

**CLEAN CREEKS, HEALTHY COMMUNITIES PROJECT
MID-POINT PROJECT SURVEY RESULTS**

Prepared for

City of San Jose
Environmental Services Department

Prepared by

San Jose State University
Urban & Regional Planning Department

December 2013



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Introduction

The purpose of the Clean Creeks, Healthy Communities (CCHC) project is to improve water quality in Coyote Creek by preventing and removing trash that is the result of littering, illegal dumping, and homeless encampments along the creek.

In partnership with the City of San José Environmental Services Department (ESD), San José State University's Urban and Regional Planning Department has engaged the residents in the neighborhoods surrounding the Coyote Creek Corridor in a series of surveys. The first survey was conducted in 2011. A second, mid-point survey was conducted in 2013 and a final survey is planned for 2015. Survey results will be compared to an identical survey conducted by ESD staff in a comparable neighborhood in an attempt to isolate the impacts of the CCHC work.

PROJECT LOCATION

The study area is in the City of San José and consists of residential neighborhoods within one-half mile of Coyote Creek, between E. Williams Street and Tully Road. This area includes portions of the following neighborhoods: Brookwood Terrace, Spartan-Keyes, and Tully-Senter. As shown in **Figure 1**, these neighborhoods comprise much of the overall study area, and the control group area is a short distance to the north. San José State University students surveyed neighborhood residents in the study area, while City interns conducted surveys in the control group area in 2011 (2013 data pending).

To verify that the CCHC project is responsible for shifts in people's awareness of and attitudes towards the creek, the project includes both a study area and a control group area to compare survey responses. The control group for the study is the 13th Street Strong Neighborhood Initiative (SNI) area, which is about a mile north of the study area and is in close proximity to Coyote Creek. If factors other than the City's efforts through CCHC explain changes in residents' attitudes and behaviors, one should expect to see them reflected in this neighborhood as well as the neighborhoods in the study area.

The Clean Creeks, Healthy Communities project establishes a set of metrics to quantify and illustrate the relationship between community development activities conducted by the City of San José's Environmental Services Department in improving Coyote Creek's water quality. This report provides baseline data for evaluating the City's efforts.

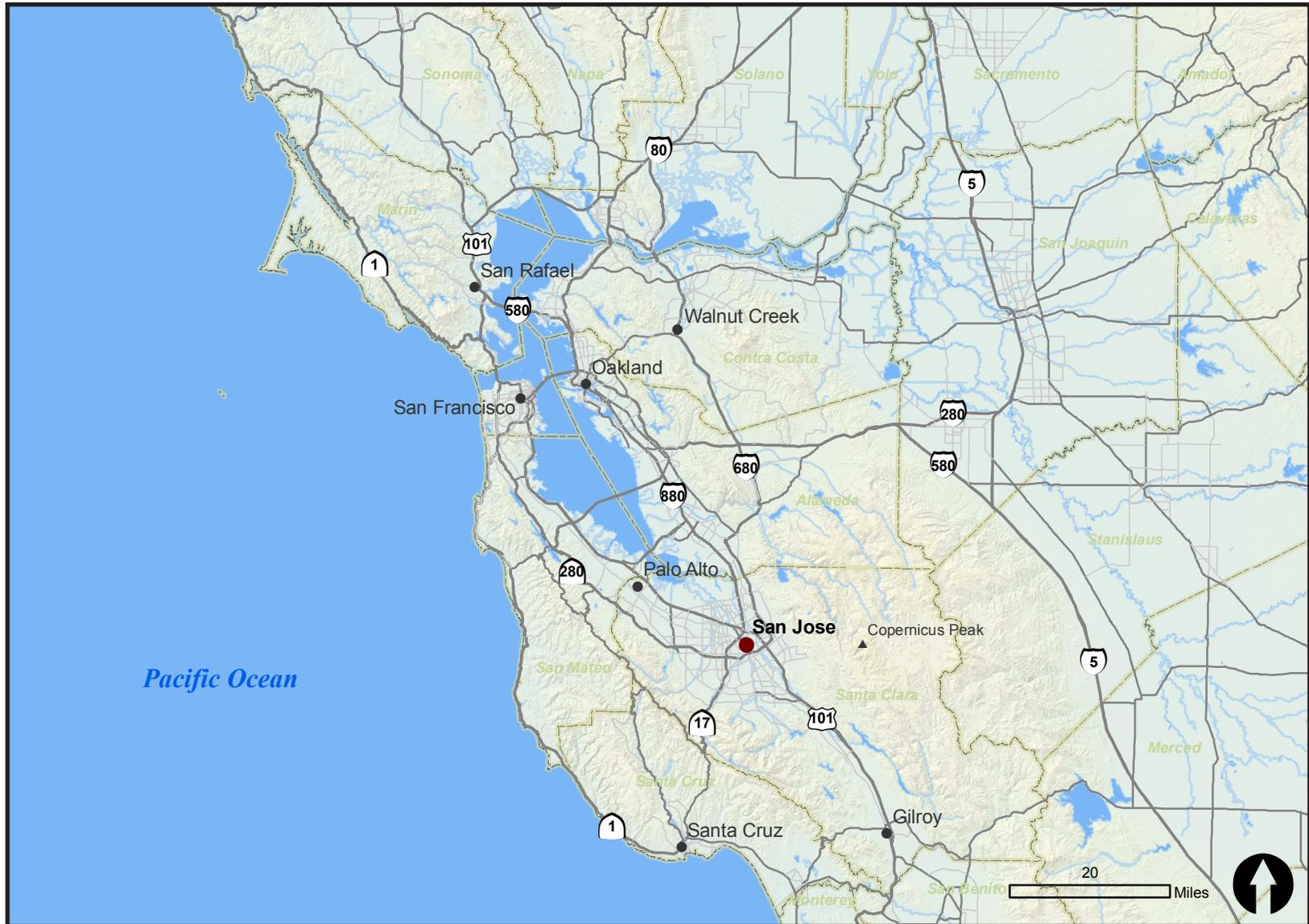


Figure 1 Regional Location

In order to reduce trash in the creek, it is important to engage with local residents to establish community stewardship of the creek corridor. To achieve this goal, the project has been divided into three phases. The first phase was completed in 2011 when a baseline was developed of who lives in the community, what their awareness was of the creek, and what their attitudes were towards the creek. In 2011, students enrolled in the Master of Urban Planning program at San José State University conducted a baseline analysis by collecting U.S. Census Bureau data for the study area, surveying residents in the study area, and conducting a trash assessment in the study area. A copy of this report can be accessed at http://www.sjsu.edu/urbanplanning/docs/CCHC_Report_Final.pdf. The second phase, which has recently been completed and is reflected in this 2013 report, entailed surveying residents once again in the study and control group areas. The third phase to be completed in the fall of 2015 will include a final survey of the study and control group areas and subsequently provide an assessment of observed changes in people's awareness and attitudes of Coyote Creek over the project's four years.

Throughout the duration of the project, the City of San José Environmental Services Department has and will continue to spearhead efforts to clean Coyote Creek. Through a partnership with the non-profit Downtown Streets Team, they engage the homeless population in removing trash from the creek by supplying incentives, training, and a path out of homelessness for participating individuals. The Downtown Streets Team has operated during the first two years of the four-year term of the project providing weekly creeks cleanups and outreach to the homeless population. Going forward for the next two years, the ongoing maintenance of the cleanliness of the creek and prevention of further trash pollution will be the responsibility of the community and City staff. The success of the project will be ultimately measured by its ability to create a tipping point whereby the community is able to maintain the creek with volunteer efforts and deter trash-generating behaviors through passive and active monitoring.

This report is broken into three sections. The first section describes the survey methodology and key findings from 2013, which indicates an increased awareness of the creek, but lack of participation in recreation along the creek. The second section analyzes the main goals of the CCHC project, and which goals have been achieved or

not. The third section provides recommendations for conducting public outreach and revising subsequent in-person survey questions.

Note that a full demographic profile for the residents in the study area, as well as the 13th Street SNI area (i.e., the control group) and the City of San José for comparison, is provided in Appendix A. As discussed in detail in the 2011 report, the study and control group areas are more similar to one another than the city as a whole. It is important that the study and control group areas are similar because it enables City staff to tell if the CHCC project is making a difference (i.e., attitudinal and behavioral change are not simply attributed to change in societal opinion or some other larger factors).

Section I: Phase Two Survey Results

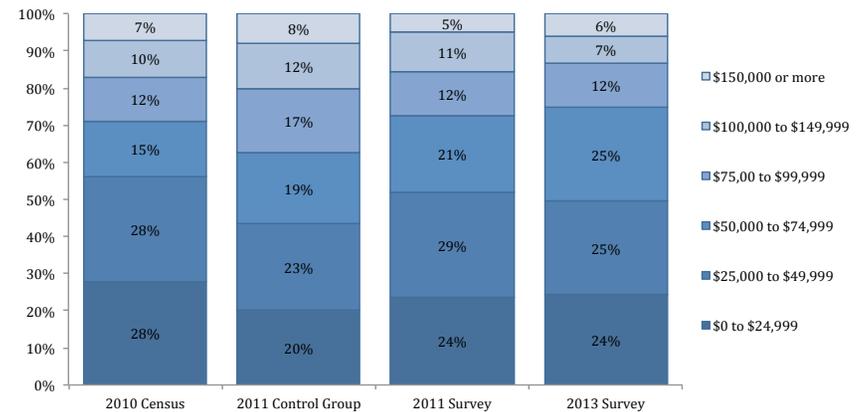
DEMOGRAPHIC COMPARISON TO STUDY AREA

As was done in 2011, San José State University graduate planning students conducted door-to-door in-person surveys within the portions of Brookwood Terrace, Spartan-Keys, and Tully-Senter neighborhoods that fell inside the study area (i.e., a half mile of Coyote Creek between East Williams Street and Tully Road). These surveys were conducted during the months of September and October 2013, at varying times of day, on both weekdays and weekends with the majority of surveys gathered on weekdays. A total of 245 individuals were surveyed. The survey instrument used in 2013 was slightly revised from the 2011 survey instrument, and has been provided in Appendix E. An additional difference that should be mentioned with regard to the surveying performed in 2013 versus 2011 was the exclusion of the neighborhood trash assessment in 2013.

We evaluated the 2013 survey responses against the 2011 results. This comparison allows for conclusions to be made that help measure the progress of the CCHC project at the mid-point of the project’s term. The results can aid city staff in revising and adjusting actions and programs to elicit more significant change in the creek corridor in an effort to reach the project goals.

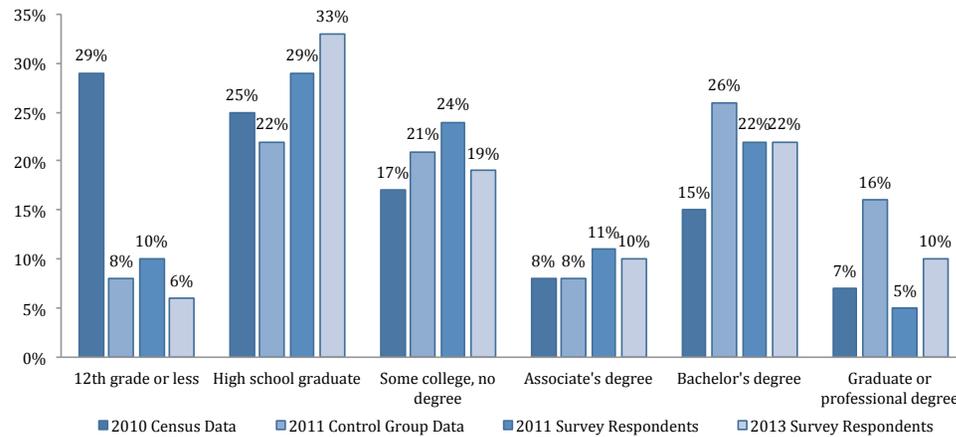
As was the case in 2011, the survey respondents continue to closely match the residents who live in the study area. **Figure 2** shows the household income brackets for the 2011 control group, the 2011 and 2013 survey respondents, and study area residents. The household income has remained nearly identical and the 2013 respondents continue to have similar levels of education (see **Figure 3**). While there is an underrepresentation of individuals who do not have a high school diploma, this is not unexpected, as people with higher levels of education are more likely to take part in surveys.¹

Figure 2 Household Income Comparison



1.StatPac. “Non-response Bias” in Designing Surveys and Questionnaires, 2012. Available at: <http://www>.

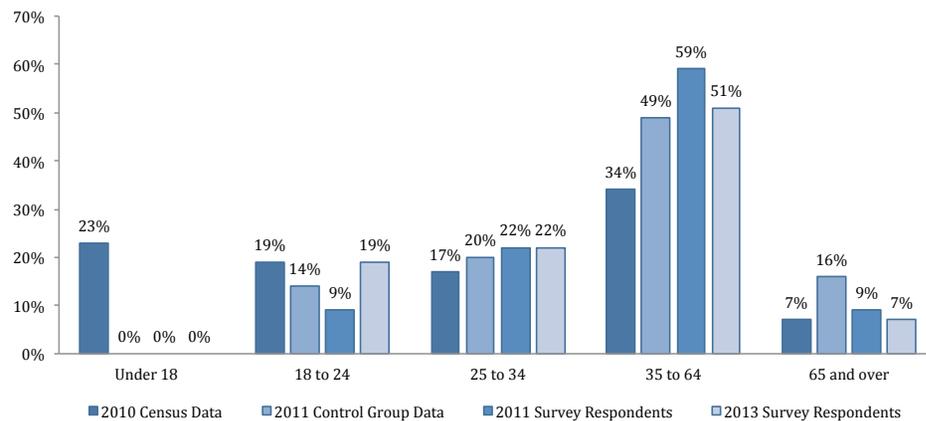
Figure 3 Educational Attainment Comparison



Of the 2013 respondents who provided the year that they were born, their median age was 39. This is very similar to the 2011 result of 43.² Their age is well above the median for all residents, which is to be expected as the surveyors were instructed to only survey adults and, therefore, did not survey anyone under the age of 18 (see **Figure 4**).

A greater proportion of 2013 survey respondents own their home compared with the 2011 respondents. As shown in **Figure 5**, 43 percent of residents in the study area own their home in 2013. This is a 7 percent increase over the 36 percent of 2011 respondents. The study area continues to have a higher homeownership rate than the control group. An improving economy may explain the increase in homeownership over the last two years.

Figure 4 Age Comparison



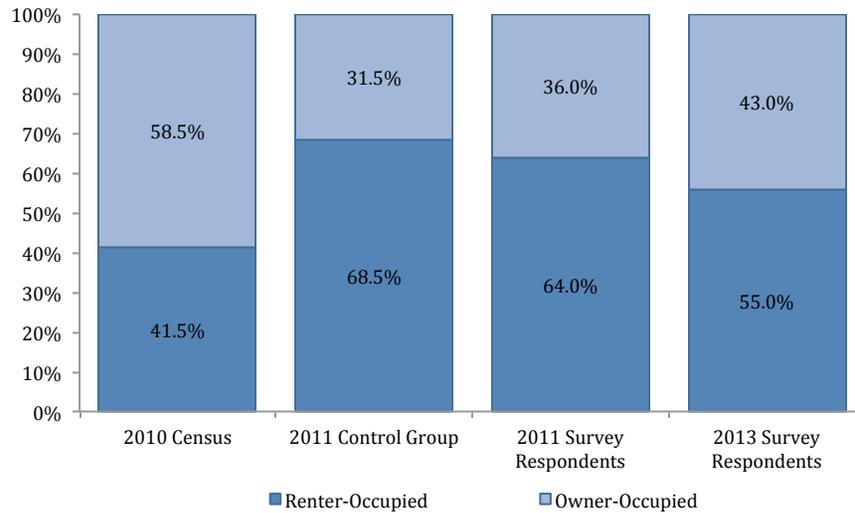
The issue of race and ethnicity is more difficult to accurately describe. While the survey allowed respondents to indicate all racial or ethnic categories that apply to them, those who identify as Hispanic often did not also select whether they were white, black, or of another race. Therefore, the survey data

might have given an overrepresentation of Hispanic respondents. Nevertheless, as shown in **Figure 6**, the survey appears to be fairly representative, as the proportion of 2011 and 2013 respondents of all

statpac.com/surveys/nonresponse-bias.htm (accessed January 24, 2012).

2. Fourteen percent of 2011 and eight percent of 2013 respondents did not provide the year of their birth.

Figure 5 Home Ownership Comparison



major racial and ethnic groups are nearly identical to the proportion of residents in the study area that identify as Hispanic, White (non-Hispanic), and Asian (non-Hispanic). However, the proportion of the 2011 Control Group that identified as White (non-Hispanic), and Asian (non-Hispanic) is significantly different than the other groups.

The number of respondents that have children that live at home, are dog owners, and are long-term residents has remained consistent from 2011 to 2013. In 2013, 50 percent of the survey respondents indicated that they have children who live with them (5 percent decrease from 2011). Roughly 40 percent of respondents said they had a dog at home in 2011 and 2013. And almost no change occurred in the 2011 and 2013 response to the question of how long they have lived in their current location, close to 6 out of every 10 individuals have lived in their home for at least five years (see **Figure 7**).

Figure 6 Race and Ethnicity Comparison

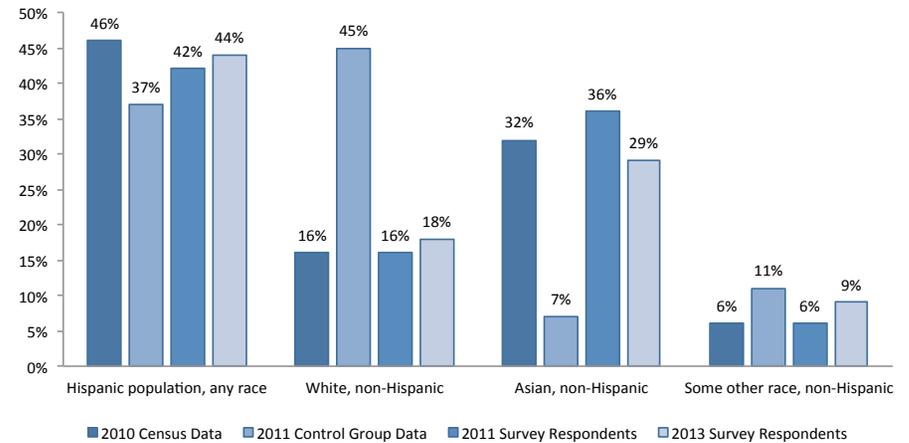
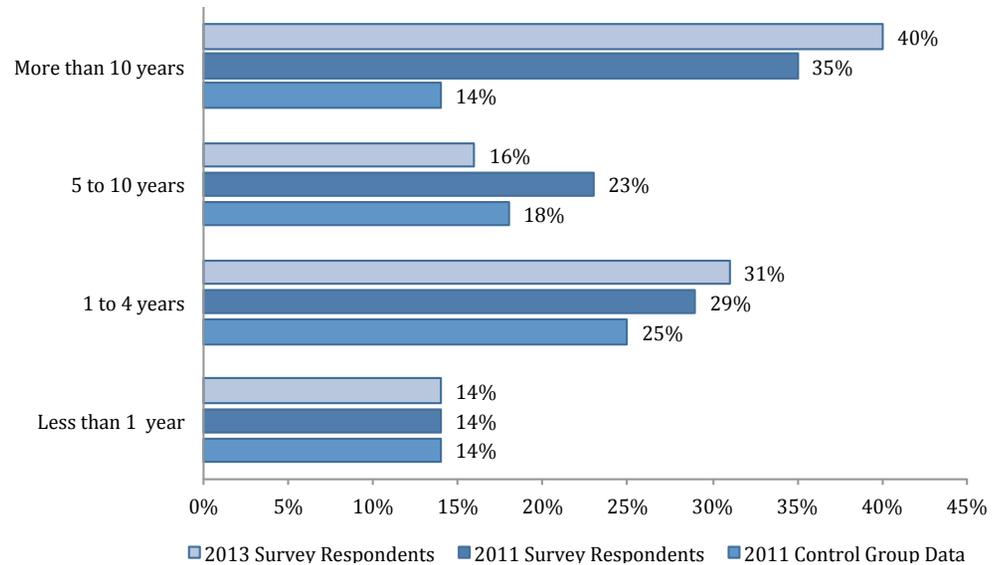


Figure 7 Length of Stay



ANALYSIS OF SURVEY RESPONSES

The primary purpose of the 2013 survey was to obtain a progress check at the halfway point of the four-year study regarding residents’ awareness and knowledge, attitudes, and engagement in recreational and/or stewardship activities along the Coyote Creek Corridor. In the following section, survey responses are analyzed. In some instances, respondents did not answer every question. Missing data is excluded from our analysis and all percentages listed in the section below represent valid percentages based on the number of respondents who answer the specific question.

Awareness and Knowledge of Coyote Creek

Long before an individual can show an interest in recreational activities or stewardship projects in the Coyote Creek riparian area, they must first be aware of the creek. In 2011 and 2013, respondents were asked two questions designed to assess their general level of awareness about the creek (see **Table 1**). Seventy-four percent of 2013 respondents stated that they were aware of a creek near their home. This is an increase of seven percent over 2011 respondents. Only twenty-eight percent of the 2013 respondents knew the name of the creek, which was a significant decrease from those that knew the name in 2011 (65%). These results indicate that there is growing awareness of Coyote Creek within the study area, however basic details regarding the creek have not increased.

The large decrease in the percentage of those knowing the name of Coyote Creek from 2011 to 2013, despite an increase in respondents acknowledging a creek was nearby their home, may be explained by a change in the survey tool. The significant decrease across the 2011 and 2013 responses may be due to an increase in specificity required in a respondent’s answer. The second question in the 2011 survey (“Do you know the name of that creek?”) did not ask respondents to demonstrate

that they knew the name, and they may have responded with “yes” even if they didn’t know the name. To address possible misrepresentation in the results, the 2013 survey tool was changed to record an affirmative response only when respondents could identify the creek as “Coyote Creek.”

Table 1 Respondents’ Awareness and Knowledge of Coyote Creek

| Survey Question ^a | Response (in %) | | |
|---|-----------------|-------------|---------|
| | Survey 2011 | Survey 2013 | Control |
| Is there a creek near your home? | 67 | 74 | 81 |
| Do you know the name of the creek? (for those who said “yes” to the previous question) | 65 | 28 | 42 |

Notes:

^a Only in-person surveys included these questions. Postcard surveys did not, so that the total sample size is 216, not 236. Missing values have been excluded from the analysis and only valid percentages are shown.

Recreational and Stewardship Activities Along the Coyote Creek Corridor

The 2011 survey respondents indicated that the majority of individuals did not use the creek corridor for recreation (58 to 95 percent, depending on activity as shown in **Table 2**). The 2013 survey data showed little change from 2011 with 68 to 87 percent indicating they never used the corridor for recreation. For those 2013 respondents who did participate in recreational activities, walking or jogging continued to be most popular, followed by walking pets, bicycling, and nature walking. Some of the “other recreational activities” listed by respondents include: (visiting a) park, walking to Wal-Mart, and playing various sports (volleyball, football, baseball, and golf). Additional analysis indicates that roughly 57 percent of respondents never engage in any recreational

Table 2 Participation in Recreational Activities Along the Coyote Creek Corridor

| Recreational Activity | Response (in %) | | | | | | | | | | | | | | |
|-----------------------------|-----------------|----|----|--------|---|-------------|----|----|-------|---|---------------|----|---|---|---|
| | 2011 Survey | | | | | 2013 Survey | | | | | Control Group | | | | |
| | Never | | | Rarely | | Sometimes | | | Often | | Very Often | | | | |
| Walking / jogging | 58 | 68 | 41 | 12 | 7 | 20 | 13 | 12 | 17 | 8 | 7 | 14 | 9 | 6 | 9 |
| Bicycling | 76 | 81 | 63 | 6 | 5 | 12 | 9 | 7 | 14 | 3 | 3 | 7 | 5 | 3 | 5 |
| Nature watching | 79 | 87 | 71 | 6 | 2 | 7 | 8 | 4 | 5 | 4 | 4 | 8 | 4 | 2 | 9 |
| Walk pets | 81 | 84 | 79 | 4 | 1 | 9 | 7 | 6 | 6 | 3 | 3 | 3 | 6 | 6 | 4 |
| Other recreational activity | 95 | 82 | 93 | 0 | 2 | 4 | 0 | 4 | 0 | 0 | 7 | 1 | 5 | 4 | 2 |

Notes: Missing values have been excluded from the analysis and only valid percentages are shown.

Table 3 Participation in Stewardship Activities Along the Coyote Creek Corridor

| Stewardship Activity | Response (in %) | | | | | | | | | | | | | | |
|----------------------------|-----------------|----|----|--------|---|-------------|---|---|-------|---|---------------|---|---|---|---|
| | 2011 Survey | | | | | 2013 Survey | | | | | Control Group | | | | |
| | Never | | | Rarely | | Sometimes | | | Often | | Very Often | | | | |
| Creek Cleanup | 86 | 91 | 90 | 6 | 4 | 5 | 4 | 3 | 4 | 2 | 2 | 1 | 2 | 0 | 1 |
| Water monitoring | 94 | 96 | 95 | 3 | 2 | 2 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | 2 |
| Creek restoration project | 94 | 99 | 97 | 2 | 1 | 2 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 |
| Other stewardship activity | 93 | 96 | 97 | 1 | 3 | 1 | 3 | 1 | 2 | 3 | 0 | 1 | 1 | 0 | 0 |

Notes: Missing values have been excluded from the analysis and only valid percentages are shown.

activity along the creek corridor, a 6 percent increase from 2011. It should be noted, however, that respondents might have listed recreational activities they engaged in near the creek (e.g., in nearby parks), but not necessarily in the specific riparian zone.

As was found in 2011, the 2013 survey data indicate very few of respondents engage in stewardship actions (see **Table 3**). In fact, the 2013 survey shows a slight increase across all categories in the respondents that never participate in stewardship. Creek cleanup continues to be the most common stewardship activity in 2013, yet only 9 percent had ever engaged in this activity with 5 percent of respondents participating “sometimes,” “often” or “very often.” The 2013 respondents indicate that fewer individuals engage in creek restoration or water monitoring activities than did in 2011, a 5 and 2 percent decrease respectfully. Other stewardship activities mentioned by respondents included community service, monitoring safety, and casually cleaning

up trash. Overall, the 2013 survey results show a slight decline in stewardship activities along the creek. With target percent of the population engaging in stewardship activities along the creek by the end of the project being 33 percent, significant outreach and education will be needed. Additionally, given the decrease in stewardship activity participation, it may be necessary to investigate more effective techniques for engaging the community on the creek.

Reasons Why People Aren't Using the Coyote Creek Corridor and Changes Needed for People to Use the Corridor More

In 2011 and 2013, survey respondents were asked to identify the reasons why they didn't use the creek corridor. A summary of these responses is shown in **Table 4**. The two main reasons respondents listed for not using the creek corridor continue to be the "presence of homeless people living there" (42 percent in 2013) and "don't feel it is a safe environment" (35 percent in 2013). Thirty-seven percent indicated that they were not interested in going down to the creek, and 22 percent explained that trash in and around the creek was a barrier. Access to the creek continued to be a barrier in 2013, with 19 percent of individuals explaining that there is no easy access to the creek. Nearly one in five individuals indicated that a concern for injury was keeping them from using the creek (18 percent). Some of the other reasons listed by respondents include: too busy, did not know the creek was there, criminal activity (drugs, gangs, and one respondent mentioned a homicide in the creek area several years ago); and no reason for going to the creek.

In 2011, 29 percent of respondents indicated that the presence of trash in or near the creek explained why they did not use it; in 2013 this decreased to 22 percent of respondents. However, in response to the question of what changes along the creek need to happen for them to start using it, nearly half indicate that trash needs to be cleaned up in both 2011 and 2013. As shown in **Table 5** reducing the presence of homeless people became the most frequent change needed to start using the creek corridor in 2013. The number of

Table 4 Reasons Why People Are Not Using the Coyote Creek Corridor

| Reason for Not Using Coyote Creek Corridor Area | Percentage of Respondents ^a | | |
|---|--|-------------|---------------|
| | 2011 Survey | 2013 Survey | Control Group |
| Presence of homeless people living there | 37 | 42 | 40 |
| Don't feel it is a safe environment | 37 | 35 | 38 |
| Trash in or near the creek | 29 | 22 | 37 |
| There is no easy access to the creek | 25 | 19 | 26 |
| Not interested in going down to the creek | 24 | 37 | 20 |
| Other | 15 | 30 | 25 |
| Concerned about injuries | 13 | 18 | 14 |

Notes: Missing values have been excluded from the analysis and only valid percentages are shown.

^a Respondents could select multiple options, so these values do not sum to 100.

individuals in 2013 indicating that recreational trails along the creek should be improved in order for them to use the creek corridor increased slightly to 43 percent from 41 percent in 2011. The number of respondents selecting “I am unlikely ever to use the creek regardless of improvements,” increased 4 percent between 2011 and 2013, which continues to suggest that many residents would likely not use the creek corridor regardless of any appreciable change occurring.

Table 5 Changes that Need to Happen for People to Start Using the Creek Corridor

| Changes that Need to Occur | Percentage of Respondents ^a | | |
|--|--|-------------|---------------|
| | 2011 Survey | 2013 Survey | Control Group |
| Clean up the trash in the creek | 49 | 49 | 58 |
| Reduce presence of homeless people in the creek area | 42 | 55 | 50 |
| Improve recreational trails along the creek | 41 | 43 | 48 |
| Improve access to creek | 34 | 43 | 40 |
| Other | 15 | 19 | 18 |
| I am unlikely ever to use the creek regardless of improvements | 13 | 17 | 9 |

Notes: Missing values have been excluded from the analysis and only valid percentages are shown.

^a Respondents could select multiple options, so these values do not sum to 100.

Beliefs About Coyote Creek

As shown in **Table 6**, respondents were asked to indicate their level of agreement or disagreement with a series of statements about Coyote Creek. Consistent with previous results that indicate people don’t use the creek area because of trash and that cleanup would be a needed change before people would use the creek, more than two-thirds (71 percent) of respondents in 2013 agreed or strongly agreed with the statement, “Trash is a problem along the creek.” This represents an increase of 5 percent from 2011. There is growing consensus among respondents regarding the importance of the creek. In terms of its role as habitat for fish and wildlife, those individuals that agreed or strongly agree increased 10 percent from 2011 (83 percent). Similarly, slightly more than nine out of ten individuals agreed or strongly agreed that the creek’s health and cleanliness is personally important in 2013, an increase of 10 percent from 2011. In fact, only 6 percent of respondents disagreed or strongly disagreed with the latter statement.

An important goal for the CCHC project is that respondents recognize that their personal actions can impact the creek. In 2011, only 58 percent of survey respondents agreed or strongly agreed with this statement. However, at the time, the students conducting the survey noted that this question might have been unclear. Some respondents seemed to think the question was asking if they had personally littered along the creek. For the 2013 survey, this statement was revised to include both negative and positive

Table 6 Statements Concerning Coyote Creek

| Statement | Response (in %) | | | | | | | | |
|--|--------------------------------|----|----|-------------------------------|----|----|--------------------------|----|----|
| | 2011 Survey | | | 2013 Survey | | | Control Group | | |
| | Strongly Disagree/ Disagree | | | Neither Agree Nor Disagree | | | Strongly Agree/ Agree | | |
| Trash is a problem along the creek | 16 | 17 | 6 | 17 | 11 | 25 | 66 | 71 | 69 |
| The creek is an important habitat for fish and wildlife | 16 | 11 | 4 | 11 | 6 | 6 | 73 | 83 | 90 |
| The health and cleanliness of the creek is important to me | 13 | 6 | 1 | 7 | 4 | 5 | 81 | 91 | 95 |
| My personal actions can have an impact on trash in the creek | 27 | 11 | 6 | 16 | 12 | 6 | 58 | 76 | 88 |
| Coyote Creek is a safe place for me and my family to visit | 58 | 53 | 49 | 18 | 13 | 21 | 23 | 34 | 30 |

Notes: Values may not sum to 100 due to rounding.

impacts as a result of the respondent's personal actions. The result was that 76 percent of respondents agreed or strongly agreed with this statement.

Not surprisingly, creek safety continues to be a major concern for respondents. In 2011, 58 percent disagreed or strongly disagreed with the statement, "Coyote Creek is a safe place for me and my family to visit." This number decreased to 53 percent in 2013, indicating a slight improvement in the perception of safety along the creek corridor. However, it remains obvious that local residents are not comfortable in the riparian area and significant work will be needed to change those beliefs.

Opinions Regarding Sources of Trash in Coyote Creek

In 2013, more respondents felt that large quantities of trash come from illegal dumping and homeless encampments than in 2011 (see **Table 7**). In both cases, at least three-quarters of respondents stated that these sources contribute "a lot" of trash to the riparian corridor. In addition, the number of respondents in 2011 indicating that litter from people in the neighborhood contributes "a lot" increased by 19 percent in 2013 to 68 percent. By contrast, as was the case in 2011, one-third or more of 2013 respondents indicated that yard or construction projects, overflowing trash cans and dumpsters, and litter from cars do not contribute trash at all to Coyote Creek. Interestingly, in an effort to simplify the survey instrument for the respondents, the number of categories possible in 2013 was reduced from five to three. After recoding the results from 2011 to allow for comparison, the highest state of agreement ("a lot") increased significantly across all categories (6 to 19 percent). Perhaps, faced with fewer choices, respondents are more likely to answer in the affirmative rather than remain neutral. For subsequent surveys, the three-category approach should be retained to allow for analysis that confirms these increases.

Table 7 Respondents' Rating of How Much Various Activities Contribute to Trash in Coyote Creek

| Statement | Percentage of Respondents | | | | | | | | |
|--|---------------------------|----|----|-------------------|----|----|---------------------|----|----|
| | 2011 Survey | | | 2013 Survey | | | Control | | |
| | None | | | A Moderate Amount | | | An Excessive Amount | | |
| Litter from cars | 35 | 36 | 20 | 33 | 21 | 48 | 31 | 43 | 32 |
| Litter from people in the neighborhood | 17 | 15 | 7 | 34 | 17 | 32 | 49 | 68 | 61 |
| Overflowing trash from cans or dumpsters | 36 | 34 | 21 | 32 | 16 | 38 | 33 | 49 | 42 |
| Trash from yard or construction projects | 44 | 45 | 33 | 35 | 20 | 41 | 21 | 34 | 26 |
| Illegal dumping | 16 | 15 | 7 | 17 | 8 | 21 | 68 | 77 | 72 |
| Homeless encampments | 12 | 10 | 8 | 17 | 13 | 19 | 72 | 77 | 74 |

Notes: Values may not sum to 100 due rounding.

Attitudes About Impacts of Illegal Dumping, Litter, and Homeless Encampments

The final section of the survey prior to demographic questions asked participants to indicate their level of agreement or disagreement with a series of statements designed to gauge their attitude toward the impacts of illegal dumping, litter, and homeless encampments (see **Table 8**). This section was modified in 2013 in an effort to simplify and more effectively use the respondents' time. The number of categories was reduced by 25 percent by collapsing statements about property values and neighborhood safety into a single statement encompassing both ideals: "my neighborhood or community."

Not surprisingly, in 2011 people tended to agree with most statements as they were worded in a manner that focused more on the negative aspects of these activities (i.e., in all cases, the survey inquired about the potential "harm" of each activity). This was the case in 2013 as well. With regard to attitudes about illegal dumping, 2013 respondents were slightly less likely to agree/strongly agree that it impacts the safety of the neighborhood (85 percent) compared to the harmful impact on fish and wildlife habitat (92 percent), although overall, attitudes were relatively consistent across all four statements (79 to 92 percent). The average level of agreement in 2013 regarding the impacts of litter was very similar compared to illegal dumping. Averaged across all three statements, 87 percent agreed or strongly agreed with statements about the harmful impacts of litter; this compares to 85 percent for statements about illegal dumping. There are some interesting similarities, however. The highest level of agreement regarding the impacts of illegal dumping and litter on personal well-being, neighborhood or community, and habitat were nearly identical ranging from 79 to 87 percent.

Table 8 Attitudes About the Impacts of Illegal Dumping, Litter, and Homeless Encampments

| Statement | Response (in %) | | | | | | | | |
|---|------------------------------|----|----|----------------------------|----|----|------------------------|----|----|
| | 2011 Survey | | | 2013 Survey | | | Control Group | | |
| | Strongly Disagree / Disagree | | | Neither Agree Nor Disagree | | | Strongly Agree / Agree | | |
| Illegal dumping is harmful to... | | | | | | | | | |
| My personal well-being | 15 | 12 | 9 | 16 | 9 | 14 | 69 | 79 | 77 |
| The neighborhood or community | 15 | 9 | 7 | 17 | 6 | 13 | 69 | 85 | 81 |
| The habitat of fish and wildlife | 13 | 5 | 5 | 8 | 3 | 2 | 79 | 92 | 93 |
| Litter is harmful to... | | | | | | | | | |
| My personal well-being | 21 | 12 | 11 | 14 | 7 | 13 | 65 | 81 | 77 |
| The neighborhood or community | 18 | 4 | 9 | 17 | 8 | 11 | 66 | 88 | 80 |
| The habitat of fish and wildlife | 11 | 5 | 4 | 13 | 3 | 6 | 76 | 92 | 90 |
| Homeless encampments are harmful to... | | | | | | | | | |
| My personal well-being | 32 | 33 | 27 | 18 | 21 | 14 | 50 | 47 | 58 |
| The neighborhood or community | 18 | 21 | 16 | 16 | 18 | 13 | 68 | 60 | 72 |
| The habitat of fish and wildlife | 18 | 14 | 20 | 16 | 19 | 13 | 66 | 66 | 66 |

Notes: Values may not sum to 100 due rounding.

Interestingly, the lowest average level of agreement regarding the potential harmful impacts of either illegal dumping, litter, or homeless encampments was found for the latter. In 2011, 63 percent agreed or strongly agreed with statements about the harmful impacts of homeless encampments. This has decreased to 57 percent in 2013. There is also a difference with regard to the individual ranking of the three statements compared to attitudes toward illegal dumping or litter. In 2011, the highest level of agreement was for the statement about the impact of homeless encampments on the neighborhood or community (68 percent). This has decreased in 2013 to 60 percent, with the highest level of agreement being for the statement about the impact of homeless encampments on the habitat of fish and wildlife (66 percent). This shift could be reflective of several factors, including a growing awareness of the creek as a habitat for fish and wildlife, an increase in outreach to the homeless to transition off the streets, or cleanup efforts along the creek corridor.

A new question on the 2013 survey tool was added to evaluate the proportion of neighborhood residents that are aware of the CCHC project. The question asked residents “in the last two years have you participated in or heard of the Clean Creeks, Healthy Communities Project?” Only 25% of respondents stated that they were aware of the CCHC project. This question aims to test how effectively the CCHC project has been at permeating the neighborhood. Unfortunately, in the last 2 years only one-quarter of the residents have been made aware. Increasing awareness of the CCHC program should be a priority over the remainder of the project term.

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Section II: Progress Toward Overall Project Goals

The CCHC project aims to reach specific goals by the end of the project in Spring 2015. A set of metrics was developed in order to quantify and illustrate the relationship between the community development activities conducted by ESD as part of the overall grant project and the environmental impact on Coyote Creek. This section focuses on presenting the data results and analysis of four of the seven goals identified in the beginning stages of the CCHC project. The four primary goals that will be addressed are as follows:

- 1. By the end of the project, at least 66 percent of residents surveyed are aware of Coyote Creek and its environmental significance and 50% of residents surveyed report that the health of Coyote Creek is important to them*
- 2. By the end of the project, at least 66 percent of residents surveyed are aware that their personal conduct can result in litter in Coyote Creek, and that litter and illegal dumping is harmful to personal well-being*
- 3. By the end of the project, at least 33 percent of residents surveyed report participating in recreation that directly involves Coyote Creek riparian corridor*
- 4. By the end of the project, at least 66 percent of residents surveyed report that they feel they could safely visit the Coyote Creek corridor*

Each of these goals will be discussed in this section, and reference the data collected during 2013 in comparison with the 2011 data. By revisiting these goals and tracking the progress of the project at the mid-point check-in, ESD may be able to further focus future community engagement efforts in order reach these goals that were set out.

GOAL #1: AWARENESS AND ENVIRONMENTAL SIGNIFICANCE OF COYOTE CREEK

The first goal is to, by the end of the project, find that at least 66 percent of residents surveyed are aware of Coyote Creek and its environmental significance and that at least 50% of residents surveyed report that the health of Coyote Creek is important to them. The respondents answered two questions pertaining to awareness of Coyote Creek. The first asked if the respondent knew if a creek was located within a ½ mile of their home, and the second asked if they knew the name of that creek. In 2011, 67 percent of survey respondents recognized that there was a creek near their home, and the 2013 data uncovered a seven percent increase in this measure to 74 percent, which indicates a growing awareness of Coyote Creek over the past two years. Yet, the percentage of respondents who knew the name of the creek decreased between 2011 and 2013, which could be a result of the revised 2013 survey tool. Surveys to be conducted in 2015 should be compared with the 2011 and 2013 results to get a more accurate reading of people's knowledge of the creek's name.

With regard to residents' awareness of the environmental importance of Coyote Creek, there was an observed increase among respondents indicating that the creek is an important resource. Between 2011 and 2013, the number of individuals that agreed or strongly agreed that the creek is important for fish and wildlife increased by 10 percent from 73 percent to 83 percent. The percentage of residents surveyed about the importance of the creek's health and cleanliness also increased by 10 percent during the last two years to 91 percent. These numbers signify that the goal of achieving 50 percent of residents reporting that the health of the creek is important to them has been achieved.

GOAL #2: AWARENESS THAT PERSONAL CONDUCT CAN RESULT IN LITTER IN COYOTE CREEK

The second goal is to find that at least 66 percent of residents surveyed are aware that their personal conduct can result in litter in Coyote Creek, and that litter and illegal dumping are harmful to personal well-being. This goal has been realized in 2013, in which the data indicated that the percentage of survey respondents who agreed or strongly agreed with the statement “my personal actions can have a positive or negative impact on trash in the creek” was 76 percent. In 2011, only 58 percent of respondents answered agreed or strongly agreed to this statement, although the 2013 survey instrument was slightly revised to include the “positive or negative” portion of the statement. This may have influenced the 18 percent increase observed in the survey data over the last two years, but likely was not the only factor that increased this number.

The survey question that asked residents to rate how strongly they agree with the statements “illegal dumping is harmful to my personal well-being” and “litter is harmful to my personal well-being” showed an increase in the percentages of respondents who answered strongly agree/agree. The percentage of people who said that they strongly agree or agree that illegal dumping is harmful to their person well-being increased from 69 to 79 percent over the last two years. And, the percentage of respondents who indicated the same level of agreement with regard to litter increased from 65 to 81 percent. All in all, the second goal has clearly been achieved within two years of the project’s commencement, and will hopefully indicate additional increases in these percentages over the remaining life of the CCHC project.

GOAL #3: PARTICIPATION IN RECREATION THAT INVOLVES COYOTE CREEK

The third goal is to identify that at least 33 percent of residents surveyed report participating in recreation that directly involves the Coyote Creek riparian corridor. Little change was found between the 2011 and 2013 survey responses, although the 2013 data did indicate that percentages are slightly declining, not increasing. The majority of survey respondents (2013: 68 to 87 percent, depending on the activity) indicated that they did not use the creek corridor for recreation. The specific survey question that measured participation in recreation along the creek corridor had respondents identify whether they never, rarely, sometimes, often, or very often engaged in a variety of activities. **Table 9** outlines the percentages of respondents who answered the survey question in a manner that indicated they were involved in some fashion (rarely, sometimes, often, and/or very often) in recreation along Coyote Creek. The percentages in this table reflect numbers that have combined the various levels of participation (excluding the “never” response, since this would include respondents who do not participate in recreation), along with the averaged percentages between all types of recreation.

Not only does this data show that this goal has yet to be reached, it also shows that participation in recreation along the creek has actually declined by 5.4 percent since 2011. These findings suggest the need to focus efforts on increasing resident participation in recreational activities along the Coyote Creek corridor.

Table 9 Changes in Participation in Recreation Along the Coyote Creek Corridor

| Changes that Need to Occur | Response (in %) | | |
|-----------------------------|-----------------|-------------|-------------|
| | 2011 Survey | 2013 Survey | Change |
| Walking / jogging | 42 | 22 | -20 |
| Bicycling | 23 | 18 | -5 |
| Nature watching | 22 | 12 | -10 |
| Walk pets | 20 | 16 | -4 |
| Other recreational activity | 5 | 17 | +12 |
| AVERAGE | 22.4 | 17 | -5.4 |

GOAL #4: SENSE OF SAFETY WHEN VISITING COYOTE CREEK

The fourth goal is to, by the end of the project, find that at least 66 percent of the residents surveyed feel they could safely visit the Coyote Creek corridor. In 2011, 23 percent of survey respondents strongly agreed or agreed with the statement “Coyote Creek is a safe place for me and my family to visit.” In 2013, 34 percent of respondents strongly agreed or agreed with the statement, showing an 11 percent increase. Although the past two years have shown an improvement in resident’s perception of safety when visiting the creek, a major shift in resident attitudes towards safety and the creek must be realized by 2015 if this goal is to be reached. This goal should be focused on in order to achieve the desired result of 66 percent of residents feeling safe when visiting Coyote Creek.

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Section III: Conclusion and Recommendations

The work conducted in Fall 2011 provided a baseline understanding to allow the City of San José to assess the effectiveness of the CCHC project. In 2013 at the mid-point check-in of the project, the data has unveiled which goals have already been met, and those that should be focused on to meet desired outcomes.

This section highlights key recommendations for the City's consideration to help inform public outreach activities and to reach the goals that have yet to be achieved. A brief conclusion is provided below, followed by recommendations that are divided into two parts: 1) outreach recommendations in order to achieve the goals previously outlined, and 2) ideas for improving the survey instrument for future surveying in 2015.

CONCLUDING THOUGHTS ON RESIDENTS AND THEIR RELATIONSHIP TO THE CREEK

A positive change that was observed when comparing the survey responses from 2011 to responses in 2013 was the increased awareness respondents had of the creek. As of 2013, 74 percent of the residents surveyed know that a creek is near their home. Interestingly enough, very few respondents use the creek corridor, and even fewer engage in stewardship activities (this was also observed in 2011). The two main reasons given were the "presence of homeless people living there" and "don't feel it is a safe environment" (see **Table 4**). While only 37 percent of respondents indicated that the presence of trash in or near the creek explained why they did not use it, in response to the question of what changes along the creek need to happen for them to start using it, nearly half indicated that trash needs to be cleaned up (see **Table 5**).

The percentage of respondents that recognize that their personal actions can impact the creek (see **Table 6**) has significantly increased over the last two years, from 58 percent in 2011 to 76 percent in 2013. They tended to think that large quantities of trash come from litter from people in the neighborhood, illegal dumping, and homeless encampments (see **Table 7**).

OUTREACH RECOMMENDATIONS

A primary objective of the CCHC project is to evaluate whether the project itself has an effect on the residents' attitudes and knowledge of Coyote Creek. As discussed in Section 1, the final question of the survey indicates that only 25% of the residents are aware of the CCHC project. We recommend as a primary goal that measures be taken to increase the awareness of the CCHC project itself. Once more residents are aware of the efforts in the neighborhoods surrounding the creeks, their interest in the creek may increase, which may be reflected in the 2015 survey results. Targeted outreach, such as neighborhood meetings, mailers, emails to neighborhood associations, may help to increase awareness of the CCHC project.

In order to achieve the remaining goals set out at the beginning of the CCHC project, continued public outreach will be needed. In order to meet the third goal of identifying that at least 33 percent of residents participate in recreation along Coyote Creek, the public should be made aware of the many recreational opportunities available along the creek corridor. In 2013, only 17 percent of respondents were found to participate in some way with the creek, just over half of the desired target of 33 percent. One possible way to engage more residents in recreation along the creek could be to hold community events where residents can visit and learn about the creek, as well as provide feedback on what they feel is missing from the creek corridor in order to engage in recreation.

To reach the fourth goal, public outreach will also be necessary. In 2013, only 34 percent of residents surveyed said that they feel safe visiting the creek, a far cry from 66 percent. Major work will be needed in the next two years to improve the perception of safety along the creek. One suggestion is for the City (and perhaps the Police Department) to further engage residents near the creek and address concerns through public education or other actions necessary to boost a sense of safety in the area. Through this open dialogue, the public should also be made aware of the progress made over the past two years through cleanup efforts and the Downtown Street Team's work.

SURVEY INSTRUMENT RECOMMENDATIONS

The in-person surveys were largely successful, but have room for improvement. First and foremost, the fifth goal of the project (which has yet to be mentioned) is to, by the end of the project, find that at least 66 percent of residents surveyed report that the quantity of litter in their neighborhood has been reduced. Since this goal has been outlined with a specific target to reach, the survey should include questions that capture the changes in the amount of litter perceived the neighborhood. Currently, the survey does not include a question to address changes in quantity of litter in neighborhoods, as observed by residents. A question should be added to subsequent surveys that ask residents to respond to this question, perhaps through marking differing levels of agreement (disagree, somewhat agree, agree, etc.) with a statement about noticing a reduction in litter.

An additional suggestion for the next survey instrument would be for respondents to identify on a map where they are engaging in recreational/stewardship activities. This may aid in understanding what recreational activities are popular and where they are occurring, so that public outreach efforts may be concentrated in specific creek locations that are already being enjoyed.

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Appendices

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APPENDIX A

Demographic Profile

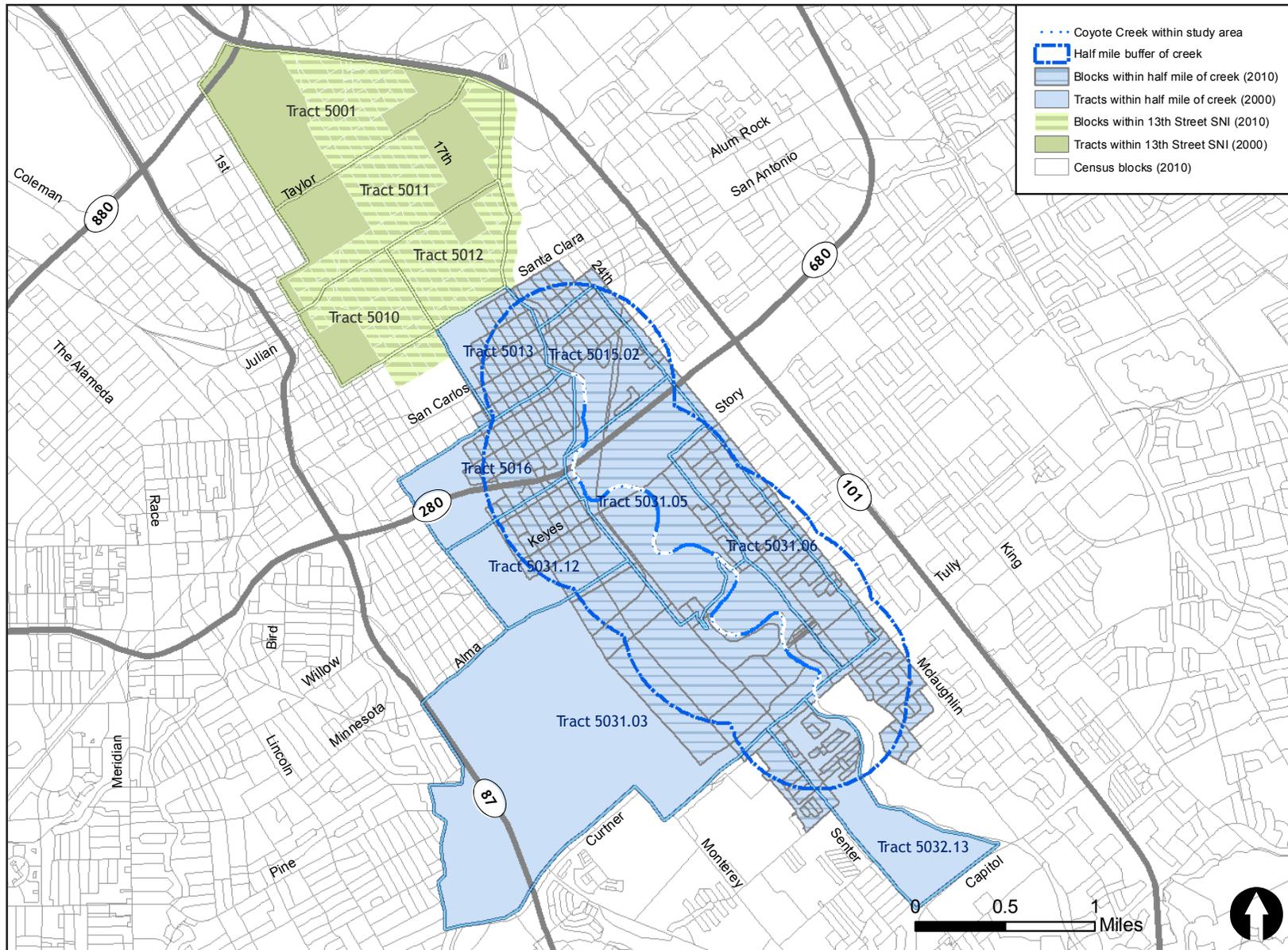


Figure A-1 Study and Control Group Areas

Source: City of San José and U.S. Census | Map prepared by Justic Meek, AICP (2012)

DATA SOURCES

The most recent demographic data were gathered from the U.S. Census Bureau at the smallest geographic area available (see **Figure A-1**). As shown in **Table A-1**, population and housing information were available at the block-level from the 2010 Census; whereas social and economic information were available at the tract-level from the 2005-09 American Community Survey 5-year estimate.

Data available at the block level could readily provide information that closely corresponds to the study and control group areas. Because census tracts are much larger than census blocks—a typical tract consists of 2 to 4 block groups, which are in turn typically made up of 6 to 15 blocks—data at the track level could not be gathered for geographic areas that exactly correspond to the study and control group boundaries; rather, they followed these boundaries as closely as possible to give a representative sample of these two areas. **Figure 8** shows the geographical extent of the census blocks and tracts used for characterizing the study and control group areas.

Table A-1 Demographic Data Sources

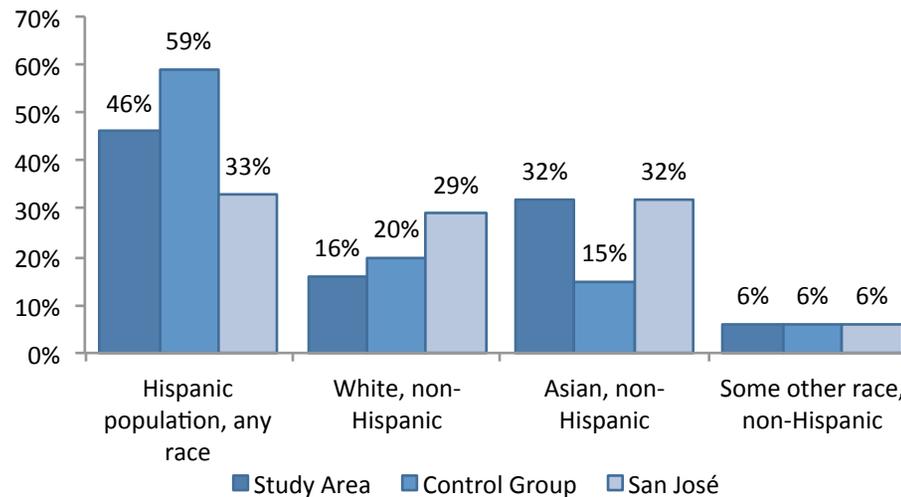
| Demographic Category | 2010 Census (block-level data) | 2005-09 ACS (tract-level data) |
|---------------------------|-----------------------------------|-----------------------------------|
| Population | ✓ | |
| Race and ethnicity | ✓ | |
| Age | ✓ | |
| Household size | ✓ | |
| Occupancy status / tenure | ✓ | |
| Housing type | | ✓ |
| Educational attainment | | ✓ |
| Household income | | ✓ |
| Median income | | ✓ |

POPULATION, RACE AND ETHNICITY

In 2010, there were an estimated 38,940 residents in the study area. This area is composed of two main groups: nearly half identified themselves as Hispanic or Latino (of any race) and close to a third were Asian (see **Figure A-2**). Together, Hispanics and Asians account for roughly 78 percent of the area’s total population (see Appendix B for three maps that show the geographic distribution of Hispanic, Asian and Caucasian residents in the study area).

The study and control group areas both have a higher proportion of minorities as compared with the City as a whole. The control group has a nearly identical percentage of Hispanics and Asians (75 percent), although this area has a greater proportion of residents who identify as Hispanics (59 percent), and smaller proportion of Asians (16 percent). In comparison to the rest of the population in San José, these two areas have a significantly greater proportion of residents who identify themselves as Hispanics (Hispanics comprise approximately 33 percent of the City’s residents), while the study area and the city have exactly the same proportion of Asian residents (32 percent).

Figure A-2 Race and Ethnicity Characteristics



Source: U.S. Census Bureau, 2010 Census Summary File 1, Tables P8 & P9

AGE DISTRIBUTION

The residents of the study and control group areas are similar in age. As shown in **Table A-2**, the two areas' age cohorts differ by only 2 to 5 percent. In comparison to the City as a whole, these two areas have a slightly greater proportion of college age and young adults, and fewer family-forming, middle age and senior populations. The median age for these three areas bears out these age cohort differences: the City's has the highest median age at 35.2 years; the study area has a median age of nearly a year younger (34.3 years); and the control group area's median age is slightly lower still (33.7 years).

Table A-2 Age Distribution

| Age Cohort | Age Group/Description | Study Area (%) | Control Group (%) | San José (%) |
|-------------|-------------------------------|----------------|-------------------|--------------|
| Under 18 | Preschool and school age | 23 | 21 | 25 |
| 18 to 24 | College age | 19 | 14 | 9 |
| 25 to 34 | Young adults | 17 | 19 | 15 |
| 35 to 64 | Family-forming and middle age | 34 | 38 | 40 |
| 65 and over | Seniors | 7 | 9 | 10 |
| TOTAL | | 100 | 100 | 100 |

Source: U.S. Census Bureau, 2010 Census Summary File 1, Tables P12 & P13

The distribution of different age groups is not uniformly distributed. **Figure A-3** shows the distribution of the largest age cohort—35 to 64 years—in the study and control group areas. As shown here, many of the census blocks within the study area have a relatively small proportion of residents between the age of 35 and 64, as compared to portions of San José further west, such as the Willow Glen area.

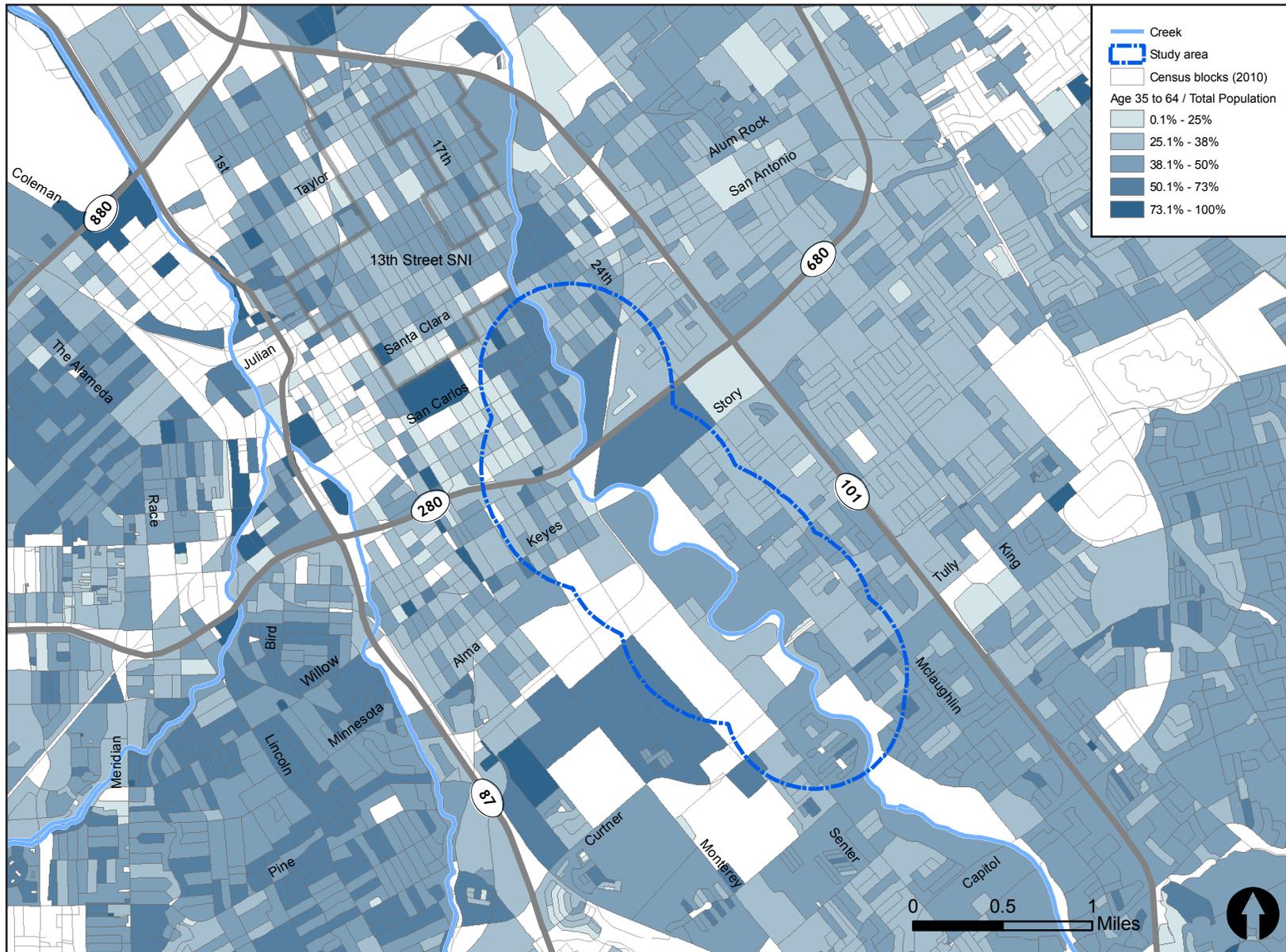
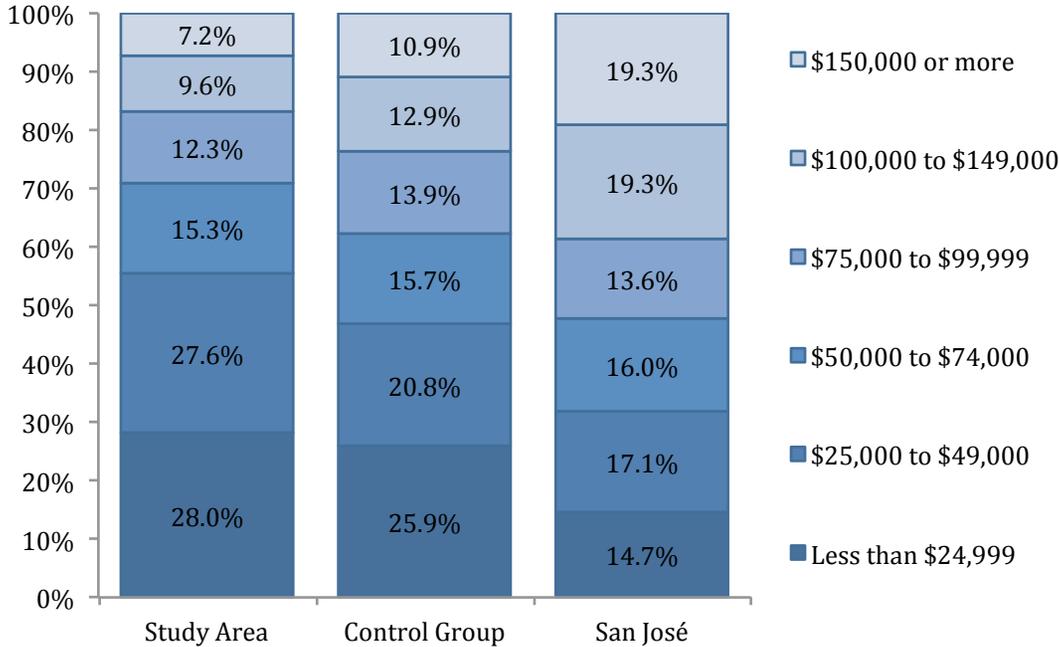


Figure A-3 Distribution of Family-Forming and Middle Age Residents *Source: U.S. Census (2010) | Map prepared by Justic Meek, AICP (2012)*

INCOME DISTRIBUTION

The study area residents' median household income is estimated to be \$46,869. As shown in **Figure A-4**, over half the population earns \$50,000 or less. In comparison, the control group area has an estimated household income of \$54,702, and a little less than half its population earns \$50,000 or less. Citywide, a much smaller proportion of residents earn \$50,000 or less (32 percent). Correspondingly, the citywide median household income (\$78,660) is over \$30,000 (or 68 percent) greater than the study area's (see Appendix C for a map showing median household income by census tract).

Figure A-4 Household Income Characteristics

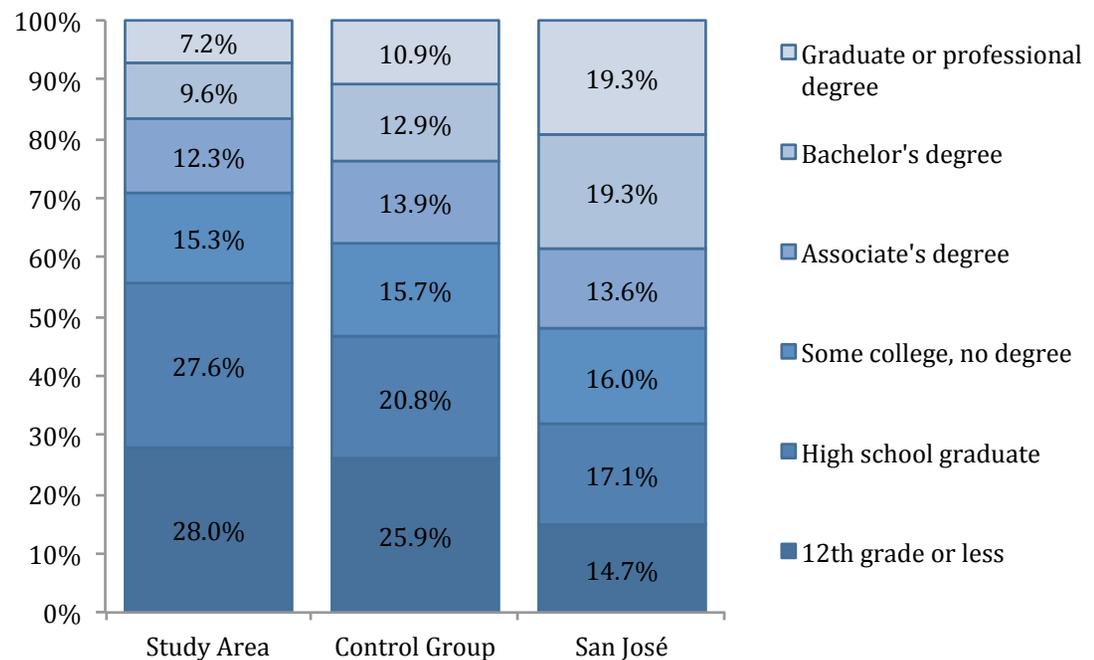


Source: U.S. Census Bureau, 2005-2009 American Community Survey 5-Year Estimate

EDUCATIONAL ATTAINMENT

Compared to the City, the study and control group areas have less formal education (see **Figure A-5**). In the study and control group areas, just over half their residents have a high school diploma or less education. These two areas also have nearly the same proportion of their population with some college or a Bachelor degree (at roughly two out of five individuals). In comparison, a greater proportion of residents citywide have some college or a Bachelor degree (49 percent), and a smaller proportion of high school graduates or less (38 percent) (see Appendix D for two maps showing the proportion of residents without a high school diploma and those who have a Bachelor degree).

Figure A-5 Educational Attainment Characteristics



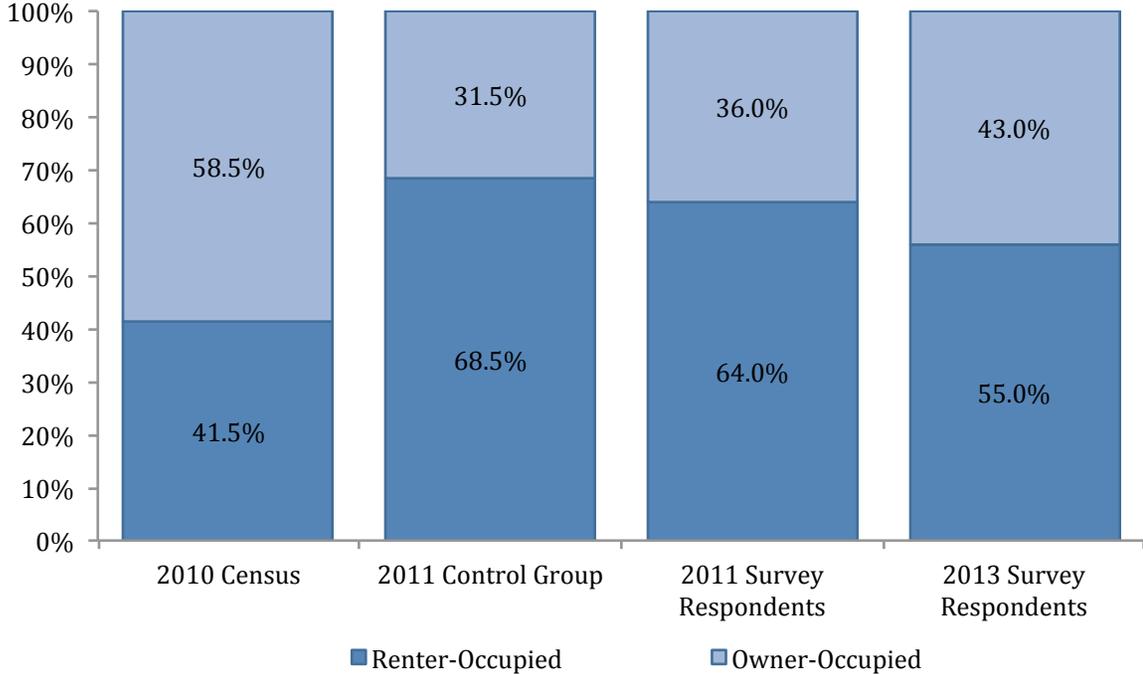
Source: U.S. Census Bureau, 2005-2009 American Community Survey 5-Year Estimate

OCCUPANCY STATUS AND TENURE

In 2010, the occupancy rates of the study area and City of San José were nearly identical. The 2011 control group area had a slightly greater proportion of vacant units at 7.7 percent, which was roughly twice the rate of the study area (3.8 percent). Given that housing policy analyses usually consider vacancy rates of 3 to 4 percent as reasonable, a rate of 7.7 percent may suggest that the housing supply in the control group modestly outstrips demand.

Of the occupied housing units, the study and control group areas have a preponderance of renters and similar renter occupancy rates. As shown in **Figure A-6**, a majority of residents in the City own their homes (58.5 percent), which is more than 20 percent greater than in the study area.

Figure A-6 Percent of Owner-Occupied and Renter Occupied Units

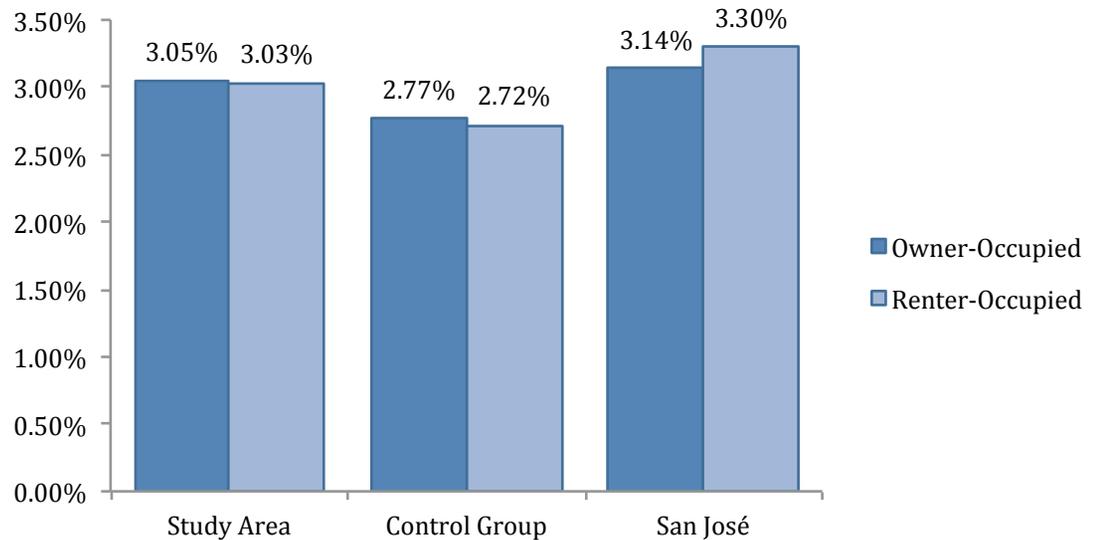


Source: U.S. Census Bureau, 2010 Census Summary File 1, Table H11

HOUSEHOLD SIZE

The average household sizes for the study area in 2010 were 3.05 and 3.03 for owner- and renter-occupied units, respectively. While these figures are very similar to those of the city as a whole, the control group area’s average household size is roughly 10 percent less (see **Figure A-7**). As shown in **Table A-3**, the control group area has more non-family and male households, which may explain the smaller overall household size.

Figure A-7 Average Household Size of Occupied Housing Units



Source: U.S. Census Bureau, 2010 Census Summary File 1, Table H12

HOUSEHOLD TYPE

Household types are similar in the study area and City of San José. As shown in **Table A-3**, family households make up 76 and 78.8 percent of owner occupied housing units in the study area and City, respectively. In the control group area nonfamily households are more frequent, but still make up only a third of all households. **Table A-3** provides detailed figures on different household types for the study area, control group, and the City of San José.

Table A-3 Comparison of Housing Units by Occupancy

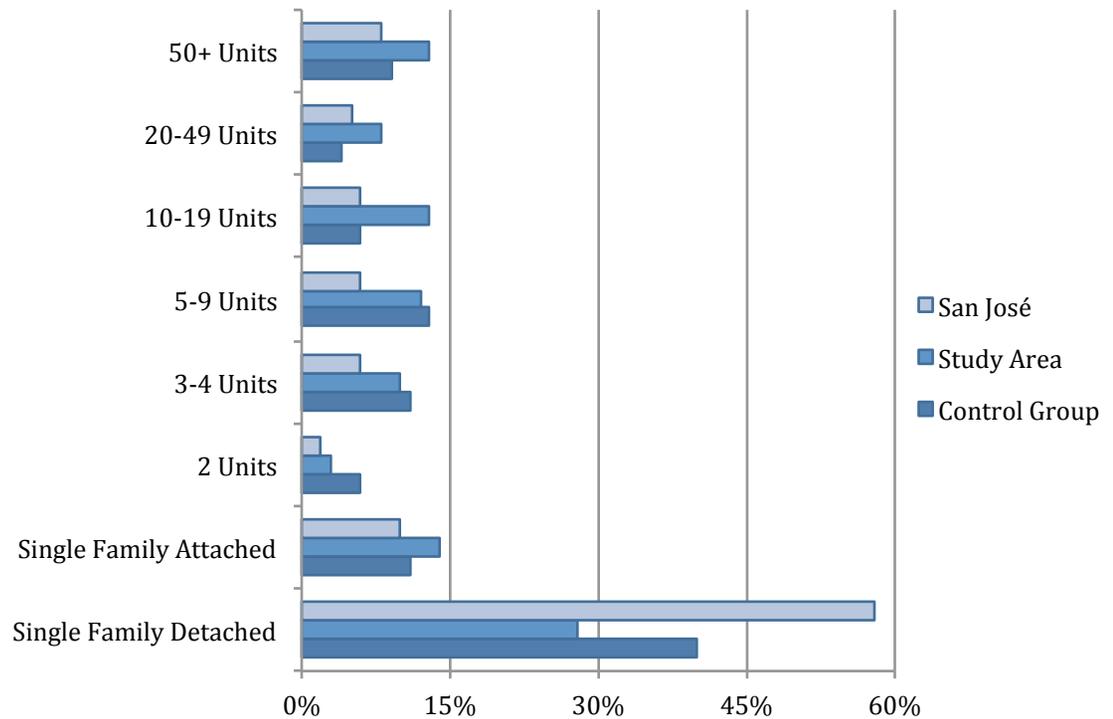
| Age Cohort | Study Area (%) | Control Group (%) | San José (%) |
|--|----------------|-------------------|--------------|
| Family households | 76.0 | 65.4 | 78.8 |
| Husband-wife family | 57.6 | 47.8 | 64.4 |
| Male householder, no wife present | 7.0 | 6.4 | 4.9 |
| Female householder, no husband present | 11.3 | 11.3 | 9.5 |
| Nonfamily households | 24.0 | 34.6 | 21.2 |
| Male householder | 12.8 | 19.0 | 9.7 |
| Female householder | 11.3 | 15.6 | 11.6 |
| TOTAL Owner-occupied housing units | 100.0 | 100.0 | 100.0 |

Source: U.S. Census Bureau, 2010 Census Summary File 1, Tables P12 & P13

HOUSING TYPE

Housing types vary between the study area, the control group area, and the City of San José. Overall, the City of San José contains a majority of single-family homes (approximately 68 percent), while only 42 percent live in single-family homes in the study area. In comparison, the control group has a lower concentration of single-family houses than the City, but a higher concentration than the study area (51 percent). Not surprisingly the study area has the largest percentage of the housing units that are multi-family dwellings with 10 or more units. **Figure A-8** shows a more detailed breakdown of housing units in the study area, control group area, and City of San José.

Figure A-8 Housing Types by Number of Units



Source: U.S. Census Bureau, 2005-2009 American Community Survey 5-Year Estimate

APPENDIX B

Race and Ethnicity Maps

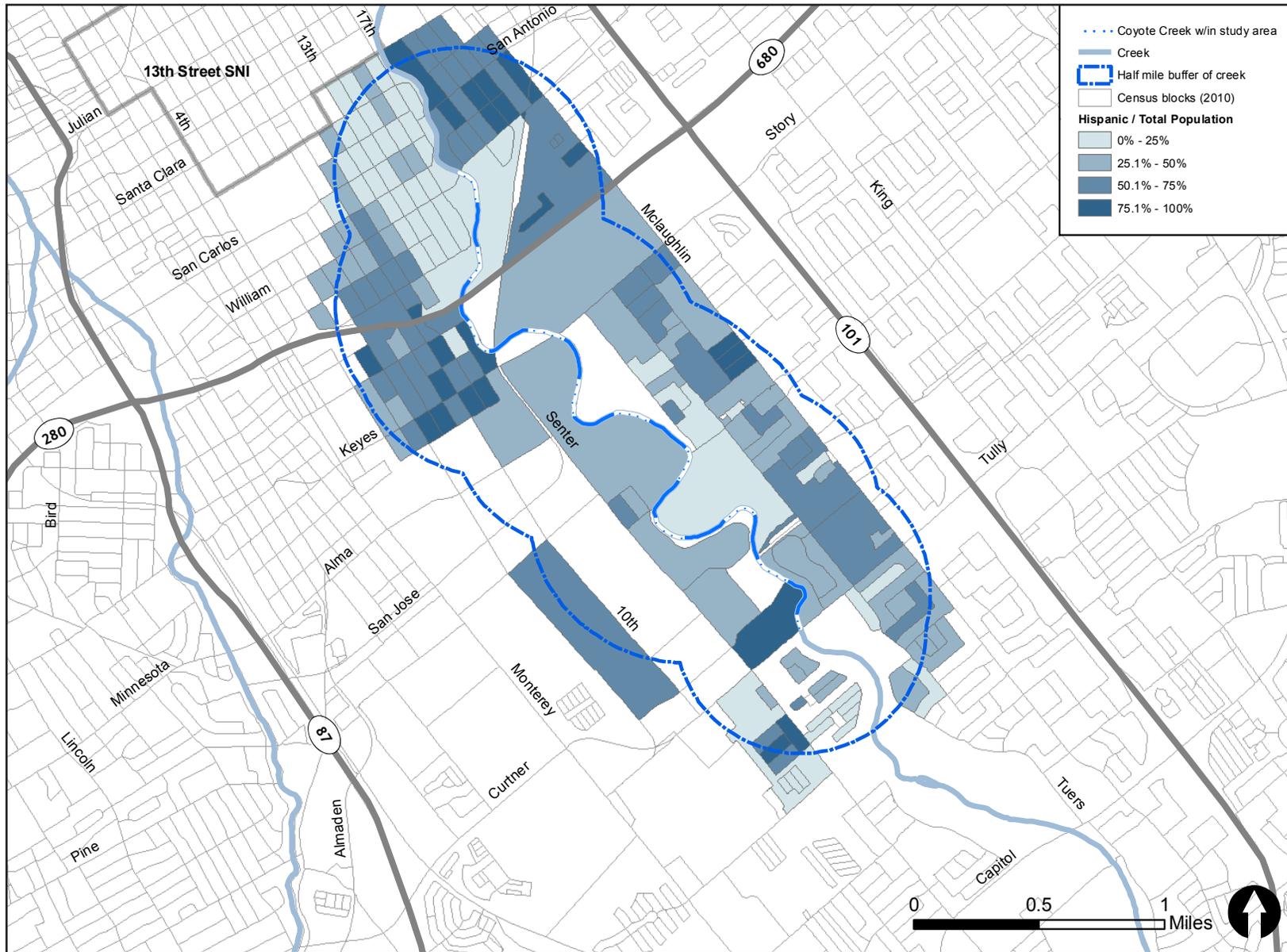


Figure B-1 Distribution of Hispanic Residents *Source: City of San José (2009) and U.S. Census (2010) | Map prepared by Justic Meek, AICP (2012)*

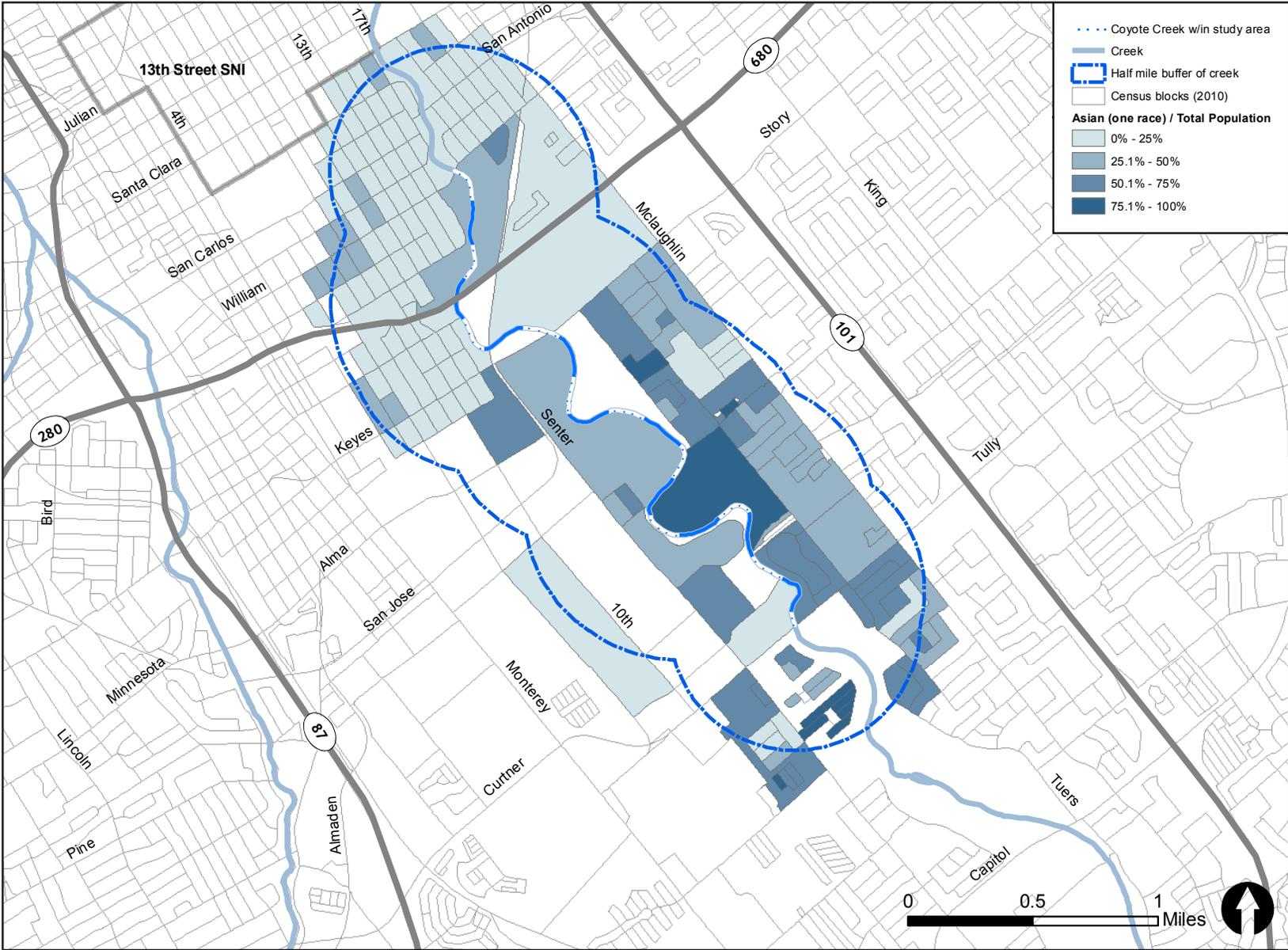


Figure B-2 Distribution of Asian Residents (Non-Hispanic)

Source: City of San José (2009) and U.S. Census (2010) | Map prepared by Justic Meek, AICP (2012)

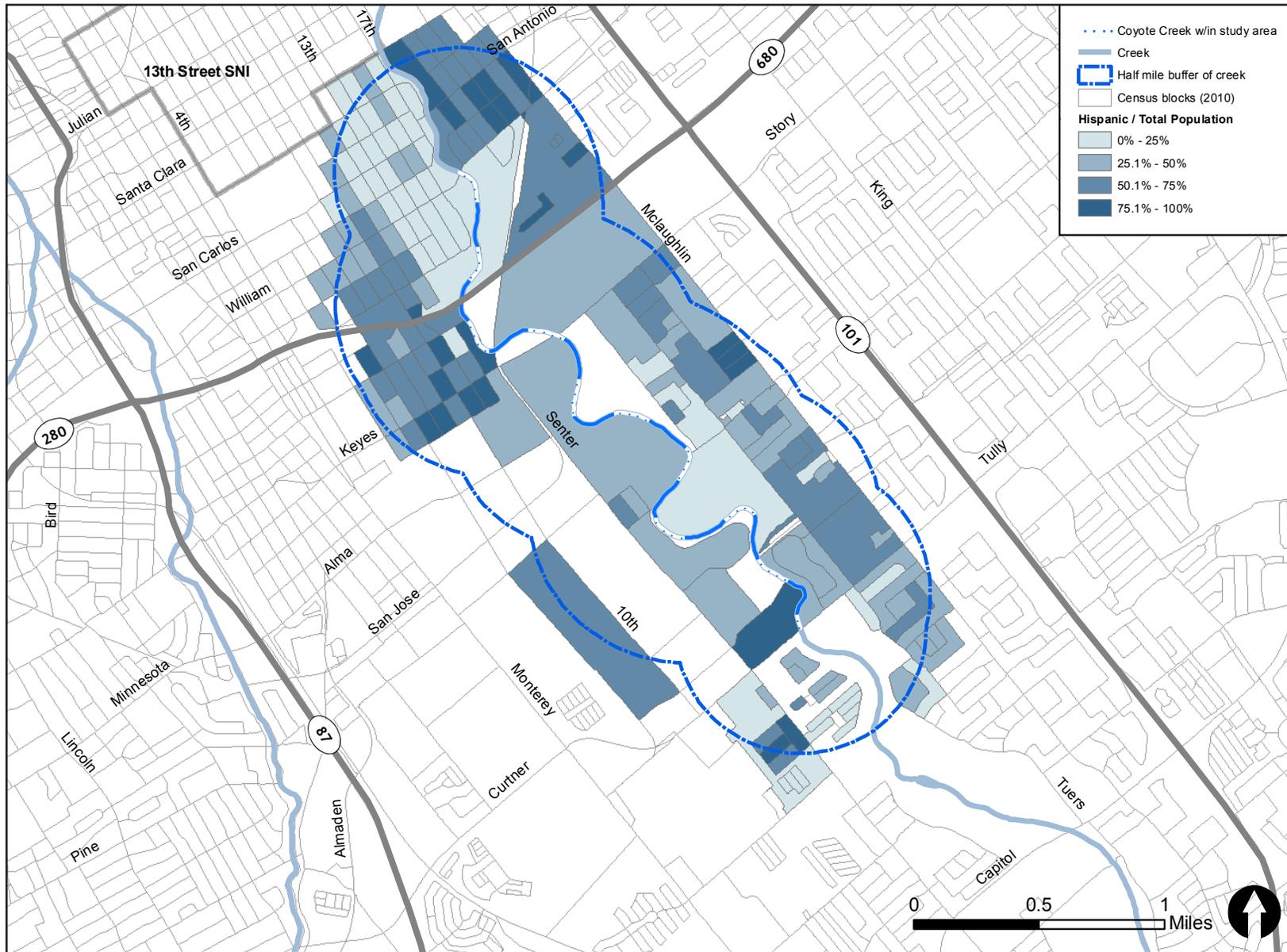


Figure B-3 Distribution of White Residents (Non-Hispanic)

Source: City of San José (2009) and U.S. Census (2010) | Map prepared by Justic Meek, AICP (2012)

APPENDIX C

Median Household Income Map

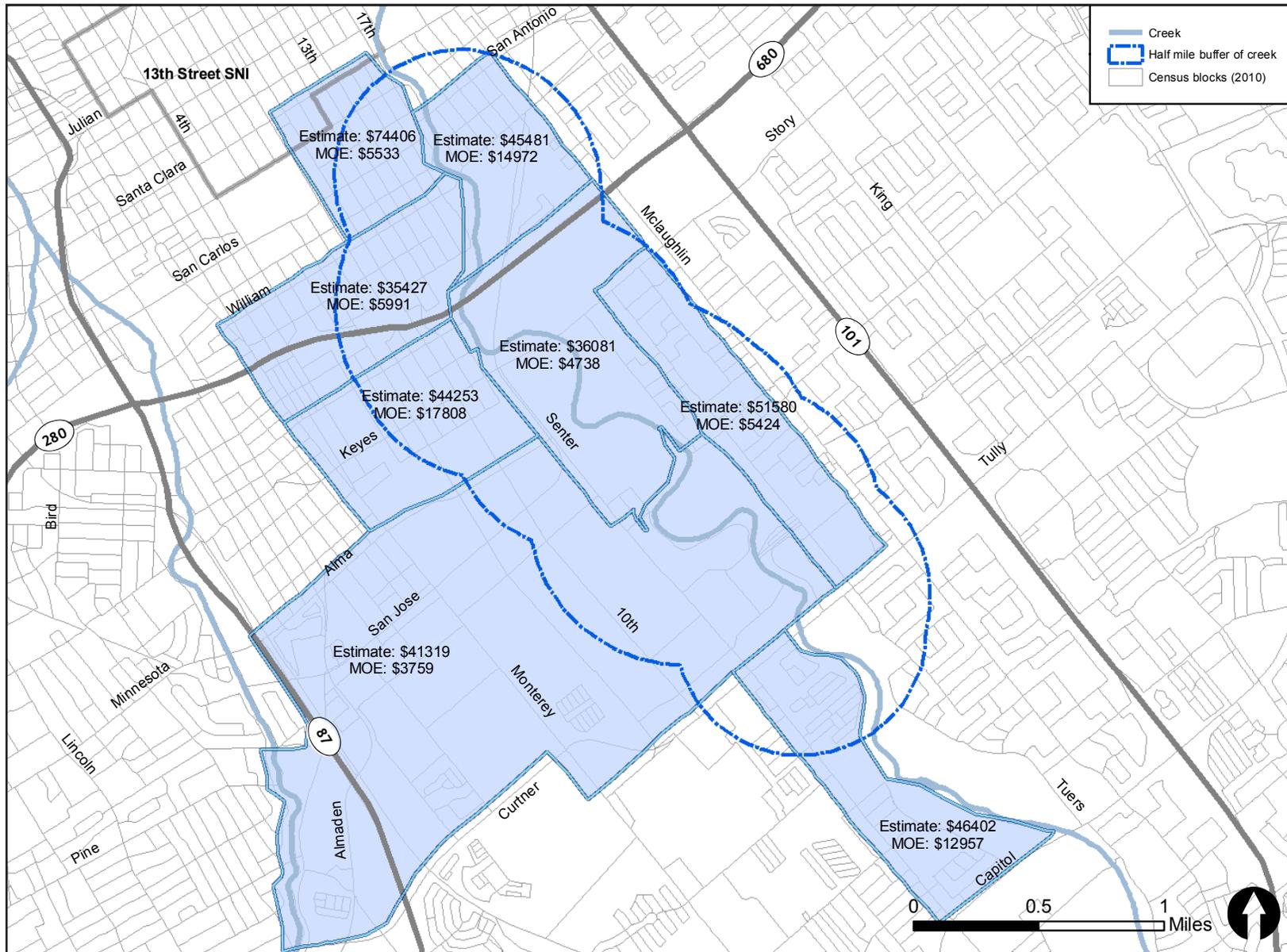


Figure C-1 Median Household Income

Source: U.S. Census, ACS (2005-2009 5-Year Estimate) | Map prepared by Justic Meek, AICP (2012)

APPENDIX D

Educational Attainment Maps

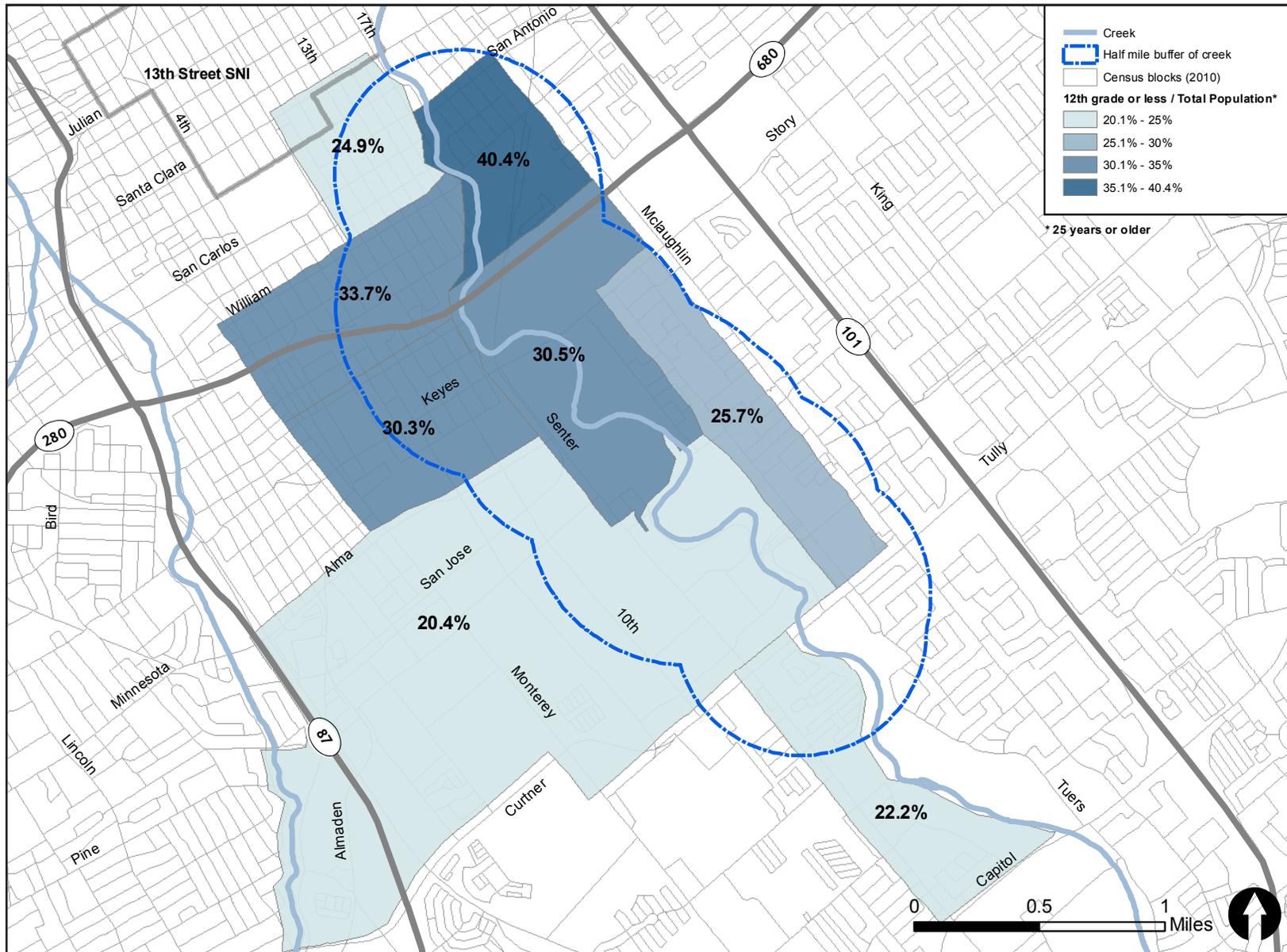


Figure D-1 Residents without a High School Diploma

Source: U.S. Census, ACS (2005-2009 5-Year Estimate) | Map prepared by Justic Meek, AICP (2012)

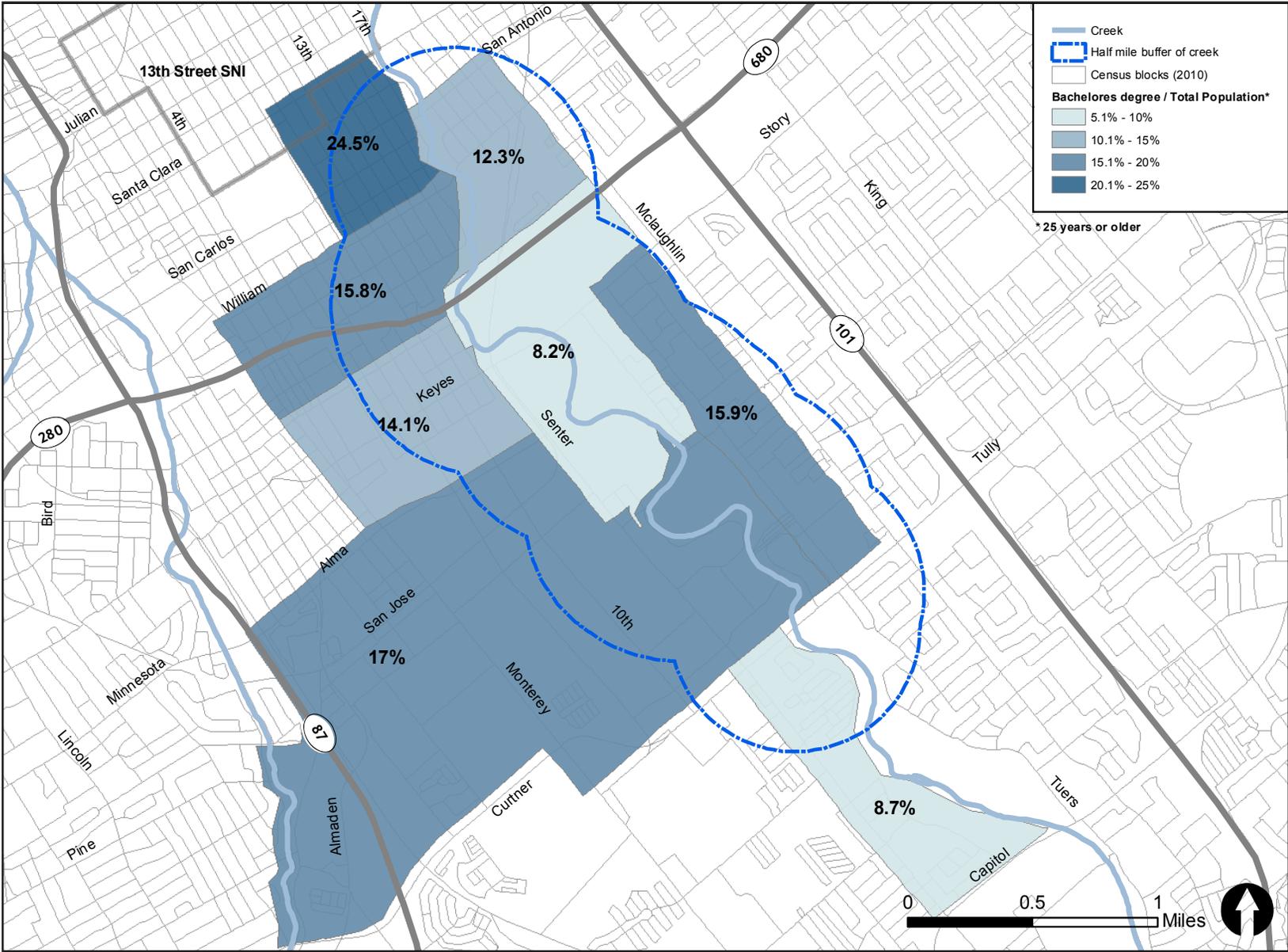


Figure D-2 Residents without a Bachelors Degree

Source: U.S. Census, ACS (2005-2009 5-Year Estimate) | Map prepared by Justic Meek, AICP (2012)

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APPENDIX E

2013 Survey Instrument

Clean Creeks, Healthy Communities Project | Community Survey 2013

Date:

Survey No:



1. Is there a creek within a 1/2 mile distance of your home?
 1. Yes
 2. No - if no, prompt with information about location of creek
2. Do you know the name of that creek?
 1. Yes, Coyote Creek
 2. No - if no, prompt with Coyote Creek (it is the longest creek in the county)

3. On a scale of 1 to 5, with 1=never and 5=very often, how often do you use the open space around Coyote Creek for the following activities?

| | 1 | 2 | 3 | 4 | 5 | DK |
|----------------------------------|---|---|---|---|---|----|
| Walking / jogging | | | | | | |
| Bicycling | | | | | | |
| Walk pets | | | | | | |
| Nature watching (birds, animals) | | | | | | |
| Other (specify) | | | | | | |

1=never, 2=rarely, 3=sometimes, 4=often, 5=very often, DK=don't know

4. On a scale of 1 to 5, with 1=never and 5=very often, how often have you participated in any of the following activities on Coyote Creek?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Creek cleanup | | | | | | |
| Water monitoring | | | | | | |
| Creek restoration project | | | | | | |
| Other conservation / creek protection activity (specify) | | | | | | |

1=never, 2=rarely, 3=sometimes, 4=often, 5=very often, DK=don't know

- 5a. If you rarely or never use Coyote Creek, what are the reasons why? (select as many as apply)
 1. There is no easy access to the creek
 2. Trash in or near the creek
 3. Presence of homeless people living there
 4. Concerned about injuries
 5. Don't feel it is a safe environment
 6. Not interested in going down to the creek
 7. Other (please specify) _____

- 5b. If you rarely or never use Coyote Creek, what changes along the creek need to happen for you to use it? (select as many as apply)
 1. Improve recreational trails along the creek
 2. Improve access to the creek
 3. Clean up the trash in the creek
 4. Reduce presence of homeless people in the creek area
 5. Other (please specify) _____
 6. I am unlikely ever to use the creek regardless of improvements

6. On a scale of 1 to 5, with 1=strongly disagree and 5=strongly agree, how strongly do you agree or disagree with the following statements about Coyote Creek?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Trash is a problem along the creek | | | | | | |
| The creek is an important habitat for fish and wildlife | | | | | | |
| The health and cleanliness of the creek is important to me | | | | | | |
| My personal actions can have a positive or negative impact on trash in the creek | | | | | | |
| Coyote Creek is a safe place for me and my family to visit | | | | | | |

1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree, DK=don't know

7. On a scale of 1 to 3, with 1=none and 3=a lot, to what degree do you think the following activities result in trash in the creek?

| | 1 | 2 | 3 | DK |
|--|---|---|---|----|
| Litter from cars | | | | |
| Litter from people in the neighborhood | | | | |
| Overflowing trash from cans or dumpsters | | | | |
| Trash from yard or construction projects | | | | |
| Illegal dumping | | | | |
| Homeless encampments | | | | |

1=none, 2=some, 3=a lot, DK=don't know



8. On a scale of 1 to 5, with 1=strongly disagree and 5=strongly agree, how strongly do you agree or disagree with the following statements?

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Illegal dumping is harmful to... | | | | | |
| my personal well-being | | | | | |
| my neighborhood or community | | | | | |
| the habitat of fish and wildlife | | | | | |
| Litter is harmful to... | | | | | |
| my personal well-being | | | | | |
| my neighborhood or community | | | | | |
| the habitat of fish and wildlife | | | | | |
| Homeless encampments are harmful to... | | | | | |
| my personal well-being | | | | | |
| my neighborhood or community | | | | | |
| the habitat of fish and wildlife | | | | | |

1=strongly agree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

I have a few more questions to ask. These questions about yourself will help us better understand the data we collect and will be used for statistical purposes only.

9. What is your race/ethnicity? (select all that apply)
1. Asian-American / Asian
 2. Caucasian / White
 3. Hispanic / Latino/a
 4. African-American / Black
 5. American Indian / Pacific Islander
 6. Other (specify) _____
10. What year were you born? _____

11. What level of education have you completed?
1. Less than HS / no diploma
 2. High school / GED
 3. Some college
 4. 2-year college degree (Associates)
 5. 4-year college degree (BA, BS, etc.)
 6. Professional / graduate degree (JD, MA, Ph.D., etc.)
12. What was your total annual household income last year?
1. Less than \$24,999
 2. \$25,000 to \$49,999
 3. \$50,000 to \$74,999
 4. \$75,000 to \$99,999
 5. \$100,000 to \$149,999
 6. \$150,000 to \$199,999
 7. \$200,000 or more
13. Do you rent or own your home?
1. Rent
 2. Own
 3. Other (specify) _____
14. How long have you lived in this location?
1. Less than 1 year
 2. 1 to 4 years
 3. 5 to 10 years
 4. More than 10 years
15. Do you have a dog?
1. Yes
 2. No
16. Do any children live in the home?
1. Yes
 2. No
17. In the last two years have you participated in or heard of the Clean Creeks, Healthy Communities Project?
1. Yes
 2. No

For surveyor to answer only:

Gender: **Household Type (circle):** SFD or MFD

Street Block:

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APPENDIX F

2011 Survey Instrument



1. Is there a creek near your home?

1. Yes
2. No -- if no, prompt with information about location of creek

2. Do you know the name of that creek?

1. Yes
2. No -- if no, prompt with Coyote Creek (it is the longest creek in the county)

3. On a scale of 1 to 5, with 1=never and 5=very often, how often do you use the open space around Coyote Creek for the following activities?

| | 1 | 2 | 3 | 4 | 5 | DK |
|----------------------------------|---|---|---|---|---|----|
| Walking / jogging | | | | | | |
| Bicycling | | | | | | |
| Walk pets | | | | | | |
| Picnics | | | | | | |
| Recreational fishing | | | | | | |
| Nature watching (birds, animals) | | | | | | |
| Other (specify) | | | | | | |
| | | | | | | |

1 = never, 2 = rarely, 3 = sometimes, 4 = often, 5 = very often, DK = don't know

4. On a scale of 1 to 5, with 1=never and 5=very often, how often have you participated in any of the following activities on Coyote Creek?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Creek cleanup | | | | | | |
| Water monitoring | | | | | | |
| Creek restoration project | | | | | | |
| Other conservation / creek protection activity (specify) | | | | | | |
| | | | | | | |

1 = never, 2 = rarely, 3 = sometimes, 4 = often, 5 = very often, DK = don't know

5a. If you rarely or never use Coyote Creek, what are the reasons why? (select as many as apply)

1. There is no easy access to the creek
2. Trash in or near the creek
3. Presence of homeless people living there
4. Concerned about injuries
5. Don't feel it is a safe environment
6. Not interested in going down to the creek
7. Other (please specify) _____

5b. If you rarely or never use Coyote Creek, what changes along the creek need to happen for you to use it (select as many as apply)?

1. Improve recreational trails along the creek
2. Improve access to the creek
3. Clean up the trash in the creek
4. Reduce presence of homeless people in the creek area
5. Other (please specify) _____
6. I am unlikely ever to use the creek regardless of improvements

6. On a scale of 1 to 5, with 1=strongly disagree and 5=strongly agree, how strongly do you agree or disagree with the following statements about Coyote Creek?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Trash is a problem along the creek | | | | | | |
| The creek is an important habitat for fish and wildlife | | | | | | |
| The health and cleanliness of the creek is important to me | | | | | | |
| My personal actions can have an impact on trash in the creek | | | | | | |
| Coyote Creek is a safe place for me and my family to visit | | | | | | |

1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree, DK = don't know



Clean Creeks, Healthy Communities Project | Community Survey 2011

7. On a scale of 1 to 5, with 1=none and 5=an excessive amount, to what degree do you think the following activities result in **trash** in the creek?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Litter from cars | | | | | | |
| Litter from people in the neighborhood | | | | | | |
| Overflowing trash from cans or dumpsters | | | | | | |
| Trash from yard or construction projects | | | | | | |
| Illegal dumping | | | | | | |
| Homeless encampments | | | | | | |

1 = none, 2 = a little, 3 = a moderate amount, 4 = a lot, 5 = an excessive amount, DK = don't know

8. On a scale of 1 to 5, with 1=strongly disagree and 5=strongly agree, how strongly do you agree or disagree with the following statements?

| | 1 | 2 | 3 | 4 | 5 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Illegal dumping is harmful to... | | | | | |
| my personal well-being | <input type="checkbox"/> |
| property values | <input type="checkbox"/> |
| the safety of the neighborhood | <input type="checkbox"/> |
| the habitat of fish and wildlife | <input type="checkbox"/> |
| Litter is harmful to... | | | | | |
| my personal well-being | <input type="checkbox"/> |
| property values | <input type="checkbox"/> |
| the safety of the neighborhood | <input type="checkbox"/> |
| the habitat of fish and wildlife | <input type="checkbox"/> |
| Homeless encampments are harmful to... | | | | | |
| my personal well-being | <input type="checkbox"/> |
| property values | <input type="checkbox"/> |
| the safety of the neighborhood | <input type="checkbox"/> |
| the habitat of fish and wildlife | <input type="checkbox"/> |

1 = strongly agree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree

I have a few more questions to ask. These questions about yourself will help us better understand the data we collect and will be used for statistical purposes only.

9. What is your race/ethnicity (select **all** that apply)?

1. Asian-American/Asian
2. Caucasian/White
3. Hispanic/Latino/a
4. African-American/Black
5. American Indian/Pacific Islander
6. Other (specify) _____

10. What year were you born? _____

11. What level of education have you completed?

1. Less than HS / no diploma
2. High school / GED
3. Some college
4. 2-year college degree (Associates)
5. 4-year college degree (BA, BS, etc.)
6. Professional / graduate degree (JD, MA, Ph.D., etc.)

12. What was your total annual household income last year?

1. Less than \$24,999
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,999
6. \$150,000 to \$199,999
7. \$200,000 or more

13. Do you rent or own your home?

1. Rent
2. Own
3. Other (specify) _____

14. How long have you lived in this location?

1. Less than 1 year
2. 1 to 4 years
3. 5 to 10 years
4. more than 10 years

15. Do you have a dog?

1. Yes
2. No

16. Do any children live in the home?

1. Yes
2. No



1. ¿Hay un arroyo cerca de su casa?

1. Si
2. No – si su respuesta fue no, proporcione información acerca de la localidad de un arroyo

2. ¿Sabe usted el nombre del arroyo?

1. Si
2. No – si respondió no, conteste las siguientes preguntas relacionándolas con el Arroyo El

3. En la escala del 1 al 5, 1=nunca y 5=muy frecuente. ¿Qué tanto frecuenta los alrededores del Arroyo El Coyote durante las siguientes actividades?

| | 1 | 2 | 3 | 4 | 5 | No se |
|---|---|---|---|---|---|-------|
| Caminar / correr | | | | | | |
| Ciclismo | | | | | | |
| Caminar a su mascota | | | | | | |
| Paseos de Campo | | | | | | |
| Pesca recreativa | | | | | | |
| Observar la naturaleza (Pájaros, animales) | | | | | | |
| Otras actividades recreativas (especifique) | | | | | | |

1 = nunca; 2 = rara vez 3 = a veces, 4 = frecuente, 5 = muy frecuente, No se

4. En la escala del 1 al 5, 1=nunca y 5= muy frecuente. ¿Qué tan frecuente ha participado en las siguientes actividades en El Arroyo el Coyote?

| | 1 | 2 | 3 | 4 | 5 | No Se |
|---|---|---|---|---|---|-------|
| Limpieza de Arroyo | | | | | | |
| Monitorear la calidad del agua | | | | | | |
| Proyecto de restauración del arroyo | | | | | | |
| Otro tipo de actividad de protección de la calidad del arroyo | | | | | | |
| Especifique: | | | | | | |

1 = never; 2 = rarely, 3 = sometimes, 4 = often, 5 = very often, DK = don't know

5a. Si raramente, o nunca ha usado el Arroyo de Coyote, ¿Cuál es la razón?

(Por favor seleccione todas las que apliquen)

1. No existe manera fácil de entrar al arroyo
2. Hay basura en el arroyo y sus alrededores
3. La presencia de gente sin hogar
4. Temor a accidentes
5. No es un ambiente seguro
6. No está interesado en ir al arroyo
7. Otras razones (por favor especifique) _____

5b. Si raramente o nunca usa el Arroyo de Coyote, ¿Qué debe cambiar alrededor del Arroyo El Coyote para que usted use el área? (Por favor seleccione todas las que apliquen)

1. Mejorar los caminos peatonales alrededor del arroyo
2. Mejorar el acceso al arroyo
3. Limpiar la basura que hay en el arroyo
4. Reducir la presencia de personas sin hogar que habitan las orillas del arroyo
5. Otras razones (por favor especifique) _____
6. Es probable que nunca use el arroyo no importa las mejoras que se le hagan.

6. En la escala del 1 al 5, donde 1= Totalmente en desacuerdo y 5= Totalmente de acuerdo, ¿Qué tan de acuerdo o en desacuerdo está usted con las siguientes declaraciones acerca del Arroyo El Coyote?

| | 1 | 2 | 3 | 4 | 5 | No se |
|---|---|---|---|---|---|-------|
| La basura es un problema alrededor del arroyo | | | | | | |
| El arroyo es un lugar muy importante para peces y la vida silvestre | | | | | | |
| La calidad y limpieza del arroyo es importante para mí. | | | | | | |
| Mis acciones pueden contribuir en la cantidad de basura en el arroyo. | | | | | | |
| El Arroyo El Coyote es un lugar seguro para mí y mi familia. | | | | | | |

1 = nunca; 2 = rara vez 3 = a veces, 4 = frecuente, 5 = muy frecuente, No se



Arroyos Limpios, Proyecto de Comunidades Saludables | Encuesta a la Comunidad Survey 2011

7. En la escala del 1 al 5 en la cual 1= a ninguno y 5=una cantidad excesiva, ¿En qué grado piensa usted que las siguientes actividades producen **basura** en el arroyo?

| | 1 | 2 | 3 | 4 | 5 | No se |
|--|---|---|---|---|---|-------|
| Basura de los autos | | | | | | |
| Basura de residentes del vecindario | | | | | | |
| Basura derramando de botes de basura | | | | | | |
| Escombros de materiales de construcción y jardinería | | | | | | |
| Tirar muebles, llantas y otro tipo de artículos grandes ilegalmente en el arroyo | | | | | | |
| Campamentos de personas sin hogar | | | | | | |

1 = nunca; 2 = rara vez 3 = a veces, 4 = seguido, 5 = muy seguido, No se

8. En la escala del 1 al 5 donde 1= Totalmente en desacuerdo y 5= Totalmente de acuerdo, ¿Qué tan de acuerdo o desacuerdo esta con las siguientes declaraciones?

| | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Tirar basura ilegalmente perjudica... | | | | | |
| Mi bienestar | <input type="checkbox"/> |
| El valor de la propiedad | <input type="checkbox"/> |
| La seguridad del vecindario | <input type="checkbox"/> |
| El medioambiente de peces y vida silvestre | <input type="checkbox"/> |
| Basura perjudica... | | | | | |
| Mi bienestar | <input type="checkbox"/> |
| El valor de mi propiedad | <input type="checkbox"/> |
| La seguridad del vecindario | <input type="checkbox"/> |
| El medioambiente de peces y fauna | <input type="checkbox"/> |
| Campamentos de personas sin hogar perjudican... | | | | | |
| Mi bienestar | <input type="checkbox"/> |
| El valor de mi propiedad | <input type="checkbox"/> |
| La seguridad del vecindario | <input type="checkbox"/> |
| El medioambiente de peces y vida silvestre | <input type="checkbox"/> |

1 = nunca; 2 = rara vez 3 = a veces, 4 = seguido, 5 = muy seguido,

Tengo algunas preguntas para usted las cuales nos ayudarán a comprender mejor la información que hemos colectado y serán usadas sólo para propósitos estadísticos.

9. ¿Cuál es su raza/origen étnico?

1. Asiático-Americano/ Asiático
2. Caucásico / Blanco
3. Hispano/ Latino
4. Africano-Americano / Negro
5. Indio Americana / Isla del Pacifico
6. Otro (especifique) _____

10. ¿En qué año nació? _____

11. ¿Cuál es su nivel educativo más alto?

1. Menos de preparatoria
2. Preparatoria / GED
3. Atendió Universidad pero no termino
4. 2-años de colegio comunitario carrera técnica
5. 4-años de Universidad con licenciatura
6. Maestría/Doctorado, etc.

12. ¿Cuál fue su ingreso anual el año pasado?

1. Menos de 24, 999
2. \$25, 000 a 49, 999
3. \$50, 000 a \$74, 999
4. \$75, 000 a \$99, 999
5. \$100, 000 a \$149, 999
6. \$150, 000 a \$1999, 999
7. \$2000, 000 o más

13. ¿Usted renta o es dueño de su casa?

1. Renta
2. Dueño /a
3. Otro (Especifique) _____

14. ¿Cuanto tiempo ha vivido en este vecindario?

1. Menos de 1 año
2. 1 a 4 años
3. 5 a 10 años
4. more than 10 years

15. ¿Tiene usted un perro?

1. Si
2. No

16. ¿Viven niños en su casa?

1. Yes
2. No



1. Xin hỏi, gần nhà bạn có con suối không?

1. Có
2. Không -- if no, prompt with information about location of creek

2. Bạn có biết tên con suối không?

1. Có
2. Không -- if no, prompt with Coyote Creek

3. Trong mức đo lường từ 1 đến 5, 1 là không bao giờ và 5 là rất thường xuyên, bạn thường xuyên sử dụng ngoài sân xung quanh con suối coyote để làm các hoạt động giải trí sau đây?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Chạy/ chạy bộ | | | | | | |
| Đi xe đạp | | | | | | |
| Đi bộ với vật nuôi trong nhà | | | | | | |
| Ăn ngoài trời | | | | | | |
| Câu cá giải trí | | | | | | |
| Đi coi cảnh vật thiên nhiên (chim, động vật) | | | | | | |
| Hoạt động giải trí khác (xin chỉ định) | | | | | | |

1 = never/ không bao giờ; 2 = rarely/hiếm khi, 3 = sometimes/đôi khi, 4 = often/thường xuyên, 5 = very often/rất thường xuyên, DK = don't know/không biết

4. Trong mức đo lường từ 1 đến 5, 1 là không bao giờ và 5 là rất thường xuyên, bạn thường xuyên tham gia chương trình sau đây ở suối Coyote ?

| | 1 | 2 | 3 | 4 | 5 | DK |
|--|---|---|---|---|---|----|
| Dọn dẹp và làm sạch con suối | | | | | | |
| Giám sát nước | | | | | | |
| Kế hoạch để phục hồi con suối | | | | | | |
| Những bảo tồn khác/Hoạt động bảo vệ con suối | | | | | | |

1 = không bao giờ; 2 = hiếm khi, 3 = đôi khi, 4 = thường xuyên, 5 = rất thường xuyên, DK = không biết

5a. Nếu bạn hiếm khi hoặc không bao giờ sử dụng suối Coyote, xin cho những lý do tại sao?

(Xin chọn những số nào được áp dụng)

1. Không có đường đi dễ dàng đến suối Coyote.
2. Rác rưởi xung quanh và trong con suối.
3. Có những người vô gia cư ở xung quanh.
4. Lo ngại đi đến sẽ bị thương
5. Không cảm thấy an toàn ở xung quanh con suối.
6. Không quan tâm đến việc đi xuống con suối.
7. Lý do khác (Xin chỉ định) _____

5b. Nếu bạn không sử dụng con suối, thì những gì cần thực hiện trên và xung quanh con suối để bạn có thể sử dụng nó?(xin chọn những số nào được áp dụng)?

1. Nâng cấp đường mòn cạnh con suối.
2. Nâng cấp lối vào con suối
3. Lượm rác và làm sạch sẽ con suối
4. Giảm số lượng người vô gia cư ở gần con suối
5. Chuyện khác (Xin chỉ định) _____
6. Cho dù nâng cấp con suối, tôi cũng sẽ không dùng.

6. Trong mức đo lường từ 1 đến 5, 1 là không đồng ý và 5 là rất đồng ý, Xin trả lời mức độ đồng ý hay không đồng ý với các câu sau đây về suối Coyote?

| | 1 | 2 | 3 | 4 | 5 | DK |
|---|---|---|---|---|---|----|
| Rác là một vấn đề dọc theo con suối | | | | | | |
| Con suối là một môi trường sống quan trọng đối với cá và động vật | | | | | | |
| Sự sạch sẽ của con suối là quan trọng với tôi | | | | | | |
| Hành động cá nhân tôi có thể ảnh hưởng đến mức độ rác rưởi trong con suối | | | | | | |
| Suối Coyote là một nơi an toàn cho tôi và gia đình để đến chơi | | | | | | |

1 = rất không đồng ý, 2 = không đồng ý, 3 = không đồng ý cũng không bất đồng, 4 = đồng ý, 5 = rất đồng ý, DK = không biết



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7. Trong mức đo lường từ 1 đến 5, 1 là không có và 5 là nhiều quá, bạn nghĩ rằng mức độ nào sẽ gây ra rác rưởi cho con suối trong câu sau đây? rưởi

| | 1 | 2 | 3 | 4 | 5 | DK |
|-------------------------------------|---|---|---|---|---|----|
| Rác từ trong xe | | | | | | |
| Rác rưởi từ hang xóm | | | | | | |
| Rác trà ra từ thùng rác | | | | | | |
| Mảnh vụn từ việc xây cất và sân nhà | | | | | | |
| Đổ rác bất hợp pháp | | | | | | |
| Lều ăn ở của người vô gia cư | | | | | | |

1 = không có, 2 = rất ít, 3 = có trung bình, 4 = nhiều 5 = nhiều quá, DK = không biết

8. Trong mức đo lường từ 1 đến 5, 1 là không đồng ý và 5 là rất đồng ý, Xin trả lời mức độ đồng ý hay không đồng ý với các câu sau đây.

| | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Đổ rác bất hợp pháp có hại cho... | | | | | |
| Sức khỏe của bản thân tôi | <input type="checkbox"/> |
| Giá trị đất và tài sản | <input type="checkbox"/> |
| Sự an toàn của khu phố và cộng đồng | <input type="checkbox"/> |
| Môi trường sống của cá và động vật | <input type="checkbox"/> |
| Rác rưởi có hại cho... | | | | | |
| Sức khỏe của bản thân tôi | <input type="checkbox"/> |
| Giá trị đất và tài sản | <input type="checkbox"/> |
| Sự an toàn của khu phố và cộng đồng | <input type="checkbox"/> |
| Môi trường sống của cá và động vật | <input type="checkbox"/> |
| Trại vô gia cư có hại cho... | | | | | |
| Sức khỏe của bản thân tôi | <input type="checkbox"/> |
| Giá trị đất và tài sản | <input type="checkbox"/> |
| Sự an toàn của khu phố và cộng đồng | <input type="checkbox"/> |
| Môi trường sống của cá và động vật | <input type="checkbox"/> |

1 = rất không đồng ý, 2 = không đồng ý, 3 = không đồng ý cũng không bất đồng ý, 4 = đồng ý, 5 = rất đồng ý.

Tôi có vài câu hỏi sau đây. Các câu hỏi về bạn để giúp chúng tôi hiểu các thông tin đã thu thập và sẽ được sử dụng cho mục đích thống kê.

9. Bạn thuộc chủng tộc nào? (Xin chọn số nào được áp dụng)?

1. Á Châu Mỹ/Á Châu
2. Trắng
3. Mễ Tây Cơ
4. Phi Châu
5. Thổ dân Mỹ/Thái bình dương
6. Chủng tộc khác (xin chỉ định)

10. Bạn sinh ra năm nào?

11. Trình độ học vấn cao nhất của bạn đến đâu?

1. Chưa ra trường trung học/ Không có bằng trung học
2. Ra trường trung học/Có bằng trung học
3. Học đại học
4. Cao đẳng
5. Cử nhân
6. Cao học

12. Xin cho biết **lợi tức hàng năm của gia đình** bạn năm ngoái.

1. Ít hơn \$24,999
2. từ \$25,000 đến \$49,999
3. từ \$50,000 đến \$74,999
4. từ \$75,000 đến \$99,999
5. từ \$100,000 đến \$149,999
6. từ \$150,000 đến \$199,999
7. \$200,000 hay nhiều hơn

13. Bạn mua hay thuê nhà?

1. Thuê
2. Mua
3. Khác (xin chỉ định)

15. Bạn có con chó không?

1. Có
2. Không

14. Bạn sống ở đây bao lâu?

1. Ít hơn 1 năm
2. Từ 1 đến 4 năm
3. Từ 5 đến 10 năm
4. Hơn 10 năm

16. Nhà bạn có trẻ con không?

1. Có
2. Không

G:

H type: SFD or MFD

SB: