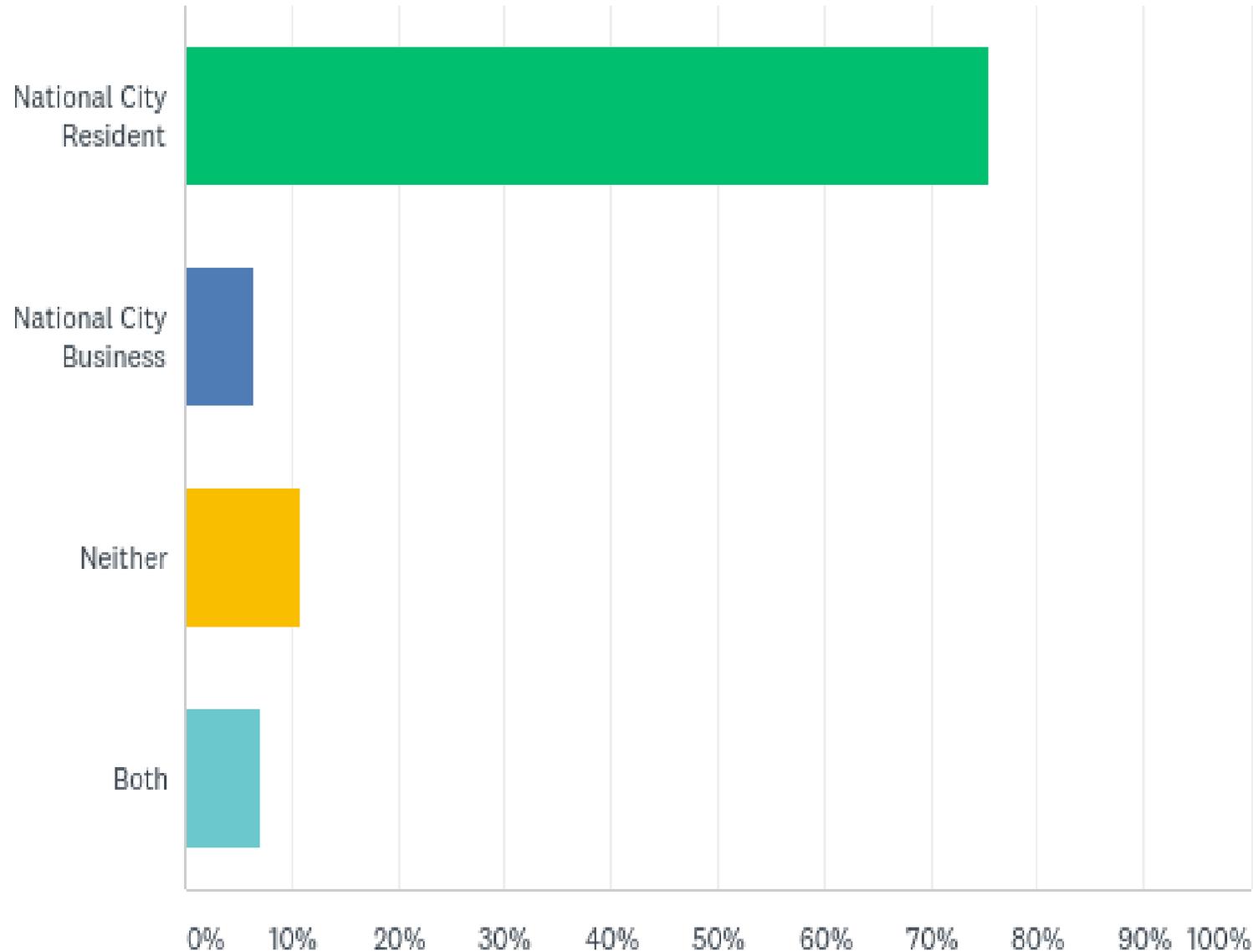


National City Strategic Plan Community Survey

October 1 -21, 2019



Q1 - Responder Information #1:
Here is how respondents categorized their status in National City.

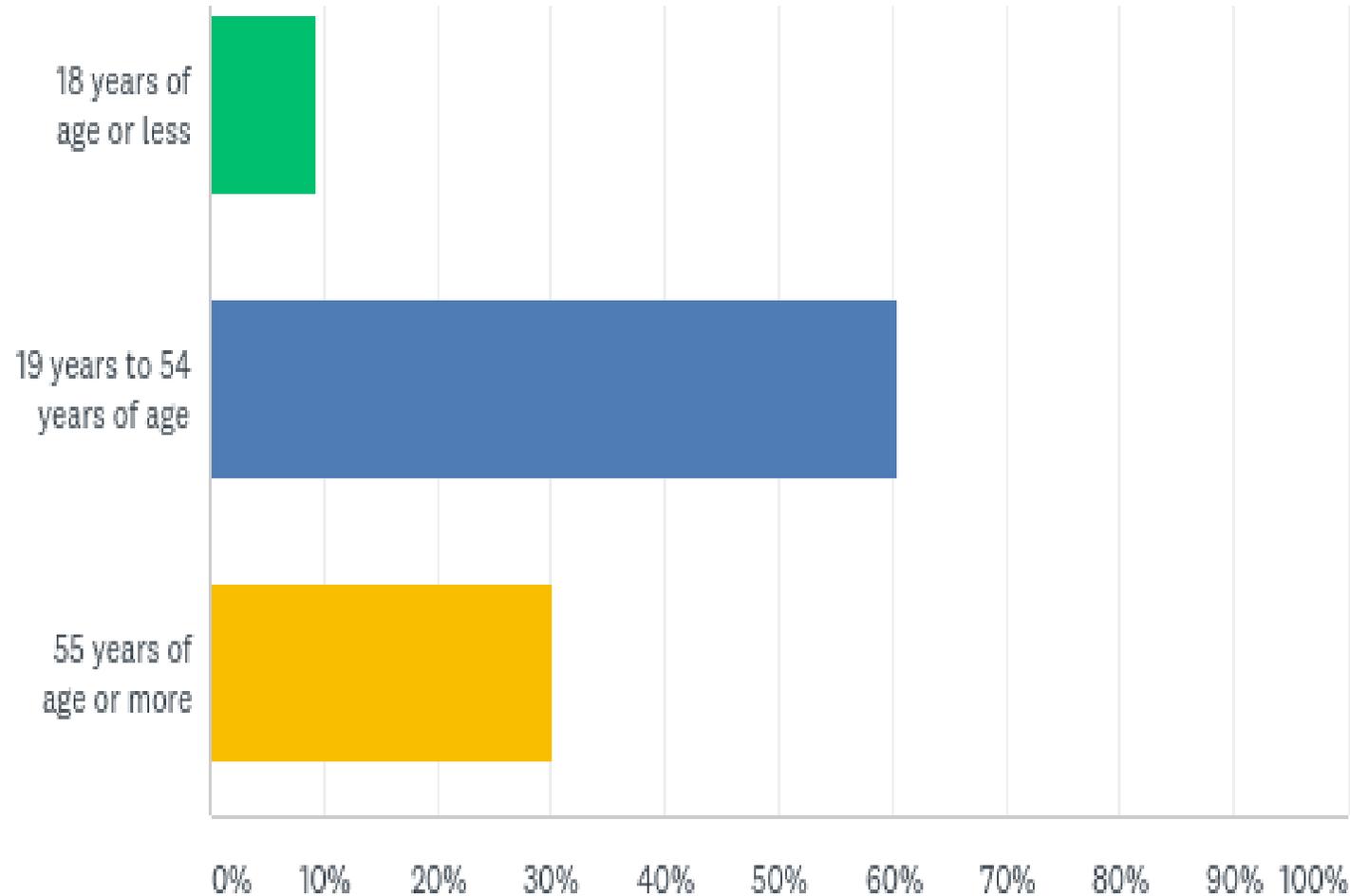
Q1 - Responder Information #1:

Here is how respondents categorized their status in National City.

ANSWER CHOICES	RESPONSES	
National City Resident	75.54%	105
National City Business	6.47%	9
Neither	10.79%	15
Both	7.19%	10
TOTAL		139

Q2 - Age Demographics of Responders:

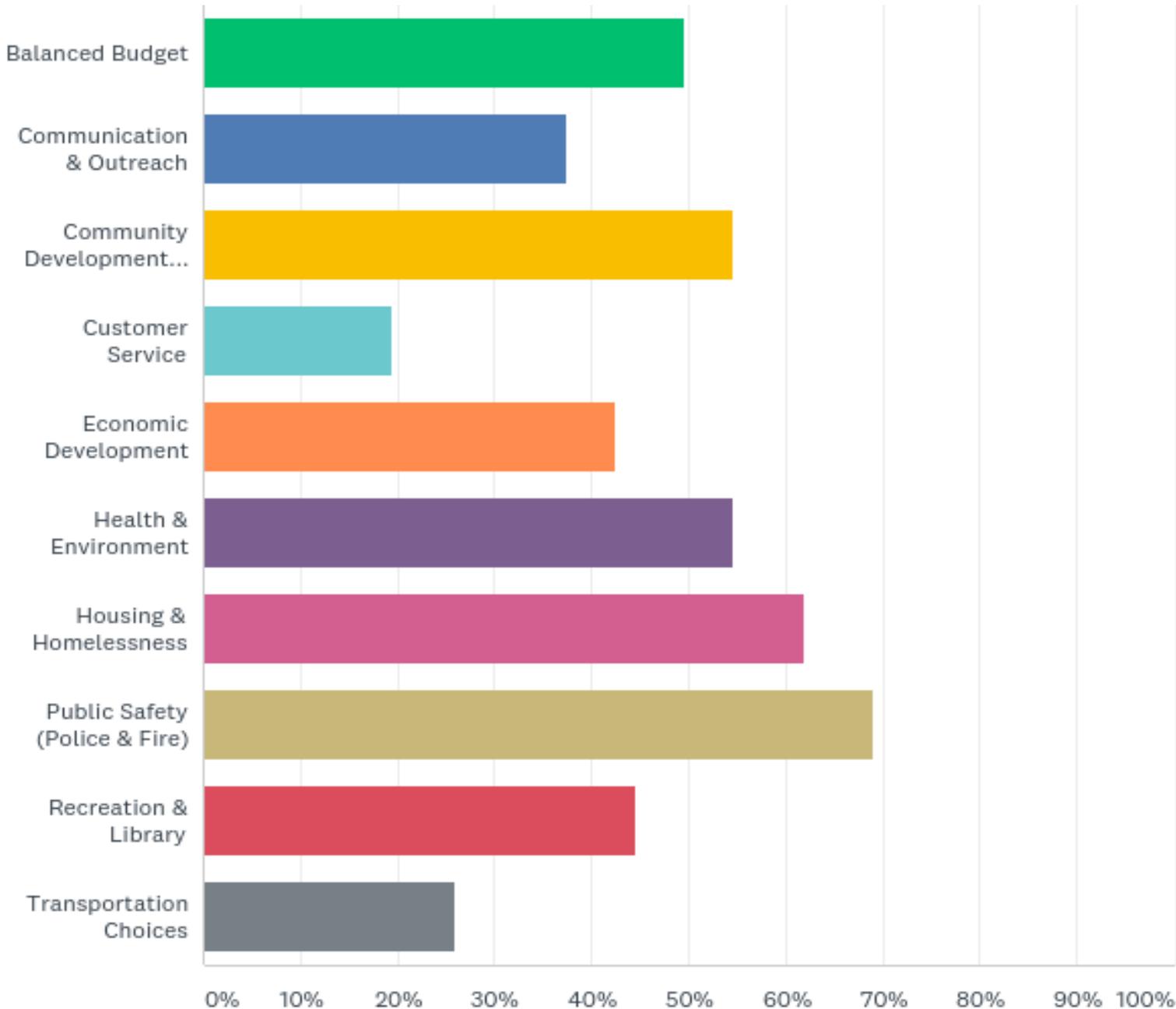
Here is the age demographics of respondents.



Q2 - Age Demographics of Responders:

Here is the age demographics of respondents.

ANSWER CHOICES	RESPONSES	
18 years of age or less	9.35%	13
19 years to 54 years of age	60.43%	84
55 years of age or more	30.22%	42
TOTAL		139



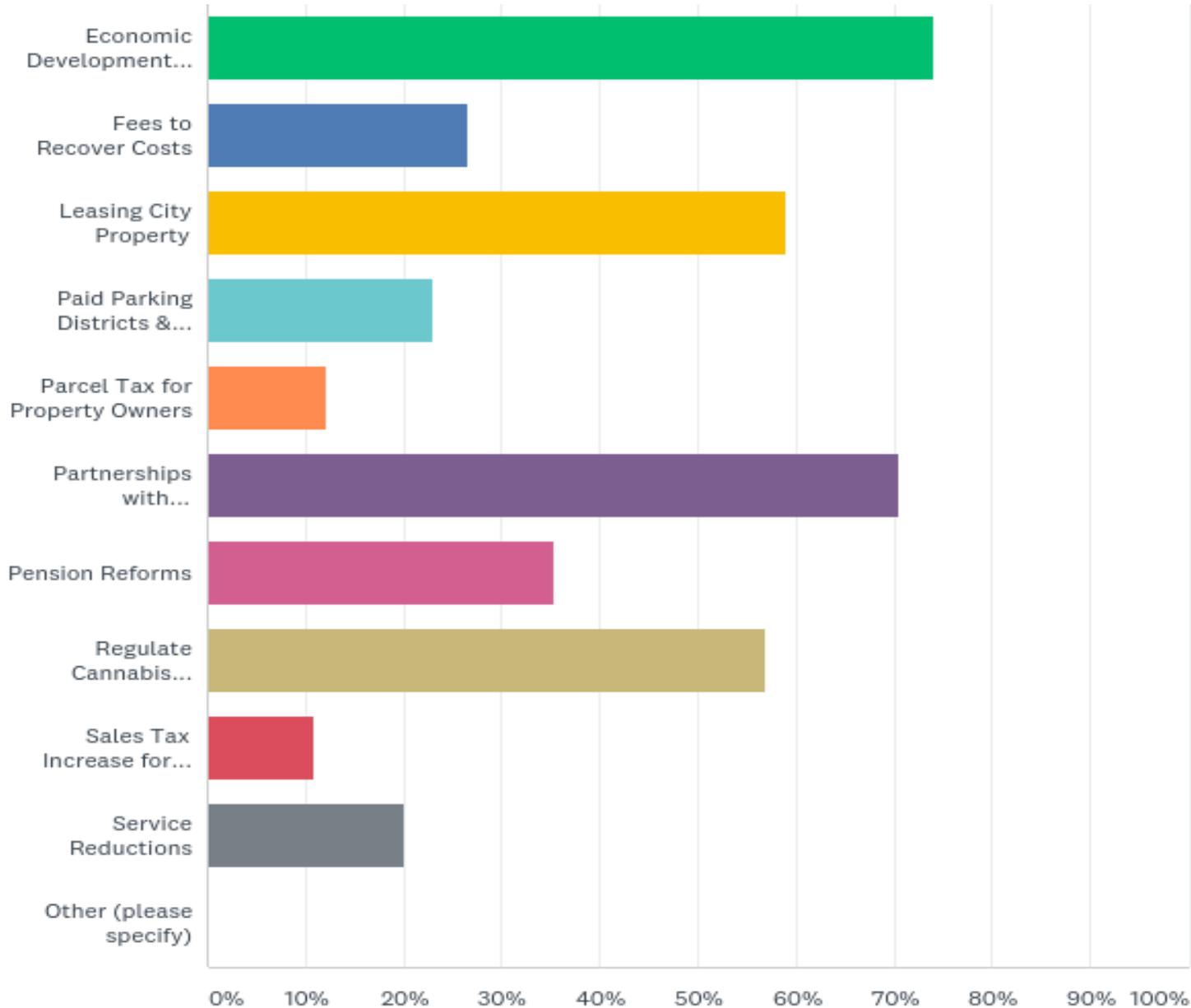
Q3 - Top City Focus Areas:

Responders were asked to review 10 City focus areas, and to select up to 5 that were most important to them. Here are the results:

Q3 - Top City Focus Areas:

Responders were asked to review 10 City focus areas, and to select up to 5 that were most important to them. Here are the results:

ANSWER CHOICES	RESPONSES	
Balanced Budget	49.64%	69
Communication & Outreach	37.41%	52
Community Development (Planning, Building, Code Enforcement, & Parking)	54.68%	76
Customer Service	19.42%	27
Economic Development	42.45%	59
Health & Environment	54.68%	76
Housing & Homelessness	61.87%	86
Public Safety (Police & Fire)	69.06%	96
Recreation & Library	44.60%	62
Transportation Choices	25.90%	36
Total Respondents: 139		

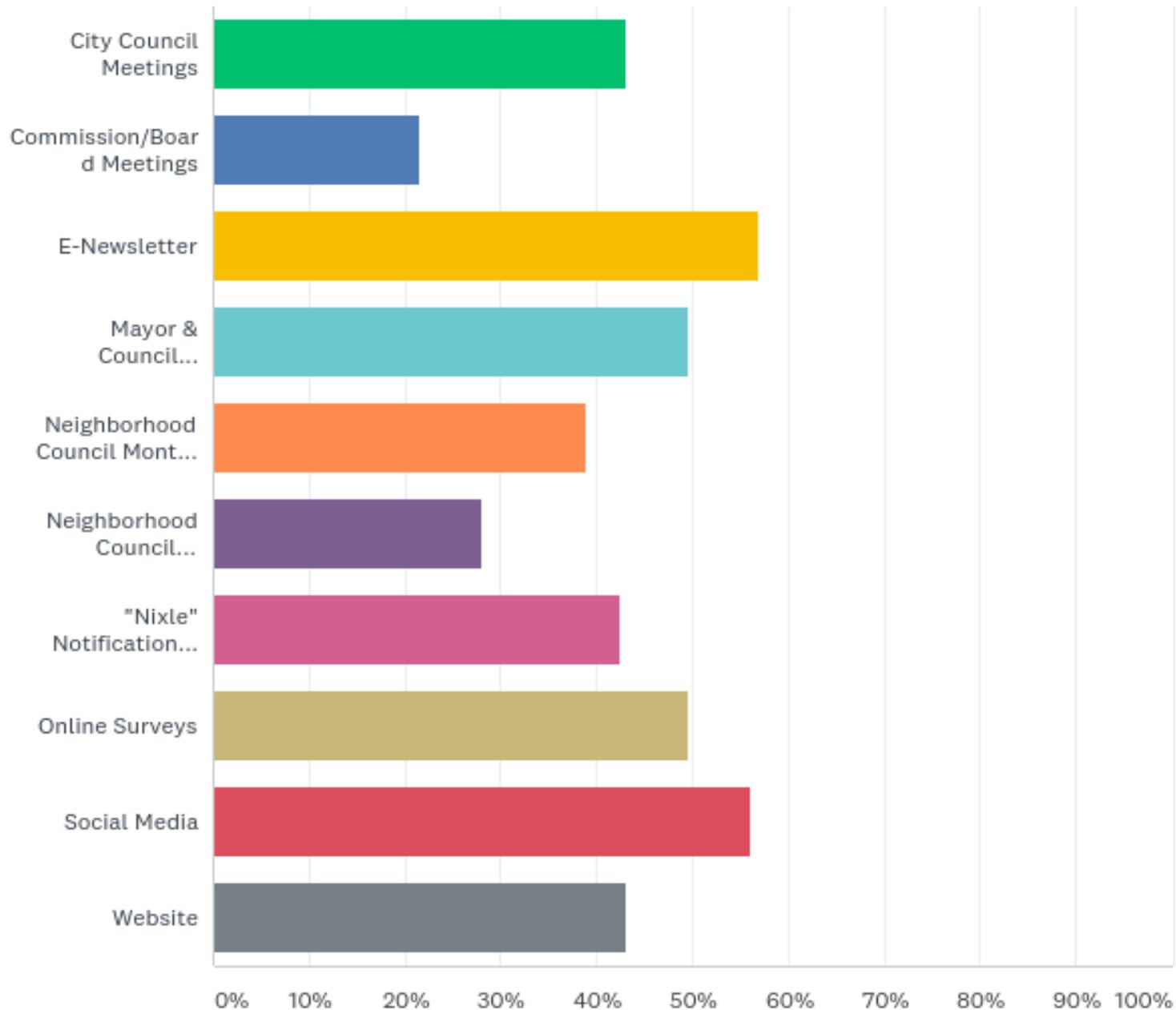


Q4 - Balanced Budget:
Prioritized strategies to help the City achieve its “Balanced Budget” goal.

Q4 - Balanced Budget:

Prioritized strategies to help the City achieve its “Balanced Budget” goal.

ANSWER CHOICES	RESPONSES	
Economic Development Initiatives	74.10%	103
Fees to Recover Costs	26.62%	37
Leasing City Property	58.99%	82
Paid Parking Districts & Meters	23.02%	32
Parcel Tax for Property Owners	12.23%	17
Partnerships with Non-profits to Provide Services	70.50%	98
Pension Reforms	35.25%	49
Regulate Cannabis (Marijuana)	56.83%	79
Sales Tax Increase for Consumers	10.79%	15
Service Reductions	20.14%	28
Other (please specify)	0.00%	0
Total Respondents: 139		

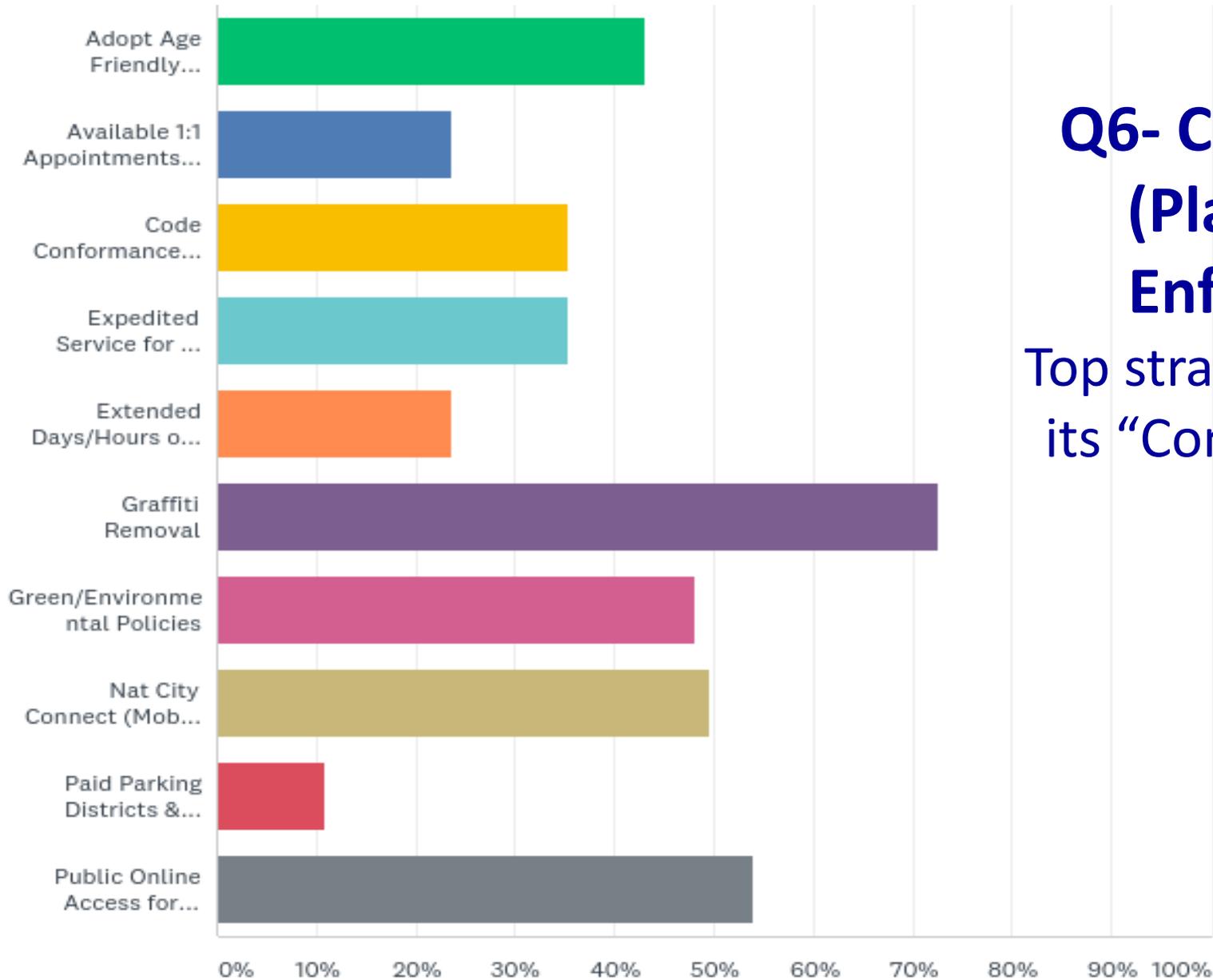


Q5 - Communication and Outreach:
Prioritized strategies that could help the City achieve its “Communication and Outreach” goal.

Q5 - Communication and Outreach:

Prioritized strategies to help the City achieve its
“Communication and Outreach” goal.

ANSWER CHOICES	RESPONSES	
City Council Meetings	43.17%	60
Commission/Board Meetings	21.58%	30
E-Newsletter	56.83%	79
Mayor & Council Outreach Events	49.64%	69
Neighborhood Council Monthly Evening Meetings	38.85%	54
Neighborhood Council Quarterly Breakfasts	28.06%	39
"Nixle" Notifications (Alert Notification via Text or Email)	42.45%	59
Online Surveys	49.64%	69
Social Media	56.12%	78
Website	43.17%	60
Total Respondents: 139		



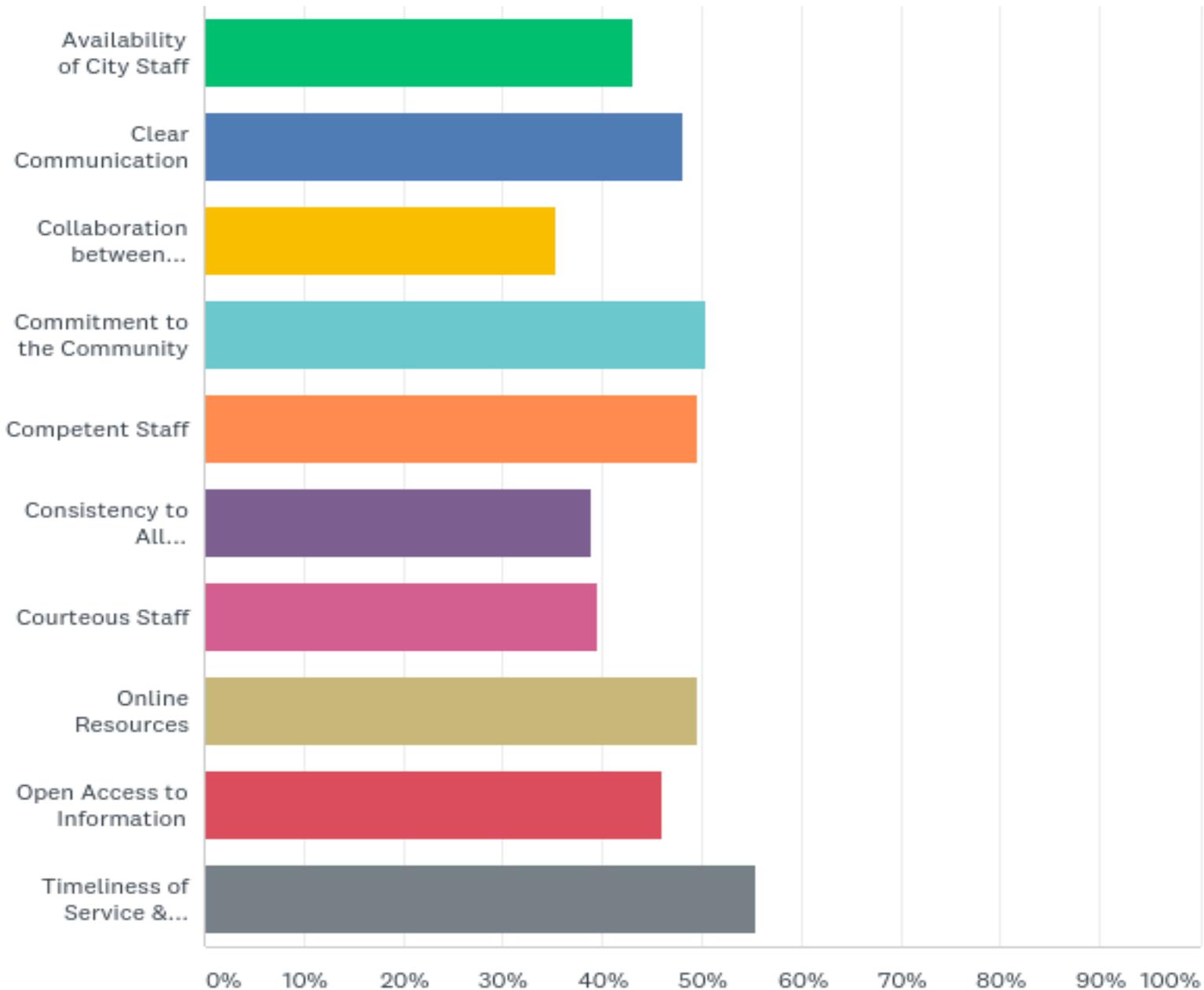
Q6- Community Development (Planning, Building, Code Enforcement & Parking):

Top strategies to help the City achieve its “Community Development” goal.

Q6 - Community Development:

Prioritized strategies to help the City achieve its
“Community Development” goal.

ANSWER CHOICES	RESPONSES	
Adopt Age Friendly Planning Policies	43.17%	60
Available 1:1 Appointments for Plan Reviews	23.74%	33
Code Conformance Outreach/Enforcement	35.25%	49
Expedited Service for New Building Projects	35.25%	49
Extended Days/Hours of Parking Regulation Enforcement	23.74%	33
Graffiti Removal	72.66%	101
Green/Environmental Policies	48.20%	67
Nat City Connect (Mobile App Reporting System)	49.64%	69
Paid Parking Districts & Meters	10.79%	15
Public Online Access for Permit Process	53.96%	75
Total Respondents: 139		



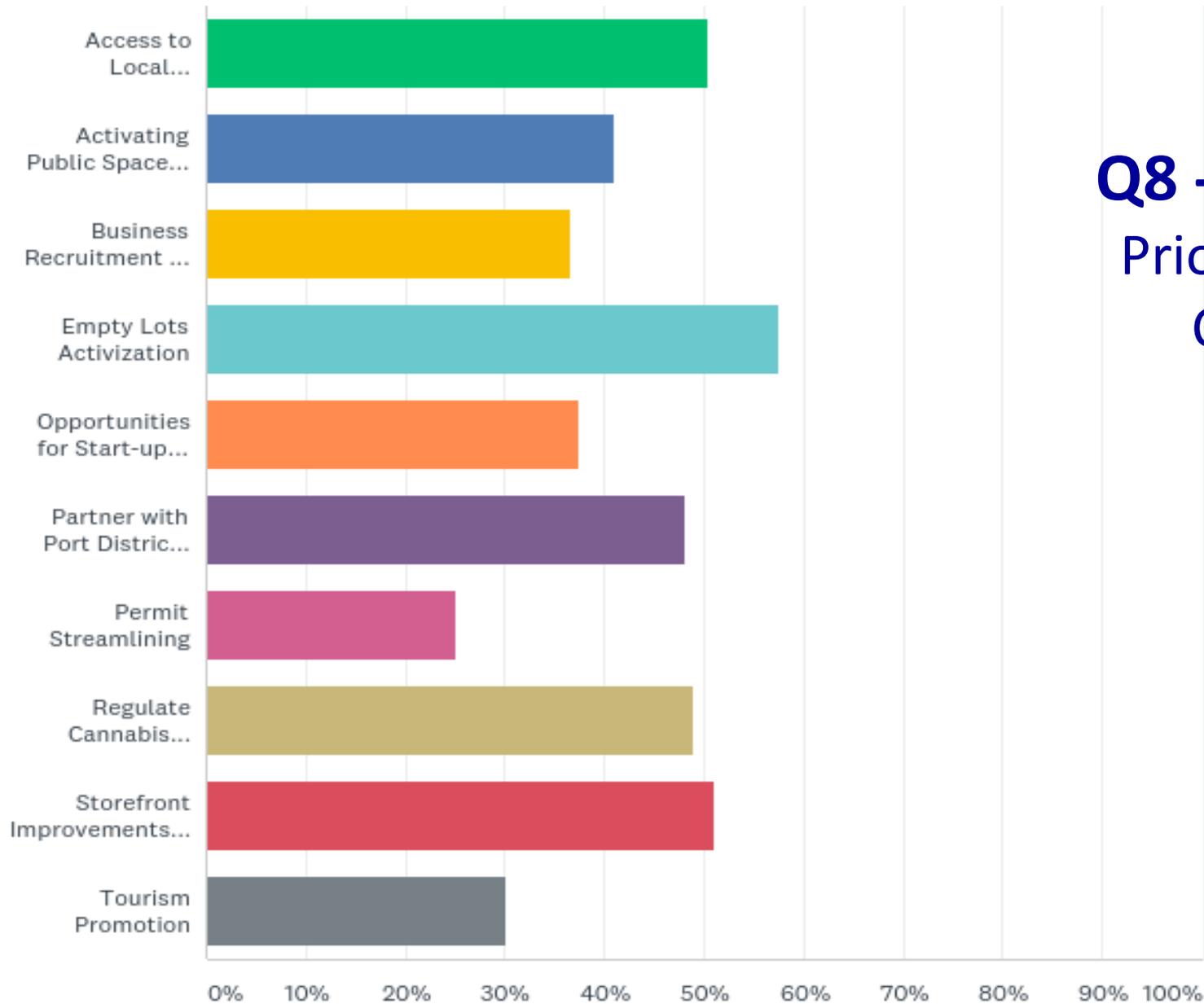
Q7 - Customer Service:

Prioritized strategies that could help the City achieve its “Customer Service” goal.

Q7 - Customer Service:

Prioritized strategies to help the City improve its “customer service.”

ANSWER CHOICES	RESPONSES	
Availability of City Staff	43.17%	60
Clear Communication	48.20%	67
Collaboration between Departments & Other Agencies	35.25%	49
Commitment to the Community	50.36%	70
Competent Staff	49.64%	69
Consistency to All Residents/Businesses	38.85%	54
Courteous Staff	39.57%	55
Online Resources	49.64%	69
Open Access to Information	46.04%	64
Timeliness of Service & Responsiveness	55.40%	77
Total Respondents: 139		

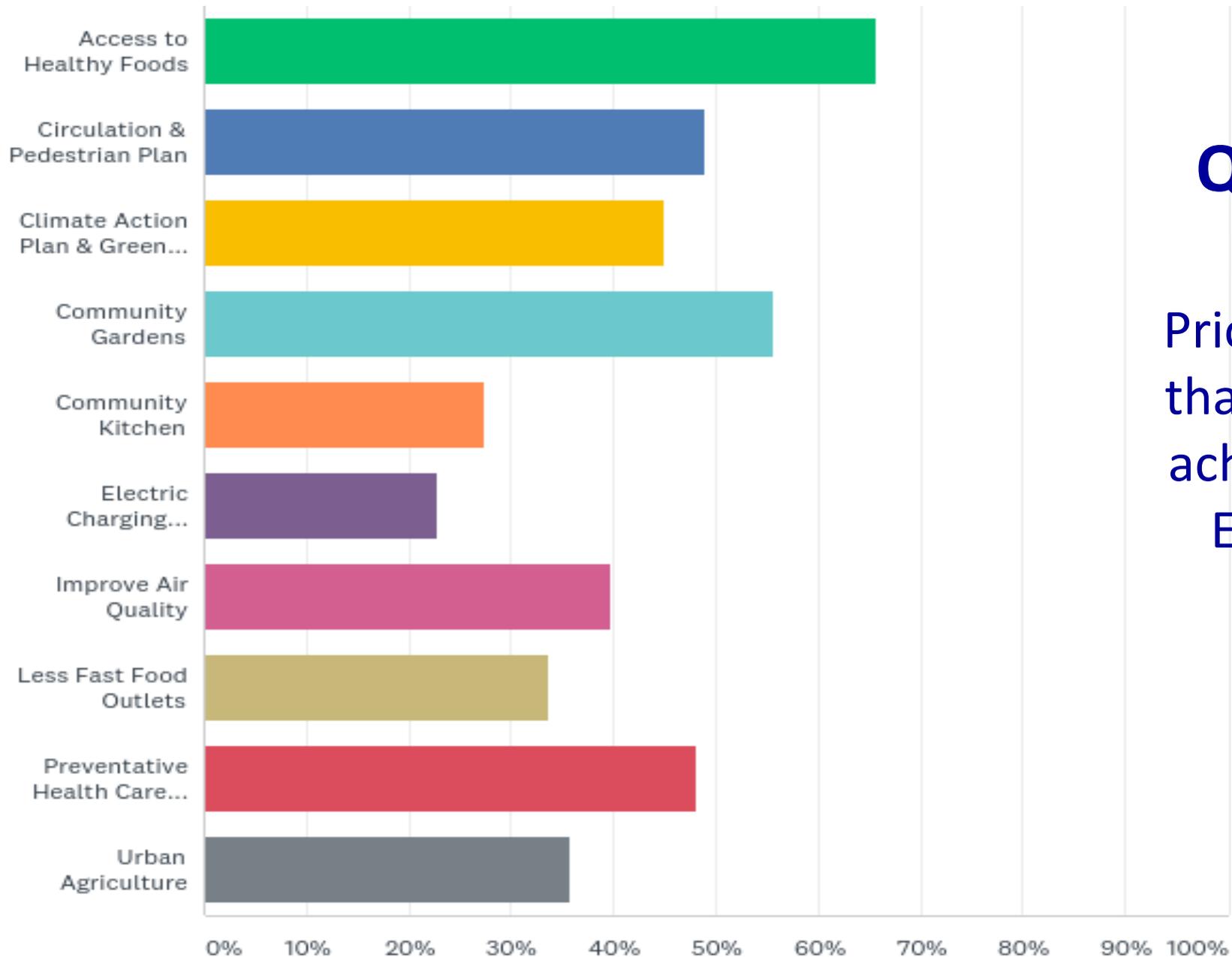


Q8 - Economic Development:
Prioritized strategies to help the City achieve its “Economic Development” goal.

Q8 - Economic Development:

Prioritized strategies to help the City achieve its “Economic Development” goal.

ANSWER CHOICES	RESPONSES	
Access to Local Employment Opportunities	50.36%	70
Activating Public Spaces through Art	41.01%	57
Business Recruitment & Retention	36.69%	51
Empty Lots Activization	57.55%	80
Opportunities for Start-ups Enhanced	37.41%	52
Partner with Port District to Increase City Revenues	48.20%	67
Permit Streamlining	25.18%	35
Regulate Cannabis (Marijuana) Industry	48.92%	68
Storefront Improvements for Small Businesses	51.08%	71
Tourism Promotion	30.22%	42
Total Respondents: 139		



Q9 - Health and Environment:

Prioritized 10 strategies that could help the City achieve its "Health and Environment" goal.

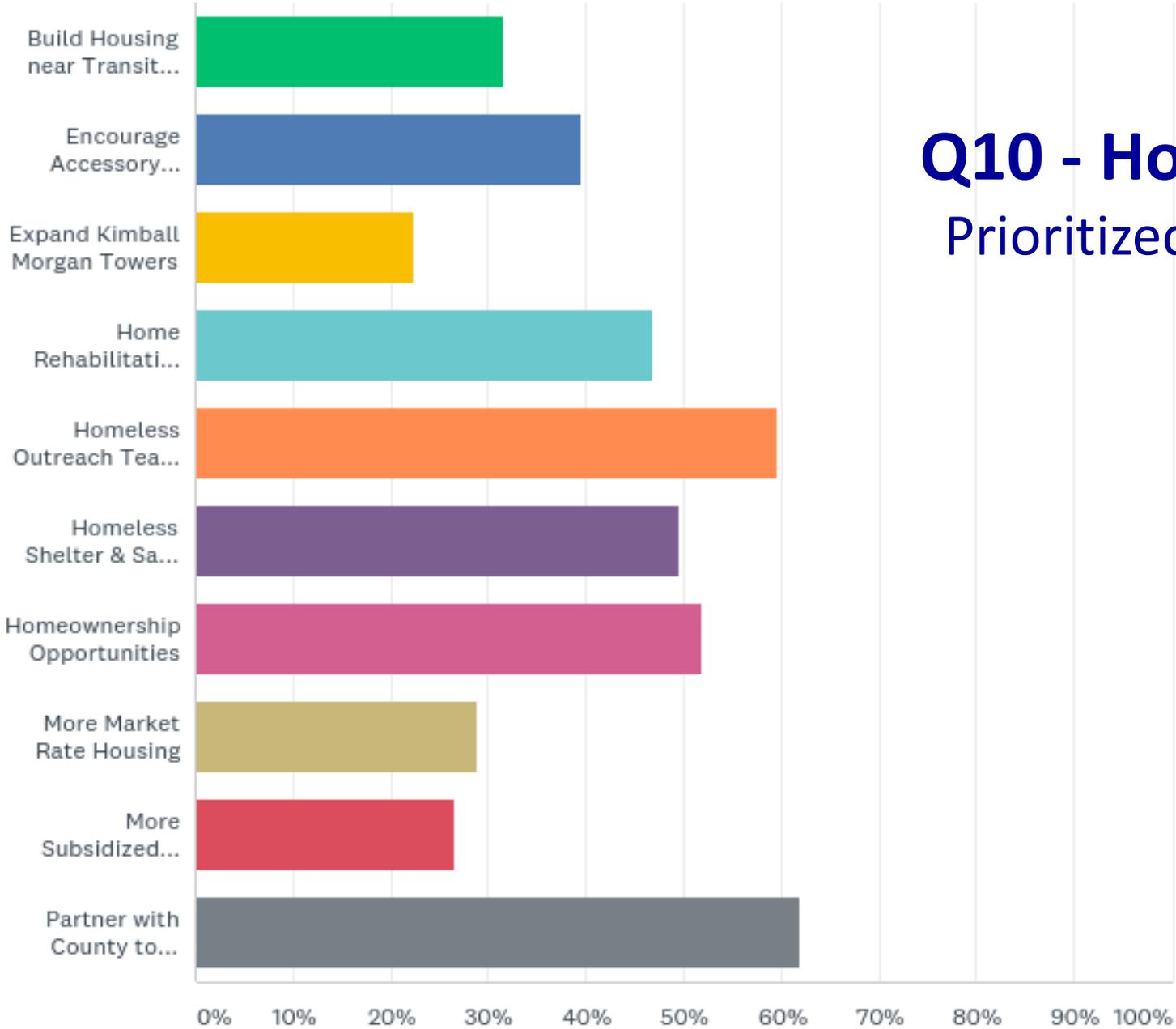
Q9 - Health, Environment and Sustainability:

Prioritized strategies to help the City achieve its
“Health, Environment and Sustainability” goal.

ANSWER CHOICES	RESPONSES	
Access to Healthy Foods	66.91%	93
Circulation & Pedestrian Plan	47.48%	66
Climate Action Plan & Green Initiatives	46.04%	64
Community Gardens	56.83%	79
Community Kitchen	29.50%	41
Electric Charging Stations for Cars	21.58%	30
Improve Air Quality	38.13%	53
Less Fast Food Outlets	34.53%	48
Preventative Health Care (Flu Shots, Blood Pressure Checks, etc.)	48.92%	68
Urban Agriculture	33.81%	47
Total Respondents: 139		

Q10 - Housing and Homelessness:

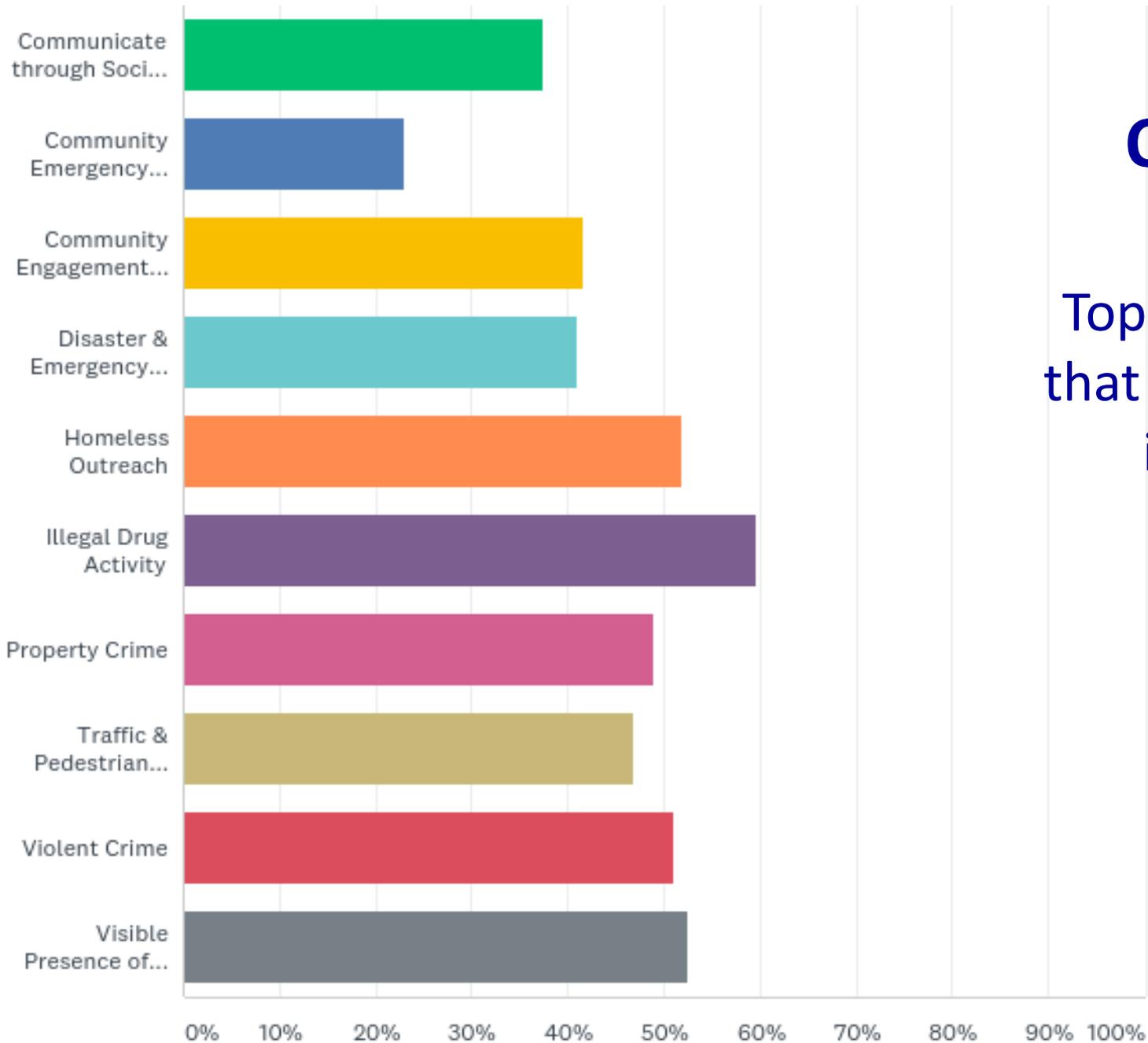
Prioritized strategies to address housing and homelessness.



Q10 - Housing and Homelessness:

Prioritized strategies to address “Housing and Homelessness.”

ANSWER CHOICES	RESPONSES	
Build Housing near Transit Stops	31.65%	44
Encourage Accessory Dwelling Units ADU's "Granny Flats"	39.57%	55
Expand Kimball Morgan Towers	22.30%	31
Home Rehabilitation Program	46.76%	65
Homeless Outreach Team (HOT) (Police-Led)	59.71%	83
Homeless Shelter & Safe Parking Lots	49.64%	69
Homeownership Opportunities	51.80%	72
More Market Rate Housing	28.78%	40
More Subsidized Housing	26.62%	37
Partner with County to Address Mental Health	61.87%	86
Total Respondents: 139		

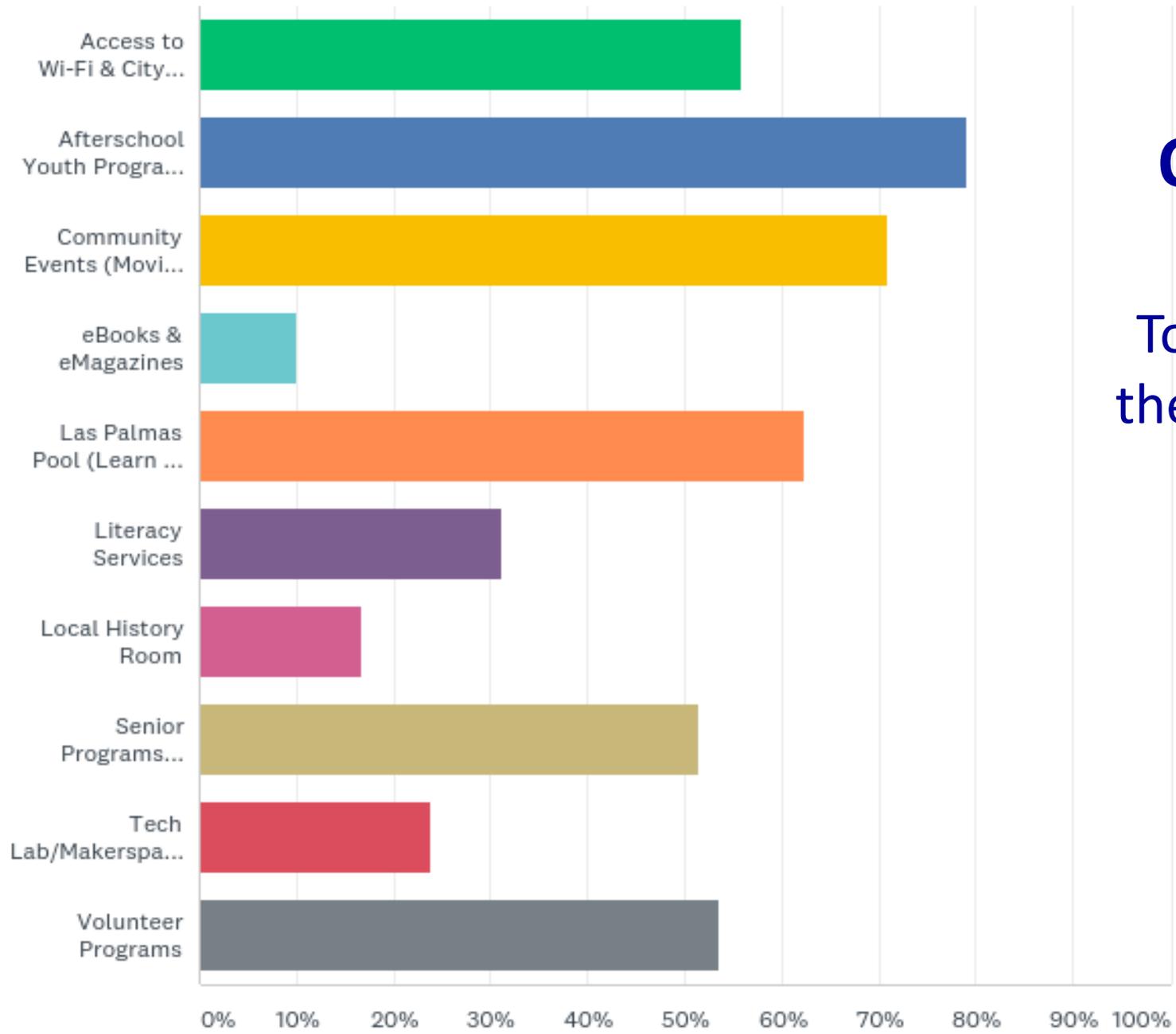


**Q11 - Public Safety
(Police and Fire):**
Top strategies and focus areas
that could help the City achieve
its “Public Safety” goal.

Q11 - Public Safety (Police and Fire):

Top strategies and focus areas that could help the City achieve its “Public Safety” goal.

ANSWER CHOICES	RESPONSES	
Communicate through Social Media & "Nixle" Notifications	37.41%	52
Community Emergency Response Team (CERT)	23.02%	32
Community Engagement Events & Public Safety Education	41.73%	58
Disaster & Emergency Preparedness	41.01%	57
Homeless Outreach	51.80%	72
Illegal Drug Activity	59.71%	83
Property Crime	48.92%	68
Traffic & Pedestrian Safety	46.76%	65
Violent Crime	51.08%	71
Visible Presence of Public Safety Officers (Police & Fire)	52.52%	73
Total Respondents: 139		



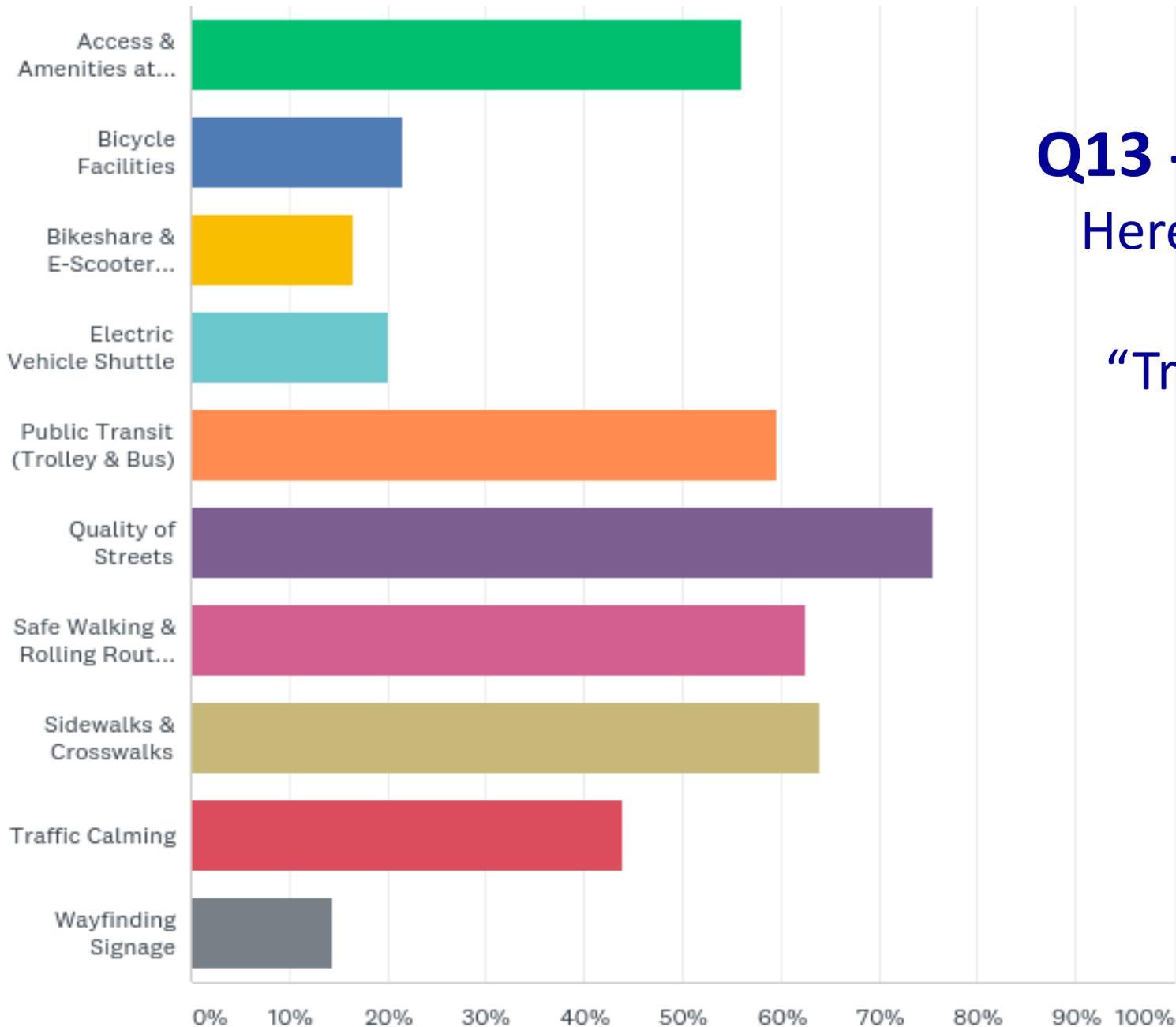
Q12 - Recreation and Library:

Top strategies that could help the City achieve its “Recreation and Library” goal.

Q12 - Recreation and Library:

Prioritized strategies to achieve its
“Recreation and Library” goal.

ANSWER CHOICES	RESPONSES	
Access to Wi-Fi & City Computer Labs	55.80%	77
Afterschool Youth Programs (Sports, Dance, Arts & Crafts, etc.)	78.99%	109
Community Events (Movies in the Park, Kimball Holiday, etc.)	71.01%	98
eBooks & eMagazines	10.14%	14
Las Palmas Pool (Learn To Swim, Lap Swim, etc.)	62.32%	86
Literacy Services	31.16%	43
Local History Room	16.67%	23
Senior Programs (Senior Center, Nutrition Center)	51.45%	71
Tech Lab/Makerspace (3D-Design Software & 3D-Printing, etc.)	23.91%	33
Volunteer Programs	53.62%	74
Total Respondents: 138		



Q13 - Transportation Choices:

Here are 10 strategies that could help the City achieve its “Transportation Choices” goal.

Q13 - Transportation Choices:

Prioritized strategies to help the City achieve its “Transportation Choices” goal.

ANSWER CHOICES	RESPONSES	
Access & Amenities at Bus Stops & Transit Stations	56.12%	78
Bicycle Facilities	21.58%	30
Bikeshare & E-Scooter Services	16.55%	23
Electric Vehicle Shuttle	20.14%	28
Public Transit (Trolley & Bus)	59.71%	83
Quality of Streets	75.54%	105
Safe Walking & Rolling Routes to School	62.59%	87
Sidewalks & Crosswalks	64.03%	89
Traffic Calming	43.88%	61
Wayfinding Signage	14.39%	20
Total Respondents: 139		

Q14 – Additional Suggestions

Budget and Economic Development

- Brainstorm different revenue streams to combat swings in the economy.
- Please make better use of our marina. Make it more user friendly with a bigger promenade, restaurants and craft beer locations.
- Work with Port to develop waterfront. Develop the old swap meet area. Share costs with Chula Vista on services that are common to both cities.
- National City is an industrial town. Stop trying to make it this beautiful bay town. It's not La Jolla or Point Loma. This is a working man's town
- Change zoning rules to open new businesses. As a Gym for Martial Arts, its so difficult to get a space because of zoning issues. This helps get kids off the streets.
- We need more good jobs and ways to support workers who want to organize. #UnionsForAll
- Bring back the downtown area to its original heyday This city has nothing to offer like it did back in the 50s, 60's and even 70's There's nothing to attract people to this city. It's totally lost its character. There are no live music venues or multiple eating and drinking establishments that are in close proximity to each other that allow people to enjoy an evening or afternoon out with friends and family

Q14 – Additional Suggestions (Cont.)

Budget and Economic Development (Cont.)

- As a resident of National City, I ask that economic development through inviting more local-oriented business and encouraging more market-rate housing be a priority. Also, existing small businesses should be examined for profitability and their store-front appearance, which may deter potential businesses to set up shop. To add, there are many businesses in the city, like in National City Blvd., 8th street, and Highland that look very depressed and unwelcoming to visitors. Our city needs a greater and broader vision similar to North Park/Hillcrest style small businesses, and it would be welcomed in 8th Street.
- Gang presence and activities such as graffiti and loitering, etc., are still a problem and make the city unattractive. Roosevelt Ave. includes motels frequented by truckers and the military continues to have visible problems with prostitution. This is such a significant blight and unattractive occurrence, and it certainly adds negative fuel to our city's reputation, when propagated by unsuspecting visitors.
- This city is a lower income area - stop raising taxes and fees and learn to live with what you get already. I don't shop in National City anymore because the taxes are higher. I see three different water charges on my tax bill along with my regular water bill. If you can't survive on what you get already, then maybe it's time to move the city services to San Diego. I resent the traffic you have redirected down "D" Avenue when you cut the traffic lanes on 8th St. I resent the temporary sales tax increase by prior vote that became permanent - now your suggestions include tax increases again!
- I voted for the last tax increase. will not vote in another!! Keep raising taxes and no one will want to live here

Q14 – Additional Suggestions (Cont.)

Cannabis

- I am a developer and businessman in region. My group is a very large real estate development firm that also has a small cannabis division. I think cannabis can be a great revenue source for National City, and we'd like to help the city with its efforts.
- We need jobs so allowing regulated cannabis will bring them for young people
- We do not want Cannabis/marijuana shops here in National City!!! It should have never become legal.

Communication and Outreach

- Outreach through schools within the city and through youth basketball and arena soccer league.
- As a working family its hard to get a hold of the Mayor and Council people because of my schedule. I would like to see more opportunities to talk to them which are not during my workday.

Community events which offer opportunities for resident volunteering

- I would personally like more community driven events. Events in which people could volunteer and earn community service hours. National City is a beautiful city and I would love to see only great things moving forward.
- Events to pick up the trash around the city

Q14 – Additional Suggestions (Cont.)

Health and Environment

- We need more beautiful trees to enhance the quality of life, air quality, and walking experience.
- Let's try to be a green city.
- Get a mainstream grocery store and develop “Main Street” in Old Town NC with more eating & shopping options.
- That empty lot past the 5 freeway off the exit mile of cars would be nice to have a Vons or Ralph’s on this side of National City
- Enforce a ban on Multi-Level Marketing. These companies like to prey upon POC.
- Despite requests from Congress to prove that 5G technology is safe, neither the FCC nor telecommunications companies have provided studies proving that it is. At the same time, local governments must follow FCC rules in awarding needed permits for 5G. FCC rules do not allow local governments to deny permits for either health or environmental reasons. Nonetheless, the City can and should: Urge Federal representatives—Congressman Vargas, Senator Feinstein, and Senator Harris—to introduce/co-sponsor legislation mandating that the FCC update electromagnetic frequency emission standards allowed for public exposure under the Telecommunications Act of 1996. Such standards have not been revised even despite the considerable research on emf and its potential biological effects since that time. Once 5G antenna installation has begun, authorize and fund the Engineering/Public Works Department to carry out a random annual inspection of a realistic sampling of antennas to be sure emf emissions are within FCC limits. Antennas that exceed the limits are to be shut down until the responsible telecommunications company proves levels have been restored to within FCC standards.

Q14 – Additional Suggestions (Cont.)

Homelessness .

- Put some kind of sleeping quarters in vacant lots that's city owned
- Homelessness is a major issue that needs to be fixed. We also need more police patrol cars going through neighborhoods because there is always random people walking everywhere who seem suspicious. Kimball park is great but a lot of homeless hang out in that area and a lot of suspicious individuals, so it makes me feel not safe.
- Enforce existing camping, trespassing, and panhandling laws strictly and aggressively to prevent the spread of what too many people insist on calling "homelessness," instead of its real name: vagrancy. The encampment near Plaza Bonita is a firetrap and a disaster just waiting to happen. Get rid of it and its freeloading squatters NOW!
- Accessing mental health programs is key. There is an increase of homelessness in national city, and we all know that a majority of the homeless suffer from some type of mental illness. I know the city has PERT, the ALPHA PROJECT, and a HOT team, but I think we need to make this one of our priorities. I also think we should take advantage of the port area and partner with the port district. There is a lot of money for the city to make. That will allow the city to have a bigger budget for some of these programs we all want to help keep our city the best city in San Diego County/California.

Q14 – Additional Suggestions (Cont.)

Housing

- Allow approved and appropriately regulated uses for Tiny homes and or mobile homes.
- Fast track approval of granny flats; wave the fee and streamline approval.
- Make building granny flats an easier process. Provide a no-cost floor plans that are pre-approved to be built in National City. Encourage the community to build these accessory dwellings, so family of residents can stay together and not be displace because of high rents.
- Rent control
- Build homes for sale for families that need to buy homes.
- Provide home ownership opportunities that will result in more community engagement.
- Better regulate the number of high-density projects The city is already overbuilt.
- Stop building so many “high end” apartments that we can’t afford. You are ruining the city by creating more expensive housing and bringing more people that can afford it and will push us that have been living here all our lives away. If it’s not affordable housing, stop building. You are ruining it for everyone.

Q14 – Additional Suggestions (Cont.)

Housing

- Regarding housing, it's important for the city to strongly encourage property owners of multi-family residences to update their properties. By this, the quality of many existing apartments is of low quality and becoming unkept with pest, trash, increase noise issues, and building code issues. This also includes safety on the properties. Studies should be made regarding the frequency of police contacts in certain properties, and the city should develop regulations and strong(er?) enforcement strategies that would encourage property owners to make residents feel safe and not second-class citizens. Also, the above needs to be backed by streets and neighborhoods that are well-lit and safer, with increased police presence through marked police vehicles and even foot patrols.
- Building more units without solving the parking problem will be disastrous. The signs say around 61,000 for population, yet there are around 300,000 cars in the city. People are renting out rooms in their houses, without occupational permits. I have 3 houses around me with an average of 20 people per house and around 6 to 8 autos per household.

Q14 – Additional Suggestions (Cont.)

Parking Availability and Enforcement

- Red curbs take away valuable parking.
- I feel the RV parking laws aren't fair. If you're not living in it, don't take up anybody's parking, and looks new, & no complaints than it should be allowed. Stop generalizing.
- Parking enforcement - we need more enforcement.
- City needs to be more active on 72-hour violations due to limited parking.
- Parking designated for motorcycles so they don't take up a whole parking space that could be used by a car. There is too much red curbs that have reduced parking spaces in the City. Can these be revisited and looked at? There are a lot of families that have lived in the City for 50+ years that have been taken parking on their streets because of red curbs.
- Many of the residential areas need street cleaning. Street cleaning is done in the middle of the street not clearing out dirt from parked cars. Many residential areas have cars that have been parked for years without moving.

Q14 – Additional Suggestions (Cont.)

Public safety

- More police patrol at night when the homeless are walking neighborhoods stealing from yards.
- More police
- More street lighting in neighborhoods. For example, 16th street has sections where there is no lighting.
- More lights around the city to increase safety in the neighborhood.
- You need to hire b-lingual and good-attitude dispatchers to attend reporting. Current dispatchers have a negative attitude towards Spanish-speaking people, humiliating treatment to US citizens who are Spanish speaking. The same goes for Anglo-Saxon officers interacting with Hispanics, acting aggressively. They treat us like animals. Hire officers from our community.
- More proactive and aggressive police action need to be done to help clean up the city, in conjunction with encouraging more community activism against illicit activity and for cleaner streets. I write the above with genuine hope for this city. My suggestions come from being a long-time resident. I'm very happy that the city is developing to be more modern and welcoming. However, I hope that the city first strengthens and proactively address the pressing issues we have now.
- I attended a symposium that the mayor was the principal speaker. She was late. At the end of her talk she was asked what her most important project - her answer was green programs. I have studied the crime rate in San Diego County and National City's standing in the county. Nowhere in the mayor's talk did this problem come into her discussion or ideas. Not one word. In my opinion this is one of National Cities main problems if not the most important issue in motivating people to become interested in the city.

Q14 – Additional Suggestions (Cont.)

Streets

- Working on fixing streets, including potholes and bumpy/rough roads.
- I would like to see our streets fixed. The trees the city planted years ago are now tearing up our streets. We can't even park in front of our home because the street is so bad.

Traffic-flow and Traffic and Pedestrian Safety

- More pedestrian signs with flashing lights.
- Make sure that all lights to cross the street are working. The yellow yield to pedestrians.
- Offer road education courses to the community.
- You want to Elevate San Diego - well let's Elevate the Trolley over 8th Avenue and around the naval station to improve flow of traffic.
- Quit adding new stop signs.
- There has beens bad planning. There are times I cannot get out of my driveway for 10 minutes because the traffic is so backed up on "D" Ave.
- Traffic on resident streets - we live in a county where people commute from one side to another.

Q14 – Additional Suggestions (Cont.)

Other

- I love National City. Thank you for providing this survey.
- Thank you for everything you do to improve the city; it shows.
- I do have more suggestions and I will hopefully have the opportunity to voice them at the next open meeting as I am very interested in becoming a more positive vocal member of our community.
- Help the schools! Clean up whatever or whomever is affecting our school budgets because it is affecting our FUTURE! Our children are the future! Give them a fighting chance! Please!
- Become a more welcoming city. It seems the current Mayor and her posse do what they can to Insult business owners who do not have a Hispanic last name went to Sweetwater High or are not Immigrants.
- Monitor schools to make sure no students are ditching
- City staff be representative of community racial make up
- Afterschool Homework programs in the schools, libraries and community centers.