

DATE: May 3, 2023
TO: Nick Snead & Fatima Taha
FROM: Scott Goodman, ECONorthwest
SUBJECT: Madras Open House Survey Results Memo

Survey Methodology and Information

To support the Housing Capacity Analysis and Housing Action Plan strategies, the City hosted a virtual Open House to both inform the community of work to date and gather feedback on proposed actions to address local housing needs. The following memorandum provides a summary of Open House survey responses.

For this virtual Open House, ECONorthwest embedded several surveys in a Microsoft “Sway”, an online open house tool, that included key information from Madras’s Housing Capacity Analysis and Housing Action Plan strategies. This virtual Open House ran from April 4 to May 1 and was available on the City website and through social media. The surveys embedded in the virtual Open House asked the following questions:

- What are your current housing circumstances? (type of housing, rent vs. own)
- What housing issues are you most concerned with in Madras?
- What concerns you most about development of new housing types in Madras?
- How should Madras prioritize its housing policies?
- Do you have any other comments about housing in Madras?

The maximum number of responses for any one of the questions was 15 and the minimum number of responses was 1 (for the last question regarding additional comments). The Open House and surveys were available in English and Spanish; all were completed in English and zero were completed in Spanish.

Survey Respondent Housing Circumstances

We asked survey respondents about their current housing circumstances, including the type of housing they live in and whether they rent or own. Exhibit 1 shows that most survey respondents—80 percent— live in a single dwelling detached home. The remainder of participants were split among manufactured housing, single family attached/townhome housing, and plexes. No survey respondents indicated they lived in multifamily, ADUs, or “Other” types of housing.

Exhibit 1. Housing Types that Survey Respondents Live In

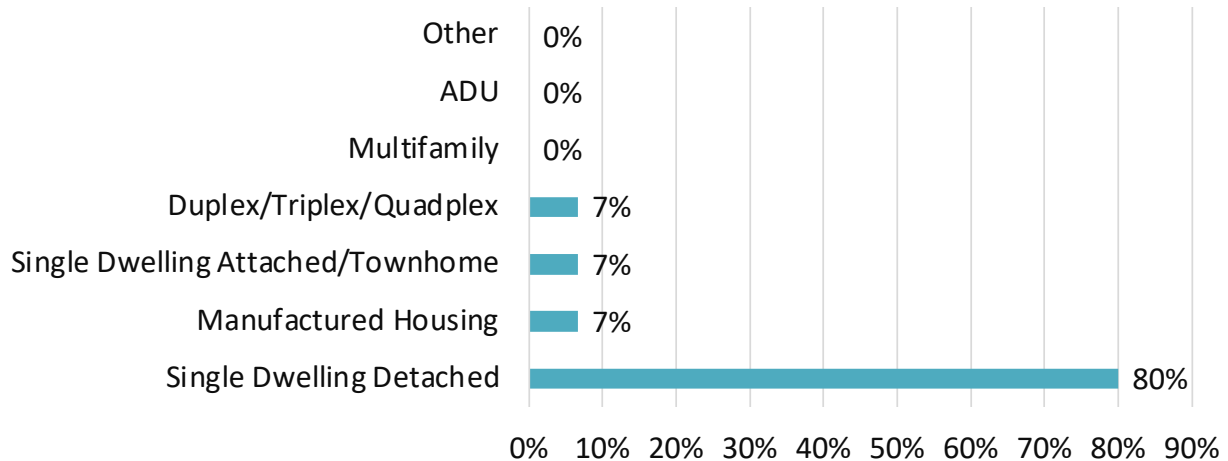
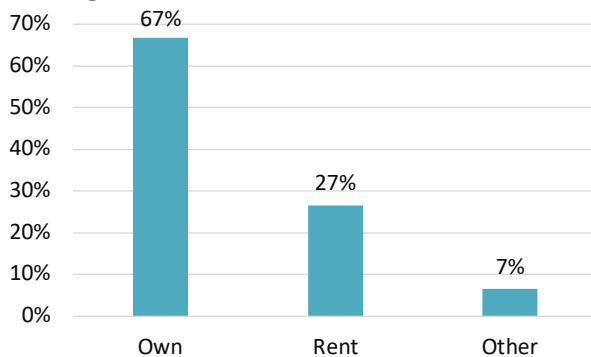


Exhibit 2. Percent of Respondents who Rent vs. Own Their Housing.

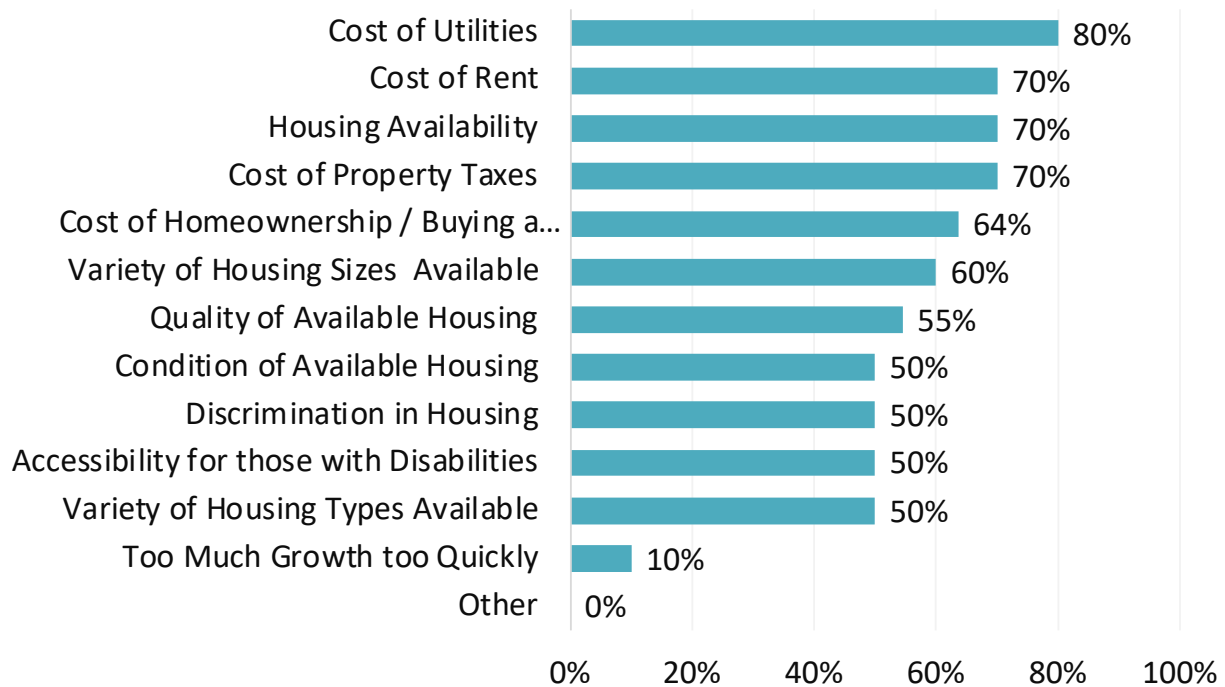


Given that most respondents indicated they live in single family detached housing, it is not surprising that most respondents also own their homes. While 67 percent own their homes, 27 percent rent and seven percent neither own nor rent housing (see Exhibit 2)

Concerns about Housing Issues in Madras

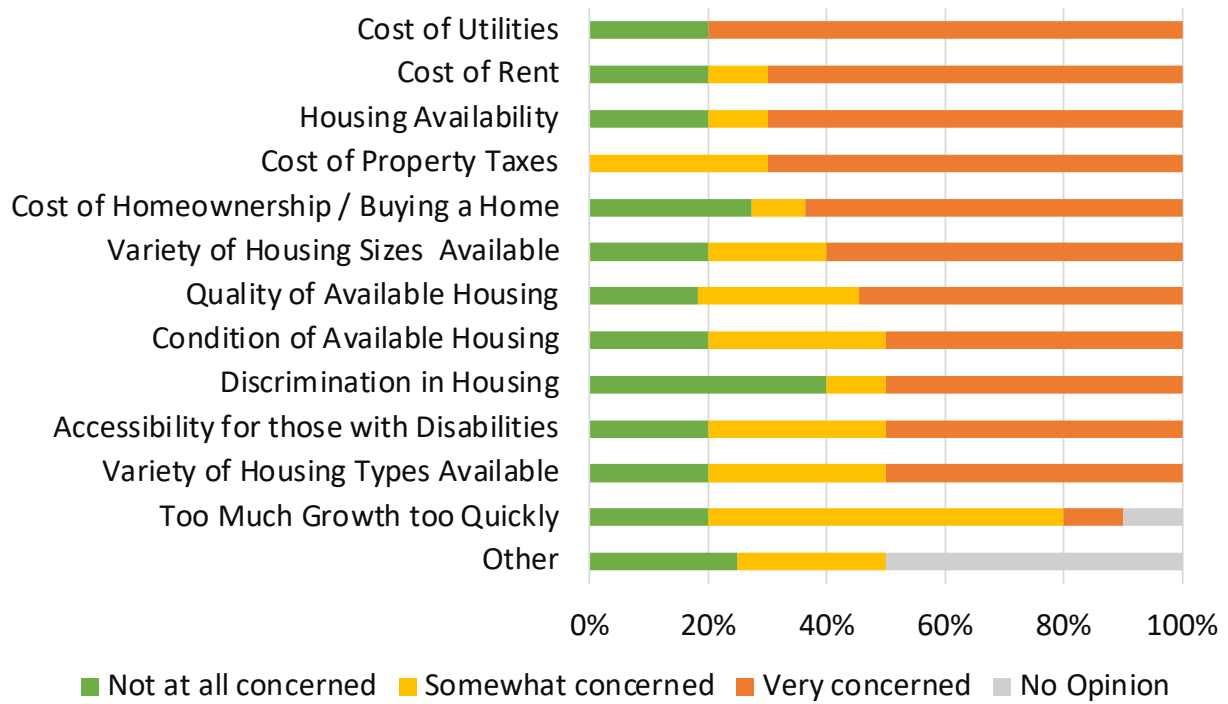
When asked to choose the level of concern they had about several housing issues, 80 percent of respondents indicated that they were very concerned about the cost of utilities (see Exhibit 3). Following utility costs, the cost of rent, housing availability, and the cost of property taxes were tied for the second highest concerns. Over 50 percent of respondents selected “very concerned” for each of the twelve housing issues listed (excluding the “Other” category).

Exhibit 3. Percent of respondents “very concerned” about different housing issues in Madras.



A majority of respondents were at least “somewhat concerned” about most potential housing issues. Aside from “other”, a majority of respondents were either somewhat or very concerned about every housing issue listed in **Error! Not a valid bookmark self-reference.**

Exhibit 4. Level of Concern for Housing Issues in Madras



When survey takers were asked to provide any other comments, the only additional comment provided was related to a perceived waste in city spending and concern of government accountability.

Concerns about Housing Types in Madras

The survey also asked respondents to identify what concerns them most about development of different housing types in Madras. Affordability was the most common concern across all housing development types.¹

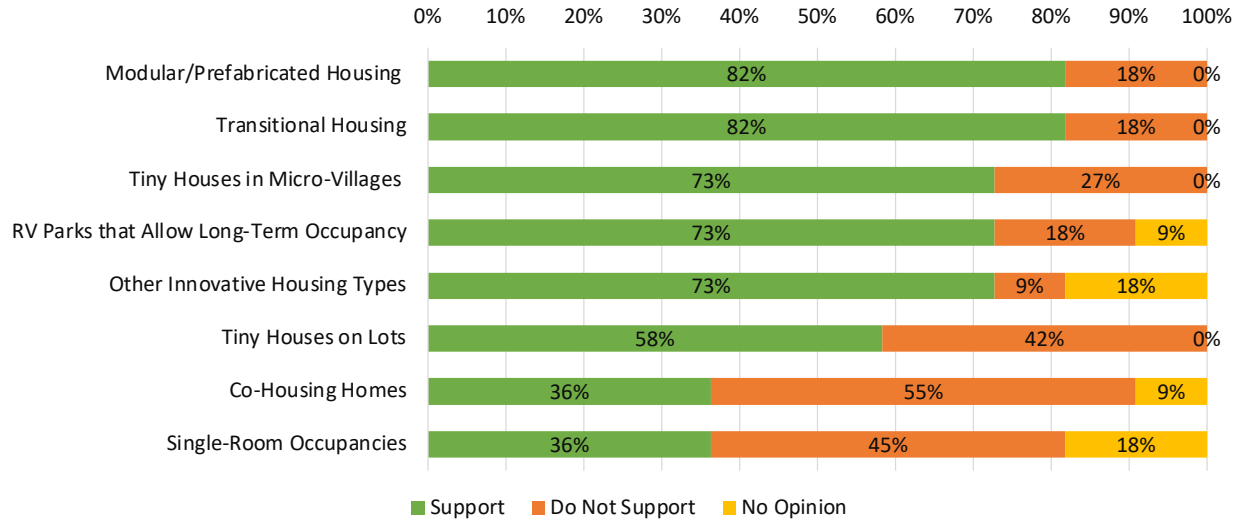
Exhibit 5. Concerns about Development of Different Housing Types

Concern	Single Family Detached	Single Family Attached/Townhomes	Cottage Housing	Duplexes, Triplexes, Quadplexes	Multifamily (5+ Units)	Mixed Use
Affordability	53%	47%	47%	53%	47%	40%
Existing Neighborhood Compatibility	7%	7%	13%	13%	13%	20%
No Concerns	13%	13%	13%	13%	13%	13%
Parking (Not Enough)	0%	7%	7%	13%	13%	13%
Building Design	7%	7%	7%	7%	7%	7%
Too Many in an Area	7%	7%	7%	7%	7%	7%
Too Few in an Area	0%	13%	0%	0%	0%	7%
Parking (Too Much)	0%	0%	0%	0%	0%	0%

Respondents indicated support for a number of other housing types listed in Exhibit 6. Of these additional housing types, transitional housing and modular/prefabricated housing received the highest level of support, at 82 percent, followed by tiny houses in micro-villages, RV parks that allow long-term occupancy, and other innovative housing types, at 73 percent. The relatively high degree of support for “other innovative housing types” suggests that there may be even more creativity left to explore. A majority of respondents indicated they did not support co-housing homes (55 percent) and 45 percent did not support single-room occupancy housing, although for both of these categories there was also significant support of these same housing types.

¹ Respondents could select more than more concern for each housing type.

Exhibit 6. Other Housing Types that Respondents Support



Housing Priorities in Madras

The survey asked participants to rank 6 different housing solutions from lowest priority to highest priority. Two housing solutions received a ranking of “highest priority” from over 50% of survey respondents. The top two highest priority housing solutions are highlighted in green in Table 1 and include:

- Pursue land banking to help develop low- and moderate-income housing.
- Adopt rental housing maintenance code.

Exhibit 7 shows the same data, but with the percentage of respondents who selected “lowest” and “medium priority” for each of the 6 housing solutions.

Table 1. Percent of Respondents that Ranked Different Housing Solutions as the Highest Priority

Description	Highest Priority
Pursue land banking to help develop low- and moderate-income housing.	56%
Adopt rental housing maintenance code.	56%
Pursue land assembly to help develop low- and moderate-income housing.	40%
Develop transitional and supported housing for Veterans.	33%
Develop a homeownership improvement fund to support the maintenance of existing low-income owner-occupied housing	33%
Develop a strategic marketing plan for workforce housing.	25%

Exhibit 7. Respondent Rankings of 6 Housing Solutions.

