



UC Berkeley | People's Park Project

Table of Contents

Background and Methodology

Key Findings

Student Housing

People's Park

Project Support

Student Group Profiles

Appendix

1

Background & Methodology

Background & Methodology

The following are the preliminary researching findings of a multi-wave, longitudinal study performed by Qualtrics to analyze the overall sentiment surrounding the People’s Park Project among UC Berkeley students.

This study was designed to collect 1,250 responses from a representative random sample of 5000 students with the expectation of a 25% response rate in order to maintain a 99% confidence level. It was fielded between the dates of September 1st and September 15th, 2021, collecting a total of 1,658 total responses, far surpassing our intended response count and thus achieved a 33% response rate and maintaining a 99% confidence level with 3% margin of error.



Sample Frame

- This survey was performed using random sampling for an amount of students that represents the UC Berkeley student body (n=41,910).



Key Research Questions

- How aware are students of the People's Park project and its various components?
- How strongly do students feel about the components of the project?
- How aware are students of the current housing crisis and what do they know and believe (attitudes) regarding new housing for students and supportive housing for the unhoused on the People’s Park site?



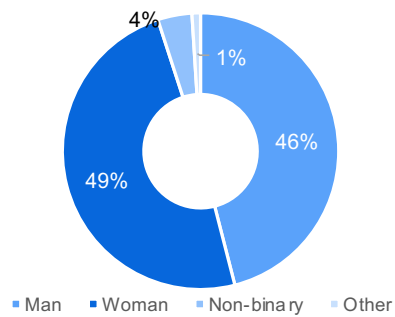
Survey Design

Housing	7 Questions
People's Park & Project Awareness	5 Questions
Unaided Familiarity & Support	4 Questions
Aided Support & Concerns	3 Questions
Demographics	3 Questions

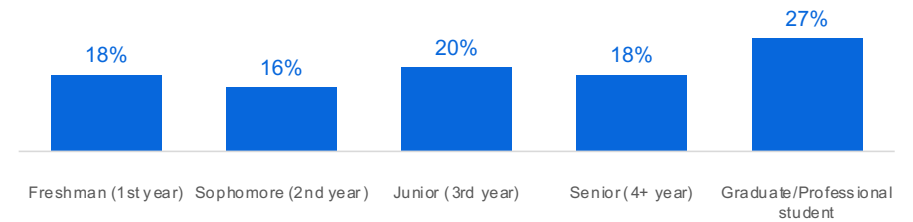
Sample Statistics

Students were randomly selected to participate in this research in order to accurately represent the overall sentiment of the UC Berkeley student body.

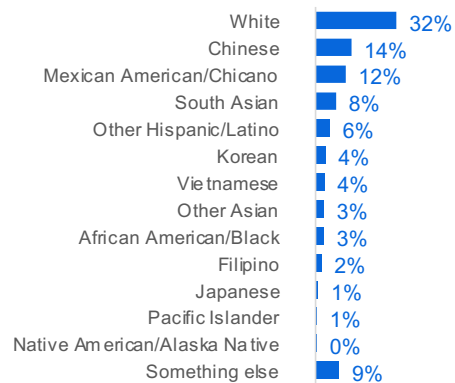
Gender



Year



Ethnicity



2

Key Findings

Key Findings



STUDENT HOUSING

Most students are aware of the student housing crisis, with nearly a third of respondents ranking student housing as the top priority for the university. 85% of students share that it's important for UC Berkeley to provide more student housing.



PEOPLE'S PARK

People's Park has a high level of awareness and usage, but nearly all only use the park to walk through. The People's Park Project is the most widely know project on campus. Of those who know about the project, 61% consider themselves somewhat/very familiar.



PRE-EXPOSURE RESPONSES

Prior to exposing respondents to the basic project information, 56% stated that they support the People's Park project. Across those who support and oppose the project, the largest concern is the removal of living space for unhoused residents of Berkeley.



POST-EXPOSURE RESPONSES

Post-exposure to basic information about the People's Park project, support increases 8%, reaching 64%. The level of concern also decrease, with the #1 concern of removing living space for unhoused residents dropping 5%. The project elements garnering the strongest level of support are the addition of green/ open space and more undergraduate student housing.

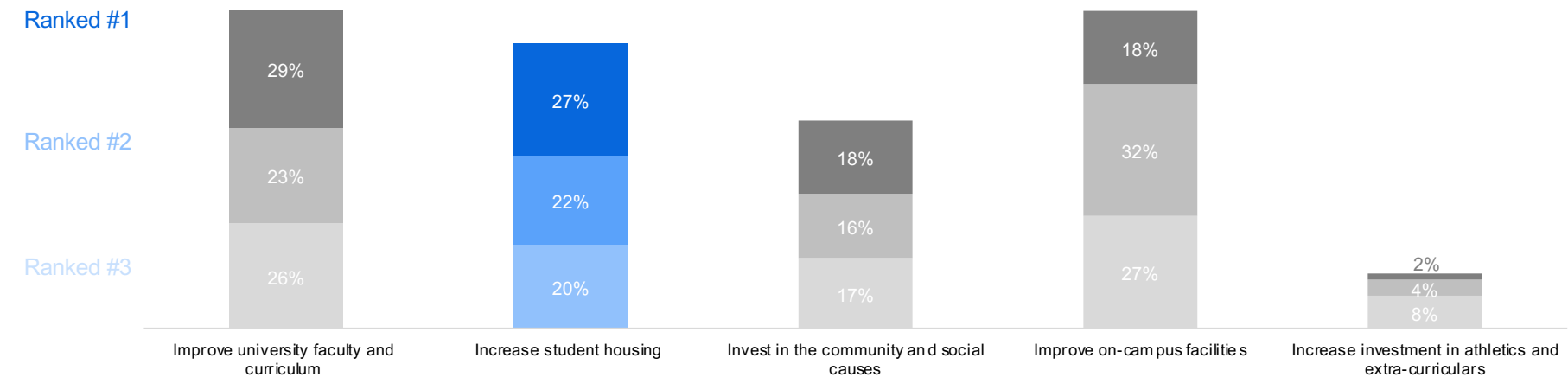
3

Student Housing

Importance of Student Housing

When it comes to ranking priorities, improving University faculty and curriculum was most frequently ranked #1 by respondents, followed by increasing student housing. Of note, 85% feel that providing more student housing is somewhat/ very important to them.

Rank of Priorities



Student Housing Importance



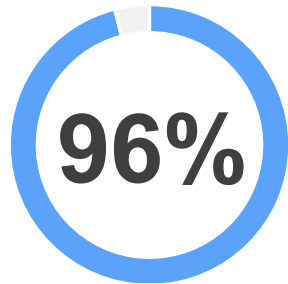
4

People's Park

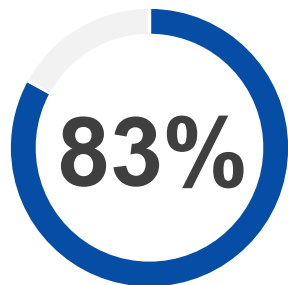
People's Park Awareness and Usage

Almost all respondents are aware of People's Park, with 83% stating that they have visited or at least seen the park before. When asked what they were doing when they visited the park, almost all said that they were walking past or through it.

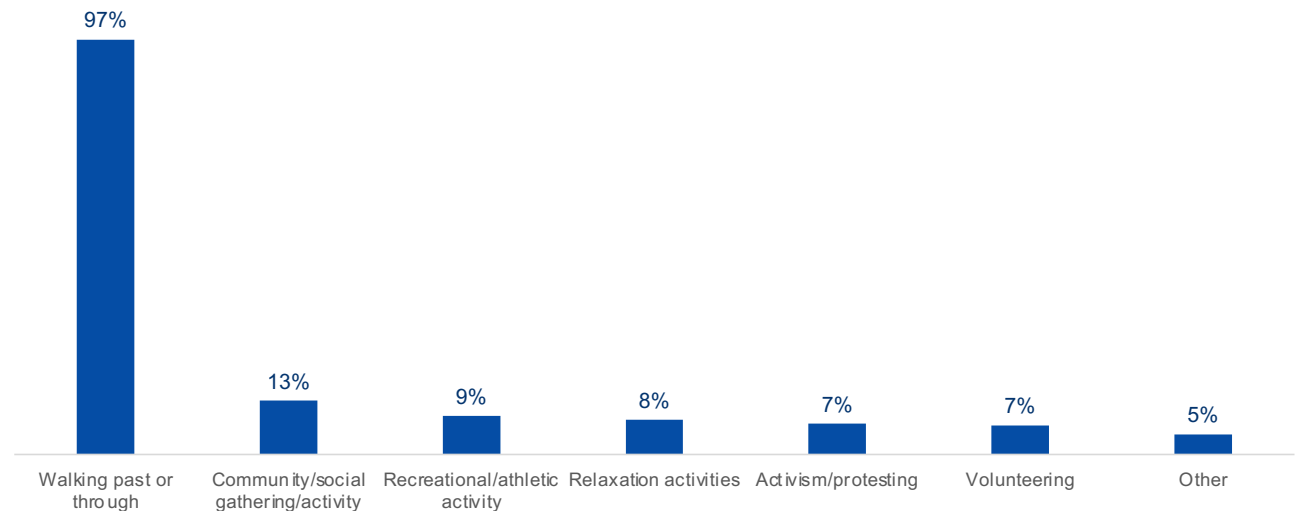
Aware of People's Park



Visited People's Park

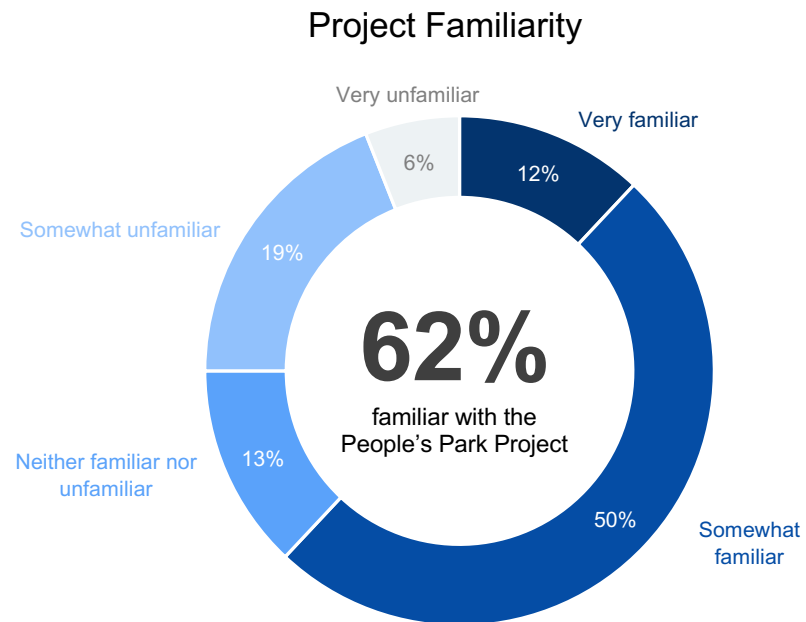
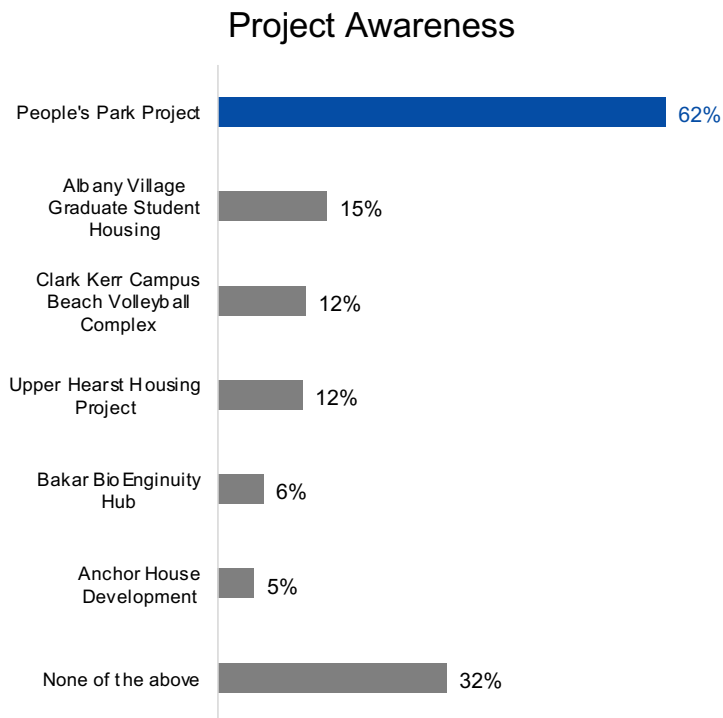


People's Park Usage



Project Awareness and Familiarity

More than half (62%) of respondents are aware of the People's Park project, making it the most widely known about campus project at Berkeley. When it comes to familiarity, 62% say they are somewhat/very familiar.

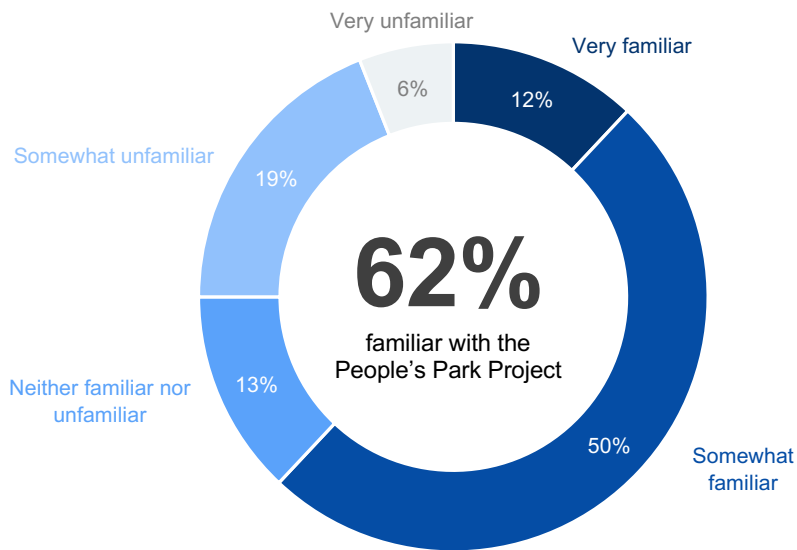


Project Familiarity & Support

Pre-Exposure

Of those who believed they were familiar with the project before being exposed to basic project details, 56% stated that they were in support of the project. Of those who were not familiar before being exposed to basic project details, 52% were in support of the project.

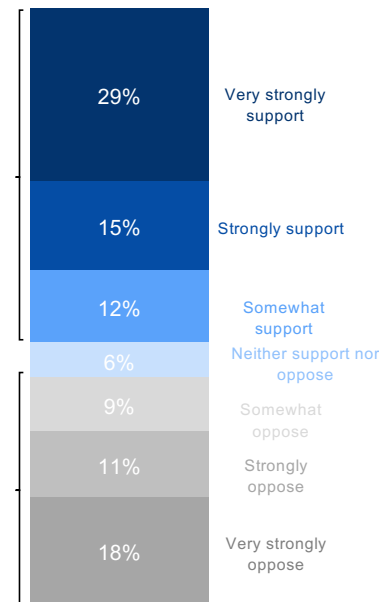
Project Familiarity



Support Level of those T2B Familiar

56%
Support the project

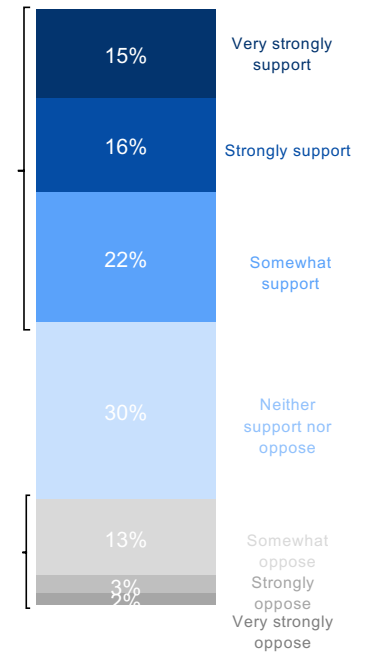
38%
Oppose the project



Support Level of those B2B Unfamiliar

52%
Support the project

18%
Oppose the project



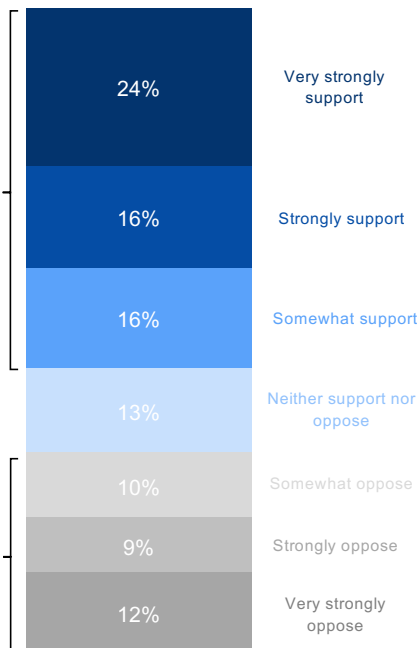
Initial Support of Those Already Aware

Pre-Exposure

56% of the respondents who believed they were already aware of the People's Park project elements, support it. Among those supporters, the strongest concern is about removing space for unhoused people. The 31% who oppose overall have a much higher level of concern, with 9-in-10 stating their concern related to the removal of space for unhoused people.

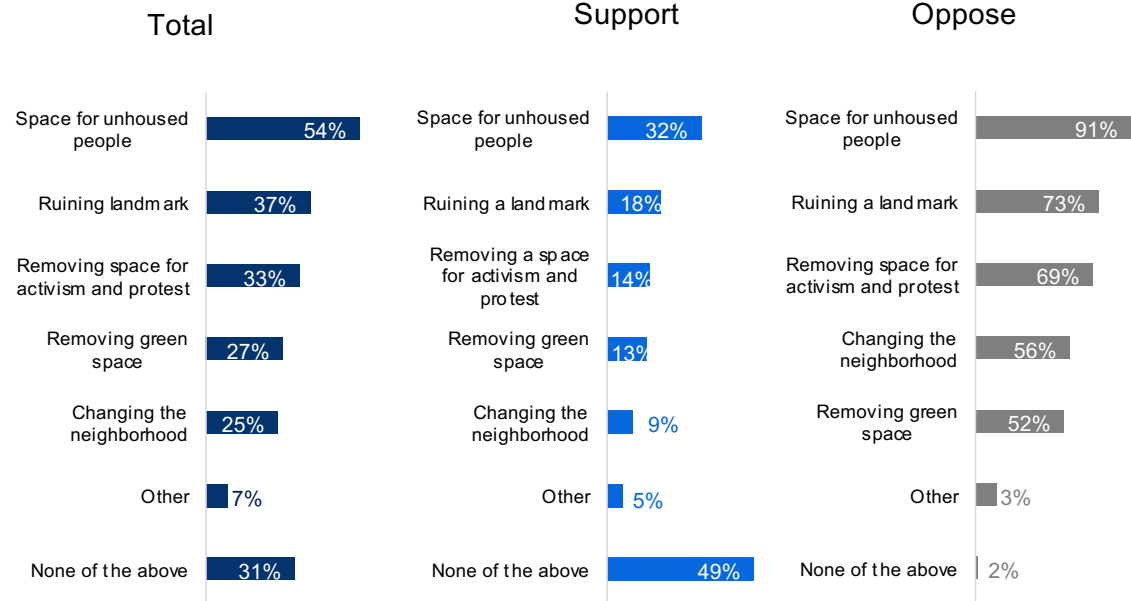
Support Level

56%
Support the project



31%
Oppose the project

Concerns



Respondent Project Information

The following information is what respondents were provided with during the survey to set the same level of understanding for each respondent before asking their level of support for the project. This information appeared word for word in the survey.

To address the on-going student housing crisis and continue supporting our unhoused community, the University is planning to re-develop People's Park to include the following:

- *Undergraduate student housing*
- *Supportive housing for un-housed people and lower-income residents*
- *Continuation of onsite social services support*
- *Green/open space*
- *Commemoration of the legacy of People's Park*

Support Post Exposure

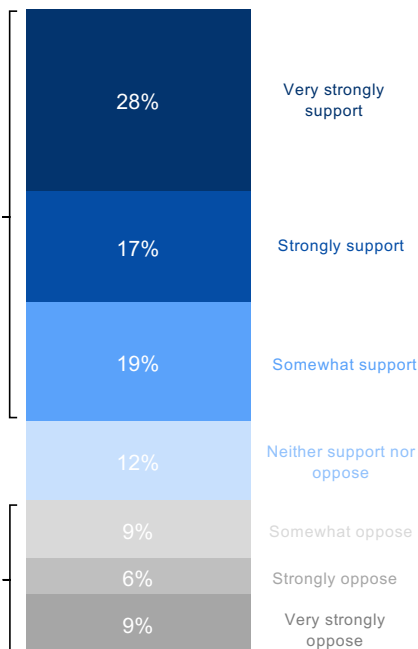
Post-Exposure

After being provided with a basic, neutral description of the project's elements, 64% of all respondents support the People's Park project. The strongest concern is that Berkeley would be removing space for unhoused people which is the largest concern across all levels of support.

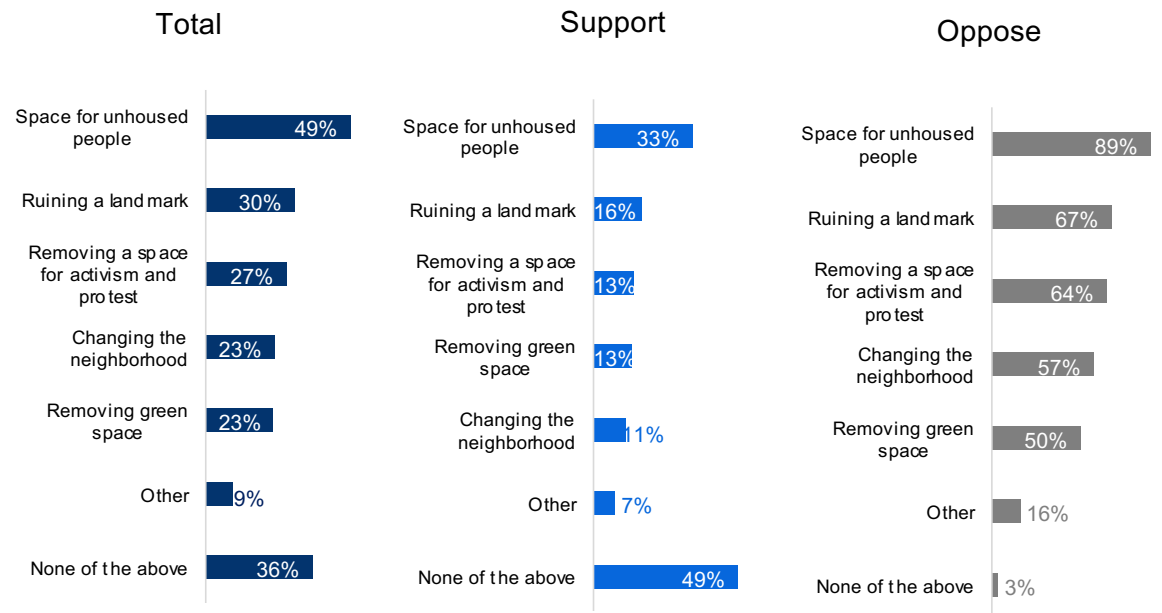
Support Level

64%
Support the project

24%
Oppose the project



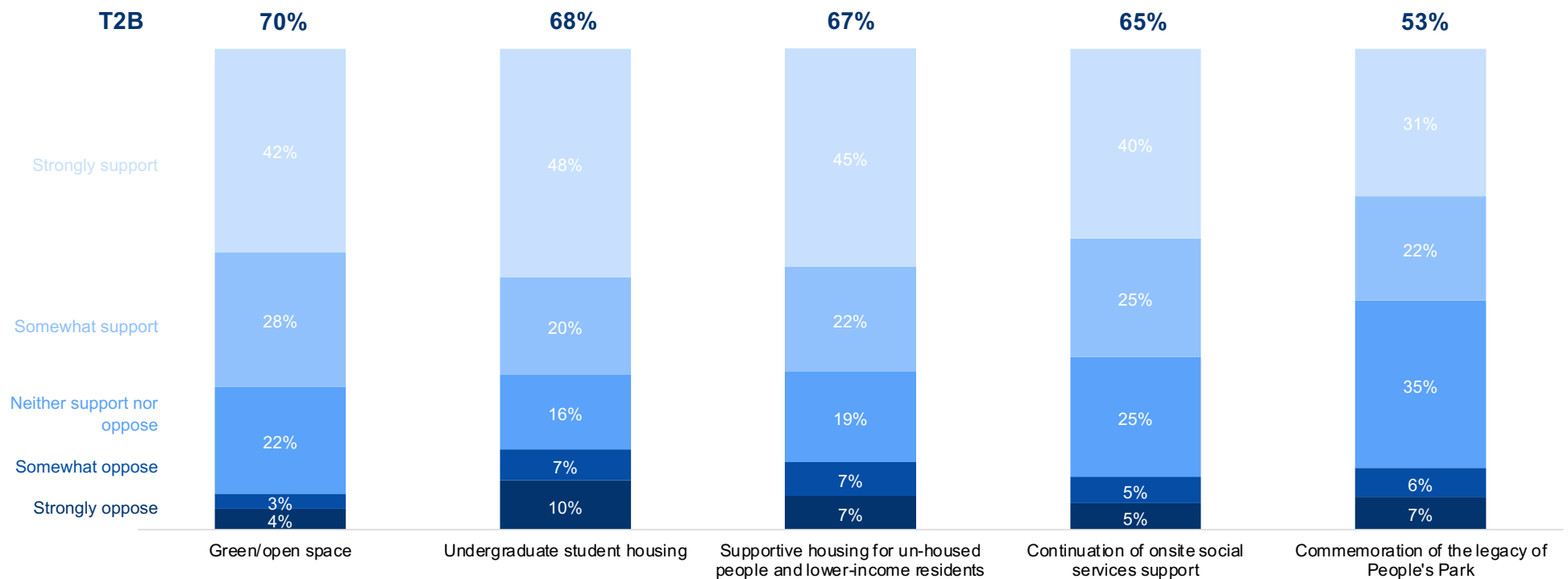
Concerns



Project Element Specific Support

Post exposure to the information shown on slide 16, respondents are asked their general support level for the project, followed by their support level for each element of the project. 70% indicated that they support the green/open space aspect of the project, garnering the strongest level of support out of all project elements mentioned.

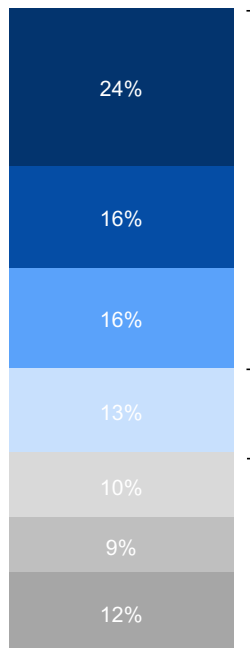
Post-Exposure



Support Shift

After the project information was given to respondents, support rose by 8% and opposition decreased by 7%. This pattern is also seen through a drop in level of concern surrounding the project.

Pre-Project Info



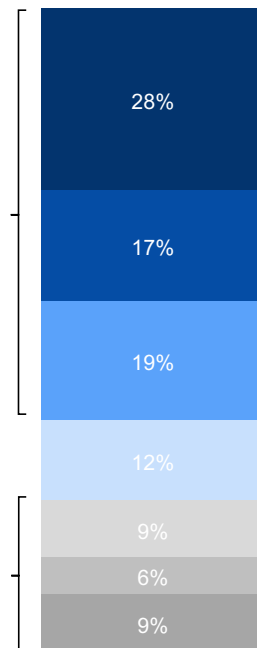
56%
Support the project

31%
Oppose the project

+8%

-7%

Post Project Info



64%
Support the project

24%
Oppose the project

Very strongly support

Strongly support

Somewhat support

Neither support nor oppose

Somewhat oppose

Strongly oppose

Very strongly oppose

% Drop in Concern Level

-5%

Taking away space for the unhoused

-7%

Ruining a historical landmark

-6%

Removing a space to express activism and protest

-2%

Changing the character of the neighborhood

-4%

Removing green space for students and residents

+5%

None

Familiarity

Pre-Exposure

While many know that increasing student housing is a priority, an equal amount were not aware that retaining open space and commemorating the parks history are project goals as well. Only 4% of respondents were able to correctly identify all 4 of the project's goals.

91%

selected one or more of the project goals

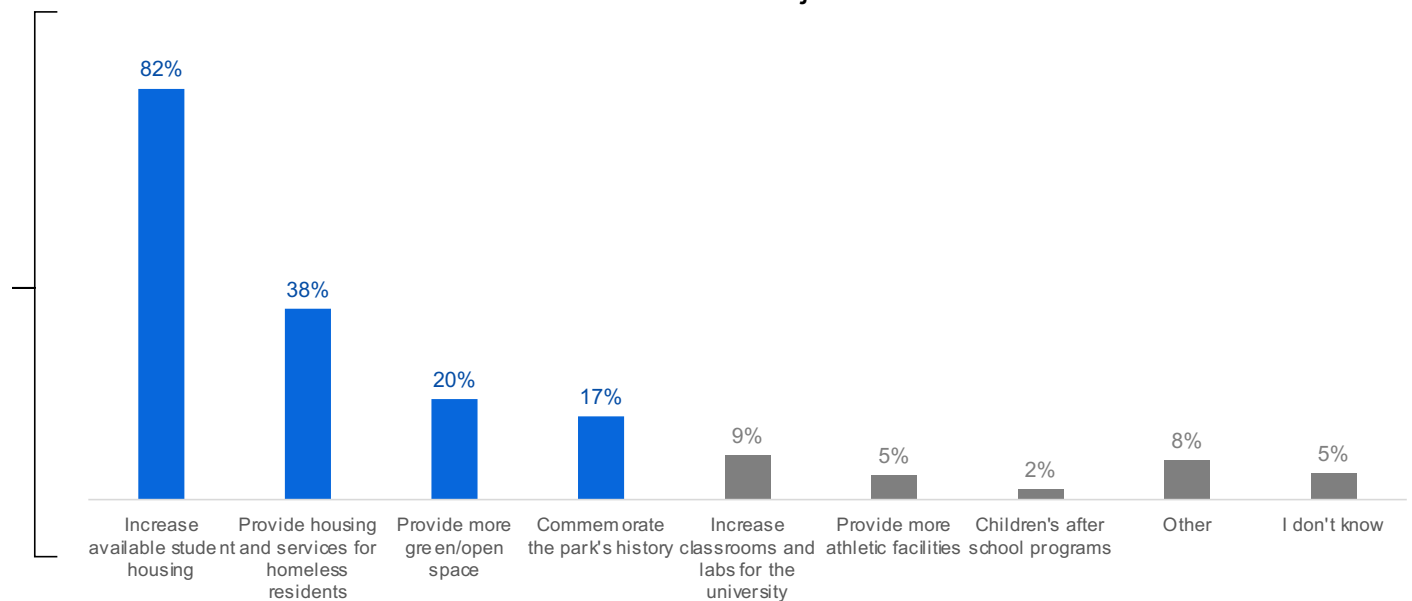
5%

selected all of the project goals

4%

selected only the project goals

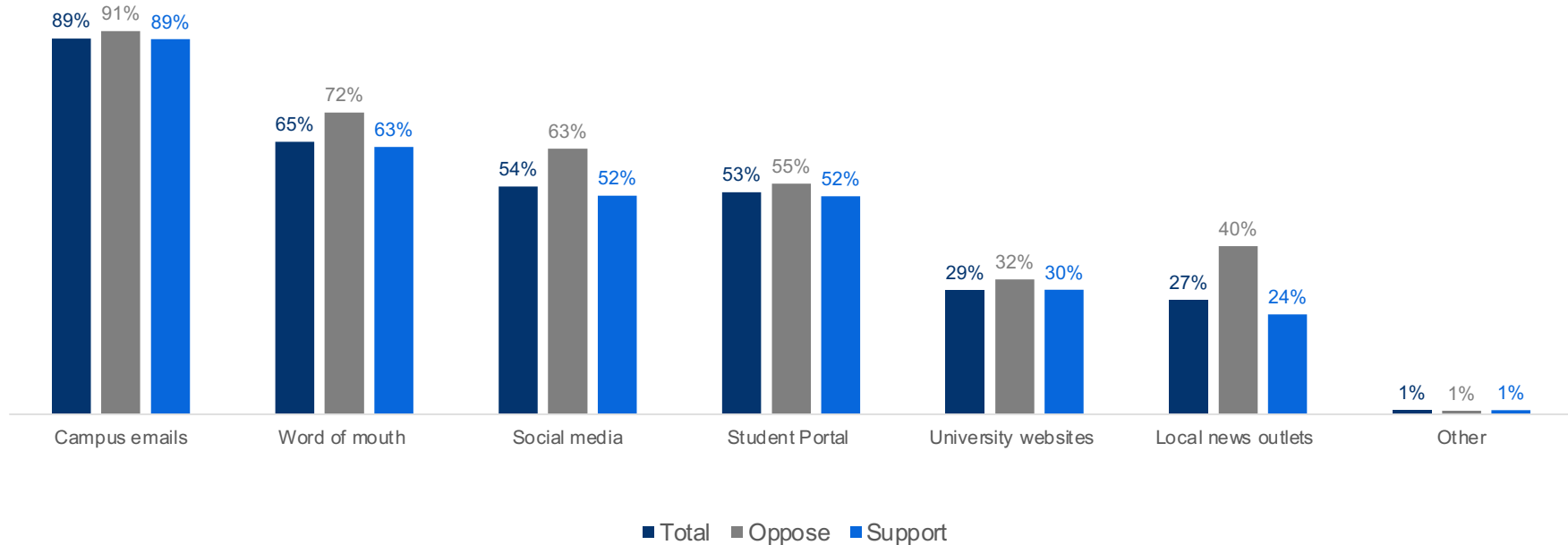
Perceived Project Goals



Project goals are labeled in blue.

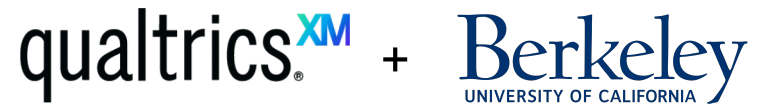
Resources

Looking at the total population, those who support the project, and those who oppose the project, the resource used most frequently for updates and news about UC Berkeley is campus emails.



4

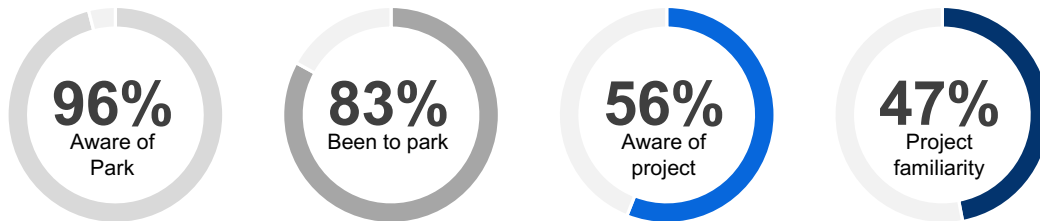
Student Group Profiles



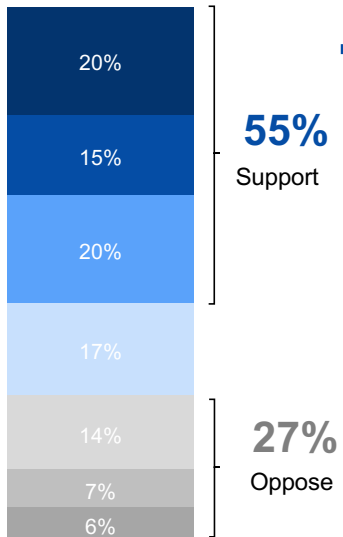
Student School Years

Freshman

After receiving project information, freshmen greatly improve their support for the project.



Pre-Project Info



+11%

55% Support

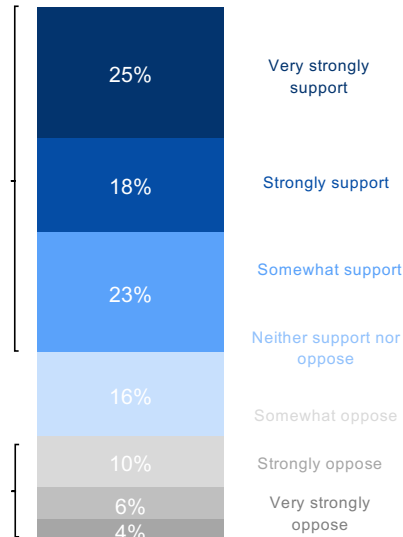
66% Support

-7%

27% Oppose

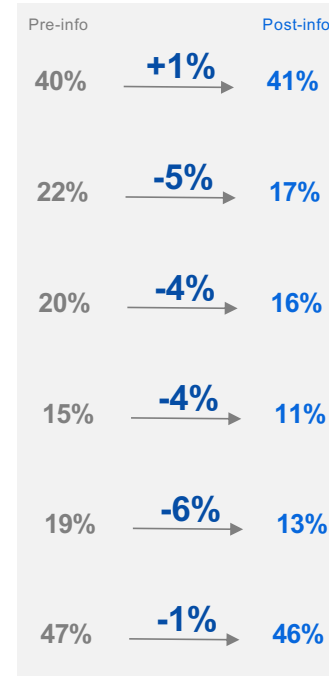
20% Oppose

Post Project Info

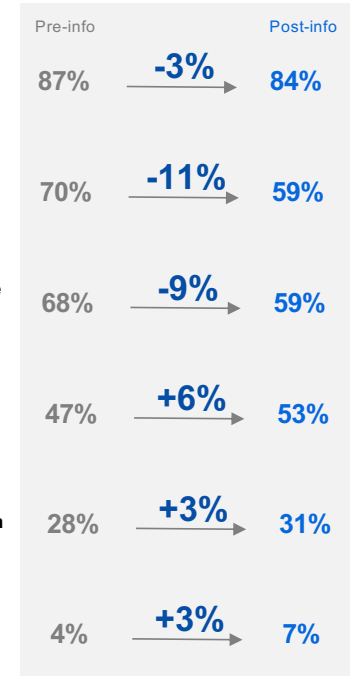


% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

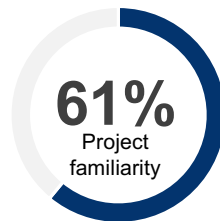
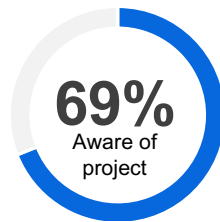
Changing the neighborhood

Removing green space

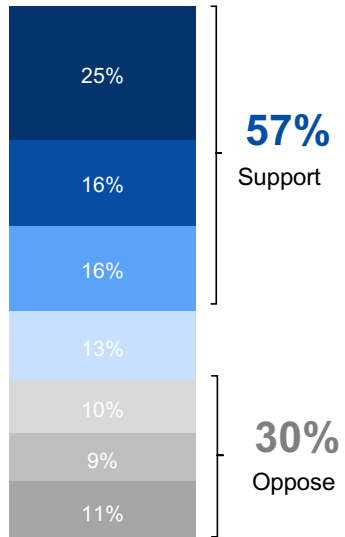
None

Sophomore

Sophomores see a decrease in opposition and concerns about the project after being given project information.

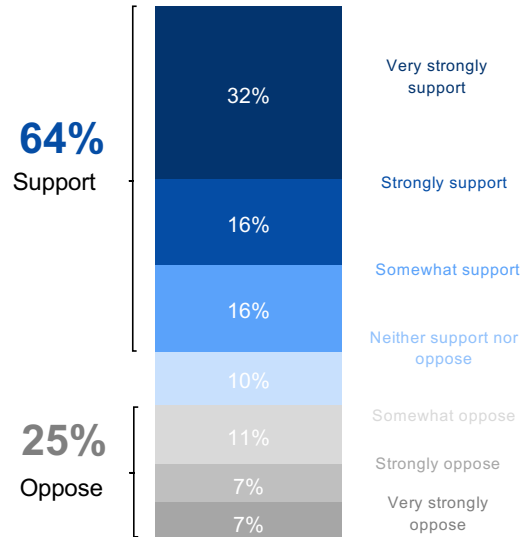


Pre-Project Info



+7%

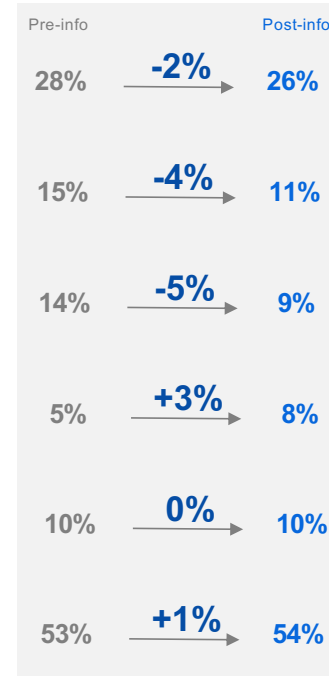
Post Project Info



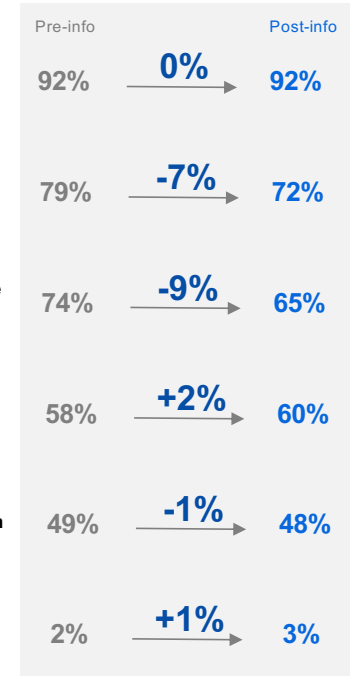
-5%

% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

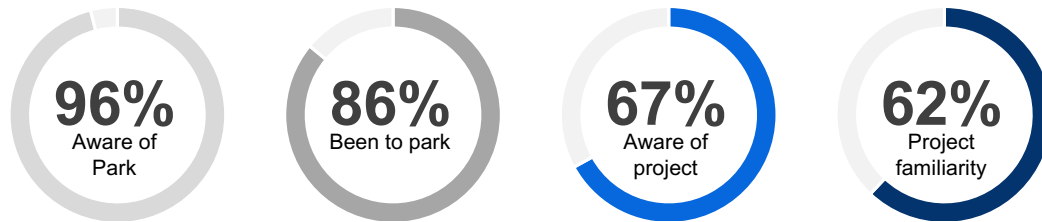
Changing the neighborhood

Removing green space

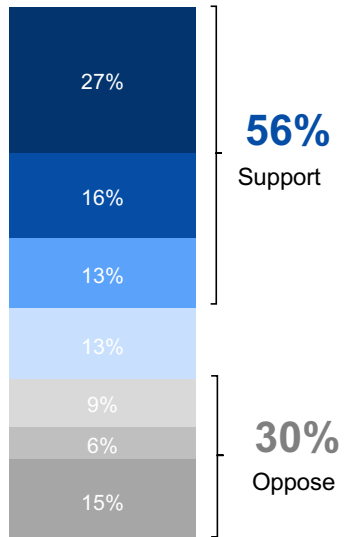
None

Junior

While support increases for the project after receiving information; concerns about changing the neighborhood also increase among juniors after receiving project information.

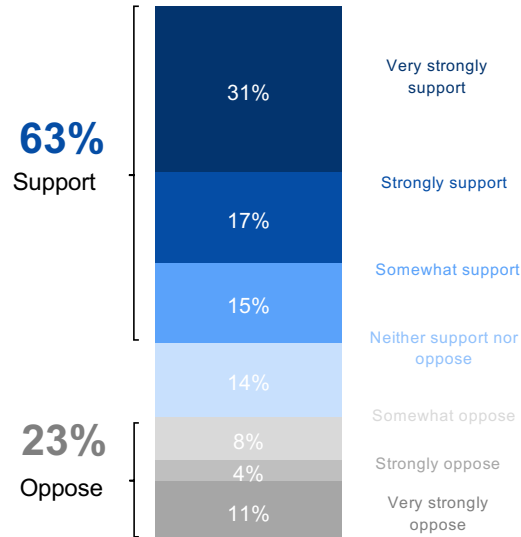


Pre-Project Info



+8%

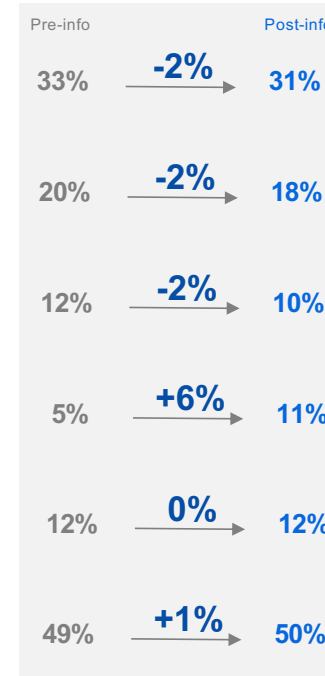
Post Project Info



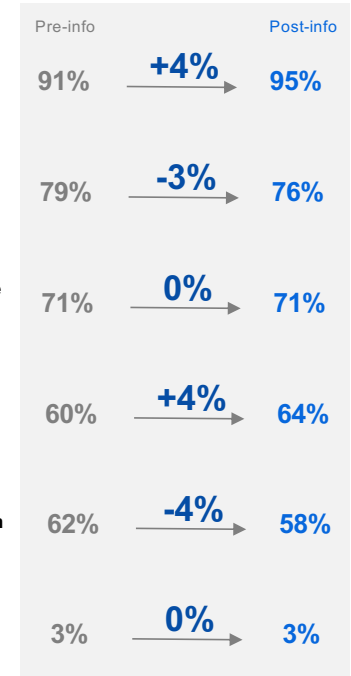
-7%

% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

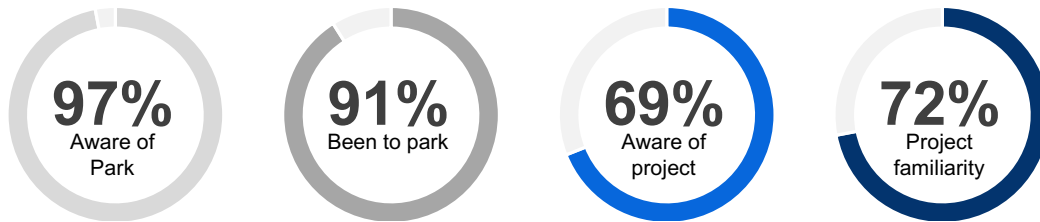
Changing the neighborhood

Removing green space

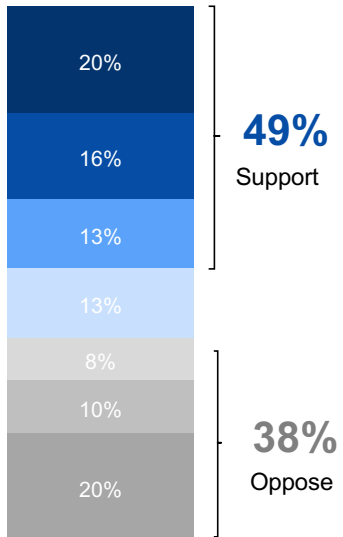
None

Senior

Nearly all seniors have been to the People’s Park. The senior student group has the lowest pre-information support but the highest shift after receiving information about the project.

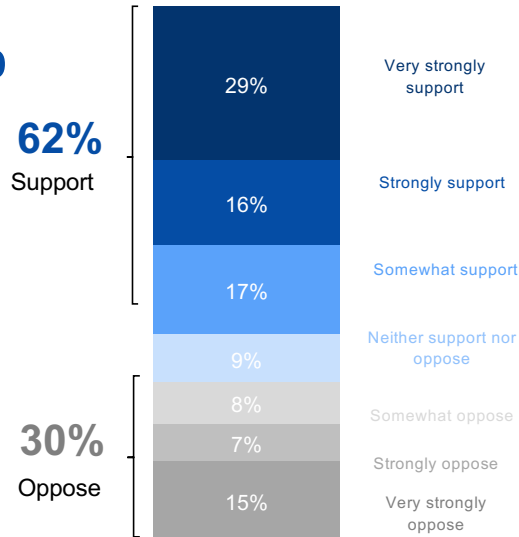


Pre-Project Info



+13%

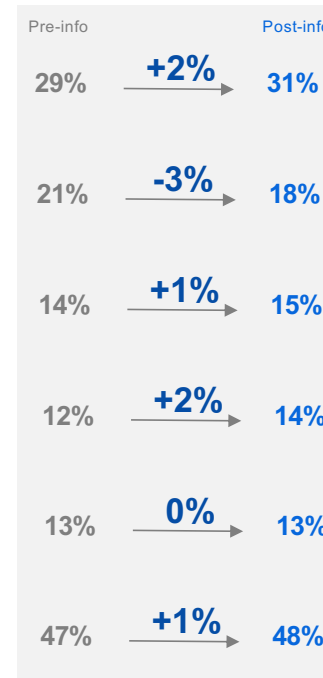
Post Project Info



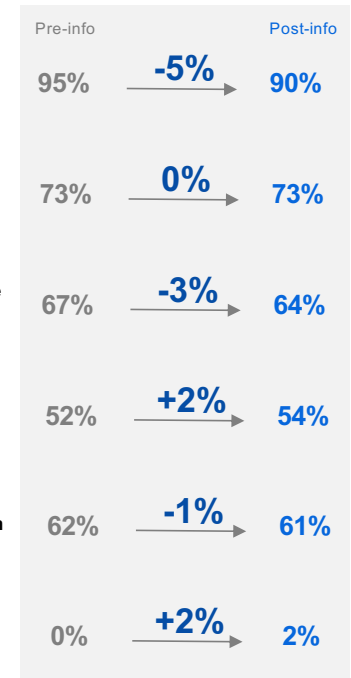
-8%

% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

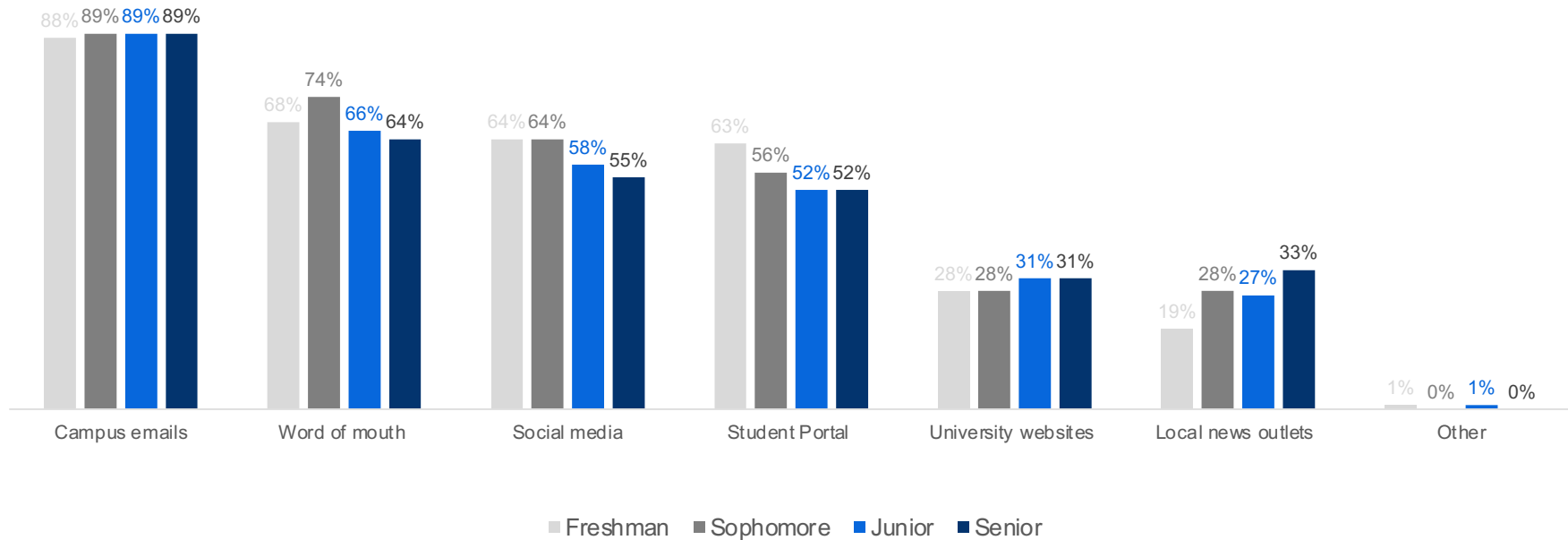
Changing the neighborhood

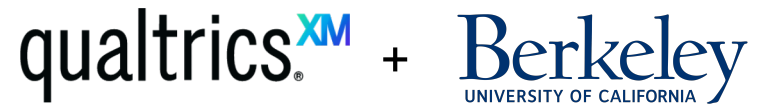
Removing green space

None

Resources

Freshmen are more likely to use the student portal for information while seniors tend to look at local news outlets more than other student groups. Campus emails are the most popular channel for campus information for all groups.

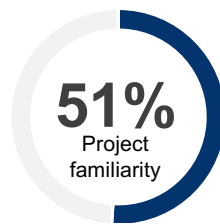
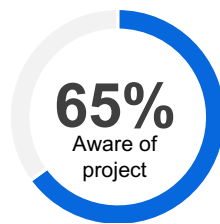




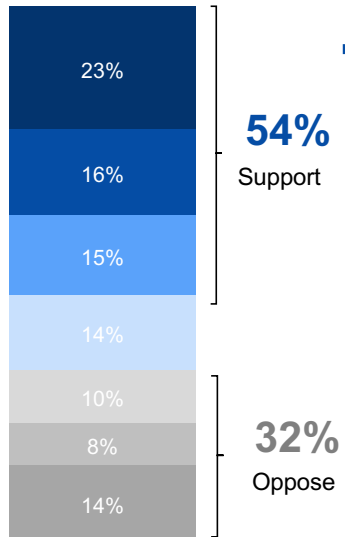
Student Status

Undergraduate Students

Concern levels among undergrads decreases after learning more about the project. The only increase in concern is seen among those who initially opposed; who worry about the project changing the neighborhood.

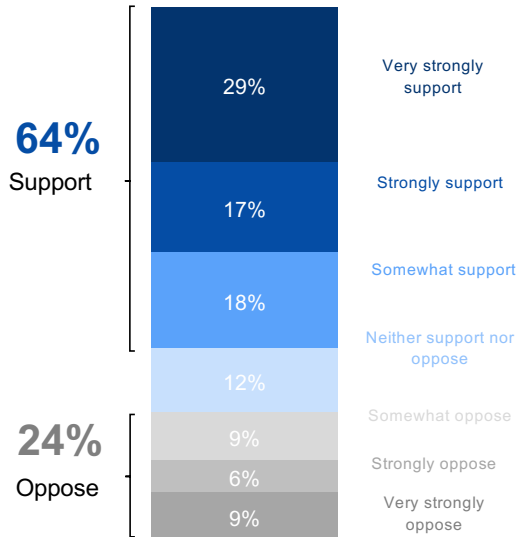


Pre-Project Info



+10%

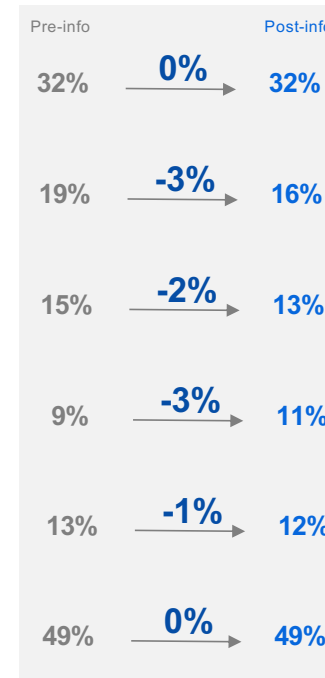
Post Project Info



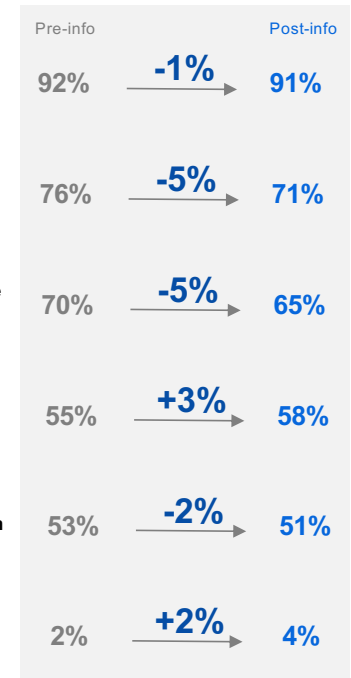
-8%

% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

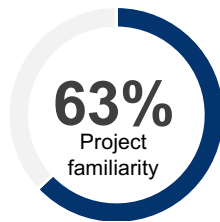
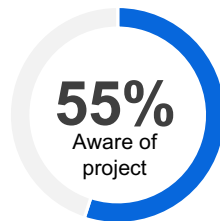
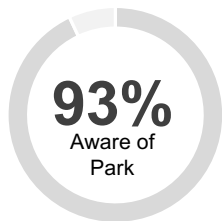
Changing the neighborhood

Removing green space

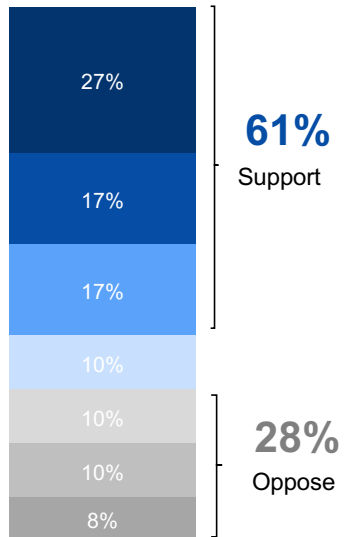
None

Graduate Students

Graduate students started with the highest pre-info support of any group. They're also more likely to be aware of and familiar with the project before exposure than undergraduate students.

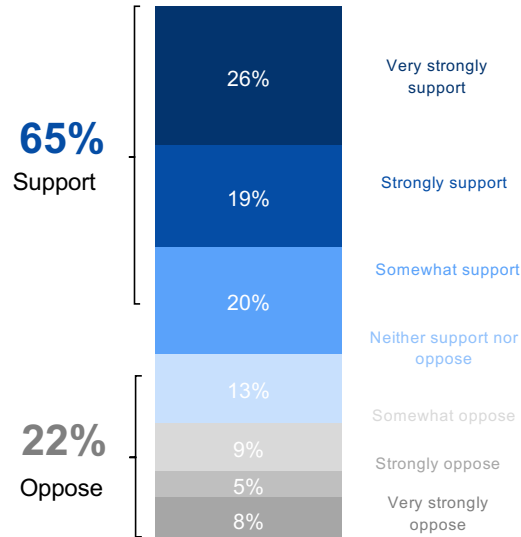


Pre-Project Info



+4%

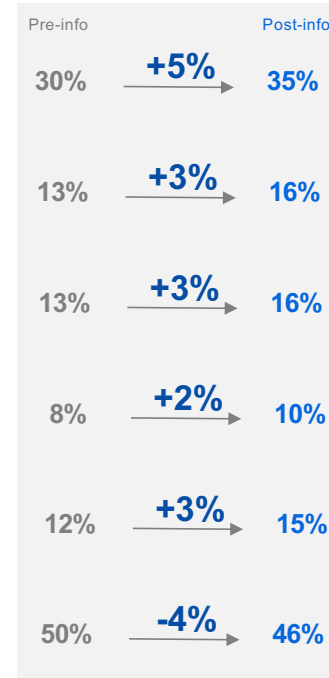
Post Project Info



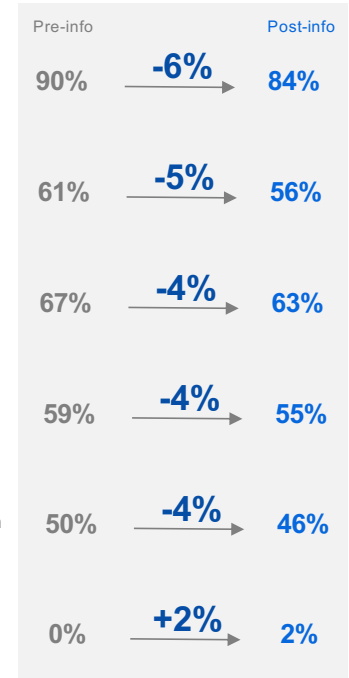
-6%

% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

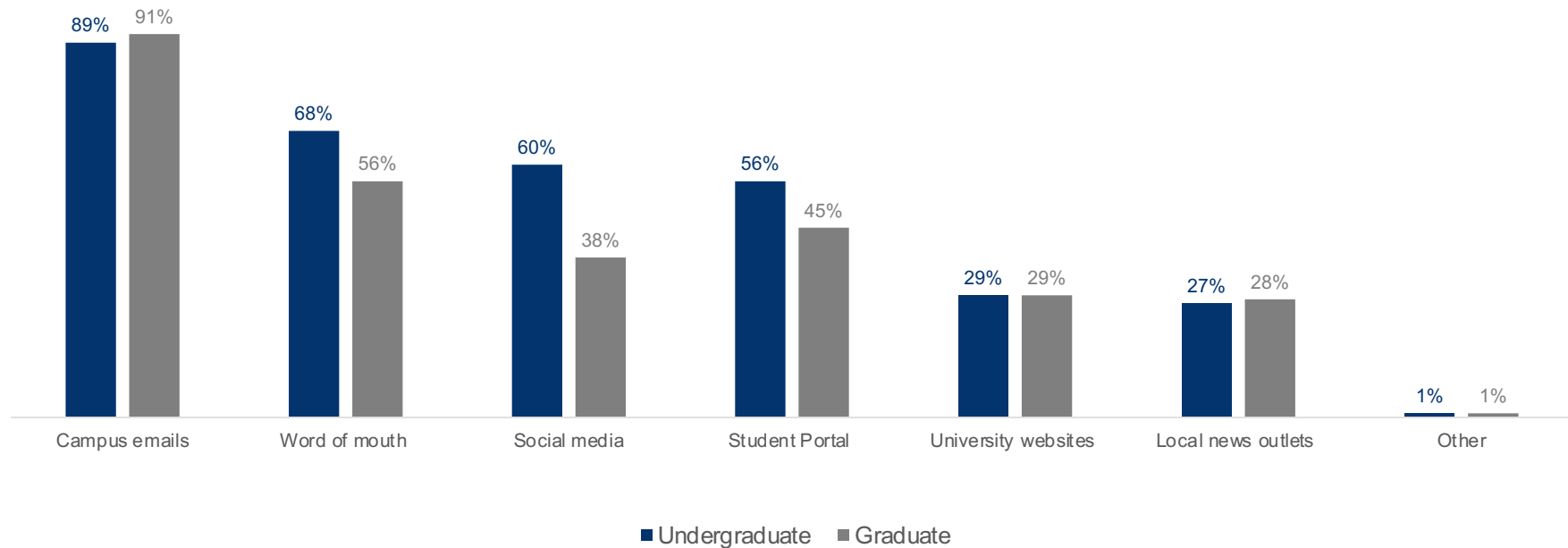
Changing the neighborhood

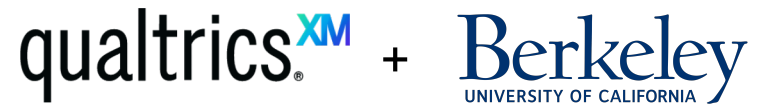
Removing green space

None

Resources

Graduate students are much less likely to get campus news from word of mouth, social media and student portals. Campus emails remain dominant for each group.

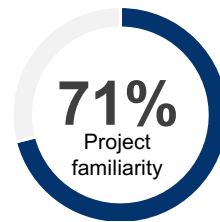
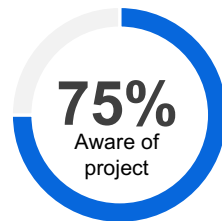




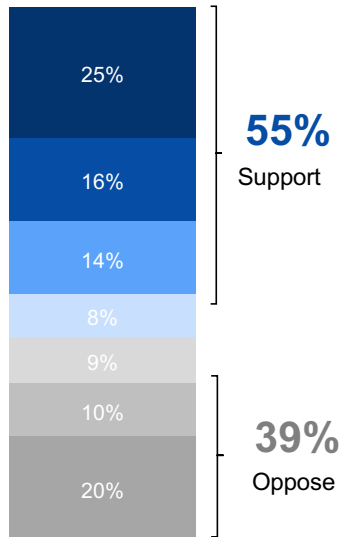
Transfer vs. Non-transfer

Non-Transfer Students

Nearly three-quarters of non-transfer students are aware of and familiar with the project. Despite already high awareness, there is an increase in project support after exposure to project information.



Pre-Project Info



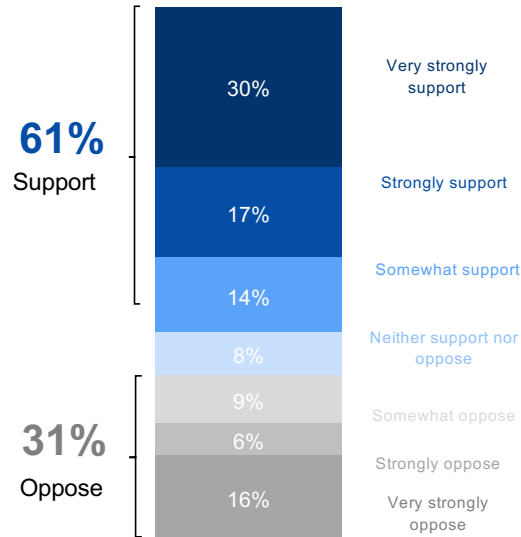
+6%

Support

-8%

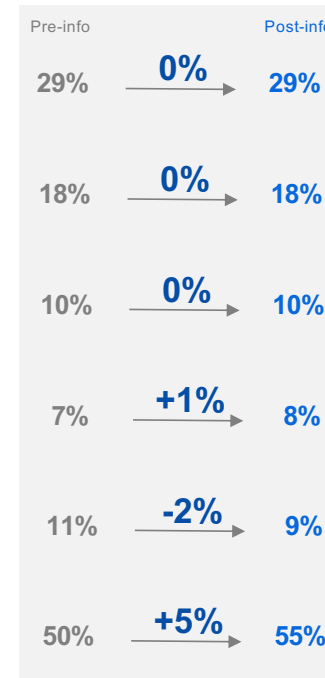
Oppose

Post Project Info

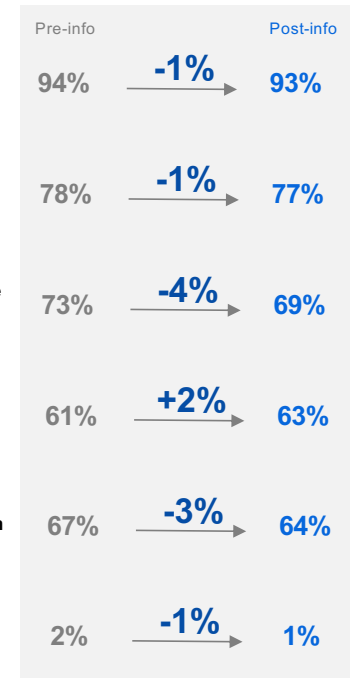


% Concern Levels

Supports



Opposers



Taking away space for the unhoused

Ruining a historical landmark

Removing space for activism and protest

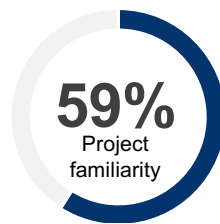
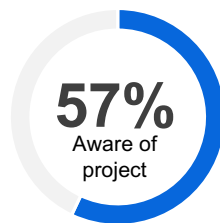
Changing the neighborhood

Removing green space

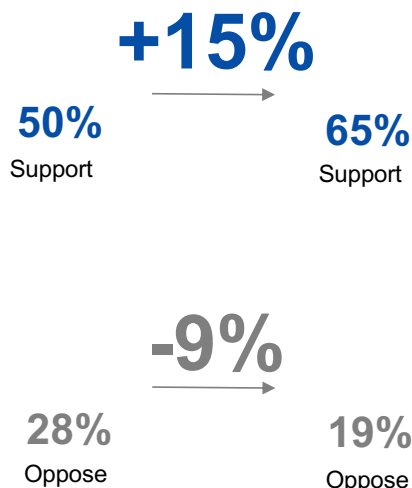
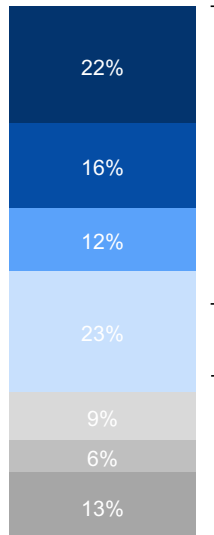
None

Transfer Students

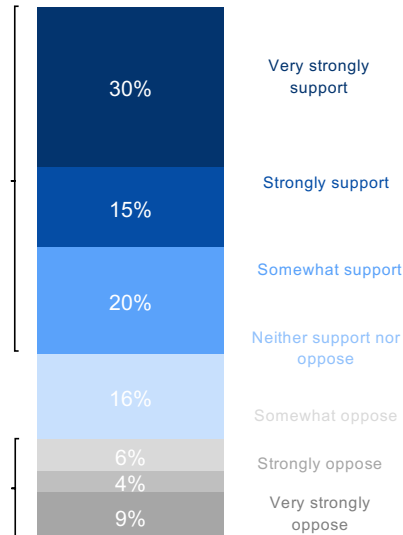
Students who have transferred show the largest positive shift in support. Both supporters and opposers become more concerned about the neighborhood changing after receiving project information.



Pre-Project Info

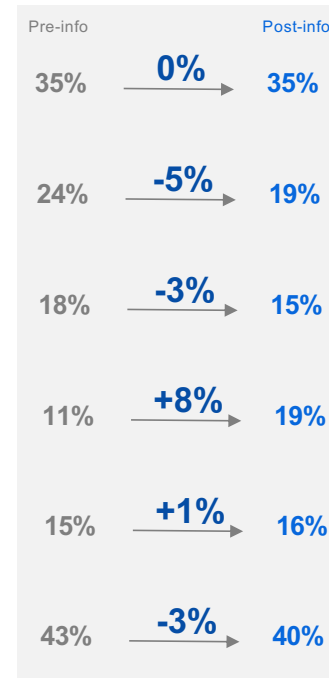


Post Project Info



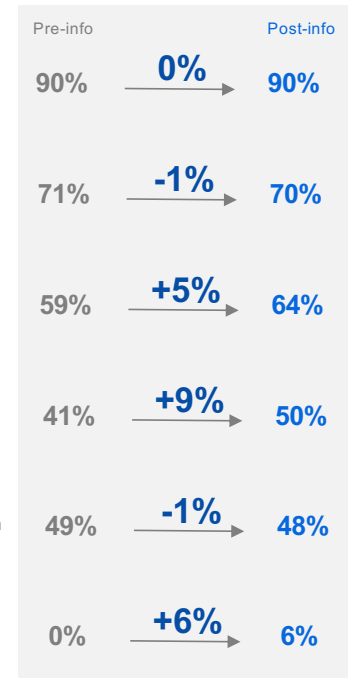
% Concern Levels

Supports



- Taking away space for the unhoused
- Ruining a historical landmark
- Removing space for activism and protest
- Changing the neighborhood
- Removing green space
- None

Opposers



Resources

Transfer students rely on their student portals for campus updates whereas Non-transfer students are more likely to use word of mouth.

