

N = 200

Town of Los Gatos Study
(FINAL)Time Began _____
Time Ended _____

Hello, I'm _____ from GBA, an opinion research firm. We're conducting a survey about issues that concern the residents of Los Gatos. May I speak with _____. (MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED - OTHERWISE TERMINATE.) We are not selling anything and all your answers will be kept confidential. Am I calling you on your cell phone? (IF YES, ASK): Are you in a safe place to talk? (If No, ask to make an appointment to call back)

1. Generally speaking, how would you rate Los Gatos as a place to live? Is it an excellent place to live, a good place, only fair, or a poor place to live?

Excellent-----	47%
Good -----	45%
Only fair -----	8%
Poor -----	*
DK/NA -----	0%
2. And how would you rate the overall job being done by Los Gatos Town government in providing services to the people who live here: as excellent, good, only fair, or poor?

Excellent-----	17%
Good -----	50%
Only fair -----	20%
Poor -----	8%
DK/NA -----	5%
3. Next, please tell me how you would rate the job being done by each of the following organizations: as excellent, good, only fair or poor? If you do not know enough about an organization to have an opinion, please tell me that, too. (ROTATE)

	<u>EXC</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>DON'T KNOW</u>
a. Los Gatos Parks and Public Works Department-----	30%	47%	10%	3%	10%
b. Los Gatos Police Department -----	32%	47%	13%	3%	5%
c. Los Gatos Community Development Department -----	10%	24%	19%	8%	39%
d. Los Gatos Library Department-----	49%	32%	5%	1%	13%

4. Generally speaking, would you say that the Town of Los Gatos has a great need for more money, some need, a little need, or no real need for more money?

Great need -----	7%
Some need -----	36%
Little need -----	26%
No need -----	17%
(DON'T READ) DK/NA -----	14%

5. And in general, how much need is there for additional money for each of the following in the Town of Los Gatos: a great need, some need, a little need or no real need? (ROTATE ORDER)

	<u>GREAT NEED</u>	<u>SOME NEED</u>	<u>LITTLE NEED</u>	<u>NO NEED</u>	<u>DON'T KNOW</u>
a. To improve and properly maintain adequate wildfire management services-----	29%	32%	18%	5%	16%
b. To improve and properly maintain adequate 9-1-1 emergency response services -----	14%	32%	22%	10%	22%
c. To improve and properly maintain adequate police services -----	17%	35%	21%	13%	16%

6. Now I'd like to read you some issues or problems facing the Town of Los Gatos that some other people have mentioned. For each one I read, please tell me whether you think it is a very serious issue or problem, somewhat serious, not too serious, or not at all a serious issue or problem in Los Gatos today. (ROTATE)

	<u>VERY SER.</u>	<u>SMWT SER.</u>	<u>NOT TOO SER.</u>	<u>NAA SER.</u>	<u>DON'T KNOW</u>
a. Traffic congestion-----	45%	33%	18%	3%	*
b. Need for more programs to protect against wildfires-----	31%	41%	21%	3%	4%
c. Need for more affordable housing -----	42%	23%	15%	19%	2%
d. Crime -----	20%	27%	37%	12%	4%
e. Effects of climate change here in Los Gatos, such as extreme weather, drought and flooding -----	19%	37%	23%	17%	3%
f. Condition of streets and roads-----	11%	38%	43%	7%	1%
g. Need to maintain police and emergency public safety programs-----	24%	43%	25%	5%	3%
h. Need to maintain the Town's recreational facilities, like parks, open spaces and trails-----	23%	35%	34%	7%	1%
i. High cost of living-----	60%	25%	12%	2%	1%

7. This November, there may be a measure on the ballot for the Town of Los Gatos that would read as follows:

"Shall the measure to fund essential Town services such as maintaining neighborhood police patrols and 9-1-1 emergency responses; improving traffic flow to reduce congestion; repairing neighborhood streets; reducing wildfire risks; maintaining the Town's long term financial stability and other general revenue purposes by enacting a one-eighth cent sales tax for twenty years, providing about one million dollars annually requiring Independent Citizens Oversight with public review of spending and all revenues controlled locally, be enacted?"

If the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:) "Is that definitely (yes/no) or probably (yes/no)?" (RECORD UNDER Q.6a, BELOW)**

Definitely yes -----26%
Probably yes -----39%
Probably no -----11%
Definitely no -----12%
(DON'T READ) DK/NA-----11%

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|--|---------------------------|
| 8. In 2018, voters in Los Gatos approved a one-eighth cent sales tax increase for the Town. Do you recall hearing about this before today? | Yes -----39% |
| | No -----47% |
| | Don't know-----15% |
| 9. In 2022, voters in Los Gatos approved an increase in business licenses and taxes. Do you recall hearing about this before today? | Yes -----42% |
| | No -----45% |
| | (DON'T READ)DK/NA-----13% |

10. Now I am going to read you a list of some of the problems that could be addressed by a measure to maintain and improve various services provided by the Town of Los Gatos. Please tell me how important you think each one is for the residents of Los Gatos: very important, somewhat important, not too important, or not at all important..

(ROTATE)

	<u>VERY IMP.</u>	<u>SMWT IMP.</u>	<u>NOT TOO IMP.</u>	<u>NOT AT ALL IMP.</u>	<u>DON'T KNOW</u>
a. Improving vegetation management and other programs that help reduce the risk of wildfires in our open spaces and areas along roads -----	45%	38%	12%	3%	1%
b. Keeping up with the maintenance and the frequency of trash pickups at local parks -----	36%	43%	15%	4%	2%
c. Implementing our tree trimming programs that protect against the damage caused by falling trees during wind and rain storms like those we had earlier this year -----	49%	41%	7%	3%	*
d. Maintaining police staffing so there is no reduction in police patrols throughout the Town nor for the time it takes for police to respond to 9-1-1 calls-----	51%	35%	9%	5%	1%
e. Increasing street paving, pothole repair, and other street maintenance-----	36%	52%	9%	2%	1%
f. Improving traffic flow to reduce congestion, especially in key locations, such as the Highway 17 and Route 9 area-----	64%	28%	6%	2%	*
g. Keeping up with replacing police vehicles and other emergency response equipment -----	32%	44%	13%	9%	3%
h. Improving needed maintenance of our sewers, stormwater system, and other infrastructure facilities -----	43%	43%	10%	3%	1%
i. Maintaining the landscaping and other services for the beauty and quality of our parks and open space -----	26%	48%	18%	7%	1%
j. Improving park services, such as adding clean and modern restrooms where needed and bringing children's playgrounds up to current safety standards -----	37%	43%	15%	5%	1%
k. Maintaining and improving our libraries with up-to-date technology and enhanced materials and collections -----	33%	39%	19%	7%	2%

11. Now I would like to read you some statements that may be made by some people in favor of a measure to raise money for essential services in the Town of Los Gatos. Please tell me whether you find each statement to be very believable, somewhat believable, or not too believable. **(ROTATE ORDER)**

	<u>VERY BEL.</u>	<u>SMWT. BEL.</u>	<u>NOT TOO BEL.</u>	<u>DK/NA</u>
a. All the money raised by this measure will be used here in our local community and cannot be touched by the state -----	27%	38%	21%	14%
b. Additional money would increase safety and security throughout the Town of Los Gatos-----	24%	43%	22%	11%
c. An independent audit with public reporting on these funds will make sure that the money is spent properly -----	22%	45%	25%	8%
d. Additional money will help police to be able to respond quickly in emergencies-----	27%	39%	28%	6%
e. A sales tax increase is paid by visitors to our Town, including tourists and residents of other parts of the county, thereby reducing the tax burden on Los Gatos residents -----	18%	35%	41%	6%
f. If this measure is not passed, there is a good chance that another agency in Santa Clara County may enact a sales tax increase instead, placing the Los Gatos tax rate at the maximum allowed by state law. This would mean that Los Gatos residents will pay an increased tax but get very little benefit from it because the money will be controlled by that agency-----	23%	33%	27%	17%
g. Additional money will help the Town update and modernize police and emergency response services and equipment -----	27%	44%	19%	10%
h. The Town has taken advantage of available state, federal, and private financial grants, but these funds are not enough to address all the Town's needs. They are only asking for this tax increase because there are not enough other sources of money available -----	15%	39%	36%	10%
i. This money is needed because the Town has legal obligations, known as "unfunded mandates," required by the State of California resulting in expenditures that the Town must pay-----	25%	35%	28%	13%

12. Now that you've learned more about the one-eighth percent sales tax increase to improve public safety and other essential services in the Town of Los Gatos, if the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?"

Definitely yes ----- 17%
 Probably yes ----- 40%
 Probably no ----- 17%
 Definitely no ----- 14%
(DON'T READ) DK/NA----- 13%

13. Now I would like to read you some statements that may be made by some people who are opposed to a measure to raise money for essential services in the Town of Los Gatos. Please tell me whether you find each statement to be very believable, somewhat believable, or not too believable. **(ROTATE ORDER)**

	<u>VERY BEL.</u>	<u>SMWT. BEL.</u>	<u>NOT TOO BEL.</u>	<u>DK/NA</u>
a. The Town has sufficient revenue for at least the next few years; we don't need to increase our taxes at this time -----	27%	36%	26%	11%
b. Voters have approved tax increases in 2018 and 2022. Enough is enough-----	36%	36%	21%	7%
c. Taxes are already too high; If the Town learned to live within its means, we would not need to pay more taxes -----	35%	36%	24%	5%
d. We cannot trust the Town to keep its promise to use the money properly unless the tax measure specifically says how the money <u>must</u> be used -----	37%	29%	26%	8%

14. And now for one final time, now that you've learned more about the one-eighth percent sales tax increase to improve public safety and other essential services for the Town of Los Gatos, if the election were held today on this measure, would you vote "yes," in favor of it or "no," to oppose it? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably (yes/no)?"

Definitely yes ----- 18%
 Probably yes ----- 40%
 Probably no ----- 21%
 Definitely no ----- 12%
(DON'T READ) DK/NA ----- 9%

Now for some background questions so we can be sure we have a good representation of the population.

15. Do you own or rent your home?	Own home ----- 69% Rent ----- 24% (DON'T READ) Refused ----- 7%
16. Are there any children under the age of 18 living in your household?	Yes ----- 37% No ----- 59% DK/NA ----- 4%
17. For about how long now have you lived in Los Gatos?	Ten years or less ----- 30% Eleven to twenty years ----- 26% More than 20 years ----- 43% Refused ----- 1%

Date _____

Interviewer _____

Verified by _____

Page _____

Gender

Male ----- 45%
 Female ----- 49%
 Blank ----- 6%

Party Affiliation:

Democrat-----	50%
Republican -----	21%
Independent/No Party/Others -----	30%

Age:

18-24 -----	8%
25-29 -----	5%
30-34 -----	3%
35-39 -----	6%
40-44 -----	6%
45-49 -----	9%
50-54 -----	8%
55-59 -----	11%
60-64 -----	13%
65+ -----	31%

Voting History:

11/22 -----	73%
6/22-----	50%
9/21-----	75%
11/20 -----	88%
3/20-----	62%
11/18 -----	69%
6/18-----	45%
11/16 -----	68%

Interview completed by:

Email-----	1%
Text -----	56%
Cell phone-----	39%
Landline phone-----	4%