

Livermore Resident Views of the 2045 General Plan







*Key Findings of a Survey of Livermore Residents
Conducted Sept. 9-30, 2021*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

COMMUNITY SURVEY ANALYSIS
ATTACHMENT 3

Dates	September 9-30, 2021			
Survey Type	Dual Mode Resident Survey			
Research Population	Livermore Residents Ages 18 and Older			
Total Interviews	450			
Margin of Sampling Error	±4.9% at the 95% Confidence Level			
Contact Methods	 Telephone Calls	 Postcard Invitations	 Text Invitations	 Email Invitations
Data Collection Modes	 Telephone Interviews	 Online Interviews		

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

Respondent Profile

The sample was drawn and weighted to reflect the distribution of key demographics of the adult population of Livermore according to the American Community Survey.

Gender	%
Male	49%
Female	51%

Age	%
18-29	18%
30-39	18%
40-49	22%
50-64	24%
65+	14%
Refused	4%

ZIP Code	%
94550	58%
94551	42%

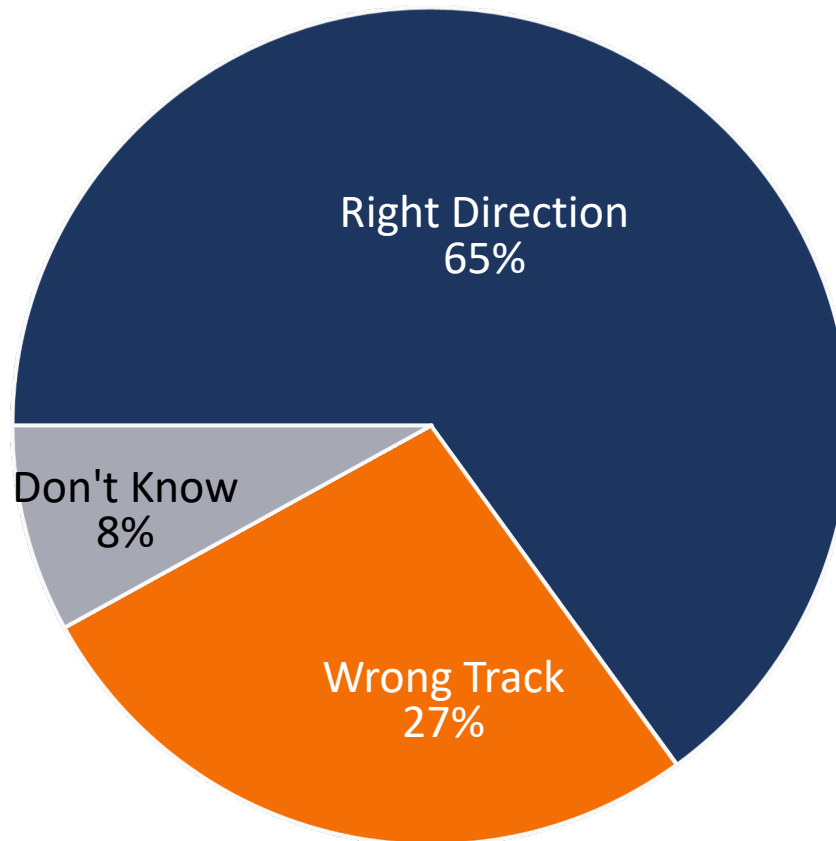
Race/Ethnicity	%
Latino/Hispanic	17%
White	60%
Black/African American	2%
API	8%
Other/Refused	13%

Education Level	%
High school or less	15%
Some college	34%
Four-year degree	29%
Graduate education	18%
Refused	4%

Views of Life in Livermore

Two-thirds of Livermore residents say things are headed in the right direction.

Do you think Livermore is generally going in the right direction or in the wrong direction?



Retirees and residents ages 65+ are more divided in their views, with less than half saying the city is headed in the right direction.

Broad majorities of every other major demographic subgroup are optimistic.

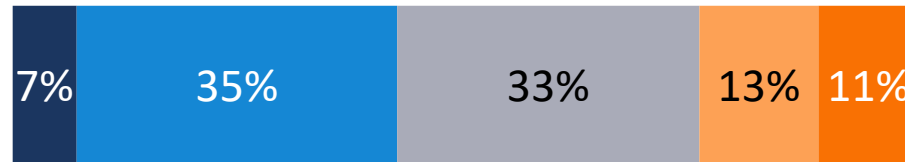
Majorities approve of City government and City Council.

We'd like to know what you think of different levels of local government. Please indicate whether you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of that level of local government. If you've never heard of it, you can indicate that instead.

■ Strng. Appr. ■ Smwt. Appr. ■ Don't Know ■ Smwt. Disappr. ■ Strng. Disappr. **Total Appr.** **Total Disappr.**



Alameda County Board
of Supervisors

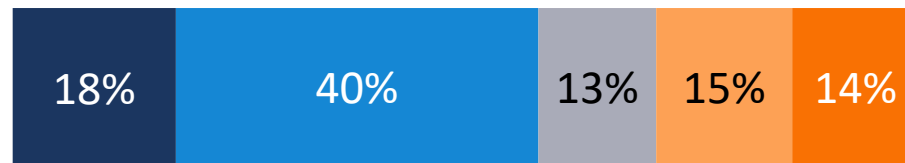


42%

24%



The City of Livermore
government



58%

28%



The Livermore City Council

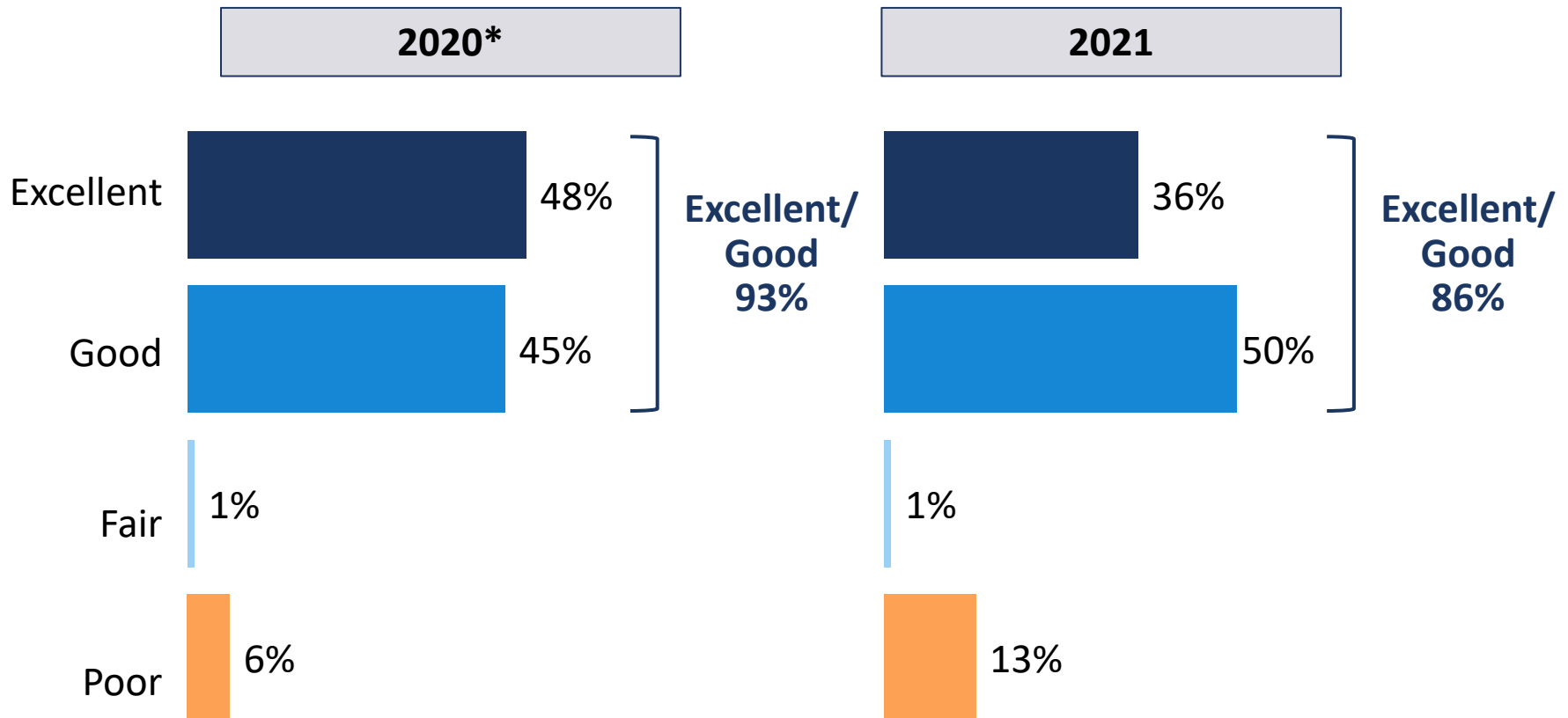


50%

34%

More than four in five say that Livermore is an “excellent” or “good” place to live.

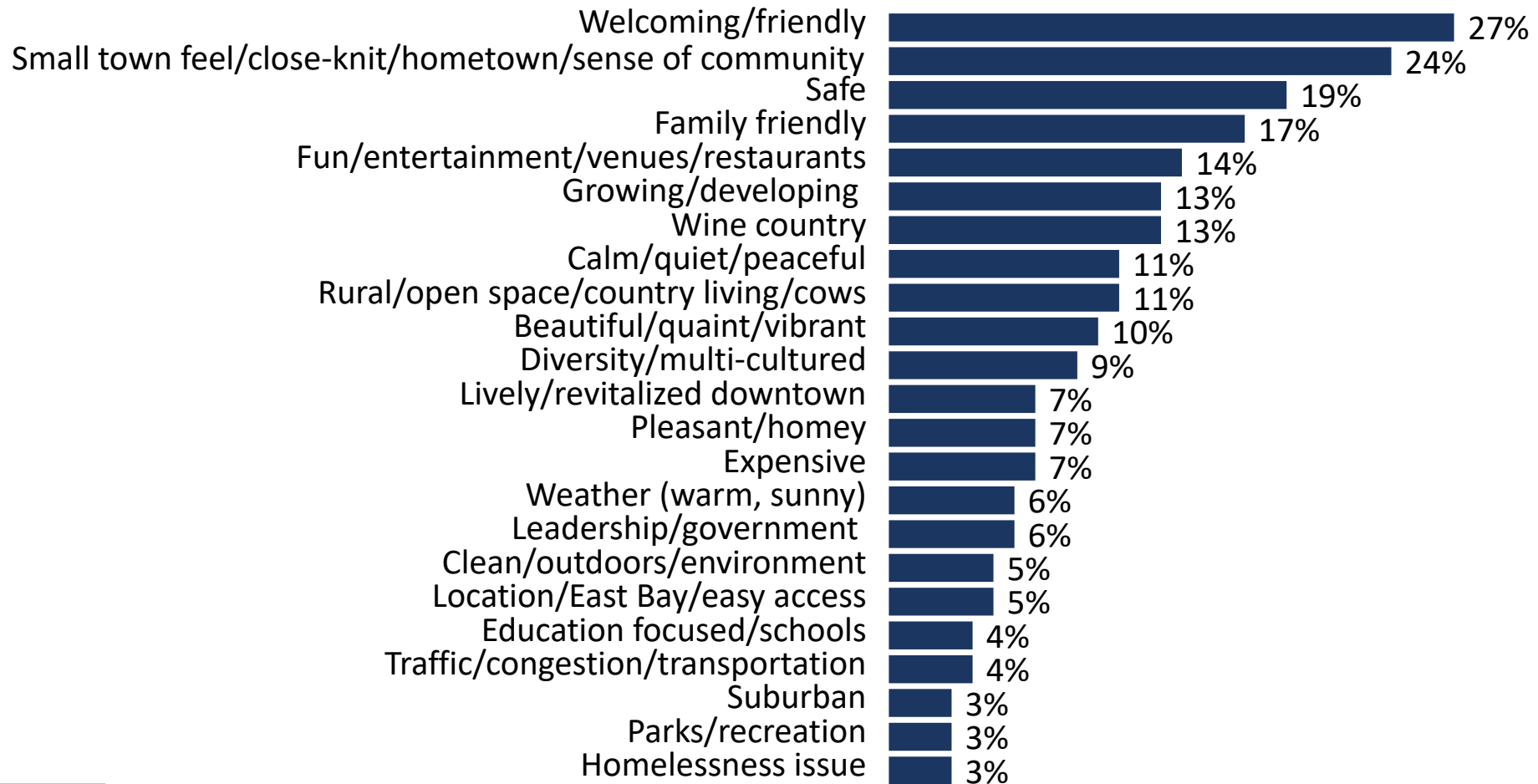
In general, would you say that Livermore is an excellent, good, fair, or poor place to live?



Residents describe Livermore as welcoming, friendly, safe and having a small-town feel.

Which three words or phrases best describe Livermore?

(Open-ended, 3% and Above Responses Shown)

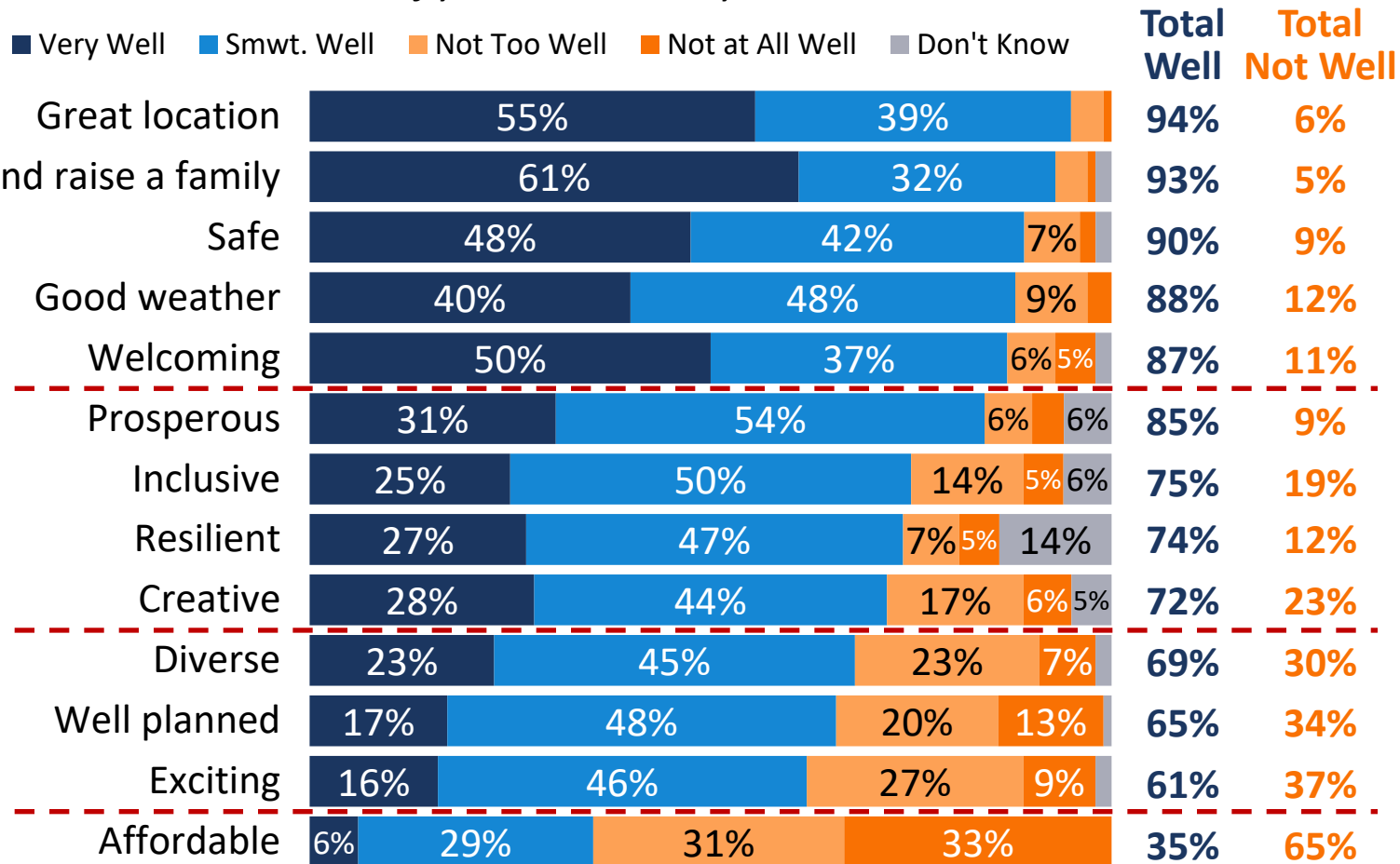


Words to Describe Livermore



Residents overwhelmingly see Livermore as a great location, particularly to raise a family.

I am going to read you some words and phrases that might describe Livermore. Please tell me whether you think each of the phrases below describes Livermore very well, somewhat well, not too well, or not at all well. If you don't know, you can tell me that, too.



Older residents are more likely to see Livermore as diverse and affordable; they are less likely to see it as well-planned.

Word/Phrase (Total Well)	All Residents	Men by Age		Women by Age	
		Ages 18-49	Ages 50+	Ages 18-49	Ages 50+
Great location	94%	94%	94%	97%	97%
A good place to live and raise a family	93%	93%	93%	94%	94%
Safe	90%	86%	91%	94%	89%
Good weather	88%	88%	88%	86%	91%
Welcoming	87%	85%	84%	92%	88%
Prosperous	85%	83%	87%	84%	87%
Inclusive	75%	72%	73%	77%	82%
Resilient	74%	72%	80%	78%	73%
Creative	72%	63%	69%	82%	79%
Diverse	69%	63%	85%	62%	74%
Well-planned	65%	72%	51%	76%	57%
Exciting	61%	57%	53%	66%	71%
Affordable	35%	31%	42%	33%	41%

Asian/Pacific Islander residents are much more likely to see the city as affordable.

Word/Phrase	All Residents	Race/Ethnicity			
		White Residents	Latino Residents	Asian/Pacific Islander Residents	All Residents of Color
Great location	94%	94%	98%	96%	96%
A good place to live and raise a family	93%	94%	95%	89%	92%
Safe	90%	92%	92%	82%	89%
Good weather	88%	87%	94%	87%	89%
Welcoming	87%	84%	94%	92%	93%
Prosperous	85%	86%	88%	82%	87%
Inclusive	75%	74%	82%	73%	77%
Resilient	74%	72%	82%	71%	80%
Creative	72%	70%	86%	73%	76%
Diverse	69%	66%	72%	65%	72%
Well-planned	65%	63%	76%	71%	75%
Exciting	61%	60%	69%	63%	63%
Affordable	35%	28%	48%	61%	52%

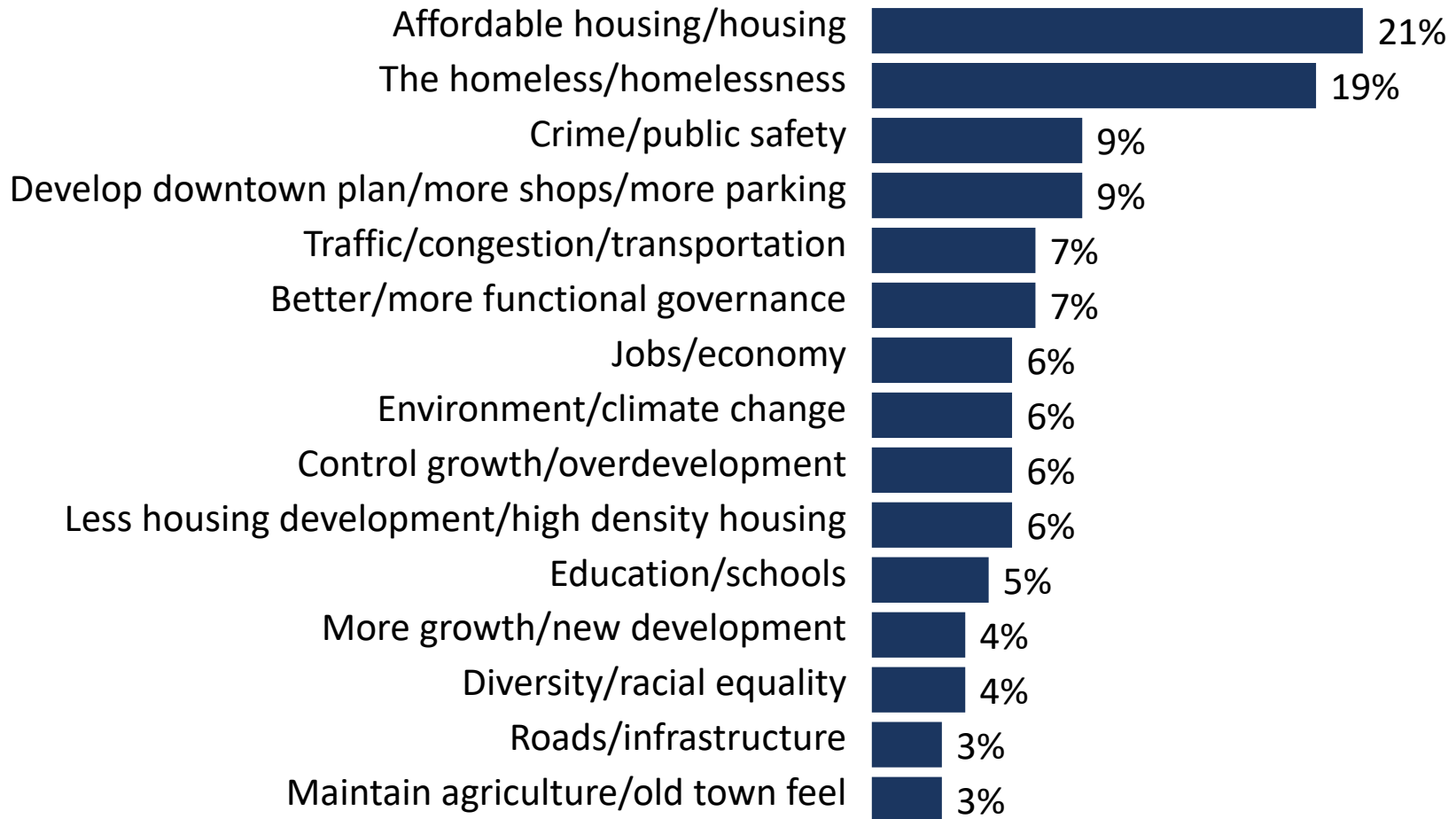
White residents under age 50 are much less likely to see Livermore as affordable.

Wealthier residents are more likely to see the city as affordable and well-planned.

Word/Phrase (Total Well)	All Residents	Household Income				ZIP Code	
		<\$100,000	\$100,000- \$150,000	\$150,000- \$250,000	\$250,000+	94550	94551
Great location	94%	98%	97%	94%	93%	93%	96%
A good place to live and raise a family	93%	94%	93%	94%	97%	94%	92%
Safe	90%	89%	90%	91%	96%	92%	86%
Good weather	88%	89%	88%	88%	94%	86%	89%
Welcoming	87%	87%	93%	89%	91%	88%	86%
Prosperous	85%	82%	85%	90%	90%	87%	83%
Inclusive	75%	72%	79%	79%	75%	76%	73%
Resilient	74%	73%	76%	78%	79%	74%	74%
Creative	72%	66%	79%	73%	74%	73%	70%
Diverse	69%	66%	73%	69%	70%	69%	68%
Well-planned	65%	62%	76%	67%	79%	64%	67%
Exciting	61%	58%	70%	63%	56%	63%	59%
Affordable	35%	32%	32%	37%	54%	35%	35%

Residents want to see the City address housing costs and homelessness.

*In your opinion, what is the most important issue you would like to see the City of Livermore address?
(Open-ended, 3% and Above Responses Shown)*



Verbatim Responses from Residents

I believe Livermore must do all it can to fight climate change. This means encouraging biking, walking, and public transit. It means infill development.

Location and availability of reasonably priced, moderate-income housing.

Keeping Livermore Urban/agriculture area is what makes Livermore special.

Stop the uglification of downtown Livermore's new construction.

The crime rate has been increasing in recent years. We need to keep our communities safe. Homeless community needs to be helped and we need to keep the city clean and safe.

Livermore needs to maintain that small community feel and forget about all the arts and cultural stuff. It needs to just be a town where families can thrive and know their neighbors.

Finish the downtown while preserving a small-town character.

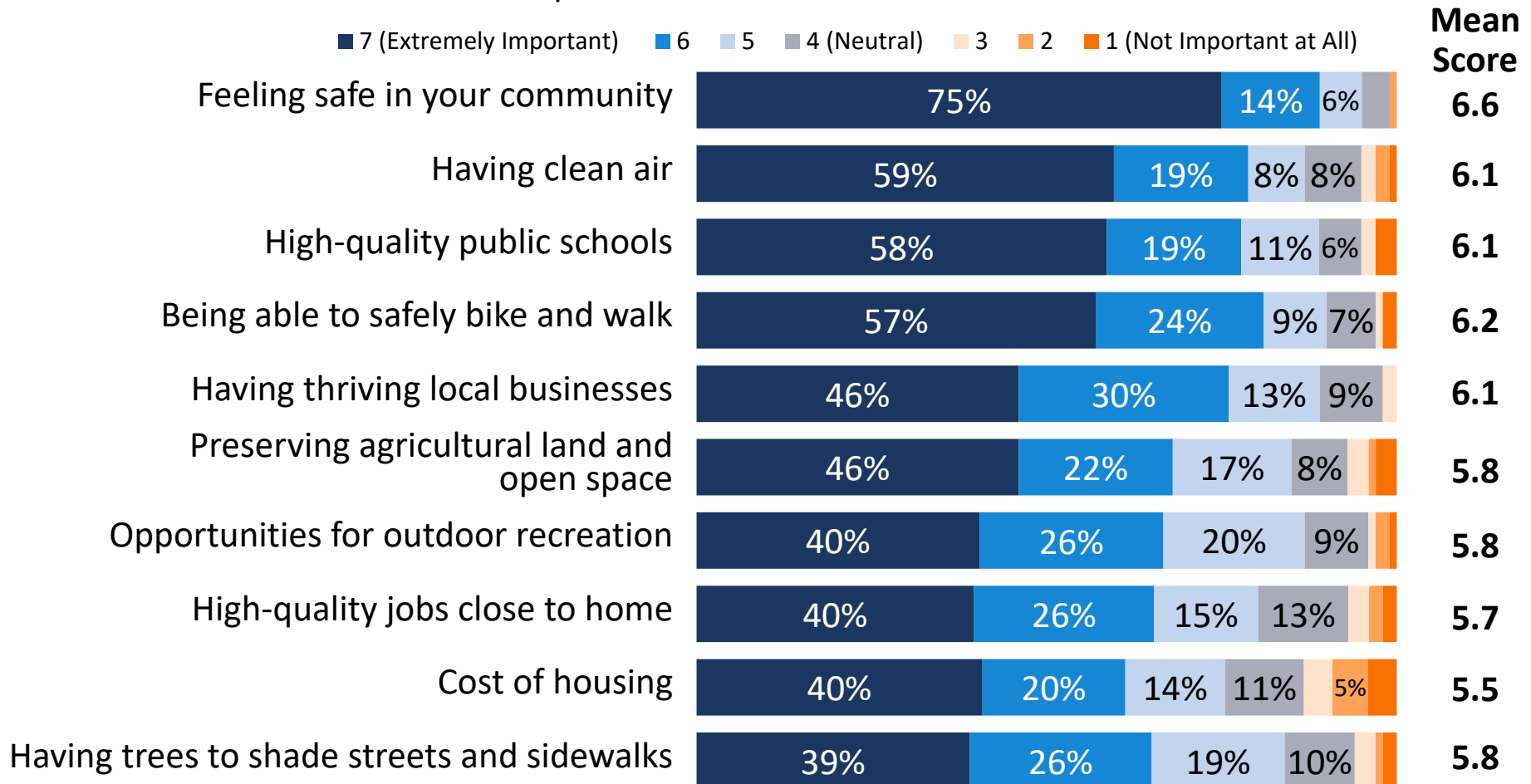
Make downtown thrive, block 1st St. between N. Livermore and L St. to car traffic permanently. Focus making Livermore a destination in the Bay Area.

It is becoming unsafe, unsanitary and unfair to everyone to continue to allow folks to sleep and live in doorways and public spaces.

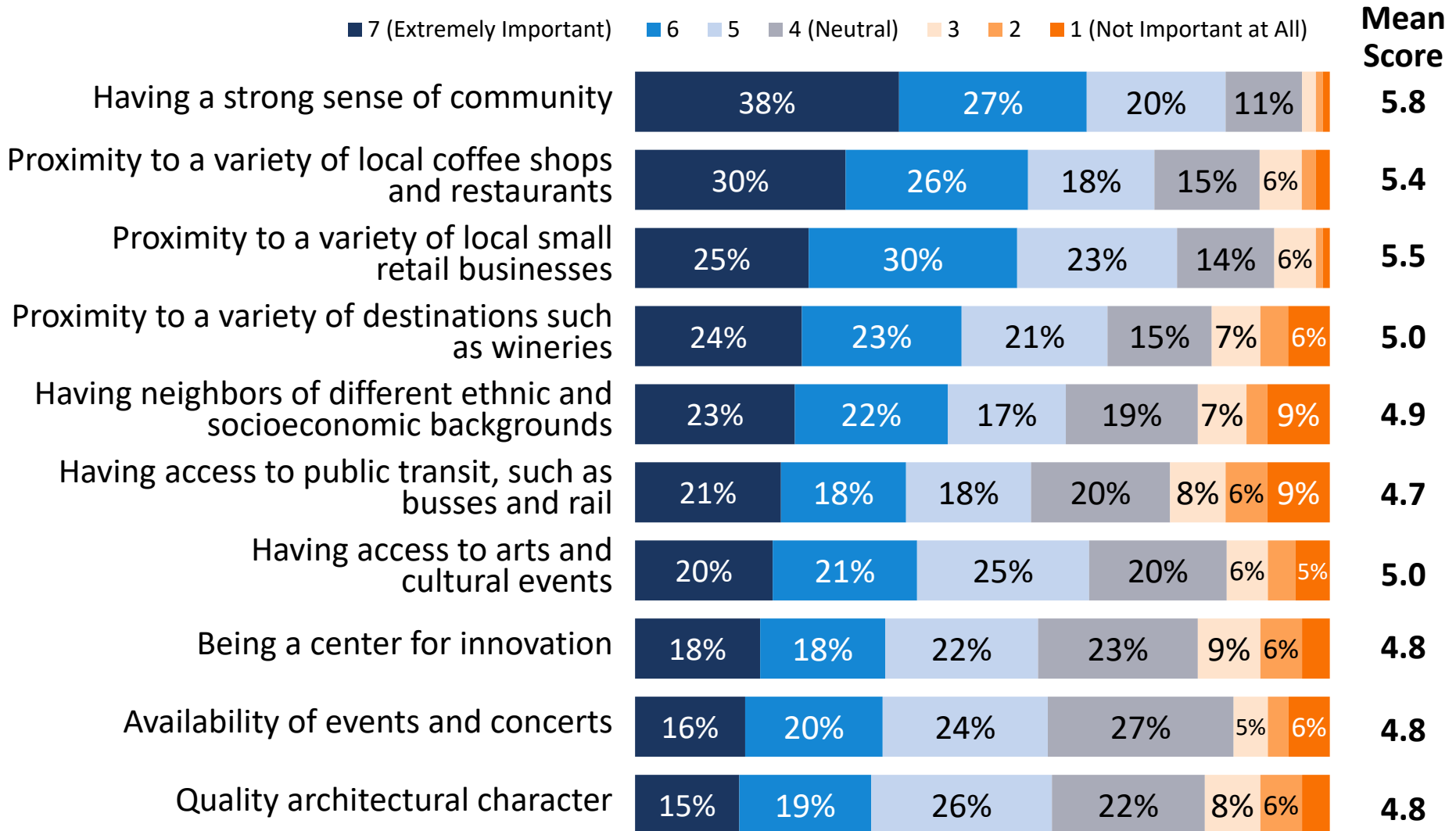
Quality of Life Considerations

Community safety is the most important quality of life factor, along with clean air and good schools.

Here is a list of some factors that can affect quality of life. Please indicate how important each one is to you personally using a 7-point scale. 7 on this scale is “extremely important” and 1 is “not important at all.” 4 on this scale is neutral.



Innovation, entertainment options and architectural character are less important.



Women over 50 assign higher importance to schools and business.

Factor Importance (7: Extremely Important)	All Res.	Men by Age		Women by Age	
		Ages 18-49	Ages 50+	Ages 18-49	Ages 50+
Feeling safe in your community	75%	75%	78%	73%	79%
Having clean air	59%	55%	60%	58%	67%
High-quality public schools	58%	54%	54%	55%	73%
Being able to safely bike and walk	57%	56%	50%	59%	64%
Having thriving local businesses	46%	42%	45%	43%	57%
Preserving agricultural land and open space	46%	40%	46%	43%	55%
Opportunities for outdoor recreation	40%	35%	44%	41%	47%
High-quality jobs close to home	40%	45%	27%	36%	49%
Cost of housing	40%	42%	31%	43%	46%
Having trees to shade streets and sidewalks	39%	36%	37%	38%	47%
Having a strong sense of community	38%	41%	35%	37%	42%
Proximity to a variety of local coffee shops and restaurants	30%	25%	36%	30%	36%
Proximity to a variety of local small retail businesses	25%	20%	31%	23%	32%
Proximity to a variety of destinations such as wineries	24%	19%	22%	28%	27%
Having neighbors of different ethnic and socioeconomic backgrounds	23%	22%	15%	26%	31%
Having access to public transit, such as busses and rail	21%	23%	18%	24%	21%
Having access to arts and cultural events	20%	16%	14%	22%	29%
Being a center for innovation	18%	20%	15%	16%	20%
Availability of events and concerts	16%	13%	23%	9%	22%
Quality architectural character	15%	14%	13%	16%	18%

Q6. Here is a list of some factors that can affect quality of life. Please indicate how important each one is to you personally using a 7-point scale. 7 on this scale is "extremely important" and 1 is "not important at all." 4 on this scale is neutral.

Latino residents value a strong sense of community and access to arts and culture a bit more.

Factor Importance (7: Extremely Important)	All Res.	Race/Ethnicity			
		White Res.	Latino Res.	API Residents	All Residents of Color
Feeling safe in your community	75%	76%	73%	83%	71%
Having clean air	59%	63%	58%	61%	56%
High-quality public schools	58%	62%	56%	51%	50%
Being able to safely bike and walk	57%	59%	56%	56%	53%
Having thriving local businesses	46%	49%	45%	35%	40%
Preserving agricultural land and open space	46%	43%	48%	48%	44%
Opportunities for outdoor recreation	40%	40%	41%	38%	39%
High-quality jobs close to home	40%	42%	35%	44%	34%
Cost of housing	40%	42%	39%	27%	37%
Having trees to shade streets and sidewalks	39%	39%	43%	48%	39%
Having a strong sense of community	38%	36%	46%	28%	37%
Proximity to a variety of local coffee shops and restaurants	30%	29%	36%	28%	31%
Proximity to a variety of local small retail businesses	25%	27%	25%	15%	21%
Proximity to a variety of destinations such as wineries	24%	20%	30%	30%	30%
Having neighbors of different ethnic and socioeconomic backgrounds	23%	26%	19%	20%	19%
Having access to public transit, such as busses and rail	21%	22%	24%	20%	21%
Having access to arts and cultural events	20%	20%	29%	12%	21%
Being a center for innovation	18%	19%	21%	19%	19%
Availability of events and concerts	16%	17%	20%	4%	14%
Quality architectural character	15%	14%	15%	19%	15%

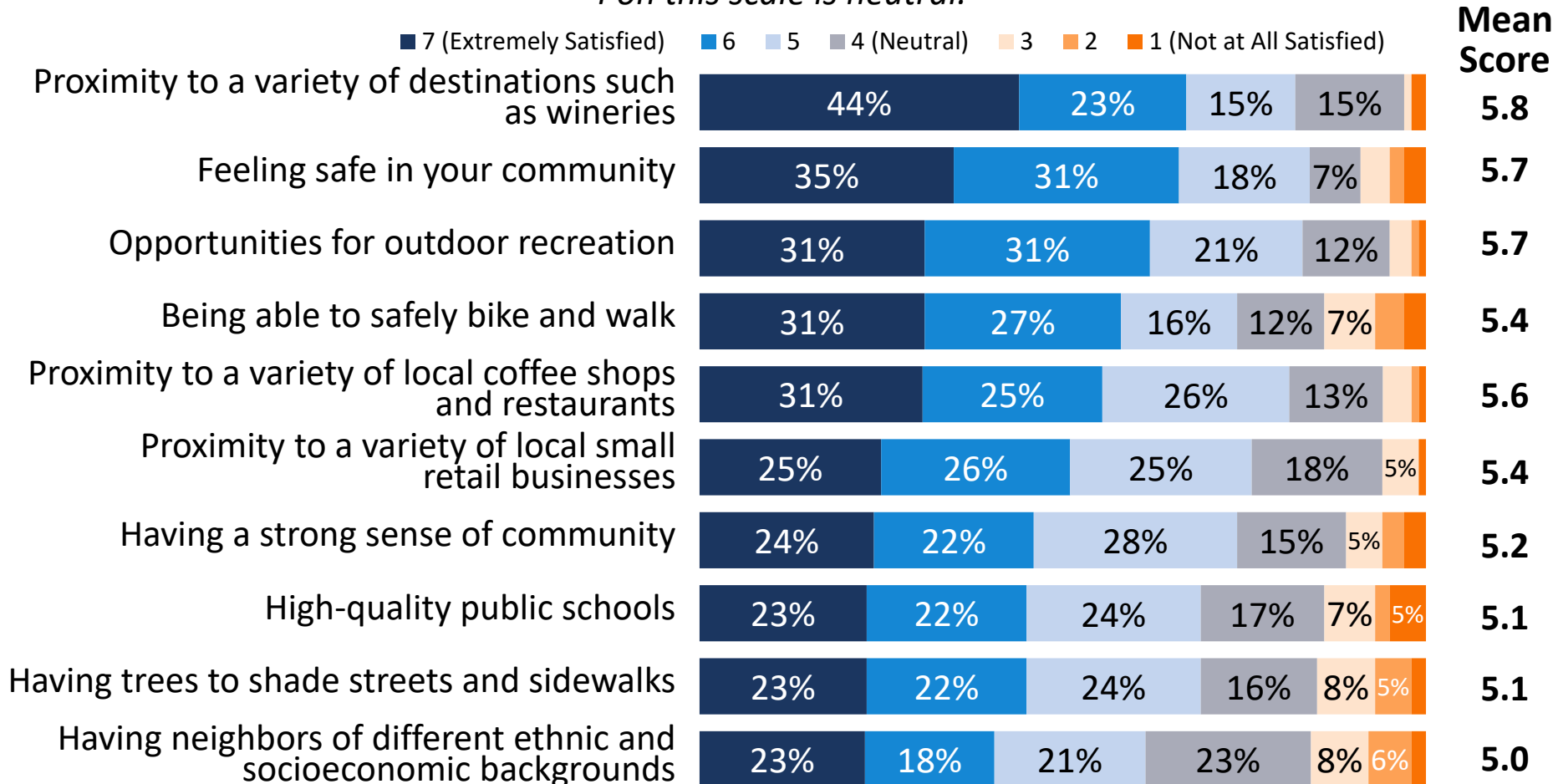
Q6. Here is a list of some factors that can affect quality of life. Please indicate how important each one is to you personally using a 7-point scale. 7 on this scale is "extremely important" and 1 is "not important at all." 4 on this scale is neutral.

Lower-income households value a variety of aspects more highly than higher income ones.

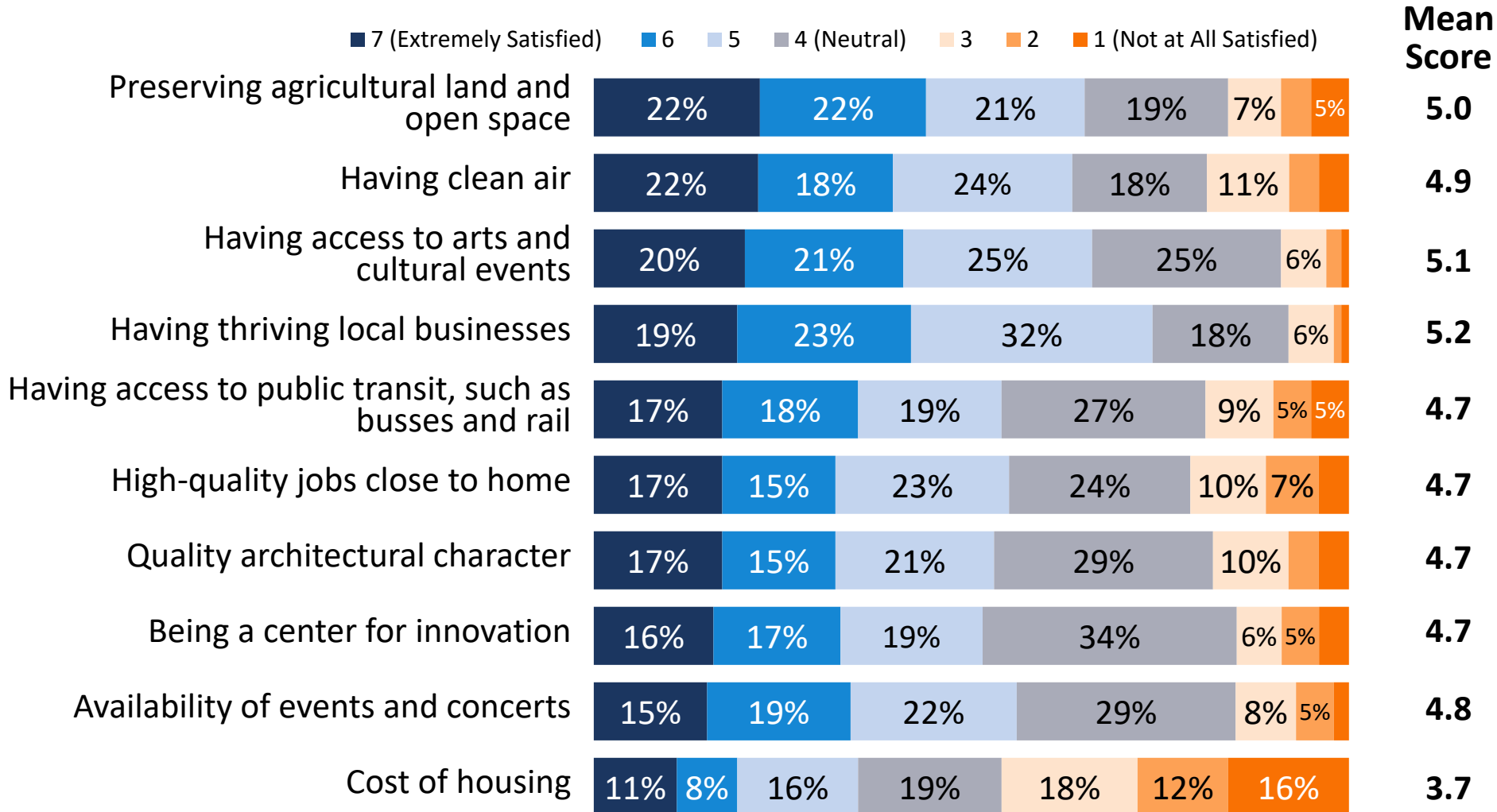
Factor Importance (7: Extremely Important)	All Res.	Household Income				ZIP Code	
		<\$100,000	\$100,000-\$150,000	\$150,000-\$250,000	\$250,000+	94550	94551
Feeling safe in your community	75%	78%	71%	77%	81%	75%	75%
Having clean air	59%	64%	61%	58%	57%	57%	62%
High-quality public schools	58%	61%	52%	58%	65%	62%	53%
Being able to safely bike and walk	57%	64%	52%	52%	62%	59%	54%
Having thriving local businesses	46%	56%	39%	48%	43%	47%	44%
Preserving agricultural land and open space	46%	47%	45%	47%	42%	46%	46%
Opportunities for outdoor recreation	40%	44%	37%	37%	50%	40%	41%
High-quality jobs close to home	40%	42%	37%	43%	42%	39%	41%
Cost of housing	40%	51%	38%	40%	30%	37%	45%
Having trees to shade streets and sidewalks	39%	43%	40%	36%	42%	40%	38%
Having a strong sense of community	38%	43%	34%	38%	37%	36%	40%
Proximity to a variety of local coffee shops and restaurants	30%	30%	33%	26%	41%	27%	34%
Proximity to a variety of local small retail businesses	25%	40%	23%	21%	25%	23%	29%
Proximity to a variety of destinations such as wineries	24%	31%	22%	14%	25%	19%	30%
Having neighbors of different ethnic and socioeconomic backgrounds	23%	33%	20%	20%	23%	21%	26%
Having access to public transit, such as busses and rail	21%	31%	18%	16%	11%	19%	24%
Having access to arts and cultural events	20%	31%	16%	16%	16%	18%	23%
Being a center for innovation	18%	22%	12%	19%	20%	14%	24%
Availability of events and concerts	16%	25%	15%	9%	14%	12%	20%
Quality architectural character	15%	24%	18%	8%	13%	15%	16%

Residents are broadly satisfied with proximity to destinations, outdoor recreation and safety.

*Using the same list of factors, please indicate how satisfied you are with each one in your life personally. 7 on this scale is “extremely satisfied” and 1 is “not at all satisfied.”
4 on this scale is neutral.*



They are especially unsatisfied with the cost of housing.



Women ages 50+ are more satisfied with safety of biking and walking.

Factor Satisfaction (7: Extremely Satisfied)	All Res.	Men by Age		Women by Age	
		Ages 18-49	Ages 50+	Ages 18-49	Ages 50+
Proximity to a variety of destinations such as wineries	44%	40%	39%	49%	50%
Feeling safe in your community	35%	35%	38%	31%	41%
Opportunities for outdoor recreation	31%	29%	28%	32%	40%
Being able to safely bike and walk	31%	30%	36%	24%	41%
Proximity to a variety of local coffee shops and restaurants	31%	26%	25%	37%	43%
Proximity to a variety of local small retail businesses	25%	18%	27%	31%	29%
Having a strong sense of community	24%	29%	26%	17%	24%
High-quality public schools	23%	18%	23%	22%	30%
Having trees to shade streets and sidewalks	23%	19%	22%	25%	25%
Having neighbors of different ethnic and socioeconomic backgrounds	23%	21%	18%	25%	27%
Preserving agricultural land and open space	22%	20%	30%	16%	26%
Having clean air	22%	14%	32%	21%	28%
Having access to arts and cultural events	20%	19%	19%	21%	24%
Having thriving local businesses	19%	10%	26%	20%	26%
Having access to public transit, such as busses and rail	17%	19%	18%	15%	14%
High-quality jobs close to home	17%	12%	17%	18%	24%
Quality architectural character	17%	13%	9%	21%	22%
Being a center for innovation	16%	11%	17%	15%	23%
Availability of events and concerts	15%	7%	19%	14%	27%
Cost of housing	11%	5%	14%	13%	12%

Q7. Using the same list of factors, please indicate how satisfied you are with each one in your life personally. 7 on this scale is "extremely satisfied" and 1 is "not at all satisfied." 4 on this scale is neutral.

Latino residents report more satisfaction with ethnic and socioeconomic diversity.

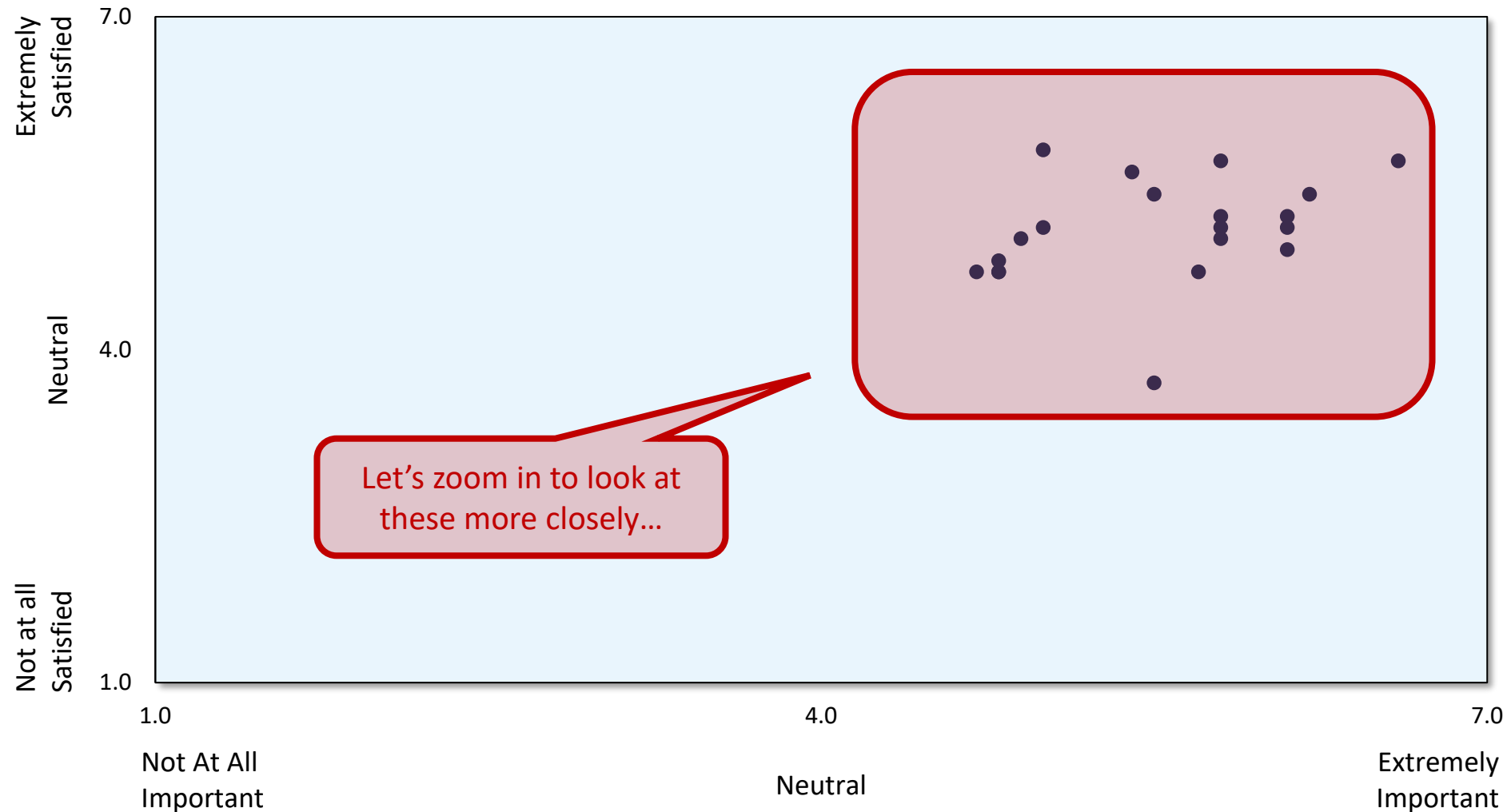
Factor Satisfaction (7: Extremely Satisfied)	All Res.	Race/Ethnicity			
		White Res.	Latino Res.	API Res.	All Residents of Color
Proximity to a variety of destinations such as wineries	44%	44%	52%	48%	45%
Feeling safe in your community	35%	33%	40%	46%	39%
Opportunities for outdoor recreation	31%	31%	35%	40%	33%
Being able to safely bike and walk	31%	30%	40%	28%	33%
Proximity to a variety of local coffee shops and restaurants	31%	30%	32%	36%	34%
Proximity to a variety of local small retail businesses	25%	27%	25%	21%	23%
Having a strong sense of community	24%	22%	30%	24%	29%
High-quality public schools	23%	23%	24%	17%	21%
Having trees to shade streets and sidewalks	23%	19%	34%	27%	29%
Having neighbors of different ethnic and socioeconomic backgrounds	23%	19%	33%	22%	26%
Preserving agricultural land and open space	22%	21%	26%	28%	25%
Having clean air	22%	22%	31%	19%	26%
Having access to arts and cultural events	20%	20%	19%	28%	20%
Having thriving local businesses	19%	18%	24%	20%	21%
Having access to public transit, such as busses and rail	17%	14%	22%	19%	20%
High-quality jobs close to home	17%	14%	27%	16%	22%
Quality architectural character	17%	14%	24%	20%	22%
Being a center for innovation	16%	15%	17%	12%	16%
Availability of events and concerts	15%	16%	16%	13%	14%
Cost of housing	11%	9%	14%	13%	13%

Q7. Using the same list of factors, please indicate how satisfied you are with each one in your life personally. 7 on this scale is "extremely satisfied" and 1 is "not at all satisfied." 4 on this scale is neutral.

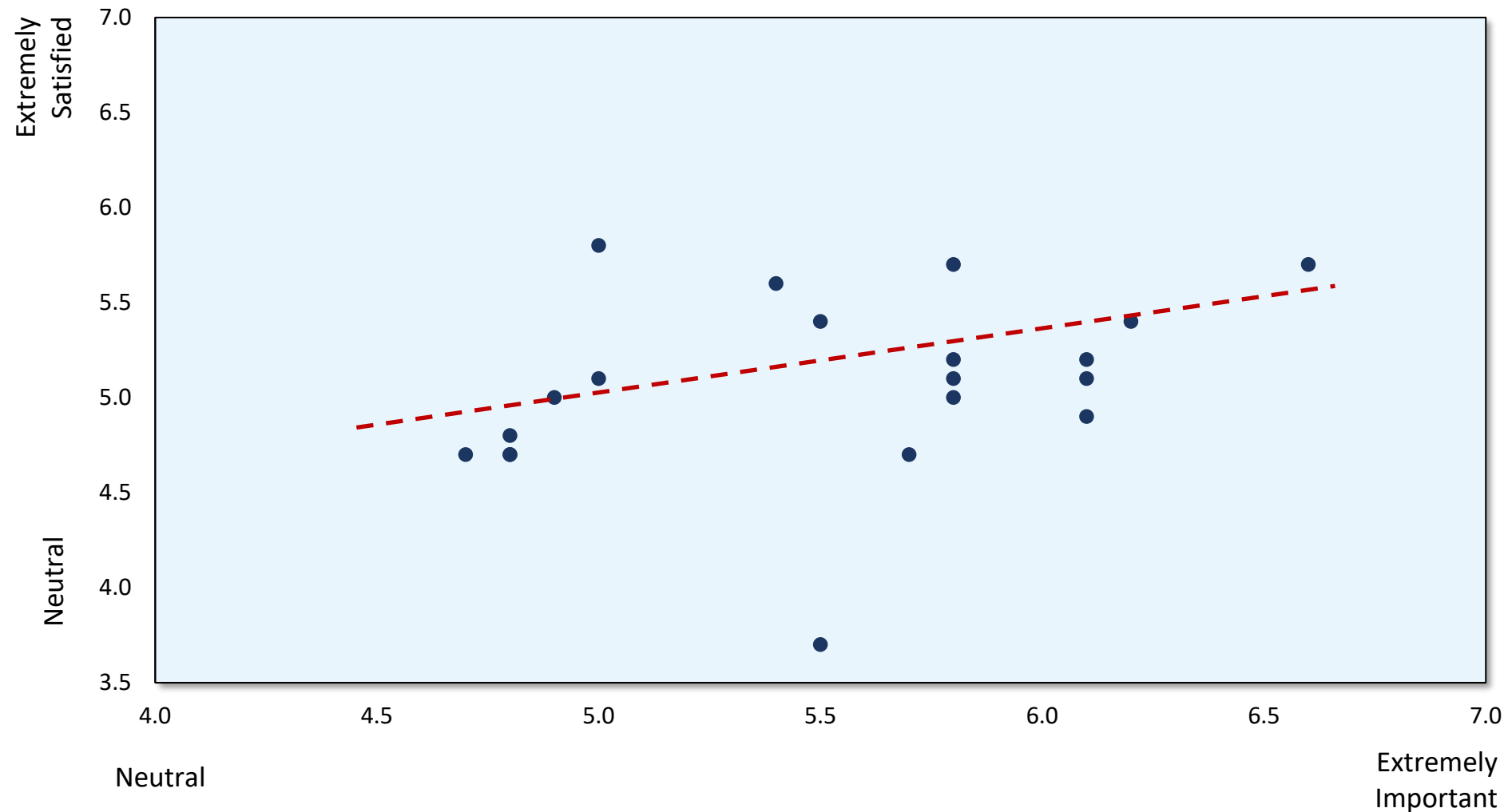
Lower-income households are more satisfied with the variety of shops and restaurants.

Factor Satisfaction (7: Extremely Satisfied)	All Res.	Household Income				ZIP Code	
		<\$100,000	\$100,000-\$150,000	\$150,000-\$250,000	\$250,000+	94550	94551
Proximity to a variety of destinations such as wineries	44%	44%	41%	41%	55%	39%	51%
Feeling safe in your community	35%	36%	38%	32%	34%	36%	34%
Opportunities for outdoor recreation	31%	34%	29%	32%	27%	32%	30%
Being able to safely bike and walk	31%	40%	34%	23%	24%	32%	31%
Proximity to a variety of local coffee shops and restaurants	31%	42%	24%	26%	40%	31%	32%
Proximity to a variety of local small retail businesses	25%	30%	21%	24%	25%	21%	31%
Having a strong sense of community	24%	23%	22%	22%	30%	24%	25%
High-quality public schools	23%	28%	22%	14%	22%	21%	26%
Having trees to shade streets and sidewalks	23%	30%	23%	16%	21%	22%	24%
Having neighbors of different ethnic and socioeconomic backgrounds	23%	27%	17%	13%	33%	22%	24%
Preserving agricultural land and open space	22%	26%	24%	17%	22%	21%	23%
Having clean air	22%	27%	26%	14%	15%	20%	25%
Having access to arts and cultural events	20%	25%	19%	13%	26%	17%	26%
Having thriving local businesses	19%	27%	11%	12%	22%	18%	20%
Having access to public transit, such as busses and rail	17%	17%	11%	13%	25%	17%	17%
High-quality jobs close to home	17%	23%	21%	10%	13%	17%	17%
Quality architectural character	17%	29%	10%	12%	13%	17%	16%
Being a center for innovation	16%	19%	14%	11%	18%	13%	20%
Availability of events and concerts	15%	21%	16%	11%	7%	14%	17%
Cost of housing	11%	14%	8%	7%	13%	11%	10%

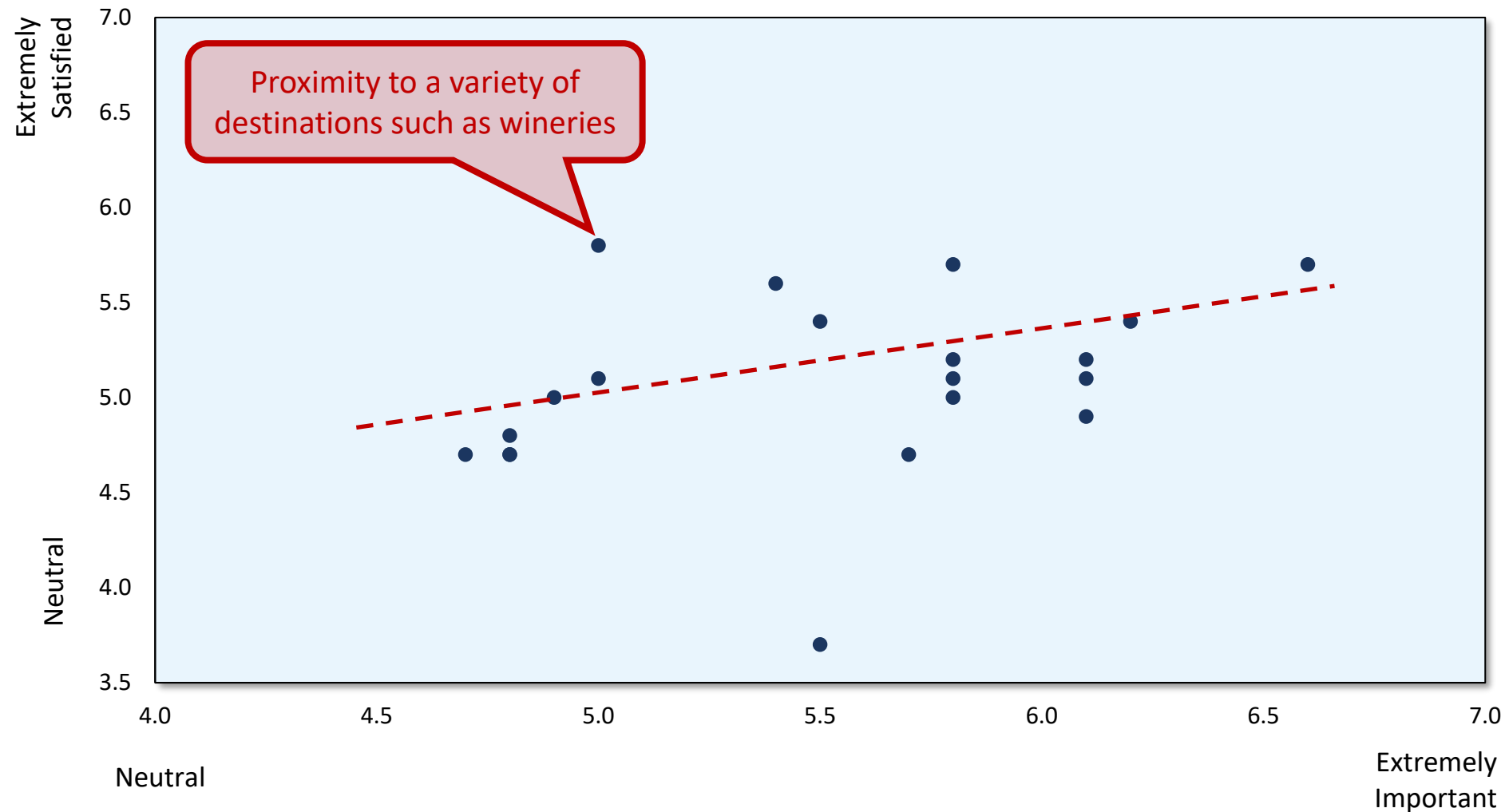
Most of these factors are seen as important, with generally high levels of satisfaction.



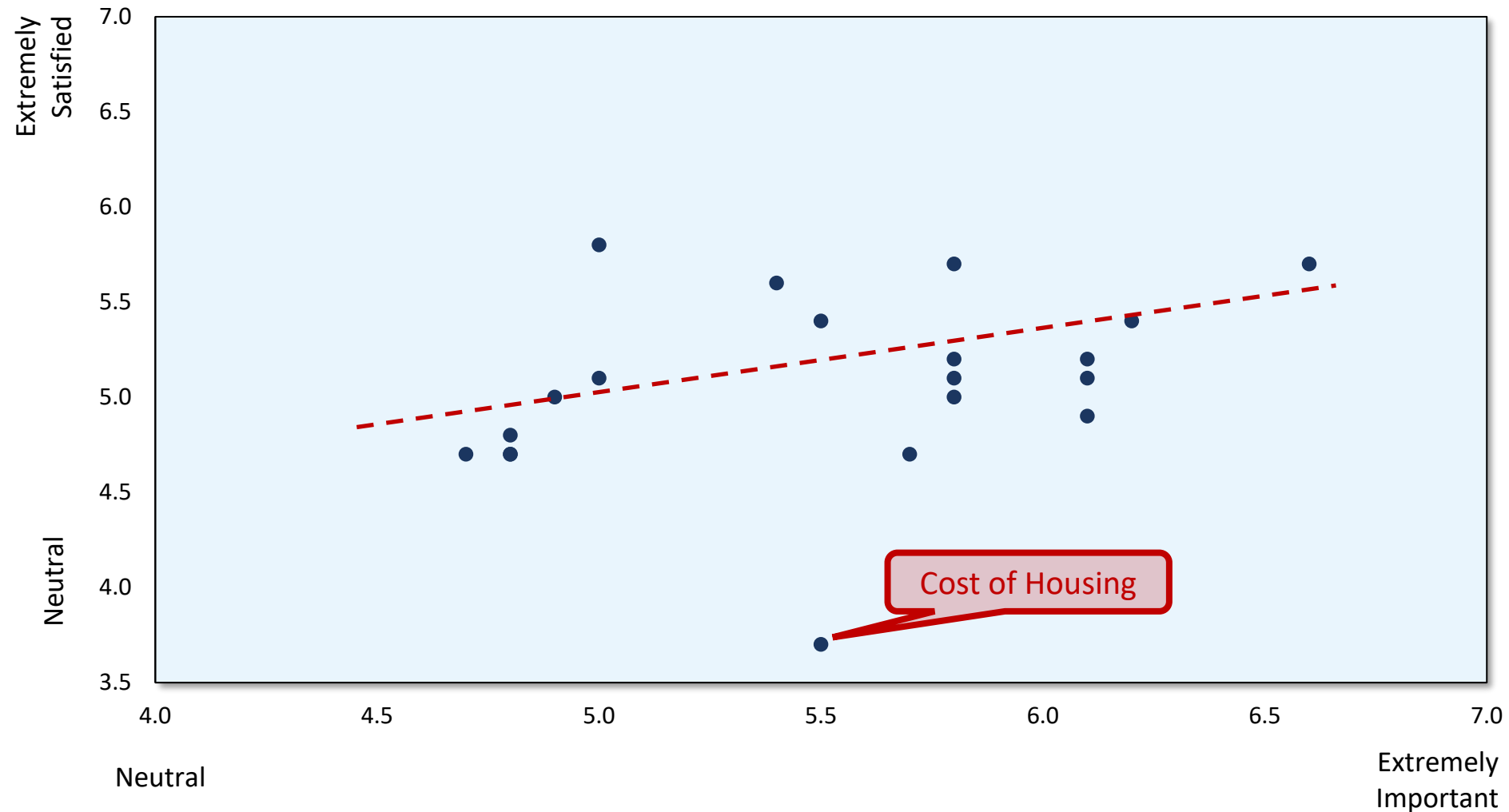
There's some relation to importance and satisfaction, but it does not appear strong.



Satisfaction with proximity to wineries outpaces its perceived importance (to some extent)...



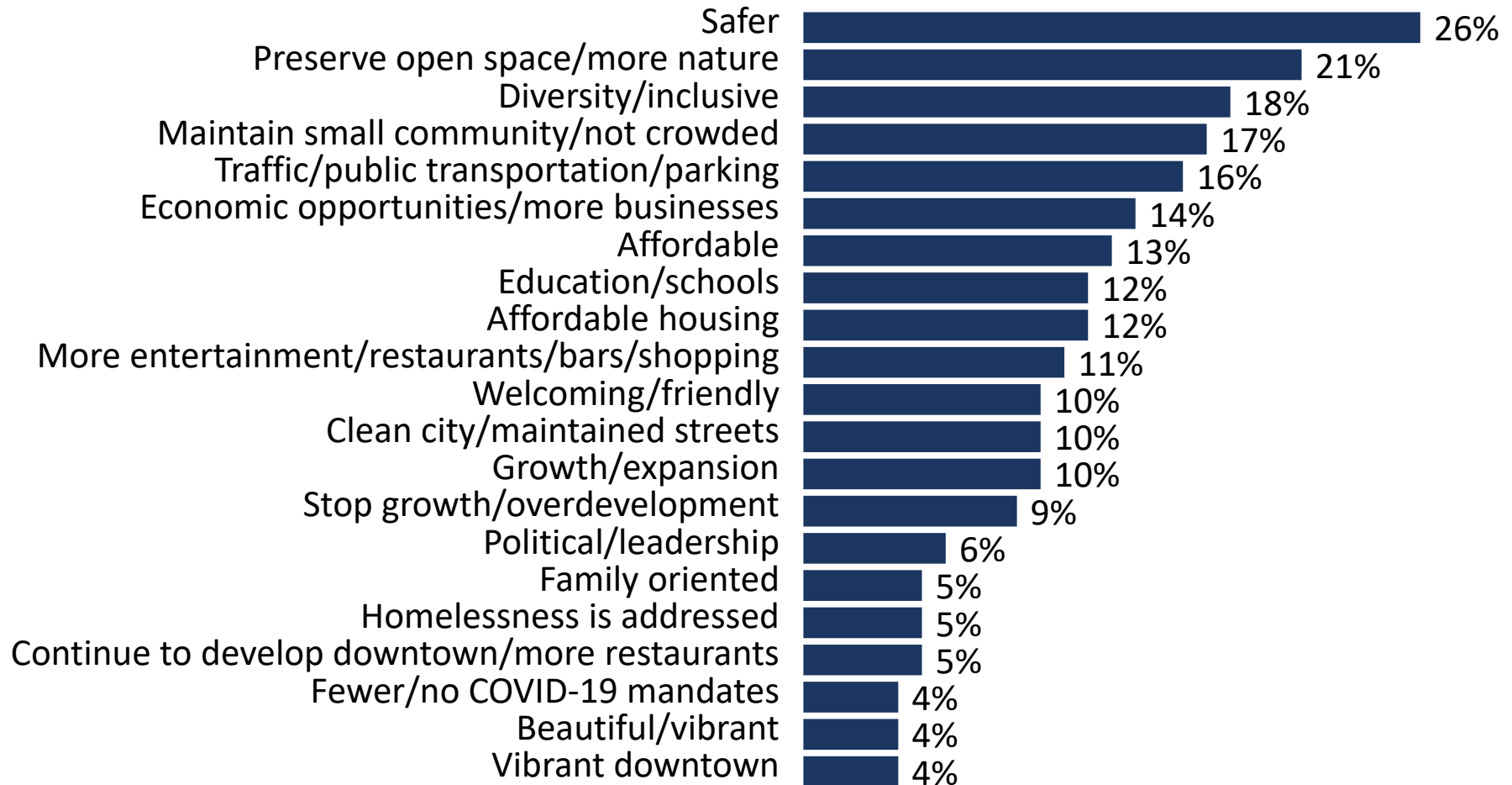
...while satisfaction levels with housing costs are lower than similarly importance factors.



General Plan Vision

Residents want to see Livermore as safer, with open space and diversity, in 2045.

Which three words or phrases best describe what you want to see Livermore be like in 2045?
(Open-ended, 4% and Above Responses Shown)



Livermore Resident Vision for 2045



Guiding Principle Statements (Ranked in Order of Importance)

(EQUITY) I want all Livermore residents, regardless of their circumstances, to have equal access to City services and infrastructure.

(INCLUSIVITY) I want a Livermore in which all residents have a voice in shaping the direction of the City.

(PROSPERITY) I want Livermore to have a diverse and thriving economy with different types of homes, jobs, recreation, lifelong learning opportunities, and services for both current and future generations.

(DIVERSITY) I want a Livermore that respects our diverse cultural, religious, and political backgrounds, and that welcomes and supports all ages, incomes, and abilities.

(BALANCE) I want a Livermore that prioritizes both well-designed development and thoughtful preservation.

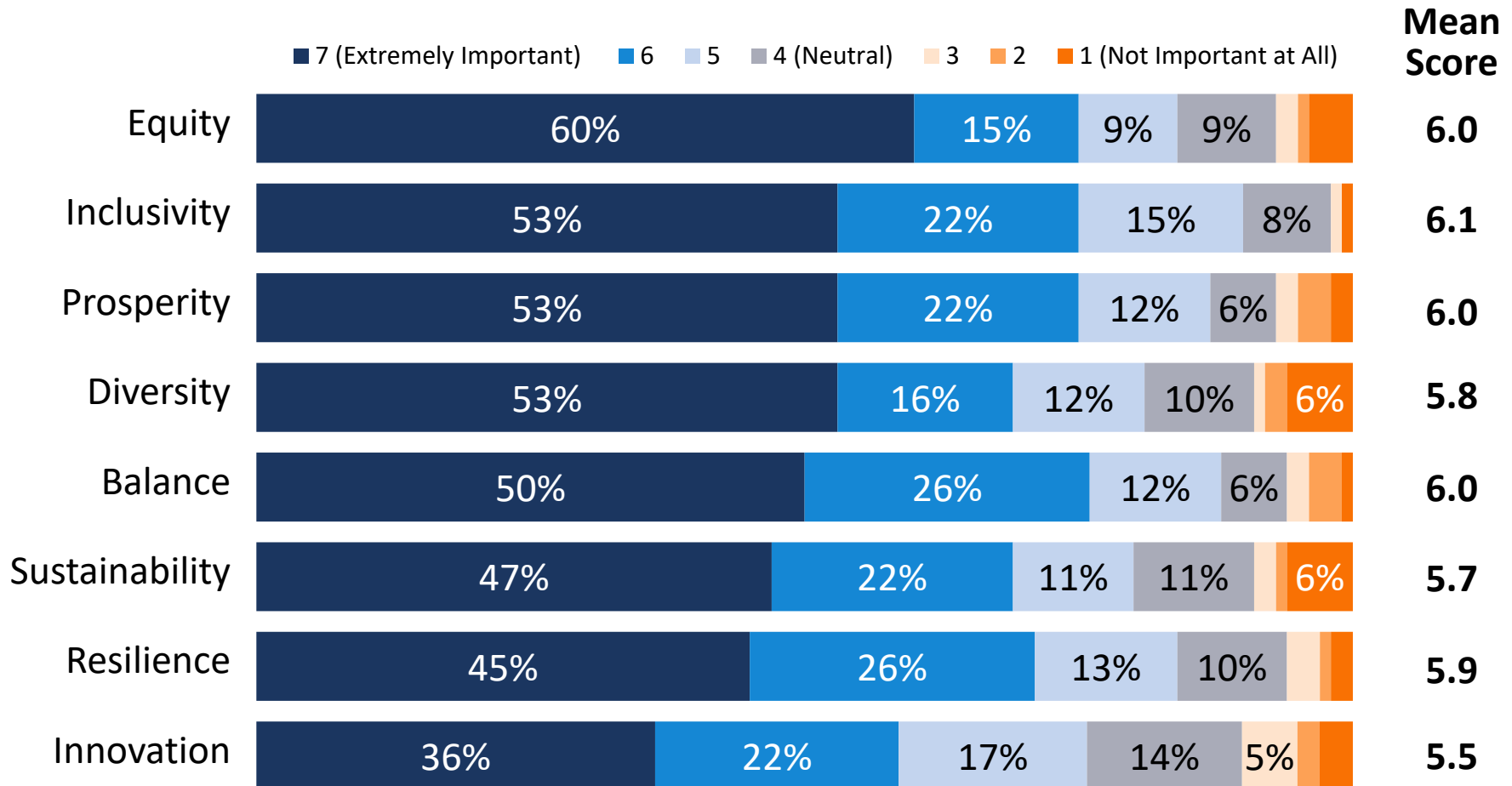
(SUSTAINABILITY) I want Livermore's actions to contribute to our social, economic, and environmental sustainability.

(RESILIENCE) I want Livermore to be strong and resilient and able to adapt to a changing world.

(INNOVATION) I want an innovative Livermore that thinks boldly, fosters new ideas, and generates opportunity.

Equity, inclusivity, prosperity and diversity are key guiding principles.

I am going to read you a series of statements about the kind of City you want Livermore to be in the future. Please rate how important that statement is to you, where a 7 is “extremely important” and a 1 is “not important at all.” 4 on this scale is neutral.



These are ranked similarly by age and gender, with women 50+ valuing balance more.

(7: Extremely Important)

Statement	All Residents	Men by Age		Women by Age	
		Ages 18-49	Ages 50+	Ages 18-49	Ages 50+
Equity	60%	62%	52%	61%	60%
Inclusivity	53%	45%	57%	53%	62%
Prosperity	53%	52%	47%	56%	55%
Diversity	53%	57%	42%	55%	54%
Balance	50%	45%	49%	46%	64%
Sustainability	47%	42%	38%	53%	50%
Resilience	45%	46%	39%	44%	51%
Innovation	36%	36%	32%	34%	41%

API residents value diversity and inclusion more than those in other groups.

(7: Extremely Important)

Statement	All Residents	Race/Ethnicity			
		White Residents	Latino Residents	Asian/ Pacific Islander Residents	All Residents of Color
Equity	60%	59%	67%	58%	64%
Inclusivity	53%	51%	57%	64%	57%
Prosperity	53%	54%	55%	47%	54%
Diversity	53%	52%	54%	67%	61%
Balance	50%	52%	43%	54%	48%
Sustainability	47%	48%	49%	45%	47%
Resilience	45%	46%	48%	46%	45%
Innovation	36%	35%	41%	44%	41%

Lower-income households assign a higher value to all principles except resilience and balance.

(7: Extremely Important)

Statement	All Residents	Household Income				ZIP Code	
		<\$100,000	\$100,000-\$150,000	\$150,000-\$250,000	\$250,000+	94550	94551
Equity	60%	69%	61%	58%	57%	56%	65%
Inclusivity	53%	66%	47%	53%	49%	52%	56%
Prosperity	53%	64%	49%	55%	42%	51%	54%
Diversity	53%	68%	45%	52%	56%	54%	52%
Balance	50%	49%	45%	55%	53%	53%	46%
Sustainability	47%	58%	40%	46%	43%	45%	48%
Resilience	45%	49%	46%	44%	35%	42%	50%
Innovation	36%	42%	29%	33%	29%	34%	37%

Conclusions

Conclusions

- Residents like living in Livermore overall, and broadly approve of City leadership.
- They characterize the city as welcoming, friendly, and a good place to raise families in their own words. Many people mention wine country and the sense of Livermore having a uniquely small-town feel while being connected to the greater Bay Area and all that provides.
- When we provide phrases for them to react to, some of the same themes rise to the top: “a good place to raise a family,” “great location,” and “welcoming” were seen as good descriptors of the city.
- When they look to their vision for 2045, residents want a City that has many of the same qualities it has now: safe, with open space and a small-town feel.
- However, as with many Bay Area cities, Livermore is not seen as “affordable,” particularly by its younger residents. The cost of housing is also a key area where they feel dissatisfied, and when asked what issues they want the City to prioritize, housing and homelessness top the list. At the same time, a smaller group of residents are concerned about the pace or look of development, particularly in the downtown area.
- Residents most strongly valued feeling safe, having clean air, good schools, and being able to travel safely by bicycle and walking. Innovation, events/concerts, and architectural quality are lower priorities when it comes to quality of life.
- Inclusivity, equity, diversity and prosperity are key priorities for younger residents and residents of color.

**For more information,
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OPINION
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