







City of Pleasanton 2021 Community Survey

*Key Findings of a Survey Conducted Among Pleasanton Residents
September 20 - October 6, 2021*



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	September 20 - October 6, 2021			
Survey Type	Dual-mode Resident Survey			
Research Population	Residents of Pleasanton Ages 18+			
Total Interviews	996			
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level			
Contact Methods	 Telephone Calls	 Email Invitations	 Postcard Invitations	 Text Invitations
Data Collection Modes	 Telephone Interviews	 Online Interviews		
Languages	English, Spanish and Chinese			

(Note: Not All Results Will Sum to 100% Due to Rounding)

Framing Overview

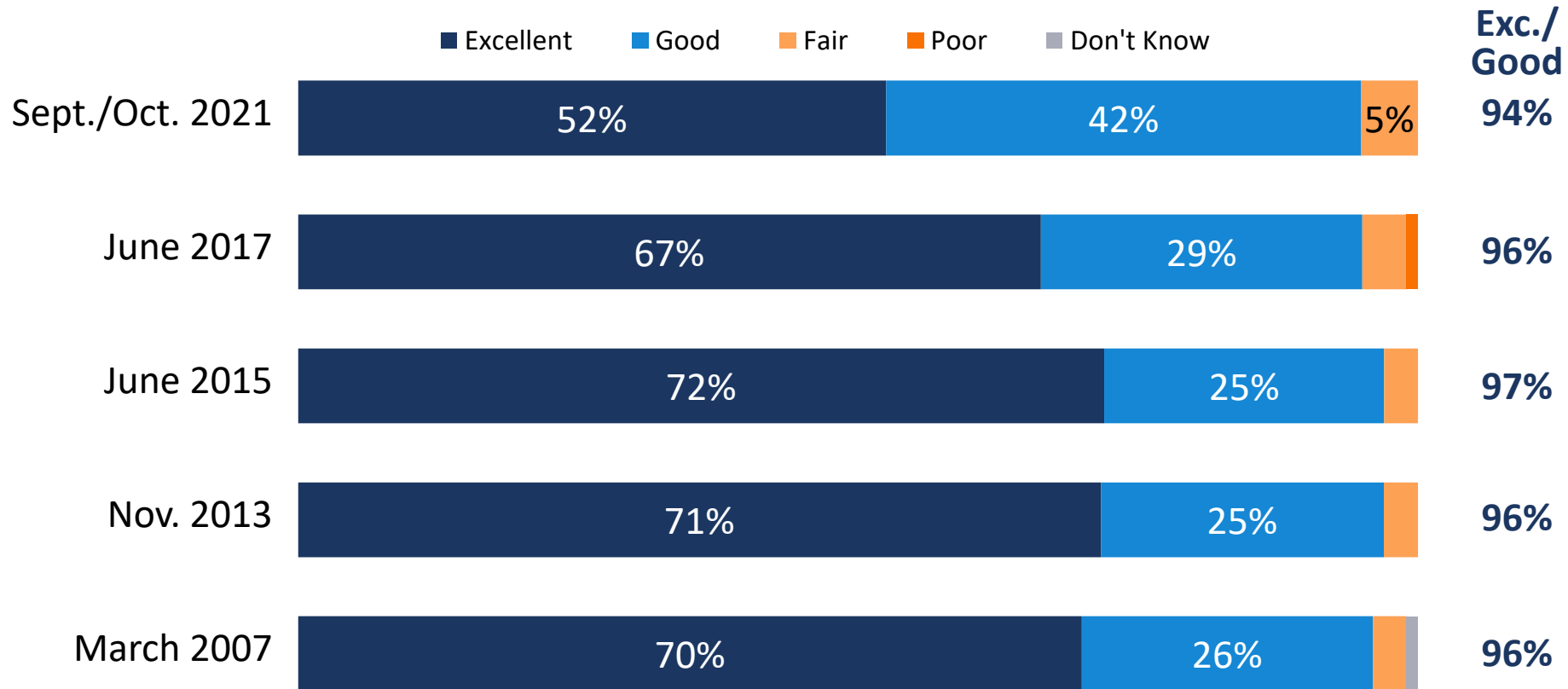
Areas of Improvement	Good Areas Holding Steady	Areas for Extra Attention
<ul style="list-style-type: none">• Fewer misgivings about excessive growth and development• Fewer concerns about traffic congestion• Satisfaction levels higher regarding open space preservation	<ul style="list-style-type: none">• <u>Overall</u> perceptions services remain positive and at 2017 levels• Concerns about housing costs remain high, but have not worsened• Individual aspects of interactions with City staff are positive and holding steady	<ul style="list-style-type: none">• While overall quality of life metrics remain good, the intensity of those positive feelings has declined• Less positive views of the City's infrastructure planning• Lower levels of satisfaction with local water supplies and quality, as well as school police resource officers and the DARE program• Some greater concern about the local economy and local taxes



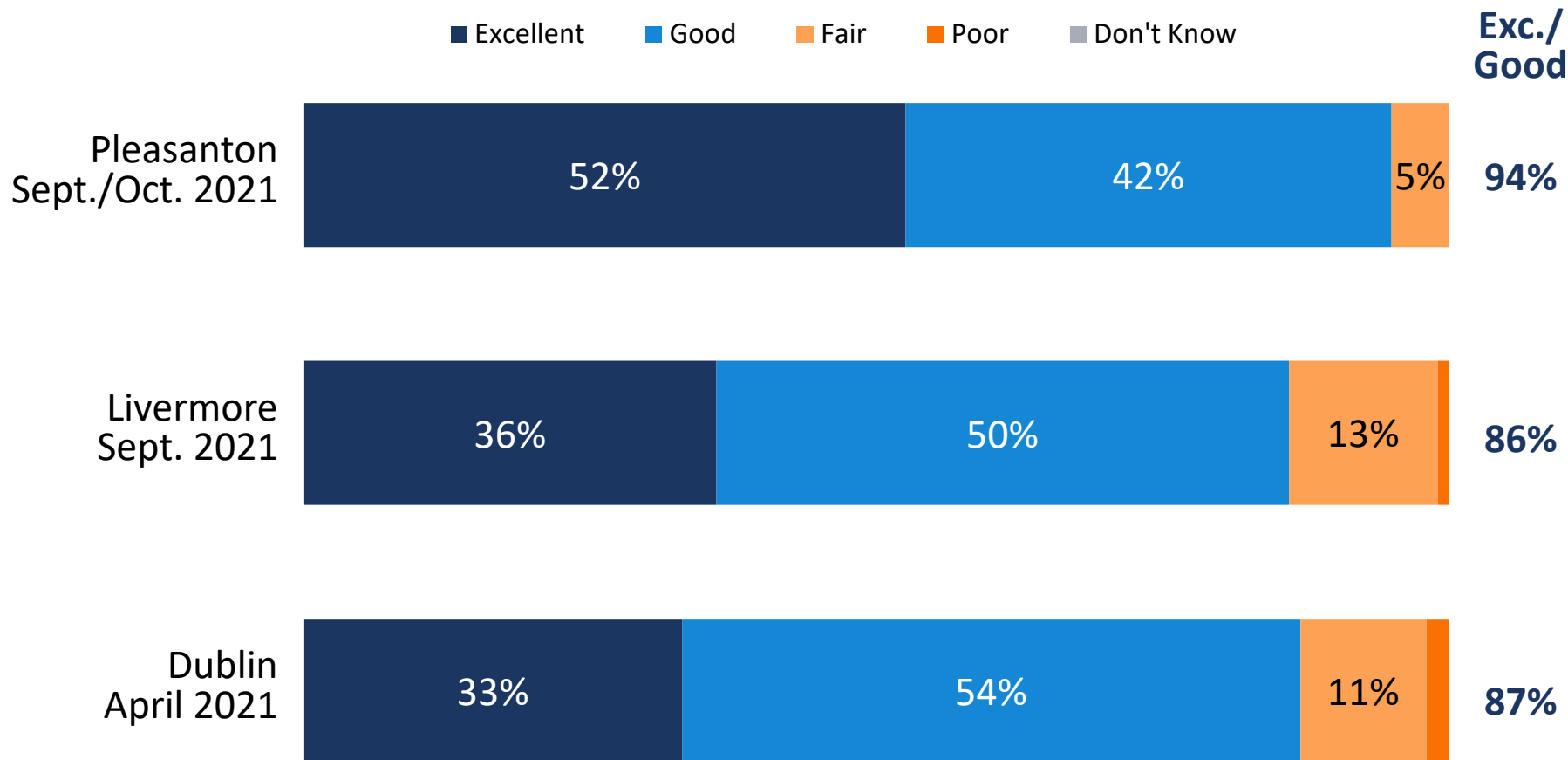
Quality of Life in Pleasanton

Over nine in ten continue to rate Pleasanton an “excellent” or “good” place to live.

In general, would you say that Pleasanton is an excellent, good, fair, or poor place to live?

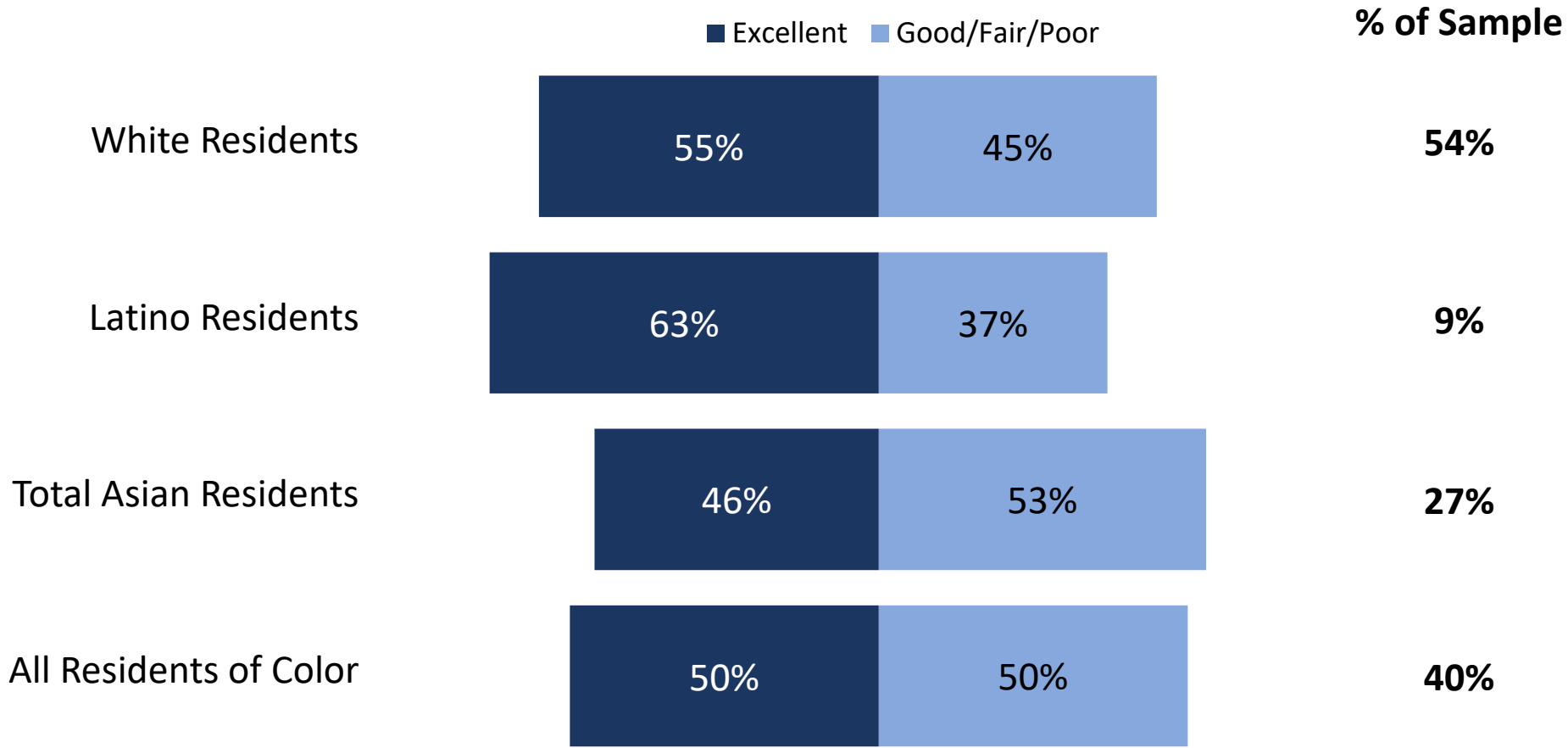


Comparing with other Local Suburban Communities



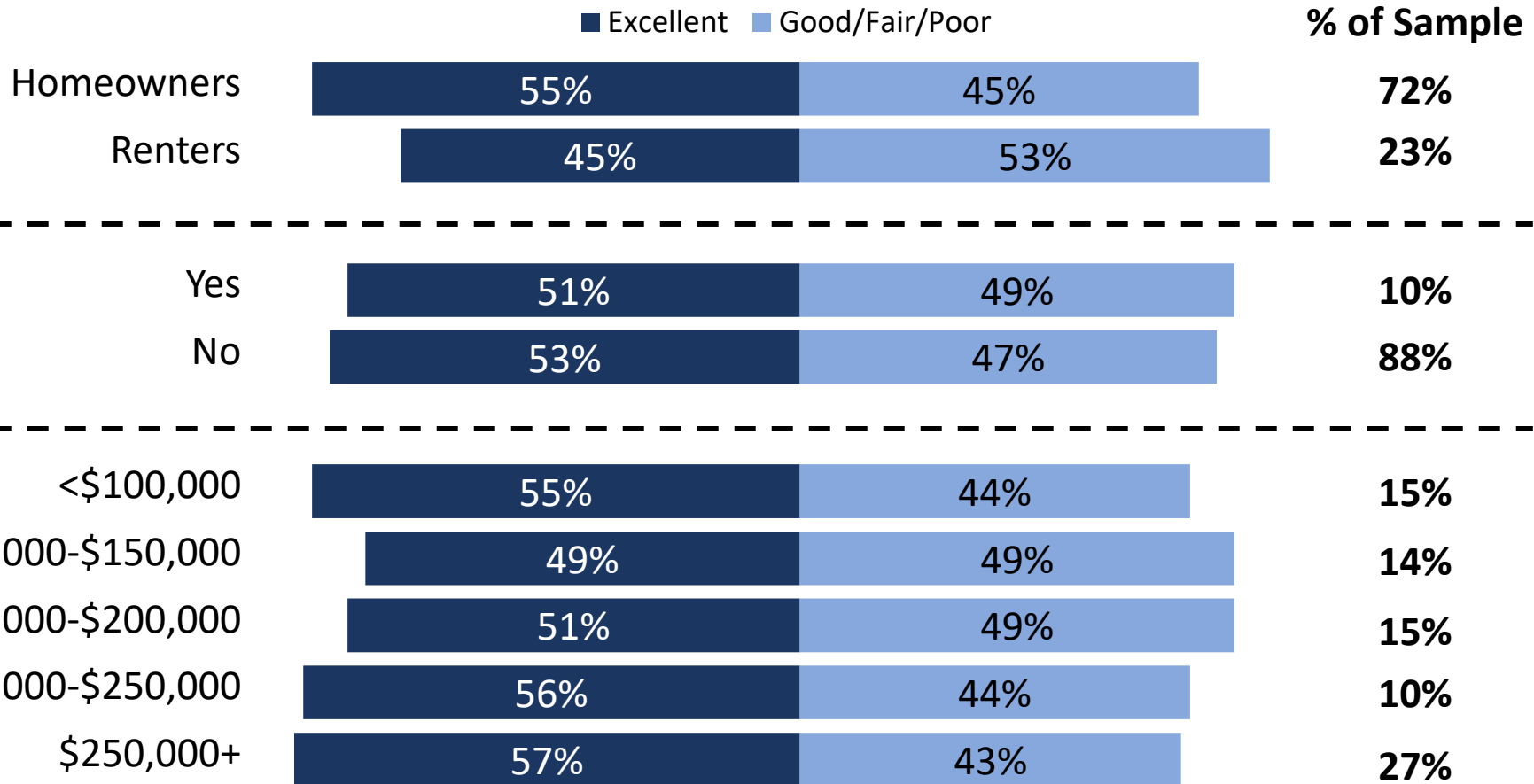
Latino residents are especially likely to rate Pleasanton as an “excellent” place to live.

Pleasanton as a Place to Live by Race/Ethnicity



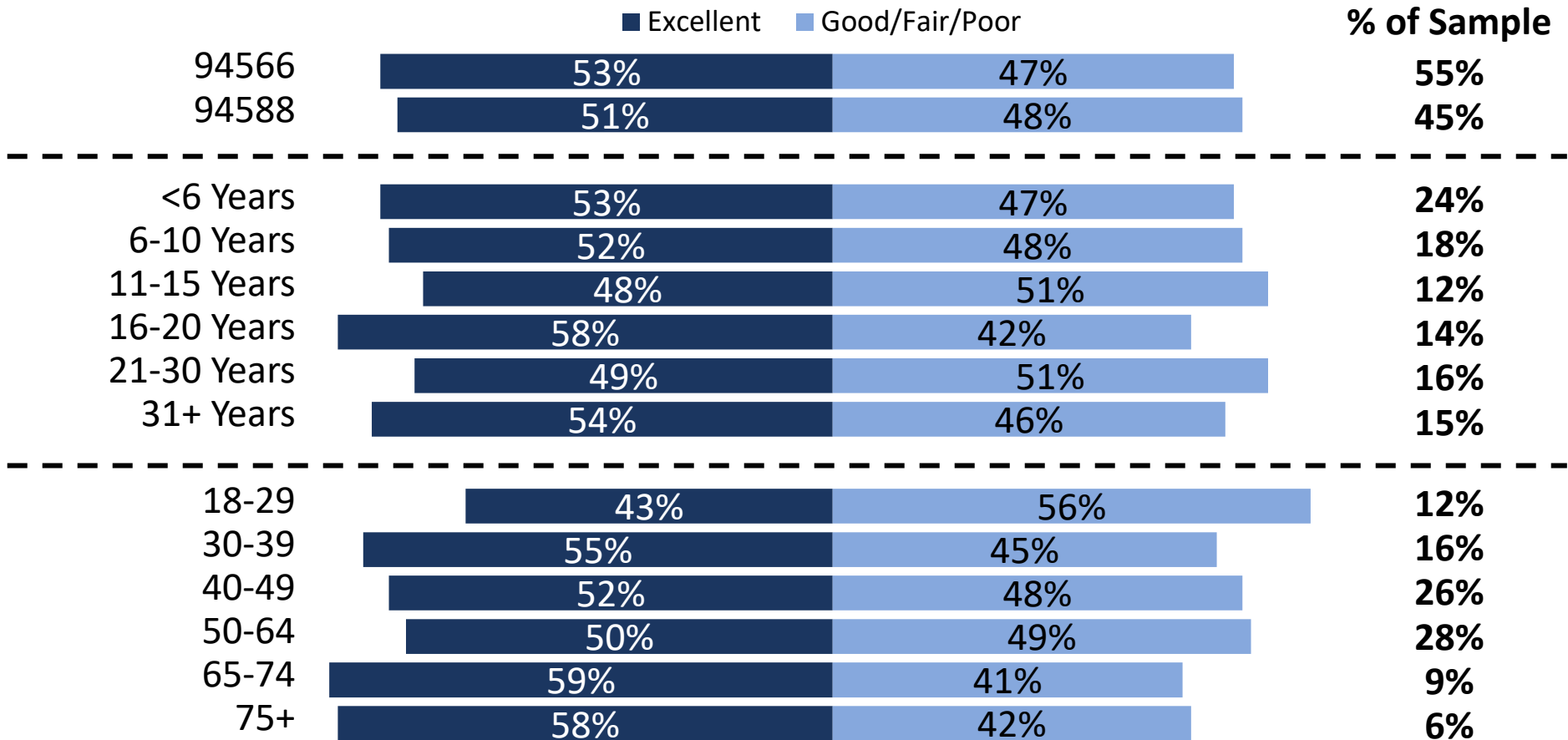
Homeowners are more likely to rate life in Pleasanton as “excellent.”

Pleasanton as a Place to Live by Residence, Business Owner & Household Income



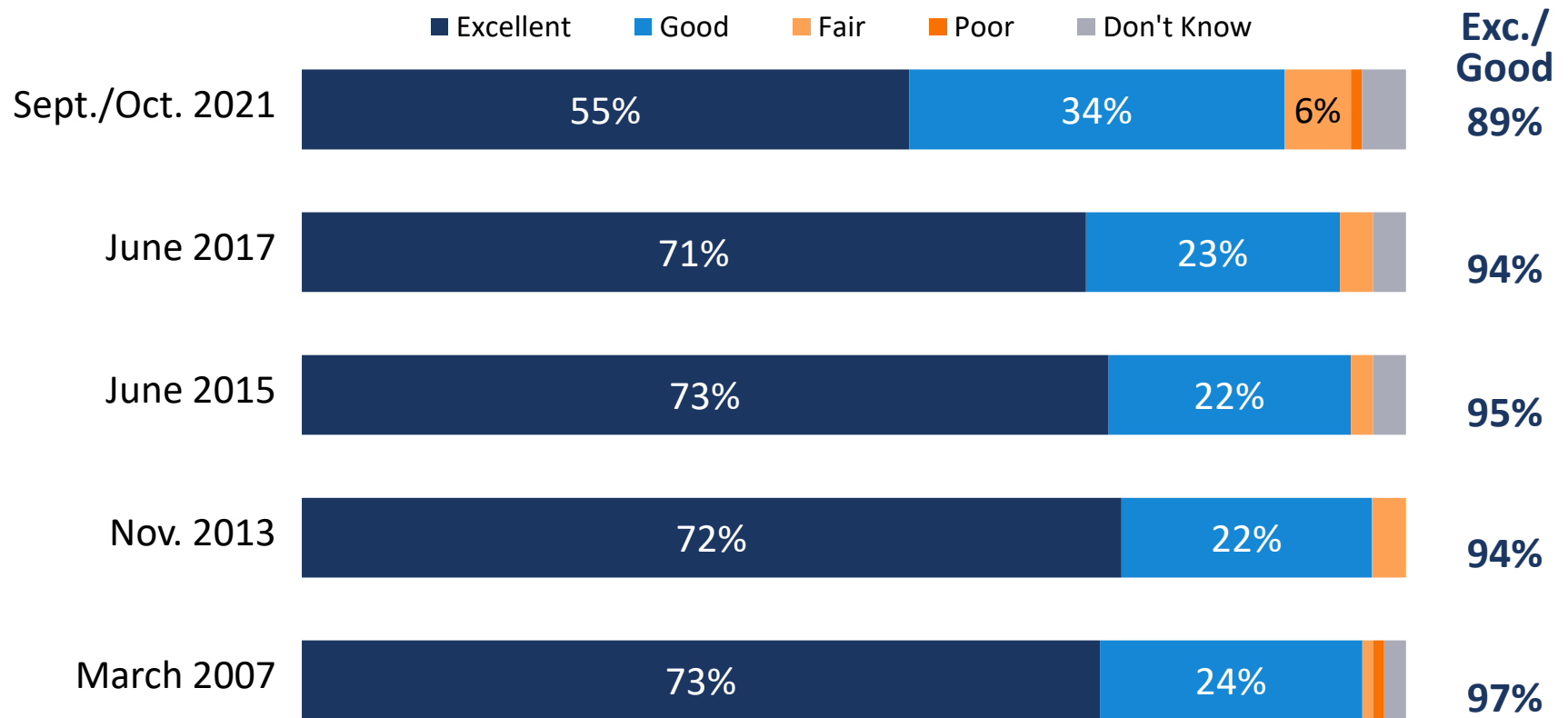
Older residents are more likely to rate Pleasanton as “excellent.”

Pleasanton as a Place to Live by ZIP Code, Residency in the City of Pleasanton & Age



Nine in ten rate Pleasanton as an “excellent” or “good” place to raise children.

In general, would you say that Pleasanton is an excellent, good, fair, or poor place to raise children?



Comparing with Other Local Suburban Communities

■ Excellent ■ Good ■ Fair ■ Poor ■ Don't Know

Pleasanton
Sept./Oct. 2021



Exc./
Good

89%

Dublin
April 2021

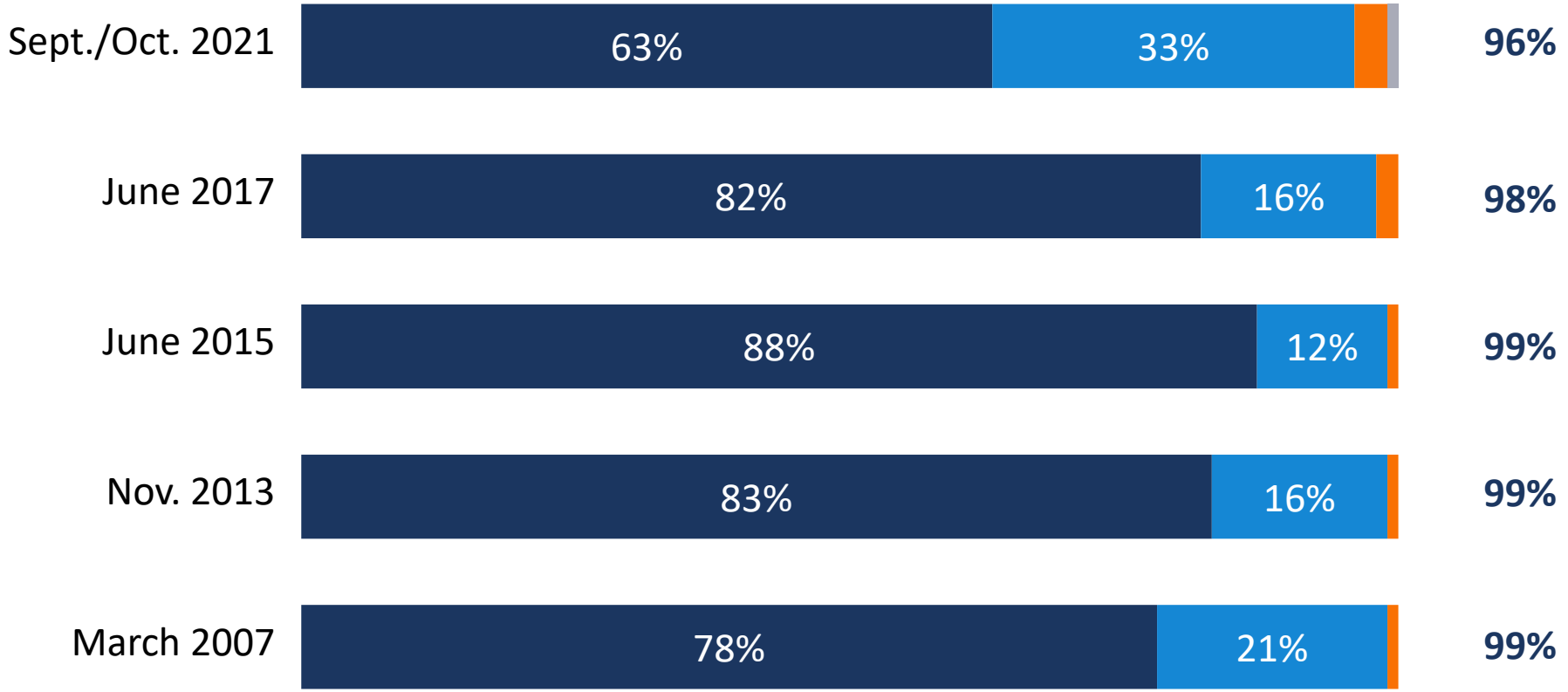


81%

More than nine in ten residents continue to feel safe in Pleasanton, though the share who feels “very safe” has declined slightly since 2017.

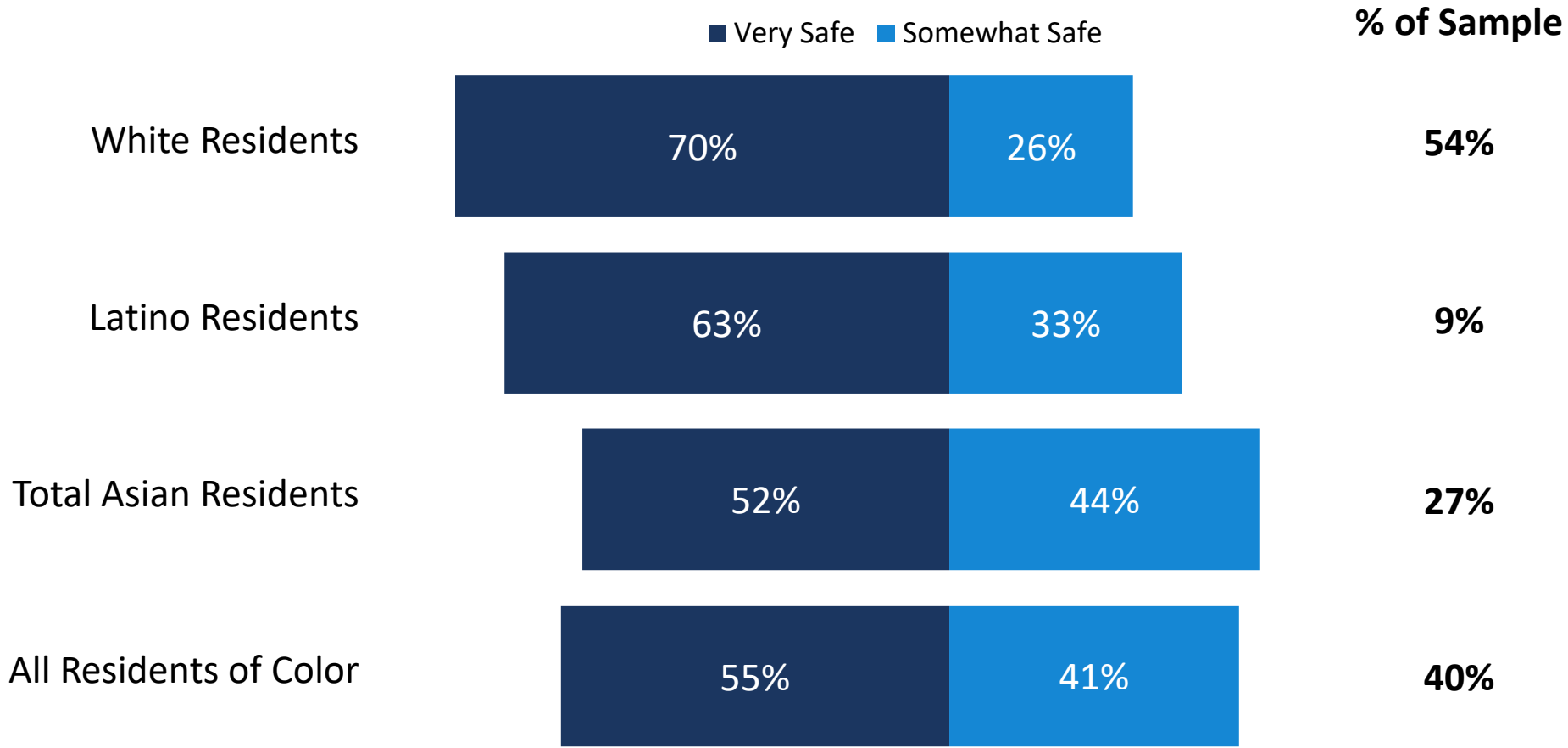
When you are in Pleasanton, do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

■ Very Safe
■ Smwt. Safe
■ Smwt./Very Unsafe
■ Don't Know
Total Safe



Asian American residents are a bit more likely to report feeling “somewhat safe.”

Feeling of Safety by Race/Ethnicity

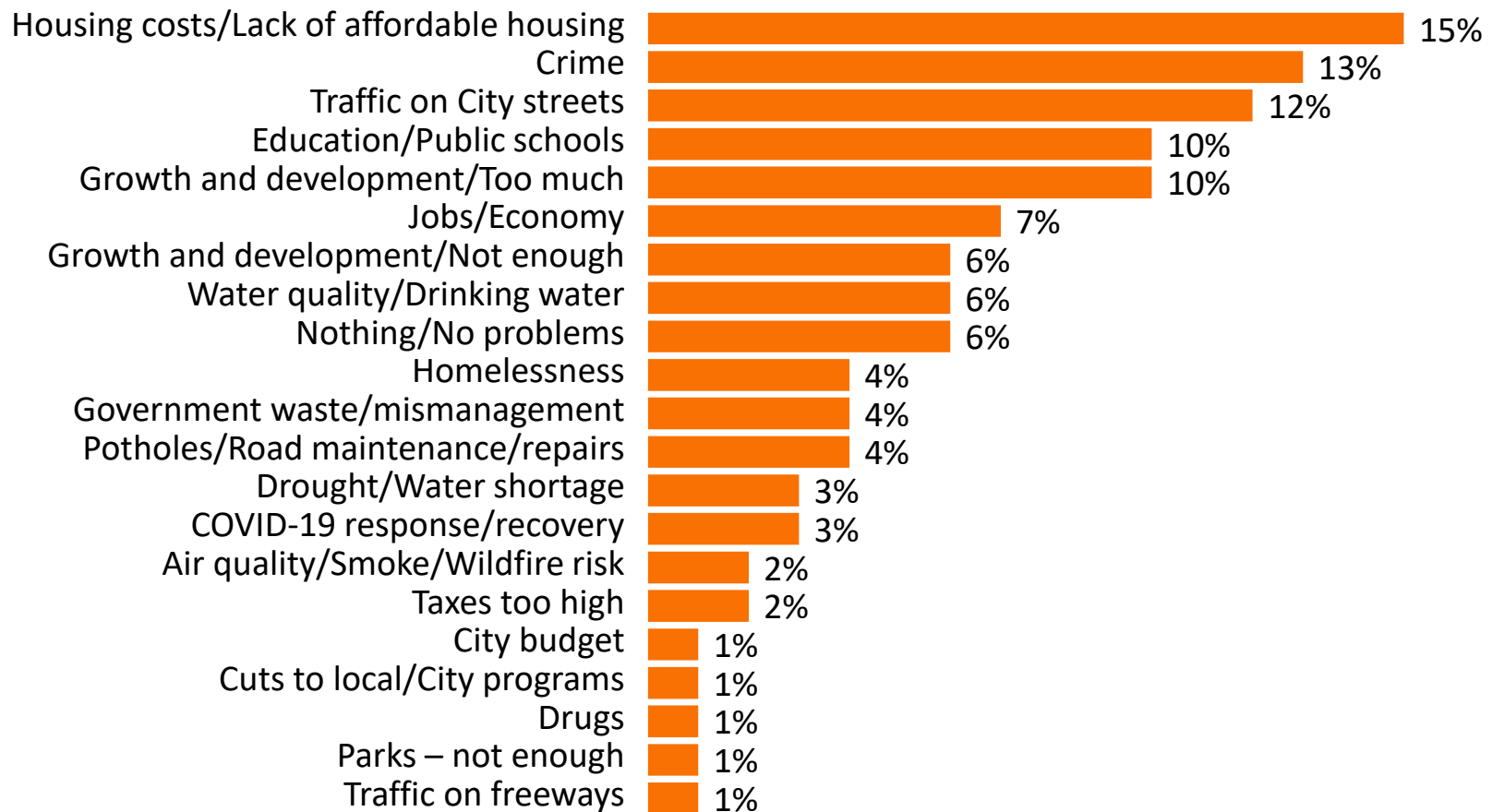




Top Concerns Facing Pleasanton

Housing costs, crime, and traffic emerge as the most serious issues.

*What do you think is the most serious issue facing the residents of Pleasanton that you would like to see City government do something about?
(Open-ended; 1% and Above Responses Shown)*

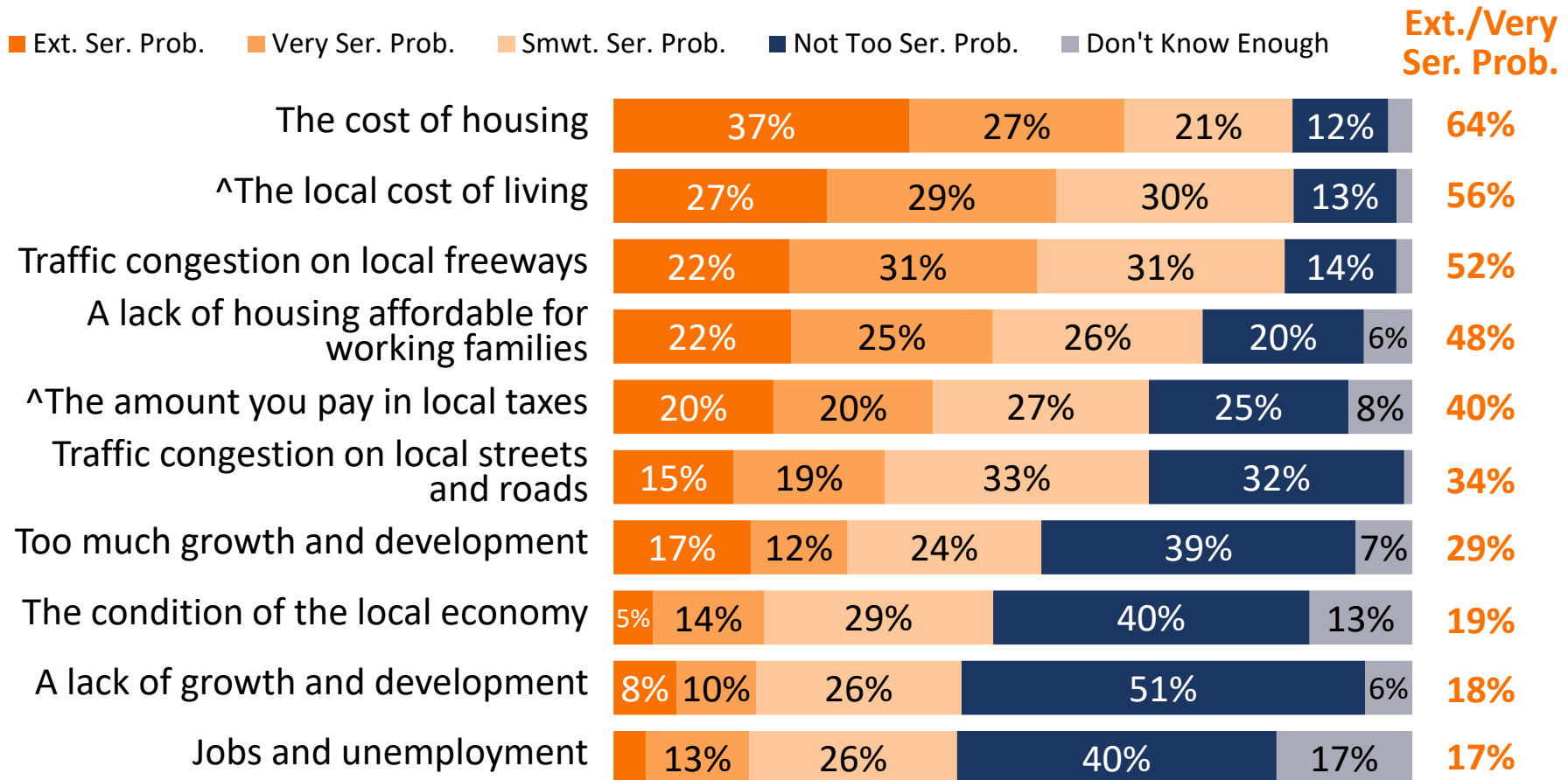


Crime has emerged as a more broadly shared concern; the pace of development is not as much of a concern as it was four years ago.

Issue	March 2007	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
Crime	4%	5%	1%	3%	13%	+10%
Jobs/Economy	1%	1%	0%	2%	7%	+5%
Water quality/Drinking water	1%	1%	1%	2%	6%	+4%
Housing costs/Lack of affordable housing	15%	10%	8%	12%	15%	+3%
Education/Public schools	5%	12%	9%	7%	10%	+3%
Growth and development/Not enough	1%	3%	2%	3%	6%	+3%
Government waste/Mismanagement	2%	2%	1%	1%	4%	+3%
Potholes/Road maintenance/Repairs	1%	2%	2%	2%	4%	+2%
Nothing/No problems	3%	2%	7%	7%	6%	-1%
Taxes too high	2%	1%	1%	3%	2%	-1%
Parks – not enough	1%	1%	0%	2%	1%	-1%
Traffic on freeways	7%	1%	0%	2%	1%	-1%
Traffic on City streets	25%	9%	8%	16%	12%	-4%
Growth and development/Too much	10%	8%	24%	22%	10%	-12%

Two in three consider the cost of housing an “extremely” or “very serious” problem.

I am going to read you a list of issues that some people say might be problems in the City of Pleasanton. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city.



Local tax rates are a more serious concern than in prior years, while growth has become less worrisome.

(Extremely/Very Serious Problem)

Issue	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
^The amount you pay in local taxes	23%	30%	40%	+10%
The condition of the local economy	13%	12%	19%	+7%
A lack of growth and development	14%	13%	18%	+5%
^The local cost of living	45%	52%	56%	+4%
Jobs and unemployment	9%	14%	17%	+3%
A lack of housing affordable for working families	--	48%	48%	0%
The cost of housing	--	65%	64%	-1%
Traffic congestion on local streets and roads	31%	45%	34%	-11%
Traffic congestion on local freeways	67%	69%	52%	-17%
Too much growth and development	43%	50%	29%	-21%

Q6. I am going to read you a list of issues that some people say might be problems in the City of Pleasanton. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. ^Not Part of Split Sample

Latino residents are especially concerned about a lack of affordable housing.

(Extremely/Very Serious Problem)

Issue	All Residents	Race/Ethnicity			
		White Residents	Latino Residents	Total Asian Residents	All Residents of Color
The cost of housing	65%	67%	76%	52%	59%
^The local cost of living	56%	59%	63%	47%	52%
Traffic congestion on local freeways	53%	53%	66%	48%	51%
A lack of housing affordable for working families	48%	49%	60%	43%	48%
^The amount you pay in local taxes	40%	35%	45%	45%	45%
Traffic congestion on local streets and roads	33%	33%	23%	42%	35%
Too much growth and development	30%	38%	15%	16%	16%
The condition of the local economy	19%	19%	33%	14%	18%
A lack of growth and development	18%	15%	34%	20%	22%
Jobs and unemployment	17%	15%	24%	20%	21%

Q6. I am going to read you a list of issues that some people say might be problems in the City of Pleasanton. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. ^Not Part of Split Sample

Renters are also more concerned about the cost of housing than homeowners.

(Extremely/Very Serious Problem)

Issue	All Residents	Residence		Business Owners	
		Homeowners	Renters	Yes	No
The cost of housing	65%	59%	81%	53%	65%
^The local cost of living	56%	49%	75%	53%	56%
Traffic congestion on local freeways	53%	57%	46%	59%	51%
A lack of housing affordable for working families	48%	38%	76%	35%	49%
^The amount you pay in local taxes	40%	41%	42%	35%	41%
Traffic congestion on local streets and roads	33%	38%	22%	44%	32%
Too much growth and development	30%	33%	21%	37%	28%
The condition of the local economy	19%	17%	25%	23%	18%
A lack of growth and development	18%	17%	23%	12%	18%
Jobs and unemployment	17%	15%	22%	8%	18%

Q6. I am going to read you a list of issues that some people say might be problems in the City of Pleasanton. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. ^Not Part of Split Sample

Pocketbook issues are more concerning for lower-income households.

(Extremely/Very Serious Problem)

Issue	All Residents	Household Income				
		<\$100,000	\$100,000-\$150,000	\$150,000-\$200,000	\$200,000-\$250,000	\$250,000+
The cost of housing	65%	69%	74%	67%	64%	54%
^The local cost of living	56%	62%	66%	53%	57%	46%
Traffic congestion on local freeways	53%	48%	57%	45%	46%	54%
A lack of housing affordable for working families	48%	66%	58%	48%	39%	40%
^The amount you pay in local taxes	40%	34%	55%	35%	27%	38%
Traffic congestion on local streets and roads	33%	31%	34%	31%	29%	34%
Too much growth and development	30%	35%	30%	21%	27%	26%
The condition of the local economy	19%	28%	25%	20%	13%	11%
A lack of growth and development	18%	19%	26%	11%	9%	15%
Jobs and unemployment	17%	29%	24%	14%	4%	12%

Q6. I am going to read you a list of issues that some people say might be problems in the City of Pleasanton. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. ^Not Part of Split Sample

Younger residents are more likely to view cost of living an “extremely” or “very serious” problem.

(Extremely/Very Serious Problem)

Issue	All Residents	Age					
		18-29	30-39	40-49	50-64	65-74	75+
The cost of housing	65%	62%	60%	68%	58%	72%	68%
^The local cost of living	56%	67%	56%	55%	56%	53%	40%
Traffic congestion on local freeways	53%	34%	47%	51%	60%	59%	57%
A lack of housing affordable for working families	48%	66%	45%	48%	44%	33%	47%
^The amount you pay in local taxes	40%	34%	41%	46%	43%	36%	22%
Traffic congestion on local streets and roads	33%	28%	27%	26%	41%	48%	42%
Too much growth and development	30%	24%	20%	22%	34%	49%	47%
The condition of the local economy	19%	16%	9%	24%	21%	27%	7%
A lack of growth and development	18%	15%	24%	13%	22%	13%	11%
Jobs and unemployment	17%	26%	19%	16%	14%	18%	13%

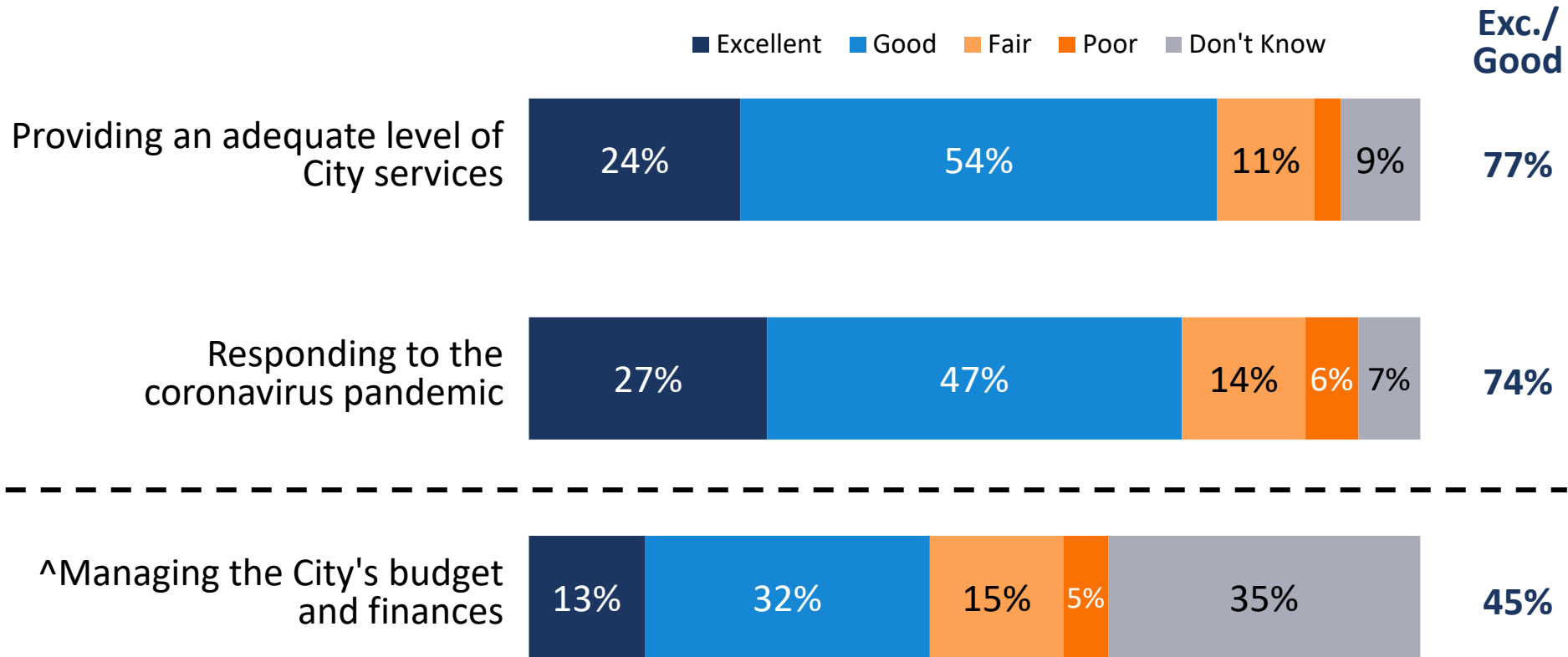
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Attitudes Toward City Government

Residents largely give good marks to the City for service provision and COVID response; a significant share do not know enough about finances to rate it.

I am going to ask you about some specific services that the City of Pleasanton provides. Please tell me whether you think the City is doing an excellent, good, fair, or poor job in providing that service.



Service provision ratings have declined slightly since 2015, though most continue to say provision is “adequate.”

(Excellent/Good)

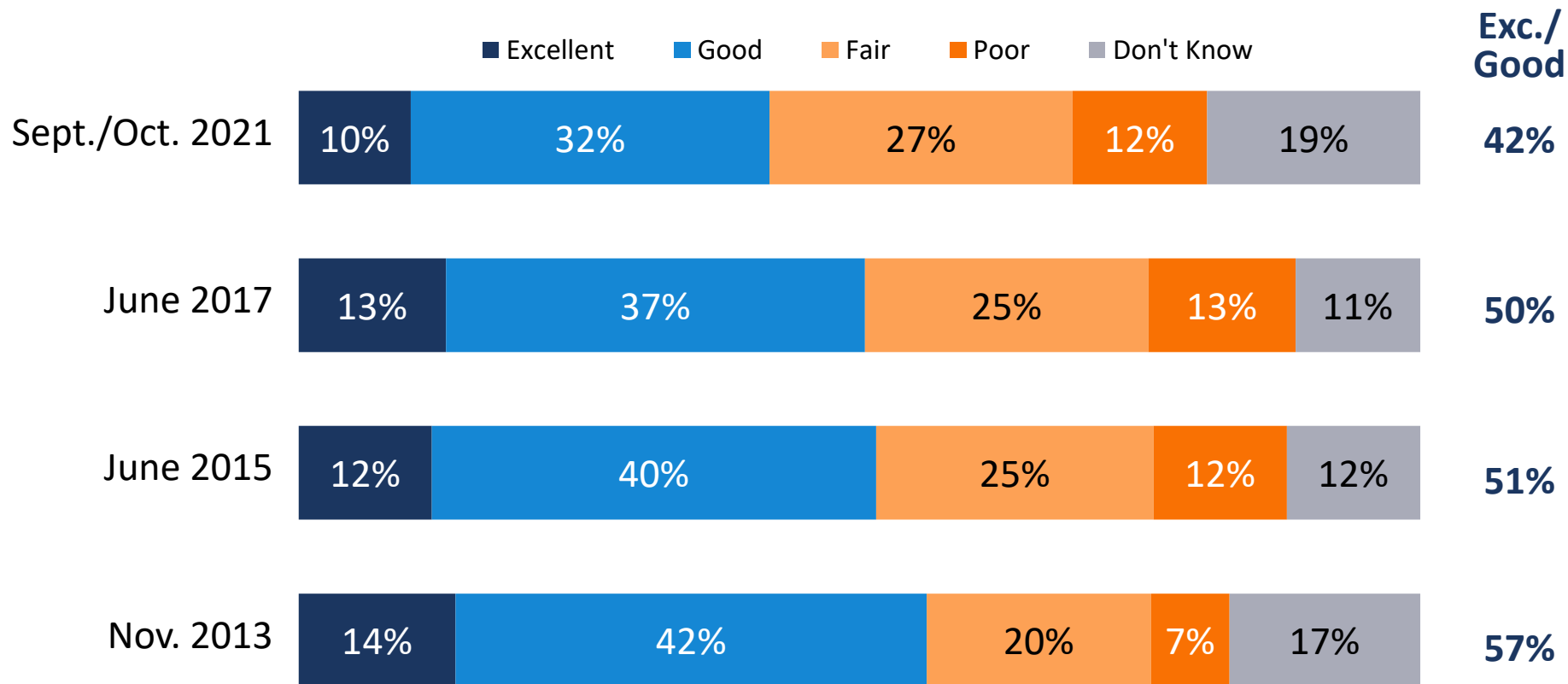
Service	March 2007	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
^Managing the City’s budget and finances	63%	54%	53%	47%	45%	-2%
Providing an adequate level of City services	--	88%	85%	79%	77%	-2%



Growth and Development

A greater share say they don't know enough to rate the city's infrastructure planning.

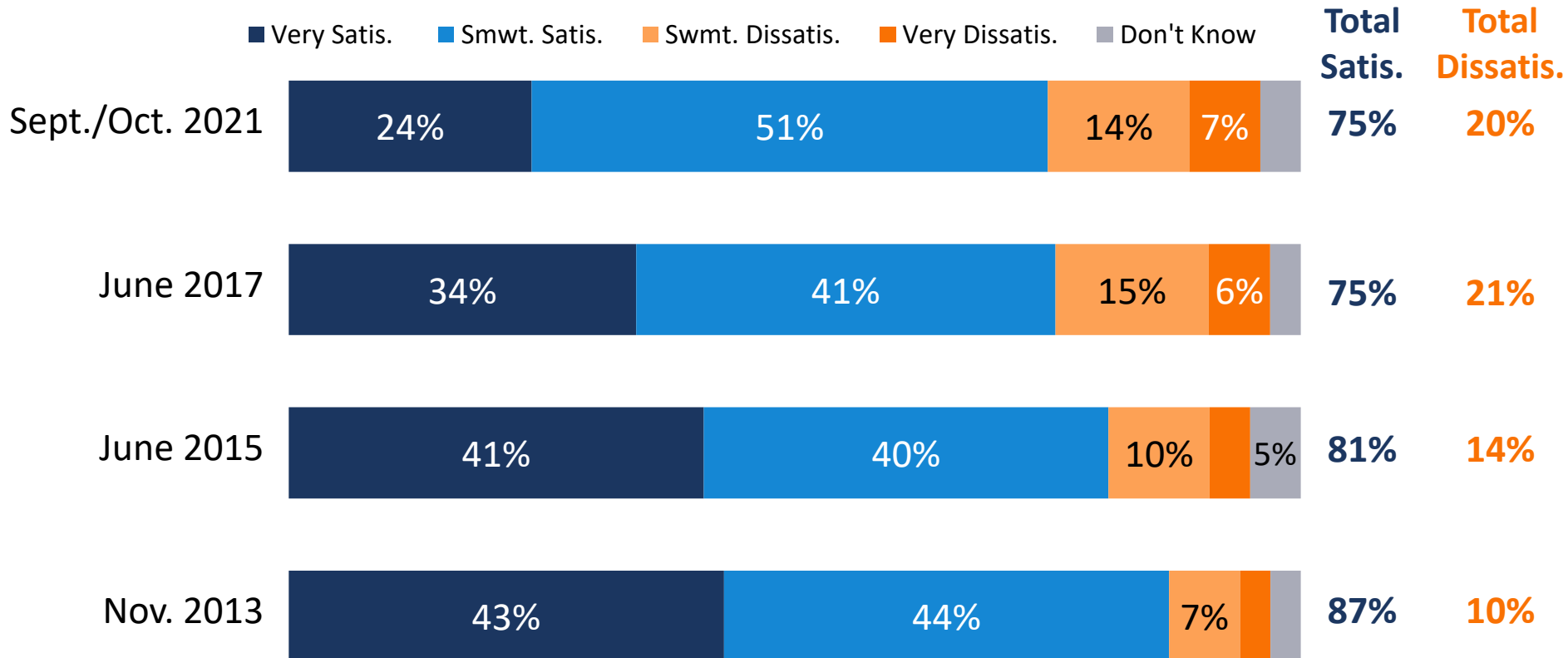
Planning for the City's future infrastructure needs, in terms of designing future roads, water and sewer systems, bridges, and traffic controls



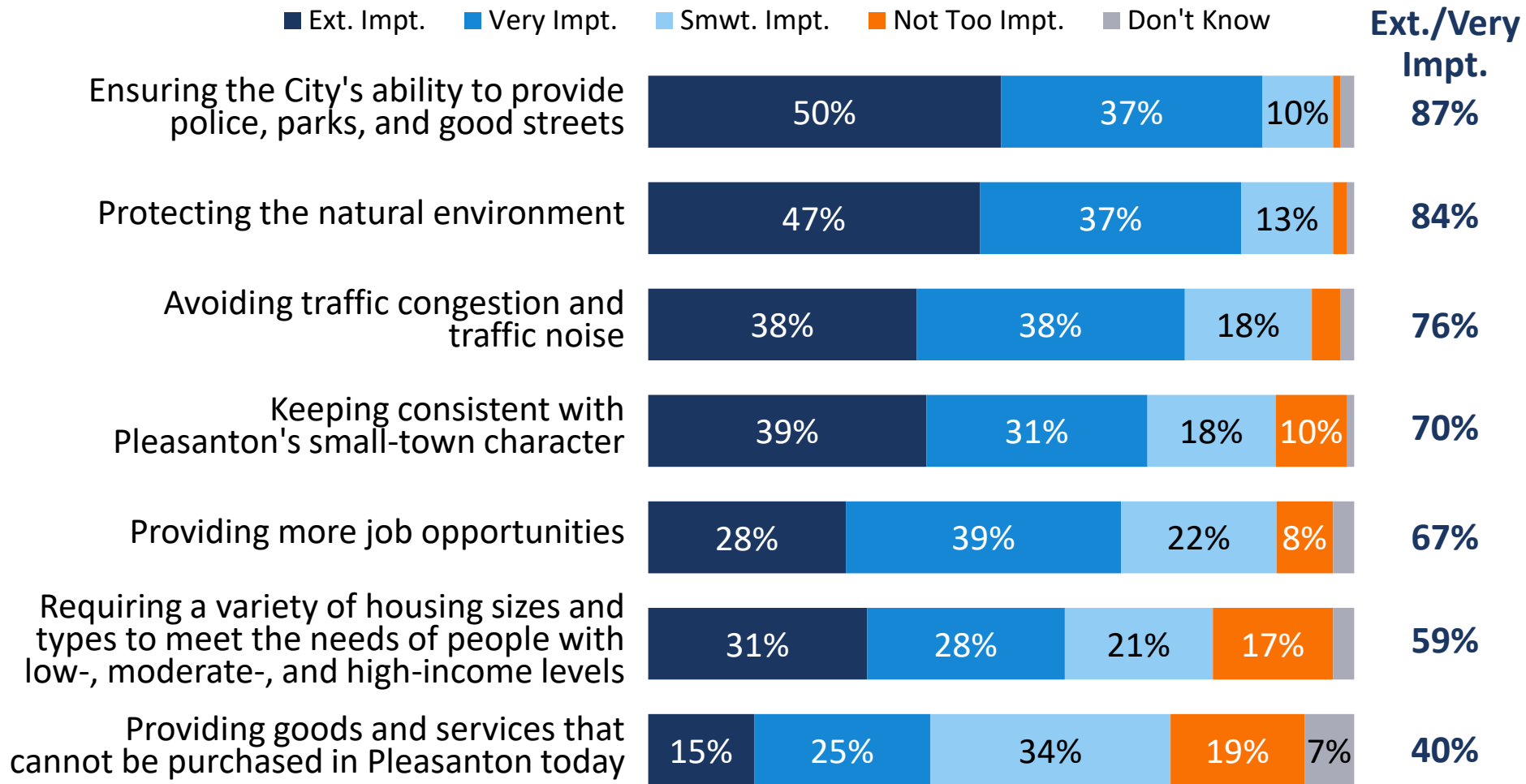
Q5e. I am going to ask you about some specific services that the City of Pleasanton provides. Please tell me whether you think the City is doing an excellent, good, fair, or poor job in providing that service. Not Part of Split Sample

Three in four are satisfied with the quality of development in Pleasanton, though with less intensity than in prior years.

In general, would you say you are satisfied or dissatisfied with the quality of development in Pleasanton? By quality of development, I mean the quality of new buildings, whether homes or businesses, remodels of existing buildings, changes or additions to parks, new or remodeled street landscaping, and changes in trees or other foliage, as well as similar land-use decisions.



The most important values they assign to new development have to do with ensuring basic services and protecting the environment.



Q11. I am going to read you a list of several different goals that could be taken into consideration when evaluating potential development projects in Pleasanton. Please tell me how important that goal is to you personally in evaluating development projects: extremely important, very important, somewhat important, or not too important.

Residents are more apt to value “small-town character” than in 2017.

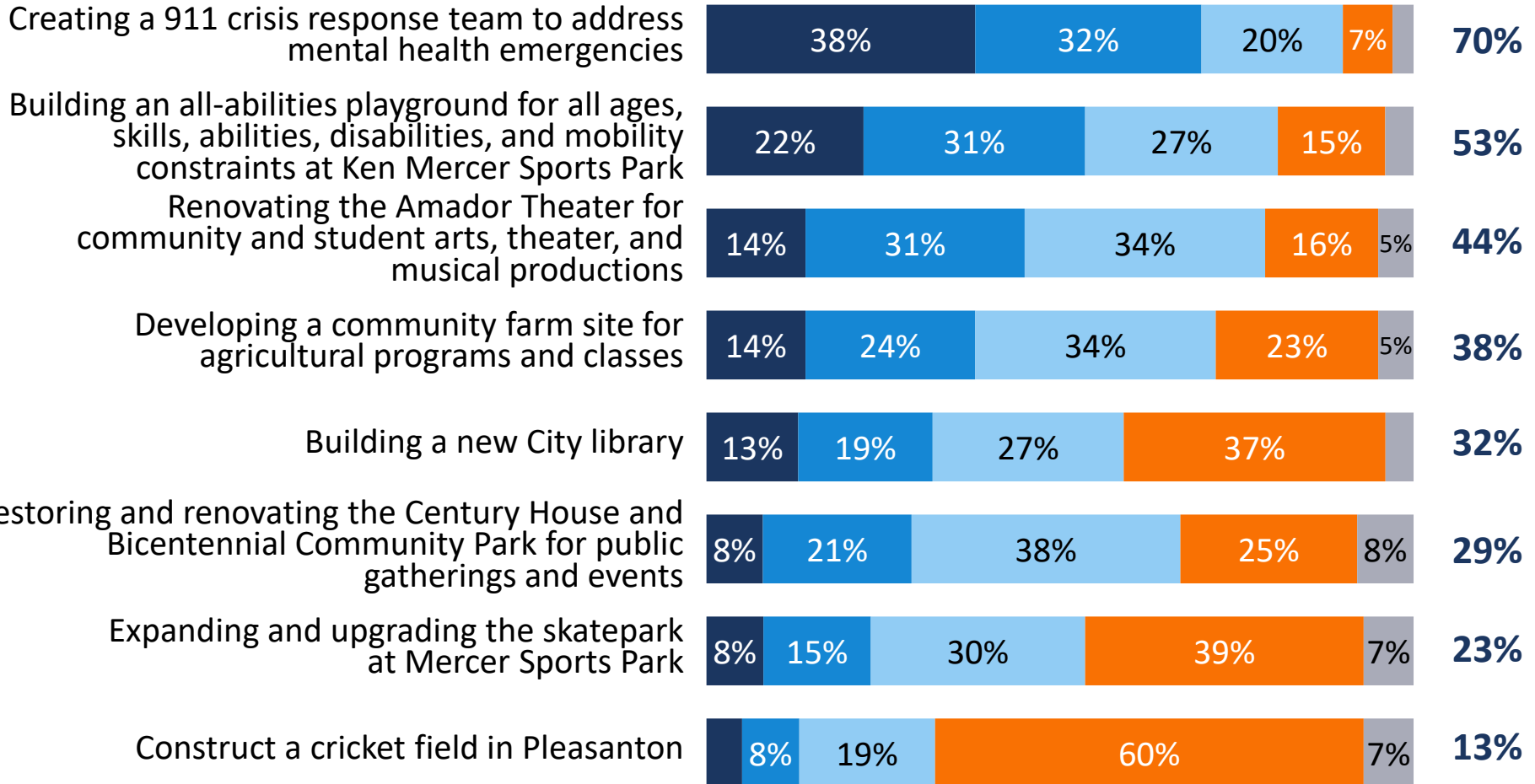
(Extremely/Very Important)

Goal	June 2017	Sept./Oct. 2021	Difference (2021-2017)
Keeping consistent with Pleasanton’s small-town character	57%	70%	+13%
Providing goods and services that cannot be purchased in Pleasanton today	29%	40%	+11%
Providing more job opportunities	61%	67%	+6%
Requiring a variety of housing sizes and types to meet the needs of people with low-, moderate-, and high-income levels	57%	59%	+2%
Protecting the natural environment	83%	84%	+1%
Avoiding traffic congestion and traffic noise	78%	76%	-2%
Ensuring the City's ability to provide police, parks, and good streets	90%	87%	-3%

Q11. I am going to read you a list of several different goals that could be taken into consideration when evaluating potential development projects in Pleasanton. Please tell me how important that goal is to you personally in evaluating development projects: extremely important, very important, somewhat important, or not too important.

Residents are especially enthusiastic about a 911 crisis response program.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Q9. I am going to read you a list of several different potential projects and programs the City is considering or currently working on. Please tell me how important that project or program is to you personally: extremely important, very important, somewhat important, or not too important.

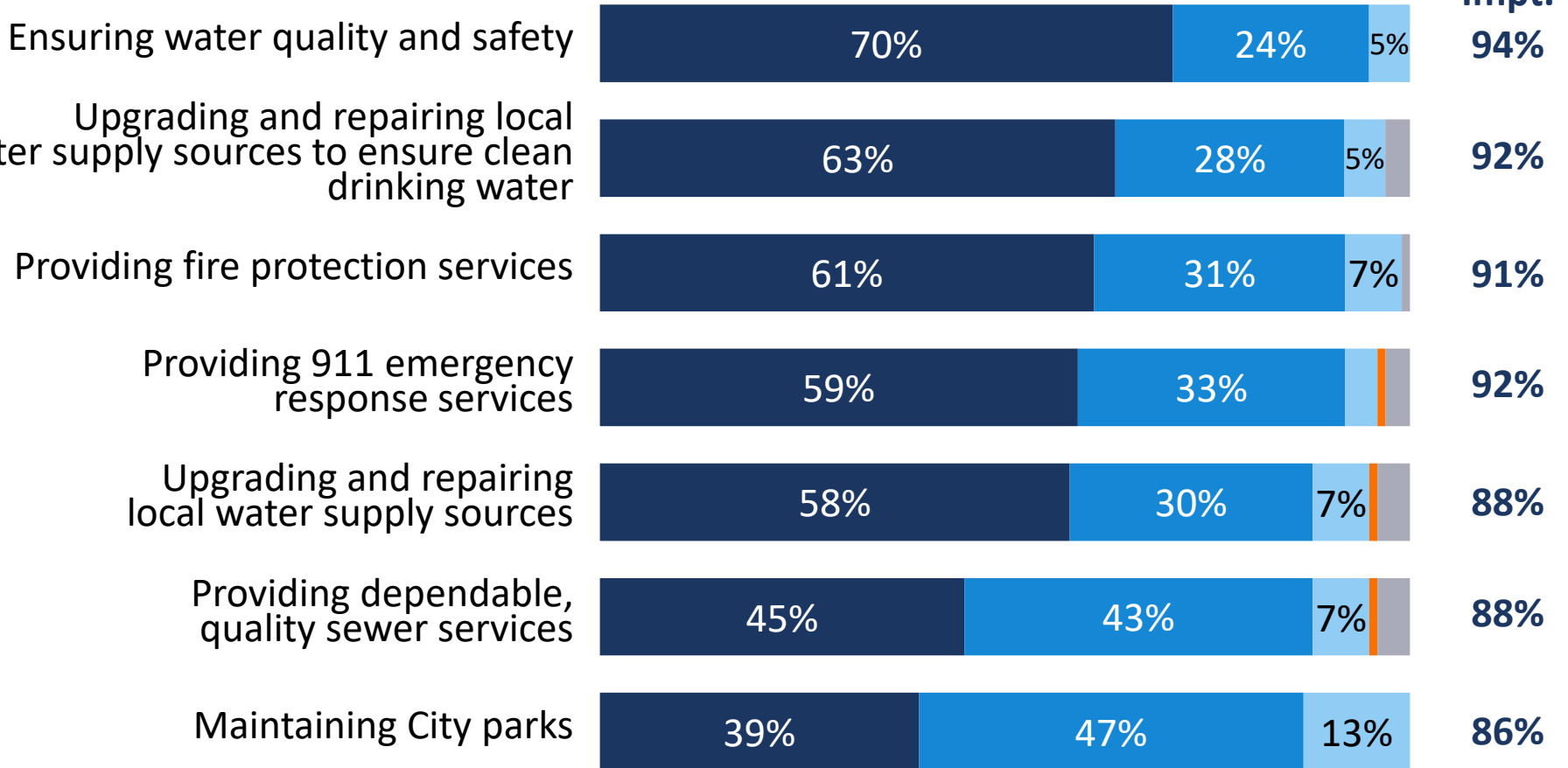


Assessing Specific City Service Provision

The programs and services residents value most include water quality, fire protection, and emergency response.

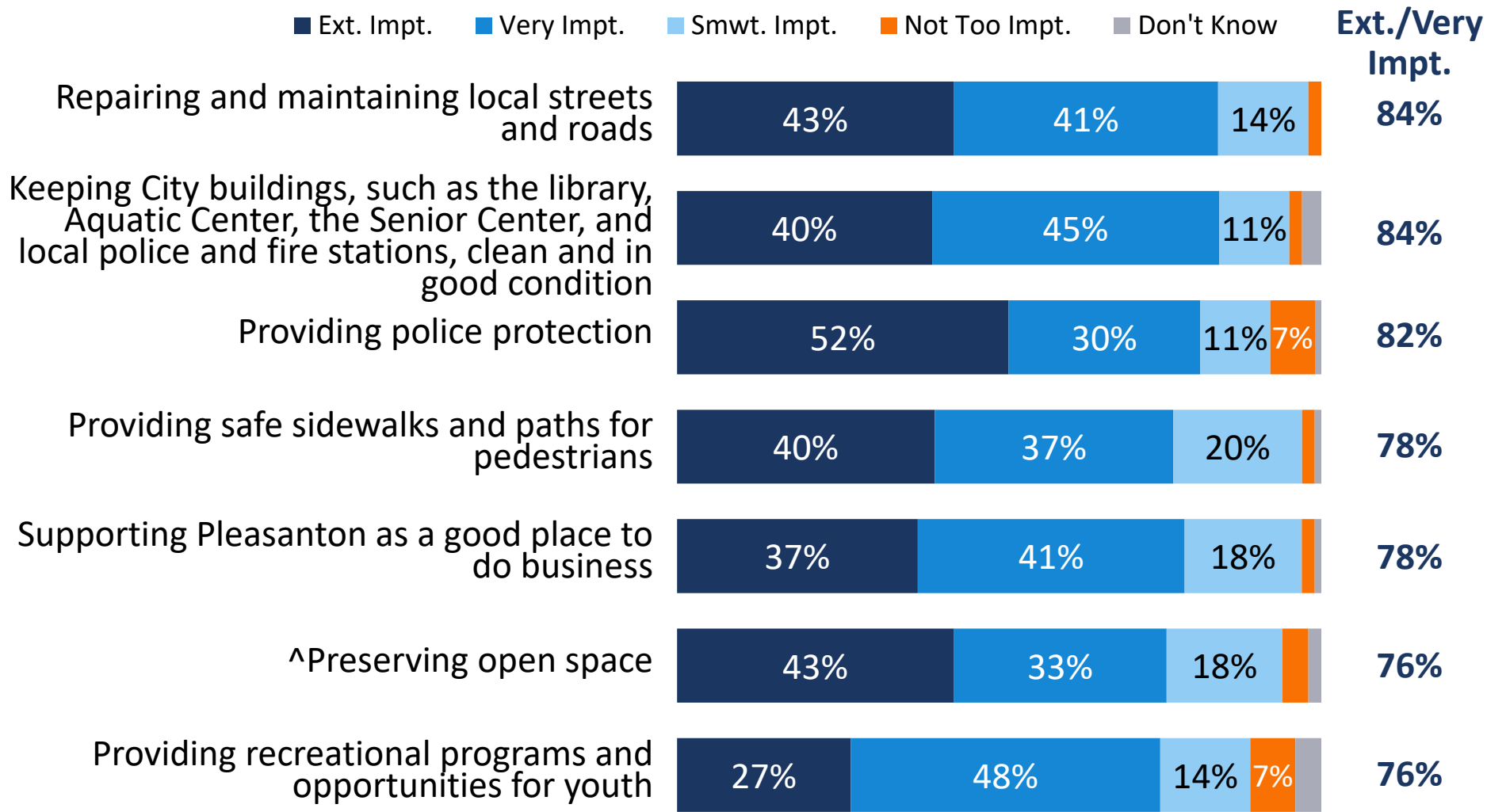
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



Q7. Let me ask you about some specific services and programs provided by Pleasanton city government. Please tell me, in your opinion, how important each service is to making Pleasanton a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample

Broad majorities also value roads, city building maintenance and recreation programs.



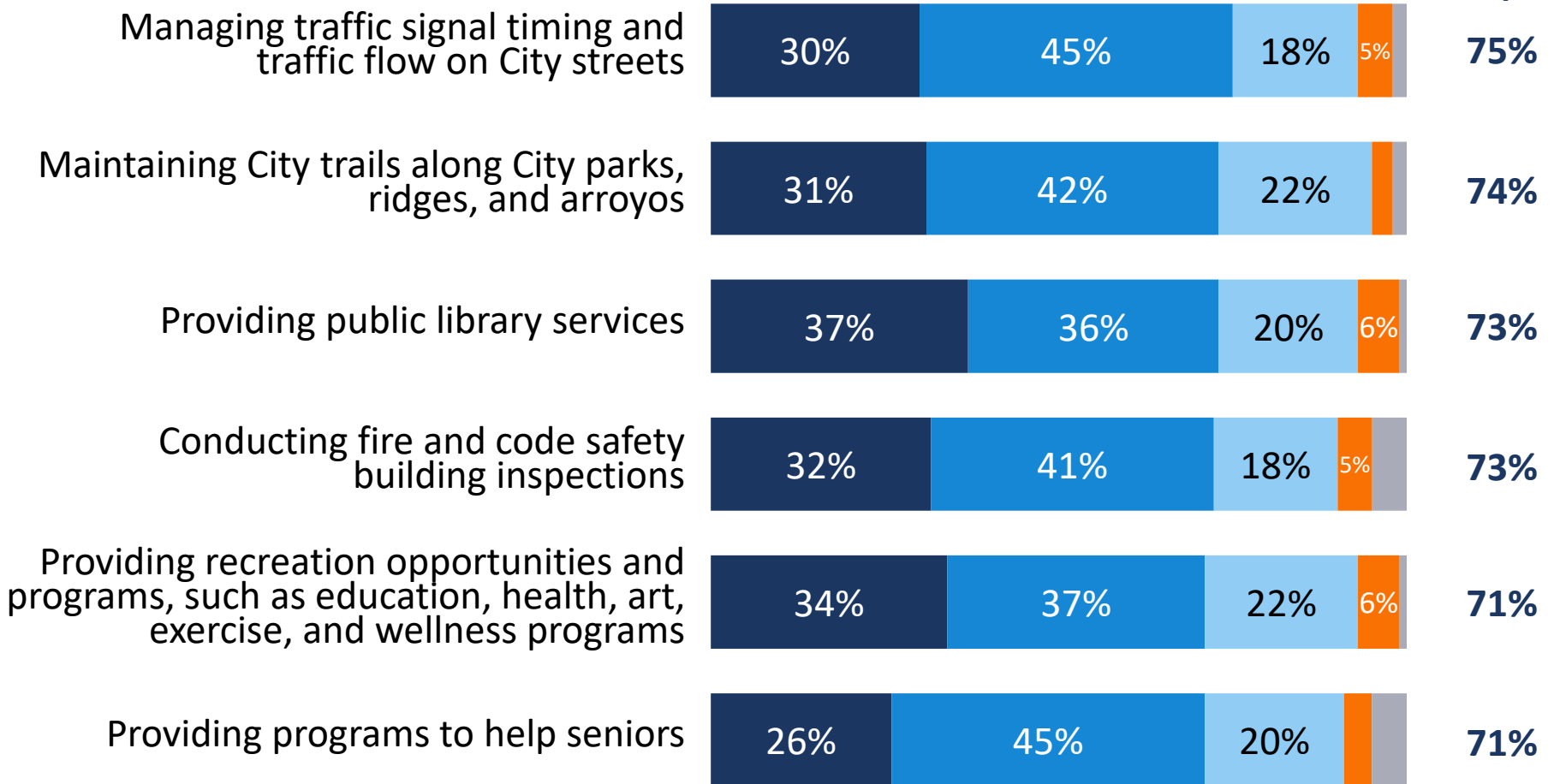
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^Not Part of Split Sample

Seven in ten or more value library and senior services, code inspection and trails.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



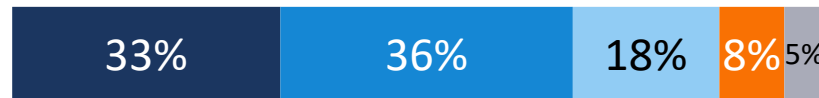
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The items valued least overall are the DARE program and Neighborhood Watch.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

Recruiting and retaining companies and businesses to the city



69%

Providing playing fields for youth and adult sports



67%

Providing safe bicycle lanes and paths



65%

Managing the permitting process when builders, homeowners, or businesses request new construction or remodels



62%

^Assigning police officers to local schools to promote school safety and well-being



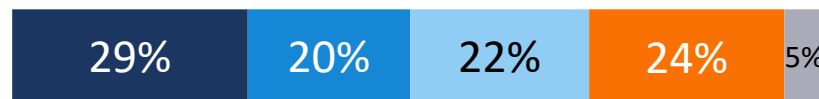
56%

Supporting Neighborhood Watch programs



54%

Maintaining the DARE program, which provides drug and violence prevention education in elementary and middle schools



50%

Q7. Let me ask you about some specific services and programs provided by Pleasanton city government. Please tell me, in your opinion, how important each service is to making Pleasanton a good place to live: extremely important, very important, somewhat important, or not too important.

^Not Part of Split Sample

Residents value parks, trails and water supply more than in 2017.

(Extremely/Very Important)

Service	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
Maintaining City trails along City parks, ridges, and arroyos	67%	58%	63%	74%	+11%
Upgrading and repairing local water supply sources	--	--	79%	88%	+9%
Maintaining City parks	75%	74%	77%	86%	+9%
Upgrading and repairing local water supply sources to ensure clean drinking water	--	86%	84%	92%	+8%
Providing dependable, quality sewer services	81%	86%	80%	88%	+8%
Managing the permitting process when builders, homeowners, or businesses request new construction or remodels	56%	55%	54%	62%	+8%
Recruiting and retaining companies and businesses to the city	73%	66%	64%	69%	+5%
^Preserving open space	71%	74%	72%	76%	+4%
Managing traffic signal timing and traffic flow on City streets	72%	65%	71%	75%	+4%
Providing 911 emergency response services	93%	92%	90%	92%	+2%
Conducting fire and code safety building inspections	70%	64%	71%	73%	+2%
Providing playing fields for youth and adult sports	65%	60%	66%	67%	+1%
Providing safe bicycle lanes and paths	--	--	64%	65%	+1%
^Assigning police officers to local schools to promote school safety and well-being	62%	47%	55%	56%	+1%

Q7. Let me ask you about some specific services and programs provided by Pleasanton city government. Please tell me, in your opinion, how important each service is to making Pleasanton a good place to live: extremely important, very important, somewhat important, or not too important.

^Not Part of Split Sample

Police and DARE are valued less than in 2017.

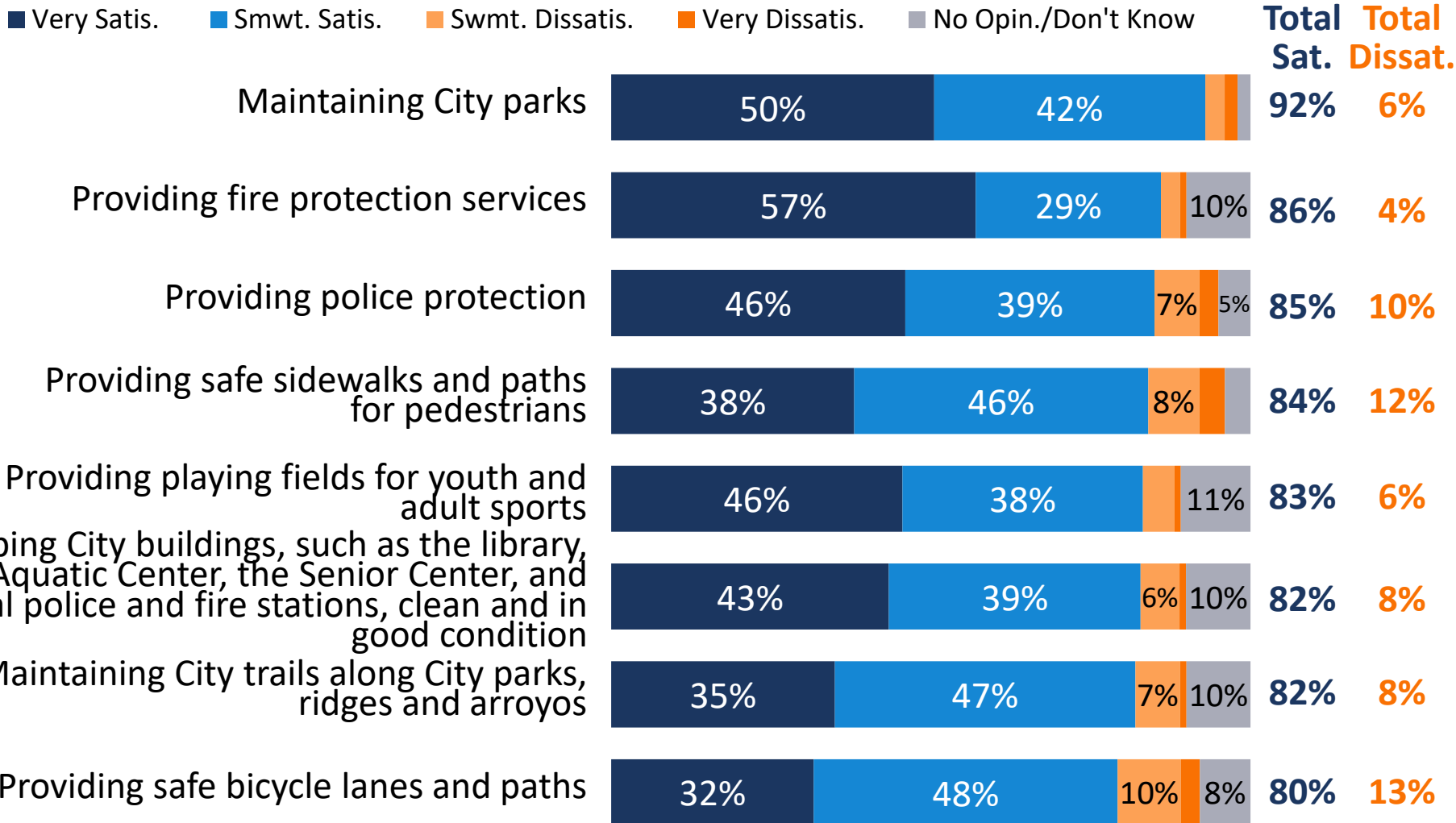
(Extremely/Very Important)

Service	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
Supporting Pleasanton as a good place to do business	83%	75%	78%	78%	0%
Supporting Neighborhood Watch programs	57%	52%	54%	54%	0%
Ensuring water quality and safety	93%	90%	94%	94%	0%
Providing safe sidewalks and paths for pedestrians	--	--	79%	78%	-1%
Providing recreational programs and opportunities for youth	75%	71%	77%	76%	-1%
Providing public library services	75%	82%	75%	73%	-2%
Providing fire protection services	--	--	93%	91%	-2%
Providing programs to help seniors	75%	68%	73%	71%	-2%
Providing recreation opportunities and programs, such as education, health, art, exercise, and wellness programs	75%	69%	73%	71%	-2%
Repairing and maintaining local streets and roads	80%	79%	87%	84%	-3%
Keeping City buildings, such as the library, Aquatic Center, the Senior Center, and local police and fire stations, clean and in good condition	86%	83%	87%	84%	-3%
Providing police protection	87%	88%	91%	82%	-9%
Maintaining the DARE program, which provides drug and violence prevention education in elementary and middle schools	64%	58%	64%	50%	-14%

Q7. Let me ask you about some specific services and programs provided by Pleasanton city government. Please tell me, in your opinion, how important each service is to making Pleasanton a good place to live: extremely important, very important, somewhat important, or not too important.

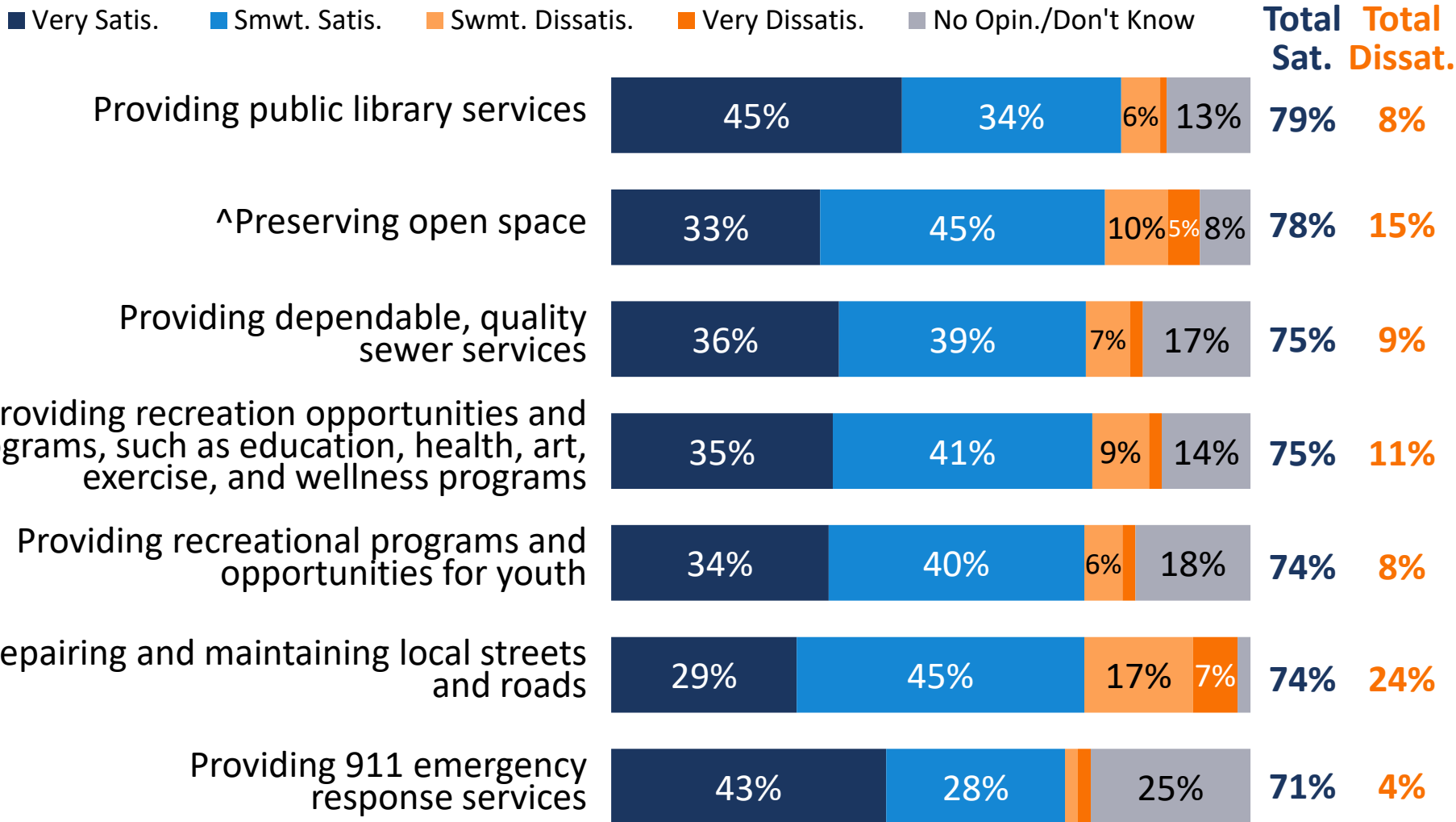
^Not Part of Split Sample

Residents are very broadly satisfied with parks, fire and police protection.



Q8. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.
Split Sample

Seven in ten or more are also satisfied with libraries, sewer service, and rec programs.



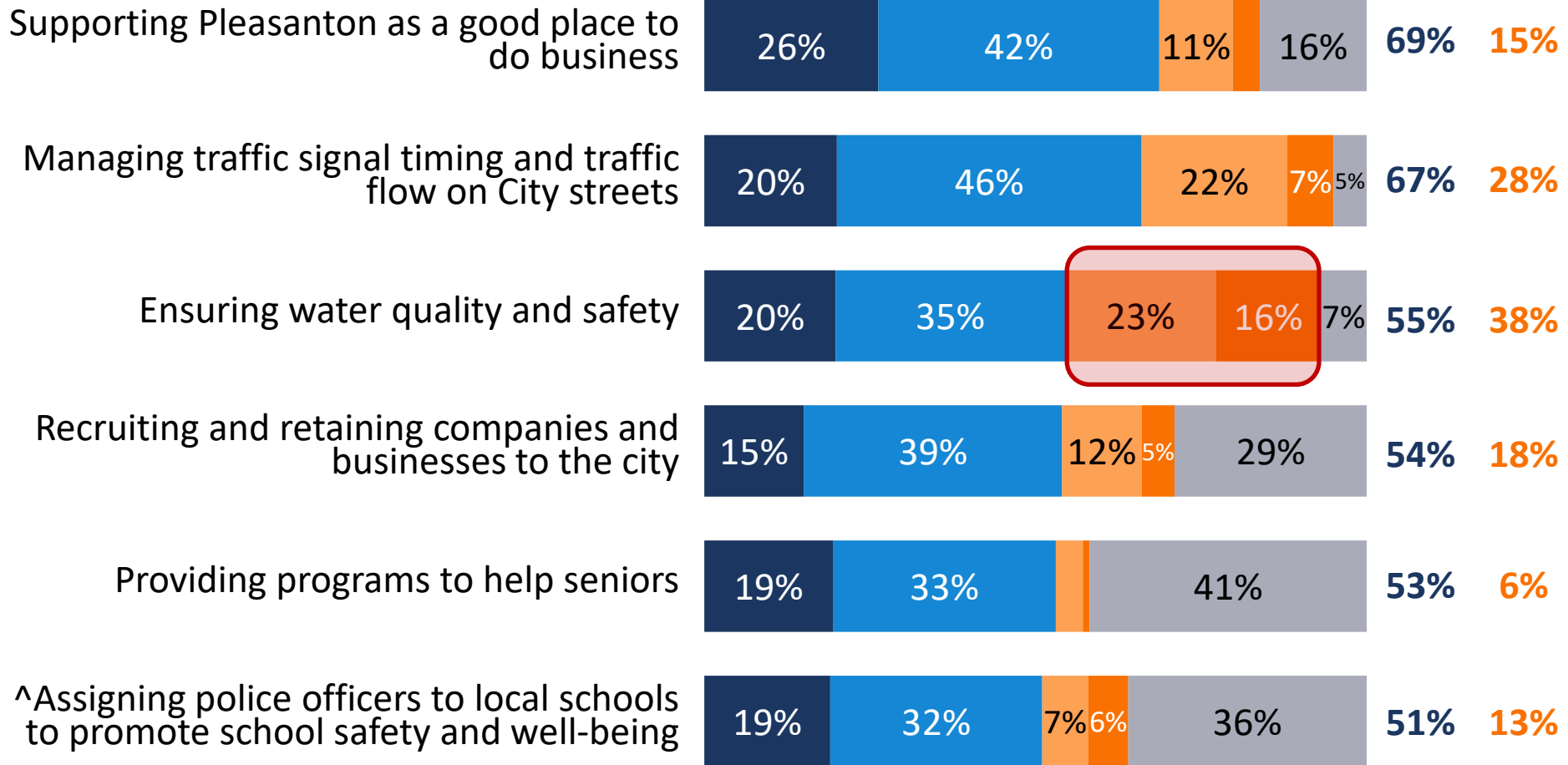
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^Not Part of Split Sample

Water quality and safety is a key area with some dissatisfaction.

■ Very Satis.
 ■ Smwt. Satis.
 ■ Swmt. Dissatis.
 ■ Very Dissatis.
 ■ No Opin./Don't Know

Total Sat. **Total Dissat.**



Q8. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

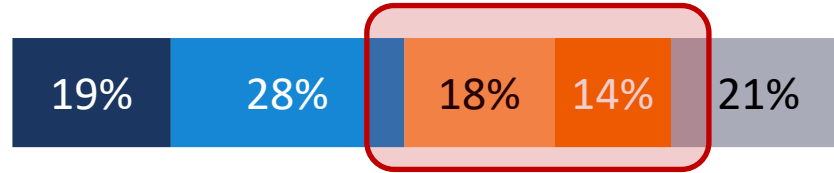
^Not Part of Split Sample

Two in five or more are unfamiliar with Watch, permitting, code inspection, and DARE programs.

■ Very Satis.
 ■ Smwt. Satis.
 ■ Swmt. Dissatis.
 ■ Very Dissatis.
 ■ No Opin./Don't Know

Total Sat. **Total Dissat.**

Upgrading and repairing local water supply sources to ensure clean drinking water



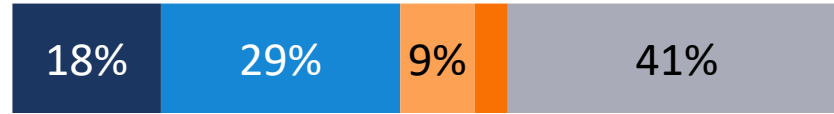
47% **32%**

Conducting fire and code safety building inspections



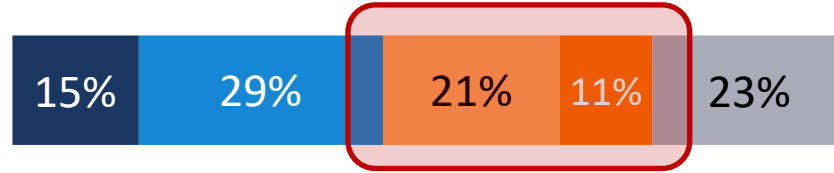
47% **5%**

Supporting Neighborhood Watch programs



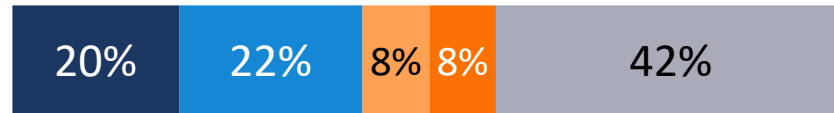
46% **12%**

Upgrading and repairing local water supply sources



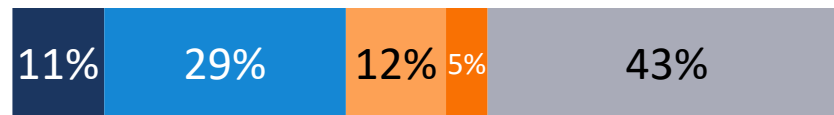
45% **32%**

Maintaining the DARE program, which provides drug and violence prevention education in elementary and middle schools



42% **17%**

Managing the permitting process when builders, homeowners or businesses request new construction or remodels



40% **15%**

Q8. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.
Split Sample

Residents are slightly more satisfied with the City's work preserving open space than in past years.

(Total Satisfied)

Service/Program	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
^Preserving open space	82%	72%	72%	78%	+6%
Managing traffic signal timing and traffic flow on City streets	75%	73%	64%	67%	+3%
Providing safe bicycle lanes and paths	--	--	79%	80%	+1%
Maintaining City trails along City parks, ridges and arroyos	86%	85%	82%	82%	0%
Maintaining City parks	98%	95%	93%	92%	-1%
Conducting fire and code safety building inspections	55%	49%	48%	47%	-1%
Providing fire protection services	--	--	89%	86%	-3%
Managing the permitting process when builders, homeowners or businesses request new construction or remodels	54%	48%	44%	40%	-4%
Providing safe sidewalks and paths for pedestrians	--	--	91%	84%	-7%
Repairing and maintaining local streets and roads	86%	79%	81%	74%	-7%
Providing 911 emergency response services	91%	90%	78%	71%	-7%
Supporting Pleasanton as a good place to do business	76%	79%	76%	69%	-7%
Providing programs to help seniors	67%	60%	60%	53%	-7%
Keeping City buildings, such as the library, Aquatic Center, the Senior Center, and local police and fire stations, clean and in good condition	90%	93%	90%	82%	-8%
Providing public library services	89%	90%	87%	79%	-8%
Providing recreation opportunities and programs, such as education, health, art, exercise, and wellness programs	86%	86%	83%	75%	-8%
Providing recreational programs and opportunities for youth	84%	80%	82%	74%	-8%

Q8. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

^Not Part of Split Sample

They are much less satisfied with water quality and safety.

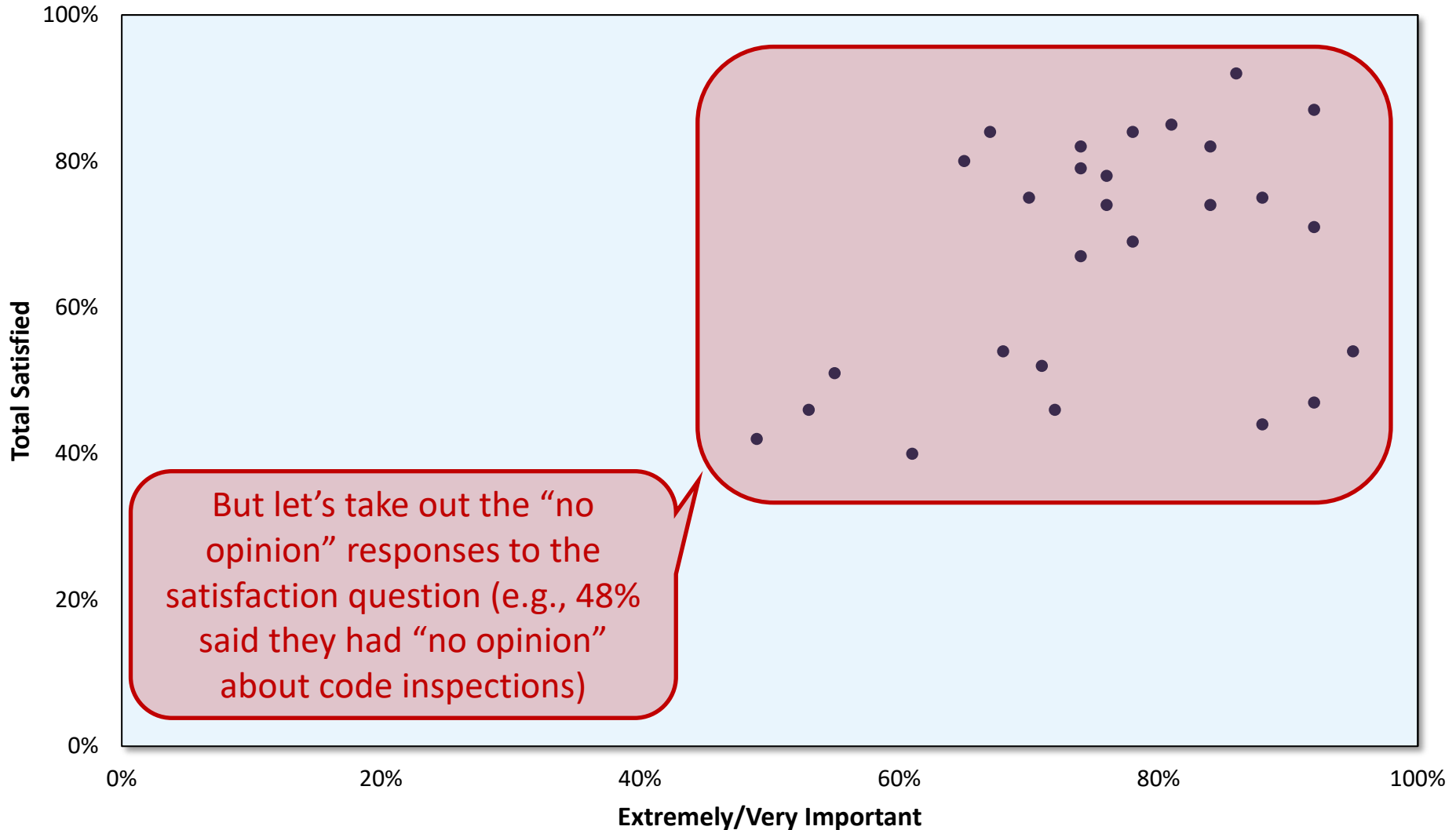
(Total Satisfied)

Service/Program	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
Providing police protection	93%	92%	94%	85%	-9%
Providing playing fields for youth and adult sports	90%	87%	92%	83%	-9%
Recruiting and retaining companies and businesses to the city	67%	62%	63%	54%	-9%
Supporting Neighborhood Watch programs	63%	54%	56%	47%	-9%
Providing dependable, quality sewer services	89%	83%	85%	75%	-10%
Upgrading and repairing local water supply sources	--	49%	56%	45%	-11%
^Assigning police officers to local schools to promote school safety and well-being	68%	64%	65%	51%	-14%
Maintaining the DARE program, which provides drug and violence prevention education in elementary and middle schools	68%	66%	59%	42%	-17%
Upgrading and repairing local water supply sources to ensure clean drinking water	--	53%	65%	47%	-18%
Ensuring water quality and safety	--	76%	75%	55%	-20%

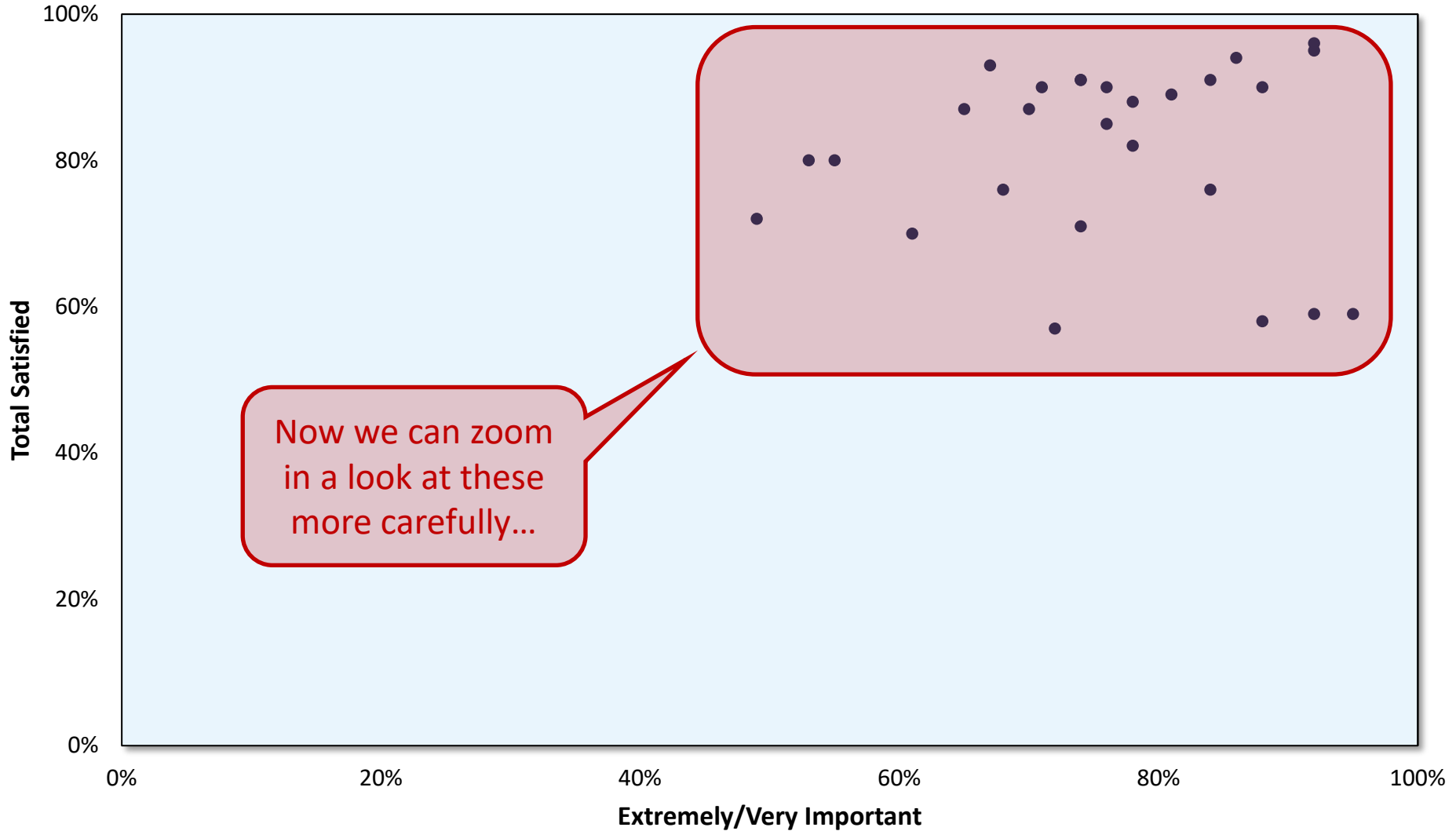
Q8. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

^Not Part of Split Sample

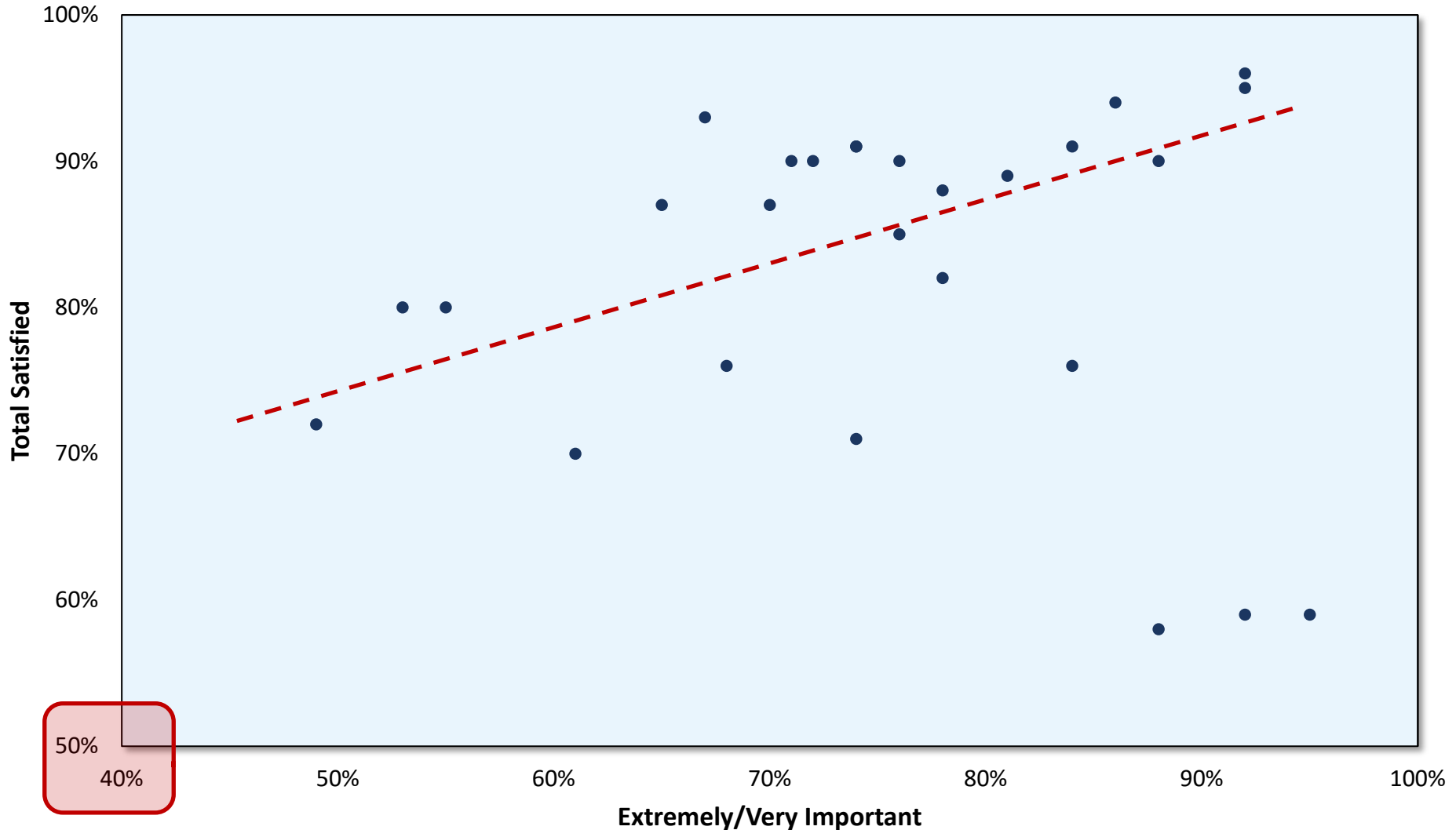
Most services are generally clustered in the “important” and “satisfied” quadrant.



The "informed satisfaction" numbers look even better.

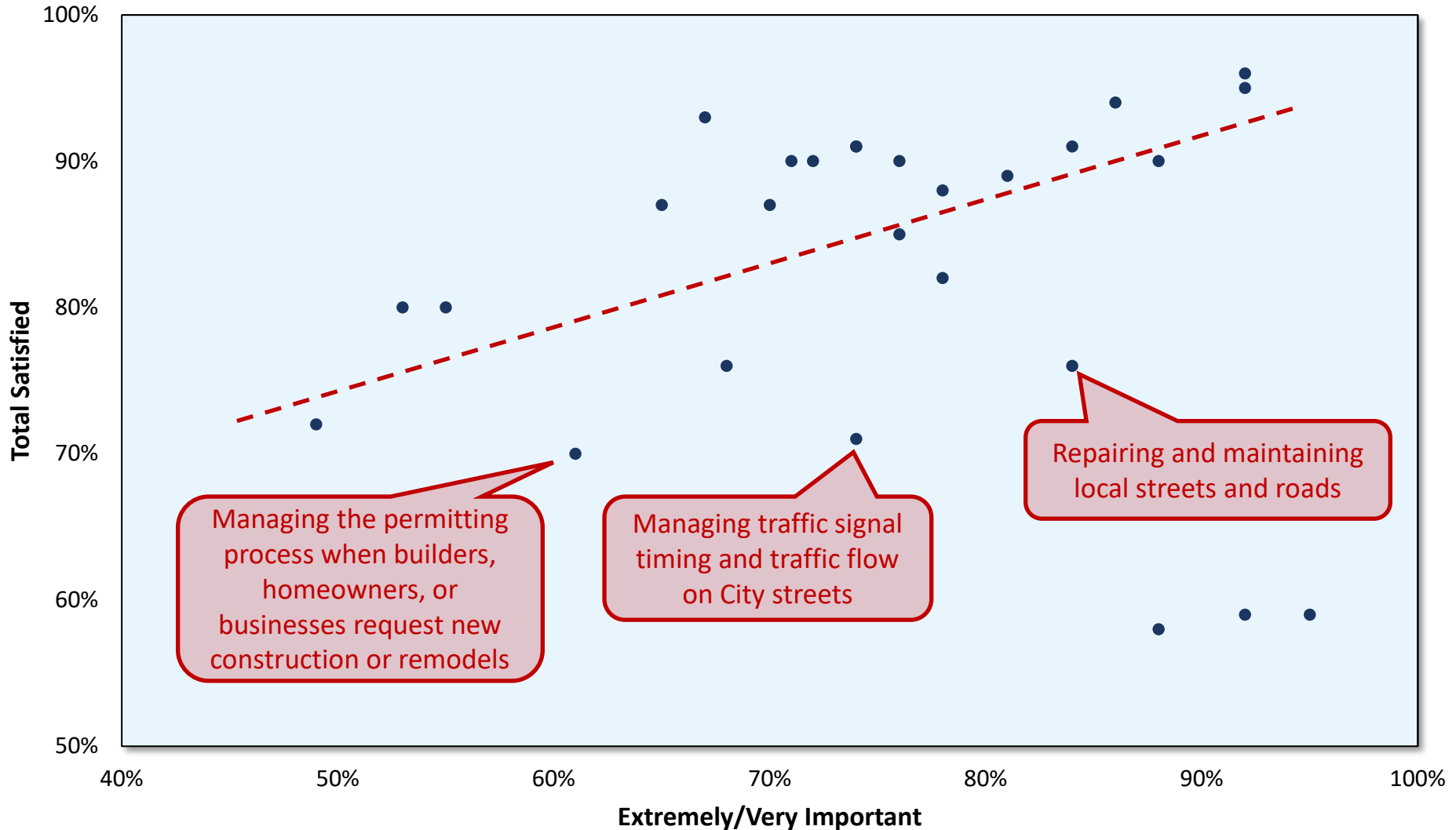


In general, the higher the importance, the higher the satisfaction, with some outliers.

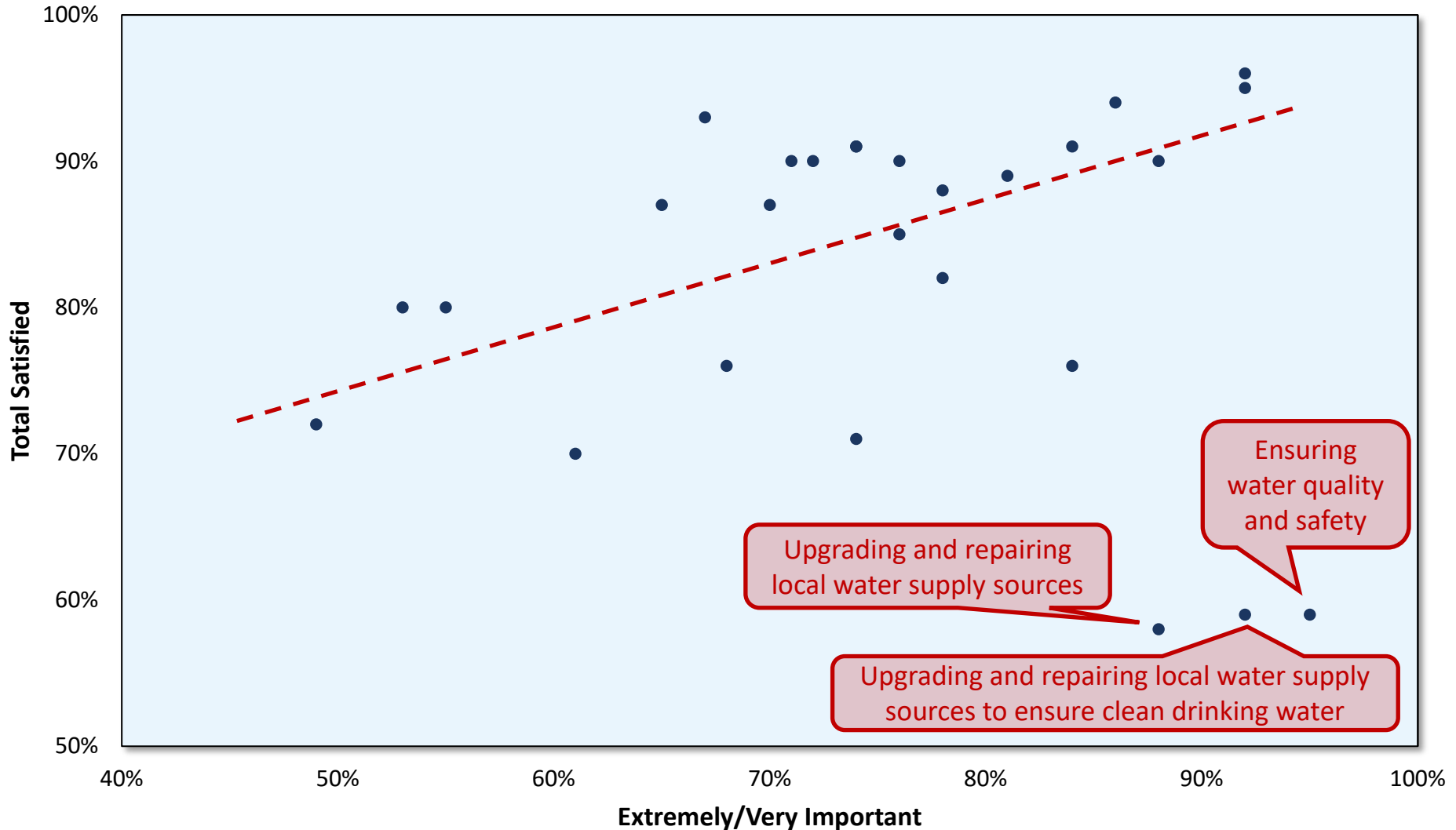


50%
40%

Relative to importance, these services have somewhat lower satisfaction levels.



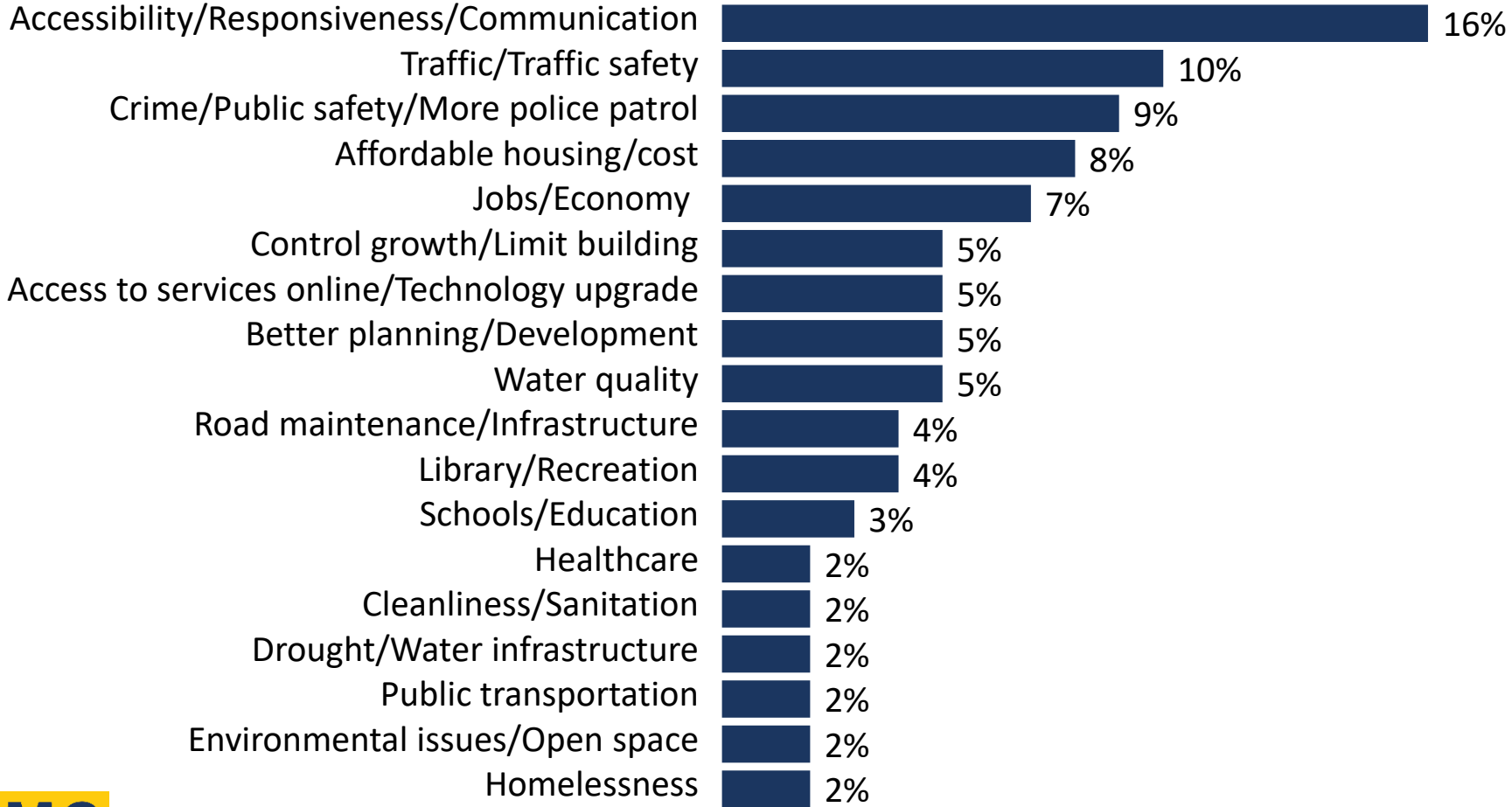
Water services have notably lower satisfaction levels than their importance would suggest.



Residents' top suggestion for improved services has to do with communication.

In your opinion, what is the most important thing the City of Pleasanton can do to improve City services for the people who live and/or work in Pleasanton?

(Open-ended, Responses 2% and Above Shown)

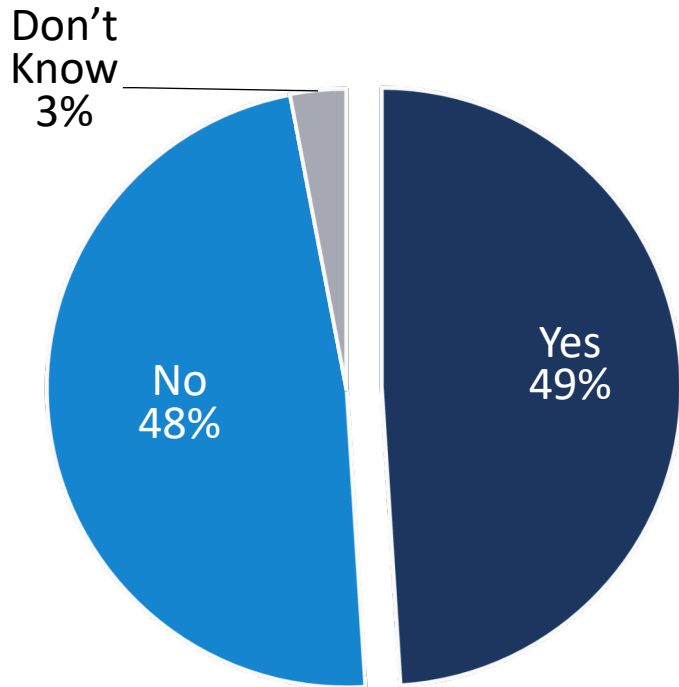




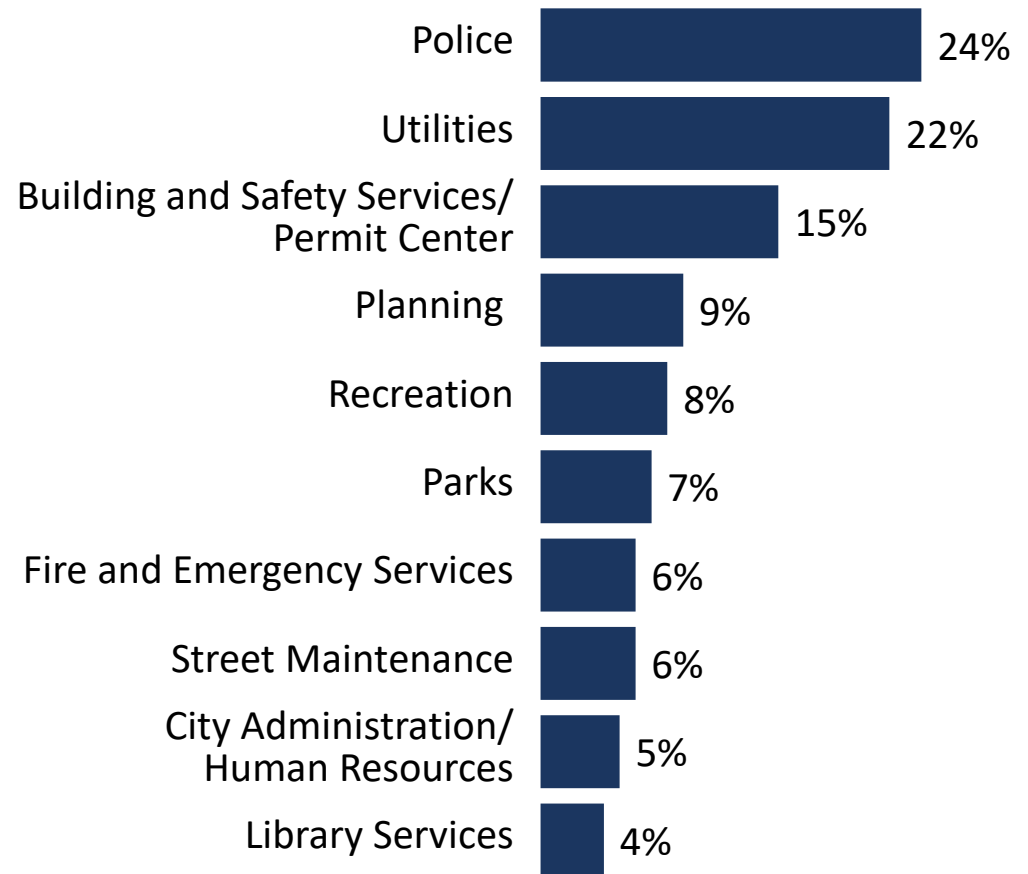
Contact with City Departments

Half of residents have had contact with a City department, mostly police or utilities.

Over the last two years, have you had contact with a City department or agency in person, on the phone, or via email?



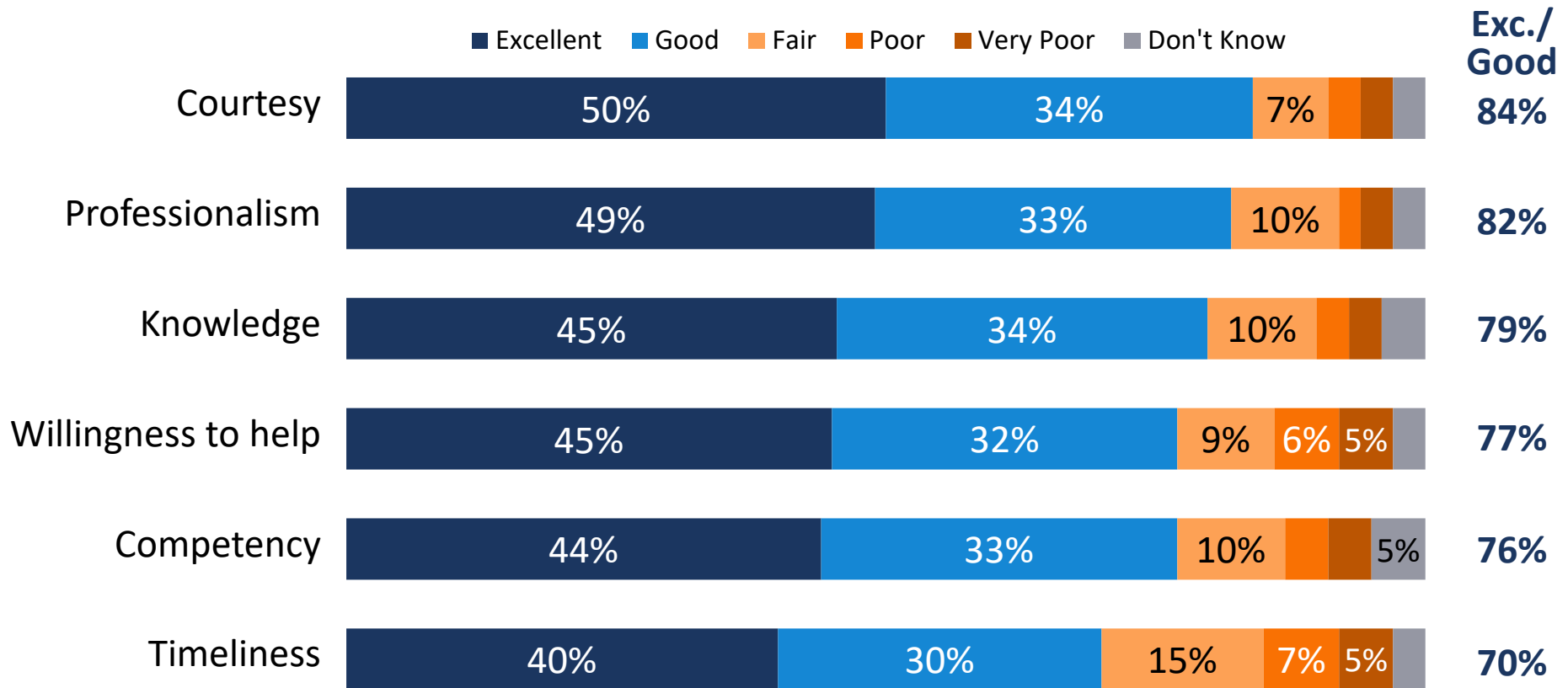
With which City department did you have contact?
(Multiple Responses Accepted, 4% and Above Responses Shown, Asked of Those with Contact Only; n=489)



Residents give City departments good marks for courtesy, professionalism and knowledge.

Generally speaking, please tell me how you rate the following aspects of the service provided by the City departments you have dealt with. Would you rate their _____ as excellent, good, fair, poor, or very poor?

(n=489)



Their evaluations of timeliness have declined slightly since 2017; everything else held steady.

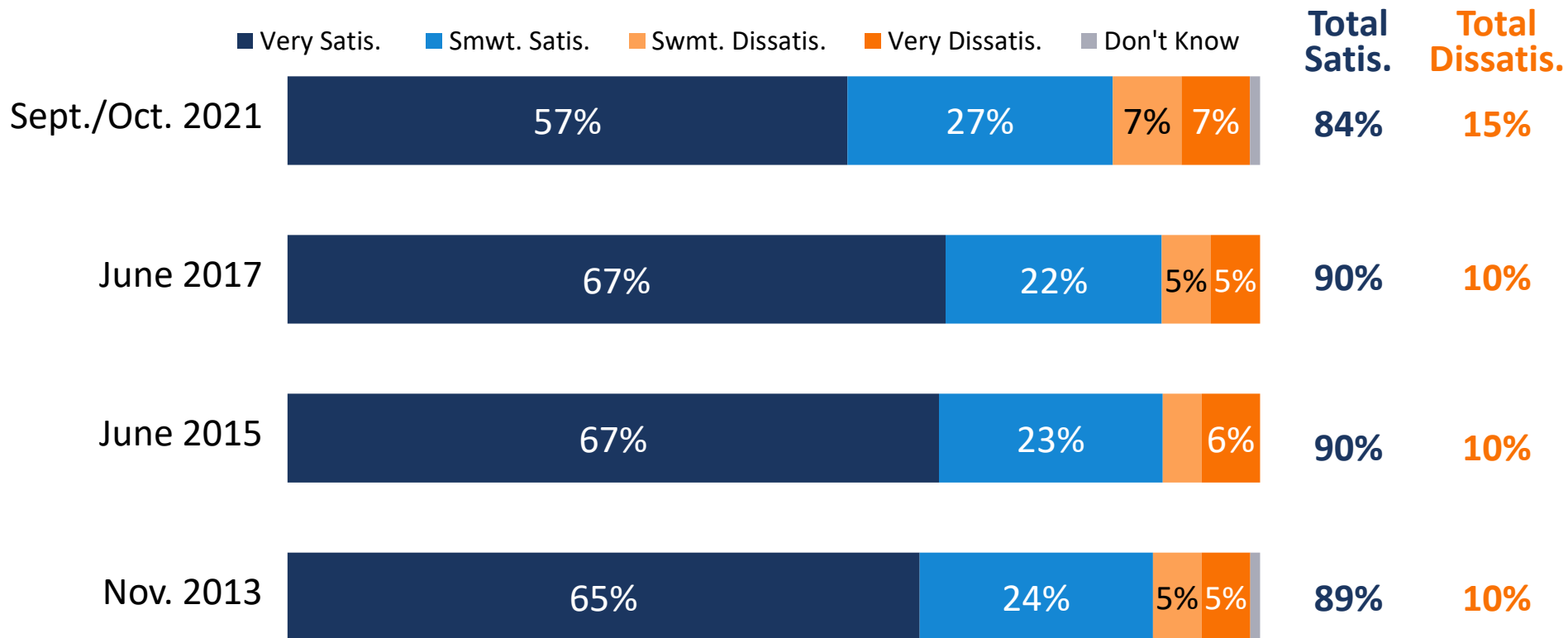
(Excellent/Good)

Aspect of Service	Nov. 2013	June 2015	June 2017	Sept./Oct. 2021	Difference (2021-2017)
Courtesy	86%	86%	85%	84%	-1%
Professionalism	84%	87%	84%	82%	-2%
Willingness to help	82%	80%	79%	77%	-2%
Knowledge	81%	81%	82%	79%	-3%
Competency	80%	82%	79%	76%	-3%
Timeliness	78%	78%	77%	70%	-7%

While most are satisfied with their customer service, the share “very satisfied” has declined slightly.

Would you say that you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with the overall level of customer service you received?

(Asked of Those with Contact Only, n=489)





Conclusions

Conclusions

- Overall, residents are largely satisfied with life in Pleasanton, and with the provision of many City services and programs. However, there has been a decline in the intensity of satisfaction on a number of key indicators between 2017 and 2021.
- 94% rate Pleasanton an “excellent” or “good” place to live – numbers as high as any place in the Bay Area, and in line with prior years.
- 89% call it a good or excellent place to raise children as well, and parents are just as likely as residents overall to appreciate it as a place to raise children.
- While crime has emerged as a concern among a greater share of residents, 96% say they feel safe here.
- Housing costs are a top-of-mind concern, and particularly for young and lower-income residents. Concern about “too much growth” has receded, driven by these residents. 75% are satisfied with the quality of development, in line with 2017, though the share “very satisfied” is down. Keeping development consistent with Pleasanton’s “small town character” has gained importance since 2017, though other values haven’t shifted much.
- Services related to local water provision have lower satisfaction levels relative to how important those services are perceived.
- The City also gets great marks on service provision and COVID response; they are more mixed on evaluations of the City’s planning for future infrastructure needs, and a decent share don’t know enough to rate on budget and finances.
- Among the proposed projects and programs, a crisis response team is seen as most important, followed by the all-abilities playground. Expansions and new construction are lower priorities.
- Customer satisfaction remains very high.

**For more information,
contact:**



**OPINION
RESEARCH
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