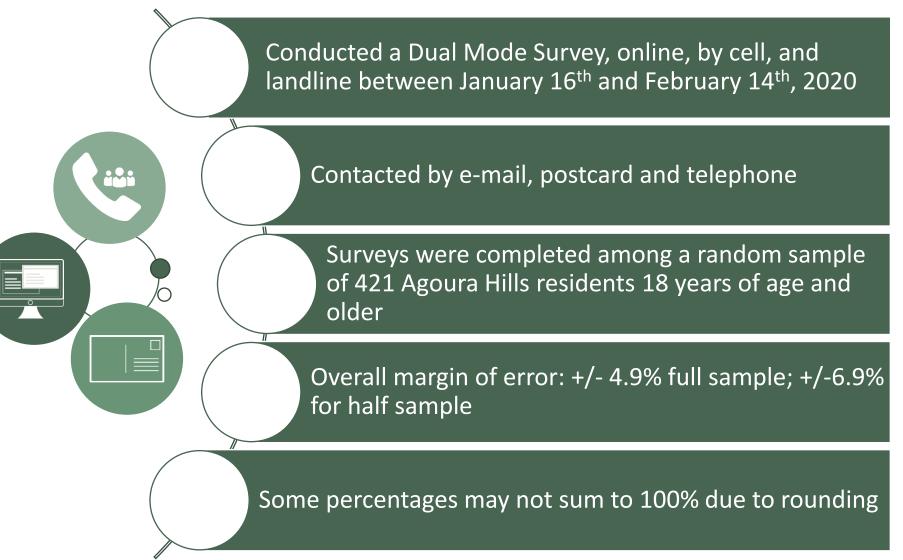
City of Agoura Hills Agoura Village Specific Plan Survey

Survey Conducted January 16 - February 14, 2020



Survey Methodology





Obtaining a Representative Sample

Step 1: Obtain an Address-Based Sample

Matched the City's resident addresses with names, emails, and ph. numbers using commercially-available data and voter files purchased through verified vendors.

Step 2: Send Invitations by Email An email invitation with a link to participate in the survey online was sent to a random sample of residents with an email on record.

Step 3: Send Invitations by Postcards

A random sample of residents w/out a phone number or an email on record were sent a postcard to the address that was matched in Step 1 to participate online.

Step 4: Call Residents

A random sample of residents with a phone number who did not complete an online survey were called and asked if they would like to participate in the survey.

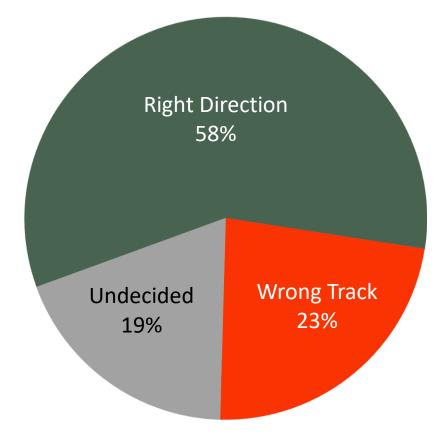
Step 5: Weight Completed Data

Data was weighted using statistical techniques to ensure responses are representative of the adult demographics found in Agoura Hills.



Awareness of and Attitudes Toward Communication Efforts

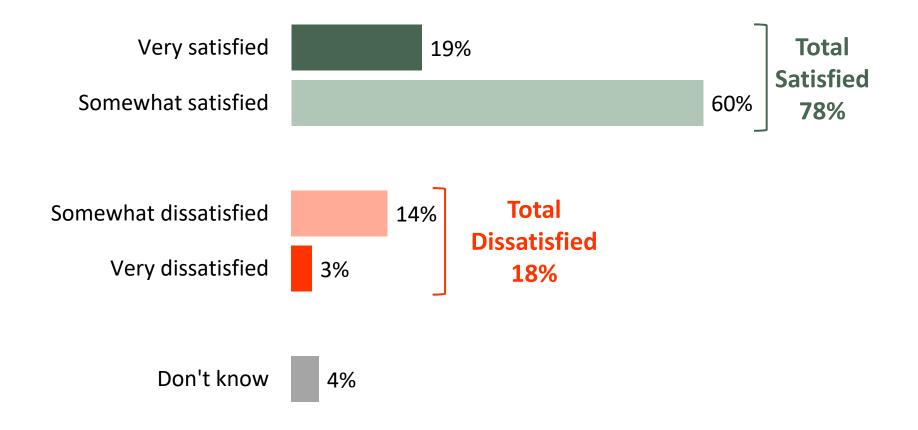
A majority of residents perceive the City is headed in the right direction, while roughly one-in-five are unsure.





Q. Thinking about the City of Agoura Hills in general, would you say things are going in the right direction or would you say they are off on the wrong track?

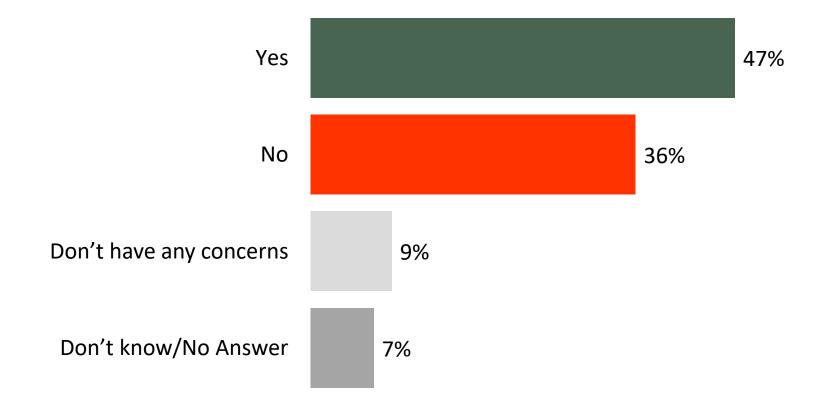
A large majority are satisfied with the City's efforts to communicate with residents, although only about two-in-ten said they are very satisfied.





Q. How would you rate your satisfaction with the City of Agoura Hills' efforts to communicate with City residents through mail, the City's website and social media accounts, and other means: Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

A plurality feel they have had the opportunity to voice their concerns to the City on major decisions that affect life in Agoura Hills.

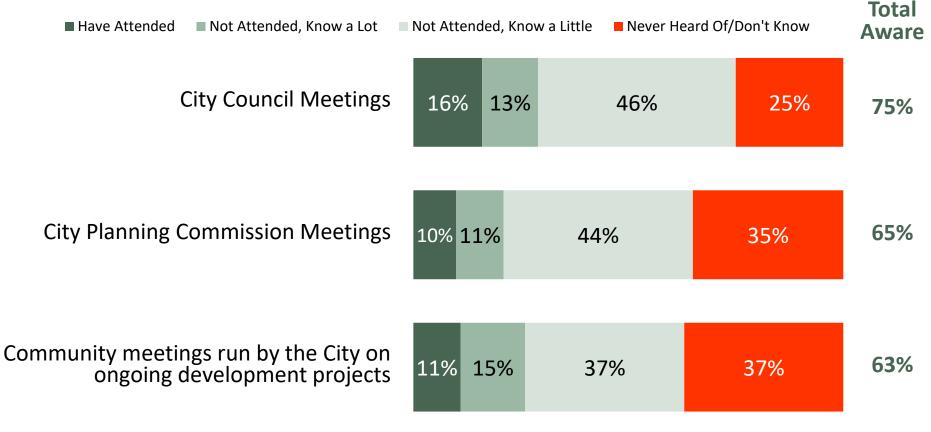




Q. I'd like you to think about the way the City of Agoura Hills communicates to its residents about important decisions and changes that are made. Do you feel that you have had the opportunity to voice your concerns to the City on major decisions that affect life in Agoura Hills?

Over six-in-ten residents are aware of various City-run community informational meetings, but only small percentages have attended any one of the meetings over the last year.

(Ranked by Awareness of Type of Community Meeting Attended)

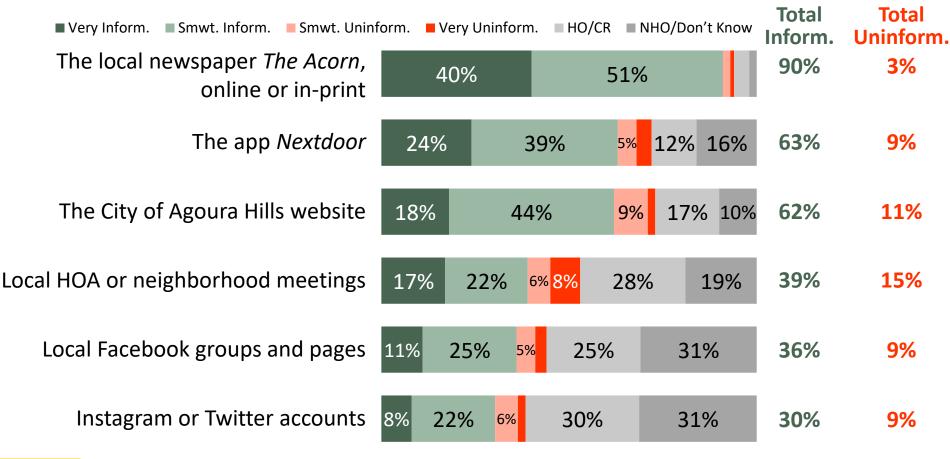




Q. I am going to mention several types of community meetings run by the City of Agoura Hills to provide information about things that are happening in the City. Please tell me if you have attended that type of meeting in person in the last year. You can also tell me if you have heard about each type of meeting but have not attended or if you have never heard of that meeting.

The Acorn is considered the most informative source to learn about Agoura Hills City government, with NextDoor and the City's website a distant second and third most informative sources.

(Ranked by Total Informative)





Q. I am going to mention some sources of information about Agoura Hills City government. For each one you have either seen or heard about, please tell me if you think it is informative or not. You can also say if you have heard of the information source but don't know enough about it to have an opinion, or haven't heard about the source at all.

General Development Issues

Residents perceive the City lacks the most strolling spaces, such as plazas or promenades; availability of housing for young adults and retired individuals; and spaces for community events and youth to meet.

<i>(Ranked by Not Enough)</i> Not Enough Just Right Too Many Don't Know						
Strolling spaces, such as plazas or promenades	49%	41%	7%			
Availability of housing for younger adults	44%	30%	22%			
Spaces for community events, such as farmers markets or holiday festivals	43%	49%	7%			
Spaces for youth to meet	41%	31%	25%			
Availability of housing for retired individuals	41%	25%	31%			
Natural preservation spaces protecting local fauna and flora	39%	48%	11%			
Specialized or <u>high-end</u> restaurants	37%	52%	<mark>6%</mark> 5%			



Q. I would like to read you a list of places you can find in the City of Agoura Hills. Please tell me if you feel there are not enough of these places, too many, or just the right number of these places in Agoura Hills. Split Sample

In contrast, residents believe there are too many office spaces for local businesses, and just enough movie theaters, pharmacies, and open spaces.

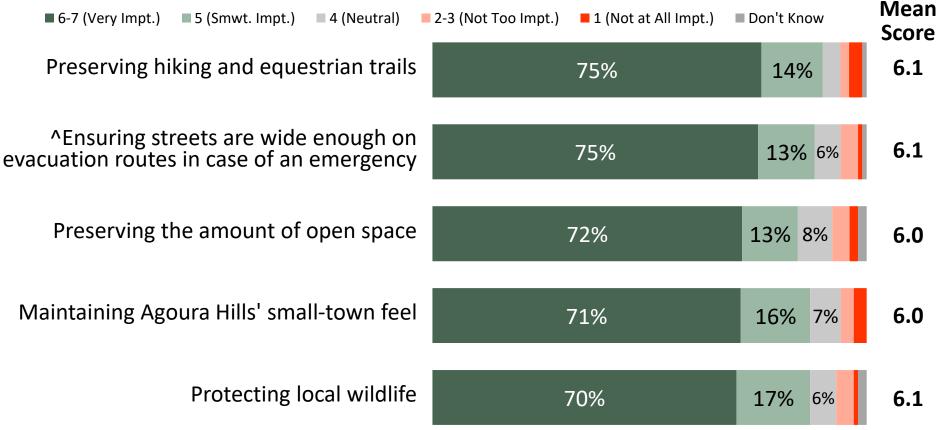
(Ranked by No	<i>t Enough)</i> Enough Just Right	Too Many Don't K	now
Family restaurants	35%	59%	
Conservation spaces protecting local natural views	35%	54%	7%
Specialty grocery stores	34%	57%	<mark>5%</mark>
Bars and local nightlife options	32%	54%	9%
Places to shop	31%	62%	<mark>5%</mark>
High-end places to shop	31%	53%	<mark>8%</mark> 8%
Indoor concert or event venues	24%	67%	8%
Spaces for community meetings or gatherings	24%	53%	19%
Open spaces, such as parks and hiking trails	22%	70%	<mark>5%</mark>
Equestrian trails	17%	58%	23%
Pharmacies	13%	82%	
Office spaces for local businesses	12% 46	5% 33	% 9%
Movie theaters	10%	87%	
Hotels for out-of-town visitors	10%	70%	13% 7%



Q. I would like to read you a list of places you can find in the City of Agoura Hills. Please tell me if you feel there are not enough of these places, too many, or just the right number of these places in Agoura Hills. Split Sample

When designing new development in the city, residents prioritize preserving hiking, equestrian trails and open space; ensuring streets are wide enough for emergency evacuation routes; and protecting local wildlife.

(Ranked by Very Important)





Q. I would like to mention some aspects that can be associated with development in general. Regardless of how you feel about development in Agoura Hills, after you hear each one, please tell me how <u>important</u> it is to you that that feature is included when designing new development in the city. We will use a scale of 1 to 7, where 1 means <u>NOT AT ALL IMPORTANT</u> and 7 means <u>VERY IMPORTANT</u>. ^Not Part of Split Sample

Most residents also believe it is important to consider new building heights, traffic, and preserving local oak trees.

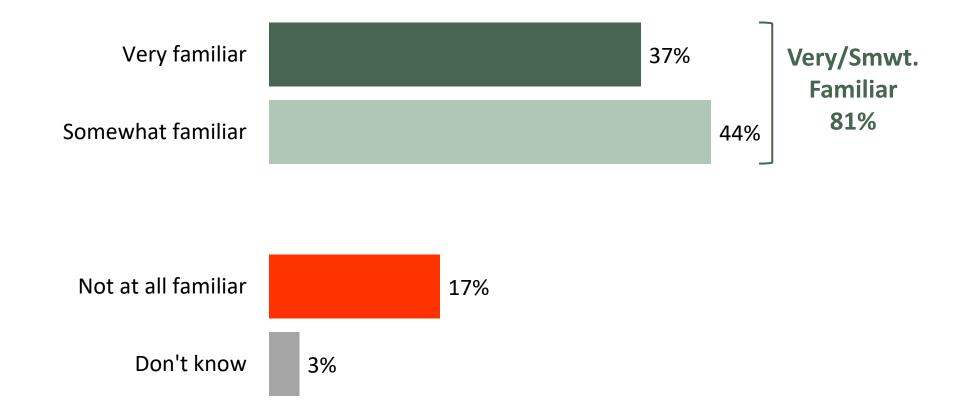
(Ranked by Very Important) Mean ■ 6-7 (Very Impt.) ■ 5 (Smwt. Impt.) 4 (Neutral) 2-3 (Not Too Impt.) 1 (Not at All Impt.) Don't Know **Score** ^Keeping the height of new buildings consistent with City regulations, 35 feet 5.8 14% 6% 6% 5% 68% and under Limiting traffic congestion <u>from visitors</u> 5.8 15% 8% 6% 66% Preserving local oak trees 5.5 11% 11% 7% 6% 63% 5.6 ^Ensuring adequate parking 58% 21% 10% 7% Limiting the amount of space new 5.5 15% 9% 10% 5% 58% development will take up Ensuring the amount of light produced from new buildings does not extend 5.5 55% 21% 9% 6% 6% beyond their property



Q. I would like to mention some aspects that can be associated with development in general. Regardless of how you feel about development in Agoura Hills, after you hear each one, please tell me how important it is to you that that feature is included when designing new development in the city. We will use a scale of 1 to 7, where 1 means **NOT AT ALL IMPORTANT** and 7 means **VERY IMPORTANT**. ^Not Part of Split Sample

Mixed Use Development

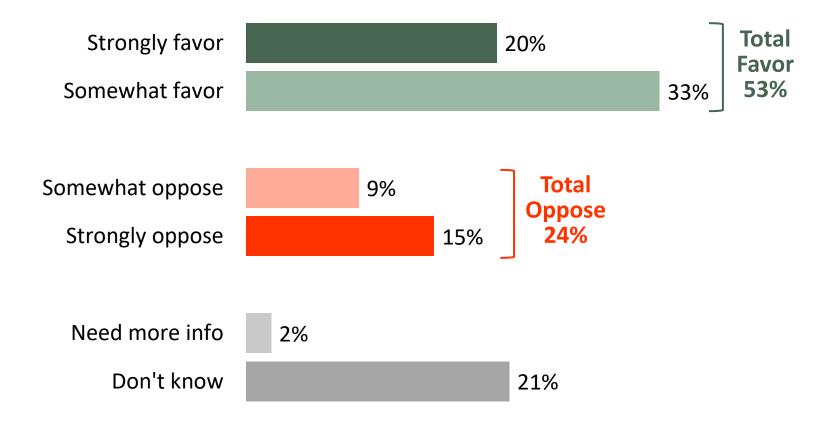
Without any prompting, approximately eight-in-ten residents reported to be familiar with the term "mixeduse development."





Q. How familiar are you with the term "mixed-use development"? Would you say you are very familiar, somewhat familiar, or not at all familiar with this

Initially, slightly more than one-half of Agoura Hills residents favor further mixed-use development in the city, with only one-in-five strongly favoring.





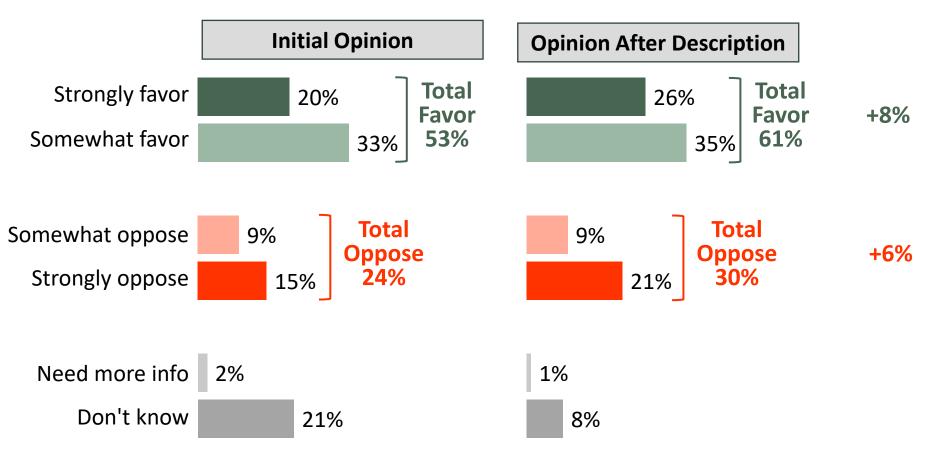
Q. Based on what you know about mixed-use development or just my mentioning it, would you favor or oppose further mixed-use development in Agoura

Description of Mixed-Use Development

Mixed-use development refers to when a development project incorporates several types of uses, such as retail, commercial, office, and residential, into a balanced and complimentary development design. Typically, mixed-use development will have the retail and commercial uses on the ground level facing the street, with residential units developed over, and around, the retail store spaces. These projects often include such pedestrian-friendly features as large sidewalks, small plazas and open space areas.



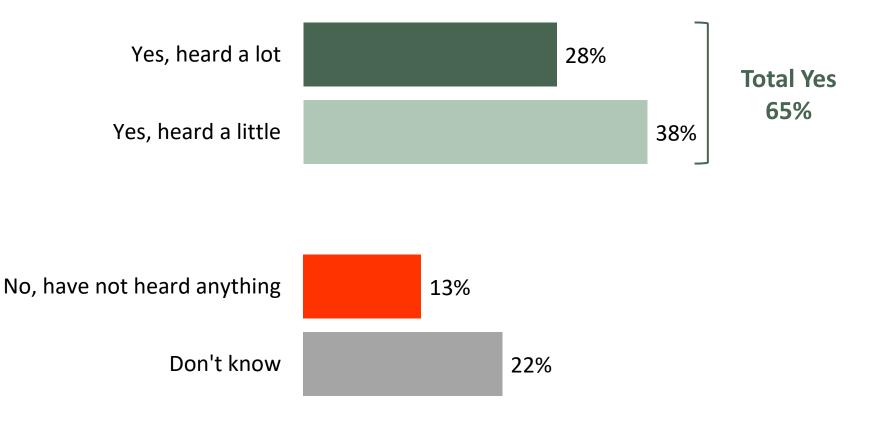
After receiving a description of "mixed-use development", those favoring it in the City increases eight percentage points, with slightly more than one-quarter strongly favoring.





Agoura Village Specific Plan

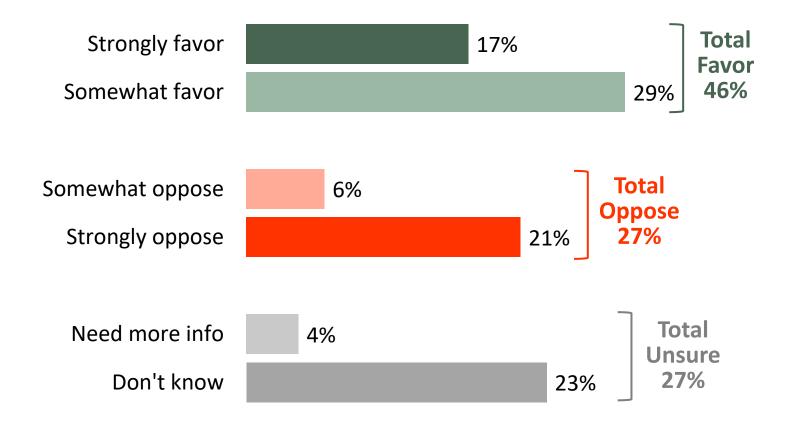
Without any prompting, about two-thirds had heard and/or read something about the Agoura Village Specific Plan, with over a quarter saying they had heard/seen a lot.





Q. Have you heard or read anything about a downtown development plan that is being proposed in Agoura Hills, known as "the Agoura Village Specific

While a plurality initially favor the Plan, only 17% strongly favor it, while two-in ten strongly oppose it, and over a quarter are unsure.



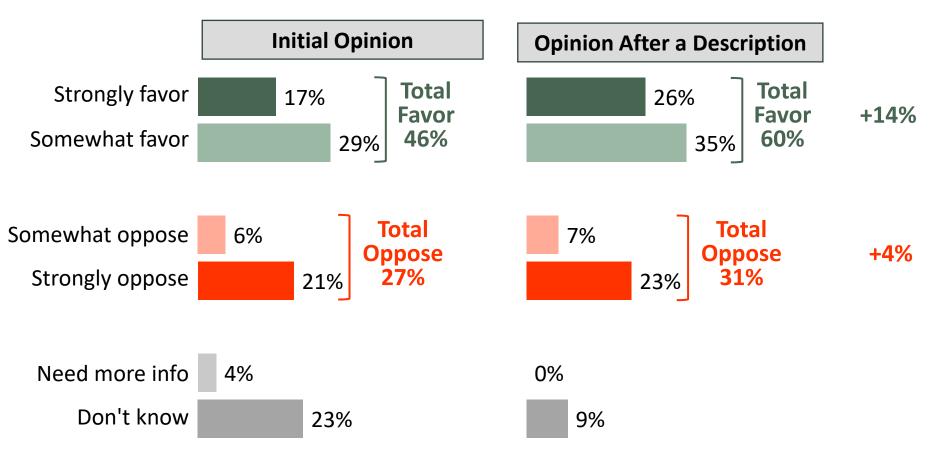


Description of the Agoura Village Specific Plan

The Agoura Village Specific Plan is a mixed-use development plan including multiple properties located on Kanan Road moving east and west along Agoura Road. The project is designed to bring in new businesses, shopping and dining options, and other forms of entertainment to Agoura Hills, while also providing additional housing options for local residents. The plan is designed to maintain Agoura Hills' true characteristic of a small town; help preserve open spaces and hiking trails; and provide a much-needed space where locals can meet, hang out, and create a sense of community.



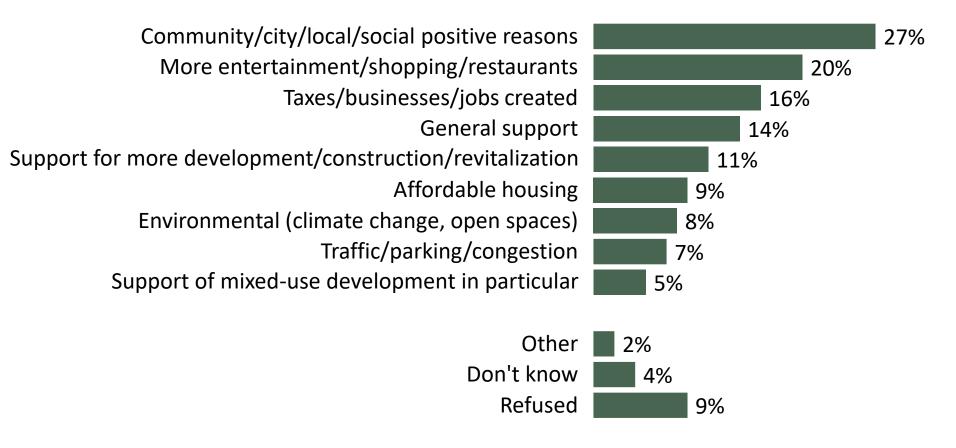
After a description of the Agoura Village Specific Plan, those saying they favor the plan increases 14 percentage points from 46% to 60%, with roughly one-quarter saying they strongly favor it.





General positive aspects for the community; additional entertainment, shopping/restaurants and economic reasons are leading volunteered reasons to favor the Plan.

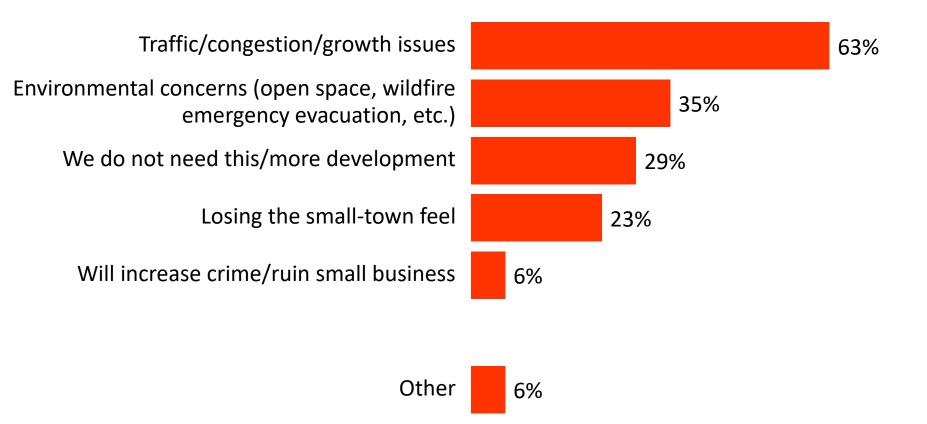
(Ranked by Open-ended Group responses; n=254)





Worries about traffic, congestion and growth; and environmental concerns are leading volunteered reasons to oppose the Plan.

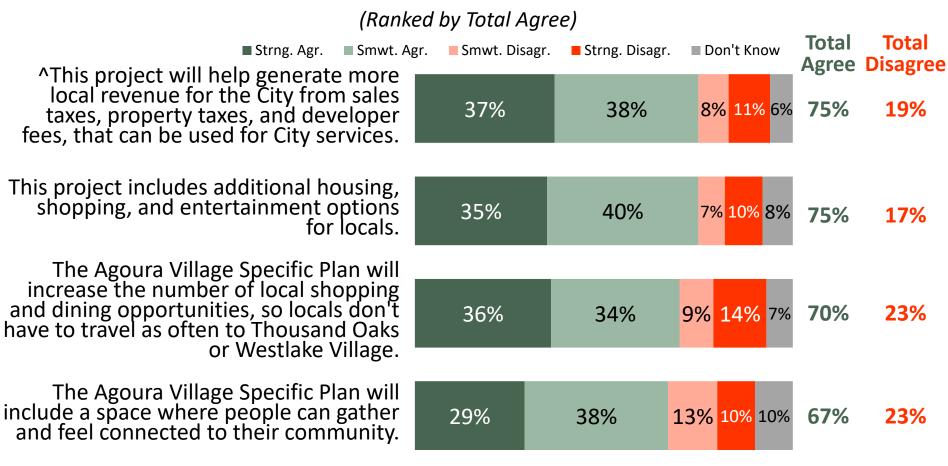
(Ranked by Open-ended Group responses; n=129)





Statements from Supporters and Opponents of the Plan

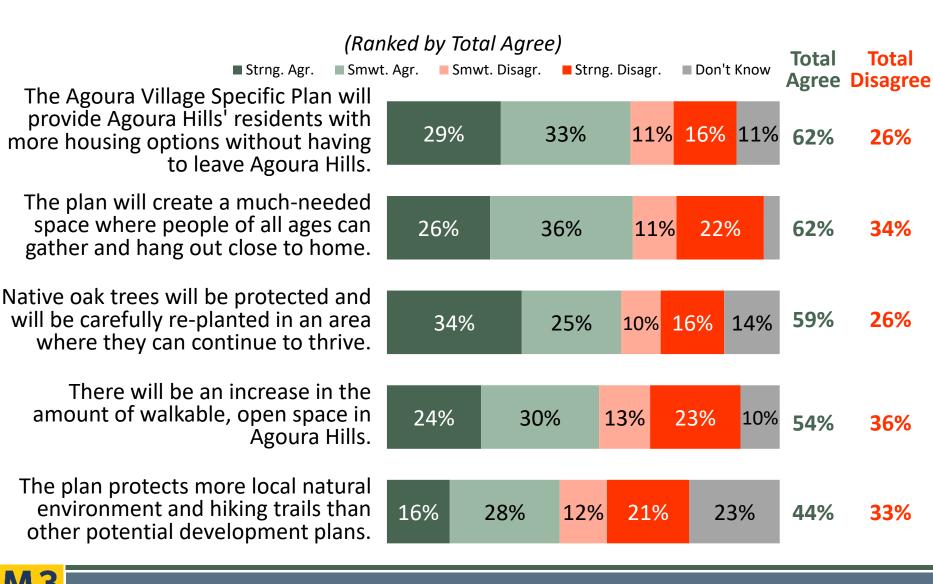
Among supportive statements, residents agree most with the project will generate local revenue for the City; and that the project will provide additional housing, shopping and entertainment for locals.





Q. I am now going to mention a series of statements related to the Agoura Village Specific Plan project in Agoura Hills. Please tell me if you agree or disagree with that statement. ^Not Part of Split Sample

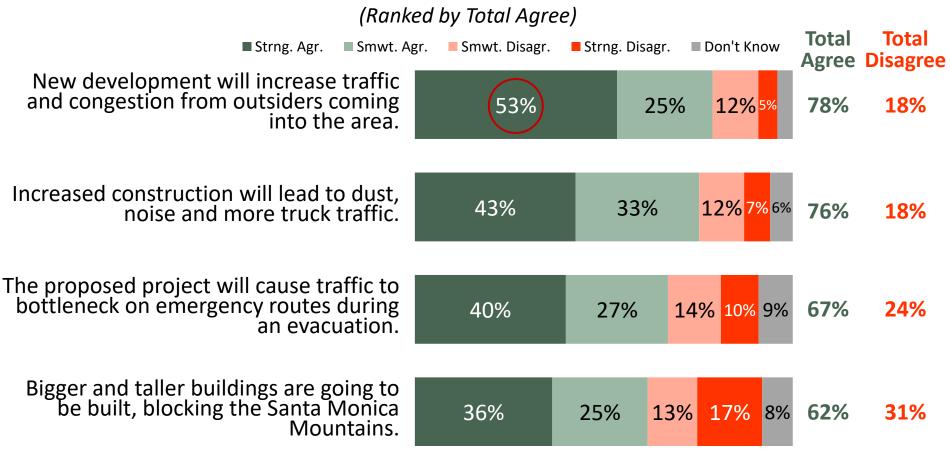
(continued)





Q. I am now going to mention a series of statements related to the Agoura Village Specific Plan project in Agoura Hills. Please tell me if you agree or disagree with that statement. Split Sample

Among opposition statements, residents agree most that the project will increase traffic and congestion from outsiders coming into the area; and increased construction will lead to dust, noise and more truck traffic.





Q. I am now going to mention a series of statements related to the Agoura Village Specific Plan project in Agoura Hills. Please tell me if you agree or disagree with that statement. Split Sample

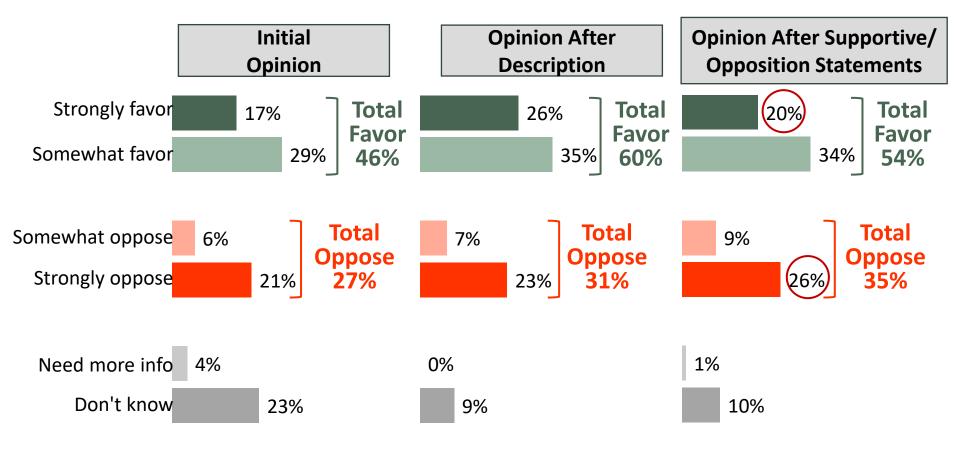
(continued)

(Ranked by Total Agree)							
Strng. Agr. Smw	t. Agr. 🛛 🗖 Smwt. Di	sagr. 🗧 Strng. D	isagr. ∎Do	n't Know	Total Agree	Total Disagree	
New businesses can hurt our local family-owned businesses.	32%	29%	23%	11% 5%	61%	34%	
New construction in the area will require native oak trees to be removed and planted elsewhere.	30%	32%	8% <mark>12%</mark>	19%	61%	20%	
The project is pushing for three-story buildings, which is just too high.	34%	25%	18% 1	6% 7%	59%	34%	
^The Agoura Village Specific Plan risks destroying the small-town character of Agoura Hills.	33%	26%	17% 1	5% 8%	59%	33%	
Development in this part of the City will negatively impact local wildlife.	31%	27%	21% 1	<mark>3%</mark> 8%	58%	34%	



CIVI S Q. I am now going to mention a series of statements related to the Agoura Village Specific Plan project in Agoura Hills. Please tell me if you agree or disagree RESEARCH with that statement. Not Part of Split Sample

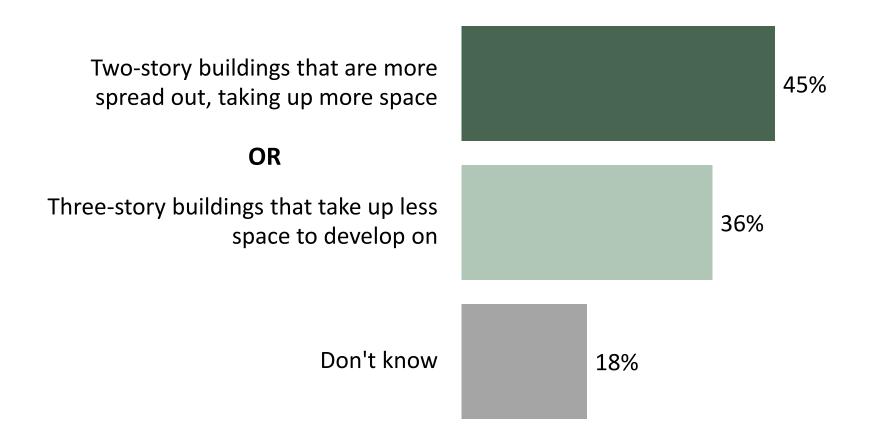
After receiving statements about the Plan, a majority remain in support of it, although overall support drops by six percentage points, and opposition reaches its highest point at 35%.





Agoura Village Specific Plan Tradeoffs

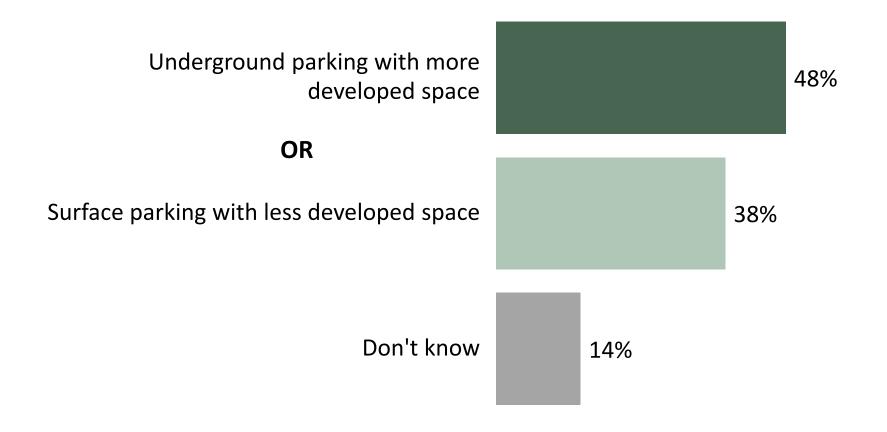
A plurality prefer two-story buildings taking up more space than three-story buildings taking up less space.





Q. I am now going to mention a series of two opposing options on how the City can develop guidelines for future projects within the Agoura Village Specific Plan. Please tell me which option you would prefer, even if neither option matches your views exactly.

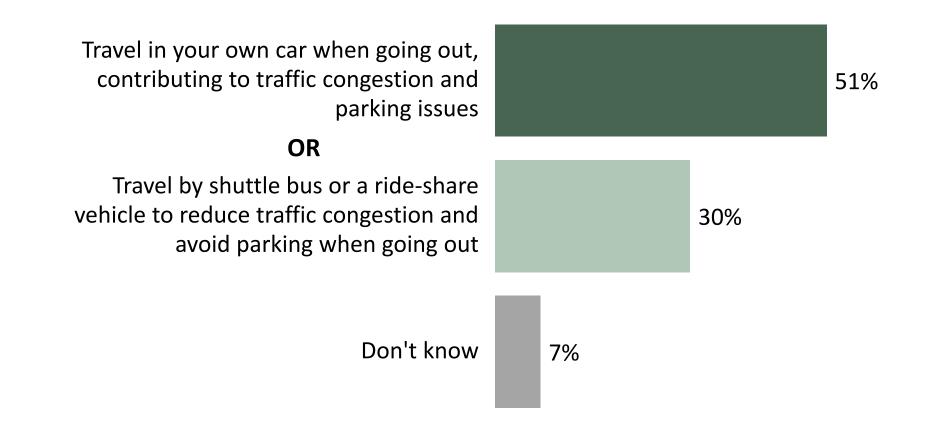
A plurality also prefer underground parking with more developed space than surface parking with less developed space.





Q. I am now going to mention a series of two opposing options on how the City can develop guidelines for future projects within the Agoura Village Specific Plan. Please tell me which option you would prefer, even if neither option matches your views exactly.

Roughly half indicated they would use their own car when traveling to the Agoura Village area; three-in-ten said they would travel by shuttle bus or a ride-share vehicle.





Q. I am now going to mention a series of two opposing options on how the City can develop guidelines for future projects within the Agoura Village Specific Plan. Please tell me which option you would prefer, even if neither option matches your views exactly.

General Views of the City's Communications

 Overall, residents have positive impressions of the City. A majority believe the City is headed in the right direction, and over three-quarters are satisfied with the City's efforts to communicate with residents. A plurality believe they have had the opportunity to voice their concerns to the City on major decisions that affect life in Agoura Hills.

Development in Agoura Hills

- Residents believe the City lacks strolling spaces such as plazas and promenades, availability of housing for younger adults and seniors, and spaces for community events the most.
- When designing new development in the City, residents want to prioritize preserving open spaces, and ensuring streets are wide enough to be used as evacuation routes.
- Six-in-ten residents also favor mixed-use development when they hear a description of what this type of development entails.



Agoura Village Specific Plan

- Residents were aware of the Agoura Village Specific Plan prior to taking the survey. Almost two-thirds had heard or read something about the plan. A plurality initially indicated being in favor of the Plan (46%) and over a quarter were unsure how they felt about it (27%).
- Residents are most likely to agree that the Plan will help generate more local revenue for City services, and that it will include additional housing, shopping, and entertainment options for locals.
- However, they are also very likely to agree that new development will increase traffic and congestion, and construction will lead to dust, noise, and more truck traffic.
- After receiving more information about the Plan, a slight majority remain in favor of it (54%), while over a third oppose it (35%), and roughly 10% remain unsure.





Preferences for the Agoura Village Specific Plan

- When discussing specific development features about the Plan, residents prefer:
 - Two-story buildings that are more spread out (45%) than taller, more compact buildings (36%);
 - Underground parking with more developed space (48%) over surface parking with less developed space (38%); and
 - Travel to the Agoura Village area in their own cars (51%) over taking a shuttle or a ride-share (30%.)
- Residents are also most likely to trust traffic experts, local environmental conservation groups, and Urban Planning professors from UCLA to receive information about the Plan.





City of Agoura Hills Agoura Village Specific Plan Survey

Survey Conducted January 16 - February 14, 2020

