

National City General Plan Update Combined results from all SWOT questionnaires

Note: Multiple choice questionnaires also provided opportunities to submit open-ended responses. Those open-ended responses have been incorporated into these tables.

Strengths (Neighborhood)	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
The convenient location/easy access to highways	16	14	19	49
My neighbors	22	12	13	47
Diverse people, cultures, and interests	3	14	16	33
Local businesses and services	9	7	10	26
The sense of safety/good police and fire response times	7	10	3	20
It's quiet	10	4	5	19
It feels safe		8	6	14
Well kept streets/wide parkways	7		2	9
It's clean	9			9
Historic resources	5		2	7
Parks and recreational facilities	5			5
Quality City services/public facilities	5			5
Helpful and friendly people	5			5
The sense of unity in the community, community involvement, NHC meetings	3		1	4
The quaintness/small town feel	3			3
The marina	3			3
Large lots	2		1	3
The ocean view	2			2
Custom single-family homes	2			2
It is family-oriented			2	2
I live close to work			2	2
Good job base	2			2
Dedicated industrial area	2			2
No hazardous chemicals	2			2
Lack of police harassment	1			1
It has an aesthetically pleasing environment			1	1
The climate	1			1
The street grid			1	1
It's affordable	1			1
Landscaping/signage	1			1

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Strengths (City)	Original Open-Ended	Multiple- Choice (workshops)	Multiple- Choice (online)	Total
Convenient location/Easy access to highways	22	12	16	50
Quaintness/small town feel	13	11	12	36
Sense of Community/ People who are active and involved in city activities	16	10	5	31
Leadership/ Governance	14	9	7	30
City commitment to positive change and improvements.		14	13	27
Historic and cultural resources.	3	10	12	25
Business friendly climate	6	4	3	13
Graffiti removal/EDCO trash clean-ups	9			9
Public Facilities	8			8
Street/infrastructure improvements	7			7
Diversity	4		2	6
Weather/climate	1		3	4
It has potential	4			4
Harbor Improvements/ Marina	2			2
Plenty of parking/no meters	2			2
Traditions	1		1	2
Quiet	1		1	2
Growth and development	2			2
No harmful chemicals	2			2
Kid Activities	1			1
Farmers Market	1			1
Affordable	1			1
Beautification of downtown and Old Town			1	1
City-sponsored events			1	1
Long-term planning with SANDAG			1	1
Military history			1	1
Proximity to the water			1	1
Variety of foods and shopping opportunities			1	1
Wide streets			1	1
Friendly city staff	1			1
Respect	1			1

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Weaknesses (Neighborhood)	Original Open-Ended	Multiple- Choice (workshops)	Multiple- Choice (online)	Total
Crime and gang activity, including graffiti	14	15	14	43
Run down businesses and residences/blight	13	12	18	43
Busy streets/too much traffic/people driving too fast	5	14	11	30
Incompatible Land Uses	4	5	13	22
Lack of open space/parks		8	12	20
Lack of parking	5	5	9	19
Noise	9	1	1	11
Trash/litter	7			7
Lack of Street Lighting	2		3	5
Lack of transportation choices		2	3	5
Lack of Grocery Stores	3	1		4
Bars	4			4
Homeless	3			3
Too many apartments/condos - too dense	1		2	3
response to problems/City staff is difficult to work with		1	2	3
Lack of walkability/bikability	1		1	2
Visible power lines	1		1	2
Poor Street Conditions	2			2
Lack of street trees			2	2
Nothing	2			2
High taxes	1			1
Vacant buildings		1		1
Inadequate playground equipment			1	1
Lack of code enforcement			1	1
Lack of interaction among neighbors	1			1
Limited access to the City	1			1
Lack of business incentives	1			1
Old/inefficient utilities	1			1
Lack of bus stop benches/shelters	1			1
Home conversions from SF to MF	1			1
Too close to freeways	1			1
High rent	1			1
Social injustice	1			1

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Weaknesses (City)	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Crime, gang activity, and graffiti	11	11	13	35
Lack of grocery stores	3	13	17	33
Lack of entertainment, nightlife, movie theater, shopping, and social opportunities	7	7	13	27
Homeless	1	7	13	21
Incompatible land uses		4	11	15
Air pollution	1	6	6	13
Limited hours/access to public facilities/parks and open space	1	4	6	11
City's bad reputation	6		2	8
Run down businesses and residences/blight	1	1	4	6
Taxes	4		2	6
Governance/City's lack of response to problems	2	2	1	5
Lack of citizen involvement/public outreach	4		1	5
Nothing	3		1	4
Poor Street Conditions	4			4
Lack of parking	4			4
Trash/litter	4			4
Too many bars/liquor stores	3			3
Area W. of N.C. Blvd	2			2
Yard sales	2			2
No more opportunities for growth	2			2
Noise	1		1	2
Lack of control over architectural design/color choice	1		1	2
Too many apartments/condos	2			2
No four-year college	1			1
Threat of eminent domain	1			1
Failure of the farmer's market		1		1
People smoking on restaurant patios			1	1
Non-conforming residential building additions			1	1
Lack of an 18-hole golf course			1	1
Too many vacant lots			1	1
Industrial uses and the Port District			1	1

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Weaknesses (City) - Continued	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Lack of places to study with free wi-fi			1	1
Special interest groups			1	1
Sprawl	1			1
Large Chargers banners	1			1
Lack of knowledge of the City's history	1			1
Environmental groups shutting down businesses	1			1
Not pedestrian friendly	1			1
Not enough outdoor seating	1			1
No update to historic list	1			1
Traffic	1			1
Long wait at the post office	1			1

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Opportunities (Neighborhood)	Original Open-Ended	Multiple- Choice (workshops)	Multiple- Choice (online)	Total
Increase lighting along streets, near schools, along	10	12	18	40
Stronger Code Enforcement and neighborhood clean up	2	15	21	38
Street/ Infrastructure Improvements	11	7	7	25
Provide additional parks and open space	5	8	10	23
Neighborhood Watch and increased police presence		8	14	22
Slow down traffic/traffic calming		12	7	19
Parking improvements/make people park off-street, but do not allow parking on front lawns	7	3	4	14
Property Clean-up/ Improvement	14			14
Increase law-enforcement, reduce crime and drug use, increase park safety	5		2	7
Community involvement and action on problems identified by the public	5	1		6
More Grocery Stores/Produce Stores	3	1		4
Eliminate incompatible land uses (residential and industrial)	4			4
Tree Trimming	4			4
No improvements needed	4			4
Better zoning decisions/decrease density	2		1	3
Help the homeless	2		1	3
Noise ordinances/buffers/barriers	3			3
Neighborhood councils not run by City staff			2	2
Partner with Port Dist.	2			2
More Mixed Use Development	2			2
Do not rent to drug dealers	2			2
Improve neighbor interaction	2			2
Better use of vacant land	1			1
Attract Higher Income Residents	1			1

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Opportunities (Neighborhood) - Continued	Original Open-Ended	Multiple- Choice (workshops)	Multiple- Choice (online)	Total
Tax Break for Property Improvements	1			1
Improve public transportation		1		1
Organize locally grown food/community gardens		1		1
Narrow streets			1	1
Prohibit smoking in community areas where children play			1	1
Dog park			1	1
Incorporate more shade trees into the streetscape and in parking areas			1	1
More emphasis on customer service by City staff			1	1
Eliminate Section 8 Housing			1	1
Incorporate pedestrian trails into the City.			1	1
illegal turns			1	1
Implement Westside SP	1			1
Get rid of stray cats	1			1
Less yard sales	1			1
Underground utility poles	1			1
Control graffiti	1			1
Issue citations for loitering and littering	1			1
Water conservation without drying out lawns	1			1
Build more affordable housing projects	1			1

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Opportunities (City)	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Empower and engage youth in the city		11	14	25
Establish an Arts, Education, and Culture District	2	11	11	24
Increase security/police presence	6	9	9	24
Increase smart growth, mixed-use, commercial, and retail development to generate revenue	1	10	12	23
Allow the public to express concerns and suggest solutions and ideas - act on identified problems		10	11	21
Emphasize and improve important gateways		7	11	18
Create additional parks and open space		5	10	15
Street/infrastructure improvements	6		1	7
Property Clean-up/maintenance	6		1	7
Historic preservation/adopt Historic Society's list of historic structures/update the Historic Society's list - there are other properties that can be added to it.	4		3	7
Send out newsletters/ inform the community of City actions	7			7
Faster police/city response to issues	5			5
Become more business friendly	5			5
Provide opportunities and options to support the homeless	4		1	5
Don't do anything	5			5
More entertainment, night life activities	4			4
Organize Actives for Kids	3			3
Stop building apartments and condos	1	1	1	3
Attract grocery stores to National City	2	1		3
Better code enforcement	3			3

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Opportunities (City) - Continued	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Lower taxes/give people a say	1		1	2
Green building/Use solar power/alternative energy for park, street, pedestrian lighting,etc.	1	1		2
Make sure City staff lives up to the Five guiding principles of coordination	1		1	2
Street lights	2			2
Better traffic flow/enforcement	2			2
Improve City's image	2			2
Improve air quality	2			2
Get rid of public transit	1			1
Establish community gardens	1			1
Increase public transit	1			1
Attract higher income residents	1			1
Put in a movie theater		1		1
Serve healthier and organic foods at schools		1		1
Keep the golf course			1	1
Reduce all collector and local streets to two lanes, add on-street diagonal parking, reduce street widths, add bike lanes, widen sidewalks			1	1
Put plants/trees in the plant pots on Highland			1	1
Incorporate pedestrian trails into the city			1	1
Improve playground equipment in parks			1	1
Bring back the Farmer's Market with entertainment/music			1	1
Apply for more grants/funding			1	1
Enforce the no-smoking ordinance on restaurant patios			1	1
Create incentives to get people to participate in City activities			1	1

**National City General Plan Update
Combined results from all SWOT questionnaires**

Opportunities (City) - Continued	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Improve the overall urban design of the city			1	1
Revamp the planning department			1	1
Underground power lines	1			1
Expand the post office	1			1
Curfew on loud music	1			1
Improve education for children/youth	1			1
Increase access to SD Bay	1			1
Increase services on the City's website	1			1
Establish railway to Coronado	1			1
Improve gateway entrances on the Westside	1			1
Unbiased hiring for City job openings	1			1
Provide incentives for infrastructure improvements	1			1
Beautification of downtown	1			1
More community centers	1			1

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Threats (Neighborhood)	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Lack of money/funding for improvements	18	20	17	55
Lack of money/resources to upkeep properties - low income neighbors	2	17	16	35
Uncooperative Public/fear of change	10	10	7	27
Homeowners/higher income residents leaving	2	10	6	18
Poor communication with residents	1	6	11	18
Lack of City staff time devoted to neighborhoods		1	16	17
Continued existing of incompatible land uses		6	8	14
Drugs, crime, graffiti, gangs	6			6
Bad decisions by leaders/slow or no response by the City/lack of support		1	2	3
Developer greed	3			3
Outside business interests/conflicts with residential interests	3			3
The time commitment it takes to make positive changes - some people don't have time to help	2		1	3
None	3			3
High Density	2			2
The public's lack of desire to participate			2	2
Lack of Code Enforcement	2			2
Neglecting historic properties	1		1	2
Conflicts between City's desires and community's desires	2			2
Bad Reputation	1			1
People Who Don't Upkeep Property			1	1
Not reporting crimes	1			1
Bad parenting	1			1
Gentrification	1			1
Port of San Diego	1			1
Building regulations	1			1
Non-flexible planning department			1	1
Too many cars			1	1

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Threats (Neighborhood) - Continued	Original Open-Ended	Multiple-Choice (workshops)	Multiple-Choice (online)	Total
Vacant buildings	1			1
Police presence	1			1
Washing cars in the street	1			1
High taxes	1			1
City Council	1			1

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Threats (City)	Original Open-Ended	Multiple- Choice (workshops)	Multiple- Choice (online)	Total
Lack of money/funding for improvements	25	17	18	60
City's bad reputation/image	1	15	24	40
Current economic conditions		13	22	35
Lack of resources to attract and retain businesses		9	9	18
Long-term goals with no short term results	1	8	7	16
Lack of public participation/apathy	9		1	10
Too Much Development	1	4	4	9
Not enough development		3	4	7
Poor governance/City Council	2		2	4
Conflict between the City's des	4			4
None	3			3
Not directing money to where it is needed (i.e. too much being spent on police and fire and not enough on parks and clean-up			2	2
Outside Business Interests/competition with residential interests	2			2
High taxes	2			2
Fear of change	2			2
improving National City			1	1
Ethnic Division	1			1
Homeless	1			1
Section 8 Housing	1			1
Too many condos	1			1
Loss of community character	1			1
Lack of open space	1			1
Disrupting the street grid - do not close streets to create parks. Use vacant lots, easements, and other rights-of-way			1	1
Lack of planning			1	1
People that feel that their concerns are overlooked			1	1
Water supply issues/conservation measures			1	1
Poverty				

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Threats (City) - Continued	Original Open-Ended	Multiple- Choice (workshops)	Multiple- Choice (online)	Total
Lack of homeownership	1			1
Unions	1			1
Inefficient City processes/burdensome fees and permits	1			1
National City needs too much Authorizing and subsidizing	1			1