

San Diego River Park Foundation

Mission Valley Community Survey Results

5/1/17- 6/28/19

Project Description:

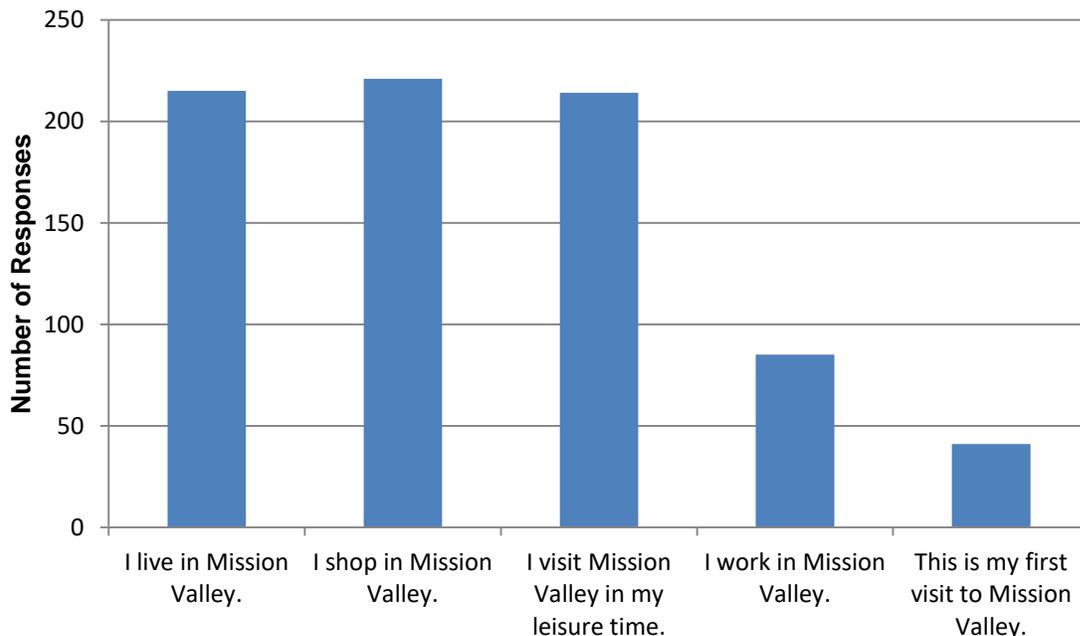
In an effort to better understand local knowledge about water quality and measure the success of SDRPF water quality education programs in Mission Valley, organization staff created a survey to deliver at presentations, tabling events, educational events, and digitally.

From 5/1/17 to 6/28/19 staff and volunteers distributed 619 surveys to Mission Valley community members. In order quantify changes in awareness and understanding, Surveys were delivered before and after water-quality education was provided.

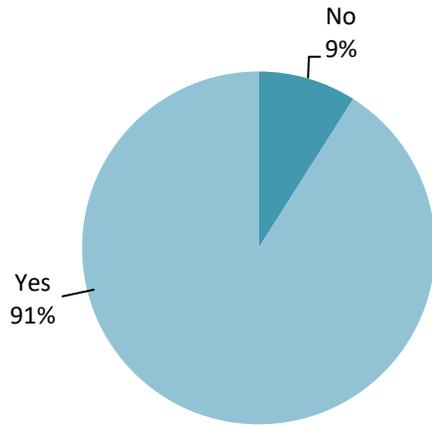
This activity was completed as part of a grant project funded by the San Diego River Park Foundation and the State of California Proposition 1: The Water Quality, Supply and Infrastructure Improvement Act of 2014.

Results – Pre- and post-surveys combined (619 total)

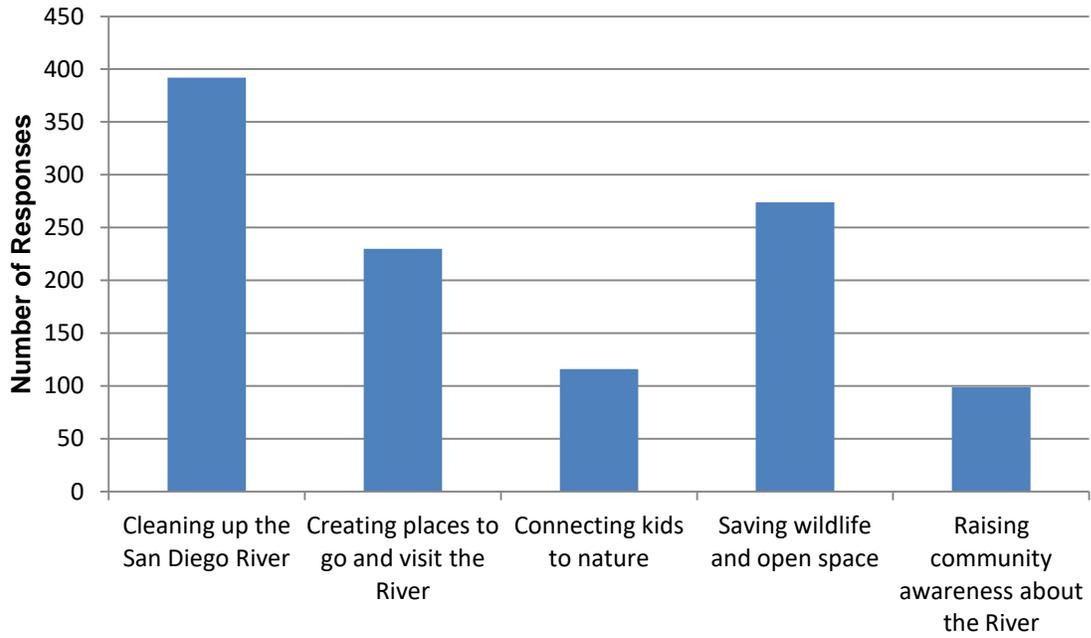
What most often brings you to Mission Valley? (Check all that apply)



Before today, did you know that San Diego had a River?



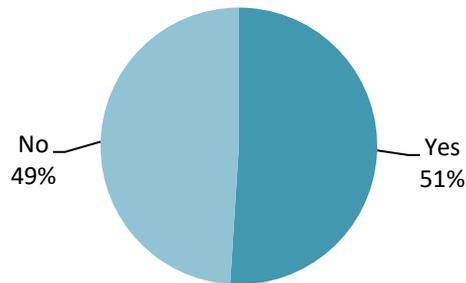
Which of the following are most important to you? (Choose 2)



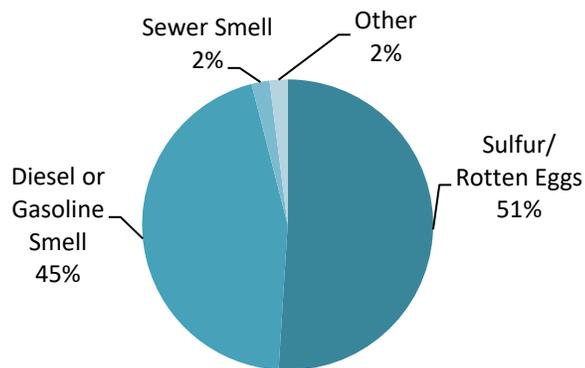
Results – Pre-surveys (514 total)

In order to better understand local awareness about the river and the effects of low dissolved oxygen on quality of life, we asked whether people had experienced bad smells coming from the San Diego River and to describe the odors.

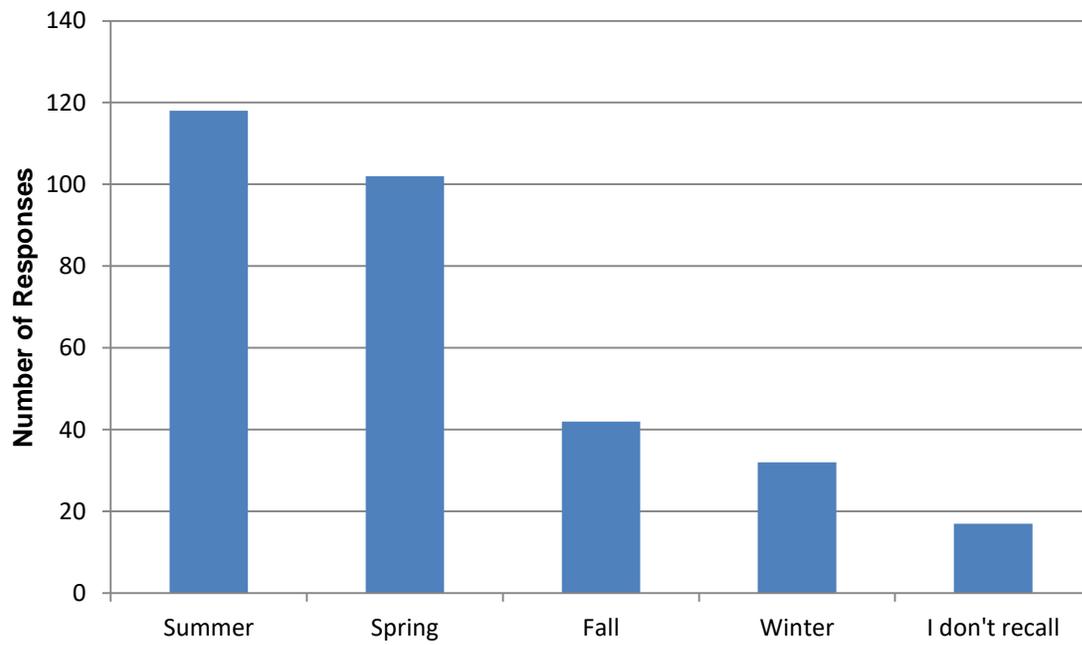
Have you ever experienced bad odors that seem to be coming from the River in Mission Valley?



If you have experienced bad odors coming from the River, how would you describe the smell?



If you have experienced bad odors coming from the River, what time of year did you experience this smell? (Check all that apply)



Results – Post-surveys (105 total)

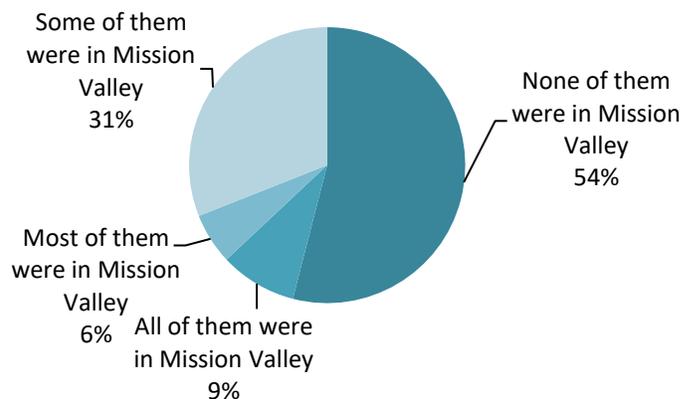
Two questions were added to the post-survey to better assess the extent to which members of the public consider Mission Valley a “community.” The first one was designed to help establish the kinds of activities that constitute community and to understand the level of community involvement of respondents:

In the past 3 months, which of the following community activities have you participated in (check all that apply):

| Option | % Selected |
|---|------------|
| Special events such as concerts, festivals, and farmers markets | 49% |
| Volunteering | 44% |
| Adult education activities such as lectures, “walk-and-talks”, classes, etc. | 25% |
| Organized runs, walks, races, bike rides, etc. | 26% |
| Fundraising or clothing/food drives | 24% |
| School activities such as PTO meetings, weekend festivals, school meetings, etc. | 21% |
| Community meetings | 20% |
| Religious activities | 16% |
| Sports leagues | 15% |
| Community organizing and advocacy | 14% |
| Community groups such as Chamber of Commerce, HOAs, Neighborhood Councils, Kiwanis, Lions, Rotary, etc. | 13% |
| Government activities such as city council meetings, representative meet and greets, etc. | 10% |
| I do not participate in these types of activities | 11% |
| Other: | 6% |

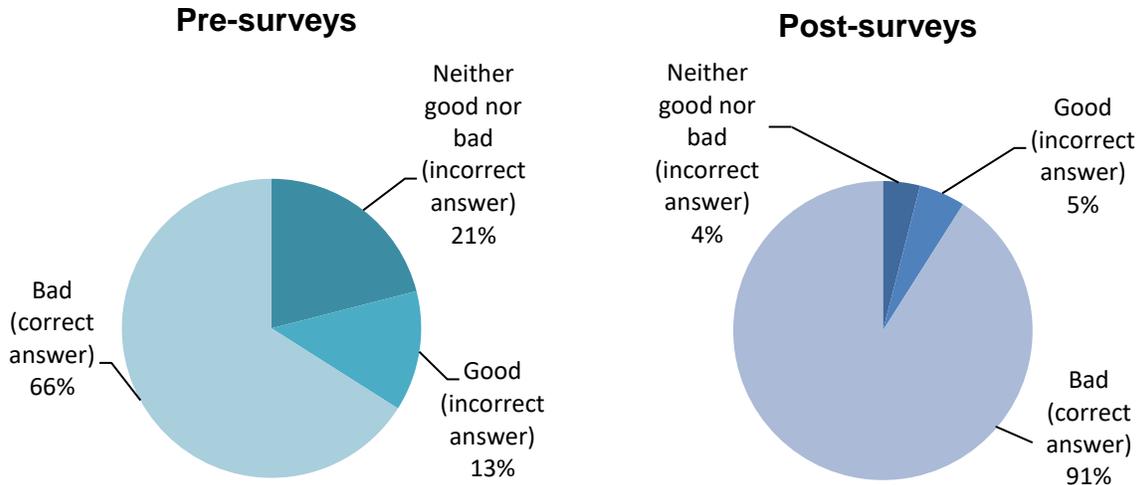
The second additional question evaluated whether or not respondents were having their needs for community engagement fulfilled by the existing resources in Mission Valley. This question was created to better understand to what extent people in Mission Valley engage with resources there:

In the past 3 months, if you participated in community activities, did they take place in Mission Valley?



Results – Pre- vs. Post-surveys (615 total)

“Do you believe low dissolved oxygen is good or bad for the health of the River?”



Which of the following do you believe contribute to low dissolved oxygen in the San Diego River? Check all that apply

| Option (all correct) | % Selected: Pre-survey Respondents | % Selected: Post-survey Respondents | % Increase for # of Correct Selections (pre- to post-) |
|---|------------------------------------|-------------------------------------|--|
| Dog poop getting into the water | 38% | 60% | +23% |
| Fertilizers getting into the water | 53% | 77% | +24% |
| Low flow during the summer months | 40% | 69% | +30% |
| Sewer spills | 49% | 72% | +23% |
| Algal Blooms | 40% | 66% | +27% |
| Average increase in correct selections | | | +26% |