



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 06/17/2025

ITEM NO: 25

DATE: June 3, 2025
TO: Mayor and Town Council
FROM: Chris Constantin, Town Manager
SUBJECT: Receive the Results of the 2025 Community Survey and Provide Any
Comments or Direction to Staff

RECOMMENDATION:

Receive the results of the 2025 Community Survey (Attachments 1 and 2) and provide any comments or direction to staff.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this report. The survey cost approximately \$24,000 and sufficient funds were appropriated in the FY 2024/25 budget.

STRATEGIC PRIORITIES:

The information gathered from the community survey is intended to help the Town better understand the community's current overall satisfaction levels with Town services, opportunities for improvement, and priorities so the Council may be better informed when considering the allocation of Town resources. This ties to almost all of the Town's Strategic Priorities in terms of resource allocation.

BACKGROUND:

In 2021, the Town conducted a Request for Proposals (RFP) for scientific community survey consultant services in order to gather resident feedback and measure satisfaction with Town services, quality of life, and other information to help the Town better understand the community's priorities, concerns, and needs. After review and scoring of the proposals, interviews, and reference checks, Town staff engaged the services of ETC Institute. The first

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

community survey was conducted at the beginning of 2022 and presented to the Town Council on May 3, 2022.

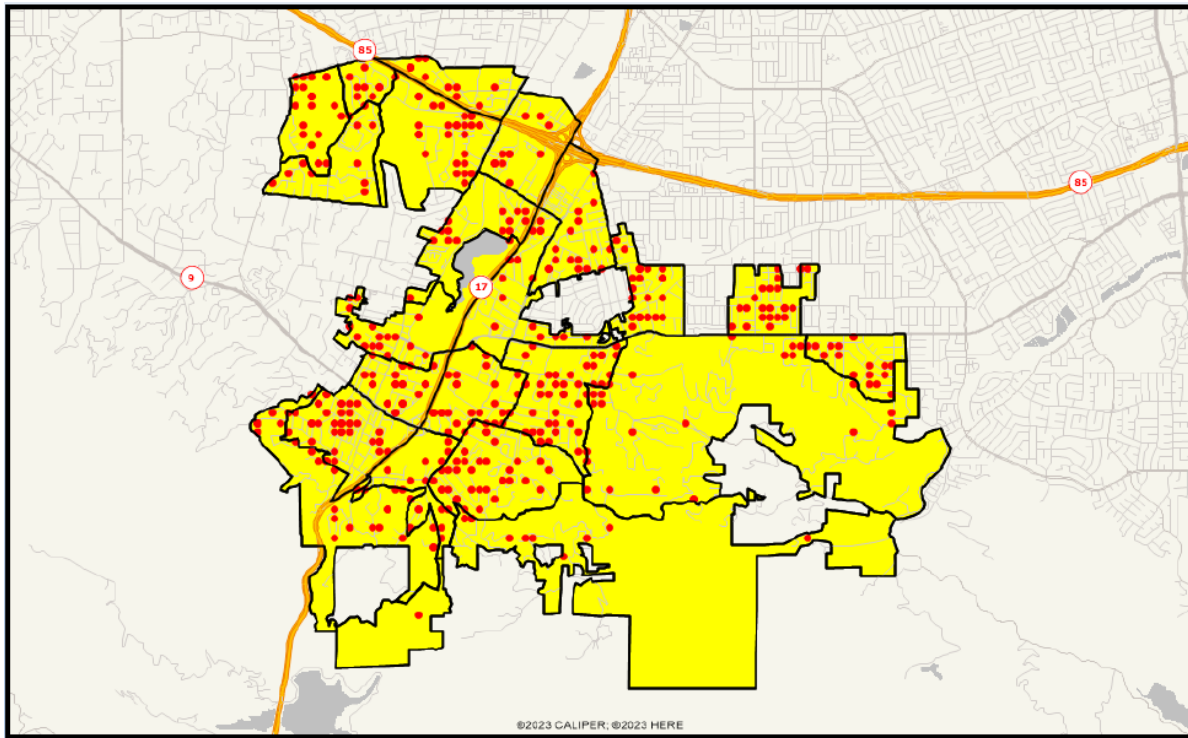
In 2025, the Town engaged ETC Institute to perform another community survey to provide continuity and allow the Town to continue to utilize the features of the personalized Town data dashboard . The 2022 survey results provide a benchmark for the 2025 survey results resulting in a time series of community satisfaction. ETC Institute is also working to update the Town's personalized interactive dashboard with the results from the 2025 so that the results can be compared and contrasted with the results from 2022. The dashboard can be found on the Town website at www.losgatosca.gov/2797/Community-Surveys.

DISCUSSION:

The 2025 Community Survey contained the same questions that were asked in 2022 with minor adjustments including:

- Condition of Town buildings and facilities was added as an option for satisfaction rating (Question 7);
- For clarity, the satisfaction rating for how well the Town is managing growth was changed to satisfaction with the variety and number of businesses available in Los Gatos (Question 11) to distinguish the economic development aspect of the question from another question related to housing;
- Options for (1) improving disaster preparation and response for hazards such as wildfires and earthquakes and (2) improving the condition of Town facilities and buildings were added as options for community investment areas (Question 13); and
- Demographic questions regarding disability and LGBTQ+ identity were added.

The survey instrument was mailed to a random sample of households starting March 18, 2025. At the conclusion of the survey response period, ETC institute received 502 completed surveys, surpassing the goal of 400 households, and equating to a precision of at least +/- 4.34% at the 95% level of confidence. The survey sample was both representative of demographic and geographic respondents. The GIS map below shows the Town boundaries and the red dots represent completed surveys.



The survey results contain information the Council may consider when targeting resources toward services of the highest importance to residents and the targeting of resources toward those services where residents are the least satisfied. Provided below are some of the high-level findings from the survey. ETC Institute will highlight additional report findings during the Council meeting.

- The areas of perception that had the highest ratings in Los Gatos were overall quality of life in the Town (90%), overall feeling of safety in the Town (90%), and overall image of the Town (85%).
- Almost all residents rated the Town as either an excellent or good place to live (99%) and as a place to raise children (93%). Compared to the national average in both of these categories, the Town's rating as a place to live was over double the national average of 49% and 32% above the national average as a place to raise children.
- The highest levels of satisfaction with Town services were the overall quality of Library services (91%), Town parks and recreation facilities (89%), and overall quality of Police services (81%).
- The top three Town services that are most important to residents are overall maintenance of Town streets, sidewalks, and infrastructure (53%), overall quality of Town Police services (48%), and Town planning, building, and development services (e.g., issuing permits) (36%).
- The top four community investment areas were (1) Maintaining streets, sidewalks, and storm sewer systems (96%), (2) Improving traffic flow to reduce traffic congestion (94%),

(3) Maintaining 911 response times (89%), and (4) Improving disaster preparation and response for hazards such as wildfires and earthquakes (89%).

- Improving traffic flow to reduce congestion was the top choice when residents were asked which item was most important for the Town to pursue.
- Residents prefer to get information about the Town of Los Gatos from local publications, the weekly “What’s New” Town eNewsletter or other Town NotifyMe registrations, and the Town website.
- The top three social media accounts that residents follow are the Town Nextdoor, Facebook, and Instagram pages.

In addition to the individual importance and satisfaction findings in the survey, the ETC Institute develops an Importance-Satisfaction (IS) rating. 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 relatively low and the perceived importance of the service is relatively high. Based on the results of this analysis, the major services that are recommended as the top opportunities for improvement over the next two years, in order to raise the Town’s overall satisfaction rating, are:

- Town planning, building, and development services (e.g., issuing permits) (0.2355 IS rating)
- Overall maintenance of Town streets, sidewalks, and infrastructure (0.1896 IS rating)

Improvements in those two areas will maximize the overall satisfaction among residents of Los Gatos.

The second level of IS analysis reviewed the importance of and satisfaction with specific areas of services. Based on the results of this analysis, the services that are recommended as the top priorities within each Department are as follows:

- Public Safety: (1) Overall efforts to prevent crime, (2) visibility of Police personnel in neighborhoods, (3) efforts to collaborate with the public to address concerns, and (4) enforcement of local traffic laws.
- Streets, Sidewalks, and Infrastructure: (1) Flow of traffic on Town streets, (2) maintenance of major Town streets, and (3) overall cleanliness of Town streets and other public areas.
- Parks and Facilities: No items received a high priority IS rating, indicating that the Town is providing services in this area at a level that is currently satisfying residents.
- Economic Opportunity: (1) Variety and number of businesses available in Los Gatos, (2) support for entrepreneurs and small business owners available in Town, and (3) access to quality housing you can afford.
- Communication and Community Engagement: (1) Efforts by the Town to keep residents informed about local issues, (2) opportunity to engage and provide input into decisions

made by elected officials, and (3) opportunity to engage in improvement in my neighborhood.

CONCLUSION:

Receive the results of the Community Survey (Attachments 1 and 2) and provide any comments or direction to staff.

COORDINATION:

This staff report was coordinated by the Town Manager's Office.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

1. 2025 Community Survey Results
2. 2025 Community Survey Mapping
3. Presentation from ETC Institute