

City of Brisbane Agenda Report

TO: Honorable Mayor and City Council
via Clayton Holstine, City Manager

FROM: John Swiecki, Interim Community Development Director

DATE: Meeting of March 15, 2010

SUBJECT: Presentation by Universal Paragon Corporation (UPC) on Brisbane Baylands
Planning Survey Results

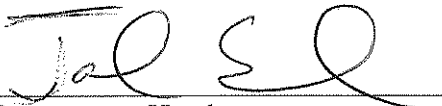
RECOMMENDATION:

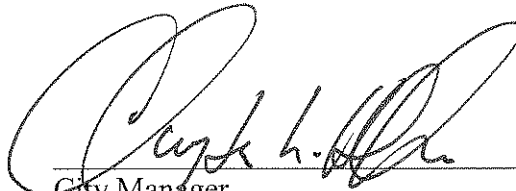
Hear presentation by Universal Paragon Corporation (UPC) on the results of their Brisbane Baylands Planning Survey.

BACKGROUND:

Universal Paragon Corporation (UPC) commissioned Godbe Research to conduct a community survey regarding the Brisbane Baylands. UPC indicates this survey was mailed to a total of 1,430 registered voter households in the City of Brisbane on November 10, 2009 and January 5, 2010.

The attached materials prepared by UPC include a description of the research objectives, Godbe Research's qualifications, and a copy of the survey that was sent out. The survey findings will be presented by UPC at the March 15 City Council meeting.


Department Head


City Manager



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March 11, 2010

To: Brisbane City Council

From: Jonathan Scharfman

Re: March 15, 2010 City Council Presentation of UPC Sponsored Brisbane Baylands Planning Survey

Brisbane Baylands Planning Survey

On November 10, 2009 and January 6, 2010 the Brisbane Baylands Planning Survey was mailed to a total of 1,430 registered voter households in the City of Brisbane. Universal Paragon Corporation (UPC) commissioned Godbe Research to conduct the Survey to help inform the Brisbane Baylands project. The survey was conducted with the following research objectives:

1. Assess the importance of local issues
2. Survey awareness of the contamination of the Brisbane Baylands and support for clean-up and remediation
3. Gauge overall support for development of the Brisbane Baylands in order to fund clean-up
4. Gauge voter support for various types of development in the North and South sections of the Brisbane Baylands
5. Identify differences in opinions due to demographic and behavioral characteristics

The Survey was 22 questions in length. The data collection period closed on February 1, 2010 achieving a response rate of 29%; a total of 414 completed Surveys were returned to Godbe Research. With a calculated +/- 4.1% margin of error, Bryan Godbe and Dr. Amelia Davidson of Godbe Research along with Mark Mosher of Barnes, Mosher Whitehurst Lauter & Partners Public Affairs intend to present the findings of the Brisbane Baylands Planning Survey to City Council on Monday, March 15th, 2010.

Godbe Research Qualifications

Bryan Godbe, M.A.
President

As the president and co-founder of Godbe Research, Mr. Godbe has more than 20 years of experience in market and public opinion research. In this capacity, he has conducted thousands of market research projects for a diverse array of clients including corporations, trade associations, organizations, and foundations. He is a recognized leader and innovator in using opinion and market research to assess target market size and segmentation, determine product and service usability, evaluate customer satisfaction and loyalty, and determine optimal pricing.

Mr. Godbe has served as a Senior Research Consultant at the Center for the Study of Los Angeles at Loyola-Marymount University. He has a master's degree from the University of Michigan where he studied survey research methodology, and a bachelor's degree from the University of California, Berkeley.

Amelia Davidson, Ph.D.
Senior Research Manager

As Senior Research Manager, Dr. Davidson acts as project lead and is instrumental in questionnaire development, reporting, and analysis phases of for each study she leads. Her expertise in research methodology, data analysis and recommendations, and advanced statistical techniques make her a valuable asset to the Godbe Research Team. In addition, she is highly skilled in focus group moderation, usability testing and psychographic analysis.

Prior to joining Godbe Research, Dr. Davidson was the Social Sciences Division Chair at Nevada State College where she led institutional research and instructed students in survey research methods and statistics. Her academic research, which has been presented at a number of leading institutions. Dr. Davidson holds memberships with the American Psychological Association and the honor's society, Phi Beta Kappa. Her formal education includes both a Doctorate and a Master's degree in Experimental Psychology from the University of California, San Diego, as well as a Bachelor of Arts degree from Southwestern University.

Brisbane Baylands Planning Survey

Universal Paragon commissioned this survey to gather resident feedback to help inform the Brisbane Baylands project. **Please return your completed survey in the enclosed envelope by January 20, 2010.** Thank you for your time!

1. In general, are you satisfied or dissatisfied with quality of life in the City of Brisbane?

- Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

2. Please consider the following issues in the City of Brisbane, and rate how important each is to you personally.

	Extremely Important	Very Important	Somewhat Important	Not Important
A. Encouraging sustainable/green building practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Improving the quality of public education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Providing additional walking and biking paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Improving entertainment and retail opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Providing additional City parks and sports fields and courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Increasing office space to attract employers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Improving the local economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Protecting local property values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Increasing job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Preventing commercial development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Building affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Cleaning up polluted, former industrial sites in Brisbane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. Preserving Brisbane's unique character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Preservation of open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. Preserving residential scenic views	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P. Building new single-family homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q. Providing programs to conserve natural resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R. Providing public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S. Preventing residential development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T. Reducing traffic congestion within the City of Brisbane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The next sections of the survey include questions on the Brisbane Baylands, the 659 acres of land between Bayshore Boulevard and Highway 101, shown on the map on Pages 2 and 3.

3. The Brisbane Baylands is contaminated with various types of pollution: primarily diesel fuel and heavy metals in the former rail yard and household and organic waste in the former landfill. Before taking this survey, did you know that the Brisbane Baylands is contaminated?

- Yes No

4. The Brisbane Baylands was originally used as a rail yard for the Southern Pacific Railroad and as a landfill. The land currently sits empty because of the industrial and petroleum waste; however, contamination could be remediated and the land could be cleaned up to federal and state standards. Would you support or oppose a program to clean-up the Brisbane Baylands?

- Strongly support Somewhat support Somewhat oppose Strongly oppose

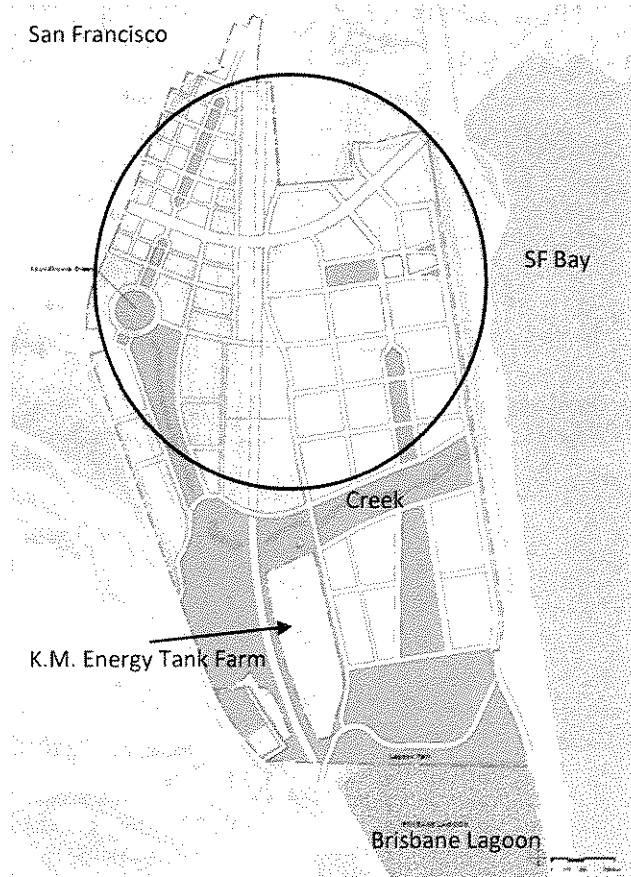
5. It is estimated that clean-up of the Brisbane Baylands would cost between \$100 and \$200 million dollars. The only source of funding for this clean-up is the development of the land. After the clean-up, the Brisbane Baylands could be used for offices and retail stores, parks and open spaces, and a variety of other uses approved by the City of Brisbane. Would you support or oppose well-planned development of the Brisbane Baylands in order to fund the clean-up?

- Strongly support Somewhat support Somewhat oppose Strongly oppose

We are interested in your opinion of specific types of development that could occur following the clean-up of the Brisbane Baylands.

6. First, please consider the North section of the Brisbane Baylands – the land between San Francisco and the creek that is circled on the map below. To help you picture this section of land, it is the area that is north of the Kinder Morgan Energy Tank Farm. Please indicate if you would support or oppose each of the following types of development in the North section.

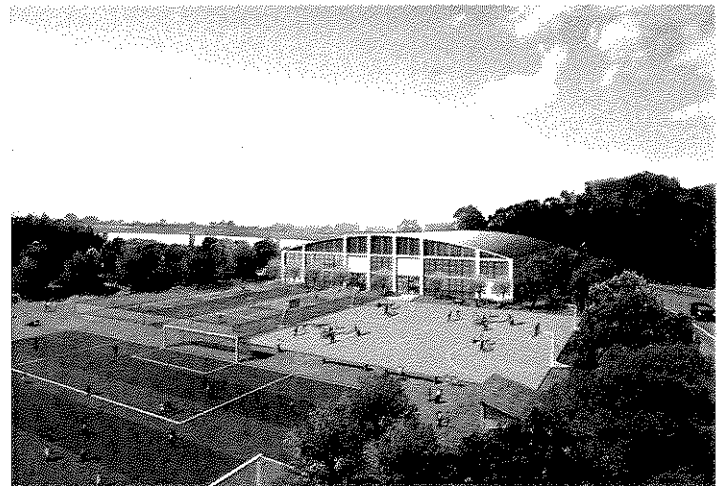
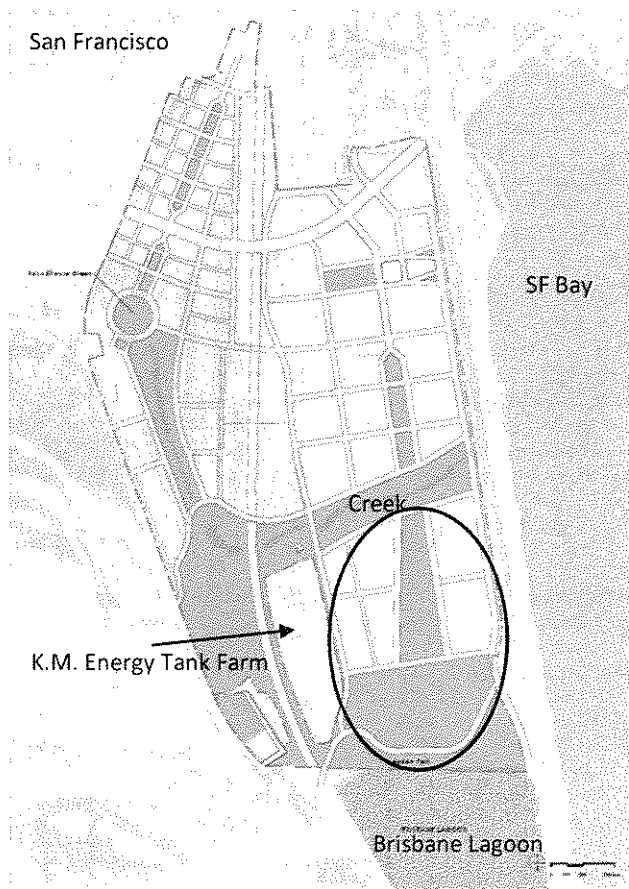
	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
A. Commercial office space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Specialty grocery store, such as Trader Joe's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Large retail stores, such as Costco or Target	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Small retail stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Restaurants and coffee shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Retail services, such as dry cleaners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. City parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Space for existing light-industrial businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Movie theaters and other entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Walking and biking paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Public transit terminals with access to a Caltrain station or the MUNI system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Cultural arts center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. An arena for a sports team, concerts and special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Public library branch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. Public charter high school for Brisbane students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



(Potential views of the North section of the Brisbane Baylands)

7. Next, please consider the South section of the Brisbane Baylands – the land between the creek and the lagoon that is circled on the map below. To help you picture this section of land, it is the area that is between the Kinder Morgan Energy Tank Farm and Highway 101. Please indicate if you would support or oppose each of the following types of development in the South section.

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
A. Specialty grocery store, such as Trader Joe's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Commercial office space for clean-tech research and development companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Small retail stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Restaurants and coffee shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Retail services, such as dry cleaners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. City parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Walking and biking paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Cultural arts center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Public library branch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Public charter high school for Brisbane students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Solar farm to generate clean, renewable electricity for local residences and businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



(Potential views of the South section of the Brisbane Baylands)

8. There are a variety of benefits of the clean-up and development of the Brisbane Baylands. For each of the following, please indicate if the statement makes you more likely to support development of the Brisbane Baylands.

	Much More Likely to Support	Somewhat More Likely to Support	No Effect on Support
A. The development would reduce traffic congestion by extending Geneva Avenue to Highway 101.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. To keep traffic off existing Brisbane streets, the new development will have its own freeway entrances and exits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. The development would improve access to public transportation in the area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. The clean-up and remediation of contamination would be monitored by government environmental agencies to ensure that the job is done right.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. The clean-up will also restore the creek and lagoon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. The development would fully fund the clean-up and remediation of contamination. No taxpayer funds would be spent on the project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. All of the buildings will feature energy-efficient construction and be built to the highest environmental green standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. The project will be environmentally sustainable. Buildings will use solar panels and other technologies to provide clean energy and reduce greenhouse gases.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. The open spaces, parks, athletic fields, bike trails, and walking paths will be open to all residents of Brisbane.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. The new development could generate millions in sales tax dollars and property taxes each year to fund city services such as public safety and street and road maintenance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Commercial office spaces will bring high-paying, clean-tech jobs to Brisbane and offer opportunities for existing residents to work closer to home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. The additional restaurants, shopping, public transportation, and parks will make Brisbane a more desirable place to live and increase property values of existing homes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. All development plans will require the approval of local government agencies and input from Brisbane residents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. The only way to provide the necessary funds for clean-up is to allow development of the land. Without reasonable development, there will be no clean-up and the land will be left in its present, contaminated state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. The clean-up and development would be regulated by federal and state agencies to ensure that the land is safe for future residents of Brisbane.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P. The project will be designed with a village-like feel – it will include neighborhood-serving businesses and protect Brisbane’s small town character.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue to Page 5 →

9. Now that you have seen and read more, would you support or oppose well-planned development of the Brisbane Baylands in order to fund the clean-up?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose

10. What is the main reason for your opinion in Question 9? *Please write your response in the space below.*

11. Below are the opinions of two residents toward the development of the Brisbane Baylands. Please indicate which opinion is closer to your own.

- Development of the Brisbane Baylands is acceptable, as long as the type of development and amount is appropriate for our community and approved by Brisbane voters.
- The Brisbane Baylands should be left as it is with no development of any kind, even if it means the pollution will never be cleaned up.

12. Currently, local planning regulations prohibit the construction of housing on the Brisbane Baylands. The list below includes a variety of steps that some residents say should be required if the current regulations are changed to allow some housing to be built on the Brisbane Baylands. Please rate how important each is to you personally.

	Extremely Important	Very Important	Somewhat Important	Not Important
A. Cleaning up pollution in the Brisbane Baylands to the highest federal and state standards for housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Building community infrastructure and amenities, like a public charter high school, sports fields and a community center for new and existing residents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Setting aside 15% of the housing units at below market rate prices so they are affordable to seniors and working people like teachers, police officers and firefighters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Developing additional public transit options, like a new Caltrain Station near MUNI's 3rd Street light rail, to encourage people to take transit instead of drive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Generating energy onsite through renewable solar, wind and other sources so new homes draw little or no power from the electricity grid.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Building housing near public transit so new residents are encouraged to take public transit instead of driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Require that any new housing in the Brisbane Baylands be approved by Brisbane voters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Deannexing land that would be used for housing. That means taking a portion of the Brisbane Baylands and making it part of Daly City or San Francisco so future residents would get their water and city services from Daly City or San Francisco and vote in their elections, not Brisbane's.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue to Page 6 →

RESIDENT INFORMATION: So that we can better understand survey respondents, please share your demographic and household information. The following questions will only be used for statistical comparisons.

13. Please indicate which of the following information and networking sources you have used in the past 12 months:

- BrisNet email list
- Facebook
- Twitter
- None of the above

14. Do you currently rent or own your residence in Brisbane?

- Rent
- Own

15. Do any children under the age of 18 live in your household?

- Yes
- No

16. Including yourself, if applicable, how many adults age 65 and over live in your household?

- None
- One
- Two
- Three or more

17. Which of the following categories includes your age?

- 18 to 29
- 30 to 39
- 40 to 49
- 50 to 64
- 65 and over

18. What ethnic group do you consider yourself a part of or feel closest to? *Please check all that apply.*

- African-American or Black
- American Indian or Alaska Native
- Asian
- Other, please write your answer: _____
- Caucasian or White
- Hispanic or Latino
- Native Hawaiian or other Pacific Islander

19. Which of the following best describes your working status?

- Full-time for an employer
- Part-time for an employer
- Self-employed or home-based business
- Not currently employed
- Other, please write your answer: _____
- Homemaker or stay-at-home parent
- Retired
- Student

20. What is your gender?

- Male
- Female

21. In what political party are you registered?

- Democratic
- Republican
- Other

22. If you would be interested in participating in future research on the development of the Brisbane Baylands please provide your name, phone and an email address:

Name: _____

Phone: _____ Email: _____

We respect your privacy. We will never sell or trade your contact information, it will only be used for research communications.

Thank you again for your time and participation!