



City of Los Altos

MEMORANDUM

DATE: June 10, 2025
TO: City Council
FROM: Jon Maginot, Assistant City Manager
SUBJECT: **2025 COMMUNITY PRIORITIES SURVEY**

In March 2025, the City conducted a community survey to help determine community priorities and to test a hypothetical revenue measure. The survey was conducted by Godbe Research. Bryan Godbe, President of Godbe Research, has prepared a summary of the results of the survey. That summary is attached.

Attachment: 2025 Community Priorities Survey – Summary of the Results memo



MEMORANDUM

May 28, 2025

TO: City of Los Altos

FROM: Bryan Godbe
President
Godbe Research

RE: 2025 Community Priorities Survey – Summary of the Results

Introduction:

The City of Los Altos commissioned Godbe Research to conduct a survey to assess resident priorities in the City.

The results show constituents are extremely satisfied with the quality of life. Specifically, 89.5 percent of respondents indicated they were very or somewhat satisfied with the Los Altos quality of life, 9 times more than those who were dissatisfied, and slightly higher than the 2023 data. A vast majority of respondents were satisfied with the job the City is doing to provide services with 77.4 percent either “very” or “somewhat” satisfied, again slightly higher than the 2023 result.

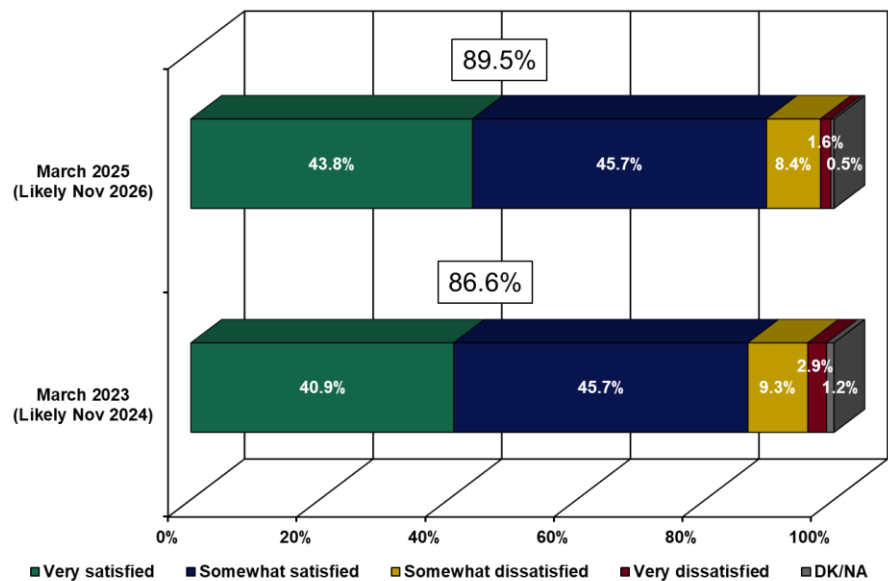
Among other findings, the survey indicates that 58.6 percent of respondents support a hypothetical sales tax measure for fire and police station upgrades, maintaining neighborhood police patrols, repairing potholes and maintaining city parks.

Methodology Overview:

Interviews were conducted from March 24 to 31, 2025, and the average phone interview time was approximately 25 minutes. A total of 435 City of Los Altos respondents participated in the survey and the study parameters resulted in a margin of error of plus or minus 4.64 percent.

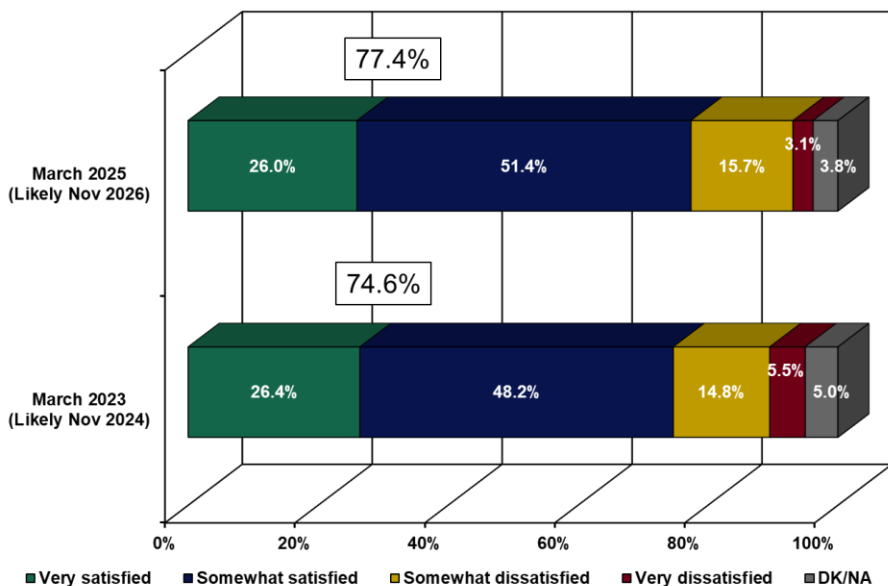
Quality of life:

Survey respondents have an extremely positive perception of the quality of life in the City of Los Altos with 89.5 percent of respondents indicated they were very or somewhat satisfied with the Los Altos quality of life, 9 times more than those who were dissatisfied, and slightly higher than the 2023 data.



Satisfaction with the City of Los Altos job performance:

A vast majority of respondents were satisfied with the job the City is doing to provide services with 77.4 percent either “very” or “somewhat” satisfied, again slightly higher than the 2023 result.



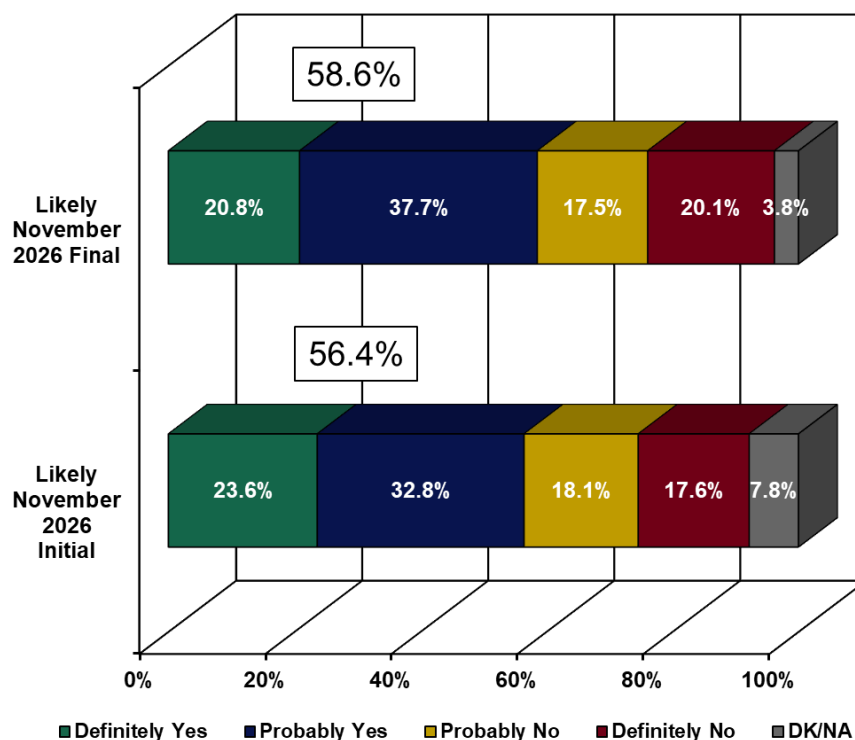
Respondents identified the following priorities:

Survey respondents were asked about a variety of city facilities and services. Several areas showed high support, and the table below shows that respondents strongly support a variety of facilities and services including “Maintain fire protection services”, “Upgrade fire stations to accommodate modern firefighting and life-saving emergency medical equipment”, “Repair potholes”, “Provide a modern and earthquake safe emergency dispatch center to ensure communications between police, fire and paramedics remain operational in a disaster”, “Update fire stations to ensure operations during an emergency”, and “Repair streets, potholes and sidewalks”.

Maintain fire protection services	0.92
Upgrade fire stations to accommodate modern firefighting and life-saving emergency medical equipment	0.86
Repair potholes	0.85
Provide a modern and earthquake safe emergency dispatch center to ensure communications between police, fire and paramedics remain operational in a disaster	0.82
Update fire stations to ensure operations during an emergency	0.80
Repair streets, potholes and sidewalks	0.78

The survey results indicate potential support for a hypothetical future local funding measure.

The survey indicates that 58.6 percent of respondents support a hypothetical sales tax measure, after hearing information, for fire and police station upgrades, maintaining neighborhood police patrols, repairing potholes and maintaining city parks.



Summary:

Residents in the City of Los Altos are extremely satisfied with the quality of life the City provides and a vast majority are satisfied with City services.

Additionally, the survey indicates that 58.6 percent of respondents support a hypothetical sales tax measure after hearing information for fire and police station upgrades, maintaining neighborhood police patrols, repairing potholes and maintaining city parks.