

SIXTH STREET NEIGHBORHOOD SURVEY RESULTS

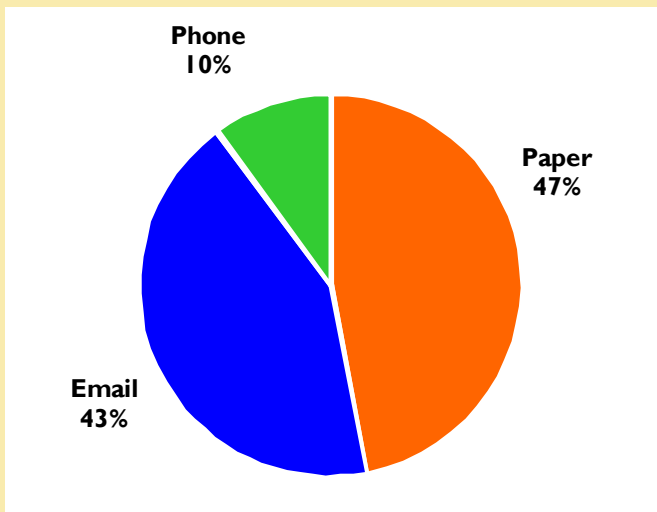
About the Survey

The Sixth Street Neighborhood Survey was designed to ask residents, employees, business owners, and customers their opinions of recent physical changes to the Sixth Street neighborhood. In all, over three-quarters of respondents saw improvement on Sixth Street over the past few years. Most respondents noticed the many changes to Sixth Street, and thought favorably of them. Respondents also gave clear answers about what kind of new businesses and improvements they want to see in the coming years.

This is the first known comprehensive survey of one of the most difficult-to-reach populations in San Francisco. Survey design and administration required months of planning. The Sixth Street Neighborhood Survey was a collaborative effort of Fall Line Analytics, Urban Solutions, and Seifel Consulting.

The survey was conducted from June 12—July 27, 2009. It was administered through dedicated outreach, email, and telephone. Figure 1 shows the breakdown of the survey response mode.

Figure 1: Breakdown of the survey response mode

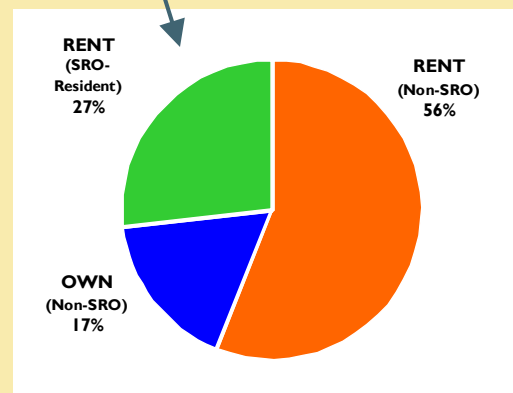
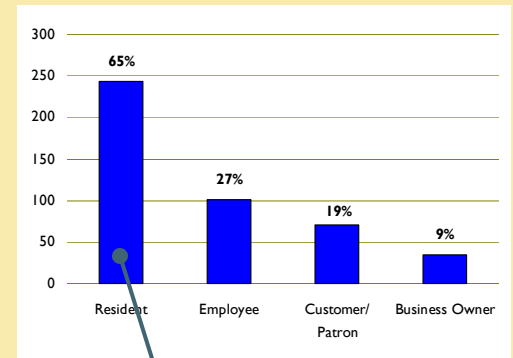


Who Took the Survey

The survey was able to get an accurate cross-section of the different people who frequent Sixth Street. Figure 2 shows respondents' connection to Sixth Street, and a separate breakdown of the residents.

Despite the historical challenges of reaching the Sixth Street population, there were 377 total responses to the Sixth Street Neighborhood Survey. Of these, 233 were from respondents who have over three-years familiarity with Sixth Street.

Figure 2: Breakdown of the respondents by who they are, with a further look of the breakdown of the residents. Please note that respondents could have multiple answers



One resident thinks: "More art galleries have improved attention to sixth street. I also enjoy the open market on Sixth and Howard so I can get groceries."

Methodology and Boundaries

The strong number of paper respondents came from an intensive outreach effort by Urban Solutions staff. They visited nearly every Sixth Street area business, while working closely with SRO managers to obtain responses from their residents. The staff also went to restaurants, Laundromats, community centers, and other locations to maximize responses.

Most of the email responses came from residents. Fall Line Analytics managed the email administration of the survey, sending it out to known Sixth Street area email addresses. Figure 3 shows the outlines of the survey boundaries for residents and businesses.



Figure 3: Boundaries of the SFRA project area, and survey boundaries for business and residential respondents.



Satisfaction With New Businesses

Respondents clearly felt they had more purchasing options because of businesses that had come to the neighborhood during the past few years (Figure 4). They also had strong positive feelings that the new businesses had improved the neighborhood (Figure 5). Both Figures 4 and 5 are from the respondents who have been coming to Sixth Street over three years.

Figure 4: Are you able to buy more goods and services because of new businesses in the neighborhood?

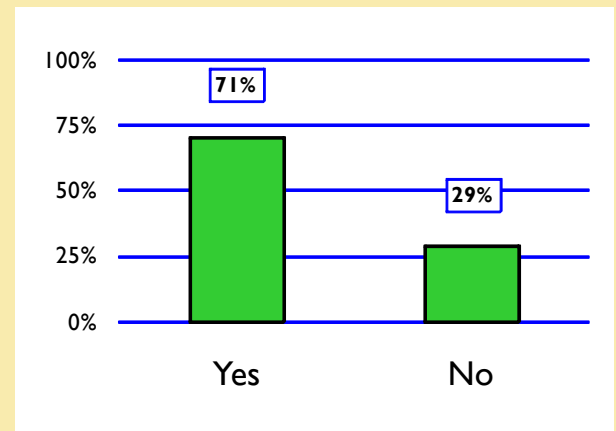
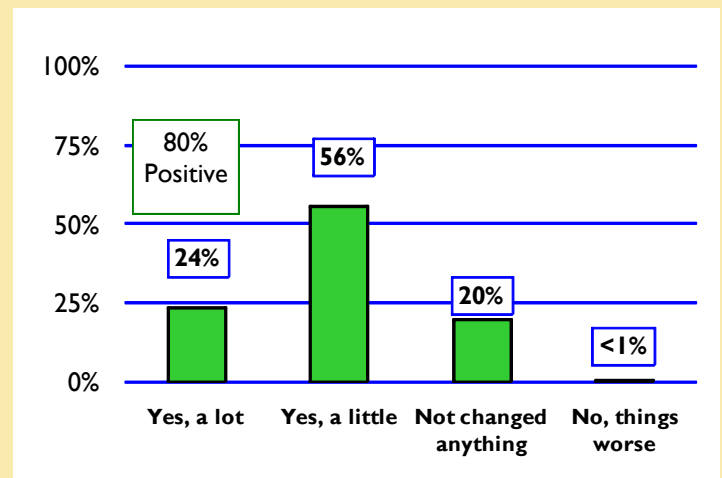


Figure 5: Do you think these new businesses have improved the neighborhood?



About the Respondents

Due to our careful sampling strategy, respondents represented an accurate cross-section of Sixth Street residents, employees, and visitors.

- 62% of respondents have lived or have been coming to Sixth Street for over three years
- Over 90% of respondents were on Sixth Street at least once a week
- The proportion of resident respondents to employees matched what we know to be the demographics of the neighborhood
- Age and ethnicity distributions generally reflected the known demographics of the neighborhood
- The business owners who responded represented smaller businesses who have been on Sixth Street over five years

Residents were also asked what **new businesses** they'd like to see. They broke into clear categories:

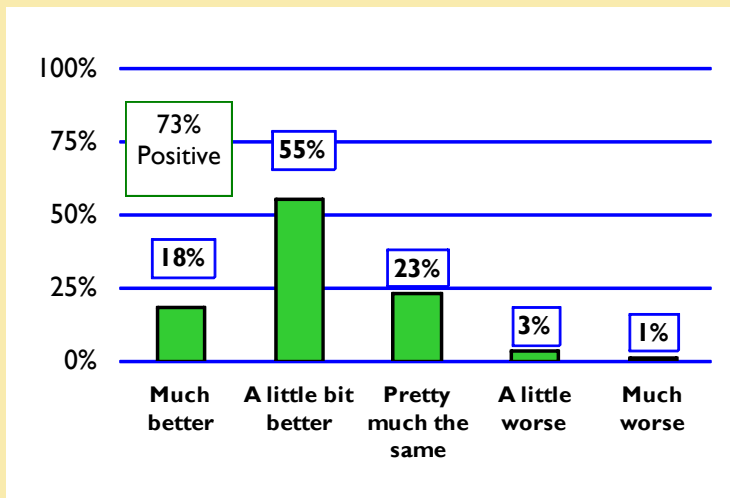
- 42% of respondents said they'd like more restaurants or coffee shops
- 27% of respondents wanted more grocery/drug store options
- 14% of respondents wanted more retail stores
- Four out of the top five categories were all food/beverage related
- There was little difference between long-term and short-term residents



Respondents See Improved Appearance

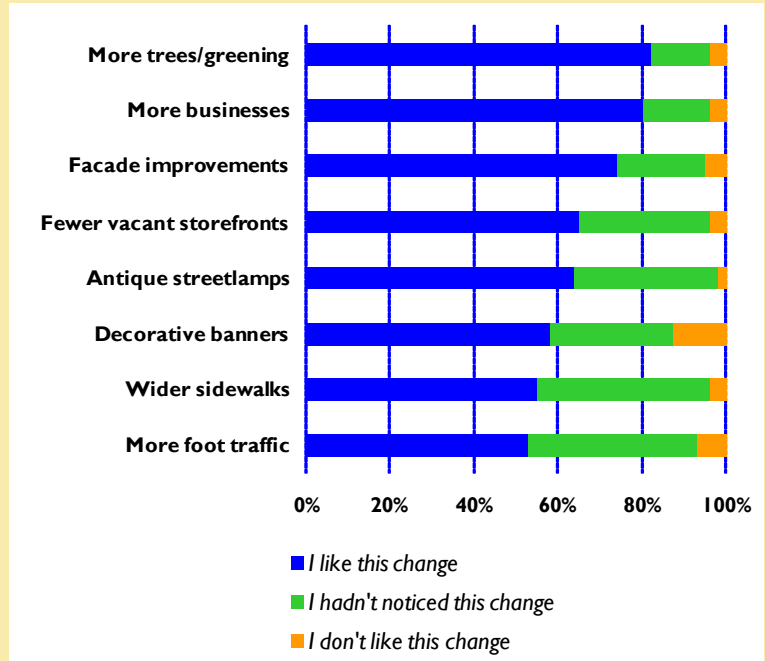
Respondents who lived or worked on Sixth Street more than three years have seen changes in the neighborhood. But not only have they seen changes, they like them. Three-quarters of respondents saw an improved neighborhood appearance (Figure 6), and a majority noticed and approved of every specific change listed in the survey (Figure 7).

Figure 6: How would you say the appearance of the neighborhood has changed in the past few years?



A typical response as to what the neighborhood needs: "All the changes are good. However, there still needs to be improvement in 2 basic things. Cleaning the trash and reducing the number of homeless people that frequent the area..."

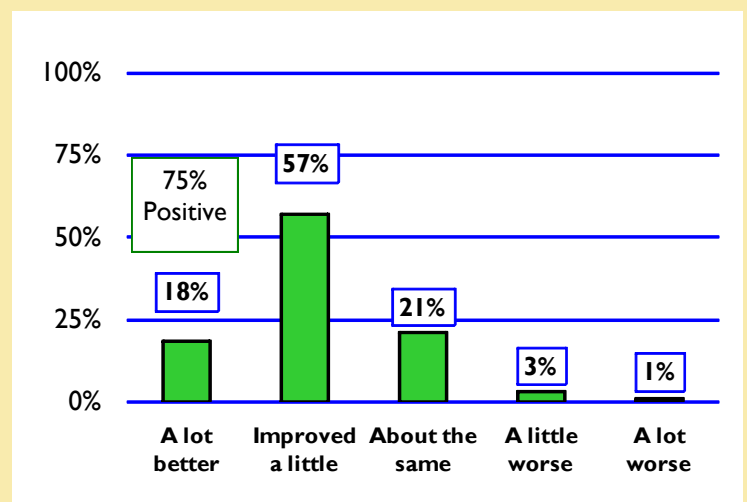
Figure 7: The following are a list of changes to the Sixth Street streetscape within the past few years. Please check the appropriate box by what you think of this change.



Overall, The Neighborhood Has Improved

Almost three-quarters of the respondents believed things have improved overall in the neighborhood (Figure 8). The results are strikingly similar to the previous questions on neighborhood improvements.

Figure 8: Overall, how would you compare being in the Sixth Street neighborhood now to how it was three years ago?



Many residents want, “Another grocery store offering more fresh fruit and vegetables. A community center where residents can meet and discuss issues such as decreasing drug usage.”

The Results Are Consistent Across All Demographic Groups

The questions on improvements and appearance of the neighborhood were examined by race, age, and where people live. Remarkably, there were few differences across the groups, indicating that all people who live or work on Sixth Street appreciate the improvements and want to see more. Table 1 shows these values for the overall three-year comparison of Sixth Street (Figure 8).

Table 1: Demographic breakdown of responses to ‘overall three-year comparison question’ (Figure 8 in this report). Categories are for residency status, race, and age.

	Total better	About the same	Total worse
SRO Resident	77%	15%	8%
Non-SRO resident	75%	20%	5%
Not a resident	73%	25%	2%
Asian/PI	81%	16%	3%
Black	73%	19%	8%
Latino	78%	22%	0%
White	72%	22%	6%
18-35	72%	24%	4%
36-50	73%	21%	6%
Over 50	77%	18%	5%

Other Neighborhood Improvements

While people who live and work on Sixth Street have seen tangible improvements during the past few years, most strongly feel that there is more work to be done—both in reducing some public behaviors, and in continuing to bring businesses and services to the Sixth Street area.

In an open-ended question asking for overall neighborhood comments, the top-eight categories revealed a desire for an improvement for quality-of-life issues and public safety.

- Cleaner streets 18%
- Reduce homelessness 16%
- Police services--safety 13%
- Reduce loitering 10%
- Reduce public drinking/drugs 9%
- Reduce drug dealers 7%
- More businesses 6%



Conclusions

The Sixth Street Survey was able to reach nearly 400 respondents, two-thirds of whom have been in the neighborhood long enough to offer substantive responses concerning changes in the neighborhood. Of these respondents, **three-quarters or more consistently felt that new businesses have improved the neighborhood, the appearance of the neighborhood has gotten better, and that overall Sixth Street is a better place to be than it was three years ago.** These results cut across all demographic lines.

Respondents want to see continued improvements with more businesses coming to the neighborhood (especially those in food sales and service) and in addressing social concerns. But, in all, there is an appreciable sense that the Sixth Street area is slowly getting better.