



2022 COMMUNITY SURVEY

Findings Report

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To The
TOWN OF LOS GATOS,
CALIFORNIA

APRIL 2022



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Section 1: Executive Summary

Purpose & Methodology

Purpose

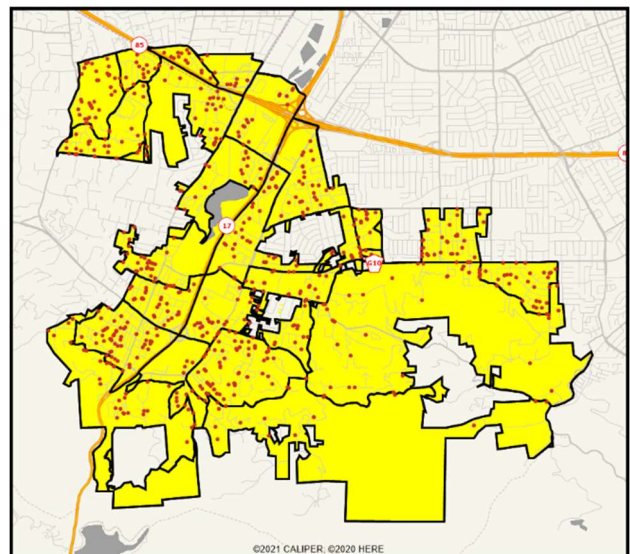
ETC Institute administered a community survey to residents of the Town of Los Gatos, CA. The purpose of this survey was to gather information on residents' level of satisfaction with Town services and to gather opinions about other topics. Information received will be used to help Town leaders know where they are doing well and where they can improve. Data from the survey will help these leaders to make certain they are making decisions that align to the needs of the Town residents and prioritizing services that will positively impact the community.

Methodology

The survey instrument, cover letter, and postage paid return envelope were mailed to a random sample of households in the Town. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online.

Approximately, ten days after the surveys were mailed, ETC Institute sent emails/text messages to the households that received the survey to encourage participation. The emails/texts contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the Town from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted. The GIS map below shows the Town boundaries and the red dots represent completed surveys.

The goal was to obtain 400 surveys and this goal was exceeded with a total of 650 completed surveys. The overall response for the sample of 650 completed surveys have a precision of at least +/- 3.8% at the 95% level of confidence.



Overview of the Findings Report

This report contains:

- ♦ An executive summary of the survey purpose, methodology, and major findings
- ♦ Charts and graphs showing the overall results
- ♦ Benchmark analysis charts and graphs showing how the Town of Los Gatos compares to other communities of similar size, in California, and nationally
- ♦ Importance-satisfaction analysis tables showing priorities based on resident satisfaction and level of importance for service items
- ♦ Frequency tables that show the results for each question on the survey
- ♦ A copy of the cover letter and survey instrument

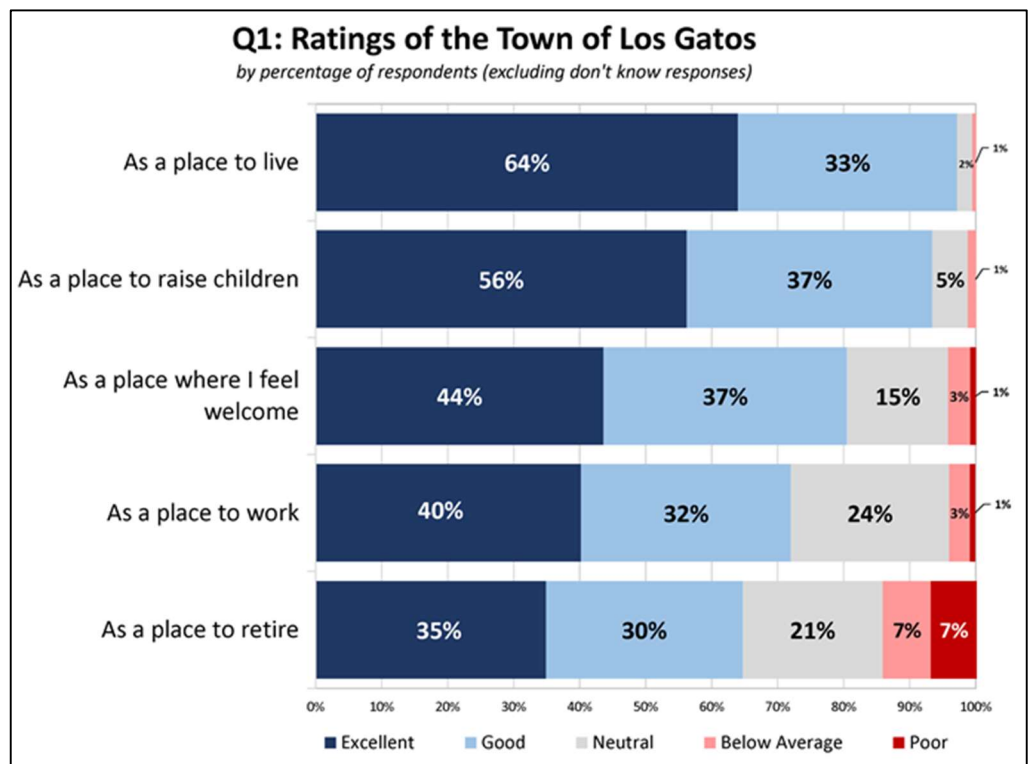
Key Findings

- The majority of residents rated the Town of Los Gatos as either an excellent or good place to live, raise children, work, retire, and where you feel welcomed.
- The majority of residents indicated that the overall quality of Town police services and maintenance of streets, sidewalks, and infrastructure are the most important to them.
- Almost all residents are satisfied with the overall feeling of safety in the Town. Residents are most satisfied with the professionalism of police officers, quality of dispatch/911 services, and how quickly police respond to emergencies. The public safety service that is most important to residents is the Town's overall efforts to prevent crime.
- The top three most important maintenance of streets, sidewalks, and infrastructure services to residents are the flow of traffic, maintenance of major streets, and the overall cleanliness of streets and public areas.
- Two-thirds of residents are satisfied with the overall quality of customer service they receive from Town employees; 24.5% above the average of communities in California and 25.4% above the national average.

Major Findings

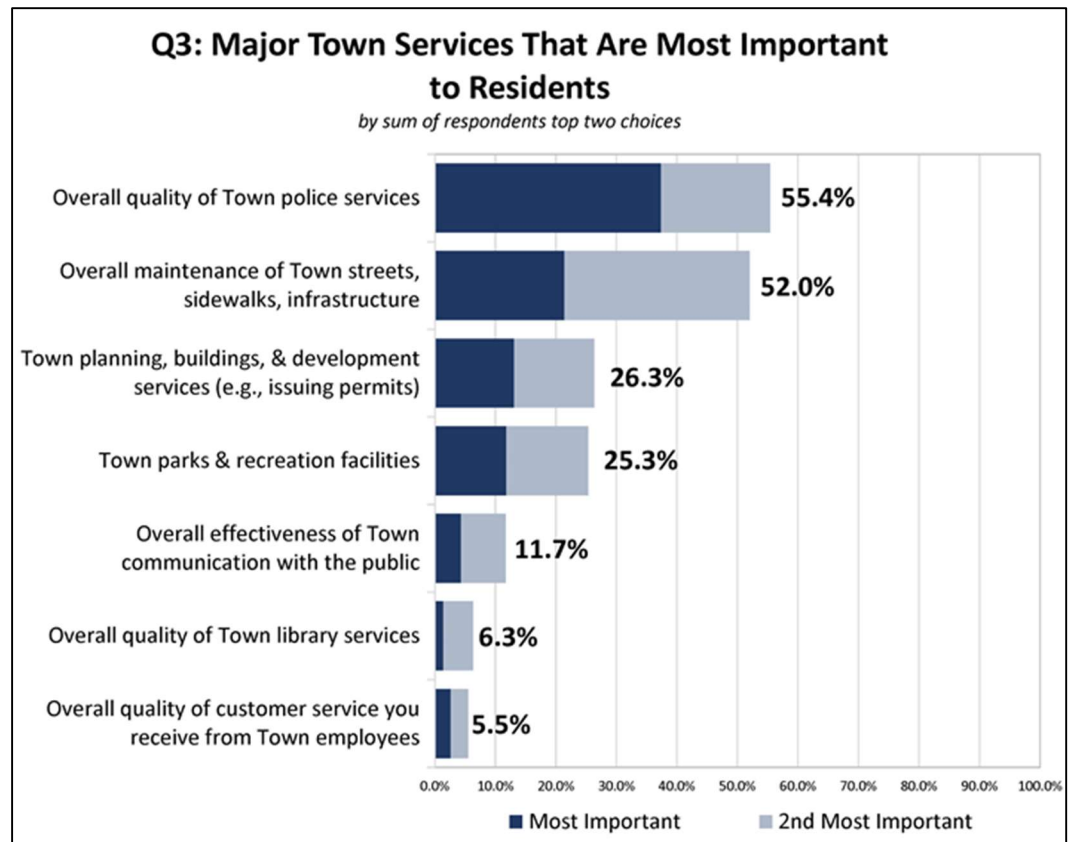
The majority of residents rated the Town of Los Gatos as either an excellent or good place to live, raise children, work, retire, and where you feel welcomed.

- The graph below shows how residents rated the Town of Los Gatos as a place to live, raise children, work, retire, and where you feel welcome.
- Almost all residents rated the Town as either an *excellent* or *good* place to live (97.2%) and as a place to raise children (93.4%). Compared to the national average in both of these categories, the Town's rating as a place to live was almost double the national average of 49.7% and 31% points above the national average as a place to raise children.
- Over three-fourths (79.5%) of residents indicated that they think they will still be living in the Town of Los Gatos five years from now.



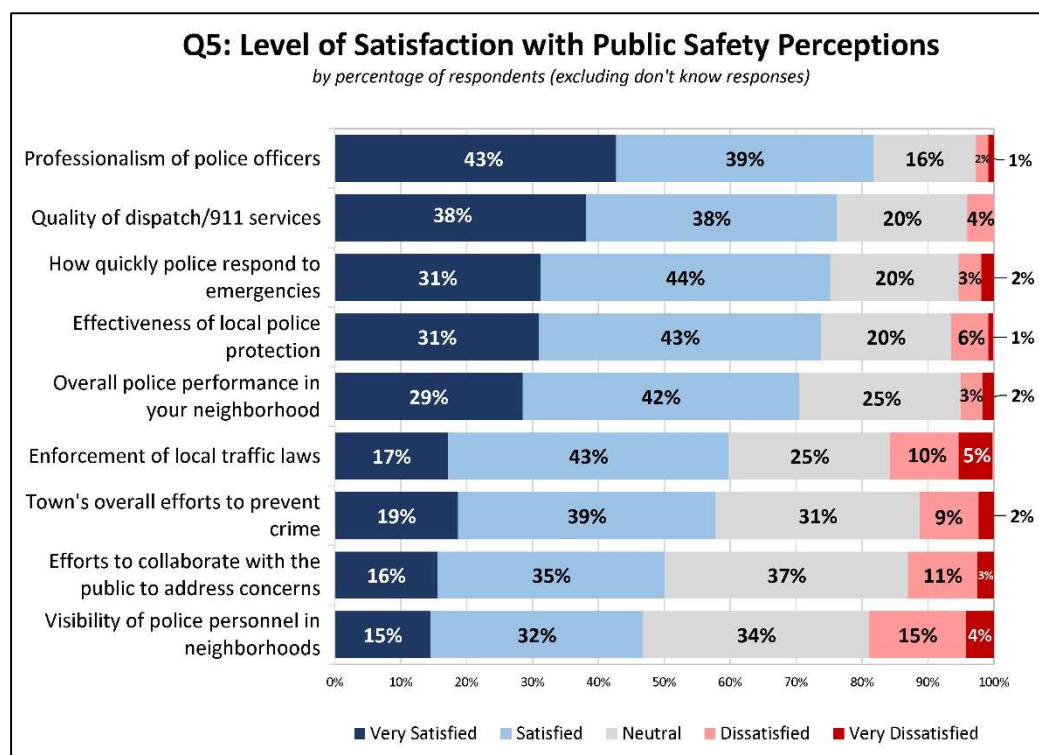
The majority of residents indicated that the overall quality of Town police services and maintenance of streets, sidewalks, and infrastructure are the most important to them.

- Residents were given a list of services offered by the Town and asked to rate their level of satisfaction with each. Almost all residents were either *very satisfied* or *satisfied* with the overall quality of Town library services (93.0%) and Town parks and recreation facilities (91.4%). The Town services that had the third and fourth highest ratings of satisfaction were police services (74.3%) and customer service (66.0%).
- Six Town services were compared to other communities and the Town did exceptionally well, having higher ratings in all six services analyzed. The largest difference was +40.8% above the national average (50.6%) for resident satisfaction with parks and recreation facilities.
- The graph below shows the sum of resident's top two choices and the top two Town services that are most important to residents are the overall quality of Town police services (55.4%) and the overall maintenance of Town streets, sidewalks, and infrastructure (52.0%).



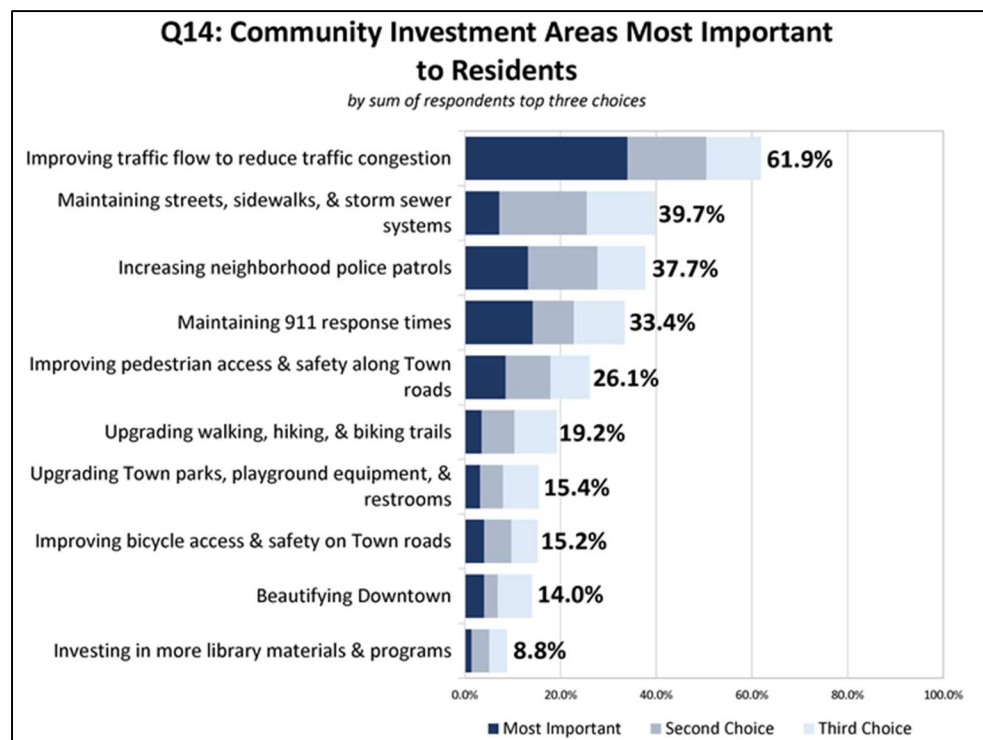
Almost all residents are satisfied with the overall feeling of safety in the Town. Residents are most satisfied with the professionalism of police officers, quality of dispatch/911 services, and how quickly police respond to emergencies. The public safety service that is most important to residents is the Town's overall efforts to prevent crime.

- Eighty-four percent (83.9%) of residents indicated that they were either *very satisfied* or *satisfied* with the overall feeling of safety in the Town.
- The public safety perceptions that residents were most satisfied with were:
 - Professionalism of police officers (81.7%)
 - Quality of dispatch/911 services (76.2%)
 - How quickly police respond to emergencies (75.2%)
- The public safety perceptions that residents were least satisfied with were:
 - Town's overall efforts to prevent crime (57.8%)
 - Efforts to collaborate with the public to address concerns (50.1%)
 - Visibility of police personnel in neighborhoods (46.8%)
- Based on the sum of resident's top three choices, the top three public safety services that are most important to residents were: the Town's overall efforts to prevent crime (56.7%), effectiveness of local police protection (40.9%), and how quickly police respond to emergencies (35.2%).



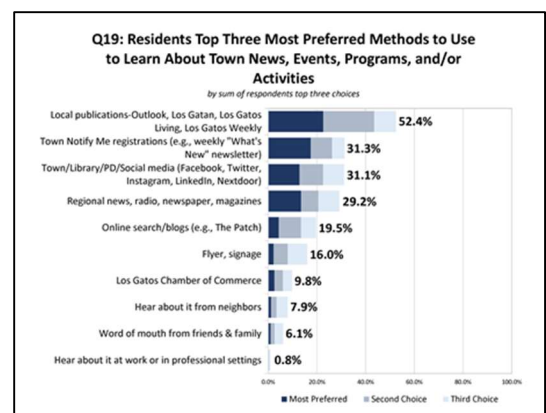
The top three most important maintenance of streets, sidewalks, and infrastructure services to residents are the flow of traffic, maintenance of major streets, and the overall cleanliness of streets and public areas.

- Residents were asked to rate their level of satisfaction with street, sidewalk, and infrastructure services and the top three services with the highest ratings of satisfaction were:
 - Maintenance of street signs and traffic signals (76.4%)
 - Overall cleanliness of Town streets and other public areas (75.5%)
 - Maintenance of major Town streets (73.6%)
- The two services with the lowest ratings of satisfaction were:
 - Condition of sidewalks in the Town (61.8%)
 - Flow of traffic on Town streets (32.2%)
- Based on the sum of *very supportive* and *supportive* responses, most residents are supportive of investing tax dollars in the maintenance of streets, sidewalks, and storm sewer systems (95.1%) and improving traffic flow to reduce traffic congestion.
- Based on the sum of resident's top three choices, the top three community investment areas most important for the Town to pursue, are: improving traffic flow to reduce traffic congestion (61.9%), maintaining streets, sidewalks, and storm sewer systems (39.7%), and increasing neighborhood police patrols (37.7%). *See graph below.*



Two-thirds of residents are satisfied with the overall quality of customer service they receive from Town employees; 24.5% above the average of communities in California and 25.4% above the national average.

- Sixty-six percent (66.0%) of residents indicated they were either *very satisfied* or *satisfied* with the customer service received from Town employees.
- Eighty-seven percent (87.0%) of residents indicated that the Town employee(s) they most recently contacted were either *always* or *usually* courteous and polite, 65.4% indicated the Town employee(s) either *always* or *usually* did what they said they would do in a timely manner, and 64.0% indicated the Town employee(s) either *always* or *usually* gave prompt, accurate, and complete answers to questions.
- The majority of residents are satisfied with the following communication and community engagement items:
 - Access to information about Town Council, Boards, and Commissions meetings (56.1%)
 - Availability of information about Town programs and services (54.0%)
- The following communication services are most important to at least a quarter of residents:
 - Efforts by the Town to keep them informed about local issues (45.1%)
 - Opportunity to engage in improvements in their neighborhood (28.2%)
 - Opportunity to engage/provide input into decisions made by Elected Officials (26.5%)
 - Availability of information about Town programs and services (26.3%)
- Based on the sum of resident's top three choices, the top three methods that residents most prefer to use to learn about Town news, events, programs, and/or activities are through local publications (52.4%), Town Notify Me registrations (31.3%), and Town, Library, and Police Department social media accounts (31.1%). *See graph to the right.*



Conclusion

(Importance-Satisfaction Analysis)

To ensure the Town continues to deliver high quality services to its residents, ETC Institute recommends the Town emphasize the following areas.

Overall Priorities for the Town by Major Categories of Services:

The first level of analysis reviewed the importance of and satisfaction with major Town services. This analysis was conducted to help set the overall priorities for the Town. The table below shows the Importance-Satisfaction Analysis for all major services analyzed. Based on the results of this analysis, the major services that are recommended as the top opportunity for improvement over the next two years, in order to raise the Town's overall satisfaction rating is

- The overall maintenance of Town streets, sidewalks, and infrastructure (IS Rating=0.1940)
- Town Planning, Buildings, and Development services (IS Rating=0.1625)
- Overall quality of Town police services (IS Rating=0.1424)

Importance-Satisfaction Analysis Ratings 2022 Town of Los Gatos Community Survey Major Town Services Los Gatos, CA						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Overall maintenance of Town streets, sidewalks, and infrastructure	52.0%	2	62.7%	5	0.1940	1
Town Planning, Buildings, and Development services (e.g., issuing permits)	26.3%	3	38.2%	7	0.1625	2
Overall quality of Town police services	55.4%	1	74.3%	3	0.1424	3
Medium Priority (I-S < 0.10)						
Overall effectiveness of Town communication with the public	11.7%	5	50.3%	6	0.0581	4
Town parks and recreation facilities	25.3%	4	91.4%	2	0.0218	5
Overall quality of customer service you receive from Town employees	5.5%	7	66.0%	4	0.0187	6
Overall quality of Town library services	6.3%	6	93.0%	1	0.0044	7

Priorities for Specific Areas:

The second level of analysis reviewed the importance of and satisfaction with specific areas of services. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:

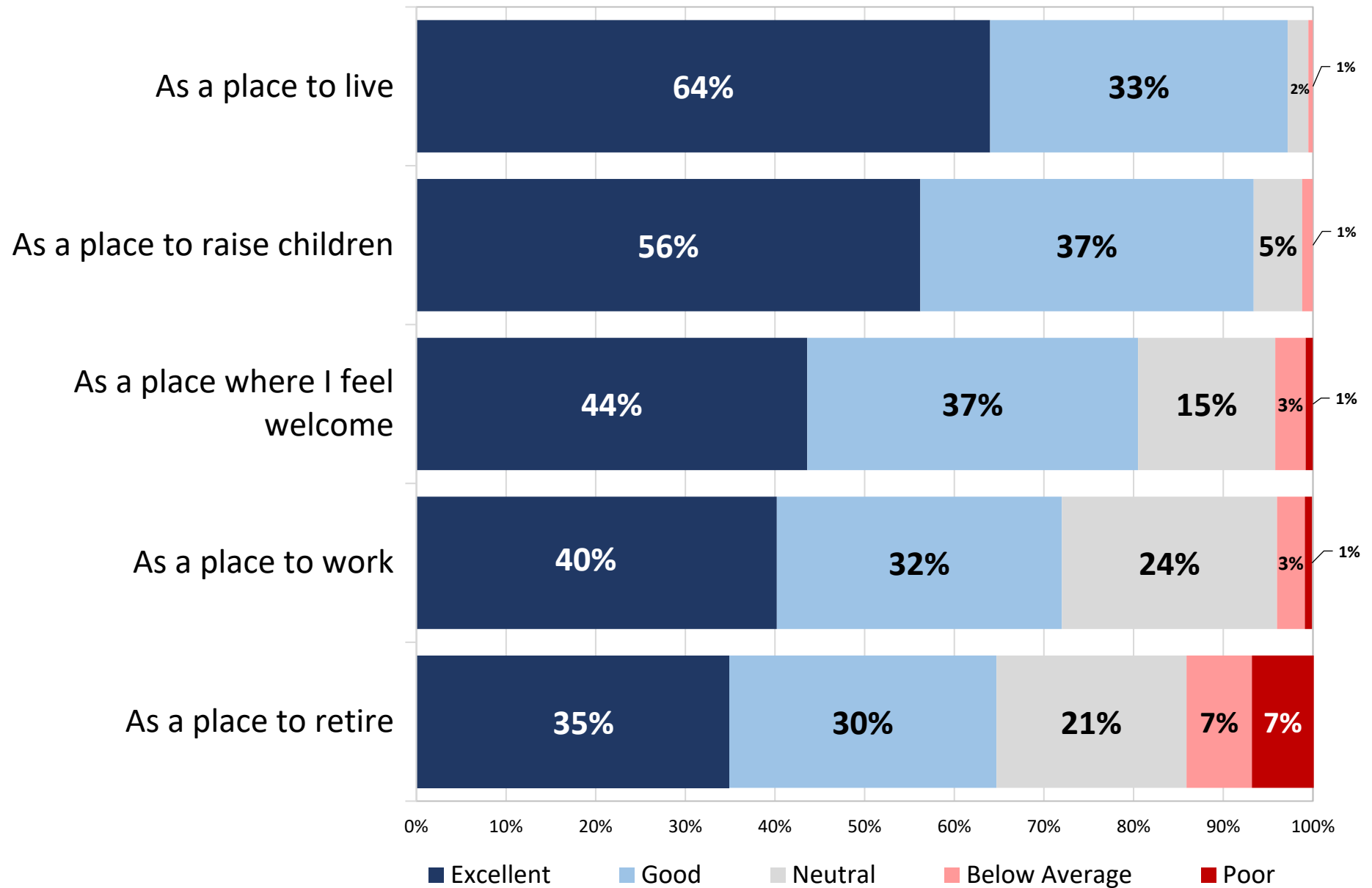
- Public Safety: the Town's overall efforts to prevent crime, visibility of police personnel in neighborhoods, efforts to collaborate with the public to address concerns, and effectiveness of local police protection
- Streets, Sidewalks, and Infrastructure: flow of traffic on Town streets
- Park Facilities: walking and biking trails in Town

- ♦ Economic Opportunity: how well the Town is managing growth, support for entrepreneurs and small business owners available, efforts to attract new business and tourism, availability of adequate and affordable housing units, and access to quality and affordable housing
- ♦ Communication and Community Engagement: efforts by the Town to keep residents informed about local issues, opportunities for residents to engage in improvements in their neighborhood, opportunities for residents to engage in development projects in their neighborhood, opportunities for residents to engage/provide input into decisions made by Elected Officials, and the availability of information about Town programs and services

Section 2: Charts & Graphs of Overall Results

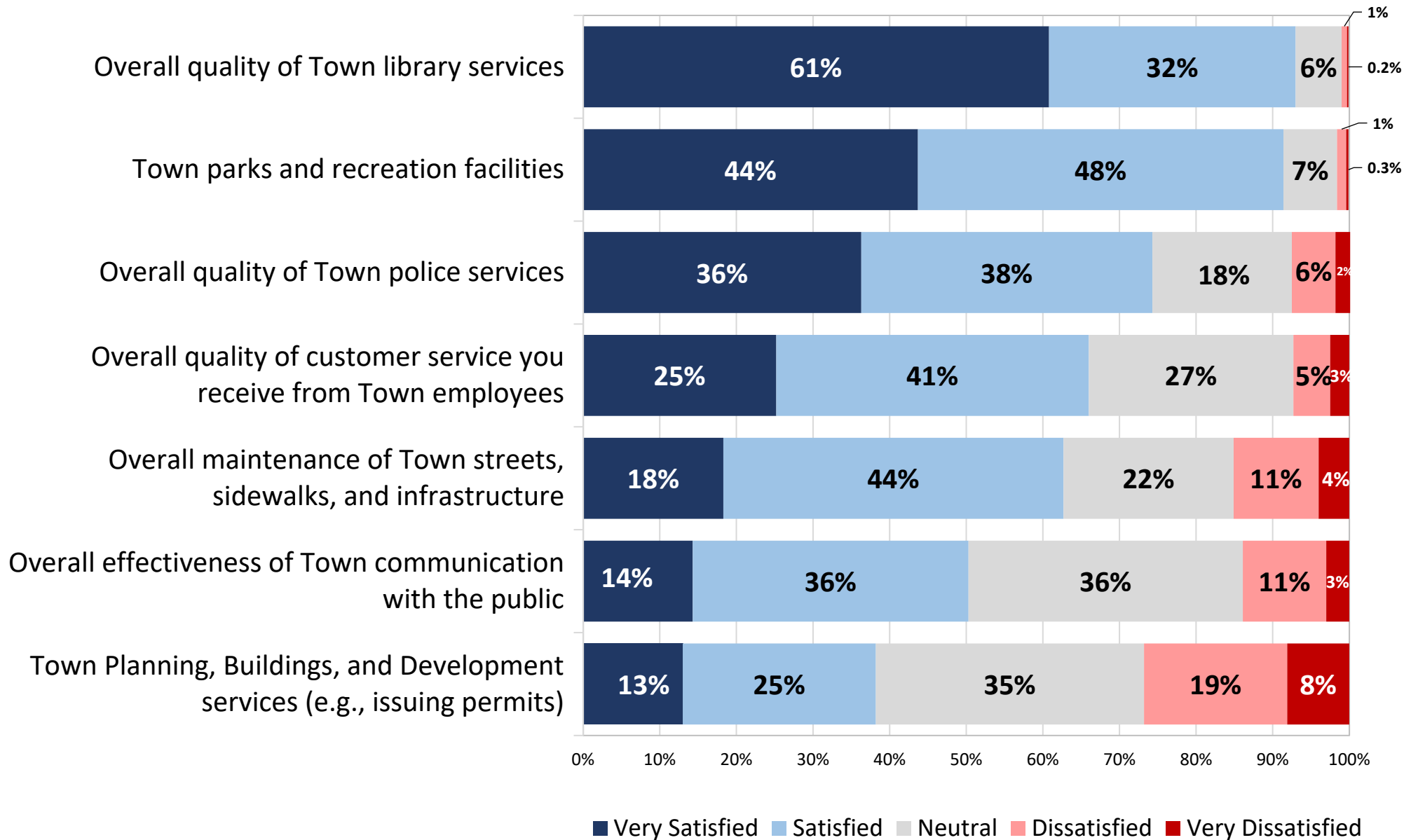
Q1: Ratings of the Town of Los Gatos

by percentage of respondents (excluding don't know responses)



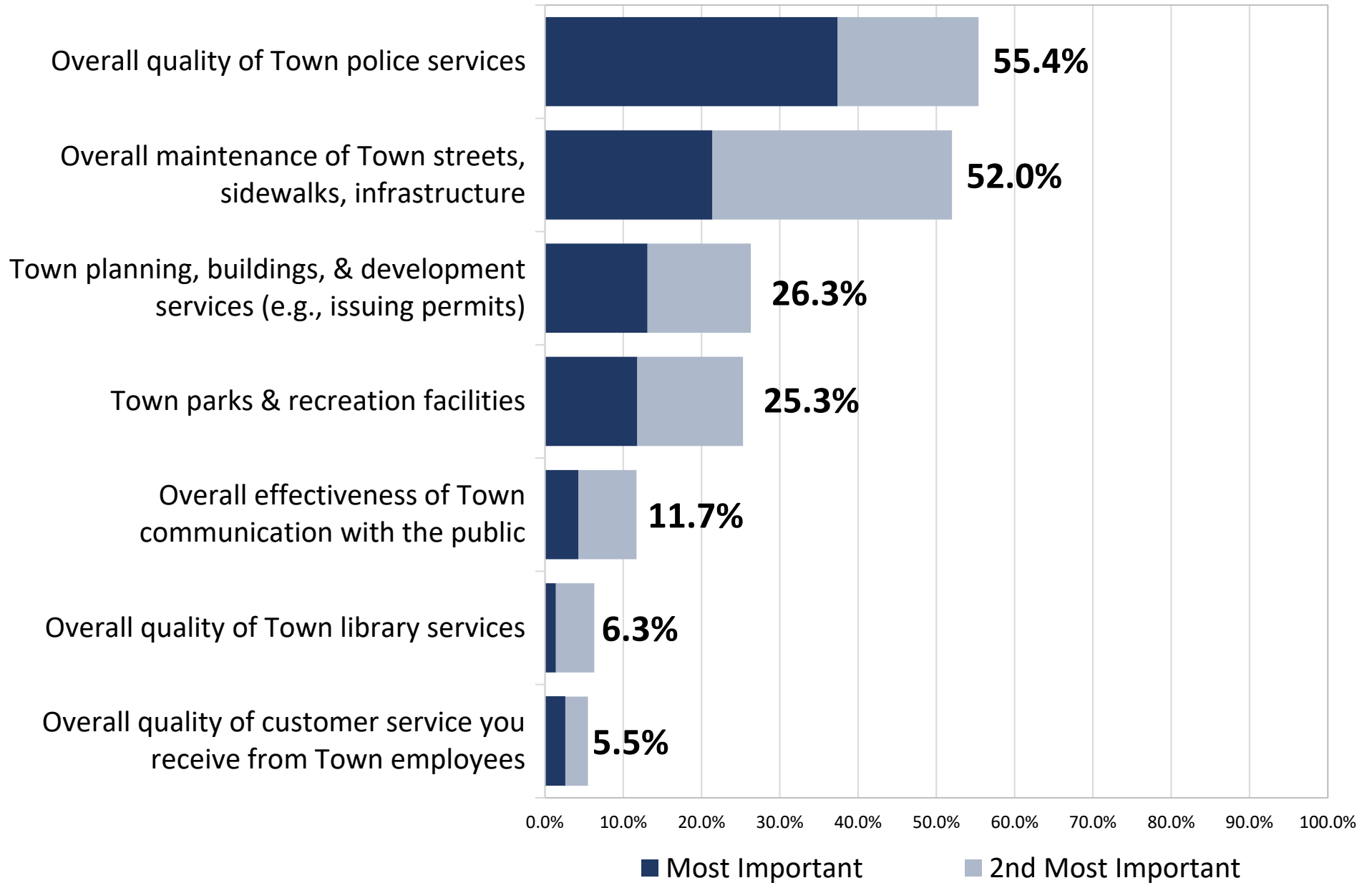
Q2: Level of Satisfaction with the Overall Quality of Major Town Services

by percentage of respondents (excluding don't know responses)



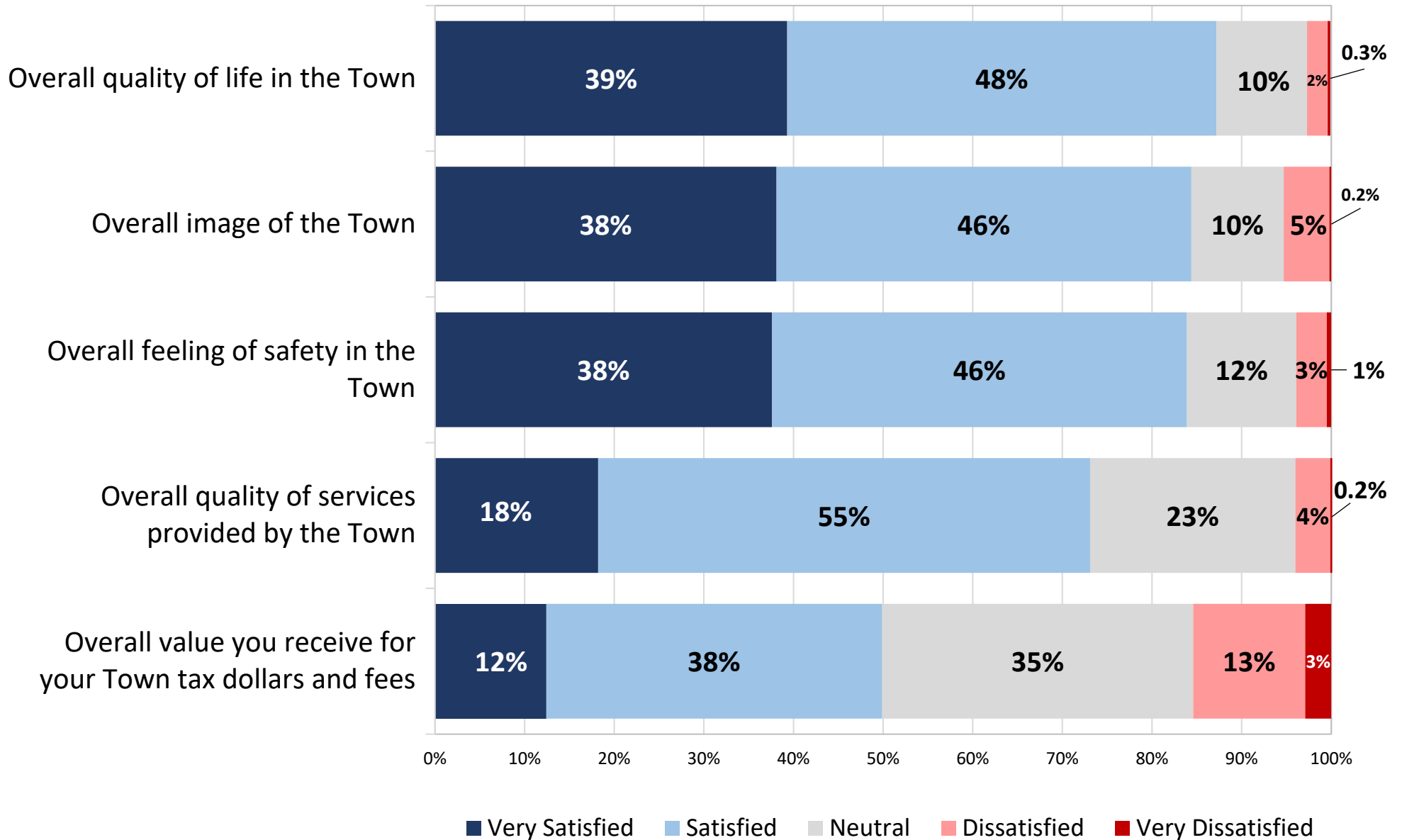
Q3: Major Town Services That Are Most Important to Residents

by sum of respondents top two choices



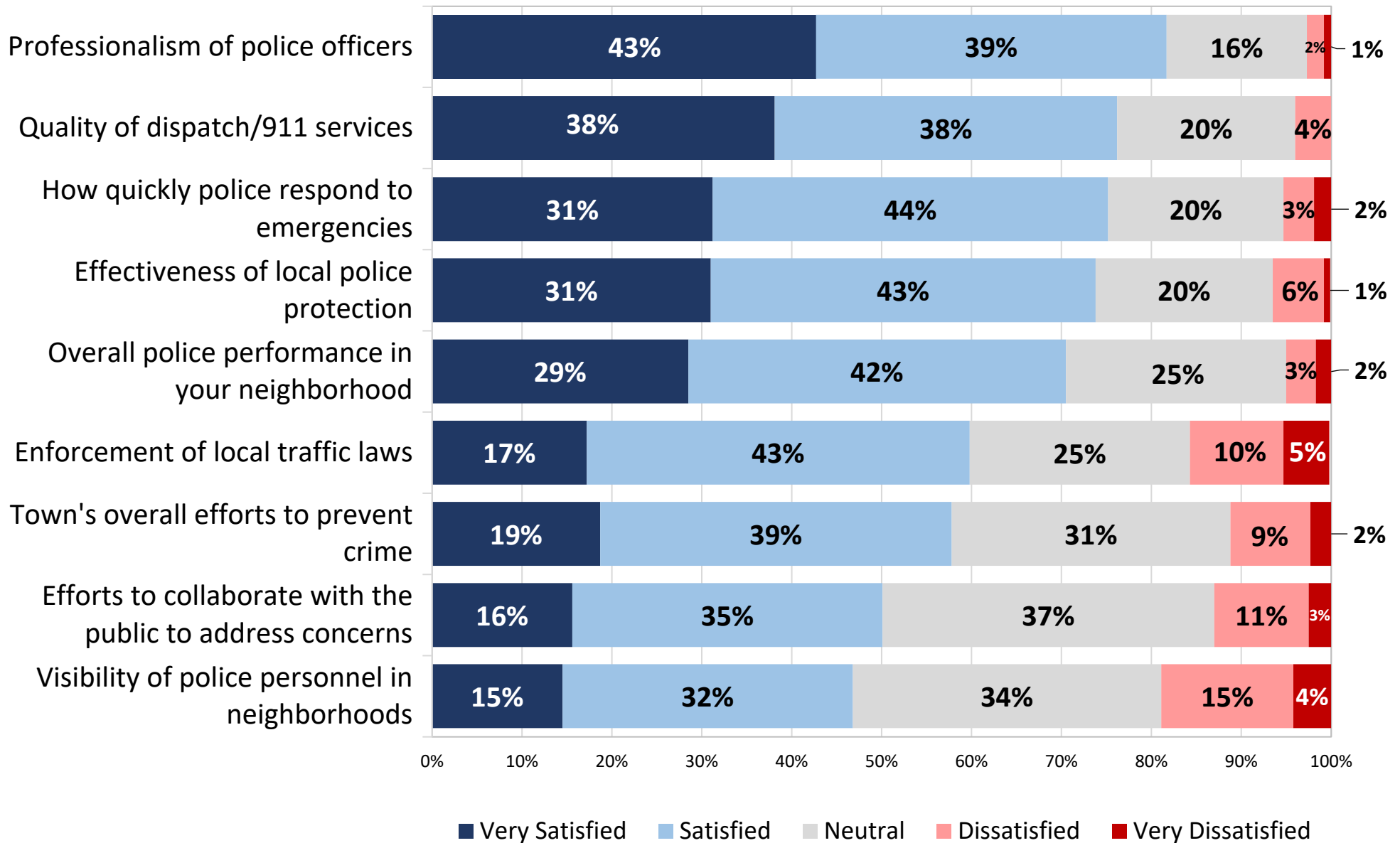
Q4: Level of Satisfaction with Perceptions of the Community

by percentage of respondents (excluding don't know responses)



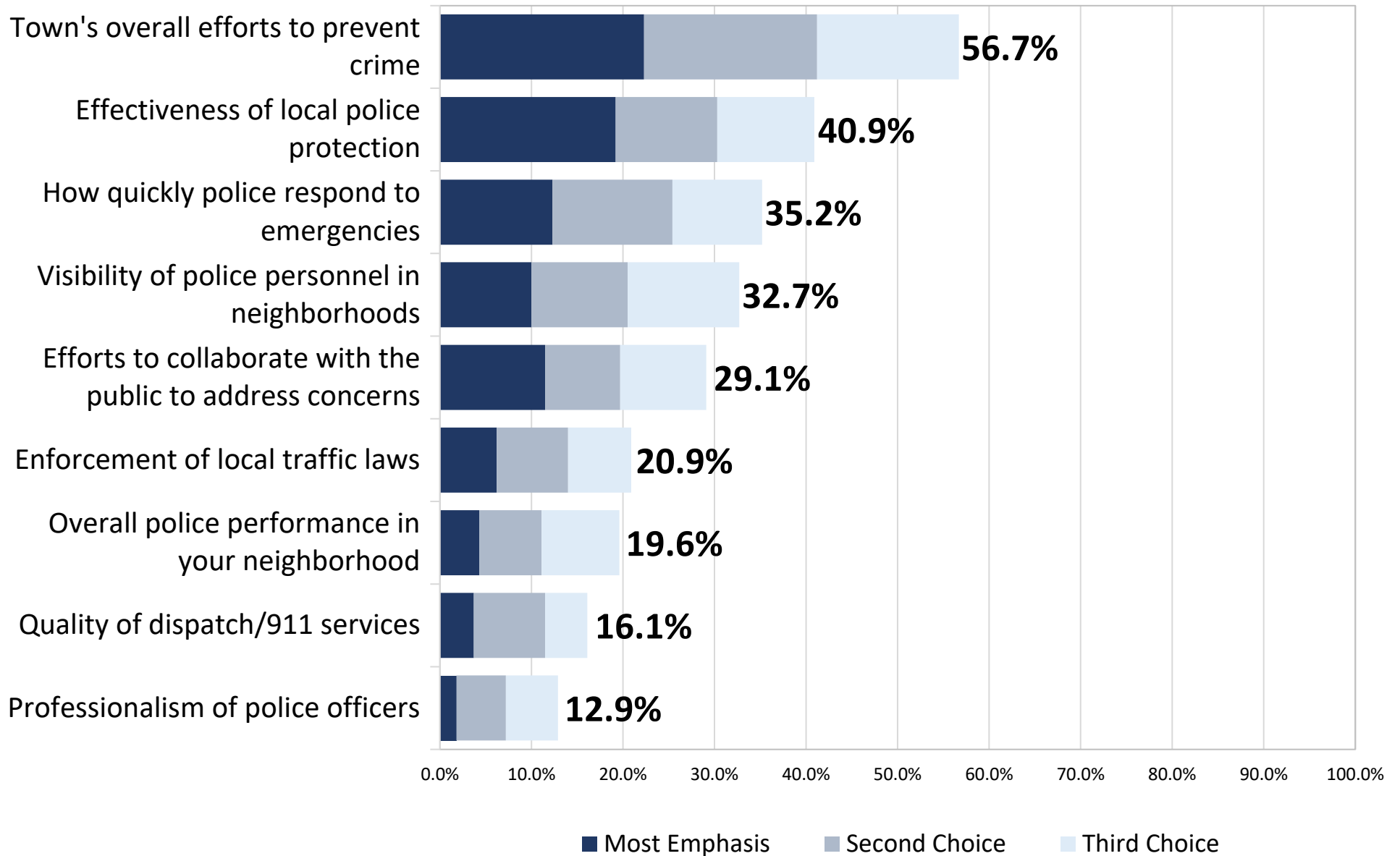
Q5: Level of Satisfaction with Public Safety Perceptions

by percentage of respondents (excluding don't know responses)



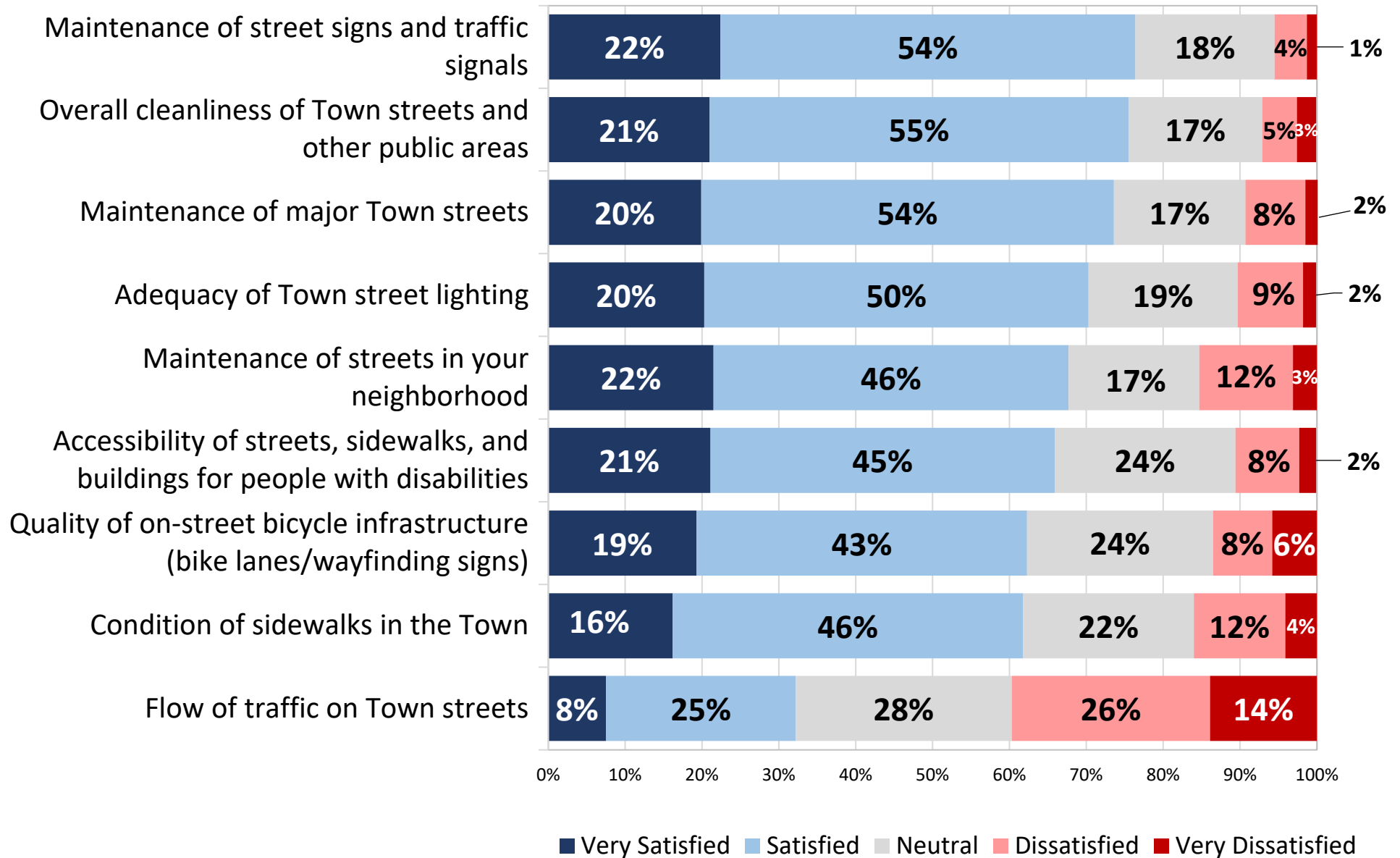
Q6: Public Safety Perceptions That Are Most Important to Residents

by sum of respondents top three choices



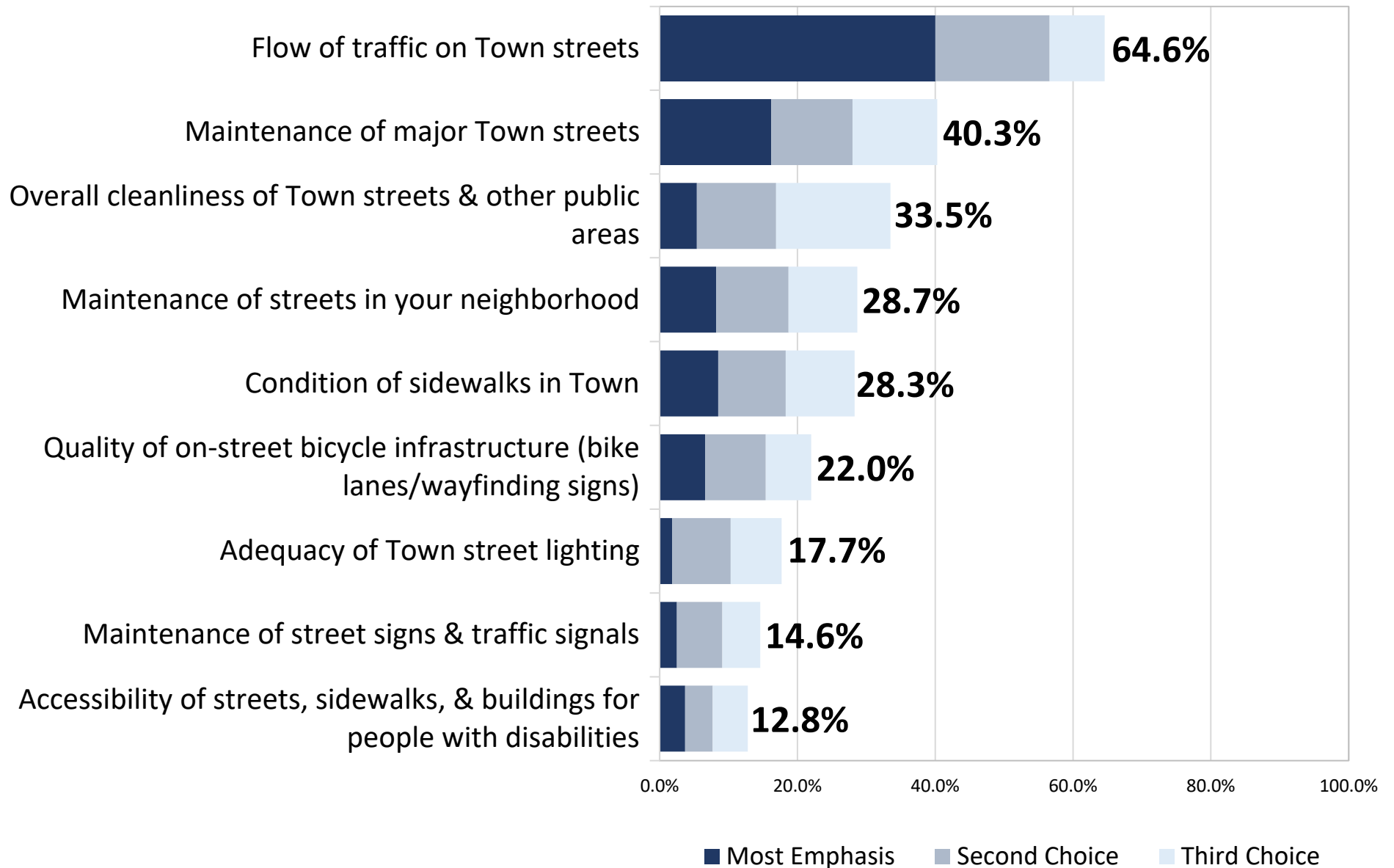
Q7: Level of Satisfaction with Streets, Sidewalks, and Infrastructure Services

by percentage of respondents (excluding don't know responses)



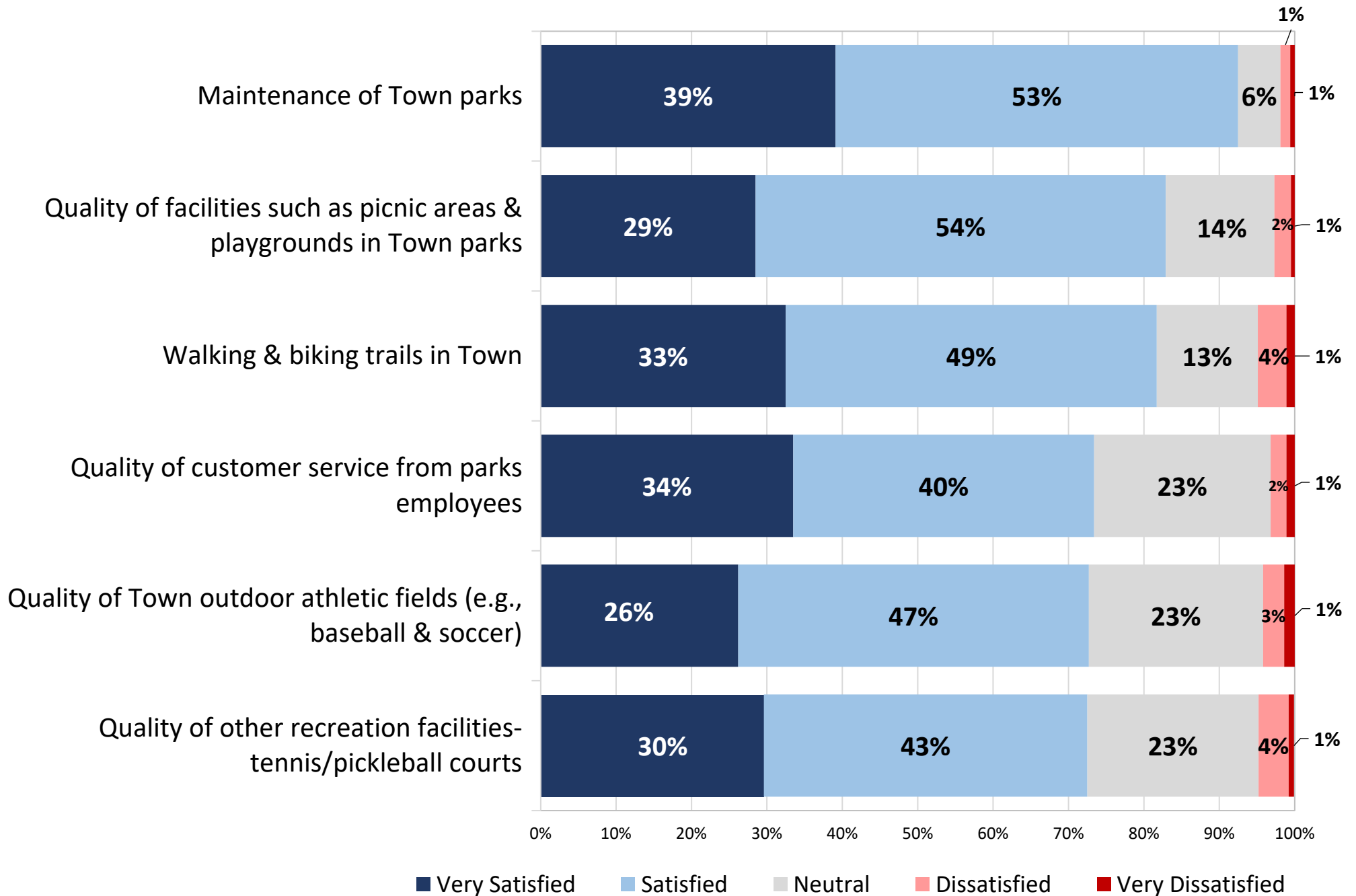
Q8: Streets, Sidewalks, and Infrastructure Services That Are Most Important to Residents

by sum of respondents top three choices



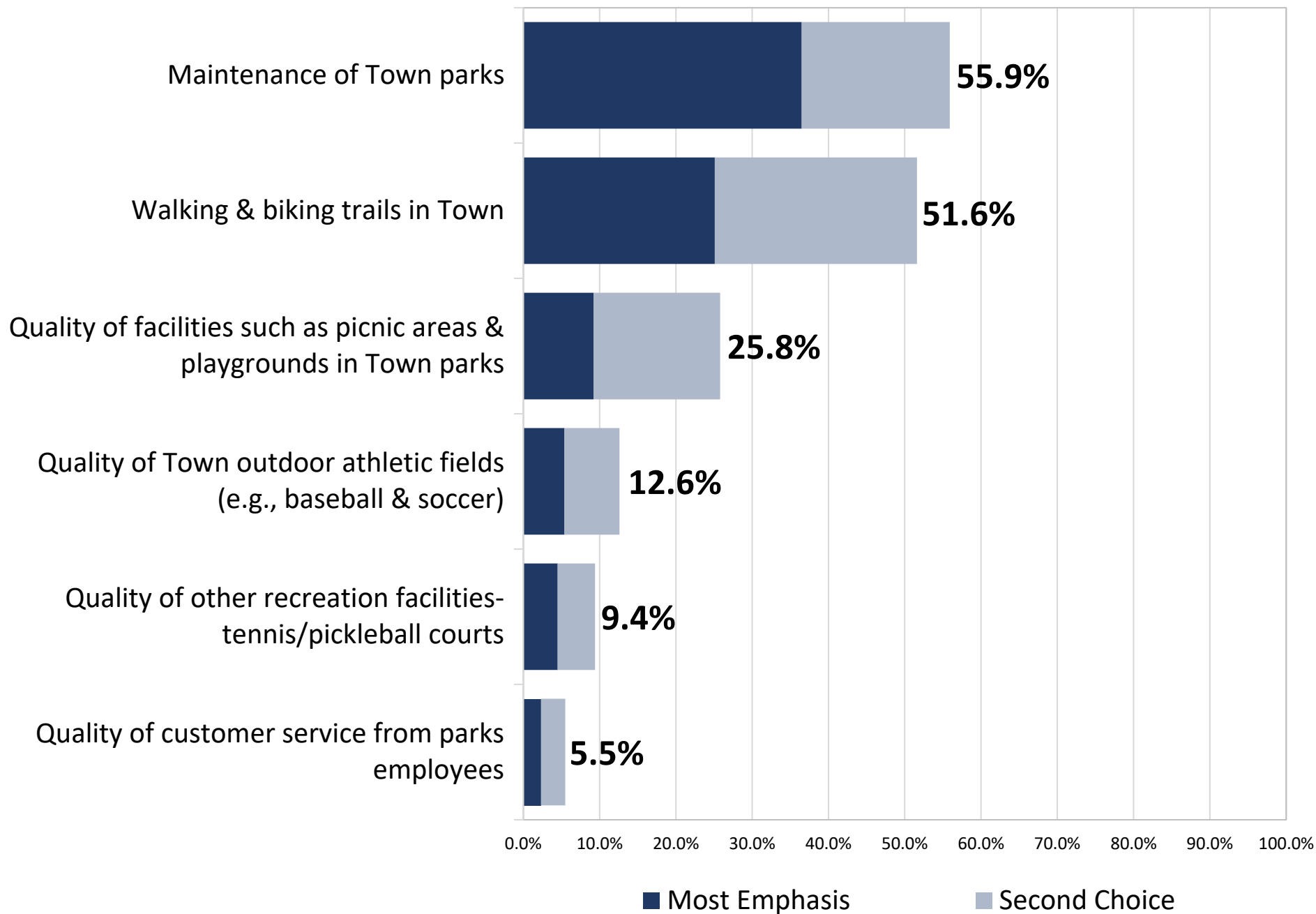
Q9: Level of Satisfaction with Park Facilities

by percentage of respondents (excluding don't know responses)



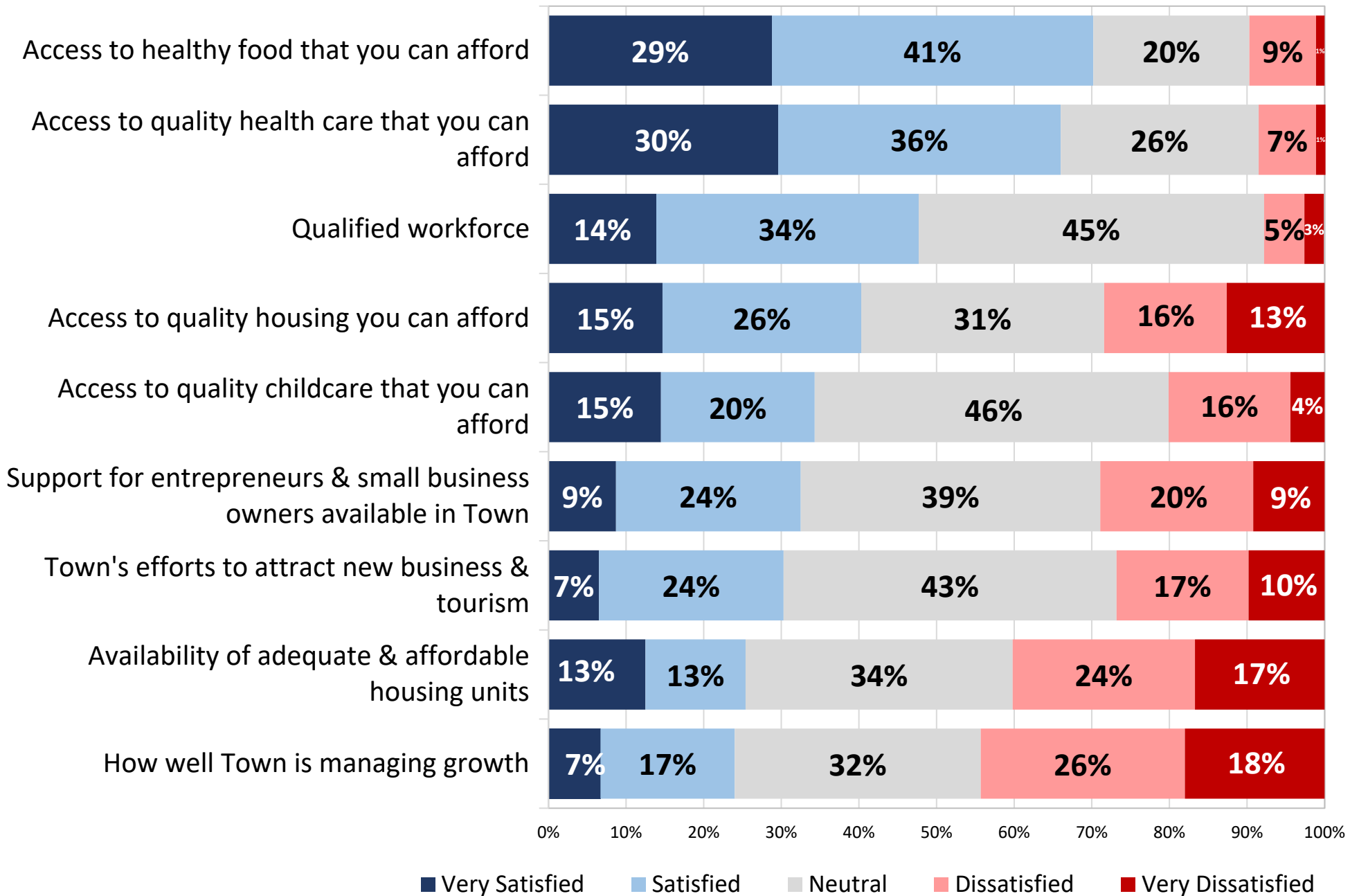
Q10: Park Facilities That Are Most Important to Residents

by sum of respondents top two choices



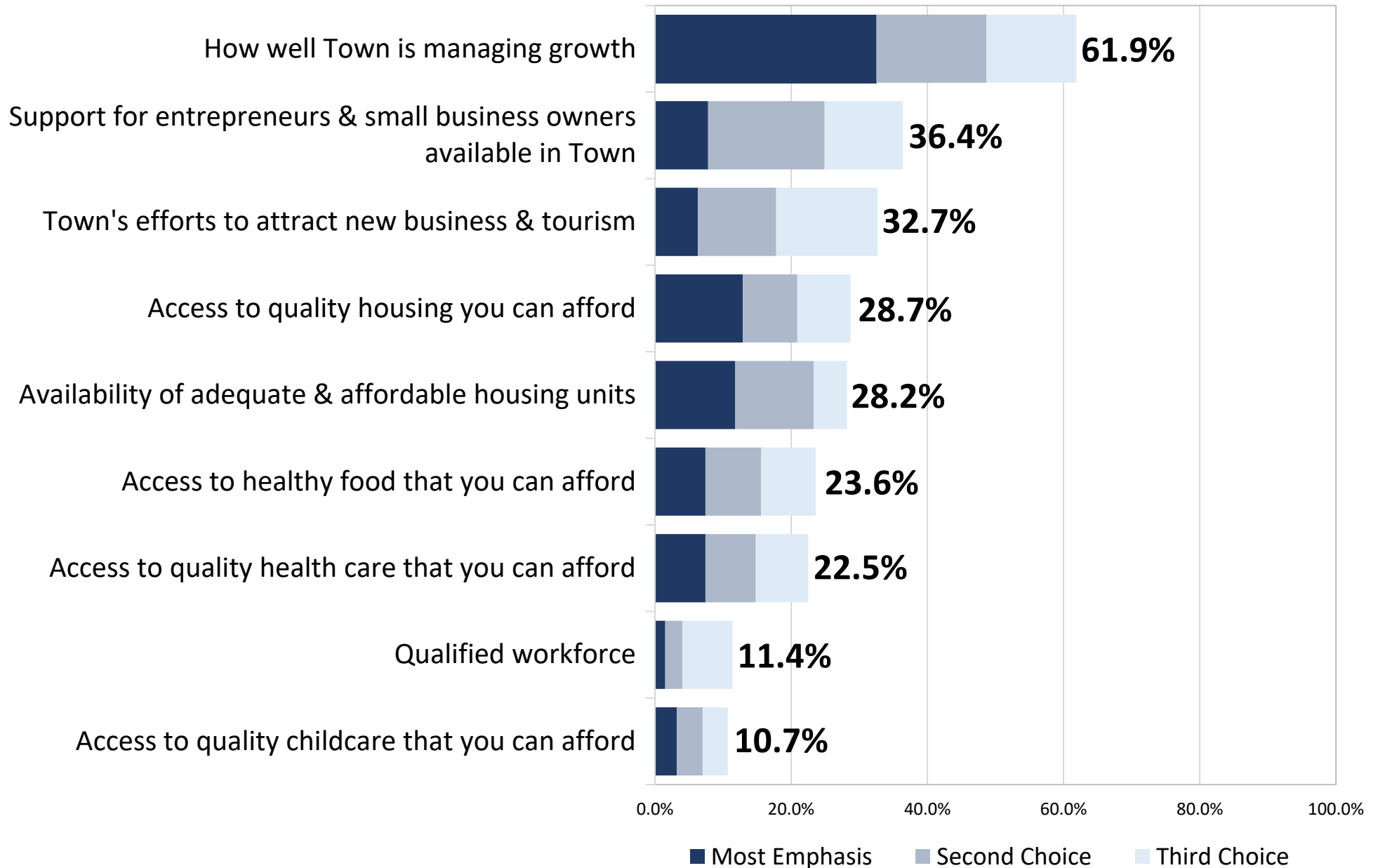
Q11: Level of Satisfaction with Economic Opportunities

by percentage of respondents (excluding don't know responses)



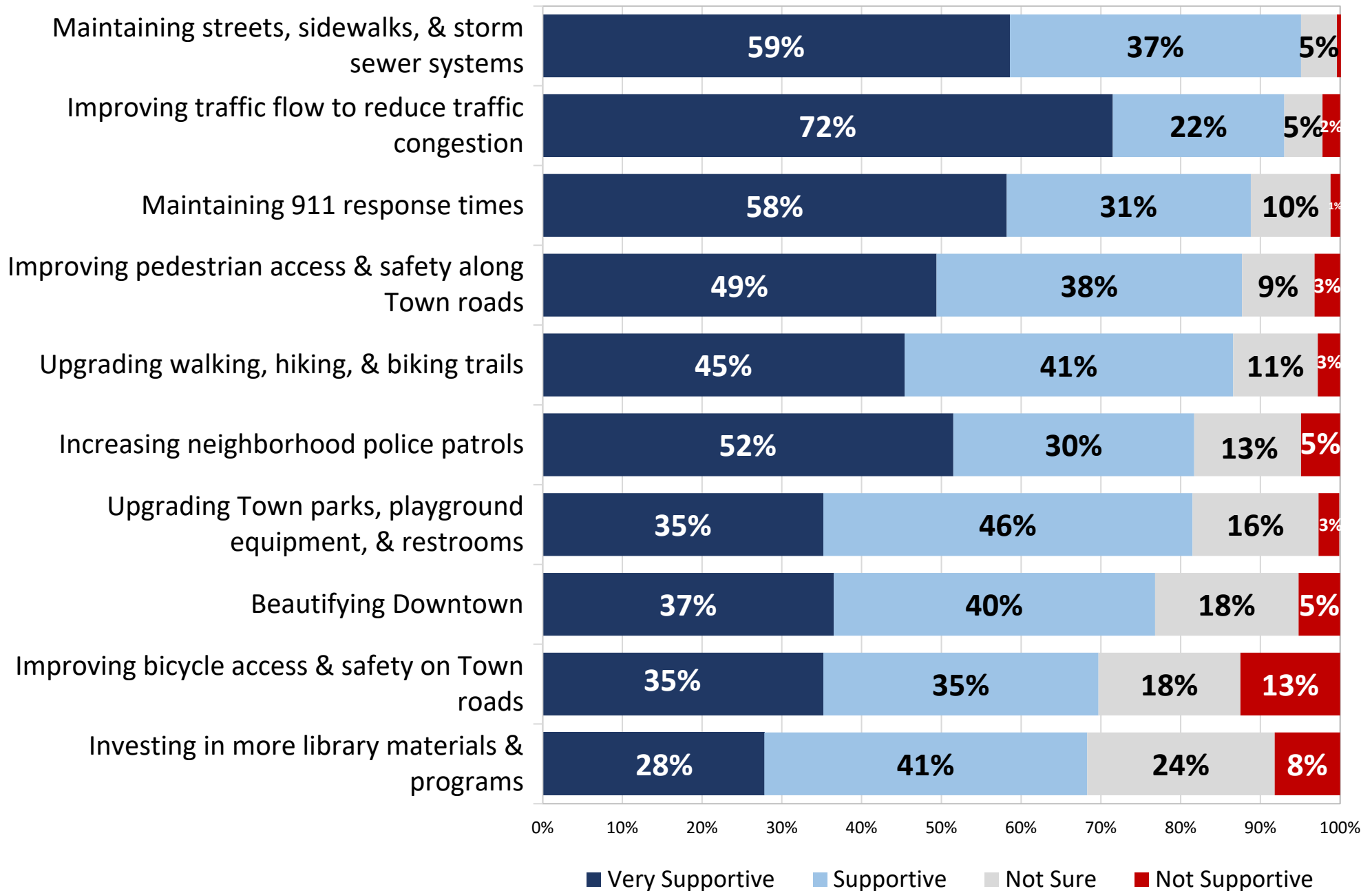
Q12: Economic Opportunities Most Important to Residents

by sum of respondents top three choices



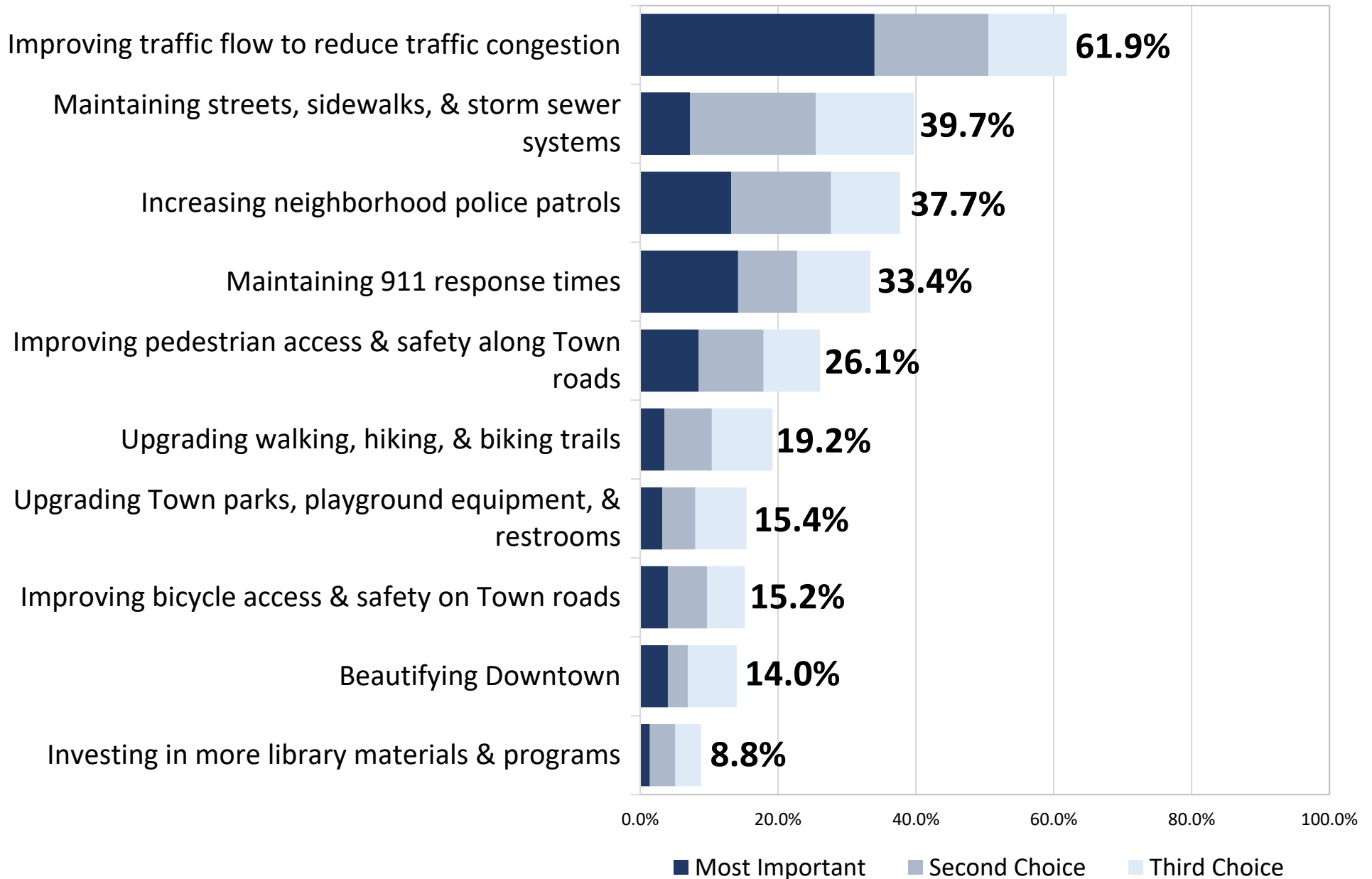
Q13: Level of Support for Community Investment Areas

by percentage of respondents (excluding don't know responses)



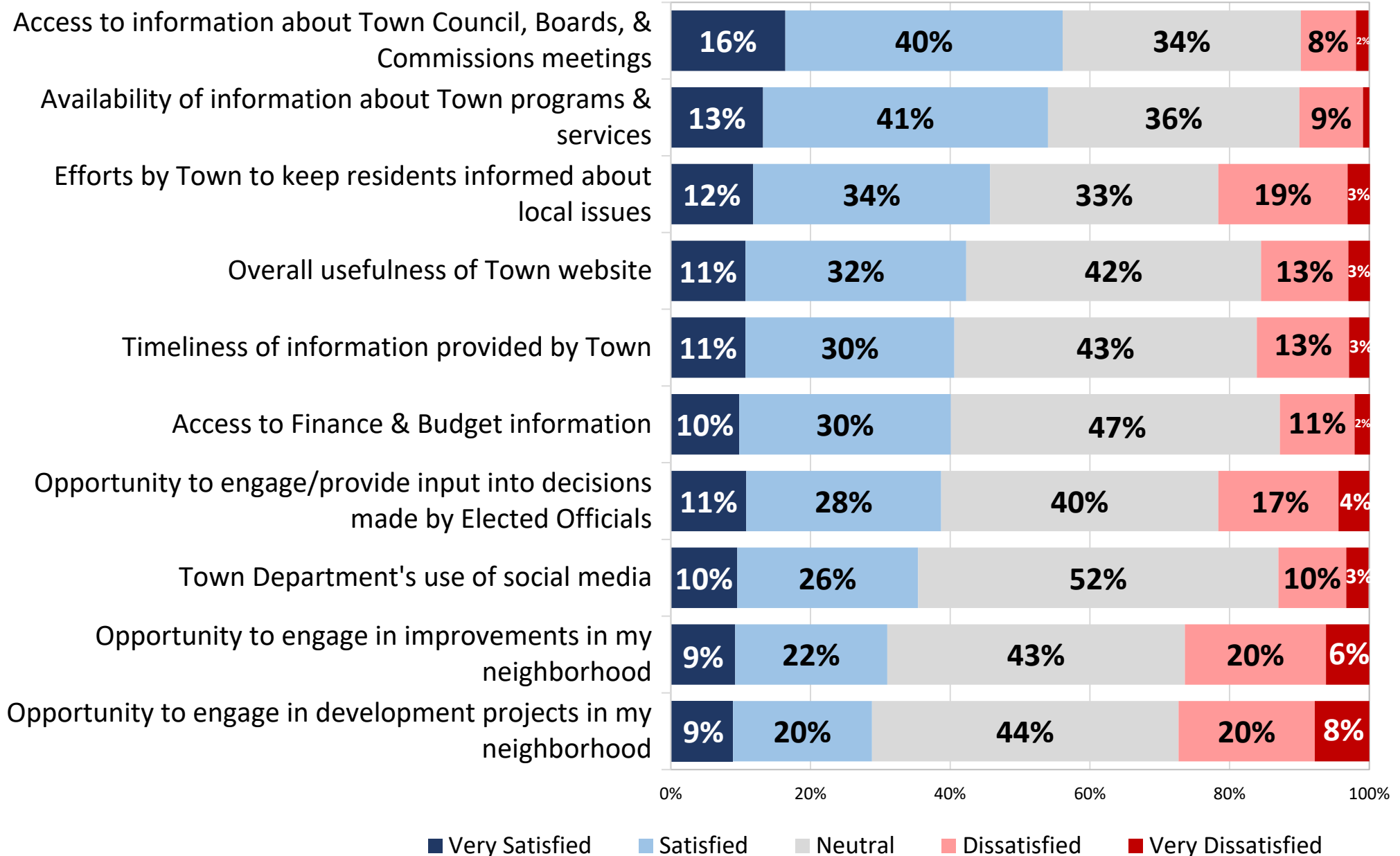
Q14: Community Investment Areas Most Important to Residents

by sum of respondents top three choices



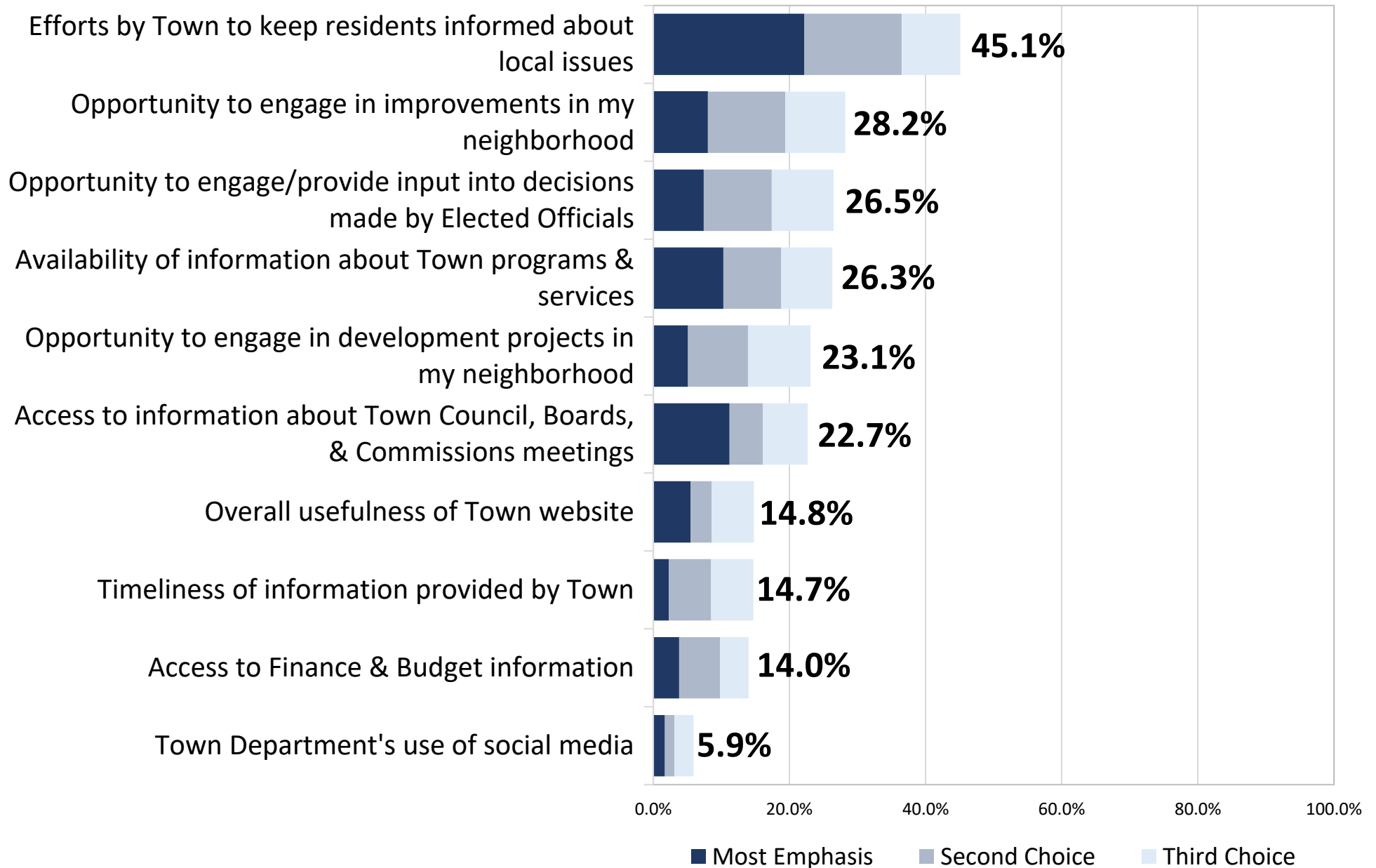
Q16: Level of Satisfaction with Town Communication and Community Engagement

by percentage of respondents (excluding don't know responses)



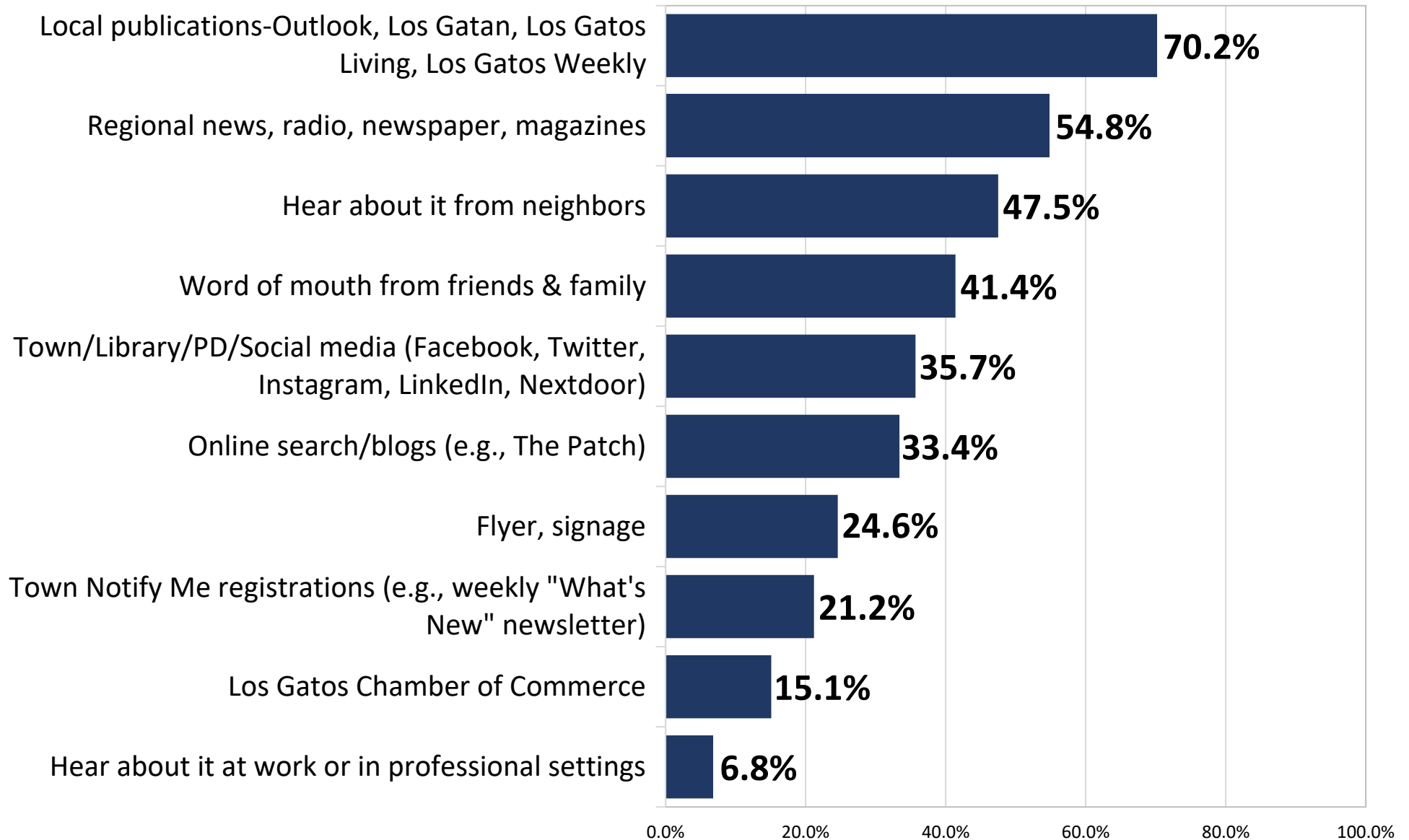
Q17: Town Community and Community Engagement Services That Are Most Important to Residents

by sum of respondents top three choices



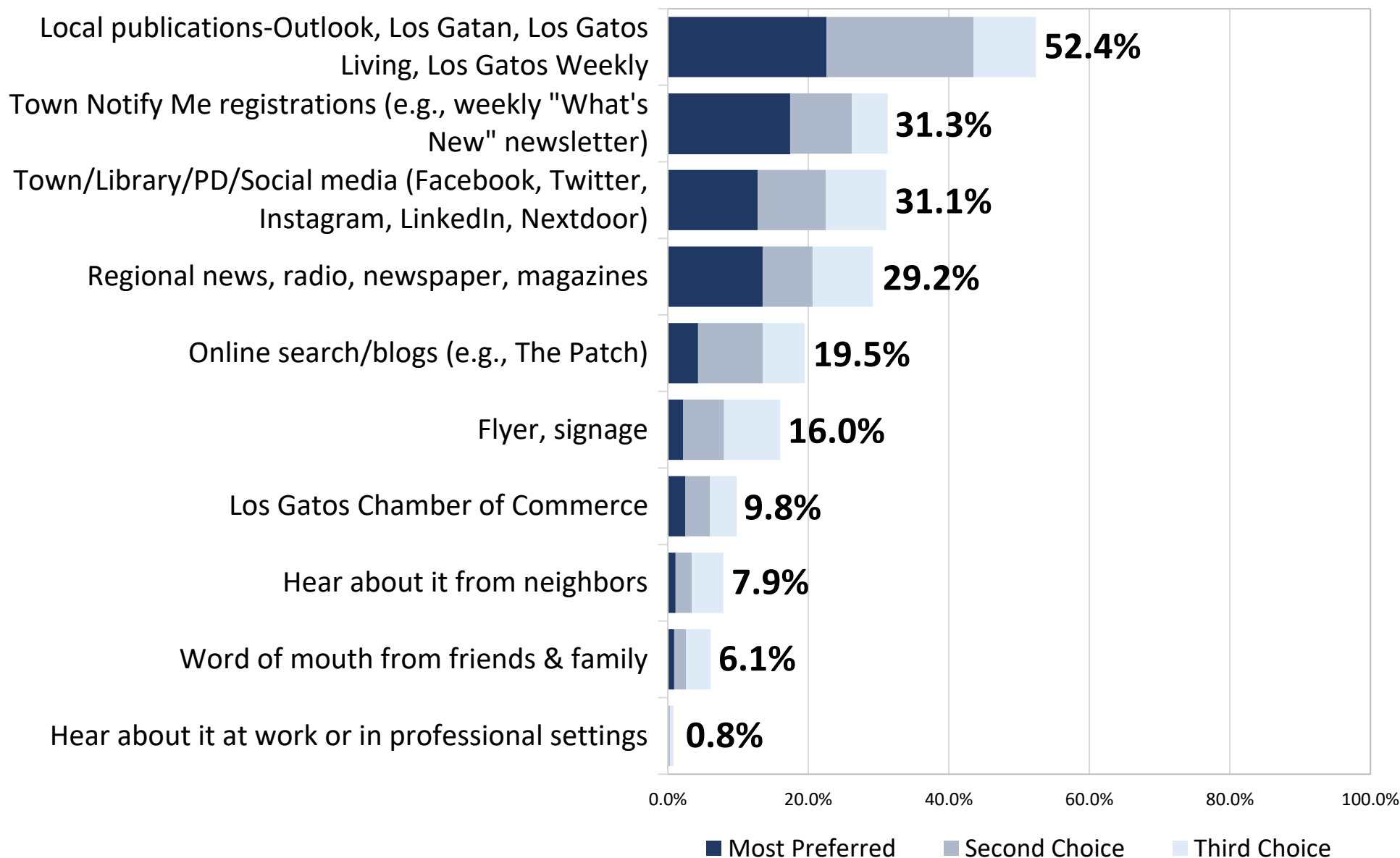
Q18: How do you learn about Los Gatos programs, news, activities, and events?

by the percentage of respondents (multiple response question)



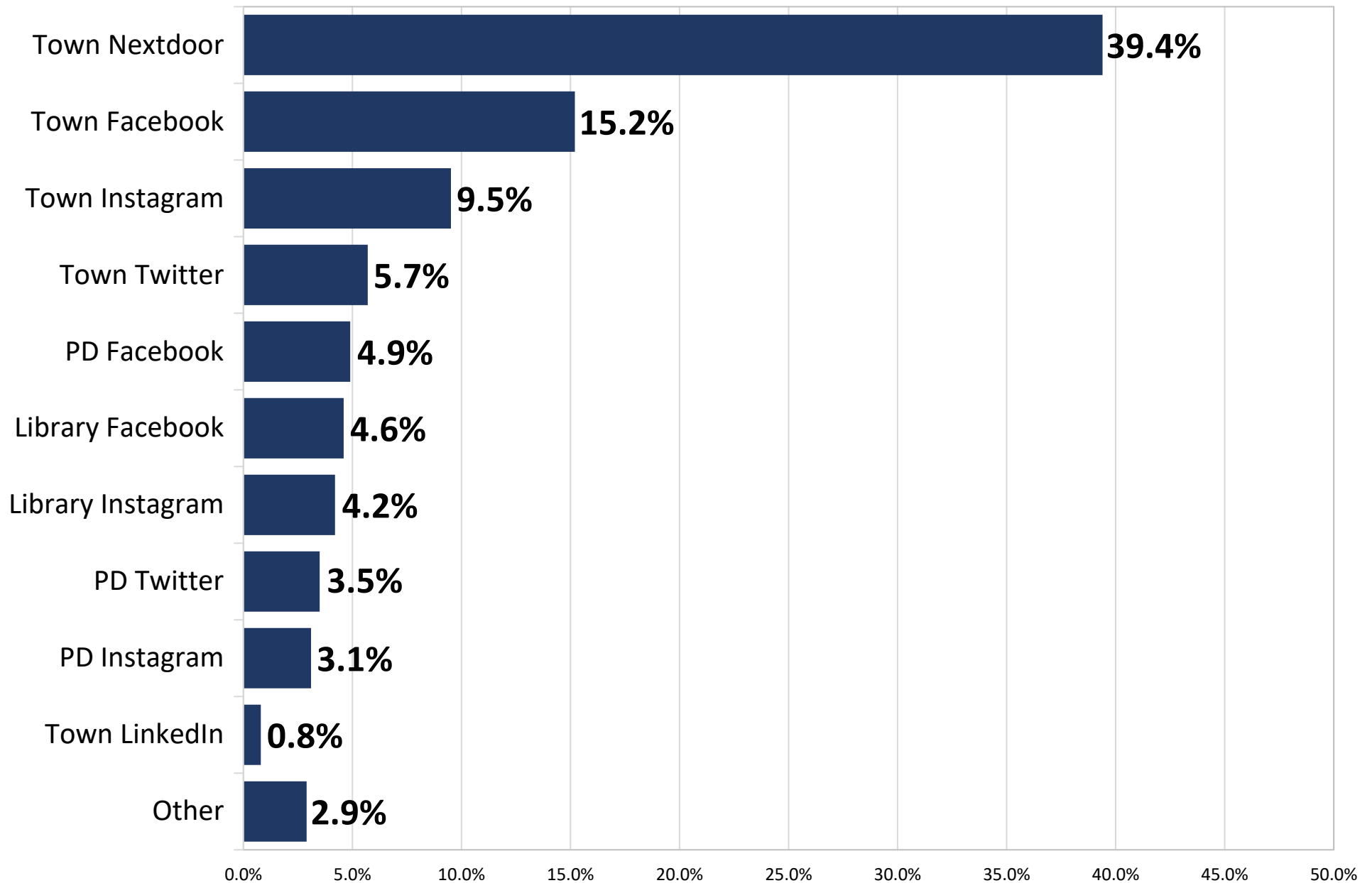
Q19: Residents Top Three Most Preferred Methods to Use to Learn About Town News, Events, Programs, and/or Activities

by sum of respondents top three choices



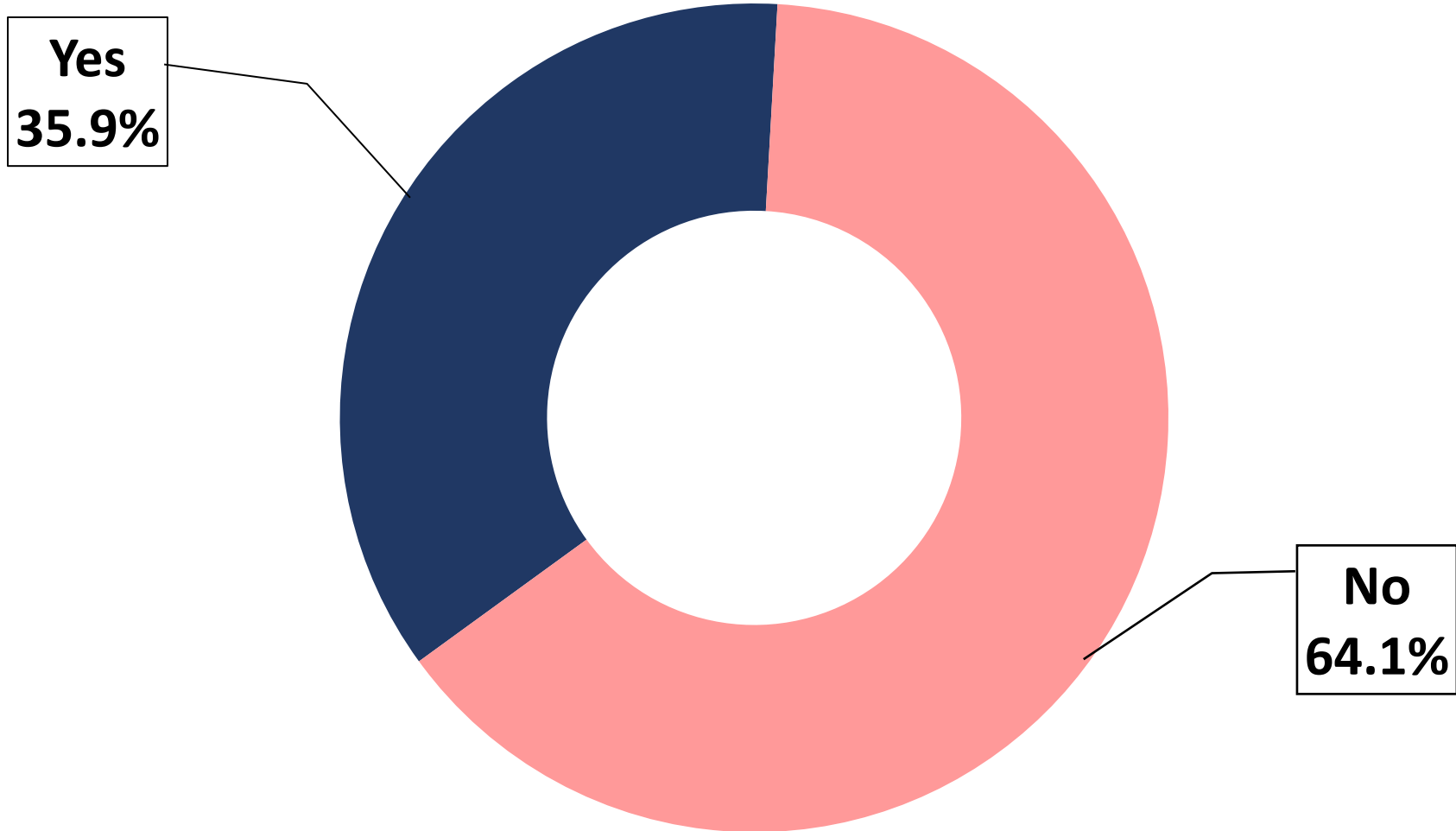
Q20: Which Town social media account do you follow?

by the percentage of respondents (multiple response question)



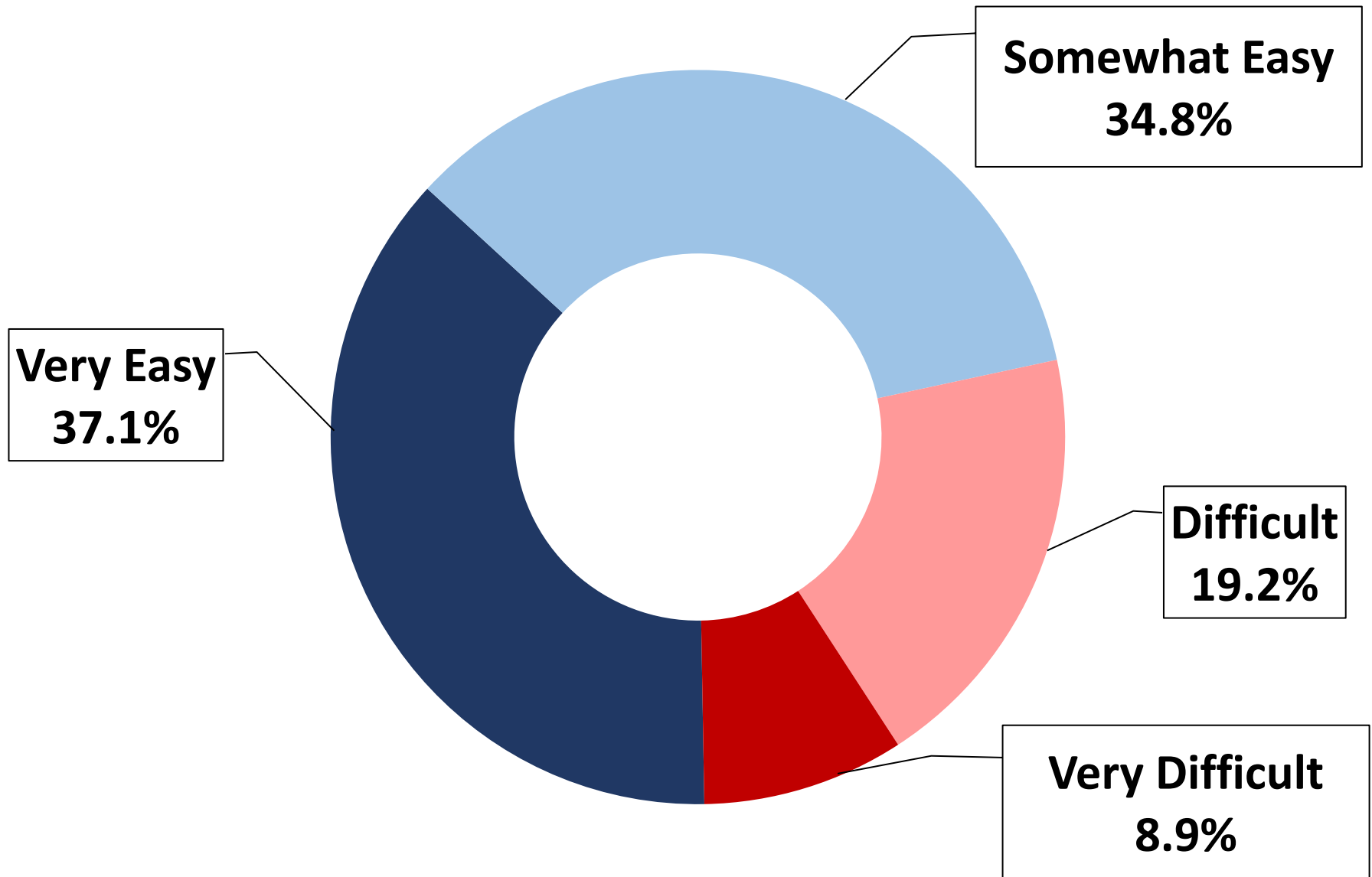
Q21: Have you called or visited the Town with a question, problem, or complaint during the past year?

by percentage of respondents (excluding don't know responses)



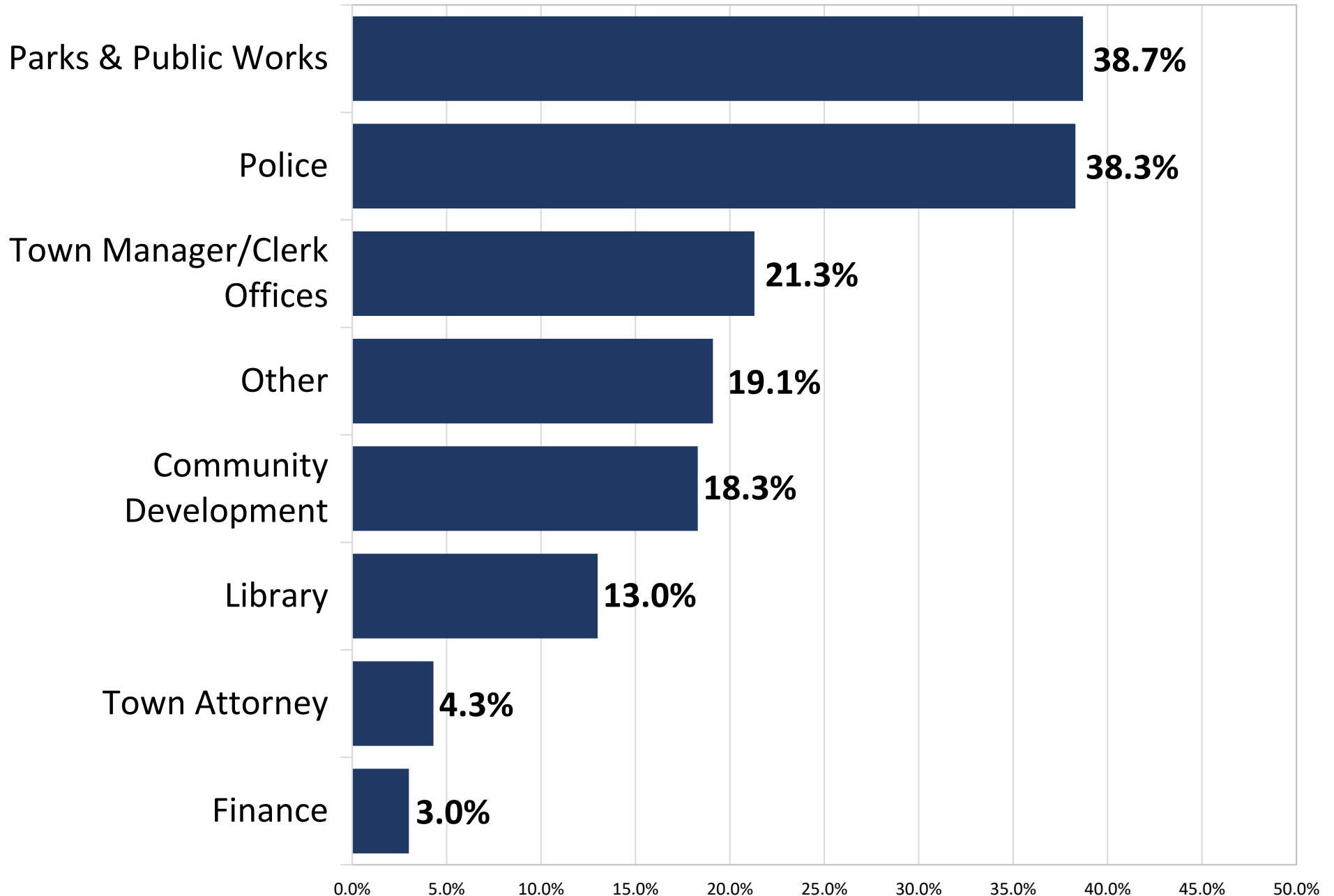
Q21a: How easy was it to contact the person you needed to reach?

*by percentage of respondents who called/visited the Town during the past year
(excluding don't know responses)*



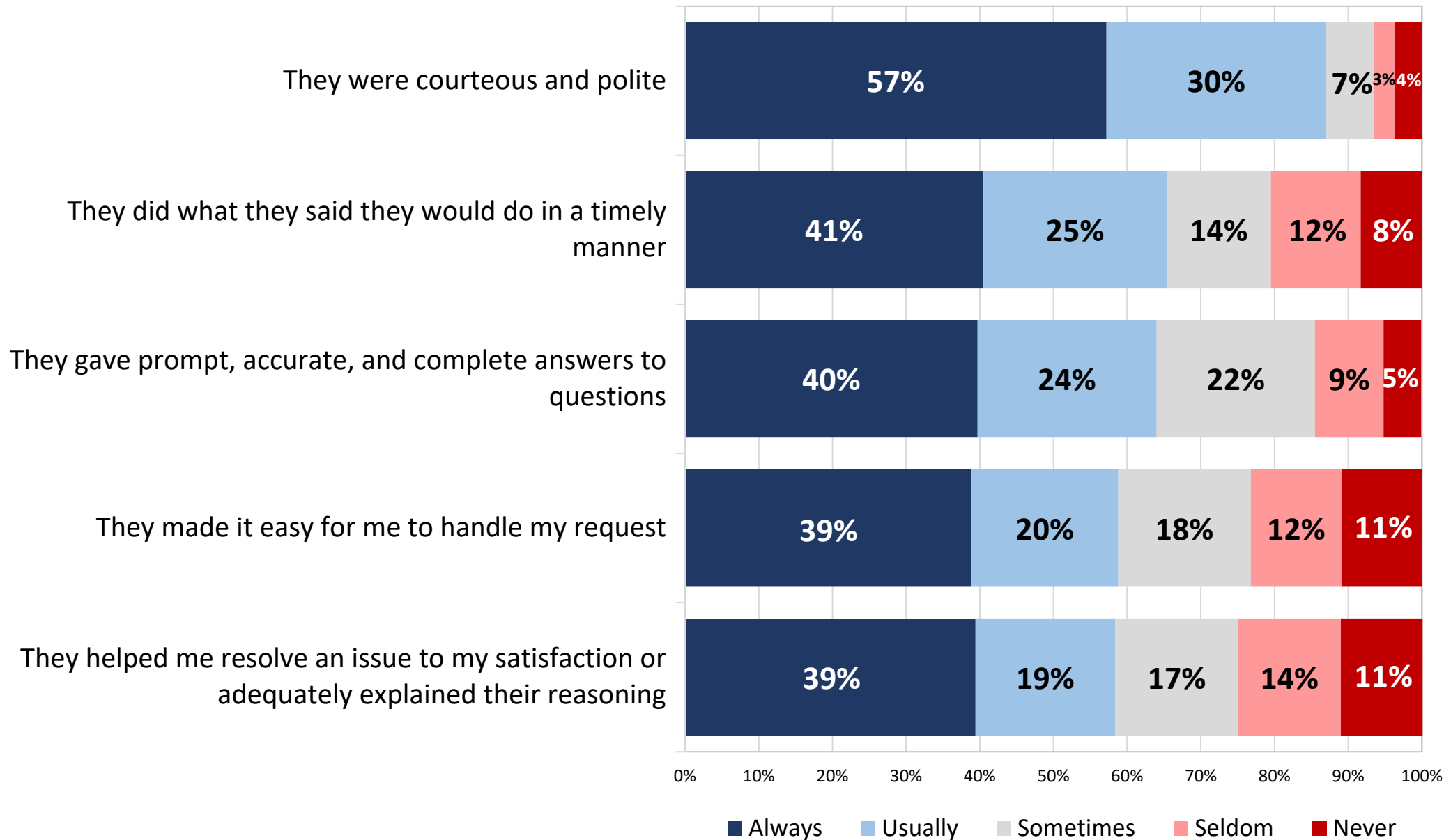
Q21b: What department(s) did you contact?

*by percentage of respondents who called/visited the Town during the past year
(multiple response question)*



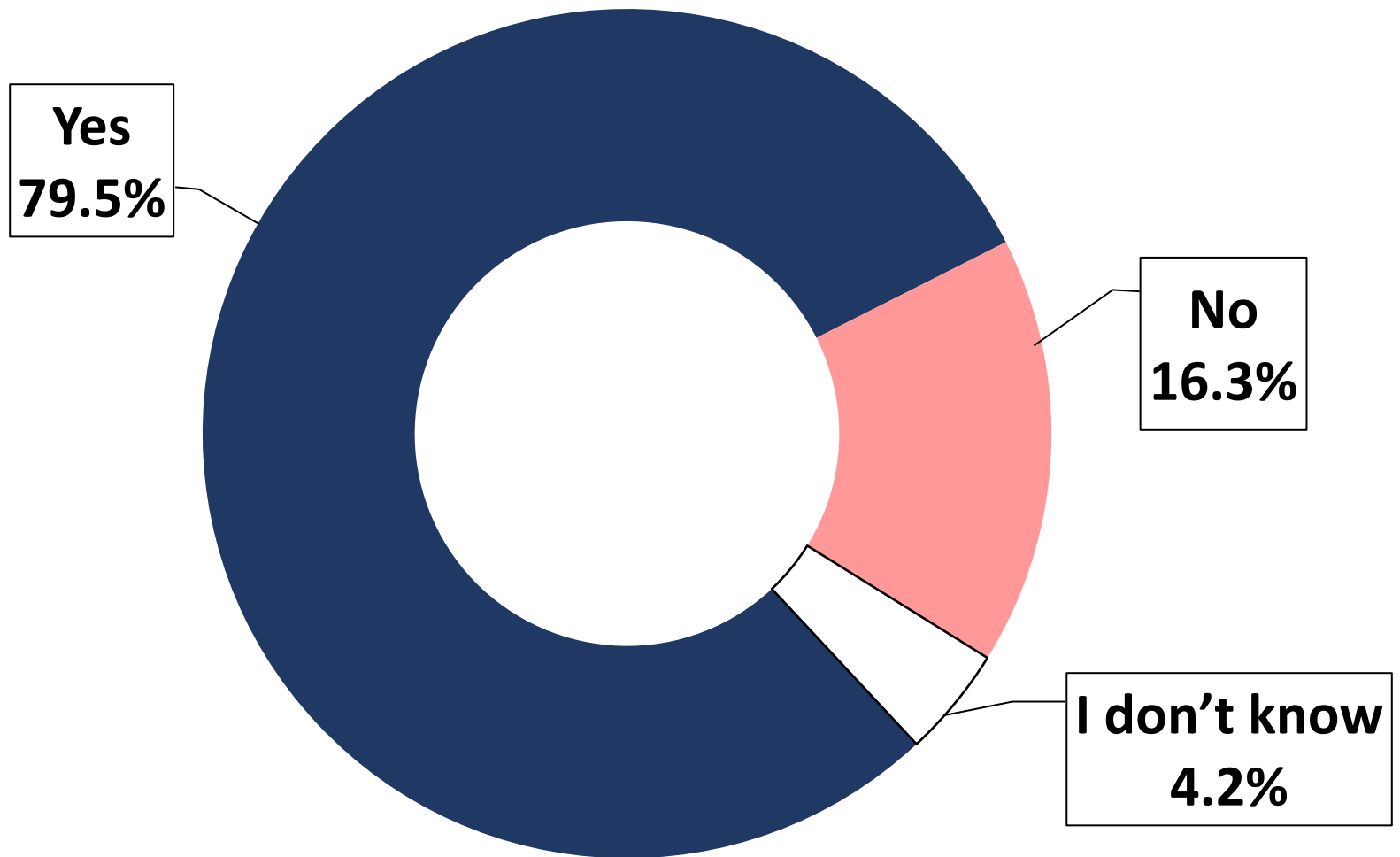
Q21c: Rate How Often the Town Employees You Most Recently Contacted Have Displayed the Following:

*by percentage of respondents who called/visited the Town during the past year
(excluding don't know responses)*



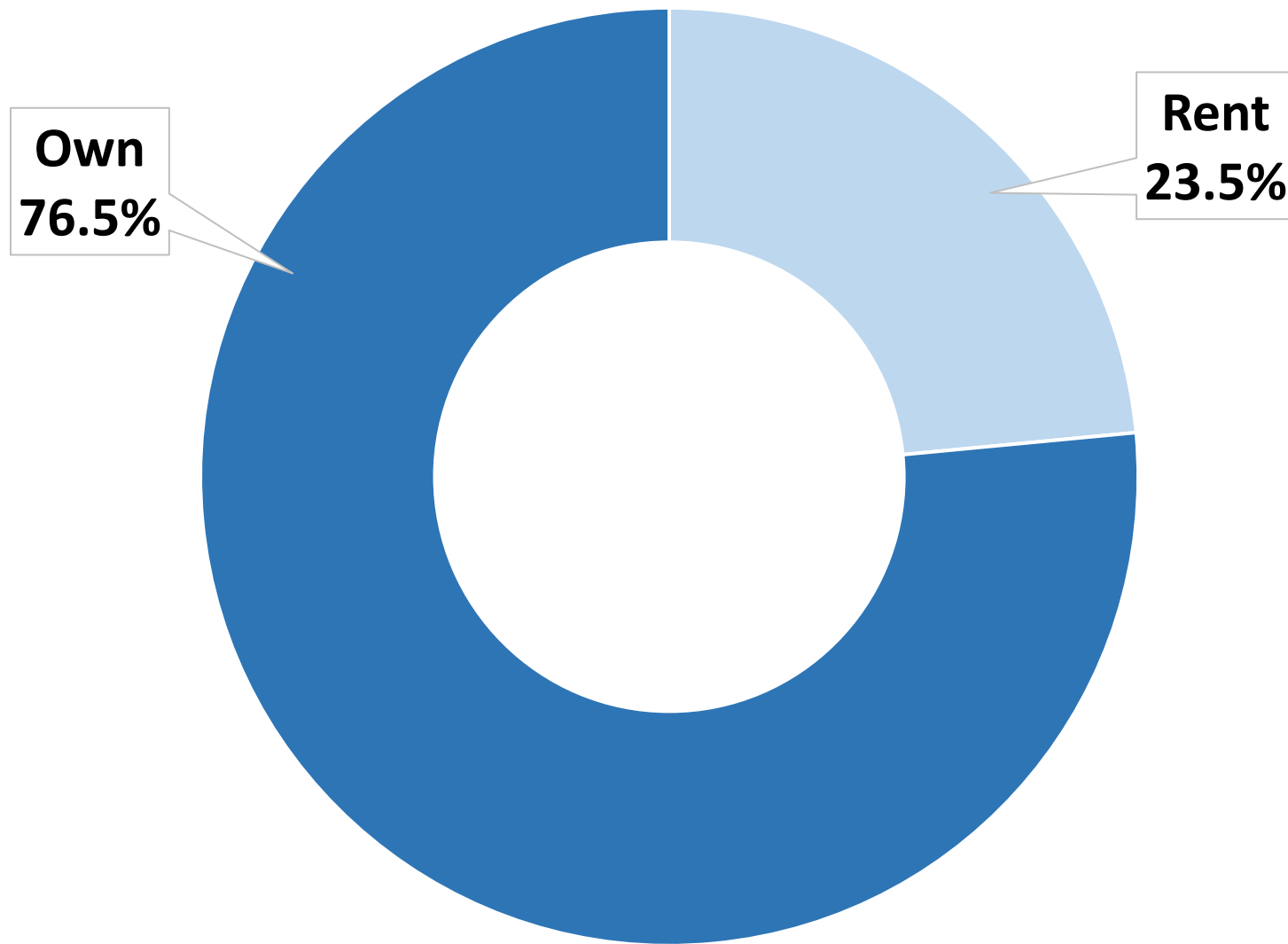
Q22: Do you think you will be living in Los Gatos, CA, five years from now?

by percentage of respondents



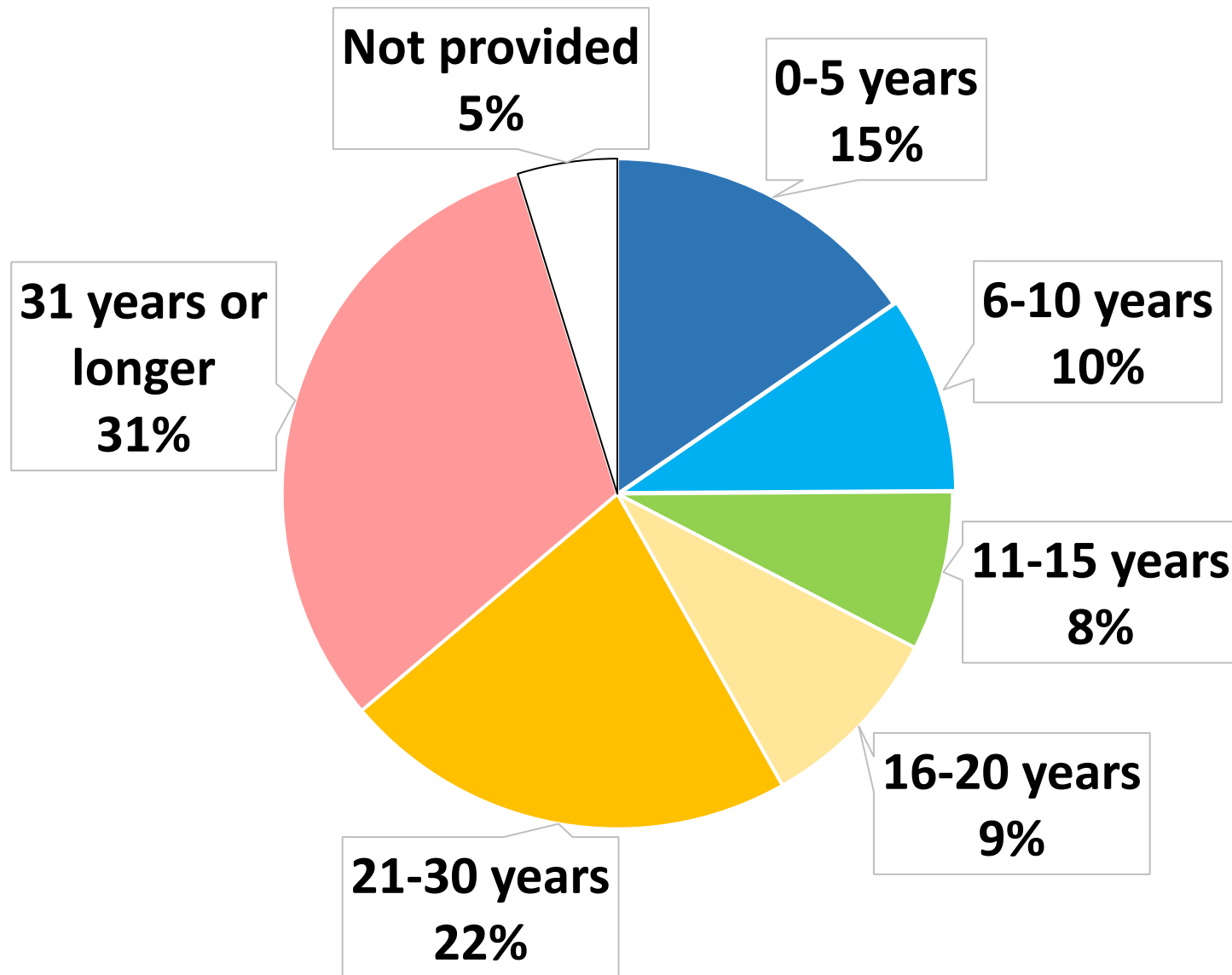
Q23. Do you own or rent your current residence?

by percentage of respondents (excluding not provided responses)



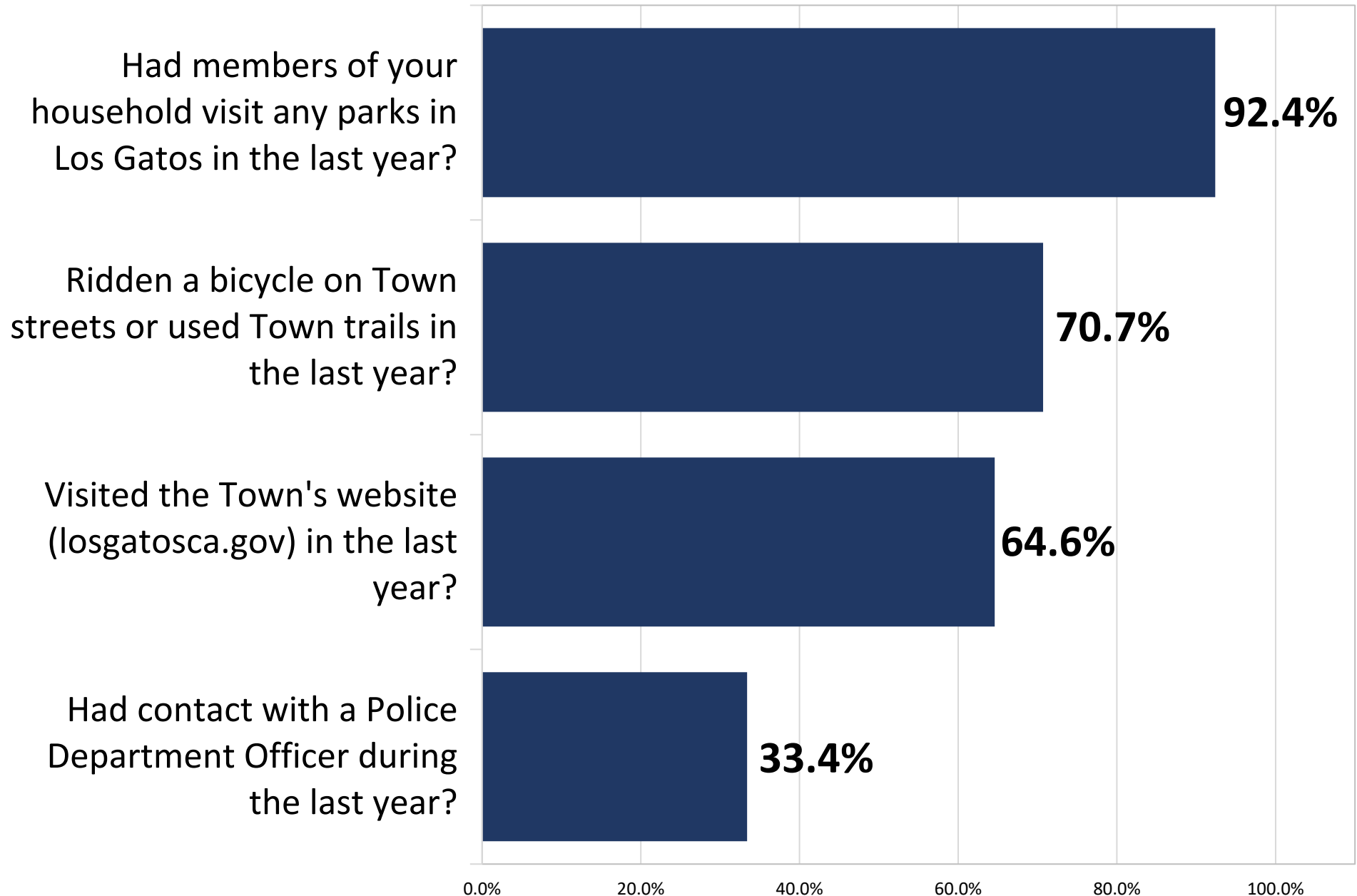
Q25: Approximately how many years have you lived in Los Gatos?

by percentage of respondents (excluding not provided responses)



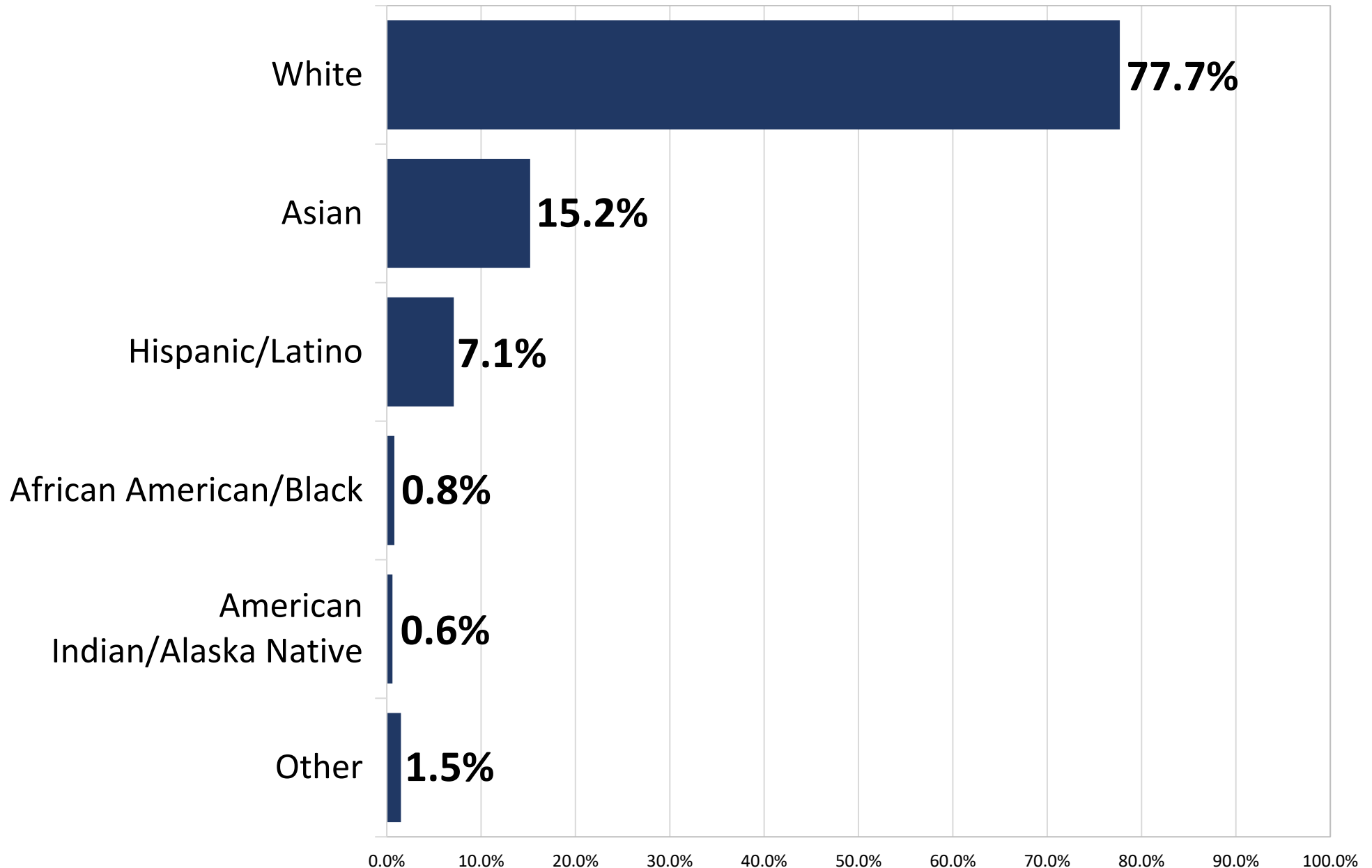
Q26: Please answer the following questions by circling "Yes" or "No."

by percentage of respondents who responded with "Yes" (excluding not provided responses)



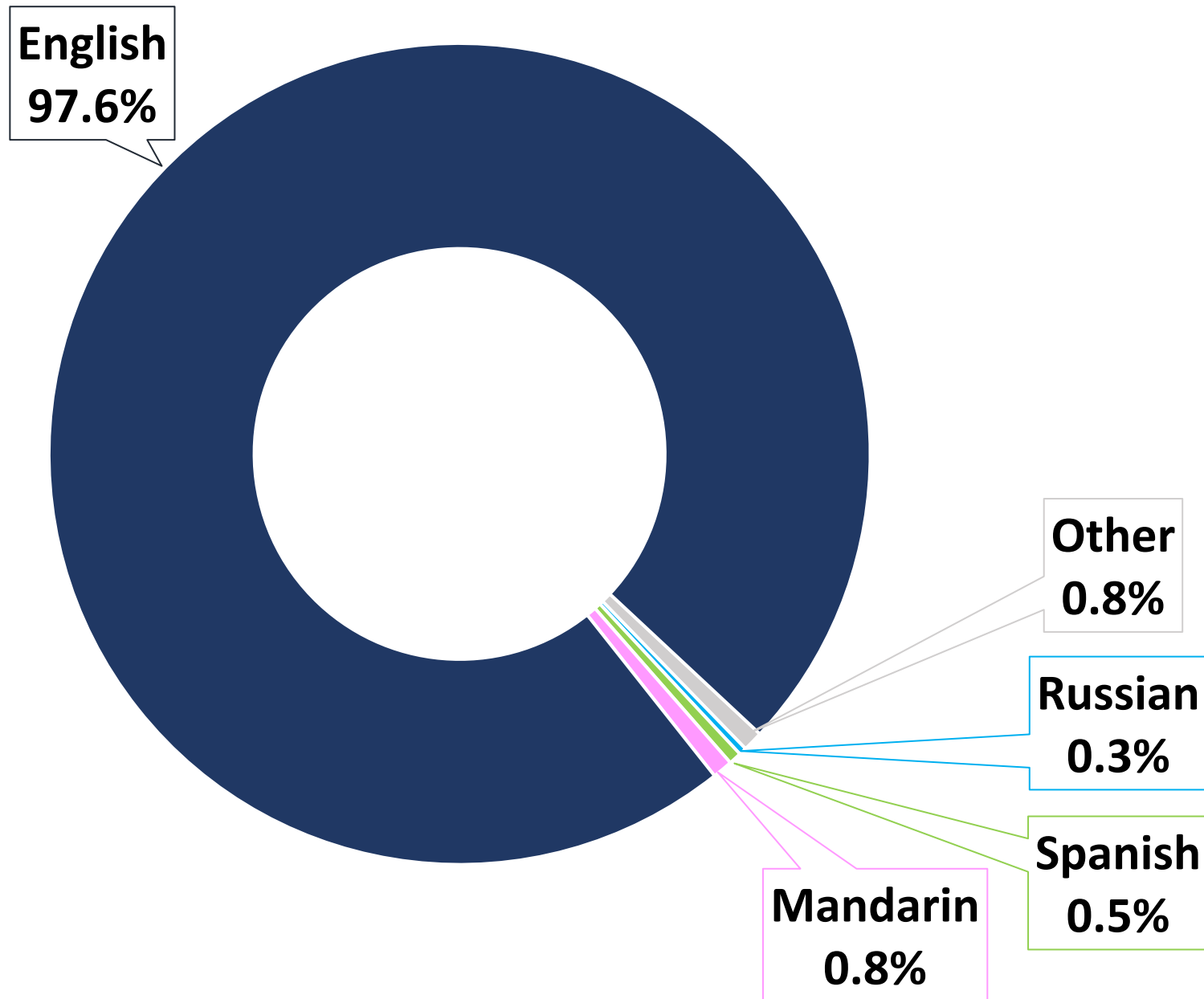
Q27: Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple response question)



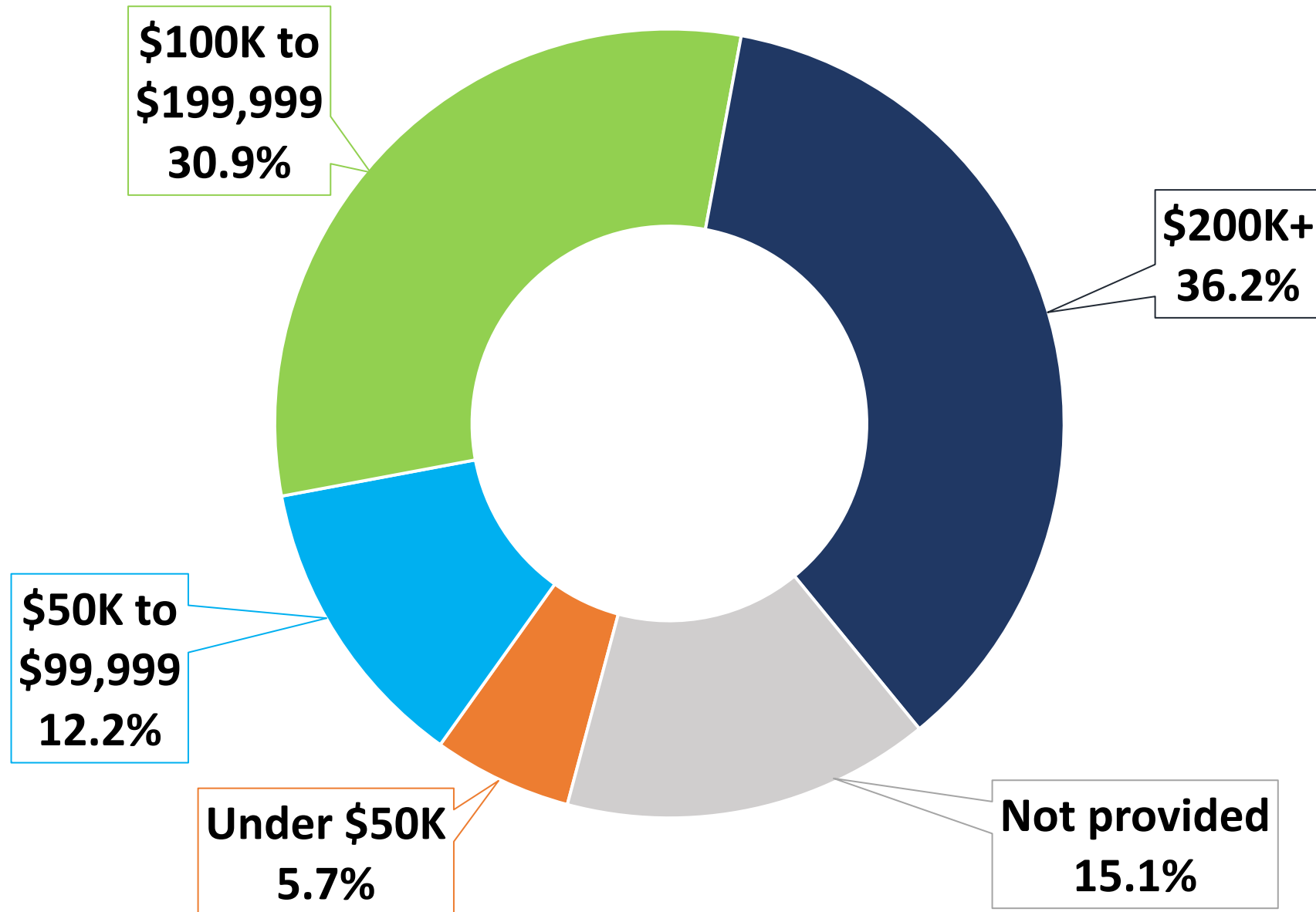
Q28: What is your preferred language to speak?

by percentage of respondents (excluding not provided responses)



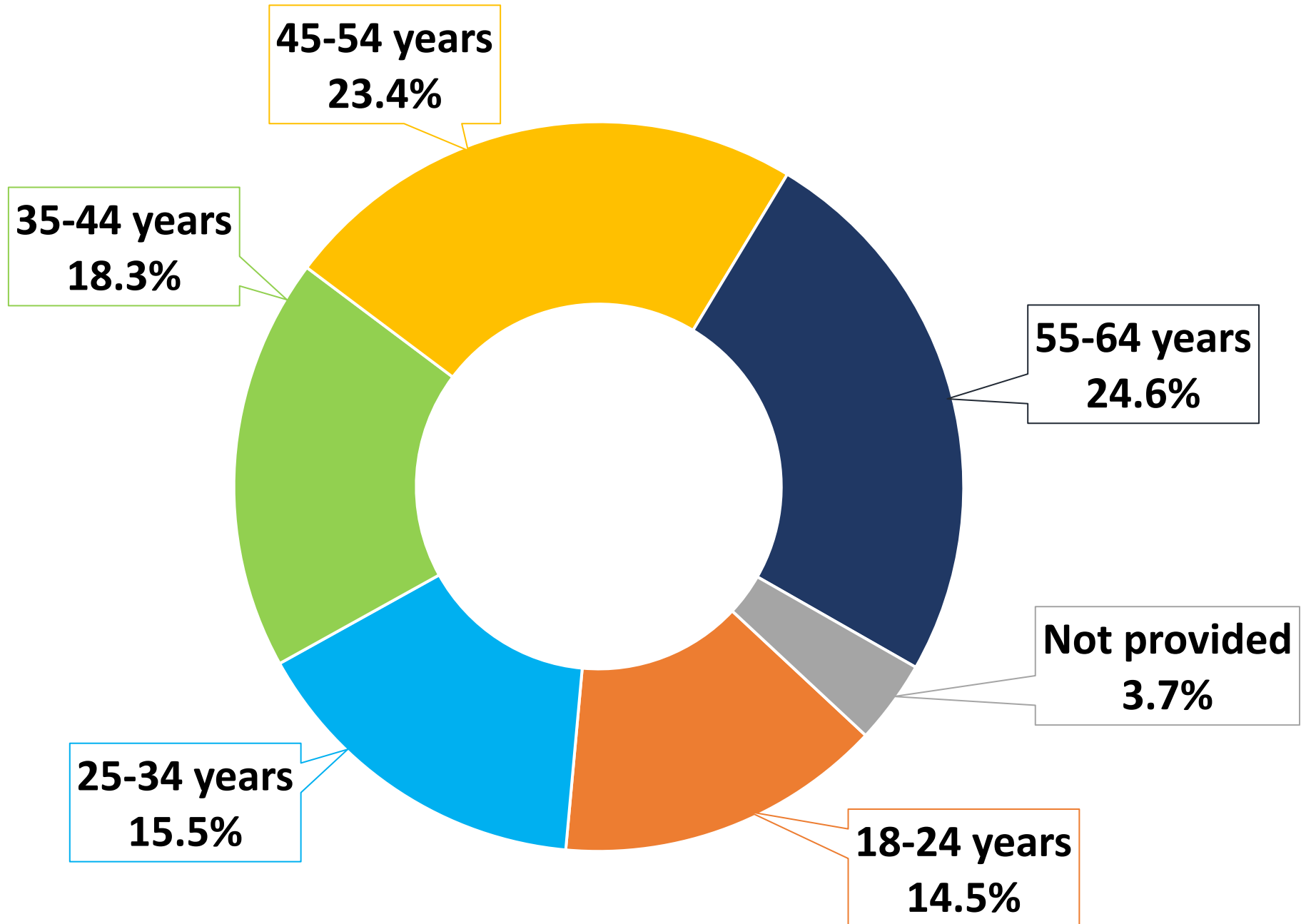
Q29: Would you say your total annual household income is...?

by percentage of respondents



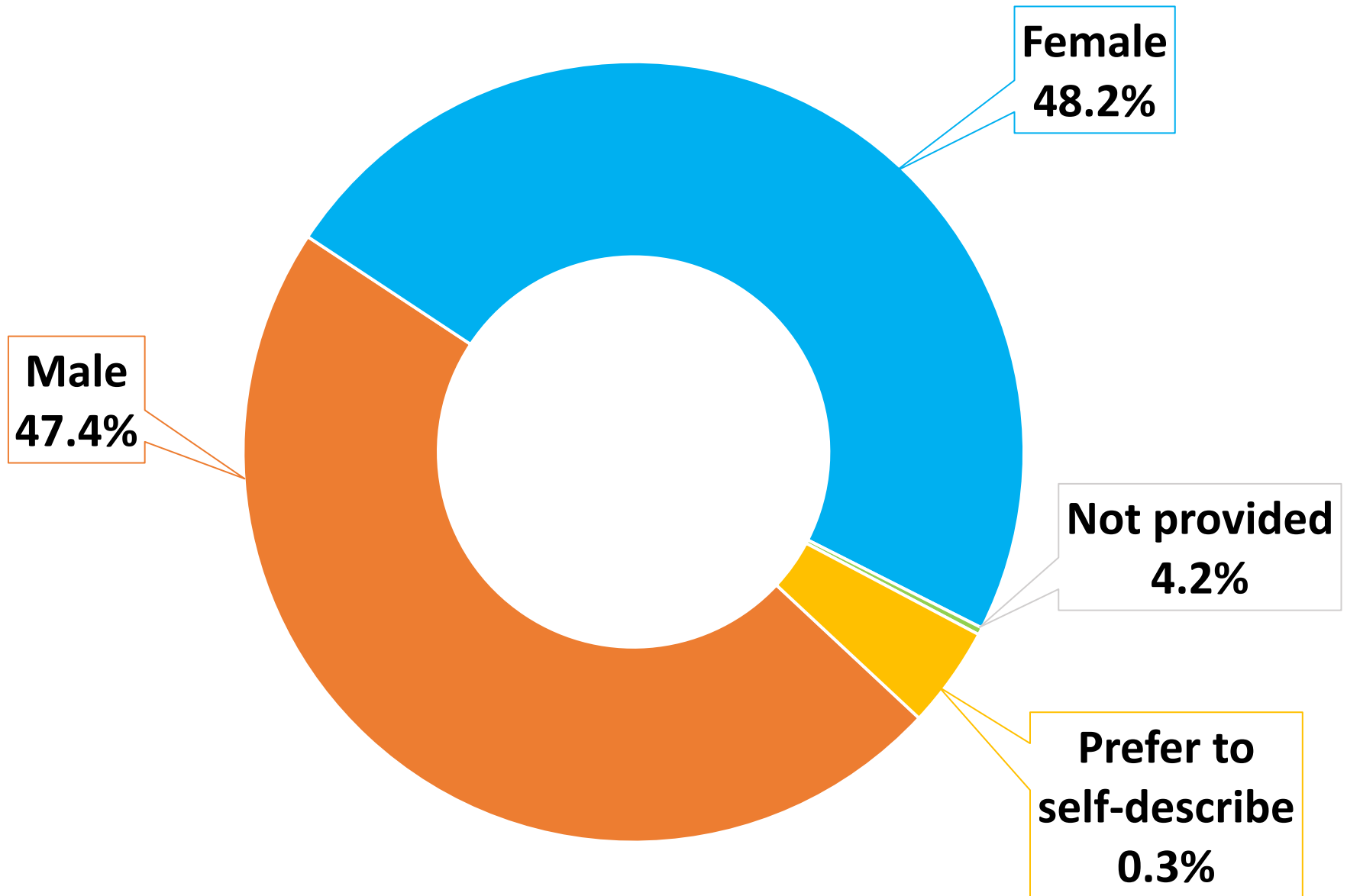
Q30: What is your age?

by percentage of respondents



Q31: What is your gender identity?

by percentage of respondents



Section 3: Benchmarking Analysis

Benchmark Analysis

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 1,200 cities and counties in 43 states.

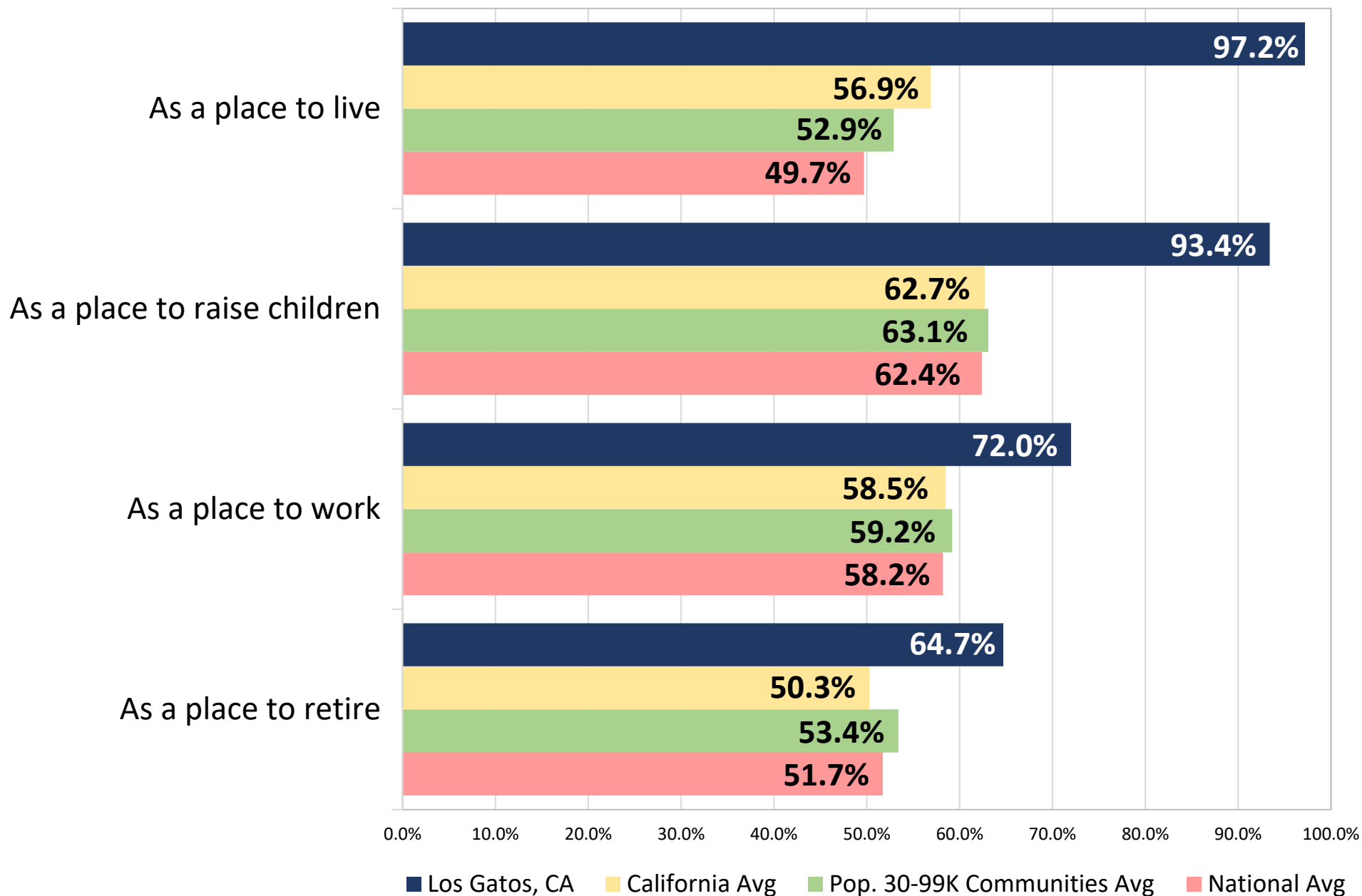
This report contains benchmarking data from a national survey that was administered by ETC Institute during the winter of 2022 to a random sample of more than 9,000 residents living in United States' communities.

The benchmarking charts provided show how the results from the 2022 Town of Los Gatos Community Survey compare to the averages of:

- communities across the State of California,
- communities with a population between 30,000 and 99,999, and
- nationally in the services analyzed.

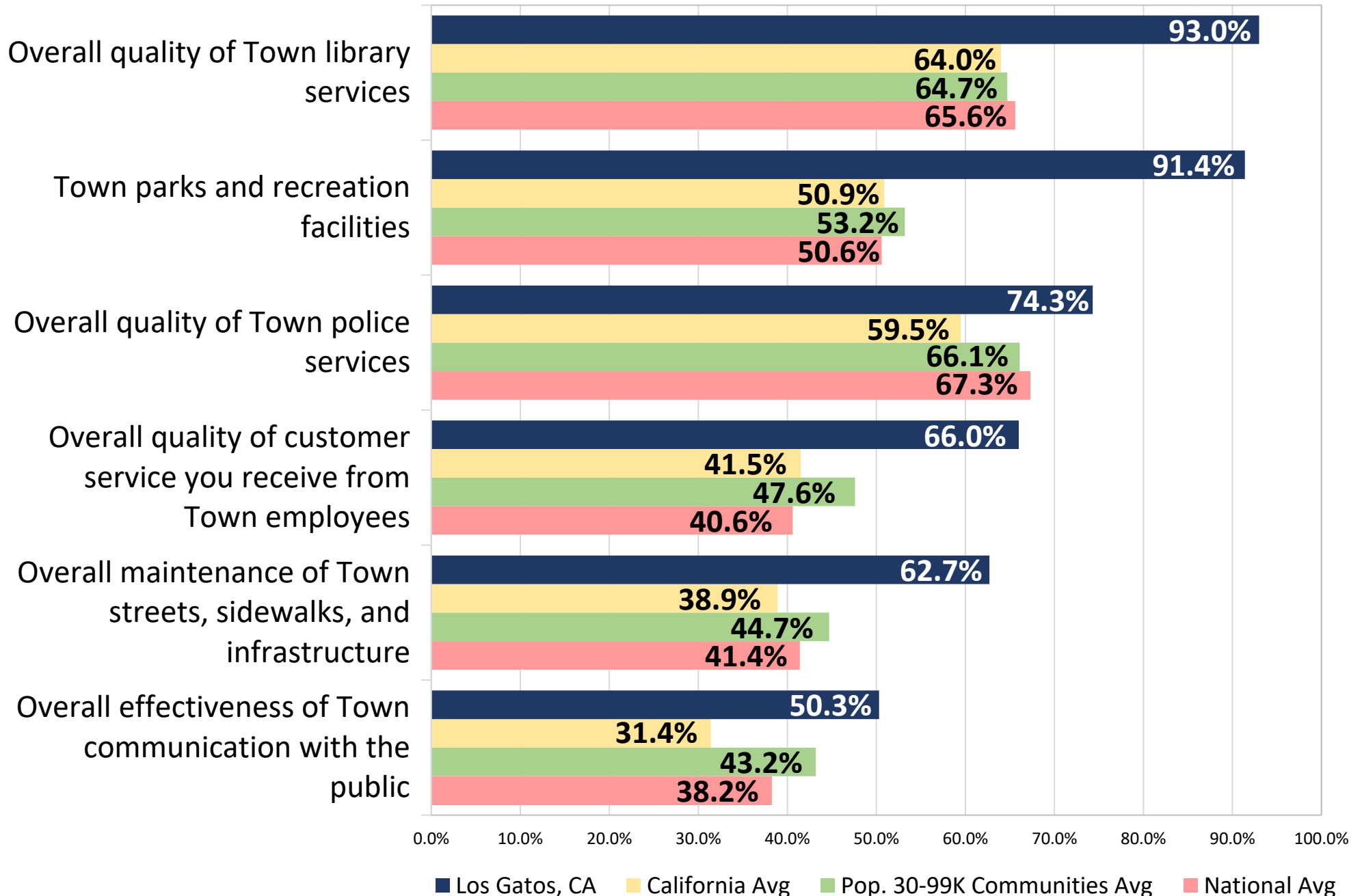
Benchmarks: Ratings of the Town of Los Gatos

*by percentage of respondents who gave a rating of "excellent" or "good"
(excluding don't know responses)*



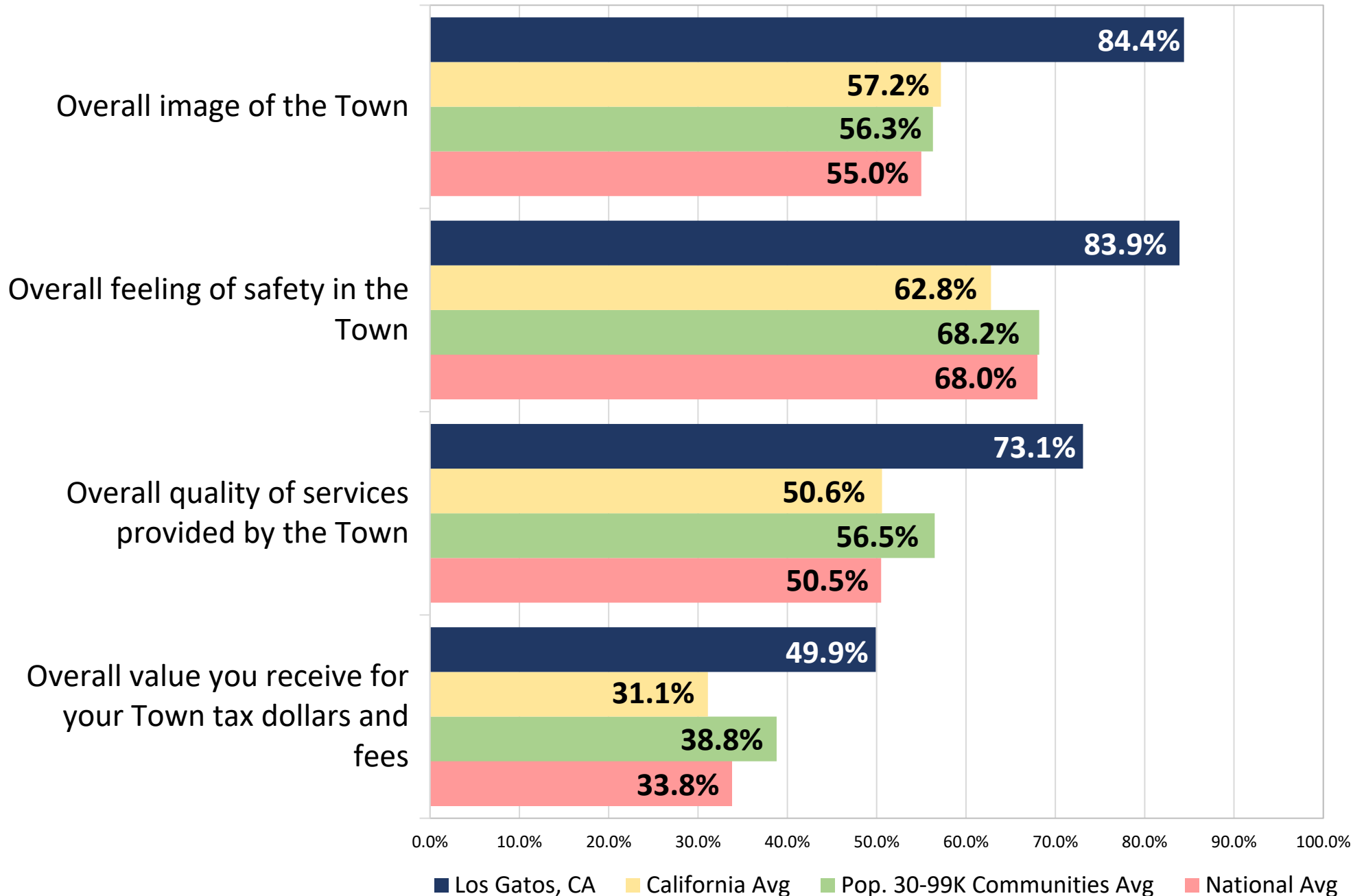
Benchmarks: Satisfaction with Major Services

by percentage of respondents who were either "very satisfied" or "satisfied"
(excluding don't know responses)



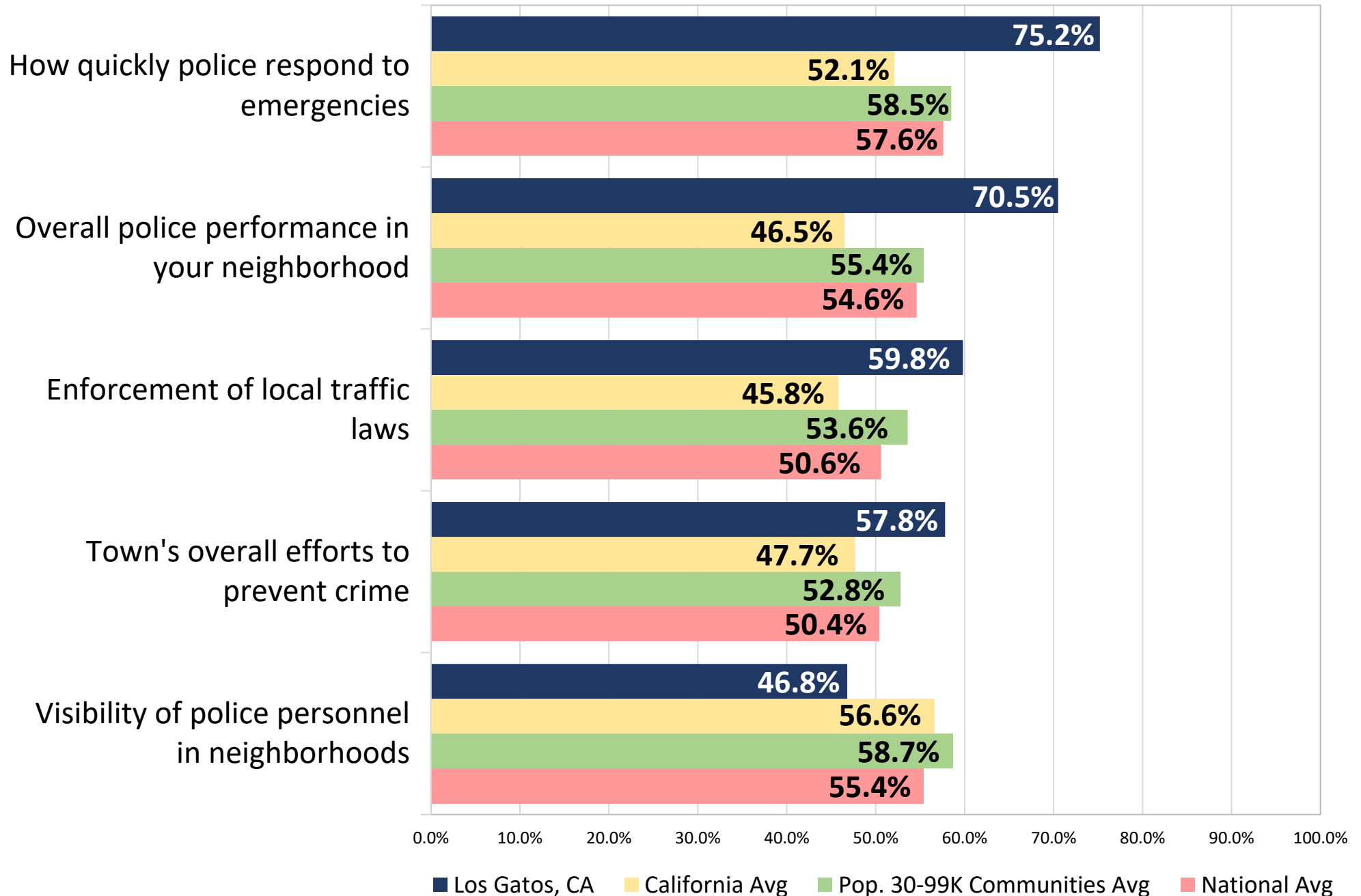
Benchmarks: Satisfaction with Perceptions of the Community

*by percentage of respondents who were either "very satisfied" or "satisfied"
(excluding don't know responses)*



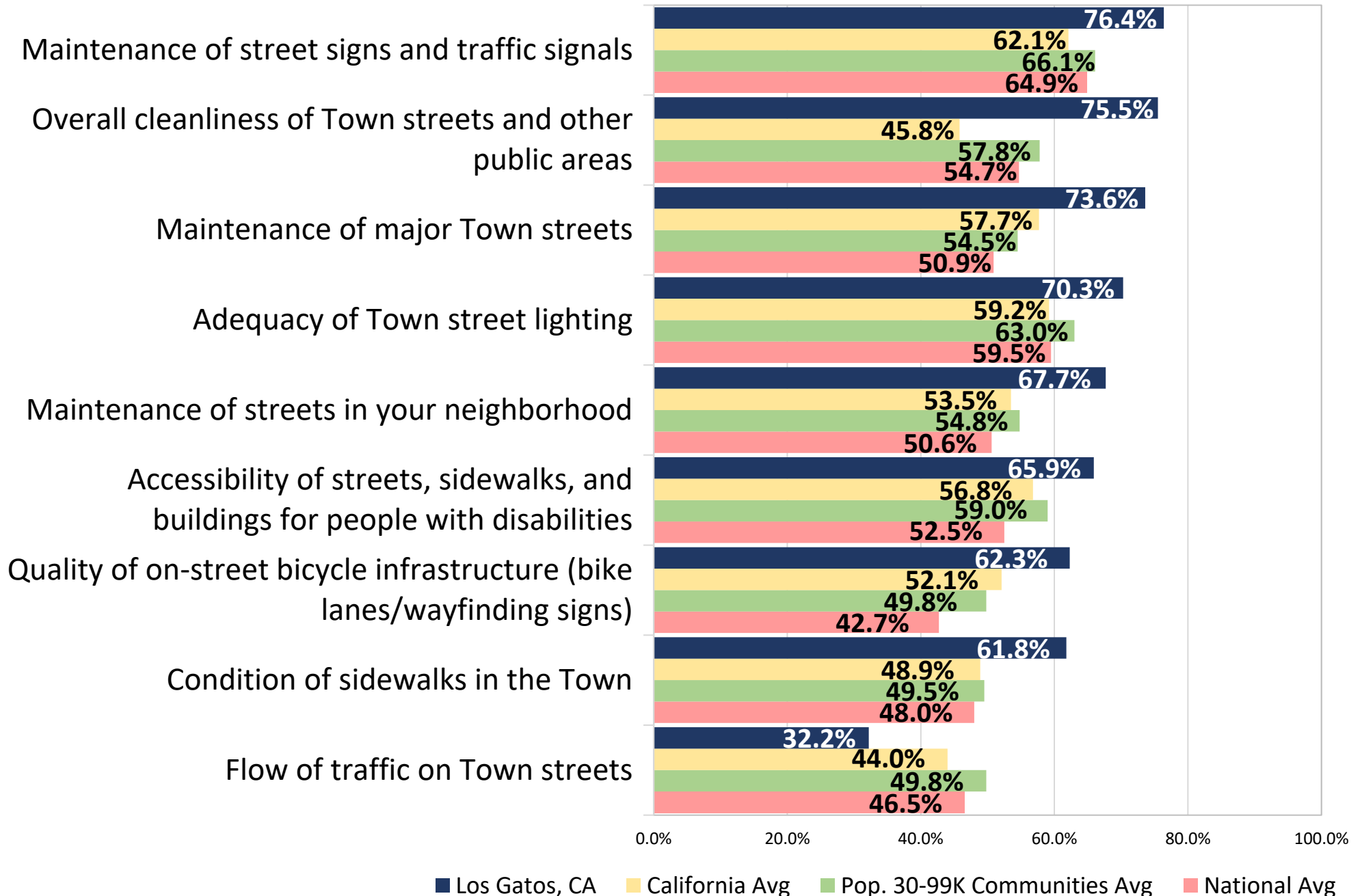
Benchmarks: Satisfaction with Public Safety Perceptions

by percentage of respondents who were either "very satisfied" or "satisfied"
(excluding don't know responses)



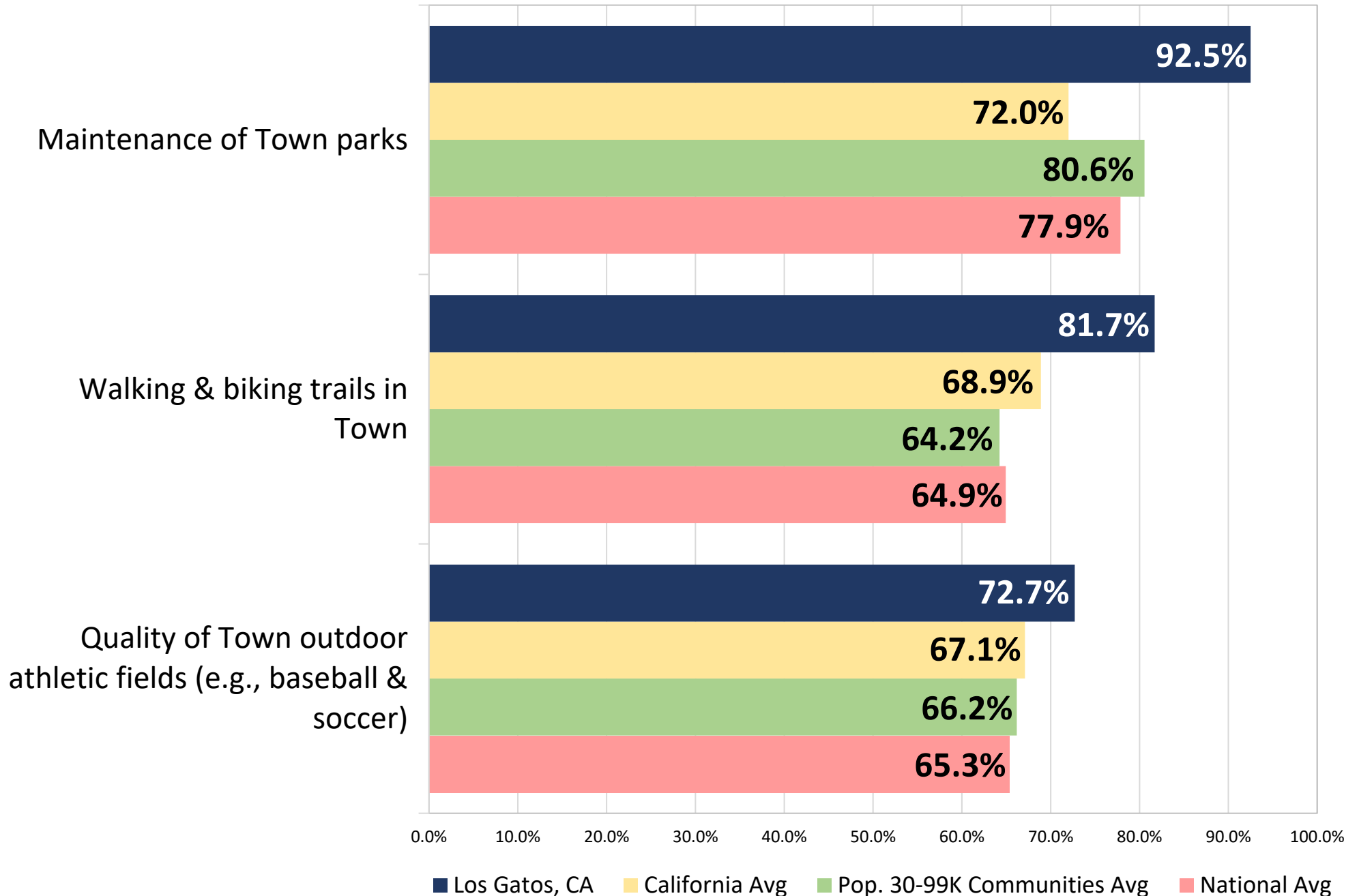
Benchmarks: Satisfaction with Streets, Sidewalks, and Infrastructure

by percentage of respondents who were either "very satisfied" or "satisfied"
(excluding don't know responses)



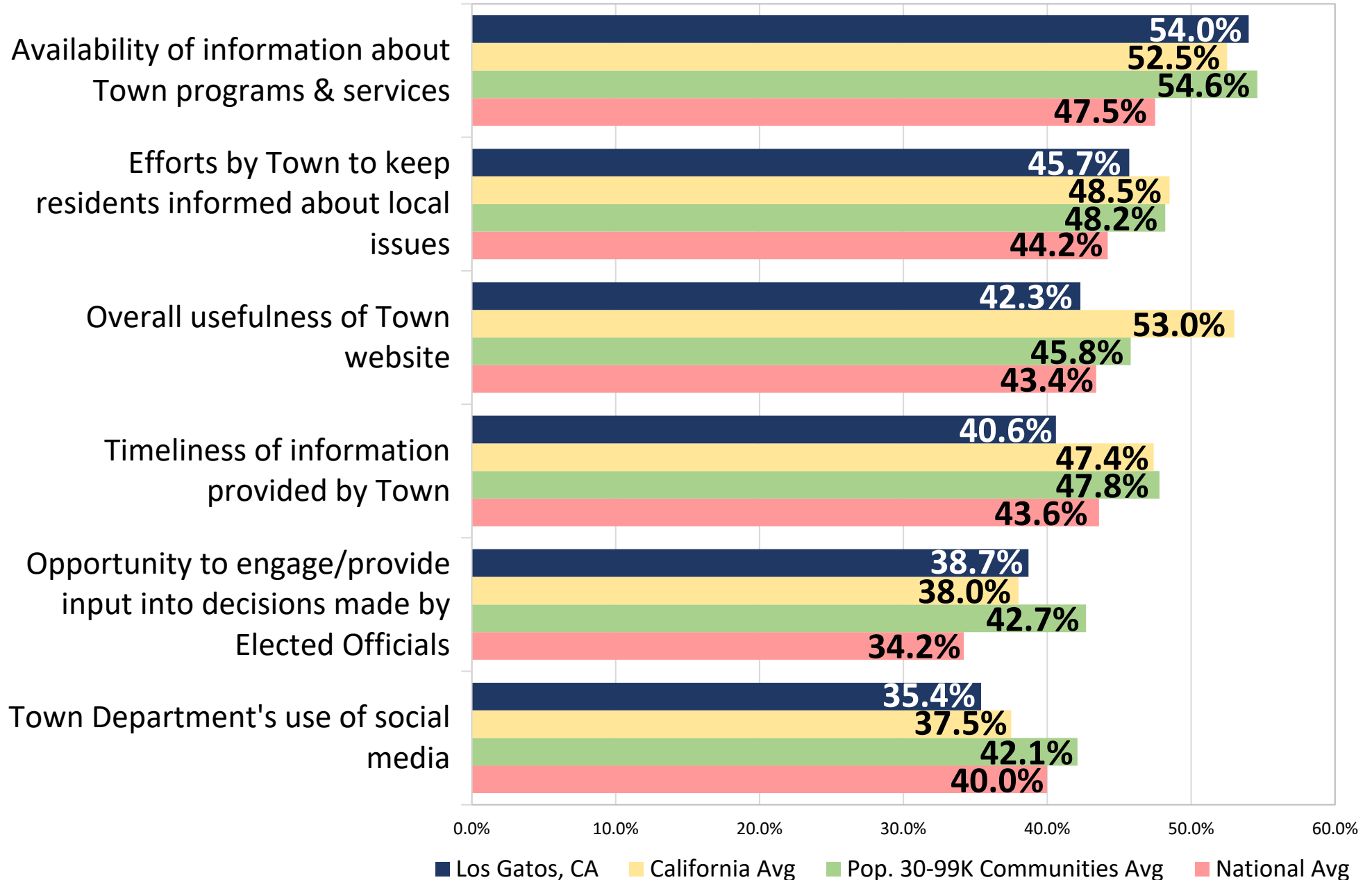
Benchmarks: Satisfaction with Park Facilities

*by percentage of respondents who were either "very satisfied" or "satisfied"
(excluding don't know responses)*



Benchmarks: Satisfaction with Communication and Community Engagement

by percentage of respondents who were either "very satisfied" or "satisfied"
(excluding don't know responses)



Section 4: Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Overview

Today, Town officials have limited resources which need to be targeted to services that are of the most benefit to their residents. Two of the most important criteria for decision making are;

1. to target resources toward services of the highest importance to residents and
2. to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) 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.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify major categories of services provided by the Town that they think are most important for the Town to provide. Fifty-two percent (52.0%) of respondents selected the *maintenance of Town streets, sidewalks, and infrastructure*, as one of the most important major services for the Town to provide.

Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 62.7% of respondents rated the Town's overall performance regarding the *maintenance of Town streets, sidewalks, and infrastructure* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for the *maintenance of Town streets, sidewalks, and infrastructure*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages.

In this example, 52.0% was multiplied by 37.3% ($1 - 0.627$). This calculation yielded an I-S rating of 0.1940 which ranked first out of the seven major categories of Town services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the two or three most important areas for the Town to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for the Town of Los Gatos are provided on the following pages.

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Major Town Services

Los Gatos, CA

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Overall maintenance of Town streets, sidewalks, and infrastructure	52.0%	2	62.7%	5	0.1940	1
Town Planning, Buildings, and Development services (e.g., issuing permits)	26.3%	3	38.2%	7	0.1625	2
Overall quality of Town police services	55.4%	1	74.3%	3	0.1424	3
Medium Priority (I-S < 0.10)						
Overall effectiveness of Town communication with the public	11.7%	5	50.3%	6	0.0581	4
Town parks and recreation facilities	25.3%	4	91.4%	2	0.0218	5
Overall quality of customer service you receive from Town employees	5.5%	7	66.0%	4	0.0187	6
Overall quality of Town library services	6.3%	6	93.0%	1	0.0044	7

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 and second 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.

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Public Safety Perceptions

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)						
Town's overall efforts to prevent crime	56.7%	1	57.8%	7	0.2393	1
High Priority (I-S = 0.10-0.20)						
Visibility of police personnel in neighborhoods	32.7%	4	46.8%	9	0.1740	2
Efforts to collaborate with the public to address concerns	29.1%	5	50.1%	8	0.1452	3
Effectiveness of local police protection	40.9%	2	73.8%	4	0.1072	4
Medium Priority (I-S < 0.10)						
How quickly police respond to emergencies	35.2%	3	75.2%	3	0.0873	5
Enforcement of local traffic laws	20.9%	6	59.8%	6	0.0840	6
Overall police performance in your neighborhood	19.6%	7	70.5%	5	0.0578	7
Quality of dispatch/911 services	16.1%	8	76.2%	2	0.0383	8
Professionalism of police officers	12.9%	9	81.7%	1	0.0236	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.

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Streets, Sidewalks, & Infrastructure

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)						
Flow of traffic on Town streets	64.6%	1	32.2%	9	0.4380	1
Medium Priority (I-S < 0.10)						
Condition of sidewalks in the Town	28.3%	5	61.8%	8	0.1081	2
Maintenance of major Town streets	40.3%	2	73.6%	3	0.1064	3
Maintenance of streets in your neighborhood	28.7%	4	67.7%	5	0.0927	4
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	22.0%	6	62.3%	7	0.0829	5
Overall cleanliness of Town streets and other public areas	33.5%	3	75.5%	2	0.0821	6
Adequacy of Town street lighting	17.7%	7	70.3%	4	0.0526	7
Accessibility of streets, sidewalks, and buildings for people with disabilities	12.8%	9	65.9%	6	0.0436	8
Maintenance of street signs and traffic signals	14.6%	8	76.4%	1	0.0345	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.

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Park Facilities

Los Gatos, CA

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
Walking & biking trails in Town	51.6%	2	81.7%	3	0.0944	1
Quality of facilities such as picnic areas & playgrounds in Town parks	25.8%	3	82.9%	2	0.0441	2
Maintenance of Town parks	55.9%	1	92.5%	1	0.0419	3
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	12.6%	4	72.7%	5	0.0344	4
Quality of other recreation facilities-tennis/pickleball courts	9.4%	5	72.5%	6	0.0259	5
Quality of customer service from parks employees	5.5%	6	73.4%	4	0.0146	6

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 and second 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.

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 each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Communication & Community Engagement

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)						
Efforts by Town to keep residents informed about local issues	45.1%	1	45.7%	3	0.2449	1
High Priority (I-S = 0.10-0.20)						
Opportunity to engage in improvements in my neighborhood	28.2%	2	31.0%	9	0.1946	2
Opportunity to engage in development projects in my neighborhood	23.1%	5	28.8%	10	0.1645	3
Opportunity to engage/provide input into decisions made by Elected Officials	26.5%	3	38.7%	7	0.1624	4
Availability of information about Town programs & services	26.3%	4	54.0%	2	0.1210	5
Medium Priority (I-S < 0.10)						
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	22.7%	6	56.1%	1	0.0997	6
Timeliness of information provided by Town	14.7%	8	40.6%	5	0.0873	7
Overall usefulness of Town website	14.8%	7	42.3%	4	0.0854	8
Access to Finance & Budget information	14.0%	9	40.1%	6	0.0839	9
Town Department's use of social media	5.9%	10	35.4%	8	0.0381	10

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.

Section 5: Tabular Data

Q1. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the Town of Los Gatos with regard to each of the following.

(N=650)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	63.7%	33.1%	2.3%	0.5%	0.0%	0.5%
Q1-2. As a place to raise children	51.1%	33.8%	4.9%	1.1%	0.0%	9.1%
Q1-3. As a place to work	30.2%	23.8%	18.0%	2.3%	0.6%	25.1%
Q1-4. As a place to retire	31.7%	27.1%	19.2%	6.6%	6.3%	9.1%
Q1-5. As a place where I feel welcome	42.9%	36.3%	15.1%	3.4%	0.8%	1.5%

WITHOUT "DON'T KNOW" RESPONSES

Q1. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the Town of Los Gatos with regard to each of the following. (without "don't know")

(N=650)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	64.0%	33.2%	2.3%	0.5%	0.0%
Q1-2. As a place to raise children	56.2%	37.2%	5.4%	1.2%	0.0%
Q1-3. As a place to work	40.2%	31.8%	24.0%	3.1%	0.8%
Q1-4. As a place to retire	34.9%	29.8%	21.2%	7.3%	6.9%
Q1-5. As a place where I feel welcome	43.6%	36.9%	15.3%	3.4%	0.8%

Q2. Overall Quality of Town Services. Please rate your overall satisfaction of these major categories of services provided by the Town of Los Gatos.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Town parks & recreation facilities	43.1%	47.1%	6.9%	1.2%	0.3%	1.4%
Q2-2. Town planning, buildings, & development services (e.g., issuing permits)	10.8%	20.9%	29.1%	15.5%	6.8%	16.9%
Q2-3. Overall effectiveness of Town communication with the public	13.7%	34.5%	34.3%	10.5%	2.9%	4.2%
Q2-4. Overall maintenance of Town streets, sidewalks, infrastructure	18.3%	44.3%	22.2%	11.1%	4.0%	0.2%
Q2-5. Overall quality of customer service you receive from Town employees	20.3%	32.9%	21.5%	3.8%	2.0%	19.4%
Q2-6. Overall quality of Town library services	51.1%	27.1%	5.1%	0.6%	0.2%	16.0%
Q2-7. Overall quality of Town police services	32.6%	34.2%	16.3%	5.1%	1.7%	10.2%

WITHOUT “DON’T KNOW” RESPONSES**Q2. Overall Quality of Town Services. Please rate your overall satisfaction of these major categories of services provided by the Town of Los Gatos. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Town parks & recreation facilities	43.7%	47.7%	7.0%	1.2%	0.3%
Q2-2. Town planning, buildings, & development services (e.g., issuing permits)	13.0%	25.2%	35.0%	18.7%	8.1%
Q2-3. Overall effectiveness of Town communication with the public	14.3%	36.0%	35.8%	10.9%	3.0%
Q2-4. Overall maintenance of Town streets, sidewalks, infrastructure	18.3%	44.4%	22.2%	11.1%	4.0%
Q2-5. Overall quality of customer service you receive from Town employees	25.2%	40.8%	26.7%	4.8%	2.5%
Q2-6. Overall quality of Town library services	60.8%	32.2%	6.0%	0.7%	0.2%
Q2-7. Overall quality of Town police services	36.3%	38.0%	18.2%	5.7%	1.9%

Q3. Which TWO of the services listed in Question 2 do you think are MOST IMPORTANT for the Town to provide?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Town parks & recreation facilities	77	11.8 %
Town planning, buildings, & development services (e.g., issuing permits)	85	13.1 %
Overall effectiveness of Town communication with the public	28	4.3 %
Overall maintenance of Town streets, sidewalks, infrastructure	139	21.4 %
Overall quality of customer service you receive from Town employees	17	2.6 %
Overall quality of Town library services	9	1.4 %
Overall quality of Town police services	243	37.4 %
None chosen	52	8.0 %
Total	650	100.0 %

Q3. Which TWO of the services listed in Question 2 do you think are MOST IMPORTANT for the Town to provide?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Town parks & recreation facilities	88	13.5 %
Town planning, buildings, & development services (e.g., issuing permits)	86	13.2 %
Overall effectiveness of Town communication with the public	48	7.4 %
Overall maintenance of Town streets, sidewalks, infrastructure	199	30.6 %
Overall quality of customer service you receive from Town employees	19	2.9 %
Overall quality of Town library services	32	4.9 %
Overall quality of Town police services	117	18.0 %
None chosen	61	9.4 %
Total	650	100.0 %

SUM OF THE TOP TWO CHOICES**Q3. Which TWO of the services listed in Question 2 do you think are MOST IMPORTANT for the Town to provide? (top 2)**

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Town parks & recreation facilities	165	25.4 %
Town planning, buildings, & development services (e.g., issuing permits)	171	26.3 %
Overall effectiveness of Town communication with the public	76	11.7 %
Overall maintenance of Town streets, sidewalks, infrastructure	338	52.0 %
Overall quality of customer service you receive from Town employees	36	5.5 %
Overall quality of Town library services	41	6.3 %
Overall quality of Town police services	360	55.4 %
None chosen	52	8.0 %
Total	1239	

Q4. Perceptions of the Community. Please rate your satisfaction with each of the following items that may influence your perception of the Town of Los Gatos.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of services provided by Town	17.2%	52.2%	21.7%	3.7%	0.2%	5.1%
Q4-2. Overall value you receive for your Town tax dollars & fees	11.7%	35.4%	32.8%	11.8%	2.8%	5.5%
Q4-3. Overall image of Town	37.7%	45.8%	10.2%	5.1%	0.2%	1.1%
Q4-4. Overall quality of life in Town	38.9%	47.4%	10.0%	2.3%	0.3%	1.1%
Q4-5. Overall feeling of safety in Town	37.4%	46.0%	12.2%	3.4%	0.5%	0.6%

WITHOUT "DON'T KNOW" RESPONSES**Q4. Perceptions of the Community. Please rate your satisfaction with each of the following items that may influence your perception of the Town of Los Gatos. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of services provided by Town	18.2%	54.9%	22.9%	3.9%	0.2%
Q4-2. Overall value you receive for your Town tax dollars & fees	12.4%	37.5%	34.7%	12.5%	2.9%
Q4-3. Overall image of Town	38.1%	46.3%	10.3%	5.1%	0.2%
Q4-4. Overall quality of life in Town	39.3%	47.9%	10.1%	2.3%	0.3%
Q4-5. Overall feeling of safety in Town	37.6%	46.3%	12.2%	3.4%	0.5%

Q5. Public Safety Perceptions. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Effectiveness of local police protection	28.3%	39.1%	18.0%	5.2%	0.6%	8.8%
Q5-2. Efforts to collaborate with the public to address concerns	13.2%	29.4%	31.4%	8.9%	2.2%	14.9%
Q5-3. Enforcement of local traffic laws	16.0%	39.5%	22.8%	9.7%	4.8%	7.2%
Q5-4. How quickly police respond to emergencies	22.9%	32.3%	14.3%	2.5%	1.4%	26.6%
Q5-5. Overall police performance in your neighborhood	25.1%	36.9%	21.5%	2.9%	1.5%	12.0%
Q5-6. Professionalism of police officers	31.5%	28.8%	11.5%	1.4%	0.6%	26.2%
Q5-7. Quality of dispatch/911 services	19.2%	19.2%	10.0%	2.0%	0.0%	49.5%
Q5-8. Town's overall efforts to prevent crime	13.5%	28.3%	22.5%	6.5%	1.7%	27.5%
Q5-9. Visibility of police personnel in neighborhoods	11.8%	26.3%	28.0%	12.0%	3.4%	18.5%

WITHOUT “DON’T KNOW” RESPONSES**Q5. Public Safety Perceptions. Please rate your satisfaction with the following services provided by the Town of Los Gatos. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Effectiveness of local police protection	31.0%	42.8%	19.7%	5.7%	0.7%
Q5-2. Efforts to collaborate with the public to address concerns	15.6%	34.5%	36.9%	10.5%	2.5%
Q5-3. Enforcement of local traffic laws	17.2%	42.6%	24.5%	10.4%	5.1%
Q5-4. How quickly police respond to emergencies	31.2%	44.0%	19.5%	3.4%	1.9%
Q5-5. Overall police performance in your neighborhood	28.5%	42.0%	24.5%	3.3%	1.7%
Q5-6. Professionalism of police officers	42.7%	39.0%	15.6%	1.9%	0.8%
Q5-7. Quality of dispatch/911 services	38.1%	38.1%	19.8%	4.0%	0.0%
Q5-8. Town's overall efforts to prevent crime	18.7%	39.1%	31.0%	8.9%	2.3%
Q5-9. Visibility of police personnel in neighborhoods	14.5%	32.3%	34.3%	14.7%	4.2%

Q6. Which THREE services listed in Question 5 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	125	19.2 %
Efforts to collaborate with the public to address concerns	75	11.5 %
Enforcement of local traffic laws	40	6.2 %
How quickly police respond to emergencies	80	12.3 %
Overall police performance in your neighborhood	28	4.3 %
Professionalism of police officers	12	1.8 %
Quality of dispatch/911 services	24	3.7 %
Town's overall efforts to prevent crime	145	22.3 %
Visibility of police personnel in neighborhoods	65	10.0 %
None chosen	56	8.6 %
Total	650	100.0 %

Q6. Which THREE services listed in Question 5 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	72	11.1 %
Efforts to collaborate with the public to address concerns	53	8.2 %
Enforcement of local traffic laws	51	7.8 %
How quickly police respond to emergencies	85	13.1 %
Overall police performance in your neighborhood	44	6.8 %
Professionalism of police officers	35	5.4 %
Quality of dispatch/911 services	51	7.8 %
Town's overall efforts to prevent crime	123	18.9 %
Visibility of police personnel in neighborhoods	68	10.5 %
None chosen	68	10.5 %
Total	650	100.0 %

Q6. Which THREE services listed in Question 5 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	69	10.6 %
Efforts to collaborate with the public to address concerns	61	9.4 %
Enforcement of local traffic laws	45	6.9 %
How quickly police respond to emergencies	64	9.8 %
Overall police performance in your neighborhood	55	8.5 %
Professionalism of police officers	37	5.7 %
Quality of dispatch/911 services	30	4.6 %
Town's overall efforts to prevent crime	101	15.5 %
Visibility of police personnel in neighborhoods	79	12.2 %
<u>None chosen</u>	<u>109</u>	<u>16.8 %</u>
Total	650	100.0 %

SUM OF THE TOP THREE CHOICES

Q6. Which THREE services listed in Question 5 do you think should receive the MOST EMPHASIS from the Town over the next TWO years? (top 3)

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Effectiveness of local police protection	266	40.9 %
Efforts to collaborate with the public to address concerns	189	29.1 %
Enforcement of local traffic laws	136	20.9 %
How quickly police respond to emergencies	229	35.2 %
Overall police performance in your neighborhood	127	19.5 %
Professionalism of police officers	84	12.9 %
Quality of dispatch/911 services	105	16.2 %
Town's overall efforts to prevent crime	369	56.8 %
Visibility of police personnel in neighborhoods	212	32.6 %
<u>None chosen</u>	<u>56</u>	<u>8.6 %</u>
Total	1773	

Q7. Streets, Sidewalks, and Infrastructure. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of major Town streets	19.5%	52.8%	16.8%	7.7%	1.5%	1.7%
Q7-2. Maintenance of streets in your neighborhood	21.2%	45.5%	16.8%	12.0%	3.1%	1.4%
Q7-3. Condition of sidewalks in Town	15.7%	44.3%	21.5%	11.5%	4.0%	2.9%
Q7-4. Maintenance of street signs & traffic signals	22.0%	52.9%	17.7%	4.2%	1.2%	2.0%
Q7-5. Adequacy of Town street lighting	19.8%	48.8%	18.9%	8.3%	1.7%	2.5%
Q7-6. Accessibility of streets, sidewalks, & buildings for people with disabilities	14.5%	30.8%	16.2%	5.7%	1.5%	31.4%
Q7-7. Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	17.8%	39.7%	22.3%	7.1%	5.4%	7.7%
Q7-8. Flow of traffic on Town streets	7.4%	24.3%	27.7%	25.4%	13.7%	1.5%
Q7-9. Overall cleanliness of Town streets & other public areas	20.8%	53.8%	17.2%	4.5%	2.5%	1.2%

WITHOUT “DON’T KNOW” RESPONSES**Q7. Streets, Sidewalks, and Infrastructure. Please rate your satisfaction with the following services provided by the Town of Los Gatos. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of major Town streets	19.9%	53.7%	17.1%	7.8%	1.6%
Q7-2. Maintenance of streets in your neighborhood	21.5%	46.2%	17.0%	12.2%	3.1%
Q7-3. Condition of sidewalks in Town	16.2%	45.6%	22.2%	11.9%	4.1%
Q7-4. Maintenance of street signs & traffic signals	22.4%	54.0%	18.1%	4.2%	1.3%
Q7-5. Adequacy of Town street lighting	20.3%	50.0%	19.4%	8.5%	1.7%
Q7-6. Accessibility of streets, sidewalks, & buildings for people with disabilities	21.1%	44.8%	23.5%	8.3%	2.2%
Q7-7. Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	19.3%	43.0%	24.2%	7.7%	5.8%
Q7-8. Flow of traffic on Town streets	7.5%	24.7%	28.1%	25.8%	13.9%
Q7-9. Overall cleanliness of Town streets & other public areas	21.0%	54.5%	17.4%	4.5%	2.5%

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?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major Town streets	105	16.2 %
Maintenance of streets in your neighborhood	53	8.2 %
Condition of sidewalks in Town	55	8.5 %
Maintenance of street signs & traffic signals	16	2.5 %
Adequacy of Town street lighting	12	1.8 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	24	3.7 %
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	43	6.6 %
Flow of traffic on Town streets	260	40.0 %
Overall cleanliness of Town streets & other public areas	35	5.4 %
None chosen	47	7.2 %
Total	650	100.0 %

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?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major Town streets	77	11.8 %
Maintenance of streets in your neighborhood	68	10.5 %
Condition of sidewalks in Town	64	9.8 %
Maintenance of street signs & traffic signals	43	6.6 %
Adequacy of Town street lighting	55	8.5 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	26	4.0 %
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	57	8.8 %
Flow of traffic on Town streets	108	16.6 %
Overall cleanliness of Town streets & other public areas	75	11.5 %
None chosen	77	11.8 %
Total	650	100.0 %

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?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major Town streets	80	12.3 %
Maintenance of streets in your neighborhood	65	10.0 %
Condition of sidewalks in Town	65	10.0 %
Maintenance of street signs & traffic signals	36	5.5 %
Adequacy of Town street lighting	48	7.4 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	33	5.1 %
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	43	6.6 %
Flow of traffic on Town streets	52	8.0 %
Overall cleanliness of Town streets & other public areas	108	16.6 %
None chosen	120	18.5 %
Total	650	100.0 %

SUM OF THE TOP THREE CHOICES

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? (top 3)

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major Town streets	262	40.3 %
Maintenance of streets in your neighborhood	186	28.6 %
Condition of sidewalks in Town	184	28.3 %
Maintenance of street signs & traffic signals	95	14.6 %
Adequacy of Town street lighting	115	17.7 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	83	12.8 %
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	143	22.0 %
Flow of traffic on Town streets	420	64.6 %
Overall cleanliness of Town streets & other public areas	218	33.5 %
None chosen	47	7.2 %
Total	1753	

Q9. Park Facilities. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of Town parks	37.5%	51.2%	5.4%	1.2%	0.6%	4.0%
Q9-2. Quality of other recreation facilities-tennis/pickleball courts	19.2%	27.8%	14.8%	2.6%	0.5%	35.1%
Q9-3. Quality of customer service from parks employees	22.5%	26.8%	15.7%	1.4%	0.8%	32.9%
Q9-4. Quality of facilities such as picnic areas & playgrounds in Town parks	25.7%	48.9%	12.9%	2.0%	0.5%	10.0%
Q9-5. Quality of Town outdoor athletic fields (e.g., baseball & soccer)	17.1%	30.3%	15.1%	1.8%	0.9%	34.8%
Q9-6. Walking & biking trails in Town	30.6%	46.3%	12.6%	3.5%	1.1%	5.8%

WITHOUT “DON’T KNOW” RESPONSES**Q9. Park Facilities. Please rate your satisfaction with the following services provided by the Town of Los Gatos. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of Town parks	39.1%	53.4%	5.6%	1.3%	0.6%
Q9-2. Quality of other recreation facilities-tennis/ pickleball courts	29.6%	42.9%	22.7%	4.0%	0.7%
Q9-3. Quality of customer service from parks employees	33.5%	39.9%	23.4%	2.1%	1.1%
Q9-4. Quality of facilities such as picnic areas & playgrounds in Town parks	28.5%	54.4%	14.4%	2.2%	0.5%
Q9-5. Quality of Town outdoor athletic fields (e.g., baseball & soccer)	26.2%	46.5%	23.1%	2.8%	1.4%
Q9-6. Walking & biking trails in Town	32.5%	49.2%	13.4%	3.8%	1.1%

Q10. Which TWO of the services listed in Question 9 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	237	36.5 %
Quality of other recreation facilities-tennis/pickleball courts	29	4.5 %
Quality of customer service from parks employees	15	2.3 %
Quality of facilities such as picnic areas & playgrounds in Town parks	60	9.2 %
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	35	5.4 %
Walking & biking trails in Town	163	25.1 %
None chosen	111	17.1 %
Total	650	100.0 %

Q10. Which TWO of the services listed in Question 9 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	126	19.4 %
Quality of other recreation facilities-tennis/pickleball courts	32	4.9 %
Quality of customer service from parks employees	21	3.2 %
Quality of facilities such as picnic areas & playgrounds in Town parks	108	16.6 %
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	47	7.2 %
Walking & biking trails in Town	172	26.5 %
None chosen	144	22.2 %
Total	650	100.0 %

SUM OF THE TOP TWO CHOICES**Q10. Which TWO of the services listed in Question 9 do you think should receive the MOST EMPHASIS from the Town over the next TWO years? (top 2)**

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Town parks	363	55.8 %
Quality of other recreation facilities-tennis/pickleball courts	61	9.4 %
Quality of customer service from parks employees	36	5.5 %
Quality of facilities such as picnic areas & playgrounds in Town parks	168	25.8 %
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	82	12.6 %
Walking & biking trails in Town	335	51.5 %
None chosen	111	17.1 %
Total	1156	

Q11. Economic Opportunity. Please rate your satisfaction with the following areas.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Access to healthy food that you can afford	27.8%	40.0%	19.4%	8.3%	1.1%	3.4%
Q11-2. Access to quality childcare that you can afford	5.5%	7.5%	17.4%	6.0%	1.7%	61.8%
Q11-3. Access to quality health care that you can afford	26.6%	32.8%	22.9%	6.6%	1.1%	10.0%
Q11-4. Access to quality housing you can afford	13.2%	23.1%	28.3%	14.3%	11.4%	9.7%
Q11-5. Availability of adequate & affordable housing units	9.5%	9.8%	26.3%	18.0%	12.8%	23.5%
Q11-6. How well Town is managing growth	6.0%	15.4%	28.2%	23.4%	16.0%	11.1%
Q11-7. Support for entrepreneurs & small business owners available in Town	5.2%	14.3%	23.2%	11.8%	5.5%	39.8%
Q11-8. Town's efforts to attract new business & tourism	4.3%	15.7%	28.3%	11.2%	6.5%	34.0%
Q11-9. Qualified workforce	8.6%	20.9%	27.5%	3.2%	1.5%	38.2%

WITHOUT "DON'T KNOW" RESPONSES**Q11. Economic Opportunity. Please rate your satisfaction with the following areas. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Access to healthy food that you can afford	28.8%	41.4%	20.1%	8.6%	1.1%
Q11-2. Access to quality childcare that you can afford	14.5%	19.8%	45.6%	15.7%	4.4%
Q11-3. Access to quality health care that you can afford	29.6%	36.4%	25.5%	7.4%	1.2%
Q11-4. Access to quality housing you can afford	14.7%	25.6%	31.3%	15.8%	12.6%
Q11-5. Availability of adequate & affordable housing units	12.5%	12.9%	34.4%	23.5%	16.7%
Q11-6. How well Town is managing growth	6.7%	17.3%	31.7%	26.3%	18.0%
Q11-7. Support for entrepreneurs & small business owners available in Town	8.7%	23.8%	38.6%	19.7%	9.2%
Q11-8. Town's efforts to attract new business & tourism	6.5%	23.8%	42.9%	17.0%	9.8%
Q11-9. Qualified workforce	13.9%	33.8%	44.5%	5.2%	2.5%

Q12. Which THREE of the economic opportunities listed in Question 11 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to healthy food that you can afford	48	7.4 %
Access to quality childcare that you can afford	21	3.2 %
Access to quality health care that you can afford	48	7.4 %
Access to quality housing you can afford	84	12.9 %
Availability of adequate & affordable housing units	77	11.8 %
How well Town is managing growth	211	32.5 %
Support for entrepreneurs & small business owners available in Town	51	7.8 %
Town's efforts to attract new business & tourism	41	6.3 %
Qualified workforce	10	1.5 %
None chosen	59	9.1 %
Total	650	100.0 %

Q12. Which THREE of the economic opportunities listed in Question 11 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q12. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Access to healthy food that you can afford	53	8.2 %
Access to quality childcare that you can afford	25	3.8 %
Access to quality health care that you can afford	48	7.4 %
Access to quality housing you can afford	52	8.0 %
Availability of adequate & affordable housing units	75	11.5 %
How well Town is managing growth	105	16.2 %
Support for entrepreneurs & small business owners available in Town	111	17.1 %
Town's efforts to attract new business & tourism	75	11.5 %
Qualified workforce	16	2.5 %
None chosen	90	13.8 %
Total	650	100.0 %

Q12. Which THREE of the economic opportunities listed in Question 11 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

<u>Q12. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Access to healthy food that you can afford	52	8.0 %
Access to quality childcare that you can afford	24	3.7 %
Access to quality health care that you can afford	50	7.7 %
Access to quality housing you can afford	51	7.8 %
Availability of adequate & affordable housing units	32	4.9 %
How well Town is managing growth	86	13.2 %
Support for entrepreneurs & small business owners available in Town	75	11.5 %
Town's efforts to attract new business & tourism	97	14.9 %
Qualified workforce	48	7.4 %
None chosen	135	20.8 %
Total	650	100.0 %

SUM OF THE TOP THREE CHOICES

Q12. Which THREE of the economic opportunities listed in Question 11 do you think should receive the MOST EMPHASIS from the Town over the next TWO years? (top 3)

<u>Q12. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to healthy food that you can afford	153	23.5 %
Access to quality childcare that you can afford	70	10.8 %
Access to quality health care that you can afford	146	22.5 %
Access to quality housing you can afford	187	28.8 %
Availability of adequate & affordable housing units	184	28.3 %
How well Town is managing growth	402	61.8 %
Support for entrepreneurs & small business owners available in Town	237	36.5 %
Town's efforts to attract new business & tourism	213	32.8 %
Qualified workforce	74	11.4 %
None chosen	59	9.1 %
Total	1725	

Q13. Community Investment Areas. Please rate your level of support for investing your tax dollars on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive," for each of the following.

(N=650)

	Very supportive	Supportive	Not sure	Not supportive
Q13-1. Beautifying Downtown	36.5%	40.3%	18.0%	5.2%
Q13-2. Improving bicycle access & safety on Town roads	35.2%	34.5%	17.8%	12.5%
Q13-3. Improving pedestrian access & safety along Town roads	49.4%	38.3%	9.1%	3.2%
Q13-4. Improving traffic flow to reduce traffic congestion	71.5%	21.5%	4.8%	2.2%
Q13-5. Investing in more library materials & programs	27.8%	40.5%	23.5%	8.2%
Q13-6. Upgrading Town parks, playground equipment, & restrooms	35.2%	46.3%	15.8%	2.6%
Q13-7. Maintaining streets, sidewalks, & storm sewer systems	58.6%	36.5%	4.5%	0.5%
Q13-8. Upgrading walking, hiking, & biking trails	45.4%	41.2%	10.6%	2.8%
Q13-9. Increasing neighborhood police patrols	51.5%	30.2%	13.4%	4.9%
Q13-10. Maintaining 911 response times	58.2%	30.6%	10.0%	1.2%

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT for the Town to pursue?

Q14. Top choice	Number	Percent
Beautifying Downtown	26	4.0 %
Improving bicycle access & safety on Town roads	26	4.0 %
Improving pedestrian access & safety along Town roads	55	8.5 %
Improving traffic flow to reduce traffic congestion	221	34.0 %
Investing in more library materials & programs	9	1.4 %
Upgrading Town parks, playground equipment, & restrooms	21	3.2 %
Maintaining streets, sidewalks, & storm sewer systems	47	7.2 %
Upgrading walking, hiking, & biking trails	23	3.5 %
Increasing neighborhood police patrols	86	13.2 %
Maintaining 911 response times	92	14.2 %
None chosen	44	6.8 %
Total	650	100.0 %

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT for the Town to pursue?

Q14. 2nd choice	Number	Percent
Beautifying Downtown	19	2.9 %
Improving bicycle access & safety on Town roads	37	5.7 %
Improving pedestrian access & safety along Town roads	61	9.4 %
Improving traffic flow to reduce traffic congestion	107	16.5 %
Investing in more library materials & programs	24	3.7 %
Upgrading Town parks, playground equipment, & restrooms	31	4.8 %
Maintaining streets, sidewalks, & storm sewer systems	119	18.3 %
Upgrading walking, hiking, & biking trails	45	6.9 %
Increasing neighborhood police patrols	94	14.5 %
Maintaining 911 response times	56	8.6 %
None chosen	57	8.8 %
Total	650	100.0 %

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT for the Town to pursue?

Q14. 3rd choice	Number	Percent
Beautifying Downtown	46	7.1 %
Improving bicycle access & safety on Town roads	36	5.5 %
Improving pedestrian access & safety along Town roads	53	8.2 %
Improving traffic flow to reduce traffic congestion	74	11.4 %
Investing in more library materials & programs	24	3.7 %
Upgrading Town parks, playground equipment, & restrooms	48	7.4 %
Maintaining streets, sidewalks, & storm sewer systems	92	14.2 %
Upgrading walking, hiking, & biking trails	57	8.8 %
Increasing neighborhood police patrols	65	10.0 %
Maintaining 911 response times	69	10.6 %
None chosen	86	13.2 %
Total	650	100.0 %

SUM OF THE TOP THREE CHOICES

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT for the Town to pursue? (top 3)

Q14. Top choice	Number	Percent
Beautifying Downtown	91	14.0 %
Improving bicycle access & safety on Town roads	99	15.2 %
Improving pedestrian access & safety along Town roads	169	26.0 %
Improving traffic flow to reduce traffic congestion	402	61.8 %
Investing in more library materials & programs	57	8.8 %
Upgrading Town parks, playground equipment, & restrooms	100	15.4 %
Maintaining streets, sidewalks, & storm sewer systems	258	39.7 %
Upgrading walking, hiking, & biking trails	125	19.2 %
Increasing neighborhood police patrols	245	37.7 %
Maintaining 911 response times	217	33.4 %
None chosen	44	6.8 %
Total	1807	

Q15. Are there other community investment areas that were not listed in Question 13 that you would be supportive of the Town investing your tax dollars in?

Answer responses by category:

- Traffic (48 mentions) – Pages 1-4
- Community facilities and parks (38 mentions) – Pages 4-5
- Economic development (33 mentions) – Pages 5-7
- Safety (28 mentions) — Pages 7-9
- Environmental concerns (22 mentions) — Pages 9-10
- Housing (18 mentions) — Page 10
- Parking (15 mentions) — Pages 10-11
- Schools/ childcare/ youth services (13 mentions) — Page 11
- Senior living (12 mentions) — Pages 11-12
- Other (4 mentions) — Page 12



Traffic (48 mentions)

Traffic Concerns- Congestion (17 total mentions)

- Deal with the summer beach traffic somehow. It is a huge problem for residents and business on Santa Cruz.
- How to reduce the impact of summer traffic on local residents
- I moved here in 2000. The town was yet to address the "cut-thru traffic that clogs our downtown streets for many weekends. All summer! It has to be addressed, cutting thru town (to get to I-7) hurts businesses and all of our residents. That is awful.
- I would like to see the town do something about the beach traffic
- Our town cannot shut down during the summer due to beach traffic. It is unfair to the residents and our small businesses. The beauty of Los Gatos is the downtown area where young and old can walk, shop and eat. It needs to be safe and have that small town feel maintained.
- Please close Santa Cruz 17 on Ramp.
- Please deal with beach traffic in warm weather
- Redirecting weekend beach traffic off our town roads. It is terrible in warm weather weekend months.
- Return Winchester (between Lark and Mariposa) to two traffic lanes in each direction, plus a two-way left turn lane in the middle.
- Shut down all south bound on ramps to Highway 17 South from June to September.
- Stop traffic to Santa Cruz. Train? New Road?

- Studies and solutions for traffic flow, esp. Weekends downtown. This is ongoing. The development on Lark Ave is deplorable. We already have traffic issues, water issues, electrical grid issues. Everything is growing but not the roads.
- Traffic control is a huge priority. We live on Shannon, and I never see police patrol cars. Cars fly down the road and sun stop signs, etc. I was told we only have 2 patrol cars in LG. That is absurd.
- Traffic is the absolutely No. 1 issue here. I support to put as much as we can to expand driveways and to reduce cross-town traffic in local roads.
- Traffic, growth and schools, all a top priority.
- Eliminate parking on N Santa Cruz and change to alternating 1 way traffic flow opposite the flow of HWY 17 beach traffic to discourage cutting through town.
- Traffic is horrible.

Traffic Concerns – Construction needs (12 total)

- 1-Widening Los Gatos Blvd between Lark and Samaritan Drive (on East side) for improved traffic flow around North 40 developments. 2-Rebuilding Highway 17 Overpass at Hwy 9. Rated one of the most dangerous on-ramps/off-ramps in Bay Area, dangerous to not only vehicles, but pedestrians and bikers alike. Multiple other Highway overpasses have been rebuilt in the state and this should be next. 3-Widening Highway 17 to 3 lanes southbound for 3 miles so beach traffic can bypass town instead of entering it.
- Remove the mess on Winchester Blvd. The system that was put in place is dangerous.
- Addressing the traffic impact, the North 40 project has already created.
- Fix Winchester Blvd. The new layout is ludicrous!
- I don't like what was done to Winchester Blvd and Blossom Hill Road
- Replace bridges on Quito Road.
- Roads need paving.
- Safer way to cross 17 by bike/walking near Blossom Hill Rd.
- Stop putting in bright white LED streetlights. Nighttime is supposed to be dark. My street now lights up like a stadium.
- Town to engage with caltrans to reduce noise by special paving to absorb noise for the traffic on 17 for 5 miles from Canyon to the crossing between 17/85 (beginning at Lexington Road)
- Widen LG Blvd near the North 40 and between Samaritan and Lark.
- Widening of 17 to reduce congestion.

Traffic Concerns- Biking (10 total)

- Bike lanes on Winchester are a waste and make the road more dangerous.
- I hate the bike lanes on Winchester Blvd between Blossom Hill and Lark.
- I do not support all of the new bicycle lanes. I ride my bike weekly around Los Gatos and imagine the new bike lanes probably cost more than they should - and I don't think they were needed
- I've heard that the town is considering making a greenbelt walkway between Union Avenue and Pinehurst Ave. This area is a PG&E easement with the lot owned by the town. The only way our children can access Union middle school and Alta Vista elementary, both in Los Gatos is via Lynn Ave. Lynn Ave. Has no sidewalks along with all the school traffic coming from the middle school.

I find it absolutely crazy that children are walking and biking in massive droves down the street. Just this year, I've seen one kid hit on a bike and I was hit by a car two years ago because there's no sidewalks. I heard the town is considering putting a walkway/Greenbelt to connect Union Avenue and Pinehurst to fix this. This project would truly help our kids and elders managing not having to walk on Lynn Ave. During the massive traffic periods while it has no sidewalks

- More bike paths
- New bike path from Rt 9 to town
- Reduce bike lanes.
- Would like to see more toward controlling bicyclist speed and promoting bicycle manners on trails. Almost been hit several times.
- More protected bike lanes, Overall, LG is an amazing town. Great jobs. Thanks for the hard work
- More streamlined access (walk, bike trail) to elementary school from whole service area.

Traffic Concerns- Traffic signals (7 total)

- Change out ALL traffic signals to smart ones that detect cars/bikes. I often wait more than 3 minutes (very early in the morning), with NO traffic going other directions. This would improve traffic flow AND cut pollution and is relatively inexpensive compared to other items.
- Defend local central of density zones against state mandates (join other municipalities legal efforts to do so) Install all-way stop signs at busy cross-streets (such as Cherry Blossom and Los Gatos-Almaden roads)
- Revise stop light timing on Los Gatos Blvd and Blossum Hill Rd to improve traffic flow.
- Synchronize signals on Winchester and Los Gatos Blvd. The way they operate causes too many start-stops and impedes traffic flow. Install smart sensors to know when there is no need to have a light. Incorporate a pedestrian scramble cycle, where all traffic is stopped in all directions and pedestrians cross in all directions.
- The intersection at Hwy 9 at university and Santa Cruz are very dangerous. Long lights prompt drivers to run the red lights. I have been hit because of this.
- The new 3 lane left turns from Lark EB to NB LG Blvd is a disaster waiting to happen. The merge of 2 lanes quickly into one lane on NB LG Blvd is a major issue, especially if you aren't familiar with the area. The ""speeders"" always try to take advantage of the quick merge from the inside left turn lane and cut off the middle-left turn people heading to Stanford or Good Sam. Eliminate the far-left lane on EB Lark and /or make it U turn only. Lark traffic in general needs to be reevaluated with the N40 and the new bike lanes on Winchester/Lark Lane reductions. Traffic back to normal, BAD! Also why is there street parking (with no green bicycle path) in front of Courtside Club on Winchester Blvd, but not in front of Netflix (that has a green bicycle path)? Seems to be an oxymoron when Courtside has a completely empty parking lot for its employees/patrons sitting empty? The speeders coming off of 85 endanger the very bicyclists (by opening car door unexpectedly or people turning into Courtside) you are trying to protect further south on Winchester. Time to relook at the bike lane consistency again.
- We would like a reduction in stop signs, speed bumps and those green cones for the bikes.

Traffic concerns- Public transportation (2 mentions)

- Downtown trolley
- Public transportation within the town such as shuttle and minibus service

Community Facilities and Parks (38 mentions)

Community facilities-Parks and outdoor facilities (8 mentions)

- Create more field space for youth sports.
- Need more children parks. There are very few in the north part of town. 2. The library is awesome; it would be helpful if it had more meeting rooms. Social interactions need to be encouraged.
- I recently made trip to Minneapolis, was very impressed by the amount the city has invested in playgrounds, parks, etc. It puts our town to shame.
- Maintain parks, keeping the weeds under control
- More involvement in downtown beautification. Adopted flower garden areas could use water & a source of water for these areas. Add hanging flower baskets on N. Scave and more beautification areas on Main St
- Access to tennis and pickleball courts
- More hiking trails, bike paths.
- Provide/improve hiking/biking paths to parks and open space.

Community facilities- Community programs (6 mentions)

- Outdoor, family-friendly events that bring the community together would be very welcome, to help build cohesion. Would be even better if making new connections was an explicit goal in community events.
- Town online forum for residents to communicate with each other and to the government
- Town events for families that do not include alcohol and allow for new friends to be made.
- Translation services for non-native English speakers for communications from the Town.
- Would like to see yard sales in community parks 3 or 4 times a year. Help keep clear of junk left on city streets.
- Town garage sale.

Community facilities- Public art (5 mentions)

- Art and morals cultural life, lectures
- Music in the park
- Prioritizing arts and culture infusion into every aspect of town life.
- Public art
- Supporting our Art and Cultural Community.

Community facilities- Dog park (4 mentions)

- A dog parks
- Dog park. Los Gatos is very dog friendly, yet there is nowhere for dogs to run free.
- We need a dog park.
- Also create an off-leash dog park.

Community facilities- Other

- More bathrooms at parks
- More public restrooms, need one in the downtown park and at the end of town near Saratoga Ave.
- Public restroom downtown.
- A larger farmers market maybe.
- Farmers Market should be bigger
- A community garden in East Los Gatos.
- More support for community gardens such as Pine Hurst
- I would like the library to become part of the Santa Clara County Library system
- Increase number of pickleball courts would be nice
- Pickleball courts please. Dedicated ones
- Community pools
- More athletic fields and a community pool.
- I still think there should be a skateboard park.
- Skateboard Park, rock climbing small business, swimming school small business.
- There is not much for the teens- a skate park or something like that would be great! Also, it would be awesome if it was possible to walk all the way around the lake in Vansona.

Economic Development (33 mentions)

Economic Development- Growth (11 mentions)

- Attracting new companies by concentrating office facilities. Enhancing convenience and accessibility.
- Beautifying, incorporating, attracting businesses to other parts of Los Gatos. (The Boulevard, Downing Center, and Walgreens Center)
- Create/support growing of Los Gatos local business, such as bike manufacturer, internet service, local childcare provider (employ local residents), environmental improvement company.
- Incentives for new businesses
- Making sure businesses impacted by the pandemic are able to actually stay in business. Like Dustin David Salon
- More attractive to businesses. More restaurant options.
- Planning and building departments to support more development.
- Slowing growth.
- The Meadows Retirement Home needs to be rebuilt/replaced. The Terraces has a 380000 Entry fee requirement.

- Would like to see investments in amenities and smart planning of parks, trails. A modernized downtown with permanent parks. Do not want increased investment in police or effort to control beach traffic.
- Cycling, vehicle capacity on streets, parks and concern for existing citizens, not just new citizens. Downtown Los Gatos is geographically much more beautiful than Mountainview, yet we are only getting outdoor dining due to Covid, and their city is more inviting. Additionally, the residents of the Lark Ave side of town are treated like peasants versus downtown residents and most (if not all) other areas. The committee is jamming this 2040 plan which quadruples growth beyond state requirements without adequate time for or communication with existing residents. Regarding police and fire - my impression is they are doing a good job. Please make sure to thank them for their support of safety, health and freedom.

Economic Development- Addressing vacancies (8 mentions)

- Laws to prevent leaving housing units vacant. It is impossible to buy a home here when competing against investment firms.
- Forcing properties that are vacant for long periods of time to upgrade or turn them in to parks. Example: CB Hannigans, car dealership near Nob Hill Grocery, etc.
- Help reactivate dead commercial properties, i.e., Chevy dealership, wine depot
- Why not spend money on ensuring the store fronts are filled with lively/affordable restaurants or stores to attract people?
- Put the old courthouse to good use, right now it is just an eye soar.
- Repurpose schools as class enrollment goes down.
- Resurrecting and/or repurposing the historic Forbes Mill annex, which has been vacant for 7-8 years or more. This is a valuable town asset (and a state historic landmark) that should not be neglected.
- Unsightly dirt lot on lark and Winchester should be renovated to something. If space is needed for fire equipment, then it should be formalized.

Economic Development- Outdoor Dining (7 mentions)

- Need more attractive/permanent outdoor seating at restaurants and wine bars, etc.
- Close Santa Cruz Ave in summer to walking street for restaurants to have outdoor dining and mitigate traffic.
- Encourage outdoor restaurants to use professional help designing their outdoor structures- temporary or not
- Finding better balance of retail vs restaurants. Get rid of on street dining, it is a hazard, ugly and not good for retail.
- I am absolutely opposed to the concrete barricades put up for restaurants for their street dining during covid and now, not being renovated to nicer permanent structures. I.e. Those we asked restaurants to pay for.
- More outdoor European-style dining options like purpose-built piazza. Not gutter dining alongside roads
- Specific to beautifying downtown - we need to provide consistency and attractiveness to outdoor barriers along N Santa Cruz and along Main Street. Some of them are pretty ugly...

Economic Development- Supporting business (4 mentions)

- Developing a long-term plan to diversity the ownership of downtown commercial buildings, which currently are owned by very few landlords through use of federal or state grants and programs to financially support re-development and enable small business owners to continue to do business in the Town as many local businesses have been squeezed out by landlords due to the continuing escalation of rent
- Economic health of downtown.
- Poor city planning, tax hungry, allowing massive medical offices. Monopoly of ownership of downtown shop spaces, hiking rents. Downtown appeal is in a sharp decline.
- Support small business

Economic Development- Other

- I have lived here 30+ years and love Los Gatos. Since COVID, I have seen a major degradation in services, attention to our community, etc.
- Inclusion and Diversity initiatives. Raising minimum wage in town
- Maintaining historical districts

Safety (28 mentions)**Safety- Sidewalk and pedestrian space (13 mentions)**

- Fix sidewalks and streets first before any new investments. Tree roots impeding sidewalks, and a huge liability to homeowners and the city.
- Fix/fill gaps in sidewalks where one block or even one house has no sidewalks, like on Roberts Road
- Improving pedestrian crosswalks - adding audible signals and ramps
- It is time for the town of Los Gatos to go through neighborhoods and remove and replace old overgrown trees that are destroying sidewalks and creating trip/fall hazards. These trees were planted by the city and should be replaced with trees that 1) are safer 2) produce less leaves 3) and a visibly pleasing. For example: the original tress in front of 241 Cerro Chico is a menace. These trees are destroying the sidewalk, the water mains, and produce unsafe seed pods (little seed pods like ball bearings) that are treacherous for my elderly neighbors. I complained to the city, created a complaint, and spoke with the arborist, and no action was taken. Let's harvest some trees and make things easier on homeowners.
- Lack of sidewalks in residential areas makes it dangerous for pedestrians.
- Maintain our streets. We had to pay for repaving and maintenance ourselves. The town was not interested in doing this when we contacted them. We are close to an elementary school
- Public safety- all aspects from community policing to traffic safety on roads and sidewalks.
- Stop beautifying. Make lighting more functional. Light the sidewalks.
- Streamlining and modernizing the permitting system for speed and costs. I had a HORRIBLE experience getting permits for some basic tree removals (ugly, non-native trees), and it went all the way to the planning commission. Once they saw my case, they were wondering why I was being put through so many hoops for such a basic obvious need. Having to bring on my own arborists (PLURAL) to get this done cost me thousands of \$\$\$. It's my worst experience after

living in town for 18 years. We need to be careful about safety and thoughtful growth, but we go WAY too far sometimes.

- The planning committee, hence, the Town leadership are doing a very poor job. This is a beautiful place that was an excellent place to live. It is being ruined by the Town supporting developers and volume housing while not matching the infrastructure to the housing units. We need adequate sidewalks, safe
- Downtown on N Santa Cruz and S. Santa Cruz Ave, clean the sidewalks.
- Truly wish the downtown sidewalks were kept clean. I know there has been a water shortage, but a bucket of water and a broom would go a long way in front our downtown stores. We are a very dog friendly town but the dog urine, spilled food, etc. On our sidewalks is disgusting. Bring friends to our lovely community is sometimes embarrassing. I know you can't stop a dog from peeing, but a daily rinse would go a long way.
- I would like to have more crosswalks for pedestrians along Blossom Hill Road. I have written to the town about this before. There is a fork on Blossom Hill Road and Old Blossom Hill Road. It would be very convenient to have a crosswalk there. The closest crosswalk to us on Blossom Hill Road is on Blossom Hill and Hillbrook Drive, a 13-minute walk for us. We live at 15897 Camino del Cerro. All the neighbors on our side on Blossom Hill cross to the other side using the fork and the median in the middle. There should be a crosswalk there.

Safety-Police related (8 mentions)

- Comply with police, support them
- Educating police in appropriate behavior with people of differing backgrounds and opinions.
- Hire additional police.
- Improve the police department, they are non-existent in my neighborhood.
- The police are always speeding around in their expensive trucks. They need to get out of their cars and interact with the community. Stop buying them expensive trucks and get them golf carts or bicycles and spend more on ANYTHING ELSE. A police person standing on the corner will keep traffic flowing much more effectively than a police person sitting in their expensive truck staring at their phone.
- Too much crime
- We need to invest in our Police Department to ensure we are protected within the community. They are doing a good job and need more support to continue to make our streets safe. Los Gatos needs to back its police department!!
- Dispatchers for police department.

Safety- Crime and other

- We live on Shannon Rd in the hills and would really like to see enforcement of traffic speed on Shannon Rd coming down the hill into Shannon proper. These speeders are our neighbors, and they need to feel the pain of receiving speeding tickets. Might save a live or two as well.
- License plate readers to deter criminals from home burglaries.
- Security cameras, we need to reduce crime in our neighborhoods.
- Follow the lead from Saratoga and invest in license plate readers to detect incoming criminals and activate police to stop them.

- Theft, robberies and homeless control.
- Enforcing leash laws, and noise ordinances. Loud motorcycles and cars. Police the parks to fight litter, graffiti and speeding by electric boards and bikes. Adopt a zero-tolerance crime fighting policy.
- Ticket those speeding on LG Blvd in the mornings and evenings.

Environmental Concerns (22 mentions)

Environmental Concerns -Sustainability (11 mentions)

- By "beautifying" you mean more pavements, more nonnative plants? Town need to recognize our collective responsibility in supporting wildlife and eco-system. It's sad to see a sterile environment everywhere.
- Emphasis and incentives for renewable energy - government, business, residential
- Environment and recycling
- Environmental and recycling.
- Why is it that 90% of gardeners still use gas blowers? Can we spend money to have people driving around and issuing citations? That would bring income.
- Increase Town patrols for educating the public and enforcing rules re: prohibition of gas blowers, cut down of trees, and un-permitted construction. Better project management of Town construction; I've talked to the Town about road maintenance projects that fell short of the requirements and there was no follow-up! Coordinate volunteer days for things like wildfire mitigation and trash pick-up.
- Noisy and polluting cars. Wildfire suppression- prepare for it. Put utilities underground.
- Protecting our open space
- Tree trimming for fire safety, Underground utilities, incorporating solar power, allow natural gas in homes.
- Wildfire suppression and preparation

Environmental Concerns – Trees (7 mentions)

- Invest in maintenance of town trees.
- Investing in more street trees. Trees reduce summer heat, provide shade to pedestrians and parked cars and pull CO2 out of the atmosphere (addressing climate change)
- Maintaining architectural constancy in the downtown area and preservation of redwood and Oak canopy throughout the town of los gatos
- Maintaining trees along city streets.
- Tree and brush removal in the VHFHSZ. Enforce defensible space on private property.
- Tree trimming.
- Maintain the orchards on Lark ave, do not convert to housing

Environmental Concerns – Trash removal (4 mentions)

- Pay Cal Trans to clean Hwy 17 Median strip, increase frequency of trash clean up. This approach to our town is a disgrace. Make them replace and repair the broken freeway signs.
- Picking up trash along all roads in the community, ensure that businesses and grocery stores pick up stray carts, clean up the parks.

- Trash collection. Dumping and recycling services.
- Who is responsible for maintaining the grassy areas along the creeks in my neighborhood? I can't seem to find out who is responsible for the cleanup of dead brush, which creates a fire hazard. My neighborhood is off Shannon Road.

Housing Concerns (18 mentions)

Housing Concerns- Housing Development (12 mentions)

- Please defend the Town from growth just for the purpose of "affordable housing". Not everyone can live on Knob Hill.
- Limiting housing growth to the north forty. Protecting natural beauty and hillside views of the area.
- Stop approving new housing developments that seem to ignore the consequential impacts on infrastructure such as roads schools etc.
- Low-income housing.
- Affordable housing for middle range income families. Diversity.
- Affordable housing for teachers, school employees and local work force. Continue with local BMR program for locals.
- Affordable housing units.
- Affordable housing, not just for seniors
- Building more affordable housing
- Facilitating the creation of more affordable housing for low- and middle-income residents
- Housing that is affordable for nurses, teachers, fire and policeman is critical. We were told North 40 would be affordable. The 1-bedroom condos are going for 1.6 million plus!
- Teacher housing, affordable housing

Housing Concerns- Houseless Concerns (6 mentions)

- Addressing homelessness - house the un-housed - mental health issues
- Help for homeless. Los Gatos United Methodist does some, but other things need to be done.
- Helping homeless with housing and other services
- Prevent homeless camps.
- Management of unhoused community and resources for their finding home.
- Homeless control

Parking Concerns (15 mentions)

- Removing "parklets" in town even though stores paid for them.
- Additional and better parking for downtown residents and visitors.
- Build a parking structure downtown like Palo Alto and Mountainview.
- Build parking garage behind post office. Reduce taxes and look to ways to minimize expense
- Get rid of the meter maids.
- Parking
- Parking
- Parking downtown.

- Parking is terrible, Mt View & Campbell have free public parking structures and we dine there often. Close Santa Cruz on-ramp in summer weekends
- Parking, remove temporary parking
- Same answer for the last 10 years. Build parking structures on existing parking land to get the cars off the streets and provide more foot traffic for businesses. Palo Alto and Campbell are great examples.
- Also, the town needs to invest in a multi-story parking structure near North Santa Cruz Ave to improve access and conditions for local businesses.
- Provide much more parking for small shops and businesses.
- The green pylons and in street parking are ridiculous.
- Parking a high priority

Schools, Childcare, and Youth Services (13 mentions)

- Blossom Hill elementary safety project should be a high priority before someone gets hurt again. Please make funding a priority
- School buses.
- Access to more daycare options and childcare.
- It would be nice if the school district could partner with the city to maintain the school districts sports fields. Artificial turfs are hazardous for our kids.
- Need more parent and me classes. Very disappointed the library does not have reading time for the kids. Other towns have resumed in person reading times.
- Police are not able to find the people who deface the school with such hate. We should use the county sheriff.
- Programs for middle/high school students.
- PROVIDE SCHOOL BUS SERVICE - Restart the school bus service. Just doesn't make sense to have hundreds of parents driving children to school, when we are battling increased traffic, especially with the unwanted North 40 traffic joining us soon!
- Schools.
- Schools and education.
- Schools and education.
- Should have included schools.
- Tax dollars be provided for the high schools, support all children.

Senior Living (12 mentions)

- An improved senior center.
- Any and all aging in place improvements.
- Expanded services and outreach for our Senior community.
- New working heat/ac at the senior center. Get grants, maybe local tax.
- Senior citizens.
- Senior programs.
- Senior services.
- Senior services are very much in need of improvement.
- Senior services for home bound seniors.

- Senior services, outings and activities. Indoor heated pool. Restrooms. Bus stop. Local shuttle. Entertainment.
- More affordable programs and activities for seniors. More affordable and diverse housing for all.
- A combination of senior housing----market value and low income

Other (4 mentions)

- Covid-19 restrictions is killing downtown. Our town government needs to listen to all constituents not just the people they agree with.
- I am absolutely opposed to the ridiculous / tacky holiday ornaments/ stars, etc. What a waste of money.
- Invest in trained dogs to reduce/control the geese population in Varona.
- Pension fund needs improvement.

Q16. Communication and Community Engagement. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	13.7%	33.1%	28.5%	6.6%	1.5%	16.6%
Q16-2. Access to Finance & Budget information	6.9%	21.4%	33.2%	7.5%	1.5%	29.4%
Q16-3. Availability of information about Town programs & services	11.4%	35.1%	30.9%	7.8%	0.8%	14.0%
Q16-4. Efforts by Town to keep residents informed about local issues	10.3%	29.7%	28.6%	16.2%	2.8%	12.5%
Q16-5. Timeliness of information provided by Town	8.6%	24.0%	34.8%	10.6%	2.3%	19.7%
Q16-6. Opportunity to engage/ provide input into decisions made by Elected Officials	8.6%	22.2%	31.5%	13.7%	3.5%	20.5%
Q16-7. Opportunity to engage in improvements in my neighborhood	7.1%	16.8%	32.8%	15.5%	4.8%	23.1%
Q16-8. Opportunity to engage in development projects in my neighborhood	6.8%	15.2%	33.5%	14.9%	6.0%	23.5%
Q16-9. Overall usefulness of Town website	8.0%	23.7%	31.7%	9.4%	2.3%	24.9%
Q16-10. Town Department's use of social media	5.4%	14.8%	29.4%	5.5%	1.8%	43.1%

WITHOUT “DON’T KNOW” RESPONSES**Q16. Communication and Community Engagement. Please rate your satisfaction with the following services provided by the Town of Los Gatos. (without "don't know")**

(N=650)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	16.4%	39.7%	34.1%	7.9%	1.8%
Q16-2. Access to Finance & Budget information	9.8%	30.3%	47.1%	10.7%	2.2%
Q16-3. Availability of information about Town programs & services	13.2%	40.8%	36.0%	9.1%	0.9%
Q16-4. Efforts by Town to keep residents informed about local issues	11.8%	33.9%	32.7%	18.5%	3.2%
Q16-5. Timeliness of information provided by Town	10.7%	29.9%	43.3%	13.2%	2.9%
Q16-6. Opportunity to engage/provide input into decisions made by Elected Officials	10.8%	27.9%	39.7%	17.2%	4.4%
Q16-7. Opportunity to engage in improvements in my neighborhood	9.2%	21.8%	42.6%	20.2%	6.2%
Q16-8. Opportunity to engage in development projects in my neighborhood	8.9%	19.9%	43.9%	19.5%	7.8%
Q16-9. Overall usefulness of Town website	10.7%	31.6%	42.2%	12.5%	3.1%
Q16-10. Town Department's use of social media	9.5%	25.9%	51.6%	9.7%	3.2%

Q17. Which THREE of the services listed in Question 16 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

Q17. Top choice	Number	Percent
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	73	11.2 %
Access to Finance & Budget information	25	3.8 %
Availability of information about Town programs & services	67	10.3 %
Efforts by Town to keep residents informed about local issues	144	22.2 %
Timeliness of information provided by Town	15	2.3 %
Opportunity to engage/provide input into decisions made by Elected Officials	48	7.4 %
Opportunity to engage in improvements in my neighborhood	52	8.0 %
Opportunity to engage in development projects in my neighborhood	33	5.1 %
Overall usefulness of Town website	36	5.5 %
Town Department's use of social media	11	1.7 %
None chosen	146	22.5 %
Total	650	100.0 %

Q17. Which THREE of the services listed in Question 16 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

Q17. 2nd choice	Number	Percent
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	32	4.9 %
Access to Finance & Budget information	39	6.0 %
Availability of information about Town programs & services	55	8.5 %
Efforts by Town to keep residents informed about local issues	93	14.3 %
Timeliness of information provided by Town	40	6.2 %
Opportunity to engage/provide input into decisions made by Elected Officials	65	10.0 %
Opportunity to engage in improvements in my neighborhood	74	11.4 %
Opportunity to engage in development projects in my neighborhood	57	8.8 %
Overall usefulness of Town website	20	3.1 %
Town Department's use of social media	9	1.4 %
None chosen	166	25.5 %
Total	650	100.0 %

Q17. Which THREE of the services listed in Question 16 do you think should receive the MOST EMPHASIS from the Town over the next TWO years?

Q17. 3rd choice	Number	Percent
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	43	6.6 %
Access to Finance & Budget information	27	4.2 %
Availability of information about Town programs & services	49	7.5 %
Efforts by Town to keep residents informed about local issues	56	8.6 %
Timeliness of information provided by Town	40	6.2 %
Opportunity to engage/provide input into decisions made by Elected Officials	59	9.1 %
Opportunity to engage in improvements in my neighborhood	57	8.8 %
Opportunity to engage in development projects in my neighborhood	60	9.2 %
Overall usefulness of Town website	40	6.2 %
Town Department's use of social media	18	2.8 %
None chosen	201	30.9 %
Total	650	100.0 %

Q17. Which THREE of the services listed in Question 16 do you think should receive the MOST EMPHASIS from the Town over the next TWO years? (top 3)

Q17. Top choice	Number	Percent
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	148	22.8 %
Access to Finance & Budget information	91	14.0 %
Availability of information about Town programs & services	171	26.3 %
Efforts by Town to keep residents informed about local issues	293	45.1 %
Timeliness of information provided by Town	95	14.6 %
Opportunity to engage/provide input into decisions made by Elected Officials	172	26.5 %
Opportunity to engage in improvements in my neighborhood	183	28.2 %
Opportunity to engage in development projects in my neighborhood	150	23.1 %
Overall usefulness of Town website	96	14.8 %
Town Department's use of social media	38	5.8 %
None chosen	146	22.5 %
Total	1583	

Q18. Please CHECK ALL the ways you learn about Los Gatos programs, news, activities, and events.

Q18. All the ways you learn about Los Gatos programs, news, activities, & events

	Number	Percent
Regional news, radio, newspaper, magazines	356	54.8 %
Los Gatos Chamber of Commerce	98	15.1 %
Town Notify Me registrations (e.g., weekly "What's New" newsletter)	138	21.2 %
Online search/blogs (e.g., The Patch)	217	33.4 %
Town/Library/PD/Social media (Facebook, Twitter, Instagram, LinkedIn, Nextdoor)	232	35.7 %
Local publications-Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly	456	70.2 %
Flyer, signage	160	24.6 %
Hear about it at work or in professional settings	44	6.8 %
Hear about it from neighbors	309	47.5 %
Word of mouth from friends & family	269	41.4 %
Other	29	4.5 %
Total	2308	

Q18-11. Other

Q18-11. Other	Number	Percent
Nextdoor	7	24.1 %
Mail	2	6.9 %
Website	2	6.9 %
Local political groups	1	3.4 %
NextDoor is a good site to better understand what is happening	1	3.4 %
I go to the Town offices and ask questions	1	3.4 %
Los Gatos Recreation class program booklets	1	3.4 %
Neighborhood watch	1	3.4 %
Info at senior center/helpful staff	1	3.4 %
School	1	3.4 %
Town mailings	1	3.4 %
Direct mail	1	3.4 %
Democracy tent	1	3.4 %
Reddit	1	3.4 %
Don't pay attention	1	3.4 %
The Town web page	1	3.4 %
Los Gatos recreation guide	1	3.4 %
Email	1	3.4 %
LG catalog from rec center	1	3.4 %
Library/rec center	1	3.4 %
HOA	1	3.4 %
Total	29	100.0 %

Q19. Which THREE of the sources from the list in Question 18 do you MOST PREFER to use to learn about Town news, events, programs, or activities?

Q19. Top choice	Number	Percent
Regional news, radio, newspaper, magazines	88	13.5 %
Los Gatos Chamber of Commerce	16	2.5 %
Town Notify Me registrations (e.g., weekly "What's New" newsletter)	113	17.4 %
Online search/blogs (e.g., The Patch)	28	4.3 %
Town/Library/PD/Social media (Facebook, Twitter, Instagram, LinkedIn, Nextdoor)	83	12.8 %
Local publications-Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly	147	22.6 %
Flyer, signage	14	2.2 %
Hear about it from neighbors	7	1.1 %
Word of mouth from friends & family	6	0.9 %
Other	10	1.5 %
None chosen	138	21.2 %
Total	650	100.0 %

Q19. Which THREE of the sources from the list in Question 18 do you MOST PREFER to use to learn about Town news, events, programs, or activities?

Q19. 2nd choice	Number	Percent
Regional news, radio, newspaper, magazines	46	7.1 %
Los Gatos Chamber of Commerce	23	3.5 %
Town Notify Me registrations (e.g., weekly "What's New" newsletter)	57	8.8 %
Online search/blogs (e.g., The Patch)	60	9.2 %
Town/Library/PD/Social media (Facebook, Twitter, Instagram, LinkedIn, Nextdoor)	63	9.7 %
Local publications-Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly	136	20.9 %
Flyer, signage	38	5.8 %
Hear about it at work or in professional settings	2	0.3 %
Hear about it from neighbors	15	2.3 %
Word of mouth from friends & family	11	1.7 %
Other	5	0.8 %
None chosen	194	29.8 %
Total	650	100.0 %

Q19. Which THREE of the sources from the list in Question 18 do you MOST PREFER to use to learn about Town news, events, programs, or activities?

Q19. 3rd choice	Number	Percent
Regional news, radio, newspaper, magazines	56	8.6 %
Los Gatos Chamber of Commerce	25	3.8 %
Town Notify Me registrations (e.g., weekly "What's New" newsletter)	33	5.1 %
Online search/blogs (e.g., The Patch)	39	6.0 %
Town/Library/PD/Social media (Facebook, Twitter, Instagram, LinkedIn, Nextdoor)	56	8.6 %
Local publications-Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly	58	8.9 %
Flyer, signage	52	8.0 %
Hear about it at work or in professional settings	3	0.5 %
Hear about it from neighbors	29	4.5 %
Word of mouth from friends & family	23	3.5 %
Other	5	0.8 %
None chosen	271	41.7 %
Total	650	100.0 %

SUM OF THE TOP THREE CHOICES

Q19. Which THREE of the sources from the list in Question 18 do you MOST PREFER to use to learn about Town news, events, programs, or activities? (top 3)

Q19. Top choice	Number	Percent
Regional news, radio, newspaper, magazines	190	29.2 %
Los Gatos Chamber of Commerce	64	9.8 %
Town Notify Me registrations (e.g., weekly "What's New" newsletter)	203	31.2 %
Online search/blogs (e.g., The Patch)	127	19.5 %
Town/Library/PD/Social media (Facebook, Twitter, Instagram, LinkedIn, Nextdoor)	202	31.1 %
Local publications-Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly	341	52.5 %
Flyer, signage	104	16.0 %
Hear about it at work or in professional settings	5	0.8 %
Hear about it from neighbors	51	7.8 %
Word of mouth from friends & family	40	6.2 %
Other	20	3.1 %
None chosen	138	21.2 %
Total	1485	

Q20. Please CHECK ALL of the Town's social media accounts that you follow.

Q20. All the Town's social media accounts that you follow	Number	Percent
Town Twitter	37	5.7 %
Town Facebook	99	15.2 %
Library Instagram	27	4.2 %
Town Instagram	62	9.5 %
Town LinkedIn	5	0.8 %
PD Facebook	32	4.9 %
PD Twitter	23	3.5 %
PD Instagram	20	3.1 %
Library Facebook	30	4.6 %
Town Nextdoor	256	39.4 %
Other	19	2.9 %
Total	610	

Q20-11. Other

Q20-11. Other	Number	Percent
Los Gatos Weekly	5	26.3 %
Weekly LG newspaper	1	5.3 %
Town emails that I have signed up for	1	5.3 %
Newspaper	1	5.3 %
Library email	1	5.3 %
YouTube	1	5.3 %
Lime	1	5.3 %
Library & Town emails	1	5.3 %
Peeps of Los Gatos	1	5.3 %
Reddit	1	5.3 %
Safe routes	1	5.3 %
SMS, Nextdoor	1	5.3 %
Nextdoor	1	5.3 %
Town website	1	5.3 %
LG website	1	5.3 %
Total	19	100.0 %

Q21. Customer Service. Have you called or visited the Town with a question, problem, or complaint during the past year?

Q21. Have you called or visited Town with a question, problem, or complaint during past year	Number	Percent
Yes	230	35.4 %
No	410	63.1 %
Don't know	10	1.5 %
Total	650	100.0 %

WITHOUT "DON'T KNOW" RESPONSES**Q21. Customer Service. Have you called or visited the Town with a question, problem, or complaint during the past year? (without "don't know")**

Q21. Have you called or visited Town with a question, problem, or complaint during past year	Number	Percent
Yes	230	35.9 %
No	410	64.1 %
Total	640	100.0 %

Q21a. How easy was it to contact the person you needed to reach?

Q21a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	83	36.1 %
Somewhat easy	78	33.9 %
Difficult	43	18.7 %
Very difficult	20	8.7 %
Don't know	6	2.6 %
Total	230	100.0 %

WITHOUT "DON'T KNOW" RESPONSES**Q21a. How easy was it to contact the person you needed to reach? (without "don't know")**

Q21a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	83	37.1 %
Somewhat easy	78	34.8 %
Difficult	43	19.2 %
Very difficult	20	8.9 %
Total	224	100.0 %

Q21b. What department(s) did you contact?

<u>Q21b. What department(s) did you contact</u>	<u>Number</u>	<u>Percent</u>
Police	88	38.3 %
Community Development	42	18.3 %
Parks & Public Works	89	38.7 %
Finance	7	3.0 %
Town Manager/Clerk Offices	49	21.3 %
Town Attorney	10	4.3 %
Library	30	13.0 %
<u>Other</u>	<u>44</u>	<u>19.1 %</u>
Total	359	

Q21b-9. Other

<u>Q21b-9. Other</u>	<u>Number</u>	<u>Percent</u>
Planning	9	20.5 %
Building Department	5	11.4 %
Code Compliance	3	6.8 %
Council member	2	4.5 %
Permits	2	4.5 %
Planning Commission	2	4.5 %
Permit for home renovation	1	2.3 %
Code Enforcement	1	2.3 %
Street maintenance	1	2.3 %
Roads	1	2.3 %
Building/planning	1	2.3 %
Trash collection	1	2.3 %
Street light	1	2.3 %
Tree department	1	2.3 %
Senior activities staff were welcoming and helpful	1	2.3 %
Arborist	1	2.3 %
Maintenance/sewer	1	2.3 %
Street	1	2.3 %
Replace street light bulb	1	2.3 %
Town Council	1	2.3 %
Traffic enforcement	1	2.3 %
Town planning	1	2.3 %
Town Arborist	1	2.3 %
Help with permits	1	2.3 %
Compliance safety issue	1	2.3 %
Sanitary sewer services	1	2.3 %
<u>Traffic</u>	<u>1</u>	<u>2.3 %</u>
Total	44	100.0 %

Q21c. Several factors may influence your perception of the quality of customer service you receive from Town employees. Please rate how often the employees you MOST RECENTLY contacted have displayed the following.

(N=230)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q21c-1. They did what they said they would do in a timely manner	36.1%	22.2%	12.6%	10.9%	7.4%	10.9%
Q21c-2. They gave prompt, accurate, & complete answers to questions	37.0%	22.6%	20.0%	8.7%	4.8%	7.0%
Q21c-3. They helped me resolve an issue to my satisfaction or adequately explained their reasoning	37.0%	17.8%	15.7%	13.0%	10.4%	6.1%
Q21c-4. They made it easy for me to handle my request	35.7%	18.3%	16.5%	11.3%	10.0%	8.3%
Q21c-5. They were courteous & polite	53.5%	27.8%	6.1%	2.6%	3.5%	6.5%

WITHOUT "DON'T KNOW" RESPONSES

Q21c. Several factors may influence your perception of the quality of customer service you receive from Town employees. Please rate how often the employees you MOST RECENTLY contacted have displayed the following. (without "don't know")

(N=230)

	Always	Usually	Sometimes	Seldom	Never
Q21c-1. They did what they said they would do in a timely manner	40.5%	24.9%	14.1%	12.2%	8.3%
Q21c-2. They gave prompt, accurate, & complete answers to questions	39.7%	24.3%	21.5%	9.3%	5.1%
Q21c-3. They helped me resolve an issue to my satisfaction or adequately explained their reasoning	39.4%	19.0%	16.7%	13.9%	11.1%
Q21c-4. They made it easy for me to handle my request	38.9%	19.9%	18.0%	12.3%	10.9%
Q21c-5. They were courteous & polite	57.2%	29.8%	6.5%	2.8%	3.7%

Q22. Do you think you will be living in Los Gatos, CA, five years from now?

<u>Q22. Will you be living in Los Gatos, CA, five years from now</u>	<u>Number</u>	<u>Percent</u>
Yes	517	79.5 %
No	106	16.3 %
I don't know	27	4.2 %
Total	650	100.0 %

WITHOUT "I DON'T KNOW" RESPONSES**Q22. Do you think you will be living in Los Gatos, CA, five years from now? (without "not provided")**

<u>Q22. Will you be living in Los Gatos, CA, five years from now</u>	<u>Number</u>	<u>Percent</u>
Yes	517	83.0 %
No	106	17.0 %
Total	623	100.0 %

- Cannot afford rising homes cost.
- Cannot afford to stay here.
- Cost.
- Cost.
- Cost of housing is out of reach.
- Cost of living.
- Cost of living is too high.
- Cost of living, housing.
- Cost of living. Not able to afford proper housing any longer.
- high property tax
- Expensive.
- Getting too expensive.
- High rent. Siblings go to college, so i can go to wherever my job will be in 5 years
- Hopefully be a homeowner in a more affordable area.
- Housing prices are too high, and inventory is low.
- I work in town, if wages don't keep up with neighboring cities, i cannot afford to stay.
- Increase in cost of living.
- It is expensive and the property tax is too high.
- It is too expensive to retire here, not affordable for my grown children to buy a house here.
- It is too expensive. Our house. Increased in the last 3 years in value by 1million, but the property taxes are also going up.
- Not enough affordable homes.
- Property taxes are too high. Will move to a more tax friendlier state.
- Rent may be too high.
- The cost of living is too high.
- The taxes and overall cost of living is so high, and we no longer have kids in the school system.
- Too expensive.
- Too expensive.
- Too expensive.
- Too expensive.
- Very expensive to live here.

Overcrowding (13 mentions)

- I also see that the need to overbuild in the community in order to increase revenue makes it overcrowded. I feel that the planning of Los Gatos has been neglected. I look to Menlo Park, and other places which still have a lovely downtown and a less crowded way of life.
- Not if they keep building and there are major changes to zoning laws.
- Overcrowding. Lack of downtown parking.
- It is too congested here.
- Too congested.
- congested.
- Too much high-density housing being constructed, plus summer beach traffic problem.
- Traffic and over development.

- Traffic issues, housing.
- I also see that the need to overbuild in the community in order to increase revenue makes it overcrowded. I feel that the planning of Los Gatos has been neglected. I look to Menlo Park, and other places which still have a lovely downtown and a less crowded way of life.
- Crowded
- Downsize to a different area as traffic, Netflix and north 40 developments have adversely affected my area.
- The traffic is congested

Community Differences (12 mentions)

- My family is eager to move to a more diverse community near the beach.
- Not welcoming to outsiders.
- Other cities are growing more positive. Not here.
- Politics
- Racism.
- The racism is too much. No matter how educated or well of, people treat non-whites like second class citizens.
- The town is dominated by rich people. It's not an inclusive community.
- The town is too liberal for me, cost of living is too high. The bike lanes are too much.
- Too many karen's in both the town and government. Seriously, the residents and those working in town government act like their will is the law. The north 40 vote to reject the development plan is the best example. They knew it was not going to stand up in court and voted not anyway all because they wanted something not prescribed by the law. We get stuck with the legal bill. The town of lg has known about the north 40 project for decades and each year chose to do nothing about it. Sitting in planning commission meetings reveals equally absurd motions and requirements from building applicants. "It feels massive" said one planning commissioner. I'll never forget that one. Can you provide the building code that addresses this? What a joke. Don't get me started on horrible traffic management. What a joke Winchester Blvd. has become. Who thought of this nightmare?
- Decline of downtown
- It is a very snooty community and not worth the traffic headache. I grew up here and find what this town has become to be disappointing.
- Unfriendly

Other

- Although i am a Los Gatos resident, i cannot attend Los Gatos schools.
- Because of my age.
- I will be dead or in a retirement home.
- I'm 91 yr. Old soon to be 92.
- Job transfer.
- Kids will be grown up and out of the house.
- Moving out of state for more land.
- Moving out of state.

- Moving to Oregon.
- My house is essentially my retirement and so i will need to sell it at some point.
- Plan to move after i retire.
- Retire somewhere else.
- Retired, looking for smaller place.
- Retirement, downsizing.
- Retiring out of state.
- Reunite with family.
- We are retired- probably take-home value out and leave area.
- Will retire, move near children.

Q23. Do you own or rent your current residence?

<u>Q23. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	495	76.2 %
Rent	152	23.4 %
Not provided	3	0.5 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q23. Do you own or rent your current residence? (without "not provided")**

<u>Q23. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	495	76.5 %
Rent	152	23.5 %
Total	647	100.0 %

Q24. What type of dwelling do you live in?

<u>Q24. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	529	81.4 %
Duplex or townhome	81	12.5 %
Apartment or condominium building	26	4.0 %
Other	3	0.5 %
Not provided	11	1.7 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q24. What type of dwelling do you live in? (without "not provided")**

<u>Q24. What type of dwelling do you live in</u>	<u>Number</u>	<u>Percent</u>
Single family house (detached from other houses)	529	82.8 %
Duplex or townhome	81	12.7 %
Apartment or condominium building	26	4.1 %
Other	3	0.5 %
Total	639	100.0 %

Q24-4. Other

<u>Q24-4. Other</u>	<u>Number</u>	<u>Percent</u>
Backyard studio16	1	33.3 %
4-plex	1	33.3 %
Senior community	1	33.3 %
Total	3	100.0 %

Q25. Approximately how many years have you lived in Los Gatos?

<u>Q25. How many years have you lived in Los Gatos</u>	<u>Number</u>	<u>Percent</u>
0-5 years	100	15.4 %
6-10 years	62	9.5 %
11-15 years	50	7.7 %
16-20 years	60	9.2 %
21-30 years	143	22.0 %
31 years or longer	204	31.4 %
Not provided	31	4.8 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q25. Approximately how many years have you lived in Los Gatos? (without "not provided")**

<u>Q25. How many years have you lived in Los Gatos</u>	<u>Number</u>	<u>Percent</u>
0-5 years	100	16.2 %
6-10 years	62	10.0 %
11-15 years	50	8.1 %
16-20 years	60	9.7 %
21-30 years	143	23.1 %
31 years or longer	204	33.0 %
Total	619	100.0 %

Q26. Please answer the following questions by circling "Yes" or "No."

(N=650)

	Yes	No	Not provided
Q26-1. Had contact with a Police Department officer during last year	32.9%	65.7%	1.4%
Q26-2. Visited Town's website (losgatosca.gov) in last year	63.5%	34.8%	1.7%
Q26-3. Had members of your household visit any parks in Los Gatos in last year	91.2%	7.5%	1.2%
Q26-4. Ridden a bicycle on Town streets or used Town trails in last year	69.7%	28.9%	1.4%

WITHOUT "NOT PROVIDED" RESPONSES**Q26. Please answer the following questions by circling "Yes" or "No." (without "not provided")**

(N=650)

	Yes	No
Q26-1. Had contact with a Police Department officer during last year	33.4%	66.6%
Q26-2. Visited Town's website (losgatosca.gov) in last year	64.6%	35.4%
Q26-3. Had members of your household visit any parks in Los Gatos in last year	92.4%	7.6%
Q26-4. Ridden a bicycle on Town streets or used Town trails in last year	70.7%	29.3%

Q27. Which of the following best describes your race/ethnicity?

<u>Q27. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	5	0.8 %
American Indian/Alaska Native	4	0.6 %
Asian	99	15.2 %
Hispanic/Latino	46	7.1 %
White	505	77.7 %
Other	10	1.5 %
Total	669	

Q27-6. Self-describe your race/ethnicity:

<u>Q27-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	20.0 %
European	2	20.0 %
Italian	1	10.0 %
Persian	1	10.0 %
American Arab	1	10.0 %
Multi-race	1	10.0 %
Middle Eastern	1	10.0 %
Pacific Islander	1	10.0 %
Total	10	100.0 %

Q28. What is your preferred language to speak?

<u>Q28. Your preferred language to speak</u>	<u>Number</u>	<u>Percent</u>
English	624	96.0 %
Spanish	3	0.5 %
Mandarin	5	0.8 %
Russian	2	0.3 %
Other	5	0.8 %
Not provided	11	1.7 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q28. What is your preferred language to speak? (without "not provided")**

<u>Q28. Your preferred language to speak</u>	<u>Number</u>	<u>Percent</u>
English	624	97.7 %
Spanish	3	0.5 %
Mandarin	5	0.8 %
Russian	2	0.3 %
Other	5	0.8 %
Total	639	100.0 %

Q28-5. Other:

<u>Q28-5. Other</u>	<u>Number</u>	<u>Percent</u>
Italian, French	1	20.0 %
French	1	20.0 %
Italian	1	20.0 %
Hindi	1	20.0 %
Korean	1	20.0 %
Total	5	100.0 %

Q29. Would you say your total annual household income is...

<u>Q29. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	37	5.7 %
\$50K to \$99,999	79	12.2 %
\$100K to \$199,999	201	30.9 %
\$200K+	235	36.2 %
Not provided	98	15.1 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q29. Would you say your total annual household income is... (without "not provided")**

<u>Q29. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$50K	37	6.7 %
\$50K to \$99,999	79	14.3 %
\$100K to \$199,999	201	36.4 %
\$200K+	235	42.6 %
Total	552	100.0 %

Q30. What is your age?

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	94	14.5 %
25-34 years	101	15.5 %
35-44 years	119	18.3 %
45-54 years	152	23.4 %
55-64 years	160	24.6 %
Not provided	24	3.7 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q30. What is your age? (without "not provided")**

<u>Q30. Your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	94	15.0 %
25-34 years	101	16.1 %
35-44 years	119	19.0 %
45-54 years	152	24.3 %
55-64 years	160	25.6 %
Total	626	100.0 %

Q31. What is your gender identity?

Q31. Your gender identity	Number	Percent
Male	308	47.4 %
Female	313	48.2 %
Prefer to self-describe	2	0.3 %
Not provided	27	4.2 %
Total	650	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES**Q31. What is your gender identity? (without "not provided")**

Q31. Your gender identity	Number	Percent
Male	308	49.4 %
Female	313	50.2 %
Prefer to self-describe	2	0.3 %
Total	623	100.0 %

Q31-3. Self-describe your gender identity:

Q31-3. Self-describe your gender identity	Number	Percent
Mixed	1	50.0 %
Non-binary	1	50.0 %
Total	2	100.0 %

Section 6:

Survey Instrument



TOWN OF LOS GATOS

2022 Town of Los Gatos Community Survey

Dear Los Gatos Resident,

You have been selected to participate in the 2022 Town of Los Gatos Community Survey! Town Council and Town staff believe it is crucial to ask our residents whether they are satisfied with services provided to the community. Asking questions ensures the Town's priorities are aligned with the needs of our residents; it is important to know what you think.

Your feedback is essential, especially since your household was among a limited number of randomly selected households that were invited to participate in this survey. Your participation is necessary to make the survey a success.

We greatly appreciate your time. We realize this survey takes some time to complete, but every question is crucial. The time you invest in this survey will influence decisions that will be made about the Town's future. Your responses will also help Council Members and Town staff gauge the success of their efforts to carry out the community's vision for Los Gatos and to address the many opportunities and challenges it faces.

Please return your survey or complete it online sometime during the next two weeks. We have selected ETC Institute to administer this survey. Since 1982, ETC Institute has been serving local government organizations and is the leading market research firm in the nation. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, Kansas, 66061 or go to losgatossurvey.org to complete the survey online. If you have any questions, please contact: Esther Campbell, Senior Research Analyst for ETC Institute, at esther.campbell@etcinstitute.com or (913) 254-4528.

Thank you very much for taking the time to provide your valuable input to help us understand your priorities, concerns, and insights, and the opportunities that we have in this wonderful Town. Your participation is greatly appreciated.

Sincerely,

Laurel Prevetti
Town Manager
Town of Los Gatos

Si tiene preguntas acerca de la encuesta y no habla inglés, por favor llame al 1-844-811-0411.

如果您对调查有任何疑问并且不会说英语，请致电 1-844-872-2562.



2022 Town of Los Gatos Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Town's ongoing effort to identify and respond to resident concerns. You may complete the survey by returning it in the postage-paid envelope that has been provided, or online at LosGatosSurvey.org.



1. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the Town of Los Gatos with regard to each of the following.

How would you rate the Town of Los Gatos...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place where I feel welcome	5	4	3	2	1	9

2. **Overall Quality of Town Services.** Please rate your overall satisfaction of these major categories of services provided by the Town of Los Gatos.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Town parks and recreation facilities	5	4	3	2	1	9
2. Town Planning, Buildings, and Development services (e.g., issuing permits)	5	4	3	2	1	9
3. Overall effectiveness of Town communication with the public	5	4	3	2	1	9
4. Overall maintenance of Town streets, sidewalks, and infrastructure	5	4	3	2	1	9
5. Overall quality of customer service you receive from Town employees	5	4	3	2	1	9
6. Overall quality of Town library services	5	4	3	2	1	9
7. Overall quality of Town police services	5	4	3	2	1	9

3. Which TWO of the services listed in Question 2 do you think are MOST IMPORTANT for the Town to provide? [Write in your answers below using the numbers from the list in Question 2, or circle 'NONE.']

1st: ____ 2nd: ____ NONE

4. **Perceptions of the Community.** Please rate your satisfaction with each of the following items that may influence your perception of the Town of Los Gatos.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the Town	5	4	3	2	1	9
2. Overall value you receive for your Town tax dollars and fees	5	4	3	2	1	9
3. Overall image of the Town	5	4	3	2	1	9
4. Overall quality of life in the Town	5	4	3	2	1	9
5. Overall feeling of safety in the Town	5	4	3	2	1	9

5. Public Safety Perceptions. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Effectiveness of local Police protection	5	4	3	2	1	9
2. Efforts to collaborate with the public to address concerns	5	4	3	2	1	9
3. Enforcement of local traffic laws	5	4	3	2	1	9
4. How quickly police respond to emergencies	5	4	3	2	1	9
5. Overall Police performance in your neighborhood	5	4	3	2	1	9
6. Professionalism of Police Officers	5	4	3	2	1	9
7. Quality of dispatch/911 services	5	4	3	2	1	9
8. The Town's overall efforts to prevent crime	5	4	3	2	1	9
9. The visibility of Police personnel in neighborhoods	5	4	3	2	1	9

6. Which THREE services listed above do you think should receive the MOST EMPHASIS from the Town over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. Streets, Sidewalks, and Infrastructure. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major Town streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Condition of sidewalks in the Town	5	4	3	2	1	9
4. Maintenance of street signs and traffic signals	5	4	3	2	1	9
5. Adequacy of Town street lighting	5	4	3	2	1	9
6. Accessibility of streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9
7. Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9
8. Flow of traffic on Town streets	5	4	3	2	1	9
9. Overall cleanliness of Town streets and other public areas	5	4	3	2	1	9

8. Which THREE of the services listed above do you think should receive the MOST EMPHASIS from the Town over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____ 3rd: ____

9. Parks Facilities. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of Town parks	5	4	3	2	1	9
2. Quality of other recreation facilities - tennis/pickleball courts	5	4	3	2	1	9
3. Quality of customer service from Parks employees	5	4	3	2	1	9
4. Quality of facilities such as picnic areas and playgrounds in Town parks	5	4	3	2	1	9
5. Quality of Town outdoor athletic fields (e.g., baseball and soccer)	5	4	3	2	1	9
6. Walking and biking trails in the Town	5	4	3	2	1	9

10. Which TWO of the services listed in Question 10 do you think should receive the **MOST EMPHASIS** from the Town over the next TWO years? *[Write in your answers below using the numbers from the list in Question 9.]*

1st: _____ 2nd: _____

11. **Economic Opportunity.** Please rate your satisfaction with the following areas.

How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Access to healthy food that you can afford	5	4	3	2	1	9
2. Access to quality childcare that you can afford	5	4	3	2	1	9
3. Access to quality health care that you can afford	5	4	3	2	1	9
4. Access to quality housing you can afford	5	4	3	2	1	9
5. Availability of adequate and affordable housing units	5	4	3	2	1	9
6. How well the Town is managing growth	5	4	3	2	1	9
7. Support for entrepreneurs and small business owners available in the Town	5	4	3	2	1	9
8. Town's efforts to attract new business and tourism	5	4	3	2	1	9
9. Qualified workforce	5	4	3	2	1	9

12. Which THREE of the economic opportunities listed in Question 11 do you think should receive the **MOST EMPHASIS** from the Town over the next TWO years? *[Write in your answers below using the numbers from the list in Question 11.]*

1st: _____ 2nd: _____ 3rd: _____

13. **Community Investment Areas.** Please rate your level of support for investing your tax dollars on a scale of 1 to 4, where 4 means "Very Supportive" and 1 means "Not Supportive," for each of the following.

How supportive are you of....	Very Supportive	Supportive	Not Sure	Not Supportive
01. Beautifying downtown	4	3	2	1
02. Improving bicycle access and safety on Town roads	4	3	2	1
03. Improving pedestrian access and safety along Town roads	4	3	2	1
04. Improving traffic flow to reduce traffic congestion	4	3	2	1
05. Investing in more Library materials and programs	4	3	2	1
06. Upgrading Town parks, playground equipment, and restrooms	4	3	2	1
07. Maintaining streets, sidewalks, and storm sewer systems	4	3	2	1
08. Upgrading walking, hiking, and bike trails	4	3	2	1
09. Increasing neighborhood police patrols	4	3	2	1
10. Maintaining 911 response times	4	3	2	1

14. Which THREE of the items listed in Question 13 do you think are **MOST IMPORTANT** for the Town to pursue? *[Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]*

1st: _____ 2nd: _____ 3rd: _____ NONE

15. Are there other community investment areas that were not listed in Question 13 that you would be supportive of the Town investing your tax dollars in?

16. Communication and Community Engagement. Please rate your satisfaction with the following services provided by the Town of Los Gatos.

	How satisfied are you with the overall quality of...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Access to information about Town Council, Boards, and Commissions meetings (schedules, agendas, videos, audio recordings)	5	4	3	2	1	9
02.	Access to Finance and Budget information	5	4	3	2	1	9
03.	Availability of information about Town programs and services	5	4	3	2	1	9
04.	Efforts by the Town to keep residents informed about local issues	5	4	3	2	1	9
05.	Timeliness of information provided by the Town	5	4	3	2	1	9
06.	Opportunity to engage/provide input into decisions made by Elected Officials	5	4	3	2	1	9
07.	Opportunity to engage in improvements in my neighborhood	5	4	3	2	1	9
08.	Opportunity to engage in development projects in my neighborhood	5	4	3	2	1	9
09.	Overall usefulness of Town website	5	4	3	2	1	9
10.	Town Departments use of social media	5	4	3	2	1	9

17. Which THREE of the services listed above do you think should receive the MOST EMPHASIS from the Town over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]

1st: _____ 2nd: _____ 3rd: _____

18. Please CHECK ALL the ways you learn about Los Gatos programs, news, activities, and events.

- | | |
|--|---|
| ____(01) Regional news, radio, newspaper, magazines | ____(06) Local publications: Outlook, Los Gatos, Los Gatos Living, Los Gatos Weekly |
| ____(02) Los Gatos Chamber of Commerce | ____(07) Flyer, signage |
| ____(03) Town Notify Me registrations (e.g., weekly "What's New" newsletter) | ____(08) Hear about it at work or in professional settings |
| ____(04) Online search/blogs (e.g., The Patch) | ____(09) Hear about it from neighbors |
| ____(05) Town/Library/PD/Social media (Facebook, Twitter, Instagram, LinkedIn, Nextdoor) | ____(10) Word of mouth from friends and family |
| | ____(11) Other: _____ |

19. Which THREE of the sources from the list in Question 18 do you MOST PREFER to use to learn about Town news, events, programs, or activities? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

20. Please CHECK ALL of the Town's social media accounts that you follow.

- | | | |
|----------------------------|------------------------|---------------------------|
| ____(01) Town Twitter | ____(05) Town LinkedIn | ____(09) Library Facebook |
| ____(02) Town Facebook | ____(06) PD Facebook | ____(10) Town Nextdoor |
| ____(03) Library Instagram | ____(07) PD Twitter | ____(11) Other: _____ |
| ____(04) Town Instagram | ____(08) PD Instagram | |

21. Customer Service. Have you called or visited the Town with a question, problem, or complaint during the past year?

____(1) Yes [Answer Q21 a-c.] ____ (2) No [Skip to Q22.] ____ (9) Don't know [Skip to Q22.]

21a. How easy was it to contact the person you needed to reach?

____(1) Very easy ____ (3) Difficult ____ (9) Don't know
 ____ (2) Somewhat easy ____ (4) Very difficult

21b. What department(s) did you contact? [Check all that apply.]

____ (1) Police ____ (6) Town Manager/Clerk Offices
 ____ (2) Human Resources ____ (7) Town Attorney
 ____ (3) Community Development ____ (8) Library
 ____ (4) Parks and Public Works ____ (9) Other: _____
 ____ (5) Finance

21c. Several factors may influence your perception of the quality of customer service you receive from Town employees. Please rate how often the employees you MOST RECENTLY contacted have displayed the following.

Frequency that...	Always	Usually	Sometimes	Seldom	Never	Don't Know
1. They did what they said they would do in a timely manner	5	4	3	2	1	9
2. They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3. They helped me resolve an issue to my satisfaction or adequately explained their reasoning	5	4	3	2	1	9
4. They made it easy for me to handle my request	5	4	3	2	1	9
5. They were courteous and polite	5	4	3	2	1	9

Demographics**22. Do you think you will be living in Los Gatos, CA, five years from now?**

____(1) Yes [Skip to Q23.] ____ (2) No [Answer Q22a.]

22a. Why do you think you will not be living in Los Gatos, CA, five years from now?

23. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent**24. What type of dwelling do you live in?**

____ (1) Single family house (detached from other houses) ____ (3) Apartment or condominium building
 ____ (2) Duplex or townhome ____ (4) Other: _____

25. Approximately how many years have you lived in Los Gatos? _____ years**26. Please answer the following questions by circling "Yes" or "No."**

Have you...	Yes	No
1. Had contact with a Police Department Officer during the last year?	Yes	No
2. Visited the Town's website (losgatosca.gov) in the last year?	Yes	No
3. Had members of your household visit any parks in Los Gatos in the last year?	Yes	No
4. Ridden a bicycle on Town streets or used Town trails in the last year?	Yes	No

27. Which of the following best describes your race/ethnicity? [Check all that apply.]

- ☐ (1) African American/Black
 ☐ (4) Hispanic/Latino
☐ (2) American Indian/Alaska Native
 ☐ (5) White
☐ (3) Asian
 ☐ (6) Other: _____

28. What is your preferred language to speak?

- ☐ (1) English
 ☐ (3) Mandarin
 ☐ (5) Other: _____
☐ (2) Spanish
 ☐ (4) Russian

29. Would you say your total annual household income is...

- ☐ (1) Under \$50,000
 ☐ (2) \$50,000 to \$99,999
 ☐ (3) \$100,000 to \$199,999
 ☐ (4) \$200,000 or more

30. What is your age?

- ☐ (1) 18-24 years
 ☐ (3) 35-44 years
 ☐ (5) 55-64 years
☐ (2) 25-34 years
 ☐ (4) 45-54 years
 ☐ (6) 65+ years

31. What is your gender identity?

- ☐ (1) Male
 ☐ (2) Female
 ☐ (3) Prefer to self-describe: _____

32. Would you be interested in participating in future surveys, focus groups, or other discussions on some of the topics covered in this survey?

- ☐ (1) Yes [Answer Q32a.]
 ☐ (2) No

32a. Please provide your contact information.

Name: _____ Phone: _____
 Email: _____

This concludes the survey. Thank you for your time!

Please return your survey in the postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.