

City of Berkeley Master Plan Survey

Survey Results and Analysis
Draft Report

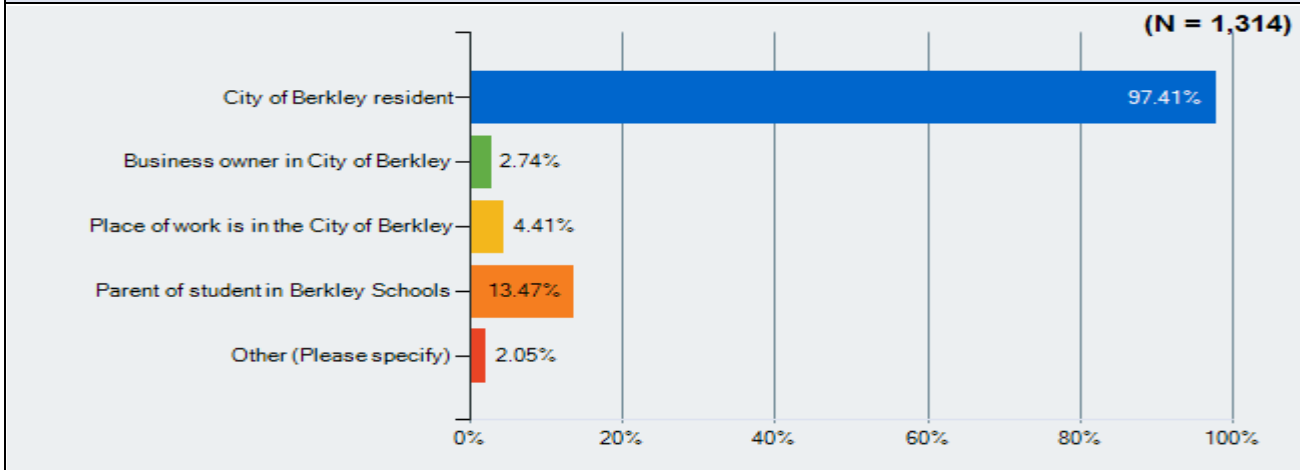
Carlisle Wortman Associates
June 12, 2020

Survey Title: City of Berkley Master Plan Survey SC Test
Report Type: Advanced Frequency
Start Date: 23-Apr-20
End Date: 12-Jun-20
Data Sources
Data Source 1: Multi-Use Link Invitations Delivered: 2 Responses Received: 1,317
Total Number of Responses in This Report: 1,317

Data Sources Selected
Multi-Use Link

Please note that except for questions 1-3, "other" responses and open-ended question answers are not included in this report. They will be included in the final report.

1. What is your relationship to the City of Berkley? Input from all individuals is valuable, but please note that results may be analyzed by relationship to the City and place of residence. This question is required in order to advance to the rest of the survey. (select all that apply)

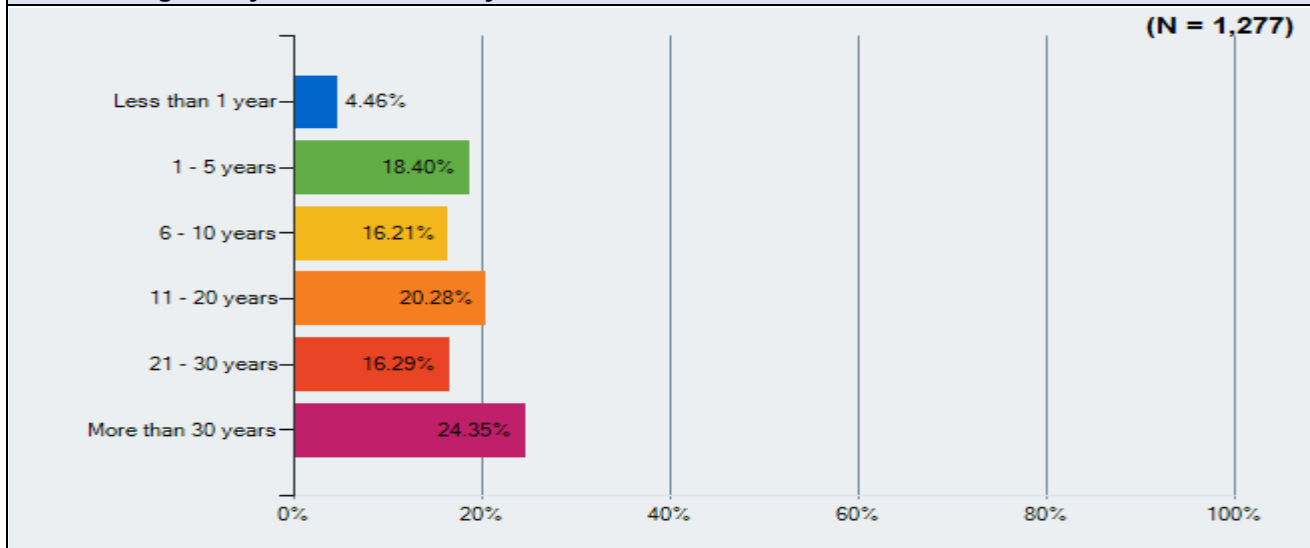


Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

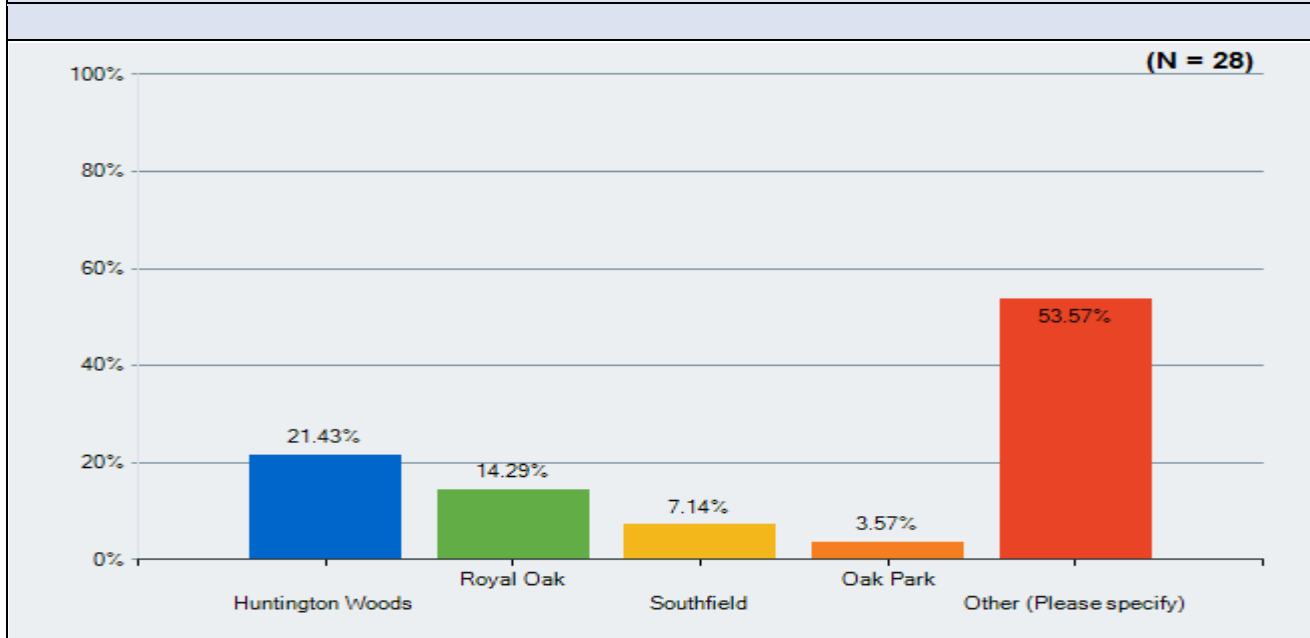
Other responses:

- :residential property owner
- : Occasional Shopper/Visitor
- : Parent of past Berkley students and grandparent of current Berkley students.
- : Oakland Manor Homeowners Association Board
- : Long time resident
- : Contracted with the Berkley Chamber
- : landlord
- : children are past students
- : landlord
- : nearby resident
- : see 1a
- : Homeowner
- : Former Parent of student in Berkley Schools and now a grandparent of a student in Berkley Schools
- : Grandparent of Berkley student
- : Live in Huntington Woods and frequent Berkeley businesses
- : Former long time resident and member of church located in Berkley
- : Investor & supporter of Berkley non-profits
- : Home town; family resides here
- : parents and grandparents lived in Berkley
- : Rental home owner
- : Did not fill out on hard copy survey
- : did not provide answer on hard copy response (multiple)
- : Raised in Berkley 75% of my life. I'm 24. It's my home and always will be even if I'm away in the world.

1a. How long have you lived in Berkley?



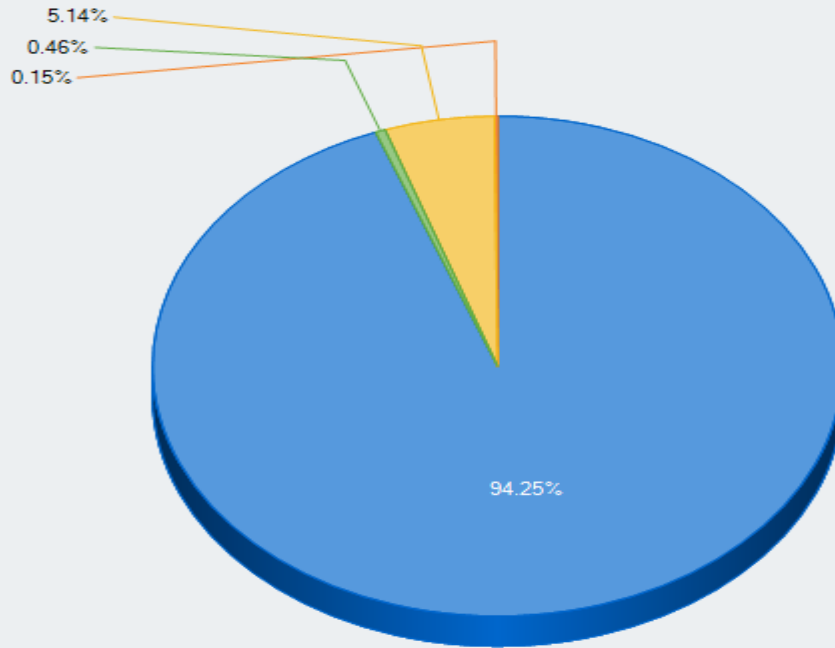
1a. If you don't live in Berkley, where do you live?



- Other:
- : Plymouth
 - : Brighton
 - : Oakland Township
 - : Ferndale
 - : Madison Heights
 - : Birmingham
 - : Troy
 - : Chicago
 - : Macomb
 - : Farmington
 - : Troy
 - : Waterford
 - : Detroit
 - : Walled Lake

2. Please select the term that best describes your residence.

(N = 1,304)

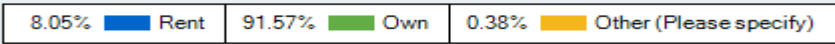
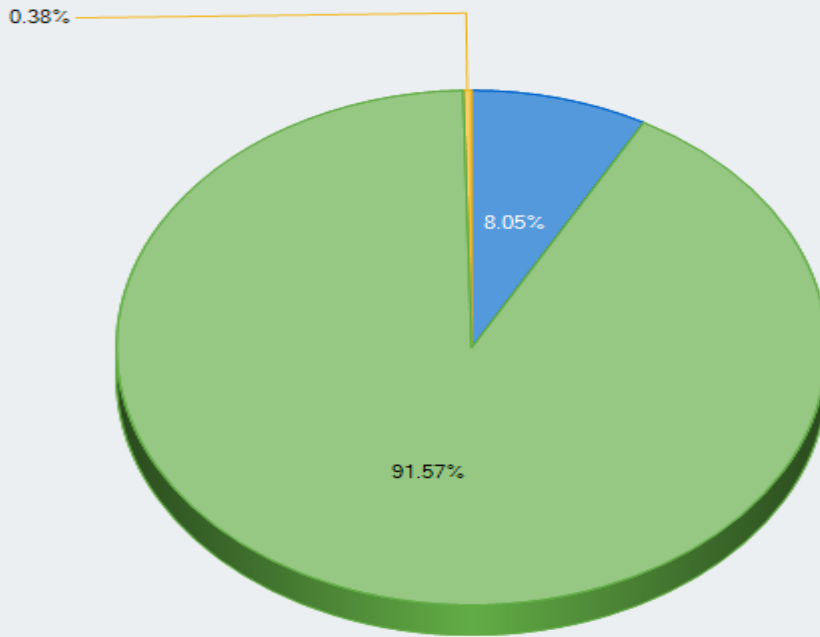


94.25%	Single-family house	5.14%	Apartment	0.15%	Other (Please specify)
0.46%	Attached condominium or duplex				

Other:
: Dearborn Heights
: senior building

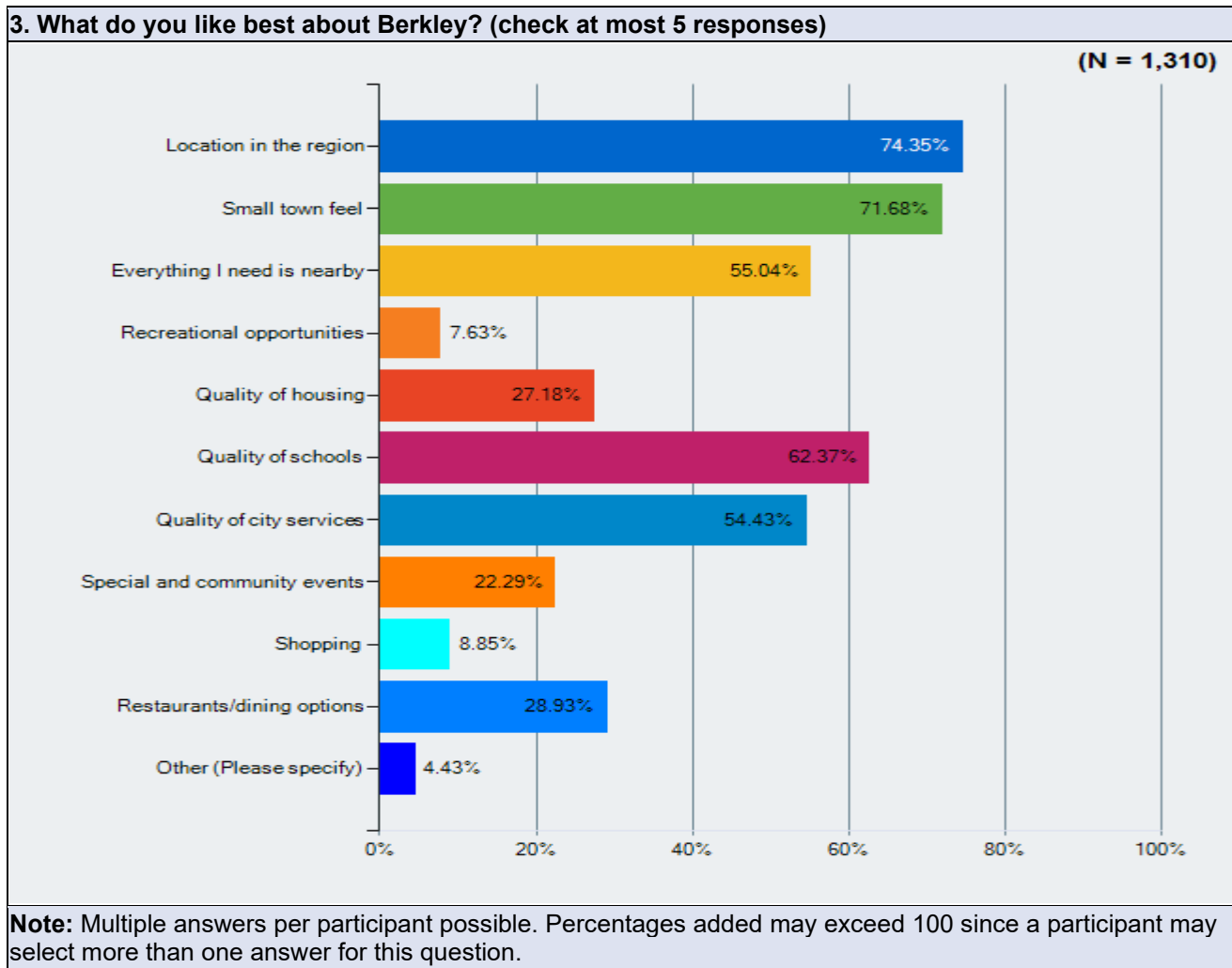
2a. Do you rent or own your place of residence?

(N = 1,305)



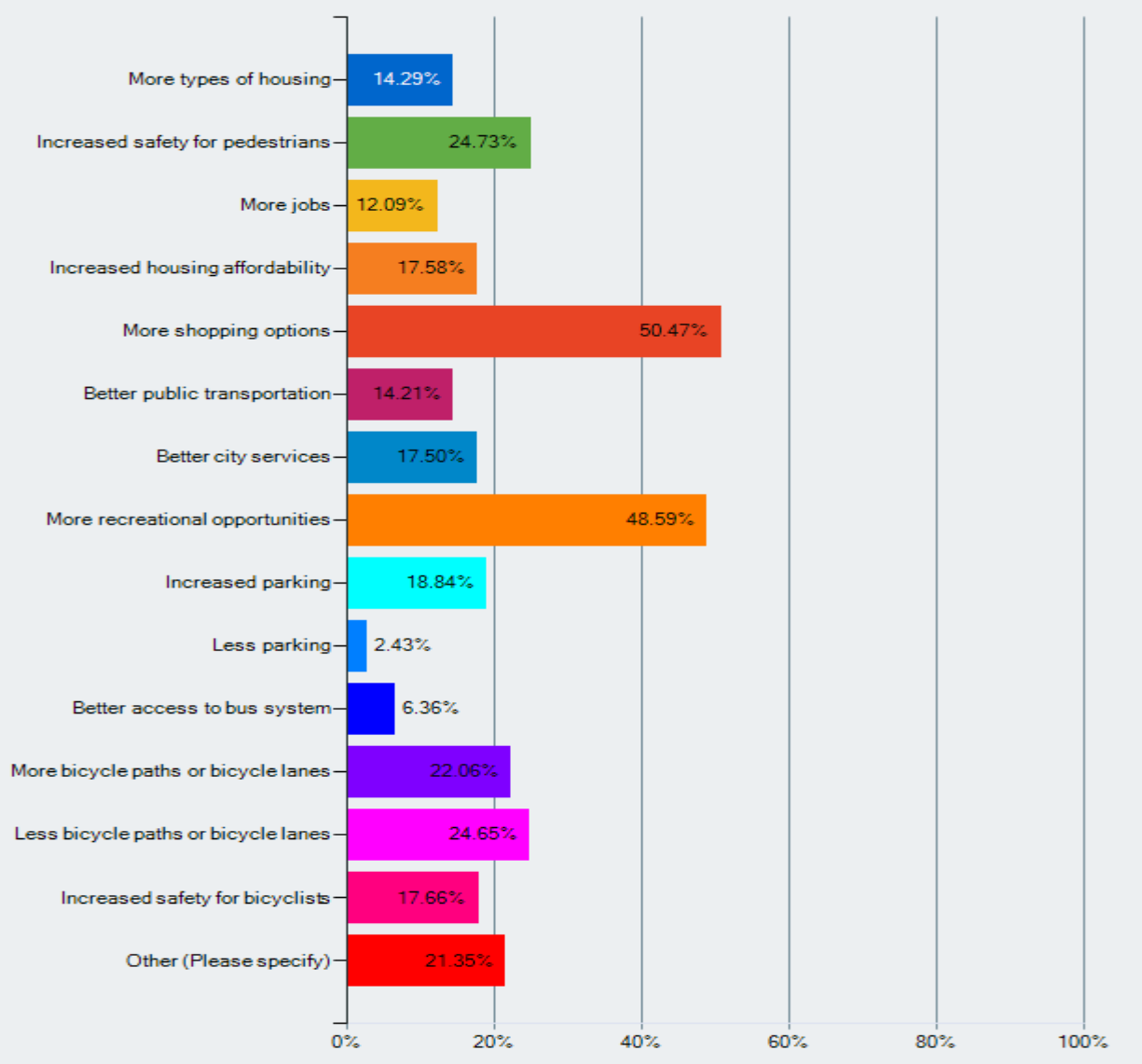
Other:

- : I live in a parsonage
- : live in my parents house that they own
- : I live with my parents
- : Parsonage
- : Co own with relative



4. What changes would you like to see in Berkeley? (check at most 5 responses)

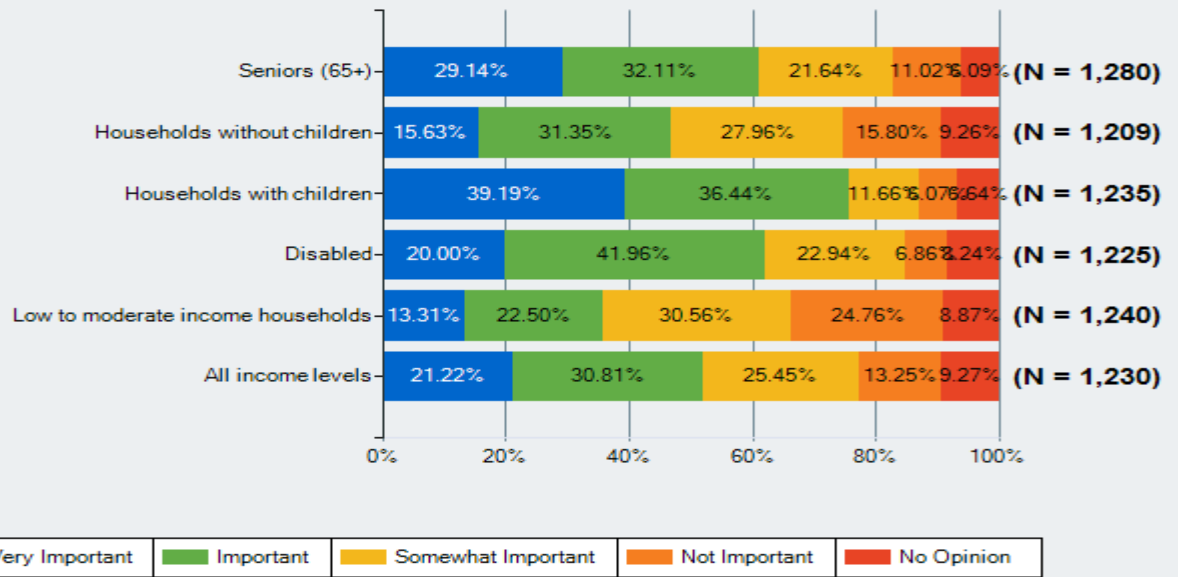
(N = 1,274)



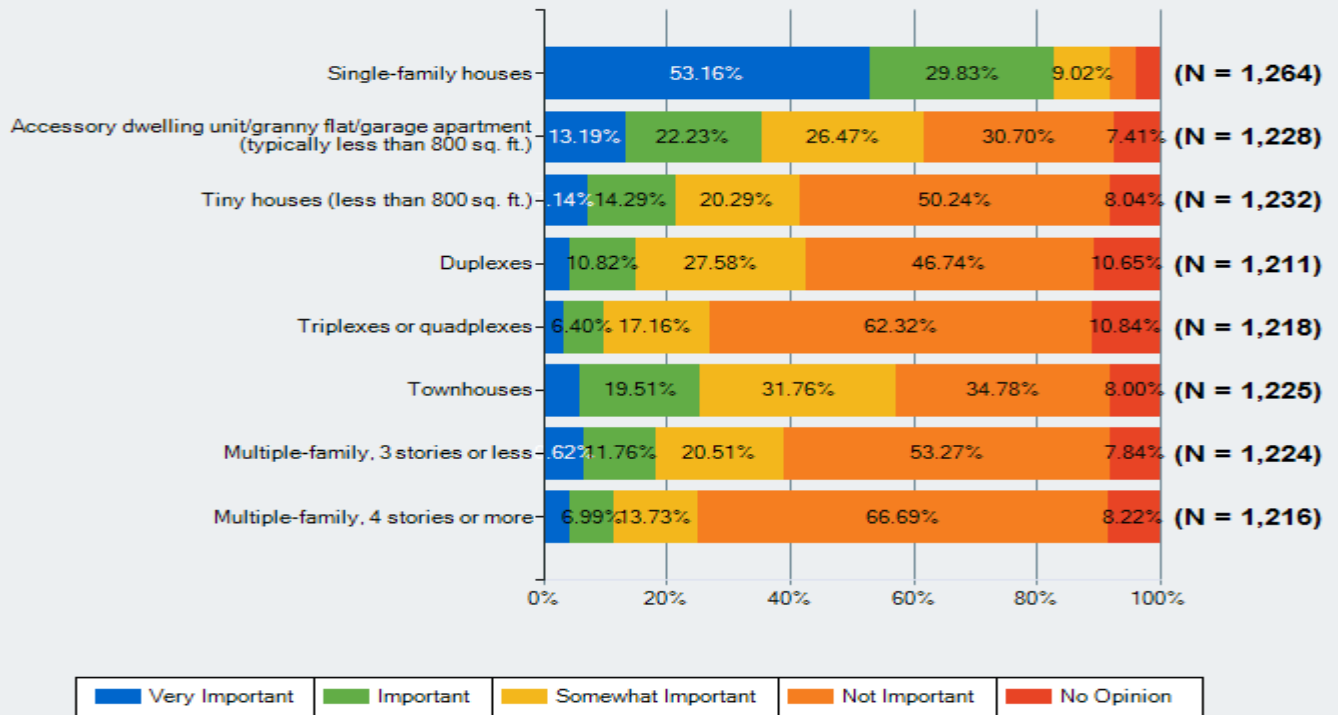
Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Other:

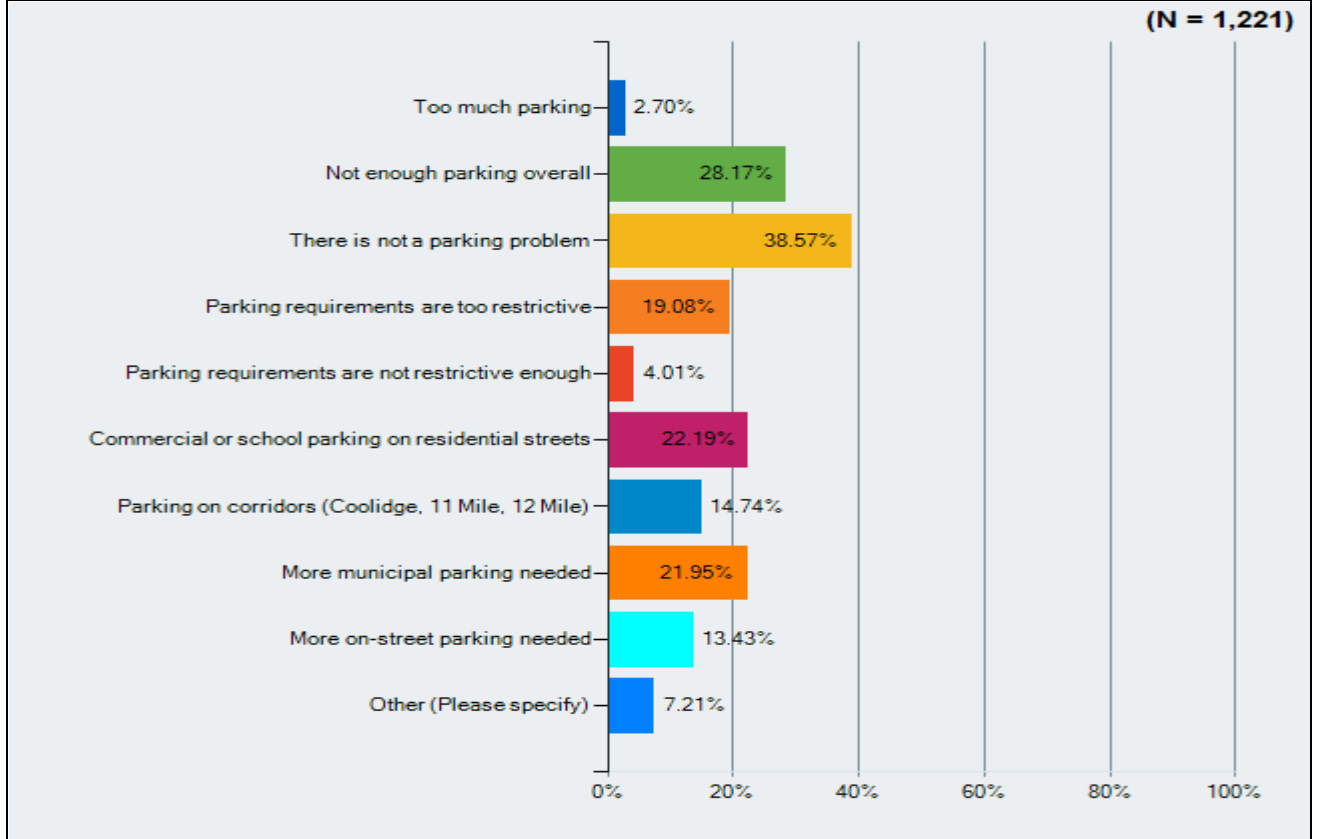
5. Housing: How important is it for the City of Berkeley to plan for housing for the following groups?



6. Housing: How important is it for the City of Berkley to plan for the following types of new housing?

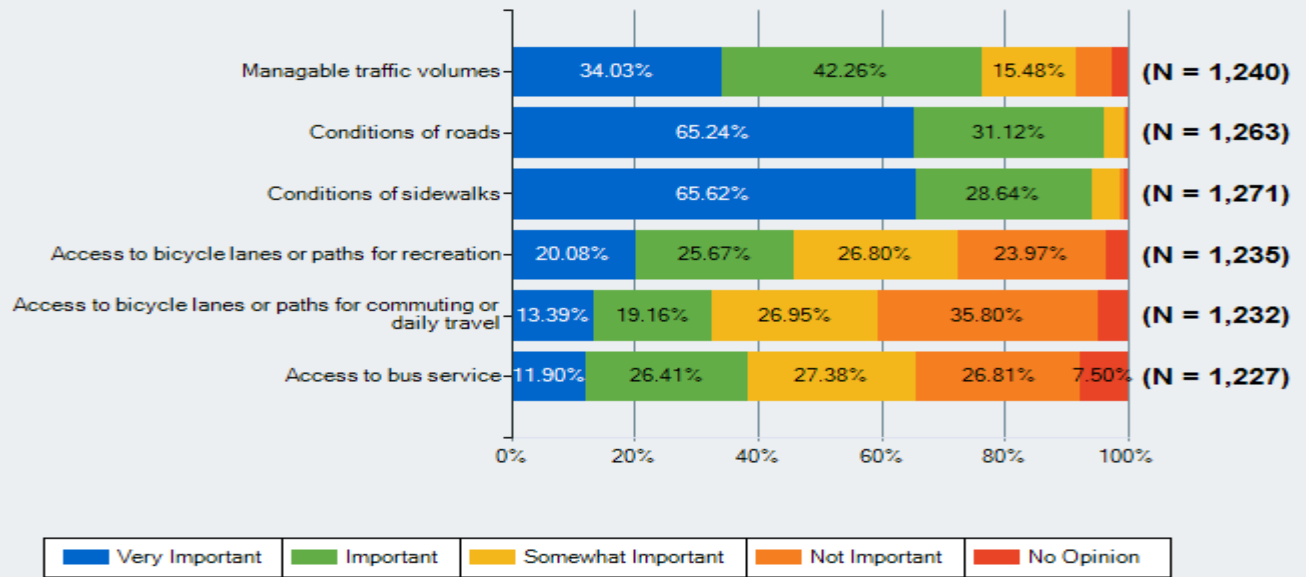


8. Parking has been identified as a concern in Berkley. Please check the parking challenges you see in Berkley (select all you feel are relevant):



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

10. How important to you are the following issues related to accessibility and transportation?



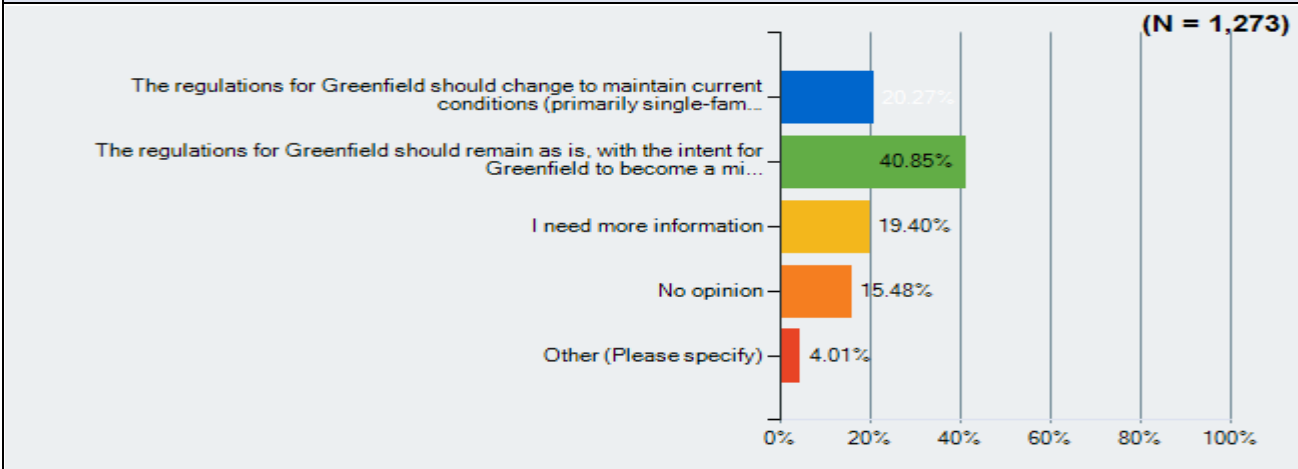
12. Gathering spaces have been identified as a want or need by some in the community. Rate what type of gathering spaces you want to see in Berkley on a 1-10 scale with 10 being the most desired and 1 being the least.

		1	2	3	4	5	6	7	8	9	10	Total Responses
(a)	Outdoor plaza downtown	130 10.38%	41 3.27%	58 4.63%	47 3.75%	187 14.92%	99 7.90%	143 11.41%	207 16.52%	91 7.26%	250 19.95%	1,253
(b)	Seating areas along major streets	203 16.49%	107 8.69%	122 9.91%	93 7.55%	217 17.63%	105 8.53%	128 10.40%	115 9.34%	47 3.82%	94 7.64%	1,231
(c)	Small pocket parks along major streets	158 12.74%	72 5.81%	82 6.61%	77 6.21%	222 17.90%	134 10.81%	135 10.89%	159 12.82%	73 5.89%	128 10.32%	1,240
(d)	Renovate community center	246 19.97%	72 5.84%	67 5.44%	63 5.11%	170 13.80%	67 5.44%	108 8.77%	145 11.77%	93 7.55%	201 16.31%	1,232
(e)	Build new community center	242 19.45%	63 5.06%	59 4.74%	36 2.89%	108 8.68%	58 4.66%	74 5.95%	101 8.12%	92 7.40%	411 33.04%	1,244
(f)	Music pavilion	210 16.95%	75 6.05%	97 7.83%	94 7.59%	209 16.87%	104 8.39%	128 10.33%	123 9.93%	74 5.97%	125 10.09%	1,239

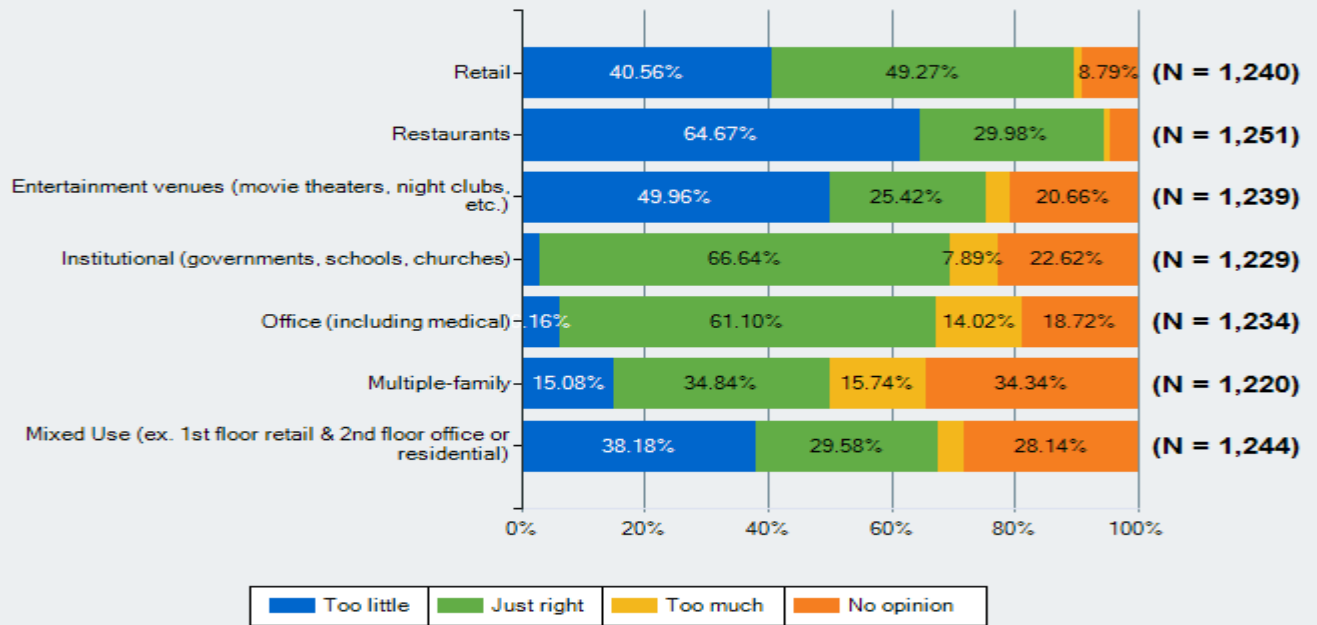
12a. Rate what type programming in gathering spaces you want to see in Berkeley on a 1-10 scale with 10 being the most desired and 1 being the least.

		1	2	3	4	5	6	7	8	9	10	Total Responses
(a)	Festivals	86	30	57	42	138	101	155	216	113	303	1,241
		6.93%	2.42%	4.59%	3.38%	11.12%	8.14%	12.49%	17.41%	9.11%	24.42%	
(b)	Concerts	102	46	70	66	178	114	154	200	97	200	1,227
		8.31%	3.75%	5.70%	5.38%	14.51%	9.29%	12.55%	16.30%	7.91%	16.30%	
(c)	Rentals for private events	223	83	116	97	240	119	109	106	36	75	1,204
		18.52%	6.89%	9.63%	8.06%	19.93%	9.88%	9.05%	8.80%	2.99%	6.23%	
(d)	Programs for adults	78	27	74	74	230	123	200	198	73	131	1,208
		6.46%	2.24%	6.13%	6.13%	19.04%	10.18%	16.56%	16.39%	6.04%	10.84%	
(e)	Programs for seniors	109	44	72	49	215	103	161	195	97	175	1,220
		8.93%	3.61%	5.90%	4.02%	17.62%	8.44%	13.20%	15.98%	7.95%	14.34%	
(f)	Programs for children	68	25	41	28	142	73	120	229	133	351	1,210
		5.62%	2.07%	3.39%	2.31%	11.74%	6.03%	9.92%	18.93%	10.99%	29.01%	

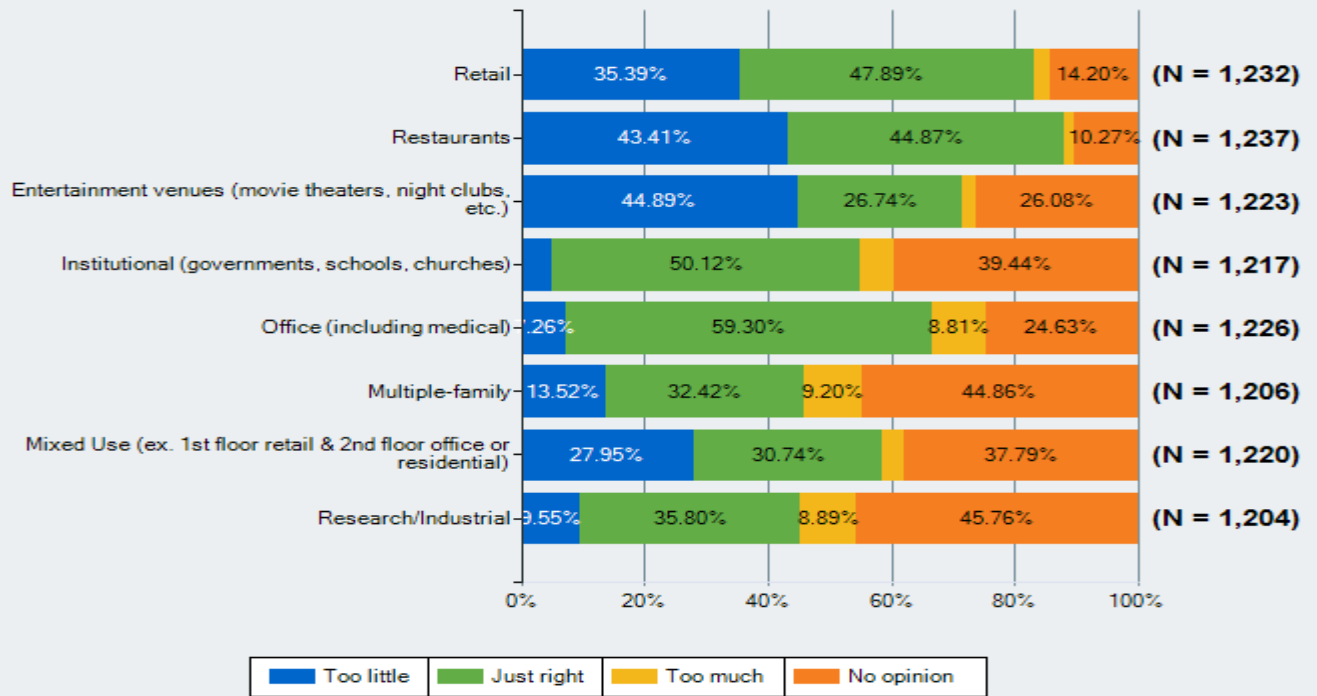
14. Greenfield: The current regulations allow single-family, multiple family and office. However, most of the properties are single-family homes. Which option for the future do you most agree with? (Select one option)



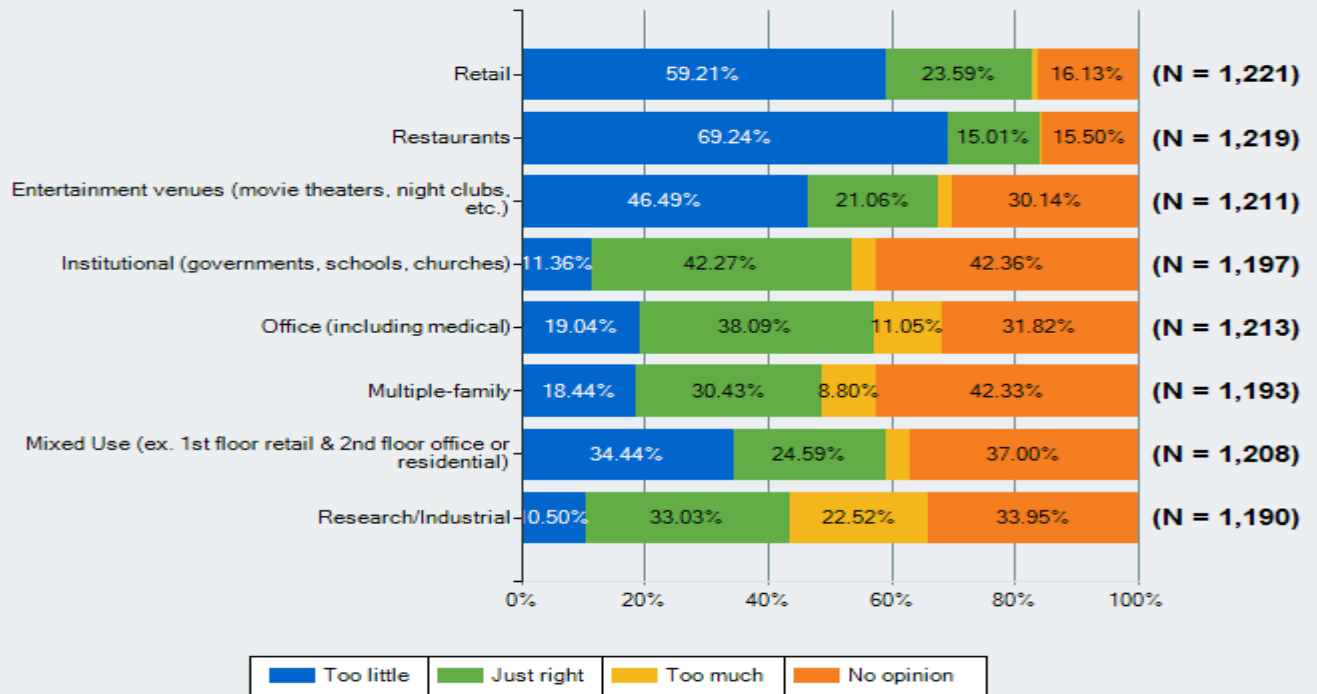
16. Coolidge: Please rate the current mix of land uses on Coolidge Highway between 11 Mile and 12 Mile Roads?



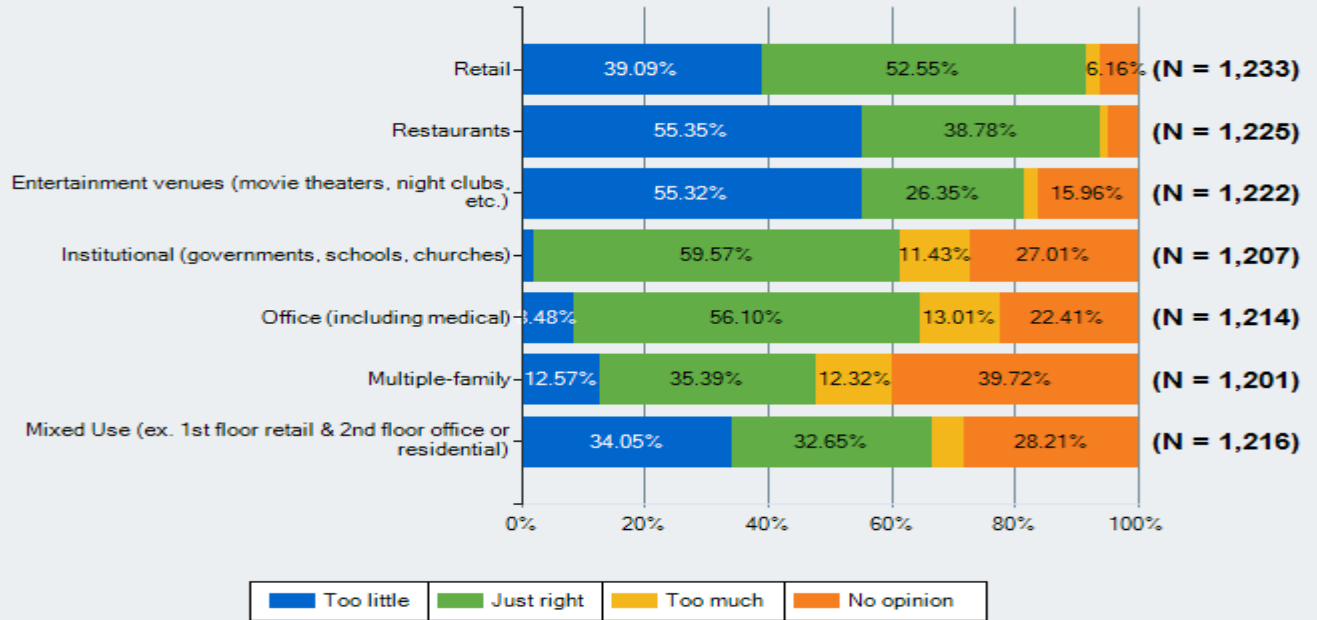
18. Woodward: Please rate the current mix of land uses on Woodward between 11 Mile and 12 Mile Roads?



20. 11 Mile: Please rate the current mix of land uses on 11 Mile between Greenfield and Mortenson?



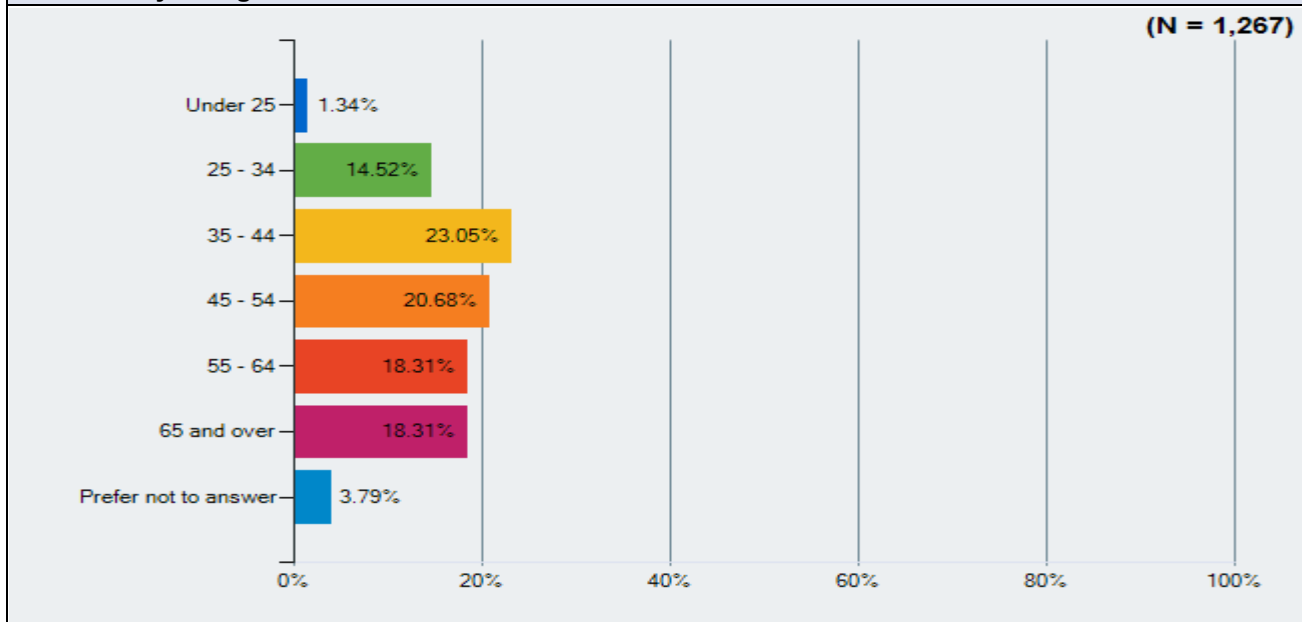
22. 12 Mile: Please rate the current mix of land uses on 12 Mile between Greenfield and Woodward?



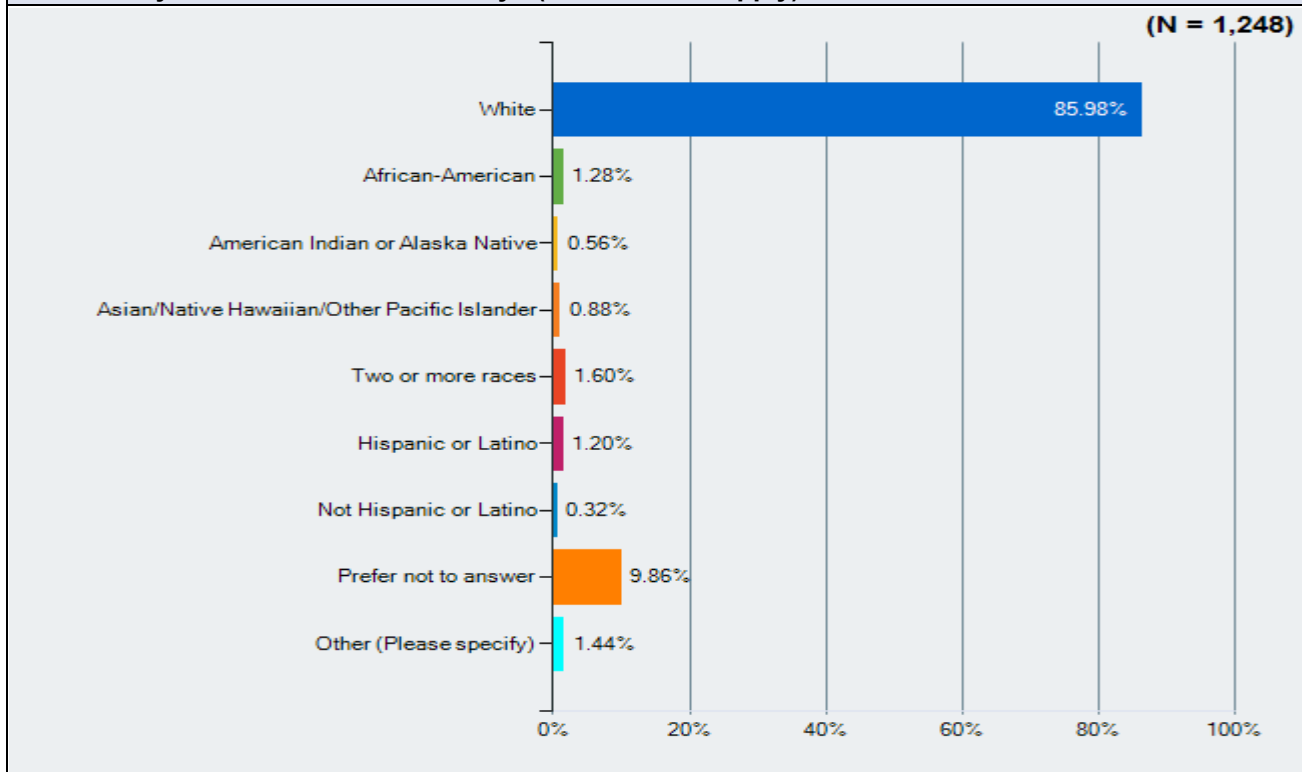
24. Where would you support new development of the following land uses?								
		Coolidge	Woodward	11 Mile	12 Mile	Greenfield	Total Unique Responses	Total Responses
(a)	Retail	861	677	720	787	418	1,169	3,463
		73.65%	57.91%	61.59%	67.32%	35.76%		
(b)	Restaurants	937	756	756	869	421	1,176	3,739
		79.68%	64.29%	64.29%	73.89%	35.80%		
(c)	Entertainment venues (movie theaters, night clubs, etc.)	476	661	491	592	281	986	2,501
		48.28%	67.04%	49.80%	60.04%	28.50%		
(d)	Institutional (governments, schools, churches)	288	248	374	187	368	689	1,465
		41.80%	35.99%	54.28%	27.14%	53.41%		
(e)	Office (including medical)	367	565	542	283	530	896	2,287
		40.96%	63.06%	60.49%	31.58%	59.15%		
(f)	Mixed use (ex. 1st floor retail & 2nd floor office or residential)	613	517	568	545	432	913	2,675
		67.14%	56.63%	62.21%	59.69%	47.32%		
(g)	Multiple-family	261	290	379	169	473	706	1,572
		36.97%	41.08%	53.68%	23.94%	67.00%		
(h)	Research/industrial	107	261	468	85	346	677	1,267
		15.81%	38.55%	69.13%	12.56%	51.11%		
(i)	No new development	123	111	104	150	134	348	622
		35.34%	31.90%	29.89%	43.10%	38.51%		

Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

28. What is your age?



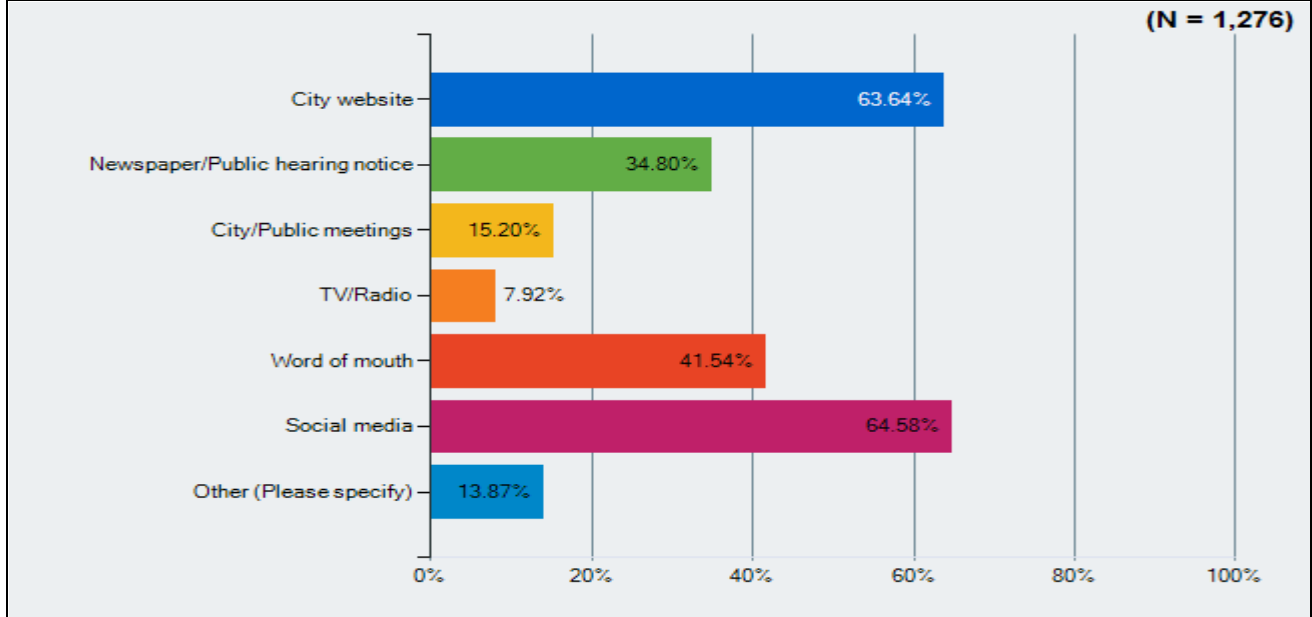
29. What is your racial or ethnic identity? (check all that apply)



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

30. Including yourself, how many people in your household are:							
		1	2	3	4	5	Total Responses
(a)	Under age 2	120	38	25	37	18	238
		50.42%	15.97%	10.50%	15.55%	7.56%	
(b)	Ages 3 - 5	97	16	0	0	0	113
		85.84%	14.16%	0.00%	0.00%	0.00%	
(c)	Ages 6 - 17	162	123	22	7	1	315
		51.43%	39.05%	6.98%	2.22%	0.32%	
(d)	Ages 18 - 25	114	50	11	0	0	175
		65.14%	28.57%	6.29%	0.00%	0.00%	
(e)	Ages 26 - 35	120	139	3	0	0	262
		45.80%	53.05%	1.15%	0.00%	0.00%	
(f)	Ages 36 - 44	153	163	0	0	0	316
		48.42%	51.58%	0.00%	0.00%	0.00%	
(g)	Ages 45 - 54	168	131	0	0	1	300
		56.00%	43.67%	0.00%	0.00%	0.33%	
(h)	Ages 55 - 64	151	116	0	0	0	267
		56.55%	43.45%	0.00%	0.00%	0.00%	
(i)	Ages 65+	174	90	1	0	0	265
		65.66%	33.96%	0.38%	0.00%	0.00%	

31. Where do you typically get your information about Berkeley City and community affairs and programs? (check all that apply)



Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.