



GODBE RESEARCH
Gain Insight



Town of Los Gatos: Community Priorities Survey Presentation to the Ad Hoc Citizens Committee

May 2016



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Town of Los Gatos:
Community Priorities Survey
Presentation to the Ad Hoc Citizens Committee

May 2016

- Overview – Catherine Lew (Lew Edwards Group)
- Highlights of Results – Bryan Godbe (Godbe Research)
- Next Steps – Catherine Lew and Ross Miletich (Lew Edwards Group)
- Questions/Answers - All

- A general purpose half-cent sales tax with a 25 year sunset for a November 2016 ballot is viable.
- A User Utility Tax for the November 2016 ballot is NOT viable.
- Residents' strongest priorities are repairing roads, improving traffic flow, maintaining 9-1-1 response times, and repairing aging storm drains.
- It will be important for the Town to conduct informational outreach programs to build on the Ad Hoc Committee's efforts, should the Town wish to proceed with a November 2016 ballot measure

Overview and Research Objectives



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The Town of Los Gatos commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the residents' interest in creating a dedicated revenue source for the Town;
- Assess potential voter support for a general sales tax measure to maintain the quality of life and small town character with funding that cannot be taken by the State;
- Identify respondent service and facility priorities;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate and duration at which voters will support the measure;
- Test support for an alternative UUT measure;
- Gauge the public's perceptions of whether the Town is doing a good job providing services and managing public funds.

Methodology Overview



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- Data Collection Telephone and Internet Interviewing
- Universe 15,429 likely November 2016 voters in the Town of Los Gatos
- Fielding Dates April 30 through May 8, 2016
- Interview Length 20.5 minutes
- Sample Size 471 (Online, n=279; Phone, n=192)
- Margin of Error $\pm 4.45\%$



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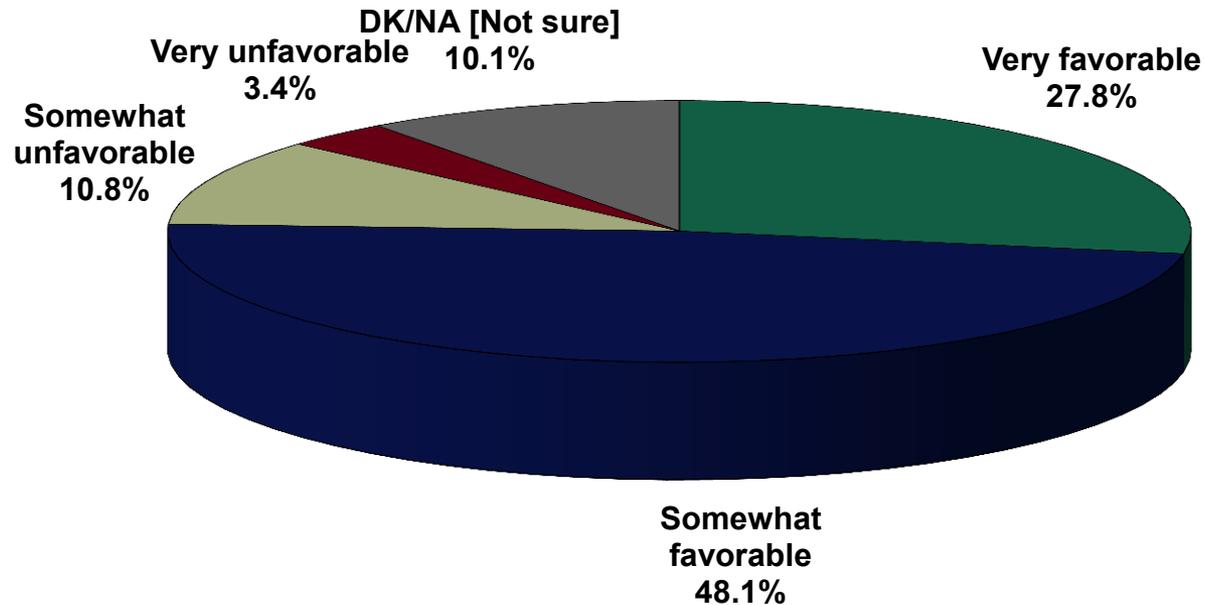
Key Findings

Opinion on Job the Town is Doing to Provide Services

(n=471)



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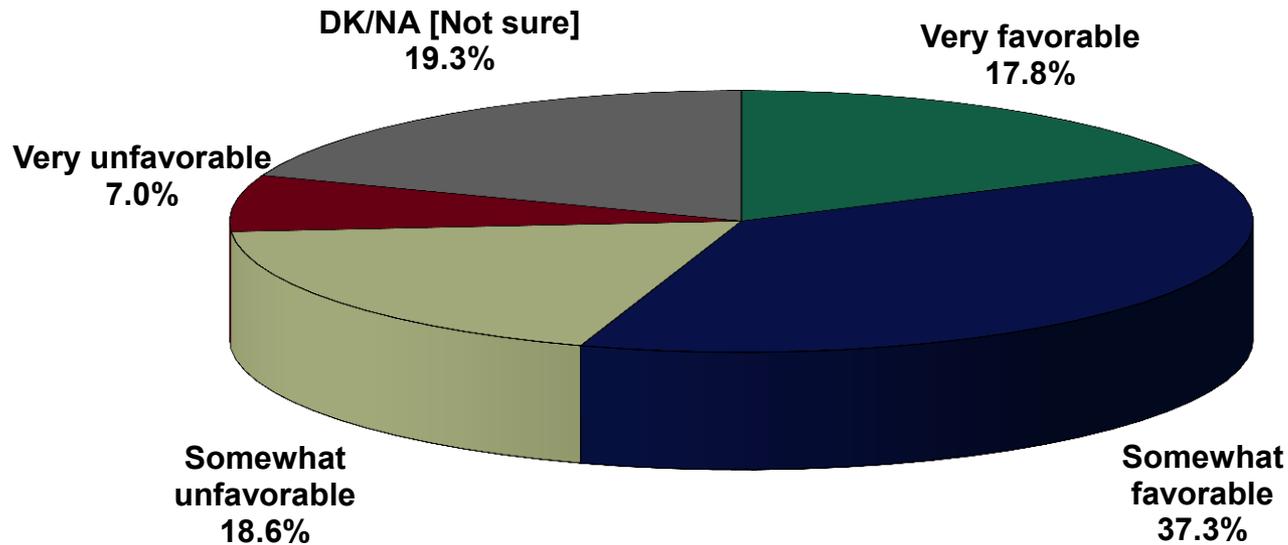


Total Fav = 75.8%
Total Unfav = 14.1%
Ratio Fav to Unfav = 5.4

Opinion on Job the Town is Doing to Effectively Manage Taxpayer Dollars (n=471)

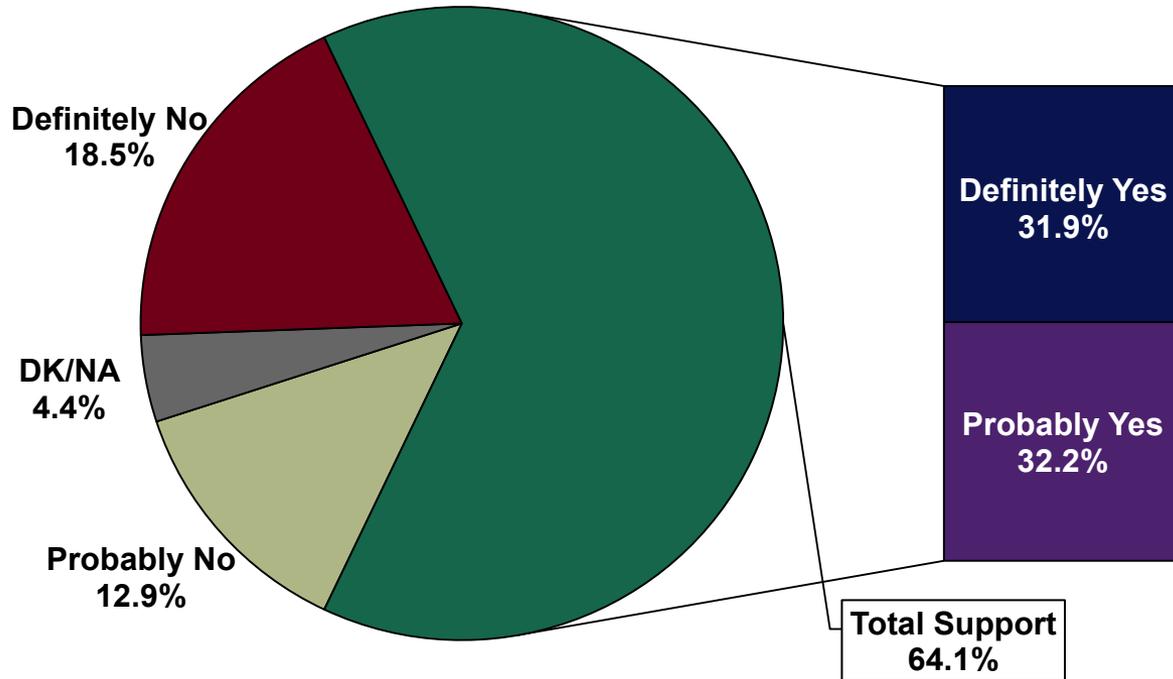


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Total Fav= 55.1%
Total Unfav= 25.6%
Ratio Fav to Unfav = 2.2

Uninformed Support for a Conceptual 1/2¢ Sales Tax (n=471)

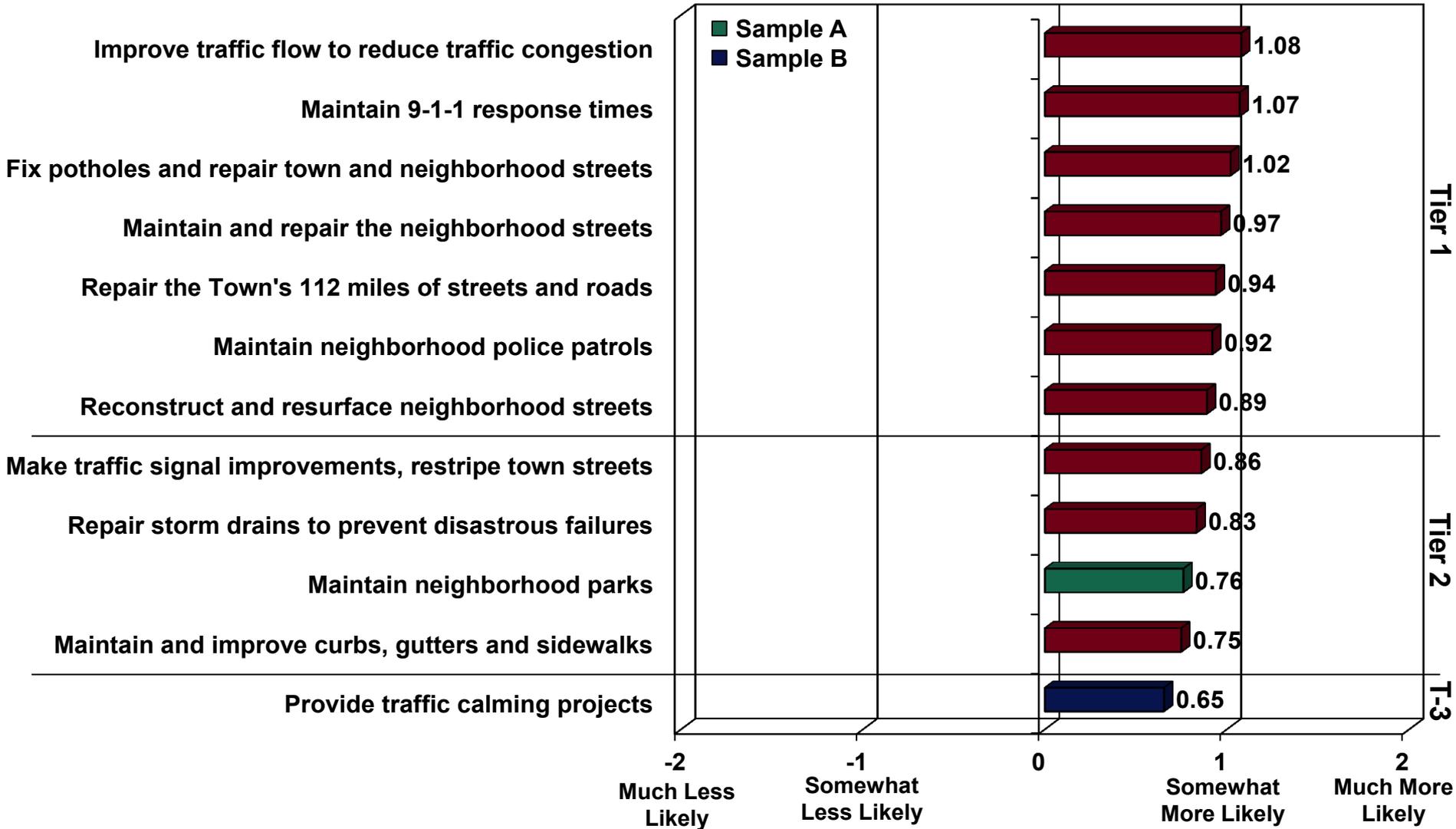


To maintain the quality of life and small town character in the Town of Los Gatos by:

- fixing potholes, sidewalks and repairing neighborhood and major town streets;
- upgrading town parks, playground equipment and restrooms;
- upgrading walking, hiking and bike trails;
- beautifying downtown,
- maintaining town facilities, and
- other essential town facilities and services;

shall the Town of Los Gatos enact an one-half cent sales tax, providing \$4 million dollars annually, for 25 years, with annual audits, independent citizens' oversight, and all funds spent locally?

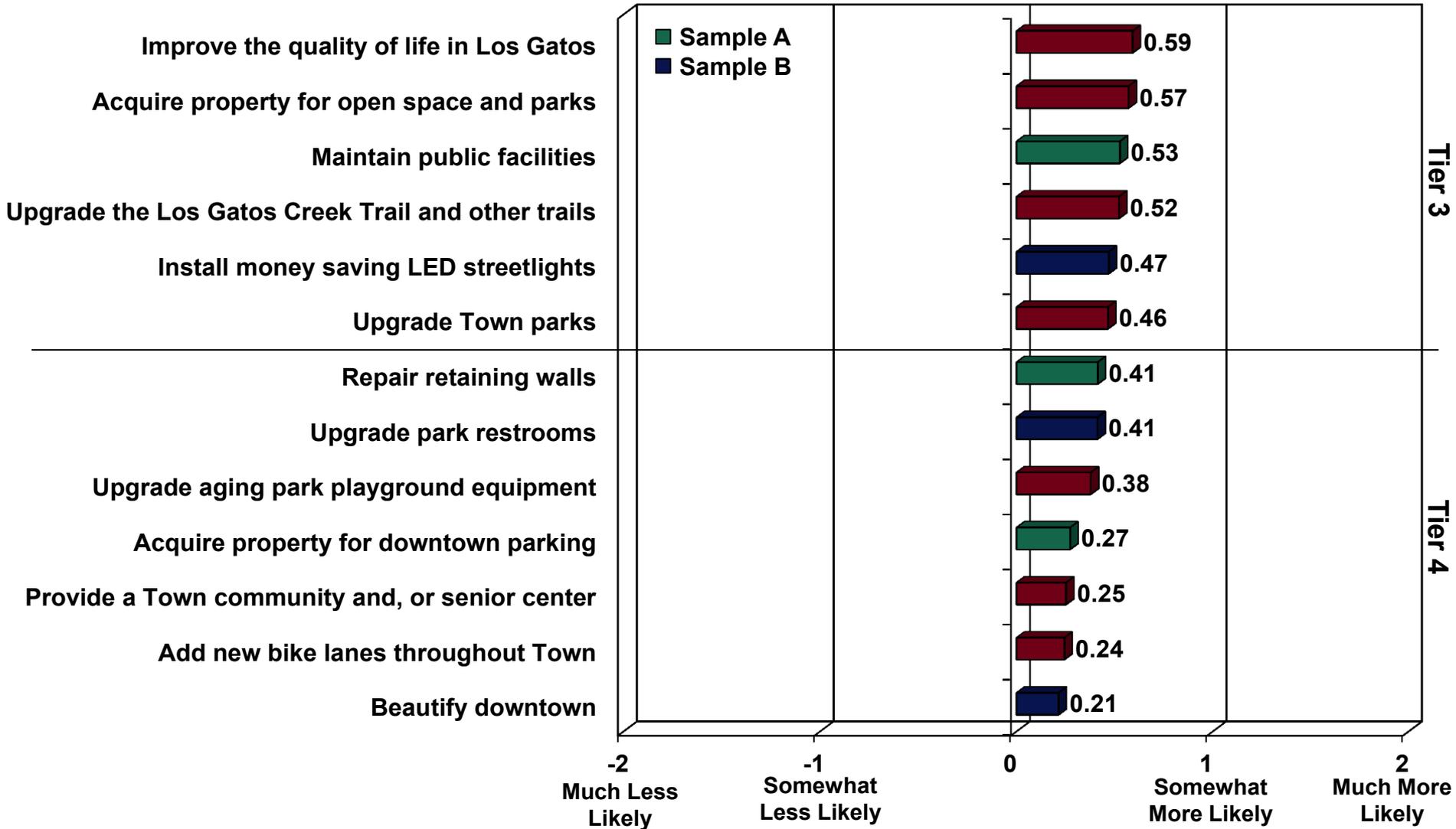
Community Priorities (n=471)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

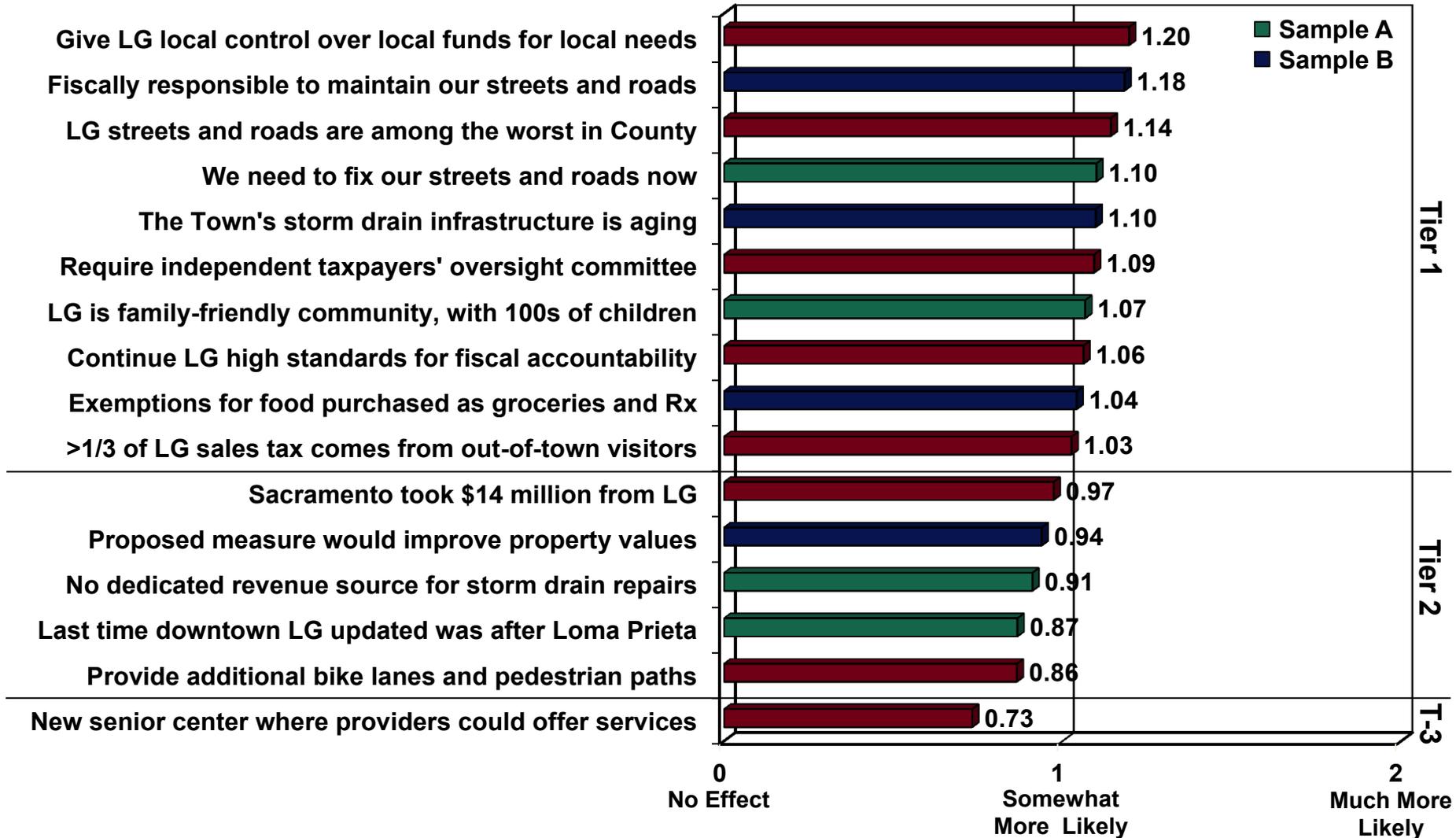
Community Priorities (Cont.)

(n=471)



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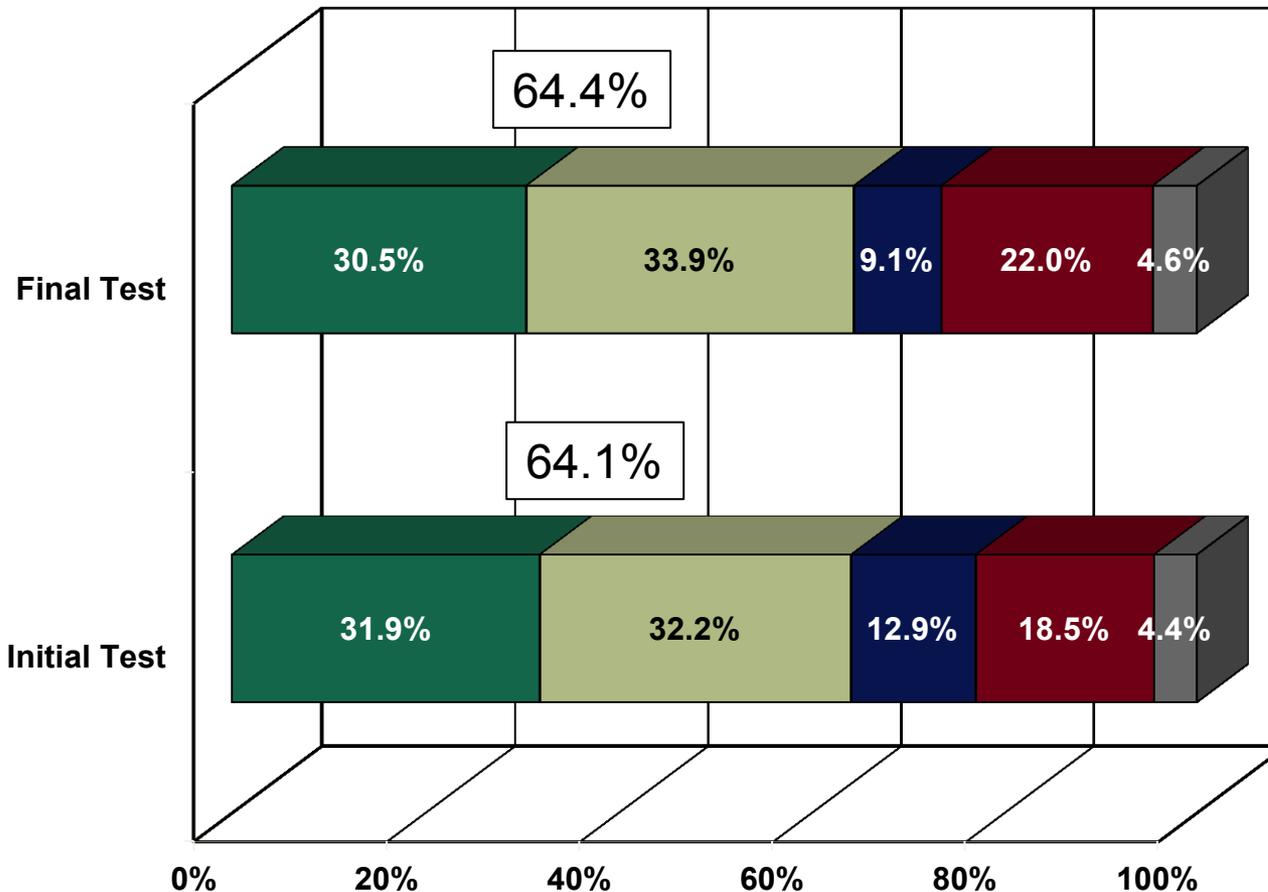
Information of Interest to Respondents (n=471)



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Informed Support for a Conceptual Sales Tax

(n=471)



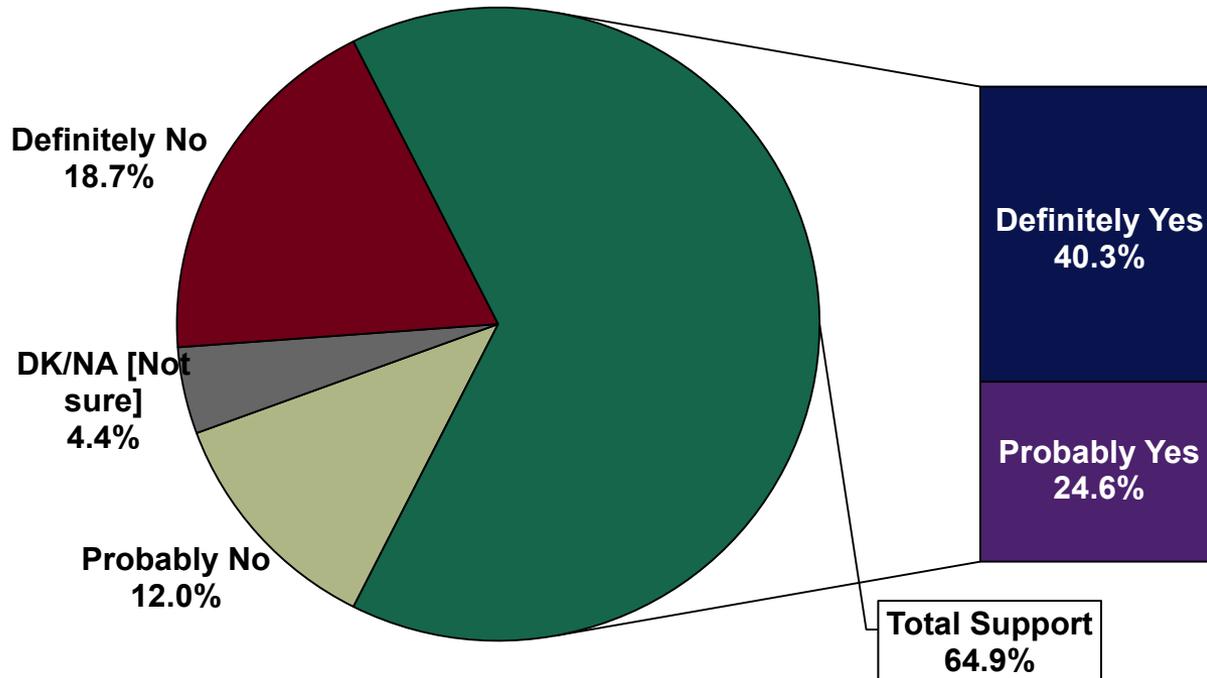
■ Definitely Yes ■ Probably Yes ■ Probably No ■ Definitely No ■ DK/NA [Not sure]

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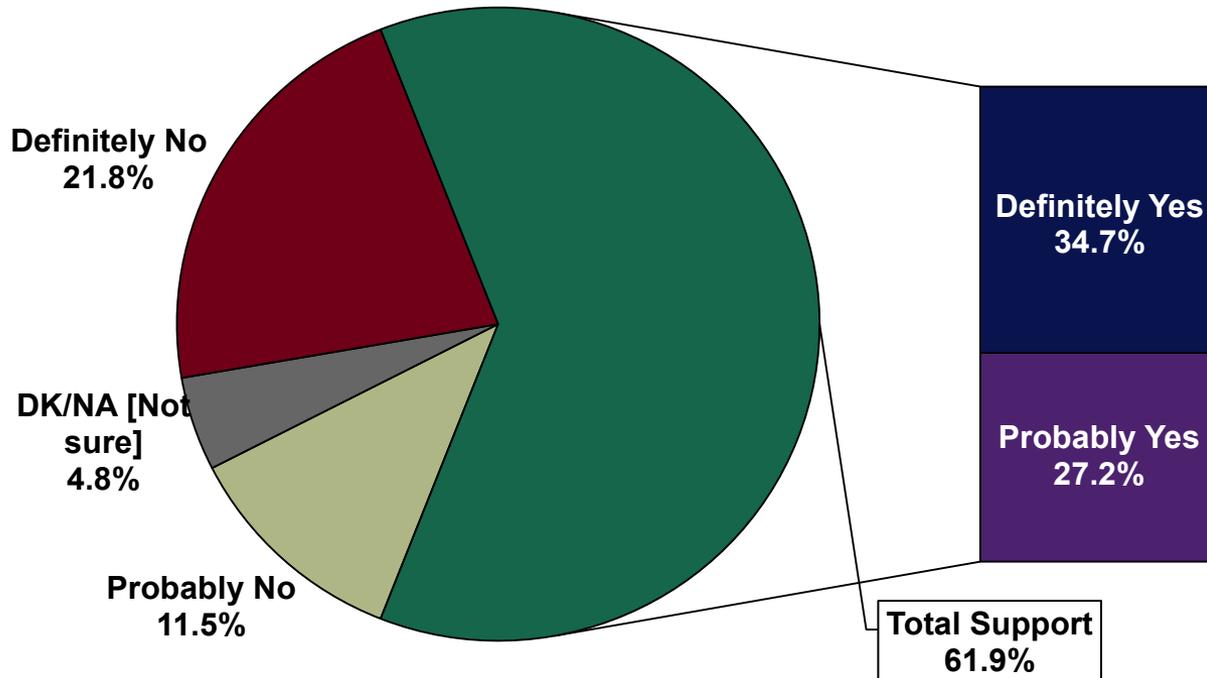
Support for Alternative ¼¢ Sales Tax Split Sample C (n=232)



The rate of the measure to fix potholes, sidewalks and repair neighborhood and major town streets; upgrade town parks, playground equipment and restrooms; upgrade walking, hiking and bike trails; and other essential town facilities and services has yet to be decided.

If you heard that instead of one-half cent the rate would be one-quarter of a cent, would you vote yes or no on this measure?

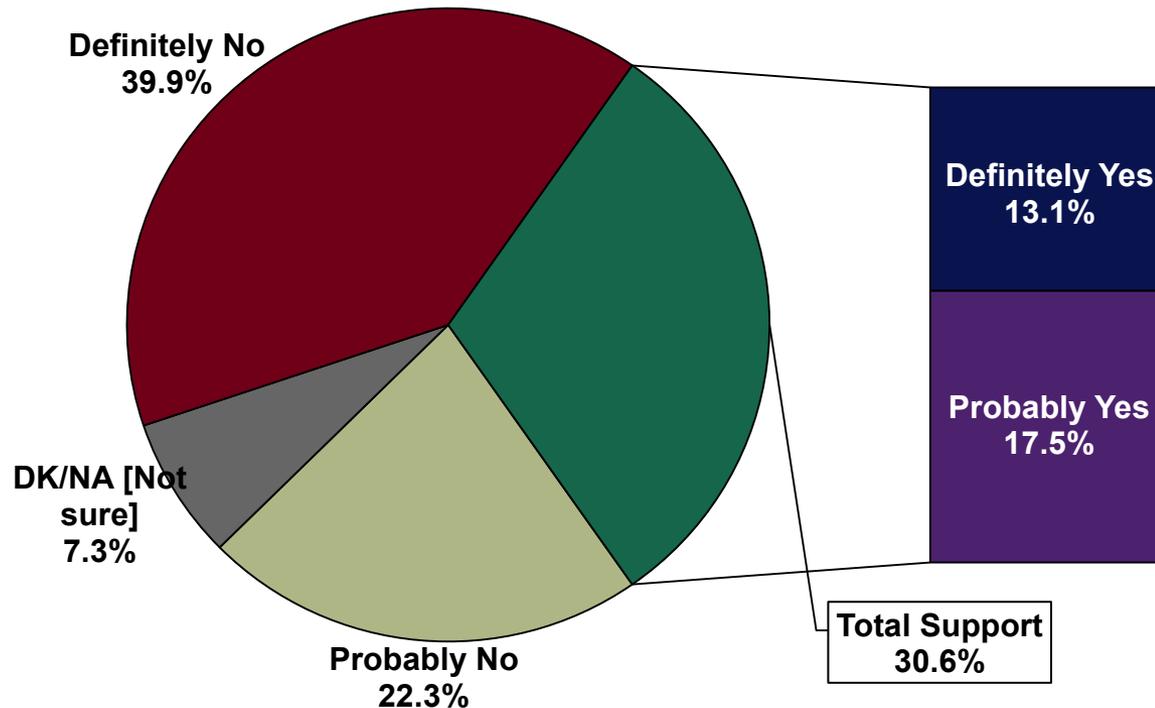
Support for Alternative 9 Year Duration Split Sample D (n=239)



The duration of the measure to fix potholes, sidewalks and repair neighborhood and major town streets; upgrade town parks, playground equipment and restrooms; upgrade walking, hiking and bike trails; and other essential town facilities and services has yet to be decided.

If you heard the measure would last for 9 years, would you vote yes or no on this measure?

Support for a Conceptual UUT Proposal (n=471)



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shall the Town of Los Gatos enact a 2% utility users tax on cable, gas, electric, telephone and garbage, providing \$1 million dollars annually, for 25 years, with annual audits and independent citizens' oversight? [73 words, Town of Los Gatos counts as one word, \$1 million dollars" to be replaced by \$1,000,000 for word count]

If the election were held today, would you vote yes or no on this measure?



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601 108th Avenue NE, Suite 1900
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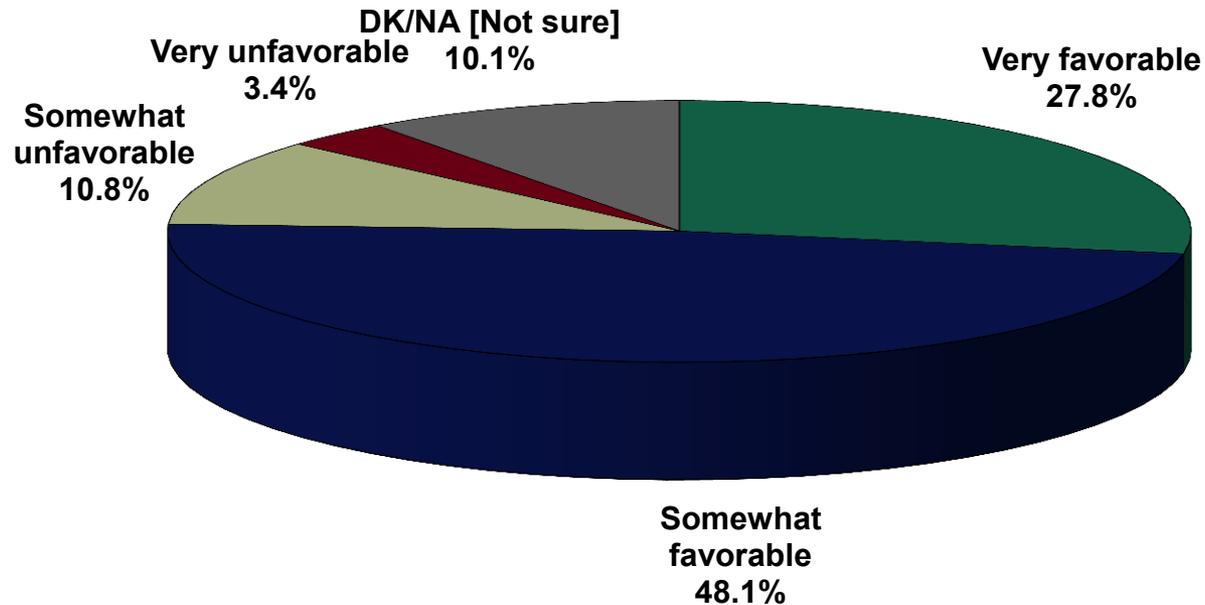
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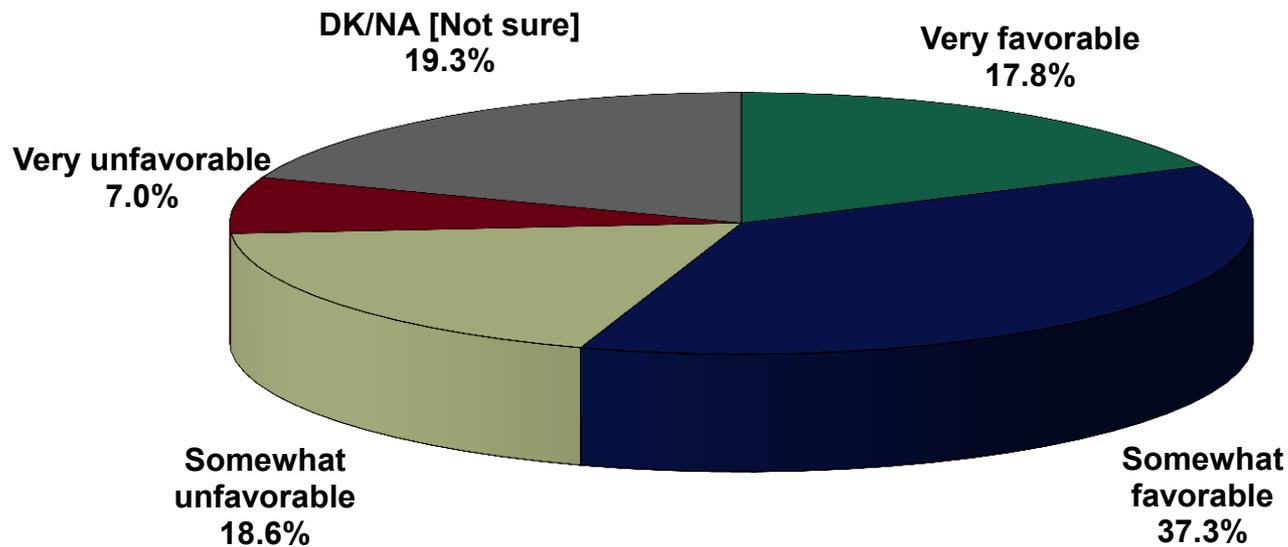


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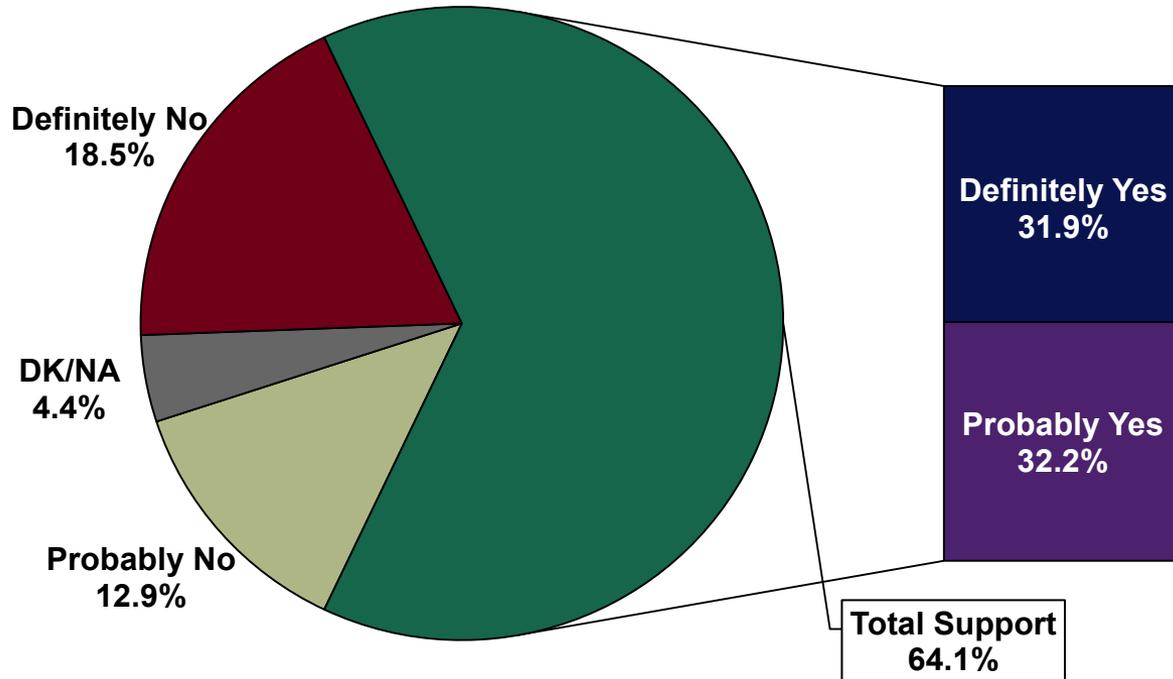


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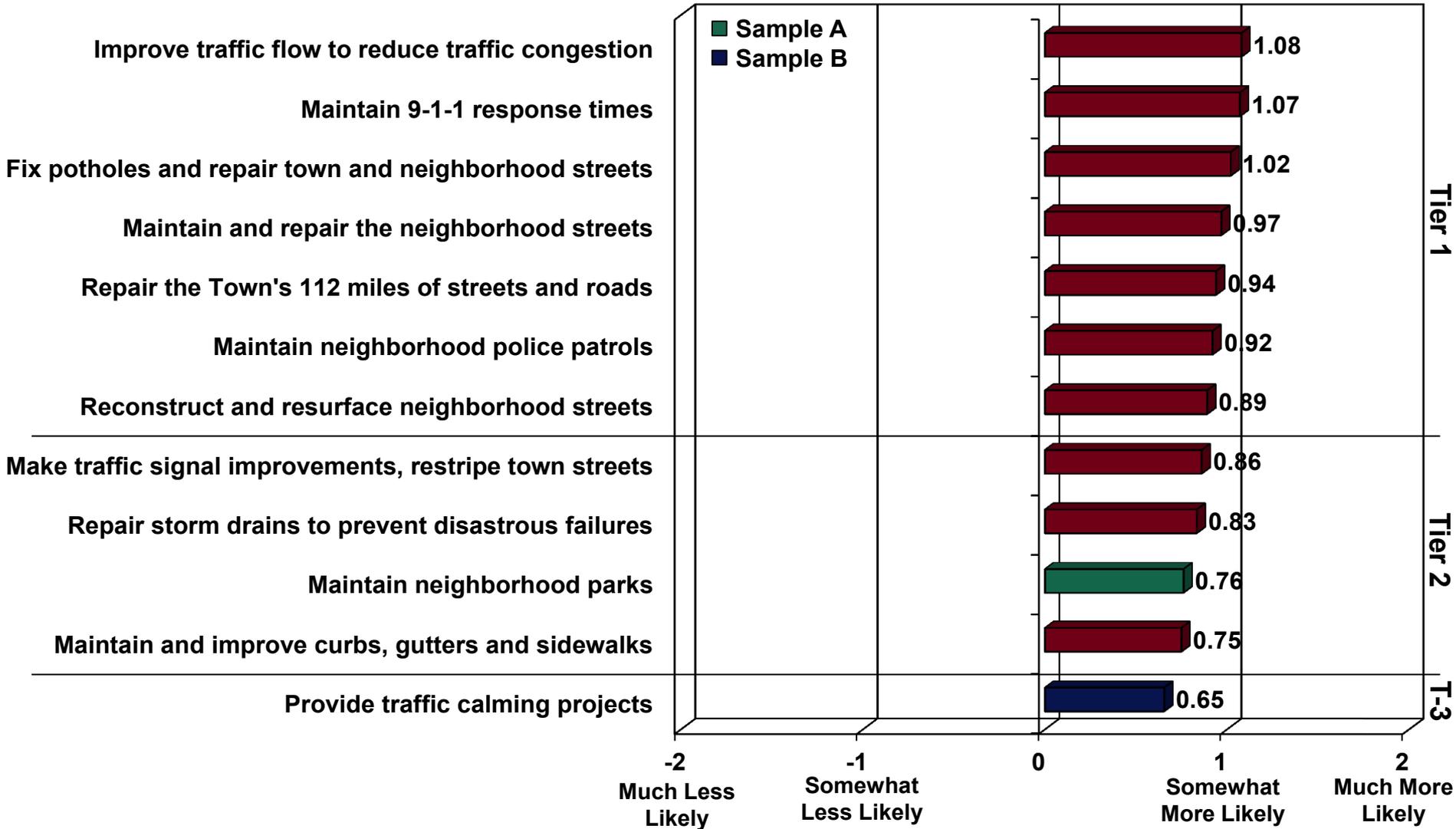
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Community Priorities (n=471)



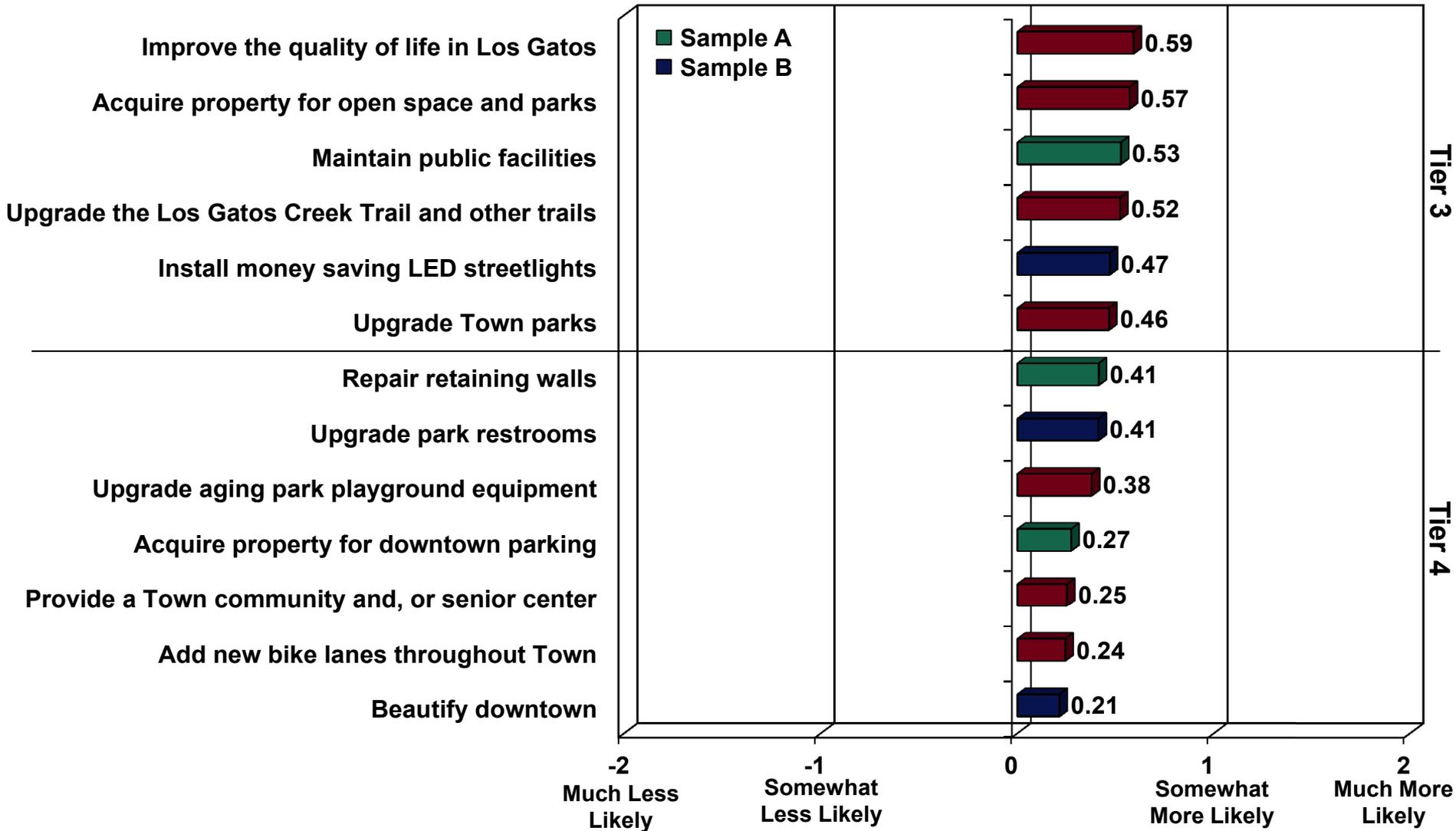
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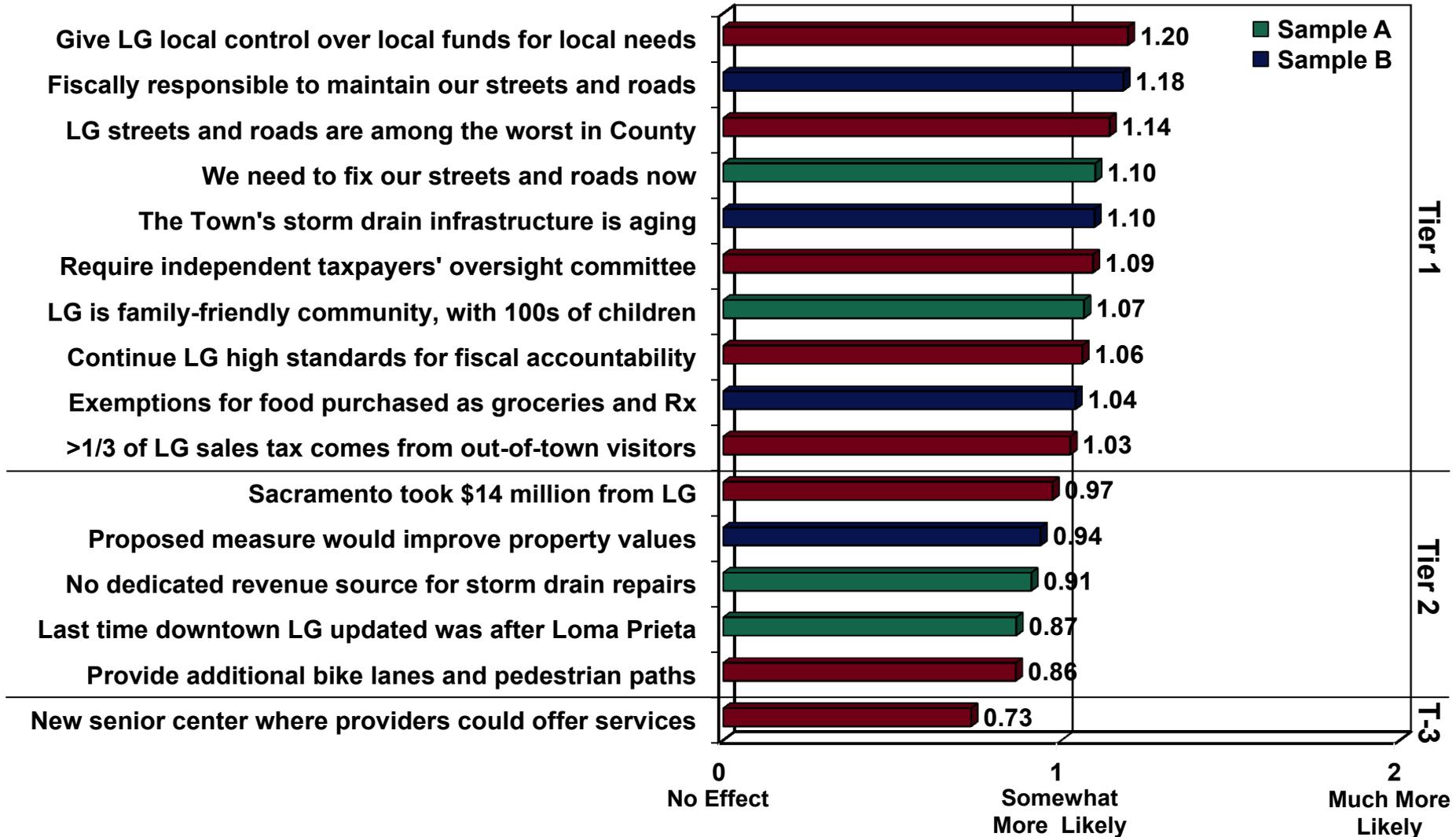


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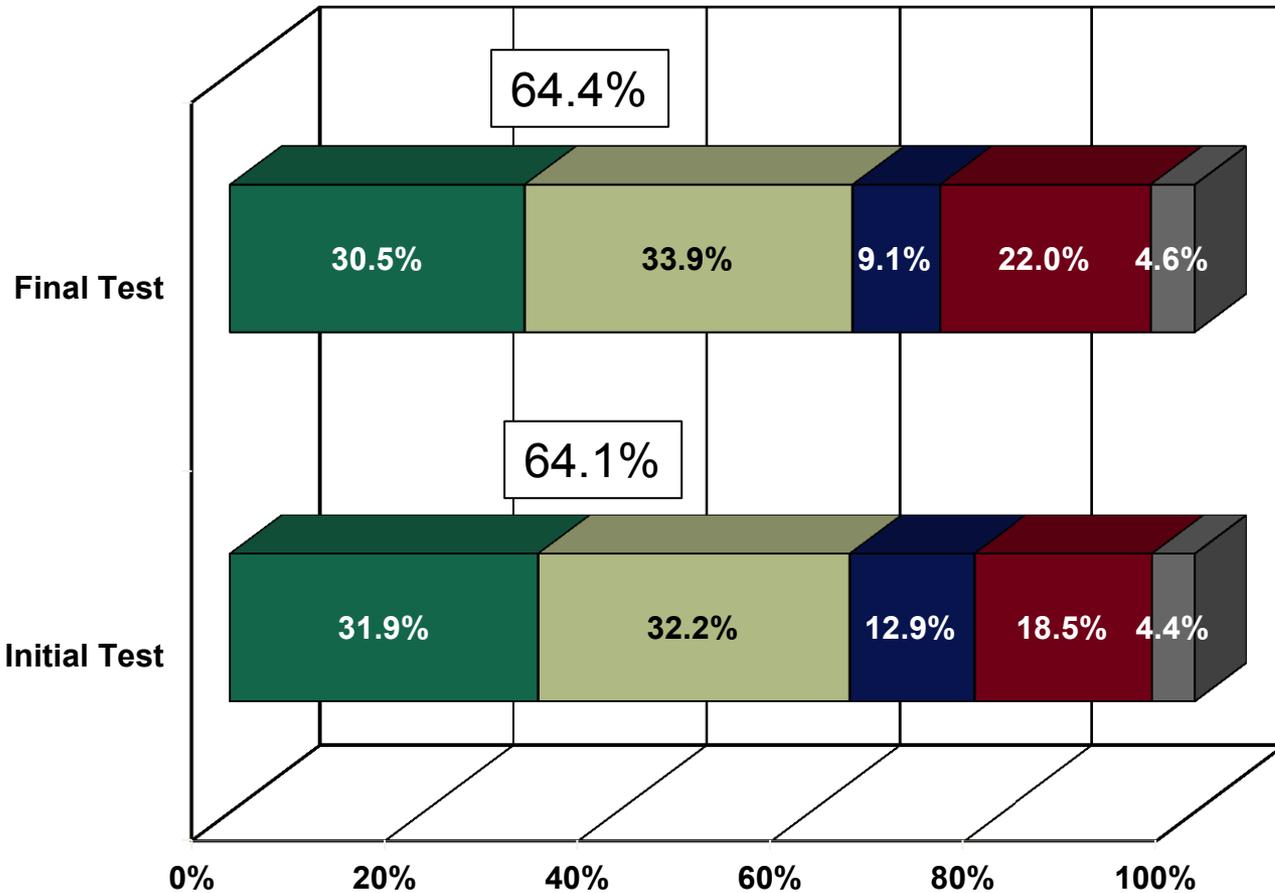
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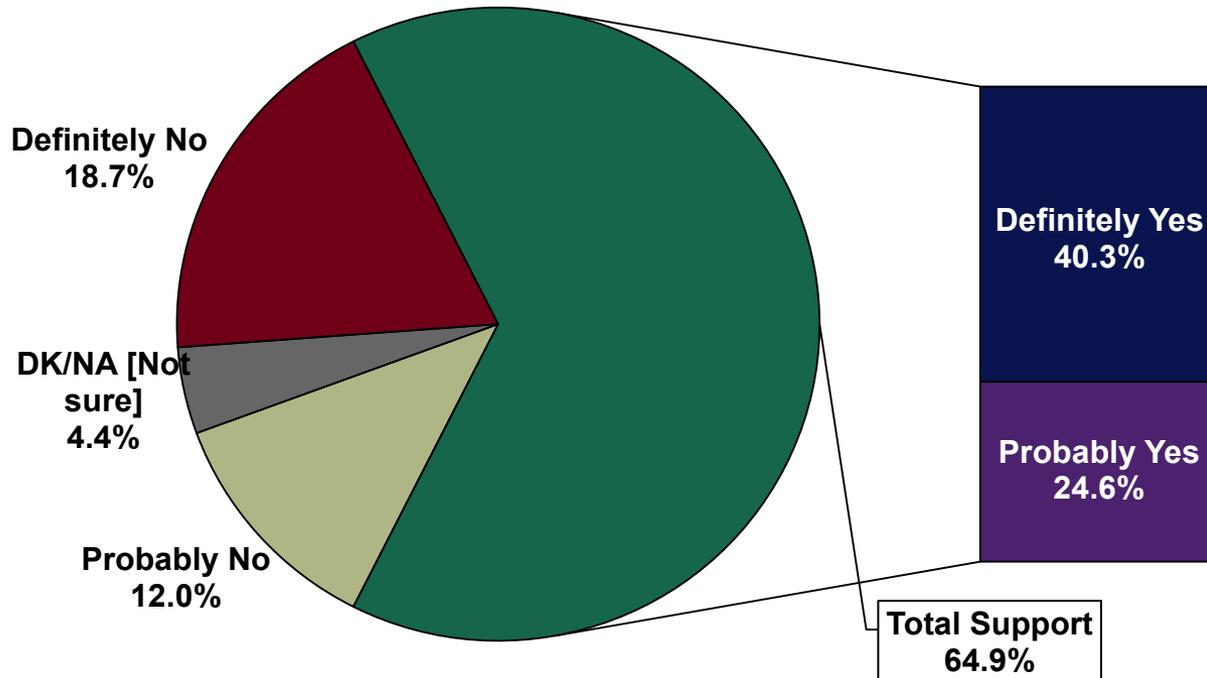
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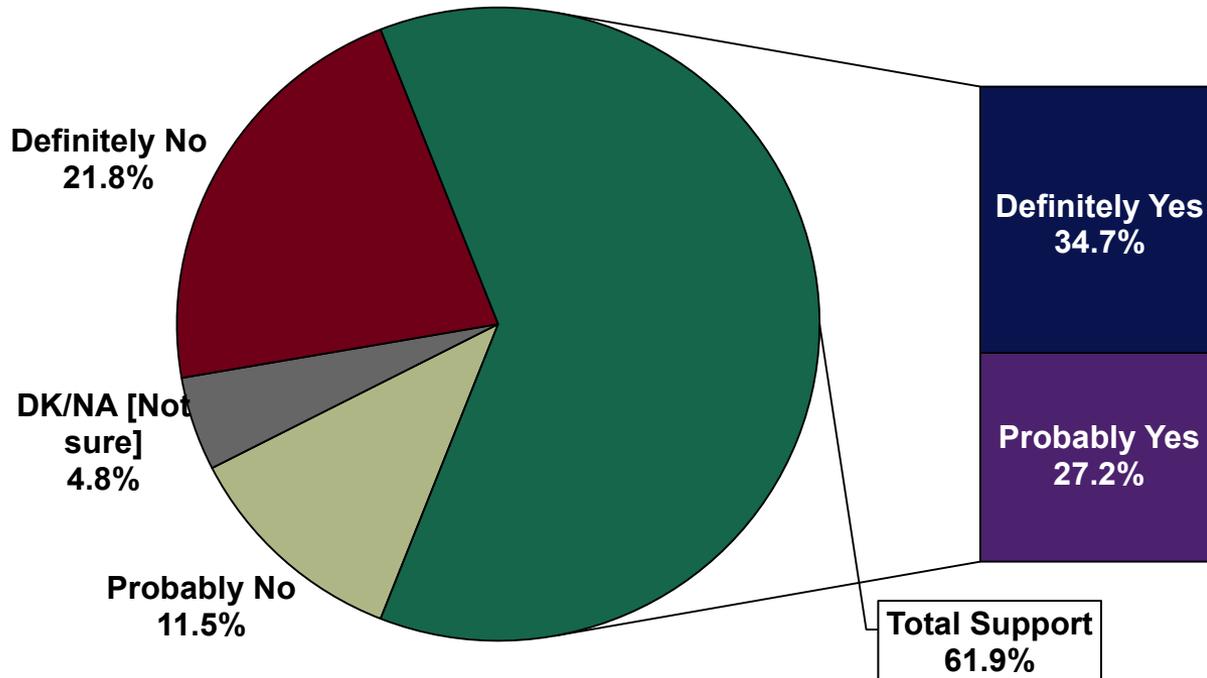
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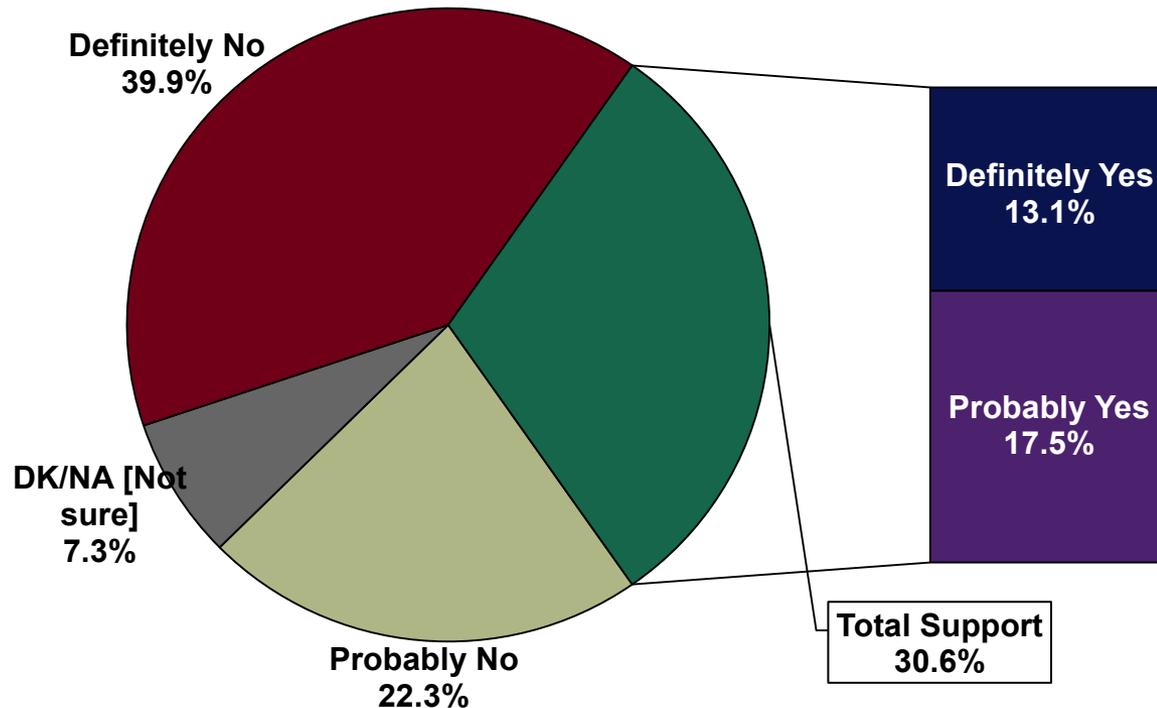
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