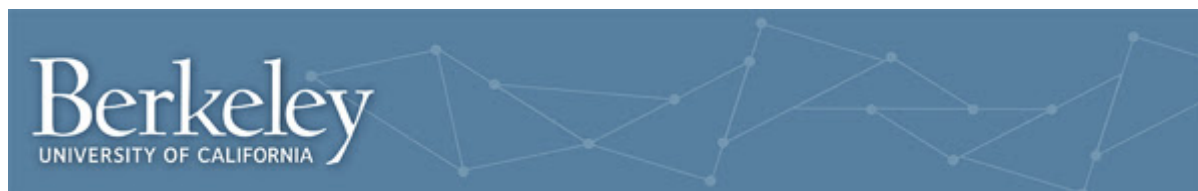

A New People's Park

1 message

Carol Christ Chancellor <CALmessages@berkeley.edu>
To: calmessages_communication@lists.berkeley.edu

Thu, Sep 30, 2021 at 3:03 PM



Chancellor's Office

Dear Campus Community,

I am pleased to share with you that today the Regents of the University of California voted to approve our plans for a new People's Park. We are grateful for the Regents' endorsement, and for the strong backing we received from Mayor Arreguin, Vice Mayor Droste, Councilmember Robinson, three former presidents of the ASUC, the Telegraph Business Improvement District, and a diverse cross section of our neighbors, religious leaders, parents and alumni who offered written expressions of support for the project.

I want to use this opportunity to **provide information on what lies ahead**, report on the **results of a new student opinion survey** about the project, and describe planning underway for **student engagement**.

Our Commitment to the Unhoused People in Our Community

The plan the Regents carefully reviewed and approved has four main elements:

- Create supportive housing for unhoused and very low-income people in our community
- Provide below-market rate housing for some 1,100 undergraduates in a new residential facility
- Preserve more than half of the site as revitalized green space that will be open and accessible to all
- Establish a public memorial and celebration of the park's past and meaning.

Even as we expect to begin construction in the coming year, I want to assure the community that we remain committed to what is a changed plan. We have heard the voices of experts and activists, and will not begin construction until we are able to offer housing and services to the 40-45 unhoused people currently sleeping in the park, as well as a daytime place to gather. This is consistent with the university's longstanding commitment to, and concern for, unhoused members of our community. Even as work continues to ensure their needs will be met once the park is temporarily closed for construction, our full-time social worker is in People's Park every day, helping to connect those in need with the services and support they require. To date, he has found permanent housing for more than 80 unhoused people.

Listening to Students: Survey Results

We have also taken an important step to ensure we are listening to the full range of representative student perspectives regarding housing issues in general, and plans for People's Park in particular. In late August, we engaged a leading independent survey firm with extensive experience helping student voices to be heard on campuses across the country. They conducted a scientific, random sample survey of the graduate and undergraduate student populations. The results show that current

UC Berkeley students support the People's Park project by a 56% to 31% margin even before being provided with basic information about the project's four main elements, as described above. Once informed about those elements, the survey found that project support among Berkeley students grew to a 64% to 24% margin, with **68% specifically supporting the construction of student housing on the site**. As part of our commitment to full transparency, you are invited to review the [methodology and initial data set](#), as well as [the actual survey](#) that was sent to students.

That same survey also found significant levels of concern regarding the project's impact on unhoused people. We shall continue to heed and respect those voices, by virtue of the aforementioned change of plans and our commitment to new supportive housing on the People's Park site. In addition, there is work underway to expand and extend our academic programs and external partnerships that are focused on addressing the effects of, and developing solutions for, the housing crisis in our city, state and country.

Opportunities to Learn More and Get Involved

We have also learned from the survey that a significant portion of the student body lacks accurate, comprehensive information about all that we intend to do in and for People's Park. To help address that gap, we have launched a [new People's Park project website](#) with updated information and FAQs. In addition, we intend to develop ways for students and other members of the campus community to get updated, accurate information about the project, provide input and feedback, and learn about meaningful opportunities for participation in campus efforts to address the housing crises confronting both students and the unhoused members of our community.

Ever since we announced plans for the People's Park project in 2018, I have been convinced that we have an opportunity for a win-win-win benefitting our students, unhoused people in our community, and our neighbors across the city. While I am appreciative of the support we have gained, I know we have work to do to build awareness, understanding and support among those who remain skeptical. I look forward to continued, meaningful engagement with every part of our community, supporters and opponents alike.

Sincerely,

Carol T. Christ
Chancellor

This message was sent to all UC Berkeley faculty, staff and students.

If you are a manager who supervises UC Berkeley employees without email access, please circulate this information to all.



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

UC Berkeley | Institutional Housing | Qual5678-0716-institutionalhousing

Start of Block: INTRO & SCREENERS, HOUSING 1

Intro Thank you for your interest in taking this survey regarding UC Berkeley projects and priorities. Your responses given today will not be used to personally identify you and will only be measured in a collective aggregate.

Please click the forward arrow to continue.

Q1 What year are you in school at UC Berkeley?

- ☐ Freshman (1st year)
- ☐ Sophomore (2nd year)
- ☐ Junior (3rd year)
- ☐ Senior (4+ year)
- ☐ Graduate/Professional student
- ☐ I am not a student

Skip To: End of Block If What year are you in school at UC Berkeley? = I am not a student

Display This Question:

If What year are you in school at UC Berkeley? = Junior (3rd year)
Or What year are you in school at UC Berkeley? = Senior (4+ year)

Q2 Did you begin at UC Berkeley as a new freshman, or as a transfer student?

- ☐ New freshman
 - ☐ Transfer student
-

Q3 Are you an international student?

- ☐ No
 - ☐ Yes
-

Q4 Which of the following describes your **current** living circumstances?

- ☐ Campus-operated residential halls (i.e. congregate living "dorms")
 - ☐ Campus-operated apartments / suites
 - ☐ University Village (campus-operated family housing)
 - ☐ Cooperative housing
 - ☐ Sorority or fraternity
 - ☐ Other residence in Berkeley (e.g. house/apartment)
 - ☐ Other residence outside of Berkeley (e.g. house/apartment)
 - ☐ Other, please specify: _____
 - ☐ I don't know yet/Still seeking housing
-

Display This Question:

If Which of the following describes your current living circumstances? != Campus-operated residential halls (i.e. congregate living "dorms")

Or Which of the following describes your current living circumstances? != Campus-operated apartments / suites

Or Which of the following describes your current living circumstances? != University Village (campus-operated family housing)

Q5 Which of the following best describes your **past** living circumstances?

- ☐ I lived in campus-operated residential halls (i.e. congregate living "dorms")
- ☐ I lived in campus-operated apartments / suites
- ☐ I lived in University Village (campus-operated family housing)
- ☐ I tried to live in one of the above locations but couldn't
- ☐ I have not previously lived nor tried to live in University housing

End of Block: INTRO & SCREENERS, HOUSING 1

Start of Block: INTRO & SCREENERS, HOUSING 2

Display This Question:

If Which of the following describes your current living circumstances? = Campus-operated residential halls (i.e. congregate living "dorms")

Or Which of the following describes your current living circumstances? = Campus-operated apartments / suites

Or Which of the following describes your current living circumstances? = University Village (campus-operated family housing)

Or If

Which of the following best describes your past living circumstances? , I have not previously lived nor tried to live in University housing Is Not Displayed

Q6 How easy or difficult was your experience $\{e://Field/Q6\}$ a living space in University-managed housing?

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Neither easy nor difficult
- ☐ Somewhat difficult
- ☐ Very difficult

Display This Question:

If Which of the following describes your current living circumstances? = Campus-operated residential halls (i.e. congregate living "dorms")

Or Which of the following describes your current living circumstances? = Campus-operated apartments / suites

Or Which of the following describes your current living circumstances? = University Village (campus-operated family housing)

Or If

Which of the following best describes your past living circumstances? != I have not previously lived nor tried to live in University housing



Q7 What challenges, if any, did you experience [\\${e://Field/Q6}](#) University housing? Select all that apply.

- ☐ Too expensive
- ☐ Lack of availability
- ☐ Process was difficult/complex
- ☐ Unsure where/how to start the process
- ☐ Dissatisfactory accommodations
- ☐ Other, please specify:

- ☐ ☒ None of the above

Q8 If offered to you, how likely are you to consider UC Berkeley student housing in the future?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

End of Block: INTRO & SCREENERS, HOUSING 2

Start of Block: BERKELEY/PEOPLE'S PARK ACTIVITIES AND PRIORITIES

Intro Thanks for your answers so far! We'd now like to ask a few questions about UC Berkeley priorities, locations, and activities.



Q9 What in your opinion should be UC Berkeley's top priority? Please rank the order of priority by dragging and dropping the options into 1 being highest and 6 being lowest.

- _____ Increase student housing
 - _____ Improve on-campus facilities
 - _____ Improve university faculty and curriculum
 - _____ Increase investment in athletics and extra-curriculars
 - _____ Invest in the community and social causes
 - _____ Other, please specify:
-

Q10 How important is it for UC Berkeley to provide more student housing?

- ☐ Very important
 - ☐ Somewhat important
 - ☐ Neither important nor unimportant
 - ☐ Somewhat unimportant
 - ☐ Very unimportant
-



Q11 What resources do you typically utilize for updates and news about UC Berkeley? Select all that apply.

☐

Student Portal e.g. CAL Central

☐

University websites e.g. Berkeley News

☐

Local news outlets e.g. The Daily Californian, Berkeleyside

☐

Social media

☐

Word of mouth e.g. friends, family

☐

Campus emails

☐

Other, please specify:



Q12 Which of the following Berkeley locations have you heard of? Select all that apply.

- ☐ People's Park
- ☐ Berkeley Art Museum and Pacific Film Archive
- ☐ UC Botanical Garden
- ☐ California Memorial Stadium
- ☐ Telegraph Avenue
- ☐ Sproul Plaza
- ☐ Strawberry Creek
- ☐ Tilden Park
- ☐ ☒ None of these

Display This Question:

If Which of the following Berkeley locations have you heard of? Select all that apply. != None of these
And Which of the following Berkeley locations have you heard of? Select all that apply. = People's Park

Carry Forward Selected Choices from "Which of the following Berkeley locations have you heard of? Select all that apply."



Q13 While attending UC Berkeley, which of the following locations have you visited or at least seen/walked past? Select all that apply.

☐

☒ None of these

☐

People's Park

☐

Berkeley Art Museum and Pacific Film Archive

☐

UC Botanical Garden

☐

California Memorial Stadium

☐

Telegraph Avenue

☐

Sproul Plaza

☐

Strawberry Creek

☐

Tilden Park

☐

☒ None of these

Display This Question:

If If While attending UC Berkeley, which of the following locations have you visited or at least seen/w... People's Park Is Selected



Q14 Which of the following describes what you were doing when you visited People's Park? Select all that apply.

- ☐ Activism/protesting
- ☐ Walking past or through
- ☐ Volunteering
- ☐ Community/social gathering/activity
- ☐ Recreational/athletic activity
- ☐ Relaxation activities
- ☐ Other, please specify:



Q15 On a scale of 1-10, how would you rate the overall condition of People's Park? (1 being in terrible condition and 10 being in excellent condition)

	Terrible		Average						Excellent		
	0	1	2	3	4	5	6	7	8	9	10
Condition of People's Park											

End of Block: BERKELEY/PEOPLE'S PARK ACTIVITIES AND PRIORITIES

Start of Block: PEOPLE'S PARK PROJECT - UNAIDED

transition Thanks for your answers so far. We'd now like to ask a few questions about specific UC Berkeley projects.



Q16 Which of the following campus projects are you aware of? Select all that apply.

- ☐ People's Park Project
- ☐ Bakar BioEnginuity Hub
- ☐ Upper Hearst Housing Project
- ☐ Anchor House Development
- ☐ Albany Village Graduate Student Housing
- ☐ Clark Kerr Campus Beach Volleyball Complex
- ☐ ☒ None of the above

Skip To: End of Block If Which of the following campus projects are you aware of? Select all that apply. != People's Park Project

Q17 Which of the following best describes your level of familiarity with the People's Park Project?

- ☐ Very familiar
 - ☐ Somewhat familiar
 - ☐ Neither familiar nor unfamiliar
 - ☐ Somewhat unfamiliar
 - ☐ Very unfamiliar
-

Q18 Based on what you know about the project, which of the following best describes your level of support/opposition for the People's Park Project?

- ☐ Very strongly support
- ☐ Strongly support
- ☐ Somewhat support
- ☐ Neither support nor oppose
- ☐ Somewhat oppose
- ☐ Strongly oppose
- ☐ Very strongly oppose



Q19 Which of the following do you think best describes the goals of the People's Park Project?
Select all that apply.

- ☐ Increase available student housing
- ☐ Provide more green/open space
- ☐ Provide housing and services for homeless residents
- ☐ Commemorate the park's history
- ☐ Increase classrooms and labs for the university
- ☐ Provide more athletic facilities
- ☐ Children's after school programs
- ☐ Other, please specify:

- ☐ ☒ I don't know



Q20 What concerns, if any, do you have about the People's Park Project? Select all that apply.

- ☐ Ruining a historical landmark
- ☐ Taking away important space for unhoused people
- ☐ Removing green space for students and residents
- ☐ Changing the character of the neighborhood
- ☐ Removing a space to express activism and protest
- ☐ Other, please specify: _____
- ☐ ☒ None of the above

End of Block: PEOPLE'S PARK PROJECT - UNAIDED

Start of Block: PEOPLE'S PARK PROJECT - AIDED

Transition Thanks for your answers so far. We only have a few more important questions for you. Before you answer, we'd like to give you some up-to-date information about the People's Park Project:

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*

Please make sure to read the above information carefully before proceeding as the next questions will ask you about your thoughts concerning these details.


Q21 Based on what you just read, which of the following best describes your level of support/opposition for the People's Park Project?

- ☐ Very strongly support
- ☐ Strongly support
- ☐ Somewhat support
- ☐ Neither support nor oppose
- ☐ Somewhat oppose
- ☐ Strongly oppose
- ☐ Very strongly oppose



Q22 Based on what you just read, what concerns do you have about the People's Park Project, if any? Select all that apply.

- ☐ Ruining a historical landmark
- ☐ Taking away important space for unhoused people
- ☐ Removing green space for students and residents
- ☐ Changing the character of the neighborhood
- ☐ Removing a space to express activism and protest
- ☐ Other, please specify:

- ☐  None of the above



Q23 Please indicate your level of support/opposition for each of the following elements of the People's Park Project.

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Undergraduate student housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive housing for un-housed people and lower-income residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continuation of onsite social services support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green/open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commemoration of the legacy of People's Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: PEOPLE'S PARK PROJECT - AIDED

Start of Block: CLOSING DEMOS

Q35 We're almost done, we just have a few last questions we'd like you to answer about yourself.



Q24 How do you describe yourself?

☐ Man

☐ Woman

☐ Non-binary

☐ Other, please specify: _____

Display This Question:

If Are you an international student? = No

Q25 Please select the category which you feel best describes your race or ethnicity.

- ☐ African American/Black
- ☐ Mexican American/Chicano
- ☐ Other Hispanic/Latino
- ☐ Native American/Alaska Native
- ☐ Filipino
- ☐ Vietnamese
- ☐ Chinese
- ☐ South Asian
- ☐ Japanese
- ☐ Korean
- ☐ Other Asian
- ☐ Pacific Islander
- ☐ White
- ☐ Something else

Q26 Are there any other thoughts that you would like to communicate about the People's Park Project at this time?

Outro Thank you for your time! Your response is greatly appreciated. To finish the survey and submit your answers, click the arrow below.

End of Block: CLOSING DEMOS
