



Survey of Voters in Los Gatos, CA 2040 General Plan Attitudes

October 2021

Methodology

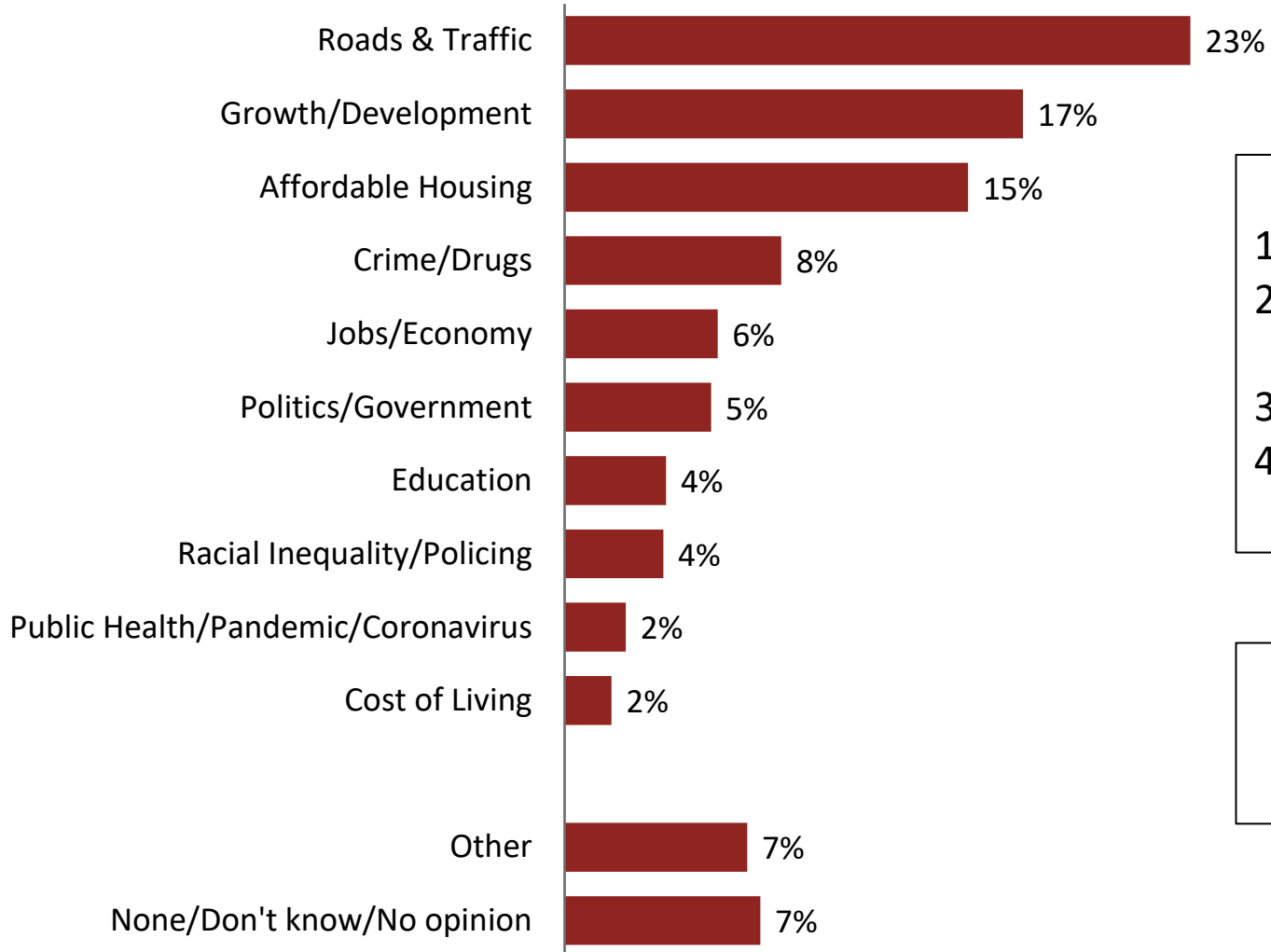
- ▶ Survey of Registered Voters in the town of Los Gatos, California
- ▶ Conducted October 12 – 18, 2021
- ▶ Mixed-mode methodology incorporating live telephone interviewing along with email and text-to-web responses
- ▶ 400 interviews; overall margin of error ± 4.9 percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Los Gatos voters have an overwhelmingly positive opinion of the Town's quality of life.
- ▶ There is significant concern about the availability and affordability of housing, especially among those who do not own a home.
- ▶ Traffic is also a widespread concern.
- ▶ Although awareness of the General Plan discussions is not widespread, among those who are familiar there is significant dissatisfaction.
- ▶ A majority of Los Gatos voters would like to see an increased supply of affordable housing, protection of open space and housing located near transit, jobs and commercial areas.

Most Important Problem

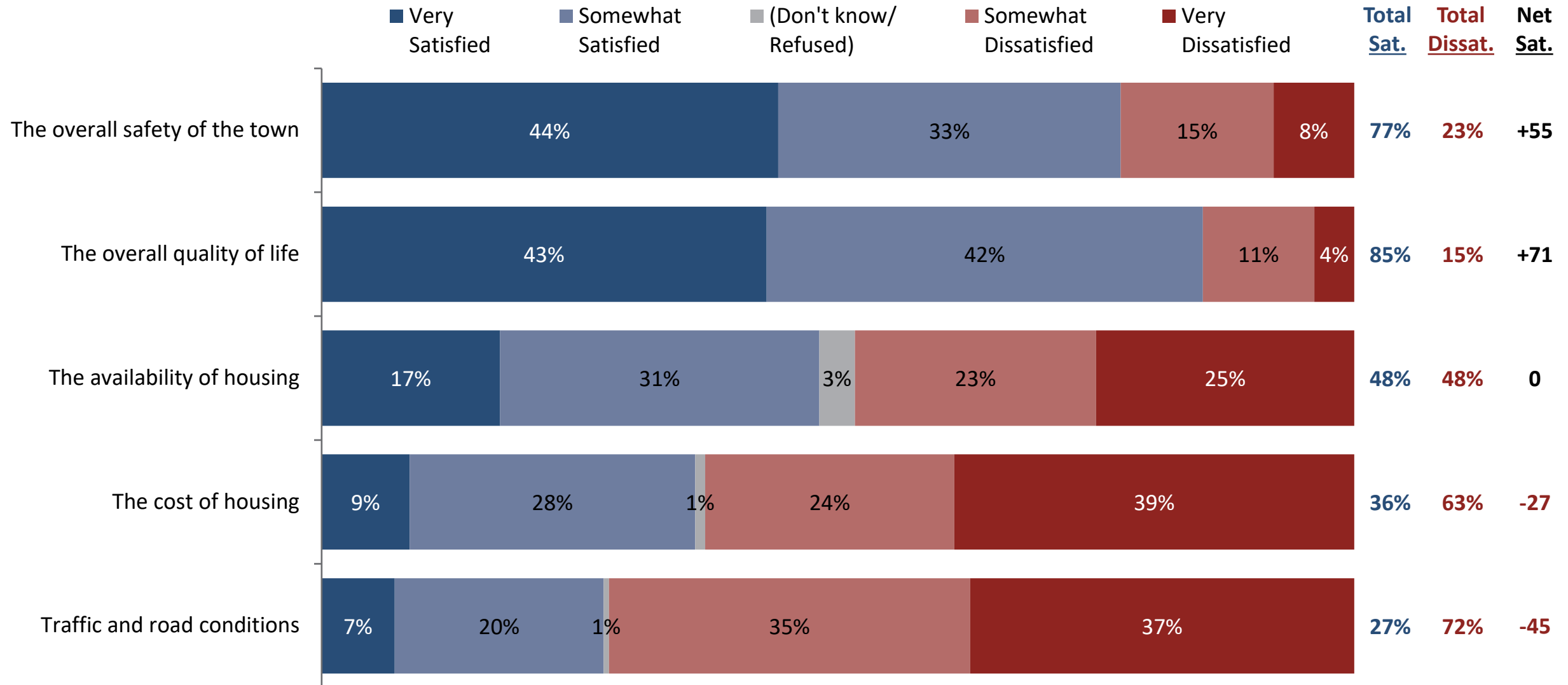


Top issues from 2019:

1. Traffic – **52%**
2. Difficult for commerce/not business-friendly – **10%**
3. Affordable housing – **10%**
4. Overcrowding/Growth/Development – **8%**

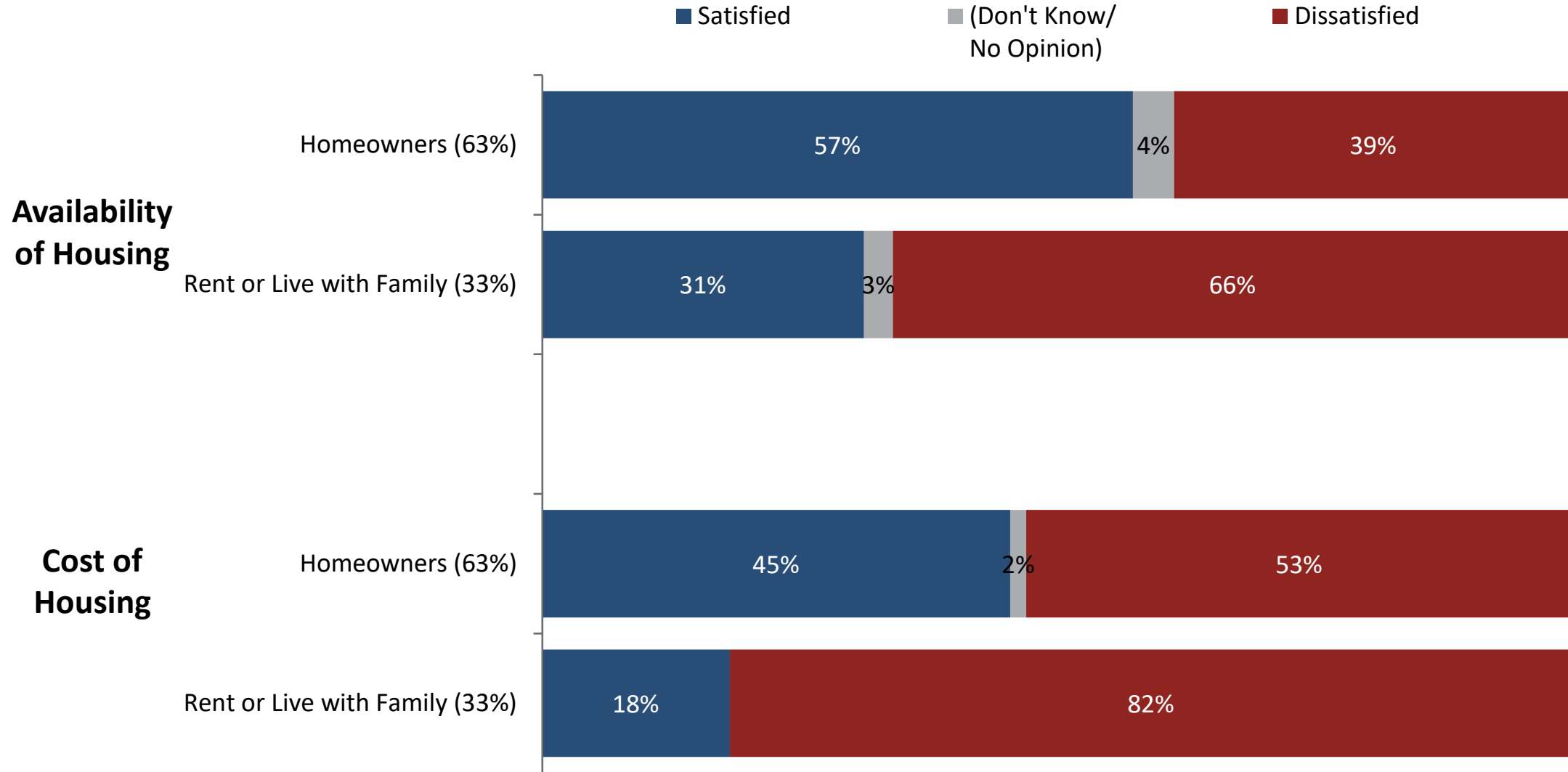
Among those that **do not own a home**, the top issue mentioned is **affordable housing** at **21%**

Los Gatos Satisfaction Ratings



Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following in Los Gatos?

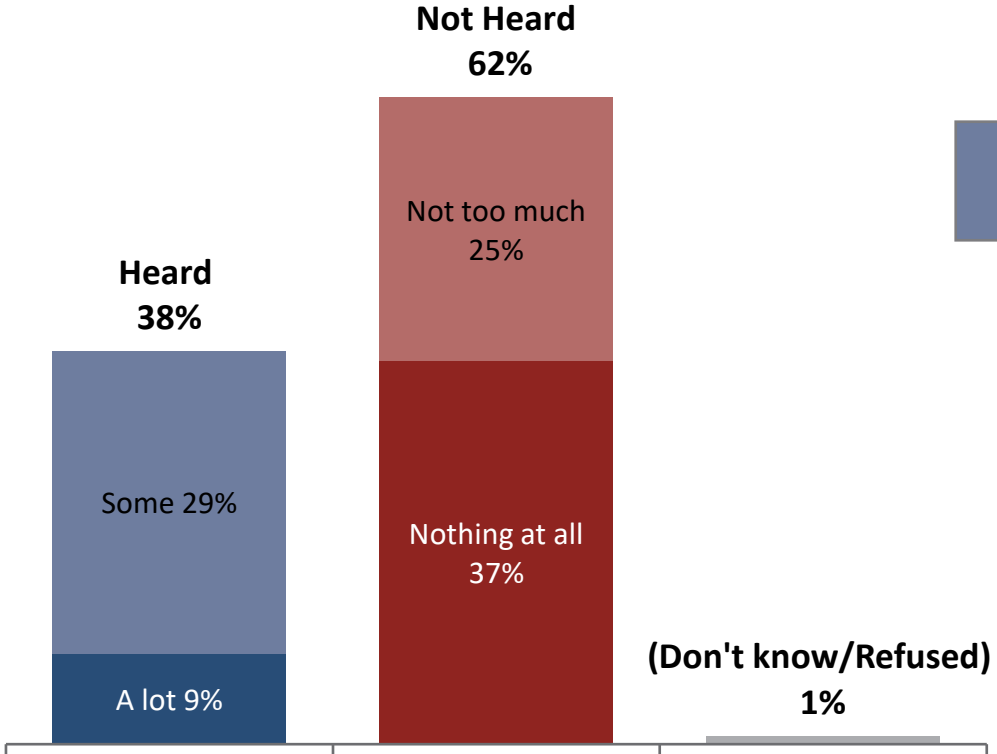
Housing Satisfaction Ratings



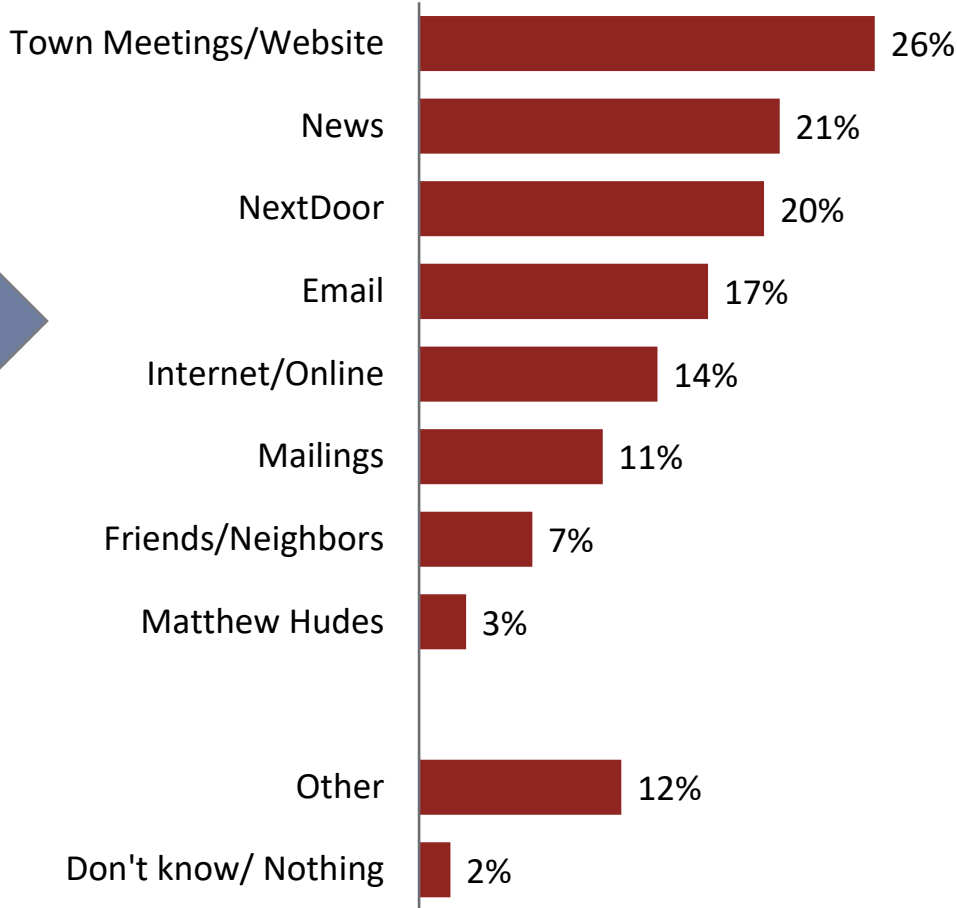
Awareness of General Plan

How much, if anything, have you heard or seen recently about the Los Gatos 2040 General Plan?
Have you heard a lot, some, not too much, or nothing at all?

Heard (n=158)

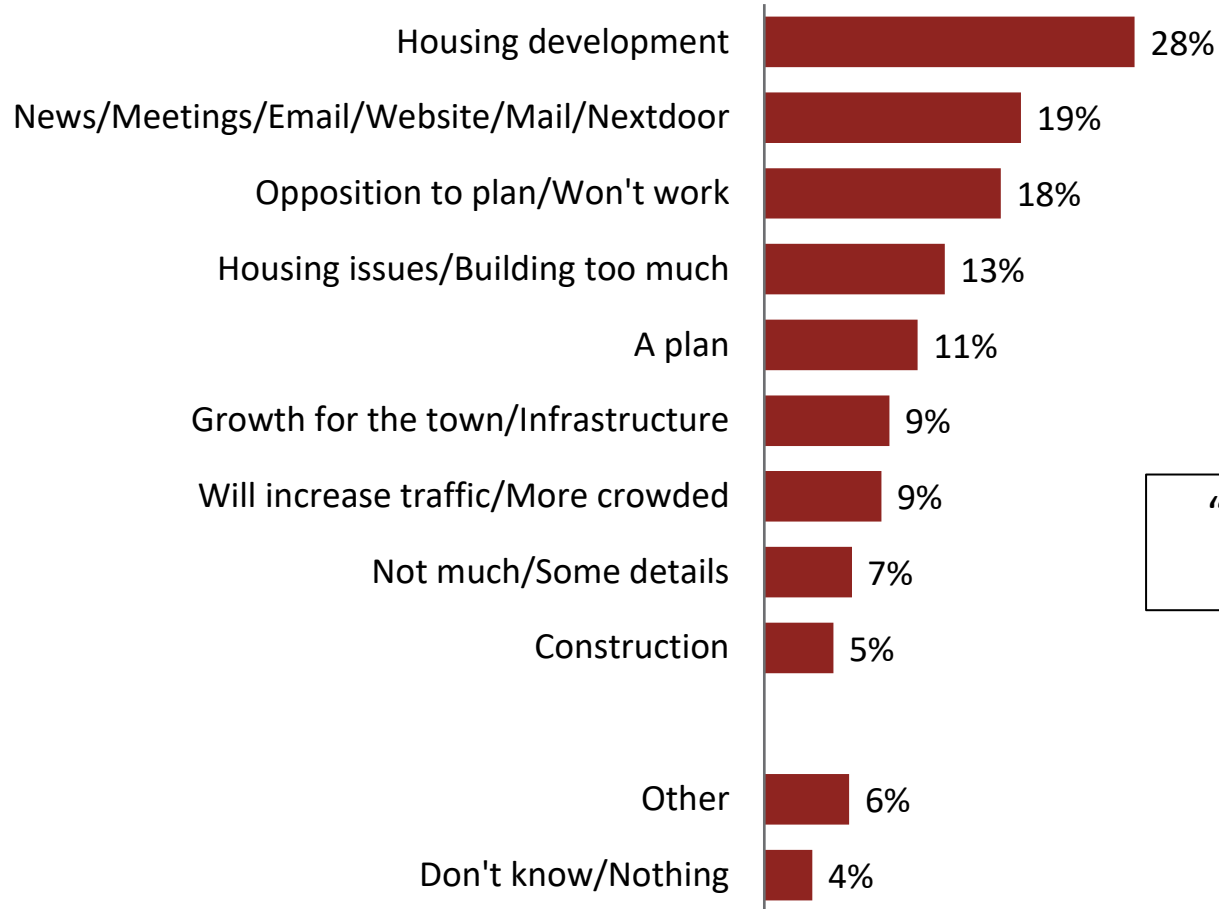


And where did you learn about the Town's 2040 General Plan?



Sources of General Plan Information

What have you heard or seen?



“A lot of things I am unhappy about.”

“The town plans to significantly build more housing units than required by state mandate. This will lead to further congestion and potential overcrowding at the schools. Additionally, where will the water for these homes come from?”

“Amount of houses planned, road changes, etc.”

“Lots of low income multi family units and lack of planning for traffic and population increase”

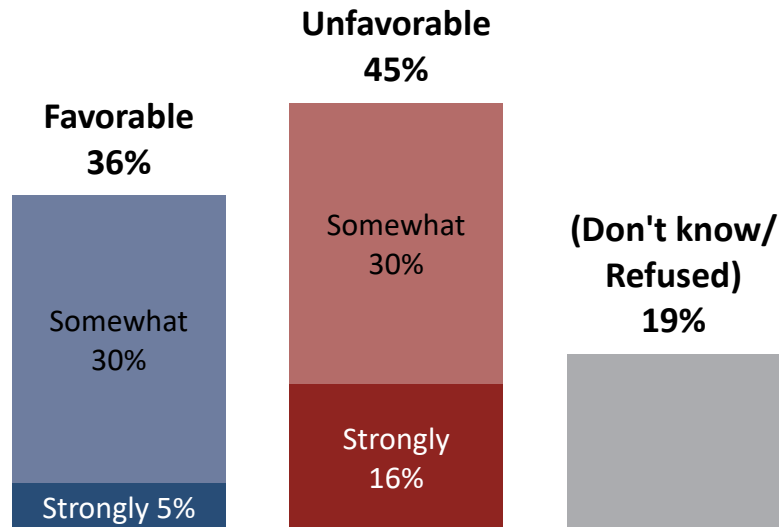
Asked of voters who are aware of the 2040 General Plan (n=158).

Initial General Plan Rating

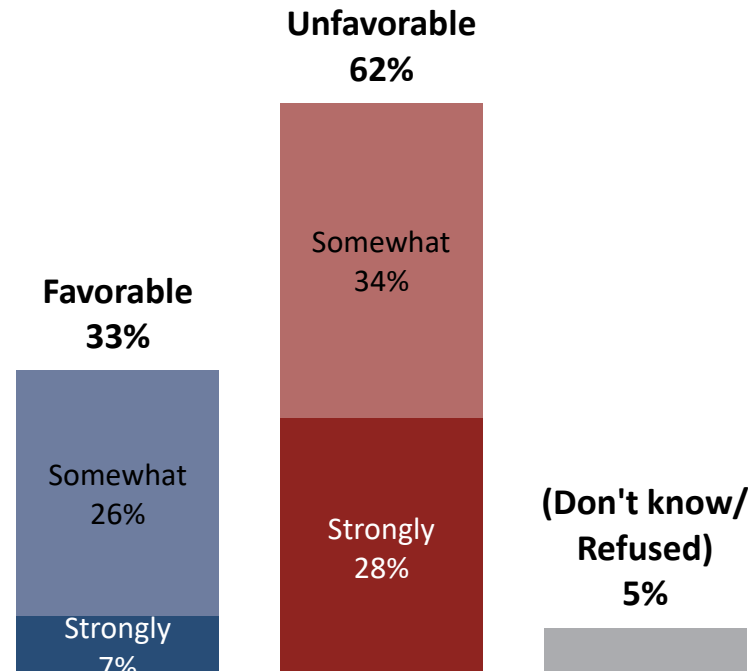
As you may know, the Los Gatos 2040 General Plan is a comprehensive strategy for the Town's future on issues like transportation, housing, the environment, and the economy.

Based on what you know today, do you have a favorable or unfavorable opinion of the Los Gatos 2040 General Plan?

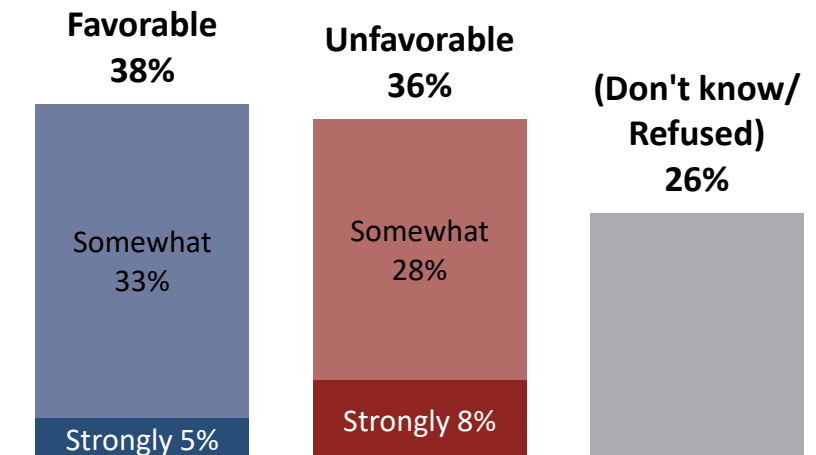
Overall



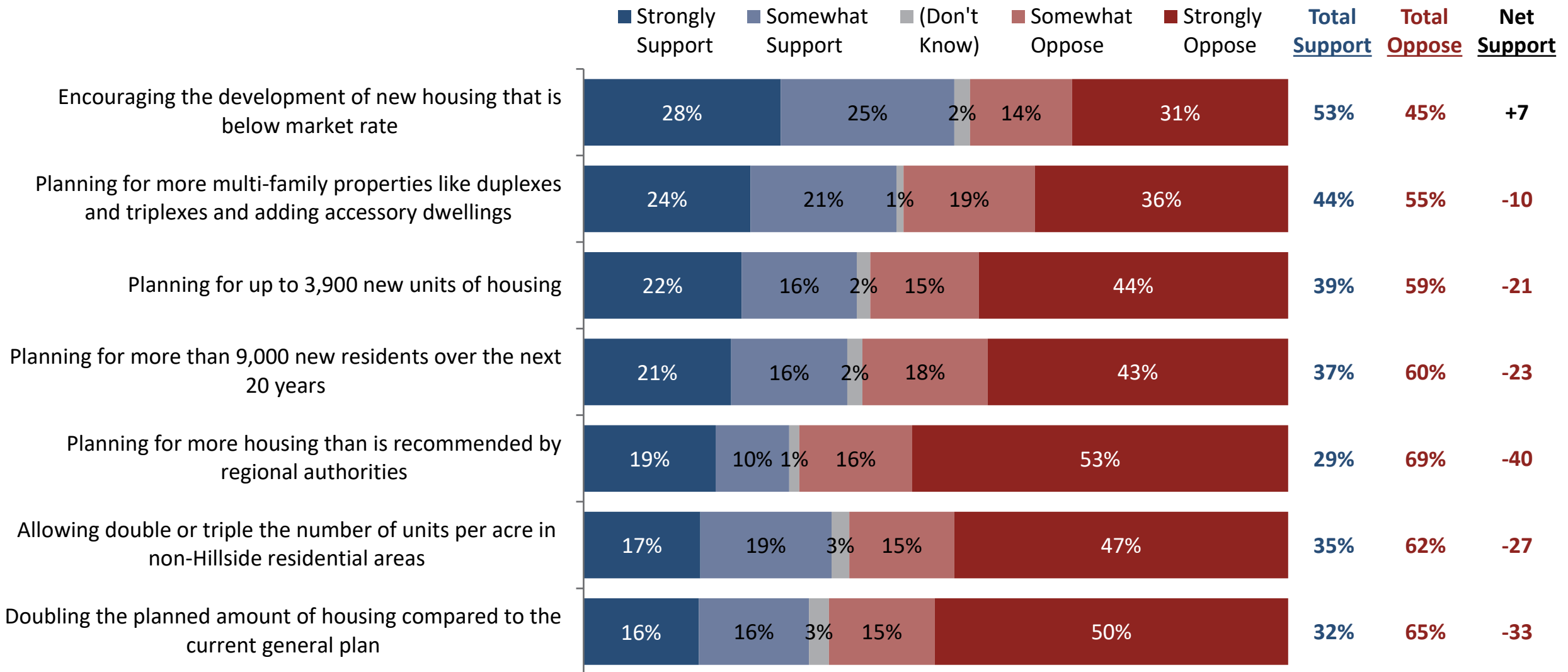
Familiar with Plan (n=158)



Not Familiar with Plan (n=239)

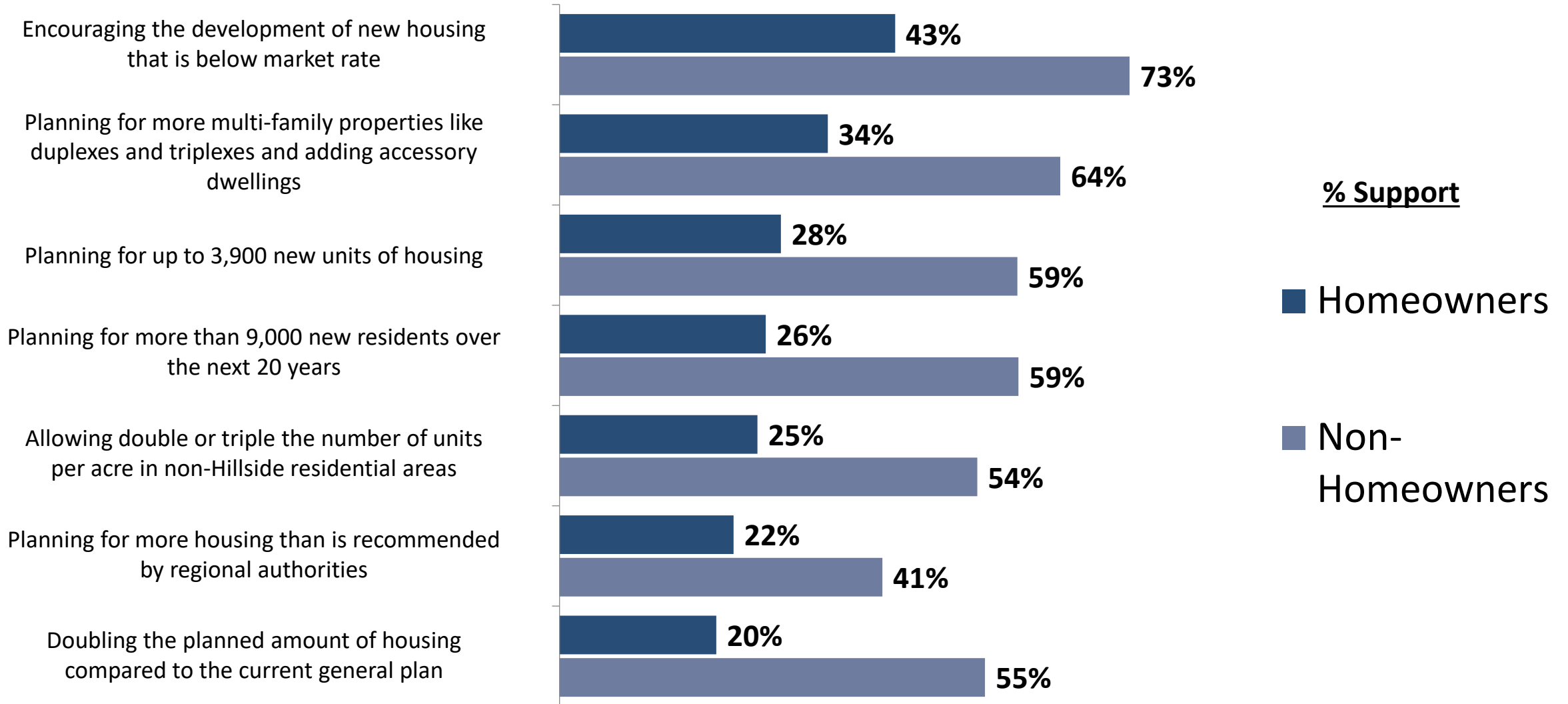


General Plan Proposed Elements



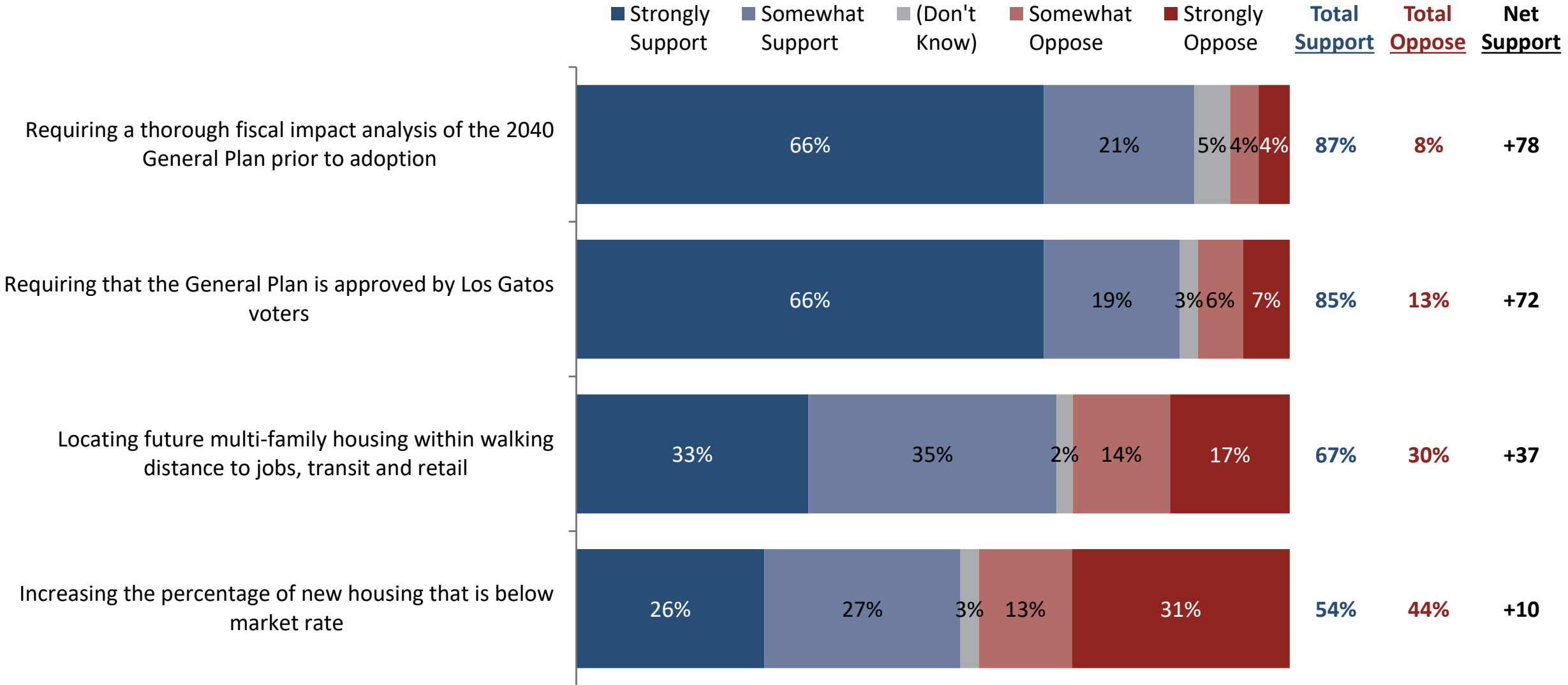
Now I am going to read you some of the things that could be included in the Los Gatos 2040 General Plan. Please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

Elements by Housing Status



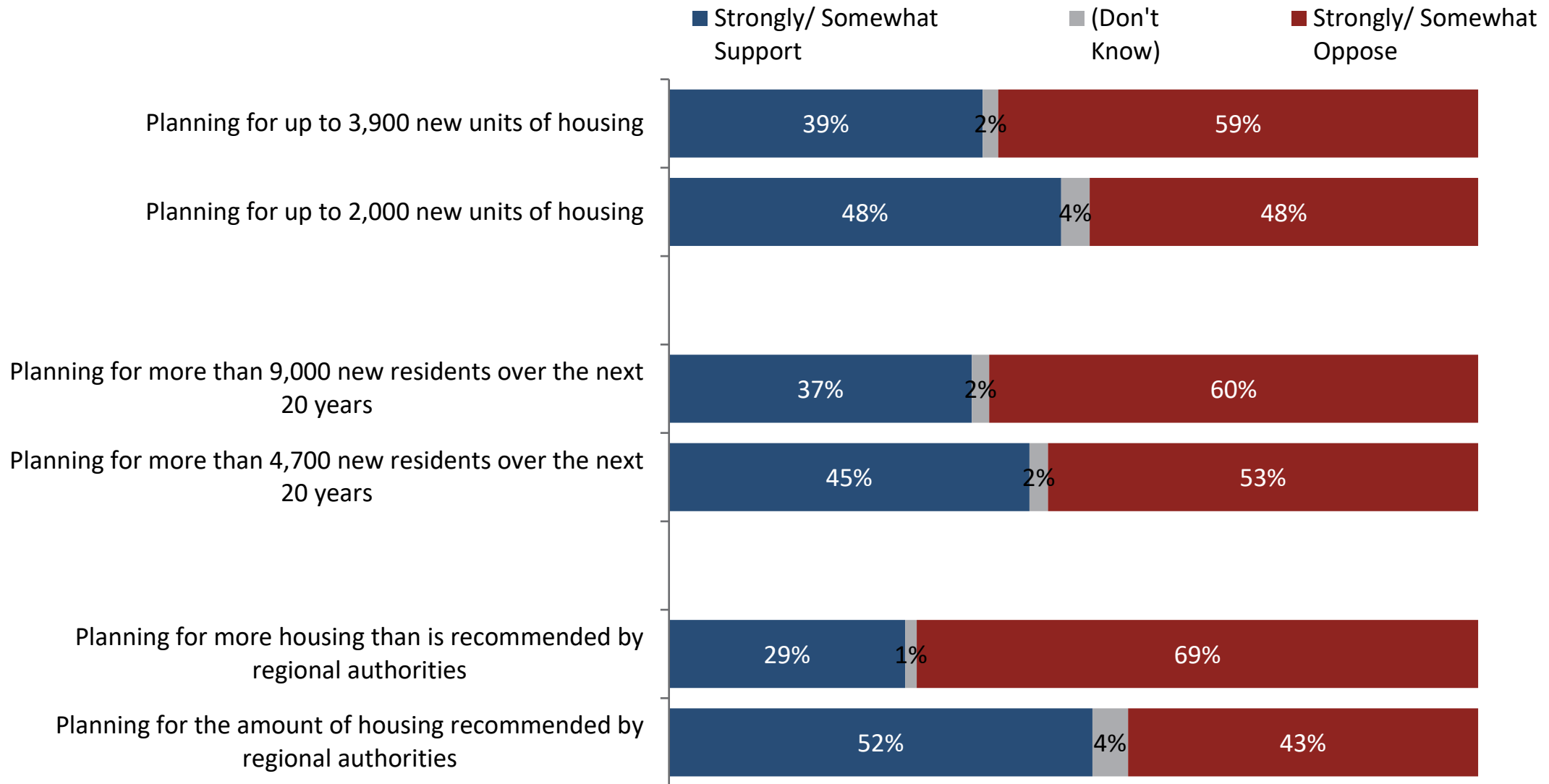
Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Alternative General Plan Elements

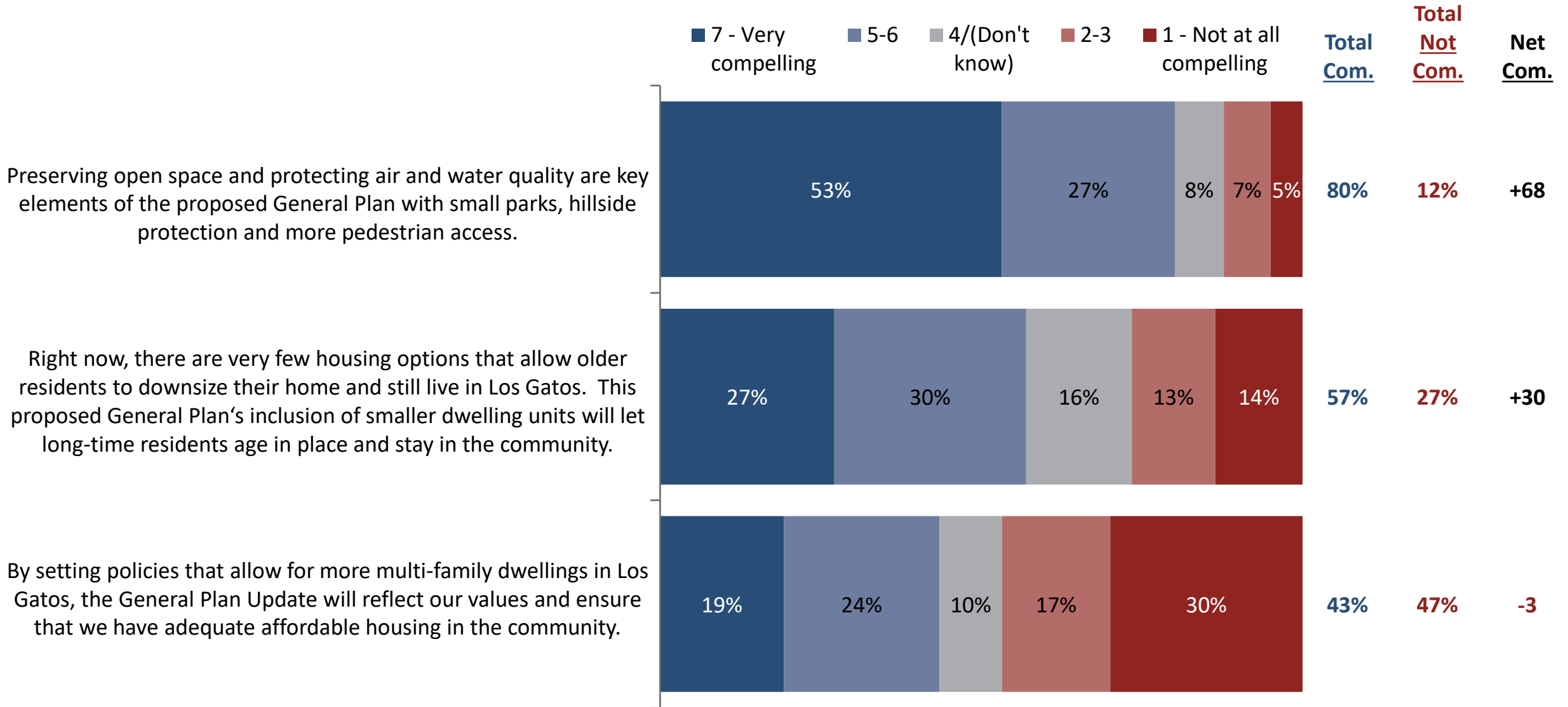


Finally, I am going to read you some alternative items that some people say should be included in the Los Gatos 2040 General Plan. Please tell me each you support or oppose each one.

Proposed vs. Alternative Plans

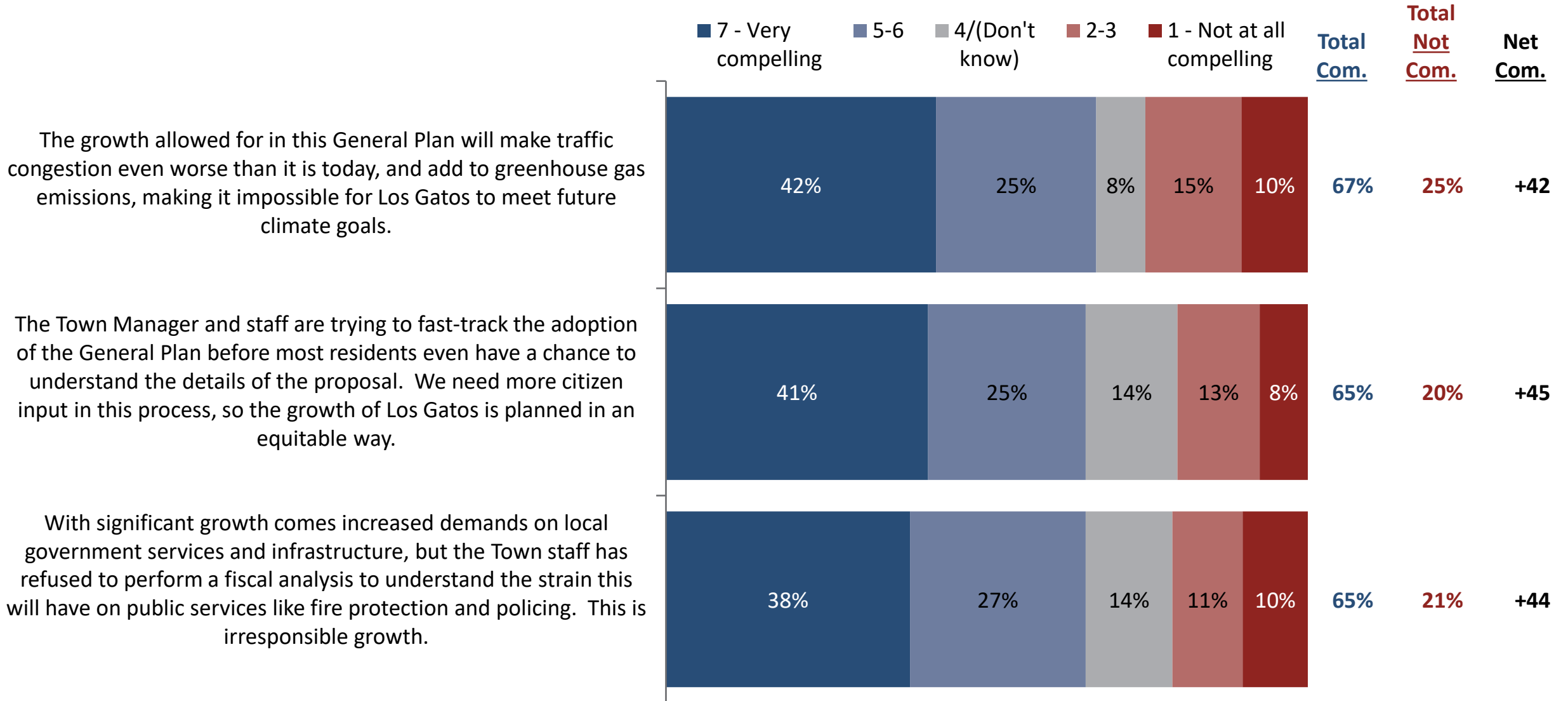


GP2040 Top Messaging



Next I'd like to read you some statements from people who support the proposed 2040 General Plan. Please rate each statement, using a scale from 1 to 7, where 1 means the statement is not at all compelling and 7 means the statement is very compelling.

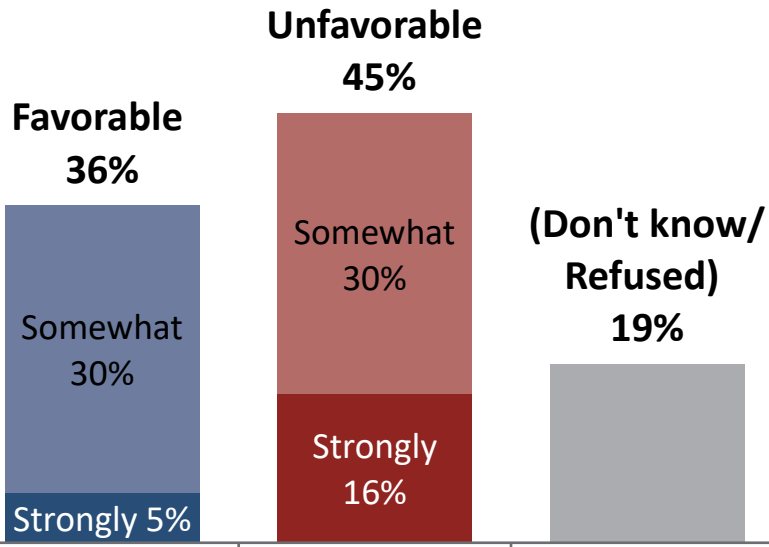
GP2040 Top Opposition Messaging



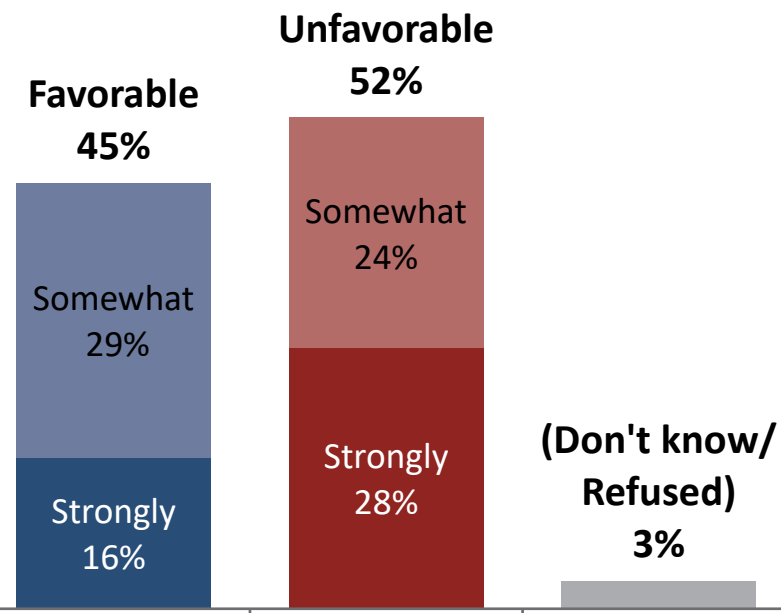
Next I'd like to read you some statements from people who oppose the proposed 2040 General Plan. Please rate each statement, using a scale from 1 to 7, where 1 means the statement is not at all compelling and 7 means the statement is very compelling.

Informed General Plan Rating

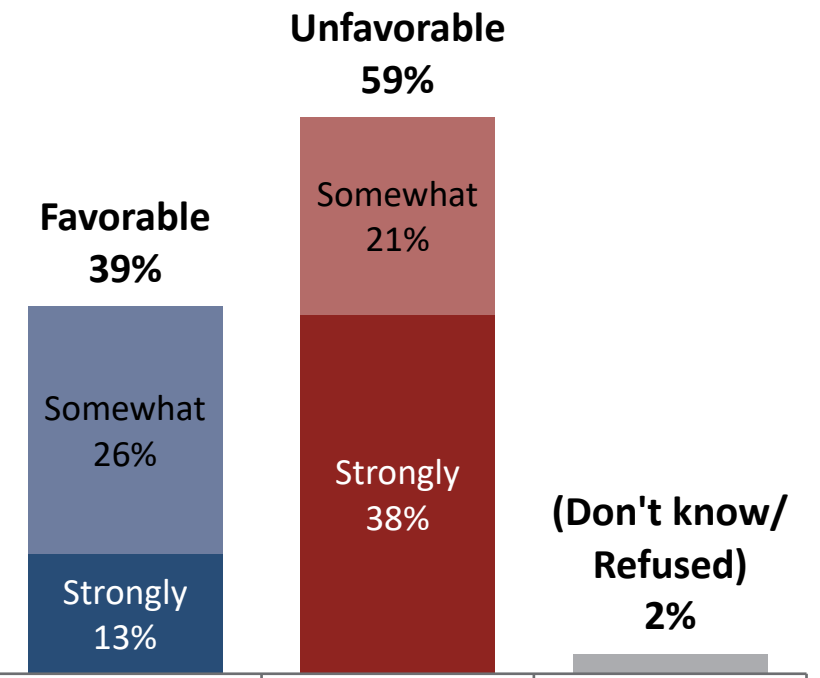
Initial Favorability



Favorability After Support



Favorability After Opposition

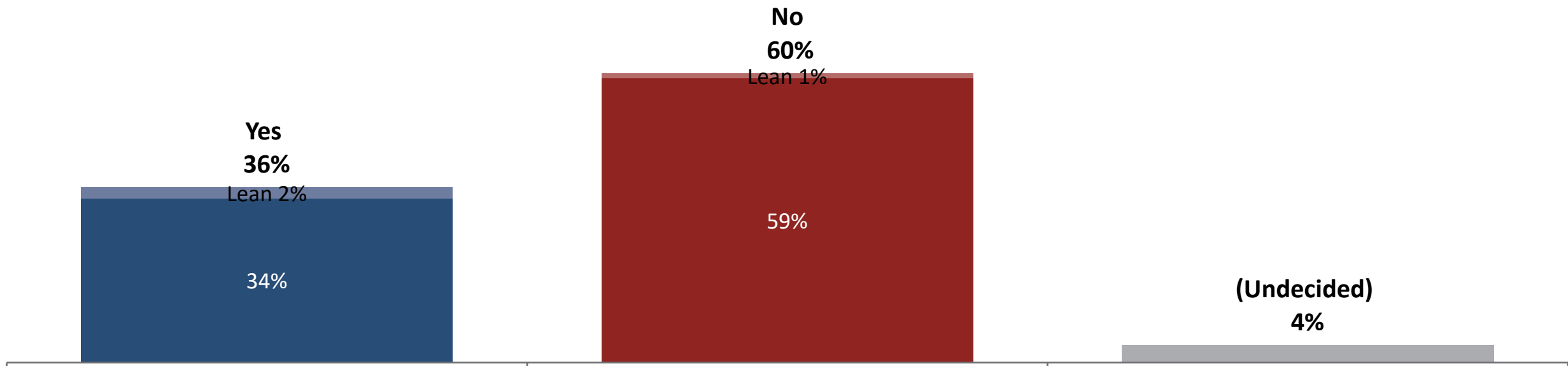


After everything you've heard, do you have a favorable or unfavorable opinion of the Los Gatos 2040 General Plan?

Informed Referendum Vote Preference

If the Town Council adopts the 2040 General Plan, voters may have an opportunity on a future ballot to vote in a referendum to approve or reject the plan.

If the election were held today, would you vote yes to approve or no to reject the proposed 2040 General Plan?





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