

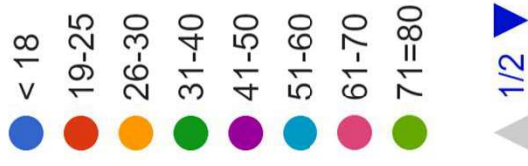
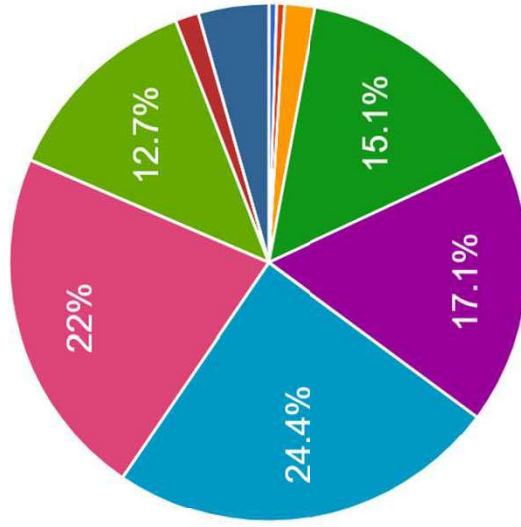


# Housing Survey Background

- The Survey was available online for over a month.
- 205 responses were recorded.
- Narrative responses are available in full text as a separate document.

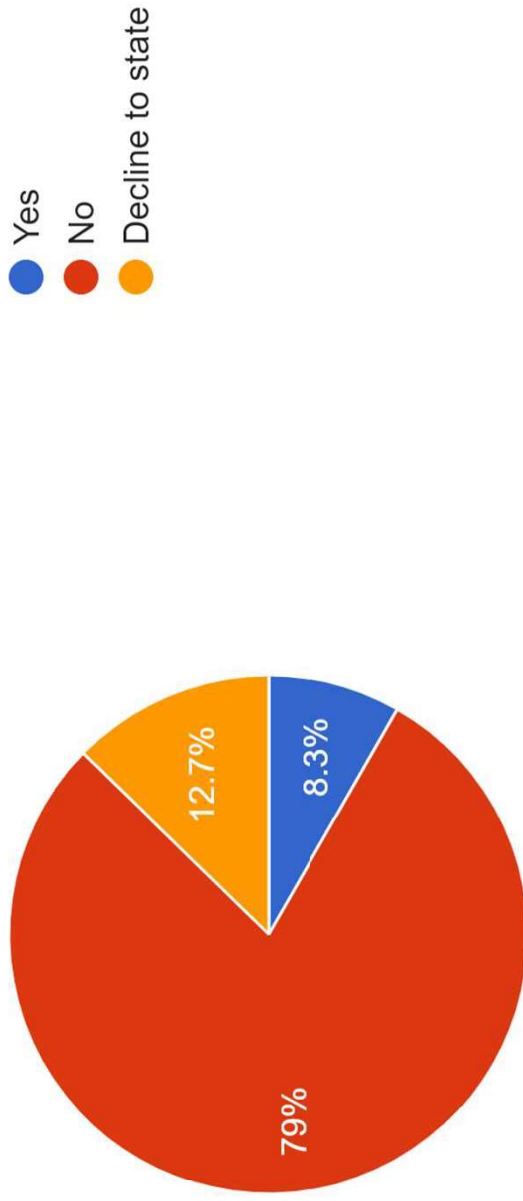
## 1. How old are you (in years)?

205 responses



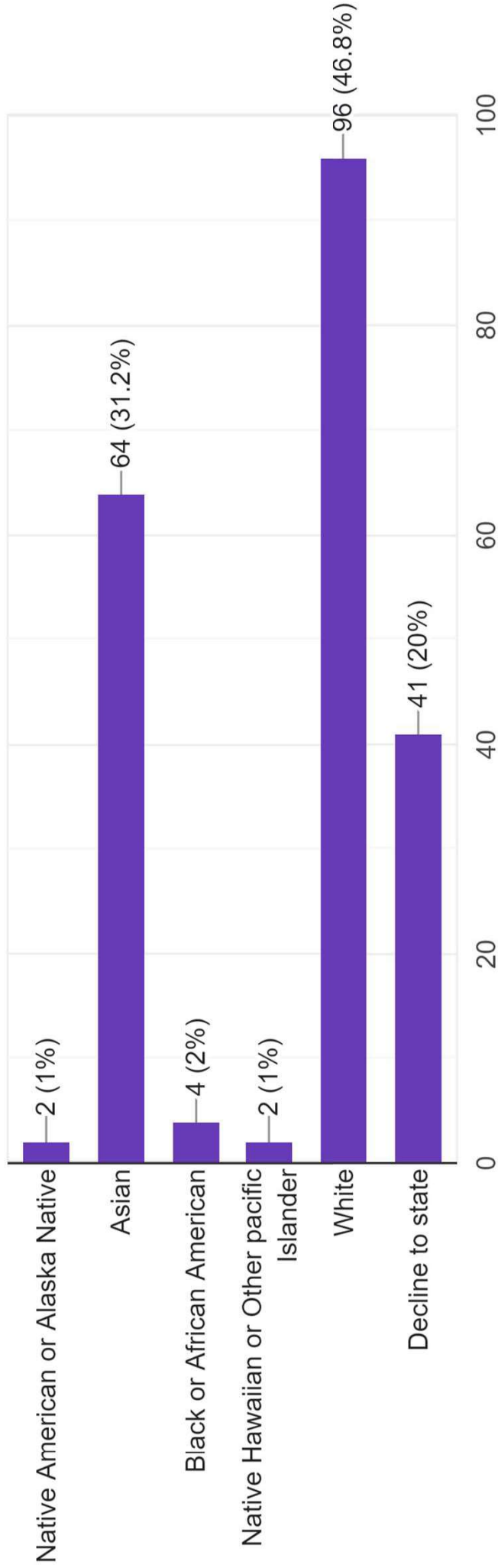
## 2. Are you of Hispanic, Latino, or of Spanish origin?

205 responses



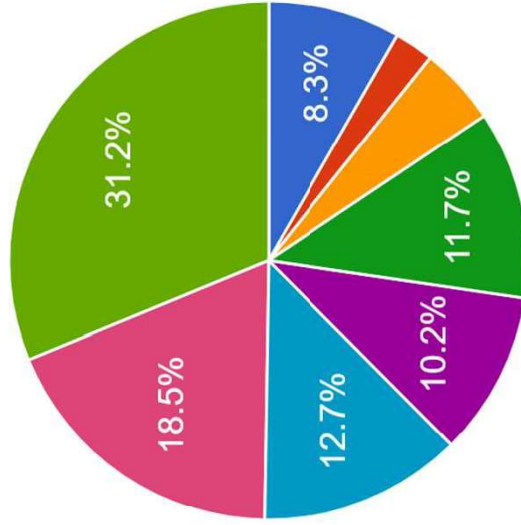
### 3. How would you describe yourself? (check all that apply)

205 responses



## 4. Household Income

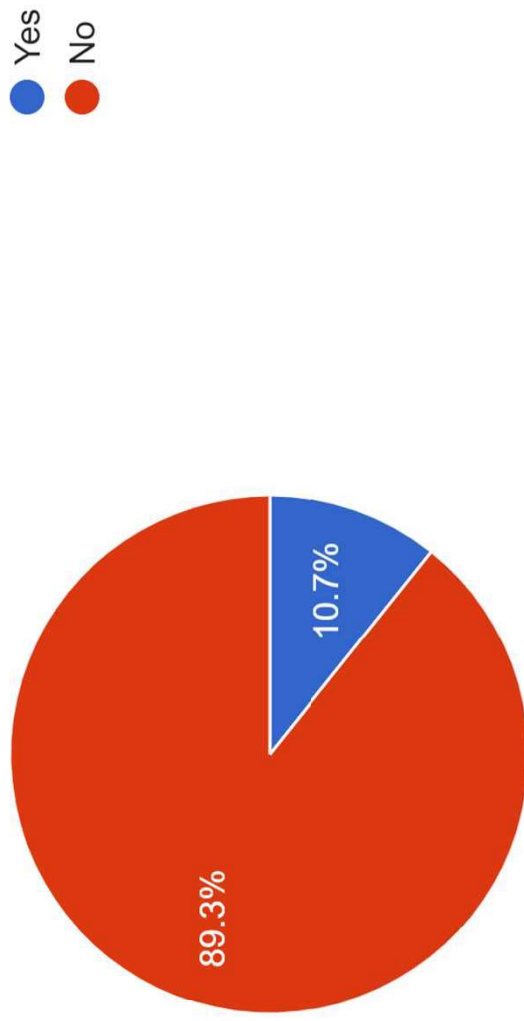
205 responses



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

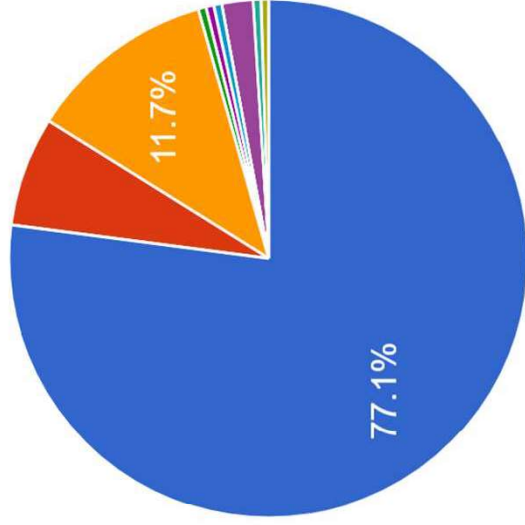
## 6. Do you consider your living situation to be too crowded?

205 responses



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

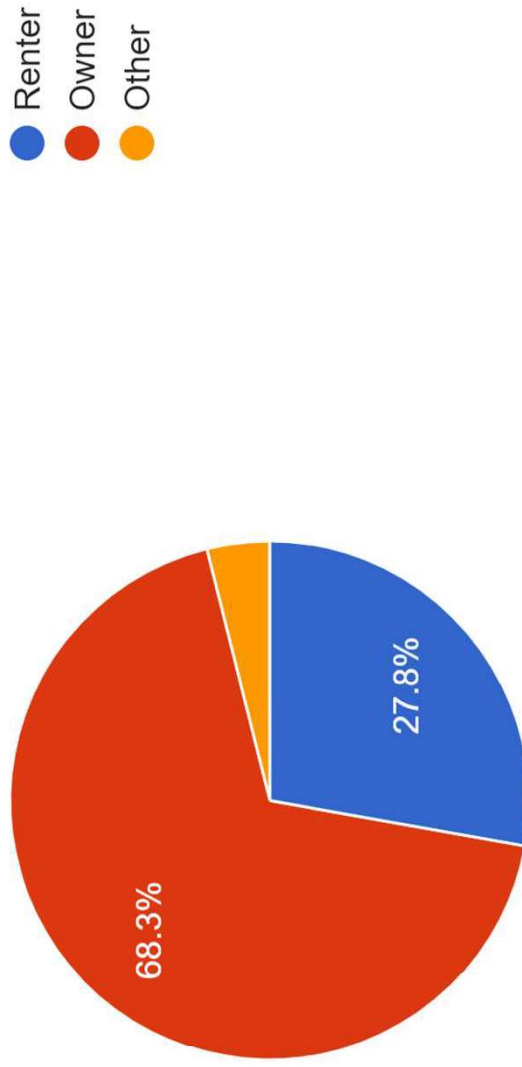
205 responses



- 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

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

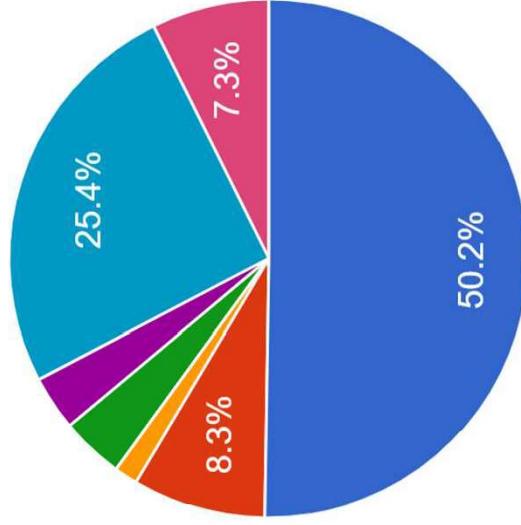
205 responses





## 9. What is your employment status?

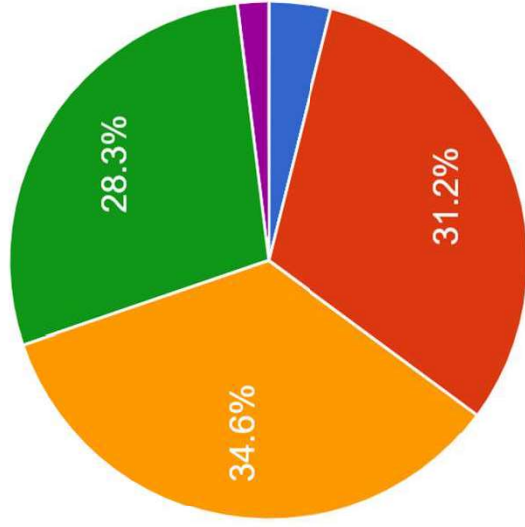
205 responses



- 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?

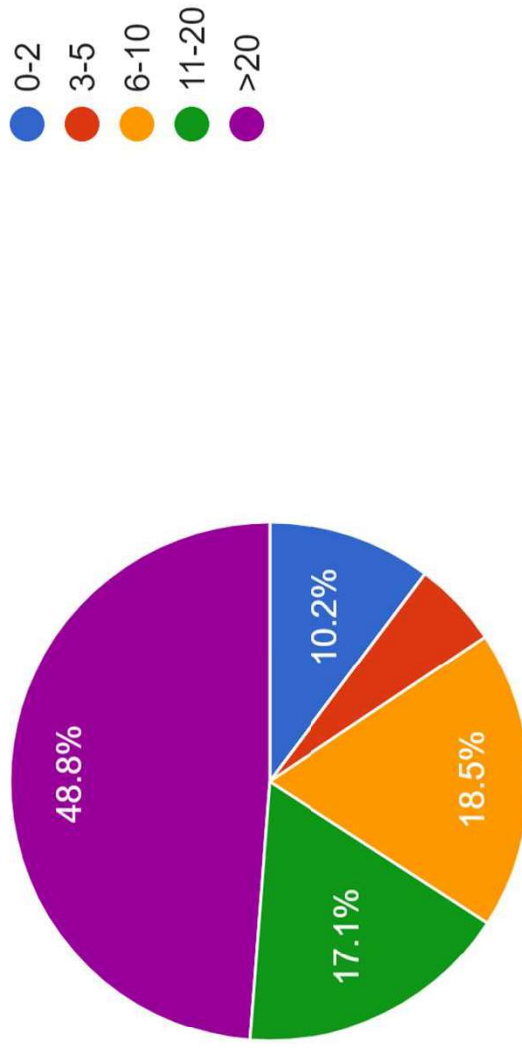
205 responses



- 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

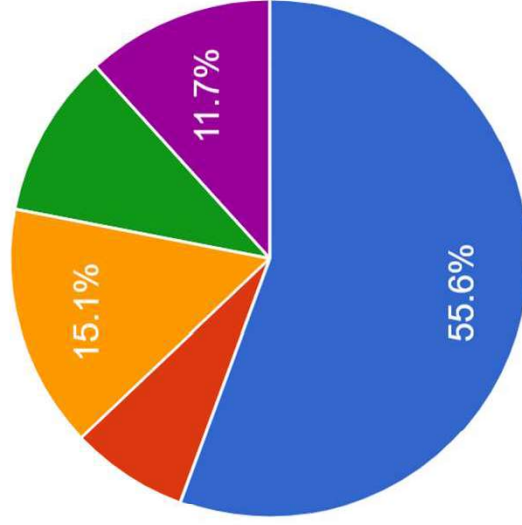
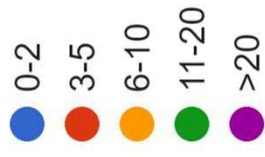
## 11. If you live in Cupertino, how many years have you lived in Cupertino?

205 responses



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

205 responses

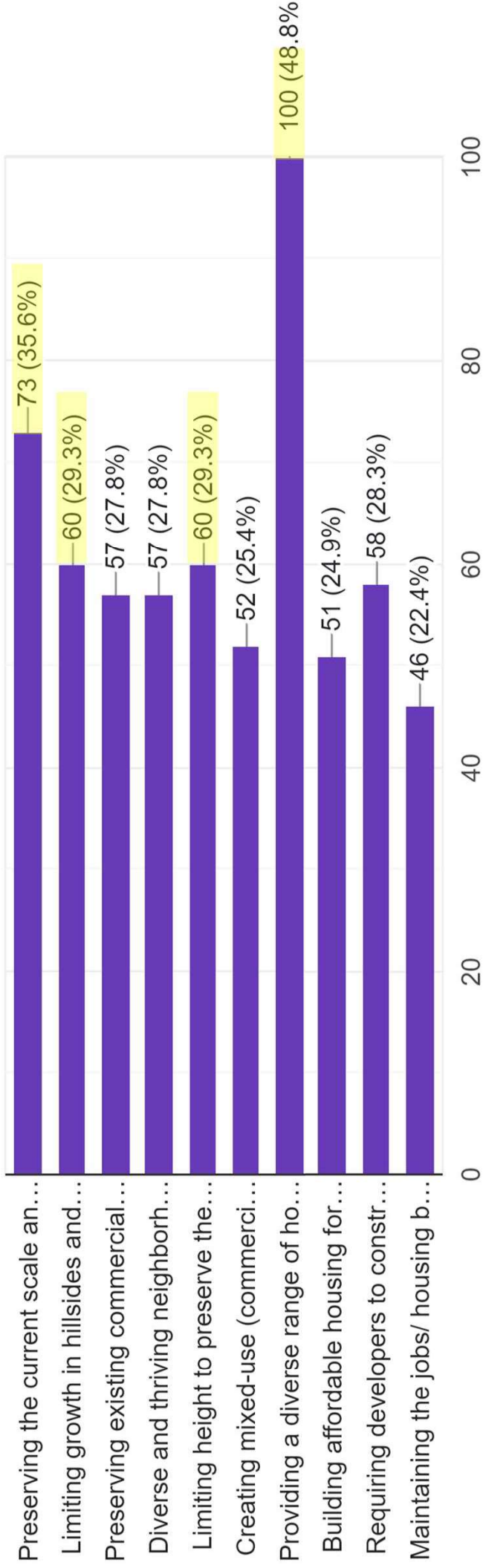


13. If you live Cupertino, please pick the top three goals based on importance to you and your family. \*

- 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

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

205 responses



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

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

205 responses





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

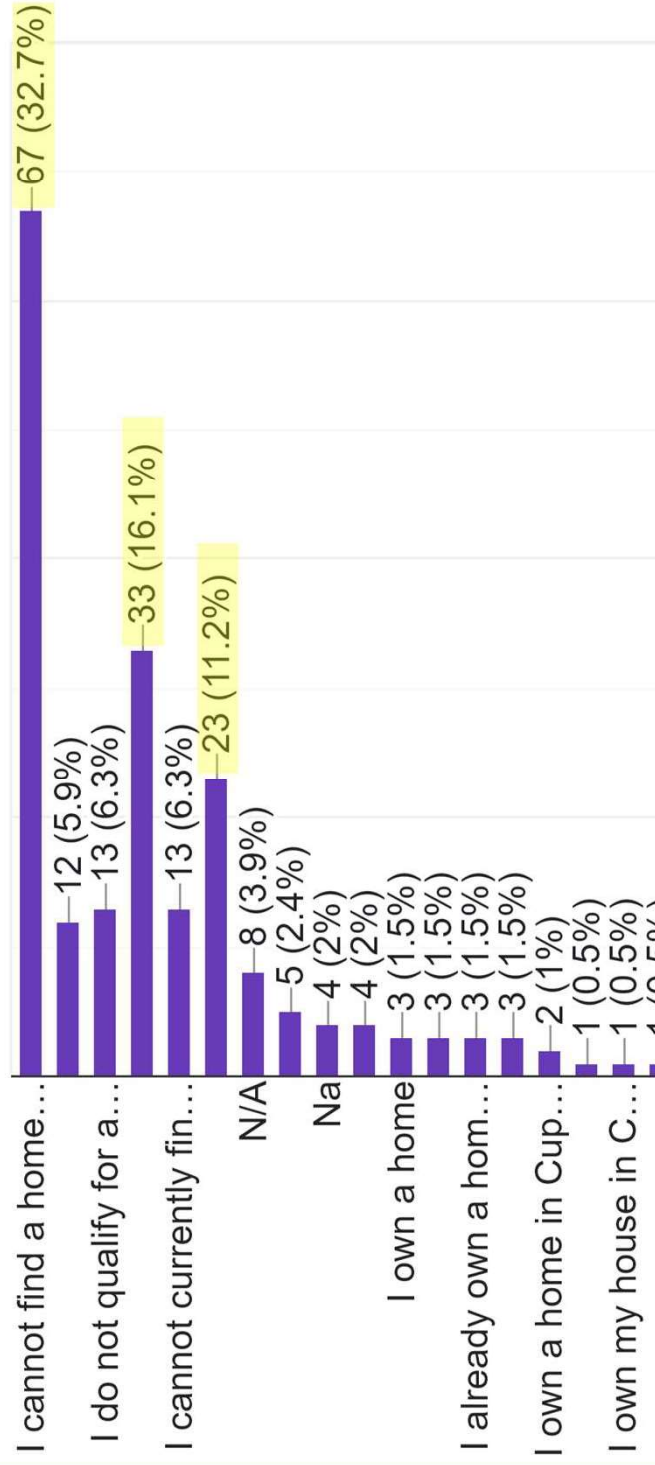
I keep getting outbid for homes by institutional investors or others able to pay cash

Other...

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:

205 responses

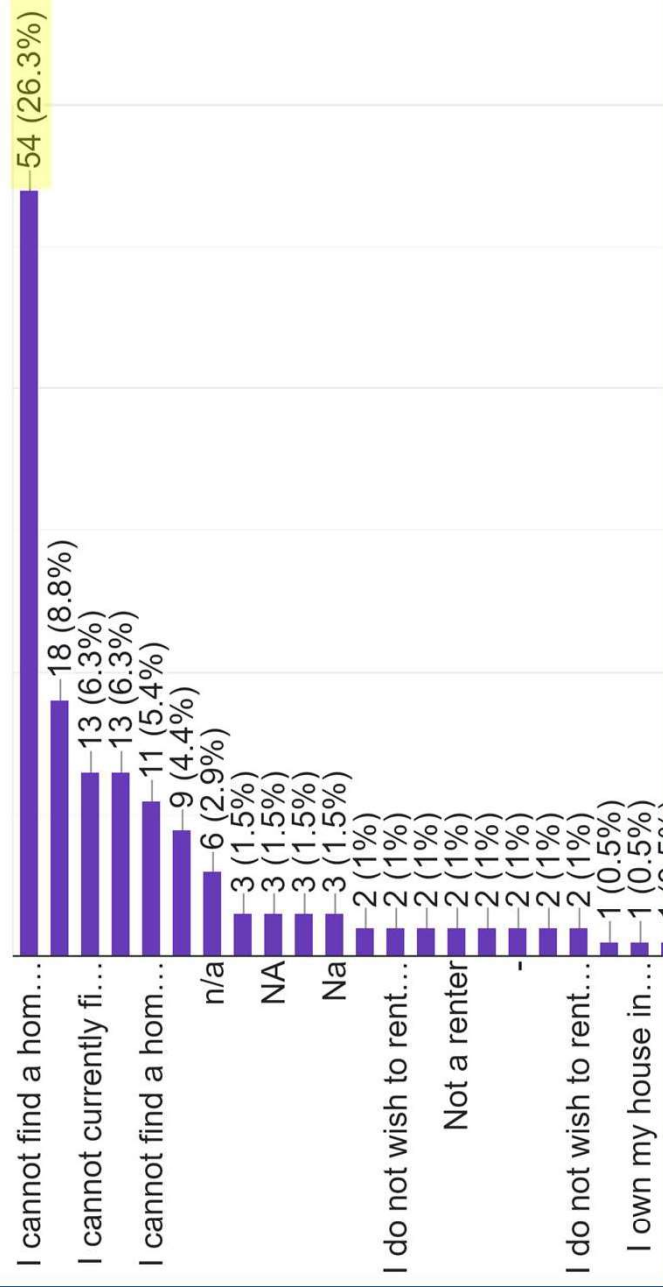


16. If you wish to rent a home in Cupertino, but do not, what issues are preventing you at this time? Select all that apply. \*

- 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...

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.

205 responses



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...

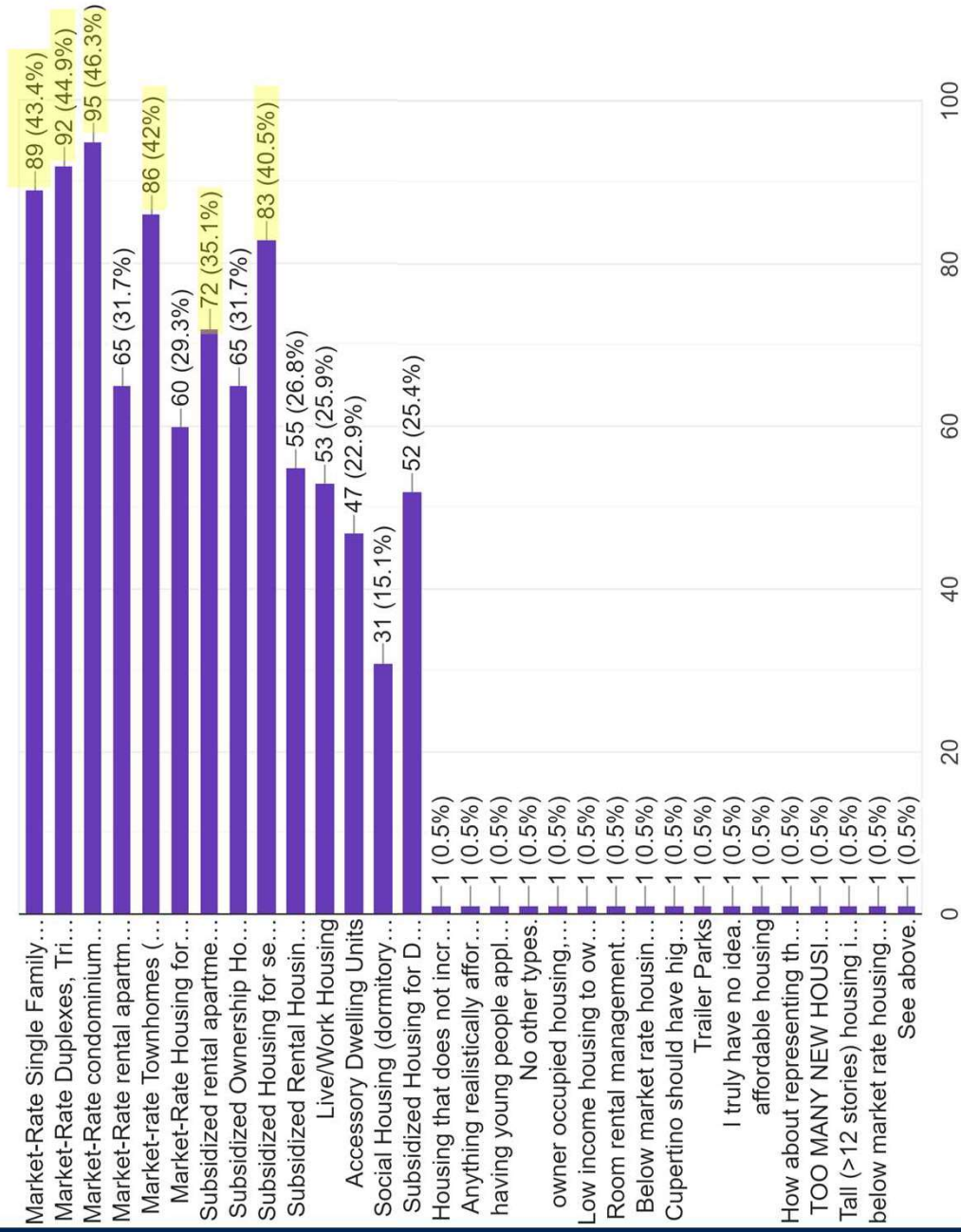


18. As Cupertino plans to meet the State and Regional mandate to plan for at least 4,588 new \* housing units, which types of additional housing would you like to see in the City of Cupertino? Select all that apply.

- 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...

18. As Cupertino plans to meet the State and Regional mandate to plan for at least 4,588 new housing units, which types of additional housing would you like to see in the City of Cupertino? Select all that apply.

205 responses





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

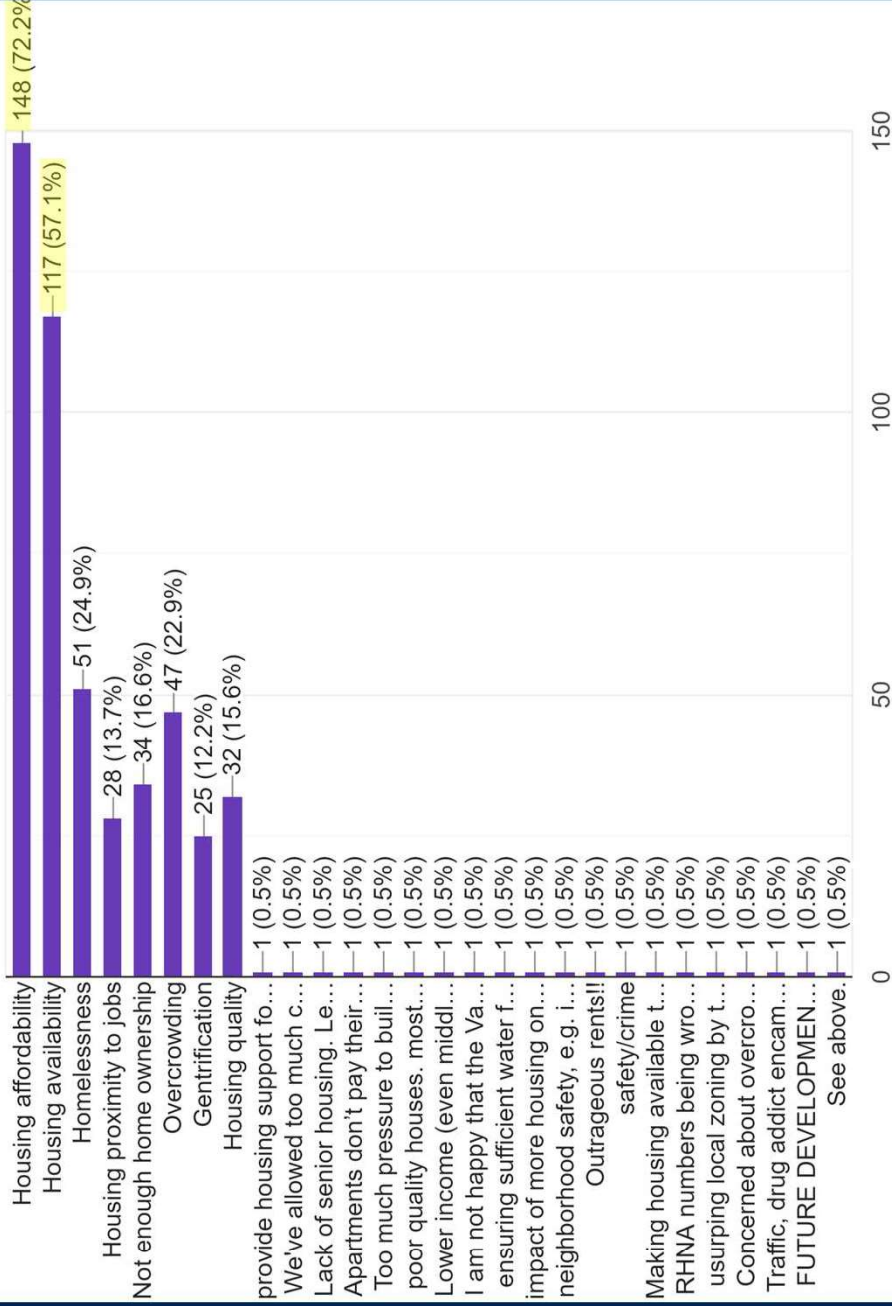
Gentrification

Housing quality

Other...

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

205 responses

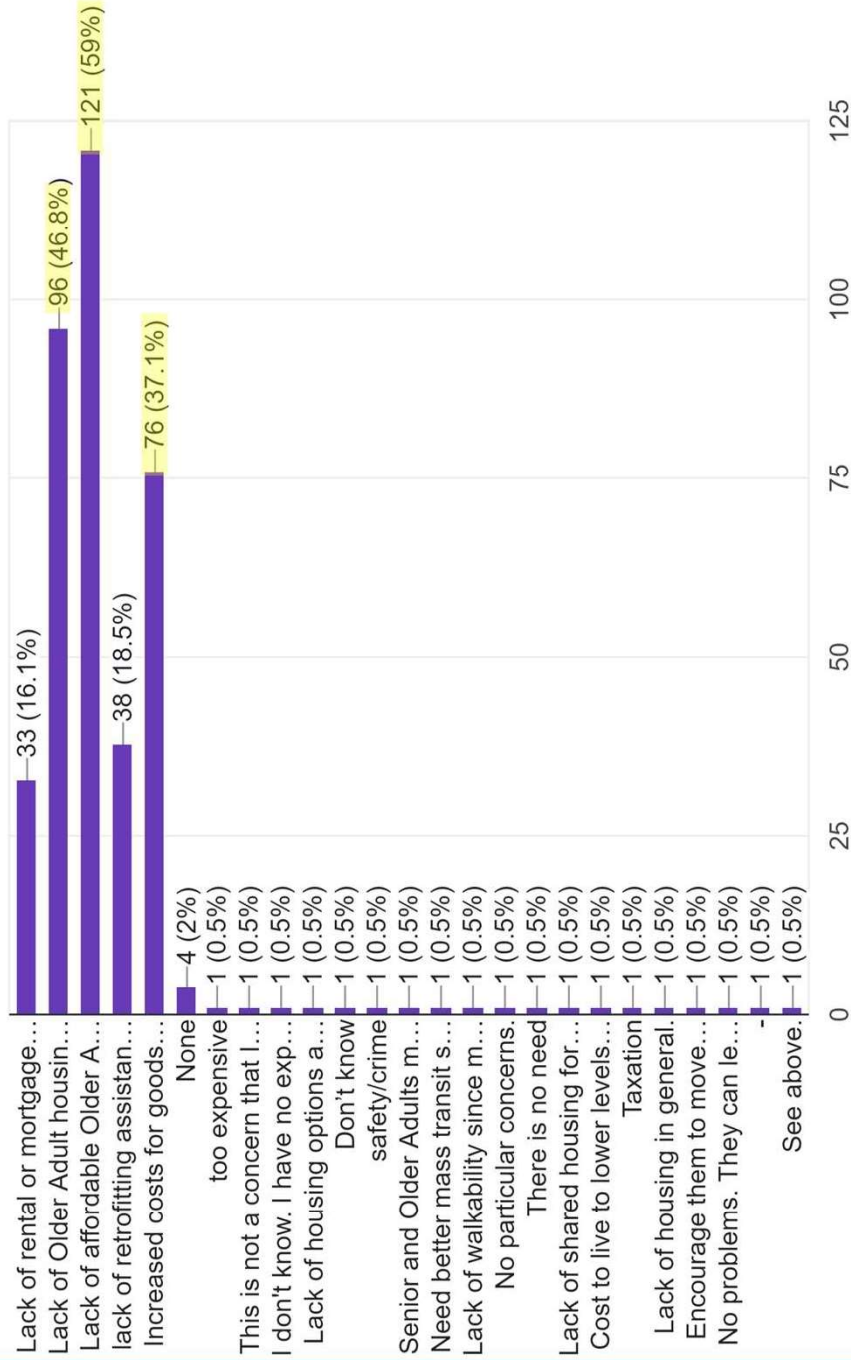


20. What do you believe is the biggest challenge for addressing the living and housing needs of lower income Older Adults (age 65+)? \*

- 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...

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

205 responses



21. The City of Cupertino is required to for at least 4,588 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)

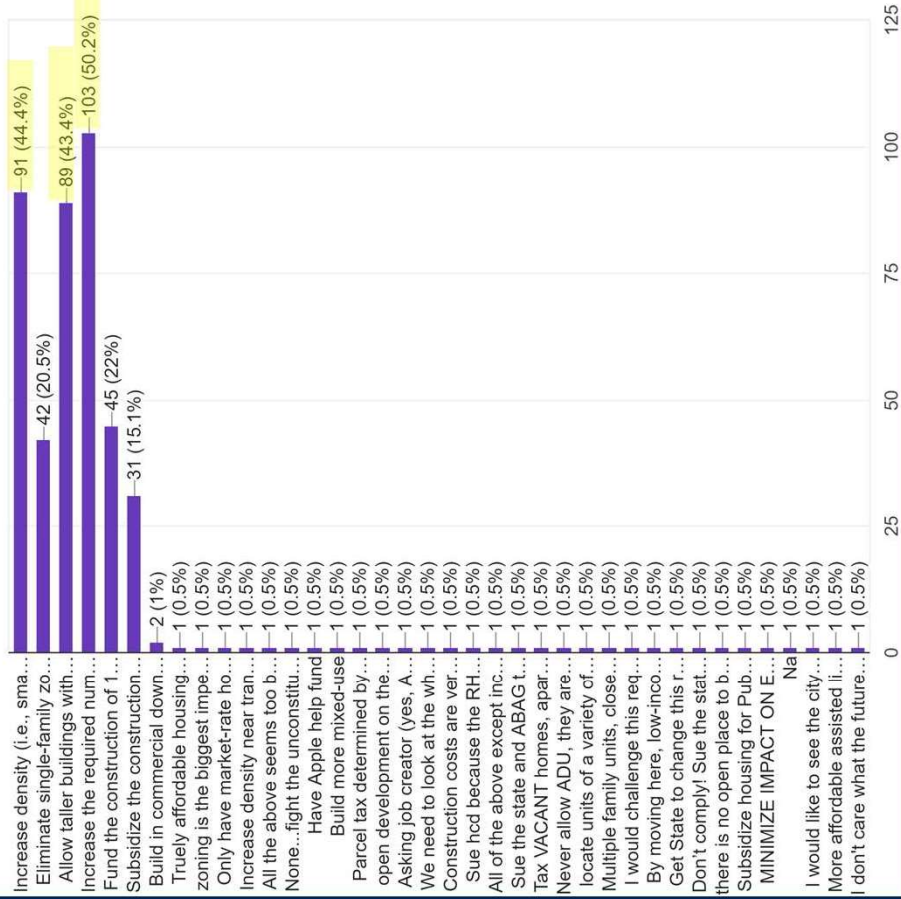
Fund the construction of 100% affordable housing projects by passing bond measures

Subsidize the construction of accessory Dwelling Units with General Fund money

Other...

21. The City of Cupertino is required to for at least 4,588 additional housing units. What do you think are the best strategies for accommodating these units?

205 responses

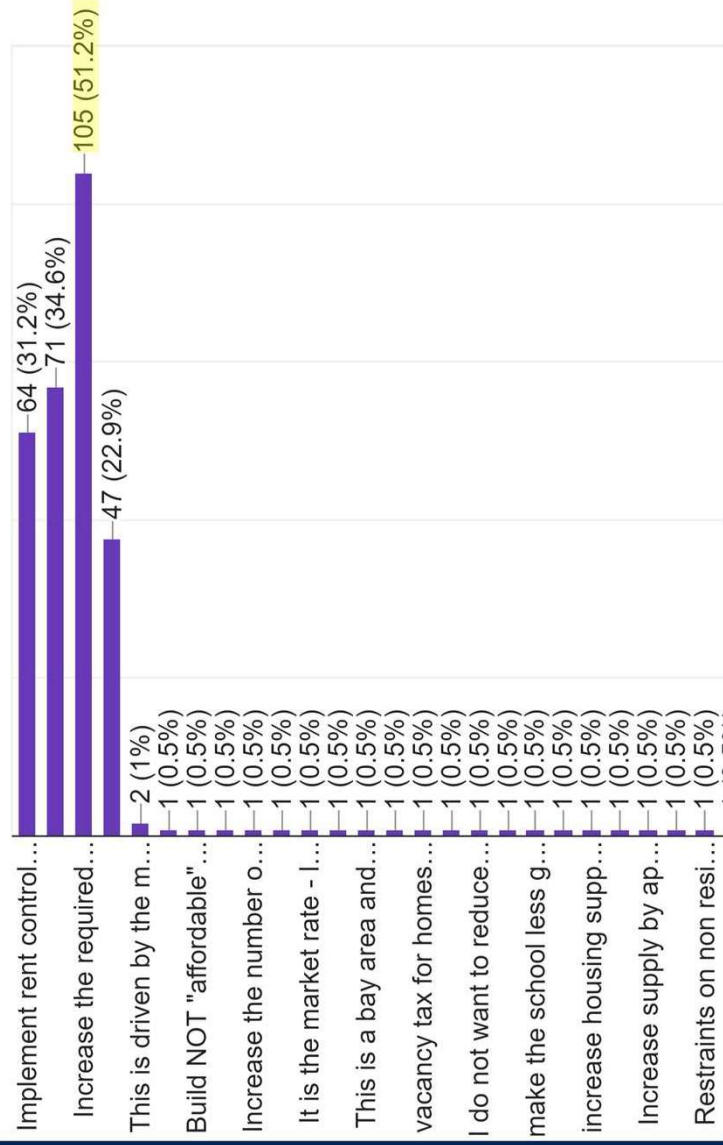


22. Housing in Cupertino is very expensive. How can home prices and rents be reduced? \*

- 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...

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

205 responses



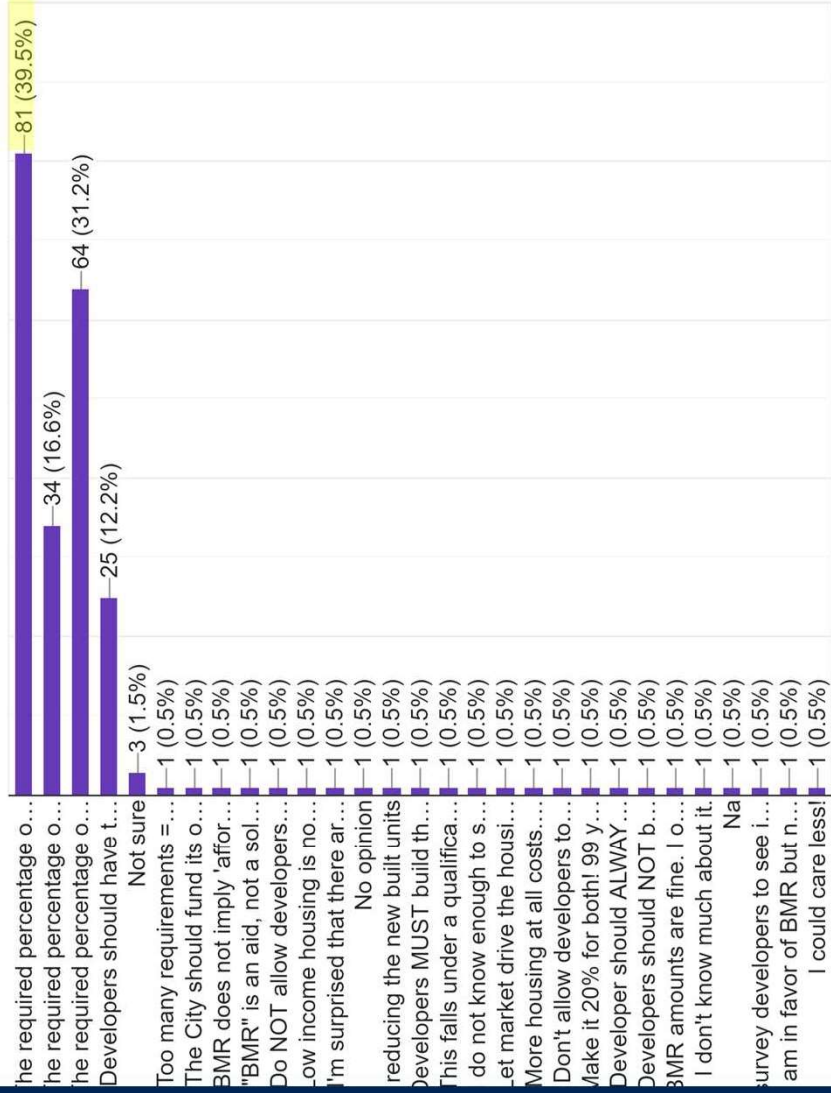


23. Below Market Rate (BMR) Housing is required as a percentage of units when more than 7 \*  
units are built. Generally, Cupertino requires that 15% (rentals), and 20% (ownership units) are  
dedicated BMR units. What are your views on this? ([link to BMR manual](#))

- 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...

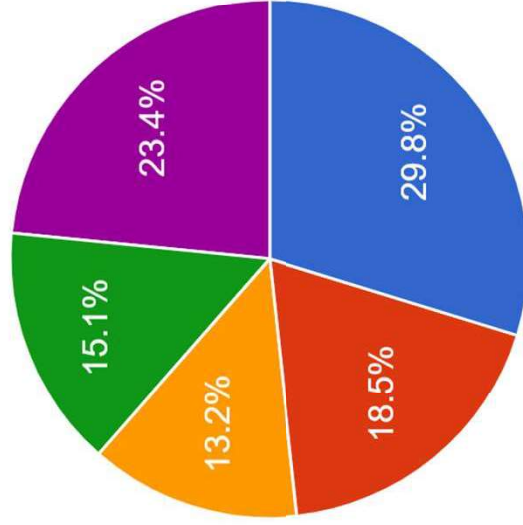
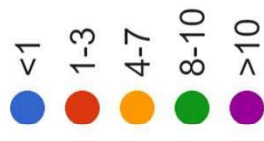
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205 responses



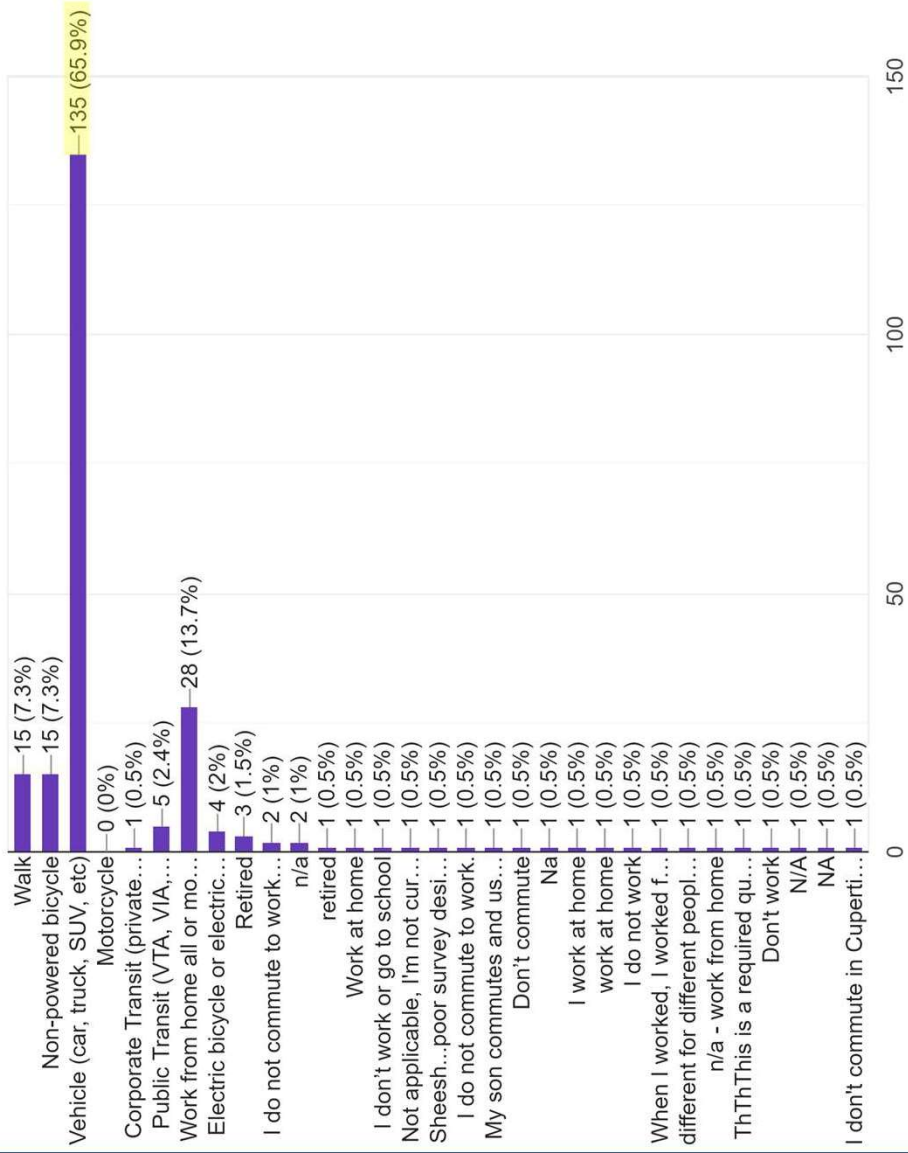
24. If you live in Cupertino, and work, how many miles do you commute, one-way, to work or school?

205 responses



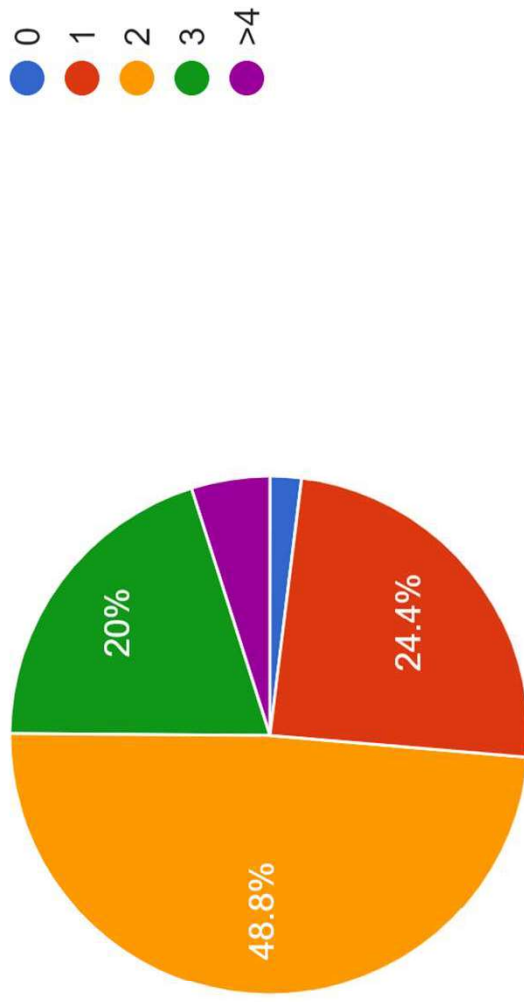
25. How do you (most often) commute to work or school?

205 responses



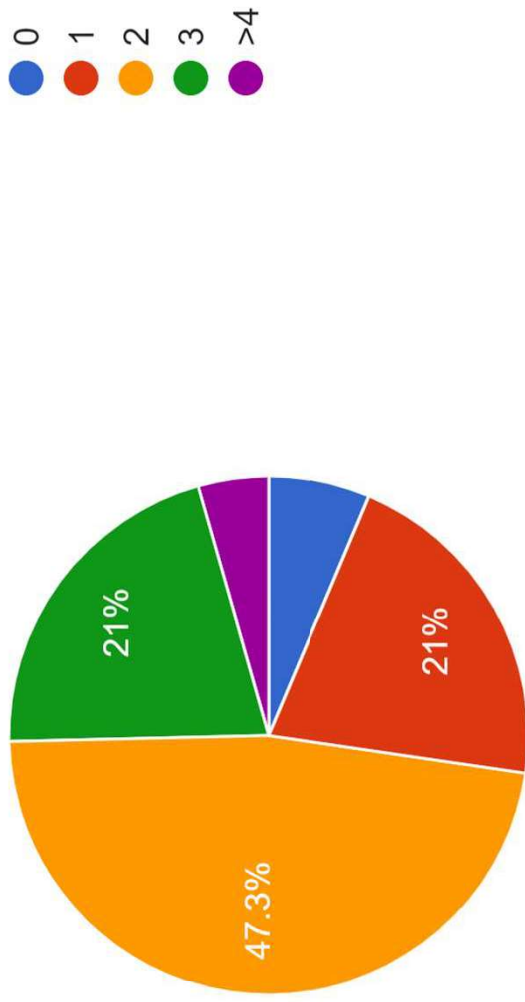
## 26. How many vehicles does your household lease or own?

205 responses



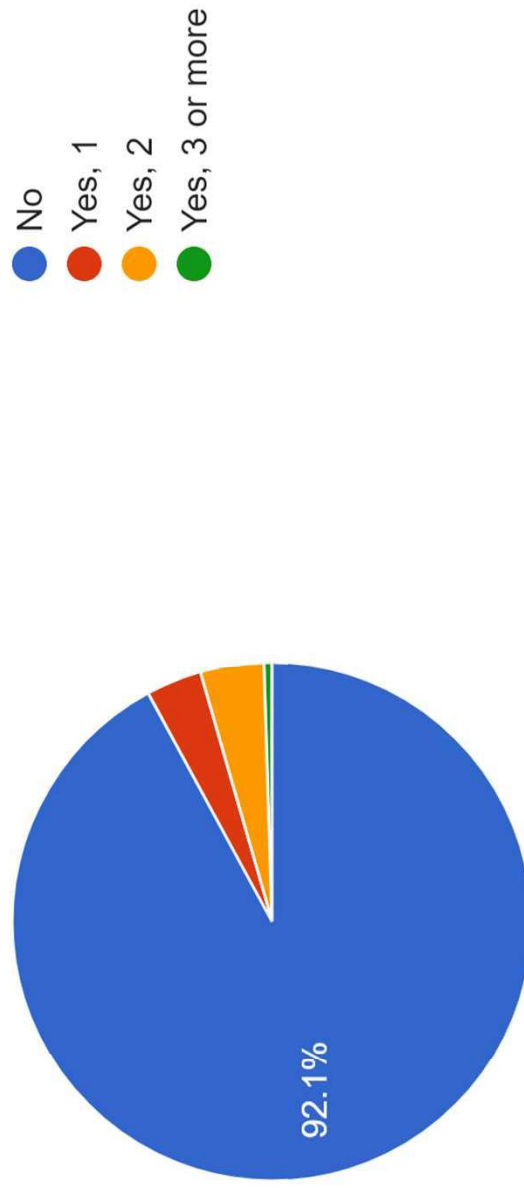
## 27. How many parking spaces do you need at your residence to accommodate your vehicles?

205 responses



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?

202 responses



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...



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

205 responses

