EXECUTIVE SUMMARY
In general, the survey results showed a strong interest in the GBD, and a general willingness to pay for enhanced services to green spaces. Three-quarters (74%) of residential property owners and half (55%) of commercial property owners indicated that they were very or somewhat willing to pay an assessment. Half (54%) of all respondents indicated that they would support formation of the GBD; an additional 40% felt the GBD was an interesting idea but that they would need more information.

Response to the survey from Dogpatch was very strong, with 38% of all survey responses coming from North, Historic, and Baja Dogpatch (compared to being just 9% of the study area population). Dogpatch also showed a stronger willingness to pay, with 85% of residential property owners and 70% of commercial property owners very or somewhat willing to pay an assessment for the GBD, as compared to all other areas (74% of residential and 55% of commercial property owners).
ABOUT THE SURVEY
**DESIGN**

- The question was designed through the collaboration of the PHD Formation Committee, UP, and Boston Research Group.
- The formation committee reviewed and edited multiple drafts, and the co-chairs approved the final survey.
- ABOUT BOSTON RESEARCH GROUP:
  - Warren Cormier is founder and President of Boston Research Group (BRG). He has more than thirty years of quantitative and qualitative experience in consumer and employee research.
  - BRG is recognized as a leading research expert in the financial services industry.

**DISTRIBUTION**

- The survey was available in hardcopy and online in English, Spanish, and Chinese. Hard Copies were available in English, Spanish, and Chinese at three neighborhood locations with signs (Rickshaw, NABE, Christopher’s Books)
- A notice (in English, Spanish, and Chinese) was mailed to every parcel address in the study area (approximately 4950), using the City Assessors data, announcing the survey with the link to the online survey, the locations of the hard copy surveys, and a phone number to call if someone needed another method.
- 1/2 page advertisement ran in the May edition of the Potrero View with survey link url and locations of the hardcopy surveys.
- Easels were placed on the sidewalk at Farleys, the 22nd Street Caltrains Station, Piccino, 22nd Street MUNI park, Mr & Mrs Miscellaneous with flyers that had the link url and hardcopy pick up.
- Formation Committee members notified their respective membership lists and posted and passed out flyers (HOA Boards/email lists, school parents email groups, NextDoor Potrero Hill, NextDoor Dogpatch, Potrero Boosters Email List, DNA Email List, MUNA email list, Progress Park email list and Facebook page, etc.)
- Announcement in Sup. Cohen’s May E-Newsletter
- Link was posted on www.phd-gbd.org
- Two blog posts with survey link on sf.curbed.com on 5/2/2013 and 5/21/2013
- Two blog posts with survey link on d10watch.blogspot.com on 5/1/2013 and 5/23/2013
- Blog post with survey link on www.dogpatchhowler.com on 5/1/2013
• The geographical footprint of the study area is shown to the right. The study area contains approximately:
  - 14,700 people over 18
  - 9,355 registered voters
  - 5,000 parcels

• The responses were collected over a 3 week survey period.

• In total, 644 responses usable responses were received.

• This sample size has a maximum sampling error of +/-3.8 percentage points at a 95% confidence level

• Data were weighted to reflect the PHD study-area population of approximately 60% renters, 40% property owners

• The data were tabulated by Research Data Technology, overseen by Boston Research Group, both of which worked pro bono on the Green Spaces Survey.
### Green Spaces in the Survey

#### Recreation and Parks Department Properties
- Esprit Park (19th and Mission)
- Jackson Playground (17th btw Carolina and Arkansas)
- McKinley Square (20th & San Bruno)
- Potrero del Sol Park (Potrero & Cesar Chavez)
- Potrero Hill Recreation Center (22nd and Missouri)

#### Community-Maintained Green Spaces
- Benches Garden and Park (18th and San Bruno)
- Carolina Street Median (Carolina btw 22nd and 23rd)
- De Haro and Southern Heights Mini-Park*
- Fallen Bridge Park (18th and Utah)
- Pennsylvania Gardens & Railroad Garden (Pennsylvania & 20th Street Overpass)
- Starr-King Open Space (Carolina and 23rd)
- Triangle Garden (Pennsylvania & 20th Street Overpass)
- Vermont Enclave (900 Block Vermont)
- Vermont Street Median/Embankment (Crooked Street)
- Iowa at 23rd Youth Baseball Batting
- Minnesota Grove (Minnesota between 24th & 25th)
- Progress Park & Park Extension (Indiana, 23rd & 25th)
- Woods Yard Park (22nd & Indiana)

#### Community-Maintained Food-Producing Gardens
- Arkansas Friendship Garden (22nd Street Right-of-Way)
- De Haro Community Garden (25th & De Haro)
- Kansas Street Park (btw 24th & 25th)
- Permaculture Garden (18th & Rhode Island)
- Potrero del Sol Community Garden (Potrero Ave. & Cesar Chavez)
## Geographic Distribution of Responses

<table>
<thead>
<tr>
<th>Sub-Zone</th>
<th>Number of Responses</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUNA</td>
<td>30</td>
<td>6%</td>
</tr>
<tr>
<td>SFGH</td>
<td>3</td>
<td>.5%</td>
</tr>
<tr>
<td>Potrero del Sol</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Cesar Chavez</td>
<td>3</td>
<td>.5%</td>
</tr>
<tr>
<td>Potrero Flats</td>
<td>25</td>
<td>5%</td>
</tr>
<tr>
<td>South Slope</td>
<td>47</td>
<td>9%</td>
</tr>
<tr>
<td>Parkview Heights</td>
<td>16</td>
<td>3%</td>
</tr>
<tr>
<td>Potrero Terrace/Potrero Annex</td>
<td>8</td>
<td>1.5%</td>
</tr>
<tr>
<td>North Slope</td>
<td>87</td>
<td>16%</td>
</tr>
<tr>
<td>Top of the Hill</td>
<td>75</td>
<td>14%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>29</td>
<td>5.5%</td>
</tr>
<tr>
<td>North Dogpatch</td>
<td>26</td>
<td>5%</td>
</tr>
<tr>
<td>Dogpatch Historic District</td>
<td>124</td>
<td>24%</td>
</tr>
<tr>
<td>Baja Dogpatch</td>
<td>46</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Sub-zone total responses = 523. This was a voluntary question that 523 out of 644 answered.*
Response Ratio helps us get a sense of survey participation relative to the number of parcels in a given study area. It doesn’t tell us how many parcels responded, but it gives us a sense of the population density within a given subzone and how survey response compares to that.

*The Potrero Terrace/Potrero Annex and SFGH sub-zones have a few very large parcels that skew the response ratio far out of proportion.
Respondents by the Numbers:

- **96%** of respondents live in the GBD Study Area.
- **78%** of respondents own a home in the Study Area.*
- **27%** work or own a business in the Study Area.
- **20%** rent or own commercial space in the Study Area.

* These are un-weighted responses. Data in the detailed findings has been weighted to reflect the PHD study-area population of approximately 60% renters to 40% property owners.
Respondents who have dogs or children that live in or frequent the study area:

- Have Children: 35%
- Have Dogs: 29%

Seven-in-ten respondents have an outside area at their home:

- Have an Outside Area at Home: 71%

Those outside areas are:

- Private Yards: 52%
- Private Decks: 47%
- Common outdoor spaces in an apartment building: 35%
- Rooftop gardens or decks: 12%
- None of the Above: 2%
DETAILED FINDINGS
Generally, people engage in the following activities in the community and City-maintained green spaces in the study area:

- **Walk**: 76%
- **Sit/Read/Relax**: 70%
- **Children free play**: 45%
- **Children use play equipment**: 33%
- **Walk dog (on leash)**: 28%
- **Off-leash dog play**: 21%
- **Ride Bicycles**: 25%
- **Bird/Nature watching**: 25%
- **Volunteer on maintenance**: 17%
- **Enjoy during lunch break**: 17%
- **Enjoy during work break**: 14%
- **Other**: 10%

For community-maintained gardens, respondents indicated that they:

- **They garden**: 9%
- **They know it, but they don't use it**: 34%
- **They don't use it often but it's important to them just to have it there**: 57%
- **They're not familiar with it**: 80%
Regarding overall level of satisfaction with community and City-maintained spaces, the following percent of people indicated that they were generally satisfied (very + somewhat satisfied) with the following:

- **The overall level of maintenance**: 63% (Community Maintained) vs. 50% (City Maintained)
- **The level of safety**: 51% (Community Maintained) vs. 58% (City Maintained)
- **The physical design (i.e. layout, look, feel)**: 69% (Community Maintained) vs. 63% (City Maintained)
- **The amount of space**: 72% (both Community and City Maintained)

**Quick Fact**
Homeowners were less satisfied (-13%) with the level of safety than renters, for both City and community maintained spaces.
The chart below indicates the percent of respondents that feel each type of maintenance and greening should be a high priority for the GBD:

- Enhanced lighting in parks and green spaces, and along streets, sidewalks, and stairs: 69%
- Greening of community maintained spaces and gardens: 59%
- Greening of existing plantings along streets, sidewalks, and stairs: 57%
- Greening of Rec and Park Department Properties: 57%
- Removing dog feces from parks and green spaces: 52%
- Enhanced cleaning of restroom facilities in parks and green spaces: 52%
- Patrol and management of parks and green spaces: 50%

**Quick Facts:**
- Renters consistently placed higher priority on all types of maintenance services than homeowners.
- Respondents with children were more likely to place a high priority on enhanced cleaning of restrooms.
Shown below is the percent indicating that each type of new capital projects should be a high priority for the GBD:

**Quick Facts:**
- Renters consistently placed higher priority on all types of capital projects than homeowners.
- Respondents with children were more likely to place a high priority on new restroom facilities.
Roughly half of all respondents feel a high priority should be placed on building new green spaces. The same percentage felt improving existing green spaces should be a high priority:

- Building new green spaces
  - 52%
- Improving existing spaces
  - 48%

Quick Facts:
- Renters considered building new green spaces (60%) more important than improving existing ones (40%).
- Homeowners considered improving existing spaces (59%) more important than creating new green spaces (41%).
The survey tested (by monadic testing) residential property owners’ willingness to pay (through tax-assessments) for four price ranges: “$75-$150,” “$150-$225,” “$225-$300,” and “$300 or more.” The results are depicted below:

**Residential property owners willingness to pay:**

- Very willing: 36%
- Somewhat willing: 38%
- Not very willing: 15%
- Not at all willing: 11%

**“Very willing” to pay, by price range:**

- $75 to $150: 37%
- $150 to $225: 43%
- $225 to $300: 37%
- $300 or more: 27%

**Quick Facts:**

- Dogpatch (Historic District, North, and Baja) showed a much stronger willingness, with 85% of residential property owners very or somewhat willing to pay any price range presented to them.
- 25% of respondents who did not use any green spaces in the study area indicated that they were not at all willing to pay an assessment.
Commercial property owners’ willingness to pay was also tested for four price ranges, per square foot: “$.05 - $.15,” $0.15 - $0.30,” “$0.30 - $0.45,” and “more than $0.45.” The results are depicted below:

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Very Willing</th>
<th>Somewhat Willing</th>
<th>Not Very Willing</th>
<th>Not at All Willing</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.10 or less</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$0.10 to $0.25</td>
<td></td>
<td>44%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$0.25 to $0.50</td>
<td></td>
<td></td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>$0.50 or more</td>
<td></td>
<td></td>
<td></td>
<td>38%</td>
</tr>
</tbody>
</table>

**Quick Facts:**

- Commercial property owners in Dogpatch (Historic District, North, and Baja) also showed a much stronger willingness, with 70% very or somewhat willing to pay any price range presented to them.
- 28% of commercial respondents who did not use any green spaces in the study area indicated that they were not at all willing to pay an assessment.
Overall, half of respondents strongly support, while only 5% do not favor formation of the GBD:

- **Strongly favor formation:** 54%
- **Need more information:** 40%
- **Don’t favor formation:** 5%

Support or opposition in the Dogpatch neighborhood:

- **Strongly favor formation:** 69%
- **Need more information:** 30%
- **Don’t favor formation:** 1%

Support or opposition among owners vs. renters:

- **Strongly favor formation:**
  - Owners: 49%
  - Renters: 58%
- **Need more information:**
  - Owners: 44%
  - Renters: 38%
- **Don't favor formation:**
  - Owners: 7%
  - Renters: 4%