









# City of Pleasanton 2023 Community Survey

*Key Findings of a Survey  
Conducted Among Pleasanton Residents May 24-June 7, 2023*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	May 24-June 7, 2023
<b>Survey Type</b>	Multi-modal Resident Survey
<b>Research Population</b>	Residents of Pleasanton Ages 18+
<b>Total Interviews</b>	711
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	Prior Community Surveys from 2007, 2013, 2017 and 2021
<b>Languages</b>	English, Spanish and Chinese

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



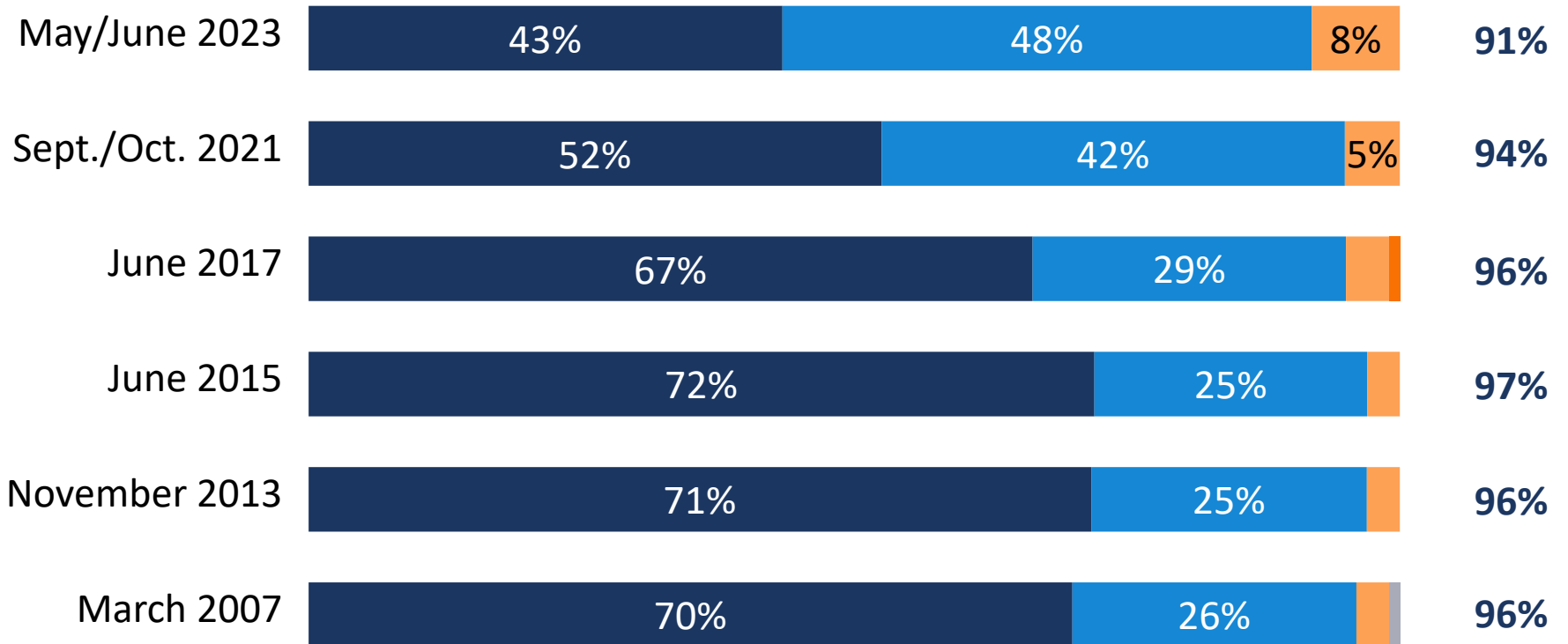
# **Quality of Life in Pleasanton**

# Nine in ten see Pleasanton as an “excellent” or “good” place to live – however, the share giving the highest rating has been declining since 2017.

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

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

**Exc./Good**

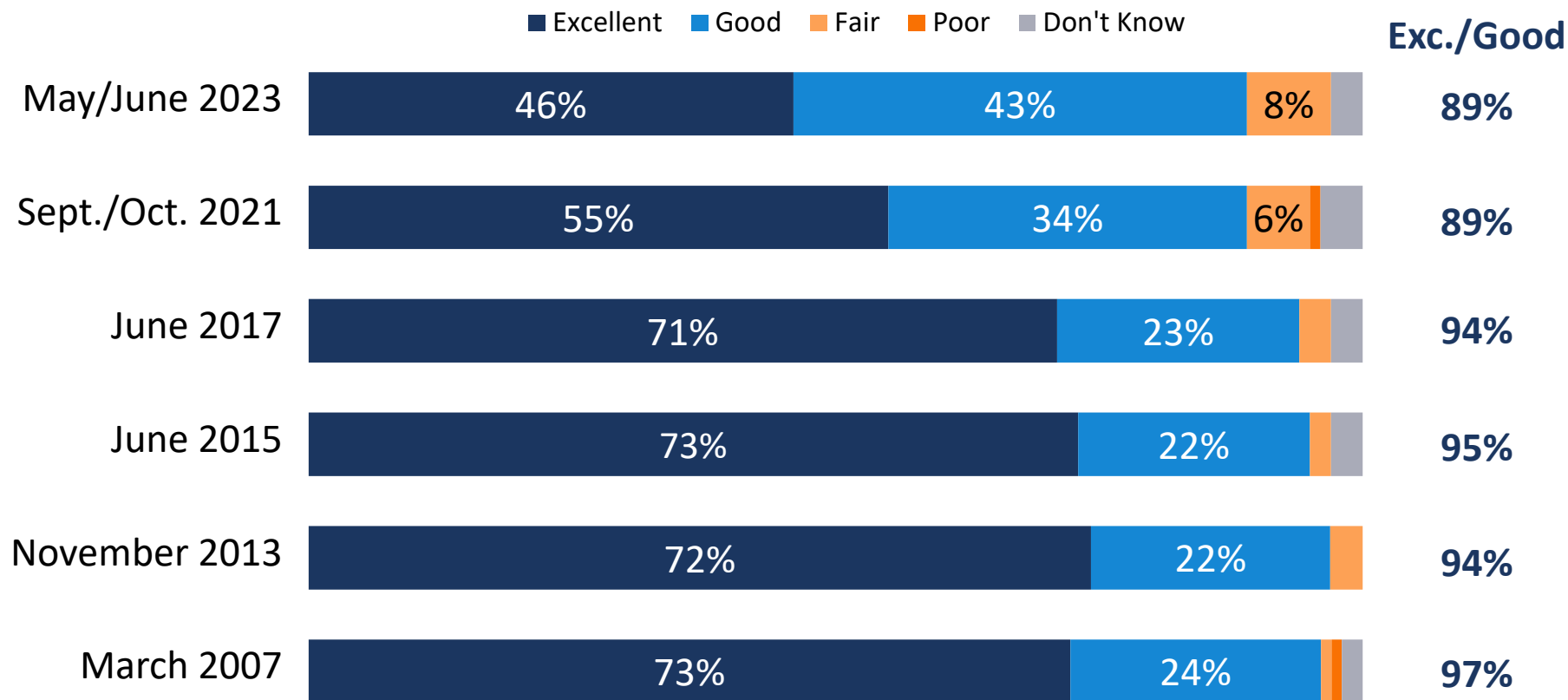


# Regional Comparisons

City	Date	Question	Positive Rating	Negative Rating
Pleasanton	Spring 2023	Rating as a Place to Live	91% Excellent/ Good	1% Poor
Hayward	Spring 2023	Satisfaction with Quality of Life	62% Total Satisfied	31% Total Dissatisfied
Dublin	Spring 2023	Rating as a Place to Live	87% Excellent/ Good	2% Poor
Oakland	Winter 2023	Rating as a Place to Live	54% Excellent/ Good	15% Poor
San Leandro	Winter 2023	Rating as a Place to Live	62% Excellent/ Good	7% Poor
Milpitas	Winter 2022	Satisfaction with Quality of Life	88% Total Satisfied	10% Total Dissatisfied

# Overwhelming majorities also see Pleasanton as an “excellent” or “good” place to raise children, though that share has declined from 2017.

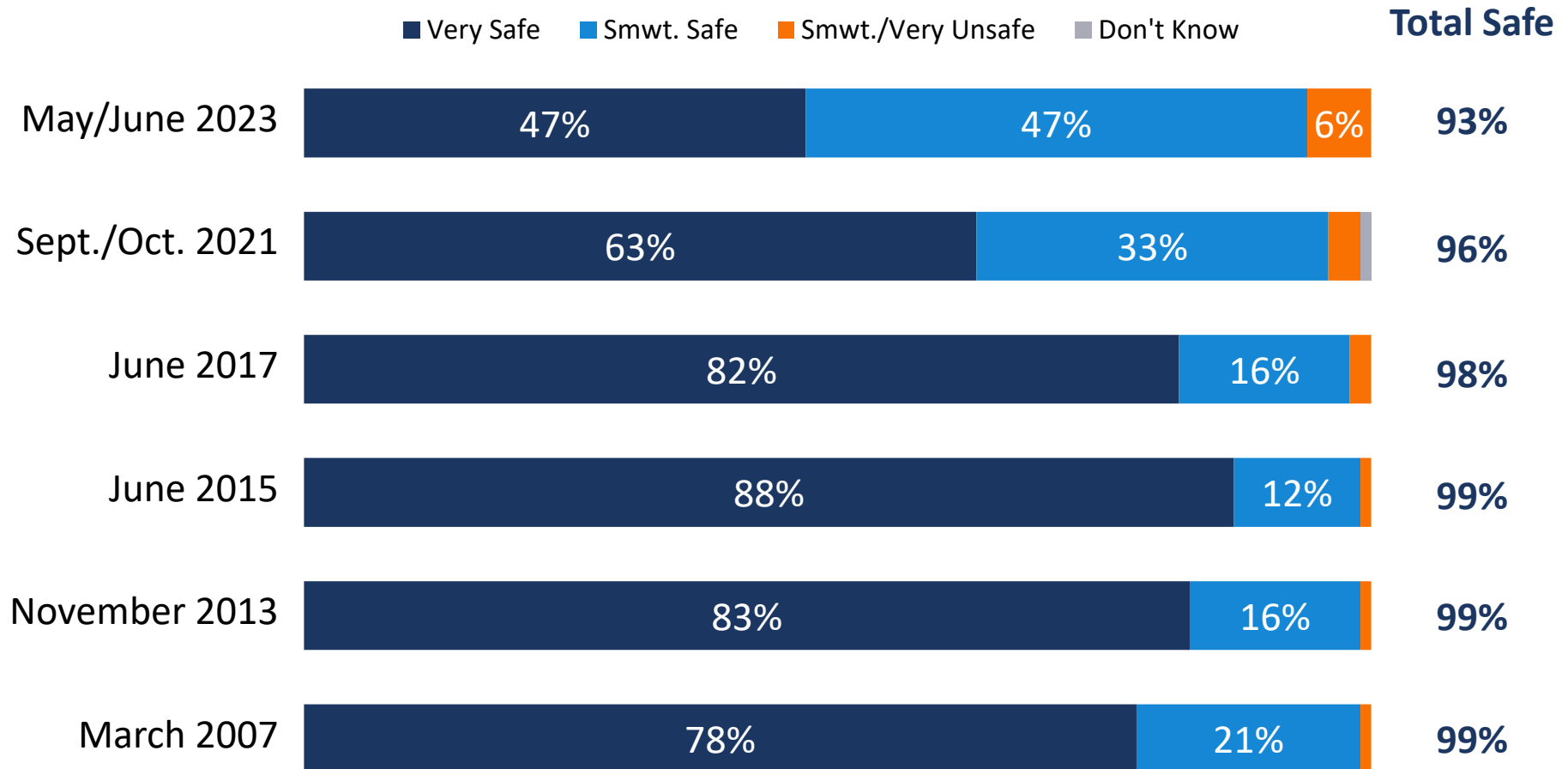
*In general, would you say that Pleasanton is an excellent, good, fair, or poor place to raise children?*



91% of parents rate the city an “excellent” or “good” place to raise children.

# More than nine in ten feel safe in Pleasanton – but the share who feels “very safe” has declined.

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



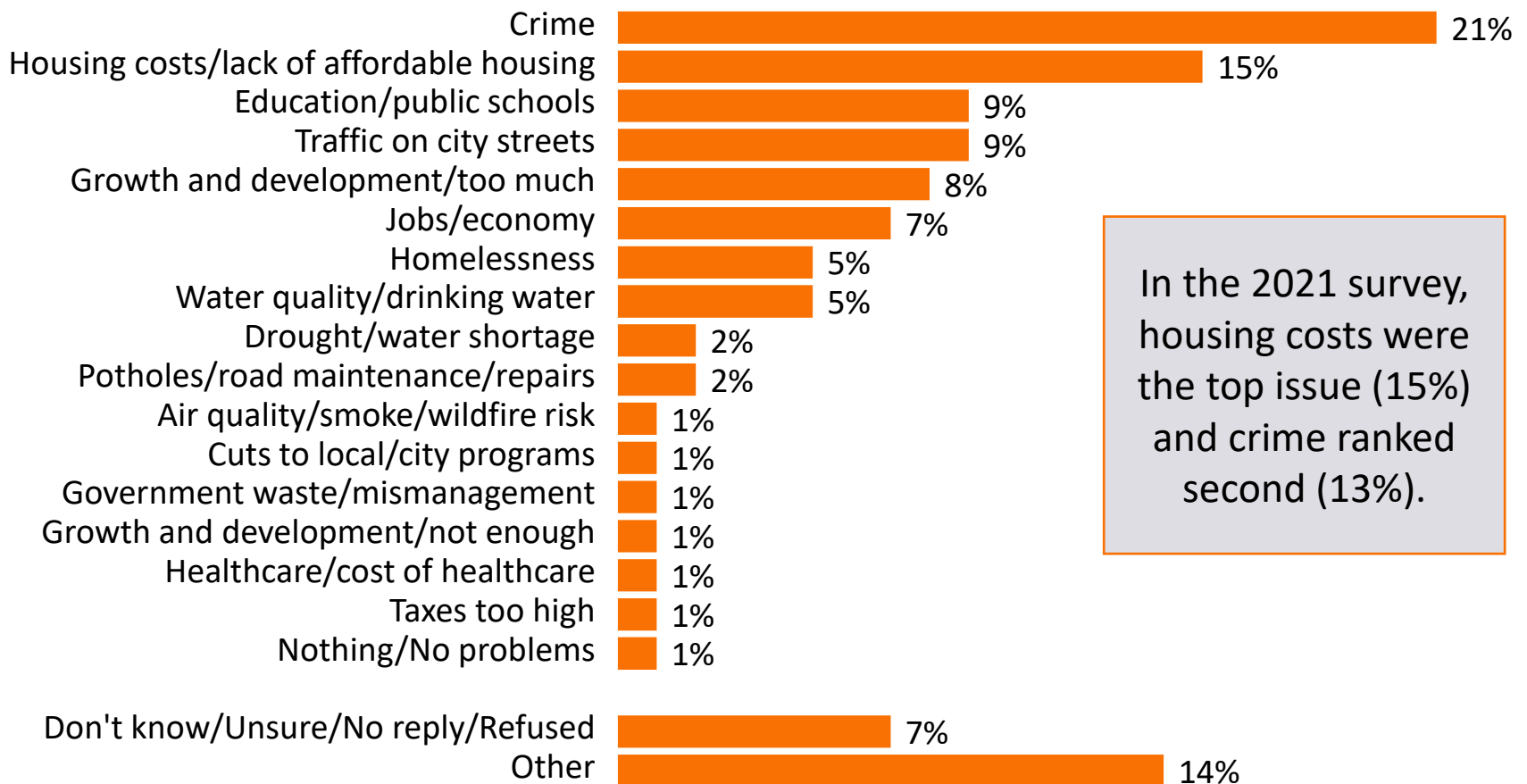


# **Top Concerns Facing Pleasanton**



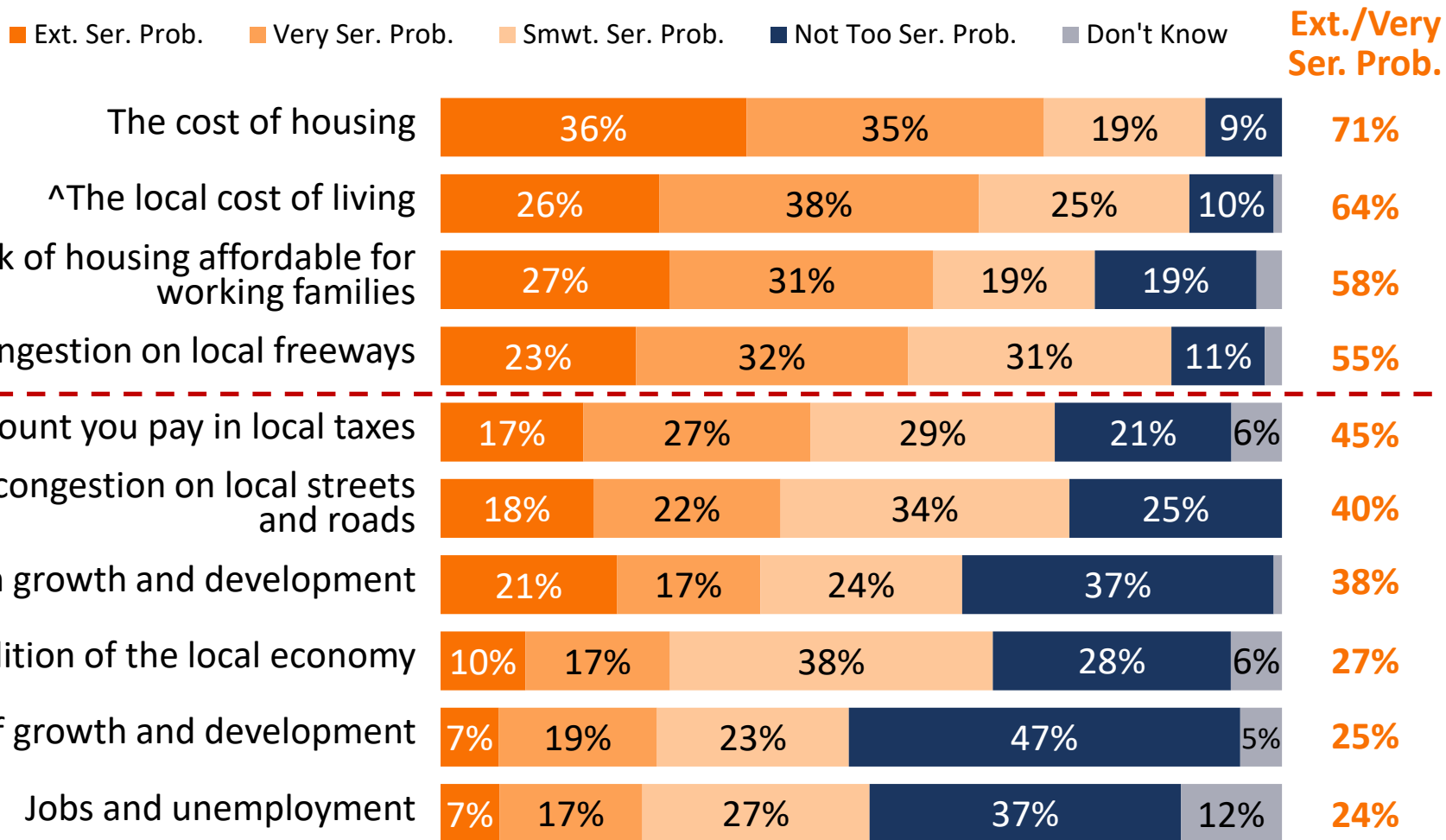
# Housing costs and crime emerge as the most serious issues in an open-ended question.

*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)*



In the 2021 survey, housing costs were the top issue (15%) and crime ranked second (13%).

# The cost of housing is broadly seen as a very serious problem facing the city.



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

# A lack of affordable housing is a growing concern – as is too much growth and development.

*(Extremely/Very Serious Problem)*

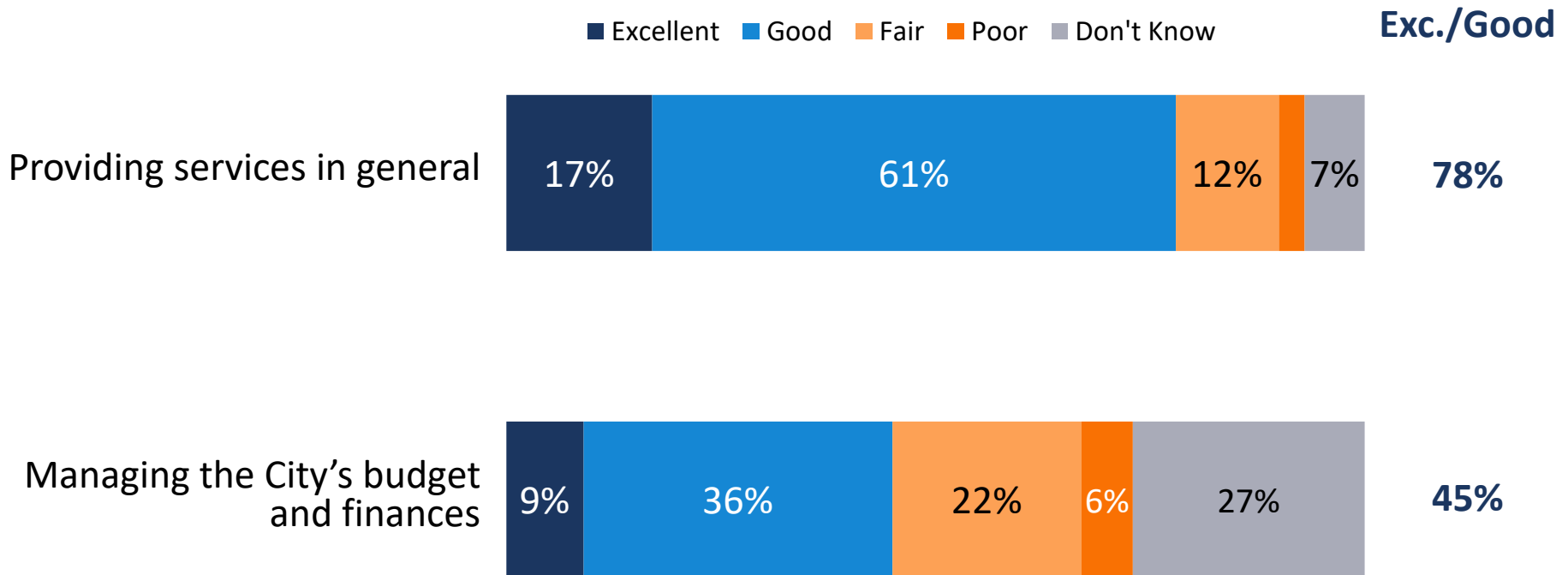
Issue	June 2015	June 2017	Sept./Oct. 2021	May/June 2023	Difference (2021-2023)
A lack of housing affordable for working families	--	48%	48%	58%	<b>+10%</b>
Too much growth and development	43%	50%	29%	38%	<b>+9%</b>
The condition of the local economy	13%	12%	19%	27%	<b>+8%</b>
^The local cost of living	45%	52%	56%	64%	<b>+8%</b>
A lack of growth and development	14%	13%	18%	25%	<b>+7%</b>
Jobs and unemployment	9%	14%	17%	24%	<b>+7%</b>
The cost of housing	--	65%	64%	71%	<b>+7%</b>
Traffic congestion on local streets and roads	31%	45%	34%	40%	<b>+6%</b>
^The amount you pay in local taxes	23%	30%	40%	45%	<b>+5%</b>
Traffic congestion on local freeways	67%	69%	52%	55%	<b>+3%</b>



# **Attitudes Toward City Government**

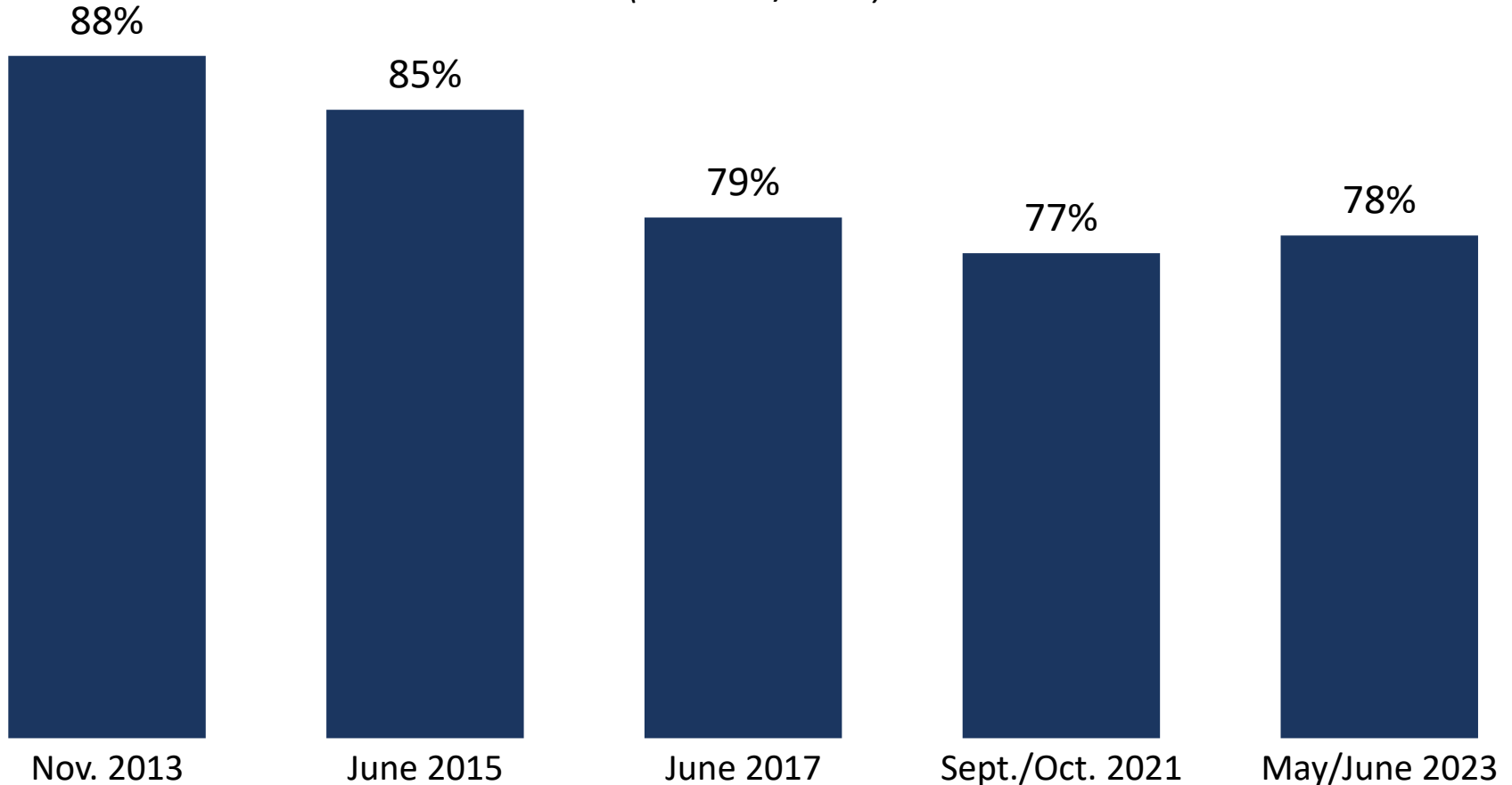
# Nearly four in five rate City service provision as “excellent” or “good.”

*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.*



# Approval of city services is steady compared with 2017 onward.

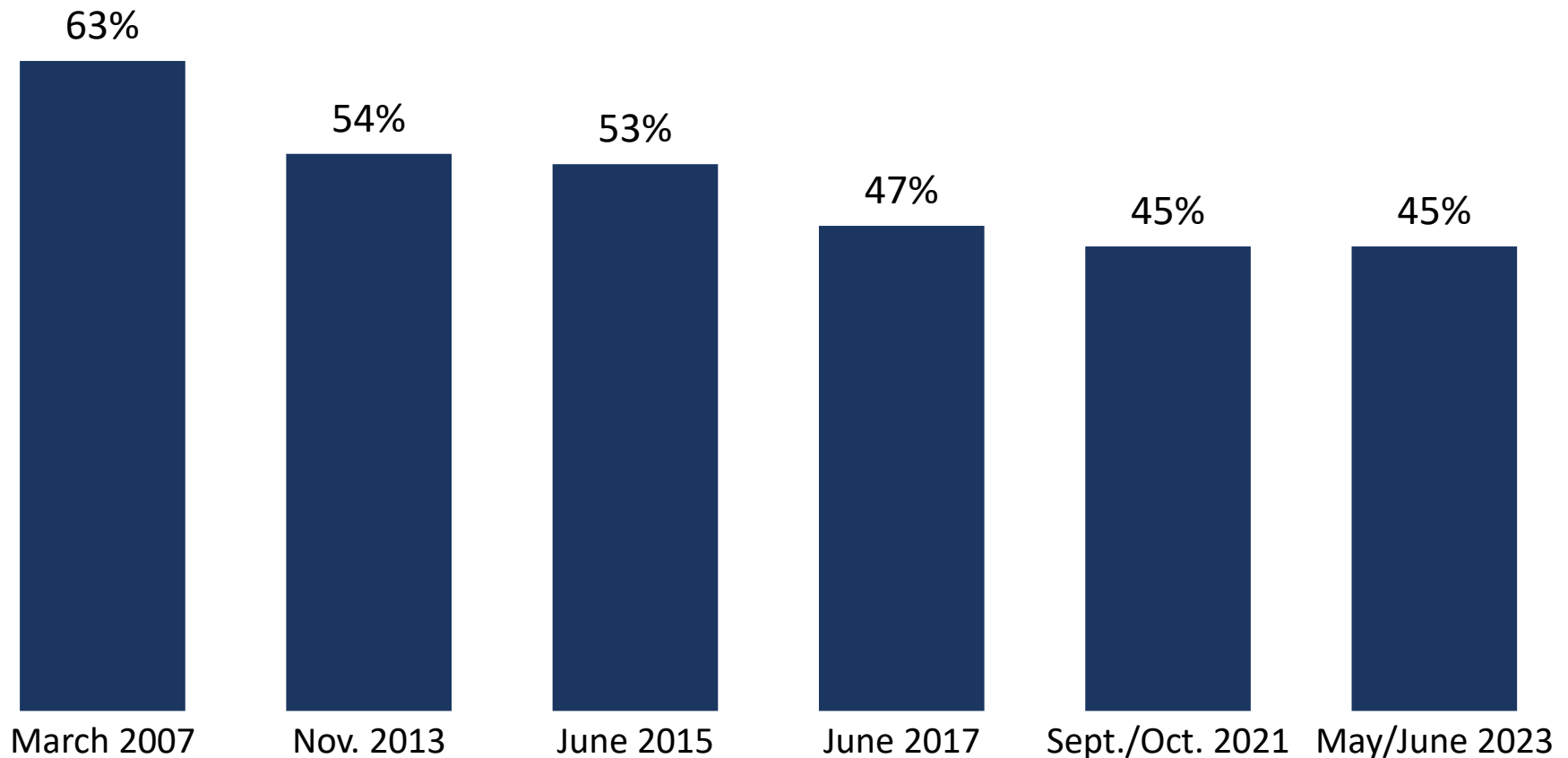
*Providing an adequate level of City services  
(Excellent/Good)*



*Q5b. 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. If you have no opinion or don't know about a particular function of government that I mention to you, you can tell me that too.*

# Budget and financial management ratings are consistent with the last few years as well.

*Managing the City's budget and finances  
(Excellent/Good)*



Q5b. 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. If you have no opinion or don't know about a particular function of government that I mention to you, you can tell me that too.

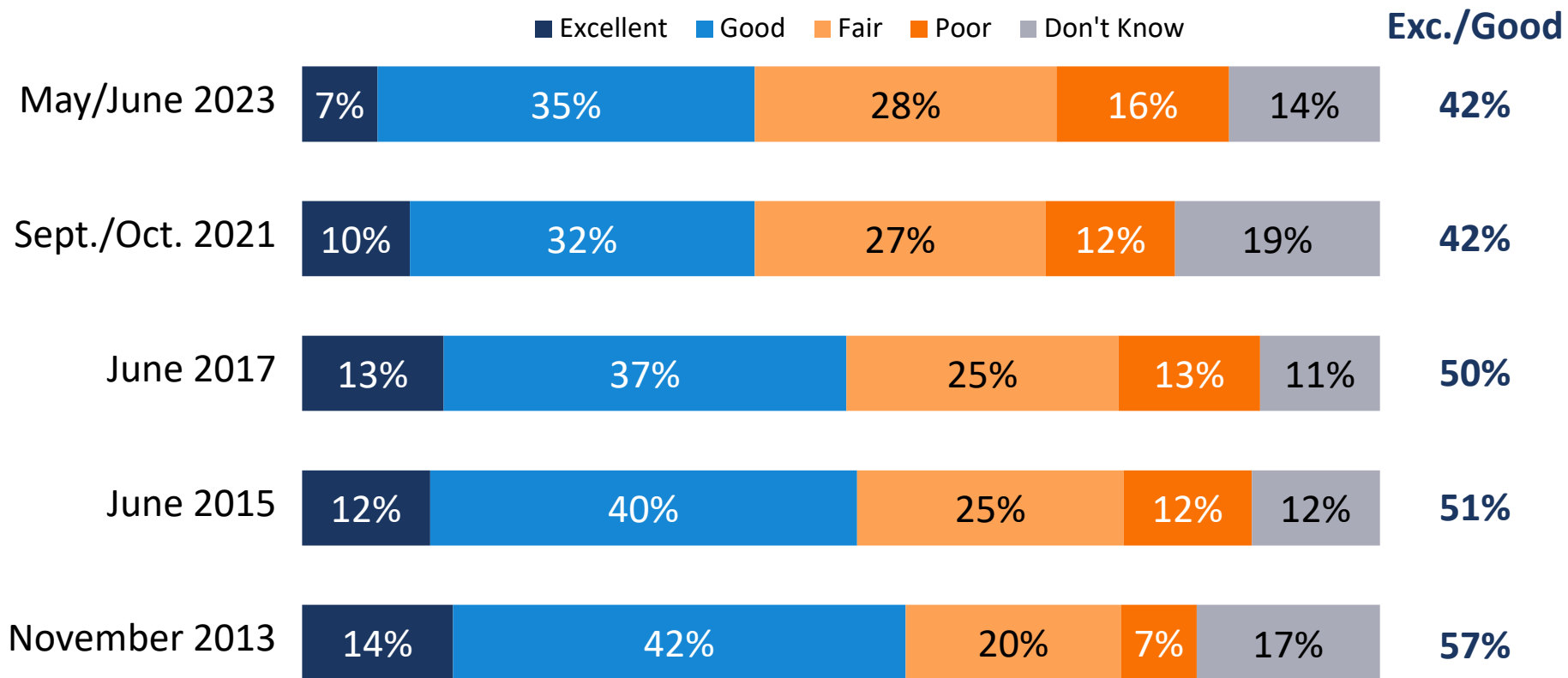


# **Growth and Development**



# Two in five rate infrastructure planning “excellent” or “good” – comparable to 2021.

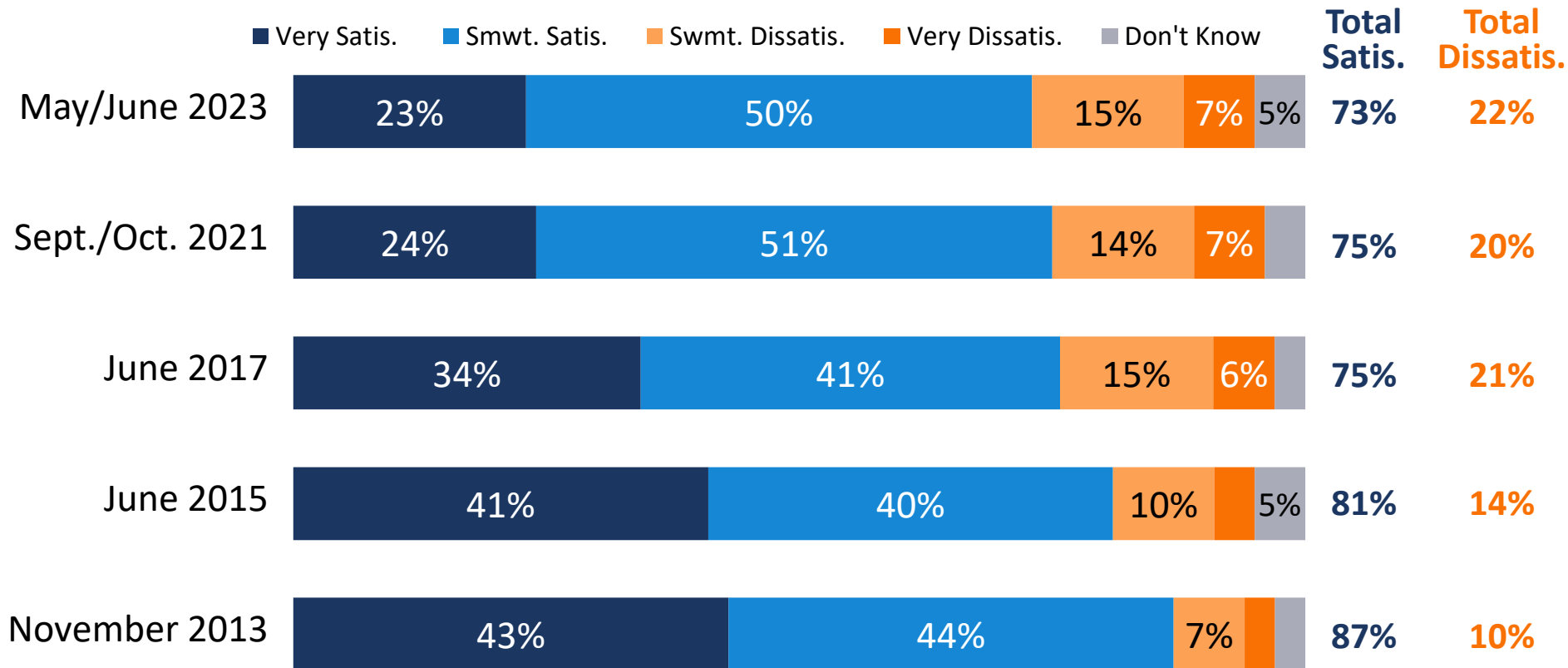
*Planning for the City’s future infrastructure needs, in terms of designing future roads, water and sewer systems, bridges, and traffic controls*



*Q5c. 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. If you have no opinion or don't know about a particular function of government that I mention to you, you can tell me that too.*

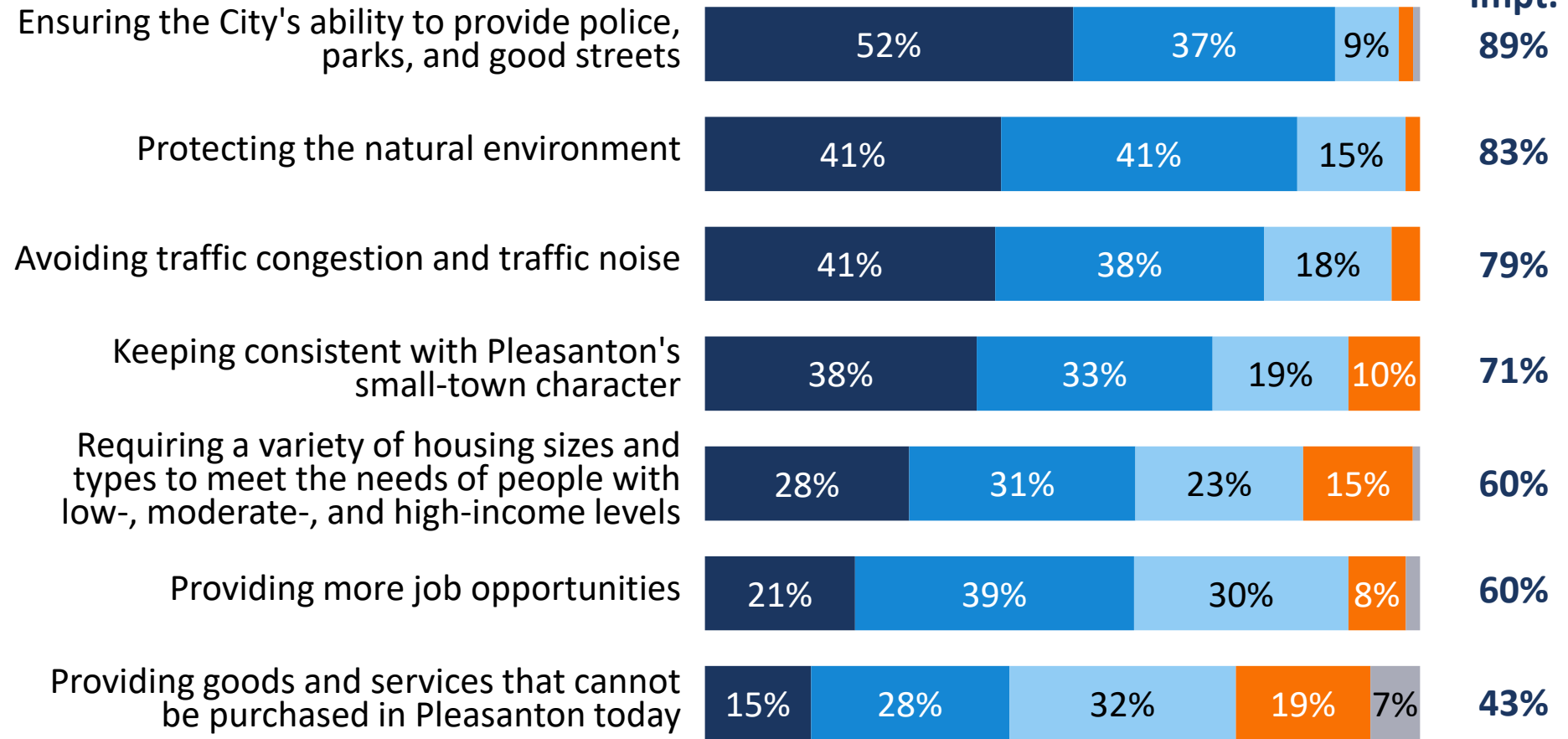
# Three-quarters are satisfied with the quality of development, consistent with 2021.

*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.*



# Residents especially value development projects that ensure the City's ability to provide services.

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



Q10. 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.



# **Assessing City Service Provision**

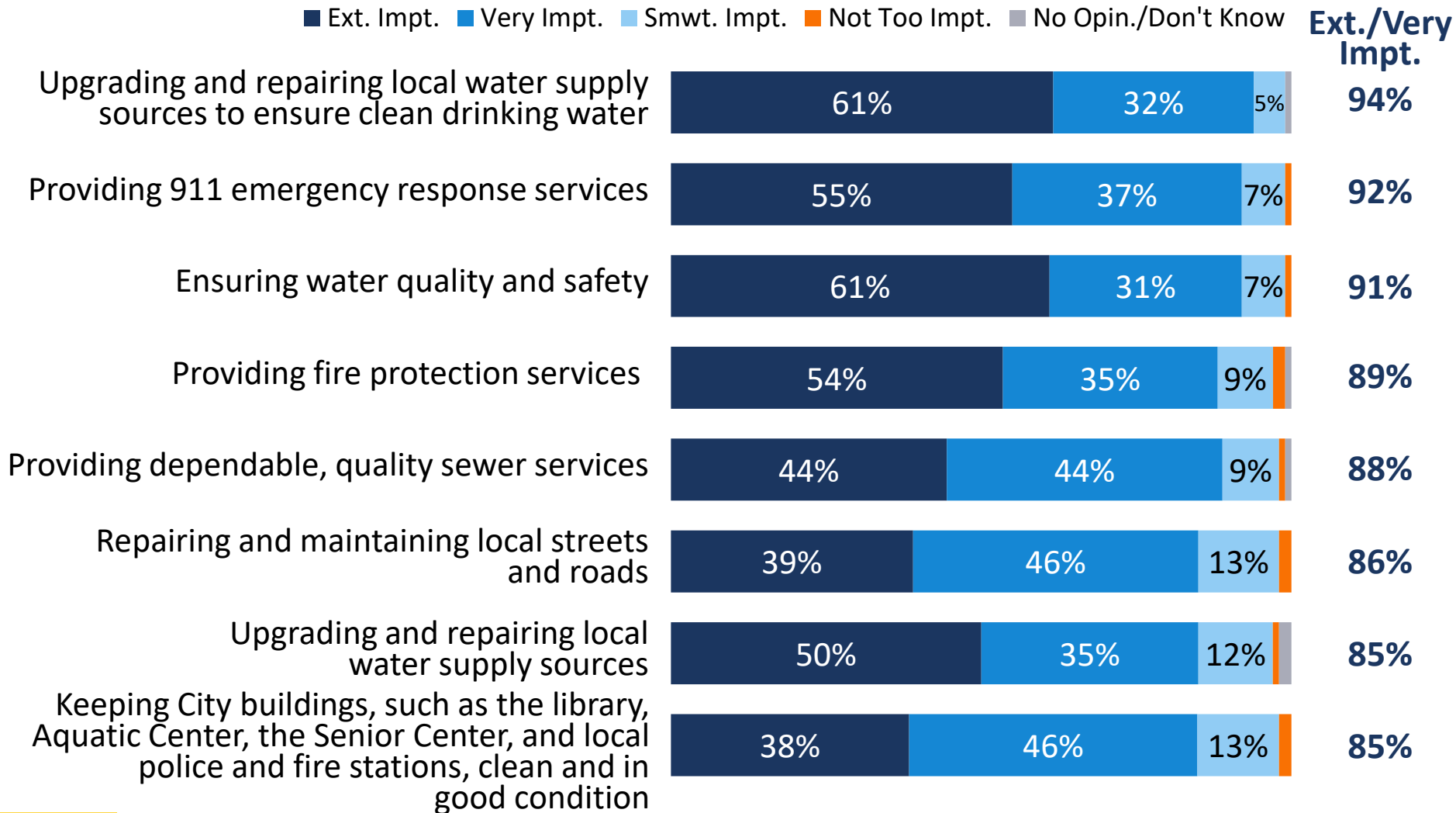
# Assessing City Services



- ✓ Respondents were asked to rate the importance of 27 services and programs (split sampled) that the City provides: is it extremely, very, somewhat or not too important to making Pleasanton a good place to live?
- ✓ Then they were asked whether they were satisfied or dissatisfied with the same list of services and programs.
- ✓ We also looked at the interaction of importance and satisfaction levels to show areas of strength and areas in need of future attention.

**First, how residents rate the importance of specific services...**

# Pleasanton residents overwhelmingly value water quality and emergency services.

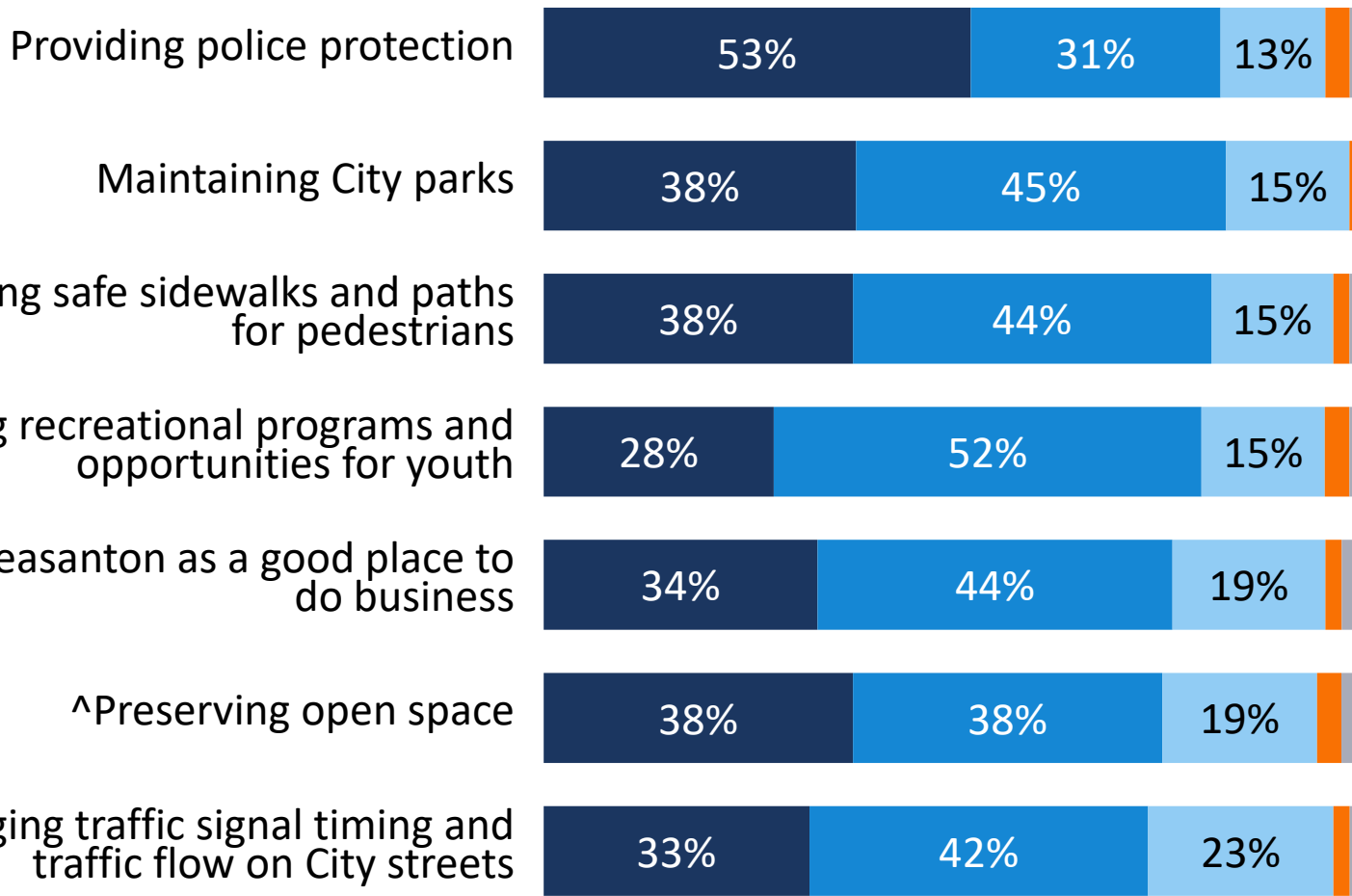


Q7. Let me ask you about some specific services and programs provided by Pleasanton city government. Please tell me, in your opinion, how important each service is to making Pleasanton a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample

# Broad shares also value things including parks, streets, sidewalks and open space.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know

Ext./Very Impt.



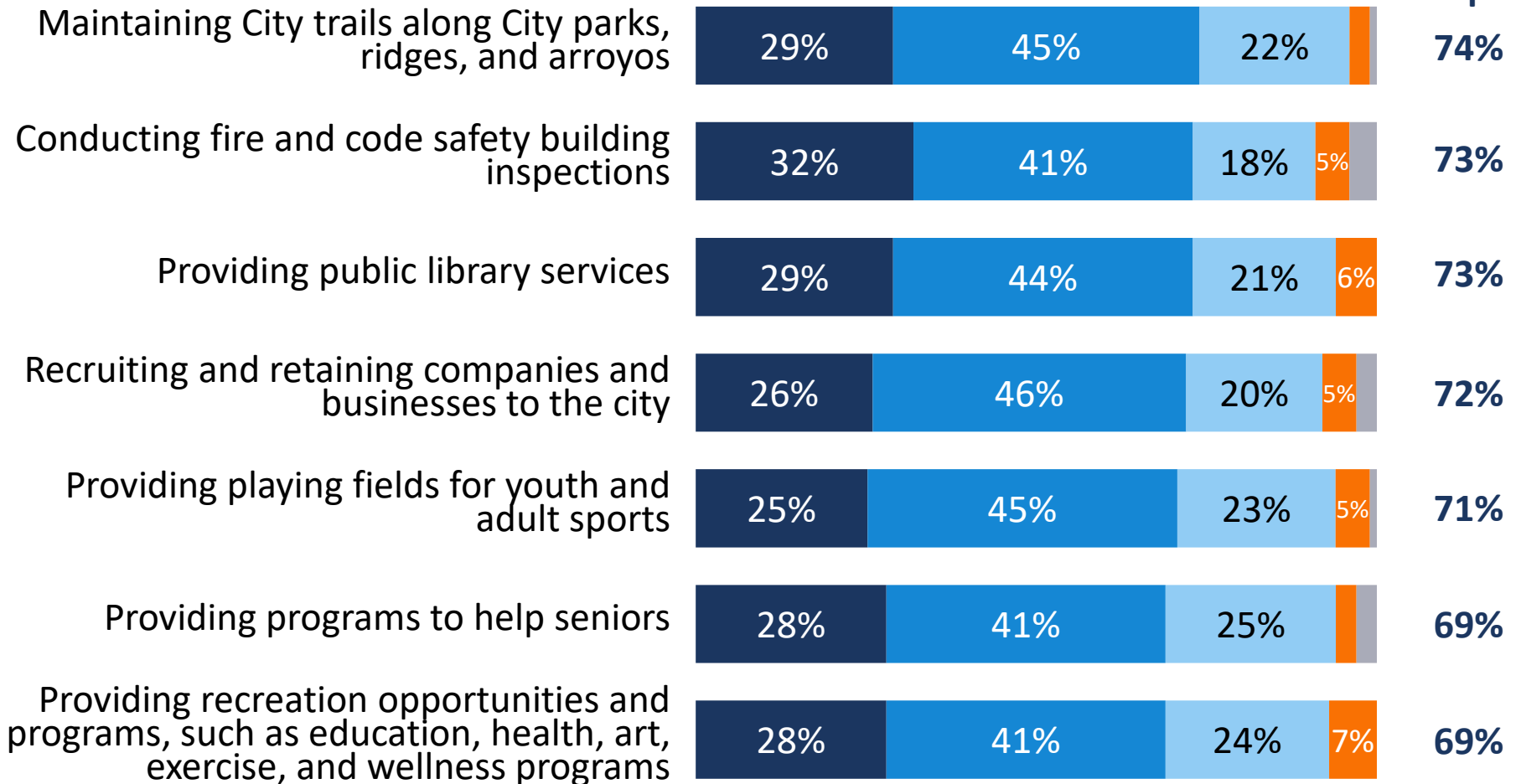
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^Not Part of Split Sample



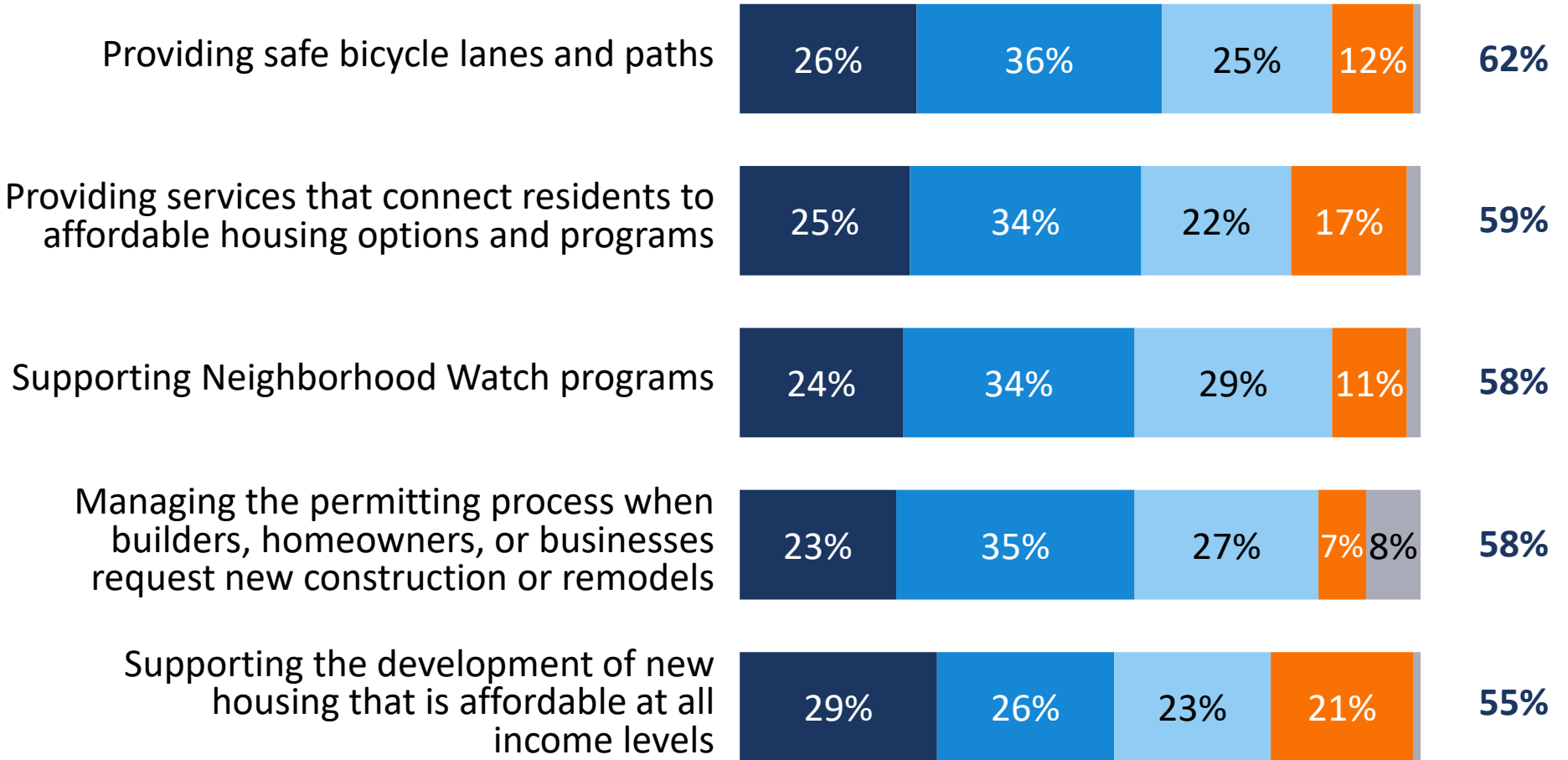
# There is less intensity around investments in trails, building inspections, and sports.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know **Ext./Very Impt.**



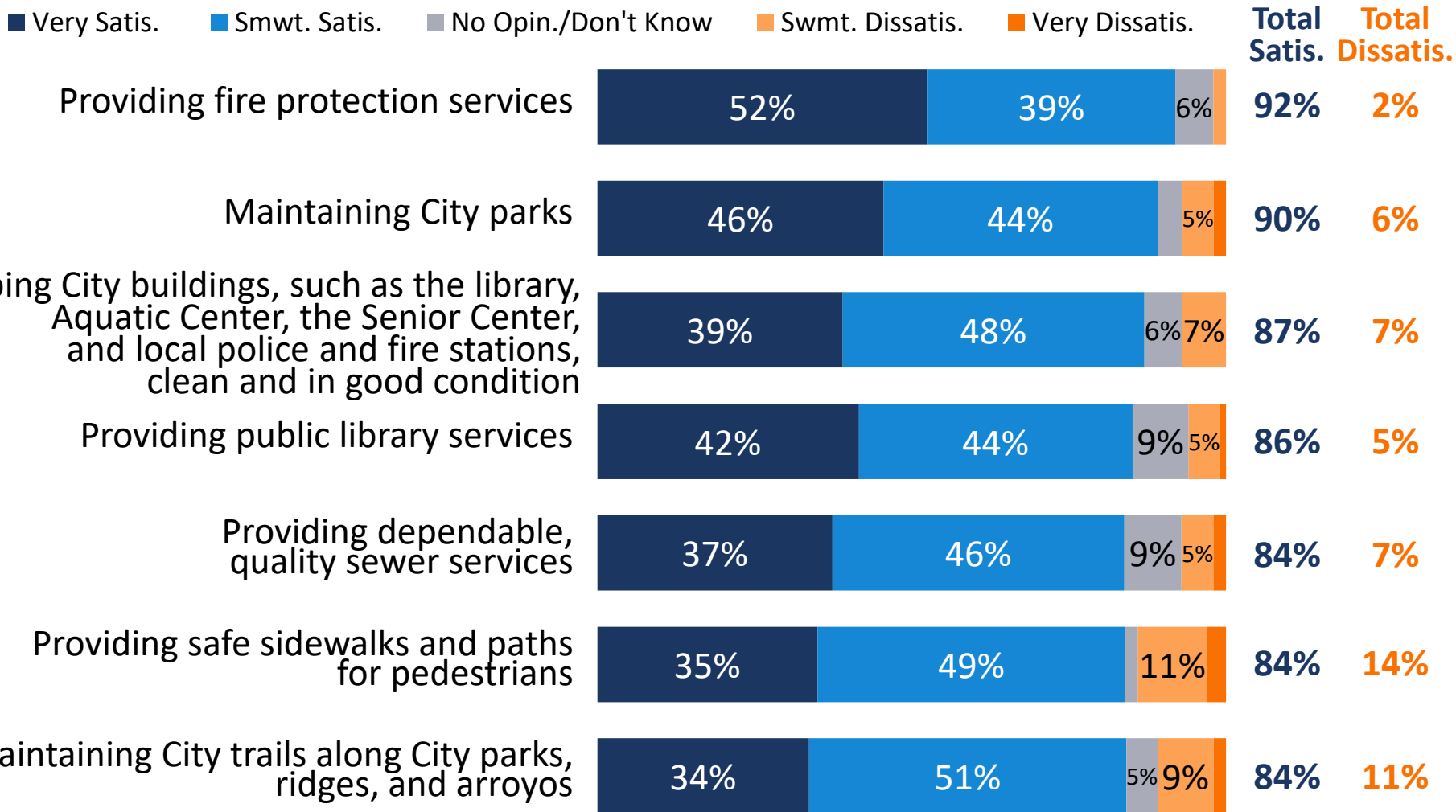
# Residents' lowest priorities include affordable housing development and Neighborhood Watch.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know **Ext./Very Impt.**



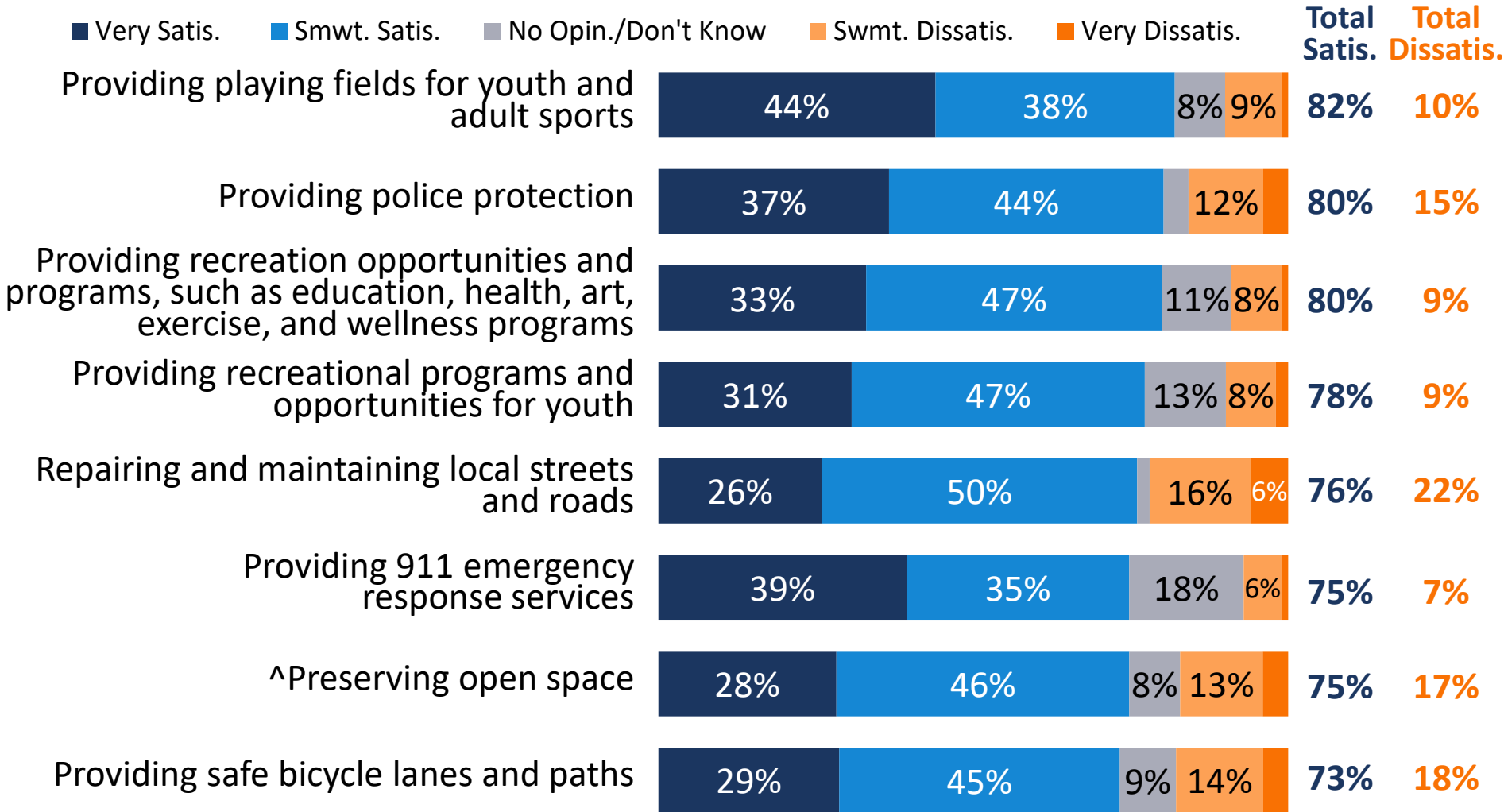
**Next, we looked at how satisfied residents are with specific services...**

# Nine in ten or more are satisfied with fire protection and City park maintenance.



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

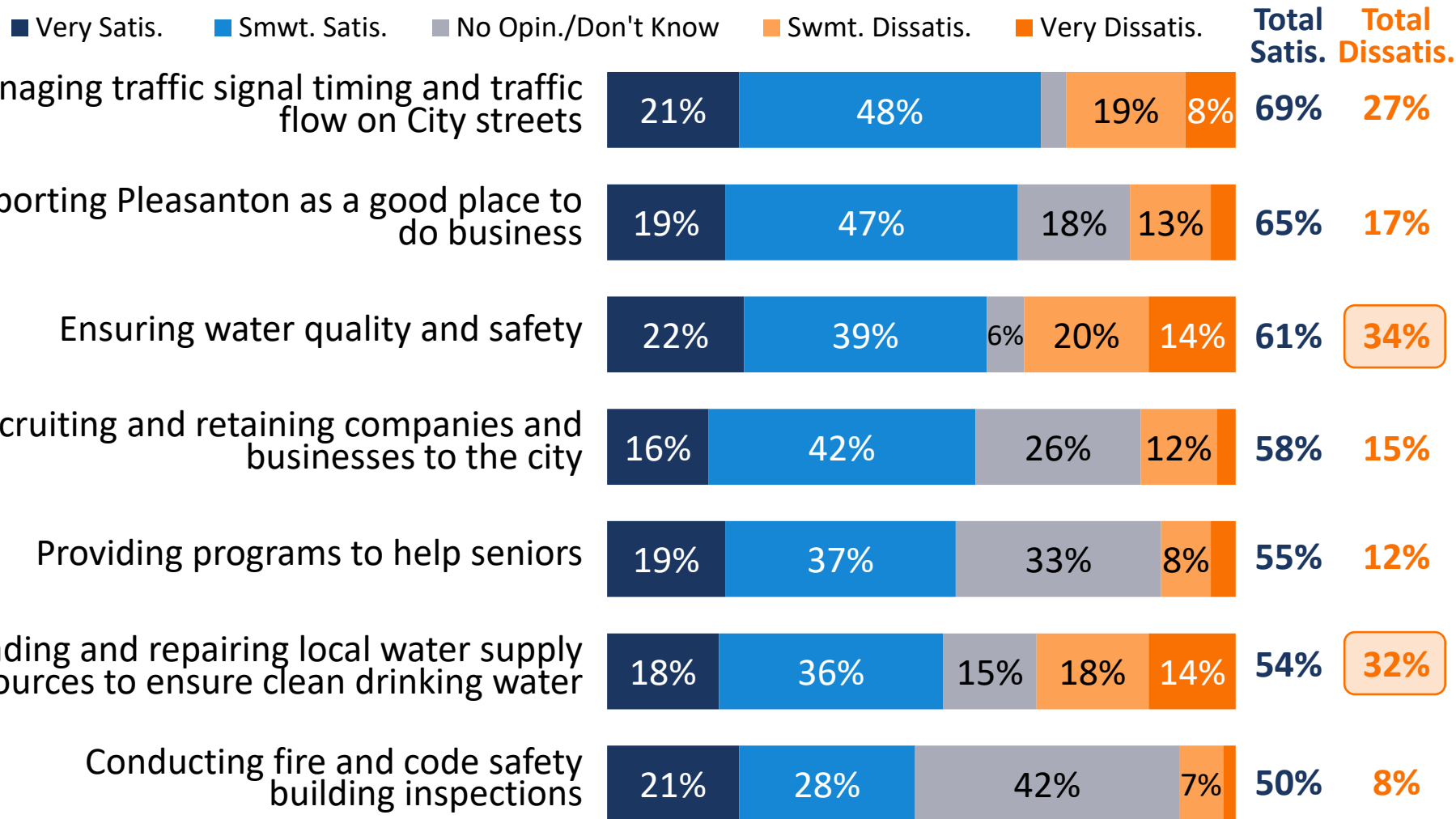
# More than seven in ten are satisfied with police, recreation programs, open space and streets.



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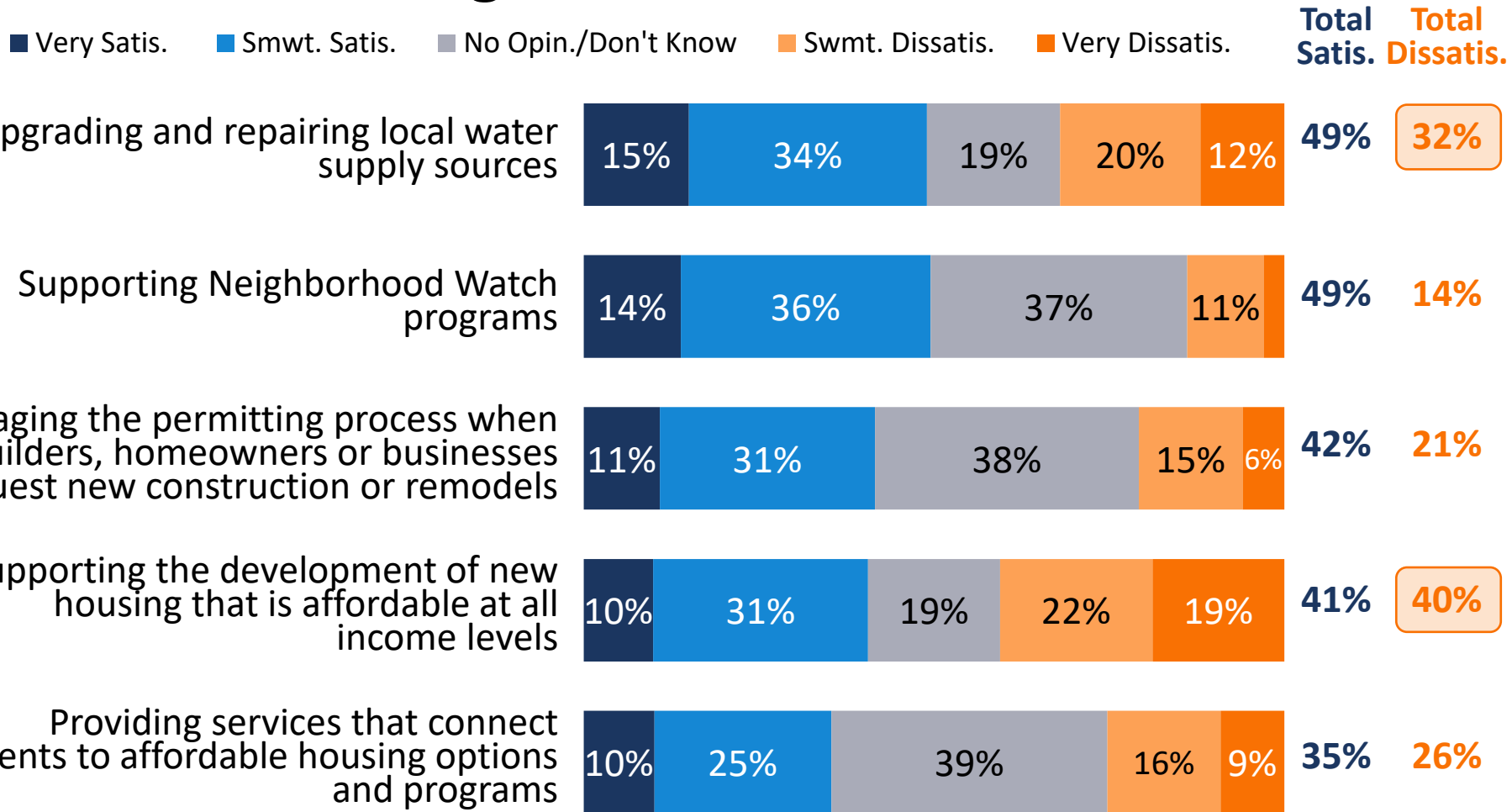
^Not Part of Split Sample

# Majorities are satisfied with the City's management of traffic flow.



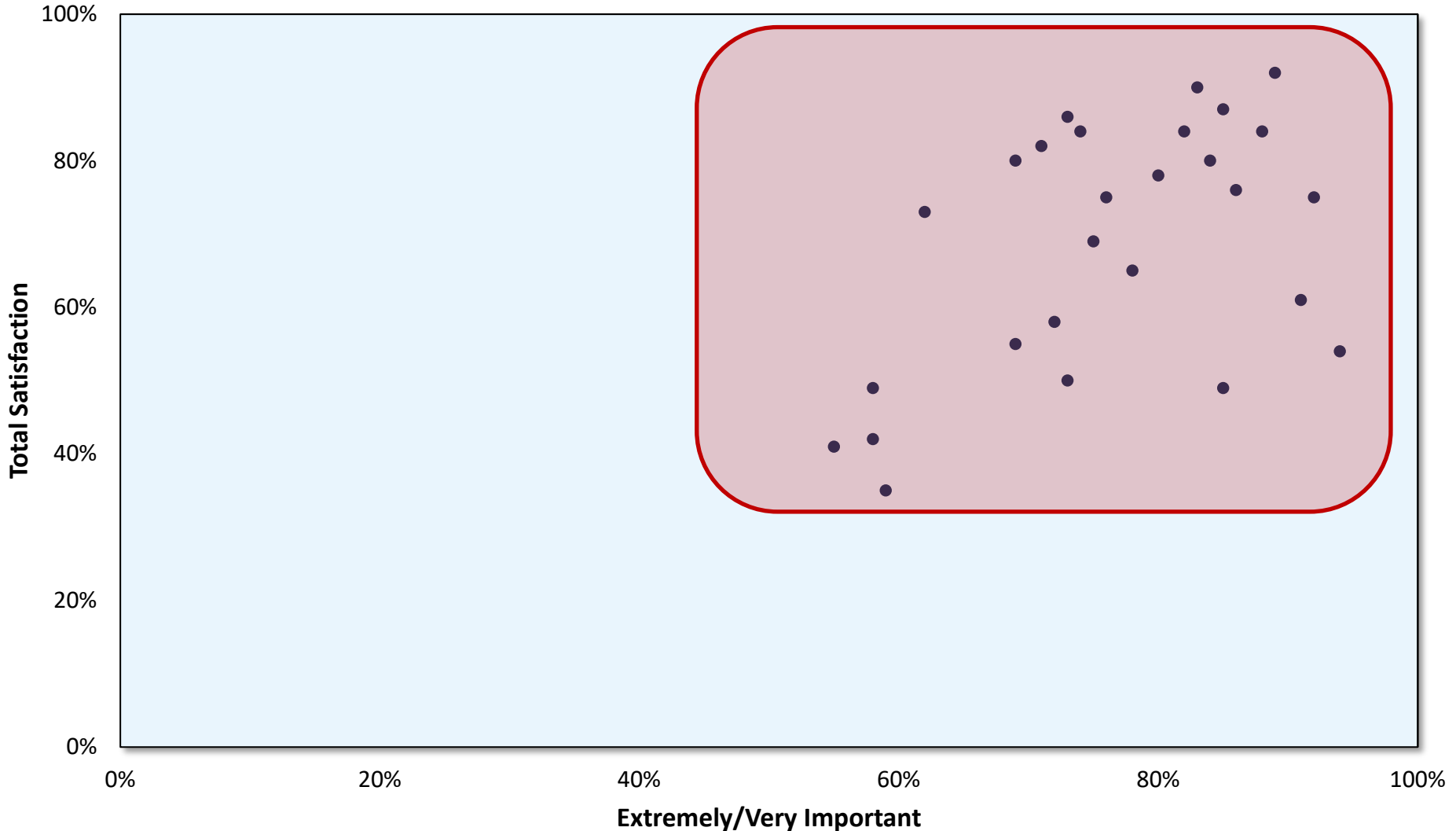
Q8. I am going to mention each service or program again. This time I would like you to tell me how satisfied you are personally with the job being done by the City of Pleasanton in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very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

# Significant shares don't know enough about Neighborhood Watch, permitting or affordable housing services to rate them.



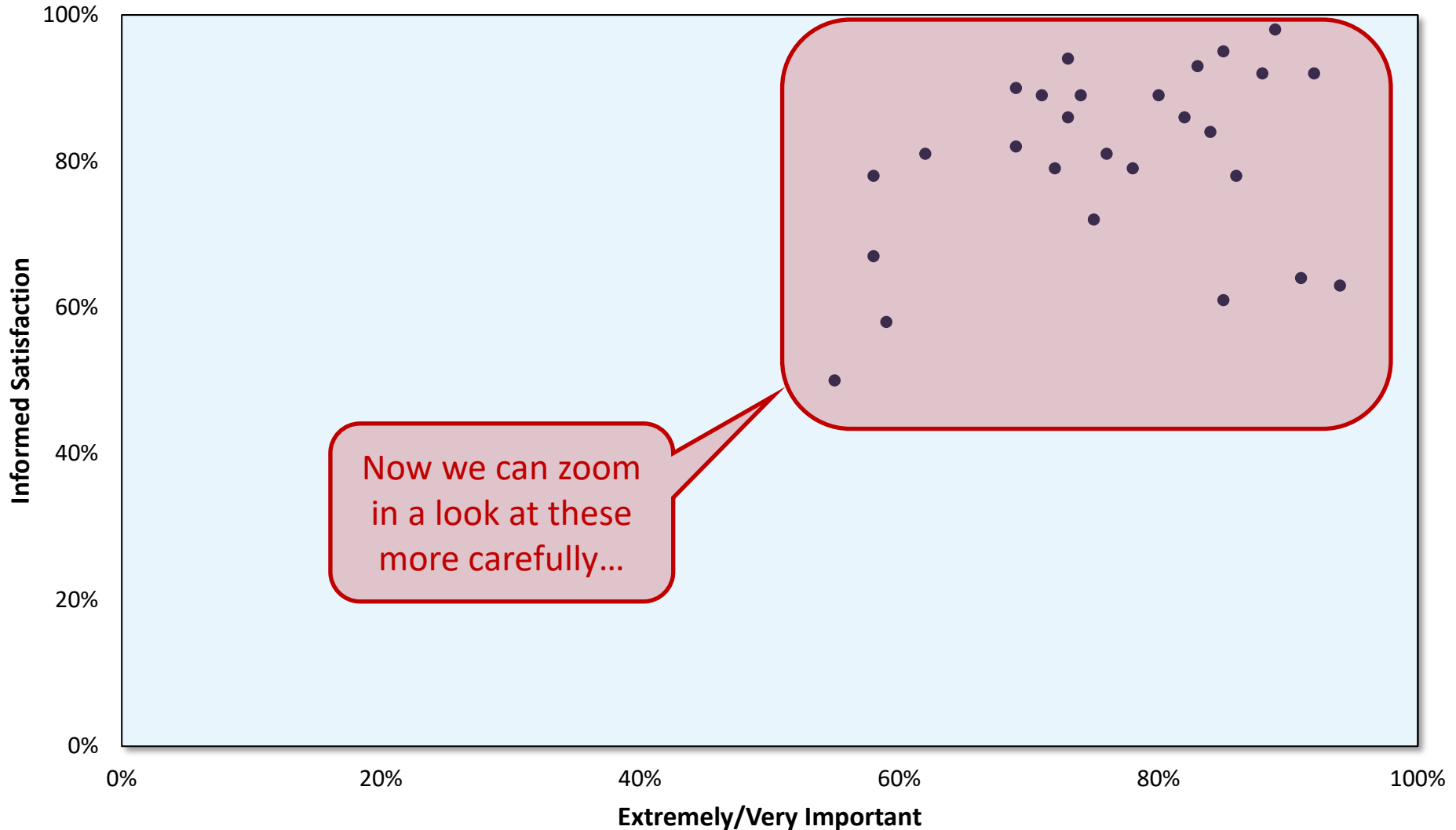
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# Most services are generally clustered in the “important” and “satisfied” quadrant.

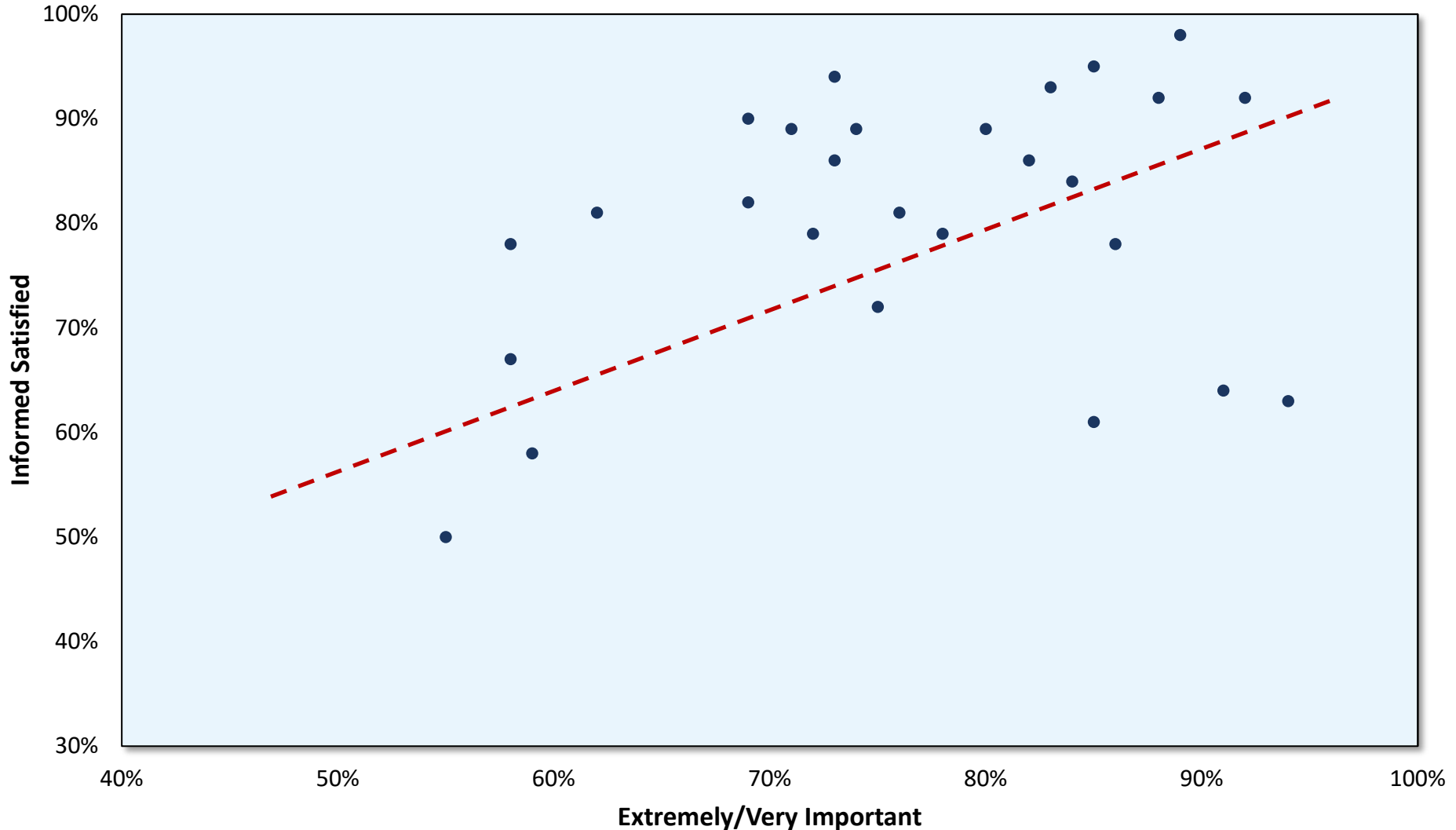




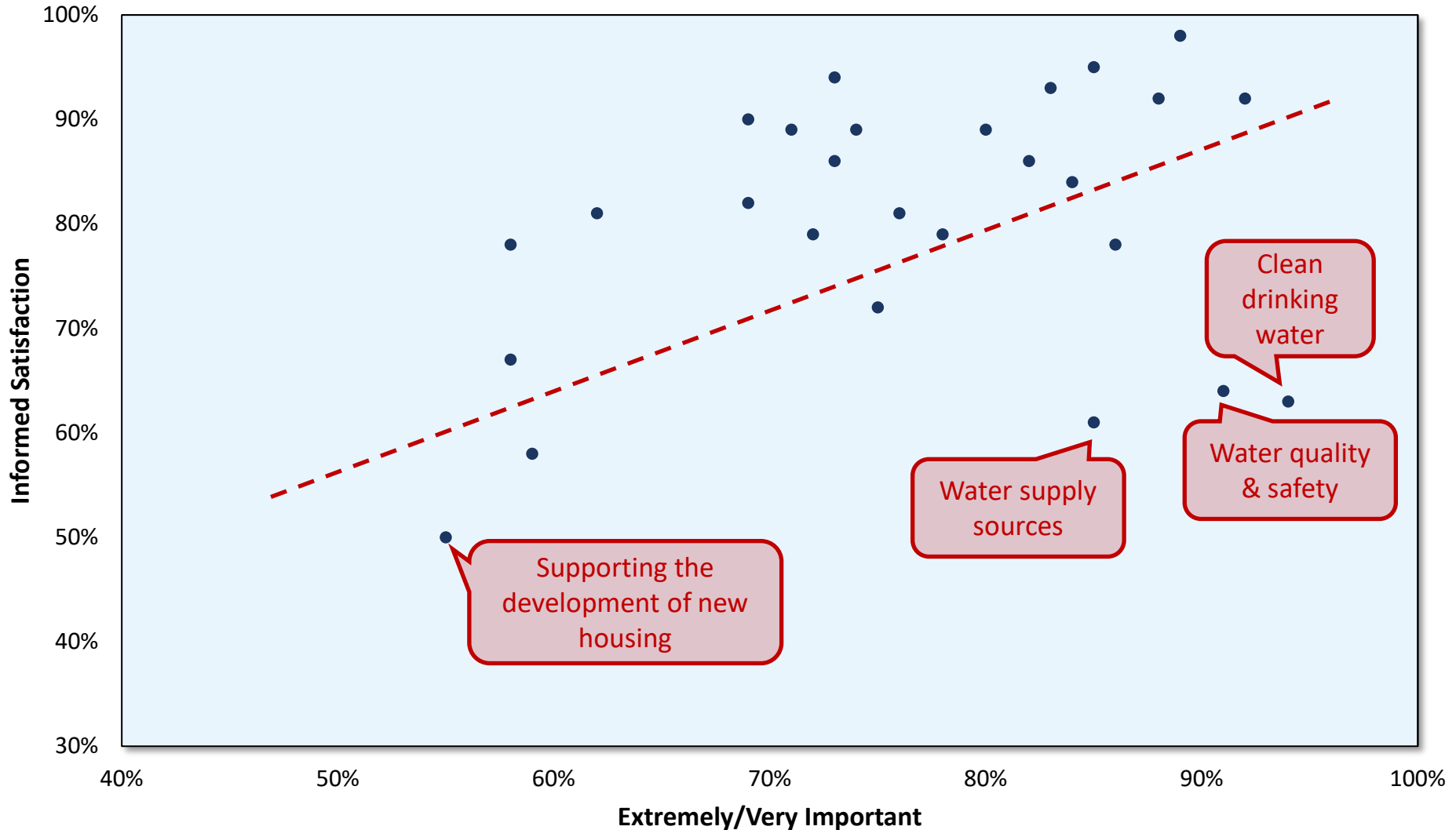
# Removing the shares who don't know services well enough to rate shows a similar pattern.



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



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

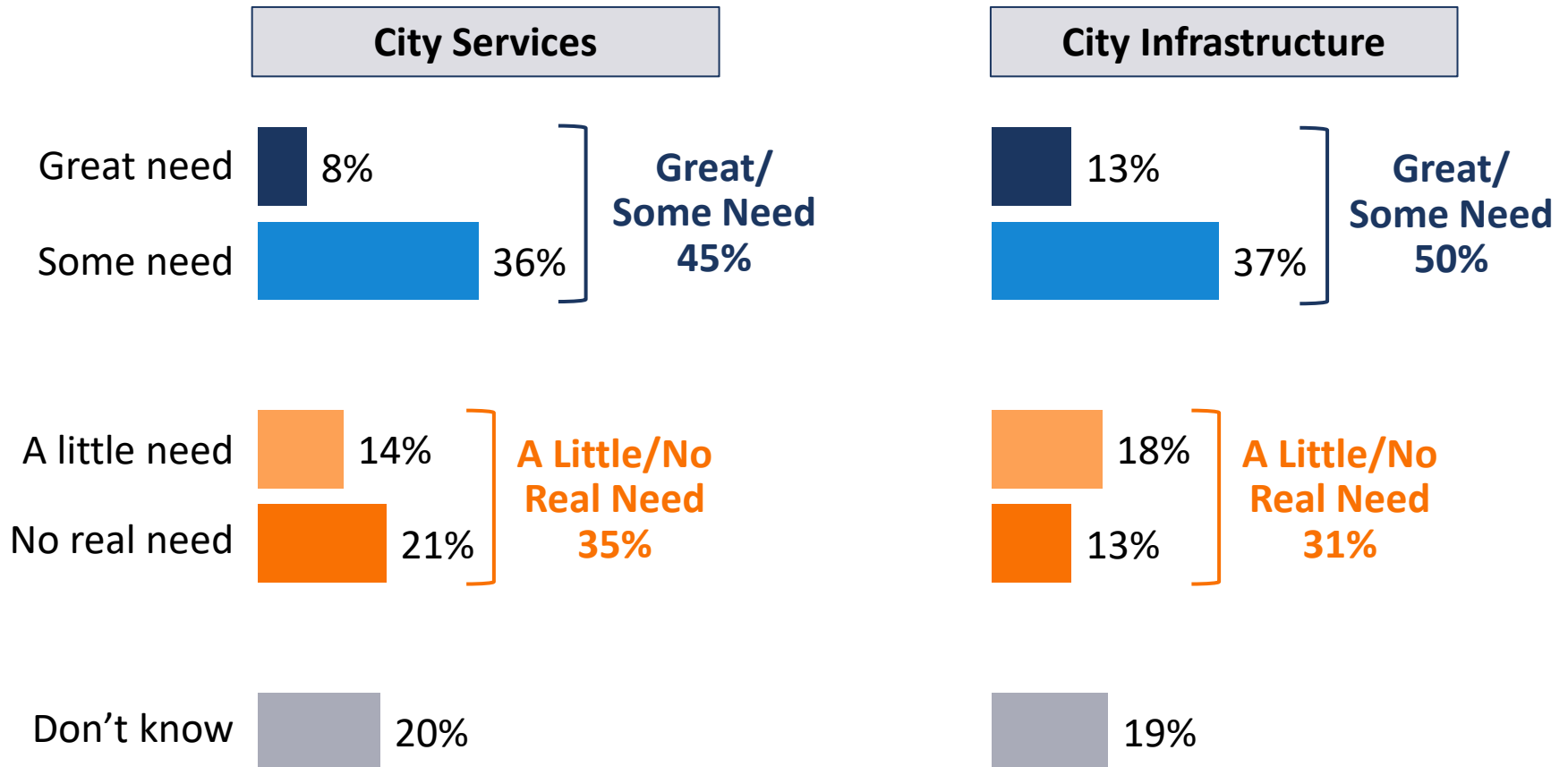




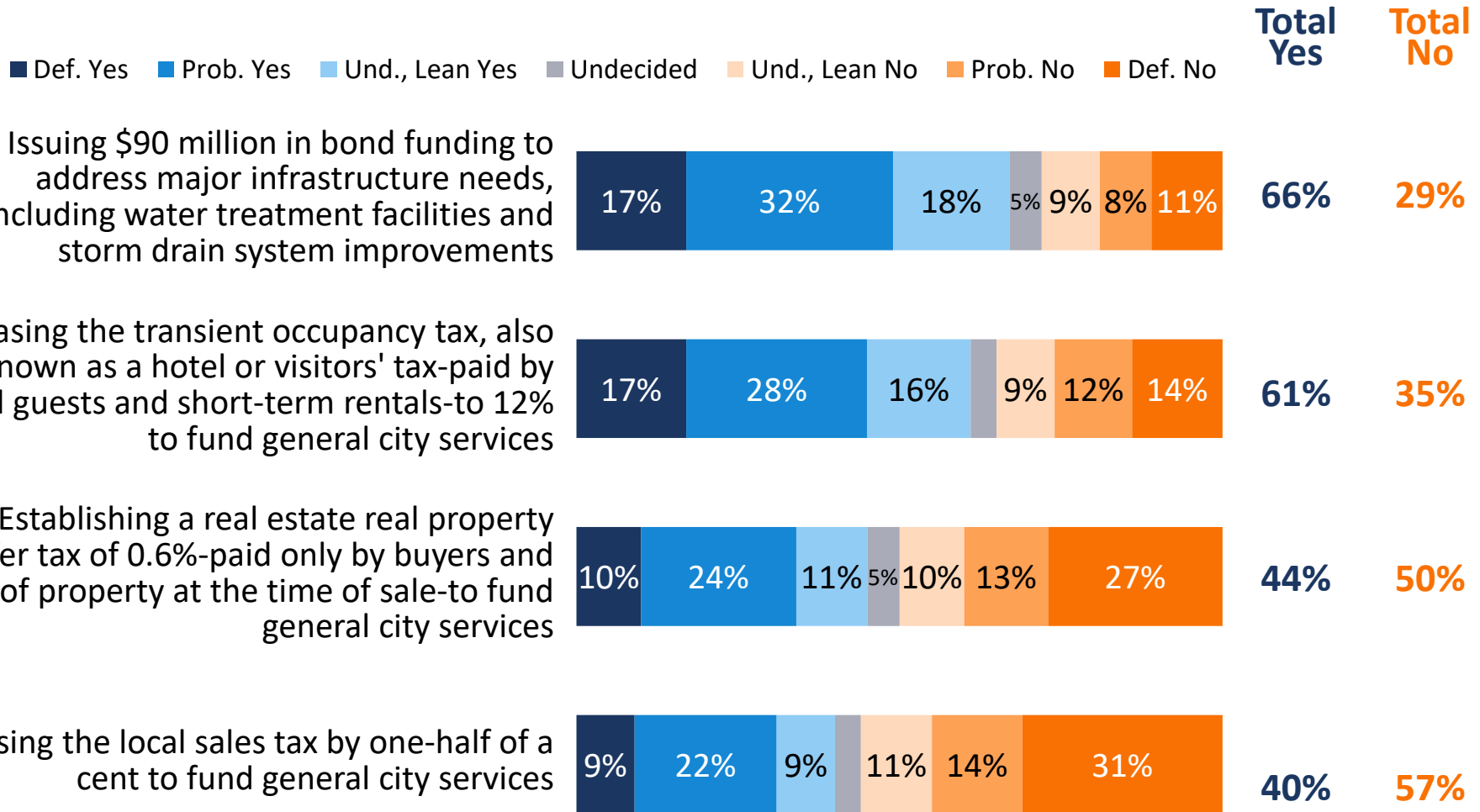
# **Need for Funding**

# Half of residents see at least “some need” for additional funding for infrastructure.

*In general, would you say that (HALF SAMPLE: to provide city services in general) (HALF SAMPLE: to maintain city infrastructure), the City of Pleasanton has a great need for additional funding, some need, a little need, or no real need for additional funding?*



# A bond measure funding infrastructure has support from about two-thirds; majorities support a TOT.



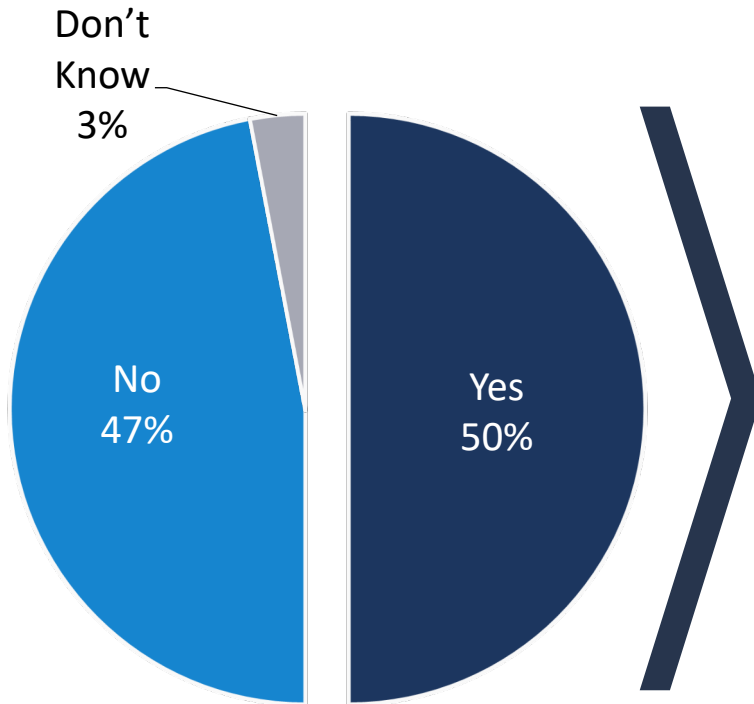
Q12. Pleasanton is developing plans for its long-term service and infrastructure needs. Initial analyses suggest the City will need additional revenue to meet those needs. While this is only in the early stages of consideration and nothing has been finalized, I am going to read you a list of potential different ballot measure concepts the City may consider placing on an upcoming ballot in a future election. Please tell me whether you would vote "yes" or "no" on that measure.



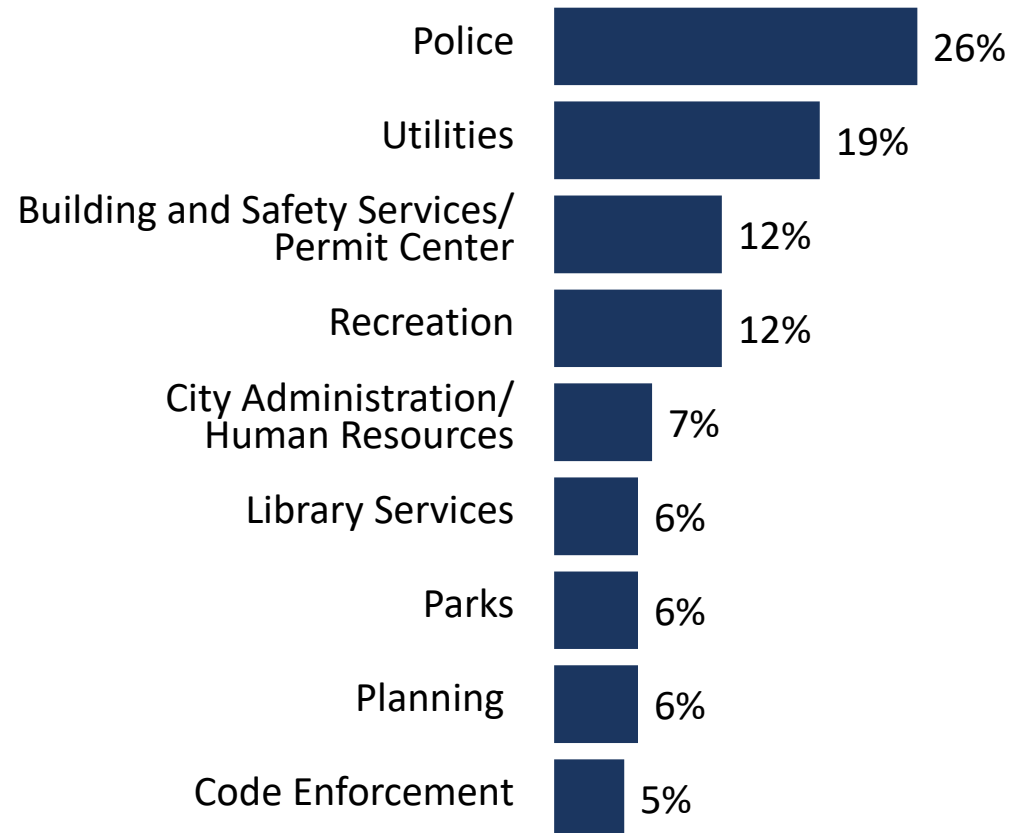
# **Contact with City Departments**

# Half have had contact with a City department, largely with the police or utilities.

*Over the last 2 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, 5% and Above Responses Shown, Asked of Those with Contact Only, n=357)*

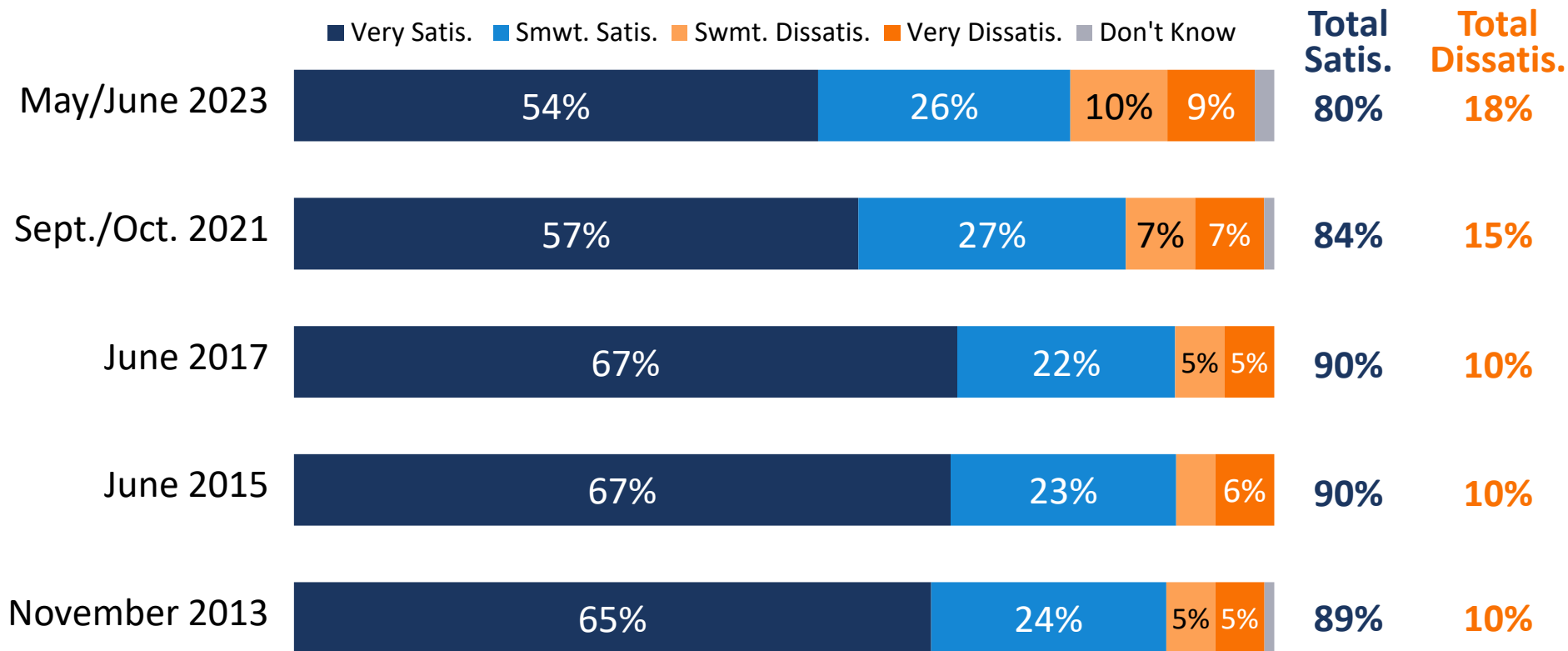




# Four in five are satisfied with the customer service the City provided – broad, but lower than in prior years.

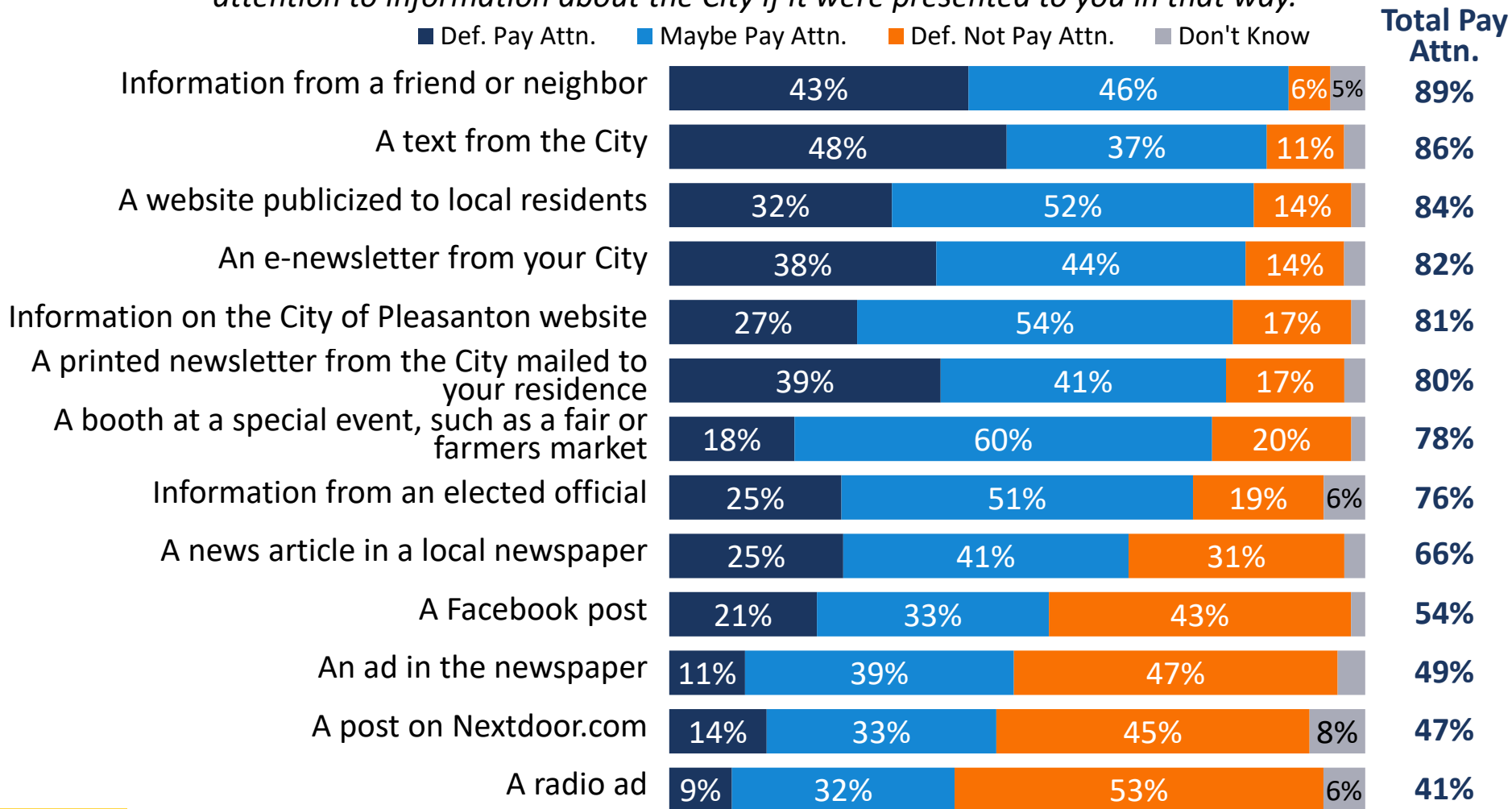
*Would you say that you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with the overall level of customer service you received?*

*(Asked of Those with Contact Only, n=357)*



# Friends, neighbors, and a text from the City are the platforms they are most likely to pay attention to.

I am going to read a list of ways the City of Pleasanton may provide information to local residents. Please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information about the City if it were presented to you in that way.





# Conclusions

# Conclusions: Life in Pleasanton

- 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 since 2017, indicating a new, lower plateau.
- 91% 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.
- 93% say they feel safe here, and broad majorities are satisfied with police protection.
- Housing costs are a top-of-mind concern, and particularly for young and lower-income residents. “Too much growth” is more of a concern for homeowners and older residents.
- At the same time, 73% are satisfied with the quality of development, in line with 2017.

# Conclusions: City Government and Services

- Services related to local water provision continue to have lower satisfaction levels relative to how important those services are perceived.
- The City also gets great marks on service provision in general; 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.
- While only half feel the city needs more funding, in general, two-thirds support the concept of a bond for infrastructure needs, especially water infrastructure.
- Most residents who have interacted with City staff have dealt with the police and utilities departments.
- Customer satisfaction remains very high.
- Friends, neighbors, and a text from the City are the platforms they are most likely to pay attention to.

For more information,  
contact:



OPINION  
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