rating

- Neighborhood Schools (K-12): 6.4
- Availability of Training Programs and Colleges: 5.8
- Job Opportunities: 5.9

Overall: 6.1

73% (n=1,301) would support the introduction of an additional charter school in the area.