

Scientific vs Open Participation analysis

Of the responses between the Scientific survey and Open Participation survey for San Marcos, 32 items received ratings much higher in the scientific than the open, 52 items were considered higher, 15 items received higher scores in the open, and 10 were rated much higher in the open. 71 items were rated within 5% between the two surveys. Of the 25 items that were rated higher in the open participation survey, only 5 were within the facets of livability.

Governance and mobility tended to receive higher ratings from the sampled households, with 12 and 10 items scoring higher. Treating residents with respect and informing residents about issues facing the community were the two highest disparities between the two surveys, with ratings from the sampled households being more positive by at least 17%. No items under governance received statistically significant higher ratings in the open participation survey. For mobility, bus and transit services received the highest disparity, scoring roughly 31% higher in the scientific survey. Traffic signal timing received the second largest disparity, scoring about 12% higher in the scientific survey.

Community design was the next facet with 9 items receiving ratings higher than 5% in the scientific survey. Preservation of the historical or cultural character of the community received positive ratings roughly 16% higher in the scientific survey. The other 8 items were rated between 5-10% higher in the scientific survey than the open participation.

Safety and economy both had 8 items rated 5% or higher in the scientific survey. Crime prevention was the highest disparity, 20%, with fire prevention and education the second highest at 15%. For the safety services, both Fire and Police services received higher ratings in the scientific survey of at least 7%. For economy, four of the 8 items received disparities of 10% or more, with the variety of business and service establishments receiving a 20% higher score in the scientific survey. Shopping and employment opportunities, and the overall quality of business and service establishments each received a higher rating of at least 11%.

In reviewing the demographics between the two surveys, The open participation survey saw a much larger group of younger participants, with 71% of respondents between the ages of 18-54, while just 45% of respondents were in that age group for the scientific survey. There were also a much higher disparity in the gender of respondents, with 72% of respondents for the open participation survey being women, while just 57% of the scientific survey respondents were women. All other demographics remained similar.

Given the resident climate of San Marcos, it would be difficult to predict the reasons behind the disparities in the two surveys. While it appears that both female and younger residents view the facets of livability in San Marcos differently, we cannot make a definitive statement that the results of the open participation survey are representative of the total population of San Marcos.