

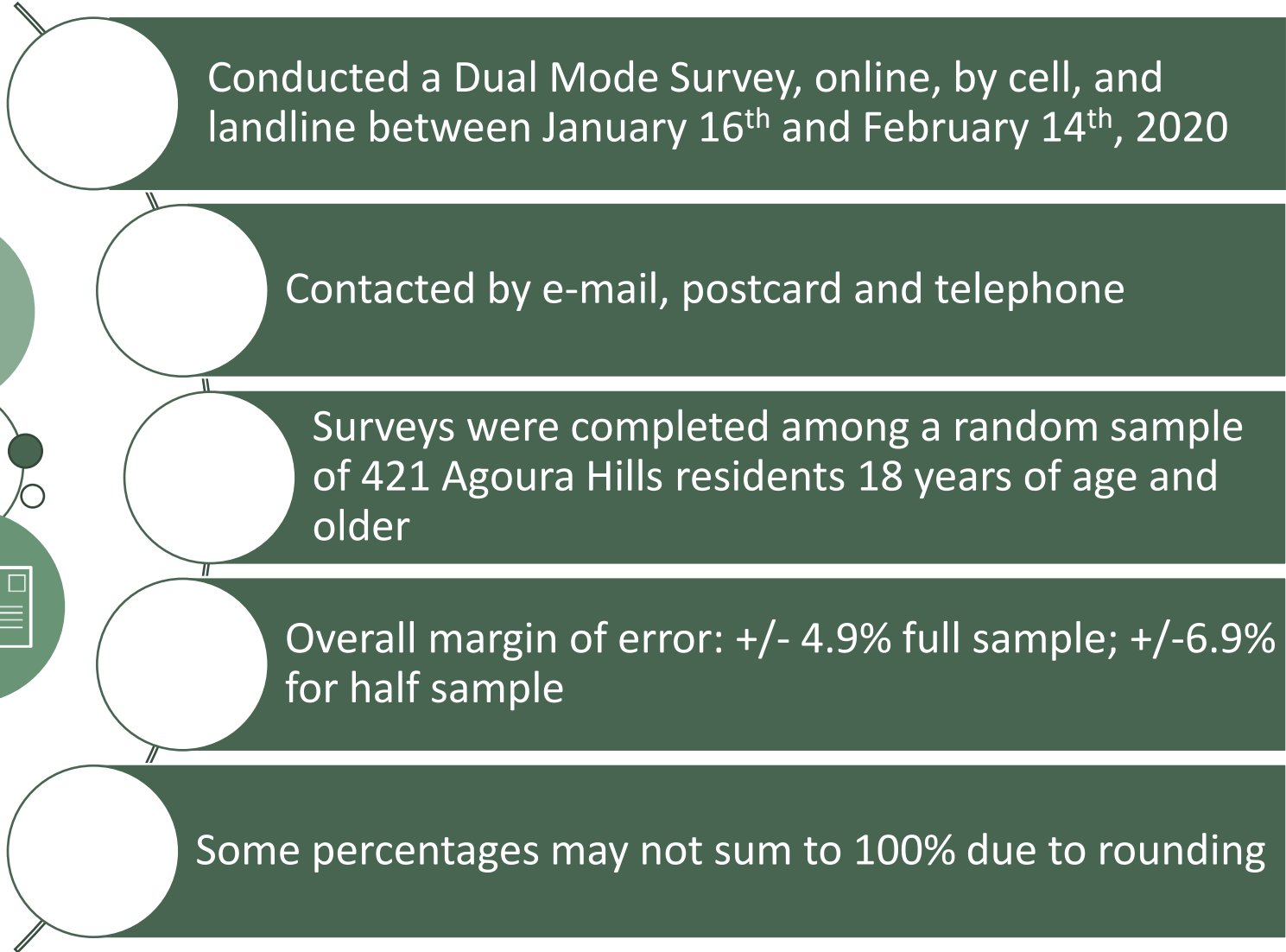
# City of Agoura Hills Agoura Village Specific Plan Survey

Survey Conducted  
January 16 - February 14, 2020



OPINION  
RESEARCH  
& STRATEGY

# 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.

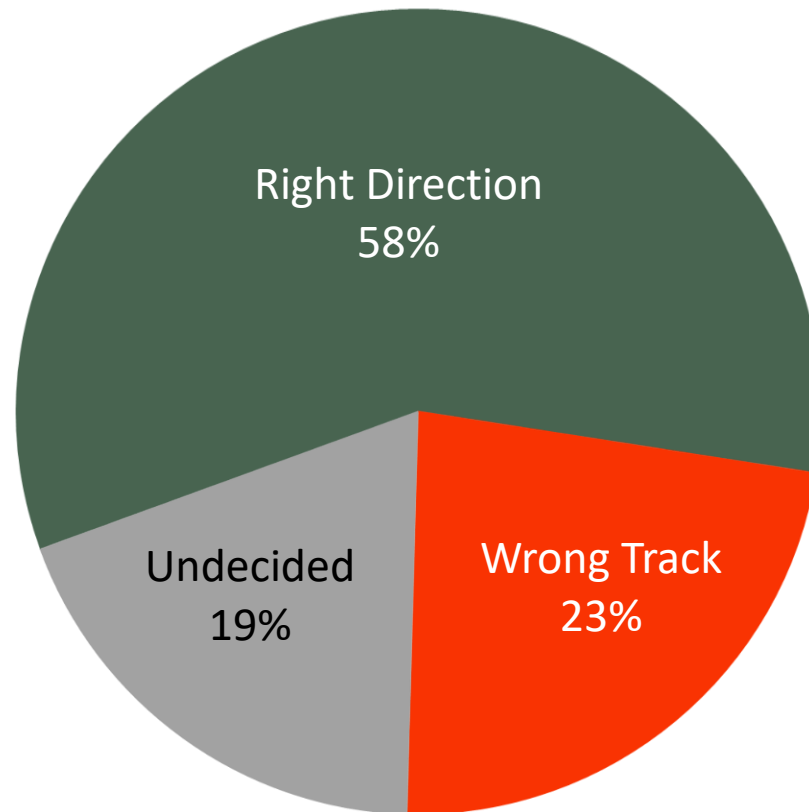


## Step 5: Weight Completed Data

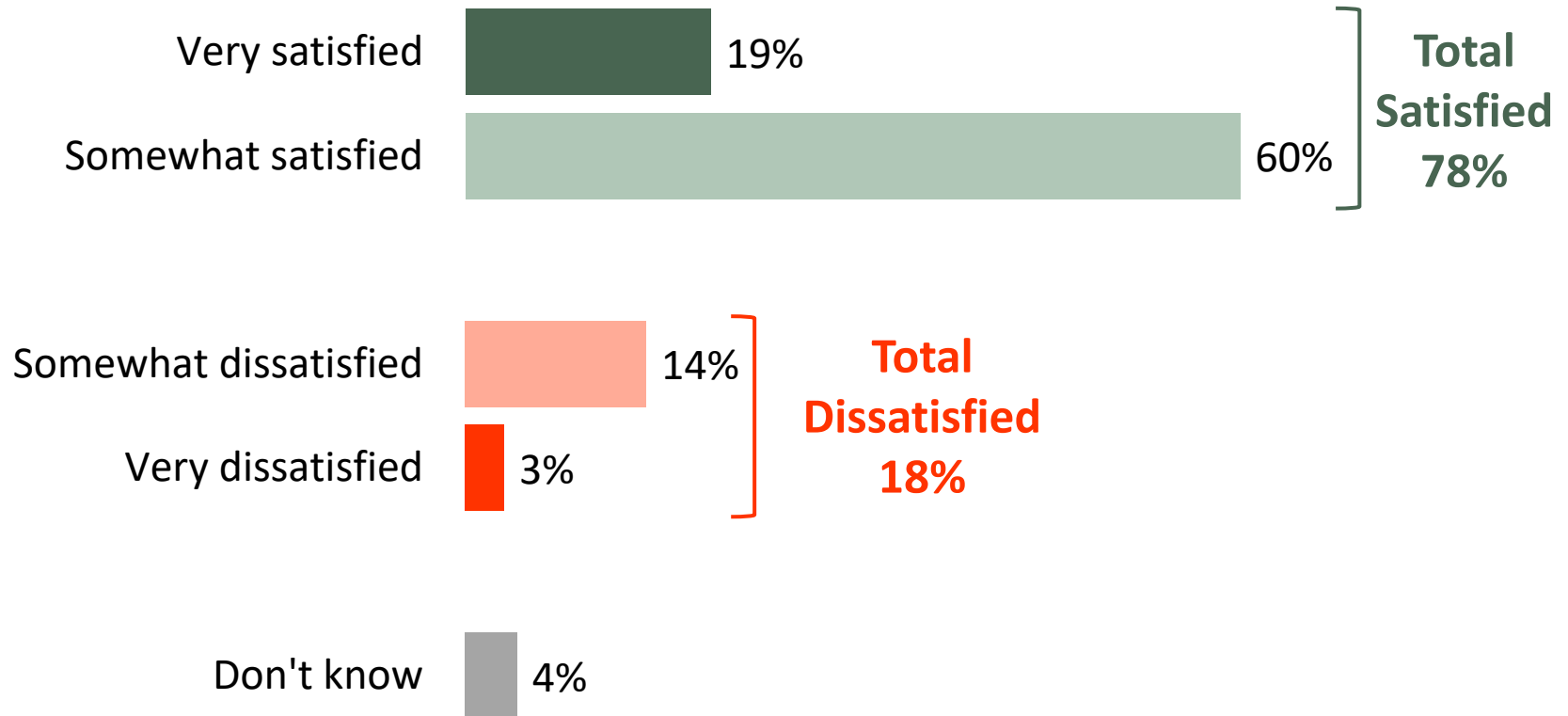
Data was weighted using statistical techniques to ensure responses are representative of the adult demographics found in Agoura Hills.

# **Awareness of and Attitudes Toward Communication Efforts**

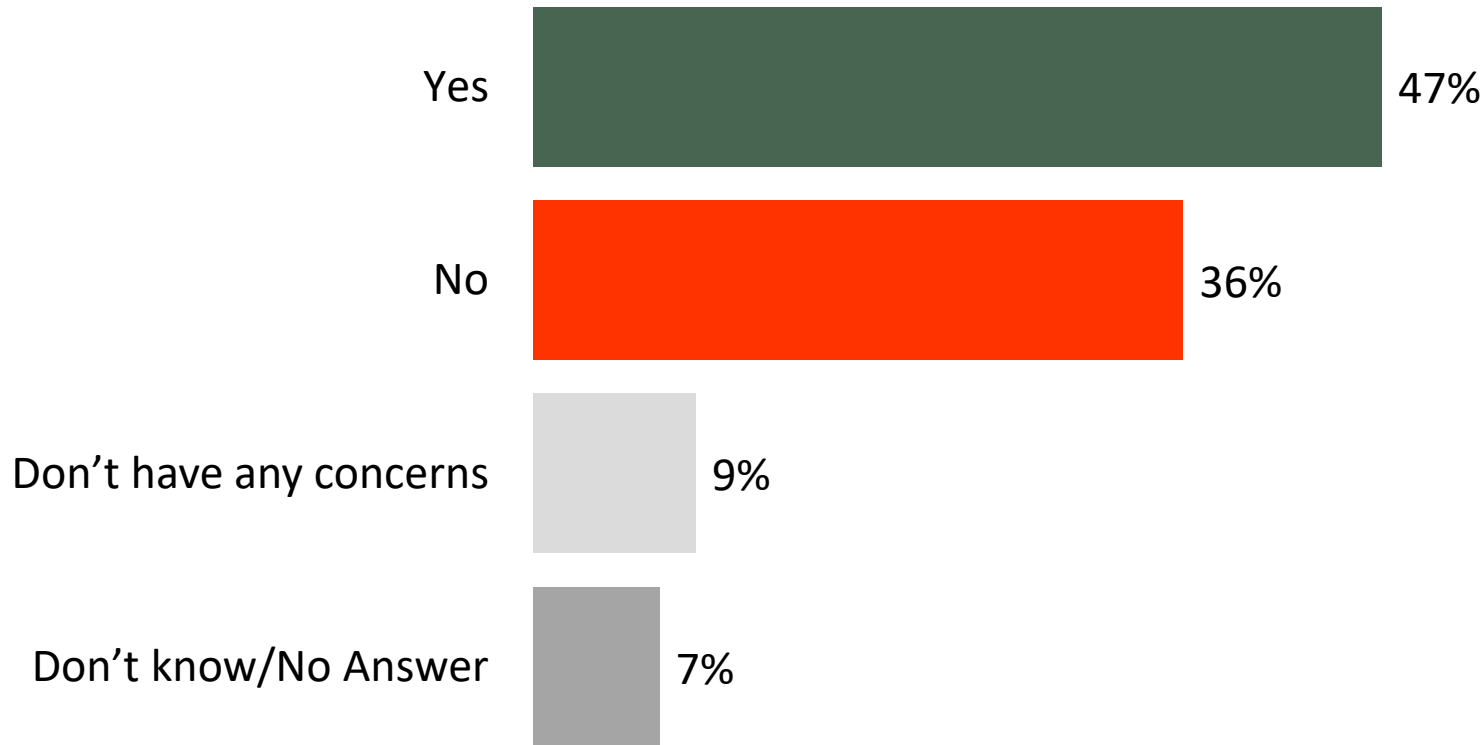
# A majority of residents perceive the City is headed in the right direction, while roughly one-in-five are unsure.



# 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.

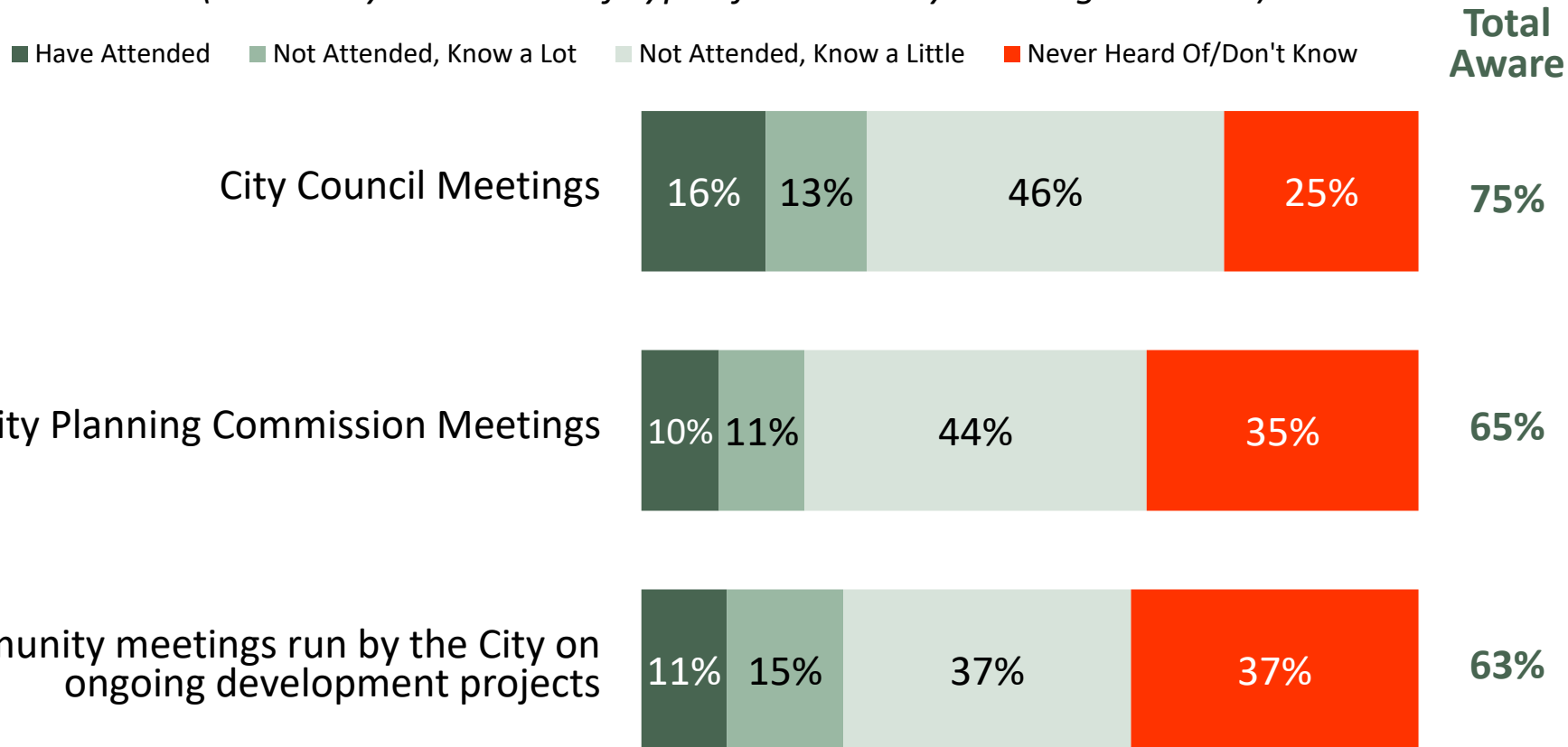


# A plurality feel they have had the opportunity to voice their concerns to the City on major decisions that affect life in Agoura Hills.



# 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.

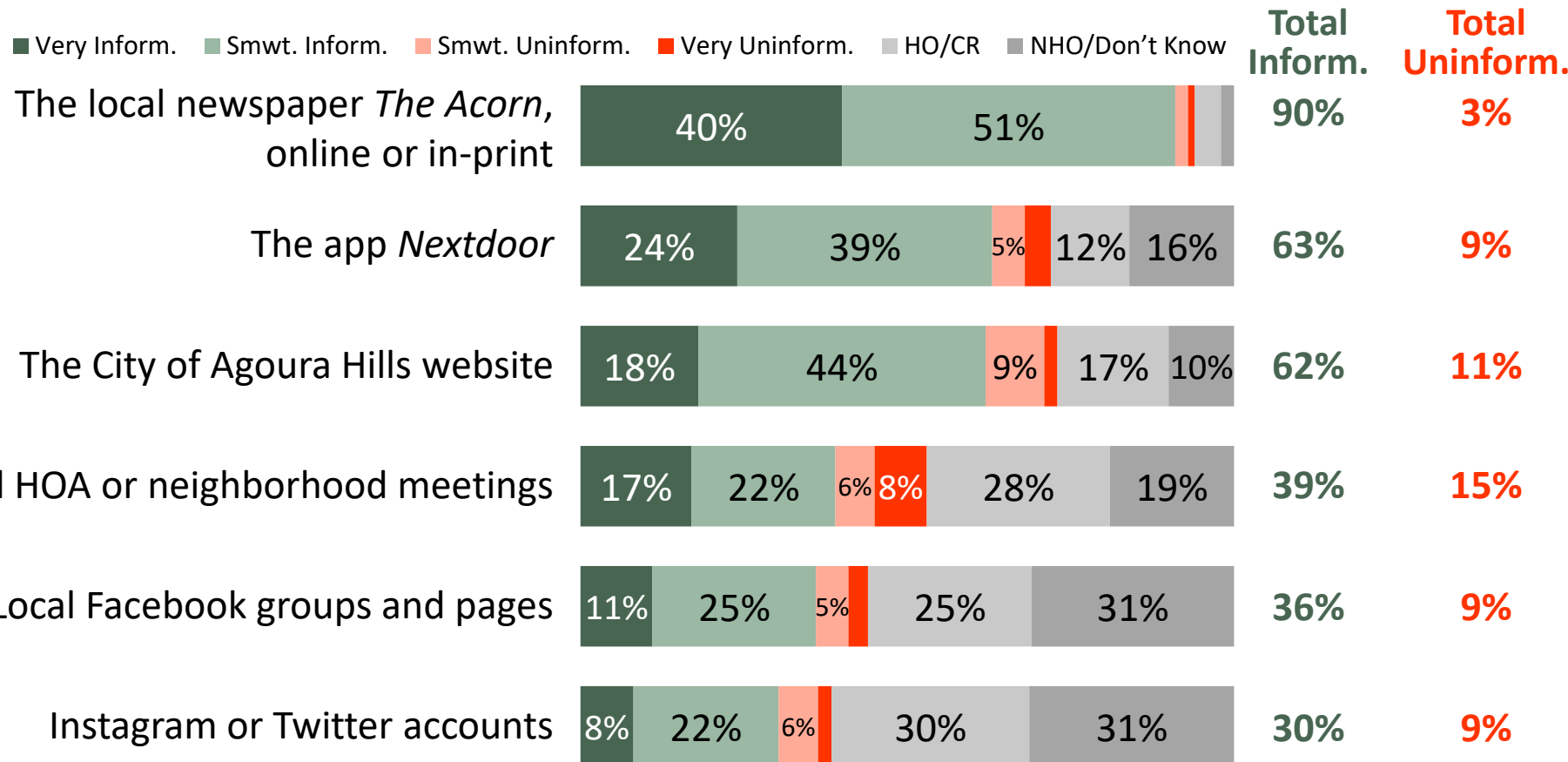
*(Ranked by Awareness of Type of Community Meeting Attended)*





# 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)

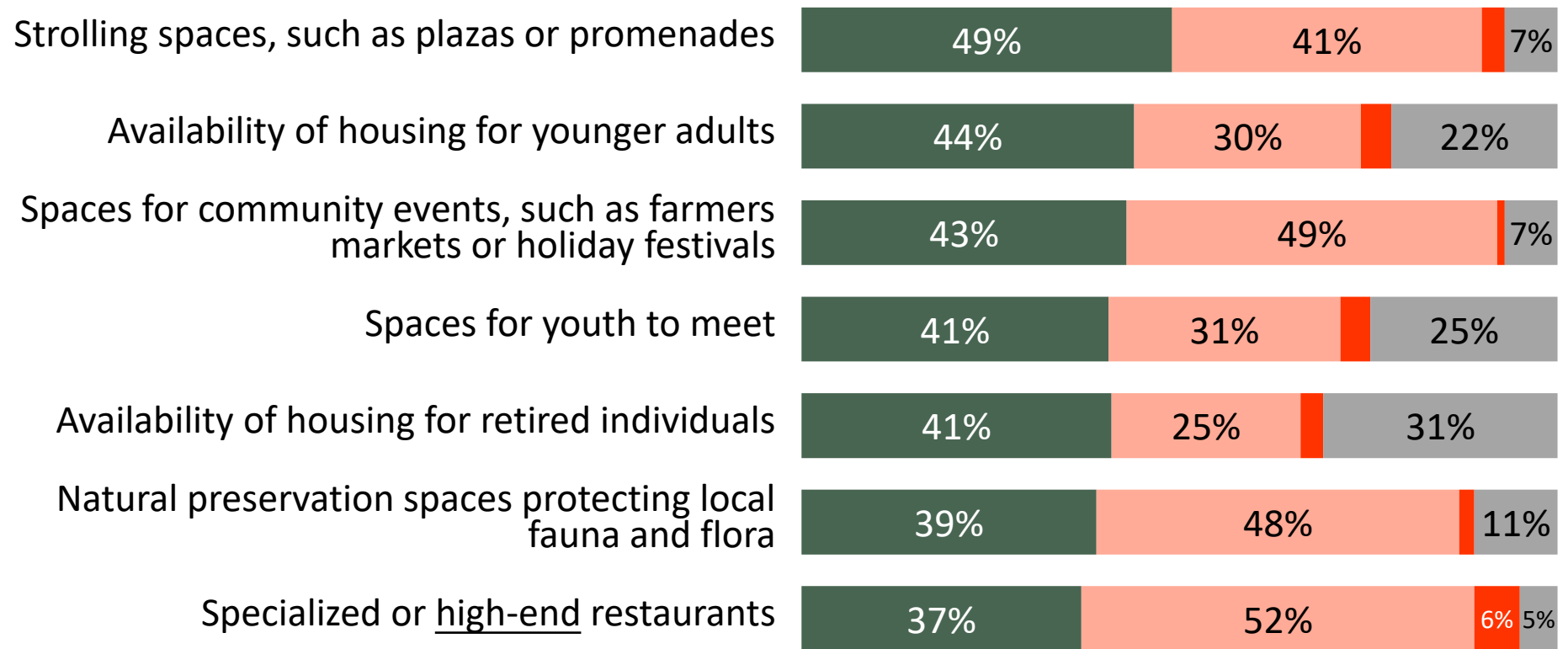


# General Development Issues

# 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.

(Ranked by Not Enough)

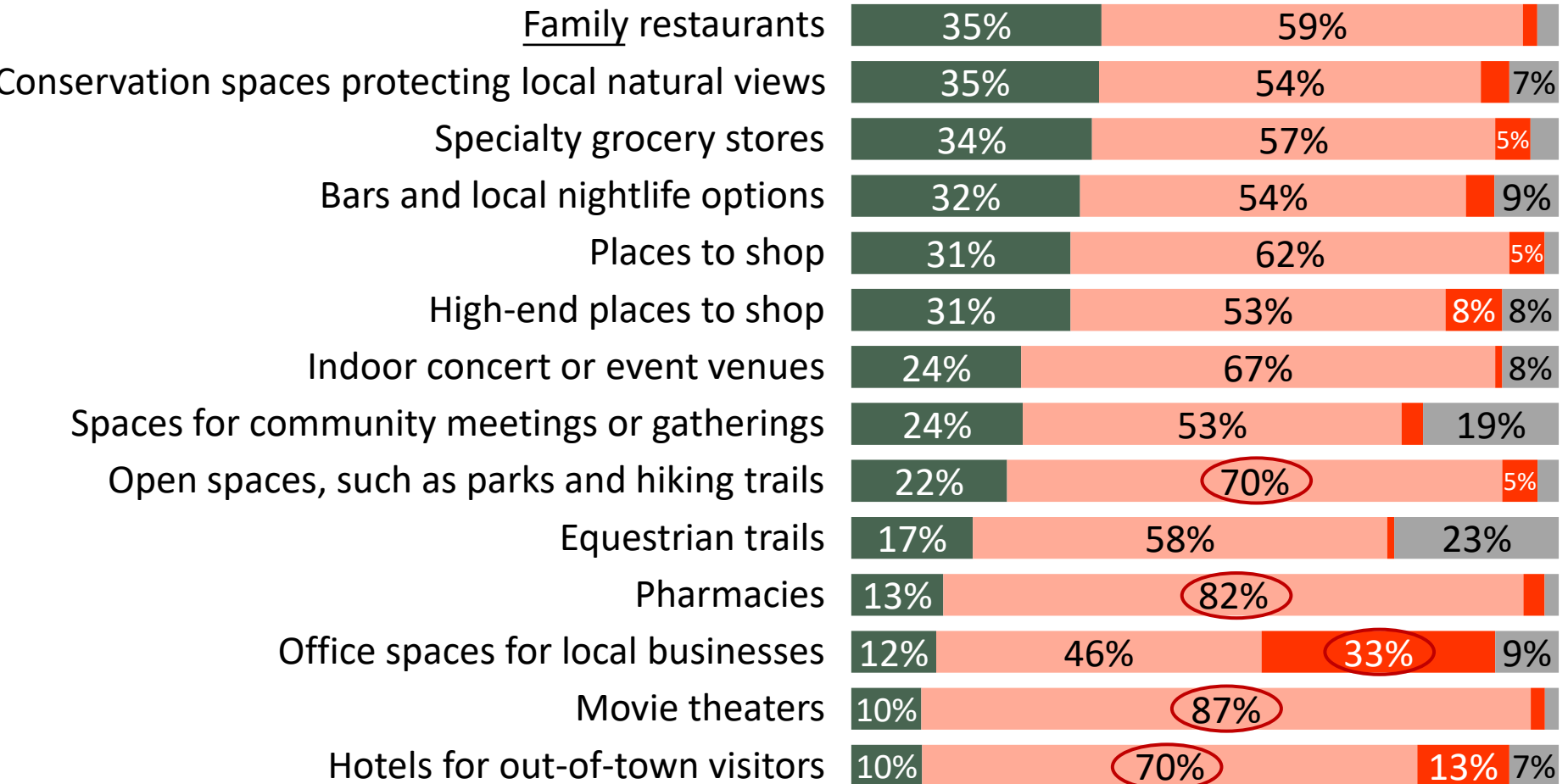
■ Not Enough    ■ Just Right    ■ Too Many    ■ Don't Know



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

(Ranked by Not Enough)

■ Not Enough ■ Just Right ■ Too Many ■ Don't Know

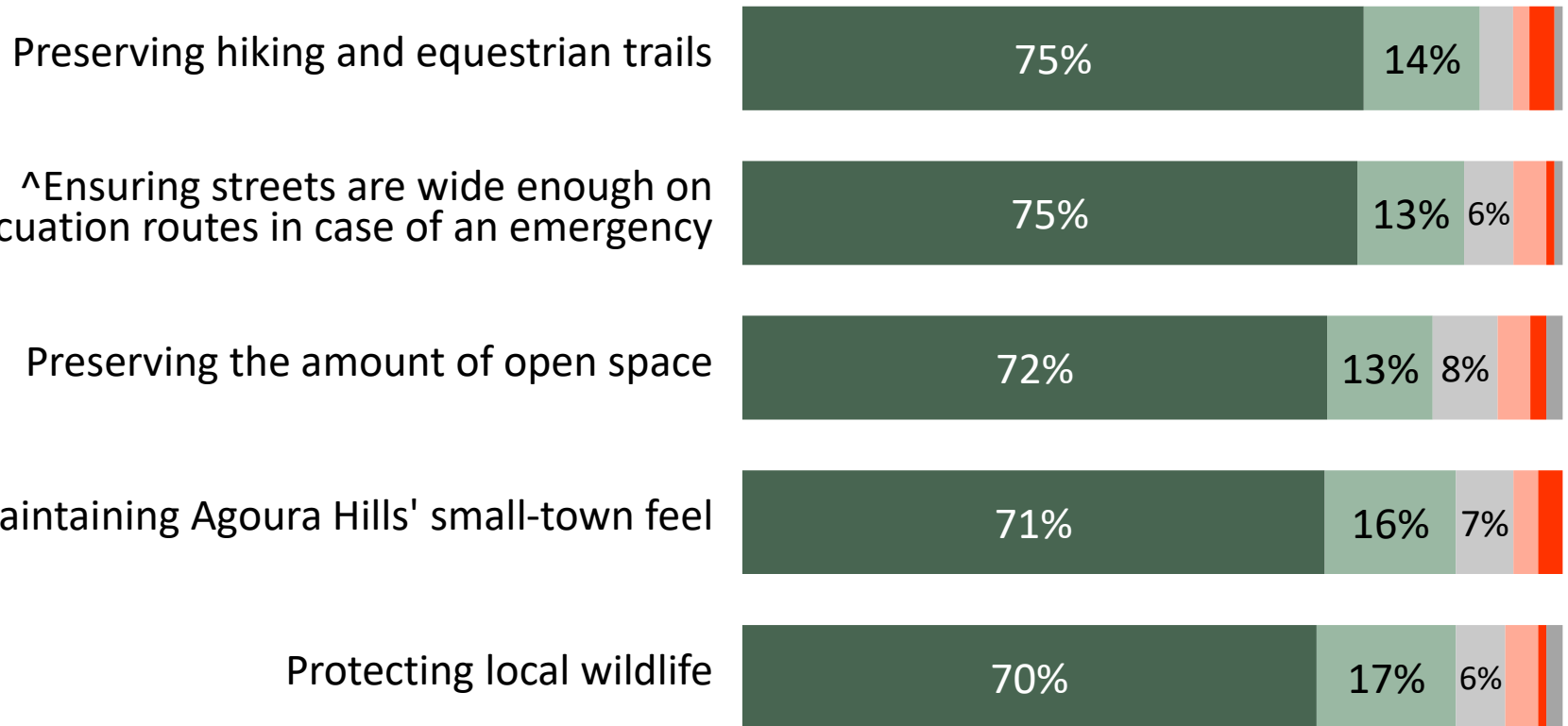


# When designing new development in the city, residents prioritize preserving hiking, equestrian trails and open space; ensuring streets are wide enough for emergency evacuation routes; and protecting local wildlife.

(Ranked by Very Important)

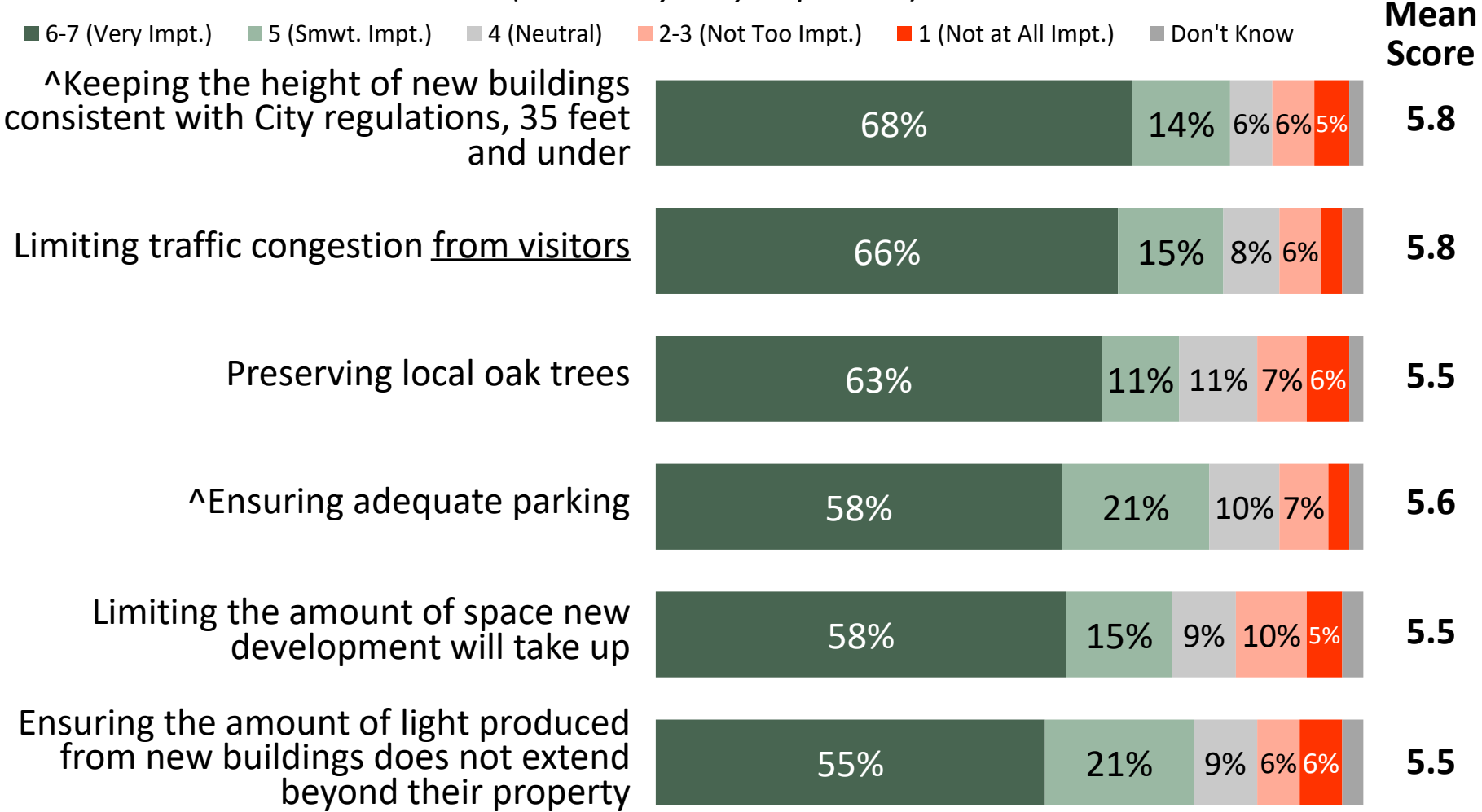
■ 6-7 (Very Impt.) ■ 5 (Smwt. Impt.) ■ 4 (Neutral) ■ 2-3 (Not Too Impt.) ■ 1 (Not at All Impt.) ■ Don't Know

Mean Score



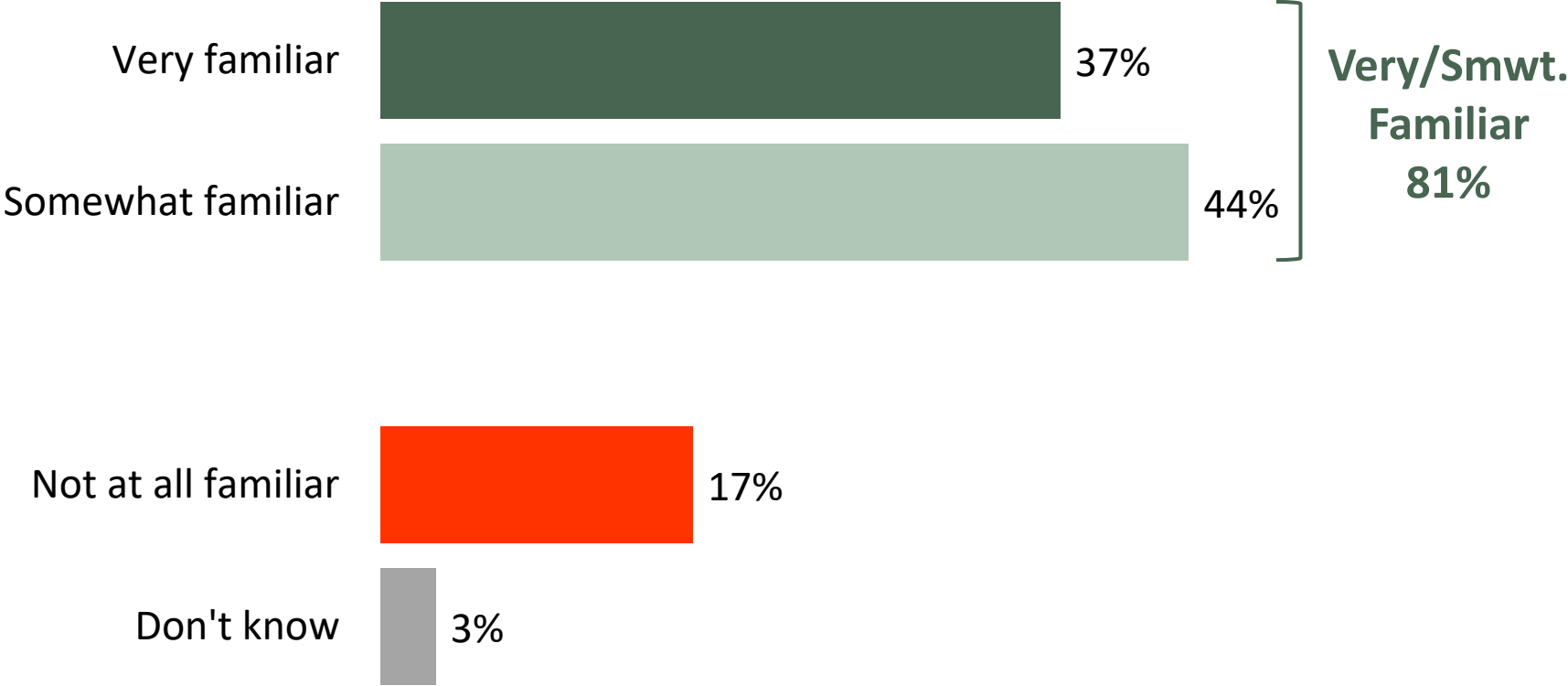
# Most residents also believe it is important to consider new building heights, traffic, and preserving local oak trees.

(Ranked by Very Important)



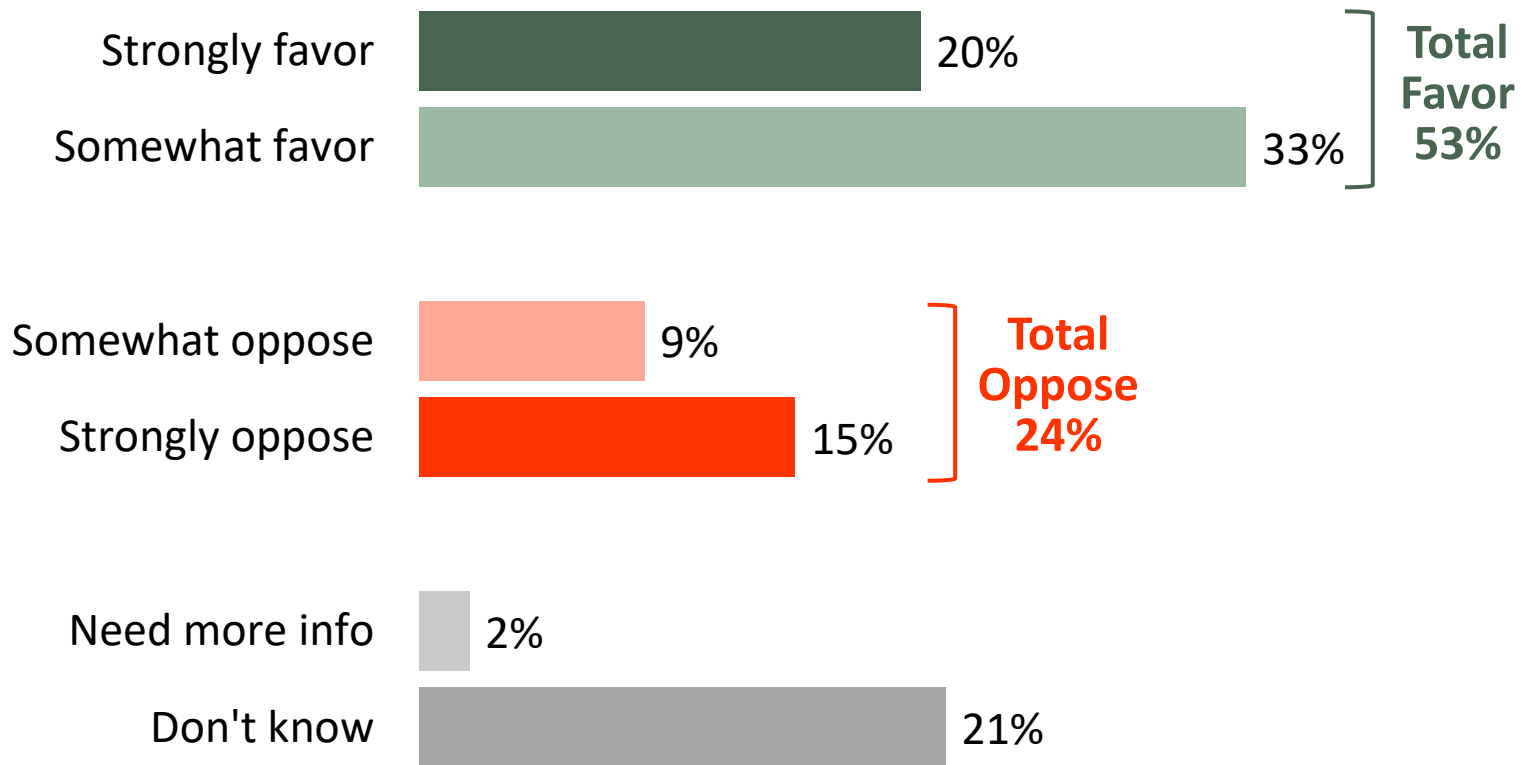
# Mixed Use Development

# Without any prompting, approximately eight-in-ten residents reported to be familiar with the term “mixed-use development.”







# 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.



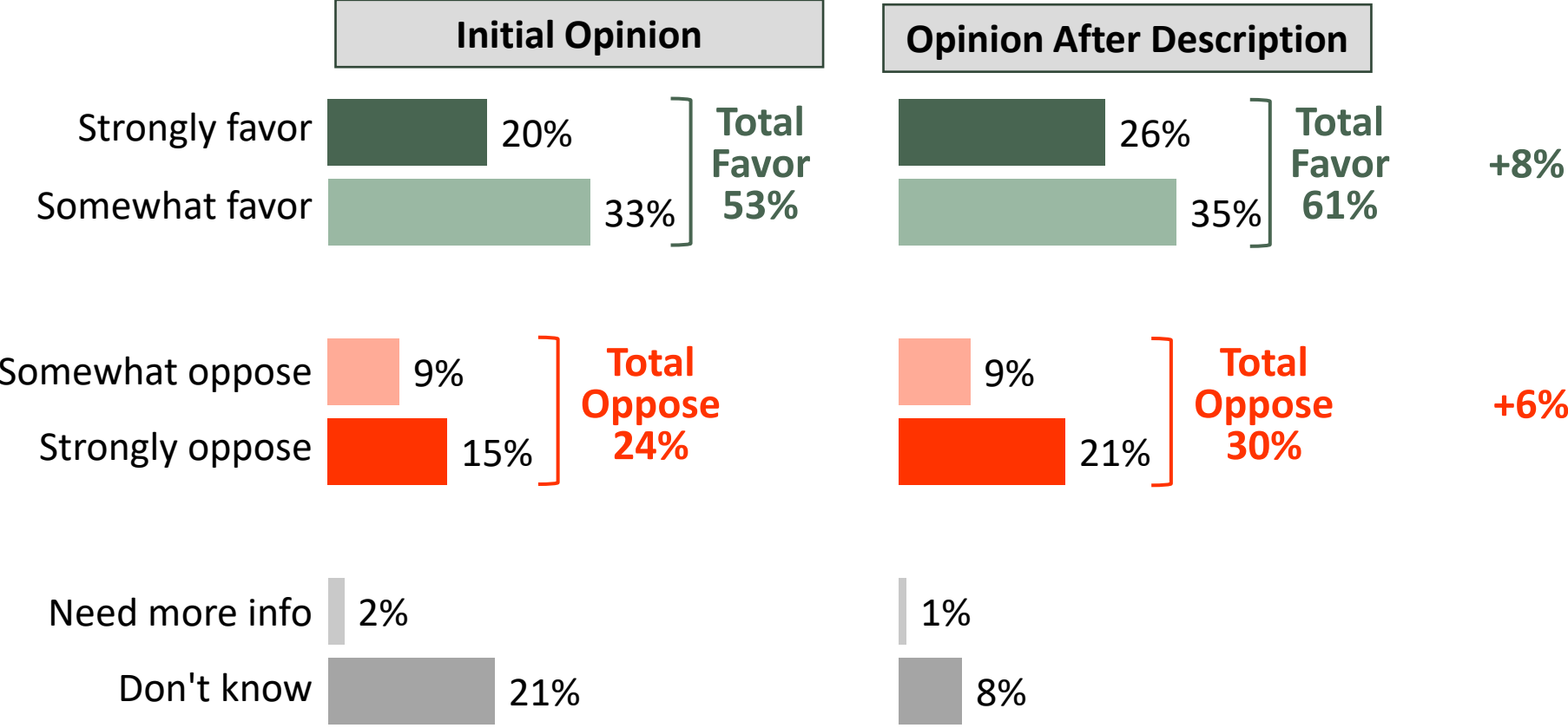
# Description of Mixed-Use Development



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.

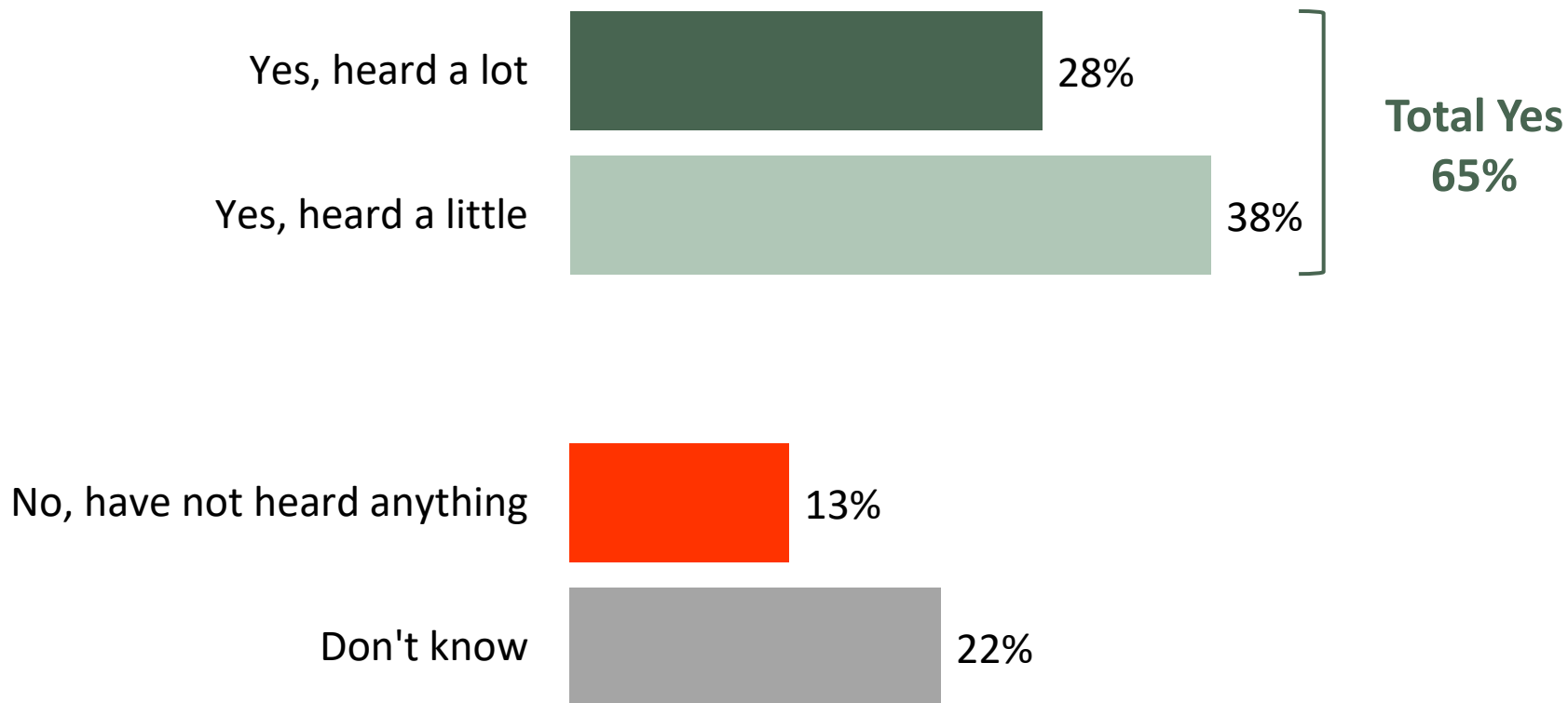


**After receiving a description of “mixed-use development”, those favoring it in the City increases eight percentage points, with slightly more than one-quarter strongly favoring.**

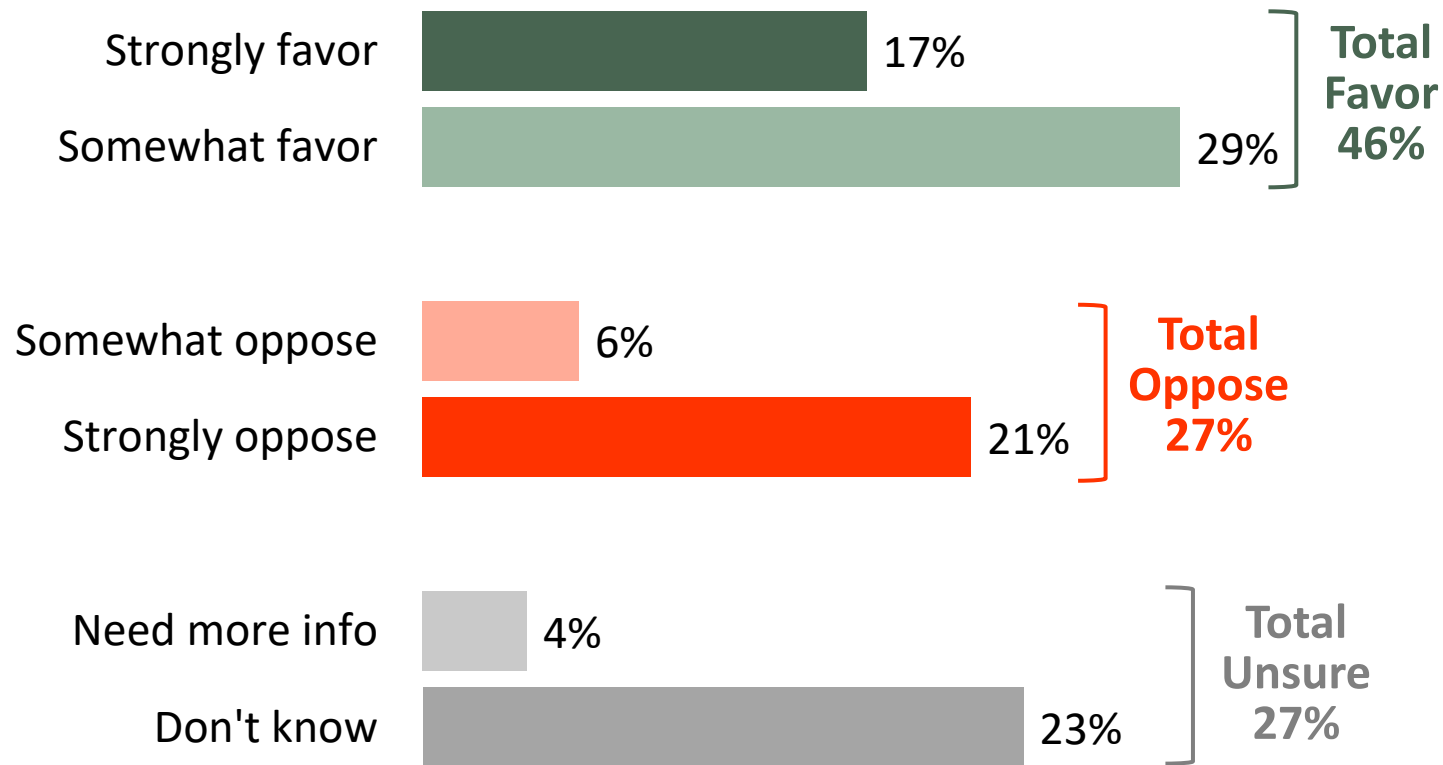


# **Agoura Village Specific Plan**

# 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.




# 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

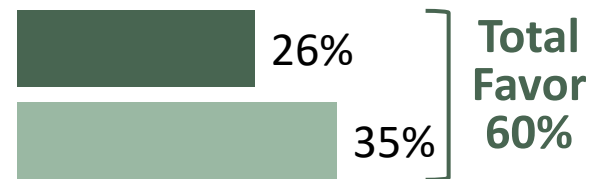
The Agoura Village Specific Plan is a mixed-use development plan including multiple properties located on Kanan Road moving east and west along Agoura Road. The project is designed to bring in new businesses, shopping and dining options, and other forms of entertainment to Agoura Hills, while *also providing 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.*



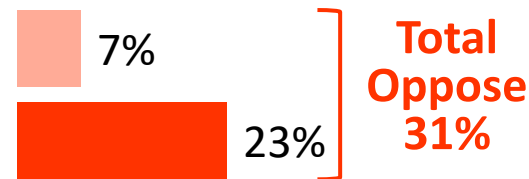
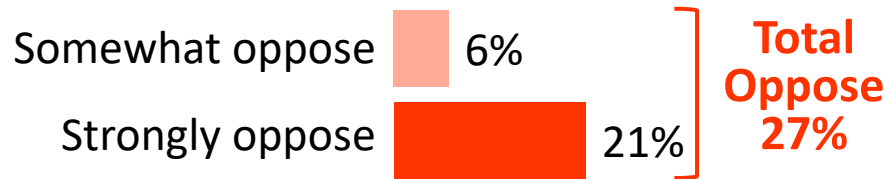
**After a description of the Agoura Village Specific Plan, those saying they favor the plan increases 14 percentage points from 46% to 60%, with roughly one-quarter saying they strongly favor it.**

**Initial Opinion**

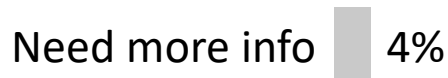
**Opinion After a Description**



**+14%**



**+4%**



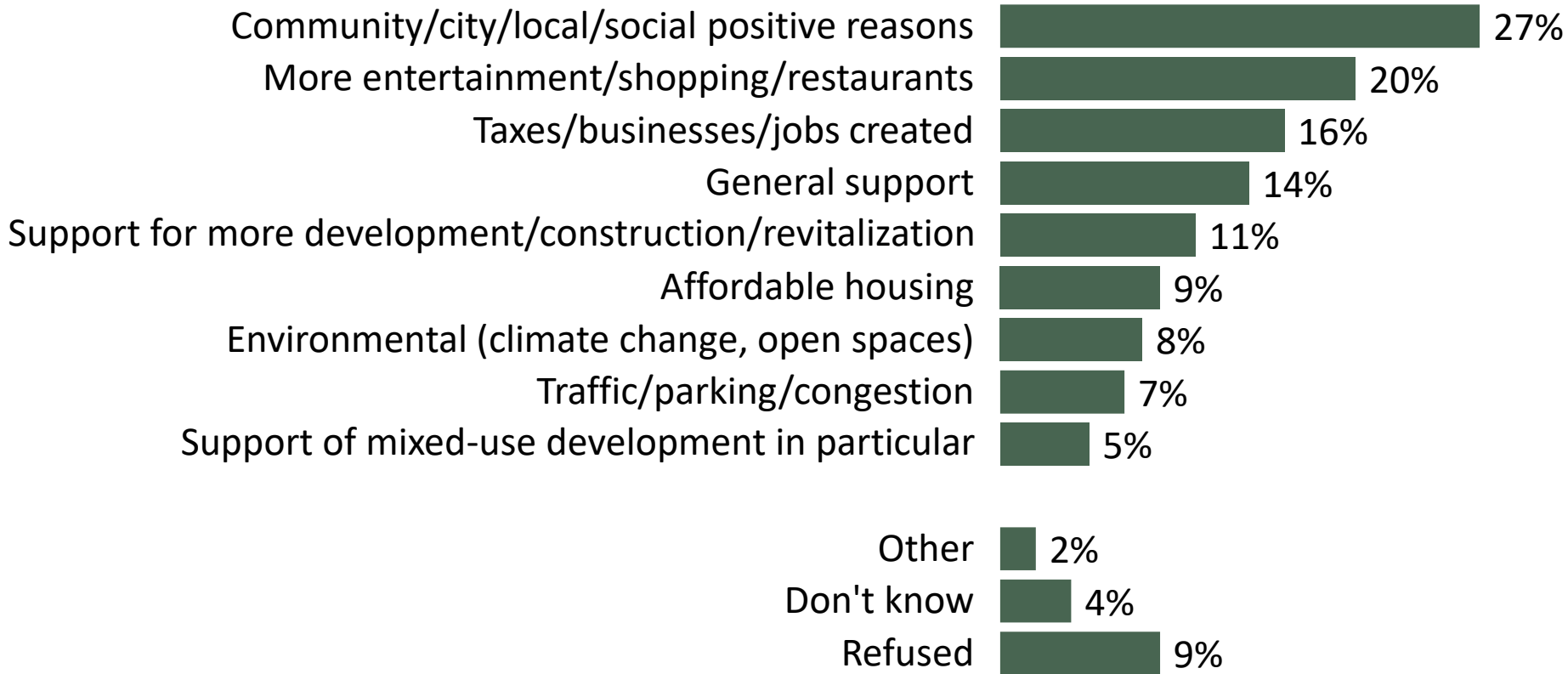
0%





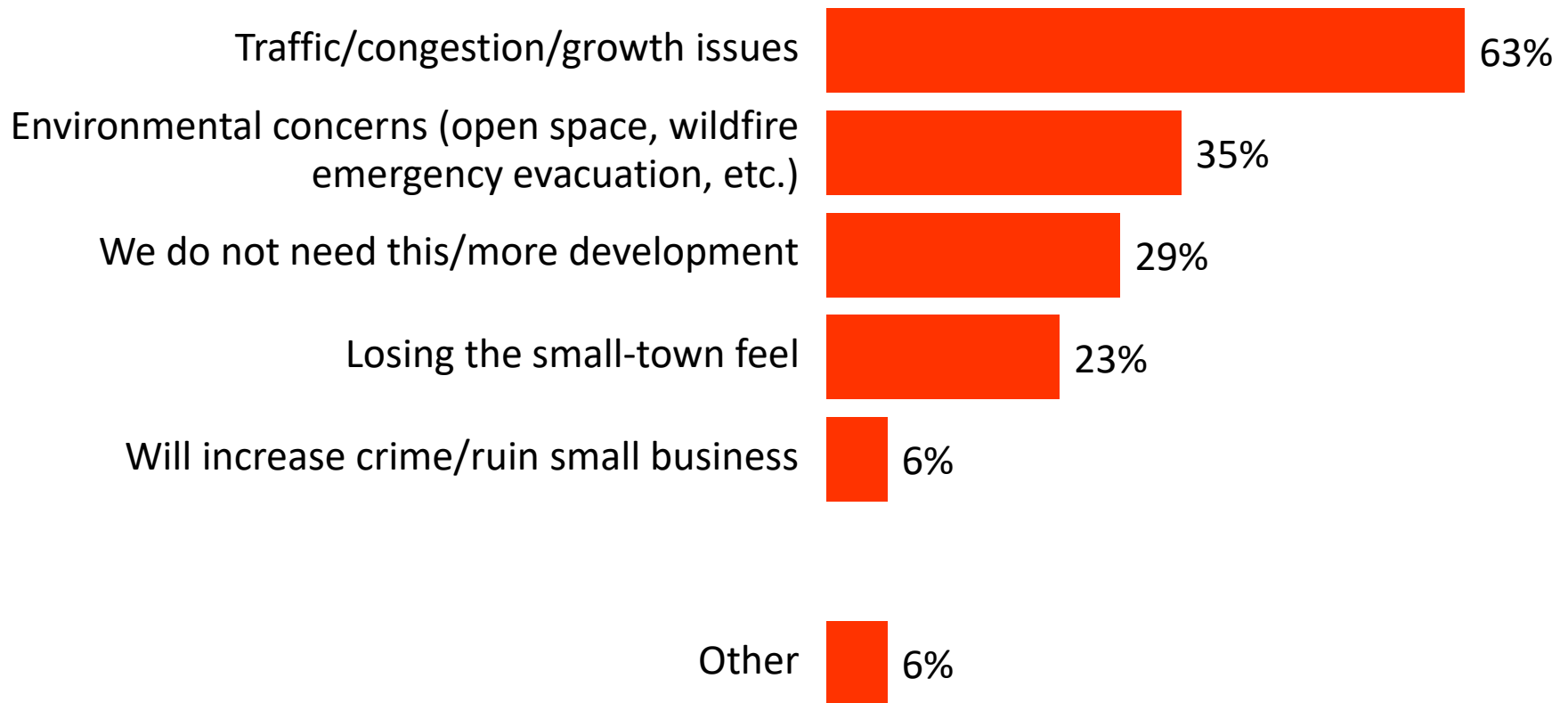
# General positive aspects for the community; additional entertainment, shopping/restaurants and economic reasons are leading volunteered reasons to favor the Plan.

(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.

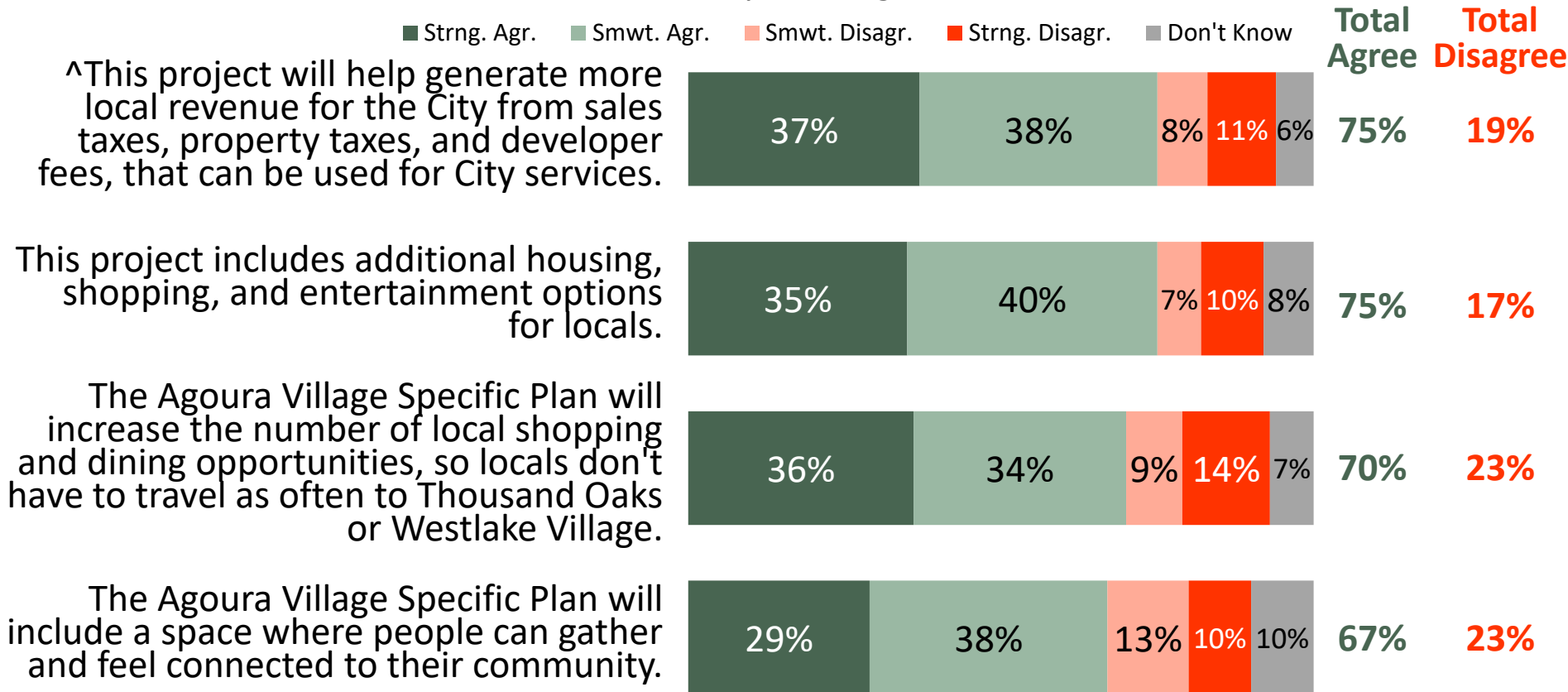
*(Ranked by Open-ended Group responses; n=129)*



# 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.

(Ranked by Total Agree)



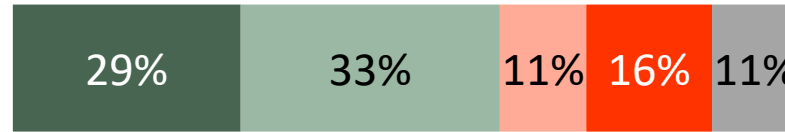
# (continued)

(Ranked by Total Agree)

■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ Don't Know

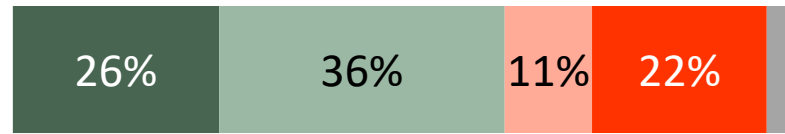
**Total Agree** **Total Disagree**

The Agoura Village Specific Plan will provide Agoura Hills' residents with more housing options without having to leave Agoura Hills.



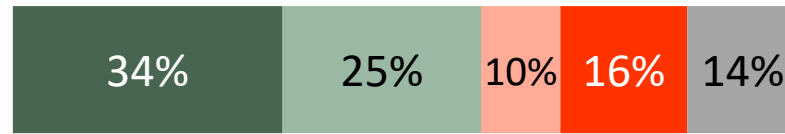
**62%** **26%**

The plan will create a much-needed space where people of all ages can gather and hang out close to home.



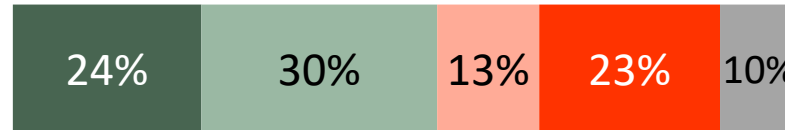
**62%** **34%**

Native oak trees will be protected and will be carefully re-planted in an area where they can continue to thrive.



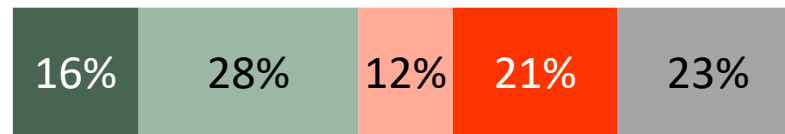
**59%** **26%**

There will be an increase in the amount of walkable, open space in Agoura Hills.



**54%** **36%**

The plan protects more local natural environment and hiking trails than other potential development plans.



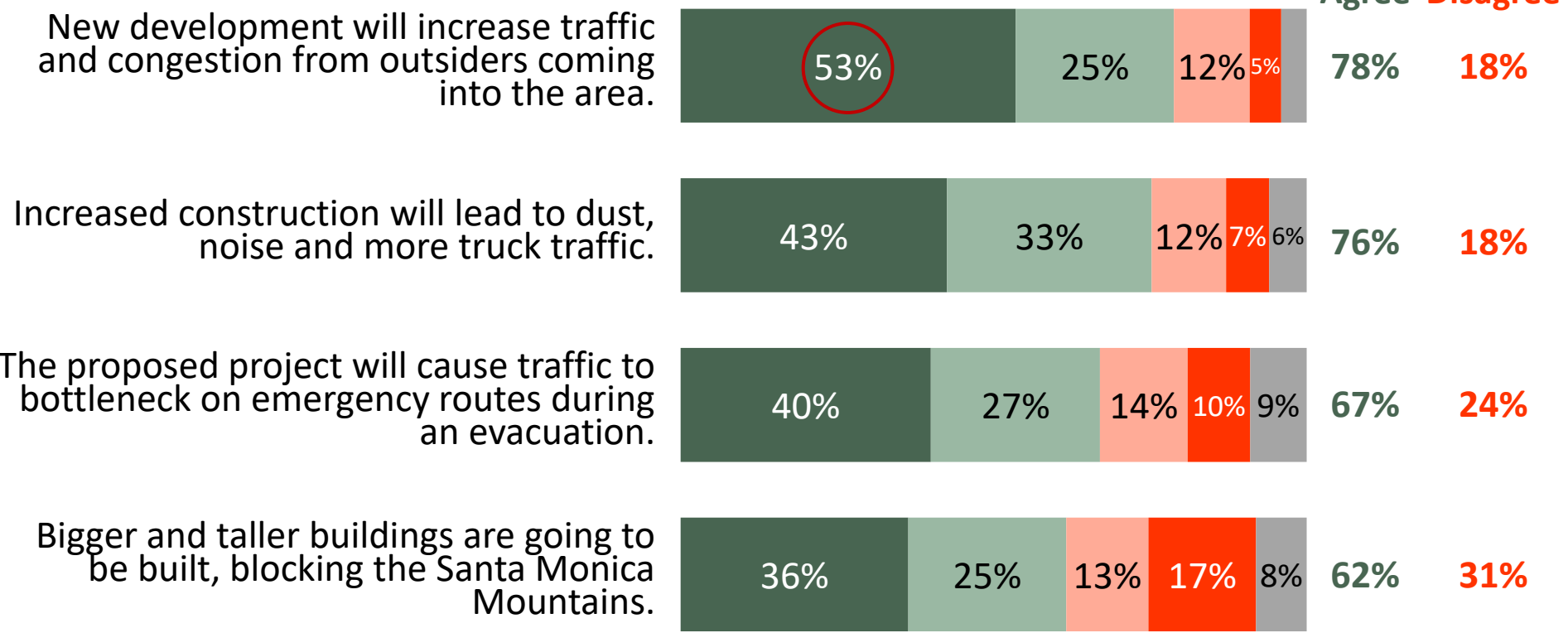
**44%** **33%**

# 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.

(Ranked by Total Agree)

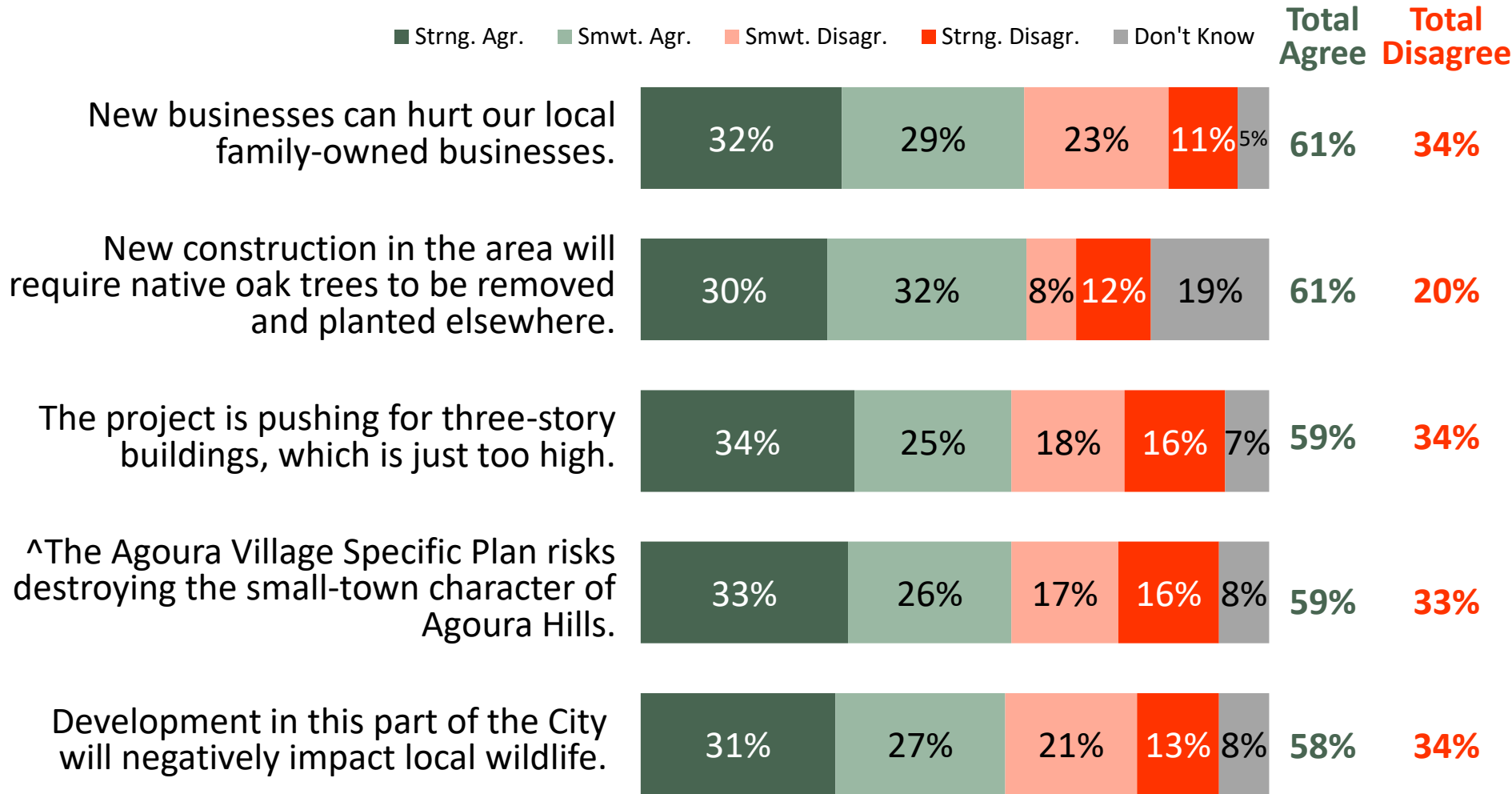
■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ Don't Know

**Total Agree** **Total Disagree**

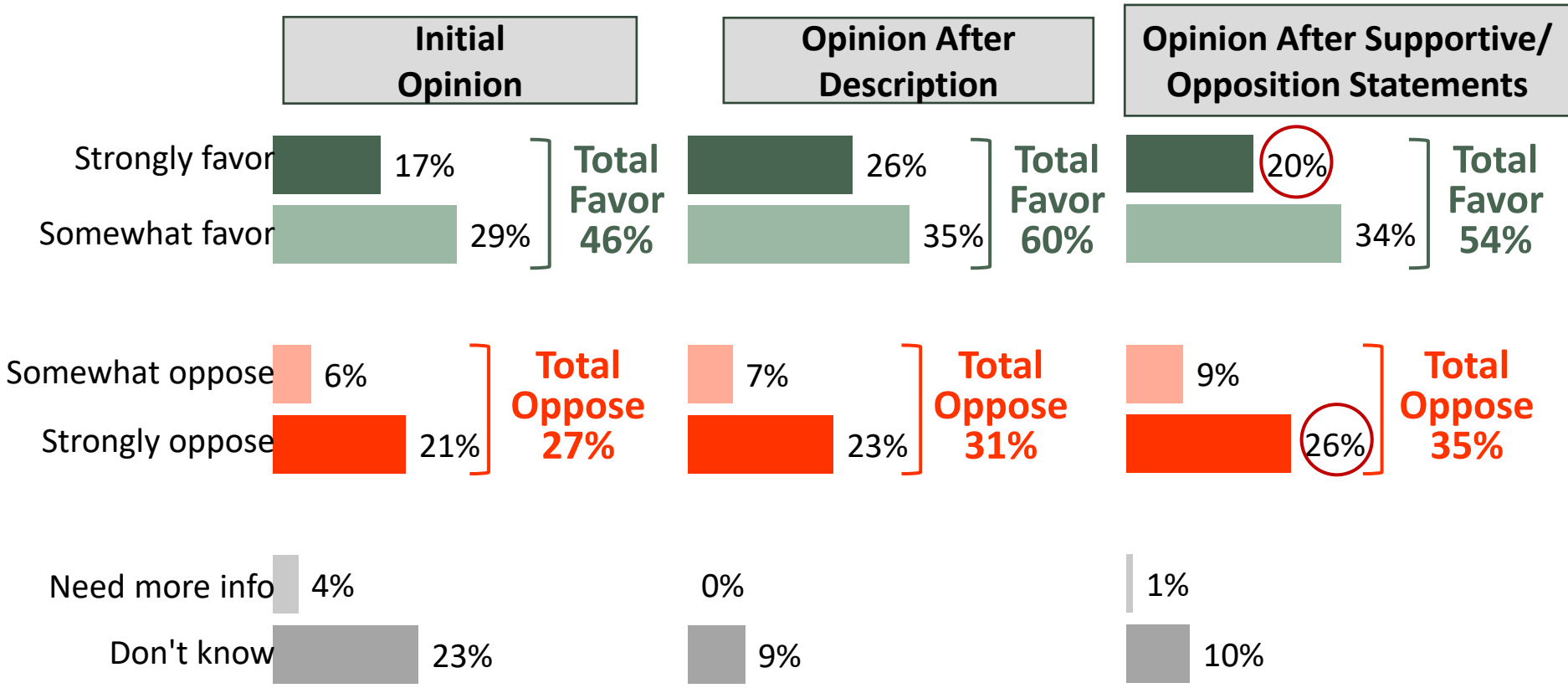


# (continued)

(Ranked by Total Agree)



# 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**

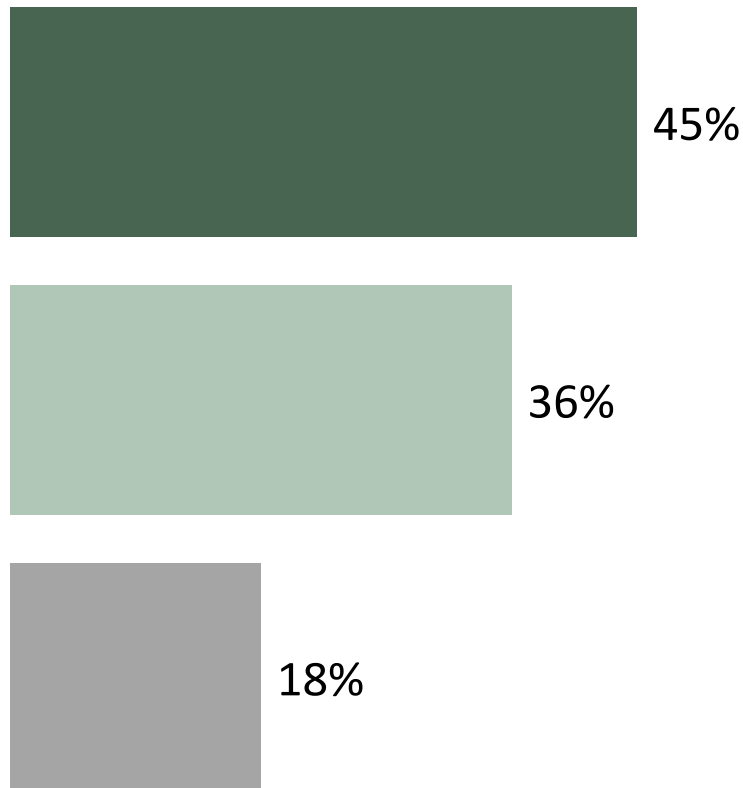
# A plurality prefer two-story buildings taking up more space than three-story buildings taking up less space.

Two-story buildings that are more spread out, taking up more space

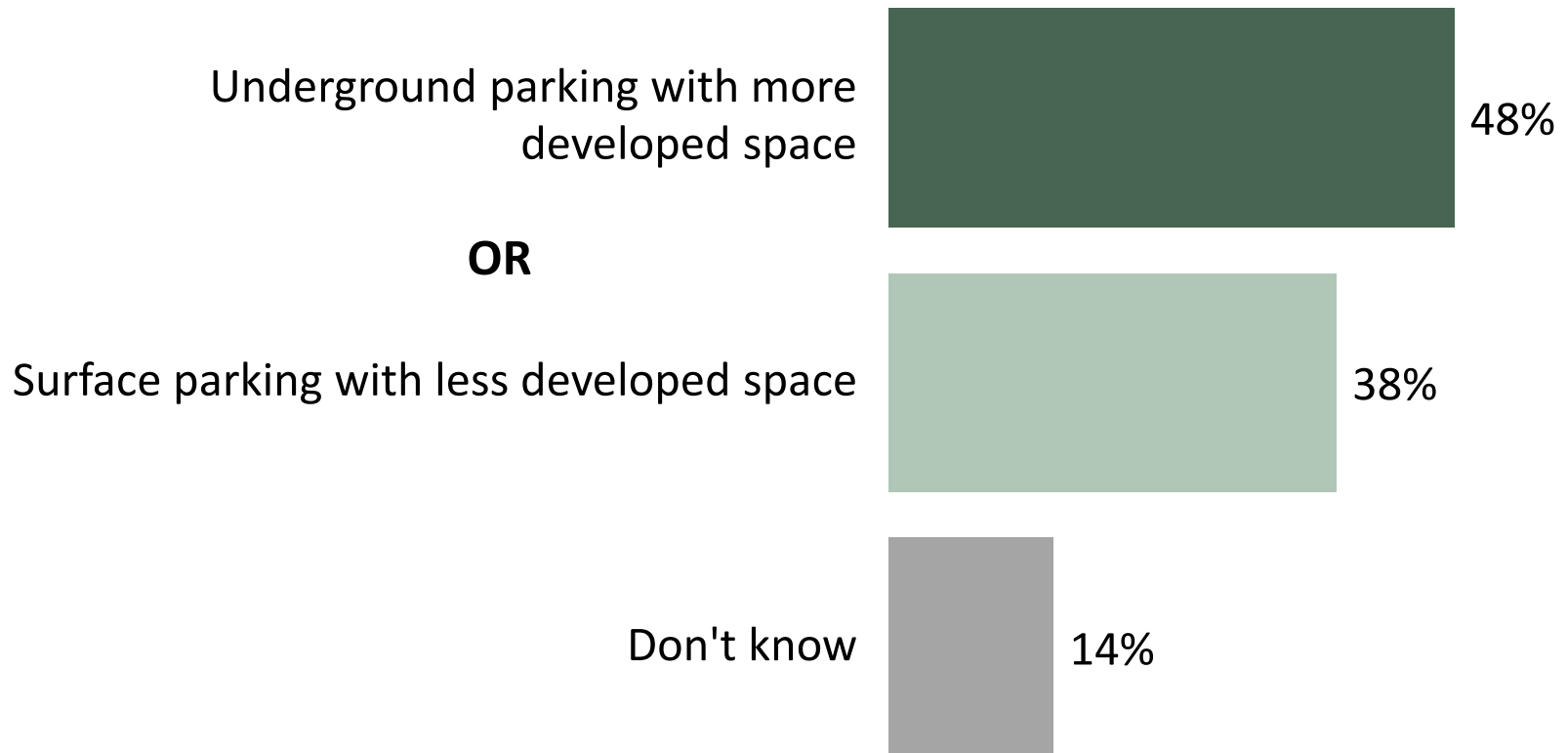
**OR**

Three-story buildings that take up less space to develop on

Don't know



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



# 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.

Travel in your own car when going out, contributing to traffic congestion and parking issues

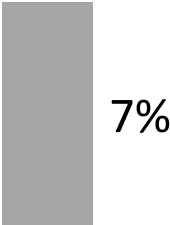


**OR**

Travel by shuttle bus or a ride-share vehicle to reduce traffic congestion and avoid parking when going out



Don't know



# Conclusions

# Conclusions

## 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

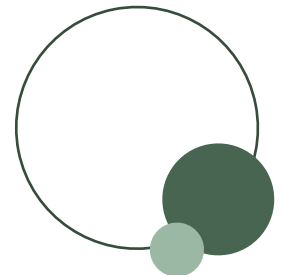
- Residents believe the City lacks strolling spaces such as plazas and promenades, availability of housing for younger adults and seniors, and spaces for community events the most.
- When designing new development in the City, residents want to prioritize preserving open spaces, and ensuring streets 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.



# Conclusions

## Agoura Village Specific Plan

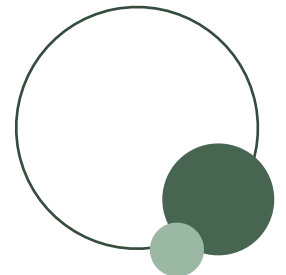
- Residents were aware of the Agoura Village Specific Plan prior to taking the survey. Almost two-thirds had heard or read something about the plan. A plurality initially indicated being in favor of the Plan (46%) and over a quarter were unsure how they felt about it (27%).
- Residents are most likely 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.



# Conclusions

## 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



OPINION  
RESEARCH  
& STRATEGY