



(Photos courtesy of City of Berlin and Vierbicher)

# CITY OF BERLIN

# HOUSING AND ECONOMIC DEVELOPMENT SURVEY

APRIL 2022



# WELCOME TO THE SURVEY!

The City is updating its Economic Development Plan, in order to enhance quality of life and the local business environment. We want to hear from residents and businesses on specific topics, to build on the City's past and ongoing economic development efforts.

## A CORE IDEA: "Quality of Life"

Quality of Life can mean different things to different people but can be broadly defined as *the level of health, comfort, and happiness that we experience in the community*. It is based on a combination of things, such as housing, shopping, access to arts and cultural events, access to medical needs, access to jobs, and a sense of community or belonging.

### 1. What three words would you use to describe the community character of the City of Berlin as it is today?

\_\_\_\_\_

### 2. What three words would you use to describe an ideal future for the City of Berlin?

\_\_\_\_\_

### 3. How would you rate the overall quality of life in Berlin?

- Excellent  Fair  No Opinion  
 Good  Poor

### 4. Please select the top three qualities you believe make Berlin area a great place to live or work.

- Location  Park and recreational opportunities  Safety  
 Friendly and welcoming community  School District  Local businesses  
 Community services  Quality of housing  
 Other \_\_\_\_\_

### 5. Please select the top three changes you think would have the greatest impact on improving the quality-of-life in Berlin.

- Increase employment opportunities  Improve public safety  
 Expand retail shopping options  Increase housing  
 Parks and recreation facility updates and expansion  Make it easier to walk (or roll) safely around town  
 Expand community services

### 6. Please select the top three priorities most important to you for future development in Berlin.

- Residential Development  Affordable Senior Housing  
 Commercial/Retail Development  Walking and/or Biking Trails  
 Industrial Development  Alternative Transportation Options  
 Park Development  Other \_\_\_\_\_  
 Youth-Oriented Development

### 7. I want to see \_\_\_\_\_ in Berlin by 2040 (choose one of the following, which were the most popular responses at the March 31st public workshop):

- Grocery store  More entertainment/recreation activities  
 Dog park  More eating/drinking establishments  
 Improved downtown image

8. **Land Use:** Please indicate what you feel is the appropriate amount of the different types of land uses that you would like to see in the City? (Check all that apply).

	Too Little	Just Right	Too Much
<input type="checkbox"/> Industrial .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Retail/Commercial.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Single-family residential .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Multi-family residential .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Workforce/affordable housing .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Institutional (school, medical, government, etc.).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Public space/parks .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## SELF-REPORTED HOUSING CONDITIONS

9. **Do you live in the City of Berlin?**

- Yes       No

10. **If yes, how long have you lived in Berlin?**

- |   |  |
|---|--|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> Over 10 years                   |
| <input type="checkbox"/> 1-5 years        | <input type="checkbox"/> Other (I do not live in Berlin) |
| <input type="checkbox"/> 6-10 years       |  |

11. **If you do not live in Berlin please indicate why. (Check all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> N/A (I live in Berlin)                        | <input type="checkbox"/> Not enough storage opportunities            |
| <input type="checkbox"/> Lack of housing availability at desired price | <input type="checkbox"/> Prefer larger lots/rural life               |
| <input type="checkbox"/> Property taxes are too high                   | <input type="checkbox"/> Household member works in another community |
| <input type="checkbox"/> Housing prices are too high                   | <input type="checkbox"/> Easy to get to Berlin and live outside      |
| <input type="checkbox"/> Lack of entertainment/nightlife               | <input type="checkbox"/> Too competitive of a housing market         |
| <input type="checkbox"/> To live closer to family                      | <input type="checkbox"/> Other: _____                                |

12. **Do you currently rent or own your residence?**

- Rent       Own

13. **Indicate current housing type (choose one):**

- |  |   |
|--|---|
| <input type="checkbox"/> Single family (one home on one lot) | <input type="checkbox"/> Unit in a building with 10-19 units      |
| <input type="checkbox"/> Duplex or triplex (2 or 3 units)    | <input type="checkbox"/> Unit in a building with 20 or more units |
| <input type="checkbox"/> Unit in a building with 4 units     | <input type="checkbox"/> In-law or accessory dwelling unit        |
| <input type="checkbox"/> Unit in a building with 5-9 units   | <input type="checkbox"/> Mobile home                              |

14. **Do you currently live in senior housing?**

- Yes       No

15. **Please rate your satisfaction with your current housing:**

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood composition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Neighborhood walkability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to commercial/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to amenities/recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## HOUSING LOCATION & PREFERENCES

### 16. Please select up to four (4) factors that influenced your decision to live where you live now.

- |   |  |
|---|--|
| <input type="checkbox"/> Great schools and extracurricular activities | <input type="checkbox"/> People / neighbors    |
| <input type="checkbox"/> Safety / low crime                           | <input type="checkbox"/> Low traffic           |
| <input type="checkbox"/> Affordability / cost                         | <input type="checkbox"/> Close to family       |
| <input type="checkbox"/> Easy access to recreation                    | <input type="checkbox"/> Close to employment   |
| <input type="checkbox"/> Easy access to downtown                      | <input type="checkbox"/> Walkable neighborhood |
| <input type="checkbox"/> Privacy / seclusion                          | <input type="checkbox"/> Community character   |

### 17. Are you interested in moving in the next 2 years?

- Yes  No  Unsure

### 17a If you are interested in purchasing, please indicate the most likely type of home you plan to purchase:

- Older home, move-in ready  Older home, fixer-upper  New home/build own

### 17b. If you are interested in purchasing, please rank any barriers you have to purchasing:

(Place a 1 next to the largest barrier, a 2 for the next largest barrier, a 3 for the next largest barrier, etc).

- |  |   |
|--|---|
| <input type="checkbox"/> Lack of down payment                      | <input type="checkbox"/> Do not think existing home will sell for amount needed |
| <input type="checkbox"/> Existing debt                             | <input type="checkbox"/> Desired housing type not offered                       |
| <input type="checkbox"/> Poor credit history                       | <input type="checkbox"/> Available housing requires too much renovation         |
| <input type="checkbox"/> Monthly payment would be too high         | <input type="checkbox"/> Available housing does not have addition/upfit options |
| <input type="checkbox"/> Wish to purchase, but in a few more years | <input type="checkbox"/> Other (please specify): _____                          |

### 17c. If you are interested in purchasing, please indicate your desired purchase price range:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Less than \$85,000 | <input type="checkbox"/> \$125,000 to \$149,999 | <input type="checkbox"/> \$200,000 to \$299,999 |
| <input type="checkbox"/> \$85,000-\$124,999 | <input type="checkbox"/> \$150,000 to \$199,000 | <input type="checkbox"/> \$300,000+             |

### 17d. If you are interested in renting, please indicate your desired rental price range:

- |  |   |                                   |
|--|---|-----------------------------------|
| <input type="checkbox"/> Less than \$500 | <input type="checkbox"/> \$1,000 to \$1,249 | <input type="checkbox"/> \$2,000+ |
| <input type="checkbox"/> \$500 to \$749  | <input type="checkbox"/> \$1,250 to \$1,499 |                                   |
| <input type="checkbox"/> \$750 to \$999  | <input type="checkbox"/> \$1,500 to \$1,999 |                                   |

### 18. If you are planning to move to somewhere in Berlin, what type of housing would you prefer?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> N/A                                  | <input type="checkbox"/> Owner senior housing                 | <input type="checkbox"/> Rental Apartment/condominium |
| <input type="checkbox"/> Owner single family                  | <input type="checkbox"/> Owner mobile Home                    | <input type="checkbox"/> Rental senior housing        |
| <input type="checkbox"/> Owner duplex                         | <input type="checkbox"/> Rental single family                 | <input type="checkbox"/> Rental mobile home           |
| <input type="checkbox"/> Owner triplex/<br>Townhome/ rowhouse | <input type="checkbox"/> Rental duplex                        | <input type="checkbox"/> "Tiny home"                  |
| <input type="checkbox"/> Owner condominium                    | <input type="checkbox"/> Rental triplex/Townhome/<br>rowhouse | <input type="checkbox"/> In-law unit                  |
|   |   | <input type="checkbox"/> Other _____                  |

**19. How many bedrooms do you prefer?**

- Studio       One (1)       Two (2)       Three (3)       Four (4)       Five or more (5+)

**20. How many bathrooms do you prefer?**

- One (1)       Two (2)       Three (3)  
 One & a half (1.5)       Two & a half (2.5)       Three & a half or more (3.5+)

**21. Please select up to four (4) factors that will most influence your choice of where you will live next? (Place a "1" next to the most important, a "2" on the next most important, then "3", etc.)**

- Great schools and extracurricular activities
- Safety / low crime
- Affordability / cost
- Easy access to recreation
- Easy access to downtown
- Privacy / seclusion
- People / neighbors
- Low traffic
- Close to family
- Close to employment
- Walkable neighborhood
- Community character

## HOUSING NEEDS

**22. Based on your experience, please rate the housing needs of your community.**

	Needs Much More	Needs a little More	Does not Need More	Needs Less
Homes for first-time buyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Single family homes in new subdivision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Single family homes in traditional neighborhoods (block/grid streets, alleys & sidewalks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duplex / triplex homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multifamily townhomes/rowhouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multifamily apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing targeted to seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condominiums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Executive housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown/above-retail Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**23. Is there anyone living in your residence who does not have a permanent place to live?**

- Yes     No

24. Do you personally know someone in the area who is **struggling with housing costs** and may be in danger of becoming homeless?

- Yes     No     Yes - My household is struggling with housing costs

25. Based on your experience, what **other things** should your community be concerned with regarding future housing demands?

---

---

## BUSINESS AND ECONOMIC ENVIRONMENT

26. Business Recruitment: What types of **businesses** should the city look to recruit to the area? (Check all that apply).

- Retail/Services                       Hotel                       Mixed-use (retail/residential)  
 Restaurants                       Office  
 Manufacturing                       Mixed-use (office/residential)

27. Missing Businesses: To get more specific, what types of **retail or entertainment options** would you most like to see in Berlin that do not currently exist or are inadequate? Please list your top two (2).

- \_\_\_\_\_                       \_\_\_\_\_

28. Business Visits: How many times per month do you typically **visit businesses Berlin**?

- 0 times                       1 – 2 times                       3 – 5 times                       More than 5 times

29. Business Visits: How many businesses in Berlin do you visit per month

- 0 (zero)                       5-10 businesses  
 2 or less                       More than 10 businesses  
 3-5 businesses

30. What percentage of your **shopping** do you do in Berlin?

- 0-25%                       26-50%                       51-75%                       76-100%

31. Name **two other communities** outside of Berlin that you enjoy visiting.

- \_\_\_\_\_                       \_\_\_\_\_

32. During the next 5 years, how should the City focus its **economic development efforts**?

	Agree	Not Sure	Disagree
a) The City should work to expand existing businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The City should work to attract new businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The City should work to assist with new business startups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The City should work to improve the appearance of the <b>downtown</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The City should work to improve the appearance of the <b>waterfront</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The City should work to improve storefronts by providing grants and loans for façades.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) The City should offer financial incentives to grow existing businesses and attract new businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. **If you could open a successful business in Berlin, what kind of business and where would it be?**

Open ended \_\_\_\_\_

34. **If you are a current business owner, what barriers or challenges are you running into?**

Open ended \_\_\_\_\_

35. **Is your primary job located in the City of Berlin?**

Yes  No

36. **Are you currently:**

- Working outside the home
- Working from home / working remotely
- N/A – Not working for pay

37. **If you work from home or work remotely, is it a temporary or permanent arrangement?**

- Temporary  Unsure
- Permanent  N/A

38. **If you commute for work at your primary job, how long is your commute (each way)?**

- No commute  10-19 miles  30+ miles
- Less than 10 miles  20-29 miles

39. **Overall, do you enjoy your commute?**

Yes  No

40. **If your commute is longer than 25 miles each way, are any of the following true? (Check all that apply)**

- The local job options in Berlin are not as good as my current job.
- The local housing options in Berlin are better than they are in the community where I work.
- My job is necessary to support my family or household.
- I enjoy living in Berlin despite the long commute.
- I would prefer to work remotely.
- I would prefer to work closer to home.

41. **If you had the option to work closer to home would you do it?**

Yes  No

41a. **If not, why not?**

\_\_\_\_\_

42. **If you drive to work in a personal vehicle, would you consider an alternative mode of getting to work?**

- Yes, walking  Yes, either walking or biking
- Yes, biking  No

42 a. **If not, why not?**

\_\_\_\_\_

43. **Please describe your work situation:**

<b>a. Employment Status</b>	<b>b. Employment Sector</b>	
	<input type="checkbox"/> Full time	<input type="checkbox"/>
<input type="checkbox"/> Part time	<input type="checkbox"/>	Arts, entertainment, or recreation
	<input type="checkbox"/>	Customer services, retail, or food services, etc.

<input type="checkbox"/> Homemaker	<input type="checkbox"/>	Educational services
<input type="checkbox"/> Retired	<input type="checkbox"/>	Health care
<input type="checkbox"/> Disability	<input type="checkbox"/>	Finance and insurance, and real estate, or rental and leasing
<input type="checkbox"/> Unemployed / looking for work	<input type="checkbox"/>	Manufacturing, warehousing, or general transportation
<input type="checkbox"/> Unemployed / not looking for work	<input type="checkbox"/>	Professional, research, management, or administrative
	<input type="checkbox"/>	Public administration
	<input type="checkbox"/>	Other services and utilities
	<input type="checkbox"/>	Other (please specify): _____
	<input type="checkbox"/>	N/A

## Strengths, Weaknesses, Opportunities, and Threats

44. The following statements were heard at the March 31, 2022, public workshop. Do you agree or disagree with the following statements?

	Agree	Not Sure	Disagree
a) Berlin needs a grocery store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Berlin needs a dog park.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Berlin needs a dog boarding option.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Berlin should focus on improving the appearance of downtown and public spaces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The City is using the River to its full potential.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The City should prioritize improvements to streets, sidewalks, and intersections.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Berlin needs more market-rate (non-subsidized) housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# DEMOGRAPHICS

**45. What is your age?**

- 18-25 years     26-35 years     36-50 years     51-65 years     65+ years

**46. What is your gender?**

- Female     Male     Other / prefer not to answer

**47. Race and ethnicity:**

**46a. How would you best describe yourself?**

- White  
 Black  
 American Indian  
 Asian  
 Pacific Islander  
 Some Other Race  
 Two or More Races  
 Prefer not to answer

**46.b Are you of Hispanic/Latino/Spanish origin?**

- Yes     No

**48. In which municipality do you live? (specify City, Village, or Town of \_\_\_\_)**

\_\_\_\_\_

**49. How many people are in your household?**

- 1     2     3     4     5+

**Please list an email address if you would like to receive emails about upcoming public meetings concerning the Economic Development Plan to provide further input and be involved in the planning process.**

---

**If you would like to be entered for a chance to win a gift card, please enter your email or mailing address below:**

---