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COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

Community Preference Report
Report Number 03-2009

Community Preference Report Executive Summary

A Community Preference Survey is a technique that solicits community viewpoints and enables participants to evaluate images of natural and built environments The Community Preference Survey (CPS) was designed to develop a better understanding of the relationship between transportation and land use, and also provided information on the local housing market.

The traditional residential market and public policies supported detached single-family houses on suburban lots and large acreage. However, several key objectives in the COMPASS long-range, regional transportation plan, *Communities in Motion* (CIM), required higher density housing along certain transit corridors and nodes. CIM identifies wider options for transit and opportunities for higher density developments in appropriate locations. However, if market realities do not support those ideals than planning for those facilities are vain. The COMPASS CPS was launched to explore whether there is a market for and tolerance of transit-supportive housing densities.

The CPS provides data for three (3) main COMPASS products:

1. *Communities in Motion* Implementation Guidebook.
2. Mobility Management Development Guidebook.
3. UPlan Land Use Allocation Model.

The report includes: the first section gives an introduction to CPS and their use in COMPASS efforts to plan transportation networks, including how the survey was prepared and distributed. The second section includes the results of the image ratings. The third section of the survey shows how participants chose between two different land use and travel options to identify characteristics of preferred communities. The fourth section includes feedback received during the post-survey focus groups which enabled survey participants to more fully describe their preferences for housing and transportation options. The findings section includes the analysis of the survey results and recommendations of how to use this data for the COMPASS products for which this survey was designed. The last sections of the report include possible future actions that COMPASS could take in improving this survey and a recap of the survey. The appendices include additional information on the survey and a complete data results section.

The results of the survey provided quality data on a variety of transportation and housing issues.

The existing housing market may reflect traditional preferences for single-family housing on suburban-sized lots. However, the future of housing in the region may shift toward a more compact housing pattern to accommodate demographic changes, such as aging baby-boomers and younger families. These two groups, as well as others, sought detached, single-family housing on compact lots as a good use of space and money for their housing choices. The increased awareness of sprawl and the higher transportation costs associated with a jobs-housing imbalance also promoted a preference for compact housing.

While there is demand for more compact housing, this must be done with attractive architecture to integrate into existing communities. The most popular housing choices were for slightly higher densities than the current development model. Both large lots and much higher densities ranked below compact housing choices as the general consensus desired small but manageable outdoor recreation space. Much higher densities ranked low in the survey. Survey and focus group participants also supported slightly higher density housing in neighborhoods when design features mitigated the appearance of multiple units in a building.

Key findings include the desire by almost all demographic and economic groups for additional multi-modal transportation options, especially walking and biking. The scenario section of the report indicates that the majority of participants desired mixed use areas with smaller lots closer to urban conveniences, and a more integrated street network with more space for walking and biking and less lanes for vehicles.

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SECTION 1: INTRODUCTION

A CPS is a technique that solicits community viewpoints and enables participants to evaluate images of natural and built environments. The COMPASS CPS invited participants to evaluate a wide variety of housing images and indicate preferences of housing locations and transportation options. The CPS was designed to develop a better understanding of the relationship between transportation and land use, and also provided information on the local housing market.

Studies regarding shown preferences can examine housing choices, but are limited to the availability of the local markets and what alternatives that respondents are aware of within the market. Knowing the true values and preferences held by residents of the region is crucial because such information is the key to understanding how people define a high quality of life. Such knowledge allows features to be incorporated into new residential development while at the same time improving transportation, protecting the environment, and promoting physical activity and interaction. This information will help local governments understand how best to preserve open space, revise land-use regulations, and make decisions regarding major transportation and development projects.

A stated preference survey for the Treasure Valley is important for several reasons:

1. Limited information exists regarding true consumer preferences. Generally, there is little variance in the residential products being constructed today (see page 30-31). Thus, it is difficult to determine whether consumers are purchasing their homes because it meets their wants and needs or because it is the only type available. Because people are limited to the characteristics of the housing they believe to be available, it is difficult to determine to what extent they might be interested in other options. Little variety of alternative development styles also impedes developers or lenders to try new approaches. Without local examples of high density neighborhoods, the potential demand for such developments is uncertain, and these projects are therefore risky. In addition, often the only local examples with the typical characteristics of transit oriented developments may be in neighborhoods with older housing stock, poor schools, or other perceived problems that would influence people's judgment of the desirability of this kind of design.[1]

2. We have limited understanding of the values and preferences that underpin the residential location choices of families and individuals. For example, we know that cul-de-sac subdivisions are popular, but we lack a detailed understanding of what it is about that kind of development that attracts people.

Purpose of the Community Preference Survey

The CPS has three main uses in COMPASS planning program:

1. Understand the market and preferences related to higher density, transit oriented development (TOD) for the development of the *Communities in Motion* Implementation Guidebook.

2. Understand preferences related to walkable neighborhoods and transit accessibility for the development of the Mobility Management Development Guidebook.

3. Provide understanding of the market of current and future residential preferences for calibration of the COMPASS land use model in preparation for updates to CIM.

These three products will be briefly described as follows. Additional information on these products can be found on the COMPASS website (www.compassidaho.org).

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[1] Danielsen, Lang, and Fulton. Retracting Suburbia: Smart Growth and the Future of Housing. Fannie Mae Foundation. 1999.

Communities in Motion Implementation Guidebook

CIM is the regional long-range transportation plan for Southwest Idaho for Ada, Boise, Canyon, Elmore, Gem, and Payette Counties (www.communitiesinmotion.org*)*. The regional long-range transportation plan, CIM*,* was adopted by local governments in the Treasure Valley in August 2006 to ensure a more unified, efficient transportation system. Planning for transportation is closely linked to land use, which promotes auto, transit, or other multimodal trips. Locating appropriate land uses includes siting higher densities which are supportive of transit along specific corridors and other appropriate locations.

The *Communities in Motion* Implementation Guidebook is a tool for applying the land use and transit goals stated in the CIM. The guidebook shows a variety of land use principles, examples of compact developments, and descriptions of transit types. Future versions of the guidebook will recommend specific actions that should be taken by each stakeholder (elected official, government staff, neighborhood groups, business groups, etc.) to achieve the vision of the plan. Recommendations will be based on research of best practices, outreach to local stakeholders, and the results of this CPS.

CIM adopted a land use and transportation scenario for the future of the Treasure Valley "Community Choices." There are several ways that the "Community Choices" scenario of CIM can improve the quality of life and economic competitiveness of the region, including saving more open space, offering more housing choices, improving air quality, fostering the use of public transportation and cutting one million daily vehicle miles of travel, and improving physical activity as well as reducing obesity.[2]

> "The real estate development industry now has nineteen standardized product types—a cookie-cutter array of office, industrial, retail, hotel, apartment, residential, and miscellaneous building types."
>
> --Christopher Leinberger, "The Market and Metropolitanism," The Brookings Review 16, no. 3 (Fall 1998): 34—36.

Saving More Open Space

Open Space is a valuable resource in Idaho. Open Space can be agricultural land, recreational sites, or parks. This land increases the quality of life by providing locations nearby the urban core where residents can recreate. Having nearby agricultural land also provides additional homeland security as crops are produced locally.

Between 2005 and 2007 over 10,000 acres in Ada County were consumed to development; over 16,000 acres were consumed in Canyon County. At this rate Ada County would be entirely developed by 2051; Canyon County by 2039.[3] Unless managed wisely, much of this development could occur on prime farmland, environmentally sensitive areas, or on hazardous landscapes.[4]

Offering More Housing Choices

The predominant land use and transportation policies and patterns of development in the region and nation since World War II have made it difficult for most new construction to conform to patterns other than the familiar single-use cul-de-sac subdivision or apartment complex. Low cost suburban land prices coupled with inexpensive transportation has meant that millions of American households could buy single-family detached

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[2] *Communities in Motion*, 2006, p. 3.

[3] 2008 COMPASS *Communities in Motion* Performance Monitoring Report

[4] Nelson, A. Toward a New Metropolis: The Opportunity to Rebuild America. Virginia Polytechnic Institute and State University A Discussion Paper Prepared for The Brookings Institution Metropolitan Policy Program

homes on large lots.[5] The advantages of suburban homeownership include space and relative privacy, tax advantages, and investment appreciation[6]. The suburban template of homes on large lots has historically delivered desirable communities at an affordable price.

However, this housing type dominates the national housing market, and some argue the template has failed to address growing demand for different housing products (Levine, 2006).[7] Also, many of the costs of this type of development have been spread broadly across society rather than incurred directly by suburban homeowners.[8] Currently there is a general imbalance between concentrations of employment and housing in the Treasure Valley. This can be evidenced by the amount of traffic traveling on the interstate and other major thoroughfares during rush-hour traffic. In many areas where families spend more on housing, they tend to spend less on transportation, and vice-versa. In their search for lower cost housing, working families often locate far from their place of work, dramatically increasing their transportation costs and commute times. Indeed, for many such families, their transportation costs exceed their housing costs. As more and more working families commute from their homes to distant job centers, clogged and congested roads become the norm in bedroom communities.[9] By continuing this trend, travel times between Caldwell and Boise could reach an hour and a half by 2030.[10]

Improving Air Quality
How people travel has a big impact on air quality. A significant share of key pollutants in the region comes from "mobile sources," mostly cars and trucks. Air quality is of particular importance as Northern Ada County is Idaho's only designated Limited Maintenance Area for Carbon Monoxide.[11] The issue became a critical one in the 1990s, when the region was barred temporarily from spending federal funds on major road projects because it could not show that its transportation plans would restrict driving-related emissions enough to conform to health standards. One problem was that development patterns required people to drive increasing distances to jobs and other mode options were not feasible.[12] Presently, the area is in danger of being designated as non-attainment for ozone.[13] Additional federal money is critical to improving

> "Time and again, market research shows that many housing consumers would like to live in walkable, mixed-use neighborhoods. The American housing market, however, is constrained by policies that promote sprawl and the natural inertia of an interdependent, multi-billion-dollar industry. As a result, the market has been slow to respond to this demand."
>
> --The Coming Demand
> Congress for the New Urbanism

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[5] Nelson, A., Planning Leadership in the New Era, Journal of the American Planning Association, 1999.
[6] Burchell, R. W., Lowenstein, G., Dolphin, W. R., Galley, C. C., Downs, A., Seskin, S., et al. (2002). *Costs of sprawl—2000*. Washington, DC: National Academy Press.
[7] Levine, J. (2006). *Zoned out: Regulations, markets and choices in transportation and metropolitan land-use*. Washington, DC: Resources for the Future.
[8] Burchell, R. W., Lowenstein, G., Dolphin, W. R., Galley, C. C., Downs, A., Seskin, S., et al. (2002). *Costs of sprawl—2000*. Washington, DC: National Academy Press.
[9] A Heavy Load: The Combined Housing and Transportation Burdens of Working Families. Center for Housing Policy, October 2006.
[10] 2008 COMPASS *Communities in Motion* Performance Monitoring Report
[11] Based upon levels of air pollutants, geographic areas with persistent air quality problems is designated a nonattainment area. This means that the area has violated federal health-based standards for outdoor air pollution. Monitoring for carbon monoxide (CO) in the Treasure Valley began in 1977. As a result of these high levels of CO, northern Ada County was designated a CO nonattainment area by the U.S. Environmental Protection Agency (EPA). (http://www.deq.idaho.gov/air/data_reports/monitoring/overview.cfm)
[12] Kavouras, I, DuBois, D, Etyemezian, V, and Nikolich, G. *Ozone and its precursors in the Treasure Valley, Idaho.* 2008
[13] COMPASS Data, 2008.

transportation shortfalls locally but may not be procured to the fullest if air quality standards are not improved.

Foster the use of Public Transportation and Cut One Million Daily Vehicle Miles of Travel
As oil prices soar, many commuters are looking for alternative modes of travel. However, the locations of current public transit routes are limited by funding and limited by ridership. Higher oil prices, the increased awareness of conservation and green-living have increased the desire for public transportation and more walkable communities Currently, less than 7% of the households in the Treasure Valley live within a walkable distance to existing transit routes.[14] Similarly, many households are unable to commute via bicycle or as pedestrians due to the land use patterns and fragmented travel networks.

The CPS and Communities in Motion Implementation Guidebook
CIM suggests that higher densities are appropriate along certain corridors and still fit the context of the neighborhood. Although density is needed to support transit, it is not appropriate in every location in the valley. One goal of the survey was to identify types of higher density developments that are tolerable for existing communities. The CPS will attempt to understand consumer preferences for transit, and mixed-use neighborhoods, which can reduce the impact of automobile emissions on the airshed. Increasing mixed-use neighborhoods that are conducive to alternative transportation will also save more open space, offer more housing choices, improving air quality, foster the use of public transportation and cut one million daily vehicle miles of travel, improve physical activity and reduce obesity. By realizing the actual market for housing, existing greenfields can be managed more effectively.

> "You can't separate transportation and land use. The whole issue of (traffic) congestion is about how we accommodate future growth."
>
> Sam Williams, president, Metro Atlanta Chamber of Commerce

The findings and conclusions of this report will be included in the next version of the *Communities in Motion* Implementation Guidebook as recommendations. The guidebook, will be presented to the COMPASS Board, comprised of local elected officials, for their adoption. Transportation and land use are intimately tied together; this guidebook will demonstrate examples of quality transit-oriented developments successfully integrating both sides and provide suggestions for encouraging more of this type of development.

Mobility Management Development Guidebook
COMPASS has been working with Valley Regional Transit in creating a Mobility Management Development Guidebook to provide guidelines to local stakeholders to better integrate mobility and access into local land use and development decisions. This guidebook will help enhance mobility and access to transportation services for disadvantaged groups in rural, suburban and urban areas. Similarly to the *Communities in Motion* Implementation Guidebook, this guidebook will show best practices in land use principles, examples of exemplary developments, and descriptions of transit types. Some of the content of the Mobility Management Development Guidebook will include a resource manual of best practices for incorporating transit access and mobility enhancements into subdivision, site and road design (with examples and references) and a checklist for including access integration in design and decision making. Recommendations will be based on research of best practices, outreach to local groups, and the results of this Community Preference Survey.

COMPASS Land Use Allocation Modeling (UPlan)
There are several factors affecting housing production and preferences in the Treasure Valley. Many variables, including economics, demographic, and policy, affect housing preferences. Most long-run housing forecasts start with an implicit assumption that the future will be like the past or in other words, housing

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[14] 2008 COMPASS *Communities in Motion* Performance Monitoring Report

producers and regulators will behave as they have in the past. Those assumptions do not account for big shifts in the determinants of housing choice. Therefore a "trend" scenario of business-as-usual will need to be compared with a "choices" scenario of a changing housing market and increased transportation options to identify the future vision of the Treasure Valley.

The interaction between land use and transportation is critical in planning future roadways and transit systems. The understanding and accurate forecasting of the affect of land use upon the transportation network is critical for the next long-range plan for several reasons, including:

> "The real key is land use, because land use is a reflection of the transportation choices we'll make in the coming years."
>
> -- John English, Utah Transit Authority General Manager

- The next several decades will largely impact the future "look" of the area. Local estimates suggest an increase of more than 218,000 households in the region and almost 483,000 by 2040. That is 120% new households to be constructed in the next 32 years.[15] The current policies and decisions will play a large role shaping future development.
- Many of these new households will be elderly relocating to more suitable housing and neighborhood locations. Between 2000 and 2030, the number of people aged 65 and over will more than double.[16] This will be the fastest growing segment of the housing market, accounting for approximately half of the million new households projected between 2000 and 2030. Many of these households will be looking to move from existing conditions that were not built for an elderly population. The development of housing for unexpected demands will cost public money in infrastructure, create sprawl, worsen air quality, and depreciate housing values.
- Nationally, recent trends indicate that demand is increasing for more compact, walkable, and high quality living, entertainment, and work environments.[17] Data from the National Association of Realtors (NAR) indicate that for the first time ever sales prices of attached homes is now on par with detached homes, a strong indicator of changing market demand for higher density housing.[18]

The availability of data regarding the future market and style of residential construction is an important element in planning future transportation networks. Different residential types generate different effects on the transportation network. UPlan will be used in the next iteration of the regional, long-range transportation plan for determining future growth and travel demand forecasting. An understanding of where development will occur and what it will look like is an important first step in developing roadway facilities and transit services to alleviate congestion.

COMPASS conducted a Homebuyer Report (accepted by the COMPASS Board on November 19, 2007) which identifies the reasons for population growth in the Treasure Valley.[19] The survey identified criteria for the home purchases by considering housing and neighborhood characteristics. Finally, the survey reviewed the affect this purchasing pattern has on transportation, specifically at the willingness of homebuyers to commute, to live close to work, and to use public transit. The report addresses the specific conditions affecting migration patterns, homeowner relocations, and investment property purchases. The combination of the shown Homebuyer Survey and stated CPS preferences gives a fuller perspective of current and future residential demands and effects on the transportation network.[27]

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[15] Church, J. Economic and Population Forecasts for Ada and Canyon Counties in Idaho. 2007.

[16] U.S. Census, 2000.

[17] Myers, D., Gearin, E., Banerjee, T., and Garde, A. The Coming Demand, 2001.

[18] National Association of Realtors. 2001. "Community and Housing Preference Survey." Washington.. 2004. "Existing Home Sales Data." Washington. 2004.

[19] COMPASS Homebuyer Report, 2007.

The results of the CPS will be considered in the application of land use allocation for the next regional, transportation plan. Demographic and socioeconomic factors are a major determinant in the type of housing that will be desired in the area. A better understanding of the type and location of housing will enable local land use and transportation agencies plan infrastructure accordingly. Other factors, such as physical features, economic conditions, industry trends are not addressed in this report but are also important considerations in future growth patterns.

Additionally, these surveys can provide information on housing, which is the main determinant for transportation demand and opportunities for increased mode choice. Therefore, additional research of housing and land use is important for developing:

- Comprehensive Plans
- Corridors Plans
- Neighborhood Plans
- Review of site plans and entitlement applications
- Other planning related activities.

Preparation of the Community Preference Survey

Background on Preference Surveys

Preference surveys are widely accepted as a technique to engage the citizenry and receive valuable input to local community values. Preference surveys have been used by local and regional governments across the nation due to their ability to gauge the opinion about the built environment. Stated preference surveys have been used by local governments, transit operators, and regional planning agencies to determine the public's preferences regarding transportation investments, commute trip reduction strategies, land use patterns, and residential products.

Other locally conducted preference surveys are discussed briefly in the appendix (page 47).

"I like the way the images were used to support the text. I also like the way different images were used to support the same questions. Seeing multiple perspectives on the same theme made me rethink my original response.

--Participant

COMPASS Advisory Committees

COMPASS engages in collaborative planning efforts to bring together multiple jurisdictions to make joint decisions about regional transportation. Two COMPASS committees provided feedback to help shape this survey, the Demographic Advisory Committee (DAC) and the Public Participation Committee (PPC). The DAC is a technical committee responsible for reviewing demographic and growth monitoring activities conducted at COMPASS. The chief function of the committee is to recommend improvements to the growth monitoring process and to review demographic materials before they are presented to the COMPASS Board. The PPC advises and assists COMPASS staff on methods to encourage public involvement. The PPC will consider the needs of residents across all modes of transportation to ensure a community-supported transportation planning process. This timeline shows their input into the survey:

> January 31, 2008—The DAC previewed the survey on two occasions to provide feedback related to the content and distribution.
> February 13, 2008--The PPC was introduced to the CPS.
> April 9, 2008—Based on feedback from the DAC and PPC the survey was revised and returned to the PPC for additional review and comments.
> May 1, 2008—The DAC previewed the survey.
> May 2, 2008—DAC and PPC members were invited to pretest the survey.
> May 7, 2008—CPS launched at the Visualizing Density workshop, online, and via residential mailing.

Launch of the Community Preference Survey

The CPS was designed as an online survey located on the COMPASS website for the participants. Every response option was assigned a weight factor, whereby the weights included; strongly oppose (-3), oppose (-2), slightly opposed (-1), slight preference (1) preference (2), and strong preference (3). The number of responses for each response option was summed and an average response value was calculated for each slide. The tallies for each response and average response value for each slide are provided in the results section.

The online method has its inherent strengths…

- Higher Response Rate: Research shows that response rates on private networks are higher with electronic surveys than with paper surveys or interviews.[20]
- Cost-savings: Online surveys are less expensive than paying for postage or interviewers.
- Ease of Editing and Analysis: Online survey providers make it easy to analyze the data.
- Quicker Response Time and Better Coverage: Online network speeds enable quick participation and dissemination.
- Faster Transmission Time: Questionnaires can be delivered to recipients in seconds, rather than in days as with traditional mail.
- Candid Responses: Research shows that respondents may answer more honestly with electronic surveys than with paper surveys or interviews.[21]

…and weaknesses. Weaknesses of this method include methodological bias, technical errors, and content issues. Survey bias is discussed in more detail in the appendix (page 47).

Visualizing Density Forum

The CPS was conducted through a variety of distribution methods to create a large participation results. The CPS was launched on May 7, 2008 at the Visualizing Density workshop. The workshop presentation was part of the COMPASS 2008 Education Series, "Making Connections: Improving Mobility and Design in the Treasure Valley." Presenters Julie Campoli and Alex McLean presented a workshop based on their book, *Visualizing Density.*[22] By using aerial photography the presenters showed benefits of higher density developments, discussed reasons many people are skeptical of density, and showed how design plays a key role in our attitudes. The CPS was conducted at the conclusion of this presentation and individuals in attendance participated. Each participant was provided an individual sheet to record their response and appropriateness of the suitability of the development. The responses from this group was tabulated and compared with other groups to find differences and commonalities.

Online Survey

The CPS was launched on the COMPASS website May 7, 2008 (www.compasssidaho.org) and was distributed through a variety of methods to increase participation. Individuals in the COMPASS database were sent an email invitation, the survey was on the COMPASS website, and various local media reported the survey.

Mailing Survey

Stratified random samplings of postcards were sent to over 2,000 residential addresses (including every postal route) in the Treasure Valley on May 7, 2008. This group was to be the "control" group and be able to give the opinion of the "man on the street."   This group would target residents within the valley who are not in the COMPASS email address database nor attended the Visualizing Density workshop—this group would have particular knowledge of transportation or land use planning.

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[20] Thorpe, S., Online Student Evaluation of Instruction: An Investigation of Non-Response Bias, 2002.
[21] Ibid.
[22] Campoli, J, MacLean, A., Visualizing Density, Lincoln Institute of Land Policy, 2007.

SECTION 2: IMAGE RESULTS

The results of the image section of the survey are included in this section of the report. The images used in the CPS are listed on the following pages. Participants in the survey were asked to rate the following images on how desirable the housing type would be for their household and in their neighborhood. The images are ranked from highest to lowest based on their overall score (combination of household and neighborhood scores). Note that there are several images that would rank higher or lower if based solely on other scores in the survey; such as the overall neighborhood score, the visualizing density scores, or by certain demographic groupings. This image is the highest ranking image in the survey and is used as to indicate how to read the results pages (pages 12-15):

Total[23]
Household[24]
1.0
Neighborhood[25]
1.2

Viz. Density[26]
Household
1.6
Neighborhood
1.8

Control Group[27]
Household
0.9
Neighborhood
1.2

Overall, the responses to the land use and building style images were generally favorable with an overall average response of 0.36. However, there were substantial preferences regarding land uses and building styles; both in favor and opposition. The image above indicates how to interpret the results on the following pages.[28]

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[23] Combination of Household and Neighborhood Score for entire survey results.

[24] Results of survey for questions, "How desirable is this housing type for your household?"

[25] Results of survey for questions, "How desirable is this housing type in your neighborhood?"

[26] Combination of Household and Neighborhood Score for survey results conducted after the Visualizing Density forum.

[27] Combination of Household and Neighborhood Score for survey results conducted via mailed postcards to a stratified random sample of valley residents.

[28] More detailed results can be found on individual image pages in the "Community Preference Survey Results" document.

Community Preference Survey Image Scores

1.

0.8

0.8

1.2

1.2

0.7

0.7

2.

0.5

0.6

0

-0.2

0.6

1.0

3.

0.5

0.6

-0.3

-0.3

0.5

0.7

4.

0.2

0.3

-0.8

-0.6

0.1

0.1

5.

0.3

0.1

-0.6

-0.7

0

0

6.

0.1

0.2

7.

0.1

0.2

-.2

.2

-.1

0

8.

-0.2

-0.1

-0.6

.1

-0.3

-0.1

10

9.

-0.3

0.0

-0.1

0.6

-0.1

.1

10.

-0.4

-0.1

0.6

1.0

-0.7

-0.6

11.

-0.3

-0.3

-0.2

0.2

-0.6

-0.7

12.

-0.4

-0.2

-0.1

0.4

-0.8

-.3

13.

-0.4

-0.3

-1.7

-1.5

-0.2

0

14.

-0.3

-0.6

-1.3

-1.2

-0.3

-0.9

15.

-0.5

-0.4

-0.9

-0.8

-0.8

-0.7

16.

-0.6

-0.4

-0.1

0.4

-1.1

-1.0

17.

-0.6
-0.6
-0.6
-0.1
-1.1
-0.9

18.

-0.7
-0.5
-0.6
-0.4
-0.8
-0.6

19.

-0.6
-0.8
0.8
0.9
-0.6
-0.9

20.

-0.8
-0.6
-0.2
0.4
-1.1
-1.1

21.

-0.8
-0.7
-1.1
-0.9
-0.7
-0.7

22.

-0.9
-0.6
-0.9
-0.1
-0.9
-0.5

23.

-1.1
-0.8
-1.5
-1.1
-1.2
-0.9

24.

-1.1
-1.0
-1.8
-1.8
-1.0
-0.8

25.

-1.5
-1.3
-1.1
-0.2
-1.7
-1.6

26.

-1.5
-1.3
-2.1
-1.8
-1.1
-1.1

27.

-1.8
-1.5
-1.4
-1.2
-1.7
-1.7

28.

-1.9
-1.6
-1.6
-1.2
-2.1
-1.7

29.

-2.0
-1.9
-2.0
-1.7
-1.9
-2.0

30.

-2.1
-2.0
-2.6
-2.3
-1.8
-2.0

Map of Image Results by Zip Codes

Preferences in housing varied slightly throughout the Treasure Valley. The following maps highlight the differences in the highest and lowest scored housing image from the survey based on zip code locations.[29] The highest score map (below) shows some greater preference in already urbanized areas for higher density units, while more suburban and rural areas, primarily scored large lots high. Regardless of the location, however, detached housing ranked as the highest type.

Highest Preference Scores by Zip Code

Legend
County Line
Zip Code Boundaries

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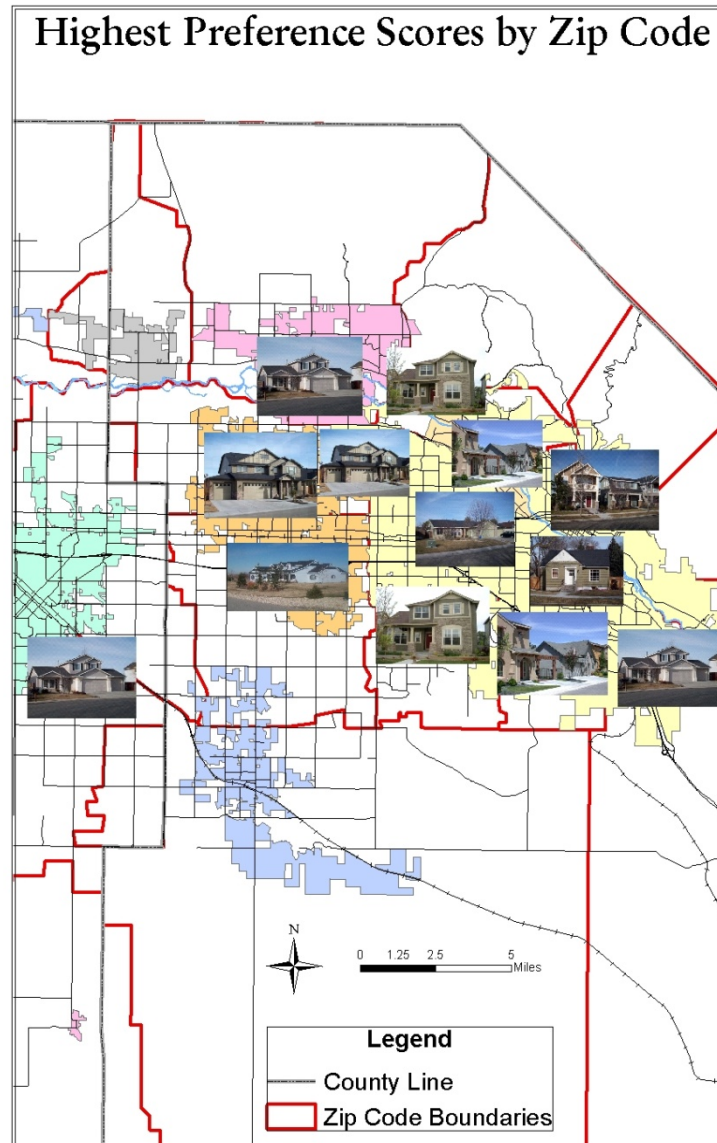
[29] Minimum 20 completes per zip code.

The map on this page indicates the lowest scored images geographically by zip code. [30] Unlike the high-score map on the previous page, only four (4) different images made this map, showing uniformity throughout the region on the type of housing that is least preferred.

Lowest Preference Scores by Zip Code

---
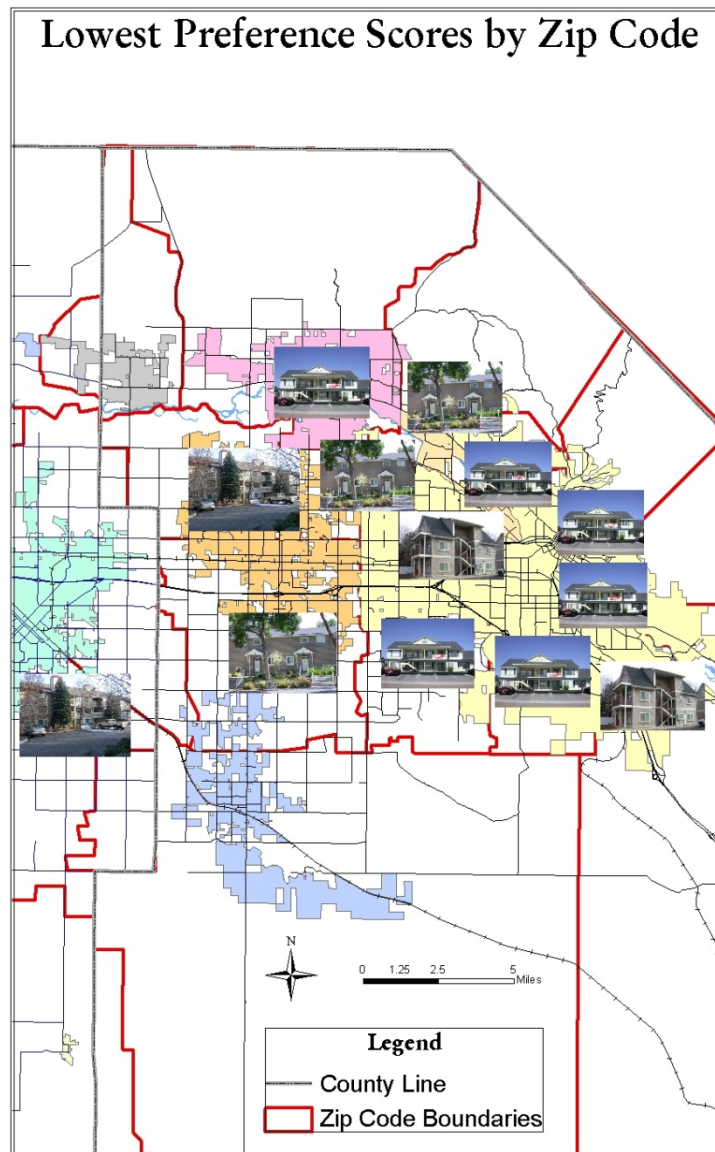
[30] Minimum 20 completes per zip code.

SECTION 3: SCENARIO RESULTS

The second section of the survey asked participants to choose between pairs of neighborhoods with different attributes. After viewing an image and reading a description for each pair, respondents selected between the two options. Each visual image was provided independent of other information (i.e. affordability, crime rate, social composition of the neighborhood, etc.) so that the images could stand on their own merits.

There were six trade-off questions used to tabulate results on four topics: mixed or separated land uses, closer to work or larger lots, transportation networks, and balance between vehicular and pedestrian space.

Scenario 1: Mixed or Separated Land Uses?

Issue

Historically, the primary purpose land use zoning has been to segregate uses that are thought to be incompatible. Most cities and counties will zone areas for residential, commercial, industrial uses and this has become a method for separating land uses that may pose negative effects on each other. However, the mixing of land uses–shopping district within a few blocks of houses and apartments, for example – has become a trend for combating some of the elements of sprawl.

As different land uses (retail, office, residential, industrial, etc.) also have different vehicular trip generation peak hours, the blending of land uses is an effective way to reduce the amount of parking, roadway lanes, congestion, promote shorter trips and more non-motorized trips, supporting viable public transit, and can save on public resources with an efficient use of infrastructure.

> "The term of 'density' is often used synonymously with "crowding" however there are some critical differences between the two. Density is the number of people in a given space, while crowding is the subjective perception that that number is too high. Places can be very dense, but may not be perceived as overcrowded if they are designed to comfortably accommodate many people."
>
> --Julie Campoli and Alex
> MacLean, Visualizing
> Density

If I were to move, I'd like to find a neighborhood with...

A. a mixture of housing types on various sized lots close by to shopping and activity centers.	B. single family houses on large acres further away from shopping and activity centers.
64%	36%

However, mixing land uses does pose some risks. Mixing land uses can create adverse affects on nearby properties, such as lighting, noise pollution, etc. Also, mixed-use buildings generally do not provide some of

16

the conveniences of big-box stores which enable "one-stop shopping." Where the residential population is not sufficient for retail uses, those buildings may remain vacant providing an eyesore or a location for increased crime. From a market standpoint, mixed-use developments are unproven and can be difficult for developers to assume the risks and for lending institutions to back these developments.

If I were to move, I'd like to find a neighborhood where…

Commercial areas are mixed in with the residential areas. 57%	Commercial areas are separated from the residential areas. 43%
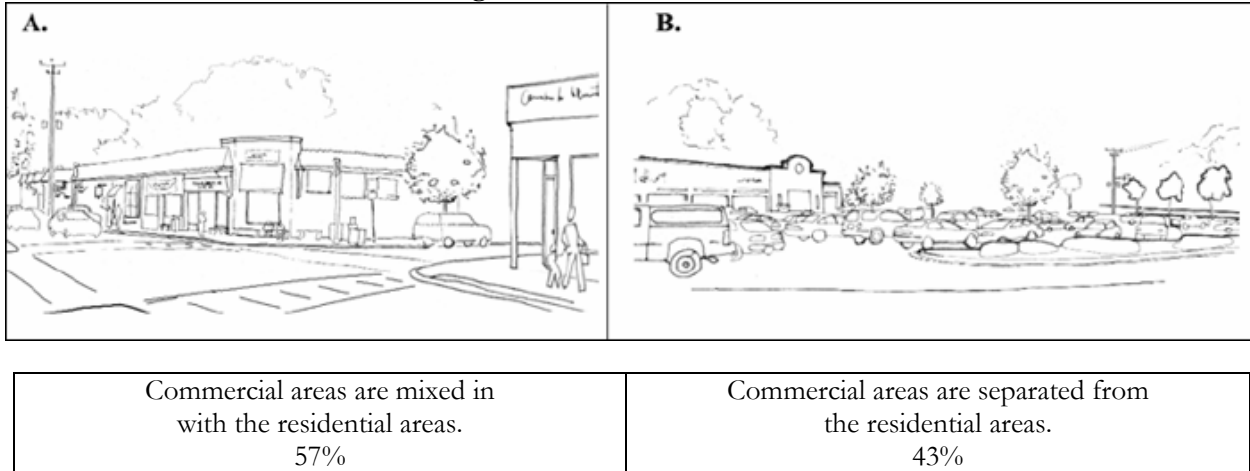
Survey Results

Survey respondents showed slight preference toward more mixture of uses compared to segregated growth patterns. Both questions regarding this scenario had a majority of participants favoring mixed land uses. When the mix is done right it is a preferred land use pattern. Access to conveniences, such as groceries, drug stores, or dry cleaners is a positive. Inherent in the proximity of mixed land uses was the assumption that a person could walk, bike, and use other modes of transportation than the automobile. This improves mobility for a number of people who do not have access to a vehicle and also increases walking opportunities. This allowed for more freedom for neighborhood residents, especially the young and elderly who may not legally or comfortably drive and those who cannot afford a vehicle. For those that drive, close proximity of commercial space enables walking for health, social interaction, and other quality of life issues.

"A mix is nice. Close to me is a mix of small to large single family homes various lot sizes, as well as large rural lots, multiple family units, and even some commercial activity."

--Participant

However, when mixed land uses is not done sensitively to residential developments many negative aspects can occur. Both safety and security of neighborhoods can be compromised by enabling automobile or other traffic through residential areas from nearby commercial sites. This point was indicated several times during the post-survey focus groups.

Scenario 2: Closer to Work or Larger Lot?

Issue

The Treasure Valley has been growing at a rapid pace which has caused development on thousands of acres of open space. Most of the development has occurred on large greenfield sites miles from current job centers, meaning that buyers have increasingly long commutes. Home seekers who hope to avoid lengthy drives often must choose between large lots far from work or small lots and locating in cities and near employment centers.
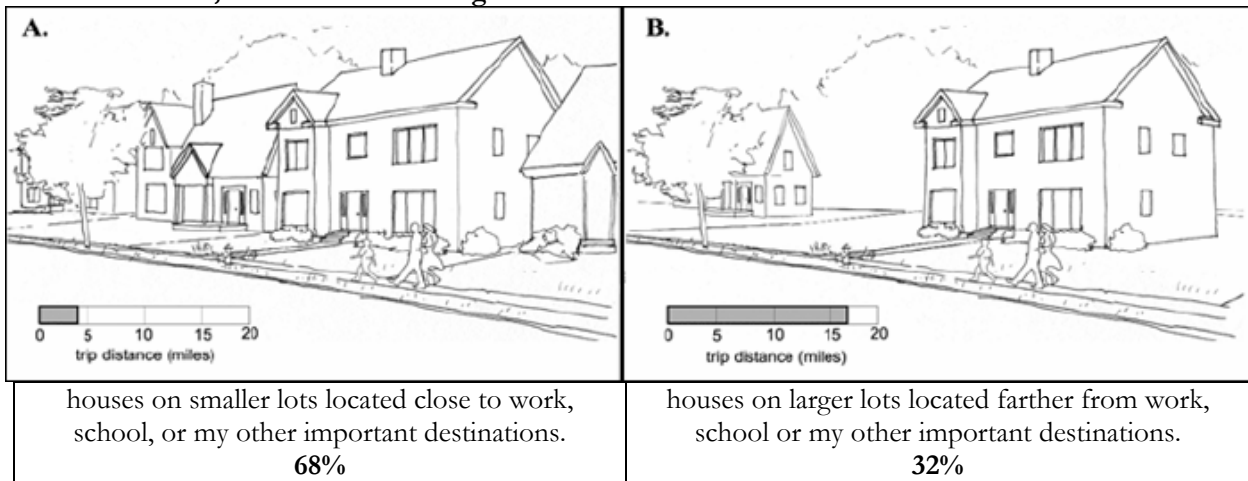
The question in the survey about residential density sought to probe just how much tolerance people have for living far from work in pursuit of large house lots. In other words, the question would respondent's trade private yard space to avoid a long commute.

Often the trade-off becomes spending discretionary income on housing or transportation costs. In areas where families spend more on housing, they tend to spend less on transportation, and vice-versa. For many families, their transportation costs exceed their housing costs.[31] Maureen McAvey described this phenomenon as "Drive until you qualify."[32]

> "I am very interested in seeing more of what I consider progressive neighborhood styles which encourage interaction with smaller frontage, smaller lots, rear garages, mixture of residential & commercial, etc."
>
> --Participant

If I were to move, I'd like to find a neighborhood with…

| houses on smaller lots located close to work, school, or my other important destinations. **68%** | houses on larger lots located farther from work, school or my other important destinations. **32%** |

A similar question was asked to identify whether home sizes and travel distances were critical aspects of home preferences. Typically larger lot sizes require more space and push residential areas farther from employment and shopping centers. While the siting of large homes on smaller lots may alleviate the sprawl issue it also has increases the perception of crowding. Because of the desire for large houses on smaller lots the American landscape is now dotted with an increasing number of "McMansions." These are especially common in densely populated suburban areas where land prices minimize the land affordability.

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[31] Heavy Load, The Combined Housing and Transportation Burdens of Working Families, Center for Housing Policy, 2006.

[32] McAvey, M., Higher Density Development Myth & Facts, Urban Land Institute. 2005.

If I were to move, I'd like to find a neighborhood where...

A.	B.
with smaller homes closer and where I walk, bicycle or take public transit for some of my trips. 77%	with larger homes and I drive for all of my trips. 23%
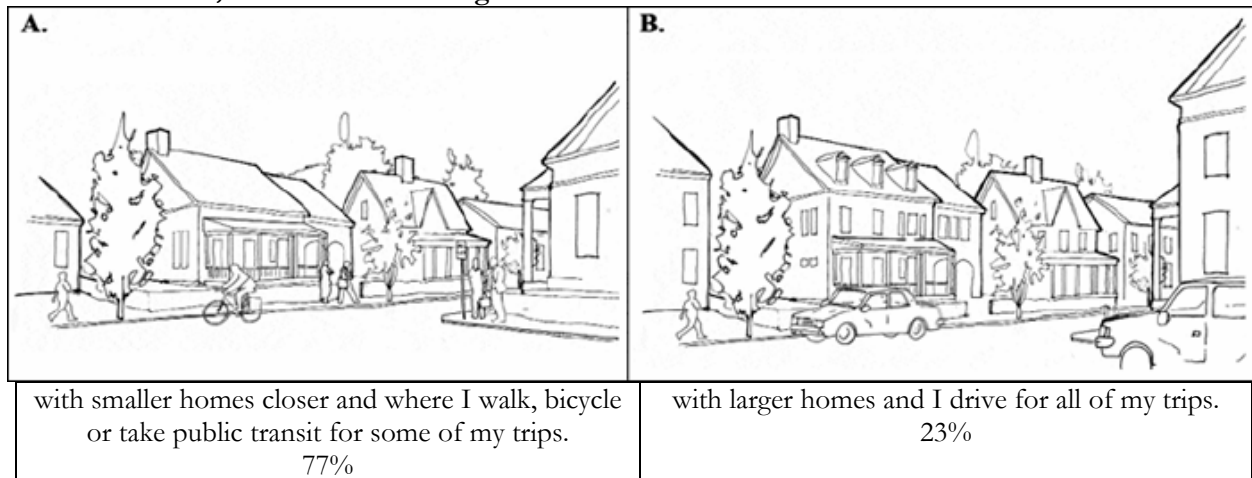
Survey Results

The preference among survey respondents is for smaller homes with shorter commutes over larger homes with longer commutes. Over three-fourths of survey respondents shared this preference. There are several possibilities for this including:

- This development pattern enables shorter commutes and less time and energy for maintenance. The time saved in traffic by living closer to shopping and employment also enables more recreational opportunities.
- Several demographic groups have indicated a preference for smaller lots/small houses due to the reduced maintenance of each. This would include some elderly and young families who prefer spending time in other pursuits than upkeep.
- Young couples without children indicated a preference for proximity to urban amenities, which are not typically offered outside of large cities.

The ideal for many would be a large, spacious lot and home within an easy walk (generally considered to be ¼ mile or less) from a transit stop, neighborhood shopping center, schools, and other sites. That situation would enable the best of both worlds, upscale living in a convenient location. Unfortunately, this development pattern is unlikely for several reasons:

1) A certain amount of density is needed to make transit viable, typically more than 7 dwelling units per acre at transit nodes.
2) Retailers also need a critical mass with enough rooftops in an area to make walkable neighborhoods viable.
3) Homes that meet this criterion are in short-supply. According to analysis conducted by COMPASS, less than 14,000 single-family homes (or approximately 7% of the region's housing units) are within ¼ mile of a transit stop.[33]
4) The market has not responded to increase demands for transit supportive development. While ideal free-market conditions suggest that the right housing-mix would eventually work itself out, markets do not take into account several factors that induce and promote sprawl. Theoretically, an ideal free market

> "The availability of natural open space is of utmost concern to the quality of life here in Boise, yet much of that open space close into town is threatened by development."
>
> --Participant

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[33] COMPASS Data, 2008.

requires many buyers and sellers, sound information about prices and quality, homogeneous products in each market, no external costs or benefits, and so forth. Land markets typically meet none of these requirements and is rife with externalities.[34] as the rate of land appreciation is uncertain, causing land speculation and sprawl.[35] Often public policy benefits primarily suburban residents and makes single-family housing subsidized through the tax code.[36] Moreover government regulation may introduce additional market distortions.[37]

Average Single-Family Dwelling Size (in square feet)

	2000	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**
Ada County	2,317	2,366	2,358	2,471	3,851	2,615	2,929	2,958	2,443
Canyon County	NA	1,404	1,260	1,282	1,660	1,923	2,368	2,394	NA
Regional	NA	2,352	2,312	2,437	3,807	2,412	2,686	2,763	NA

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[34] Clawson, M. Suburban Land Conversion in the United States. The Johns Hopkins Press. 1971.

[35] Fischel, W.A. The Economics of Zoning Laws: A Property Rights Approach to American Land Use Controls. The Johns Hopkins University Press, 1985
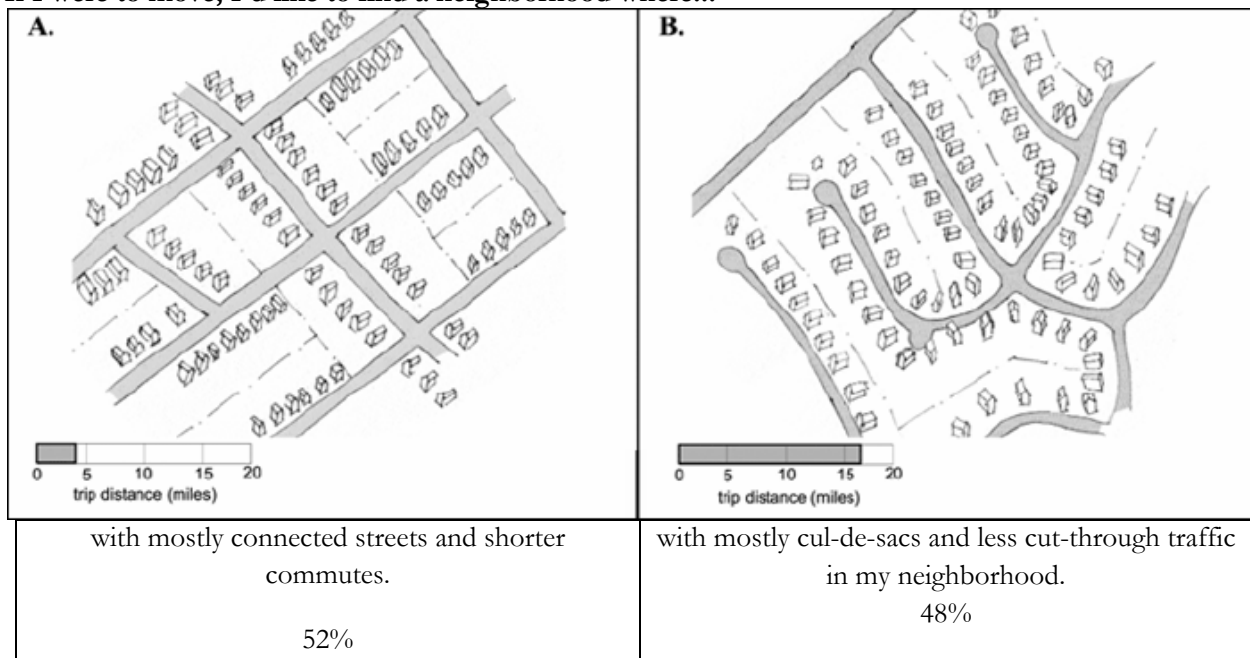
[36] Ibid.

[37] Ibid.

Issue
A grid street pattern is the original development pattern typical of most western cities.   This allowed the rapid subdivision and distribution of large land holdings. Later, cul-de-sacs became a more typical development pattern of post-World War II when gas prices were low and commute times were shorter.

Cul-de-sacs offer certain advantages, such as safety from high speed traffic, and less noise and air pollution. They often lend themselves well to a hierarchal street network that is affective in access management strategies. However, there are costs to cul-de-sac streets, including increased traffic on the non-cul-de-sac streets which make navigation (especially on foot) inconvenient and non-intuitive, and reduce the size of any given neighborhood to a single street causing less interaction between neighbors and thus, less sense of community. School buses can have also have a hard time turning around, which means that children who live in a cul-de-sac must often walk to a bus stop on a main through road. However, recent research on obesity and urban planning suggests that this may be an advantage because it enables children to get daily physical activity.

Grid street patterns are generally considered to be less expensive than a street hierarchy plan because fewer road miles are needed to serve the same population. Pedestrians have an easier time connecting to other parts of neighboring neighborhoods and commercial businesses. Obstacles such as cul-de-sacs and busy intersections with high speed traffic that hinder or discourage pedestrianism are rarely present. The grid also enhances pedestrian access to mass transit.

People in the survey were asked whether they preferred a cul-de-sac street pattern or if they would trade the cul-de-sac lifestyle for a more connected street network with destinations close by.

If I were to move, I'd like to find a neighborhood where...

with mostly connected streets and shorter commutes. 52%	with mostly cul-de-sacs and less cut-through traffic in my neighborhood. 48%

If I were to move, I'd like to find a neighborhood ...

with local streets in a mostly connected network. 62%	with local streets comprised mainly of cul-de-sacs. 38%
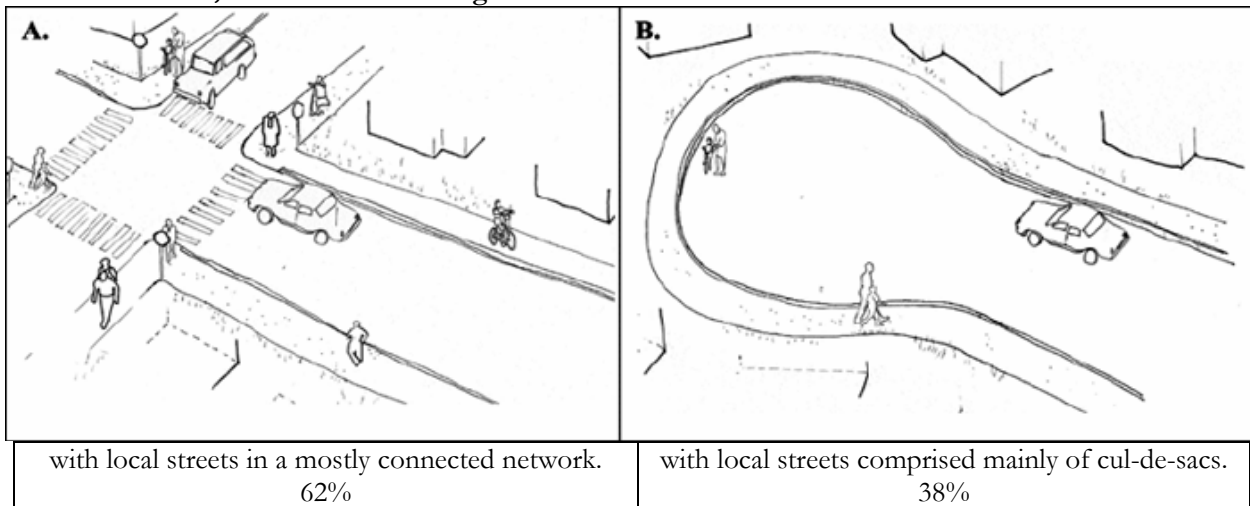
Survey Results

Survey participants showed slight preference toward a gridded street pattern compared to a network with cul-de-sacs. In the questions above, when trip distance is not a factor, there was almost a 2:1 preference for a connected street network. However, in the first question, this preference drops to about 1:1 when participants were told that a connected street network would decrease the length of trips.

It is not clear why the preference for connectivity drops when shorter commutes are introduced as part of the scenario. There may be other conditions of the images that affected the survey results. The different angle of the image (from overhead to oblique) may have made a difference to some participants or the images populated with pedestrians, automobiles and crosswalks may have made a difference in the selection. Moreover, while the question intended to determine attitudes toward street networks, in context of the overall survey, it may be that the housing density and spacing may have become a more relevant factor in the selection of scenarios.

"Most families with young children still want the big yard. But once your kids leave home, you lose your free labor for yard work. And many people don't want to expend the energy on gardening, nor are they willing to pay landscapers to do the work."

-- James W. Hughes, Rutgers University.

While it is apparent that there is demand for connected street networks, this may need to be further investigated to determine probably causes.

Scenario 4: More space for walking & biking, or more space for cars?

Issue

The interaction between automobile and pedestrian/bicycle traffic is inherently dangerous. Streets often leave little room for bicycling and walking reducing travel options and opportunities for healthy physical activity. However, providing additional space for walking and bicycling can reduce the road space available for cars, and may slow down traffic. Which would residents prefer?

If I were to move, I'd like to find a neighborhood that has more space for...

walking and biking.	cars.
92%	8%
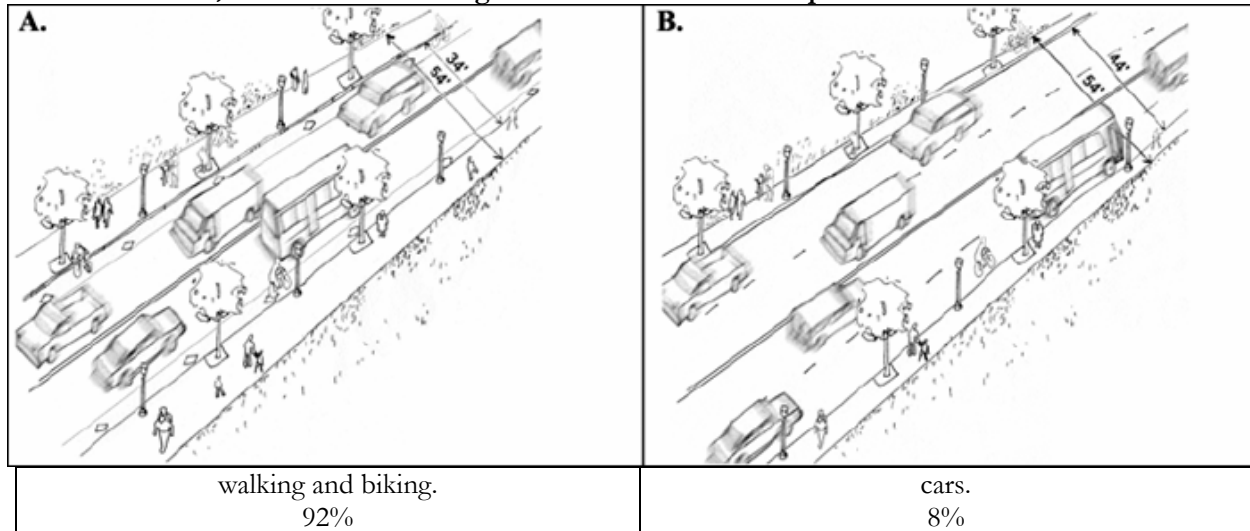
Survey Results

Nearly all respondents felt there should be more space for walking and biking on roadways. This approach to developing streets, often called "Complete Streets" focuses on the design and operation of all users. Complete Streets provide many benefits, particularly safety. One study found that designing for pedestrian travel by installing raised medians and redesigning intersections and sidewalks reduced pedestrian risk by 28%.[38] Complete Streets also improve safety indirectly, by increasing the number of people bicycling and walking. A recently published international study found that as the number and portion of people bicycling and walking increases, deaths and injuries decline.

> "…after May in Motion, I will continue to use the bus to and from work."
>
> --Participant

Complete Streets also promote healthy lifestyles. One study found that 43% of people with safe places to walk within 10 minutes of home met recommended activity levels, while just 27% of those without safe places to walk were active enough.[39] This is particularly important for children. Streets that provide room for bicycling and walking help children get physical activity and gain independence. More children walk to school

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[38] Campbell, B.J., Zegeer, C., Huang, H., and Cynecki, M. A Review of Pedestrian Safety Research in the United States and Abroad, Federal Highway Administration, 2004.

[39] Powell, K.E., Martin, L., & Chowdhury, P.P. Places to walk: convenience and regular physical activity. American Journal of Public, 2003.

where there are sidewalks. And children who have and use safe walking and bicycling routes have a more positive view of their neighborhood.[40]

Complete Streets can help ease transportation woes. Streets that provide a variety of travel choices increase the overall capacity of the transportation network in several ways. One, by enabling travel by modes other than the automobile it opens up capacity on the roadway. Secondly, it makes public transit more effective. Public transit providers often must provide service that both are located in close proximity to homes and other destinations, while also providing comparable times to automobiles. These two requirements often work against each other. For example, if a bus increases bus stop locations, then the time it takes for passengers to go from different locations increases as well because of frequent stops. On the other hand, Complete Streets make it easier for riders to access transit and still reduce the number of stops necessary. This will decrease travel times and yet still provide stops "closer" to residents as the infrastructure is conducive to biking and walking.

Finally, streets that provide for pedestrians and bicyclists improves air quality. One report showed that if each resident of an American community of 100,000 persons replaced one car trip with one bike trip just once a month, it would cut carbon dioxide (CO_2) emissions by 3,764 tons per year in the community. Complete Streets allow this to happen more easily.[41]

> "Many thought it (density) would be the end of the world, property values would decrease, crime increase, etc. 15 years later it is a model for how quality affordable mixed density and use projects can be developed successfully. It increased property values in the immediate neighborhood and lead the way in renovation of a part of the Vista neighborhood that needed cleaned up. Western cities are having to come to terms with the concept that higher density is going to be necessary to conserve resources as the world and economy changes.
>
> -- Comment from Idaho Business Review website
>
> http://www.idahobusiness.net/archive.htm/2008/05/20/COMPASS-survey-seeks-to-understand-housing-preferences

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[40] Appleyard, B. Livable Streets for Schoolchildren. NCBW Forum Online, 2005. http://www.bikewalk.org/ncbw_forum/articles.htm)

[41] Complete Streets; Retrieved from: www.completestreets.org, 2008

Preferred Neighborhood Characteristics or Features

At the end of the survey, participants were asked to reflect back and indicate the most dominant neighborhood characteristic or feature that influenced their choices. The highest ranked characteristics were, in order, as follows:

1. Convenience of walking and/or bicycling
2. Lot size
3. Commute Distance
4. House size
5. Distance to commercial districts or parks
6. Cost of housing
7. Availability of transit

> "The design of these homes also affected my response to this survey. Smart, aesthetically pleasing homes have impact and longevity."
>
> --Participant

Respondents also provided other characteristics than those listed as important to their decision for housing selection. The most popular characteristics included architecture, privacy, parks and public areas, and safe neighborhoods.

Although previously mentioned in the scenario section, again the ability to walk and bicycle in safe, attractive neighborhoods was a high priority for survey respondents. Lot sizes also was a high priority for housing choice, however, it appears that there is an even split between those that have too small of yards and those who have too large of yards.

The elderly groups as well as those approaching retirement age focused more on the accessibility of the homes for disabled. Single-story homes became a high priority and those with proximity to conveniences such as grocery stores, medical offices, and other services.

SECTION 4: POST-SURVEY FOCUS GROUPS

Participants in the survey were invited to participate in the focus group with the purpose of further investigating issues of the survey and providing qualitative data to complement the quantitative data generated by the survey. Post-survey focus groups were on August 4, 6, 8, 11, 13, and 15, 2008. Focus groups were facilitated by Gary Segers, member of the COMPASS Public Participation Committee. The following reflects points made by groups participating in the focus groups:

Large Lots

Larger lots provide many advantages to owners and personify the western life. Many of the advantages of Idahoan life are found in these types of development: large yards provide privacy, open space for recreation, and are a status symbol of the American Dream.

However many of these benefits are becoming marginalized by changing demographics, increased growth, and stress on the transportation system. Larger lots tend to increase urban sprawl, the outward expansion of development in areas without adequate infrastructure. Larger lots often don't cover the public costs of this type of development. Transportation networks are often underdeveloped in rural areas due to their lower daily traffic demands. However, as new development occurs, these substandard roadways become main thoroughfares. Often funding and improvements of these roadways lag behind as impact fees can't cover the necessary costs.

Other trends make these larger lots less desirable than before. While previous generations have preferred large lots to provide sufficient open space for children, current generations are not housing as many children and see public amenities as equally, or more, important as private space. Typically, younger generations do not value acreage, they value convenience. These conveniences rarely can be satisfied in less dense, rural or exurban fringe development.

Other economic conditions, particularly rising energy prices, make larger lots less attainable for many household budgets. Rising gas prices make rural housing locations less desirable as more discretionary income is needed for automobile costs and less is available for housing. Households are making conscious decisions between paying for housing costs or transportation costs. Energy costs could also make larger houses (typically found on larger lots) more unaffordable. National data shows that house sizes are shrinking, opposed to trends over the previous decades. The size of the average single-family house has increased almost 50% over the past three decades. However, by 2007, the trend of increasing home sizes had reversed and by 2008 home sizes were declining.[42] Similar data compiled by COMPASS indicates that housing sizes may also be shrinking compared to previous years (page 24).

High Density

The integration of higher density development in an existing neighborhood can cause concern for neighborhoods, developers, and municipalities. However, as expressed by the focus groups, higher density can be a positive as it helps to diversify a neighborhood's composition. Several issues of what makes high density integrate into a neighborhood should be considered.

- Higher density projects have even greater need for good architecture. Architectural elements such as varying rooflines, use of quality materials such as brick or rock, and lush and well maintained

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[42] Baker, K., As Housing Market Weakens, Homes Are Getting Smaller, AIArchitect, 2008

landscaping is critical. Higher density developments that had good quality ranked high than lower-density, lower-design housing options. However, higher density projects that appeared to have cookie-cutter design or other poor design were the lowest ranked in the survey and by the focus groups.

- Higher density is appropriate in areas where infrastructure (particularly public transit) already serves the area. Transit-oriented density is viewed as a positive as it reduces the demand on the roadway system and alleviates congestion. However, an appropriate transition between low-density and higher density development is necessary. Density is an acceptable development pattern when it is master planned, however, participants were frustrated with gentrification of existing neighborhoods to support additional housing, especially if the new development do not visually transition well with existing development In particular, neighborhoods which had homes removed to infill with skinny houses were a frustration to residents.

- Focus group participants indicated that common areas and private outdoor space is important. Public space helps to provide amenities and separate buildings to reduce the appearance of crowding. Detached homes in dense neighborhoods typically appeared denser than attached homes when there was public space nearby the attached units. It was noted that all housing units need private spaces are needed for recreation space, even if that space is small.

- Demographic changes are making density appealing. Single women are becoming a major group in the home-buying industry and account for almost ¼ of all houses purchased nationally.[43] Typically, they want ownership but without a lot of the maintenance issues of large outdoor areas. Also, in-migration of residents from other urbanized areas where they are used to density makes for more palatable developments.

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[43] National Association of Realtor's 2007 Profile of Home Buyers and Sellers

Multi-Family Units as a Percentage of Total Units 2000 to 2007[44]

Year	Ada County			Canyon County			Regional Total		
	Total Residential Units	Multi-Family Units	% Total	Total Residential Units	Multi-Family Units	% Total	Total Residential Units	Multi-Family Units	% Total
2000	3,889	399	10%	2,232	126	6%	6,121	525	9%
2001	4,503	1,180	26%	2,520	133	5%	7,023	1,313	19%
2002	3,953	635	16%	2,902	218	8%	6,855	853	12%
2003	4,764	784	16%	2,493	254	10%	7,257	1,038	14%
2004	5,475	591	11%	2,615	422	16%	8,090	1,013	13%
2005	7,826	607	8%	3,212	105	3%	11,038	712	6%
2006	4,682	767	16%	3,283	216	7%	7,965	983	12%
2007	3,204	964	30%	1,686	441	26%	4,890	1,406	29%

Multiplex

Participants in the focus groups were also asked to provide input on multi-family dwellings which are designed to appear as large, single-family buildings, or multiplexes. Multiplexes are popular in some areas as a more palatable option of provide density while still integrating into single-family neighborhoods. Focus group participants generally considered multiplexes to be a positive development in a neighborhood as they provide additional housing opportunities without reducing property values.

Hiding densities can be a good thing, however, other effects are also considered. When multiplexes are built, residents still need enough parking, open space, and public infrastructure to ensure that the development does not burden the neighborhood. Also, landscaping and maintenance of the site help maintain the quality appearance of a single-family building instead of a multi-family development. It is also important that such multiplexes provide ample back-yard space that many consumers, especially those with children, desire for privacy and safety for children.

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[44] 2007 Development Monitoring Report

Trade-offs between Urban and Suburban Form

A major component of this study was to determine the balance of preferences of urban and suburban building types. Though discussed in detail in the focus groups, there was no agreed upon answer or consensus. While it was typically consider that suburban growth is benefits families and needs for space; density is typically a better form for convenience near employment and services. Both in the focus groups and in the survey results, a significant portion of proponents for each development type exists. Urban densities are becoming more popular; however, the market for single-family structures is very strong as well.

Demographic Changes

Several participants explained their housing preferences as both what they like now and what would change in the future. For many they considered a single-family house in a traditional suburban development to be the current ideal, but as their conditions change another housing option may be more appropriate. Issues such as health, desire for convenience, retirement, and inability to drive caused participants to indicate a more urban lifestyle is desired in upcoming years.

It appears that there are two groups who may affect the demand for housing more than others: those that are nearing retirement and looking to downsize, and those, such as small families, that are buying first homes.

Some participants who were nearing retirement or whose children are leaving home expressed higher interest in reducing the cost and maintenance of a large house and yard. This group indicated a preference towards smaller urban lot sizes, nearby conveniences, and one-story buildings. Both townhouse developments near transit and downtowns were appealing options for this group as well. Others in this age and lifestyle category expressed an interest to live in the same place but have their homes retrofitted to accommodate aging households. This group expressed had invested in their neighborhoods, social networks, and comfort of their homes and desired to "age in place."

For younger households, there appears to be more of a desire for urban-style housing choices than previous generations. Some demographers have speculated that media has influenced the way we perceive urban and suburban lifestyles. Previous generations had their housing choices defined by "Leave It to Beaver" and "Father Knows Best." The generation entering the home buying phase was brought up with a wider range of urban experiences from watching "Seinfeld" and "Friends" which has made urban lifestyles look more appealing.[45]

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[45] Ehrenhalt, A., Trading Places, New Republic, 2008.

SECTION 5: HOUSING INVENTORY[46]

This section provides an account of the current housing stock within Ada and Canyon Counties. The 2000 housing inventory provides a baseline of the conditions (type of structure and year) as of the last census year (2000). The 2008 Housing Inventory section provides a comparison view of the type of housing constructed in the last eight years.

2000 Housing Inventory

2000 Housing Units by Units in Structure

Type	Count	Percentage of Total
Single-family Detached	118,022	70.9%
Single-family Attached	6,417	3.9%
Duplex	4,957	3.0%
Multi-family (3 - 19 Units)	15,977	9.5%
Multi-family (20 - 49 Units)	3,318	2.0%
Multi-family (50+ Units)	3,750	2.2%
Mobile Home	13,627	8.2%
Boat, RV, Van, Etc.	413	0.2%
Total	166,481	

2000 Housing Units by Year Structure Built

Year Built	Count	Percentage of Total
1939 or Earlier	12,339	7.4%
1940 to 1949	8,682	5.2%
1950 to 1959	13,535	8.1%
1960 to 1969	13,799	8.3%
1970 to 1979	40,700	24.4%
1980 to 1989	21,221	12.7%
1990 to 1994	21,503	12.9%
1995 to 1998	26,321	15.8%
1999 to March 2000	8,381	5.0%
Total	166,481	

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[46] Claritas Data, 2008

2008 Housing Inventory

2008 Housing Units by Units in Structure

Type	Count	Percentage of Total	Change in Percentage 2000 to 2008
Single-family Detached	160,608	73.2%	2.3%
Single-family Attached	7,530	3.4%	-0.5%
Duplex	5,487	2.5%	-0.5%
Multi-family (3 - 19 Units)	18,759	8.5%	-1.0%
Multi-family (20 - 49 Units)	3,882	1.8%	-0.2%
Multi-family (50+ Units)	4,268	1.9%	-0.3%
Mobile Home	18,420	8.4%	0.2%
Boat, RV, Van, Etc.	600	0.3%	0.1%
Total	219,554		

2008 Housing Units by Year Structure Built

Year Built	Count	Percentage of Total
1939 or Earlier	12,339	5.6%
1940 to 1949	8,682	4.0%
1950 to 1959	13,535	6.2%
1960 to 1969	13,799	6.3%
1970 to 1979	40,700	18.5%
1980 to 1989	21,221	9.7%
1990 to 1994	21,503	9.8%
1995 to 1998	26,321	12.0%
1999 to March 2000	8,381	3.8%
April 2000 to December 2007	66,645	30.4%
Total	219,554	

From 2000 to 2008 over 30% of the current housing stock was constructed. This is an indication of the impact on the landscape that a few years of home construction can have; the next several years provides an opportunity to have a lasting impact on the transportation patterns, environmental aspects, and quality of life of the region.

During this time the only types of residential construction to rise in proportion of total was detached single family housing, mobile homes, and miscellaneous (boat, RV, Van, etc.). While many results of the survey would indicate that there is preference for a variety of housing types, including townhouses, and condominiums, that type of construction has not kept pace with the rest of development.

SECTION 5: FINDINGS & RECOMMENDATIONS

There are several salient issues that the results of the Community Preference Survey have highlighted. The following is a review of the baseline conclusions from the survey:

Communities in Motion Implementation Guidebook

Few regions in the country have experienced growth as rapid as the Treasure Valley in recent decades. The Treasure Valley can grow in a way that improves the quality of life and competitive advantage for the region. By the adoption of the CIM in August 2006 the region has agreed on a common vision. However, stated in CIM, "a plan is not a solution." The *Communities in Motion* Implementation Guidebook provides more specific strategies for land use and transportation necessary to move this vision into action. The feedback received in the Community Preference Survey will be used to develop a recommendations section in the *Communities in Motion* Implementation Guidebook. The recommendations will be developed for each stakeholder, including local municipalities, transportation agencies, neighborhood groups, developers, financial institutions, and the public.

> "I hope that some concrete recommendations are soon presented to elected officials as well as creating an effective educational program to the citizens of the Treasure Valley."
>
> --Participant

Both Density and Design Matter

The Community Preference Survey showed weak correlation between density and desirability. Both low and high density developments scored in the top five rated images used in the survey, suggesting that density is not the only factor that determines housing preferences. Some of the highest rated housing types were the narrow lots with front or rear parking. Furthermore, based on a correlation analysis that compared overall preference scores versus density ratings, density explains only a minor amount of the variation in preference scores (as indicated on Chart 1).

Lots with yards are desirable for families; larger lots and sprawl development have become increasingly undesirable. Pre-survey groups hinted that large lots would rank highest due to higher property values and acreages. If rankings were merely based on property values, then large lots would have been the highest scored, however, in many cases large lots scored below much less expensive housing options. Focus groups highlighted that while the expensive lots would be nice, there are additional costs that go into maintaining lifestyle (e.g., gas, property taxes, and inconvenience).

One important aspect of density to note came from the focus groups. Some focus group participants stated that density can be good if it is done "right."   Design features, such as building height and bulk, façade treatments, the location of parking, and the relationship of the buildings to the street and to one another, mature landscaping, quality construction, and unique and varied street facades make density more integrated into existing neighborhoods and more compatible in new development proposals. Some focus group participants associated high-density developments with renters who do not take care of the property and/or may be involved in criminal activities.   Even though national research indicates the correlation between renters and crime/property degradation is not true in most cases, the perception may exist among the greater population.[47]

Well-designed, higher density developments ranked high in the survey; however, based on focus group feedback, when these were located in low-density areas, the transition between development types

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[47] Skogan, W., Fear of Crime and Neighborhood Change, Crime and Justice, 1986.

exacerbated the difference in density and made for conflict. A well-designed and integrated transition helps the appearance of low, medium, and high density developments. However, the distances between different densities do not need to be large to be effective. For example, low-density developments can be located in close proximity to higher densities and still achieve an appropriate transition between neighborhoods. In some parts of the Treasure Valley, this pattern varying degrees of density within close proximity to each other exists.   Planning and zoning that excessively separates low and high densities are unnecessary but also contribute to various problems associated with sprawl.

Based on survey data and from focus groups, the main demographic variable somewhat associated with density was age. Preference scores from survey respondents who were age 65 or over negatively correlated with density ratings more than preference scores from respondents in lower age categories. One reason for this difference in demographics is based on feedback received from focus group participants who stated that as they age, they want less maintenance and to live in one-story buildings. Because higher-density developments often have multi-story buildings, such as apartment complexes, the correlation between low preference scores and high density developments may be more influenced by the multi-level aspect of the development than the density itself. However, some multi-story images scored high even for the age 65 group despite the multi-story aspect of the development—further suggesting the importance of good design.
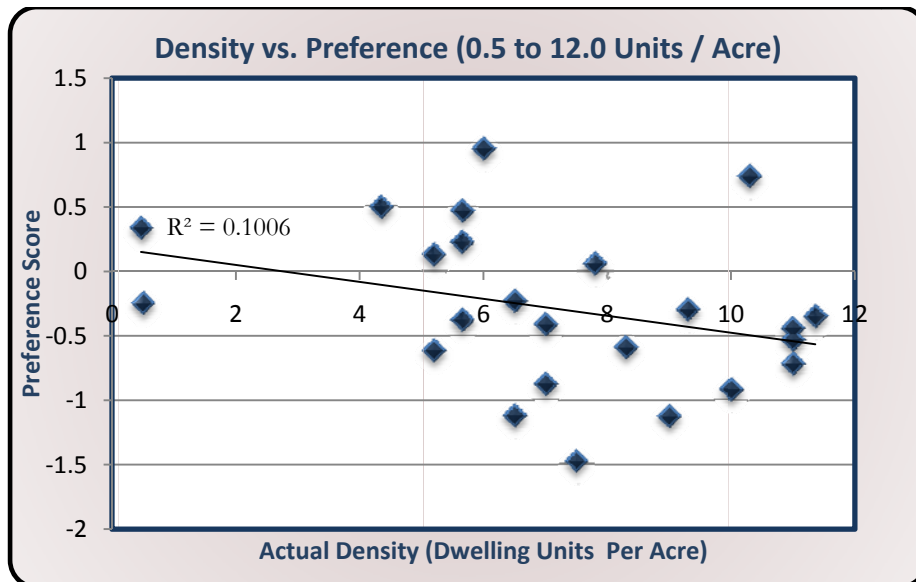
> "I might like a large home on a large lot while my kids are active but as a younger married couple we may have liked a more affordable home on a smaller lot. I think the valley needs to offer a variety of choices."
>
> --Participant

> "(I) hope this helps convince (the) development community that there is demand for other than detached, single-family subdivisions."
>
> --Participant

Chart 1: Density and Preference Graph

Density vs. Preference (0.5 to 12.0 Units / Acre)

Preference Score vs. Actual Density (Dwelling Units Per Acre)

$R^2 = 0.1006$

While traditional rural and suburban style housing ranked well in the survey, it was noted often by the focus groups that too often garages are the prominent feature of a home. This reduced walkablilty of the neighborhood.

There is a sweet spot of density
While there was not a strong correlation between design and density, the highest ranking housing options were for similar or slightly higher densities than typically built in the region but while still maintaining detached buildings and personal backyards. This finding indicates a possible universal desire across all demographic and economic groups—privacy. The density scores of multi-story buildings indicate that a certain density-privacy threshold exists.

The preference for "privacy" can also be different for different groups of people. From the focus groups it was noted that a young family will want a "private" backyard for children to play safely; however, an elderly household may desire that private space for socialization or hobbies. The preference of detached homes also suggests the need for "privacy" in terms of sound barriers between neighbors. Understanding the nuances of different needs for different groups will help both municipalities and developers achieve desired density levels while still meeting the housing needs of a diverse population. This will be further addressed in the mobility management section.

It is possible to meet the needs of various groups through good site and building design even at densities in the range of 6-12 units per acre.

Transit Oriented Developments are more palatable when Densities are hidden
Communities have often opposed transit oriented developments (typically with densities more than 8 units per acre) in part because they feared the new units would not fit in with the surrounding architecture. Recent developments in compact housing design are changing this perception. One way of increasing densities by building multiplexes. It offers an effective alternative to the traditional townhouse options by providing an attached unit that blends in better with detached housing units. The exterior resembles the larger, standard single-family detached home; however, the interior structure is divided into two to four individual units. Entryways to multiplex units may be strategically placed on the sides or rear, with separation from other entryways for desired spacing and privacy.

Increased Awareness of Benefits Improves Scoring of Dense Projects
The Visualizing Density Group who participated in the survey had significantly different responses on several key issues. The group was presented the Visualizing Density information and then participated in the survey. This group seemed more likely to shed some of the common negative perceptions associated with the term "density." In general, the more individuals have knowledge about benefits and uses of higher density, the more they like it.[48]

Recommendations:
The feedback received in the CPS will be used to develop a recommendations section in the *Communities in Motion* Implementation Guidebook. The recommendations will be developed for each stakeholder, including local municipalities, transportation agencies, neighborhood groups, developers, financial institutions, and the public. There are a variety of ways that the region can achieve higher densities than what is typically offered under existing conditions and recommendations may include:

Adopt the Communities in Motion and the Implementation Guidebook
CIM identifies the future long-range vision of transportation for the region. Adopting the plan enables local planning to participate more seamlessly in land use and transportation planning.

The *Communities in Motion* Implementation Guidebook provides more specific strategies for making the vision of the plan into a reality. The guidebook provides principles of land use, multi-modal transportation, and provides local examples of success stories. The guidebook has been developed for a variety of stakeholders to work together for acceptable transit oriented development solutions. The guidebook provides a catalog of images and details of well-designed and integrated TODs within neighborhoods.

> "You can't build your way out of traffic congestion. A holistic approach to the building of neighborhoods, roads, shopping areas and public transportation is the only thing that makes sense. We have known for a generation that oil-based transportation was going to come to an end. It's a sin that we didn't address the issue before now."
>
> --Participant

Zoning ordinances should consider both the density and the design of neighborhoods:
- Transitions between high and low density are mediated by in-between densities. Midrange density can take different forms, such as large buildings surrounded by parking or smaller buildings that make up more coherent neighborhoods.[49]
- Manage transit supportive development nodes. One strategy is to establish bull's-eye zoning around transit stations, which concentrates the highest density around transit nodes and gradually reduces density as you move away from the stations.
- Allow for density bonuses, or additional housing units beyond what the maximum allowed under the zoning of the property, contingent upon meeting certain criteria. These criteria could include proximity to transit, employment, schools, and parks or for greater affordability to match employment and housing through transit.
- Design guidelines and/or a design review process should be established for such developments. Design items should include building materials, access to amenities, walkability factors, safety, sound dampening construction practices, how the development integrates within the existing neighborhood, and areas for privacy.

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[48] Malizia, E. and Exline, S., Consumer Preferences for Residential Development Alternatives. Working Paper. 2002.

[49] Form-Based Codes: Implementing Smart Growth, Local Government Commission,

- Use the guidebook to develop a pattern book. A pattern book is a concept used by municipalities to establish the basic form of buildings and to provide key architectural elements and detail. This may include acceptable renderings and images of treatments necessary to build a house. This process engages builders, developers, architects, and real estate professionals in a more technical process which can reduce misunderstandings between neighborhoods, the developer, and builders. For neighborhoods, a pre-approved housing style has been established that is attractive to the community. The developer has a list of approved-styles and thus does not have to pursue the entitlements which can drag out the process and increase costs of developments. The municipality has less public hearings and provides a fair result.

Require a mixture of land uses and housing stock.

Zoning codes should emphasize a mix of land uses and housing types to bring destinations into close proximity to housing and provide housing choices to meet many individuals' needs at different times in their lives. A common criticism of new residential developments is that homes appear to be indistinguishable from one another. One way to avoid the creation of cookie-cutter subdivisions is to have different builders construct homes on the same block or, alternatively, to have different builders construct homes on different blocks close to one another. However, there are obvious increased logistics involved when dealing with more than one homebuilder.

Use compact design to create more secure neighborhoods.

Well-designed compact developments can foster the sense of safety and security that every person desires in their community. By incorporating front porches, attractive common open space, appropriate lighting, and narrow streets with sidewalks into new or existing developments, the community promotes safety and security by means of its own activity. This type of crime prevention through design can help alleviate some of the perceptions mentioned earlier about high density and crime/neighborhood degradation. Some methods of creating higher-density neighborhoods while maintaining security include:

- Adopting a cottage housing development zoning ordinance: Cottage houses are single-family detached units, usually less than 1,000 square feet in size, that incorporate many of the amenities associated with conventional single-family detached housing. Because of the style and size of cottage houses, developers can cluster cottage housing onto smaller parcels of land without sacrificing the feel and character of detached housing. The survey shows several possible markets for such housing including young families and/or retirees who want less maintenance. Live-work units: Live-work units enable certain businesses to operate and, unlike zoning provisions for "home-occupations," must allow office use by non-resident employees and customers. [50] This style of housing provides both residential space and limited office space and can reduce vehicle trips, especially during the commute hours.
- Accessory dwelling units (ADU): When extended families were housed on the same site, they sometimes converted a basement, carriage house or guest house into separate living quarters. Often separate servants' quarters were included in large homes. Curiously, this sometimes is permitted today in otherwise strictly exclusive single-family zones. Modern accessory dwelling units are often built over the garage. These units can be used as a studio, a teenager's bedroom, or rented as a separate apartment to help offset the cost of a mortgage. ADUs provide additional density by slowing small units on the same site as a single-family dwelling. This also enables more freedom and

security for elderly who wish to "age in place" but reduce the amount of indoor and outdoor maintenance needed.

- Townhome and Condominium Developments: The development of affordable townhomes and condos typically higher densities, while maintaining a similar appearance to detached housing and therefore integrates better in neighborhoods.

Increased Educational Opportunities
COMPASS sponsors a series of public presentations to address a range of issues regarding growth, land use, and transportation planning. The presentation series also supports our goal to communicate and disseminate information in a clear and concise manner to multiple audiences, to make difficult information understandable. To support public outreach COMPASS has a Public Participation Committee (PPC) that works to improve the opportunities for the public to learn about transportation and to be involved in decisions. Comparing the results of the survey between those who had participated in the Visualizing Density forum, it is apparent that additional information and dissemination about the benefits of higher density housing is needed.

Mobility Management Development Guidebook

Walkable Neighborhoods (When Done Right) are Highly Desirable
The research suggests that there is a pent-up demand for more walkable environments in the region. More walkable neighborhoods are associated with a larger proportion of residents who elect to drive less and walk and take public transportation more often. These findings can mean significant benefits for residents who live in areas that are more compact rather than spread out, that offer shopping and/or jobs close to where people live, and that have a well-connected street network. In these neighborhoods, people drive fewer miles and spend less time driving, generate less air pollution and greenhouse gas emissions, and are more physically active and less likely to be obese.

Changing Demographics and an Aging Population need more alternatives for traveling
By 2030, one in five adults will be over the age of 65[50] which underscores the importance of creating walkable communities with older adults in mind. Incorporating community design strategies and options related to housing, transportation, and land use can support walkability among senior citizens, enabling them to remain independent, to foster better health, and to actively participate in community life.

Recommendation:

Develop a Mobility Management Guidebook
COMPASS has been developing *Communities in Motion* Implementation Guidebook to provide more specific strategies for land use and transportation necessary to move this vision into action. A changing demographics and a large increase in the elderly will prompt necessary changes to promote elder-ready communities.

Conventional zoning often prevents the development of walkable, mixed-use neighborhoods by strictly separating uses so that they must be connected by a car trip. In addition, many local jurisdictions have used zoning and other means to restrict the construction of apartments, townhouses, senior housing or traditional neighborhoods with mixed housing types.

The Mobility Management Guidebook will explore elements of development, design, and transportation that will enable the elderly to live independently in their homes and neighborhoods for as long as possible. Key elements that are important to sustain older people in their communities could include affordable housing, public-private transit options, and necessary community supports.

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[50] 2008 American Community Survey

Develop a pedestrian/bicycle master plan.
Data from the CPS indicates that sidewalks and bike lanes are highly desirable. This enables multi-modal options and reduces vehicles miles, especially on short trips. However, communities are often designed without these basic elements and without accommodating pedestrian and bicycle traffic. A pedestrian / bicycle master plan can provide a consistent policy for prioritizing current and future improvements.

UPlan Land Use Model

The feedback received in the CPS will be used to calibrate the UPlan land use model used by COMPASS. Input into the model is largely dependent on local information regarding development trends and conditions and therefore the interpretation of this survey data is critical to this highly malleable land use allocation model. The model will be used in the development of the long-range transportation plan in identifying location of growth and demand on the roadway and transit network, including deficiency analysis.

Individual preferences for denser and more walkable neighborhoods aggregate to total demand by the community population. Even if individual preferences remain constant, a shift in the total demographic composition could place added weight in categories where preferences are relatively stronger for walkable neighborhoods. A declining prevalence of households with children and a growth in older households both have major implications for overall housing and location preferences. In this section we review those demographic trends.[51]

Our forecast of potential demand rests on combining the demographic trend with preferences indicated in the CPS. These forces indicate there could be a large and growing market for compact city alternatives. It remains to be seen how fully these housing preferences will be translated into actual housing consumption. For this demand to be actualized, it will require a suitably designed and located new supply. Well-designed new projects in turn create new opportunities for consumers to learn about satisfying alternatives to the suburban sprawl of auto-dependent, low-density single-family homes.

> "It is foreseeable that in the future, other amenity-oriented retail shops or upscale convenience stores may cluster in districts anchored by a Starbucks or another coffee house. These districts will become the nuclei for denser, walkable residential clusters enjoyed by many housing consumers."
>
> -- Dowell Myers and Elizabeth Gearin, Current Preferences and Future Demand for Denser Residential Environments

In anticipating expected demands for housing and their effect on the transportation network, we can expect greater variety than ever before in the housing stock built. However, predicting the exact mixture of rural lots, large lots, suburban lots, compact lots, townhouses, and condominiums[52] will be difficult and an inexact science. To provide support to the model the following are findings of the survey:

American Dream No Longer Requires a Large Backyard
The CPS found considerable demand for conventional subdivisions. However, it also revealed a large, underserved market for more walkable neighborhoods with varying housing types, access to shopping and

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[51] American Community Survey, 2008.
[52] COMPASS UPlan.

restaurants and a potential for shorter commutes. This compact housing market does not appear to be fully served by the current housing stock.

Based on assessed values and the assumption that highest valued properties would rank highest, large lots should have been the favorite building type in the survey. However, large lots were only the fourth highest housing type (out of 15). Also, 72% of Ada County residents would like higher density neighborhoods if it reduced commute distance. A smaller proportion of Canyon County residents wanted to trade density with commute distance. The study provides evidence that the segment of the housing market that is interested in these alternatives is underserved-that is, there is unmet demand for more compact development in the region.

> "As I get older, I want a one story home."
>
> --Participant

This demand for compact growth is likely to increase. While several public policies made suburban development styles the preference of post-World War II growth, many of those policies and the demographic composition of the market have changed.[53] As previously noted, babyboomers and young, first-time homeowners will play a large role in defining the future development patterns. Demographers predict that empty nesters in the 55 to 64 age bracket will be the fastest- growing segment of the home-buying market until 2010, when the 25- to 34-year-olds will match their growth rate.[54]

Other elderly are looking to "age in place" as the community they live in provides the features and resources they need. About half of the babyboomers plan to "age in place" but that could also include a different housing situation, while maintaining the same neighborhood and associations enjoyed now. Both segments represent a potentially large shift in the housing demand.

Other groups also could open up the market for compact and transit-oriented development. This includes households that would like to avoid traffic congestion exacerbated by the single-occupant vehicle.   Traffic is one of the most powerful pushes driving households away from larger, rural lots. Also, households with children have pronounced preferences for sidewalks, smaller lots with smaller front yards, pedestrian-oriented streets, and higher-density housing with houses on smaller lots close to the street. They might be perfect candidates for new neighborhoods built on traditional principles as they want small lots on safe streets.[55]

Housing Stock Mix by UPlan Residential Categories

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[53] Avila, E., Popular Culture in the Age of White Flight: Fear and Fantasy in Suburban Los Angeles, 2004.

[54] The Coming Demand. Dowell Myers, Elizabeth Gearin, Tridib Banerjee, ad Ajay Garde Congress for the New Urbanism, 2001.

[55] The Coming Demand. Dowell Myers, Elizabeth Gearin, Tridib Banerjee, ad Ajay Garde Congress for the New Urbanism, 2001.

	Density	Treasure Valley, 2000-2008	Greater Wasatch Area[56] 2000-2020 Base Simulation[57]	Greater Wasatch Area 2000-2020 Alternative Simulation
Rural Lot	0.5 DU/acre	8.1%	4.0%[58]	1.7%
Large Lot	1.5 DU/acre	6.2%	4.0%	1.7%
Planned Community	1.5 DU/acre	0.0%	N/A[59]	N/A
Suburban Lot	3 DU/acre	60.8%	62.0%	49.2%
Compact Housing	6 DU/acre	7.0%	8.0%	11.5%
Townhouse	10 DU/acre	4.8%	6.0%	9.5%
Garden Apartment	20 DU/acre	11.8%	12.0%	21.0%
Downtown Condo	50 DU/acre	1.3%	3.0%	5.3%

Recommendation:

Update Housing Mix in Land Use Forecasts

The ramifications of various growth scenarios have far-reaching effects on the region. A growth pattern that favors large-lot residential development will have different consequences on transportation demand and options than a scenario of compact development. Various implications of the future quality of life on the region include traffic congestion, health and welfare, public transportation options, air quality, open space and agricultural production, water quality, municipal infrastructure costs, and so forth. For the production of the upcoming regional, transportation plan COMPASS will be evaluating scenario options and determining preferred options for the future of the region. These scenarios will need a variety of tools to evaluate differences and advantages of each growth model.

Modification to the Attractiveness of Walkable, High Density Neighborhoods for Scenarios

The UPlan land use model, being calibrated for use in the update to CIM, is based on allocating new growth to areas that are more attractive than others areas. In the model, attractions are characteristics that encourage or induce certain types of development. Based on the results of this survey, the UPlan model will need to be developed to account for participant preferences. Some of those preferences included identifying walkable neighborhoods, especially those neighborhoods with convenient and safe access to nearby attractions and services such as grocery stores, restaurants, and shopping centers.

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[56] Salt Lake County and 10 surrounding counties.

[57] Envision Utah, Greater Wasatch Housing Analysis, 1999

[58] Greater Wasatch Area category of "Single-family lot greater than ½ acre" is split into "Rural Lot" and "Large Lot" to meet COMPASS UPlan land use categories.

[59] Greater Wasatch Area did not specify "Planned Community" as a residential land use category.

Visualization Tools

The selection of a scenario analysis will need to be complemented by visualization tools to enable participants to see the effects of their choices. Tools that provide a more robust consideration of the future could include 3-D modeling, visual simulation, and other techniques. These tools will provide a better reference point in understanding the consequences of housing and land use mix, streetscape improvements, and open space preservation. The COMPASS PPC will also be used in engaging public participation in the process.

SECTION 6: FUTURE STEPS

National Market Indicators

The addition of national research regarding housing consumer preference would provide another perspective to use in determining the market for the area. National studies conducted recently show many of the same results as the COMPASS CPS but may provide additional insights. For example, a survey by the National Association of Realtors and Smart Growth America found that concern over lengthening commutes is leading more Americans to seek walkable neighborhoods in suburbs and cities. A commute time of 45 minutes or less is the top priority in deciding where to live for 79% of Americans. Other top priorities include easy access to highways walkable neighborhoods. Asked to choose between two communities, six in ten prospective homebuyers chose a neighborhood that offered a shorter commute, sidewalks and amenities like shops, restaurants, libraries, schools and public transportation within walking distance over a sprawling community with larger lots, limited options for walking and a longer commute. Those who are in the market to buy a home are also more likely to say they want to be in or near a city as opposed to living in a farther out suburb or rural area.[60]

> (Locating close to work made it) convenient, and I wanted to simplify things by being close to work and schools (for my kids). It was the best decision I made, and I hope others will make that decision for themselves.
>
> --Participant

Trade-off Questions

Myers and Gearin observe that the in surveys which asked respondents to trade-off housing size, lot size, type, and other attributes when given choices on how to spend $150,000 for a new home found that as households age, an increasing percentage prefer townhouse living opportunities in an urban environment.[61] The COMPASS CPS did not require financial constraints in the preference of housing choices, however, this element may provide additional input into what is considered needs and desires in housing selection.

Duplication Survey

Surveys often benefit from replication to verify their results. The CPS received information regarding the preferences that participants had in the housing and transportation issues during the spring and summer of 2008. However, survey conducted during a different period would provide complementary or contradictory information based on the following:

- Energy costs and conditions: This survey was conducted during a time when oil was at peak levels and desirability for reduction in vehicle trips was prevalent. The reissuing of the survey when gasoline prices are at more historic rates (or at a time when they exceed current rates) could demonstrate the elasticity of preferences to energy costs.
- Politics: The national and local political environment also leads toward certain perspectives about ideals for housing choices.
- Economic conditions: During the spring and summer of 2008, much of the nation was entering into a recession brought on by the subprime mortgages, a housing bubble, instability in the financial sector, and a lack of consumer confidence. Economic circumstances may have affected answers in the survey in different ways than if the survey was conducted years ago or several years into the future.

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[60] Belden, Russonello, & Stewart (2004). Caregiving in the U.S. Retrieved February 13, 2006

[61] Myers, D., & Gearin, E. Current preferences and future demand for denser residential environments. *Housing Policy Debate*. (2001).

All of the above reasons demonstrate why this survey, if reissued, could receive different results. The reissuing of the survey could also provide some trend analysis and answer the questions of whether housing preferences change due to other variables. The duplication of this survey would also benefit from additional funding to reach more a larger control group. Please note the bias that can occur when a limited sample is achieved in a survey.

SECTION 7: CONCLUSION

The COMPASS CPS was conducted to better understand the residential market demand. Specifically, information related to higher density housing, preference of transportation modes, and long-term residential forecasting. The data from the survey will be used in development of the *Communities in Motion* Implementation Guidebook, Mobility Management Development Guidebook, and provide understanding of current and future residential preferences for calibration of the COMPASS land use model in preparation for updates to CIM.

Great questions and makes you think about design of neighborhoods and how housing design affects perception of quality.

--Participant

From the results of the survey and the focus groups it is apparent that changing demographics mean changing housing demands and a different land use pattern. The demographic changes that have taken place in America over the past generation include smaller household sizes and rapidly growing number of healthy and active adults in their elderly years. Many similarities exist between these groups with the desire for convenient amenities in a walkable environment and smaller houses and yards that require minimal upkeep. A foreseeable trend may be toward slightly higher density housing while still maintaining the privacy of detached housing.

The desire for smaller yards may also couple with the financial distress that our transportation network is experiencing. As a rapidly growing area, the roads have not kept pace with development and longer commute times are typical. This may also make locations closer to employment, shopping, and services more appealing. A growing desire for a variety of transportation options which would include walking, biking, transit, including high capacity transit services also appears to be prevalent.

SECTION 8: APPENDIX

Credits, Acknowledgements, and Resources

Several complementary surveys and studies were conducted by other agencies to better understand the market and transportation-land use link for homebuyers. These will be briefly discussed.

Strategies for Metropolitan Atlanta's Transportation and Air Quality (SMARTRAQ)[62]
The SMARTRAQ project began in 1998 when the Atlanta region's transportation plan was forecast to violate emissions standards under the federal Clean Air Act. SMARTRAQ's stated goal is to "develop a framework for assessing land use and transportation policies having the greatest potential for reducing the level of auto dependence and vehicle emissions in the Atlanta metropolitan area while sustaining the economic vitality and environmental health of the region."

Atlanta region's spread-out growth patterns were making it increasingly clear that addressing traffic congestion, choke points, and mobility would need a broader understanding of land use, transportation and air quality relationships. SMARTRAQ is a multidisciplinary collaboration including federal and state transportation, environmental and health agencies, a local foundation and other non-profit organizations, and university researchers.

Bias/Error

Methodological Bias
As with any survey mechanism, bias and error can affect the validity of the survey results. Does the CPS serve meaningfully and does it represent community values of the region? There are several issues of bias which should be mentioned:

1. Online surveys are often biased samples because the respondents are self-selected. Occasionally, survey respondents are motivated to participate that may encourage overrepresented answers to skew the results.
2. Distribution of the survey was done via the COMPASS mailing list, the COMPASS website, COMPASS-hosted workshops, and postcards to a random sample throughout the Treasure Valley. Postcards were sent to over 2,200 recipients. Unfortunately only a small percentage of postcard invitees participated in the survey. A number of reasons could be possible including: slow or no internet connections, lack of interest in the subject matter, feeling that their responses won't matter, etc. Participation from self-selected groups was strong but random mailings did not produce sufficient results, therefore there is not cross-sectional comparison between those that are self-selected and a control group.
3. COMPASS Website Participation. Although, the survey was limited to one response per website address, those wishing to delete cookies could have submitted multiple responses. Although the likelihood is low, it is possible.

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[62] *New Data for a New Era. A Summary of the SMARTRAQ Findings Linking Land Use, Transportation, Air Quality and Health in the Atlanta Region*

Technological Bias

1. Technical Glitches. Although not reported, it is possible that participant's computers crashed erasing data entered.
2. Holistic Review. With visual surveys participants make simple assumptions about into complicity with a set of values and meanings intentionally or unintentionally structured into the survey sequence. Although possible, it is rare that participants would return to rate images after all the images were set to establish a context and then rank them at their own pace in a more thoughtful manner. Therefore, images were often psychologically ranked and compared to the most recent images.

Content Bias

1. Photographs can be overly simplistic representations of an ideal therefore image surveys are about what someone wants the city to "look" like—not what it feels like to be there, or how it works.
2. Hundreds of examples for each type of residential building could have been used. The ones selected may or may not best represent the style, density, architecture, etc.
3. Each image was supplemented by text describing the type of building. The identification of the building type may or may not have overly influenced the rating of an image. Similarly, other information and data may have been helpful in the participation of the survey.

> It is the equivalent of asking "do want a shiny new car, or a poke in the eye?"
>
> --Participant

Actual Behavior Varies from Stated Behavior

The CPS is based on stated behaviors, but what people say is not necessarily how they behave. Although participants may claim to prefer an image of a building type, when they actually look to purchase housing their criteria may be vastly different from their statements.[63]

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SECTION 9: IMAGE RESULTS

Groups

Overall Household Score:
0.2

Overall Neighborhood
Score:
0.3

Visualizing Density
Household Score:
-0.8

Visualizing Density
Neighborhood Score:
-0.6

Control-Group Household
Score:
0.1

Control-Group
Neighborhood Score:
0.1

Results by Demographic Groups	
Age	
Over 65	.7 /.5
Under 30	.4/.4
Marriage Status	
Married	.4/.7
Non-Married	-.1/0
Children	
Children living at home	.5/.7
All Other	.1/.3
Home Ownership	
Owner	.3/.4
Renter	.1/.1

Results by Economic & Travel Groups	
Household Income	
Less than $45,000	.1 /.3
Greater than $90,000	.2/.3
Employment	
Full Time	.3/.4
Non-Full Time	.2/.3
Means of Work Commute	
Single Automobile	.5/.6
All Other	-.2/0
Commute Time	
< 5 minutes	.1/.4
>30 minutes	.6/.8

Overall Household
Score:
.1

Overall Neighborhood
Score:
.2

Visualizing Density
Household Score:
-.2

Visualizing Density
Neighborhood Score:
.2

Control-Group
Household Score:
-.1

Control-Group
Neighborhood Score:
0

Results by Demographic Groups	
Age	
Over 65	-.6/-.6
Under 30	.7/.8
Marriage Status	
Married	0/.1
Non-Married	.5/.6
Children	
Children living at home	-.2/.2
All Other	.3/.3
Home Ownership	
Home Owner	.1/.2
Renter	.7/.8

Results by Economic & Travel Groups	
Household Income	
Less than $45,000	.5/.5
Greater than $90,000	0/.1
Employment	
Full Time	.2/.3
Non-Full Time	-.2/-.1
Means of Work Commute	
Single Automobile	.1/.2
All Other	.3/.4
Commute Time	
< 5 minutes	0/.1
>30 minutes	-.1/0

Overall Household Score:
-1.75

Overall Neighborhood Score:
-1.5

Visualizing Density Household Score:
-1.4

Visualizing Density Neighborhood Score:
-1.2

Control-Group Household Score:
-1.7

Control-Group Neighborhood Score:
-1.7

Age	
Over 65	-1.74/-1.81
Under 30	-1.42/-1.26
Employment	
Full Time	-1.71/-1.47
Non-Full Time	-1.81/-1.55
Means of Work Commute	
Single Automobile	-1.74/-1.57
All Other	-1.69/-1.33
Commute Time	
< 5 minutes	-1.69/-1.59
>30 minutes	-1.69/-1.46

Household Income	
Less than $45,000	-1.49/-1.44
Greater than $90,000	-1.79/-1.43
Marriage Status	
Married	-1.83/-1.54
Non-Married	-1.45/-1.33
Children	
Children living at home	-1.86/-1.54
All Other	-1.63/-1.46
Home	
Home Owner	-1.8/-1.55
Renter	-1.19/-1

Overall Household Score:
.1

Overall Neighborhood Score:
.2

Visualizing Density Household Score:
.9

Visualizing Density Neighborhood Score:
1.2

Control-Group Household Score:
-.27

Control-Group Neighborhood Score:
-.6

Age	
Over 65	-.21/-.45
Under 30	.49/.72
Employment	
Full Time	.23/.35
Non-Full Time	-.16/-.02
Means of Work Commute	
Single Automobile	.11/.18
All Other	.21/.43
Commute Time	
< 5 minutes	.35/.45
>30 minutes	.18/.32

Household Income	
Less than $45,000	.12/.3
Greater than $90,000	.2/.35
Marriage Status	
Married	.05/.18
Non-Married	.38/.54
Children	
Children living at home	.23/.44
All Other	.11/.19
Home	
Home Owner	.07/.17
Renter	.67/.91

Overall Household Score:
-.3

Overall Neighborhood Score:
-.6

Visualizing Density Household Score:
-1.3

Visualizing Density Neighborhood Score:
-1.2

Control-Group Household Score:
-.27

Control-Group Neighborhood Score:
-.9

Age	
Over 65	-.02/-.48
Under 30	-.22/-.71
Employment	
Full Time	-.26/-.62
Non-Full Time	-.5/-.77
Means of Work Commute	
Single Automobile	-.1/-.48
All Other	-.69/-.95
Commute Time	
< 5 minutes	-1/-1.11
>30 minutes	.4/.05

Household Income	
Less than $45,000	.03/-.43
Greater than $90,000	-.71/-.9
Marriage Status	
Married	-.21/-.56
Non-Married	-.61/-.94
Children	
Children living at home	-.09/-.42
All Other	-.48/-.83
Home	
Home Owner	-.35/-.68
Renter	-.15/-.52

Overall Household Score:
-.36

Overall Neighborhood Score:
-.09

Visualizing Density Household Score:
.6

Visualizing Density Neighborhood Score:
1

Control-Group Household Score:
-.7

Control-Group Neighborhood Score:
-.6

Age	
Over 65	-1.16/-1.42
Under 30	.45/.49
Employment	
Full Time	-.22/.05
Non-Full Time	-.64/-.33
Means of Work Commute	
Single Automobile	-.38/-.12
All Other	-.17/.15
Commute Time	
< 5 minutes	-.07/.44
>30 minutes	-.55/-.39

Household Income	
Less than $45,000	-.21/-.17
Greater than $90,000	-.21/.26
Marriage Status	
Married	-.48/-.17
Non-Married	.11/.36
Children	
Children living at home	-.37/.15
All Other	-.26/-.12
Home	
Home Owner	-.42/-.11
Renter	.32/.40

Overall Household Score:
-.84

Overall Neighborhood Score:
-.56

Visualizing Density Household Score:
-.2

Visualizing Density Neighborhood Score:
.4

Control-Group Household Score:
-1.1

Control-Group Neighborhood Score:
-1.14

Age	
Over 65	-1.02/-1.19
Under 30	-.48/-.24
Employment	
Full Time	-.81/-.48
Non-Full Time	-.87/-.71
Means of Work Commute	
Single Automobile	-.87/-.71
All Other	-.76/-.52
Commute Time	
< 5 minutes	-.93/-.55
>30 minutes	-1/-.57

Household Income	
Less than $45,000	-.47/-.4
Greater than $90,000	-.74/-.41
Marriage Status	
Married	-.87/-.55
Non-Married	-.68/-.45
Children	
Children living at home	-.72/-.31
All Other	-.85/-.67
Home	
Home Owner	-.89/-.58
Renter	-.33/-.22

Overall Household Score:
-2

Overall Neighborhood Score:
-1.9

Visualizing Density Household Score:
-2

Visualizing Density Neighborhood Score:
-1.7

Control-Group Household Score:
-1.9

Control-Group Neighborhood Score:
-2

Age	
Over 65	-1.93/-2.28
Under 30	-1.82/-1.73
Employment	
Full Time	-2.02/-1.89
Non-Full Time	-2.05/-1.97
Means of Work Commute	
Single Automobile	-2/-1.93
All Other	-2.04/-1.82
Commute Time	
< 5 minutes	-2.22/-2.1
>30 minutes	-1.91/-1.79

Household Income	
Less than $45,000	-1.76/-1.62
Greater than $90,000	-2.13/-1.97
Marriage Status	
Married	-2.09/-1.97
Non-Married	-1.86/-1.73
Children	
Children living at home	-2.13/-1.95
All Other	-1.95/-1.88
Home	
Home Owner	-2.06/-1.94
Renter	-1.77/-1.69

Overall Household Score:
-.8

Overall Neighborhood Score:
-.66

Visualizing Density Household Score:
-1.1

Visualizing Density Neighborhood Score:
-.9

Control-Group Household Score:
-.7

Control-Group Neighborhood Score:
-.7

Age	
Over 65	-.51/-.74
Under 30	-.98/-.65
Employment	
Full Time	-.82/-.63
Non-Full Time	-.86/-.74
Means of Work Commute	
Single Automobile	-.68/-.58
All Other	-1.07/-.76
Commute Time	
< 5 minutes	-.77/-.62
>30 minutes	-.57/-.34

Household Income	
Less than $45,000	-.59/-.49
Greater than $90,000	-.93/-.76
Marriage Status	
Married	-.86/-.65
Non-Married	-.73/-.65
Children	
Children living at home	-.91/-.62
All Other	-.75/-.69
Home	
Home Owner	-.85/-.65
Renter	-.8/-.81

Overall Household Score:
-1.48

Overall Neighborhood Score:
-1.32

Visualizing Density Household Score:
-2.1

Visualizing Density Neighborhood Score:
-1.8

Control-Group Household Score:
-1.1

Control-Group Neighborhood Score:
-1.1

Age	
Over 65	-1.07/-1.42
Under 30	-1.6/-1.34
Employment	
Full Time	-1.52/-1.34
Non-Full Time	-1.4/-1.33
Means of Work Commute	
Single Automobile	-1.4/-1.27
All Other	-1.65/-1.44
Commute Time	
< 5 minutes	-1.53/-1.52
>30 minutes	-1.13/-1

Household Income	
Less than $45,000	-1.03/-.98
Greater than $90,000	-1.71/-1.59
Marriage Status	
Married	-1.54/-1.37
Non-Married	-1.39/-1.27
Children	
Children living at home	-1.63/-1.39
All Other	-1.38/-1.3
Home	
Home Owner	-1.5/-1.36
Renter	-1.4/-1.15

Overall Household Score:
-.57

Overall Neighborhood Score:
-.75

Visualizing Density Household Score:
.8

Visualizing Density Neighborhood Score:
.9

Control-Group Household Score:
-.6

Control-Group Neighborhood Score:
-.9

Age	
Over 65	-1.21/-1.81
Under 30	.29/.23
Employment	
Full Time	-.5/-.66
Non-Full Time	-.66/-.87
Means of Work Commute	
Single Automobile	-.53/-.76
All Other	-.48/.56
Commute Time	
< 5 minutes	.08/-.38
>30 minutes	-1.05/-1.1

Household Income	
Less than $45,000	-.56/-.63
Greater than $90,000	-.39/-.55
Marriage Status	
Married	-.75/-.87
Non-Married	.05/-.25
Children	
Children living at home	-.75/-.66
All Other	-.39/-.74
Home	
Home Owner	-.61/-.82
Renter	-.01/.11

Overall Household Score:
.29

Overall Neighborhood Score:
.13

Visualizing Density Household Score:
-.6

Visualizing Density Neighborhood Score:
-.7

Control-Group Household Score:
0

Control-Group Neighborhood Score:
0

Age	
Over 65:	.26/.16
Under 30:	.68/.25
Employment	
Full Time	.33/.15
Non-Full Time	.12/.8
Means of Work Commute	
Single Automobile	.61/.39
All Other	-.28/-.3
Commute Time	
< 5 minutes	.09/-.13
>30 minutes	.55/.74

Household Income	
Less than $45,000	.28/.18
Greater than $90,000	.20/.13
Marriage Status	
Married	.49/.33
Non-Married	-.3/-.38
Children	
Children living at home	.79/.53
All Other	-.06/-.12
Home	
Home Owner	.28/.14
Renter	.3/.11

Q14

Overall Household Score:
-.32

Overall Neighborhood Score:
-.28

Visualizing Density Household Score:
-.2

Visualizing Density Neighborhood Score:
.2

Control-Group Household Score:
-.6

Control-Group Neighborhood Score:
-.67

Age	
Over 65	-.79/-1.33
Under 30	-.11/.02
Employment	
Full Time	-.26/-.19
Non-Full Time	-.46/-.43
Means of Work Commute	
Single Automobile	-.42/-.44
All Other	-.05/.11
Commute Time	
< 5 minutes	.15/.22
>30 minutes	-.72/-.67

Household Income	
Less than $45,000	-.18/-.17
Greater than $90,000	-.11/-.03
Marriage Status	
Married	-.45/-.4
Non-Married	.14/.22
Children	
Children living at home	-.51/-.28
All Other	-.15/-.19
Home	
Home Owner	-.35/-.3
Renter	.02/.13

Q15

Overall Household Score:
-2.06

Overall Neighborhood Score:
-1.96

Visualizing Density Household Score:
-2.55

Visualizing Density Neighborhood Score:
-2.3

Control-Group Household Score:
-1.8

Control-Group Neighborhood Score:
-2

Age	
Over 65	-2.05/-2.35
Under 30	-1.96/-1.78
Employment	
Full Time	-2.04/-1.97
Non-Full Time	-2.2/-2.03
Means of Work Commute	
Single Automobile	-2.04/-1.98
All Other	-2.13/-1.94
Commute Time	
< 5 minutes	-2.16/-2.09
>30 minutes	-1.81/-1.75

Household Income	
Less than $45,000	-1.85/-1.75
Greater than $90,000	-2.16/-2.14
Marriage Status	
Married	-2.11/-2.02
Non-Married	-1.98/-1.88
Children	
Children living at home	-2.1/-1.96
All Other	-2.05/-1.99
Home	
Home Owner	-2.12/-2.03
Renter	-1.79/-1.63

Overall Household Score:
-1.1

Overall Neighborhood Score:
-1.03

Visualizing Density Household Score:
-1.8

Visualizing Density Neighborhood Score:
-1.77

Control-Group Household Score:
-1

Control-Group Neighborhood Score:
-.77

Age	
Over 65	-.95/-1.07
Under 30	-1.03/-.98
Employment	
Full Time	-1.09/-.98
Non-Full Time	-1.27/-1.19
Means of Work Commute	
Single Automobile	-1.03/-.95
All Other	-1.27/-1.14
Commute Time	
< 5 minutes	-1.4/-1.32
>30 minutes	-.69/-.44

Household Income	
Less than $45,000	-.72/-.58
Greater than $90,000	-1.33/-1.27
Marriage Status	
Married	-1.09/-.99
Non-Married	-1.24/-1.11
Children	
Children living at home	-.96/-.84
All Other	-1.23/-1.12
Home	
Home Owner	-1.21/-1.1
Renter	-.76/-.65

Overall Household Score:
.5

Overall Neighborhood Score:
.58

Visualizing Density Household Score:
0

Visualizing Density Neighborhood Score:
-.23

Control-Group Household Score:
.55

Control-Group Neighborhood Score:
.95

Age	
Over 65	.05/.07
Under 30	1.02/.9
Employment	
Full Time	.64/.69
Non-Full Time	.13/.42
Means of Work Commute	
Single Automobile	.9/.92
All Other	-.09/.15
Commute Time	
< 5 minutes	.56/.84
>30 minutes	.69/.92

Household Income	
Less than $45,000	.36/.41
Greater than $90,000	.63/.71
Marriage Status	
Married	.65/.75
Non-Married	.17/.32
Children	
Children living at home	1.08/1.13
All Other	.14/.29
Home	
Home Owner	.52/.64
Renter	.35/.41

Overall Household Score:
-.63

Overall Neighborhood
Score:
-.61

Visualizing Density
Household Score:
-.55

Visualizing Density
Neighborhood Score:
-.14

Control-Group Household
Score:
-1.1

Control-Group
Neighborhood Score:
-.9

Age	
Over 65	-.65/-.79
Under 30	-.49/-.39
Employment	
Full Time	-.62/-.62
Non-Full Time	-.73/-.65
Means of Work Commute	
Single Automobile	-.7/-.68
All Other	-.53/-.52
Commute Time	
< 5 minutes	-.85/-.9
>30 minutes	-.46/-.43

Household Income	
Less than $45,000	.03/.01
Greater than $90,000	-.85/-.79
Marriage Status	
Married	-.64/-.64
Non-Married	-.64/-.54
Children	
Children living at home	-.67/-.58
All Other	-.63/-.67
Home	
Home Owner	-.71/-.7
Renter	-.13/-.03

Overall Household Score:
-.53

Overall Neighborhood Score:
-.4

Visualizing Density Household Score:
-.9

Visualizing Density Neighborhood Score:
-.76

Control-Group Household Score:
-.8

Control-Group Neighborhood Score:
-.7

Age	
Over 65	-1/-1.05
Under 30	.31/.06
Employment	
Full Time	-.46/-.38
Non-Full Time	-.79/-.59
Means of Work Commute	
Single Automobile	-.24/-.19
All Other	-.96/-.8
Commute Time	
< 5 minutes	-.79/-.41
>30 minutes	-.34/-.17

Household Income	
Less than $45,000	-.46/-.61
Greater than $90,000	-.38/-.19
Marriage Status	
Married	-.46/-.31
Non-Married	-.76/-.71
Children	
Children living at home	.08/.12
All Other	-.92/-.75
Home	
Home Owner	-.58/-.44
Renter	-.28/-.36

Overall Household Score:
.78

Overall Neighborhood Score:
.84

Visualizing Density Household Score:
1.24

Visualizing Density Neighborhood Score:
1.24

Control-Group Household Score:
.7

Control-Group Neighborhood Score:
.7

Age	
Over 65:	.58/.49
Under 30:	1.4/1.35
Employment	
Full Time	.8/.88
Non-Full Time	.73/.81
Means of Work Commute	
Single Automobile	.85/.92
All Other	.71/.78
Commute Time	
< 5 minutes	1.19/1.21
>30 minutes	-.34/-.17

Household Income	
Less than $45,000	.97/1.06
Greater than $90,000	.86/.94
Marriage Status	
Married	.74/.85
Non-Married	.92/.92
Children	
Children living at home	.89/1.08
All Other	.75/.75
Home	
Home Owner	.76/.86
Renter	.86/.80

Overall Household Score:
-.7

Overall Neighborhood Score:
-.5

Visualizing Density Household Score:
-.6

Visualizing Density Neighborhood Score:
-.4

Control-Group Household Score:
-.8

Control-Group Neighborhood Score:
-.6

Age	
Over 65:	-1.05/-1.37
Under 30:	.01/.13
Employment	
Full Time	-.63/-.41
Non-Full Time	-.9/-.79
Means of Work Commute	
Single Automobile	-.58/-.4
All Other	-.82/-.62
Commute Time	
< 5 minutes	-.45/-.15
>30 minutes	-.59/-.37

Household Income	
Less than $45,000	-.47/-.29
Greater than $90,000	-.63/-.38
Marriage Status	
Married	-.72/-.51
Non-Married	-.64/-.48
Children	
Children living at home	-.51/-.15
All Other	-.81/-.73
Home	
Home Owner	-.73/-.53
Renter	-.41/-.28

Overall Household Score:
-.23

Overall Neighborhood Score:
-.07

Visualizing Density Household Score:
-.55

Visualizing Density Neighborhood Score:
.1

Control-Group Household Score:
-.27

Control-Group Neighborhood Score:
-.1

Age	
Over 65	-.6/-.49
Under 30	.16/.16
Employment	
Full Time	-.13/-.01
Non-Full Time:	-.47/-.16
Means of Work Commute	
Single Automobile	-.09/.03
All Other	-.35/-.13
Commute Time	
< 5 minutes	-.21/.14
>30 minutes	-.01/.25

Household Income	
Less than $45,000	-.03/.05
Greater than $90,000	-.17/-.02
Marriage Status	
Married	-.15/.02
Non-Married	-.37/-.2
Children	
Children living at home	.21/.37
All Other	-.48/-.29
Home	
Home Owner	-.28/-.08
Renter	.19/.16

Overall Household Score:
-.9

Overall Neighborhood Score:
-.55

Visualizing Density Household Score:
-.86

Visualizing Density Neighborhood Score:
-.14

Control-Group Household Score:
-.9

Control-Group Neighborhood Score:
-.5

Age	
Over 65	-1.09/-1.19
Under 30:	-.5/-.13
Employment	
Full Time	-.84/-.52
Non-Full Time	-1.04/-.64
Means of Work Commute	
Single Automobile	-.84/-.58
All Other	-.93/-.48
Commute Time	
< 5 minutes	-.66/-.3
>30 minutes	-.77/-.58

Household Income	
Less than $45,000	-.52/-.22
Greater than $90,000	-.93/-.66
Marriage Status	
Married	-.95/-.61
Non-Married	-.7/-.32
Children	
Children living at home	-.85/-.45
All Other	-.89/-.56
Home	
Home Owner	-.92/-.58
Renter	-.67/-.3

Overall Household Score:
-.4

Overall Neighborhood Score:
-.33

Visualizing Density Household Score:
-1.73

Visualizing Density Neighborhood Score:
-1.5

Control-Group Household Score:
-.2

Control-Group Neighborhood Score:
0

Age	
Over 65	.21/-.09
Under 30	-.28/-.04
Employment	
Full Time	-.35/-.26
Non-Full Time	-.6/-.57
Means of Work Commute	
Single Automobile	-.25/-.16
All Other	-.72/-.65
Commute Time	
< 5 minutes	-.74/-.66
>30 minutes	.11/.08

Household Income	
Less than $45,000	.06/.08
Greater than $90,000	-.94/-.88
Marriage Status	
Married	-.4/-.31
Non-Married	-.45/-.37
Children	
Children living at home	-.44/-.31
All Other	-.37/-.33
Home	
Home Owner	-.46/-.38
Renter	-.19/-.05

Overall Household Score:
-.26

Overall Neighborhood Score:
.02

Visualizing Density Household Score:
-.1

Visualizing Density Neighborhood Score:
.64

Control-Group Household Score:
-.05

Control-Group Neighborhood Score:
.1

Age	
Over 65	-.53/-.37
Under 30	.08/.35
Employment	
Full Time	-.29/.02
Non-Full Time:	-.2/0
Means of Work Commute	
Single Automobile	-.16/.11
All Other	-.42/-.12
Commute Time	
< 5 minutes	.11/.24
>30 minutes	-.23/.14

Household Income	
Less than $45,000	.15/.32
Greater than $90,000	-.44/-.19
Marriage Status	
Married	-.36/-.06
Non-Married	-.01/.26
Children	
Children living at home	-.36/.07
All Other	-.18/.02
Home	
Home Owner	-.29/.01
Renter	-.1/.01

Overall Household Score:
-.58

Overall Neighborhood Score:
-.4

Visualizing Density Household Score:
-.05

Visualizing Density Neighborhood Score:
.4

Control-Group Household Score:
-1.1

Control-Group Neighborhood Score:
-1

Age	
Over 65	-1.05/-1.05
Under 30	-.1/.14
Employment	
Full Time	-.48/-.32
Non-Full Time	-.87/-.63
Means of Work Commute	
Single Automobile	-.56/-.43
All Other	-.54/-.26
Commute Time	
< 5 minutes	-.53/-.11
>30 minutes	-.34/-.4

Household Income	
Less than $45,000	-.4/-.25
Greater than $90,000	-.49/-.34
Marriage Status	
Married	-.71/-.50
Non-Married	-.19/-.07
Children	
Children living at home	-.46/-.13
All Other	-.63/-.53
Home	
Home Owner	-.65/-.47
Renter	-.05/.11

Overall Household Score:
-1.13

Overall Neighborhood Score:
-.84

Visualizing Density Household Score:
-1.5

Visualizing Density Neighborhood Score:
-1.05

Control-Group Household Score:
-1.2

Control-Group Neighborhood Score:
-.9

Age	
Over 65	-1.47/-1.19
Under 30	-.6/-.28
Employment	
Full Time	-1.09/-.79
Non-Full Time	-1.23/-.97
Means of Work Commute	
Single Automobile	-1.03/-.79
All Other	-1.24/-.89
Commute Time	
< 5 minutes	-1.13/-1.01
>30 minutes	-.88/-.66

Household Income	
Less than $45,000	-.85/-.71
Greater than $90,000	-1.17/-.89
Marriage Status	
Married	-1.12/-.80
Non-Married	-1.11/-.93
Children	
Children living at home	-.97/-.6
All Other	-1.17/-.97
Home	
Home Owner	-1.19/-.88
Renter	-.7/-.54

Overall Household
Score:
-1.5

Overall Neighborhood
Score:
-1.3

Visualizing Density
Household Score:
-1.14

Visualizing Density
Neighborhood Score:
-.18

Control-Group
Household Score:
-1.7

Control-Group
Neighborhood Score:
-1.6

Age	
Over 65:	-1.35/-1.23
Under 30:	-1.42/-1.28
Employment	
Full Time	-1.44/-1.28
Non-Full Time	-1.62/-1.35
Means of Work Commute	
Single Automobile	-1.48/-1.35
All Other	-1.45/-1.19
Commute Time	
< 5 minutes	-1.54/-1.43
>30 minutes	-1.44/-1.29

Household Income	
Less than $45,000	-1.25/-1.12
Greater than $90,000	-1.5/-1.33
Marriage Status	
Married	-1.57/-1.37
Non-Married	-1.28/-1.11
Children	
Children living at home	-1.56/-1.31
All Other	-1.42/-1.28
Home	
Home Owner	-1.51/-1.34
Renter	-1.24/-1

Overall Household Score:
-1.92

Overall Neighborhood Score:
-1.63

Visualizing Density Household Score:
-1.55

Visualizing Density Neighborhood Score:
-1.23

Control-Group Household Score:
-2.1

Control-Group Neighborhood Score:
-1.7

Age	
Over 65	-2.02/-2.16
Under 30:	-1.76/-1.42
Employment	
Full Time	-1.9/-.79
Non-Full Time	-1.98/-1.68
Means of Work Commute	
Single Automobile	-1.93/-1.65
All Other	-1.87/-1.54
Commute Time	
< 5 minutes	-1.91/-1.67
>30 minutes	-1.81/-1.56

Household Income	
Less than $45,000	-1.73/-1.58
Greater than $90,000	-1.94/-1.64
Marriage Status	
Married	-2.02/-1.67
Non-Married	-1.66/-1.51
Children	
Children living at home	-1.94/-1.55
All Other	-1.87/-1.66
Home	
Home Owner	-1.95/-1.67
Renter	-1.67/-1.32

Overall Household Score:
.98

Overall Neighborhood
Score:
1.18

Visualizing Density
Household Score:
1.55

Visualizing Density
Neighborhood Score:
1.77

Control-Group Household
Score:
.9

Control-Group
Neighborhood Score:
1.2

Age	
Over 65	.58/.86
Under 30:	1.41/1.38
Employment	
Full Time	1.09/1.26
Non-Full Time	.62/.93
Means of Work Commute	
Single Automobile	1.12/1.25
All Other	.78/1.07
Commute Time	
< 5 minutes	1.05/1.34
>30 minutes	.89/1.12

Household Income	
Less than $45,000	.91/1.03
Greater than $90,000	1.09/1.25
Marriage Status	
Married	1.02/1.22
Non-Married	.87/1.11
Children	
Children living at home	1.26/1.43
All Other	.77/1
Home	
Home Owner	.96/1.18
Renter	1.06/1.15

Overall Household Score:
-.42

Overall Neighborhood
Score:
-.16

Visualizing Density
Household Score:
-.14

Visualizing Density
Neighborhood Score:
.41

Control-Group Household
Score:
-.77

Control-Group
Neighborhood Score:
-.3

Age	
Over 65	-.48/-.58
Under 30	-.39/-.1
Employment	
Full Time	-.41/-.14
Non-Full Time	-.49/-.26
Means of Work Commute	
Single Automobile	-.33/-.12
All Other	-.54/-.2
Commute Time	
< 5 minutes	-.48/-.24
>30 minutes	-.25/-.09

Household Income	
Less than $45,000	-.28/-.13
Greater than $90,000	-.39/-.18
Marriage Status	
Married	-.38/-.12
Non-Married	-.54/-.27
Children	
Children living at home	-.29/-.01
All Other	-.49/-.27
Home	
Home Owner	-.45/-.18
Renter	-.33/-.04

Overall Household Score:
.46

Overall Neighborhood
Score:
.56

Visualizing Density
Household Score:
-.32

Visualizing Density
Neighborhood Score:
-.32

Control-Group Household
Score:
.5

Control-Group
Neighborhood Score:
.7

Age	
Over 65	.74/.77
Under 30:	.52/.53
Employment	
Full Time	.52/.61
Non-Full Time	.28/.42
Means of Work Commute	
Single Automobile	.67/.76
All Other	.08/.19
Commute Time	
< 5 minutes	.28/.36
>30 minutes	.77/.98

Household Income	
Less than $45,000	.74/.60
Greater than $90,000	.18/.26
Marriage Status	
Married	.59/.69
Non-Married	.15/.27
Children	
Children living at home	.55/.66
All Other	.42/.52
Home	
Home Owner	.44/.58
Renter	.54/.37

Results by Building Type

Image#1		Image #2			Ave.
Single family, 2-story, rear loaded garage					
	- 0.2 -0.1		1.0 1.2		0.4 0.6
Single family, 1-story, rear loaded garage					
	0.1 0.2		- 0.6 - 0.6		- 0.3 - 0.2
Single family, 2-story, front loaded garage					
	0.5 0.6		-1.1 -1.0		- 0.3 - 0.2
Narrow Lot, rear parking					

0.1 0.2		- 0.6 - 0.4	- 0.3 -0.1

Narrow-Lot, front parking

| 0.8 0.8 | | - 0.8 - 0.7 | 0 .1 |

Rural/Large Lot

| 0.3 0.1 | | - 0.3 - 0.6 | 0.0 - 0.3 |

Single-family, 1-story, front-parking

| 0.5 0.6 | | - 0.4 - 0.3 | 0.1 - 0.2 |

Duplex, 2-story, front-loaded parking

	-0.9 -0.6		-1.1 -0.8	-1.0 -0.7
Attached, rear-parking				
	-0.3 -0.3		-1.5 -1.3	-0.9 -0.8
Duplex, front parking				
	-1.5 -1.3		-0.3 0.0	-0.9 -0.7
Multi-family, 3+ stories				
	-0.6 -0.8		-1.8 -1.5	-1.2 -1.2
Mansion House				

	- 0.5 - 0.4		- 0.8 - 0.6	- 0.7 - 0.5

Multi-family, 2-story

	-2.1 - 2.0		- 0.7 - 0.5	-1.4 -1.3

Multi-family, 2-stories

	-2 -1.9		- 0.4 - 0.2	-1.2 -1.1

Images by Housing Type

Single-family Top Preferred Images

1.

2.

3.

4.

5.

Single-family Top Opposed Images:

1.

2.

3.

4.

5.

Multi-family Top Preferred Images:

1.

2.

3.

4.

5.

Multi-family Top Opposed Images:

1.

2.

3.

4.

5.

Top Preferred Images:

1.

2.

3.

4.

5.

Top Opposed Images:

1.

2.

3.

4.

5.

[64] Score above 0 for each demographic and economic group surveyed.

Disliked by All[65]

---
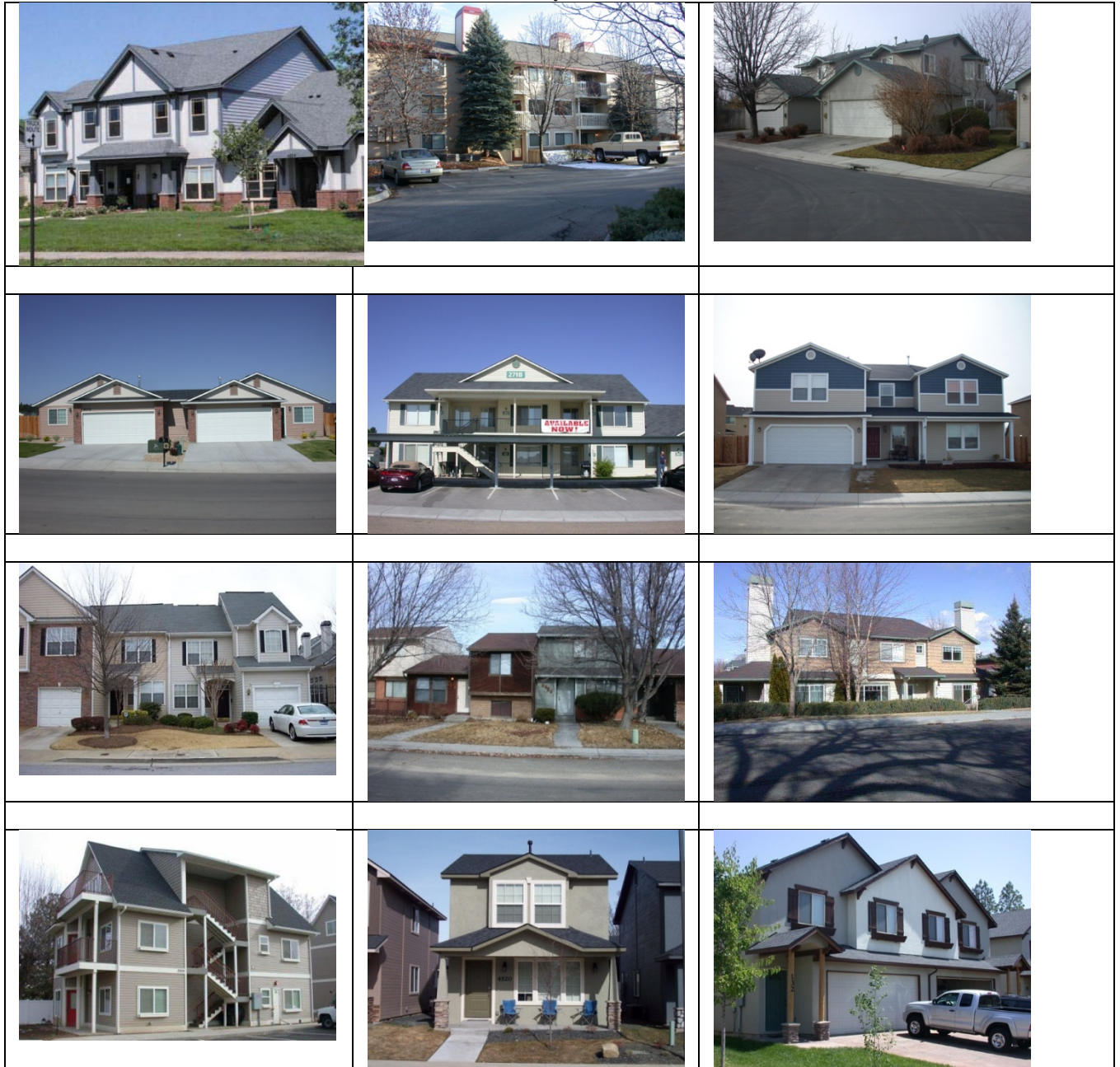
[65] Score below 0 for each demographic and economic group surveyed.

89

Depends on Age[66]

Liked by 18-30 Age Group		8-30 Age Group		

---

[66] Score varied by more than 1.0 between age groups.

Depends on Employment Status[67]

Liked by Full-Time Employees		Liked by Other Employment Status		

---

[67] Score varied by more than 1.0 between employment status groups.

Depends on Commute[68]

Liked by Longer Commuters (more than 45 minutes)			Liked by Short Commuters (less than 15 minutes)		

---

[68] Score varied by more than 1.0 between commute distance groups.

Depends on Income[69]

Liked by Income over $90,000/year.	Liked by Income less than $30,000/year.	

Depends on Marital Status

Liked by Married		Liked by Unmarried		

Depends on Children at Home

Liked by Families with Children		Liked by Families without Children		

SECTION 10: SURVEY INSTRUMENT

Community Preference Survey

1. Thank you for participating in the Community Preference Survey

The information provided will help local governments in an effort to improve housing options and the transportation system.

Each page will contain an image of a specific housing type and 2 questions. Please consider whether you think the image is appropriate for your housing choice & for your neighborhood.

Information for each image regarding value, size, or other amenities will not be visable. Please make assumptions according to "gut instinct."

Please scroll down the page to answer both questions where necessary. It will take approximately 10 minutes.

2. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

3. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j∩	j∩	j∩	j∩	j∩	j∩

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j∩	j∩	j∩	j∩	j∩	j∩

4. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	jn	jn	jn	jn	jn	jn

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	jn	jn	jn	jn	jn	jn

5. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

6. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j୍	j୍	j୍	j୍	j୍	j୍

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j୍	j୍	j୍	j୍	j୍	j୍

Community Preference Survey

7. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

8. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

9. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

10. Single-family housing

How desirable is this type of development…

…for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

…for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

11. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

12. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

13. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

14. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j๓	j๓	j๓	j๓	j๓	j๓

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j๓	j๓	j๓	j๓	j๓	j๓

15. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

16. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j∩	j∩	j∩	j∩	j∩	j∩

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j∩	j∩	j∩	j∩	j∩	j∩

17. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

18. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j⌒	j⌒	j⌒	j⌒	j⌒	j⌒

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j⌒	j⌒	j⌒	j⌒	j⌒	j⌒

19. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j୍	j୍	j୍	j୍	j୍	j୍

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j୍	j୍	j୍	j୍	j୍	j୍

20. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

21. Multi-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

22. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

23. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

24. Single-family housing

How desirable is this type of development…

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

25. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

26. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

27. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

28. Attached single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j□	j□	j□	j□	j□	j□

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j□	j□	j□	j□	j□	j□

30. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j	j	j	j	j	j

31. Multi-family housing

How desirable is this type of development…

…for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j∩	j∩	j∩	j∩	j∩	j∩

…for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	j∩	j∩	j∩	j∩	j∩	j∩

32. Single-family housing

How desirable is this type of development...

...for your household?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	jn	jn	jn	jn	jn	jn

...for your neighborhood?

	Very Undesirable	Undesirable	Somewhat Undesirable	Somewhat Desirable	Desirable	Very Desirable
Choose One:	jn	jn	jn	jn	jn	jn

33. Hypothetical Choice Questions

Please read the neighborhood descriptions and choose which one you prefer for your household. Assume anything we do not refer to in the neighborhood choices – such as school quality, public safety, or cost - are exactly the same as where you live now.

Images courtesy of Dr. Larry Frank and the Atlanta Regional Commission.
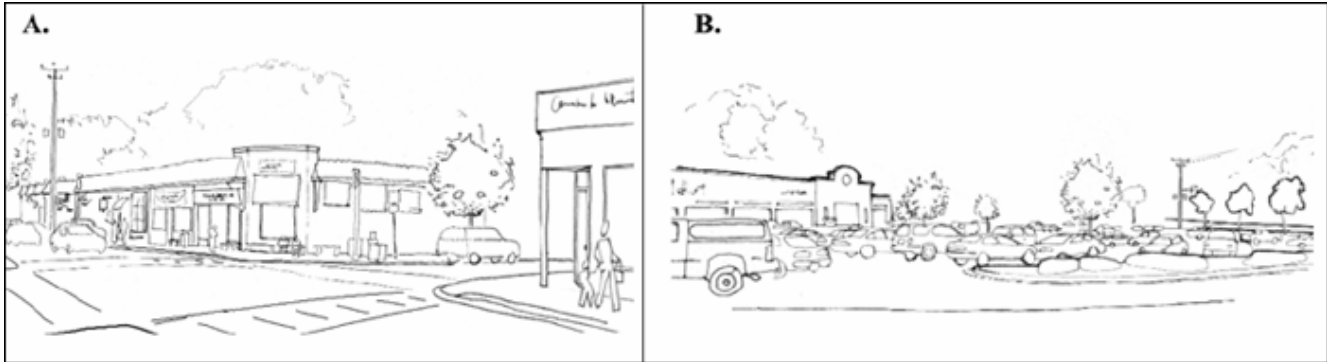
34. Urban Vitality and Housing Mix
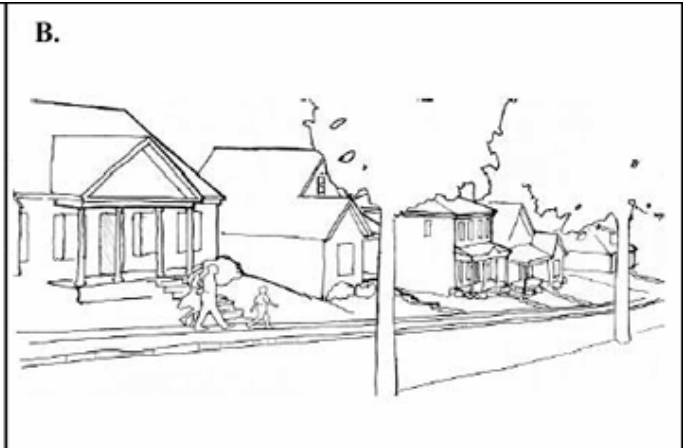
If I were to move, I'd like to find a neighborhood ...

ʃ A. with a mixture of housing types on various sized lots close by to shopping and activity centers.

ʃ B. with single family houses on large acres further away from shopping and activity centers.

If I were to move, I'd like to find a neighborhood where...

- A. commercial areas are mixed in with the residential areas.

- B. commercial areas are seperated from the residential areas.

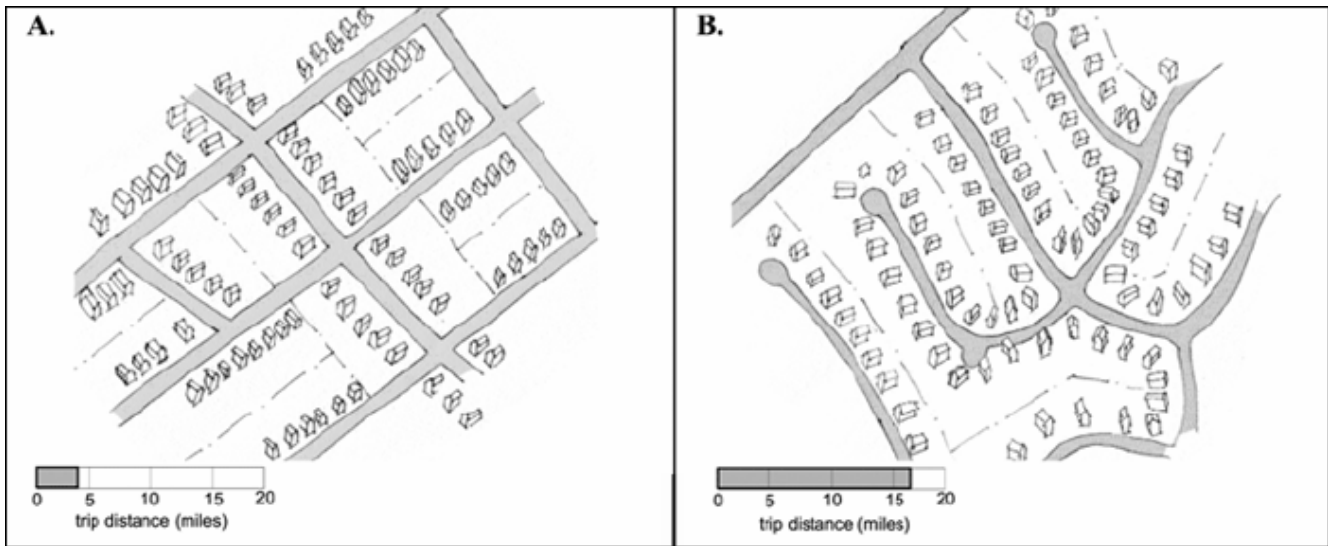## 36. Residential Density and Commute Distance

If I were to move, I'd like to find a neighborhood ...

◌ A. with houses on smaller lots located close to work, school, or my other important destinations.

◌ B. with houses on larger lots located farther from work, school or my other important destinations.

37. Commute Distance & Street Network

A.

B.

0 5 10 15 20
trip distance (miles)

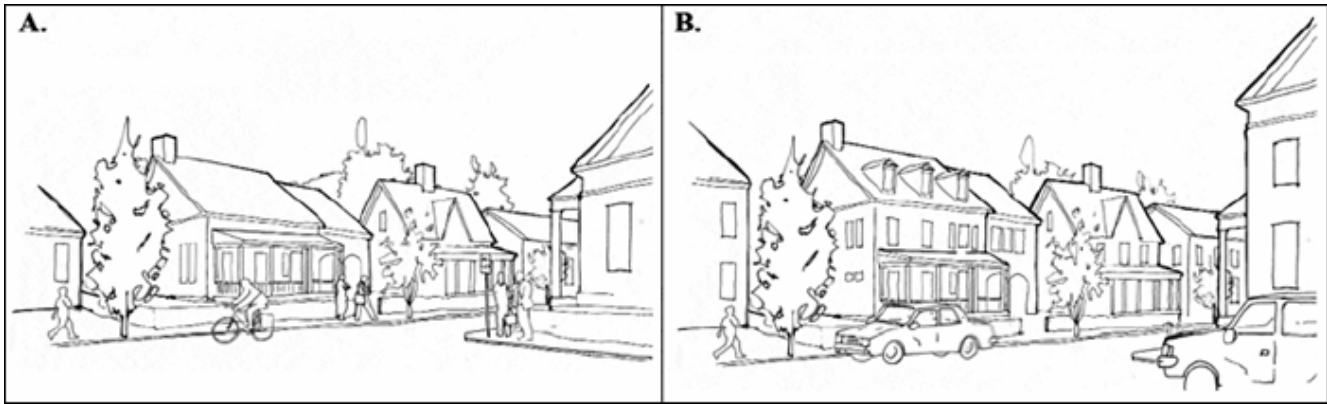0 5 10 15 20
trip distance (miles)

If I were to move, I'd like to find a neighborhood ...

j☐ A. with mostly connected streets and shorter commutes.

j☐ B. with mostly cul-de-sacs and less cut-through traffic in my neighborhood.
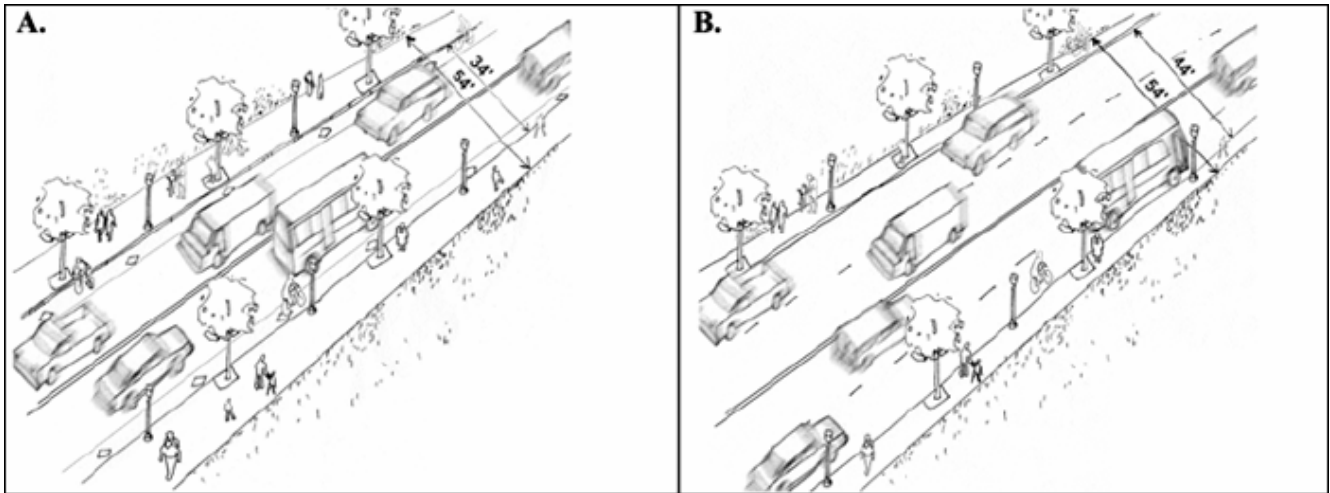
38. House Size & Travel Options

If I were to move, I'd like to find a neighborhood ...

ʃ̃ A. with smaller homes closer and where I walk, bicycle or take public transit for some of my trips.

ʃ̃ B. with larger homes and I drive for all of my trips.
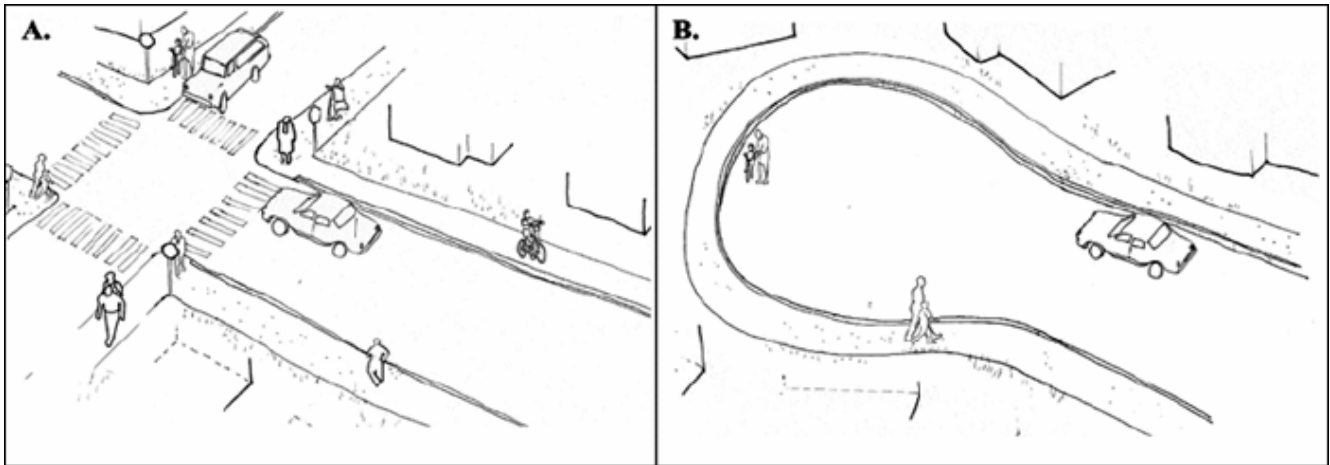
39. Motorized & Non-motorized facilities

If I were to move, I'd like to find a neighborhood that has more space for...

- A. walking and biking.

- B. cars.

If I were to move, I'd like to find a neighborhood ...

○ A. with local streets in a mostly connected network.

○ B. with local streets comprised mainly of cul-de-sacs.

Community Preference Survey

41. Preferred Neighborhood Characteristics or Features

Reflecting back on the survey, please indicate the most dominant neighborhood characteristic or feature that influenced your choices.

- ℮ Availability of transit

- ℮ Commute distance

- ℮ Convenience of walking and/or bicycling

- ℮ Cost of housing

- ℮ Distance to commercial districts or parks

- ℮ House size

- ℮ Lot size

- ℮ Other (please specify)

Community Preference Survey

42. Demographics

The study is purely a research effort and any information you provide will be kept strictly confidential. Your information will be combined with that of all survey respondents in the area to help your local government improve the transportation system.

The following demographic questions will provide the necessary data to analyze the type of developments preferred by the survey respondents.

What is your age?

- Under 21
- 22-30
- 31-45
- 46-65
- Over 65

What is your employment status?

- Employed part-time
- Employed full-time
- Homemaker
- Out of work
- Retired
- Self-employed
- Student
- Other

What is your principal means of transportation to and from work?

- Automobile, drive self
- Carpool
- Public transportation
- Taxicab
- Walk or bicycle
- Work at home
- Other means

Community Preference Survey

How long does it typically take to travel from your home to your place of work?

- ⦿ Less than 5 minutes
- ⦿ Between 5 and 15
- ⦿ Between 15 and 30
- ⦿ Between 30 and 45
- ⦿ Between 45 and 60
- ⦿ More than 1 hour

What is your household annual income from all sources?

- ⦿ Less than $30,000
- ⦿ $30,000 up to $45,000
- ⦿ $45,000 up to $58,500
- ⦿ $58,500 up to $70,000
- ⦿ $70,000 up to $90,000
- ⦿ More than $90,000

What is your family status?

- ⦿ Married
- ⦿ Divorced or Separated
- ⦿ Widowed
- ⦿ Never been married
- ⦿ A member of an unmarried couple

Do you currently have children living at home?

- ⦿ Yes
- ⦿ No

What is your race or ethnicity?

- ⦿ American Indian or Alaska Native
- ⦿ Hawaiian or Other Pacific Islander
- ⦿ Asian or Asian American
- ⦿ Black or African American
- ⦿ Hispanic or Latino
- ⦿ White, Non-Hispanic
- ⦿ Other

Community Preference Survey

Do you have a disability that impedes your ability to use transportation?

ⓙ Yes

ⓙ No

Other (please specify)

[   ]

Are you a homeowner or renter?

ⓙ Homeowner

ⓙ Renter

Community Preference Survey

43. Location

Which county do you reside in?

- Ada
- Canyon
- Outside Ada/Canyon but within Idaho
- Outside Idaho

Community Preference Survey

44. Ada County Cities

Which city in Ada County do you reside in?

- Ꙩ Boise
- Ꙩ Eagle
- Ꙩ Garden City
- Ꙩ Kuna
- Ꙩ Meridian
- Ꙩ Star
- Ꙩ Unincorporated Ada County

What is your zip code?

ZIP/Postal Code: [_____]

45. Canyon County Cities

Which city in Canyon County do you reside in?

ʝ Caldwell

ʝ Greenleaf

ʝ Melba

ʝ Middleton

ʝ Nampa

ʝ Notus

ʝ Parma

ʝ Wilder

ʝ Unincorporated Canyon County

What is your zip code?

ZIP/Postal Code: [   ]

46. Conclusion

Thank you for your participation in this survey. Your time spent taking this survey will help local & regional governments in an effort to improve housing options and transportation networks.

This survey will be open until June 27th. If you are aware of anyone else who would be willing to participate in this survey please send them the link: http://www.compassidaho.org/cps/public.html.

After the survey is closed, the results will be analyzed. COMPASS will be hosting a post-survey focus group in July to discuss these survey results in greater detail. So we can plan accordingly please include your email address at the conclusion of this survey if you wish to attend.

If you would like to receive the results of this survey please include your email address or check the COMPASS website at www.compassidaho.org this fall.

If you have any questions, please contact:
Carl Miller, AICP
cmiller@compassidaho.org
855-2558 ext. 275

If you would like to receive the results of this survey please include your email:

If you would like to participate in a post-survey focus group please include your email:

Any other comments regarding this survey?