

March 2012

UBC Campus + Community Planning

Gage South Development Survey

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Planning



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MARKET RESEARCH

➤ Background & Methodology

- Following on from a multi-phased consultation process regarding the development of proposed amendments to the UBC Vancouver Land Use Plan, Campus and Community Planning have engaged the services of an independent, professional opinion and market research firm, Mustel Group, to conduct a random telephone survey amongst five key populations regarding development decisions resulting from this process.
- The survey was conducted amongst three university samples, including students, faculty and staff along with two general population samples. These two samples targeted residents of the on-campus neighbourhoods and residents of the University Endowment Lands (UEL).
- Random samples of students, faculty and staff (names and telephone numbers only) were drawn by the university from the complete databases and securely transferred to Mustel Group for the survey. Mustel Group drew random samples of the on-campus and UEL neighbourhoods from publicly listed databases (such as the telephone directory).
- The questionnaire was developed by Campus and Community Planning representatives in conjunction with Mustel Group consultants. Respondents were asked their level of support for building non-market rental housing in the Gage South and environs area of campus. In addition, several proposed measures were tested that are believed to address concerns regarding noise from student activities that take place in the area. Finally, residents of UEL were further asked their opinion regarding the upgraded bus loop and aquatic centre facilities planned for the area.

➤ Background & Methodology

- A total of 690 telephone interviews were conducted from Mustel Group's Vancouver-based call centre:
 - n=155 Students
 - n=151 Faculty
 - n=150 Staff
 - n=150 Campus Neighbourhood Residents
 - n = 84 UEL Residents
- Margin of error for samples of 84: $\pm 10.7\%$ at 95% confidence level.
- Margin of error for samples of 150: $\pm 8.0\%$ at 95% confidence level.
- Margin of error for samples of 690: $\pm 3.7\%$ at 95% confidence level.
- Students, faculty and staff respondents were asked for by name, while industry-standard, multi-stage random selection techniques were employed amongst general population samples to ensure random, representative samples.
- At tabulation stage, weighting adjustments were applied to the UEL sample in order to bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures, and to the student sample in order to reflect known distribution of the graduate vs. undergraduate population.
- Telephone interviewing was conducted March 1 - 11, 2012.

➤ Overview

Summary of Findings

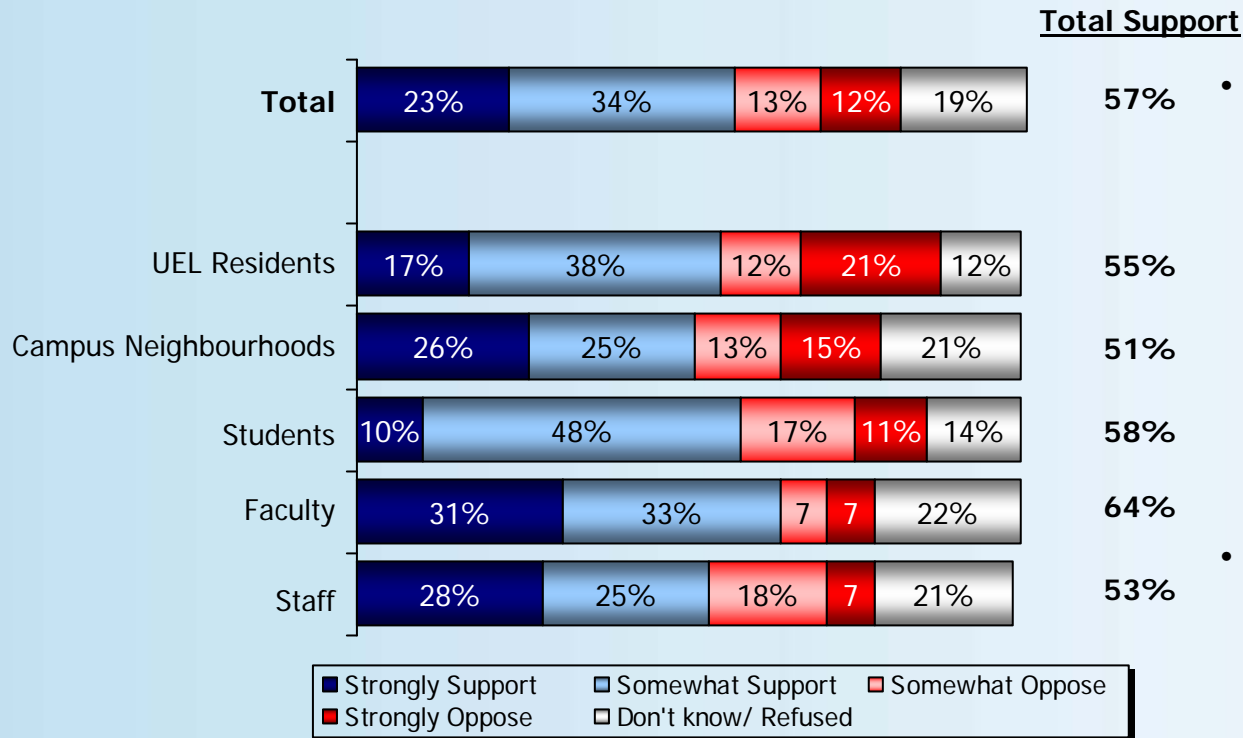
- When asked initially, based on anything they might have seen or heard, just over half of all respondents expressed support for building non-market rental housing for students, faculty and staff at the Gage South and Environs area (57%).
- Each of the four measures described to respondents, designed to address concerns regarding noise conflict, were found to increase the likelihood of support for building the rental housing among the majority of respondents.
- If plans changed with regards the Gage South site opinion is divided over the proposal to shift the housing density to the Acadia neighbourhood, with 42% in support and 45% opposed.
- Among those opposed to shifting the housing density to the Acadia neighbourhood, no clearly favoured alternative location is identified.
- Overall, about half of all UEL residents make use of the temporary diesel bus loop once a month or more, with about one-third using the Aquatic Centre that often. The large majority of residents of UEL feel the upgrades to these facilities would have no impact upon them (91%).
- Having heard various suggested measures for addressing noise concerns, possible alternative sites and the effects of not building anything, overall support for building non-market rental housing at Gage South increases from just over half (57%) to more than six-in-ten (63%).



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Detailed Findings

Support for Building Non-Market Rental Housing at Gage South



- Overall, a small majority of UBC students, faculty and staff, as well as UEL residents, express support for building non-market rental housing at Gage South, when asked based on anything they might already know or have heard before the survey.
- Such support is generally consistent amongst all demographic segments.

Base: Total (n=690)
 UEL Residents (n=84)
 On-Campus Residents (n=150)
 Students (n=155)
 Faculty (n=151)
 Staff (n=150)

Q1a. Based on anything you know or may have heard, do you support or oppose using the Gage South Area, where the temporary diesel bus loop is currently located, for non-market rental housing for faculty, staff and students on campus? **PROBE:** Is that strongly or somewhat?

► Reasons Support Rental Housing at Gage South

	<u>Total</u> (559) %	<u>UEL</u> <u>Residents</u> (74) %	<u>Campus</u> <u>Residents</u> (119) %	<u>Students</u> (130) %	<u>Faculty</u> (118) %	<u>Staff</u> (118) %
It will provide more affordable (rental) housing on campus	29	20	19	25	43	33
Will provide additional housing for students	21	24	16	28	20	15
Will provide housing options for faculty and staff	20	14	21	9	36	17
It's a good location/ close to transit/ classes/ recreation facilities	11	10	16	9	11	11
It's a good idea	8	12	8	10	3	8
It would be more affordable to live and work on campus compared to other areas of Vancouver	7	1	5	7	14	7
Reduces commute time/ traffic	3	1	4	3	4	3
Will be an incentive in attracting faculty to UBC	3	1	3	-	9	3

Q1b. Why do you say that?

- The most common reasons for supporting rental housing at Gage South include the welcoming of addition affordable rental housing on campus, extra student housing and additional housing options for faculty and staff.
- Other minor reasons for support include endorsement of the choice of location for building the housing and support for the idea in general.

► Reasons Oppose Rental Housing at Gage South

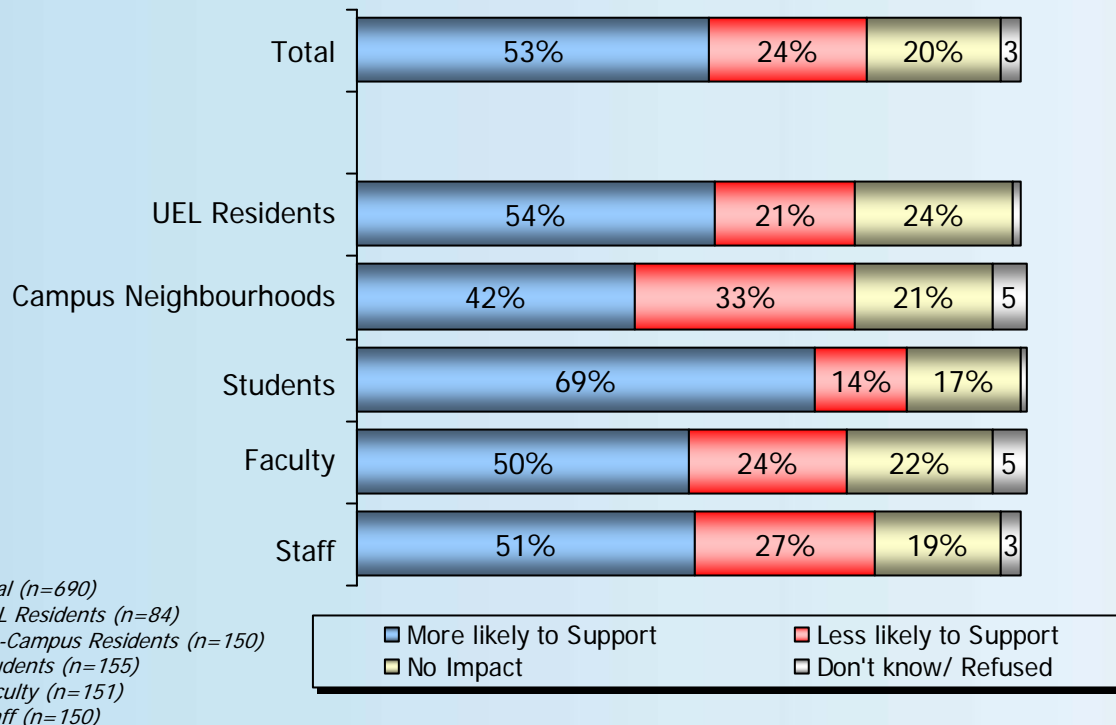
	<u>Total</u> (559) %	<u>UEL Residents</u> (74) %	<u>Campus Residents</u> (119) %	<u>Students</u> (130) %	<u>Faculty</u> (118) %	<u>Staff</u> (118) %
Concerns about moving the bus loop	12	12	11	17	9	9
UBC/ UEL has become over-developed	11	25	19	4	8	6
Not a good location for additional housing	11	7	11	6	10	18
Area should be/ remain for student use/ activities	5	1	2	9	4	8
Environmental concerns (e.g. loss of green space etc)	5	10	6	1	1	7
Concerns about effect on sports field/ recreational areas	3	2	4	3	1	4
Will increase traffic	2	6	6	-	-	1
Noise concerns/ its already a noisy student activity area	1	2	3	-	2	2
Don't believe rentals will be affordable	1	1	2	<1	2	2
Need more information/ Need to see the plans	13	14	10	14	20	9
Miscellaneous	2	7	2	1	-	-
Don't Know	8	6	8	15	2	5

Q1b. Why do you say that?

- The primary reasons for opposing the proposed housing at Gage South include concerns about overdevelopment at UBC, choice of location, and an initial concern that the bus loop will be moved.
- Overall, about one-in-ten expresses a need for more information or to see detailed plans of the proposal.

➤ Impact of Measure (a) to Manage Noise Conflict

(a) Building small one bedroom and studio suites, designed to appeal to younger faculty, staff and students.



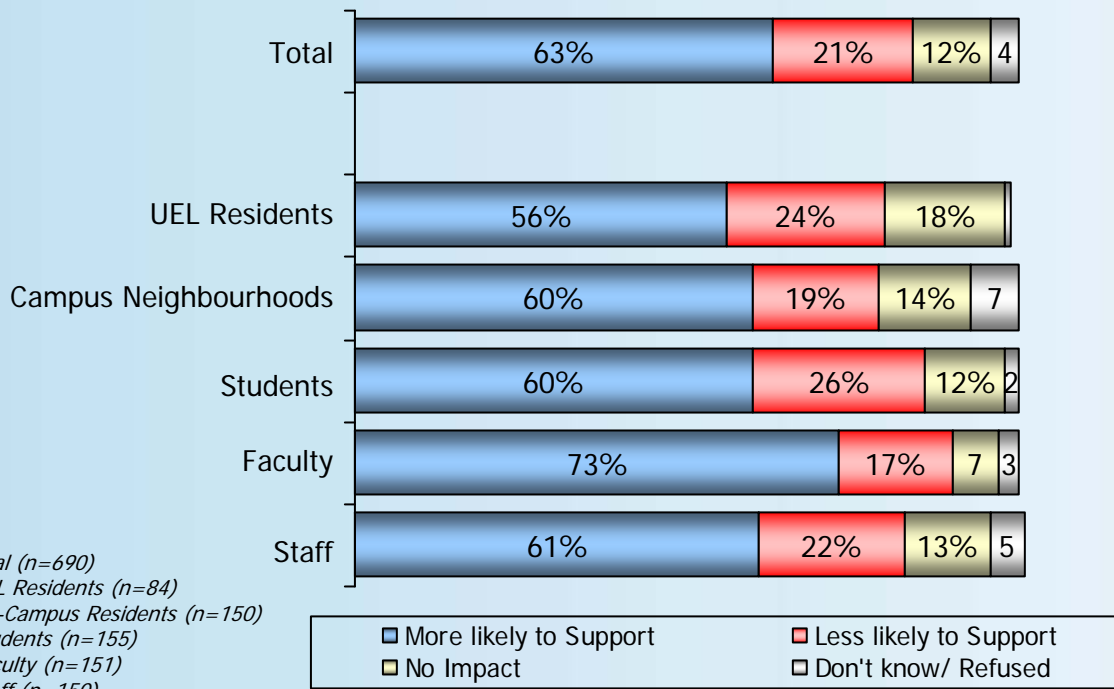
- The proposed measure of building smaller units to attract younger faculty, staff and students in order to counter noise concerns has a positive impact on support among the majority of respondents.
- Those somewhat less likely to respond positively to such a measure include residents of the campus neighbourhoods.

Q2A. Some members of the student community have expressed concerns that residents of the proposed non-market rental housing will complain about noise from student activities like concerts, changing the character of the area. The university believes such noise conflicts can be well managed by applying certain specific measures. I am going to read a list of these measures and for each one please tell me whether they would make you more or less likely to support building non-market rental housing for UBC faculty, staff and students in the Gage South area.

A: Building small one bedroom and studio suites, designed to appeal to younger faculty, staff and students.

➤ Impact of Measure (b) to Manage Noise Conflict

(b) Equipping the outdoor square at Sub Plaza North to accommodate the larger, noisier student activities and events further away from the proposed non-market rental housing.



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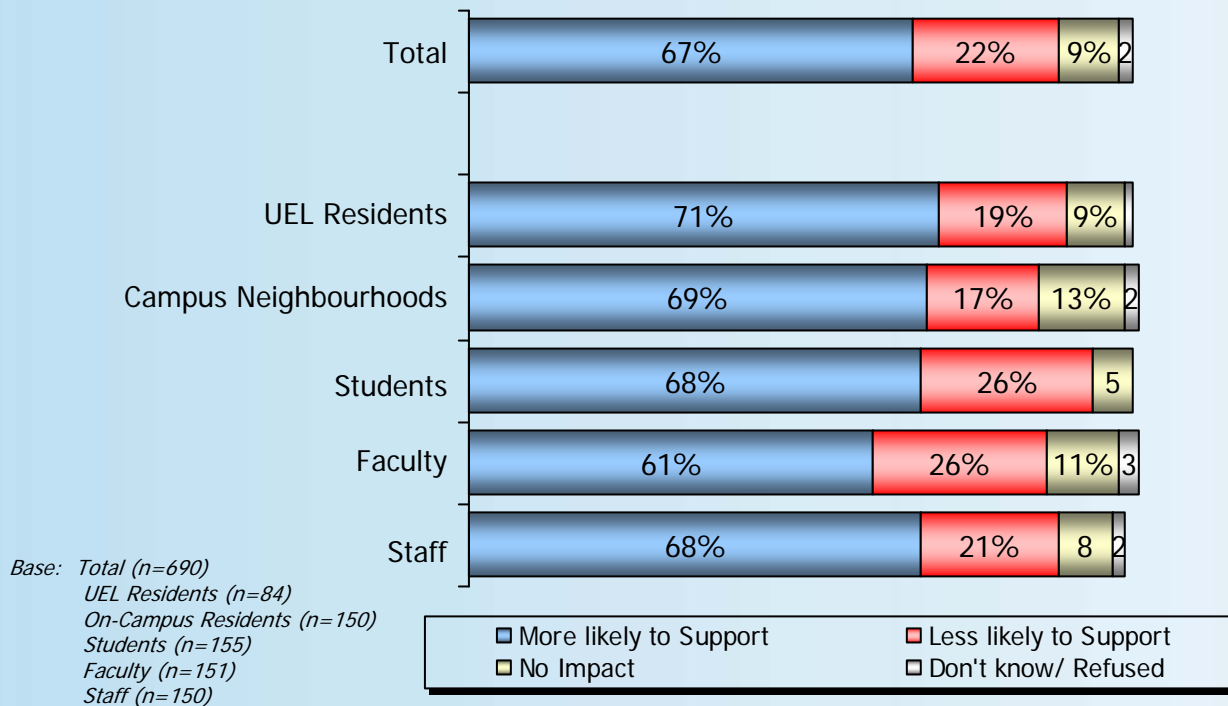
- The suggested measure of equipping the outdoor square at Sub Plaza North to accommodate noisier student activities has a more marked positive impact on support; overall, more than six-in-ten feel such a measure would make them more likely to support the housing at Gage South.
- Negative impact on support is expressed by about one-in-five overall.

Q2B. Some members of the student community have expressed concerns that residents of the proposed non-market rental housing will complain about noise from student activities like concerts, changing the character of the area. The university believes such noise conflicts can be well managed by applying certain specific measures. I am going to read a list of these measures and for each one please tell me whether they would make you more or less likely to support building non-market rental housing for UBC faculty, staff and students in the Gage South area.

B: Equipping the outdoor square at Sub Plaza North to accommodate the larger, noisier student activities and events further away from the proposed non-market rental housing.

➤ Impact of Measure (c) to Manage Noise Conflict

(c) Adding a clause in rental agreements that clearly sets out the types of activities in the area and requires renters to accept noise levels associated with those activities before they move in.



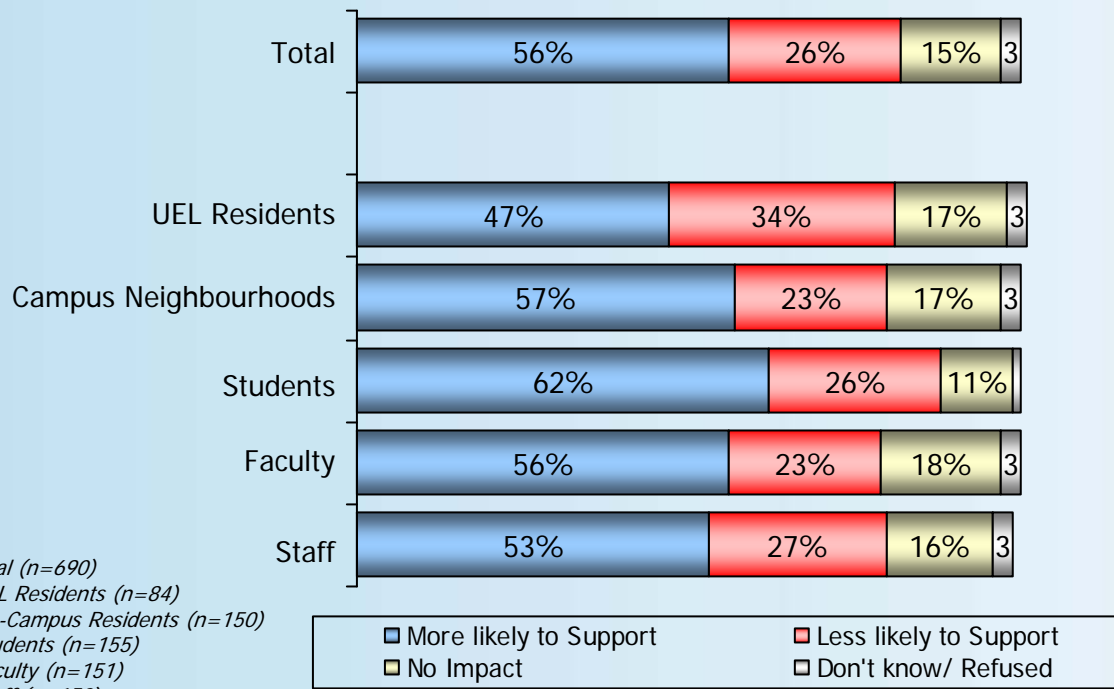
- A total of two-thirds agrees that adding a clause in rental agreements about noise levels would make them more likely to support the proposed housing; response to this proposal is consistent amongst all groups.
- Once again, negative impact on support is expressed by about one-in-five overall.

Q2C. Some members of the student community have expressed concerns that residents of the proposed non-market rental housing will complain about noise from student activities like concerts, changing the character of the area. The university believes such noise conflicts can be well managed by applying certain specific measures. I am going to read a list of these measures and for each one please tell me whether they would make you more or less likely to support building non-market rental housing for UBC faculty, staff and students in the Gage South area.

C: Adding a clause in rental agreements that clearly sets out the types of activities in the area and requires renters to accept noise levels associated with those activities before they move in.

➤ Impact of Measure (d) to Manage Noise Conflict

(d) Establishing a panel made up of the VP Finance, Resources and Operations, the VP Students, and the VP External, Legal and Community Relations to address complaints about noise in the area.

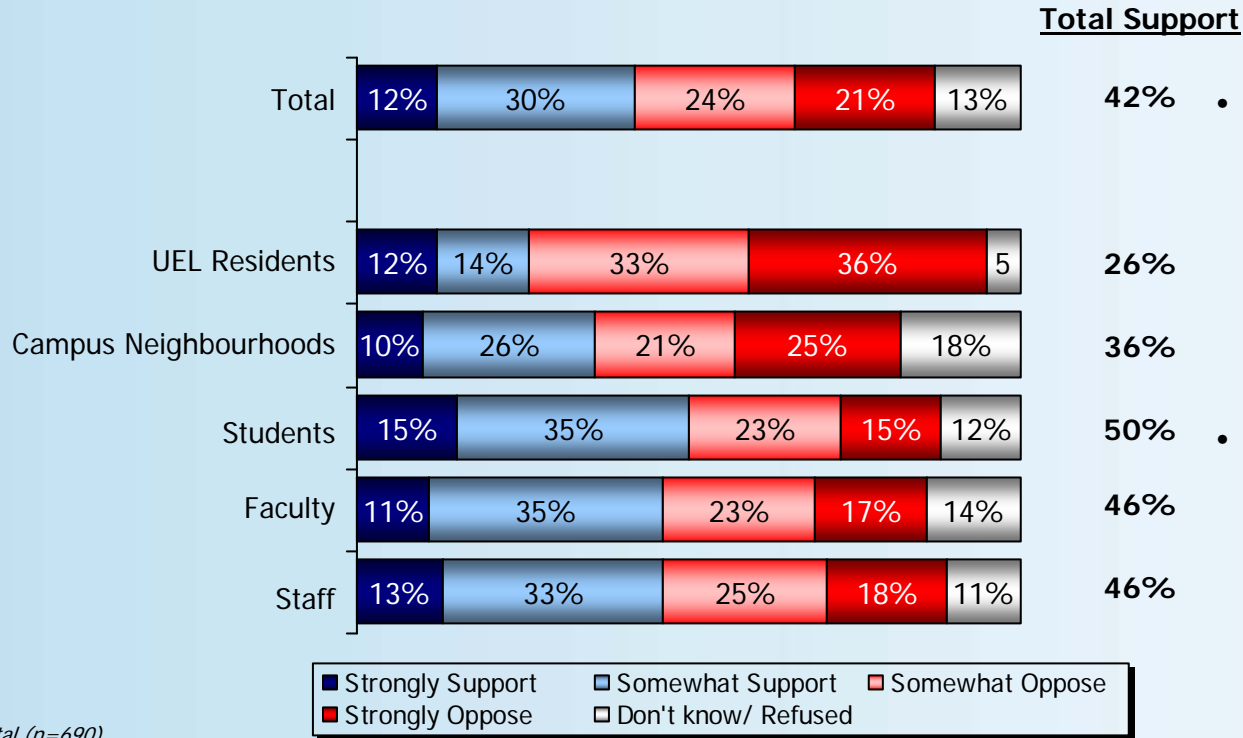


- The suggested measure of establishing a panel to address concerns from renters about noise also has a positive impact on support for the majority; more than half feel such a measure would make them more likely to support the housing at Gage South.
- Negative impact on support is expressed by one-quarter overall.

Q2D. Some members of the student community have expressed concerns that residents of the proposed non-market rental housing will complain about noise from student activities like concerts, changing the character of the area. The university believes such noise conflicts can be well managed by applying certain specific measures. I am going to read a list of these measures and for each one please tell me whether they would make you more or less likely to support building non-market rental housing for UBC faculty, staff and students in the Gage South area.

D: Establishing a panel made up of the VP Finance, Resources and Operations, the VP Students, and the VP External, Legal and Community Relations to address complaints about noise in the area.

Support for Shifting Non-Market Housing to Acadia Neighbourhood



- If plans for Gage South were to change, opinion is divided regarding the idea of shifting the housing density to the Acadia neighbourhood, with 42% in support vs. 45% opposed.
- About half of all students, faculty and staff would support such a change, while just one-third of campus neighbourhood residents and one-quarter of UEL residents do so.

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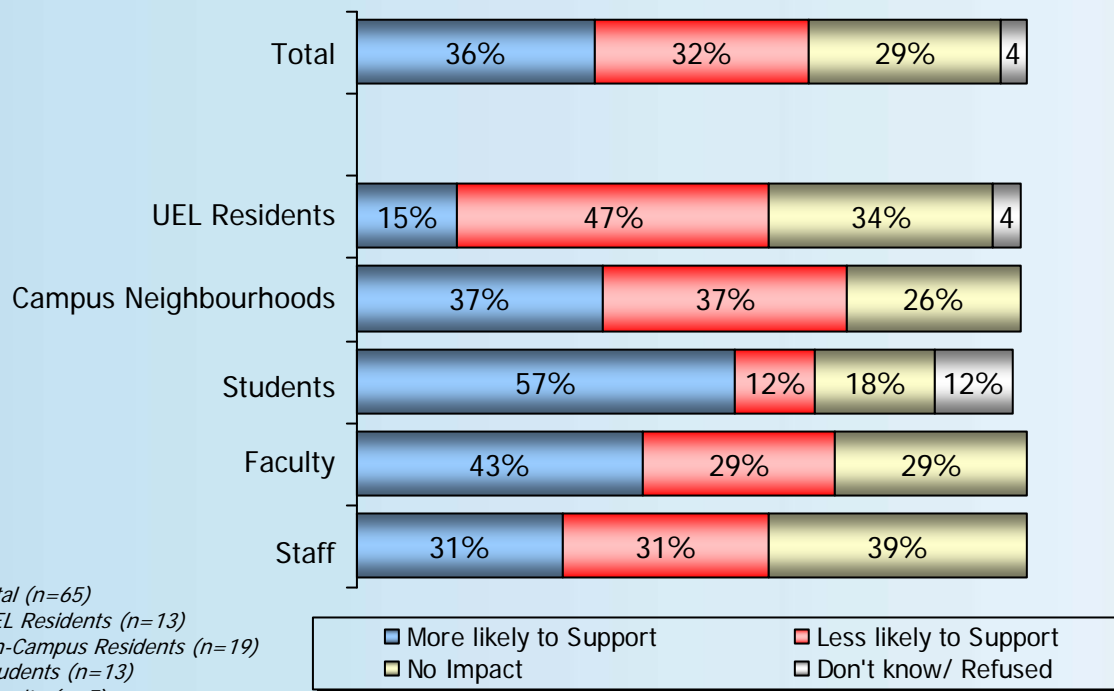
Q3. The UBC Land Use Plan states that if no housing is built in this area it may have to be built somewhere else on campus. If this is the case, would you support or oppose shifting the non-market rental housing for faculty, staff and students in the Gage South area over to the student and family housing area in the Acadia neighbourhood instead, even if it meant reducing the amount of student family housing in that area?

➤ Suggested Alternative Site for Non-Market Housing

	<u>Total</u> (306) %	<u>UEL Residents</u> (52) %	<u>Campus Residents</u> (69) %	<u>Students</u> (61) %	<u>Faculty</u> (60) %	<u>Staff</u> (64) %
Wesbrook Place Neighbourhood (south of W. 16 th bounded by Pacific Spirit Park & Marine Dr.)	16	23	12	7	13	25
Gage South Neighbourhood (between Student Union Blvd & the General Services & Admin. Bldg west of Wesbrook Mall)	16	7	20	20	18	13
Hawthorn Place (mid-campus south of Thunderbird Blvd)	12	13	7	18	7	14
South Campus Neighbourhood	9	21	13	1	3	5
North Campus Neighbourhood (north of NW Marine Dr & surrounded by Pacific Spirit Park)	5	-	6	-	8	9
East Campus Neighbourhood	4	4	6	3	5	2
Chancellor Place Neighbourhood	2	-	1	3	3	-
Hampton Place	2	-	-	5	2	2
University Boulevard Neighbourhood (between East Mall & West Mall)	1	-	-	-	3	-
Opposed to any further building on campus	<1	-	-	-	2	-
Don't Know	43	37	38	50	45	44

- Among those opposed to shifting the housing density to the Acadia neighbourhood, no clearly favoured alternative location is identified.
- A total of 16% suggests the Wesbrook Place neighbourhood, however the same proportion simply suggest Gage South as the appropriate location.
- About one-in-ten suggests a mid-campus location around Hawthorn Place, while 43% can think of no alternative.

➤ Impact of Potential Constraint on Endowment Revenue

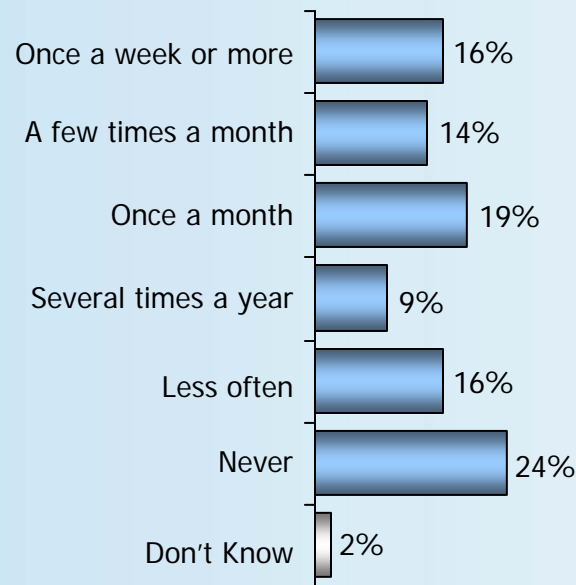


CAUTION: SMALL BASE SIZES

Q5. If no housing is built in the area this will also mean a loss of revenue to the University's endowment. Loss of revenue to the endowment could decrease available funding for such things as scholarships, research and new university buildings as well as the financing that will allow UBC to build more student housing in the future. Does this impact on endowment revenue make you more or less likely to support the building of non-market rental housing for faculty, staff and students in the Gage South area?

- Overall, response to the impact of potential constraint on endowment revenue, resulting from not building any housing, is somewhat divided; awareness of this effect makes about one-third more likely to support, one-third less likely, and a similar proportion that would feel no impact.
- Students are the most likely to be encouraged to support the housing as a result of such an outcome, while UEL residents are least likely.

➤ UEL Residents' Frequency of Using: The Diesel Bus Loop

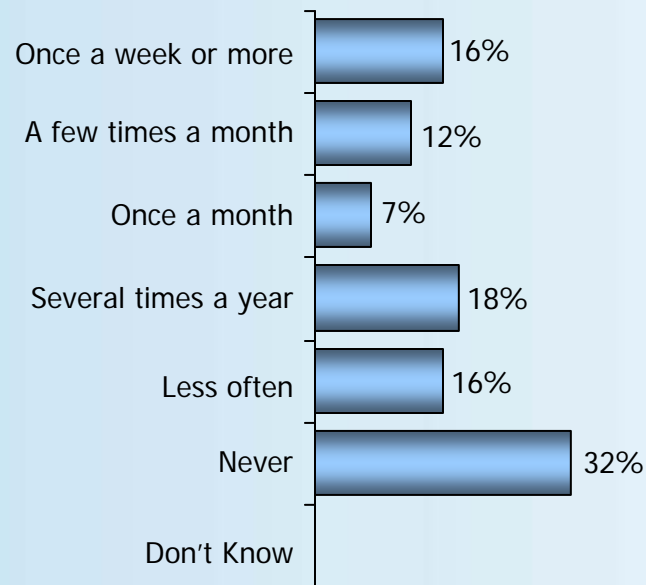


- On average, about half of all UEL residents claim to use the temporary diesel bus loop about once a month or more.
- One-quarter state they rarely use it (several times a year or less often), while a similar proportion claims never to have used it (24%).

Base: UEL Residents (n=84)

Q6A. How often if at all do you use the temporary diesel bus loop?

➤ UEL Residents' Frequency of Using: The Aquatic Centre

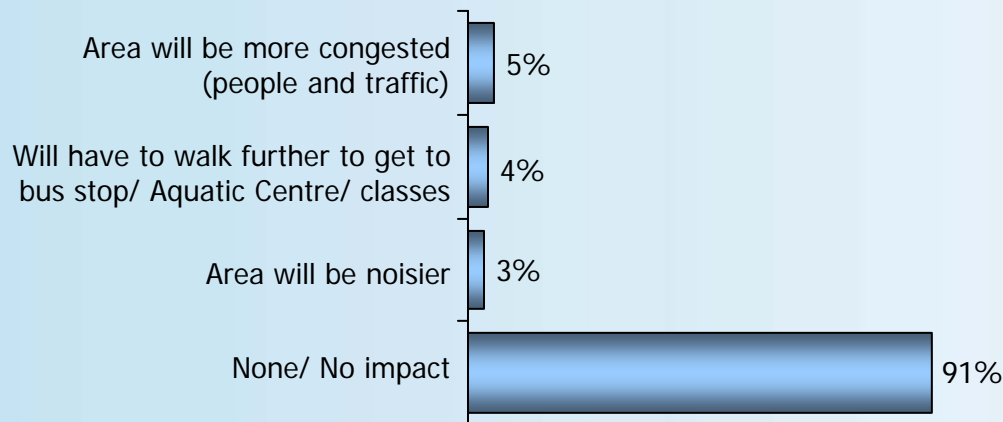


- About one-third of UEL residents currently makes use of the UBC Aquatic Centre once a month or more (35%).
- A similar proportion claims to use the Centre just a few times a year or less often (34%), while 32% have never used it.

Base: UEL Residents (n=84)

Q6B. How often if at all do you use the UBC Aquatic Centre?

➤ Perceived Impact of Upgraded Facilities to Gage South Area



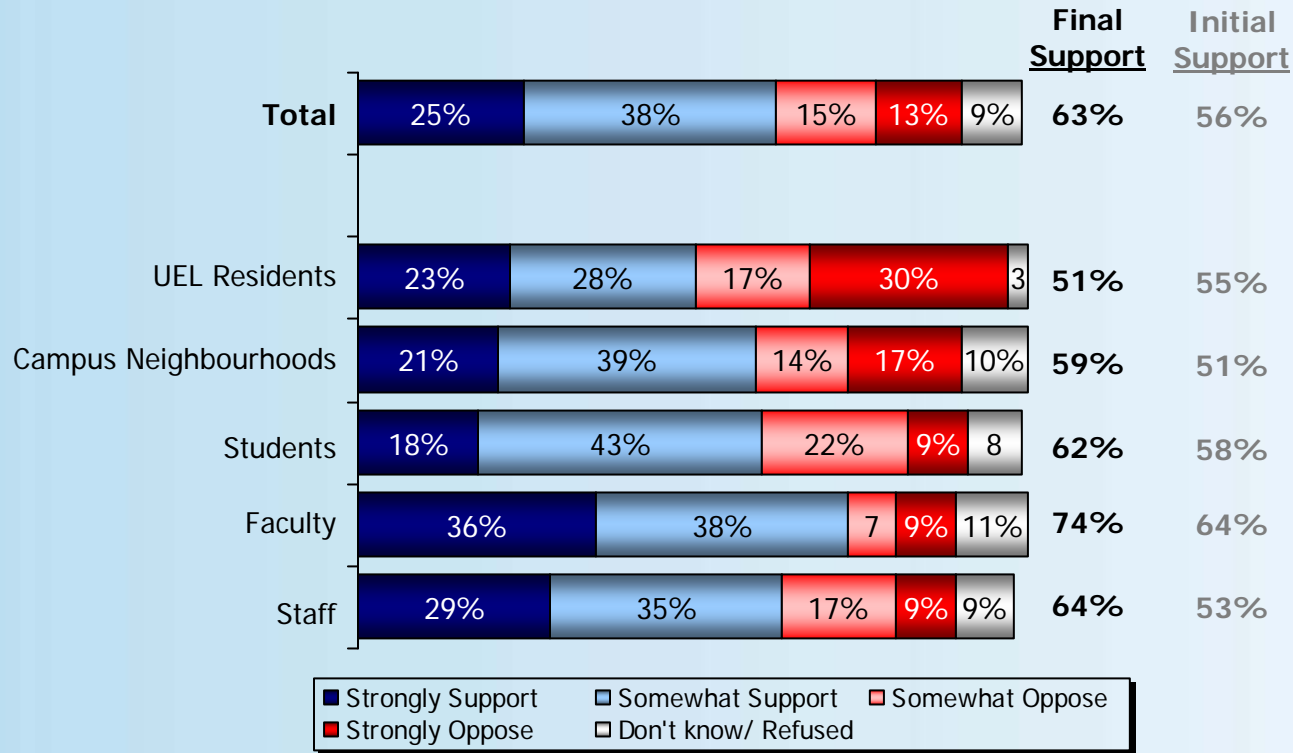
- The large majority of UEL residents believe the upgrading of the bus loop and Aquatic Centre facilities will have no impact on them.

Base: UEL Residents (n=84)

Q7. As you may or may not know the UBC Aquatic Centre and current temporary diesel bus loop are both to be replaced with upgraded facilities in the Gage South + Environs area. This area is located west of Wesbrook Mall and south of Student Union Boulevard.

What effect, if any, will locating these upgraded facilities in the Gage South + Environs area have on you?

Support for Building Non-Market Rental Housing at Gage South



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Q8. After everything you've heard today, please tell me once more if you support or oppose building non-market rental housing for faculty, staff and students in the Gage South area, where the temporary diesel bus loop is currently located? **PROBE:** Is that strongly or somewhat?

- Having heard various suggested measures for addressing noise concerns, possible alternative sites and the effects of not building any housing, overall support for building non-market rental housing at Gage South increases from just over half to more than six-in-ten.
- However, any change in the level of support found among individual segments is not significant at these sample sizes.



➤ Distribution of Interviews

	<u>UEL Residents</u> (84) %	<u>Campus Residents</u> (150) %	<u>Students</u> (155) %	<u>Faculty</u> (151) %	<u>Staff</u> (150) %
Gender					
Male	48	43	38	67	37
Female	52	57	62	33	63
Age					
18 – 24	18	7	70	-	2
25 – 34	15	7	23	28	20
35 – 44	12	14	6	34	32
45 – 54	27	21	1	25	29
55 – 64	12	11	1	12	16
65+	17	39	-	1	-
Refused	-	1	-	1	1
Household Income					
Less than \$64,000 p.a.	22	18	n/a	19	27
\$64,000 or more p.a.	68	64	n/a	75	67
Refused	10	18	n/a	7	7

➤ Distribution of Interviews

	<u>UEL Residents</u> (84) %	<u>Campus Residents</u> (150) %	<u>Students</u> (155) %	<u>Faculty</u> (151) %	<u>Staff</u> (150) %
Education					
Elementary School (Grades 1-7)	-	-	-	-	-
Some High School	2	1	-	-	-
Graduated High School	5	7	18	1	5
Vocational/ Technical/ College	7	7	-	1	11
Some University	10	7	47	-	7
Graduated University	38	37	25	9	44
Post Graduate	38	41	10	89	33
Refused	-	-	-	1	-
Family Status					
Single with no children at home	28	23	51	24	33
A couple with no children at home	27	40	12	22	25
A family with children at home (incl. single parent households)	45	37	38	52	41
Refused	-	-	-	2	-



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