

Balancing New Development and Neighborhood Change at MacArthur Transit Village



Authors: Sonrisa Cooper, Matthew da Silva, Brian Goggin, Brooke Staton, Stella Yip
CP201B
Spring 2017

1. Introduction

1.1 The Planning Problem: Regional Housing Needs Versus Local Impacts

The MacArthur Transit Village is a large transit-oriented development that will provide 875 new residential units (including 146 affordable units), commercial and community space, BART parking structures, and various infrastructure improvements adjacent to a high-volume BART station. BART, the City of Oakland, and private housing developers collaborated together on the project. Although the development is still ongoing, the Oakland City Council approved the final planning entitlements on February 2, 2017. Such high-density development near transit is perfectly in line with meeting the Bay Area’s regional housing needs. For example, this project alone represents approximately six percent of Oakland’s Regional Housing Needs Assessment (RHNA) targets between 2014-2023 (Oakland City Planning Commission 2017, 15) Moreover, the development is in a Priority Development Area, an transit-oriented area identified by the regional governing body as key for sustainable growth to combat traffic congestion and greenhouse gas emissions (ABAG 2017).

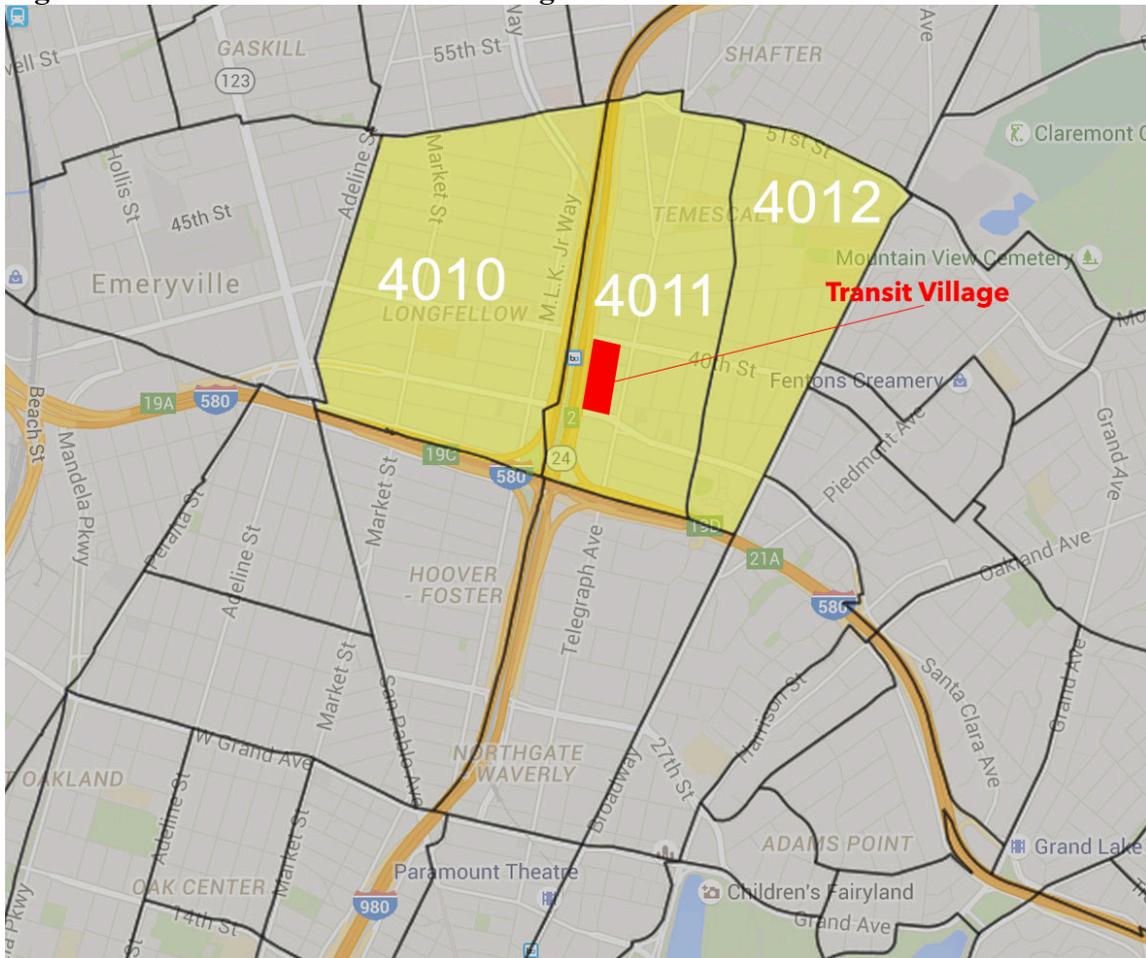
However, for a neighborhood with less than 15,000 people, such a development promises to have—for better or worse—a substantial local impact. Since its inception, the project has been a lightning rod for community activism, and the backdrop for broader discussions of gentrification, displacement, the regional housing crisis, and long-standing racial tensions in the area. In February 2017, the Oakland Planning Commission approved a controversial plan to raise the height of one of the buildings from six to twenty-four stories. Opposition to the project has ranged from complaints that the height does not match the character of the neighborhood to concerns that a large market-rate development will accelerate displacement in a historically low-income area.

These tensions represent a key planning problem for the Bay Area—how can the region accommodate more housing while also serving the existing population? In the specific case of the MacArthur Transit Village, how well does the project address community concerns and what could it do better? In order to understand this, we sought out the perspectives of existing residents that have either expressed support, opposition or were not even aware of the project. After surveys revealed affordable housing to be a neighborhood priority, we recommend that the city spend development’s community benefits package on more affordable housing rather than various neighborhood amenities.

1.2 Historical Context

To understand the project in context, it is important to note that the Transit Village site straddles the boundary between historically geographically and socially bifurcated areas. Figure 1 shows a map of the project site and its surrounding context.

Figure 1: The MacArthur Transit Village in Context



Notes: Highlighted Census Tracts are those used to describe the changing demographic conditions below. Source: image modified from Google Maps, 2015

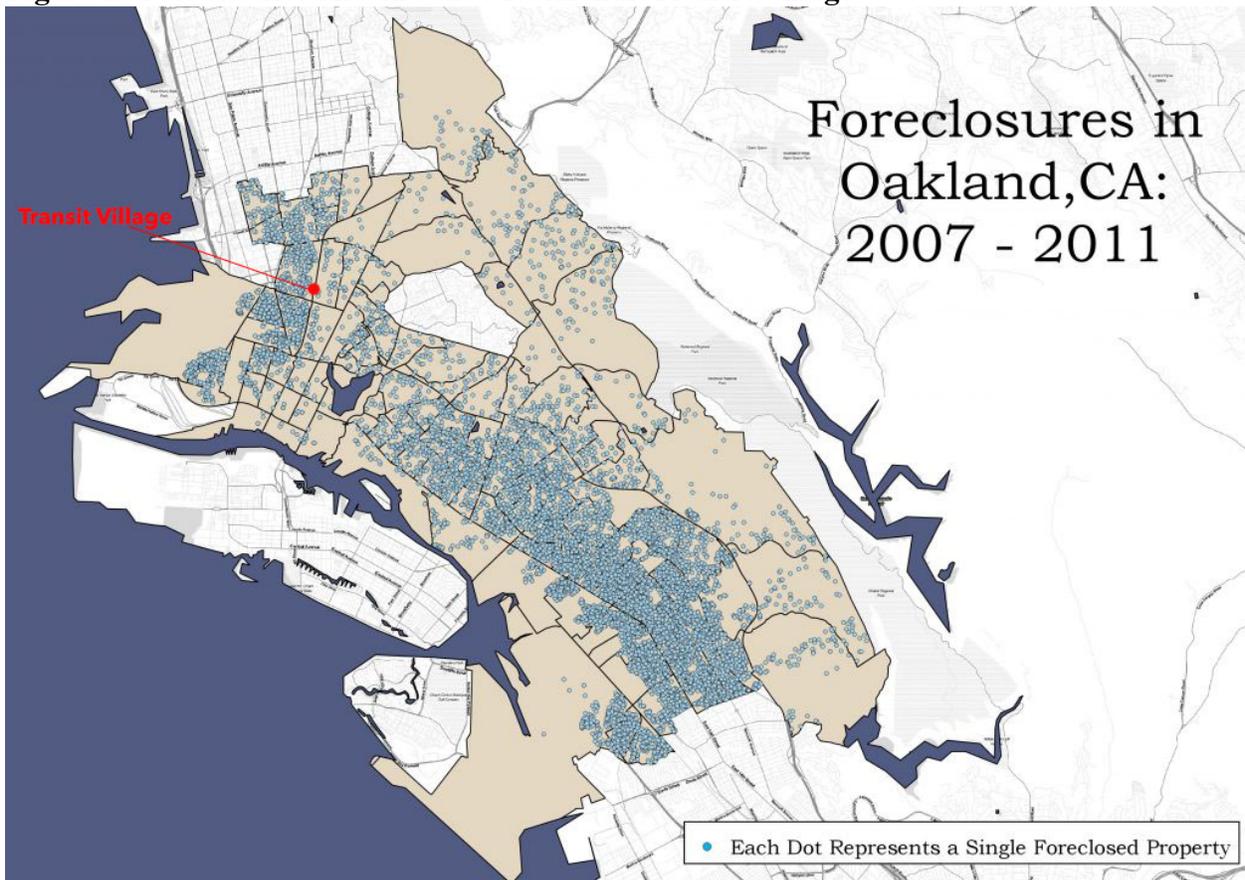
The MacArthur BART station around which the transit village is planned sits at the junction of two major freeways: routes 580 and 24 (the Grove-Shafter Freeway). While these freeways have created physical divisions in the city landscape, social divisions preceded and facilitated their construction. In the late 1930's, the Federal Home Owner's Loan Corporation drew a series of color-coded maps that were used to assess the credit-worthiness of borrowers of home mortgages in cities across the country (Jackson 1985). Unfortunately, these maps baked in racial bias by using the predominant race and ethnicity of neighborhood residents to judge the likelihood of would-be homebuyers meeting their mortgage obligations. This so-called practices of "redlining" designated areas that were off limits to federally guaranteed home loans, and thus created a self fulfilling prophecy of racialized economic segregation in affected neighborhoods, including the portion of the study area west of the 580 (Madrigal 2014).

At the same time, the federal guarantees of home mortgages for white buyers facilitated a robust period of suburban development. To maintain the connections between these outlying areas and the industrial and commercial corridors of the inner city, government bodies undertook freeway construction projects, such as interstates 580 and 24. While these roads facilitated movement and economic empowerment for some social classes, the predominantly African-American

neighborhoods in the study area, politically disempowered through previous redlining practices and other structural disadvantages, suffered again, as blocks of housing, cultural centers, and commercial arteries were destroyed to make way for the freeways' passage.

These historical insults to the western portion of the study area have created a striking contrast in the level of vulnerability to economic shocks on either side of the freeway divide. For example, the western portion of the study area was recently affected much more severely by the subprime mortgage crisis (shown in Figure 2 below). Therefore, it is important to consider that present and future changes to the area, such as the Transit Village and any associated neighborhood change, may accordingly be felt differently across different demographic groups within the neighborhood.

Figure 2: Foreclosures Around the MacArthur Transit Village



Notes: Map modified from (Yelen 2016).

1.3 Recent History

In recent years, the study area has undergone drastic changes, highlighting a major demographic transition. The population has grown slightly from 2000 to 2015, as has the number of housing units in the study area. However, massive changes have occurred in the study area's income, racial mix, and education level. Median household income has increased by 27%. Furthermore, the proportion of non-Hispanic White residents increased twelve percent while the black population dropped fourteen percent. Likewise, the percentage of the population with a college

degree has risen from a third of the population to almost half. These shifts illustrate a large influx of wealthy, well-educated newcomers and an emigration of lower-income minority groups.

Table 1. MacArthur Area Characteristics

Study Area Characteristic	2000 Census (SF3)	2011-2015 Census (ACS)	Difference
Total Population	12,038	12,693	655
# of Housing Units	5,724	6,168	444
Median Household Income (In 2015 \$)	\$46,315	\$58,821	12,506
% Owner Occupied	27.30%	28.70%	1.40%
% Non-Hispanic White	28.10%	40.40%	12.30%
% Black	48.30%	28.30%	-20.00%
% Bachelors Degree or Higher	33.10%	47.30%	14.20%

Notes: Study area includes Census Tracts 4010, 4011, and 4012.

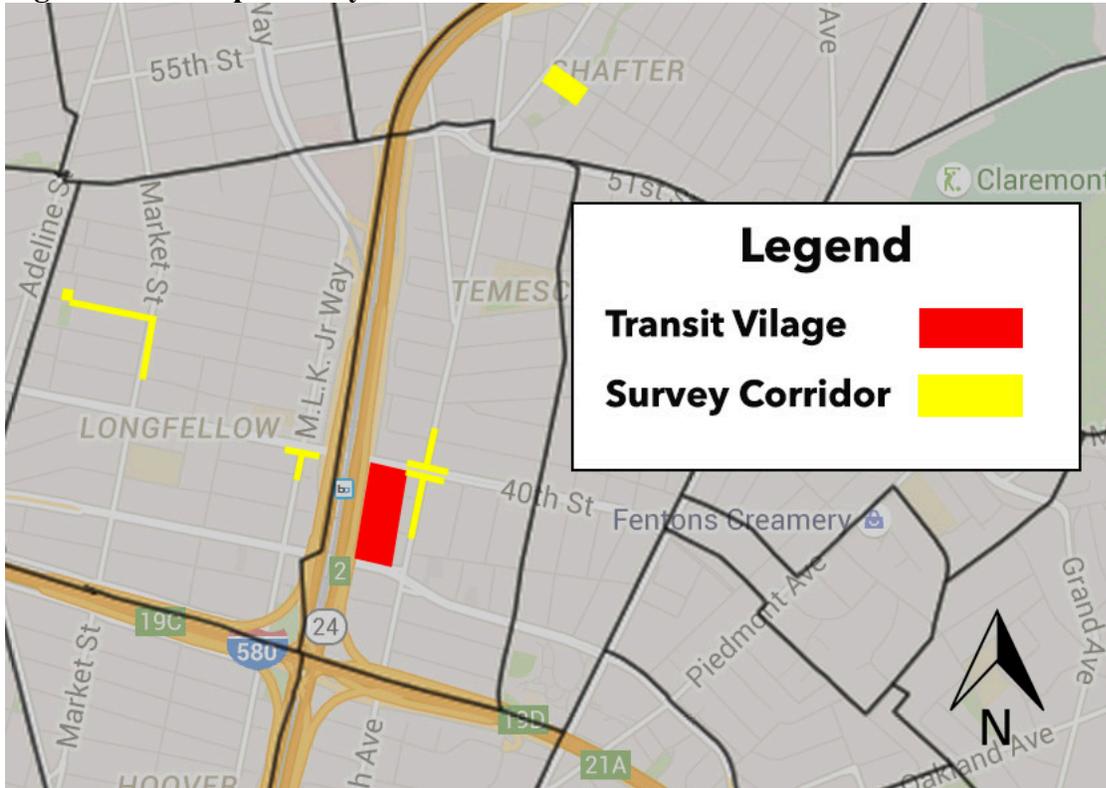
2. Research Methods

2.1 Survey

The intercept survey questionnaire gathered information about neighborhood conditions, opinions about the MacArthur Transit Village itself, and the demographic information of the respondent. Part A consisted of a series of statements related to neighborhood features and perceptions of change in which the respondent stated the level of agreement via a Likert scale. Part B surveyed knowledge and perceptions of the transit village. Only respondents who replied affirmatively to being aware of the project were instructed to fill out the remainder of section B. Part C records demographic characteristics of the respondent for comparative analysis. A copy of the survey questionnaire is in the appendix.

In order to intercept neighborhood residents for the survey, our team positioned at the following locations within walking distance of the site: the Claremont Farmers Market, 40th Street & Telegraph Avenue, 40th Street & Martin Luther King, and Beebe Memorial Church (see Figure 3 below). All sites were selected based on their proximity to the site and established centers of foot traffic, with a geographic spread meant to account for demographic differences within the study area.

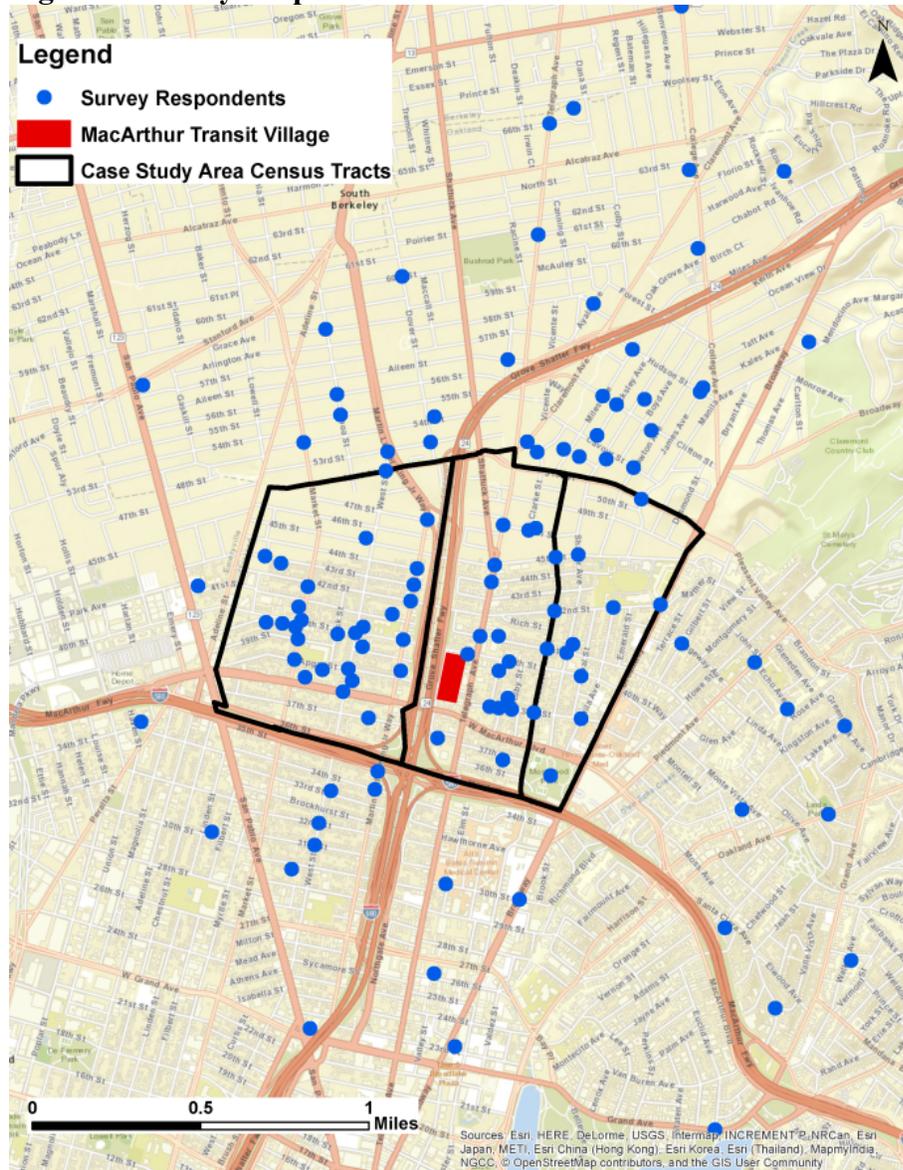
Figure 3. Intercept Survey Locations



Source: Modified from Google Maps, 2015

Our team collected a total of 157 surveys, of which 120 provided addresses in the general vicinity of the station site and a further 24 provided zip codes containing one of the three study area census tracts, for a total of 144 surveys on which analysis was performed. As can be seen in Figure 4, respondents' home addresses were attributed relatively evenly throughout the whole study area, most importantly with roughly equal numbers of respondents on the east and west sides of Highway 24, an important cultural and demographic barrier in the neighborhood important for ensuring our sample is adequately representative.

Figure 4. Survey Respondents' Home Addresses



Notes: Study area census tracts 4010, 4011, and 4012 pictured here.

2.2 Interviews

To complement our survey findings, we interviewed nine stakeholders of the project to better understand the context surrounding the project. These interviews include two developers, three residents, two BART representatives, and an Oakland city planner. Following the interviews, we coded each interview according to key themes related to neighborhood change: affordable housing, safety, groceries, restaurants, open space, jobs, transportation, culture, urban form, social relationships, demographic change; project attributes: parking, housing, project history, height, land assembly/entitlements, outreach, community benefits; city policies: zoning, housing, land use, taxes, transportation; and relationship with other stakeholders: BART, City of Oakland, NIMBY, YIMBY activists.

3. Findings

3.1 Neighborhood Character

Survey respondents were asked to rank their level of agreement with several statements on neighborhood character, including housing affordability and availability, area amenities, perceptions of safety, and neighborhood change. Respondents who asked for clarity on the definition of “the neighborhood” were encouraged to answer the survey questions based on whatever they considered to be their neighborhood. Table 2 shows the mean agreement scores on a scale from 1 to 5.

Table 2. Mean Likert Scale Score: Agree or Disagree

Question	Mean Score (1-5)	Observations
My rent/mortgage is affordable	3.20*	134
Rent is affordable for most people	1.60***	139
Buying a home is affordable for most people	1.25***	141
There are enough housing units available for people looking for a house	1.85***	137
There are enough places to go to spend time outdoors	3.51***	142
There are enough places to get fresh fruit and vegetables	3.56***	141
There are enough places to go out to eat	4.32***	142
I enjoy walking in my neighborhood	4.06***	140
There is adequate lighting	3.16*	140
There are adequate number of people on the streets	3.46***	137
There are too many vacant lots	2.78**	135
I feel safe here	3.62***	141
This neighborhood is changing	4.37***	141
These changes will benefit me personally	3.10	137
These changes will benefit my community	2.85	137

Notes: This table represents the mean score of agreement or disagreement with the above statements. The scale is as follows: strongly disagree-1, disagree-2, neutral-3, agree-4, strongly agree-5. Asterisks indicate a statistically significant difference from a neutral score of 3 according to p-value.

*** $p < 0.01$

** $p < 0.05$

* $p < 0.1$

3.1.1 Housing

As indicated in Table 1, housing affordability and availability are the biggest concerns among neighborhood residents. There are low mean ratings for the statements “*Rent is affordable for most people,*” “*Buying a home is affordable for most people,*” and “*There are enough housing units available for people looking for a house.*”

Moreover, housing affordability was a common theme in interviews with local residents. A new resident shared her concerns about affordability, saying,

“Even the developer is saying that costs are going to go up. . . There are people in the neighborhood who have been renting for a very long time in the neighborhood who are

very concerned. Show me an example where a gentrification-esque process has led to cheaper rents or more affordability.”

When asked what the community needs the most, another long-term resident explained,

“Affordable housing. Really, seriously. They are ruining the character of the neighborhood. So, what everyone loves about the neighborhood is being priced out because it’s so incredibly expensive now to live there. Even the rents on the stores . . . I think the number one issue in the neighborhood is affordability.”

Nevertheless, a BART board member believed that the transit village could contribute positively toward affordability in the neighborhood:

“I think this is more like a safety valve to relieve displacement rather than encourage displacement because the demand around every one of our transit stations already exists.”

3.1.2 Neighborhood Amenities

In contrast to their dissatisfaction with housing affordability and availability, residents do not feel that the neighborhood is lacking in amenities. When asked to rate their satisfaction with places to spend time outdoors, availability of fresh fruits and vegetables, eating establishments, and level of enjoyment walking in the neighborhood, residents ranked all of these amenities above average, some substantially so. Despite this, two BART employees interviewed spoke at length about the need for a grocery store in the area. These interviews reveal a mismatch between existing neighborhood amenities and perceived gaps among BART staff. Survey respondents did not indicate a strong need for more access to fresh fruits and vegetables in the area, suggesting that BART may misunderstand neighborhood priorities.

3.1.3 Safety

Safety does not appear to be a major issue for neighborhood residents. When asked to rank their level agreement with the statement “I feel safe here,” residents gave a mean score of 3.62. Residents also ranked high satisfaction with the number of people on the street and adequacy of lighting. Survey respondents ranked their agreement with the statement “*There are too many vacant lots*” slightly below neutral, indicating that there are not an excessive amount of vacant lots in the neighborhood.

Interviews with new and long-term residents confirmed that theft and drugs still exist in the neighborhood, but the issues are far less prevalent than in the 1990s and early 2000s. Since then, the residents report changes in stores, street design, and community involvement that have positively impacted neighborhood safety.

3.1.4 Neighborhood Change

Finally, respondents feel strongly that their neighborhood is indeed changing, though they are uncertain whether these changes will benefit themselves or their community. Residents strongly

agreed with the statement “This neighborhood is changing,” which had a mean agreement score of 4.37. However, their agreement with the statements “*These changes will benefit me personally*” and “*These changes will benefit my community*” was close to neutral, with mean scores of 3.10 and 2.85 respectively.

In interviews, residents agreed that housing and development are needed at that site, but disagree over the scale of the project and the primary beneficiaries of the project. A long-time resident expected more people to move into the neighborhood, which could benefit the community by providing more eyes on the street. However, a new resident feared that the scale of the tower will set a new precedent for higher densities in the area, which will only benefit BART and the developer. These conflicting accounts illustrate a cautious community that views new development with a mix of optimism and skepticism.

3.2 Survey Findings: MacArthur Transit Village

3.2.1 Awareness of MacArthur Transit Village Project

While approximately half of survey respondents (69 out of 144) were familiar with the development, there are important differences in this awareness between demographic groups. As shown in Figure 5, homeowners are more likely to be aware of the development than renters. While this is not a statistically significant difference, it is interesting to consider that renters are not more aware of the project given that the development is for new rental units.

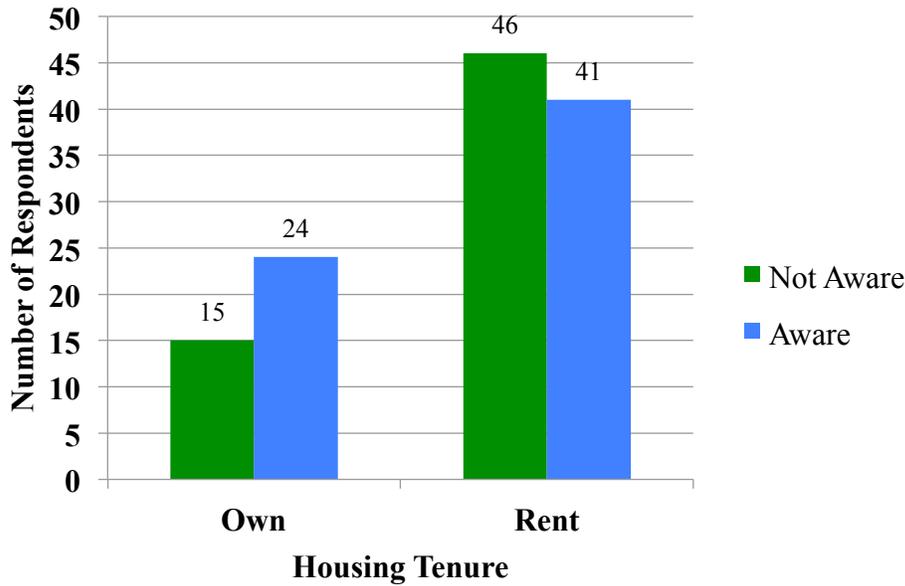
Additionally, as shown in Figure 6, older residents are more likely to be aware of the development than younger residents. This awareness likely made older homeowners more aware of community meetings with the developers about the project.

In order to estimate the effects of demographic information on the likelihood of project awareness, we estimated a logistic regression model (shown in Table 3 below). While holding constant other demographic factors, the significance of age and homeownership disappears while length of residence and education increased the likelihood of familiarity.

Finally, analysis of project awareness between income groups and racial groups did not reveal any significant differences. In particular, there were no significant differences between people making up to \$49,999, between \$50,000 and \$99,999, and above \$100,000 per year. Additionally, there was no significant difference in awareness between non-Hispanic White residents and people of other races.

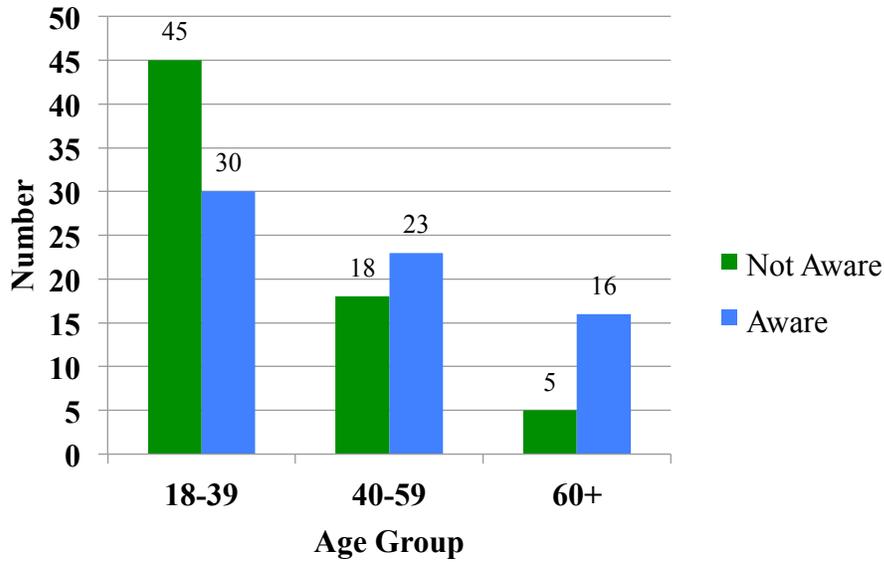
These estimates reveal that social capital, such as education or informal community networks, are crucial factors for knowing about the development. As we discuss in the conclusion section below, this has important implications for the representativeness of the public outreach process.

Figure 5. Project Awareness by Housing Tenure



Note: The p -value of the Pearson χ^2 test for these categories is 0.14.

Figure 6. Project Awareness by Age Group



Note: The p -value of the Pearson χ^2 test for these categories is 0.01.

Table 3. Logistic Regression of Familiarity with the Project

	Familiar
Own	1.22
Years Lived	1.07*
Single Family Home	0.33**
Income Bracket	0.78
Age Bracket	1.14
White	0.66
College degree	3.77*
Pseudo R ²	0.11
Observations	97

Note: Values next to variables represent odds ratios.

*** $p < 0.01$

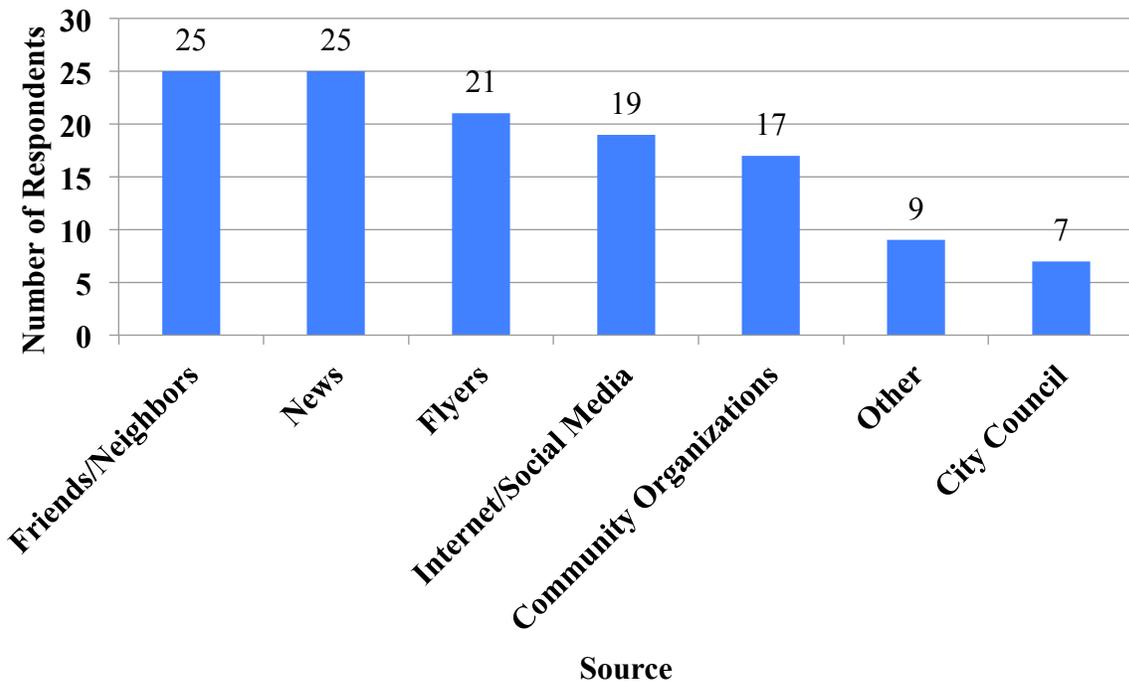
** $p < 0.05$

* $p < 0.1$

3.2.2 Effectiveness of Project Communications

We also asked our survey respondents who were aware of the MacArthur Transit Village where they had learned about the development. As shown in Figure 7, respondents familiar with the development more often heard about it through the news, informal communications with other residents, and community organizations than from Oakland City Council. Friends and neighbors as well as the news were the most common source of information about the project, followed by flyers and the Internet or social media. Only seven respondents indicated that they had heard about the project from City Council. These findings suggest that there is room to improve the city's public outreach process.

Figure 7: Where Respondents Heard About the Project

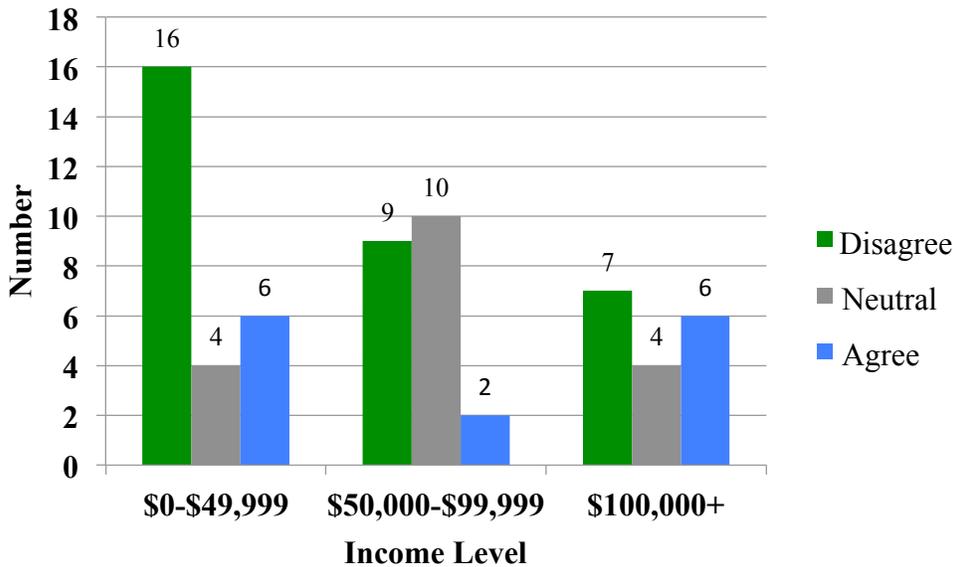


Notes: This table only includes 69 respondents who had heard about the project. Respondents were allowed to answer more than one of the above sources of information.

3.2.3 Identification with MacArthur Transit Village Project

Notably, there was a statistically significant relationship between the income of survey respondents and the extent to which they identified with the project. As Figure 8 indicates below, low-income respondents were more likely to disagree with the statement that "This development is for people like me." While potential relationships between feelings of connectedness to the project and race, age, and renter versus home ownership were also analyzed, none of these factors revealed statistically significant relationships (see the appendix for more information).

Figure 8. Identification with the Project by Income Level



Notes: Identification with the project is based on the response to the following survey question: “Please mark your level of agreement with the following statement: This development is for people like me.” P-Value of the Pearson Chi² test for these categories is 0.07.

4. Conclusion

4.1 Research Limitations

While we were able to collect 157 surveys in a span of three weeks, we did not randomly sample residents, instead surveying whatever pedestrians were willing to spare a few moments of time. As a result, our sample size includes many residents who live outside the immediate area or were unaware of the project and left many questions blank. We set out to survey respondents of the neighborhood, but collected the majority of responses from people at the Telegraph Farmer’s Market, people getting off a shuttle at the BART station, and people who felt comfortable speaking with students. As a result, our survey may not have been able to capture the interests and perspectives of long-time residents of color and other underrepresented groups. Our sample size would be greatly improved with a larger, more random sample.

4.2 Policy Recommendations

The MacArthur Transit Village substantially increases the number of housing units in the area and represents a positive development for regional housing needs. As such, we recommend that the project continue. Despite its positive contribution to regional housing affordability, this development could substantially raise local rents through increased property values. It is impossible to predict how much of an increase this could be; however, the City of Oakland could still do more to maximize the potential contributions to affordable housing from the project. After all, our survey evidence from local residents shows that housing affordability—rather than local amenities or safety—is the primary neighborhood concern. Furthermore, in light of a

history of racist housing policies and destructive freeway building, planners have an obligation to accommodate existing residents in this rapidly gentrifying neighborhood.

Yet, the latest community benefits package that the city negotiated with the developer focuses on area capital improvement projects and a contribution to Mosswood Park (Oakland City Planning 2017, 11). We recommend that this money—just over \$1 million—be spent on affordable housing instead. Specifically, this money could be donated to one of the city’s many affordable housing loan or grant programs (Oakland Office of Housing & Community Development 2017). Even better, the city could use this money to purchase and bank vacant land around the MacArthur BART station for an affordable housing developer. While \$1 million is not enough to build any housing, it is enough to acquire the land, which represents a formidable initial hurdle for affordable housing developers. Money such as this \$1million could be used for the seed funds of a rolling line of credit similar to Denver’s TOD Fund, which finances developers, land banks, and housing agencies looking to preserve or produce affordable housing (Pollack and Miripol 2015).

Moreover, we recommend that the city consider reforming their public outreach process for large developments that require discretionary approval. In the case of the MacArthur Transit Village, the only city-sponsored hearings were during the Planning Commission and City Council’s votes for the project. Prior to these votes, the only public outreach came voluntarily from meetings sponsored by the developer and a local city councilmember. Our survey evidence in Figure 7 above illustrates the consequences of this process—most residents heard about the project through informal neighborhood associations. As a result, older homeowners and educated residents were more likely to be familiar with the project, and this likely led to more active participation from these groups. Unfortunately, the low-income stakeholders that experience the lowest levels of identification with the project, according to our analysis, are less likely to be captured among highly educated and home-owning demographics.

Ultimately, this engagement process influenced the City’s decision to channel impact fees toward park improvements and capital improvements. However, questions remain around how the community’s primary self-identified need of affordable housing will be met, as well as the extent to which planned improvements will augment or ameliorate the sense of alienation low-income residents are experiencing from the Transit Village project, a centerpiece of their neighborhood’s future. A more comprehensive and inclusive public outreach process that involves surveying residents would improve the chances of capturing the concerns identified in our analysis and better inform the city as to how to better spend the project’s impact fees. Given the historical context of structural disadvantages amongst the neighborhood stakeholders that are most vulnerable to the issues of housing affordability and other forms of displacement, it is critical that the city be able to register these concerns and make informed decisions that are inclusive of all neighborhood groups in order to avoid re-inscribing historical patterns of social segregation around the Transit Village site.

5. Appendix

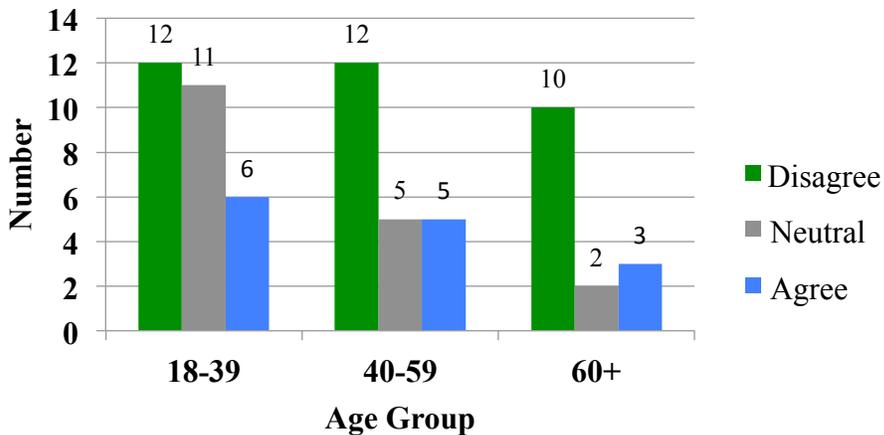
5.1 Additional Figures

Figure 10. Identification with the Project by Housing Status



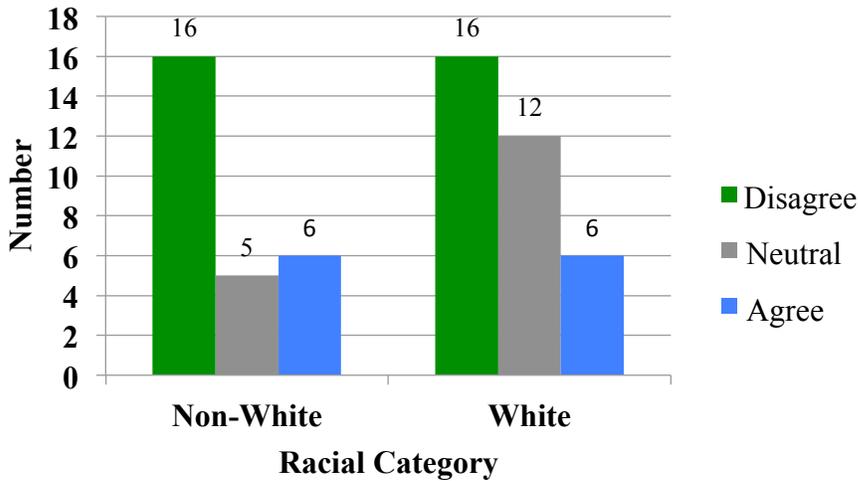
Notes: Identification with the project is based on the response to the following survey question: “Please mark your level of agreement with the following statement: This development is for people like me.” P-Value of the Pearson Chi² test for these categories is 0.88.

Figure 11. Identification with the Project by Age Group



Notes: Identification with the project is based on the response to the following survey question: “Please mark your level of agreement with the following statement: This development is for people like me.” P-Value of the Pearson Chi² test for these categories is 0.44.

Figure 12. Identification with the Project by Racial Category



Notes: Identification with the project is based on the response to the following survey question: “Please mark your level of agreement with the following statement: This development is for people like me.” P-Value of the Pearson Chi² test for these categories is 0.38. White refers to non-Hispanic White. Consolidation of racial categories done for sampling purposes.

5.2 Bibliography

Jackson, Kenneth. 1985. *Crabgrass Frontier: The Suburbanization of the United States*, Chapter 11: Federal Subsidy and the Suburban Dream: How Washington Changed the American Housing Market. New York, New York: Oxford University Press.

Madrigal, Alexis. 2014. “The Racist Housing Policy That Made Your Neighborhood.” *The Atlantic*, May 22. <https://www.theatlantic.com/business/archive/2014/05/the-racist-housing-policy-that-made-your-neighborhood/371439/>.

“Oakland City Planning Commission Staff Report, Case File Number PUD06058-R01.” 2017. Oakland City Planning Commission.

Oakland Office of Housing & Community Development. 2017. “Development of Affordable Housing.” Accessed May 5. <http://www2.oaklandnet.com/government/o/hcd/s/AffordableHousing/index.htm>.

“Parcel Viewer - Alameda County Assessor.” 2017. May 4. https://www.acgov.org/assessor/resources/parcel_viewer.htm.

“Plan Bay Area 2040 Draft Plan.” 2017. ABAG, MTC.

Pollack, Melinda, and Aaron Miripol. 2015. “The Denver Transit Oriented Development Fund.” http://www.atlantaregional.com/.../TOD/lu_tod_acquisitionfundmtg_denver.pdf.

Yelen, James. 2016. "The Foreclosure Crisis in Oakland, CA: Before and After (Observations from the American Community Survey)."

<https://www.ocf.berkeley.edu/~jyelen/2016/12/13/the-foreclosure-crisis-in-oakland-before-and-after/>.

5.3 Interview Protocol Guide

A. Questions for long-time neighbors and local business owners

Hello, thank you for agreeing to participate in this voluntary interview. My name is XXX I am a student of City Planning at UC Berkeley. Currently we are conducting research on the present and recent history of the neighborhoods close to the MacArthur BART station. Your answers are important to us because of your knowledge of your neighborhood and this area. This interview will take 25 minutes. There are no right or wrong answers to the questions and you can skip any question. Your responses will be kept anonymous. Before we start, I wanted to ask you if it is okay with you if I record this interview to facilitate the analysis. The recordings will not be shared with anyone else.

I. Introduction

1. Could you please tell me your name and how long have you been living/running a business in this area? (In case the interviewed have not lived all his/her live in the area, ask where did they use to live or have a business)
2. What are the things that attracted you and/or your family to this area?

II. History

1. What was the neighborhood like when you moved here? (Make sure to ask about social dynamics, population density, and a physical description of the area: What was there and what wasn't).
2. What are the things that you liked the most about the neighborhood back then? What were the most important problems?
3. Since then, how has the neighborhood changed in terms of houses, neighbors/people, buildings, businesses, etc? [Use current map to help the interviewed identify the most important changes]

III. Public space and the MacArthur BART station area

1. [Using the map as reference] Could you show me the route you usually take when you go to the BART station? Is there any reason why you like these streets? Which streets do you usually avoid? Why?
2. Where do you usually go to buy food or personal items? How do you get there? [If the place is in the study area, ask about and why the interviewed uses some streets and not

others. If the place is not in the study area, ask why they go to this particular place.] How often do you find yourself having to travel outwards to access groceries, places to eat, health sources, places to meet friends?

3. When you want to spend some time outside your home, where do you normally go in the neighborhood? What do you like about these places? (neighborhood assets)
4. Are there public spaces in the neighborhood that you normally avoid? Why?
5. [If the interviewed has not mentioned yet, ask:] Have you or anybody you know been victim of a crime that occurred near MacArthur BART station? How did this influence the streets you take and not take to get to this station?

IV. Closing questions

1. What do you think your community needs the most? What would you like to see in this area? [This does not necessarily have to be part of the MacArthur Project, but can be more generally about the neighborhood (i.e. need more housing, office, eating establishments, grocery stores, open space, parking...etc)]
2. Have you heard about the “MacArthur Transit Village” Project? If yes, could you describe the main elements of this project? What are the most important changes that this project will bring for you and the neighborhood/your community (positive and negative)?
3. If you’re aware of Parcel B [24-story high-rise tower]: can you imagine your neighborhood with a higher population? Do you see that as a positive or negative thing? What would make that change easier?
4. What would you change about the area around the MacArthur BART station in order to make it more attractive to spend time in and feel safer? What would you improve/change in: housing, public spaces (lighting, design, etc.)?
5. Is there anything you would like to add?
6. Thank you very much for your time. If you have any question or something you would like to add, please don’t hesitate to contact me at XXX.

B. Questions new neighbors and local business owners

Hello, thank you for agreeing to participate in this voluntary interview. My name is XX, I am a student of City Planning at UC Berkeley. Currently we are conducting research on the present and recent history of the neighborhoods close to the MacArthur BART station. Your answers are important to us because of your knowledge of your neighborhood and this area. This interview will take 25 minutes. There are no right or wrong answers to the questions and you can skip any question. Your responses will be kept anonymous. Before we start, I wanted to ask you if it is okay with you if I record this interview to facilitate the analysis. The recordings will not be shared with anyone else.

I. Introduction

1. Could you please tell me your name and how long have you been living/running a business in this area? Where did you use to live or have a business?
2. What are the things that attracted you and/or your family to this area when you moved in?

II. History

1. What are the things that you like the most about the neighborhood? [If the interviewee didn't mention it, ask about infrastructure, business, safety, etc.]
2. What are the most important problems? [If the interviewee didn't mention it, ask about infrastructure, business, safety, etc.]
3. If any, how has the neighborhood changed in terms of houses, neighbors, number of people, buildings, businesses, etc? [Use current map to help the interviewed identify the most important changes]

III. Public space and the MacArthur BART station area

1. [Using the map as reference] Could you show me the route you usually take when you go to the BART station? Is there any reason why you like better these streets? Which streets do you usually avoid? Why?
2. Where do you usually go to buy food or personal items? How do you get there? [If the place is in the study area, ask about and why the interviewed uses some streets and not others]
3. When you want to spend some time outside your home, where do you normally go in the neighborhood? What do you like about these places?
4. Are there public spaces in the neighborhood that you normally avoid? Why?
5. [If the interviewed has not mentioned yet, ask:] Have you or anybody you know been victim of a crime that occurred near MacArthur BART station? How did this influence the streets you take and not take to get to this station?

IV. Closing questions

1. What do you think your community needs the most? What would you like to see in this area? [This does not necessarily have to be part of the MacArthur Project, but can be more generally about the neighborhood (i.e. need more housing, office, eating establishments, grocery stores, open space, parking...etc)]

2. Have you heard about the “MacArthur Transit Village” Project? If yes, could you describe the main elements of this project? What are the most important changes that this project will bring for the neighborhood (positive and negative)?
3. If you’re aware of Parcel B [24-story high-rise tower]: can you imagine your neighborhood with a higher population? Do you see that as a positive or negative thing? What would make that change easier?
4. What would you change about the area around the MacArthur BART station in order to make it more attractive to spend time in and feel safer? What would you improve/change in: housing, public spaces (lighting, design, etc.)?
5. Is there anything you would like to add?
6. Thank you very much for your time. If you have any question or something you would like to add, please don’t hesitate to contact me at _____ .

C. Questions for City of Oakland Planner

Hello, thank you for agreeing to participate in this voluntary interview. My name is XX, I am a student of City Planning at UC Berkeley. Currently we are conducting research on the history and expected impacts of the MacArthur Transit Village Project. Your answers as a planner of the City of Oakland are important to us. This interview will take 25 minutes. There are no right or wrong answers to the questions and you can skip any question. Your responses will be kept anonymous. Before we start, I wanted to ask you if it is okay with you if I record this interview to facilitate the analysis. The recordings will not be shared with anyone else.

I. Introduction

1. Could you please tell me your name and how long have you been working for the City of Oakland?
2. What are your responsibilities concerning the MacArthur Transit Village Project?

II. History

1. Could you please walk me through the history of this project? When was it first proposed, and what have been the main changes across time? [If the interviewee didn’t mention it, ask about infrastructure, objectives and any relevant spatial reference]
2. What are the most important challenges that the project has faced? [If the interviewee didn’t mention it, ask about opposition, different stakeholders, budget limitations]
3. [If not mentioned already] Could you describe the public outreach process? Which groups did you consult?

III. About the MacArthur Transit Village Project

1. Please briefly describe the main elements of the MacArthur Transit Village Project.
2. What are the main objectives of the recently approved proposal? [If the interviewee didn't mention them, ask about affordable housing, public space, and safety]
3. In your opinion, who are the main stakeholders that have been involved in the development and giving feedback for this project? [Identify different positions]
4. How do you see this project's role in the context of regional housing shortages?
5. [If the response for the previous question was too general ask this] Regarding the positive and possible unintended consequences of the project, how do you think it will affect [ask one at a time]:
 - a. Housing affordability [try to get opinions about displacement]
 - b. Cost of living (e.g. access to food, leisure, etc.)
 - c. Quality of public spaces (streets, parks, etc.)
 - d. Safety and safety perception

IV. Closing questions

1. [If it hasn't been mentioned before ask] Who will be the beneficiaries of this project?
2. How might this neighborhood change with an increase of population? Do you see that as a positive or negative thing? What would make that change easier?
3. Is there anything you would like to add?
4. Thank you very much for your time. If you have any question or something you would like to add, please don't hesitate to contact me at _____.

D. Questions for developer representative

Hello, thank you for agreeing to participate in this voluntary interview. My name is XX, I am a student of City Planning at UC Berkeley. Currently we are conducting research on the history and expected impacts of the MacArthur Transit Village Project. Your answers are important to us because of your firm's knowledge and involvement in this project. This interview will take 25 minutes. There are no right or wrong answers to the questions and you can skip any question. Your responses will be kept anonymous. Before we start, I wanted to ask you if it is okay with you if I record this interview to facilitate the analysis. The recordings will not be shared with anyone else.

I. Introduction

1. Could you please tell me your name and how long have you been working for?

2. What are your responsibilities concerning the MacArthur Transit Village Project?

II. History

1. Could you please tell me the history of this project? When was first proposed, what have been the main changes across time? Why were these amenities included? [If the interviewed didn't mention it, ask about infrastructure, objectives and any relevant spatial reference]
2. What are the most important challenges that the project has faced? [If the interviewed didn't mention it, ask about opposition, different stakeholders, budget limitations]
3. [If not mentioned already] Could you describe the public outreach process? Which groups did you consult?

III. About the MacArthur Transit Village Project

1. Please, briefly describe the main elements of the MacArthur Transit Village Project [Special focus on what his/her firm has designed].
2. What are the main objectives of the recently approved proposal? [If the interviewee didn't mention them, ask about affordable housing, public spaces and safety]
3. How do you see this project's role in the context of regional housing shortages?
4. In your opinion, which are the main stakeholders that have been involved in the development and giving feedbacks for this project? [Identify different positions]
5. [If the response for the previous question was too general ask this] Regarding the positive and possible unintended consequences of the project, how do you think it will affect [ask one at a time]:
 - a. Housing affordability [try to get opinions about displacement]
 - b. Cost of living (e.g. access to food, leisure, etc.)
 - c. Quality of public spaces (streets, parks, etc.)
 - d. Safety and safety perception

V. Closing questions

1. [If it hasn't been mentioned before ask] Who will be the beneficiaries of this project?
2. How do you respond to challenges to how Parcel B will increase the local population? Do you see that as a positive or negative thing? What would make that change easier?
3. Is there anything you would like to add?

4. Thank you very much for your time. If you have any question or something you would like to add, please don't hesitate to contact me at _____.

E. Questions for representatives of organizations

Hello, thank you for agreeing to participate in this voluntary interview. My name is XX, I am a student of City Planning at UC Berkeley. Currently we are conducting research on the history and expected impacts of the MacArthur Transit Village Project. Your answers are important to us because of your active involvement in the public discussion about this proposal. This interview will take 25 minutes. There are no right or wrong answers to the questions and you can skip any question. Your responses will be kept anonymous. Before we start, I wanted to ask you if it is okay if I record this interview to facilitate the analysis. The recordings will not be shared with anyone else.

I. Introduction

1. Could you please tell me your name and how long have you been member of?
2. For how long have you been involved in the analysis and discussion surrounding the MacArthur Transit Village Project?

II. History

Could you please walk me through the history of this project? When was it first proposed, and what have been the main changes across time? [If the interviewee didn't mention it, ask about infrastructure, objectives and any relevant spatial reference]

What are the most important challenges that the project has faced? [If the interviewee didn't mention it, ask about opposition, different stakeholders, budget limitations]

III. About the MacArthur Transit Village Project

1. Please, briefly describe the main elements of the MacArthur Transit Village Project[General description of components].
2. What are the main objectives of the recently approved proposal? [If the interviewee didn't mention them, ask about affordable housing, public spaces and safety]
3. How do you see this project's role in the context of regional housing shortages?
4. In your opinion, who are the main stakeholders that have been involved in the development and giving feedback for this project? [Identify different positions]
5. [If the response for the previous question was too general ask this] Regarding the positive and possible unintended consequences of the project, how do you think it will affect [ask one at a time]:
 - a. Housing affordability [try to get opinions about displacement]

- b. Cost of living (e.g. access to food, leisure, etc.)
 - c. Quality of public spaces (streets, parks, etc.)
 - d. Safety and safety perception
6. Does the organization you represent support or oppose the project? Why?

IV. Closing questions

1. [If it hasn't been mentioned before ask] Who will be the beneficiaries of this project?
Who do you envision benefitting from this project?
2. How might this neighborhood change with an increase of population? Do you see that as a positive or negative thing? What would make that change easier?
3. Is there anything you would like to add?
4. Thank you very much for your time. If you have any question or something you would like to add, please don't hesitate to contact me at _____.

5.4 Intercept Survey Questionnaire



MacArthur BART Neighborhood Survey

Thank you for agreeing to take this voluntary survey. Your answers will help UC Berkeley student researchers to better understand neighborhoods around the MacArthur BART station. Please answer the following questions to the best of your knowledge. There are no right or wrong answers to the questions, and you can skip any question. Your responses will be anonymous.

SECTION A: Neighborhood Conditions

To what extent do you agree with the following statements about your neighborhood?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
	1	2	3	4	5	
1. My rent/mortgage is affordable.	<input type="checkbox"/>					
2. Rent is affordable for most people.	<input type="checkbox"/>					
3. Buying a home is affordable for most people.	<input type="checkbox"/>					
4. There are enough housing units available for people looking for a house.	<input type="checkbox"/>					
5. There are enough places to go to spend time outdoors.	<input type="checkbox"/>					
6. There are enough places to get fresh fruit and vegetables.	<input type="checkbox"/>					
7. There are enough places to go out to eat.	<input type="checkbox"/>					
8. I enjoy walking in my neighborhood.	<input type="checkbox"/>					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
	1	2	3	4	5	
9. There is adequate lighting.	<input type="checkbox"/>					
10. There are adequate number of people on the streets.	<input type="checkbox"/>					
11. There are too many vacant lots.	<input type="checkbox"/>					
12. I feel safe here.	<input type="checkbox"/>					
13. This neighborhood is changing.	<input type="checkbox"/>					
14. These changes will benefit me personally.	<input type="checkbox"/>					
15. These changes will benefit my community.	<input type="checkbox"/>					

PLEASE TURN OVER TO THE LAST PAGE



INTERNAL: Surveyor Name:

Location:

Date:

Time:

Serial No: 1

SECTION B: MacArthur Transit Village

1. Are you familiar with the proposed MacArthur BART Transit Village plans?

Yes No

If yes, please complete the rest of this section.

If no, please skip down to "Section C: About You."

2. Where did you hear about the project? *Select all that apply.*

Friends/Neighbors Flyers Internet/Social Media Other: _____
 News Community Organization City Council _____

3. Which of the following have you heard will be included in this development? *Select all that apply.*

Office space Restaurant/Bar Other shopping Parking
 Housing Coffee shop/Cafe Community services Other: _____
 Grocery store Convenience store Public space (plaza/park) _____

4. Please mark your level of agreement with the following statement:

This development is for people like me.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
<input type="checkbox"/>					

5. Do you support or oppose the MacArthur BART Transit Village?

Support Oppose Not sure

SECTION C: About You

1. What is your home address? (or the nearest cross streets to your home)

(e.g. 222 Main St., or 2nd and Main)

2. What is your zip code?

3. How many years have you lived there?

4. How many people live in your household?

People 16+ years (including yourself): People under 16 years of age:

5. Do you rent or own your home?

Rent Own

6. What housing type do you live in? *Please check one.*

Single family house Apartment/Condo building
 Townhouse/Duplex Prefer not to say.

7. What was the approximate combined income in your family last year? *Exclude non-family roommates.*

\$0-24,999 \$75,000-99,999
 \$25,000-49,999 \$100,000 or more
 \$50,000-74,999 Prefer not to say.

8. How old are you?

18-29 50-59
 30-39 60-69
 40-49 70+

9. What is your gender?

Male Female
 Other Prefer not to say.

10. Are you of Hispanic, Latino, or Spanish origin?

Yes No

11. What is your race? *Select all that apply.*

White Black / African American
 Asian Native Hawaiian / Pacific Islander
 Other American Indian / Alaska Native

12. What is the highest level of school you have completed?

Less than High School
 High School, GED, or equivalent
 Some college or Associate degree
 Bachelor degree
 Graduate or professional school

THE END. THANK YOU.