



GODBE RESEARCH  
Gain Insight



## City of Los Altos: 2017 Community Survey

January 2018

The City of Los Altos commissioned Godbe Research to conduct a survey of registered voters with the following research objectives:

- Gauge satisfaction with the quality of life and City's provision of services;
- Determine opinions on most pressing issues facing Los Altos;
- Gauge importance of and satisfaction with City services, programs and facilities;
- Assess frequency of participation in Recreation Department activities;
- Determine preferred transportation choices;
- Assess opinions on Downtown vibrancy and parking availability;
- Assess support for multi-story mixed-use buildings with parking Downtown;
- Gauge opinions on storm water issues
- Determine shopping locations and incentives for shopping in Los Altos;
- Gauge opinion on the development of more housing in Los Altos and preferred density levels;
- Determine preferred sources for City information;
- Assess opinions on the local housing crisis and potential remedies; and
- Identify any differences in opinions due to demographic and/or voter behavioral characteristics.

# Methodology Overview

- Data Collection Landline (n=78), cell phone (n=68), text to online (n=161), and email to online (n=139) interviewing
- Universe 19,637 registered voters in the City of Los Altos
- Fielding Dates December 2 through December 9, 2017
- Interview Length 22.5 minutes
- Sample Size 446
- Margin of Error  $\pm 4.59\%$

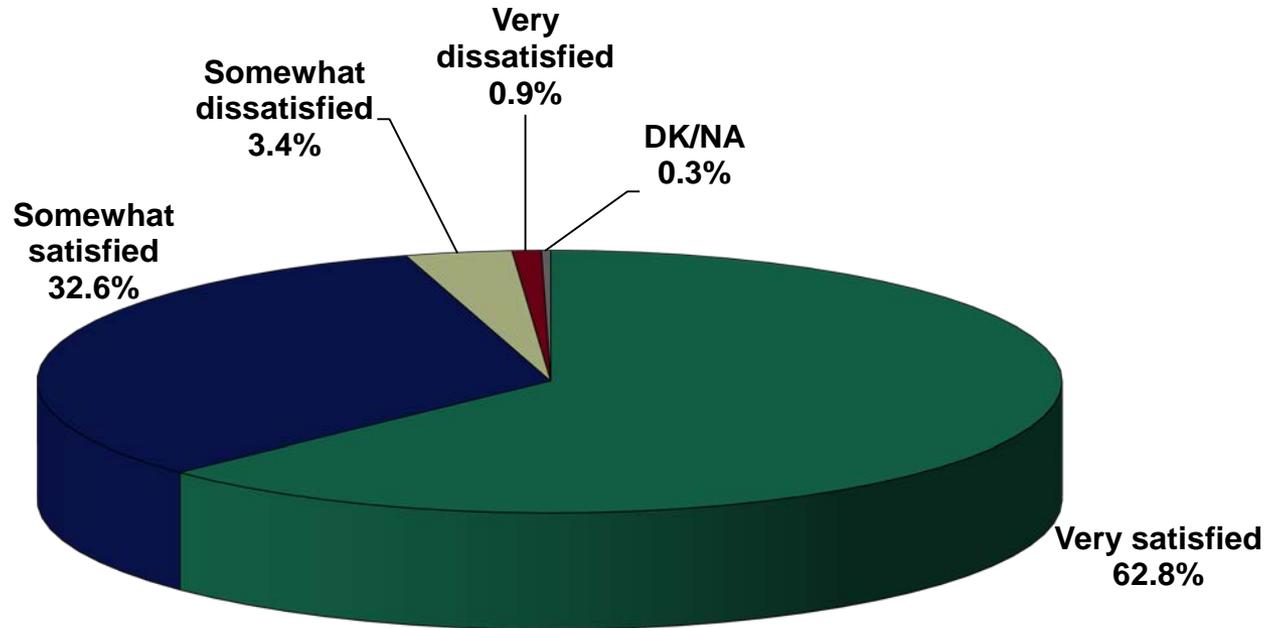


GODBE RESEARCH  
Gain Insight



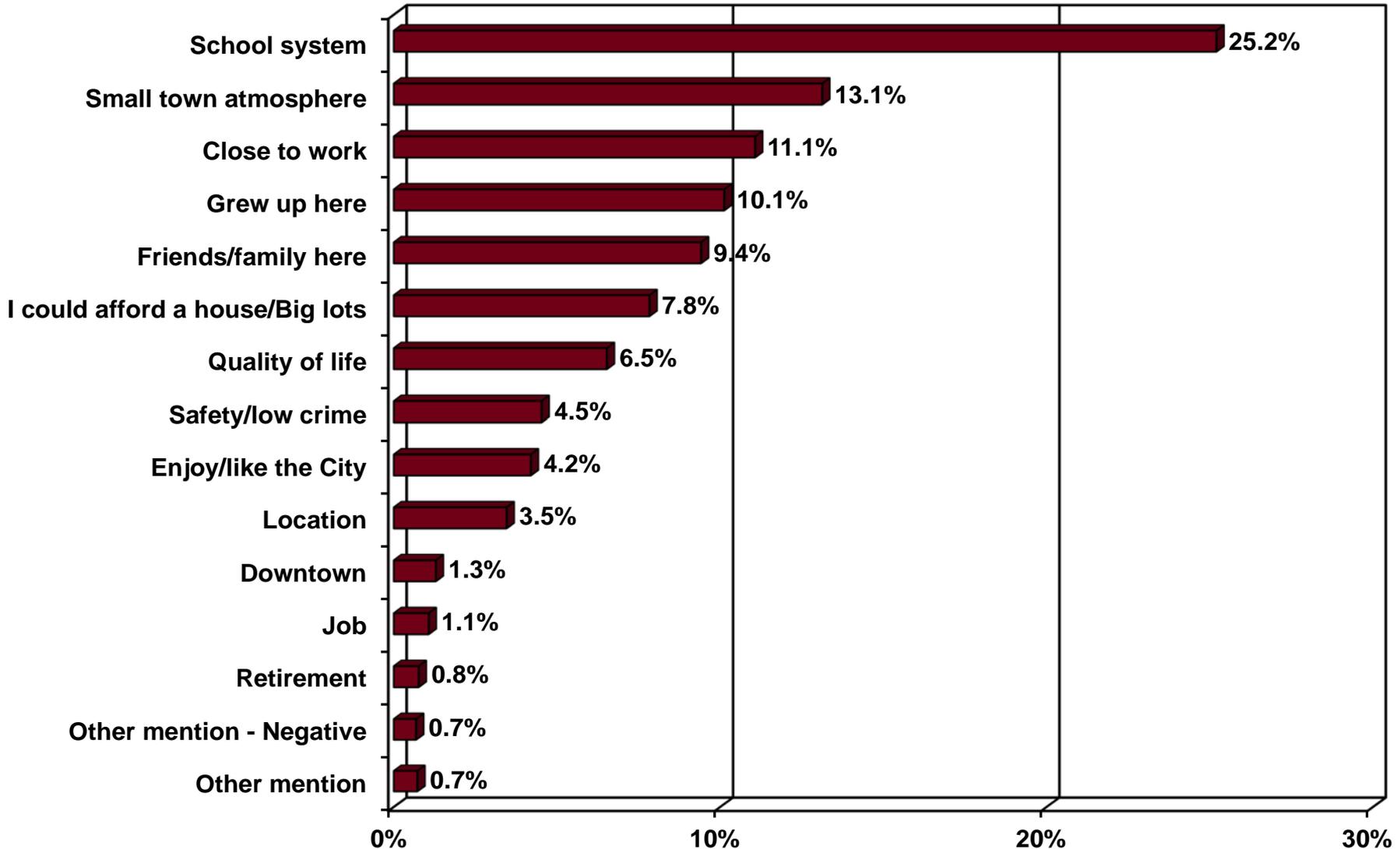
## Key Findings

# Q1. Satisfaction with Quality of Life (n=446)

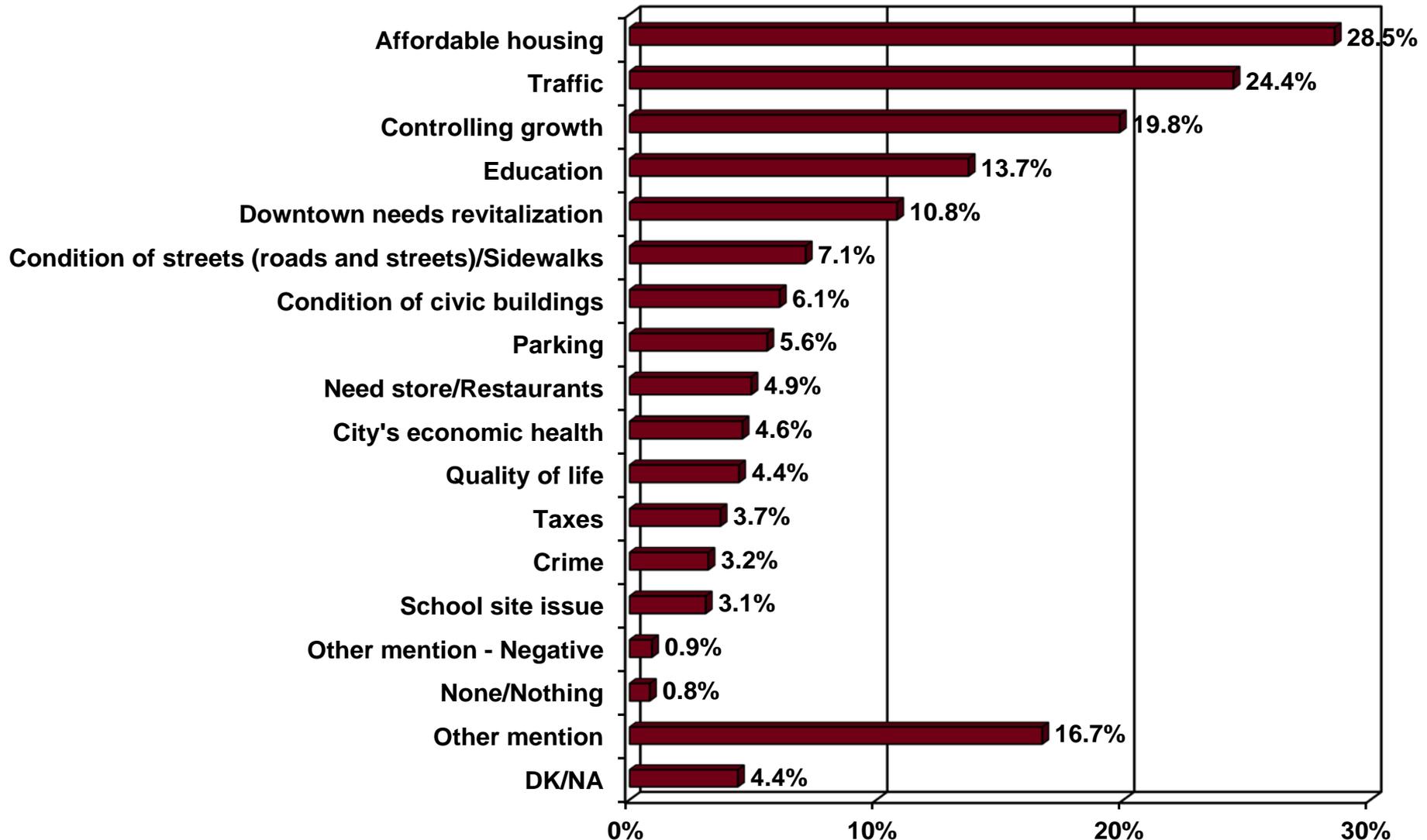


Total Satisfied = 95.4%  
Total Dissatisfied = 4.3%  
Ratio Sat to Dissat = 22.4 to 1

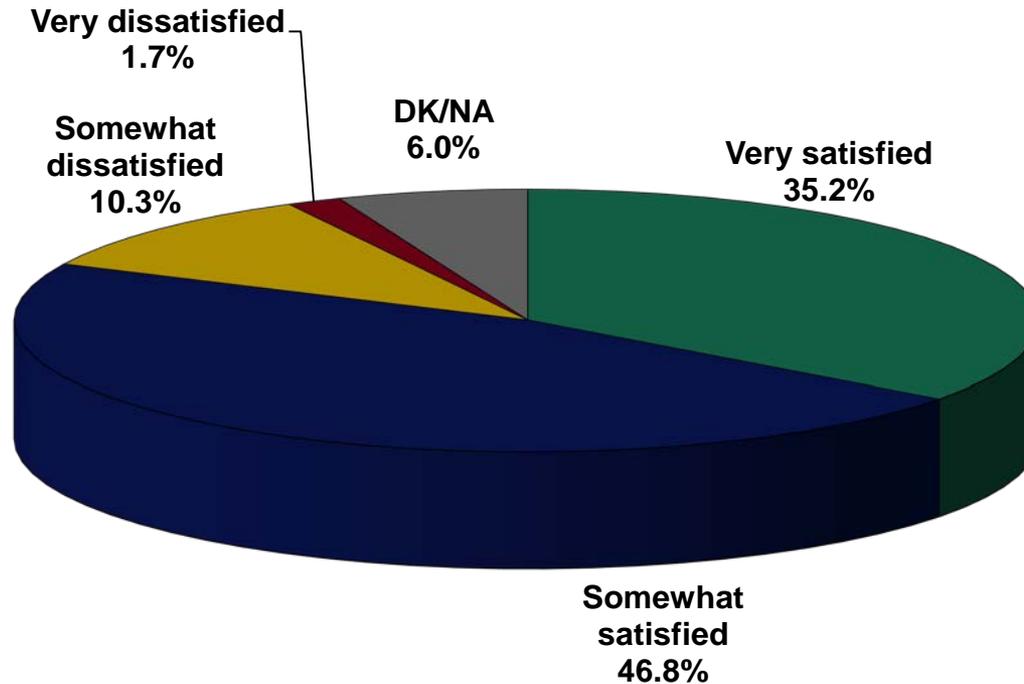
## Q2. Primary Reason for Living in Los Altos (n=446)



# Q3. Most Important Issues Facing Los Altos (n=446)

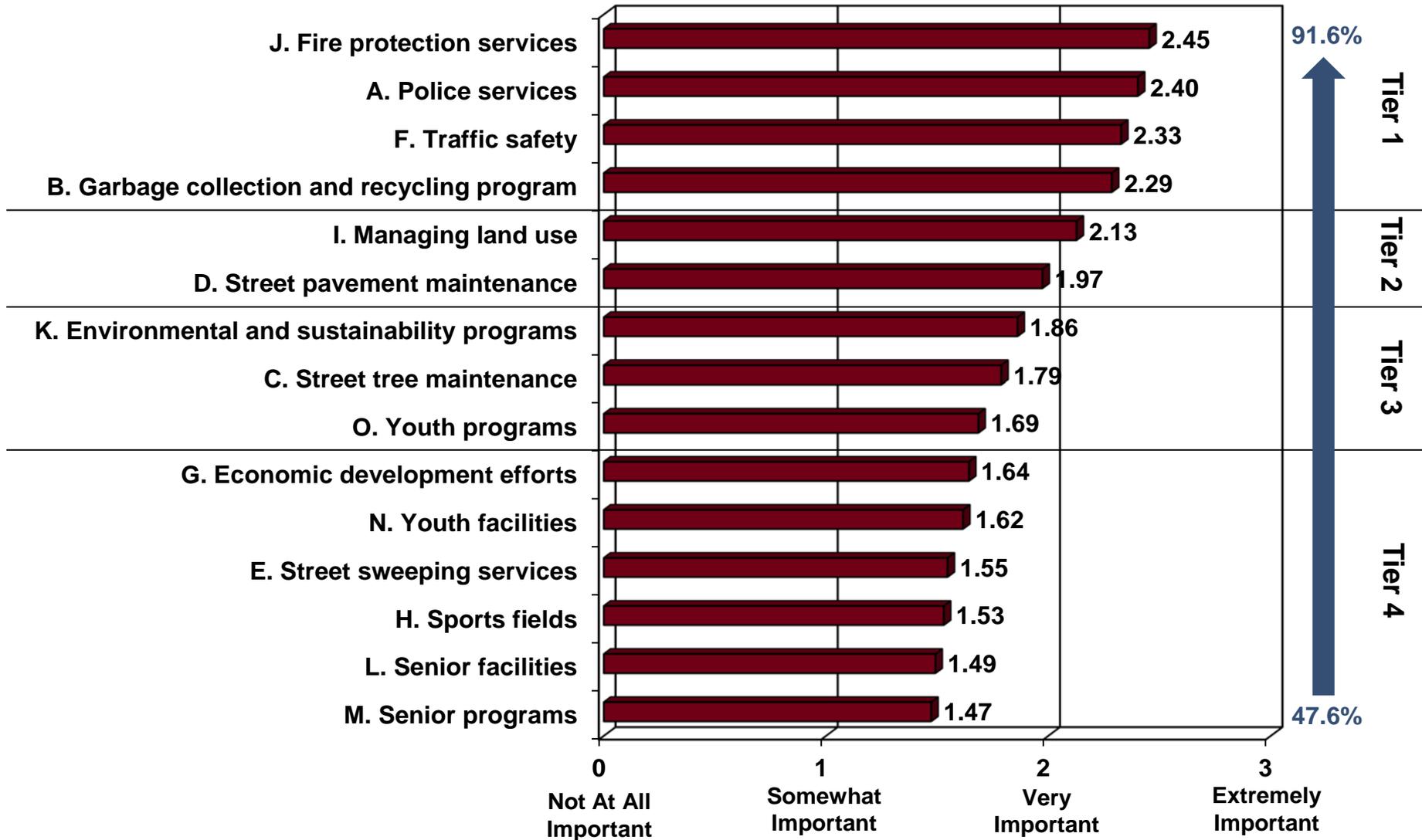


# Q4. Satisfaction With City's Provision of Services (n=446)



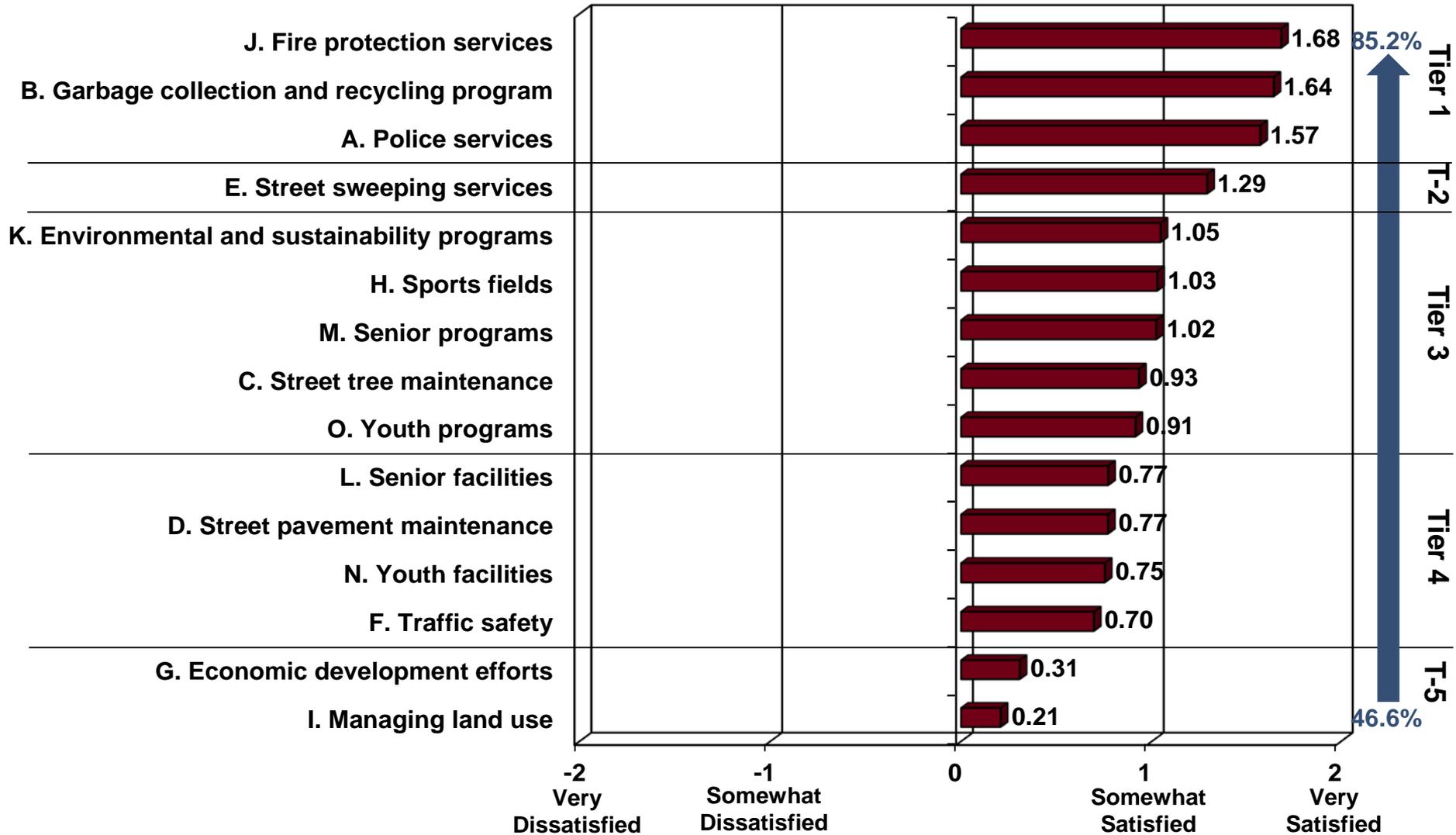
Total Satisfied = 82.0%  
Total Dissatisfied = 12.0%  
Ratio Sat to Dissat = 6.9 to 1

# Q5. Importance of City Services, Programs and Facilities (n=446)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

# Q6. Satisfaction with City Services, Programs and Facilities (n=446)

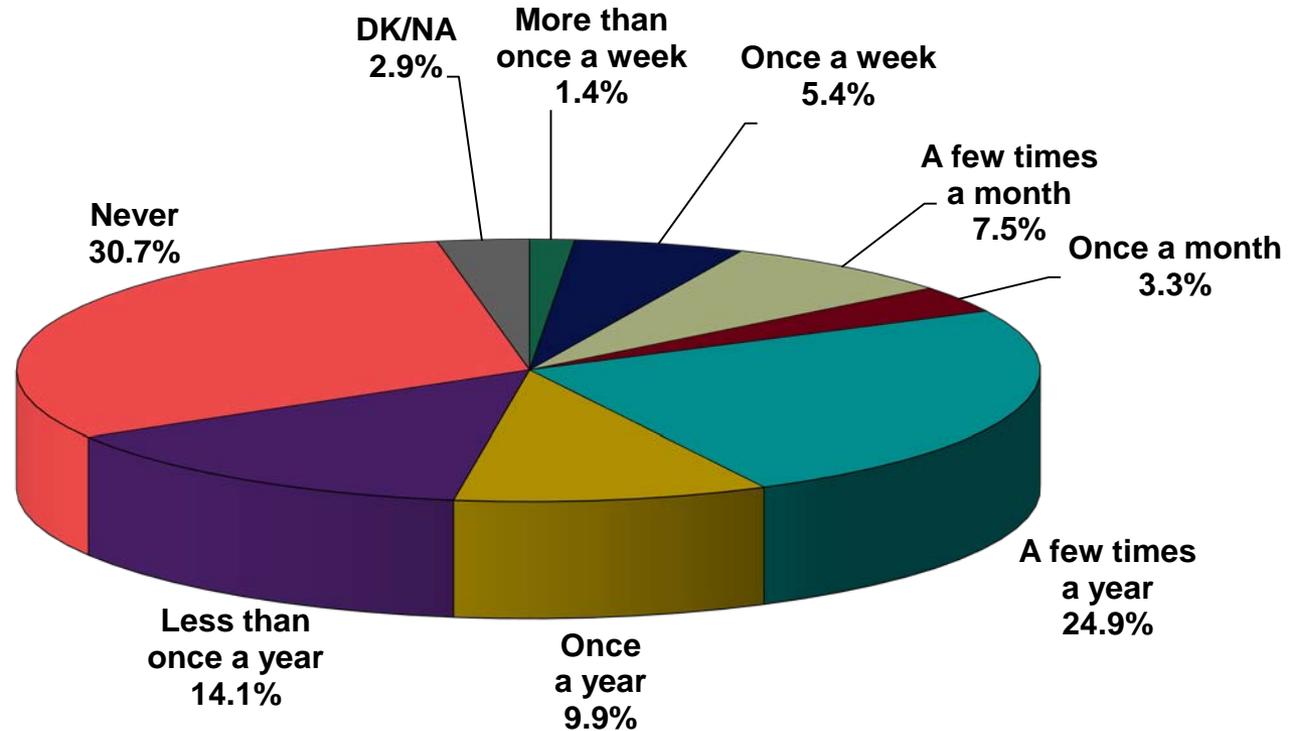


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

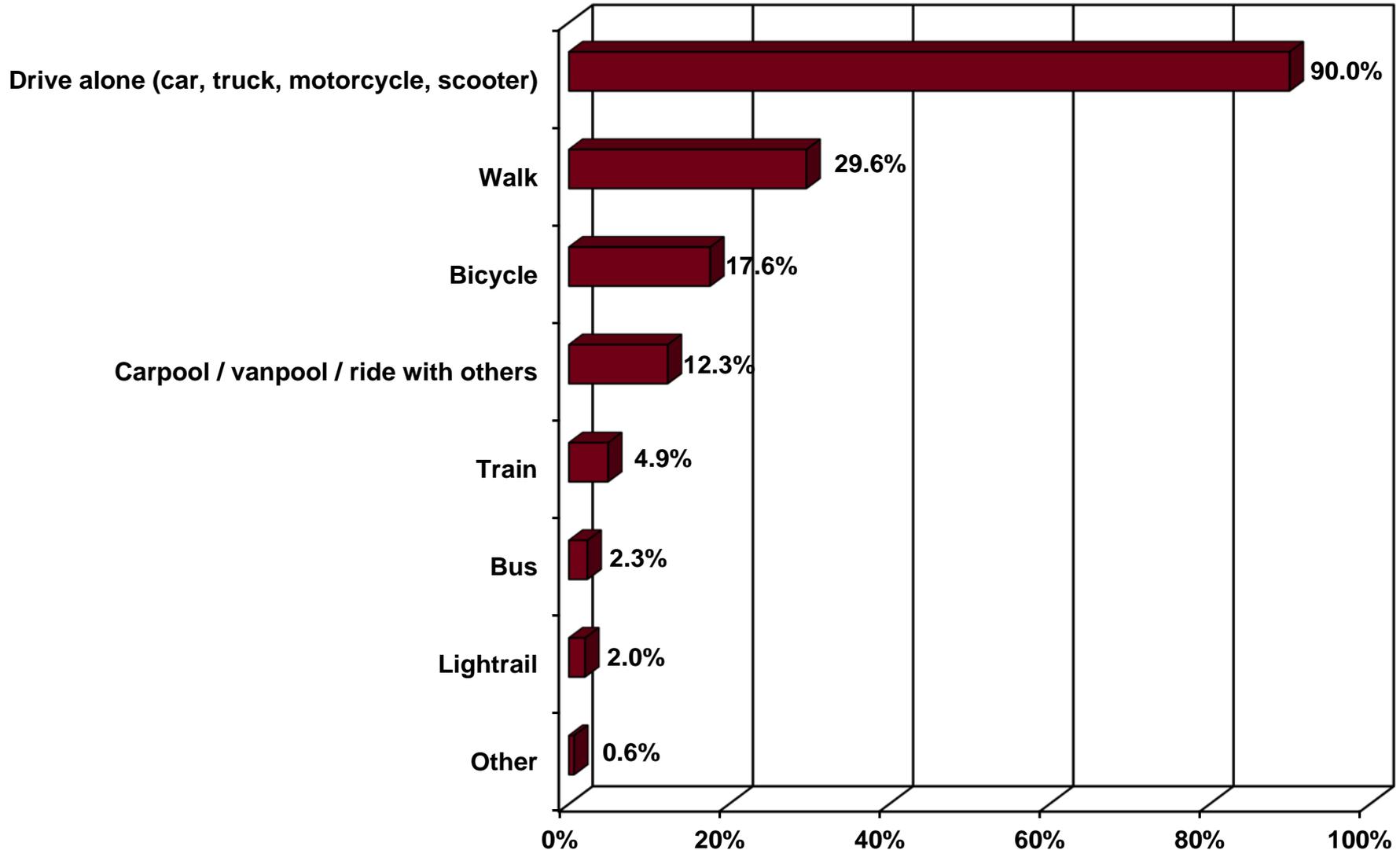
# Important – Satisfaction Matrix

	Importance	Satisfaction
5J. Fire protection services	2.45	1.68
5A. Police services	2.40	1.57
5F. Traffic safety	2.33	<b>0.70</b>
5B. Garbage collection and recycling program	2.29	1.64
5I. Managing land use	2.13	<b>0.21</b>
5D. Street pavement maintenance	1.97	<b>0.77</b>
5K. Environmental and sustainability programs	1.86	1.05
5C. Street tree maintenance	1.79	0.93
5O. Youth programs	1.69	0.91
5G. Economic development efforts	1.64	<b>0.31</b>
5N. Youth facilities	1.62	<b>0.75</b>
5E. Street sweeping services	1.55	1.29
5H. Sports fields	1.53	1.03
5L. Senior facilities	1.49	<b>0.77</b>
5M. Senior programs	1.47	1.02

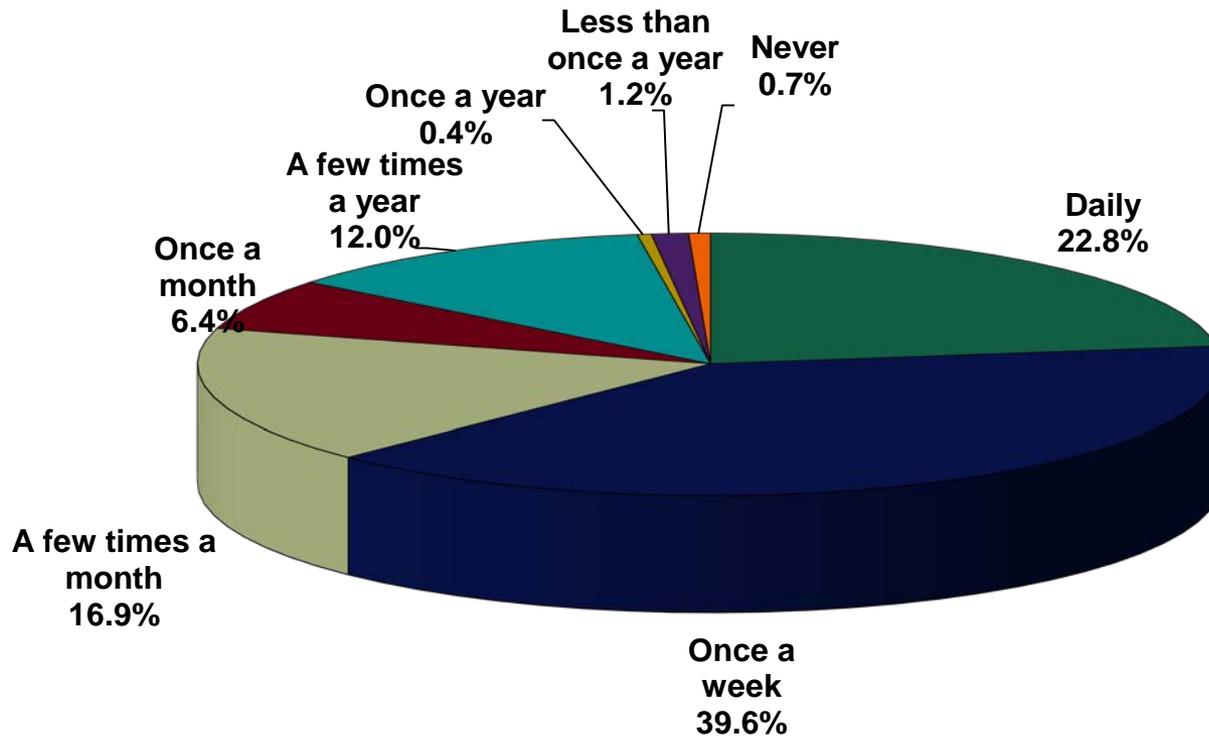
# Q7. Frequency of Participating in Recreation Department Activities (n=446)



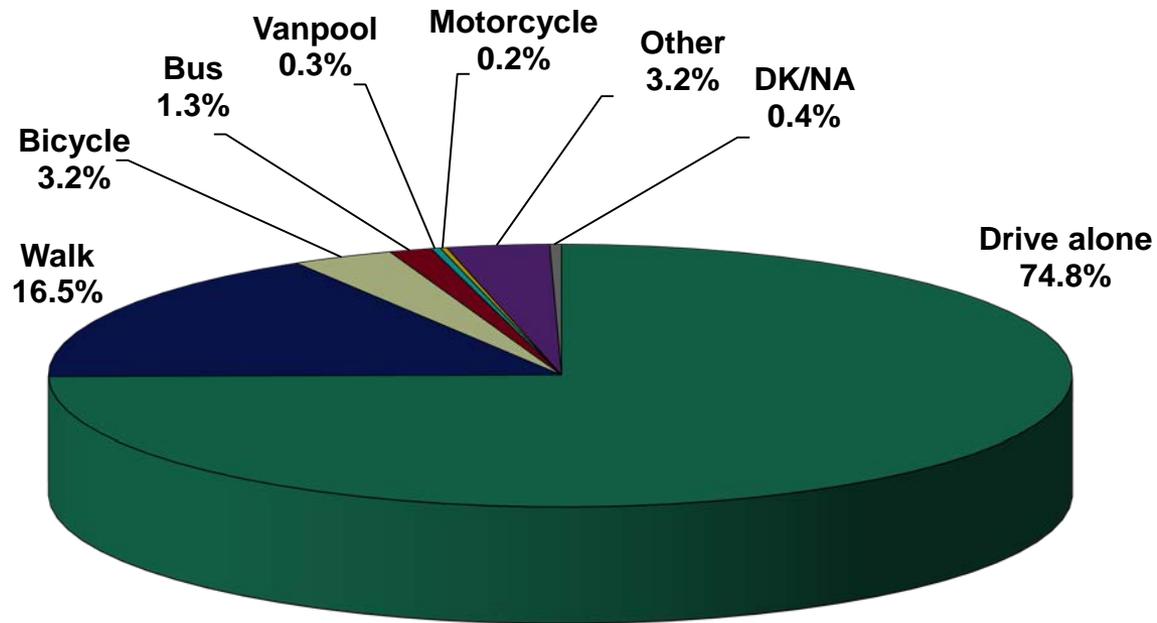
# Q8. Type of Transportation Used to Go to Work/School (n=446)



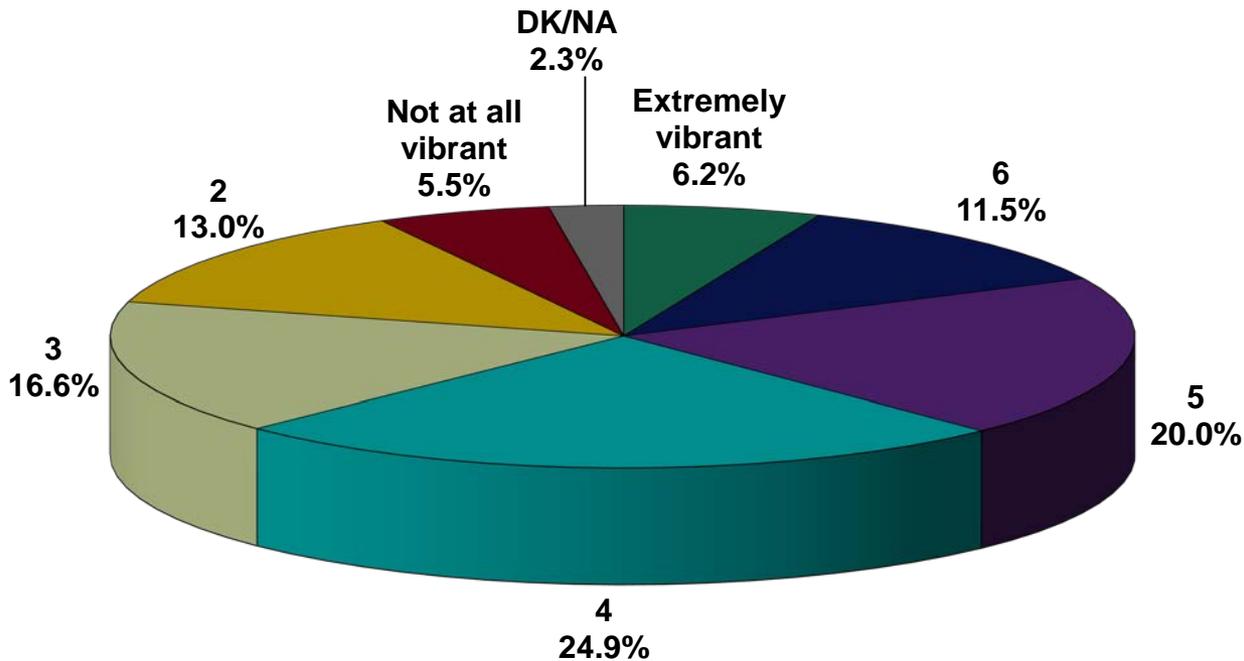
# Q9. Frequency of Visiting Downtown (n=446)



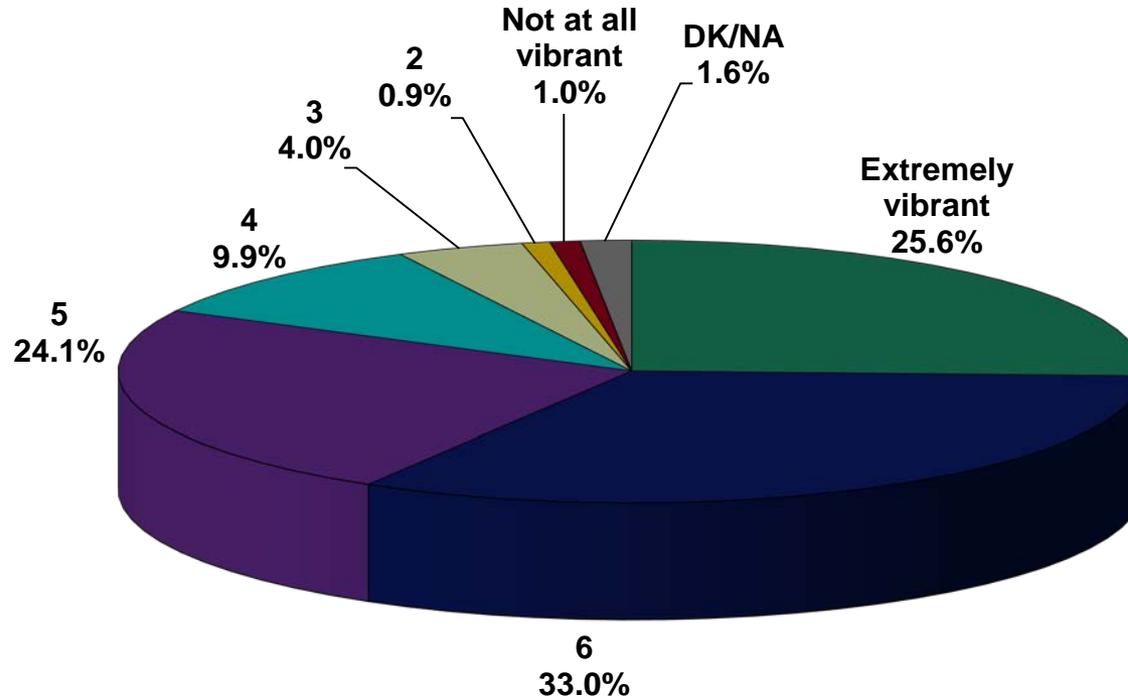
# Q10. Transportation Used to Go Downtown (n=443)



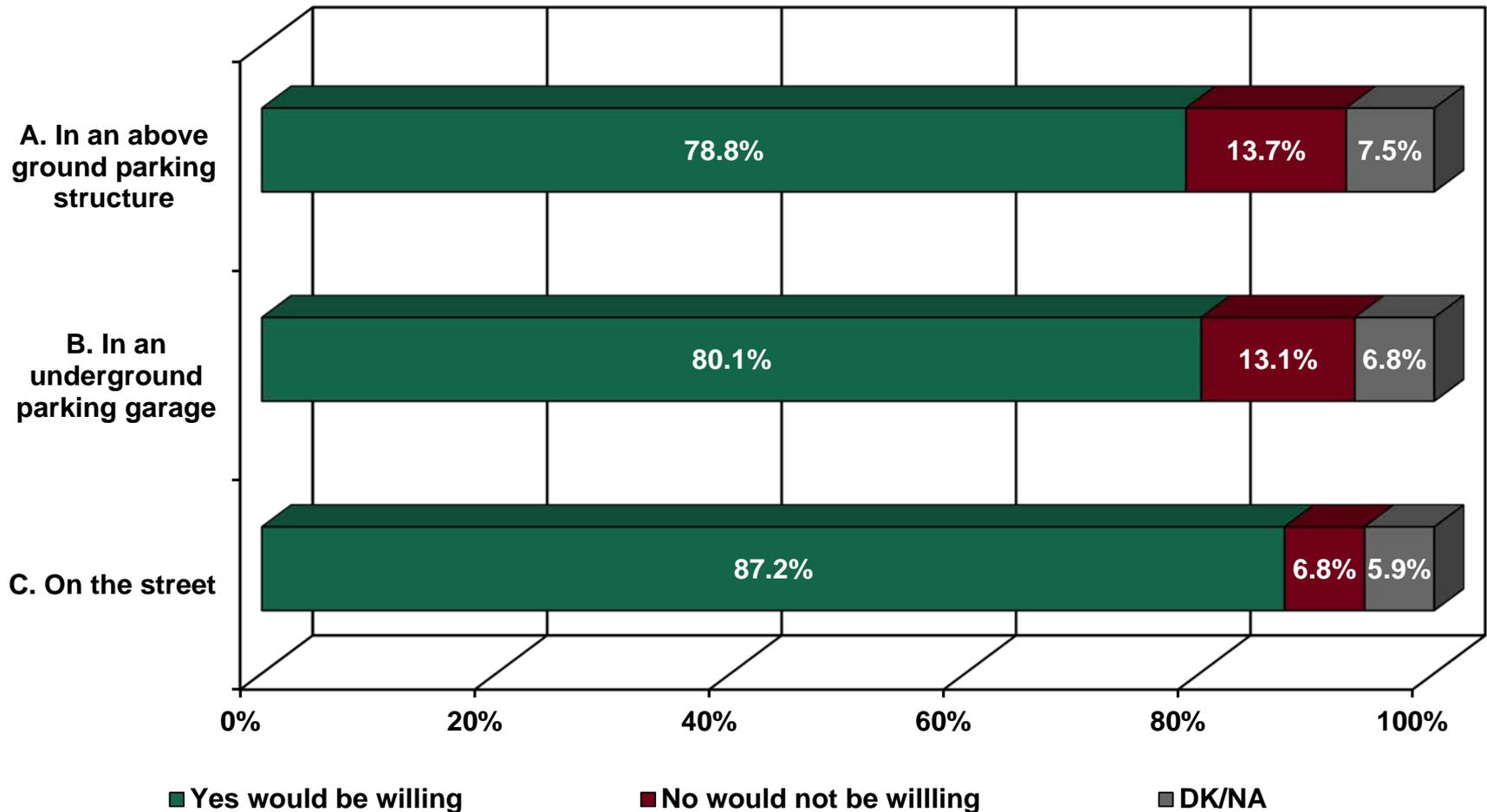
# Q11. Rating of Current Vibrancy of Downtown (n=446)



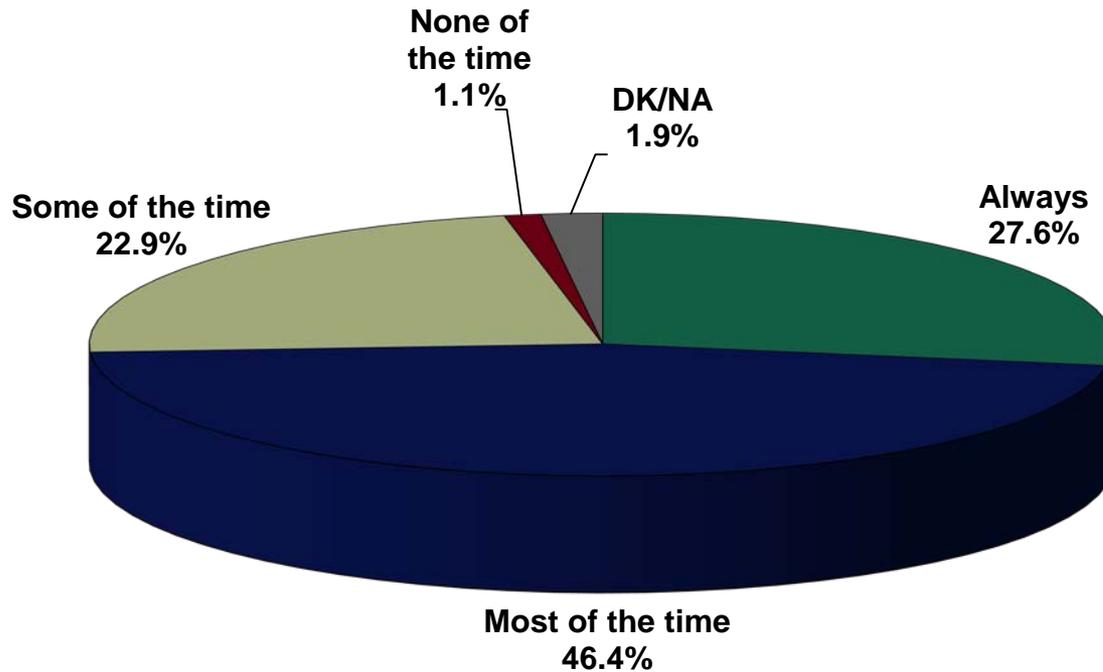
# Q12. Preference for Future Vibrancy of Los Altos (n=446)



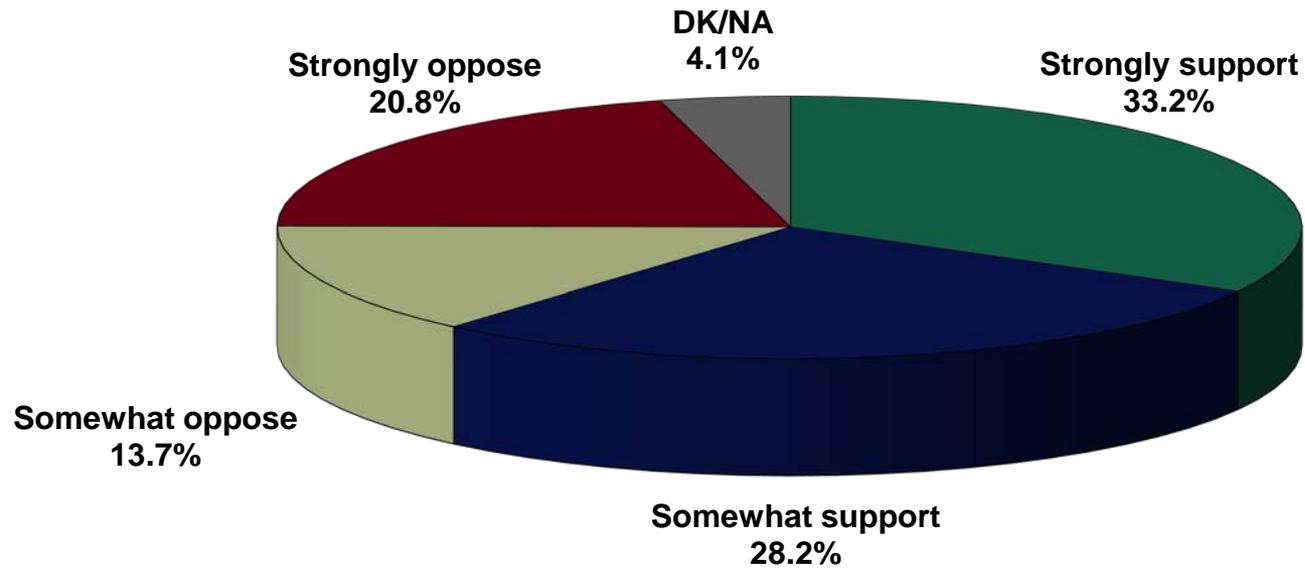
# Q13. Willingness to Park in Proposed Venues (n=446)



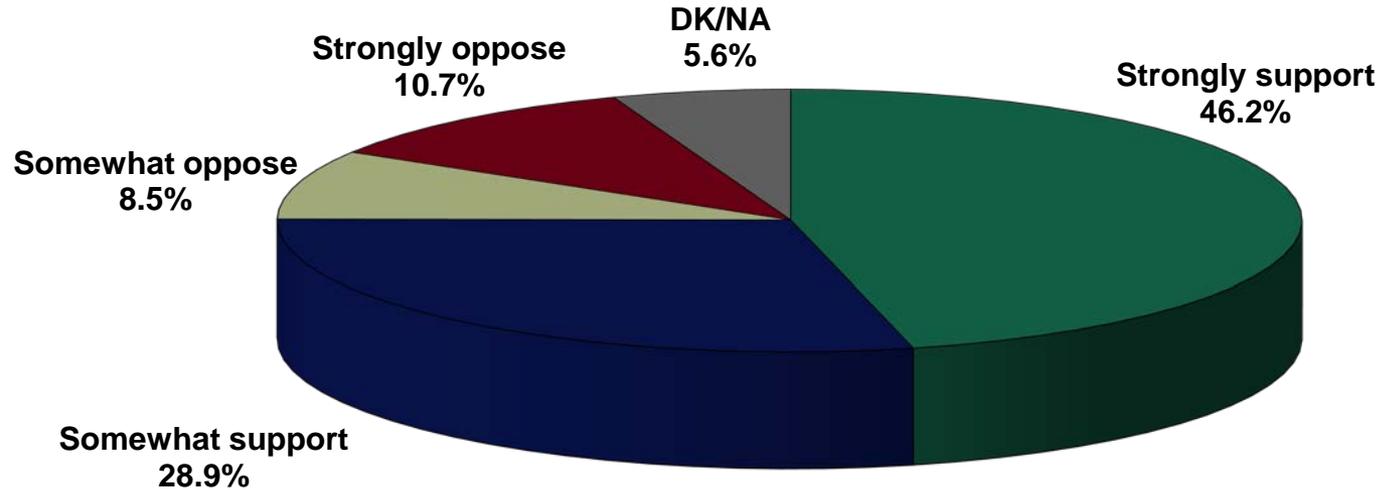
# Q14. Ability to Find Parking Downtown in Reasonable Time (n=446)



# Q15. Support for 3-Story, Above Ground Parking Structure with Residential/Retail Space (n=446)



# Q16. Support for 2-Story, Above Ground Parking Structure with Residential/Retail Space (n=446)

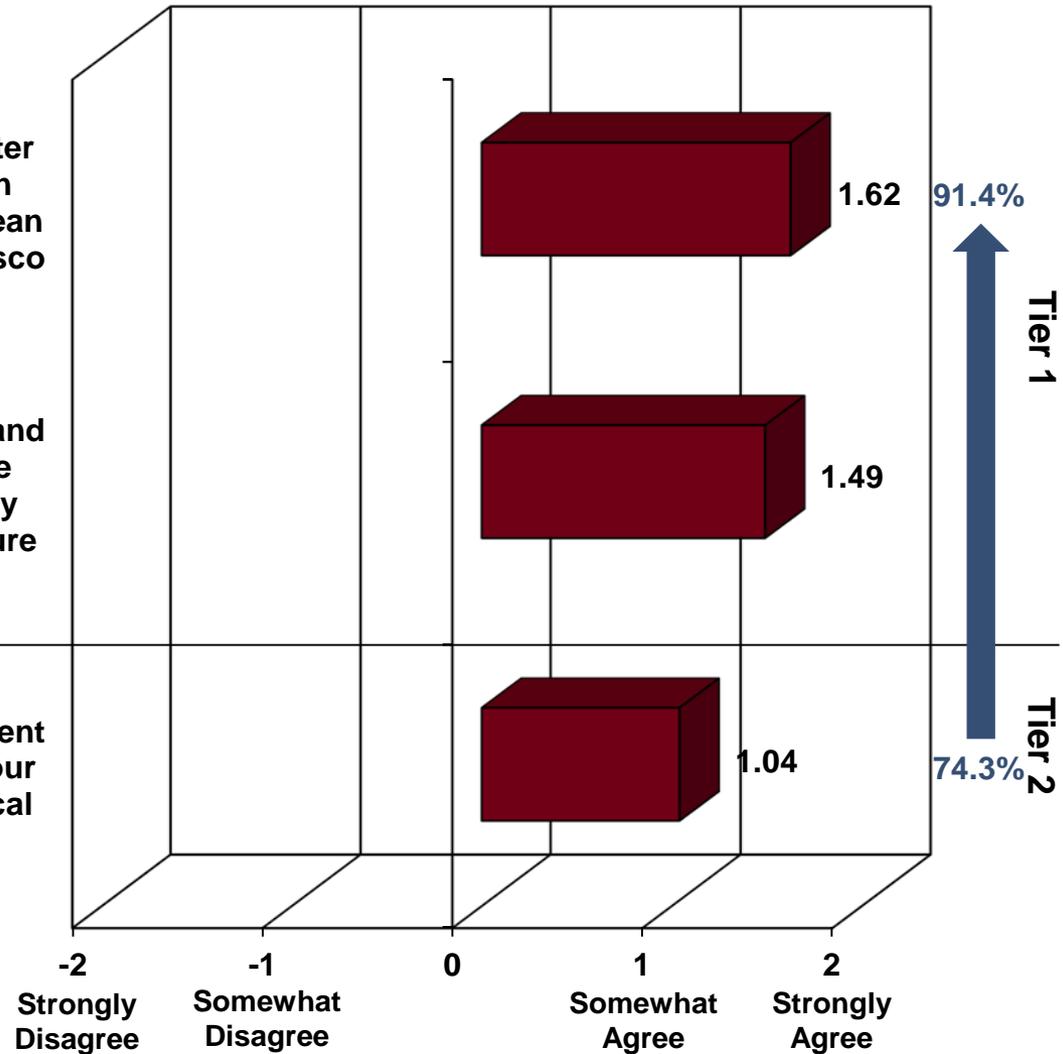


# Q17. Agreement with Statements on Storm Water Issues (n=446)

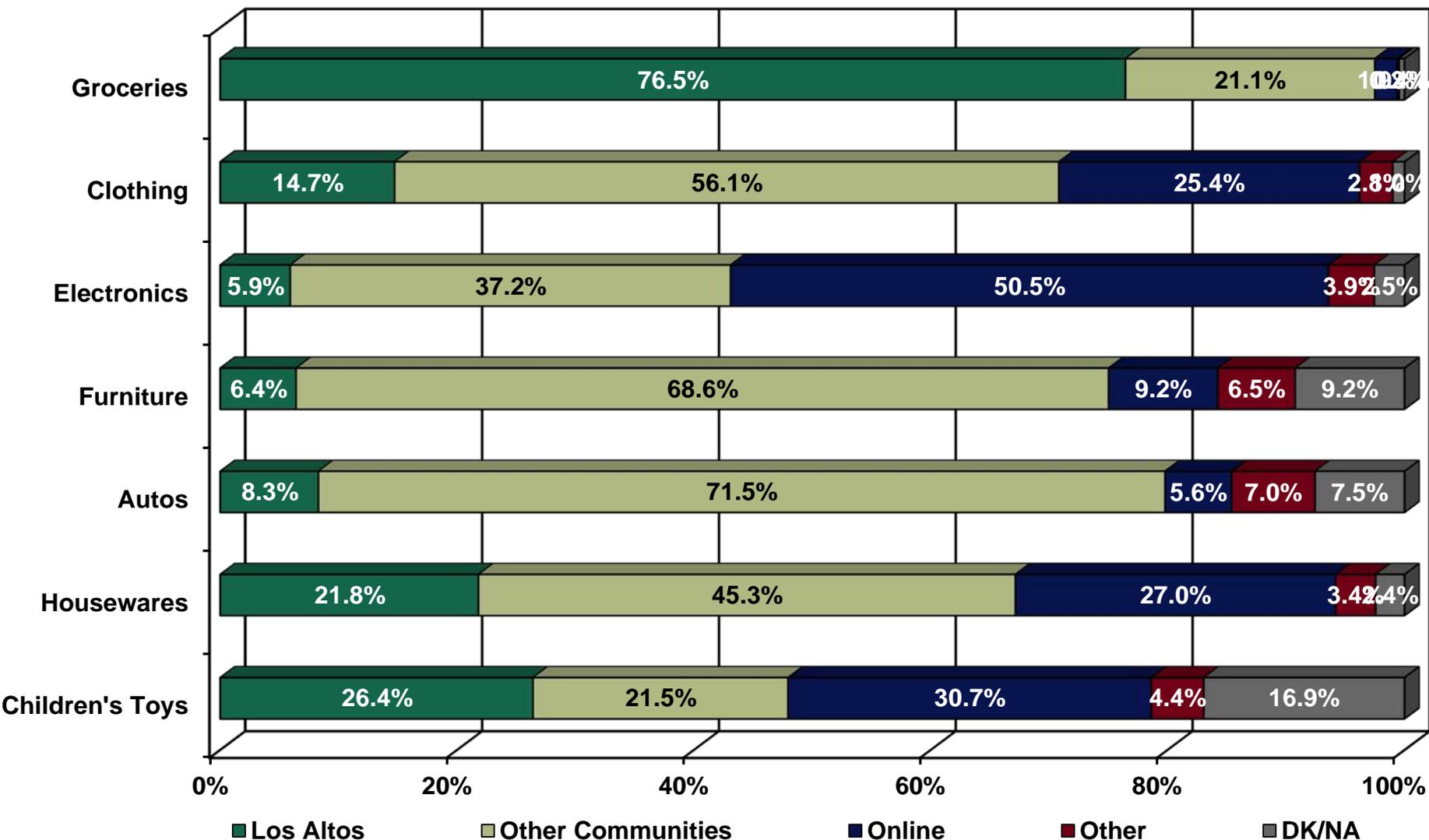
**C. The City should comply with regional clean water requirements and reduce the amount of pollution entering our local creeks. This will ensure safe, clean and healthy water in Los Altos and the San Francisco Bay**

**A. The City's storm drainage infrastructure is aging and without proper maintenance and improvements the system will continue to deteriorate and fail. The City should invest the resources to keep this infrastructure safe and reliable**

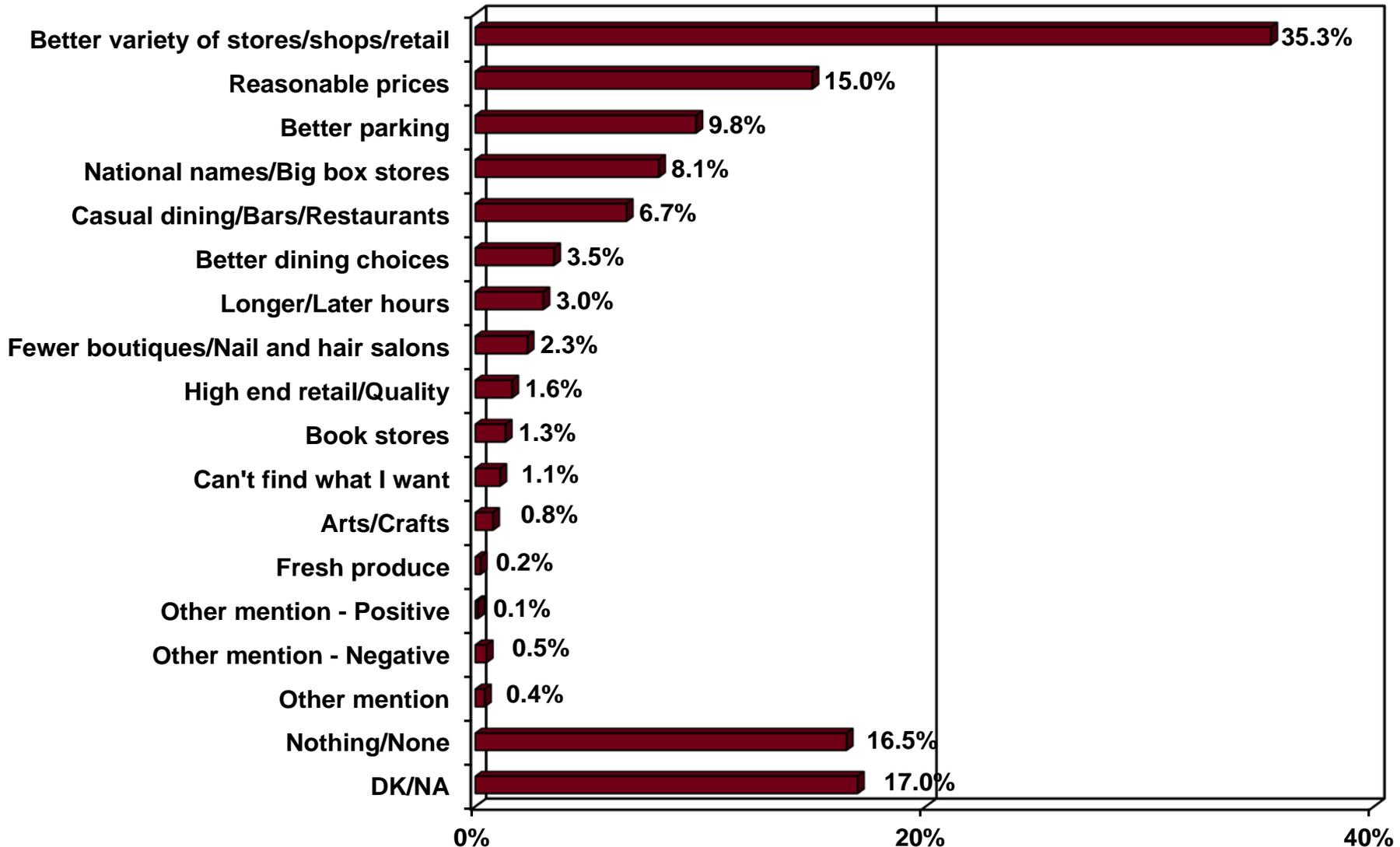
**B. Significant rain events are becoming more frequent as our climate changes. The City should improve our storm drain system to help minimize the risk of local flooding in Los Altos**



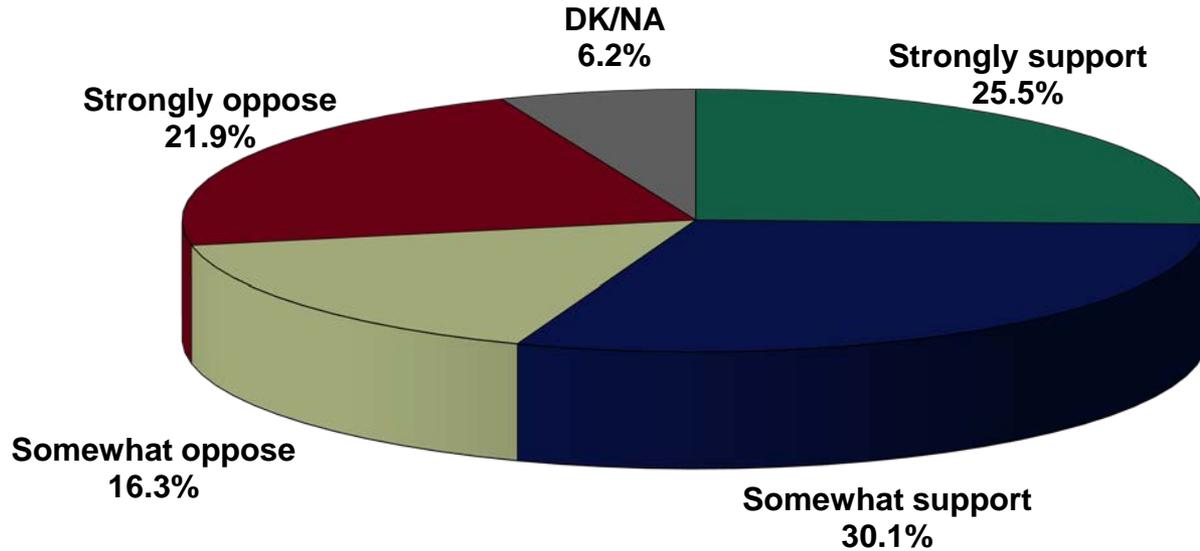
# Q18. Location for Shopping (n=446)



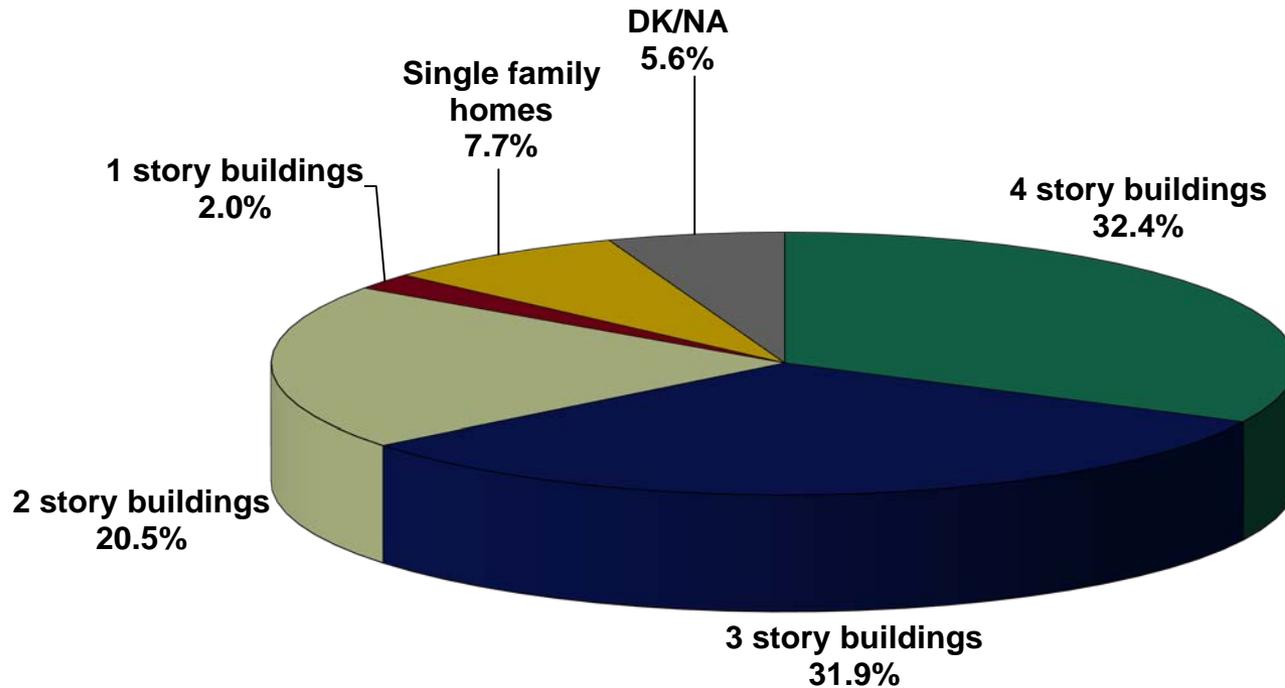
# Q19. What Would Encourage Shopping in Los Altos More Often (n=442)



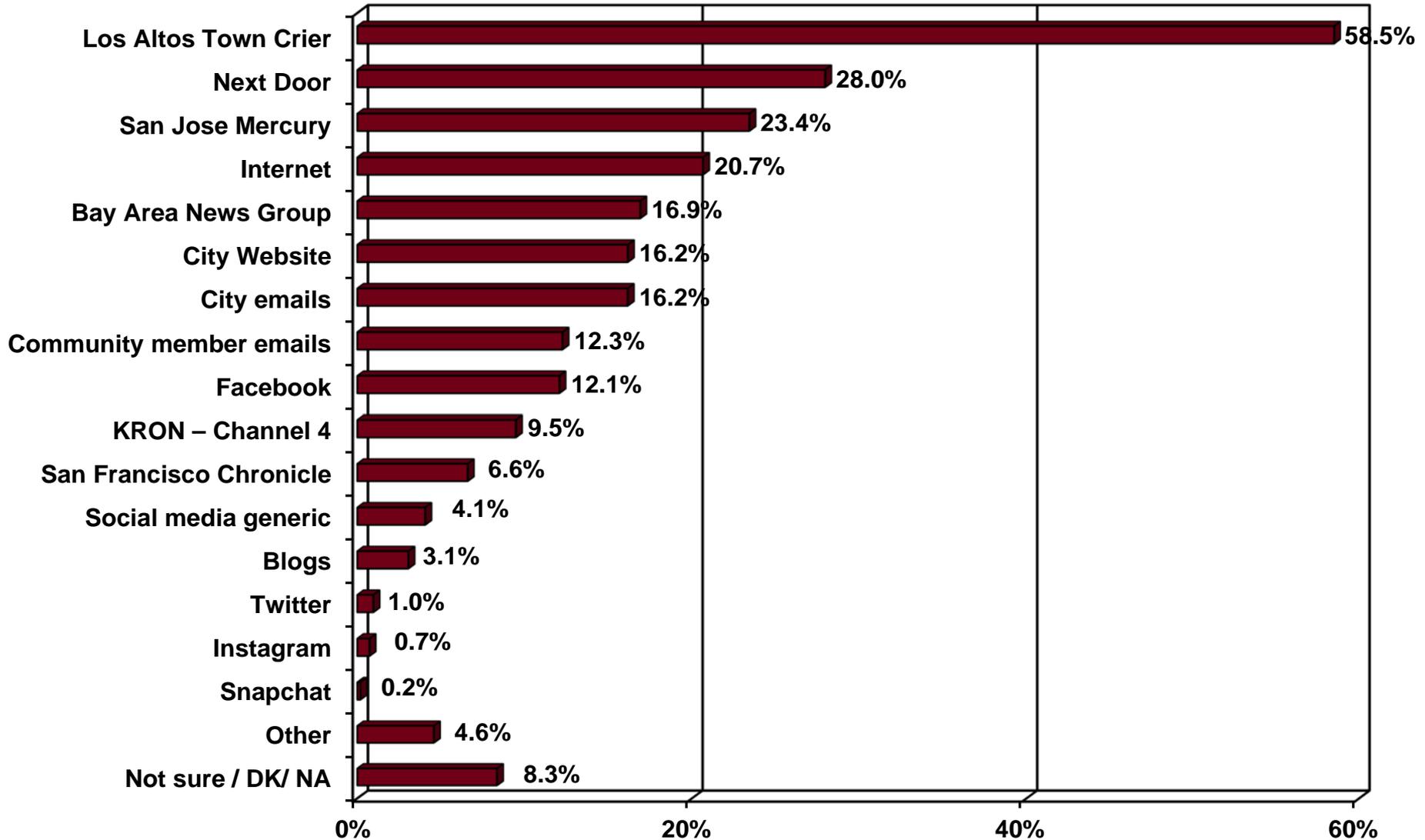
# Q20. Support for Development of More Housing in Los Altos (n=446)



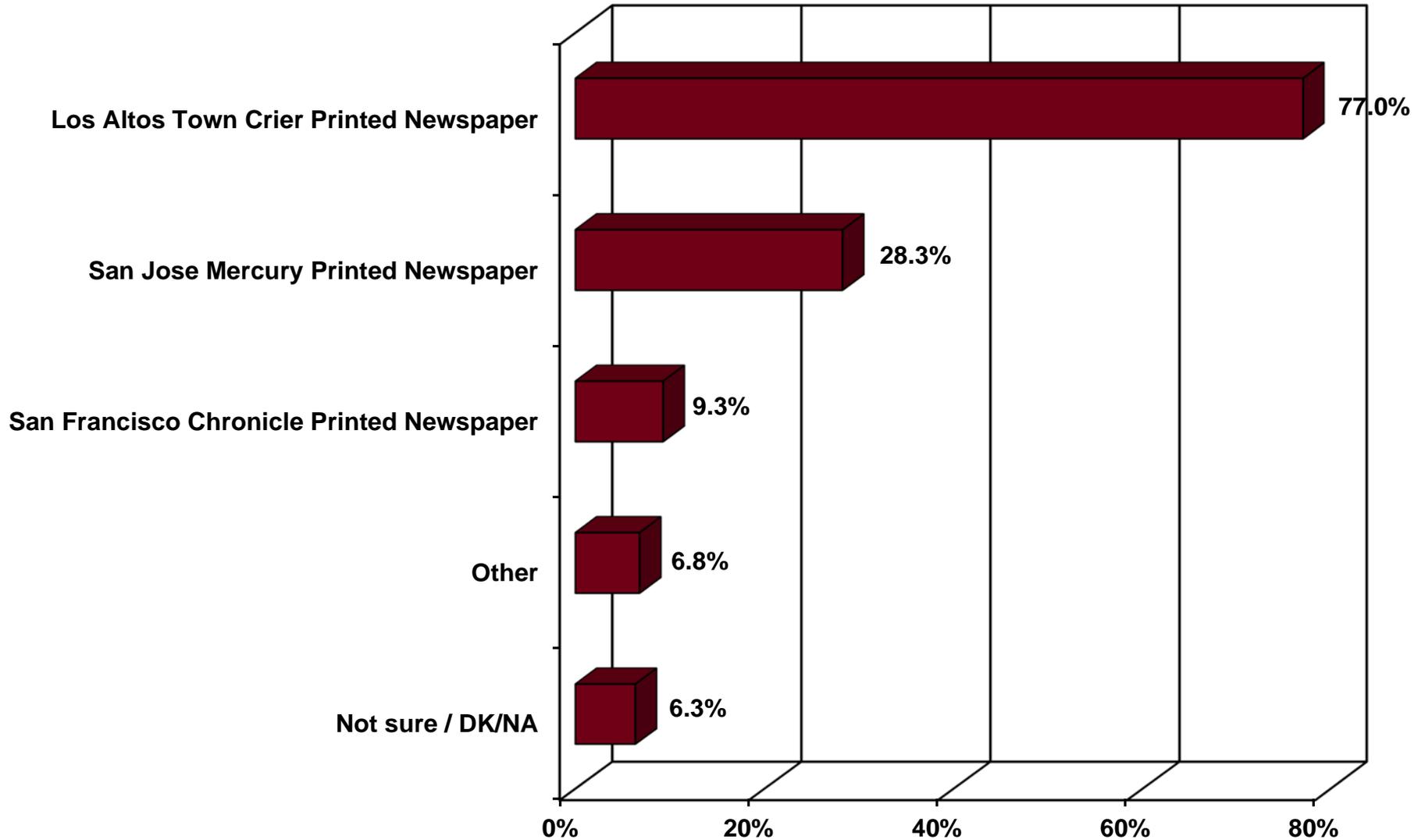
# Q21. Highest Density Housing Supported (n=248)



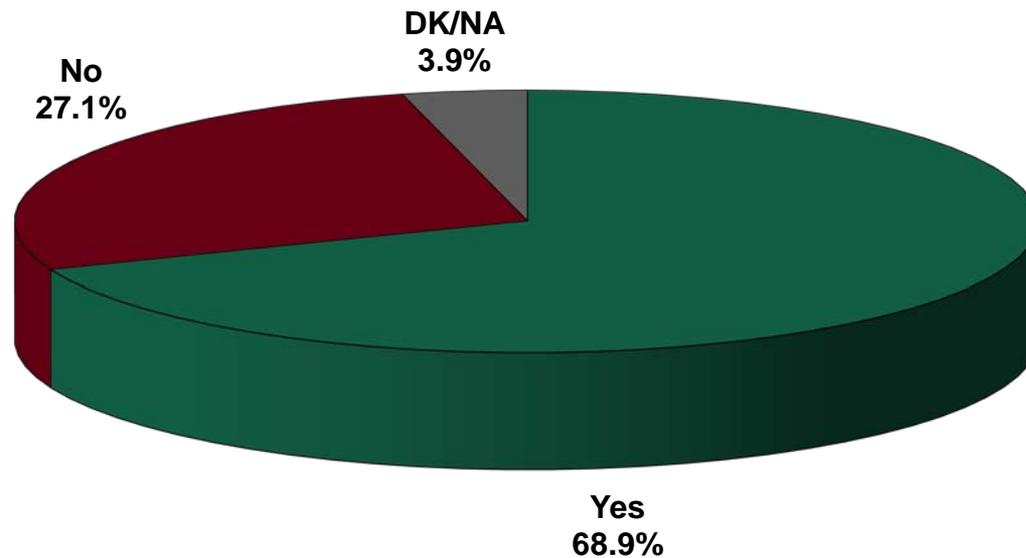
# Q22. Preferred Online News and Information Sources (n=446)



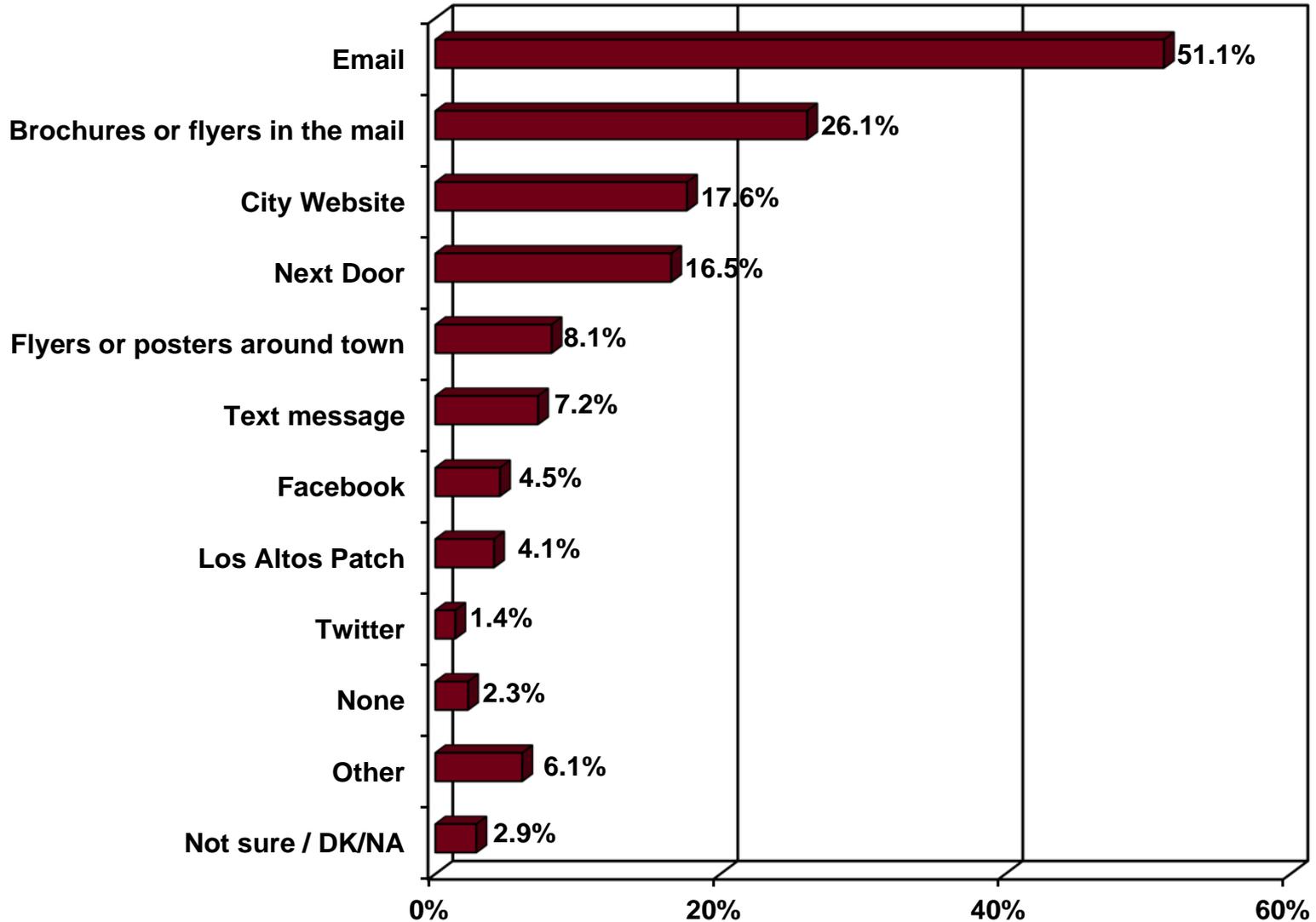
# Q23. Preferred Printed News and Information Sources (n=446)



## Q24. Visited [www.losaltosca.gov](http://www.losaltosca.gov) (n=446)



# Q25. Preferred Sources for City Info (n=446)



- An overwhelming 95.4 percent of residents are satisfied with the quality of life in Los Altos, with 62.8 saying they are very satisfied.
- In an open-end format, residents' top concerns are:
  - Affordable housing (28.5%)
  - Traffic congestion (24.4%)
  - Controlling growth (19.8%)
- 82 percent of residents are satisfied with the job the City is doing to provide municipal services.
  - 35.2 percent of respondents indicated that they are “very satisfied” and 46.8 percent are “somewhat satisfied” with the job the City is doing to provide services.
- The most important municipal services are:
  - Fire protection services
  - Police services
  - Traffic safety
  - Garbage collection and recycling program

- Residents are most satisfied with:
  - Fire protection services
  - Garbage collection and recycling program
  - Police services
- 42.5 percent indicated they participate in Los Altos recreation activities a few times a year.
- 85.7 percent of residents visit downtown at least once a month, and 74.8 percent drive alone to get there.
- On a scale of 1 to 7, respondents gave downtown an average vibrancy rating of 4.0.
- On a scale of 1 to 7, respondents indicated they would like Los Altos to be a little more vibrant, suggesting rating of 5.61.
- Respondents are willing to park in a variety of downtown facilities:
  - 78.8 percent would be willing to park in an “above ground parking structure”
  - 80.1 percent would be willing to park in an “unground garage”
  - 87.2 percent would be willing to park “on the street”

- 74 percent are able to find parking in a “reasonable amount of time” “always” or “most of the time”.
- 61.4 percent support a 3-story above ground parking structure on an existing parking plaza in Downtown Los Altos, and 75.1 percent support a 2-story above ground parking structure.
- There is strong support for complying with clean water requirements, investing in storm drain infrastructure, and improving the storm drains to prevent flooding.
- Respondents various propensities for shopping locally depending on the item:
  - Groceries 76.5%
  - Children’s toys 26.4%
  - Housewares 21.8%
  - Clothing 14.7%
  - Autos 8.3%
  - Furniture 6.4%
  - Electronics 5.9%

- 35.3 percent of the respondents indicated that a “better variety of stores/shops/retail” would encourage them to shop in Los Altos more often.
- 55.6 percent support encouraging more housing development in Los Altos.
- Among those that support more housing in Los Altos, 64.3 percent of the respondents would support a housing density of 3 stories, with 32.4 percent willing to support 4 stories.
- In terms of local news sources:
  - 58.5 percent indicated the Los Altos Town Crier was their preferred online source, followed by Next Door (28%) and the San Jose Mercury (23.4%).
  - 77 percent indicated the Los Altos Town Crier was their preferred print news source, followed by the San Jose Mercury (28.3%).
  - 68.9 percent have visited the City of Los Altos website.
- 51.1 percent indicated email was their preferred mode of receiving information from the city, followed by brochures or flyers in the mail (26.1%), the City website (17.6%), and Next Door (16.5%).



**GODBE RESEARCH**  
Gain Insight



**[www.godberesearch.com](http://www.godberesearch.com)**

**California and Corporate Offices**  
1575 Old Bayshore Highway, Suite 102  
Burlingame, CA 94010

**Nevada Office**

59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

**Pacific Northwest Office**

601 108th Avenue NE, Suite 1900  
Bellevue, WA 98004