

# Visioning Survey Results:

## Analysis by Housing Tenure, Age and Race/Ethnicity

November 30, 2021



# How to Interpret the Data

- Survey map responses have been filtered based on:
  - **Housing tenure** (renters, homeowners)
  - **Age** (under 30, 30-59, 60 and over)
  - **Race/ethnicity** (White, Hispanic/Latino, Non-White/Hispanic/Latino)
- Not all survey map respondents provided their demographic information; filtered maps only include responses from those that answered both the survey mapping question and the associated demographic question
- Survey map results are represented through **heat maps**:
  - Heat maps help visualize where there are "clusters" of data
  - Higher intensity of color corresponds to a higher concentration and quantity of responses
  - All maps use the same "heat" scale so fewer responses are associated with lighter colors
- To understand the results of different maps, examine the "patterns" of where pins were placed and not the intensity of color between maps

## Question 6: Where would you like to see more housing?

*Respondents placed icons on a map for:*

- Townhomes/Small Lot Single Family*
- Multi-family Buildings*
- Mixed Use with Residential Over Retail/Commercial*



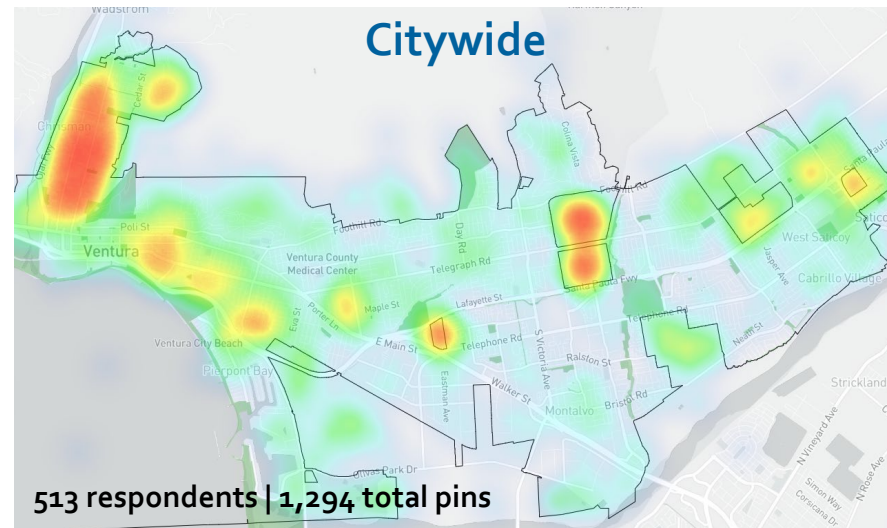
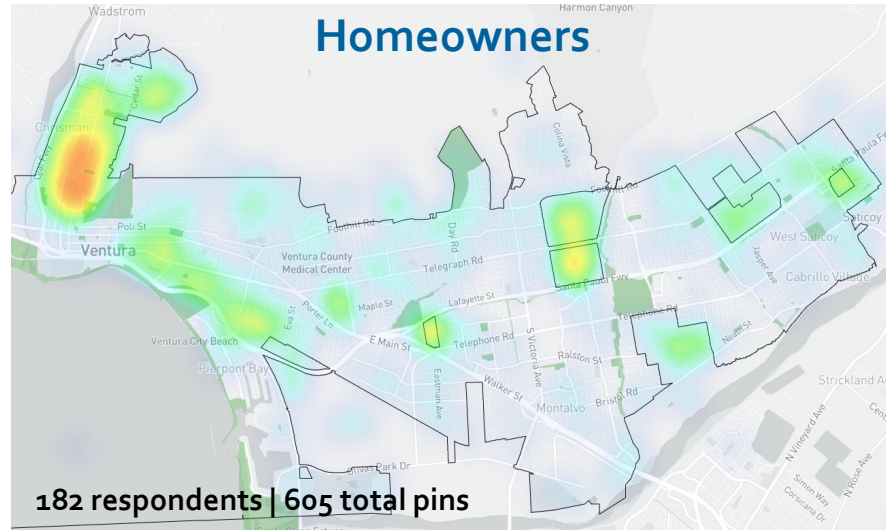
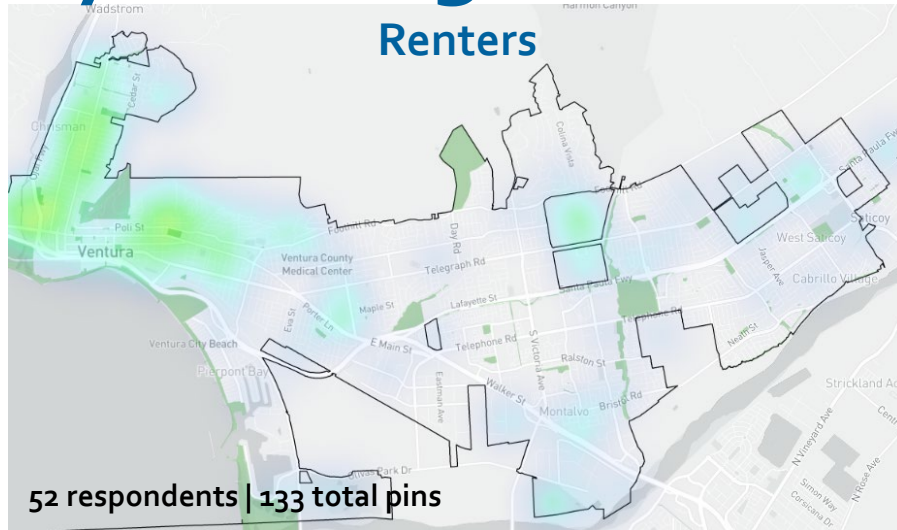
# Locations for Townhomes/Small Lot Single Family

# Demographics Response Rate

Out of all the respondents for this mapping question:

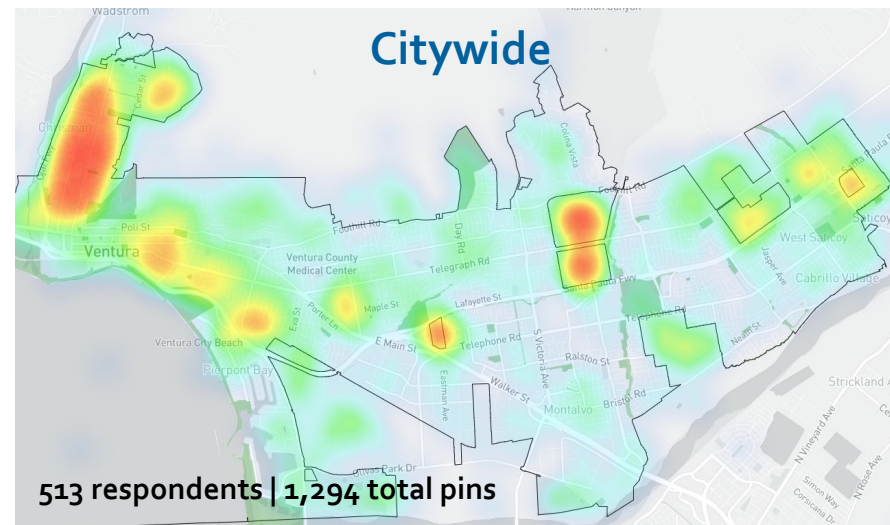
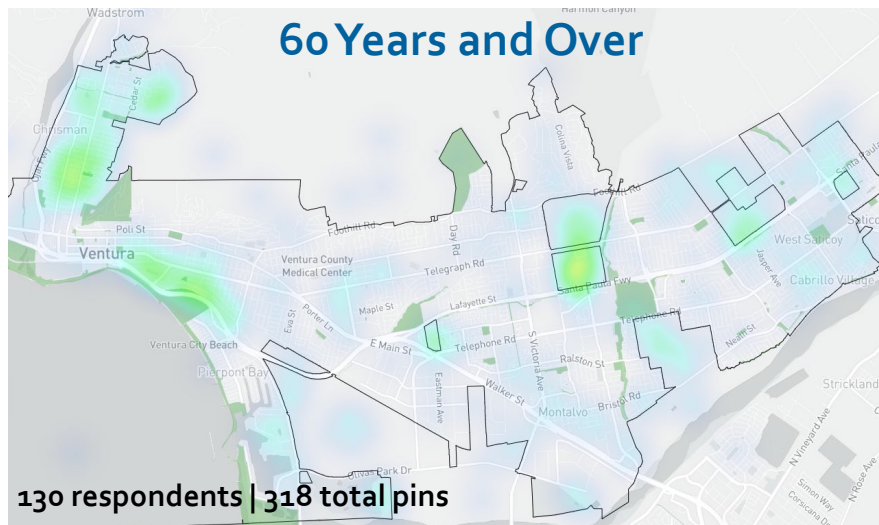
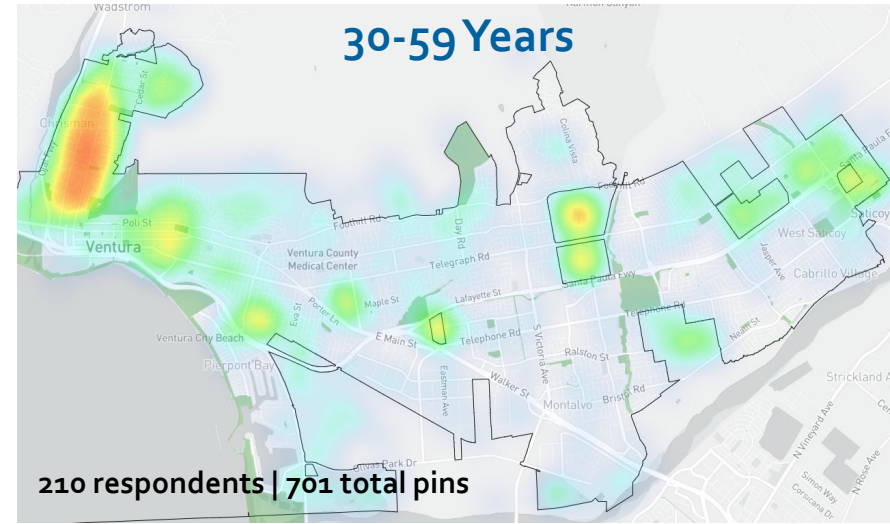
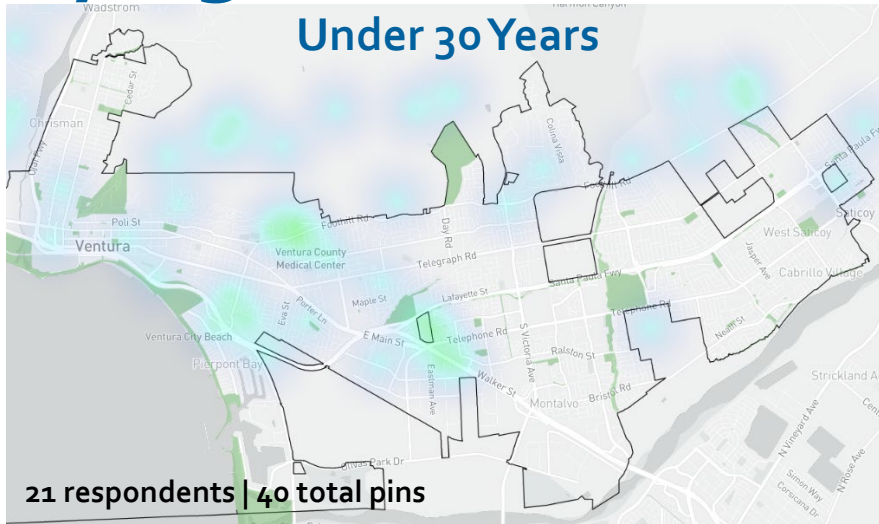
- **46.8%** identified their housing tenure
- **70.4%** identified their age
- **65.3%** identified their race/ethnicity

# Results by Housing Tenure

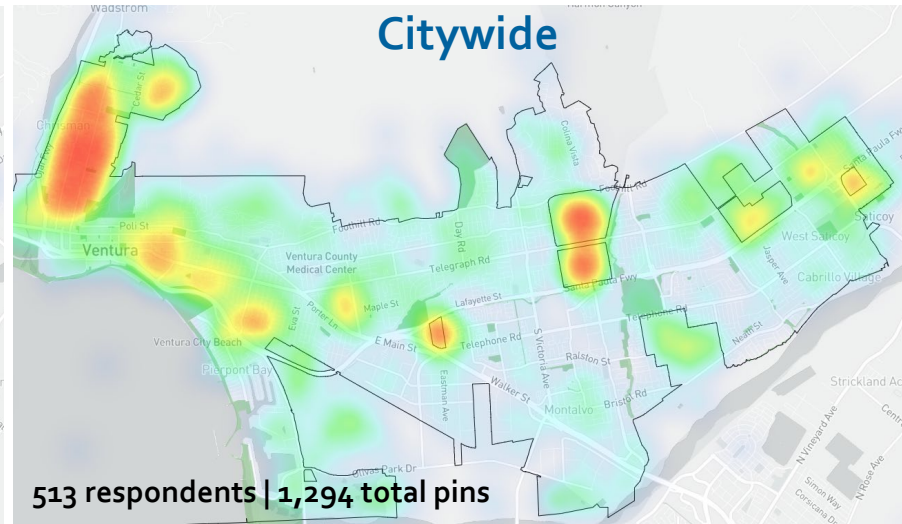
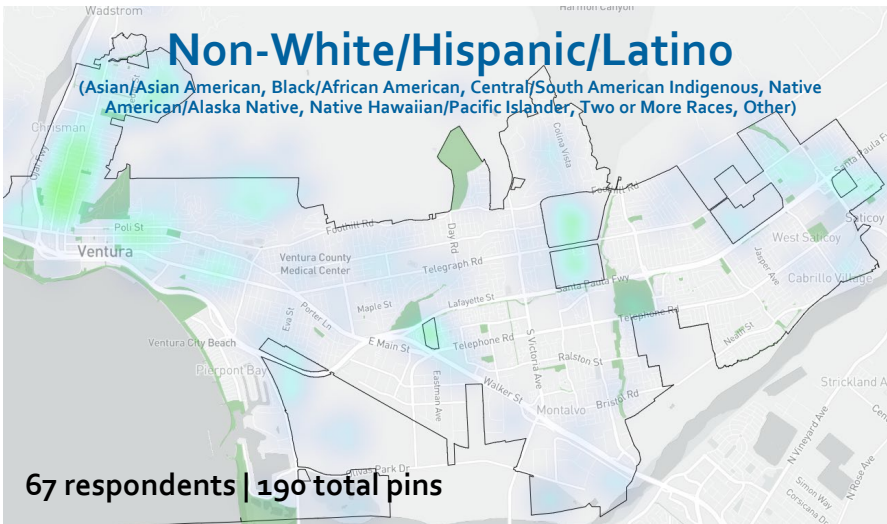
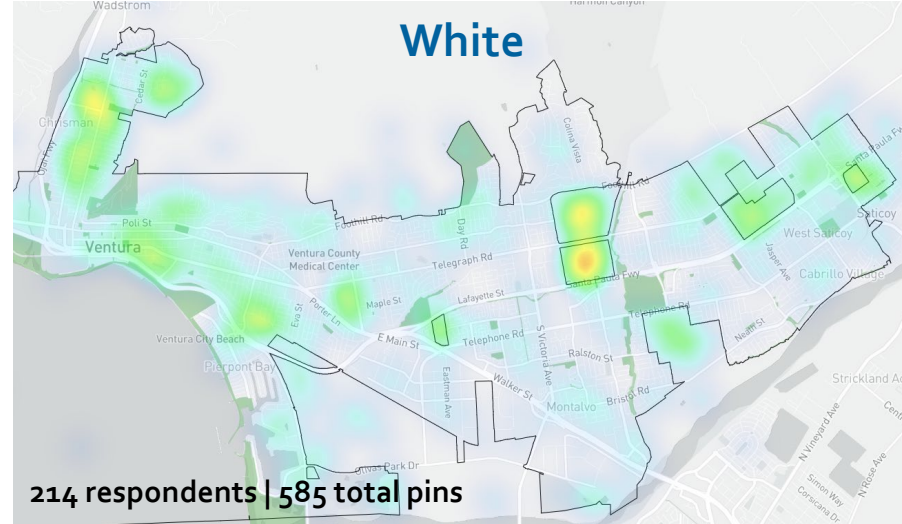
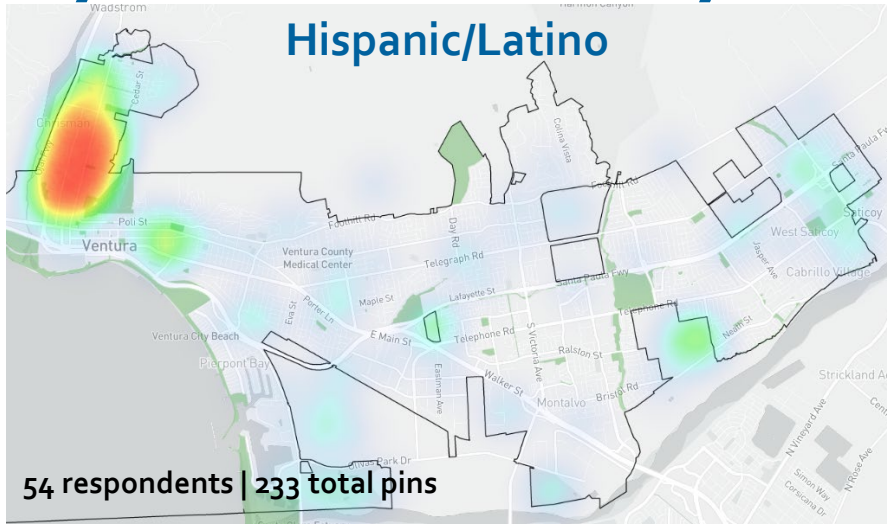


*\*Not included: respondents that answered "other" for housing tenure*

# Results by Age



# Results by Race/Ethnicity







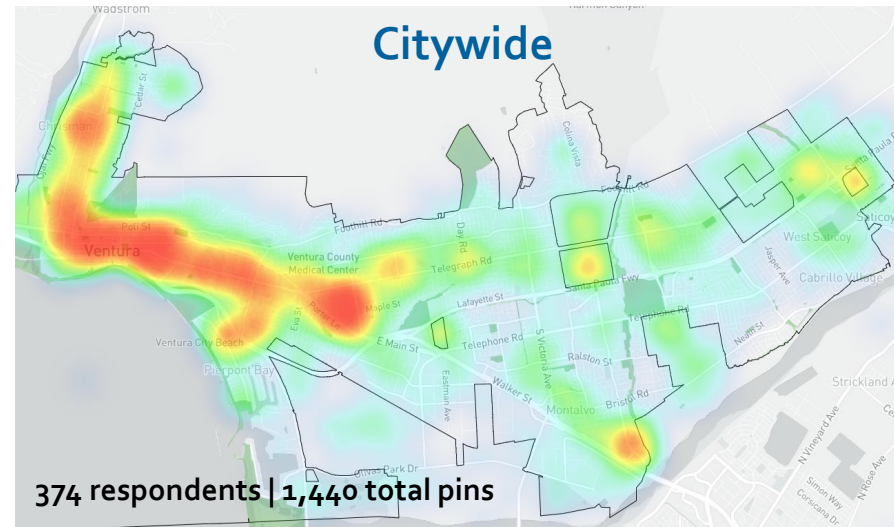
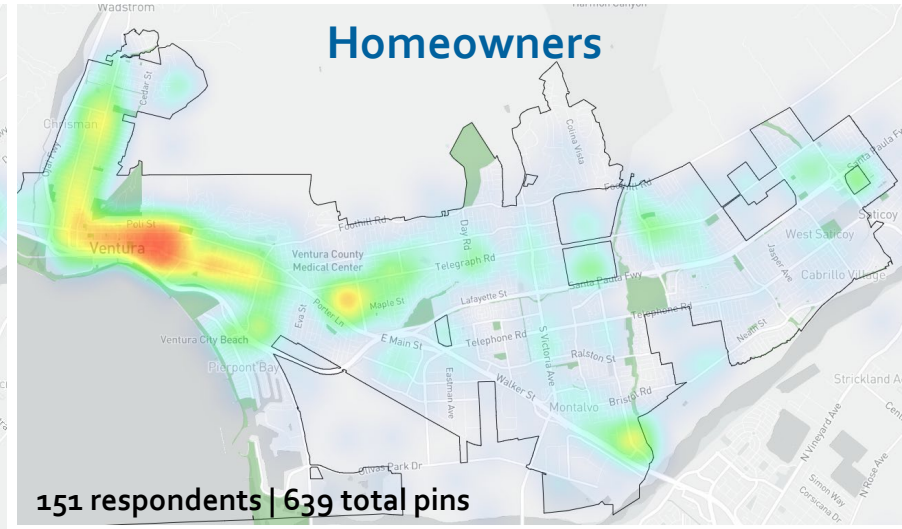
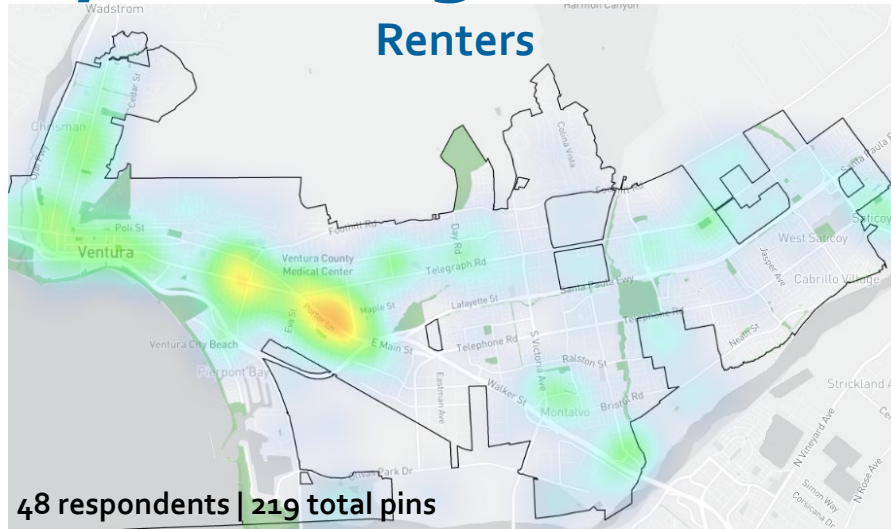
# Locations for Multifamily Housing

# Demographics Response Rate

Out of all the respondents for this mapping question:

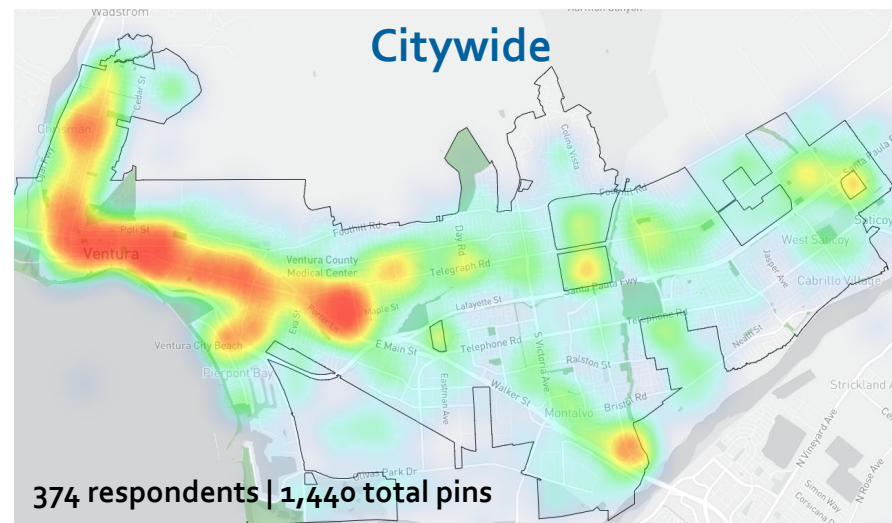
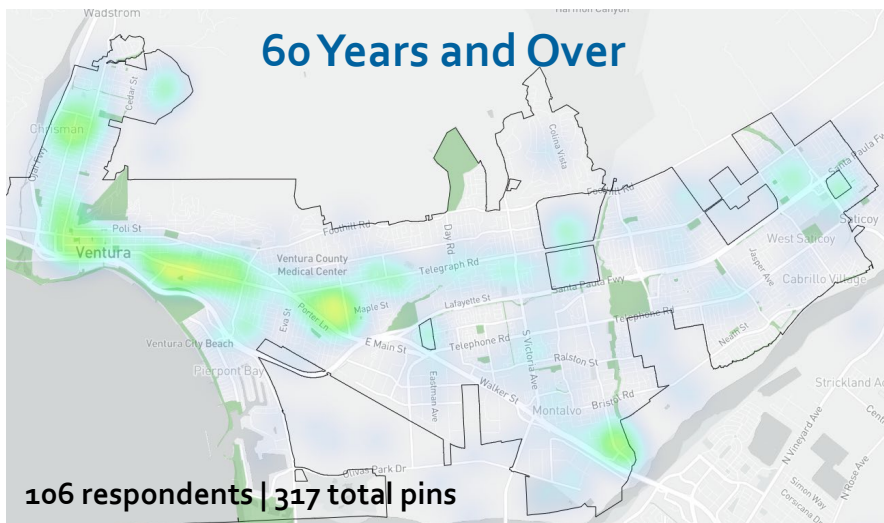
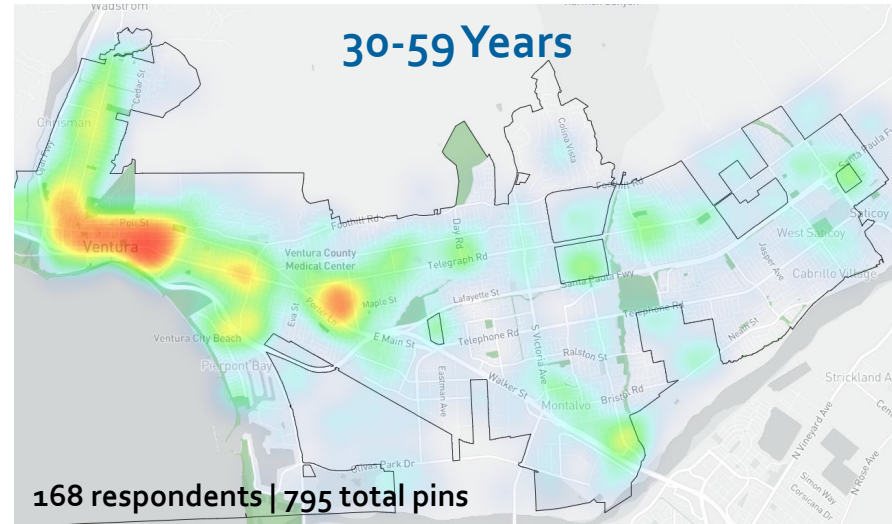
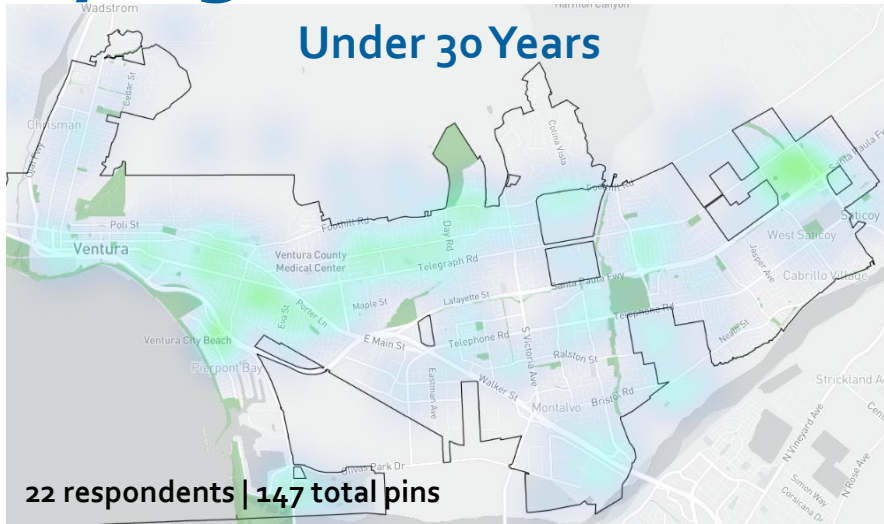
- **53.2%** identified their housing tenure
- **79.1%** identified their age
- **73.3%** identified their race/ethnicity

# Results by Housing Tenure

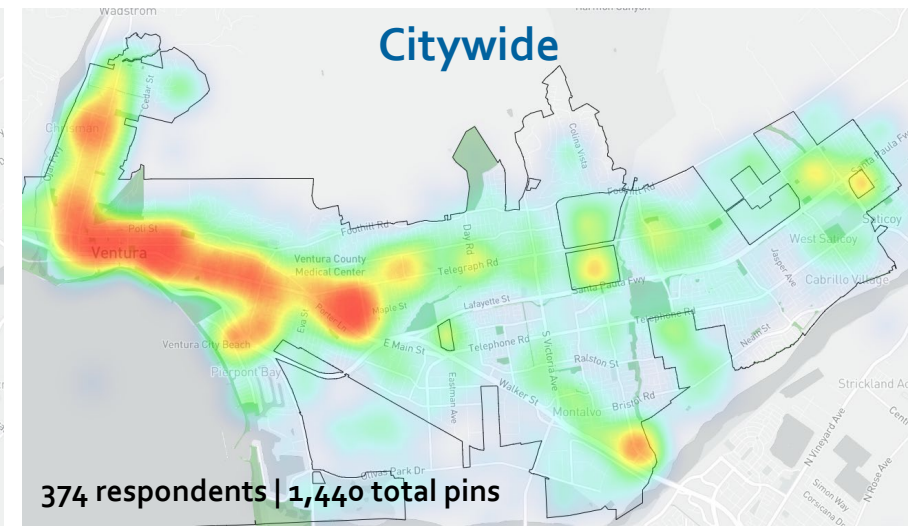
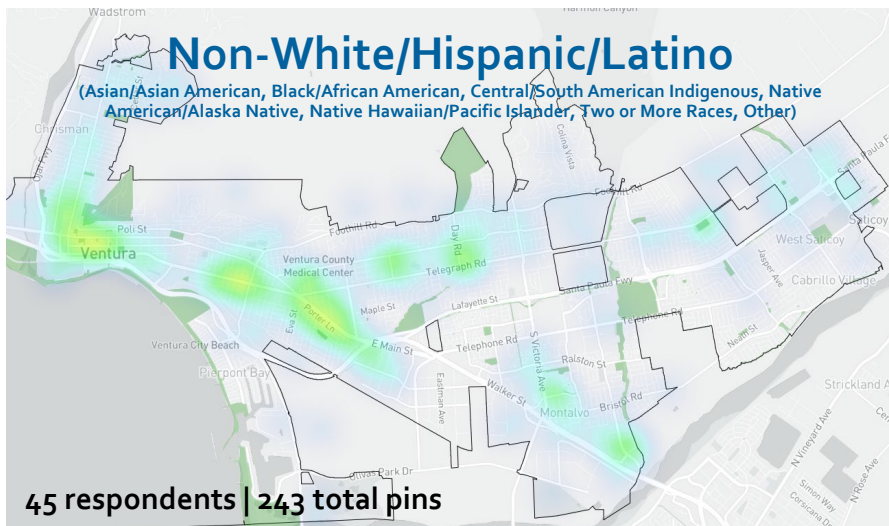
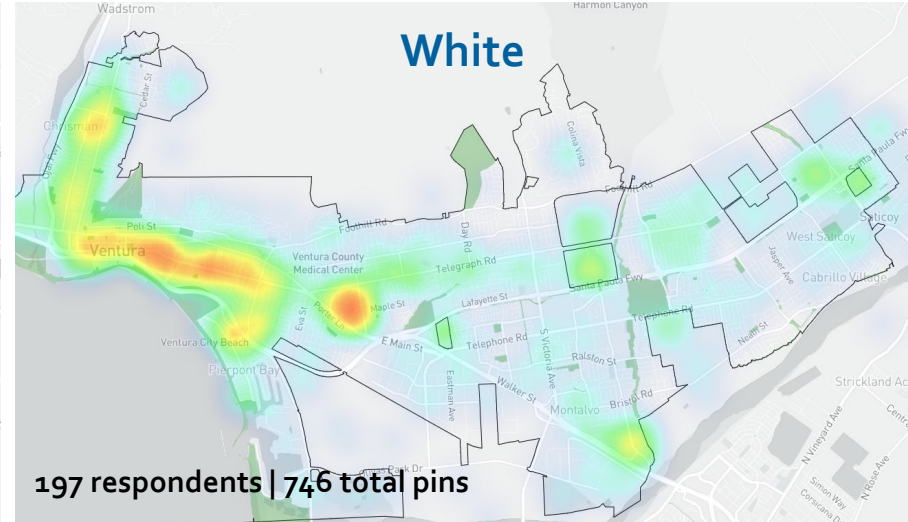
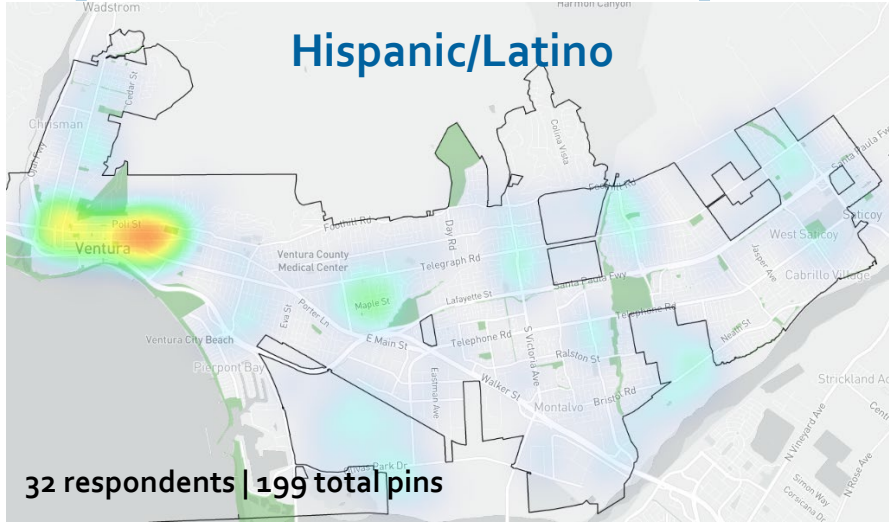


*\*Not included: respondents that answered "other" for housing tenure*

# Results by Age



# Results by Race/Ethnicity





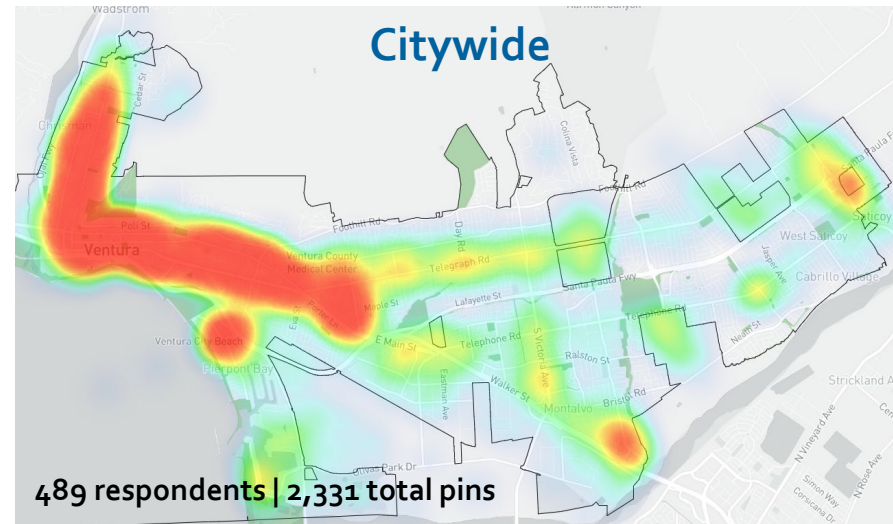
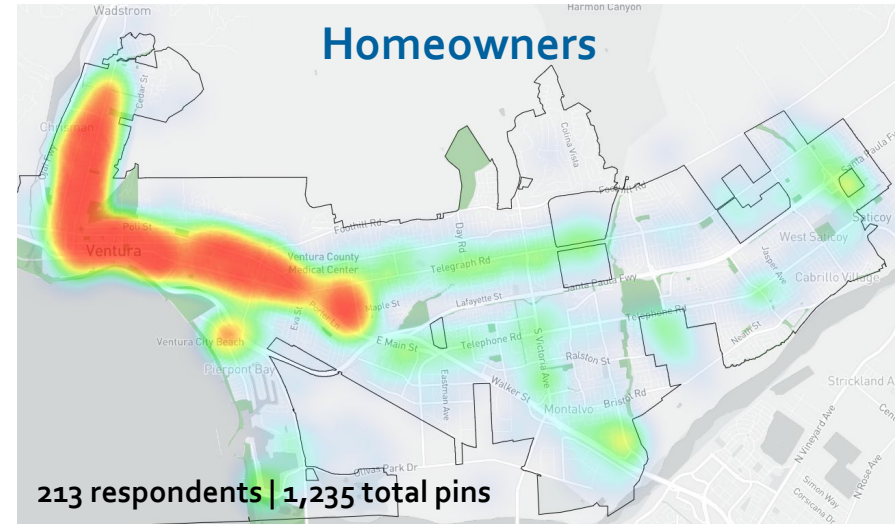
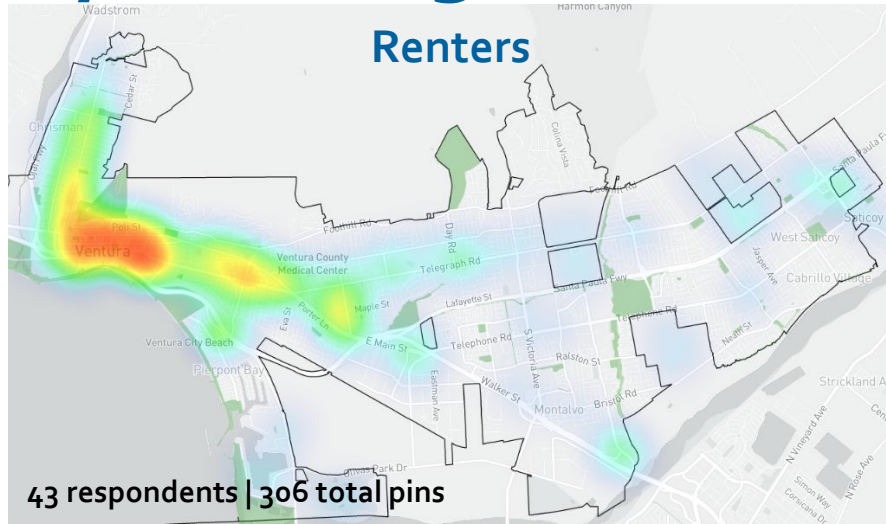
## **Locations for Mixed Use (Residential Over Retail)**

# Demographics Response Rate

Out of all the respondents for this mapping question:

- **54.0%** identified their housing tenure
- **76.7%** identified their age
- **69.7%** identified their race/ethnicity

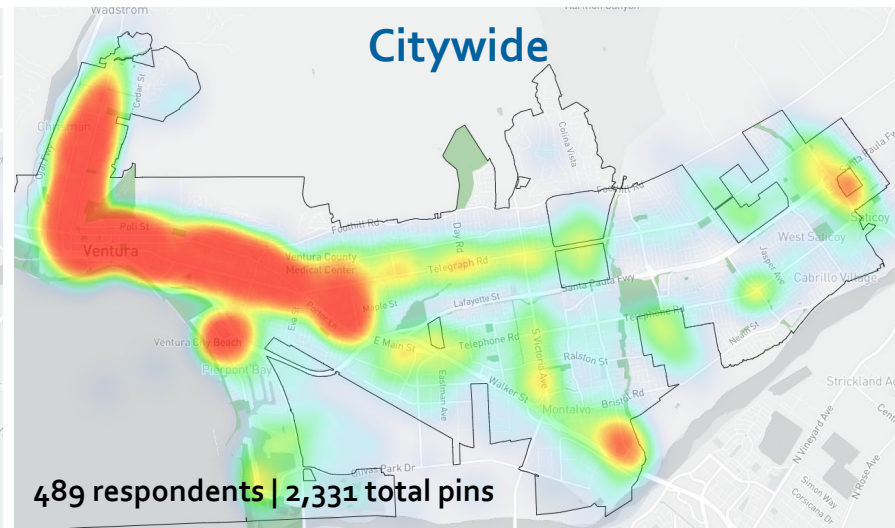
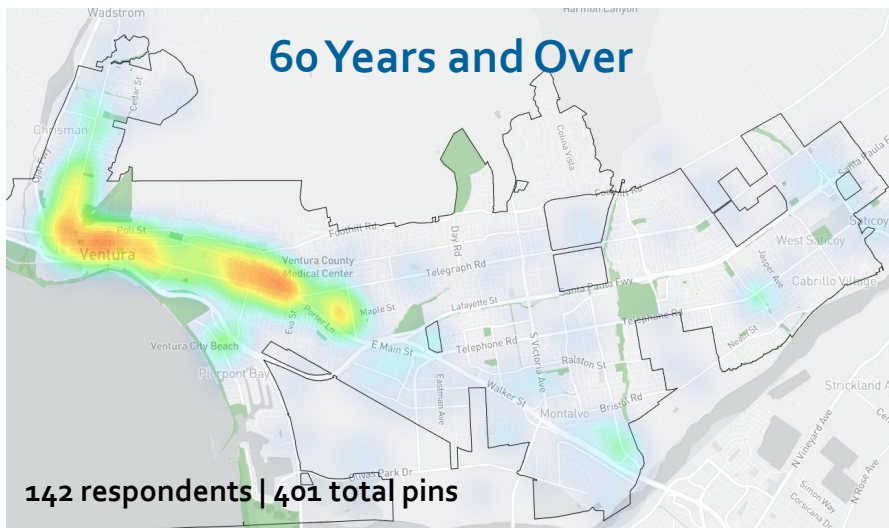
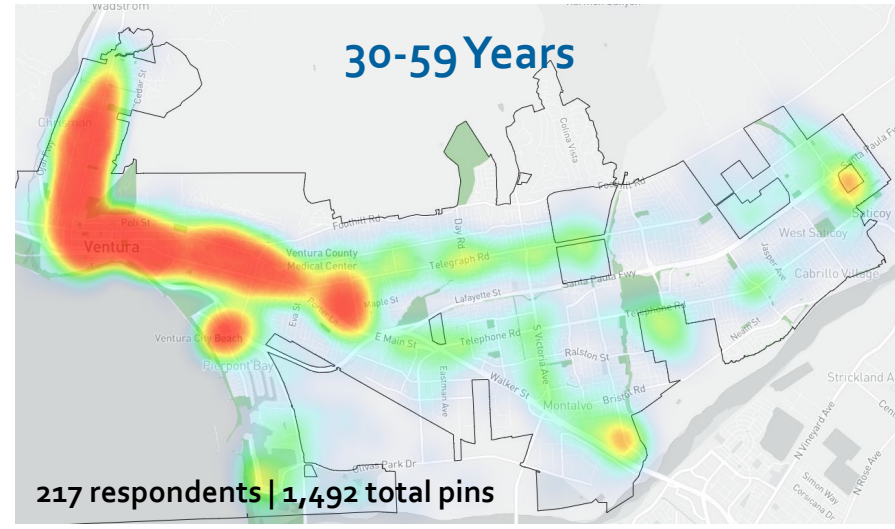
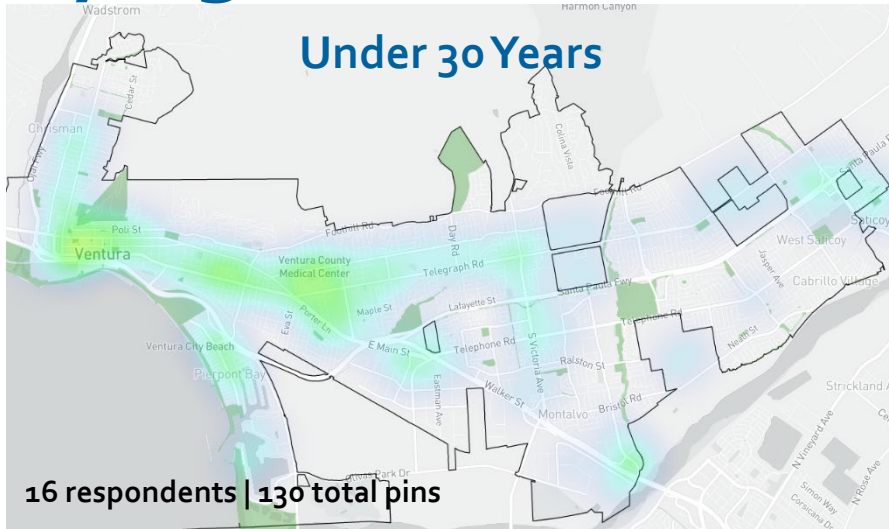
# Results by Housing Tenure



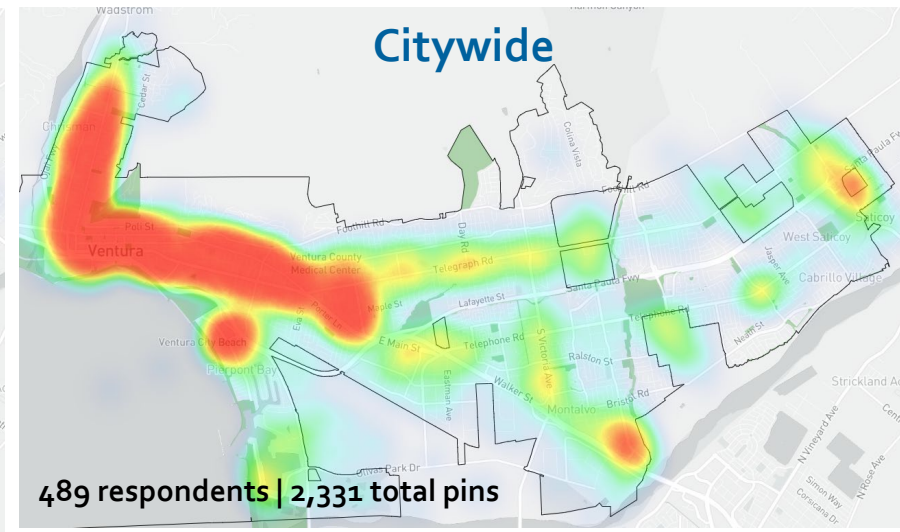
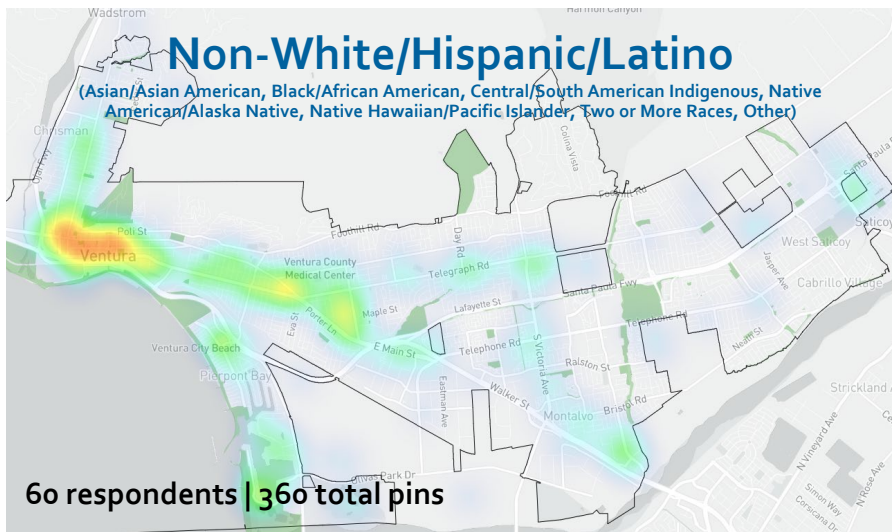
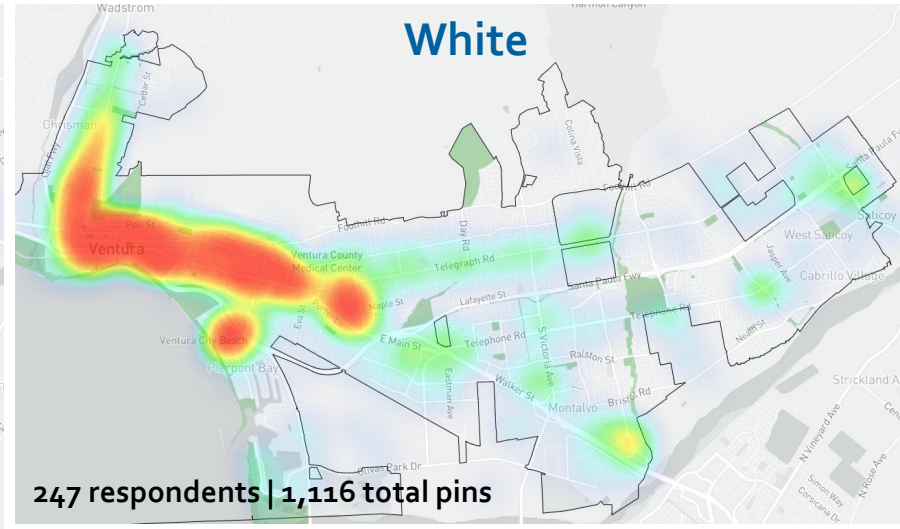
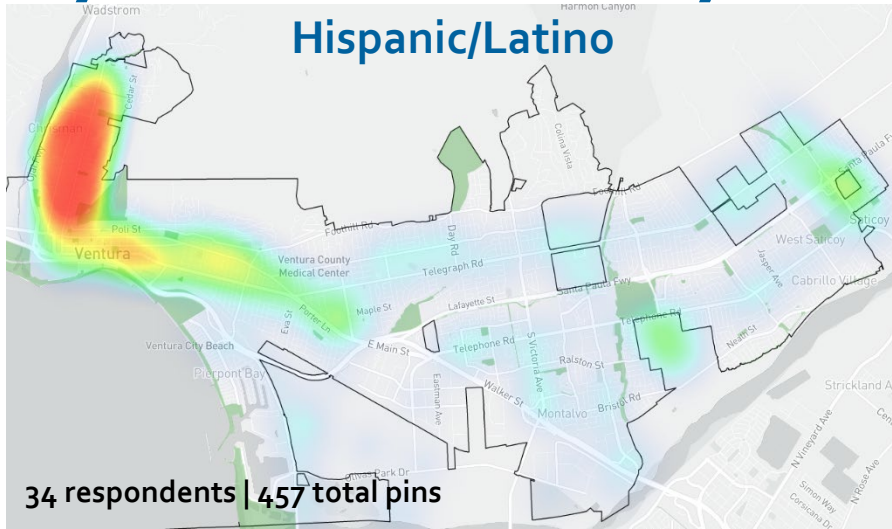
*\*Not included: respondents that answered "other" for housing tenure*



# Results by Age



# Results by Race/Ethnicity



**Question 7:** Where would you like to see new or expanded office and industrial uses?

*Respondents placed icons on a map for:*

- Office*
- Industrial*
- Other Employment Uses (icon with the ability to provide a comment for each location)*



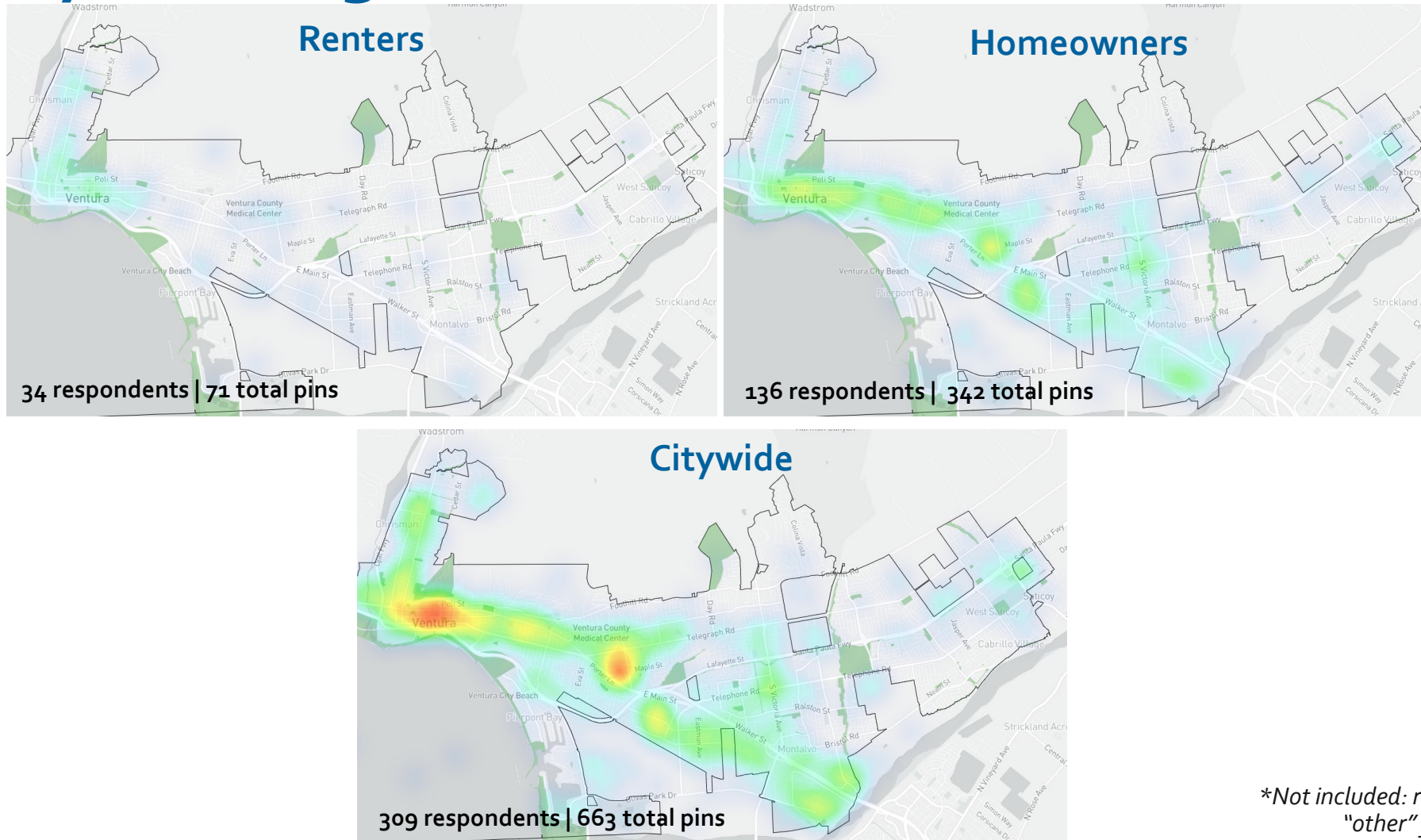
# Locations for Office Buildings

# Demographics Response Rate

Out of all the respondents for this question:

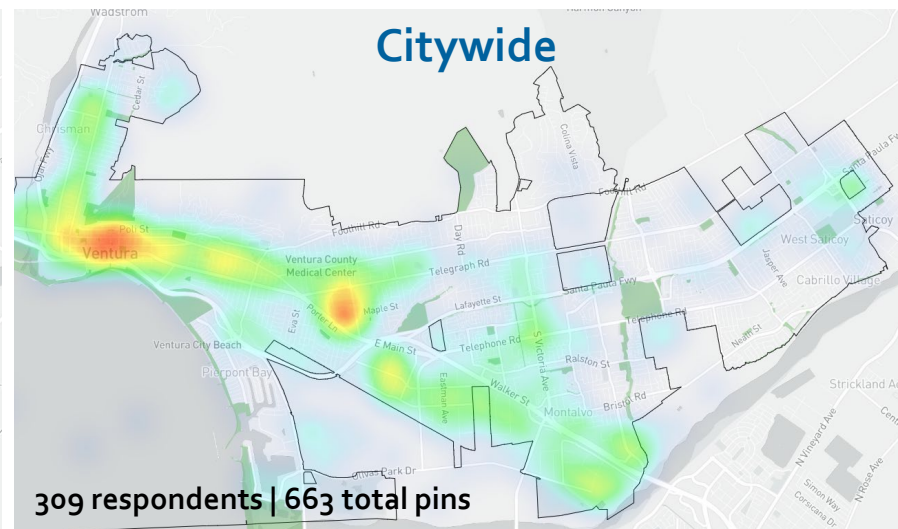
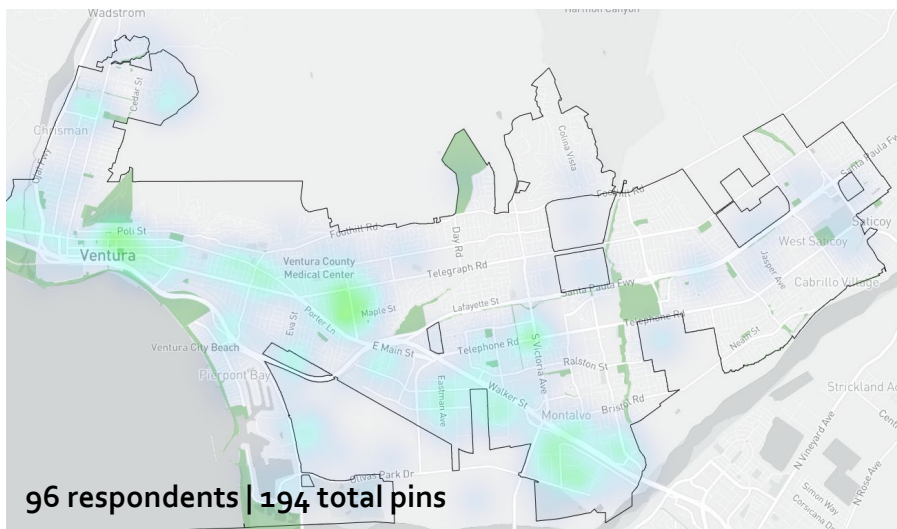
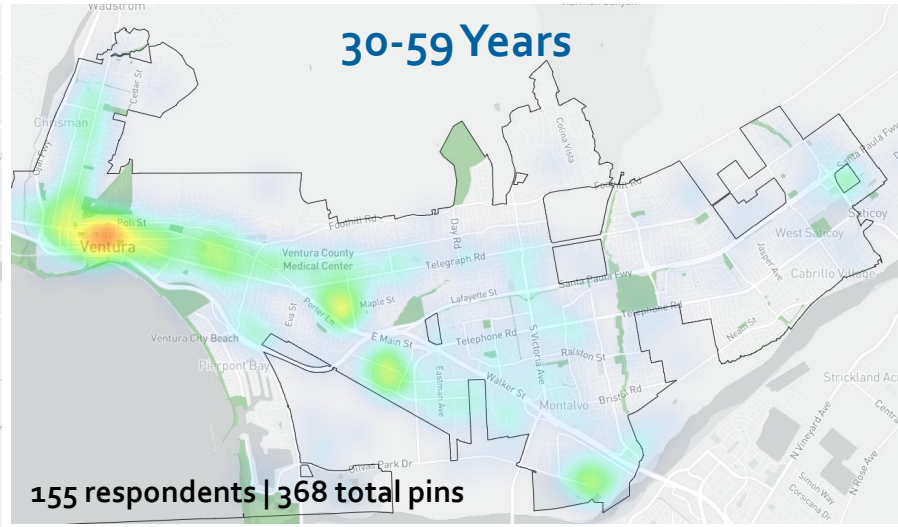
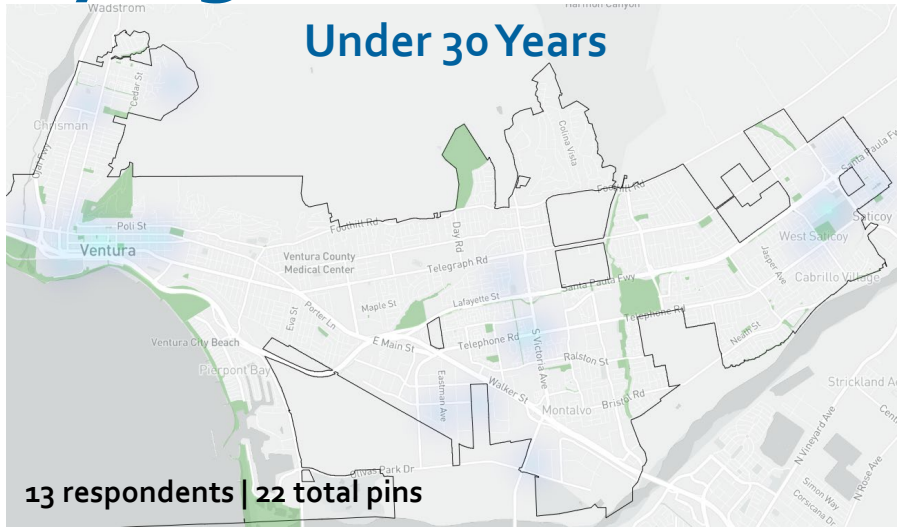
- **57.3%** identified their housing tenure
- **85.4%** identified their age
- **77.0%** identified their race/ethnicity

# Results by Housing Tenure

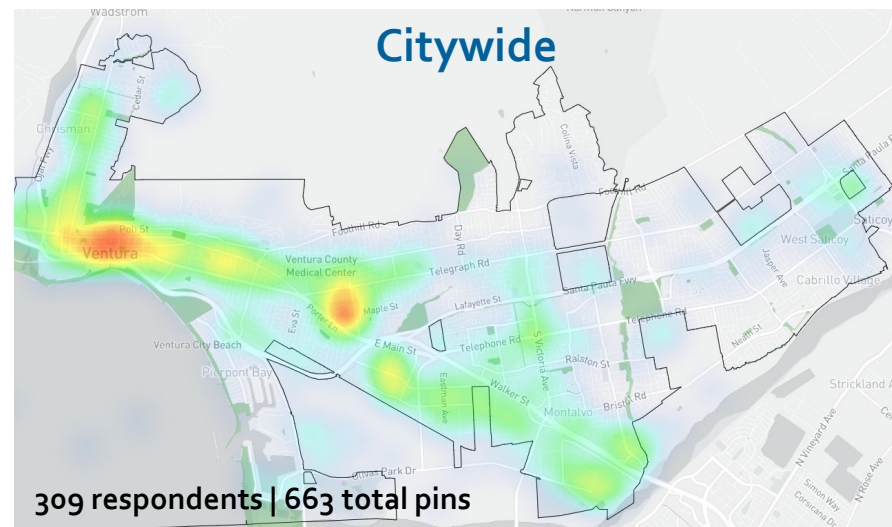
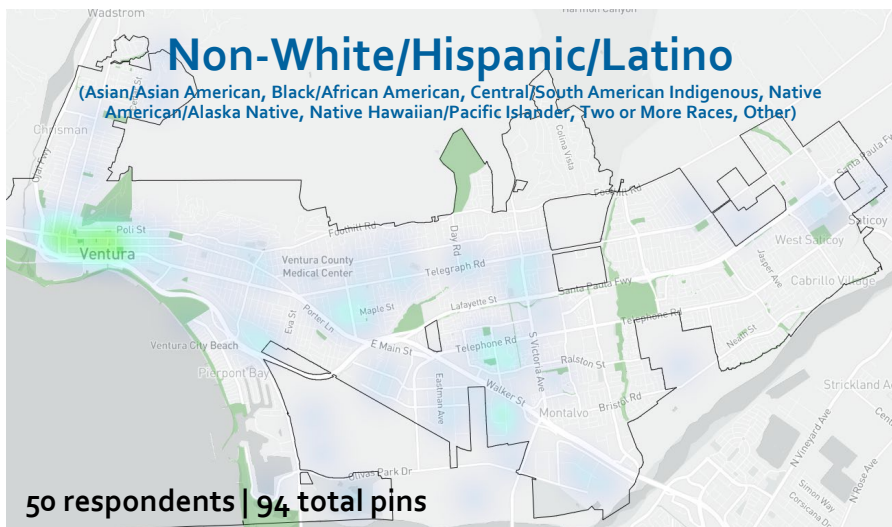
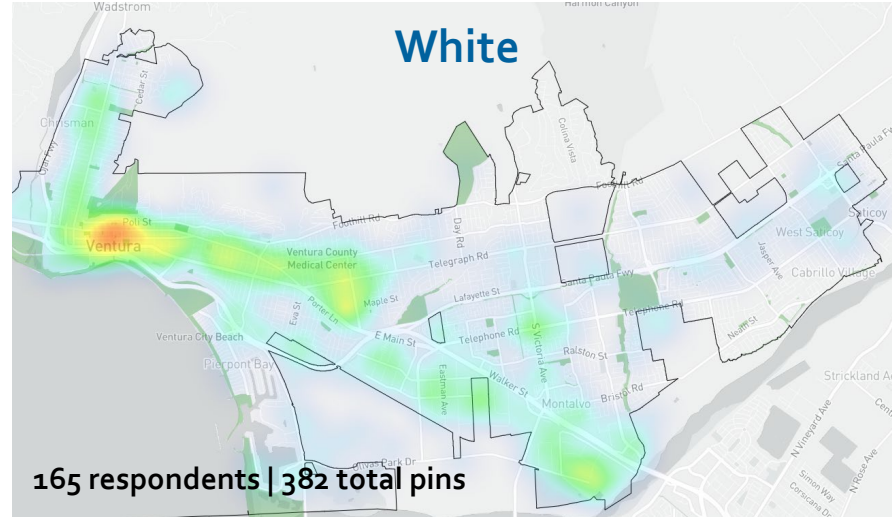
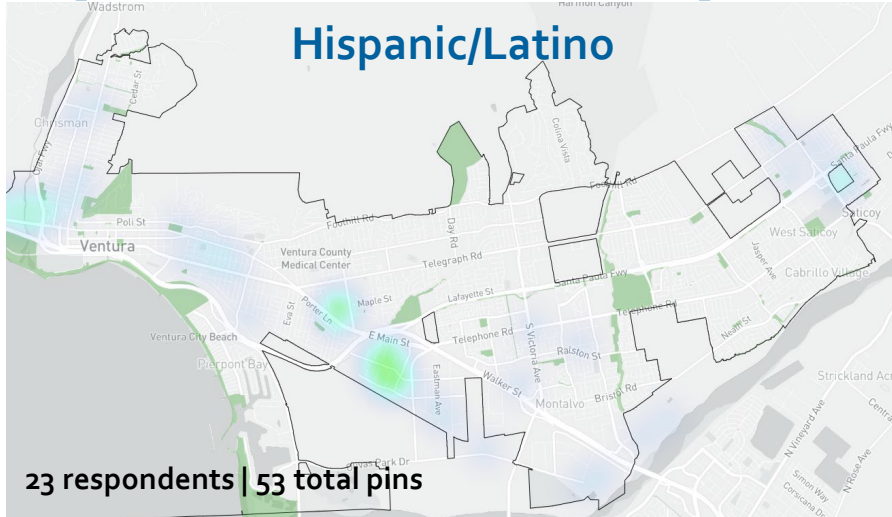


*\*Not included: respondents that answered "other" for housing tenure*

# Results by Age



# Results by Race/Ethnicity







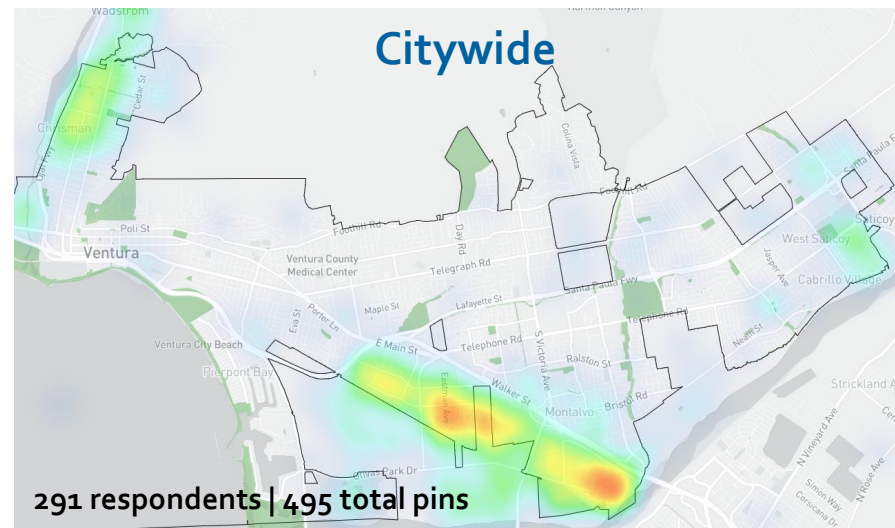
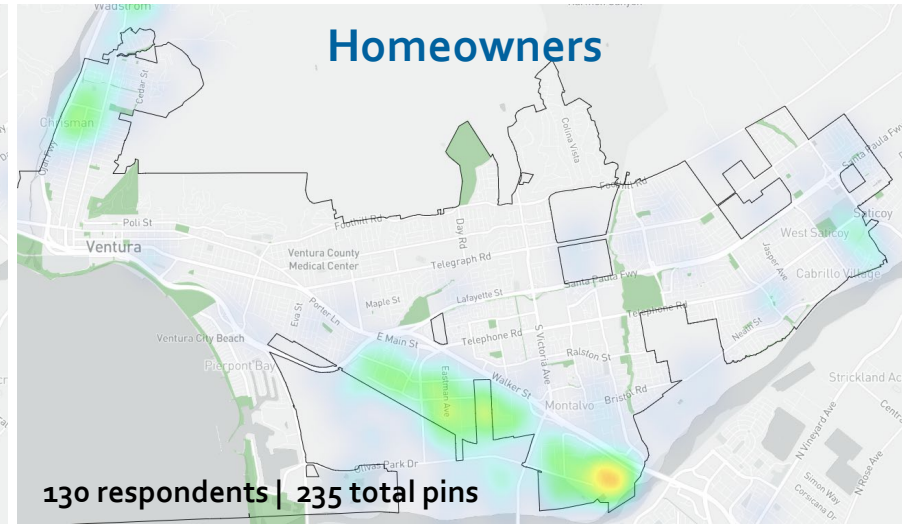
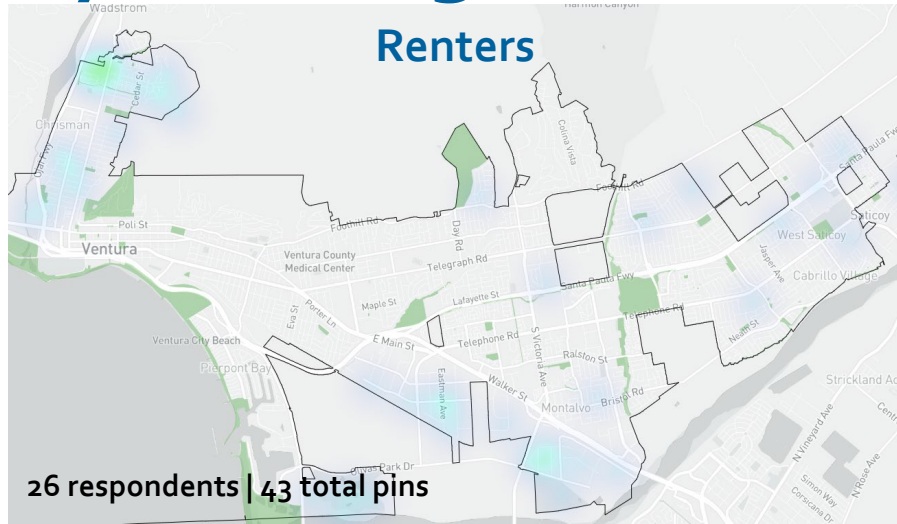
# Locations for Industrial Uses

# Demographics Response Rate

Out of all the respondents for this question:

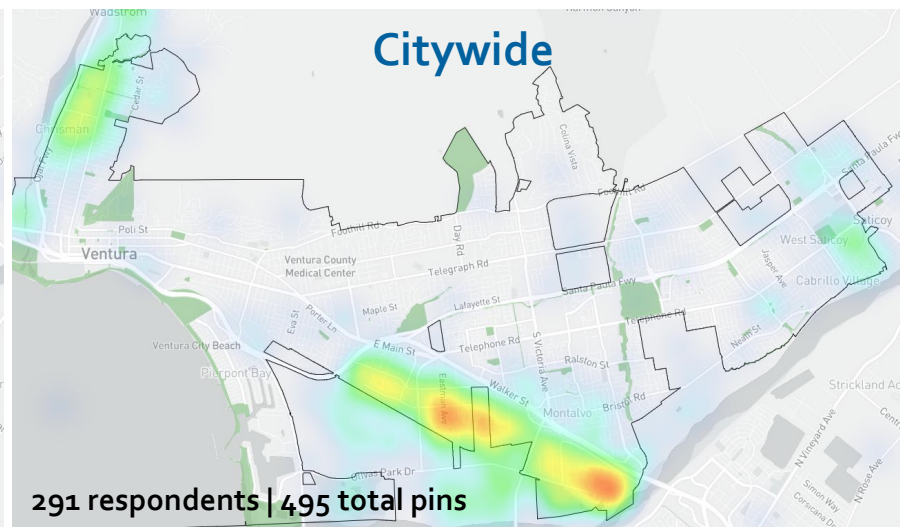
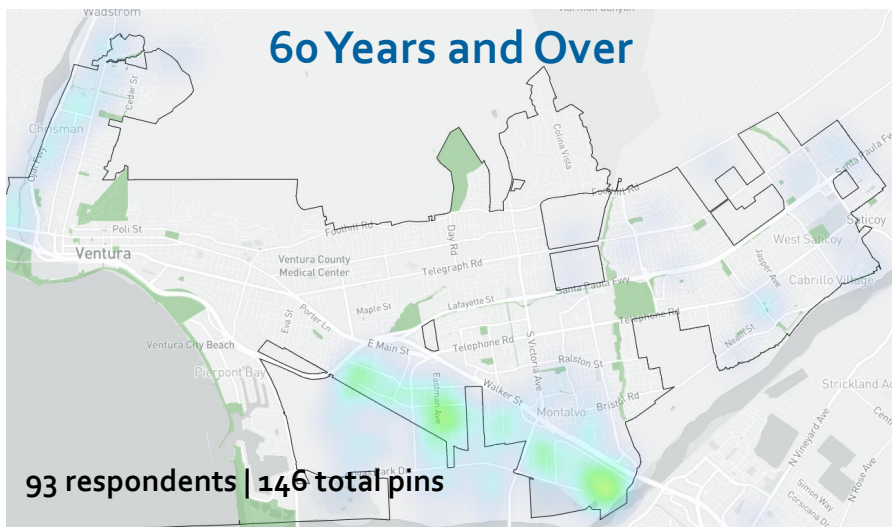
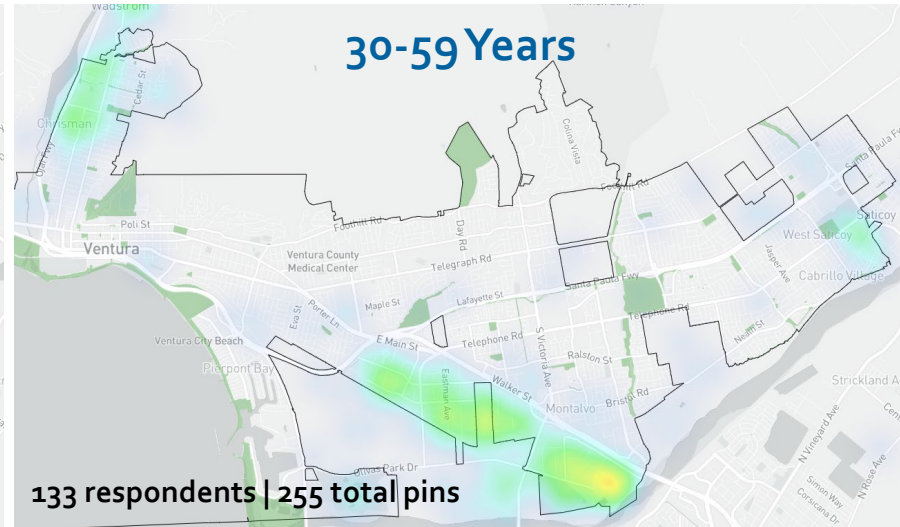
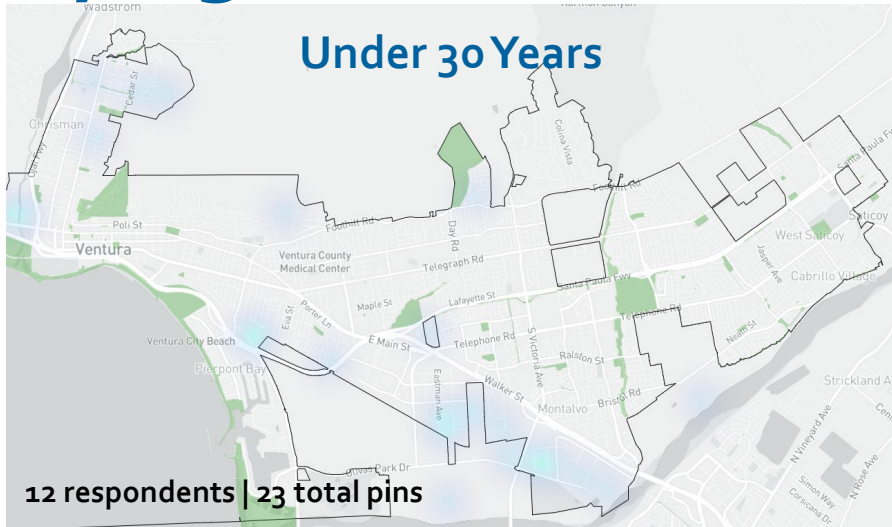
- **56.0%** identified their housing tenure
- **81.8%** identified their age
- **72.5%** identified their race/ethnicity

# Results by Housing Tenure

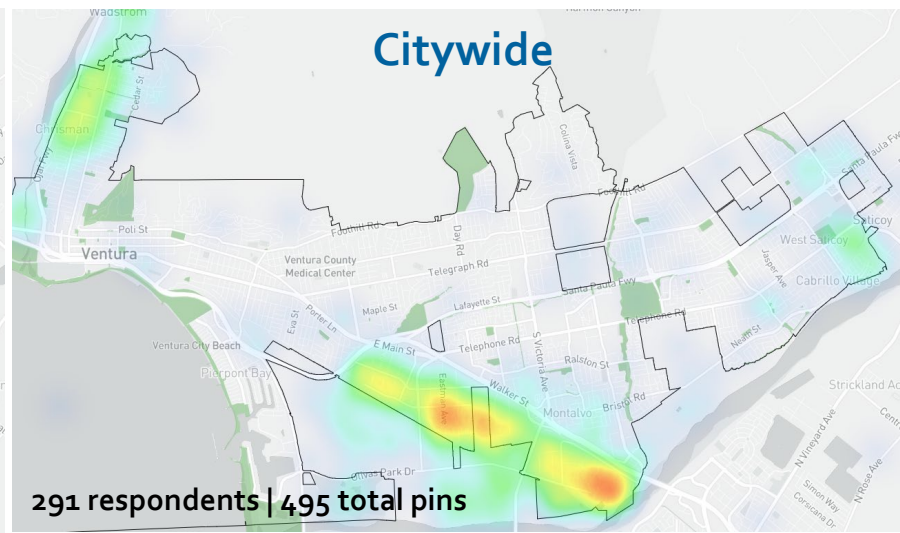
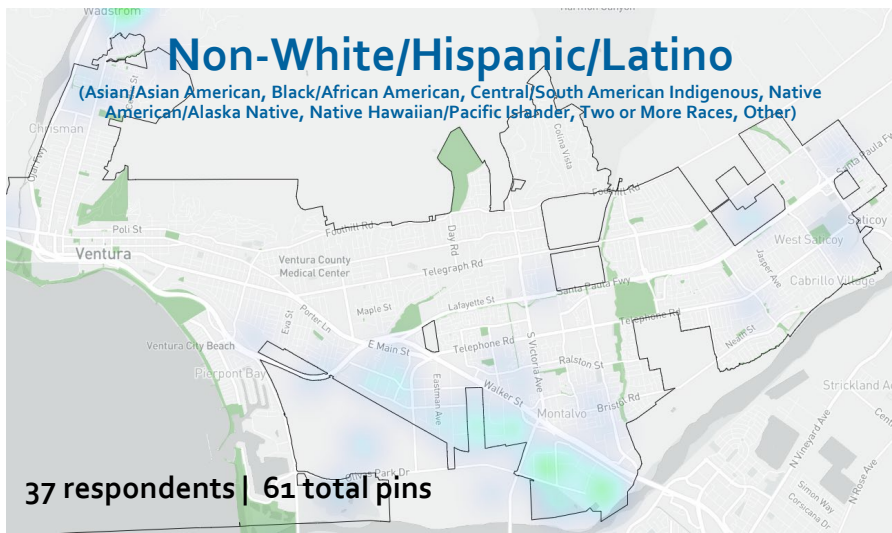
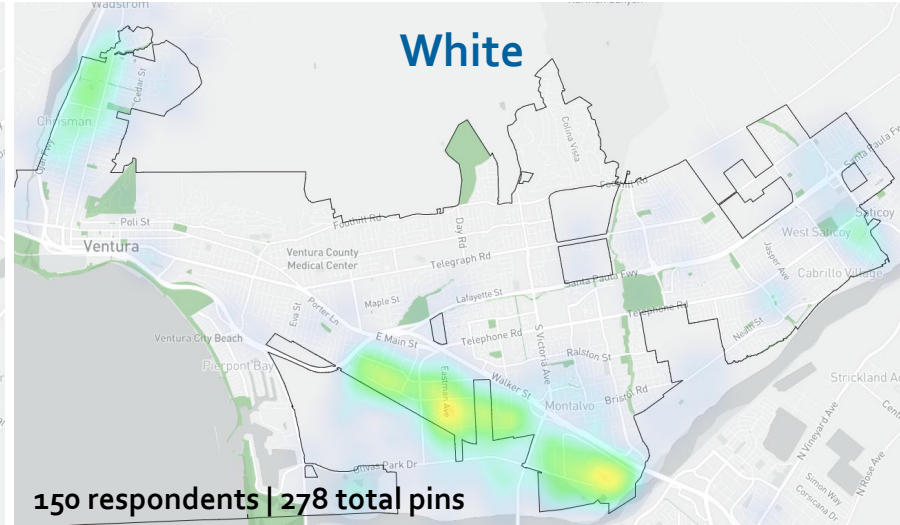
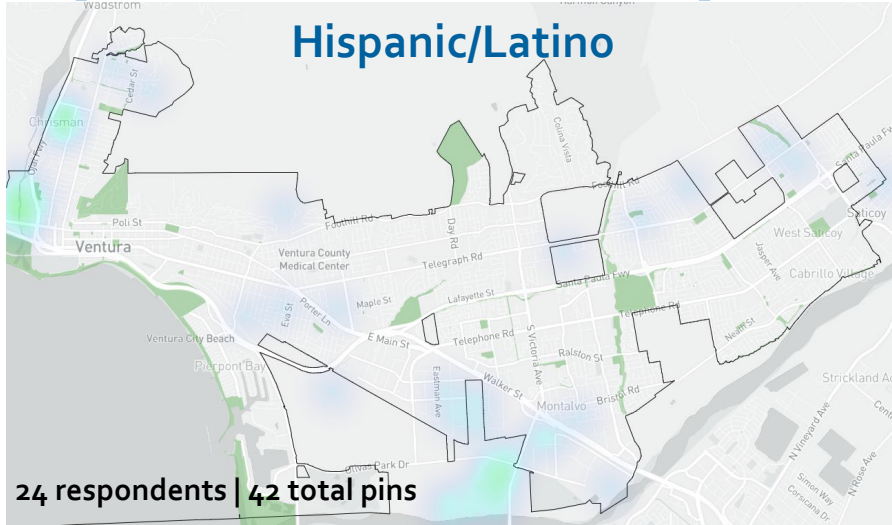


*\*Not included: respondents that answered "other" for housing tenure*

# Results by Age



# Results by Race/Ethnicity



**Question 8:** Where would you like to see new neighborhood retail and services such as grocery stores, salons, markets, dry cleaners, hardware stores, etc.)?

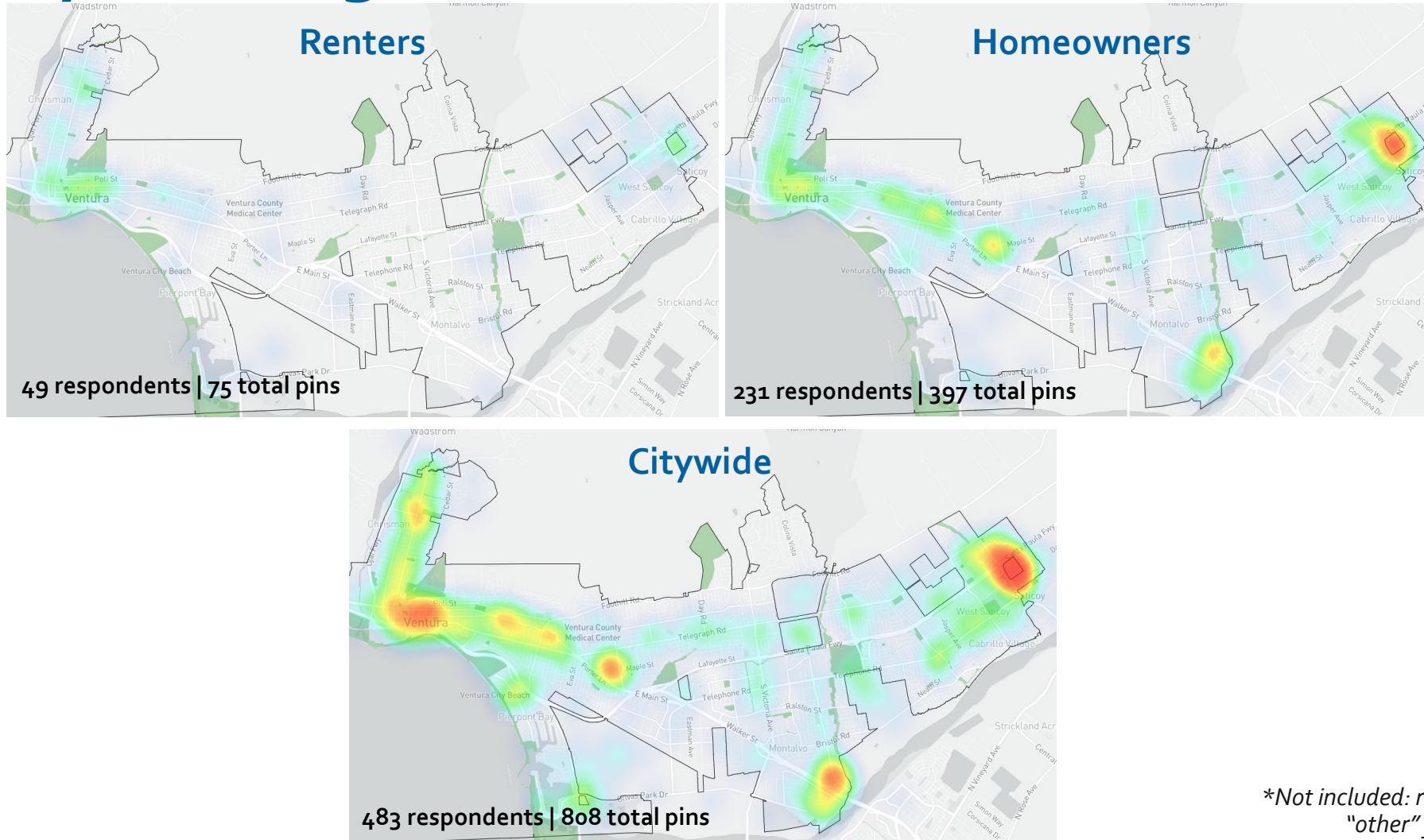
*Respondents placed icons on a map and some provided a comment with more specific ideas.*

# Demographics Response Rate

Out of all the respondents for this question:

- **58.2%** identified their housing tenure
- **85.3%** identified their age
- **75.6%** identified their race/ethnicity

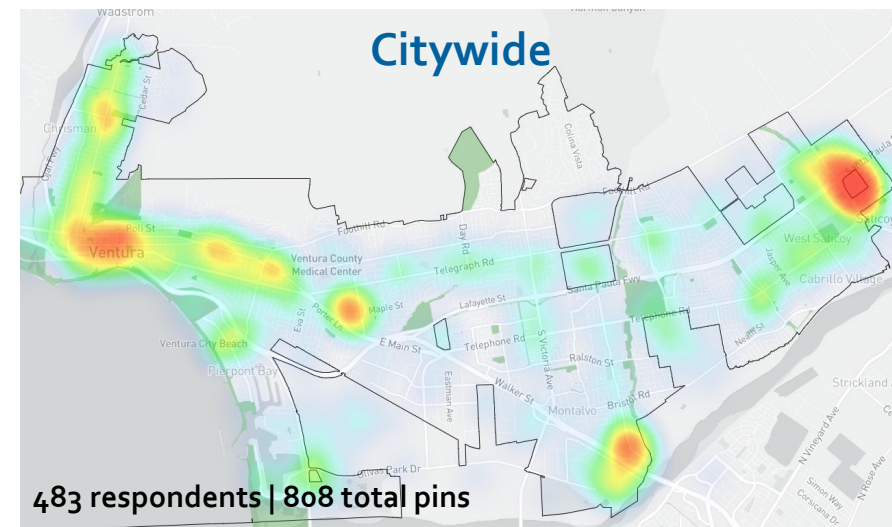
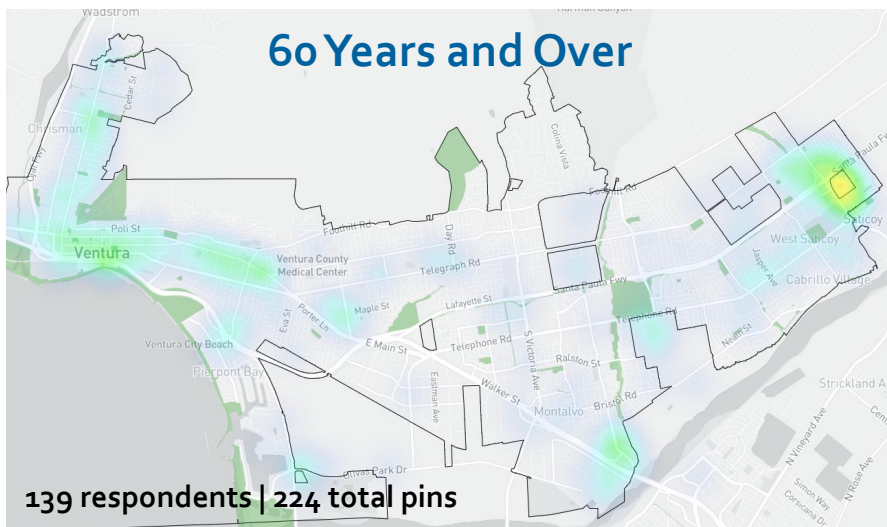
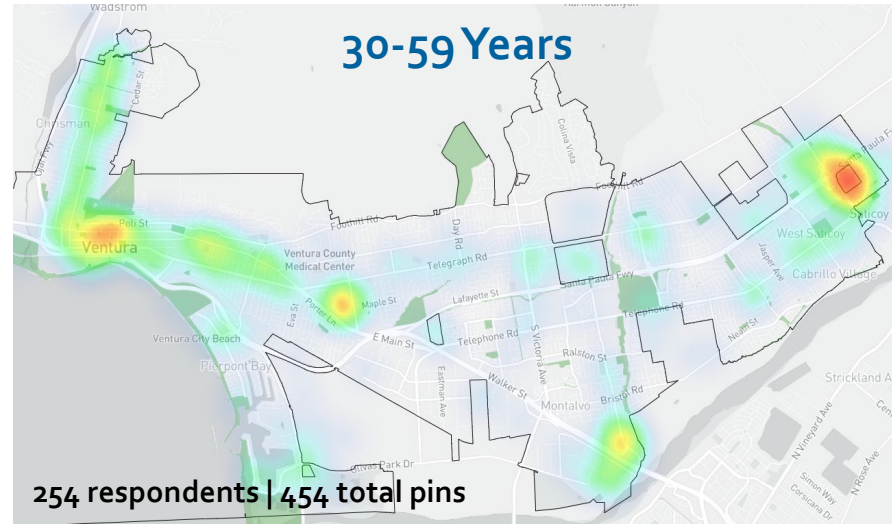
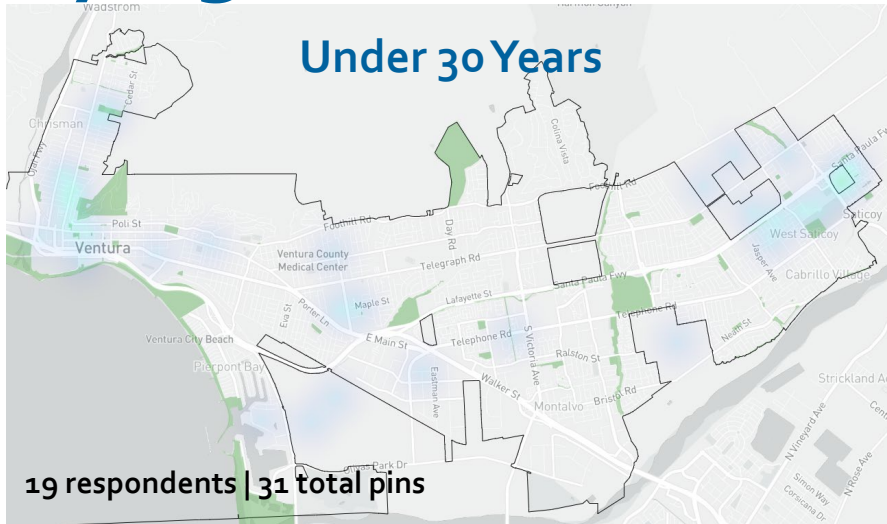
# Results by Housing Tenure



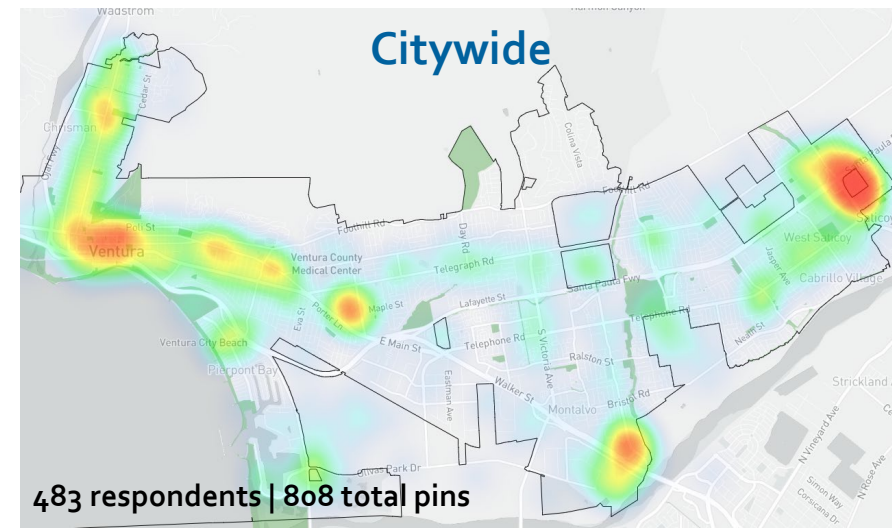
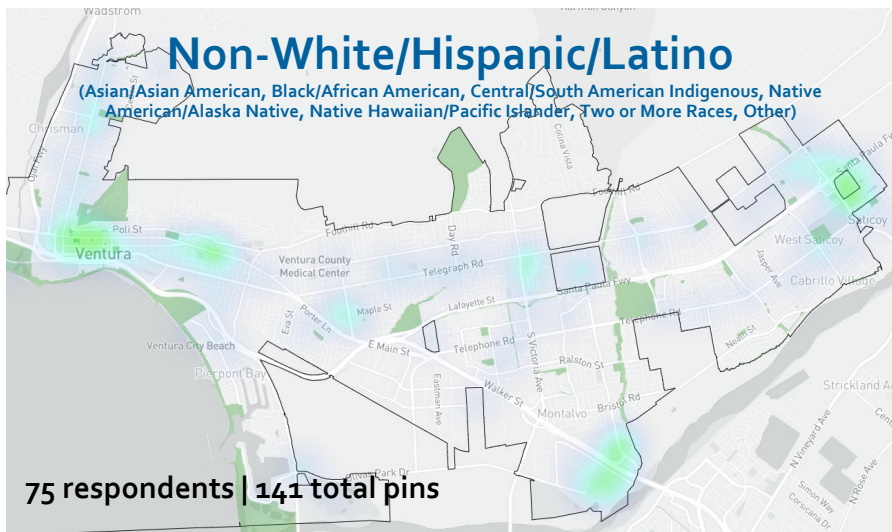
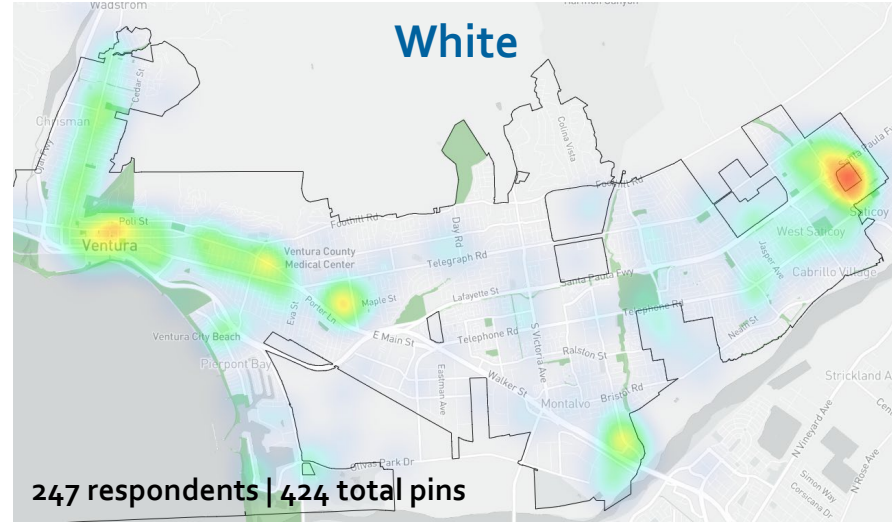
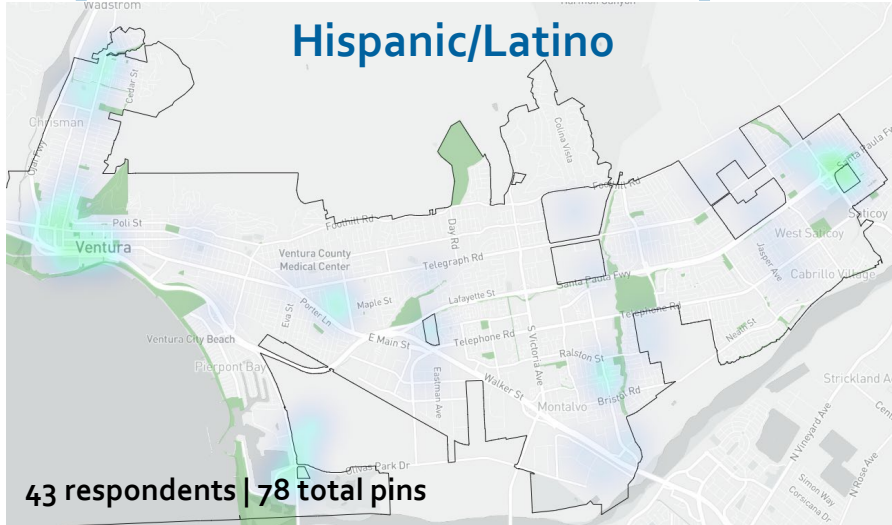
*\*Not included: respondents that answered "other" for housing tenure*



# Results by Age



# Results by Race/Ethnicity



**Question 12:** Should the City allow up to 4-unit buildings per parcel if the new building maintains the character of the single-family neighborhood?

*Respondents selected from the following options:*

- Yes, in all existing single-family areas*
- No, not in any single-family area*
- Yes, but limited to certain neighborhoods within walking distance of goods and services*

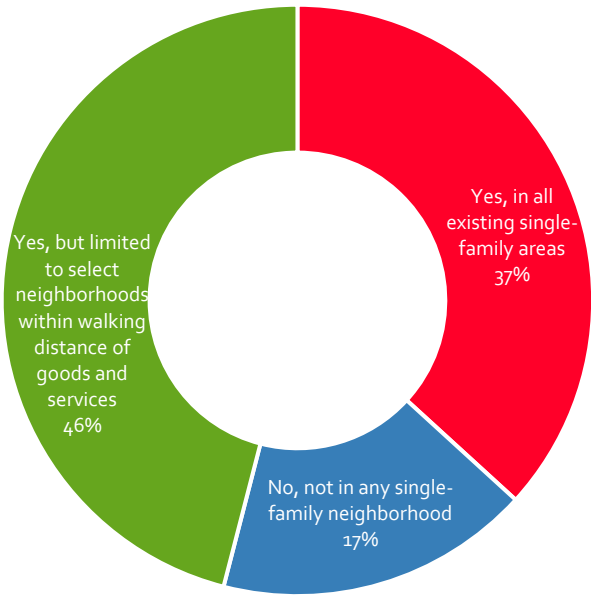
# Demographics Response Rate

Out of all the respondents for this question:

- **55.2%** identified their housing tenure
- **81.1%** identified their age
- **87.0%** identified their race/ethnicity

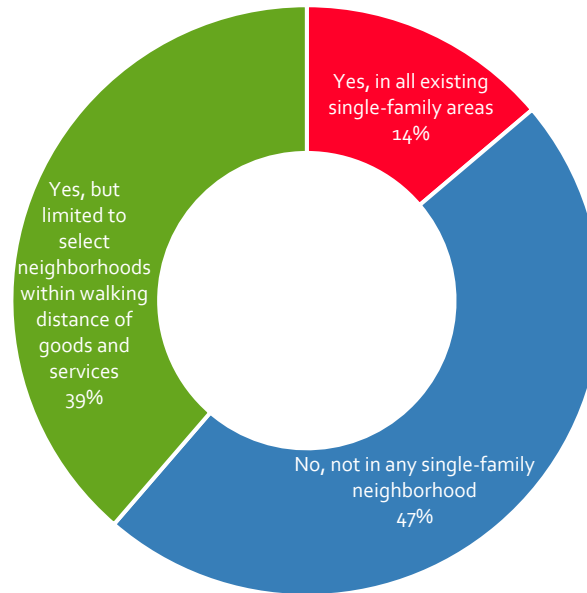
# Results by Housing Tenure

## Renters



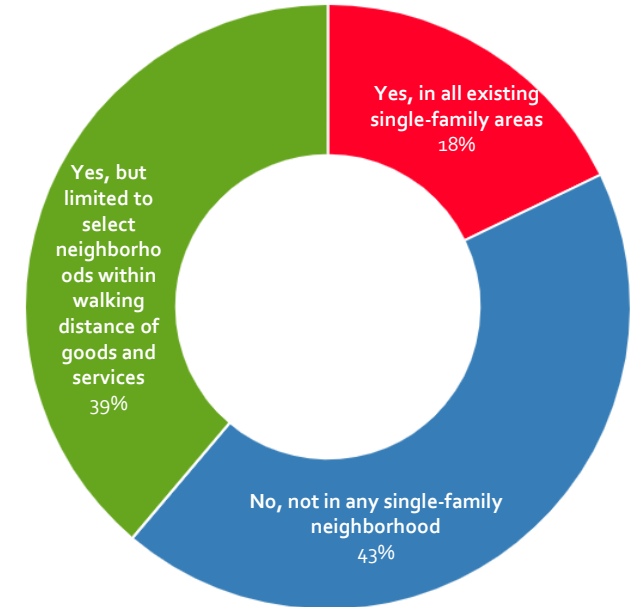
Total: 87

## Homeowners



Total: 362

## All

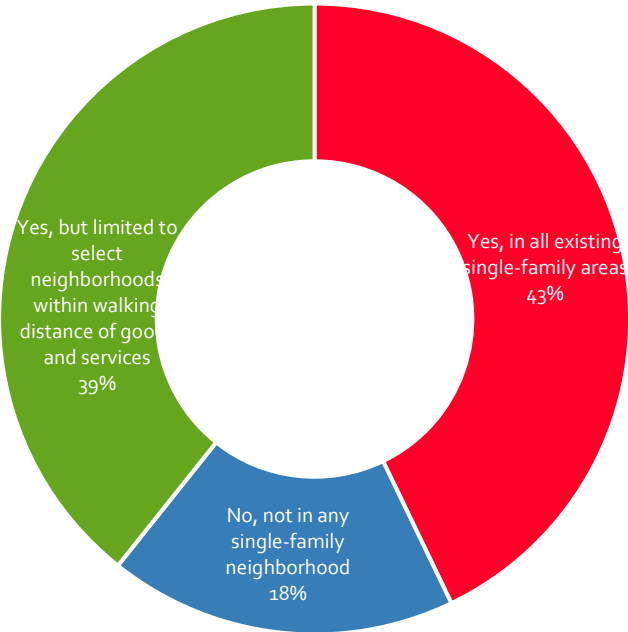


Total: 814

*\*Not included: respondents that answered "other" for housing tenure*

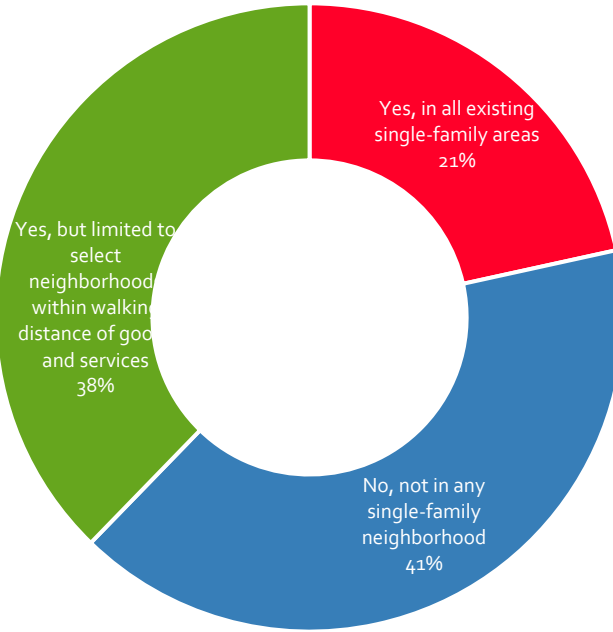
# Results by Age

## Under 30 Years



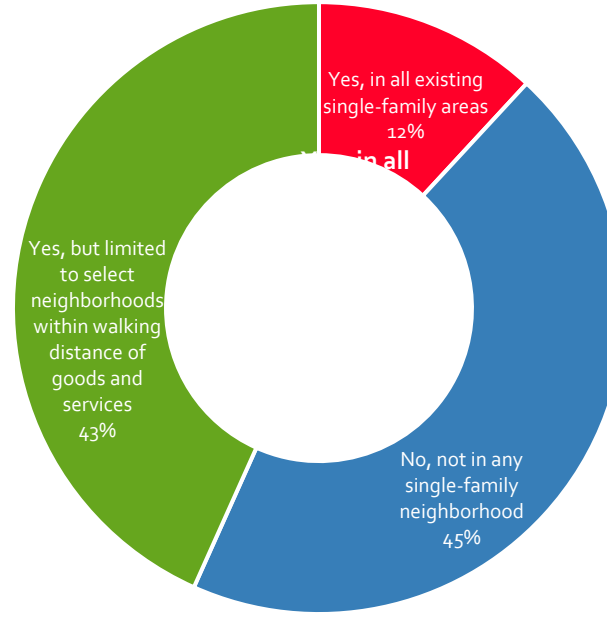
Total: 28

## 30-59 Years



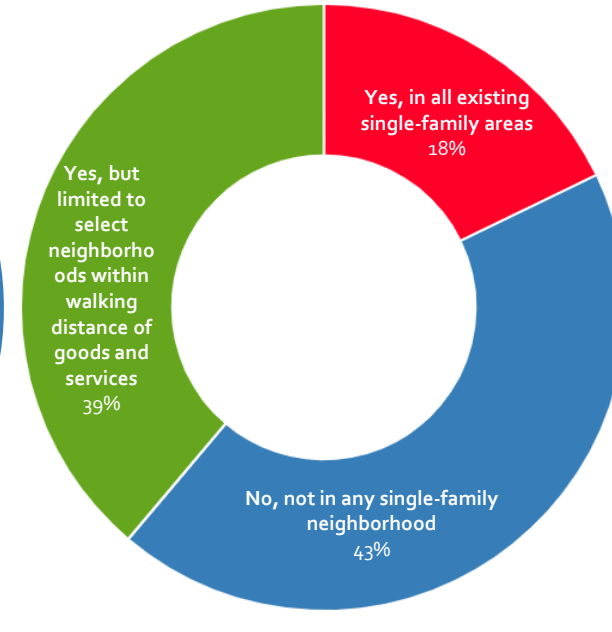
Total: 371

## 60 Years and Over



Total: 261

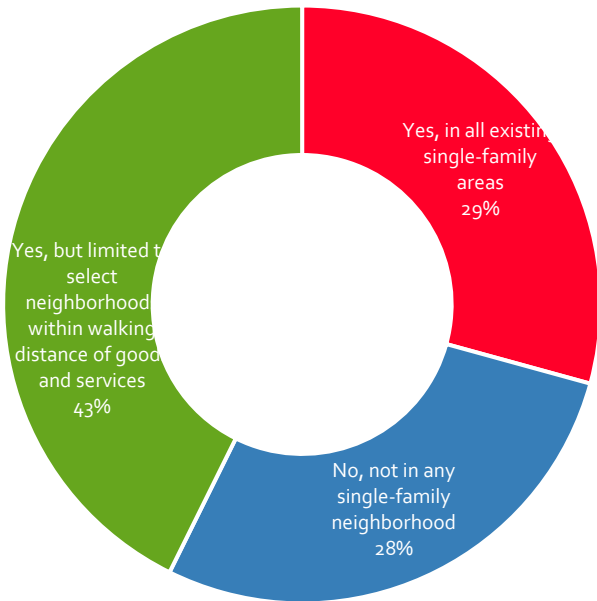
## All



Total: 814

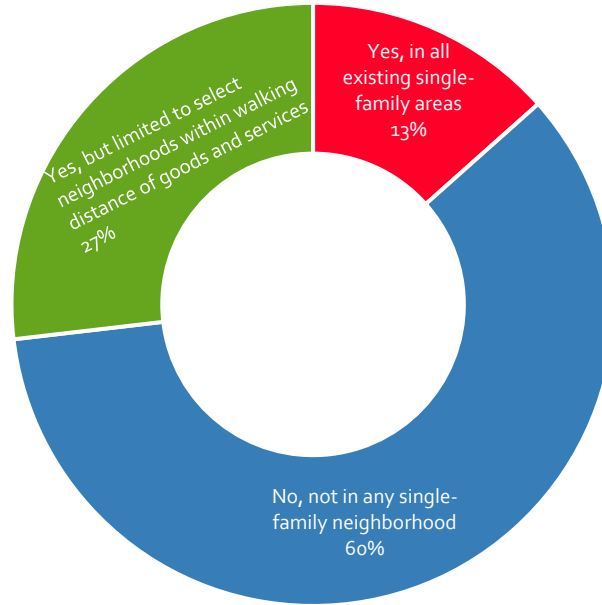
# Results by Race/Ethnicity

## Hispanic/Latino



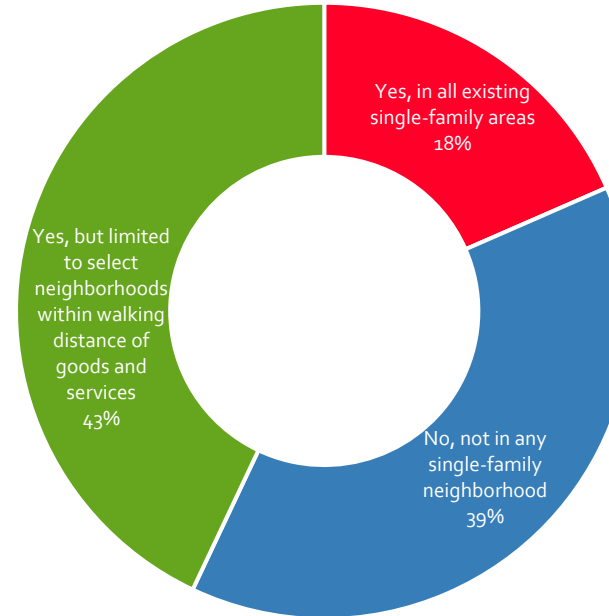
Total: 82

## Non-White/Hispanic/Latino (Asian/Asian American, Black/African American, Central/South American Indigenous, Native American/Alaska Native, Native Hawaiian/Pacific Islander, Two or More Races, Other)



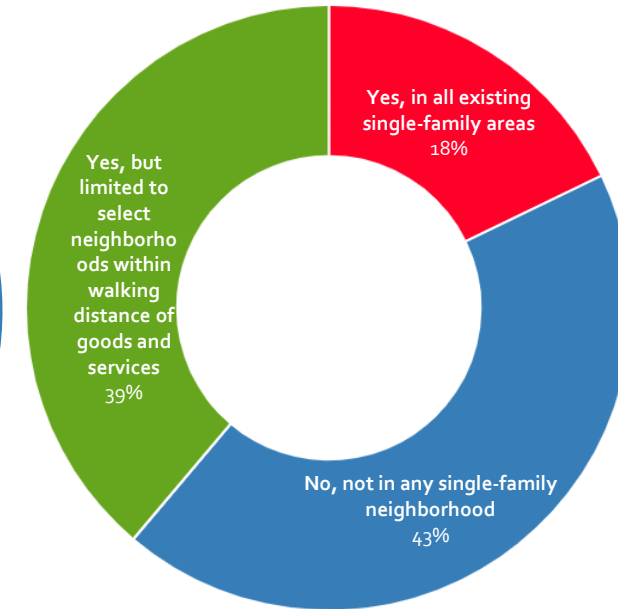
Total: 149

## White



Total: 477

## All



Total: 814