

**Summary Charts of Results
from a Survey
of November 2024 Likely Voters
in the Town of Los Gatos,
California**

200 Interviews

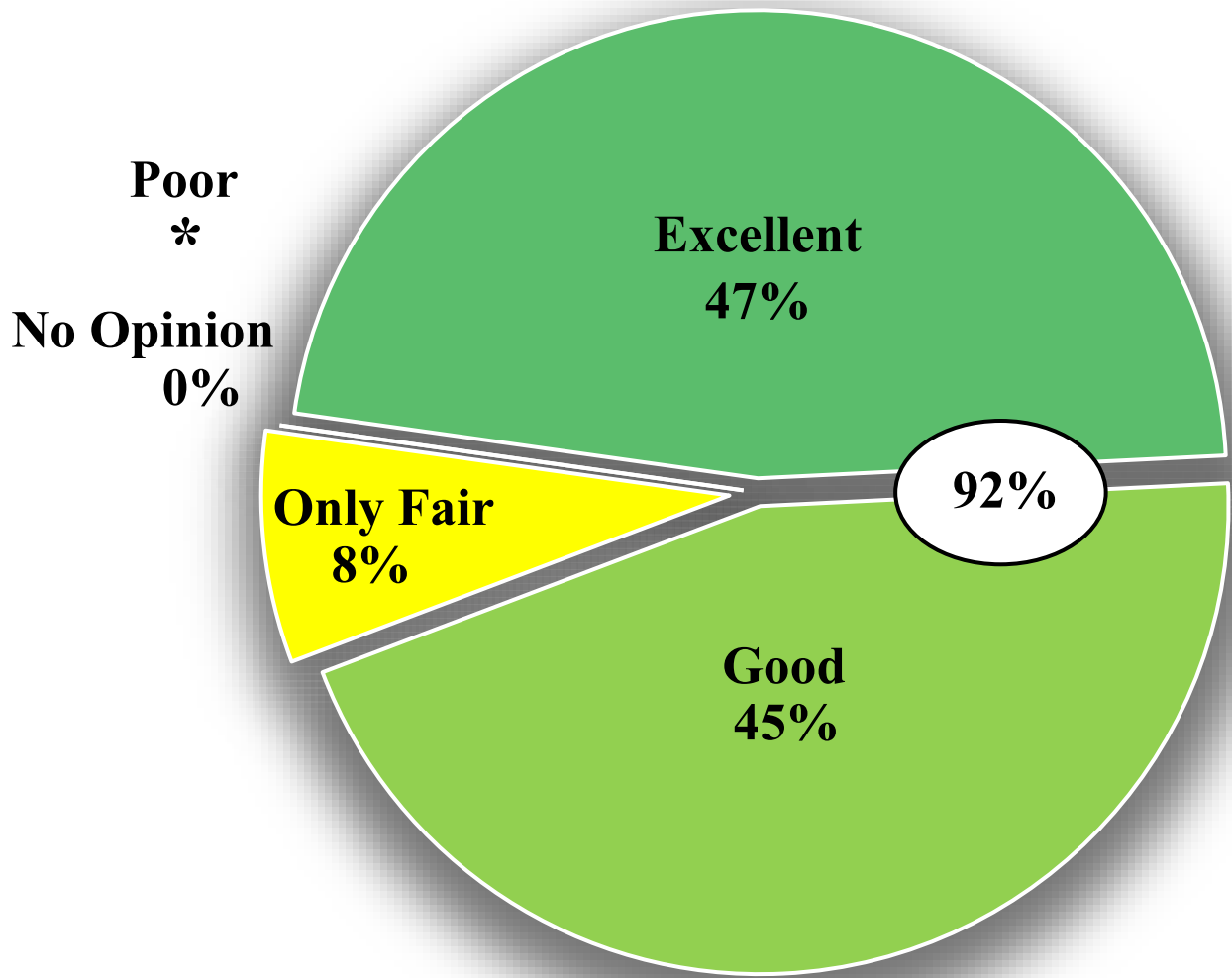
Interviewing: March 24-27, 2024

conducted by



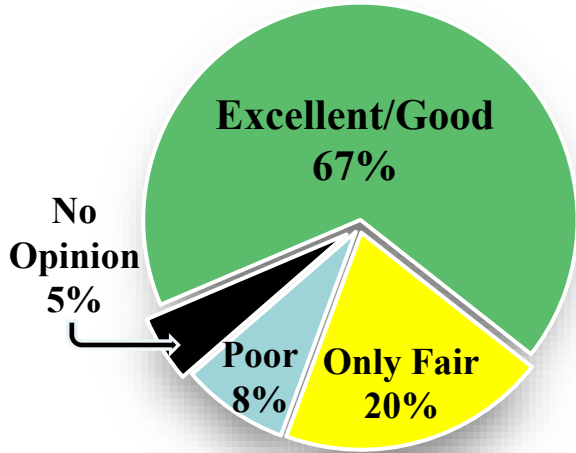
GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

Rating Los Gatos as a Place to Live

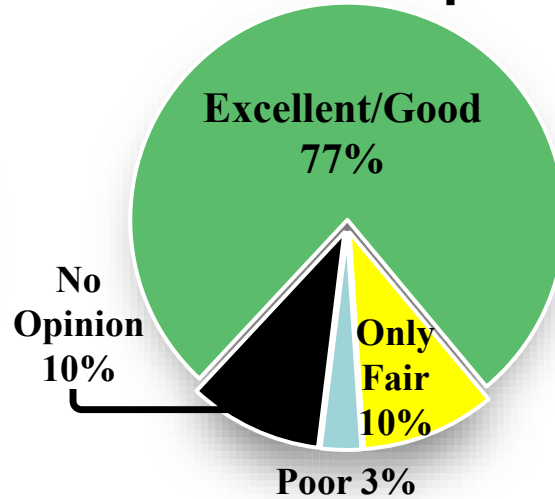


Excellent/Good Job Ratings in Los Gatos

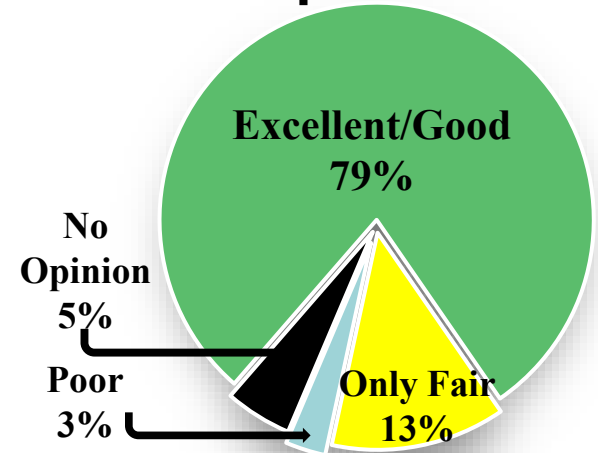
Town Government Overall



Parks & Public Works Department



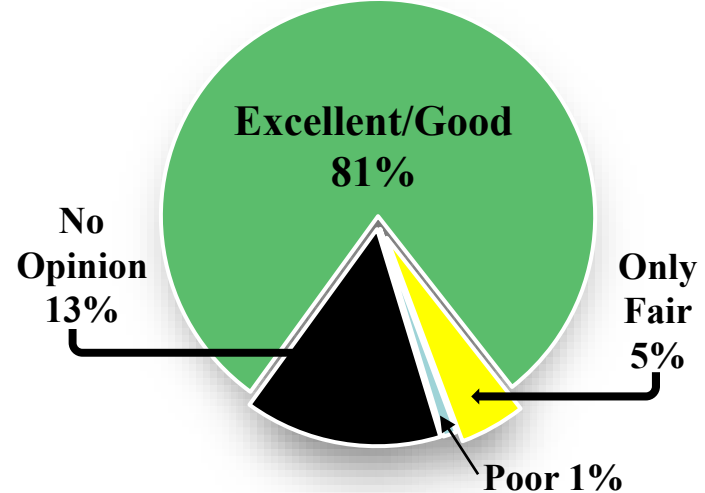
Police Department



Community Development Department

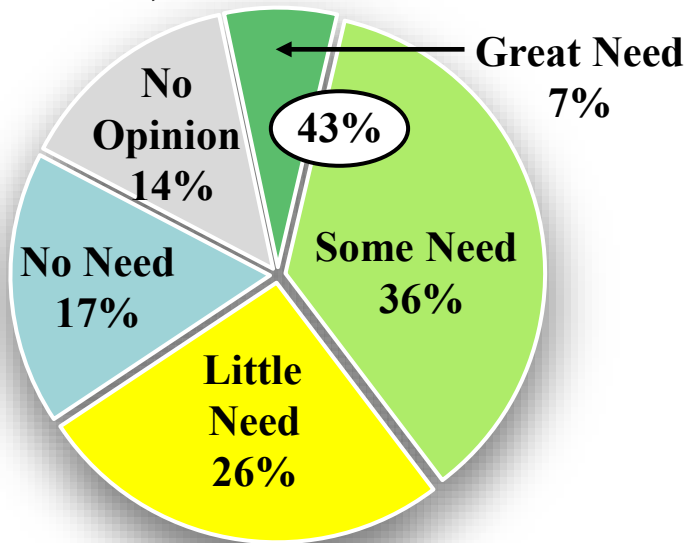


Library Department

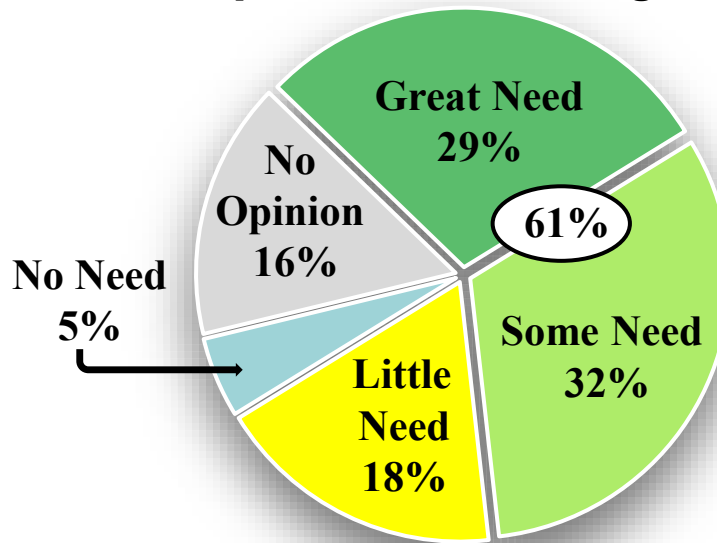


Voter Perceptions of Need for More Money

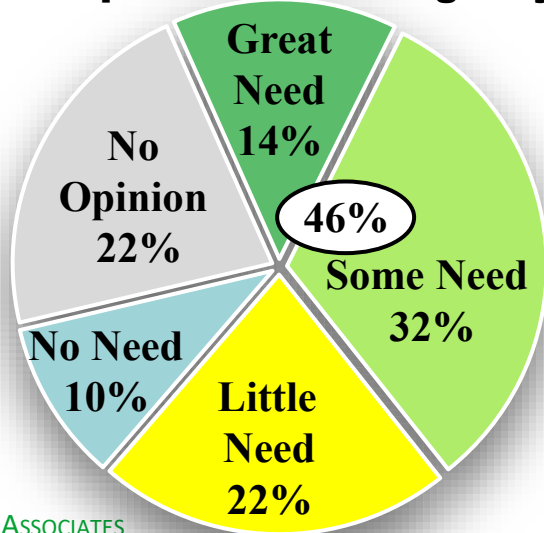
In General, For Town of Los Gatos



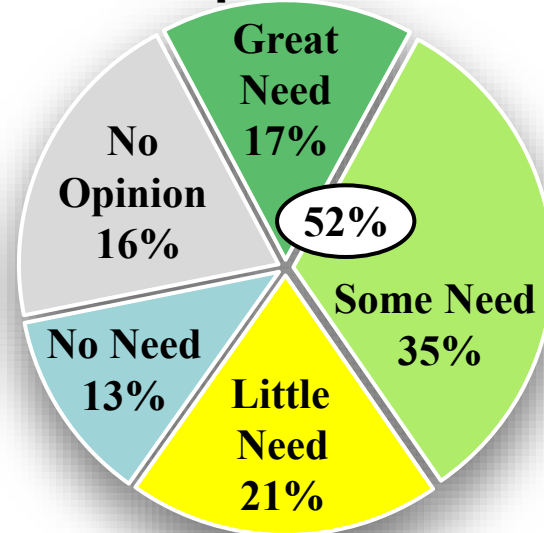
Maintain Adequate Wildfire Management Services



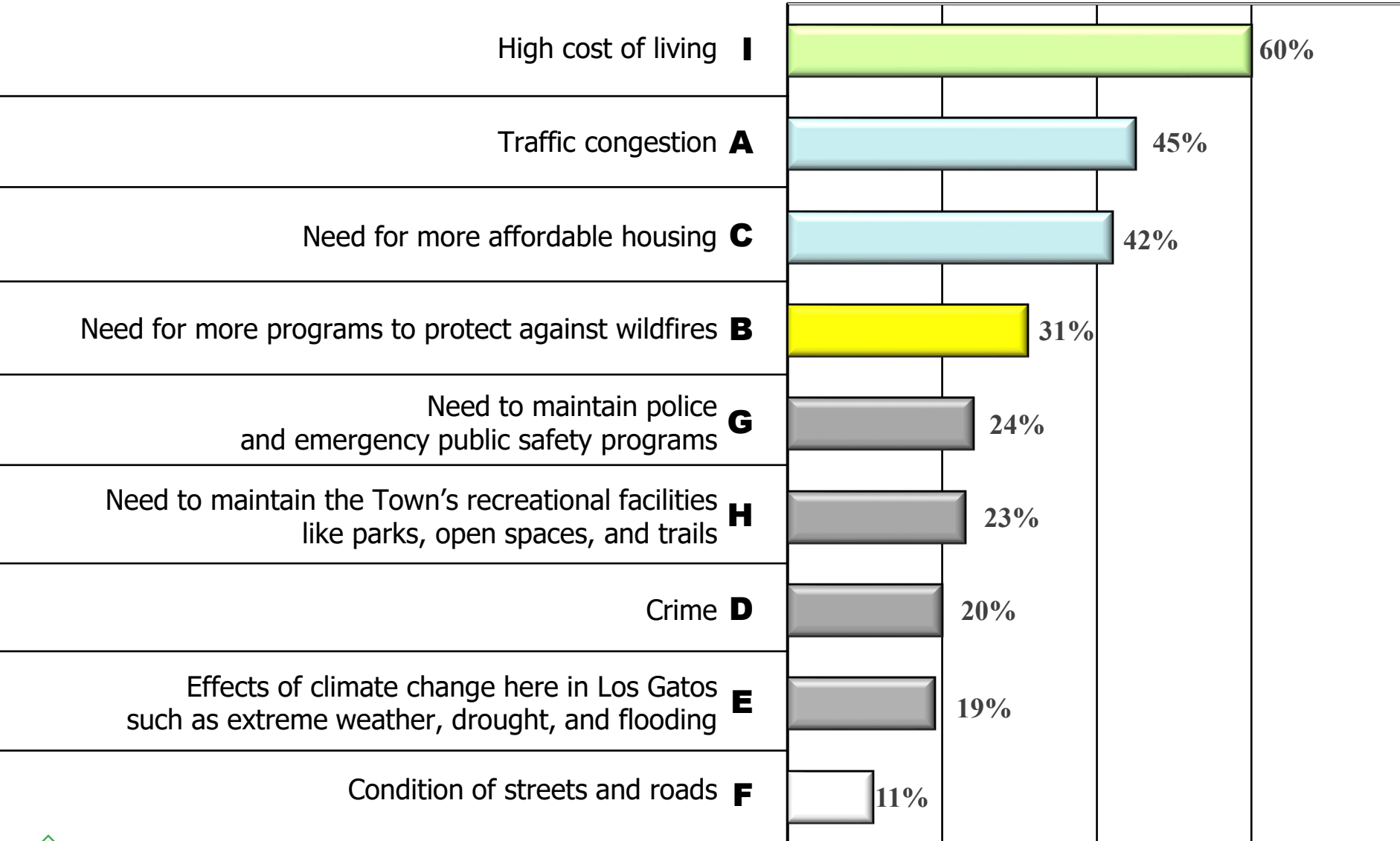
Maintain Adequate 9-1-1 Emergency Services



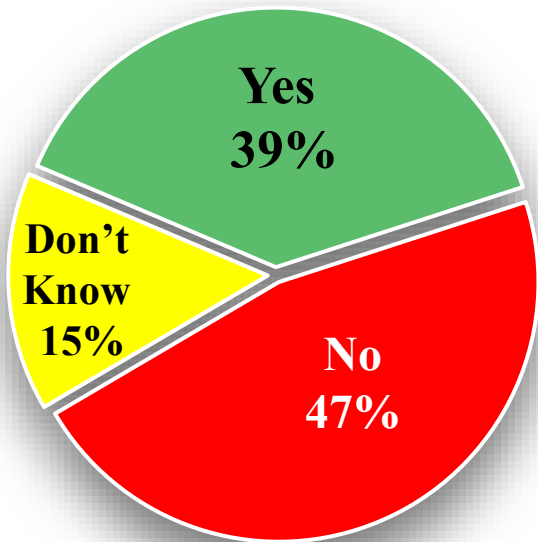
Maintain Adequate Police Services



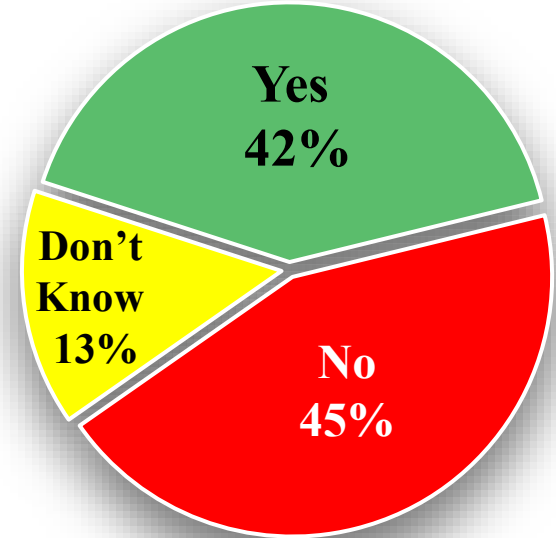
Very Serious Issues/Problems in Los Gatos



**Awareness of 2018
Sales Tax**

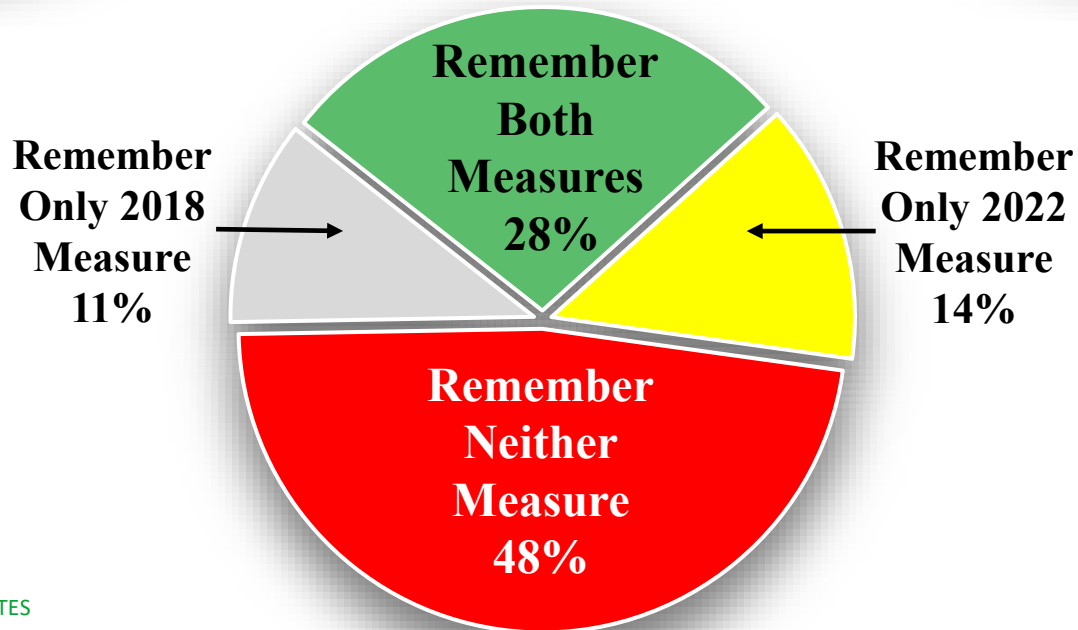


**Awareness of 2022
Business Licenses & Taxes**

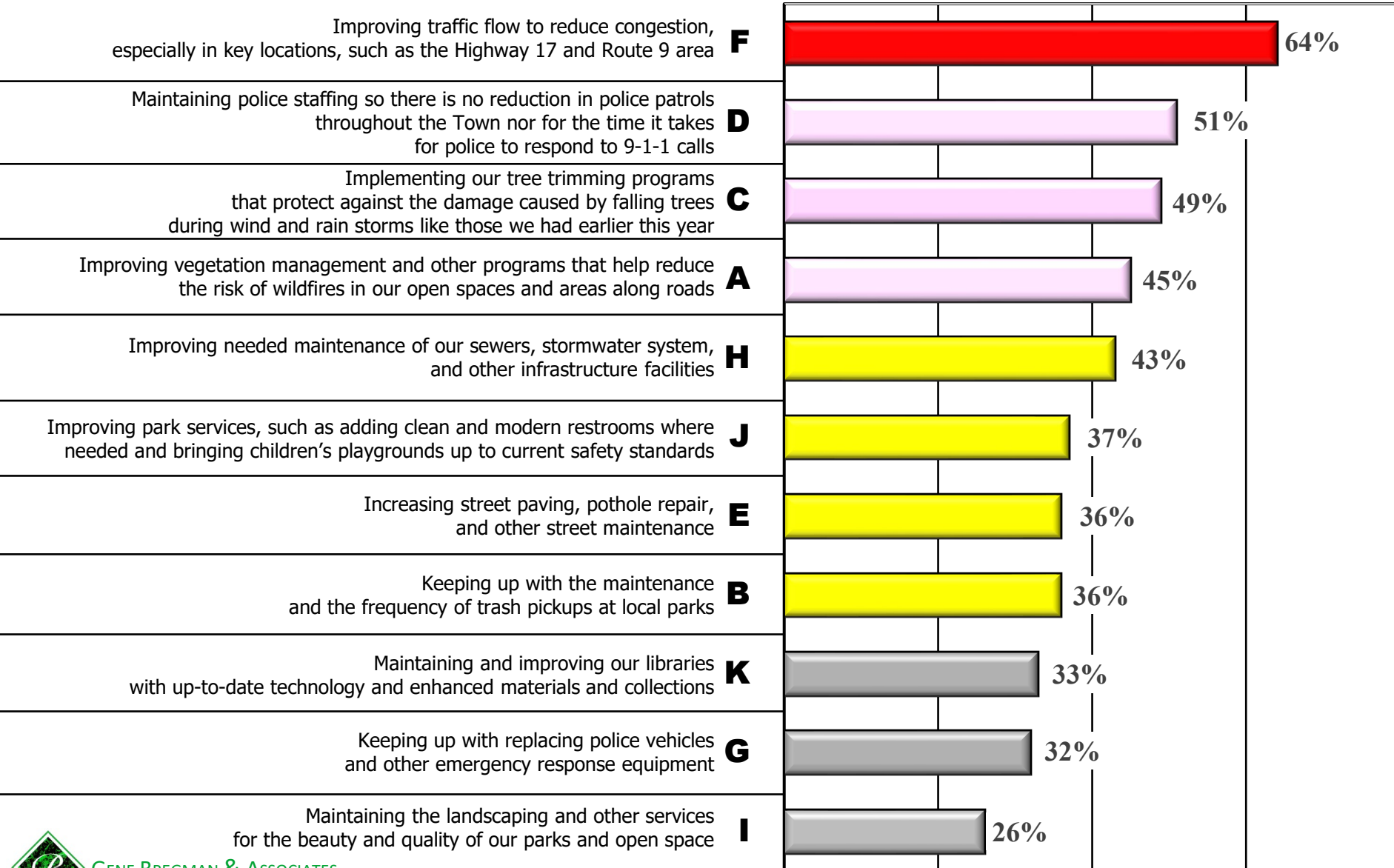


**Awareness
Previous
Tax
Measures**

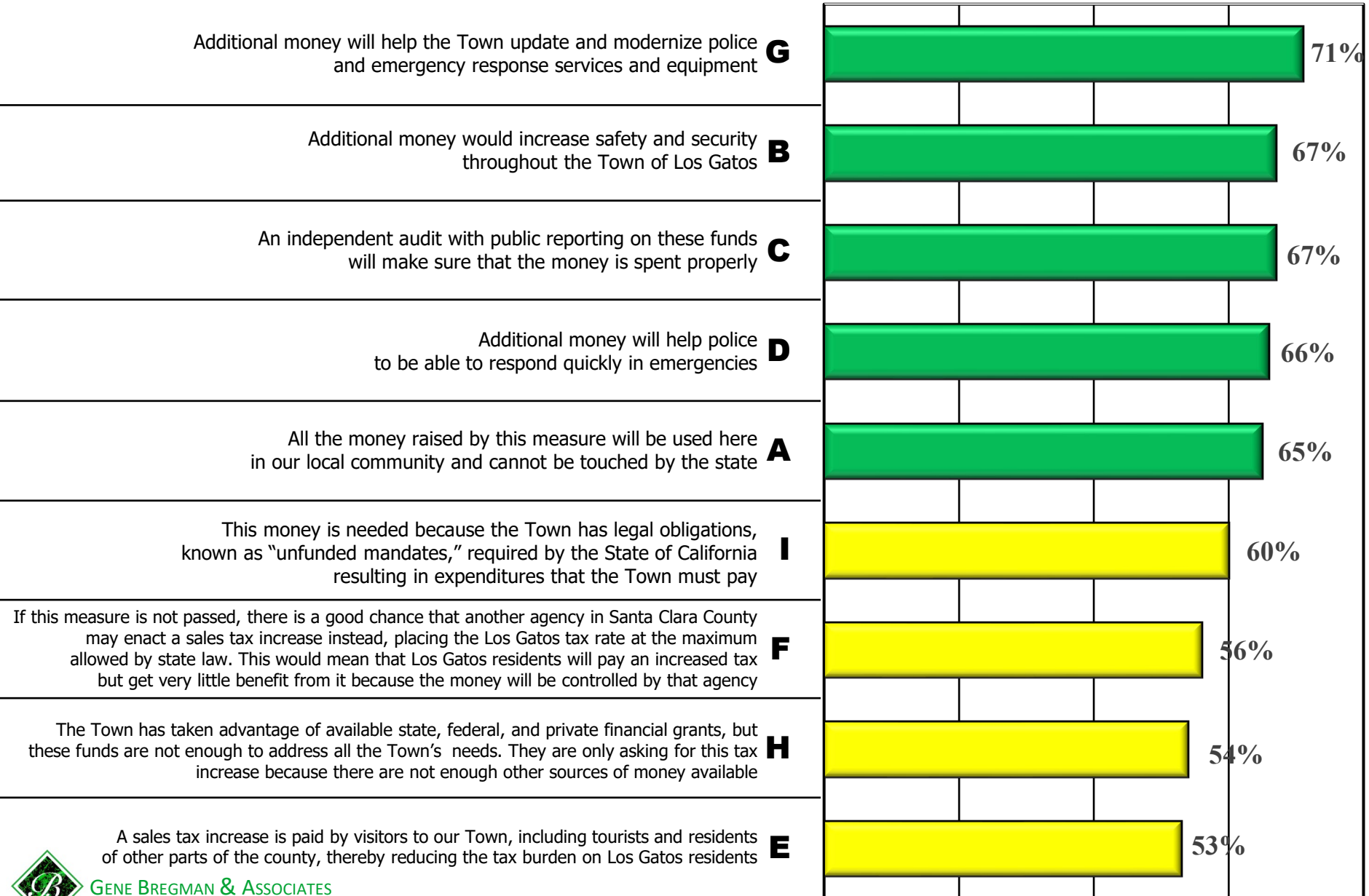
Combined Awareness of Previous Measures



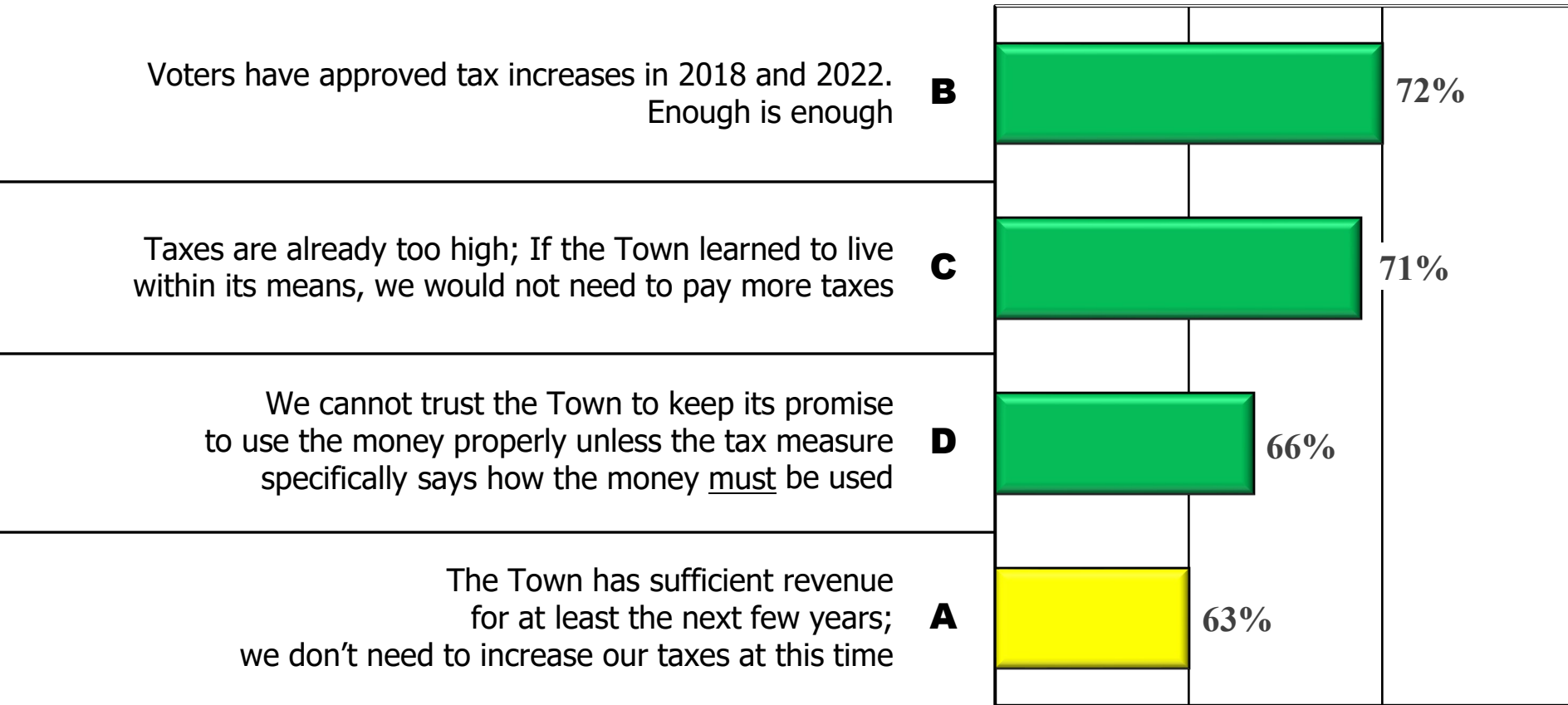
Very Important Problems That Could Be Addressed by Sales Tax



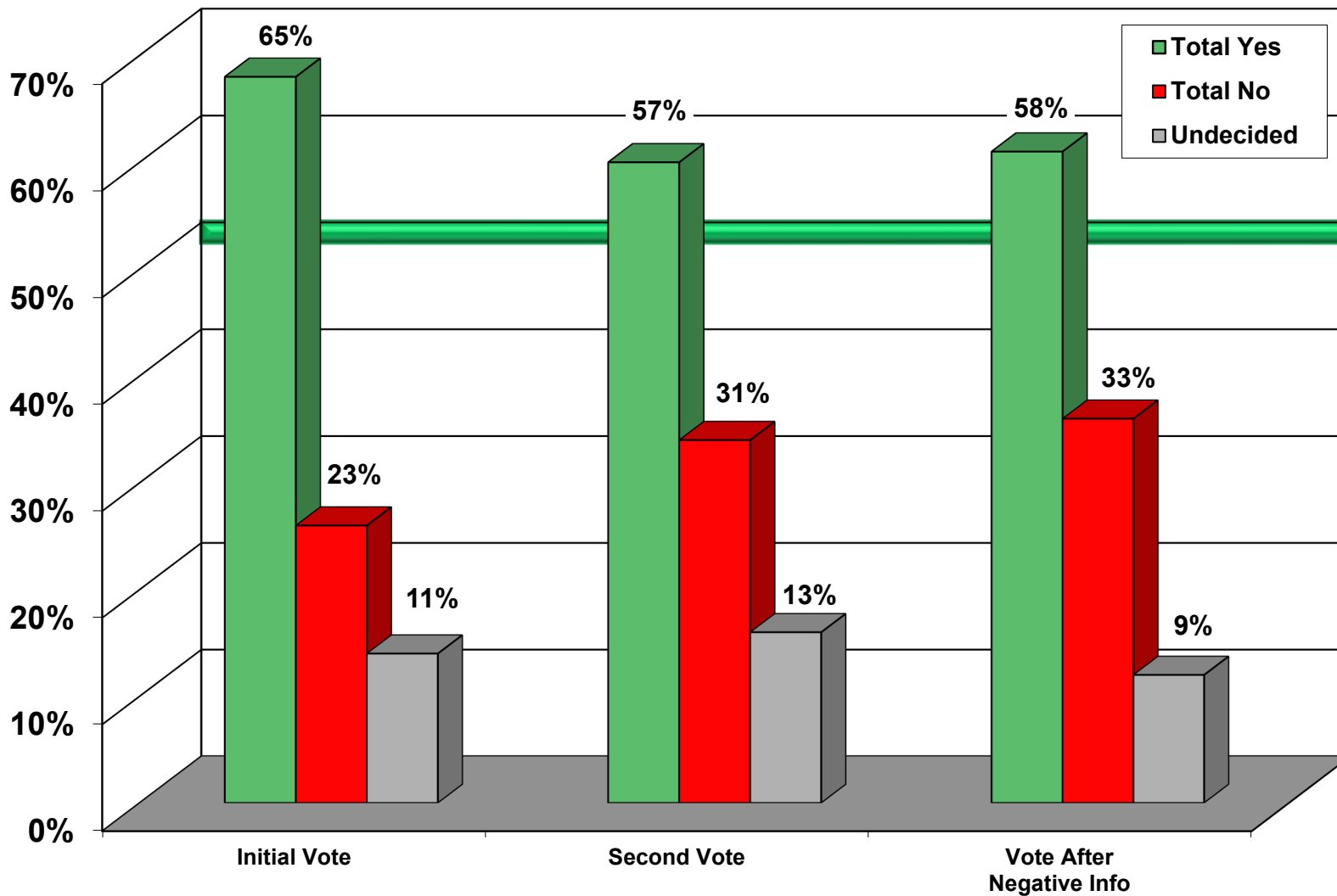
Believable Statements In Favor of Sales Tax Measure



Believable Statements Opposed to Sales Tax Measure



Votes on One-Eighth Cent Sales Tax



Conclusions

1. Los Gatos residents are very positive towards their Town, local government, and Departments within local government
2. Maintaining public safety (police services and wildfire prevention) and traffic congestion are of paramount importance to voters
3. Majority of voters are supportive of a 1/8 cent sales tax increase for the Town
4. If the Town captures the remaining 1/8 percent of sales tax capacity available to Los Gatos, 100% of the funds would remain in Los Gatos
5. Not claiming the remaining sales tax capacity means a County agency could capture the 1/8 percent and raise sales tax for Los Gatos with potentially minimal benefit to the Town



Recommended Next Steps

Phase II

May – Early June: Stakeholder Outreach, Public Information

- Provide informational toolkit (fact sheet, Q&A, website content)
- Conduct stakeholder outreach
- Send informational mailer

Late June 2024: Report to Council on Outreach/Feedback and Potential Ballot Measure Language

Incorporating polling data and stakeholder outreach feedback, NBS/GBA will:

- Make final recommendations to Town on potential ballot measure, timing, and measure language
- Assist Town staff in finalizing ordinance language and accompanying resolutions