

# **2016 PLPNA SURVEY**

**PREPARED BY: RICHARD LEE**

# ABOUT THE SURVEY

## 1. Key Objectives:

- Learn what issues are important to members and non-members
- Gather comments and feedback on why neighbors are not interested in PLPNA

2. **Survey Questions:** created by Board Committee (D. Hirtzel, Alex Leanse, Mike and Kathy Montague, and Richard Lee)

3. **Survey Media:** printed and online (<http://bit.do/plpna>)

4. **Post-Paid return envelopes provided to encourage responses**

5. **Non-Member Raffle for Free Membership Incentive**

6. **Survey Period: April 24, 2016 to May 23, 2016**

7. **Survey Cost - \$322.18 (Printing, Postage, Envelopes, Rubber Stamp)**

# ASSUMPTIONS

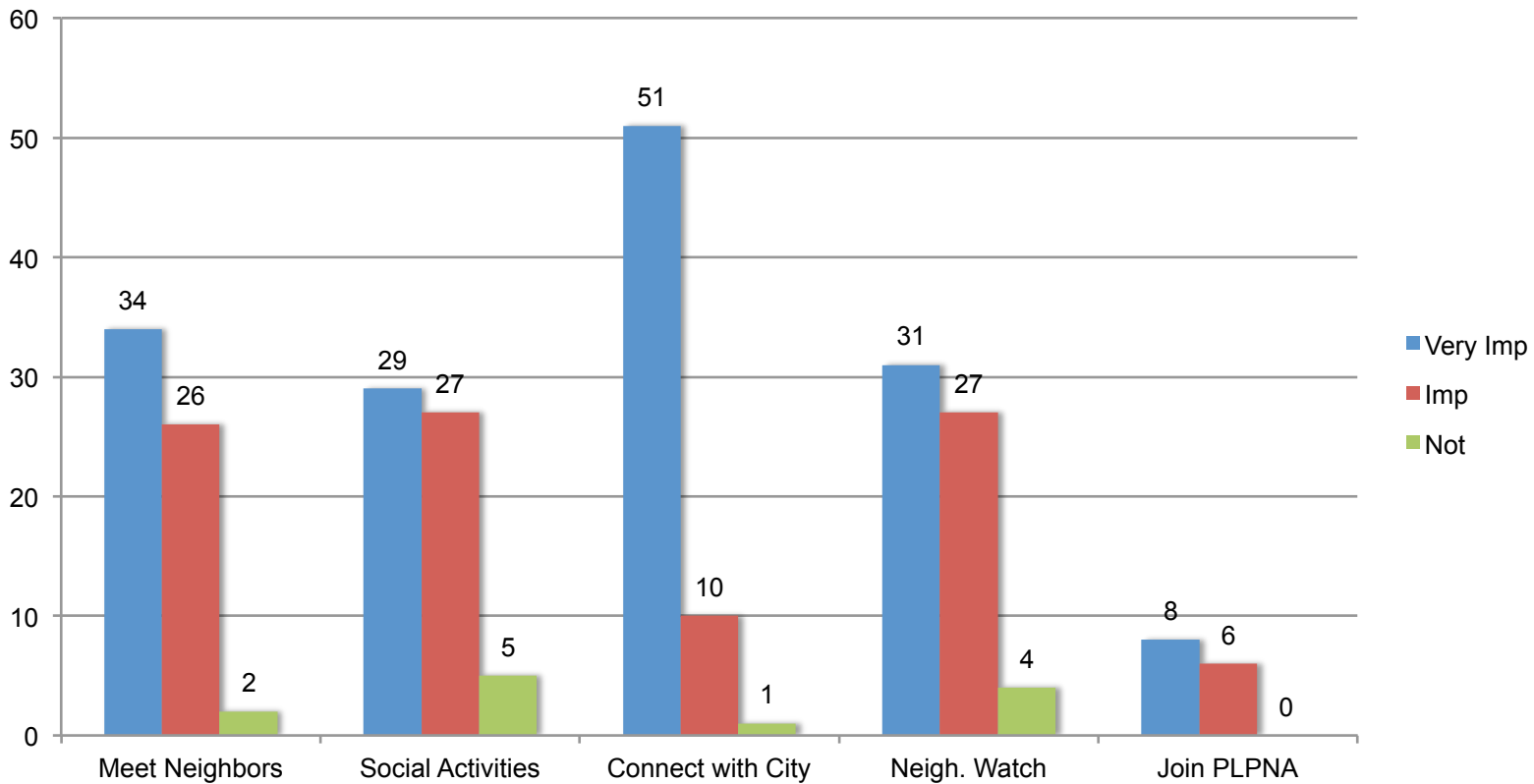
1. Random survey to the general PLPNA area population
2. Number of responses are representative of the PLPNA area population
3. Standard Confidence Level 95% +/- 5%

# **SURVEY RESPONSE**

- 1. Total surveys delivered 474**
- 2. Responses received: 64 total (54 number returned by mail and 10 online)**
- 3. Overall response rate: 13.5%**
- 4. Membership Raffle Winners**
  - ◆ G. Gogerman
  - ◆ L. Edir
  - ◆ E. Yee
  - ◆ Y. Nakagawa
  - ◆ Simmone

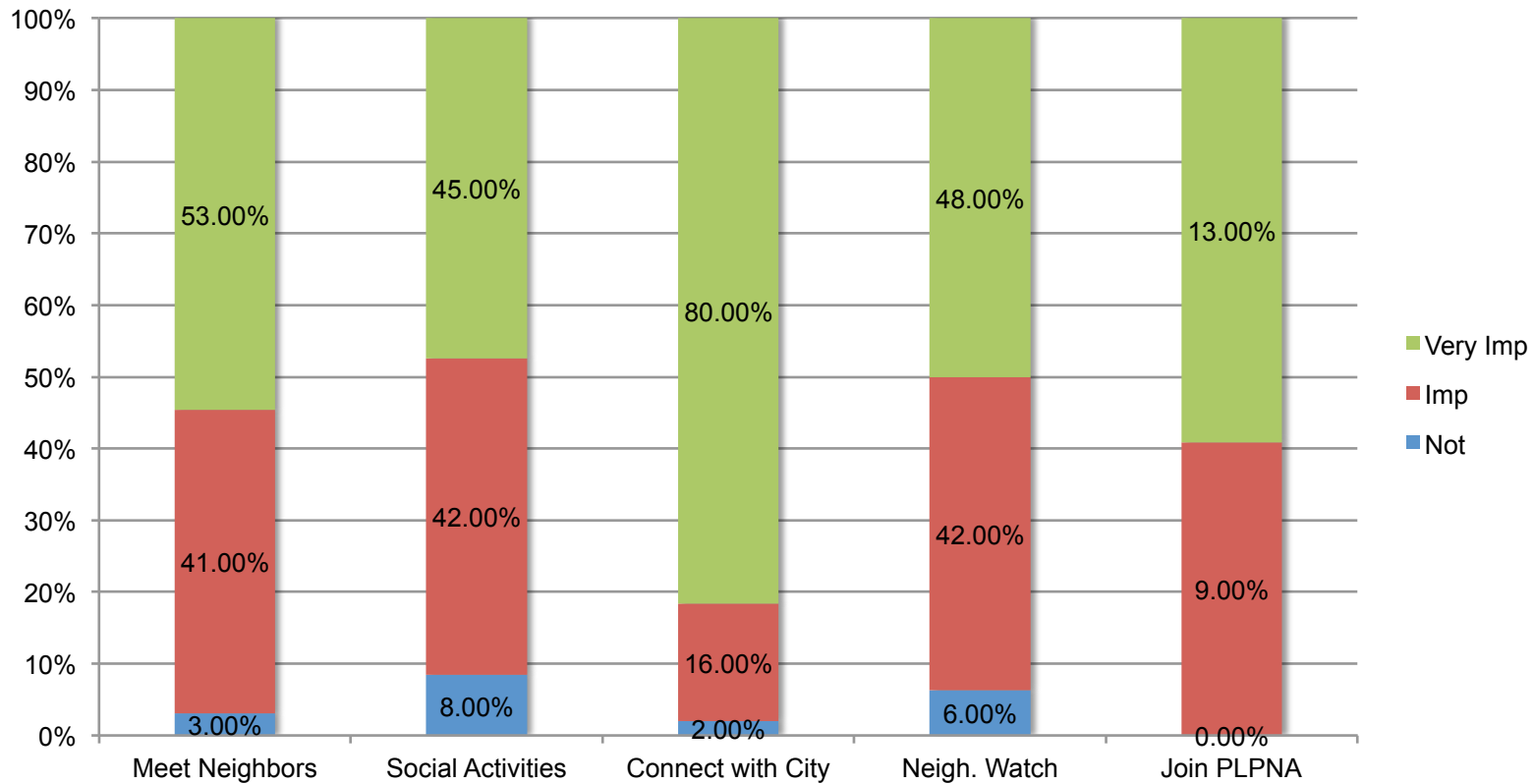
# RESPONSE BY QUESTION

## Response Tally



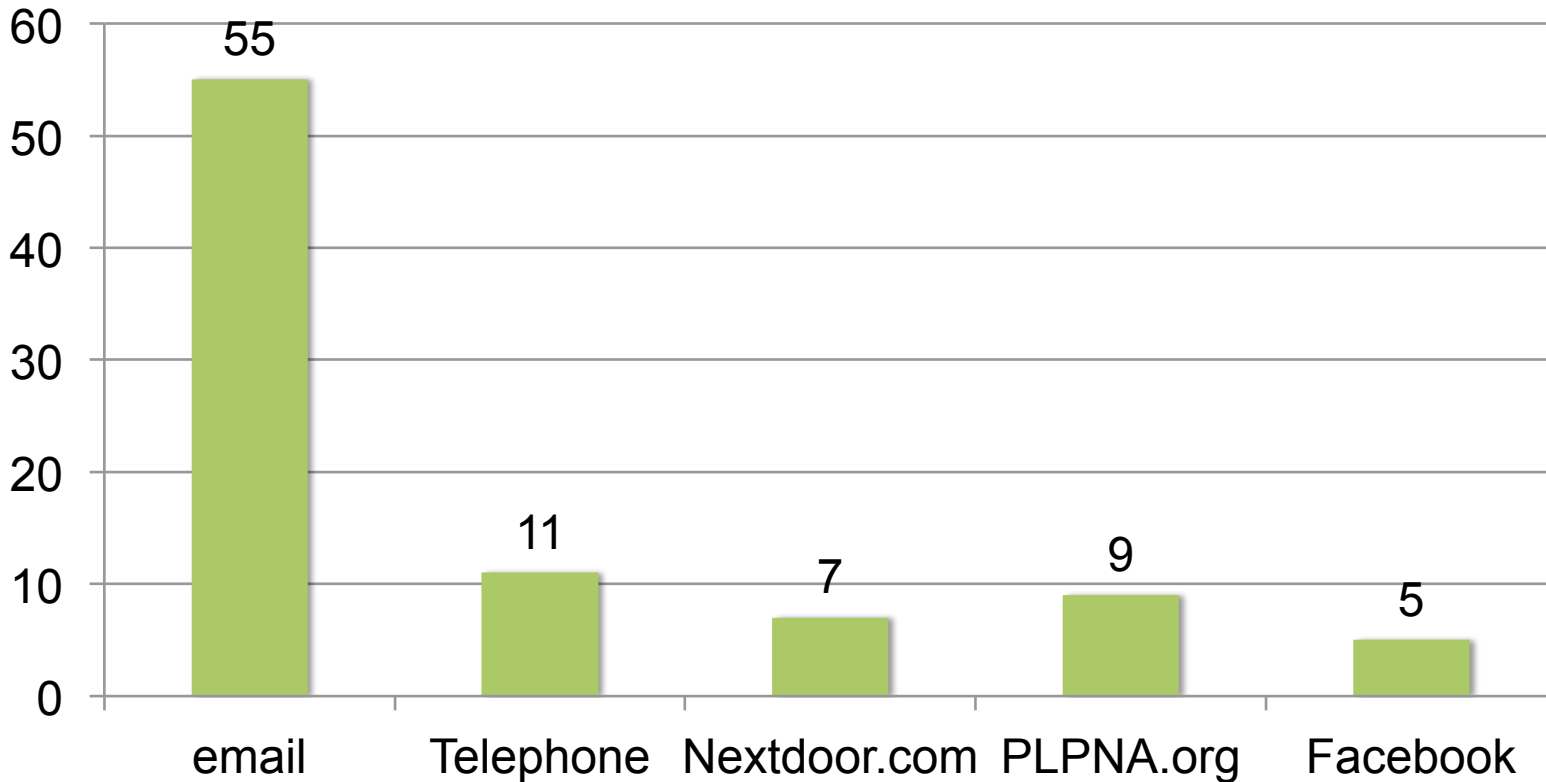
# SURVEY QUESTIONS

## Response Rates



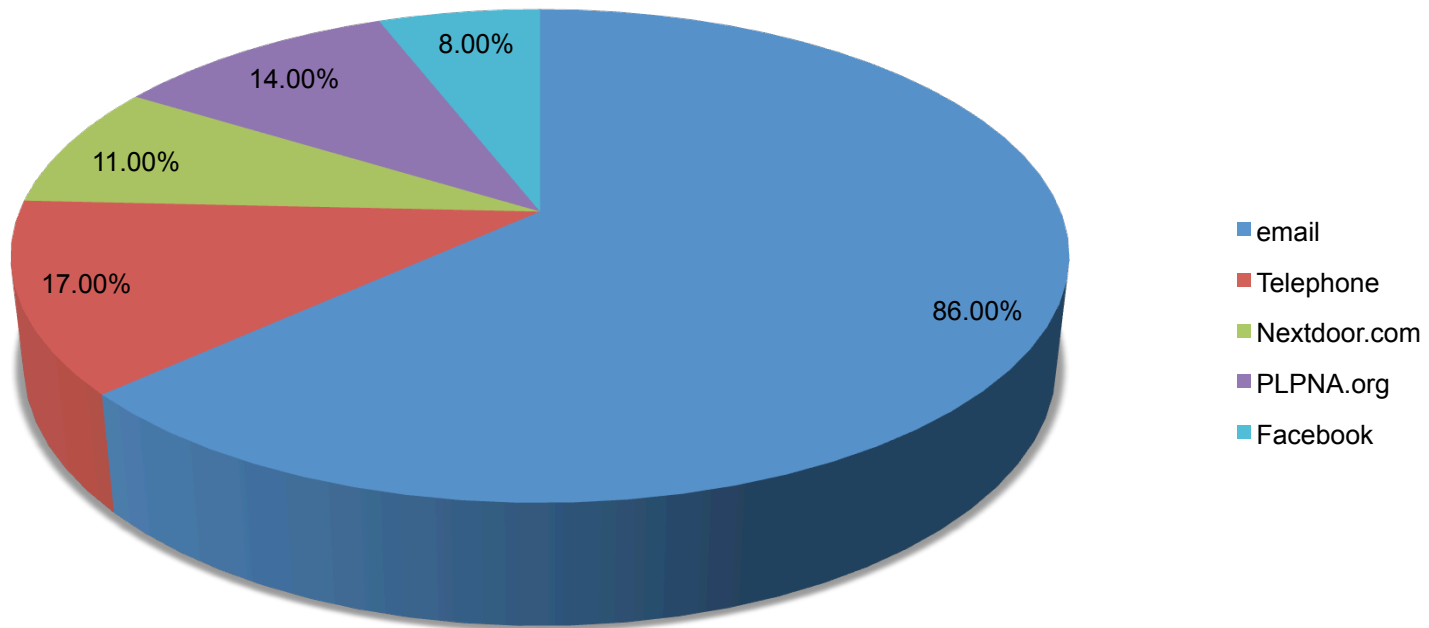
# COMMUNICATIONS

## Preferred Communication Tally



# COMMUNICATIONS

Preferred Communication Method





# FINDINGS

- **Working with City Agencies and Other Associations, ranked highest (80% very important) response rate (Q3)**
- **Meeting Neighbors, ranked second (53% very important) (Q1)**
- **Neighborhood Watch/Safety, ranked third (48% very important) (Q4)**
- **Social Activities, ranked fourth (45% very important) (Q2)**
- **Join PLPNA (Q5), only 14 responses received and limited feedback on lack of interest in joining. Six new members signed-up. (3 paid)**

# COMMENTS RECEIVED

- unable to participate due to health, hearing impairment
- I think the neighbors on 34th Ave have a Neighborhood SAFE. Some streets may be more impacted by crime than others in our neighborhood (PLPNA at large); this program might be implemented on a street-by-street basis. As I remember, most residents on a street must agree to implement and to participate in this program”.
- Not interested in NERT but interested in Neighborhood Watch (i.e. crime related).
- Neighborhood Watch - Most Important; If I join now, when will my membership end? Send Application. Quality of life in PLP has deteriorated greatly in the 16 years I have lived at 135 Vale Ave. Biggest problem: CRIME, I have not used plpna.org yet. *Online Comments: Neighborhood Watch with cameras is essential to PLP's safety, in light of the current crime wave here. SFPD needs to be prodded by us to do more. Alternatively, we need a private security guard patrolling our streets, which I am willing to pay my share for.*
- Neighborhood Watch - not sure what that entails; NERT?
- I think you all are doing a good job of keeping us informed and with opportunities to participate in events/meetings, etc. Good Job!!

# COMMENTS PG 2

- Already a Member; I would suggest more free association "get together" to get the word out as to who we are and how we can build "community"
- Always interested in PLP; Help stop the bulb-out and bus stop on 36th Ave/Sloat!
- It would be helpful if the Officers phone numbers were provided to the members.
- Given the layout of our neighborhood a comprehensive video surveillance system could be achieved with a limited number of participating households. I live on Wawona and my system captures all activity on the street in addition to all license plate numbers. If some uses a car to commit a crime on my block - we've got it on video. With a little planning we could get the whole neighborhood covered. (Also responded online)
- Thank you for your continued participation in PLPNA and your hard work. We really appreciate it.
- I am member; PLPNA.org, Like it- I don't go on line every day so for me it is a bit too much info but I like it!
- Has anyone looked into, recently, if our area is scheduled for the utility wires to go underground?

# COMMENTS PG 3

- I think a block party on our street would gather more interest than the annual BBQ
- The social activities are fine; but the PLPNA needs a small group willing to address neighborhood infrastructure improvements. We do not have a voice. (Enclosure: Copy of Letter to Mayor Lee requesting underground utility lines in Pine Lake Park)
- My membership in PLPNA is very important to us! Thank you for your leadership role! Much appreciated; 6. Do you think the PLPNA could have a role in the curtailment or trapping & transferring of coyotes from Stern Grove & Pine Lake to a more suitable place? It is a shame that while the coyote population has gone up, the human population has greatly diminished. The number of people using the Grove is now small as compared to its robust, vibrant use 5 years ago. I know that I, after being a constant walker there, now think twice about going there. I would like to be informed about city meetings on this topic!
- Interest in Neighborhood Watch (depending upon amt. of work involved)
- Already member; I suggest to have neighborhood watch sign

# COMMENTS PG 4

- A) Suggest a directory of members with contact info. Members can opt-in to be in the directory. B) Occasion block parties? Or should that be done by local block residents? C) An online list of contractors/plumbers/electricians etc. recommended by members? an Association Angie's List!
- Neighborhood Potluck or food themed event. Wine, cigar and card game social event.
- Neighborhood Watch (depending upon amt. of work involved); Already member; I suggest to have neighborhood watch sign
- Neighbors change frequently; Never knew assoc. existed; More interested in PLP activities, such as: noise in the park at night =- after midnight; = drinking, etc. cutting of tress; keeping dog from peoples garden = keep on leash; PLPNA appears to geared towards younger people; what about seniors = transportation; not as agile, limited income; language?
- I have let my membership lapse - please see my enclosed check to renew; You guys are doing a GREAT job. Thanks for stepping up!

# NEXT STEPS

- **Board discussion on findings**
- **Action items, short and longer term**
- **Prioritization of next steps**
- **Informing PLPNA area neighbors of survey results**