



**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.logatosca.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.

PAGE 4 OF 4

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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.