

# National City INTRA-Connect

## COMMUNITY OUTREACH Survey Results



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# INTRODUCTION

Integrating Neighborhoods with Transportation Routes for All) INTRA-Connect is a project funded by Caltrans Sustainable Communities grant program.

The INTRA-Connect project aims to develop “10-minute” neighborhoods, where residents have access to everyday goods and services within a 10-minute walk or bike ride from their home. The INTRA-Connect study will result in a plan that allows the City of National City to direct future expenditures on transportation improvements that will be supportive of transit, walking, biking and shorter vehicle trips. Table 1 Key Project Phases show the different phases that were completed over the project lifetime. A key element of the program included a comprehensive residents and the local business community engagement. This task included community workshops, and resident and business surveys facilitated and implemented by

Circulate San Diego. This section will provide an overview of the community input collected via the Resident and Business surveys.



**Table 1** Key Project Phases

# PURPOSE OF THE SURVEYS

## About the Survey and Methodology

The INTRA-Connect project was presented and discussed with the National City community via a series of community outreach activities, workshops, and tools. Resident and business surveys were developed as a data collection tool that would reach residents and businesses that were not available to participate in the in-person activities.

Paper copies of the surveys were distributed to residents and businesses at different community and business events. A link to an online survey monkey was also distributed at large to other

groups and via the project website. The online and paper tools were available in English and Spanish.

**Olivewood Garderns Kitchenistast Meeting – 07/28/18**  
**National School District PTA Officers meeting – 08/02/18**  
**National Night Out Kimball Park – 08/07/18**  
**National City Community Breakfast – 09/08/18**  
**Kimball Neighborhood Council Meeting – 10/03/18**  
**El Toyon Neighborhood Council Meeting – 10/11/18**  
**Olivewood Garderns Kitchenistast Meeting – 10/23/18**  
**Las Palmas Neighborhood Council Meeting – 11/14/18**  
**N.C. Chamber of Commerce GBE group meeting – 11/21/18**

## Survey Responses

This report presents feedback received through 147 completed Resident surveys, and 10 Business surveys.

Out of the total resident surveys, 54 surveys were answered in English and a total of 93 resident surveys were filled in Spanish.

# RESIDENT SURVEY

The Resident survey focused on identifying the preferences, needs, and interests of residents in relation to access to businesses, transportation, and the built environment. These preferences will guide the project team proposals and plans for infrastructure improvement projects.

## WHERE DO YOU LIVE?

National City Neighborhood	Number of Respondents
Central	6
Downtown	5
Harbor	0
Ira Harbison	5
John Otis	6
Las Palmas	20
Lincoln Acres (incorporated)	6
Lincoln Acres (unincorporated)	4
Mile of Cars	2
Old Town	15
Olivewood	8
Palmer Way	4
Plaza Bonita	0
Rancho de la Nacion	15
Outside NC	37

# HOW DO YOU THINK THE CITY COULD IMPROVE YOUR COMMUNITY ENVIRONMENT? (Check the top 3 options)

**68 Votes**  
Make streets more interactive and attractive for people

**64 Votes**  
Supporting local business to improve businesses facades and the area around

**48 Votes**  
Reduce the number of cars on the street

**47 Votes**  
Encourage Uber/Lyft/bikeshare drop-off zones

**45 Votes**  
Partnering with business owners and residents to improve the area ( e.g. lower permit requirements)

**45 Votes**  
Bring more quality residential and commercial development

**43 Votes**  
Street cleaning

**24 Votes**  
Economy growth



## COMMENTS

For the most part, respondents believe that interactive and attractive streets together with support to improve businesses facades are the main area of improvement that the city should focus on.

Coming close second in the areas of improvement that ranked the highest in importance by residents the reduction in the number of cars on the street, and the encouragement of Uber/Lyft/bikeshare drop-off zones.

# HOW OFTEN DO YOU GO TO GET THE FOLLOWING GOODS AND/OR SERVICES IN NATIONAL CITY?

Services	Daily	2-3 times a week	Once a week	1-2 times a month	Seldom
Mini-market, liquor store, corner store, fish-market, etc.	23	48	32	10	26
Clothing, cosmetics, shoe store, cell phone store, etc.	3	15	25	63	30
Super market, convenience stores (Walmart, Dollar Store, etc.)	15	59	44	16	7
Specialist (gift shops, galleries, jewelry store, furniture, etc.)	0	2	6	18	97
Health (clinic, dentist, doctor, etc.)	0	2	14	58	58
Financial (banks, taxes, pay bills, etc.)	2	16	31	67	23
Clothing services (dry cleaners, laundromat, etc.)	2	9	30	21	75
Repair shops (shoe, cars, etc.)	0	2	2	24	99
Brewery, restaurants, coffee shops, etc.	3	14	27	48	43
Movie theater, theater, etc.	1	4	15	63	52
Parks, gyms, etc.	15	34	29	33	26

 = most popular answer  
 = response of significance

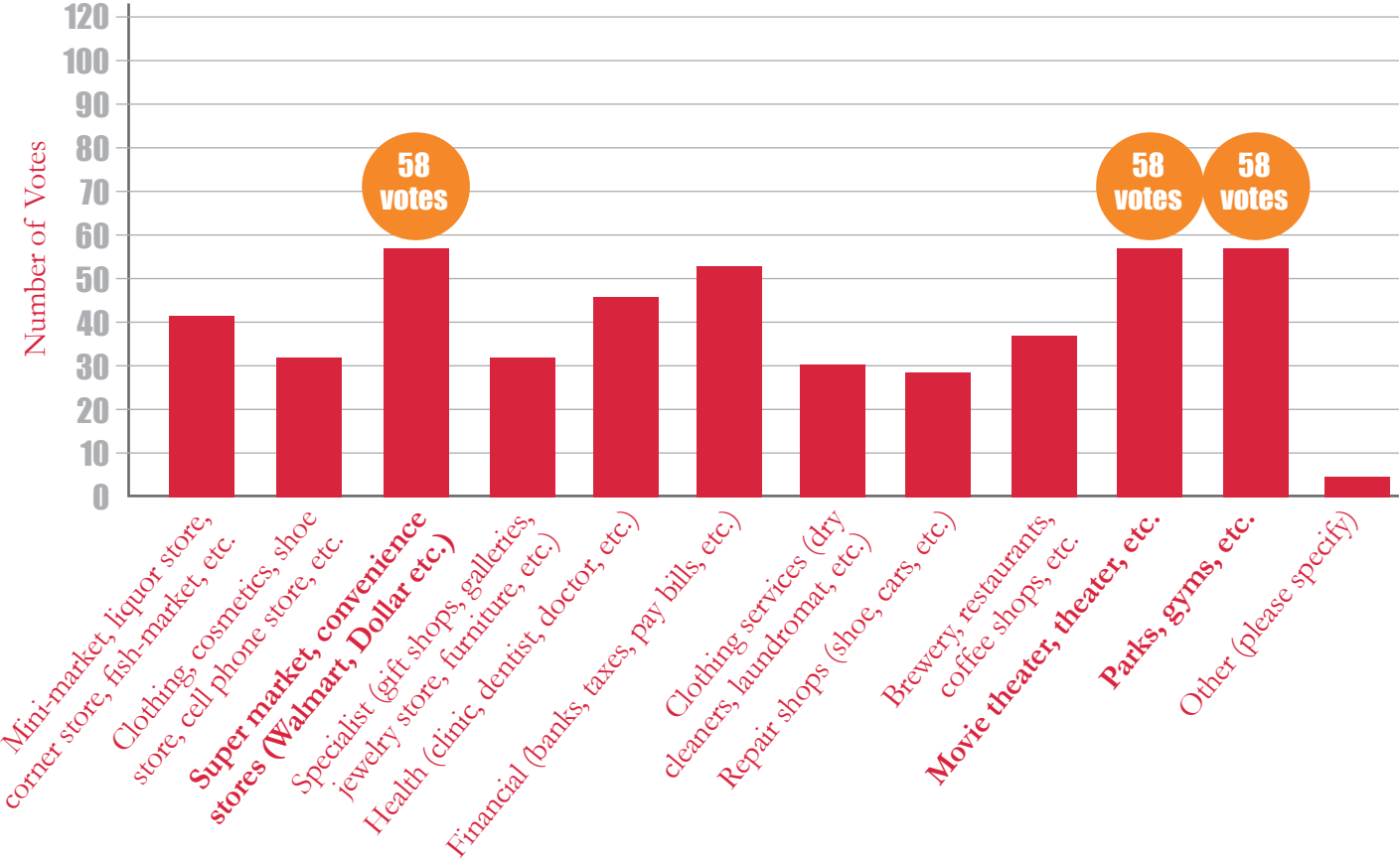
## COMMENTS

The most popular common local destinations for National City residents are trips to mini-markets, liquor stores, corner stores, supermarkets, convenience stores, as well as trips to recreational

sites such as the gym or parks. Most respondents either go to these sites either daily, 2-3 times a day, or weekly.



# WHAT KIND OF GOODS OR SERVICES THAT ARE NOT CURRENTLY AVAILABLE WITHIN A 10 MINUTE WALK/BIKE OR PUBLIC TRANSIT RIDE WOULD YOU LIKE TO SEE WITHIN THIS REACH? (Check the top 3 options)



**Other:**  
Health Food Stores, health food restaurants, Farmers' Market

## COMMENTS

Consistent with results from the previous question, respondents selected the following amenities as destinations that they would like to access within a 10 minute walk, bike, or transit ride:

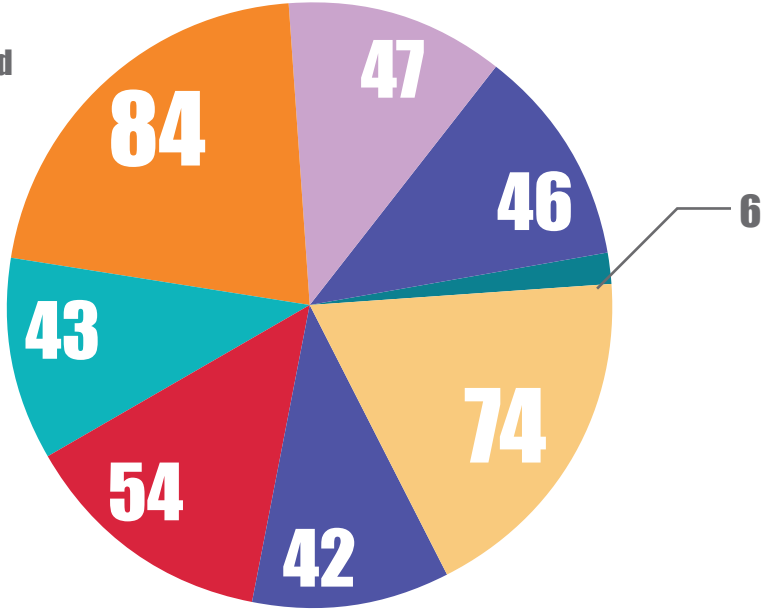
- **Super market, convenience stores (Walmart, Dollar Stores, etc)**
- **Movie Theater, theater, etc**
- **Parks, gym, etc.**

Other destinations, such as Health Food Stores, health food restaurants, and Farmers' Market were also ranked high.

Out of these categories, the first two were identified as being frequently used by respondents, at least one or two times per week.

# WHAT FACTORS WOULD ENCOURAGE YOU TO WALK/BIKE/TAKE TRANSIT TO GO TO THOSE PLACES? (Check the top 3 options)

Number of votes casted



- More/better street and walkway lighting
- Cleaner streets
- Safer neighborhood
- More/better transit service (frequency or reliability)
- More/better pedestrian infrastructure
- More/better looking corner stores and local businesses
- More/better bicycle infrastructure
- Other (traffic lights, less dirty sidewalks, more parking)

## COMMENTS

According to respondents, the main factor that encourage people to walk/bike/take transit are More/better street and walkway lighting.

The second most important factors were more/better pedestrian infrastructure. Cleaner streets also ranked fairly high in this list of priorities for residents.

# WHAT DO YOU THINK ARE THE MAIN DETERRENTS FOR WALKING, BIKING, OR TAKING PUBLIC TRANSPORTATION TO LOCAL BUSINESSES, PARKS, VISIT FRIENDS, ETC?

(Circle top 3 options)



## COMMENTS

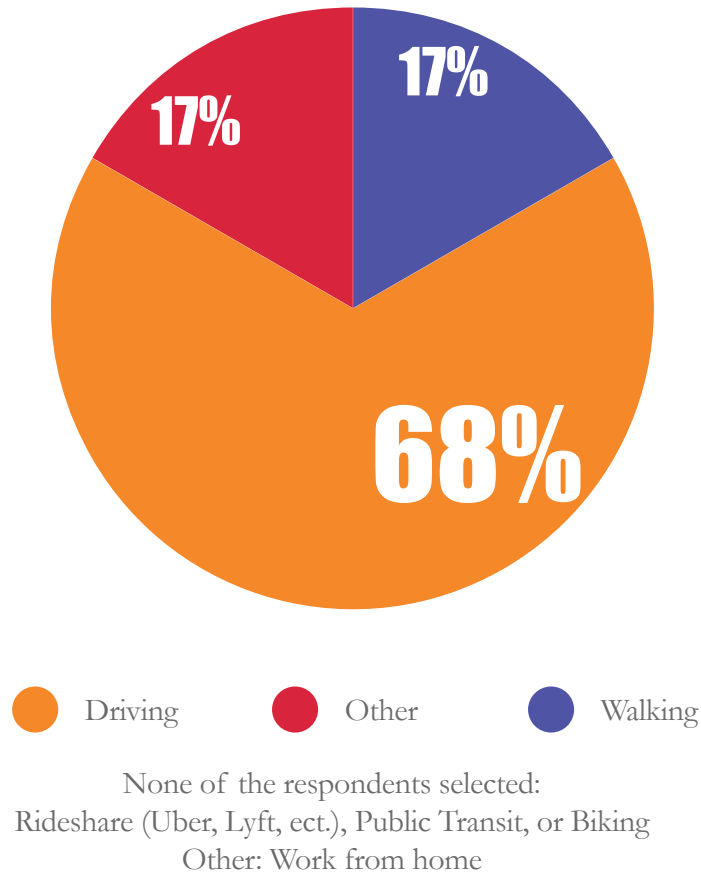
A majority of respondents believe the main deterrent for walking, biking or taking public transportation to local businesses, parks, visit friends, etc. is the fear over traffic safety.

The second most important deterrent is fear over personal safety. (crime levels).

# BUSINESS SURVEY

The Business survey included questions focused on preferences and interests that related to transportation and the built environment around commercial streets and neighborhoods. It aimed to provide understanding of needs and preferences regarding transportation, land use, and the use of the public space in National City, commercial areas.

# HOW DO YOU GET TO YOUR BUSINESS?

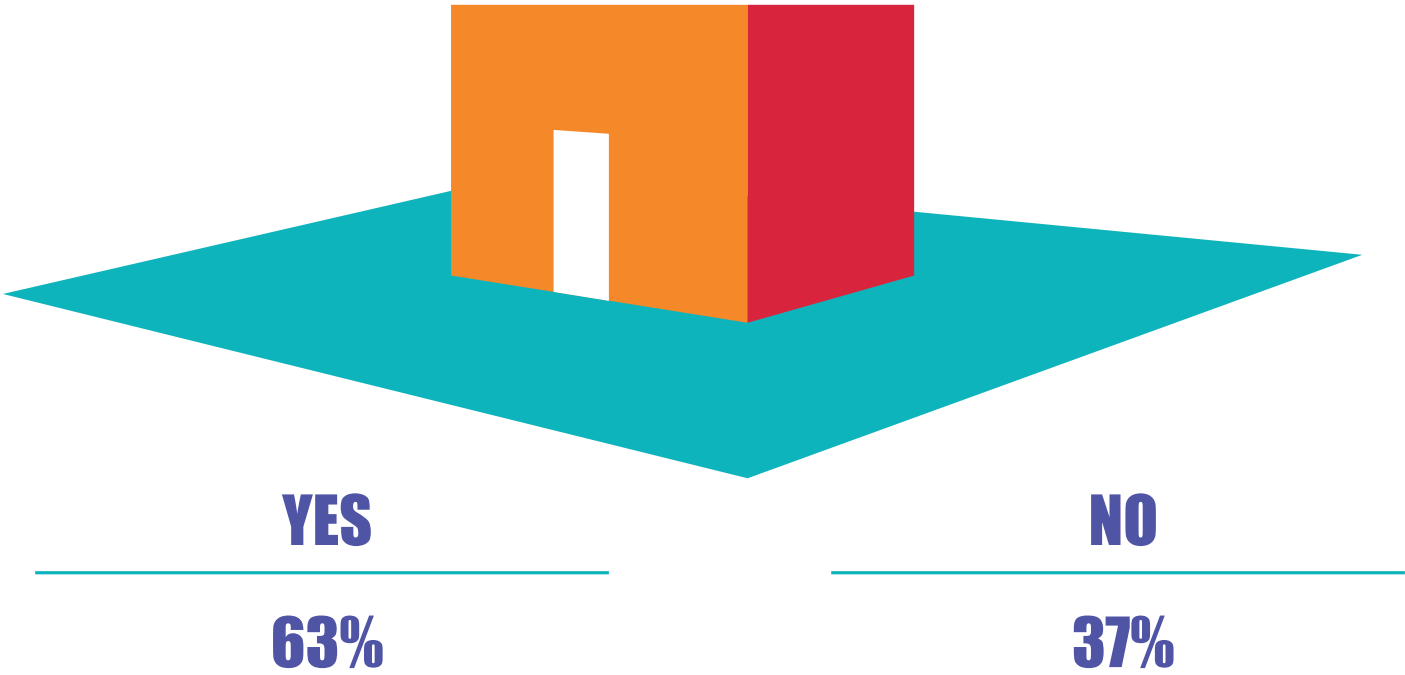


## COMMENTS

Eight (8) business owners said that driving is their main primary transportation mode. Walking to work, and working from home were both equal as the second choice, with 17% of

respondents using each respective mode. None of the respondents selected rideshare, public transit, or biking as their way to get to work.

# DO YOU OWN THE LAND OR BUILDING WHERE THIS BUSINESS IS LOCATED AT?

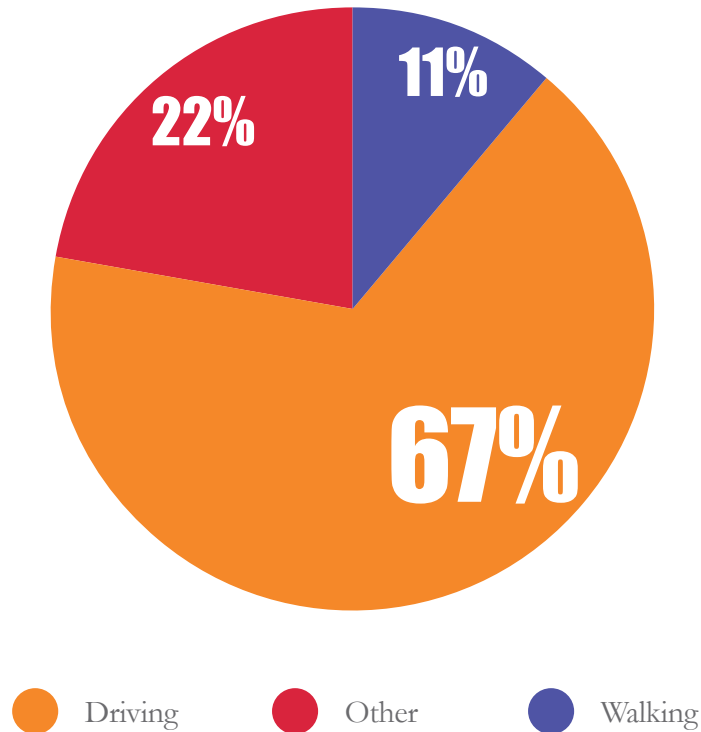


## COMMENTS

Among business owners, 63% of the respondents reported they owned the land or building where the business is located. It might be inferred that

land or building ownership means a probable interest in infrastructure improvements.

# HOW DO MOST OF YOUR CUSTOMERS GET TO YOUR BUSINESS?



None of the respondents selected:  
Rideshare (Uber, Lyft, ect.), Public Transit, or Biking  
Other: I go get them, skype

## COMMENTS

About two thirds of business owners said that their customers drive to their business. Survey results also showed that about 10% of customers walk to the respondents business location. According to respondents, none of their customers use rideshare, transit or biking to get to their business.

Two (2) respondents mentioned they used other means to deal with their customers, including going to their customers' locations, and using social media (Skype) to reach their customers

# WHAT DO YOU THINK WOULD ENCOURAGE YOUR CUSTOMERS TO WALK/BIKE/TAKE TRANSIT IN ORDER TO GET TO YOUR BUSINESS? (Circle top 3 options)

**44%** **SHADED BUS STOPS**  
**TRAFFIC CALMING** (CURB EXTENSIONS, MEDIANS, ROUND ABOUT, ETC.)  
**CLEAN STREETS**

**33%** **SAFER PEDESTRIAN CROSSINGS**  
**PLACES TO REST** (BENCHES, ETC.)  
**SEPARATED BIKE LANES**

**22%** **REDUCED VEHICULAR SPEEDS**  
**WIDER SIDEWALKS**

**11%** **MORE TREES**  
**BETTER LIGHTING**  
**PAINTED/SHOULDER BIKE LANES**

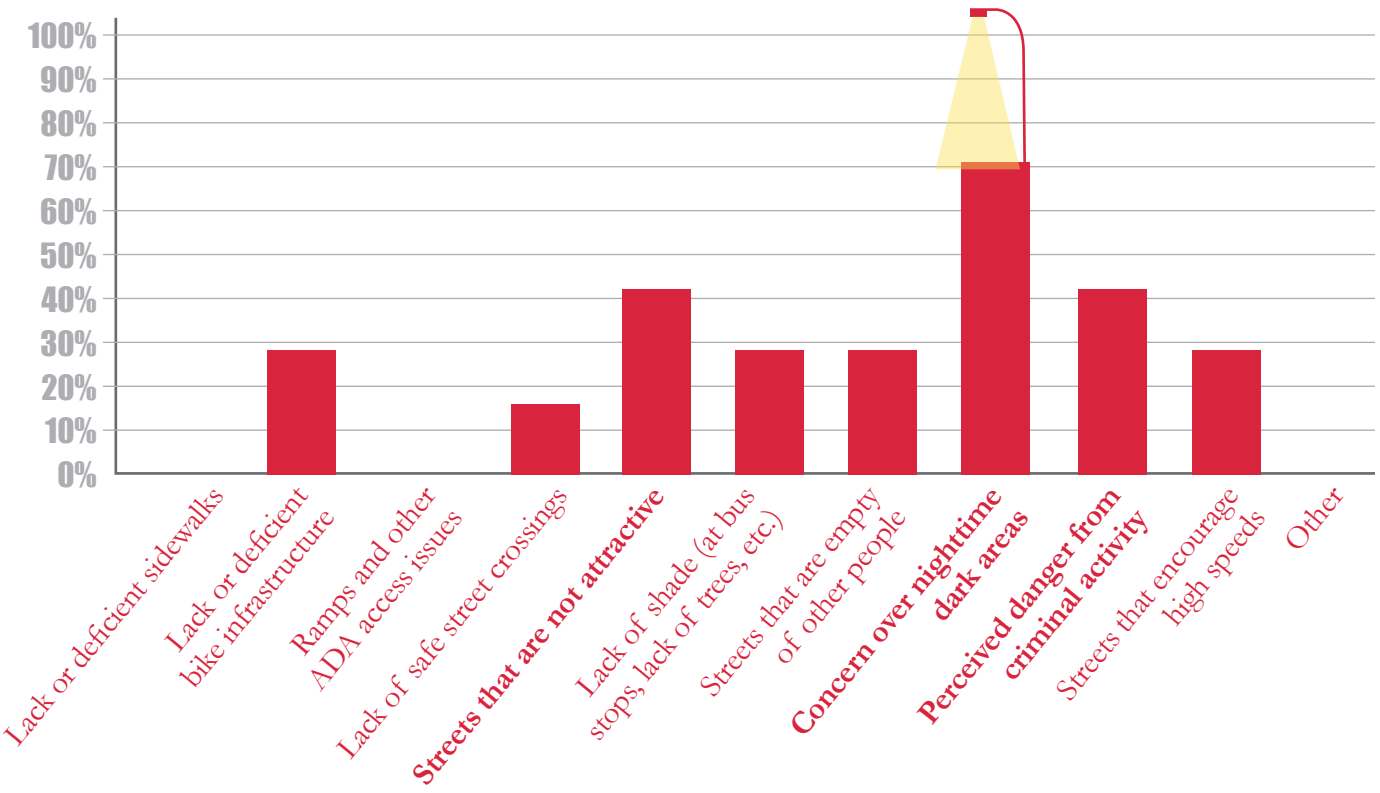
## COMMENTS

Close to half of the business owners (44%) indicated that they believed that having Shaded Bus Stops, Traffic Calming measures, and Cleaner Streets would encourage customers to walk/bike/take transit to get to their businesses.

About one third of respondents indicated that Safer Pedestrian Crossings, Places to Rest (benches, etc.), and Separated Bike Lanes would encourage customers to walk/bike/take transit to get to their businesses.



# WHAT DO YOU THINK ARE THE MAIN DETERRENTS FOR WALKING, BIKING, OR TAKING TRANSIT TO LOCAL BUSINESSES, PARKS, VISITING FRIENDS, ETC? (Circle top 3 options)



## COMMENTS

Among business owners, over 70% reported they believed that concern over nighttime and dark areas were the main deterrent for walking, biking, or taking transit to local businesses, parks, visiting friends, etc.

Unattractive streets and the perception of danger from criminal activity were the second most common deterrents identified by business owners.

# OF THE FOLLOWING, WHAT WOULD YOU LIKE TO SEE AROUND YOUR BUSINESS? (Circle top 3 options)

HIGHER  
PRIORITY



LOWER  
PRIORITY

1. More/better vehicular infrastructure including on-street parking, angled parking, shaded parking or parking meters / time limits
2. More/better transit service (frequency or reliability)
3. More local services

4. More housing nearby for a larger customer base
5. Increased funding of façade improvement rebates

6. More/better pedestrian infrastructure
7. More/better street and walkway lighting
8. More quality employment

9. More/better bicycle infrastructure
10. Lowered off-street parking requirements

## COMMENTS

The most popular amenities selected by business owners as improvements they would like to see near their business are: More/better vehicular infrastructure including on-street parking, angled parking, shaded parking or parking meters / time limits, more/better transit service (frequency or reliability), and more local services around their businesses. Having more housing nearby, and increased funding for façade improvement rebates also got a significant amount of votes.

Considering the fact that respondents believe that the majority of their clientele drive to get to their business, these choices seem consistent with the importance of improving other modes such as transit, and bringing housing and other services in the area to increase proximity, and customer's ability to walk.

# WHAT WOULD YOU BE WILLING TO DO TO SUPPORT 10 MINUTE NEIGHBORHOODS? (Circle top 3 options)

HIGHER  
PRIORITY



Improve my business outdoor/indoor environment

MODERATE  
PRIORITY



Learn how to become a bike-friendly business



Encourage a Uber/Lyft/bikeshare drop-off zone



Install bike racks

LOWER  
PRIORITY



Offer discounts to bicycle/transit users



Learn how to become a pedestrian-friendly business

## COMMENTS

A great majority of respondents indicated they would be willing to improve their business outdoor/indoor environment to support 10 minute neighborhoods. Another significant number of business owners indicated they would

like to learn how to become a bike-friendly business, they would encourage a Uber/Lyft/bike share drop-off zone, and install bike racks to support 10 minute neighborhoods.

# CONCLUSION

The results from the Resident and Business surveys will help INTRA-Connect project team and the City of National City to plan/identify specific improvement projects that address issues identified by residents and the business community. The results offer insights into what barriers should be removed to encourage walking/biking/taking transit.

There were answers that coincide between both, residents business owners, such as the need for façade improvements, and lighting.

Business owners believed that dark streets were the main deterrent and residents believe lighting would encourage more walking, biking and taking transit to businesses. Both, residents and business owners indicated that the lack of lighting was a deterrent to bike/walk/take transit to businesses.

Fear over traffic safety remain one of the top concerns, which calls for traffic calming improvements in order to make National City neighborhoods more comfortable for pedestrians, cyclists and transit users.