

GATEWAY CENTER WEST REDEVELOPMENT PLAN AMENDMENT

INTERCEPT SURVEY RESULTS

SAMPLE CHARACTERISTICS

*TOTAL NUMBER OF RESPONDENTS: 200

AGE

18 to 34	34.0%
35 to 54	49.0
55 to 65	12.0
65+	5.0

AREA

Logan Heights	67.0%
Grant Hill	18.0
Memorial	8.0
Stockton	7.0

GENDER

Female	69.0%
Male	31.0

LENGTH OF RESIDENCY

Less than 5 years	27.0%
5 to 10 years	19.0
10 to 20 years	26.0
Greater than 20 years	28.0

ETHNICITY

Hispanic/Latino	74.0%
African American	19.0
White	5.0
Asian	1.0
Other	1.0

HOME OWNERSHIP

Rent	74.5%
Own	25.5

LANGUAGE

English	48.0%
Spanish	52.0

EMAIL ACCESS

Yes	50.2%
No	49.8

GATEWAY CENTER WEST REDEVELOPMENT PLAN AMENDMENT

INTERCEPT SURVEY RESULTS

1. Are you a resident of the areas (Stockton, Grant Hill, Logan Heights, Memorial)

Stockton	7.0%
Grant Hill	18.0
Logan Heights	67.0
Memorial	8.0

a. *If yes, how long have you lived here?*

Less than 5 years	27.0%
5 to 10 years	19.0
10 to 20 years	26.0
Greater than 20 years	28.0

2. What do you value most about your community?

Close knit neighborhood	40.0%
Church	16.0
People	12.0
Cultural aspects	10.0
Parks and Recreation	9.0
Family	8.0
Diversity	5.0

3. What do you think are the most important issues facing your community?

Crime	25.0%
Gangs	19.0
Safety	16.0
Jobs	11.0
Lack of resources	9.0
Lack of education	8.0
Streets	6.0
Affordable housing	4.0
Other	2.0

4. On a scale of 1-7 with 1 being the most important issue and 7 being the least, which of the following amenities do you believe are the most important for a good quality of life?

Affordable housing	2.7
Job creation	2.9

Fire/Police Stations	3.1
Parks and sports fields	3.9
Lighting or new street lights	4.1
Street/sidewalk improvements	4.7
New real estate development	5.6

5. **The role of the Southeastern Economic Development Corporation (SEDC) is to encourage new real estate development, rehabilitate existing development, rebuild older infrastructure, create jobs, enhance public safety and promote affordable housing in your area (Stockton, Grant Hill, Logan Heights, Memorial). Knowing that, how supportive would you be of the creation of a new redevelopment project area in these neighborhoods to achieve these goals?**

Very supportive	78.0%
Somewhat supportive	15.0
Not very supportive	3.0
Not all supportive	1.0
No opinion	3.0

6. **What concerns do you have about the establishment of a redevelopment project area?**

Nothing will really change	30.0%
Not enough community input	23.0
Loss of community feeling	18.0
Push people out	17.0
People will lose their homes	12.0

7. **As SEDC seeks to revitalize the communities of Stockton, Grant Hill, Logan Heights, Memorial, what types of businesses and services would you like to see?**

Large grocery store	20.0%
Commercial businesses	15.0
Banks	13.0
Community centers	12.0
Small locally owned businesses	8.0
Social service programs	7.0
Hospital	6.0
Restaurants	6.0
Beautification	3.0
Movie theater	3.0
Stores	3.0
Schools	2.0
Library	2.0

8. Many new developments are mixed-use projects that combine retail, residential and office uses. These types of projects are encouraged in areas near public transportation like the bus routes and the trolley line. How important do you feel it is to include a variety of uses to revitalize your community?

Very supportive	84.0%
Somewhat supportive	9.0
Not very supportive	1.0
Not at all supportive	1.0
No opinion	5.0

9. Do you have e-mail access?

Yes	50.2%
No	49.8

10. How do you learn about events and resources in your community?

Television	21.0%
Radio	17.0
Newspaper	14.0
Online News	5.0
Community Meetings	11.0
Word of mouth	12.0
Worship services	14.0
Direct mail	2.0
Other	4.0

11. Which TV stations do you watch?

Televisa	31.0%
Univision	35.0
Azteca America	31.0
Other	3.0

12. Which newspapers do you read?

San Diego Union-Tribune	55.0%
El Latino	28.0
Enlace	6.0
Voice & Viewpoint	4.0
City Beat	2.0
El Sol	2.0
Daily Transcript	1.0
Other	2.0

13. Which radio stations do you listen to?

Magic 92.5	44.0%
Radio Latino 104.5	34.0%
KSON 97.3	11.0
Other	11.0

14. What would help you obtain better or more information?

Email	26.0%
Mail	13.0
Increase Communication	13.0
Newsletters	13.0
Radio	9.0
Community papers	13.0
Church	8.0
Other	5.0

15. Are you currently involved with any community organizations or groups such as schools, churches or neighborhood councils?

Yes	54.0%
No	46.0

a. *If yes, which groups*

PLEASE SEE APPENDX 1

b. *If no, what would make you more interested in becoming an active resident?*

Issues that I care about	83.0%
If told about things	8.0
If I had transportation	8.0
Other	1.0

16. Would you be more interested in receiving more information about the efforts to bring improvements to your community and/or ways to become involved?

Yes	94.0%
No	6.0

a. *If yes, how would you like to receive the information?*

Email	56.0%
Mail	34.0
Church	7.0
Telephone call	2.0

Other	1.0
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17. What language(s) do you primarily speak, read, and write?

English	48.0%
Spanish	52.0

18. Do you rent or own your home?

Rent	75.0%
Own	25.0

19. What is your age?

18 to 34	34.0%
35 to 54	49.0
55 to 65	12.0
65+	5.0

20. With which racial or ethnic group do you identify yourself?

Hispanic/Latino	74.0%
African American	19.0
White	5.0
Asian	1.0
Other	1.0

21. What is your gender?

Female	69.0%
Male	31.0

APPENDIX 1

Community Organizations or groups' participants are involved in:

Father Joe's Village

Greater Apostolic Church

San Diego Gang Commission

Overcoming Gangs and Beyond

Community Youth Athletic Center

Western Service Workers Association

CLIMB Outreach

Our Lady of Angeles Church

Memorial Recreation Council

Memorial Swimming Pool

Paws without Pads

Greater Works Empowerment Center

Logan Elementary School

Cesar Chavez Memorial

Environmental Health Coalition

Barrios Unidos Hoy Organizados (BUHO)

San Diego Organizing Project (SDOP)

Christ the King Church

Cristo Rey Church

Society of St. Vincent de Paul