

DATE: Dec 12, 2023  
TO: Kim Rybold and Dan Pauly (City of Wilsonville)  
FROM: Armster Edwards, Scott Goodman, & Beth Goodman (ECONorthwest)  
SUBJECT: Housing Our Future Survey Summary

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## Survey Methodology and Information

To support Wilsonville's *Housing Our Future* project, the City distributed an online survey to gather feedback on residents' housing issues and proposed actions for addressing local housing needs. The online survey was open from late August through early October, 2023 and was advertised through "Let's Talk Wilsonville," email messaging, and at the Wilsonville Party in the Park. The following memorandum provides a summary of the survey responses.

The survey asked the following questions:

- Which of the following types of housing do you live in?
- Which of the following housing types would you live in, if single-family detached housing was not an option due to cost or availability?
- If you could improve on thing about your housing now, what would it be?
- Have you personally experienced discrimination in renting or buying housing?
- Do you think our children and young adults will be able to afford housing in Wilsonville in 10+ years?
- Which of the listed expenses could you afford?
- Which of the listed options should the City of Wilsonville prioritize to address affordable housing needs?

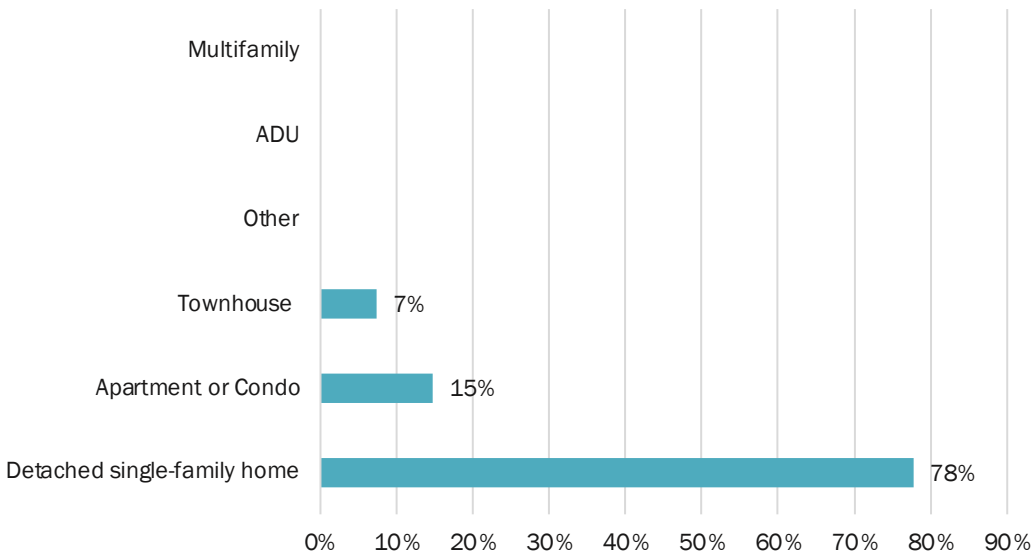
The survey was available in English and Spanish (all were completed in English and zero were completed in Spanish). The highest number of responses for any one of the questions was 27 and the fewest number of responses was one.

Note: The survey is not intended to be representative of all Wilsonville residents, as it is not a survey of randomly selected Wilsonville households. The information in the survey represents the opinions of the respondents and will be used to inform understanding of unmet housing needs in Wilsonville and provide input on potential options for housing policies for evaluation in the City's upcoming housing policy planning project.

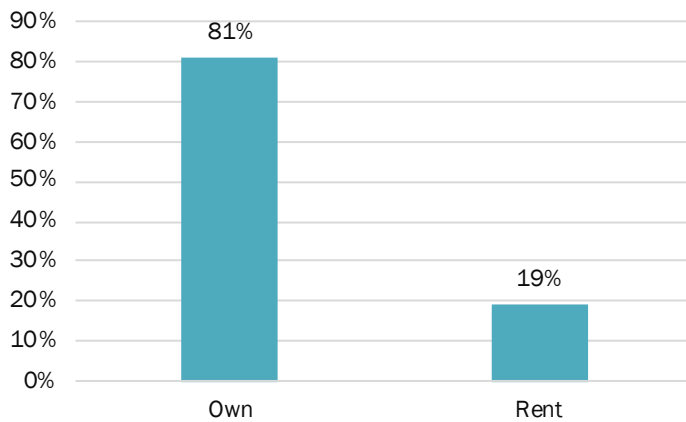
## Survey Respondent Housing Circumstances

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 most survey respondents—nearly 80 percent— live in a single dwelling detached home. The remainder of respondents were split among townhouse and apartment or condo. No survey respondents indicated they lived in multifamily, ADUs, or “Other” types of housing.

**Exhibit 1. Housing types where respondents live**



**Exhibit 2. Portion of respondents who rent vs. own their housing**

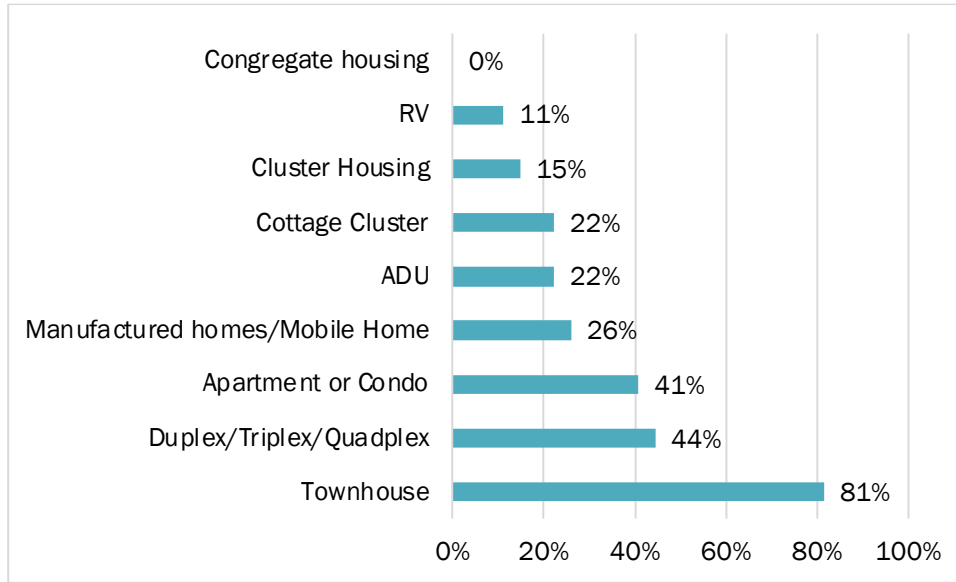


Given that most respondents indicated they live in single family detached housing, it is not surprising that most respondents also own their homes. While 81% of respondents own their homes, 19% rent their housing (Exhibit 2)<sup>1</sup>

<sup>1</sup> Wilsonville’s overall households was reported as 49% owner-occupied and 51% renter-occupied according to the US Census Bureau 2017-2021 survey.

When asked to choose their preferred housing type *if single-family detached housing was too expensive or not available* (Exhibit 3), the most popular alternative housing type was townhouses, with 81% of respondents selecting this option. Apartment or Condo and Duplex/Triplex/Quadplex also had significant support, at 41% and 44% respectively. Less traditional options like accessory dwelling units (ADUs), manufactured homes, and cluster housing had lower support in the 15 to 26% range.

**Exhibit 3. Preferred housing type of respondents if single-family detached weren't an option**

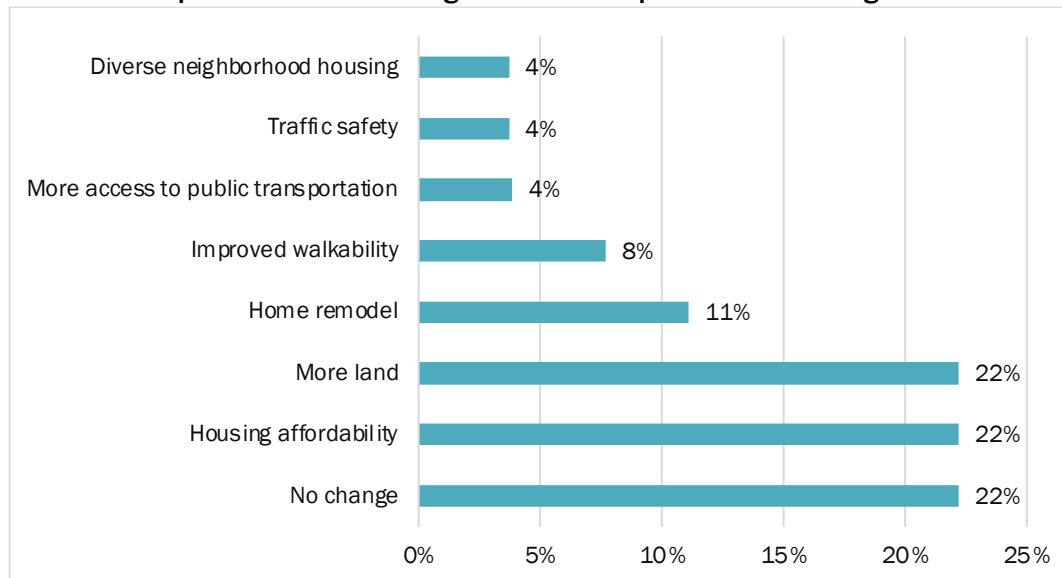


The survey suggests an openness of survey respondents to considering townhouses and also some willingness to consider apartments/plexes as housing options.

## Resident Sentiments towards Housing in Wilsonville

When respondents were asked an open response question on what they would improve if they could improve their housing, responses varied (Exhibit 4). We grouped the responses by theme, the top responses were evenly split between desiring more land (22%), wanting more affordable housing (22%), and being satisfied with no change (22%). The next most common response was wanting to remodel their current home (11%) followed by improved walkability (8%), more access to public transportation (4%), traffic safety (4%), and neighborhood housing diversity (4%). The survey showed mixed opinions - a portion of respondents want more space or affordability, some appear content with the status quo, and others want to upgrade their existing home.

**Exhibit 4. Respondents on one thing that would improve their housing in Wilsonville**



When asked about personal experiences of discrimination when buying or renting housing, the vast majority (89%) of the respondents responded that they had not personally experienced housing discrimination. A small number (7.4%, 2 people) *did* report experiencing discrimination. One specified example cited discrimination experienced regarding a VA home loan, in which the seller reportedly said that they would have rejected the buyer had they known it entailed VA financing.

Respondents feel pessimistic about future housing affordability for the next generation in Wilsonville (Exhibit 5). More than half of respondents (52%) don't think that housing in Wilsonville will be affordable for future generations in 10+ years. Only 15% believe future generations will be able to afford housing in Wilsonville in 10+ years and the rest of the respondents (33%) were uncertain. The responses indicate a prevalent view that housing will become less affordable for young people in the coming decade(s) in Wilsonville. With well over half answering no or expressing uncertainty about ability to afford housing, there are strong concerns about priced-out futures for the next generation of residents.

**Exhibit 5. Respondents when asked if they feel housing in Wilsonville will be affordable for future generations in 10+ years**

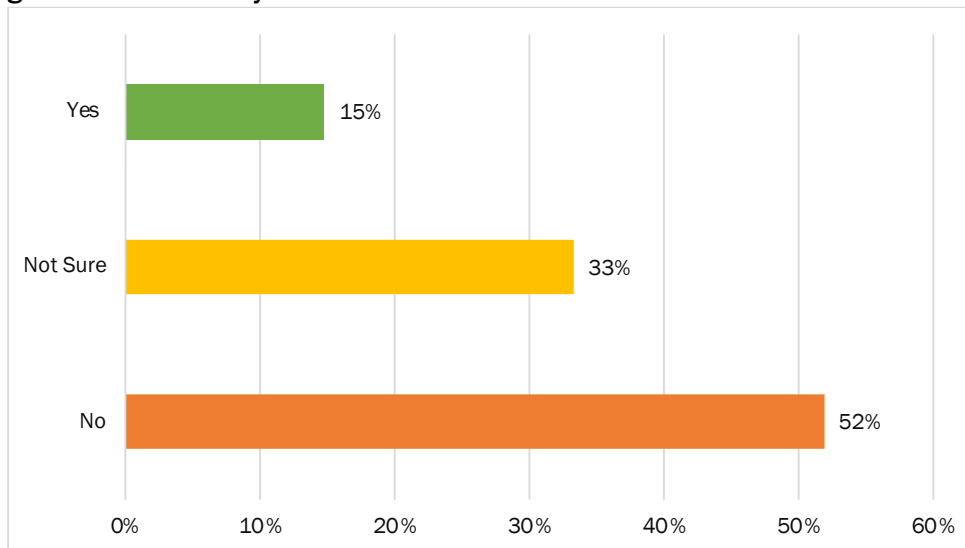
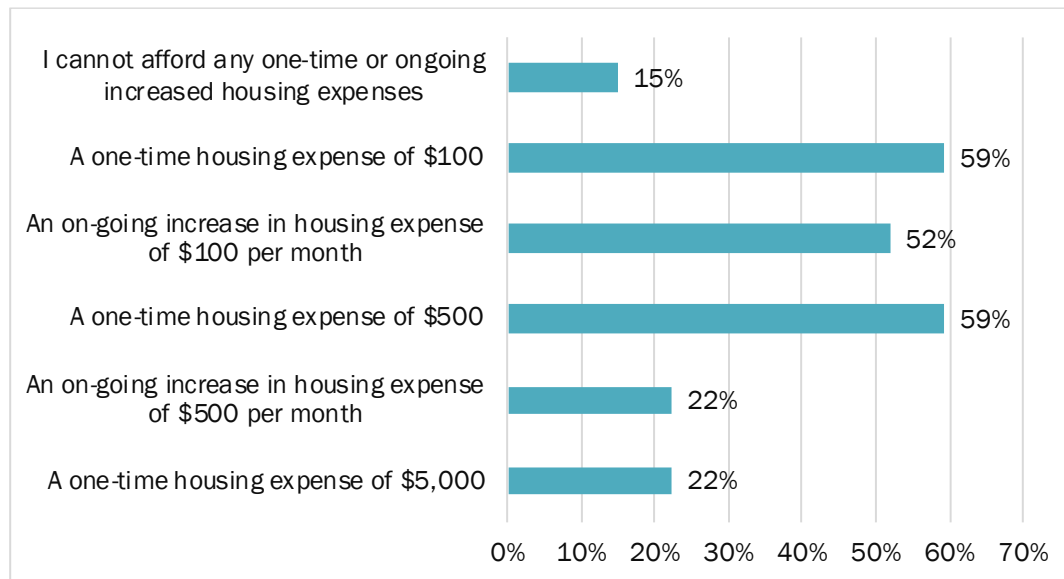


Exhibit 6 shows respondents' ability to afford additional housing expenses.

- The majority of respondents (59%) can afford relatively small *one-time* housing expenses of \$100 or \$500.
- Half of respondents (52%) could afford a moderate \$100 per month increase or one-time expense above \$500 (59%).
- About 15% of respondents could not afford any one-time or on-going increases in housing expenses.

**Exhibit 6. Respondents' ability to afford additional housing expenses**



## Housing Action Priorities in Wilsonville

The survey asked respondents to rank eight different housing affordability solutions, from lowest to highest priority. Two housing solutions received a ranking of “highest priority” from over 50% of survey respondents and an overall highest average ranking amongst all potential solutions. These highest supported solutions, highlighted in green in Exhibit 7 and Exhibit 8, are:

- Funding to support **construction of needed infrastructure** for development, like roads, water mains, and sewer systems.
- Partnering with nonprofits who **build homeownership units** for low-income households.

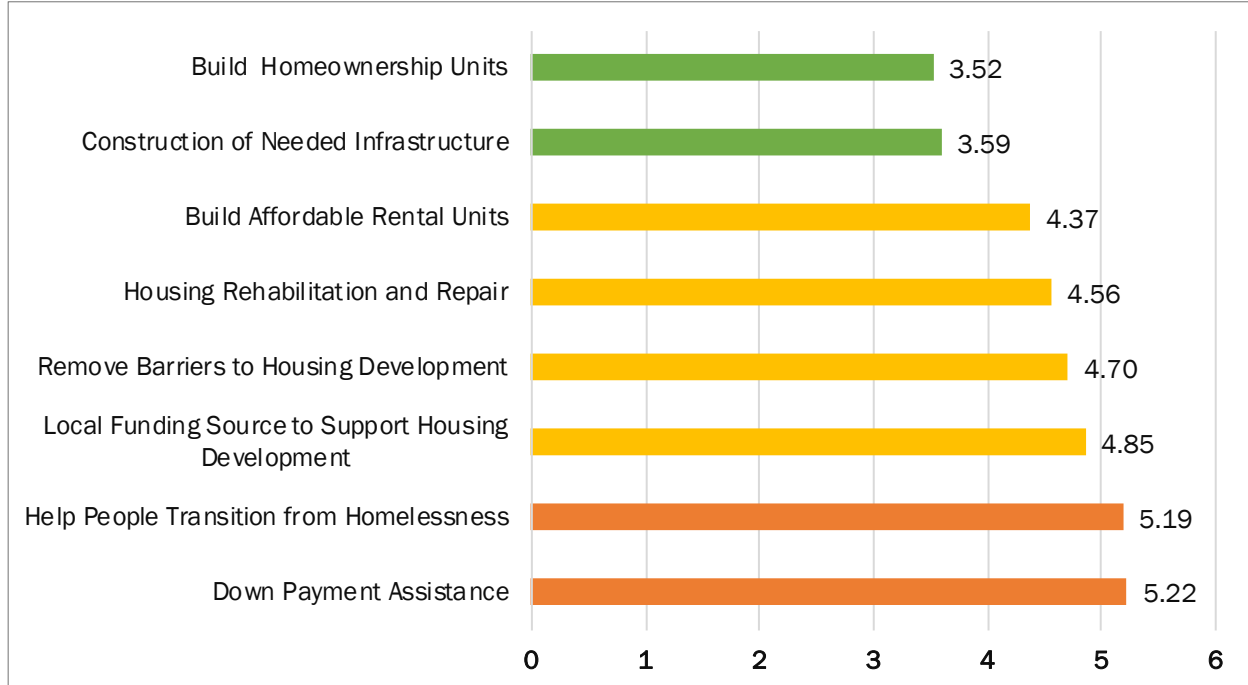
Exhibit 7 shows the percentage of respondents that ranked each solution as one of their top three priorities.

**Exhibit 7. Respondents’ prioritization of housing affordability solutions**

Description	Highest Priority
Funding to support <b>construction of needed infrastructure</b> for development, like roads, water mains, and sewer systems.	56%
Partnering with nonprofits who <b>build homeownership units</b> for low-income households.	52%
Partnering with nonprofits who <b>build affordable rental units</b> for low-income households.	37%
Providing funding to support <b>housing rehabilitation and repair</b> for low-income homeowners.	37%
Providing <b>down payment assistance</b> to low-income households.	33%
Refining regulations and processes to <b>remove barriers to housing development</b> .	30%
Developing a <b>local funding source to support housing development</b> for low- and middle-income households.	30%
Partnering with organizations that provide services to <b>help people transition from homelessness</b> to being housed	26%

Exhibit 8 shows the *average* ranking given to each housing solution, with lower average numbers indicating higher priority solutions. The top two solutions by highest average ranking also include build homeownership units and construction of needed infrastructure, matching the Exhibit 7 data for highest priorities as well.<sup>2</sup>

**Exhibit 8. Average respondent rankings of housing affordability solutions**



Note: Lower average number corresponds to higher priority.

<sup>2</sup> Note that the ordering of solutions does not exactly match between Exhibit 7 and Exhibit 8, this is because Exhibit 7 only shows the percentage of respondents ranking each solution as high priority (top three), while Exhibit 8 shows the average ranking across high, medium and low priorities (a ranking of one equates to the top priority for a respondent and a ranking of eight equates to the lowest priority for a respondent). For example, the build affordable rental units solution had a 33% top priority rank (5<sup>th</sup> highest) in Exhibit 7, but it has an overall average ranking of 5.22 (lowest) in Exhibit 8. This suggests that while some participants ranked it as high priority, there were also many who ranked it medium or low priority, which affected its relative average ranking.



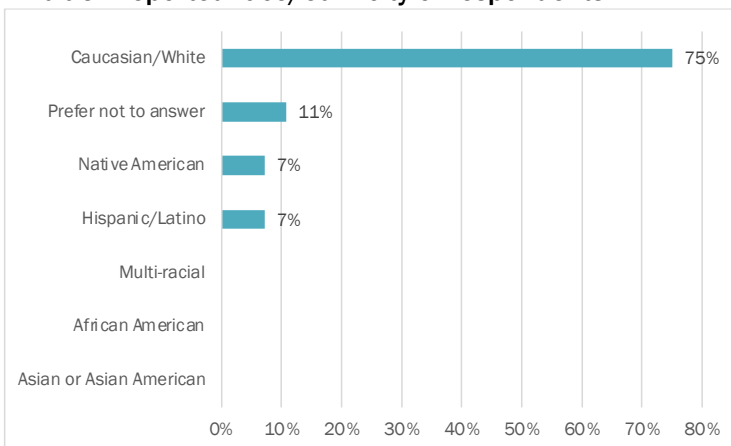
## Demographics of Respondents

To better understand the perspectives represented in the results, the following sections provide a brief demographic analysis of the survey respondents. As we review the findings, it is important to consider whether certain voices may be overrepresented while others underrepresented or missing entirely.

The survey received 27 responses in total. The housing survey respondents predominantly identified as Caucasian/White and middle-aged, with more female respondents than male.

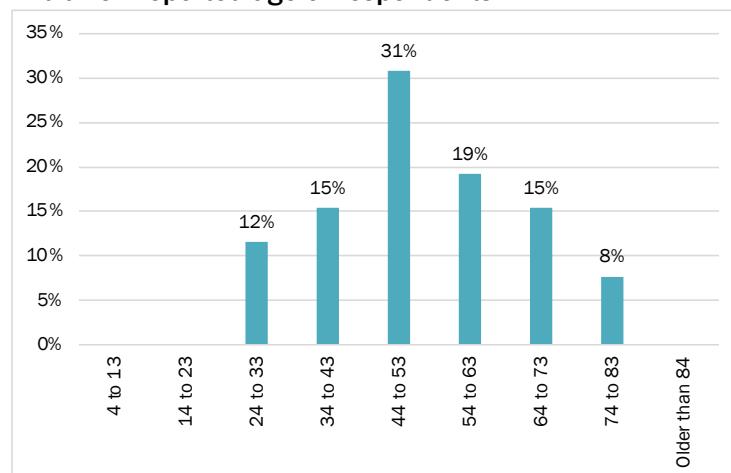
With regards to race/ethnicity (Exhibit 9), the majority of respondents (75%) identified as Caucasian/White. Two respondents (7%) identified as Hispanic/Latino and two (7%) identified as Native American. Three respondents (11%) preferred not to provide their race/ethnicity.

**Exhibit 9. Reported race/ethnicity of respondents**



For respondents by age (Exhibit 10), the survey asked respondents to report the decade they were born. The largest share of respondents were aged 44-53 (31%). The next most common age group was 54-63 (19.2%), followed by 34-43 and 64-73 (both 15.4%). Only 12% of respondents were aged 24-33 and no respondents were under 24 or over 84 years old.

**Exhibit 10. Reported age of respondents**



In terms of gender, 13 respondents (50%) identified as female, 10 (38%) identified as male, and 3 (12%) preferred not to answer (Exhibit 11).

**Exhibit 11. Reported gender of respondents**

