

# 2025 Los Gatos Community Survey Findings

Presented by ETC Institute

June 2025



## Who We Are

# ETC Institute is the Nation's leading provider of market research for local governments

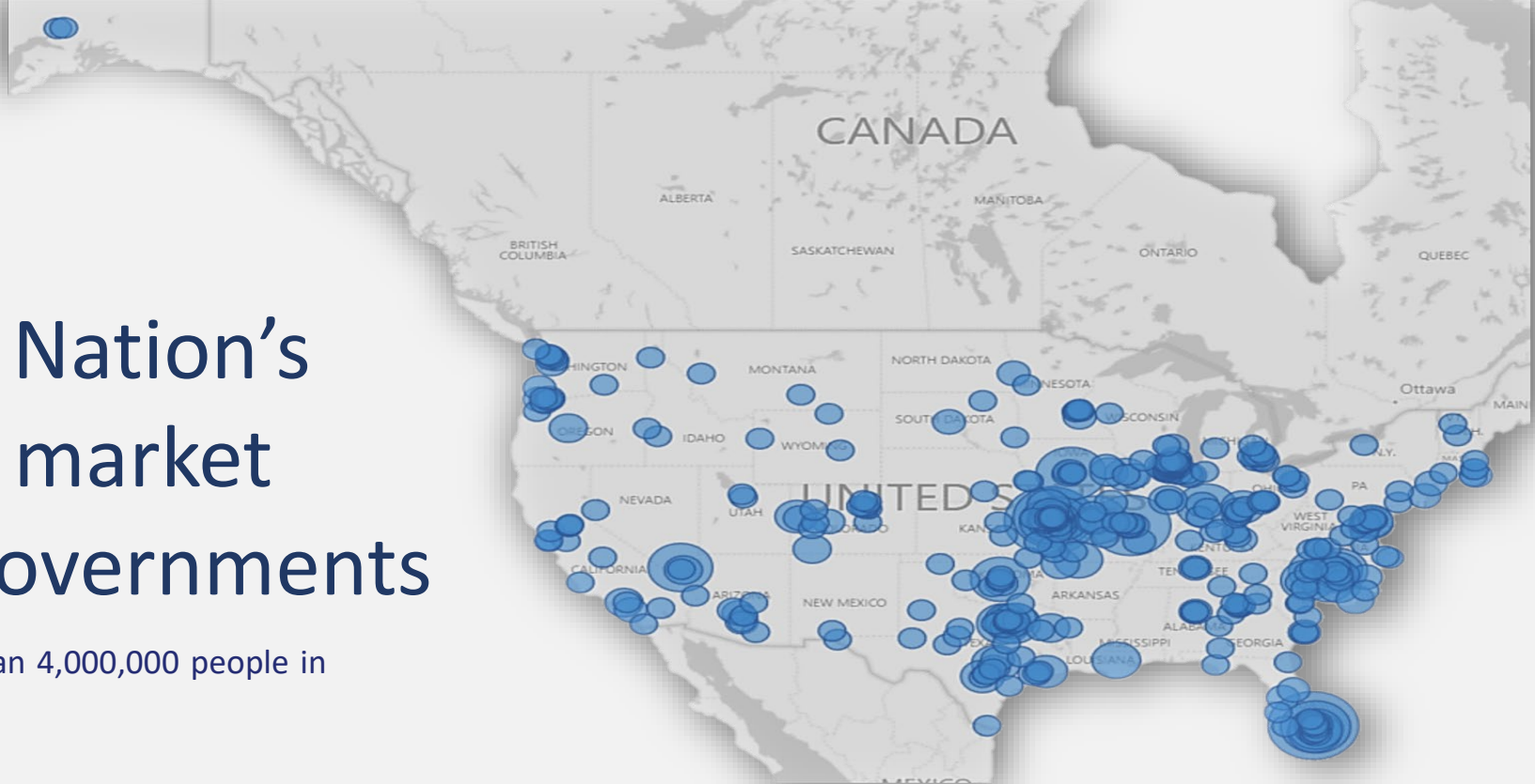
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

## Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

## Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents



A stylized line-art map of Los Gatos, California, showing the town's street grid and surrounding areas. The map is rendered in dark blue lines on a light background.

# Agenda

- 01. Perceptions & Ratings**
- 02. Major Town Services**
- 03. Public Safety**
- 04. Infrastructure**
- 05. Community Investment**
- 06. Questions**

## 2025 Los Gatos Community Survey

### Purpose

- To objectively assess Town programs and services
- To gather input from residents to help Town leaders set priorities
- To identify areas of improvement for the community

### Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses.
- Sample designed to ensure results are statistically valid and representative
- 502 completed surveys were collected, MOE: +/-4.34% at 95% level of confidence
  - Goal was 400.

# What to Know

99%

Percentage of respondents who rated Los Gatos as an “excellent” or “good” place to live.

94%

Percentage of respondents who rated Los Gatos as an “excellent” or “good” place to raise children.

91%

Percentage of respondents who were “very satisfied” or “satisfied” with the overall quality of life in Los Gatos.



## Perceptions and Ratings of the City Are High

### *Benchmarking*

When compared to ETC Institute’s California and National Averages, Los Gatos performs above the averages in most of the areas assessed.



## Overall Satisfaction with Town Services is Strong

### *Overall Services*

Overall, Los Gatos performed well in key areas such as library services, parks and recreation, and police services.



## Opportunities for Improvement for Los Gatos

### *Priorities for Improvement*

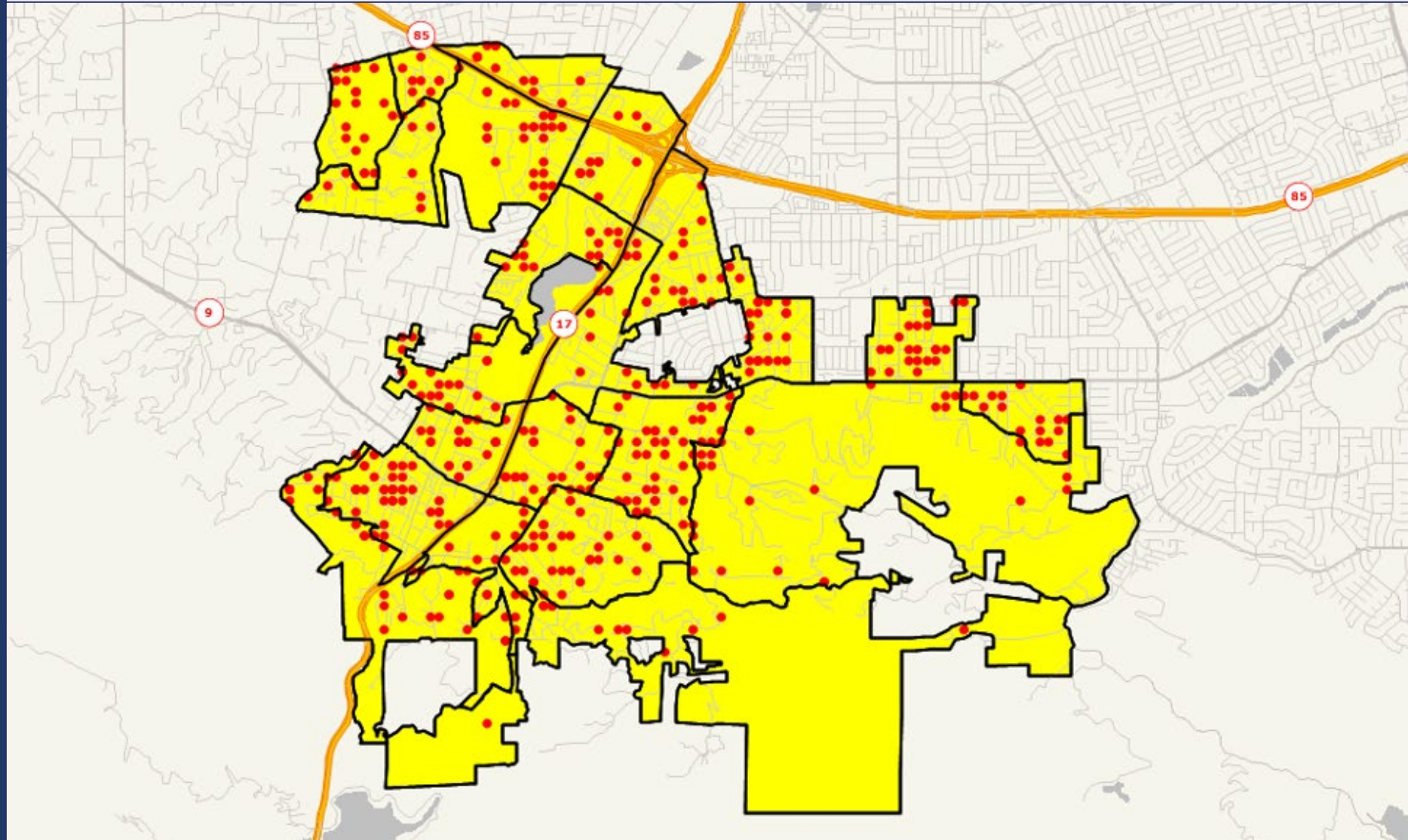
The instrument was designed so ETC Institute could develop priorities for improvement. Flow of traffic on Town streets was a highlighted area for improvement.



# Distribution of Responses

ETC Institute designs the sample to ensure all areas of the Town are equally represented. Throughout the survey administration process, ETC Institute monitors response distribution to maintain geographic balance.

Responses have been coded to the block level to maintain respondent anonymity.



# Perceptions & Ratings



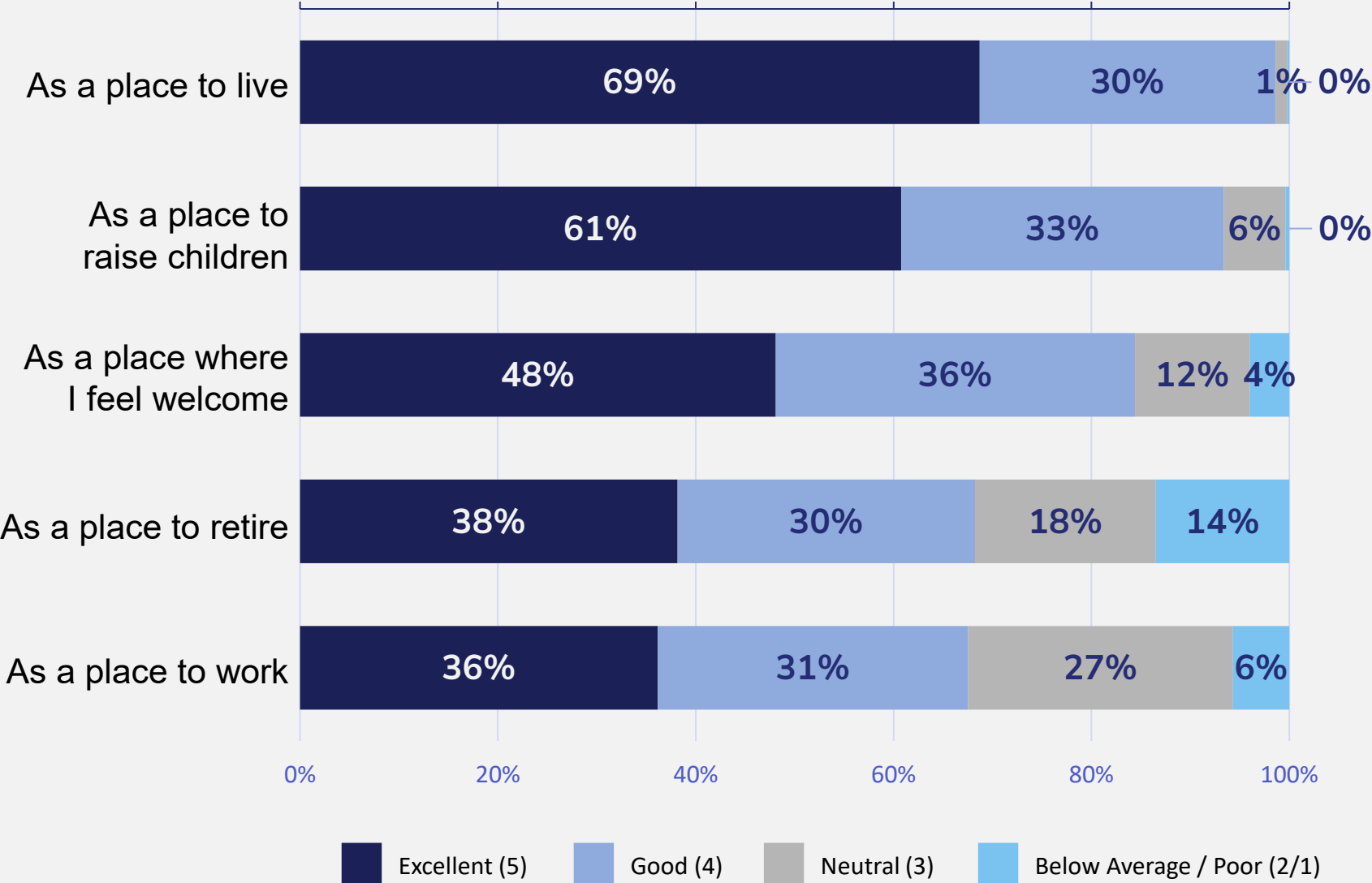
# Overall Ratings

Los Gatos received ratings above 50% in all areas assessed.

## The Big Ones

- As a place to live – 99%
- As a place to raise children – 94%

### Q1. Overall Ratings of Los Gatos by percentage of respondents (excluding don't know)



# Overall Ratings: Benchmarking

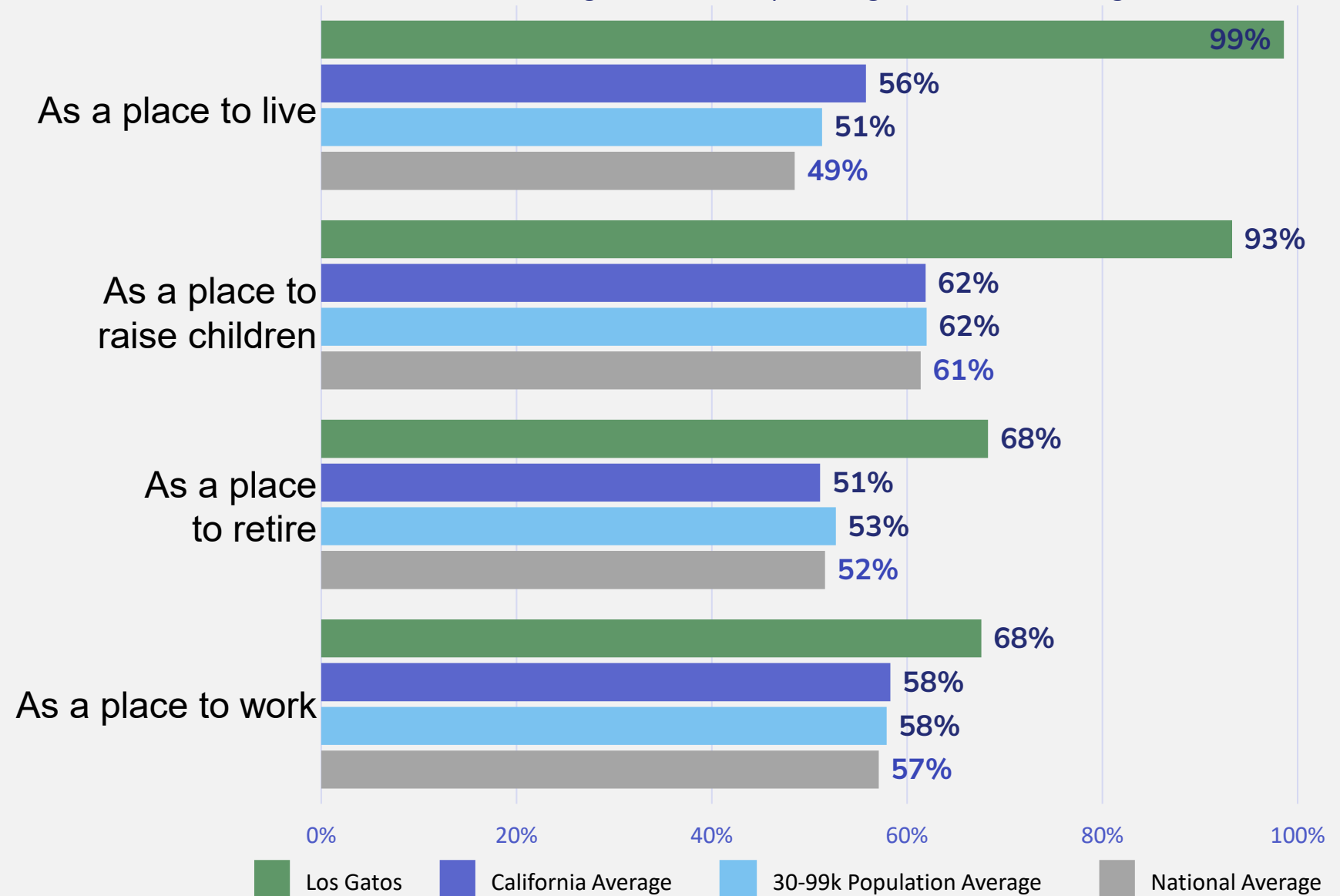
Los Gatos is leading the way in all of the areas assessed.

## +50 pts

The difference between Los Gatos As a place to live score and the national average.

## Q1. Overall Ratings of Los Gatos

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



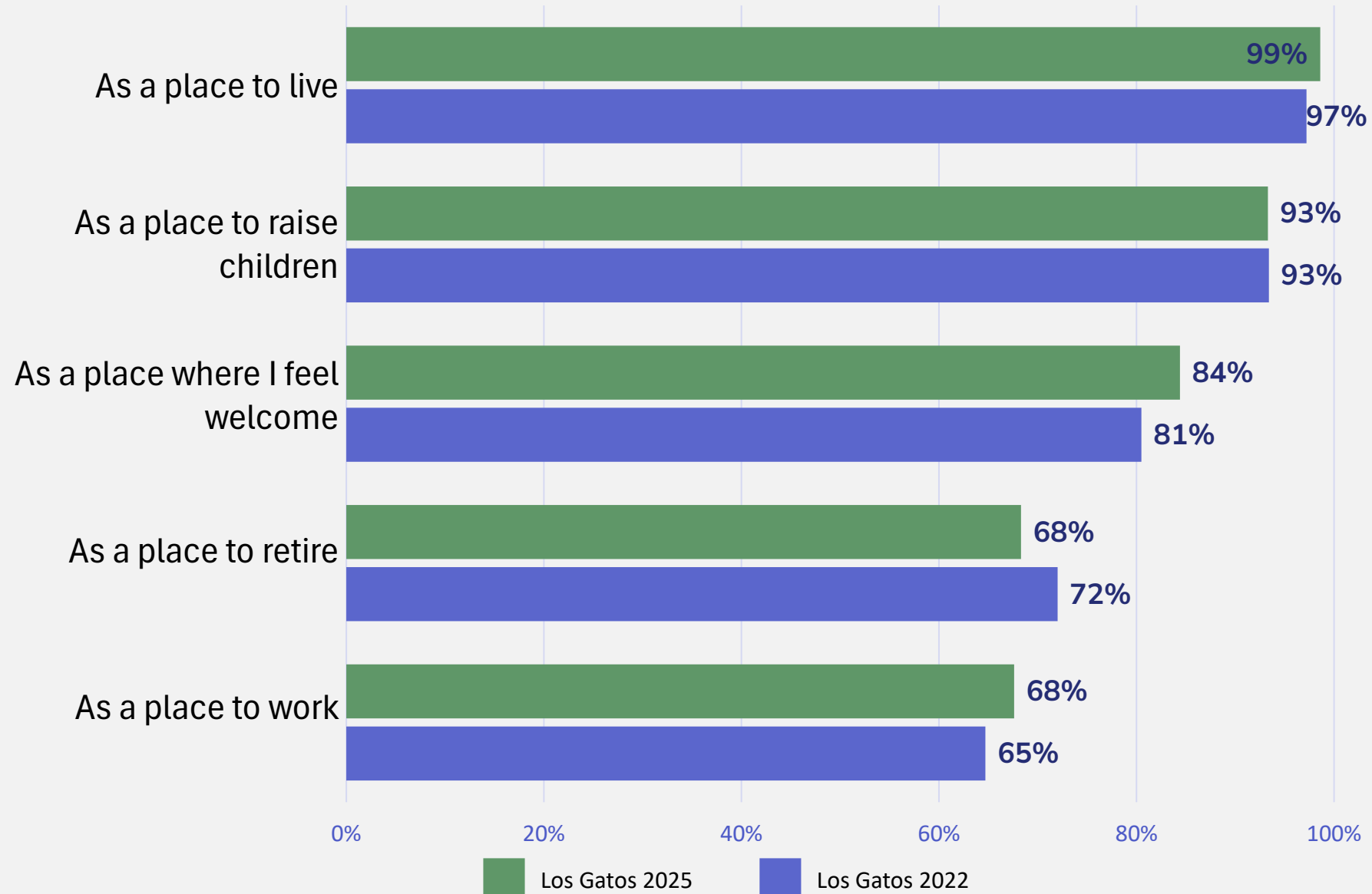


# Overall Ratings: Trends

The survey results indicate that Los Gatos has sustained its performance levels since 2022, reflecting continued resident satisfaction.

## Q1. Overall Ratings of Los Gatos

Los Gatos 2025 vs. Los Gatos 2022



# Perceptions

Los Gatos received ratings above 50% in all areas assessed.

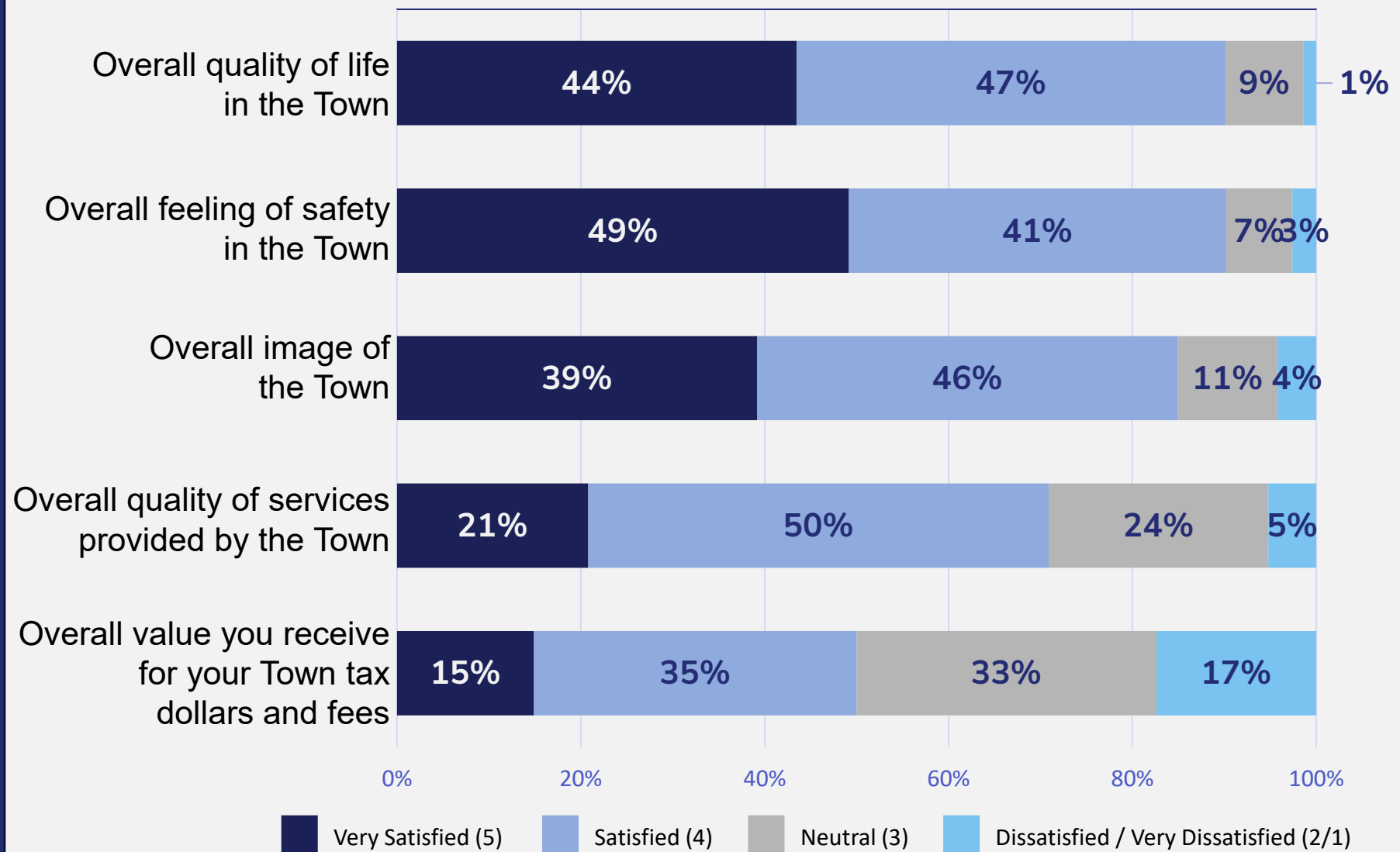
## The Big Ones

- Quality of life in Town – 91%
- Feeling of safety in Town – 90%

## Lowest Rated

- Quality of services – 71%
- Overall value you receive – 50%

## Q4. Perceptions of the Community by percentage of respondents (excluding don't know)



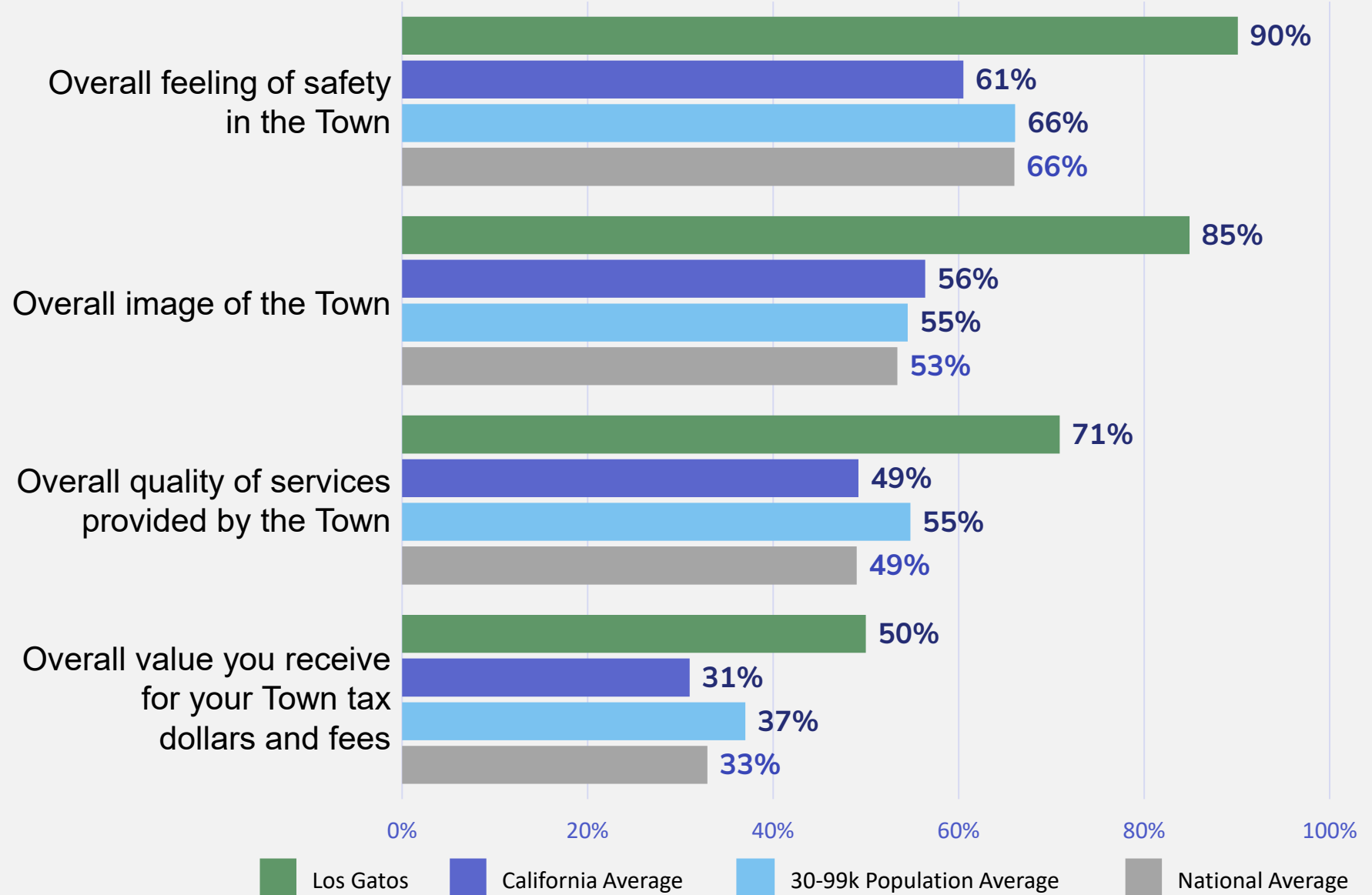
# Perceptions: Benchmarking

Los Gatos is leading the way in several of the areas assessed.

Though, some of the areas may have rated lower than expected, when put in context with benchmarking, Los Gatos is doing very well.

## Q4. Perceptions of the Community

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



# Major Town Services



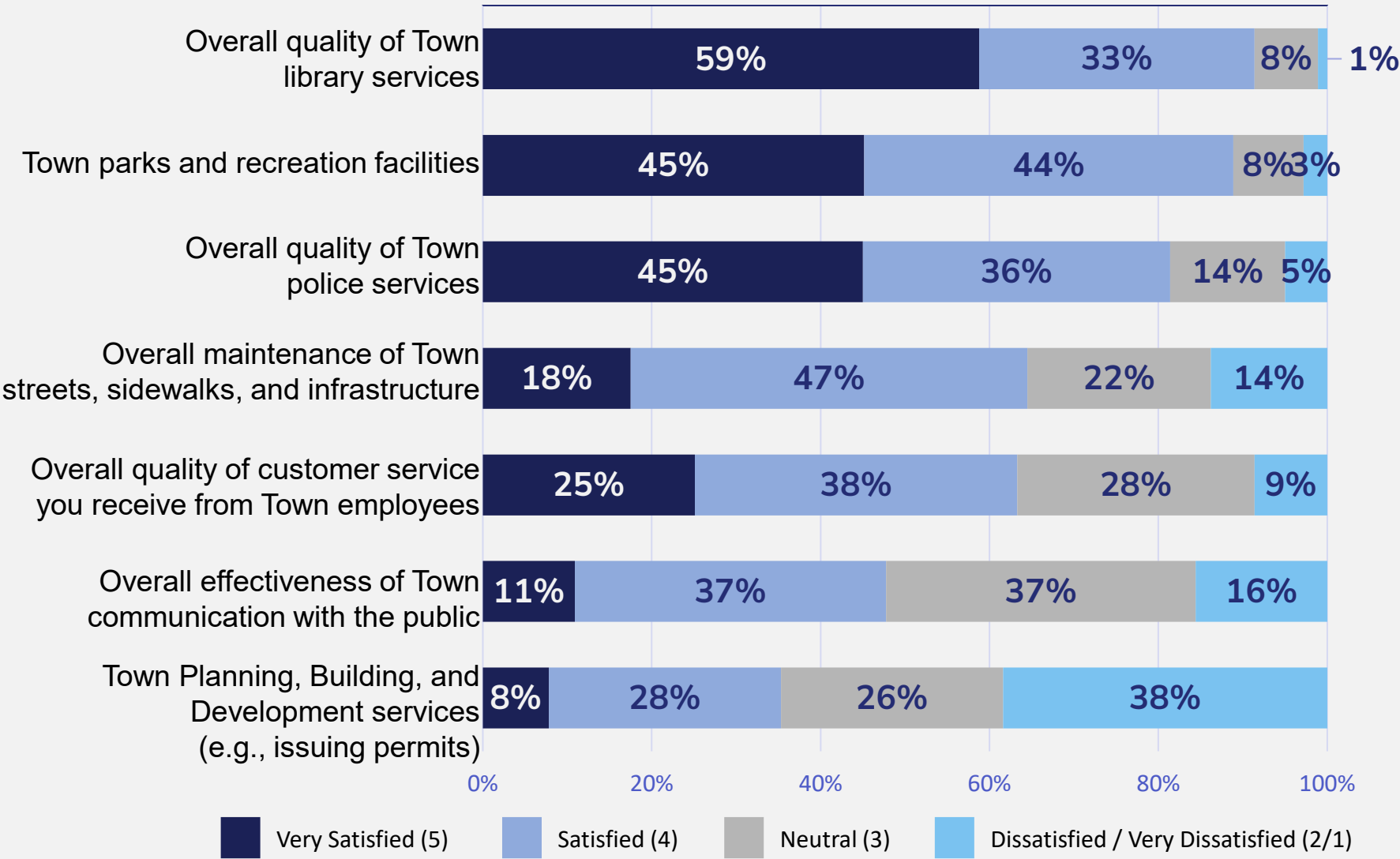
# Major Town Services

More than half of respondents were satisfied in 5/7 areas assessed.

## Top Areas

- Library Services – 92%
- Parks and Recreation Facilities – 89%
- Police Services – 81%

## Q2. Satisfaction with Town Services by percentage of respondents (excluding don't know)



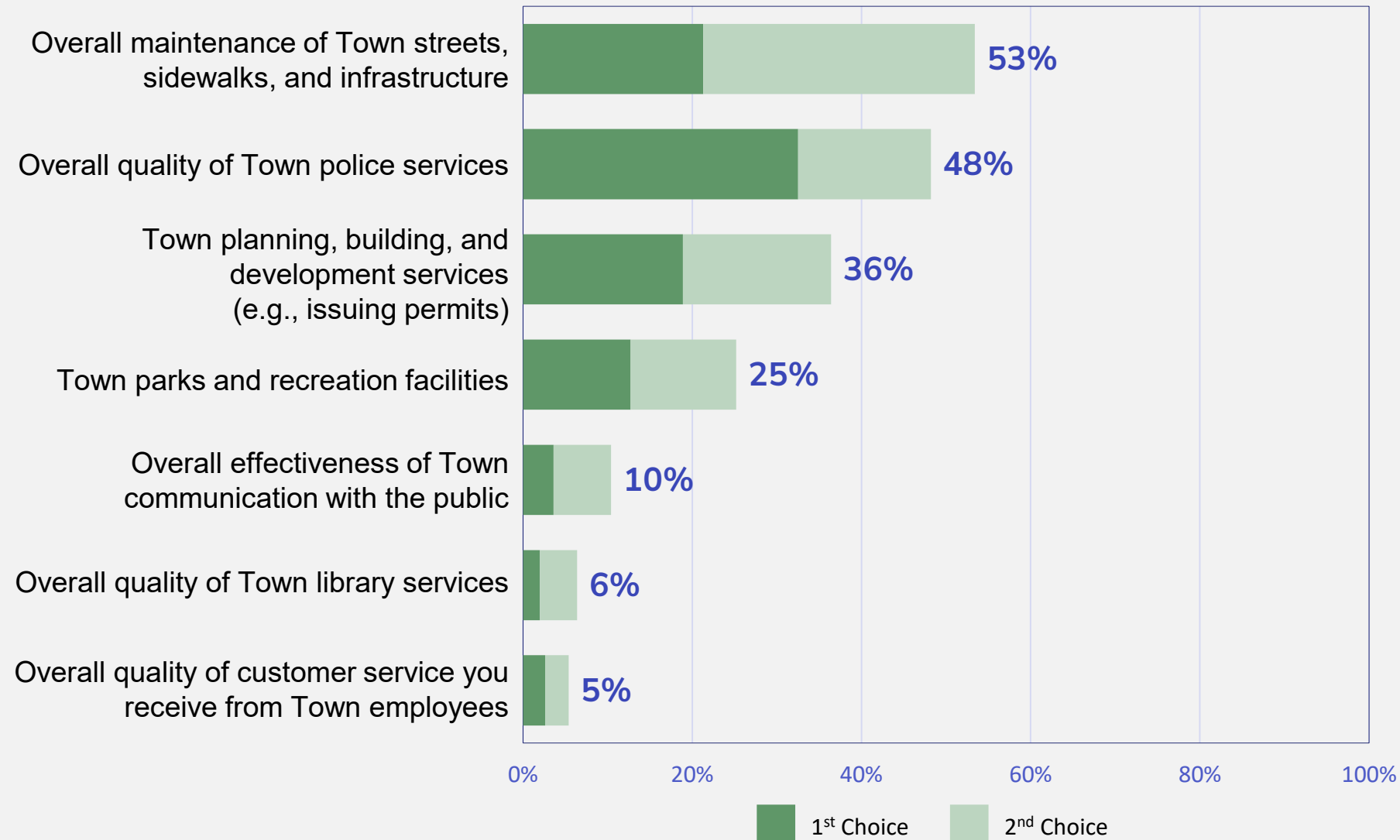
# Major Town Services: Importance

Clear top two most important items according to residents.

## Top Three

- Maintenance of Town streets – 53%
- Police Services – 48%

Q3. Which TWO Of The Services Listed In Question 2 Do You Think Are MOST IMPORTANT For The Town To Provide?  
by percentage of respondents who selected the item as one of their top two choices



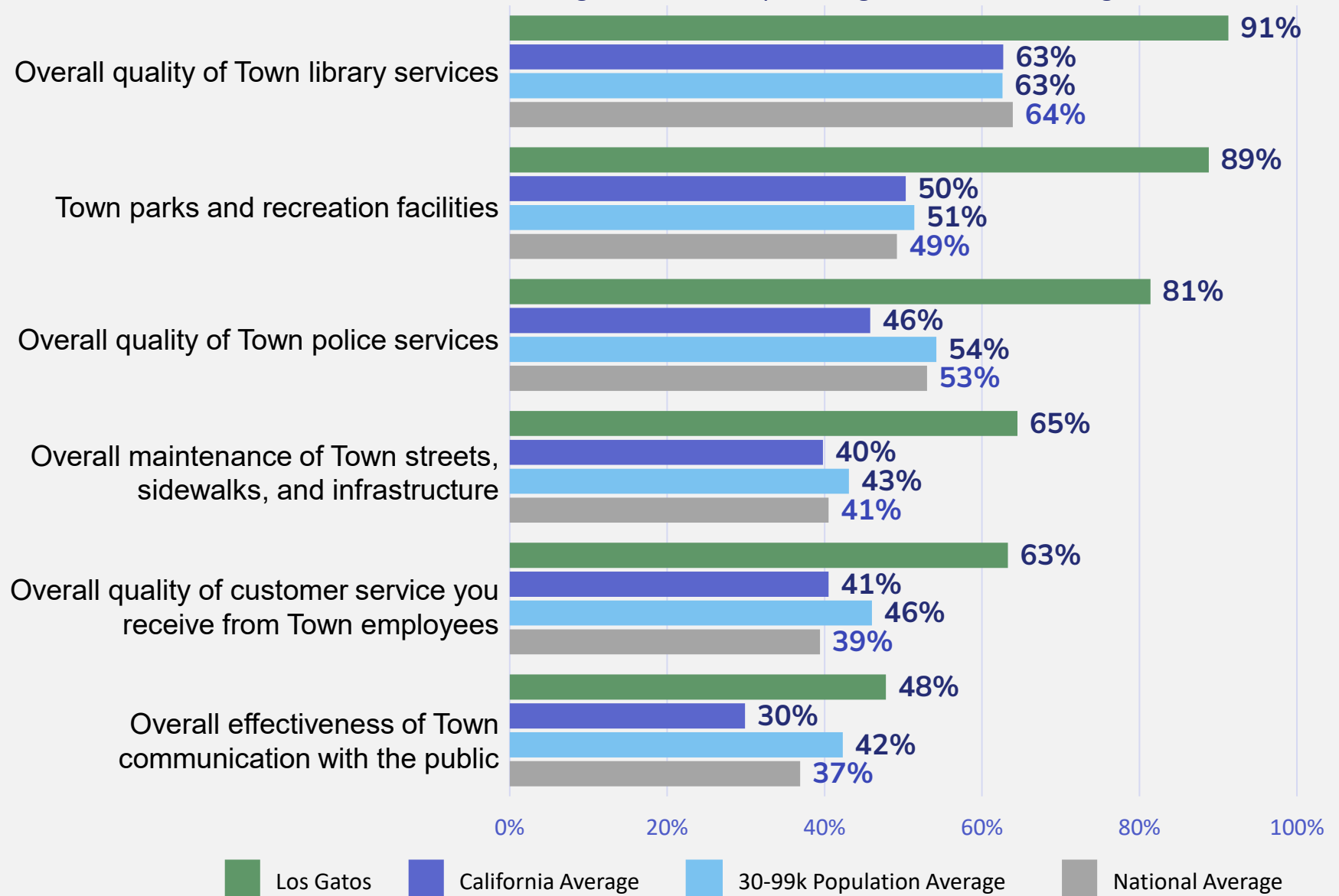
# Major Town Services: Benchmarking

Los Gatos is above the Regional and National averages in all areas assessed.

Though, some of the services may have rated lower than expected, when put in context with benchmarking, Los Gatos is doing very well.

## Q2. Satisfaction with Town Services

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average

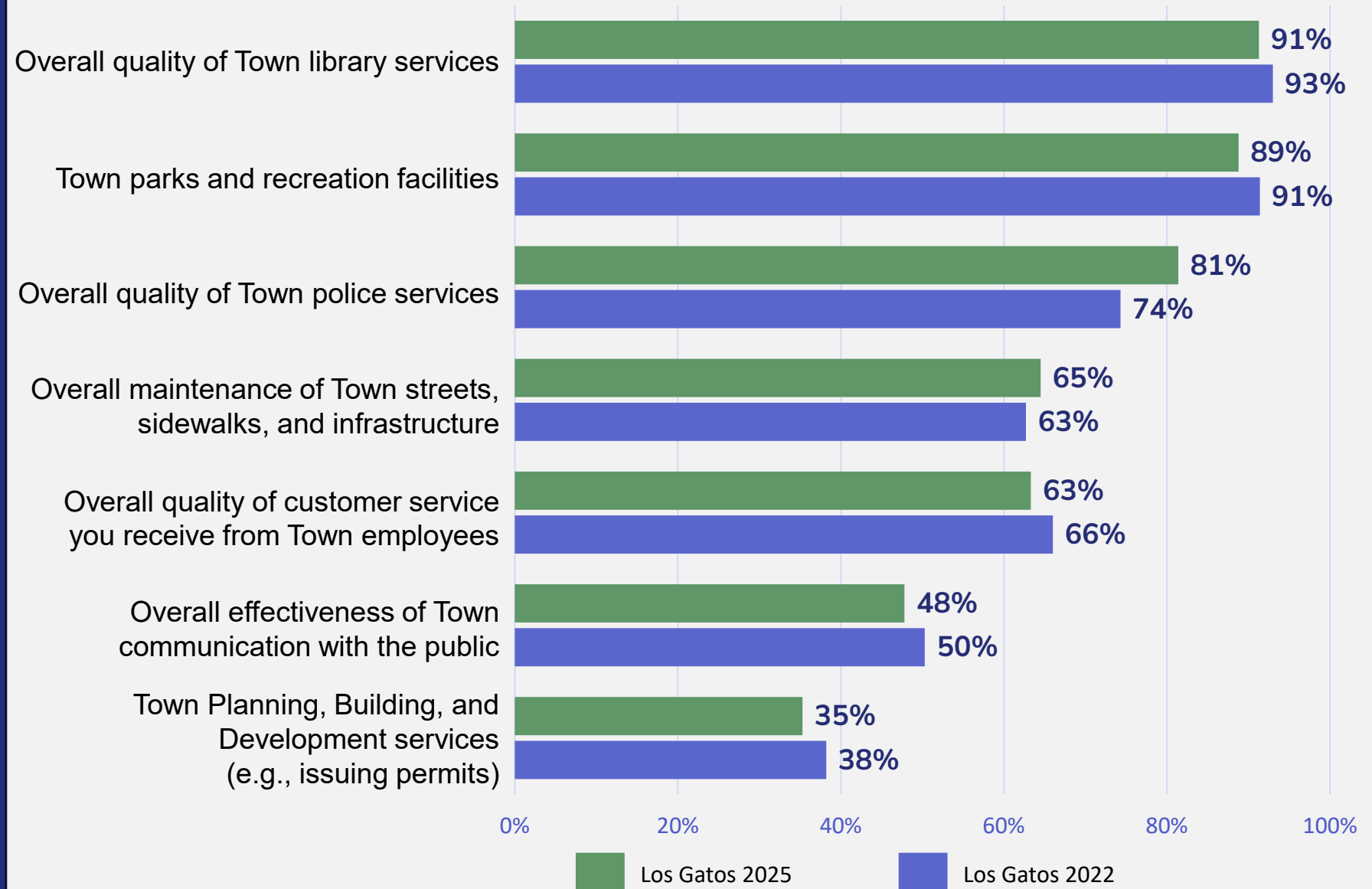


# Major Town Services: Trends

Town Police Services saw the biggest gain since 2022. All other areas remained consistent with 2022 scores.

## Q2. Satisfaction with Town Services

Los Gatos 2025 vs. Los Gatos 2022





# Major Town Services: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Major Town Services that Los Gatos should focus on to improve resident satisfaction are:

1. Town's planning, building, and development services
2. Overall maintenance of Town streets, sidewalks, and infrastructure.

<b>Very High Priority (IS &gt;.20)</b>	Importance%	Importance Rank	Satisfaction%	Satisfaction Rank	I-S Rating	I-S Rank
Town planning, building, & development services (e.g., issuing permits)	<b>36%</b>	<b>3</b>	<b>35%</b>	<b>7</b>	<b>0.2355</b>	<b>1</b>
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of Town streets, sidewalks, & infrastructure	<b>53%</b>	<b>1</b>	<b>65%</b>	<b>4</b>	<b>0.1896</b>	<b>2</b>
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of Town police services	<b>48%</b>	<b>2</b>	<b>81%</b>	<b>3</b>	<b>0.0897</b>	<b>3</b>
Overall effectiveness of Town communication with the public	<b>10%</b>	<b>5</b>	<b>48%</b>	<b>6</b>	<b>0.0543</b>	<b>4</b>
Town parks & recreation facilities	<b>25%</b>	<b>4</b>	<b>89%</b>	<b>2</b>	<b>0.0282</b>	<b>5</b>
Overall quality of customer service you receive from Town employees	<b>5%</b>	<b>7</b>	<b>63%</b>	<b>5</b>	<b>0.0198</b>	<b>6</b>
Overall quality of Town library services	<b>6%</b>	<b>6</b>	<b>91%</b>	<b>1</b>	<b>0.0056</b>	<b>7</b>

# Public Safety



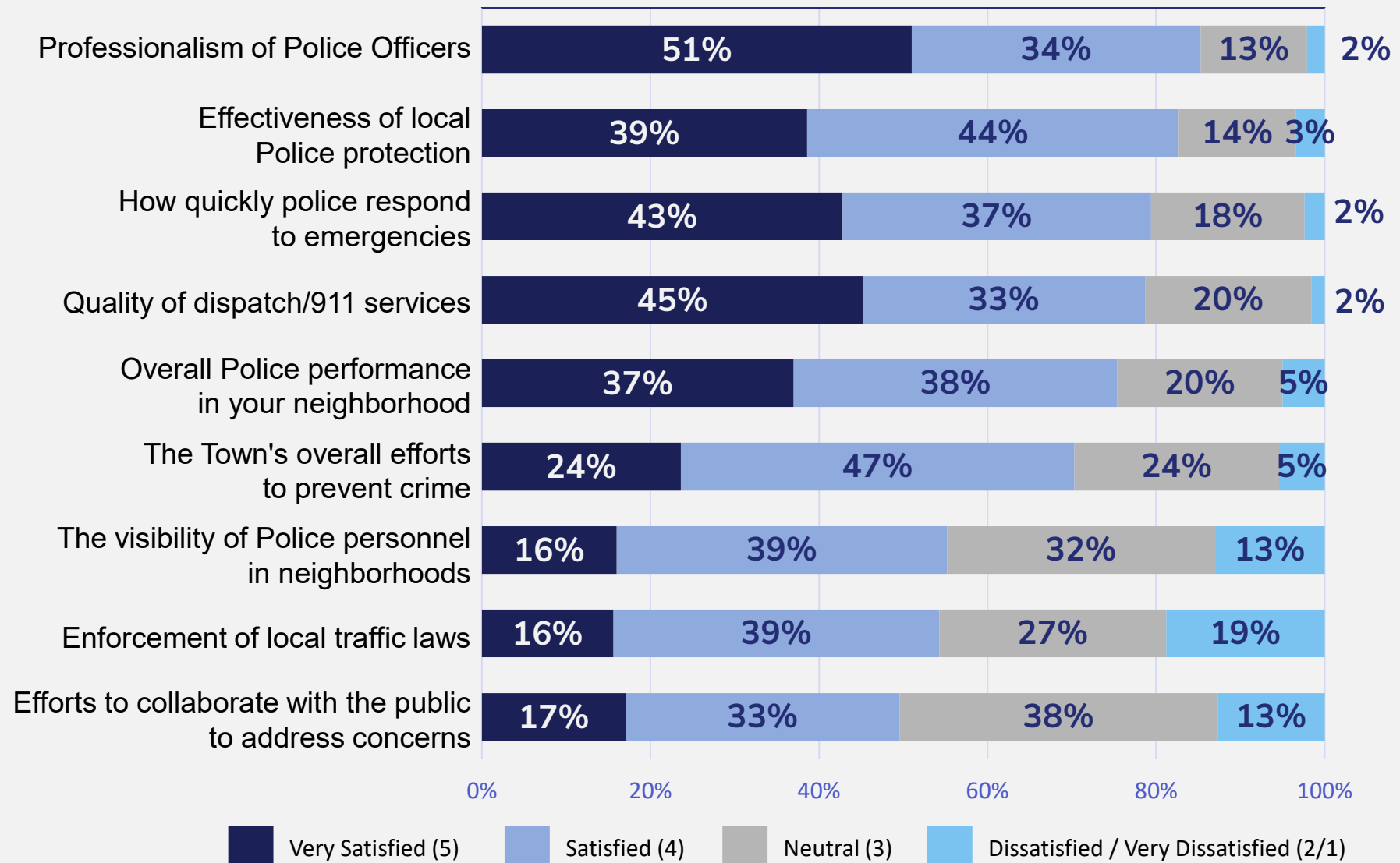
# Public Safety Perceptions

Los Gatos received ratings above 50% in all areas assessed.

## Top Rated

- Professionalism of officers – 85%
- Effectiveness of police – 83%
- How quickly police respond – 80%

## Q5. Public Safety Perceptions by percentage of respondents (excluding don't know)

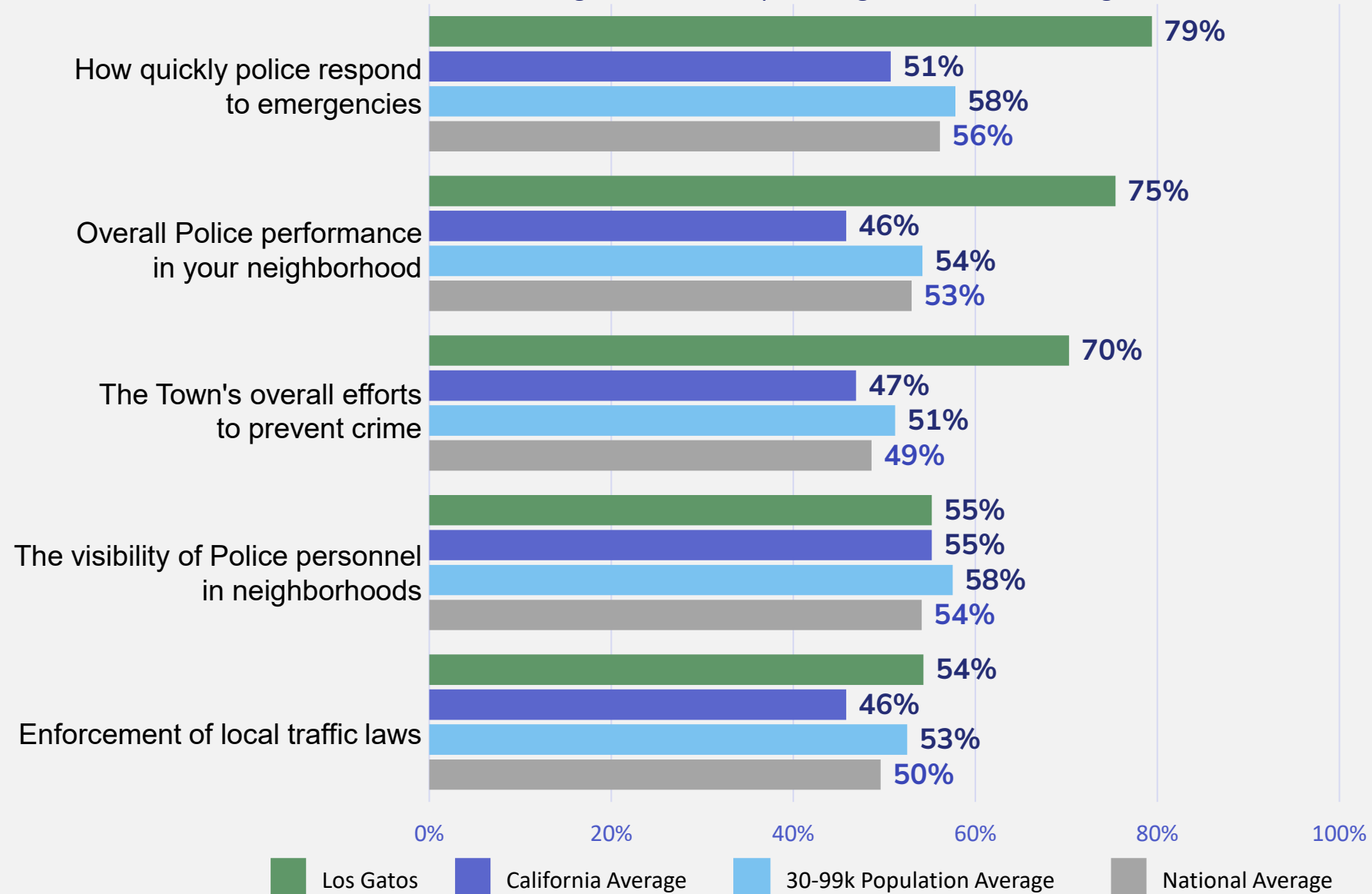


# Public Safety: Benchmarking

Los Gatos is leading the way when compared to the regional and national averages in almost all the areas assessed.

## Q5. Public Safety Perceptions

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



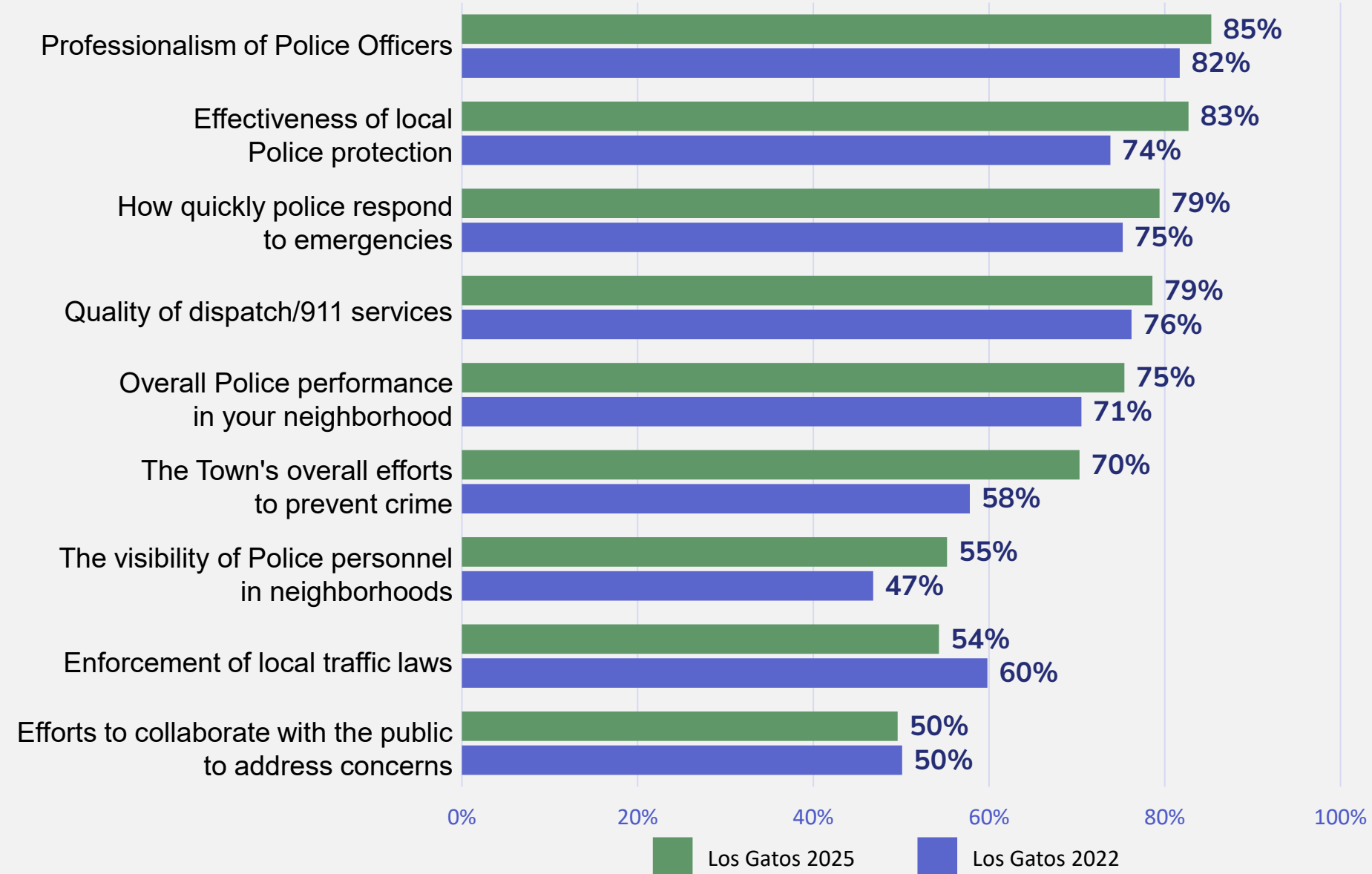


# Public Safety: Trends

The Town's overall efforts to prevent crime has seen the biggest increase since 2022. Enforcement of local traffic laws was the only area that saw a notable decrease since 2022.

## Q5. Public Safety Perceptions

Los Gatos 2025 vs. Los Gatos 2022



# Public Safety: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Public Safety items that Los Gatos should focus on to improve resident satisfaction are:

1. Town's overall efforts to prevent crime
2. Visibility of police personnel in neighborhoods
3. Efforts to collaborate with the public to address concerns
4. Enforcement of local traffic laws

## **High Priority (IS .10-.20)**

	Importance%	Importance Rank	Satisfaction%	Satisfaction Rank	I-S Rating	I-S Rank
Town's overall efforts to prevent crime	52%	1	70%	6	0.1535	1
Visibility of police personnel in neighborhoods	31%	4	55%	7	0.1380	2
Efforts to collaborate with the public to address concerns	27%	6	50%	9	0.1371	3
Enforcement of local traffic laws	29%	5	54%	8	0.1302	4

## **Medium Priority (IS <.10)**

How quickly police respond to emergencies	41%	3	79%	3	0.0847	5
Effectiveness of local police protection	42%	2	83%	2	0.0725	6
Overall police performance in your neighborhood	18%	7	75%	5	0.0453	7
Quality of dispatch/911 services	15%	8	79%	4	0.0321	8
Professionalism of police officers	14%	9	85%	1	0.0203	9

# Infrastructure



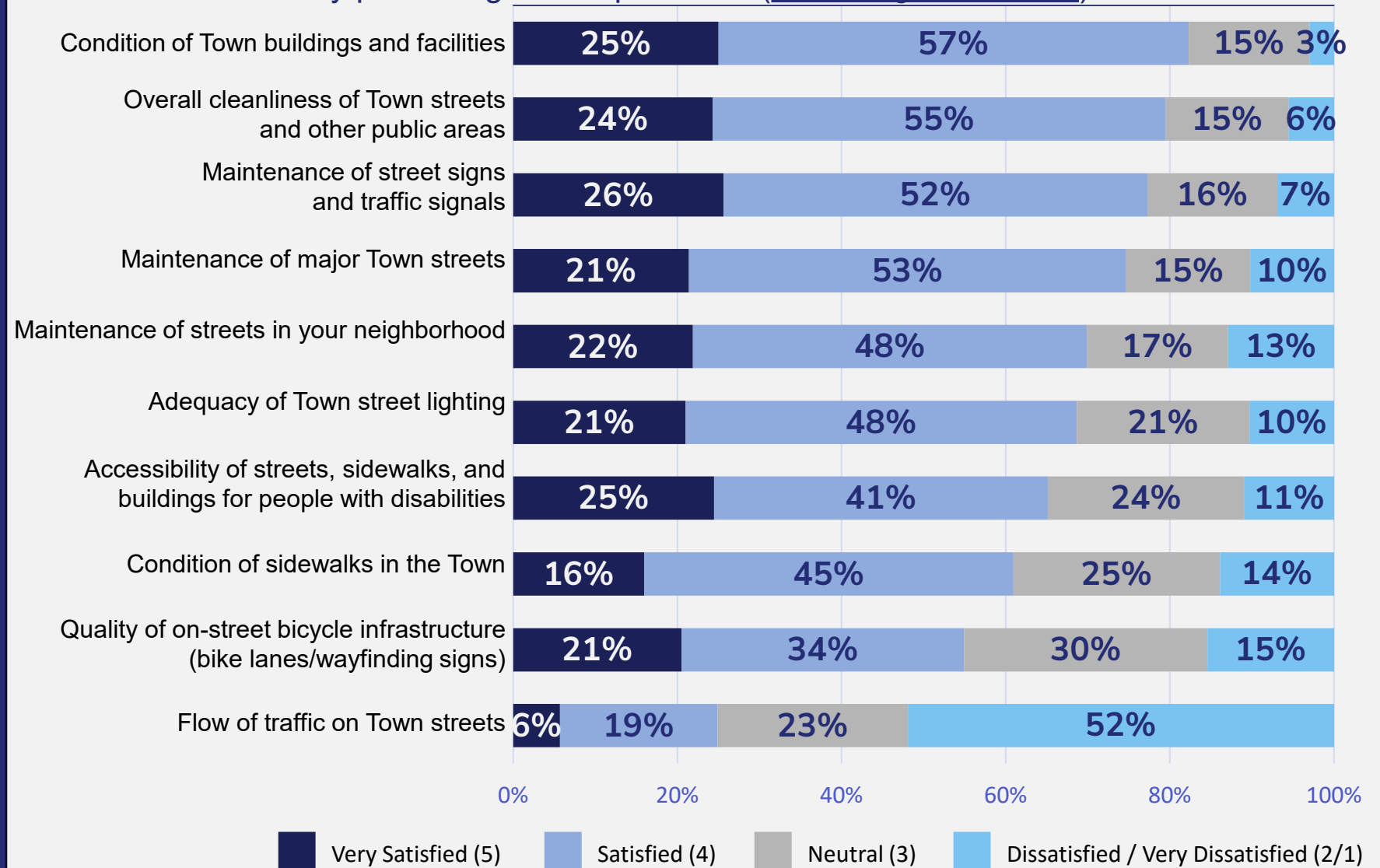
# Streets, Sidewalks, and Infrastructure

Los Gatos received ratings above 50% in all but one area assessed.

Flow of traffic on Town streets was the only item that received ratings below 50%.

## Q7. Satisfaction with Streets, Sidewalks and Infrastructure

by percentage of respondents (excluding don't know)



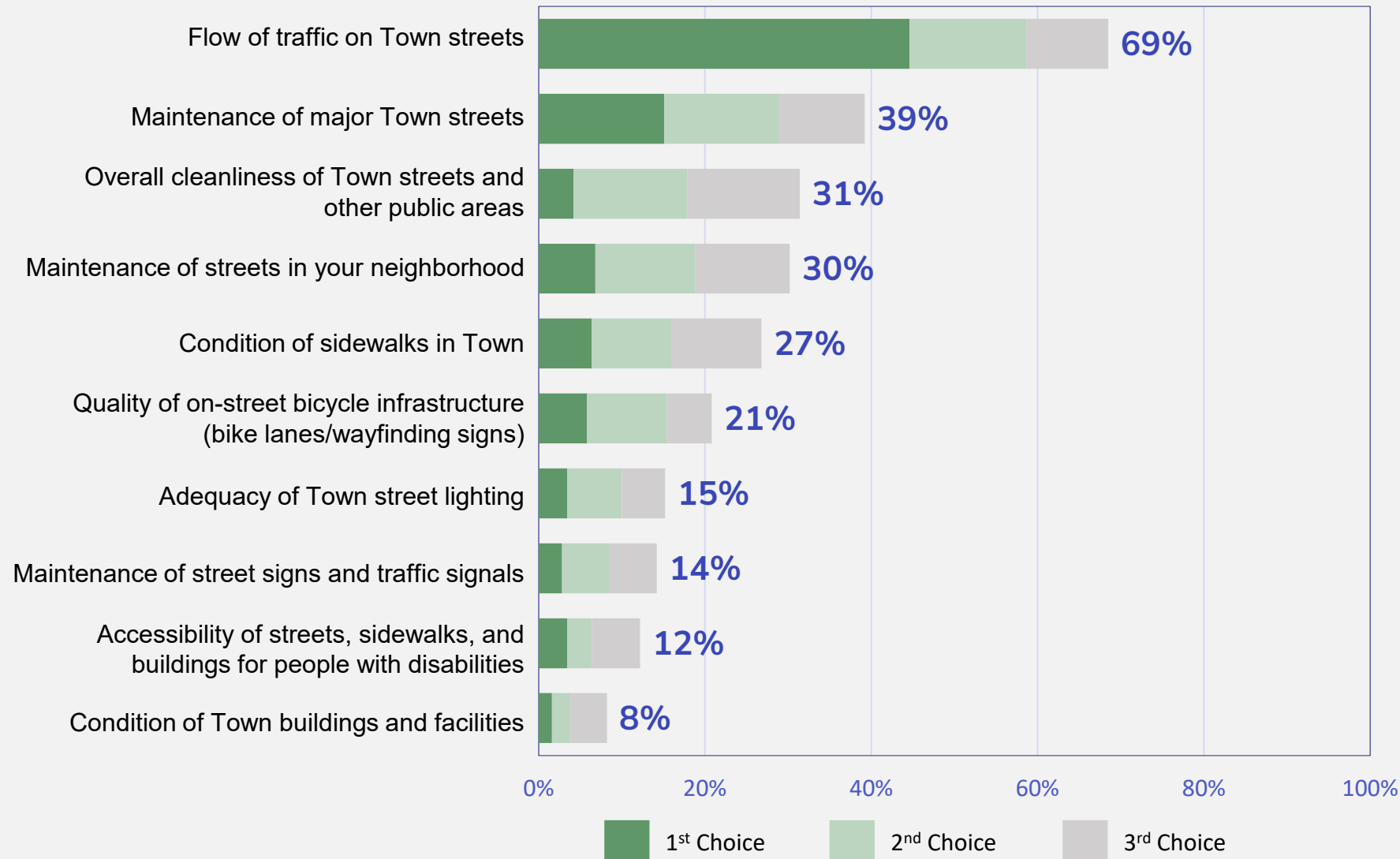


# Streets, Sidewalks, and Infrastructure: Importance

There was no surprise to see **Flow of Traffic on Town streets** be the top choice among residents.

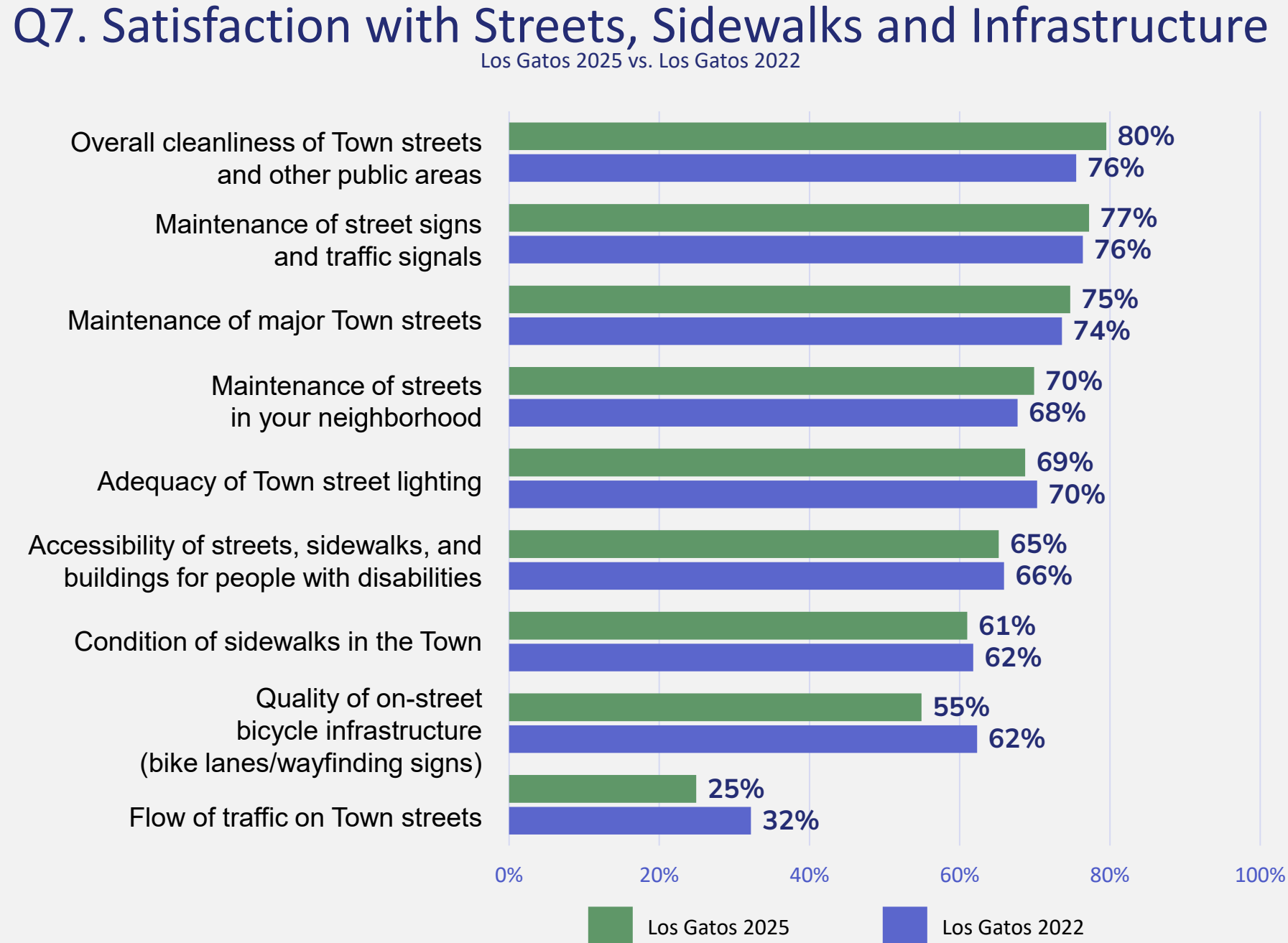
## Q8. Which THREE Of The Services Listed In Question 7 Do You Think Should Receive The MOST EMPHASIS From The Town Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top three choices



# Streets, Sidewalks, and Infrastructure: Trends

Most of the items have remained consistent with 2022. **Quality of on-street bicycle infrastructure and flow of traffic on Town streets** were the only areas that saw notable decreases from 2022.



# Streets, Sidewalks, and Infrastructure : Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Streets, Sidewalks, and Infrastructure items that Los Gatos should focus on to improve resident satisfaction are:

1. Flow of traffic on Town streets
2. Condition of sidewalks in Town

<b><u>Very High Priority (IS &gt;.20)</u></b>	Importance%	Importance Rank	Satisfaction%	Satisfaction Rank	I-S Rating	I-S Rank
Flow of traffic on Town streets	<b>69%</b>	<b>1</b>	<b>25%</b>	<b>10</b>	<b>0.5144</b>	<b>1</b>
<b><u>High Priority (IS .10-.20)</u></b>						
Condition of sidewalks in Town	<b>27%</b>	<b>5</b>	<b>61%</b>	<b>8</b>	<b>0.1045</b>	<b>2</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of major Town streets	<b>39%</b>	<b>2</b>	<b>75%</b>	<b>4</b>	<b>0.0992</b>	<b>3</b>
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	<b>21%</b>	<b>6</b>	<b>55%</b>	<b>9</b>	<b>0.0938</b>	<b>4</b>
Maintenance of streets in your neighborhood	<b>30%</b>	<b>4</b>	<b>70%</b>	<b>5</b>	<b>0.0909</b>	<b>5</b>
Overall cleanliness of Town streets & other public areas	<b>31%</b>	<b>3</b>	<b>80%</b>	<b>2</b>	<b>0.0644</b>	<b>6</b>
Adequacy of Town street lighting	<b>15%</b>	<b>7</b>	<b>69%</b>	<b>6</b>	<b>0.0476</b>	<b>7</b>
Accessibility of streets, sidewalks, & buildings for people with disabilities	<b>12%</b>	<b>9</b>	<b>65%</b>	<b>7</b>	<b>0.0425</b>	<b>8</b>
Maintenance of street signs & traffic signals	<b>14%</b>	<b>8</b>	<b>77%</b>	<b>3</b>	<b>0.0324</b>	<b>9</b>
Condition of Town buildings & facilities	<b>8%</b>	<b>10</b>	<b>82%</b>	<b>1</b>	<b>0.0145</b>	<b>10</b>

# Community Investment Areas



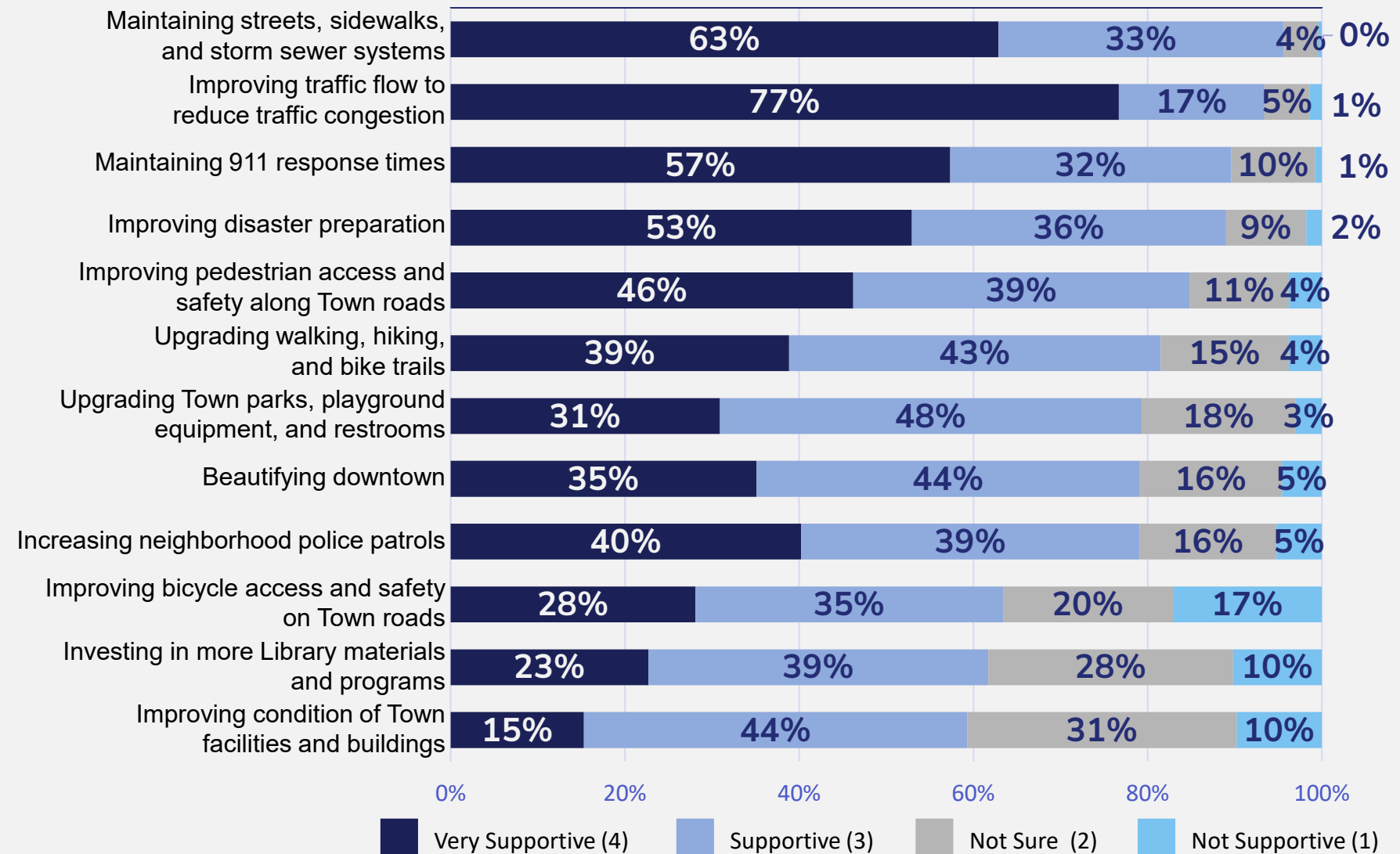
# Community Investment Areas

The three items that received the most support from residents were:

- Maintaining streets, sidewalks
- Improving traffic flow
- Maintaining 911 response times

## Q13. Support For Community Investment Areas

by percentage of respondents (excluding don't know)

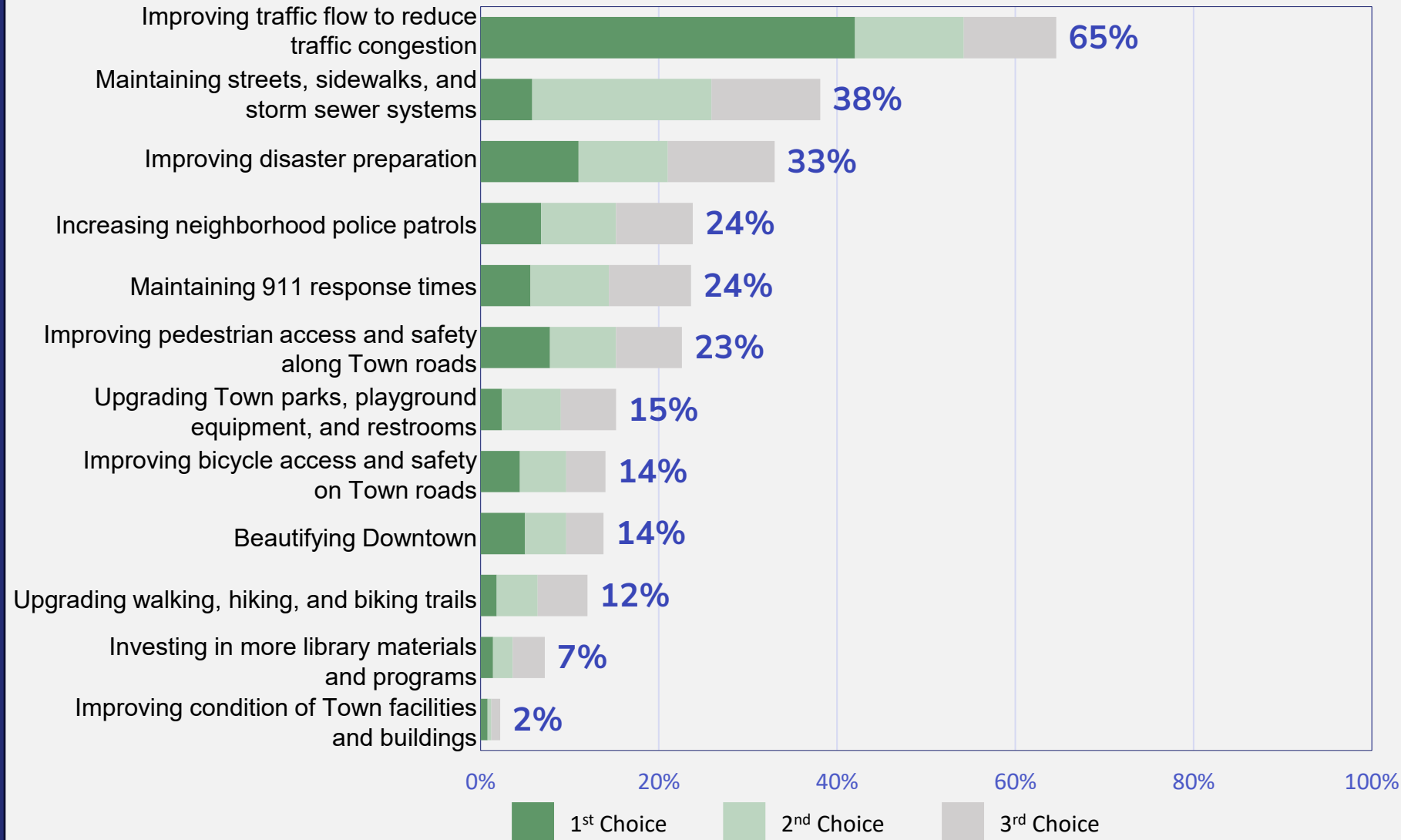


# Community Investment Areas: Importance

Once again residents picked improving flow of traffic as the clear top item.

## Q14. Which THREE Of The Items Listed In Question 13 Do You Think Are MOST IMPORTANT For The Town To Pursue?

by percentage of respondents who selected the item as one of their top three choices





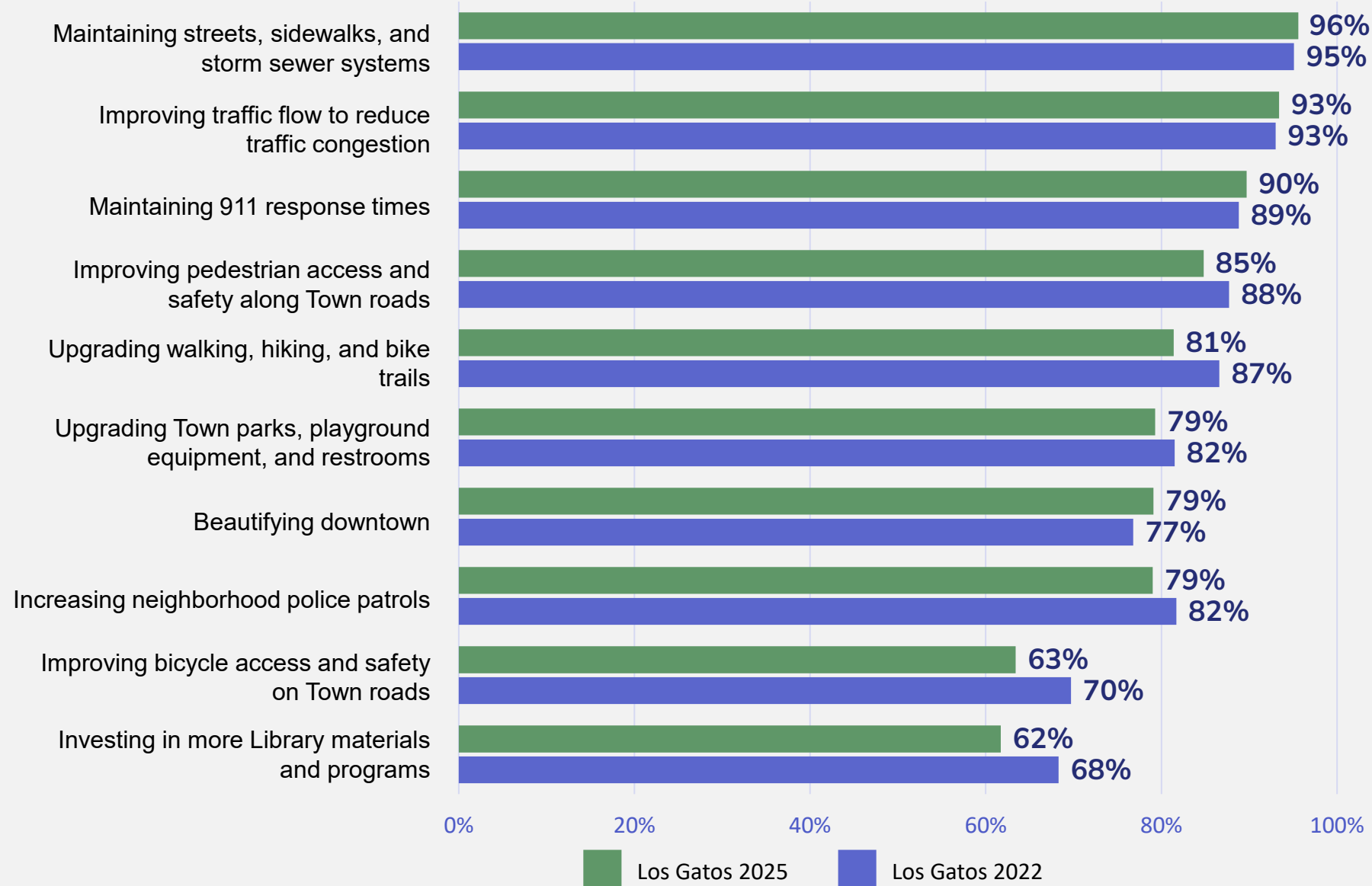
# Community Investment Areas : Trends

Most of the items have remained consistent with 2022 scores. Only three areas saw notable decreases in support since 2022:

- Upgrading walking/hiking trails
- Improving bicycle access
- Investing in more library materials

## Q13. Support For Community Investment Areas

Los Gatos 2025 vs. Los Gatos 2022



## Questions?

Thank you!

## Get In Touch



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