



Green Spaces Survey Final Report

July 31st, 2013 • Prepared by: UP Urban, Inc.



POTRERO
BOOSTERS





EXECUTIVE
SUMMARY



Key Conclusions

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

Survey Design and Distribution

DESIGN

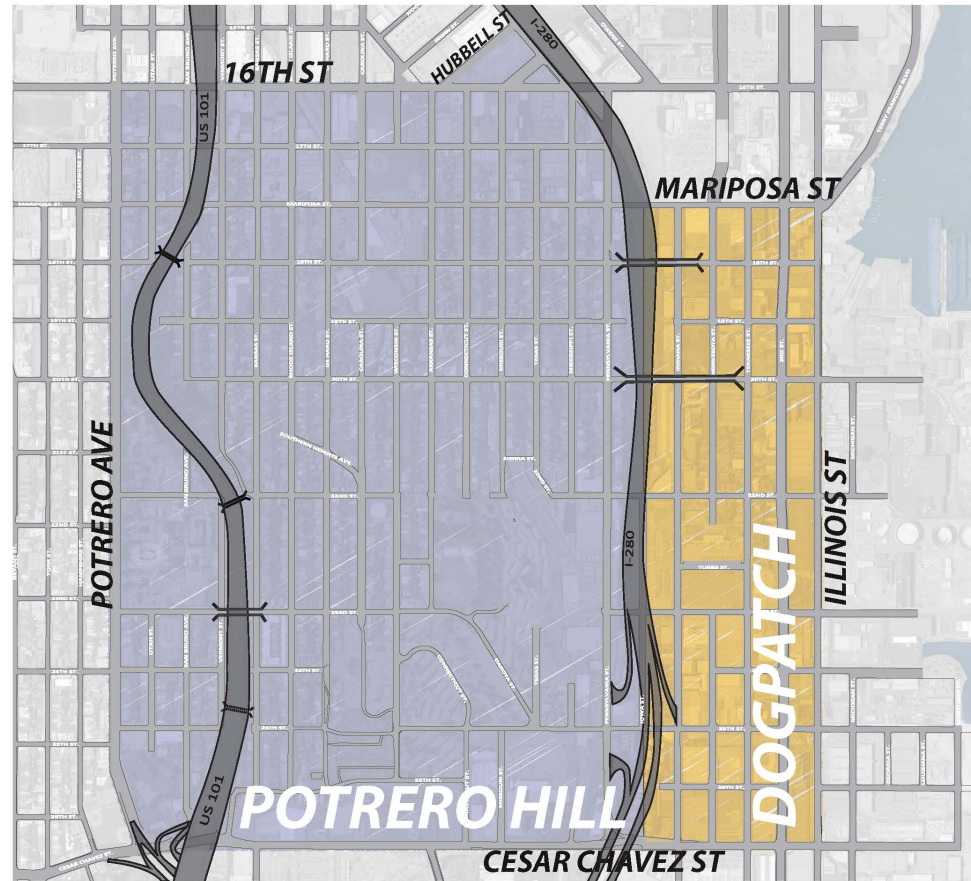
- The question was designed through the collaboration of the PHD Formation Committee, UP, and Boston Research Group.
- The formation committee reviewed and edited multiple drafts, and the co-chairs approved the final survey.
- **ABOUT BOSTON RESEARCH GROUP:**
 - Warren Cormier is founder and President 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

Fielding of the Survey

- 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 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)

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)

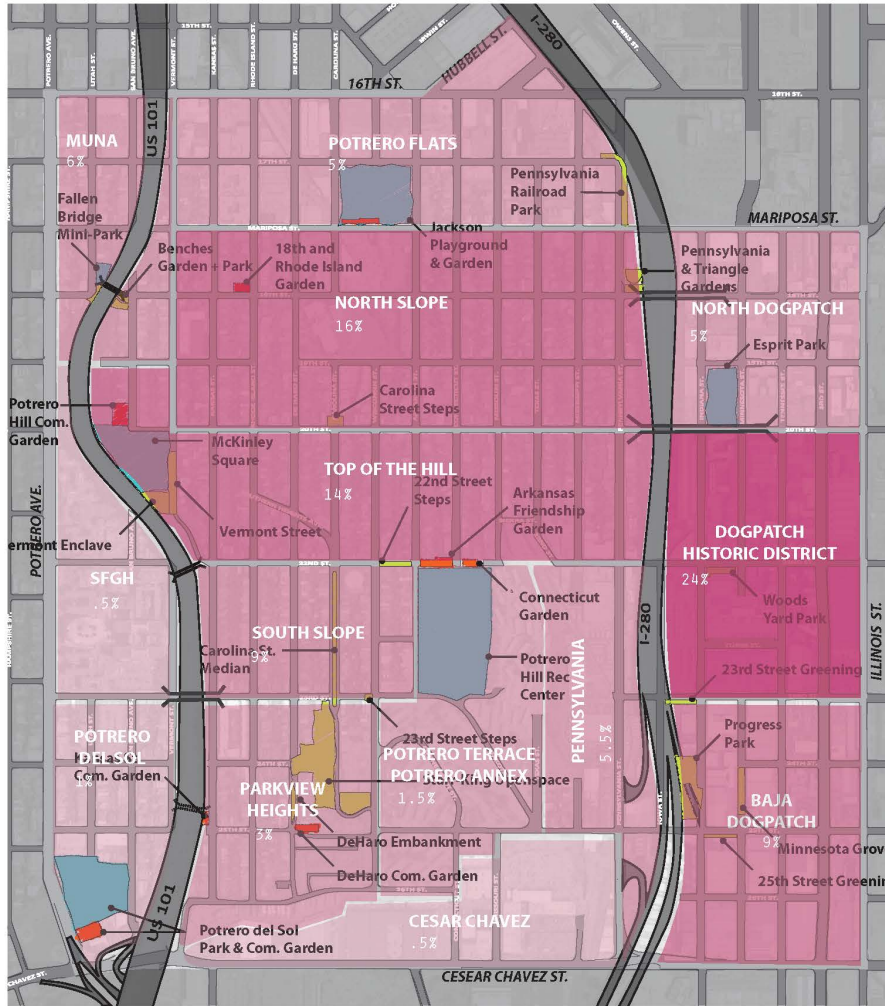
Iowa at 23rd Youth Baseball Batting

Minnesota Grove (Minnesota between 24th & 25th)

Progress Park & Park Extension (Indiana, 23rd & 25th)

Woods Yard Park (22nd & Indiana)

Geographic Distribution of Responses



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

*Sub-zone total responses = 523. This was a voluntary question that 523 out of 644 answered.

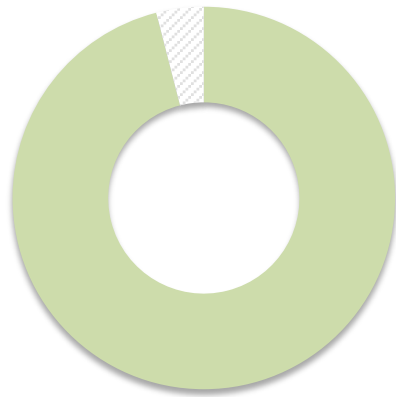
Response Ratio

Sub-Zone	Number of Parcels	Number of Responses	Response Ratio	Percent of Total Survey Responses
Dogpatch Historic District	381	124	32.55%	34%
Pennsylvania	191	29	15.18%	6%
Baja Dogpatch	311	46	14.79%	9%
MUNA	205	30	14.63%	6%
South Slope	377	47	12.47%	9%
Top of the Hill	925	75	8.11%	14%
North Slope	1127	87	7.72%	16%
North Dogpatch	345	26	7.54%	5%
Potrero Flats	481	25	5.20%	5%
Cesar Chavez	75	3	4.00%	0.5%
Parkview Heights	570	16	2.81%	3%
Potrero del Sol	201	4	1.99%	1%
Total	5238	523		
N.A.*				
Potrero Terrace/Annex	28	8	28.57%	1.5%
SFGH	21	3	14.29%	0.5%

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

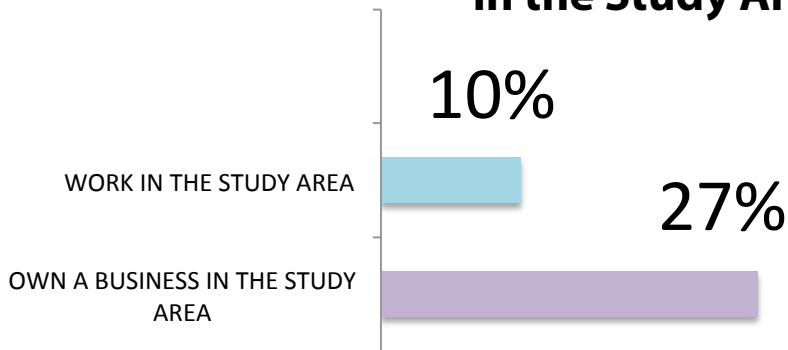


78%

of respondents

Own a Home in the Study Area*

Work or Own a Business in the Study Area



10%

WORK IN THE STUDY AREA

27%

OWN A BUSINESS IN THE STUDY AREA



20%

of respondents

Own or Rent Commercial Space

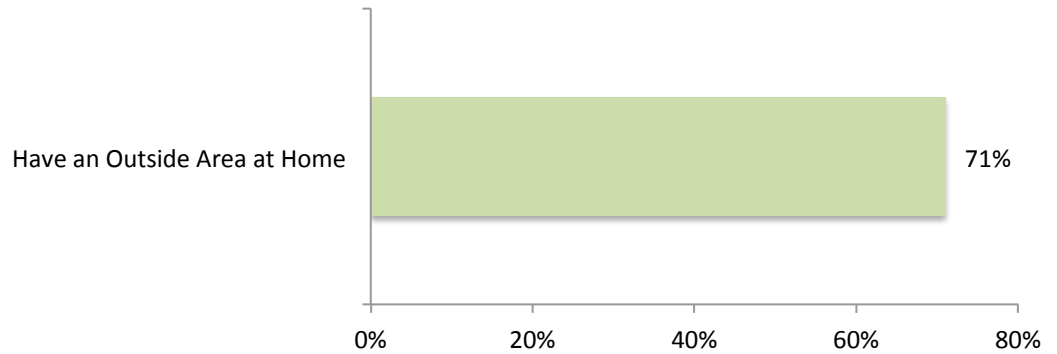
* These are un-weighted responses. Data in the detailed findings has been weighted to reflect the PHD study-area population of approximately 60% renters to 40% property owners.

Respondents by the Numbers:

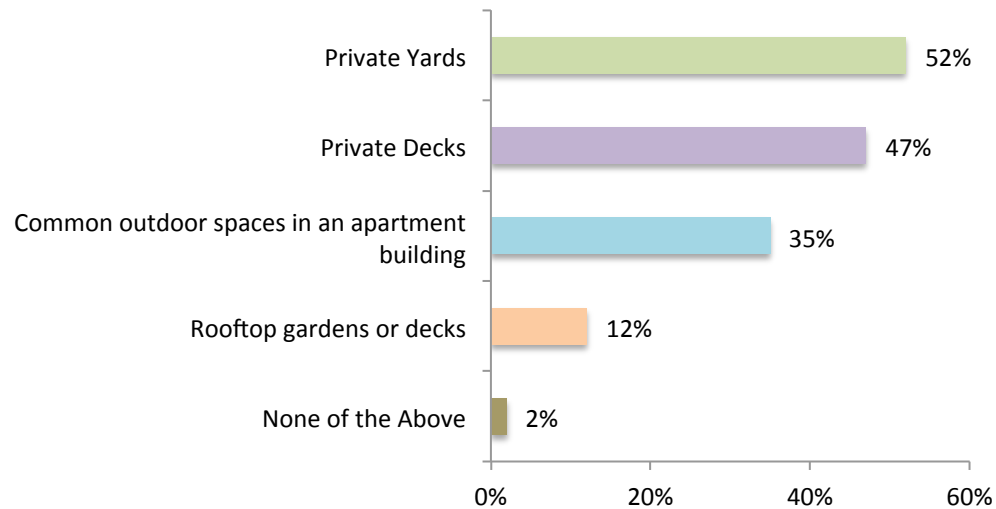
Respondents who have dogs or children that live in or frequent the study area:



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



Those outside areas are:

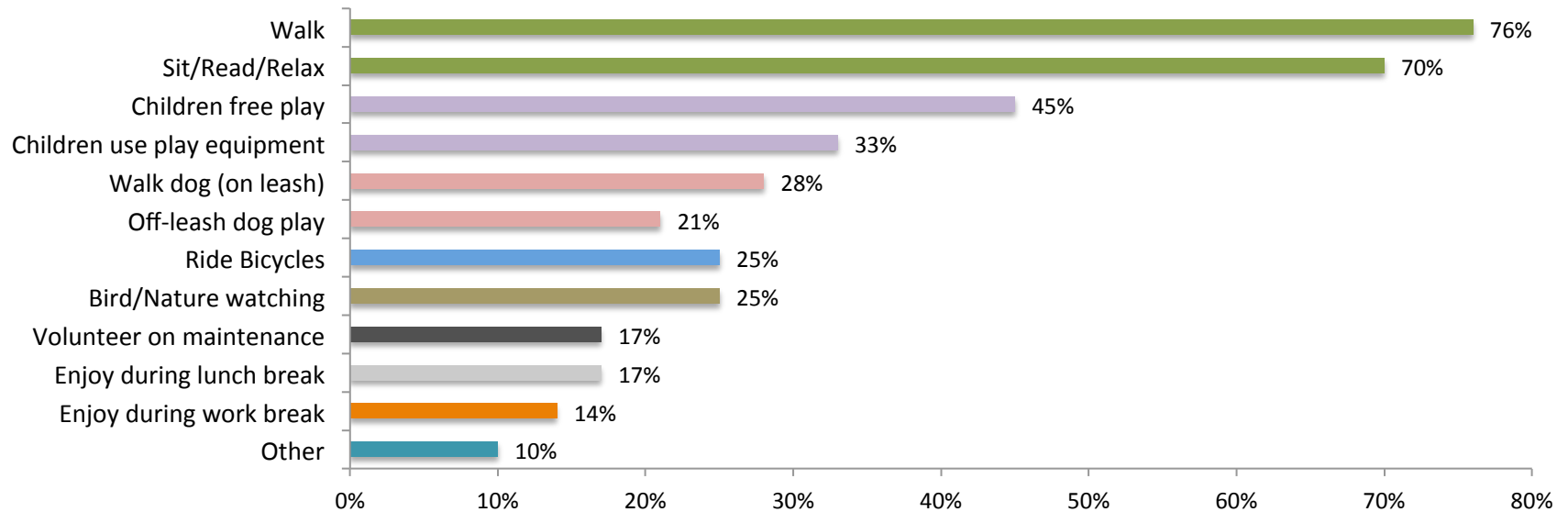




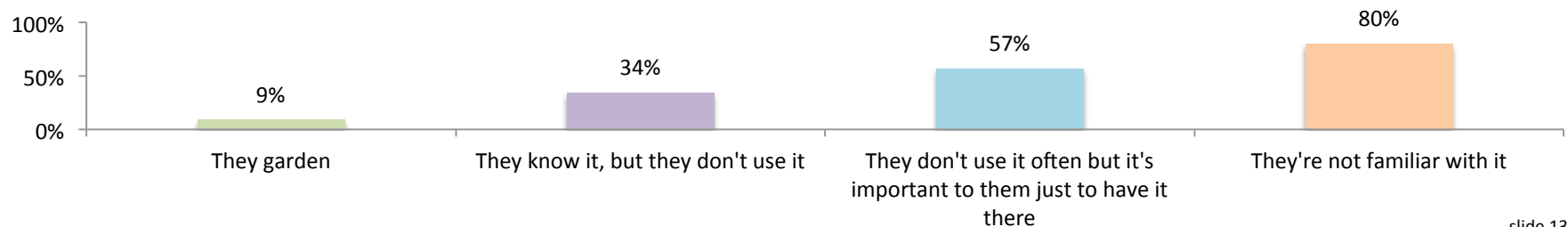
DETAILED
FINDINGS

Use of Space

Generally, people engage in the following activities in the community and City-maintained green spaces in the study area:

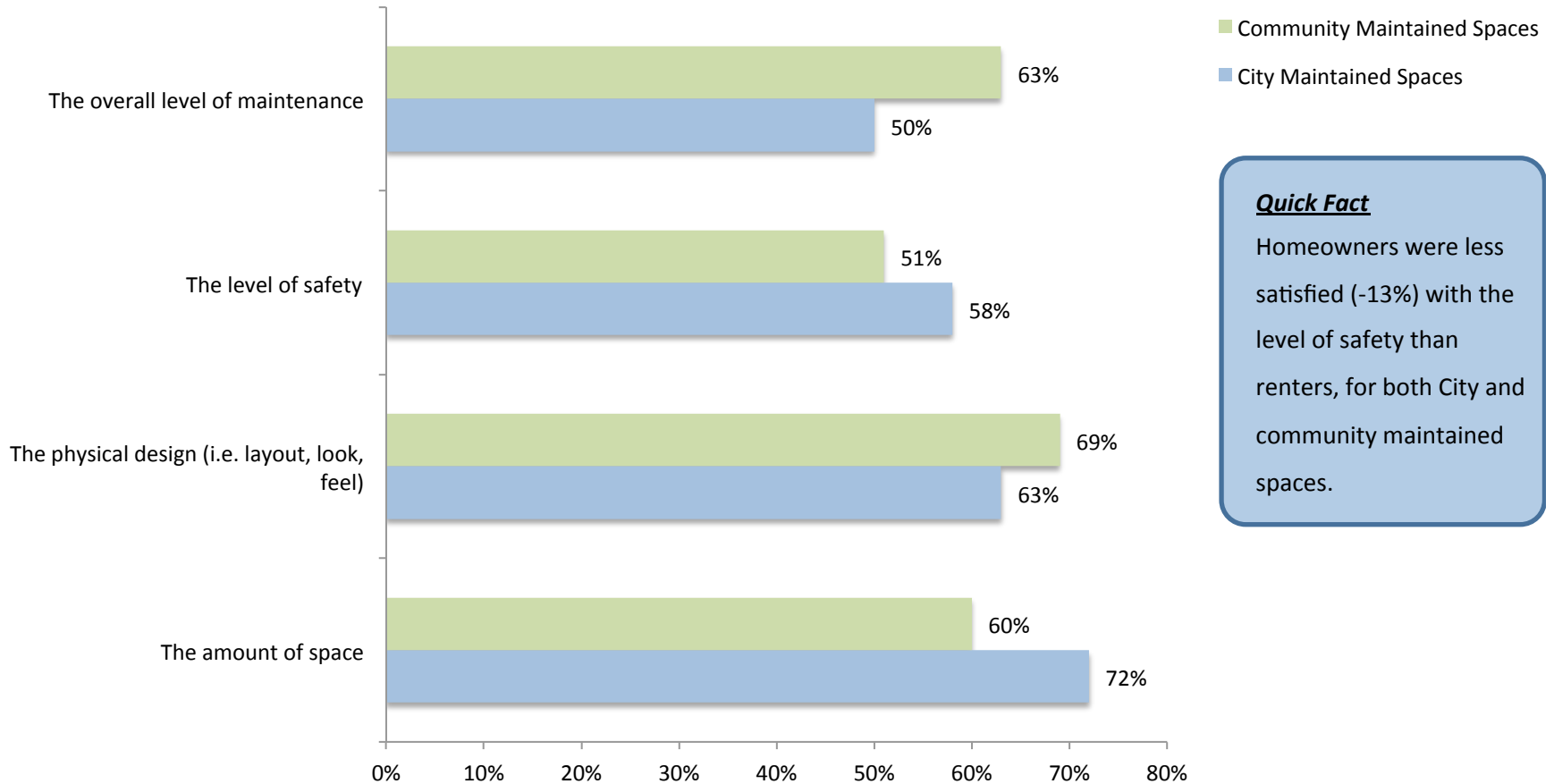


For community-maintained gardens, respondents indicated that they:



Level of Satisfaction

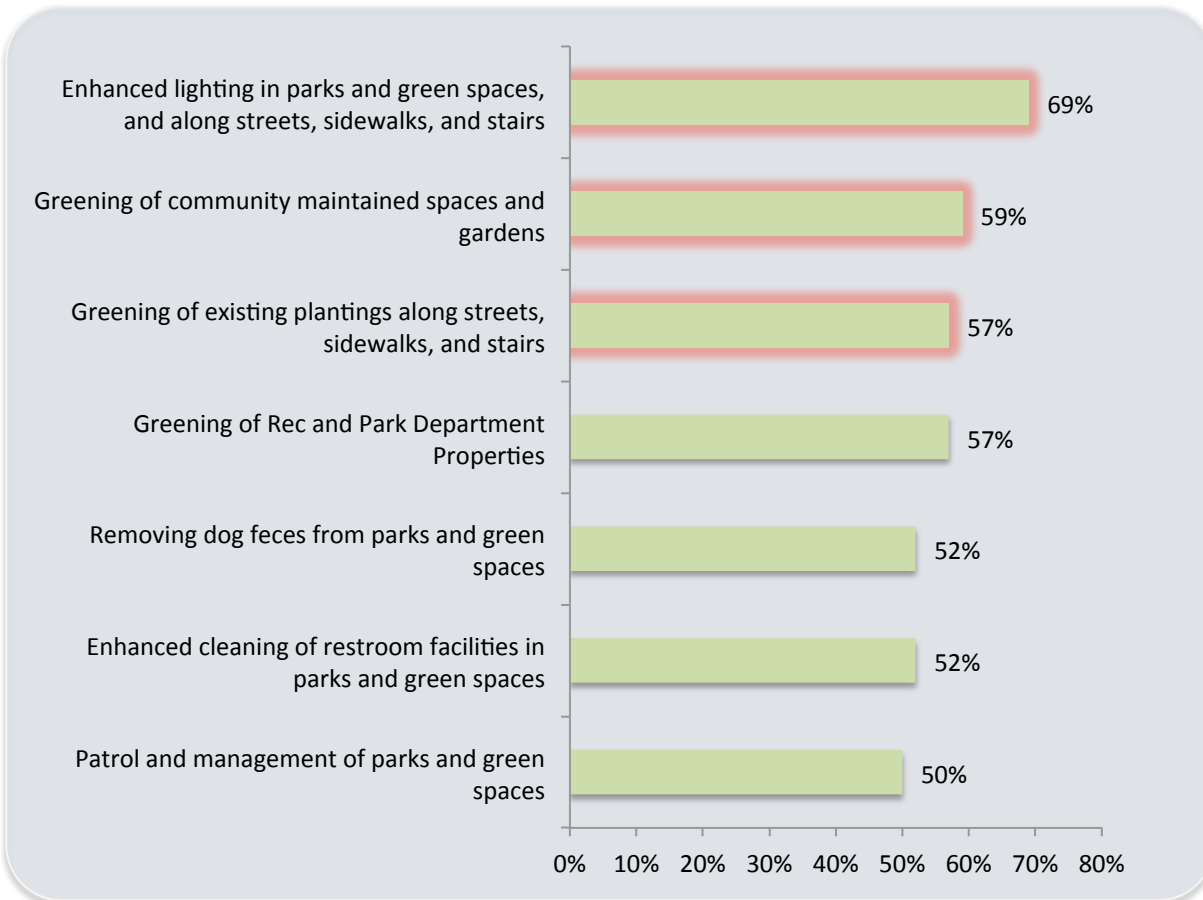
Regarding overall level of satisfaction with community and City-maintained spaces, the following percent of people indicated that they were generally satisfied (very + somewhat satisfied) with the following:



Quick Fact
Homeowners were less satisfied (-13%) with the level of safety than renters, for both City and community maintained spaces.

High Priority Maintenance and Services

The chart below indicates the percent of respondents that feel each type of maintenance and greening should be a high priority for the GBD:

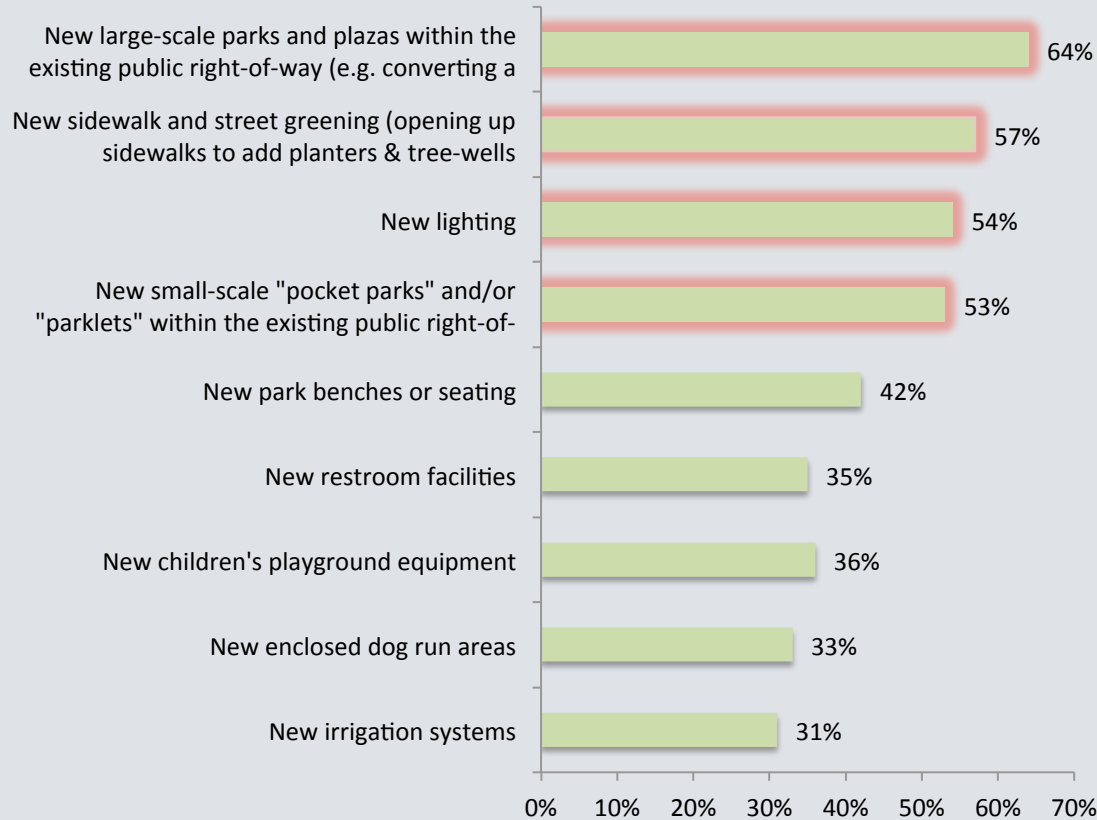


Quick Facts:

- 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.

High Priority New Capital Projects

Shown below is the percent indicating that each type of new capital projects should be a high priority for the GBD:

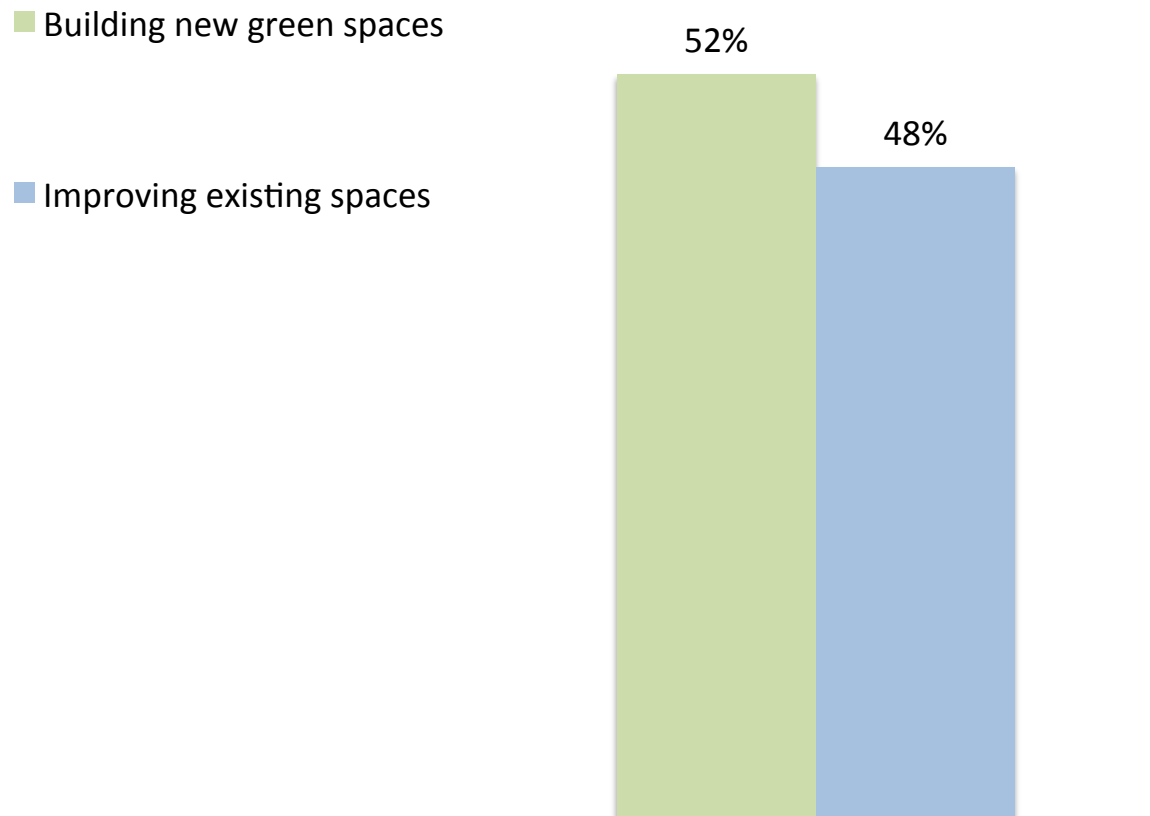


Quick Facts:

- 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.

Maintenance vs. Capital Projects

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:

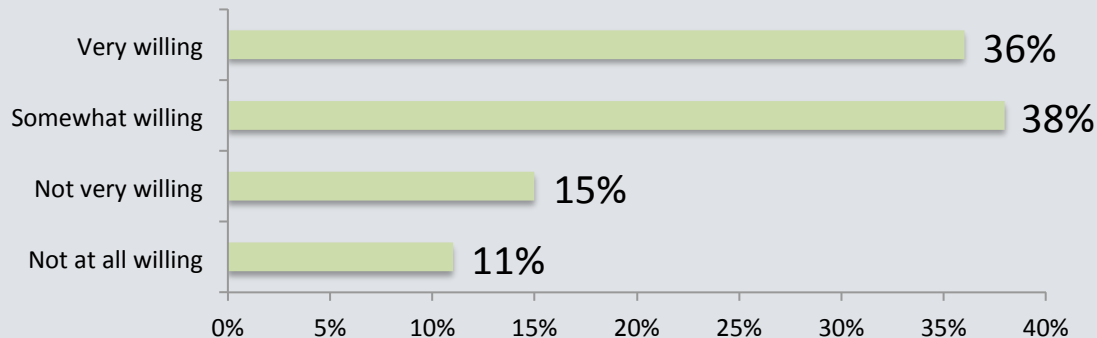
**Quick Facts:**

- 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%)

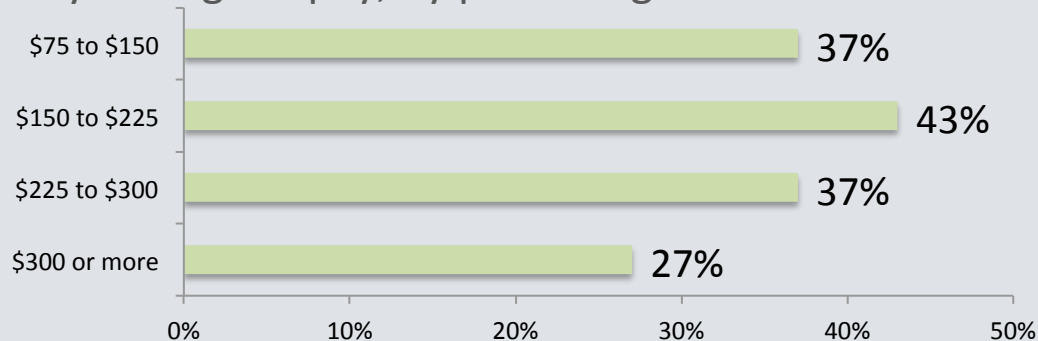
Willingness to Pay - Residential

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" to pay, by price range:



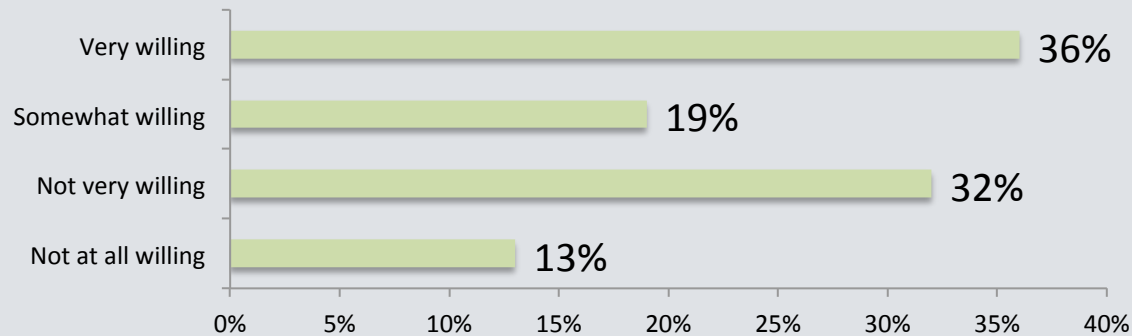
Quick Facts:

- 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

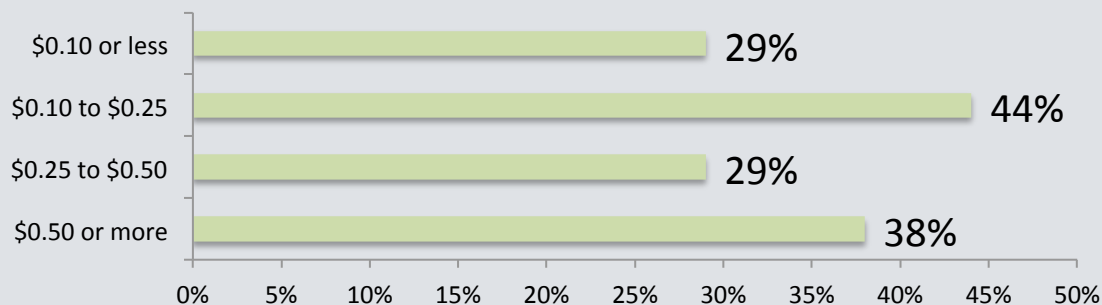
Willingness to Pay - Commercial

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:

Commercial property owners willingness to pay:



"Very willing" to pay, by price range:

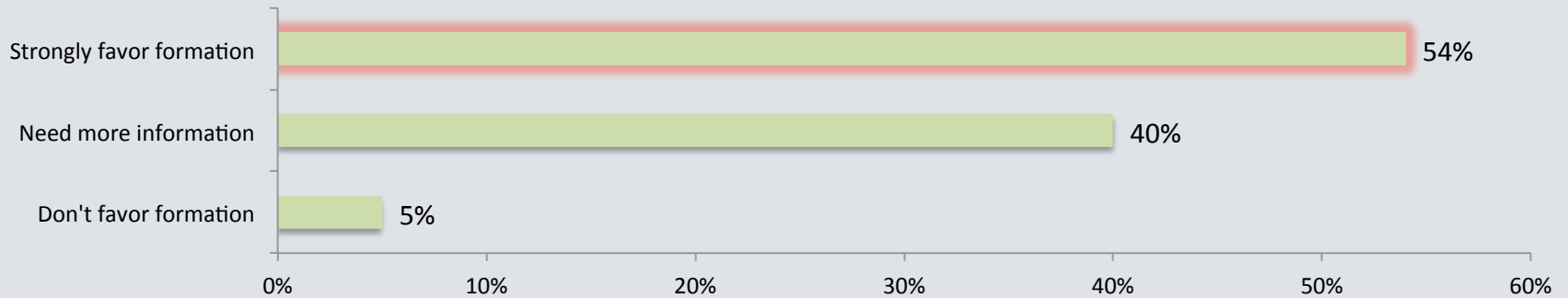


Quick Facts:

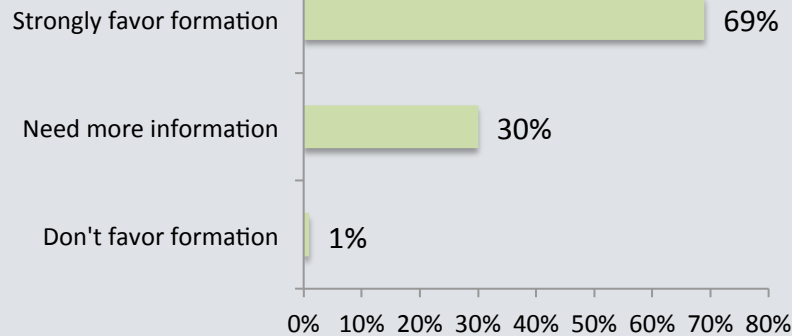
- Commercial property owners in Dogpatch (Historic District, North, and Baja) also showed a much stronger willingness, with 70% very or somewhat willing to pay any price range presented to them.
- 28% of commercial respondents who did not use any green spaces in the study area indicated that they were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

Support for or opposition to the GBD

Overall, half of respondents strongly support, while only 5% do not favor formation of the GBD:



Support or opposition in the Dogpatch neighborhood:



Support or opposition among owners vs. renters:

