

REPORT TO CITY COUNCIL

DATE: AUGUST 12, 2020

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

SUBJECT: REVIEW OF THE AGOURA VILLAGE SPECIFIC PLAN SURVEY RESULTS COMPLETED BY FM3 RESEARCH

The City Council is being asked to receive the results of the completed Agoura Village Specific Plan (AVSP) survey conducted by FM3 Research. A presentation providing the results of the survey will be made during the City Council meeting.

Consistent with the City Council's established goal of obtaining public input regarding the possible update of the Agoura Village Specific Plan, FM3 Research was selected to implement a survey that was intended to cover various components of the AVSP, including such aspects as the mix of retail, office, residential, traffic, parking, and potential environmental impacts. The survey participants were contacted via several different methods, including via a mailed postcard and email, encouraging participation by members of the public within the City's boundaries to visit a website in which they could complete the survey by logging on with a unique identification. In addition, phone surveys were conducted in order to gather as much input as possible, all while reaching a diverse segment of the community.

Survey invitations and calls were done on a randomized basis, which included contacts gathered through property and voting databases, as well as purchased third party databases. There were a total of 421 surveys completed that are included in the summary presentation. Although survey participants are kept anonymous, respondents were derived from various neighborhoods within the City.

The presentation of the survey results were delayed due to the COVID-19 pandemic group gathering restrictions with the initial hope that the results could be provided via an in-person meeting. Since the health restrictions remain in place and with no relief in the foreseeable future, staff is recommending that the presentation be made at this time in order to insure that the City Council's review and consideration of an update to the AVSP continues to take place. To insure that the public had access to the survey results and an opportunity to provide any relevant feedback prior to the formal presentation, the information was posted on the City's website. In addition, the City placed an ad in the weekly Acorn edition to inform any and all interested parties of where to view the results.

The data gathered from this survey was anticipated to be combined with the feedback received through several public workshops to provide a wide spectrum of information from

the community at large, in order to offer the City Council input as to what portions of the AVSP may be considered for updating.

Although the extent of the economic effects caused by COVID-19 are not fully known at this point in time, this survey data is still relevant as it provides insight into the concerns and thoughts of the community, albeit the economic components. City staff will continue to monitor the economic climate for the near-term and long-term future and insure that relevant data is included in any update of the AVSP.

RECOMMENDATION

Staff respectfully recommends the City Council receive the presented survey results and provide any relevant feedback and direction to staff.