

CEP 09-16-2022

Item #3

Discussion on Survey
Results and Community
Meetings

Written Comments

Cupertino Housing Element Update Survey

Please consider taking this 15-minute survey. Your response to these 31 questions may directly impact how we collaborate with City Council in updating the Housing Element of the General Plan. We're helping Cupertino meet state standards for this update and discovering how Cupertino may become a more inclusive and diverse community through these next eight years of housing construction.

This Housing Element update is intended to support a diverse and thriving community. Your responses will help our team be better informed and responsive to a wide variety of housing needs.

If you'd like to learn more about this update process and how you can be involved, please visit <https://engagecupertino.org/>.

Due date: August 19

* Required



1. How old are you (in years)? *

- ☐ < 18
- ☐ 19-25
- ☐ 26-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 61-70
- ☐ 71-80
- ☐ >80
- ☐ Decline to state

2. Are you of Hispanic, Latino, or of Spanish origin? *

- ☐ Yes
- ☐ No
- ☐ Decline to state



3. How would you describe yourself? (check all that apply) *

- ☐ Native American or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other pacific Islander
- ☐ White
- ☐ Decline to state

4. Household Income *

- ☐ < \$50,000
- ☐ \$50,000 - \$75,000
- ☐ \$50,001 - \$100,000
- ☐ \$100,000 - \$150,000
- ☐ \$150,001 - \$200,000
- ☐ \$200,001 - \$300,000
- ☐ >\$300,000
- ☐ Decline to state



5. Which best describes your household type? *

- ☐ Living alone
- ☐ Couple (no children in the home)
- ☐ Couple with children in the home
- ☐ Single parent with children in home
- ☐ Multi-generational (>3 generations in home)
- ☐ Non-family with roommates
- ☐ Other:

6. Do you consider your living situation to be too crowded? *

- ☐ Yes
- ☐ No



7. Select the type of housing you currently reside in: *

- ☐ Single Family Home
- ☐ Attached Home (Townhouse, Duplex)
- ☐ Multi Family Home (Apartment, Condo)
- ☐ Accessory Dwelling Unit (in-law unit)
- ☐ Mobile Home
- ☐ Live with parents or other relatives
- ☐ RV
- ☐ Couch surfing
- ☐ Single Room Occupancy Hotel
- ☐ Unhoused
- ☐ Decline to stae
- ☐ Other:

8. Are you a renter or owner or other? *

- ☐ Renter
- ☐ Owner
- ☐ Other



9. What is your employment status? *

- ☐ Working full time
- ☐ Working part time
- ☐ Not employed but looking for work
- ☐ Not employed and not looking for work
- ☐ Self-employed
- ☐ Retired
- ☐ Decline to state

10. Do you live and/or work in the City of Cupertino? *

- ☐ I work in Cupertino, but live elsewhere
- ☐ I live in Cupertino, but work elsewhere
- ☐ I both live and work in Cupertino
- ☐ I live in Cupertino and don't work
- ☐ I don't live in Cupertino and don't work in Cupertino

11. If you live in Cupertino, how many years have you lived in Cupertino? *

- ☐ 0-2
- ☐ 3-5
- ☐ 6-10
- ☐ 11-20
- ☐ >20



12. If you work in Cupertino, how many years have you worked in Cupertino *

- ☐ 0-2
- ☐ 3-5
- ☐ 6-10
- ☐ 11-20
- ☐ >20

13. If you live Cupertino, please pick the top three goals based on importance to you and your family. *

- ☐ Preserving the current scale and massing of single family neighborhoods
- ☐ Limiting growth in hillsides and areas at risk for wildfire
- ☐ Preserving existing commercial locations, such as shopping centers and grocery stores.
- ☐ Diverse and thriving neighborhood/ community
- ☐ Limiting height to preserve the suburban scale and massing
- ☐ Creating mixed-use (commercial/office and residential) projects
- ☐ Providing a diverse range of housing types to meet the needs of people at all income levels.
- ☐ Building affordable housing for older adults or college students.
- ☐ Requiring developers to construct affordable units as part of projects
- ☐ Maintaining the jobs/ housing balance



14. If you live in Cupertino, why did you choose to live here? Select all that apply. *

- ☐ Born and raised in Cupertino
- ☐ Safety/Low Crime
- ☐ Proximity to work
- ☐ Quality of housing
- ☐ Parks and Recreation
- ☐ City Services
- ☐ Family/friends
- ☐ Quality of schools
- ☐ Neighborhood safety
- ☐ City services
- ☐ Restaurants
- ☐ Shopping
- ☐ Inherited house from parents
- ☐ Other:



15. If you wish to own a home in Cupertino, but do not, what issues are preventing *
you at this time? Select all that apply:

- ☐ I cannot find a home within my target price range
- ☐ I cannot find a home that suits my needs (e.g. size, disability accommodations, etc.)
- ☐ I do not qualify for a mortgage loan
- ☐ I do not have the money for down payment
- ☐ I cannot currently find a home that suits my quality standards
- ☐ I keep getting outbid for homes by institutional investors or others able to pay cash
- ☐ Other:

16. If you wish to rent a home in Cupertino, but do not, what issues are preventing *
you at this time? Select all that apply.

- ☐ I cannot find a home within my target price range
- ☐ I cannot find a home that suits my needs (e.g. size, disability accommodations, etc)
- ☐ I do not currently have the financial resources for an appropriate deposit
- ☐ I currently do not have the financial resources for an adequate monthly rent
- ☐ I cannot currently find a home that suits my quality standards
- ☐ Other:



17. If you could afford to live in Cupertino, but don't want to, please share the reasons? Select all that apply. *

- ☐ You can get better housing for your money in other cities
- ☐ I like where I am living now
- ☐ I have no children so I don't need to pay more for housing in order to get high-quality public schools
- ☐ The public schools serving Cupertino are too competitive
- ☐ Lack of high-quality mass transit
- ☐ Lack of nightlife like music venues, movie theaters, nightclubs, etc.
- ☐ Too few retail options
- ☐ Lack of recreational options
- ☐ Too distant from my place of employment
- ☐ Too distant from my friends and relatives
- ☐ Traffic congestion
- ☐ Demographics
- ☐ Other:



18. As Cupertino plans to meet the State and Regional mandate to plan for more than 4000 new housing units, which types of additional housing would you like to see in the City of Cupertino? Select all that apply. *

- ☐ Market-Rate Single Family Detached Homes
- ☐ Market-Rate Duplexes, Triplexes, etc
- ☐ Market-Rate condominiums and Townhomes
- ☐ Market-Rate rental apartments
- ☐ Market-rate Townhomes (owned)
- ☐ Market-Rate Housing for Seniors
- ☐ Subsidized rental apartments
- ☐ Subsidized Ownership Housing
- ☐ Subsidized Housing for seniors
- ☐ Subsidized Rental Housing for students
- ☐ Live/Work Housing
- ☐ Accessory Dwelling Units
- ☐ Social Housing (dormitory style with shared living spaces)
- ☐ Subsidized Housing for Developmentally Disabled Adults
- ☐ Other:



19. What do you believe are the most urgent housing concerns in Cupertino? (top 3) *

- ☐ Housing affordability
- ☐ Housing availability
- ☐ Homelessness
- ☐ Housing proximity to jobs
- ☐ Not enough home ownership
- ☐ Overcrowding
- ☐ Gentrification
- ☐ Housing quality
- ☐ Other:

20. What do you believe is the biggest challenge for addressing the living and housing needs of lower income Older Adults (age 65+)? *

- ☐ Lack of rental or mortgage payment assistance
- ☐ Lack of Older Adult housing where services are within walking distance
- ☐ Lack of affordable Older Adult housing
- ☐ lack of retrofitting assistance to make homes more livable
- ☐ Increased costs for goods and services
- ☐ Other:



21. The City of Cupertino is required to for over 4000 additional housing units. What do you think are the best strategies for accommodating these units? *

- ☐ Increase density (i.e., smaller units, smaller lots)
- ☐ Eliminate single-family zoning
- ☐ Allow taller buildings with more housing units
- ☐ Increase the required number of affordable housing in all new projects (inclusionary housing)
- ☐ Fund the construction of 100% affordable housing projects by passing bond measures
- ☐ Subsidize the construction of accessory Dwelling Units with General Fund money
- ☐ Other:

22. Housing in Cupertino is very expensive. How can home prices and rents be reduced? *

- ☐ Implement rent control that goes beyond the current State limit of 5% +CPI (maximum of 10%)
- ☐ Implement vacancy control (limit percentage of rent increases when rental housing turns over)
- ☐ Increase the required percentage of Below Market Rate housing on new projects
- ☐ Pass bond measures to provide funding for new affordable housing projects
- ☐ Other:



23. Below Market Rate (BMR) Housing is required as a percentage of units when more than 7 units are built. Generally, Cupertino requires that 15% (rentals), and 20% (ownership units) are dedicated BMR units. What are your views on this? *
([link to BMR manual](#))

- ☐ The required percentage of affordable units is too low and should be increased
- ☐ The required percentage of affordable units is too high and should be decreased or eliminated
- ☐ The required percentage of affordable units should stay the same
- ☐ Developers should have the option to pay in-lieu fees instead of providing actual housing units
- ☐ Other:

24. If you live in Cupertino, and work, how many miles do you commute, one-way, *
to work or school?

- ☐ <1
- ☐ 1-3
- ☐ 4-7
- ☐ 8-10
- ☐ >10



25. How do you (most often) commute to work or school? *

- ☐ Walk
- ☐ Non-powered bicycle
- ☐ Vehicle (car, truck, SUV, etc)
- ☐ Motorcycle
- ☐ Corporate Transit (private bus)
- ☐ Public Transit (VTA, VIA, Caltrain, etc)
- ☐ Work from home all or most of the time
- ☐ Electric bicycle or electric scooter
- ☐ Other:

26. How many vehicles does your household lease or own? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ >4



27. How many parking spaces do you need at your residence to accommodate your vehicles? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ >4

28. Do you have work vehicles (trucks, vans, etc), either you own or your company's, that you must park at your place of residence?

- ☐ No
- ☐ Yes, 1
- ☐ Yes, 2
- ☐ Yes, 3 or more



29. What would encourage you to consider taking public transit instead of using a private vehicle? (select all that apply) *

- ☐ Lower cost or free service
- ☐ Increased frequency of service
- ☐ Faster service, not any slower than driving
- ☐ Faster service, not more than 30% slower than driving
- ☐ Routes that go from my home to my work without multiple transfers
- ☐ Increased personal safety
- ☐ Completing the VTA Light Rail network
- ☐ On-demand rides to more areas than the VIA shuttle currently covers
- ☐ Much higher gasoline prices
- ☐ Lack of free and convenient parking at my place of residence
- ☐ Lack of free and convenient parking at my destination
- ☐ Nothing would get me to take public transit as long as I have other alternatives
- ☐ Other:

30. 14. What other kinds of housing or innovative approaches to providing housing do you believe Cupertino should consider? *

Your answer

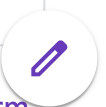
31. Are there any comments you would like to share with the City of Cupertino about the Housing Element Update? *

Your answer



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