

coUrbanize Community Survey 2022

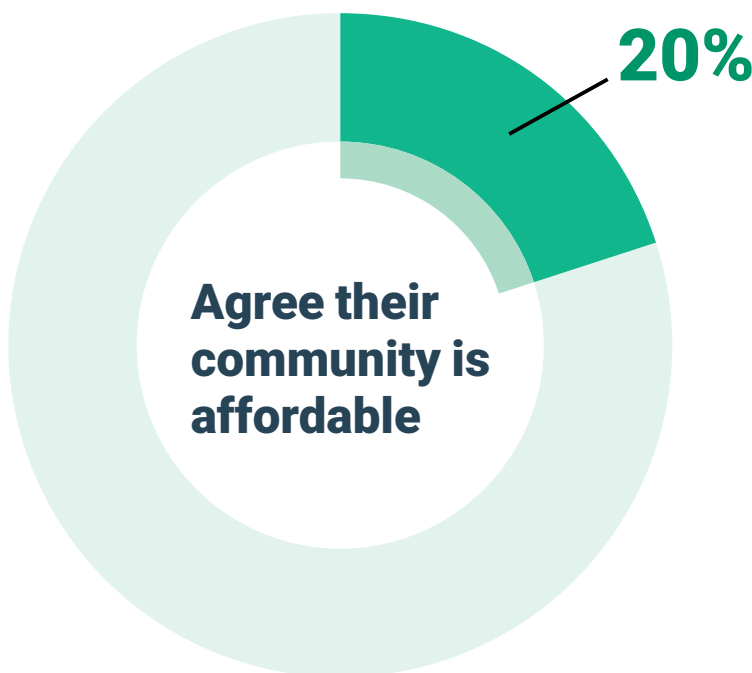
Support for New Development Continues to Rise Post-Pandemic Among coUrbanize Community

About the Survey

In August 2022, coUrbanize conducted an 11-question survey with all registered community members of the coUrbanize platform (past and present), and received over 1,600 responses. The survey asked about community members' perceptions of new development, as well as what types of development they would like to see in their neighborhood and whether they consider their community affordable currently.

KEY TAKEAWAY 1

The majority of individuals do not find their community affordable to live in



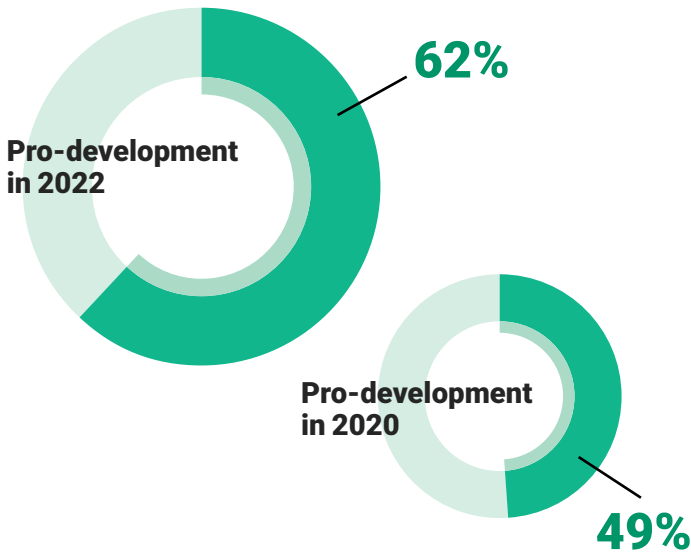
Only 20% of respondents agree that their community is affordable

The economic impacts of the pandemic and the housing shortage have become more tangible for many individuals in the past two years, and span across demographics – both urban and suburban respondents, as well as younger and older people agreed that affordability is a problem.

When asked whether their community is affordable, only 20% of community members agreed or strongly agreed.

KEY TAKEAWAY 2

Individuals are more welcoming of new development than they were pre-pandemic



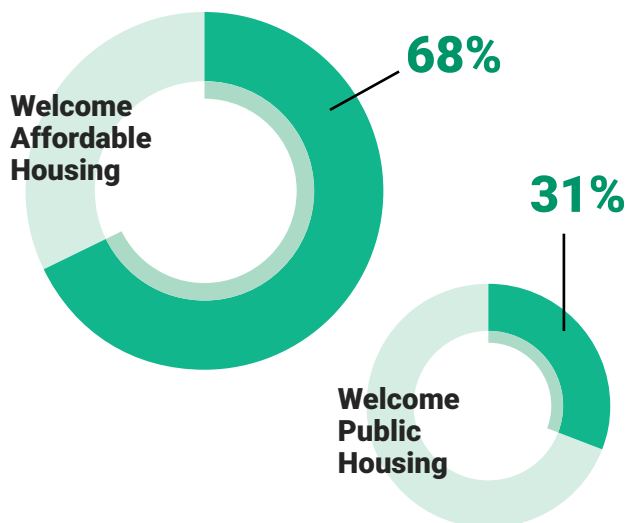
62% of respondents consider themselves pro-development, compared to 49% in 2020

As the housing shortage has become more real for community members, their recognition of the need for new development has risen. In particular, respondents showed broad support for affordable housing, retail, and public transportation.

And it isn't just young people who can't afford a home — respondents over age 50 recognize that without new development, seniors are unable to downsize when needed. As a result, 76% of respondents would welcome affordable housing for seniors.

KEY TAKEAWAY 3

NIMBY attitudes toward low-income housing and lab facilities persist



While 68% of respondents welcome affordable housing, only 31% welcome public housing

As developers are aware, change isn't easy, and the majority of community members would like people like them to move into their neighborhood — whether that means more single-family homes, luxury condos, or senior housing.

That means that even within YIMBY groups, there are still NIMBY attitudes, in particular towards low-income housing and lab facilities. Only 31% of respondents would welcome public housing, while only 20% would welcome lab facilities.

Conclusion: Putting this data to work

Research has shown that the community members who attend public meetings — regardless of whether they take place in-person or online — tend to be wealthier, whiter, and more negative than their community at large. In comparison, coUrbanize community members take an overwhelmingly more positive or neutral stance toward development — And that support continues to rise. Real estate developers can not only tap into those supportive of development, but maximize their engagement on the coUrbanize platform with the following tips.

1

Community members want to understand how a project will benefit them.

While there is broad support for new development among coUrbanize users, community members want to understand early on how a project will benefit them. What are the tax benefits? How will the project impact their property values? Will there be added transportation or retail?

Addressing these questions proactively is important to building early support.

2

Education is needed to dispel affordable housing misconceptions.

Even among YIMBYs, there will always be NIMBY attitudes that require further education, so getting in front of misinformation is key. **Overcoming unconscious biases toward low-income housing is a long-term challenge, and one that requires consistent engagement.** That's why development teams, municipalities, and housing organizations should strive to address the manifestations of biases from the outset.

3

Information needs to be shared about the benefits of lab facilities.

Many communities are showing signs of biotech fatigue, and support for lab facilities is waning. **But if the message is clear that biotech and lab facilities provide crucial tax revenue to municipalities, those attitudes can be changed.** Projects with a biotech component should share the benefits of these facilities with supporters, as well as proactively address any safety concerns.

