



*Strategic
Planning
Outreach
Results*

November 3, 2015

Town of Yucca Valley

2015 Strategic Planning Outreach Efforts

- Public Engagement Oct 6th
 - Priority Boards Oct 20th
 - Councilmember Interaction
 - Questions for Consideration
and Public Comment
- Council Discussion and Input Oct 20th
- Town Website October
- Town Social Media October
- Town Newsletter Mailing List October



Goals of Outreach



- ❖ Opportunity to hear from **you** on items of interest
- ❖ Opportunity to practically demonstrate **your** priorities and ideas
- ❖ Provide **your** input to assist the Town Council in their preparation of the Town's Strategic Plan
- ❖ Give **your** thoughts on if the Town should seek additional resources, and where to put them
- ❖ Paint **your** picture of Yucca Valley



Outreach Limitations

- Not Scientific
- Broad brush Picture
- Sufficient for Planning Purposes
- Essential to include statistically valid data points to any significant Policy Direction



What we were told...

Quality of Life

11/6/2015

Neighborhoods in Yucca Valley

The neighborhood I live in is a desirable place to live. (1)

Strongly Agree	15	38%	12	38%	132	36%	159	36%
Agree	25	63%	19	59%	195	53%	239	54%
Disagree	0	0%	1	3%	30	8%	31	7%
Strongly Disagree	0	0%	0	0%	12	3%	12	3%
	40	100%	32	100%	369	100%	441	100%

What additional programs and services would make more desirable neighborhoods? (2)

Code Enforcement	15	18%	18	23%	135	20%	168	20%
Animal Control	8	9%	1	1%	61	9%	70	8%
Street Maintenance	28	33%	32	41%	232	35%	292	35%
Land Use / Zoning Regulations	6	7%	3	4%	67	10%	76	9%
Neighborhood Watch	28	33%	24	31%	176	26%	228	27%
	85	100%	78	100%	671	100%	834	100%



What we were told...

Community Services

Community Services									
<i>Yucca Valley's quality of life through recreation and cultural programming makes the community a great place to live, work and play. (1)</i>									
Strongly Agree	9	24%	17	47%	50	14%	76	17%	
Agree	26	68%	18	50%	229	62%	273	62%	
Disagree	3	8%	0	0%	77	21%	80	18%	
Strongly Disagree	0	0%	1	3%	11	3%	12	3%	
	38	100%	36	100%	367	100%	441	100%	
<i>What activities would you like to see more of in the future? (2)</i>									
Art & Culture	17	20%	26	34%	118	15%	161	17%	
Sports & Fitness	2	2%	9	12%	115	15%	126	13%	
Fesitvals/Fairs	25	30%	10	13%	197	25%	232	25%	
Parks/Museums	18	21%	13	17%	106	14%	137	15%	
Enrichment Classes	5	6%	11	14%	90	12%	106	11%	
Special Events	17	20%	8	10%	147	19%	172	18%	
	84	100%	77	100%	773	100%	934	100%	

11/6/2015



What we were told...

Quality of Life

Community Services

What quality of life services need to be expanded or enhanced? (2)

Senior Center / Senior Programs	15	17%	11	13%	95	13%	121	13%
Museum Programs/Exhibits/Public Access	18	20%	10	12%	93	13%	121	13%
Neighborhood Parks / Recreation Services	13	15%	8	10%	131	18%	152	17%
Art / Culture Events and Programs	21	24%	28	34%	96	13%	145	16%
Youth Activities	21	24%	20	24%	193	26%	234	26%
Sports / Fitness Programs & Facilities	1	1%	6	7%	132	18%	139	15%
	89	100%	83	100%	740	100%	912	100%

Commercial Services & Economic Development

What additional commercial businesses are needed to service the residents of Yucca Valley and the Morongo Basin? (2)

Clothing Stores	10	12%	9	11%	114	15%	133	16%
Restaurants	40	47%	38	47%	275	37%	353	42%
Home Goods Stores	15	18%	20	25%	137	19%	172	21%
Sporting Good Outlets	5	6%	1	1%	46	6%	52	6%
Medical Services and Facilities	9	11%	11	14%	71	10%	91	11%
New Auto Dealers	6	7%	2	2%	30	4%	38	5%
None- We have all that we need (Online Only)					42	6%	42	5%
	85	100%	81	100%	715	97%	839	100%

11/6/2015



What we were told...

Public Safety

Public Safety in Yucca Valley									
How safe do you feel in Town? (1)									
Extremely Safe	1	3%	0	0%	12	3%	13	3%	
Very Safe	15	41%	15	44%	80	22%	110	25%	
Safe	14	38%	12	35%	184	50%	210	48%	
Not Very Safe (Online Only)					81	22%	81	18%	
Threatened	7	19%	7	21%	11	3%	25	6%	
	37	100%	34	100%	368	100%	439	100%	
What do you feel would be most effective in keeping the Town safe? (2)									
Community Outreach	9	11%	8	12%	94	12%	111	12%	
Greater Visibility	8	10%	3	4%	109	14%	120	13%	
Police Station	7	8%	8	12%	98	13%	113	12%	
Targeted Crime Teams	17	20%	8	12%	151	20%	176	19%	
More Officers	30	36%	21	30%	183	24%	234	26%	
Neighborhood Watch	13	15%	21	30%	121	16%	155	17%	
	84	100%	69	100%	756	100%	909	100%	

11/6/2015



What we were told...

Infrastructure Needs

Infrastructure in Yucca Valley								
<i>Yucca Valley's Infrastructure meets the community's expectations. (1)</i>								
Strongly Agree	0	0%	1	3%	5	1%	6	1%
Agree	8	22%	14	39%	113	31%	135	31%
Disagree	27	73%	17	47%	179	49%	223	51%
Strongly Disagree	2	5%	4	11%	66	18%	72	17%
	37	100%	36	100%	363	100%	436	100%
<i>What type of infrastructure should be priorities? (2)</i>								
Neighborhood Sidewalks	10	11%	8	11%	127	17%	145	16%
Neighborhood Parks	7	8%	5	7%	43	6%	55	6%
Hwy 62 Beautification	16	18%	16	21%	106	14%	138	15%
Street Lighting	7	8%	6	8%	129	17%	142	16%
Bike Trails	20	22%	12	16%	125	17%	157	17%
Improved Streets	29	33%	29	38%	214	29%	272	30%
	89	100%	76	100%	744	100%	909	100%

11/6/2015



What we were told...

Highway 62 Impact

State Highway 62

Yucca Valley's commercial corridor is aesthetically pleasing and represents the community in a positive way. (1)

Strongly Agree	3	8%	3	10%	10	3%	16	4%
Agree	7	18%	4	13%	149	41%	160	37%
Disagree	25	64%	18	58%	152	42%	195	45%
Strongly Disagree	4	10%	6	19%	54	15%	64	15%
	39	1	31	1	365	1	435	1

What improvements are needed both short and long term for Hwy 62 to serve the community's transportation & service needs? (2)

Pedestrian Access / Sidewalks	21	30%	16	24%	178	25%	215	25%
Building / Property Clean Up	24	34%	21	32%	187	26%	232	27%
Parkway Landscaping	6	8%	4	6%	85	12%	95	11%
Additional Traffic Enforcement	11	15%	14	21%	71	10%	96	11%
Public Parking Facilities	4	6%	2	3%	33	5%	39	5%
Street Lighting for Dark Areas	5	7%	9	14%	163	23%	177	21%
	71	100%	66	100%	717	100%	854	100%



What we were told...

Government Services

General Government Services

What Town services should be expanded or enhanced? (3)

Community Planning	9	7%	6	5%	111	12%	126	11%
Code Compliance	10	8%	10	9%	101	11%	121	10%
Fire	10	8%	5	5%	44	5%	59	5%
Animal Control	6	5%	2	2%	45	5%	53	4%
Police	39	30%	22	20%	213	22%	274	23%
Building and Safety	1	1%	1	1%	24	2%	26	2%
Recreation Programs	20	16%	32	29%	133	14%	185	15%
Street Maintenance	25	20%	29	26%	239	25%	293	24%
Park Maintenance	8	6%	4	4%	51	5%	63	5%
	128	100%	111	100%	961	100%	1200	100%

Government Buildings & Services

What public buildings and associated services need expanded or enhanced? (2)

Senior Center / Senior Programs	13	16%	9	12%	77	11%	99	12%
Public Safety / Fire and/or Police	25	31%	24	32%	188	28%	237	29%
Library Building / Library Programs	8	10%	8	11%	140	21%	156	19%
Town Hall / Town Services	0	0%	3	4%	36	5%	39	5%
Consolidated Town Services	8	10%	5	7%	46	7%	59	7%
Recreation / Neighborhood Parks / Museum	26	33%	26	35%	184	27%	236	29%
	80	100%	75	100%	671	100%	826	100%



What we were told...

Resources

Resources in Yucca Valley

The Town of Yucca Valley uses its resources wisely. (1)

Strongly Agree	3	9%	5	16%	20	6%	28	7%
Agree	20	61%	18	58%	168	46%	206	48%
Disagree	6	18%	5	16%	135	37%	146	34%
Strongly Disagree	4	12%	3	10%	39	11%	46	11%
	33	100%	31	100%	362	100%	426	100%

Where do you feel more money should be spent? (2)

Infrastructure / Streets	18	25%	15	20%	219	32%	252	30%
Recreation Facilities	8	11%	8	11%	81	12%	97	12%
Public Safety	21	29%	17	22%	186	27%	224	27%
Recreation Programs	12	17%	11	14%	55	8%	78	9%
Wastewater Subsidy	13	18%	25	33%	115	17%	153	19%
No more money should be spent.	0	0%	0	0%	23	3%	23	3%
	72	1	76	1	679	1	827	1



What we were told...

New Revenues

Revenue Measure									
<i>If additional resources are needed to provide requested services, how would you vote on a sales tax measure? (1)</i>									
Yes	33	92%	26	93%	173	47%	232	54%	
No	2	6%	0	0%	52	14%	54	13%	
Not Sure	1	3%	2	7%	140	38%	143	33%	
	36	100%	28	100%	365	100%	429	100%	
<i>For which type of revenue measure would you vote "Yes" ? (1)</i>									
Sales Tax- General	24	50%	5	12%	95	26%	124	27%	
Sales Tax- Public Safety	6	13%	10	24%	58	16%	74	16%	
Sales Tax- Streets & Roads	3	6%	5	12%	57	16%	65	14%	
Sales Tax- Wastewater	12	25%	22	52%	81	22%	115	25%	
Sales Tax- None	3	6%	0	0%	73	20%	76	17%	
	48	100%	42	100%	364	100%	454	100%	



What we were told...

New Revenues

Revenue Measure									
Which type of specific revenue measure would you support most? (1)									
1/2c 10-yr General SIs Tax for Police, Streets & Project	20	48%	10	27%	133	36%	163	37%	
None	2	5%	2	5%	53	15%	57	13%	
1/2c 10-yr General SIs Tax for Streets/Roads	1	2%	2	5%	25	7%	28	6%	
1/2c 10-yr Special SIs Tax for Public Safety	7	17%	4	11%	88	24%	99	22%	
1/2c 30-yr Special SIs Tax for Wastewater	12	29%	19	51%	66	18%	97	22%	
	42	100%	37	100%	365	100%	444	100%	

11/6/2015



Community Input Summary

- ❖ **Public Safety**
- ❖ **Streets and Roads**
- ❖ **Quality of Life**
- ❖ **Pride in Community**
- ❖ **Possible Support for New Revenue**



Community Input Summary

❖ Possible Support for New Revenue

- Limited Duration – 10 Years
- Identified Use for Streets & Infrastructure
- Identified Use for Public Safety
- Identified Use for Sewer Project



Council Comments and Input

Goal Statements



Public Safety

- Safe Neighborhoods
- Stretch dollars
- Safe Parks
- Neighborhood Watch Prgms
- COP/Volunteers
- Visibility



Council Comments and Input

Goal Statements



Infrastructure

- Maintenance Program to preserve
- Maintain Town Standards
- Safe School Routes
- Highway 62 Beautification
- Bike Trails
- Sidewalk infill program
- Need add'l funding beyond Measure I



Council Comments and Input

Goal Statements



Community

- Hwy 62 Beautification Program
- Storefront Improvement
- Broadband Availability
- Arts and Culture Alternatives
- Youth and Senior Activities
- Cultural Arts Facilities



Council Comments and Input

Goal Statements



Resources

- Community Driven
- Timing Essential
- Short-term Alternatives
- Public Safety & Infrastructure
- Possible Sewer Project



Council Comments and Input

Goal Statements



Other Goals

-
-
-
-
-



Council Comments and Input

Goal Statements



Other Goals

-
-
-
-
-



Prior Plan Review

Item #	Issue	Description	Current Status
1	Code Enforcement - Corridor Enforcement / Beautification	Enforce property maintenance standards; Strategic programs to target key challenges in community (foreclosed properties, SR 62 enforcement)	In final year of CDBG funding supplement; future code activities to be enforced through property owner notice and/or Town coordinated clean up at owner's expense. Reduction from two FT officers to one affects overall program results.
8	Development Regulations - Open Space preservation	Continue to support and encourage open space; continue work with the Morongo Basin Open Space working group	Completed 2014; Wildlife Corridor Evaluation Areas and Open Space Resource Areas identified in the GP update require additional analysis and potential policy guidance/regulation.
12	Economic Development - General	Determine "realistic" development targets and pursue; Identifying and then capturing the brand	TC Authorized Marketing update to address specific targets
17	Facility Planning - Consolidation	Consolidate Town Hall in single location	Potential to move forward with disposition of PFF/Library relocation
19	Facility Planning - Library	Relocate library per facilities plan	Feasibility review underway
29	Ordinance Review	Sign, Native Plant, Undergrounding Utility, Grading; Reduce amount of regulations (sign, NPO), eliminate infill requirement (utility), purge unnecessary ordinances	Development Code addressed many; remaining updates in the General Plan Project to be prioritized.
38	Town Management - Revenue Increases / Financial Stability	Look at alternative(s) to increase revenues to deliver roads, parks, and other service enhancements; Work with citizens to formulate another revenue measure for the ballot; Ensuring financial stability in light of	Council ad hoc reviewing current options; awaiting additional input from community groups and citizens.

11/6/2015



Prior Plan Review

Item #	Issue	Description	Current Status
4	Development - Development Impact Fees	Annual Review; Justification for setting at max defensible limits; Update to Development Impact Fee study (5 years old) -- completed at end of General Plan update (Medium timeframe)	DIF study is now 10 years old; infrastructure requirements were modified with the GP Update
11	Economic Development - Diversify Local Economy	Lack of a skilled workforce. Non-diverse economy; service based, low wage, minimal growth. Identify potential niche industry(s) to provide future employment opportunities; Identifying the opportunities to create jobs/possibly solar; partner with college once needs are established.	Continuing to coordinate with commercial developers/real estate brokers; work collaboratively with MUSD and CMC to assist in the identification of potential work training programs.
14	Economic Development - Old Town Development	Continue Old Town Specific Plan implementation; Re-evaluating this project; "Near" term re-evaluation	SP to be reviewed/modified for consistency with updated GP/DC
16	Facility Planning - Bike Lanes / Trails	Improve Bicycle safety ; Acquire Land/easements and make reality	Additional interest from various Basin wide organizations/individuals; Town to assist in coordination with SANBAG for further development; Updating Park & Recreation Master Plan for bike routes/trails may be considered.
20	Facility Planning - Museum	Relocate Museum per facilities plan; Review financial cost to Town; look at generating revenue or spinning off to non-profit	Operational changes to reduce ongoing costs; minimal operating hours; County Museum not viable option at this time; Limited interest from non-profits

11/6/2015



Prior Plan Review

Item #	Issue	Description	Current Status
26	Infrastructure - Flood Control improvements	Pursue viable short term fixes to storm drainage	USACE Long Canyon basin project; flood control projects in YV will have significant difficulty in meeting USACE benefit cost ratios to be eligible for future funding.
27	Infrastructure - Maintenance	Improve public streets; Review alternative funding sources to address backlog (bonding against Measure I, General Fund loan, RDA loan)	General Fund target (10%) by 2014; Average of 4.5% over last 3 years retrospectively; need to evaluate impact of wastewater system construction of new roads and funding needed to properly maintain all ww phases.
28	Infrastructure - Public Works Standard Drawings / Specifications	Standard drawings are 13 years old. Project funded and slated for completion this coming year	Needs to be reevaluated/rescoped in terms of wastewater implementation and new General Plan roadway classifications.
30	Public Safety - Increase Service Levels	Identify means and improve Police and Fire protection	Continues to remain a significant issue; limited current resource to alter current service levels; contract costs for existing service continue projected 4% - 6% annual increases.

11/6/2015



Strategic Plan Theme



Strategic Planning – Next Steps....

- 
- Review of Outreach November 3rd
 - Development of Draft Plan Ongoing
 - Review of Goals November 17th
 - Finalization and Approval December 15th
 - Incorporation into Budget FY 2016-18 +

