2016 MASTER PLAN SURVEY

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
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.

* On a 10-point Scale.
KEY HIGHLIGHTS (continued):

• 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.

• 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.
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%
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.
2016 MASTER PLAN SURVEY

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%
2016 MASTER PLAN SURVEY

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
2016 MASTER PLAN SURVEY

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

(on a 10-point scale.)
## USAGE OF RECREATIONAL AMENITIES:

<table>
<thead>
<tr>
<th>Amenity</th>
<th>Currently Use</th>
<th>Would Like To See</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBQ/Picnic Tables/Game Tables</td>
<td>41%</td>
<td>61%</td>
</tr>
<tr>
<td>Community Garden</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>Dog Park</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>Open Field Area</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Multi-use Trails</td>
<td>25%</td>
<td>76%</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>Recreational Center/Youth Center</td>
<td>41%</td>
<td>60%</td>
</tr>
<tr>
<td>Skate Park</td>
<td>25%</td>
<td>76%</td>
</tr>
<tr>
<td>Swimming Pool</td>
<td>28%</td>
<td>73%</td>
</tr>
<tr>
<td>Volleyball Tennis Basketball</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Other (Tracks, Community Pools, Karaoke, Senior Centers, Libraries)</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.
COMMUNITY AMENITIES – RATING:

- Art Galleries: 52%
- Museums: 51%
- Children/Youth Activities: 66%
- Music Concerts: 71%
- Festivals/Events: 71%
- Other: 8%
- Other...
  - Game Stop
  - Movie Theater
  - Multi-Cultural Center
  - Charity Events
RETAIL & OFFICE SPACE
<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>
<td></td>
<td></td>
</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%
2016 MASTER PLAN SURVEY

7.8

6.4

(on a 10-point scale.)
2016 MASTER PLAN SURVEY

6.5

8.3
2016 MASTER PLAN SURVEY
HOUSING
### 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>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 VS. AFFORDABLE HOUSING

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

<table>
<thead>
<tr>
<th></th>
<th>Market Rate Housing</th>
<th>Affordable Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48</td>
<td>52</td>
</tr>
</tbody>
</table>

19 and under (n=489)

<table>
<thead>
<tr>
<th></th>
<th>Market Rate Housing</th>
<th>Affordable Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46</td>
<td>54</td>
</tr>
</tbody>
</table>

Note: Percentages may not equal 100 due to rounding.
2016 MASTER PLAN SURVEY

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.
2016 MASTER PLAN SURVEY

(7.8) (7.1) (on a 10-point scale.)
TRANSPORTATION
2016 MASTER PLAN SURVEY

TRANSPORTATION – RATING

<table>
<thead>
<tr>
<th>Mode</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Paths</td>
<td>6.2</td>
</tr>
<tr>
<td>Bus</td>
<td>6.6</td>
</tr>
<tr>
<td>Trolley</td>
<td>6.8</td>
</tr>
<tr>
<td>Distance to Amenities</td>
<td>6.1</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>6.4</td>
</tr>
</tbody>
</table>

OVERALL: 6.3

(on a 10-point scale.)
2016 MASTER PLAN SURVEY

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
### 2016 Master Plan Survey

#### Safety – Rating

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law Enforcement</td>
<td>6.2</td>
</tr>
<tr>
<td>Street Lights</td>
<td>6.5</td>
</tr>
<tr>
<td>Fire Protection</td>
<td>6.7</td>
</tr>
<tr>
<td>Crime Rate</td>
<td>6.0</td>
</tr>
</tbody>
</table>

**Overall Rating:** 6.2

*(on a 10-point scale)*
HEALTH
### HEALTH – RATING

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Clinics</td>
<td>5.9</td>
</tr>
<tr>
<td>Elder Care Facilities</td>
<td>5.8</td>
</tr>
<tr>
<td>Hospitals</td>
<td>5.9</td>
</tr>
<tr>
<td>Child Day Care</td>
<td>5.6</td>
</tr>
</tbody>
</table>

**OVERALL** 5.8

*(on a 10-point scale.)*
EDUCATION & WORKFORCE
73% (n=1,301) would support the introduction of an additional charter school in the area (on a 10-point scale.)