



Technical Assistance
for Local Planning
HOUSING

Community Survey Template Training & Overview

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Training Overview

- Goals and purpose
- Survey template outline
- Accessing survey template
- Guidelines for survey implementation
- Accessing survey data
- Recommendations for analysis
- Research considerations and limitations

Goal & Purpose



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Goal and Purpose

- ABAG's Regional Housing Technical Assistance (RHTA) program aims to assist local jurisdictions in adopting and implementing compliant Housing Elements.
- As part of that effort, [EMC Research](#) has worked with ABAG to develop a survey template for local governments to use to better understand their communities.
- This presentation provides an overview of the survey template, instructions for accessing the template and data, as well as recommendations, considerations, and limitations when administering the survey and analyzing future survey data.
- Please note that the language used throughout the survey is survey tested and standardized, but may not always be through the equity lens used in your jurisdiction.

Survey Template Outline



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Survey Template Outline

- Introduction
- Mood/warm-up
- Top of mind concerns and reasons for optimism
- General issue concerns/priorities
- Housing availability and cost
- Housing attitudes/perceptions of need
- Support for housing types
- Support for housing policies
- Demographics

The questions in the survey template are based on extensive research conducted throughout California, and in the Bay Area. All the language used has been tested previously and based on recommended language standardization.

Intro & Warm Up

Goal of question set:

- Understand how members of your community are feeling about the direction of the local area. This helps put the rest of the survey results into context.
- Hear in their own words what things members of the community are excited about, and what things concern them.
- Note that these questions are not yet specific to housing, so these questions are intended to provide overall awareness of the mood of the community.

These are open-ended questions that will allow survey respondents to type their answers into a text box.

Do you feel that things in the your local area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction

Wrong Track

Don't Know

What do you think are the most important problems facing your local area today?

Thinking about the future of your neighborhood, what gives you cause for **optimism**?

Thinking about the future of your neighborhood, what are you most **concerned** about?

Issue Concerns

Goal of question set:

- Measure concern for housing availability and cost of housing
- Understand how concern about housing compares to concerns about other issues facing the area

In addition to concern about “housing availability” and “the cost of housing” you will see questions on the same scale that measure concern about these issues as well:

- “Climate change”
- “Crime and public safety”
- “Public education”
- “Reliable transportation”
- “Homelessness”
- “Jobs and the economy”
- “Water supply”
- “COVID-19”
- “Traffic”
- “Parking”

The following is a list of issues facing your local area. Please indicate how concerned you are about each of the following items using a scale of very concerned, somewhat concerned, not that concerned, or not at all concerned.

How concerned are you about housing availability?

Very concerned

Somewhat concerned

Not that concerned

Not at all concerned

Don't know

How concerned are you about the cost of housing?

Very concerned

Somewhat concerned

Not that concerned

Not at all concerned

Don't know

Housing Availability and Cost

Goal of question set:

- Measure perception of housing availability and cost of housing in your local area

Thinking about **housing** in your local area, **compared to a year ago** is it...

Much easier to find a place to live

Somewhat easier to find a place to live

About the same

Somewhat harder to find a place to live

Much harder to find a place to live

Don't Know

And thinking about the **cost of housing** in your local area, **compared to a year ago** is it...

Much less expensive to find a place to live

Somewhat less expensive to find a place to live

About the same

Somewhat more expensive to find a place to live

Much more expensive to find a place to live

Don't Know

Housing Attitudes

Goal of question set:

- Measure attitudes toward housing
- Understand how perceived concerns about personal housing situation differs, or not, from concern about housing for others

Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

I am concerned about finding an affordable place to live for myself.

Strongly Agree

Somewhat Agree

Somewhat Disagree

Strongly Disagree

Don't Know

I am concerned about low-income and disadvantaged families being able to find an affordable place to live.

Strongly Agree

Somewhat Agree

Somewhat Disagree

Strongly Disagree

Don't Know

Support for Housing Types

Goal of question set:

- Measure support for a variety of housing types
- Ahead of introducing specific housing policies, this helps respondents begin to visualize the type of housing that could be in their neighborhood

In addition to measuring support for “more housing in your neighborhood” you will see questions on the same scale that measure support for these housing types as well:

“higher density housing near jobs and transit in your local area”

“more low-income housing in your local area”

“more workforce housing in your local area”

“more market rate housing in your local area”

Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following in your local area.

Do you strongly support, somewhat support, somewhat oppose, or strongly oppose more housing in your neighborhood?

Strongly Support

Somewhat Support

Somewhat Oppose

Strongly Oppose

Don't Know

Support for Housing Policies

Goal of question set:

- Measure support for a range of housing policies
- If a particular housing policy does not apply to your local jurisdiction, we can remove it from your survey

In addition to measuring support for “making it faster and easier to build more housing at all income levels” you will see questions on the same scale that measure support for these policies as well:

“Protecting tenants and low-income communities from unjust evictions and limiting annual rent increases”

“Making sure that current affordable housing continues to stay affordable to those who need it”

“Changing the zoning in single family home neighborhoods to allow duplexes, triplexes, and fourplexes”

“Building housing in areas that are already zoned for commercial office and retail development”

Next you will read a list of potential proposals around housing policy in your local area. Please indicate whether you support or oppose that proposal.

Creating more housing by making it faster and easier to build more housing at all income levels

1 – Strongly oppose

2

3

4

5

6

7 – Strongly support

Don't know

Demographic Questions

Goal of question set:

- Collect aggregate data on the demographics of the community.
- This data can be used in analysis to crosstab against other questions in the survey.
- Note that this data is self-reported and can only be used to describe respondents who self-selected to take the survey. It should not be considered representative of the broader community.

Self-reported demographic questions include:

- Home ownership status
- Current housing type
- Length of residency at current address
- Percent of household income spent on housing
- Job status
- Political ideology
- Education level
- Ethnicity
- Gender
- Age

The last questions are for statistical purposes only.

Accessing the Survey Template



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Instructions for Receiving the Template

- To receive unique survey links for your community - please send an email to rhtasurvey@emcresearch.com with the name of your jurisdiction.
- The survey has been translated into Spanish, simplified Chinese, Vietnamese, Tagalog.
- Your unique survey link will be available via Box.

Guidelines for Survey Implementation



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Recommended Approach

- By design, this survey is not statistically representative of a larger community or population. The attitudes expressed are that of those who chose to participate in the survey.
- Distribute the survey link in a variety of ways to maximize participation.
- Do not force anyone to take the survey.
- Plan to make the survey available for 2-3 weeks.
- Have a point of contact that will handle distribution, monitor incoming data, and field any technical issues.
- EMC Research is available as a resource to you during this process! However, we cannot administer the survey directly. Our contact information is available at the end of this presentation.

Ideas for Survey Outreach

- Consider casting a wide net when distributing the survey link. This will maximize the number of completed surveys you receive back. Some ideas for where to post the survey include:
 - City website
 - Nextdoor
 - Official social media pages (e.g. Facebook, Twitter)
 - Announcements at public meetings
 - Email newsletters

Survey Languages and Distribution

- Respondents will have the option to “toggle” the survey into the language of their choice.
- We recommend outreach, announcements, and invitation materials be translated into multiple languages to increase participation.
- EMC Research can connect you with a translation agency if needed.

Accessing the Survey Data



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Data Access

- After your survey has been available for 2-3 weeks, send an email to rhtasurvey@emcresearch.com to notify us that you'd like your survey link to close.
- We will then provide a data file in Microsoft Excel format.
- The data file will be available and uploaded to your jurisdiction's Box folder.

Recommendations for Analysis



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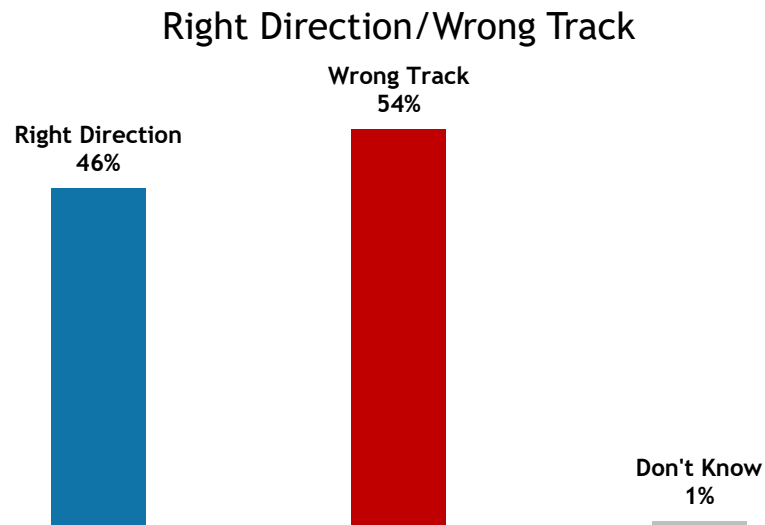
Snapshot of Data View

- Each respondent is shown in the “rows” and the questions are in the “columns”

	A	B	C
1	StartDate	ResponseId	Q1
2	1/18/2022 14:51	R_0ulbqAdzvc2evBQ	Don't Know
3	1/18/2022 14:51	R_efzLhxG5wLbSUPY	Don't Know
4	1/18/2022 14:51	R_cA1QnpiFCA5U8JO	Wrong Track
5	1/18/2022 14:51	R_e4IV4vFEfEDLMDI	Don't Know
6	1/18/2022 14:51	R_3jurtmAETJseoWW	Wrong Track
7	1/18/2022 14:51	R_3Ff6TjUH3zCfSei	Wrong Track
8	1/18/2022 14:51	R_9smyxFqL45mlitM	Wrong Track
9	1/18/2022 14:51	R_07ej0BLt5eP1IE	Wrong Track
10	1/18/2022 14:51	R_07C0R3xKaw9Y43s	Right Direction
11	1/18/2022 14:51	R_5cAmodityffdFHS9U	Wrong Track
12	1/18/2022 14:51	R_cTi0hDwkDwEwn66	Right Direction
13	1/18/2022 14:51	R_eKIMc9QnHIIUPky	Don't Know
14	1/18/2022 14:51	R_cD9ynuQHJybJS5pQ	Right Direction
15	1/18/2022 14:51	R_e9FUgja0vU3cuJE	Don't Know
16	1/18/2022 14:51	R_a3o326g77YxZt30	Right Direction
17	1/18/2022 14:51	R_e9x3WFgwAkdqMbl	Right Direction
18	1/18/2022 14:51	R_8pKxezeveKEFK3I	Wrong Track

Analyzing Intro & Warm-up

Right Direction	46%
Wrong Track	54%
Don't Know	1%

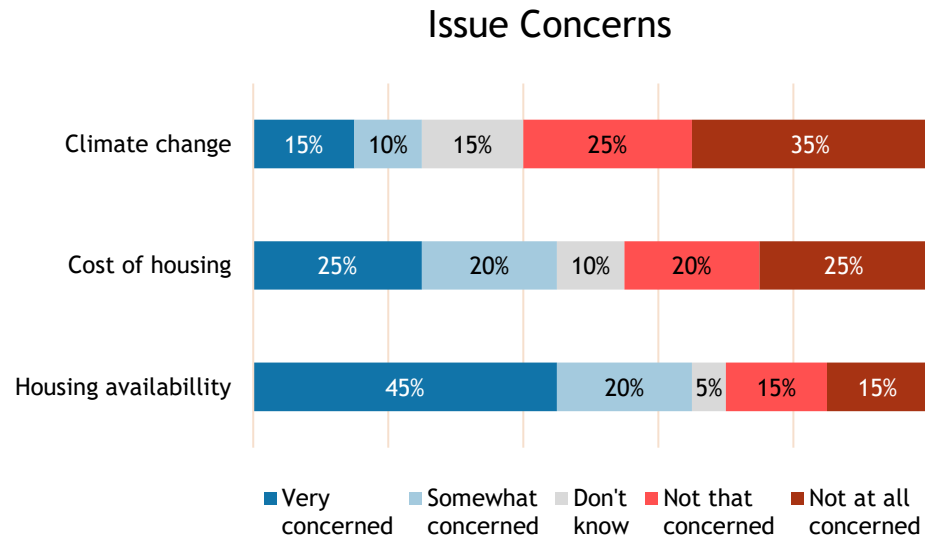


Ideas for analysis:

- Using the Excel file we will provide, copy data you want to visualize into another sheet or file. Select the labels and the responses and find the “Charts” box under the “Insert” menu. This is a 2-D column chart.
 - You can easily create a bar chart as pictured here. To add labels, right-click any of the bars, select “Add data labels,” navigate to “Label Options,” and check the “Category Name” and “Value” boxes. With that done, feel free to remove other labels, axis scales, or gridlines as you choose.
- For open-ended questions, look out for similar responses that could be combined under a broad label. It’s best to analyze these responses as categories, not as individual responses.
 - For example, you should group together people who mention COVID-19, even if they use slightly different language each time.
 - Alternatively, you could use wordart.com to display commonly-repeated words as a graphic.

Analyzing Issue Concerns

	Very concerned	Somewhat concerned	Don't know	Not that concerned	Not at all concerned
Housing availability	45%	20%	5%	15%	15%
Cost of housing	25%	20%	10%	20%	25%
Climate change	15%	10%	15%	25%	35%



Ideas for analysis:

- Add up the number of respondents who answer either “very concerned” or “somewhat concerned” and compare it to the sum of those who answered “not that concerned” or “not at all concerned.”
 - You can make this chart in the same way you made the last one. Just use a stacked 2-D bar chart—it’s in the same menu as the chart from the last slide! Don’t forget to add data labels by right-clicking on each type of bar (“Very concerned,” “Somewhat concerned,” etc.) and selecting “Add data labels.”
 - You might have to select the chart, go to “Chart Design,” and “Switch Row/Column” if the scale shows up at the end of each bar, rather than as the legend.
- Pay attention to how many respondents said they were “very concerned” or “not at all concerned.”
 - Looking at the total level of concern as well as the intensity of that concern might help some issues stand out from the rest.

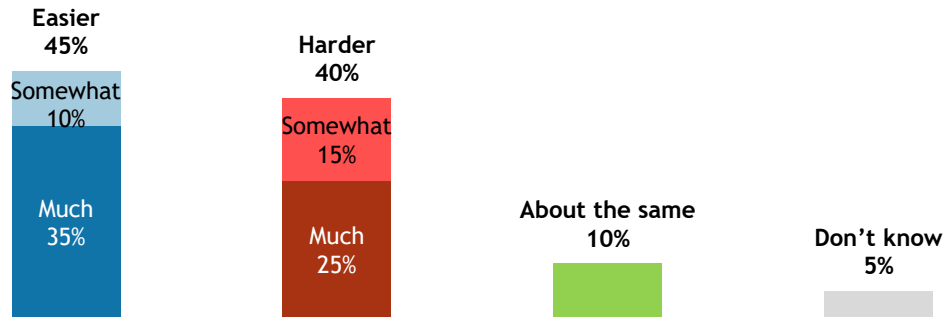
Analyzing Housing Availability and Cost

	Much	Somewhat	Total
Easier	35%	10%	45%
Harder	25%	15%	40%
About the same	10%		10%
Don't know	5%		5%

Ideas for analysis:

- Look at the intensity of the data. Do respondents feel as though there have been big changes (“much easier”/“much harder” and “much less expensive”/“much more expensive”) or small ones?
- If a large proportion of respondents answer “don’t know,” then this might suggest that this is not something they think about often.
- You can make a chart similar to the issue concerns to compare these side-by-side! Alternatively, the chart pictured here is called “Stacked Column” under the “2-D Column section.” Labels have been added to each bar. There will be a large “Total” bar on top of each—just change their fill color to “No fill.”

Ease of Finding Housing

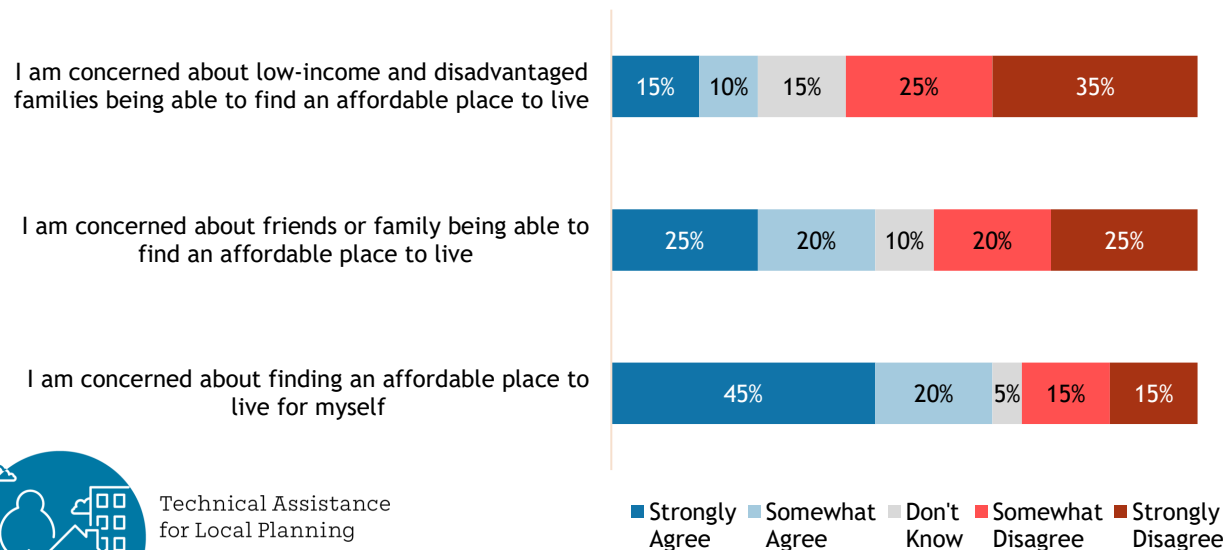


Analyzing Housing Attitudes and Housing Types

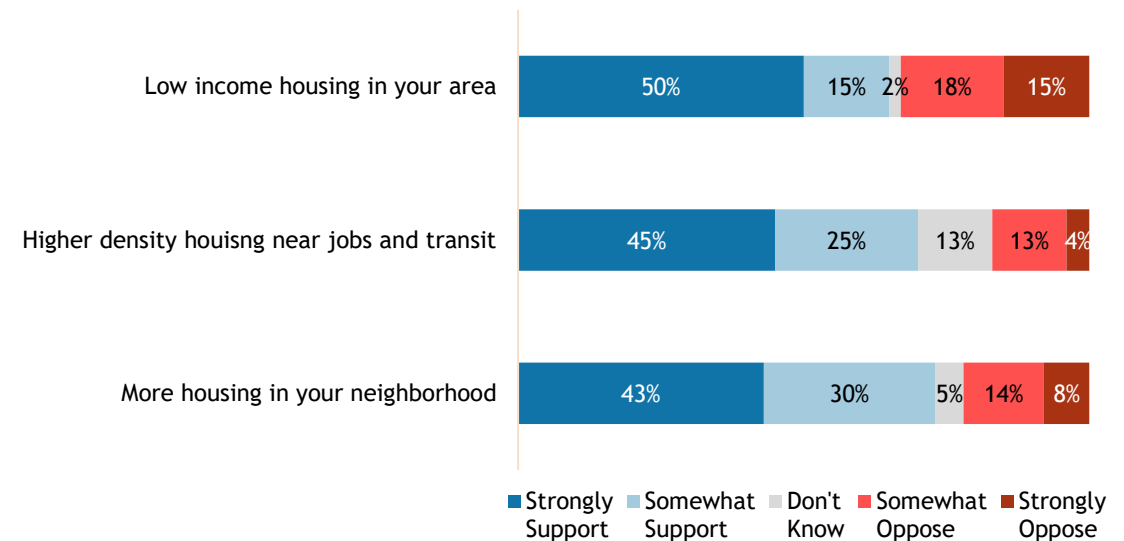
Ideas for analysis:

- These can be analyzed much in the same way issue concerns were. All questions in each section use the same scale, which makes comparisons easier.
- Consider sorting the housing attitude statements by the proportion of respondents who agree with them (or strongly agree with them) to find patterns, then do the same for the housing type support questions.

Housing Attitudes



Support for Housing Types



Analyzing Support for Housing Policies

Ideas for analysis:

- Use a stacked 2-D bar chart to visualize the distribution of responses.
- Calculate the average number value of support for each question.
 - Take the *number* of respondents who gave each number, multiply by that number (“Don’t know” can be a 4), and then divide the total by the total number of respondents.

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Value	# of respondents	Value times the #
1	25	25
2	21	42
3	12	36
4	8	32
5	16	80
6	28	168
7	51	357
Don't know	7	28
SUM:	168	768
AVG:		4.57

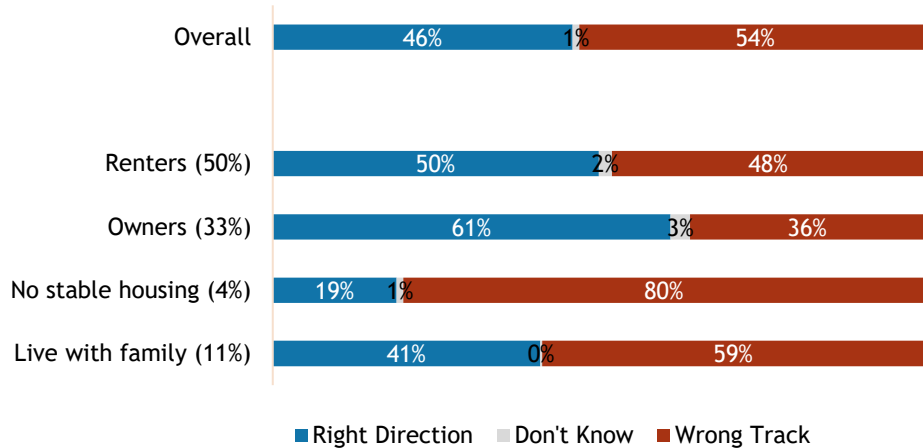
168 is the total number of respondents, while 768 is the total of “rating-adjusted” respondents

12 (the number of respondents who said ‘3’) times 3

768 divided by 168 (the total number of respondents)

Analyzing Demographic Questions

RD/WT by Subgroups



Ideas for analysis:

- Look at answers to previous questions among a certain subgroup only. For example, you can open the Excel file of responses and select the whole top row, click the “data” menu, and create a filter. Then you can pick a column containing a variable (for example, home type) and filter to only show responses from duplexes.
 - This will allow you to compare how newer residents perceive housing availability or how homeowners feel about increasing tenant protections.
- Once you have data for just a subgroup, you can compare against the overall data or another subgroup!
- Make sure you consider how much of the overall group each subgroup represents. If there are only a few responses from renters, then analyzing those results will have a larger margin of error than a subgroup with a lot of respondents in it.
- The chart pictured here is similar to the other stacked 2-D bar charts you’ve seen, but with a blank row to separate the overall data from the subgroups.

Research Considerations and Limitations



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Research Considerations and Limitations

- As previously noted, the responses in this survey reflect only those who chose to take the survey. Data cannot be generalized to a broader population.
- Depending on the final sample size (i.e. the number of completed surveys received), it may be difficult to draw any quantitative conclusions. Therefore, consider the data as a qualitative tool.
 - Qualitative research is the collection and analysis of non-numeric data. In this context, it means drawing conclusions based on individual survey responses.
 - Quantitative research is the collection and analysis of numerical data. In this context, it means drawing conclusions based on patterns, averages, and combined responses.

Thank You.

For programming questions:

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Appendix



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Complete survey questionnaire

Online Survey

[INSERT GEOGRAPHY]

DRAFT 11/18/21

EMC Research #21-8325

Thank you for participating in this survey about issues facing your area. This survey will take about 5 minutes to complete.

1. Do you feel that things in the your local area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?
 1. Right Direction
 2. Wrong Track
 3. Don't Know
2. What do you think are the most important problems facing your local area today? **(OPEN END)**
3. Thinking about the future of your neighborhood, what gives you cause for **optimism?** **(OPEN END)**
4. Thinking about the future of your neighborhood, what are you most **concerned** about? **(OPEN END)**

5INT. The following is a list of issues facing your local area. Please indicate how concerned you are about each of the following items using a scale of very concerned, somewhat concerned, not that concerned, or not at all concerned.

SCALE:

1. Very concerned
2. Somewhat concerned
3. Not that concerned
4. Not at all concerned
5. Don't know

(RANDOMIZE)

5. Housing availability
6. The cost of housing
7. Climate change
8. Crime and public safety
9. Public education
10. Reliable transportation
11. Homelessness
12. Jobs and the economy
13. Water supply
14. COVID-19
15. Traffic
16. Parking

(END RANDOMIZE)

17. Thinking about **housing** in your local area, **compared to a year ago** is it...
1. Much easier to find a place to live
 2. Somewhat easier to find a place to live
 3. About the same
 4. Somewhat harder to find a place to live
 5. Much harder to find a place to live
 6. Don't Know
18. And thinking about the **cost of housing** in your local area, **compared to a year ago** is it...
1. Much less expensive to find a place to live
 2. Somewhat less expensive to find a place to live
 3. About the same
 4. Somewhat more expensive to find a place to live
 5. Much more expensive to find a place to live
 6. Don't Know

19INT. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

SCALE:

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. Don't Know

(RANDOMIZE)

19. I am concerned about finding an affordable place to live for myself.
20. I am concerned about friends or family members being able to find an affordable place to live.
21. I am concerned about low-income and disadvantaged families being able to find an affordable place to live

(END RANDOMIZE)

22INT. Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following in your local area.

SCALE:

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know

(RANDOMIZE)

22. More housing in your neighborhood
23. Higher density housing near jobs and transit
24. More low income housing
25. More workforce housing
26. More market rate housing

(END RANDOMIZE)

27INT. Next you will read a list of potential proposals around housing policy in your local area. Please indicate whether you support or oppose that proposal.

SCALE:

1. 1 – Strongly oppose
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Strongly support
8. Don't know

(RANDOMIZE)

27. Creating more housing by making it faster and easier to build more housing at all income levels
28. Protecting tenants and low-income communities from unjust evictions and limiting annual rent increases
29. Making sure that current affordable housing continues to stay affordable to those who need it
30. Changing the zoning in single family home neighborhoods to allow duplexes, triplexes, and fourplexes
31. Building housing in areas that are already zoned for commercial office and retail development

(END RANDOMIZE)

DEMOS. The last questions are for statistical purposes only.

32. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?
1. Own/buying
 2. Rent/lease
 3. Live with family
 4. No stable housing
 5. Prefer not to respond
33. Do you live in a:
1. Single-family home
 2. Two unit building/(Duplex)
 3. Building with three or four units/(Triplex/Quadplex/Fourplex)
 4. Building with five or more units
 5. Something else
 6. Prefer not to respond

34. How many years have you lived at your current address?
1. Less than 2 years
 2. 2-5 years
 3. 6-10 years
 4. 11-20 years
 5. More than 20 years
 6. Prefer not to respond
35. Approximately what percentage of your household income do you spend on housing?
1. 15% or less
 2. 20%
 3. 25%
 4. 30%
 5. 35%
 6. 40%
 7. 45%
 8. 50%
 9. 55%
 10. 60% or more
 11. Prefer not to respond
36. In terms of your job status, are you:
1. Employed full time
 2. Employed part time
 3. Unemployed or underemployed
 4. Retired
 5. Student
 6. Homemaker
 7. Other
 8. Prefer not to respond

37. Thinking about political issues in the Bay Area, do you generally consider yourself a progressive, liberal, moderate or a conservative?
1. Progressive
 2. Liberal
 3. Moderate
 4. Conservative
 5. Prefer not to respond
38. What is the last grade you completed in school?
1. Some grade school
 2. Some high school
 3. Graduated high school
 4. Technical or Vocational school
 5. Some college or Less than 4-year degree
 6. Graduated college or 4-year degree (BA, Bachelor)
 7. Graduate or Professional Degree (MA, Master's, PhD, MBA, Doctorate)
 8. Prefer not to respond

39. Do you consider yourself to be:
1. Hispanic or Latino
 2. White or Caucasian
 3. African-American or Black
 4. Chinese
 5. Vietnamese
 6. Other Asian
 7. Filipino or Pacific Islander
 8. Biracial or multiracial
 9. Something else
 10. Prefer not to respond
40. Do you identify as male, female, nonbinary, or something else?
1. Male
 2. Female
 3. Nonbinary
 4. Other
 5. Prefer not to respond
41. In what year were you born? **(DO NOT READ CATEGORIES; CODE AS APPROPRIATE)**
1. 1946 or earlier
 2. 1947-1951
 3. 1952-1956
 4. 1957-1961
 5. 1962-1966
 6. 1967-1971
 7. 1972-1976
 8. 1977-1981
 9. 1982-1986
 10. 1987-1991
 11. 1992-1996
 12. 1997-2003
 13. Prefer not to respond