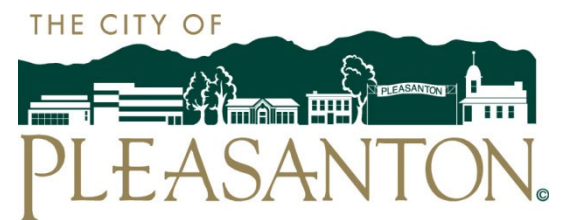




# Housing Element Community Survey Summary Report

**CITY OF PLEASANTON**  
Housing Element Update





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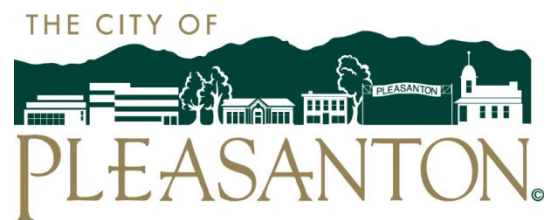
# HOUSING ELEMENT COMMUNITY SURVEY SUMMARY REPORT

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September 2021

**PREPARED BY:**

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# I Introduction

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## I.1 HOUSING ELEMENT COMMUNITY SURVEY OVERVIEW

Pleasanton is in the process of updating the Housing Element of the General Plan. The 6th Cycle Housing Element, which will cover the eight-year period between 2023-2031, must be adopted by January 2023. The Housing Element Update process is intended to reflect a robust process with significant engagement with the public, key stakeholders, City Council and City commissions throughout, to ensure a community-wide conversation about housing policy, future housing sites, and strategies and actions to meet the City’s assigned Regional Housing Needs Assessment (RHNA).

The Housing Element outlines the community’s housing policies, goals, and programs, as well as opportunities for new housing over the next eight years. As part of a broader community engagement effort, which is a priority for the City in the Housing Element Update, the City developed and published an online survey, to gather feedback from the community on their housing preferences, needs, and future housing opportunities.

The feedback from the survey is intended to inform the City and the consultant team, and complement analysis and research on current housing trends, city constraints, and evaluate various approaches to meeting housing needs across income levels. The feedback will also aid in the creation of an inventory of available sites, or “Sites Inventory,” which will be a key component of a Housing Element in which the City must identify land zoned for housing to meet the RHNA. The objective of the survey is to better understand community opinions on various city-wide issues related to housing; gather constructive feedback on preferences and priorities on new housing development; identify challenges and opportunities; and understand the perspective of the community in addressing housing needs. In addition, the survey serves to introduce the community to the Housing Element Update process and how to stay informed on the process.

## I.2 SURVEY METHODOLOGY

In order to reach the greatest number and broadest cross section of individuals, City staff administered the online survey via SurveyMonkey, a popular online platform. The survey was posted or “active” for 56 days, starting June 22, 2021 through August 16, 2021. The City provided links to the survey on the Housing Element Update website ([www.pleasantonhousingelement.com](http://www.pleasantonhousingelement.com)) and the City website ([www.cityofpleasantonca.gov](http://www.cityofpleasantonca.gov)). Notice of the survey was also distributed via email to subscribers of the City’s Housing Element Update opt-in email notification list on three occasions. Additionally, the survey was advertised in local newspapers including article write-ups, advertised in the City weekly e-newsletter, the City Progress newsletter, and advertised on Facebook, Twitter, and Nextdoor through City accounts. Posters were also posted at various City facilities and offices with QR codes to easily access the survey. Finally, City staff directly engaged with the public by attending

the city's weekly Farmers Market. The survey generated 622 responses from residents, property owners, business owners, and visitors of Pleasanton.

The survey was made up of 15 questions and on average took 13 minutes and 52 seconds to complete. Participants were assured that their participation would be handled with confidentiality; that survey results would only be reported in aggregate format, with no personally identifiable information included in project reports or communications.

The survey included three respondent profile questions (Residency/Affiliation, Age, and Ownership/Rental Status) to better understand how the responses to the survey compare to the overall Pleasanton community, nine general questions, two open-ended questions to gather additional comments, and a final question to sign-up and stay up to date to be notified of updates to the Housing Element Update process.

This report summarizes the key themes that emerged from the survey results and includes charts and graphs of the collective results as well as summaries of responses to open-ended questions. As survey respondents were not required to answer every question, the number of responses varies from question to question. The number of people who responded to, versus "skipped" a question, is noted for each response. For a more detailed summary of open-ended questions, please go to <https://bit.ly/HEUSurveyResults>



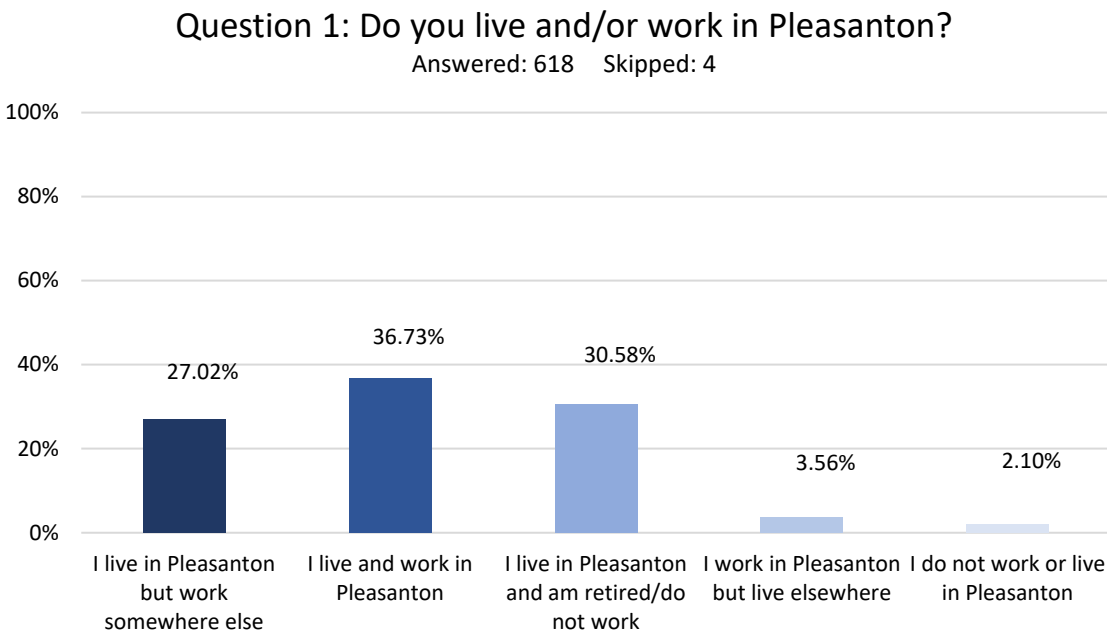
# 2 Survey Results Summary

## 2.1 RESPONDENT PROFILE

In the 56 days the survey was posted, 622 individuals completed the survey. The vast majority of respondents identified themselves as Residents of Pleasanton (583, 94%).

Question 1 allowed respondents to select one response about their residency. Respondents identified themselves as living in Pleasanton but work somewhere else (167), living and work in Pleasanton (227), living in Pleasanton and am retired/do not work (189), working in Pleasanton but live elsewhere (22), or not working or living in Pleasanton (13).

Table 1 – Question 1



Question 2 surveyed participants about their age. The majority of respondents were between the ages of 41-56 (207), followed by those 65 and over (192), then 57-64 years (124), and finally 25-40 years (97). Although the survey was posted numerous times on various social media outlets and advertised at the library and Farmers Market, no one under the age of 24 responded.

Question 3 asked, for those living in Pleasanton, whether they own, rent, or own rental property in the city. The majority of respondents (close to 77%) own their homes and 15.65% identified themselves as Renters. 34 respondents (5.5 %) stated that they do not live in Pleasanton and 19 respondents (3.05%) indicated “Other.” The majority of the “Other” responses indicated that they both own a home in which they live in and also own a rental property in Pleasanton – this particular response was not among the options provided.

Table 2 – Question 2

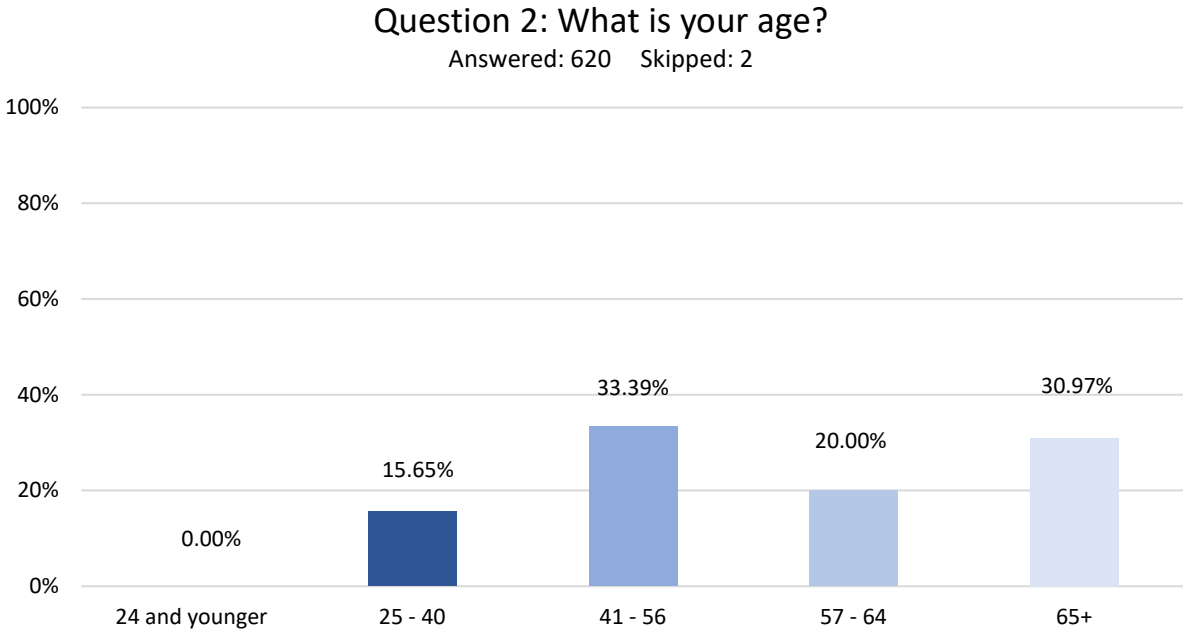
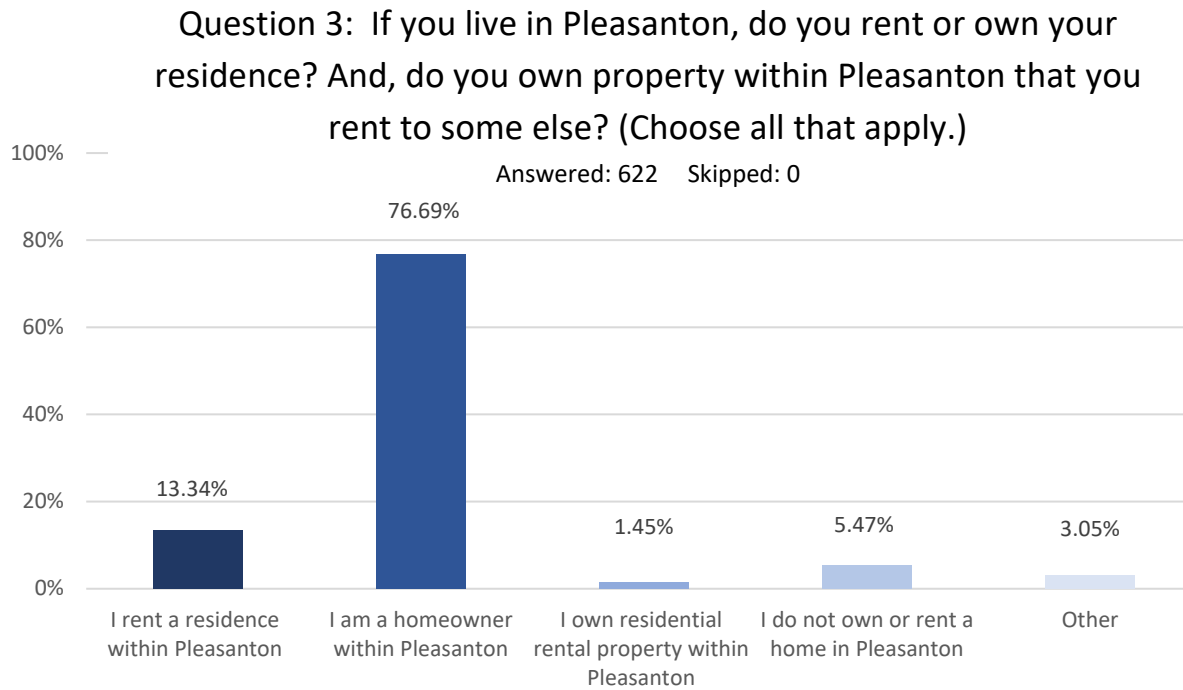


Table 3 – Question 3



## 2.2 HOUSING RELATED QUESTIONS

### 2.2.1 Housing Challenges in Pleasanton

**Survey Question 4: Of the following options, which concepts reflect the main housing challenges in Pleasanton? (Choose all that apply.)**

Answered: 621      Skipped: 1

This survey question asked respondents to select the main housing challenges in Pleasanton. Respondents could also indicate an “Other” option and provide an open-ended response. Most respondents agreed that the two main housing challenges in Pleasanton were related to the high cost of housing (Cost-burdened (housing costs that exceed 30% of household income) (54.75%), and lack of housing that is affordable to homebuyers and renters (53.95%)). This is consistent with recent community data that has recently indicated the following:

- Home prices are higher in Pleasanton than in the county. Households must earn about \$226,080 (at least 180% of AMI) to be able to afford to buy a home in Pleasanton. A household must earn about \$125,600 (100% of AMI) to be able to afford market rent in Pleasanton.
- Almost 24% of Pleasanton homeowners are cost burdened, meaning they spend 30% or more of gross income on housing costs, while almost 44% of renters are cost burdened. Additionally, 21% of renters spend 50% or more of their income on housing, compared to about 10% of homeowners. Pleasanton has a lower proportion of cost-burdened households compared to the county.

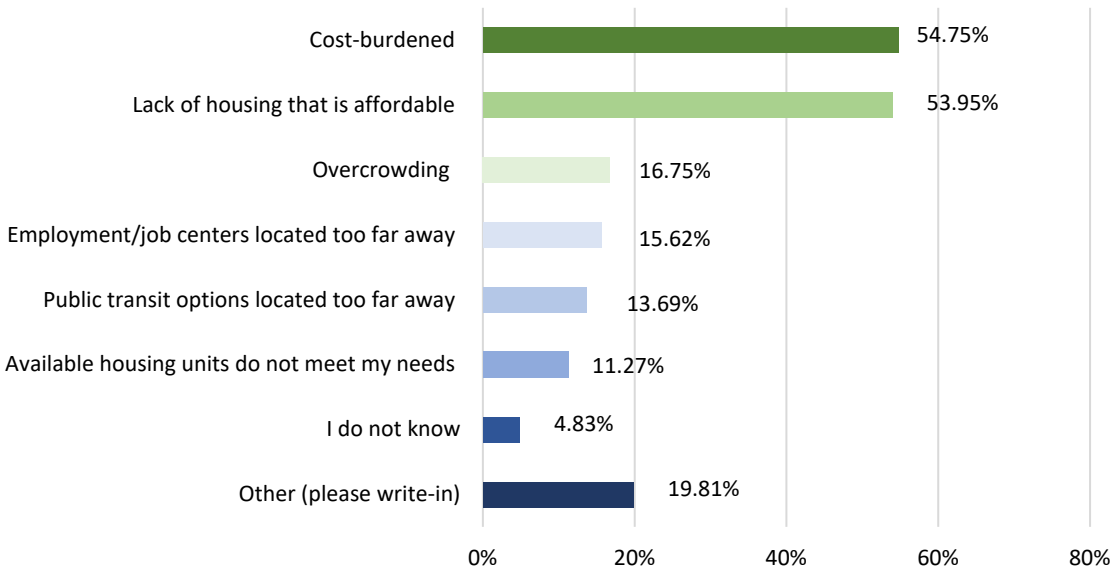
The remaining concerns listed (overcrowding, proximity to employment/job centers, proximity to transportation, and availability of housing that doesn’t meet respondent’s needs) were relatively evenly split, with those items indicated by between 11% and 17% of respondents.

Many respondents (123) indicated “Other” as a response and were allowed to write in an open response, which has been aggregated to the degree possible to understand the most common themes and ideas. Among the open-ended responses, the two most common themes in responses were the concern with available water for additional housing in Pleasanton (28 mentions) as well as the impact additional housing will have on schools (13 mentions).

Table 4 – Question 4

Question 4: Of the following options, which concepts reflect the main housing challenges in Pleasanton? (Choose all that apply.)

Answered: 621 Skipped: 1



## 2.2.2 Prioritize Areas for Additional Housing

Survey Questions 5 and 6: As part of the Housing Element Update, the City will need to identify additional areas where housing can be accommodated in Pleasanton. Please prioritize the following areas where you think it would be most appropriate to allow for additional housing in Pleasanton. 1=Greatest Priority; 8=Least Priority

Answered: 615      Skipped: 7

This survey question asked respondents to rank a series of eight suggested areas that may be suitable to accommodate additional housing, with 1 = greatest priority to 8 = least priority. Respondents could also indicate an “Other” option and provide an open-ended response. In the scoring for this response, based on the average ranking assigned by participants, a lower numeric value will equal a higher priority and vice-versa.<sup>1</sup>

The following charts indicate the average score for each response, as well as the distribution of ranking choices for each response, which provides more detail of the composition of the average scores.

Overall, the survey respondents ranked on average, as their highest priority, sites for new housing that have been identified as underutilized commercial areas, such as older shopping centers (this response received an average score of 2.51). Respondents also indicated that when choosing housing sites, locating sites near transit is a high priority (average score of 2.90), followed by sites that were part of mixed-use developments (average score 3.50), or along major streets (average score 4.47). The lowest ranked options for new housing included sites within the downtown (5.33), and through the construction of Accessory Dwelling Units (average score 5.36). Placing new housing sites within existing neighborhoods was the lowest-ranked preference, scoring an average of 5.43.

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<sup>1</sup> The survey randomized the order in which the various responses were listed, in an effort to minimize position bias.

Table 5 – Question 5 Average Score

Question 5: Please prioritize the following areas where you think it would be most appropriate to allow for additional housing in Pleasanton.  
 1=Greatest Priority; 8=Least Priority

Option	Average Score (Low Score = Higher Priority)
Underutilized non-residential areas including older shopping centers/retail areas	2.51
Near Transit	2.90
As part of mixed use developments that combine residential and commercial uses	3.50
Along major streets	4.47
In and around Downtown	5.33
On existing single-family properties as ADUs	5.36
Existing Neighborhoods	5.43
Other	6.17

Table 6 – Question 5

**Question 5: Please prioritize the following areas where you think it would be most appropriate to allow for additional housing in Pleasanton. 1=Greatest Priority; 8=Least Priority**

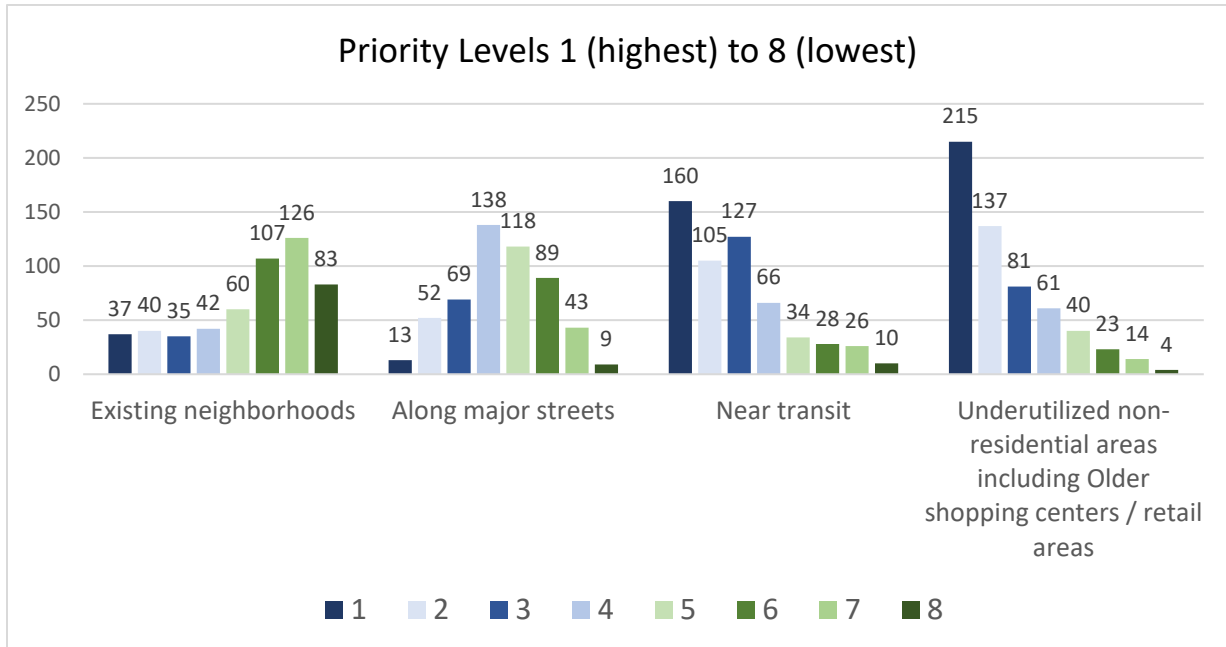
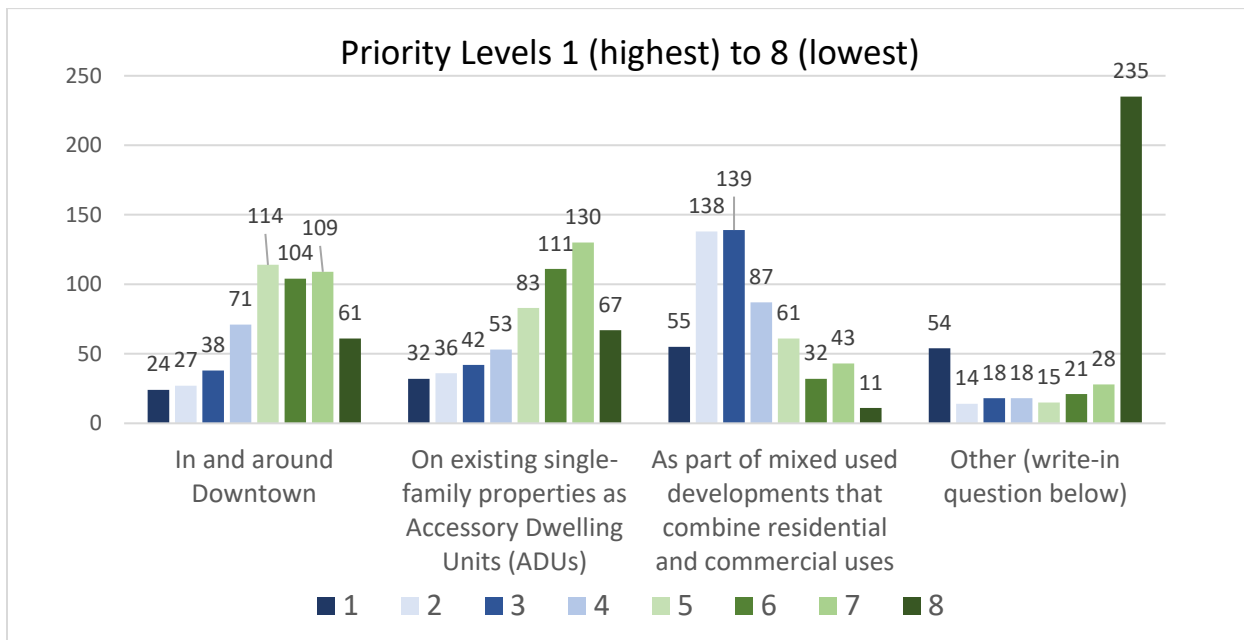


Table 7 – Question 5



Many respondents (403) indicated “Other” as a response and were allowed to write in an open response (Question 6). Of the 403 “Other” responses, 139 respondents provided input which was aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the most commonly noted response was to indicate that housing should be limited, built in locations other than Pleasanton, or that they did not want any additional housing at all.

Some of the themes that were indicated include the following:

- Limit new housing, or build housing elsewhere (5 mentions)
- East Pleasanton (15 mentions)
- Underutilized and vacant commercial areas (including vacant/underutilized or infill sites in general, as well as specific locations such as Hacienda, Stoneridge Mall, existing church properties, Costco site etc.) (25 mentions)
- Unincorporated or Undeveloped Rural Areas, or Outer Areas (including specific locations such as Happy Valley, or areas south of Pleasanton, towards Sunol) (13 mentions)
- Land already identified in the General Plan as residential (8 mentions, 6 of which included a similarly phrased response, also referencing Merritt, East Pleasanton, Spotorno, etc.)
- Other Responses:
  - Schools and Water Capacity Concerns (11 mentions)
  - Not within downtown (5 mentions)
  - Creative/flexible building types and standards (3 mentions)
  - Approve more housing, build more affordable units (2 mentions)
  - Other program ideas – e.g. down payment assistance, ensuring vacant units are occupied, rent control



## 2.2.3 Housing Opportunity Areas

Survey Question 7: Please write in below any ideas you may have about where new housing opportunities should or could be located in the city. Responses may include general locations (example: “Near Stoneridge Mall” or “Within Hacienda” or “Along Stoneridge Drive”) (please write in)

Answered: 486          Skipped: 136

This survey question asked respondents to write in specific areas in Pleasanton where housing should or could be located. It also provided an open-ended response field to provide an answer - 486 respondents provided such comments. Across the 486 open-ended responses, the most supported location within the City was the Stoneridge Mall area (159 mentions). Most of the respondents that choose this area expressed that the mall area was close to BART with easy access to public transportation as well as close to freeway access. 50 responses mentioned limiting new housing, or building it elsewhere, such as in neighboring cities.

The following reflects the locations most commonly mentioned:

- Stoneridge Mall (and vicinity): (159 mentions)
- Hacienda Business Park (78 mentions)
- East Pleasanton (65 mentions)
- Near BART (53 mentions)
- Limit new housing, or build housing elsewhere (50 mentions)
- Underutilized Commercial Properties (39 mentions)
- Stoneridge Drive (24 mentions)
- Stanley Boulevard (9 mentions)
- Other responses, all with 7 mentions
  - Costco
  - Downtown
  - Not in Downtown
  - Fairgrounds
  - Near Transit
  - Staples Ranch

## 2.2.4 Levels of Agreement: Housing-Related Topics and Issues

**Survey Question 8:** Please select whether you strongly agree, agree, do not agree or are neutral with the following statements:

Answered: 622      Skipped: 0

This survey question included the following five statements about housing in Pleasanton, and asked the respondent to indicate their level of agreement from “strongly agree”, “agree”, “neutral”, “disagree”, “strongly disagree”, or “I don’t know”.

The first two statements (Statements 1 and 2) asked if it was difficult to find ownership and rental units in Pleasanton. A large majority agreed on both statements that it is difficult to find rental housing (28.71% strongly agree and 29.68% agree) and even more difficult to find ownership housing (42.14% strongly agree and 28.04% agree) in Pleasanton.

13 to 15% of respondents to each of the statements were neutral, and approximately 12% disagreed. (12.74% of respondents indicated they did not know if was difficult to find rental housing and 2.4% indicated they did not know if it was difficult to find ownership housing in Pleasanton.)

Table 8 – Question 8, Statement 1

**Statement 1: It is difficult for a household to find rental housing that it can afford in Pleasanton.**

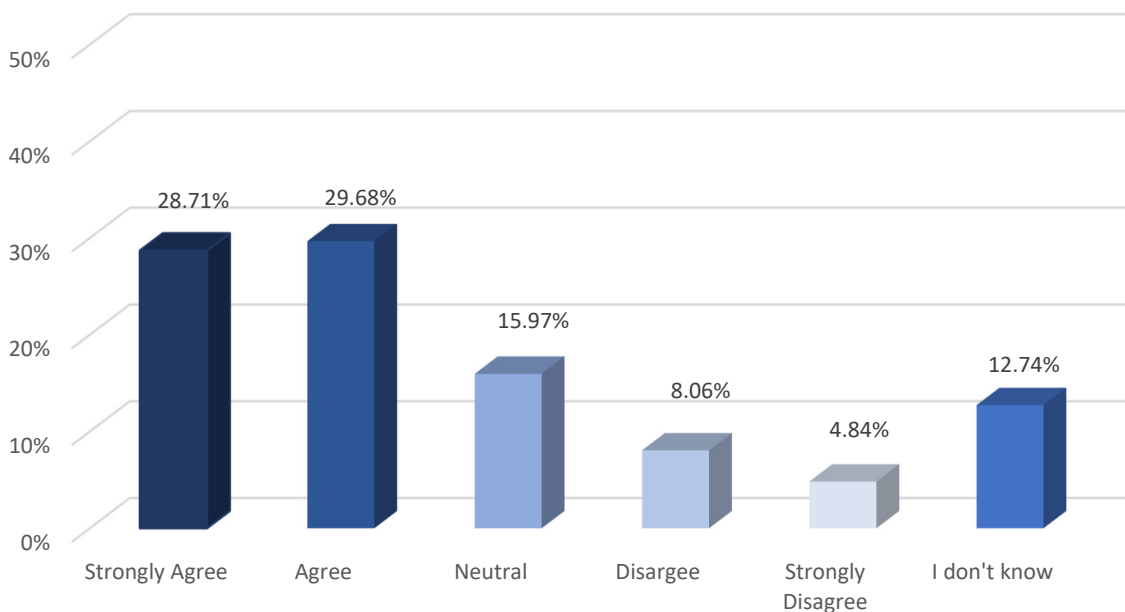
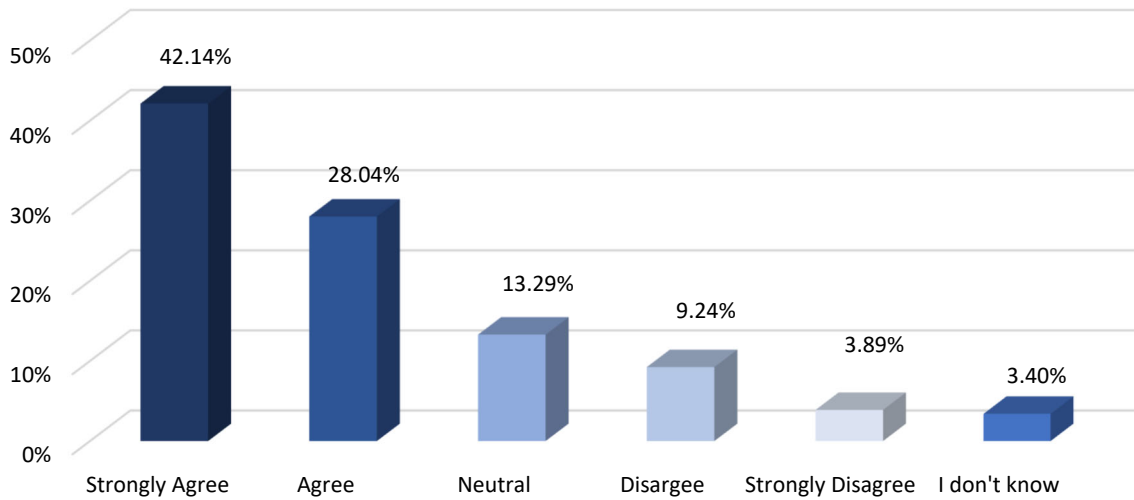


Table 9 – Question 8, Statement 2

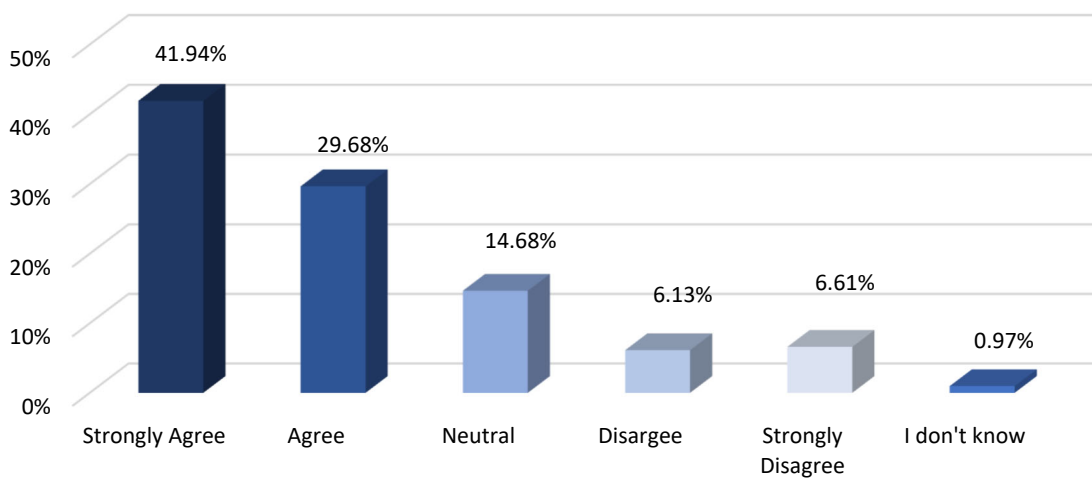
**Statement 2: It is difficult for a household to find housing for ownership that it can afford in Pleasanton.**



For Statement 3, regarding the types of properties that should be targeted for new housing, the overwhelming majority of the respondents agreed (41.94% strongly agree and 29.68% agree) that new housing should make use of existing “infill” sites, like vacant properties.

Table 10 – Question 8, Statement 3

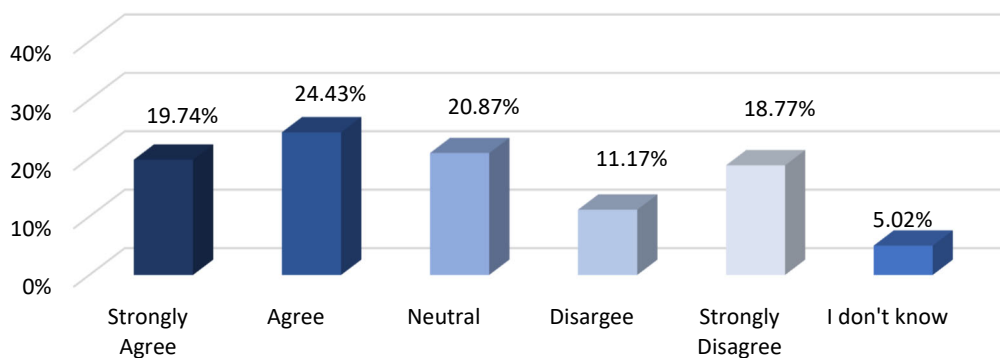
**Statement 3: New housing should make use of existing “infill” sites, like vacant properties and older office and retail centers, rather than building out into currently undeveloped areas.**



For Statement 4, regarding ADUs, respondents were generally split in terms of their agreement/disagreement on whether ADUs would help provide additional housing options to address housing needs in Pleasanton. About 44% of respondents agreed or strongly agreed with the statement that ADUs would provide additional housing options; compared to around 30 percent who disagreed/strongly disagreed. 20.87% indicated they were neutral and 5.02% said they didn't know.

Table 11 – Question 8, Statement 4

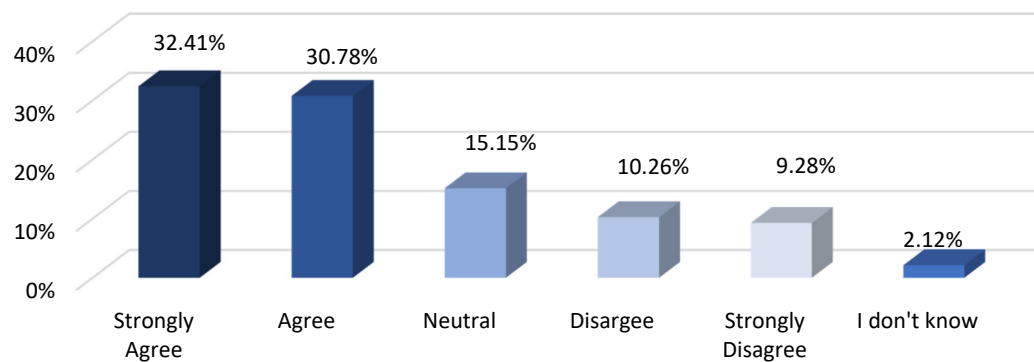
**Statement 4: Accessory Dwelling Units (ADUs) or second units would provide additional housing options that would help address housing needs in Pleasanton.**



Statement 5 addressed the mix of unit types and affordability in projects. More than 60% of the respondents were in agreement that new housing development should include a mix of unit types, sizes and affordability (32.41% strongly agree and 30.78% agree), with only 19.54 percent disagreeing or strongly disagreeing.

Table 12 – Question 8, Statement 5

**Statement 5: New housing developments should include a mix of unit types, sizes and affordability.**



## 2.2.5 Accessory Dwelling Unit Support

**Survey Question 9: Should the City do more to encourage Accessory Dwelling Units (ADUs/second units) on single family properties, provided that they are designed to minimize neighbor impacts? If so, how?**

Answered: 610      Skipped: 12

This survey question prompted respondents to answer “yes” or “no” to a question as to whether the City should do more to encourage ADUs, and if so how. If respondents chose “yes” they had the option to provide an open-ended response on how the City could better encourage ADUs. Most respondents believe that the City of Pleasanton should not do more to encourage ADUs on single family properties (60.82%), with 39.18% believing Pleasanton should encourage ADUs. This split runs slightly counter to the results received in Question 8, where the majority of participants agreed that ADUs could provide more housing opportunities, possibly suggesting a concern about the impacts of ADUs in neighborhoods despite the fact that they may help to meet housing needs.

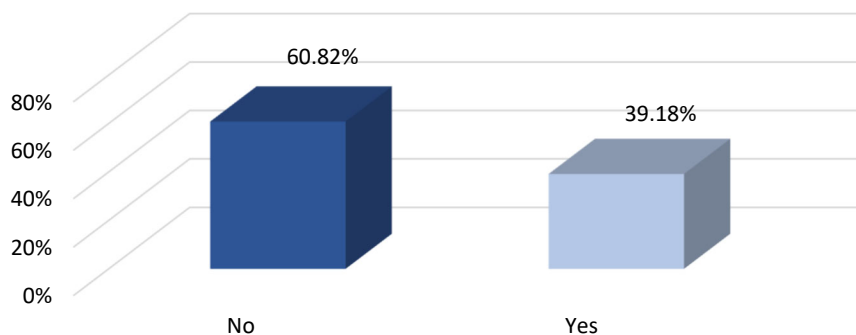
For those respondents who indicated that ADUs should be encouraged, an opportunity was provided to indicate how this should occur. Of those responses (241 responses), the following themes emerged for how the City could encourage or incentivize ADU construction:

- More streamlined permitting and approval process (39 mentions)
- Pre-approved ADU designs (19 mentions)
- Reduced Permitting Fees (15 mentions)
- Tax incentives (14 mentions)
- Allow 2<sup>nd</sup>-story ADU’s or ADU’s above detached garages (7 mentions)

Table 13 – Question 9

**Question 9: Should the City do more to encourage Accessory Dwelling Units (ADUs/second units) on single family properties, provided that they are designed to minimize neighbor impacts? If so, how?**

Answered: 610      Skipped: 12



## 2.2.6 Special Needs Housing and Services

**Survey Question 10: Which of the following special needs groups identified below are most in need of housing and/or related services in the city? (Select up to three choices)**

Answered: 622

Skipped: 0

This survey question asked respondents which of the following groups were most in need of housing and/or housing related services in the city. Respondents could choose up to three groups, and could also indicate an “Other” option and provide an open-ended response.

Overall, the groups most commonly indicated as being in need of housing-related assistance and services in the city were seniors (41.16% selected this option) and young adults (39.07% of respondents selected this option). This was followed by female-headed households (22.9%), persons with disabilities (21.07%), and veterans (19.94%). Persons experiencing homelessness were identified by 16.72% of respondents, with many fewer indicating large households (9.97%), students (4.82%), and farmworkers (2.57%) as groups most in need.

82 respondents indicated “Other” as a response and were allowed to write in an open response. Response inputs were aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the specific sector mentioned by the largest number of respondents was Low- to Middle- Income Workers, or service workers. This group was mentioned in both general terms as “low income” or “middle income” “service workers” and was also mentioned in more detail as teachers, fire fighters, and police officers. Overall, this combined category had 50 mentions. Specific occupations were broken down with the following mentions: teachers (11 mentions), fire fighters (6 mentions), and police (5 mentions).

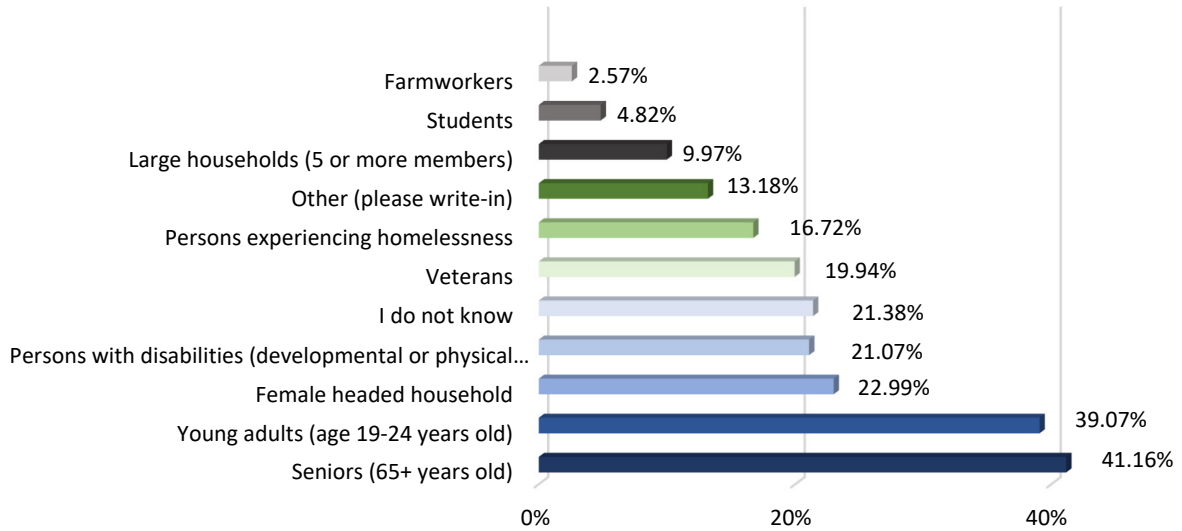
Some of the other groups specifically indicated by multiple respondents included the following:

- Low- and Middle-Income Service Workers (including teachers, firefighters, police officers) (50 mentions)
- Young Families (13 mentions)
- Young Professional and College Graduates (6 mentions)
- Single Parents (3 mentions)
- First-time Homebuyers (2 mentions)
- Other Groups Mentioned:
  - Blue Collar Workers
  - Millennials
  - Seniors

Table 14 – Question 10

Question 10: Which of the following special needs groups identified below are most in need of housing and/or related services in the city? (Select up to three choices)

Answered: 621 Skipped: 1



## 2.2.7 Appropriate Housing Types

**Question 11:** As the City seeks to meet the State mandate to plan for more than 5,900 new housing units, including housing at all levels of affordability, which housing types are most appropriate to plan for within Pleasanton? (Select at least three.)

Answered: 622      Skipped: 0

This survey question asked respondents which types of housing are most appropriate to plan for as part of the upcoming Housing Element process. Since the City is required to meet State mandates to plan for housing, respondents were asked to choose at least three housing types in order to provide a full range of housing. Respondents could also indicate an “Other” option and provide an open-ended response.

Overall, the survey respondents indicated that condos and townhomes were the type of housing units that are most appropriate to plan for in the future (this unit type was chosen by 55.79% of the respondents). Respondents also indicated that single-family detached homes (49.84%), residential mixed-use projects (48.55%), senior housing (43.09%), and duplex/triplex/fourplex units (42.77%) were all high priority unit types to plan for when choosing housing sites. The lowest score options for new housing types included affordable housing (27.97%), accessory dwelling units (20.90%), assisted living (17.20%), transitional and supportive housing (16.40%), and emergency shelters (11.90%).

It is noted that “apartments” or “rental housing” was not listed among the survey options, but in general the number of responses for condos and townhomes as a needed housing type could be interpreted to indicate at least general support for higher-density, attached housing types.

67 respondents indicated “Other” as a response and were allowed to write in an open response. This input was aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the largest theme mentioned of respondents was that they were not supportive of any additional housing at all (29 respondents).

Some of the other themes that were indicated include the following:

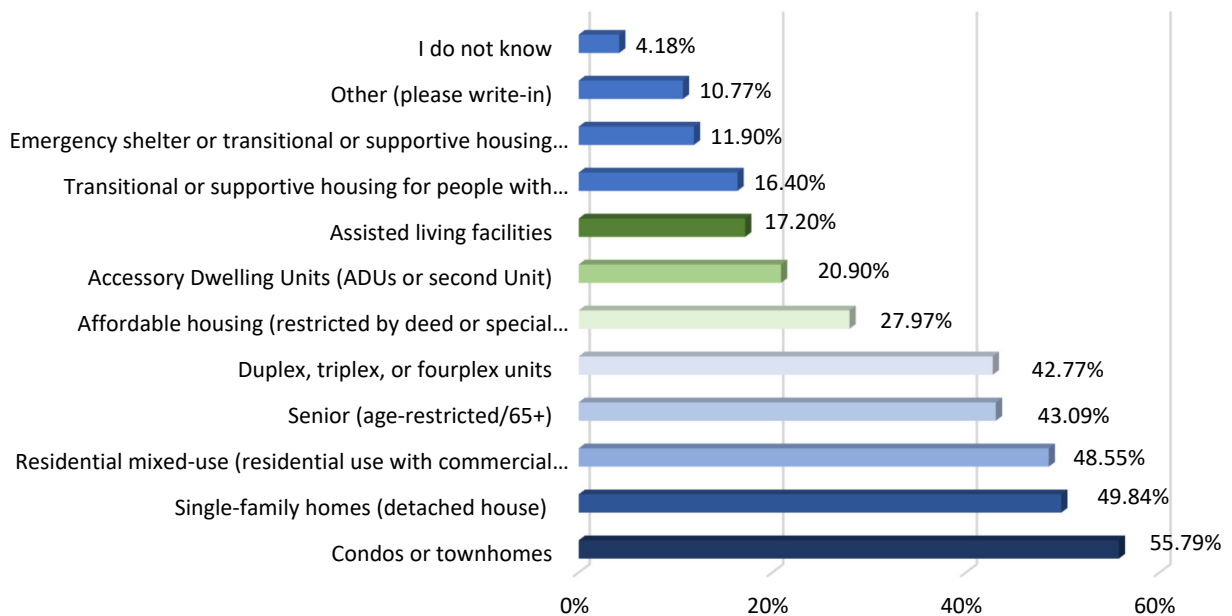
- Not supportive of any new housing (29 mentions)
- Apartments (4 mentions)
- Smaller One-Bedroom Units (3 mentions)
- Townhome/Condo Developments (3 mentions)
- Workforce Housing (2 mentions)
- Duplex Units (2 mentions)
- Tree Houses (1 mentions)
- Other Housing Types Mentioned:
  - Gated Communities



- High Density Housing
- Mixed Use Housing
- Modular Homes
- Row Houses

Table 15 – Question 11

Question 11: As the City seeks to meet the State mandate to plan for more than 5,900 new housing units, including housing at all levels of affordability, which housing types are most appropriate to plan for within Pleasanton?



## 2.2.8 Important Housing Characteristics

**Question 12: What aspect(s) of housing is/are most important to you? (Choose all that apply.)**

Answered: 621      Skipped: 1

This survey asked respondents which aspect(s) or characteristics of housing are most important. Respondents could choose all aspects that applied to them. Respondents could also indicate an “Other” option and provide an open-ended response.

Overall, the large majority of all survey respondents indicated that safety/security was the most important aspect or characteristics with respect to housing (75.20%). This was closely followed by proximity to parks, schools, and other community amenities (64.25%). Respondents also indicated that availability of parking (48.79%), private open space (36.07%), and proximity to shopping (31.34%) were also very important aspects to housing. Less important aspects or characteristics mentioned included multi-generational accommodations (18.68%) and availability of private amenities such as a pool or sports court (16.43%).

80 respondents indicated “Other” as a response and were allowed to write in an open response. Respondents provided input which was aggregated to the degree possible into common themes and ideas. Among the open-ended responses, the largest theme respondents indicated that it was important for housing to be located near transit options such as BART (11 mentions).

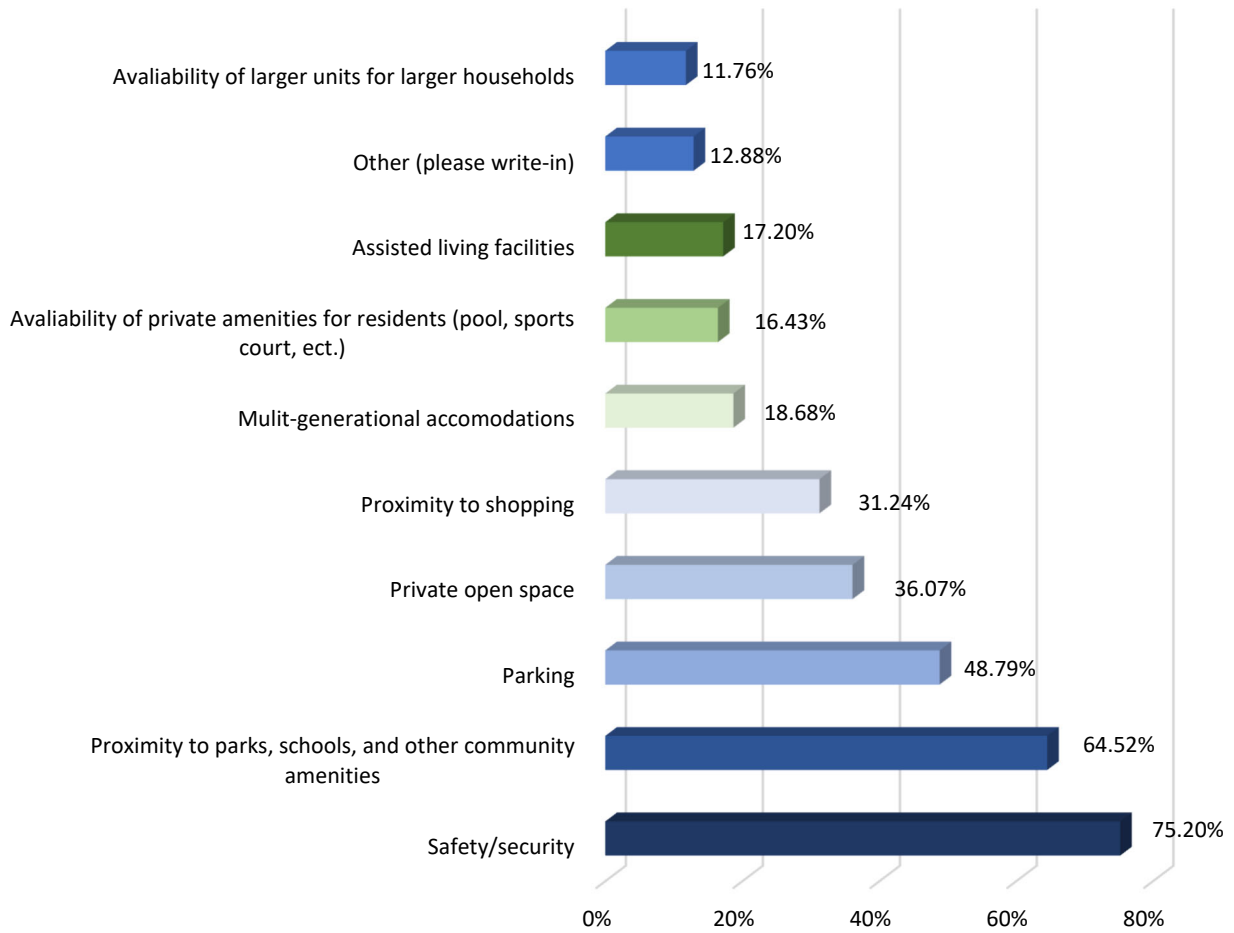
Some of the other themes that were indicated include the following:

- Proximity to transit, such as BART (11 mentions)
- Walkability and ease of public access: this includes safe and easy pedestrian accessibility for all including those with disabilities. In addition, the proximity of grocery stores, coffee shops, and restaurants were thought to be more important and distinct than “shopping” in general. (10 mentions).
- Affordable: Although provided as a survey question option, a number of respondents indicated that middle range, workforce housing for those in occupations such as teaching, is needed and important (7 mentions).
- Other Important Aspects and/or Responses:
  - Limit new housing, or build housing elsewhere (5)
  - Proximity to Schools (3)
  - Large Open Space (3)
  - Quality Construction and Aesthetics (3)
  - Available Infrastructure (water) (3)

Table 16 – Question 12

Question 12: What aspect(s) of housing is/are most important to you? (Choose all that apply)

Answered: 621 Skipped: 1



## 2.2.9 Housing-related Programs and/or Activities

**Question 13: What types of housing-related programs and/or activities do you believe Pleasanton should concentrate on? (Please select the top five priorities.)**

Answered: 622      Skipped: 0

This survey asked respondents what type of housing related programs or activities the City should focus on or encourage as part of the next Housing Element Update. The survey question included 14 specified options as well as an “Other” option that provided an open-ended response. Respondents could choose up to five priorities.

Overall, the top three programs that respondents indicated that they would like the City to focus on included: Encourage innovative design with emphasis on community and amenities (41.48%); Promote mixed-use development with both commercial and residential components (38.91%); and Encourage housing near bus stops or other transportation options (38.26%). Many of the other suggested program ideas were supported by at least 25% of respondents, including improving permitting processes; supporting non-profits in their work; expanding the supply of affordable housing units; facilitating ADUs; and rehabilitating existing units. This relatively even distribution shows a reasonable level of support for a diversity of potential programs, and suggests that a multi-faceted approach to meeting local housing needs could be taken. The importance of quality projects, with good amenities and convenient transportation options was again emphasized in the responses to this question, as it was in others.

71 respondents indicated “Other” as a response and were allowed to write in an open response. Responses provided input which was aggregated to the degree possible into common themes and ideas. Consistent with a number of responses to other survey questions, a substantial number of respondents who provided an answer indicated that there should be programs in place to limit new housing or build housing elsewhere (17 mentions). This general theme was echoed in other statements made where respondents indicated that if we are required to build housing, then we should focus on slow growth that maintains the character and quality of life of the community for existing residents (7 mentions).

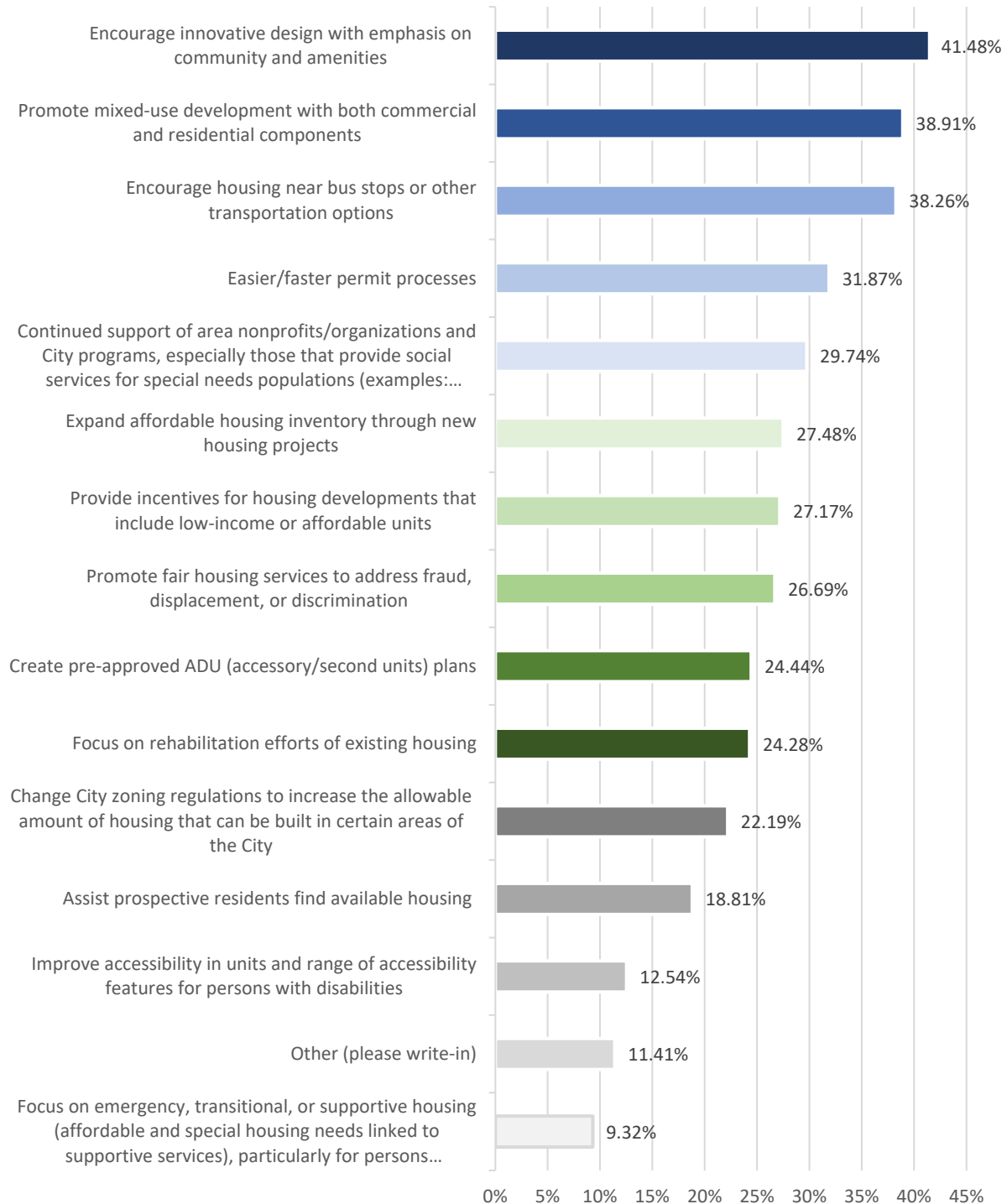
The following provides a more complete listing of “Other” responses, grouped by themes reflected in various comments:

- Limit Housing, build housing elsewhere, or meter/slow growth to preserve character: (24)
- Jobs and Housing Balance: The respondents indicating that the City should focus on programs that encourage more of a jobs to housing balance in the City which would help to minimize traffic and commuting (3 mentions).
- Education and Outreach: Focus on education and outreach to make existing resources and affordable housing opportunities easy to find and access (3 mentions).

- **Building Technology:** Focus on emphasizing new building technology that will help to make new housing more affordable and efficient, and minimize environmental impacts (3 mentions).
- **Workforce Housing:** Create programs for people already working in Pleasanton that would like to live in Pleasanton (2 mentions).
- **Other program ideas mentioned include:**
  - Disincentivize Investment Holding of Single-Family Homes (2)
  - First-time Home Buyer Program (1)
  - Land Preservation/Open Space (1)
  - Require Developers to Build Affordable Housing and Not Pay LIHF (1)

Table 17 – Question 13

**Question 13: What types of housing-related programs and/or activities do you believe Pleasanton should concentrate on? (Please select the top five priorities.)**



## 2.2.8 Final Questions

### Question 14: Is there anything else the City should consider as part of its Housing Element Update? (Please write-in)

Answered: 347      Skipped: 275

This survey question provided an open-ended response field and asked respondents to write in any last suggestions that the City should consider as part of the Housing Element Update. There were 347 responses (50 responses were answered with “No” or N/A or left blank). As an open-ended question requesting input on anything else, common themes were more difficult to establish, however, an effort has been made to summarize some of the major common themes expressed.

Across the 297 substantive responses, the following ideas were presented, organized into topics or themes:

- Limit Housing, Build Housing Elsewhere, Reject State Mandates, or Meter Growth (36 mentions)
- Resources, Infrastructure and Level of Service Concerns
  - o Concerns with the City’s water capacity. Verify that there will be enough water to accommodate future housing before approving. Additional sentiments also raised resentment over the fact that current residents are being asked to restrict their water consumption while the City is actively considering additional housing. (17)
  - o Concerns were raised on already impacted school enrollment and the education system in general (10)
  - o Many are concerned with the over infrastructure capacity in the City and urge the City to consider impacts new housing will have on road conditions, water capacity, traffic, sewer capacity, etc. (4)
  - o Concerns regarding traffic that may be generated from large new projects (5)
  - o Consider impacts new developments may have on existing neighborhood safety (2)
- Protect Pleasanton’s Community Character and Existing Residents
  - o Pleasanton’s community character is highly sought after and valued amongst its residents, and many are afraid that new housing will diminish the character if not thoughtfully considered. (11)
  - o Do better than Dublin. (5)
  - o Require priority be given to existing residents and employees of Pleasanton for all affordable housing (3)
  - o Make sure that aesthetics and architecture are a priority and encourage quality over quantity (2)
  - o Oppose SB9 and all considerations to densify existing single-family neighborhoods. (2)

- Preserve existing neighborhoods
- Policy and Program Considerations
  - Down-payment Assistance, although many current residents are able to afford high rental costs, their savings are limited and therefore unable to save up for a down-payment on a home. (3)
  - Require all developers to construct affordable housing and not allow payment of the in-lieu LIHF (3)
  - Prioritize housing near transit that is walkable (5)
  - Restrict all three-story residential projects (2)
  - Prioritize underutilized undeveloped properties (3)
  - Preserve existing open space and parks (4)
  - Prioritize housing for veterans
  - Provide housing for all phases of life (variety of sizes and types)
  - Reduce permit fees for new residential development (2)
  - Streamline the permit process for all residential development (ADU's, SFR, and MFR) (5)
- Use and Design Considerations
  - Restrict more ADUs (3)
  - Encourage single-story smaller lots and units, or smaller one-bedroom units (7)
  - Create more multigenerational housing
  - Allow ADU's above garages
  - Many neighborhoods already have parking problems. Require any new projects, including ADU's to provide parking on-site. (5)
- Other
  - Consider a Tri-Valley Coalition of local governments and non-profit organizations modeled after one in Fairfax County Virginia called Bridging Affordability.
  - Provide more efficient bus/transit options with more frequent stops
  - Build on the outskirts or close to freeways so not to impact the majority of the City with traffic
  - Restrict sprawl
  - Respect the UGB
  - Inventory all publicly owned land
  - Make rents more affordable for the middle (rent control or other methods)
  - Think outside of the box with new solutions
  - Provide more middle income/middle class affordable housing options



- Fight NIMBY movement, develop more housing for all
- Annex more land
- Be bold in new policies

## 3 Conclusion

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The objective of this survey was to better understand community opinions on various city-wide issues related to housing; gather constructive feedback on preferences and priorities on new housing development; identify challenges and opportunities; and understand the perspective of the community in addressing housing needs. Overall, the survey provided comprehensive and identifiable themes and feedback that will provide insight into future policy discussions.

The survey provided a wide range of varying opinions and perspectives on housing within the city. While opinions and perspective varied from question to question, the respondents engaged in the questions and options presented in the survey, and provided useful input on housing issues, opportunities, locations for future housing, and the types of housing that can best meet the community's housing needs. Although respondents recognized the challenge and intent of the Housing Element to address the mandates of State law, a small but notable proportion took the opportunity to express concerns about new housing and residential growth, and to the mandates being imposed upon the City to plan for new housing. Water supply, school capacity, traffic, and diminution of community character were some of the key growth- and development-related concerns cited by participants.

With respect to housing challenges, the most significant housing challenge identified was the lack of affordability and cost burden associated with renting and owning a home in Pleasanton. Seniors and young adults were the groups most strongly identified as being in need of housing support and services; a number of respondents called out lower- and middle-income service workers as a group who could be better served by housing.

Accessory Dwelling Units (ADUs) are often considered to provide more affordable housing options, which may help in a cost burdened community. However, respondents indicated mixed feelings on ADUs in Pleasanton. Although more respondents agreed that ADU's would provide additional housing options, 60% indicated that they should not be encouraged above and beyond what the City is currently doing in response to state mandates. Beyond ADUs, a number of respondents supported the concept of providing smaller, more affordable units, including encouraging a mix of unit types and sizes in new developments.

Pleasanton's appealing community character was brought up throughout the survey and was clearly highly valued among respondents. Concern that new housing would diminish neighborhood or community character was also a theme throughout the survey, and well-designed, quality design and project amenities, as well as neighborhood compatibility, was emphasized by many. This was expressed through preferences such as siting new housing away from existing neighborhoods, into locations where existing development tends to be larger scale and higher intensity, such as along major corridors, within the business park, and in place of existing commercial development.

In terms of new housing types, there was considerable support for higher density housing types such as condos and townhomes, as well as for smaller scale multi-family housing types such as duplexes and triplexes. Many respondents favored mixed use development (housing in conjunction with commercial uses), and expressed support for housing that provides convenient amenities and services. That said, many respondents indicated that single-family homes should remain important as part of the future housing supply, reflective of Pleasanton's existing character and housing stock.

When asked about specific locations throughout the city where housing would be most appropriate, the greatest majority of respondents indicated that an emphasis to place new housing near transit, specifically BART, should be encouraged. Placing housing near services and amenities was also supported by many. Specific locations that were clearly favored by a high proportion of respondents included Stoneridge Mall and Hacienda Business Park with a focus on underutilized and outdated commercial and office developments. After Stoneridge Mall and Hacienda, a sizable number of respondents also indicated that planning for East Pleasanton should be considered for future housing. A consistent theme for where not to put housing, was within existing neighborhoods; a number of responses also indicated that downtown was not a preferred location for new housing. Respondents felt that existing residents and neighborhoods should be protected to the greatest degree possible from future development including placing development on the outskirts or along freeways that would not contribute as greatly to traffic within the center of the city.

In terms of programs and actions that could be taken by the City, efforts to ensure high quality, creatively designed mixed use projects, and to streamline and simplify permit processes were the most supported types of actions. However, at least a quarter of respondents favored many of the other program ideas mentioned, suggesting that a broad range of policy strategies could be supported as the City works to identify a range of feasible programs and actions to support community housing needs.

Mitigating impacts of future housing and development was also a major theme throughout the survey, with the most common concerns and question around water supply and schools. Overcrowding and additional traffic impacts for current residents were also commonly brought up throughout the survey. Most respondents urged the City to cautiously consider all impacts and plan future infrastructure improvements appropriately to account for all future housing.

For a more detailed summary of open-ended questions, please go to <https://bit.ly/HEUSurveyResults>





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