

Housing Element Map-Based Survey Summary

INTRODUCTION

In 2021, the City of Clayton began updating its Housing Element, a mandatory element of the General Plan, to identify goals and policies that will guide long term decision making around housing throughout the City. As part of the planning process, the City conducted an online survey, inviting community members to provide input on preferred uses for a vacant site in Downtown, as well as citywide housing issues and challenges, and possible strategies for the Housing Element update. The input received will help plan for the future, set priorities and create policies for growth in the community over the next eight years. This document summarizes the questionnaire methodology and key findings.

METHODOLOGY AND OUTREACH

The online questionnaire was available from November 3 to December 13, 2021. It included several questions focused on housing issues and challenges, possible strategies and solutions for the City, locations for new housing, the community vision and goals, and optional questions to gather demographic information.

The questionnaire was available in English and was accessible online. The City of Clayton promoted the questionnaire through its website and social media channels, at public meetings and facilities, and through the Concord Clayton Pioneer. City Council Members, Planning Commissioners and community groups were encouraged to share the link on their social media channels and with their email lists as well as colleagues, friends and neighbors.

While survey results should not be interpreted as statistically representative, the results help to identify common and shared themes, concerns and priorities. This document summarizes the survey results and key findings. Appendices provide documentation of the survey questions, responses, and additional comments received.

The survey was accessed over 450 times online, demonstrating a wide reach and successful publication. Fewer people finished the survey or answered every question. All questions were optional. The number of respondents for each question is included below.

KEY FINDINGS

The City of Clayton Housing Element update survey provided insights into community priorities and needs. The following are notable results and themes from the questionnaire results.

- Over half (56%) of respondents said they were in favor of the potential growth increase in housing units in Clayton. Most of those in support of more housing also indicated concerns about possible impacts of growth.

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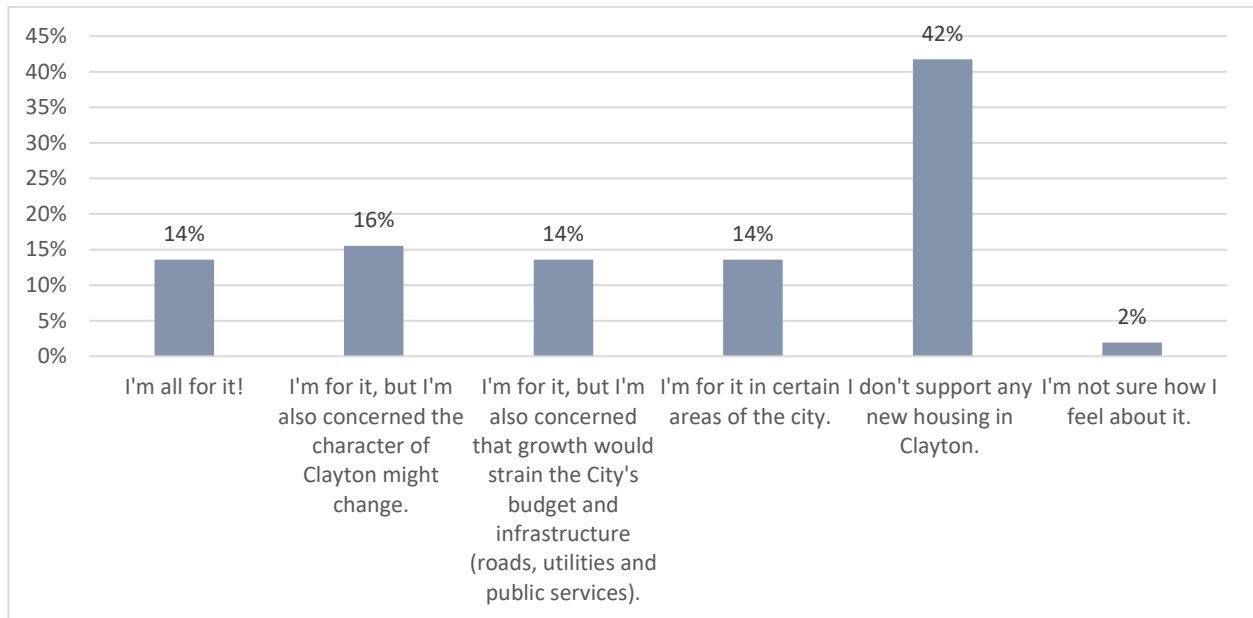
- When asked to rank the importance of housing issues and challenges in the City, respondents listed traffic and congestion (69%), preserving community character (67%), limited infrastructure (65%), and overcrowding (64%) as the top issues with a 10 out of 10 ranking.
- A lack of diverse housing options (34%) and housing supply (30%) were the least important housing issues with several participants ranking these issues 1 out of 10.
- When asked to rank the strategies or solutions that are appropriate for Clayton, participants indicated that supporting homeowners who want to build ADUs or in-law units on single-family lots (38%) and encouraging the rehabilitation of existing housing in older neighborhoods (21%) were the top options with a 10 out of 10 ranking.
- Providing shelters and transitional housing for homeless families and individuals, along with services that help move people into permanent housing (48%) and targeting efforts to address long-term inequities in the housing market (42%) were the least important strategies with several respondents ranking these issues 1 out of 10.
- A quarter of respondents indicated that new housing should blend in with the character of surrounding neighborhoods (25%) and nearly a quarter of respondents said that new housing should be located where it will have the least impact on traffic in Clayton (22%).

FULL SURVEY RESPONSES

INTRODUCTORY QUESTIONS

When asked about new housing growth over half (58%) of respondents said they were in favor of the potential growth increase in housing units in Clayton, while 42% indicated they did not want to see any new housing. Many of those supporting growth indicated concerns, including impacts to community character and increased strain on city infrastructure and budgets, while others supported growth in certain areas of the city.

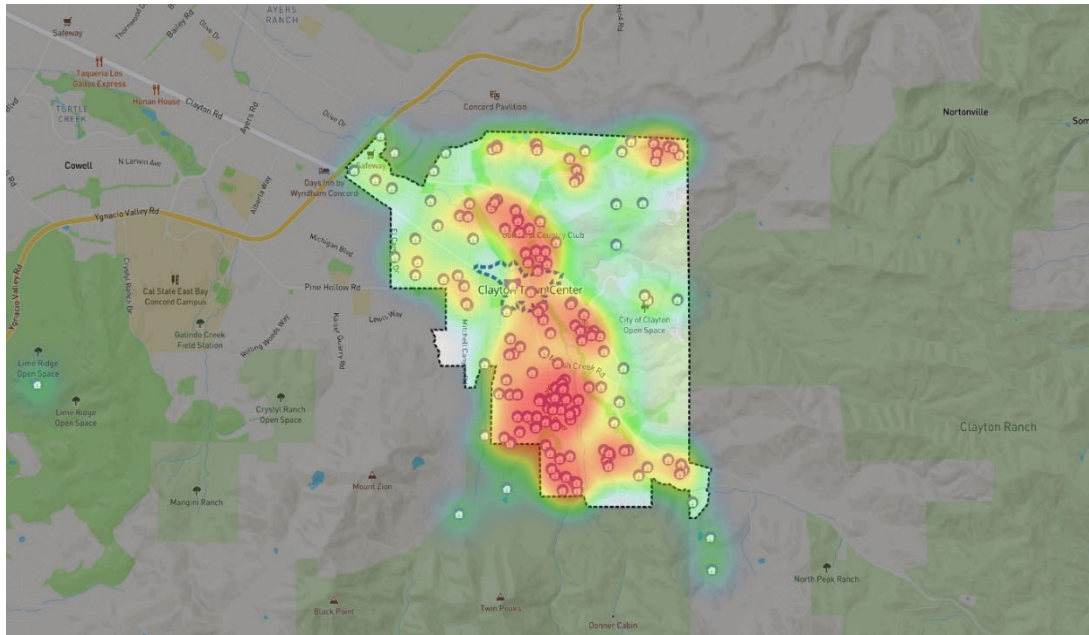
Figure 1: “What do you think about the potential growth increase in housing units in Clayton?”



The first map-based questions asked participants to indicate where they live. This question allows the project team to assess the geographic reach of the questionnaire. Figure 2 below is a “heat map” showing the distribution of respondents. The areas of more intense color (orange and red) indicate a higher concentration of respondents.

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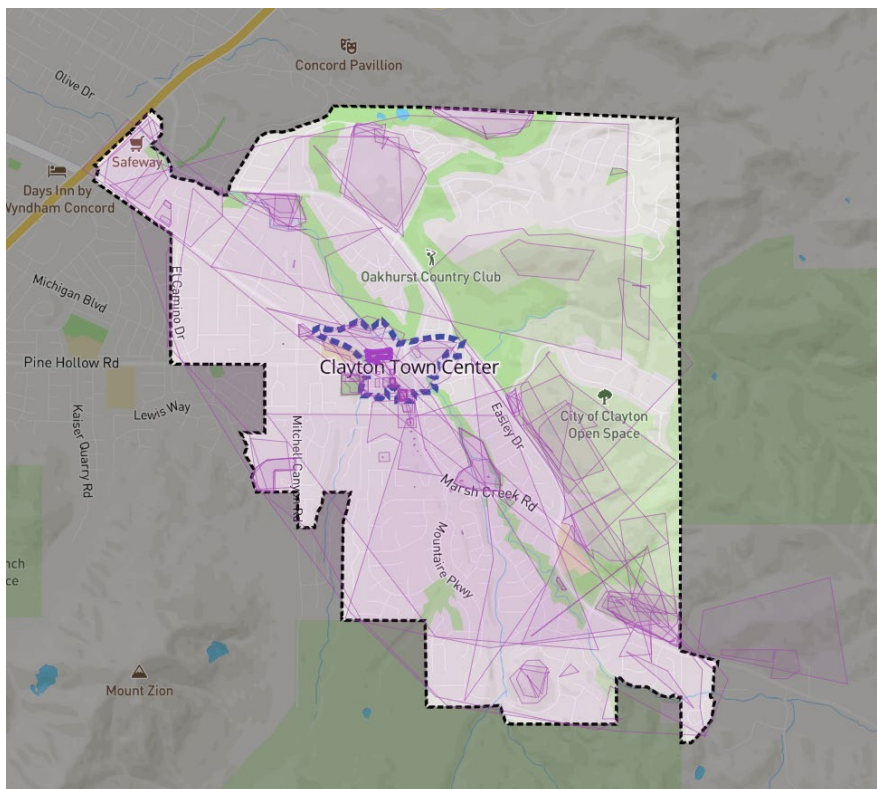
Figure 2: "Where do you live?"



LOCATIONS FOR NEW HOUSING

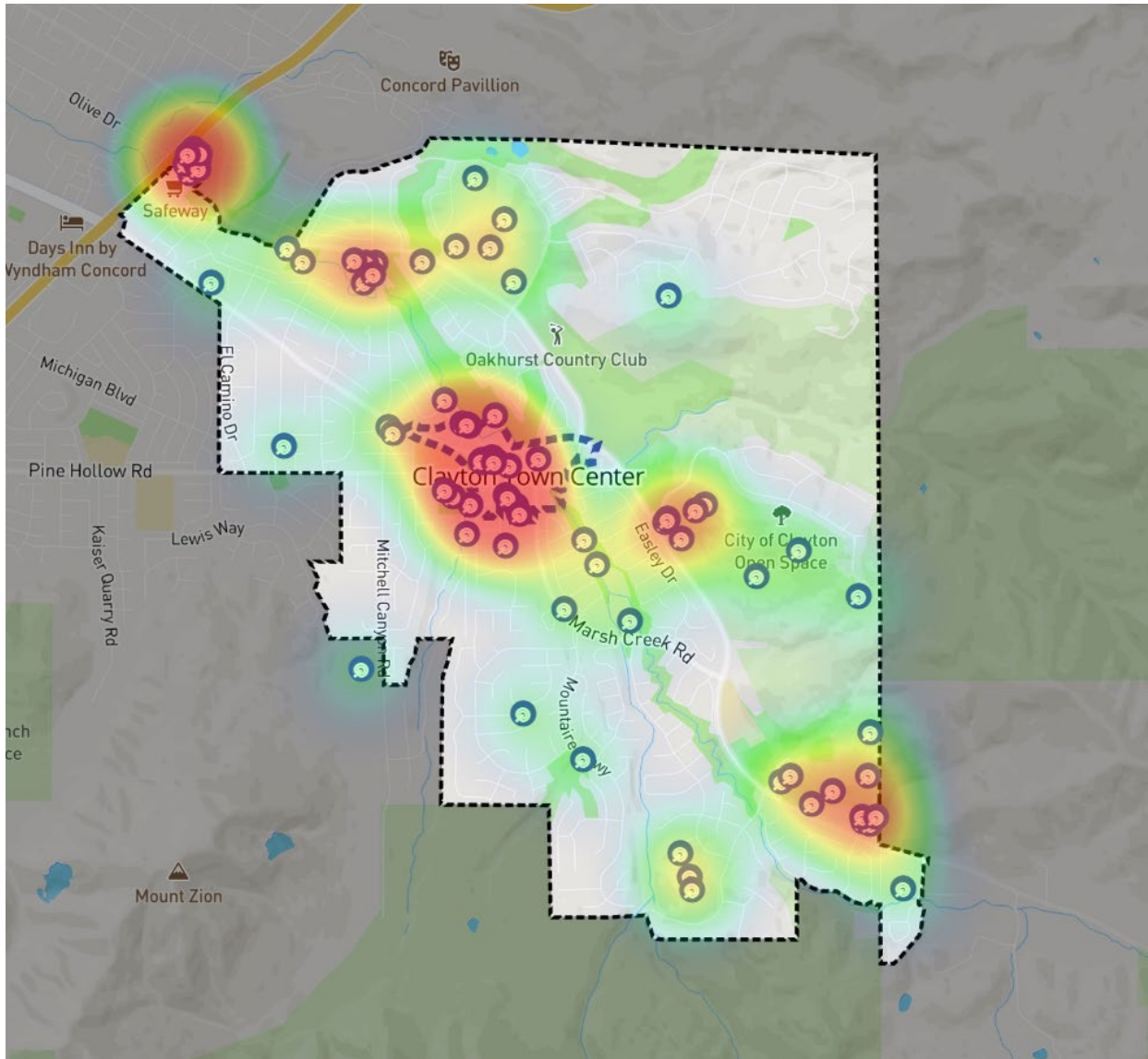
The next two questions asked survey respondents to indicate what general areas and what sites they think would be appropriate for new housing. These are represented by polygons (Figure 3) that people drew, as well as a heat map (Figure 4) that shows specific locations or sites indicated by map pins.

Figure 3: Areas for New Housing



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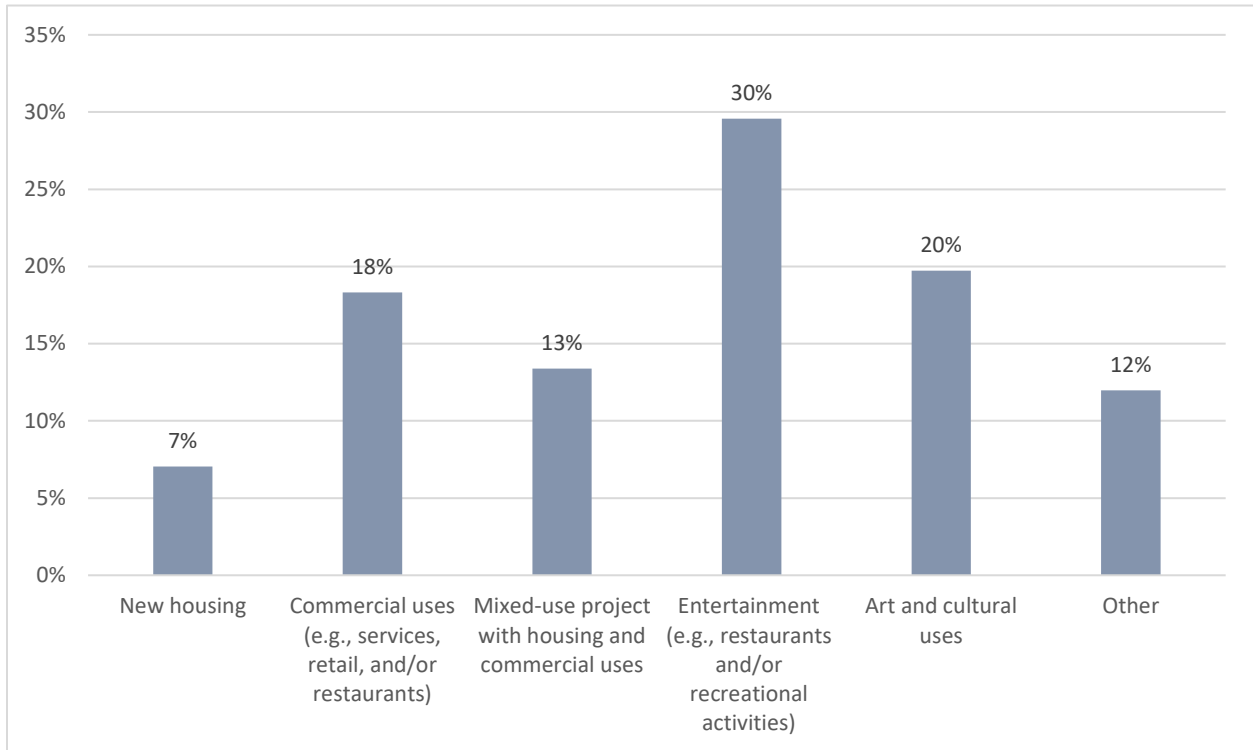
Figure 4: Sites for New Housing



DOWNTOWN SITE

Survey participants were asked to indicate their preferred uses for the vacant City-owned Downtown site. They were able to select from a list of potential land uses and/or submit a photo that illustrated their ideas. Those who answered this question were most supportive of entertainment and commercial uses, specifically mixed-use projects with retail, mixed-use projects with dining, retail uses, and a grocery store.

Figure 5: What would you like to see at the Downtown Site?



Follow-up questions asked about support for specific housing types, commercial uses, and mixed-use projects using photos to illustrate the type of use shown. Of the housing products shown, duplexes and townhomes received the most support (indicated by scores of 8 and above), but each type also received a similar number of “do not support” responses (scores of 3 or below). A score of 5 indicated a neutral position. Results are shown in Figures 6-14 below.

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Figure 6: Support for New Duplexes

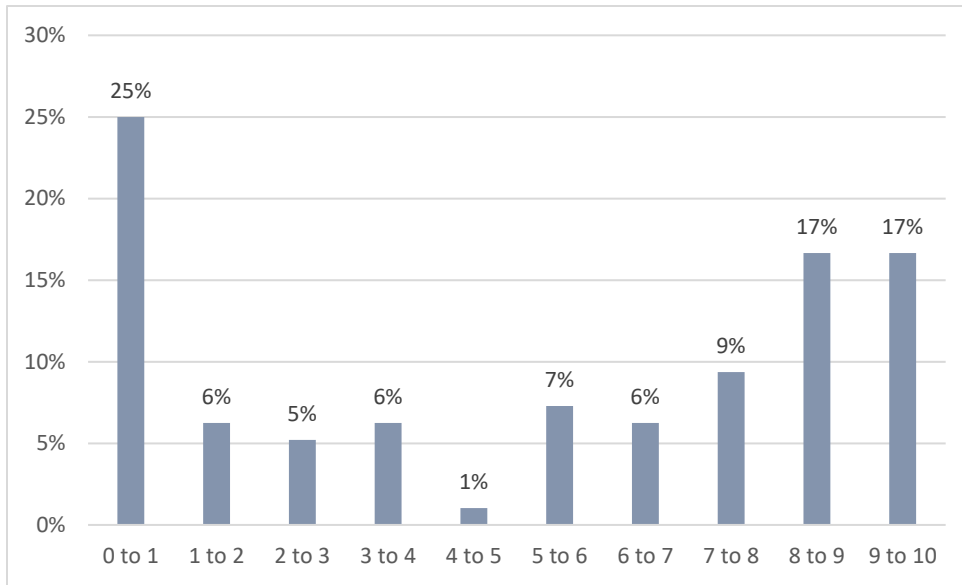
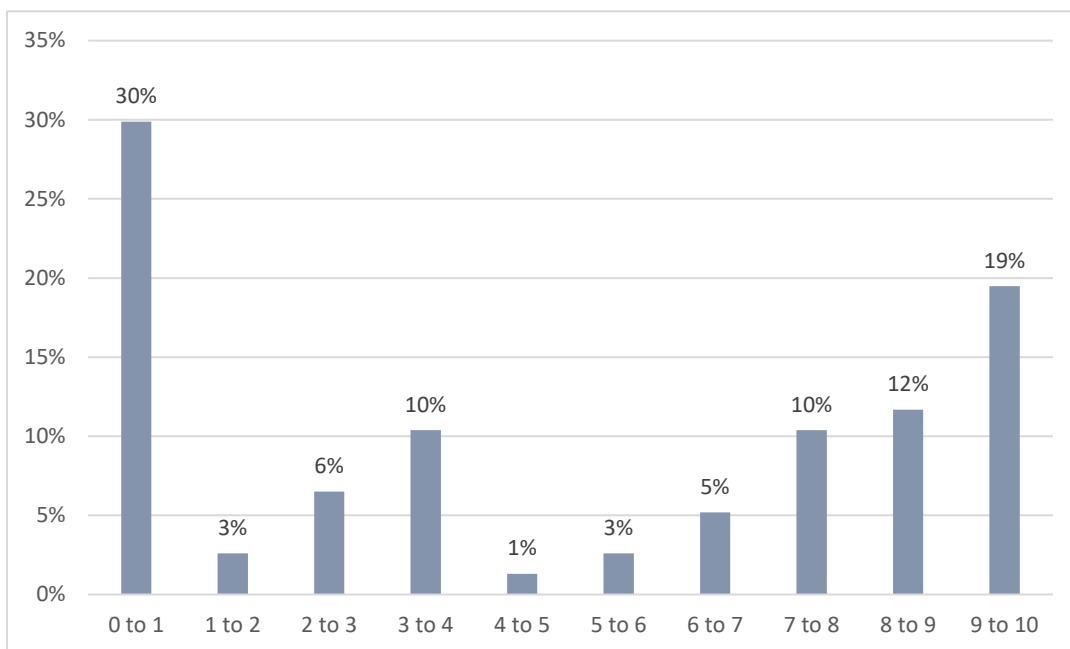


Figure 7: Support for New Townhomes



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Figure 8 Support for New Apartments or Condominiums

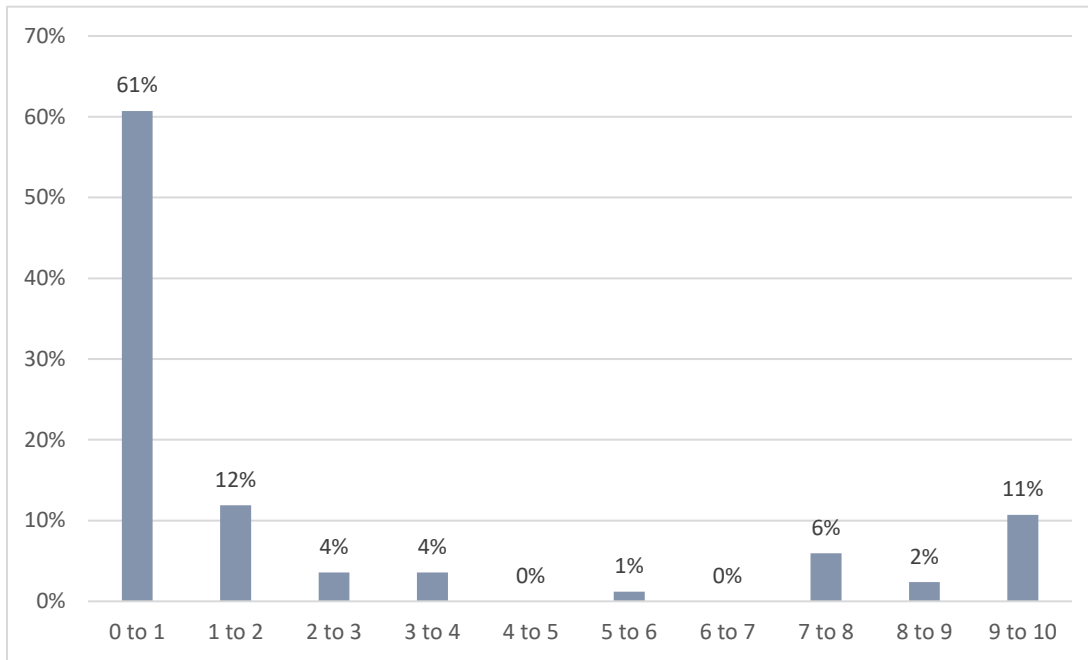
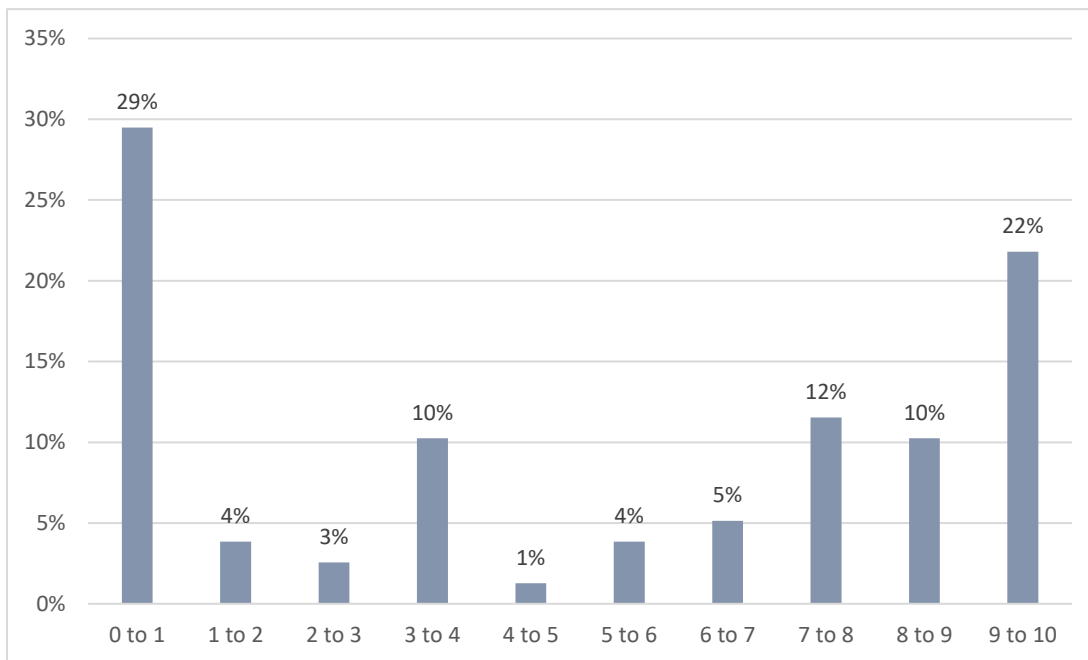


Figure 9: Support for Mixed-Use Housing with Retail



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Figure 10: Support for Mixed-use Housing with Dining

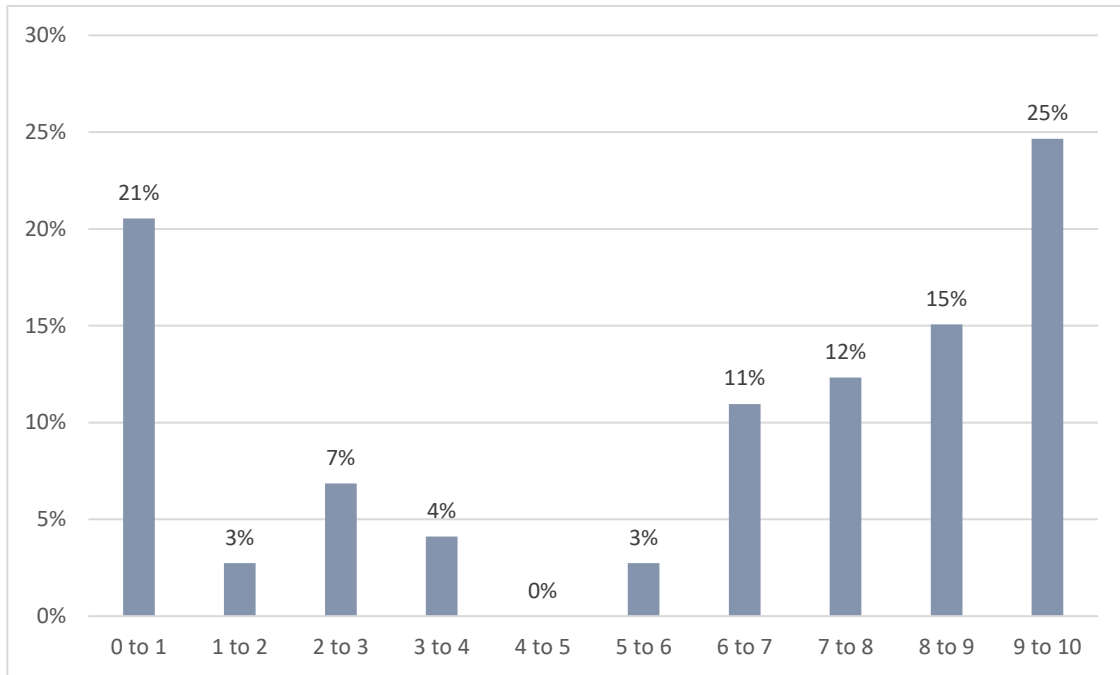
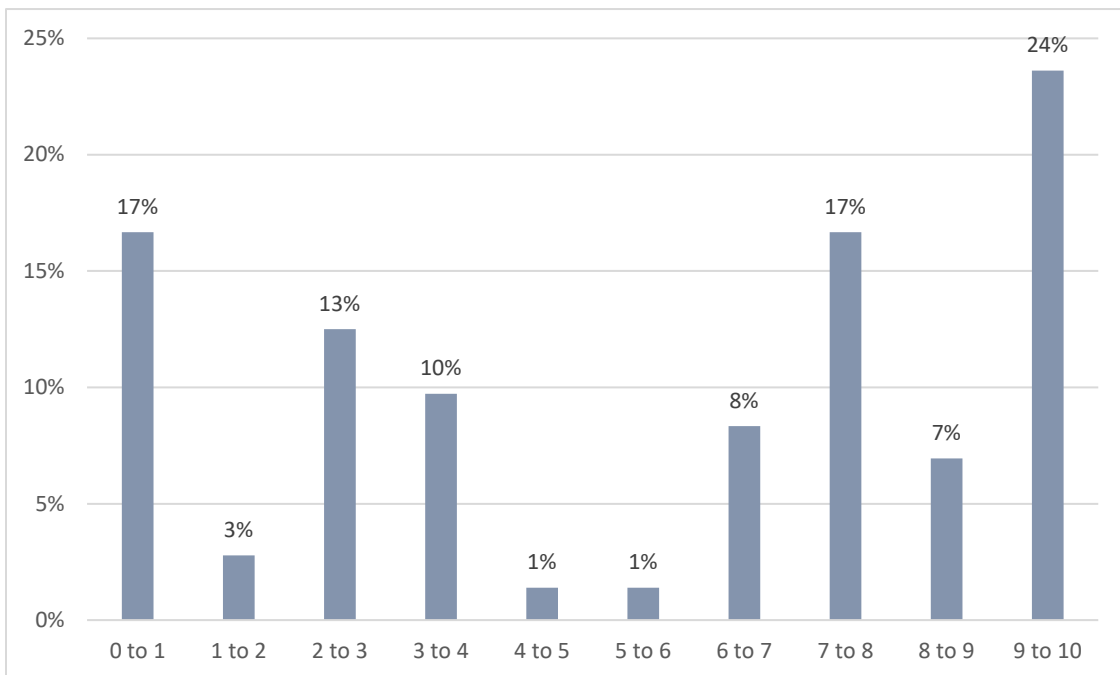


Figure 11: Support for New Retail



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Figure 12: Support for new Commercial (Office) Spaces

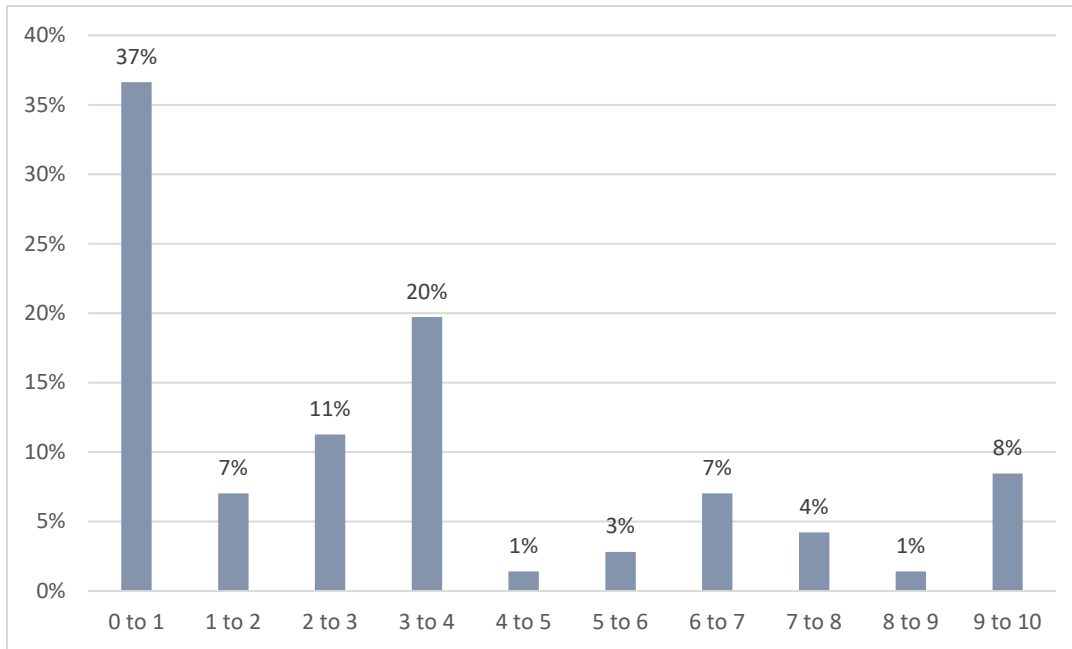
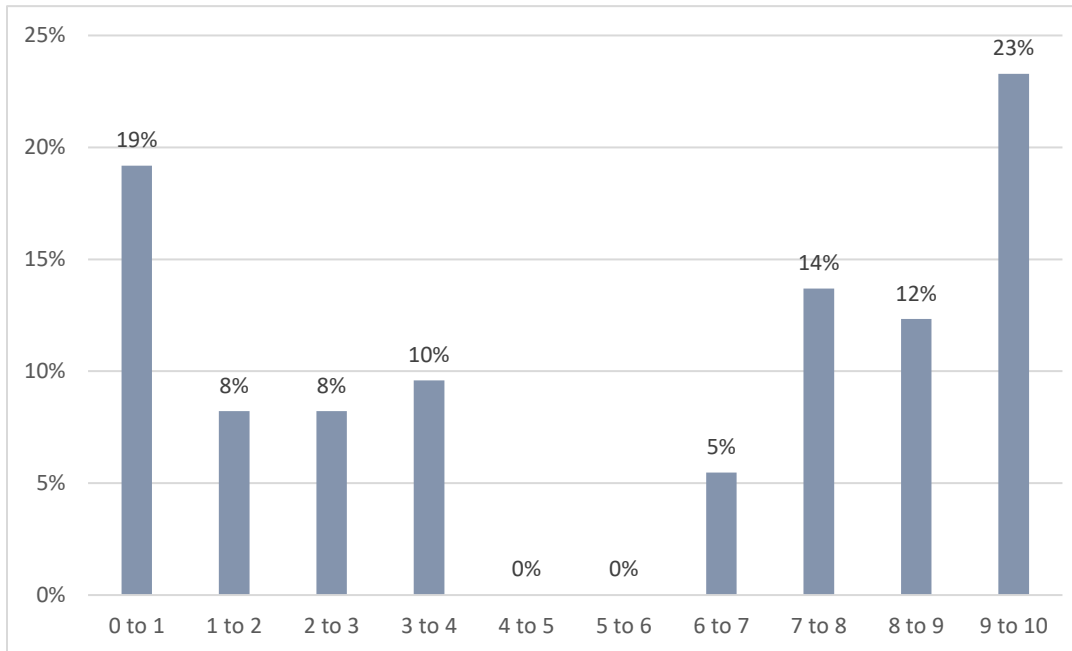
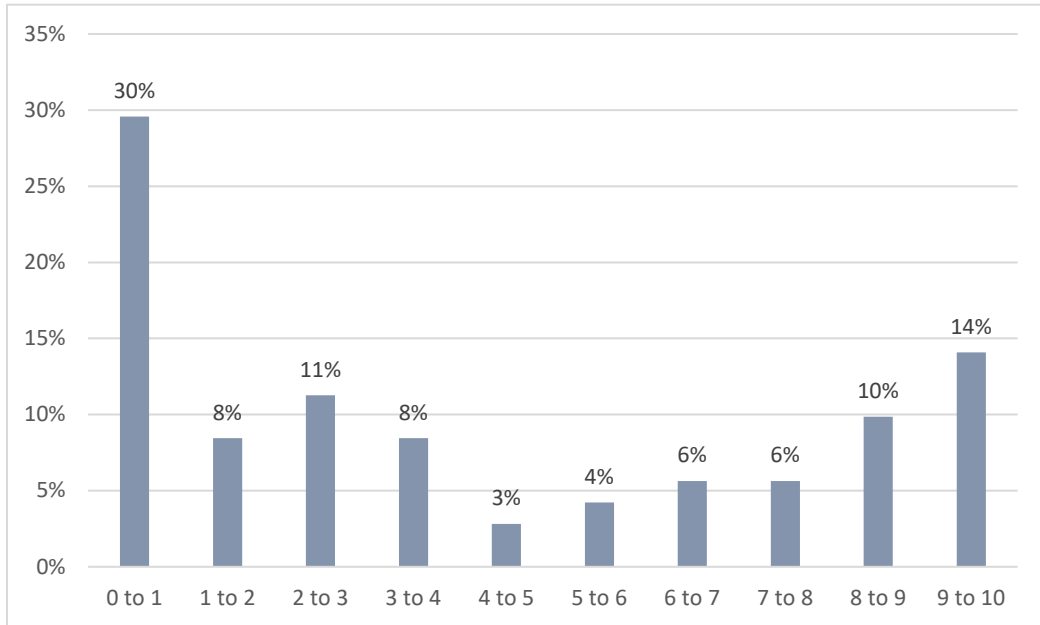


Figure 13: Support for New Grocery Store



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Figure 14: Support for New Entertainment/Arts Center

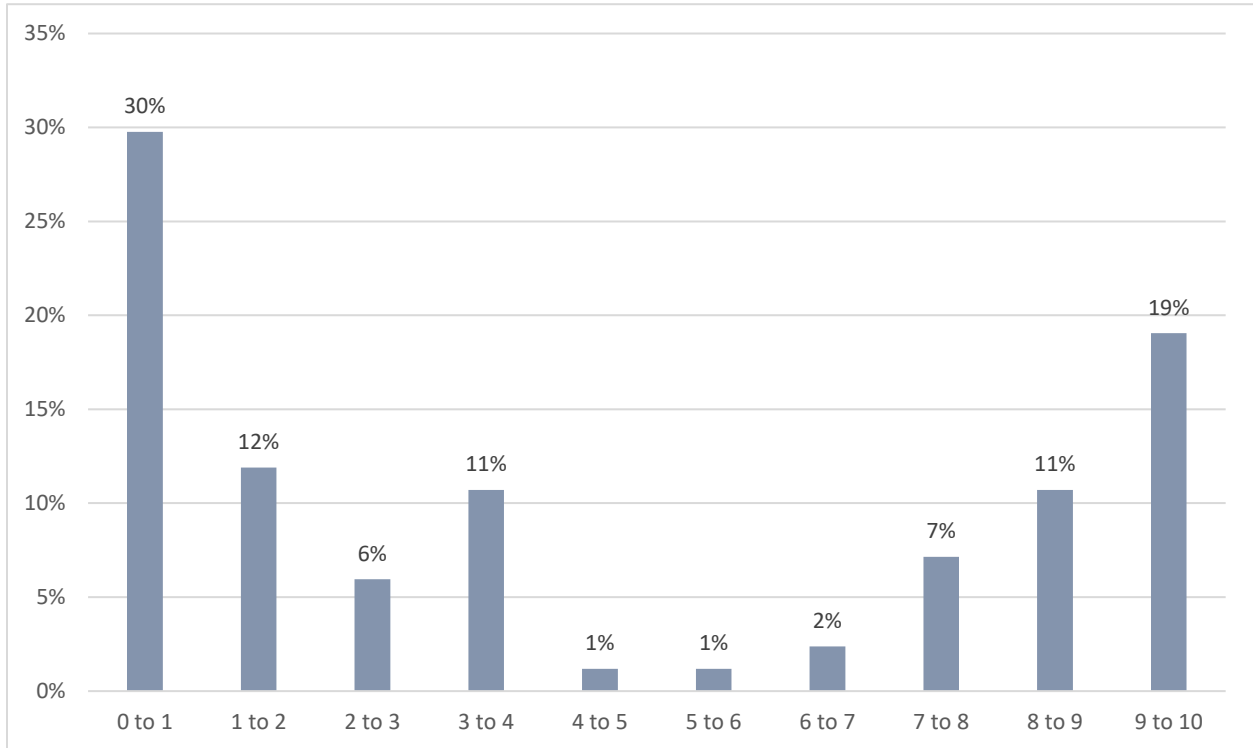


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COMMUNITY VISION AND GOALS

Respondents were asked to indicate the importance of housing issues and challenges in Clayton using sliders ranging from 0 (not at all important) to 10 (very important). If the issue/challenge was neither important nor unimportant to a respondent, the slider would be left at 5. Figures 15 through Figure 24 below illustrate respondent's rankings for each issue

Figure 15: Housing Supply



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Figure 16: Housing Affordability

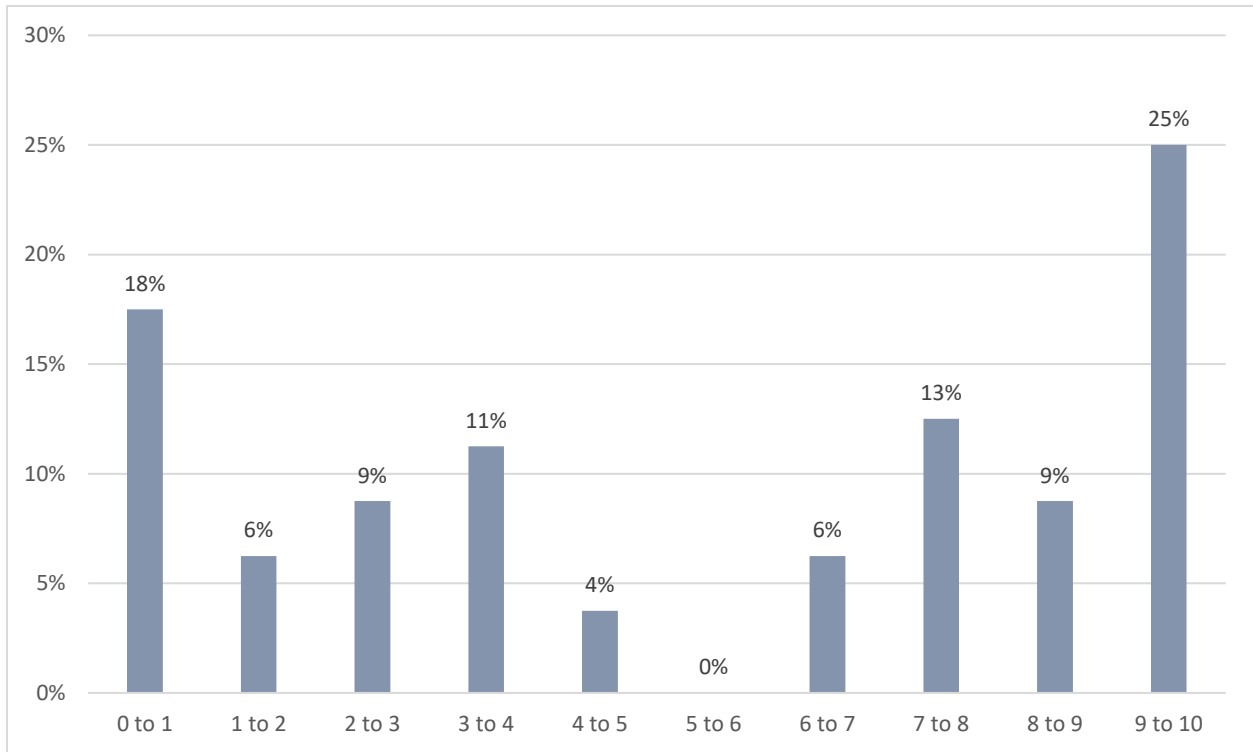
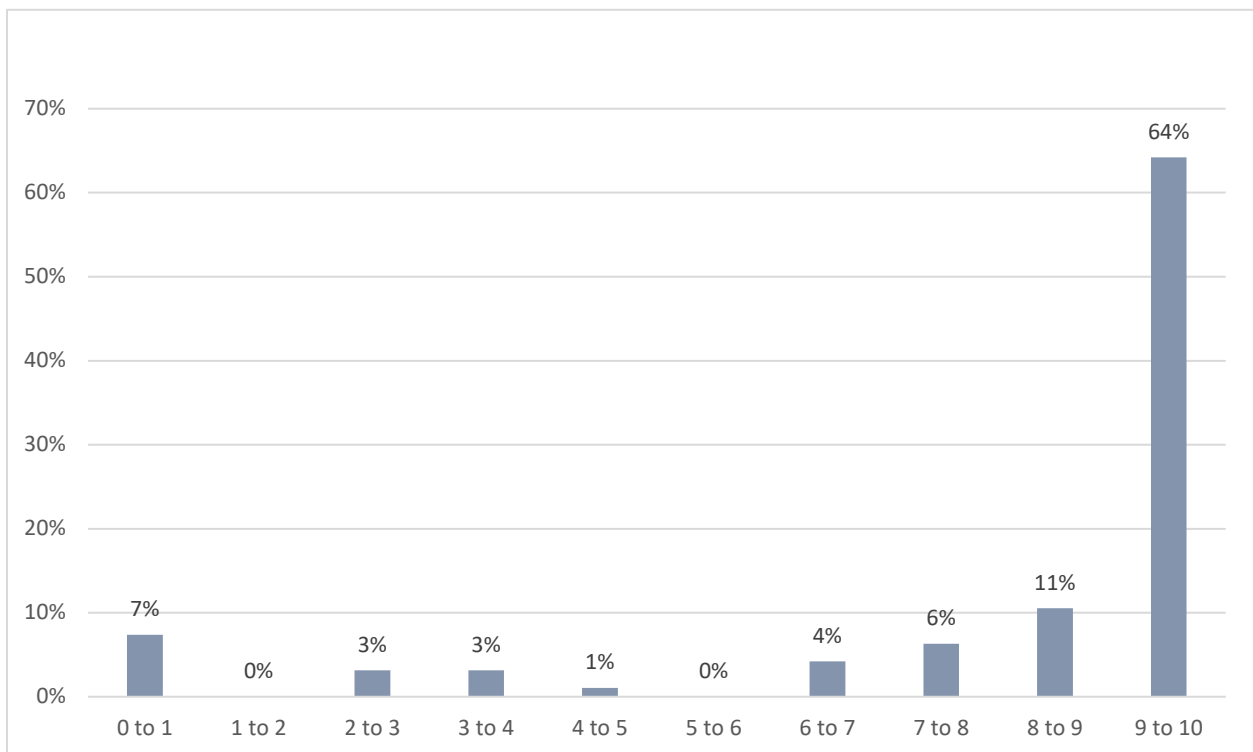


Figure 17: Overcrowding



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Figure 18: A Lack of Diverse Housing Options

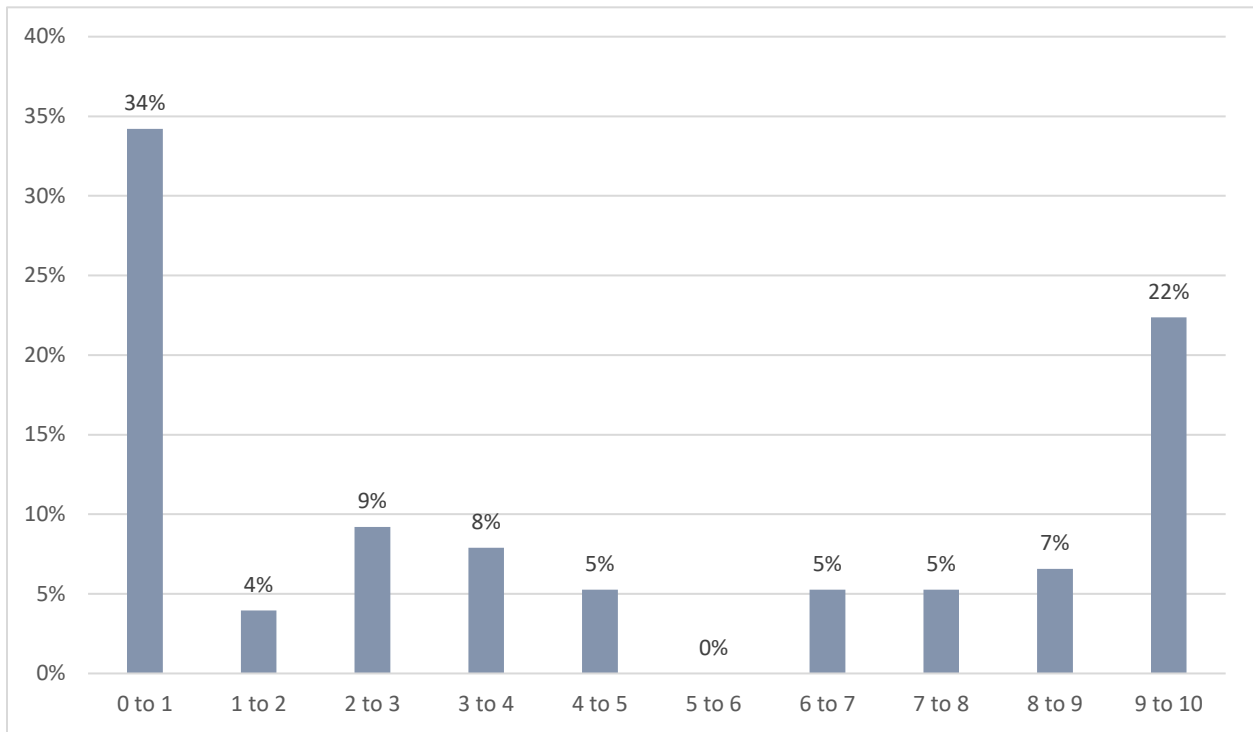
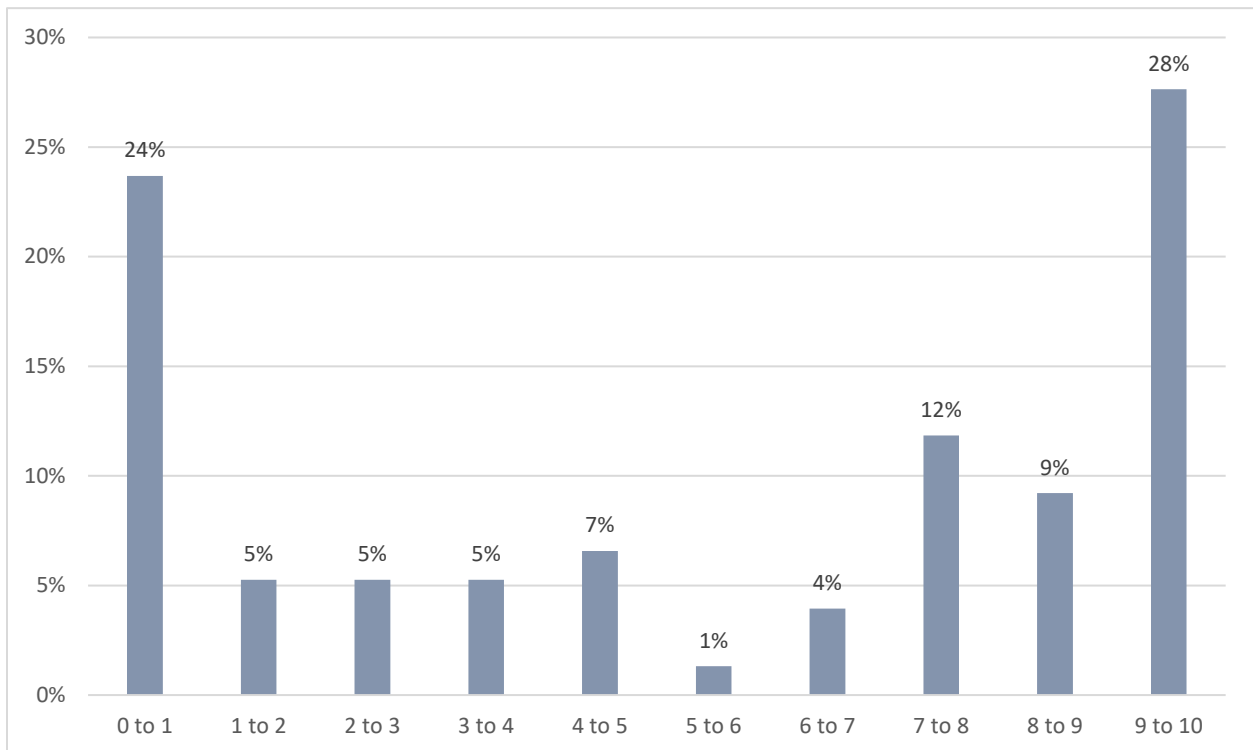


Figure 19: Fair Housing Issues (e.g., discrimination, inadequate accommodations for people with disabilities, etc.)



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Figure 20: Limited Infrastructure (water, sewer)

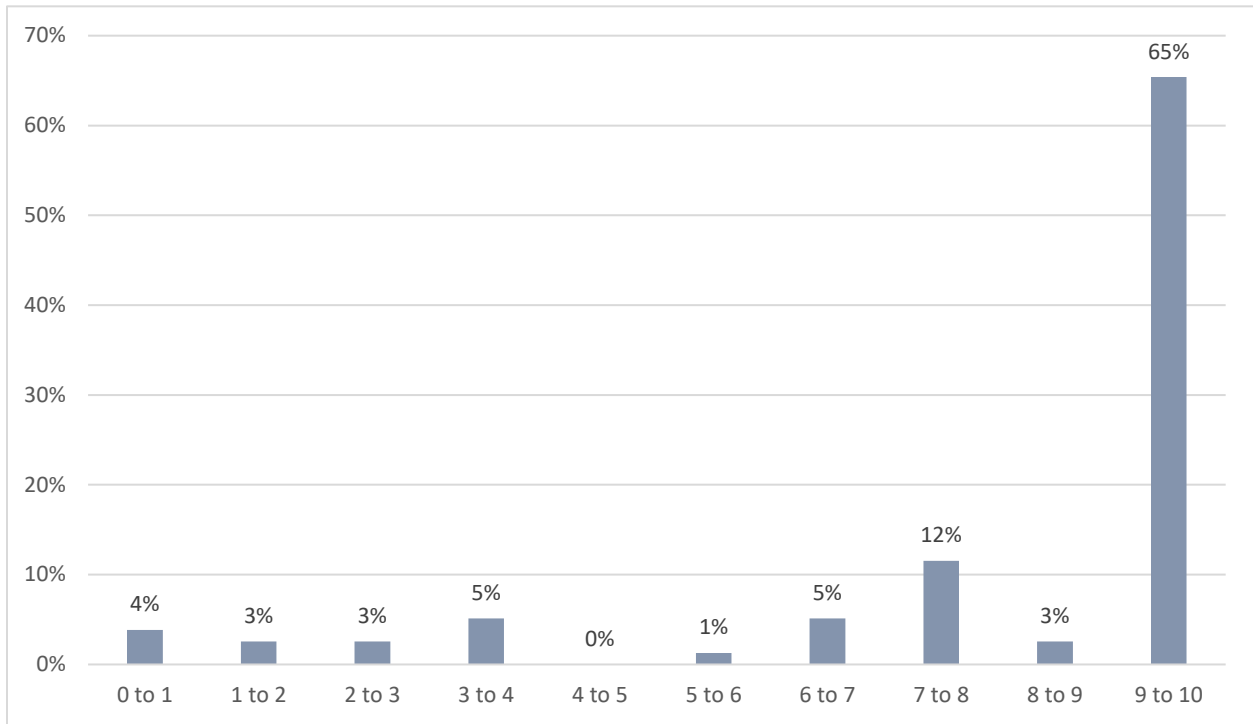
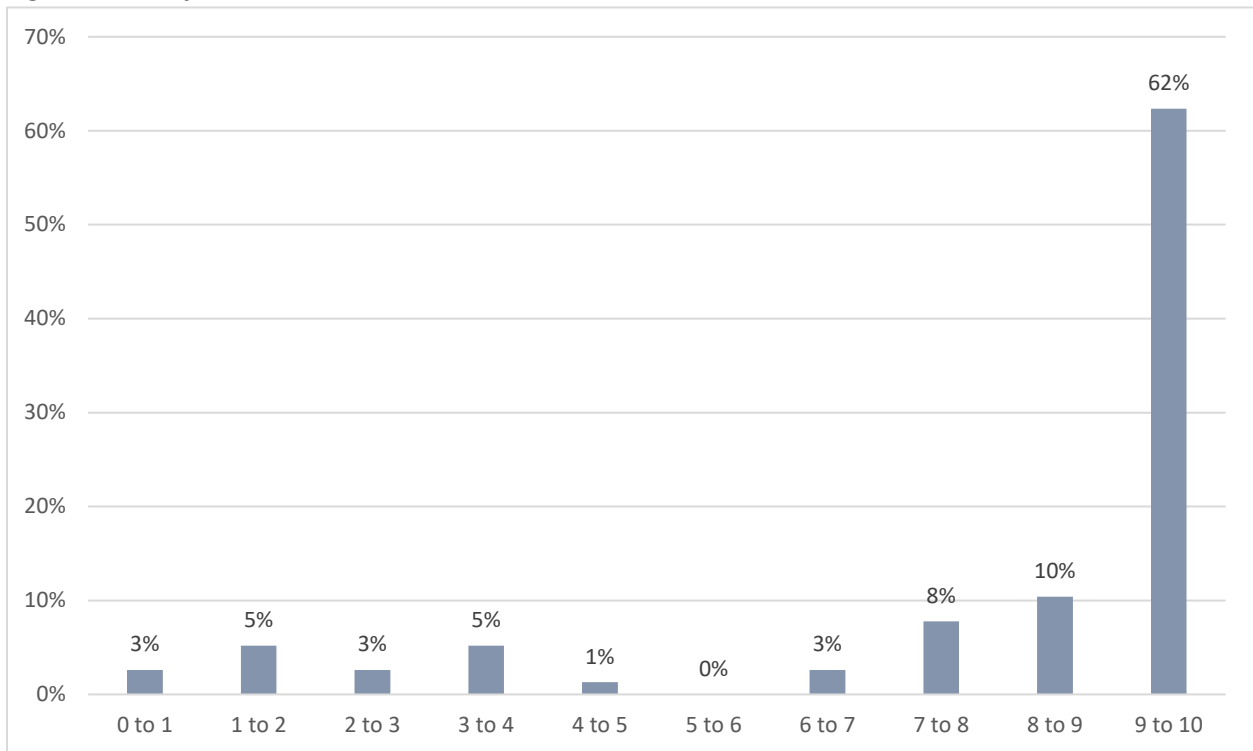


Figure 21: Wildfire Risk



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Figure 22: Traffic and Congestion

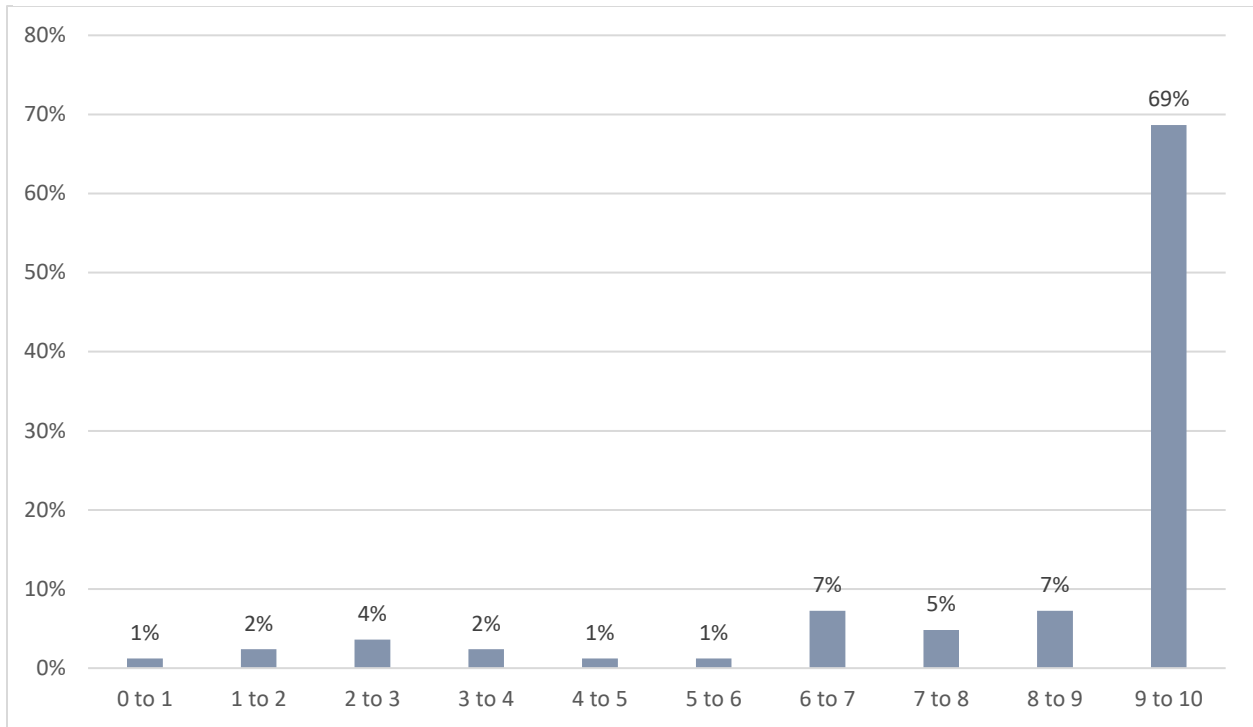
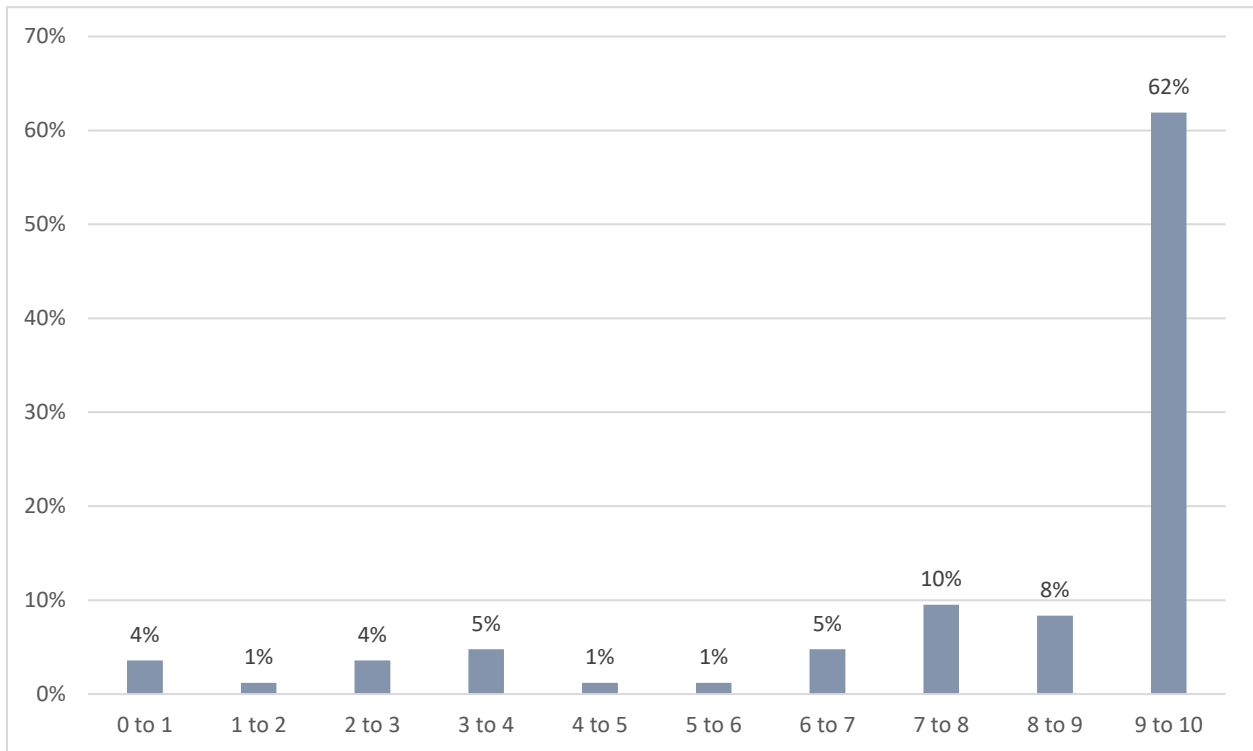
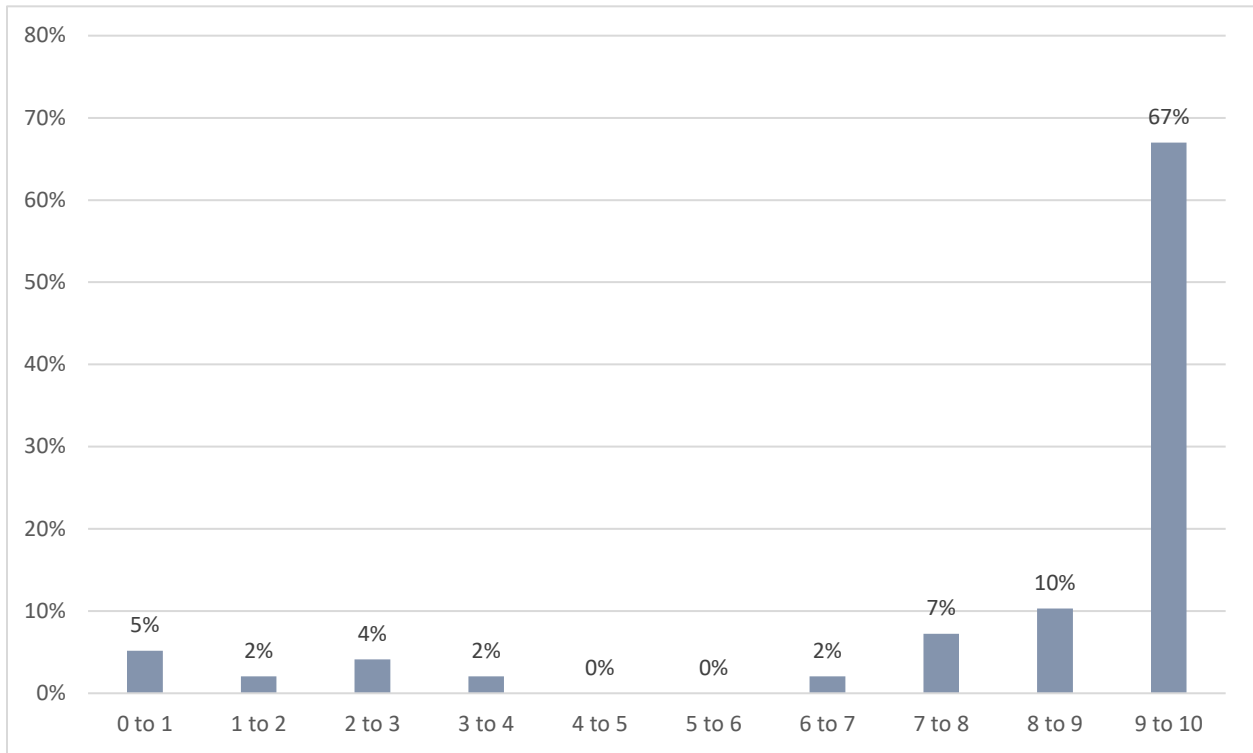


Figure 23: Protecting Environmentally Sensitive Areas



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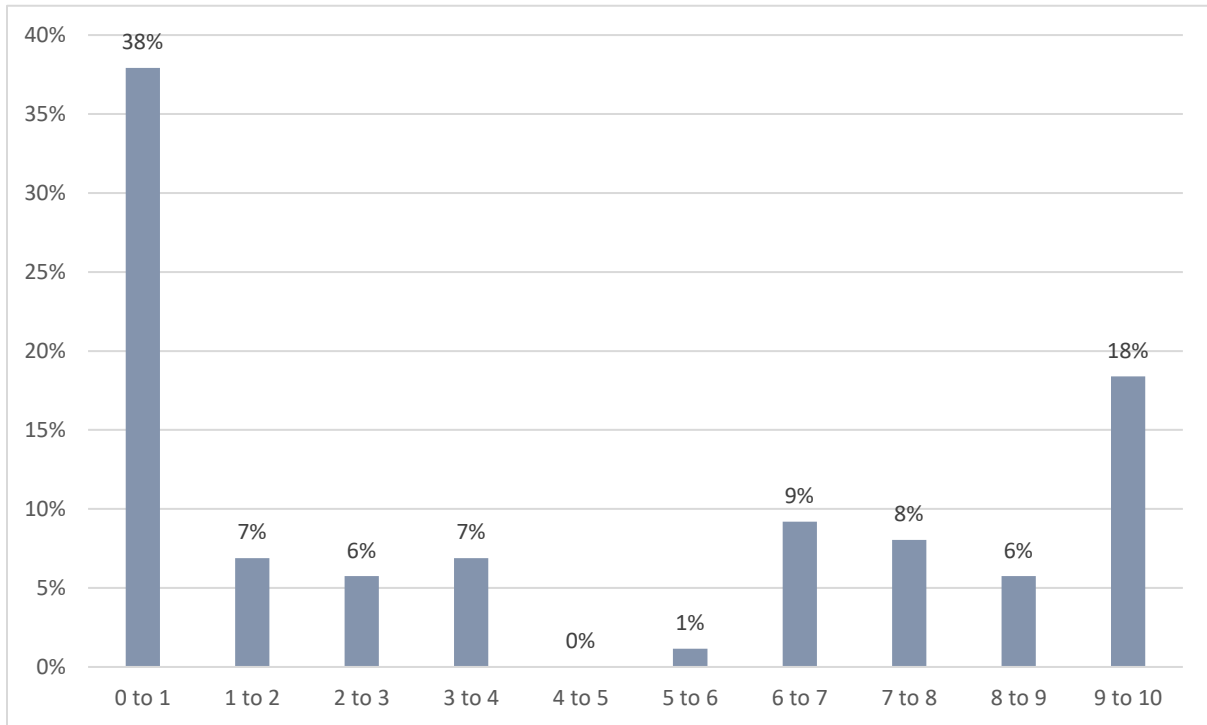
Figure 24: Preserving Community Character



STRATEGIES AND SOLUTIONS FOR CLAYTON

Respondents were asked to indicate their level of support for various strategies and solutions appropriate for Clayton. If a respondent was neither supportive nor opposed to a strategy/solution the slider would be left at 5. Figure 25 through Figure 36 below illustrate respondent's support for each strategy or solution.

Figure 25: Develop a diverse range of housing options



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Figure 26: Ensure that children who grow up in Clayton can afford to live in Clayton on their own

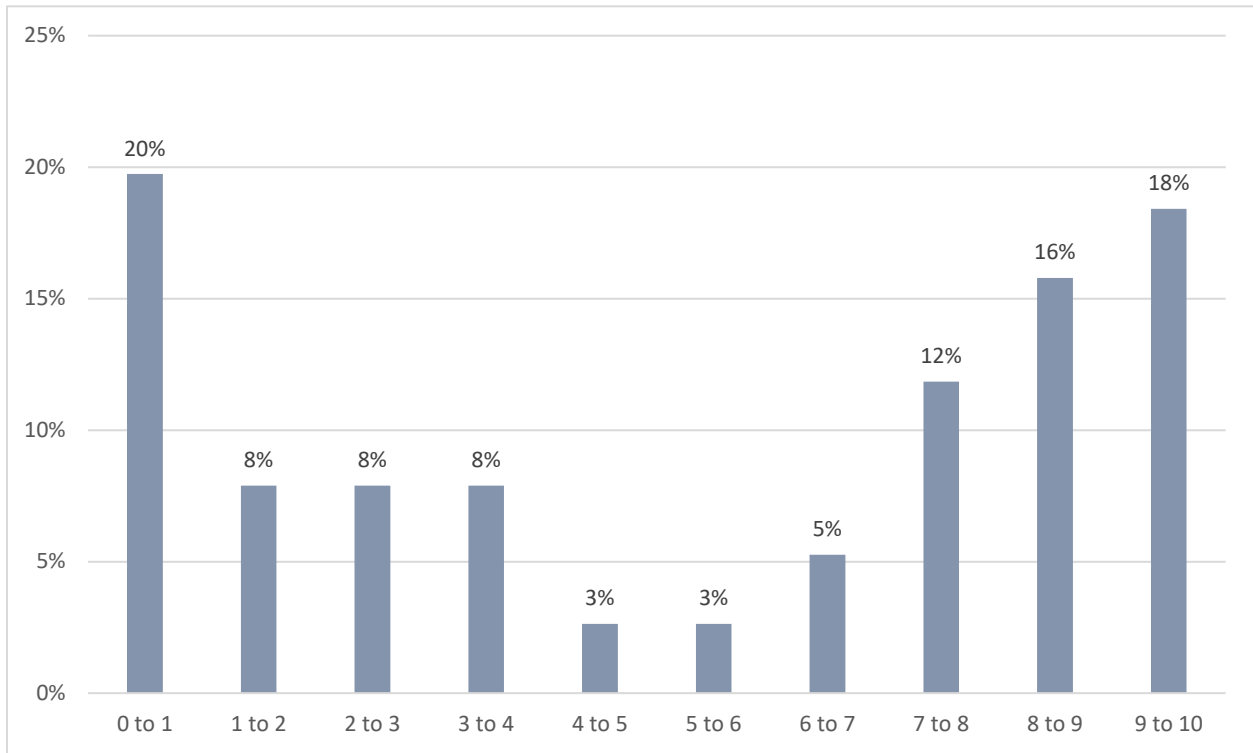
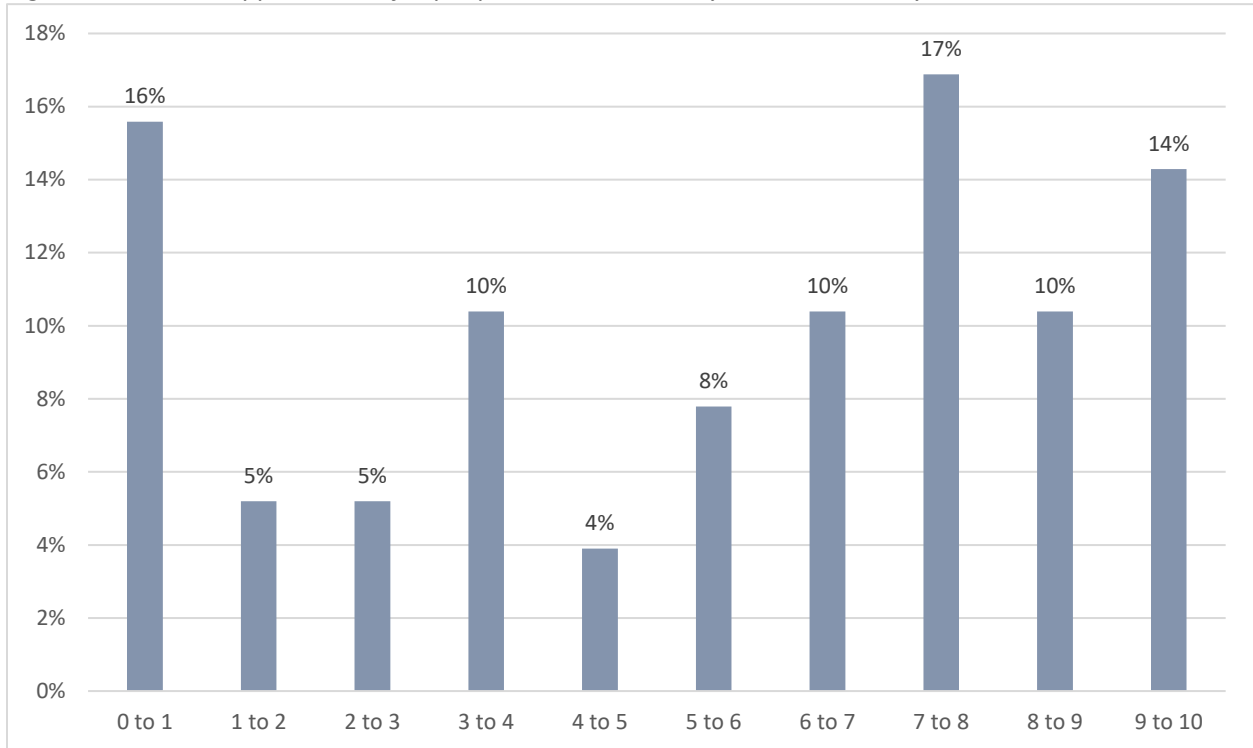


Figure 27: Provide opportunities for people who work in Clayton to live in Clayton



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Figure 28: Provide more options for older residents to downsize and stay in the community

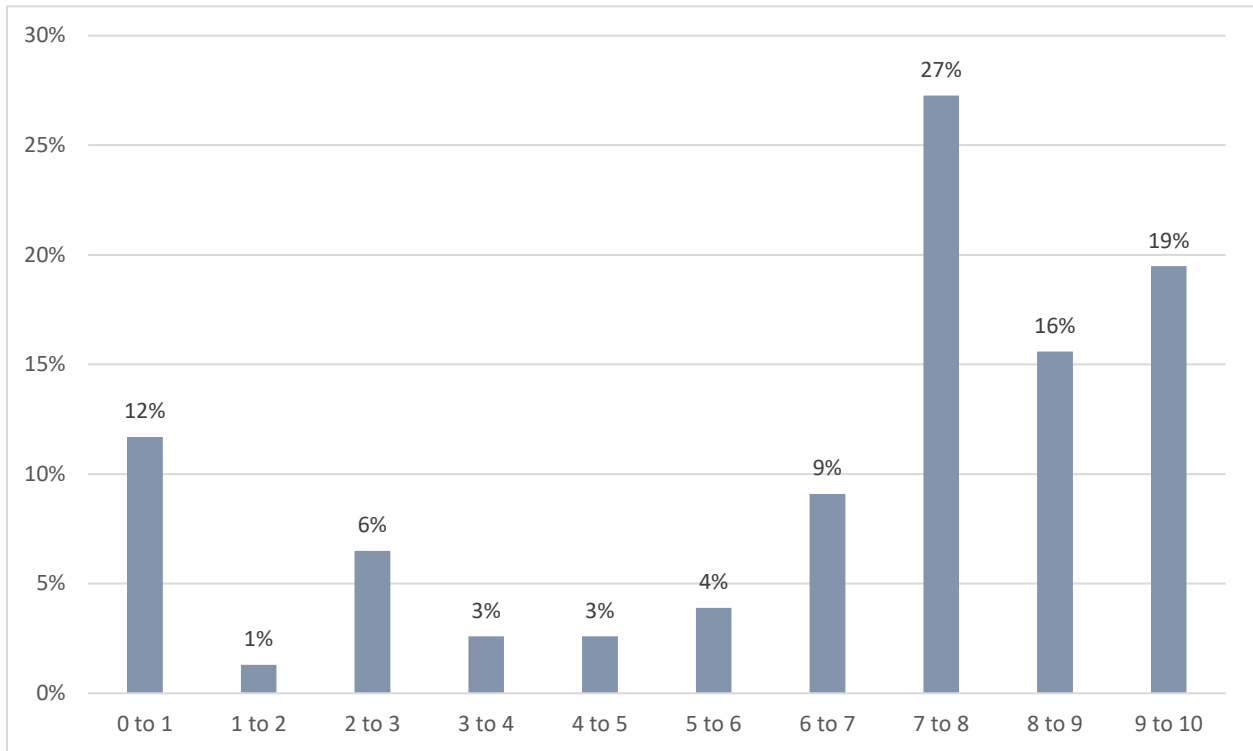
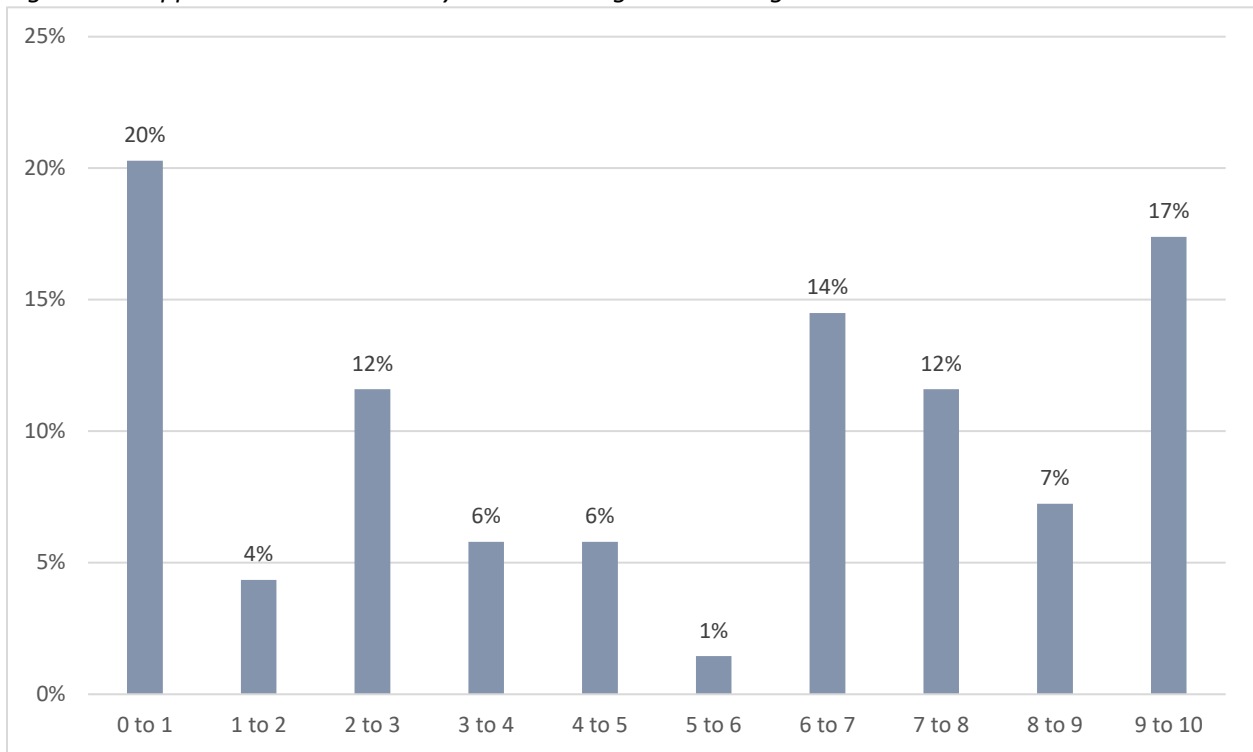


Figure 29: Support local businesses by concentrating new housing and residents around commercial



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Figure 30: Streamline the process for new housing construction

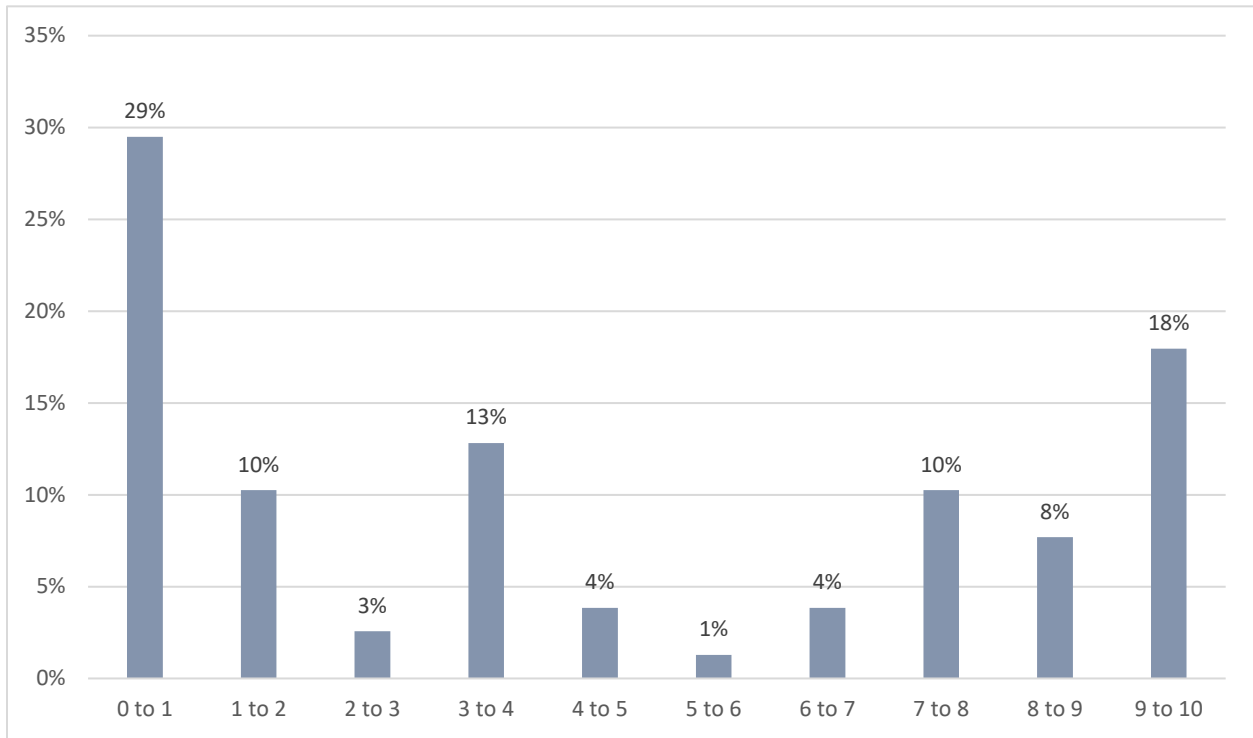
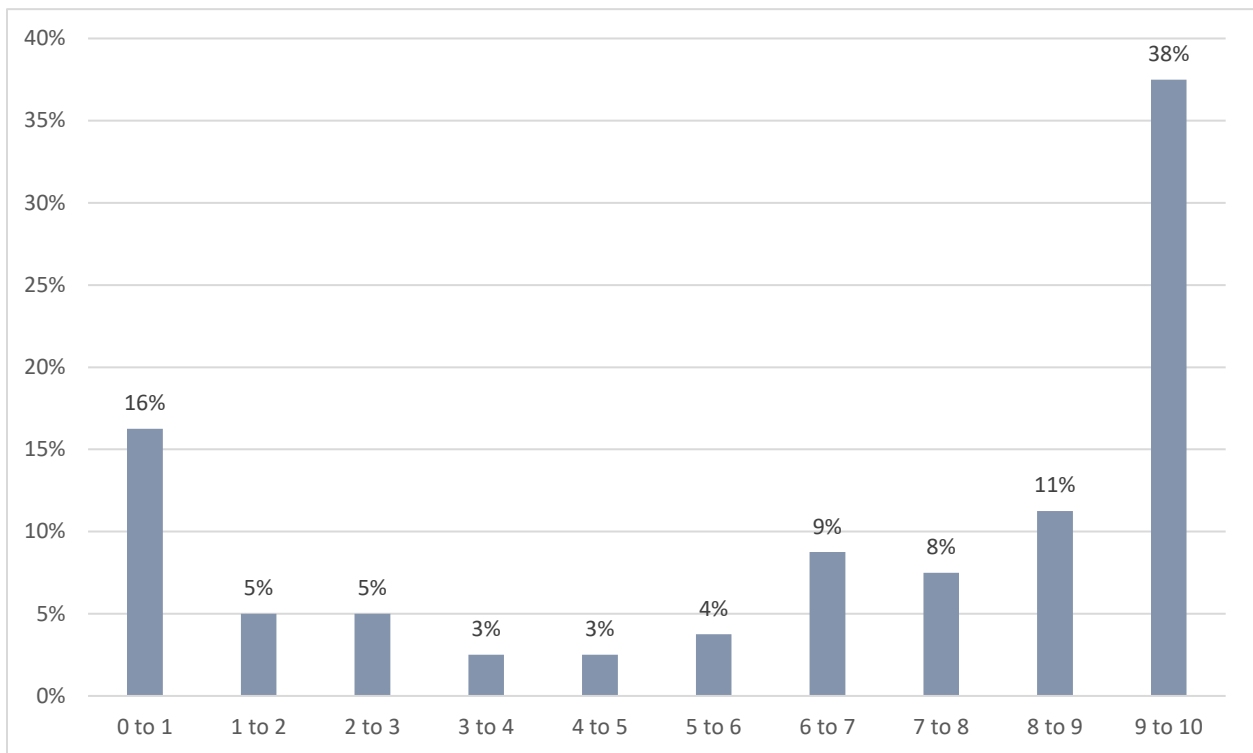


Figure 31: Support homeowners who want to build Accessory Dwelling Units or in-law units on single-family lots



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Figure 32: Establish housing for seniors, large families, veterans, and/or persons with disabilities

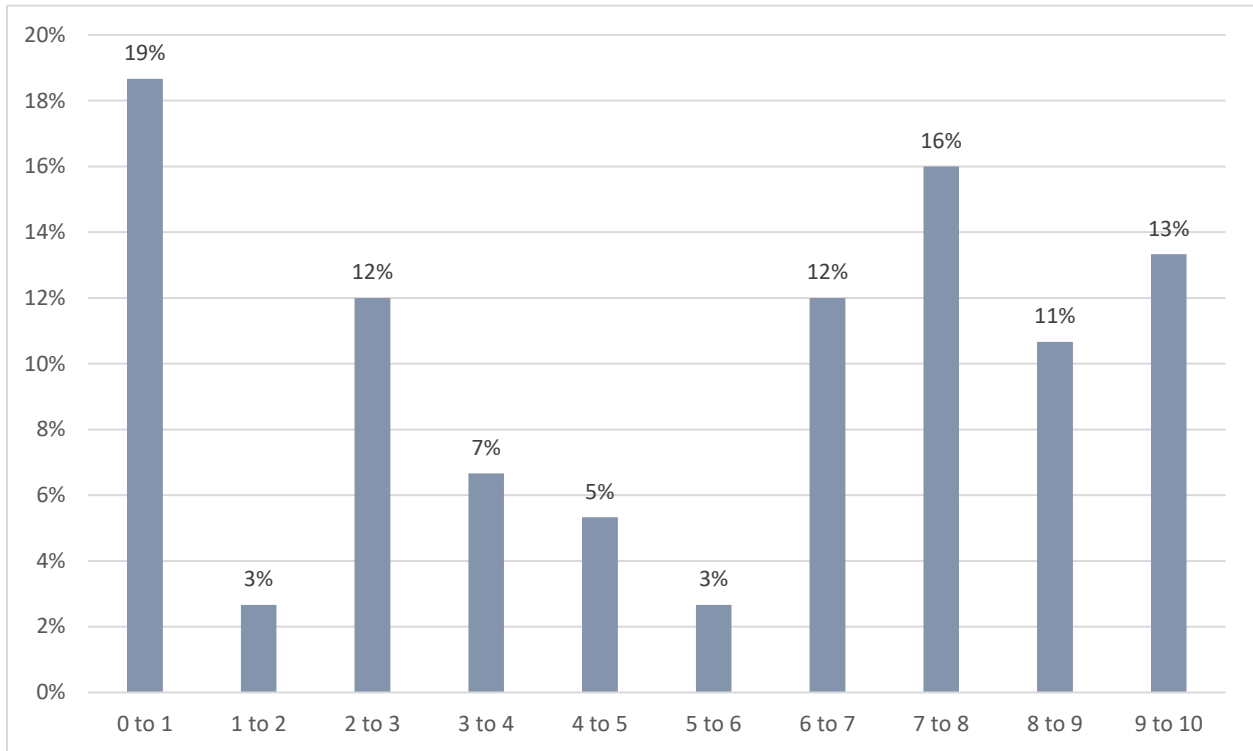
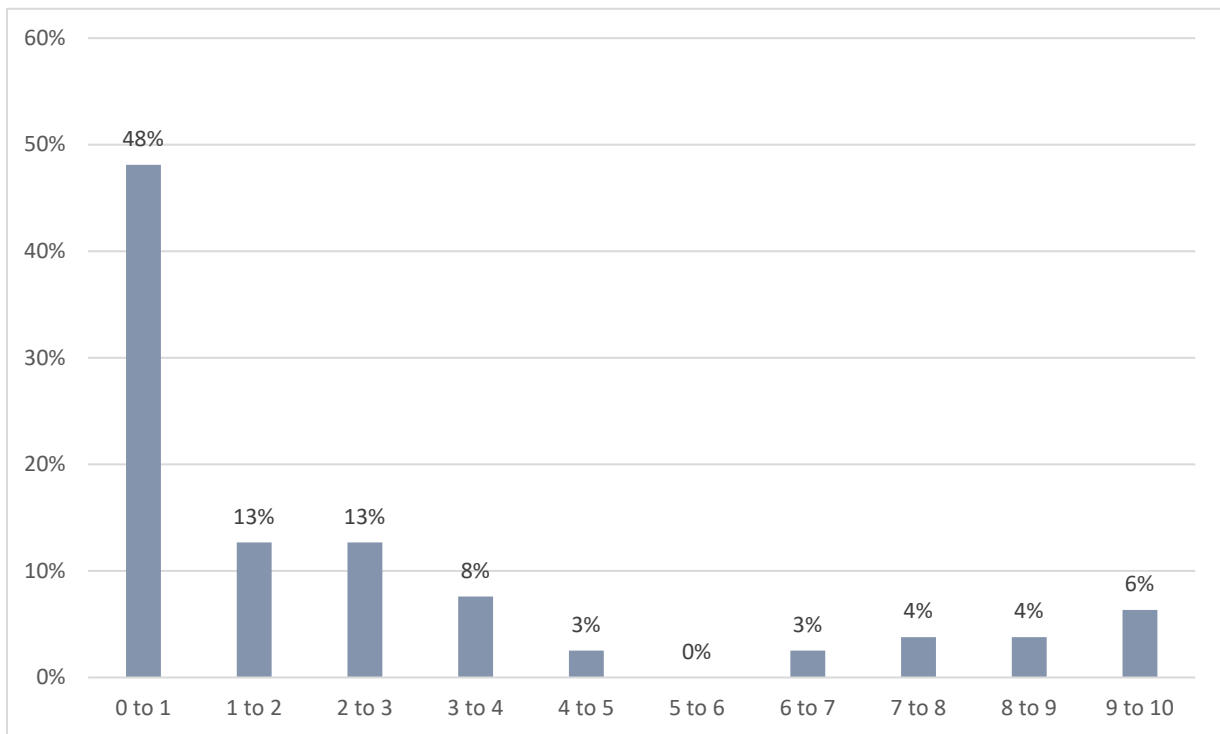


Figure 33: “Provide shelters and transitional housing for homeless families and individuals, along with services that help move people into permanent housing”



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Figure 34: Encourage the rehabilitation of existing housing in older neighborhoods

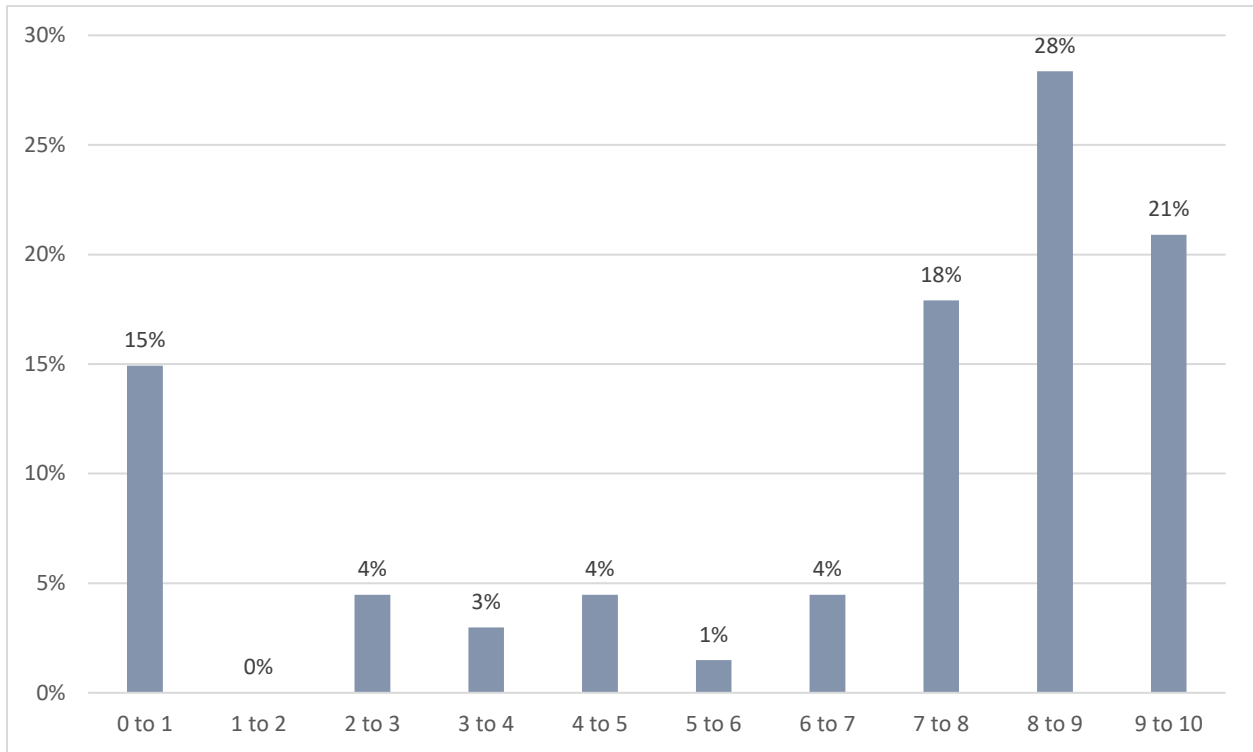
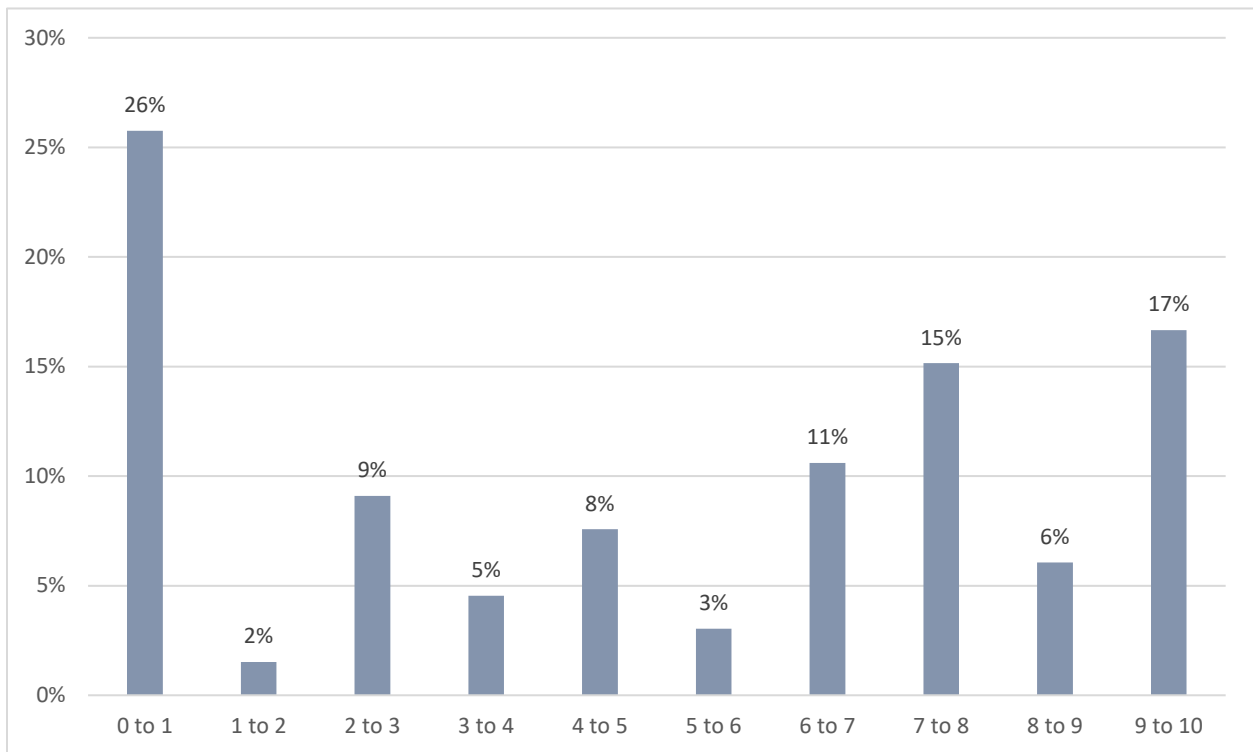
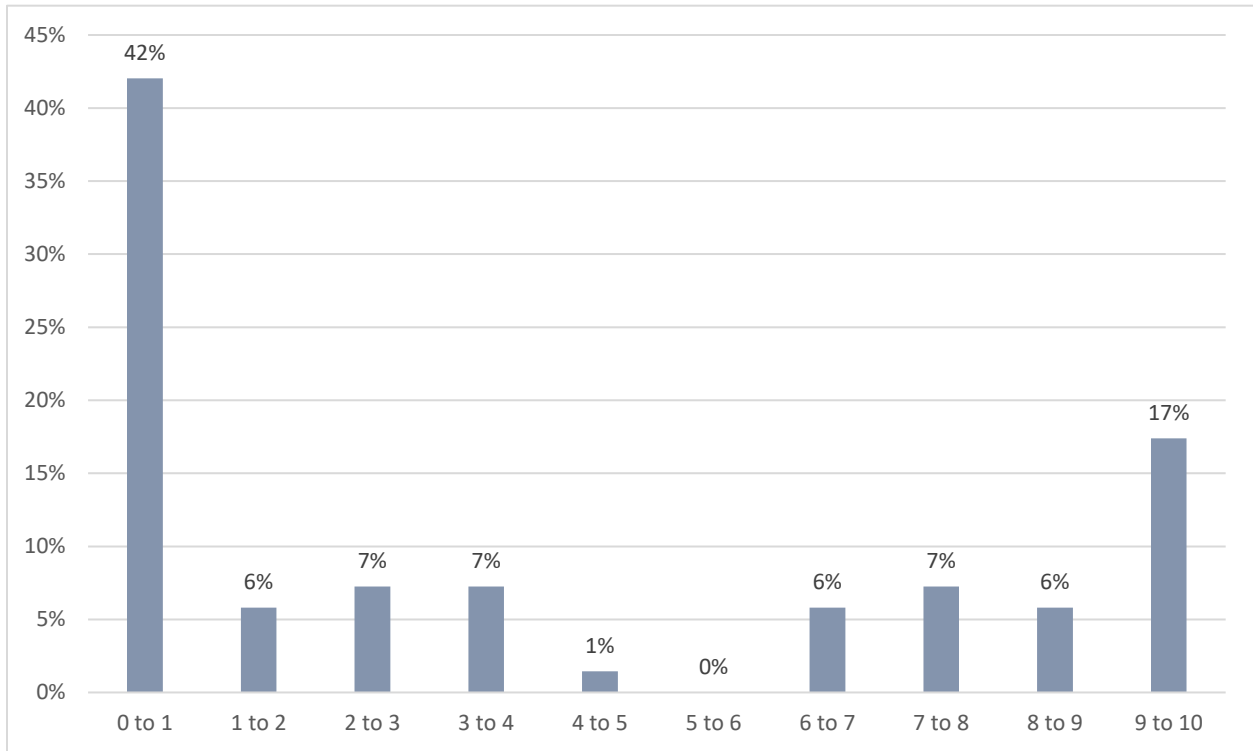


Figure 35: Support programs to help homeowners at risk of mortgage default to keep their homes



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Figure 36: Target efforts to address long-term inequities in the housing market, including discrimination in renting



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TRADEOFFS

In selecting housing strategies, the Housing Element will need to identify priorities and make tradeoffs. Respondents were given \$100 to spend on seven housing strategies and were asked to identify preferred strategies by spending the \$100 in \$10 increments across the options. Respondents could choose to spend the \$100 in any way they wanted. Figure 37 below illustrates the percentage of funds allocated to each strategy across all responses.

Figure 37: Preferred Strategies (n=94)

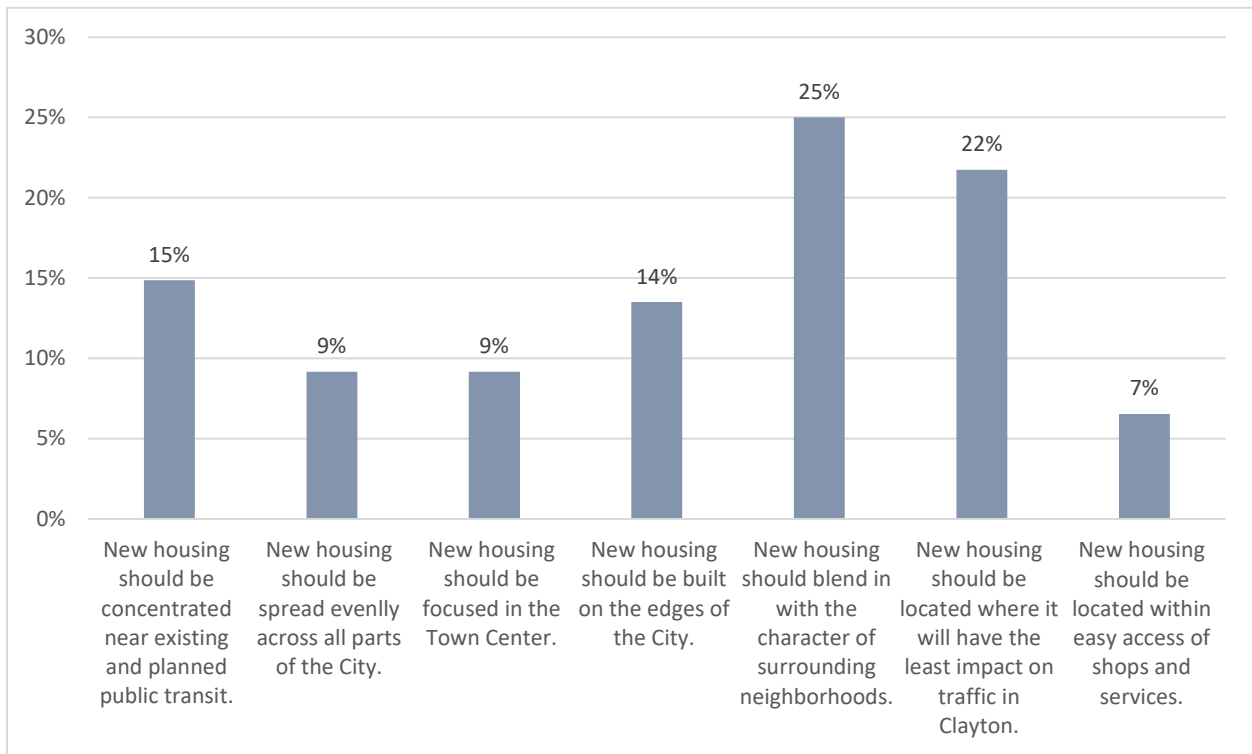


Table 1: Preferred Strategies

Strategy	Amount Spent (\$)	Percentage
New housing should be concentrated near existing and planned public transit.	\$1410	15%
New housing should be spread evenly across all parts of the City.	\$870	9%
New housing should be focused in the Town Center.	\$870	9%
New housing should be built on the edges of the City.	\$1280	14%
New housing should blend in with the character of surrounding neighborhoods.	\$2370	25%
New housing should be located where it will have the least impact on traffic in Clayton.	\$2060	22%
New housing should be located within easy access of shops and services.	\$620	7%