Neighborhood Character of the Inner Sunset
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Overview
Assessing the needs and values of San Francisco’s Inner Sunset

The Inner Sunset, like neighborhoods all over San Francisco, is changing. Some change is inevitable. But in a stable, well-loved neighborhood like the Inner Sunset, how can change occur while respecting the existing neighborhood character? The first step is to take stock of what’s there. In order to preserve the existing neighborhood character, we must understand it. What is special about the Inner Sunset? What do residents love? What should be changed and what should be preserved?

The planning process allows individuals and community groups to speak out in public forums regarding how the City is meeting its citizen’s needs, but not everyone has the time, resources or interest to participate in public forums. Yet everyone’s opinions matter.

This project began with a group of Inner Sunset residents that have long been involved with community issues. They frequently represent the Inner Sunset by interfacing with city agencies and participating in community planning meetings. These neighborhood activists were looking for a way to democratically and holistically assess the values and needs of the neighborhood.

I am a graduate student in the City and Regional Planning program at UC Berkeley. For my capstone project, I worked with Inner Sunset residents to study neighborhood character. Together we developed a mail-out survey, sent to 1,000 Inner Sunset households and received 222 responses. The results are presented in this report.

We believe this is a start to a larger process. This report identifies areas where residents agree on existing qualities or future priorities for the neighborhood. The report also identifies areas for more research. The goal of this report is to provide an understanding of residents’ perception of the current character of the neighborhood and to assess their vision for the Inner Sunset in the future in order to inform planning efforts.
Summary

Key findings at a glance

- **96%** are satisfied with the overall quality of life in the Inner Sunset.
- **#1** reason for moving to the Inner Sunset: found housing I could afford in San Francisco.
- **58%** shop in the Inner Sunset for half or more than half of their daily living essentials.
- **96%** use Golden Gate Park at least once a month.
- **1.2** average number of cars per household (compared to 0.6 on average for the city).
- **84%** walk a few blocks or more to a destination on a daily or weekly basis. The ability to walk to shops and restaurants is the #3 reason for moving to the Inner Sunset.
- **45%** use public transit on a daily or weekly basis. Access to public transit is the #4 reason for moving to the Inner Sunset.
- **63%** believe we should use cars less, but **85%** feel that having a car is a necessity for their household.

**Transportation**

- **88%** have lived in the Inner Sunset for 5 years or more and **63%** are not likely to move in the next 5 years, however **56%** of renters worry about the stability of their living situation.

**Neighborhood stability and neighborhood change**

- **88%** have lived in the Inner Sunset for 5 years or more and **63%** are not likely to move in the next 5 years, however **56%** of renters worry about the stability of their living situation.

**Top 3 neighborhood improvements:**

1. Protect existing local businesses
2. Parking
3. Protect existing affordable housing

**Top 3 commercial district improvements:**

1. Trees
2. Cleaner sidewalks and streets
3. Undergrounding overhead utility wires
The Need for an Inner Sunset Survey

Key issues affecting neighborhood planning

Much recent planning and growth in San Francisco has been focused in the Eastern Neighborhoods. The Inner Sunset is on the west side of the city where established, predominately residential neighborhoods have received less attention on planning and growth. However, the Inner Sunset has several imminent planning issues to consider. This survey provided an opportunity to assess resident opinions outside of any specific project or proposal. The survey results are available to residents, businesses and policy makers to help inform future projects.

The survey covers three main topics— 1) transportation; 2) parks and public space; and 3) housing and development. Planning issues in each of these three categories are framed here; while not an exhaustive list of the issues, these considerations set the context for conducting the resident survey.

Transportation San Francisco Municipal Transportation Authority (SFMTA) is implementing one of their first transit improvement projects from the Transit Effectiveness Program (TEP) in the Inner Sunset along the N-Judah line. The transit project will be accompanied by streetscape improvements including opportunities for bicycle and pedestrian safety upgrades, stormwater management, and street beautification through the addition of trees, planting and seating. The SFMTA has conducted community meetings and neighborhood feedback on improvement priorities has been conflicted.

Parks and Public Space A defining feature of the Inner Sunset is its adjacency to Golden Gate Park. With park attractions like the de Young museum, the Academy of Sciences and the Botanical Gardens drawing visitors through the Inner Sunset, understanding the relationship between the park and the neighborhood is an important consideration.

A community-initiated proposal to close a segment of Irving Street between 9th and 10th Avenues to form a pedestrian plaza recently spurred debate. Ultimately, this particular proposal elicited too much opposition and is off the table, but in the process, the idea garnered support and resources to spark a conversation about where public realm improvements are more appropriate.

Housing and Development In response to an ongoing housing shortage, San Francisco has set goals to create more affordable housing. Every neighborhood is affected by citywide policy to both preserve existing and create new affordable housing. Meanwhile, regional policy encourages densification along transit corridors. With the N-Judah running through the commercial district, the Inner Sunset can expect proposals for densification along its transit corridor.

This survey assesses resident attitudes toward these topics outside of any specific transportation, public space or development project. The results provide an opportunity for future projects to incorporate the resident needs and values reflected in this report.
Survey Process

Designing a survey to assess the needs and values of Inner Sunset residents

The Inner Sunset neighborhood study aimed to gather resident opinions representative of the neighborhood’s diversity.

In order to reach a diverse and representative sample of residents, we chose to administer a mail-out survey. Although there are many digital survey tools available, digital tools are limited in their ability to sample a representative sample of households. We do not have email addresses for all the residents in the neighborhood, so we cannot equally invite everyone to participate. Instead, we would have to promote the survey with flyers or postcards. For this study, we decided to mail the physical survey with the hope that eliminating the step of going online would increase our response rate.

To generate the survey questions, I worked closely with a group of Inner Sunset residents, which I will call the Survey Working Group. Our initial meeting included seven residents who have been involved in various community projects through the years. These residents are all long-term homeowners, and they recognize that they only represent a segment of the diverse opinions in the neighborhood. Together we generated a list of survey topics that would expand our understanding of the neighborhood’s varied opinions.

For our second meeting, the Survey Working Group tapped into their networks to double our attendance to 15 participants including more age and ethnic diversity and more renters. At this meeting, we refined the scope of questions and generated answer choices that reflected the diverse opinions in the room.

I invited all the Survey Working Group participants to do one-hour interviews with me and conducted 7 interviews with 9 people (2 interviews were with couples). Through the interviews, I gained a better understanding of the neighborhood and current issues that affect resident satisfaction and neighborhood character. These discussions allowed me to further refine the survey questions.

The final survey questions were circulated among the Survey Working Group for final edits and suggestions.

On August 19, surveys were mailed to 1,000 households. Two hundred and twenty-two responses were received by September 19th when the collection period ended and analysis began. The analysis in this report includes 222 surveys, a 22% response rate.

It should be noted an additional 28 responses were received after the collection period closed and analysis began. In total, we received 250 responses, a 25% response rate, demonstrating that a mail-out survey can be an effective way to reach residents.
Survey Scope
Defining the neighborhood
To define the survey’s geographic scope, the Survey Working Group considered many existing boundaries (see page 10).

Golden Gate Park clearly defines the northern boundary of the neighborhood. The main thoroughfare of 19th Avenue similarly defines the west. The southern and eastern boundaries are more difficult to define. Generally, topographical features like Mount Sutro where UCSF is located and Grand View Park impose physical barriers to the adjacent neighborhoods to the south and east.

The neighborhood commercial district centers on 9th and Irving Streets. Given the importance of the neighborhood commercial district as a defining feature of the Inner Sunset, we wanted to reach residents living within a half-mile radius of 9th and Irving.

The Survey Working Group felt that the Planning Department’s neighborhood definition is too broad and likely to capture residents that identify more with commercial districts other than 9th and Irving. The existing neighborhood organization, the Inner Sunset Park Neighbors (ISPN) provided a good, well-established conception of the neighborhood instead.

We combined the half-mile radius around 9th and Irving with the ISPN boundary to arrive at our survey scope.
Survey Responses Compared to Census Data

To assess whether the survey responses are representative of the larger population, survey demographics are compared to census data on the following pages.

The survey scope does not exactly match the census tracts, so to compile the census data, if the majority of a census tract is inside the survey scope boundary, the tract is included in the analysis (orange shading) and if the majority of the tract is outside the survey scope, it is not included (green shading).

The orange area includes 19,290 people living in 8,861 households. A sample size of more than 100 is generally considered sufficient to represent a population of this size.

The analysis on the following pages shows that the survey effectively represents the race/ethnicity, employment status, and income characteristics of the neighborhood. The two exceptions are low-income households and renters, which are underrepresented in the survey results. See following pages for more.

1  2008-2012 American Community Survey 5-Year Estimates DP02, DP03, DP04, DP05 for census tracts 301.01, 301.02, 302.02, 303.1
2  The Inner Sunset survey’s 222 responses have a margin of error of +/-6.5%
Demographics
Survey respondents compared to census data

The survey respondents are generally representative of the population with two exceptions: households making less than $34,999 and renters. Both of these groups are underrepresented.

Annual Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Inner Sunset Neighborhood Survey</th>
<th>Inner Sunset Census Data</th>
<th>San Francisco Census Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $34,999</td>
<td>5%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>$35,000 - $74,999</td>
<td>17%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>13%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>More than $150,000</td>
<td>22%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Declined to state</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Median Household Income
Inner Sunset $81,738
San Francisco $74,559

Employment Status

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Inner Sunset Neighborhood Survey</th>
<th>San Francisco Census Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>73%</td>
<td>68%</td>
</tr>
<tr>
<td>Retired</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Student</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Inner Sunset Census Data

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Inner Sunset Census Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>68%</td>
</tr>
<tr>
<td>Retired</td>
<td>29%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>3%</td>
</tr>
</tbody>
</table>

San Francisco Census Data

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>San Francisco Census Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>64%</td>
</tr>
<tr>
<td>Retired</td>
<td>31%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>5%</td>
</tr>
</tbody>
</table>
### Housing Tenure

**Inner Sunset Neighborhood Survey**
- Own: 63%
- Rent: 37%

**Inner Sunset Census Data**
- Own: 30%
- Rent: 70%

**San Francisco Census Data**
- Own: 36%
- Rent: 64%

### Housing Cost as a Percent of Income

#### Renters
- Inner Sunset Neighborhood Survey
  - <30%: 21%
  - About 30%: 29%
  - > 30%: 35%
  - Declined to state: 15%
- Inner Sunset Census Data
  - <30%: 46%
  - About 30%: 19%
  - > 30%: 35%
- San Francisco Census Data
  - <30%: 42%
  - About 30%: 21%
  - > 30%: 37%

#### Owners
- Inner Sunset Neighborhood Survey
  - <30%: 21%
  - About 30%: 15%
  - > 30%: 21%
  - Declined to state: 14%
- Inner Sunset Census Data
  - <30%: 58%
  - About 30%: 16%
  - > 30%: 26%
- San Francisco Census Data
  - <30%: 54%
  - About 30%: 16%
  - > 30%: 30%

### Race/Ethnicity

#### Inner Sunset Neighborhood Survey
- White: 66%
- Asian: 21%
- Other: 1%

#### Inner Sunset Census Data
- White: 58%
- Asian: 31%
- Other: 1%

#### San Francisco Census Data
- White: 42%
- Hispanic/Latino: 15%
- Black: 6%
- Native Hawaiian, Other Pacific Islander: 0.4%
- Other: 0.5%
**Reasons for moving to the Inner Sunset**

*Why did you choose to move to the Inner Sunset?*

Beyond finding the right home at the right price, the most selected reason for moving to the Inner Sunset was the ability to walk to shops and restaurants. This indicates that walkability is an attractive asset of the Inner Sunset. The next most selected reasons were proximity to Golden Gate Park and access to public transit.

---

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Found housing I could afford in SF</td>
<td>115</td>
</tr>
<tr>
<td>Physical structure of the home met my needs</td>
<td>104</td>
</tr>
<tr>
<td>(ex. size, number of bedrooms, style, yard)</td>
<td></td>
</tr>
<tr>
<td>I can walk to shops/restaurants</td>
<td>97</td>
</tr>
<tr>
<td>Close to Golden Gate Park</td>
<td>85</td>
</tr>
<tr>
<td>Access to public transit</td>
<td>77</td>
</tr>
<tr>
<td>Liked the neighborhood</td>
<td>64</td>
</tr>
<tr>
<td>Convenient to get to work</td>
<td>55</td>
</tr>
<tr>
<td>Close to UCSF</td>
<td>54</td>
</tr>
<tr>
<td>Other Reasons (not listed)</td>
<td>42</td>
</tr>
<tr>
<td>Access to schools</td>
<td>33</td>
</tr>
<tr>
<td>I can live among a diverse group of people</td>
<td>28</td>
</tr>
<tr>
<td>Close to family/friends</td>
<td>22</td>
</tr>
<tr>
<td>I can live near people like me</td>
<td>19</td>
</tr>
</tbody>
</table>

38 respondents selected more than 3 reasons. However, ranking generally the same when their answers are included.
Reasons for moving to the Inner Sunset (by length of residency)

Why did you choose to move to the Inner Sunset?

Housing affordability is the most common reason residents move to the Inner Sunset and it’s becoming an increasingly more important factor. Sixty-four percent of new residents cited affordability as a draw to the neighborhood, compared to less than half of the longtime residents. Walkability and access to public transit are also important draws for newer residents.

Housing affordability was a popular answer across all length of residency categories, but over half of respondents moving to the Inner Sunset in the past five years selected this answer choice.

Walkability was selected more by people moving into the neighborhood in the last 25 years.

Access to public transit is especially important to people moving into the neighborhood more recently.

Access to schools is less important than it was 25 years ago.

moved 25 years ago (prior to 1990)
moved 5-24 years ago (1991-2010)
moved less than 5 years (2010-2014)
Neighborhood Satisfaction

How satisfied are you with each of the following?

Nearly all respondents rated neighborhood satisfaction positively. Across all length of residency categories, most people feel the neighborhood is getting better or staying the same.

Overall quality of life in the Inner Sunset

96% of respondents are satisfied with the quality of life in the Inner Sunset.

Is the Inner Sunset getting better or worse for your household? (by length of residency)

- **Moved over 25 years ago (prior to 1990)**
  - Much better: 5%
  - Better: 23%
  - The same: 31%
  - Worse: 20%
  - Much worse: 19%

- **Moved 5-24 years ago (1991-2010)**
  - Much better: 6%
  - Better: 29%
  - The same: 30%
  - Worse: 24%
  - Much worse: 11%

- **Moved less than 5 years (2010-2014)**
  - Much better: 7%
  - Better: 31%
  - The same: 26%
  - Worse: 24%
  - Much worse: 13%

Longer term residents are more likely to think the neighborhood is getting worse.

Newer residents are more likely to feel the neighborhood is getting better.

55% very satisfied

39% somewhat satisfied

2% neutral

2% somewhat dissatisfied

1% very dissatisfied
**How satisfied are you with each of the following?**

While 87% of respondents are satisfied with public safety, further attention should be given to this rating. Public safety is a neighborhood attribute where “somewhat satisfied” may not be good enough.

**Most residents feel the density of the neighborhood is just right, but a third feels the density is too high.**

**Compared to your ideal neighborhood, the number of people in the Inner Sunset is:**

- Much lower: 0.5%
- Lower: 4%
- Just right: 66%
- Higher: 26%
- Much higher: 4%

2/3 say just right

**The home you live in currently**

- 53% very satisfied
- 36% somewhat satisfied
- 6% neutral
- 4% somewhat dissatisfied
- 1% very dissatisfied

89% of respondents are satisfied with their current home.

**Public safety in the Inner Sunset**

- 40% very satisfied
- 47% somewhat satisfied
- 7% neutral
- 5% somewhat dissatisfied
- 1% very dissatisfied

87% of respondents are satisfied with public safety

**More Research**

The neighborhood may want to learn more about why 47% of residents only feel somewhat satisfied with public safety and 6% are dissatisfied.
## Neighborhood Satisfaction

*How satisfied are you with each of the following?*

Overall, neighborhood amenities and retail options are rated positively by residents. Throughout the survey, respondents express strong support for local businesses.

### Daily shopping needs (groceries, etc.) in the Inner Sunset
- **32%** very satisfied
- **47%** somewhat satisfied
- **9%** neutral
- **11%** somewhat dissatisfied
- **1%** very dissatisfied

Shopping patterns are further studied on page 28.

### Other shopping (clothing, gifts, etc.) in the Inner Sunset
- **61%** are satisfied with other shopping options, but only **17%** are very satisfied indicating a possible underserved need.

### Restaurants and cafes
- **54%** very satisfied
- **36%** somewhat satisfied
- **5%** neutral
- **2%** somewhat dissatisfied
- **2%** very dissatisfied

### Entertainment options/social events
- **42%** are satisfied
- **33%** somewhat satisfied
- **12%** neutral
- **5%** somewhat dissatisfied
- **5%** very dissatisfied

### Activities for children
- **21%** very satisfied
- **30%** somewhat satisfied
- **36%** neutral
- **11%** somewhat dissatisfied
- **11%** very dissatisfied

Of respondents with children*, **51%** are satisfied with the activities for children.

*27% of respondents have children under 18 in the household
Neighborhood Character

How would you describe the Inner Sunset? (circle all that apply)

A list of 43 adjectives generated with community input was provided to respondents. The size of text in the word cloud below corresponds to the number of respondents that circled that adjective. The top ten adjectives describe the neighborhood character, while the bottom ten adjectives describe what the neighborhood is not. Some opposite pairings reinforce themes like the Inner Sunset is unpretentious and laid-back and is not pretentious or fancy.

**Top 10 most selected words:**
- Foggy (79%)
- Convenient (78%)
- Comfortable (69%)
- Transit-friendly (62%)
- Safe (56%)
- Family-friendly (54%)
- Unpretentious (43%)
- Ethnically diverse (42%)
- Laid-back (39%)
- Busting (28%)

**Bottom 10 least selected words:**
- Barren (0)
- Pretentious (2)
- Fancy (2)
- Lonely (3)
- Unsafe (4)
- Old-world (6)
- Drab (7)
- Boring (7)
- Funky (8)
- Bleak (8)

**Write-Ins** 13 respondents added their own adjectives:
- dirty (4 respondents)
- leafy
- hilly
- cold
- busy
crowded
gateway to the park
undiscovered
- overlooked
- hidden secret
- lots of potential
- in-transition
settled
consistent
homeless problem
too many homeless
- not ethnically diverse
Chinese
White
gastronomical
good music
small business unfriendly
Neighborhood Stability

In the next 5 years, how likely are you to move?

The Inner Sunset is a very stable neighborhood with two-thirds of its residents unlikely to move within the next 5 years. Further evidence of the stability and desirability of the neighborhood, the top reason residents would move is to purchase a new home and those people ideally would like to purchase a home in the Inner Sunset. Respondents that would move to find more affordable rental housing would look elsewhere in the city or Bay Area.

63% are unlikely to move

34% Not likely at all
29% Not very likely
15% maybe
12% Somewhat likely
10% Very likely

37% might move

Why respondents would move:
1 Purchase a home
2 The weather
3 Find more affordable rental housing
4 Move to a less busy place
5 Move closer to employment
6 Gain better access to schools
7 Graduate from university

* Top write-in reasons:
New job (4)
Bigger house (4)
Forced to move by landlord (2)
Aging (2)
Experience other places (2)

Where respondents would move:
1 Another home in the Inner Sunset
2 A suburb near a big city
3 Another San Francisco neighborhood
4 Another big city
5 Another Bay Area city
6 A small town or rural area

1 Another San Francisco neighborhood
2 Another Bay Area city
3 Another big city
4 Another home in the Inner Sunset
5 A suburb near a big city
6 A small town or rural area
Length of Residency
Survey respondents compared to census data

There is evidence of high neighborhood stability when comparing the Inner Sunset census data to San Francisco as a whole—the Inner Sunset has a higher percentage of residents who moved to the neighborhood 5 or more years ago. The Inner Sunset Neighborhood Survey slightly over-represents long-term residents and recent residents while it under-represents residents in the midrange.
Neighborhood Improvements

The top 3 things I would like to see improved in the neighborhood are: (select top 3)

This question provides a ranking of desired improvements, however no one improvement received a majority of the respondents’ support. For example, only 43% of respondents selected the top ranked improvement, which also means 57% did not select this improvement. Generally, more respondents prioritized protecting what is existing over making improvements or creating new or more amenities.

- Protect existing local businesses: 81%
- Parking: 79%
- Protect existing affordable housing: 71%
- More restaurants, cafes, retail: 52%
- Sidewalks and pedestrian safety: 45%
- Public transportation: 36%
- More community spaces: 31%
- Other: 30%
- Build more affordable housing: 26%
- Bicycle amenities and safety: 26%
- Build more housing for all incomes: 20%
- More amenities for children: 15%
- Better schools: 15%
- Improve parks: 13%

For many Inner Sunset residents, neighborhood improvement priorities are to protect what’s existing, like local businesses and housing.

More Research
Many residents prioritized parking as a neighborhood improvement, but this survey does not study what the parking needs are. Questions for further exploration: Do residents want to see parking improved in the commercial district? Or at their residence? Is parking a problem for residents’ vehicles or visitors?
Commercial District Improvements

What improvements would you like to see in the Inner Sunset commercial district? (select top 3)

While there are functional and aesthetic aspects to all of the improvements listed, a common theme among the top four answer choices—trees, cleaner sidewalks, undergrounding utility wires and public art—is the aesthetic value they offer. The bottom four answer choices—bike parking, wider sidewalks, stormwater management and signage—are primarily functional before aesthetic. More research could explore if residents prioritized improvements for their aesthetic value.

- Trees: 73 respondents (118 total)
- Cleaner sidewalks and streets: 71 respondents (112 total)
- Undergrounding utility wires: 56 respondents (89 total)
- Public art: 64 respondents
- More low planting: 61 respondents
- More seating: 50 respondents
- More lighting: 45 respondents
- Other: 28 respondents (26 total selected 3 reasons)
- Bike parking: 33 respondents
- Wider sidewalks: 37 respondents
- Stormwater management: 21 respondents
- More signage and wayfinding: 10 respondents

See appendix for write-in responses.
Transportation

How often do you do each of the following?

Transportation usage highlights the walkability of the neighborhood with 50% walking on a daily basis (or 84% on a weekly basis). Personal vehicle usage is also high with 81% using a personal vehicle on a weekly basis.

84% walk several blocks or more
81% use a personal vehicle
45% use public transit
18% ride a bicycle
7% Taxi, Lyft, Uber or Sidecar
6% Company shuttle (incl. UCSF shuttle)
0.5% Rented car or carshare

Carshare, taxi and other ride services are designed to augment other modes of transportation. To assess usage, it’s instructive to look at the combined daily, weekly, monthly and annual usage:
- 19% - for rented car/carshare
- 61% - for taxi and other ride services
Commute Patterns and Car Ownership

Survey data compared to census data

The Inner Sunset Survey did not collect commute data, but instead asked workers and non-workers alike to indicate their transportation modes for all transportation needs (facing page). For commute patterns, the census data is presented below where we see 37% of residents drive alone to work and about a third use public transit. Car ownership is higher in the Inner Sunset than in the city as a whole.

**Commute to Work**

<table>
<thead>
<tr>
<th>Inner Sunset Neighborhood Survey</th>
<th>Inner Sunset (Census Data)</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commute mode not studied, see facing page for all transportation usage</td>
<td>Inner Sunset (Census Data)</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Inner Sunset (Census Data)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6% other</td>
<td>37% drove alone</td>
</tr>
<tr>
<td></td>
<td>7% worked at home</td>
<td>33% public transit</td>
</tr>
<tr>
<td></td>
<td>9% carpool</td>
<td>37% drove alone</td>
</tr>
<tr>
<td></td>
<td>9% walk</td>
<td>32% public transit</td>
</tr>
<tr>
<td>San Francisco</td>
<td>7% other</td>
<td>37% drove alone</td>
</tr>
<tr>
<td></td>
<td>9% worked at home</td>
<td>32% public transit</td>
</tr>
<tr>
<td></td>
<td>9% carpool</td>
<td>37% drove alone</td>
</tr>
<tr>
<td></td>
<td>10% walk</td>
<td>32% public transit</td>
</tr>
</tbody>
</table>

**Average Cars Per Household**

<table>
<thead>
<tr>
<th>Inner Sunset Neighborhood Survey</th>
<th>Inner Sunset (Census Data)</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inner Sunset (Census Data)</td>
<td>1.5</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td>48% 1 car/HH</td>
<td>51% 1 car/HH</td>
</tr>
<tr>
<td></td>
<td>45% 2+ cars/HH</td>
<td>30% 2+ cars/HH</td>
</tr>
</tbody>
</table>

**Cars Per Household (HH)**

<table>
<thead>
<tr>
<th>Inner Sunset Neighborhood Survey</th>
<th>Inner Sunset (Census Data)</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inner Sunset (Census Data)</td>
<td>6% no cars</td>
<td>30% no cars</td>
</tr>
<tr>
<td></td>
<td>51% 1 car/HH</td>
<td>41% 1 car/HH</td>
</tr>
<tr>
<td></td>
<td>30% 2+ cars/HH</td>
<td>28% 2+ cars/HH</td>
</tr>
</tbody>
</table>

**More Research**

The Inner Sunset survey does not proportionally represent car ownership as it actually exists in the neighborhood per the census. The survey underrepresents the opinions of non-car owners. Future outreach should seek to understand the opinions of non-car owners who likely rely on alternative modes of transportation more and parking availability less.
Car Usage and Parking
How much do you agree or disagree with the following statements?

The majority of respondents believe we should reduce our car usage, however a majority also feels car usage is a necessity for their household. This indicates there may be support for policy and proposals that support alternative modes of transportation.

**I believe we should use cars less**
- 2% strongly disagree
- 7% disagree
- 28% neutral
- 40% agree
- 23% strongly agree
- 63%

Most respondents believe we should use cars less...

**Having a car is a necessity for my household**
- 3% strongly disagree
- 5% disagree
- 7% neutral
- 39% agree
- 46% strongly agree
- 85%

...but most respondents need a car

**Preserving on-street parking is important to me**
- 5% strongly disagree
- 7% disagree
- 14% neutral
- 37% agree
- 37% strongly agree

**More Research** Seventy-four percent of respondents say that preserving existing parking is important. Sometimes trade-offs are made in the public streets between space used for parking and space used for vehicle, pedestrian, bike and transit movement or even public space for sitting or socializing. When considering residents’ desire to preserve parking, it will be helpful to understand where parking is most valued: Do residents use on-street parking for their personal vehicles at home? Or to run errands in the commercial district? Is on-street parking valued as a means to support local businesses? If so, it would be helpful to understand if people would still visit the commercial district by other transportation modes if parking is difficult.

**Parking in the Inner Sunset commercial district**
- 28% are satisfied
- 24% somewhat satisfied
- 33% neutral
- 39% are dissatisfied
- 4% very satisfied
- 10% very dissatisfied
Walking, Public Transit and Biking

How satisfied are you with the following?

People are generally satisfied with walking and public transit while satisfaction is much lower for biking.

More Research
The biking satisfaction charts highlight the opinions of frequent* and occasional bikers.** Most infrequent or non-bikers selected “neutral” for these questions. Additional research could assess the opinions of non-bikers to find out whether they are interested in biking but something prevents them from doing so or if biking is not of interest or not a viable option for their lifestyle.
Local Business

How often does your household purchase daily living essentials like groceries in the Inner Sunset compared to in other neighborhoods?

Many respondents purchase most of their daily essentials in the Inner Sunset. This type of support for local business matches the desire to protect existing local businesses. Recall from the neighborhood improvement priorities (see page 22), the top neighborhood improvement was to protect existing local businesses (selected by 43% of respondents).

<table>
<thead>
<tr>
<th>Other neighborhoods</th>
<th>Inner Sunset</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>All or almost all in other neighborhoods</td>
<td>Mostly in other neighborhoods, but some in the Inner Sunset</td>
</tr>
</tbody>
</table>

1/3 of residents do all or most of their essential shopping close to home

More Research:
Why do these residents shop all or mostly outside of the neighborhood? Is it selection? Prices? Convenience?

Neighborhood Improvements

The top 3 things I would like to see improved in the neighborhood are: (select top 3)

This question provides a ranking of desired improvements, however no one improvement received a majority of the respondents’ support. For example, only 43% of respondents selected the top ranked improvement, which also means 57% did not select this improvement. Generally, more respondents prioritized protecting what is existing over making improvements or creating new or more amenities.

<table>
<thead>
<tr>
<th>Protect existing local businesses</th>
<th>Parking</th>
<th>Protect existing affordable housing</th>
<th>Restaurants, cafes, retail</th>
<th>Public transportation</th>
<th>Sidewalks and pedestrian safety</th>
<th>Bicycle amenities and safety</th>
<th>Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>40%</td>
<td>10%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>81%</td>
<td>79%</td>
<td>71%</td>
<td>52%</td>
<td>10%</td>
<td>81%</td>
<td>89%</td>
<td>81%</td>
</tr>
<tr>
<td>14%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>95%</td>
<td>10%</td>
<td>89%</td>
<td>81%</td>
</tr>
</tbody>
</table>

For many Inner Sunset residents, neighborhood improvement priorities are to protect what’s local.

The top neighborhood improvement respondents selected was to protect local businesses. **29%** of respondents both prioritized protecting existing local businesses and also shop for their daily living essentials in the Inner Sunset all, mostly or equally with other neighborhoods.
Parks and Public Space

Which recreation/park/community spaces do you visit often (more than once a month)? (check all that apply) (Question 15)

Golden Gate Park is a well-loved and well-used asset of the neighborhood. In addition to its high usage, 39% say it was one of the top 3 reasons for moving to the neighborhood (page 14) and 18% listed it as one of their favorite things about the neighborhood (page 36). The weekly farmer’s market draws 50% of respondents on at least a monthly basis, Ocean Beach draws 37%, and the parklet on 9th Ave draws 25%.

<table>
<thead>
<tr>
<th>Recreation/Space</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Gate Park</td>
<td>204</td>
</tr>
<tr>
<td>Inner Sunset Farmer’s Market</td>
<td>110</td>
</tr>
<tr>
<td>Ocean Beach</td>
<td>82</td>
</tr>
<tr>
<td>9th Ave Parklet at Arizmendi</td>
<td>55</td>
</tr>
<tr>
<td>Hidden Garden Steps</td>
<td>41</td>
</tr>
<tr>
<td>Kezar Stadium</td>
<td>28</td>
</tr>
<tr>
<td>Grand View Park</td>
<td>25</td>
</tr>
<tr>
<td>Kezar Triangle</td>
<td>25</td>
</tr>
<tr>
<td>Community Garden</td>
<td>15</td>
</tr>
<tr>
<td>Mount Sutro Open Space Reserve</td>
<td>15</td>
</tr>
<tr>
<td>JP Murphy Playground</td>
<td>14</td>
</tr>
<tr>
<td>None</td>
<td>10</td>
</tr>
<tr>
<td>Sunset Heights Park</td>
<td>8</td>
</tr>
<tr>
<td>Grattan Playground</td>
<td></td>
</tr>
</tbody>
</table>

50% of respondents visit the Inner Sunset Farmer’s Market more than once a month

92% of respondents visit Golden Gate Park more than once a month
Parks and Public Space

How do you use the parks? (check all that apply)

Parks are most commonly used for active recreation (exercise/sports), but they also provide important passive recreation opportunities (sitting/meditating/relaxing) for 40% of respondents. Parks are also highly valued as a way to experience nature.

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise/sports</td>
<td>153</td>
</tr>
<tr>
<td>Experiencing nature</td>
<td>133</td>
</tr>
<tr>
<td>Sitting/meditating/relaxing</td>
<td>89</td>
</tr>
<tr>
<td>Take children to play</td>
<td>59</td>
</tr>
<tr>
<td>Host or attend events</td>
<td>49</td>
</tr>
<tr>
<td>To be around other people (socializing or not)</td>
<td>45</td>
</tr>
<tr>
<td>Dog walking</td>
<td>42</td>
</tr>
<tr>
<td>I don’t use the parks very much, but I like having them in the neighborhood</td>
<td>29</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
</tr>
</tbody>
</table>

Top write-in reason: Visit attractions like de Young, California Academy of Sciences, Botanical Garden, etc. (14 respondents)

How satisfied are you with each of the following?

- **Amount of recreation/park/community space accessible to the neighborhood**
  - 85% are very satisfied
  - 24% are somewhat satisfied
  - 9% are neutral
  - 4% are somewhat dissatisfied
  - 2% are very dissatisfied

- **The quality of recreation/park/community space**
  - 86% are very satisfied
  - 26% are somewhat satisfied
  - 8% are neutral
  - 4% are somewhat dissatisfied
  - 2% are very dissatisfied
Housing Development

How much do you agree or disagree with the following statements?

Attitudes about building more housing are mixed. Over half support building more housing in San Francisco while 25% do not. Support for new housing drops to only 30% when proposed in the Inner Sunset. If new buildings are built in the Inner Sunset, respondents would like to see the existing height and scale maintained.

More housing should be built in San Francisco.

- 10% strongly disagree
- 15% disagree
- 21% neutral
- 35% agree
- 19% strongly agree

25% do not support building more housing in SF

54% support building more housing in SF

More housing should be built in the Inner Sunset.

- 13% strongly disagree
- 28% disagree
- 29% neutral
- 20% agree
- 10% strongly agree

41%

30%

Opinions are mixed, but the largest proportion of respondents do not support building more housing in the Inner Sunset.

Preserving the existing height and scale of buildings in the Inner Sunset is important to me.

- 6% strongly disagree
- 7% disagree
- 18% neutral
- 32% agree
- 37% strongly agree

69% value preserving the existing height and scale

I support building taller than 4 stories in the Inner Sunset commercial district.

- 40% strongly disagree
- 26% disagree
- 14% neutral
- 13% agree
- 7% strongly agree

66% oppose building taller

If new buildings are built, residents would like to see the existing height and scale maintained.
Housing and Economic Diversity

How much do you agree or disagree with the following statements?

Inner Sunset residents value the economic diversity of their neighborhood. The 59% of respondents who believe people are moving out of the neighborhood for financial reasons may be an indicator that the Inner Sunset is losing economic diversity. When looking at who is at risk of having to leave the neighborhood, over half of the renters worry about the stability of their living situation.

The Inner Sunset is an economically diverse neighborhood.

- 1% strongly disagree
- 8% disagree
- 25% neutral
- 53% agree
- 13% strongly agree

66% perceive the neighborhood to be economically diverse

People are having to move out of this neighborhood due to rising costs.

- 2% strongly disagree
- 5% disagree
- 33% neutral
- 39% agree
- 20% strongly agree

59% believe people are leaving the neighborhood for cost reasons

I worry about the stability of my own living arrangement.

Renters

- 5% strongly disagree
- 17% disagree
- 23% neutral
- 33% agree
- 23% strongly agree

56% of the renters worry about housing stability

Economic diversity in the Inner Sunset is important to me.

- 1% strongly disagree
- 4% disagree
- 27% neutral
- 53% agree
- 15% strongly agree

68% value economic diversity

People are having to move out of this neighborhood due to rising costs.

Owners

- 70% strongly disagree
- 30% neutral
- 0% agree
- 0% strongly agree

100% of owners feel stable in their living arrangement.
Housing and Economic Diversity

How much do you agree or disagree with the following statements?

Opinions about protecting existing and creating new affordable housing are mixed. Over half of respondents support protecting renters, but there is less support for creating new affordable housing. The mixed opinions indicate a need for more research. Defining affordable housing parameters may elicit more clear opinions—or residents may be conflicted about these complex issues as suggested by the high amount of neutral responses.

Protecting renters from no-fault evictions (e.g. evicting renters to turn units into condos) is important to me.

- 12% strongly disagree
- 9% disagree
- 24% neutral
- 30% agree
- 25% strongly agree

55% of respondents feel that renter protections are important.

I would be more likely to support new development if it meant more affordable housing.

- 12% strongly disagree
- 13% disagree
- 30% neutral
- 35% agree
- 10% strongly agree

25% 30% 45%

Responses are mixed, but slightly favor supporting new development of affordable housing.

The recent economic growth in the tech sector has had a positive impact on San Francisco.

- 7% strongly disagree
- 19% disagree
- 32% neutral
- 32% agree
- 10% strongly agree

26% 32% 42%

Mixed responses with a slight preference toward positive feelings.

The recent economic growth in the tech sector has had a positive impact on the Inner Sunset.

- 6% strongly disagree
- 19% disagree
- 47% neutral
- 22% agree
- 6% strongly agree

25% 47% 28%

Responses are equally negative and positive with the majority feeling neutral.

More Research: This question was designed to take a general pulse on attitudes toward affordable housing. The survey does not study factors like how much affordable housing or affordability definitions (e.g. affordable to whom?)
Sense of Community

How much do you agree or disagree with the following statements?

Nearly everyone feels at home in the neighborhood and many people know their neighbors. The low participation in community meetings is important to consider when planning effective public outreach.

I feel at home in my neighborhood.

- 95% feel at home in the Inner Sunset.
- 0% strongly disagree
- 1% disagree
- 4% neutral
- 45% agree
- 50% strongly agree

I know my neighbors.

- 74% know their neighbors.
- 1% strongly disagree
- 9% disagree
- 16% neutral
- 59% agree
- 15% strongly agree

I attend community meetings often.

- 8% attend often.
- 32% strongly disagree
- 33% disagree
- 2% neutral
- 7% agree
- 7% strongly agree

It’s important to me to know people in my neighborhood.

- 81% feel it’s important to know neighbors.
- 0% strongly disagree
- 2% disagree
- 17% neutral
- 59% agree
- 22% strongly agree

If there were a community center, I would use it.

- 44% would use a community center.
- 5% strongly disagree
- 16% disagree
- 35% neutral
- 36% agree
- 8% strongly agree
Favorite Inner Sunset Qualities
What is your favorite quality about the Inner Sunset?

- The neighborhood “feel”
- Friendly for urban neighborhood
- Cultural diversity
- Convenience
- It is quiet, close to everything I need - work, shopping, friends
- Family friendly, economically diverse neighborhood, quiet (at night) and low key
- Being close to Golden Gate Park
- The small town feel, proximity to Golden Gate Park, being away from the busier parts of the city
- Friendly
- Still residential for the most part, but at the same time there are some businesses (Taravel, Noreiga and Irving)
- Accessible shopping and Golden Gate Park and down to earth ambiance
- Provincial
- Friendly and safe
- Shopping, public transit
- Diverse, unpretentious
- Relatively calm and quiet, yet able to reach everywhere in the city fairly easily.
- Family friendly, great schools, restaurants, public transit

- Walk to most conveniences including the park
- Convenience of food (restaurants, grocery store), dry cleaning, library, household product stores, etc. - meets everyday needs without having to drive
- Close to many things I like and use - UCSF, Beach, Golden Gate Park, Arboretum, transportation, library
- It’s down to earth feel
- Proximity to Golden Gate Park and transit
- Everything available for daily living from A-Z. Easy access to public transportation. Love being close to De Young Museum.
- Good food and transportation options
- I believe it is a caring neighborhood
- Safe, friendly
- It’s my home.
- Diverse community
Favorite Inner Sunset Qualities

- N Judah
- Comfortable
- Balance of park, restaurant, transportation, UCSF, people
- We have a small village feeling but are still part of a diverse large city
- Authentic neighborhood atmosphere (no big box stores)
- Public transit
- Local diverse restaurants
- Ethnic food
- Golden Gate Park, family friendly
- People leave you alone, but are aware of what goes on and are decent
- Has a “downtown”, close to Golden Gate Park, museum, academy
- Living in this area is convenient. Most of my destinations are not too far away.
- Walkable
- Livability and lack of pretension
- Laid back but active and urban, quiet but plenty to do and within walking distance to bars/restaurants and green spaces
- I love walking my kids to school; walking to shopping and restaurants and having the N and buses nearby, I love having a house and yard in the city.
- Convenience
- Balanced access - cars, pedestrian, bike, public
- Variety of groceries stores and delicatessens
- Food and public transit
- Easy access (transit/walking) to lots of different shops and restaurants
- Suburbia of SF
- Convenient restaurants
- Parks, ethnically diverse
- Public transit
- Feels like a neighborhood, not big city district
- Quiet, peaceful
- Proximity Golden Gate Park
- Comfortable (not trendy or full of hipsters-yet!)
- Safe, convenient
- Variety of shops, people, income earners
- Close to Golden Gate Park and ocean
- Walkable streets - urban/neighborhood feel
- Family friendly
- Low key, but still lots to do
- Scale is human, just right for walking
- I love that it is a little slower than the rest of SF and the N-Judah is so close, along with close shopping and Golden Gate Park
- Restaurants, cafes
- Quiet and friendly people
- Proximity to park and young families
- Convenience of location (proximity to amenities, access to freeways, etc.)
- Easy access to muni, park, walk to everything
- Local neighborhood stores, Golden Gate Park
- Not too big or congested, lots of stuff within walking distance, Golden Gate Park
- Neighborhood feel, amount of businesses
- The safe and home-y feeling I have when walking around the neighborhood (more locals and less tourist).
- I know my neighbors
- The great selection of restaurants, it is vibrant, close to the park, and now it has a great bookstore!
- Diverse restaurants, diverse residents
- Community feel - people care about others
- Cozy
- The fact that it’s quieter/more neighborhood-y than other areas of SF but still within easy reach of downtown/parks/restaurants/beach!
- Safety
- Walkability, Golden Gate Park for my kids, restaurants, our street and neighbors, our house
- Hidden garden steps
- Parks, beach, shopping, restaurants
- Views and quietness
- Feels like a neighborhood with diversity restaurants and shops
- The foot traffic, the ability to walk to commerce and to Golden Gate Park. And people keep up their property, buildings in general are not run down.
Favorite Inner Sunset Qualities

- Long term neighbors, proximity to Golden Gate Park, variety of shops close by
- People
- Walking, park
- Not high walking traffic, not trendy yet
- Close to Golden Gate Park
- Open feeling in back of homes, space.
-Feels middle class
- Near park, knowing my neighbors, banks close by, post office, all things I need in Walking distance
- Transportation
- Combination of urban living and quality neighborhood experience
- Proximity to Golden Gate Park
- Proximity to beach, downtown, Golden Gate Park but still far enough away not to have pee on the sidewalks
- Convenience to walking for groceries, restaurants, etc.
- Stores
- Walkability
- More affordable than the rest of SF (you get more for your money); close to the park and good restaurants; a lot more families out and about, good schools
- Diversity
- Quiet, clean, close to other parts of the city
- Our house - remodeled and improved to our taste over 33 years
- Many shops, cafes, etc. I can walk to
- Parks and outdoor space
- Close to park, family-friendly
- Convenient
- It's relaxed
- Nice mix of homes and retail/restaurants and parks and public transportation
- Walkability to a variety of activities, shops, food, drink
- Local neighborhood character, has all the restaurants a person wants, easy to walk to, very safe
- Not pretentious
- Golden Gate Park
- Overall great diversity of entertainment and shopping
- Location
- Family-friendly but still urban
- Walkability
- Everything we need is here
- The overall stability of the neighborhood
- I feel like I live in a suburban neighborhood, we have a garage and backyard, but we still in a big city like SF and are close to all the other neighborhood
- Amazing local businesses (shops, restaurants), Golden Gate Park, public transit (N-Judah)
- Access to cultural/nature Golden Gate Park while maintaining a small-scale yet sophisticated business district
- Cute diverse shops and restaurants around 9th and Irving
- Neighborhood feel
- Proximity to park
- Convenience to things around me
- I am able to walk to restaurants and businesses
- Quiet
- Easy to get around, lots of restaurants and bars
- The quiet
- It's the hood
- The sea air
- Small town feel, good public transit, diverse dining experience
- Compact, walkable, friendly, not completely gentrified
- Affordability
- Proximity to parks and greenery
- It is as close to my ideal neighborhood as can be found in the US
- Lots of amenities: food, shops, parks
- The park
- Access to shops and parks, public library
- Small neighborhood feeling in a big city
- Charming, comfortable neighborhood, affordable and close to the park, still a community w/o a dominant identity (i.e. The Mission, Russian Hill), family friendly
- The fog, access to parks
Favorite Inner Sunset Qualities

- Close to everything literally except getting across town on weekends
- Being able to walk everywhere
- Diversity but becoming concerned that Asians will buy out the area
- Diverse
- Feels more friendly/family-friendly than other neighborhoods but still has great restaurants/bars/cafes
- Friendly
- It is a quaint, peaceful neighborhood with old businesses and a family/community oriented feel
- Suburban feel with urban amenities (walkable, diverse, transit options)
- Small town amiable atmosphere, caring neighbors who all know each other
- Homey feel - calm and residential yet thriving neighborhood life and restaurants
- Proximity to Golden Gate Park
- Size - small enough to feel like a community, but nestled in a big city
- The safety and familiarity that comes with having lived in the neighborhood a long time; convenience and proximity to stores, hospital and job; public transportation if I need it (but the Muni riding experience is always horrible); knowing and appreciating my long-term neighbors and the merchants.
- Sense of community, neighborhood feel
- Weather and location
- Compact walkable easy
- Local businesses
- Close proximity to Golden Gate Park
- It’s home; shopping and restaurants
- Quiet, proximity to stores, post office, etc.
- Fog, ocean air, small town feel
- Recreation - Golden Gate Park, Ocean Beach
- All the restaurants
- Quiet, safe, good transportation (public)
- Friendly and safe
- Central access to everything (parks, ocean, downtown, Le Video, Amoeba, Haight, etc.)
- Amenities
- Laid-back environment
- Near the park and beach
- Pretty chill
- Location
- Convenient
- Proximity to shops, neighborhood feel, transit
- Neighborhood feeling
- The community spirit of the last 5 or so years; Farmers Market, parklet, street fair
- Convenience
- Laid back almost suburban atmosphere but with city amenities
- It has what I need. I’m 1/2 block from the N Judah and 2-1/2 blocks from Andronico’s grocery store.
- Accessibility to park/transportation i.e. Convenience
- I love that I can walk around the corner to buy a quart of milk and that the neighborhood is very friendly. The addition of Sunday’s FM has been terrific.
- Convenient/walking access to restaurants and other businesses (park, post-office, grocery store, etc.
- Shopping, bus service
- Restaurants, park, walkability
- More stable families
- Many diversified restaurants
- Near to the park and public transportation. Walking distance to shops and restaurants. Central to other city locations and main veins through city
- Interesting things to do (stores, restaurants, parks) all in walking distance, low-key people and bars
- Affordability
- Public transportation and shops/eateries
- Affordability, quiet, green spaces
- Golden Gate Park
Least Favorite Inner Sunset Qualities

What is your least favorite quality about the Inner Sunset?

- The lack of support for homeless in neighborhood
- Fog and unaesthetic appearance (dreary buildings not maintained, dirt blown all over sidewalks, etc.)
- The CONSTANT charging of parking and street narrowing for “pedestrian safety” or “traffic calming.” It is absurd. Enforce the laws for bicycles, etc. Cops admit well over 60% of pedestrian injury is due to age or drunkenness.
- How expensive it is to rent and buy here
- Fog!
- Detest having fees to the Arboretum. Should be free to all.
- Need more diversity in shopping and restaurants - love my Asian food and stores, but wish there were more options
- Parking is difficult for friends visiting
- Yuppies taking over. Longtime businesses closing. La Boulange Mega café moving.
- Expensive housing
- Dirty sidewalks, recycling diggers
- Increasing parking problems
- Restaurant crowds blocking the sidewalks - rude!
- Lack of street parking
- Traffic and homeless people
- Trash on the ground
- Fog
- People going through my garbage; difficult in finding parking; People turning their garage into housing units; Cars using 18th Ave when heavy traffic; Weekend traffic horrid.
- Difficult parking, uncertainty in whether the neighborhood will retain its character in the future
- Too crowded, busy
- Too many overhead wiring
- Parking difficulty
- Crazy homeless people yelling at people
- Rising rents
- Fog
- Absence of 1st rate restaurants
- Not easily accessible to corner stores like 7-11
Least Favorite Inner Sunset Qualities

- Weather
- Boring
- None
- 1) Loud because I live on Lincoln Way, 2) homeless
- High rents in SF basically mean I can never afford to move out of my rent-controlled cottage.
- Fog
- Parking
- Crazy drivers
- Concrete, grey, overhead wires
- The type of people that are moving into the neighborhood in the past few years.
- Cement jungle, homeless yelling, fog
- Homeless
- It is becoming less affordable and the new money is very homogenous
- Fog; I see it becoming more popular rapidly
- The weather - too cold and foggy. I wish the streets were cleaner.
- Weather
- Fog and weather
- Bicycle lanes decreasing car lanes thus increasing traffic congestion. Too many homeless, crime increase. Unwanted halfway housing, dirty sidewalks due to homeless transients.
- Foggy, cold
- Street noise
- Center of street planting and curving car and bike lanes that I don’t feel make it any safer.
- Hard to find car parking spaces
- Filthy
- Fog
- The lack of parking
- Condos, development
- The fog.
- Unsafe for pedestrians!
- Too noisy and too busy on 19th Ave
- Roads are so wide they are unsafe for people, bikes and drivers
- Concrete jungle
- Some of the new businesses are “chain-like”
- Homeless and run always living in Golden Gate Park; other drug usage in Golden Gate Park and on Haight Street
- Lack of bars w food, grocery options that are affordable/quality
- Too many homeless increasingly, city wide but in the IS too
- There is a lot of speeding going up/down Funston Ave!! It would be nice to have a speed bump halfway up between Judah and Kirkham and one between Irving/Judah… lots of kids/pedestrians to watch out for (school there and Andronico’s, N-Judah, etc.)
- Panhandlers
- Crime and more traffic
- Lack of street parking
- The fog, but when it’s sunny I love it!
- Safety - although a relatively safe neighborhood we do experience quite a bit of theft and vandalism (garage break-ins, car break-ins, muggings on streets surrounding commercial areas).
- Weather (fog)
- Losing affordable services; more traffic; mom and pops being pushed out for over-priced shops, the vibe is different, not bad not good, just different… I used to walk for hair, dentist, food shop, gym, etc., now I leave the hood for those services.
- Franchise stores, e.g. Starbucks, Jamba Juice, crowded on weekends, tour buses, lack of parking
- Political shrillness, self righteous (on all sides)
- Cost of rent
- I would love to see wider sidewalk since sidewalk are always crowded and more sidewalk seating to help build community
- Bums from the park hanging out
- Parking and the rude visitors that come when there are special events in the park
- :) ”
- The fog.
- Traffic congestion and parking
- No surprise here, I feel it is dirty. I’d like to see more trees, nicer kept stores and buildings and no graffiti on walls or sidewalks.
Least Favorite Inner Sunset Qualities

- Some derelict houses
- Parking
- Too much traffic
- Public transport is not streamlined well so it dominates the streets
- Rising rents; homelessness is apparent (however the falling rents of a depressed economy is no picnic either)
- Noise on weekend nights
- Double parking at St. Anne’s on school days
- No trees, power lines
- Would like it to feel more community oriented - not sure how to do this
- Weather
- Parking around UCSF and people keep chopping down trees!
- Concrete (lack of street trees and plants)
- Fog
- Too many cars and people
- That it is not being used better with more housing on the corridor - one-story buildings on a Muni line make no sense.
- Homeless issue
- Expensive, White/Chinese and conservative
- Lack of pride in building owners who rent and don’t maintain buildings here
- Parking
- UCSF traffic
- The weather; the rising rent/cost housing
- Parking, dirty streets, drivers driving too fast
- Parking
- Fog in July and August
- Yeah, ok, fog in the summer
- Parking is becoming more of a problem
- Pedestrian safety
- Homeless, traffic
- Run down
- It’s relaxed
- The fog, traffic on 7th is dangerous for pedestrians
- Parking/traffic 9th/Irving
- Lack of street parking, noise, congestion
- Parking
- Quality of local businesses lags behind other neighborhoods (Richmond, Divisadero, NoPa, Mission, Dog Patch)
- The more “comfortable”/divvy places are being replaced by upscale places too often
- Roads though they are being fixed
- Fog
- Wish more diverse commerce
- Chronic homelessness
- In law units and extra cars parked on properties
- The fog and cooler temps, compared to other parts of the city
- The fog
- N Judah capacity
- How busy and dirty 19th Ave is
- Not enough outdoor public spaces to socialize (like 9th Ave parklet)
- Homeless people concentrated in this area
- Noise due to Muni (newer train is too heavy) would rather have bus which is quiet and less noise
- Fog
- Not enough commercially zoned streets
- Parking is a drag
- Littering, 17 cigarette butts on the sidewalk in just the 2/3 of a block from my house down the hill to Judah St, plus 8 junk food wrappers one recent morning
- Panhandling, homeless encampments
- Still too much car traffic, need more density around transit hubs
- Foggy weather, need more restaurants
- Nothing
- Too many cars (including mine), walking and biking are still dangerous from cars. Muni needs work
- Too much concrete - not very homey, more trees and greenery would be nice
- The fog
- Double parking, crowded N-Judah, no welcoming neighborhood bar
- N-Judah noise/vibrations and parking
- Inconvenient in minor ways (no drugstore with late hours like CVS, no basic local groceries, poor quality N service and few bus lines to get across city) but it adds up
Least Favorite Inner Sunset Qualities

- The fog
- No supermarket, affordable
- Homeless/dirty. Not being able to go to other parts of town on weekends because of traffic
- Dirty, ugly
- Crowding - transportation and people
- Panhandling
- The fog :)
- Although there are multiple public transit options, it takes a very long time to get around the city
- Driving and parking frustrations
- Cheap buildings which detract form SF's character; unneeded improvements - lack of trees in the avenues
- Ugly cement houses, electrical wires visible everywhere
- Overhead wires, more concrete than trees/ green, trash
- Cleanliness, up-keep of planters is not good
- Continuing rise in costs to live/shop in neighborhood; allowance of more chain businesses (this used to be a No business chains district) already pushed out / pushing out long-term small businesses; now too many wine bars and restaurants which has led to an increase in trash in the streets and sidewalks, filth and unruly behavior; the wave of benches that have popped up are under utilized and I've seen more homeless people using them.
- Too many homeless people and people smoking outside of The Shamrock
- People don't take care of homes, electrical wires - no undergrounding
- Fog
- Homeless people, dirty streets, especially 9th & Judah - big exchange of transportation area for school kids
- Outside Lands takeover (concert)
- Cleanliness - especially around restaurants
- Businesses and renters being forced to leave due to rising rents
- Can be pricey
- Parking
- Getting too expensive
- Street parking issues
- Density, fog
- Homeless
- Not enough trees
- Limited parking in the commercial district
- Aggressive and speeding drivers on Judah, Lincoln and Kirkham
- Fog, lack of nightlife that I enjoy
- Dirty sidewalks
- Safety is a issue lately
- Only one Muni line
- Fog
- Transient/homeless population
- Congestion
- Weather
- Traffic and no parking and too many people per household
- Trashy streets/sidewalks, bleak appearance
- It is bewildering that in a neighborhood of so many restaurants there are not more truly great Portland-quality ones right here. Outerlands is a start, but it is not in the Inner Sunset. And where's the great pizzeria??
- Non-modifiable: fog; Modifiable: not enough trees
- Dirty sidewalks, homeless
- Concerts in GGP, traffic
- Tree cutting
- Some streets not clean
- Overcrowded commercial areas, trendy restaurants drawing crowds, Outside Lands, unreliable N-Judah
- Bleakness (lack of trees)
- The sidewalks are not clean. It's only moderately safe.
- A bit remote, difficult to commute
- Time it takes to get downtown
Acknowledgments

Thank you to the 250 Inner Sunset residents who participated in the survey for sharing your thoughts, opinions and ideas!

Thank you to the Inner Sunset residents who helped shape the survey project by volunteering your time attending meetings, participating in interviews and reviewing the survey: Dennis Antenore, Gee Kin Chou, Jerry Gerber, Jonathan Hegranes, Lori Liederman, Susan Maerki, Katherine McGee, Al Minvielle, Denis Mosgofian, Naomi Porat, Sean Rea, Larry Rosenfeld, Meg Rosenfeld, Mary Spore, Jack Verdon, Xu Wang, and Kirk Won, with an extra special thanks to Andrea Jadwin for her project management and community organizing support!

All of you helped me turn my capstone project into much more than an academic exercise!

Thank you to the following organizations for helping fund the cost of materials and mailing: Inner Sunset Merchants Association, Inner Sunset Park Neighbors, California Academy of Sciences, and the University of California, San Francisco.

Thank you to the following University of California, Berkeley professors in the Department of City and Regional Planning: Carolina Reid for guidance, project review and encouragement to pursue this community-based project; Paul Waddell for project review and community visioning inspiration; and Peter Bosselmann for instruction in research methods.

Thank you to my friends and family for your support and encouragement! Mom, Dad, Sandra, John and Run Club—your kind words kept me focused. A special thanks to Thelonious Elliott for editing assistance, Jacquelyn London for help with logistics, and Andrew Haskin, my graphics editor-in-chief and all-around great guy!
Appendix: Write-In Comments

Part 1 - General Comments

Transportation and Parking
- We need more efforts to reduce traffic speed on the roads in the neighborhood, e.g. Speed bumps and other “calming” methods - some has been achieved - much more is required
- Reduce auto traffic, more car-free zones
- Although the Inner Sunset is a nice neighborhood, it is extremely unsafe for pedestrians! Motorists are constantly running the stop signs. And driving well over the speed limit.
- Irving St draws the entire surrounding neighborhood. Often these people drive along Irving. It would be nice to have a safe separated bicycle lane.
- The Inner Sunset desperately needs a parking garage, e.g. the lot on 7th between Irving and Judah.
- The City has been systematically reducing the number of parking places by removing one from each corner in favor of bumpy yellow places -- it’s a bad idea.
- Stop taking away parking spots!
- To deal with non-drivers who “home stead” their cars and never drive them and leave them parked on the street, thereby taking away parking spots from those of us who commute by car to work everyday, they should have parking permit stickers for every street in the Inner Sunset. And they should make it expensive! This would force non-drivers to get rid of their unused cars.
- N Judah is too crammed. Need more cars or better sidewalks. Hard to use and predict
- My views are not ordinary: I am 83 years old, presently having to depend on others to drive me anywhere, largely house-bound
- Divert traffic from 7th Ave - split it up
- Parking for residents
- The intersection at 9th & Irving is problematic with (probably necessary) Muni taking priority. I think the traffic lights could be changed to have pedestrians walk e/w when Muni is going south.
- Parking is difficult if you are meeting friends from elsewhere at a neighborhood restaurant
- I thought I would love the N, but it’s surprisingly slow/delayed/crowded
- Lost services, 5 and 10 store, produce market exchanged for boutiques and restaurants, mom and pops gone “sad”
- Other neighborhoods have better restaurants, cafes, clothing stores, shoe stores, etc.
- I have lived in this great neighborhood for 38 years. Raised my children and my husband could walk to work (de Young Museum) The only thing the neighborhood lacks is fine dining. Too many mediocre restaurants and pizzerias.
- Rents are skyrocketing for long time businesses… forcing them to close and more “pretentious” places moving in.
- Entertainment/Social Activities
- Would like volume level of concerts in GGP to be much lower.
- Entertainment: movies, small clubs
- More block parties, opportunities to know our neighborhoods socially

Retail/Shopping
- Re: daily shopping needs: “We need a Rainbow Grocery not a yuppie Whole Foods.” Re: Is the neighborhood getting better or worse: “Too many tech yuppies moving in, jacking up rents.” Comments: “The Yuppies need to move back to Sunnyvale. They are boring please ask them to return to their suburbs.”
- Need better retail - more interesting - fashion and interiors
- Maybe a few too many little ice-cream or juice places - could use a bit more interesting retail

Homelessness
- A problem is the large number of mentally ill homeless people. We need shelters and services for them.
- Improvement needed: fewer aggressive panhandlers, drunken, homeless people. Need city, state and national programs to house, fee and rehab.
- The homeless are invading the Sunset. They are sleeping on sidewalks in broad daylight,
Appendix: Write-In Comments

Part 1 - General Comments

- unable to sympathize with them if they don’t act considerate to locals
- Something should be done to help homeless so they aren’t living in the parks and on our streets
- Homeless population still a concern: we know the regulars but others come around and cause problems.

Cleanliness/Infrastructure

- The inability of the city government to keep SF clean is shocking.
- Cleaner streets
- I love our neighborhood but I do feel that it looks unclean particularly due to graffiti on buildings, billboards and sidewalks. A vigorous clean up effort on that front would be huge for me!
- Power lines

Parks/ Open Space/ Greenery

- Needs more pocket parks in the neighborhood
- More trees in front of houses; people are making the neighborhood more like concrete jungles; don’t take out green and pave over with concrete
- Needs more park in the neighborhood other than Golden Gate Park, it’s getting more and more diverse, could be warmer/sunnier
- Areas for off-leash dogs to play
- I love the GGP. I see continued improvement already.
- Too many people are removing front lawns/vegetation for concrete to park cars – cheapens neighborhood to 3rd world and reduces quality of life here

Housing and Development

- Stop building condos and Starbucks (La Boulange)
- We need a few 8 story + condo buildings and UCSF needs its own employee parking that is free.
- Inner Sunset is an excellent smaller, identifiable SF neighborhood. It has good values, but could accommodate more people in, e.g. 6-flat buildings, maybe more dense housing on transit corridors

Safety

- Have more walking police officers on patrol, less in cars, more “beat cops”
- Feels safe 99% of the time, but knowledge of lots of break ins and occasional encounters with crazy types is always on the back of my mind
- Street safety of one area. We had two car break-ins last week. Need more police patrol in my neighborhood.
- There have been a number of garage and car break-ins over the past 5 years in our neighborhood.

Multiple topics/misc.

- Amazing neighborhood. One of best in the city.
- I love it here but will move because of the traffic and homeless. I don’t want to sit in my living room and hear either. The UCSF ambulances are loud and disruptive.
- My only complaint about the Sunset is the weather – it’s too cold! The neighborhood could be prettier or have nicer parks, but I hope it stays as busy and full of shops and restaurants as it is now, regardless of changes that happen at UCSF.
- I feel like the IS is unique in SF but its hard to quantify - park, UCSF, etc. Hard to see the old time businesses like the 5 & 10 store, Parks Farmers Market, etc. close
- As a follow on to #10: The Inner Sunset Facebook page is useful for communicating with some of those in the community but I would like methods to pay for things, report public utilities/sidewalk repair, and conduct business in my neighborhood. For example, there are apps in Washington DC to report city issues. In addition, it would be great if the farmer’s market and local restaurants and retailers all used something like the Square app or PayPal to allow me to pay for things easily.
### Appendix: Write-In Comments

**Question 5 - Why did you move to the Inner Sunset? (Other/write-in responses)**

<table>
<thead>
<tr>
<th>Partner/ Family/ Friends</th>
<th>Parking</th>
<th>Other topics/misc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moved to where fiancé was living</td>
<td>Parking spot</td>
<td>I feel like I’m near Chinatown #2</td>
</tr>
<tr>
<td>Moved in with girlfriend</td>
<td>Ease of parking</td>
<td>Only open apartment during dot com boom</td>
</tr>
<tr>
<td>Married into it</td>
<td></td>
<td>Neighborhood with many families with young children</td>
</tr>
<tr>
<td>Marriage</td>
<td></td>
<td>Weather: cool summers</td>
</tr>
<tr>
<td>Friends lived here</td>
<td></td>
<td>View</td>
</tr>
<tr>
<td>Friend got a us a room</td>
<td></td>
<td>The weather</td>
</tr>
<tr>
<td>Moved to SF from Cleveland. My friends lived in IS and found apt for me</td>
<td></td>
<td>This block is unique and stable but diverse</td>
</tr>
<tr>
<td>Owner/landlord is a friend</td>
<td></td>
<td>Wife liked house</td>
</tr>
<tr>
<td>In laws were selling 2-unit, we bought in with sister TIC</td>
<td></td>
<td>Ability to have a cat</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grew up here</th>
<th></th>
<th>One of the few neighborhoods that would sell to non-whites (Asian) prior to 1960; safe neighborhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Born in SF</td>
<td></td>
<td>Safe and peaceful... except for all the new homeless moving in and the “gratitude” center on 7th &amp; Irving</td>
</tr>
<tr>
<td>I grew up in this house</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Born in the home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grew up here, can’t afford to move (Prop 13 keeps my property taxes low)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Convenience**

- Close to everything
- Convenient location
- Grandmother could walk easily to shops/stores
Appendix: Write-In Comments

Question 10: The top 3 things I would like to see improved in the neighborhood are: (select top 3) (Other/write-in responses)

**Retail**
- More clothing and gift retail for all ages
- More diverse dining options
- Better food store options
- Better quality restaurants, cafes, stores
- Supermarket like Safeway
- Better groceries - more affordable than Andronicos (i.e. Trader Joes)
- Higher quality restaurants, shops, etc. (not #), sidewalk cleaning

**Safety**
- Public safety
- Safety

**Transportation**
- Traffic “calming” regulation
- Vehicle moving violation enforcement
- Parking on sidewalk to charge electric vehicles
- Fewer cars
- Irving St draws neighborhood, these people drive on Irving, safe separated bike lane
- Public transit on time
- Limit tour buses, commuter busses, reopen firehouses
- Stop double parking at schools
- Need more parking
- Smoother/ easier less congested roads out of the sunset for those who have to drive
- Traffic calming
- Pedestrian only zones (blocks), more groceries especially fruit and veg because of loss of 10th & Irving Market

**Cleanliness/infrastructure**
- Streetscape improvements aka pride in buildings upkeep, trees, paved roads
- Cleaner sidewalks - sunset is very busy and dirty
- Street paving
- Graffiti drives me crazy!
- Clean sidewalks on Irving St
- Cleaner
- More trees
- Clean up sidewalk and homeless
- No power lines, more street trees
- Lighting
- Homeless people, graffiti, dog poop
- I’d like to see more green in the neighborhood - street gardens and trees; re-public transportation - quieter buses

**Other topics/misc.**
- Just a nice place to live in urban environment
- To open recycling center. The existing center on Frederick was recently unfairly closed
- “Protect” does mean “improve” there is too much fear of change around here
- A little gentrification is not a bad thing, but if the quirky shops are forced out, it won’t be the same. 9th and Irving could be more pedestrian friendly

- Provide ways to communicate with local community and government about what is happening in the neighborhood
Appendix: Write-In Comments

Part 2 - Transportation General Comments

General Parking
- We need more parking places, not fewer
- Need more parking
- Parking is the biggest issue to me. The neighborhood is so much more crowded than before.
- Unlike many other neighborhoods in SF, the IS residents rely much more on car transportation. Parking is very important
- People get crazy at the 2 existing parking lots in the area
- Need underground parking
- Hard to find street parking near house… also, might be nice to have an affordable parking garage on Irving St. for shops/restaurants
- We could use a small parking garage (Irving and 15th or 16th has an empty lot)
- Neighborhood parking is compromised by UCSF employees
- See my comment about non-drivers "homesteading" their cars for weeks without driving them and taking away street parking from people that have to drive everyday
- Picking up food and banking when pressed for time is issue, need 5-10 min parking
- Need to limit parking for residents only rather than people who commute and park all day
- Also need to preserve parking for those living in the neighborhood WHO PAY FOR YEARLY PARKING PERMITS (which has been increasing each year!)
- Too much contractor parking, too much transient traffic
- Should remove parklets. We have a park 1.5 blocks away! Why take away parking spaces so that one business can benefit from having extra seating when they did not plan for seating in their own business.
- Disagree with not preserving on street parking -- only if public transportation is improved
- No more parklets, it brings in homeless

Visitor Parking - Commercial
- Commercial area parking is required to prevent those cars from adding to already congested residential parking
- Our business depends on clients who drive to Inner Sunset and park here
- I believe that all of the parking on Irving St. needs to be retained for "outsiders" to come and frequent restaurants and businesses. The idea that 40 parking spots could be eliminated to reroute the "N Judah" is a terrible idea that could impact neighborhood vibrancy and restaurant viability because the UCSF medical school will be moving to China Basin, the massive number of affiliated students and faculty may no longer be eating and shopping in the IS. Because of this loss of “foot traffic” the 40 parking spots that could be lost need to be retained for outsiders to retain access.

Visitor Parking - Residential
- More cars parking in Inner Sunset - causing no parking spots if a guest visits, blocked driveways, etc.
- We park our cars in garage and street parking is important for visitors. We drive mostly due to our children who are under 5 yrs old.
- I live near a transportation hub (live on 10th near Judah) but too many streets near our street have become 2-hour parking streets. Very difficult for visitors and guests.

Car Usage
- With so many families here, driving/getting around with children is via car (groceries need a car). Huge lifestyle change and comfort to move to using only bikes for family transportation.
- As folks in our 60s with a cottage at the Russian River and as weekly Costco customers, we do need at least one car (one is a city runabout, the second a road car)
- Parking is important for me because it is very difficult for me to walk even one block and I have to depend on others to drive me
- Need car for work
- I can walk or take muni to the Sunset
Appendix: Write-In Comments
Part 2 - Transportation General Comments, continued

- I work in Emeryville so public transit is extremely time consuming and can’t ride bike over bridge. To buy regular groceries at a big store like Lucky’s but shop almost every day for something in the neighborhood.
- Husband is frail and disabled so need car, can’t take public transit by himself

Car Alternatives - No car
- We need LESS cars. Options are needed.
- No car, belong to City Car Share; taxi only (no Lyft, etc.)
- Just sold my car - currently careless (i.e. car-less)
- Husband works in Emeryville and only takes public transit both ways

Car Alternatives - Hybrid/Green alternatives
- I own a hybrid car. I see many hybrids and electric cars in this neighborhood.
- I drive a clean diesel wagon, a biodiesel Mercedes from the ’80s and an electric car. I love cars but I can also be green!

Car Alternatives - Carshare/Rideshare
- There is pretty good carsharing availability. This should be preserved. I wish there were easy ways to not drive to get to Menlo Park, where I work (that takes less than 2 hours).
- More people per car. Ride share, too many cars with 1 person.
- A car is important to have sometimes, but Uber/Lyft alleviate some of that need.
- Have to drive for work all day, bike safety and bike lanes are far more important to me than on-street parking

Less parking is okay
- It’s hard to give up cars but we have to do it! Won’t be popular
- Need to prioritize walking, biking, transit over driving
- I would be willing to exchange some on-street parking for more community space
- Roads are too wide. Plant housing in a few of them. Put housing to replace 1/2 of Sloat, most of Irving and Noriega and 1/4 of all the numbered avenues.
- More parking means more cars and then less parking
- There is ample parking in Golden Gate Park

Public Transit
- I wish Muni were better. We have good access to downtown-Market St corridor, but I wish it were more reliable and far reaching like NYC or London.

- Muni needs significant improvement on speed, reliability, frequency and overall performance
- Quieter busses (like in Portland) would be great
- There’s likely nothing to be done about it, but the N Judah is a horribly slow way to get downtown
- To decrease car traffic, make public transportation outstanding -- it’s pretty close in IS
- Excellent
- Better public transportation service (muni) would alleviate frustration
- N is a lifeline to the Sunset, but can prove unreliable at times

Other/Misc.
- Cars are mobile egos
- We could use less stop signs between 9th and 19th on Irving
- Existing roads, thoroughfares and economy result of cars and other motor vehicles and fees they provide
- I wish I could do more locally but the shops I want aren’t there, no Walgreens or CVS
Appendix: Write-In Comments

Question 16 - How do you use the parks? (check all that apply) (Other/Write-In)

- Museums - DeYoung, Cal Academy
- Golden Gate Park museums! Botanical Garden!
- Museums
- Museums
- Museums
- Museums events
- Museums, tennis, etc.
- Arboretum sales, museums
- Visit Golden Gate Park museums, arboretum, etc.
- De Young museum
- Museums, botanical garden
- Yoga, museums, gardens
- Volunteer docent at Cal Academy
- Volunteer in Dahlia Garden
- Lindy in the park
- Bikes on Sunday
- Cycling
- Wedding
- Parking to visit 9th & Irving
- Necessary alternative to paved areas
### Appendix: Write-In Comments

**Question 17:** The top 3 things I would like to see improved in the **commercial district** are: (select top 3) *(Other/write-in responses)*

<table>
<thead>
<tr>
<th>Homelessness</th>
<th>Cleanliness/Infrastructure</th>
<th>Other/Misc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Find a solution for the homeless people</td>
<td>- Street repair</td>
<td>- Replacement of the opaque advertising on Muni passenger shelters with something partially transparent, especially along Lincoln where the obstruction of visibility creates a severe traffic hazard</td>
</tr>
<tr>
<td>- Controlling the homeless better</td>
<td>- Fewer AT&amp;T boxes</td>
<td>- Less signage and way finding for tourist</td>
</tr>
<tr>
<td>- Fewer homeless people</td>
<td>- Graffiti removal/prevention! This is our biggest issue in my mind.</td>
<td>- More density - apartments on upper levels</td>
</tr>
<tr>
<td>- Only problem I have is homeless on sidewalk</td>
<td>- More garbage cans, so people don’t throw things on sidewalk</td>
<td>- Slow down development, keep as is</td>
</tr>
<tr>
<td>- There are quite a few homeless and panhandling individuals who sleep and frequent the Inner Sunset commercial district. Finding a way to safely and respectfully relocate them would create a more safe feeling and environment, particularly for women and those with young children.</td>
<td>- Repairing badly-cracked streets along Muni N-Judah line</td>
<td>- Less tech yuppies - Sunnyvale is very nice - they should return.</td>
</tr>
<tr>
<td>- Less homeless panhandling</td>
<td></td>
<td>- None</td>
</tr>
<tr>
<td>- Less panhandling</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Retail/shopping</strong></td>
<td><strong>Parking</strong></td>
<td></td>
</tr>
<tr>
<td>- Better food store options</td>
<td>- More parking spaces at least stop taking them out</td>
<td></td>
</tr>
<tr>
<td>- More variety of stores</td>
<td>- More parking</td>
<td></td>
</tr>
<tr>
<td>- Variety store to replace Irving Variety which closed</td>
<td>- Car parking</td>
<td></td>
</tr>
<tr>
<td>- More store/restaurant variety</td>
<td>- More parking</td>
<td></td>
</tr>
<tr>
<td>- More cutting edge businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Affordable grocery store (large than a corner store)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Preservation of local businesses, a lot of businesses have closed in past 2 yrs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Parks/Open Space/ Greenery</strong></td>
<td><strong>Parks/Open Space/ Greenery</strong></td>
<td></td>
</tr>
<tr>
<td>- Public walking street or main square</td>
<td>- Turn Irving into a pedestrian mall</td>
<td></td>
</tr>
</tbody>
</table>
Appendix: Write-In Comments

Part 3 - Parks and Public Space General Comments

Cleanliness/Infrastructure
- #1 priority here and throughout SF is cleaner sidewalks and streets
- Putting utility wires underground is a high priority?
- Utility wires!
- There has been a lot of PG&E activity which leads me to wonder why utility wires still overhead. It would be helpful to have more community information via an app.
- Wires already done non 4th Ave
- Underground utility wires!!
- Undergrounding wires would drastically improve appearance
- Finish one construction at a time rather than do partial and have it open for months on end. Fix streets especially tracks on N-Judah where it makes noise when car passes through.
- The tree planters need to be better maintained along the streets

Parks/Open Space/ Greenery
- More car free areas/restrict traffic
- Make more!!
- Would really love more outdoor café seating like the 9th Ave. parklet... more outdoor seating at restaurants!!
- More open, secure space for kids
- It’s wonderful to live across from Golden Gate Park
- I am real frustrated by the people trying to block the renovations at the Beach Chalet soccer fields. City needs more soccer fields!
- I feel that a parklet or two (or larger area) with stores that aren’t just specialty would be very successful and convenient
- Increased access to GGP! No entrance b/t 9th & 19th due to fencing. Would love to have access between (around 14th/15th)
- Concrete-for-trees is not a welcoming trend

Sidewalks
- Would like wider sidewalk particularly 9th Ave b/t Judah and Lincoln Way. However, not at expense of more crowded car traffic. Crossing street is dangerous for peds as is
- Let’s get the non-essential stuff off the sidewalks: newspaper stands, garbage bins, utility poles, AT&T boxes
- Too much sidewalk clutter (signage, benches, outdoor seating). It is making it difficult with increased people traffic to get around as a pedestrian
- A few benches would be nice
- Re wider sidewalk: No! We cannot afford to lose parking

Homelessness
- Homeless issues - front steps smell like pee
- Homeless for safety
- I don’t think people should be living in the park

General Satisfaction
- The commercial district is fine, a bit heavy on car traffic but that is probably unavoidable
- Love ‘em!
- Despite our desires here, we think the Inner Sunset is well equipped with urban amenities and services

Other
- Make streets not as wide. Fill with housing, not wider sidewalks
- Commercial district - a lot of these don’t seem to apply! It’s about signage, visibility and the ability to move product to the street --> sidewalks --> displays
- Recycling center
- Fix/take care of what we have before replacing, i.e. Trees
- Slow down development, keep as is
- Fabulous, however the bus routes for both MUNI and tourists need to be much cleaner
Appendix: Write-In Comments

Part 4 - Housing General Comments

- Citywide community forums on housing are needed. A very urgent and serious problem that is destroying the fabric of the neighborhood
- More housing is needed
- We need more!
- I strongly support affordable housing, especially for low income individuals
- "Protecting" neighborhoods causes them to become even more unaffordable. Build along the transit corridors
- Housing on transit corridors and in existing denser locations, e.g. 9th & Irving, is necessary for SF; re: replacing old bldgs - "agree if new bldgs are 'Richmond Specials'"
- I believe property owners should have full property rights - especially in terms of evictions. We need more housing and that can be solved with more high rises (8-10 stories).
- I don’t believe rent control achieves the desired objectives. In fact it creates a belief that it is onerous to build/develop and manage affordable housing in SF. Who is to say that new units won’t get rent controlled and so of the future rent control diminishes construction of new units.
- I believe in free market housing
- Let the rental market run by itself. Do not create more laws.
- Overprotecting renters raises the overall cost of housing. Prefer to increase ownership in housing.
- I believe landlords also have rights. This city’s strong tenants’ rights group is one reason we see less building of housing units.
- Current climate of SF keeps you always wondering when/if that eviction notice is coming. Just happened to a friend yesterday in Hayes Valley area.
- Without rent control, I would be forced to move.
- I am stuck in rent-controlled housing. I would like to move but cannot move because cannot afford to rent or buy any other place in SF despite good income.
- We own our condo but have had 2 children since moving in and would like more space. We feel stuck because we can’t afford to buy a larger place and we can’t rent our place out due to concerns over rent control.
- Pride and responsibility of ownership outweighs lackadaisical attitude of renters
- I appreciate that many landlords and building owners are painting and beautifying housing and buildings
- More housing - including taller buildings is OK if a fair portion is truly affordable for renters
- Developers say they are going to build "affordable" housing yet somehow that doesn’t happen. All the new mega unit buildings popping up are destroying character of the city.
- Re: support new development - "I have not seen this happen yet"; Always had a good job but never able to afford to buy a house in SF. New building went up on 9th Ave & Irving. Rent for a 1-2 bedroom apartment was $4,700, outrageous!!
- You can’t expect to take a city with very limited space and already very congested and turn it into a mecca for development of more housing without destroying its character. One of the reasons for lack of housing is rent control nightmares. People hold onto vacant units rather than rent them. All new construction even called "low income" is expensive to rent or buy so more low-income housing does not solve this space deficit.
- Re: more housing in IS - "already pretty dense"
- Re building than 4 stories: if build new, keep arch style that maintains character of IS. No modern glass buildings. All new SF construction all look alike that is going to look like crap in 10 years.
- Well-designed buildings are critical and rare
- Irving/Lincoln corridor was targeted for high-rise development -- now for every single family home bought by a speculator, a 4-story, 3-unit condo is built. I have lost neighbors and friends. Housing is an SF crisis, neighborhoods sometimes take the brunt. We lose… I don’t want to lose this vibrant neighborhood!
Appendix: Write-In Comments

Part 4 - Housing General Comments (continued)

- I love the Inner Sunset for being cute/not overly commercialized. I would truly hate to see its neighborhood feel be taken away with big apt/condo buildings, etc.:(
- Above all else, Inner Sunset is a comfortable and charming place to live. Adding more housing, more buildings and more people will overwhelm the neighborhood and undermine its main attraction its charm
- Sunset Towers is an eyesore. I don't support development of this scale
- I would not be likely to support more housing
- Affordable housing = subsidized housing = future slum unit
- Take care of people actually paying taxes and own cars 1st
- Plenty of housing exists that is not rented out by owners due to the crazy renter protection/ rent control rules. This also keeps those properties from being well maintained. Rent control/tenant protections are causing a loss of heritage.
- I am happy that this neighborhood (one of the best in the city - a well-kept secret) is still relatively affordable to newcomers and NOT overtaken by the tech community
- Really Sunnyvale is a nice place to live. Return, lost ones, return!
- Restrict/eliminate/disallow halfway housing to drug offenders and re-entry programs for convicted criminals
- Sidewalks are generally filthy. It downgrades the housing in my mind.
- It would be great to have any new development have more open space and land around the homes
- Limit Air BnB
- I am the owner of a 2 flat Victorian, an owner occupied building. I provide housing to UCSF student one block from campus.
- Over the last 10 years, car culture in the Inner Sunset is being replaced by tech and bike culture... even among people in their 30s, 40s, 50s
- Replace the ugly mid-century stuff, leave the older. Turn 9th and Irving into a pedestrian mall, Re: Replace older buildings... "depends on which buildings"
Appendix: Write-In Comments

Part 4 - General Comments

**Economic Growth in the tech sector**
- Tech workers should return to Sunnyvale.
- The growth of the tech sector has had a negative effect on the quality of life and social values in SF and in the whole world (in some ways).
- The recent economic growth in the tech sector has made SF too expensive to live in.
- Re: recent econ growth, but there are issues!
- Tech sector impact: I see it mostly in high volume and transport corridors. But essentially SF fell behind long ago in affordable housing. Now increase population + increase income = unaffordable for many.
- Too soon to tell if economic growth has been positive for IS.
- While I believe that economic growth in SF has a positive impact, I feel the western side of town is way under-represented in city infrastructure, beautification projects.

**Sense of Community**
- Re: community center - I do, ISPN, etc. The GGP has the “County Building” at 9th and Lincoln. We should use that.
- No community meetings to attend; too many high income people drove prices too high, bidding wars both for sales of properties and for renters.
- Neighbors do not know each other well enough.
- Attended a few community meetings, but don’t want to waste time on agendas and nonsense jibber-jabber.

**Diversity**
- The neighborhood is really very White and Asian like so much of the city these days -- too bad.
- Neighborhood used to be economically diverse, but it’s losing its diversity.

**Retail/shopping**
- Encourage entertainment diversity, such as live music.
- Choice of food and bakeries is wonderful - knowing merchants for 38 years is great.

**Transportation**
- The transportation (public) could run better and more consistent.

**Parks/Open Space/ Greenery**
- There should be a city ordinance giving credit for trees in front and penalty for having no trees - $100 per house/unit.
- Living next to GGP is fantastic, so is the commercial zone of 9th/Irving.

**Other topics/misc.**
- The sunset is almost a hidden gem in the city. Many people think it is foggy every day, all day, and so they don’t come here. It is foggy here more than other parts of the city, but we do have many sunny days too.
- We had two car break-ins in the last week which never happened before.
- Resources and efforts should be spent on maintenance and preservation of the Inner Sunset. Not interested in the development of public space projects for the socially needy (there’s plenty in this area). Some of us already feel that what has been done so far, was developed in secrecy and when unveiled, comes off as phony, forced and unnecessary. These programs have not enhanced the neighborhood or are supporting the local businesses in the Inner Sunset.
Hello, Inner Sunset residents! The Inner Sunset, like neighborhoods all over San Francisco, is changing. Do you have an opinion about what is happening in your neighborhood? And would you like your voice to be heard?

I am a graduate student in UC Berkeley’s City and Regional Planning program conducting a research project about the Inner Sunset. I have worked with Inner Sunset residents to develop a series of questions about what residents value about this neighborhood and what residents envision for this neighborhood in the future. I will use this survey to create a community assessment report, which I will share upon request with neighborhood residents and organizations to help shape the future of the Inner Sunset.

Please take 15 minutes to complete this survey. A stamped, addressed envelope is enclosed for you to return your completed survey. Your individual responses will remain confidential. If you have questions, please contact me at tani.elliott@berkeley.edu. Thank you for your participation!

Part 1

1. How long have you lived in San Francisco? ____________ years
2. How long have you lived in the Inner Sunset? ____________ years
3. Do you rent or own your home? ☐ Rent ☐ Own
4. Please select the option that best describes your home:
   ☐ Apartment, flat or condo ☐ Single family home
5. Why did you choose to move to the Inner Sunset? (Select top 3 reasons)
   ☐ Found housing I could afford in San Francisco
   ☐ Physical structure of the home met my needs (ex. size, number of bedrooms, style, yard)
   ☐ Access to public transportation
   ☐ Access to schools for my children
   ☐ Convenient to get to work
   ☐ Close to UCSF
   ☐ Close to Golden Gate Park
   ☐ Close to family or friends
   ☐ I can walk to shops and restaurants from my home
   ☐ I can live among a diverse group of people
   ☐ I can live near people like me
   ☐ Liked the neighborhood
   ☐ Other ____________________________

6. How satisfied are you with each of the following? (Circle your response)

<table>
<thead>
<tr>
<th>The overall quality of life in the Inner Sunset</th>
<th>very satisfied</th>
<th>somewhat satisfied</th>
<th>neutral</th>
<th>somewhat dissatisfied</th>
<th>very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>The home you live in currently</td>
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<tr>
<td>Public safety in the Inner Sunset</td>
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<tr>
<td>Public transit available in the Inner Sunset</td>
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<tr>
<td>Parking in the Inner Sunset commercial district</td>
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<tr>
<td>Bicycle parking in the Inner Sunset commercial district</td>
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<tr>
<td>Walking experience in the Inner Sunset commercial district</td>
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<td></td>
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<tr>
<td>Bicycle safety in the Inner Sunset</td>
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<td></td>
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<tr>
<td>Daily shopping needs (groceries, etc.) in the Inner Sunset</td>
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<tr>
<td>Other shopping (clothing, gifts, etc.) in the Inner Sunset</td>
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<tr>
<td>Restaurants and cafes</td>
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<tr>
<td>Entertainment options/ social events</td>
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<tr>
<td>Activities for children</td>
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<tr>
<td>The amount of recreation/park/ community space accessible to the neighborhood</td>
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</tr>
<tr>
<td>The quality of recreation/park/ community space</td>
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<td></td>
</tr>
</tbody>
</table>

7. Is the Inner Sunset getting better or worse for your household?

<table>
<thead>
<tr>
<th>getting much worse</th>
<th>getting worse</th>
<th>staying the same</th>
<th>getting better</th>
<th>getting much better</th>
</tr>
</thead>
</table>

8. Compared to your ideal neighborhood, the number of people in the Inner Sunset is:

<table>
<thead>
<tr>
<th>much lower</th>
<th>lower</th>
<th>just right</th>
<th>higher</th>
<th>much higher</th>
</tr>
</thead>
</table>
### Part 2 - Transportation

11. How many cars does your household own? ________

12. How often do you do each of the following?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Never</th>
<th>Occasionally</th>
<th>Frequently</th>
<th>Everyday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk several blocks or more to a destination</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Ride a bicycle</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go somewhere by personal car, truck, motorcycle or scooter</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Go somewhere by taxi, Lyft, Uber or Sidecar</td>
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<tr>
<td>Go somewhere by rented car or carshare</td>
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<td></td>
</tr>
<tr>
<td>Take public transit (MUNI, BART)</td>
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<td></td>
</tr>
<tr>
<td>Take a company shuttle including UCSF shuttle</td>
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<td></td>
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</tr>
</tbody>
</table>

### Part 3 - Parks and Public Space

13. How often do your household purchase daily living essentials like groceries in the Inner Sunset compared to other neighborhoods?

- All or almost all of our essentials in the Inner Sunset
- Mostly in the Inner Sunset, but some in other neighborhoods
- Mostly in other neighborhoods, but some in the Inner Sunset
- Mostly in other neighborhoods

14. How much do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe we should use cars less.</td>
<td></td>
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</tr>
<tr>
<td>Having a car is a necessity for my household</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Preserving on-street parking in the Inner Sunset commercial district is important to me.</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Optional) Comments about transportation

---

### Appendix: Survey

9. How would you describe the Inner Sunset? (circle all that apply)

- Affordable
- Comfortable
- Ethnically diverse
- Laid-back
- Quiet
- Unpretentious
- Barren
- Convenient
- Family-friendly
- Metropolitan
- Small-town feel
- Transient
- Bohemian
- Congested
- Fancy
- Noisy
- Suburban
- Traditional
- Boating
- Conservative
- Foggy
- Old-world
- Vibrant
- Calm
- Drab
- Gentle
- Progressive
- Transient
- Colorful
- Eclectic
- Hip
- Quaint
- Unsafe

10. The top 3 things I would like to see improved in the neighborhood are: (select top 3)

- Protect existing affordable housing
- More amenities for children
- Public transportation
- Build more affordable housing
- Better schools
- Sidewalks and pedestrian safety
- More housing for all incomes
- More community spaces
- Bicycle amenities and safety
- More restaurants, cafes, retail
- Improve parks
- Parking
- Protect existing local businesses
- Other

(Optional) Comments about Part 1

---

15. Which recreation/park/community spaces do you visit often (more than once a month)? (check all that apply)

- Golden Gate Park
- Kezar Triangle
- Kezar Stadium
- Inner Sunset Farmer's Market
- Grand View Park
- Kezar Stadium
- Mount Sutro Open Space Reserve
- Sunset Heights Park
- Ocean Beach
- 9th Ave Parklet (in front of Arizmendi)
- JP Murphy Playground
- Community Garden
- Grattan Playground
- Hidden Garden Steps
- None
- _________________

16. How do you use the parks? (check all that apply)

- Take my children to play
- Exercise/sports
- Sitting/meditating/relaxing
- Experiencing nature
- Dog Walking
- Host or attend events with friends and family
- Other

17. What improvements would you like to see in the Inner Sunset commercial district? (Select top 3)

- More seating
- Cleaner sidewalks and streets
- More trees
- Public art
- More low planting
- More signage and wayfinding (e.g. for tourists)
- More lighting
- Stormwater management (better drainage, rain gardens, etc.)
- Wider sidewalks
- Other

(Optional) Comments about parks/public space

---
Part 4 - Housing

18. In the next 5 years, how likely are you to move?

19. If very likely or somewhat likely to move in the next 5 years, where would you ideally like to live?
   - Another home in the Inner Sunset
   - Another neighborhood in San Francisco
   - Another Bay Area city

20. What would be your primary reason for moving?
   - Find more affordable rental housing
   - Purchase a home
   - Move closer to my employment
   - Gain better access to schools
   - Move to a less busy place

21. How much do you agree or disagree with the following statements?

More housing should be built in San Francisco.

More housing should be built in the Inner Sunset.

Replacing old buildings with new buildings makes this neighborhood less attractive.

Preserving the existing height and scale of buildings in the Inner Sunset is important to me.

I support building taller than 4 stories in the Inner Sunset commercial district.

I would be more likely to support new development if it meant more affordable housing.

People are having to move out of this neighborhood due to rising costs.

I worry about the stability of my own living arrangement.

Protecting renters from no-fault evictions (e.g. evicting renters to turn units into condos) is important to me.

(Optional) Comments about housing

---

Part 5

22. How much do you agree or disagree with the following statements?

I feel at home in my neighborhood.

There is no other neighborhood where I would rather live.

I know my neighbors.

It's important to me to support local businesses.

It's important to me to know people in my neighborhood.

The Inner Sunset is the most economically diverse neighborhood.

Economic diversity in the Inner Sunset is important to me.

I attend community meetings often.

If there were a community center, I would use it.

The recent economic growth in the tech sector has had a positive impact on San Francisco.

The recent economic growth in the tech sector has had a positive impact on the Inner Sunset.

23. What is your favorite quality about the Inner Sunset?

24. What is your least favorite quality about the Inner Sunset?

(Optional) Comments about this section
### Appendix: Survey

The following demographic questions will help to evaluate survey responses. The answers will be kept confidential.

25. Please mark the approximate location of your home:

![Map of Inner Sunset Neighborhood](image)

26. How many people live in your household? ___________

27. How many children under the age of 18 are in your household? ___________

28. What is your employment status?
- [ ] Employed full time
- [ ] Employed part time
- [ ] Not working
- [ ] Student
- [ ] Retired
- [ ] Other __________________

29. How much does your household spend on housing as proportion of your household income?
- [ ] 0%
- [ ] less than 30%
- [ ] about 30%
- [ ] between 30% - 50%
- [ ] more than 50%

30. (Optional) What is your approximate annual household income?
- [ ] Less than $34,999
- [ ] $35,000 - $74,999
- [ ] $75,000 - $99,999
- [ ] $100,000 - $149,999
- [ ] More than $150,000

31. (Optional) What is your race/ethnicity?
- [ ] White
- [ ] Asian
- [ ] Black
- [ ] Hispanic/Latino
- [ ] American Indian and Alaska Native
- [ ] Native Hawaiian, Other Pacific Islander
- [ ] Multi-racial/multi-ethnic
- [ ] Other __________________

Thank you for your time. I am conducting brief follow up interviews in your neighborhood. If you would be willing to speak with me further, please provide your contact information or contact me at tani.elliott@berkeley.edu with "Inner Sunset Interview" in the subject line.

Name __________________________ Email __________________________ Phone __________________________