Summary Charts of Results from a Survey of November 2024 Likely Voters in the Town of Los Gatos, California

200 Interviews Interviewing: March 24-27, 2024

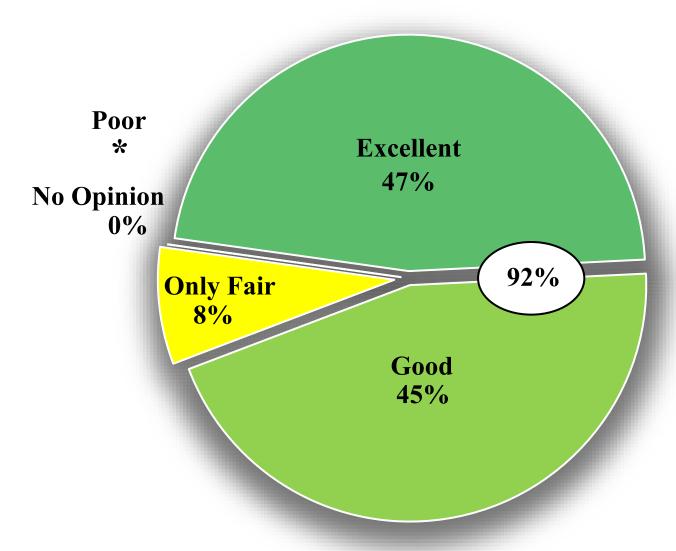




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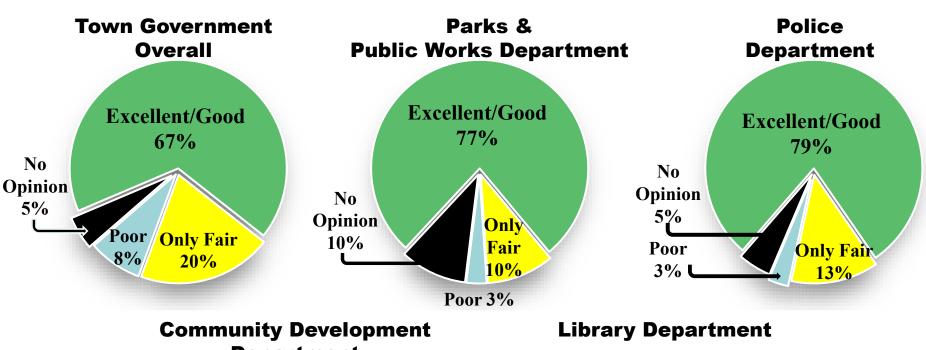
Public Opinion & Marketing Research

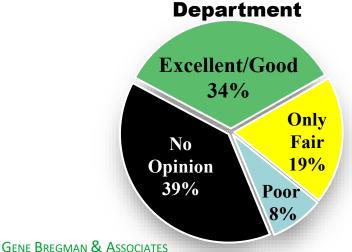
Rating Los Gatos as a Place to Live

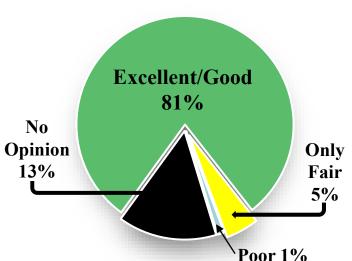




Excellent/Good Job Ratings in Los Gatos



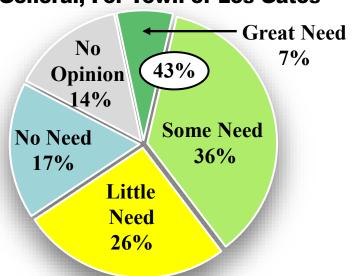


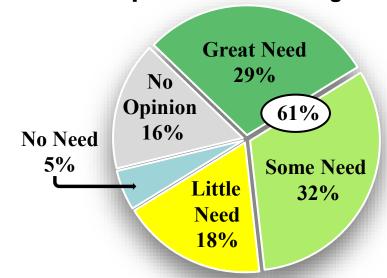


Voter Perceptions of Need for More Money

In General, For Town of Los Gatos

Maintain Adequate Wildfire Management Services



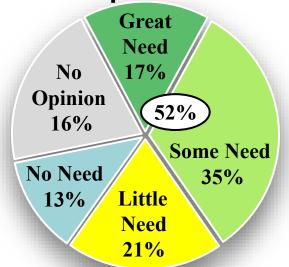


Maintain Adequate 9-1-1 Emergency Services

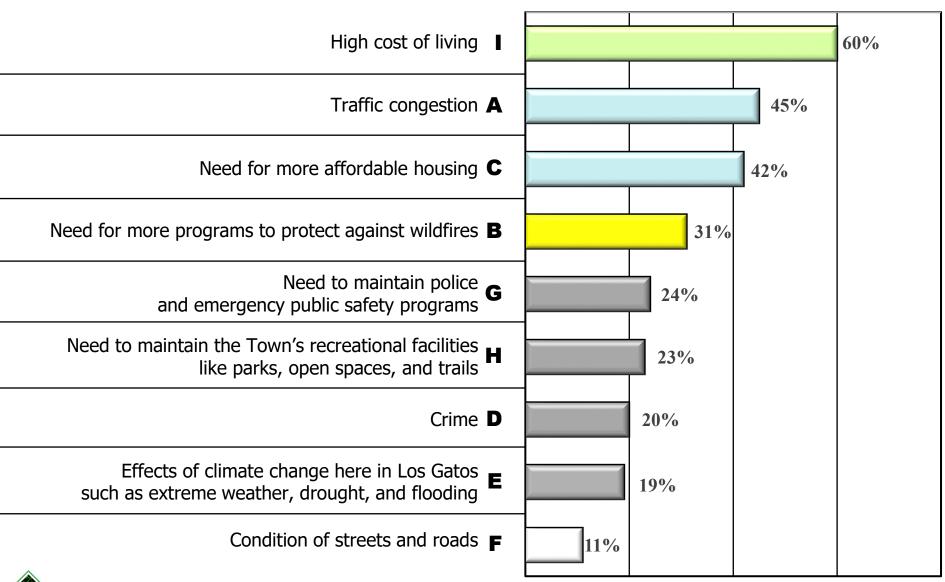
No Need
10%
Little
Need
22%
Some Need
32%

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Maintain Adequate Police Services



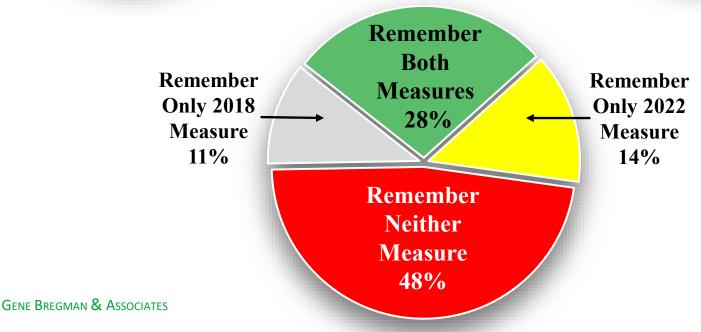
Very Serious Issues/Problems in Los Gatos



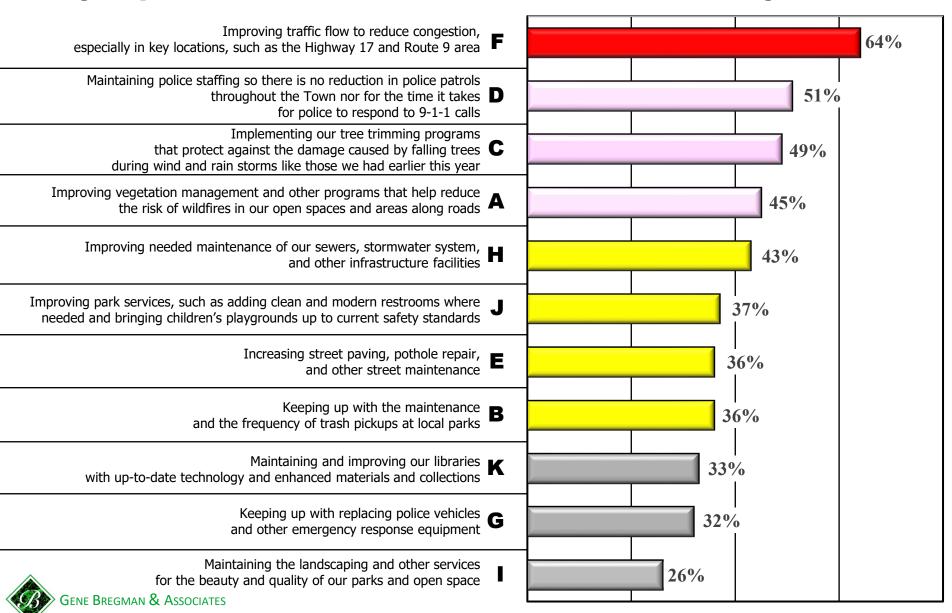




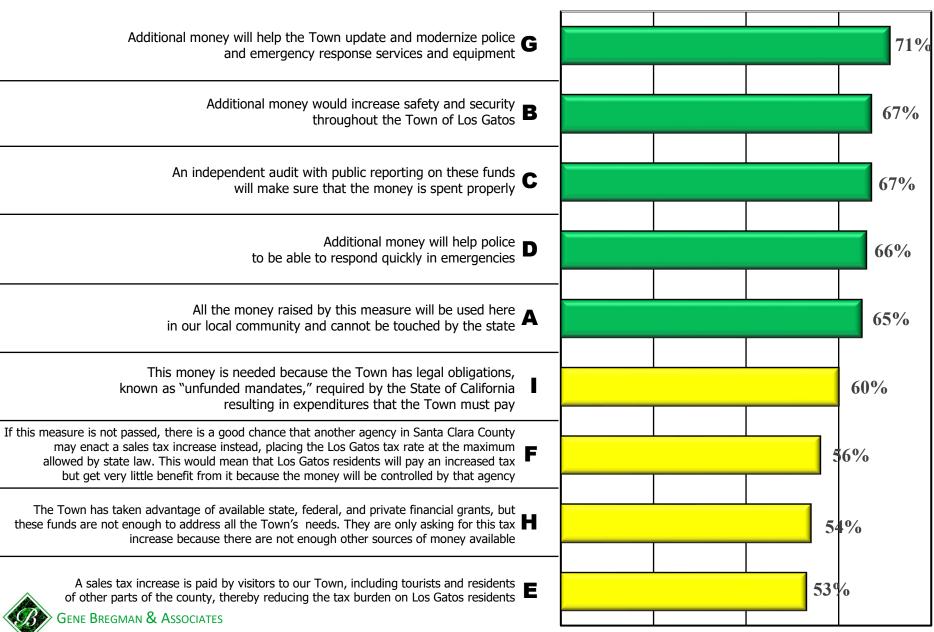
Combined Awareness of Previous Measures



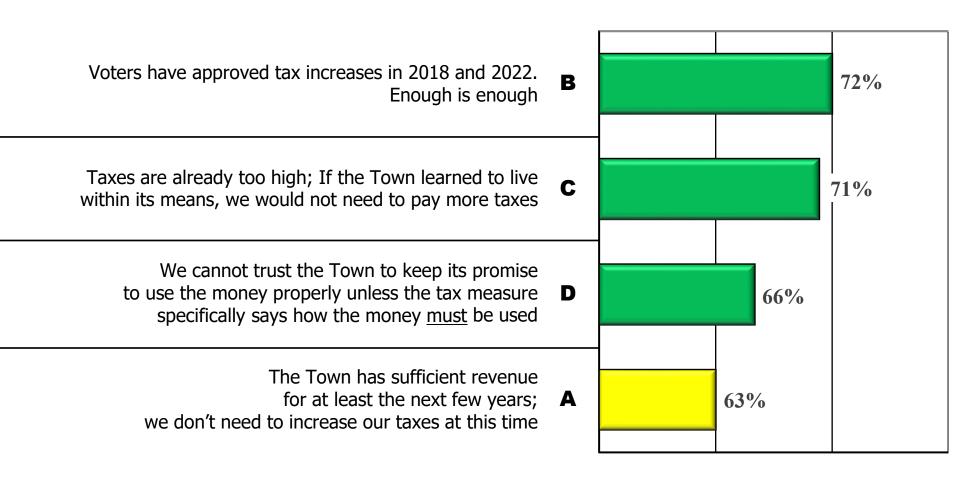
Very Important Problems That Could Be Addressed by Sales Tax



Believable Statements In Favor of Sales Tax Measure

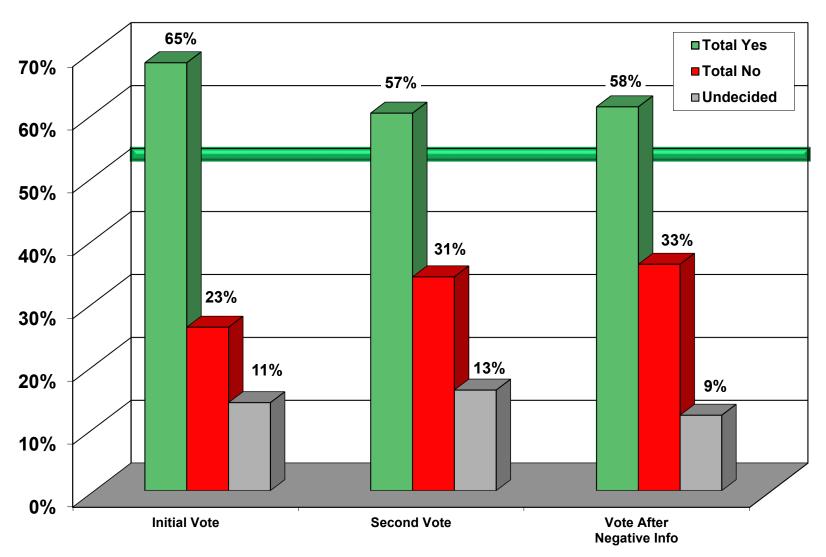


Believable Statements Opposed to Sales Tax Measure





Votes on One-Eighth Cent Sales Tax





Conclusions

- 1. Los Gatos residents are very positive towards their Town, local government, and Departments within local government
- 2. Maintaining public safety (police services and wildfire prevention) and traffic congestion are of paramount importance to voters
- 3. Majority of voters are supportive of a 1/8 cent sales tax increase for the Town
- 4. If the Town captures the remaining 1/8 percent of sales tax capacity available to Los Gatos, 100% of the funds would remain in Los Gatos
- 5. Not claiming the remaining sales tax capacity means a County agency could capture the 1/8 percent and raise sales tax for Los Gatos with potentially minimal benefit to the Town



Recommended Next Steps

Phase II

May – Early June: Stakeholder Outreach, Public Information

- Provide informational toolkit (fact sheet, Q&A, website content)
- Conduct stakeholder outreach
- Send informational mailer

Late June 2024: Report to Council on Outreach/Feedback and Potential Ballot Measure Language

Incorporating polling data and stakeholder outreach feedback, NBS/GBA will:

- Make final recommendations to Town on potential ballot measure, timing, and measure language
- Assist Town staff in finalizing ordinance language and accompanying resolutions



