

Aptos Village Project Community Survey

In order to gauge the knowledge and opinions of our community regarding the Aptos Village Project we sent 2,680 survey questionnaires to Aptos households.

There were two separate mailings of the survey to four postal routes to include areas North and South of Soquel Drive. The first mailing was to the "Trout Gulch" and "Seacliff" postal routes in September 2015; the second mailing included the "Valencia" and "Spreckels" postal routes in October 2015.

Below is a summary of key findings from the 360 responses received.

Knowledge of Aptos Village Project		
23% Don't Know Much (82 respondents)	47% Well Informed (169 respondents)	32% Have Visited Developer's Website (115 respondents)

Opinion of the Development*		
24% It's a Great Plan (86 respondents)	22% Like the Plan but Have Concerns (78 respondents)	36% Don't Like the Plan (129 respondents)

* Only people who marked the specific box for each of these three choices were tallied and therefore totals do not equal 100%.

Likes about the Plan		
13% Grocery Store (47 respondents)	9% Restaurants & Shops (34 respondents)	7% Improve the Atmosphere (26 respondents)

Concerns about the Plan				
79% Traffic (284 responses)	23% Water (84 responses)	26% Too Dense (94 responses)	19% Loss of Atmosphere (70 responses)	9% Emergency & Safety (34 responses)