



Town of Los Gatos, California

2025 Town of Los Gatos Community Survey

Findings Report

Submitted to the City of Los Gatos, California by:

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Attachment 1



ETC
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Executive Summary

2025 Town of Los Gatos Community Survey

Executive Summary



Purpose

In March and April of 2025, ETC Institute conducted a community survey on behalf of the Town of Los Gatos. The primary goal of the survey was to collect resident feedback on Town programs and services. Insights gathered from the survey will help guide efforts to enhance service delivery, address community challenges, and support strategic resource allocation. This marks the second time ETC Institute has administered a community survey for the Town of Los Gatos, with the first conducted in 2022.

Methodology

A six-page survey, accompanied by a cover letter and a postage-paid return envelope, was mailed to a randomly selected sample of households in Los Gatos. The cover letter outlined the survey's purpose and encouraged recipients to complete and return it by mail or participate online. To ensure accessibility, residents were also given the option to complete the survey in Spanish, either online or by phone.

At the conclusion of the online survey, respondents were asked to provide their home address. This step was necessary to verify that only individuals from the original random sample were included in the final dataset. ETC Institute cross-referenced these addresses with the sample list to confirm eligibility. Responses without a matching address were separated from the main database to maintain the integrity of the sample.

To further boost participation, ETC Institute conducted follow-up outreach to sampled households and promoted the survey through targeted social media advertisements on platforms such as Facebook and Instagram.

The goal was to obtain completed surveys from at least 400 residents. This goal was surpassed, with a total of 502 residents completing the survey. The overall results for the sample of 502 residents have a precision of at least $\pm 4.34\%$ at the 95% level of confidence.

Notes on Reporting:

The combination of top two box responses such as “very satisfied” or “satisfied” has been used to represent results for the purpose of this executive summary and throughout this report.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Los Gatos with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflect the utilization and awareness of Town services, the percentage of “don’t know” responses have been provided in the tabular data section of this report.

This report contains:

- An executive summary of the methodology and major findings.
- Charts showing the overall results for most questions on the survey.
- Benchmarking data that show how the results for Los Gatos compared to other communities.
- Charts showing the trends from this survey compared to the survey in 2022.
- Importance-Satisfaction analysis to determine Town priorities.
- Tables that show the results of the random sample for each question on the survey.
- A copy of the survey instrument.



Overview

Ratings and Perceptions of Los Gatos

Perceptions play a pivotal role in shaping overall satisfaction within a community. How individuals perceive various aspects of their community, including safety, amenities, and services, significantly influences their overall happiness and contentment with where they live. The areas of perception that had the highest ratings in Los Gatos were overall quality of life in the Town (90%), overall feeling of safety in the Town (90%), and overall image of the Town (85%). The lowest rated perceptions for Los Gatos were overall quality of services provided by the Town (71%), and overall value you receive for your Town tax dollars and fees (50%).

The overall ratings of Los Gatos that were the highest were as a place to live (99%), and as a place to raise children (93%). The lowest rated areas for Los Gatos were as a place to retire (68%), and as a place to work (68%).

Overall Quality of Town Services

The highest levels of satisfaction with town services provided by the Town of Los Gatos were the overall quality of Town library services (91%), Town parks and recreation facilities (89%), and overall quality of Town police services (81%). The lowest levels of satisfaction were overall effectiveness of Town communication with the public (48%), and Town planning, building and development services (35%). The town services that residents indicated are most important for the town to provide are: 1.) Overall maintenance of Town streets, sidewalks, and infrastructure, 2.) Overall quality of Town police services and 3.) Town planning, building, and developmental services.

The top two highest priorities for the Town of Los Gatos according to ETC's Importance-Satisfaction Analysis for town services were 1.) Town planning, building, and developmental services and, 2.) Overall maintenance of Town streets, sidewalks, and infrastructure. Improvements in these areas will maximize the overall satisfaction among residents of Los Gatos.

Public Safety Perceptions

The highest levels of satisfaction with public safety were professionalism of police officers (85%), effectiveness of local police protection (83%), and how quickly police respond to emergencies (79%). The lowest levels of satisfaction were with the visibility of police personnel in neighborhoods (55%), enforcement of local traffic laws (54%), and efforts to collaborate with the public to address concerns (50%). The public safety perceptions that residents indicated should receive the most emphasis over the next two years were: 1.) The Town's overall efforts to prevent crime, 2.) Effectiveness of local police protection, and 3.) How quickly police respond to emergencies.

The top four highest priorities for the Town of Los Gatos for public safety were 1.) The Town's overall efforts to prevent crime, 2.) Visibility of police personnel in neighborhoods, 3.) Efforts to collaborate with the public to address concerns, and 4.) Enforcement of local traffic laws. Improvements in these areas will maximize the overall satisfaction among residents of Los Gatos.

Streets, Sidewalks, and Infrastructure

The highest levels of satisfaction with streets, sidewalks, and infrastructure were the condition of Town buildings and facilities (82%), overall cleanliness of Town streets and other public areas (80%), and maintenance of street signs and traffic signals (77%). The lowest levels of satisfaction were with the condition of sidewalks in the Town (61%), quality of on-street bicycle infrastructure (55%), and flow of traffic on Town streets (25%).

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The streets, sidewalks, and infrastructure services that residents indicated should receive the most emphasis over the next two years were: 1.) Flow of traffic on Town streets, 2.) Maintenance of major Town streets, and 3.) Overall cleanliness of Town streets and other public areas.

The top two highest priorities for the Town of Los Gatos for streets, sidewalks, and infrastructure services are 1.) Flow of traffic on Town streets, and 2.) Condition of sidewalks in Town. Improvements in these areas will maximize overall satisfaction among residents.

Parks and Facilities

The highest levels of satisfaction with parks and facilities in Los Gatos were the maintenance of Town parks (90%), walking and biking trails in the Town (82%), and quality of facilities such as picnic areas and playgrounds in Town parks (82%). All the other items rated above sixty-seven percent (67%) indicating high satisfaction in this area. The parks and facilities items that residents indicated should receive the most emphasis over the next two years were, 1.) Maintenance of Town parks, 2.) Walking and biking trails in Town, and 3.) Quality of facilities such as picnic areas and playgrounds in Town parks.

As expected with the high levels of satisfaction, no items received a high priority rating from ETC's Importance satisfaction rating. This indicates that the Town is providing services in this area at a level that is currently satisfying residents.

Economic Opportunity

The highest levels of satisfaction with economic opportunity in Los Gatos were the access to healthy food that you can afford (65%), the access to quality health care that you can afford (64%), and the variety and number of businesses available in Los Gatos (55%). The lowest levels of satisfaction were with the Town's efforts to attract new businesses and tourism (31%), the availability of adequate and affordable housing units (27%), and the access to quality childcare that you can afford (25%). The economic opportunity items that residents indicated should receive the most emphasis over the next two years were: 1.) Variety and number of businesses available in Los Gatos, 2.) Support for entrepreneurs and small business owners available in Town, and 3.) Town's efforts to attract new businesses and tourism.

The top three highest priorities for the Town of Los Gatos were 1.) Variety and number of businesses available in Los Gatos, 2.) Support for entrepreneurs and small business owners available in Town, and 3.) Access to quality housing you can afford.

Communication and Community Engagement

The highest levels of satisfaction with communication and community engagement in Los Gatos were the access to information about Town Council, Boards, and Commissions meetings (57%), the availability of information about Town programs and services (52%), and the efforts by the Town to keep residents informed about local issues (41%). The lowest levels of satisfaction were with the Town use of social media (32%), the opportunity to engage in improvements in my neighborhood (26%), and the opportunity to engage in development projects in my neighborhood (24%). The communication and community engagement items that residents indicated should receive the most emphasis over the next two years were: 1.) Efforts by the Town to keep residents informed about local issues, 2.) Opportunity to engage and provide input into decisions made by elected officials, and 3.) Availability of information about Town programs and services.

The top three highest priorities for the Town of Los Gatos were 1.) Efforts by the Town to keep residents informed about local issues 2.) Opportunity to engage and provide input into decisions made by elected officials, and 3.) Opportunity to engage in improvements in my neighborhood.

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Additional Communication Findings

- Residents currently receive their news and information about the Town of Los Gatos from local publications, regional news outlets, radio, newspapers, magazines, and through word of mouth from neighbors.
- When residents were asked where they would prefer to receive information about the Town of Los Gatos, the top three choices were:
 1. Local publications
 2. The weekly "What's New" Town eNewsletter or other Town Notify Me registrations
 3. The Town of Los Gatos website

Aligning the Town's communication efforts with residents' preferred sources can help improve satisfaction and engagement.

- The top three social media accounts followed by residents are:
 1. Town Nextdoor
 2. Town Facebook
 3. Town Instagram

Additional Findings

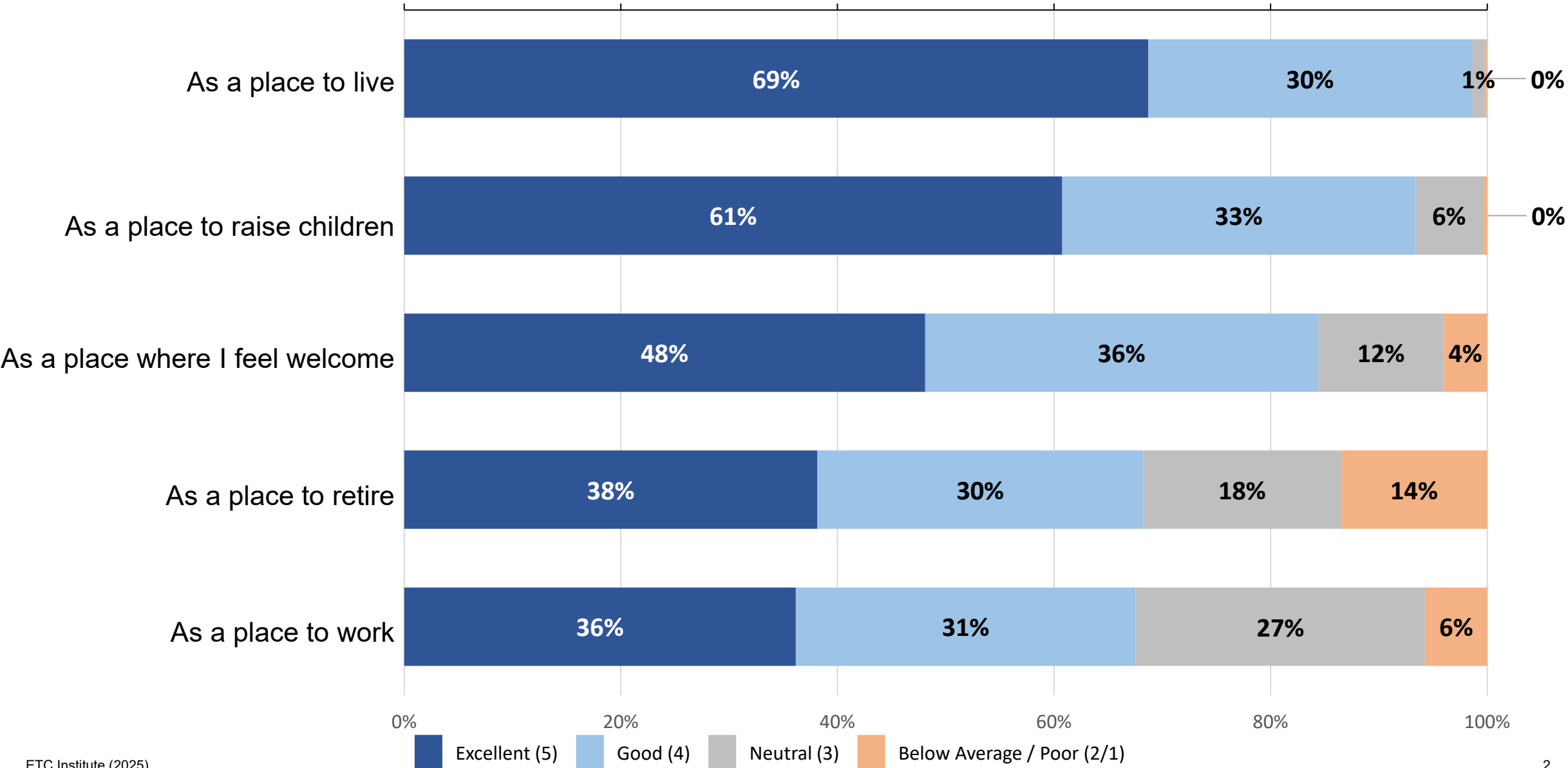
- Thirty-eight percent (38%) of residents have called or visited the Town in the past year with a question problem or complaint.
- Of those who have contacted the Town, seventy-three percent (73%) of residents said it was "very easy" or "easy" to contact the person they needed to reach.
 - The top three departments contacted were:
 1. Parks and Public Works
 2. Police
 3. Town Manager and Clerk Offices
- The community investment areas with the highest levels of resident support were:
 1. Maintaining streets, sidewalks, and storm sewer systems
 2. Improving traffic flow to reduce congestion
 3. Maintaining 911 response times
 4. Improving disaster preparation and response for hazards such as wildfires and earthquakes
 - **Improving traffic flow to reduce congestion** emerged as the top priority when residents were asked which item they believe is most important for the Town to pursue.

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Charts and Graphs

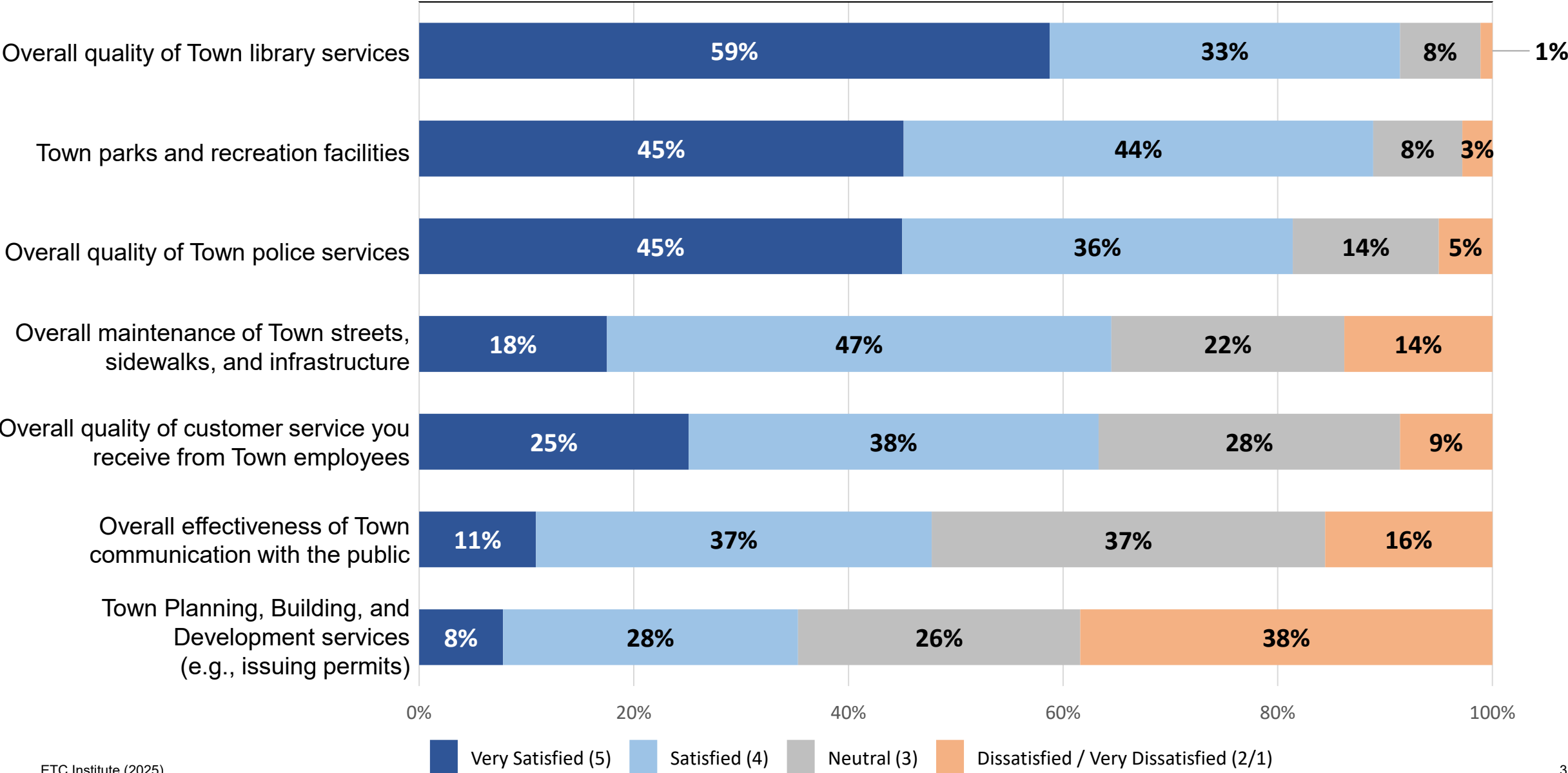
Q1. Overall Ratings of Los Gatos

by percentage of respondents (excluding don't know)



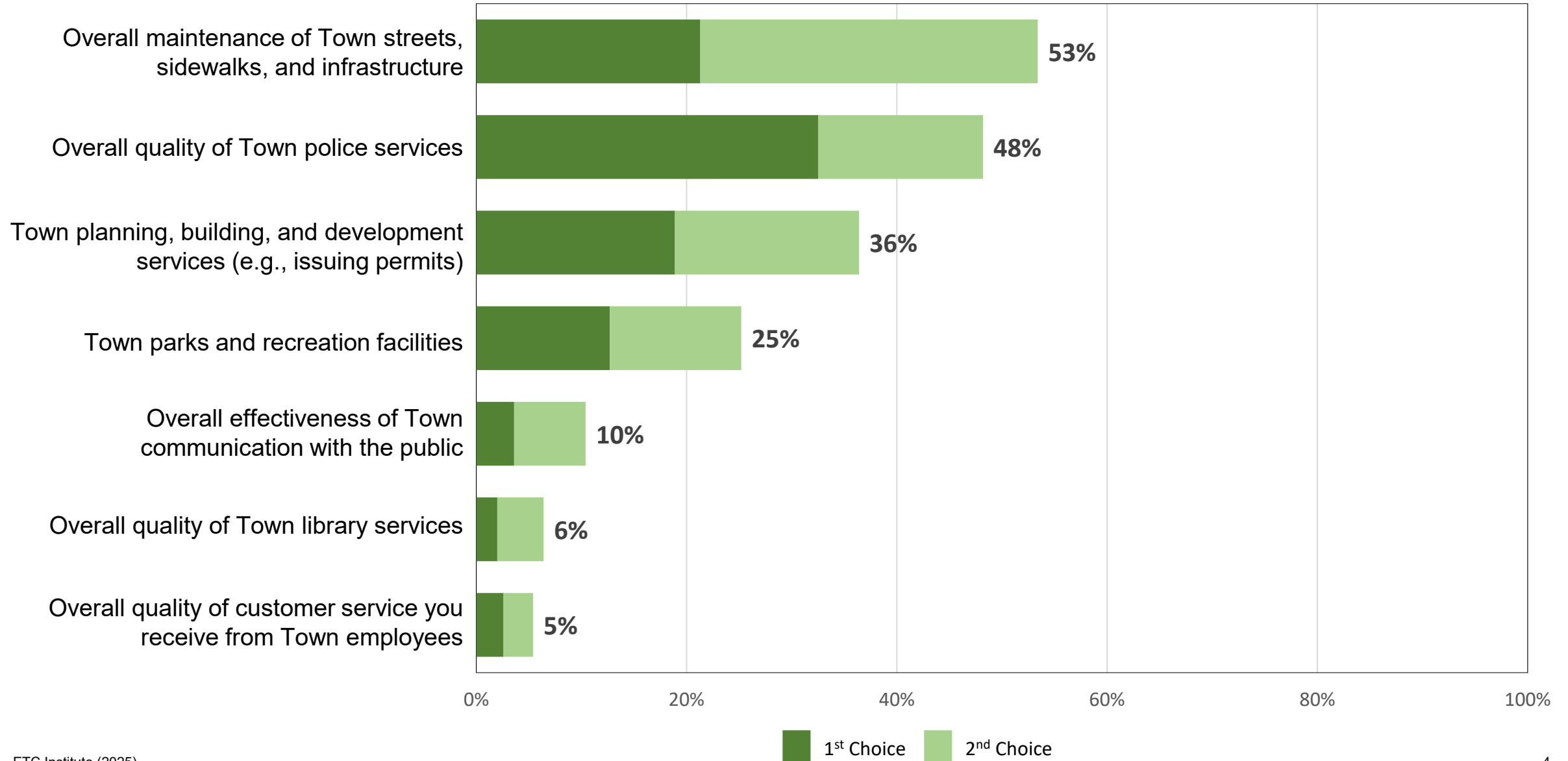
Q2. Satisfaction with Town Services

by percentage of respondents (excluding don't know)



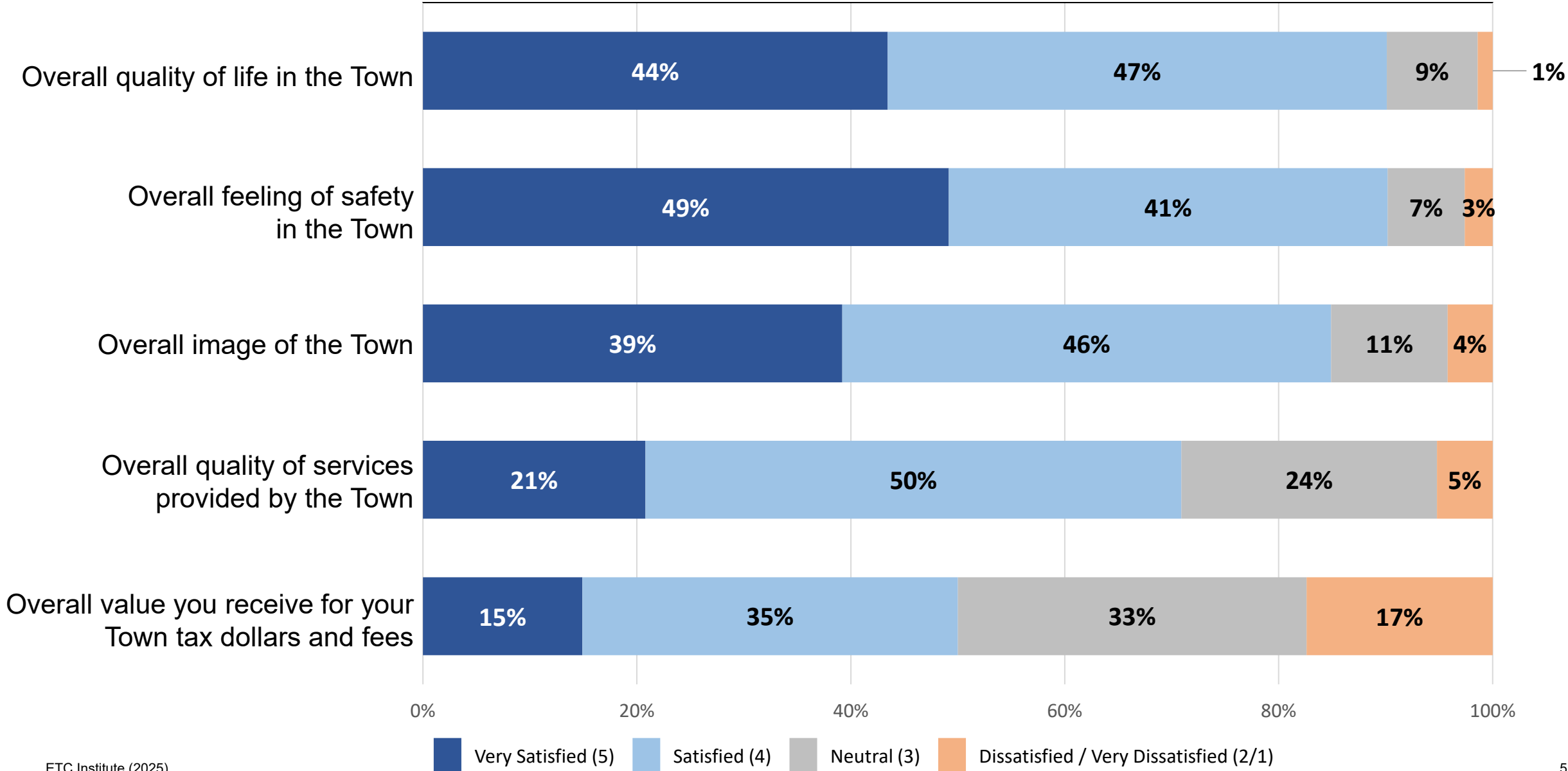
Q3. Which TWO Of The Services Listed In Question 2 Do You Think Are MOST IMPORTANT For The Town To Provide?

by percentage of respondents who selected the item as one of their top two choices



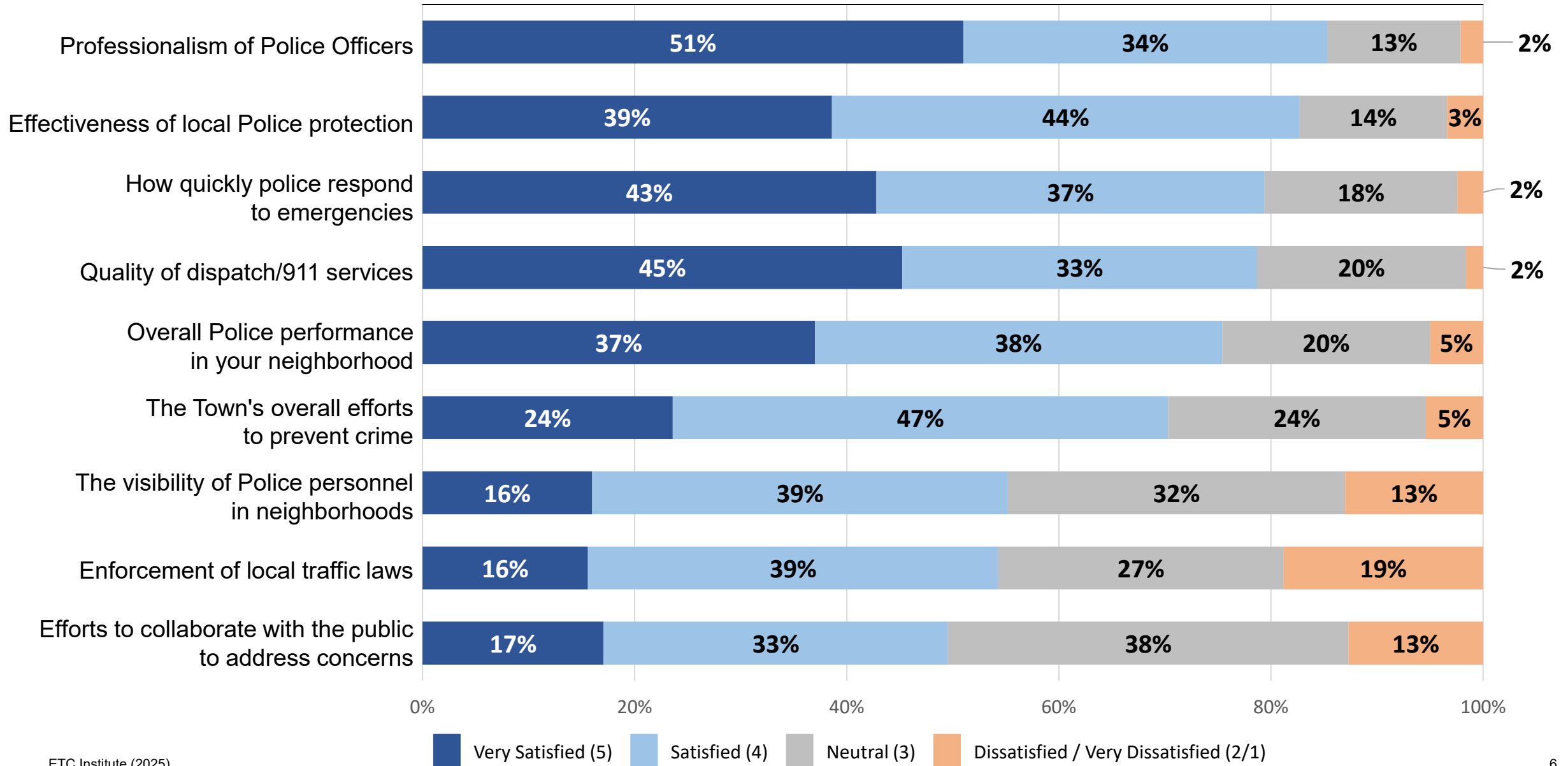
Q4. Perceptions of the Community

by percentage of respondents (excluding don't know)



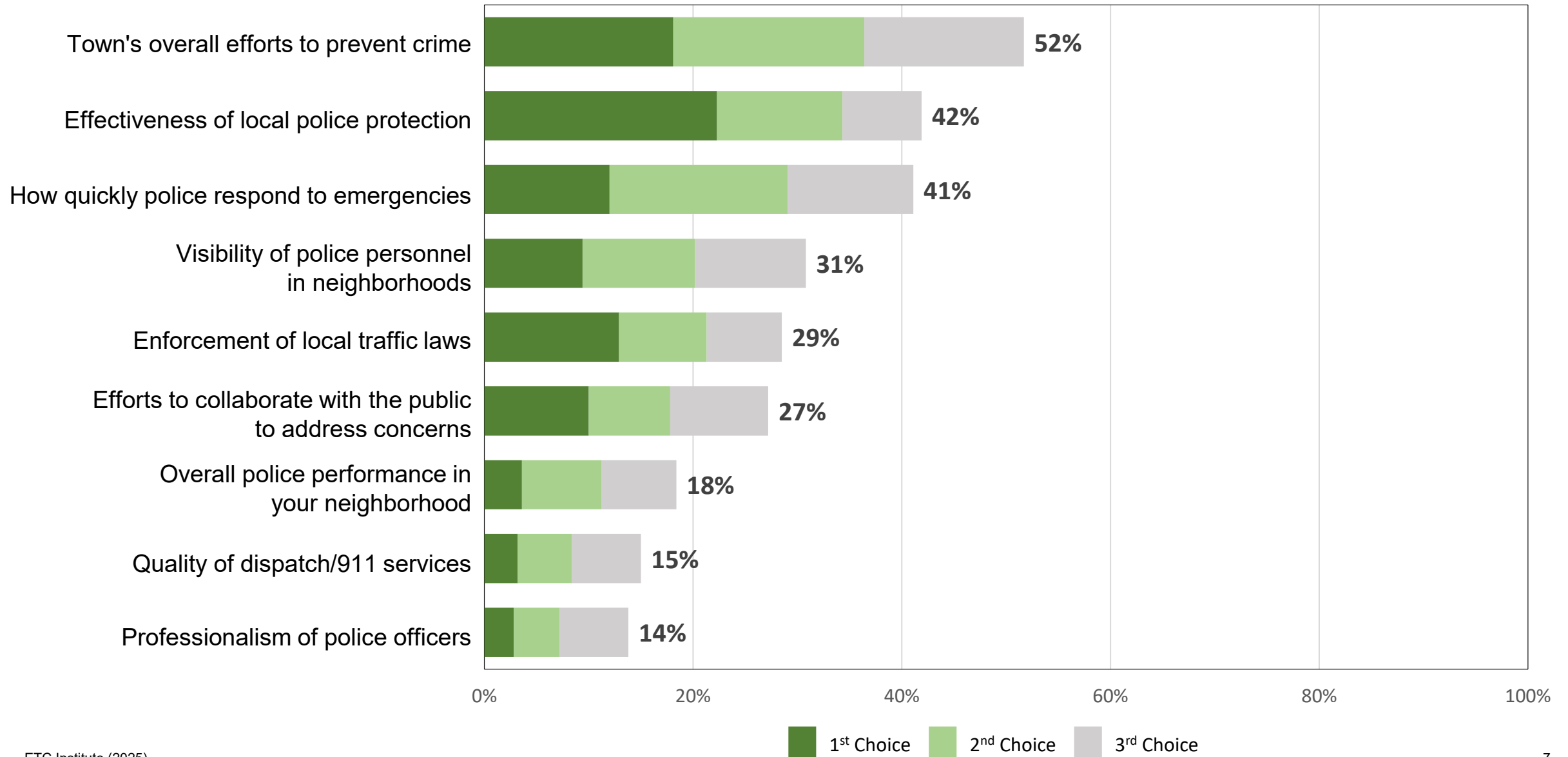
Q5. Public Safety Perceptions

by percentage of respondents (excluding don't know)



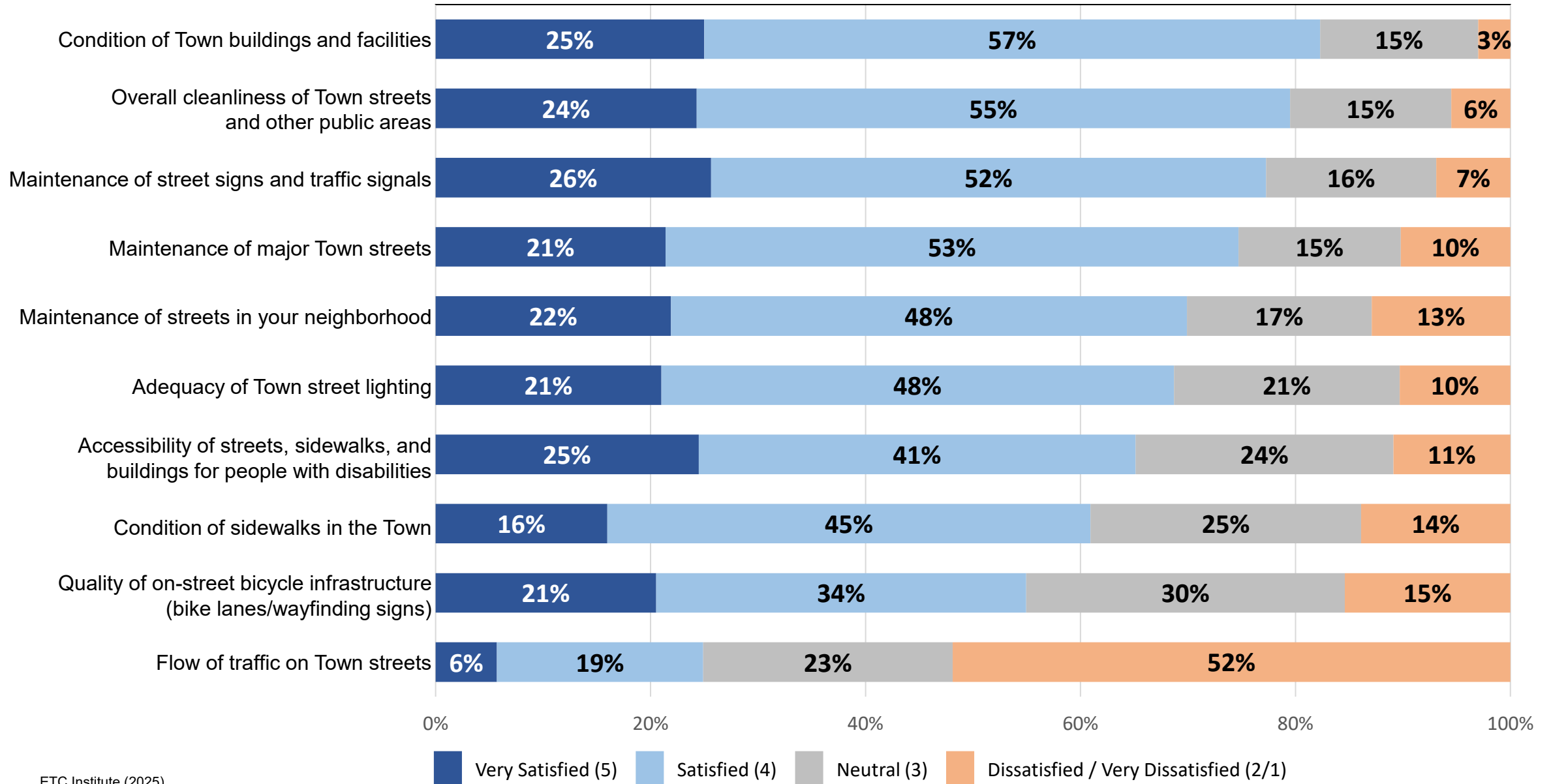
Q6. Which THREE Services Listed In Question 5 Do You Think Should Receive The MOST EMPHASIS From The Town Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top three choices



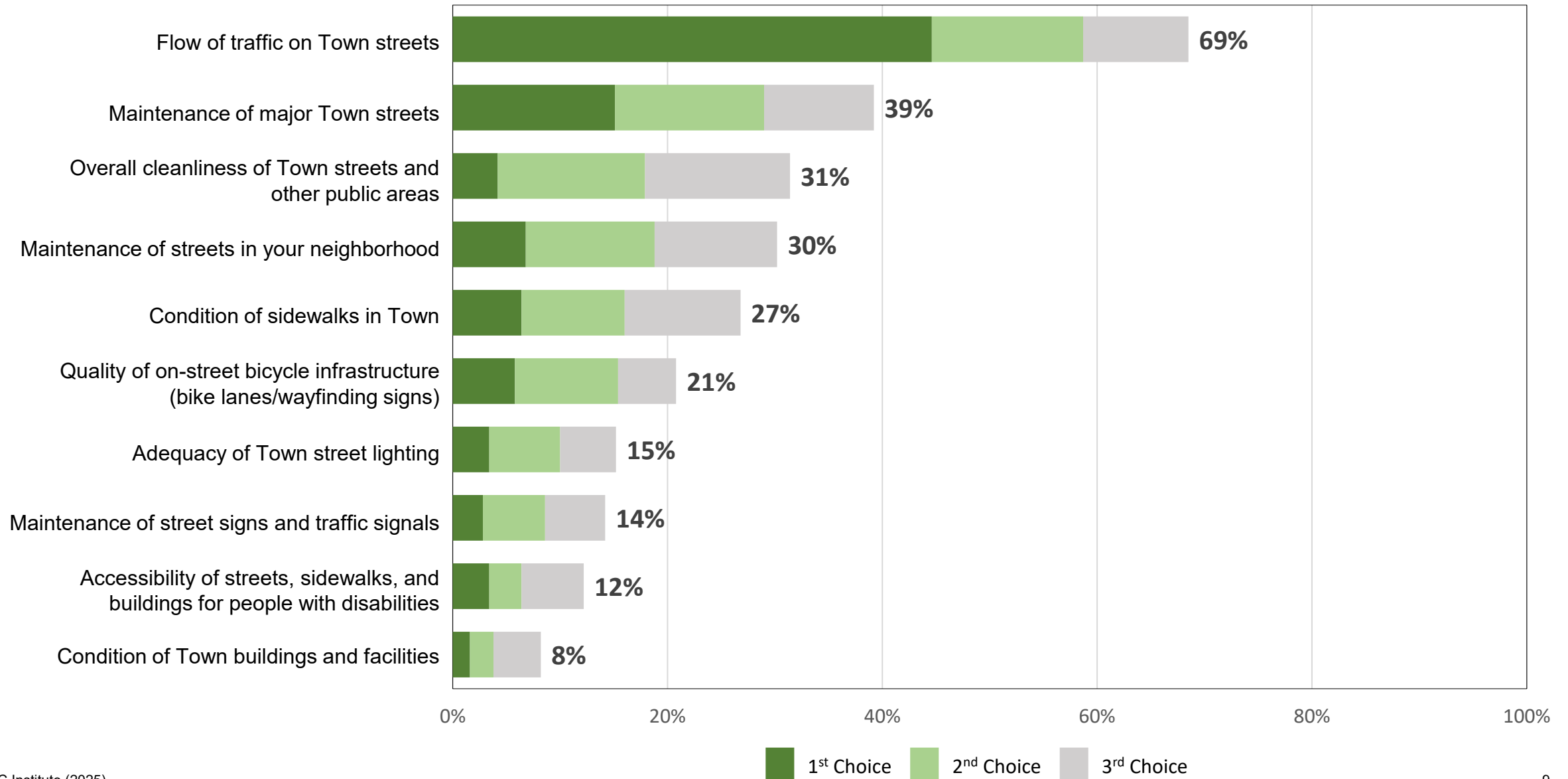
Q7. Satisfaction with Streets, Sidewalks and Infrastructure

by percentage of respondents (excluding don't know)



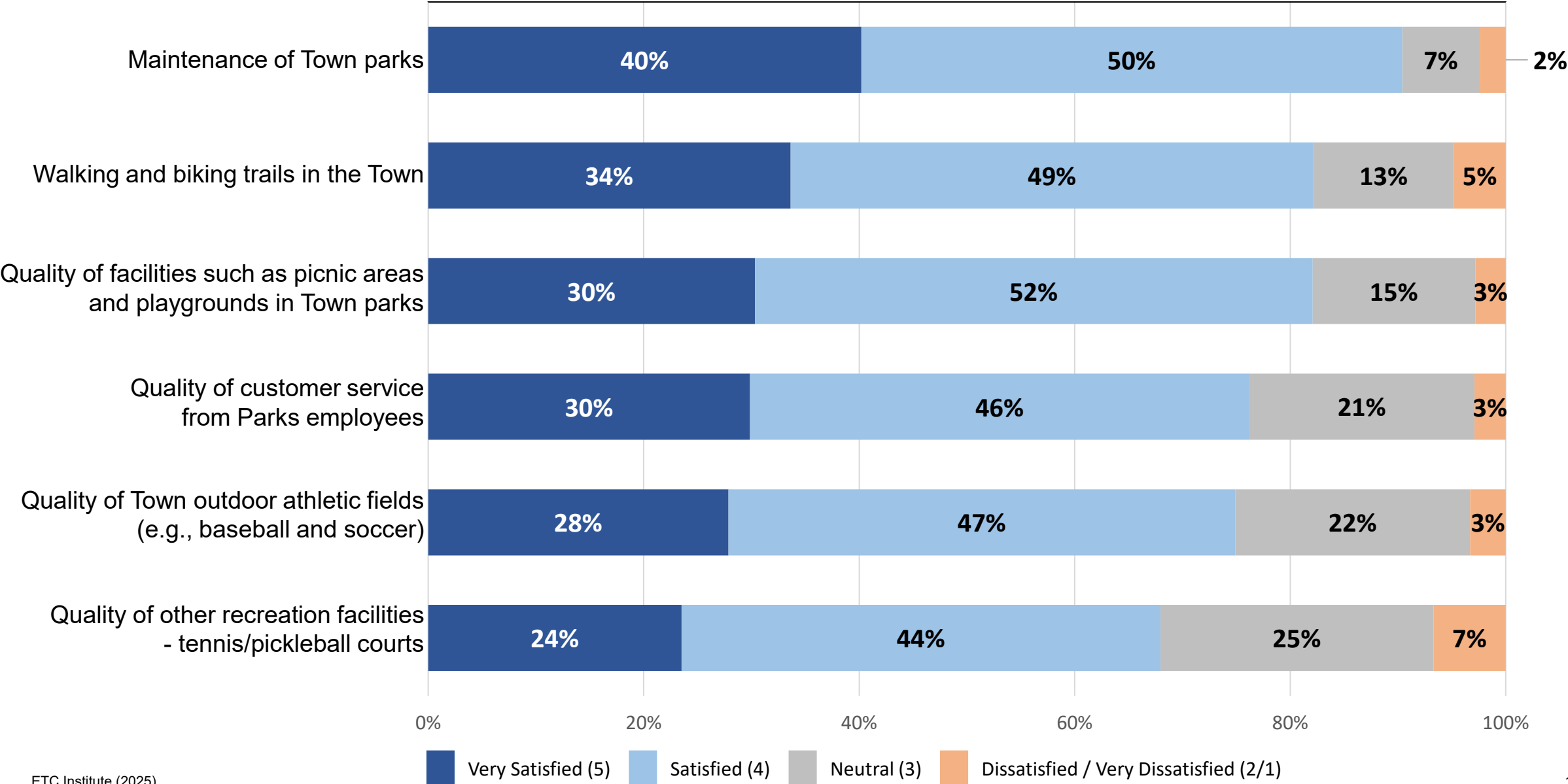
Q8. Which THREE Of The Services Listed In Question 7 Do You Think Should Receive The MOST EMPHASIS From The Town Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top three choices



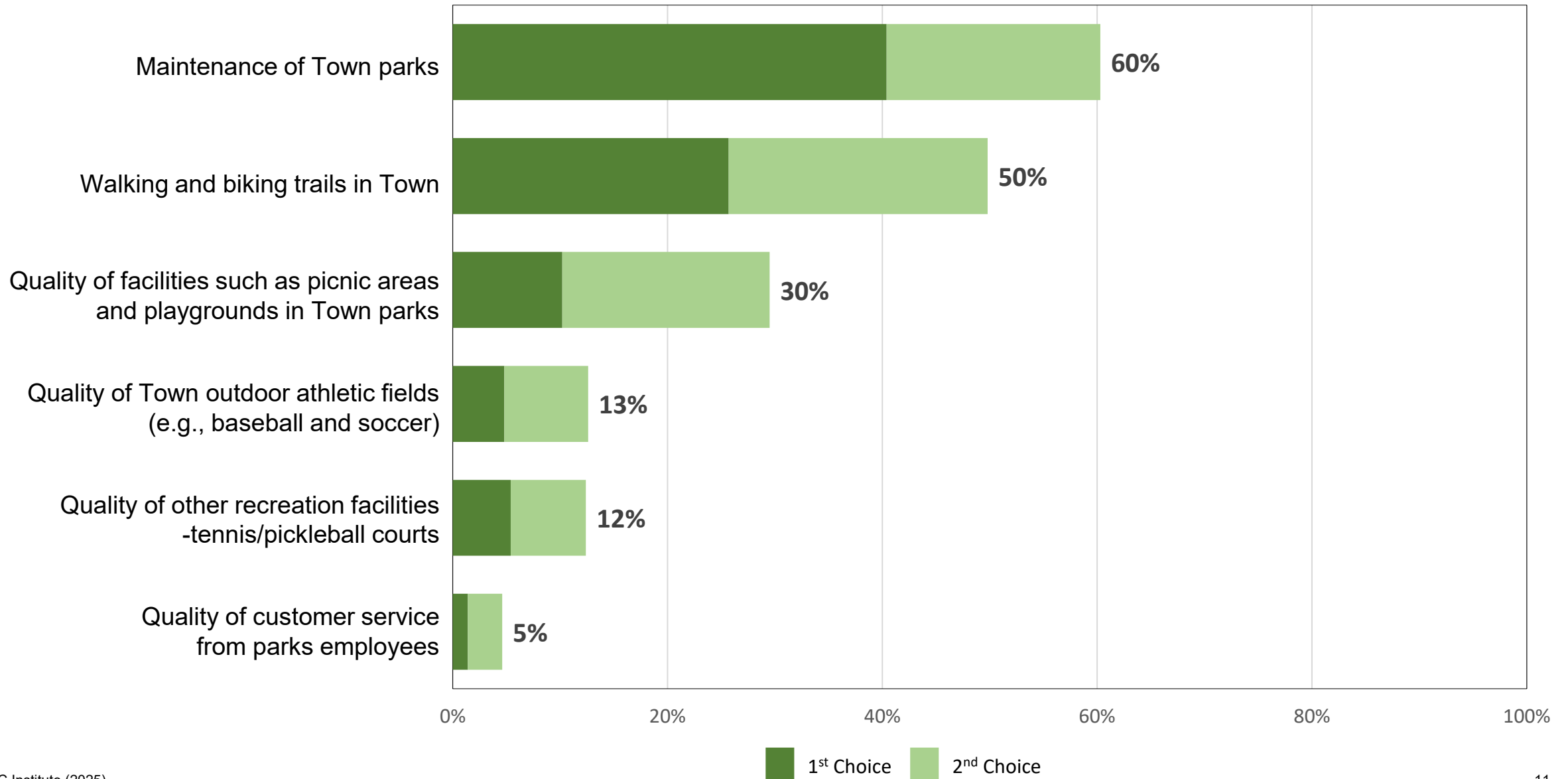
Q9. Satisfaction with Park Facilities

by percentage of respondents (excluding don't know)



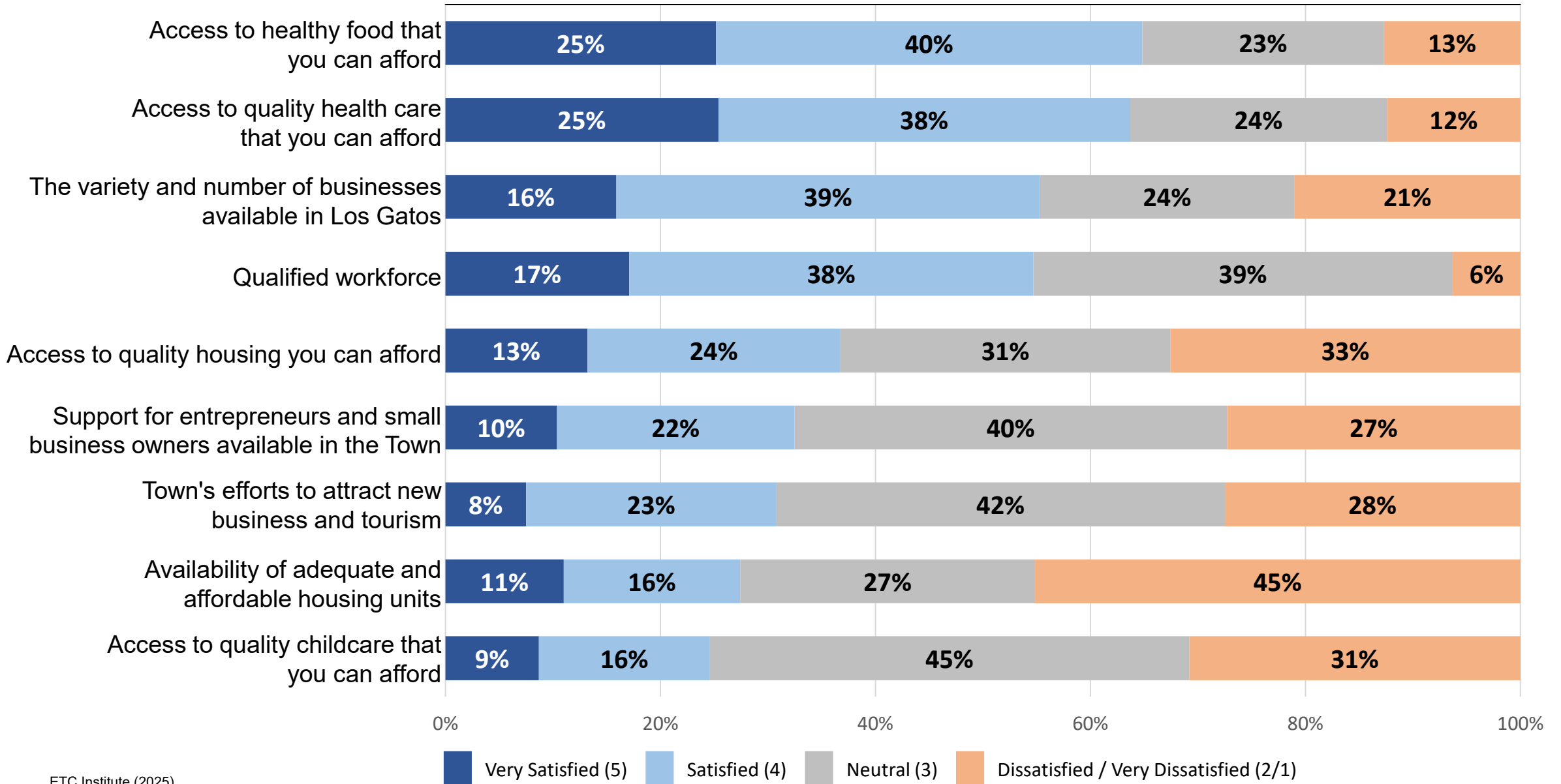
Q10. Which TWO Of The Services Listed In Question 9 Do You Think Should Receive The MOST EMPHASIS From The Town Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top two choices



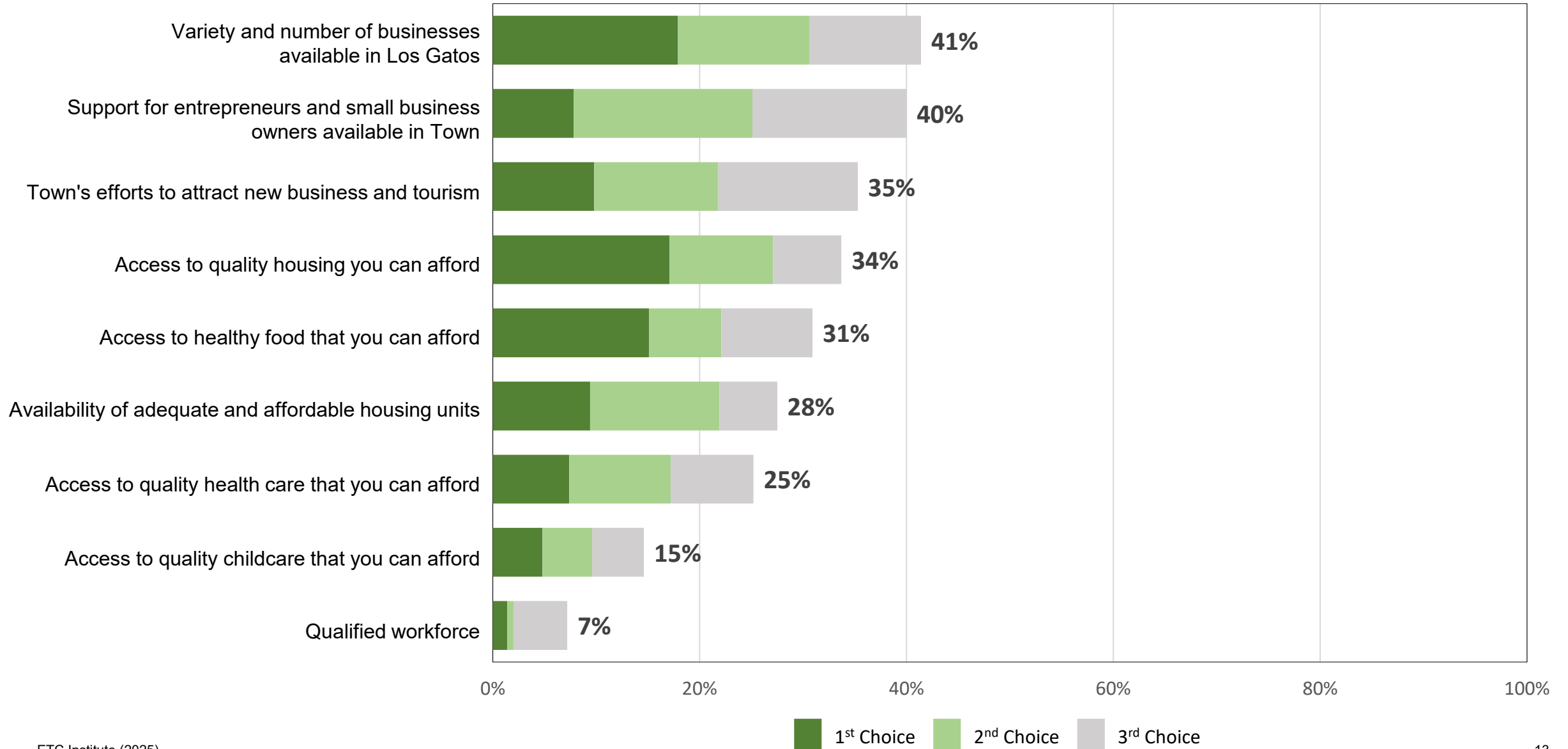
Q11. Satisfaction with Economic Opportunity

by percentage of respondents (excluding don't know)



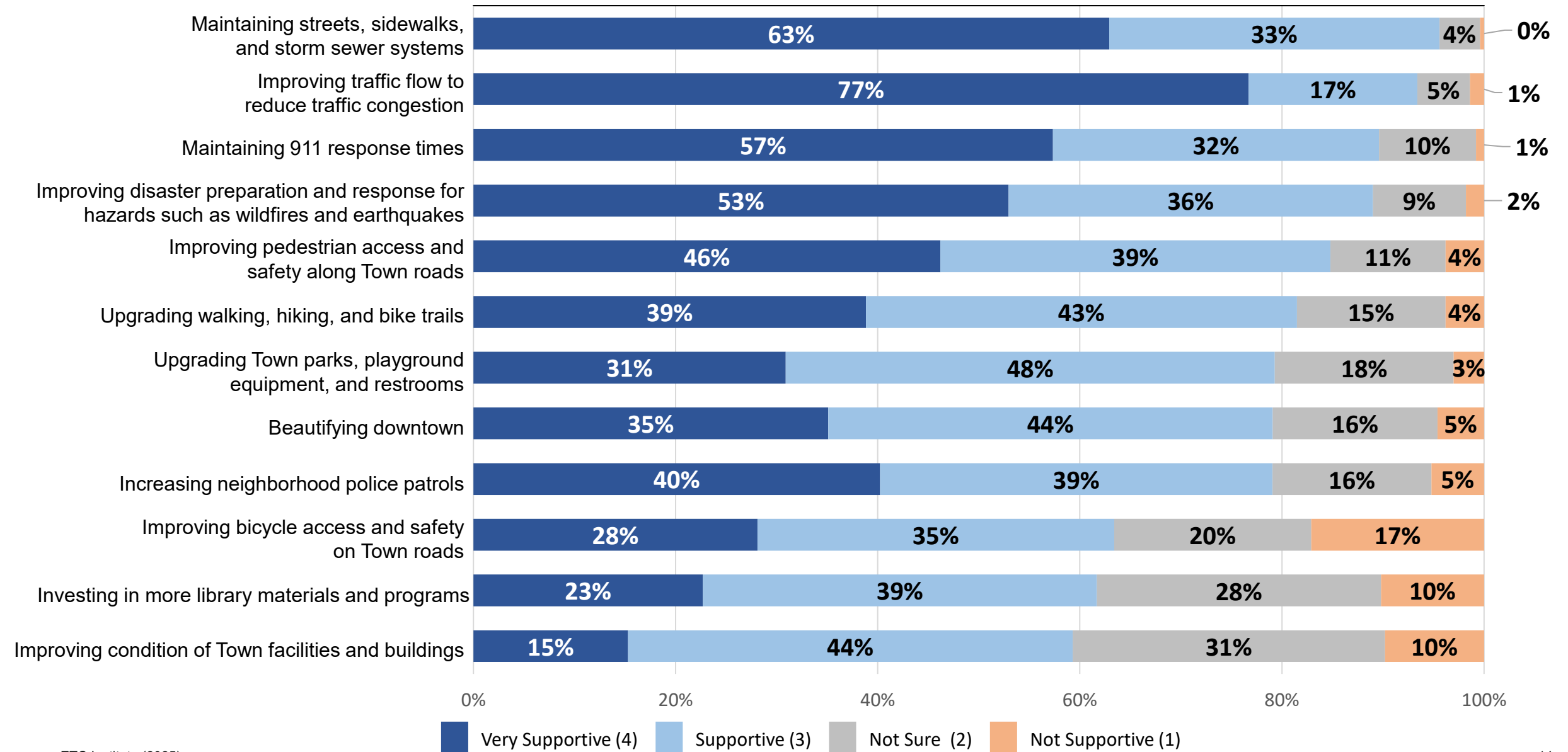
Q12. Which THREE Of The Economic Opportunities Listed In Question 11 Do You Think Should Receive The MOST EMPHASIS From The Town Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top three choices



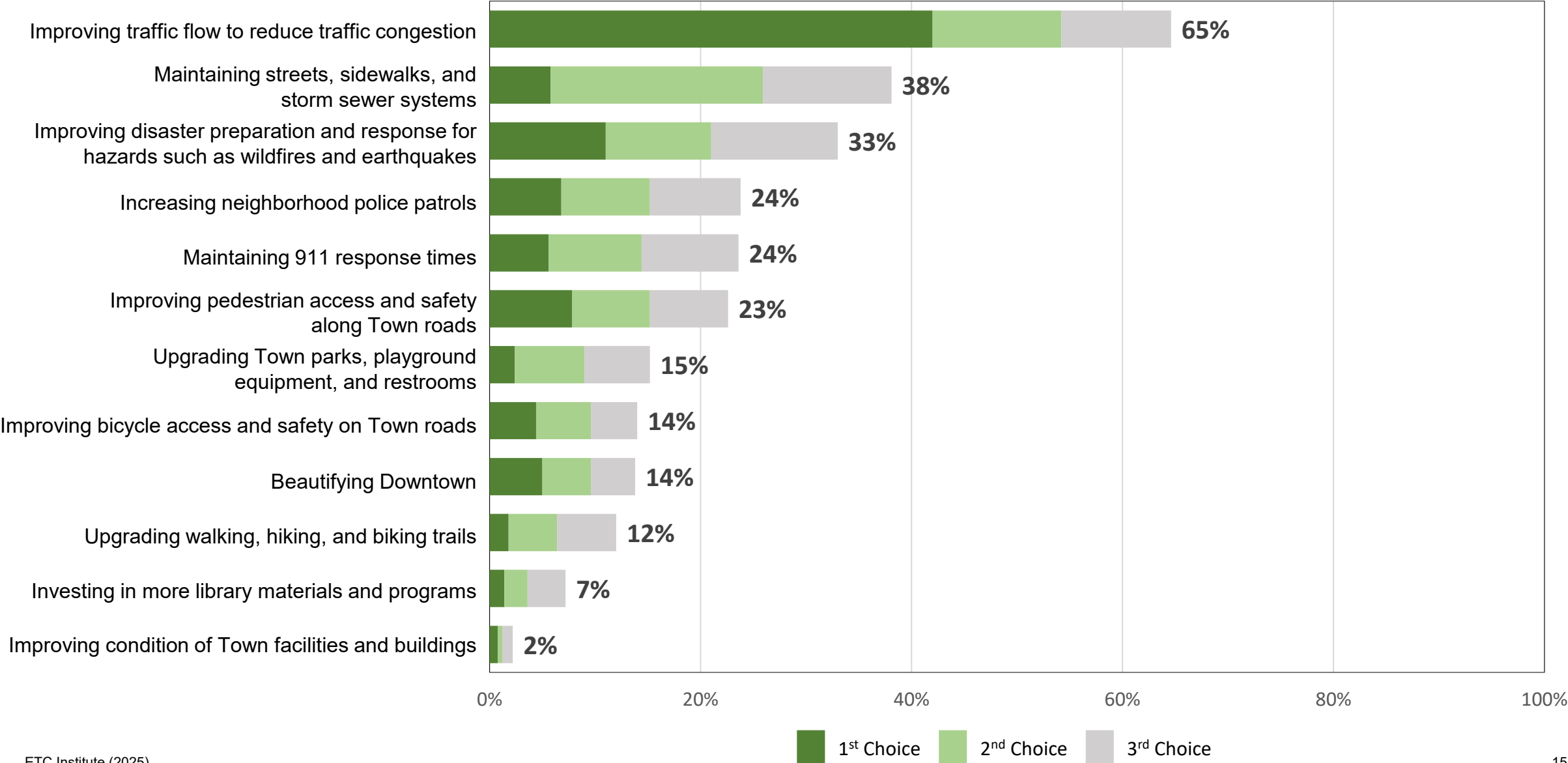
Q13. Support For Community Investment Areas

by percentage of respondents (excluding don't know)



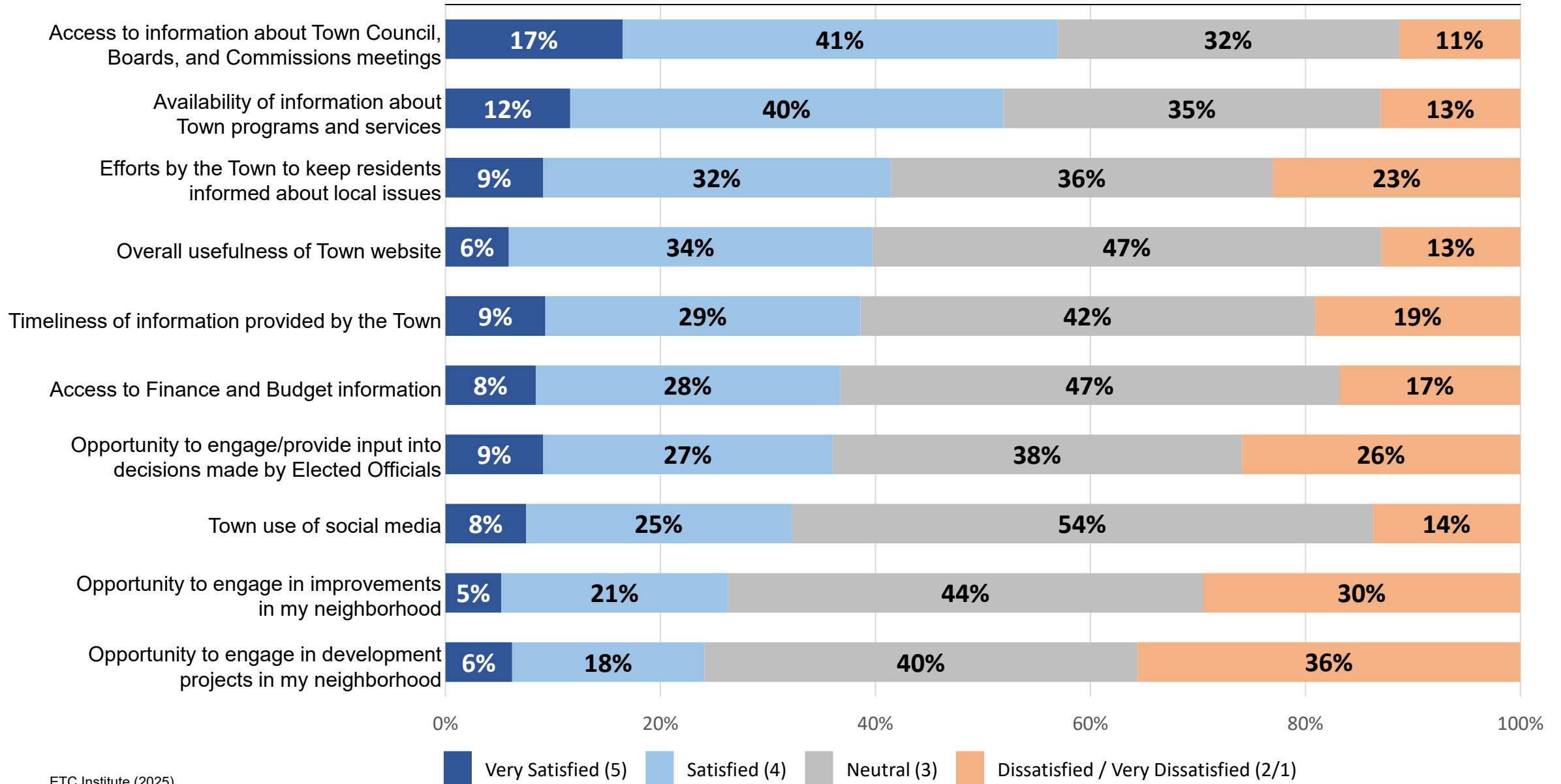
Q14. Which THREE Of The Items Listed In Question 13 Do You Think Are MOST IMPORTANT For The Town To Pursue?

by percentage of respondents who selected the item as one of their top three choices



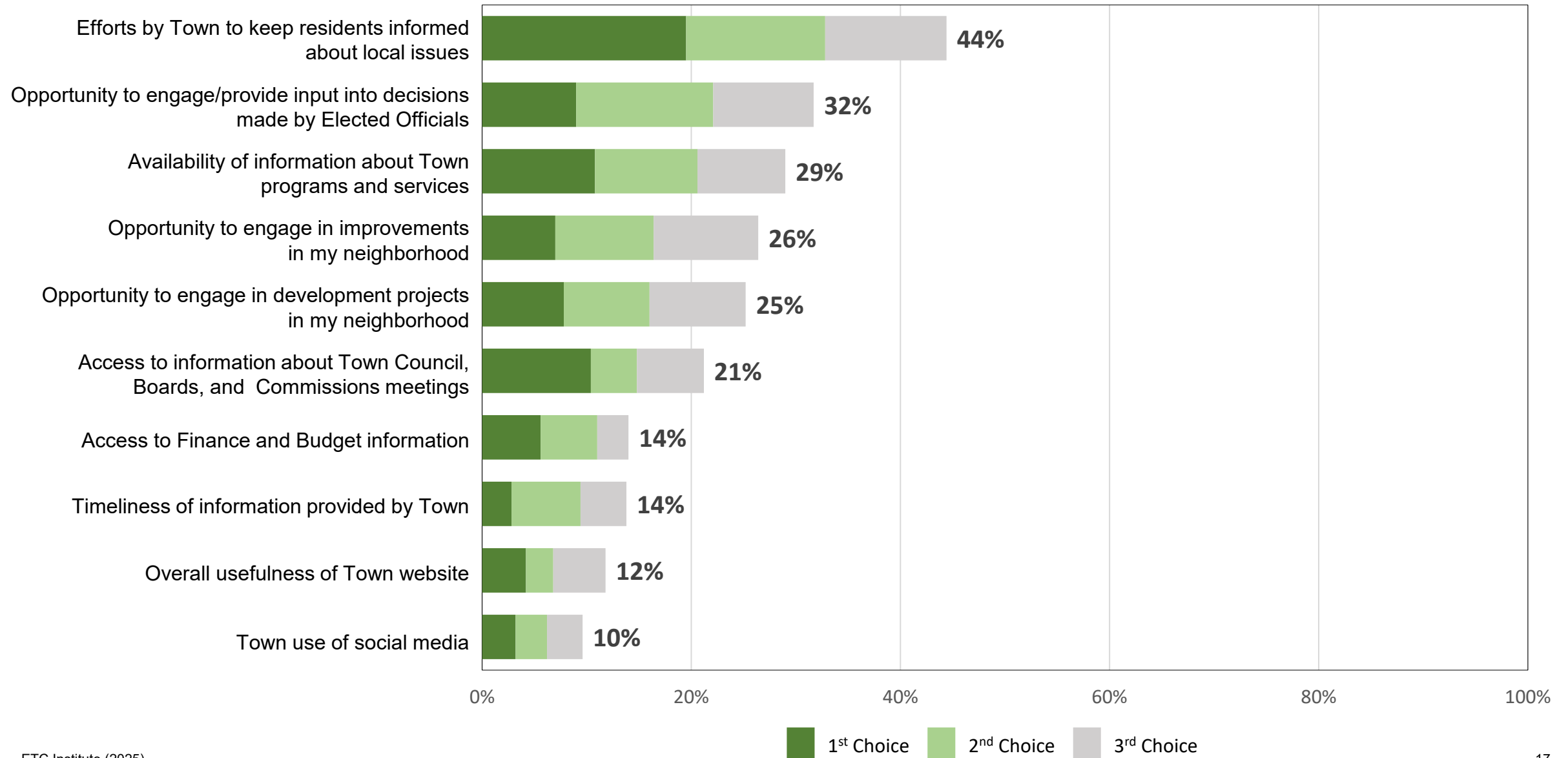
Q16. Satisfaction with Communication and Community Engagement

by percentage of respondents (excluding don't know)



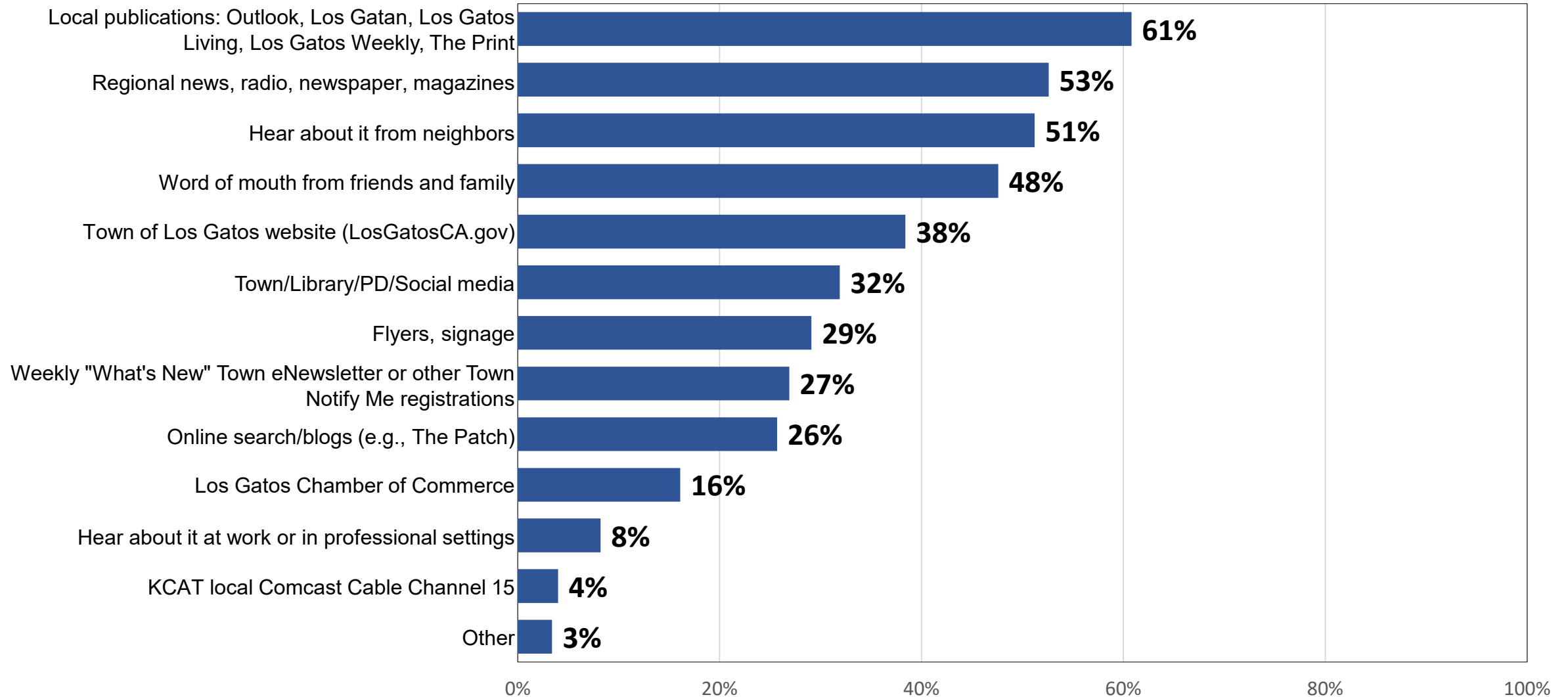
Q17. Which THREE Of The Services Listed In Question 16 Do You Think Should Receive The MOST EMPHASIS From The Town Over The Next TWO Years?

by percentage of respondents who selected the item as one of their top three choices



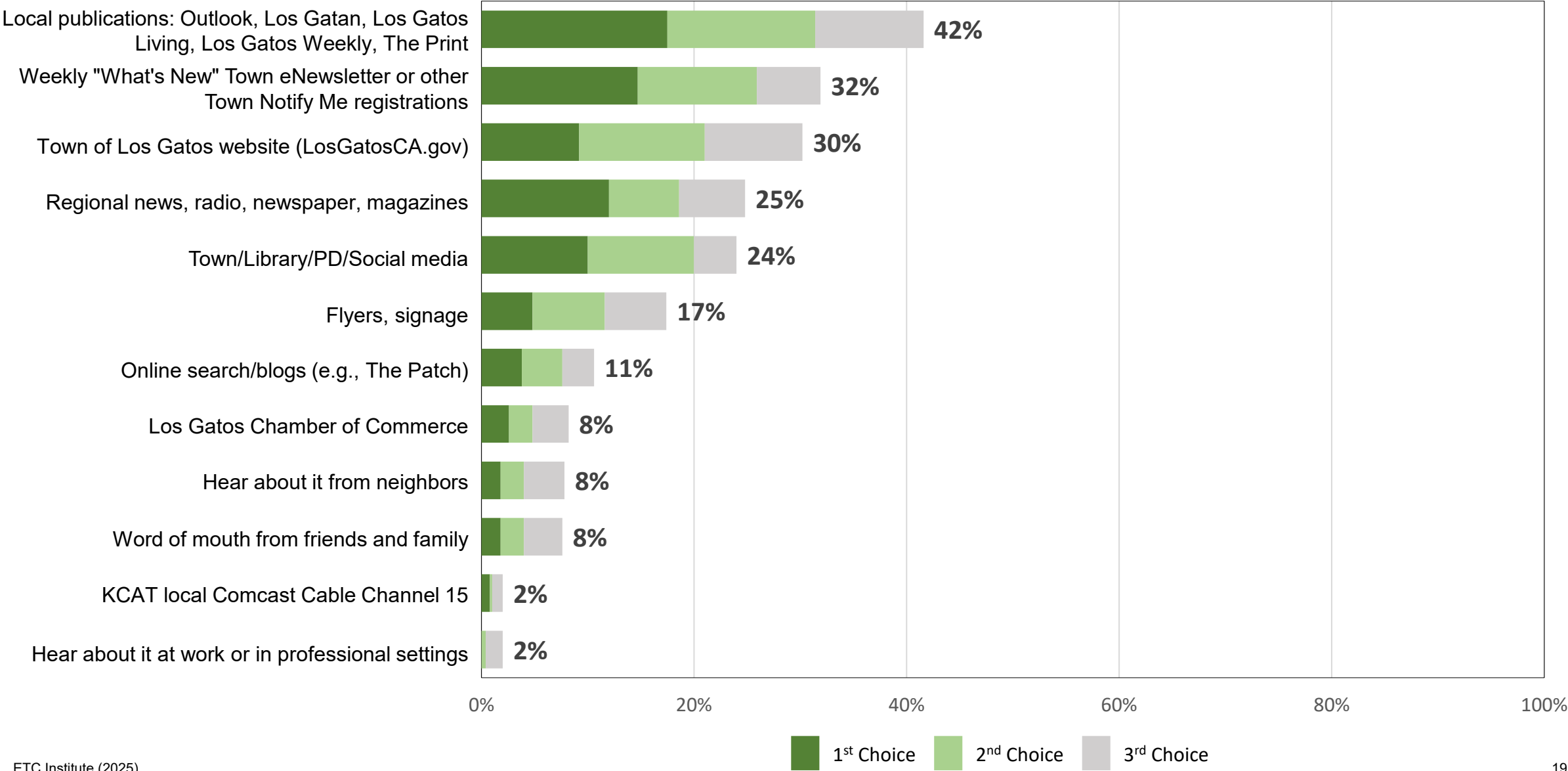
Q18. Please CHECK ALL The Ways You Learn About Los Gatos Programs, News, Activities, And Events.

by percentage of respondents (multiple selections could be made)



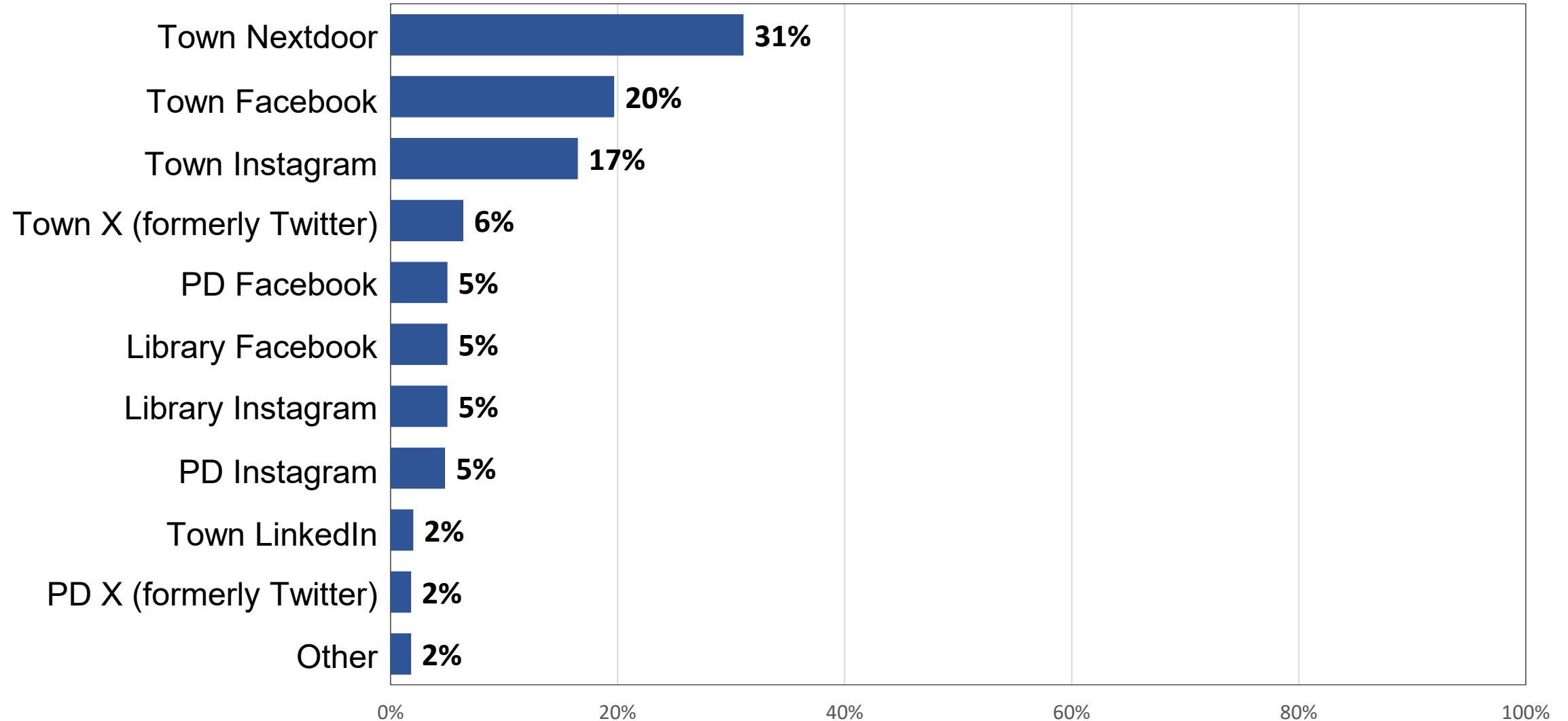
Q19. Which THREE Of The Sources From The List In Question 18 Do You MOST PREFER To Use To Learn About Town News, Events, Programs, Or Activities?

by percentage of respondents who selected the item as one of their top three choices



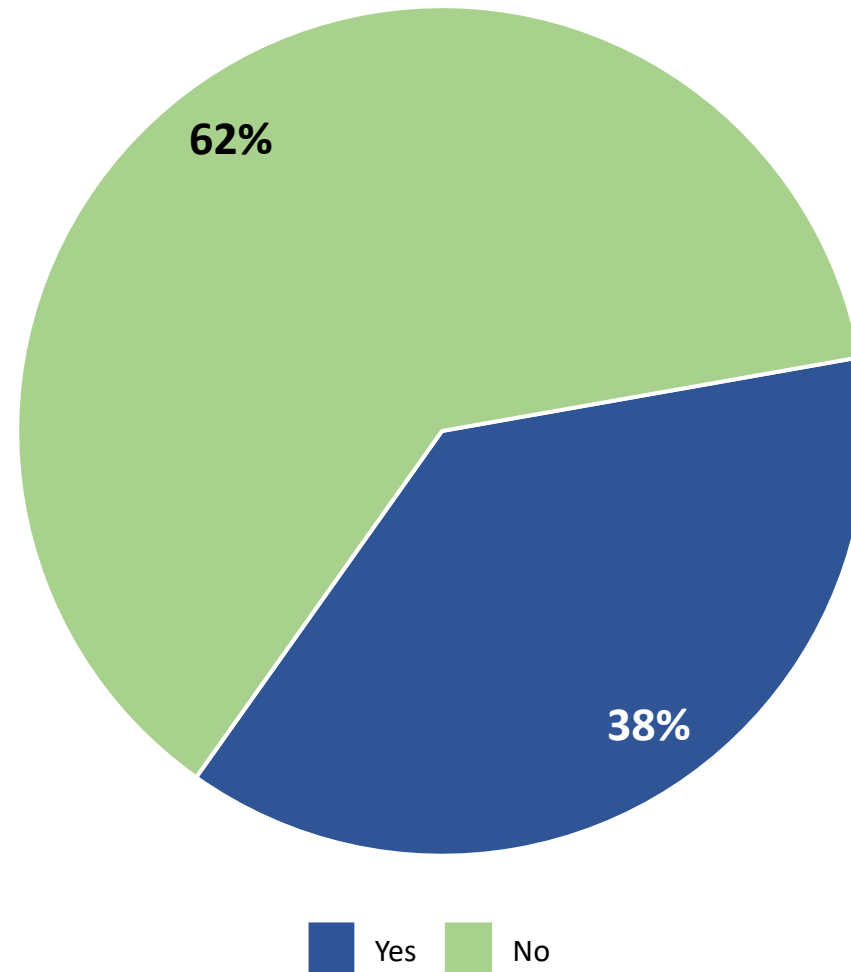
Q20. Please CHECK ALL Of The Town's Social Media Accounts That You Follow.

by percentage of respondents (multiple selections could be made)



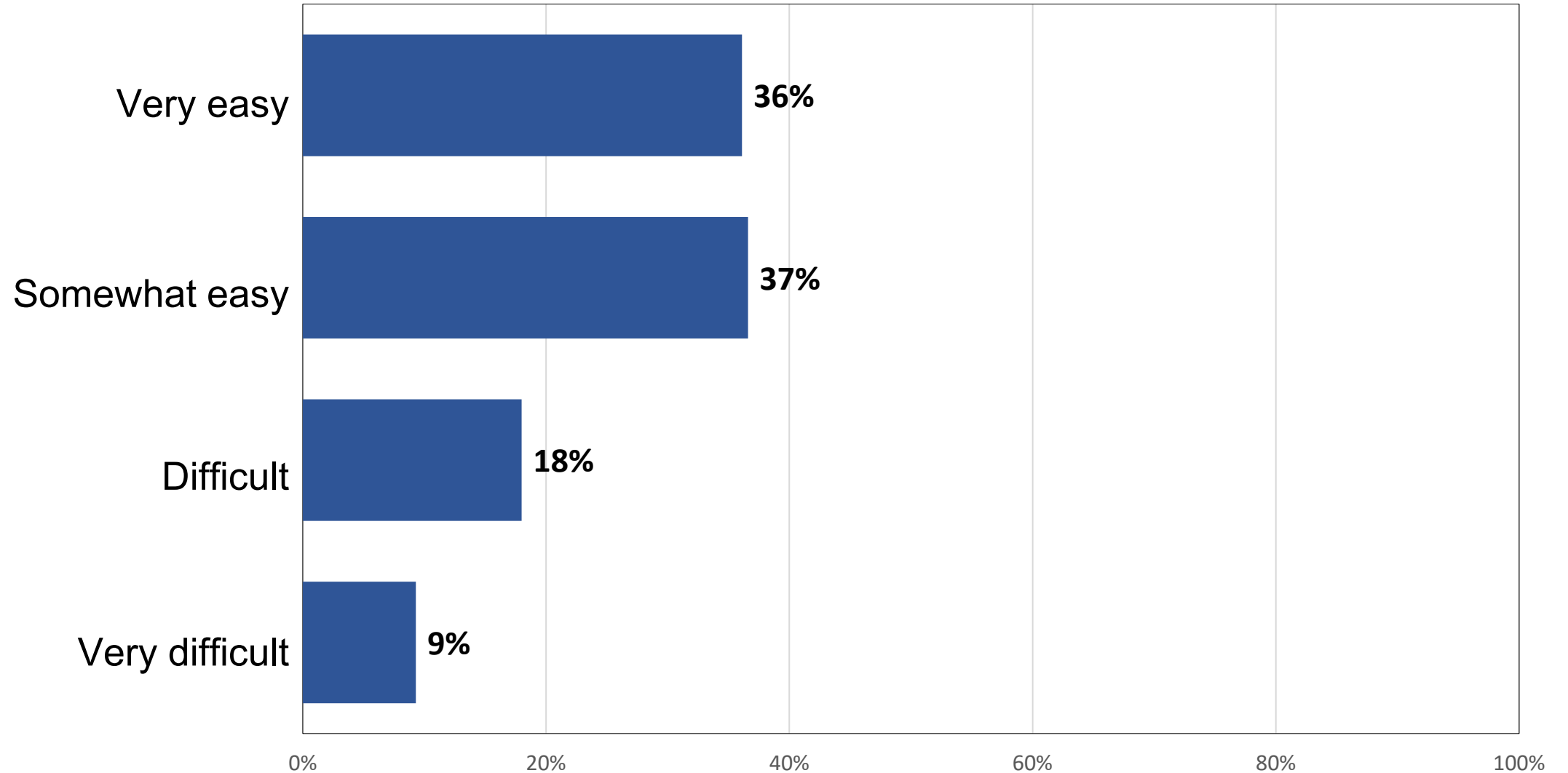
Q21. Have You Called Or Visited The Town With A Question, Problem, Or Complaint During The Past Year?

by percentage of respondents (excluding don't know)



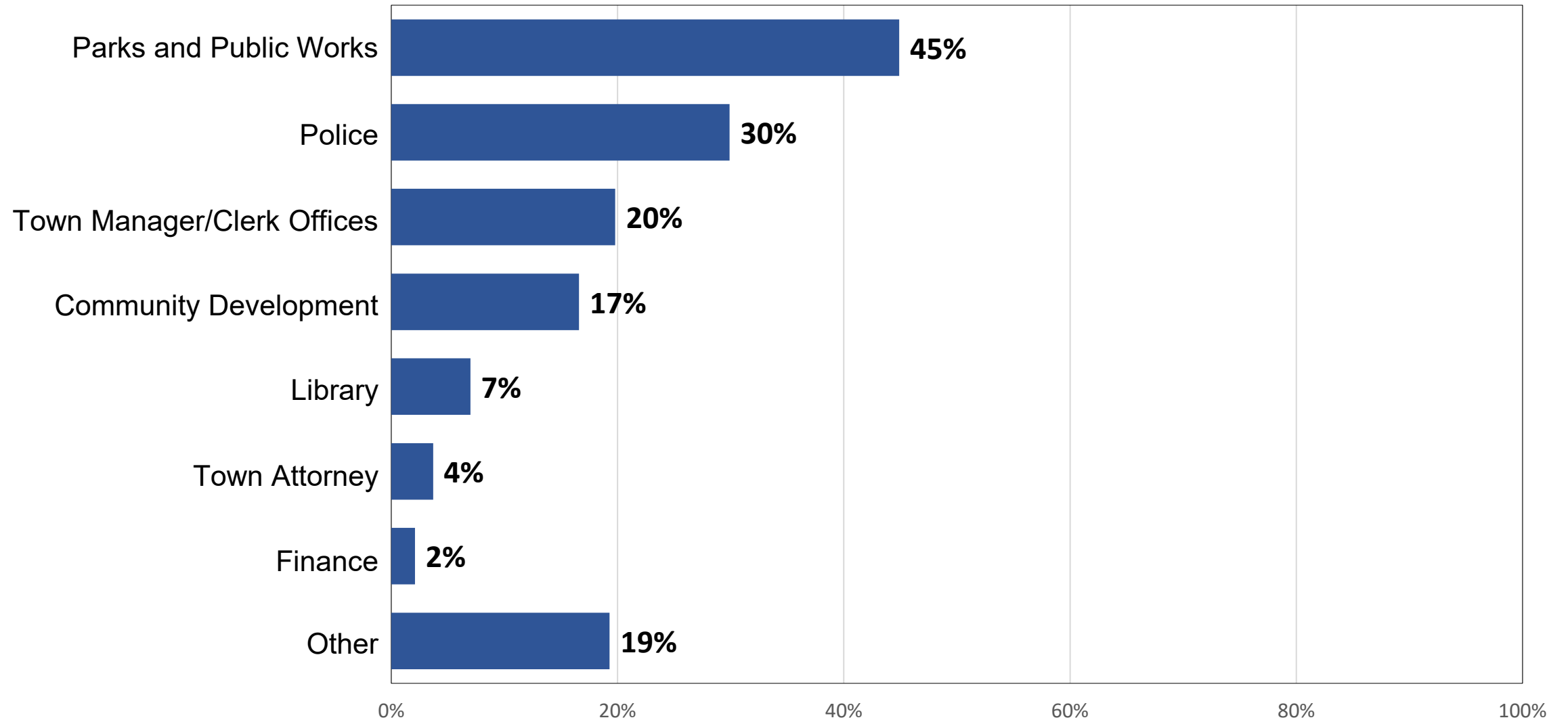
Q21a. How Easy Was It To Contact The Person You Needed To Reach?

by percentage of respondents (excluding don't know)



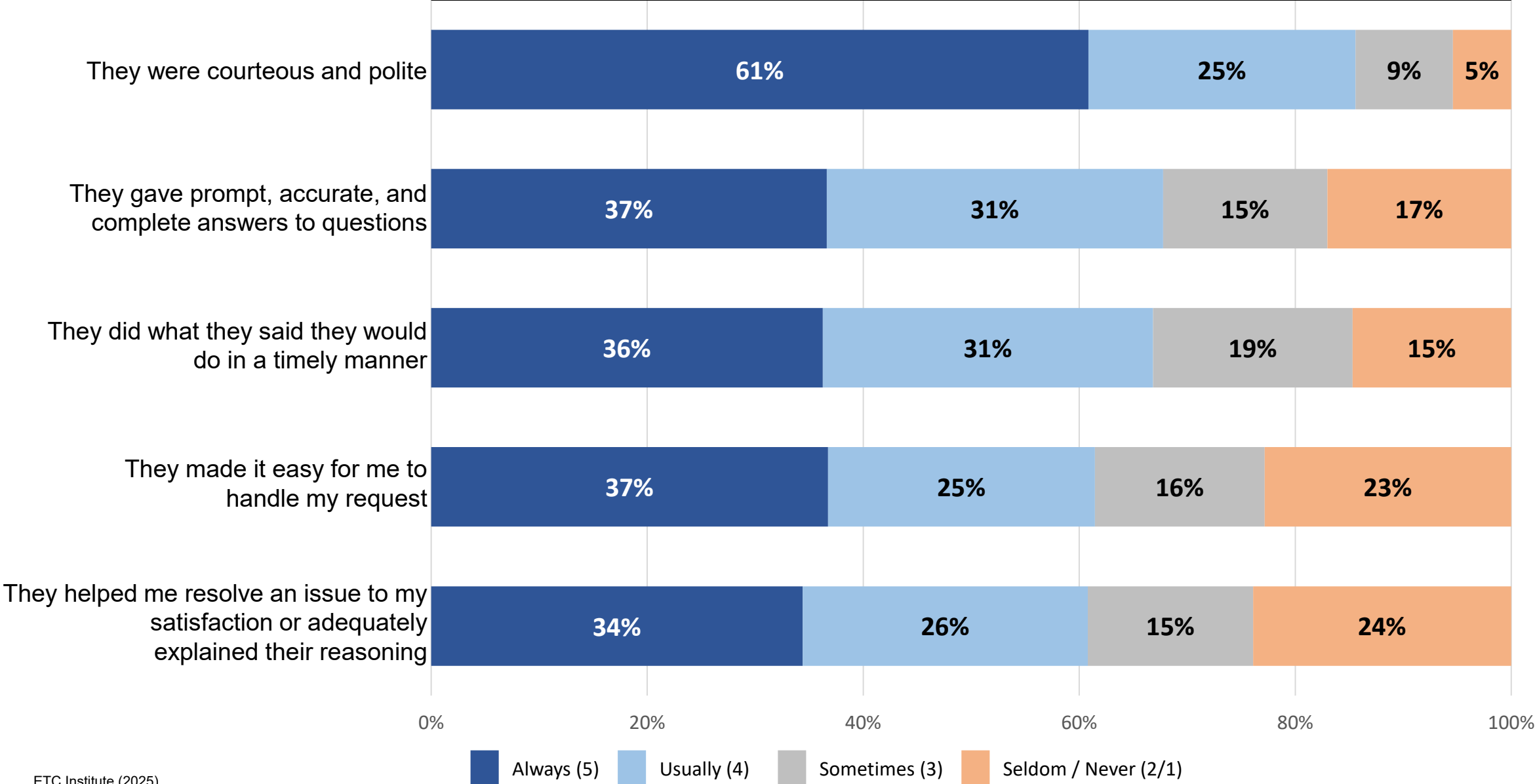
Q21b. What Department(s) Did You Contact?

by percentage of respondents (multiple selections could be made)



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.

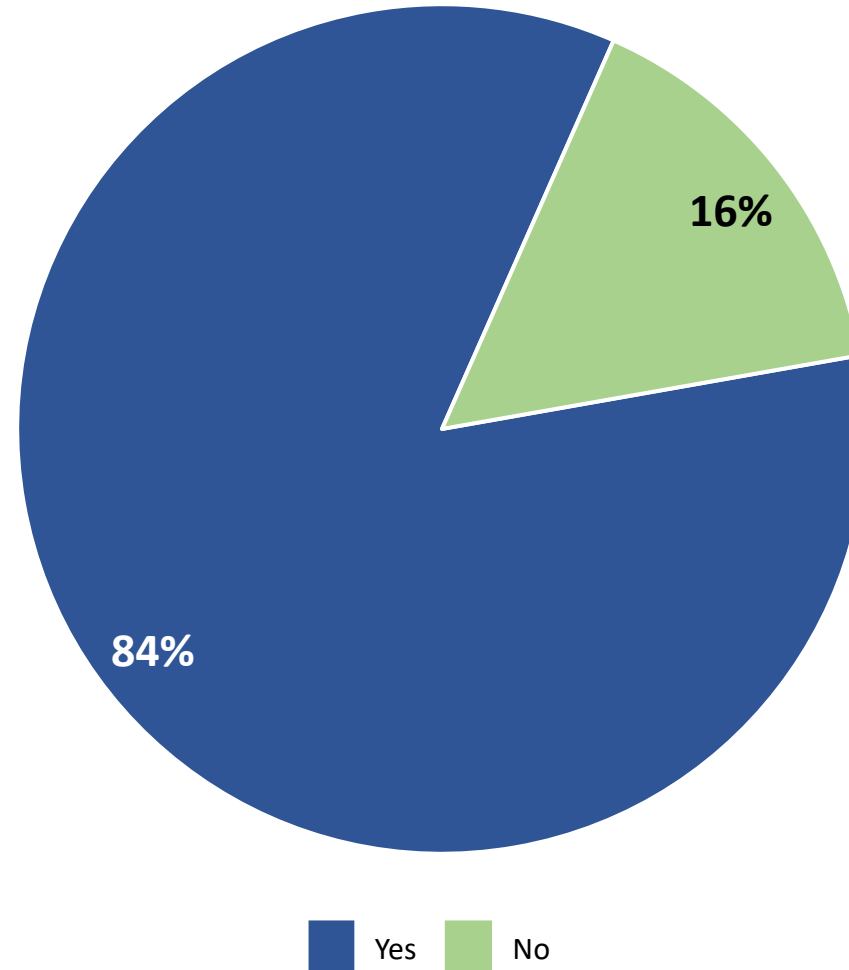
by percentage of respondents (excluding don't know)



Demographics

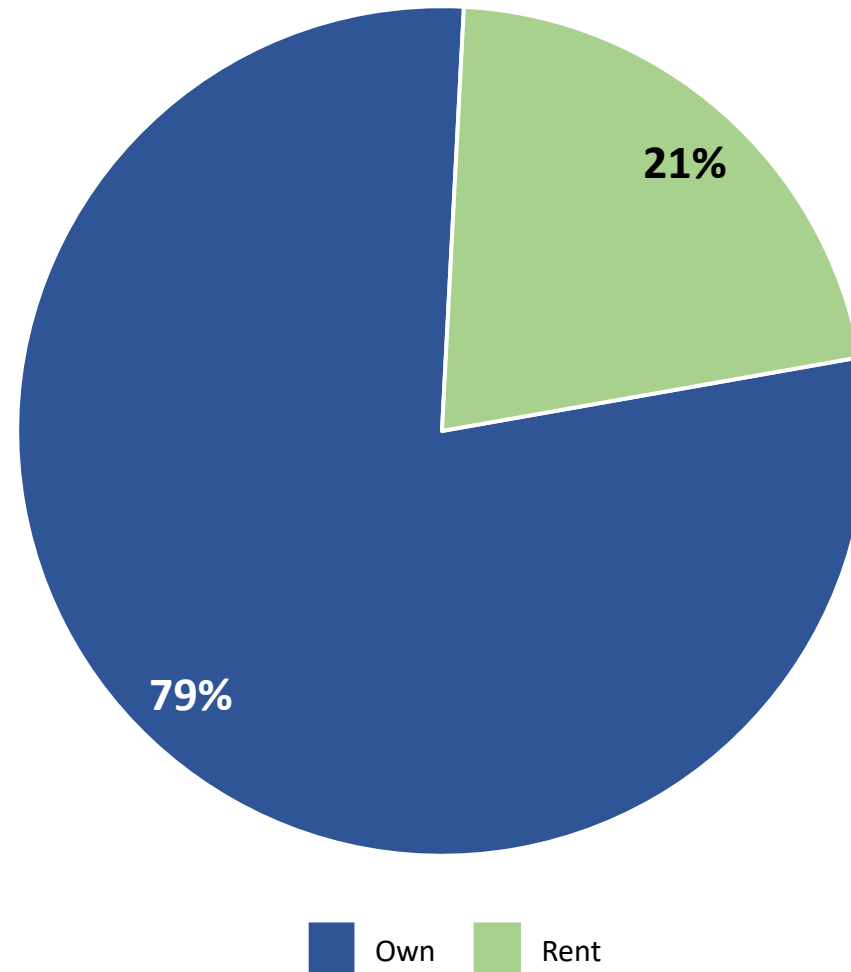
Q22. Do You Think You Will Be Living In Los Gatos, CA, Five Years From Now?

by percentage of respondents (excluding not provided)



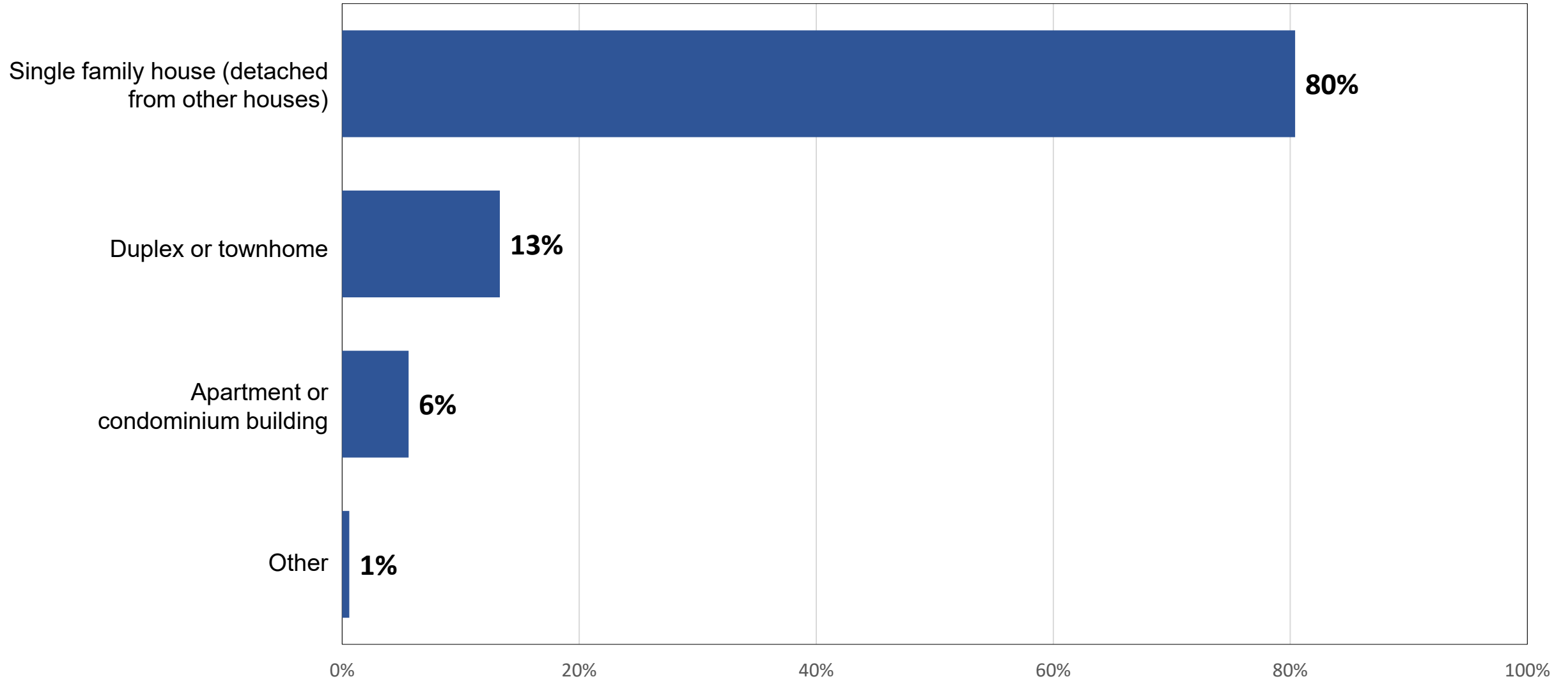
Q23. Do You Own Or Rent Your Current Residence?

by percentage of respondents (excluding not provided)



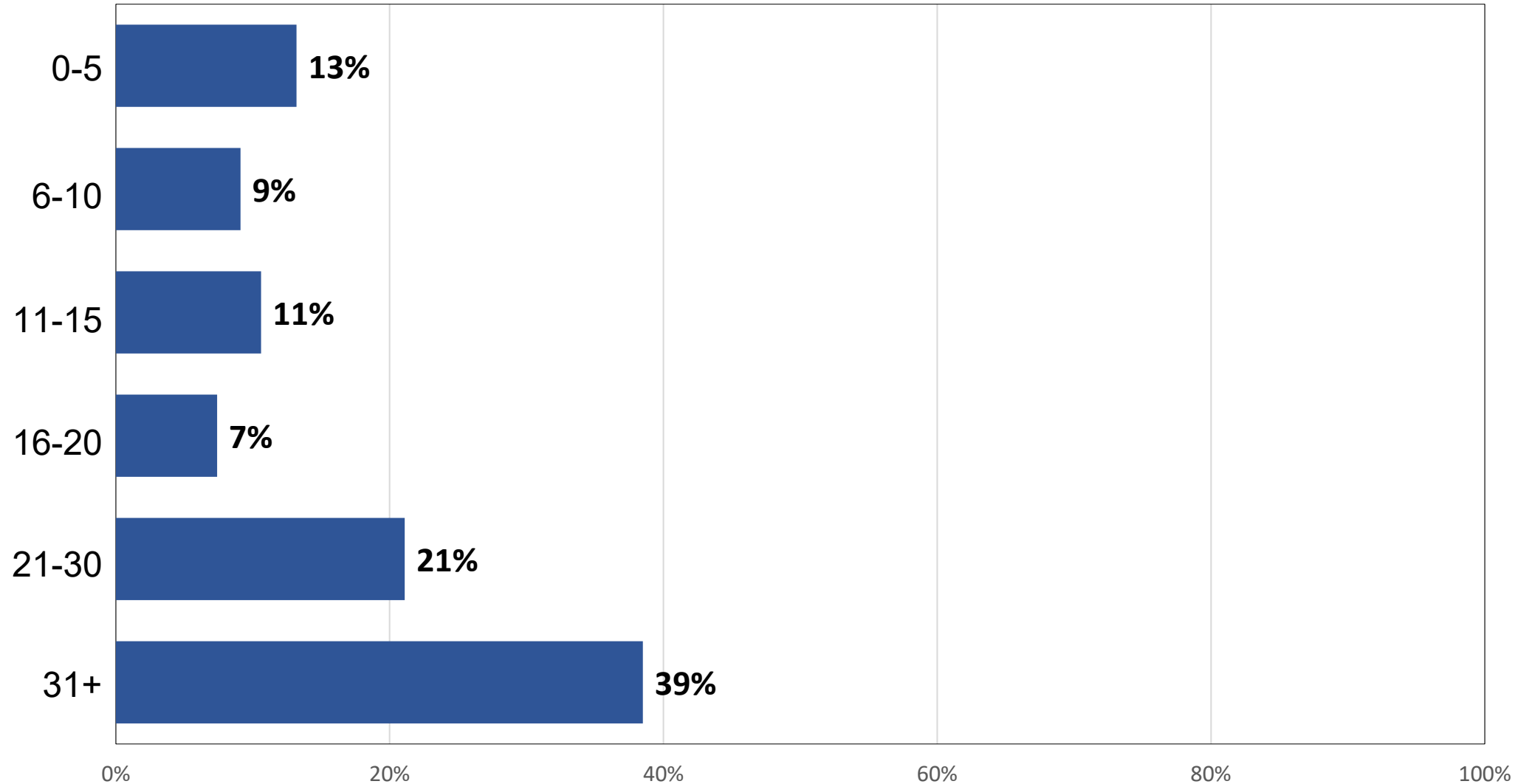
Q24. What Type Of Dwelling Do You Live In?

by percentage of respondents (excluding “not provided”)



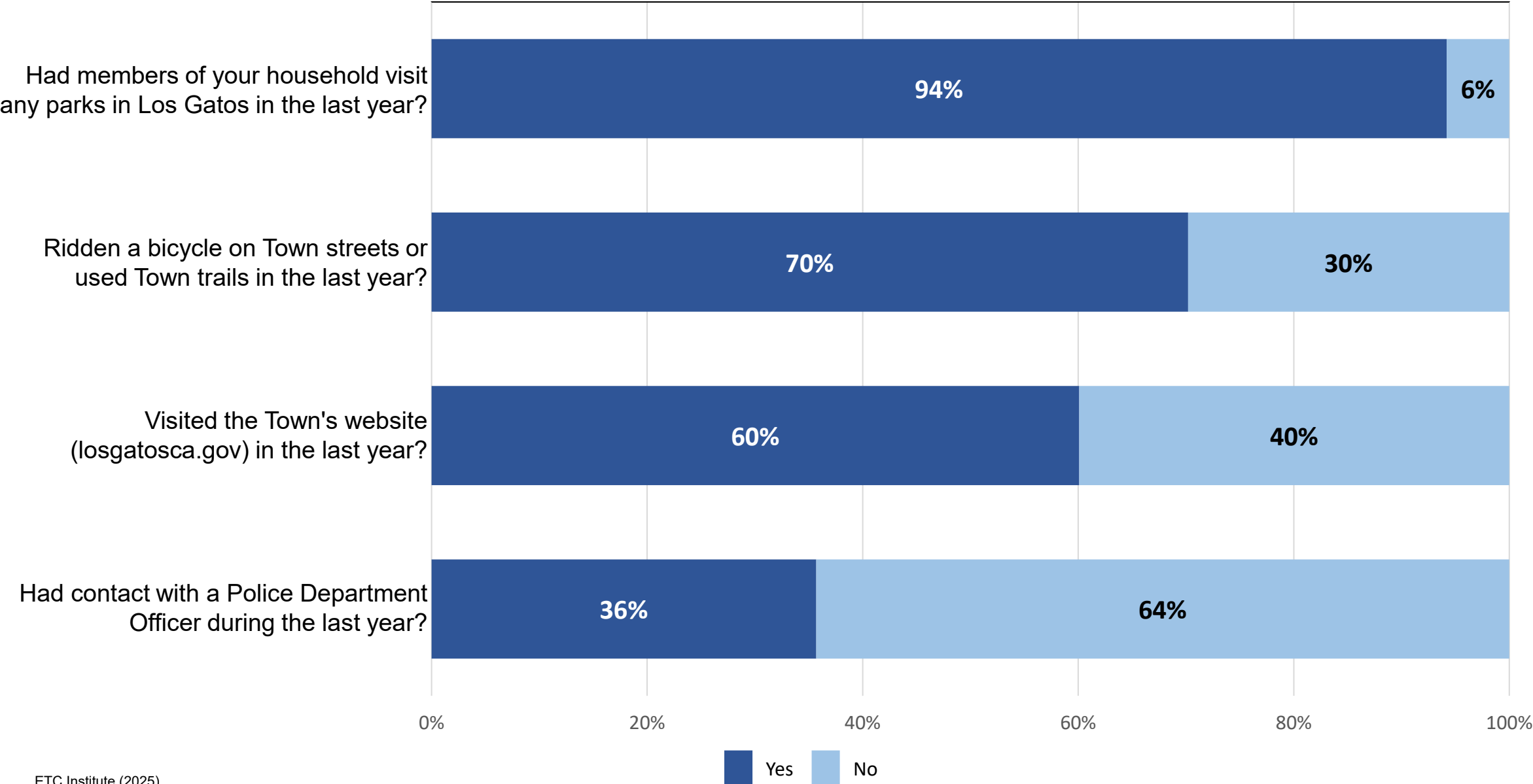
Q25. How Many Years Have You Lived In Los Gatos?

by percentage of respondents (excluding “not provided”)



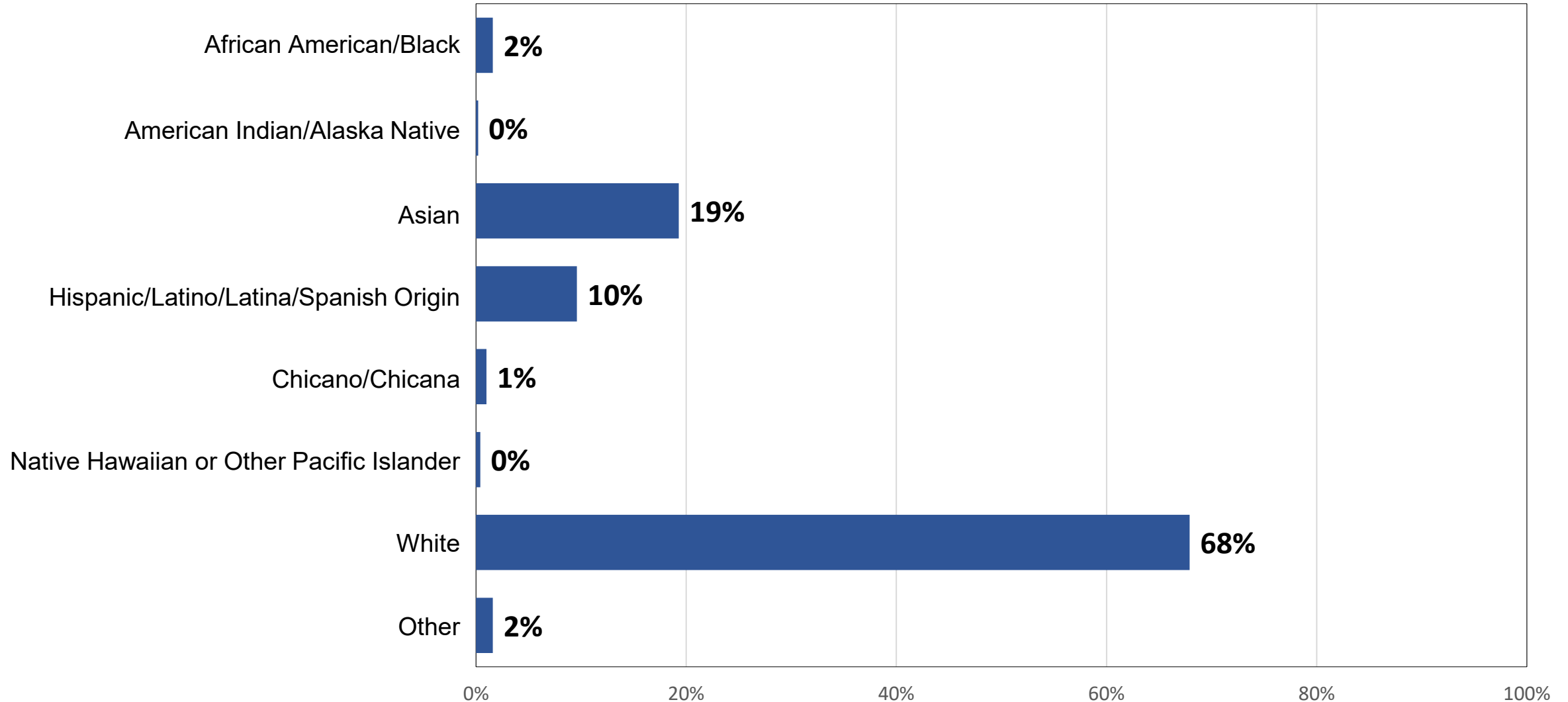
Q26. Please Answer The Following Questions By Circling "Yes" Or "No."

by percentage of respondents (excluding not provided)



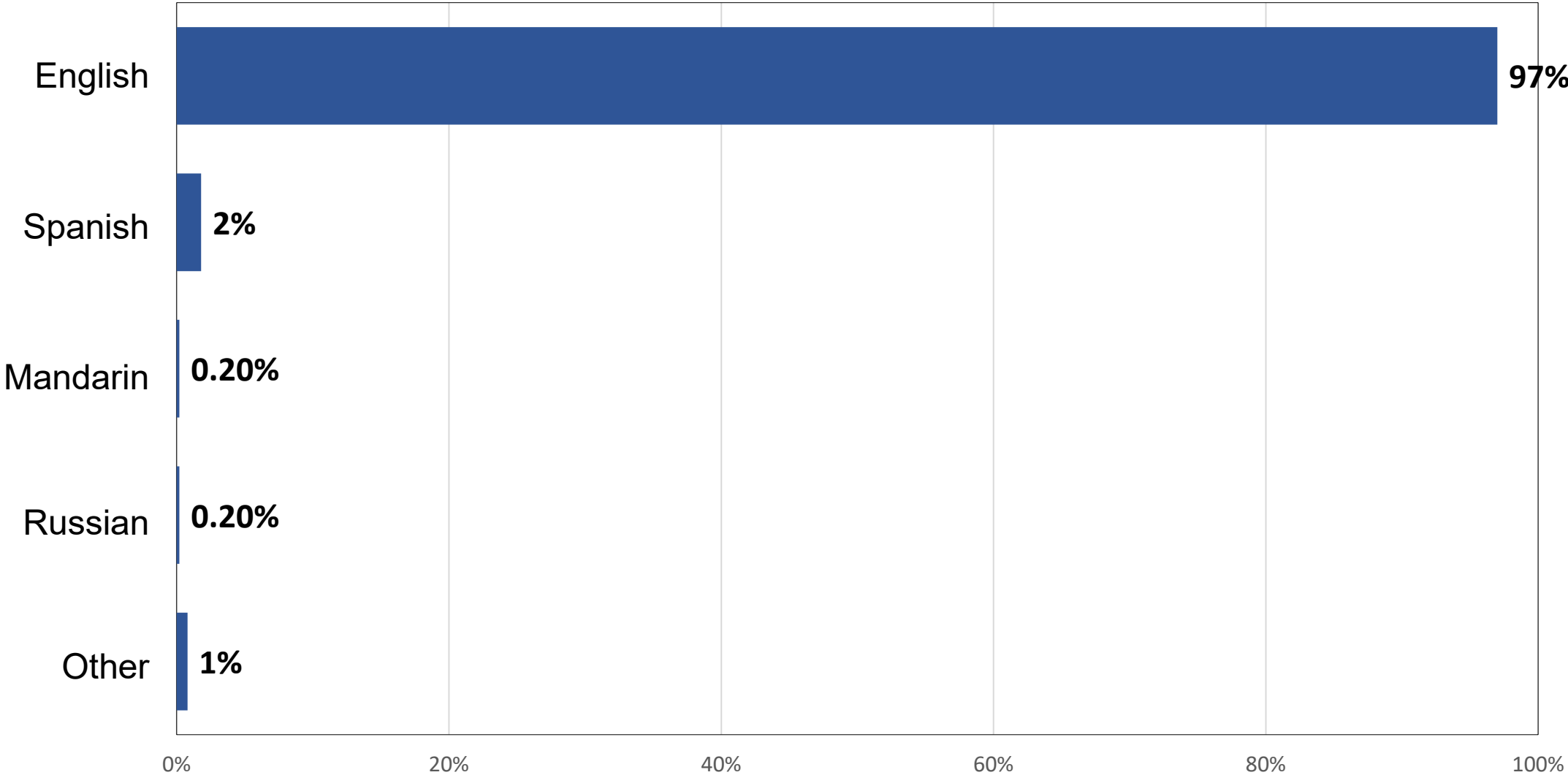
Q27. Which Of The Following Best Describes Your Race/Ethnicity?

by percentage of respondents



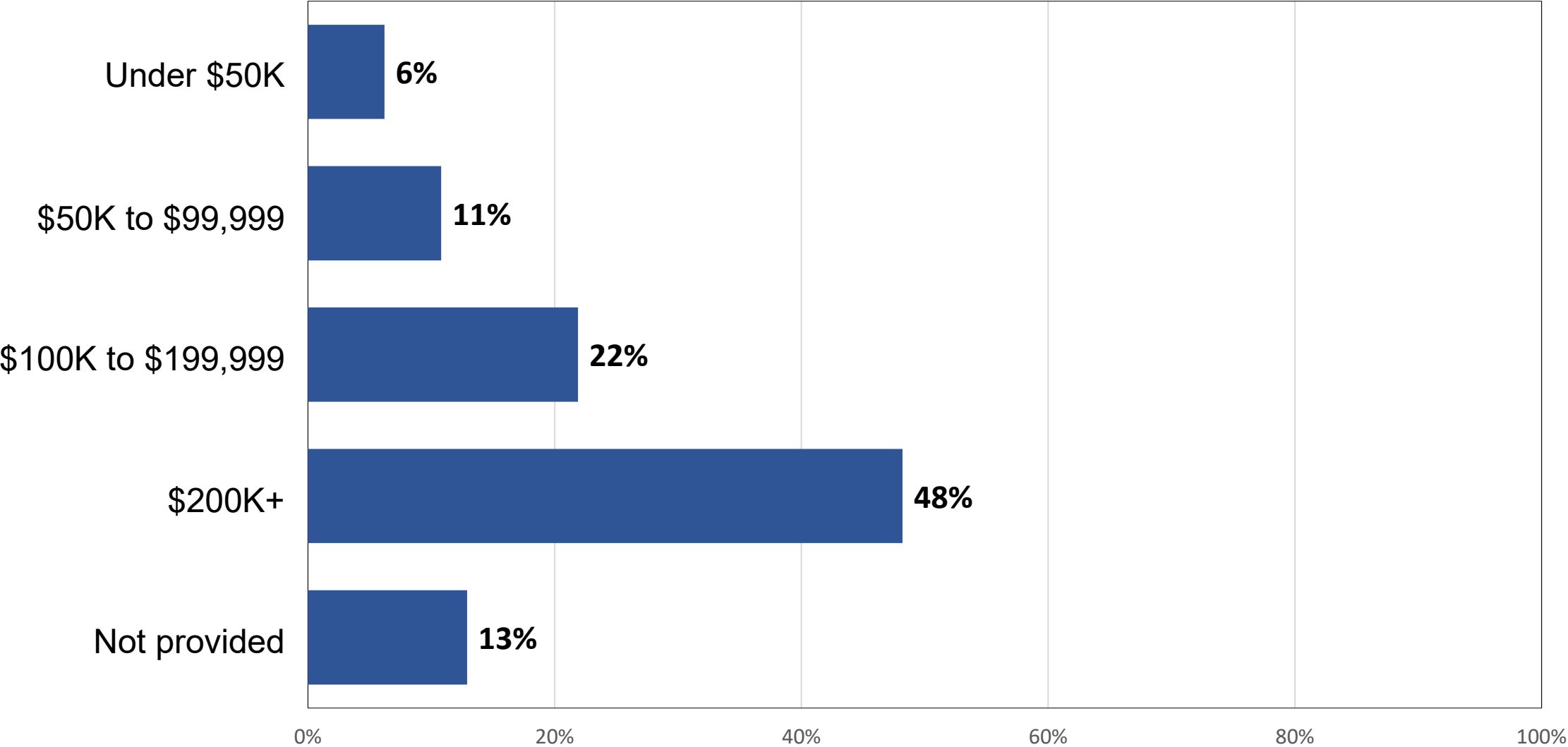
Q28. What Is Your Preferred Language To Speak?

by percentage of respondents (excluding not provided)



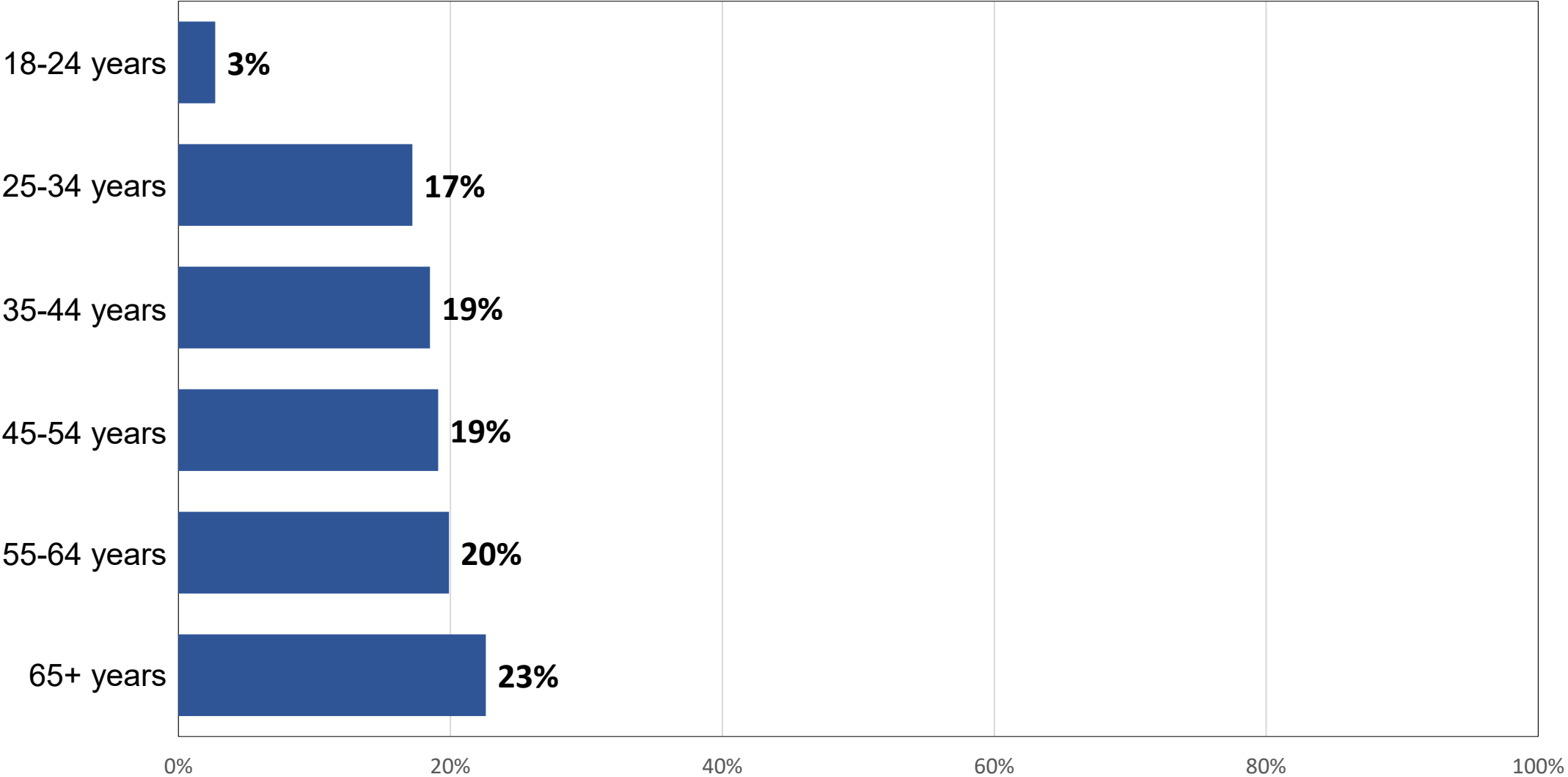
Q29. Would You Say Your Total Annual Household Income Is...

by percentage of respondents



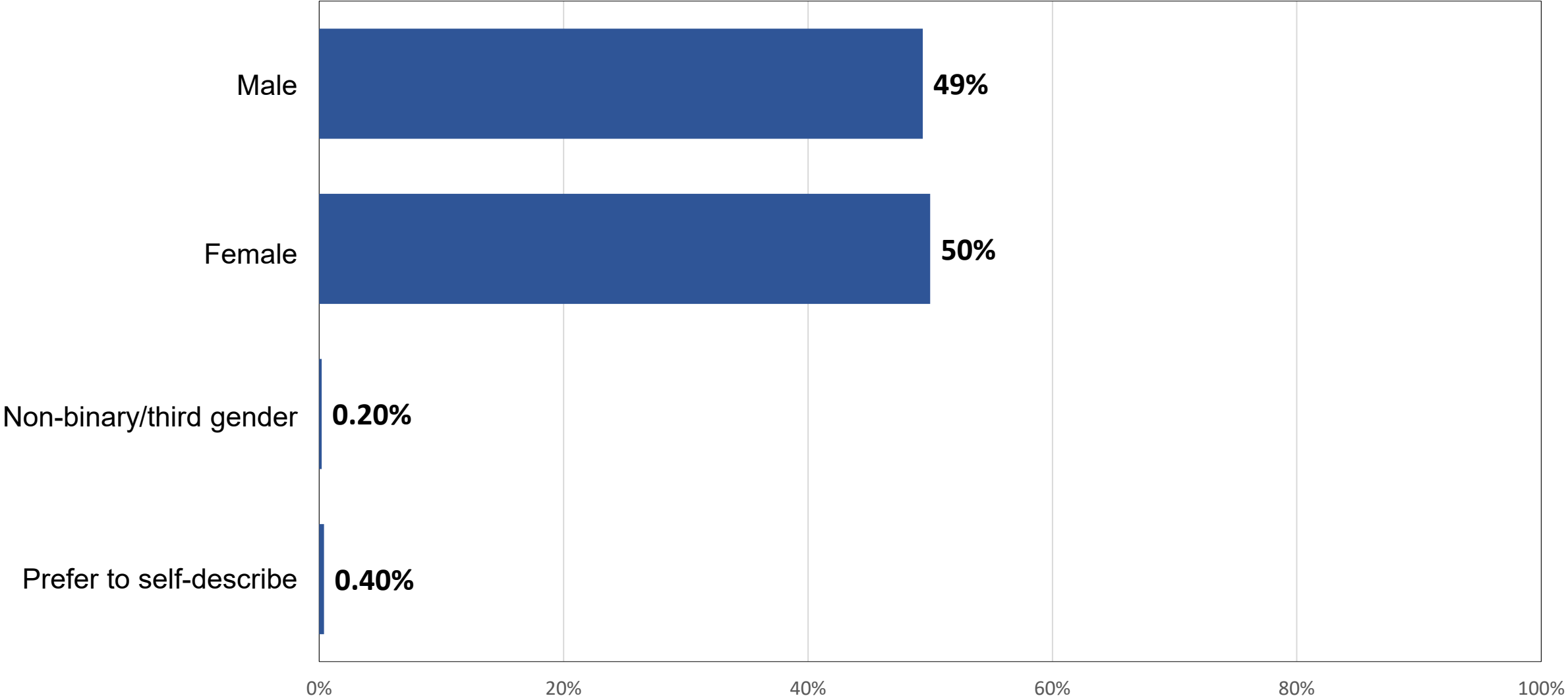
Q30. What Is Your Age?

by percentage of respondents (excluding “not provided”)



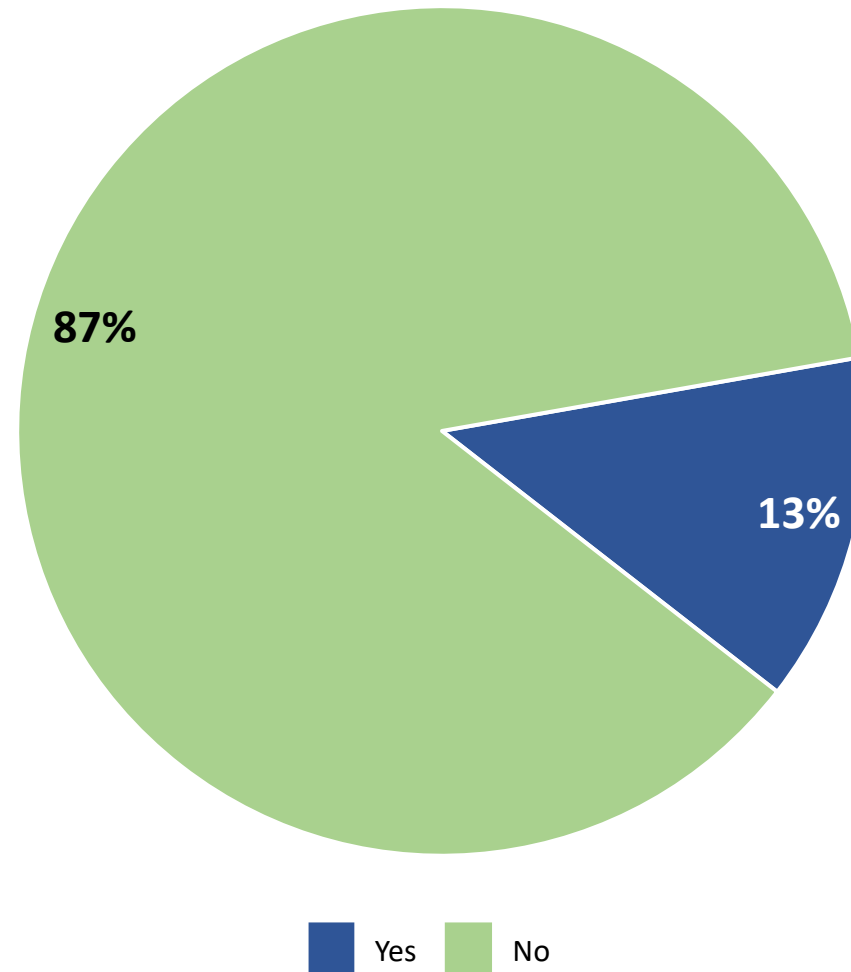
Q31. What Is Your Gender Identity?

by percentage of respondents (excluding “not provided”)



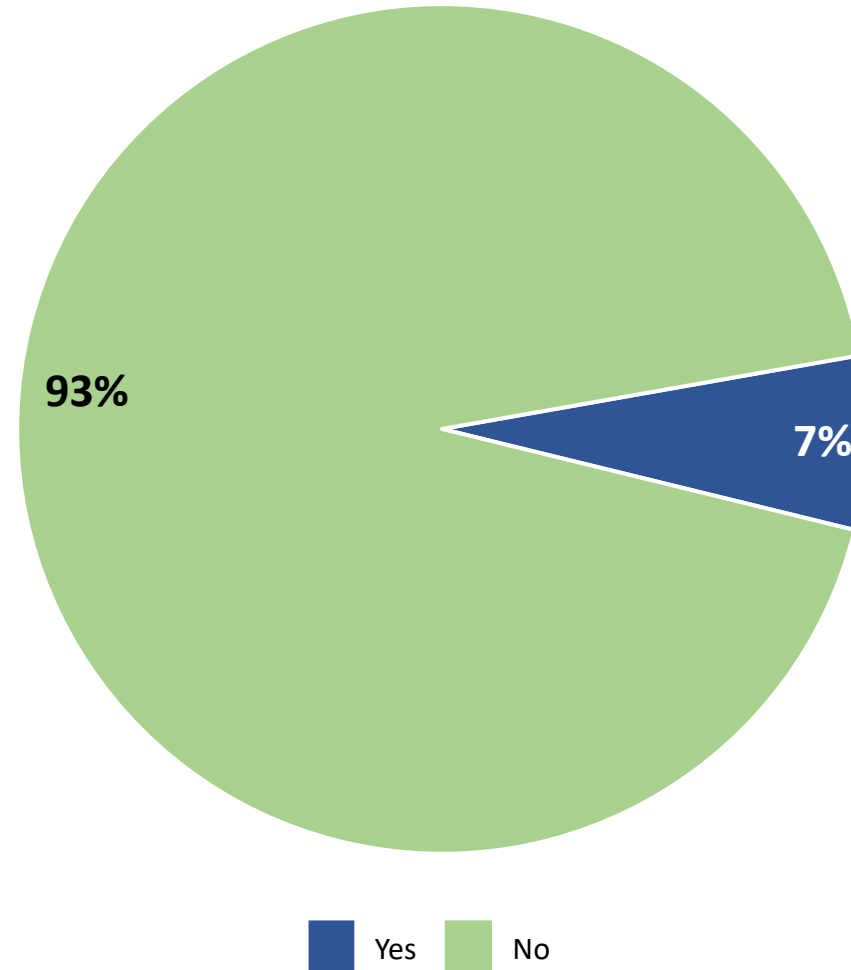
Q32. Do You, Or Does Anyone In Your Household, Identify As A Person With A Disability?

by percentage of respondents (excluding prefer not to say)



Q33. Do You, Or Does Anyone In Your Household, Identify As Lesbian, Gay, Bisexual, Transgender, Queer, Or Another LGBTQ+ Identity?

by percentage of respondents (excluding prefer not to say)





Benchmarking Analysis

National Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

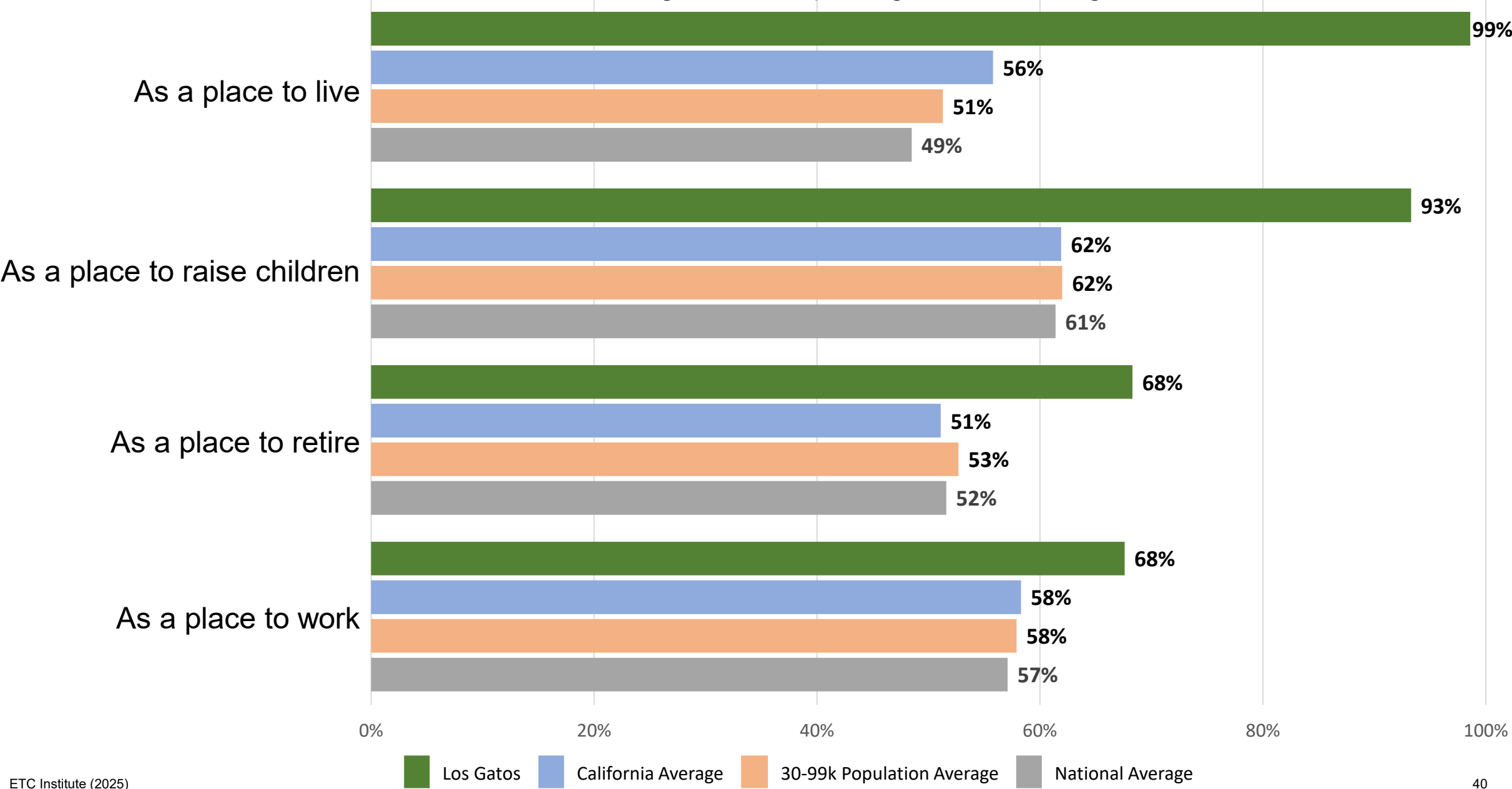
This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of more than 8,000 residents in the continental United States and (2) from this national survey, an average of the respondents from California and 3.) The average survey responses from communities with a population between 30,000 and 99,999 residents.

The charts on the following pages show how the results for the Town of Los Gatos compare to the national average, the California average, and the communities with 30,000 – 99,999 residents.

ETC Institute does not maintain benchmarking data for all the items that were included in the Town's 2025 survey. Only items that ETC Institute maintains benchmarking data for are included in this section.

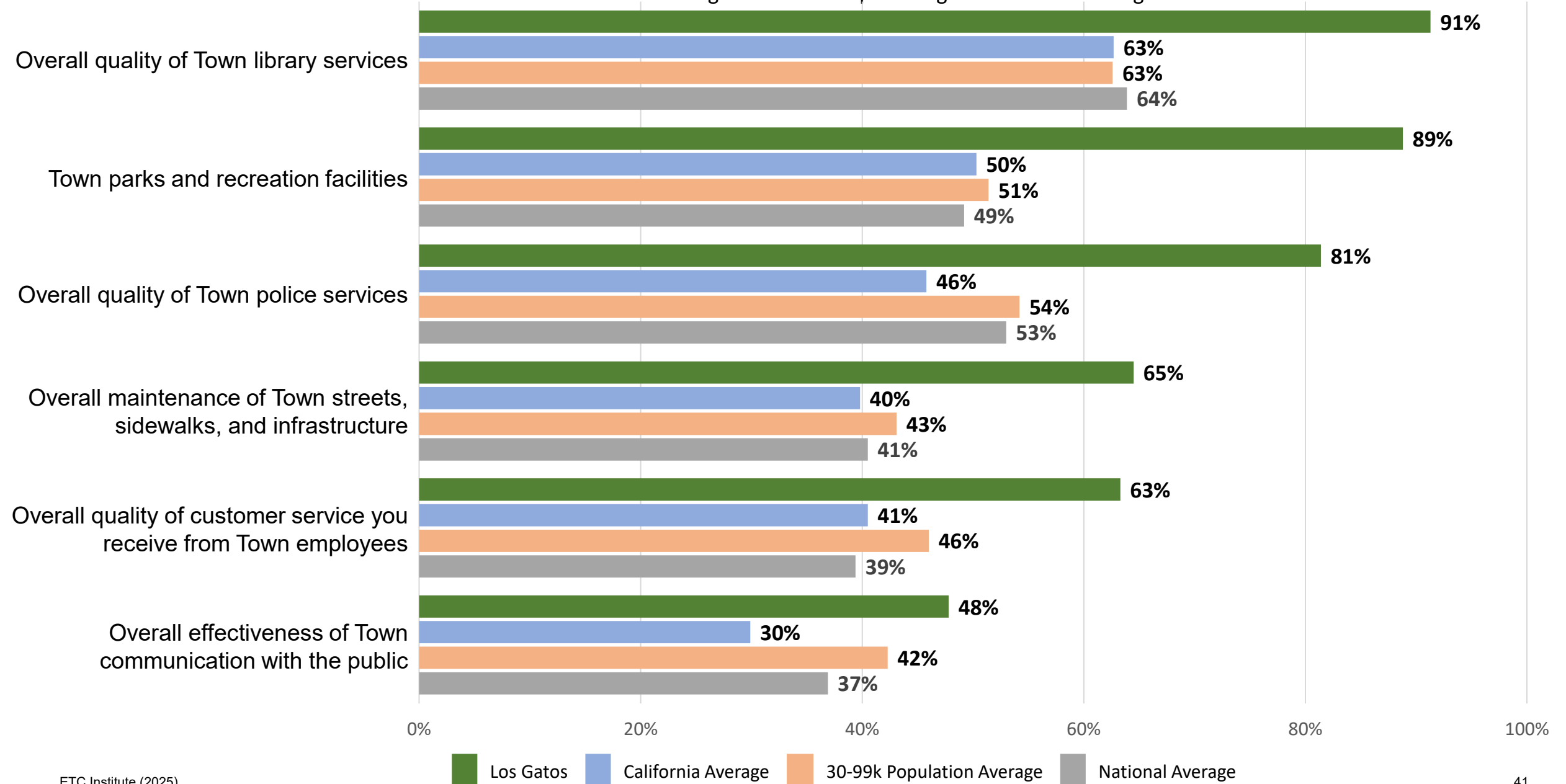
Q1. Overall Ratings of Los Gatos

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



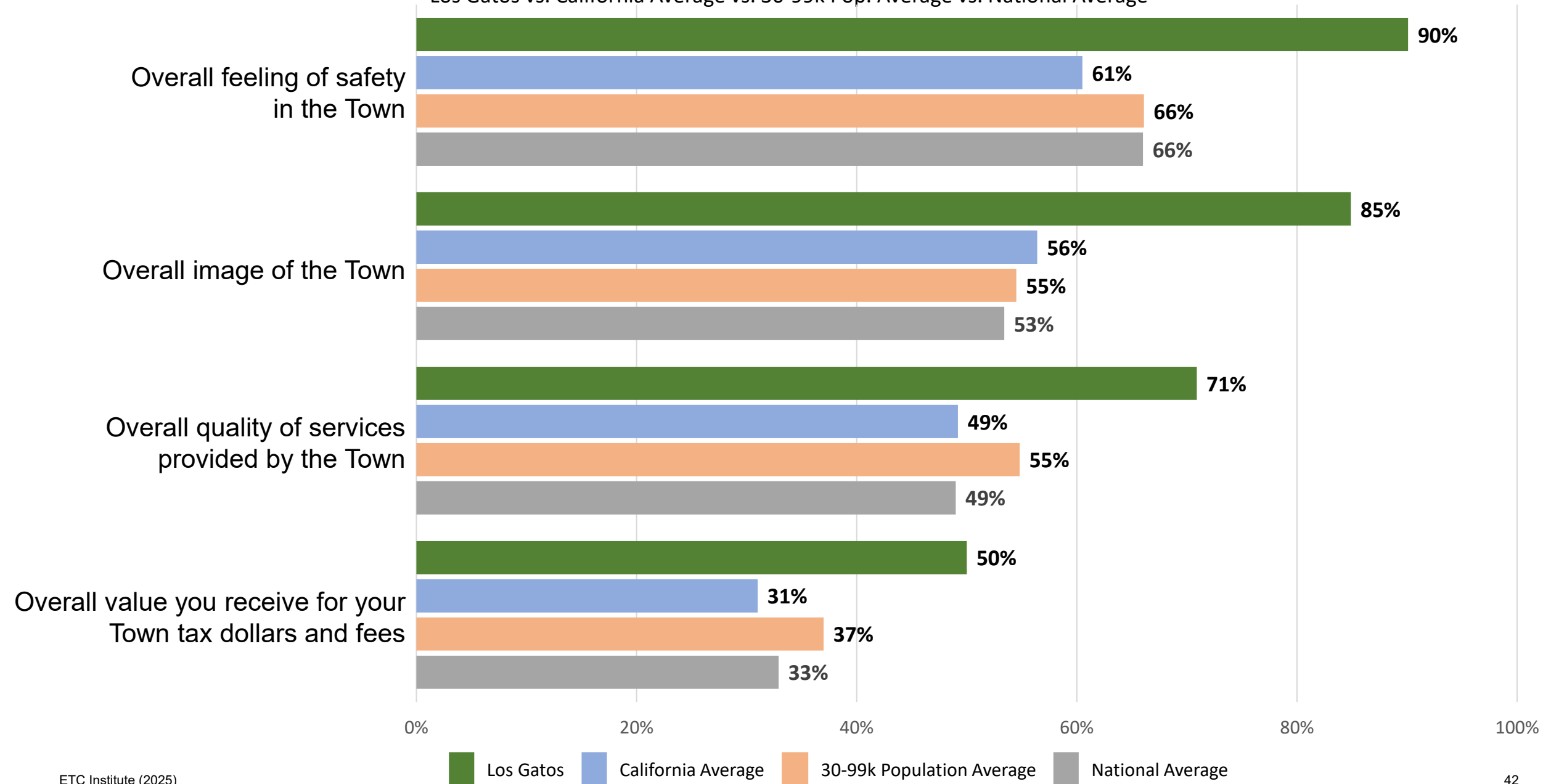
Q2. Satisfaction with Town Services

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



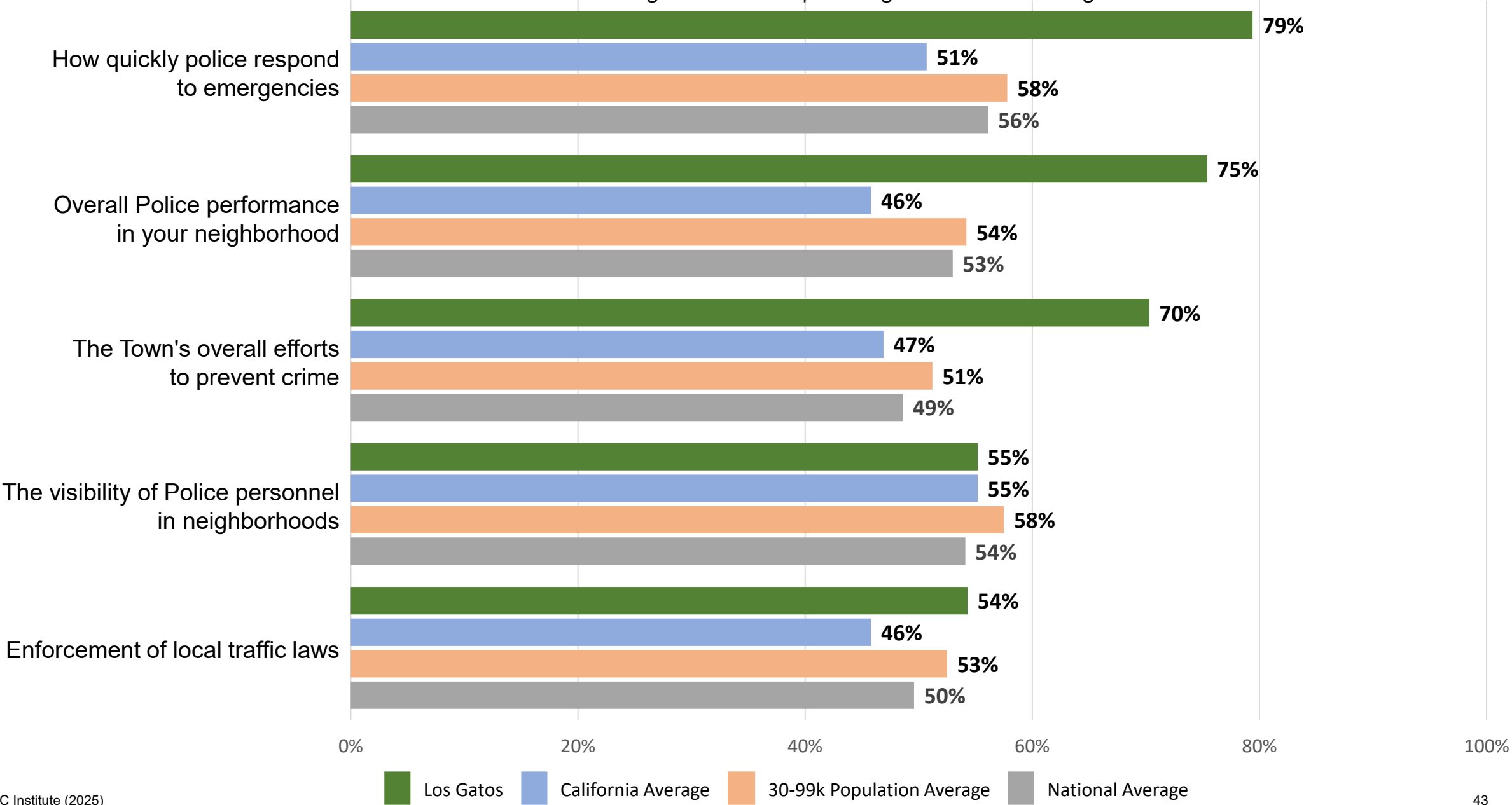
Q4. Perceptions of the Community

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



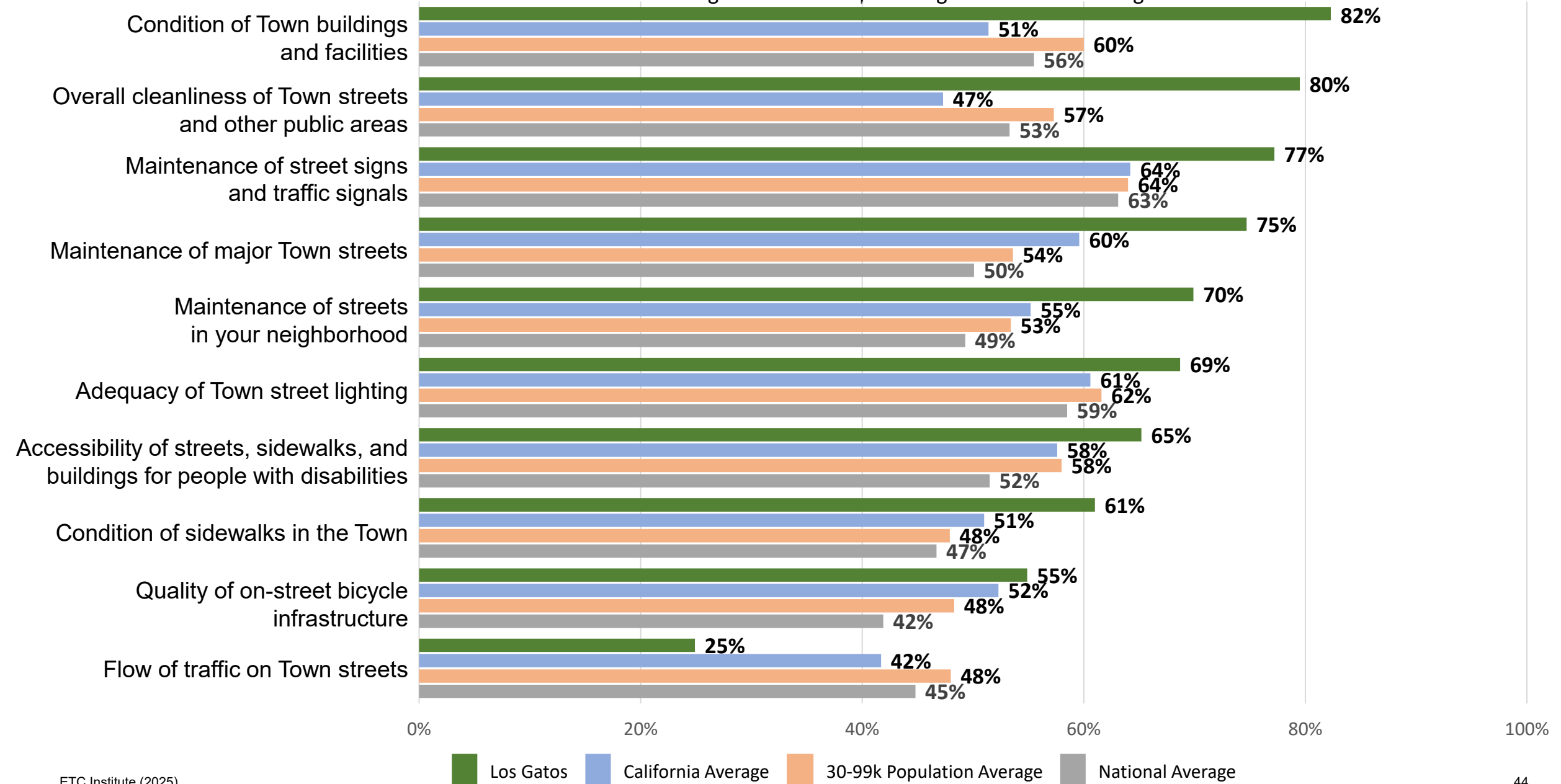
Q5. Public Safety Perceptions

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



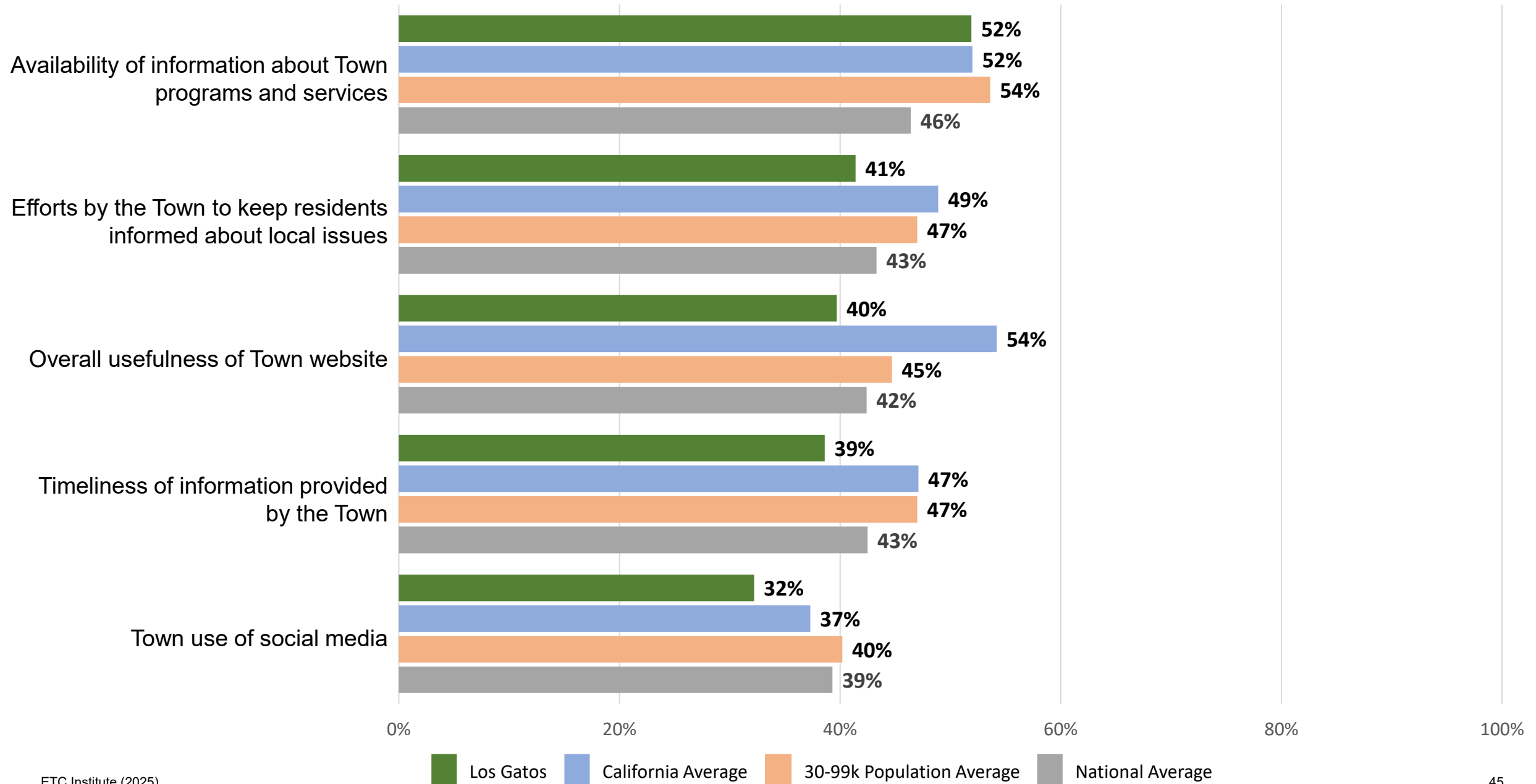
Q7. Satisfaction with Streets, Sidewalks and Infrastructure

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



Q16. Satisfaction with Communication and Community Engagement

Los Gatos vs. California Average vs. 30-99k Pop. Average vs. National Average



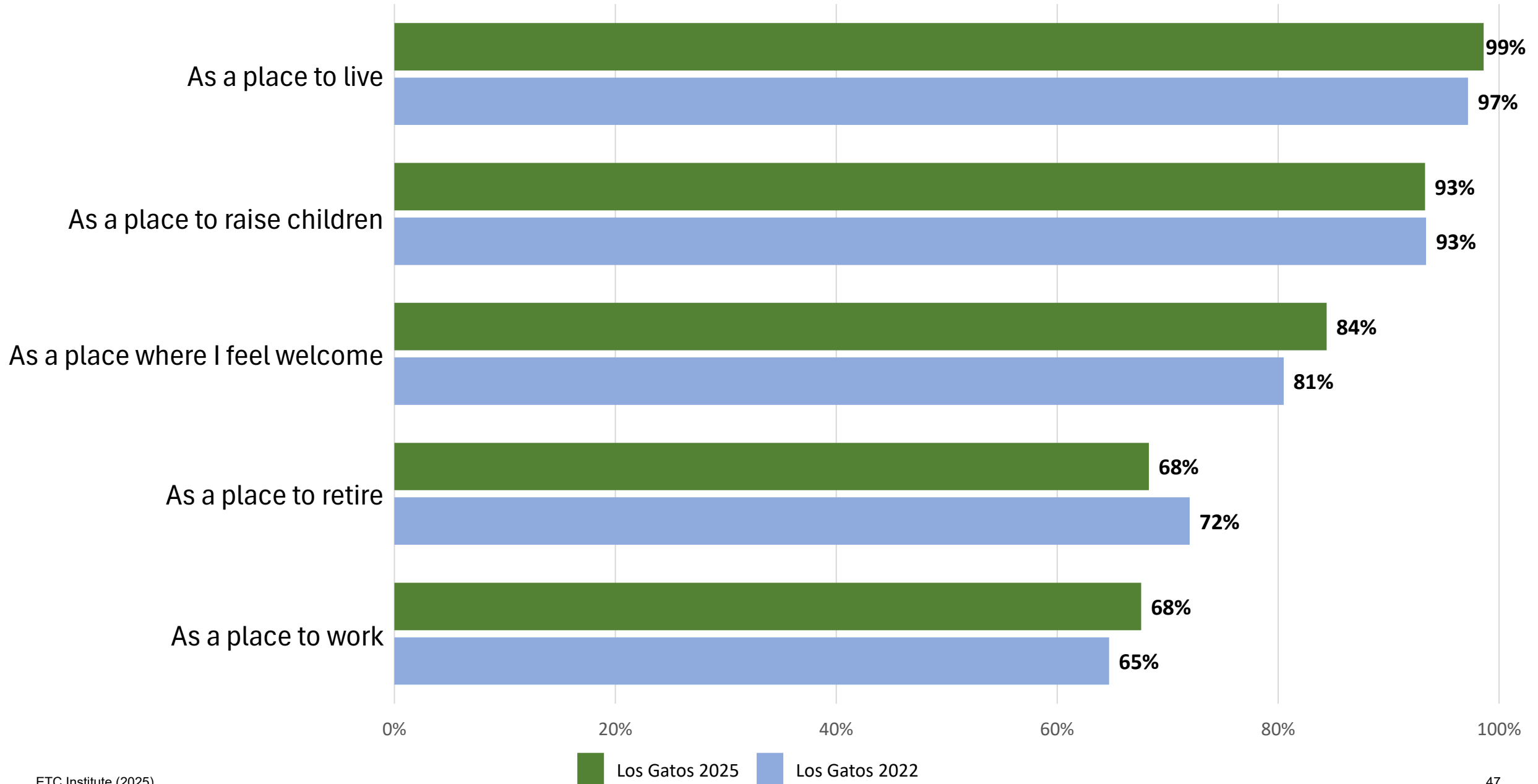


Trends Analysis

Q1. Overall Ratings of Los Gatos

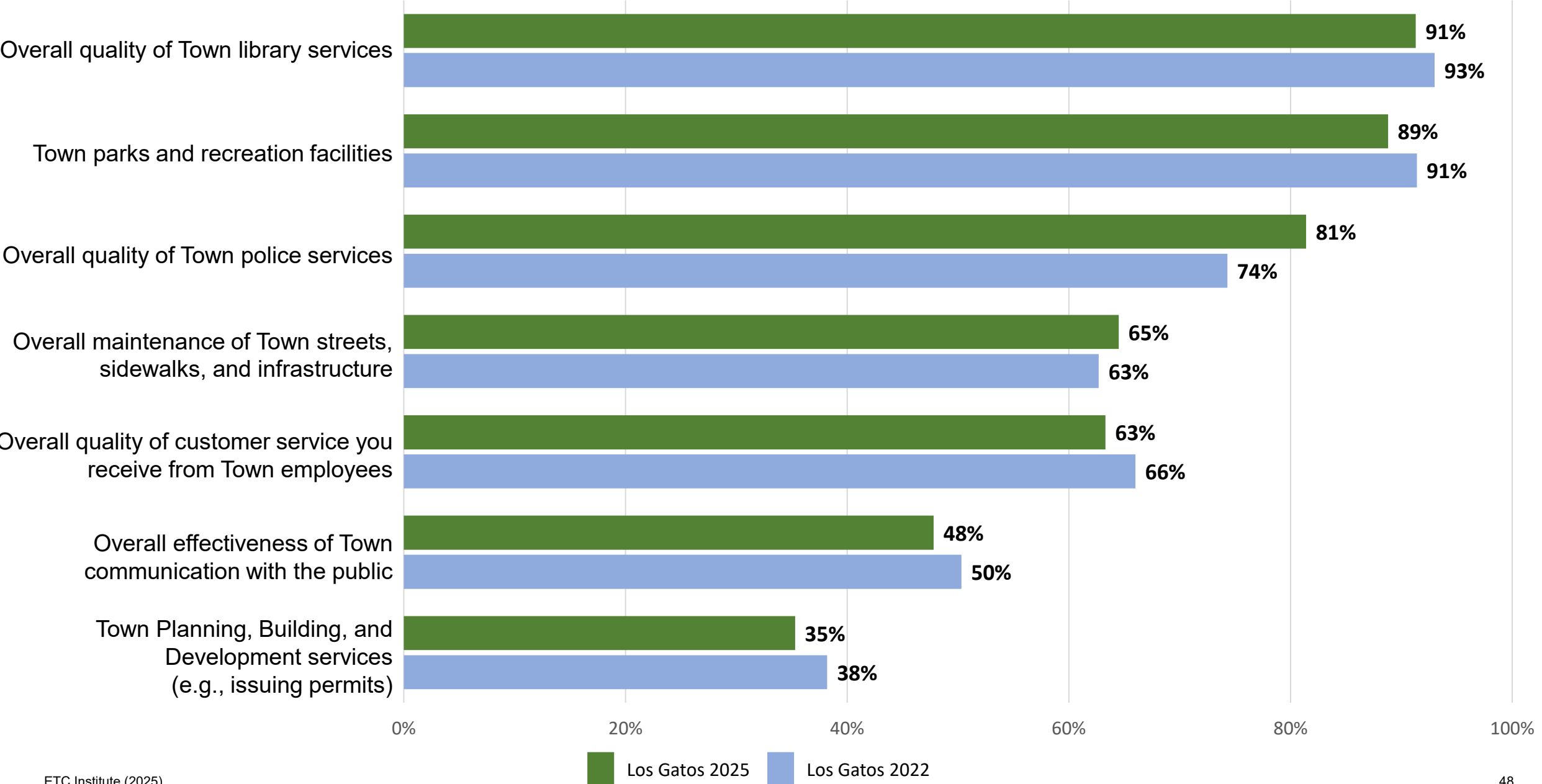
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Los Gatos 2025 vs. Los Gatos 2022



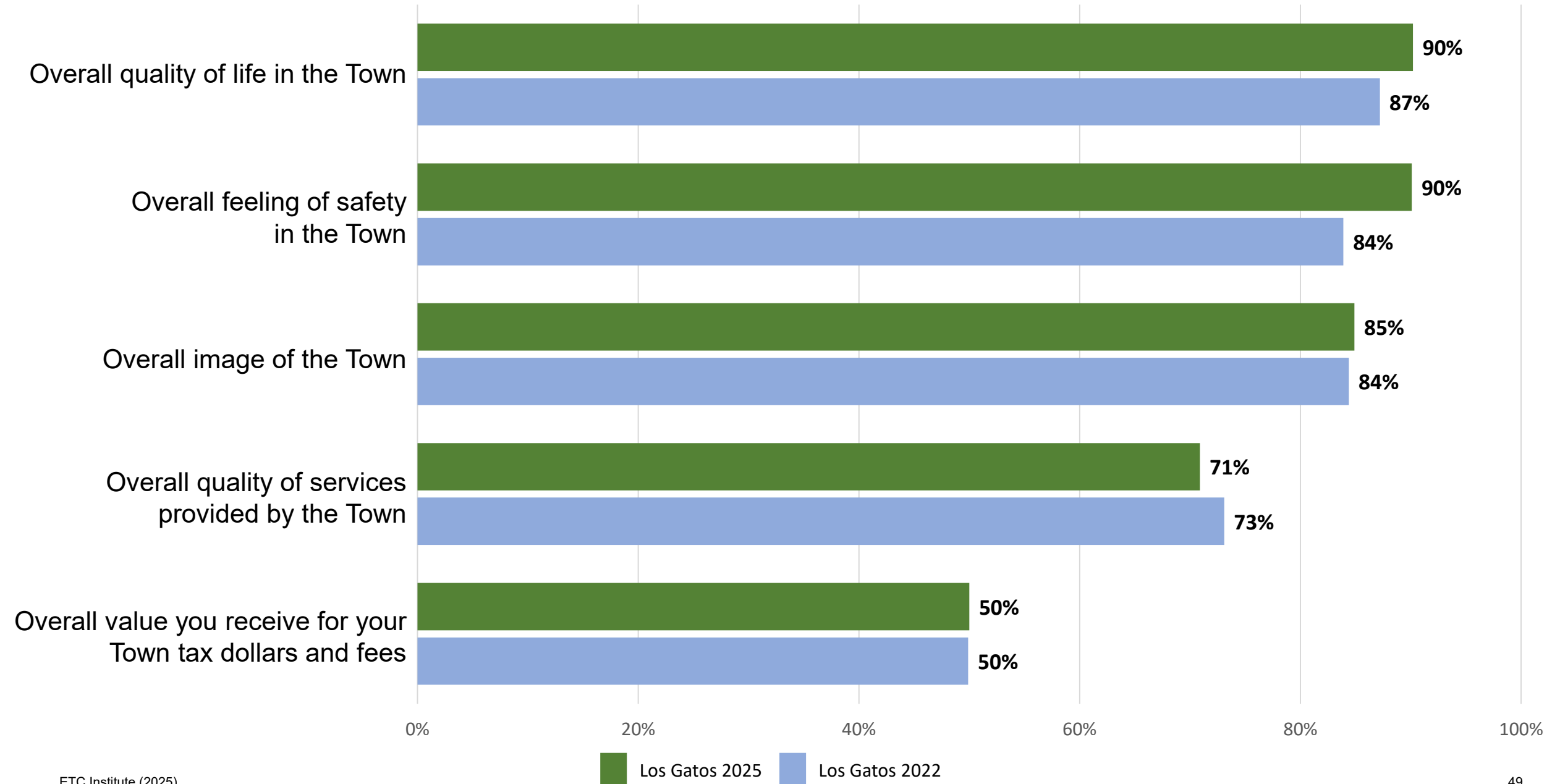
Q2. Satisfaction with Town Services

Los Gatos 2025 vs. Los Gatos 2022



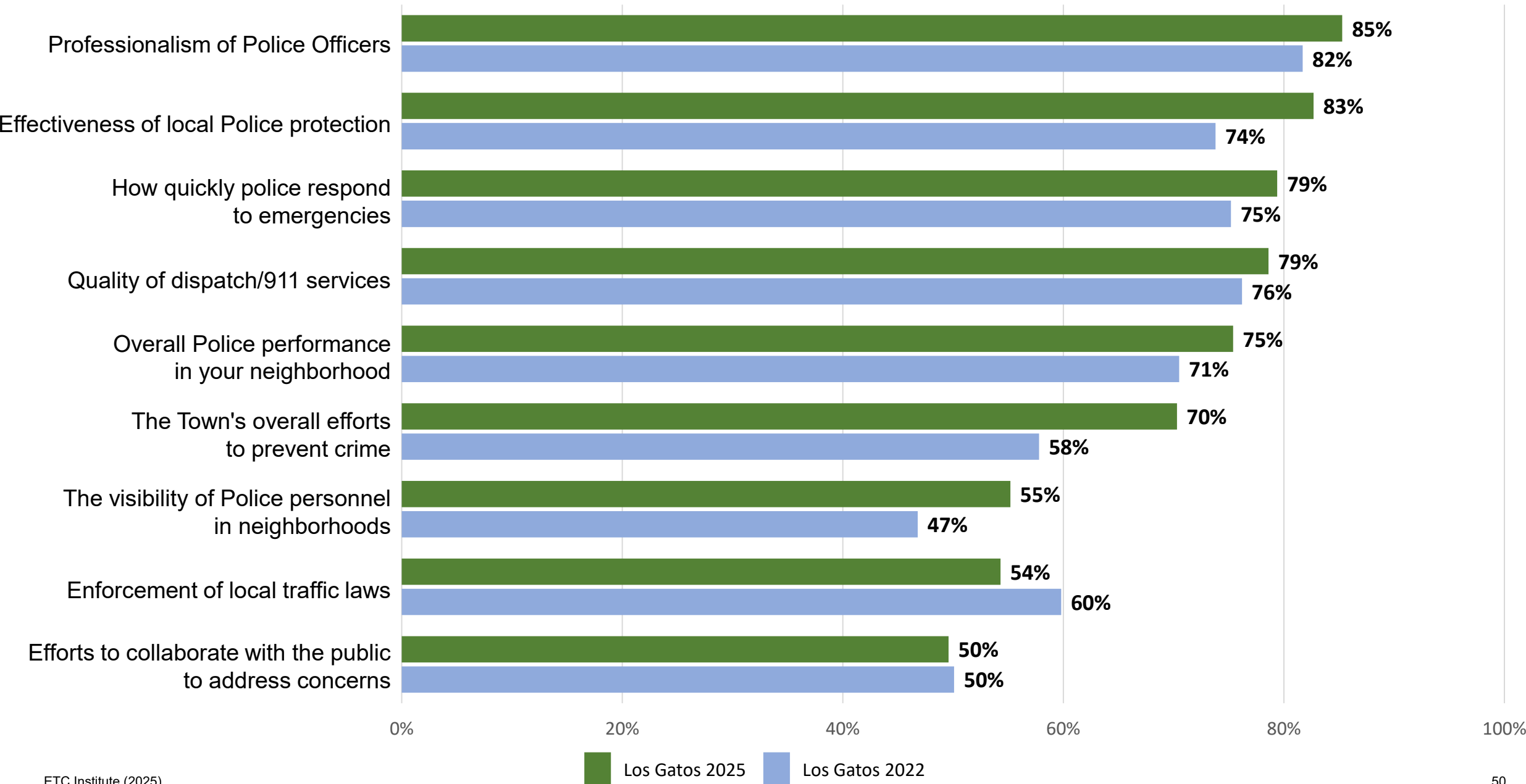
Q4. Perceptions of the Community

Los Gatos 2025 vs. Los Gatos 2022



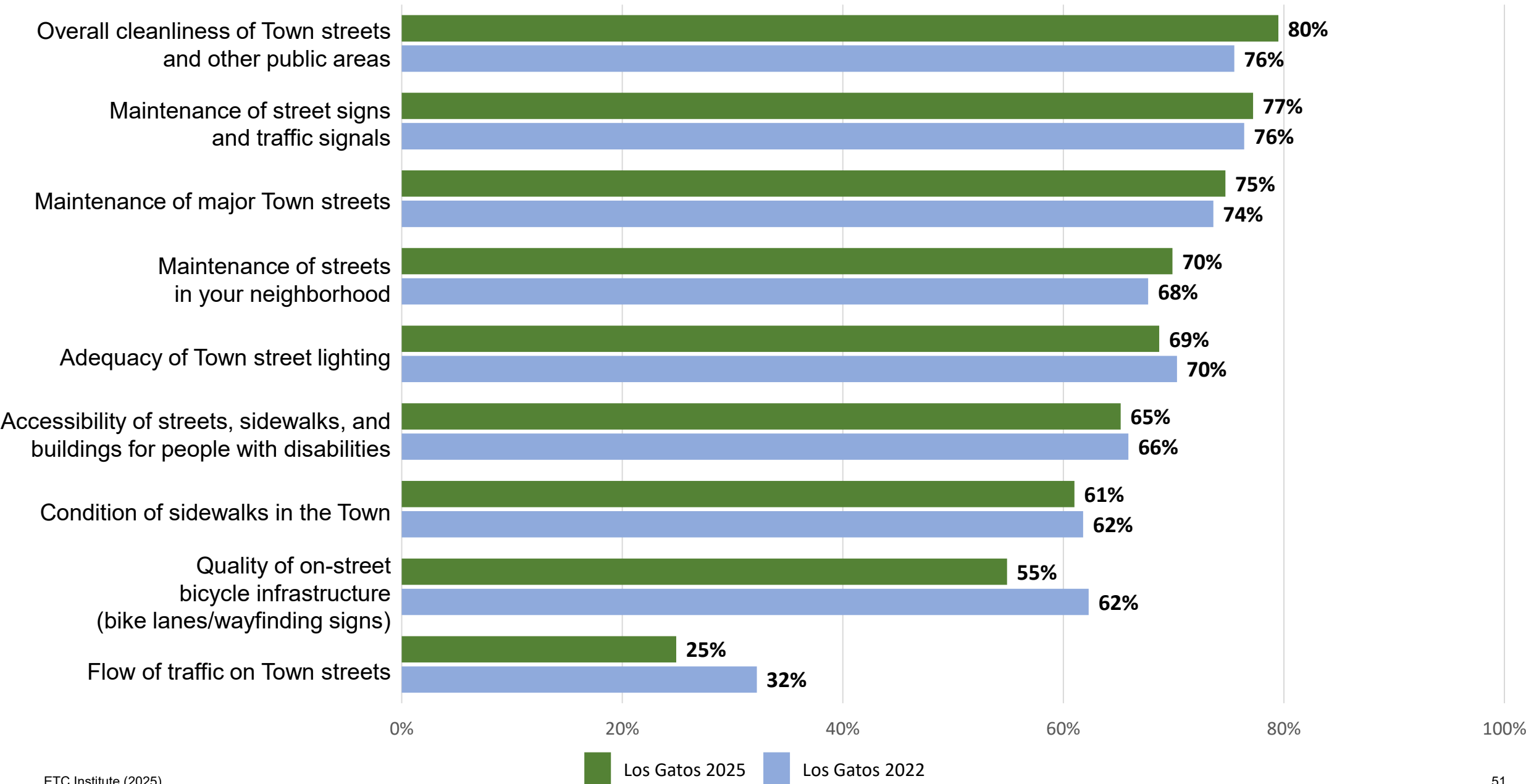
Q5. Public Safety Perceptions

Los Gatos 2025 vs. Los Gatos 2022



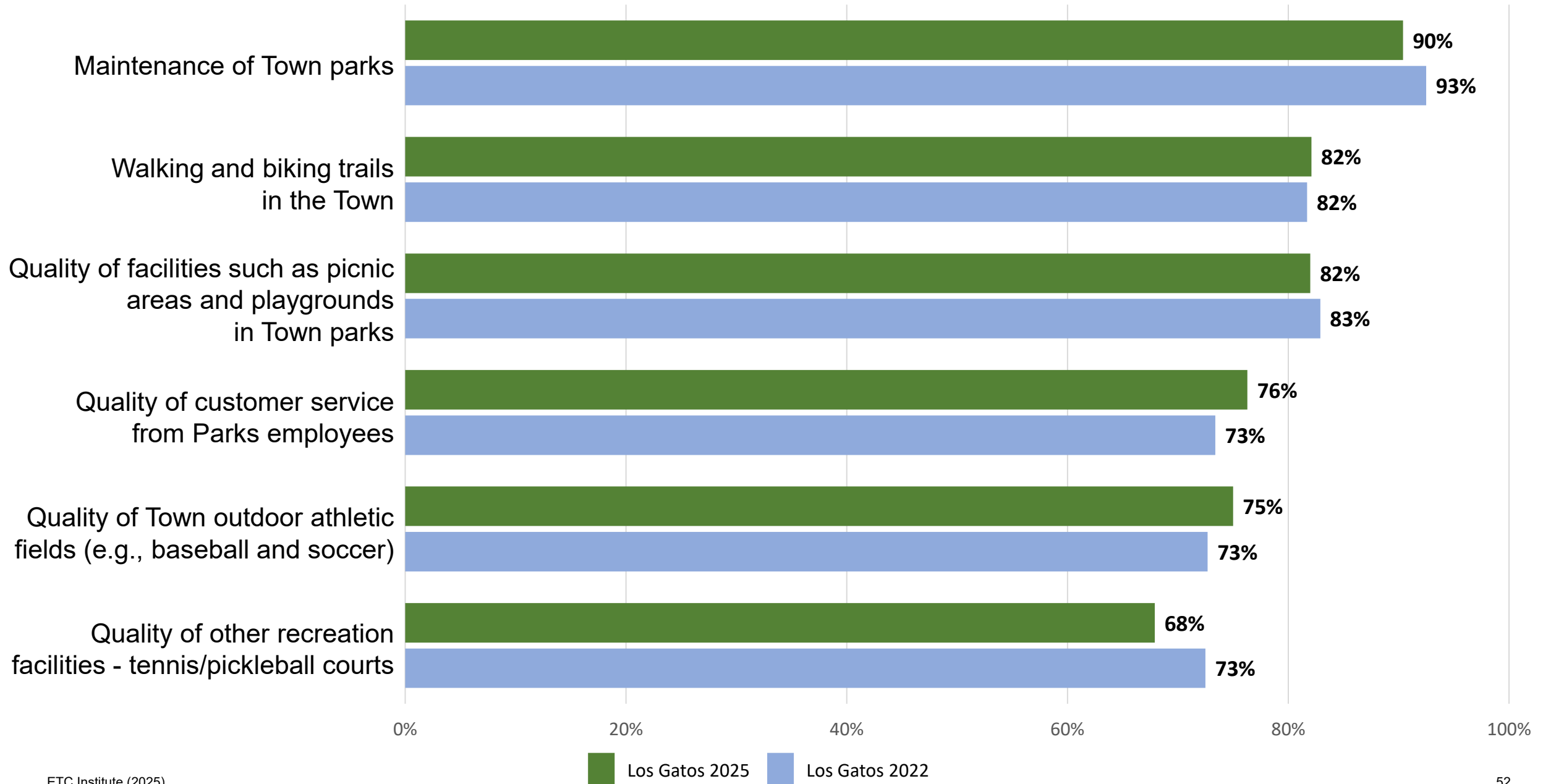
Q7. Satisfaction with Streets, Sidewalks and Infrastructure

Los Gatos 2025 vs. Los Gatos 2022



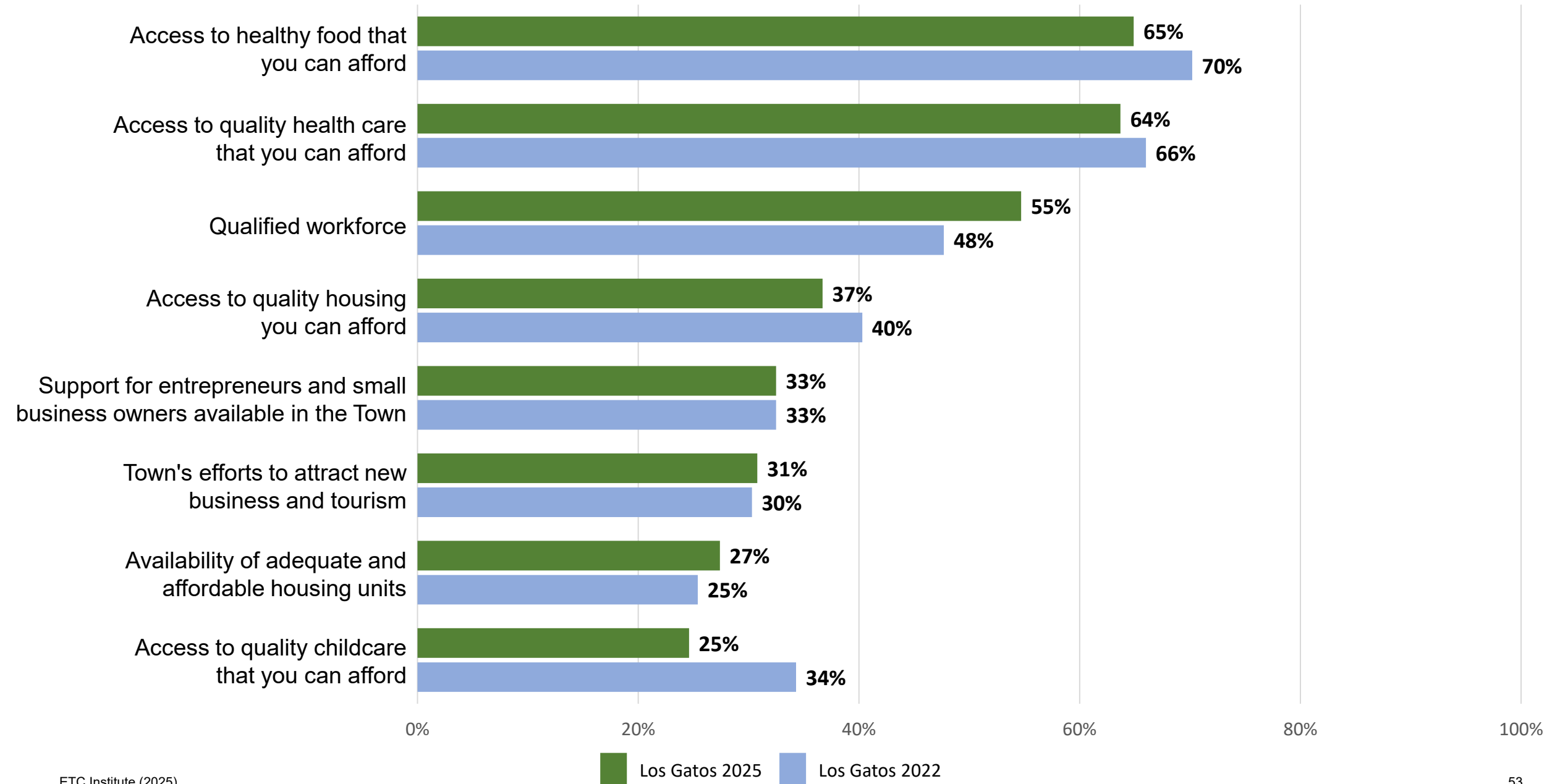
Q9. Satisfaction with Park Facilities

Los Gatos 2025 vs. Los Gatos 2022



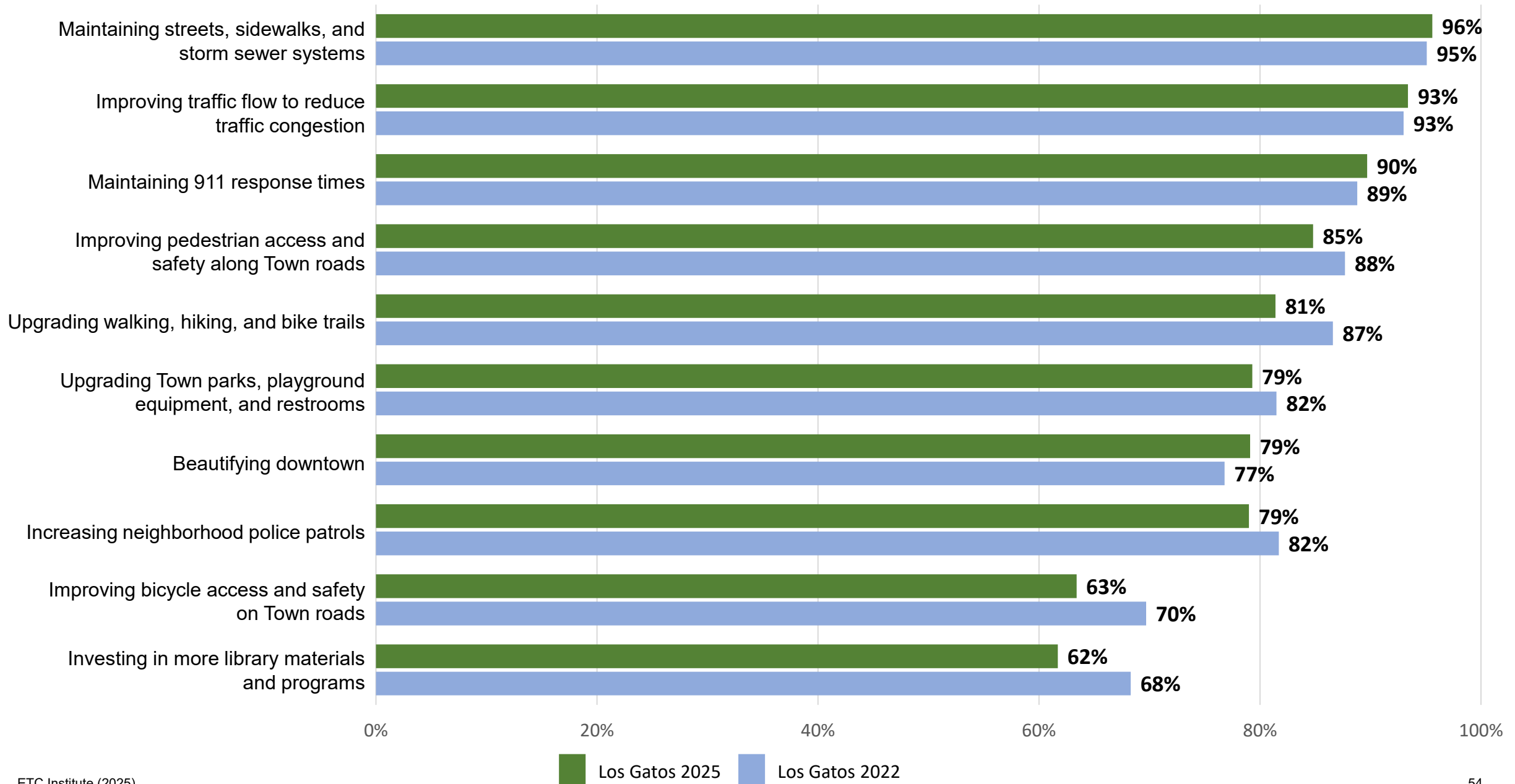
Q11. Satisfaction with Economic Opportunity

Los Gatos 2025 vs. Los Gatos 2022



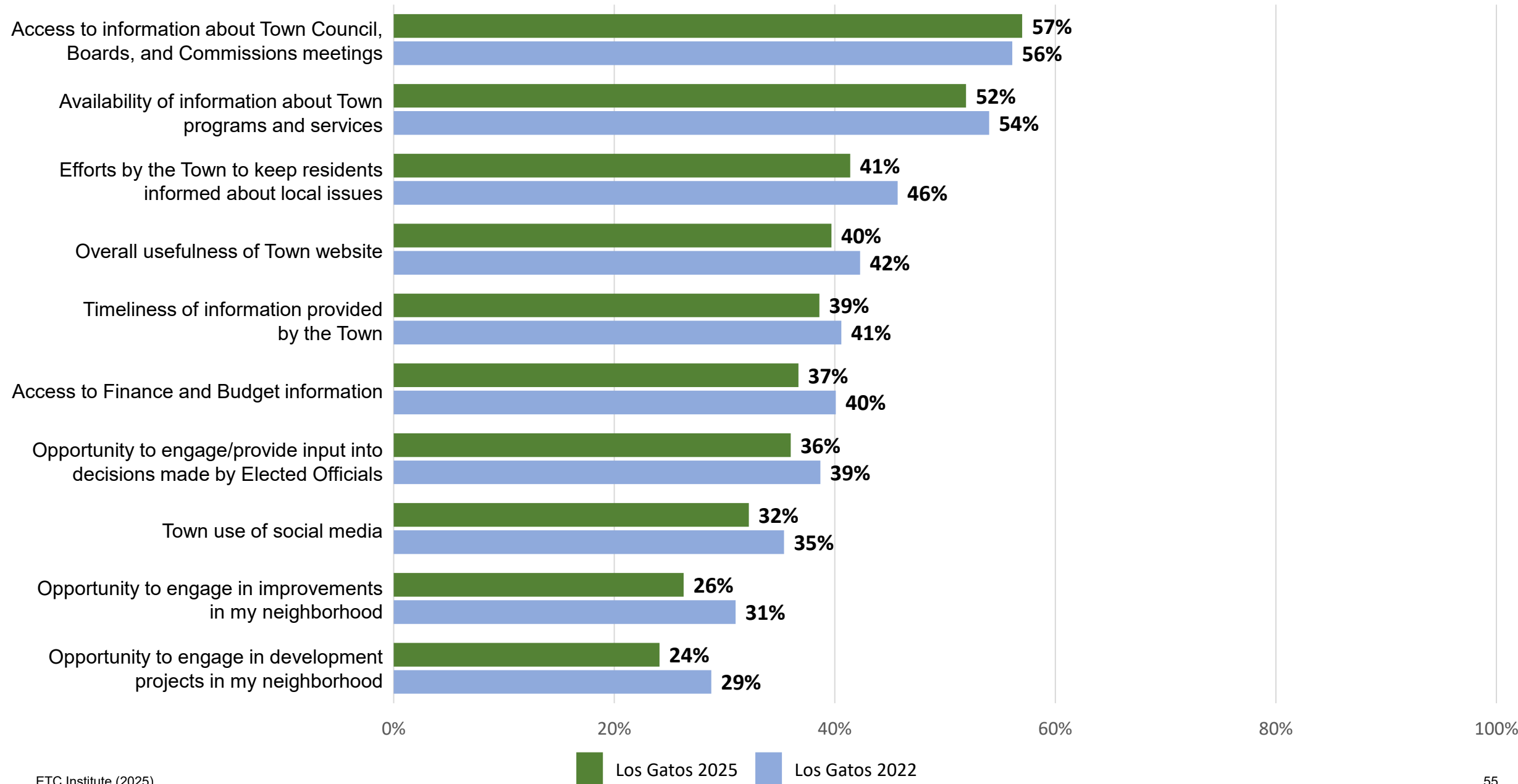
Q13. Support For Community Investment Areas

Los Gatos 2025 vs. Los Gatos 2022



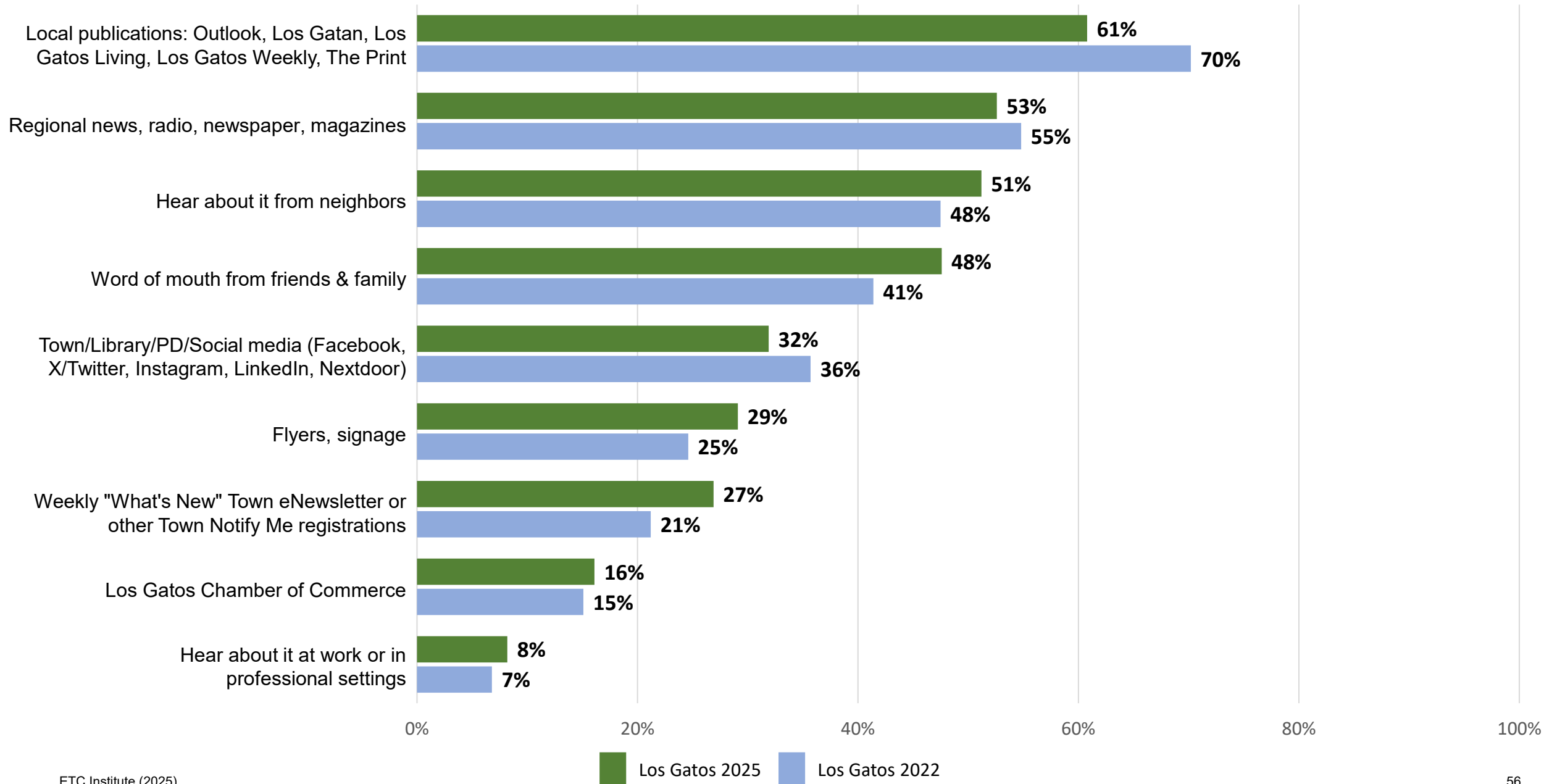
Q16. Satisfaction with Communication and Community Engagement

Los Gatos 2025 vs. Los Gatos 2022



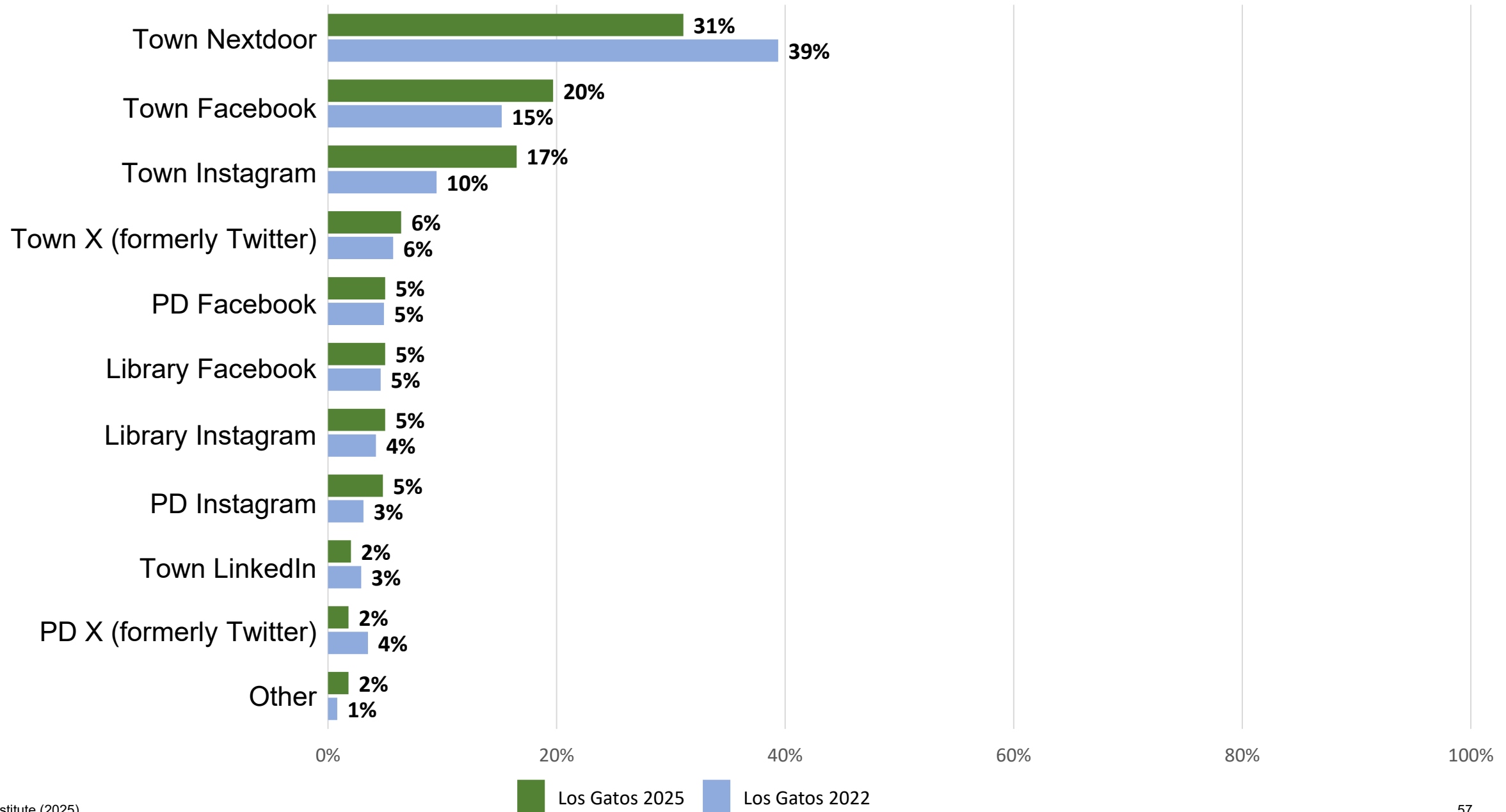
Q18. The Ways You Learn About Los Gatos Programs, News, Activities, And Events.

Los Gatos 2025 vs. Los Gatos 2022



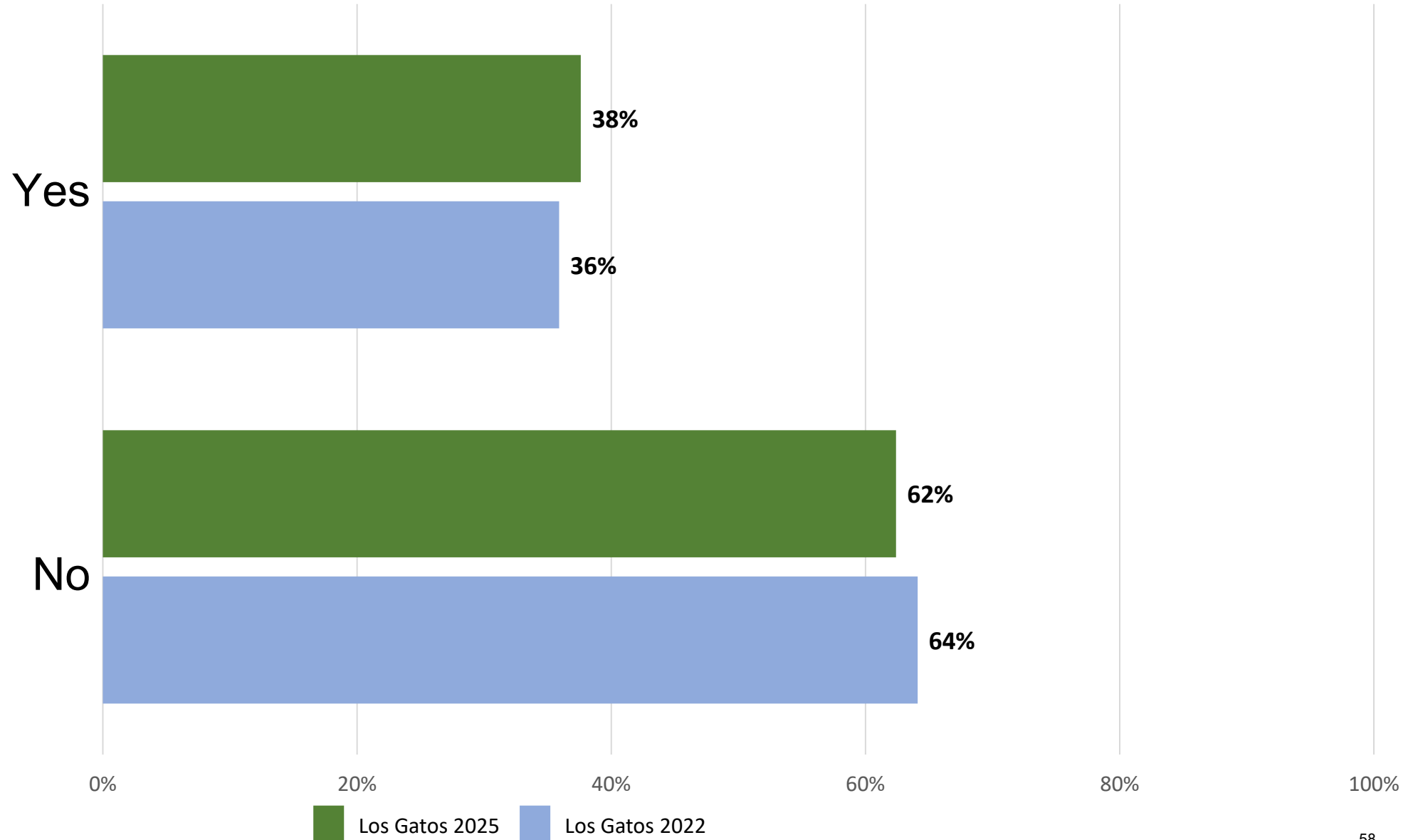
Q20. ALL Of The Town's Social Media Accounts That You Follow.

Los Gatos 2025 vs. Los Gatos 2022



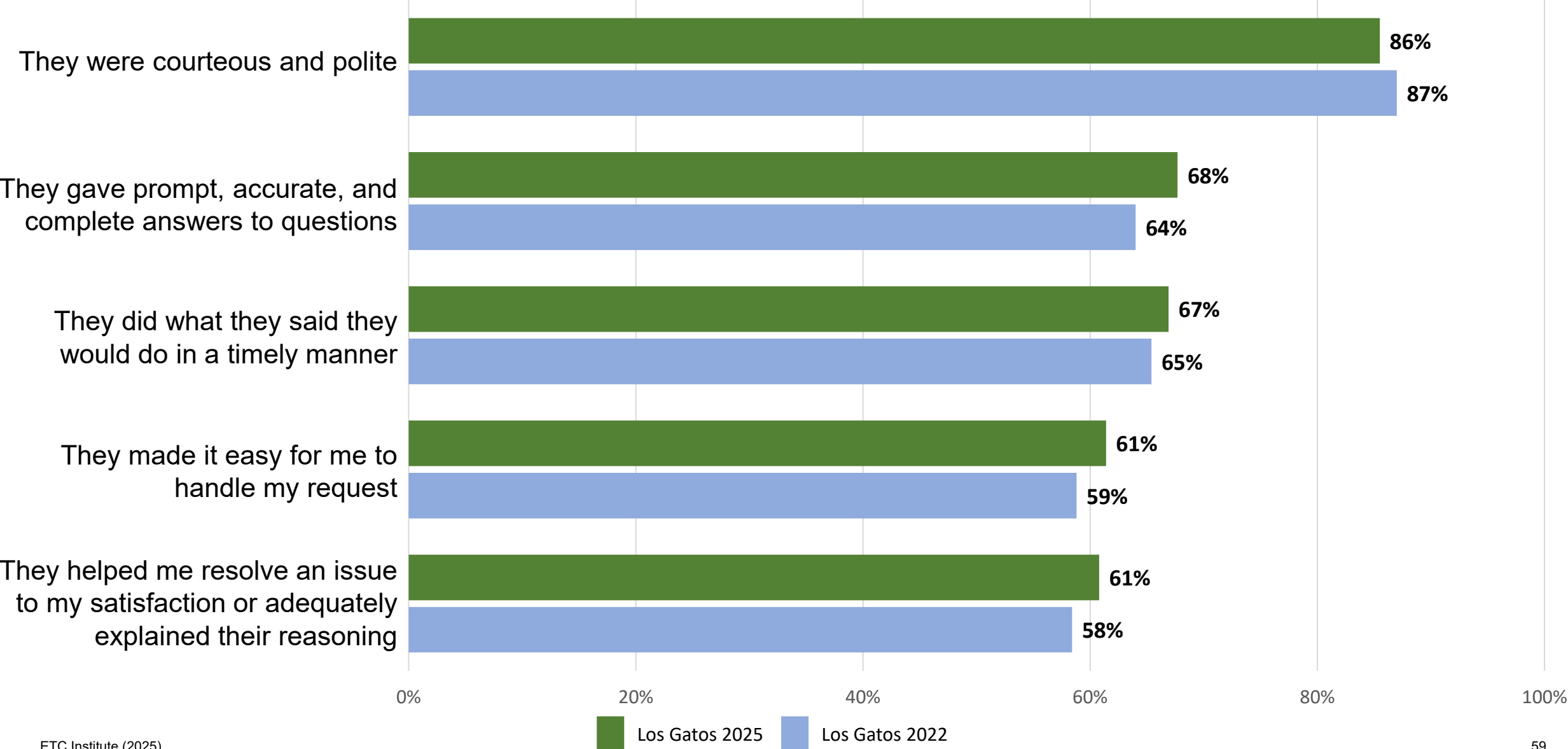
Q21. Have You Called Or Visited The Town With A Question, Problem, Or Complaint During The Past Year?

Los Gatos 2025 vs. Los Gatos 2022



Q21c. Customer Service

Los Gatos 2025 vs. Los Gatos 2022



4

ETC's Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Importance-Satisfaction Overview

Today, Town officials have limited resources which need to be targeted to activities 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 (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer 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.

Methodology

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.

[IS=Importance x (1-Satisfaction)]

Example of the Calculation: Respondents were asked to identify the major town services they think are most important for the Town to provide. Thirty-six percent (36.4%) of respondents selected Town planning, building, & development services as the most important service for the Town to provide.

Regarding satisfaction, thirty-five percent (35.3%) of respondents surveyed rated selected Town planning, building, & development services 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 selected Town planning, building, & development services was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 36.4% was multiplied by 64.7% (1-0.353). This calculation yielded an I-S rating of 0.2355 which ranked first out of seven services.

Example: Town planning, building, & development services

$$\mathbf{[36.4\% \times (1-35.3\%)] = 0.2355}$$

Importance-Satisfaction Analysis



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 of the 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.

- Very High Priority / Significantly Increase Emphasis ($IS \geq 0.20$)
- High Priority / Increase Emphasis ($0.10 \leq IS < 0.20$)
- Medium Priority / Maintain Current Emphasis ($IS < 0.10$)

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


2025 Importance-Satisfaction Rating Los Gatos, California Overall Quality of Town Services						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Town planning, building, & development services (e.g., issuing permits)	36%	3	35%	7	0.2355	1
High Priority (IS .10-.20)						
Overall maintenance of Town streets, sidewalks, & infrastructure	53%	1	65%	4	0.1896	2
Medium Priority (IS <.10)						
Overall quality of Town police services	48%	2	81%	3	0.0897	3
Overall effectiveness of Town communication with the public	10%	5	48%	6	0.0543	4
Town parks and recreation facilities	25%	4	89%	2	0.0282	5
Overall quality of customer service you receive from Town employees	5%	7	63%	5	0.0198	6
Overall quality of Town library services	6%	6	91%	1	0.0056	7

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 be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" 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.


2025 Importance-Satisfaction Rating Los Gatos, California <u>Public Safety Perceptions</u>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Town's overall efforts to prevent crime	52%	1	70%	6	0.1535	1
Visibility of police personnel in neighborhoods	31%	4	55%	7	0.1380	2
Efforts to collaborate with the public to address concerns	27%	6	50%	9	0.1371	3
Enforcement of local traffic laws	29%	5	54%	8	0.1302	4
Medium Priority (IS <.10)						
How quickly police respond to emergencies	41%	3	79%	3	0.0847	5
Effectiveness of local police protection	42%	2	83%	2	0.0725	6
Overall police performance in your neighborhood	18%	7	75%	5	0.0453	7
Quality of dispatch/911 services	15%	8	79%	4	0.0321	8
Professionalism of police officers	14%	9	85%	1	0.0203	9

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 be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" 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.


2025 Importance-Satisfaction Rating Los Gatos, California <u>Streets, Sidewalks, and Infrastructure</u>						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Flow of traffic on Town streets	69%	1	25%	10	0.5144	1
High Priority (IS .10-.20)						
Condition of sidewalks in Town	27%	5	61%	8	0.1045	2
Medium Priority (IS <.10)						
Maintenance of major Town streets	39%	2	75%	4	0.0992	3
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	21%	6	55%	9	0.0938	4
Maintenance of streets in your neighborhood	30%	4	70%	5	0.0909	5
Overall cleanliness of Town streets & other public areas	31%	3	80%	2	0.0644	6
Adequacy of Town street lighting	15%	7	69%	6	0.0476	7
Accessibility of streets, sidewalks, & buildings for people with disabilities	12%	9	65%	7	0.0425	8
Maintenance of street signs & traffic signals	14%	8	77%	3	0.0324	9
Condition of Town buildings & facilities	8%	10	82%	1	0.0145	10

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 be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" 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.


2025 Importance-Satisfaction Rating Los Gatos, California Parks and Facilities						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Walking & biking trails in Town	50%	2	82%	2	0.0891	1
Maintenance of Town parks	60%	1	90%	1	0.0579	2
Quality of facilities such as picnic areas & playgrounds in Town parks	30%	3	82%	3	0.0531	3
Quality of other recreation facilities-tennis/pickleball courts	12%	5	68%	6	0.0398	4
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	13%	4	75%	5	0.0315	5
Quality of customer service from parks employees	5%	6	76%	4	0.0109	6

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 be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" 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.


2025 Importance-Satisfaction Rating Los Gatos, California Economic Opportunity						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Variety & number of businesses available in Los Gatos	41%	1	31%	7	0.2865	1
Support for entrepreneurs & small business owners available in Town	40%	2	33%	6	0.2700	2
Access to quality housing you can afford	34%	4	37%	5	0.2133	3
High Priority (IS .10-.20)						
Availability of adequate & affordable housing units	28%	6	27%	8	0.1997	4
Town's efforts to attract new business & tourism	35%	3	55%	3	0.1578	5
Access to quality childcare that you can afford	15%	8	25%	9	0.1101	6
Access to healthy food that you can afford	31%	5	65%	1	0.1085	7
Medium Priority (IS <.10)						
Access to quality health care that you can afford	25%	7	64%	2	0.0915	8
Qualified workforce	7%	9	55%	4	0.0326	9

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 be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" 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.

2025 Importance-Satisfaction Rating Los Gatos, California Communication and Community Engagement						
						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Efforts by Town to keep residents informed about local issues	44%	1	41%	3	0.2602	1
Opportunity to engage/provide input into decisions made by Elected Officials	32%	2	36%	7	0.2029	2
High Priority (IS .10-.20)						
Opportunity to engage in improvements in my neighborhood	26%	4	26%	9	0.1946	3
Opportunity to engage in development projects in my neighborhood	25%	5	24%	10	0.1913	4
Availability of information about Town programs & services	29%	3	52%	2	0.1395	5
Medium Priority (IS <.10)						
Access to information about Town Council, Boards, & Commissions meetings	21%	6	57%	1	0.0912	6
Access to Finance & Budget information	14%	7	37%	6	0.0886	7
Timeliness of information provided by Town	14%	8	39%	5	0.0847	8
Overall usefulness of Town website	12%	9	40%	4	0.0712	9
Town use of social media	10%	10	32%	8	0.0651	10

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 be the Town's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" 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.

5 Open-Ended Comments

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?

- pay down debt. Then incur new costs, like these.
- sidewalks and street crossings need some help, on east side. 2. streets are re-surfaced without cause.
- A more functional community center for all ages would be amazing
- Acquire land and build a park on the southeast quadrant.
- Adding more street lights downtown
- Addressing crime and home burglaries. Addressing homeless people sleeping on our streets, trails, along creek, huge fire risk.
- Aggressive building is wrong on our small town streets and Highway 17 route is already super dangerous.
- Annual summer music/food in N Santa Cruz Ave area.
- Approve or deny housing improvements faster.
- At times there is too much vacant retail space. My understating is that there is an aversion to national brand retailers. If that's true then that should loosen up and in fact be encouraged. If that's not true then forget what I said. Thanks!
- Availability of public restrooms in downtown LG, stop North Forty expansion. Need more low income housing.
- Basketball courts
- Beach Traffic must be addressed And NO more housing which is causing congestion and turning LG into San Jose or SF, Keep LG a town not a densely populated high rise catastrophe
- beautifying Los Gatos Blvd
- Better management of homeless persons
- Better way to walk over freeway on ramps on Highway 9
- Bike lanes and sidewalks.
- Bike lanes on LG Boulevard, reducing back up on Blossom Hill and LG Boulevard, summer beach traffic diverting through downtown.
- Both town dollars and volunteers to paint intersections/crosswalks to enforce "daylighting law" assembly Bill 413
- Building Department inspectors are draconian, arbitrary, and punitive. I once failed an inspection because (direct quote), ""That fire alarm looks old."" (for the record it was ~6 year old and not located in a part of the house related to the permit). I've spoken to many local residents and contractors; Los Gatos is notorious for having a uniquely miserable building department. This matters because as Los Gatos housing ages, people need to feel empowered to upgrade their properties without fighting the town for years. The culture in that department needs a tuning up. Traffic: Revert Blossom Hill Rd. back to two lanes between Camellia Terrace and Cherry Blossom Road. That bike lane is universally hated and it's sketchy, so kids ride on the sidewalk anyway. Traffic: Remove speed bumps on Shannon - they destroy the residents suspension.
- Building department takes way too long
- Business development and events
- Can we get a dog park somewhere? The tickets alone that the rangers give out should be able to pay for it!!!!

- Celebrate and acknowledge all cultures not just a few.
- City responding to our concerns and making corrections. I reported two situations with photos and descriptions relating to water puddling and raised sidewalk about two years ago and nothing has been done, and not even a timeframe given. A dangerous situation regarding raised sidewalk need to be addressed and given priority.
- Clean up Highway 17 median and stop Cal-trans from using offramp as trash areas. The first town impression is from the freeway and ours is disgraceful.
- Close down the streets and stop the beach traffic problems that make us a hostage in our own town. This will attract people to downtown and create better business and a better community.
- Code enforcement.
- Community advance so residents can feel the vibe
- Community Center
- Community Center
- Community center and senior center
- Community center, arts and culture
- Community development.
- Community events
- Community events like the Fourth of July
- Community mental health, a culture of wellness and care for each other.
- Community music events.
- Concern over E bike usage and general courtesy on trails
- concerned about development. number 1 issues for residents, difficult to find a town website info on this.
- Control rent/lease facilities. Encourage new businesses through marketing. Town finance assistance for SMB. Rent control for employees.
- Controlling beach traffic & parking down town for more than 90 minutes (Olive Zone) .
- Creating affordable housing
- Cut back Foliage Los Gatos East from Hwy 7
- Do not over crowd the schools. Building houses but not schools is not wise.
- Dog park
- Dog park
- e bikes rules for kids
- E-bikes: enforcing rules about these. Parking: patrol neighborhoods where high schoolers during school hours
- Educate school age, bicycling rules of road. Do not waste money on green bike lanes.
- Eliminate DEI spending
- Eliminate road diets and improve traffic flow
- Elimination of parklets. Filling empty bldgs., rent control
- Enforced by claws and motorized bikes.
- Ensure there are no skyscrapers or buildings over 4 stories. Keep high diversity housing away from the center of town to reduce congestion.
- Experts are necessary for disaster preparedness, response is crucial. No WOKE please.
- Facilities for single person use. Some time ago it was skate park. Need facilities for young peoples energy constructively.

- FIGHTING THE HOUSING ACCOUNTABILITY ACT. SPECIFICALLY THE DEVELOPER'S REMEDY. STOPPING HIGH RISE DEVELOPMENTS NEAR NEIGHBORHOODS
- Fill the store vacancies. Add more high quality stores and restaurants
- finding ways to work with property owners downtown so there's not so many empty businesses and also running out businesses that are successful. There are just too many empty buildings downtown.
- First, thank you for being willing to hear from locals. Affordable housing, especially for both the younger generation AND the aging population are both critical. Also, NO EXTREMES. Bring common sense to table. Also, programs that bring all types of ppl together would be great. Retired financial ppl teaching young ppl about investing, locals learning about backyard gardening from locals, etc. Just two random ideas.
- Fix massive safety issue hwy 17/hwy 9 pedestrian
- Fix street lights.
- Flashing lights on police car are visible in front of Gray and University stop sign, dangerous.
- Flock cameras!!!! LaRinconada has been trying to pay for and get their own and we need Towns permission because of location which is being delayed for some ungodly reason and we just had another break-in. Get off your asses and approve! The City should be supplying everywhere anyway. This is a freebie and the town is still sitting on their hands.
- Get rid of the ugly cat sculptures-the newer metal ones. Replace with the traditional white cement ones like near Bianco shopping area.
- Greater support for NUMU!
- Hire more arborist.
- Homeless encampment mitigation. Enforcement of "Do Not Block" street zones.
- How about a public transit option? The elderly / disabled will benefit.
- I am glad you are thinking of fire hazard. But clearcutting south of Rinconada Park with NO NEIGHBORHOOD NOTIFICATION is not acceptable. PLEASE CLOSE south exit to 17 from N Santa Cruz.
- I appreciate how quickly people from the town respond to email concerns and queries. I want to see my tax dollars working to support small business downtown.
- I concerned about the cell phone tower on University Ave, the radiation impact many residence around that area, Please refrain to give permit to cellphone tower in Los Gatos's residence area, it prevented people from investing or living here as I learned.
- I want a 100% affordable housing development in town and town investments in DEI, including outward spoken support. I'm struggling not only to belong here, but also to afford to live in the community at all.
- I would like to see the Town resist SB-330 with our tax dollars instead of the current acceptance that destroys neighborhoods.
- I would like to see the town square (by the post office) be renovated to be more inviting. It seems such a missed opportunity. It should be a well lighted, well landscaped, square for people to gather and socialize, the heart of the town. It's dark and damp with limited seating. It looks old school and forgotten.
- I would prefer the town not spend money on poorly designed improvements.
- Improve summer beach traffic.
- Improving affordable housing for the next generation
- Improving street lighting
- improving traffic and safety sidewalks near the high school, particularly the one way street of New York Avenue. Have a designated area for morning /afterschool parent drop off/pick up area. Create a secondary traffic outlet behind high school in case of emergency.
- In the almond Grove, we are trapped on weekends. Very frustrating.

- Include in town communications that dog walkers must clean up after their dogs
- Increase city minimum wage/living wage for city workers. Rent control
- Invest in a real estate consultant or staff expert to oversee building, permitting, compliance, regulation, and construction of appropriately designed housing.
- Invest in native plants, ban gas blowers, more environmentally friendly policies.
- It seems like there are so many employees in town. We have the same population, but many more people working in the town hall.
- It would be beneficial to have a northbound highway 85 ramp on Winchester Boulevard. It would elevate traffic on Lark and Bascom Avenue.
- It's covered above, but I want to emphasize investing in infrastructure for the town.
- Jazz concerts, increased number of concerts and obtain well-known performers
- Job finding resources for older adults. Moore DUI enforcement.
- KCAT local television
- Keep the police station open near Los Gatos Blvd and Blossom Hill Road, very concerned about dispatch times if it is closed. Enforce no fireworks, it is getting unsafe.
- Keeping the local schools great and achieving high test scores and competency in core subjects. Also consider bringing back shot classes to the junior high/middle school levels, also home economics, metals, and woodworking, etc..
- Legal action against the state required builders remedy.
- LG needs to come up with a plan to regulate/control ebikes by kids. They are out of control--no helmets, don't stop at stop signs, recklessly driving on town streets, exceeding both ebike and town speed limits. If you really want to know what's happening in town, go onto the local neighborhood websites
- LG needs to decommission their DEI commission as it engages in unlawful discriminatory practice by the very nature of the program. The DEI commission is liken to LA's fires and its city's DEI practices. It diverted finances, manpower and attention to DEI and not to the programs which govt is authorized to do, which is to provide for the welfare and safety of its citizens! LG's 2022 council elections highlighted the financial deficits of LG, \$5m in deficit and growing annually, with a projected \$20M in several years. Yet in spite of this financial forecast, LG spends tens of thousands of \$\$s and time on a commission that merely promotes racism and continued divisiveness! LG has a mix of people from all over the world and is NOT engaged in systemic racist actions, until the DEI commission was created. Finally, in 2022, there was a candidate who's platform was on fire preparedness and there has been nothing done in that regard. Yet, a former mayor of LG, Joe Pirzynski wrote an article in Inside LG, questioning the fire preparedness of LG. Politicians who are elected on their proffered platform of acting in the interest of their constituents have a duty to act in due diligence and NOT pursue their own hidden Woke agenda, once elected. This is why politicians are so mistrusted, that they act in their own echo chamber and not to their constituents. Close and defund the JDEI commission as non-reflective of LG's citizen's values!
- local schools support
- Lower taxes
- Maintain quality of public schools to attract young families. Stay a small town. Avoid turning into a big city.
- Make sure we keep character of town when building new developments
- Making the town a welcoming place regardless of race, ethnicity or sexual orientation.
- More efforts to curb bad driver behavior in neighborhoods (especially surrounding the schools, specifically the high school, but also adult drop off/pick up drivers at all schools.
- More police and fire personnel
- More police presence and action on people living in their cars. Especially in park area.

- More Sports fields and courts for kids
- More town supported music events
- More transients are coming into town, particularly along the creek trail right in the heart of town near historical Forbes mill. This is a heavily traveled route by children and young teens in town and a common route to Los gatos high school. There should be a zero tolerance policy. Don't let down your guard we must protect the value of our town and the safety of our citizens.
- Music in the park support. Outdoor festivities. LG traffic is far worse now than they've taken out car lanes for bike lanes. Especially on Blossom Hill Road near Blossom Hill school. Daily back ups are the new normal.
- My concern with bicycling come from not being able to safely cross major roads.
- Need a community center
- Need more parking downtown. The public park area along Wedgewood Ave (public land) has been enclosed by the golf course.
- New community center
- No, not really. List was pretty complete.
- No. Please no more bike lanes! Tired of getting run over by bike riders on the sidewalks when the town has caused massive traffic congestion on Blossom Hill and Union by minimizing car traffic lanes and then expanding bike lanes that no one uses.
- Not charging residents to go to Vasona Park
- Not in direct response to this question: More Community Development Department staff. I know this is hard, but take whatever measures possible to address beach traffic. Increased enforcement of traffic laws. Soooo many red light runners!
- Not sure if it fits here, but there has been an uptick in the number of homeless individuals sleeping in library park and near post office. It's made me feel far less safe and uncomfortable.
- Organization of concerts, performances, exhibitions of art, maintenance of small museum.
- Overnight shelter for unhoused from November to March
- Overpass access over 17 for bikes and pedestrians. Weekend beach traffic and freeway for locals to commute.
- Paying for sidewalk repairs
- Pedestrian crossing blinking lights across on/off ramps on Highway nine to make crossing to town and Creek Trail safer while walking.
- Permanent public restroom downtown, not a port a potty
- Pickleball courts in Oak Meadow Park, and more awfully dog parks
- Please consider the aesthetics of the proposed housing structures. Some of the are horrendous. If we are bound to improving housing, do they need to look like ill manufactured cell blocks?
- Please invest more in creating new parks and open space preserves. Please invest more in maintaining the hiking trails. There are currently many bikes, including motorized bikes, e-bikes and regular bikes, that are ruining Heintz Open Space Preserve. They are cutting trails everywhere and building ramps with wood and dirt. They go very fast down the hills and around the corners and are a safety threat to pedestrians, horses and dogs. There are currently no signs that specify that these activities are not allowed and essentially no enforcement. Also, please invest in wildlife crossings over Hwy 17, near Lexington reservoir and other areas, where appropriate. Many deer, mountain lions, newts and other wildlife are hit. This is not only bad for the wildlife, but it is a threat to people, as well.
- Police patrols during summer beach traffic. Police patrol on Cherry Stone Drive due to speed and no stopping signs from Blossom Hill Road.

- Policing drunk drivers leaving bars downtown and cars not yielding for pedestrians crossing the street
- Preventing crime and homelessness is a big deal. The entire Bay Area seems to be falling apart to these two factors. Considering retiring outside of California for these reasons.
- Promoting diversity. Reducing Negativity.
- Providing better facilities for seniors
- Providing services for seniors like transportation, lectures, etc.
- Public restrooms
- Put a restroom at La Rinconada Park, even a portable potty would be vastly better than nothing.
- Quito Road is a miserable long main road, causing a lot of unneeded wear and tear on cars.
- Recreational bike park such as a pump track, or a skate park.
- Reduce amount of congestion. Better traffic flow. No more building residences. Focus more on small business and entrepreneurs please.
- Reducing congestion by encouraging and facilitating transit expansion and improvement.
- Reducing summer traffic congestion. Reducing the number of new 4-11 story housing developments.
- Reduction in homelessness
- Removal of restaurant bumps. they are a scar on downtown, disaster for retail and walking.
- Repair or replace Pollard and Winchester Quito Road. Traffic getting into town in the summertime is difficult.
- RIDICULOUS TREATMENT OF WINCHESTER BETWEEN LARK & VINLAND AVE-SHOULD BE RETURNED TO ITS FORMER STATE; NORTH FORTY PROJECT HAS BECOME INSTANT SLUMS-BETTER PLANNING IS REQUIRED
- Sadly, anti-hate efforts. The United Against Hate march and rally held a couple of years ago was fantastic. DEI efforts supported. Environmental education necessary - please support your science programs!
- Salt the beach traffic in high school gridlock
- SCHOOL BUSES, paid for by the TOWN (not just the school district or the parents) to alleviate school day traffic. Everyone in the town will benefit but only if you can provide enough school buses at enough times directly in the neighborhoods where kids live. The motivation is to stop the INSANE traffic. It currently takes an 75 minutes to drive from Netflix to the high school and back on school day mornings and afternoons!!!!
- Schools
- Schools - people live in LG because of the fantastic schools. We need to continue to support and invest in them. Increasing funding for afterschool care for said schools would attract more residents as well. LG Rec programs are decent and we'd like to see more.
- Senior services, like recreation, transportation and social
- Set a measurement scale at time of investment with tax dollars
- Shipping under 16yo kids on e-Bikes from terrorizing people in town. They should have some license where they know the rules of the road and can have consequences for not abiding to the law.
- Solving the weekend traffic gridlock during the summer time would be the absolute number one priority.
- Sr services and community center
- Stop approving housing projects. Develop the LG Blvd. side of town with more retail/restaurants.
- Stop building high density housing. Our roads can't support the number of people it adds and it creates massive bottlenecks
- Stop massive house constructions. Better planning.
- Stop the building! Too much traffic.

- Stop the overdevelopment and high-rise projects. We need to address the housing issue, but these high-rise monstrosities are ruining our town, community, and traffic flow.
- Stopping mass housing projects that will impact our small town.
- Street tree care
- summer beach traffic control, diversion, is essential!!!
- Support and promotion for community events (e.g. farmer's market, jazz-in-the-plaza, wine walks, etc.)
- Support PG&E to prevent power outages. We have outages every time we have a storm.
- Supporting NUMU our local museum.
- The bike lanes with green bollards are excessive. they restrict traffic.
- The council spent millions on one area of town for concrete roads and sidewalks, but the rest of the town has potholes and missing sidewalks. This is corruption at the highest level.
- The Johnson/Loma Alta/Los Gatos Blvd intersection is extremely dangerous for pedestrians. I regularly watch cars almost hit peds daily. Kids cross Loma Alta for Los Gatos Blvd to sidewalk on Johnson and there is no paint marking the crosswalk. I suggest adding a crosswalk here so cars know to slow down BEFORE the stop sign. It's a tricky intersection but I feel something should be done here.
- The North 40 is an embarrassment for horrible design.
- The people who live here live in fear of being harmed! The kids drive around and harass people, shoot at them w paint guns causing harm! We are afraid to walk at night! The town needs to get control over the kids and how they are bringing fear to everyone! They ride in gangs, push people yell at people and shoot at them with harmful paint fins. I even heard someone was shot in front of icing on the cake by a gang of teens with a paint gun and almost lost her eye! The police need to parole the streets on Friday and Saturday night and arrest these kids. Or they will continue to take control. It's awful!!!
- The so-called landscaping by the parking area near main & santa cruz is the first thing most visitors see, and it is a mess of weeds and barely surviving plants. For a mere \$1000 we could fix this. Take a look at what los altos or santa clara do in this regard. When you submit a police report, you never hear back at all. It's pointless to even file a report because from what I can tell it's tossed in the trash.
- The street parking for my dental office and my patients was taken away without conversation or solutions offered. Now cars drive even faster up and down the road which is not actually reducing the risk to pedestrians who walk on that street. More time/money should be spent investigating the issue and coming up with proper solutions.
- The Town of Los Gatos should use its resources to directly support the development of 100% affordable permanent supportive housing units. I would also support using tax dollars to support community partners and nonprofits.
- The traffic lights at university/north Santa Cruz/LG-saratoga road are terrible!!! Pedestrians need a light/signal for those exiting 17 at LG-Saratoga - it is insanely dangerous. Bachman park needs a restroom.
- There are a lot of streets that don't have any sidewalks at all.
- There needs to be more patrolling and education regarding E bikes. Too many young people driving recklessly and strip malls and on main roads.
- Town congestion and traffic flow need to be improved. Reasonably priced dinning.
- Traffic and congestion. Gridlock.
- Traffic calming, very powerlines, reduce mass and scale and in permeable surface of new homes. Eliminate LED street lights that obliterate the night sky.
- Traffic control around the high school. Try to decrease beach traffic through LG town.
- Traffic is bad and getting worse due to large housing projects. It effects our quality of life here. We need to maintain the small town feel here.

- Traffic is the main problem! I was stunned at the recent planning commission meeting that traffic was deemed not an issue on the main street project near the high School. Unbelievable!
- Traffic on weekends needs to be addressed. Close on ramp Saturday and Sunday 10AM - 3PM.
- updating/installing sewer pipes along Miles Avenue so residents do not have rely on sump pumps and instead can connect directly to the main sewer line via a lateral
- Upset at town spending money on DEI study of the town. Total waist of money. Citizens have choice of where they live. The town does not decide who lives here
- Vasona Park Maintenance should be a higher priority
- We do not want to see any more of large scale residential development projects in this town. Please stop approving such new large development projects in this town,
- We need a dog park downtown that all can get to by walking.
- We need more EV charging stations across town, we have a lot of superchargers but we need level 2 chargers near condo areas.
- We need the walking pads upgraded and overall appearance. There's a recreation center, but it needs improved, lighting and overall upgrades.
- We need to evict the homeless people in front of the post office; and on the walking trails: they yell and walk around under the influence of alcohol and drugs
- Weekend traffic congestion mitigation
- What happened to the Lynn Avenue pedestrian path design project.
- wildfire, earthquake, and natural disaster prevention and preparation
- working with Cal Trans to clean up Highway 9 . Too much trash on roads. stopping summer congestion. we cannot access any town services near downtown during the summer months during peak traffic hors on weekends.
- Youth recreation facilities that are not organized sports i.e. skateboard park, parkour park/space, outdoor adventure park (ropes course, slack lining, frisbee, rock climbing) Work with SCC to do some of this at Vasona Park.

21b. What department(s) did you contact? Other

- Building
- Building and permits
- Building Department
- Building department
- Building Dept
- Building permit and inspection
- Building permit office
- Building permits
- Building permits
- Building, permits, etc.
- building/illegal airbnb
- code
- Code compliance
- Code enforcement
- code enforcement but I think he is overworked
- Construction
- Council
- Council members
- fire dept
- Permits
- Permits
- Planning
- Planning
- Planning
- Planning
- Planning
- Planning and issues with speeding in our neighborhood.
- Planning Building and Development
- Planning department
- Street service
- Streets. Trees
- Town Codes
- Town council and planning
- Town planning and town arborist
- Traffic concerns on Los Gatos Almaden at Camino del Cerro. It's a blind corner and everyone speeds. I tried contacted the dept, but got nowhere.
- Vice mayor and council member

Q22a. Why do you think you will not be living in Los Gatos, CA, five years from now?

- Affordability of housing and traffic congestion.
- Age
- age related
- Close to retirement - move somewhere more affordable
- Cost of housing
- Cost of housing
- Cost of housing
- Cost of housing
- Cost of living
- Cost of living
- Cost of living and quality of life deterioration.
- cost of living, rental prices
- Cost of living, traffic during summer months
- Cost of living
- COST-CANNOT AFFORD TO BUY A HOUSE HERE
- Crowds and traffic
- Downsizing
- family is growing
- getting too expensive
- housing costs too expensive for long term, especially property tax. youngest child graduating from LGHS.
- I do not like the way the character of the town is changing.
- I would love to stay here but cannot afford a home after 25 years of living here. Renting is hard - not enough available housing for a family. Everything that is proposed for sale will be out of reach financially or too small for a family.
- I would love to stay here but I rent and rents keep going up and rental properties are disappearing.
- It all depends on health issues and whether we will need to be closer to our kids.
- It is too expensive for when I retire. Property taxes are crazy high if you bought in the last 5 years. If there were duplexes or multi-family home housing, I could share one with my family or friends and reduce the cost of being here, but there are almost no multi-family housing. Also, the town is slowly becoming a sleepy retirement village as the number of young families with kids declines due to the high cost of housing. The schools are the main reason Los Gatos is such a desirable community, and without many kids moving into the town, we're going to lose that advantage. So better to sell my house sooner while Los Gatos still commands a premium, before the schools decline for to lack of enrollment.
- I've already exceeded the average life-span - I'm as old as dirt
- Kids have grown and may downsize and move up the peninsula
- Kids will be in college. Too expensive to retire here.
- Lack of affordable access to a vibrant downtown.
- Lack of affordable housing and healthcare for seniors.
- lack of diversity and diverse thinking
- Less police presence and extremely high property taxes

- May move out of California altogether. Too expensive.
- may move to AZ
- May need assisted-living
- Move closer to grandchildren
- Moving to a more affordable location. One story home needed.
- Moving to another home in an area that is more retirement lifestyle
- My kids are Moving out of the house, the cost of property taxes are too high, and having lived more than 60 years in Los Gatos, I feel the general attitude of people on the street are elitist, they are not welcoming. The town is full Of “Yoga Pants Mafia” who drive huge SUV or Tesla and think they are the bomb. It a far cry from the town I was raised in during the 60s, 70s and 80s.
- Nearing retirement age and will not be able to afford to retire here.
- need cash from house
- No, will retire out of state.
- Our kids do not want to move back here, so we may follow them.
- Overcrowding, increased traffic and unsightly tall housing development.
- Overdevelopment, traffic, and fire trapped neighborhoods.
- Parks are dirty, sidewalks are not comfortable, and not many activities for people over 65.
- Positive living, traffic, taxes
- Property taxes are too high
- Quality of life, traffic and density issues.
- remodeling other house to move in
- The amount of development and the traffic in town and the surrounding areas is only going to get worse - we will be seeking an area that is less developed and busy
- The cost of housing and the cost of the living.
- The town is congested now and too busy. This is understandable as the population grows. It is not affordable to live here.
- The traffic is getting pretty bad. I tend to go into Campbell more often than LG.
- To many large scale buildings going up which will increase traffic.
- Too expensive
- Too expensive
- Too expensive
- too expensive to rent or buy a home
- Too expensive, beach traffic, wasting too much money on police at the expense of other services.
- Too expensive. I only work here.
- Too expensive-home prices, and inability to get homeowners insurance
- Too much construction, over crowded
- Town character is being ruined by huge housing projects that were allowed to pass due to town council’s failure to get housing plan passed. Traffic is a complete nightmare caused in large part to the town’s focus on minimizing car lanes and expanding bike lanes that no one uses.
- Traffic and overdevelopment has made it difficult to move around town and destroyed the acquaintance and unique feel
- Very expensive to meet my daily needs. less pay, more expenses
- way too much development, losing charm
- We are not high tech.

- We moved here for quiet and safe environment, but Pickleball at the park is noisy and traffic and parking is horrible. Our kids can't bike to school since 2020 and we pay high property tax.
- Will depend on where things go politically in the US. Right now...it's pretty scary and we are dual citizens of another country so may choose to leave.
- Will move back to the mountains, unincorporated Los Gatos
- Will retire and move someplace cheaper.

6

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=502)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	68.7%	29.9%	1.2%	0.2%	0.0%	0.0%
Q1-2. As a place to raise children	56.4%	30.3%	5.8%	0.2%	0.2%	7.2%
Q1-3. As a place to work	26.7%	23.1%	19.7%	3.0%	1.2%	26.3%
Q1-4. As a place to retire	36.7%	28.9%	17.5%	8.2%	4.8%	4.0%
Q1-5. As a place where I feel welcome	47.8%	36.1%	11.6%	3.6%	0.4%	0.6%

WITHOUT "DON'T KNOW"**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=502)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	68.7%	29.9%	1.2%	0.2%	0.0%
Q1-2. As a place to raise children	60.7%	32.6%	6.2%	0.2%	0.2%
Q1-3. As a place to work	36.2%	31.4%	26.8%	4.1%	1.6%
Q1-4. As a place to retire	38.2%	30.1%	18.3%	8.5%	5.0%
Q1-5. As a place where I feel welcome	48.1%	36.3%	11.6%	3.6%	0.4%

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=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Town parks and recreation facilities	44.2%	42.8%	8.2%	2.0%	0.8%	2.0%
Q2-2. Town planning, building, & development services (e.g., issuing permits)	6.6%	23.1%	22.1%	18.9%	13.3%	15.9%
Q2-3. Overall effectiveness of Town communication with the public	10.6%	35.9%	35.7%	12.0%	3.2%	2.8%
Q2-4. Overall maintenance of Town streets, sidewalks, & infrastructure	17.3%	46.6%	21.5%	10.0%	3.8%	0.8%
Q2-5. Overall quality of customer service you receive from Town employees	19.9%	30.3%	22.3%	5.0%	1.8%	20.7%
Q2-6. Overall quality of Town library services	49.8%	27.7%	6.4%	0.8%	0.2%	15.1%
Q2-7. Overall quality of Town police services	41.4%	33.5%	12.5%	3.8%	0.8%	8.0%

WITHOUT "DON'T KNOW"**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=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Town parks and recreation facilities	45.1%	43.7%	8.3%	2.0%	0.8%
Q2-2. Town planning, building, & development services (e.g., issuing permits)	7.8%	27.5%	26.3%	22.5%	15.9%
Q2-3. Overall effectiveness of Town communication with the public	10.9%	36.9%	36.7%	12.3%	3.3%
Q2-4. Overall maintenance of Town streets, sidewalks, & infrastructure	17.5%	47.0%	21.7%	10.0%	3.8%
Q2-5. Overall quality of customer service you receive from Town employees	25.1%	38.2%	28.1%	6.3%	2.3%
Q2-6. Overall quality of Town library services	58.7%	32.6%	7.5%	0.9%	0.2%
Q2-7. Overall quality of Town police services	45.0%	36.4%	13.6%	4.1%	0.9%

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

Q3. Top choice	Number	Percent
Town parks and recreation facilities	64	12.7 %
Town planning, building, & development services (e.g., issuing permits)	95	18.9 %
Overall effectiveness of Town communication with the public	18	3.6 %
Overall maintenance of Town streets, sidewalks, & infrastructure	107	21.3 %
Overall quality of customer service you receive from Town employees	13	2.6 %
Overall quality of Town library services	10	2.0 %
Overall quality of Town police services	163	32.5 %
None chosen	32	6.4 %
Total	502	100.0 %

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

Q3. 2nd choice	Number	Percent
Town parks and recreation facilities	63	12.5 %
Town planning, building, & development services (e.g., issuing permits)	88	17.5 %
Overall effectiveness of Town communication with the public	34	6.8 %
Overall maintenance of Town streets, sidewalks, & infrastructure	161	32.1 %
Overall quality of customer service you receive from Town employees	14	2.8 %
Overall quality of Town library services	22	4.4 %
Overall quality of Town police services	79	15.7 %
None chosen	41	8.2 %
Total	502	100.0 %

SUM OF 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)**

Q3. Top choice	Number	Percent
Town parks and recreation facilities	127	25.3 %
Town planning, building, & development services (e.g., issuing permits)	183	36.5 %
Overall effectiveness of Town communication with the public	52	10.4 %
Overall maintenance of Town streets, sidewalks, & infrastructure	268	53.4 %
Overall quality of customer service you receive from Town employees	27	5.4 %
Overall quality of Town library services	32	6.4 %
Overall quality of Town police services	242	48.2 %
None chosen	32	6.4 %
Total	963	

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=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of services provided by Town	19.9%	48.0%	22.9%	4.0%	1.0%	4.2%
Q4-2. Overall value you receive for your Town tax dollars & fees	14.3%	33.7%	31.3%	13.1%	3.6%	4.0%
Q4-3. Overall image of the Town	38.8%	45.2%	10.8%	3.8%	0.4%	1.0%
Q4-4. Overall quality of life in Town	43.0%	46.2%	8.4%	1.2%	0.2%	1.0%
Q4-5. Overall feeling of safety in Town	48.6%	40.6%	7.2%	2.4%	0.2%	1.0%

WITHOUT "DON'T KNOW"**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=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of services provided by Town	20.8%	50.1%	23.9%	4.2%	1.0%
Q4-2. Overall value you receive for your Town tax dollars & fees	14.9%	35.1%	32.6%	13.7%	3.7%
Q4-3. Overall image of the Town	39.2%	45.7%	10.9%	3.8%	0.4%
Q4-4. Overall quality of life in Town	43.5%	46.7%	8.5%	1.2%	0.2%
Q4-5. Overall feeling of safety in Town	49.1%	41.0%	7.2%	2.4%	0.2%

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Effectiveness of local police protection	36.1%	41.2%	12.9%	2.8%	0.4%	6.6%
Q5-2. Efforts to collaborate with the public to address concerns	14.7%	28.1%	32.7%	8.6%	2.4%	13.5%
Q5-3. Enforcement of local traffic laws	14.5%	36.1%	25.1%	12.9%	4.6%	6.8%
Q5-4. How quickly police respond to emergencies	31.9%	27.3%	13.5%	1.6%	0.2%	25.5%
Q5-5. Overall police performance in your neighborhood	32.3%	33.5%	17.1%	3.6%	0.8%	12.7%
Q5-6. Professionalism of police officers	43.6%	29.3%	10.8%	1.6%	0.2%	14.5%
Q5-7. Quality of dispatch/911 services	28.3%	20.9%	12.4%	1.0%	0.0%	37.5%
Q5-8. Town's overall efforts to prevent crime	20.1%	39.8%	20.7%	3.6%	1.0%	14.7%
Q5-9. Visibility of police personnel in neighborhoods	14.9%	36.7%	29.7%	10.4%	1.8%	6.6%

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Effectiveness of local police protection	38.6%	44.1%	13.9%	3.0%	0.4%
Q5-2. Efforts to collaborate with the public to address concerns	17.1%	32.5%	37.8%	9.9%	2.8%
Q5-3. Enforcement of local traffic laws	15.6%	38.7%	26.9%	13.9%	4.9%
Q5-4. How quickly police respond to emergencies	42.8%	36.6%	18.2%	2.1%	0.3%
Q5-5. Overall police performance in your neighborhood	37.0%	38.4%	19.6%	4.1%	0.9%
Q5-6. Professionalism of police officers	51.0%	34.3%	12.6%	1.9%	0.2%
Q5-7. Quality of dispatch/911 services	45.2%	33.4%	19.7%	1.6%	0.0%
Q5-8. Town's overall efforts to prevent crime	23.6%	46.7%	24.3%	4.2%	1.2%
Q5-9. Visibility of police personnel in neighborhoods	16.0%	39.2%	31.8%	11.1%	1.9%

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	112	22.3 %
Efforts to collaborate with the public to address concerns	50	10.0 %
Enforcement of local traffic laws	65	12.9 %
How quickly police respond to emergencies	60	12.0 %
Overall police performance in your neighborhood	18	3.6 %
Professionalism of police officers	14	2.8 %
Quality of dispatch/911 services	16	3.2 %
Town's overall efforts to prevent crime	91	18.1 %
Visibility of police personnel in neighborhoods	47	9.4 %
None chosen	29	5.8 %
Total	502	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	60	12.0 %
Efforts to collaborate with the public to address concerns	39	7.8 %
Enforcement of local traffic laws	42	8.4 %
How quickly police respond to emergencies	86	17.1 %
Overall police performance in your neighborhood	38	7.6 %
Professionalism of police officers	22	4.4 %
Quality of dispatch/911 services	26	5.2 %
Town's overall efforts to prevent crime	92	18.3 %
Visibility of police personnel in neighborhoods	54	10.8 %
None chosen	43	8.6 %
Total	502	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	38	7.6 %
Efforts to collaborate with the public to address concerns	47	9.4 %
Enforcement of local traffic laws	36	7.2 %
How quickly police respond to emergencies	60	12.0 %
Overall police performance in your neighborhood	36	7.2 %
Professionalism of police officers	33	6.6 %
Quality of dispatch/911 services	33	6.6 %
Town's overall efforts to prevent crime	77	15.3 %
Visibility of police personnel in neighborhoods	53	10.6 %
None chosen	89	17.7 %
Total	502	100.0 %

SUM OF 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)

Q6. Top choice	Number	Percent
Effectiveness of local police protection	210	41.8 %
Efforts to collaborate with the public to address concerns	136	27.1 %
Enforcement of local traffic laws	143	28.5 %
How quickly police respond to emergencies	206	41.0 %
Overall police performance in your neighborhood	92	18.3 %
Professionalism of police officers	69	13.7 %
Quality of dispatch/911 services	75	14.9 %
Town's overall efforts to prevent crime	260	51.8 %
Visibility of police personnel in neighborhoods	154	30.7 %
None chosen	29	5.8 %
Total	1374	

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance of major Town streets	20.9%	52.0%	14.7%	7.6%	2.4%	2.4%
Q7-2. Maintenance of streets in your neighborhood	21.5%	47.2%	16.9%	10.4%	2.4%	1.6%
Q7-3. Condition of sidewalks in Town	15.5%	43.8%	24.5%	12.0%	1.6%	2.6%
Q7-4. Maintenance of street signs & traffic signals	24.9%	50.2%	15.3%	5.6%	1.2%	2.8%
Q7-5. Adequacy of Town street lighting	20.3%	46.2%	20.3%	8.2%	1.8%	3.2%
Q7-6. Accessibility of streets, sidewalks, & buildings for people with disabilities	17.5%	29.1%	17.1%	5.6%	2.2%	28.5%
Q7-7. Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	18.7%	31.5%	27.1%	9.2%	5.0%	8.6%
Q7-8. Flow of traffic on Town streets	5.6%	18.9%	22.9%	29.7%	21.5%	1.4%
Q7-9. Overall cleanliness of Town streets & other public areas	23.9%	54.2%	14.7%	4.0%	1.4%	1.8%
Q7-10. Condition of Town buildings & facilities	23.3%	53.4%	13.7%	2.4%	0.4%	6.8%

WITHOUT "DON'T KNOW"**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=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance of major Town streets	21.4%	53.3%	15.1%	7.8%	2.4%
Q7-2. Maintenance of streets in your neighborhood	21.9%	48.0%	17.2%	10.5%	2.4%
Q7-3. Condition of sidewalks in Town	16.0%	45.0%	25.2%	12.3%	1.6%
Q7-4. Maintenance of street signs & traffic signals	25.6%	51.6%	15.8%	5.7%	1.2%
Q7-5. Adequacy of Town street lighting	21.0%	47.7%	21.0%	8.4%	1.9%
Q7-6. Accessibility of streets, sidewalks, & buildings for people with disabilities	24.5%	40.7%	24.0%	7.8%	3.1%
Q7-7. Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	20.5%	34.4%	29.6%	10.0%	5.4%
Q7-8. Flow of traffic on Town streets	5.7%	19.2%	23.2%	30.1%	21.8%
Q7-9. Overall cleanliness of Town streets & other public areas	24.3%	55.2%	15.0%	4.1%	1.4%
Q7-10. Condition of Town buildings & facilities	25.0%	57.3%	14.7%	2.6%	0.4%

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?

Q8. Top choice	Number	Percent
Maintenance of major Town streets	76	15.1 %
Maintenance of streets in your neighborhood	34	6.8 %
Condition of sidewalks in Town	32	6.4 %
Maintenance of street signs & traffic signals	14	2.8 %
Adequacy of Town street lighting	17	3.4 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	17	3.4 %
Quality of on-street bicycle infrastructure (bike lanes/ wayfinding signs)	29	5.8 %
Flow of traffic on Town streets	224	44.6 %
Overall cleanliness of Town streets & other public areas	21	4.2 %
Condition of Town buildings & facilities	8	1.6 %
None chosen	30	6.0 %
Total	502	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?

Q8. 2nd choice	Number	Percent
Maintenance of major Town streets	70	13.9 %
Maintenance of streets in your neighborhood	60	12.0 %
Condition of sidewalks in Town	48	9.6 %
Maintenance of street signs & traffic signals	29	5.8 %
Adequacy of Town street lighting	33	6.6 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	15	3.0 %
Quality of on-street bicycle infrastructure (bike lanes/ wayfinding signs)	48	9.6 %
Flow of traffic on Town streets	71	14.1 %
Overall cleanliness of Town streets & other public areas	69	13.7 %
Condition of Town buildings & facilities	11	2.2 %
None chosen	48	9.6 %
Total	502	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?

Q8. 3rd choice	Number	Percent
Maintenance of major Town streets	51	10.2 %
Maintenance of streets in your neighborhood	57	11.4 %
Condition of sidewalks in Town	54	10.8 %
Maintenance of street signs & traffic signals	28	5.6 %
Adequacy of Town street lighting	26	5.2 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	29	5.8 %
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	27	5.4 %
Flow of traffic on Town streets	49	9.8 %
Overall cleanliness of Town streets & other public areas	68	13.5 %
Condition of Town buildings & facilities	22	4.4 %
None chosen	91	18.1 %
Total	502	100.0 %

SUM OF 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)**

Q8. Top choice	Number	Percent
Maintenance of major Town streets	197	39.2 %
Maintenance of streets in your neighborhood	151	30.1 %
Condition of sidewalks in Town	134	26.7 %
Maintenance of street signs & traffic signals	71	14.1 %
Adequacy of Town street lighting	76	15.1 %
Accessibility of streets, sidewalks, & buildings for people with disabilities	61	12.2 %
Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	104	20.7 %
Flow of traffic on Town streets	344	68.5 %
Overall cleanliness of Town streets & other public areas	158	31.5 %
Condition of Town buildings & facilities	41	8.2 %
None chosen	30	6.0 %
Total	1367	

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of Town parks	39.0%	48.8%	7.0%	1.4%	1.0%	2.8%
Q9-2. Quality of other recreation facilities-tennis/pickleball courts	15.9%	30.1%	17.1%	2.8%	1.8%	32.3%
Q9-3. Quality of customer service from parks employees	20.5%	31.9%	14.3%	1.4%	0.6%	31.3%
Q9-4. Quality of facilities such as picnic areas & playgrounds in Town parks	27.7%	47.2%	13.7%	2.2%	0.4%	8.8%
Q9-5. Quality of Town outdoor athletic fields (e.g., baseball & soccer)	18.9%	31.9%	14.7%	1.6%	0.6%	32.3%
Q9-6. Walking & biking trails in Town	31.9%	46.0%	12.4%	4.0%	0.6%	5.2%

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of Town parks	40.2%	50.2%	7.2%	1.4%	1.0%
Q9-2. Quality of other recreation facilities-tennis/pickleball courts	23.5%	44.4%	25.3%	4.1%	2.6%
Q9-3. Quality of customer service from parks employees	29.9%	46.4%	20.9%	2.0%	0.9%
Q9-4. Quality of facilities such as picnic areas & playgrounds in Town parks	30.3%	51.7%	15.1%	2.4%	0.4%
Q9-5. Quality of Town outdoor athletic fields (e.g., baseball & soccer)	27.9%	47.1%	21.8%	2.4%	0.9%
Q9-6. Walking & biking trails in Town	33.6%	48.5%	13.0%	4.2%	0.6%

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?

Q10. Top choice	Number	Percent
Maintenance of Town parks	203	40.4 %
Quality of other recreation facilities-tennis/pickleball courts	27	5.4 %
Quality of customer service from parks employees	7	1.4 %
Quality of facilities such as picnic areas & playgrounds in Town parks	51	10.2 %
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	24	4.8 %
Walking & biking trails in Town	129	25.7 %
None chosen	61	12.2 %
Total	502	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?

Q10. 2nd choice	Number	Percent
Maintenance of Town parks	100	19.9 %
Quality of other recreation facilities-tennis/pickleball courts	35	7.0 %
Quality of customer service from parks employees	16	3.2 %
Quality of facilities such as picnic areas & playgrounds in Town parks	97	19.3 %
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	39	7.8 %
Walking & biking trails in Town	121	24.1 %
None chosen	94	18.7 %
Total	502	100.0 %

SUM OF 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)**

Q10. Top choice	Number	Percent
Maintenance of Town parks	303	60.4 %
Quality of other recreation facilities-tennis/pickleball courts	62	12.4 %
Quality of customer service from parks employees	23	4.6 %
Quality of facilities such as picnic areas & playgrounds in Town parks	148	29.5 %
Quality of Town outdoor athletic fields (e.g., baseball & soccer)	63	12.5 %
Walking & biking trails in Town	250	49.8 %
None chosen	61	12.2 %
Total	910	

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Access to healthy food that you can afford	24.1%	38.0%	21.5%	10.4%	1.8%	4.2%
Q11-2. Access to quality childcare that you can afford	3.4%	6.2%	17.3%	8.8%	3.2%	61.2%
Q11-3. Access to quality health care that you can afford	22.9%	34.5%	21.5%	8.4%	2.8%	10.0%
Q11-4. Access to quality housing you can afford	11.8%	20.9%	27.3%	16.5%	12.4%	11.2%
Q11-5. Availability of adequate & affordable housing units	8.6%	12.7%	21.3%	21.1%	13.9%	22.3%
Q11-6. Variety & number of businesses available in Los Gatos	15.1%	37.5%	22.5%	17.9%	2.0%	5.0%
Q11-7. Support for entrepreneurs & small business owners available in Town	6.4%	13.5%	24.7%	12.2%	4.6%	38.6%
Q11-8. Town's efforts to attract new business & tourism	5.4%	16.7%	29.9%	13.1%	6.6%	28.3%
Q11-9. Qualified workforce	11.8%	25.9%	26.9%	3.0%	1.4%	31.1%

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

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Access to healthy food that you can afford	25.2%	39.7%	22.5%	10.8%	1.9%
Q11-2. Access to quality childcare that you can afford	8.7%	15.9%	44.6%	22.6%	8.2%
Q11-3. Access to quality health care that you can afford	25.4%	38.3%	23.9%	9.3%	3.1%
Q11-4. Access to quality housing you can afford	13.2%	23.5%	30.7%	18.6%	13.9%
Q11-5. Availability of adequate & affordable housing units	11.0%	16.4%	27.4%	27.2%	17.9%
Q11-6. Variety & number of businesses available in Los Gatos	15.9%	39.4%	23.7%	18.9%	2.1%
Q11-7. Support for entrepreneurs & small business owners available in Town	10.4%	22.1%	40.3%	19.8%	7.5%
Q11-8. Town's efforts to attract new business & tourism	7.5%	23.3%	41.7%	18.3%	9.2%
Q11-9. Qualified workforce	17.1%	37.6%	39.0%	4.3%	2.0%

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. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to healthy food that you can afford	76	15.1 %
Access to quality childcare that you can afford	24	4.8 %
Access to quality health care that you can afford	37	7.4 %
Access to quality housing you can afford	86	17.1 %
Availability of adequate & affordable housing units	47	9.4 %
Variety & number of businesses available in Los Gatos	90	17.9 %
Support for entrepreneurs & small business owners available in Town	39	7.8 %
Town's efforts to attract new business & tourism	49	9.8 %
Qualified workforce	7	1.4 %
None chosen	47	9.4 %
Total	502	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	35	7.0 %
Access to quality childcare that you can afford	24	4.8 %
Access to quality health care that you can afford	49	9.8 %
Access to quality housing you can afford	50	10.0 %
Availability of adequate & affordable housing units	63	12.5 %
Variety & number of businesses available in Los Gatos	64	12.7 %
Support for entrepreneurs & small business owners available in Town	87	17.3 %
Town's efforts to attract new business & tourism	60	12.0 %
Qualified workforce	3	0.6 %
None chosen	67	13.3 %
Total	502	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?

Q12. 3rd choice	Number	Percent
Access to healthy food that you can afford	44	8.8 %
Access to quality childcare that you can afford	25	5.0 %
Access to quality health care that you can afford	40	8.0 %
Access to quality housing you can afford	33	6.6 %
Availability of adequate & affordable housing units	28	5.6 %
Variety & number of businesses available in Los Gatos	54	10.8 %
Support for entrepreneurs & small business owners available in Town	75	14.9 %
Town's efforts to attract new business & tourism	68	13.5 %
Qualified workforce	26	5.2 %
None chosen	109	21.7 %
Total	502	100.0 %

SUM OF 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)

Q12. Top choice	Number	Percent
Access to healthy food that you can afford	155	30.9 %
Access to quality childcare that you can afford	73	14.5 %
Access to quality health care that you can afford	126	25.1 %
Access to quality housing you can afford	169	33.7 %
Availability of adequate & affordable housing units	138	27.5 %
Variety & number of businesses available in Los Gatos	208	41.4 %
Support for entrepreneurs & small business owners available in Town	201	40.0 %
Town's efforts to attract new business & tourism	177	35.3 %
Qualified workforce	36	7.2 %
None chosen	47	9.4 %
Total	1330	

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=502)

	Very supportive	Supportive	Not sure	Not supportive
Q13-1. Beautifying Downtown	35.1%	44.0%	16.3%	4.6%
Q13-2. Improving bicycle access & safety on Town roads	28.1%	35.3%	19.5%	17.1%
Q13-3. Improving pedestrian access & safety along Town roads	46.2%	38.6%	11.4%	3.8%
Q13-4. Improving traffic flow to reduce traffic congestion	76.7%	16.7%	5.2%	1.4%
Q13-5. Investing in more library materials & programs	22.7%	39.0%	28.1%	10.2%
Q13-6. Upgrading Town parks, playground equipment, & restrooms	30.9%	48.4%	17.7%	3.0%
Q13-7. Maintaining streets, sidewalks, & storm sewer systems	62.9%	32.7%	4.0%	0.4%
Q13-8. Upgrading walking, hiking, & bike trails	38.8%	42.6%	14.7%	3.8%
Q13-9. Increasing neighborhood police patrols	40.2%	38.8%	15.7%	5.2%
Q13-10. Maintaining 911 response times	57.4%	32.3%	9.6%	0.8%
Q13-11. Improving disaster preparation & response for hazards such as wildfires & earthquakes	53.0%	36.1%	9.2%	1.8%
Q13-12. Improving condition of Town facilities & buildings	15.3%	44.0%	30.9%	9.8%

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	25	5.0 %
Improving bicycle access & safety on Town roads	22	4.4 %
Improving pedestrian access & safety along Town roads	39	7.8 %
Improving traffic flow to reduce traffic congestion	211	42.0 %
Investing in more library materials & programs	7	1.4 %
Upgrading Town parks, playground equipment, & restrooms	12	2.4 %
Maintaining streets, sidewalks, & storm sewer systems	29	5.8 %
Upgrading walking, hiking, & biking trails	9	1.8 %
Increasing neighborhood police patrols	34	6.8 %
Maintaining 911 response times	28	5.6 %
Improving disaster preparation & response for hazards such as wildfires & earthquakes	55	11.0 %
Improving condition of Town facilities & buildings	4	0.8 %
None chosen	27	5.4 %
Total	502	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	23	4.6 %
Improving bicycle access & safety on Town roads	26	5.2 %
Improving pedestrian access & safety along Town roads	37	7.4 %
Improving traffic flow to reduce traffic congestion	61	12.2 %
Investing in more library materials & programs	11	2.2 %
Upgrading Town parks, playground equipment, & restrooms	33	6.6 %
Maintaining streets, sidewalks, & storm sewer systems	101	20.1 %
Upgrading walking, hiking, & biking trails	23	4.6 %
Increasing neighborhood police patrols	42	8.4 %
Maintaining 911 response times	44	8.8 %
Improving disaster preparation & response for hazards such as wildfires & earthquakes	50	10.0 %
Improving condition of Town facilities & buildings	2	0.4 %
None chosen	49	9.8 %
Total	502	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	21	4.2 %
Improving bicycle access & safety on Town roads	22	4.4 %
Improving pedestrian access & safety along Town roads	37	7.4 %
Improving traffic flow to reduce traffic congestion	52	10.4 %
Investing in more library materials & programs	18	3.6 %
Upgrading Town parks, playground equipment, & restrooms	31	6.2 %
Maintaining streets, sidewalks, & storm sewer systems	61	12.2 %
Upgrading walking, hiking, & biking trails	28	5.6 %
Increasing neighborhood police patrols	43	8.6 %
Maintaining 911 response times	46	9.2 %
Improving disaster preparation & response for hazards such as wildfires & earthquakes	60	12.0 %
Improving condition of Town facilities & buildings	5	1.0 %
None chosen	78	15.5 %
Total	502	100.0 %

SUM OF 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	69	13.7 %
Improving bicycle access & safety on Town roads	70	13.9 %
Improving pedestrian access & safety along Town roads	113	22.5 %
Improving traffic flow to reduce traffic congestion	324	64.5 %
Investing in more library materials & programs	36	7.2 %
Upgrading Town parks, playground equipment, & restrooms	76	15.1 %
Maintaining streets, sidewalks, & storm sewer systems	191	38.0 %
Upgrading walking, hiking, & biking trails	60	12.0 %
Increasing neighborhood police patrols	119	23.7 %
Maintaining 911 response times	118	23.5 %
Improving disaster preparation & response for hazards such as wildfires & earthquakes	165	32.9 %
Improving condition of Town facilities & buildings	11	2.2 %
None chosen	27	5.4 %
Total	1379	

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

(N=502)

	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)	13.9%	34.3%	26.9%	7.6%	2.0%	15.3%
Q16-2. Access to Finance & Budget information	6.4%	21.5%	35.3%	10.0%	2.8%	24.1%
Q16-3. Availability of information about Town programs & services	10.2%	35.3%	30.7%	10.8%	0.6%	12.5%
Q16-4. Efforts by Town to keep residents informed about local issues	8.2%	29.1%	32.1%	17.7%	3.0%	10.0%
Q16-5. Timeliness of information provided by Town	8.0%	25.1%	36.3%	12.4%	4.0%	14.3%
Q16-6. Opportunity to engage/ provide input into decisions made by Elected Officials	7.6%	22.3%	31.7%	15.7%	5.8%	16.9%
Q16-7. Opportunity to engage in improvements in my neighborhood	4.2%	16.9%	35.5%	16.9%	6.8%	19.7%
Q16-8. Opportunity to engage in development projects in my neighborhood	4.8%	13.9%	31.3%	18.1%	9.6%	22.3%
Q16-9. Overall usefulness of Town website	4.6%	26.1%	36.7%	8.4%	1.6%	22.7%
Q16-10. Town use of social media	4.8%	15.7%	34.5%	6.6%	2.2%	36.3%

WITHOUT "DON'T KNOW"**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=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	16.5%	40.5%	31.8%	8.9%	2.4%
Q16-2. Access to Finance & Budget information	8.4%	28.3%	46.5%	13.1%	3.7%
Q16-3. Availability of information about Town programs & services	11.6%	40.3%	35.1%	12.3%	0.7%
Q16-4. Efforts by Town to keep residents informed about local issues	9.1%	32.3%	35.6%	19.7%	3.3%
Q16-5. Timeliness of information provided by Town	9.3%	29.3%	42.3%	14.4%	4.7%
Q16-6. Opportunity to engage/provide input into decisions made by Elected Officials	9.1%	26.9%	38.1%	18.9%	7.0%
Q16-7. Opportunity to engage in improvements in my neighborhood	5.2%	21.1%	44.2%	21.1%	8.4%
Q16-8. Opportunity to engage in development projects in my neighborhood	6.2%	17.9%	40.3%	23.3%	12.3%
Q16-9. Overall usefulness of Town website	5.9%	33.8%	47.4%	10.8%	2.1%
Q16-10. Town use of social media	7.5%	24.7%	54.1%	10.3%	3.4%

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?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	52	10.4 %
Access to Finance & Budget information	28	5.6 %
Availability of information about Town programs & services	54	10.8 %
Efforts by Town to keep residents informed about local issues	98	19.5 %
Timeliness of information provided by Town	14	2.8 %
Opportunity to engage/provide input into decisions made by Elected Officials	45	9.0 %
Opportunity to engage in improvements in my neighborhood	35	7.0 %
Opportunity to engage in development projects in my neighborhood	39	7.8 %
Overall usefulness of Town website	21	4.2 %
Town use of social media	16	3.2 %
None chosen	100	19.9 %
Total	502	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?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	22	4.4 %
Access to Finance & Budget information	27	5.4 %
Availability of information about Town programs & services	49	9.8 %
Efforts by Town to keep residents informed about local issues	67	13.3 %
Timeliness of information provided by Town	33	6.6 %
Opportunity to engage/provide input into decisions made by Elected Officials	66	13.1 %
Opportunity to engage in improvements in my neighborhood	47	9.4 %
Opportunity to engage in development projects in my neighborhood	41	8.2 %
Overall usefulness of Town website	13	2.6 %
Town use of social media	15	3.0 %
None chosen	122	24.3 %
Total	502	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?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	32	6.4 %
Access to Finance & Budget information	15	3.0 %
Availability of information about Town programs & services	42	8.4 %
Efforts by Town to keep residents informed about local issues	58	11.6 %
Timeliness of information provided by Town	22	4.4 %
Opportunity to engage/provide input into decisions made by Elected Officials	48	9.6 %
Opportunity to engage in improvements in my neighborhood	50	10.0 %
Opportunity to engage in development projects in my neighborhood	46	9.2 %
Overall usefulness of Town website	25	5.0 %
Town use of social media	17	3.4 %
None chosen	147	29.3 %
Total	502	100.0 %

SUM OF TOP THREE CHOICES**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)**

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Access to information about Town Council, Boards, & Commissions meetings (schedules, agendas, videos, audio recordings)	106	21.1 %
Access to Finance & Budget information	70	13.9 %
Availability of information about Town programs & services	145	28.9 %
Efforts by Town to keep residents informed about local issues	223	44.4 %
Timeliness of information provided by Town	69	13.7 %
Opportunity to engage/provide input into decisions made by Elected Officials	159	31.7 %
Opportunity to engage in improvements in my neighborhood	132	26.3 %
Opportunity to engage in development projects in my neighborhood	126	25.1 %
Overall usefulness of Town website	59	11.8 %
Town use of social media	48	9.6 %
None chosen	100	19.9 %
Total	1237	

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	264	52.6 %
Los Gatos Chamber of Commerce	81	16.1 %
Weekly "What's New" Town eNewsletter or other Town Notify Me registrations	135	26.9 %
Online search/blogs (e.g., The Patch)	129	25.7 %
Town/Library/PD/Social media (Facebook, X/Twitter, Instagram, LinkedIn, Nextdoor)	160	31.9 %
Town of Los Gatos website (LosGatosCA.gov)	193	38.4 %
Local publications: Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly, The Print	305	60.8 %
KCAT local Comcast Cable Channel 15	20	4.0 %
Flyers, signage	146	29.1 %
Hear about it at work or in professional settings	41	8.2 %
Hear about it from neighbors	257	51.2 %
Word of mouth from friends & family	239	47.6 %
Other	17	3.4 %
Total	1987	

Q18-13. Other:

Q18-13. Other	Number	Percent
Rob Moore's monthly newsletter	4	23.5 %
Mailings	2	11.8 %
Mercury News	1	5.9 %
Hear about things after they happen	1	5.9 %
Social media	1	5.9 %
Vice Mayor, Rob Moore	1	5.9 %
Council meetings	1	5.9 %
Democracy text	1	5.9 %
Council members email	1	5.9 %
Saratoga and Los Gatos mailed activity/class catalogue	1	5.9 %
LG Recreation	1	5.9 %
Outlook	1	5.9 %
Los Gatos Times	1	5.9 %
Total	17	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?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Regional news, radio, newspaper, magazines	60	12.0 %
Los Gatos Chamber of Commerce	13	2.6 %
Weekly "What's New" Town eNewsletter or other Town Notify Me registrations	74	14.7 %
Online search/blogs (e.g., The Patch)	19	3.8 %
Town/Library/PD/Social media (Facebook, X/Twitter, Instagram, LinkedIn, Nextdoor)	50	10.0 %
Town of Los Gatos website (LosGatosCA.gov)	46	9.2 %
Local publications: Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly, The Print	88	17.5 %
KCAT local Comcast Cable Channel 15	4	0.8 %
Flyers, signage	24	4.8 %
Hear about it from neighbors	9	1.8 %
Word of mouth from friends & family	9	1.8 %
<u>None chosen</u>	<u>106</u>	<u>21.1 %</u>
Total	502	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?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Regional news, radio, newspaper, magazines	33	6.6 %
Los Gatos Chamber of Commerce	11	2.2 %
Weekly "What's New" Town eNewsletter or other Town Notify Me registrations	56	11.2 %
Online search/blogs (e.g., The Patch)	19	3.8 %
Town/Library/PD/Social media (Facebook, X/Twitter, Instagram, LinkedIn, Nextdoor)	50	10.0 %
Town of Los Gatos website (LosGatosCA.gov)	59	11.8 %
Local publications: Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly, The Print	70	13.9 %
KCAT local Comcast Cable Channel 15	1	0.2 %
Flyers, signage	34	6.8 %
Hear about it at work or in professional settings	2	0.4 %
Hear about it from neighbors	11	2.2 %
Word of mouth from friends & family	11	2.2 %
<u>None chosen</u>	<u>145</u>	<u>28.9 %</u>
Total	502	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	31	6.2 %
Los Gatos Chamber of Commerce	17	3.4 %
Weekly "What's New" Town eNewsletter or other Town Notify Me registrations	30	6.0 %
Online search/blogs (e.g., The Patch)	15	3.0 %
Town/Library/PD/Social media (Facebook, X/Twitter, Instagram, LinkedIn, Nextdoor)	20	4.0 %
Town of Los Gatos website (LosGatosCA.gov)	46	9.2 %
Local publications: Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly, The Print	51	10.2 %
KCAT local Comcast Cable Channel 15	5	1.0 %
Flyers, signage	29	5.8 %
Hear about it at work or in professional settings	8	1.6 %
Hear about it from neighbors	19	3.8 %
Word of mouth from friends & family	18	3.6 %
None chosen	213	42.4 %
Total	502	100.0 %

SUM OF 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	124	24.7 %
Los Gatos Chamber of Commerce	41	8.2 %
Weekly "What's New" Town eNewsletter or other Town Notify Me registrations	160	31.9 %
Online search/blogs (e.g., The Patch)	53	10.6 %
Town/Library/PD/Social media (Facebook, X/Twitter, Instagram, LinkedIn, Nextdoor)	120	23.9 %
Town of Los Gatos website (LosGatosCA.gov)	151	30.1 %
Local publications: Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly, The Print	209	41.6 %
KCAT local Comcast Cable Channel 15	10	2.0 %
Flyers, signage	87	17.3 %
Hear about it at work or in professional settings	10	2.0 %
Hear about it from neighbors	39	7.8 %
Word of mouth from friends & family	38	7.6 %
None chosen	106	21.1 %
Total	1148	

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

<u>Q20. All Town's social media accounts you follow</u>	<u>Number</u>	<u>Percent</u>
Town X (formerly Twitter)	32	6.4 %
Town Facebook	99	19.7 %
Town Instagram	83	16.5 %
Town Nextdoor	156	31.1 %
Town LinkedIn	10	2.0 %
PD Facebook	25	5.0 %
PD X (formerly Twitter)	9	1.8 %
PD Instagram	24	4.8 %
Library Facebook	25	5.0 %
Library Instagram	25	5.0 %
<u>Other</u>	<u>9</u>	<u>1.8 %</u>
Total	497	

Q20-11. Other:

<u>Q20-11. Other</u>	<u>Number</u>	<u>Percent</u>
Local public stations, local newspaper	1	11.1 %
Library email list	1	11.1 %
LG Chamber Instagram	1	11.1 %
Weekly newspaper	1	11.1 %
Word of mouth and local publications/newspapers	1	11.1 %
Newspaper	1	11.1 %
Website	1	11.1 %
KCAT	1	11.1 %
<u>Town email</u>	<u>1</u>	<u>11.1 %</u>
Total	9	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	187	37.3 %
No	310	61.8 %
Don't know	5	1.0 %
Total	502	100.0 %

WITHOUT "DON'T KNOW"**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	187	37.6 %
No	310	62.4 %
Total	497	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	66	35.3 %
Somewhat easy	67	35.8 %
Difficult	33	17.6 %
Very difficult	17	9.1 %
Don't know	4	2.1 %
Total	187	100.0 %

WITHOUT "DON'T KNOW"**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	66	36.1 %
Somewhat easy	67	36.6 %
Difficult	33	18.0 %
Very difficult	17	9.3 %
Total	183	100.0 %

Q21b. What department(s) did you contact?

Q21b. What departments did you contact	Number	Percent
Police	56	29.9 %
Community Development	31	16.6 %
Parks & Public Works	84	44.9 %
Finance	4	2.1 %
Town Manager/Clerk Offices	37	19.8 %
Town Attorney	7	3.7 %
Library	13	7.0 %
Other	36	19.3 %
Total	268	

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=187)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q21c-1. They did what they said they would do in a timely manner	30.5%	25.7%	15.5%	5.3%	7.0%	16.0%
Q21c-2. They gave prompt, accurate, & complete answers to questions	32.1%	27.3%	13.4%	7.0%	8.0%	12.3%
Q21c-3. They helped me resolve an issue to my satisfaction or adequately explained their reasoning	29.9%	23.0%	13.4%	8.0%	12.8%	12.8%
Q21c-4. They made it easy for me to handle my request	32.6%	21.9%	13.9%	10.2%	10.2%	11.2%
Q21c-5. They were courteous & polite	54.0%	21.9%	8.0%	1.6%	3.2%	11.2%

WITHOUT "DON'T KNOW"

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=187)

	Always	Usually	Sometimes	Seldom	Never
Q21c-1. They did what they said they would do in a timely manner	36.3%	30.6%	18.5%	6.4%	8.3%
Q21c-2. They gave prompt, accurate, & complete answers to questions	36.6%	31.1%	15.2%	7.9%	9.1%
Q21c-3. They helped me resolve an issue to my satisfaction or adequately explained their reasoning	34.4%	26.4%	15.3%	9.2%	14.7%
Q21c-4. They made it easy for me to handle my request	36.7%	24.7%	15.7%	11.4%	11.4%
Q21c-5. They were courteous & polite	60.8%	24.7%	9.0%	1.8%	3.6%

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

Q22. Will you be living in Los Gatos, CA, five years from now	Number	Percent
Yes	411	81.9 %
No	76	15.1 %
Not provided	15	3.0 %
Total	502	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Do you think you will be living in Los Gatos, CA, five years from now? (without "not provided")**

Q22. Will you be living in Los Gatos, CA, five years from now	Number	Percent
Yes	411	84.4 %
No	76	15.6 %
Total	487	100.0 %

Q23. Do you own or rent your current residence?

Q23. Do you own or rent your current residence	Number	Percent
Own	393	78.3 %
Rent	107	21.3 %
Not provided	2	0.4 %
Total	502	100.0 %

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

Q23. Do you own or rent your current residence	Number	Percent
Own	393	78.6 %
Rent	107	21.4 %
Total	500	100.0 %

Q24. What type of dwelling do you live in?

Q24. What type of dwelling do you live in	Number	Percent
Single family house (detached from other houses)	399	79.5 %
Duplex or townhome	66	13.1 %
Apartment or condominium building	28	5.6 %
Other	3	0.6 %
Not provided	6	1.2 %
Total	502	100.0 %

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

Q24. What type of dwelling do you live in	Number	Percent
Single family house (detached from other houses)	399	80.4 %
Duplex or townhome	66	13.3 %
Apartment or condominium building	28	5.6 %
Other	3	0.6 %
Total	496	100.0 %

Q24-4. Other:

Q24-4. Other	Number	Percent
Mobilehome	1	33.3 %
ADU Cottage	1	33.3 %
Terraces	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	62	12.4 %
6-10	43	8.6 %
11-15	50	10.0 %
16-20	35	7.0 %
21-30	99	19.7 %
31+	181	36.1 %
Not provided	32	6.4 %
Total	502	100.0 %

WITHOUT "NOT PROVIDED"**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	62	13.2 %
6-10	43	9.1 %
11-15	50	10.6 %
16-20	35	7.4 %
21-30	99	21.1 %
31+	181	38.5 %
Total	470	100.0 %

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

(N=502)

	Yes	No	Not provided
Q26-1. Had contact with a Police Department officer during last year	35.5%	63.7%	0.8%
Q26-2. Visited Town's website (losgatosca.gov) in last year	59.4%	39.4%	1.2%
Q26-3. Had members of your household visit any parks in Los Gatos in last year	93.8%	5.8%	0.4%
Q26-4. Ridden a bicycle on Town streets or used Town trails in last year	69.5%	29.5%	1.0%

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

(N=502)

	Yes	No
Q26-1. Had contact with a Police Department officer during last year	35.7%	64.3%
Q26-2. Visited Town's website (losgatosca.gov) in last year	60.1%	39.9%
Q26-3. Had members of your household visit any parks in Los Gatos in last year	94.2%	5.8%
Q26-4. Ridden a bicycle on Town streets or used Town trails in last year	70.2%	29.8%

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	8	1.6 %
American Indian/Alaska Native	1	0.2 %
Asian	97	19.3 %
Hispanic/Latino/Latina/Spanish Origin	48	9.6 %
Chicano/Chicana	5	1.0 %
Native Hawaiian or Other Pacific Islander	2	0.4 %
White	341	67.9 %
Other	8	1.6 %
Total	510	

Q27-8. Self-describe your race/ethnicity:

<u>Q27-8. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Middle Eastern	3	37.5 %
Mixed	2	25.0 %
Iranian	2	25.0 %
Multiple races	1	12.5 %
Total	8	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	483	96.2 %
Spanish	9	1.8 %
Mandarin	1	0.2 %
Russian	1	0.2 %
Other	4	0.8 %
Not provided	4	0.8 %
Total	502	100.0 %

WITHOUT "NOT PROVIDED"**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	483	97.0 %
Spanish	9	1.8 %
Mandarin	1	0.2 %
Russian	1	0.2 %
Other	4	0.8 %
Total	498	100.0 %

Q28-5. Other:

<u>Q28-5. Other</u>	<u>Number</u>	<u>Percent</u>
Japanese	2	50.0 %
Farsi	1	25.0 %
French	1	25.0 %
Total	4	100.0 %

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

Q29. Your total annual household income	Number	Percent
Under \$50K	31	6.2 %
\$50K to \$99,999	54	10.8 %
\$100K to \$199,999	110	21.9 %
\$200K+	242	48.2 %
Not provided	65	12.9 %
Total	502	100.0 %

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

Q29. Your total annual household income	Number	Percent
Under \$50K	31	7.1 %
\$50K to \$99,999	54	12.4 %
\$100K to \$199,999	110	25.2 %
\$200K+	242	55.4 %
Total	437	100.0 %

Q30. What is your age?

Q30. Your age	Number	Percent
18-24 years	13	2.6 %
25-34 years	84	16.7 %
35-44 years	90	17.9 %
45-54 years	93	18.5 %
55-64 years	97	19.3 %
65+ years	110	21.9 %
Not provided	15	3.0 %
Total	502	100.0 %

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

Q30. Your age	Number	Percent
18-24 years	13	2.7 %
25-34 years	84	17.2 %
35-44 years	90	18.5 %
45-54 years	93	19.1 %
55-64 years	97	19.9 %
65+ years	110	22.6 %
Total	487	100.0 %

Q31. What is your gender identity?

<u>Q31. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	245	48.8 %
Female	248	49.4 %
Non-binary/third gender	1	0.2 %
Prefer to self-describe	2	0.4 %
Not provided	6	1.2 %
Total	502	100.0 %

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

<u>Q31. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	245	49.4 %
Female	248	50.0 %
Non-binary/third gender	1	0.2 %
Prefer to self-describe	2	0.4 %
Total	496	100.0 %

Q31-4. Self-describe your gender identity:

<u>Q31-4. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
Transmale	1	100.0 %
Total	1	100.0 %

Q32. Do you, or does anyone in your household, identify as a person with a disability?

Q32. Do you, or does anyone in your household, identify as a person with a disability	Number	Percent
Yes	65	12.9 %
No	425	84.7 %
Prefer not to say	12	2.4 %
Total	502	100.0 %

WITHOUT "PREFER NOT TO SAY"**Q32. Do you, or does anyone in your household, identify as a person with a disability? (without "prefer not to say")**

Q32. Do you, or does anyone in your household, identify as a person with a disability	Number	Percent
Yes	65	13.3 %
No	425	86.7 %
Total	490	100.0 %

Q33. Do you, or does anyone in your household, identify as lesbian, gay, bisexual, transgender, queer, or another LGBTQ+ identity?

Q33. Do you, or does anyone in your household, identify as lesbian, gay, bisexual, transgender, queer, or another LGBTQ+ identity	Number	Percent
Yes	32	6.4 %
No	453	90.2 %
Prefer not to say	17	3.4 %
Total	502	100.0 %

WITHOUT "PREFER NOT TO SAY"**Q33. Do you, or does anyone in your household, identify as lesbian, gay, bisexual, transgender, queer, or another LGBTQ+ identity? (without "prefer not to say")**

Q33. Do you, or does anyone in your household, identify as lesbian, gay, bisexual, transgender, queer, or another LGBTQ+ identity	Number	Percent
Yes	32	6.6 %
No	453	93.4 %
Total	485	100.0 %



Survey Instrument



TOWN OF LOS GATOS
2025 Town of Los Gatos Community Survey

Dear Los Gatos Resident,

You have been selected to participate in the 2025 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. The Town has 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: ETC Institute's Project Manager Ryan Murray at (913) 254-4598 or by email to ryan.murray@etcinstitute.com.

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,

Chris Constantin
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.



2025 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. **At the end of the survey, to say thank you for your time and feedback, you can enter a drawing for a chance to win one (1) \$500 Visa gift card for fully completing the survey.**



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, Building, 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 in Question 5 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
01. Maintenance of major Town streets	5	4	3	2	1	9
02. Maintenance of streets in your neighborhood	5	4	3	2	1	9
03. Condition of sidewalks in the Town	5	4	3	2	1	9
04. Maintenance of street signs and traffic signals	5	4	3	2	1	9
05. Adequacy of Town street lighting	5	4	3	2	1	9
06. Accessibility of streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9
07. Quality of on-street bicycle infrastructure (bike lanes/wayfinding signs)	5	4	3	2	1	9
08. Flow of traffic on Town streets	5	4	3	2	1	9
09. Overall cleanliness of Town streets and other public areas	5	4	3	2	1	9
10. Condition of Town buildings and facilities	5	4	3	2	1	9

8. 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? *[Write in your answers below using the numbers from the list in Question 7.]*

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

9. **Parks and 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 9 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. The variety and number of businesses available in Los Gatos	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
11. Improving disaster preparation and response for hazards such as wildfires and earthquakes	4	3	2	1
12. Improving condition of Town facilities and buildings	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 use of social media	5	4	3	2	1	9

17. 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? *[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
☐ (02) Los Gatos Chamber of Commerce
☐ (03) Weekly "What's New" Town e-newsletter or other Town Notify Me registrations
☐ (04) Online search/blogs (e.g., The Patch)
☐ (05) Town/Library/PD/Social media (Facebook, X/Twitter, Instagram, LinkedIn, Nextdoor)
☐ (06) Town of Los Gatos website (LosGatosCA.gov)
☐ (07) Local publications: Outlook, Los Gatan, Los Gatos Living, Los Gatos Weekly, The Print
☐ (08) KCAT local Comcast cable channel 15
☐ (09) Flyers, signage
☐ (10) Hear about it at work or in professional settings
☐ (11) Hear about it from neighbors
☐ (12) Word of mouth from friends and family
☐ (13) 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.

- | | |
|---|---|
| <input type="checkbox"/> (01) Town X (formerly Twitter) | <input type="checkbox"/> (07) PD X (formerly Twitter) |
| <input type="checkbox"/> (02) Town Facebook | <input type="checkbox"/> (08) PD Instagram |
| <input type="checkbox"/> (03) Town Instagram | <input type="checkbox"/> (09) Library Facebook |
| <input type="checkbox"/> (04) Town Nextdoor | <input type="checkbox"/> (10) Library Instagram |
| <input type="checkbox"/> (05) Town LinkedIn | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (06) PD Facebook | |

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

____(1) Yes [Answer Q21a-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?**

____(4) Very easy ____ (2) Difficult ____ (9) Don't know
____(3) Somewhat easy ____ (1) 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?	1	2
2. Visited the Town's website (losgatosca.gov) in the last year?	1	2
3. Had members of your household visit any parks in Los Gatos in the last year?	1	2
4. Ridden a bicycle on Town streets or used Town trails in the last year?	1	2

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

- | | |
|--|--|
| <input type="checkbox"/> (1) African American/Black | <input type="checkbox"/> (5) Chicano/Chicana |
| <input type="checkbox"/> (2) American Indian/Alaska Native | <input type="checkbox"/> (6) Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> (3) Asian | <input type="checkbox"/> (7) White |
| <input type="checkbox"/> (4) Hispanic/Latino/Latina/Spanish Origin | <input type="checkbox"/> (8) Other: _____ |

28. What is your preferred language to speak?

- | | | |
|--------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> (1) English | <input type="checkbox"/> (3) Mandarin | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (2) Spanish | <input type="checkbox"/> (4) Russian | |

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

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> (1) Under \$50,000 | <input type="checkbox"/> (2) \$50,000 to \$99,999 | <input type="checkbox"/> (3) \$100,000 to \$199,999 | <input type="checkbox"/> (4) \$200,000 or more |
|---|---|---|--|

30. What is your age?

- | | | |
|--|--|--|
| <input type="checkbox"/> (1) 18-24 years | <input type="checkbox"/> (3) 35-44 years | <input type="checkbox"/> (5) 55-64 years |
| <input type="checkbox"/> (2) 25-34 years | <input type="checkbox"/> (4) 45-54 years | <input type="checkbox"/> (6) 65+ years |

31. What is your gender identity?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> (1) Male | <input type="checkbox"/> (3) Non-binary/third gender |
| <input type="checkbox"/> (2) Female | <input type="checkbox"/> (4) Prefer to self-describe: _____ |

32. Do you, or does anyone in your household, identify as a person with a disability?

- | | | |
|----------------------------------|---------------------------------|--|
| <input type="checkbox"/> (1) Yes | <input type="checkbox"/> (2) No | <input type="checkbox"/> (3) Prefer not to say |
|----------------------------------|---------------------------------|--|

33. Do you, or does anyone in your household, identify as lesbian, gay, bisexual, transgender, queer, or another LGBTQ+ identity?

- | | | |
|----------------------------------|---------------------------------|--|
| <input type="checkbox"/> (1) Yes | <input type="checkbox"/> (2) No | <input type="checkbox"/> (3) Prefer not to say |
|----------------------------------|---------------------------------|--|

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

- | | |
|---|---------------------------------|
| <input type="checkbox"/> (1) Yes [Answer Q34a.] | <input type="checkbox"/> (2) No |
|---|---------------------------------|

34a. Please provide your contact information.

Name: _____ Phone: _____

Email: _____

35. As a way to say thank you for your time, we will randomly select one survey respondent to receive a \$500 Visa gift card. Would you be interested in entering the drawing? (Limited to one per household. Sent via email.)

- | | |
|---|---------------------------------|
| <input type="checkbox"/> (1) Yes [Answer Q35a.] | <input type="checkbox"/> (2) No |
|---|---------------------------------|

35a. Please provide your contact information.

Email: _____ Phone: _____

This concludes the survey. Thank you for your time!

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