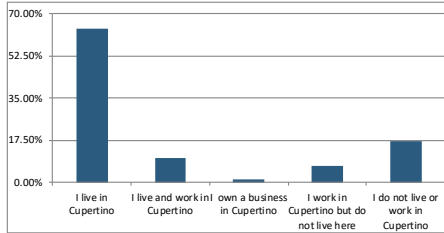


Demographic Questions

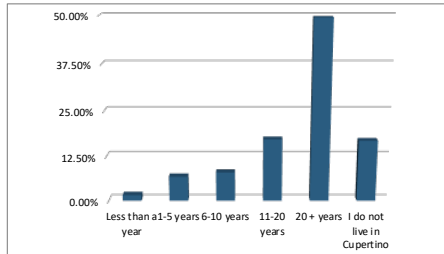
Do you live/work in Cupertino?



I live in Cupertino
 I live and work in Cupertino
 I own a business in Cupertino
 I work in Cupertino but do not live here
 I do not live or work in Cupertino

Responses	
Percent	Count
64.02%	137
10.28%	22
1.40%	3
7.01%	15
17.29%	37
100%	214

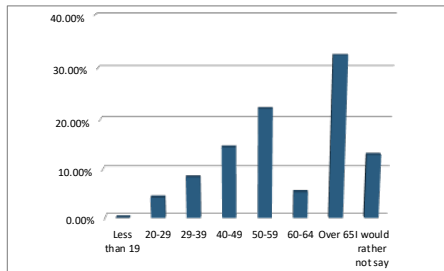
How long have you lived in Cupertino?



Less than a year
 1-5 years
 6-10 years
 11-20 years
 20+ years
 I do not live in Cupertino

Responses	
Percent	Count
1.61%	4
6.83%	17
8.03%	20
17.27%	43
49.40%	123
16.87%	42
100%	249

What is your age?



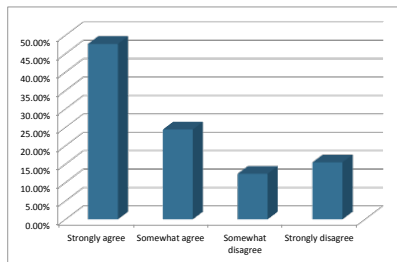
Less than 19
 20-29
 29-39
 40-49
 50-59
 60-64
 Over 65
 I would rather not say

Responses	
Percent	Count
0.00%	0
4.20%	11
8.40%	22
14.50%	38
22.14%	58
5.34%	14
32.44%	85
12.98%	34
100%	262

Design/Vision

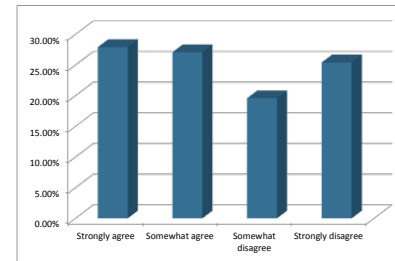
1. Vallco will create an innovative, forward-thinking project. It will look to the future.

1.1 Provide a heart and soul for Cupertino



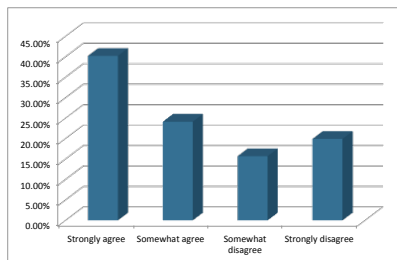
Responses		
	Percent	Count
Strongly agree	47.67%	123
Somewhat agree	24.42%	63
Somewhat disagree	12.40%	32
Strongly disagree	15.50%	40
Totals	100%	258

1.3 Create a sense of history that Cupertino is missing



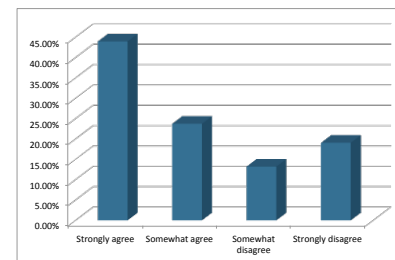
Responses		
	Percent	Count
Strongly agree	27.92%	67
Somewhat agree	27.08%	65
Somewhat disagree	19.58%	47
Strongly disagree	25.42%	61
Totals	100%	240

1.2 Establish a distinct character and identity:
Iconic 100+ year landmark



Responses		
	Percent	Count
Strongly agree	40.23%	105
Somewhat agree	24.14%	63
Somewhat disagree	15.71%	41
Strongly disagree	19.92%	52
Totals	100%	261

1.4 A "sustainable wow factor"

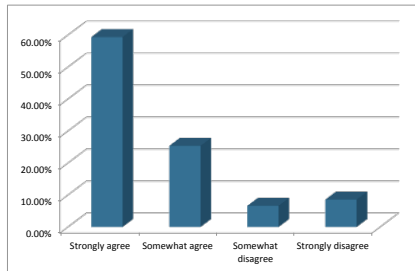


Responses		
	Percent	Count
Strongly agree	43.97%	113
Somewhat agree	23.74%	61
Somewhat disagree	13.23%	34
Strongly disagree	19.07%	49
Totals	100%	257

Design/Vision

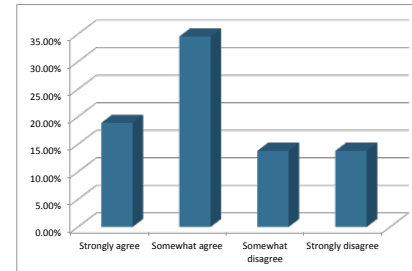
2. The Vallco project will create an extraordinary public realm that:

2.1 Includes civic and gathering spaces of various sizes, types, functions as a focal point



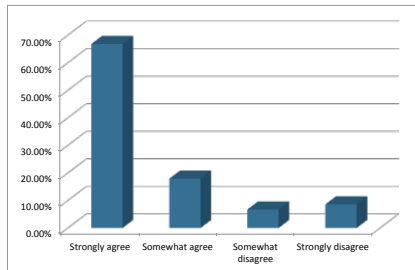
Responses	
Percent	Count
Strongly agree	59.38%
Somewhat agree	25.39%
Somewhat disagree	6.64%
Strongly disagree	8.59%
Totals	100%

2.3 Prioritizes public art throughout



Responses	
Percent	Count
Strongly agree	18.89%
Somewhat agree	34.56%
Somewhat disagree	13.82%
Strongly disagree	13.82%
Totals	100%

2.2 Reinforces walkability within the project

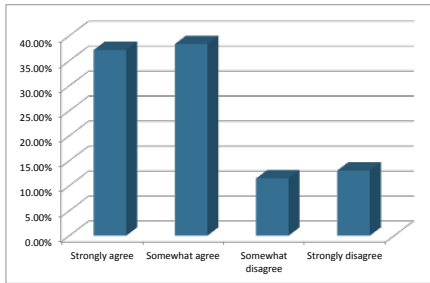


Responses	
Percent	Count
Strongly agree	66.79%
Somewhat agree	17.91%
Somewhat disagree	6.72%
Strongly disagree	8.58%
Totals	100%

Community Values/Overarching

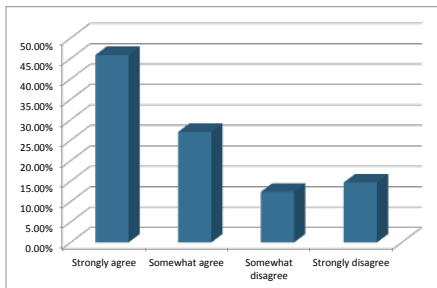
3. The Vallco project will “celebrate Diversity with a Capital D” by:

3.1 Including and representing ethnic diversity of the community in the public spaces, architecture and programming.



Responses		
	Percent	Count
Strongly agree	37.15%	94
Somewhat agree	38.34%	97
Somewhat disagree	11.46%	29
Strongly disagree	13.04%	33
Totals	100%	253

3.2 Assuring that the project supports diversity – ethnic, income, age – in every way possible

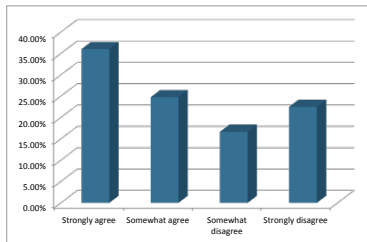


Responses		
	Percent	Count
Strongly agree	45.86%	122
Somewhat agree	27.07%	72
Somewhat disagree	12.41%	33
Strongly disagree	14.66%	39
Totals	100%	266

Program

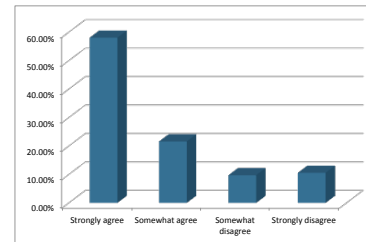
4. Vallco will have a balanced program, reflective of sensible growth that:

4.1 Does not disrupt the balance in the City's current jobs: housing ratio



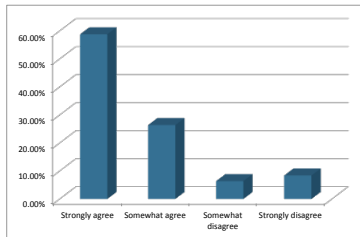
Responses		
	Percent	Count
Strongly agree	36.04%	80
Somewhat agree	24.77%	55
Somewhat disagree	16.67%	37
Strongly disagree	22.52%	50
Totals	100%	222

4.4 Housing: Provides affordable housing at all levels



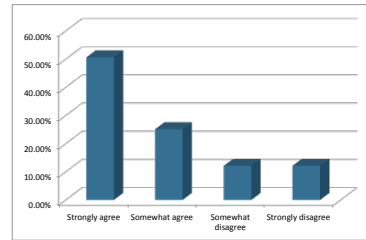
Responses		
	Percent	Count
Strongly agree	58.05%	137
Somewhat agree	21.61%	51
Somewhat disagree	9.75%	23
Strongly disagree	10.59%	25
Totals	100%	236

4.2 Carefully assesses and monitors potential impacts on schools



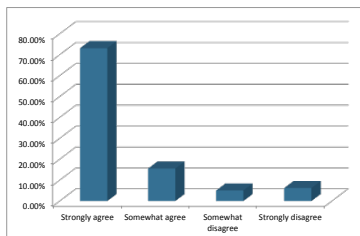
Responses		
	Percent	Count
Strongly agree	58.80%	147
Somewhat agree	26.40%	66
Somewhat disagree	6.40%	16
Strongly disagree	8.40%	21
Totals	100%	250

4.5 Housing: Provides housing for downsizing boomers to stay in the community



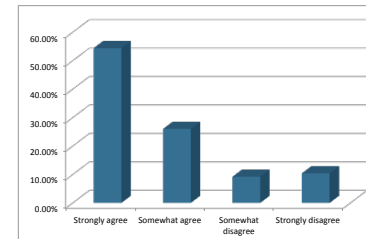
Responses		
	Percent	Count
Strongly agree	54.63%	121
Somewhat agree	25.10%	60
Somewhat disagree	12.13%	29
Strongly disagree	12.13%	29
Totals	100%	239

4.3 Provides a vibrant retail environment that combines goods with entertainment



Responses		
	Percent	Count
Strongly agree	73.15%	188
Somewhat agree	15.56%	40
Somewhat disagree	5.06%	13
Strongly disagree	6.23%	16
Totals	100%	257

4.6 Housing: Provides housing for teachers and other public employees

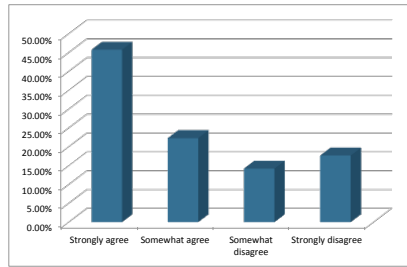


Responses		
	Percent	Count
Strongly agree	54.40%	136
Somewhat agree	26.00%	65
Somewhat disagree	9.20%	23
Strongly disagree	10.40%	26
Totals	100%	250

Program

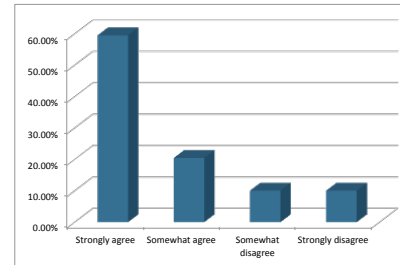
4. Vallco will have a balanced program, reflective of sensible growth that:

4.7 Housing: Provides housing for people who work in Cupertino and want to live here



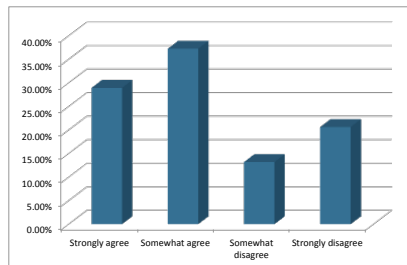
Responses		
	Percent	Count
Strongly agree	45.77%	119
Somewhat agree	22.31%	58
Somewhat disagree	14.23%	37
Strongly disagree	17.69%	46
Totals	100%	260

4.9 Maintains existing amenities that are important to the community



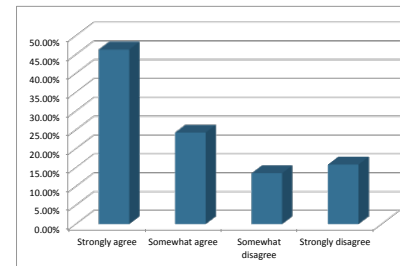
Responses		
	Percent	Count
Strongly agree	59.48%	160
Somewhat agree	20.45%	55
Somewhat disagree	10.04%	27
Strongly disagree	10.04%	27
Totals	100%	269

4.8 Office: Provide some office without disrupting the City's jobs: housing ratio



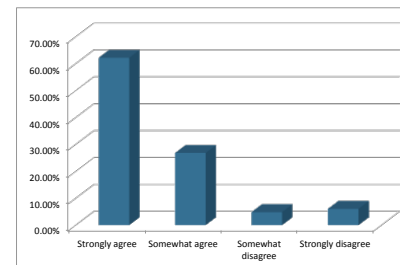
Responses		
	Percent	Count
Strongly agree	28.94%	101
Somewhat agree	37.25%	130
Somewhat disagree	13.18%	46
Strongly disagree	20.63%	72
Totals	100%	349

4.10 Integrates robust public and cultural amenities – theaters, art facilities, City Hall



Responses		
	Percent	Count
Strongly agree	46.33%	120
Somewhat agree	24.32%	63
Somewhat disagree	13.51%	35
Strongly disagree	15.83%	41
Totals	100%	259

4.11 Includes activities for all ages - children through boomers

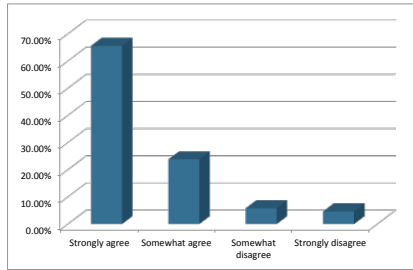


Responses		
	Percent	Count
Strongly agree	62.20%	153
Somewhat agree	26.83%	66
Somewhat disagree	4.88%	12
Strongly disagree	6.10%	15
Totals	100%	246

Mobility/Circulation

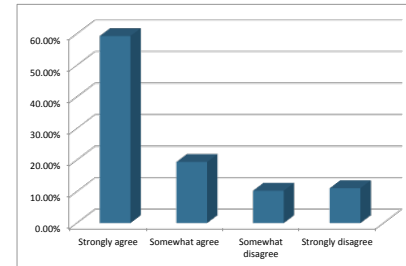
5. Vallco will utilize innovative transportation solutions that:

5.1 Eliminate or reduce potential traffic impacts



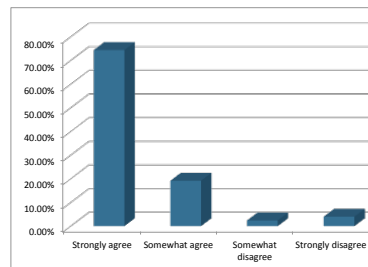
Responses	
	Count
Strongly agree	168
Somewhat agree	61
Somewhat disagree	15
Strongly disagree	12
Totals	256

5.3 Consider the future of mobility



Responses	
	Count
Strongly agree	150
Somewhat agree	49
Somewhat disagree	26
Strongly disagree	28
Totals	253

5.2 Provide mobility choices and provide walkability

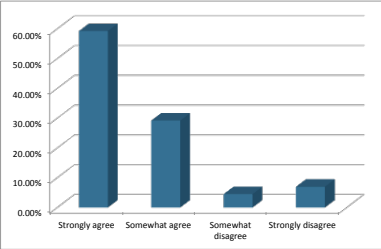


Responses	
	Count
Strongly agree	186
Somewhat agree	48
Somewhat disagree	6
Strongly disagree	10
Totals	250

Implementation

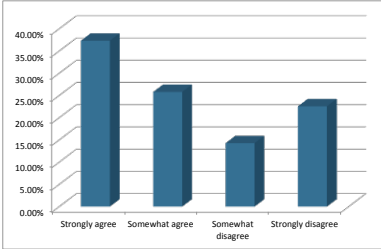
6. The Vallco project will ensure predictable, accountable implementation of the community supported vision

6.1 Agreed upon specific plan vision



Responses		
	Percent	Count
Strongly agree	59.26%	144
Somewhat agree	29.22%	71
Somewhat disagree	4.53%	11
Strongly disagree	7.00%	17
Totals	100%	243

6.2 New zoning: Form-Based Code



Responses		
	Percent	Count
Strongly agree	37.33%	81
Somewhat agree	25.81%	56
Somewhat disagree	14.29%	31
Strongly disagree	22.58%	49
Totals	100%	217