



GODBE RESEARCH
Gain Insight

MEMORANDUM

May 19, 2016

TO: Town of Yucca Valley

FROM: Bryan Godbe
President
Godbe Research

RE: 2016 Community Survey – Summary of the Results

Introduction:

The Town of Yucca Valley commissioned Godbe Research to conduct a telephone survey to assess resident satisfaction and priorities for Town services.

The results show constituents are satisfied with the job the Town of Yucca Valley is doing to provide Town services.

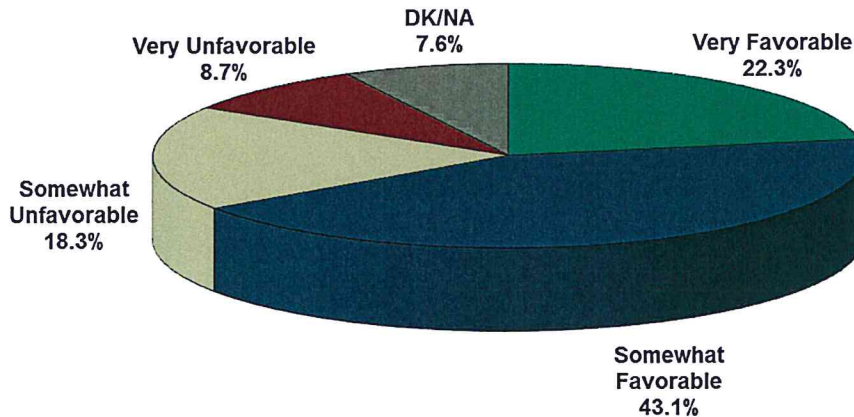
Among other findings, the survey also indicates that respondents are interested in providing local funds to address community needs, including a measure to reduce the cost of funding the sewer system and a measure to maintain town services. These measures are between 6 and 21 points above their respective requirements.

Methodology Overview:

Interviews were conducted from March 30 through April 6, 2016, and the average phone interview time was approximately 25.5 minutes. A total of 305 Town of Yucca Valley respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 5.48 percent.

Satisfaction the Town of Yucca Valley's Job Performance:

Sixty-five percent of survey respondents indicated that they are satisfied with the job the Town is doing to provide Town services. This is a satisfaction to dissatisfaction ratio of 2.4 to 1.



Respondents Identified the Following Service Priorities:

Survey respondents were presented with a variety of needs and services to determine their importance. The survey results suggest clear priorities including “Maintain a safe, clean, reliable water supply”, “Prevent violent crimes”, “Reduce the cost to taxpayers for funding the sewer system by up to 30% per year”, “Maintain youth violence prevention and gang intervention programs”, and “Support fire protection services”, among other important services.

5S. Maintain a safe, clean, reliable water supply	1.31
5T. Prevent violent crimes	1.23
5C. To reduce the cost to taxpayers for funding the sewer system by up to 30% per year	1.18
5V. Maintain youth violence prevention and gang intervention programs	1.13
5G. Support fire protection services	1.13
5E. Provide additional police officers and neighborhood patrols	1.13
5I. Once streets are fixed, provide ongoing street maintenance to keep potholes from recurring	1.12
5H. Fix potholes and repair town and neighborhood streets	1.11
5B. Maintain and repair the Town's existing neighborhood streets	1.07
5F. Maintain 9-1-1 response	1.06
5R. Maintain and enhance tracking of parolees and sex offenders	1.06
5L. Reduce property-related crimes including burglary, theft and home invasion	1.04
5P. Enhance youth, crime and gang prevention programs	1.01

Respondents Agree with Maintaining Public Safety and Maintaining Roads:

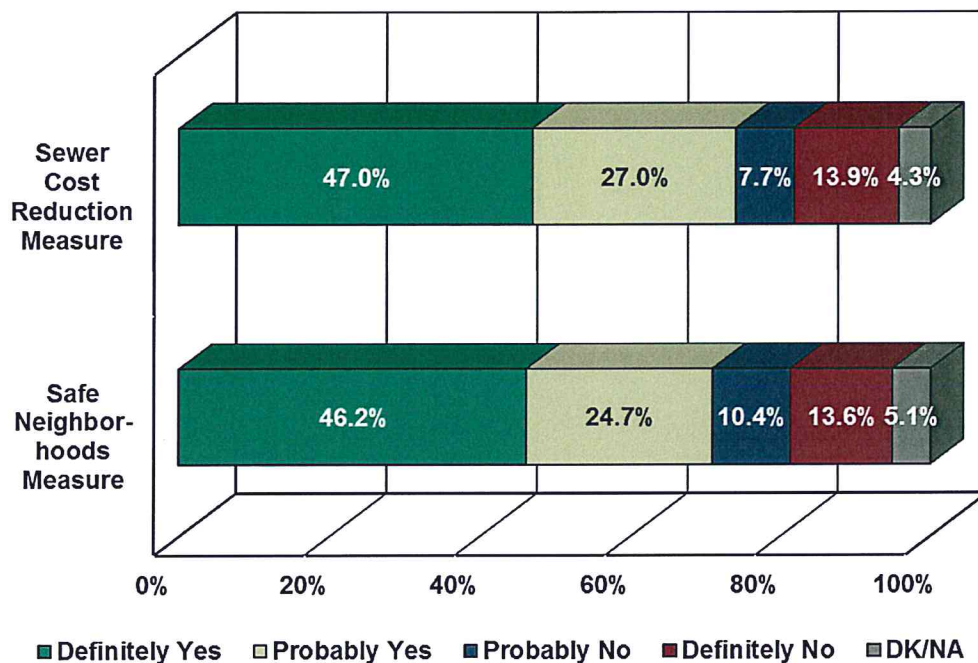
Respondents supported statements “The sewer measure is a special purpose measure that requires by law that all measure funds are spent on reducing the costs of the sewer system for residents. Funds from the measure cannot be redirected or taken for other uses by the Town Council”, “More and more parolees and sex offenders are being released early because of state cuts to prisons. This measure will improve tracking of parolees and sex offenders to help make our neighborhoods safer”, and “The measures require independent taxpayers' oversight committee, mandatory financial audits, and yearly reports to the community to ensure the funds are spent as promised” among the others listed below at the two-thirds level or higher.

6I. The sewer measure is a special purpose measure that requires by law that all measure funds are spent on reducing the costs of the sewer system for residents. Funds from the measure cannot be redirected or taken for other uses by the Town Council	1.40
6H. More and more parolees and sex offenders are being released early because of state cuts to prisons. This measure will improve tracking of parolees and sex offenders to help make our neighborhoods safer	1.39
6B. The measures require independent taxpayers' oversight committee, mandatory financial audits, and yearly reports to the community to ensure the funds are spent as promised	1.37
6O. The sewer measure requires by law that all funds are spent locally in Yucca Valley to equitably reduce the costs of the sewer system for all residents	1.36
6D. The sewer measure will reduce the cost to taxpayers for funding the sewer system by up to 30 percent per year	1.35
6N. More and more gang members and criminals are coming into Yucca Valley from other communities to commit crimes. The town services measure will put more police officers on the streets and fund anti-drug and gang teams to improve safety	1.34
6A. The measures will give Yucca Valley local control over local funds, for local needs. These funds are protected by law from Sacramento	1.33
6G. The town services measure will maintain police patrols and help keep our neighborhoods safe	1.29
6M. The proposed measures would improve property values by protecting local water quality, and make our neighborhoods safer	1.27
6F. We need to fix our streets and roads now. Letting our streets to continue to deteriorate without proper maintenance will cost taxpayers millions more in the long-run	1.27
6L. The Town and the Water District have been working on a partnership to reduce the cost of the sewer system by as much as 30%	1.26
6E. Over 50 percent of the Yucca Valley's sales tax comes from out-of-town visitors. This measure ensures out-of-town visitors pay their fair share for using our local services like streets, roads, parks and public safety	1.25
6J. It is fiscally responsible to maintain our streets, roads, and potholes now, before they deteriorate further and become more costly to fix in the future	1.23

The Survey Results Indicated Potential Support for a Measure to Reduce the Cost of Sewer Service and a Measure to Maintain Yucca Valley Services among November 2016 Voters.

After hearing details and a variety of informational statements about a measure to reduce the cost of funding the sewer system, 74% of likely November 2016 voters indicated support. If placed on the ballot, this type of measure requires a two-thirds majority threshold to pass.

Similarly, a measure to make neighborhoods safer was supported by 71% of likely November 2016 voters. If placed on the ballot, this type of measure requires a simple majority threshold to pass.



Conclusions:

The results show constituents are satisfied the job the Town is doing to provide services.

The survey also indicates that respondents support measures to reduce the cost of funding the sewer system and maintain Yucca Valley services at between 6 and 21 points above the respective requirements and establish a clear priority for the use of the funds.