

**CITIZEN SATISFACTION SURVEY**  
SUMMARY REPORT

PREPARED FOR THE  
**TOWN OF YUCCA VALLEY**



JULY 7, 2021



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## INTRODUCTION

Located in the Southern California high desert between the San Bernardino Mountains and Joshua Tree National Park, the Town of Yucca Valley is the hub of the Morongo Basin communities and host to a variety of recreational opportunities and tourist attractions. Incorporated in 1991 and currently home to an estimated 21,777 residents,<sup>1</sup> the Town of Yucca Valley has maintained its small town atmosphere while providing a full suite of services either directly or through contract with local public and private agencies.

To monitor its progress in meeting residents' needs, the Town of Yucca Valley engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the Town in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the Town receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either *very* pleased or *very* displeased with the service they have received, their collective opinions are not necessarily representative of the Town's resident population as a whole.

**PURPOSE OF STUDY** The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the Town with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services and facilities provided by the Town. Ultimately, the survey results and analyses presented in this report provide Town Council and staff with information that can be used to make sound, strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy, and planning.

To assist in this effort, the Town selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in Yucca Valley;
- Measure residents' overall satisfaction with the Town's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on topics such as tourism and short-term vacation rentals, budget priorities, and customer service;
- Determine satisfaction with (and perceived effectiveness of) the Town's communication with residents; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

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1. Source: US Census American Community Survey (ACS) estimate for July 1, 2019.

This is not the first statistically reliable community survey conducted for the Town of Yucca Valley. Similar studies were conducted in 2017 and 2019, and many of the questions included in the 2021 survey were purposely tracked from the prior studies. Because there is a natural interest in tracking the Town’s performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in the 2019 study.

**STATISTICAL SIGNIFICANCE** Many figures and tables in this report present the results of questions asked in 2021 alongside the results found in the 2019 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2019) and the current (2021)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2021.

**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 54). In brief, the survey was administered to a random sample of 569 adults who reside within the Town of Yucca Valley. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between June 3 and June 19, 2021, the average interview lasted 20 minutes.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 57), and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGEMENTS** True North thanks the Town of Yucca Valley for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by town representatives and staff improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the Town of Yucca Valley. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



## JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### QUALITY OF LIFE

- Yucca Valley received the most favorable ratings for its overall quality of life (65% excellent or good), as a place to retire (60%), and as a place to raise a family (42%).
- When compared with the other dimensions tested, residents provided lower ratings for Yucca Valley as a place to work (21% excellent or good) and as a place to shop and dine (18%).
- When asked what aspects of Yucca Valley they like most that the town government should make sure to preserve in the future, approximately 16% were unsure or unable to offer a specific aspect. Among the specific responses that were offered, the Town's small town atmosphere was mentioned most often (19%), followed by the surrounding nature/environmental preservation (14%), open spaces (11%), limits on growth/population (7%), and that the Town is quiet and peaceful (7%).
- When asked what the town government could change to make Yucca Valley a better place to live, the most common responses were to reduce, limit, and/or regulate short-term vacation rentals (16%), provide additional high-end restaurants and dining options (11%), provide more high-end shopping centers and retail stores (8%), and improve the Town's infrastructure (8%).

### TOWN SERVICES

- Two-thirds of Yucca Valley residents indicated they were either very satisfied (19%) or somewhat satisfied (49%) with the Town's overall efforts to provide municipal services. Approximately one-quarter (27%) were very or somewhat dissatisfied, whereas the remaining 6% were unsure or did not provide a response.
- When asked to rate the **importance** of 15 specific services provided by the Town, residents identified providing fire protection, prevention, and emergency medical services and maintaining local streets and roads as the most important (both 94% extremely or very important), followed by maintaining a low crime rate (92%), keeping public buildings, parks and facilities clean and attractive (87%), preparing the Town for emergencies and disasters (86%), and providing police service (85%).
- For the same list of 15 services, respondents were most **satisfied** with the Town's efforts provide fire protection, prevention, and emergency medical services (83% very or somewhat satisfied), provide police services (77%), provide parks, sports fields, and recreation facilities (76%), provide special events like community festivals and the 4th of July celebration (72%), keep public buildings, parks, and facilities clean and attractive (72%), and prepare the Town for emergencies and disasters (69%).

## TOURISM & SHORT-TERM VACATION RENTALS

- Eighty-two percent (82%) of residents perceived that the number of tourists visiting Yucca Valley had increased during the past three years, 8% felt the number has stayed about the same, 2% perceived a decline, while the remaining 8% of respondents were unsure or did not provide a response.
- Most respondents (63%) felt that tourism was positive for Yucca Valley, 21% viewed it negatively, and 16% were unsure or unwilling to provide a response.
- The vast majority of Yucca Valley residents who viewed tourism in a *positive* light cited the economic impacts for the Town including specific references to increased sales, income, and revenue for the Town (42%) and increased job opportunities (10%), as well as general statements about tourism strengthening the business community/being good for local businesses (29%) and improving the local economy in general (17%). Other reasons mentioned for why tourism was viewed positively included it provides Yucca Valley with national and international recognition, exposure and/or awareness (6%), increases diversity in Town and potential residents (5%), and it supports local places of interest for residents (5%).
- The most common reason for viewing tourism as *negative* for Yucca Valley was that tourism increases traffic congestion (45%), followed by references to there being too many short-term vacation rentals (25%), the perception that tourists are often rude and disrespectful (17%), and concerns that tourism increases trash/litter (15%), damages the environment (13%), increases noise (10%), and attracts too many people/crowds (9%).
- Forty-five percent (45%) of respondents indicated they support allowing short-term vacation rentals in Yucca Valley, 41% were opposed, and the remainder were either unsure (12%) or unwilling to share their opinion (2%).
- Among reasons for *opposing* short-term vacation rentals in Yucca Valley, the most common were the perception that they reduce the availability and/or affordability of homes for residents (18%), attract tourists who are rude, loud, or misbehave (16%), and that there are too many in Town/should be limited (6%), are unregulated and need more oversight (6%), and create public safety issues (5%).
- Individuals who *supported* allowing short-term vacation rentals in Yucca Valley cited the benefits of short-term vacation rentals to the local economy because they generate revenue and jobs (13%) and bring business and tourism to Yucca Valley (6%), leaned on private property rights including that private property owners should have the right to do what they feel is best (10%) and short-term vacation rentals provide economic benefits to property owners (7%), or explained that they should be allowed as long as they follow the rules (9%).
- On the positive side, at least two-thirds of respondents agreed that *People who vacation here provide a much-needed boost to our local economy, stores, restaurants, and businesses* (77% strongly or somewhat agree), *Many jobs here in Yucca Valley depend on visitors and tourism* (69%), *If someone owns a property, they should have the right to rent it on a long-term or short-term basis* (68%), and *The taxes paid by people who visit our Town help pay for the things we need including road repair, parks, and public safety* (67%). Approximately six-in-ten respondents also shared the opinion that *Most vacation rental owners are responsible people—there are just a few bad apples* (62%).
- A clear majority also agreed with statements that referenced the potential downsides or challenges associated with allowing short-term vacation rentals, including *It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals* (69%), *More restrictions and enforcement are needed on short-term vacation rentals* (67%), *Short term vacation rentals hurt the quality of life in a neighborhood by introducing a revolving door of tourists* (60%), and *Short-term rentals cause too many problems including overcrowding, noise, and parking issues* (58%).

- There was strong support for actions that deal with “problem” vacation rental properties, including permanently revoking operation permits from properties that have a history of repeat violations (89% strongly or somewhat support), issuing mandatory fines for the owner of a short-term vacation rental when there are verified violations and code complaints (87%), and making the fines charged for violations more expensive each time a violation occurs at the same property (85%).
- At least three-quarters of respondents also supported the Town requiring identification of property boundaries to limit trespassing complaints (85%), requiring that short-term vacation rentals have adequate lot sizes (76%), reducing the maximum number of guests per property from 14 to 10 (76%), and limiting the number of short-term vacation rentals allowed in a neighborhood (75%).
- When compared to the other actions tested, support was a bit softer for requiring guests to pay for the increased demand they put on Town services such as Police, code compliance, and public works (73%), limiting the total number of vacation rentals allowed in Town (69%), and requiring a sign visible from the street that identifies a property as a short-term vacation rental (55%).
- Just over half (51%) of Yucca Valley residents surveyed knew of one or more vacation rental properties operating in their neighborhood, whereas 37% indicated that there were no such properties in their neighborhood and 13% were unsure or unwilling to answer the question.
- Overall, approximately one-quarter of those surveyed (23%) reported that they had experienced issues with vacation rental properties in their neighborhood. A similar percentage (23%) indicated that there are vacation rentals in their neighborhood, but they have not experienced any issues. The remaining respondents were not aware of a short-term vacation rental property in their neighborhood (48%), were unsure (3%), or preferred to not answer the question (3%).
- When asked to describe the problems they had experienced with respect to vacation rental properties in their neighborhood, the most common were noise (93%), partying/tenant bad behavior (73%), having too many people in a home (61%), parking problems (37%), and vandalism or theft (28%). A small percentage of respondents also cited crowding of community pools and/or parks (14%) and trespassing (8%) as problems they’ve experienced in their neighborhood due to short-term vacation rentals.

## FUTURE PRIORITIES

- Among the projects tested, maintaining and repairing local streets, sidewalks, and infrastructure was assigned the highest priority for future town spending (93% high or medium priority), followed by improving fire protection and emergency medical services (90%), and improving law enforcement and crime prevention services (84%).
- At least seven-in-ten respondents also rated as a high or medium priority improving the look and appearance of Yucca Valley through landscaping, graffiti removal, and regular maintenance of public spaces (76%), working with property owners to revitalize old, outdated commercial buildings and shopping centers (73%), and increasing the enforcement of short-term vacation rental rules and regulations (71%).
- Approximately 62% of respondents also assigned a high or medium priority to providing more recreational facilities and opportunities.

## CUSTOMER SERVICE

- Approximately 29% of residents reported that they had been in contact with staff from the Town of Yucca Valley in the 12 months preceding the interview.

- More than eight-in-ten respondents who had interacted with Yucca Valley staff in the past 12 months felt that staff were very or somewhat *professional* (90%), very or somewhat *accessible* (87%), and very or somewhat *helpful* (83%).

## COMMUNICATION

- Overall, 61% of respondents indicated they were satisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means. The remaining respondents were either dissatisfied with the Town's efforts in this respect (28%), unsure of their opinion (10%), or unwilling to share their opinion (1%).
- Approximately half (50%) of respondents indicated they had visited the Town's website during the 12 months preceding the interview.
- Visitors were generally pleased with the Town's website, with a clear majority providing a rating of excellent or good for its overall quality (60%), variety of content and resources (58%), and the ability to find what they were looking for on the site (55%).
- Email and electronic newsletters were rated by the highest percentage of respondents as being effective methods for the Town to communicate with them (87% very or somewhat effective), followed by a smart phone app that would allow residents to communicate with the Town, report issues, and receive updates (83%), the Town's website (83%), text messages (79%), and materials mailed to their home (79%).
- At least two-thirds of residents also rated social media sites such as Facebook, Twitter, and Instagram (75%), town hall style meetings (74%), and announcements on local radio stations (69%) as effective ways for the Town to communicate.
- When compared with the other methods tested, advertisements in local papers (59%) was viewed as the least effective method.
- Forty-nine percent (49%) of respondents who indicated that social media was at least a somewhat effective method for the Town to communicate with them reported that Facebook was the social media site they utilize most often. The next most frequently mentioned sites were Instagram (20%) and Twitter (5%).



## CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the Town of Yucca Valley with a statistically reliable understanding of its residents' opinions, concerns, satisfaction, and priorities. Operating from the philosophy that you can't manage what you don't measure, since 2017 the Town has periodically used the survey as a community needs assessment and performance measurement tool. In short, the study presents an opportunity to profile residents' needs and priorities, measure how well the Town is performing in meeting these needs through existing services and facilities, and gather data on a variety of quality-of-life, issue, and policy-related matters. More than just a profiling exercise, the Town has utilized the information gained from the studies to adjust and improve its services—all toward the goal of building and sustaining a high level of community satisfaction.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the surveys, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

*How well is the Town performing in meeting the needs of Yucca Valley residents?*

The year leading up to the *2021 Citizen Satisfaction Survey* was punctuated by difficult and dramatic events in Yucca Valley. The coronavirus pandemic that arrived in early 2020 has taken lives, threatened livelihoods, and forced dramatic changes in the way residents live, work, socialize, and play. Non-essential businesses were shuttered for weeks or months at a time to curb the spread of COVID-19, and the Town's operations were also adjusted to protect public health and adhere to State guidelines. Services that could be effectively moved to an online format were able to continue in that form, whereas other programs and services were modified, curtailed, or canceled to protect the safety of the public and Town employees.

Against this turbulent backdrop, residents' opinions of their community and Town government remained positive and (with a few exceptions) remarkably stable. Overall, two-thirds of residents (67%) in 2021 indicated they were satisfied with the Town's efforts to provide municipal services, which is comparable to the figure recorded in 2019. This sentiment was also widespread, with at least six-in-ten respondents in every identified demographic subgroup reporting they were satisfied with the Town's overall performance.

The high level of satisfaction expressed with the Town's performance *in general* was also mirrored in residents' assessments of the Town's performance in providing most specific services, with the highest satisfaction scores assigned to the Town's efforts to provide fire protection, prevention, and emergency medical services (83% very or somewhat satisfied), provide police services (77%), provide parks, sports fields, and recreation facilities (76%), provide special events like community festivals and the 4th of July celebration (72%), keep public buildings, parks, and facilities clean and attractive (72%), and prepare the Town for emer-

gencies and disasters (69%). Moreover, despite the pandemic and the challenges it created for Town operations, it is encouraging that staff continued to receive high marks for being accessible (87%), helpful (83%), and professional (90%) from those with whom they interacted.

The Town's performance in providing municipal services also contributes to a stable quality of life for residents. Nearly two-thirds of respondents (65%) rated the overall quality of life in Yucca Valley as excellent or good in 2021, which is consistent with the pre-pandemic patterns found in the 2019 survey.

*Where should the Town focus its efforts in the future?*

In addition to measuring the Town's current performance, a key goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, change policies, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although most Yucca Valley residents are satisfied with the Town's efforts to provide municipal services (see above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what they feel the Town could do to make Yucca Valley a better place to live (see *What Should We Change?* on page 15), the list of services and their respective priority status for future attention (see *Performance Needs & Priorities* on page 23), and how residents prioritized items for future funding (see *Future Priorities* on page 41), the themes of economic development, addressing homelessness, managing traffic congestion, public safety, maintaining streets and infrastructure, and addressing short-term vacation rentals stood out in the survey as being key areas of opportunity and interest for Yucca Valley residents.

With respect to **economic development**, this has been a consistent area of interest for Yucca Valley residents. Although Yucca Valley is positively viewed for its overall quality of life and as a place to retire and raise a family (see *Quality of Life* on page 13), it is also widely perceived to be a challenging place to work, shop, and dine. Indeed, less than one-in-five residents surveyed (18%) used excellent or good to describe Yucca Valley as a place to shop and dine. Although ratings for Yucca Valley as a place to work did improve significantly in the past year, it remained the case that less than one-quarter of respondents (21%) provided a rating of excellent or good for this aspect in 2021. Providing additional high-end restaurants and retail stores were also two of the top three items mentioned when residents were asked what the Town government could do to make Yucca Valley a better place to live. These sentiments remain consistent with the results of the 2017 and 2019 surveys and translate into clear and strong support for the Town doing what it can to support

the local economy, attract new employers, and help improve the local job market.

*Do residents want the Town to address short-term vacation rentals?*

With its close proximity to Joshua Tree National Park, tourism has always been an important part of Yucca Valley’s local economy. A significant percentage of restaurants, businesses, and local jobs depend on the seasonal influx of visitors and tourists to make ends meet. In addition to the normal flow of tourists, the past year witnessed an apparent surge in visitors to Yucca Valley associated with the COVID-19 pandemic. For some, the ability to work and go to school remotely created more opportunities to visit attractions and national parks like Joshua Tree—and they took advantage of their newfound freedom. For others, Yucca Valley represented an attractive place to get away, practice social distancing, and avoid the health risks associated with dense, urban areas. One indicator of the growing interest in Yucca Valley during the pandemic was the significant increase in the number of short-term vacation rentals available in Town and their occupancy rates.

Recognizing that these changes were likely to have an impact on Yucca Valley residents, the 2021 survey included a series of questions to explore how residents perceive tourism and gauge their opinions and experiences with respect to short-term vacation rentals (see *Tourism & Short-Term Vacation Rentals* on page 26). The results make clear that most residents A) recognize the benefits of tourism for the local economy and generally support the rights of private property owners to rent their homes, B) have concerns about the impacts of short-term vacation rentals on their neighborhoods and/or the community as a whole, and C) support the Town taking actions to better manage this emerging market.

With respect to tourism in general, the majority of residents (63%) felt that it is mostly positive for the Town, citing the fact that tourism increases sales, income, and revenue for the Town and local businesses, increases local job opportunities, and also provides Yucca Valley with national and international recognition. That said, the percentage who felt that tourism is mostly negative for Yucca Valley increased significantly during the pandemic (from 12% in 2019 to 21% in 2021), with concerns about traffic congestion, short-term vacation rentals, rude tourists, and the impacts of tourism on litter, noise, and the environment motivating their position.

Although the survey found that residents were initially split on the simple question of whether short-term vacation rentals should (45%) or should not (41%) be allowed to operate in Yucca Valley, subsequent questions revealed a more nuanced attitudinal profile. On the positive side, at least two-thirds of respondents agreed that *People who vacation here provide a much-needed boost to our local economy, stores, restaurants, and businesses* (77% strongly or somewhat agree), *Many jobs here*

*in Yucca Valley depend on visitors and tourism (69%), If someone owns a property, they should have the right to rent it on a long-term or short-term basis (68%), and The taxes paid by people who visit our Town help pay for the things we need including road repair, parks, and public safety (67%).* Approximately six-in-ten respondents also shared the opinion that *Most vacation rental owners are responsible people—there are just a few bad apples (62%).*

The above notwithstanding, a clear majority of respondents also agreed with statements that referenced the potential downsides or challenges associated with allowing short-term vacation rentals, including *It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals (69%), More restrictions and enforcement are needed on short-term vacation rentals (67%), Short term vacation rentals hurt the quality of life in a neighborhood by introducing a revolving door of tourists (60%), and Short-term rentals cause too many problems including overcrowding, noise, and parking issues (58%).*

The balance of opinions noted above results in a striking amount of census with respect to the Town taking additional actions in the near future to regulate and manage short-term vacation rentals. This was especially the case for actions that deal with “problem” properties, including permanently revoking operation permits from properties that have a history of repeat violations (89% strongly or somewhat support), issuing mandatory fines for the owner of a short-term vacation rental when there are verified violations and code complaints (87%), and making the fines charged for violations more expensive each time a violation occurs at the same property (85%). At least three-quarters of respondents also supported the Town requiring identification of property boundaries to limit trespassing complaints (85%), requiring that short-term vacation rentals have adequate lot sizes (76%), reducing the maximum number of guests per property from 14 to 10 (76%), and limiting the number of short-term vacation rentals allowed in a neighborhood (75%).

When compared to the other actions tested, support was a bit softer for requiring guests to pay for the increased demand they put on Town services such as Police, code compliance, and public works (73%), limiting the total number of vacation rentals allowed in Town (69%), and requiring a sign visible from the street that identifies a property as a short-term vacation rental (55%), but even these strategies received support from a majority of those surveyed.

*How well is the Town communicating with Yucca Valley residents?*

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to

become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, resident preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

Fortunately, the 2021 survey provides some direction in this respect, as it identifies a variety of communication methods that residents generally viewed as being effective ways for the Town to communicate with them (see *Communication Preferences* on page 50). Some of these methods the Town appears to already be using effectively, including the Town's website and social media (Facebook in particular). Others—including text messages and a smart phone app—would require additional investment on the part of the Town, but were widely noted by residents as being an effective means for the Town to communicate with them. Overall, 61% of residents reported being satisfied with the Town's efforts to communicate with them through newsletters, the Internet, local media, social media, and other means in 2021, which is slightly (but not significantly) lower than the percentage found in the 2019 study.

## QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents’ top of mind perceptions about the quality of life in the Town of Yucca Valley, what they would most like to preserve about the Town, as well as ways to improve the quality of life in Yucca Valley—now and in the future.

**OVERALL QUALITY OF LIFE** At the outset of the interview, respondents were asked to rate the Town of Yucca Valley on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents’ opinions were mixed. Overall, Yucca Valley received the most favorable ratings for its overall quality of life (65% excellent or good), as a place to retire (60%), and as a place to raise a family (42%). When compared with the other dimensions tested, residents provided lower ratings for Yucca Valley as a place to work (21%) and as a place to shop and dine (18%). The percentage of residents who were unsure or did not have an opinion ranged from a low of 1% (overall quality of life; as a place to retire) to a high of 18% (as a place to work).

**Question 2** *How would you rate: \_\_\_\_\_? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 RATING YUCCA VALLEY

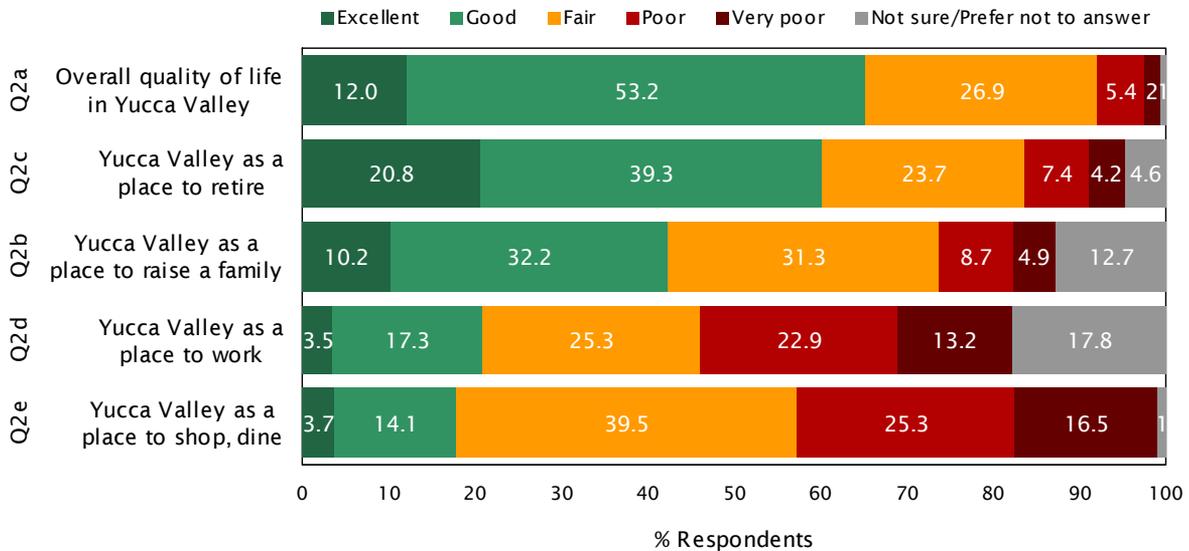


Table 1 on the next page displays the percentage of respondents who rated each dimension as excellent or good by study year. Between 2019 and 2021, the percentage who used excellent or good to describe Yucca Valley as a place to work exhibited a statistically significant increase of 6%. No other changes were large enough to achieve statistical significance. For the interested reader, tables 2 and 3 show how the ratings for each dimension tested in Question 2 varied according to age, presence of a child in the home, length of residence, home ownership, and overall satisfaction with the Town’s efforts to provide municipal services.

**TABLE 1 RATING YUCCA VALLEY BY STUDY YEAR**

	Study Year			Change in Excellent + Good '19 to '21
	2021	2019	2017	
Yucca Valley as a place to work	25.3	19.3	18.8	+6.1†
Overall quality of life in Yucca Valley	65.7	63.3	61.4	+2.4
Yucca Valley as a place to retire	63.0	67.3	70.5	-4.2
Yucca Valley as a place to raise a family	48.6	53.4	59.5	-4.8
As a place to shop and dine	18.0	N/A	N/A	N/A

† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

**TABLE 2 RATING YUCCA VALLEY BY AGE & CHILD IN HSLD (SHOWING % EXCELLENT & GOOD)**

	Age (QD2)						Child in Hsld (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Overall quality of life in Yucca Valley	48.9	66.5	59.1	64.7	61.3	76.5	59.7	68.7
Yucca Valley as a place to retire	52.0	56.8	56.1	53.2	59.0	70.5	56.8	62.1
Yucca Valley as a place to raise a family	42.8	39.4	47.0	41.4	40.0	46.6	47.2	41.3
Yucca Valley as a place to work	34.8	26.6	20.5	18.2	16.9	16.2	24.4	19.8
As a place to shop and dine	24.3	26.1	9.0	11.7	12.6	21.5	15.6	19.3

**TABLE 3 RATING YUCCA VALLEY BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION (SHOWING % EXCELLENT & GOOD)**

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
Overall quality of life in Yucca Valley	69.1	73.4	64.4	59.6	67.1	63.6	65.0	60.6
Yucca Valley as a place to retire	64.4	64.4	58.0	55.3	59.3	61.8	53.3	72.7
Yucca Valley as a place to raise a family	36.0	43.9	40.1	47.3	41.5	45.7	42.6	52.1
Yucca Valley as a place to work	24.6	16.1	25.3	20.1	19.7	23.3	25.7	28.9
As a place to shop and dine	16.8	22.3	16.7	16.8	13.8	25.8	16.3	25.2

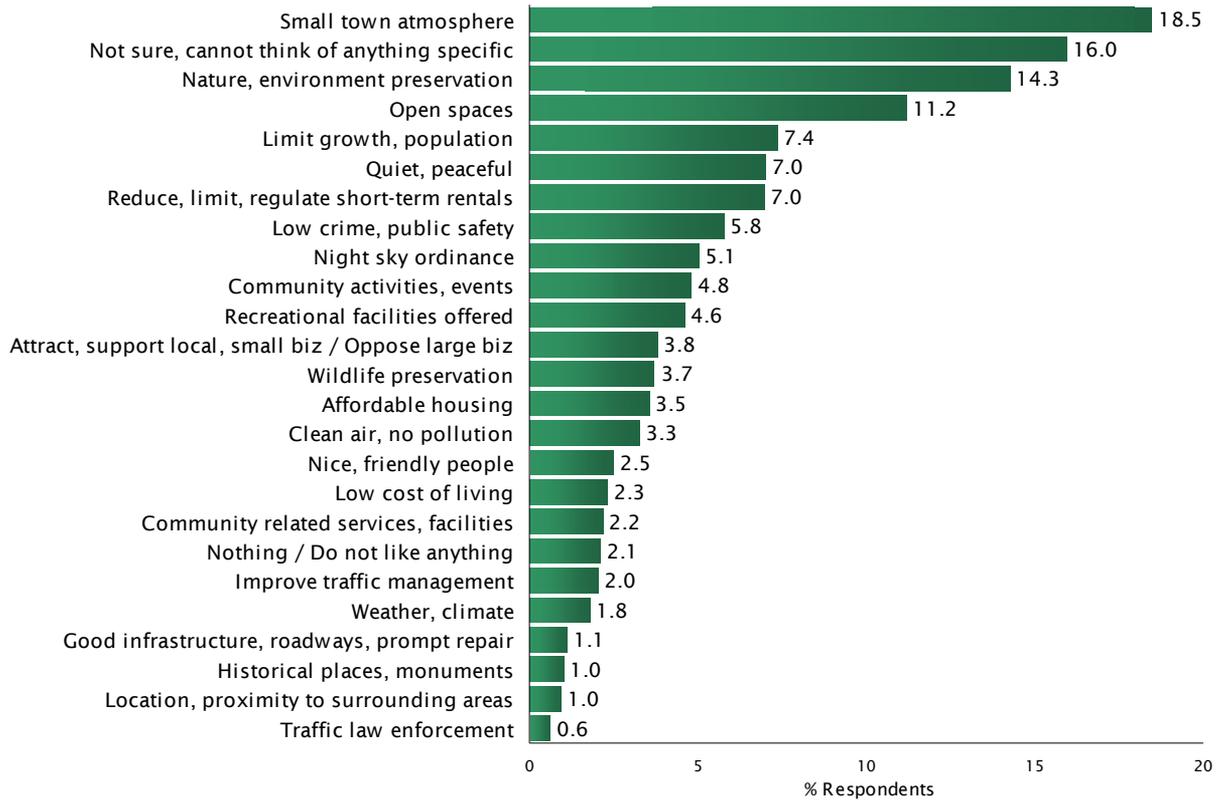
**WHAT DO YOU LIKE MOST ABOUT YUCCA VALLEY?** The next question in this series asked residents to identify what they like most about Yucca Valley that the town government should make sure to preserve in the future. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2 on the next page.

Approximately 16% were unsure or unable to offer a specific aspect of Yucca Valley that they would like preserved in the future. Among the specific responses that were offered, the Town’s small town atmosphere was mentioned most often (19%), followed by the surrounding nature/environmental preservation (14%), open spaces (11%), limits on growth/population (7%), and that the Town is quiet and peaceful (7%). Its worth noting that 7% took the opportunity to comment on their desire to reduce, limit, and/or regulate short-term vacation rentals.

Table 4 on the next page provides the top five responses to Question 3 in the 2017, 2019, and 2021 surveys. Although the categories have changed somewhat over time, the top responses cluster around a common theme: preserving Yucca Valley’s quiet, small-town atmosphere and surrounding natural environment. It is worth noting that for the first time in 2021, references to limiting population growth made the top 5 list of responses.

**Question 3** *What do you like most about Yucca Valley that the town government should make sure to preserve in the future?*

**FIGURE 2 LIKE MOST ABOUT YUCCA VALLEY**



**TABLE 4 LIKE MOST ABOUT YUCCA VALLEY BY STUDY YEAR**

	Study Year		
	2021	2019	2017
Small town atmosphere	Not sure, cannot think of anything specific	Not sure, cannot think of anything specific	Not sure, cannot think of anything specific
Not sure, cannot think of anything specific	Small town atmosphere	Small town atmosphere	Small town atmosphere
Nature, environment preservation	Nature, environment preservation	Nature, environment preservation	Nature, environment preservation
Open spaces	Rec facilities offered	Rec facilities offered	Rec facilities offered
Limit growth, population	Night sky ordinance	Low crime, public safety	Low crime, public safety

**WHAT SHOULD WE CHANGE?** In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate the one thing that town government could *change* to make Yucca Valley a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 3 on the next page.

Overall, the most common responses to this question were to reduce, limit, and/or regulate short-term vacation rentals (16%), provide additional high-end restaurants and dining options (11%), provide more high-end shopping centers and retail stores (8%), and improve the Town’s infrastructure (8%). Improving public safety/reducing crime and drugs (6%), beautifying/cleaning up the Town (5%), providing more affordable housing (5%), and improving traffic flow were also mentioned by at least 5% of respondents.

**Question 4** *If the town government could change one thing to make Yucca Valley a better place to live, what change would you like to see?*

**FIGURE 3 CHANGES TO IMPROVE YUCCA VALLEY**

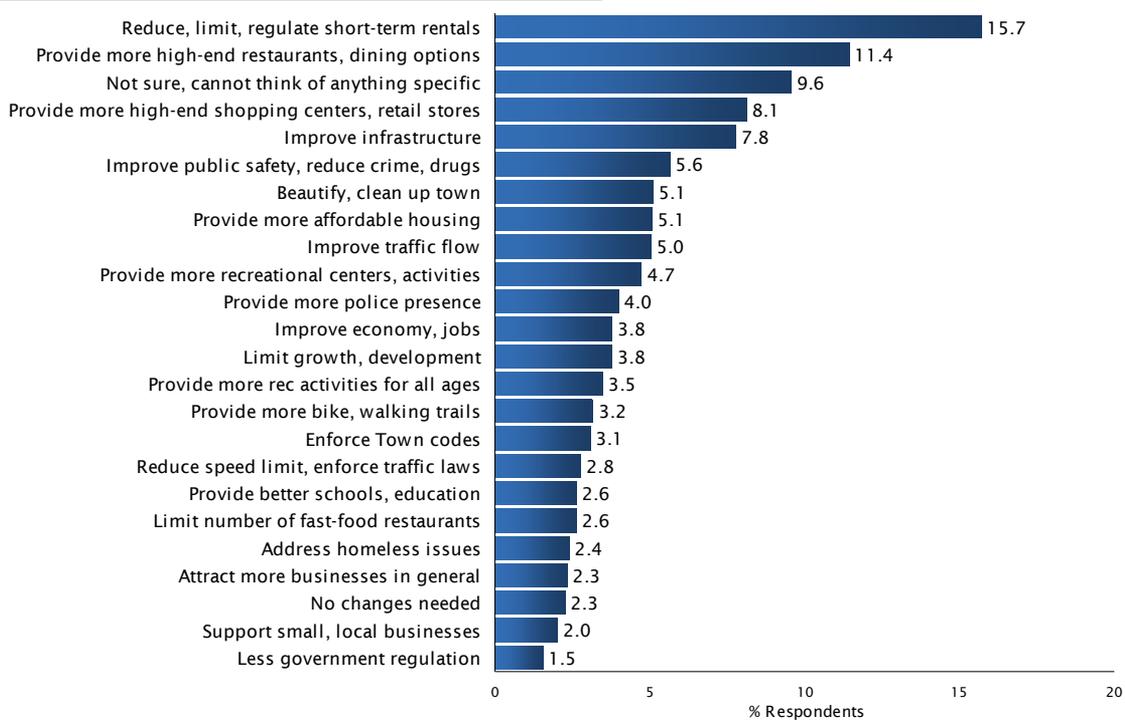


Table 5 provides the top five responses to Question 4 by study year. Although economic development has been a consistent theme since 2017, the topic of short-term vacation rentals was new to the top 5 in 2021.

**TABLE 5 CHANGES TO IMPROVE YUCCA VALLEY BY STUDY YEAR**

Study Year		
2021	2019	2017
Reduce, limit, regulate short-term rentals	Improve infrastructure	Improve infrastructure
Provide more high-end restaurants, dining options	Attract more business	Increase public safety, reduce crime, drugs
Not sure, cannot think of anything specific	Not sure, cannot think of anything specific	Improve economy, jobs
Provide more high-end shopping centers, retail stores	Improve economy, jobs	Not sure, cannot think of anything specific
Improve infrastructure	Provide more rec activities for all ages	Provide more recreational centers, activities

# TOWN SERVICES

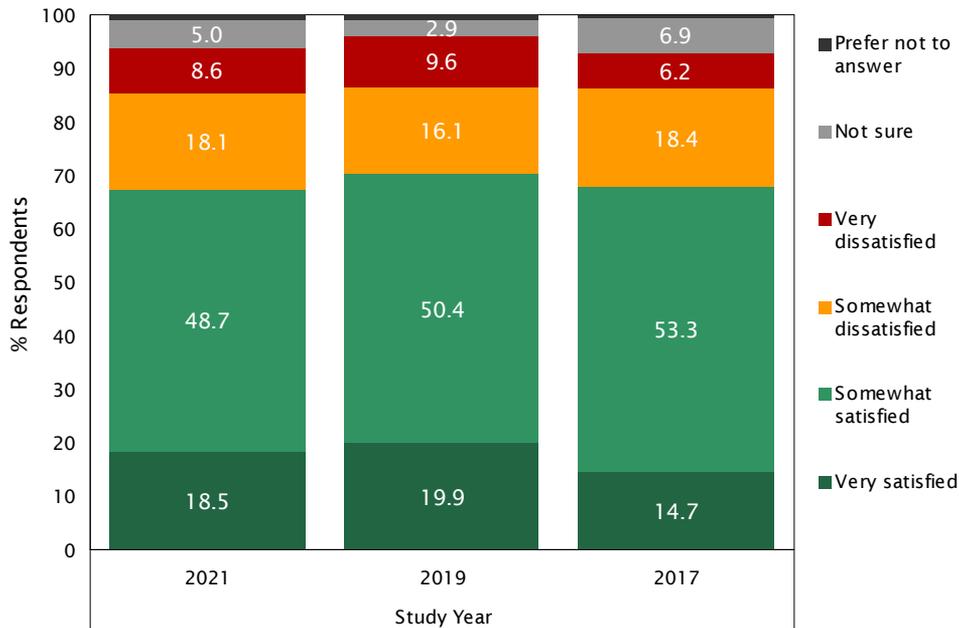
After measuring respondents’ perceptions about the quality of life in Yucca Valley, the survey next turned to assessing their opinions about the Town’s performance in providing municipal services.

**OVERALL SATISFACTION** The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the Town of Yucca Valley is doing to provide town services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the Town’s performance in general, the findings of this question may be regarded as an *overall performance rating* for the Town.

As shown in Figure 4, two-thirds of Yucca Valley residents indicated they were either very satisfied (19%) or somewhat satisfied (49%) with the Town’s efforts to provide municipal services. Approximately one-quarter (27%) were very or somewhat dissatisfied, whereas the remaining 6% were unsure or did not provide a response. When compared with the 2019 study and despite the many challenges presented by the pandemic during the past 18 months, there were no statistically significant changes in respondents’ satisfaction with the Town’s overall performance in providing municipal services during this period.

**Question 5** *Next, I would like to ask a series of questions about services provided by the Town of Yucca Valley. Generally speaking, are you satisfied or dissatisfied with the job the Town of Yucca Valley is doing to provide town services?*

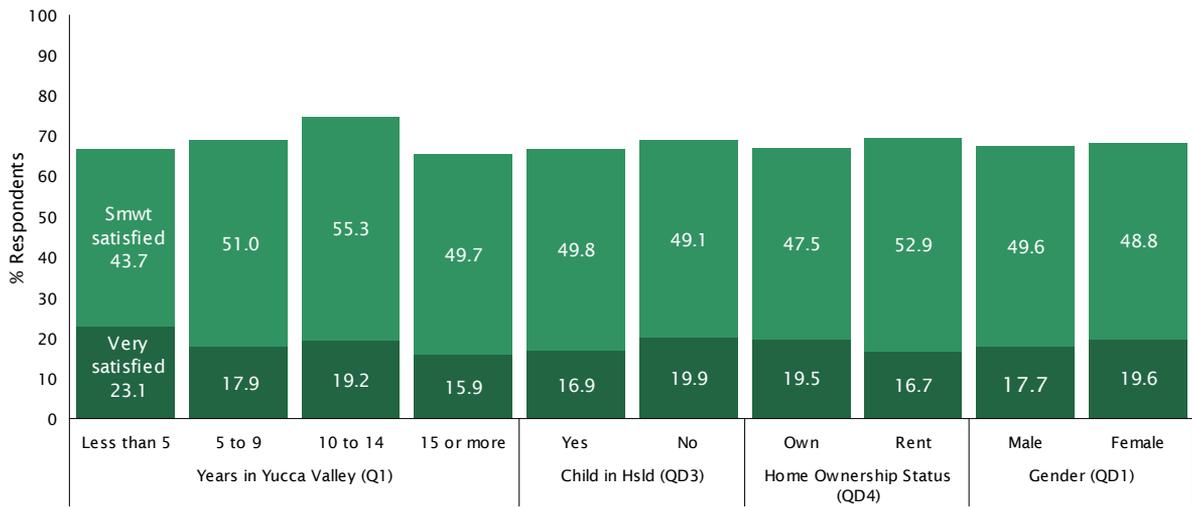
**FIGURE 4 OVERALL SATISFACTION BY STUDY YEAR**



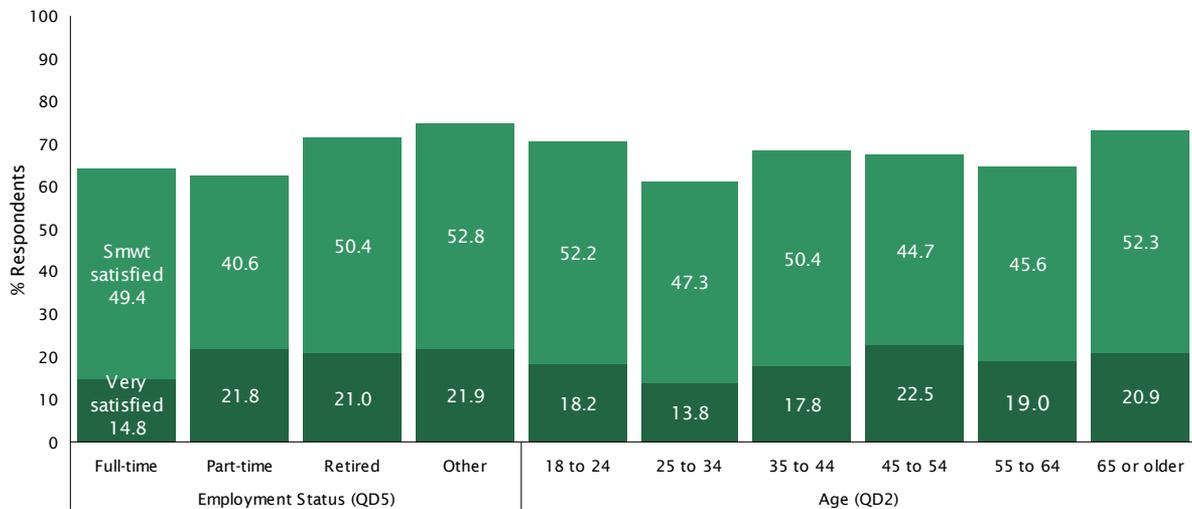
Figures 5-7 show how ratings of the Town’s overall performance in providing municipal services varied by length of residence, presence of a child in the home, home ownership status, gender, employment status, age, and opinions and experiences related to short-term vacation rentals. From a *demographic* perspective, satisfaction with the Town’s overall performance in providing

municipal services was quite consistent across subgroups, as shown in figures 5 and 6. Overall satisfaction ranged from a low of 62% to a high of 75% across demographic subgroups. However, there was greater variation in satisfaction with the Town’s overall performance based on respondents’ attitudes and experiences related to short-term vacation rentals, as shown in Figure 7. Those who were opposed to allowing short-term vacation rentals in Yucca Valley, respondents who reported having a short-term vacation rental in their neighborhood, and those who had experienced issues with a vacation rental in their neighborhood were less likely than their respective counterparts to report being satisfied with the Town’s overall performance in providing services.

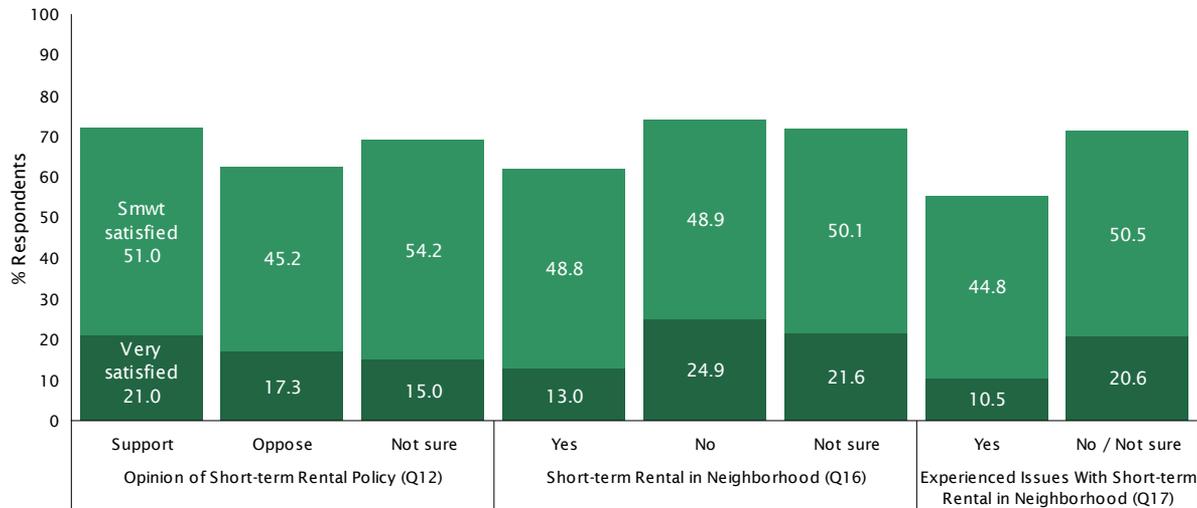
**FIGURE 5 OVERALL SATISFACTION BY YEAR IN YUCCA VALLEY, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER**



**FIGURE 6 OVERALL SATISFACTION BY EMPLOYMENT STATUS & AGE**



**FIGURE 7 OVERALL SATISFACTION BY OPINION OF SHORT-TERM RENTAL, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD**



**SPECIFIC SERVICES** Whereas Question 5 addressed the Town’s *overall* performance, the next two questions asked respondents to rate the importance of *specific* services offered by the Town, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important, or not at all important. The order of the items was randomized for each respondent to avoid a systematic position bias.

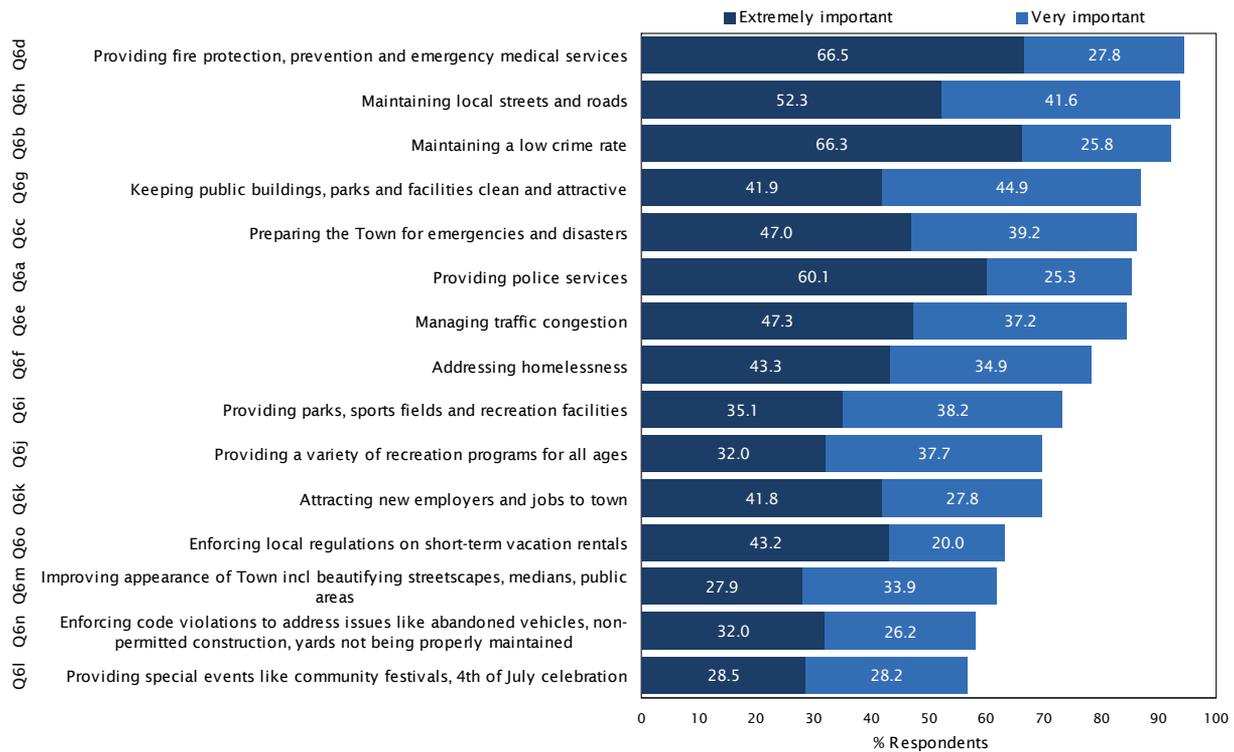
Figure 8 presents the services ranked by order of importance according to the proportion of respondents who rated a service as *at least* very important. Yucca Valley residents rated providing fire protection, prevention, and emergency medical services and maintaining local streets and roads as the most important (both 94% extremely or very important), followed by maintaining a low crime rate (92%), keeping public buildings, parks and facilities clean and attractive (87%), preparing the Town for emergencies and disasters (86%), and providing police service (85%).

At the other end of the spectrum, providing special events like community festivals and the 4th of July celebration (57%), enforcing code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained (58%), and improving the appearance of the Town including beautifying streetscapes, medians, and public areas (62%) were viewed as comparatively less important. It’s also worth noting that 63% of respondents rated enforcing local regulations on short-term vacation rentals as either extremely or very important.

Table 6 on the next page displays the percentage of respondents who viewed each service as extremely or very important in 2017, 2019, and 2021, along with the difference between the two most recent studies. When compared with the 2019 survey, there was a statistically significant increase in the importance assigned to managing traffic congestion (+6%) and statistically significant declines in the importance assigned to attracting new employers and jobs to town (-10%), providing police services (-6%), and maintaining a low crime rate (-4%).

**Question 6** For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

**FIGURE 8 IMPORTANCE OF SERVICES**



**TABLE 6 IMPORTANCE OF SERVICES BY STUDY YEAR**

	Study Year			Change in Extremely + Very Important 2019 to 2021
	2021	2019	2017	
Managing traffic congestion	84.5	78.0	N/A	+6.4†
Keeping public buildings, parks and facilities clean and attractive	86.9	82.7	86.0	+4.1
Improving the appearance of the Town including beautifying streetscapes	61.8	58.1	61.0	+3.7
Enforcing code violations to address issues like abandoned vehicles	58.2	55.1	61.9	+3.1
Preparing the Town for emergencies and disasters	86.2	84.0	N/A	+2.2
Maintaining local streets and roads	93.8	93.1	89.4	+0.7
Addressing homelessness	78.2	78.7	N/A	-0.5
Providing fire protection, prevention and emergency medical services	94.3	96.0	94.6	-1.7
Providing parks, sports fields and recreation facilities	73.3	75.1	78.4	-1.8
Providing a variety of recreation programs for all ages	69.7	71.6	73.7	-2.0
Providing special events like community festivals and the 4th of July celebration	56.7	59.7	59.2	-3.0
Maintaining a low crime rate	92.1	95.8	95.3	-3.7†
Providing police services	85.4	91.4	92.9	-6.0†
Attracting new employers and jobs to town	69.6	79.6	76.6	-9.9†
Enforcing local regulations on short-term vacation rentals	63.2	N/A	N/A	N/A

† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

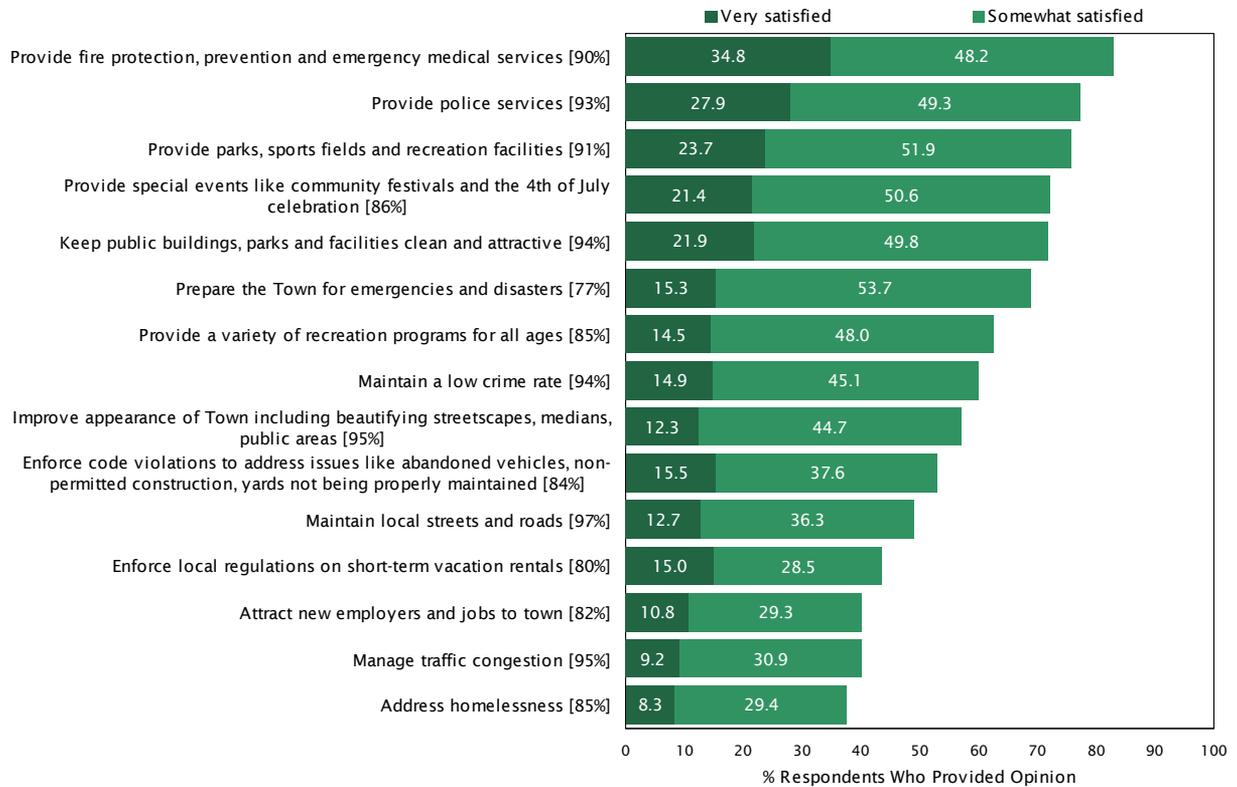
Turning to the satisfaction component, Figure 9 on the next page sorts the same list of 15 services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the Town’s efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (either satisfied or dissatisfied) are included in the figures. Those who did not have an opinion were removed from this analysis.<sup>2</sup>

At the top of the list, respondents were most satisfied with the Town’s efforts to provide fire protection, prevention, and emergency medical services (83% very or somewhat satisfied), provide police services (77%), provide parks, sports fields, and recreation facilities (76%), provide special events like community festivals and the 4th of July celebration (72%), keep public buildings, parks, and facilities clean and attractive (72%), and prepare the Town for emergencies and disasters (69%). Respondents were less satisfied with the Town’s efforts to address homelessness (38%), manage traffic congestion (40%), attract new employers and jobs to town (40%), and enforce local regulations on short-term vacation rentals (44%).

Table 7 on the next page displays the percentage of respondents who were satisfied with each service from 2017 to 2021, as well as the difference between the two most recent studies. As shown in the far right column, there were statistically significant declines in satisfaction for four services during this period, although it should be recognized that two of these service areas (special events and recreation programming) were clearly impacted by the pandemic and health-related regulations which limited the Town’s ability to provide the service.

**Question 7** For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the Town is doing to provide the service. Are you satisfied or dissatisfied with the Town's efforts to: \_\_\_\_\_, or do you not have an opinion?

**FIGURE 9 SATISFACTION WITH SERVICES**



2. The percentage of respondents who provided an opinion (either satisfied or dissatisfied) is presented in brackets beside the service label in the figure.

TABLE 7 SATISFACTION WITH SERVICES BY STUDY YEAR

	Study Year			Change in Satisfaction 2019 to 2021
	2021	2019	2017	
Attract new employers and jobs to town	40.2	34.7	45.5	+5.4
Prepare the Town for emergencies and disasters	69.1	65.3	N/A	+3.7
Maintain local streets and roads	49.0	46.6	49.3	+2.4
Provide police services	77.2	75.4	75.5	+1.9
Address homelessness	37.7	37.9	N/A	-0.2
Maintain a low crime rate	60.0	62.7	56.7	-2.7
Provide parks, sports fields and recreation facilities	75.6	78.7	79.0	-3.0
Provide fire protection, prevention and emergency medical services	83.0	86.6	86.5	-3.6
Enforce code violations to address issues like abandoned vehicles	53.1	57.9	60.5	-4.8
Improve the appearance of the Town including beautifying streetscapes	57.0	62.9	65.0	-5.9
Manage traffic congestion	40.1	46.2	N/A	-6.1†
Keep public buildings, parks and facilities clean and attractive	71.8	80.7	81.6	-8.9†
Provide a variety of recreation programs for all ages	62.5	72.5	68.3	-10.0†
Provide special events like community festivals and the 4th of July celebration	72.0	84.4	83.2	-12.4†
Enforce local regulations on short-term vacation rentals	43.5	N/A	N/A	N/A

† Statistically significant change ( $p < 0.05$ ) between the 2019 and 2021 studies.

**DIFFERENTIATORS OF OPINION** For the interested reader, Table 8 displays how the level of satisfaction with each specific service tested in Question 7 varied according to residents' overall performance ratings for the Town (see *Overall Satisfaction* on page 17). The table divides residents who were satisfied with the Town's *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the Town's efforts to provide each service tested in Question 7 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, those who were satisfied with the Town's *overall performance* in providing municipal services were also more likely to express satisfaction with the Town's efforts to provide each of the services tested in Question 7. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the Town's efforts to provide a variety of recreation programs for all ages, prepare the Town for emergencies and disasters, and provide parks, sports fields, and recreation facilities. The top two differentiators in 2021 were also the top two differentiators in 2019.

TABLE 8 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH TOWN

		Satisfaction with Town's Overall Performance (Q5)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied with Each Service	Provide a variety of recreation programs for all ages	73.0	38.3	34.7
	Prepare the Town for emergencies and disasters	79.2	46.2	33.0
	Provide parks, sports fields and recreation facilities	84.4	52.3	32.1
	Keep public buildings, parks and facilities clean and attractive	81.2	50.3	30.9
	Provide special events like community festivals and the 4th of July celebration	79.8	49.9	29.8
	Attract new employers and jobs to town	48.8	22.7	26.1
	Address homelessness	45.9	21.0	24.9
	Maintain a low crime rate	66.7	42.2	24.6
	Manage traffic congestion	46.8	23.0	23.8
	Improve the appearance of the Town including beautifying streetscapes	64.2	40.6	23.7
	Provide police services	84.4	61.8	22.5
	Maintain local streets and roads	55.6	33.4	22.2
	Provide fire protection, prevention and emergency medical services	88.7	68.8	19.9
	Enforce code violations to address issues like abandoned vehicles	59.3	39.6	19.7
	Enforce local regulations on short-term vacation rentals	47.8	30.2	17.6



## PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of satisfaction with the Town's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify areas where the Town has the greatest opportunities to improve resident satisfaction—and identify for which services the Town is meeting, and even exceeding, the majority of residents' needs.

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the Town is meeting residents' needs.<sup>3</sup> Table 9 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the Town is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

<i>Exceeding Needs</i>	The Town is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance that the respondent assigned to the service.
<i>Meeting Needs, Moderately</i>	The Town is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
<i>Meeting Needs, Marginally</i>	The Town is marginally meeting a respondent's needs if the respondent is satisfied with efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
<i>Not Meeting Needs, Marginally</i>	The Town is marginally <i>not</i> meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
<i>Not Meeting Needs, Moderately</i>	The Town is moderately <i>not</i> meeting a respondent's needs if A) a respondent is very dissatisfied with the Town's efforts to provide the service, but the service is viewed somewhat or not at all important, or B) a respondent is somewhat dissatisfied and the service is very important.
<i>Not Meeting Needs, Severely</i>	The Town is severely <i>not</i> meeting a respondent's needs if A) a respondent is dissatisfied and the service is viewed as extremely important, or B) a respondent is very dissatisfied and the service is viewed as very important.

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3. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a town is not comprised of average residents—it is comprised of unique individuals who vary substantially in their opinions of the Town's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the Town is meeting the needs of its residents.

**TABLE 9 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX**

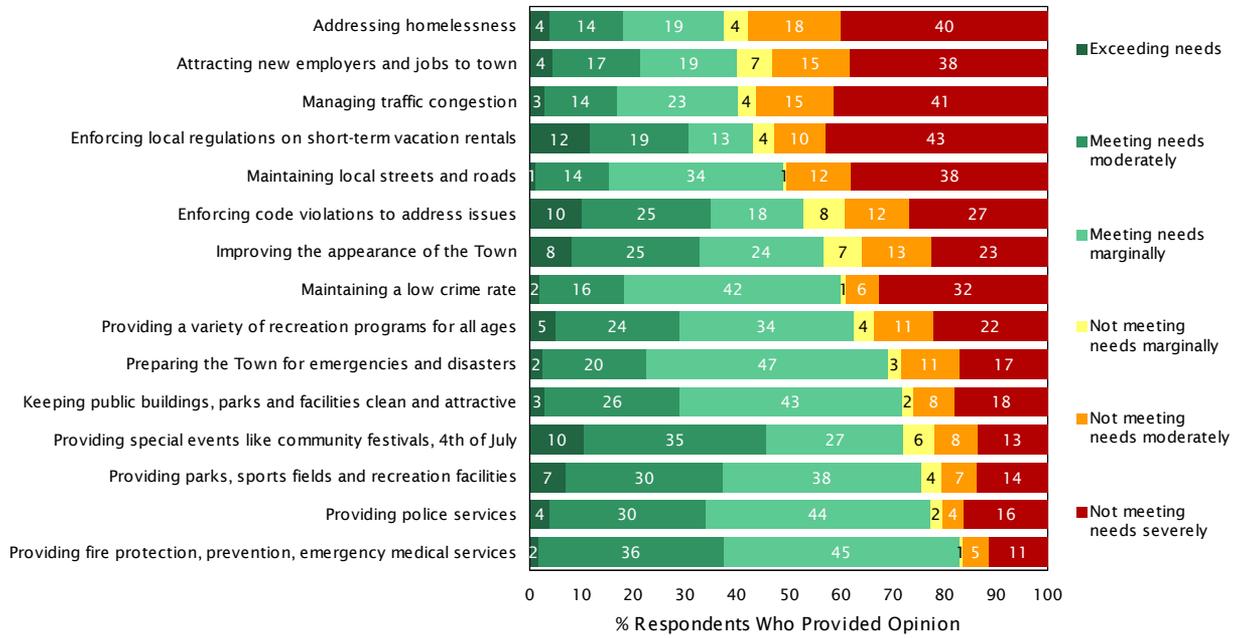
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally
	Somewhat dissatisfied	Not meeting needs, marginally	Not meeting needs, marginally	Not meeting needs, moderately	Not meeting needs, severely
	Very dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs, severely	Not meeting needs, severely

Using this framework, True North categorized respondents individually for each of the 15 services tested in the study. Thus, for example, a respondent who indicated that attracting new employers and jobs to Yucca Valley was somewhat important and they were very satisfied with the Town’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., addressing homelessness) if they were somewhat dissatisfied with the Town’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 10 on the next page presents the 15 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 10 is consistent with that presented in Table 9. Thus, for example, in the service area of addressing homelessness, the Town is exceeding the needs of 4% of respondents, moderately meeting the needs of 14% of respondents, marginally meeting the needs of 19% of respondents, marginally not meeting the needs of 4% of respondents, moderately not meeting the needs of 18% of respondents, and severely not meeting the needs of 40% of respondents.

As shown in the figure, the Town is meeting the needs of at least 60% of residents for the majority of services tested. Operating from the management philosophy that, all other things being equal, the Town should focus on improving those services that have the highest percentage of residents for which the Town is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, addressing homelessness is the top priority, followed by attracting new employers and jobs to town, managing traffic congestion, and enforcing local regulations on short-term vacation rentals.

**FIGURE 10 RESIDENT SERVICE NEEDS**



# TOURISM & SHORT-TERM VACATION RENTALS

Situated on the northern border of Joshua Tree National Park, tourism has always been an important part of Yucca Valley’s local economy. A significant percentage of restaurants, businesses, and local jobs depend on the seasonal influx of visitors and tourists to make ends meet. In addition to the normal flow of tourists, the past year witnessed an apparent surge in visitors to Yucca Valley associated with the COVID-19 pandemic. For some, the ability to work and go to school remotely created more opportunities to visit attractions and national parks like Joshua Tree—and they took advantage of their newfound freedom. For others, Yucca Valley represented an attractive place to get away, practice social distancing, and avoid the health risks associated with dense, urban areas. One indicator of the growing interest in Yucca Valley during the pandemic was the significant increase in the number of short-term vacation rentals available in Town and their occupancy rates.

Recognizing that these changes were likely to have an impact on Yucca Valley residents, the 2021 survey included a series of questions to explore how residents perceive tourism and gauge their opinions and experiences with respect to short-term vacation rentals.

**NUMBER OF TOURISTS** Residents were first asked whether they thought that the number of tourists in Yucca Valley increased, stayed about the same, or decreased over the past three years. Figure 11 presents the results to Question 8 and shows that in 2021, 82% of residents perceived that the number of tourists visiting Yucca Valley had increased in the past few years, 8% said the number has stayed about the same, 2% perceived a decline, while the remaining 8% of respondents were unsure or did not provide a response. As shown in the figure, these results are strikingly similar to the findings of the 2019 survey, prior to the pandemic.

**Question 8** *The Town of Yucca Valley is a natural stop for many tourists who visit Joshua Tree National Park. From what you may have seen, would you say that the number of tourists in Yucca Valley has increased, stayed about the same, or decreased over the past three years?*

**FIGURE 11 NUMBER OF TOURISTS IN YUCCA VALLEY IN PAST 3 THREE YEARS BY STUDY YEAR**

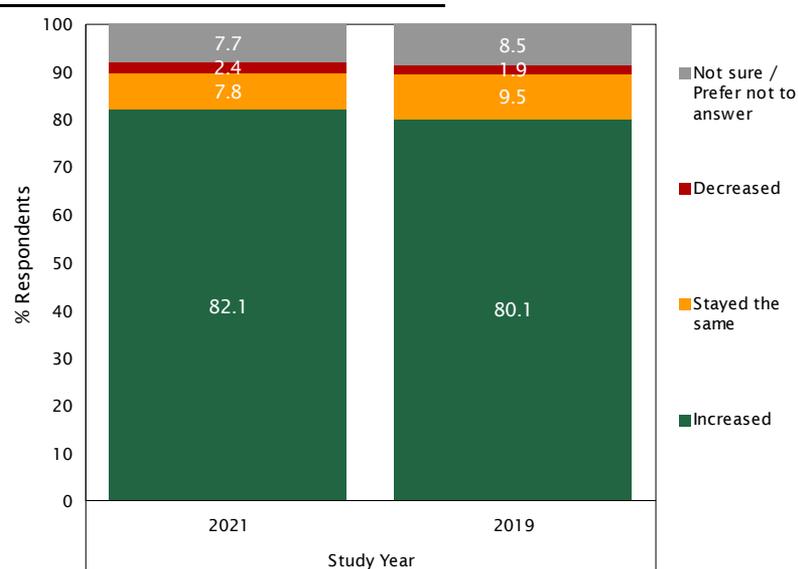
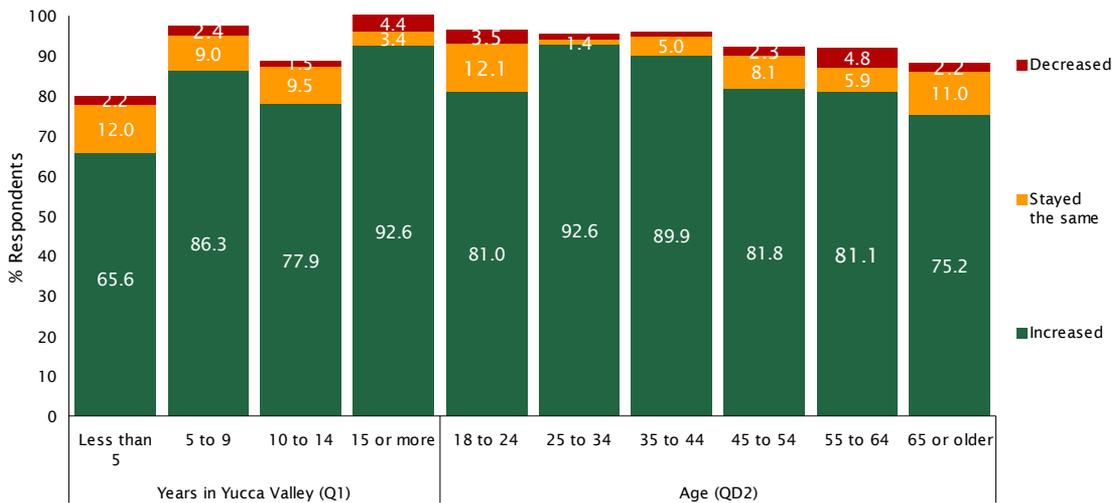


Figure 12 shows residents' perceptions regarding the number of tourists in Yucca Valley by respondents' length of residence and age. Residents who had lived in Town 15 years or more as well as those between 25 and 44 years of age were the most likely to perceive that the number of tourists visiting Yucca Valley increased during the past three years.

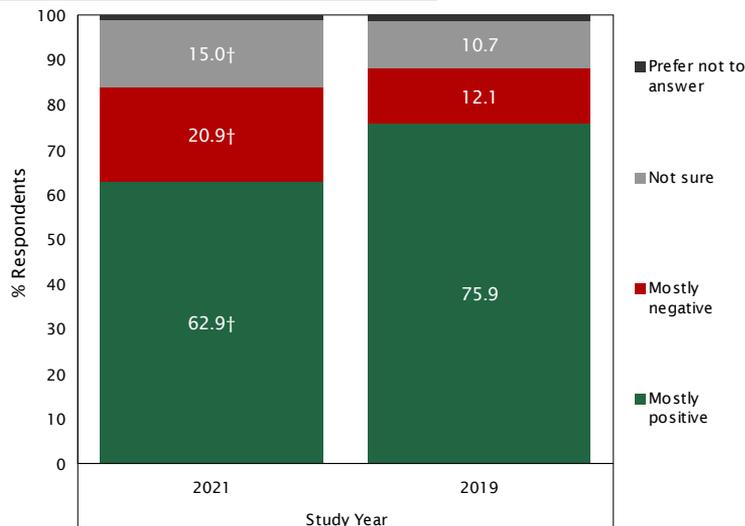
**FIGURE 12 NUMBER OF TOURISTS IN YUCCA VALLEY IN PAST 3 THREE YEARS BY YEARS IN YUCCA VALLEY & AGE**



**PERCEPTION OF TOURISM** The next question in this series simply asked respondents whether they thought that tourism was mostly positive or mostly negative for the Town. As shown in Figure 13, 63% of residents in 2021 viewed tourism positively, 21% viewed it negatively, and 16% were unsure or unwilling to provide a response. When compared to the 2019 survey, the percentage who felt that tourism is mostly positive for the Town decreased significantly (-13%), while the percentage who felt it was mostly negative increased significantly (+9%).

**Question 9** Overall, would you say that tourism is mostly positive or mostly negative for the Town of Yucca Valley?

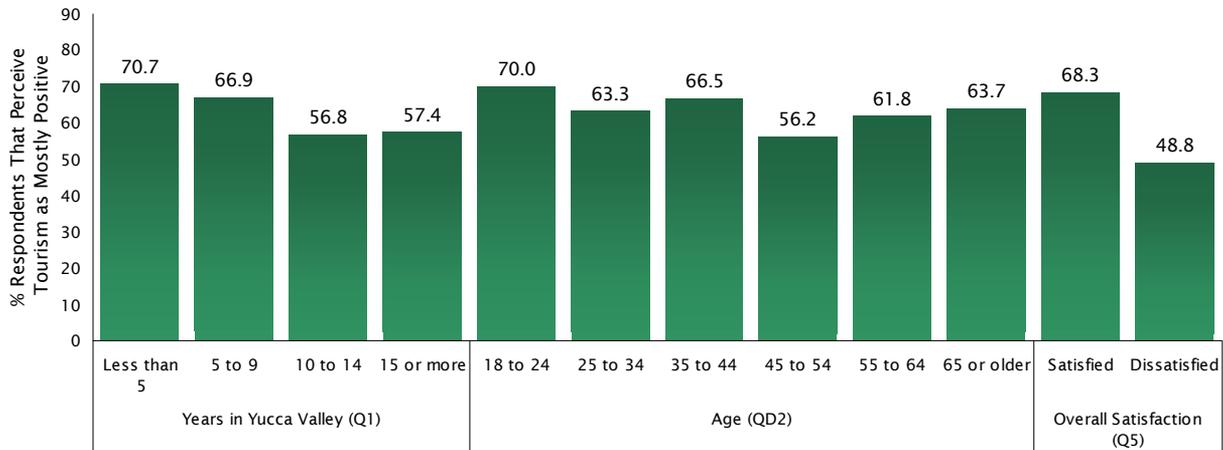
**FIGURE 13 PERCEPTION OF TOURISM BY STUDY YEAR**



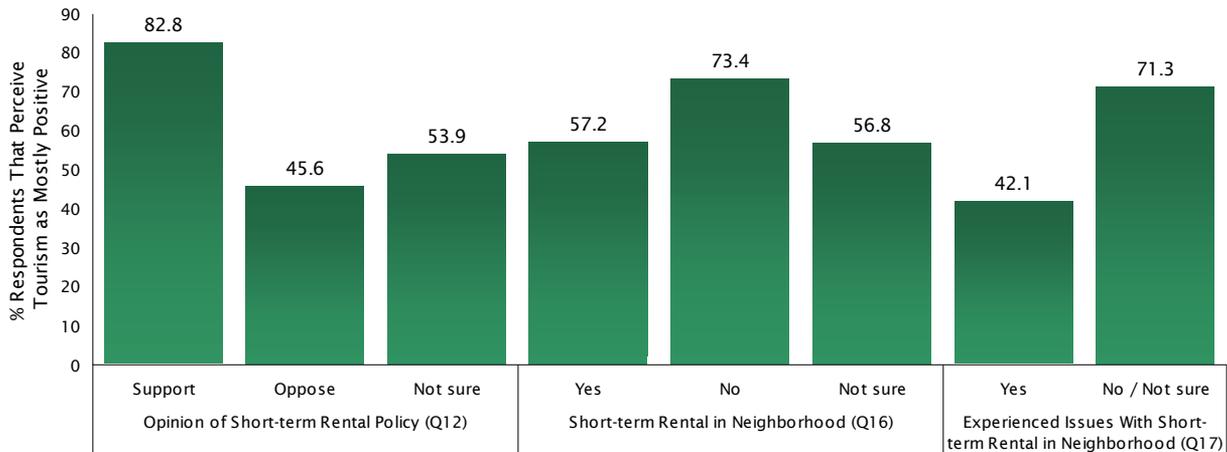
† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

Attitudes about the impacts of tourism on Yucca Valley varied by a number of factors. When compared to their respective counterparts, those who had lived in Yucca Valley less than 10 years, younger residents (under 25), those generally satisfied with the Town’s performance in providing municipal services, individuals who support allowing short-term vacation rentals, those without a short-term vacation rental in their neighborhood, and residents who had not experienced any issues with short-term vacation rentals in their neighborhood were the most likely to perceive that the impacts of tourism in Yucca Valley are mostly positive.

**FIGURE 14 PERCEPTION OF TOURISM BY YEARS IN YUCCA VALLEY, AGE & OVERALL SATISFACTION**



**FIGURE 15 PERCEPTION OF TOURISM BY OPINION OF SHORT-TERM RENTAL, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD**

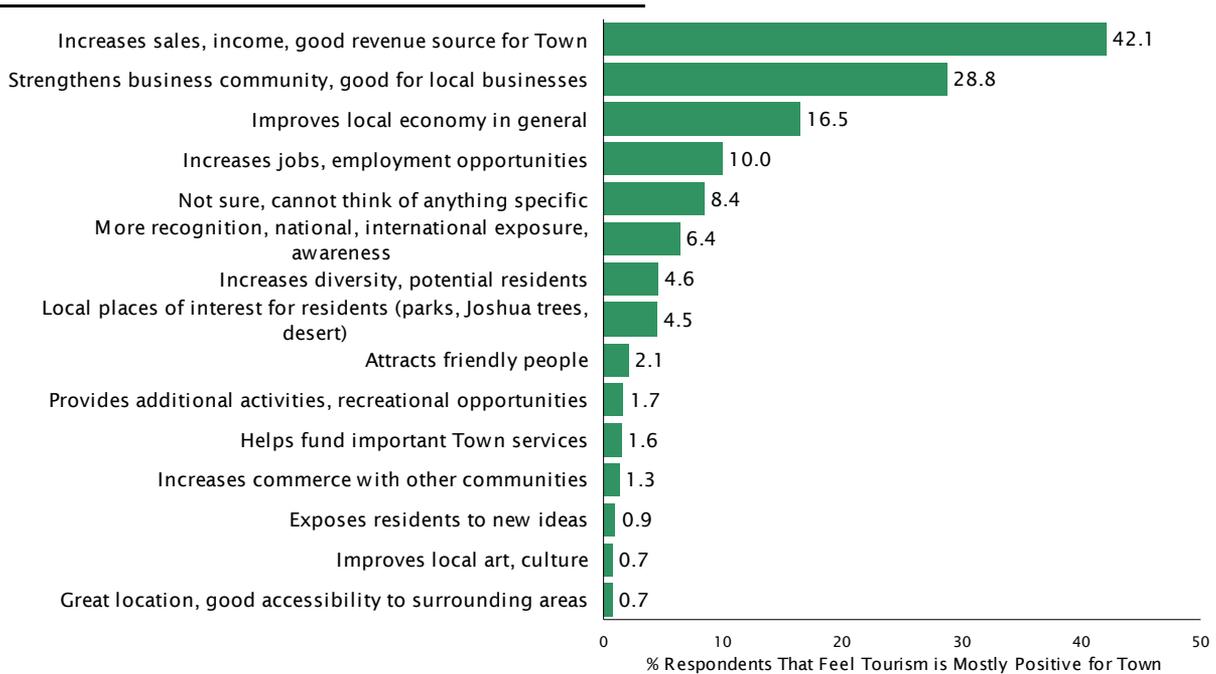


**POSITIVE ASPECTS OF TOURISM** Respondents who felt that tourism was mostly positive for the Town of Yucca Valley were next asked to describe the positive aspects of tourism. Question 10 was posed in an open-ended manner, thereby allowing residents to mention any aspect that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 16 on the next page.

The vast majority of Yucca Valley residents who viewed tourism in a positive light cited the economic impacts for the Town including specific references to increased sales, income, and revenue for the Town (42%) and increased job opportunities (10%), as well as general statements about tourism strengthening the business community/being good for local businesses (29%) and improving the local economy in general (17%). Other reasons mentioned for why tourism was viewed positively included it provides Yucca Valley with national and international recognition, exposure and/or awareness (6%), increases diversity in Town and potential residents (5%), and it supports local places of interest for residents (5%). Table 10 shows that the reasons why Yucca Valley residents view tourism positively changed little between 2019 and 2021.

**Question 10** *What would you say are the positive aspects of tourism for Yucca Valley?*

**FIGURE 16 POSITIVE ASPECTS OF TOURISM**



**TABLE 10 POSITIVE ASPECTS OF TOURISM BY STUDY YEAR**

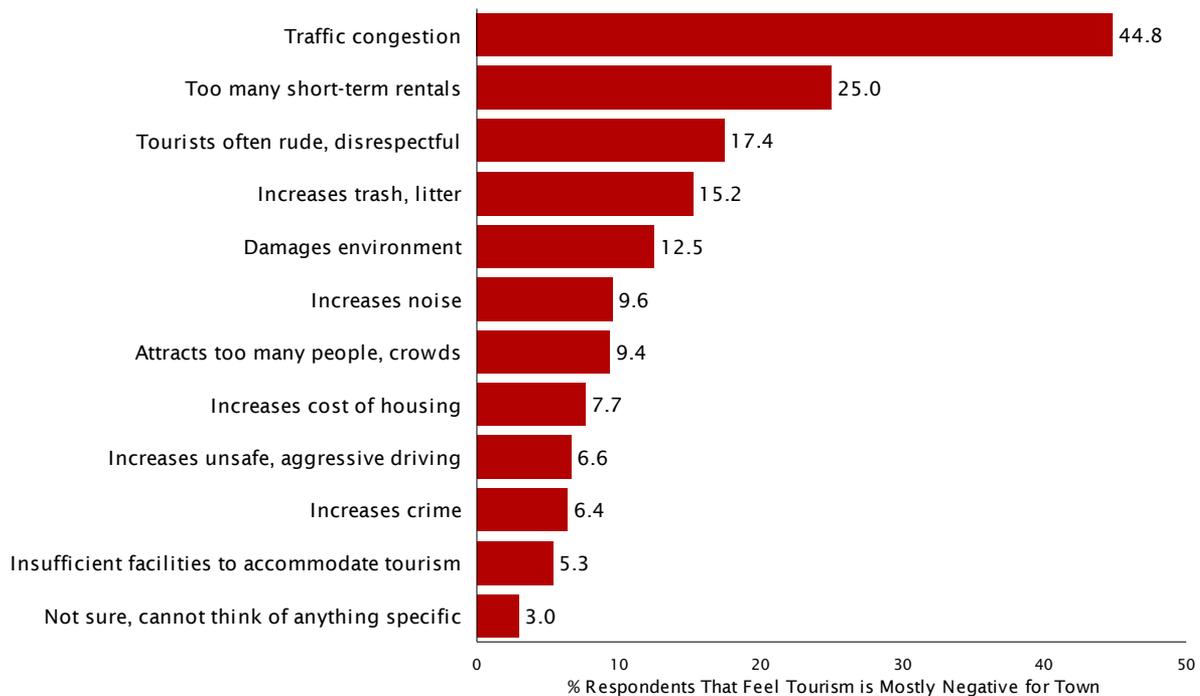
Study Year	
2021	2019
Increases sales, income, good revenue source for Town	Increases sales, income, good revenue source for Town
Strengthens business community, good for local businesses	Strengthens business community, good for local businesses
Improves local economy in general	Increases jobs, employment opportunities
Increases jobs, employment opportunities	Local places of interest for residents (parks, Joshua Tree, desert)
Not sure, cannot think of anything specific	Increases diversity, potential residents

**NEGATIVE ASPECTS OF TOURISM** In an open-ended manner similar to that described above for Question 10, respondents who felt that tourism was mostly *negative* for the Town of Yucca Valley were asked to describe the negative aspects of tourism. True North reviewed the verbatim responses to Question 11 and grouped them into the categories shown in Figure 17 below.

Overall, the most common response to this question was that tourism increases traffic congestion (45%), followed by references to there being too many short-term vacation rentals (25%), the perception that tourists are often rude and disrespectful (17%), and concerns that tourism increases trash/litter (15%), damages the environment (13%), increases noise (10%), and attracts too many people/crowds (9%). As shown in Table 11 on the next page, concerns related to short-term vacation rentals were more common in 2021 when compared to 2019 as a reason for viewing tourism as being mostly negative for Yucca Valley.

**Question 11** *What would you say are the negative aspects of tourism for Yucca Valley?*

**FIGURE 17 NEGATIVE ASPECTS OF TOURISM**



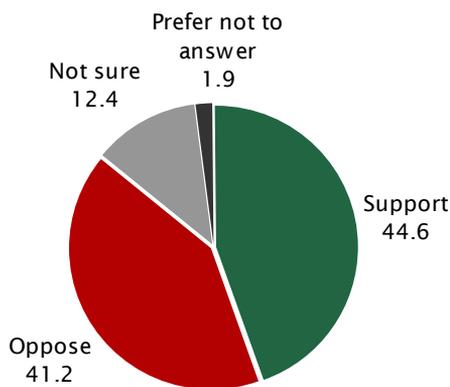
**TABLE 11 NEGATIVE ASPECTS OF TOURISM BY STUDY YEAR**

Study Year	
2021	2019
Traffic congestion	Traffic congestion
Too many short-term rentals	Tourists often rude, disrespectful
Tourists often rude, disrespectful	Attracts too many people, crowds
Increases trash, litter	Damages environment
Damages environment	Too many short-term rentals

**GENERAL OPINION ABOUT SHORT-TERM VACATION RENTALS** Having raised the topic of tourism in general, the survey narrowed at this point to focus on short-term vacation rentals. Respondents were first informed that a short-term vacation rental is a private home or condominium that is rented for less than 30 days at a time—often on a daily or weekly basis to people on vacation through services like AirBNB or VRBO—and that the Town of Yucca Valley allows private property owners to rent their residence on a short-term basis provided that they seek the proper permits and comply with all laws, codes, and regulations. Having provided this background information, Question 12 then simply asked whether respondents support or oppose the policy of allowing short-term vacation rentals in Town.

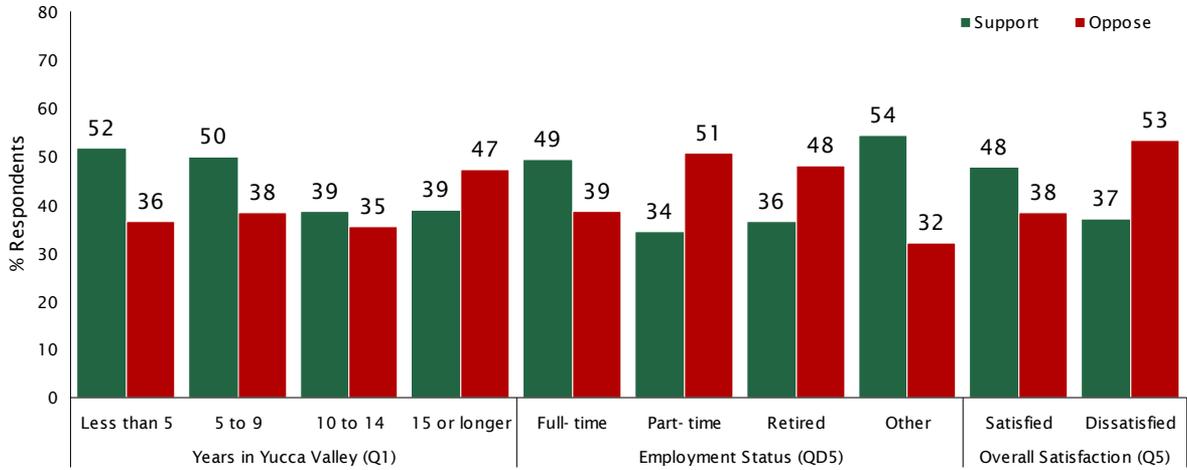
**Question 12** *Next, I would like to ask your opinions and experiences with short-term vacation rental properties in Yucca Valley. To be clear, a short-term vacation rental is a private home or condo that is rented for less than 30 days at a time, often on a daily or weekly basis to people on vacation. These properties are often listed through AirBNB, VRBO, or similar services. The Town of Yucca Valley allows private property owners to rent their residence on a short-term basis, provided that they seek the proper permits and comply with all laws, codes, and regulations. In general, do you support or oppose this policy of allowing short-term vacation rentals in Town?*

**FIGURE 18 OPINION OF SHORT-TERM VACATION RENTALS**

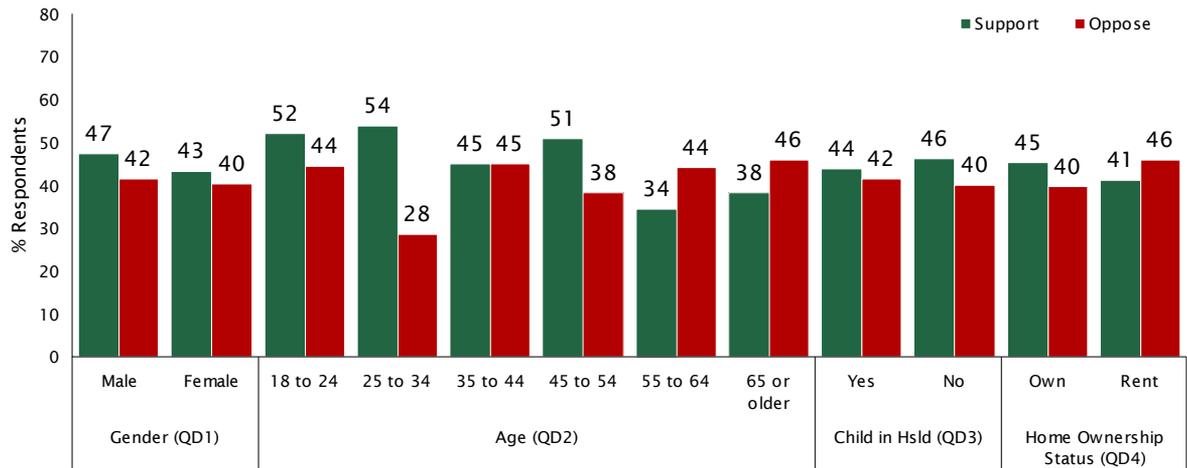


As shown in Figure 18, Yucca Valley residents were fairly evenly split on the topic, with 45% indicating they support allowing short-term vacation rentals in Town, 41% opposed, and the remainder either unsure (12%) or unwilling to share their opinion (2%). When compared to their respective counterparts, those who had lived in Yucca Valley less than 10 years, full-time employees and *other* employment categories (student, homemaker, unemployed), individuals who were generally satisfied with the Town’s performance in providing municipal services, males, those under 35 years of age, and home owners were more likely to support allowing short-term vacation rentals in Yucca Valley (see figures 19-20).

**FIGURE 19 OPINION OF SHORT-TERM VACATION RENTALS BY YEARS IN YUCCA VALLEY, EMPLOYMENT STATUS & OVERALL SATISFACTION**



**FIGURE 20 OPINION OF SHORT-TERM VACATION RENTALS BY GENDER, AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS**

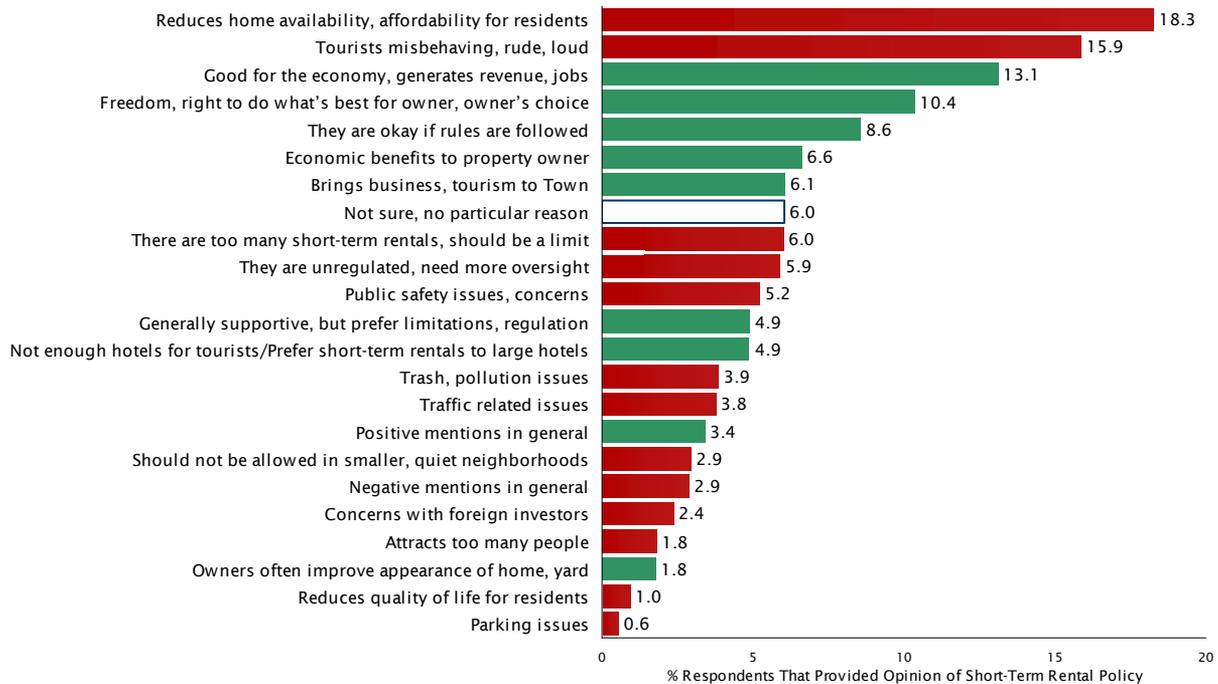


Respondents who either supported or opposed the policy of allowing short-term vacation rentals in Yucca Valley were subsequently asked if there was a particular reason for their position. Question 13 was presented in an open-ended manner, which allowed respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 21 on the next page. Categories that appear in red were cited as reasons for opposing short-term vacation rentals, whereas categories that appear in green were reasons for allowing these types of properties to operate in Yucca Valley.

Among reasons for *opposing* short-term vacation rentals in Yucca Valley, the most common were the perception that they reduce the availability and/or affordability of homes for residents (18%), attract tourists who are rude, loud, or misbehave (16%), there are too many in Town/should be limited (6%), are unregulated and need more oversight (6%), and create public safety issues (5%).

**Question 13** *Is there a particular reason why you <support/oppose> this policy?*

**FIGURE 21 REASONS FOR SHORT-TERM RENTAL POLICY SUPPORT OR OPPOSITION**



At the other end of the spectrum, individuals who *supported* allowing short-term vacation rentals in Yucca Valley cited the benefits of short-term vacation rentals to the local economy because they generate revenue and jobs (13%) and bring business and tourism to Yucca Valley (6%), leaned on private property rights including that private property owners should have the right to do what they feel is best (10%) and short-term vacation rentals provide economic benefits to property owners (7%), or explained that they should be allowed as long as they follow the rules (9%).

**ATTITUDES RELATED TO SHORT-TERM VACATION RENTALS** Having measured respondents' general support for (or opposition to) allowing short-term vacation rentals in Yucca Valley, the survey proceeded to develop a more nuanced profile of opinions of short-term vacation rentals and their impacts. For each of the statements shown on the left of Figure 22, respondents were asked to indicate the degree to which they agreed or disagreed with each statement. The statements were presented in a random order for each respondent to avoid a systematic position-order bias, but are sorted from high to low in the figure based on the percentage of respondents who agreed with the statement.

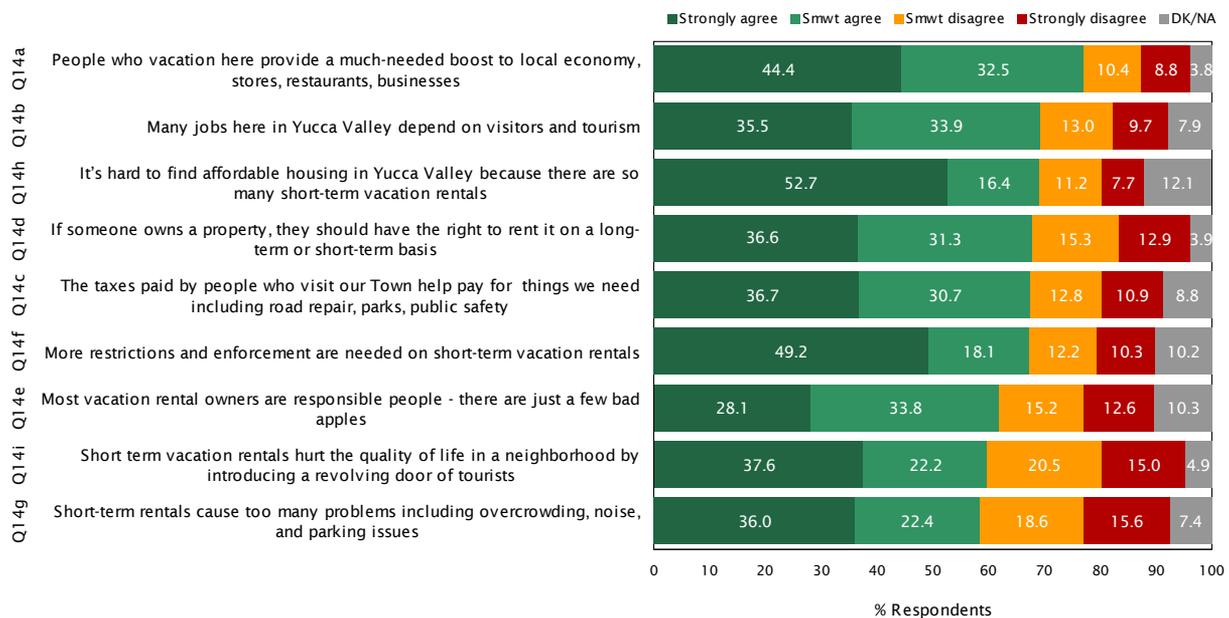
Figure 22 makes clear that Yucca Valley residents often see both the positives *and* the negatives associated with short-term vacation rentals. On the positive side, at least two-thirds of respondents agreed that *People who vacation here provide a much-needed boost to our local economy, stores, restaurants, and businesses* (77% strongly or somewhat agree), *Many jobs here in Yucca Valley depend on visitors and tourism* (69%), *If someone owns a property, they should have the right to rent it on a long-term or short-term basis* (68%), and *The taxes paid by people who visit*

our Town help pay for the things we need including road repair, parks, and public safety (67%). Approximately six-in-ten respondents also shared the opinion that *Most vacation rental owners are responsible people—there are just a few bad apples* (62%).

The above notwithstanding, a clear majority of respondents also agreed with statements that referenced the potential downsides or challenges associated with allowing short-term vacation rentals, including *It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals* (69%), *More restrictions and enforcement are needed on short-term vacation rentals* (67%), *Short term vacation rentals hurt the quality of life in a neighborhood by introducing a revolving door of tourists* (60%), and *Short-term rentals cause too many problems including overcrowding, noise, and parking issues* (58%).

**Question 14** *People have expressed different views about short-term vacation rentals in Yucca Valley. As I read the following statements, I'd like to know whether you agree or disagree with each statement. Here is the (first/next) one: \_\_\_\_\_. Do you agree or disagree with this statement?*

**FIGURE 22 AGREEMENT WITH STATEMENTS ABOUT SHORT-TERM RENTALS**



For the interested reader, tables 12-14 on the next page show how the level of agreement with each statement tested in Question 14 varied across key resident subgroups. It's worth noting that the presence (or absence) of a short-term vacation rental in a neighborhood appears to shape respondents' opinions on related topics to a considerable degree. Those who were aware of a short-term vacation rental in their neighborhood were generally less likely to perceive the benefits, more likely to perceive the problems, and more apt to support more restrictions and greater enforcement on these types of properties. These patterns become even more pronounced if a respondent experienced issues or problems with a short-term vacation rental in their neighborhood.

**TABLE 12 AGREEMENT WITH STATEMENTS ABOUT SHORT-TERM VACATION RENTAL BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION (SHOWING % STRONG & SOMEWHAT)**

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
People who vacation here provide a much-needed boost to local economy, stores, restaurants, businesses	78.3	80.5	71.0	76.6	78.3	73.2	83.2	60.2
Many jobs here in Yucca Valley depend on visitors and tourism	69.2	78.1	73.5	65.0	71.2	64.5	74.2	55.9
It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals	57.7	66.0	71.6	78.5	69.0	70.3	68.2	75.0
If someone owns a property, they should have the right to rent it on a long-term or short-term basis	72.0	71.3	61.8	65.4	67.6	67.3	71.4	58.4
Taxes paid by people who visit Town help pay for things we need incl road repair, parks, public safety	74.7	76.3	64.3	59.7	68.7	64.4	74.0	51.5
More restrictions and enforcement are needed on short-term vacation rentals	58.2	63.3	74.6	74.2	67.8	69.0	67.9	70.3
Most vacation rental owners are responsible people - there are just a few bad apples	60.3	67.0	62.3	60.8	62.2	61.7	66.5	51.5
Short term vacation rentals hurt quality of life in a neighborhood by introducing a revolving door of tourists	52.1	58.2	65.7	64.6	58.7	62.6	59.7	64.2
Short-term rentals cause too many problems including overcrowding, noise, and parking issues	49.9	53.8	52.5	68.1	58.4	58.9	58.9	60.2

**TABLE 13 AGREEMENT WITH STATEMENTS ABOUT SHORT-TERM VACATION RENTALS BY AGE & CHILD IN HSLD (SHOWING % STRONG & SOMEWHAT)**

	Age (QD2)						Child in HslD (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
People who vacation here provide a much-needed boost to local economy, stores, restaurants, businesses	80.7	75.7	82.9	78.5	70.8	77.8	75.9	78.6
Many jobs here in Yucca Valley depend on visitors and tourism	76.4	67.9	72.2	60.4	66.4	75.8	67.2	71.2
It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals	76.5	69.7	76.2	68.7	65.1	66.6	77.4	66.4
If someone owns a property, they should have the right to rent it on a long-term or short-term basis	74.6	78.4	67.1	67.6	62.6	64.0	66.1	70.2
Taxes paid by people who visit Town help pay for things we need incl road repair, parks, public safety	63.2	66.1	74.5	68.9	66.1	68.1	71.4	67.8
More restrictions and enforcement are needed on short-term vacation rentals	68.0	65.2	69.8	70.1	63.6	69.0	71.6	65.6
Most vacation rental owners are responsible people - there are just a few bad apples	84.2	52.8	65.1	70.0	53.9	60.2	65.0	62.3
Short term vacation rentals hurt quality of life in a neighborhood by introducing a revolving door of tourists	49.3	55.5	54.3	67.1	55.1	67.5	59.4	59.5
Short-term rentals cause too many problems including overcrowding, noise, and parking issues	48.4	51.8	61.0	66.5	54.3	63.8	60.8	57.1

**TABLE 14 AGREEMENT WITH STATEMENTS ABOUT SHORT-TERM VACATION RENTAL BY OPINION OF SHORT-TERM RENTAL POLICY, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD (SHOWING % STRONG & SOMEWHAT)**

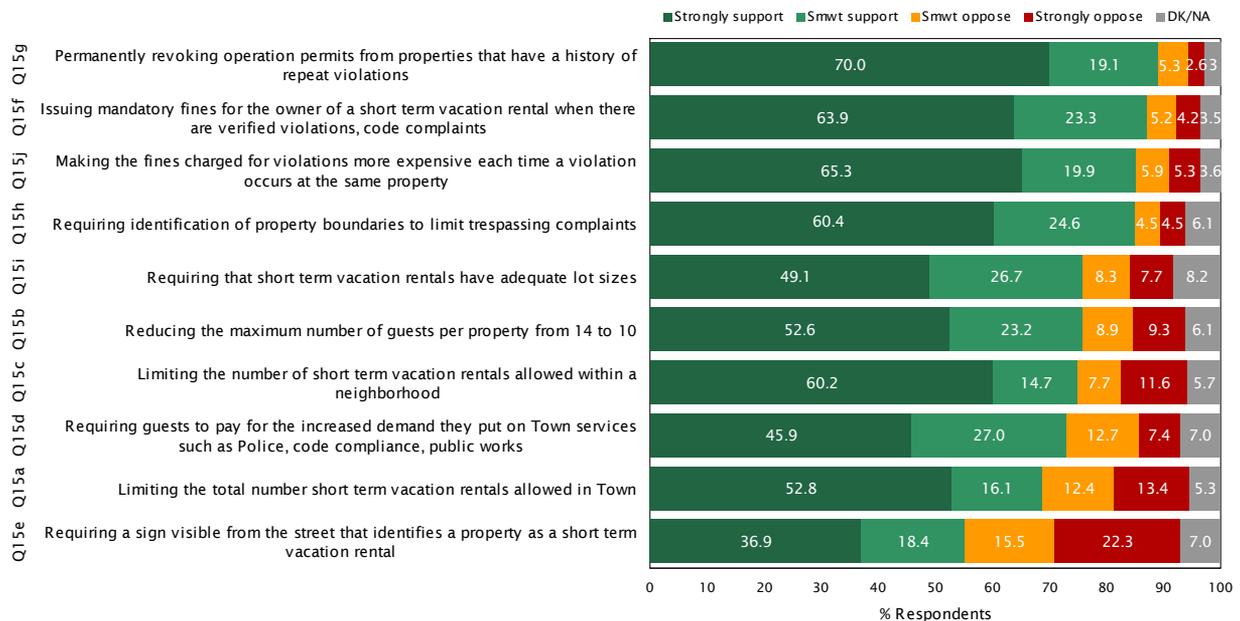
	Opinion of STR Policy (Q12)			STR in Neighborhood (Q16)			Experienced Issues w/STR in Neighborhood (Q17)	
	Support	Oppose	Not sure	Yes	No	Not sure	Yes	No/Not sure
People who vacation here provide a much-needed boost to local economy, stores, restaurants, businesses	95.1	58.4	79.9	70.8	87.0	76.3	52.9	86.1
Many jobs here in Yucca Valley depend on visitors and tourism	85.8	53.2	63.8	66.0	73.1	75.3	53.2	77.1
It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals	47.0	93.8	67.4	76.2	59.2	71.3	90.9	60.9
If someone owns a property, they should have the right to rent it on a long-term or short-term basis	93.1	39.9	75.3	60.1	80.4	65.7	44.3	78.4
Taxes paid by people who visit Town help pay for things we need incl road repair, parks, public safety	86.0	47.8	64.8	60.7	77.3	69.4	47.3	76.2
More restrictions and enforcement are needed on short-term vacation rentals	41.8	94.3	72.3	75.2	53.1	79.0	94.8	57.1
Most vacation rental owners are responsible people - there are just a few bad apples	85.7	39.2	54.5	56.7	71.7	57.5	32.2	72.6
Short term vacation rentals hurt quality of life in a neighborhood by introducing a revolving door of tourists	28.2	92.7	65.5	66.3	46.6	73.8	89.7	47.5
Short-term rentals cause too many problems including overcrowding, noise, and parking issues	26.7	92.7	59.6	67.0	44.7	64.0	90.0	45.8

**POTENTIAL ACTIONS FOR SHORT-TERM VACATION RENTALS** The next question in this series (Question 15) focused on actions the Town is considering taking related to short-term vacation rentals. For each action listed on the left of Figure 23, respondents were asked whether they support or oppose the Town taking the action. Although residents of Yucca Valley often differ on the general policy of allowing short-term vacation rentals in Town (see *General Opinion About Short-Term Vacation Rentals* on page 31), they tend to agree on the need to regulate these properties and not tolerate irresponsible owners. Indeed, the strongest levels of support were found for actions that deal with “problem” properties, including permanently revoking operation permits from properties that have a history of repeat violations (89% strongly or somewhat support), issuing mandatory fines for the owner of a short-term vacation rental when there are verified violations and code complaints (87%), and making the fines charged for violations more expensive each time a violation occurs at the same property (85%).

At least three-quarters of respondents also supported the Town requiring identification of property boundaries to limit trespassing complaints (85%), requiring that short-term vacation rentals have adequate lot sizes (76%), reducing the maximum number of guests per property from 14 to 10 (76%), and limiting the number of short-term vacation rentals allowed in a neighborhood (75%). When compared to the other actions tested, support was a bit softer for requiring guests to pay for the increased demand they put on Town services such as Police, code compliance, and public works (73%), limiting the total number of vacation rentals allowed in Town (69%), and requiring a sign visible from the street that identifies a property as a short-term vacation rental (55%).

**Question 15** *The Town is considering taking several actions related to short-term vacation rentals in the future. For each that I read, please indicate whether you support or oppose the Town taking this action. Here is the (first/next) one: \_\_\_\_\_. Would you support or oppose the Town taking this action?*

**FIGURE 23 SUPPORT FOR ACTIONS RELATED TO SHORT-TERM VACATION RENTALS**



Tables 15-17 show how support for each action tested in Question 15 varied across subgroups of Yucca Valley residents. As one might expect, those who had experienced issues with a short-term vacation rental in their neighborhood exhibited the strongest, most consistent support for regulatory and enforcement actions related to these properties.

**TABLE 15 SUPPORT FOR ACTIONS RELATED TO SHORT-TERM VACATION RENTALS BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION (SHOWING % STRONG & SOMEWHAT)**

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
Permanently revoking operation permits from properties that have a history of repeat violations	87.1	87.0	91.7	91.2	89.8	88.1	89.9	86.4
Issuing mandatory fines for owner of a short term vacation rental when there are verified violations, code complaints	86.4	86.6	87.4	88.6	88.1	86.2	89.0	86.3
Making the fines charged for violations more expensive each time a violation occurs at the same property	83.9	86.2	83.2	86.2	85.0	87.1	86.3	85.5
Requiring identification of property boundaries to limit trespassing complaints	86.9	85.5	80.4	85.1	84.7	85.7	87.7	81.3
Requiring that short term vacation rentals have adequate lot sizes	74.0	77.4	78.2	76.1	76.0	75.4	77.9	75.0
Reducing the maximum number of guests per property from 14 to 10	71.1	80.5	73.5	77.0	76.4	77.2	76.9	75.0
Limiting the number of short term vacation rentals allowed within a neighborhood	71.3	68.0	82.7	79.6	72.6	80.8	77.6	71.5
Requiring guests to pay for the increased demand they put on Town services	69.3	72.2	67.4	77.5	74.9	70.8	74.0	76.7
Limiting the total number short term vacation rentals allowed in Town	64.4	65.1	80.4	71.5	65.9	76.9	71.1	67.7
Requiring a sign visible from the street that identifies a property as a short term vacation rental	48.7	61.0	50.8	57.9	55.0	58.3	56.5	56.3

**TABLE 16 SUPPORT FOR ACTIONS RELATED TO SHORT-TERM VACATION RENTALS BY AGE & CHILD IN HSLD (SHOWING % STRONG & SOMEWHAT)**

	Age (QD2)						Child in Hsld (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Permanently revoking operation permits from properties that have a history of repeat violations	85.3	89.4	84.9	88.6	87.7	93.0	86.3	90.1
Issuing mandatory fines for owner of a short term vacation rental when there are verified violations, code complaints	91.2	85.3	81.6	89.6	82.0	90.6	84.2	88.4
Making the fines charged for violations more expensive each time a violation occurs at the same property	81.1	78.4	88.9	82.4	83.8	91.0	81.2	86.7
Requiring identification of property boundaries to limit trespassing complaints	86.9	91.3	84.9	88.3	80.8	81.3	89.9	83.4
Requiring that short term vacation rentals have adequate lot sizes	81.6	69.7	65.4	76.9	76.9	78.5	75.4	76.4
Reducing the maximum number of guests per property from 14 to 10	70.6	62.9	67.8	75.3	87.2	81.7	69.8	77.7
Limiting the number of short term vacation rentals allowed within a neighborhood	86.1	67.0	67.8	74.3	73.5	80.0	73.9	75.5
Requiring guests to pay for the increased demand they put on Town services	78.2	68.4	69.5	77.5	72.8	73.0	73.5	72.4
Limiting the total number short term vacation rentals allowed in Town	80.9	55.5	69.1	72.6	65.4	73.6	67.1	69.5
Requiring a sign visible from the street that identifies a property as a short term vacation rental	64.0	49.5	59.4	50.5	53.1	59.2	55.4	55.7

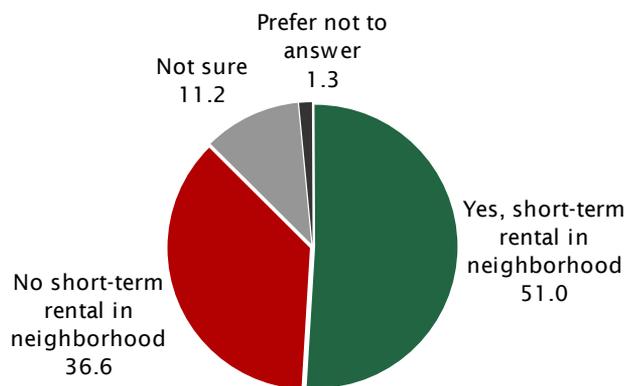
**TABLE 17 SUPPORT FOR ACTIONS RELATED TO SHORT-TERM VACATION RENTALS BY OPINION OF SHORT-TERM RENTAL POLICY, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD (SHOWING % STRONG & SOMEWHAT)**

	Opinion of STR Policy (Q12)			STR in Neighborhood (Q16)			Experienced Issues w/STR in Neighborhood (Q17)	
	Support	Oppose	Not sure	Yes	No	Not sure	Yes	No/Not sure
Permanently revoking operation permits from properties that have a history of repeat violations	81.3	97.3	91.1	91.4	85.3	93.1	99.3	85.3
Issuing mandatory fines for owner of a short term vacation rental when there are verified violations, code complaints	78.8	96.2	89.3	89.2	84.1	89.9	97.3	83.8
Making the fines charged for violations more expensive each time a violation occurs at the same property	74.6	96.7	87.0	88.4	81.0	87.8	95.3	81.8
Requiring identification of property boundaries to limit trespassing complaints	81.0	90.7	82.3	86.4	82.2	89.3	91.9	82.6
Requiring that short term vacation rentals have adequate lot sizes	63.7	89.9	78.4	76.6	72.4	85.9	87.1	71.7
Reducing the maximum number of guests per property from 14 to 10	59.4	93.6	77.3	77.9	71.2	83.1	93.2	69.2
Limiting the number of short term vacation rentals allowed within a neighborhood	54.8	96.8	74.7	78.7	66.3	87.9	94.0	67.2
Requiring guests to pay for the increased demand they put on Town services	57.2	91.3	71.4	79.1	63.5	77.6	93.2	65.4
Limiting the total number short term vacation rentals allowed in Town	42.5	97.0	69.8	75.6	57.0	77.5	94.9	58.5
Requiring a sign visible from the street that identifies a property as a short term vacation rental	36.2	78.0	48.7	61.4	44.3	63.1	78.8	46.6

**VACATION RENTAL IN YOUR NEIGHBORHOOD?** Just over half (51%) of Yucca Valley residents surveyed knew of one or more vacation rental properties operating in their neighborhood, whereas 37% indicated that there were no such properties in their neighborhood and 13% were unsure or unwilling to answer the question (Figure 24).

**Question 16** *Do you know of any residential properties in your neighborhood that are being used as a vacation rental?*

**FIGURE 24 SHORT-TERM RENTAL IN NEIGHBORHOOD**

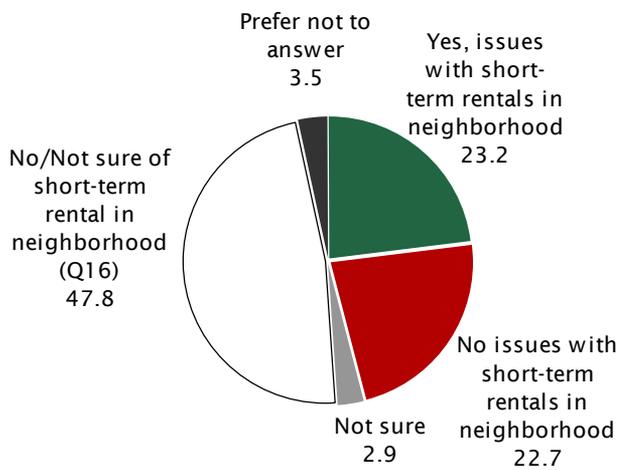


**ISSUES WITH VACATION RENTALS IN YOUR NEIGHBORHOOD?** The final two questions in this series asked respondents who had short-term vacation rentals in their neighborhood whether they had experienced any issues related to these properties (Question 17) and, if yes, to describe the problems they had experienced (Question 18). Figure 25 presents the results of Question 17 in the context of *all* respondents. Overall, approximately one-quarter of

those surveyed (23%) reported that they had experienced issues with vacation rental properties in their neighborhood. A similar percentage (23%) indicated that there are vacation rentals in their neighborhood, but they have not experienced any issues. The remaining respondents were not aware of a short-term vacation rental property in their neighborhood (48%), were unsure (3%), or preferred to not answer the question (3%).

**Question 17** *Have you experienced any issues with the vacation rentals in your neighborhood?*

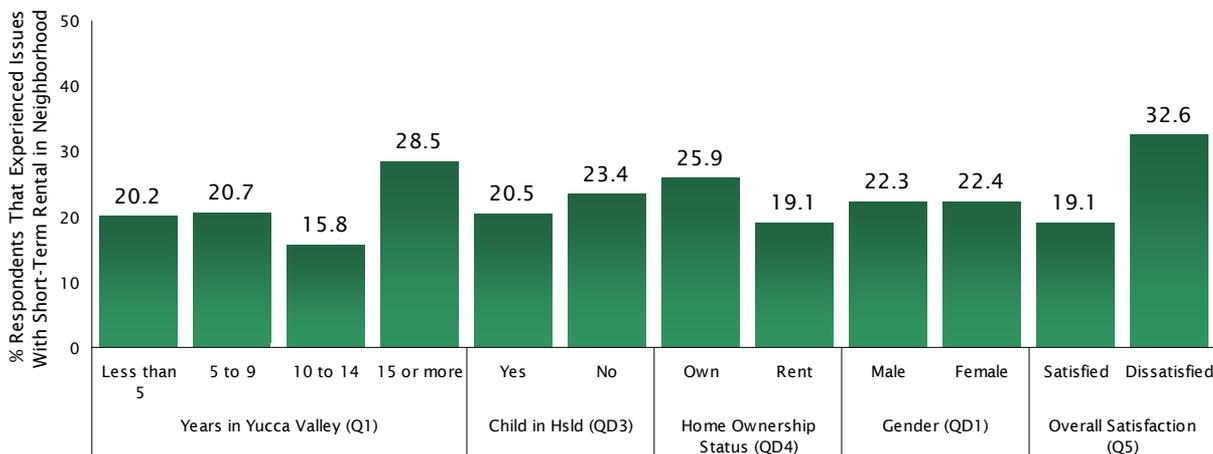
**FIGURE 25 EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD**



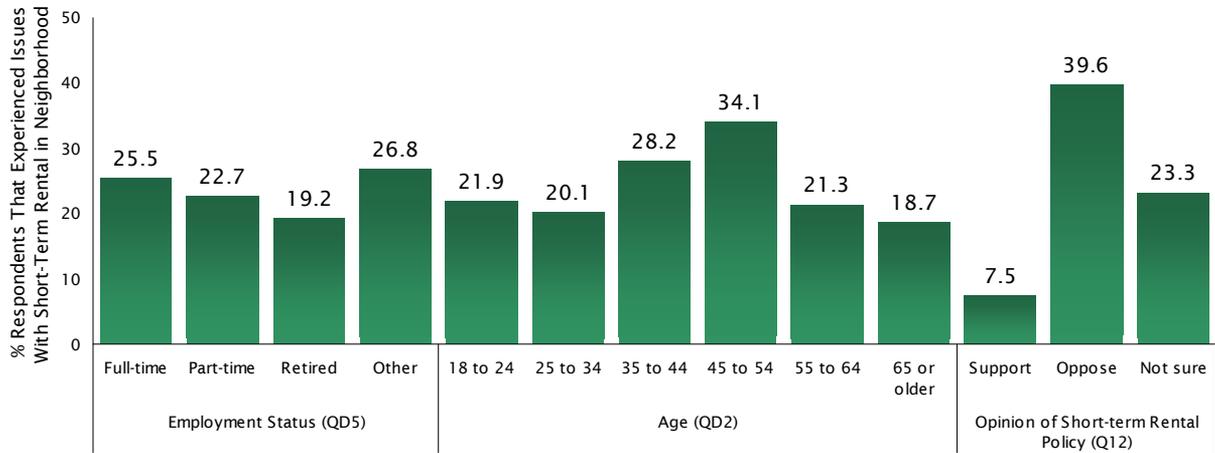
Figures 26 and 27 show how the percentage of Yucca Valley residents who experienced issues with a vacation rental property in their neighborhood varied by subgroup. When compared to their respective counterparts, those who had lived in Town at least 15 years, home owners, those generally dissatisfied with the Town’s performance in providing municipal services, those in ‘other’ employment categories (student, homemaker, unemployed), respondents between 45 and 54 years of age, and those generally opposed to allowing short-term vacation rentals in

Yucca Valley were the most likely to have experienced issues with a vacation rental property in their neighborhood.

**FIGURE 26 EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD BY YEARS IN YUCCA VALLEY, CHILD IN HSLD, HOME OWNERSHIP STATUS, GENDER & OVERALL SATISFACTION**



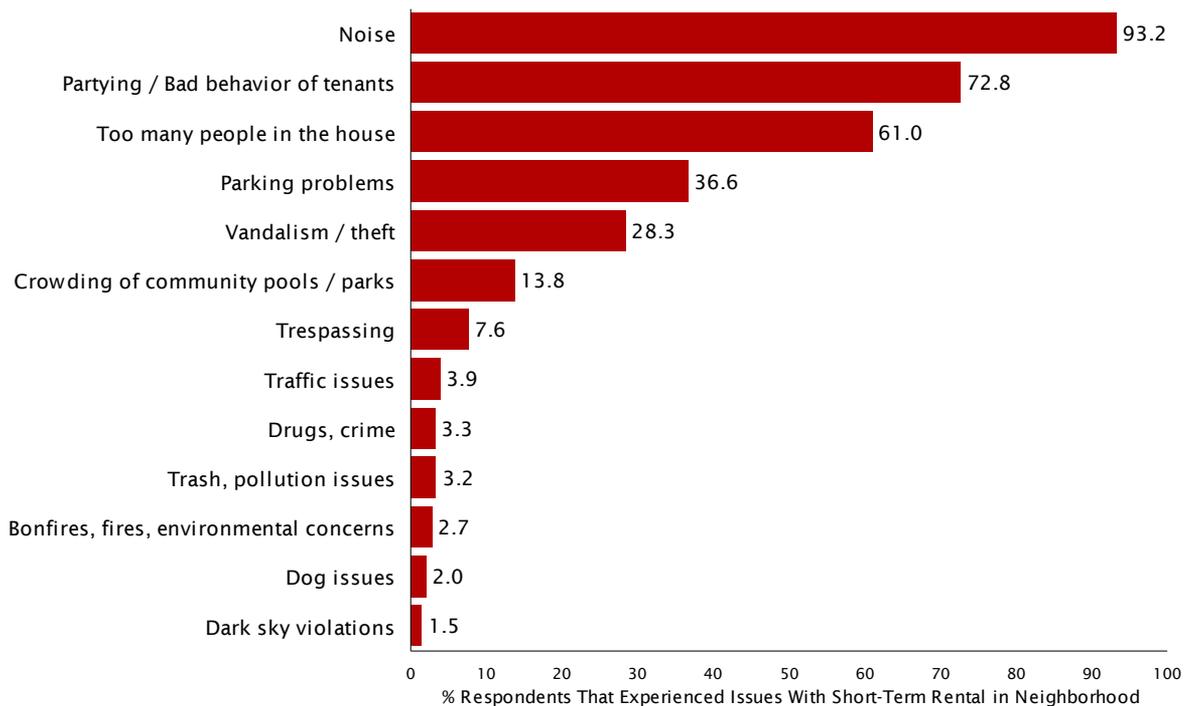
**FIGURE 27 EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD BY EMPLOYMENT STATUS, AGE & OPINION OF SHORT-TERM RENTAL POLICY**



When asked to describe the problems they had experienced with respect to vacation rental properties in their neighborhood (Figure 28), the most common were noise (93%), partying/tenant bad behavior (73%), having too many people in a home (61%), parking problems (37%), and vandalism or theft (28%). A small percentage of respondents also cited crowding of community pools and/or parks (14%) and trespassing (8%) as problems they’ve experienced in their neighborhood due to short-term vacation rentals.

**Question 18** *Please briefly describe the problems you have experienced*

**FIGURE 28 PROBLEM WITH VACATION RENTAL**

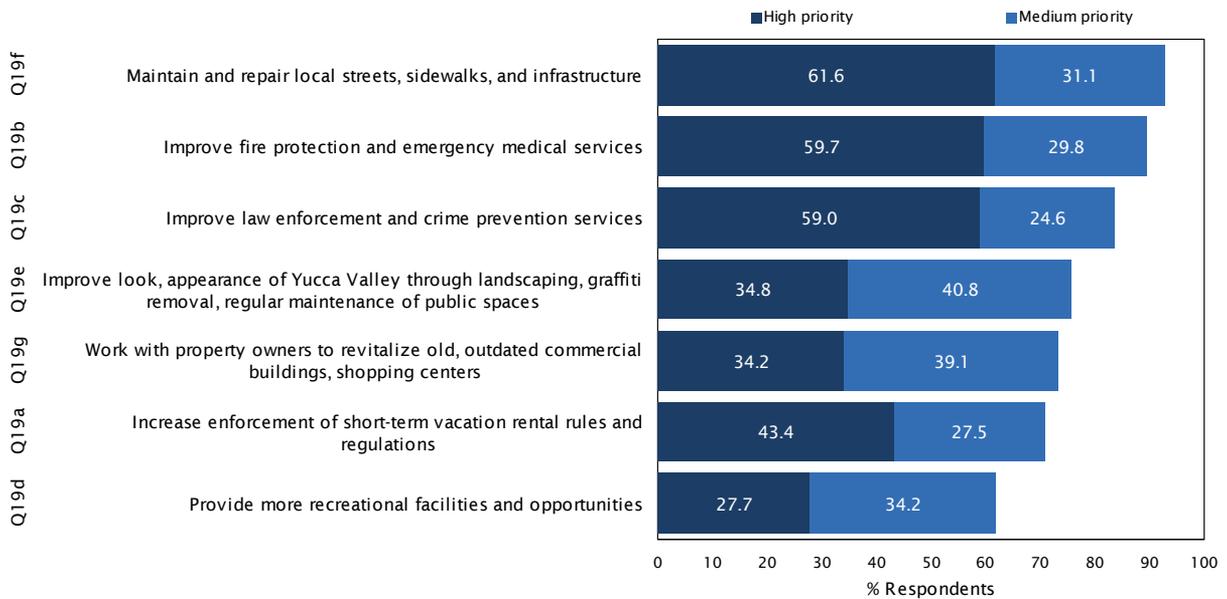


## FUTURE PRIORITIES

It is often the case that residents’ desires for public facilities and programs exceed a town’s financial resources. In such cases, a town must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents. Question 19 was designed to provide Yucca Valley with a reliable measure of how residents, as a whole, prioritize a variety of projects, programs, and improvements to which the Town could allocate resources in the future. The format of the question was straightforward: after informing respondents that the Town does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each project shown in Figure 29 should be a high, medium, or low priority for future town spending—or if the Town should not spend money on the project at all.

**Question 19** *The Town of Yucca Valley has limited financial resources to provide local services, programs and projects desired by residents. Because it can't fund every service, program and project, however, the Town must set priorities. As I read each of the following items, please indicate whether you think the Town should make the item a high priority, a medium priority, or a low priority for future spending. If you feel the Town should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

**FIGURE 29 FUTURE PRIORITIES**



The projects and programs are sorted in Figure 29 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future town spending. Among the projects tested, maintaining and repairing local streets, sidewalks, and infrastructure was assigned the highest priority (93% high or medium priority), followed by improving fire protection and emergency medical services (90%), and improving law enforcement and crime prevention services (84%). At least seven-in-ten respondents also rated as a high or medium priority improving the look and appearance of Yucca Valley through landscaping, graffiti removal, and regular maintenance of public spaces (76%), working with property owners to revitalize old, outdated commercial buildings and shopping centers (73%), and increasing the enforcement of

short-term vacation rental rules and regulations (71%). Approximately 62% of respondents also assigned a high or medium priority to providing more recreational facilities and opportunities. Tables 18-20 show how the percentage who rated each item a *high* priority varied across Yucca Valley subgroups, with the top three items highlighted in green to ease comparisons.

**TABLE 18 FUTURE PRIORITIES BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)**

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
Maintain and repair local streets, sidewalks, and infrastructure	65.7	63.0	49.9	61.5	63.0	58.5	60.9	59.2
Improve fire protection and emergency medical services	66.3	64.1	47.4	56.4	55.7	67.8	59.8	58.2
Improve law enforcement and crime prevention services	52.7	62.5	66.8	60.3	60.5	56.2	62.8	52.0
Increase enforcement of short-term vacation rental rules and regulations	39.3	44.8	43.4	45.5	44.0	43.6	43.7	46.1
Improve look, appearance of Yucca Valley through landscaping, graffiti removal, maintenance of public spaces	40.2	37.6	34.3	30.1	37.2	30.9	33.3	36.2
Work with property owners to revitalize old, outdated commercial buildings, shopping centers	37.7	36.0	23.3	33.8	35.8	31.0	32.7	39.7
Provide more recreational facilities and opportunities	25.4	24.9	15.9	34.1	26.7	29.8	27.6	31.6

**TABLE 19 FUTURE PRIORITIES BY AGE & CHILD IN HSLD (SHOWING % HIGH PRIORITY)**

	Age (QD2)						Child in HslD (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Maintain and repair local streets, sidewalks, and infrastructure	59.9	54.1	60.4	56.9	70.0	66.2	56.4	64.1
Improve fire protection and emergency medical services	79.8	65.1	55.0	57.7	52.0	56.9	63.8	58.9
Improve law enforcement and crime prevention services	45.2	51.9	47.0	65.6	61.5	68.5	61.0	58.5
Increase enforcement of short-term vacation rental rules and regulations	38.3	29.4	45.0	42.0	46.6	54.3	38.5	44.8
Improve look, appearance of Yucca Valley through landscaping, graffiti removal, maintenance of public spaces	32.3	25.2	33.2	28.4	45.9	40.2	31.4	36.6
Work with property owners to revitalize old, outdated commercial buildings, shopping centers	29.6	32.6	38.6	35.3	37.9	33.4	33.1	34.1
Provide more recreational facilities and opportunities	24.3	41.8	43.9	27.1	24.9	16.7	46.0	21.0

**TABLE 20 FUTURE PRIORITIES BY OPINION OF SHORT-TERM RENTAL POLICY, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD (SHOWING % HIGH PRIORITY)**

	Opinion of STR Policy (Q12)			STR in Neighborhood (Q16)			Experienced Issues w/STR in Neighborhood (Q17)	
	Support	Oppose	Not sure	Yes	No	Not sure	Yes	No/Not sure
Maintain and repair local streets, sidewalks, and infrastructure	64.0	57.5	68.1	56.4	67.7	69.6	51.7	65.0
Improve fire protection and emergency medical services	59.9	61.8	55.6	56.5	63.8	66.2	55.0	62.9
Improve law enforcement and crime prevention services	54.2	64.6	60.8	57.2	59.3	71.4	58.6	59.0
Increase enforcement of short-term vacation rental rules and regulations	20.3	72.3	35.0	52.7	29.4	45.1	72.8	31.4
Improve look, appearance of Yucca Valley through landscaping, graffiti removal, maintenance of public spaces	38.3	32.4	34.7	33.1	35.0	43.4	24.6	38.4
Work with property owners to revitalize old, outdated commercial buildings, shopping centers	37.2	33.4	28.7	36.1	32.0	36.7	31.6	35.5
Provide more recreational facilities and opportunities	31.4	22.2	32.4	27.0	27.2	33.7	18.6	30.6

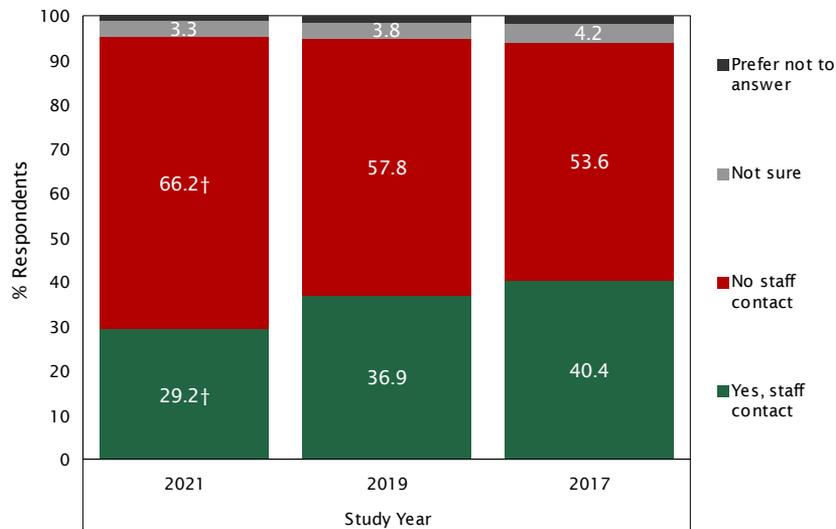
## CUSTOMER SERVICE

In many ways, town staff are the face of the organization. When residents have an issue they need addressed, a question answered, or simply require assistance on a town-related manner, it is typically staff that handles these interactions. Accordingly, the survey included questions to gauge the frequency of staff interaction with residents, as well as profile staff’s accessibility, helpfulness, and professionalism.

**STAFF CONTACT** With the pandemic and its impacts on the Town’s operations during much of the past 12 months, it is not surprising that the percentage of respondents who reported being in contact with Town staff during this period was somewhat lower in 2021 (29%) when compared to prior years (Figure 30). When compared with their respective counterparts, residents who have lived in Yucca Valley for 5 to 9 years, home owners, males, those dissatisfied with the Town’s overall performance in providing municipal services, residents between 35 and 44 years of age, those with a short-term vacation rental in their neighborhood, and those who had experienced issues with vacation rentals were the most likely to report having been in contact with Town staff during the 12 months preceding the interview (see figures 31-33).

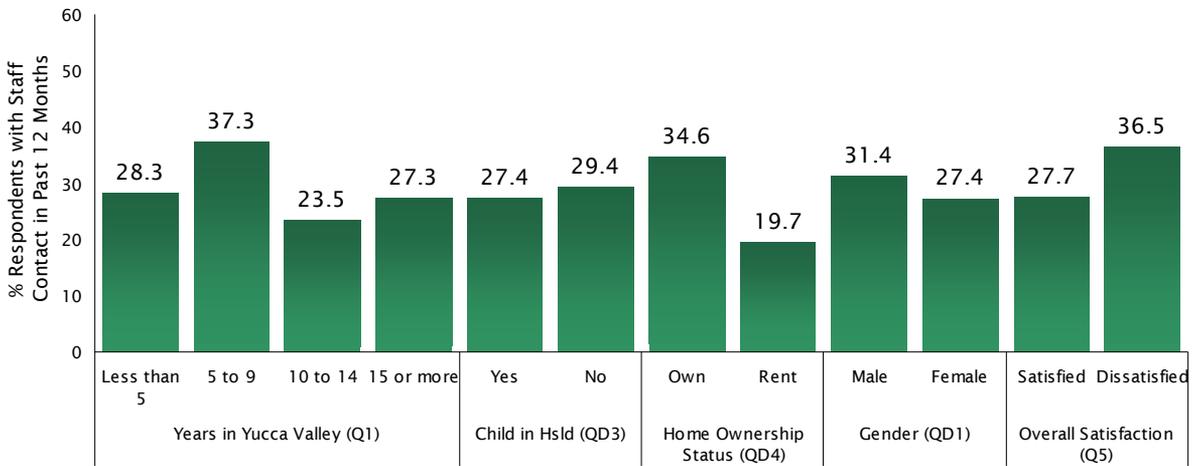
**Question 20** *In the past 12 months, have you been in contact with staff from the Town of Yucca Valley?*

**FIGURE 30 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS**

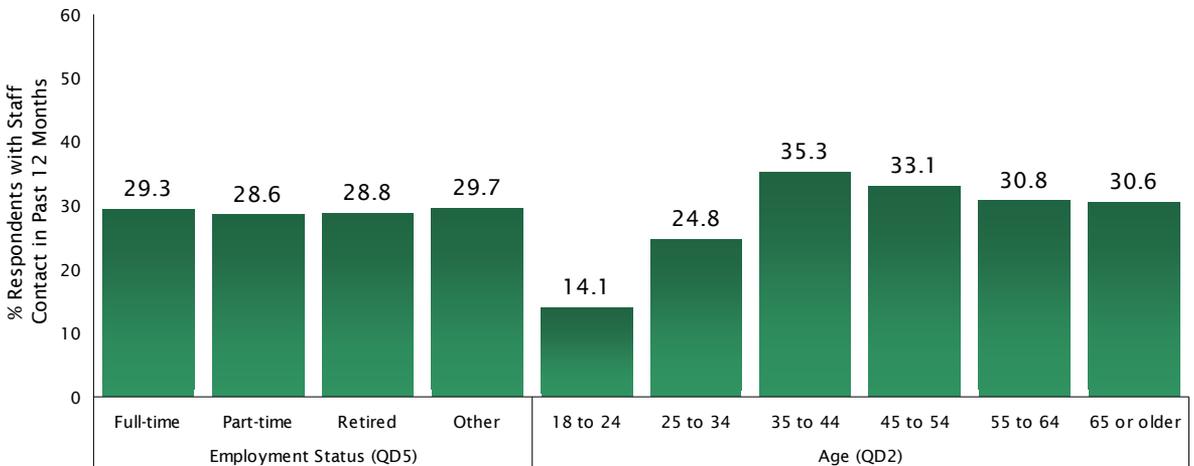


† Statistically significant change ( $p < 0.05$ ) between the 2019 and 2021 studies.

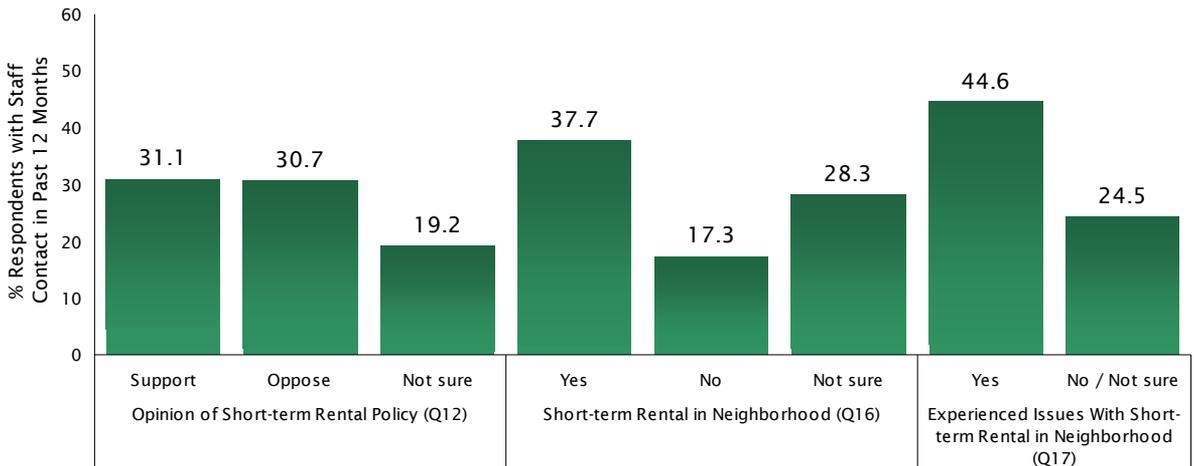
**FIGURE 31 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS BY YEARS IN YUCCA VALLEY, CHILD IN HSLD, HOME OWNERSHIP, GENDER & OVERALL SATISFACTION**



**FIGURE 32 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS BY EMPLOYMENT STATUS & AGE**



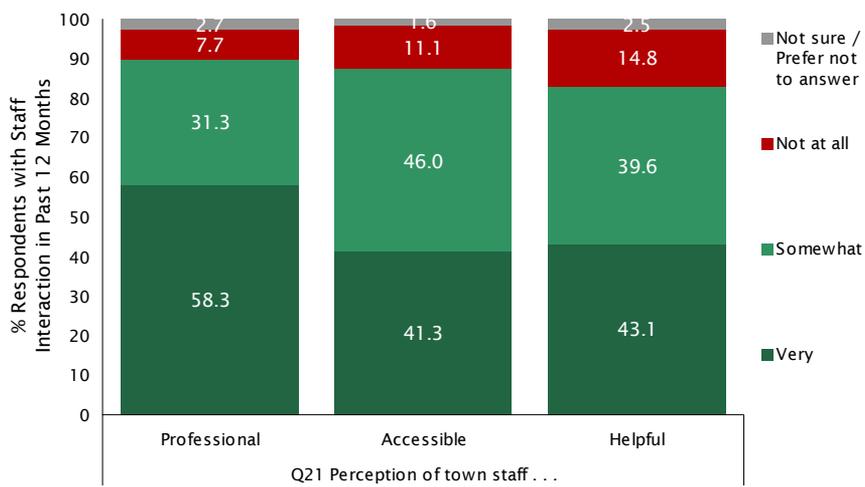
**FIGURE 33 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS BY OPINION OF SHORT-TERM RENTAL POLICY, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD**



**ASSESSMENT OF TOWN STAFF** The next question in this series asked respondents who had been in contact with staff to rate staff members’ accessibility, helpfulness, and professionalism. The findings of this question, presented in Figure 34, show that staff received high ratings for all three dimensions tested. More than eight-in-ten respondents who had interacted with Yucca Valley staff in the past 12 months felt that staff were very or somewhat *professional* (90%), very or somewhat *accessible* (87%), and very or somewhat *helpful* (83%). Despite the challenges presented by the pandemic, it is encouraging that there were no statistically significant changes in how staff were rated between 2019 and 2021 (see Table 21).

**Question 21** *In your opinion, was the staff at the Town very \_\_\_\_\_, somewhat \_\_\_\_\_, or not at all \_\_\_\_\_. Read one item at a time, continue until all items are read.*

**FIGURE 34 RATING ASPECTS OF TOWN STAFF**



**TABLE 21 RATING ASPECTS OF TOWN STAFF BY STUDY YEAR**

	Study Year			Change in % Very & Smwt 2019 to 2021
	2021	2019	2017	
Professional	89.6	88.7	94.6	+0.9
Accessible	87.3	89.7	95.3	-2.4
Helpful	82.7	85.8	92.0	-3.1

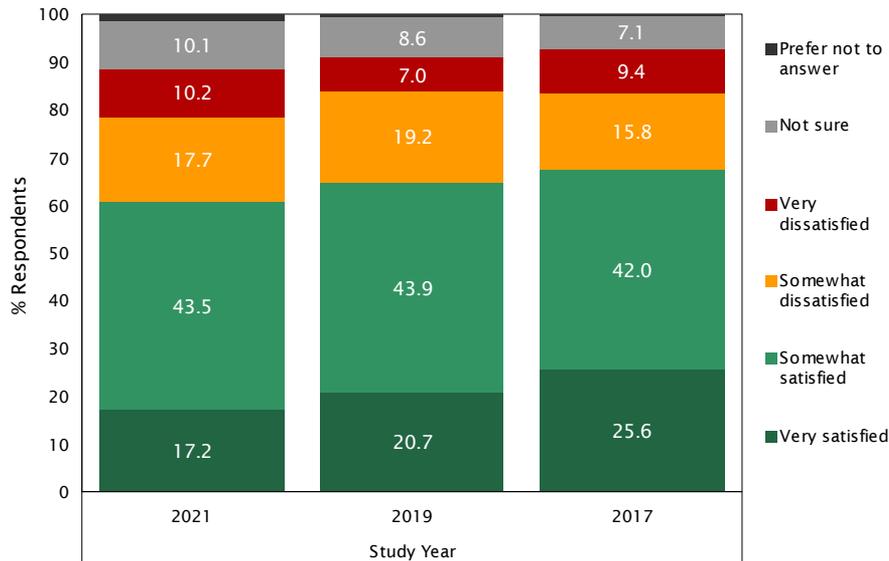
# COMMUNICATION

The importance of the Town’s communications with residents cannot be over-stated. Much of Yucca Valley’s success is shaped by the quality of information that is exchanged in both directions, from the Town to the community and from the community to the Town. This study is just one example of Yucca Valley’s efforts to enhance the information flow to the Town to better understand the community’s concerns, perceptions, and priorities. Some of Yucca Valley’s many efforts to communicate with its residents include its newsletters, timely press releases, and its website. In this section, we present the results of several communication-related questions.

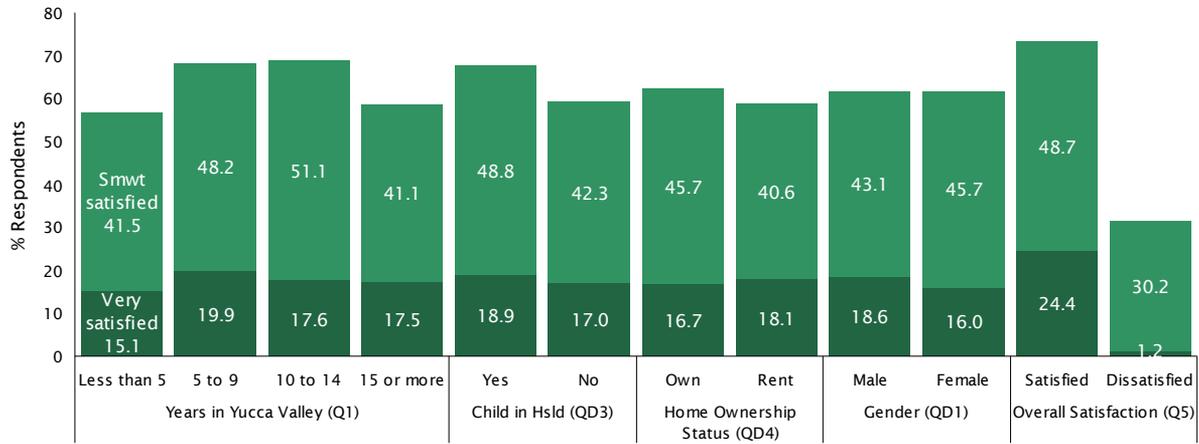
**OVERALL SATISFACTION** Question 22 asked Yucca Valley residents to report their satisfaction with town-resident communication. As shown in the figure below, 61% of respondents indicated they were satisfied with the Town’s efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means in 2021. The remaining respondents were either dissatisfied with the Town’s efforts in this respect (28%), unsure of their opinion (10%), or unwilling to share their opinion (1%). There were no statistically significant changes in resident satisfaction with the Town’s communication efforts between 2019 to 2021. Figures 36-38 on the next page show how satisfaction with the Town’s communication efforts in 2021 varied across subgroups of Yucca Valley residents.

**Question 22** *Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means*

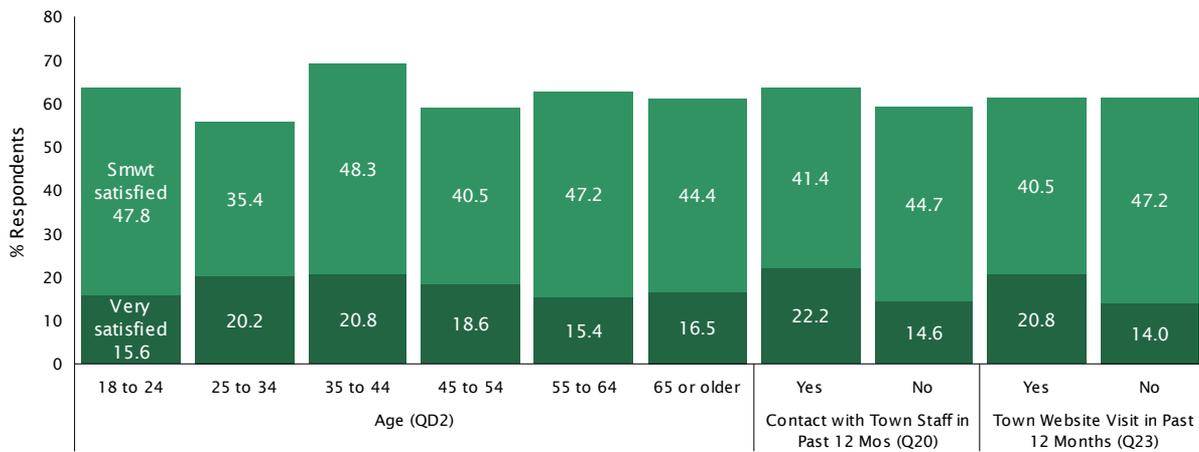
**FIGURE 35 SATISFACTION WITH COMMUNICATION BY STUDY YEAR**



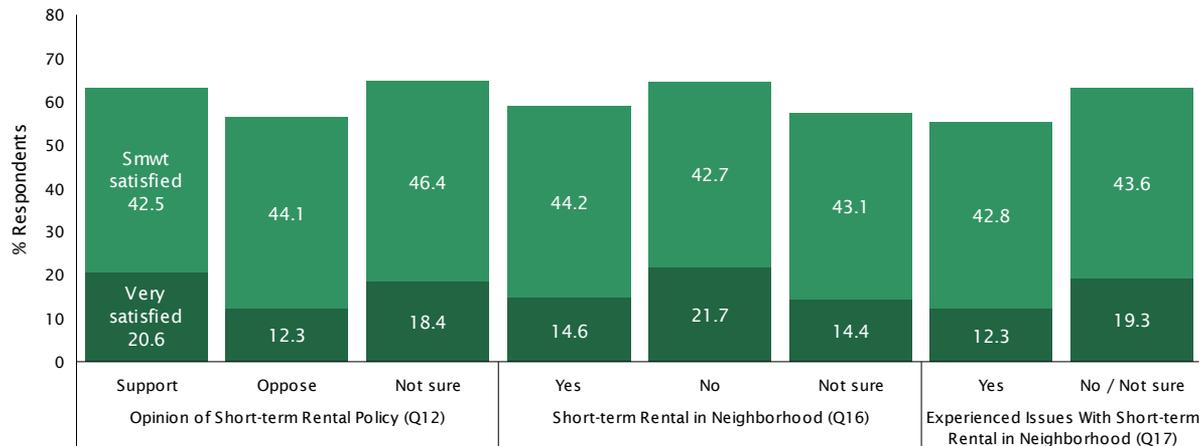
**FIGURE 36 SATISFACTION WITH COMMUNICATION BY YEARS IN YUCCA VALLEY, CHILD IN HSLD, HOME OWNERSHIP, GENDER & OVERALL SATISFACTION**



**FIGURE 37 SATISFACTION WITH COMMUNICATION BY AGE, CONTACT WITH TOWN STAFF IN PAST 12 MONTHS & TOWN WEBSITE VISIT IN PAST 12 MONTHS**



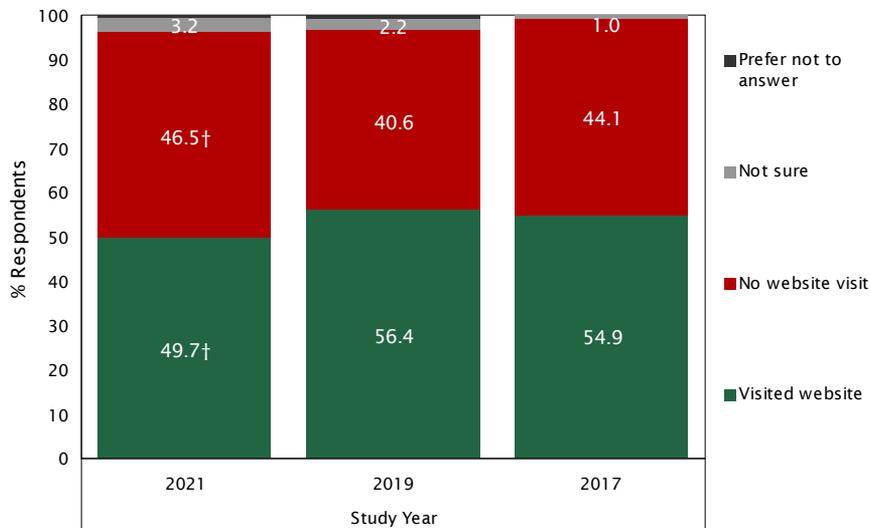
**FIGURE 38 SATISFACTION WITH COMMUNICATION BY OPINION OF SHORT-TERM RENTAL POLICY, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD**



**TOWN WEBSITE** The survey next asked whether the respondent had visited the Town’s website during the 12 months prior to the interview. In 2021, approximately half (50%) of respondents indicated they had visited the Town’s website during the 12 months preceding the interview, which represents a statistically significant decline of 6% when compared to the 2019 study findings (Figure 39). Residents who have lived in Yucca Valley between five and nine years, those with a child in the home, home owners, individuals dissatisfied with the Town’s overall performance in providing municipal services, respondents between 35 to 44 years of age, those who had been in contact with town staff in the past 12 months, those who were aware of a short-term vacation rental in their neighborhood, and those who had experienced issues with a vacation rental in their neighborhood were the most likely to report having visited the Town’s website during this period (see figures 40-42).

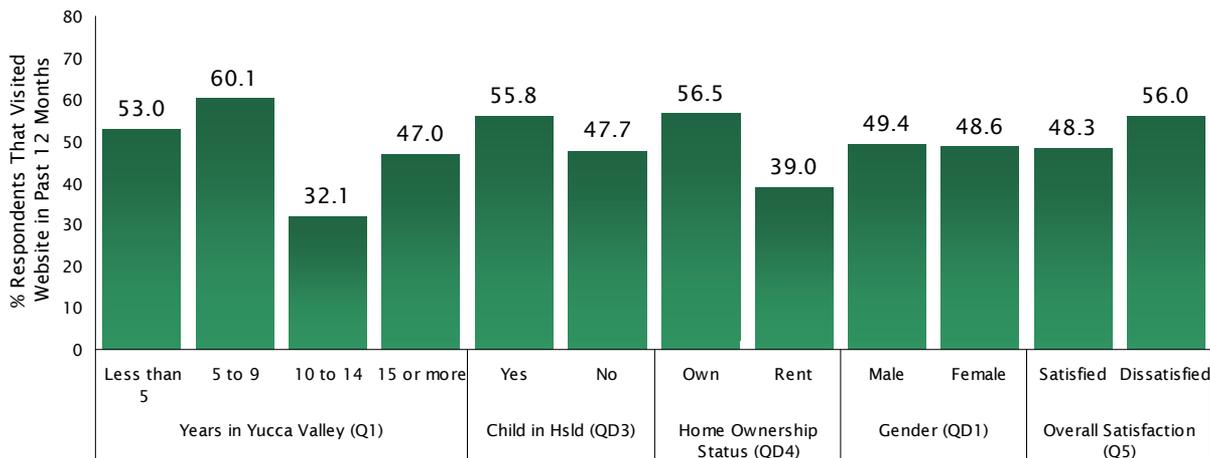
**Question 23** *In the past 12 months, have you visited the Town's website?*

**FIGURE 39 VISITED TOWN’S WEBSITE IN PAST 12 MONTHS BY STUDY YEAR**

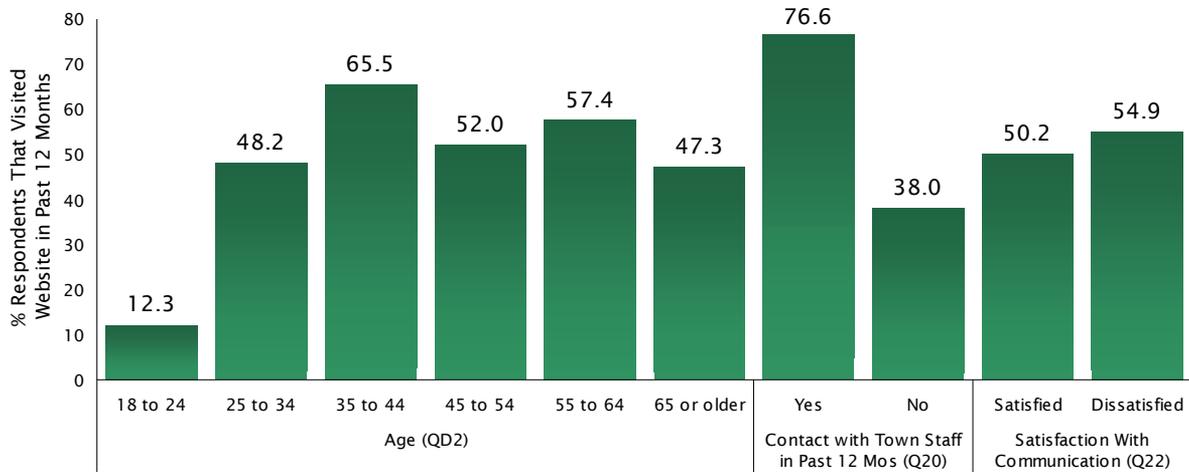


† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

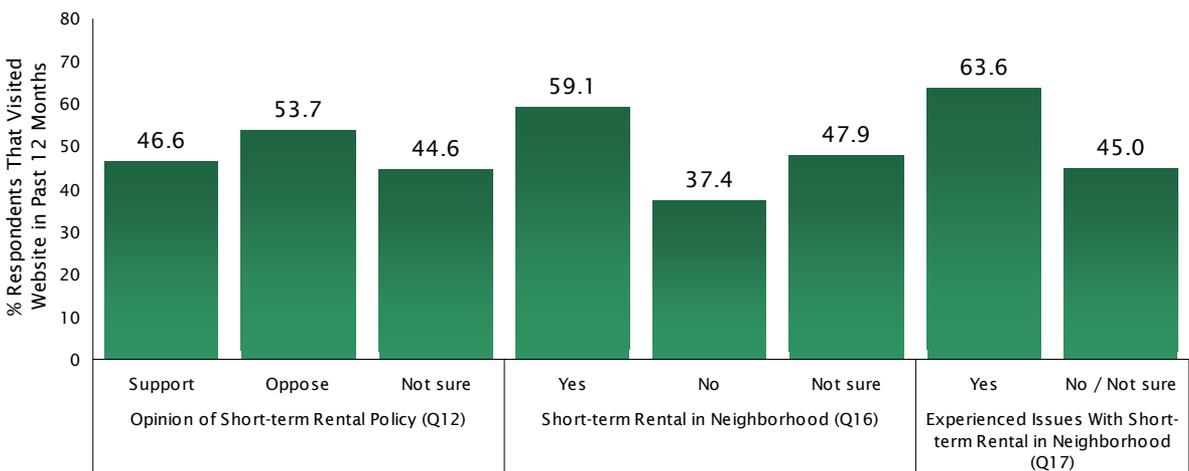
**FIGURE 40 VISITED TOWN’S WEBSITE IN PAST 12 MONTHS BY YEARS IN YUCCA VALLEY, CHILD IN HSLD, HOME OWNERSHIP, GENDER & OVERALL SATISFACTION**



**FIGURE 41 VISITED TOWN’S WEBSITE IN PAST 12 MONTHS BY AGE, CONTACT WITH TOWN STAFF IN PAST 12 MONTHS & SATISFACTION WITH COMMUNICATION**



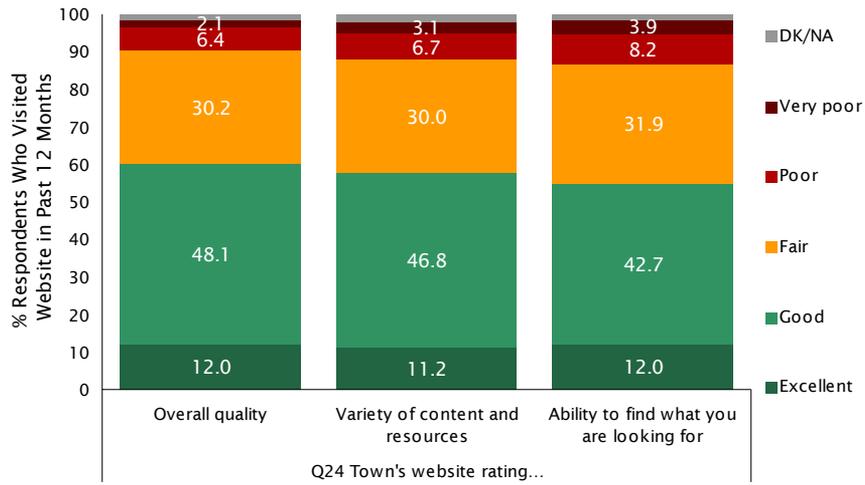
**FIGURE 42 VISITED TOWN’S WEBSITE IN PAST 12 MONTHS BY OPINION OF SHORT-TERM RENTAL POLICY, SHORT-TERM RENTAL IN NEIGHBORHOOD & EXPERIENCED ISSUES WITH SHORT-TERM RENTAL IN NEIGHBORHOOD**



**RATING OF TOWN’S WEBSITE** Respondents who reported that they had visited the Town’s website during the 12 months preceding the interview were subsequently asked to rate the website with respect to its overall quality, the variety of content and resources on the site, and the ability to find what they were looking for on the site. Figure 43 on the next page shows that visitors were generally pleased with the Town’s website, with a clear majority providing a rating of excellent or good for its overall quality (60%), variety of content and resources (58%), and the ability to find what they were looking for on the site (55%).

**Question 24** Overall, how would you rate: \_\_\_\_\_? Would you say it is excellent, good, fair, poor, or very poor?

**FIGURE 43 TOWN'S WEBSITE RATING...**

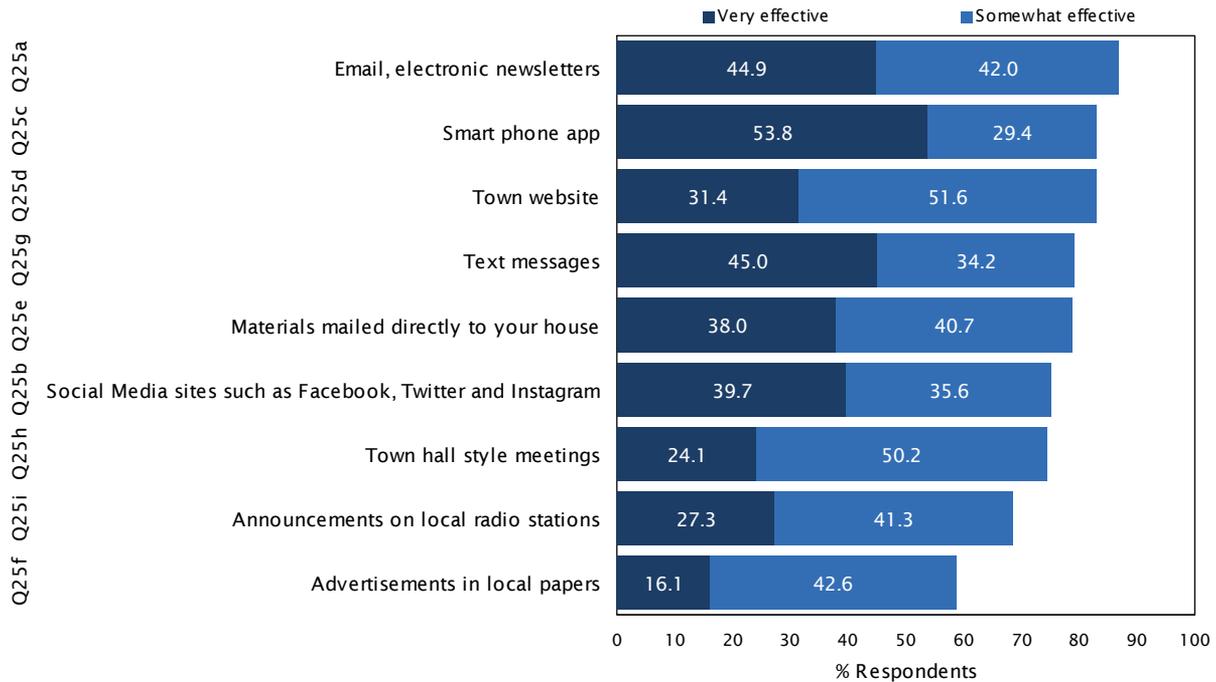


**COMMUNICATION PREFERENCES** To help the Town identify the most effective means of communicating with residents, it is helpful to understand which methods of communication residents prefer. Accordingly, for each of the methods shown to the left of Figure 44 on the next page, respondents were simply asked to indicate if it would be an effective way for the Town to communicate with them. Overall, respondents indicated that the most effective method was by email and electronic newsletters (87% very or somewhat effective), followed by a smart phone app that would allow residents to communicate with the Town, report issues, and receive updates (83%), the Town’s website (83%), text messages (79%), and materials mailed to their home (79%). At least two-thirds of residents also rated social media sites such as Facebook, Twitter, and Instagram (75%), town hall style meetings (74%), and announcements on local radio stations (69%) as effective ways for the Town to communicate. When compared with the other methods tested, advertisements in local papers (59%) was viewed as the least effective method.

Tables 22 and 23 demonstrates how communication preferences varied by respondents’ overall satisfaction with the Town’s performance in providing municipal services, the presence of a short-term vacation rental in their neighborhood, and age, with the top three methods within each subgroup highlighted green. It’s worth noting that even among seniors, digital methods of communication (email, e-newsletters, and a smart phone app) were viewed by the largest percentage of respondents as being effective ways for the Town to communicate.

**Question 25** As I read the following ways that the Town can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the Town to communicate with you.

**FIGURE 44 EFFECTIVENESS OF COMMUNICATION METHODS**



**TABLE 22 EFFECTIVENESS OF COMMUNICATION METHODS BY OVERALL SATISFACTION & SHORT-TERM RENTAL IN NEIGHBORHOOD (SHOWING % VERY EFFECTIVE)**

	Overall Satisfaction (Q5)		Short-term Rental in Neighborhood (Q16)		
	Satisfied	Dissatisfied	Yes	No	Not sure
A Smart Phone app	55.9	47.3	55.0	53.5	49.9
Text messages	47.9	36.9	44.6	45.4	48.8
E-mail & Electronic Newsletters	45.8	43.9	45.1	45.9	44.5
Social Media sites	39.5	40.0	44.0	34.5	39.9
Materials mailed directly to your house	38.0	34.2	36.0	40.0	41.8
Town website	31.4	31.8	32.2	30.6	32.6
Announcements on local radio stations	30.8	20.4	27.9	26.5	28.0
Town hall style meetings	24.4	24.6	24.4	23.3	26.4
Advertisements in local papers	16.0	17.4	17.7	13.8	18.0

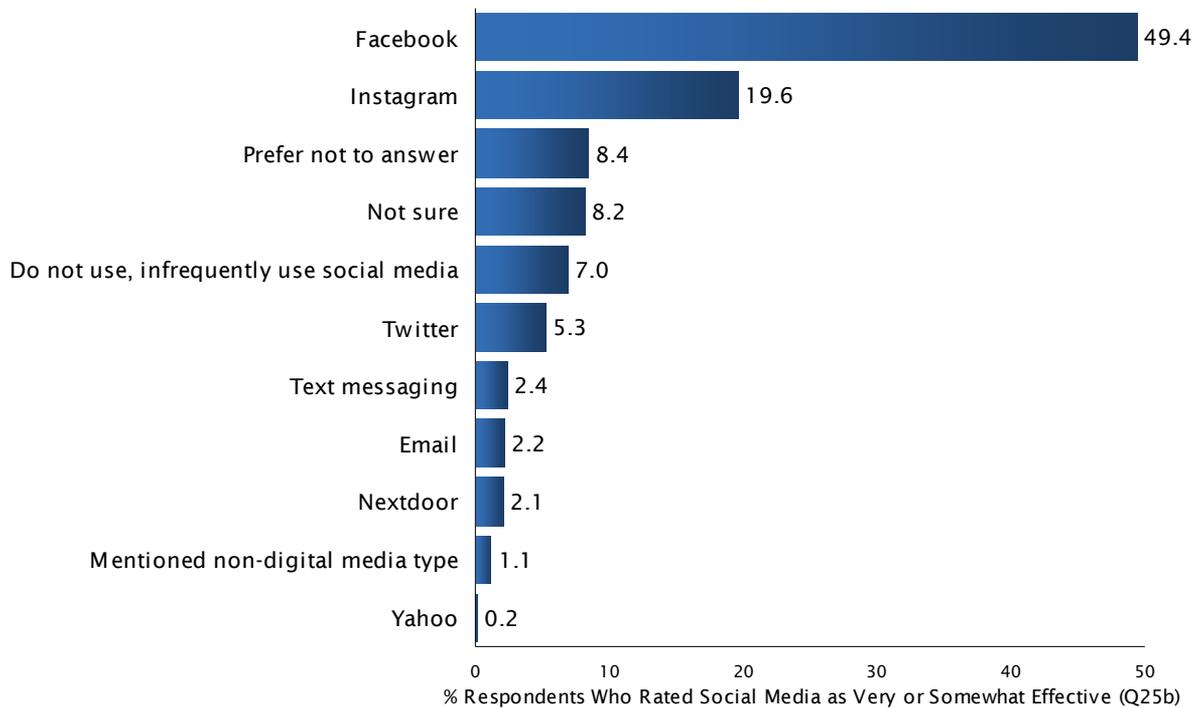
**TABLE 23 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE (SHOWING % VERY EFFECTIVE)**

	Age (QD2)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
A Smart Phone app	54.8	60.6	61.1	53.2	58.2	48.6
Text messages	51.6	57.8	45.6	43.8	46.6	35.2
E-mail & Electronic Newsletters	36.6	37.1	55.7	45.8	44.1	49.7
Social Media sites	55.9	53.6	55.7	34.6	37.2	26.4
Materials mailed directly to your house	30.5	41.3	34.9	31.3	39.9	42.2
Town website	25.2	33.0	25.2	33.4	38.0	30.8
Announcements on local radio stations	37.5	34.4	19.8	28.6	28.2	21.5
Town hall style meetings	7.0	29.4	16.5	21.6	32.5	27.7
Advertisements in local papers	12.3	22.0	9.4	13.0	18.7	17.4

**PREFERRED SOCIAL MEDIA SITE** The final substantive question of the survey asked respondents who indicated in response to Question 25 that social media was at least a somewhat effective method for the Town to communicate with them to identify the social media site that they use most often. As shown below, Facebook was the dominant choice, being mentioned by 49% of respondents as the social media site they use most often. The next most frequently mentioned sites were Instagram (20%) and Twitter (5%). It’s worth noting that 8% preferred not to answer the question, 8% were unsure, and an additional 7% offered that they don’t currently use social media or use it infrequently. When compared to the 2019 survey results, the percentage who listed Facebook as their preferred social media platform declined by 14%, whereas mentions of Instagram increased 5% and mentions of Twitter remained virtually unchanged.

**Question 26** *What is your preferred Social Media site - the one you currently use most often?*

**FIGURE 45 PREFERRED SOCIAL MEDIA**





# BACKGROUND & DEMOGRAPHICS

**TABLE 24 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR**

	Study Year		
	2021	2019	2017
<b>Total Respondents</b>	569	522	467
<b>Years in Yucca Valley (Q1)</b>			
Less than 5	28.0	29.0	32.1
5 to 9	21.0	14.6	14.0
10 to 14	9.8	10.5	14.9
15 or more	40.3	45.5	38.8
Prefer not to answer	0.9	0.5	0.4
<b>Gender (QD1)</b>			
Male	45.8	45.1	48.1
Female	51.9	51.2	51.3
Prefer not to answer	2.2	3.7	0.6
<b>Age (QD2)</b>			
18 to 24	9.3	6.5	7.5
25 to 34	16.6	17.8	16.2
35 to 44	11.8	12.6	16.0
45 to 54	15.9	15.5	16.1
55 to 64	17.4	18.5	16.4
65 or older	25.1	24.5	23.2
Prefer not to answer	4.0	4.7	4.7
<b>Child in Hsld (QD3)</b>			
Yes	25.9	30.1	34.1
No	71.1	66.7	64.9
Prefer not to answer	3.0	3.2	1.1
<b>Home Ownership Status (QD4)</b>			
Own	64.6	62.6	68.5
Rent	32.7	31.9	29.5
Prefer not to answer	2.7	5.5	2.0
<b>Employment Status (QD5)</b>			
Employed full-time	44.1	41.7	44.9
Employed part-time	7.6	9.0	8.8
Student	2.4	3.1	4.6
Homemaker	4.2	2.9	4.5
Retired	29.2	33.2	31.0
In-between jobs	6.0	4.8	1.9
Note sure / Prefer not to answer	6.5	5.2	4.4

Table 24 presents the key demographic information collected during the survey by study year. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the Town of Yucca Valley. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



## M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the Town of Yucca Valley to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they had a property in their neighborhood that was being used as a vacation rental (Question 16) were asked if they had experienced any issues with the vacation rentals in their neighborhood (Question 17). The questionnaire included with this report (see *Questionnaire & Toplines* on page 57) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

**PROGRAMMING, PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the Town prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

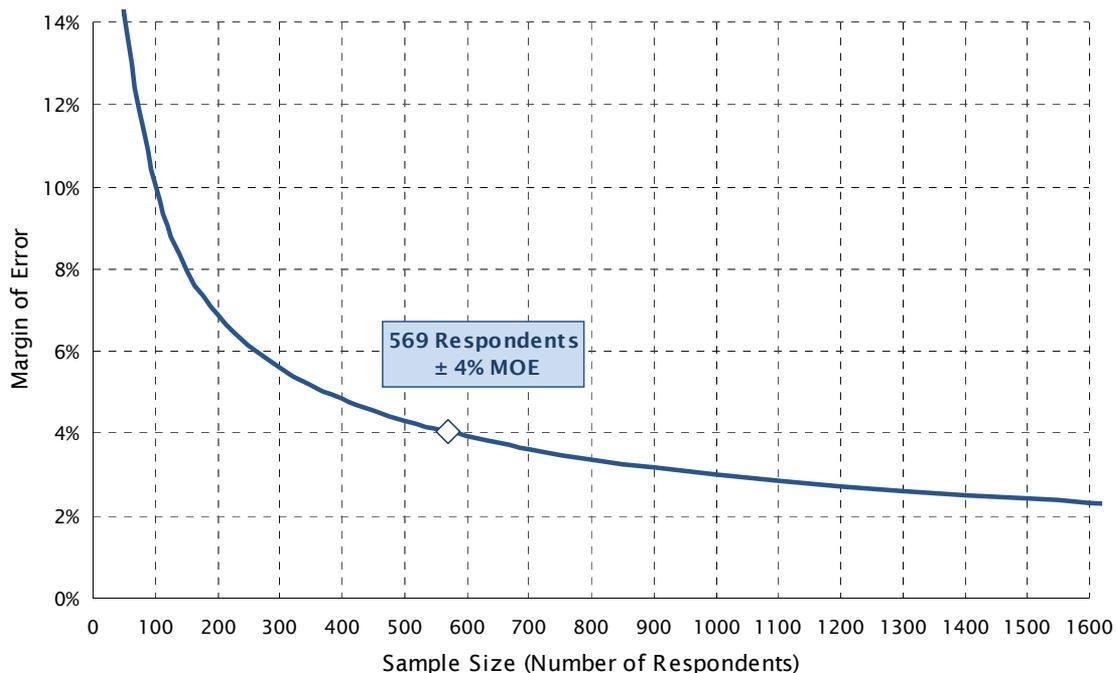
**SAMPLE, RECRUITING & DATA COLLECTION** A comprehensive database of Yucca Valley households was utilized for this study, ensuring that all households in Yucca Valley had the opportunity to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Yucca Valley residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 20 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 569 completed surveys were gathered online and by telephone between June 3 and June 19, 2021.

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all adult residents of the Town. Because not every adult resident of the Town participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 569 adult residents for a particular question and what would have been found if all of the estimated 16,855 adult residents<sup>4</sup> had been interviewed.

Figure 46 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is  $\pm 4\%$  for questions answered by all 569 respondents.

**FIGURE 46 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 46 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

4. Source: U.S. Census Bureau American Community Survey estimate, July 2019.

**DATA PROCESSING & WEIGHTING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age, home ownership status, and presence of a child in the home according to Census estimates.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

# QUESTIONNAIRE & TOPLINES



**Town of Yucca Valley  
Community Satisfaction Survey  
Final Toplines (n=569)  
June 2021**

### Section 1: Introduction to Study

Hi, may I please speak to \_\_\_\_? Hi, my name is \_\_\_\_ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Yucca (YUK-uh) Valley and we would like to get your opinions.

*If needed:* This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 14 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If needed:* Your responses to the survey will be confidential.

### Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in Yucca Valley.

Q1 How long have you lived in the Town of Yucca Valley?

1	Less than 1 year	6%
2	1 to 4 years	22%
3	5 to 9 years	21%
4	10 to 14 years	10%
5	15 years or longer	40%
99	Prefer not to answer	1%

Q2 How would you rate: \_\_\_\_? Would you say it is excellent, good, fair, poor or very poor?

		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
<i>Read A first, then randomize items B-E</i>								
A	The overall quality of life in Yucca Valley	12%	53%	27%	5%	2%	0%	0%
B	Yucca Valley as a place to raise a family	10%	32%	31%	9%	5%	10%	3%
C	Yucca Valley as a place to retire	21%	39%	24%	7%	4%	4%	0%
D	Yucca Valley as a place to work	4%	17%	25%	23%	13%	15%	3%
E	As a place to shop and dine	4%	14%	39%	25%	16%	1%	1%

Q3	What do you like most about Yucca Valley that the town government should make sure to <u>preserve</u> in the future? Verbatim responses recorded and later grouped into categories shown below.	
	Small town atmosphere	18%
	Not sure, cannot think of anything specific	16%
	Nature, environment preservation	14%
	Open spaces	11%
	Quiet, peaceful	7%
	Limit growth, population	7%
	Reduce, limit, regulate short-term rentals	7%
	Low crime, public safety	6%
	Recreational facilities offered (parks, tennis courts, pools)	5%
	Community activities, events	5%
	Night sky ordinance	5%
	Attract, support local, small businesses / Oppose large businesses	4%
	Wildlife preservation	4%
	Affordable housing	4%
	Clean air, no pollution	3%
	Nice, friendly people	2%
	Community related services, facilities	2%
	Improve traffic management	2%
	Weather, climate	2%
	Low cost of living	2%
	Nothing / Do not like anything	2%
	Historical places, monuments	1%
	Good infrastructure, roadways, prompt repair	1%
	Traffic law enforcement	1%
	Location, proximity to surrounding areas	1%

Q4	If the town government could change one thing to make Yucca Valley a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below. Categories mentioned by at least 2% of respondents shown here.	
	Reduce, limit, regulate short-term rentals	16%
	Provide more high-end restaurants, dining options	11%
	Not sure, cannot think of anything specific	10%
	Improve infrastructure	8%
	Provide more high-end shopping centers, retail stores	8%
	Improve public safety, reduce crime, drugs	6%
	Improve traffic flow	5%
	Provide more affordable housing	5%
	Beautify, clean up town	5%
	Provide more recreational centers, activities	5%
	Improve economy, jobs	4%
	Provide more police presence	4%
	Limit growth, development	4%
	Limit number of fast-food restaurants	3%
	Provide better schools, education	3%
	Provide more rec activities for all ages	3%
	Reduce speed limit, enforce traffic laws	3%
	Provide more bike, walking trails	3%
	Enforce Town codes	3%
	Attract more businesses in general	2%
	Less government regulation	2%
	Address homeless issues	2%
	Support small, local businesses	2%
	No changes needed	2%

Section 3: Town Services								
Next, I would like to ask a series of questions about services provided by the Town of Yucca Valley.								
Q5	Generally speaking, are you satisfied or dissatisfied with the job the Town of Yucca Valley is doing to provide town services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied						18%
	2	Somewhat satisfied						49%
	3	Somewhat dissatisfied						18%
	4	Very dissatisfied						9%
	98	Not sure						5%
	99	Prefer not to answer						1%
Q6	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.							
	<i>Randomize</i>		Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Providing police services		60%	25%	11%	3%	0%	0%
B	Maintaining a low crime rate		66%	26%	6%	1%	0%	0%
C	Preparing the Town for emergencies and disasters		47%	39%	12%	1%	0%	0%
D	Providing fire protection, prevention and emergency medical services		66%	28%	5%	0%	0%	0%
E	Managing traffic congestion		47%	37%	14%	1%	0%	0%
F	Addressing homelessness		43%	35%	18%	3%	1%	0%
G	Keeping public buildings, parks and facilities clean and attractive		42%	45%	12%	1%	0%	0%
H	Maintaining local streets and roads		52%	42%	5%	1%	0%	0%
I	Providing parks, sports fields and recreation facilities		35%	38%	22%	4%	0%	0%
J	Providing a variety of recreation programs for all ages		32%	38%	25%	5%	1%	0%
K	Attracting new employers and jobs to town		42%	28%	24%	5%	1%	0%
L	Providing special events like community festivals and the 4 <sup>th</sup> of July celebration		28%	28%	33%	10%	0%	0%
M	Improving the appearance of the Town including beautifying streetscapes, medians, and public areas		28%	34%	29%	9%	0%	0%

N	Enforcing code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained	32%	26%	30%	9%	2%	0%
O	Enforcing local regulations on short-term vacation rentals	43%	20%	22%	12%	3%	1%
Q7	For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the Town is doing to provide the service. Are you satisfied or dissatisfied with the Town's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>						
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services	26%	46%	13%	8%	7%	1%
B	Maintain a low crime rate	14%	42%	23%	15%	6%	1%
C	Prepare the Town for emergencies and disasters	12%	41%	19%	5%	22%	1%
D	Provide fire protection, prevention and emergency medical services	31%	43%	12%	4%	10%	0%
E	Manage traffic congestion	9%	29%	32%	25%	5%	0%
F	Address homelessness	7%	25%	32%	20%	14%	1%
G	Keep public buildings, parks and facilities clean and attractive	21%	47%	17%	10%	5%	1%
H	Maintain local streets and roads	12%	35%	28%	22%	3%	0%
I	Provide parks, sports fields and recreation facilities	21%	47%	15%	7%	9%	0%
J	Provide a variety of recreation programs for all ages	12%	41%	21%	11%	14%	1%
K	Attract new employers and jobs to town	9%	24%	30%	19%	17%	1%
L	Provide special events like community festivals and the 4 <sup>th</sup> of July celebration	18%	43%	16%	8%	13%	1%
M	Improve the appearance of the Town including beautifying streetscapes, medians, and public areas	12%	42%	26%	15%	5%	0%
N	Enforce code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained	13%	32%	25%	14%	14%	2%
O	Enforce local regulations on short-term vacation rentals	12%	23%	17%	28%	18%	2%

Section 4: Tourism & Short-Term Vacation Rentals			
Q8	The Town of Yucca Valley is a natural stop for many tourists who visit Joshua Tree National Park. From what you may have seen, would you say that the number of tourists in Yucca Valley has increased, stayed about the same, or decreased over the past three years?		
	1	Increased	82%
	2	Stayed about the same	8%
	3	Decreased	2%
	98	Not sure	7%
	99	Prefer not to answer	0%
Q9	Overall, would you say that <b>tourism</b> is mostly positive or mostly negative for the Town of Yucca Valley?		
	1	Mostly positive	63%
	2	Mostly negative	21%
	98	Not sure	15%
	99	Prefer not to answer	1%
<i>Ask Q10 if Q9=1.</i>			
Q10	What would you say are the <b>positive</b> aspects of tourism for Yucca Valley? Verbatim responses recorded and later grouped into categories shown below.		
	Increases sales, income, good revenue source for Town		42%
	Strengthens business community, good for local businesses		29%
	Improves local economy in general		17%
	Increases jobs, employment opportunities		10%
	Not sure, cannot think of anything specific		8%
	More recognition, national, international exposure, awareness		6%
	Increases diversity, potential residents		5%
	Local places of interest for residents (parks, Joshua trees, desert)		5%
	Provides additional activities, recreational opportunities		2%
	Helps fund important Town services		2%
	Attracts friendly people		2%
	Increases commerce with other communities		1%
	Great location, good accessibility to surrounding areas		1%
	Improves local art, culture		1%

Ask Q11 if Q9=2.			
Q11	What would you say are the <b>negative</b> aspects of tourism for Yucca Valley? Verbatim responses recorded and later grouped into categories shown below.		
	Traffic congestion		45%
	Too many short-term rentals		25%
	Tourists often rude, disrespectful		17%
	Increases trash, litter		15%
	Damages environment		13%
	Increases noise		10%
	Attracts too many people, crowds		9%
	Increases cost of housing		8%
	Increases unsafe, aggressive driving		7%
	Increases crime		6%
	Insufficient facilities to accommodate tourism		5%
	Not sure, cannot think of anything specific		3%
Next, I would like to ask your opinions and experiences with <b>short-term vacation rental properties</b> in Yucca Valley. To be clear, a short-term vacation rental is a private home or condo that is rented for less than 30 days at a time, often on a daily or weekly basis to people on vacation. These properties are often listed through AirBNB, VRBO, or similar services.			
Q12	The Town of Yucca Valley <b>allows</b> private property owners to rent their residence on a short-term basis, provided that they seek the proper permits and comply with all laws, codes, and regulations. In general, do you support or oppose this policy of allowing short-term vacation rentals in Town?		
	1	Support	45%
	2	Oppose	41%
	98	Not sure	12% <i>Skip to Q14</i>
	99	Prefer not to answer	2% <i>Skip to Q14</i>
Q13	Is there a particular reason why you <support/oppose> this policy? Verbatim responses recorded and later grouped into categories shown below.		
	Reduces home availability, affordability for residents		18%
	Tourists misbehaving, rude, loud		16%
	Good for the economy, generates revenue, jobs		13%
	Freedom, right to do what's best for owner, owner's choice		10%
	They are okay if rules are followed		9%
	Economic benefits to property owner		7%
	Brings business, tourism to Town		6%

	There are too many short-term rentals, should be a limit						6%
	They are unregulated, need more oversight						6%
	Not sure, no particular reason						6%
	Generally supportive, but prefer limitations, regulation						5%
	Not enough hotels for tourists / Prefer short-term rentals to large hotels						5%
	Public safety issues, concerns						5%
	Traffic related issues						4%
	Trash, pollution issues						4%
	Should not be allowed in smaller, quiet neighborhoods						3%
	Positive mentions in general						3%
	Negative mentions in general						3%
	Owners often improve appearance of home, yard						2%
	Concerns with foreign investors						2%
	Attracts too many people						2%
	Reduces quality of life for residents						1%
	Parking issues						1%
Q14	People have expressed different views about short-term vacation rentals in Yucca Valley. As I read the following statements, I'd like to know whether you agree or disagree with each statement. Here is the (first/next) one: _____. Do you agree or disagree with this statement? <i>Get answer, then ask:</i> Would that be strongly (agree/disagree) or somewhat (agree/disagree)?						
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	People who vacation here provide a much-needed boost to our local economy, stores, restaurants, and businesses	44%	33%	10%	9%	3%	1%
B	Many jobs here in Yucca Valley depend on visitors and tourism	35%	34%	13%	10%	7%	1%
C	The taxes paid by people who visit our Town help pay for the things we need including road repair, parks, and public safety	37%	31%	13%	11%	8%	1%
D	If someone owns a property, they should have the right to rent it on a long-term or short-term basis	37%	31%	15%	13%	3%	1%
E	Most vacation rental owners are responsible people - there are just a few bad apples	28%	34%	15%	13%	9%	1%
F	More restrictions and enforcement are needed on short-term vacation rentals	49%	18%	12%	10%	9%	1%

G	Short-term rentals cause too many problems including overcrowding, noise, and parking issues	36%	22%	19%	16%	7%	1%
H	It's hard to find affordable housing in Yucca Valley because there are so many short-term vacation rentals	53%	16%	11%	8%	11%	1%
I	Short term vacation rentals hurt the quality of life in a neighborhood by introducing a revolving door of tourists	38%	22%	20%	15%	4%	1%
Q15	The Town is considering taking several actions related to short-term vacation rentals in the future. For each that I read, please indicate whether you support or oppose the Town taking this action. Here is the (first/next) one: ----- . Would you support or oppose the Town taking this action? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?						
	<i>Randomize</i>	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A	Limiting the total number short term vacation rentals allowed in Town	53%	16%	12%	13%	4%	1%
B	Reducing the maximum number of guests per property from 14 to 10	53%	23%	9%	9%	5%	1%
C	Limiting the number of short-term vacation rentals allowed within a neighborhood	60%	15%	8%	12%	5%	1%
D	Requiring guests to pay for the increased demand they put on Town services such as Police, code compliance, and public works	46%	27%	13%	7%	6%	1%
E	Requiring a sign visible from the street that identifies a property as a short-term vacation rental	37%	18%	15%	22%	6%	1%
F	Issuing mandatory fines for the owner of a short-term vacation rental when there are verified violations and code complaints	64%	23%	5%	4%	3%	1%
G	Permanently revoking operation permits from properties that have a history of repeat violations	70%	19%	5%	3%	2%	1%
H	Requiring identification of property boundaries to limit trespassing complaints	60%	25%	4%	4%	5%	1%
I	Requiring that short term vacation rentals have adequate lot sizes	49%	27%	8%	8%	7%	1%
J	Making the fines charged for violations more expensive each time a violation occurs at the same property	65%	20%	6%	5%	3%	1%
Q16	Do you know of any residential properties in your neighborhood that are being used as a vacation rental?						
	1	Yes	51%		Ask Q16		
	2	No	37%		Skip to Q19		
	98	Not sure	11%		Skip to Q19		
	99	Prefer not to answer	1%		Skip to Q19		

Q17	Have you experienced any issues with the vacation rentals in your neighborhood?			
	1	Yes	46%	Ask Q18
	2	No	44%	Skip to Q19
	98	Not sure	6%	Skip to Q19
	99	Prefer not to answer	4%	Skip to Q19
Q18	Please briefly describe the problems you have experienced. <i>Don't read list, mark all mentions.</i> Categories in light blue font were created based on additional verbatim responses provided by respondents.			
	1	Noise	93%	
	2	Too many people in the house	61%	
	3	Partying/Bad behavior of tenants	73%	
	4	Parking problems	37%	
	5	Crowding of community pools/parks	14%	
	6	Vandalism/theft	28%	
	8	Drugs, crime	3%	
	9	Traffic issues	4%	
	10	Dark sky violations	1%	
	11	Bonfires, fires, environmental concerns	3%	
	12	Trash, pollution issues	3%	
	13	Dog issues	2%	
	14	Trespassing	8%	
	7	Other (unique responses)	5%	
	99	Prefer not to answer	1%	

Section 5: Future Priorities							
The Town of Yucca Valley has limited financial resources to provide local services, programs and projects desired by residents. Because it can't fund every service, program and project, however, the Town must set priorities.							
Q19	As I read each of the following items, please indicate whether you think the Town should make the item a high priority, a medium priority, or a low priority for future spending. If you feel the Town should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.						
	Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the Town – or should the Town not spend any money on this item?						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
A	Increase enforcement of short-term vacation rental rules and regulations	43%	28%	17%	9%	3%	0%
B	Improve fire protection and emergency medical services	60%	30%	8%	1%	1%	0%
C	Improve law enforcement and crime prevention services	59%	25%	10%	5%	1%	0%
D	Provide more recreational facilities and opportunities	28%	34%	30%	6%	2%	0%
E	Improve the look and appearance of Yucca Valley through landscaping, graffiti removal, and regular maintenance of public spaces	35%	41%	19%	4%	1%	0%
F	Maintain and repair local streets, sidewalks, and infrastructure	62%	31%	5%	1%	1%	0%
G	Work with property owners to revitalize old, outdated commercial buildings and shopping centers	34%	39%	21%	4%	2%	0%

Section 6: Customer Service			
Q20	In the past 12 months, have you been in contact with staff from the Town of Yucca Valley?		
1	Yes	29%	Ask Q21
2	No	66%	Skip to Q22
98	Not sure	3%	Skip to Q22
99	Prefer not to answer	1%	Skip to Q22

Q21		In your opinion, was the staff at the Town very _____, somewhat _____, or not at all _____ <i>Read one item at a time, continue until all items are read.</i>				
<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful	43%	40%	15%	1%	2%
B	Professional	58%	31%	8%	1%	2%
C	Accessible	41%	46%	11%	0%	1%

**Section 7: Communications**

Q22		Overall, are you satisfied or dissatisfied with the Town’s efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>				
	1	Very satisfied				17%
	2	Somewhat satisfied				43%
	3	Somewhat dissatisfied				18%
	4	Very dissatisfied				10%
	98	Not sure				10%
	99	Prefer not to answer				1%

Q23		In the past 12 months, have you visited the Town’s website?				
	1	Yes	50%		Ask Q24	
	2	No	46%		Skip to Q25	
	98	Not sure	3%		Skip to Q25	
	99	Prefer not to answer	1%		Skip to Q25	

Q24		Overall, how would you rate: _____? Would you say it is excellent, good, fair, poor, or very poor?						
<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The overall quality of the Town’s website	12%	48%	30%	6%	2%	1%	1%
B	The ability to find what you are looking for on the website	12%	43%	32%	8%	4%	1%	0%
C	The variety of content and resources available on the website	11%	47%	30%	7%	3%	1%	1%

Q25 As I read the following ways that the Town can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the Town to communicate with you.					
	<i>Randomize</i>	Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	E-mail and Electronic Newsletters	45%	42%	9%	4%
B	Social Media sites such as Facebook, Twitter and Instagram	40%	36%	18%	6%
C	A Smart Phone application that would allow you to communicate with the Town, report issues, and receive updates	54%	29%	10%	7%
D	Town website	31%	52%	14%	3%
E	Materials mailed directly to your house	38%	41%	18%	3%
F	Advertisements in local papers	16%	43%	37%	4%
G	Text messages	45%	34%	15%	6%
H	Town hall style meetings	24%	50%	20%	5%
I	Announcements on local radio stations	27%	41%	27%	4%
<i>Ask Q26 if Q25B=(1,2).</i>					
Q26 What is your <i>preferred</i> Social Media site - the one you currently use most often? Verbatim responses recorded and later grouped into categories shown below.					
	Facebook	49%			
	Instagram	20%			
	Not sure	8%			
	Prefer not to answer	8%			
	Do not use, infrequently use social media	7%			
	Twitter	5%			
	Email	2%			
	Nextdoor	2%			
	Text messaging	2%			
	Mentioned non-digital media type	1%			

**Section 8: Background & Demographics**

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	What is your gender?	
1	Male	46%
2	Female	52%
99	Prefer not to answer	2%
D2	In what year were you born? Year recoded into age groups shown below.	
	18 to 24	9%
	25 to 34	17%
	35 to 44	12%
	45 to 54	16%
	55 to 64	17%
	65 or older	25%
	Prefer not to answer	4%
D3	Do you have one or more children under the age of 18 living in your household?	
1	Yes	26%
2	No	71%
99	Prefer not to answer	3%
D4	Do you own or rent your residence in Yucca Valley?	
1	Own	65%
2	Rent	33%
99	Prefer not to answer	3%

D5	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
	1	Employed full-time 44%
	2	Employed part-time 8%
	3	Student 2%
	4	Homemaker 4%
	5	Retired 29%
	6	In-between jobs 6%
	98	Not sure 1%
	99	Prefer not to answer 5%

Thanks so much for participating in this important survey! This survey was conducted for the Town of Yucca Valley.

Post-Interview Items	
S1	Survey Language
	English 94%
	Spanish 6%