

North of Panhandle Neighborhood Association

General Survey: Spring 2008

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Abstract

A total of 108 respondent's took the survey both on-line (68) and at the block party (40). Respondent's felt that NOPNA is a community focused group that understands and represents neighborhood issues. They overwhelming like the "Respect the Neighborhood" slogan and self identify as professional and community focused people. About half of the respondent's are dues paying members while 39% are renters. The biggest issues on respondent's minds are crime/safety, dirty streets and commercial development. The majority of respondent's have lived in the neighborhood for less than 5 years.

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1 Summary

The NOPNA Spring 2008 general survey had 108 responses. There were two surveys given, one that was on-line and one that was paper (at the Block party). The on-line survey received 68 responses while the paper survey had 40. The survey was commissioned by the NOPNA marketing committee to get guidance as to how to move forward with NOPNAs rebranding effort.

The on-line survey had a total of 20 questions while the paper survey had 10. Each survey was designed to gauge respondent's feelings on how they feel about NOPNA and the neighborhood it represents.

Respondent's general feelings about the neighborhood that NOPNA represents was diversity, friendly, community focused and dog oriented. They felt that NOPNA itself was community focused, making a difference and respects the neighborhood by understanding and representing neighborhood issues.

Respondent's wanted NOPNA to improve by focusing on results more as well as becoming more diverse. They also wanted NOPNA to get more involved in the surroundings as well as run their general meeting more effectively.

The 108 respondent's had the following characteristics:

- 39% of them were renters.
- 29% do not attend any NOPNA events
- Most self identify as being professional and liberal with a focus on the community they are in.
- The majority have been in the neighborhood for less than 5 years.
- Their biggest concerns are crime/safety, dirty streets/graffiti and commercial development.
- They also feel that NOPNA's best communications channel is the newsletter, followed by the yahoo group then the general meeting.

Respondent's also felt that NOPNA slogan, "Respect the Neighborhood" accurately represents the group (79% of respondent's) but some respondent's wanted to see a more inclusive slogan that did not seem like an order.

Respondent's who have lived in the neighborhood for more than 5 years had the same responses as the general population except for:

- 77.8% own homes compared to 68.3% for all respondents.
- 69.2% are dues paying members while only 52.5% of all respondents were

2 Scope

2.1 Purpose

This survey was commissioned by the NOPNA Marketing Committee to gauge resident's feelings on how well NOPNA addresses the needs of the community as well as how people feel about the neighborhood. The survey was also used to see if the present NOPNA branding is consistent with how people see the association.

2.2 References

- Census data for 94117:
http://www.dataplace.org/area_overview/index.html?place=x108448&z=1
- San Francisco City Survey (2007):
<http://www.nopnawiki.org/images/5/54/2007CitySurvey.pdf>
- Harding Theater Survey (Feb. 2005):
http://www.nopnawiki.org/images/a/a3/Harding_survey_results.pdf
- Lower Divisadero Business Attraction Survey (Summer 2007)
http://www.nopnawiki.org/images/c/ca/Ldc_biz_survey_results.pdf

2.3 Definitions

NOPNA: North of Panhandle Neighborhood Association. Boundaries are Turk, Masonic, Fell and Divisadero

LDC: Lower Divisadero Corridor. Boundaries are Geary, Masonic, Haight and Filmore.

3 Methodology

3.1 Response gathering

Survey Monkey (www.surveymonkey.com) was used to gather responses from people. A link to the survey was sent to various e-mailing lists including:

- Lower Divisadero Neighborhood Group (lowerhaightorg@googlegroups.com)
- North Panhandle Neighborhood Association
(nopna_announce@yahogroups.com)
- Merchants of Lower Divisadero (merchants-of-divisadero-street@googlegroups.com)
- Placed on www.nopnawiki.org

Emails were also sent out to friends and neighbors of the NOPNA Board.

Paper surveys were also handed out at the NOPNA block party on May 17th. This paper survey was different than the on-line survey in that it was shorter (only 10 questions) as opposed to 20 questions for the on-line survey.

3.2 Question selection and construction

Questions were selected to gauge community knowledge and attitudes toward NOPNA and the neighborhood in general. Demographic information was also captured to compare to the 2000 Census data as well as the Lower Divisadero survey results.

The survey was presented in sections to categorize questions into their related areas. These areas were: NOPNA Impression, NOPNA Effectiveness, Neighborhood Life and About you.

NOPNA Impression

The questions in this section wanted to determine what the respondent's felt about NOPNA as well as how many events they go to. This section also wanted to gauge why respondent's are not dues paying members as well as rank the quality of the events NOPNA puts on.

NOPNA Effectiveness

NOPNA felt it important to gauge respondent's feelings on how well we get things done as well as how we communication with the community.

Neighborhood Life

It is important to understand how respondent's like living in the neighborhood and what issues effect their daily life. This section was included to do that. It also has similar question construction as the Lower Divisadero survey and is meant to determine if a shift in responses has occurred between that survey and this survey.

About You

Understanding the demographics of the respondent's is important to ensure that we get a representative sample of the neighborhood. The About You also will be used with census data as well as San Francisco City Survey data to determine if respondent's were representative of the neighborhood.

4 Results and Analysis

4.1 Overview and Comparisons

The survey was open for responses starting 3/17/08 and was closed on 05/17/08 (after the block party). There was a total of 110 started surveys and 108 of those were finished.

Demographic comparisons will be done based on the census data from the 94117 zip code which is where NOPNA is located. All data is taken from the 2000 census unless otherwise stated. The relevant data to compare to is listed below:

General Information

Item	Units	Value
Total Population	people	38,168
Population Density	people/sq-mile	27,158.515
Population under 18	%	6.5
Total Households	N/A	18,025
Average household size	people	2
Households with children	%	25.5
Median Household Income	\$	63,983
Average Household Income	\$	85,314
Total number of establishments (2003)	#	732
Establishment density	per 1000 population	19

Area Income

Item (2002 Data)	Units	Value
Average Adjusted Gross Income	\$	62,743
<\$10,000	%	13.3
\$10,000-\$19,999	%	13.3
\$20,000-\$29,999	%	13
\$30,000-\$49,999	%	23.5
\$50,000-\$99,999	%	24.1
>\$100,000	%	12.9

City Survey Results

Each year, the City and County of San Francisco's Office of the Controller, City Services Auditor does a City Survey to gauge San Francisco resident's thoughts and feelings. The survey asks several quality of life related questions that are reported by district. The relevant data to compare to is presented below:

Chapter 2: Safety (Page 2-1)

- Feelings of Safety was stable from 2005 and higher than in the 1990's
- Fifty-seven (57%) of residents feel safe both day and night
 - Appendix A-4: District 5 reports 47% of respondents feel safe both day and night.
- Eighty (80%) of respondents report feeling safe or very safe walking alone in their neighborhoods during the daytime, down from 83 percent in 2005.
 - Appendix A-3: District 5 reports 82% of respondents feel safe or very safe walking along during the day in their neighborhood.
 - Appendix A-3: District 5 reports 50% of respondents feel safe or very safe walking alone during the night in their neighborhood.

Chapter 4: Streets and Sidewalks (Page 4-1)

- Steady grades for street and sidewalk cleanliness from 2005.
- Forty-nine (49%) percent of respondents consider the cleanliness of their neighborhood streets as good or excellent
 - Appendix A-9: District 5 reports 37% of respondents consider the cleanliness of their neighborhood sidewalks as good or excellent.
 - Appendix A-10: District 5 reports 44% of respondents consider the cleanliness of their neighborhood streets as good or excellent.
 - Appendix A-11: District 5 reports 35% of respondents consider the pavement conditions of their neighborhood streets as good or excellent.
- Forty-five (45%) of San Franciscans think that the cleanliness of their neighborhood sidewalks are in good or excellent condition.
- The average ratings in Districts 1,2,3,4,5,7 and 8 are significantly lower in 2007 than in 2004 and 2005. There is a dramatic drop in District 2 and 7.

Chapter 10: Demographic Information (Page 10-2 and 10-4)

- What was your household's total income before taxes in 2004?

Item	Units	Value
<\$10,000	%	7
\$10,000-\$24,999	%	12
\$25,000-\$49,999	%	19
\$50,000-\$99,999	%	30
>\$100,000	%	32

- How many people live in your household/Any children under 18?

Item	Units	Value
One	%	33
Two	%	37
Three	%	15
Four	%	10
Five or more	%	6
Children under 18	%	20

Chapter 9: Technology and San Franciscans (Page 9-1 to 9-10)

- Eighty-two (82%) of the population uses a computer at home and 80% of those use it to access the Internet
 - Appendix A-22: District 5 reports 86% of respondents reach the Internet from home.
- Percent of Internet in the Home versus Income

Item (2006 Income)	Units	Appox. Value
<\$10,000	%	35
\$10,000-\$24,999	%	65

\$25,000-\$49,999	%	80
\$50,000-\$99,999	%	90
>\$100,000	%	99

4.2 Results and Analysis

Since there were two surveys, results for both surveys were combined where applicable. Combined results are noted in the analysis. Since some of the questions in the on-line survey were not in the paper survey, some of the comparisons might not be as strong.

4.2.1 NOPNA Impression

These sets of questions related to how people felt about NOPNA and their general interactions with the organization and the neighborhood. The questions in this section were:

Question 1: How Many NOPNA functions do you attend annually (including meetings, parties, etc.)?

Question 2: If you could list one thing you like about NOPNA, what would it be?

Question 3: When you think of NOPNA what comes to mind (Please check all that apply)

Question 4: If you could change one thing about NOPNA, what would it be?

Question 5: Please rank the quality of the following NOPNA events

Question 6: Do you think the present number of events that NOPNA puts in is enough?

Question 7: NOPNA's present slogan is "Respect the Neighborhood". Do you think that this accurately reflects the organization?

Question 8: Are you a dues paying member of NOPNA?

Question 1 Analysis: How Many NOPNA functions do you attend annually (including meetings, parties, etc.)?

This question was asked to see how many events the respondent's attend during the year. The responses were:

Item (On-line and Paper)	Units	Value
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0	%	29.4
1-2	%	26.5
2-5	%	19.1
5-10	%	19.1
>10	%	5.9

The highest number of respondent's don't attend NOPNA functions. These results also match question 5's high number of Have Not Attended response. Unfortunately, no question was asked as to why they do not attend. Some respondent's did mention why they do not attend functions, which is included in the question 5 comments about events. See question 5 for that analysis.

Question 2 Analysis: If you could list one thing you like about NOPNA, what would it be?

This question was chosen as an open ended question to see how it compares to the check box question #3 which asks how respondent's see the neighborhood and how that relates to NOPNA. The ideal case is that NOPNA would reflect the neighborhood. If that is the case, then you would see this question and question 3 have similar trends. The general trends that came out were:

- Diversity
- Sense of Community.
- Community spirt
- Active within the community
- Organized
- Source of neighborhood information

These responses generally align with Question 3, which bodes well for NOPNA's alignment to the community.

Question 3 Analysis: When you think of NOPNA what comes to mind (Please check all that apply)

This question and question #4 were designed to figure out what people think of NOPNA as an organization. Both positive and negative traits were included to try and get a fair and balanced view of how people see us. The results are:

1. Community focused

2. Respect the Neighborhood
3. Active
4. Makes a difference
5. Neighbors helping neighbors.
6. Family focused

It is clear from the respondent's that NOPNA is seen as an organization that does good within the neighborhood. The rest of the list is presented below:

7. Diverse, Homeowners looking after their property values
8. Political
9. Independent
10. Results-Oriented
11. Homogeneous
12. Yuppie
13. Hippie
14. Ineffective
15. Not Political Enough

It is a surprise that respondent's do not consider NOPNA a results oriented group. This is something that should be addressed. Also, the "Homeowners looking after their property values" was an answer that was expected to rate higher than it did. There has been anecdotal evidence that this is a concern but the responses don't support that.

If the data is cut to show just the responses from renters, then "Homeowners looking after their property values" does jump up from #7 to #4, which does show some relevance but not as much as expected. See question 12's analysis for how this compares to how respondent's view the neighborhood.

Question 4 Analysis: If you could change one thing about NOPNA, what would it be?

This was an open ended question that wanted to get a feeling of where we can improve. The general themes were:

- Increase the groups impact by focusing on results and working with other neighborhood groups.
- More events for young professionals

- More diversity, more members. People of color and renters
- Fix the perception that it is out of touch or only yuppies
- Alternative meeting nights with more focused/productive meetings

These responses do suggest why people don't come to more events. Specifically, the events might not be on good days for them and they might not be the right types of events.

Question 5 Analysis: Please rank the quality of the following NOPNA events

Events are a big part of NOPNA. We strive to put on quality events that neighbors will come to. This question wanted to determine which of our events ranked the highest in quality. The results were:

1. Halloween Party (1.52)
2. Christmas Party (1.94)
3. General Meeting (1.97)
4. Neighborhood clean-up (2.00)
5. Kids dance party (2.10)
6. Block Party. (2.14)

One thing that was particular to this question is the number of responses to Have Not Attended. This can skew the results a bit. The rank of the Have Not Attended responses is shown below (with #1 being the highest non-attended event):

1. Kid's Dance Party (83.6%)
2. Neighborhood Clean-up (73.0%)
3. Christmas Party (70.5%)
4. Halloween Party (66.7%)
5. Block Party (54.7%)
6. General Meeting (43.8%)

The exception would be that the more people attend an event, the more relevant the responses should be (because of a higher sample size). It should be noted that all events, in terms of ranking, were tightly spaced (as shown in the numbers to the left of the events). This Have Not Attended number also seems to indicate that most respondent's don't attend NOPNA events with the exception of the General Meeting.

Conclusions for this question is that all of our events seem to be of reasonable quality when attended. Specific comments on events were:

- More events for people without kids (like Nopa Networking).
- It would be nice if the General Meeting was changed around to be on a different day of the week.
- Sometimes it is hard to meet and mingle at the events.

Question 6 Analysis: Do you think the present number of events that NOPNA puts in is enough?

It is always a debate whether or not we have enough events in the neighborhood. An overwhelming 83.1% of respondent's think we do. This is odd since people do not go to events, so you would expect that they would want more events that they might like.

Question 7 Analysis: NOPNA's present slogan is "Respect the Neighborhood". Do you think that this accurately reflects the organization?

Some of NOPNA's board members feel that NOPNA's slogan needs to be redone. The feeling is that it is too in your face and excludes people. Question 7 was created to see what people think. See below for the results:

Item (On-line and Paper)	Units	Value
Yes	%	79
No	%	21

This result was unexpected because we have strong feelings on the board about it and we have heard from others specifically about this issue. One thing that is encouraging about this result is that the NOPNA branding to date has been effective.

Respondent's who added a comment about what they would change the slogan to had a similar theme. The trends seen were:

- The slogan should not be an order.
- Incorporate community focus and diversity
- Add something about neighbors helping neighbors.

These themes also reflect the answers to question three. There, community focus outranked Respect the Neighborhood. Any new branding effort should

Question 8 Analysis: Are you a dues paying member of NOPNA?

NOPNA has over 600 people signed up on the yahoo group but less than 100 dues paying members. Also, over 70% of the residents within our neighborhood are renters..

This question was asked both on the on-line survey and the paper survey. Responses are listed below:

Item (On-line and Paper)	Units	Value
Yes	%	48
No	%	52

An equal number of people pay dues as don't pay dues. If you look at the reasons why people don't pay dues, these general trends emerge:

- Don't own a home or business in the area
- Did not know I could become a member
- Have limited funds

Filtering the responses by respondent's who rent, the numbers look like:

Renter who pay dues	Units	Value
Yes	%	15
No	%	85

The reasons why respondent's are not dues paying members is the same as above. From this data, it appears that renters don't value NOPNA enough to support it or don't think that it represents their specific issues.

4.2.2 NOPNA Effectiveness

These questions dealt with how effective NOPNA is in getting things done. The questions were:

Question 9: Please rank NOPNA's effectiveness in the following areas

Question 10: Please rank the effectiveness of the following NOPNA communications avenues.

Question 9 Analysis: Please rank NOPNA's effectiveness in the following areas

NOPNA does a lot of activities that we feel help out the neighborhood. It is important to figure out if we are effective at these activities. This question deals with that directly and the results are:

1. Communicating activity status
2. Representing Neighborhood Issues
3. Understanding Neighborhood Issues

4. Safety Issues
5. Attracting neighborhood friendly businesses
6. Removing graffiti
7. Cleaning streets
8. Traffic calming

From these results, NOPNA does a good job of communicating what it does as well as being an advocate for the neighborhood. NOPNA has spent a lot of energy in safety and it appears that respondent's feel that it has been an effective use of time and resources. Overall, this aligns to where NOPNA focuses its resources.

Question 10 Analysis: Please rank the effectiveness of the following NOPNA communications avenues.

It is important to NOPNA that we effectively communicate with the neighborhood. This question was asked to determine which communications avenue our best one. The results in order are:

1. Newsletter
2. Yahoo Group
3. General Meeting
4. www.nopna.org
5. www.nopnawiki.org
6. Posters/Flyers
7. Blog

This question also had a comments section and the general themes were:

- The web and wiki are great but not always up to date.
- The yahoo group is really good because it comes right to my email – I don't have to go look for it.
- People should get to the point at the general meetings. I would like to see this more structured. Answer questions like: Who they are? Why they are here? Who they represent?, etc.

It is clear that we need to ensure the integrity of our newsletter since it scored the highest. It also appears that the web is important but not used as much as was expected.

4.2.3 Neighborhood Life

This set of questions wanted to understand how respondent's felt about the neighborhood and what issues they are concerned about. The questions were:

Question 11: Please tell us how important the following list of issues are to you

Question 12: When you think of the Neighborhood that NOPNA represents, what comes to mind (Please check all that apply).

Question 11 Analysis: Please tell us how important the following list of issues are to you

NOPNA wanted to understand how important the issues that we work on are to the respondent's. This question was asked both on-line and on the paper survey. The ranked order of responses (from most important to least important are:

1. Crime/Safety
2. Dirty streets/graffiti
3. Business/Commercial Development
4. Homelessness
5. Traffic
6. Housing/Rent
7. Cost of Living
8. Parking
9. Neighborhood Gentrification

Additional issues were asked for but no trend presented itself as significant.

Both Crime/Safety and Dirty streets/graffiti were far and away the most important issues and they were consistently at the top in both surveys as well as being ahead by a wide margin. Some surprising results were that Business/Commercial Development ranked high and that Neighborhood Gentrification ranked at the bottom. Those two results may be because of the demographic that responded. When only the renter data is looked at, the ranking is a bit different.

1. Crime/Safety
2. Cost of Living
3. Housing/Rent
4. Dirty Streets/graffiti

5. Parking
6. Homelessness
7. Traffic
8. Business/Commercial Development
9. Neighborhood Gentrification

It appears that renters worry more about the Cost of Living and Housing/Rent than home owners. It is no surprise that Crime/Safety and Dirty Streets/graffiti are highly ranked in both because that affects everyone. The real surprise is that Neighborhood Gentrification ranked low for both given that we always hear antidotal data about how big an issue it is.

Question 12: When you think of the Neighborhood that NOPNA represents, what comes to mind (Please check all that apply).

This question and question 3 were included to see how best NOPNA the organization and the neighborhood that NOPNA represents are aligned. The results in order are:

1. Diverse
2. Friendly
3. Community focused
4. Dog Oriented
5. Family Oriented, Dirty Streets, Laid Back (tied)
6. Independent
7. Art and Music
8. Hipster
9. Bike Culture
10. Safe, College Vibe (tied)
11. Yuppie, Unsafe (tied)
12. Old school
13. Hippie

These responses are in line with what was expected. The neighborhood that NOPNA represents is a diverse, friendly, community focused group. These results are slightly

different than how the NOPNA organization is perceived. A comparison between question 3 and this one is presented below:

Rank	Question 3	Question 12
1	Community focused	Diverse
2	Respect the Neighborhood	Friendly
3	Active	Community focused

While the comparison is probably not completely valid, it does show that respondent's don't think of the NOPNA organization as diverse, which is something that has been antidotally communicated to NOPNA.

4.2.4 About You

Questions in this section dealt with the individual to see what type of person the respondent's are. The questions were:

Question 13: What is the nearest North-South and East-West street to where you live?

Question 14: How many people are in your household (including you and children)

Question 15: How many children under the age of 18 live in your household.

Question 16: Do you rent or own?

Question 17: Please describe yourself (click all that apply)

Question 18: How long have you lived in the neighborhood?

Question 19: What is your household income?

Question 20: Do you have any additional comments for NOPNA?

Question 13 Analysis: What is the nearest North-South and East-West street to where you live?

This question had a low response rate of 38/60 (58%). It is unclear as to why respondent's skipped the questions. As expected, most of the respondent's live within the NOPNA neighborhood, so no further analysis will be conducted.

Question 14/15 Analysis: How many people are in your household (including you and children) and How many children under the age of 18 live in your household.

The on-line version of the survey was the only one to ask complete demographic data. The paper survey only asked the How many people in your household, including children? question. Results are presented below:

- How many people live in your household/Any children under 18?

Item (On-line and Paper)	Units	Value
One	%	13
Two	%	38
Three	%	30
Four	%	17
Five or more	%	0
Children under 18	%	32

The number of household's with children has increased since the LDC survey and the 2000 census. The data between the block party and on-line looks about the same: 11 responses out of 40 for the block party and 21 out of 60 for on-line. So, this might indicate more families moving to the area.

Question 16 Analysis: Do you rent or own?

Both the on-line and paper survey asked the question Do you rent or own? This question was posed to determine how if NOPNA is getting renters to be part of the organization and to determine how they feel about certain issues because there is a perception that NOPNA is just for homeowners, which is incorrect.

Item (On-line and Paper)	Units	Value
Rent	%	39
Own	%	61

As expected, more homeowners responded to the survey than renters although more renters responded to the paper survey than the on-line survey. The question of what issues and perceptions that renters have with NOPNA will be looked at in more detail.

Question 17 Analysis: Please describe yourself (click all that apply)

This question dealt with how respondent's describe themselves. This question was only on the on-line survey. This was done to determine the type of people that responded to the survey and to figure out who is attracted to NOPNA. The top categories people responded to were:

- Professional
- Community Focused

- Liberal, Progressive, Green
- Parent

The categories that people did not identify with were:

- Hippie
- Student
- Hipster
- Conservative

No big surprise here that most people who responded were professional, community focused liberals. This also agrees with the above average income that people reported as well as the home ownership numbers.

Question 18 Analysis: How long have you lived in the neighborhood?

This question wanted to gage respondent's years in the area and to see how the mix might be changing. The specific question was How long have you lived in the neighborhood?

Item (On-line and Paper)	Units	Value
0-1 years	%	17
1-2 years	%	16
2-5 years	%	29
5-10 years	%	21
10-15 years	%	8
15-20 years	%	2
over 20 years	%	7

Respondent's tend to be new to the neighborhood (less than 5 years) which might indicated an influx of new people coming to the neighborhood.

Question 19 Analysis: What is your household income?

The on-line survey was the only one to ask this question.

- What is your household income?

Item (On-line)	Units	Value
<\$25,000	%	1.8
\$25,000-\$50,000	%	5.4
\$50,000-\$75,000	%	14.3
\$75,000-\$100,000	%	10.7
\$100,000-\$125,000	%	12.5
>\$125,000	%	55.4

These results are in line with the LDC survey but not with the 2000 census. This indicates that we are getting respondent's from the upper income area and not a lot from the middle income area. This may also indicate an increase in dual income families moving to the neighborhood.

Question 20 Analysis: Do you have any additional comments for NOPNA?

This question was on both survey's and asked: Do you have any additional comments for NOPNA? The response rate was low, 23 out of 108 people responded. Their responses can be summarized in the following points:

- Positive complements on how well NOPNA is doing as an organization and to keep up the good work.
- Wanting more development on Divisadero to get rid of the empty storefronts as well as clean the streets, etc.

5 Appendix

5.1 List of Questions

5.2 Survey Files