

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Community Development Director via City Manager

SUBJECT: Baylands Survey Presentation

DATE: Meeting of October 27, 2015

City Council Goals:

To encourage community involvement and participation. (Goal #15)

Purpose:

For the City Council to receive a presentation on the Baylands survey results from FM3, the City's survey consultant.

Recommendation:

No City Council action is required.

Background/Discussion:

The Baylands survey was a mail survey sent to all registered voters in Brisbane intended to gauge community opinions and attitudes on a number of issues pertaining to the Baylands. The survey was mailed on August 25, 2015 with a response deadline of September 12, 2015. The raw survey results were posted on the City's website on October 16, 2015.

The attached memorandum from the survey consultant summarizes the survey results, and the purpose of tonight's workshop is for the consultant to provide a more in-depth presentation of the results and respond to questions.

Fiscal Impact:

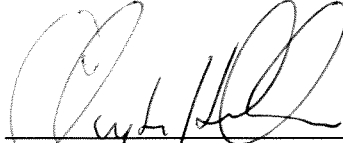
None.

Attachments:

FM3 Baylands Survey Summary

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John Swiecki, Community Development Director

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Clay Holstine, City Manager

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: Curt Below, David Metz and Lucia Del Puppo
Fairbank, Maslin, Maullin, Metz & Associates

RE: City of Brisbane Baylands Community Survey

DATE: October 22, 2015

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of voters in Brisbane, California assessing views on the Brisbane Baylands, including its importance to the City and its citizens, and potential uses for the land.ⁱ

The survey results found that voters have high awareness of the Brisbane Baylands and view it as important to the City. In considering development options for portions of the Baylands, voters prioritize environmental issues such as air and water quality, and open space preservation over other potential uses, such as housing. However, approximately half of voters are willing to consider some level of housing development in the Baylands and a majority views developing a portion of the Baylands as an important approach to addressing existing contamination, suggesting voters hold nuanced points of view regarding the inclusion of housing in future Baylands development. Furthermore, voters clearly prefer that the City proactively engage developers to ensure the Brisbane's values are reflected.

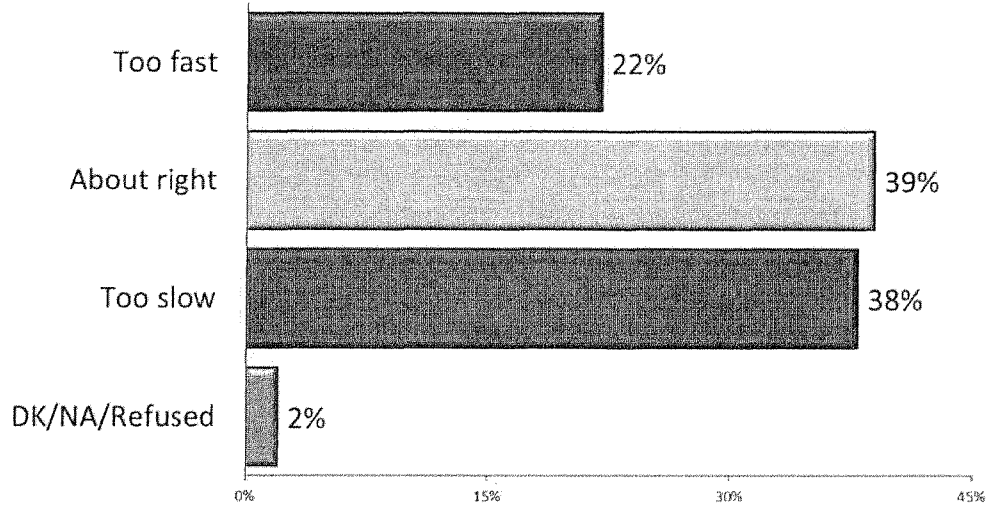
The balance of this memo includes specific findings from the survey.

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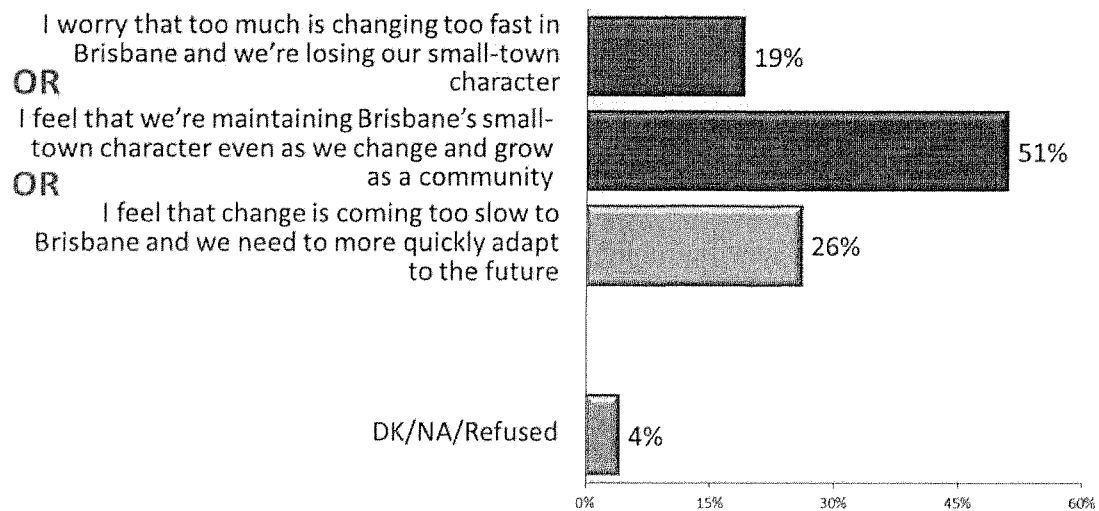
- **Most feel the rate of development in Brisbane is about right, or could even be a little faster; additionally, half feel that the City is maintaining its small-town character as it grows.** As shown in **Figure 1**, roughly three in five (39%) feel the rate of development in Brisbane is “about right,” while a similar number (38%) feel it is “too slow.” Only a little more than one in five (22%) are concerned development is happening “too fast.”

Figure 1: Perception of Brisbane’s Rate of Development



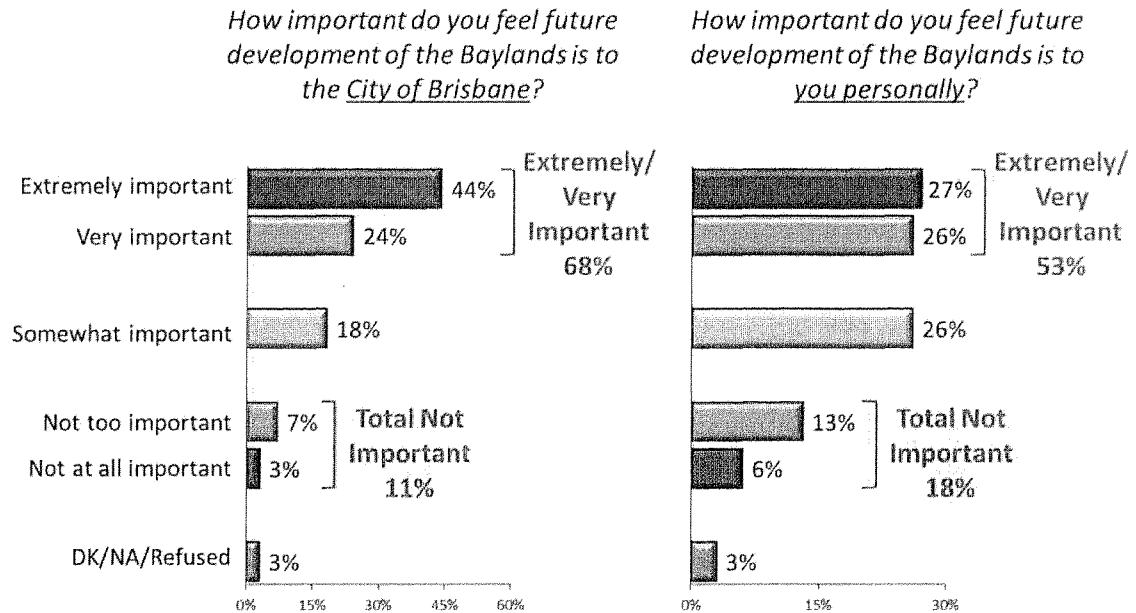
Interestingly, half (51%) feel that Brisbane has been able to maintain its small-town character, even as the City grows and changes (**Figure 2**). A quarter of voters (26%) think that change is coming too slow and that Brisbane is falling behind, while 19 percent of voters instead worry that Brisbane is changing too fast and will lose its character.

Figure 2: Perceived Impact of Growth and Change in Brisbane



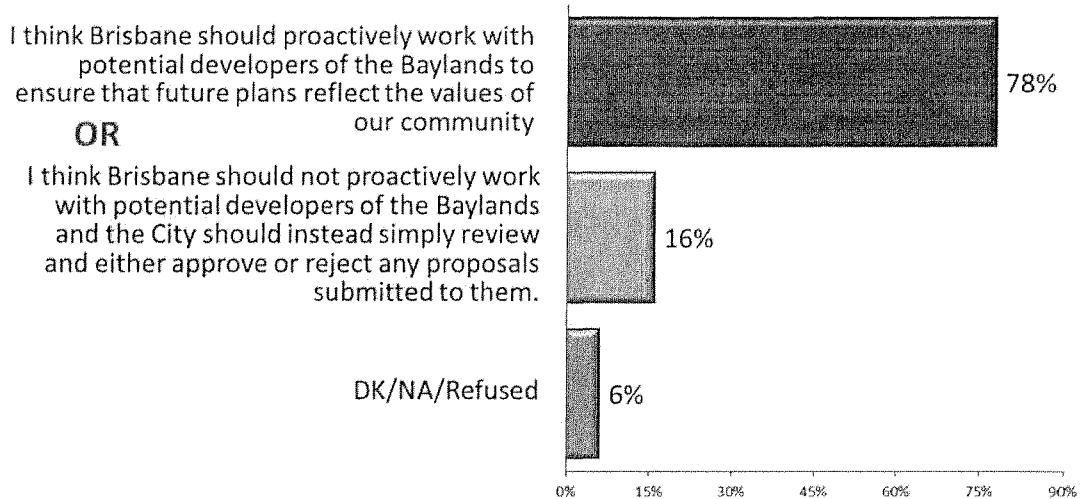
- Nearly 90 percent of Brisbane voters have heard, read, or seen something about the Brisbane Baylands.** Brisbane residents have very high familiarity with the Brisbane Baylands. Two in five (39%) consider themselves “extremely” or “very” familiar with the Baylands and state they have heard a “great deal” about plans to do something with the land. Another half (50%) indicate they have heard at least “at little” about potential development plans. Of those who have heard something about potential Baylands development plans, the most common topics they have heard discussed are retail and housing developments, green space, general development plans, and discussions of the toxic site and necessary clean-up.
- Majorities view any future Baylands development as important, though more so for the City than to themselves personally.** Sixty-eight percent of voters surveyed stated they viewed the future development of the Baylands as either “extremely” or “very” important to the City, whereas 53 percent said it was important to them personally. As seen in **Figure 3**, this disparity is primarily due to the fact that far fewer people view the Baylands to be “extremely” important to them personally than to the City. Furthermore, less than one in five view the future of the Baylands as not particularly important.

Figure 3: Importance of the Future Development of the Baylands



- **More than three-quarters of voters think the City should proactively work with any potential developers to create a plan that reflects the City’s values.** As shown in **Figure 4**, voters strongly support (78%) the City engaging with developers in order to ensure that any development that does occur is consistent with Brisbane’s character and values. Only 16 percent feel the City should take a more passive role and simply review and either reject or approve submitted development proposals.

Figure 4: Support for City Engagement with Developers



- Voters prioritize goals that relate to the environmental impact of development in the future development of the Baylands.** When asked to indicate how important each potential goal was for any future development of the Baylands, eighty-nine percent of voters view protecting air quality as “extremely” or “very” important and 88 percent similarly prioritize water quality (**Figure 5**). Additional high priority items include containing and remediating contaminants (86%), minimizing traffic (80%), and preserving scenic views (79%). Lower priority goals include opening new retail (46%), creating local jobs (45%), providing housing for working families (43%), and connecting residential Brisbane to the Baylands (42%).

Figure 5: Summary of Baylands’ Future Development Goals

Goals	% Extremely/Very Important
Protecting air quality	89%
Protecting water quality in local streams, creeks and wetlands	88%
Containing and remediating contaminants	86%
Minimizing traffic impacts	80%
Preserving scenic views	79%
Protecting taxpayers	77%
Generating enough development revenue to pay for any necessary infrastructure improvements and remediation	75%
Utilizing recycled and reclaimed water to reduce water supply needs	75%
Preserving and expanding open space and wildlife habitat	74%
Ensuring all new development and buildings are as energy efficient as possible	74%
Minimizing landfill waste generated on an ongoing basis	72%
Generating renewable energy for all of Brisbane	67%
Generating new revenue for City services, such as public safety, parks, and street maintenance	67%
Ensuring that any new development can generate enough renewable energy to meet its needs	66%
Improving the visual appeal of the area	65%
Enhancing recreation opportunities	53%
Preserving historic buildings	50%
Opening new retail establishments, local shopping, and dining	46%
Creating local jobs	45%
Providing housing that working families can afford	43%
Connecting residential Brisbane to the Baylands	42%

- **The land uses with the greatest degree of support involve using the Baylands for natural conservation, and parks and recreation purposes.** Voters show the strongest support for preserving open space and wetlands (90%), expanding bike lanes and trails (84%), building new parks (84%), and for building recreational facilities and areas (81%) (**Figure 6**). Land uses opposed by majorities of voters include building a hotel and conference center, multi-unit residential housing, and providing space for warehouses and light product assembly.

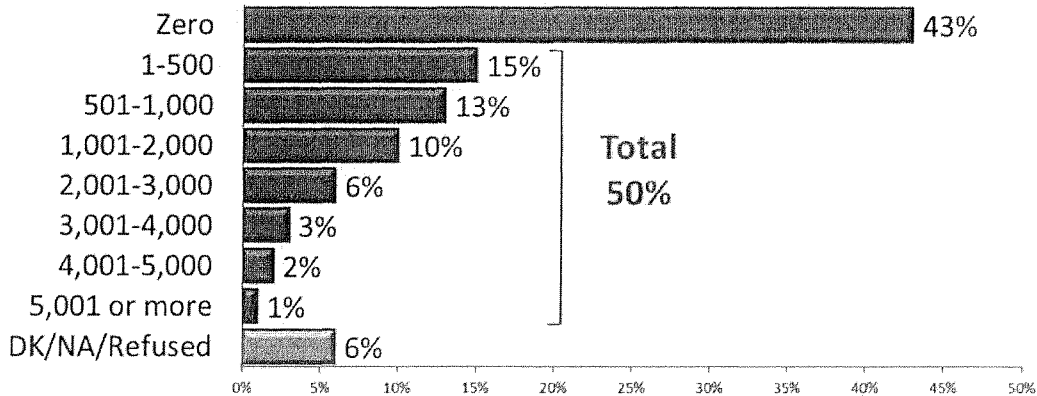
Figure 6: Voter Support for Brisbane Baylands Land Uses

Land Uses	Percent Support	Percent Oppose
Preserving open space and wetlands	90%	8%
Expanding bike lanes and trails	84%	14%
Building new parks	84%	13%
Building recreational facilities and areas	81%	16%
Building renewable energy generation facilities (e.g., solar, wind, biomass conversion)	79%	19%
Building a transit hub for trains, busses and other kinds of transportation	74%	23%
Building space for retail establishments	68%	29%
Building facilities for technical and industrial research and development	64%	34%
Building a new public charter high school	62%	35%
Providing space for entertainment venues (e.g., theaters, sports arenas, soccer fields, etc.)	57%	40%
Building office space	57%	39%
Expanding the Recology facility	49%	47%
Building a hotel and conference center	44%	53%
Building multi-unit residential housing	42%	55%
Providing space for warehouses and light product assembly	41%	56%

- **Voters appear to hold complicated views on including housing in any future Baylands development.** As previously shown in **Figure 6**, 55 percent of voters oppose “building multi-unit residential” housing in the Baylands, suggesting many voters are skeptical about the *concept* of a development plan including housing. However, when provided with specific numbers of potential housing units, 50 percent felt it would be appropriate to put some level of housing in the Baylands, and only 43 percent categorically rejected any level of housing (**Figure 7** on the following page). Those open to some level of housing cited the Bay Area’s housing shortage, and a desire to provide more affordable housing for working families, as rationales. Opponents of any level of housing expressed concerns about soil contamination and safety, as well as worried that new housing might change the City’s character and small-town feel.

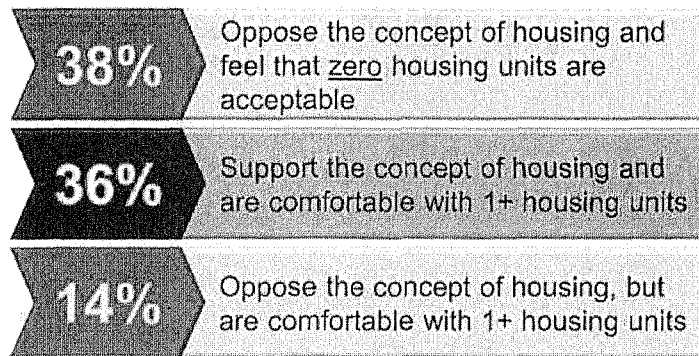
Figure 7: Level of Housing Deemed Appropriate by Voters

The City of Brisbane currently has approximately 2,000 residential housing units within its boundaries and the UPC proposal includes building 4,400 new housing units in the Baylands. Because Brisbane's current General Plan does not allow housing on the Baylands, the General Plan would need to be amended for any housing to be included in an approved land use plan. Given this, how many housing units do you feel is appropriate to include in any future Baylands development?



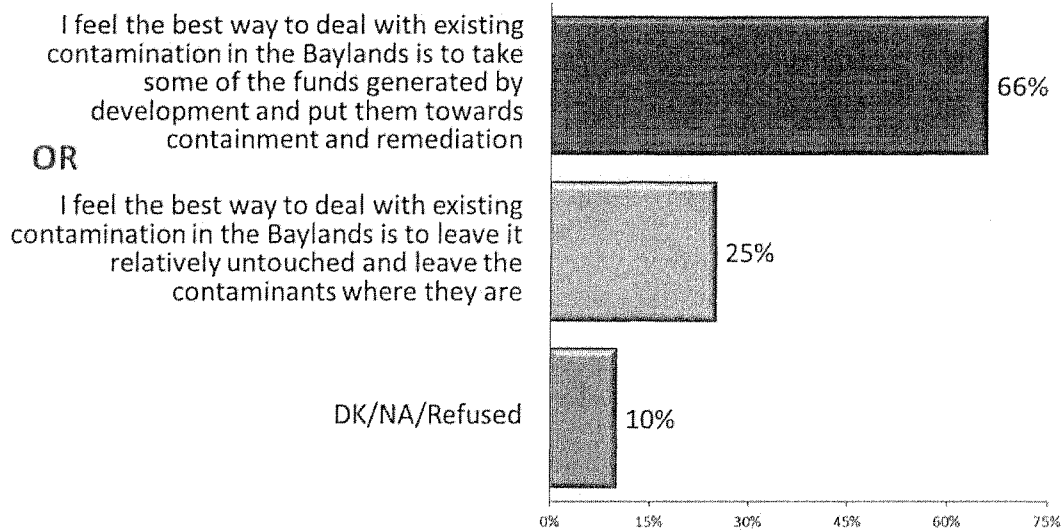
Taken together, roughly even proportions of voters appear to either completely oppose any level of housing in the Baylands (38%) or are generally comfortable with some level of housing (36%) (Figure 8). Another portion of voters (14%) are more directly conflicted, opposing the concept of housing in the Baylands, but open to including some level of new housing units in a future development.

Figure 8: Segmenting Voters by Views on Housing in the Baylands



- **Voters strongly prefer the use of funds from development as a way of containing and remediating existing contamination in the Baylands over simply leaving contaminants in place.** Two-thirds (66%) of voters favor using development funds for containment and remediation whereas only a quarter (25%) of voters would like the contaminants to remain untouched (**Figure 9**).

Figure 9: Voter Attitudes towards Dealing with Contamination



Overall, voters in Brisbane appear to have high levels of engagement and awareness of the Baylands and the fact that future development projects are being considered. Voters clearly prioritize environmental protection and natural area access for any future development plans, and harbor concerns about the safety of existing soil contamination. The potential for housing in the Baylands is more complicated. While sizable portions of the population appear to oppose building any housing units in the Baylands, a roughly equal number are open to a development project including some amount of housing, particularly if that development can be used to pay for the containment and remediation of existing contamination. Additionally, there is strong support for the City remaining actively engaged with potential developers as they put together proposals in order to ensure Brisbane’s values are reflected in any future Baylands development.

ⁱ **Survey Methodology:** From August 31 – September 23, 2015, FM3 completed 580 interviews among registered voters in the City of Brisbane. All registered voters in the City were given the opportunity to complete the interview online using an individualized link or to mail in a questionnaire that was mailed to their homes with pre-paid return postage. Once received, the results were weighted to reflect Brisbane’s voter demographics using industry-standard weighting practices. This practice ensures a representative sample and valid results for analysis. The survey’s margin of error is +/- 3.5% at the 95% confidence interval. Due to rounding, not all results will sum to 100%.

While the results were weighted slightly to reflect the demographic characteristics of Brisbane voters, surveys distributed by mail do run the risk of response bias. Community members were made aware of the survey and its topic and survey recipients knew the survey was sponsored by the City. Additionally, recipients had the survey in their possession and were able to make a thoughtful decision as to complete and return the survey. Consequently, those with more strongly held opinions about the Baylands may have been more likely to return the surveys