



Shape Oceano's Future  
Formar el Futuro de  
Oceano

**Results from Door-To-Door Survey**

**November 2nd, 2022**

**Los Resultados de la  
Encuesta Puerta en Puerta**

**2 de noviembre, 2022**

# Agenda

Door-to-Door Process

Reliability of Results

General Information

Interpreting Results

Changes from the Last Time

Limitations

Results from Survey

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# Process of Door-to-Door Surveying

- Based on Center for Disease Control door-to-door surveying method
- Numerically coded all census blocks in Oceano, omitting blocks with a population of zero
- Used a random number generator to choose and combine 2-4 census blocks into clusters
- Designated number of surveys to achieve per cluster based on the proportion of the population within cluster

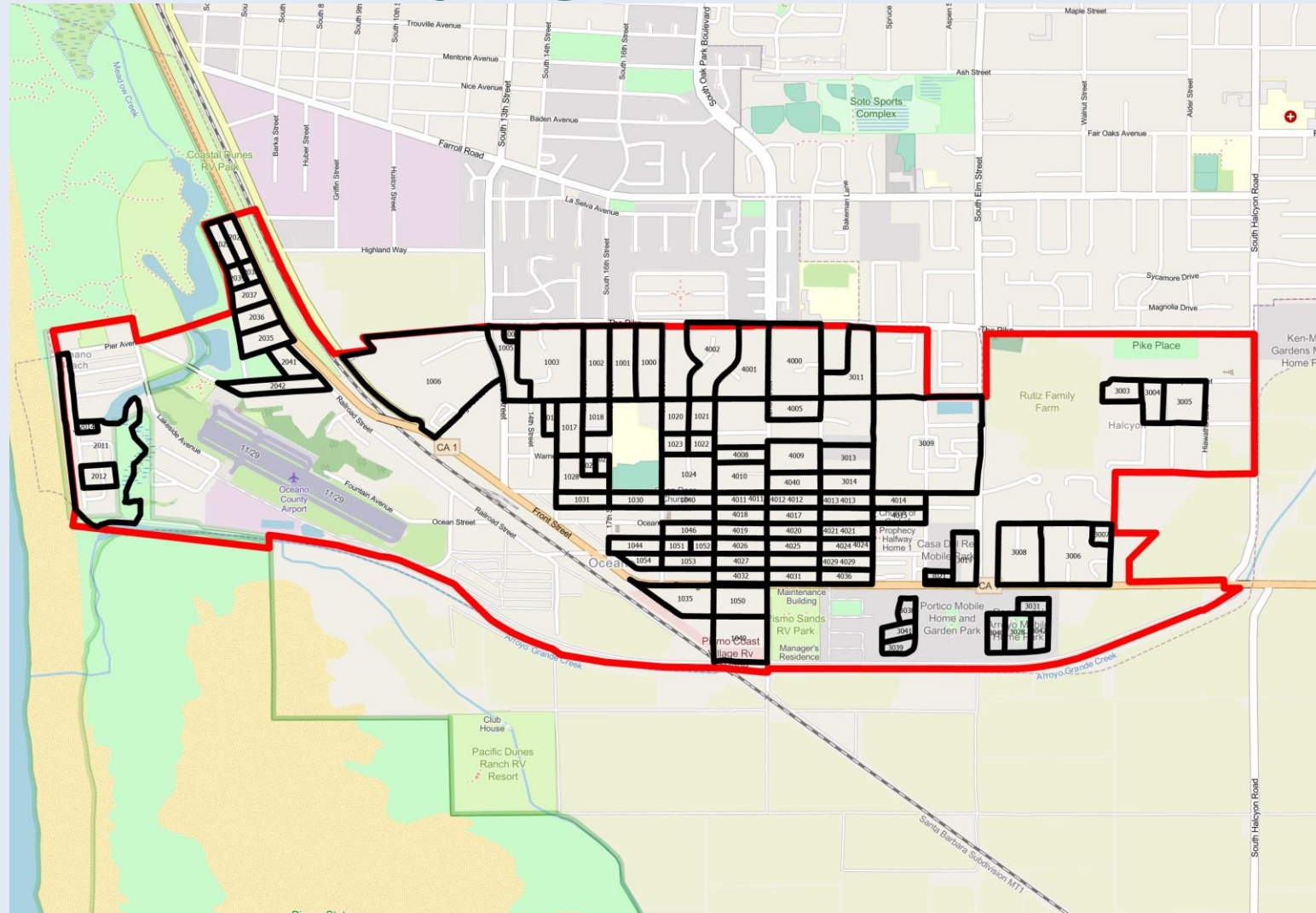


Image: Oceano Community Plan Area outlined in red. Designated clusters surveyed outlined in black.

# Process of Door-to-Door Surveying, continued

- Once the number of surveys needed per cluster was defined, we ensured surveys were spatially distributed.
- We divided the number of occupied housing units within the cluster by the number of surveys needed, and derived a number, which we called "N".
- The surveyors would go to every Nth house (for example, every 5th house) so that one area within the cluster was not oversaturated.

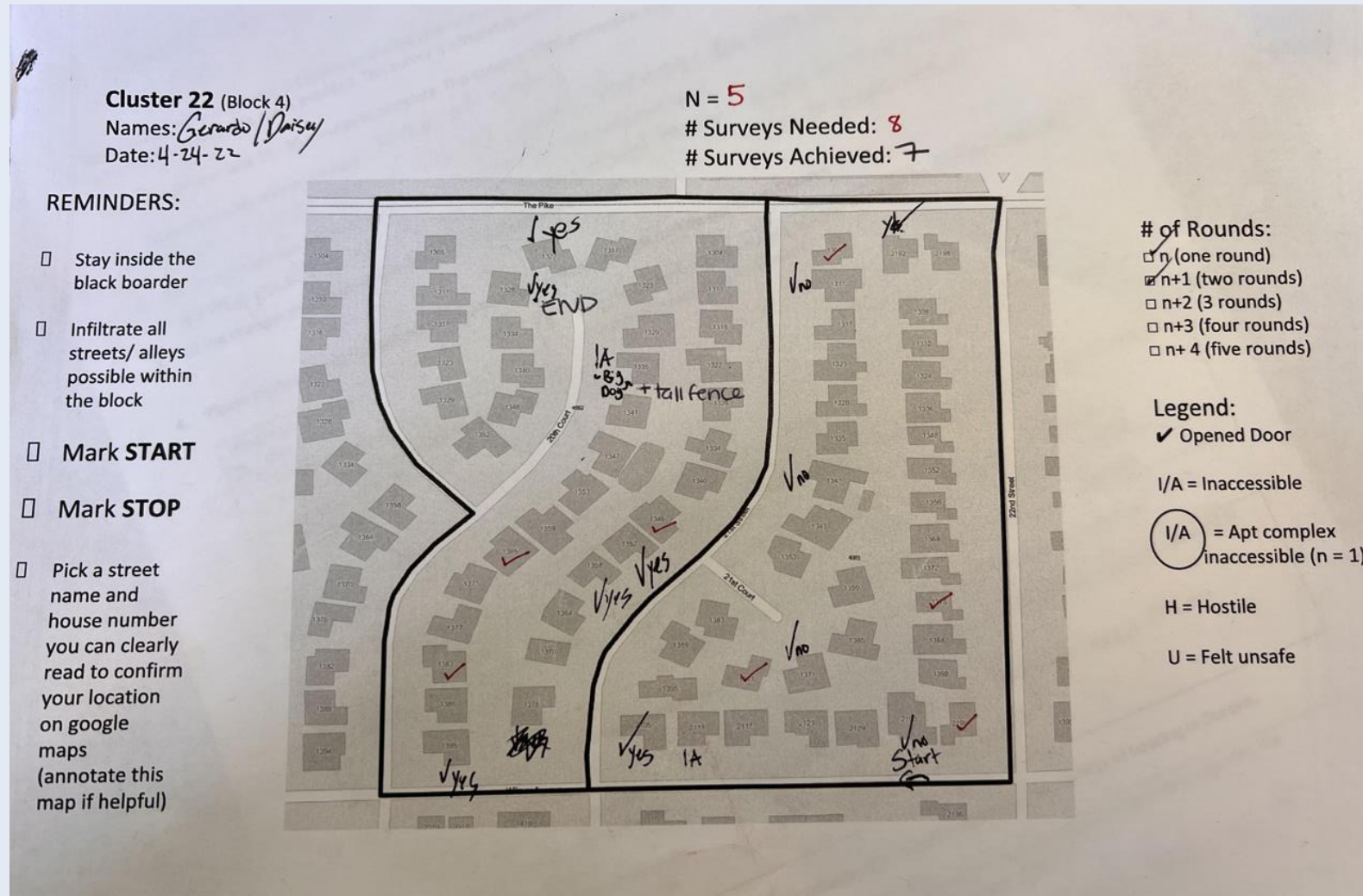
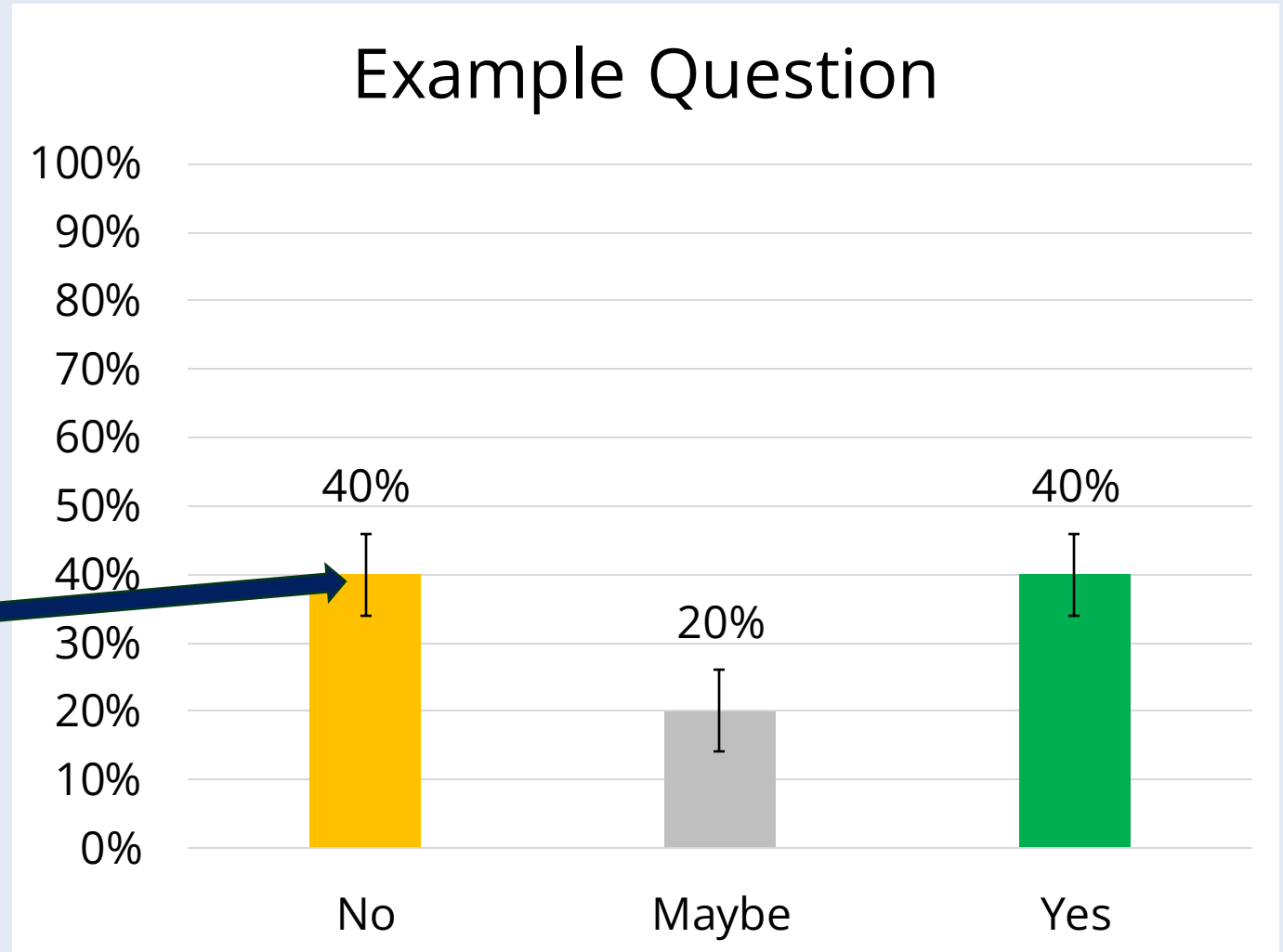


Image: An example cluster map used by the students to count and track houses that have been surveyed. The "N" number is designated at the top.

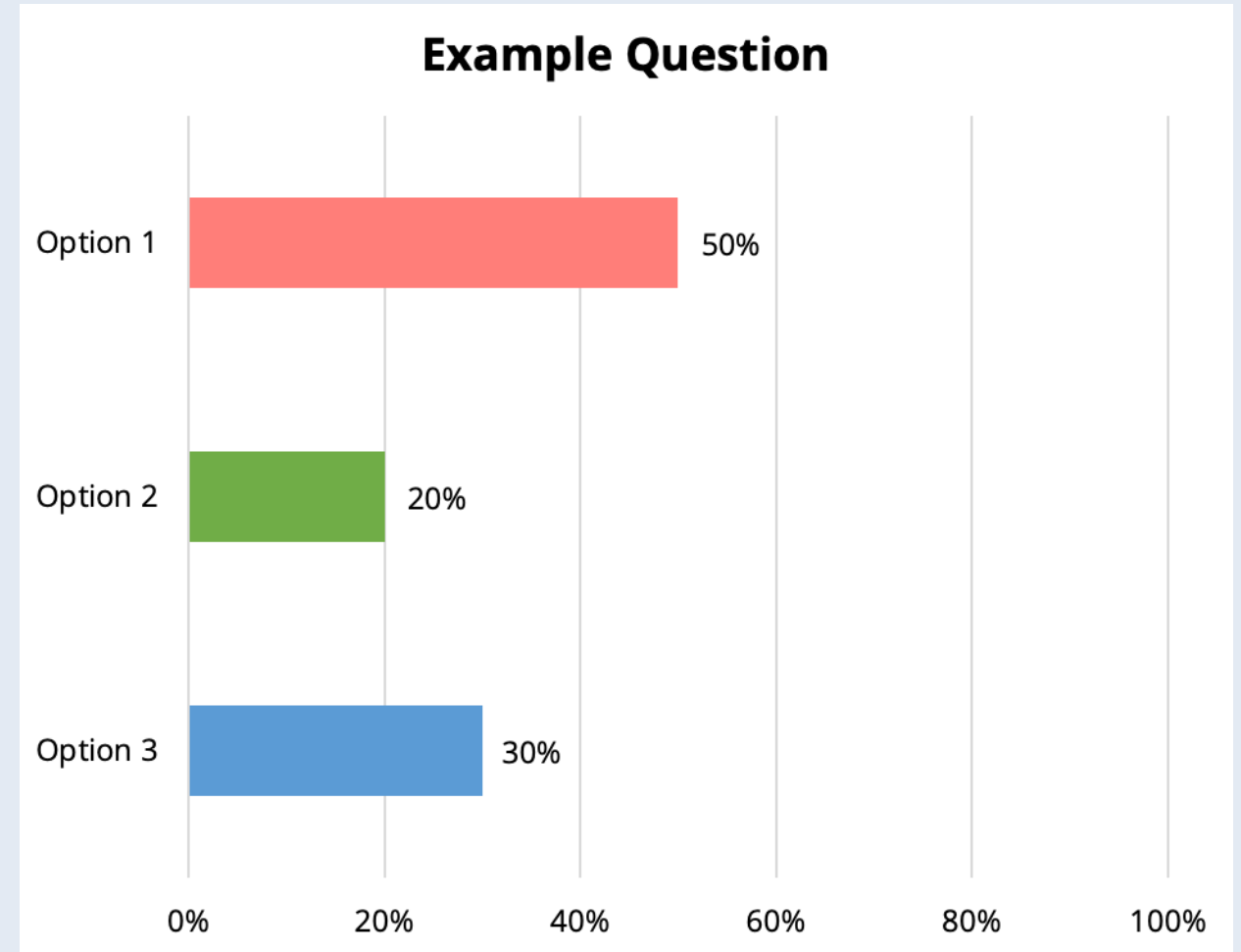
# Reliability of Survey Results

- ✓ 275 Surveys Achieved
- ✓ 256 Needed
- ✓ 95% Confidence Level
- ✓ 6% Margin Error
  - ✓ Indicated by Error Bar
- ✓ This means that if we were to redo this survey, we are 95% confident we would have the same results and that those results will fall between 6% above and 6% below the results we are presenting.



# Reliability of Survey Results, continued

- ✓ Our confidence level and margin of error is only applicable to questions with more than 256 respondents.
- ✓ For questions with less than 256 respondents, we would have less than a 95% confidence interval and greater than a 6% margin of error. These results will not include the Margin of Error bar.



# General Information of the Project

- Survey were conducted January 2022- June 2022
  - 20 students conducting surveys
  - 14 students entering data from the surveys into the database
- 3 demographic questions reported in this presentation
  - Ethnicity, sex, and race
- All 29 questions regarding Oceano are reported in this presentation
  - Only 5-point scale questions are separated into Latino and Non-Latino respondents
  - For open-ended questions, categories were created only when responses fell explicitly in those categories. When answers were ambiguous or unique, they were placed in the "other" category.

# Interpreting Results

## 5-point Scale:

- Based on the Likert Scale, respondents had five options to choose from
- Percentages based on number of respondents

## Multiple Choice:

- Respondents had a select number of options to choose from
- Percentages based on number of respondents

## Open Ended:

- Respondents could provide any kind of response they wanted
- Similar responses were coded and the most frequent responses are presented
- Percentages based on number of responses



# Changes Since 6/8/22 Presentation

- Four surveys have been removed from the last report
  - Found to be repeats in the database
  - Results have been adjusted
  - This does not alter results by more than 2%
  - This does not alter reliability
- Each chart is distinguished as:

Unchanged

Where results remain within 2% of the last report

Refined

Where further analysis took place and results were adjusted

New Results

Where questions that were not featured in the first report and presented in this report

# Limitations

Student run project creates limitations such as:

Limited schedules for surveying and surveying always before nightfall.

This may result in missing certain demographic categories of respondents who work during the day or during weekends.

20 students writing down responses for the survey questions.\*

Creates possibility of students interpreting responses in different ways from each other.

14 students entering responses from 275 respondents into one data set.\*

Creates possibility of students interpreting written data or entering data in different ways from each other.

\*To address the last two limitations, discussions regarding writing down responses and entering data were held in class throughout the process of collecting data



# Results

Unchanged

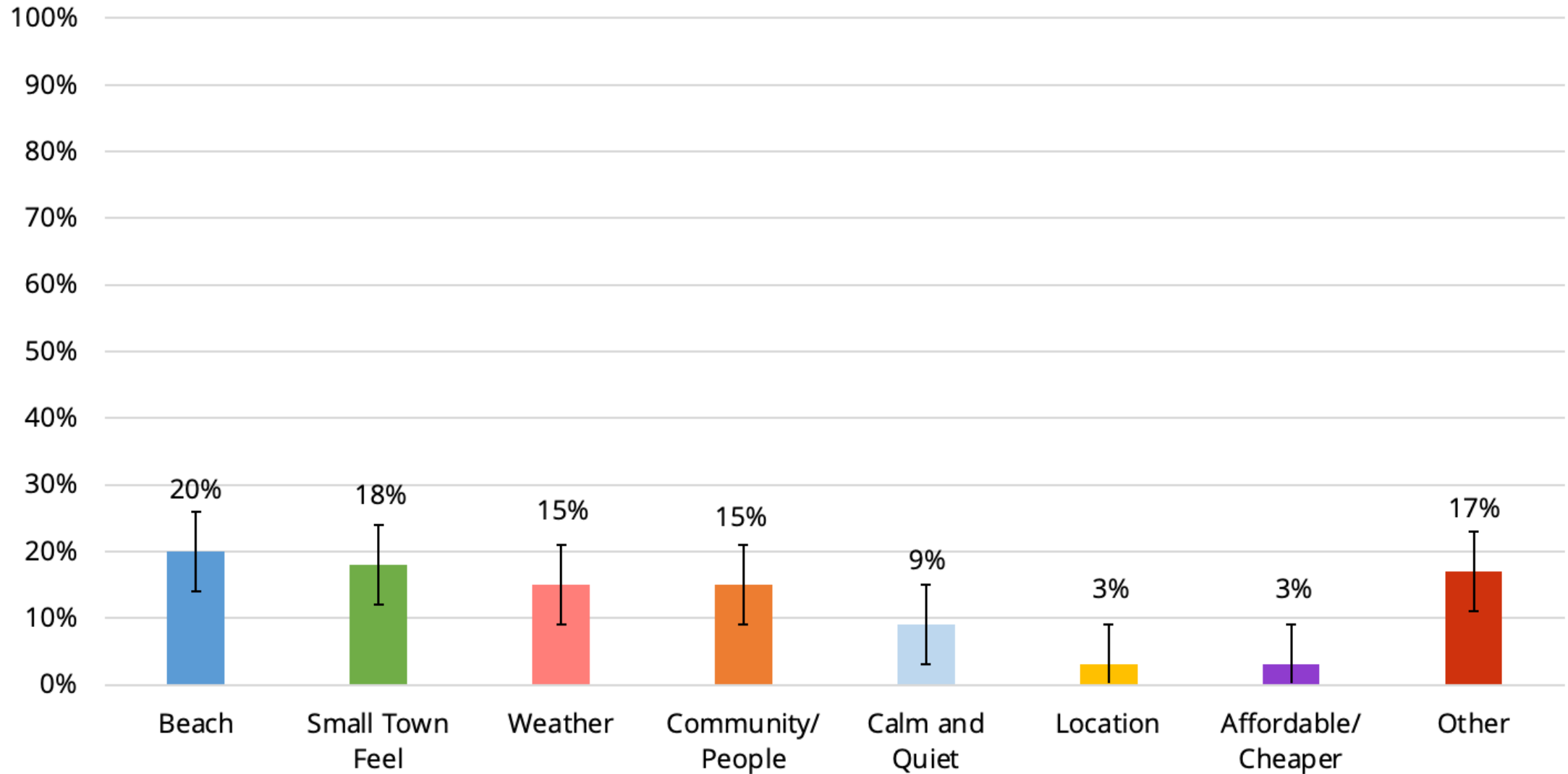
# Key Demographic Results

<b>Ethnicity</b>	<b>Census</b>	<b>Survey</b>
Non-Hispanic/ Latino	58%	57%
Hispanic/ Latino	42%	43%
<b>Sex</b>	<b>Census</b>	<b>Survey</b>
Male	52%	51%
Female	48%	49%
<b>Race</b>	<b>Census</b>	<b>Survey</b>
White	77%	85%
Asian	10%	2%
Black or African American	3%	4%
American or Alaskan Native	2%	5%

# Q1: What do you like about Oceano?

Refined

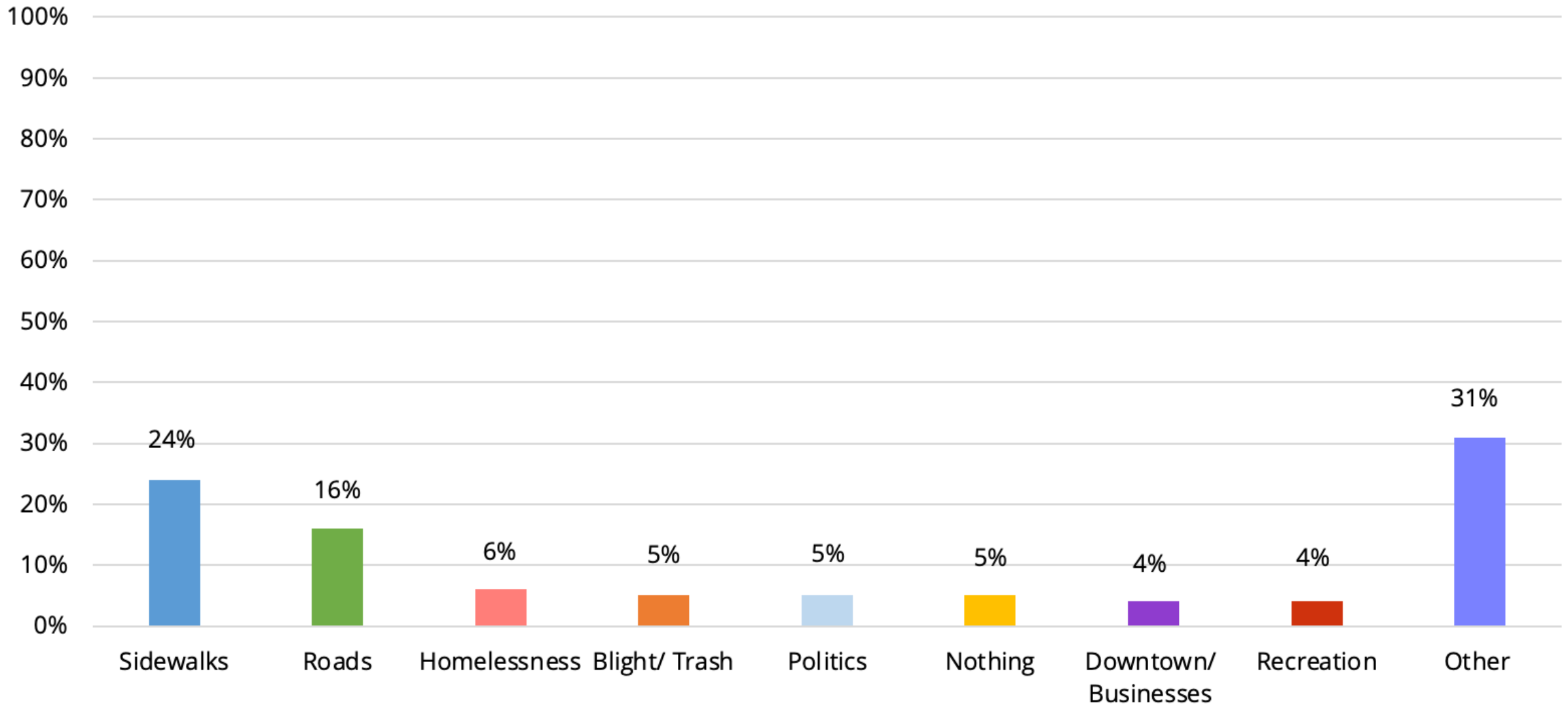
**Open Ended** - 267 Respondents & 504 Responses



# Q2: What would you like to change about Oceano?

Refined

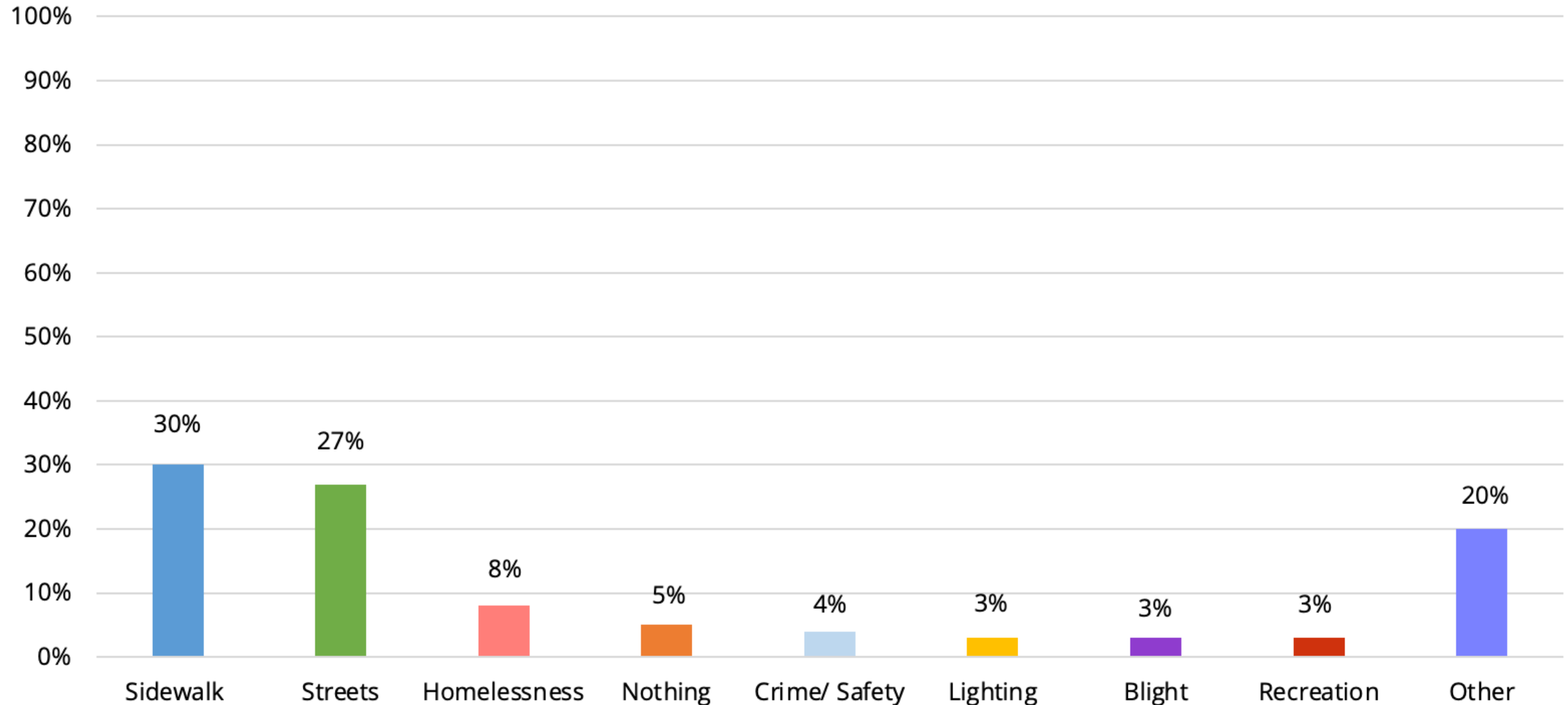
Open Ended - 247 Respondents & 424 Responses



# Q3: Of the changes you listed, which one is most important to you?

New Results

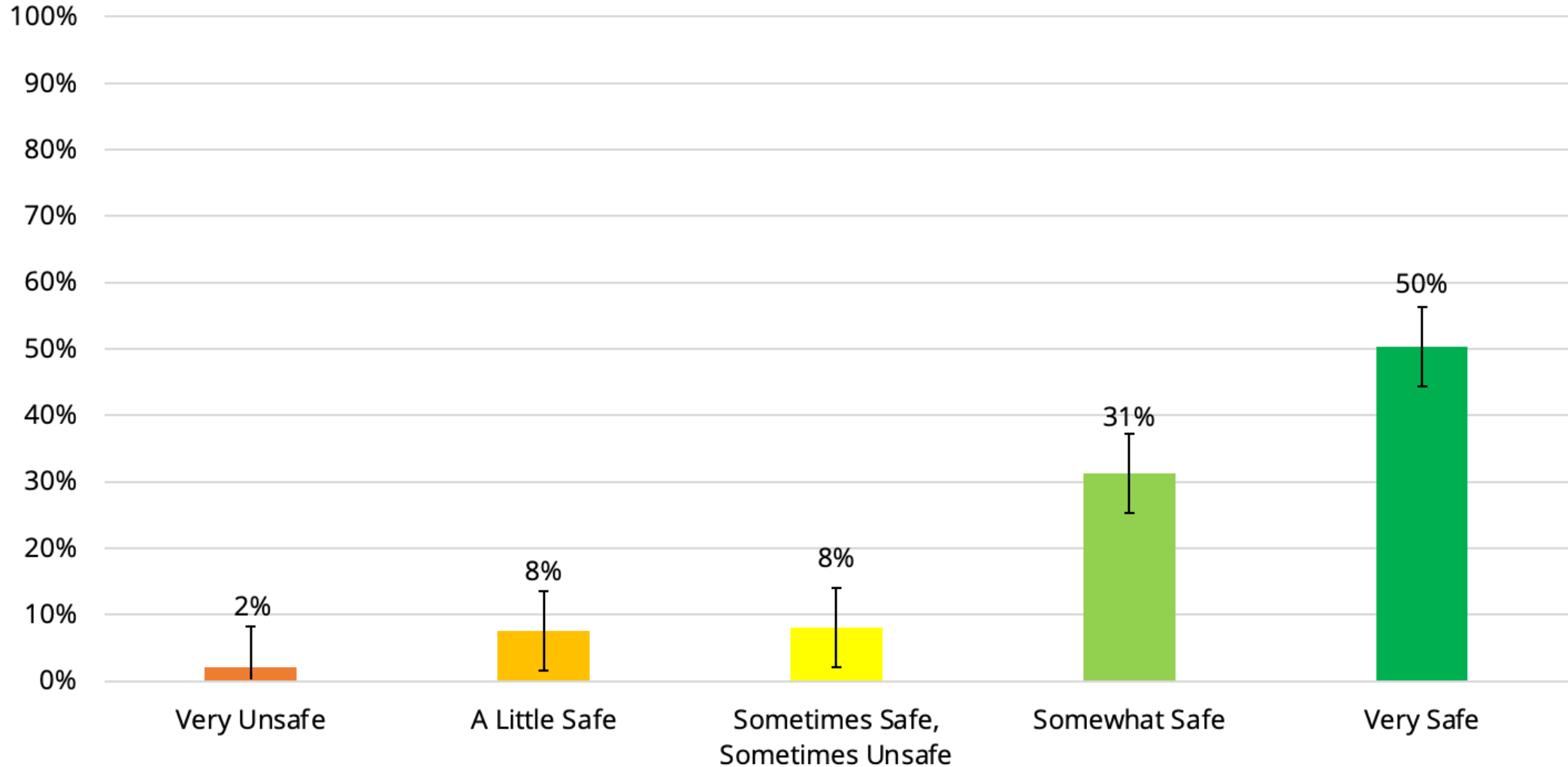
**Open Ended** - 129 Respondents & 136 Responses



# Q4: Please choose the statement that most accurately represents how safe/ unsafe you feel in Oceano.

Unchanged

**5-point Scale - 272 Respondents**

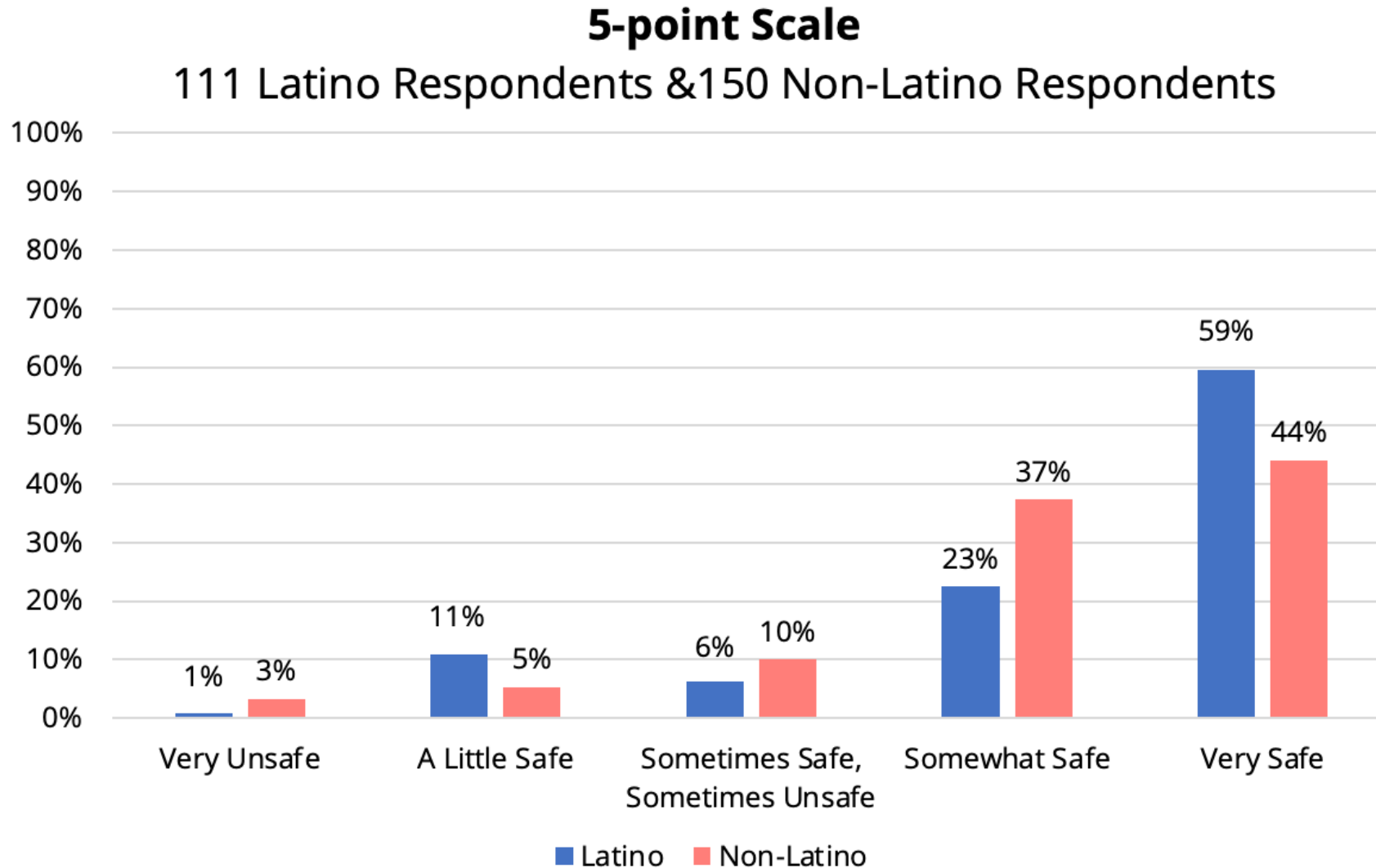




Q4: Please choose the statement that most accurately represents how safe/ unsafe you feel in Oceano.

## *Comparison of Responses between Latinos and Non-Latinos*

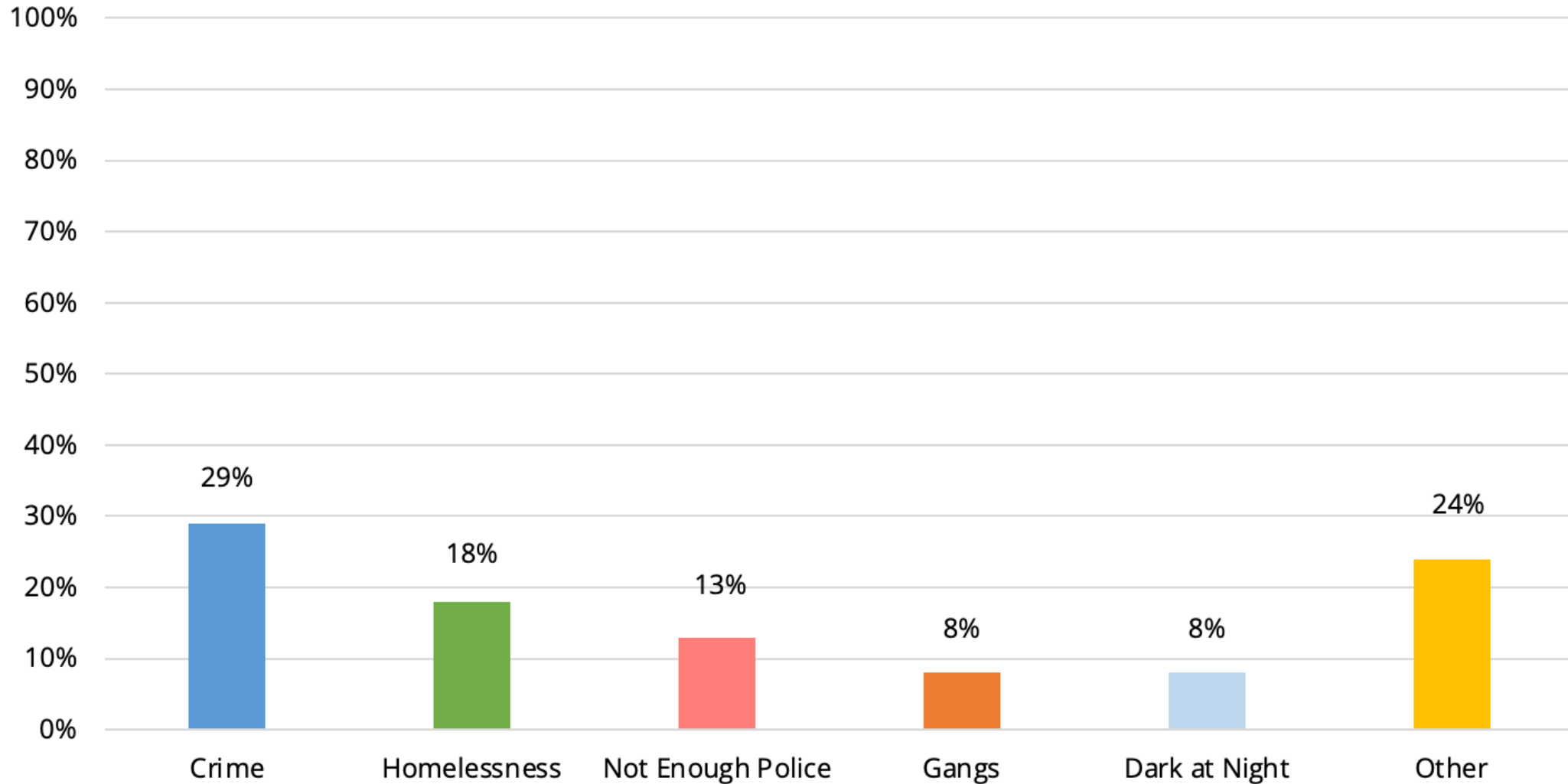
New Results



# Q5: If you feel unsafe, what is making you feel this way? Do you have suggestions to improve your safety in Oceano?

New Results

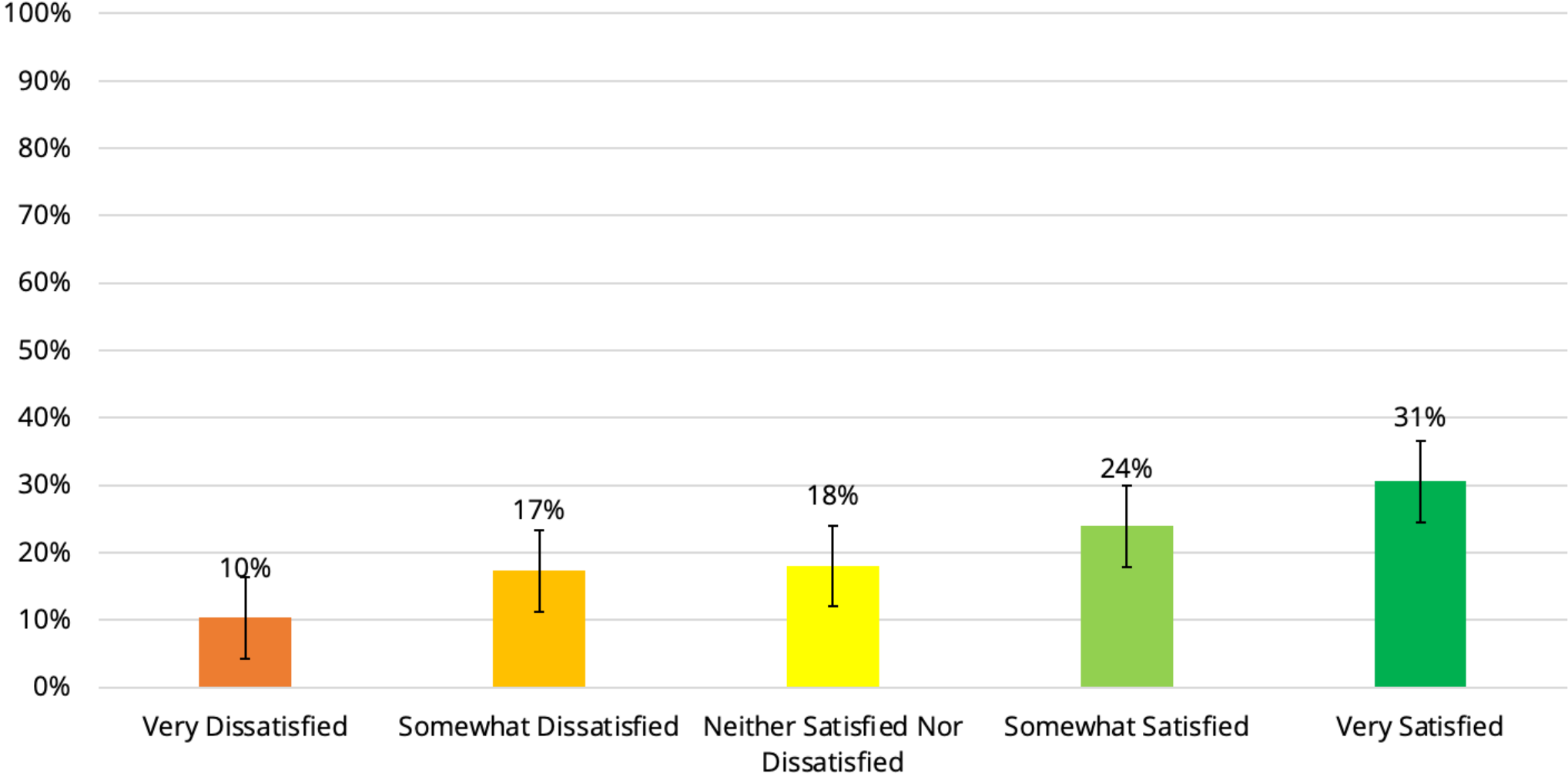
**Open Ended** - 108 Respondents & 136 Responses



# Q6: Generally, how satisfied are you with the outdoor recreational spaces in Oceano?

Unchanged

5-point Scale - 270 Respondents



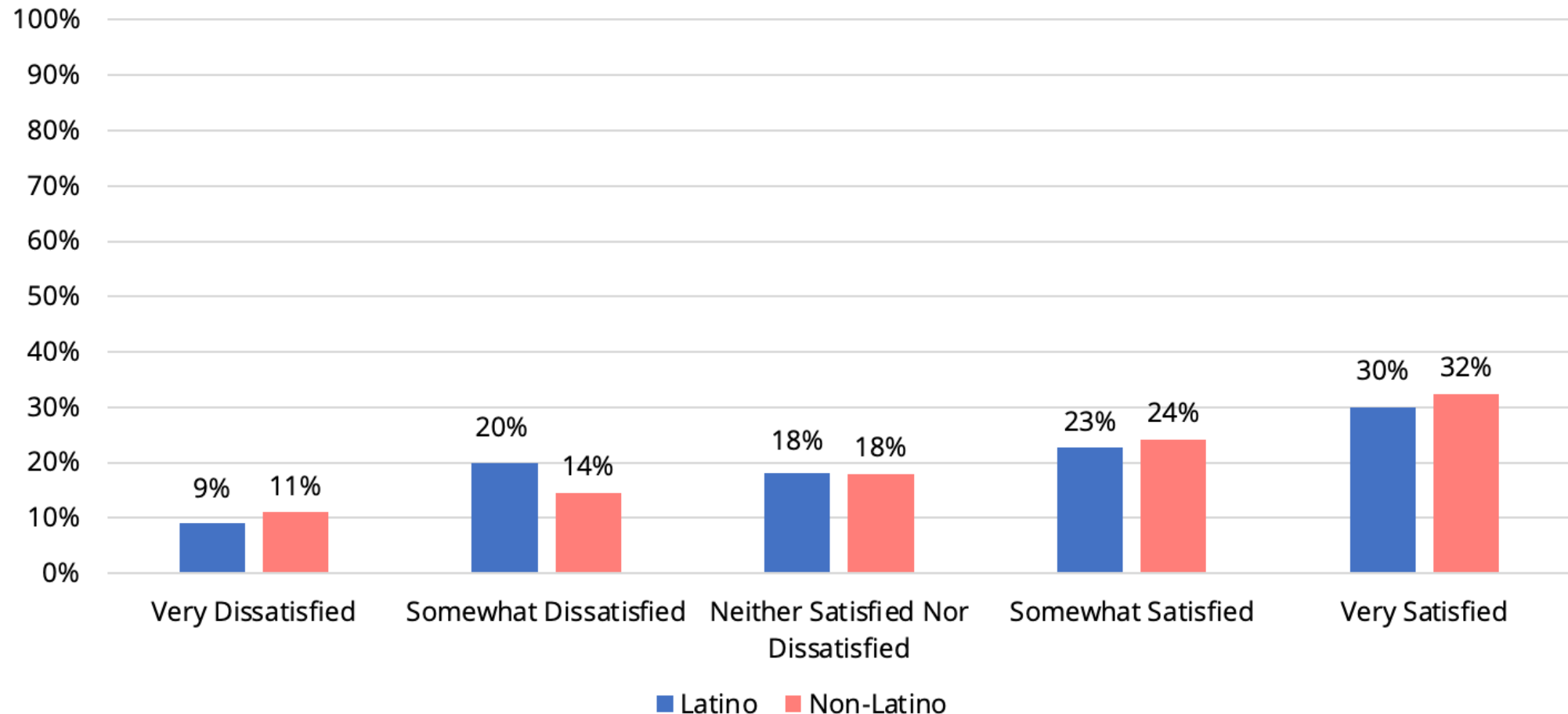
Q6: Generally, how satisfied are you with the outdoor recreational spaces in Oceano?

*Comparison of Responses between Latinos and Non-Latinos*

New Results

**5-point Scale**

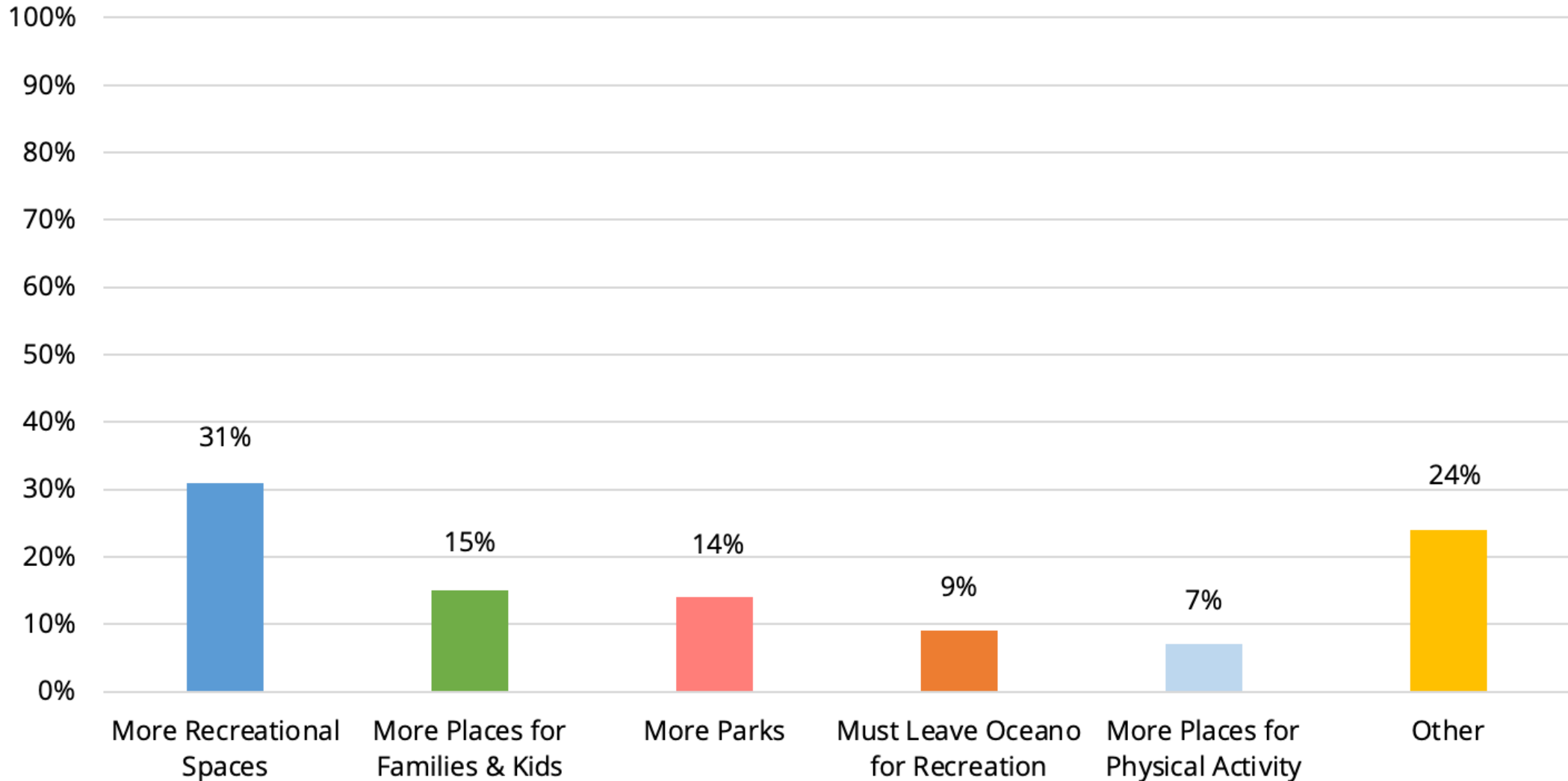
110 Latino Respondents & 145 Non-Latino Respondents



# Q7: Do you have any additional comments or suggestions regarding recreational space in Oceano?

Refined

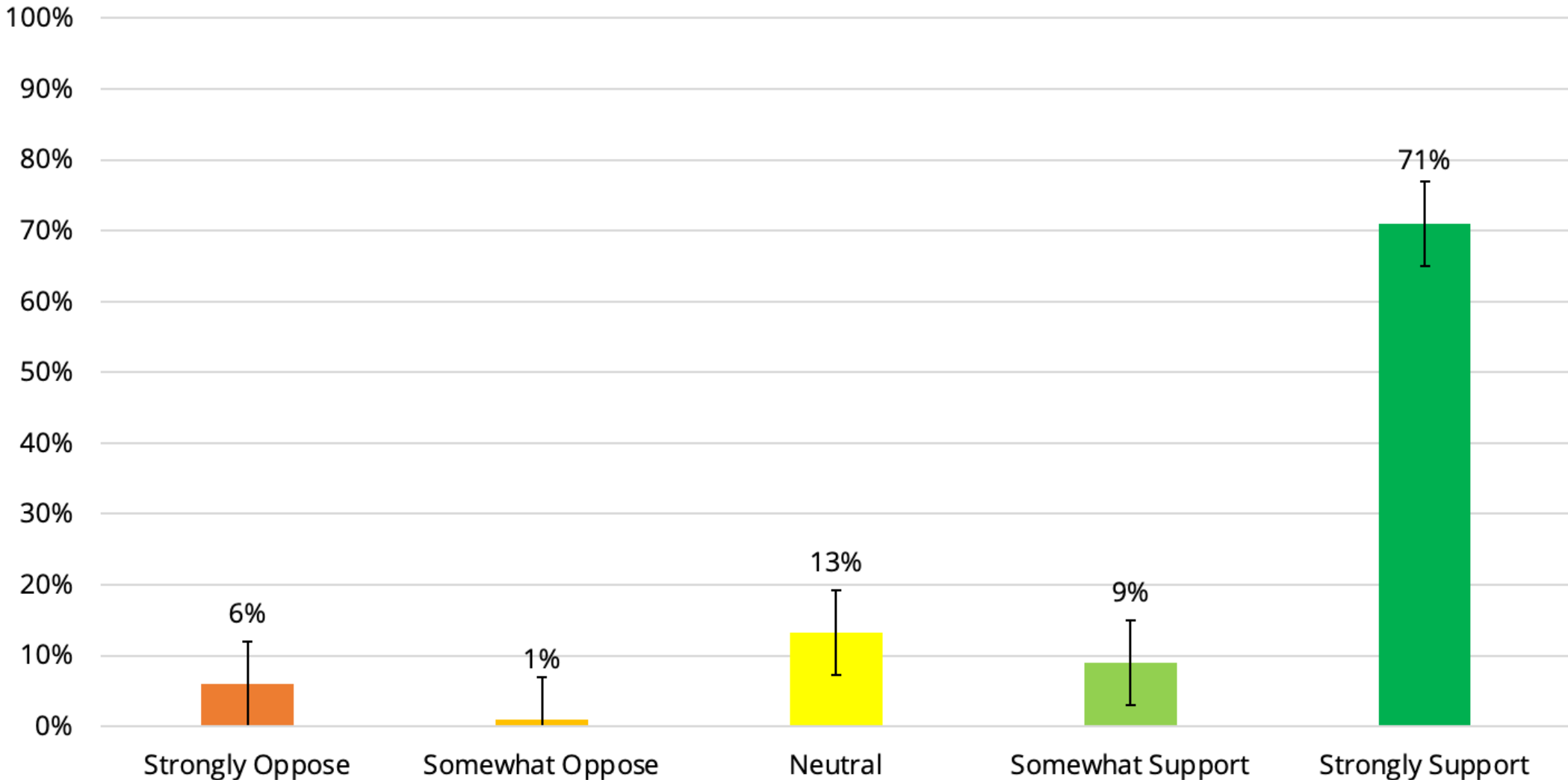
**Open Ended** - 139 Respondents & 200 Responses



# Q8: Please indicate which of the following answers best reflects your opinions about additional/new sidewalks

Unchanged

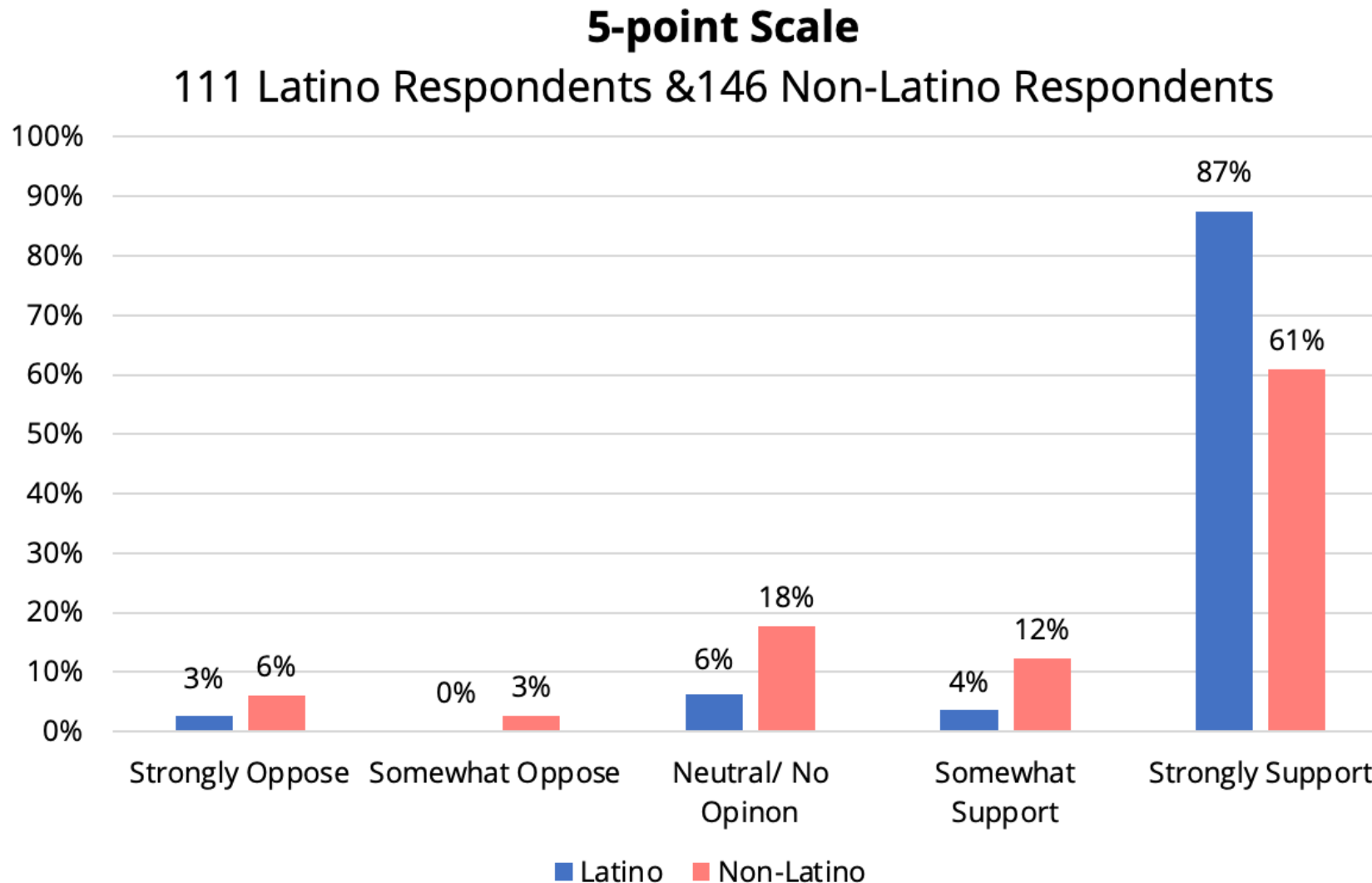
5-point Scale - 273 Respondents



Q8: Please indicate which of the following answers best reflects your opinions about additional/new sidewalks

## *Comparison of Responses between Latinos and Non-Latinos*

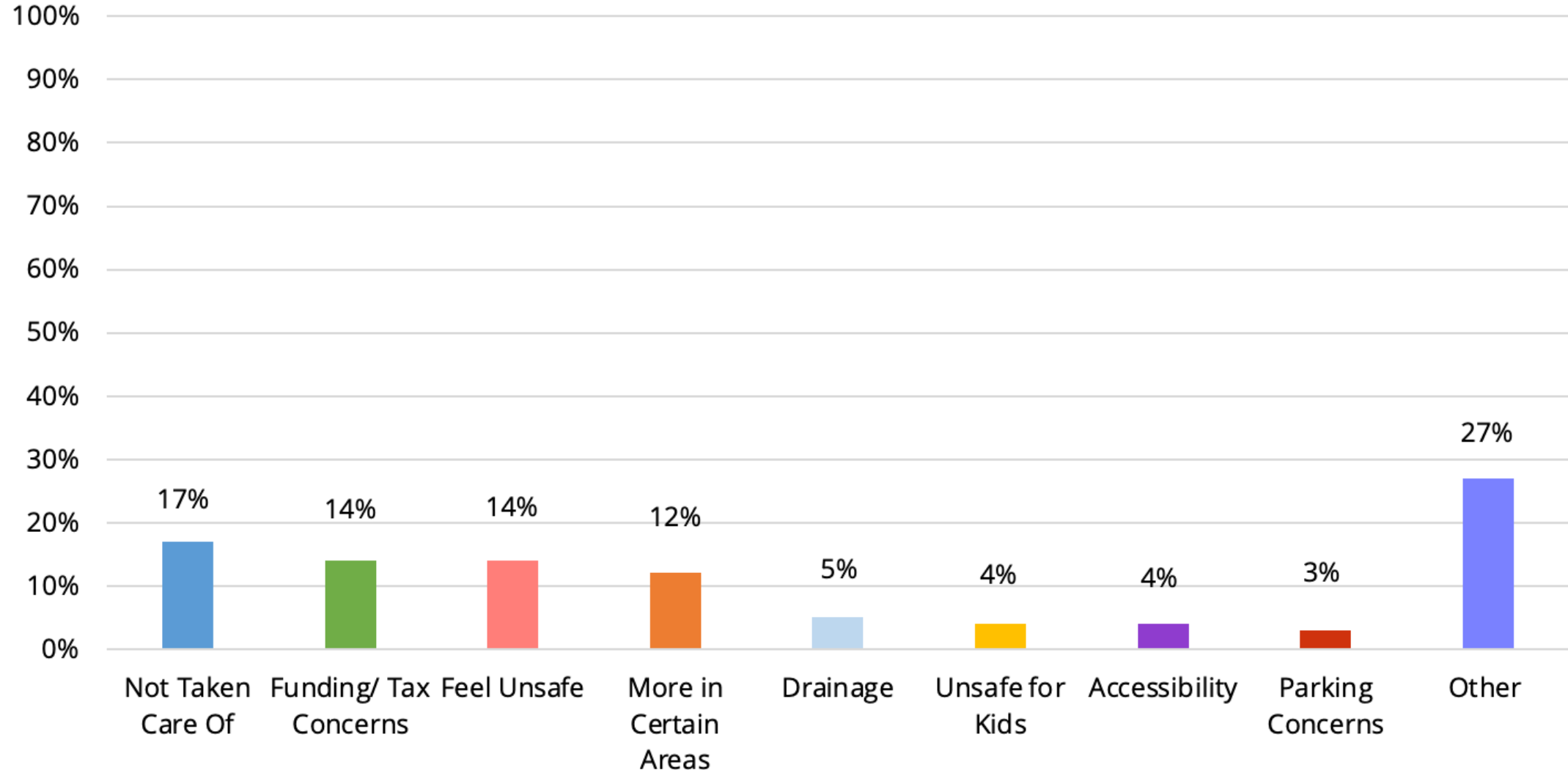
New Results



# Q9: Do you have additional comments or suggestions regarding sidewalks in Oceano?

New Results

**Open Ended** - 109 Respondents & 130 Responses

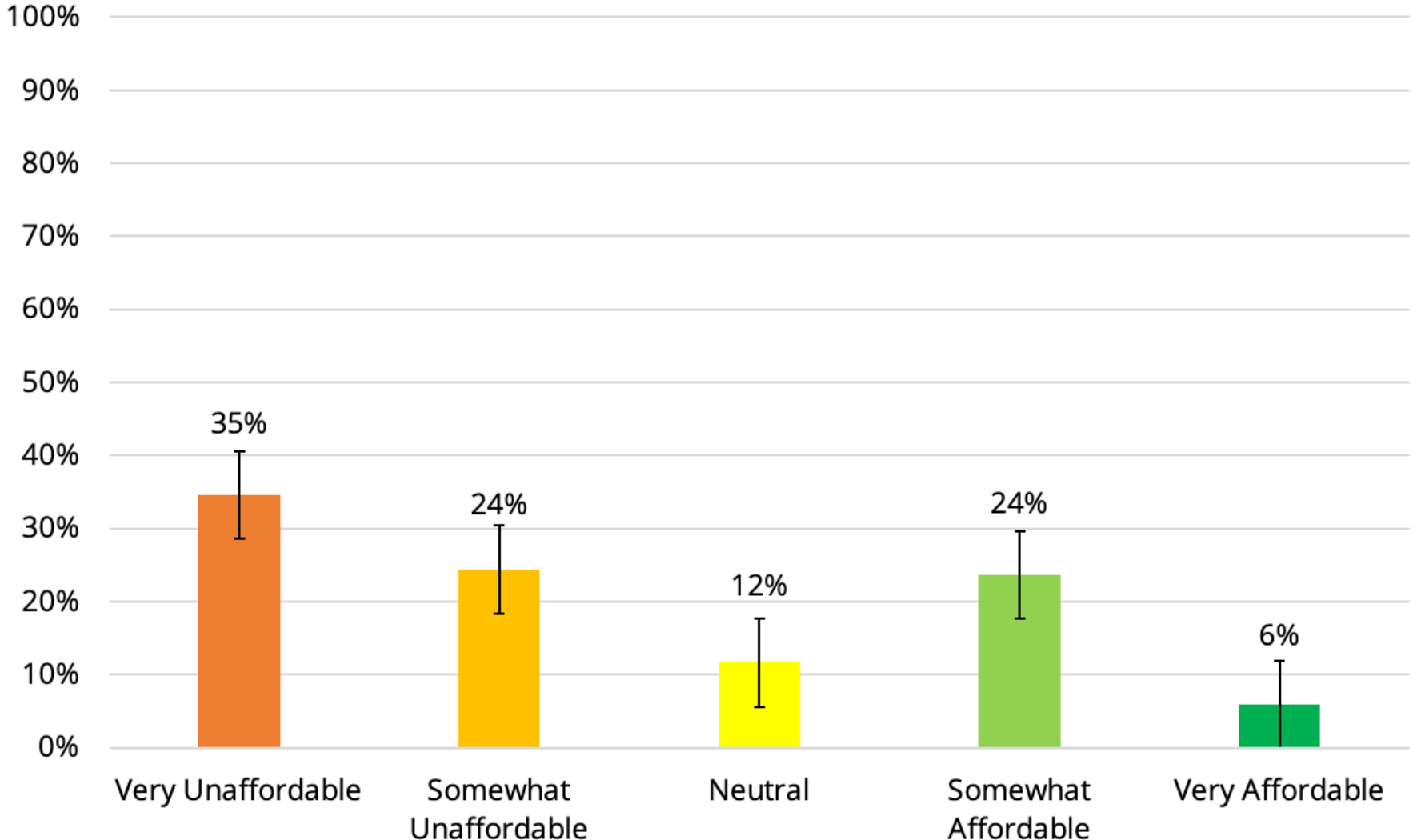




# Q10: Please indicate which of the following answers best reflects your opinions about the affordability of housing in Oceano

Unchanged

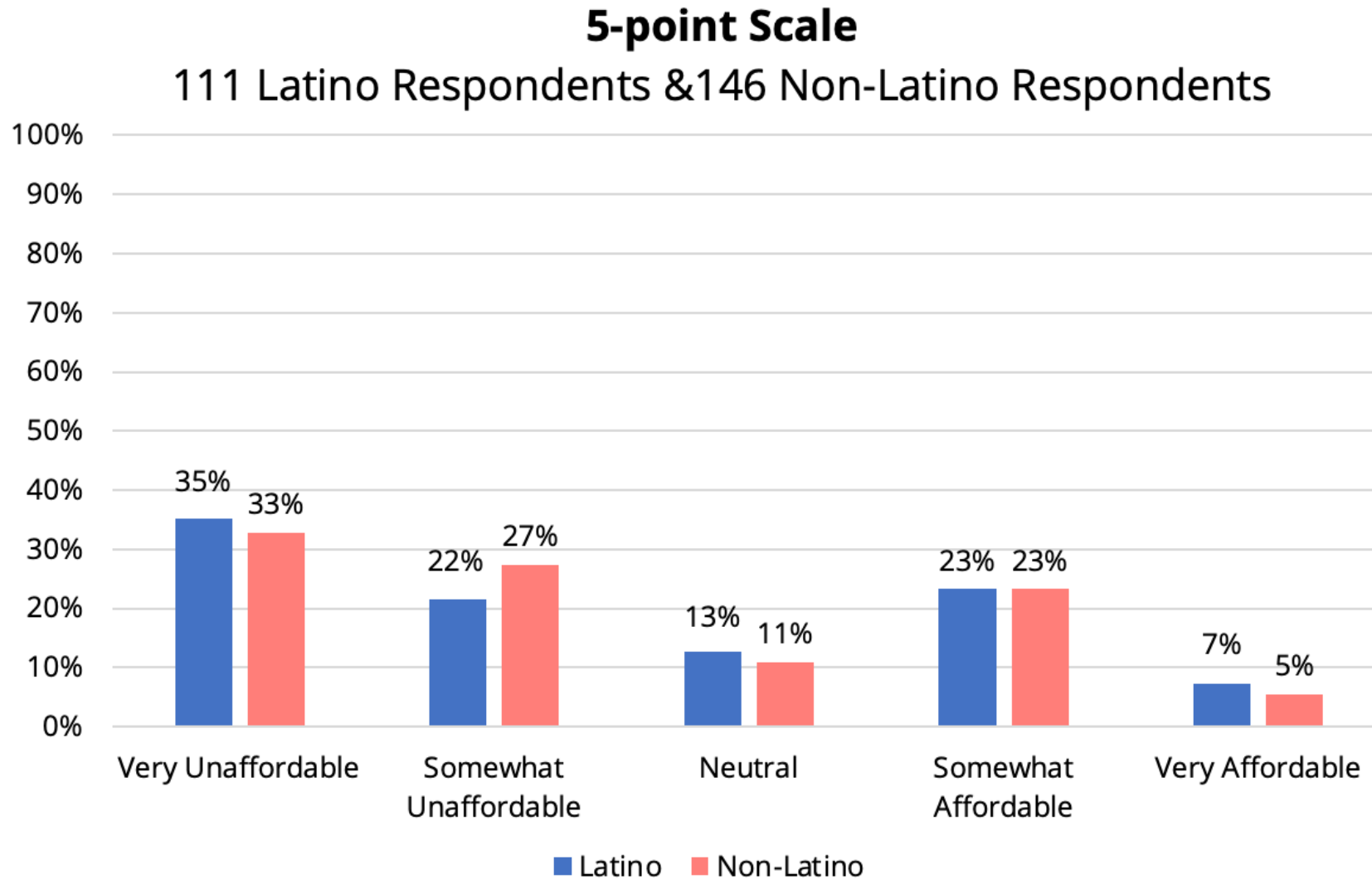
**5-point Scale** - 269 Respondents



Q10: Please indicate which of the following answers best reflects your opinions about the affordability of housing in Oceano

## *Comparison of Responses between Latinos and Non-Latinos*

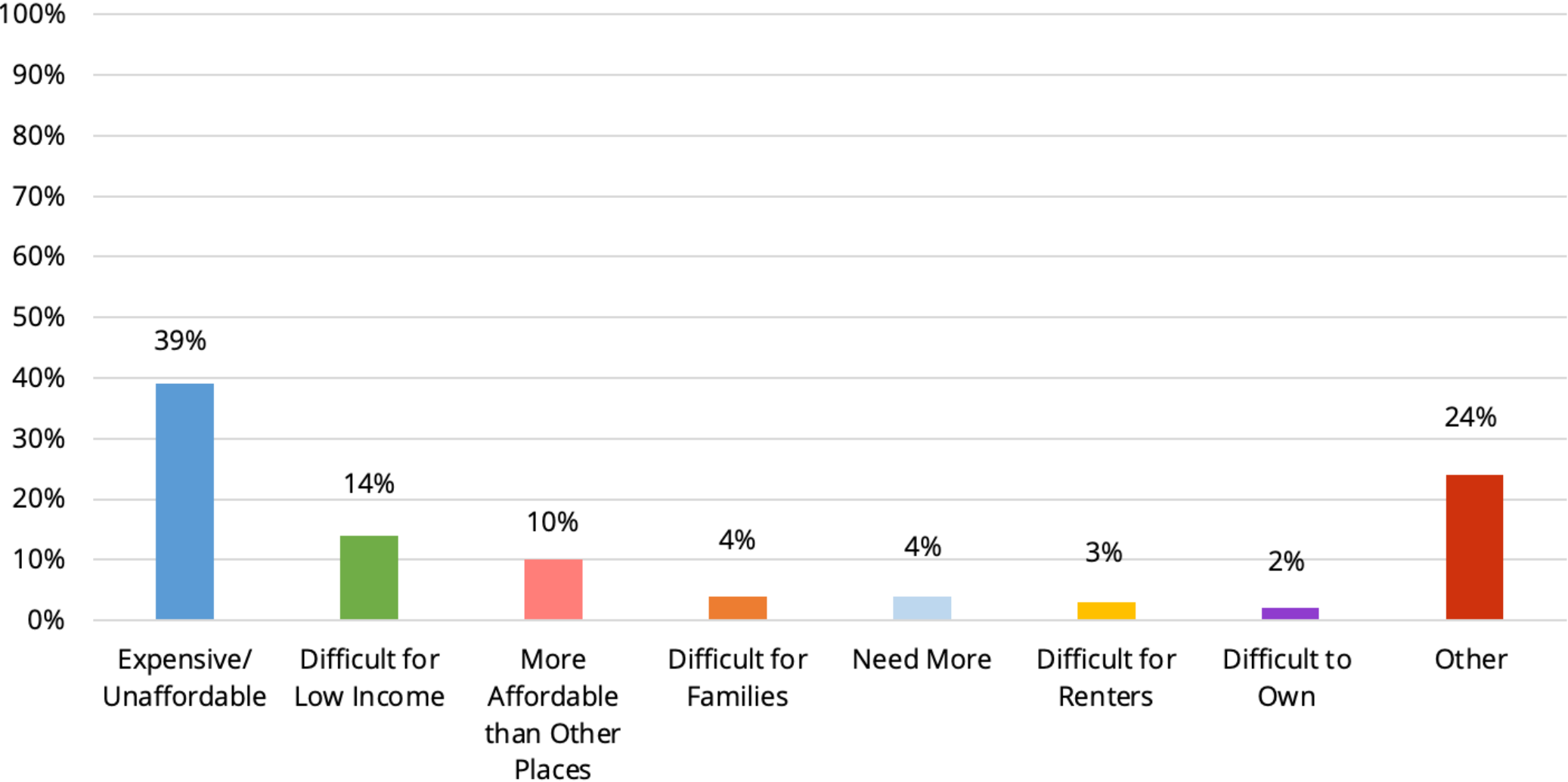
New Results



# Q11: Do you have additional comments or suggestions regarding the affordability of housing in Oceano?

New Results

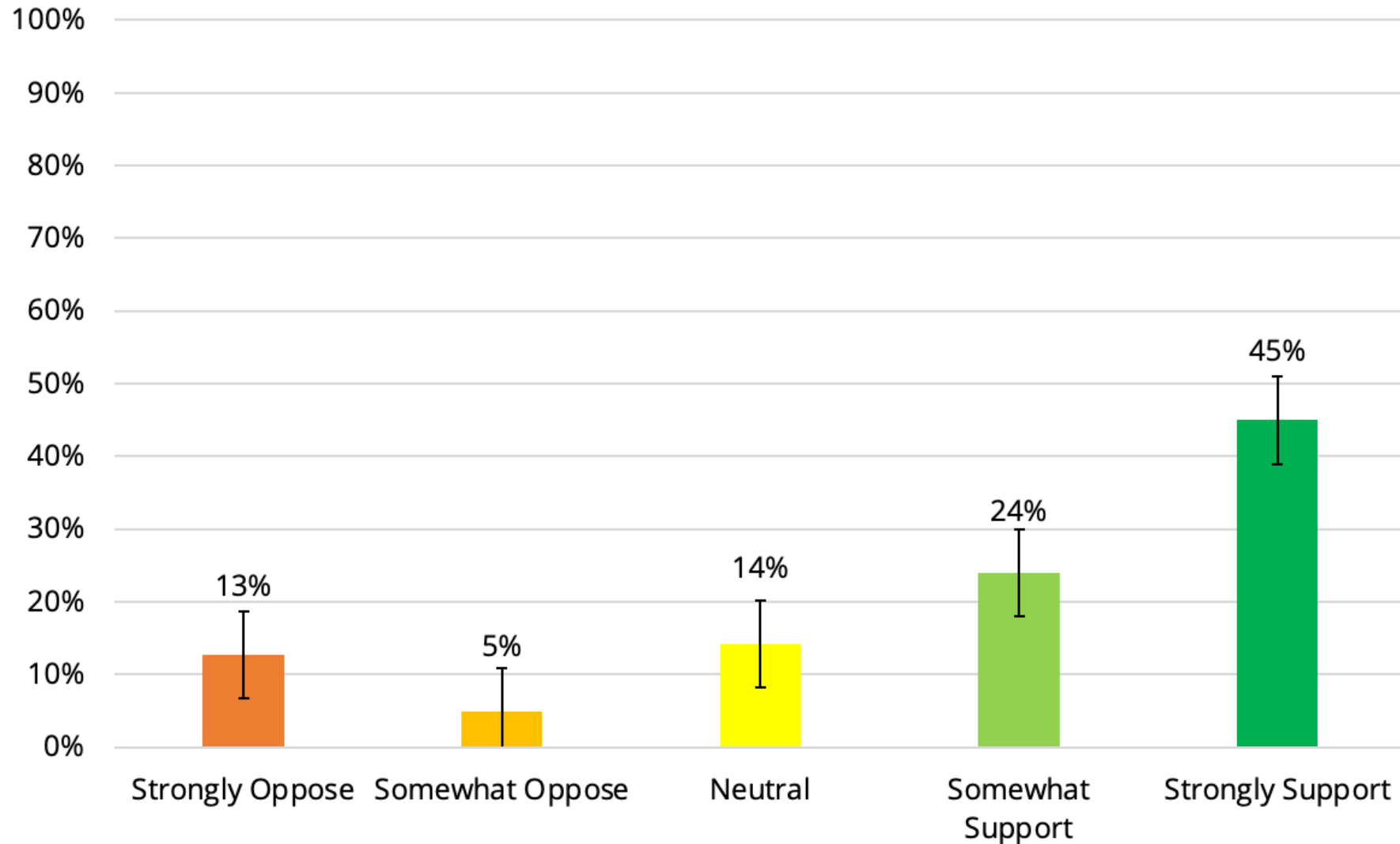
**Open Ended** - 133 Respondents & 166 Responses



# Q12: Please indicate which of the following answers best reflects your opinions about additional housing in Oceano

Unchanged

### 5-point Scale - 265 Respondents



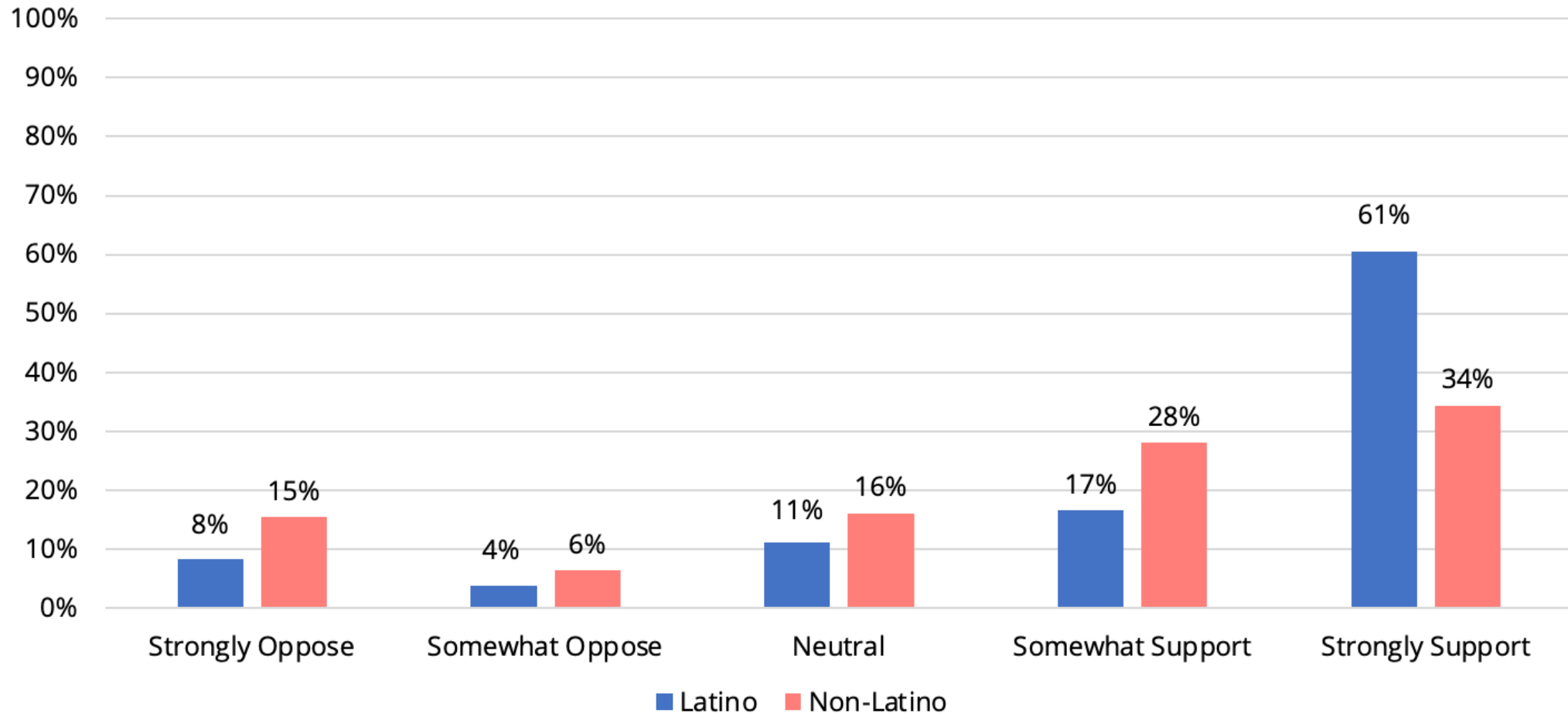
Q12: Please indicate which of the following answers best reflects your opinions about additional housing in Oceano

*Comparison of Responses between Latinos and Non-Latinos*

Unchanged

**5-point Scale**

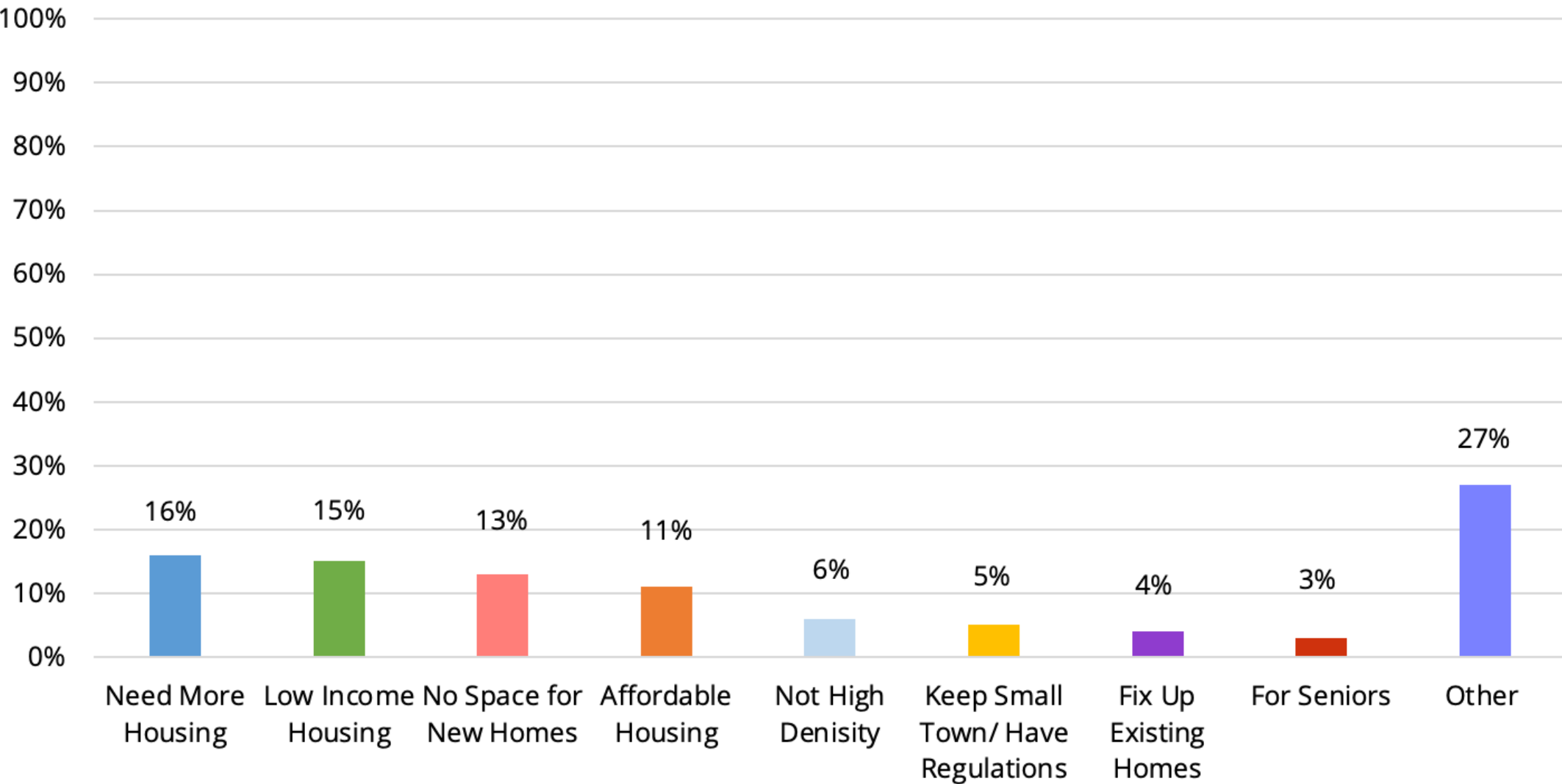
109 Latino Respondents & 143 Non-Latino Respondents



# Q13: Do you have additional comments or suggestions regarding additional housing in Oceano?

New Results

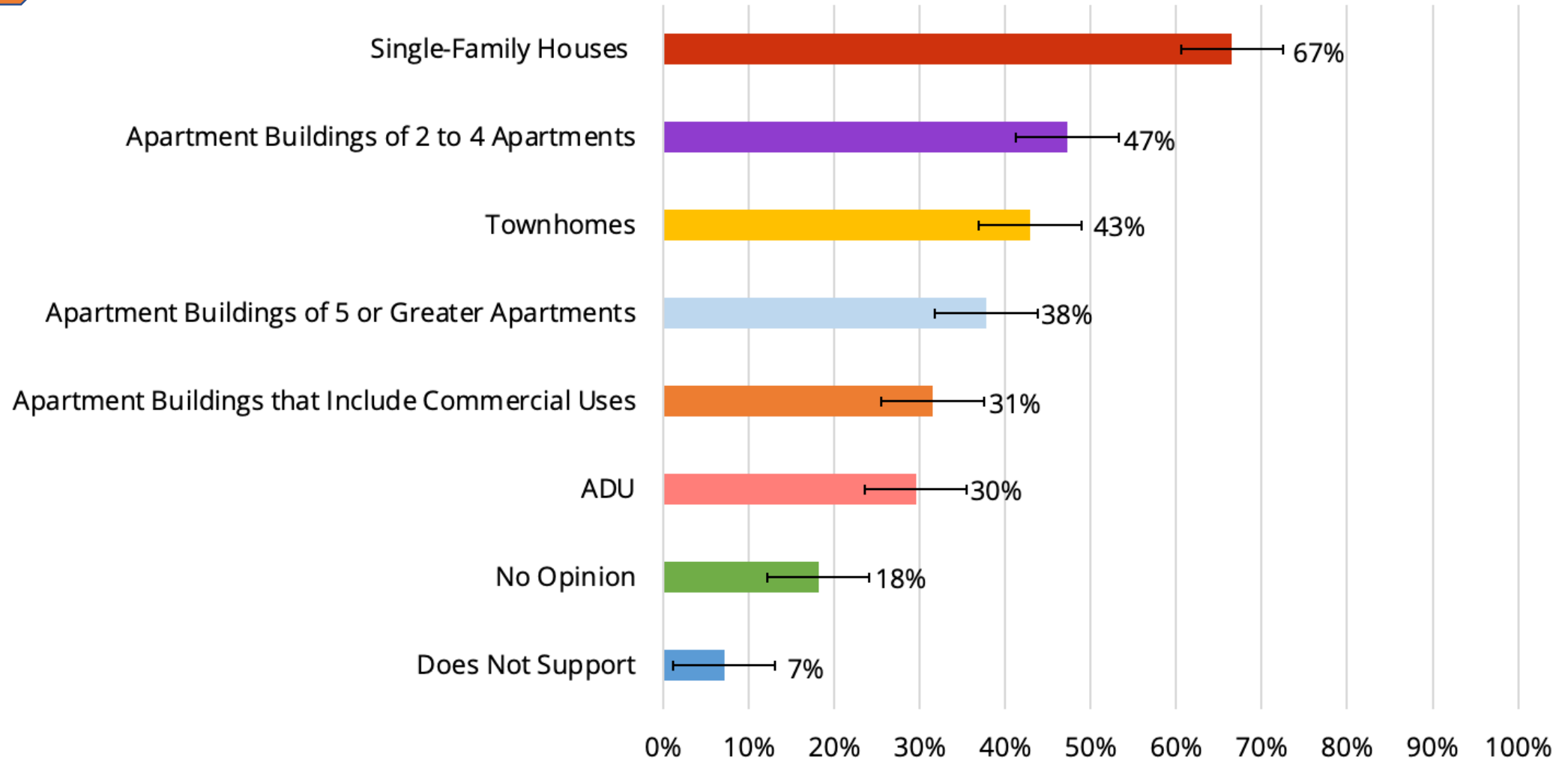
Open Ended - 151 Respondents & 199 Responses



# Q14: If new housing were to be built in Oceano, what types of housing would you support/want?

Refined

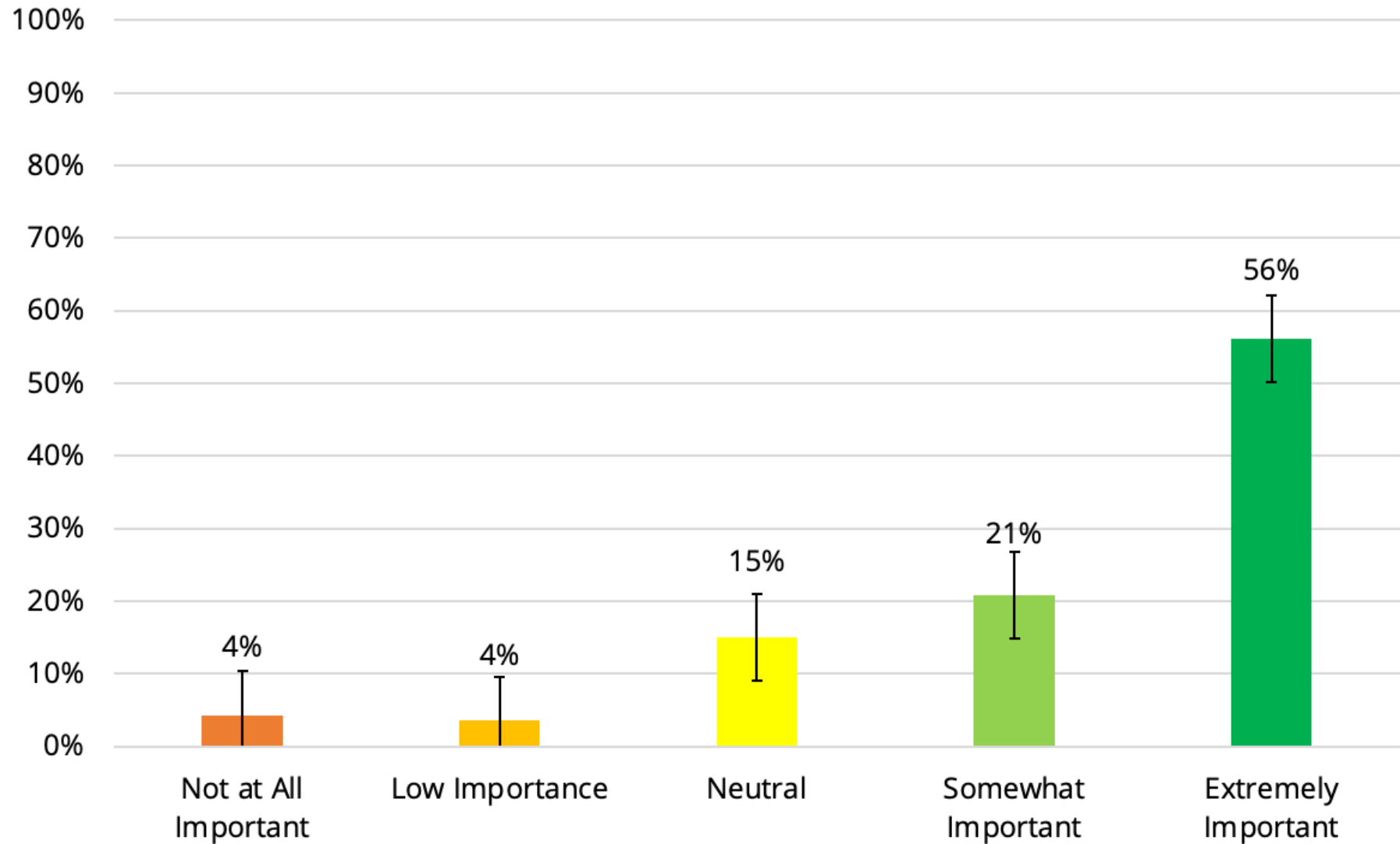
## Multiple Choice - 254 Respondents



# Q15: Please indicate which of the following answers best reflects your opinions about additional/new job opportunities in Oceano

Unchanged

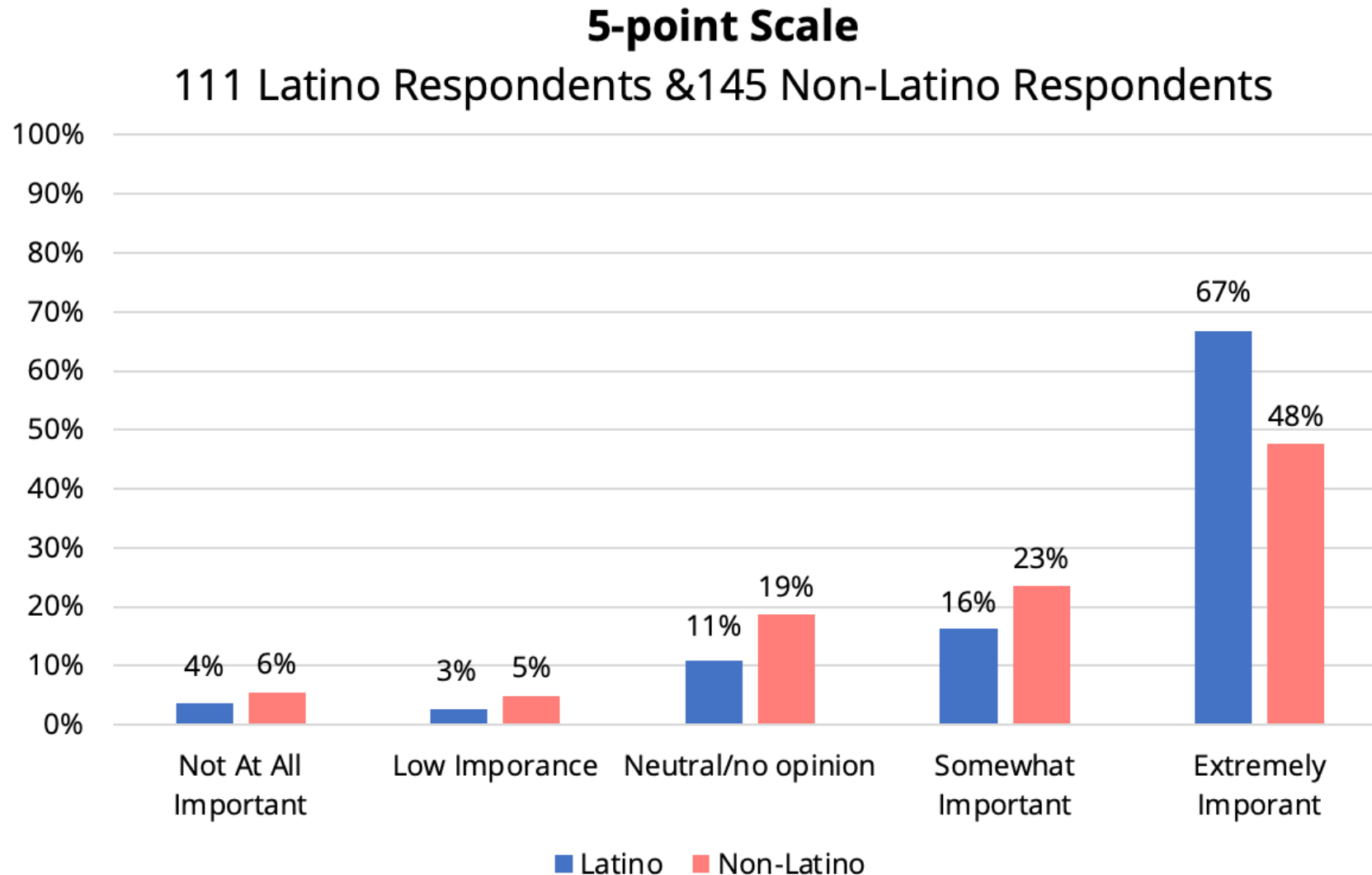
5-point Scale - 269 Respondents





Q15: Please indicate which of the following answers best reflects your opinions about additional/new job opportunities in Oceano  
*Comparison of Responses between Latinos and Non-Latinos*

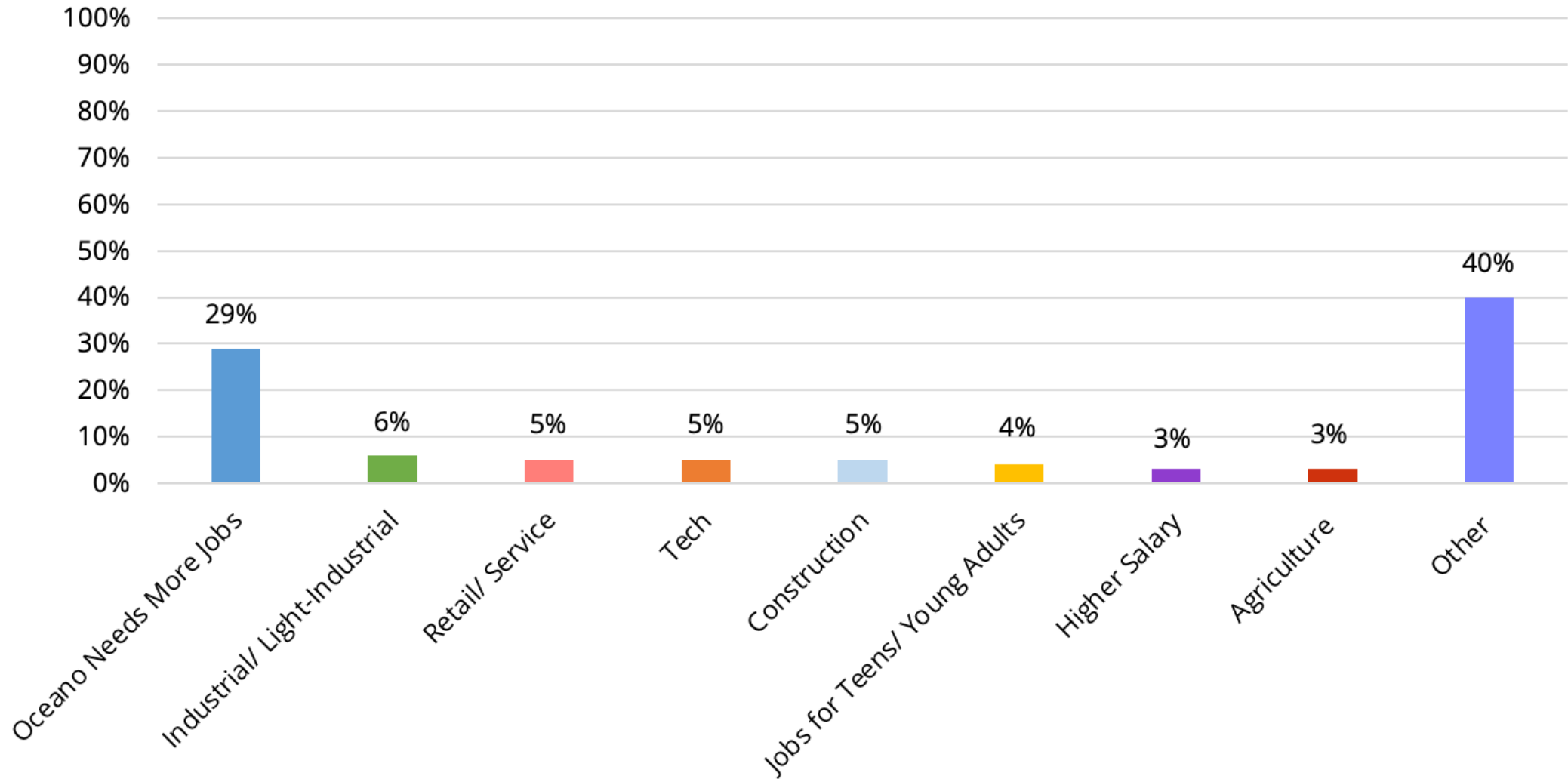
Unchanged



# Q16: If additional/new jobs are important to you, what additional/new job opportunities would you like in Oceano?

New Results

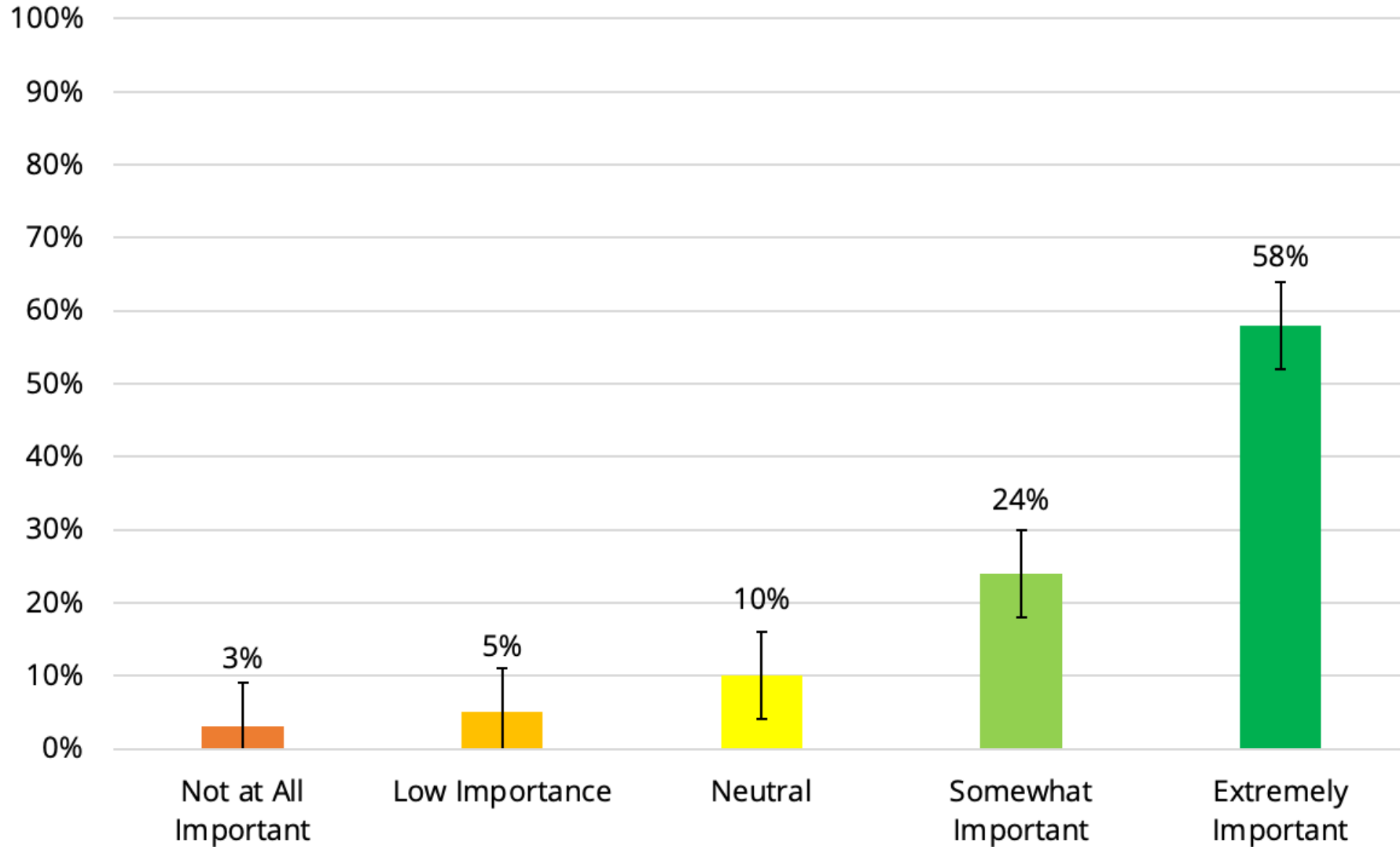
Open Ended - 139 Respondents & 197 Responses



# Q17: Please indicate which of the following answers best reflects your opinions about additional/new businesses in Oceano

Unchanged

## 5-point Scale - 269 Respondents



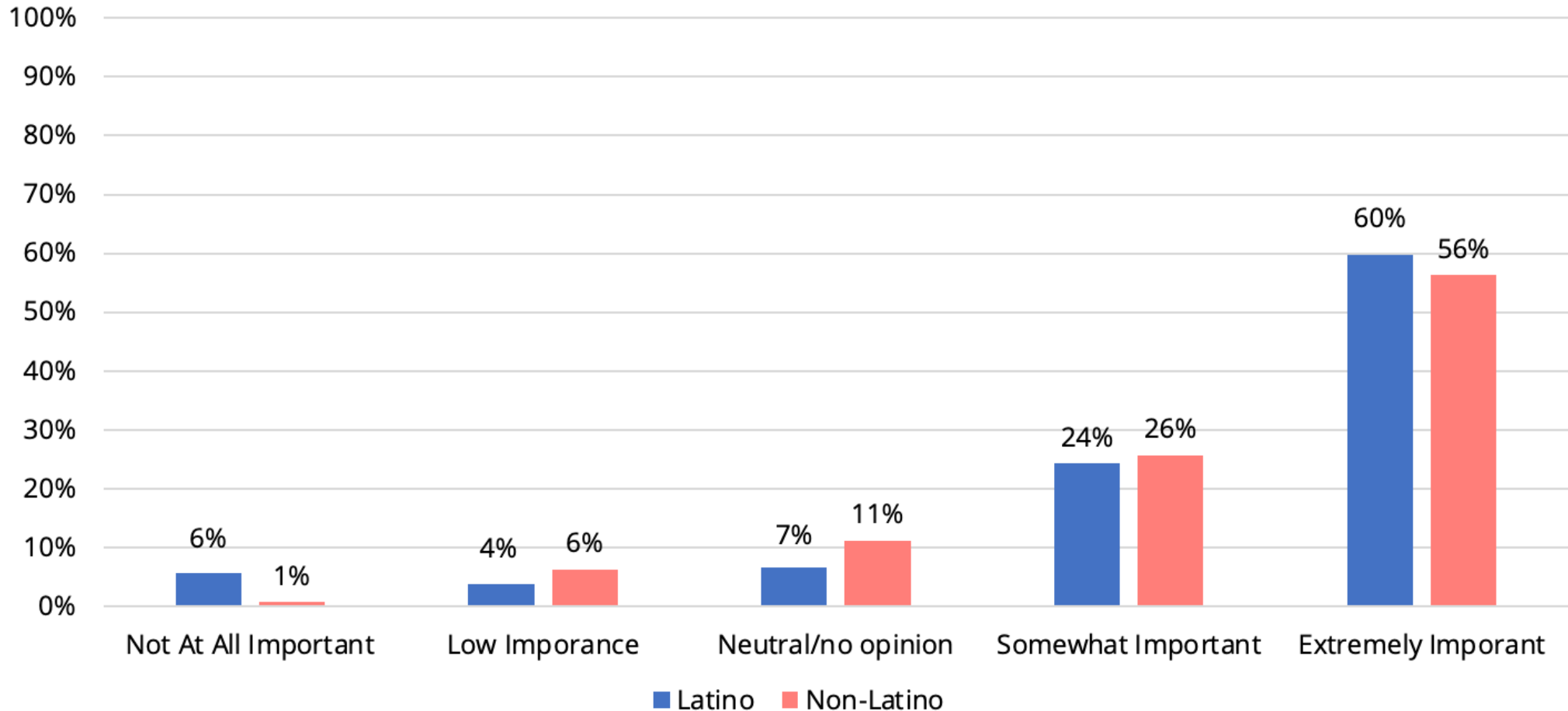
Q17: Please indicate which of the following answers best reflects your opinions about additional/new businesses in Oceano

*Comparison of Responses between Latinos and Non-Latinos*

Unchanged

**5-point Scale**

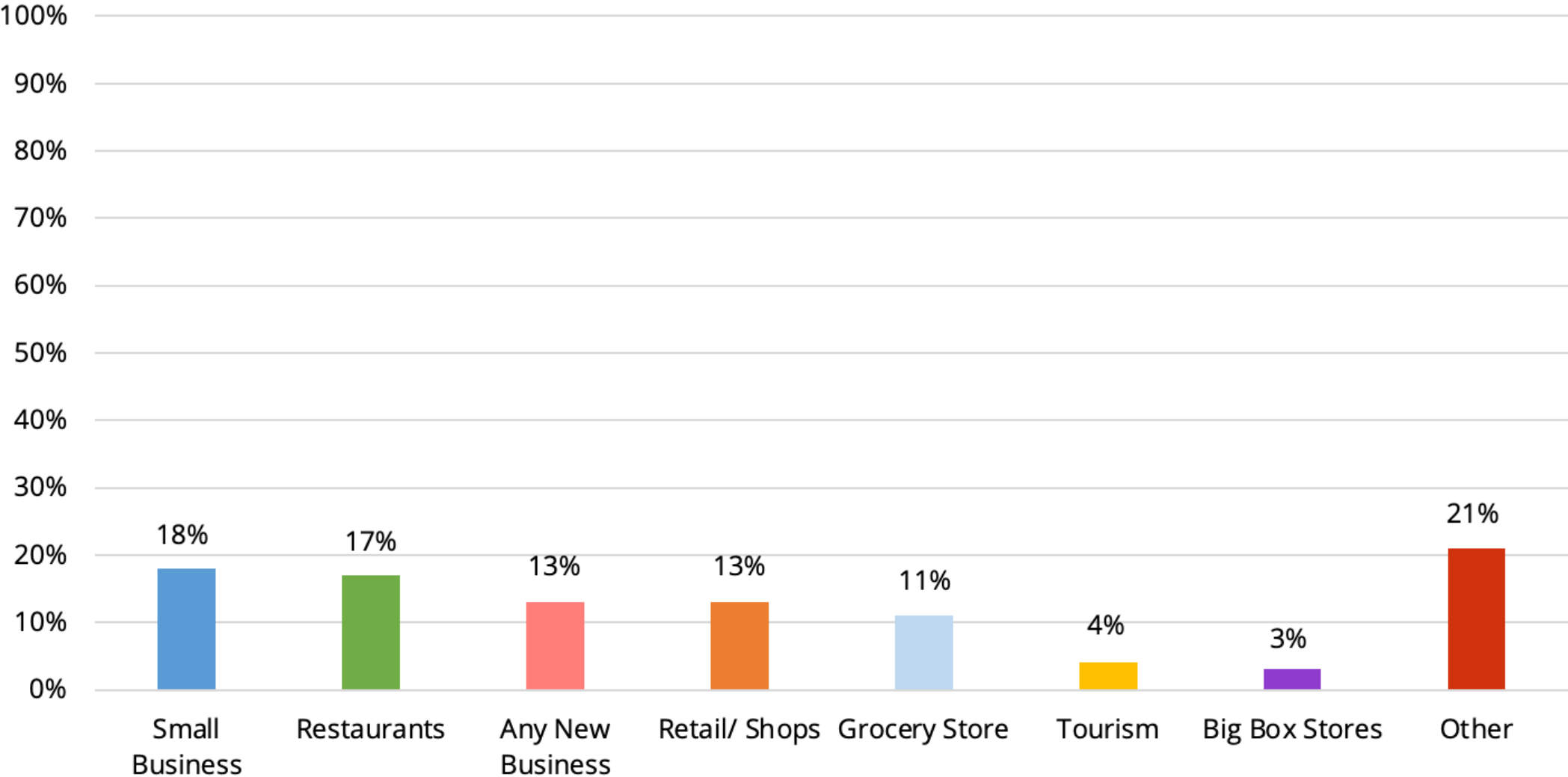
107 Latino Respondents & 144 Non-Latino Respondents



# Q18: If additional/new businesses are important to you, what additional/new businesses would you like in Oceano?

New Results

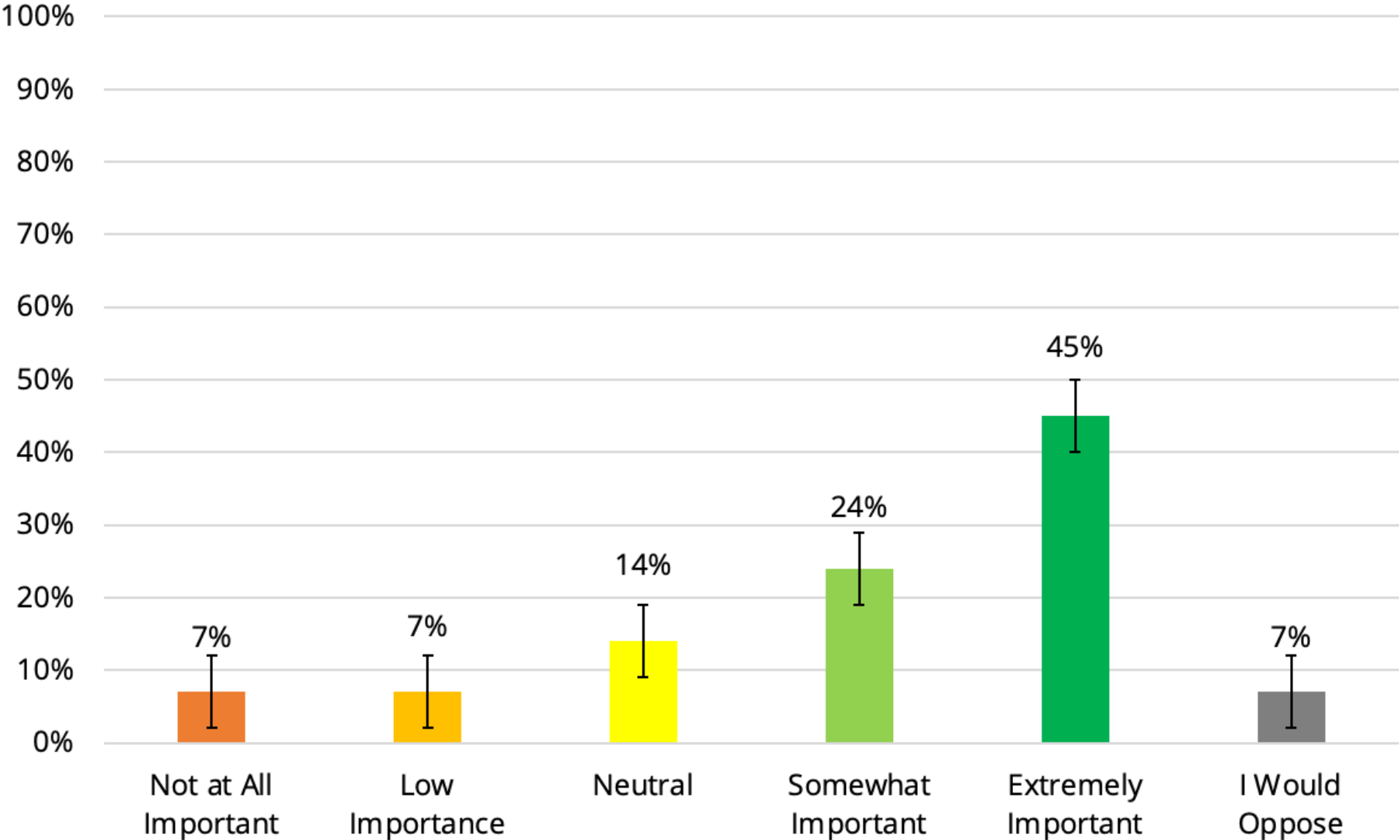
Open Ended - 163 Respondents & 269 Responses



# Q19: Please indicate which of the following answers best reflects your opinions about an expanded/ new "town center" in Oceano?

Refined

**Multiple Choice- 272 Respondents**



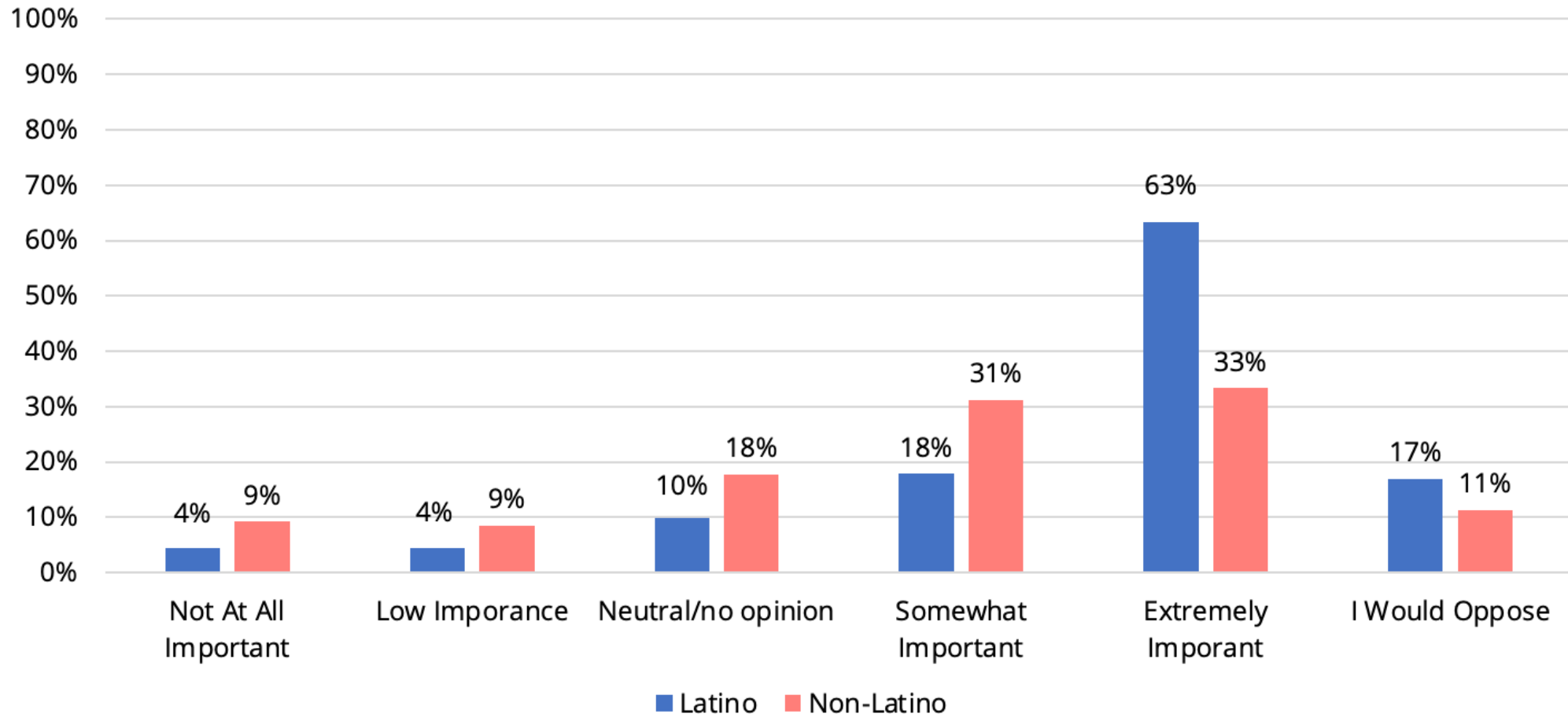
Q19: Please indicate which of the following answers best reflects your opinions about an expanded/ new "town center" in Oceano?

*Comparison of Responses between Latinos and Non-Latinos*

Refined

**5-point Scale**

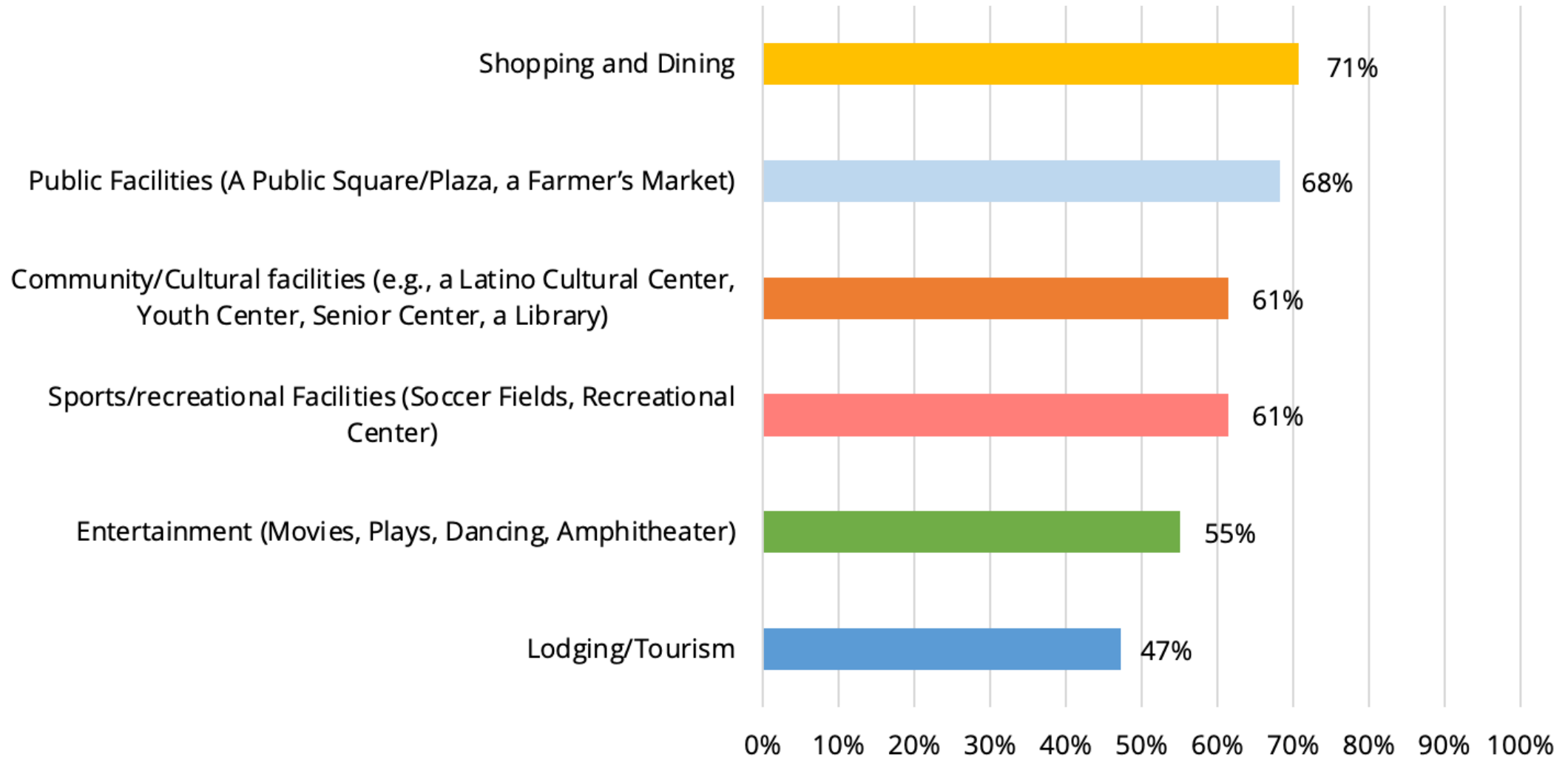
112 Latino Respondents & 141 Non-Latino Respondents



# Q20: If an expanded/new town center is important to you, what new/additional amenities would you like?

Unchanged

## Multiple Choice - 202 Respondents







What is Your Opinion Regarding Changing the Current Use of these Properties?

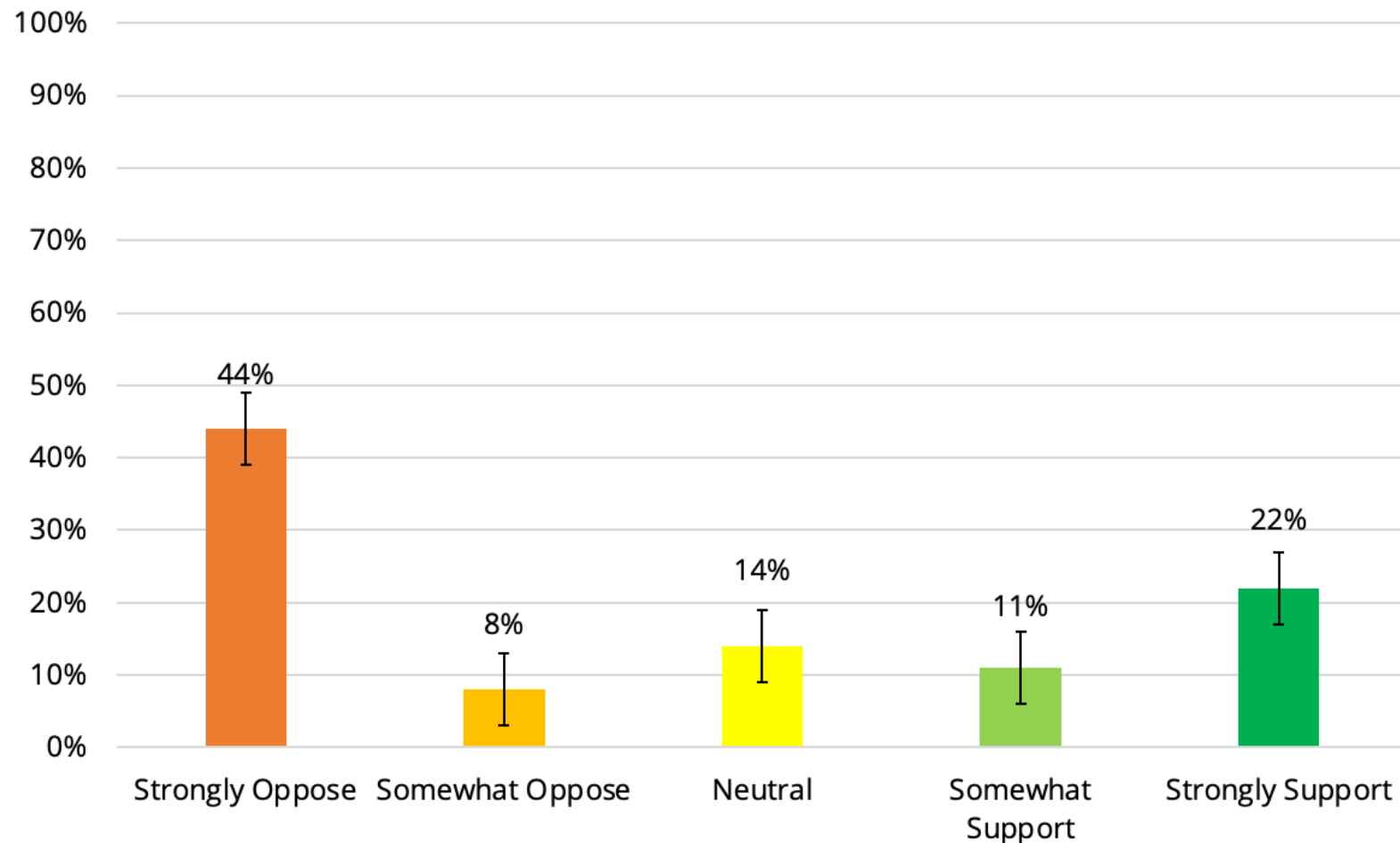
# Q21: What is Your Opinion Regarding Changing the Current Use of these Properties?

## Land Use Area #1 - Oceano Beachfront

Current Use – Mixed Vehicular and Pedestrian Recreation

Unchanged

5-point Scale - 272 Respondents



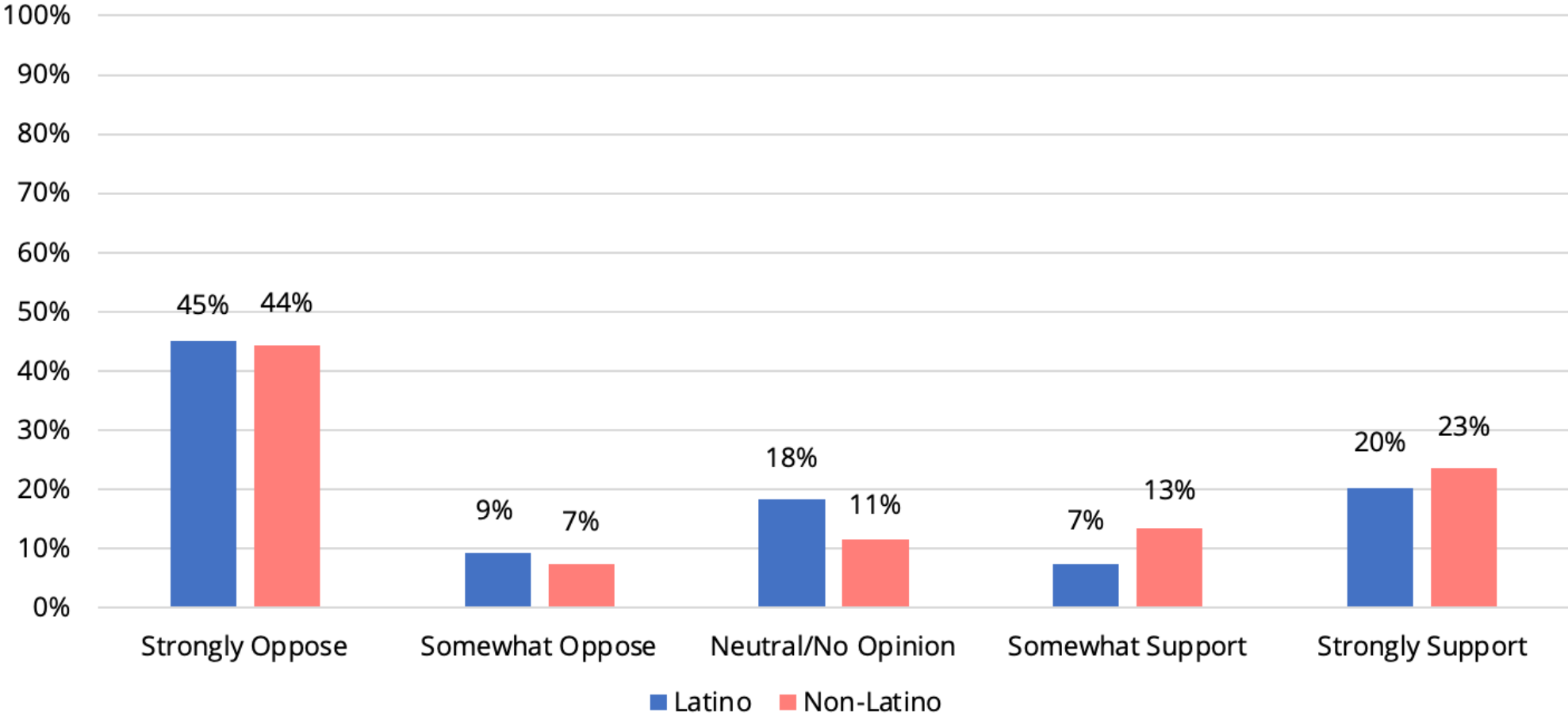
# Q21: What is your opinion regarding changing the current use of Oceano Beachfront?

## *Comparison of Responses between Latinos and Non-Latinos*

Unchanged

### 5-point Scale

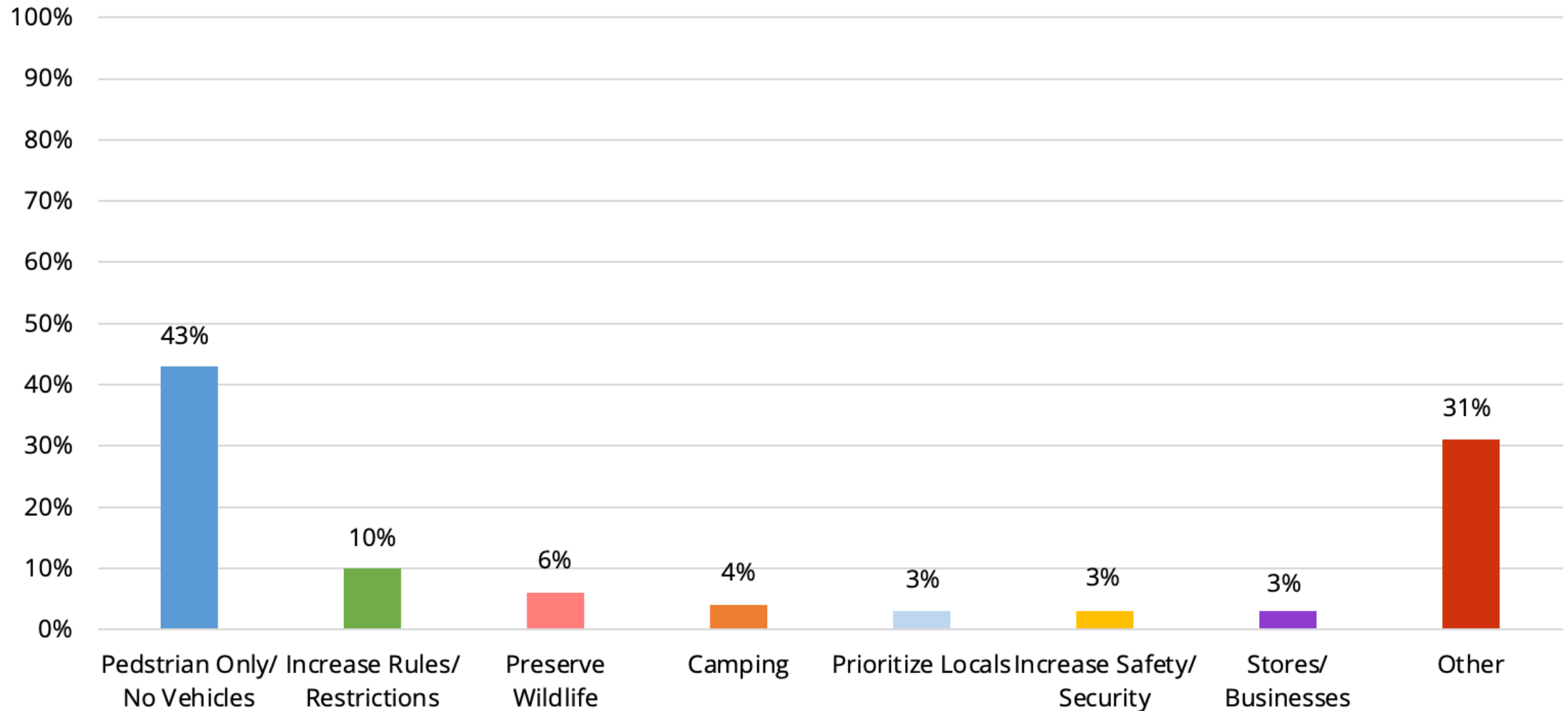
109 Latino Respondents & 149 Non-Latino Respondents



# Q22: If you support changing the current use of the Oceano Beach Front, what changes would you like to see on the beach?

New Results

Open Ended - 103 Respondents & 144 Responses

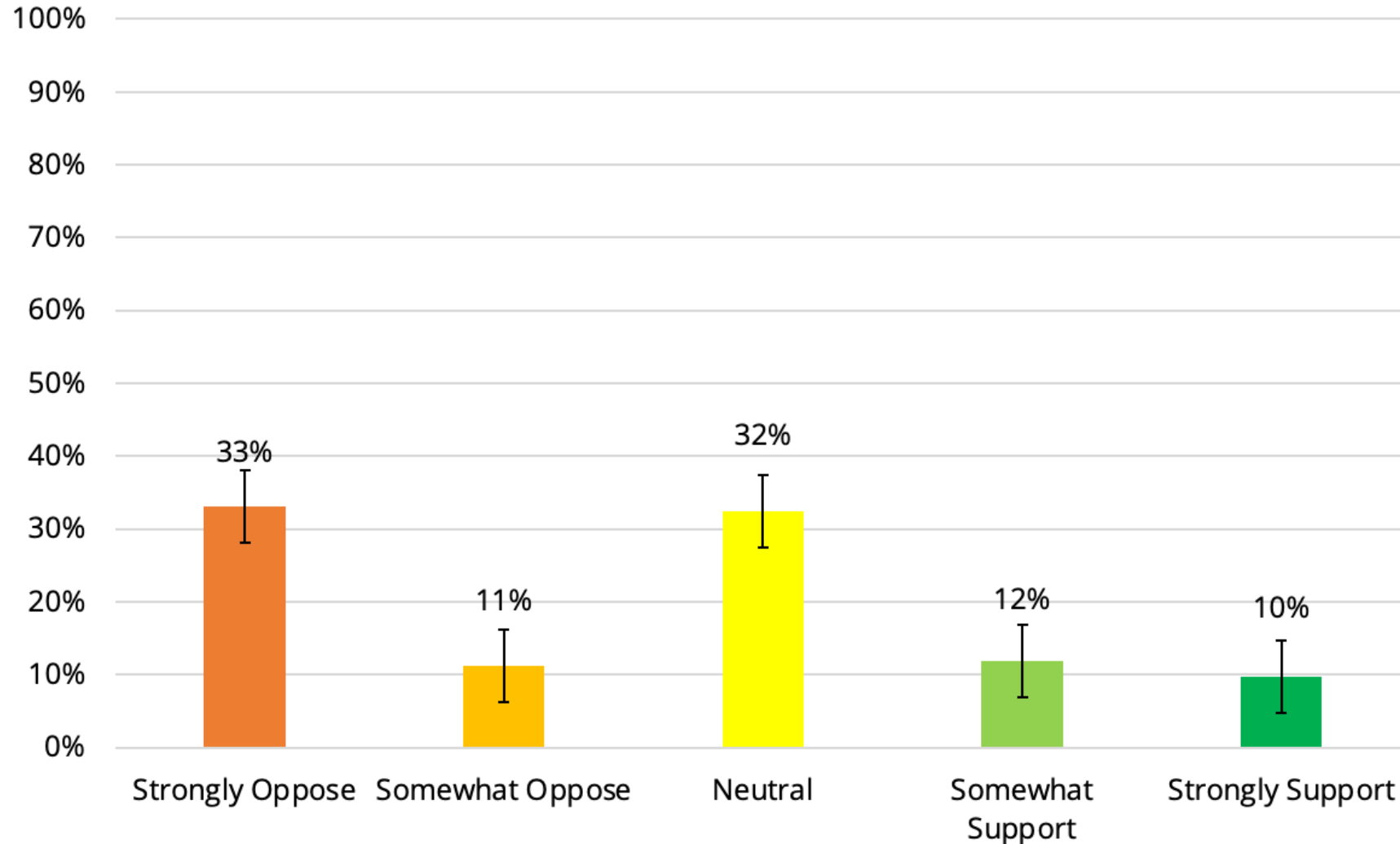


# Q23: What is Your Opinion Regarding Changing the Current Use of these Properties?

## Land Use Area #2 - Oceano Airport (60 acres)

**5-point Scale** - 270 Respondents

Unchanged



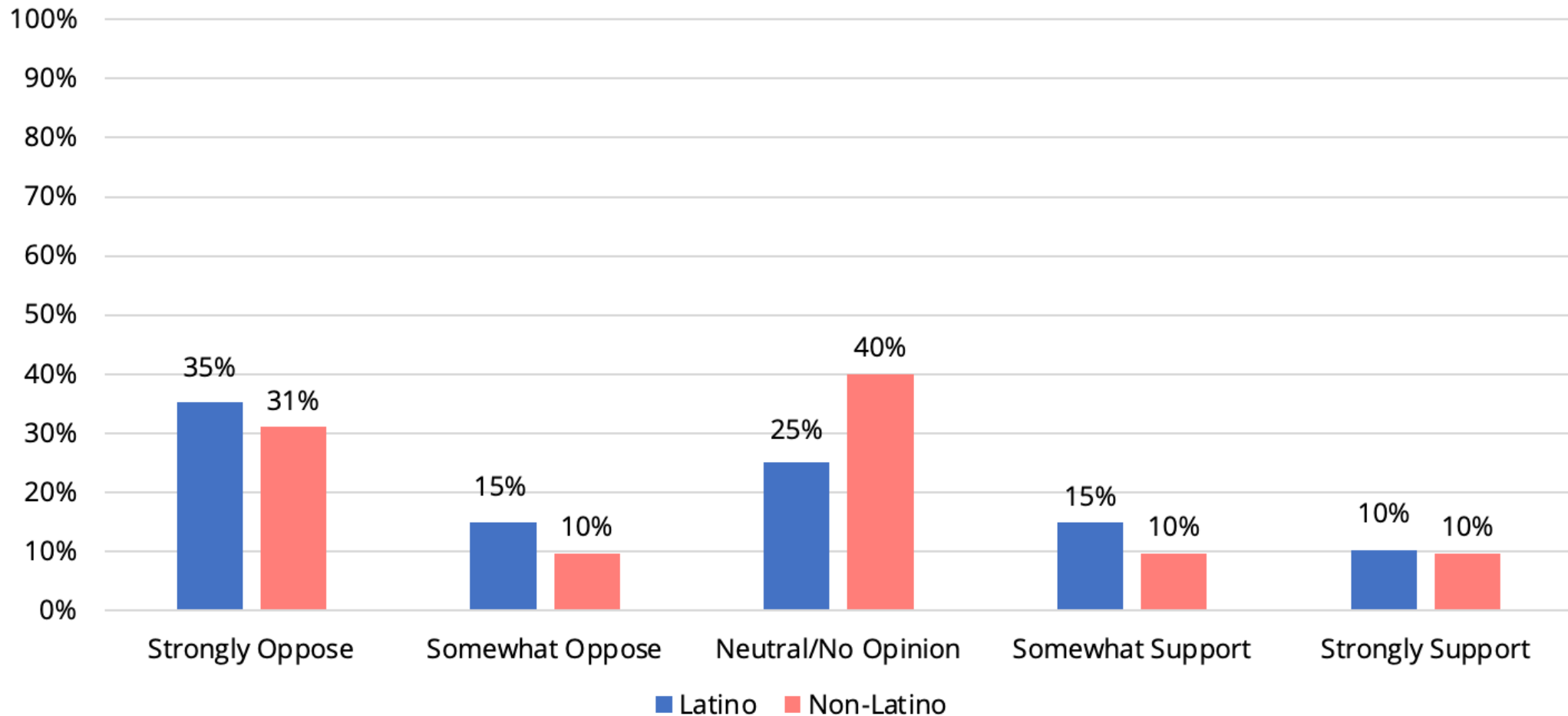
# Q23: What is your opinion regarding changing the current use of Oceano Airport?

## *Comparison of Responses between Latinos and Non-Latinos*

Refined

### 5-point Scale

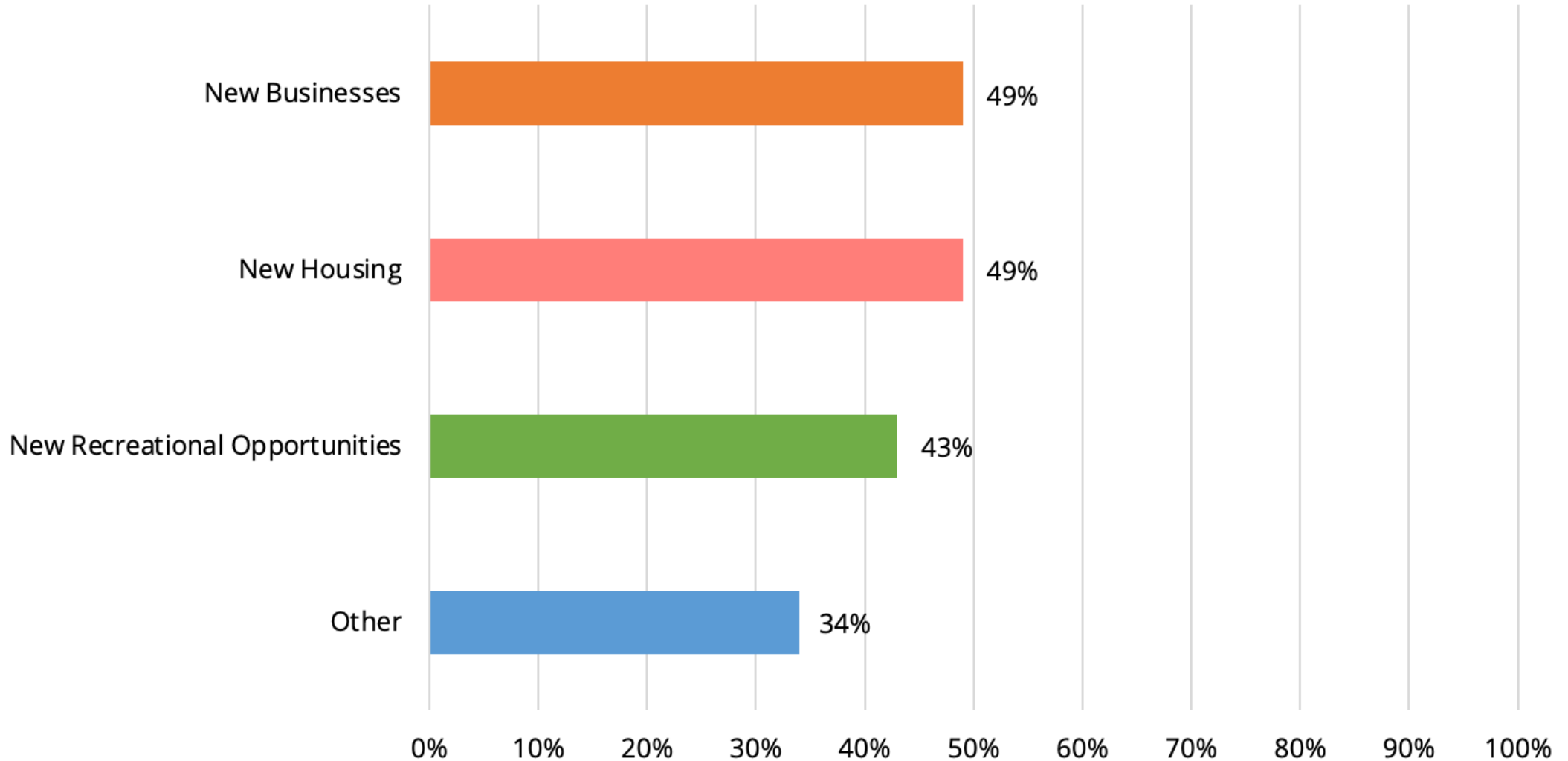
108 Latino Respondents & 145 Non-Latino Respondents



# Q24: If you support changing the current use of Oceano Airport, for what purpose?

Refined

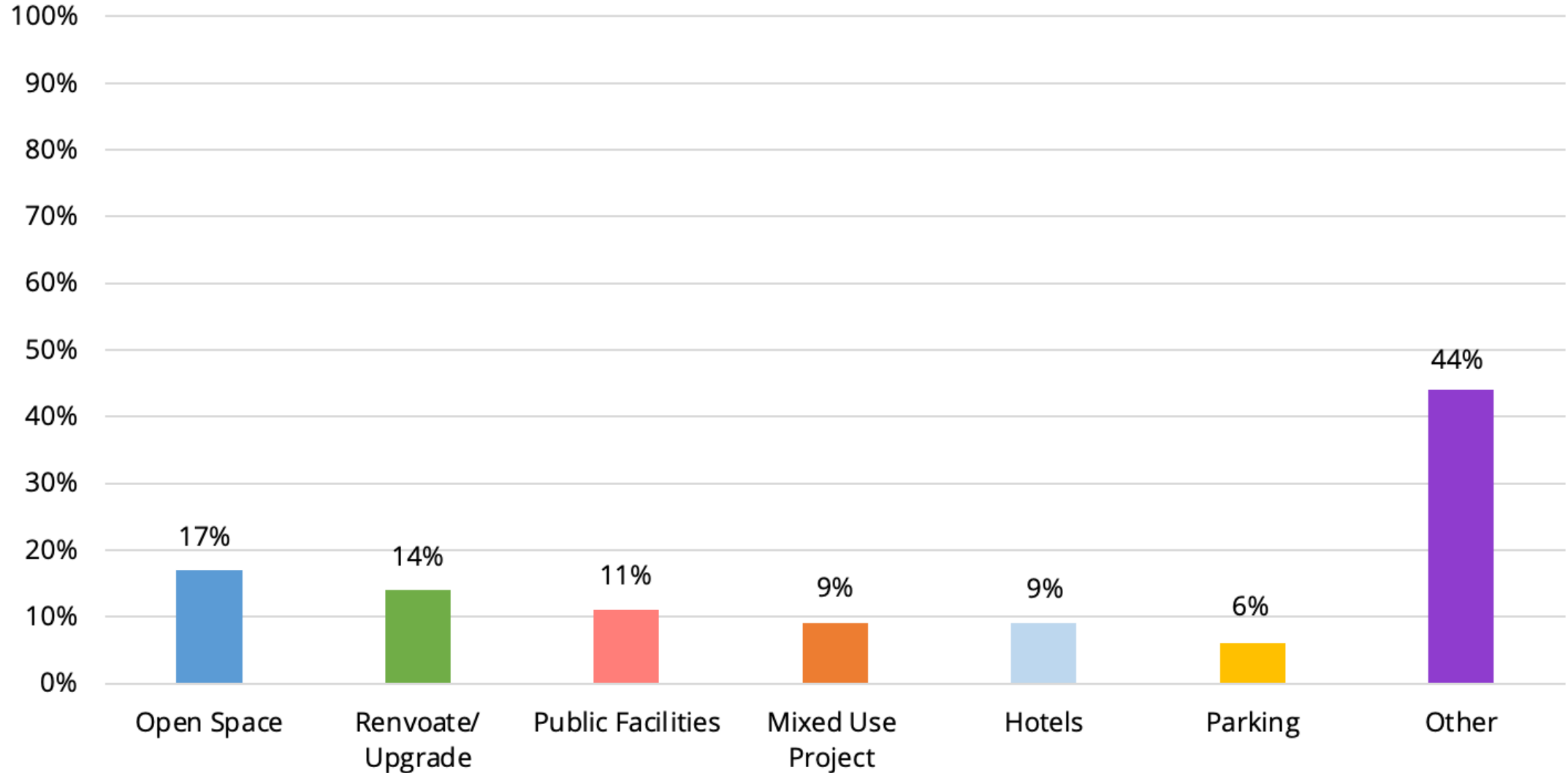
**Multiple Choice** - 63 Respondents



# Q25: [In addition to the choices given in Q24] please tell us about other uses.

New Results

**Open Ended** - 30 Respondents & 35 Responses



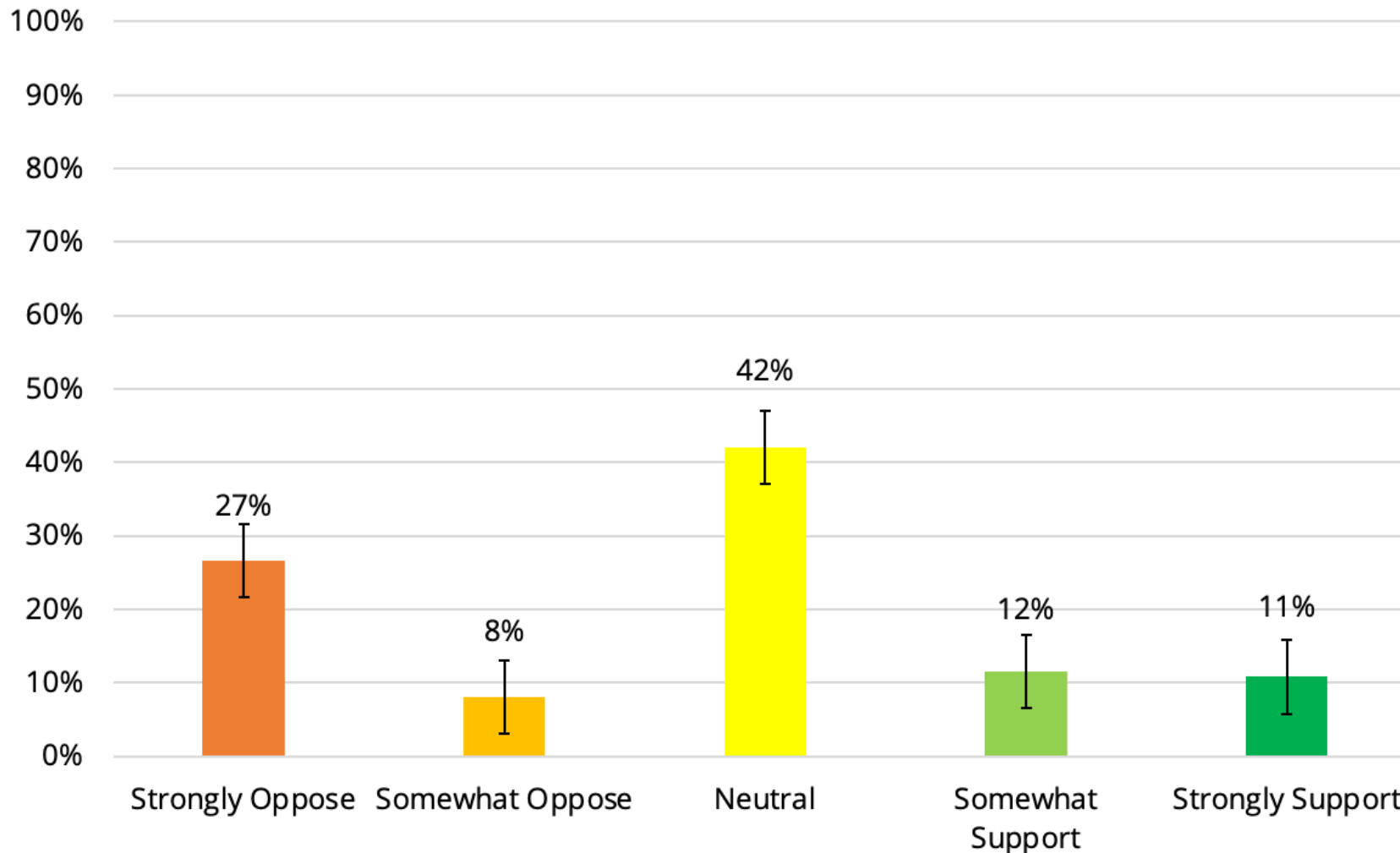


# Q26: What is Your Opinion Regarding Changing the Current Use of these Properties?

## Land Use Area #3 – RV Storage (5 acres)

5-point Scale - 267 Respondents

Unchanged



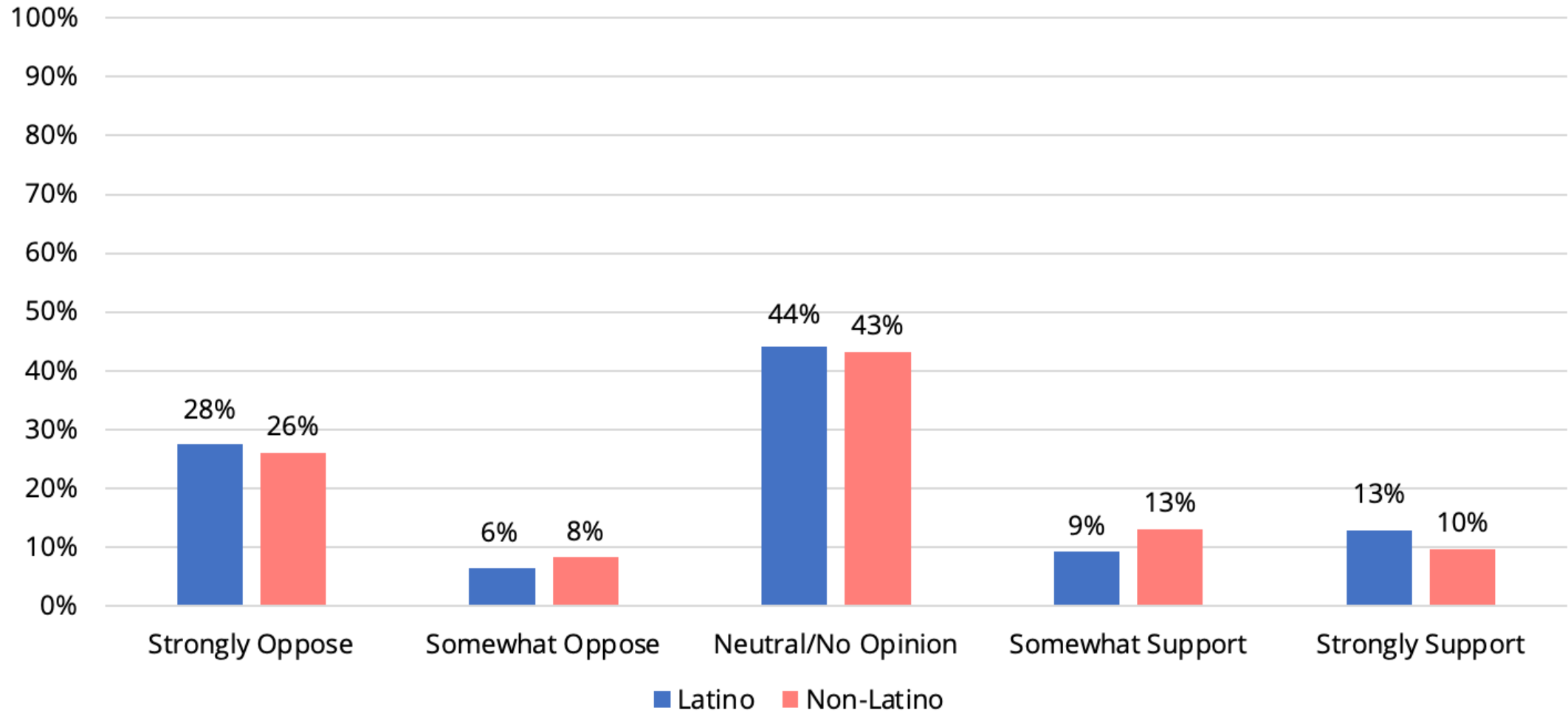
# Q26: What is your opinion regarding changing the current use of the RV storage?

## *Comparison of Responses between Latinos and Non-Latinos*

Unchanged

### 5-point Scale

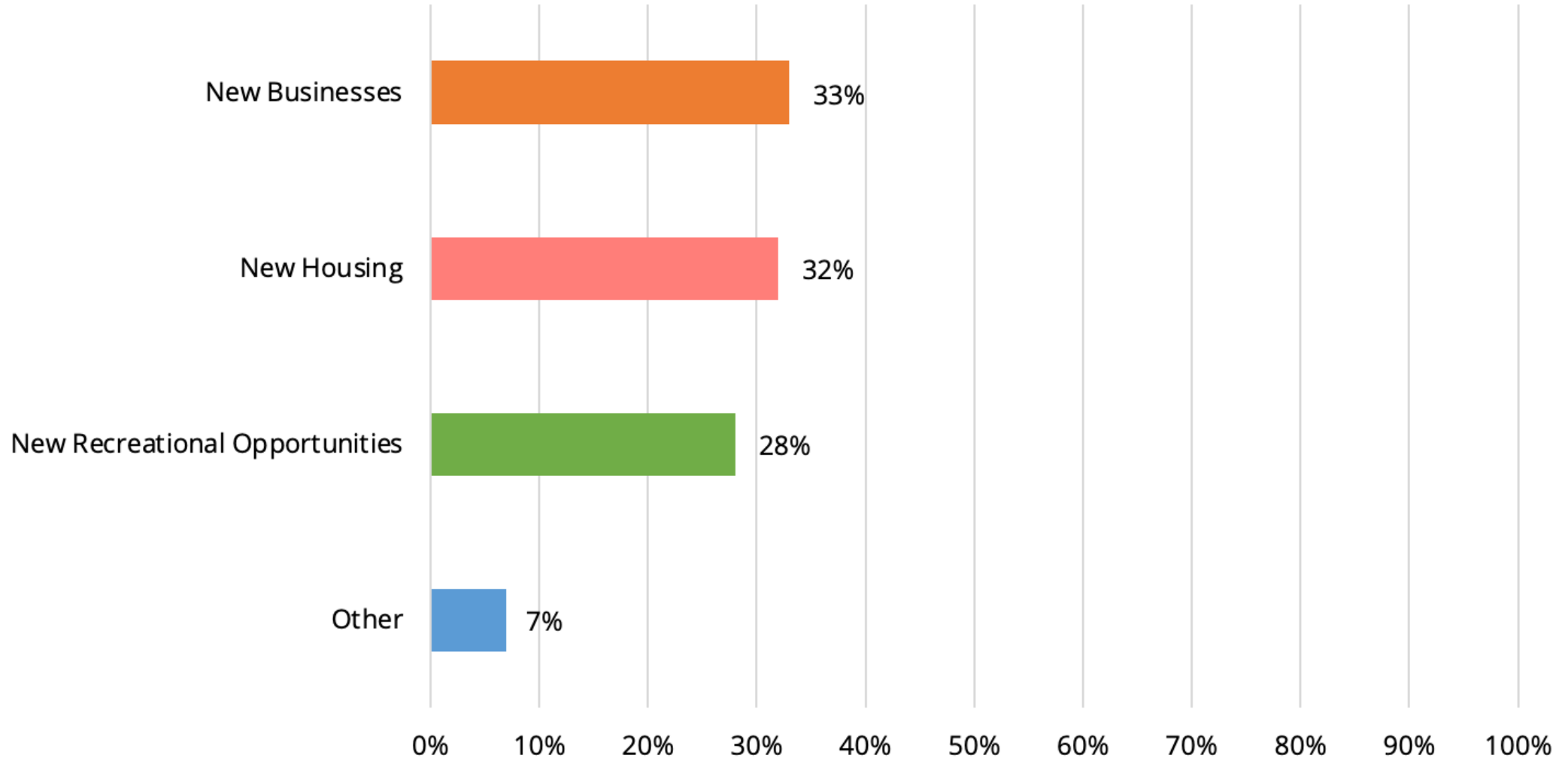
109 Latino Respondents & 146 Non-Latino Respondents



# Q27: If you support changing the current use of the RV Storage, for what purpose?

Unchanged

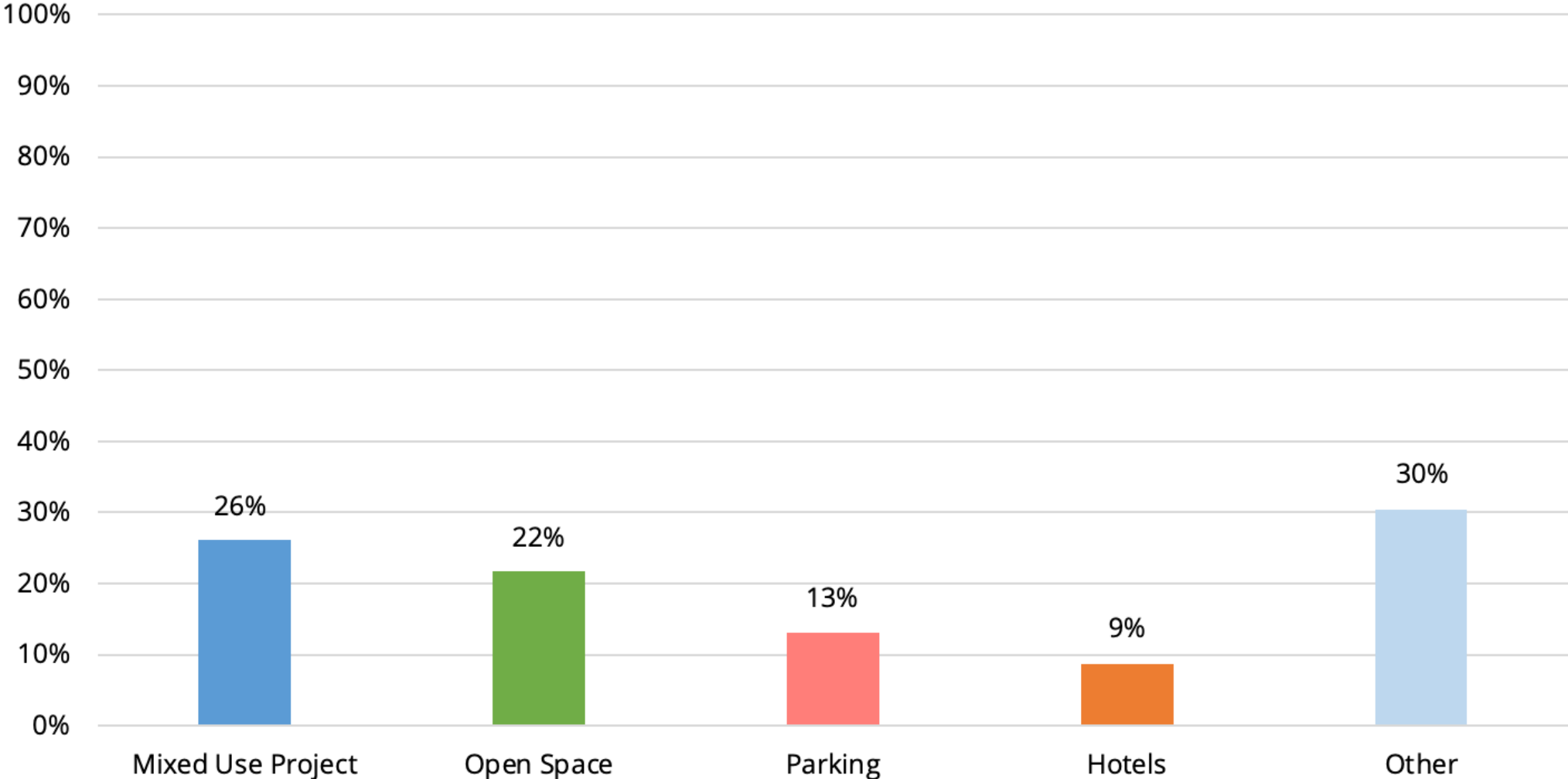
**Multiple Choice** - 64 Respondents



# Q28:[In addition to the choices given in Q27] please tell us about other uses

New Results

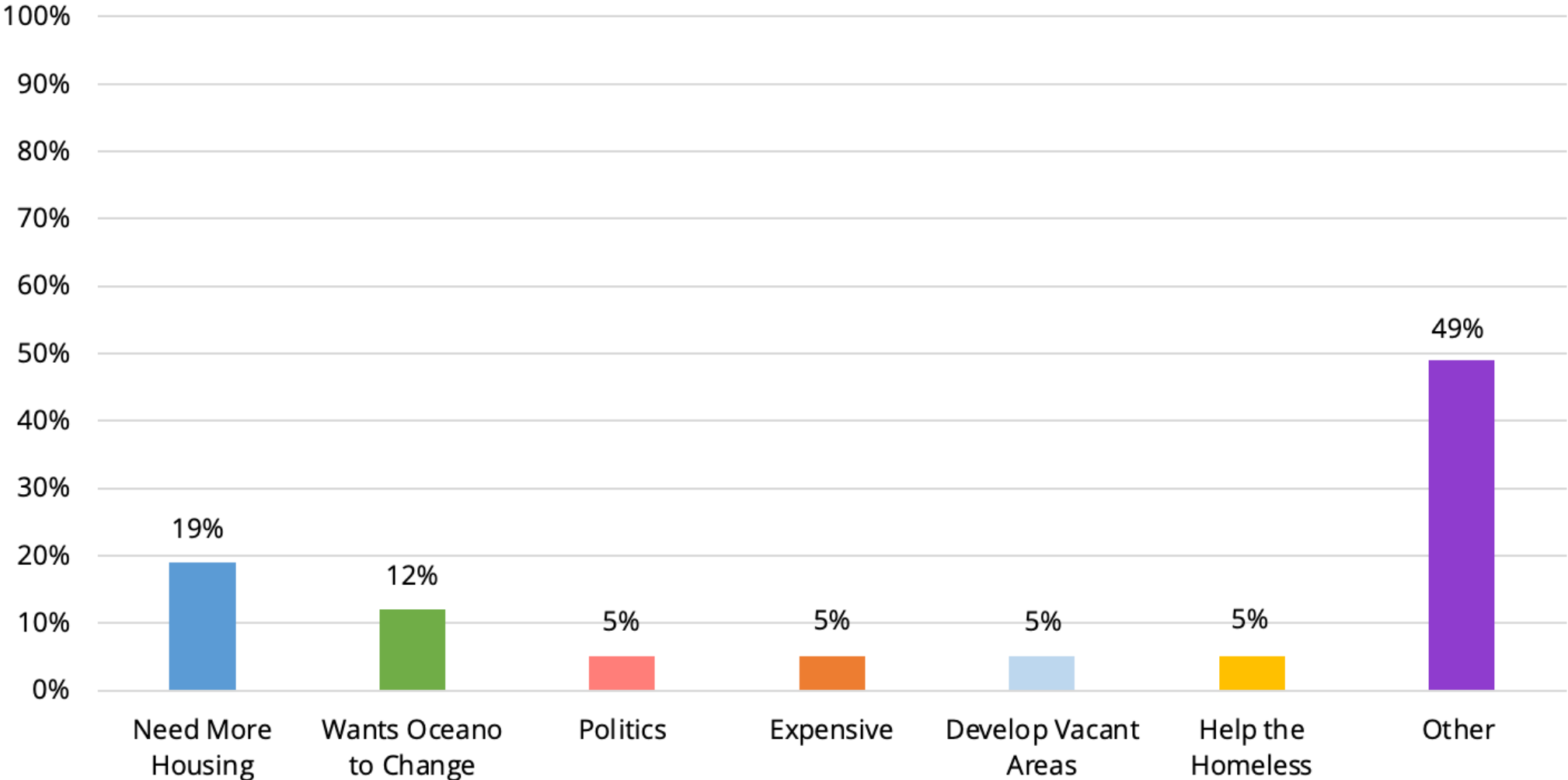
**Open Ended** - 19 Respondents & 23 Responses



# Q29: Are there any additional comments you would like to make regarding Oceano/the questions of this survey?

New Results

Open Ended - 40 Respondents & 42 Responses





Shape Oceano's  
Future

Formar el Futuro  
de  
Oceano

**Thank You:**

**Class of 2021-2022  
Oceano Action Plan  
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Alison Maccarley  
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