# General Questions:

* How are you today?
* Tell me about yourself.
  + Who are you?
  + What do you do?
  + What is your story?
* Do you explore San Francisco often? Where do you go and what do you do?
  + What information do you like to know before exploring new places?
* Think of a close friend or family member that doesn’t live in San Francisco. If that person was considering moving to San Francisco, what would you say to them? Why?
* Describe what it means to have a sense of community to you.
* On a scale of 0 - 10 (0 = very unimportant and 10 = very important), how important is it to you to have a sense of community in the community you live in?
* Do you feel a sense of community currently? Why or why not?
* Describe what it means to be involved in a community to you.
* Describe the communities you’re involved in.
* On a scale of 0 - 10 (0 = very unimportant and 10 = very important), how important is it for you to be involved in the community you live in?
* Do you find it difficult to find your community? Why or why not? What works for you?
* What does your ideal community look like?
* Describe the last time when you felt strong sense of community that makes you happy
* Are you familiar with Nextdoor or other community-building apps?
  + What is your overall experience with them? Is it positive, negative, or in-between? Why?
  + What do they do and why do you use them?
  + What do you like or dislike about these apps?
  + How often do you use this app?
* If we were to build a new community-building tool for San Francisco, what suggestions do you have for us?
* Would you be available sometime in the near future to look at a prototype of what we’re building?

# SF Resident-Specific Questions:

* How long have you been living in San Francisco?
* Why are you living in San Francisco?
  + What motivated you to move to San Francisco?
* Where do you live in San Francisco?
* Tell me how you found and decided on where to live in San Francisco.
  + What was your process?
  + What did you look for in a community to live in?
  + Why did you choose to live in the current area you live in?
  + Why didn’t you choose other areas?
* Describe your current living situation.
* On a scale of 0 - 10 (0= extremely unhappy and 10 = extremely happy), how happy are you with living in San Francisco?
* On a scale of 0 - 10 (0= extremely unhappy and 10 = extremely happy), how happy are you with where you live and your current living situation?
* Where do go often in San Francisco? Why?
* Where do you go the least often in San Francisco? Why?
* If you could change anything about San Francisco, what would you change?
* If you could change anything about living in San Francisco or where you live, what would you change?
* When and where do you feel the most comfortable in or connected to San Francisco?
* When and where do you feel the least comfortable in or connected to San Francisco?
* Tell me about a time when you were unsatisfied with any aspect of being in San Francisco and describe how you responded to or what you did about it.
  + If you were to go back in time, what would you have done?
  + Did you encounter any challenges when you responded to this specific issue?
  + What would’ve made your experience easier in responding to this issue?
* How involved are you in your community’s activities and how do you get involved?
  + If you don’t feel involved in your community, why do you think that is and do you wish you were more involved?
* Elaborate on how informed you feel regarding activity in San Francisco or your community.
  + If you feel well-informed, how do you stay informed?
  + If you don’t feel well-formed, why is that?
    - Do you wish you were more informed?
    - What would you like to be more informed about?
    - What would make staying informed easier?

# International College Student-Specific Questions:

* Do you ever think about moving back to your home country?
  + Do you plan on moving back and why?
* How does being a college student affect your community involvement?
* As a college student, what would be helpful or nice to know regarding San Francisco, your community, and the communities around you?

# SF Non-Resident-Specific Questions:

## Relocating to SF Questions:

* When moving to a new city, are there specific resources that you believe will make your time a lot easier?
* If you wanted to be part of the community when you move to SF, what are some things you would do?
* What cities or neighborhoods would you like to move to in SF? Why?
* What factors do you consider when moving to SF?
* What are the most influential resources you have when moving to SF?
* What is the benefit of the resource that you use?
* What is lacking in your current method?
* On a scale of 0 - 10 (0= extremely unhappy and 10 = extremely happy), how happy are you with living outside San Francisco? How do you believe that will change?
* What spots in your community right now do you enjoy? Are they transferable to the bay area, such as parks or beaches?
* What makes you choose a place to live versus another place to live? What are some of your priorities?
* What’s the reason for relocation?
* What are the priorities you have when it comes to relocating? (price, neighborhood, space, etc)
* Do you research the area before you move? Why, why not? How do you research?

## Traveling to SF Questions:

* How do you feel when you travel to San Francisco?
* What areas in San Francisco that you like to travel to?
* Are there areas in San Francisco where you feel that it is not safe to travel there?
* Are there times in San Francisco when you feel that it is not safe to travel there?
* Who do you go to San Francisco with and how do you feel when you go with these types of people?

# Real Estate Investor-Specific Questions:

* What factors do you consider when evaluating a potential real estate investment location?
* What are your thoughts on investing in SF
* Are you using the same tools are you currently using to measure safety/gather information in SF
* How do you assess the risk level when investing in (location)?
  + What kind of research do you conduct before investing in (location)?
  + How do you approach investing in areas that are undergoing significant development or gentrification?
  + How do you stay up-to-date with changes to (location) that may affect your investment?
    - What kind of due diligence do you conduct to determine the police presence in (location)?
  + What role do schools, transportation, and shopping centers play in your investment decisions and how do you evaluate their impact on the safety of (location)?
  + How do you communicate with your tenants/potential buyers about the safety in (location)?
  + How does community involvement affect your assessment of (location)?
  + Can you share an example of how the safety of (location) has impacted your investment strategy?
* What kind of changes would you like to see while preserving the existing culture of (location)
* What do you think could be done to help improve the safety of SF.

**Talking Points**

1. Introduction:
2. Demographic:
3. Thoughts/Image of SF
   1. As a SF resident
   2. As a non-SF resident
4. Experience as Community Member
5. Community Involvement
6. Experience with Technology
   1. Experience with Community-Building Apps
7. Closing questions (new community build tool)
8. Real estate investment
9. Importance of Safety
10. Moving /Current Resources to research that the interviewee use (someone who is moving)