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Town of Yucca Valley: 2011 Planning Survey Final Report

February 2012

Overview and Research Objectives

The Town of Yucca Valley commissioned Godbe Research to conduct a survey of local residents/voters with the following research objectives:

- Test a variety of local issues in support of the Town's general planning process, including:
 - Satisfaction
 - Quality of Life
 - Issues Facing the Town
 - Transportation Issues
 - Development Issues
 - Native Plants

- Identify any differences in opinions due to demographic and/or behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe Registered voters in the Town of Yucca Valley. Registered voters were selected to ensure participation by only Town of Yucca Valley residents.
- Fielding Dates December 19 through December 22, 2011
- Interview Length 25 minutes
- Sample Size 305 Residents / Registered Voters
- Margin of Error $\pm 5.5\%$



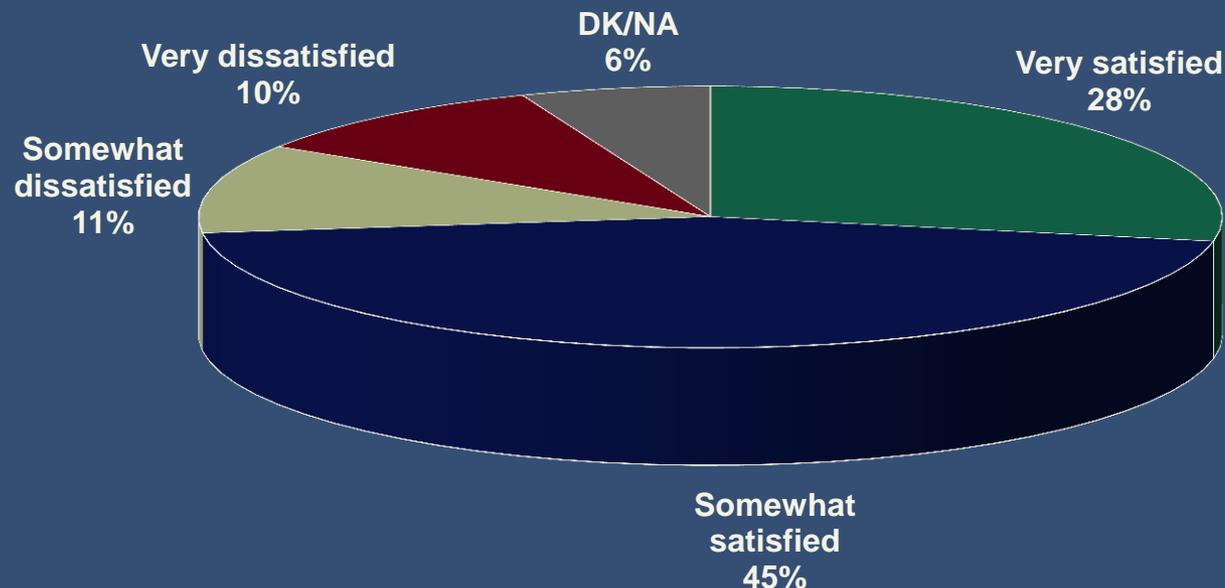
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Key Findings: Quality of Life

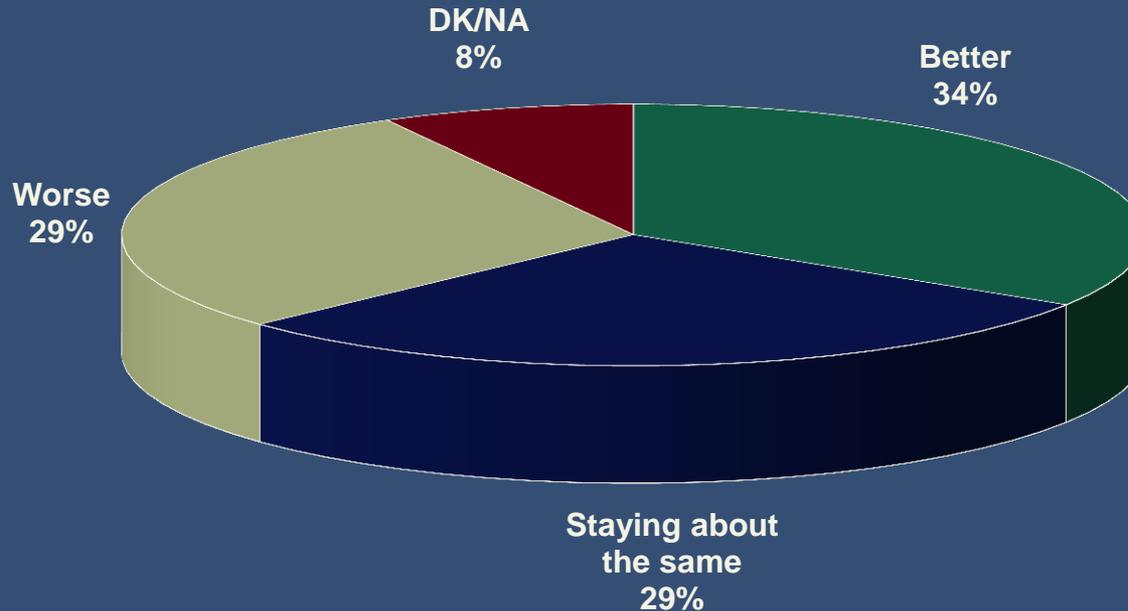
Satisfaction with Town Services (n=305)

First, the survey respondents were asked to indicate their level of satisfaction or dissatisfaction with the job the Town of Yucca Valley was doing to provide town services. The respondents gave the Town a total satisfaction rating of 73% (“very satisfied” 28% and “somewhat satisfied” 45%). In comparison, the total dissatisfaction rating was 21% (“very dissatisfied” 10% and “somewhat dissatisfied” 11%), with 6% of respondents indicating that they did not know or had no opinion about this aspect of the Town.



Opinion on Quality of Life in Yucca Valley in 20 Years (n=305)

Next, the survey respondents were asked to look ahead to the next 20 years and indicate whether they thought the quality of life in Yucca Valley will be better, worse, or stay about the same. The respondents gave relatively equal responses to the three categories with “better” at 24%, “staying about the same” at 29%, and “worse” at 29%. Eight percent of respondents stated they either did not know or had no opinion on this question.



Opinion on Quality of Life in Yucca Valley in 20 Years

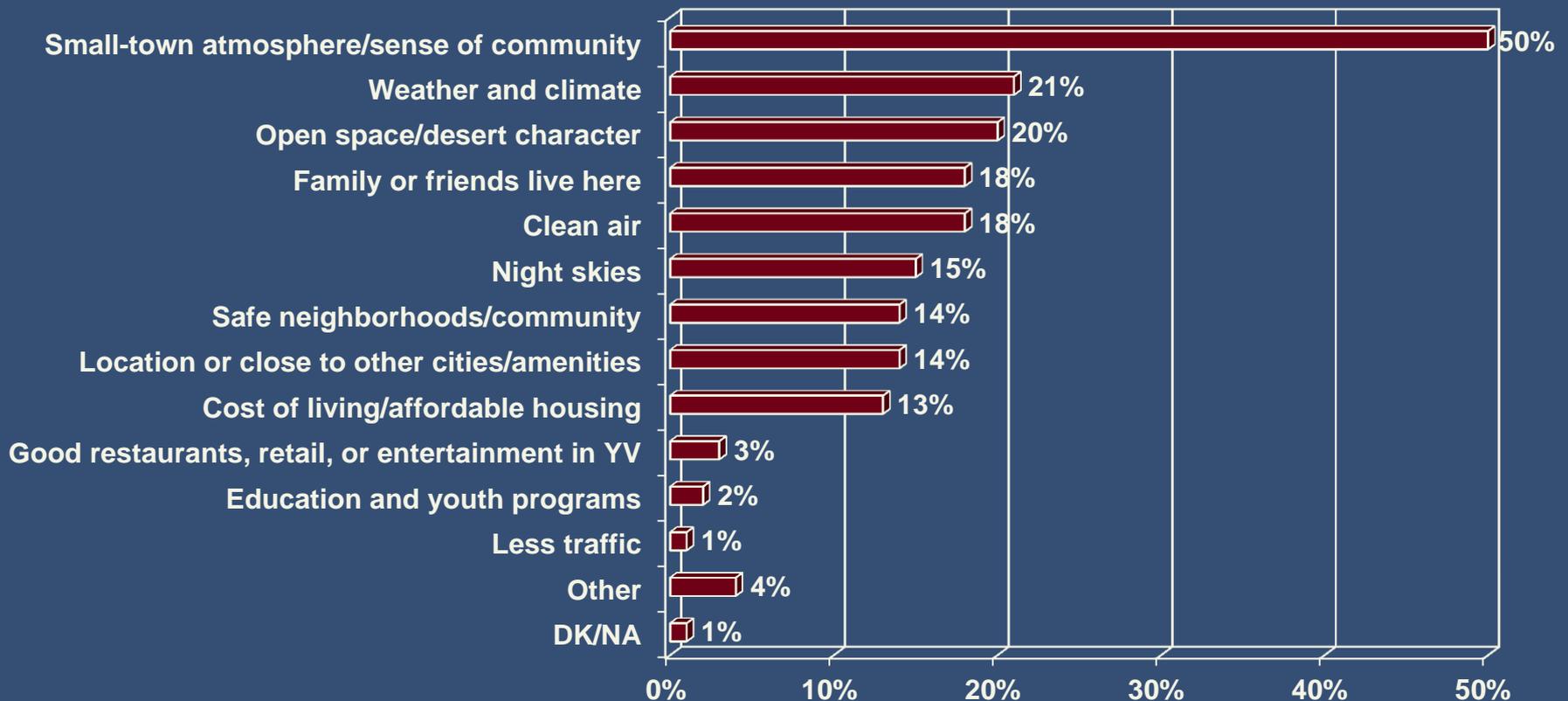
Homeownership Comparisons

Renters indicated a higher level of optimism about the future quality of life in Yucca Valley than the homeowners, with a slightly higher score for the response “better” and significantly higher score for “staying about the same.” Homeowners reported that they felt the quality of life would be worse in 20 years at double the rate of renters.

n=305	Owner	Renter
Better	31%	39%
Staying about the same	25%	39%
Worse	34%	16%
DK/NA	9%	6%

What Respondents Like Most About Living in Yucca Valley (n=305)

When the respondents were asked what they liked most about living in Yucca Valley in an open-end format question (multiple responses allowed), the highest percentage at 50% indicated they liked the “small town atmosphere and sense of community.” In the next tier of responses, environmental factors played a large role, with “weather and climate” at 21%, “open space/desert character” at 20%, “clean air” at 18%, and “night skies” at 15%.





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Key Findings:
Issues Facing Yucca Valley

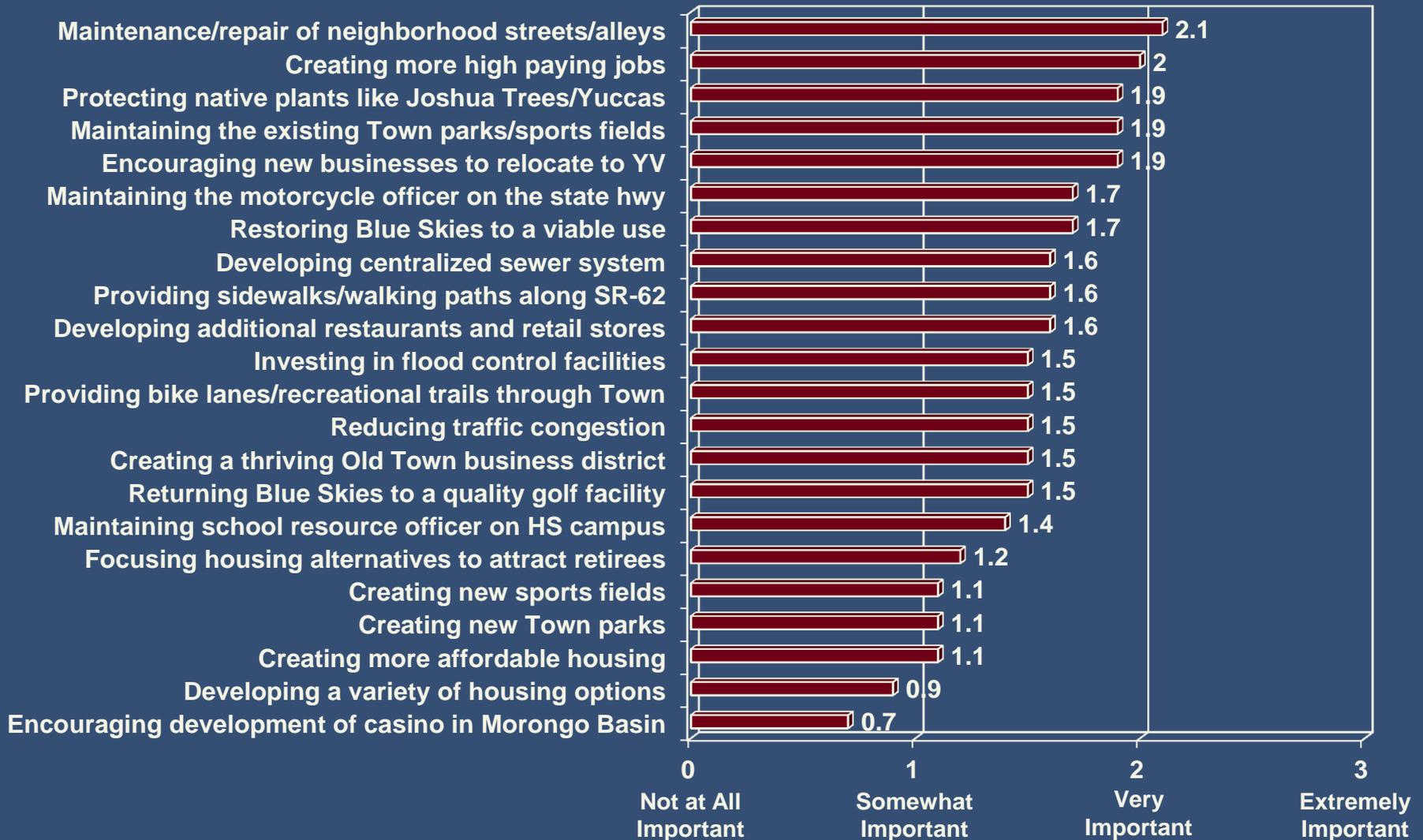
Issues Facing Yucca Valley: Overall Results I (n=305)

Next, the survey explored a variety of issues facing the residents of Yucca Valley, to assist in prioritizing and planning for the future. In the next slide, all of the issues studied are listed in their rank order. Following this slide are the individual analyses for each of the categories: Land Use, Infrastructure, Housing, Open Space, and Safety. For charting purposes, the full text of the issues is shortened to fit the space available.

The top issues, as ranked by the respondents, are a mix of priorities from all of the different categories. The two highest scoring issues, reported by the residents as very important (mean scores of 2.0 or higher), are “maintenance and repair of neighborhood streets and alleys” and “creating more high paying jobs.” These two issues were rated at least very important by at least 70% of the respondents. The next tier of three issues with mean scores of 1.9 and two issues with mean scores of 1.7 were considered at least very important by at least 60% of the respondents. The next tier of issues with mean scores of 1.6 were considered at least very important by at least 50% of the respondents.

The issues rated the least important, which failed to reach the level of “somewhat important” (mean score of 1.0 or higher), were “developing a variety of housing options”, and “encouraging development of casino in Morongo Basin.”

Issues Facing Yucca Valley: Overall Results II (n=305)



Issues Facing Yucca Valley I

Age Comparisons

The table on the next page illustrates, by age grouping, the level of agreement on the importance of the issues facing the Town. While the different age groups of the respondents are largely cohesive, there are statistically significant differences seen in a number of issues. The 18-to-29-year-olds and 30-to-39-year-olds gave the highest ratings to “creating new town parks” and “creating new sports fields,” while those ages 65 and older indicated the lowest ratings for these two issues. Not surprisingly, those respondents ages 30 to 39 gave the highest score to “maintaining the school resource officer on HS campus ,” presumably because this age group has a higher likelihood of having children residing in the household. This group also gave the highest rating to “creating more high paying jobs.” Those respondents ages 40 to 49 reported the highest score for “creating a thriving Old Town business district,” and the oldest category of respondents indicated the highest rankings for “maintenance/repair of neighborhood streets/alleys.” The blue highlighting illustrates the top four numerical mean scores for each column.

Issues Facing Yucca Valley II

Age Comparisons

n=305	Age				
	18-29	30-39	40-49	50-64	65+
Maintenance/repair of neighborhood streets/alleys	2.3	2.2	2.2	1.8	2.2
Creating more high paying jobs	2.3	2.5	2.1	2.0	1.8
Encouraging new businesses to relocate to YV	2.3	1.7	1.9	1.9	1.8
Maintaining the existing Town parks/sports fields	2.1	2.0	2.1	2.0	1.8
Developing additional restaurants and retail stores	2.0	1.9	1.6	1.5	1.6
Protecting native plants like Joshua Trees/Yuccas	1.9	1.8	1.6	1.9	2.0
Maintaining the motorcycle officer on the state hwy	1.8	1.3	1.7	1.7	1.8
Providing sidewalks/walking paths along SR-62	1.8	1.8	1.8	1.6	1.5
Investing in flood control facilities	1.8	1.8	1.5	1.4	1.6
Creating new Town parks	1.8	1.4	1.2	1.1	.9
Restoring Blue Skies to a viable use	1.7	1.6	1.6	1.7	1.9
Developing centralized sewer system	1.7	1.6	1.6	1.7	1.5
Maintaining school resource officer on HS campus	1.6	2.1	1.3	1.8	1.7
Returning Blue Skies to a quality golf facility	1.6	1.8	1.3	1.4	1.5
Providing bike lanes/recreational trails through Town	1.6	1.8	1.7	1.4	1.3
Reducing traffic congestion	1.5	1.6	1.6	1.4	1.6
Creating more affordable housing	1.5	1.3	.7	1.2	1.1
Creating new sports fields	1.5	1.6	1.1	1.1	.8
Developing a variety of housing options	1.4	1.1	.8	.9	.7
Creating a thriving Old Town business district	1.4	1.7	1.8	1.5	1.2
Focusing housing alternatives to attract retirees	1.0	1.0	1.0	1.2	1.5
Encouraging development of casino in Morongo Basin	.8	.4	.9	.6	.7

Issues Facing Yucca Valley I

Homeownership Comparisons

The table on the next slide shows that the homeowners and renters were largely in agreement with their highest ranked priorities. However, on the whole, the renters indicated significantly higher scores than the homeowners on a number of issues, including: “creating more high paying jobs”, “developing additional restaurants and retail stores”, “creating a thriving Old Town business district”, “developing centralized sewer system”, “developing a variety of housing options”, “creating more affordable housing”, “creating new Town parks”, and “creating new sports fields.”

Issues Facing Yucca Valley II

Homeownership Comparisons

n=305	Owner	Renter
Maintenance/repair of neighborhood streets/alleys	2.0	2.1
Maintaining the existing Town parks/sports fields	1.9	2.0
Protecting native plants like Joshua Trees/Yuccas	1.9	1.9
Creating more high paying jobs	1.9	2.3
Encouraging new businesses to relocate to YV	1.8	2.0
Maintaining the motorcycle officer on the state hwy	1.7	1.8
Restoring Blue Skies to a viable use	1.7	1.9
Maintaining school resource officer on HS campus	1.7	1.8
Providing sidewalks/walking paths along SR-62	1.6	1.7
Reducing traffic congestion	1.6	1.5
Developing additional restaurants and retail stores	1.5	1.8
Investing in flood control facilities	1.5	1.7
Developing centralized sewer system	1.5	2.0
Returning Blue Skies to a quality golf facility	1.4	1.7
Providing bike lanes/recreational trails through Town	1.4	1.6
Creating a thriving Old Town business district	1.4	1.6
Focusing housing alternatives to attract retirees	1.2	1.3
Creating new Town parks	1.0	1.3
Creating more affordable housing	1.0	1.4
Creating new sports fields	1.0	1.3
Developing a variety of housing options	.8	1.1
Encouraging development of casino in Morongo Basin	.6	.8

Issues Facing Yucca Valley I

Children in Household Comparisons

The table on the next slide illustrates that respondents with and without children residing in the household are in agreement on five of the top scoring issues. However, there are significant differences between the two groups. Respondents from households without children ranked two issues significantly higher than their counterparts, “encouraging new businesses to relocate to Yucca Valley” and “focusing housing alternatives to attract retirees.” Those with children in the home gave significantly higher marks to “creating more high paying jobs”, “providing sidewalks/walking paths along SR-62”, “providing bike lanes/recreational trails through Town”, “developing centralized sewer system”, “maintaining the existing Town parks/sports fields”, “creating new Town parks”, and “creating new sports fields.”

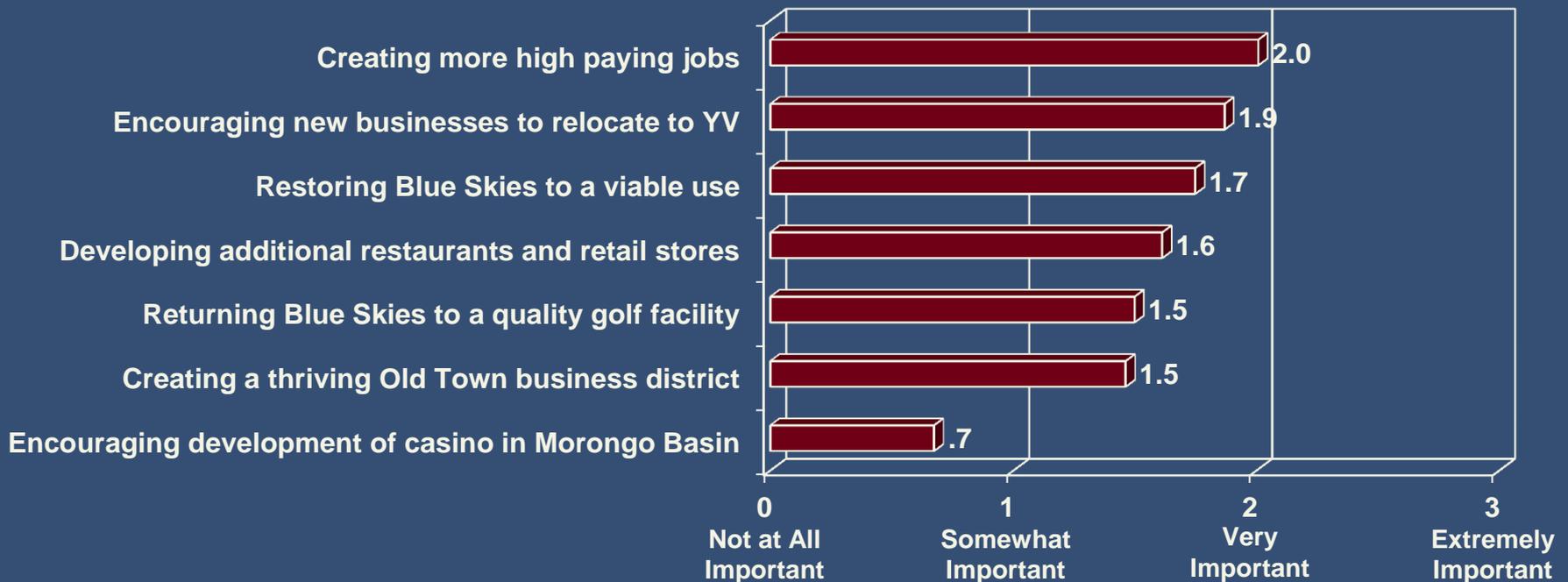
Issues Facing Yucca Valley I

Children in Household Comparisons

n=305	Children in Household	
	Yes	No
Creating more high paying jobs	2.2	1.9
Maintaining the existing Town parks/sports fields	2.1	1.9
Maintenance/repair of neighborhood streets/alleys	2.0	2.1
Developing centralized sewer system	1.9	1.5
Protecting native plants like Joshua Trees/Yuccas	1.9	1.9
Maintaining school resource officer on HS campus	1.9	1.6
Providing sidewalks/walking paths along SR-62	1.9	1.5
Providing bike lanes/recreational trails through Town	1.8	1.3
Maintaining the motorcycle officer on the state hwy	1.8	1.7
Investing in flood control facilities	1.7	1.5
Developing additional restaurants and retail stores	1.7	1.6
Reducing traffic congestion	1.7	1.5
Restoring Blue Skies to a viable use	1.6	1.8
Encouraging new businesses to relocate to YV	1.6	1.9
Creating a thriving Old Town business district	1.6	1.4
Returning Blue Skies to a quality golf facility	1.4	1.5
Creating new Town parks	1.4	1.0
Creating new sports fields	1.4	1.0
Creating more affordable housing	1.2	1.1
Focusing housing alternatives to attract retirees	.9	1.3
Developing a variety of housing options	.8	.9
Encouraging development of casino in Morongo Basin	.8	.6

Issues Facing Yucca Valley: Land use (n=305)

In the first category, Land Use, respondents were asked to indicate the importance of seven issues. Respondents said that one of the issues, “creating more high paying jobs”, reached the level of very important (mean score of 2.0 or higher). While the next tier of five issues failed to reach that level, residents did find them at least somewhat important (mean score of 1.0 or higher). This tier of responses included the elements of encouraging new businesses in the Town and reaching a viable solution for the use of the Blue Skies Golf Course. Respondents gave the lowest rating to encouraging the development of a casino in the Morongo Basin (mean score of .7), failing to meet the “somewhat important” threshold.



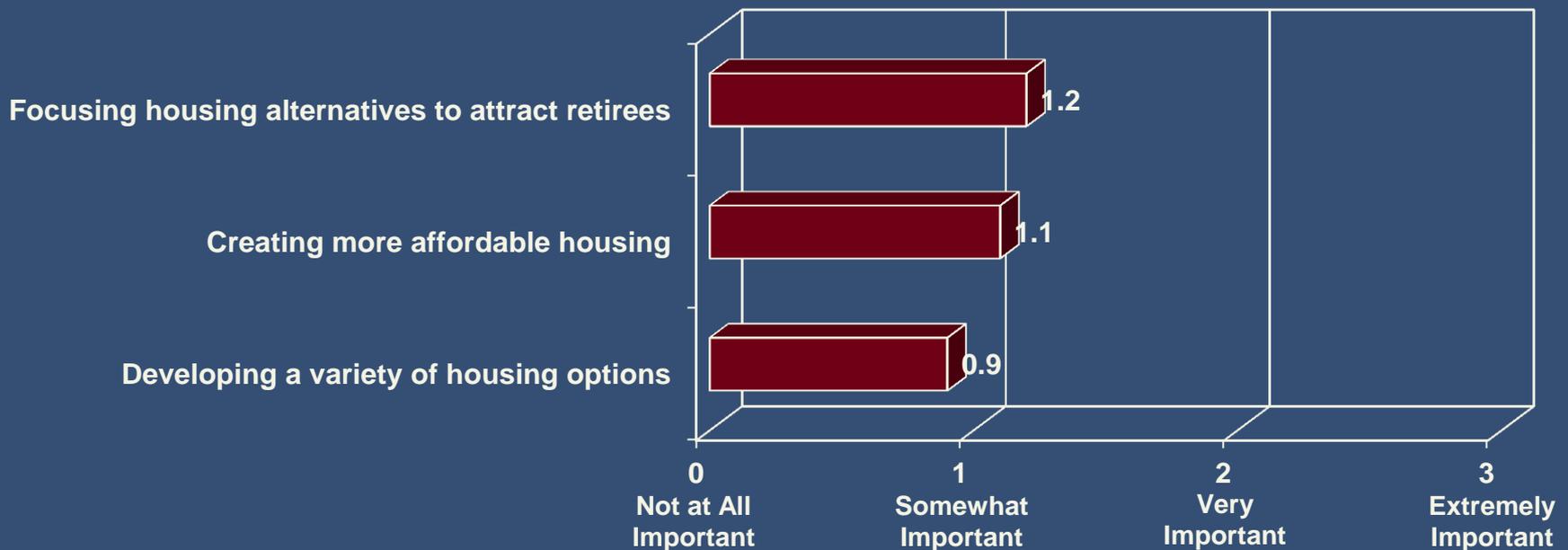
Issues Facing Yucca Valley: Infrastructure (n=305)

On the topic of infrastructure, residents felt most strongly about maintenance and repair of neighborhood streets and alleys, giving it a mean score of 2.1 and indicating it was a very important issue. The remaining five issues in this category failed to reach the very important level, but all were deemed at least somewhat important (mean score of 1.0 or higher) by the respondents. The second most important issue in this section, according to residents, was developing a centralized sewer system to replace septic tanks (mean score of 1.6) which was followed closely by the issue of providing sidewalks and walking paths along SR-92 (also with a mean score of 1.6). The remaining three issues all achieved mean scores of 1.5.



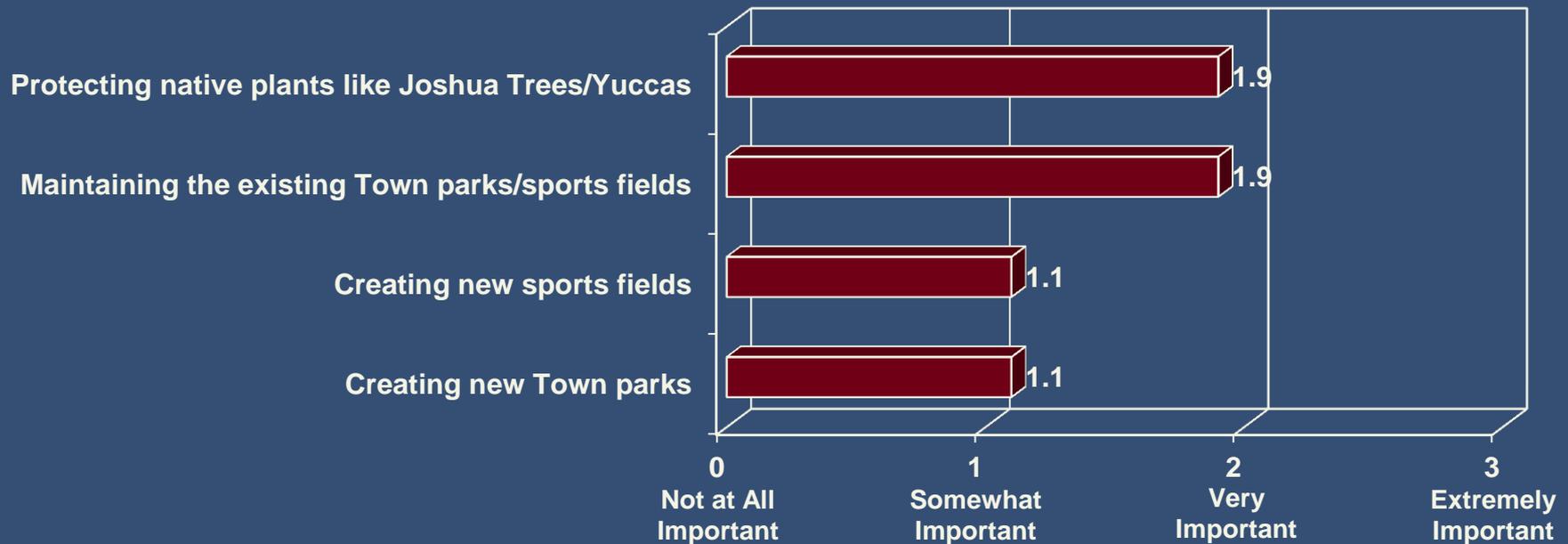
Issues Facing Yucca Valley: Housing (n=305)

When it comes to housing in the Town of Yucca Valley, residents felt that “focusing housing alternatives to attract retirees to the community” was the most important of this category, with a mean score of 1.2 making it somewhat important to the respondents. Close behind, with a mean score of 1.1, was “creating more affordable housing.” The third item in this section, “developing a variety of housing options”, failed to reach the somewhat important level.



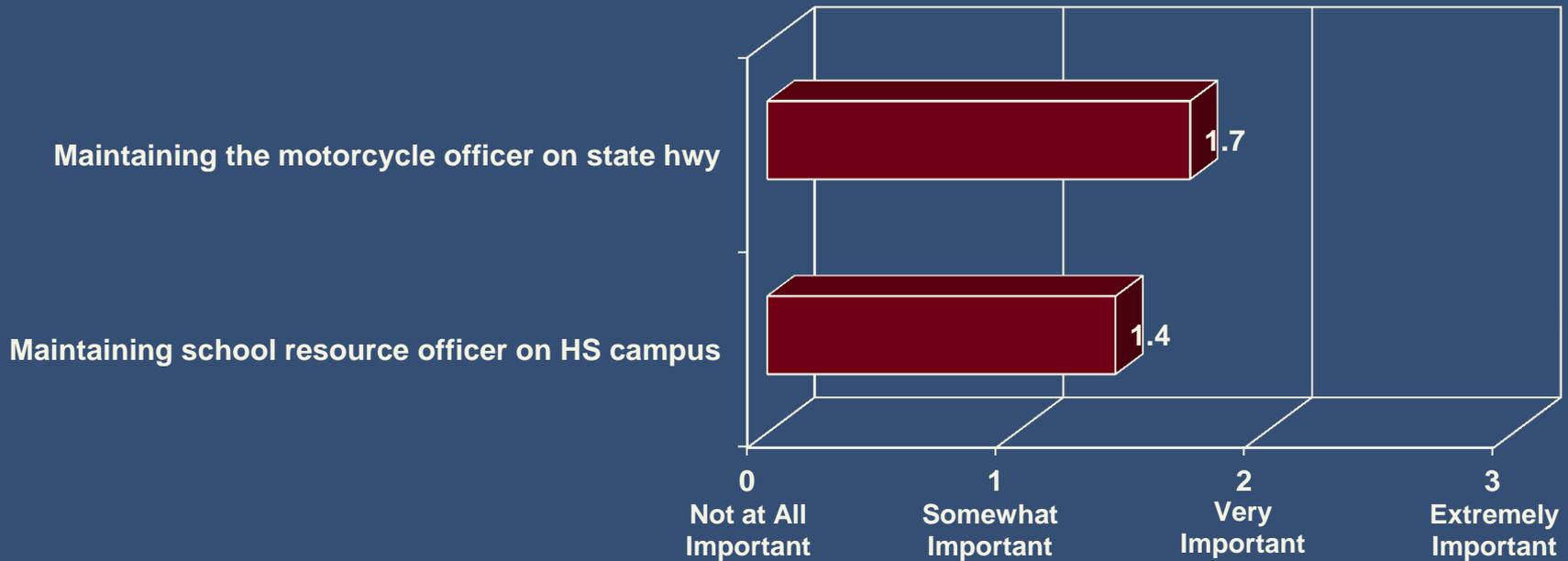
Issues Facing Yucca Valley: Open Space (n=305)

When queried about open space concerns, residents gave similar importance ratings to protecting native plants and maintaining the existing Town parks and sports fields (mean scores of 1.9), making these two issues at least somewhat important to the residents. In comparison, creating new sports fields and Town parks ranked significantly lower with mean scores of 1.1)



Issues Facing Yucca Valley: Safety (n=305)

Last in the series of issues, respondents were asked to indicate how important they felt two safety issues were. Both issues, maintaining the motorcycle officer on the state highway and maintaining a school resource officer on the high school campus, achieved a rating of somewhat important with mean scores of 1.7 and 1.4, respectively.





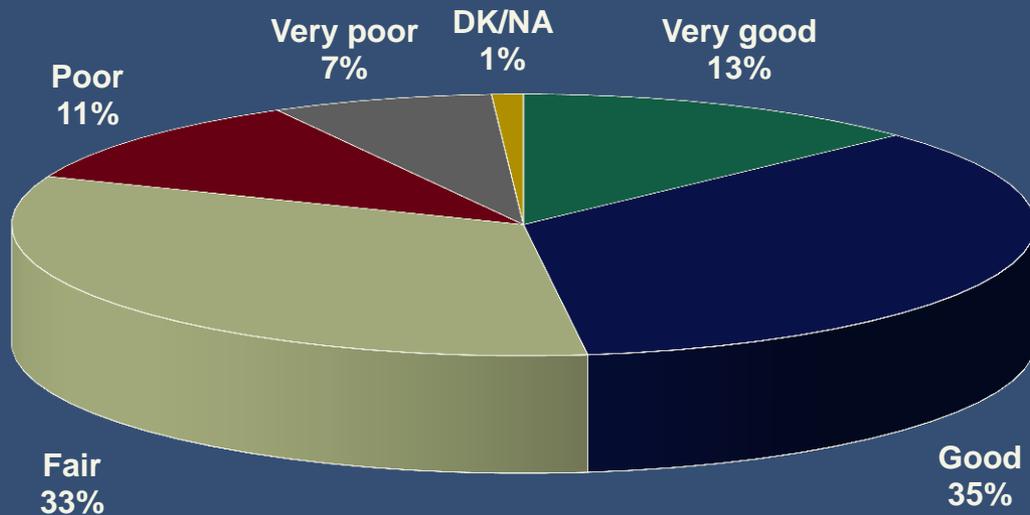
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Key Findings: Transportation Issues

Rating of Traffic Conditions in Yucca Valley (n=305)

The next planning topic in the survey was transportation and, here, the respondents were asked how they would rate the traffic conditions in Yucca Valley. Forty-eight percent of the residents gave traffic conditions a rating of at least “good” (“very good” 13%, “good” 35%). About one-third rated traffic conditions as “fair”, and the combined “poor” rating was 18% (“very poor” 7% and “poor” 11%). Only one percent did not know or render an opinion on this topic.



Rating of Traffic Conditions in Yucca Valley Homeownership Comparisons

When responses from homeowners and renters are compared, homeowners tended to give more positive ratings to the traffic conditions in Town with a total “good” response of 52% (“very good” 13%, “good” 39%) versus renters with total “good” response of 41% (“very good” 15%, “good” 26%). The owner gave significantly higher scores to the response category “good”, while the renters gave significantly higher ratings to “fair.”

n=305	Owner	Renter
Very good	13%	15%
Good	39%	26%
Fair	28%	45%
Poor	13%	8%
Very poor	7%	6%
DK/NA	1%	0%



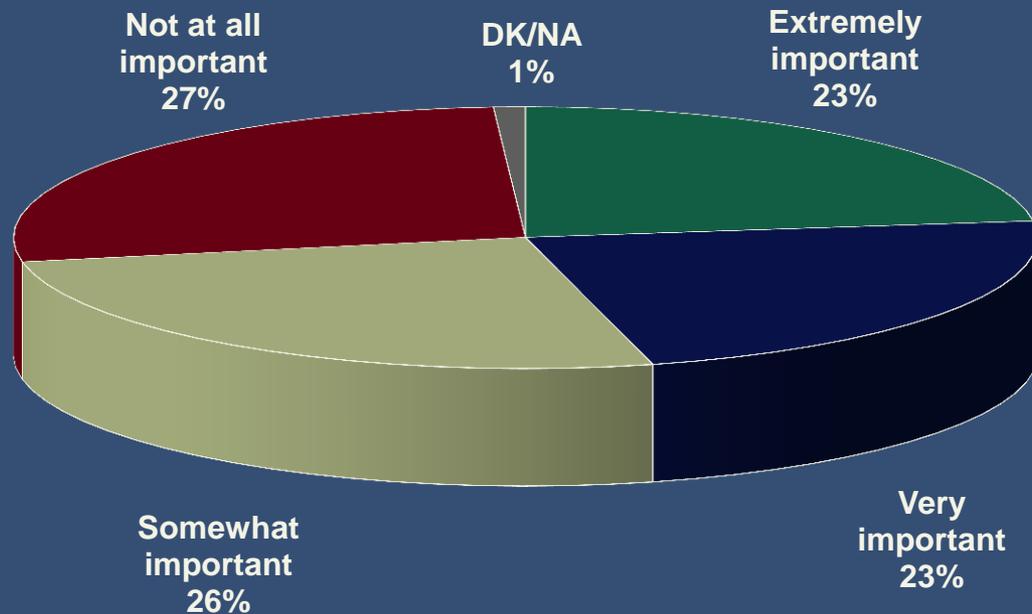
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Key Findings: Blue Skies and Casino Development

Importance of Community Having Golf Course in Community (n=305)

When the residents were asked whether they thought it was important for the community to have a golf course, the results show 72% of the respondents indicated that having a golf course in Yucca Valley is at least somewhat important. While 27% indicate it is not at all important.



Importance of Community Having Golf Course in Community

Gender Comparisons

Upon further analysis, men are more supportive of the golf course with a combined extremely or very important rating of 51% (“extremely important” 26%, “very important” 25%) as opposed to combined extremely or very important rating of 41% (“extremely important” 20%, “very important” 21%) for women. While ratings for the response category “not at all important” are essentially equal between the genders, women indicated “somewhat important” at a higher rate than men.

n=305	Male	Female
Extremely Important	26%	20%
Very Important	25%	21%
Somewhat Important	19%	32%
Not At All Important	29%	26%
DK/NA	1%	1%

Importance of Community Having Golf Course in Community

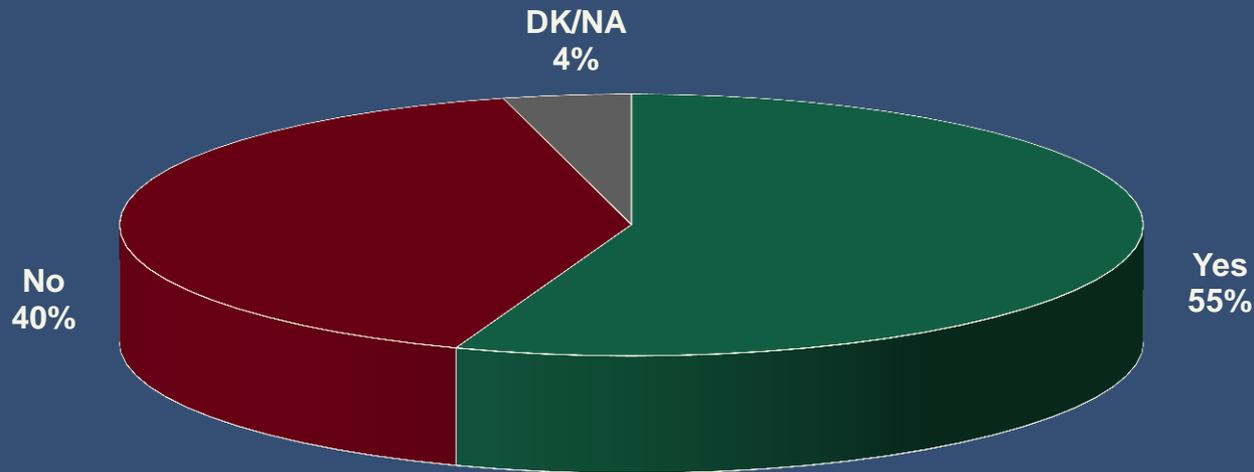
Geographic Comparisons

Respondents from the northeast region of Yucca Valley tended to give the highest combined extremely or very important rating for having a golf course in the community, with total importance of 56% (“extremely important” 26%, “very important” 30%), whereas those from the southeast gave the lowest combined extremely or very important rating of 39% (“extremely important” 28%, “very important” 11%). The respondents from the southwest region indicated the highest level of “not at all important” responses at 36%.

n=246	Northeast	Northwest	Southeast	Southwest
Extremely Important	26%	31%	28%	22%
Very Important	30%	16%	11%	24%
Somewhat Important	13%	33%	38%	16%
Not At All Important	31%	20%	23%	36%
DK/NA	0%	0%	0%	3%

Opinion on Whether Town Should Take Active Role in Redeveloping Blue Skies (n=305)

The survey then probed the residents' opinions on whether the Town of Yucca Valley should take an active role in redeveloping the Blue Skies Golf Course. Those that were in favor of taking action in this regard outweighed those who oppose it, with those indicating "yes" at 55% and those indicating "no" at 40%.



Opinion on Whether Town Should Take Active Role in Redeveloping Blue Skies

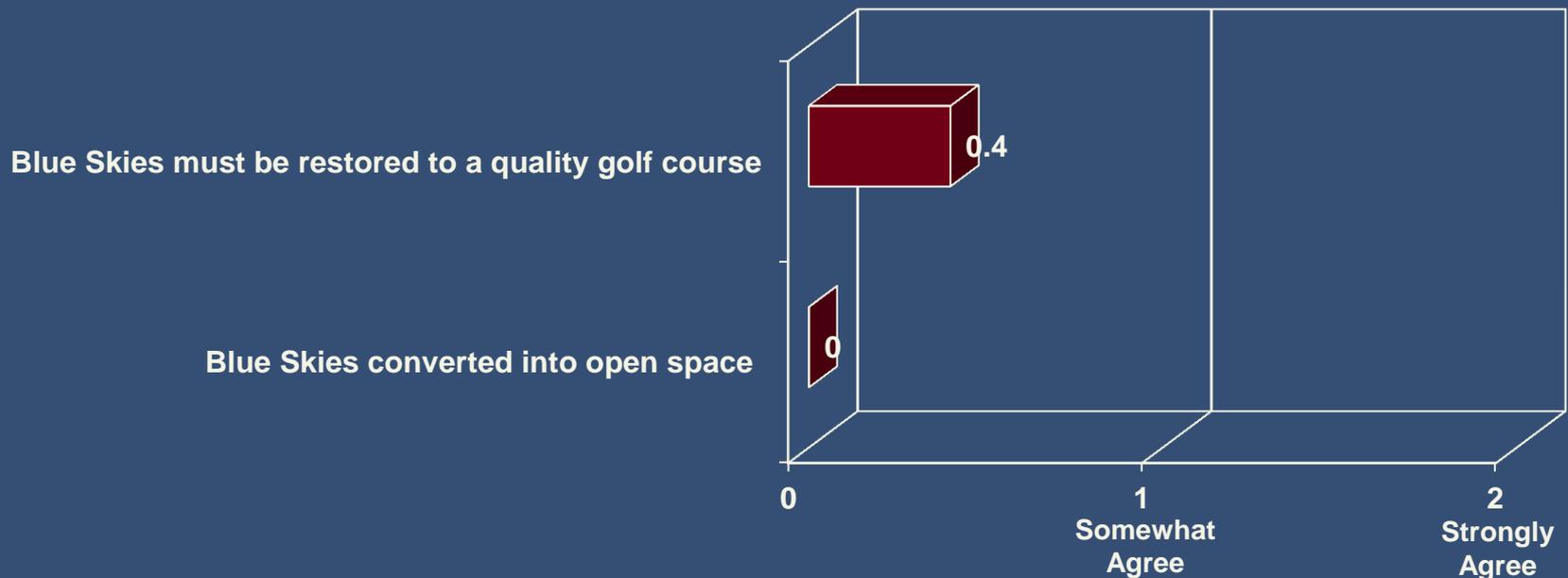
Geographic Comparisons

When the data is analyzed in terms of regions, the respondents located in the northwest indicated the highest level of support for the Town to take an active role in redeveloping the Blue Skies Golf Course at 67%. In contrast, those from the southwest reported the highest level of opposition at 49%.

n=305	Northeast	Northwest	Southeast	Southwest
Yes	57%	67%	56%	42%
No	35%	31%	44%	49%
DK/NA	9%	2%	0%	9%

Opinion on Future of Blue Skies Golf Course Property (n=305)

When the residents were asked to indicate whether they agreed or disagreed with two statements regarding potential futures for the Blue Skies Golf Course property, neither option garnered significant agreement, nor did they reach the level of “somewhat agree” (mean score of 1.0 or higher). Total agreement with the statement “Blue Skies must be restored to a quality golf course” registered at 58% (“strongly agree” 38%, “somewhat agree” 20%), while total agreement for the statement “Blue Skies converted into open space” was at 47% (“strongly agree” 28%, “somewhat agree” 19%).



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: “Strongly Agree” = +2, “Somewhat Agree” = +1, “Somewhat Disagree” = -1, and “Strongly Disagree” = -2.

Opinion on Future of Blue Skies Golf Course Property

Gender and Age Comparisons

The table below shows support levels for each of the two statements presented to respondents in terms of gender and age groups. With respect to gender, men indicated the highest level of total agreement with the statement that “Blue Skies must be restored to a quality golf course” (63%), as well as the highest level of disagreement with the statement “Blue Skies converted into open space” (51%). In contrast, women indicated the highest level of total disagreement with restoring Blue Skies to a quality golf course (41%), as well as the highest level of agreement with converting Blue Skies to open space (52%). With respect to age, those ages 30 to 65 and older indicated a higher level of agreement with restoring the golf course, as opposed to the 18-to-29-year-olds. Alternatively, those respondents ages 18 to 64 were more supportive of converting the golf course to open space than their counterparts ages 65 and older.

n=305		Gender		Age				
		Male	Female	18-29	30-39	40-49	50-64	65+
Blue Skies must be restored to a quality golf course	Strongly agree	46%	33%	32%	53%	29%	39%	39%
	Somewhat agree	17%	23%	9%	6%	28%	19%	24%
	Somewhat disagree	10%	16%	27%	24%	11%	8%	12%
	Strongly disagree	24%	25%	23%	18%	29%	31%	20%
	DK/NA	3%	4%	8%	0%	3%	3%	4%
Blue Skies converted into open space	Strongly agree	28%	28%	25%	25%	40%	30%	23%
	Somewhat agree	13%	24%	35%	18%	8%	27%	14%
	Somewhat disagree	13%	20%	18%	15%	16%	9%	25%
	Strongly disagree	38%	24%	18%	32%	33%	27%	35%
	DK/NA	7%	3%	5%	10%	3%	7%	3%

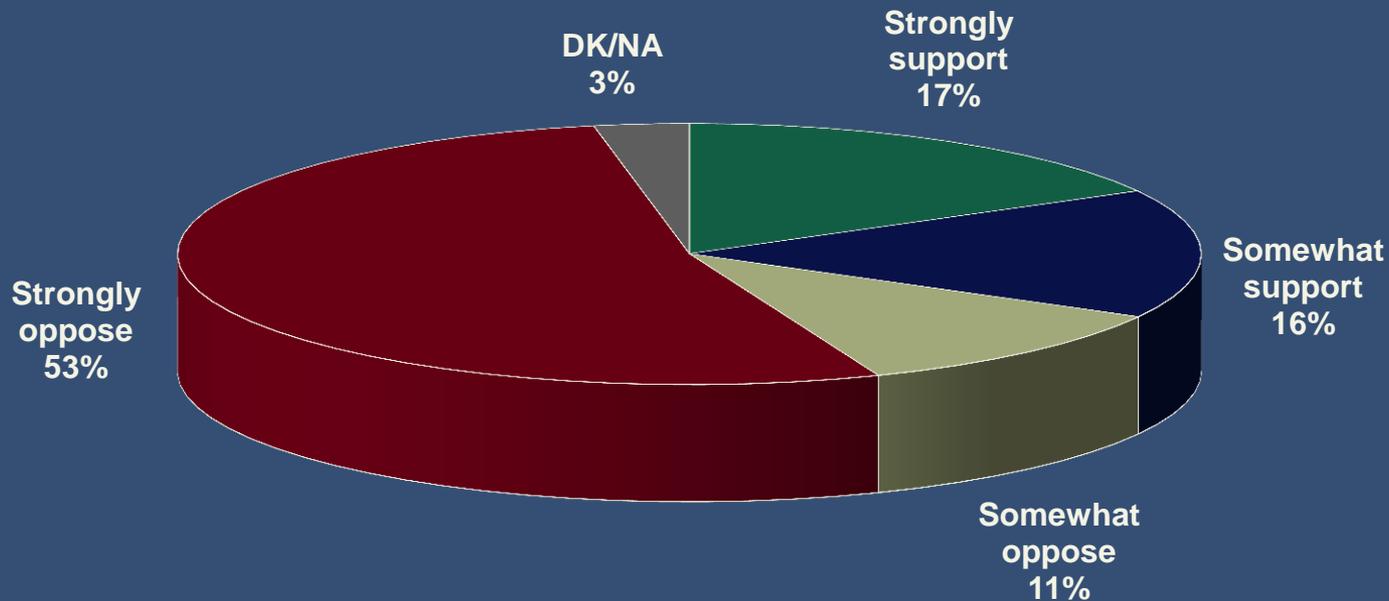
Opinion on Future of Blue Skies Golf Course Property Homeownership Comparisons

When the data is analyzed in terms of homeownership, the results are largely similar between the homeowners and renters, with one exception, a statistically significant difference in the strength of agreement on the statement “Blue Skies must be restored to a quality golf course.” While total agreement with this particular statement is similar between the two groups, owners at 57% (“strongly agree” 40%, “somewhat agree” 17%) and renters at 62% (“strongly agree” 34%, “somewhat agree” 28%), as shown here renters tended to say “somewhat agree” at a higher level than owners.

n=305		Owner	Renter
Blue Skies must be restored to a quality golf course	Strongly agree	40%	34%
	Somewhat agree	17%	28%
	Somewhat disagree	12%	15%
	Strongly disagree	26%	22%
	DK/NA	5%	1%
Blue Skies converted into open space	Strongly agree	28%	28%
	Somewhat agree	18%	21%
	Somewhat disagree	18%	15%
	Strongly disagree	31%	29%
	DK/NA	5%	7%

Opinion on Whether a Casino Should be Built in Yucca Valley (n=305)

Next, the survey respondents were asked whether they would support the development of a casino in the Town of Yucca Valley. Overwhelmingly, respondents indicated they would oppose such development at a rate of almost two to one. Total support for the proposal was at 33% (“strongly support” 17%, “somewhat support” 16%), while total opposition was at 64% (“strongly oppose” 53%, “somewhat oppose” 11%).



Opinion on Whether a Casino Should be Built in Yucca Valley

Party Type Comparisons

The table below highlights support levels for the proposal to build a casino in the Town of Yucca Valley by party type at the individual level. While opposition is still very strong across all parties, Democrats and Republicans reported the highest levels of total support, 39% and 33%, respectively. Alternatively, those respondents registered with other parties and Decline-To-State (DTS) voters registered the highest levels of total opposition at 74% for each.

n=305	Individual Party			
	Dem	Rep	Other	DTS
Strongly support	20%	14%	5%	21%
Somewhat support	19%	19%	18%	3%
Somewhat oppose	6%	10%	11%	21%
Strongly oppose	51%	54%	63%	53%
DK/NA	3%	4%	3%	2%

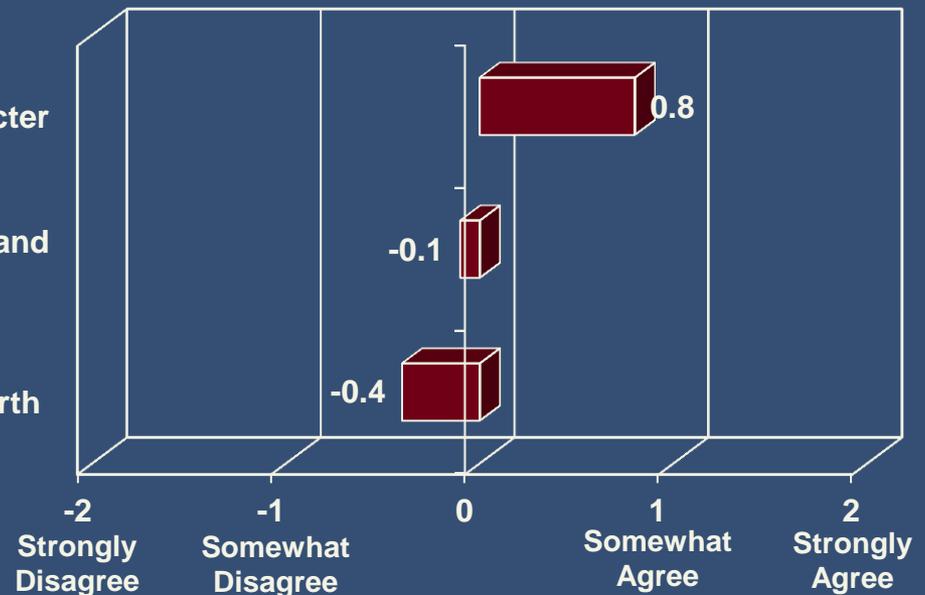
Opinion on Potential Development of Casino in Yucca Valley (n=305)

Next the survey respondents were asked indicate whether they agreed or disagreed with three statements about how development of a casino in Yucca Valley could impact other aspects of local life. Although the results fail to reach either the “somewhat disagree level” (mean score of -1.0 or lower) or the “somewhat agree level” (mean score of 1.0 or higher), the respondents appear to be more in agreement that a casino will have negative impacts on the community while being largely skeptical of the casino funding Blue Skies, the sewer system, or a rebirth of Old Town. Total agreement with the statement that the casino would negatively impact the community with crime and traffic was at 69% (“strongly agree” 54%, “somewhat agree” 15%). Total support for the statement that the casino could pay for Blue Skies’ redevelopment and the sewer was at 46% (“strongly agree” 24%, “somewhat agree” 22%), and total support for the statement that a casino could stimulate a rebirth was at 39% (“strongly agree” 19%, “somewhat agree” 20%).

Casino would increase traffic,bring crime/ruin character

Casino could pay for redeveloping Blue Skies and sewer

Casino/hotel in Old Town could stimulate a rebirth





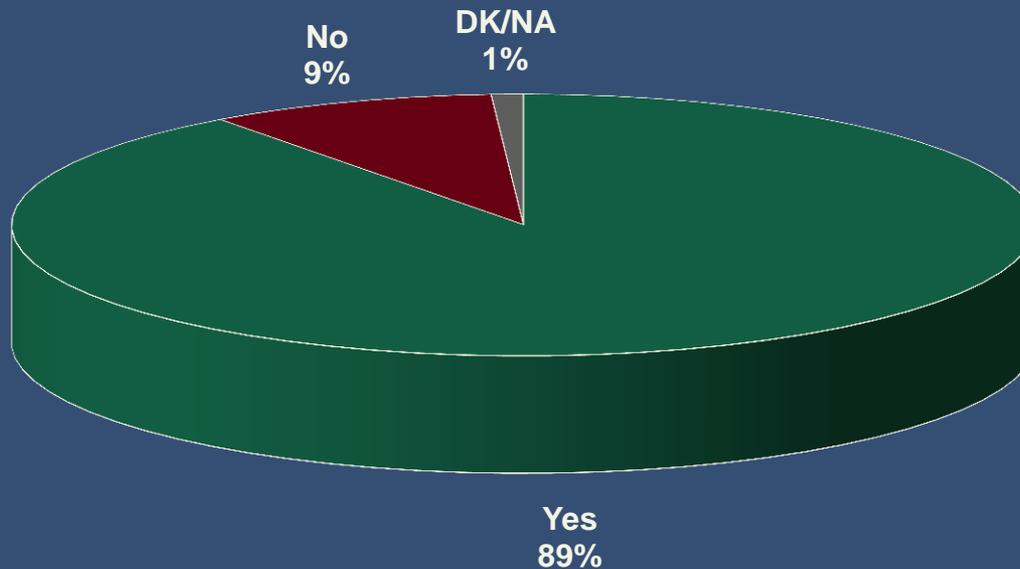
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Key Findings: Native Plants

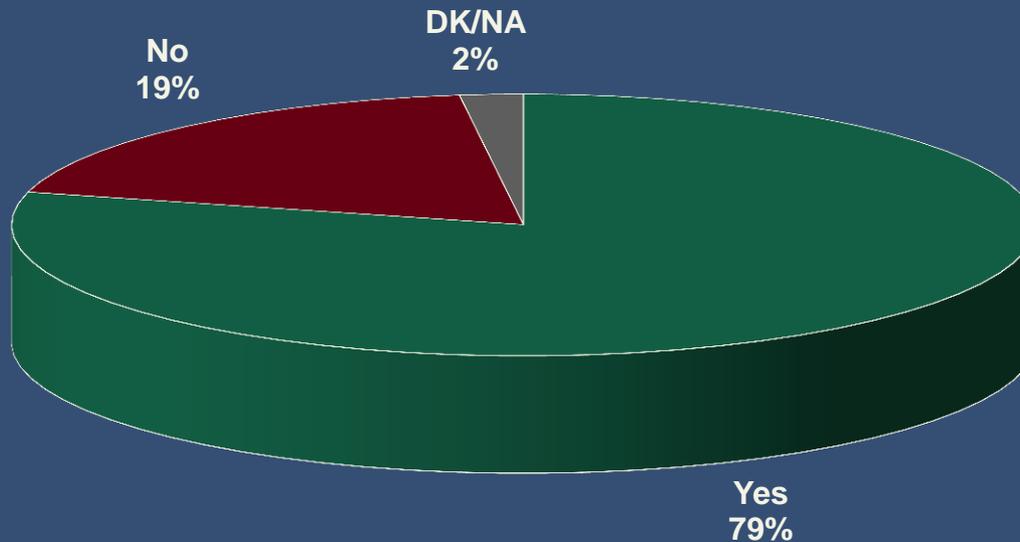
Are Residents Aware They Must Obtain a Permit to Move a Joshua Tree? (n=305)

The respondents appear to be very aware of the fact that they are required to obtain a permit to move any Joshua Tree on their property, with an overwhelming 89% answering “yes” to this question. Only 9% reported not knowing about the regulation.



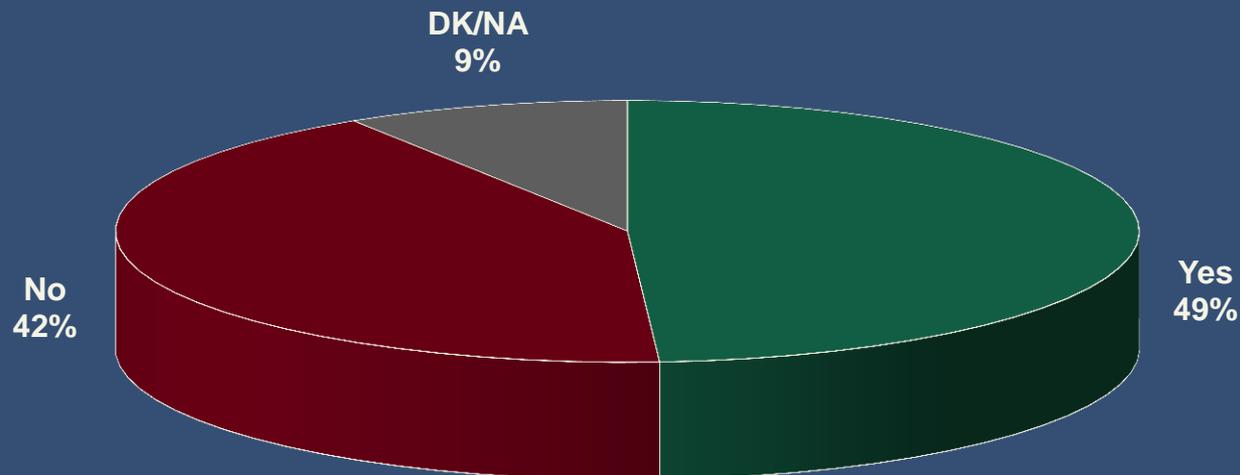
Are Residents Aware Development Must Account for Joshua Trees? (n=305)

In comparison with the previous results, about 10% fewer residents were aware of the fact that commercial developments must account for every Joshua Tree on the property, as well as either transplant or adopt out all Joshua Tree that are determined to be transplantable by a certified native plan specialist.



Do Residents Think it is Reasonable for Development to Pay for Transplantation (n=305)

Next, the survey respondents were provided information that explained the costs (\$500) for transplanting a single tree and asked if they felt it was reasonable to require a new development to absorb the expense. Residents' opinions were fairly evenly split on this question.



Do Residents Think it is Reasonable for Development to Pay for Transplantation

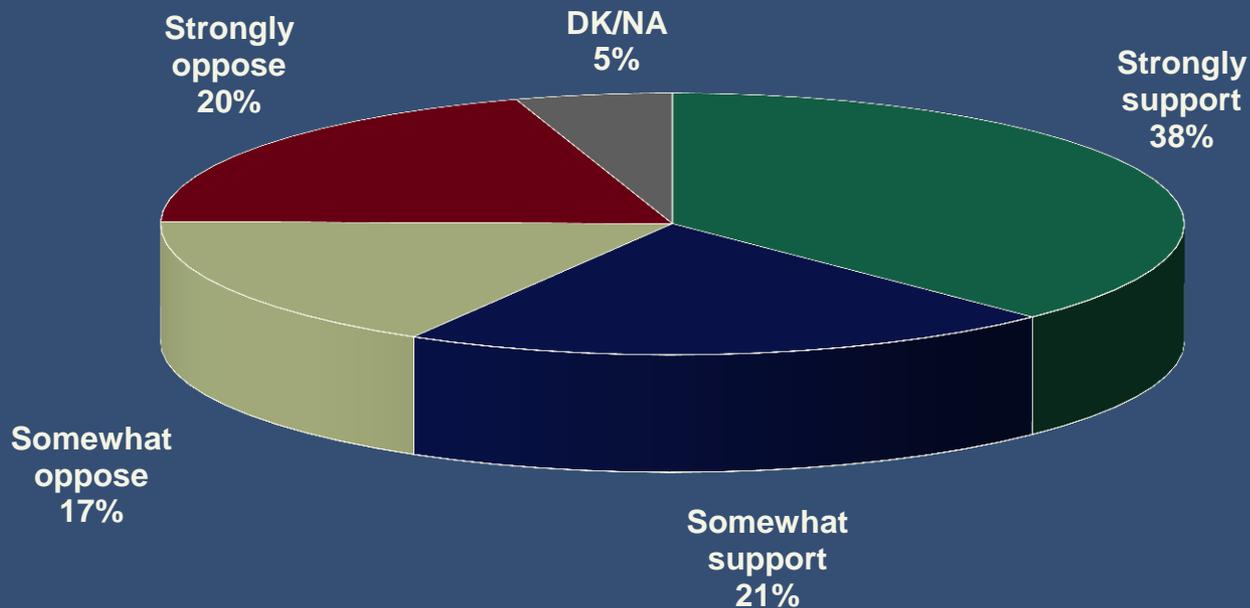
Party Type Comparisons

When analyzed in terms of individual party type, those affiliated with other parties (60%) and Decline-To-State (DTS) voters (68%) indicated the highest levels of indicating they felt it was a reasonable requirement for new development to absorb the costs for transplantation of protected trees. Republicans indicated the lowest level of support for this requirement, as well as the highest level of opposition.

n=305	Individual Party			
	Dem	Rep	Other	DTS
Yes	53%	39%	60%	68%
No	37%	51%	40%	23%
DK/NA	10%	10%	0%	9%

Do Residents Support or Oppose This Regulation (n=305)

As a follow up to the previous set of questions, residents were asked if they support or oppose the regulation requiring commercial developments to account for every Joshua Tree on the property and either transplant or adopt out all of these viable trees. Total support for this regulation is 59% (“strongly support” 38% and “somewhat support” 21%), with total opposition at 37% (“strongly oppose” 20% and “somewhat oppose” 17%).



Do Residents Support or Oppose This Regulation

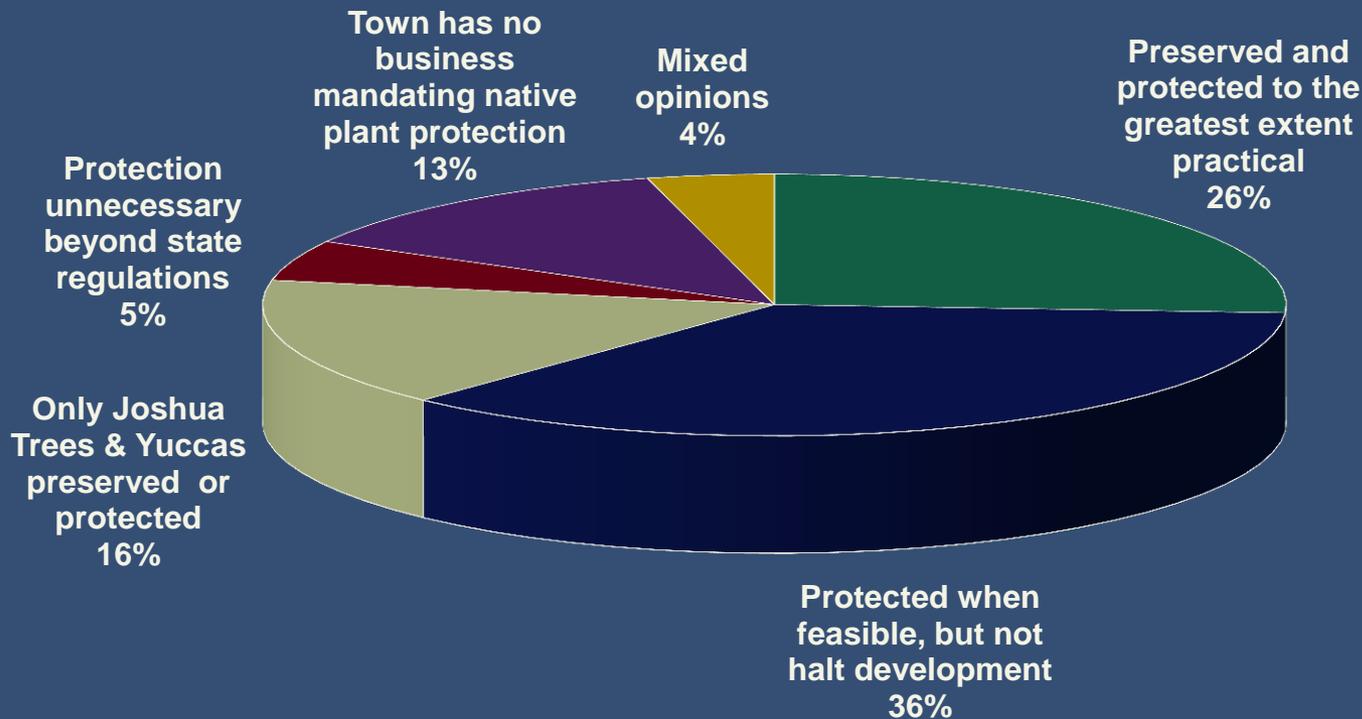
Party Type Comparisons

When the data is analyzed again in terms of individual party type, the highest levels of “strongly support” are indicated by the Democrats (46%) and Decline-To-State (DTS) (51%). In addition, these two groups also reported the highest levels of total support, Democrats at 65% (“strongly support” 46%, “somewhat support” 19%) and Decline-To-State voters at 62% (“strongly support” 51%, “somewhat support” 11%). The highest levels of opposition were reported by the Republicans at 42% (“strongly oppose” 23%, “somewhat oppose” 19%) and those voters registered with other parties at 39% (“strongly oppose” 20%, “somewhat oppose” 19%).

n=305	Individual Party			
	Dem	Rep	Other	DTS
Strongly support	46%	29%	28%	51%
Somewhat support	19%	25%	27%	11%
Somewhat oppose	16%	19%	19%	15%
Strongly oppose	16%	23%	20%	17%
DK/NA	4%	4%	6%	7%

Opinion on Native Plant Protection (n=305)

Next, the survey respondents were asked to indicate which of five statements regarding native plant protection best reflected their opinion on the subject. While nearly a quarter of respondents agreed with protecting native plants to the greatest extent practical (26%), more than a third indicated they agreed with protecting these plants when feasible but not to halt development (36%). A little more than one in ten respondents felt the Town had no business mandating plant protection (13%).



Opinion on Native Plant Protection

Party Type Comparisons

When the opinions on native plant protection are viewed in light of individual party type, Republicans indicated the least support for preserving the plants to the greatest extent possible (17%) and the highest support for the statement that the Town has no business mandating plant protection (19%). The voters registered with other parties and Decline-To-State (DTS) voters indicated the highest levels of support for protecting native plants when feasible without halting development, at 42% and 43%, respectively.

n=305	Individual Party			
	Dem	Rep	Other	DTS
Native plants should be preserved and protected to the greatest extent practical	34%	17%	38%	34%
Native plants should be protected when feasible, but protection should not halt development of properties	28%	38%	42%	43%
Only Joshua Trees & Yuccas should be preserved or protected	20%	16%	11%	12%
Native plant protection is unnecessary beyond existing state regulations	3%	6%	9%	2%
The Town has no business mandating any native plant protection – if property owners want to do that, they can incorporate native plant protection in their development	11%	19%	0%	5%
Mixed opinions	5%	3%	0%	5%
DK/NA	0%	1%	0%	0%

Summary – General Plan

- Respondents were moderately satisfied with the job the Town of Yucca Valley is doing to provide town services (73% satisfied, 21% dissatisfied).
- Projecting to the future, 34% of the respondents believe the quality of life will improve, 29% think it will stay the same and 29% think it will be worse.
- Half of the respondents indicated that the “small-town atmosphere / sense of community” is what they like most about living in Yucca Valley.
- The respondents rated the importance of a wide variety of issues facing the Town of Yucca Valley, the highest among these were:
 - Maintenance/repair of neighborhood streets/alleys
 - Creating more high paying jobs
 - Protecting native plants like Joshua Trees/Yuccas
 - Maintaining the existing Town parks/sports fields
 - Encouraging new businesses to relocate to Yucca Valley
- Forty-eight percent of respondents believe that traffic conditions in Yucca Valley are very good (13%) or good (35%).
- Seventy-two percent of the respondents indicated that having a golf course in Yucca Valley is at least somewhat important (23% extremely important, 23% very important, 26% somewhat important). Further, 55% of the respondents support the Town taking an active role in redeveloping the Blue Skies Golf Course.
- Thirty-three percent of the respondents support building a Casino in Yucca Valley and 64% oppose the proposal.

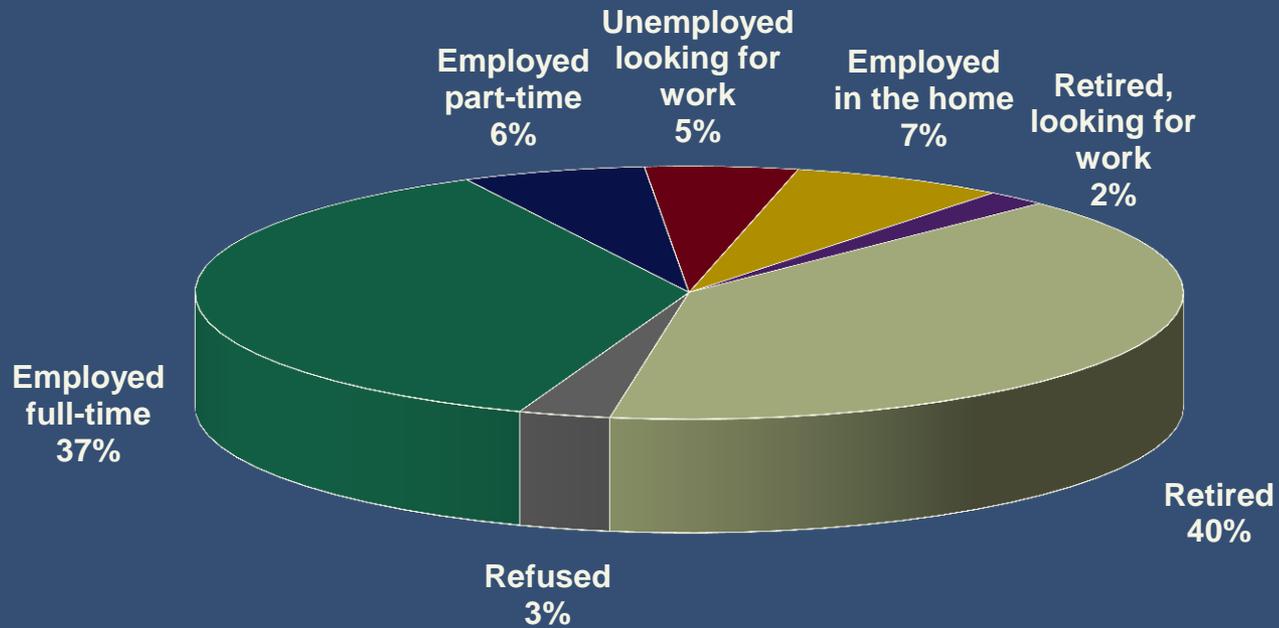


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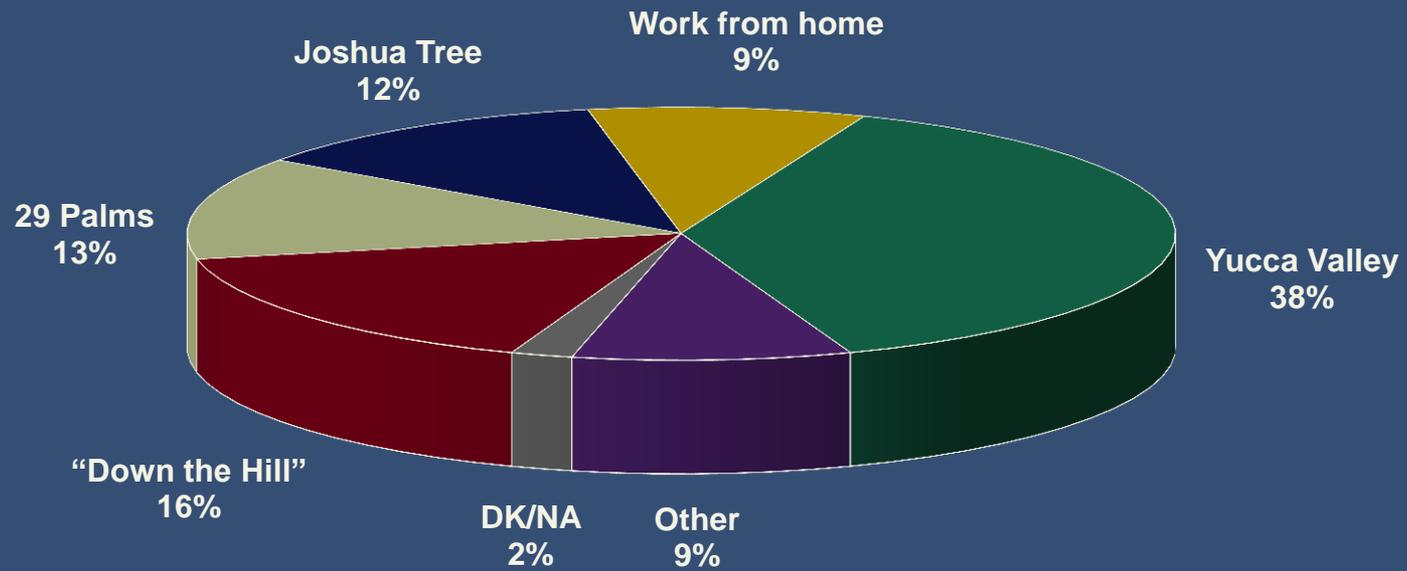


Appendix A: Additional Demographic Information

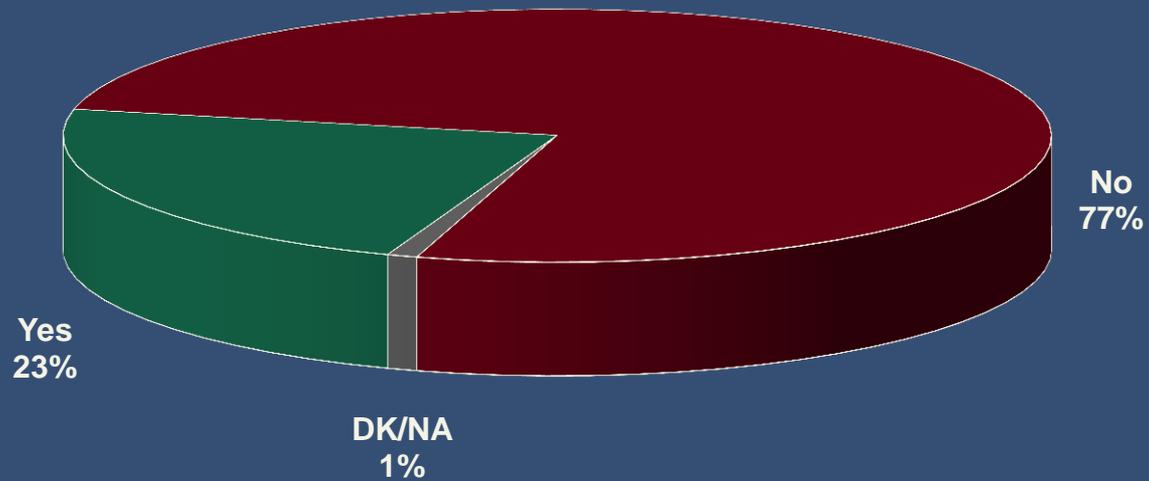
Current Job Status



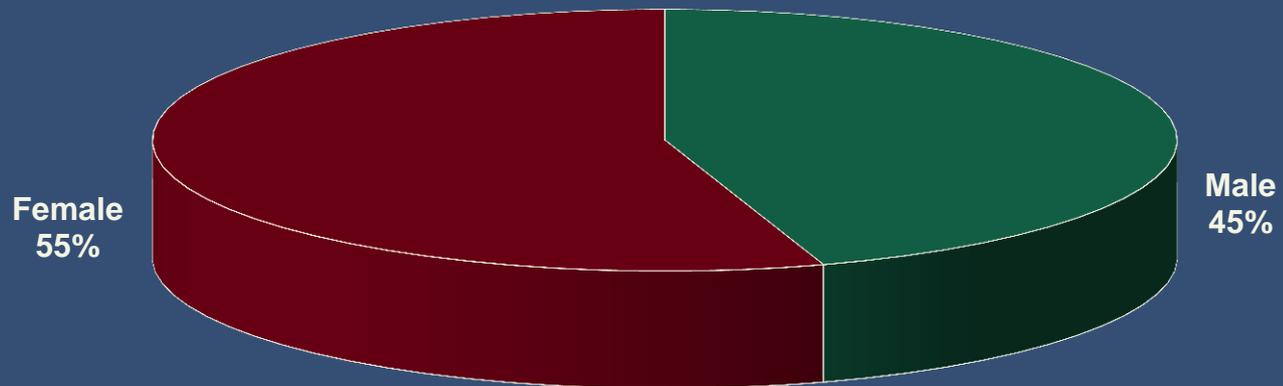
Location of Work

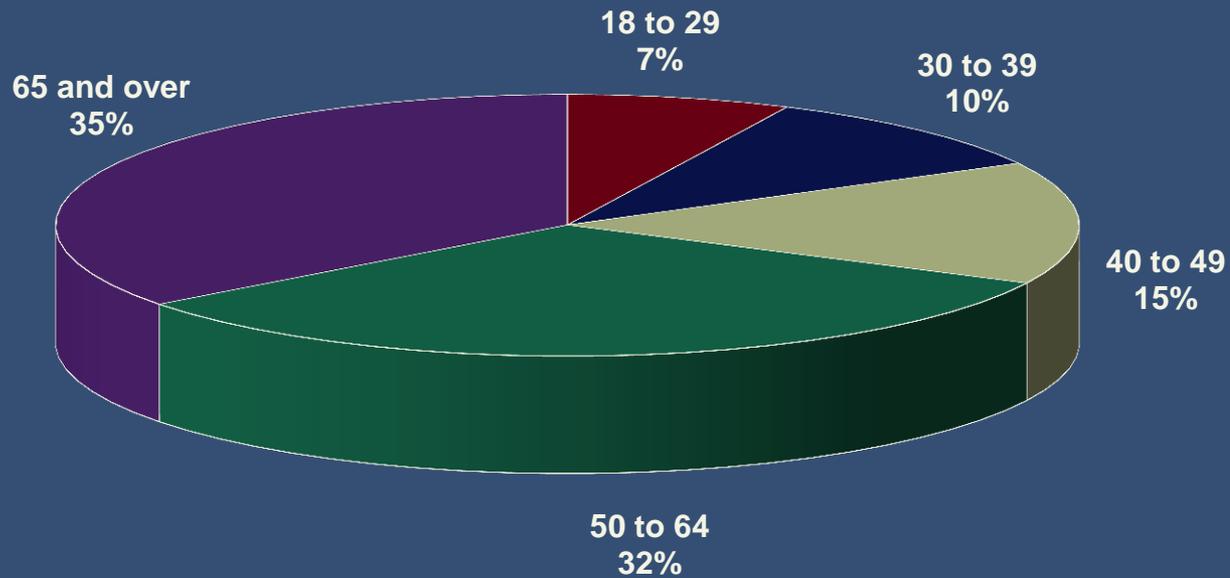


Children in the Household

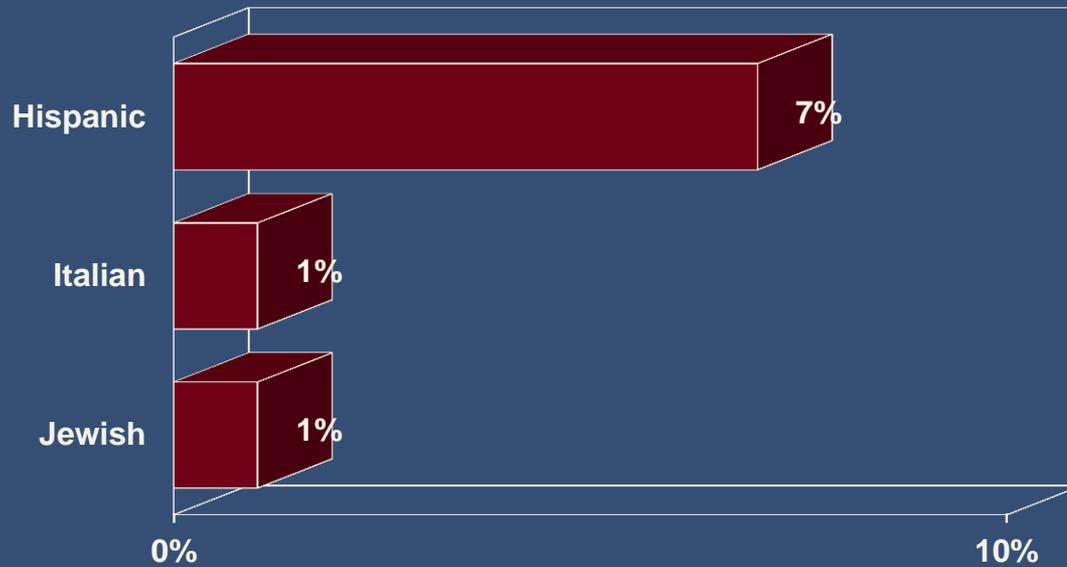


Gender

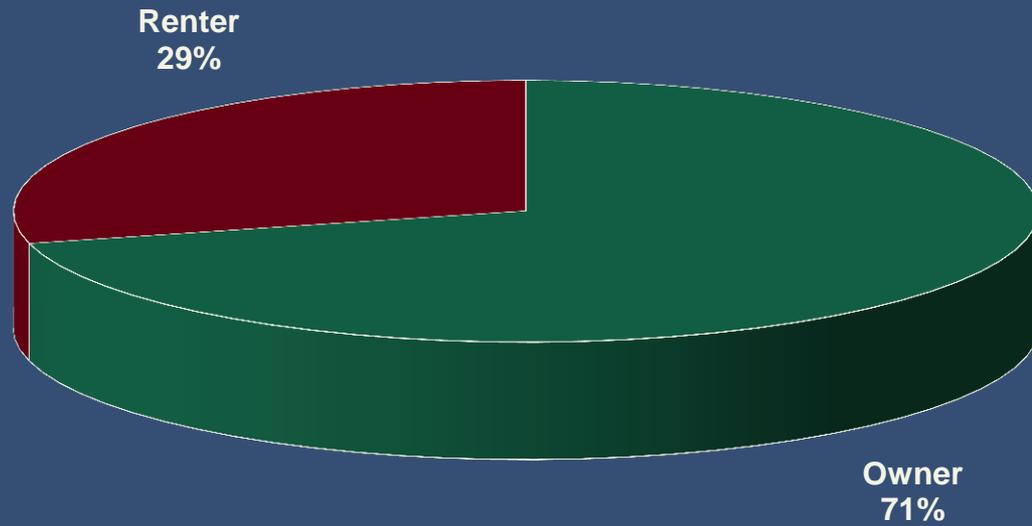




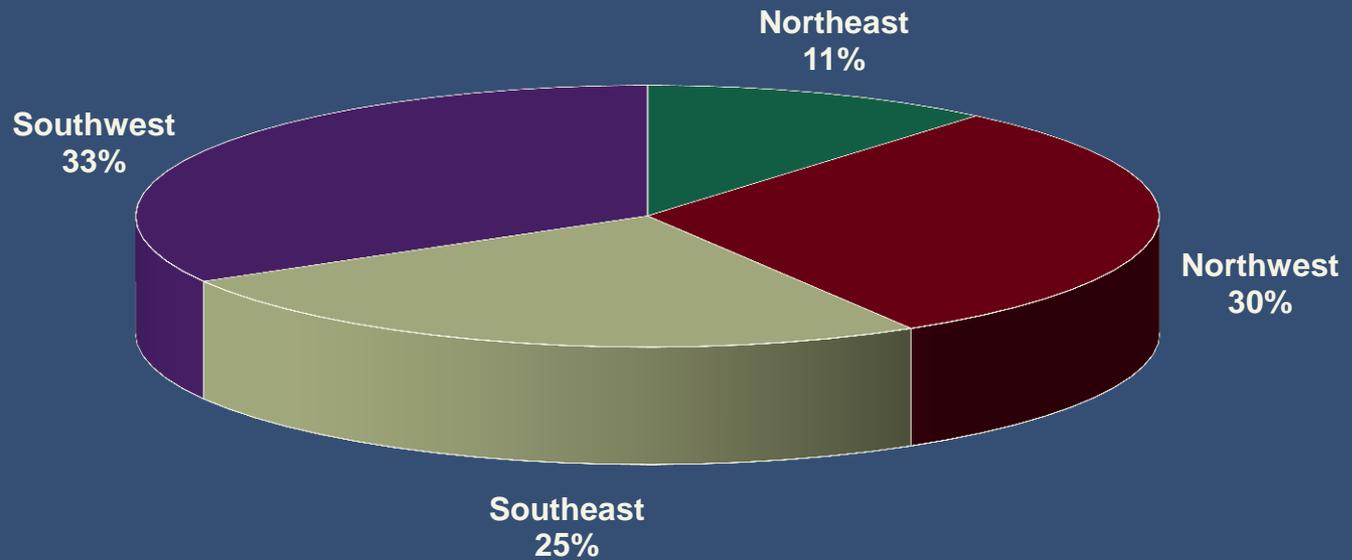
Ethnic Surname



Home Ownership



Coded from precincts North or South of 29 Palms Highway and East or West of SR-247.





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Appendix B: Detailed Methodology

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn. These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

For example, the following table shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 305 voters was drawn from the estimated population of the Town of Yucca Valley of approximately 7,657 voters, one can be 95% confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table on the following page indicates, the margin of error for all aggregate responses is between 3.3 and 5.5% for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by 305 respondents, one can be 95% confident that the difference between the percent breakdowns of the sample and those of the total population is no greater than 5.5%. The percent margin of error applies to both sides of the answer, so that for a question in which 50% of respondents said yes, one can be 95% confident that the actual percent of the population that would say yes is between 44% (50 minus 5.5) and 56% (50 plus 5.5).

The margin of error for a given question also depends on the distribution of responses to the question. The 5.5% refers to dichotomous questions where opinions are evenly split in the sample with 50% of respondents saying yes and 50% saying no. If that same question were to receive a response in which 10% of the respondents say yes and 90% say no, then the margin of error would be no greater than plus or minus 3.3%. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup’s response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are comprised of 25 or fewer respondents.

Margin of Error II

<i>n</i>	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
800	2.0%	2.6%	3.0%	3.2%	3.3%
600	2.3%	3.1%	3.5%	3.8%	3.8%
500	2.5%	3.4%	3.9%	4.2%	4.2%
400	2.9%	3.8%	4.4%	4.7%	4.8%
305	3.3%	4.4%	5.0%	5.4%	5.5%
200	4.1%	5.5%	6.3%	6.7%	6.8%



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Appendix C: Topline Report



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Appendix D: Questionnaire



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TOWN OF YUCCA VALLEY

2011 Planning Survey

Topline Report
n=305
25-minutes
Voter Sample

February 2012

www.godberesearch.com

Northern California and Corporate Offices
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SURVEY METHODOLOGY

The Town of Yucca Valley commissioned Godbe Research to conduct a resident survey to support a general planning process being conducted by the Town.

Survey Methodology

Overall, 305 registered voters in the Town of Yucca Valley completed the survey, representing a total universe of approximately 7,657 voters who are likely to vote in the November 2012 election. These study parameters resulted in a margin of error of plus or minus 5.5 percent for the overall sample of 305 voters. Interviews were conducted from December 19 through December 22, 2011. The average interview time was approximately 25 minutes. A sample of registered voters was selected to ensure that survey respondents lived within the Town of Yucca Valley.

Once collected, the sample of voters was compared with the respective voter population in the Town to examine possible differences between the demographics of the sample of respondents and the actual universe of voters. The data were weighted to correct these differences, and the results presented are representative of the voter characteristics of the Town of Yucca Valley in terms of gender, and age.

Questionnaire Methodology

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 4, 8, and 10 were randomized to avoid such position bias.

Mean Scores and Rounding

In addition to the percentage breakdown of responses to each question, results for the questions relating to importance of community issues (Q4), Blue Skies Golf Course (8), and casino development (10) include mean scores. For example, to derive the overall importance of a local issue (Q4), a number value is first assigned to each response category (in this case, "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0). The number values that correspond to respondents' answers were then averaged to produce a final score that reflects the overall importance of that issue. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the mean scores for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above was rounded up to the next number, and .4 or below was rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

QUALITY OF LIFE

To begin, I'd like to ask you a few questions about living in Yucca Valley.

1. Generally speaking, are you satisfied or dissatisfied with the job the Town of Yucca Valley is doing to provide town services? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	28%
Somewhat satisfied	45%
Somewhat dissatisfied	11%
Very dissatisfied	10%
DK/NA	6%

2. Looking ahead to the next 20 years, do you think the quality of life in Yucca Valley will stay about the same as today, or will it be better or worse?

Better	34%
Staying about the same	29%
Worse	29%
DK/NA	8%

3. What do you like most about living in Yucca Valley? [Multiple responses permitted.]

Small-town atmosphere / Sense of community	50%
Weather and climate	21%
Open space / Desert character	20%
Family or friends live here	18%
Clean air	18%
Night skies	15%
Safe neighborhoods / Community	14%
Location or close to other cities / Amenities	14%
Cost of living/affordable housing	13%
Good restaurants, retail, or entertainment in Yucca Valley	3%
Education and youth programs	2%

Less traffic	1%
Other	4%
DK/NA	1%

ISSUES FACING YUCCA VALLEY

4. Next, I'd like to ask you about a number of issues facing residents. Please rate the importance of each issue in planning for the future of Yucca Valley. Here's the (first/next): Is _____ extremely important, very important, somewhat important or not at all important?

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not At All Important	DK/NA
Land Use						
4A. Restoring Blue Skies to a viable use	1.7	28%	34%	18%	17%	3%
4B. Creating more high paying jobs	2.0	36%	34%	18%	9%	3%
4C. Encouraging new businesses to relocate to Yucca Valley	1.9	33%	33%	23%	11%	0%
4D. Developing additional restaurants and retail stores	1.6	23%	30%	32%	15%	0%
4E. Returning Blue Skies to a quality golf facility	1.5	28%	23%	18%	29%	2%
4F. Creating a thriving Old Town business district	1.5	17%	31%	30%	20%	2%
4G. Encouraging the development of a new casino in the Morongo Basin	.7	8%	13%	18%	60%	1%
Infrastructure						
4H. Reducing traffic congestion	1.5	19%	34%	27%	19%	1%
4I. Maintenance and repair of neighborhood streets and alleys	2.1	33%	42%	21%	3%	0%
4J. Providing sidewalks and walking paths along SR-62	1.6	24%	32%	23%	20%	1%
4K. Providing bike lanes and recreational trails throughout Town	1.5	17%	31%	31%	20%	1%
4L. Developing a centralized sewer system to replace septic tanks and protect groundwater quality	1.6	26%	31%	20%	21%	2%
4M. Investing in flood control facilities	1.5	21%	29%	30%	18%	2%
Housing						
4N. Developing a variety of housing options, including apartments, townhomes and condominiums	.9	8%	18%	27%	46%	1%
4O. Creating more affordable housing	1.1	15%	20%	23%	40%	2%
4P. Focusing housing alternatives to attract retirees to the community	1.2	11%	27%	33%	27%	2%

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not At All Important	DK/NA
Open Space						
4Q. Maintaining the existing Town parks and sports fields	1.9	24%	49%	19%	7%	1%
4R. Creating new Town parks	1.1	11%	20%	34%	32%	2%
4S. Creating new sports fields	1.1	12%	15%	36%	34%	2%
4T. Protecting native plants like Joshua Trees and Yuccas	1.9	32%	34%	25%	9%	0%
Safety						
4U. Maintaining the school resource officer on the high school campus	1.4	16%	38%	17%	13%	16%
4V. Maintaining the motorcycle officer on the state highway to ensure adherence to the speed limits	1.7	23%	39%	25%	12%	0%

Computation of Mean Scores:

"Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0.

TRANSPORTATION ISSUES

Now, a few questions about getting around Yucca Valley.

5. How would you rate traffic conditions in Yucca Valley? Are traffic conditions very good, good, fair, poor, or very poor?

Very good	13%
Good	35%
Fair	33%
Poor	11%
Very poor	7%
DK/NA	1%

BLUE SKIES & CASINO DEVELOPMENT

Blue Skies Golf Course stopped operating over 5 years ago. Once considered a significant community asset, it now is considered by some to be a sign of blight. So let me ask you a couple of questions:

6. How important is it for this community to have a golf course, is it _____?

Extremely important	23%
Very important	23%
Somewhat important	26%
Not at all important	27%
DK/NA	1%

7. Should the Town take an active role in redeveloping Blue Skies Golf Course?

Yes	55%
No	40%
DK/NA	4%

8. Now I'm going to read a couple of statements. Here is the first one _____. Do you agree or disagree with this statement? Is that strongly or somewhat (agree/disagree)?

	Mean Score	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
8A. Some people in the community believe that in order for Yucca Valley to be a premiere retirement community, Blue Skies Golf Course MUST be restored to a quality golf course	.4	38%	20%	13%	25%	3%
8B. Some people in the community believe that ANY golf course is a waste of limited water resources, and would like to see Blue Skies converted into an open space where residents can hike in the native environment	.0	28%	19%	17%	30%	5%

Computation of Mean Scores:

"Strongly Agree" = +2, "Somewhat Agree" = +1, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

There has been talk recently about developing a casino in the Morongo Basin and possibly locating it in the Town of Yucca Valley.

9. Do you support or oppose building a casino in the Town of Yucca Valley? Is that strongly or somewhat (support / oppose)?

Strongly support	17%
Somewhat support	16%
Somewhat oppose	11%
Strongly oppose	53%
DK/NA	3%

10. Now I'm going to read a few statements. Here is the first one _____. Do you agree or disagree with this statement? Is that strongly or somewhat (agree/disagree)?

	Mean Score	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
10A. Some people in the community believe that a casino would increase traffic, bring crime and ruin the desert character and small town feel that brought them to Yucca Valley in the first place	.8	54%	15%	14%	16%	1%
10B. Some people in the community believe a casino and hotel in the Old Town area could stimulate a rebirth of the western edge of Town, and that a casino can be done in such a way as to help get the Blue Skies golf course back up and running	-.4	19%	20%	15%	42%	4%
10C. Some people in the community believe that a casino could pay for redeveloping Blue Skies as a quality golf course using reclaimed water, and that the casino would help pay for a portion of the sewer system	-.1	24%	22%	10%	35%	8%

Computation of Mean Scores:

"Strongly Agree" = +2, "Somewhat Agree" = +1, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

NATIVE PLANTS

Some believe that our native plants and open space protection needs to be better emphasized in order to maintain the desert character that attracted people to Yucca Valley in the first place. So let me ask you a couple of questions:

11. Are you aware that residents currently must obtain a permit from the Town of Yucca Valley to move a Joshua Tree on their lot?

Yes	89%
No	9%
DK/NA	1%

12. Are you aware that commercial development must account for every Joshua Tree on their property and either transplant or adopt out all Joshua Trees that a certified native plant specialist determines is transplantable?

Yes	79%
No	19%
DK/NA	2%

13. It costs \$500 to transplant a single tree. For some properties, this could result in tens of thousands of dollars of expense. Is this reasonable to require new development to absorb such a cost?

Yes	49%
No	42%
DK/NA	9%

14. Do you support or oppose this regulation? Is that strongly or somewhat (support / oppose)?

Strongly support	38%
Somewhat support	21%
Somewhat oppose	17%
Strongly oppose	20%
DK/NA	5%

15. Some individuals moved to the desert to enjoy the natural environment and want to protect native plants on their property. Others want to build their dream homes complete with large garage, swimming pool, horse barn and corral, and RV parking – covering most, if not all, of their property. With this in mind, please indicate which of the following five statements best reflects your opinion:

Native plants should be preserved and protected to the greatest extent practical	26%
Native plants should be protected when feasible, but protection should not halt development of properties	36%
Only Joshua Trees & Yuccas should be preserved or protected	16%
Native plant protection is unnecessary beyond existing state regulations	5%
The Town has no business mandating any native plant protection – if property owners want to do that, they can incorporate native plant protection in their development	13%
Mixed opinions	4%
DK/NA	0%

DEMOGRAPHICS

Now, just a few background questions for comparison purposes.

A. What is your current job status?

Employed full-time	37%
Employed part-time	6%
Unemployed looking for work	5%
Employed in the home	7%
Retired, looking for work	2%
Retired	40%
Refused	3%

B. [If QA = Employed full-time or Employed part-time] Where do you work?

"Down the Hill"	16%
29 Palms	13%
Joshua Tree	12%
Work from home	9%
Yucca Valley	38%
Other	9%
DK/NA	2%

C. Do any children under the age of 18 live in your household?

Yes	23%
No	77%
DK/NA	1%

D. Respondent's Gender [Recorded from voice]

Male	45%
Female	55%

Information From Voter File

All information is included in voter registration records, and these items will not be asked during interviews.

E. Age

18 to 29	7%
30 to 39	10%
40 to 49	15%
50 to 64	32%
65 and over	35%

F. Ethnic Surname Code

Hispanic	6%
Italian	1%
Jewish	1%

G. Homeownership Status

Owner	71%
Renter	29%

H. Area (Code from precincts North or South of 29 Palms Highway and East or West of SR247)

Northeast	11%
Northwest	30%
Southeast	25%
Southwest	33%



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Gain Insight

TOWN OF YUCCA VALLEY

2011 Planning Survey

Questionnaire
n=300
25-minutes
Voter Sample

February 2012

Final

www.godberesearch.com

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INTRODUCTION & SCREENERS

Hello. May I speak with _____? My name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning issues that are important to residents of the Town of Yucca Valley, and I'd like to ask you a few questions.

[IF NEEDED:] I can assure you that I am not trying to sell you anything – this is a study about local issues and your opinion is extremely valuable.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY:] "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual."

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH:] "This type of opinion research is exempt under the law that Congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call, and we would appreciate your input. Your opinions count!"

- i. Area you or a member of your household an elected or appointed member of a Town, County, School, or special district board, committee, or commission?

Yes ----- 1 [CONTINUE TO Qii TEXT]
No ----- 2 [GO TO SURVEY]
[DON'T READ]DK/NA ----- 99 [CONTINUE TO Qii TEXT]

- ii. Thank you for your time, but the focus of this survey is on the general public's opinion of local issues. Due to your response to this question, you are not eligible to complete the survey. Thank you again for your time. [TERMINATE]

QUALITY OF LIFE

To begin, I'd like to ask you a few questions about living in Yucca Valley.

1. Generally speaking, are you satisfied or dissatisfied with the job the Town of Yucca Valley is doing to provide town services? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied ----- 1
Somewhat satisfied ----- 2
Somewhat dissatisfied ----- 3
Very dissatisfied ----- 4
[DON'T READ] DK/NA ----- 99

2. Looking ahead to the next 20 years, do you think the quality of life in Yucca Valley will stay about the same as today, or will it be better or worse?

Better ----- 1
Staying about the same----- 2
Worse ----- 3
[DON'T READ] DK/NA ----- 99

3. What do you like most about living in Yucca Valley? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Cost of living/affordable housing ----- 1
Clean air ----- 2
Education and youth programs ----- 3
Family or friends live here ----- 4
Good restaurants, retail, or entertainment in
Yucca Valley ----- 5
Location or close to other cities / Amenities ----- 7
Night skies ----- 8
Open space / Desert character ----- 9
Safe neighborhoods / Community----- 10
Small-town atmosphere / Sense of community--- 11
Weather and climate----- 12
Other [SPECIFY]: _____ ----- 98
DK/NA ----- 99

ISSUES FACING YUCCA VALLEY

4. Next, I'd like to ask you about a number of issues facing residents. Please rate the importance of each issue in planning for the future of Yucca Valley. Here's the (first/next): Is _____ extremely important, very important, somewhat important or not at all important?

[RANDOMIZE]

	<u>Ext</u> <u>Imp</u>	<u>Very</u> <u>Imp</u>	<u>Sw</u> <u>Imp</u>	<u>Not At</u> <u>All Imp</u>	<u>[DON'T</u> <u>READ]</u> <u>DK/NA</u>
LAND USE					
A. Restoring Blue Skies to a viable use -----	1	2	3	4	99
B. Creating more high paying jobs -----	1	2	3	4	99
C. Encouraging new businesses to relocate to Yucca Valley-----	1	2	3	4	99
D. Developing additional restaurants and retail stores	1	2	3	4	99
E. Returning Blue Skies to a quality golf facility-----	1	2	3	4	99
F. Creating a thriving Old Town business district-----	1	2	3	4	99
G. Encouraging the development of a new casino in the Morongo Basin-----	1	2	3	4	99
INFRASTRUCTURE					
H. Reducing traffic congestion-----	1	2	3	4	99
I. Maintenance and repair of neighborhood streets and alleys -----	1	2	3	4	99
J. Providing sidewalks and walking paths along SR-62 -----	1	2	3	4	99
K. Providing bike lanes and recreational trails throughout Town -----	1	2	3	4	99
L. Developing a centralized sewer system to replace septic tanks and protect groundwater quality ---	1	2	3	4	99
M. Investing in Flood control facilities -----	1	2	3	4	99
HOUSING					
N. Developing a variety of housing options, including apartments, townhomes and condominiums ----	1	2	3	4	99
O. Creating more affordable housing -----	1	2	3	4	99
P. Focusing housing alternatives to attract retirees to the community -----	1	2	3	4	99
OPEN SPACE					
Q. Maintaining the existing Town parks and sports fields -----	1	2	3	4	99
R. Creating new Town parks -----	1	2	3	4	99
S. Creating new sports fields -----	1	2	3	4	99
T. Protecting native plants like Joshua Trees and Yuccas -----	1	2	3	4	99
SAFETY					
U. Maintaining the school resource officer on the high school campus -----	1	2	3	4	99
V. Maintaining the motorcycle officer on the state highway to ensure adherence to the speed limits -----	1	2	3	4	99

TRANSPORTATION ISSUES

Now, a few questions about getting around Yucca Valley.

5. How would you rate traffic conditions in Yucca Valley? Are traffic conditions very good, good, fair, poor, or very poor?

Very good ----- 1
Good----- 2
Fair ----- 3
Poor----- 4
Very poor ----- 5
[DON'T READ] DK/NA ----- 99

BLUE SKIES & CASINO DEVELOPMENT

Blue Skies Golf Course stopped operating over 5 years ago. Once considered a significant community asset, it now is considered by some to be a sign of blight. So let me ask you a couple of questions:

6. How important is it for this community to have a golf course, is it [READ LIST]?

- Extremely important ----- 1
- Very important----- 2
- Somewhat important----- 3
- Not at all important ----- 4
- [DON'T READ] DK/NA ----- 99

7. Should the Town take an active role in redeveloping Blue Skies Golf Course?

- Yes ----- 1
- No ----- 2
- DK/NA ----- 99

8. Now I'm going to read a couple of statements. Here is the first one _____.
Do you agree or disagree with this statement? [GET ANSWER THEN ASK] Is that strongly or somewhat (agree/disagree)?

[RANDOMIZE]

- | | <u>Strongly</u>
<u>Agree</u> | <u>Sw.</u>
<u>Agree</u> | <u>Sw.</u>
<u>Disagree</u> | <u>Strongly</u>
<u>Disagree</u> | [DON'T
READ]
DK/NA |
|--|---------------------------------|----------------------------|-------------------------------|------------------------------------|--------------------------|
| A. Some people in the community believe that in order for Yucca Valley to be a premiere retirement community, Blue Skies Golf Course MUST be restored to a quality golf course ----- | 1 | -----2 | -----3 | -----4 | ----- 99 |
| B. Some people in the community believe that ANY golf course is a waste of limited water resources, and would like to see Blue Skies converted into an open space where residents can hike in the native environment ----- | 1 | -----2 | -----3 | -----4 | ----- 99 |

There has been talk recently about developing a casino in the Morongo Basin and possibly locating it in the Town of Yucca Valley.

9. Do you support or oppose building a casino in the Town of Yucca Valley? [GET ANSWER THEN ASK:] Is that strongly or somewhat (support / oppose)?

- Strongly support ----- 1
- Very important----- 2
- Somewhat important----- 3
- Not at all important ----- 4
- [DON'T READ] DK/NA ----- 99

10. Now I'm going to read a few statements. Here is the first one _____. Do you agree or disagree with this statement? [GET ANSWER THEN ASK] Is that strongly or somewhat (agree/disagree)?

[RANDOMIZE]

- | | <u>Strongly</u>
<u>Agree</u> | <u>Sw.</u>
<u>Agree</u> | <u>Sw.</u>
<u>Disagree</u> | <u>Strongly</u>
<u>Disagree</u> | <u>[DON'T</u>
<u>READ]</u>
<u>DK/NA</u> |
|--|---------------------------------|----------------------------|-------------------------------|------------------------------------|---|
| A. Some people in the community believe that a casino would increase traffic, bring crime and ruin the desert character and small town feel that brought them to Yucca Valley in the first place----- | 1 | -----2 | -----3 | -----4 | ----- 99 |
| B. Some people in the community believe a casino and hotel in the Old Town area could stimulate a rebirth of the western edge of Town, and that a casino can be done in such a way as to help get the Blue Skies golf course back up and running ----- | 1 | -----2 | -----3 | -----4 | ----- 99 |

[ASK QC LAST]

- C. Some people in the community believe that a casino could pay for redeveloping Blue Skies as a quality golf course using reclaimed water, and that the casino would help pay for a portion of the sewer system -----1 -----2----- 3 ----- 4
----- 99

NATIVE PLANTS

Some believe that our native plants and open space protection needs to be better emphasized in order to maintain the desert character that attracted people to Yucca Valley in the first place. So let me ask you a couple of questions:

11. Are you aware that residents currently must obtain a permit from the Town of Yucca Valley to move a Joshua Tree on their lot?

Yes ----- 1
No ----- 2
DK/NA ----- 99

12. Are you aware that commercial development must account for every Joshua Tree on their property and either transplant or adopt out all Joshua Trees that a certified native plant specialist determines is transplantable?

Yes ----- 1
No ----- 2
DK/NA ----- 99

13. It costs \$500 to transplant a single tree. For some properties, this could result in tens of thousands of dollars of expense. Is this reasonable to require new development to absorb such a cost?

Yes ----- 1
No ----- 2
DK/NA ----- 99

14. Do you support or oppose this regulation? [GET ANSWER THEN ASK:] Is that strongly or somewhat (support / oppose)

Strongly support ----- 1
Somewhat support ----- 2
Somewhat oppose ----- 3
Strongly oppose ----- 4
[DON'T READ] DK/NA ----- 99

15. Some individuals moved to the desert to enjoy the natural environment and want to protect native plants on their property. Others want to build their dream homes complete with large garage, swimming pool, horse barn and corral, and RV parking – covering most, if not all, of their property. With this in mind, please indicate which of the following five statements best reflects your opinion: [READ ENTIRE LIST]

- Native plants should be preserved and protected to the greatest extent practical ----- 1
- Native plants should be protected when feasible, but protection should not halt development of properties ----- 2
- Only Joshua Trees & Yuccas should be preserved or protected ----- 3
- Native plant protection is unnecessary beyond existing state regulations----- 4
- The Town has no business mandating any native plant protection – if property owners want to do that, they can incorporate native plant protection in their development----- 5
- [DON'T READ] Mixed opinions ----- 6
- [DON'T READ] Don't agree with any above----- 7
- [DON'T READ] DK/NA ----- 99

DEMOGRAPHICS

Now, just a few background questions for comparison purposes.

A. What is your current job status? [DON'T READ CHOICES]

- Employed fulltime ----- 1 [ASK QB]
- Employed part-time ----- 2 [ASK QB]
- Unemployed looking for work ----- 3 [SKIP TO QC]
- Employed in the home ----- 4 [SKIP TO QC]
- Retired, looking for work ----- 5 [SKIP TO QC]
- Retired ----- 6 [SKIP TO QC]
- [DON'T READ] Refused ----- 99 [SKIP TO QC]

B. [IF QA = 1 or 2 ASK:] Where do you work?

- "Down the Hill" ----- 1
- 29 Palms ----- 2
- Joshua Tree ----- 3
- Work from home ----- 4
- Yucca Valley ----- 5
- Other [SPECIFY] _____ ----- 98
- DK/NA ----- 99

C. Do any children under the age of 18 live in your household?

- Yes ----- 1
- No ----- 2
- [DON'T READ] DK/NA ----- 99

D. Respondent's Gender [DON'T ASK]

- Male ----- 1
- Female ----- 2

All information is included in voter registration records, and these items will not be asked during interviews.

- E. Age
- 18-29 years ----- 1
 - 30-39 years ----- 2
 - 40-49 years ----- 3
 - 50-64 years ----- 4
 - 65+ years ----- 5
 - Not coded ----- 6

F. Ethnic Surname Code:

- Japanese ----- 1
- Chinese ----- 2
- Hispanic----- 3
- Jewish ----- 4
- Armenian ----- 5
- Vietnamese ----- 6
- Italian ----- 7
- Korean ----- 8
- African American ----- 9

G. Homeownership Status

- Owner ----- 1
- Renter ----- 0

H. Area (Code from precincts North or South of 29 Palms Highway and East or West of SR247):

- Northeast ----- 1
- Northwest----- 2
- Southeast----- 3
- Southwest ----- 4
- [DON'T READ] DK/NA ----- 99

PRECINCT NUMBER [REQUIRED] _____
NAME _____ PHONE _____
ADDRESS _____
DATE OF INTERVIEW _____ VALIDATED BY _____