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Subject: Town's Community Survey - Managing Growth

EXTERNAL SENDER

Dear Honorable Mayor and Council Members,

Attached is a slide from the Town's Community Survey. As you can see the item that secured the second highest "Importance" (I) rating was "how well the Town is managing growth". 61.9% of the respondents gave this the highest importance rating. Only one other item in the entire survey had a higher importance rating, namely "flow on traffic streets" with a 64.6% rating.

What is stunning however, is the degree of dissatisfaction, namely 76% (1- satisfaction %) with the Town's management of growth. There is no issue in the entire survey which had a higher level of dissatisfaction. **That means 3 out of 4 people surveyed are dissatisfied.**

As a result, "how well the Town is managing growth" captured the highest "Importance Satisfaction" (IS) rating with a score of .4704. The IS rating is based on the concept that public agencies will maximize overall resident satisfaction by emphasizing improvements in those areas where the level of satisfaction is low and the perceived importance is high.

Curiously, the executive survey does not mention at all the very high IS rating this issue received. To frame the intensity of this issue, it captured an IS rating that is 2x greater than "availability of adequate and affordable housing" (.2104), which has been a topic of extensive discussion.

Informed by this, it makes the Council's discussion about the adequacy of the 5 year fiscal forecast and the excessive population growth planned by the 2040 General Plan extremely important issues. If the Town fails to adequately manage future growth, the downstream impacts on traffic flow, quality of police protection, and ability to maintain critical infrastructure will certainly be negatively impacted.

Obviously the respondents to the survey understood this very well. Let's hope the Council does the same and takes the results of this survey seriously as they begin to deliberate the draft 2040 General Plan, the Town's 5 year financial forecast and proposed FY23 Operating and Capital Plans.

There will be an election this coming November which will give voters the opportunity to judge the quality of the decisions the Council have made in managing the Town's growth and a voice going forward. Given the intense level of dissatisfaction, the topic obviously requires a great deal more attention and action by the Council.

Thank you.

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Economic Opportunity

Los Gatos, CA

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
How well Town is managing growth	61.9%	1	24.0%	9	0.4704	1
Support for entrepreneurs & small business owners available in Town	36.4%	2	32.5%	6	0.2457	2
Town's efforts to attract new business & tourism	32.7%	3	30.3%	7	0.2279	3
Availability of adequate & affordable housing units	28.2%	5	25.4%	8	0.2104	4
High Priority (I-S = 0.10-0.20)						
Access to quality housing you can afford	28.7%	4	40.3%	4	0.1713	5
Medium Priority (I-S < 0.10)						
Access to quality health care that you can afford	22.5%	7	66.0%	2	0.0765	6
Access to healthy food that you can afford	23.6%	6	70.2%	1	0.0703	7
Access to quality childcare that you can afford	10.7%	9	34.3%	5	0.0703	8
Qualified workforce	11.4%	8	47.7%	3	0.0596	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.