

From: Phil Koen [REDACTED]
Sent: Monday, September 05, 2022 3:24 PM
To: Rob Rennie <RRennie@losgatosca.gov>; Matthew Hudes <MHudes@losgatosca.gov>; Mary Badame <MBadame@losgatosca.gov>; Marico Sayoc <MSayoc@losgatosca.gov>; Maria Ristow <MRistow@losgatosca.gov>
Cc: jvannada; Rick Van Hoeser [REDACTED] Laurel Prevetti <LPrevetti@losgatosca.gov>; Arn Andrews <aandrews@losgatosca.gov>; Lee Fagot [REDACTED]; Peter Hertan [REDACTED]
Subject: Town Survey - agenda item #10

EXTERNAL SENDER

Dear Mayor and Town Council Members,

The attached staff memo remarkably fails to point out that the most important issue identified by the Town Survey was the dissatisfaction with the Town's ability to manage growth. This item received the highest importance rating (61.9%) and the lowest satisfaction rating (24.0%) resulting in the highest I-S rating in the entire survey of .4704! Why is this not mentioned?

It is also clear that the low satisfaction rating is not correlated with the Town's ability to attract new business, availability of affordable housing or support for entrepreneurs as suggested by the Staff memo, since each of these received higher satisfaction ratings and materially lower importance rankings. This suggests a negative correlation and therefore the low satisfaction rating for managing growth was not influenced at all by these factors.

The only conclusion that can be drawn from the data is that the majority of respondents believe the Town has performed poorly in managing the Town's growth. We can guess this means there has been too much growth relative to what respondents felt was desirable. However, without additional survey work it is impossible to truly understand the root cause of this dissatisfaction since no additional questions were asked.

What can be concluded, given the low satisfaction rating from the flow of traffic on the streets, is that the respondents were not responding to a view that the Town needed more growth. This has

been suggested by a couple of members of the Town Council and simply is not supported by the data. There is simply no bases for this claim.

Lastly, in a total head scratcher, the Staff report claims that investment in reducing traffic flow occurs through the annual street pavement project and pedestrian and bicycle improvements to provide options to driving. Is there any objective evidence which supports this claim other than wishful thinking? This claim seems totally over the top.

In conclusion, I remain very concerned that the FY 23 operating and capital budget priorities are not aligned with the results of the Town Survey. I suggest Staff work closely with the Finance Commission and review the FY23 operating and capital budget priorities to determine if there is proper alignment or if mid-year budget adjustments should be made. Given the projected annual operating deficits for the next 5 years, the Town must be extremely focused on where budget dollars should be spent. There is simply no room for mis-alignment or funds being directed to low impact projects which will not improve overall resident satisfaction.

Thank you.

Phil Koen



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 09/06/2022

ITEM NO: 10

DATE: August 31, 2022
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Receive the Requested Community Survey Follow Up Information

RECOMMENDATION:

Receive the requested Community Survey follow up information.

BACKGROUND:

On May 3, 2022, the Town Council received the Community Survey prepared by ETC Institute. This was the first time the Town conducted a scientific survey to understand the importance of and satisfaction with Town services. The Council discussed the survey and directed staff to return to Council at a future date with a follow up report on potential action items. This report consists of the requested follow up.

In addition to the availability of the survey on the May 3, 2022 Council agenda (item 16, Attachment 1 and 2), an interactive website and dashboard is also available directly at ETC's website: <https://etcinstitute.com/directionfinder2-0/town-of-los-gatos-community-survey/> and the Town's Community Survey webpage: www.losgatosca.gov/2797/Community-Survey-2022.

DISCUSSION:

As discussed in May, the residents ranked the overall quality of Police services (55.4%) and overall maintenance of Town streets, sidewalks, and infrastructure (52.0%) as the most important.

The importance results are consistent with the findings of ETC Institute's Importance-Satisfaction (I-S) rating. 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

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

DISCUSSION (continued):

the service is relatively high. Based on the results of this analysis, and in consultation with ETC, the major services that are recommended as the top opportunity for improvement over the next two years to raise the Town's overall satisfaction rating are:

- The overall maintenance of Town streets, sidewalks, and infrastructure (I-S Rating=0.1940)
- Town Planning, Building, and Development services (I-S Rating=0.1625)
- Overall quality of Town Police services (I-S Rating=0.1424)

The second level of analysis reviewed the importance of and satisfaction within specific areas of services. This analysis was conducted to help Department leaders 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:

- 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, available support for entrepreneurs and small business owners, 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.

The survey results align with the Town Council's Core Goals of Public Safety, Quality Public Infrastructure, Community Character, and Civic Engagement (to be discussed in a separate agenda item at the Town Council meeting on September 6, 2022). This alignment is particularly useful for Council's future direction for the Operating and Capital Budgets and the identification of Strategic Priorities.

The survey results are also valuable to Town staff as we continue to examine ways of improving Town services within our existing budget. For example, the Community Development Department is exploring an expedited building permit process as discussed at the August 16, 2022 Town Council meeting regarding Operational Efficiencies. This would address the

DISCUSSION (continued):

opportunity to improve the Town's Planning, Building, and Development services as identified in the survey.

Given the Town's established work plan in the Fiscal Year 2022/23 Operating and Capital Budgets, the Town is already working towards several of the priorities identified through the survey. As discussed with the Police Services report at the August 16, 2022 Town Council meeting, significant progress is underway with the Town's community policing efforts which should enhance the visibility of the Officers, prevent crime, and enhance collaboration with the residents.

Investments in traffic flow occur through the annual pavement project as well as pedestrian and bicycle improvements to provide viable options to driving a vehicle. Since 2015, the Town has tried numerous measures to address beach and cut through traffic; however, there are no easy fixes. Through the Capital Improvement Program, the Town Council can consider future investments in streets as well as trails for hiking and bicycling.

The Town has an active Economic Vitality function that supports existing and future businesses in coordination with the Community Development Department. The Town has invested significantly in the semi-permanent parklet program, streamlined the approval process through the Economic Recovery Resolution, and provided financial support to the Chamber of Commerce to promote Los Gatos as a destination. The Housing Element is underway to identify opportunities for affordable housing and reduce barriers to its construction.

Communication and community engagement are central to the work of all Town Departments. Staff recognizes that the Town's communication approaches need to be tailored to different audiences and not to rely on a single mode to reach residents, businesses, and visitors. The Town employs multiple print, digital, and other modes to promote opportunities to participate in Town meetings, attend workshops, comment on draft documents (e.g., the Housing Element and Objective Standards), volunteer to serve on a Town Commission, testify at public hearings on land use development proposals, provide input on the design of capital projects, and engage in other Town activities.

In addition to the half and quarter page ads in the Los Gatos Weekly, the Council's recent investment in the Outlook publication has provided additional notification to every household in Town of Council decisions, upcoming meetings, events, and volunteer opportunities. Staff also reach out directly to local reporters regarding upcoming events to improve visibility in print publications. This is an area that is rapidly evolving and staff intend to strive to engage as many people as possible in the many projects, decisions, and activities of the Town.

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SUBJECT: Receive the Requested Community Survey Follow Up Information

DATE: August 31, 2022

CONCLUSION AND NEXT STEPS:

The Community Survey is an important tool as the Town Council considers its Strategic Priorities next January and budget direction for next fiscal year.

COORDINATION:

This report was coordinated with Town Departments.

FISCAL IMPACT:

There is no fiscal impact associated with this agenda item.

ENVIRONMENTAL ASSESSMENT:

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

Importance-Satisfaction Analysis Ratings

2022 Town of Los Gatos Community Survey

Economic Opportunity

Los Gatos, CA

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

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

Most Important %:

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

Satisfaction %:

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

From: jvannada [REDACTED]
Sent: Tuesday, September 06, 2022 2:55 AM
To: Phil Koen [REDACTED]
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As an additional comment:

We went through this before when the Town came out with the report that confirmed the report we put out in 2021. The person who created this report continues to deplete what credibility the Town has for "transparency, forthrightness and honesty". Accountability is tough, but so very necessary in the case of our Staff and those few on Council who continue to be enablers.

On Mon, Sep 5, 2022 at 6:24 PM Phil Koen [REDACTED] wrote:

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