

PSC Survey of Real Estate Professionals

1. Which categories below best describes what your organization does?

		Response Percent	Response Count
Developer of unsubsidized but moderately priced housing	<input type="checkbox"/>	6.8%	9
For-profit developer of tax credit or assisted housing	<input type="checkbox"/>	30.1%	40
Nonprofit developer of tax credit or assisted housing	<input type="checkbox"/>	33.8%	45
Owner/operator of rental housing	<input type="checkbox"/>	26.3%	35
Developer of mixed-use, office or commercial space	<input type="checkbox"/>	14.3%	19
Diversified real estate developer & manager	<input type="checkbox"/>	12.0%	16
Government housing agency	<input type="checkbox"/>	18.0%	24
Real estate equity investor	<input type="checkbox"/>	7.5%	10
Real estate lender	<input type="checkbox"/>	3.8%	5
		Other (please specify)	50
		answered question	133
		skipped question	42

2. Which terms best describes your title?

		Response Percent	Response Count
Owner/co-owner	<input type="checkbox"/>	14.4%	25
CEO/chairman	<input type="checkbox"/>	2.3%	4
President	<input type="checkbox"/>	5.2%	9

Executive director	<input type="checkbox"/>	14.4%	25
Senior vice president/executive vice president	<input type="checkbox"/>	8.0%	14
Vice president	<input type="checkbox"/>	7.5%	13
Project manager	<input type="checkbox"/>	20.1%	35
Other (please specify)	<input type="checkbox"/>	28.2%	49
		answered question	174
		skipped question	1

3. In what areas do you do most of your work? (check as many as apply)

		Response Percent	Response Count
California - southern	<input type="checkbox"/>	12.1%	21
California - northern	<input type="checkbox"/>	25.9%	45
Midwest	<input type="checkbox"/>	18.4%	32
Northeast	<input type="checkbox"/>	7.5%	13
Southeast	<input type="checkbox"/>	7.5%	13
Southwest	<input type="checkbox"/>	6.3%	11
Northwest	<input type="checkbox"/>	6.3%	11
National	<input type="checkbox"/>	10.3%	18
Other	<input type="checkbox"/>	5.7%	10
		answered question	174
		skipped question	1

4. What are your top concerns about land use and zoning?

		Response Percent	Response Count
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		response Percent	response Count
Overcoming community opposition for multifamily and targeted affordable housing	<input type="text" value="66.7%"/>	66.7%	110
Getting zoning for housing with reasonable density on greenfields	<input type="text" value="14.5%"/>	14.5%	24
Getting land use and design approvals for development on infill locations	<input type="text" value="35.2%"/>	35.2%	58
Dealing with parking and traffic requirements	<input type="text" value="22.4%"/>	22.4%	37
Obtaining financing for mixed-use and mixed-income developments	<input type="text" value="45.5%"/>	45.5%	75
Finding financing for project features that enhance sustainability	<input type="text" value="44.2%"/>	44.2%	73
	Other (please specify)		13
	answered question		165
	skipped question		10

5. Are you familiar with the land use and zoning changes that are in the works in California as a result of AB 32 and SB 375?

		Response Percent	Response Count
Yes	<input type="text" value="33.5%"/>	33.5%	58
No	<input type="text" value="66.5%"/>	66.5%	115
	Explanation, if any:		10
	answered question		173
	skipped question		2






6. Of the following policy and advocacy goals that PSC is pursuing, which is most important to you? (Check as many

as apply.)





		Response Percent	Response Count
Changes in local land use policy to encourage higher density and infill development	<input type="text" value="45.6%"/>	45.6%	77
Land use policy changes to promote affordable housing	<input type="text" value="64.5%"/>	64.5%	109
Increased public support for higher density and infill development	<input type="text" value="43.2%"/>	43.2%	73
Greater community acceptance of affordable housing	<input type="text" value="59.8%"/>	59.8%	101
More public and political support for urban revitalization and preservation of existing affordable housing	<input type="text" value="50.3%"/>	50.3%	85
Greater linkage between housing and transportation and jobs and job training	<input type="text" value="46.7%"/>	46.7%	79
		Other (please specify)	12
		answered question	169
		skipped question	6

7. Of the following programs and activities that PSC plans to provide for organizations like yours, which are MOST important to you? (check no more than 3)

		Response Percent	Response Count
Create guidelines or standards for what makes a development or a community "sustainable"	<input type="text" value="50.0%"/>	50.0%	84
Offer a comprehensive, searchable archive of research and studies on planning, zoning, housing and urban policy	<input type="text" value="53.0%"/>	53.0%	89

Conduct a nationwide survey of developers about land use policy, sustainability, and entitlement processes		10.7%	18
Conduct a survey of city elected officials and planning staff about sustainable development		17.3%	29
Create and moderate an on-line community that allows developers, advocates, and planners to interact		23.2%	39
Provide training for project development staff about community acceptance and land use policy		28.0%	47
Define sustainability as being about "more than green building" so it includes affordable housing and higher density zoning		60.7%	102
		<i>answered question</i>	168
		<i>skipped question</i>	7

8. Of the following services PSC will offer, which are MOST important to you? (check no more than 3)

		Response Percent	Response Count
Create a clearinghouse of research, news, and advice on land use and sustainable development		52.9%	90
Develop a way to rate cities according to how sustainable their land use policies are		23.5%	40
Generate original research on policy issues related to land use and affordable housing		35.9%	61
Promote availability of financing for mixed-use, infill, and project features that enhance sustainability		58.2%	99

Sponsor conferences where developers can discuss land use issues	<input type="checkbox"/>	7.1%	12
Sponsor conferences where there is high-level discussion among developers, financiers, advocates, and city planners	<input type="checkbox"/>	33.5%	57
Build coalitions in support of land use reform and affordable housing, including employers and environmentalists	<input type="checkbox"/>	40.0%	68
		Other (please specify)	7
		answered question	170
		skipped question	5

9. If you think PSC should conduct a survey of developers or planners, what data would you most like to see us gather?







	Response Count
	35
	answered question 35
	skipped question 140

10. If getting information on land use and sustainability is important to you, which of the following subject areas is of most interest? (Check as many as apply.)

	Response Percent	Response Count
Federal and state efforts to encourage sustainable development and coordination of housing/transit policies	53.1%	86
Mixed-use, mixed-income and	52.7%	87

transit-oriented development		35.1%	57
Community acceptance of affordable housing		54.3%	88
Breaking news about state and local changes in land use policy		35.2%	57
Design & marketing of infill housing		25.3%	41
Case studies and advice on how to influence local policy		42.0%	68
Case studies and advice on how to design projects for sustainability		44.4%	72
Other (please specify)		2.5%	4
		answered question	162
		skipped question	13

11. If you indicated that policy research is a priority, what subjects are of most importance?

		Response Percent	Response Count
Housing and transit linkages and their relation to parking requirements		30.9%	42
Housing affordability when transportation and energy costs are considered		43.4%	59
Higher-density zoning and its impact on housing costs		41.9%	57
The cost of policies that encourage suburban sprawl		27.9%	38
Budgetary and environmental benefits of compact development		34.6%	47
Impact of affordable housing on city budgets, traffic, and the environment		59.6%	81

Mixed-use and infill development	<input type="checkbox"/>	33.1%	45	
Methods of influencing community acceptance of affordable housing	<input type="checkbox"/>	46.3%	63	
Other (please specify)	<input type="checkbox"/>	3.7%	5	
			answered question	136
			skipped question	39

12. Regarding financing of your projects, which of the following proposed services would be of most value to your organization?

		Response Percent	Response Count	
Information on sources of financing for mixed use and/or infill development	<input type="checkbox"/>	59.9%	97	
Reporting on the development of location-efficient mortgages	<input type="checkbox"/>	17.9%	29	
Survey of lenders on financing practices and plans	<input type="checkbox"/>	37.7%	61	
Financing methods for green building features	<input type="checkbox"/>	57.4%	93	
Financing methods and sources for energy retrofits	<input type="checkbox"/>	50.0%	81	
Other (please specify)	<input type="checkbox"/>	3.7%	6	
			answered question	162
			skipped question	13

13. To help increase community acceptance of affordable housing, which of the following lines of argument do you think would be very effective? (Check as many as apply)

Response Percent Response Count

Environmental advantages of affordable housing relative to other land uses	<input type="checkbox"/>	37.9%	64
Affordable housing benefits the entire community, not just the people who live in it	<input type="checkbox"/>	74.0%	125
Concern for the ability of teachers, firefighters, and others to live in the communities where they work	<input type="checkbox"/>	46.2%	78
Statistics about the lack of housing affordability	<input type="checkbox"/>	37.3%	63
Factual arguments about the impact of affordable housing on schools and city services	<input type="checkbox"/>	57.4%	97
Information to counter negative stereotypes about affordable housing	<input type="checkbox"/>	63.3%	107
Affordable housing results in less added traffic than most other land uses	<input type="checkbox"/>	39.6%	67
Other (please specify)	<input type="checkbox"/>	5.9%	10
		answered question	169
		skipped question	6