

**City of National City
General Plan Update
Open-Ended SWOT Questionnaire Results**

Neighborhood	Sex	Age	Strengths in Neighborhood	Strengths in City	Weaknesses in Neighborhood	Weakness in City	Neighborhood Opportunities	City Opportunities	Threats to Neighborhood	Threats to City
No Response	No Response	No Response	No Response	"People"	No Response	No Response	"Apply some kind of object to get drivers to stop at 4-way stops."	No Response	No Response	No Response
Mile of Cars	F	66	"Nice neighbors & street improvements"	"Did like Farmers Market- What happened to that?"	"Parking- have to buy permits to park in front of my home. Permit parking card went up in price-too costly for seniors"	No Response	"More grocery stores- what's happening to Mervyns on Highland & 30th?"	"A Bob's Big Boy restaurant & movie theatre"	No Response	No Response
Central	No Response	No Response	"Street sweeper twice a week in front of my house"	"Graffiti hotline & EDCO trash cleanups"	No Response	"When the City puts band-aids on shark bites such as repair work @ 16th & C water drainage ditch cross C 1/2 fixed other 1/2 getting worse."	"Fix the lighting in Kimball Park- add lighting on foot path @ Paradise Creek Park walk from 22nd to 18th."	"Less red tape on street repairs and sidewalk repair. Add solar and rain water recycle from roofs on new construction projects"	"Building housing too dense for healthy living"	No Response
No Response	No Response	No Response	"I like the good service of the dept. of police to neighbors also my neighborhood needs to participate more in City programs"	"I like the good improvements the City do for the people"	"My neighborhood is very estranged and needs more communications"	" I like the people, the downtown and places with old architecture"	"The street cleanup"	"The City know...."	"More signals for crossings school like Palmer Way school"	"Yes, I'm very proud of the City, and the team"
Central	F	33	"We have some good neighbors. Close to IGA Foodland. Enjoy the Victorian homes- the ones that are kept nice. We like history"	"Close to malls and freeways, like that we have EDCO free clean-up days. Like the Neighborhood meetings. Love the breakfast"	"Parking: stores take up street parking and too many apartments take up parking. Busy streets-people drive too fast-too many low income"	"You have to pay for a yard sale- people leaving their trashcans out year round- empty lots filled with trash- parking is too narrow (small)"	"Put more crosswalk-lights by Central School- more parking for schools- cleanup the sidewalks- trim bushes and trees-get rid of cats-they make a mess"	"Organize the activities better for the kids- exp. Swimming registration. More activities for the kids. Make the street lights work together so traffic can flow better- we don't together so traffic can flow better- we don't have to keep stopping and then go at each one"	No Response	"Government- overspending, not watching paychecks"
Las Palmas	M	34	"It's a quiet neighborhood with no graffiti. Also my street does not have cars lined up on both sides of street which could make the street look cluttered"	"It's a small community feeling even though it's located in the middle of one of the nations largest urbanized areas"	"The above ground power lines. Overgrown weeds- unattended front yards of a few careless neighbors"	"The idiots who drive their vehicles with large disruptive Chargers banners up and down our streets. Also the extreme large banners that are left out year round hanging from certain houses"	"Code Enforcement can cite people who have swimming pools and storage sheds in the front yard permanently"	"Have more traffic enforcement stings throughout the City as there are many maniac drivers in the City. Finally get the above ground power lines underground."	"Budget cuts and poor government that make decisions based on what is in their best interest"	"Budget cuts and poor government that make decisions based on what is in their best interest"
Central	M	34	"close to freeway. Good neighbors"	"Close to everything"	"Busy streets, cars go too fast!"	"Calling the numbers listed for activities and no one has a clue"	"Less yard sales, more stop signs"	"More organization in our city youth organizations"	low income	money
Granger	F	71	"So far it is nice and quiet"	"It is small, easy to get around"	"Street lighting is not very good"	" favoritism- Like the mayor hiring that lady that worked for that towing company. Too much division in ethnic groups. Too many apartments being built."	"Better street lights."	"Let people in on some things... like the sewer bill added on our taxes. I feel we should have had a say on it. Really have a "Downtown" like we used to, had a nice little mall.. Plaza Bonita is so out of the N.C. area	No Response	"Again the city, council, mayor, etc."
Granger	F	72	"Neighbors and area"	"Location"	"Home improvements unfinished"	"Extra taxed and color choices on new buildings"	"Homes and yards cleaned up"	"Control graffiti and keep litter cleaned up"	"Too many apartments and condos"	"Extra taxes, improve ethnic groups, too much division, safety."
Harbor District	M	38	"Job base opportunity for quality employment. Many jobs do not require degrees. Improvement of streets, additions of marina/grill, busters"	"Diversity, history, rail history - should be leveraged and that asset exploited to increase business and job opportunity in the city"	"Cleveland needs to be renewed and redeveloped to attract more business and employment to support navy and other ship repair business. Hotel and rail ops are causing complaints. Not compatible"	"Politics...Not always above board"	"Establish a long term plan and agreement with the port- every administration has new plans/ ideas for the Harbor District relent on taking state tidelands and port property."	"Adopt historic society list dated 2008"	"Economic state of the city, conflict desires/plans from the city and community"	No Response
Olivewood	M/F	84/83	"friendly"	"It is a neat city to live in, nice council meetings"	"Cars go too fast, do not obey speed limit, we don't have time to get up our driveway before they are there"	"Junky front yards, streets lined with cars, our neighbors have sitting cars in the street and have pet bull dog they let bark, we cant hear our TV at night he just stands and barks."	"move cars along the street that don't live there in less agreed"	No Response	"gangs"	"money"
Olivewood	F	65	"Our favorite neighbors, the curb appeal, no crime, no graffiti (not much anyway)"	"Neighborhood council, the new marina-it's beautiful, the restaurants at the marina-it's wonderful, we love the new ramps for our boat and wave runners"	"Parking on K avenue"	"Junky front yards, tagging"	"Move cars that sit in the street for weeks at a time"	"get rid on the homeless going through the trash- there are more homeless now than ever"	No Response	No Response
Old Town	F	50	I like that everything is close by freeways, trolley station, fire department, Police, bay, hospitals and malls	"I like that National City is a big family. That we care about our senior citizens, and improving our vacancies, by having graffiti removed, no lines, special trash days for big items, to name a few"	"graffiti irritates me, especially when done on public property, signs, building, peoples homes and fences. Drug dealers and the homeless only bring trash and drugs to neighborhoods"	"People that don't care about the neighborhood - their excuse is they are only renting but if everybody participates we could have a cleaner beautiful city"	"I wish there was a way property owners did not fall into trap to rent to drug dealers. And once reported there was an easy way to evict"	"Continue to fight gangs and drugs. Continue to improve schools, zones, highways, roads, etc."	"Getting rid of drug deals and gangs are a challenge. The fact that more people are loosing their jobs which creates more crime. The fact the even the police and fire departments even go through cut backs"	"Trying to be fair to both people and business. Business meaning tax money, prosperity. People meaning also money because the are working citizens"
Granger	F	72	"Its safe and quiet on my street (14th)"	"Convenience to freeways and places I use frequently i.e. naval station"	"Vacant houses across the street that look trashy and Vacant"	"No movie theaters in the central part of the city, Bonita Plaza is not convenient"	"We just got new sidewalks, but they have never been finished so there is a "ditch" between sidewalks and lawn. Could be dangerous, the workers also broke one of my sprinkler heads and I would like it fixed"	No Response	"Lack of interest and support with projects"	"Funding , I suppose. Participation and support"
No Response	No Response	No Response	"quiet"	"It has a good small town feel"	"E. 15th is short cut to Palm off 16th cut to Palm of 16th"	"No movie theater"	"Less cars parked in the street"	"meetings not be scheduled at admin. school on garbage days please"	illegible	money
No Response	No Response	No Response	No Response	"All the improvements being made to our fair city"	"People are slob, never sweep up trash"	"Corner of D and 5th trash barrels are never taken off the street and yard sales are weekly affairs and sellers get no permits"	No Response	"Get a mega box store or enlarge existing store (Wal-Mart). Our present P.O. needs to be enlarged to accommodate the customers that have to stand in long lines"	No Response	"Get volunteers to police yard sales and check for permits. NO MORE condo developments. Get stop lights coordinated so we don't stop at every block"

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Central	No Response	No Response	"quaintness and quality of residents"	"Appreciation of history and the past"	"McDinis at night, Trophy Lounge at night, vandalism, noise etc."	No Response	No Response	"send out newsletter"	"more police presence"	No Response
Palmer Way	No Response	No Response	"the location"	"The diversity and the forward movement and the planning and the citizen involvement"	"same graffiti has appeared"	"there needs to be more public notice of future places. Need to improve public relations. McDinis."	"Zoning-no more apartment building"	"News letters , relationship, historic buildings preserved"	No Response	No Response
Plaza Bonita	F	44	"Finally working on streets"	"growing in development"	No Response	No Response	"Started paving streets, but its been 2 weeks haven't finished"	"Community Gardens"	No Response	No Response
Central/ Olivewood	F	56	"The diversity, custom homes, historic preservation"	"Diversity"	"Gang activity/ graffiti, drug dealing from the apartments on the 1600 block of J Avenue"	"Transients"	"Stronger community informing, sent newsletter not just email"	"Department communication between each other"	"Tree trimming, graffiti on sidewalks"	"We need less section 8 and more home ownership"
Central	F	53	"Beautiful history, the Kimball museum, park like atmosphere and close to Kimball park"	"The history, all the old Victorian and craftsman."	"The bar Trophy Lounge and McDinis attracts drunks and thieves. It can be scary especially in the evenings, cant do evening walks without the Dobermans"	"Graffiti, criminals. Teach the history of National City to the school children so they will understand the importance of what they have."	"People owning and appreciating their property. Don't build any more apartments!"	"If people would be proud and care for their yards. Please adopt the historic updated list submitted June 2008 by the board of National City Taskforce Society"	"Government officials that aren't interested in preserving the history and developers who just want more money- they don't have to live here so they do not care"	"Where would transients go? New buildings that are necessary should be in the style of Victorian / craftsman"
Central/ Downtown	F	50	"Quaint, accessible"	"since of community"	"Prostitution, drugs, McDinis"	"Bad image, graffiti, drugs, prostitution, McDinis."	"Lighting, green, mixed use, pedestrian friendly"	security, improve image, adopt historical society list"	"Gangs, bad business/ image"	"Bad image"
No Response	No Response	No Response	"I love N.C."	No Response	"Too many condo buildings"	"you public officials give out too many building permits for condos, high density, too many people in one place"	No Response	"We should work together with S.D. to asset the homeless. I see way too many in my neighborhood"	No Response	No Response
Ira Harbison	M	84	"Ocean and bay view"	"Presently sound financial practices, mayors committee"	"Traffic is a little fast on Manchester street"	"The area west of National City Blvd."	"It could not be improved"	"I like the area and the city"	"Nothing as it needs no improvement"	"No comment"
Ira Harbison	F	74	"Quiet neighbors"	"Small town feel- access to mayor, council members, police and fire dept."	"Traffic noise on Manchester, load radios"	"Area west of National City Blvd."	"Not sure if anything can be done about car radios"	No Response	"peoples selfishness"	"City council is doing a great job"
No Response	F	71	"Quiet"	"Seems to be in better financial shape that most cities"	"Peoples yards"	"People putting the city down"	"Clean up back yards"	"Enforce codes"	"Neighbors not cooperating with code enforcement"	"money"
Olivewood Terrace	F	72	"The people and neatness for the most part"	"Desire of present leaders to improve conditions and prompt reply to request for problems. Improvement to Highland and National City Blvd"	"Trash and litter accumulation 2nd (Chula Vista) and Sweetwater Rd (golf course area at drain)"	"Litter- lack of up keep of property. Too many cars parked on street. Cars parked on both sides of narrow street or in areas causing driving problems"	"Old telephone poles removed. Renters to keep up property better. Litter pickup on Sweetwater Rd. Some palm trees trimmed that are not now"	"More litter pick up- beautification programs (community involvement)"	"Land lords that do not keep up their property, empty homes (foreclosures?)"	"Those who do not desire improvement, uncaring landlords, lack of upkeep in some smaller stores etc making the neighborhood look unkempt"
Olivewood	M	78	"Friendly people and most keep their properties up"	"Continually surviving to improve"	"Central properties are often not kept clean"	No Response	"Some street are narrow when car are parked on both sides- could parking be limited to one side?"	No Response	No Response	No Response
No Response	F	75	"Helpful and friendly"	"Very good city, Our major and city staff outstanding"	No Response	"Streets are not too good"	"Clean and new streets by the neighborhood"	No Response	"Not reporting crimes"	"Not enough money"
No Response	No Response	No Response	"good neighbors"	"Everything- good mayor"	"Loud music at 1 and 2 am"	"Nothing-its ok"	"10 PM music law"	illegible "keep it safe, picnic in parks"	"Fear neighbors object"	"Union"
El Toyon	F	No Response	"Close to shopping etc."	"Nice city plus Wal-Mart, neighborhood get together is nice thing 2-3 times a year"	"Close to freeway"	"Don't know of anything"	"Not allow trash in front yards such as broken furniture etc, some people use it as garbage dump"	"Not allow parties every week with blasting music at midnight or later, police response"	"Need speed bumps about every 2 blocks to slow down speeders"	"Don't know"
El Toyon	F	75	"El Toyon park, tiny tots at rec."	"Shopping, improved streets, mayor Morrison's participation in all activities of city and promotion of N.C."	"Lack of parking for sports fans, especially on Sat. games"	"Lack of parking and long waits at P.O. on 16th. Pending closing of Lincoln Acres P.O."	No Response	No Response	"gangs in Park"	No Response
Old Town	F	24	"Its tranquil, I feel safe on my street, Wilson"	"It offers the best of both worlds in the sense of you finding American culture and Mexican culture at the same time"	"That it is a business and residential zone"	"That most of the population is not involved in issues and unaware"	"Neighbors should meet and interact more"	"focusing and improving children, youth education" Mandatory clean yard, maintained"	"Money and conflicts of interest between residents and business owners"	"Money and lack of community involvement"
Lincoln Acres	F	29	"New community , Canyon Ridge, proximity to parks, school, golf course, commercial space and freeways. Security at gated community."	"Reenergized with new ideas, proactive leadership and new development. Clean city."	Hidden with inefficient access to freeways,	"Receives negative stigma"	"Better lighting, cleaner residential areas and more green open space"	"More culture and art facilities and better entertainment venue"	"Insufficient communication with residents, old school mentality negates change"	"City laws pertaining to business permits, fees, inefficient process"
Los Palmas	F	15	"its home"	No Response	"The amount of kids on drugs at my school"	"Nothing its awesome!"	"Make Los Palmas park and Kimball safer for me and my friends"	"Get the gangsters out of here!"	No Response	No Response
John Otis	M	30	"Quietness"	"Small town"	"Not enough street lights"	"Street conditions"	"Maintenance and clean up"	"Get rid of transit"	"Making time"	"Money"
No Response	M	38	"Public safety and community unity. Lots of nice public parks, public library and lots of good quality and city services. New Marina, street resurfacing, and new sidewalks being put in."	"Small town USA type of atmosphere with a unique twist of a big city. I like the Conveniently sized population and affordable cost of living. N.C. is a place where low income people can live and thrive."	"Noisy neighbors, high speeds on residential roads, not enough weed abatement, more trash removal for residential property and business. Above ground power lines."	"Gang activity, drugs, crime, crime in general street culture. Street trash pollution. City ordinance regarding health and safety regarding weed and trash abatement."	"Less graffiti and better neighborhood at night. More speed bumps on residential streets, better use of vacant land, issue citations for people littering and hanging out in vacant land."	:By ending the gang culture and sending a message to all criminal that N.C. is not going to tolerate those activities"	"Parents that don't teach their children right from wrong, and who let them live negative lifestyles. Domestic violence and street crimes. Developers who look for fee waivers for developments"	"Citizens that are unwilling to accept the cities long term budget and finance status. Do a better job educating the citizens that the only to services is through long term sustainable tax revenue through various sources."
No Response	F	69	"The streets are pretty clean compared to others"	"Access to stores and parks"	"The city letting one family homes be converted into rooming houses"	No Response	No Response	No Response	No Response	No Response
Palmer Way	F	83	"The people the stability and its safe to walk in"	"Lived here 60 years, I know a lot of people throughout area. Convenient to airport, major shopping, health facilities and grand library"	"1 cent tax increase plus CA makes us above all others too much. Some homeowners have no pride in preserving appearance. I hate patchwork on streets cheap option and looks of it"	"Just about 5/6 years ago N.C. was 3rd in how much tax collected per person (mile of cars) and should have had sufficient monies. what happened to it? Too much diversity of ethnic groups- no feeling of togetherness . I love the diversity but think all should feel closer as a people here (community)"	"Strip malls allowed to get trashy (plaza blvd as example). Water conservation should not be dead lawns - need attractive "dry" area plantings."	"More trash cleaning, side walk repair, walking obstacles"	"need more trash clean up in our little shopping centers"	"Color choices in some of the new complexes, clean up trash around shopping strip malls"

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Central	M	39	"large lots, architecture on some of the older homes, wide streets"	"Proximity to downtown, its potential to change its into a thriving place, North Park, Kensington, weather and proximity to the bay"	"Not pedestrian friendly- no where to really walk to, i.e. coffee lounge or small restaurants. As a home owner the lack of upkeep and maintained units and the lack of enforcement"	"Crime, gangs, drug activity. Blight, unkempt central units. Lack of grocery stores and too many liquor stores. Highland Ave and 8th have become more blighted over the years."	"Force property owners to maintain renal units. More enforcement on small scale drug activity, all too common here. "	"Add more code enforcement officers, Police need to create a narcotics unit, not a task force but a local one for N.C. "	"Most of us who are home owners in my neighborhood are considering selling in the future when the market improves because the issues I mentioned. We need to keep the homeowners we have and increase the amount of homeowners.	"Too many long-term goals (5-10 years) with no results in the short term"
No Response	No Response	No Response	"the people"	"Proximity to everything"	"Fire truck sirens"	"Nothing I love N.C."	"More street lights"	"More peace keeping force"	"Financing"	"Financing and enthusiasm"
Old Town	M	43	"My neighbors"	"The smallness allows for knowing people city wide"	"Neglect by the city when residential complaints are ignored or delayed"	"Neglect by the city when residential complaints are ignored or delayed"	"Removal of industrial sites from Old Town"	"More residential input with projects to avoid unwanted projects"	"Outside business/ industrial interest interfering with residential driven projects"	"Outside business/ industrial interest interfering with residential driven projects"
Old Town	F	No Response	"Strong community, small houses, low density"	"Location, multi central"	"Crime, polluters, high rent, no grocery stores"	"Crime"	"More street lamps, Park space, grocery store with fresh produce, traffic controls-stop signs, affordable housing projects"	"Better distribution of resources (more services on the website) , access to S.D. bay"	"Gentrification"	"too much development too fast, loss of community character, displacement of current residents"
Homeless	M	68	"No police harassment"	"Plenty of parking at night"	"Drugs"	"gangs"	"Fix the pot holes"	"Have the homeless individuals come returning veterans in a shelter"	"Financial (no money)"	"The US economy collapse"
Old Town	No Response	No Response	"My neighbors"	"All the improvements done to this point, congratulations"	"We still have gang problems (Old Town)"	No Response	"Implement the specific plan and improve the parking situation"	No Response	No Response	No Response
Rancho de la Nacion	F	Senior	"Many long term neighbors willing to help each other, own my home!"	"Small enough to know many people, mayor and council serving involved with events and out and about in my neighborhood, neighborhood council and all their attempt to improve, community breakfast, friendly city staff."	"noise of freeway, cars parked on the street obstructing views to leave our driveway, unkempt gardens"	"we are not on the TV. weather map, not walking friendly, more outside seating, have not followed through with adopting the historical society list of June 2008"	"Sound wall to buffer us from the freeway (805 Paradise Drive), competition-best kept (tidy) yards and driveway"	"more public transportation routes, A Henrys or Trader Joes in the old Dodge dealership (or somewhere else), railway to Coronado (Old Track)"	"Enforcement- Lack of encouragement for tidying up, and community involvement"	"Funding"
Ira Harbison	F	75	"On the past all my neighbors spoke English, but now its all Pilipino and Spanish"	"I love the fact that we have wonderful leaders"	"People parking on lawns"	"The way people disregard the rules of the USA. Washing cars in driveway."	"Pave our streets"	"Have neighbors clean their front yards at least"	"People not cooperating"	"We have to work together"
No Response	F	31	"My old neighbors. My new ones aren't too friendly, they only speak Spanish"	"Our new young mayor council, they have been doing a great job"	"A way house, many problems-gangs, drugs, unkempt front yards"	"Gangs, Drugs"	"Fix our streets please"	"Bring Henrys and some nice restaurants"	"Money"	"People who are afraid of any kind of change"
Central	M	78	"Close to freeway and shopping"	"Activities for kids"	"Gangs"	No Response	"Make the neighbors clean up their yards"	No Response	No Response	No Response
Mile of Cars District	Female (Femenino)	56-65	Friendly People	No Response	The large congregation of young adults that hang out on our property, smoking pot, throwing their garbage and being loud.	The slow response when police are called for a non-emergency event.	More vigilant monitoring of the business area to keep the gangs of kids from congregating.	Quicker response from the city on all things related to planning and safety.	The numbers of low income housing in the area tend to bring in people who are not as careful of following the laws.	The lack of funds
Central	Male (Masculino)	36-45	Friendly neighbors Neighborhood council meetings. Neighborhood pride. Barber shop on 2nd and Highland! Taco shops	Small town feel in an urban city. Can't beat it.	Not enough grocery stores. Like Henry's, Fresh and Easy, People's Co-op, Apple Tree Supermarket, Whole Foods, etc. Or a place for people to grow their own food. I guess Vons, Ralph's, Albertson's, etc. would be ok too. Also, I am looking forward to the increase in the promotion of the arts. I know that's being worked on and I appreciate it.	Not enough grocery stores. Like Henry's, Fresh and Easy, People's Co-op, Apple Tree Supermarket, Whole Foods, etc. Or a place for people to grow their own food. I guess Vons, Ralph's, Albertson's, etc. would be ok too. Also, I am looking forward to the increase in the promotion of the arts. I know that's being worked on and I appreciate it.	Grocery stores!	Improving the aesthetics of our "gateways" into National City on the WEST side. Cleaning them up would be a good start. Well planned landscaping and aesthetic structures (walls, pillars, art reflecting local culture, etc.) would be ideal.	I guess it would be apathy.	I guess it would be apathy.
Rancho de la Nacion	Male (Masculino)	65	Usually looks pretty well kept except for the junk yard neighbor.	Paradise Village has really contributed to the prestige of the city. The improvements in all of NC, e.g. police and fire dept, Plaza Bonita, Jared's, new Lowe's coming.	My trashy neighbor where he runs his auto shop out of his garage.	The really dumb islands down Highland Ave. and National Blvd.	Reinstate Neighborhood Watch. Keep the Neighborhood Council meetings, they keep residents informed.	The City Council does a good job. However, the "City" should fill City jobs fairly and not based on favoritism or changing rules or manipulate them to one's advantage.	People washing cars in the street. Not enough patrols by Code Enforcement.	The state of CA robbing our city when it looks great and worked so hard to improve its reputation and its looks. The City worked to build its coffers so that it could make wonderful improvements and then the state "robs Peter to pay Paul." They'll be in the same boat forever, if they bring funding in on their own.
Lincoln Acres	Male (Masculino)	56-65	Climate. View of ocean and downtown San Diego.	Location.	Many messy neighbors who do not take care of their yards.	High percentage of renters who do not care about the properties or the city.	Code enforcement.	Code enforcement with some teeth to it for even first time violators.	Lack of neighbors taking care of their properties.	Lack of neighbors taking care of their properties. Also, we have little open space. The removal of open space preserve for economic reasons will hurt the future.
Central	Female (Femenino)	46-55	the people	active residents many merchants to select from	do not know	need more green and beautification projects	do not know	more support of youth programs	money	lack of interest and funds
Downtown District	Male (Masculino)	46-55	Its history	Its the heart of San Diego, and its relation with Baja, Mexico	Loitering, homeless people, neighborhood drunks on the corners, and drug dealers.	Taxes	Getting the people involved in painting their houses, and cleaning the front of their houses	Getting the community involved	Money	Money
Downtown District	Male (Masculino)	65	It is relatively inexpensive and there aren't many problems other than graffiti.	It is of reasonable size and I think reasonably progressive	There is very little contact between neighbors.	There isn't much in the way of a night life - e.g. coffee shops and stores like Hillcrest	An effort made to attract higher income residents	an effort made to attract higher income residents	a sense of impotence in the current financial situation	A top down plan that doesn't have real buy in by the residents, but was produced by consultants who know what the government wants in the final product.
Downtown District	Male (Masculino)	36-45	Community involvement with all local business.	Strong local support from local patrons.	Small business incentives, keep businesses from being attracted to local environments	We need to redevelop old areas and offer incentives for new business.	More mixed use developments.	More incentives for new infrastructure.	Lack of funding	More local government involvement.
Downtown District	Female (Femenino)	46-55	The improvements along National City Blvd. The new Library, Police Station and Fire Department	Great Community. More things to do within our City. Great Harbor improvements	Bar at night time with not welcoming crowds	traffic	Street improvements, lights	Street improvements	Lack of funds	Lack of funding

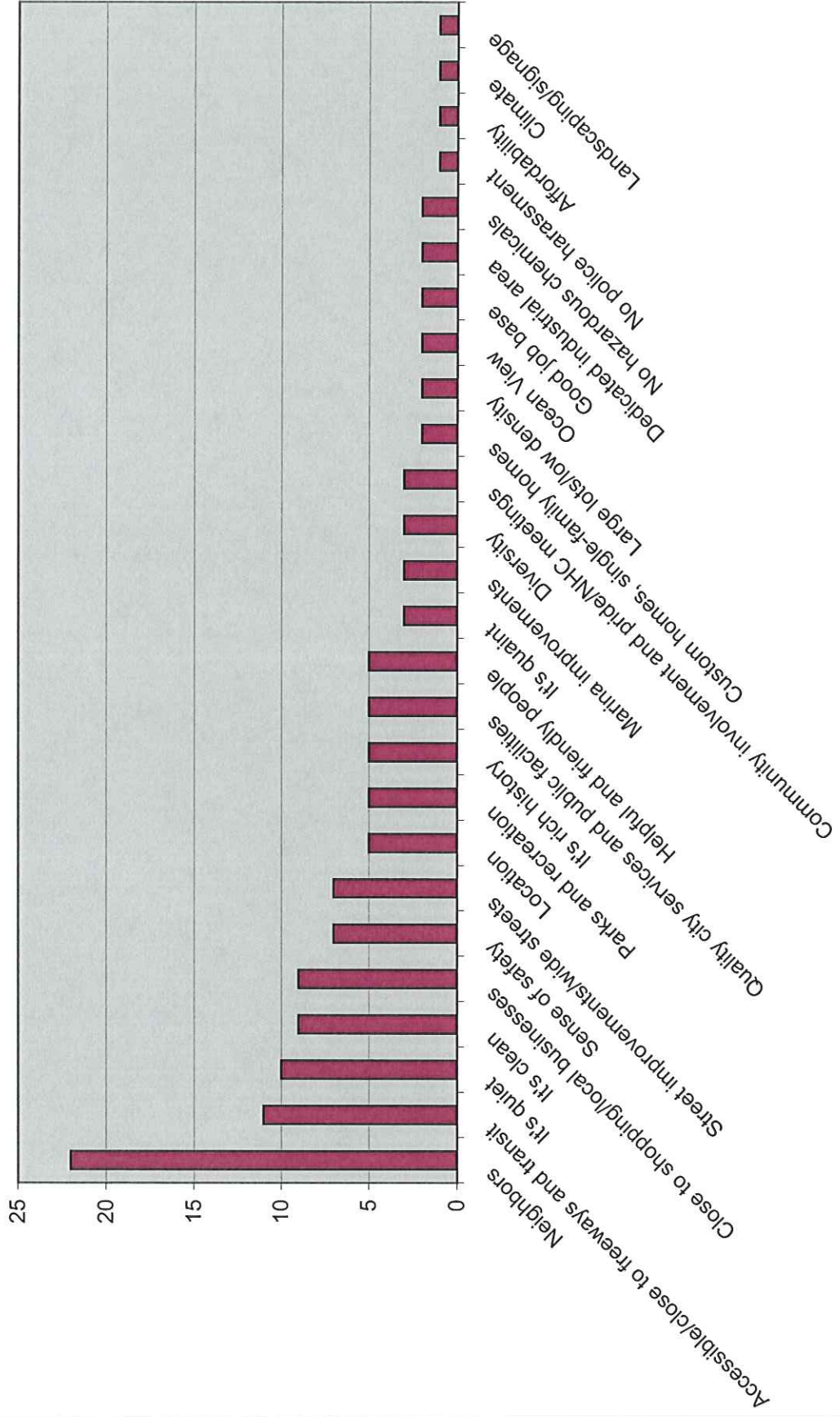
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Plamer Way	Male	31	That there is nothing containing bad chemicals.	That everything is clean and kept healthy from chemicals.	I don't like the fact that there is a lot of trash all around and this can be considered hazardous for children as well as for everyone else.		Removing all the auto workshops that affect our children, adults and senior citizens with asthma and lung problems.	Working hard to keep our air clean.	That someone would clean the City and that would make it look nice.	To have it cleaned up so everything looks nice and clean.
Westside	Male	40	The people living in it.	The Library and the Fire station	Social injustice.	Council members and government people. .	That the federal government's money would stay within the community and not in...not legible	Having more community centers within our community.	More opportunities for our youth.	The needs and determination our community takes.
Old Town	Male	36	The people who live around me are good people without vices and do not have problems with police nor gangs.	The community and the library	That is a bit dirty, dark at night, trees that obstruct the passageway on sidewalks and we have to walk on the street to get around.	No Response	That the community is conscious enough to keep their neighborhood clean, provide better lighting on streets, and that the government invests in family areas such as parks and gymnasiums.	No Response	The lack of culture to maintain the city clean.	The City officials because they are the ones who decide which course the community takes.
No Response	Female	47	What I like the most is that I have public transportation services such as the trolley and buses close by and the public library as well.	That is a very quiet neighborhood.	I don't like the fact that there are a lot of auto body shops in this community right in front of my house and they emit strong fume odors while they're working.	No Response	That there would be more communication among neighbors for the good of everyone.	That there would be more lighting on public streets and more police presence throughout.	I think the construction of new affordable housing (apartments) whether it be for lease or sale.	That they authorize and subsidize on the construction of new sport fields for our youth.
Old Town	No Response	No Response	The Library	The Schools	The noise coming from auto shops and the lack of parking spaces since the taxi drivers park on the only spaces available.	The lack of shopping malls and recreation centers.	Having less mechanic shops and assembly plants that pollute our air.	No Response	I think the construction of new affordable housing (apartments) whether it be for lease or sale.	The willingness of the people in charge of changing our city.
Mile of Cars	No Response	No Response	Landscape, Signs	Cooperative City Government, enthusiastic Chamber of Commerce, Great graffiti removal program	Truck Traffic blocking Mile of Cars, Entrance & Exit on 5, Speeding on NC Blvd	Bad Reputation	Beautify off ramps from 5 & 54	Landscaping on main streets, PR campaign stressing good qualities & new projects	Money	Money
National City Port Tenants Association	No Response	No Response	A clean maritime related business segment and other industrial businesses provide hundreds of high paying jobs in this area. A newly opened marina and two new restaurants have enhanced residents and national city employees quality of life and provided same parties more public access to the bay. Improvements to 24th street have enhanced the neighborhood aesthetics.	No Response	The port and the city, two public agencies, have historically been at odds with land use expectations. A hotel was built without proper consideration of existing industrial noise emissions. This has and will continue to create challenges for neighbors.	No Response	The port and the city can work together to agree on compatible land uses. Areas west of I-5 can help accommodate more industrial use that is currently causing problems on the east side of 5	Incompatible developments, even in the proposed state threaten existing Industry. Customers doing business in this area want long term assertion that land use changes will not impact their business.	No Response	No Response
Chamber of Commerce	No Response	No Response	Business improvement districts, Open door policy - access to City Council and City management, neighborhood councils, positive image and reputation, healthy environment for families, small community with great opportunities, new development projects: SWC, Library, Fire Department, Police Department, Marina Gateway, Paradise Village, Bay View Project, Pier 32 Marina, Centro, Graffiti Abatement Program, Business Liaison Program/ enhanced public safety	No Response	Homelessness along 8th street, Valero Gas Station, Union Bank of California, Permitting Process is not business friendly; vague, unclear, Communication breakdown between upper management and support staff leads to miscommunication to public/ business community, City staff not responsive at times, 4-10 work schedule not convenient for business community, Freeway off ramps are dirty, providing negative image to city, Equipment on lawns/ residential code compliance, Major street intersections are not cleaned of accident debris, Business closures due to down economy.	No Response	Branding/ Positioning/ Marketing, Implement and improve business improvements districts, Visitor Serving / Support Visitor Information Center and City Marketing through TOT Tax , Business recruitment to Bayfront/ Bayfront Development, Signage and Visibility, Gateway Signage, Public Art	Landscaping on main streets, PR campaign stressing good qualities & new projects, Incompatible developments, even in the proposed state threaten existing Industry. Customers doing business in this area want long term assertion that land use changes will not impact their business,	Money	Money, Public Image and Reputation, Revenue Loss/ Revenue diversity, Navy Funding cuts resulting from Presidential executive order, Negative publicity of local institutions/ Businesses: SWC, Mc Dinni's, crime rates, Sales Tax, Redevelopment fund takeaways from State Government

Strengths- Neighborhood

Strengths	Total Votes
Neighbors	22
Accessible/close to freeways and transit	11
It's quiet	10
It's clean	9
Close to shopping/local businesses	9
Sense of safety	7
Street improvements/wide streets	7
Location	5
Parks and recreation	5
It's rich history	5
Quality city services and public facilities	5
Helpful and friendly people	5
It's quaint	3
Marina improvements	3
Diversity	3
Community involvement and pride/NHC meetings	3
Custom homes, single-family homes	2
Large lots/low density	2
Ocean View	2
Good job base	2
Dedicated industrial area	2
No hazardous chemicals	2
No police harassment	1
Affordability	1
Climate	1
Landscaping/signage	1

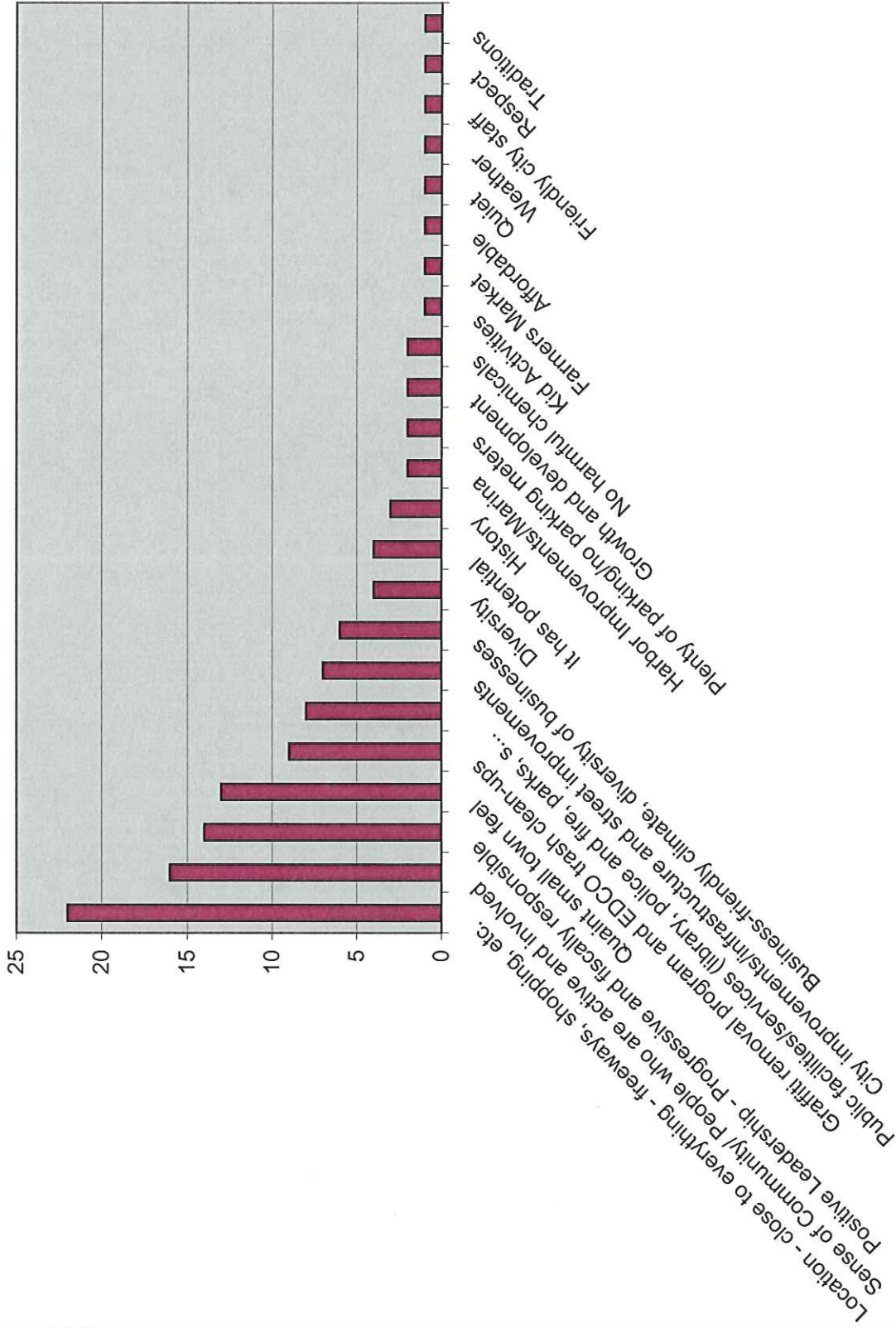
Strengths- Neighborhood



Strengths- City

Strengths	Total Votes
Location - close to everything - freeways, shopping, etc.	22
Sense of Community/ People who are active and involved	16
Positive Leadership - Progressive and fiscally responsible	14
Quaint small town feel	13
Graffiti removal program and EDCO trash clean-ups	9
Public facilities/services (library, police and fire, parks, schools)	8
City improvements/infrastructure and street improvements	7
Business-friendly climate, diversity of businesses	6
Diversity	4
It has potential	4
History	3
Harbor Improvements/Marina	2
Plenty of parking/no parking meters	2
Growth and development	2
No harmful chemicals	2
Kid Activities	1
Farmers Market	1
Affordable	1
Quiet	1
Weather	1
Friendly city staff	1
Respect	1
Traditions	1

Strengths-City



Weakness- Neighborhood

Weakness	Total Votes
Crime, vandalism/graffiti, gang and drug activity, loitering	14
Blight/run down businesses and residences	13
Noise	9
Trash/litter	7
Lack of parking/on street parking	5
Traffic/people driving too fast	5
Incompatible land uses	4
Bars (McDinis/Trophy Lounge)	4
Lack of grocery stores that sell fresh produce/places to grow own food	3
Homeless	3
Lack of street lighting	2
Poor street conditions/patchy improvements/pedestrian impediments	2
Nothing	2
Lack of interaction between neighbors	1
Not pedestrian-friendly	1
Above ground power lines	1
Limited access to the City	1
High taxes	1
Lack of Business Incentives	1
Old/ Inefficient Utilities	1
Lack of bus stop benches/shelters	1
Home conversions from SF to MF	1
Too many apartments/condos	1
Too close to freeways	1
High rent	1
Social injustice	1

Weakness- City

Weakness	Total Votes
Crime/graffiti	11
Lack of entertainment such as a movie theater, shopping, night life	7
City's bad reputation	6
Poor street conditions/patchy improvements	4
High taxes	4
Parking - spaces too small/onstreet parking/lack of parking	4
Lack of notice/citizen involvement	4
Trash/litter	4
Nothing	3
Lack of Grocery Stores	3
Too many bars/liquor stores	3
Area W. of N.C. Blvd	2
Yard sales all the time	2
No room for growth/no redevelopment occurring	2
Too many apartments/condos	2
Slow response by the City (non-emergency police calls and complaints being ignored)	2
Blight	1
Sprawl	1
Homeless	1
No 4 year college	1
Threat of eminent domain	1
Large Chargers banners	1
Color choice on new buidings	1
Noise/barking dogs	1
Lack of historic knowledge of the City	1
Lack of parks/open space	1
Environmental groups shutting down businesses	1
Pollution from freeways	1
Not pedestrian friendly	1
Not enough outdoor seating	1
City has not adopted historic list	1
Traffic	1
Long wait at the post office	1

Opportunities- Neighborhood

Opportunities	Total Votes
Residential and business property clean-up/Maintenance	14
Street and sidewalk improvements/Beautification/Crosswalks /More stop signs and traffic calming/Improved street clean-up	11
Increase lighting/fix lighting	10
Parking Improvements	7
Community outreach/newsletters/keep NHC meetings and other public participation opportunities	5
Increase park safety/police presence/neighborhood watch program	5
Increase parks, recreational facilities, and open space	5
Tree Trimming	4
It can't be improved - like it the way it is	4
Eliminate incompatible land uses	4
Noise solutions - sound walls/buffers, nuisance abatement	3
More Grocery Stores	3
Stop building apartments/condos	2
Stronger Code Enforcement	2
Partner with Port Dist. on long term plan for the Harbor District	2
More Mixed Use Development	2
Deal with Homeless	2
Do not rent to drug dealers	2
Provide more opportunities for neighbors to meet and interact	2
Better use of vacant land	1
Implement the Westside Specific Plan	1
Attract Higher Income Residents	1
Tax Break for Property Improvements	1
Get rid of stray cats	1
Less yard sales	1
Underground utility poles	1
Control graffiti	1
Issue citations for loitering and littering	1
Water conservation without drying out lawns	1
Build more affordable housing projects	1

Opportunities- City

Opportunities	Total Votes
Send out newsletters and increase community involvement in development projects and neighbor interaction	7
Streetscape improvements/sidewalk repair	6
Property maintenance/clean-up	6
Fight crime, gang and drug activity, graffiti, and increase security	6
Become more business friendly/strive to be a regional business/industrial hub/don't impact business with land use changes	5
Don't do anything - like the area as is	5
Better police/city response to issues	5
Adopt historical society list/preserve historic buildings	4
More entertainment, shopping, restaurants, movie theater	4
Do something about the homeless/work with SD on the issue	4
Actives for kids	3
Increase code enforcement	3
Street lights	2
Better traffic flow and traffic enforcement	2
Improve the City's image/PR campaign	2
More culture/art facilities	2
Attract grocery stores to National City	2
keep air clean	2
Get rid of transit	1
Give people a say regarding tax increases	1
Community gardens	1
Increase public transit	1
Attract higher income residents	1
Increase Smart Growth	1
Green building (solar power/rainwater recycling)	1
Underground power lines	1
Expand the post office	1
Better communication between City depts.	1
Curfew on loud music	1
Improve education for children/youth	1
Increase access to SD Bay	1
Increase services on the City's website	1
Establish railway to Coronado	1
Improve gateway entrances on the Westside	1
Unbiased hiring for City job openings	1
Provide incentives for infrastructure improvements	1
Beautification of downtown	1
Don't increase densities	1
More community centers	1

Threats- Neighborhood

Threats	Total Votes
Lack of money/budget cuts/overspending	18
Uncooperative Public/unwillingness to maintain properties/apathy	10
Drugs/crime/gangs/graffiti	6
Developer greed/selfishnes	3
None	3
Conflict between resident and business interests/outside business interests	3
Low income residents	2
Lack of Code Enforcement	2
Too much density	2
Conflict between the City's desires and the community's desires	2
Lack of time	2
Inability to keep homeowners in the area	2
The city's bad reputation/image	1
Poor communication	1
Not Reporting Crimes	1
Bad parenting	1
Gentrification	1
Vacant buildings	1
Port of San Diego	1
Police presence	1
Lack of desire/support for preserving historic structures	1
Washing cars in the street	1
Building regulations	1
High taxes	1
City Council	1

Threats- City

Threats	Total Votes
Government overspending/budget cuts/lack of money	25
Lack of public participation/support and apathy	9
Turning National City into something it's not/government's interests conflicting with resident's interests	4
None	3
City Council	2
High taxes (esp. on business)	2
Competing residential and business interests	2
People who are afraid of change	2
Too much ethnic division	1
Homeless	1
Long term goals with no short term results	1
The City's bad reputation/image	1
Section 8 Housing	1
Too many condos	1
Lack of safety	1
Lack of homeownership	1
Unions	1
Inefficient City processes/burdensome fees and permits	1
Too much development too fast	1
Loss of community character	1
Lack of open space	1
National City needs too much	1
Authorizing and subsidizing new sports fields	1

