



GODBE RESEARCH
Gain Insight

TOWN OF LOS ALTOS HILLS

2016 Town Satisfaction Survey

Topline Report

n=307

20-minutes

Hybrid Sample

February 10, 2016

www.godberesearch.com

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

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

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

METHODOLOGY

Sample Universe:

- 6,348 Adults 18+
- 5,187 Registered Voters

Sample Size:

- Adults 18+ n=307
- Registered Voters n=267

Data Collection: Online & Phone Interviewing

- Online, n=113
- Phone, n=194

Margin of Error:

- Adults 18+ = \pm 5.46%
- Registered Voters = \pm 5.84%

Interview Dates: January 28 to February 7, 2016

Phone Interview Length: 21 minutes

QUALITY OF LIFE

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
1. Generally speaking are you satisfied or dissatisfied with the overall quality of life in Los Altos Hills?	Very satisfied	58.8%		63.4%	
	Somewhat satisfied	36.7%		33.1%	
	Somewhat dissatisfied	4.0%		3.1%	
	Very dissatisfied	.5%		.4%	
	DK/NA	0.0%		0.0%	
	Total Satisfied	95.5%		96.5%	
	Total Dissatisfied	4.5%		3.5%	
	Ratio Sat to Dissat	21.2		27.9	
2. Looking ahead to the next five years, do you think quality of life in Los Altos Hills will stay about the same as today, or will it be better or worse?	Better	10.7%		11.4%	
	About the same	69.5%		70.3%	
	Worse	15.5%		13.9%	
	DK/NA	4.3%		4.4%	

	Adults 18+		Voters	
	Column N %	Mean	Column N %	Mean
3. What do you feel is the single, most important issue facing Los Altos Hills?	Roads/Infrastructure/Potholes	6.2%		6.1%
	Noise pollution/Highway/Airplanes	5.5%		5.8%
	Building big homes	4.7%		4.8%
	Growth/Development/Construction	4.9%		5.4%
	Crime	4.8%		5.2%
	Jobs/Economy	3.7%		4.5%
	Education	2.7%		3.3%
	Crowded/Population growth	1.7%		2.0%
	Wireless connectivity	.5%		.6%
	Taxes	1.0%		1.3%
	Homelessness	.6%		.7%
	Cost of living	5.5%		5.6%
	Traffic/Congestion	9.3%		9.8%
	Water/Drought/Quality	5.3%		5.6%
	Put wiring underground	2.4%		3.0%
	Parking	.2%		.3%
	None/Nothing/No issues	5.4%		5.7%
	Lack of sense of community	1.8%		1.1%
	Maintain rural community	3.1%		2.7%
	Open space/Land management/Zoning/Building codes	3.7%		3.3%
	Trail/Path maintenance	2.4%		2.4%
	Bicycle safety	1.2%		1.5%
	Downtown development	.5%		.6%
	City services	1.1%		.4%
	Fire/Police services	.4%		.5%
	Government	1.8%		1.1%
	Diversity	.9%		.4%
	Public Safety	1.1%		1.4%
	Other mention	2.0%		2.3%
	DK/NA/Unsure	15.5%		12.5%

TOWN SERVICES

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
4. Generally speaking, are you satisfied or dissatisfied with the job Los Altos Hills is doing to provide Town services?	Very satisfied	42.6%		46.5%	
	Somewhat satisfied	45.1%		43.1%	
	Somewhat dissatisfied	5.3%		4.5%	
	Very dissatisfied	3.3%		1.5%	
	DK/NA	3.6%		4.4%	
	Total Satisfied	87.7%		89.6%	
	Total Dissatisfied	8.7%		6.0%	
	Ratio Sat to Dissat	10.1		15.0	
5A. Traffic law enforcement	Very Satisfied	29.9%		31.0%	
	Somewhat Satisfied	34.8%		36.9%	
	Somewhat Dissatisfied	22.3%		19.3%	
	Very Dissatisfied	6.0%		5.6%	
	DK/NA	7.0%		7.1%	
5B. Neighborhood police patrols	Very Satisfied	30.1%		31.3%	
	Somewhat Satisfied	34.5%		39.1%	
	Somewhat Dissatisfied	16.3%		12.6%	
	Very Dissatisfied	5.6%		3.3%	
	DK/NA	13.4%		13.8%	
5C. Communication between the Town and residents	Very Satisfied	33.2%		33.0%	
	Somewhat Satisfied	47.0%		48.9%	
	Somewhat Dissatisfied	10.5%		8.7%	
	Very Dissatisfied	3.1%		2.3%	
	DK/NA	6.2%		7.1%	
5D. The Town's efforts to prevent crime	Very Satisfied	32.4%		35.2%	
	Somewhat Satisfied	37.6%		40.2%	
	Somewhat Dissatisfied	12.6%		8.9%	
	Very Dissatisfied	5.9%		2.8%	
	DK/NA	11.5%		12.9%	
5E. Providing park and recreation programs and events	Very Satisfied	36.8%		40.1%	
	Somewhat Satisfied	43.0%		40.4%	
	Somewhat Dissatisfied	9.4%		6.7%	
	Very Dissatisfied	2.0%		2.5%	
	DK/NA	8.9%		10.3%	
5F. Information and programs to conserve water at your home or business	Very Satisfied	38.7%		40.1%	
	Somewhat Satisfied	38.7%		35.8%	
	Somewhat Dissatisfied	10.6%		10.6%	
	Very Dissatisfied	2.8%		2.7%	
	DK/NA	9.3%		10.8%	
5G. Providing programs for senior citizens	Very Satisfied	17.8%		18.2%	
	Somewhat Satisfied	24.2%		24.5%	
	Somewhat Dissatisfied	9.5%		11.0%	
	Very Dissatisfied	5.1%		4.6%	
	DK/NA	43.4%		41.7%	
5H. Emergency preparedness	Very Satisfied	37.0%		39.6%	
	Somewhat Satisfied	38.1%		38.4%	
	Somewhat Dissatisfied	6.2%		3.1%	
	Very Dissatisfied	1.4%		.6%	
	DK/NA	17.3%		18.3%	

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
5I. Cleaning and maintaining public streets	Very Satisfied	46.8%		51.7%	
	Somewhat Satisfied	34.9%		35.9%	
	Somewhat Dissatisfied	11.2%		9.8%	
	Very Dissatisfied	3.3%		1.5%	
	DK/NA	3.8%		1.1%	
5J. Maintaining parks and open space	Very Satisfied	50.2%		49.6%	
	Somewhat Satisfied	35.3%		35.5%	
	Somewhat Dissatisfied	7.7%		6.9%	
	Very Dissatisfied	2.8%		3.4%	
	DK/NA	4.1%		4.6%	
5K. Processing building permits	Very Satisfied	14.8%		14.6%	
	Somewhat Satisfied	18.8%		20.5%	
	Somewhat Dissatisfied	12.5%		12.7%	
	Very Dissatisfied	8.1%		6.6%	
	DK/NA	45.8%		45.6%	
5L. Sheriff's Department 9-1-1 response time	Very Satisfied	39.2%		42.7%	
	Somewhat Satisfied	20.7%		22.7%	
	Somewhat Dissatisfied	4.2%		4.1%	
	Very Dissatisfied	3.2%		1.9%	
	DK/NA	32.8%		28.6%	
5M. Keeping town parks and pathways clean	Very Satisfied	44.4%		43.6%	
	Somewhat Satisfied	38.7%		39.5%	
	Somewhat Dissatisfied	9.5%		8.2%	
	Very Dissatisfied	2.1%		2.6%	
	DK/NA	5.3%		6.1%	
5N. Maintaining pathways	Very Satisfied	36.5%		39.7%	
	Somewhat Satisfied	37.7%		36.1%	
	Somewhat Dissatisfied	16.2%		15.3%	
	Very Dissatisfied	4.0%		2.7%	
	DK/NA	5.6%		6.2%	
5L. Sheriff's Department 9-1-1 response time			1.32		1.40
5J. Maintaining parks and open space			1.28		1.27
5H. Emergency preparedness			1.24		1.39
5M. Keeping town parks and pathways clean			1.20		1.21
5I. Cleaning and maintaining public streets			1.15		1.28
5E. Providing park and recreation programs and events			1.13		1.21
5F. Information and programs to conserve water at your home or business			1.10		1.12
5C. Communication between the Town and residents			1.03		1.09
5N. Maintaining pathways			.92		1.01
5D. The Town's efforts to prevent crime			.88		1.10
5B. Neighborhood police patrols			.78		.96
5G. Providing programs for senior citizens			.71		.70
5A. Traffic law enforcement			.65		.74
5K. Processing building permits			.36		.44

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
6A. Providing high speed internet to unserved areas	Extremely Important	23.5%		20.8%	
	Very Important	28.0%		30.1%	
	Somewhat Important	25.8%		25.6%	
	Not At All Important	16.9%		16.4%	
	DK/NA	5.8%		7.1%	
6B. Undergrounding utility lines	Extremely Important	22.3%		21.2%	
	Very Important	32.9%		35.1%	
	Somewhat Important	27.6%		28.3%	
	Not At All Important	14.1%		11.6%	
	DK/NA	3.2%		3.8%	
6C. Building a new community center near the Town Hall	Extremely Important	6.5%		5.8%	
	Very Important	14.1%		15.2%	
	Somewhat Important	23.8%		26.5%	
	Not At All Important	51.8%		47.8%	
	DK/NA	3.9%		4.7%	
6D. Expanding the municipal sewer system to unserved areas	Extremely Important	13.7%		13.4%	
	Very Important	22.8%		27.0%	
	Somewhat Important	26.7%		28.4%	
	Not At All Important	28.2%		22.7%	
	DK/NA	8.6%		8.5%	
6E. Providing town maintenance of private roads	Extremely Important	17.6%		14.7%	
	Very Important	24.4%		27.4%	
	Somewhat Important	23.5%		26.2%	
	Not At All Important	29.5%		25.9%	
	DK/NA	5.0%		5.8%	
6F. Providing additional Sheriff's patrol services	Extremely Important	21.6%		20.3%	
	Very Important	32.7%		34.9%	
	Somewhat Important	30.6%		29.7%	
	Not At All Important	10.4%		10.3%	
	DK/NA	4.7%		4.8%	
6F. Providing additional Sheriff's patrol services			1.69		1.68
6B. Undergrounding utility lines			1.66		1.68
6A. Providing high speed internet to unserved areas			1.62		1.60
6E. Providing town maintenance of private roads			1.32		1.33
6D. Expanding the municipal sewer system to unserved areas			1.24		1.34
6C. Building a new community center near the Town Hall			.74		.78

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
7. In the past 12 months, if you have had contact with any Town employee or Council member about an issue or problem how did you contact them?	Town website	6.1%		4.9%	
	Email	15.2%		12.4%	
	Letter to Town	3.5%		3.3%	
	Nextdoor	1.9%		2.2%	
	Other online resource	0.6%		0.0%	
	Public meeting	10.5%		8.3%	
	Telephone call	24.7%		23.9%	
	Visited Town Hall	22.2%		18.6%	
	Did not contact Town employee or council member	43.4%		45.7%	
	Other	1.1%		0.4%	
	DK/NA	3.5%		4.2%	
8. Considering the responsiveness, the quality of information and the level of courtesy, were you satisfied or dissatisfied with your interaction with the Town employee or Council member?	Very satisfied	52.7%		53.5%	
	Somewhat satisfied	33.4%		35.3%	
	Somewhat dissatisfied	4.7%		4.5%	
	Very dissatisfied	7.8%		4.9%	
	DK/NA	1.4%		1.8%	
	Total Satisfied	86.1%		88.8%	
	Total Dissatisfied	12.5%		9.4%	
Ratio Sat to Dissat	6.9		9.4		
9. What is the single, MOST important reason you were dissatisfied with the interaction?	Problem not resolved	37.1%		42.5%	
	Lack of courtesy/politeness	25.8%		25.1%	
	Time it took to answer question	18.3%		0.0%	
	Deferred the issue to another government agency	5.1%		8.8%	
	Did not provide an answer	4.0%		6.9%	
	Information was not helpful/useful	3.8%		6.6%	
	Did not receive a call-back or email to follow-up on my problem	0.0%		0.0%	
	Other/additional comments	5.8%		10.1%	
DK/NA	0.0%		0.0%		

SENSE OF COMMUNITY

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
10. Thinking about the sense of community that you feel living in Los Altos Hills. Would you say that you feel a strong, weak, or no sense of community at all?	Very strong	16.6%		17.3%	
	Somewhat strong	36.2%		37.5%	
	Somewhat weak	26.0%		26.5%	
	Very weak	13.2%		9.5%	
	None at all	6.0%		6.5%	
	DK/NA	2.1%		2.6%	
11. Has the sense of community that you feel living in Los Altos Hills increased, stayed the same or decreased in the last 5 years?	Increased	14.9%		13.4%	
	Stayed the same	62.2%		65.3%	
	Decreased	18.4%		17.0%	
	DK/NA	4.6%		4.3%	
12. How important is having a sense of community in Los Altos Hills to you, is it extremely important, very important, somewhat important, not too important, or not at all important?	Extremely important	17.4%		16.1%	
	Very important	39.5%		40.4%	
	Somewhat important	30.0%		29.7%	
	Not too important	9.4%		9.3%	
	Not at all important	3.7%		4.5%	
	DK/NA	.1%		0.0%	
13. What town events have you or anyone in your household attended?	Town Picnic	47.3%		36.2%	
	4th of July	28.9%		29.0%	
	Pathways Run/Walk	22.3%		20.1%	
	Easter Egg Hunt	13.9%		10.3%	
	Movie Night	13.7%		14.3%	
	Hoedown	12.9%		7.5%	
	Barn Lighting	12.3%		10.2%	
	Vines and Wines	11.5%		11.0%	
	Caroling in the Hills	10.8%		10.5%	
	Earth Day	8.2%		7.1%	
	60th Gala	5.9%		5.9%	
	Hoppin' Hounds Easter Biscuit Hunt	4.2%		3.0%	
	Leadership Conference	2.3%		2.7%	
	Other	11.4%		13.2%	
DK/NA	15.3%		18.7%		

PARKS AND RECREATION

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
14. If you have visited Los Altos Hills open space in the last 12 months, would you say that Los Altos Hills's open space areas are excellent, good, fair, poor, or very poor?	Excellent	33.8%		33.4%	
	Good	41.8%		40.6%	
	Fair	5.9%		6.3%	
	Poor	.5%		.4%	
	Very poor	.2%		.2%	
	Not visited open space	15.5%		16.9%	
	DK/NA	2.3%		2.1%	
15. If you have participated in a Los Altos Hills recreation program in the last 12 months, would you say that Los Altos Hills' recreation classes and programs are excellent, good, fair, poor, or very poor?	Excellent	8.6%		9.2%	
	Good	19.9%		19.2%	
	Fair	2.6%		3.2%	
	Poor	.5%		.6%	
	Very poor	0.0%		0.0%	
	Not participated in a recreation program	66.0%		65.6%	
	DK/NA	2.3%		2.2%	
16. If you have used a Los Altos Hills pathway for walking, running, cycling, or horseback riding in the last 12 months, would you say that Los Altos Hills' pathways areas are excellent, good, fair, poor, or very poor?	Excellent	25.3%		29.4%	
	Good	40.3%		37.2%	
	Fair	15.1%		15.9%	
	Poor	4.0%		3.0%	
	Very poor	.8%		1.0%	
	Not used pathways	13.6%		13.3%	
	DK/NA	.9%		.3%	
17. Why did you rate Los Altos Hills' open space, pathways, or recreation programs as fair, poor or very poor?	Pathways not maintained/Uneven	64.6%		65.1%	
	Lead to nowhere	13.3%		13.2%	
	Animal feces	10.2%		8.8%	
	Trash/Debris on pathways	6.2%		1.6%	
	Need more open space	3.6%		4.4%	
	Need signs	3.5%		4.2%	
	Trees need care/Preservation	1.5%		1.8%	
	Had a bad experience/Dissatisfied	1.2%		1.5%	
	Not well marked	0.0%		0.0%	
	Other mention	4.6%		5.6%	
	Undecided/Need more information	0.0%		0.0%	
	DK/NA/Unsure	10.8%		7.0%	
18. Does Los Altos Hills need more space to hold meetings, classes and recreation programs?	Yes	19.1%		19.5%	
	No	55.1%		56.6%	
	DK/NA	25.7%		23.9%	
19. Does Los Altos Hills need an additional facility with space to hold meetings, classes and recreation programs or can this be done with existing facilities?	Yes, need additional facility	16.5%		16.7%	
	No, can be done with existing facilities	58.2%		59.1%	
	DK/NA	25.3%		24.2%	
20. To provide Los Altos Hills residents with expanded facilities for meetings, classes and recreation programs, would you strongly support, somewhat support, somewhat oppose or strongly oppose the addition of a community center?	Strongly support	15.0%		15.6%	
	Somewhat support	35.3%		34.3%	
	Somewhat oppose	17.9%		18.3%	
	Strongly oppose	24.3%		22.7%	
	DK/NA	7.5%		9.1%	

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
21. If a new community center was built, what would you or members of your household be interested in using it for?	Would not use it	33.9%		35.0%	
	Fitness and wellness programs	31.1%		27.7%	
	Lectures and continuing education	19.4%		17.5%	
	Senior service	19.0%		19.6%	
	Public performances	18.7%		17.8%	
	After-school programs	18.5%		14.6%	
	Music or dance classes	17.9%		13.9%	
	Art programs and exhibits	17.4%		15.5%	
	Group and club meetings	15.8%		13.8%	
	Host a private gathering	13.3%		11.2%	
	Emergency operations center	10.4%		9.6%	
	Other	0.8%		0.9%	
DK/NA	7.6%		7.6%		

INFORMATION SOURCES AND TOWN COMMUNICATION

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
22. What is your most preferred source of information about Town activities, events, and issues?	Email	23.5%		22.0%	
	Town Crier	16.6%		17.7%	
	Newsletter	11.2%		10.8%	
	Direct mailers	6.3%		7.1%	
	E-news	5.9%		3.5%	
	Website (Los Altos Hills official site)	5.2%		5.8%	
	Television	4.5%		5.5%	
	Postal mail	4.3%		1.5%	
	Word of mouth, friends or family	3.0%		3.6%	
	San Jose Mercury News	3.0%		3.7%	
	Los Altos Patch	2.9%		3.0%	
	Activity guide	2.8%		2.6%	
	Nextdoor	2.7%		3.3%	
	Facebook	2.5%		3.0%	
	Website (Other)	1.3%		1.6%	
	Palo Alto Daily Post	1.3%		1.6%	
	Library email notice	.6%		.7%	
	Radio	.4%		.5%	
	Business Times	.2%		.3%	
	Parks e-newsletter	0.0%		0.0%	
	Rapid Notify emergency phone alerts	0.0%		0.0%	
	Twitter	0.0%		0.0%	
	Video archive of town meetings	0.0%		0.0%	
	Video streaming of town meetings	0.0%		0.0%	
	Other	.5%		.6%	
	DK/NA	1.2%		1.4%	

DEMOGRAPHICS

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
A. Do you live East or West of 280?	East of 280	45.1%		46.4%	
	West of 280	47.8%		45.7%	
	DK/NA	7.0%		7.8%	
B. Do you live North or South of Magdalena Avenue?	North Magdalena Avenue	78.6%		77.8%	
	South of Magdalena Avenue	15.5%		15.6%	
	DK/NA	6.0%		6.7%	
C. Is your home connected to the public sewer or a private septic tank?	Public sewer	61.1%		59.0%	
	Private septic tank	35.8%		37.2%	
	DK/NA	3.1%		3.8%	
D. Is your home located on a public or private street?	Public street	61.3%		58.7%	
	Private street	34.8%		36.6%	
	DK/NA	4.0%		4.6%	
E. Do you or someone in your household do any of the following activities?	Walking or hiking	85.1%		84.5%	
	Running	35.5%		32.7%	
	Cycling / mountain biking	34.2%		36.1%	
	Horseback riding	8.4%		6.3%	
	Other	5.1%		5.8%	
F. What is your age?	DK/NA	5.7%		6.0%	
	18 to 29	9.9%		12.1%	
	30 to 39	8.1%		6.4%	
	40 to 49	16.6%		13.2%	
	50 to 64	34.2%		32.8%	
	65 or older	29.8%		33.8%	
G. If you have children under the age of 18 living in your household, what are the ages of those children?	DK/NA	1.4%		1.7%	
	0 to 4 years (pre-school)	7.1%		4.6%	
	5 to 11 years (grade-school)	19.7%		13.7%	
	12 to 13 years (middle-school)	5.5%		5.3%	
	14 to 17 years (high-school)	15.3%		14.2%	
	None	64.0%		69.9%	
H. Respondent's gender	DK/NA	0.3%		0.4%	
	Male	48.5%		49.0%	
I. Ethnic Surname	Female	51.5%		51.0%	
	Japanese	.8%		.8%	
	Chinese	8.9%		8.9%	
	Hispanic	4.1%		4.1%	
	Jewish	6.1%		6.1%	
	Armenian	.7%		.7%	
	Vietnamese	0.0%		0.0%	
	Italian	1.0%		1.0%	
	Korean	.8%		.8%	
	African American	0.0%		0.0%	
J. Homeownership Status	Not Coded	77.6%		77.6%	
	Owner	85.1%		85.1%	
K. Party	Renter	14.9%		14.9%	
	Democrat	35.0%		35.0%	
	Republican	32.6%		32.6%	
	Other party	3.0%		3.0%	
	Decline to state/no party preference	29.4%		29.4%	

		Adults 18+		Voters	
		Column N %	Mean	Column N %	Mean
L. Household Party Type	Dem 1	12.4%		12.4%	
	Dem 2+	12.7%		12.7%	
	Rep 1	8.8%		8.8%	
	Rep 2+	14.1%		14.1%	
	Other 1	14.0%		14.0%	
	Other 2+	7.2%		7.2%	
	Dem & Rep	7.0%		7.0%	
	Dem & Other	11.7%		11.7%	
	Rep & Other	9.3%		9.3%	
	Dem, Rep & Other	2.8%		2.8%	
M. Registration Date	2013 to 2016	16.2%		16.2%	
	2009 to 2012	18.4%		18.4%	
	2005 to 2008	12.7%		12.7%	
	2001 to 2004	10.5%		10.5%	
	1997 to 2000	6.3%		6.3%	
	1993 to 1996	5.4%		5.4%	
	1981 to 1992	13.6%		13.6%	
	1980 or before	16.9%		16.9%	
	Not coded	0.0%		0.0%	
N. Voting History		see detailed crosstabs			
O. Times Voted in Last Elections	0	7.5%		7.5%	
	1	8.9%		8.9%	
	2	1.9%		1.9%	
	3	4.9%		4.9%	
	4	3.9%		3.9%	
	5	4.8%		4.8%	
	6	4.5%		4.5%	
	7	4.5%		4.5%	
	8	6.8%		6.8%	
	9	6.8%		6.8%	
	10	6.8%		6.8%	
	11	8.9%		8.9%	
	12	13.9%		13.9%	
	13	16.1%		16.1%	
P. Absentee Voter	0	18.9%		18.9%	
	1	9.2%		9.2%	
	2	3.5%		3.5%	
	3	5.7%		5.7%	
	4	4.0%		4.0%	
	5	4.5%		4.5%	
	6	4.2%		4.2%	
	7	3.5%		3.5%	
	8	5.6%		5.6%	
	9	5.1%		5.1%	
	10	8.5%		8.5%	
	11	9.0%		9.0%	
	12	7.6%		7.6%	
	13	10.9%		10.9%	
Q. Permanent Absentee Voter	Yes	78.6%		78.6%	
	No	21.4%		21.4%	
R. Likely Absentee Voter	Yes	75.1%		75.1%	
	No	24.9%		24.9%	