

# Divisadero Corridor Business Needs Survey April 2010

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## Abstract

The Divisadero Corridor Business Needs Survey is a follow up survey to the 2007 Lower Divisadero Corridor Survey. The objective of both surveys was to gauge the business needs that the respondents want on the Divisadero Corridor. In general, the responses from this survey match the survey of 2007. The Divisadero Corridor spans from Haight Street to the South, Geary Street to the North and the nearby surrounding area. Survey Monkey (<http://www.surveymonkey.com>) was used to collect data in three categories: Business Types, Area Culture and Household. There were a total of 17 questions within those three categories. A total of 390 respondent's started the survey with 373 people completing it. Results from the business types section indicate that respondents want Inexpensive/Upscale restaurants, a Bakery and Clothing/Shoes stores while the undesirable businesses include Medical Cannabis Dispensary, Liquor Store and Convenience Store. Respondent's identified the area culture as Independent, Hipster and Bike Culture while identifying themselves as Professional, Community-focused and Liberal. The majority of respondent's have household income over \$100k (61.9%), on average have 2.2 people in their household and 31% have children under 18 (2007 results were 14.8%). These household demographics are within the 2000 census data for the 94117 (67.8% of respondents) area code but on the high side when it comes to income (>\$100k was 12.9%, based on 2002 data) and children under 18 (was 21% based on the City Survey). The respondent's were positive about what is going on in the neighborhood, feel that it's safer than in 2007 and want to see improvements continue but caution about losing the neighborhood's identity.

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## 1 Summary

Respondent's to the Divisadero Corridor (DC) survey were excited about the recent changes in the corridor. Their general feeling is that it has a lot of potential but that the dirty streets and graffiti need to be addressed. Most respondent's want the neighborhood character to remain and don't want to see the neighborhood turned into a homogeneous area that attracts "Yuppies". These results were inline with the 2007 survey results except that Crime does not seem to be as big a concern as before (it's still a concern, just not as great).

A total of 390 respondent's started the survey with 373 completing it. This was up significantly from 2007 when only 117 people started the survey and 116 finished it. The top types of businesses requested were: Bakery, Clothing/Shoe Store, and Restaurants (both inexpensive and upscale). The types of businesses that people don't want to see are: Medical Cannabis Dispensary, Franchise/Chain Store and Liquor Store. These results were essentially the same as in 2007(Auto Repair was included in 2007 instead of Liquor Store).

The majority of the respondents are from household's with income over \$100k (61.9%), on average have 2.2 people in their household while 31% have children under 18. These household demographics are within the 2000 census data for the 94117 (64.9% of respondents) area code but on the high side when it comes to income (>\$100k was 12.9%, based on 2002 data). Respondent's also self identified themselves as Professional, Community Focused and Liberal while not identifying with Hippie, Conservative and Student. These results were mostly in line with the 2007 results except different in that income >\$100k is higher (59.3% in 2007) and the number of children under 18 (14.8% in 2007) is higher as well. The shift in the number of children under 18 is significant and shows that the neighborhood has more children in it or that respondent's with children are more apt to fill out a survey.

Most respondent's felt that the DC was an Independent, Hipster and Bike Culture community that has a strong sense of community. They felt that the improvements in the neighborhood are positive and want to see it continue. This is different from 2007 where most respondent's felt that the DC was Independent, Crime Ridden and Laid Back. Some of the responses that best characterized how people feel today include:

"Hidden gem of a neighborhood & the Artwalks!"

"It's great to see things like the farmer's market that bring people together."

"Let's keep graffiti off the street & bring back the Harding"

"I love that this neighborhood is continually improving. I would like it keep moving in this direction, and any businesses be independent, no chains."

Any business that wants to setup in the DC should consider the community focused nature of the area. The majority of the respondent's were in associations like NOPNA, SFBC, ASNA and DMA. These organizations are active in the area and seem to have a strong say in what goes on.

## 2 Scope

### 2.1 Purpose

The Divisadero Corridor Business Needs survey was commissioned to understand what businesses local resident's want on the Divisadero Corridor. The survey also asked questions about how respondent's felt about the recent street scape improvements and their general attitudes about the neighborhood. The results will be used to improve the neighborhood and attract businesses to the Divisadero Corridor that respondent's will frequent and support.

### 2.2 References

- Census data for 94117: [http://www.dataplace.org/area\\_overview/index.html?place=x108448&z=1](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](http://www.nopnawiki.org/images/a/a3/Harding_survey_results.pdf)
- Lower Divisadero Corridor Survey (Sept 2007) [http://wiki.nopna.org/images/c/ca/Ldc\\_biz\\_survey\\_results.pdf](http://wiki.nopna.org/images/c/ca/Ldc_biz_survey_results.pdf)
- NOPNA General Survey (2008) [http://wiki.nopna.org/images/1/11/Nopna\\_general\\_survey\\_2008\\_detailed.pdf](http://wiki.nopna.org/images/1/11/Nopna_general_survey_2008_detailed.pdf)
- San Francisco City Survey (2009) <http://wiki.nopna.org/images/9/9b/2009CitySurvey.pdf>

### 2.3 Definitions

Divisadero Corridor (DC): The stretch of Divisadero that runs from Geary to Haight.

North Panhandle Neighborhood Association (NOPNA)

Alamo Square Neighborhood Association (ASNA)

Divisadero Merchant's Association (DMA)

San Francisco Bicycle Coalition (SFBC)

## 3 Methodology

### 3.1 Response gathering

Survey Monkey ([www.surveymonkey.com](http://www.surveymonkey.com)) was used to gather responses. A link to the survey (<http://www.surveymonkey.com/s/divisadero>) was sent to various e-mailing lists including:

- Lower Haight Neighborhood Group ([lowerhaightorg@googlegroups.com](mailto:lowerhaightorg@googlegroups.com))
- North Panhandle Neighborhood Association ([nopna\\_board@yahoogroups.com](mailto:nopna_board@yahoogroups.com))
- Alamo Plaza Neighborhood Association (e-mail)
- Placed on [www.nopna.org](http://www.nopna.org)
- Put on Facebook Fan Pages for NOPNA and DMA
- Sent to Divisadero Merchant's Email list ([merchants-of-divisadero-street@googlegroups.com](mailto:merchants-of-divisadero-street@googlegroups.com))

### 3.2 Question selection and construction

Questions were selected to gauge peoples desires as to the types of businesses that they want on the DC as well as what their feelings are as to the character of the neighborhood. Additional questions were added to determine what should be done with The Harding Theater site as well as some demographic questions to compare to census data. An additional question was asked about how people felt about the Divisadero Street Scape Project. See the appendix for a complete list of questions.

Some of the questions also contained selections that were meant to determine if the responses were truthful as well as to gauge what people don't want in the neighborhood. Free form responses were also include to get feedback on the survey and what respondent's wanted fixed around the DC.

The questions were put into three categories: Business Types, Area Culture and Household. All multiple choice questions were randomized to prevent random clicking of answers and most questions had an Other Response to fill in.

#### Business Types:

The business types section was used to determine the types of businesses people frequently travel outside the area to go to and which ones they would like in the DC. A free form question was also presented that asked the respondent to list their top three business types.

The thinking behind the travel outside the area and the which businesses they want was to see if they correlated and to jointly weigh both responses to get an accurate picture of not only what people want but what people travel too. The free form part was also meant

to achieve the same correlation. The free form section also allowed respondent's to enter in specific business names.

In addition to the types of businesses that residents would like, a question about what residents would like done to The Harding Theater site. This was included because it's a large site that is right in the middle of the DC and there has been some efforts to preserve the building as a theater (see the 2005 Harding Survey and 2007 Lower Divisadero Corridor Survey for more details).

Area Culture

This set of questions was used to determine how people felt about the DC and how they see themselves. Any business that is attracted to the DC needs to be aware of the local culture as well as the culture of the residents. In addition, two other question were asked to determine what people like and dislike about the DC. Both likes and dislikes were free form.

Household

The household section asks questions about the demographics of the respondents. It was be used to correlate to census data as well as to understand the types of people that have responded to the survey. It also contains a question related to neighborhood associations and which ones respondent's belong too.

The last set of questions asked how respondents felt about the Divisadero Street Scape project, an open ended question for comments as well as an email address for any updates on the DC.

**4 Results and Analysis**

**4.1 Overview**

The survey was open for responses starting on 03/15/10 and closed for responses on 03/31/10. A total of 390 respondents started the survey and 373 completed it. The last survey (2007), 117 respondents started the survey and 116 completed it.

Demographic comparisons were done based on the census data from the 94117 zip code (other zip codes responded but this one was the biggest responding group) and the 2009 City Survey. All data is taken from the 2000 census or the 2009 City Survey unless otherwise stated. The relevant data to compare to is listed below:

General Information

Item	Units	Value
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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

2009 City Survey Results

Every two years, the City and County of San Francisco's Office of the Controller, City Services Auditor does a City Survey to gage 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 2-6)

- Feelings of Safety improved from 2007 and are higher than in the 1990's
- Eighty-four (84%) of respondents report feeling safe or very safe walking alone in their neighborhoods during the daytime, up from 80 percent in 2007.
  - Appendix A-16: District 5 reports 86% of respondents feel safe or very safe walking along during the day in their neighborhood.
  - Appendix A-17: District 5 reports 56% of respondents feel safe or very safe walking alone during the night in their neighborhood.

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

- Increase in grades for street and sidewalk cleanliness from 2007.
- Forty-nine (51%) percent of respondents consider the cleanliness of their neighborhood streets as good or excellent

- Appendix A-1: District 5 reports 42% of respondents consider the cleanliness of their neighborhood sidewalks as good or excellent.
- Appendix A-2: District 5 reports 48% of respondents consider the cleanliness of their neighborhood streets as good or excellent.
- Appendix A-3: District 5 reports 33% 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.

Chapter 10: Demographic Information (Page 10-4, 10-5, 10-8)

- What was your household's total income before taxes in 2008?

Item	Units	Value
<\$10,000	%	8
\$10,000-\$24,999	%	13
\$25,000-\$49,999	%	20
\$50,000-\$99,999	%	27
>\$100,000	%	31

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

Item	Units	Value
One	%	34
Two	%	37
Three	%	13
Four	%	11
Five or more	%	5
Children under 18	%	21

- The percentage of people that responded to the survey that live in the 94117 zip code was 5%. 94117 represents 6% of the population of San Francisco.

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

- Eighty-four (84%) of the population uses a computer at home and 82% of those use it to access the Internet
  - Appendix A-24: District 5 reports 85% of respondents reach the Internet from home.
- Percent of Internet in the Home versus Income

Item (2008 Income)	Units	Appox. Value
under \$25,000	%	62
\$25,000-\$49,999	%	82
\$50,000-\$99,999	%	94
>\$100,000	%	99

## **4.2 Results and Analysis**

### **4.2.1 Business Types**

There were a total of five questions in this section. Three had to do with types of businesses desired, one dealt with walking versus driving to businesses and the last one dealt with the Harding Theater. The Harding Theater question was posed because it has been in limbo for quite a while and it is a major store front on the DC.

Three questions were posed to respondents to determine the types of businesses that they want on the DC. Two of the questions were selection from a list while the other was to list your top three desirable businesses. The exact wording of the questions follows:

Question 1: How often do you travel outside of the Divisadero Corridor to go to these businesses (greater than a mile away)?

Question 2: Please rank the following types of businesses you would like to see on the Divisadero Corridor

Question 3: Please list your top 3 businesses that you would like to see in the Divisadero Corridor. You can indicate a specific business by name, or by category/type.

The methodology to determine the actual business wants of the respondents was to determine the commonality between the three questions. It was felt that the businesses that people travel outside their neighborhood for are more valuable than ones that they might potentially want. The top three question was to narrow down the list more and to correlate that to the other two lists. In addition to a wants, we also wanted to determine what the respondent's don't want by including selection items that we deemed unpleasant to the respondent's. The results for each question are:

How often do you travel outside of the Divisadero Corridor to go to these businesses (greater than a mile away)?

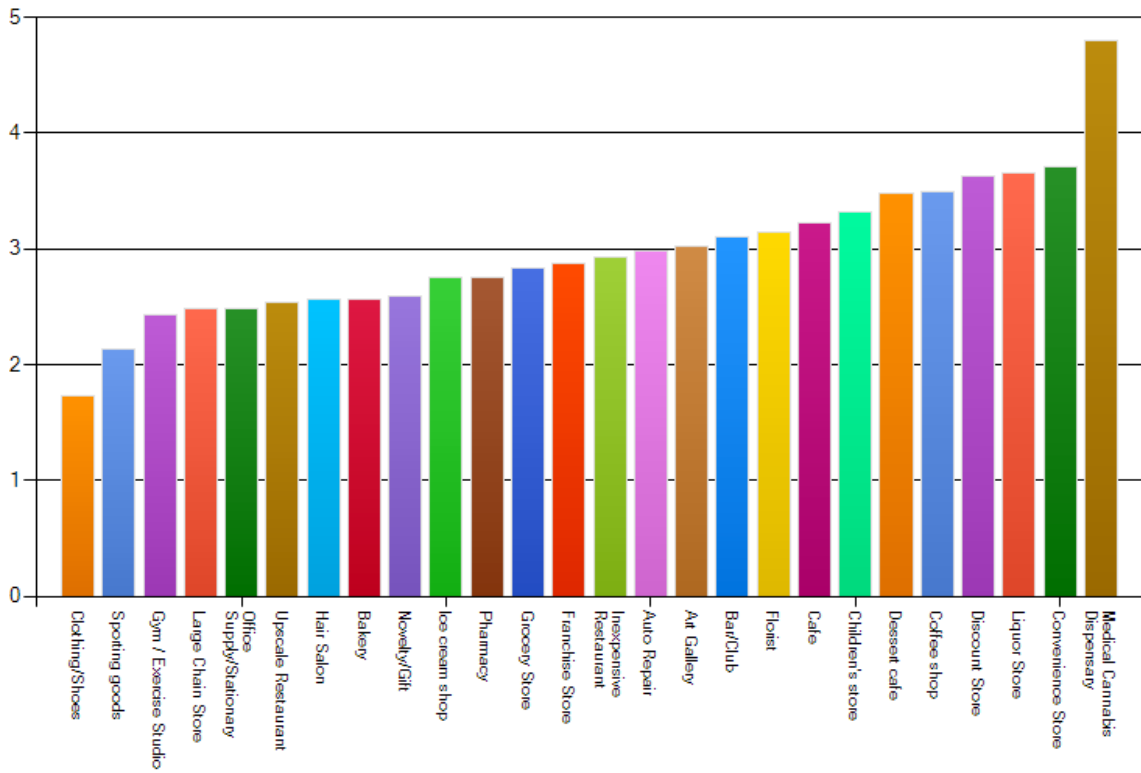


Figure 1: Question 1 Results (Most often on the left, least on the right)

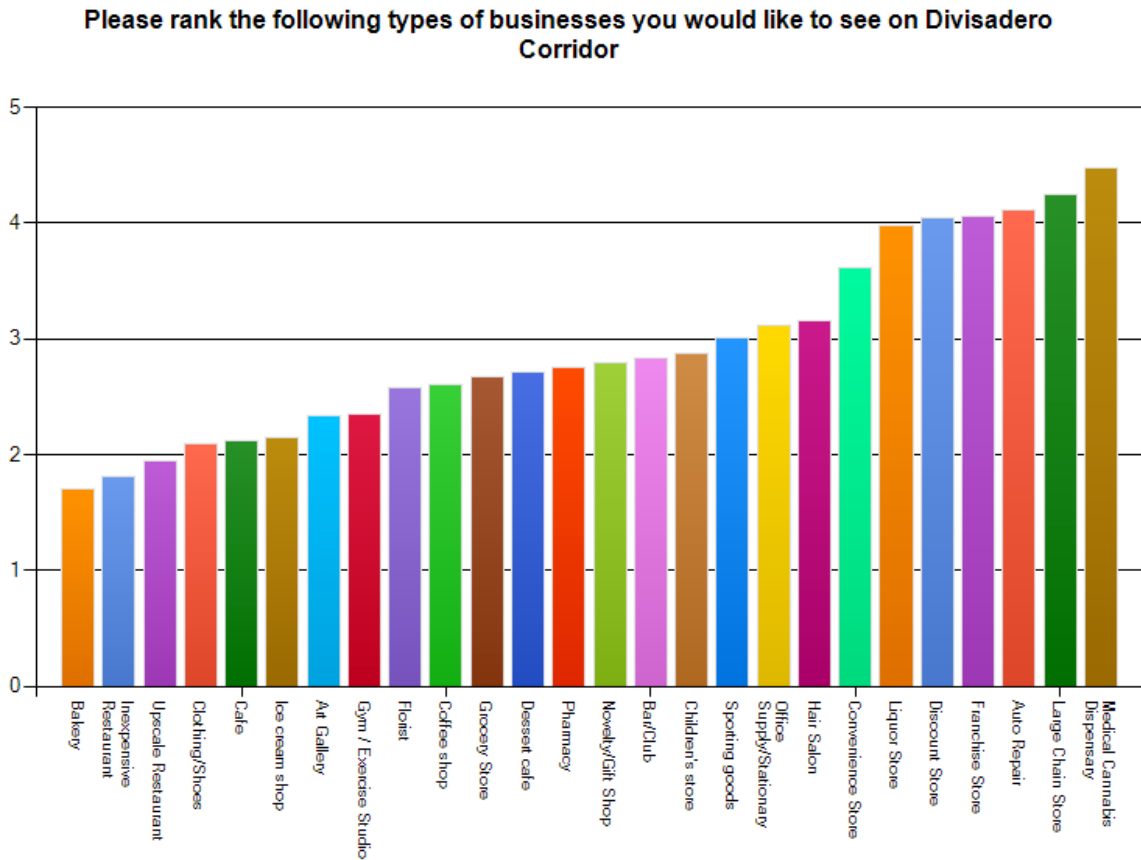


Figure 2: Question 2 Results (Most desirable on the left, least on the right)

Comparing the two lists, we get the following results (Top 7)

Question 1	Question 2
Clothing/Shoes	Bakery
Sporting Goods	Inexpensive Restaurants
Gym/Exercise Studio	Upscale Restaurants
Large Chain Store	Clothing/Shoes
Office Supply/Stationary	Cafe
Upscale Restaurants	Ice Cream Shop
Hair Salon	Art Gallery

Table 1: Top 7 Results from Questions 1 and 2

The interesting thing about the responses is that what people want and what they travel out of the neighborhood for can be quite different. This might indicate the frequency of which the respondent's go to these types of businesses or they might frequent them

more if they were closer. The only two that make it on both lists were Clothing/Shoes and Upscale Restaurants.

Question three results are presented below:

Type	1	2	3	Avg	Count	Weighted Avg
Inexpensive Restaurant	68	63	49	1.89	180	1.89
Bakery	43	36	15	1.70	94	3.26
Gym	41	19	11	1.58	71	4.00
Upscale Restaurant	33	15	16	1.73	64	4.88
Clothing/Shoes	17	19	48	2.37	84	5.08
Bookstore	25	9	12	1.72	46	6.72
Grocery Store	18	13	15	1.93	46	7.57
Children's Store	9	20	15	2.14	44	8.74
Pharmacy	9	15	6	1.90	30	11.40
Bar/Club	5	15	9	2.14	29	13.27
Ice cream shop	6	11	13	2.23	30	13.40
Movie Theater	8	8	11	2.11	27	14.07
Novelty/Gift	8	5	11	2.13	24	15.94
Art Gallery	5	7	6	2.06	18	20.56
Coffee Shop	5	2	4	1.91	11	31.24
Florist	0	8	4	2.33	12	35.00
Office Supply/Stationary	4	2	0	1.33	6	40.00
Large Chain Store	4	1	4	2.00	9	40.00
Medical Cannabis Dispensary	4	1	0	1.20	5	43.20
Sporting goods	0	6	4	2.40	10	43.20
Dessert Cafe	0	3	2	2.40	5	86.40
Discount Store	0	2	1	2.33	3	140.00
Franchise Store	0	0	1	3.00	1	540.00
Auto Repair	0	0	1	3.00	1	540.00

Table 2: Ranked Order of Responses to Question 3 (Most Frequent on Top)

Since question 3 was a write in question, the businesses were categorized according to the categories in Question 1 and 2 except where a categories were not available (like Book Store) then a category was created.

Looking at what is common between Question 1 and Question 2 and the results of Question 3, we find that the common types of businesses between them are:

- Inexpensive Restaurant
- Bakery
- Clothing/Shoes
- Upscale Restaurant

Respondent's also put in specific names for businesses. Some of the most common names were:

- Crunch Fitness

- Plutos cafe
- Books Inc.
- Tartine Bakery
- Bi-Rite Grocery
- 24 Hour Fitness
- Green Apple Books
- Arizamendi Bakery
- Whole Foods
- Vietnamese Pho place
- Walgreens
- La Boulange bakery

The bottom businesses on both Question 1 and 2 were as follows:

Question 1	Question 2
Children's Store	Connivence Store
Dessert Cafe	Liquor Store
Coffee Shop	Discount Store
Discount Store	Franchise Store
Liquore Store	Auto Repair
Connivence Store	Large Chain Store
Medical Cannabis Dispensary	Medical Cannabis Dispensary

Table 3: Bottom 7 Responses from Questions 1 and 2

These two lists are not as different as the other list but share these in common:

- Discount Store
- Liquor Store
- Connivence Store
- Medical Cannabis Dispensary

Any business that is one of these types will have a hard time getting neighborhood support.

The next question dealt with traveling to desired businesses. The exact question text is as follows:

Question 4: If the business you indicated above were in the Divisadero Corridor neighborhood, what is the probability that you would walk there?

Over 94% of respondent's said they were very likely to walk to the desired businesses, which is similar to the 2007 data.

The last question in this section had to deal with the Harding Theater. The Harding used to be a theater and now has fallen into disrepair. A 2007 survey about the desired fate of the Harding revealed that people wanted it to be saved and restored.

The question in this survey asked respondent's to list in order of preference their desired outcome for the site. Respondent's also had a section to put their comments. The question was as follows( the results follow):

Question 5: Please rank what you feel would be the best usage for the Harding Theater Site (at Divisadero at Hayes). (Please keep in mind that the theater is privately owned. Your suggestions provide guidance but do not necessarily determine its ultimate best usage.)

Please rank what you feel would be the best usage for the Harding Theater Site (at Divisadero at Hayes). Please keep in mind that the theater is privately owned. Your suggestions provide guidance but does not necessarily determine its ultimate best usage.

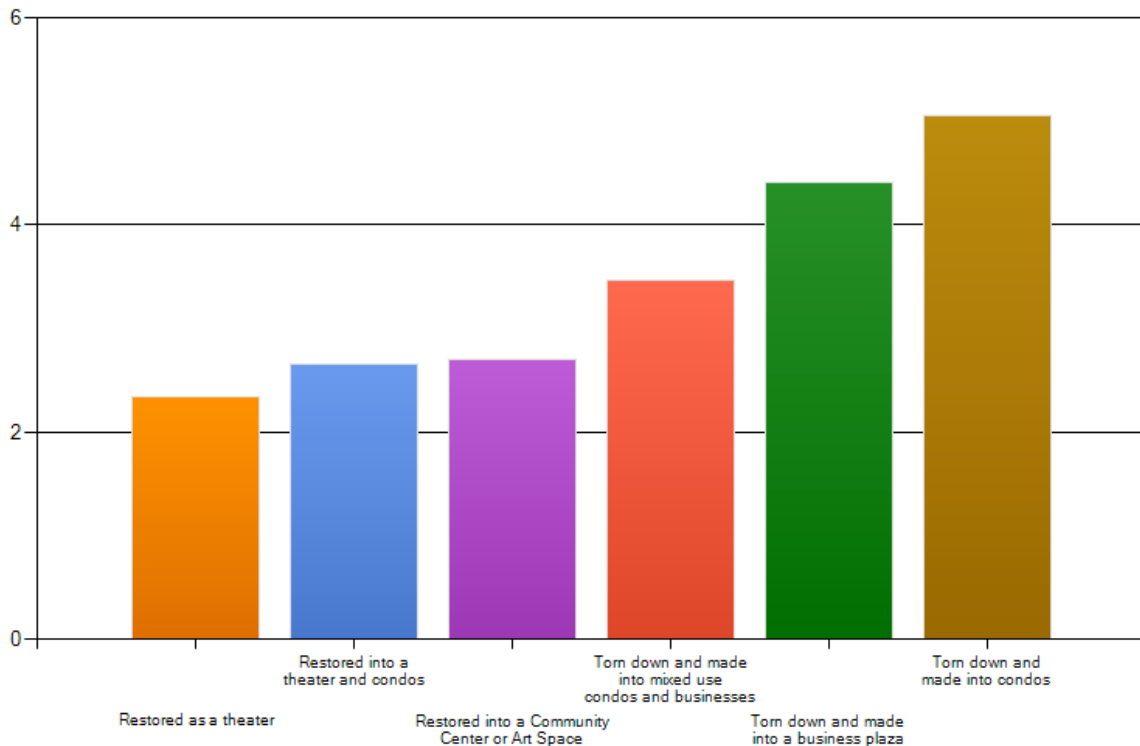


Figure 3: Harding Question Results (Most Desirable on the Left)

Clearly, the respondent's want to see the theater restored but there is a strong feeling that it needs to be mixed use since that seems to be the best way to ensure that it will not fall into disrepair again. The comments seem to point that way as well. Out of the 373 respondent's, 75 added comments. A select number of them are reproduced below (for a complete list, see the raw data file).

“Restored into a Crunch Gym similar to the Alhambra -- let's make a community commitment to health and wellness!”

“Keep some business aspect to the space. The block needs strong businesses so it doesn't become a dead zone. Multiple businesses on a block make it feel walk-able / alive. Walking past a closed theater and a autobody shop all at once make the block feel dead. The other side of the street has multiple cafes, businesses and stores and feels alive.”

“It would make an excellent theater pub (see Alamo in Austin, TX or the Mission Theater in Portland)”

“Anything!! Just do something!! It is HORRIBLE!!! It drags down the neighborhood and encourages tagging etc. It shows a disrespect for the neighborhood.”

In general, the comments lean toward restoring if possible but a mixed use development seems also doable. It does seem that people want something done with the site since it has been vacant for a long time. The owner should consider some sort of mixed use project that keeps the theater aspect of the site but also creates a sustainable site.

#### **4.2.2 Area Culture**

Four questions dealt with area culture. The driving force behind these questions was to determine how the respondent's felt about the neighborhood and how they would describe it. There were also free form questions that asked respondent's about the things they liked and disliked.

The first two questions dealt with how they thought about the neighborhood and how they identified themselves. Both questions are listed below:

Question 6: When you think of the community around the Divisadero Corridor, which words/phrases come to mind (click all that apply)

Question 7: How would you describe yourself (please click all that apply)?

The responses to question 6 are summarized below (in ranked order):

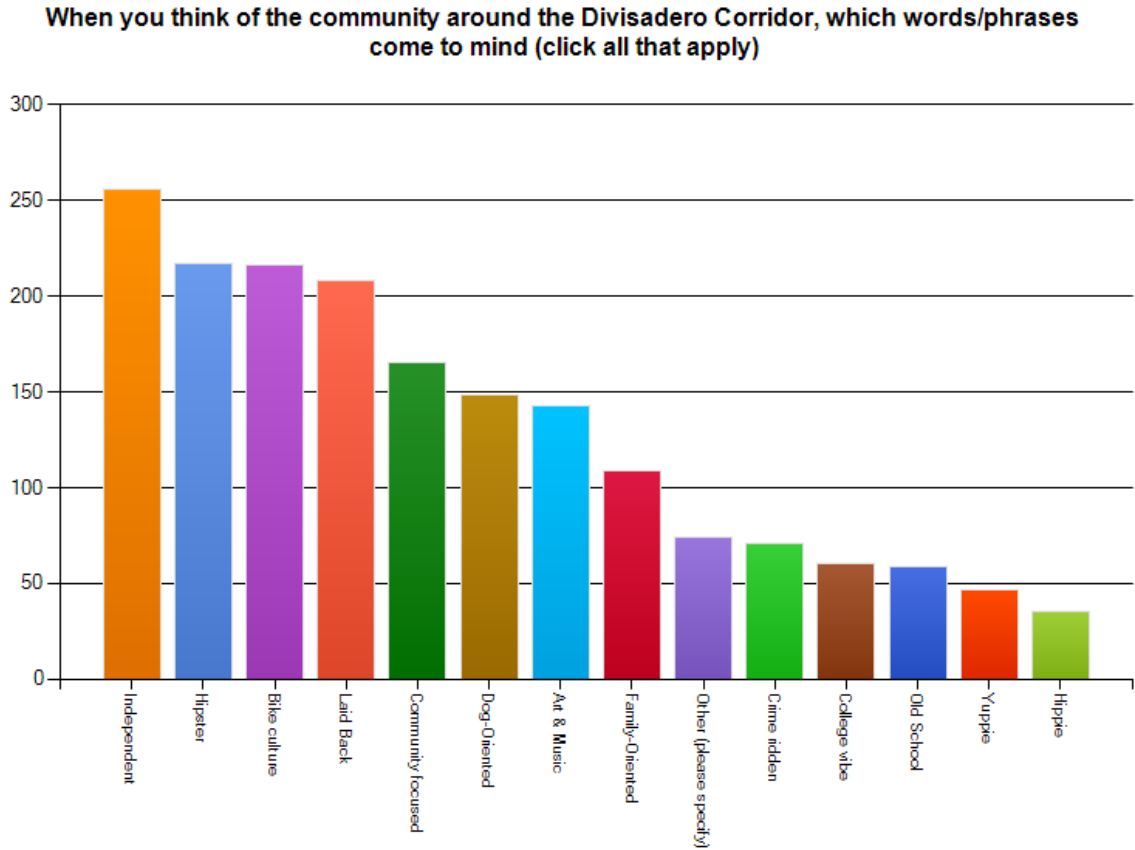


Figure 4: Community Descriptive Words/Phrases (Highest Responses is on the left)

These results show that the respondent's see the neighborhood as Independent, Hipster and Bike Culture. This is different than in 2007 when the top three were Independent, Crime Ridden and Laid Back (Although Laid back is #4 this year). This year Crime Ridden ranked 7<sup>th</sup>. Clearly, respondent's feel the neighborhood is safer than in 2007 and this was also reported in the 2009 City Survey.

Question 7 dealt with how respondent's viewed themselves. The results are:

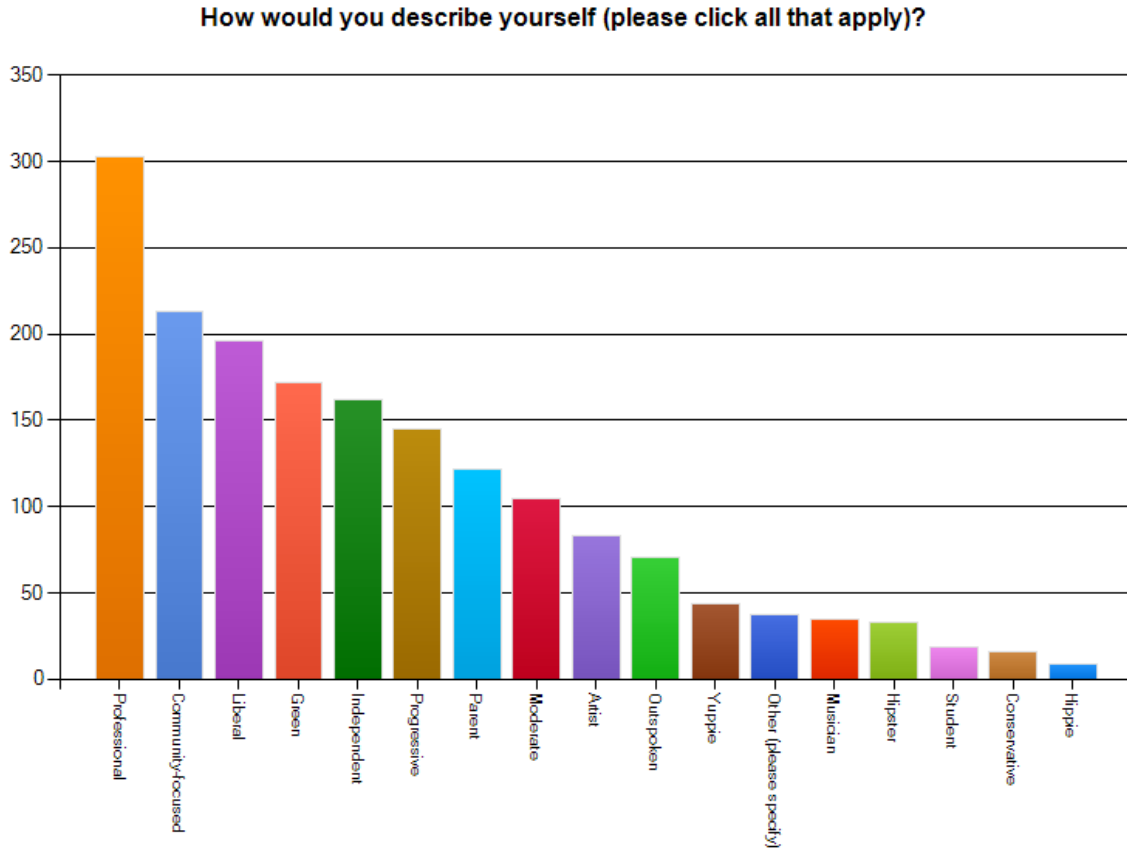


Figure 5: How Respondent's Viewed Themselves (Most Frequent Response on the Left)

When respondent's answered questions about how they saw themselves, the majority of them saw themselves as Professional, Community-focused and Liberal. These were the same top three as 2007. Also, the bottom three Student, Conservative and Hippie were the bottom three in 2007. So, not much has changed in terms of the types of people that are in the DC. Another possible explanation is that the bottom three categories just don't respond to survies. Additional study will be required to figure that out.

This implies that any business that is attracted to the DC, needs to keep in mind the potential customers that they want to attract.

The next set of questions were fill in the blank and focused what people like about the DC and what they would change. The questions are reproduced below:

Question 8: What do you think are some of the best features of our neighborhood?

Question 9: What are the top two things you would change about our neighborhood?

Several general themes emerged from the analysis of question 8 and 9. Respondent's had a lot to say about what they like and dislike. On the like side, the responses tended to follow these themes (in no particular order):

- Central Location
- Sense of Community
- Walkability
- Community Focused/Active Community
- Farmer's Market
- Diverse
- NOPA Restaurant
- The Parks (Alamo Square and the Panhandle)
- Neighbors/People
- Local, Independent Businesses
- Falletti's
- New Parkette in front of MoJo Cafe

A lot of the comments had specific names of independent businesses that they thought were great. A select list of comments are reproduced below. These seemed to sum up the other comments nicely (see the raw data file for all the comments).

“I like that I can get almost anything I need by walking (food, coffee, bar)”

“Strong community association/involvement”

“Love that it is walkable.”

“Hidden gem of a neighborhood & the Artwalks!”

On the dislike/improvement side, the responses tended to follow these themes:

- Fixing the Panhandle Paths
- Garbage and Broken Glass on the streets
- Occasional Crime
- Graffiti
- Empty Storefronts
- Safer Biking

- Do something with the Harding
- No More Medical Marijuana Clubs
- Divisadero and Grove corner
- Run down buildings
- Day Laborers at Oak and Divisadero
- Traffic - it's too fast and too many cars
- Bad Parking Situation (What about the DMV for parking?)

A select list of comments are reproduced below. These seemed to sum up the other comments nicely (see the raw data file for all the comments).

“Harding Theater: fix it or replace it!”

“The shady BBQ place and medical cannabis building”

“Some of the buildings that are drab and poorly maintained”

“Sidewalks: more focus on reducing "dumping" around trashcans & more trees/flowers”

“More restaurants/bars/venues with outdoor/patio space.”

“The PORTABLE TOILET that stinks up Oak Street and is a haven for drugs/drinking and aggressive men who hang out there.”

#### **4.2.3 Household**

The remaining section dealt with demographic data as well as asking for any comments about the DC. The first question (question 10) in the series asked respondent's their cross street and their area code. This data was used to determine the respondent's proximity to Divisadero as well as to select which census data to use for comparisons. The map of respondent's is presented below:

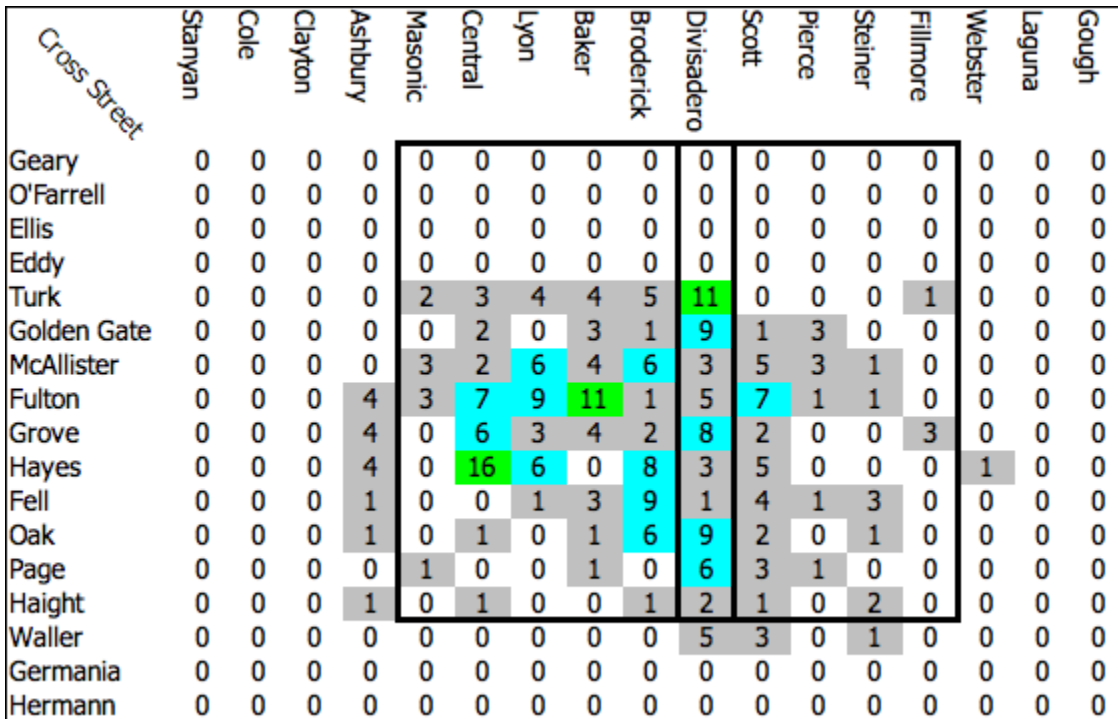


Figure 6: Map of Respondent's to the Survey (The Box indicates the Divisadero Corridor)

As the map shows, the majority of respondent's live within two blocks of Divisadero and almost all live within the Divisadero Corridor. This indicates that the respondent's truly are residents of the Divisadero Corridor which implies that they frequent local businesses.

The next two questions (Questions 11 and 12) asked respondent's how many people are in their household as well as how many people under 18 are living there. The results are presented below as well as comparisons to other demographic data.

Item	Units	DC Survey	Census/City Survey
Persons in household	people	2.2	2.0 (census)
Children under 18	%	31	25.5/21

Table 4: Comparison of household's number to the Census and City Survey

Comparing the DC survey to the Census/City Survey, it appears that the DC respondent's are representative of the resident's that live in the 94117 area code. The one difference is the number of children under 18 is higher than both the Census and City Survey as well as the 2007 data. This means that more children are in the neighborhood or that household's with children are more apt to fill out the survey. Comparisons to the 2010 Census will also be done once data is available.

Question 13 asked respondent's to select which neighborhood associations they belong to. This was done to figure out how active people are in the community as well as to determine where potential businesses should go to get community buy in. The results are presented below:

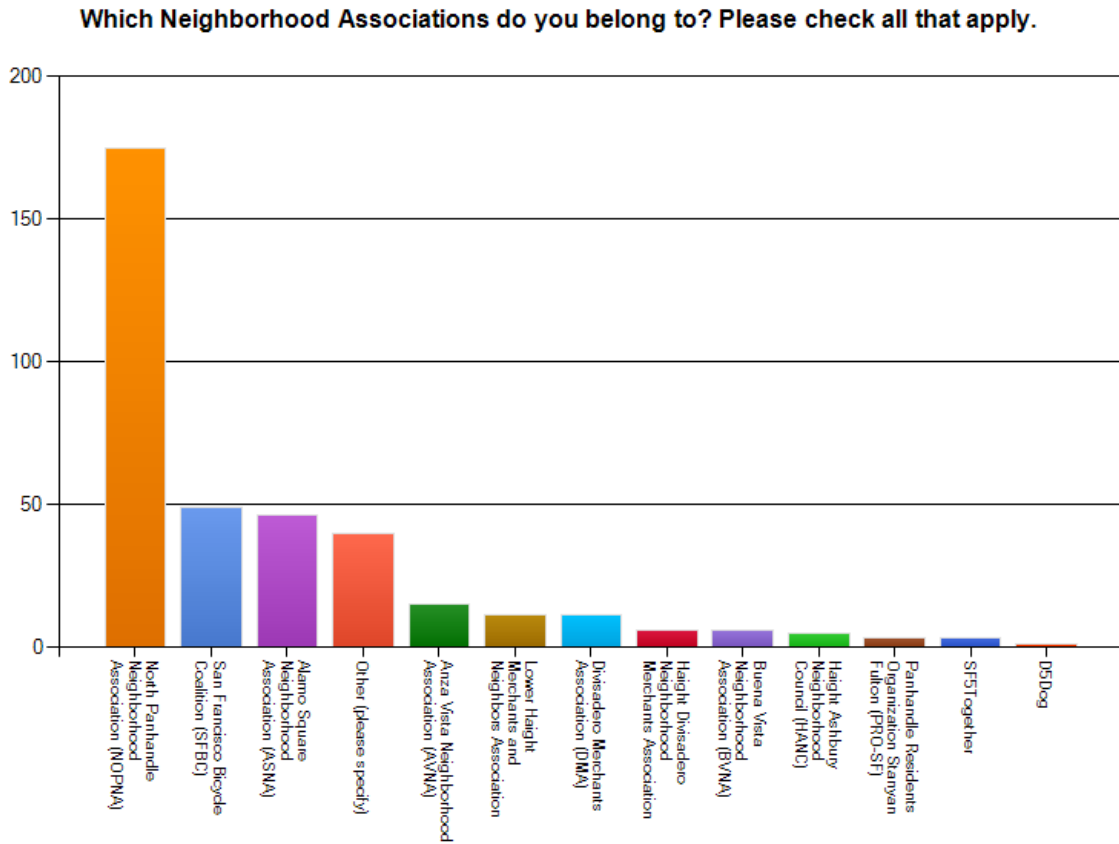


Figure 7: Community Associations that Respondent's Belong To

An overwhelming majority of people belong to NOPNA that responded to this survey followed by San Francisco Bicycle Coalition (SFBC) and Alamo Square Neighborhood Association (ASNA). Any businesses that wants/needs DC input from neighbors should talk to these groups.

Question 14 asked respondent's to report their household income level. This data was taken so that a comparison could be made to both the 200 Census data and the City Survey Data.

Item	Units	DC Survey	Census/City Survey
< \$25,000	%	1.1	8 (City Survey)
\$25,000 - \$49,000	%	6.5	13 (City Survey)
\$50,000 - \$74,000	%	11.7	20 (City Survey)
\$75,000 - \$99,000	%	13.9	27 (City Survey)

>\$100,000	%	61.9	31 (City Survey)
Average household income	k\$	N/A	85.3 (Census)

Table 5: Income Comparison to Census and City Survey

This data suggests that the respondents are on the high side for income, which is higher than in 2007. Additional analysis will be done once the 2010 Census is available.

Question 15 asked how respondents felt about the new Divisadero Street Scape improvements that are almost completed. The results are:

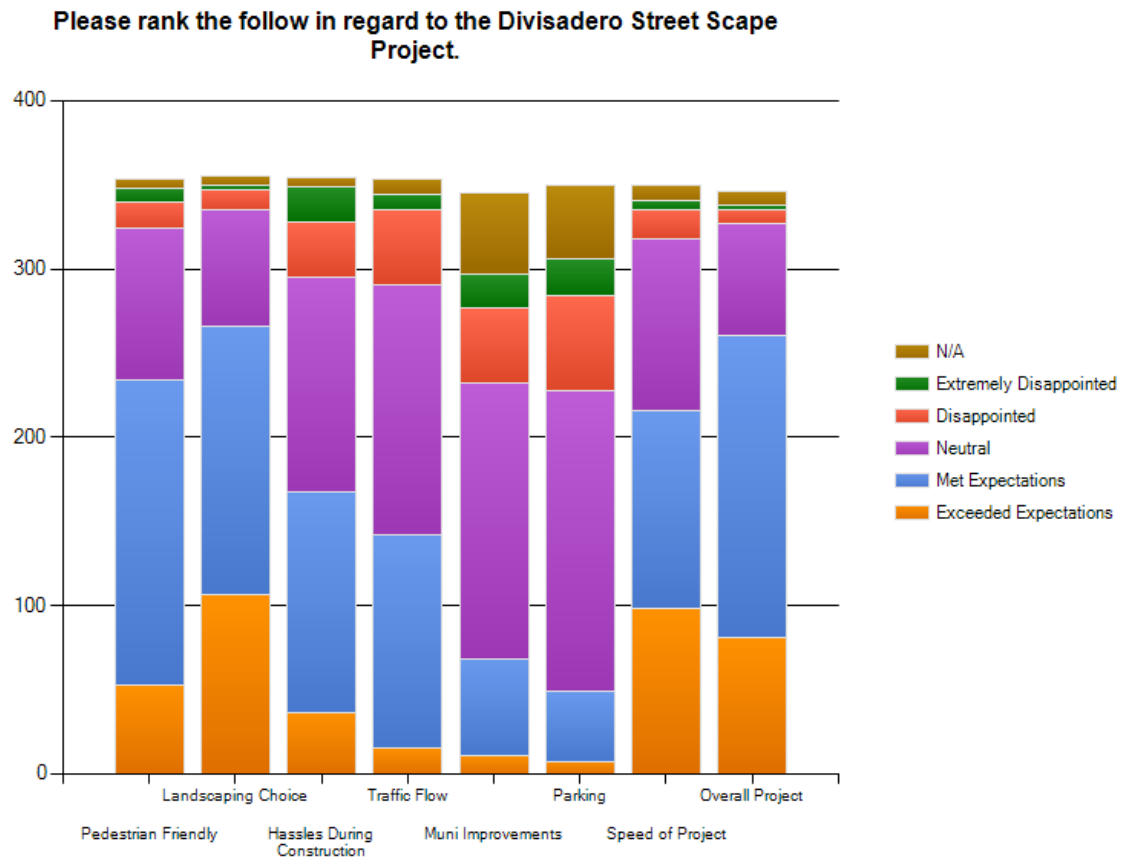


Figure 8: Divisadero Street Scape Approval Ratings

Overall, most respondent's had their exceptions met. The three lowest categories, Traffic Flow, Parking and Muni Improvements will probably take some additional time to develop an opinion on since those improvements are not yet know. Some respondent's left a comment about the project. Some selected ones are presented below:

“Can't wait to see it finished and blooming. Such a huge improvement. Increases desire to walk locally.”

“Not yet completed. But happy with the redesign.”

“One suggestion: let's paint the poles of the median lighting to match the new fixtures.”

“Would like to see this continue. Incorporate local artists in art installations. Make it an art/sculpture corridor.”

“Wish that bicycling improvements were incorporated into the project.”

Question 16 asked for any general comments on how respondent's would improve the DC while question 17 asked for email addresses. The responses to question 16 were generally positive in terms of the progress with the DC but people still want more improvements. The main themes included:

- Parking is a major problem
- Keep the streets clean and building graffiti free
- Happy with the improvements in the neighborhood
- The sense of community is wonderful
- Like that the neighborhood is walkable and bike-able
- Encourage more outdoor spaces for people to meet and enjoy themselves

A select list of quotes from respondent's is presented below. There were a lot of variety in the responses but these seemed to sum things up nicely:

“Let's keep graffiti off the street & bring back the Harding”

“It's great to see things like the farmer's market that bring people together.”

“I love that this neighborhood is continually improving. I would like it keep moving in this direction, and any businesses be independent, no chains.”

“Please get rid of the junky billboards. The graffiti is out of control as well. There are so many businesses that would do better if they cleaned themselves up - you dont think they are viable businesses because they look so junky.”

“Really need to develop local businesses at the Geary end of Divisadero. Prefer book shops / cafe / restaurant / boutiques.”

#### **4.2.4 Conclusions**

It is clear from the survey that respondent's want improvements to the DC but still want the neighborhood character to remain the same. Any businesses that want to come into the DC need to be aware of the strong preference for independently owned small businesses that are unique and want to be part of the community. The Street Scape improvements had an overall positive response but most respondent's want to wait and see how Muni, Parking and Traffic conditions improve before calling those parts successful.

### **5 Appendix**

#### **5.1 List of Questions**

The questions can be found here (in pdf format):

#### **5.2 Survey Files**

The raw survey data can be downloaded (in Excel format) from here:

Some of the data was removed from the data set because of its sensitive nature (i.e. IP and email addresses, etc.)