

CITIZEN SATISFACTION SURVEY
SUMMARY REPORT

PREPARED FOR THE
TOWN OF YUCCA VALLEY



AUGUST 2, 2017



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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 21,519 residents,¹ 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.

MOTIVATION FOR SURVEY The motivation for conducting the survey presented in this report was twofold. The first was to use the survey as a community needs assessment and performance measurement tool. That is, the survey is 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 in Yucca Valley.

Like many of True North's municipal clients, the Town of Yucca Valley also recognizes the value of a community survey for gathering public input and providing a voice to residents as part of the strategic planning process. As the Town embarks upon updating the 2015 Strategic Plan later this year, it will attempt to update its medium-term goals and strategies, reconcile them with the vision outlined in the General Plan, and prioritize specific actions that can be achieved during the next budget cycle (FY 2018-20). A statistically reliable community survey is a balanced, effective way for residents to assist the Town in this priority-setting exercise.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 37. In brief, the survey was administered to a random sample of 467 adults who reside within the Town of Yucca Valley. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between July 10 and July 20, 2017, the average interview lasted 22 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 two sections entitled *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, these sections are 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 40) and a complete set of crosstabulations for the survey results is contained in Appendix A.

1. Source: California Department of Finance City/County Population Estimates for 2017.

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 opinions 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 300 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 as a place to retire (71% excellent or good), a place to live (69%), for its overall quality of life (62%), and as a place to raise a family (60%).
- When compared to the other dimensions tested, residents provided softer ratings for the quality of education in local schools (38% excellent or good), local access to higher education opportunities (32%), and Yucca Valley as a place to work (19%).
- When asked what aspects of Yucca Valley they like most that the town government should make sure to preserve in the future, approximately one-in-five respondents (20%) were unsure or unable to offer a specific aspect. Among the specific responses that were offered, the small town atmosphere in Yucca Valley (18%), nature/environment/Joshua Tree (16%), recreational facilities offered (8%), low crime/public safety (7%), and open spaces (6%) were the most commonly mentioned.
- When asked what the town government could change to make Yucca Valley a better place to live, the most common responses were to improve the Town's infrastructure including streets and roads (16%), increase public safety/reduce crime and drugs (13%), improve the local economy and job market (12%), and provide more recreational centers and activities (8%).

TOWN SERVICES

- Two-thirds of Yucca Valley residents indicated they were either very (15%) or somewhat (53%) satisfied with the Town's efforts to provide municipal services. Approximately one-quarter (25%) were very or somewhat dissatisfied, whereas the remaining 7% were unsure or did not provide a response.
- When asked to rate the importance of 18 specific services provided by the Town, residents rated maintaining a low crime rate as the most important (95% extremely or very important), followed closely by providing fire protection, prevention and emergency medical services (95%), providing police service (93%), and maintaining local streets and roads (89%).
- The survey also asked about satisfaction with the Town's efforts to provide the same 18 services. Although residents were generally satisfied with all of the services tested, they were most satisfied with the Town's efforts to provide fire protection, prevention and emergency medical services (87%), provide trash collection, recycling and hazardous waste services (85%), provide special events like community festivals and the July 4th celebration (83%), and provide animal care and control services (83%).

COMMUNITY PROGRAMS

- Among the services community programs tested, both use and awareness of the service was highest for the July 4th Fireworks Celebration (53% utilized service in past year; 93% were aware of service), High Desert Nature Museum (46%; 88%), and concerts in the park (30%; 84%).

- Use and awareness of the services was somewhat lower for the summer aquatics program (14%; 68%), recreation classes (11%; 65%), youth basketball program (6%; 65%), and adult softball league (5%; 65%).
- All of the community programs tested received high marks from participants. Combining ratings of excellent and good, the ratings were highest for the summer aquatics program (93%), recreation classes (92%), and concerts in the park (91%), followed closely by the High Desert Nature Museum (90%), adult softball league (89%), youth basketball program (88%), and July 4th Fireworks Celebration (84%).
- When asked to prioritize among a short list of recreation and community facilities the Town may construct in the future, respondents indicated that building a new community swimming pool was the top priority (72% high or medium priority), followed by a new multi-purpose event center and gymnasium (65%), improving the Little League fields (63%), and building a new community theater and arts center (59%). When compared to the other facilities tested, building a new rodeo grounds was viewed as a lower priority (34%).

ECONOMIC DEVELOPMENT

- Among the various actions the Town could take to stimulate the local economy and job market, residents were most supportive of the Town providing incentives to attract new employers and good paying jobs (84%), working with private property owners to redevelop and revitalize older, outdated buildings and shopping areas (81%), and beautifying the Town by improving infrastructure, signage, landscaping, and streetscapes (79%).
- More than three-quarters of residents also supported the Town forming a Regional Economic Development Organization with the County and City of 29 Palms to develop and implement strategies for attracting jobs to the region (79%), and providing a business assistance program for existing businesses (78%).
- Although still supported by two-thirds of residents, support was somewhat softer for the Town providing sales tax rebates to attract new retail businesses (69%), providing a Business Development Liaison to assist new development projects through the review and approval process (68%), and attracting new hotels to support the tourism industry and attract visitors to Joshua Tree National Park, Sands to Snow Monument, and local businesses (68%).

PRIORITIES

- Three-in-four respondents (76%) stated that they were aware that voters recently approved a public safety and infrastructure sales tax for the Town of Yucca Valley.
- When asked to prioritize among a series of projects and programs that could be funded by the Town in the future that do not have a dedicated funding source, attracting new employers and jobs to town was assigned the highest priority (80% high or medium priority), followed by expanding and improving the services provided to seniors (76%), providing funding to secure a new fire station (71%), and developing a network of trails for walking, hiking and biking (67%).

CUSTOMER SERVICE

- Approximately 40% 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 nine-in-ten respondents who had interacted with Yucca Valley staff in the past 12 months felt that staff were very (60%) or somewhat (32%) *helpful*, very (66%) or somewhat (29%) *professional*, and very (58%) or somewhat (37%) *accessible*.

COMMUNICATIONS

- Two-thirds (68%) of respondents indicated they were satisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, and other means, whereas 25% were dissatisfied and 7% were unsure or unwilling to answer the question.
- More than half (55%) of residents reported that they had visited the Town's website during the 12 months preceding the interview.
- Among those who had visited the Town's website in the prior year, approximately six-in-ten rated the overall quality (62%), ability to find what they are looking for (58%), and variety of content and resources (66%) as excellent or good.
- Respondents indicated that email/electronic newsletters was the most effective method for the Town to communicate with them (89% very or somewhat effective), followed by the Town website (89%), materials mailed to their home (82%), and town hall style meetings (82%).
- Social Media sites such as Facebook, Twitter and Instagram (79%), public service announcements on local radio stations (78%), and a smart phone application (78%) were also widely viewed by Yucca Valley residents as effective ways for the Town to communicate.
- When compared to the other methods tested, text messages (67%) and advertisements in local papers (72%) were viewed as somewhat less effective.
- Two-thirds (65%) 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 (5%) 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, satisfaction, and priorities as they relate to services and facilities provided by the Town. As such, it can provide the Town with information needed to make sound, strategic decisions in a variety of areas—including performance management, strategic planning, establishing budget priorities, and community engagement. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to ‘see the forest through the trees’ and note how the results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on True North’s interpretations of the results, as well as the firm’s experience conducting similar studies for government agencies throughout the State.

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

Yucca Valley residents are generally satisfied with the Town’s efforts to provide municipal services and facilities, as well as the quality of life in the area.

Approximately two-thirds of Yucca Valley residents (68%) indicated they were satisfied with the Town’s overall efforts to provide municipal services, whereas one-quarter (25%) were dissatisfied and the remaining 7% were unsure or did not provide a response. A large majority of residents were also satisfied when asked to comment on the Town’s performance in providing 18 specific services, with the highest satisfaction scores assigned to the Town’s efforts to provide fire protection, prevention and emergency medical services (87% satisfied), provide trash collection, recycling and hazardous waste services (85%), provide special events like community festivals and the July 4th celebration (83%), and provide animal care and control services (83%).

Another indicator of a well-managed town meeting its residents’ needs is that when those who had contact with Town staff were asked to comment on staff’s performance, more than nine-in-ten respondents indicated that staff were helpful (92%), professional (95%), and accessible (95%).

How do residents rate Yucca Valley as a place to live, work, and raise a family?

Residents expressed nuanced opinions about Yucca Valley when asked to comment on a number of key aspects of the town—including overall quality of life, as a place to raise a family, and as a place to work. Overall, Yucca Valley received the most favorable ratings as a place to retire (71% excellent or good), a place to live (69%), for its overall quality of life (62%), and as a place to raise a family (60%). When compared to the other dimensions tested, residents provided softer ratings for the quality of education in local schools (38%), local access to higher education opportunities (32%), and Yucca Valley as a place to work (19%).

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, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although residents are generally satisfied with the Town's performance, 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 most want to preserve about Yucca Valley in the future (see *What do you like most about Yucca Valley?* on page 9), what the town government could do to make Yucca Valley a better place to live (see *What Should We Change?* on page 10), the list of services and their respective priority status for future the Town's attention (see *Performance Needs & Priorities* on page 16), and the manner in which residents prioritize among potential funding areas (see *Priorities* on page 25), the themes of economic development and jobs creation, infrastructure improvements, and public safety stood out in the survey as being key areas of opportunity and interest for Yucca Valley residents.

Although Yucca Valley is positively viewed for its quality of life and as a place to live and raise a family (see above), it is also widely perceived to be a challenging place to work. Indeed, less than one-in-five residents surveyed (19%) used excellent or good to describe Yucca Valley as a place to work, and improving the local economy and job market was in the top-three changes residents indicated they would most like the town government to focus on in the future.

These sentiments 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. Among the economic development initiatives and strategies tested in the survey, residents were most supportive of the Town providing incentives to attract new employers and good paying jobs (84% support), working with private property owners to redevelop and revitalize older, outdated buildings and shopping areas (81%), and beautifying the Town by improving infrastructure, signage, landscaping, and streetscapes (79%). More than three-quarters of residents also supported the Town forming a Regional Economic Development Organization with the County and City of 29 Palms to develop and implement strategies for attracting jobs to the region (79%), and providing a business assistance program for existing businesses (78%).

Public safety and improving local infrastructure (including streets and roads) were also consistently at the top of Yucca Valley residents' priorities. In fact, of the 18 specific service areas residents were asked to rate in terms of importance, the top six slots were occupied by public safety or infrastructure-related services (see *Specific Services* on page 13). For-

tunately, voters approved a local sales tax increase in November 2016 that will help raise funds for these two purposes, and most respondents (76%) were aware of the recently-approved measure.

How well is the Town communicating with Yucca Valley residents?

The public's preferences for communication are growing increasingly diverse. Whereas older residents continue to rely on newsletters and printed forms of communication, younger residents generally show great interest in digital forms of communication including social media, text, and smart phone apps. This pattern makes the challenge of town-resident communication more difficult than in the past, when the sources residents relied on for information were fewer and more consistent across subgroups.

Based on the survey findings, town-resident communication is an opportunity area for Yucca Valley. Although two-thirds of residents (68%) indicated they were satisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media and other means, one-quarter indicated they were dissatisfied and 7% were unsure or unwilling to answer the question.

Looking to the future, there are 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 33). 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 direct mail newsletters and a Smart Phone application—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.

Although there is cost-savings to be had from relying *exclusively* on electronic communication channels, it is not a recommended practice, as research has shown that it will reduce readership and substantially lower residents' overall satisfaction with an agency's communication efforts. It also has a tendency to skew an agency's communication performance away from demographic subgroups that prefer traditional printed media. To the extent that the Town can balance digital channels with traditional paper-based information sources like postcards and newsletters, it will optimize town-resident communication.

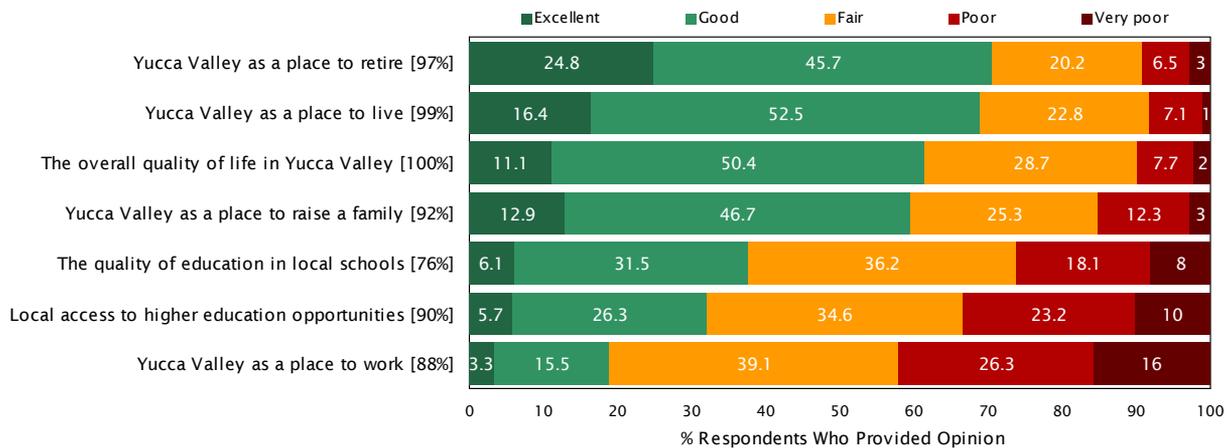
QUALITY OF LIFE

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 as a place to retire (71% excellent or good), a place to live (69%), for its overall quality of life (62%), and as a place to raise a family (60%). When compared to the other dimensions tested, residents provided softer ratings for the quality of education in local schools (38%), local access to higher education opportunities (32%), and Yucca Valley as a place to work (19%).

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

FIGURE 1 RATING OF TOWN

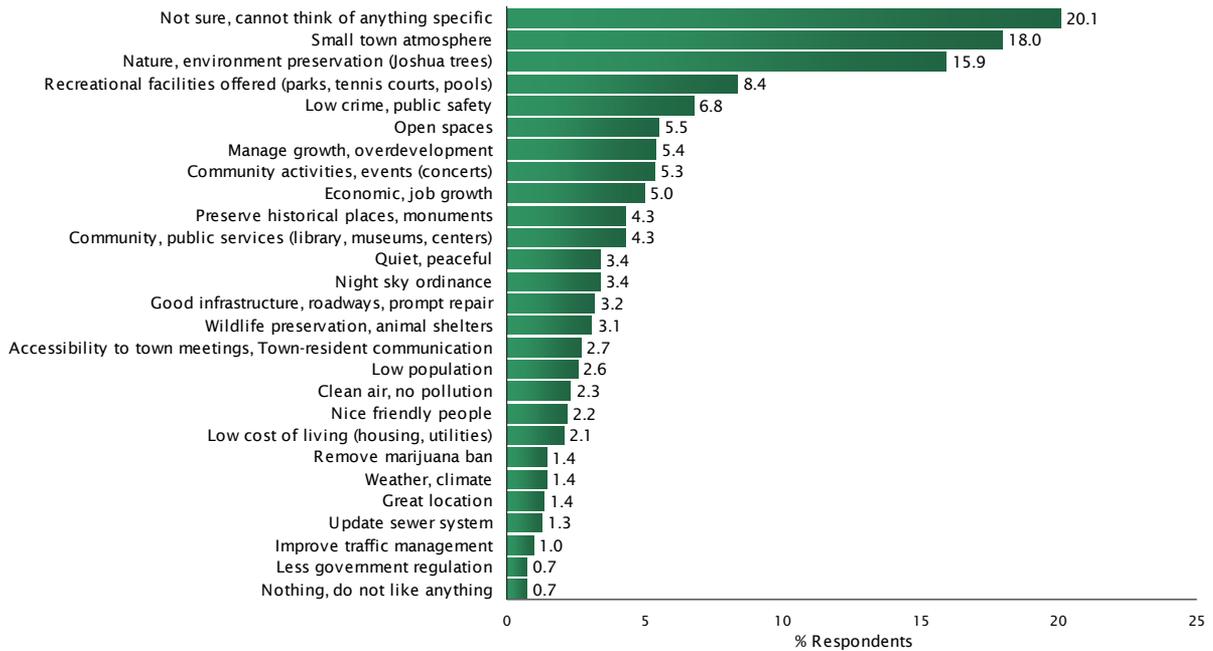


WHAT DO YOU LIKE MOST ABOUT YUCCA VALLEY? The next question in this series asked residents to identify what they like most about living in Yucca Valley. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted 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 one-in-five respondents (20%) were unsure or unable to offer a specific aspect of Yucca Valley that they like most. Among the specific responses that were offered, the small town atmosphere in Yucca Valley (18%), nature/environment/Joshua Tree (16%), recreational facilities offered (8%), low crime/public safety (7%), and open spaces (6%) were the most commonly mentioned.

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, WANT TO PRESERVE

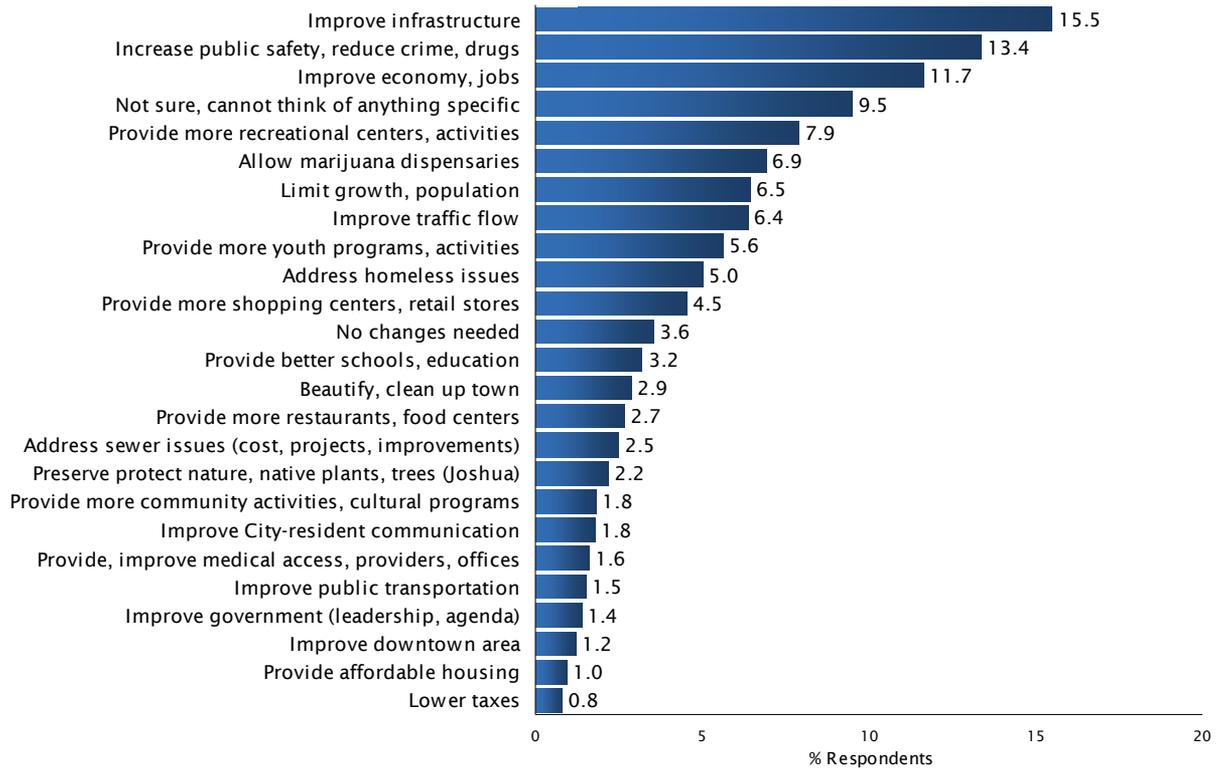


WHAT SHOULD WE CHANGE? In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate the one thing that the town government could *change* to make Yucca Valley a better place to live. True North reviewed the verbatim responses to Question 4 and grouped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

Overall, the most common responses to this question were to improve the Town’s infrastructure including streets and roads (16%), increase public safety/reduce crime and drugs (13%), improve the local economy and job market (12%), and provide more recreational centers and activities (8%).

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



TOWN SERVICES

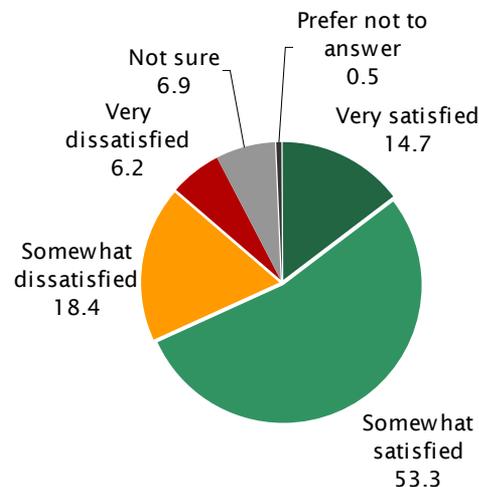
After measuring respondents' perceptions about the quality of life in Yucca Valley, what they like most about living in the town, and what they would like to see changed, the survey next turned to assessing their opinions about the Town's performance in providing municipal services.

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, a majority of Yucca Valley residents indicated they were either very (15%) or somewhat (53%) satisfied with the Town's efforts to provide municipal services. Approximately one-quarter (25%) were very or somewhat dissatisfied, whereas the remaining 7% were unsure or did not provide a response.

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



Figures 5 and 6 on the next page display the percentage of respondents who were satisfied with the Town's performance by a variety of demographic subgroups. Among those with an opinion, satisfaction with the Town's performance was strikingly consistent across subgroups, ranging from a low of 62% to a high of 75%. That said, when compared to their respective counterparts, seniors, those without children in their home, those who commute outside of Yucca Valley for their work, individuals who have resided in Yucca Valley less than one year, and students were the most likely to report being *very* satisfied with the Town's overall performance in providing municipal services.

FIGURE 5 OVERALL SATISFACTION BY AGE, CHILD IN HSLD & COMMUTE OUTSIDE YUCCA VALLEY FOR WORK

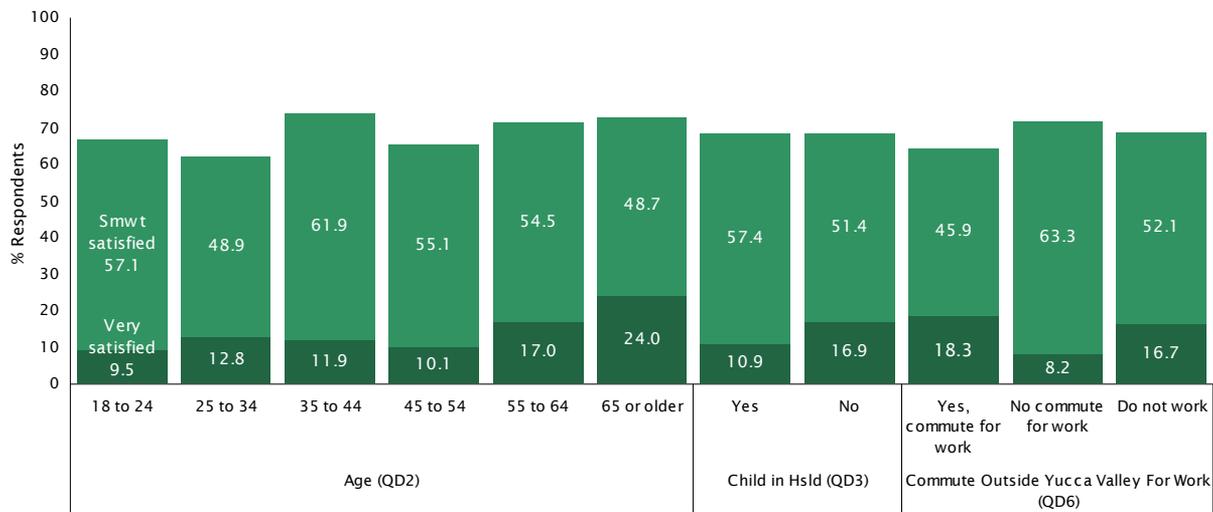
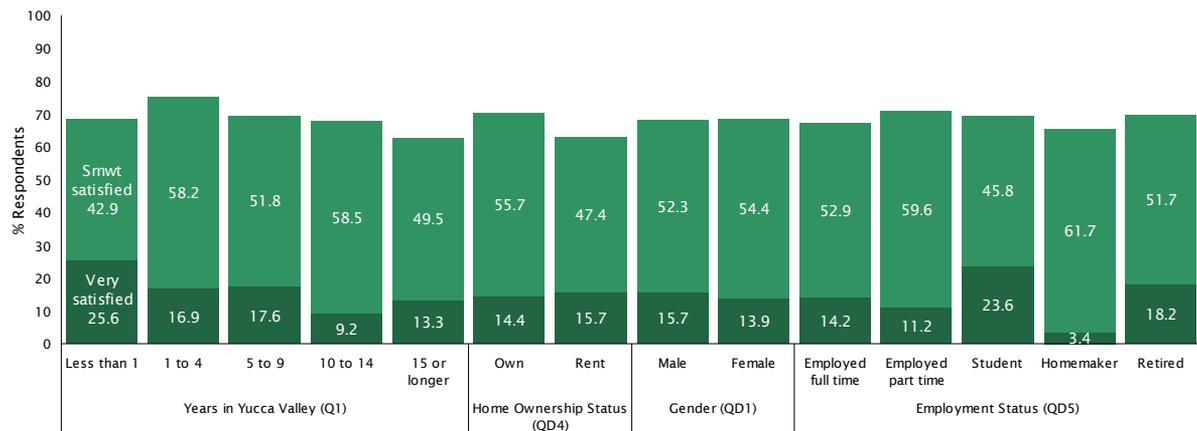


FIGURE 6 OVERALL SATISFACTION BY YEARS IN YUCCA VALLE, HOME OWNERSHIP STATUS, GENDER & EMPLOYMENT STATUS



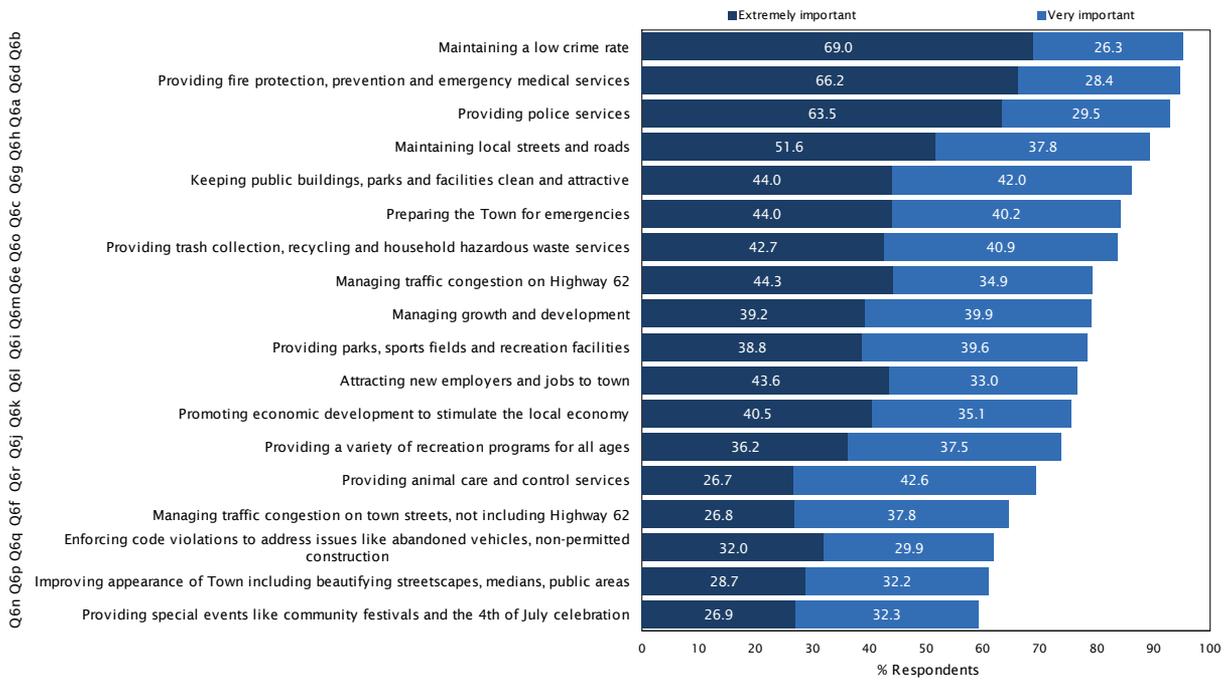
SPECIFIC SERVICES Whereas Question 5 addressed the Town’s *overall* performance, the next two questions asked respondents to rate the importance of *specific* services offered by the Town, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were 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 7 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 maintaining a low crime rate as the most important (95% extremely or very important), followed closely by providing fire protection, prevention and emergency medical services (95%), providing police service (93%), and maintaining local streets and roads (89%).

At the other end of the spectrum, providing special events like community festivals and the July 4th celebration (59%), improving the appearance of the Town including beautifying streetscapes, medians and public areas (61%), and enforcing code violations to address issues likely abandoned vehicles and non-permitted construction (62%) were viewed as comparatively less important.

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 7 IMPORTANCE OF SERVICES



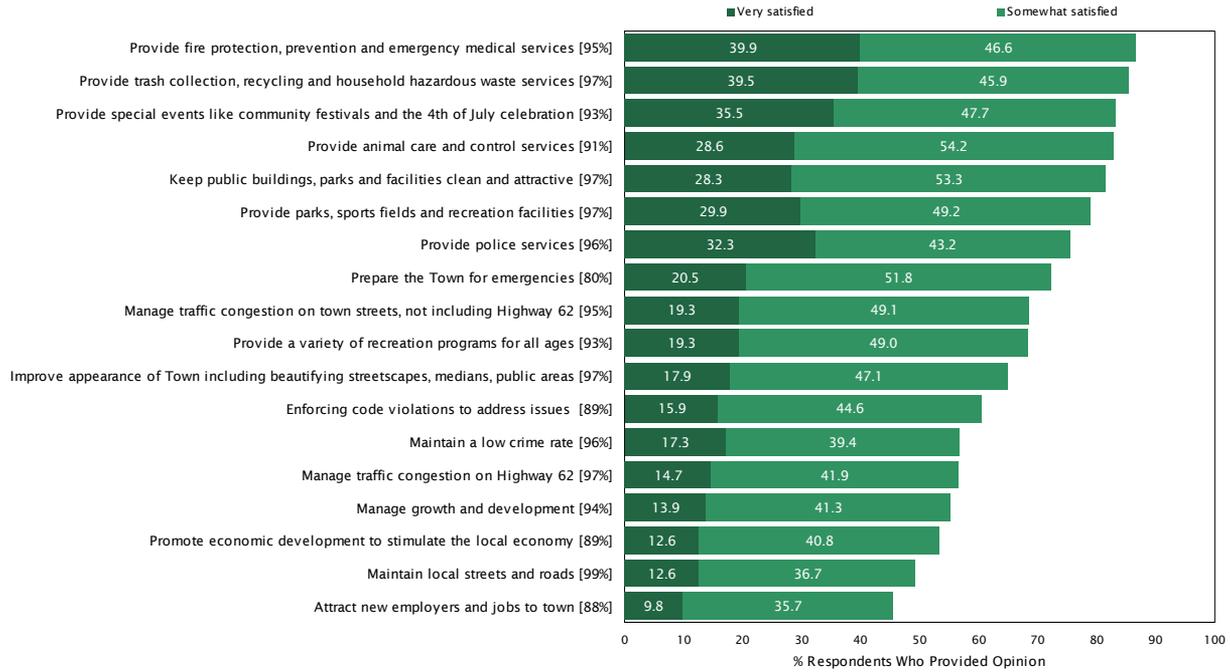
Turning to the satisfaction component, Figure 8 on the next page sorts the same list of 18 services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the Town’s efforts to provide the service. For comparison purposes between the services, only respondents 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.²

At the top of the list, respondents were most satisfied with the Town’s efforts to provide fire protection, prevention and emergency medical services (87%), provide trash collection, recycling and hazardous waste services (85%), provide special events like community festivals and the July 4th celebration (83%), and provide animal care and control services (83%). Respondents were less satisfied with the Town’s efforts to attract new employers to town (46%), maintain local streets and roads (49%), and provide economic development to stimulate the local economy (53%).

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

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 8 SATISFACTION WITH SERVICES





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.

INDIVIDUALIZED PRIORITY ANALYSIS Rather than rely on sample *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities that 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 the needs of its residents.³ Figure 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 the Town's 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.

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.

Not Meeting Needs, Severely

The Town is severely *not* 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 very important.

Using this framework, True North categorized respondents individually for each of the 18 services tested. For example, a respondent who indicated that managing growth and development 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 if they were somewhat dissatisfied with the Town’s efforts to provide the service, but the service was viewed as only somewhat important.

FIGURE 9 RESIDENT SERVICE NEEDS & PRIORITY MATRIX

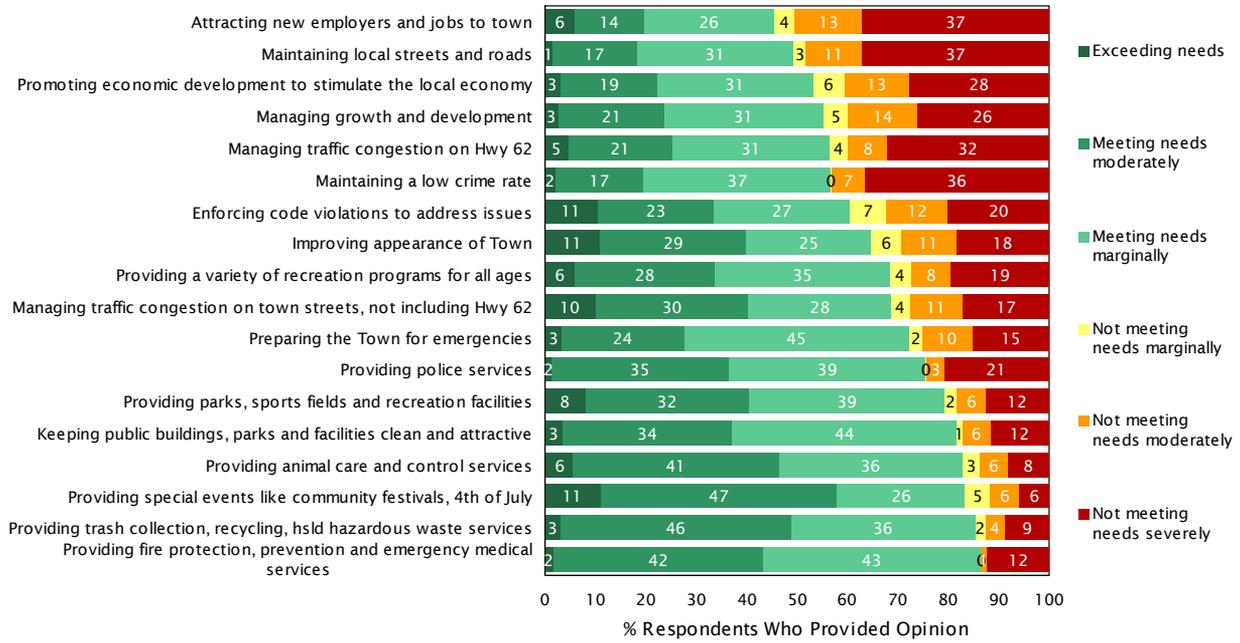
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs,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

Figure 10 on the next page presents each of the 18 services, along with the percentage of respondents grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 10 is consistent with that presented in Figure 9. For example, in the service area of attracting new employers and jobs to town, the Town is exceeding the needs of 6% of respondents, moderately meeting the needs of 14% of respondents, marginally meeting the needs of 26% of respondents, marginally not meeting the needs of 4% of respondents, moderately not meeting the needs of 13% of respondents, and severely not meeting the needs of 37% of respondents.

Perhaps the most important pattern that is shown in the figure is that for the majority of the services tested the Town is meeting the needs of at least two-thirds of residents.

Operating from the management philosophy that, all other things being equal, the Town should focus on addressing 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, attracting new employers and jobs to town is the top priority, followed by maintaining local streets and roads, promoting economic development to stimulate the local economy, managing growth and development, and managing traffic congestion on Highway 62.

FIGURE 10 RESIDENT SERVICE NEEDS



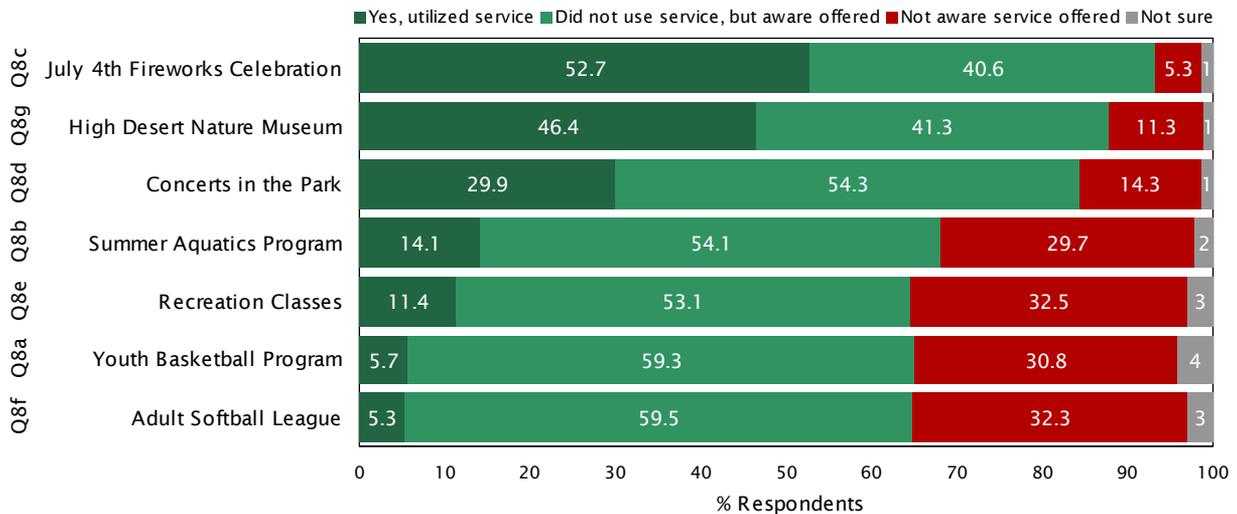
COMMUNITY PROGRAMS

Yucca Valley residents cited recreational facilities, programs and opportunities as being among the things they liked most about living in Yucca Valley. To dig deeper on this topic, the survey included several questions designed to identify the types of community services offered by the Town that residents have utilized, their opinion of these services, as well as how they would prioritize among various recreation and community facilities being considered for the Town’s future.

AWARENESS & USE OF COMMUNITY SERVICES The first question in this series provided a list of community services and asked respondents to indicate whether they had utilized the service in the past year and—if not—whether they were previously aware the service is offered by the Town. Figure 11 provides the list of services tested, as well as the responses of survey participants.

Question 8 *Next, I'm going to read a short list of community services provided by the Town of Yucca Valley. For each that I read, please indicate whether you utilized this service in the past year, did not utilize the service but were aware it is offered, or if you were not aware that the service is offered. Here is the (first/next) one: _____. Did you utilize this service in the past year?*

FIGURE 11 USE OF COMMUNITY SERVICES



Among the services tested, both use and awareness of the service was highest for the July 4th Fireworks Celebration (53% utilized service in past year; 93% aware), High Desert Nature Museum (46%; 88%), and concerts in the park (30%; 84%). Use and awareness of the services was somewhat lower for the summer aquatics program (14%; 68%), recreation classes (11%; 65%), youth basketball program (6%; 65%), and adult softball league (5%; 65%). Table 1 on the next page shows how the percentage of respondents who had *utilized* a service in the past year varied by age and the presence of a child in the home.

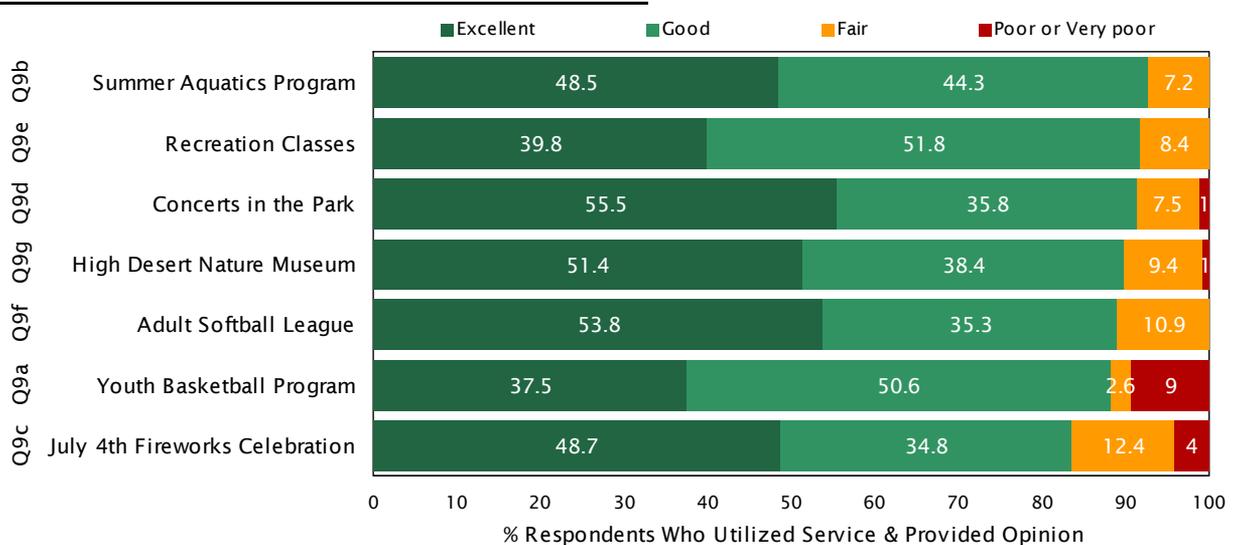
TABLE 1 USE OF COMMUNITY SERVICES BY AGE & CHILD IN HSLD (SHOWING % YES, UTILIZED SERVICE)

	Age (QD2)						Child in HslD (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
July 4th Fireworks Celebration	66.7	59.6	57.1	49.3	51.8	48.7	65.8	46.1
High Desert Nature Museum	47.6	55.3	40.5	50.7	43.8	44.8	56.6	41.2
Concerts in the Park	42.9	29.8	19.0	27.5	38.4	30.5	35.6	27.5
Summer Aquatics Program	9.5	23.4	26.2	8.7	11.6	7.1	24.6	8.7
Recreation Classes	4.8	14.9	16.7	10.1	9.8	9.7	16.0	9.1
Youth Basketball Program	4.8	8.5	9.5	5.8	6.3	1.9	12.3	2.3
Adult Softball League	4.8	12.8	4.8	2.9	6.3	2.6	8.4	3.7

RATING OF COMMUNITY SERVICE Respondents who had utilized a community service in the past year were next asked to rate the quality of the service based on their experience using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 12 below, all of the services tested received high marks from participants. Combining ratings of excellent and good, the ratings were highest for the summer aquatics program (93%), recreation classes (92%), and concerts in the park (91%), followed closely by the High Desert Nature Museum (90%), adult softball league (89%), youth basketball program (88%), and July 4th Fireworks Celebration (84%).

Question 9 *Based on your experiences, how would you rate the quality of the _____? Would you say it was excellent, good, fair, poor or very poor?*

FIGURE 12 RATING OF SERVICES

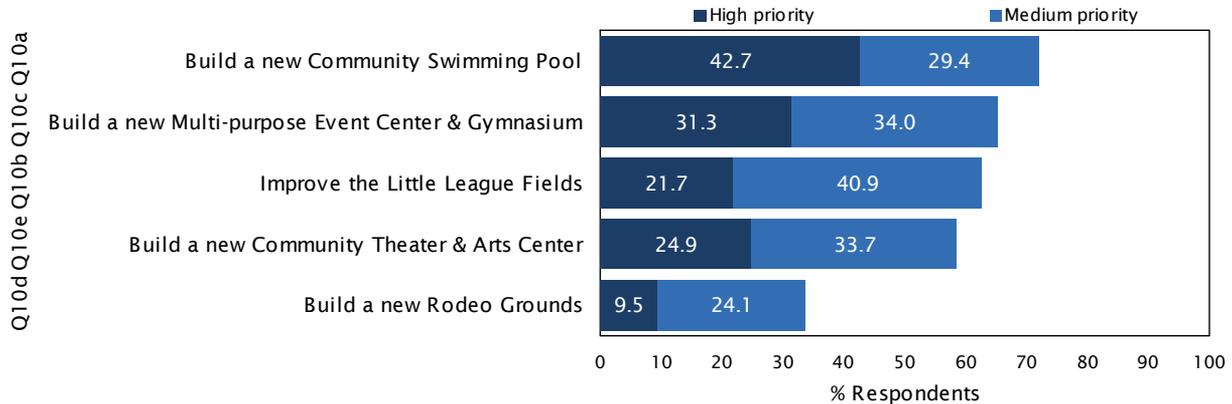


PRIORITIZING RECREATION & COMMUNITY FACILITIES The final question in this series looked to the future and asked respondents to prioritize among a short list of recreation and community facilities the Town may construct in the future. In order to encourage respondents to prioritize, they were instructed that not all of the facilities could be a high priority.

Among the facilities tested (see Figure 13 on the next page), respondents indicated that building a new community swimming pool was the top priority (72% high or medium priority), followed by a new multi-purpose event center and gymnasium (65%), improving the Little League fields (63%), and building a new community theater and arts center (59%). When compared to the other facilities tested, building a new rodeo grounds was viewed as a lower priority (34%).

Question 10 As I read each of the following recreation and community facilities, I'd like you to indicate whether you think the Town should make the facility a high priority, a medium priority, or a low priority for the future. If you feel the Town should not spend any money on a particular facility, just say so. Please keep in mind that not all of the facilities can be high priorities. Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the future - or should the Town not spend any money on this item?

FIGURE 13 PRIORITIES OF RECREATION & COMMUNITY FACILITIES



For the interested reader, Table 2 shows the percentage of respondents who provided a high priority rating for each facility according to their age, the presence of a child in the home, and their overall satisfaction with the Town’s performance in providing municipal services.

TABLE 2 PRIORITIES OF RECREATION & COMMUNITY FACILITIES BY AGE, CHILD IN HSLD & OVERALL SATISFACTION

	Age (QD2)						Child in Hslid (QD3)		Overall Satisfaction (Q5)		
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No	Satisfied	Dissatisfied	Not sure
Build a new Community Swimming Pool	33.3	55.3	52.4	46.4	37.5	34.4	56.4	35.8	40.9	45.7	48.1
Build a new Multi-purpose Event Center & Gymnasium	47.6	53.2	33.3	27.5	22.3	20.1	43.7	24.7	30.3	32.8	36.3
Build a new Community Theater & Arts Center	28.6	29.8	31.0	27.5	17.0	21.4	25.5	24.7	24.9	25.7	24.8
Improve the Little League Fields	23.8	34.0	28.6	11.6	19.6	19.5	30.9	16.8	22.2	19.1	26.7
Build a new Rodeo Grounds	9.5	6.4	7.1	11.6	13.4	9.1	8.1	10.0	9.1	12.0	3.4

ECONOMIC DEVELOPMENT

One of the strategic goals being considered by the Town Council is *improving economic development*, which can be described as supporting local businesses through business-friendly policies, revitalizing outdated commercial areas, and marketing Yucca Valley as a place to shop, dine, recreate, and do business. Because there are a variety of strategies that the Town can engage in to enhance economic development in Yucca Valley, the survey provided an opportunity to gauge residents’ support for particular economic development initiatives.

Question 11 was designed to identify the extent to which Yucca Valley residents would support or oppose the Town taking each of the actions listed in Figure 14 in the interest of promoting economic development in the town. Among the actions tested, residents were most supportive of the Town providing incentives to attract new employers and good paying jobs (84%), working with private property owners to redevelop and revitalize older, outdated buildings and shopping areas (81%), and beautifying the Town by improving infrastructure, signage, landscaping, and streetscapes (79%). More than three-quarters of residents also supported the Town forming a Regional Economic Development Organization with the County and City of 29 Palms to develop and implement strategies for attracting jobs to the region (79%), and providing a business assistance program for existing businesses (78%).

Although still supported by two-thirds of residents, support was somewhat softer for the Town providing sales tax rebates to attract new retail businesses (69%), providing a Business Development Liaison to assist new development projects through the review and approval process (68%), and attracting new hotels to support the tourism industry and attract visitors to Joshua Tree National Park, Sands to Snow Monument, and local businesses (68%).

Question 11 *Although it will require the Town to dedicate additional resources and funds to this purpose, there are variety of things that the Town can do to help stimulate the local economy and job market. Would you support or oppose the Town: _____?*

FIGURE 14 SUPPORT OF ECONOMIC DEVELOPMENT

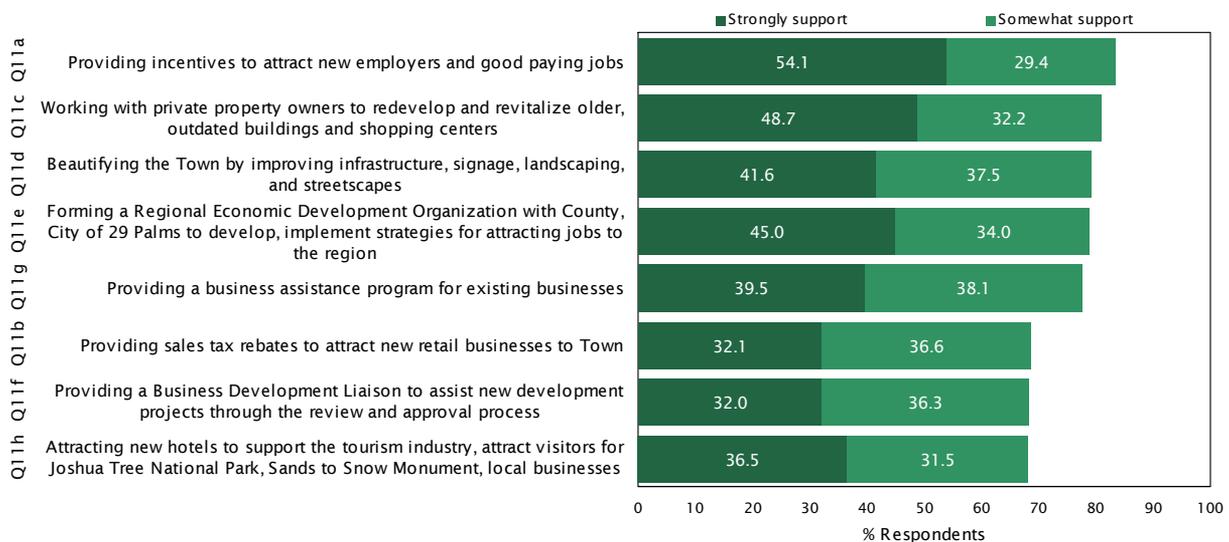


Table 3 shows how the percentage of respondents who *strongly* supported the Town taking a particular action varied according to their level of satisfaction with the Town’s overall performance in providing municipal services.

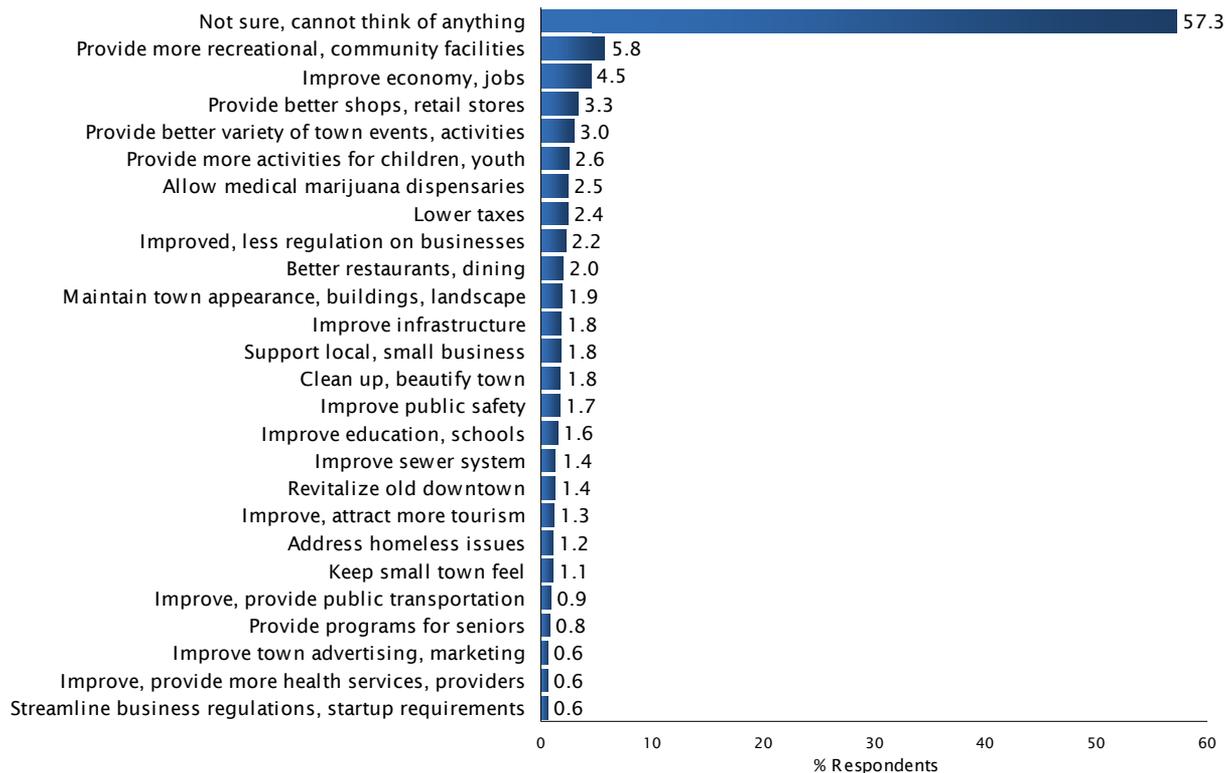
TABLE 3 SUPPORT OF ECONOMIC DEVELOPMENT BY OVERALL SATISFACTION (SHOWING % STRONGLY SUPPORT

	Overall Satisfaction (Q5)		
	Satisfied	Dissatisfied	Not sure
Providing incentives to attract new employers and good paying jobs	51.9	60.3	52.3
Working with private property owners to redevelop and revitalize older, outdated buildings and shopping centers	49.8	42.0	61.5
Forming a Regional Economic Development Org with County, City of 29 Palms to develop, implement strategies for attracting jobs	43.6	52.0	36.7
Beautifying the Town by improving infrastructure, signage, landscaping, and streetscapes	42.3	36.6	49.7
Providing a business assistance program for existing businesses	40.1	40.5	33.0
Attracting new hotels to support tourism industry, attract visitors for Joshua Tree National Park, Sands to Snow Monument, local events	38.4	35.1	23.1
Providing sales tax rebates to attract new retail businesses to Town	35.3	27.8	18.7
Providing a Business Development Liaison to assist new development projects through the review and approval process	35.2	27.9	16.6

ADDITIONAL ECONOMIC DEVELOPMENT ACTIVITIES Recognizing that the list of activities tested in Question 11 is not exhaustive, Question 12 followed-up by asking respondents if there are any additional activities that they think the Town should be taking to stimulate the local economy and attract new employers to Yucca Valley. Question 12 was administered in an open-ended manner, thereby allowing respondents to mention any idea or action 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 15.

Question 12 *Are there any other activities that you think the Town should be doing to stimulate the local economy and attract new employers to Yucca Valley? If yes, ask: Please briefly describe them to me.*

FIGURE 15 ACTIVITIES TO STIMULATE LOCAL ECONOMY & ATTRACT NEW EMPLOYERS



The majority of respondents (57%) indicated that no additional economic development actions or activities came to mind. Among the specific actions that were mentioned, the most common were providing more recreational and community facilities (6%), general references to improving the local economy and job market (5%), providing better shops and retail stores (3%), and providing a better variety of town events and activities (3%).

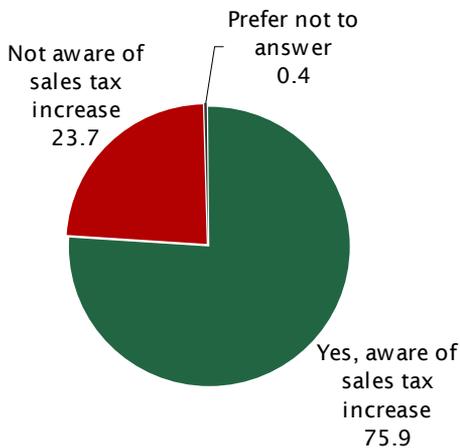
PRIORITIES

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. The questions in this section were designed to measure resident awareness of the recent voter-approved sales tax to fund public safety and infrastructure services, as well as identify what *other* types of services and facilities they would view as priorities for the future given budget constraints.

AWARENESS OF LOCAL SALES TAX The first question in this series asked voters whether, prior to taking the survey, they were aware that Yucca Valley voters approved a local sales tax increase last November to provide additional funding for public safety services and infrastructure improvements. As shown in Figure 16 below, three-in-four respondents (76%) stated that they were aware of Yucca Valley's recently approved public safety and infrastructure sales tax.

Question 13 *Prior to taking this survey, were you aware that Yucca Valley voters approved a local sales tax increase last November that will provide additional funding for public safety services and infrastructure improvements?*

FIGURE 16 AWARE OF SALES TAX INCREASE LAST NOVEMBER TO PROVIDE ADDITIONAL FUNDING TO PUBLIC SAFETY, SERVICES, INFRASTRUCTURE



Figures 17 and 18 on the next page show how awareness of the Town's voter-approved sales tax varied by age, presence of a child in the home, overall satisfaction with the Town's efforts to provide municipal services, length of residence, home ownership status, gender, and commute patterns. When compared to their respective counterparts, younger residents (under 25), those who did not have an opinion of the Town's performance in providing municipal services, and those who had moved to Town within the past year were the least likely to be aware of the recently enacted sales tax.

FIGURE 17 AWARE OF SALES TAX INCREASE LAST NOVEMBER TO PROVIDE ADDITIONAL FUNDING TO PUBLIC SAFETY, SERVICES, INFRASTRUCTURE BY AGE, CHILD IN HSLD & OVERALL SATISFACTION

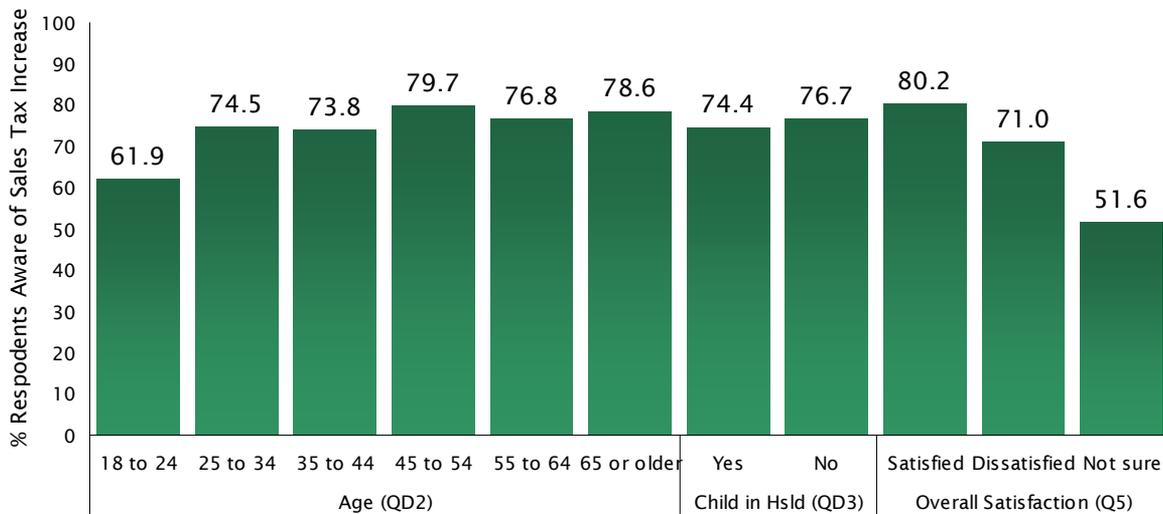
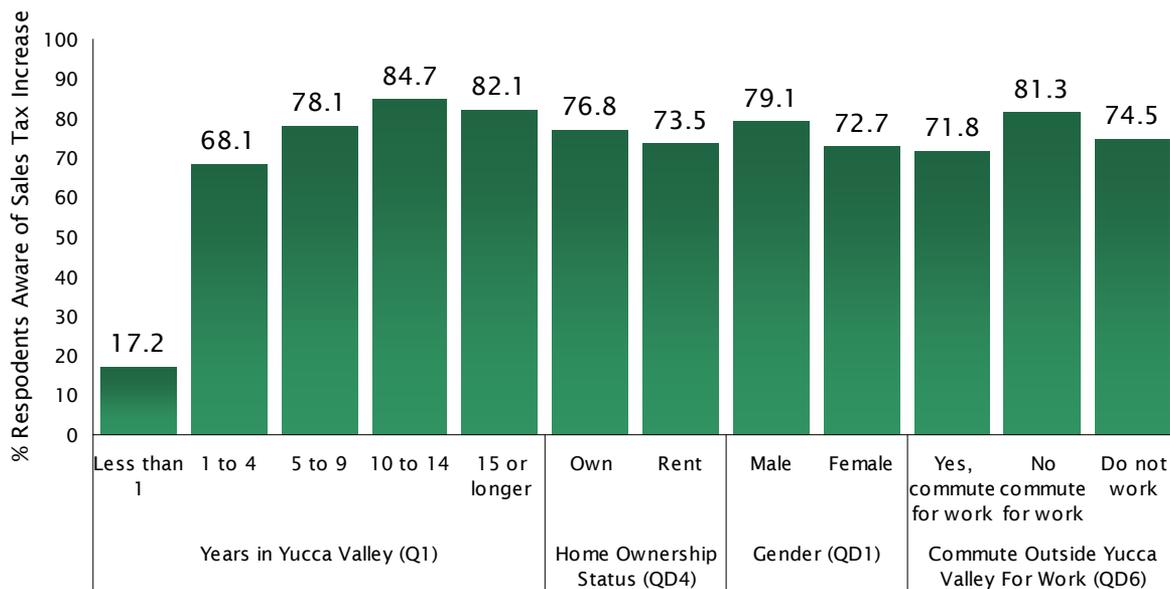


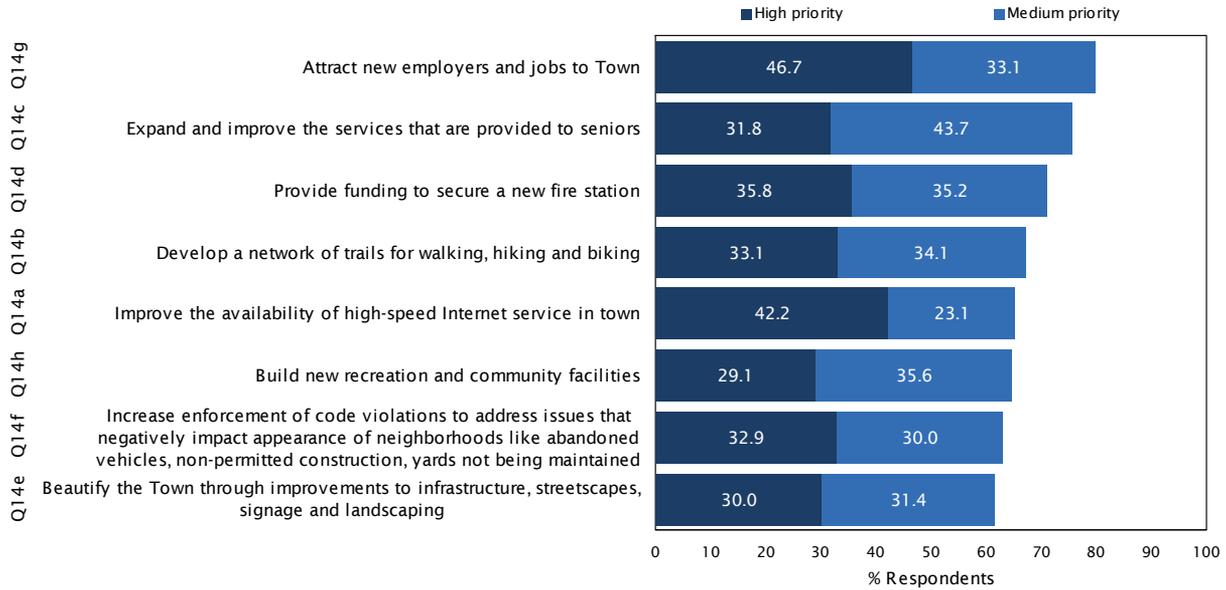
FIGURE 18 AWARE OF SALES TAX INCREASE LAST NOVEMBER TO PROVIDE ADDITIONAL FUNDING TO PUBLIC SAFETY, SERVICES, INFRASTRUCTURE BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS, GENDER & COMMUTE OUTSIDE YUCCA VALLEY FOR WORK



PRIORITIES Question 14 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, recognizing that certain public safety and infrastructure improvements already have dedicated funding. The format of the question was straightforward: after informing respondents that the Town does not have the financial resources to fund *all* of the projects and programs that may be desired by residents, respondents were asked whether each project or program shown in Figure 19 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 14 The voter-approved sales tax increase will provide additional funding for public safety services and infrastructure improvements. For other services and project areas, however, the Town has limited resources and thus 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. 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?

FIGURE 19 TOWN PRIORITIES



The projects and programs are sorted in Figure 19 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 and programs tested, attracting new employers and jobs to town was assigned the highest priority (80% high or medium priority), followed by expanding and improving the services provided to seniors (76%), providing funding to secure a new fire station (71%), and developing a network of trails for walking, hiking and biking (67%). Tables 4 and 5 show the percentage of respondents who rated each item as a *high* priority according to their age, presence of a child in the home, length of residence, and overall satisfaction with the Town’s performance.

TABLE 4 TOWN 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
Attract new employers and jobs to Town	66.7	55.3	57.1	53.6	32.1	36.4	57.3	41.5
Improve the availability of high-speed Internet service in town	57.1	42.6	42.9	47.8	35.7	35.7	37.5	44.4
Provide funding to secure a new fire station	52.4	36.2	31.0	29.0	33.0	40.3	37.6	35.2
Develop a network of trails for walking, hiking and biking	42.9	42.6	45.2	27.5	27.7	26.6	32.9	33.1
Increase enforcement of code violations to address issues that negatively impact appearance of neighborhoods	38.1	31.9	19.0	29.0	40.2	40.3	27.4	35.7
Expand and improve the services that are provided to seniors	19.0	31.9	26.2	31.9	33.0	37.0	30.7	32.3
Beautify Town through improvements to infrastructure, streetscapes, signage, landscaping	33.3	29.8	38.1	33.3	27.7	27.3	27.3	31.6
Build new recreation and community facilities	33.3	51.1	38.1	24.6	20.5	17.5	46.0	20.0

TABLE 5 TOWN PRIORITIES BY YEARS IN YUCCA VALLEY & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Years in Yucca Valley (Q1)					Overall Satisfaction (Q5)		
	Less than 1	1 to 4	5 to 9	10 to 14	15 or longer	Satisfied	Dissatisfied	Not sure
Attract new employers and jobs to Town	56.0	53.9	48.2	51.2	38.1	43.7	55.3	44.2
Improve the availability of high-speed Internet service in town	68.2	50.2	44.4	39.1	34.4	41.4	46.6	33.3
Provide funding to secure a new fire station	75.6	36.4	28.0	40.7	33.6	36.1	31.1	53.3
Develop a network of trails for walking, hiking and biking	21.3	38.2	32.6	28.2	32.6	34.1	27.4	38.5
Increase enforcement of code violations to address issues that negatively impact appearance of neighborhoods	35.3	34.4	36.2	25.8	32.9	34.0	28.6	32.4
Expand and improve the services that are provided to seniors	45.5	22.1	39.4	34.2	34.1	30.7	35.8	28.5
Beautify Town through improvements to infrastructure, streetscapes, signage, landscaping	38.5	41.0	34.9	25.0	21.1	28.9	28.8	46.3
Build new recreation and community facilities	44.3	25.5	33.0	39.0	25.0	28.5	29.3	34.2

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 As shown in Figure 20, approximately 40% of residents reported that they had been in contact with staff from the Town of Yucca Valley in the 12 months preceding the interview. When compared to their respective counterparts, those 55 to 64 years of age, those dissatisfied with the Town’s overall performance in providing municipal services, home owners, females, and those who do not commute out of Yucca Valley for their work were the most likely to report having interacted with Town staff during this period (see Figures 21 & 22).

Question 15 *In the past 12 months, have you been in contact with staff from the Town of Yucca Valley?*

FIGURE 20 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS

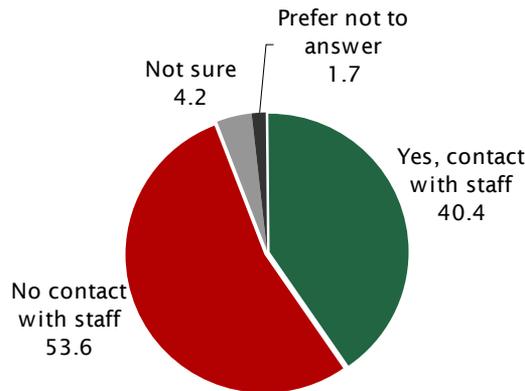


FIGURE 21 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS BY AGE, CHILD IN HSLD & OVERALL SATISFACTION

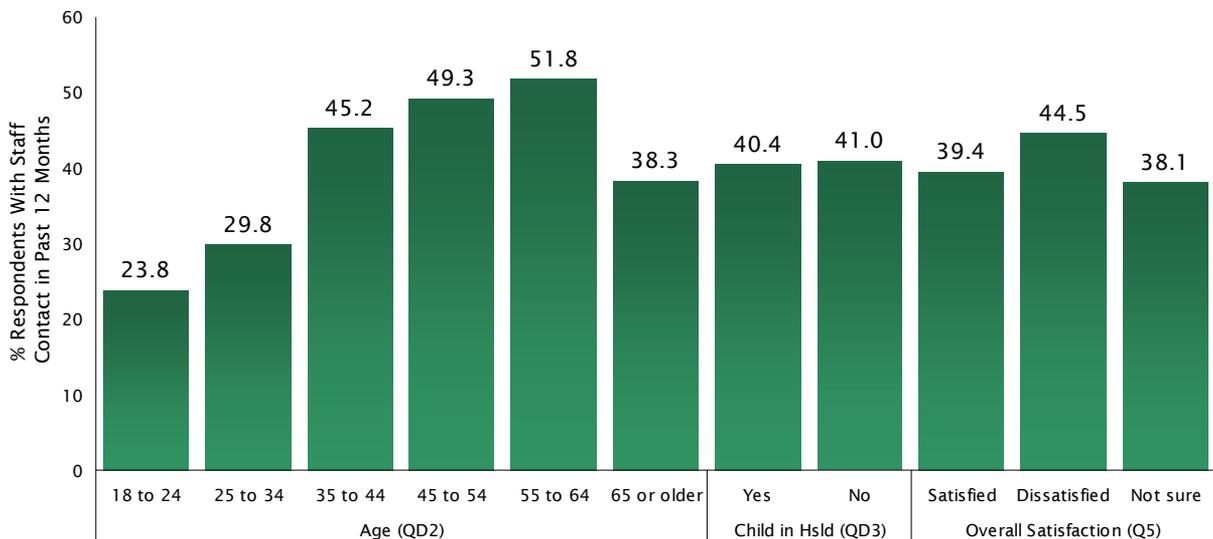
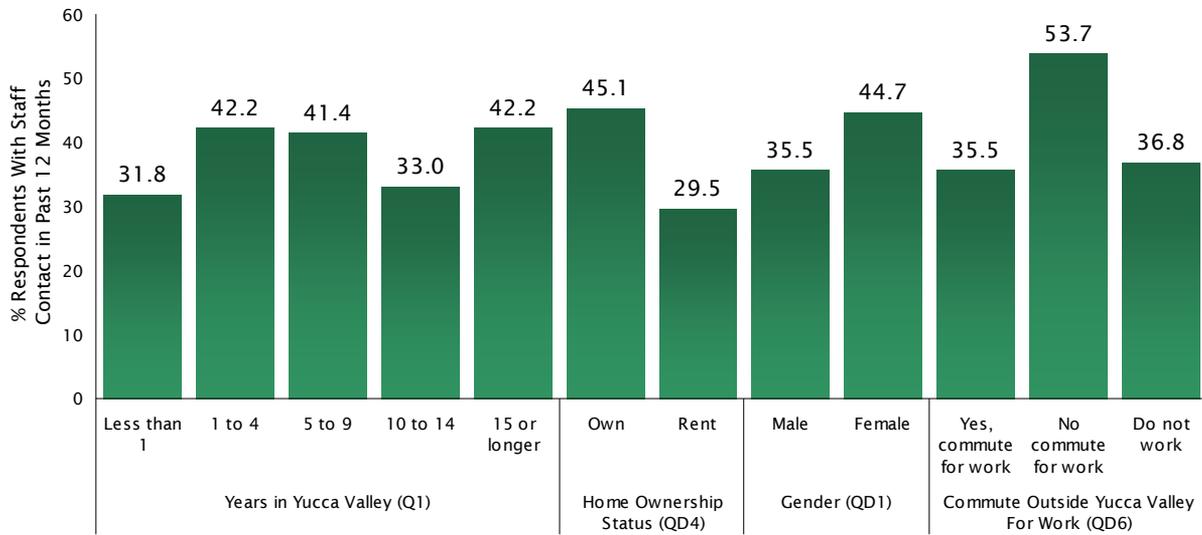


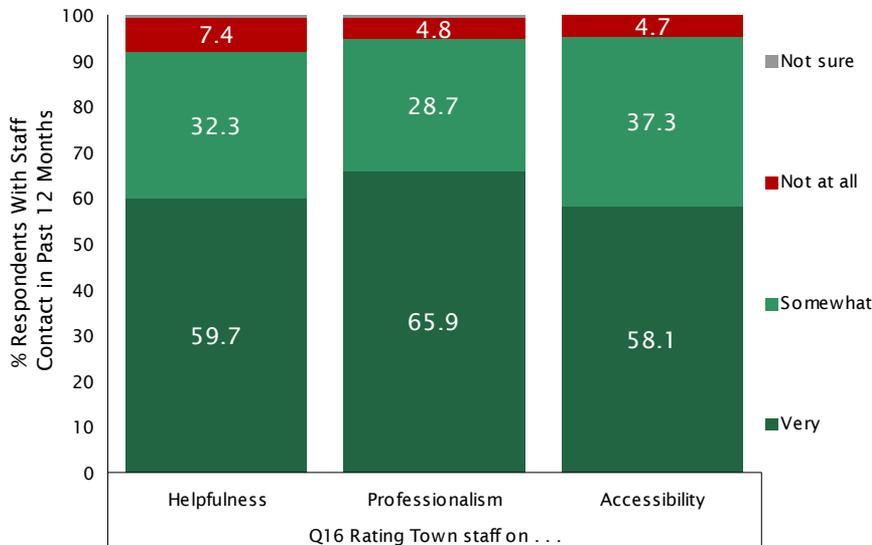
FIGURE 22 CONTACT WITH TOWN STAFF IN PAST 12 MONTHS BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS, GENDER & COMMUTE OUTSIDE YUCCA VALLEY FOR WORK



ASSESSMENT OF TOWN STAFF The next question asked respondents who had been in contact with staff to rate staff members’ accessibility, helpfulness, and professionalism. The findings of this question are presented in Figure 23 below, and show that staff received high ratings for all three dimensions tested. More than nine-in-ten respondents who had interacted with Yucca Valley staff in the past 12 months felt that staff were very (60%) or somewhat (32%) *helpful*, very (66%) or somewhat (29%) *professional*, and very (58%) or somewhat (37%) *accessible*.

Question 16 *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 23 RATING ASPECTS OF TOWN STAFF



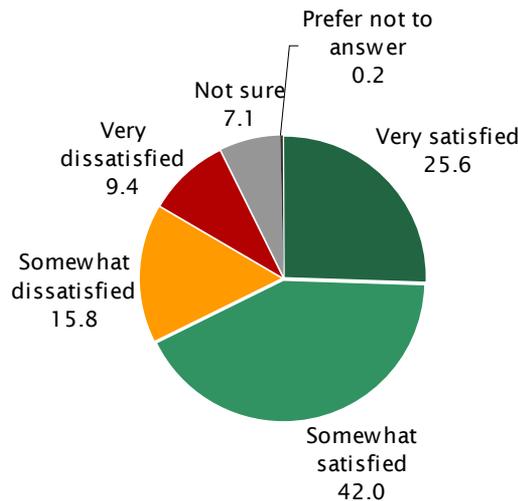
COMMUNICATIONS

The importance of the Town’s communications with residents cannot be over-stated. Much of a public agency’s success is shaped by the quality of information that is exchanged in both directions, from the agency to the community and from the community to the agency. 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. In this section, we present the results of several communication-related questions.

OVERALL SATISFACTION Question 17 of the survey asked residents to report their satisfaction with the Town’s efforts to communicate with residents through newsletters, the Internet, local media, and other means. Overall, 68% of respondents indicated they were satisfied with the Town’s efforts in this respect, whereas 25% were dissatisfied and 7% were unsure or unwilling to answer the question (Figure 24).

Question 17 Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, and other means?

FIGURE 24 SATISFACTION WITH COMMUNICATION



Figures 25 and 26 on the next page show how satisfaction with the Town’s efforts to communicate with residents among those with an opinion varied across a host of demographic sub-groups. When compared to their respective counterparts, seniors, those generally satisfied with the Town’s performance in providing municipal services, new residents, females, and those who do not commute out of Yucca Valley for employment were the most likely to express satisfaction with the Town’s communication efforts.

FIGURE 25 SATISFACTION WITH COMMUNICATION BY AGE, CHILD IN HSLD & OVERALL SATISFACTION

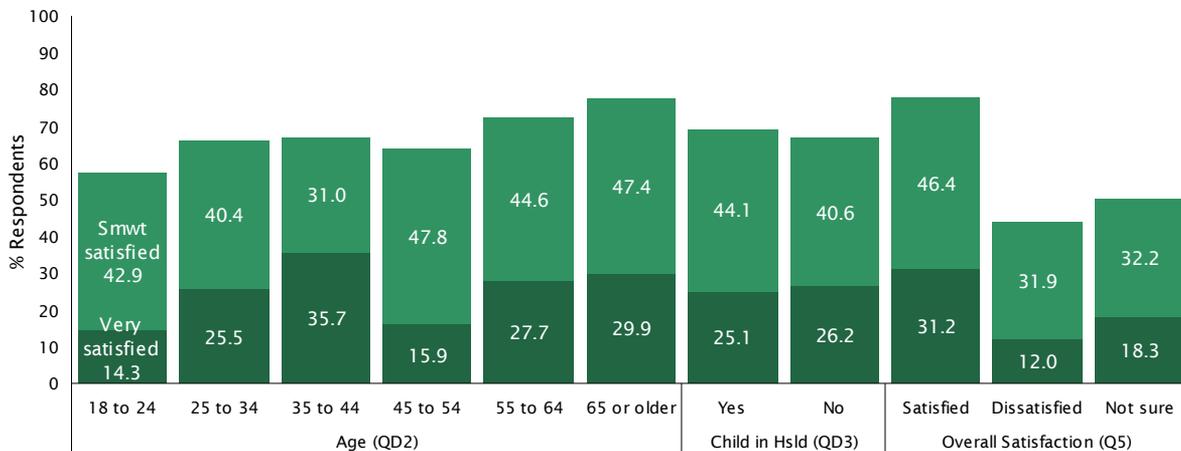
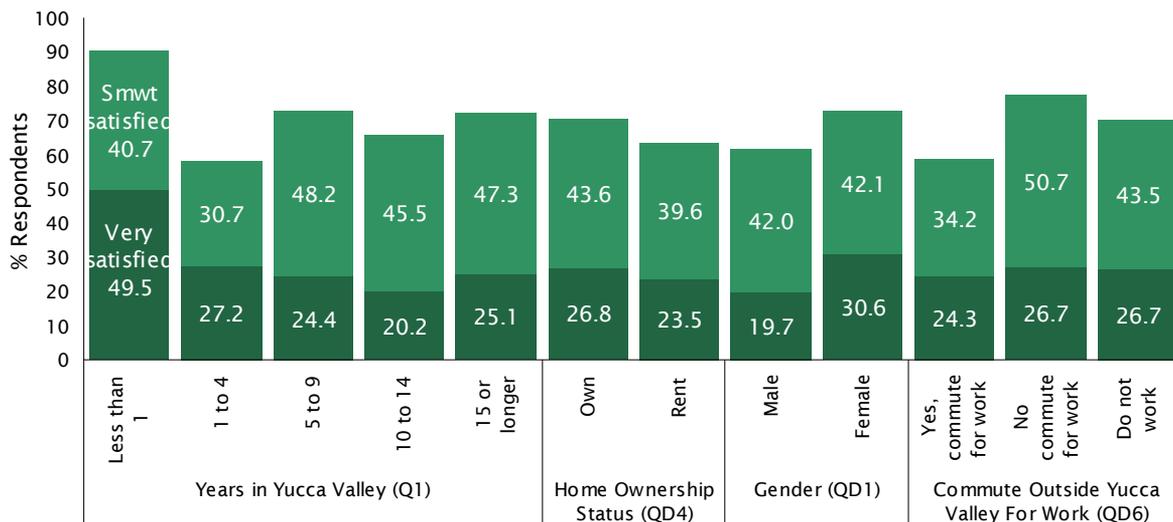


FIGURE 26 SATISFACTION WITH COMMUNICATION BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS, GENDER & COMMUTE OUTSIDE



VISIT TOWN WEBSITE The survey next asked specifically whether the respondent had visited the Town’s website during the 12 months prior to the interview. As shown in Figure 27 on the next page, more than half (55%) of residents reported that they had visited the Town’s website during this period. Residents between 25 and 34 years of age, those with a child in the home, individuals who were unsure of their opinion of the Town’s overall performance in providing municipal services, individuals generally satisfied with the Town’s communication efforts, individuals who have lived in Yucca Valley between 10 and 14 years, females, and those who do not commute outside of Yucca Valley for their work were the most likely to report having visited the Town’s website in the 12 months preceding to the interview (see Figures 28 & 29).

Question 18 *In the past 12 months, have you visited the Town's website?*

FIGURE 27 VISITED TOWN'S WEBSITE IN PAST 12 MONTHS

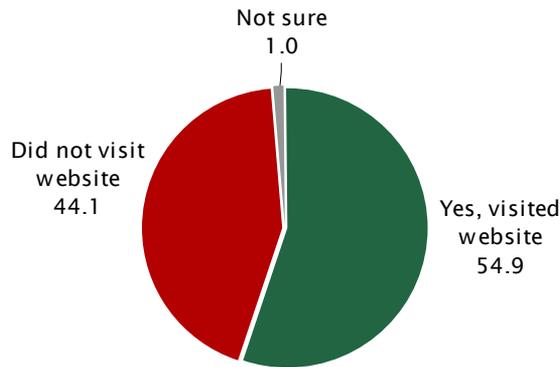


FIGURE 28 VISITED TOWN'S WEBSITE IN PAST 12 MONTHS BY AGE, CHILD IN HSLD, OVERALL SATISFACTION & SATISFACTION WITH COMMUNICATION

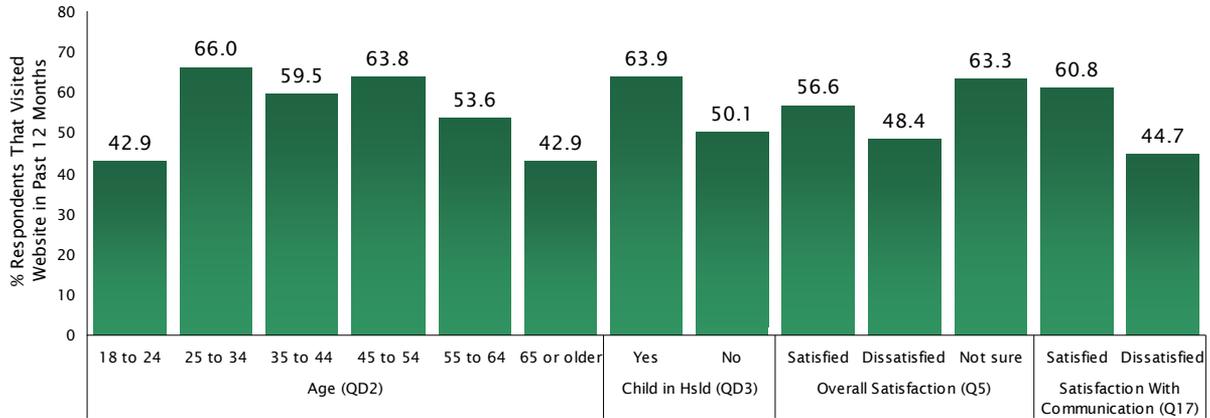
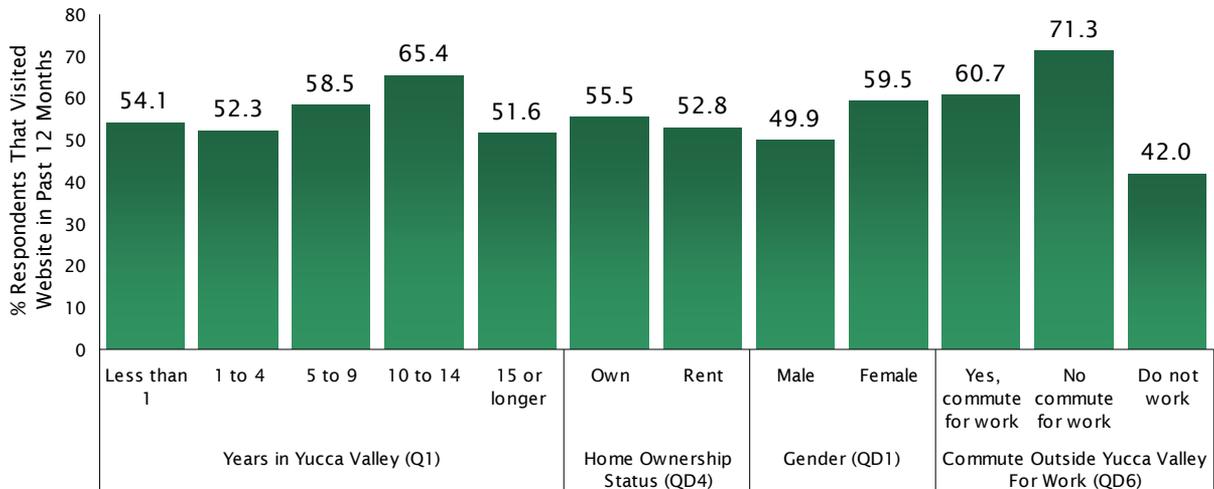


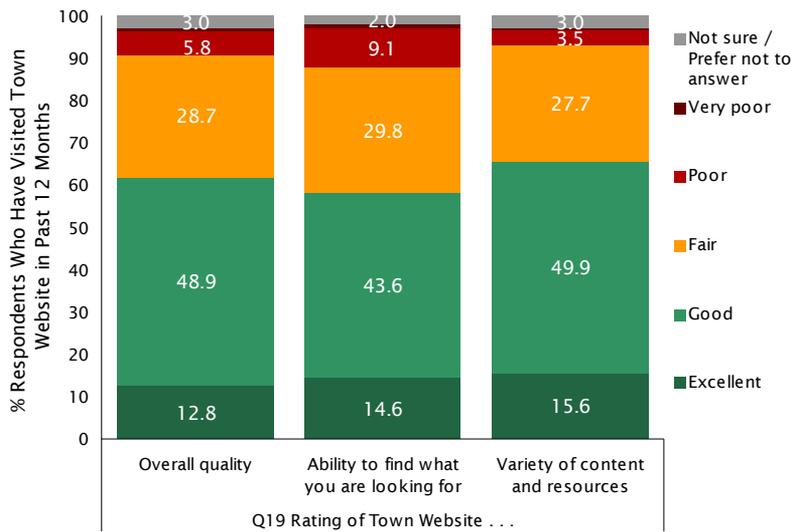
FIGURE 29 VISITED TOWN'S WEBSITE IN PAST 12 MONTHS



RATING OF TOWN WEBSITE Among those who had visited the Town’s website during the past year, Question 19 asked that they rate the website on three performance dimensions: overall quality, ability to find what you are looking for, and variety of content and resources (Figure 30). All three dimensions received similar performance ratings, with approximately six-in-ten respondents rating the overall quality (62%), ability to find what they are looking for (58%), and variety of content and resources (66%) as excellent or good.

Question 19 Overall, how would you rate: _____? Would you say it is excellent, good, fair, poor, or very poor?

FIGURE 30 RATING ASPECTS OF TOWN WEBSITE



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 31 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 email/electronic newsletters was the most effective method (89% very or somewhat effective), followed by the Town website (89%), materials mailed to their home (82%), and town hall style meetings (82%). Social Media sites such as Facebook, Twitter and Instagram (79%), public service announcements on local radio stations (78%), and a smart phone application (78%) were also widely viewed by Yucca Valley residents as effective ways for the Town to communicate. When compared to the other methods tested, text messages (67%) and advertisements in local papers (72%) were viewed as somewhat less effective.

Tables 6 and 7 demonstrate how communication preferences vary by age, presence of a child in the home, overall satisfaction with the Town’s performance in providing municipal services, and satisfaction with the Town’s current communication efforts.

Question 20 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 31 EFFECTIVENESS OF COMMUNICATION METHODS

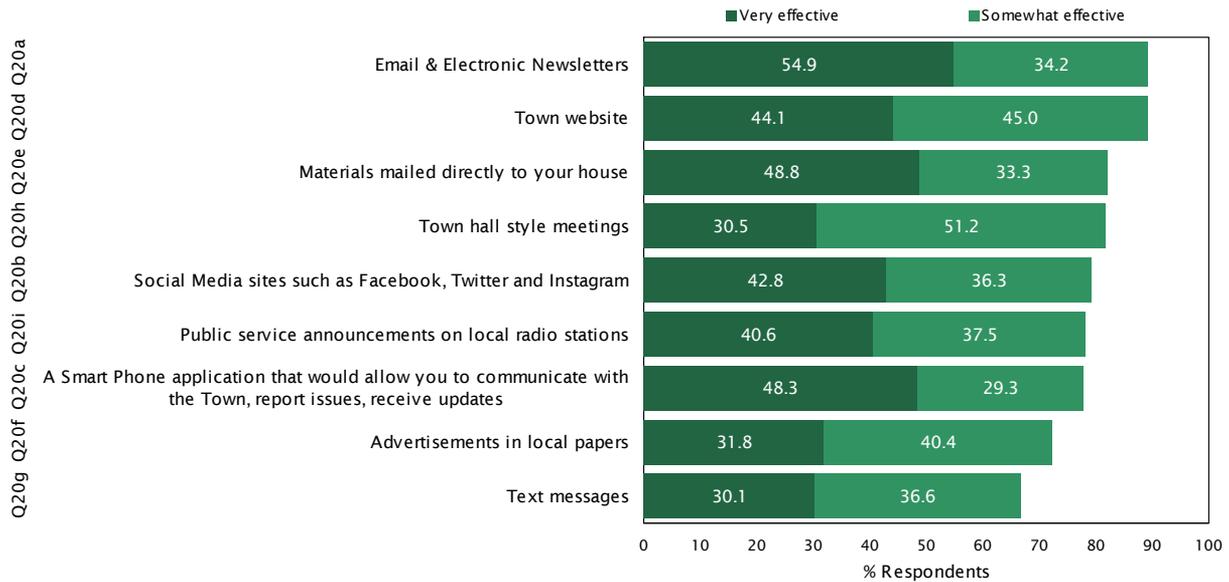


TABLE 6 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE & CHILD IN HSLD

	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
Email & Electronic Newsletters	61.9	59.6	57.1	56.5	57.1	46.1	60.0	52.1
Materials mailed directly to your house	66.7	61.7	45.2	43.5	48.2	39.6	60.4	42.6
A Smart Phone app that would allow to communicate with Town, report issues, receive updates	71.4	61.7	61.9	58.0	37.5	29.2	63.1	40.7
Town website	47.6	42.6	42.9	52.2	41.1	42.9	46.0	43.1
Social Media sites such as Facebook, Twitter, Instagram	81.0	61.7	52.4	43.5	33.9	20.8	53.4	37.7
Public service announcements on local radio stations	57.1	57.4	31.0	46.4	32.1	31.2	46.4	36.9
Advertisements in local papers	42.9	42.6	16.7	24.6	28.6	40.3	33.6	30.4
Town hall style meetings	33.3	34.0	26.2	30.4	32.1	32.5	25.0	33.3
Text messages	38.1	46.8	38.1	33.3	27.7	14.3	44.4	22.5

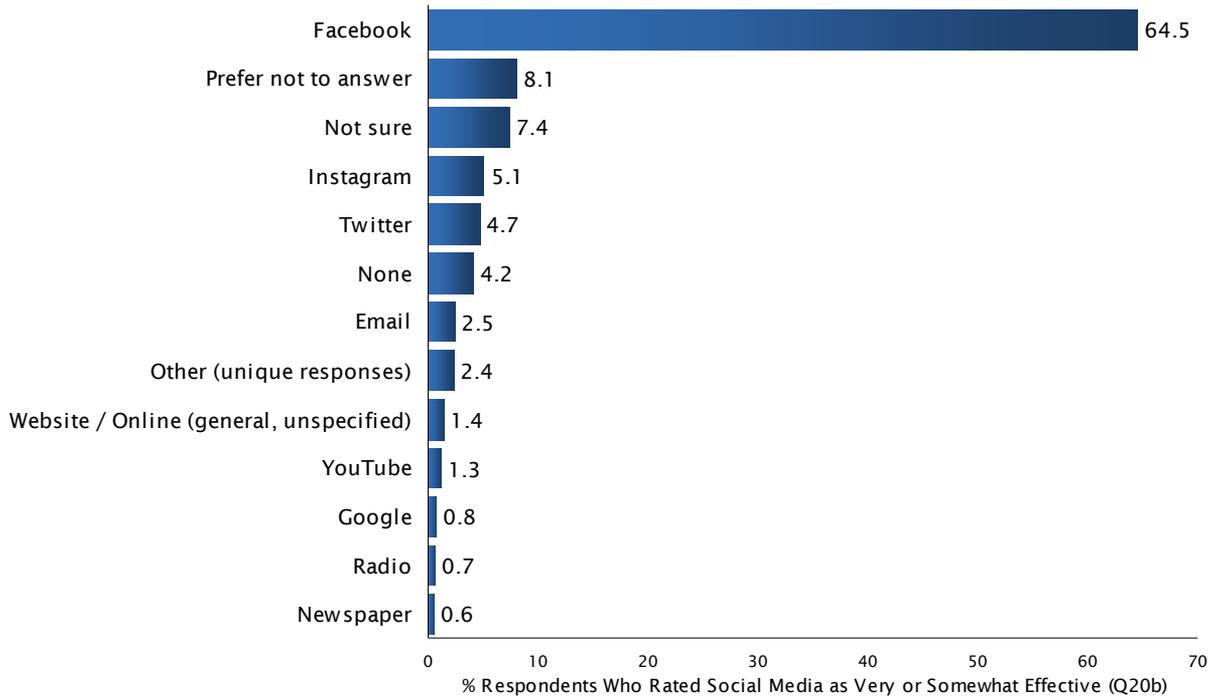
TABLE 7 EFFECTIVENESS OF COMMUNICATION METHODS BY OVERALL SATISFACTION & SATISFACTION WITH COMMUNICATION

	Overall Satisfaction (Q5)			Satisfaction With Communication (Q17)	
	Satisfied	Dissatisfied	Not sure	Satisfied	Dissatisfied
Email & Electronic Newsletters	57.7	50.6	47.1	56.6	54.6
Materials mailed directly to your house	50.4	47.7	39.1	47.2	53.0
A Smart Phone app that would allow to communicate with Town, report issues, receive updates	50.4	41.7	51.6	45.6	58.2
Town website	47.3	39.8	30.8	46.3	37.9
Social Media sites such as Facebook, Twitter, Instagram	43.6	38.7	53.7	43.5	44.2
Public service announcements on local radio stations	40.8	41.1	38.0	43.4	37.5
Advertisements in local papers	32.1	33.1	24.8	34.0	27.1
Town hall style meetings	31.1	32.5	15.4	30.5	28.8
Text messages	29.4	29.9	37.1	28.8	35.5

PREFERRED SOCIAL MEDIA SITE The final substantive question of the survey asked respondents who indicated 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 in Figure 32 on the next page, Facebook was the dominant choice, being mentioned by nearly two-thirds of respondents (65%) as the social media site they use most often. The next most frequently mentioned sites were Instagram (5%) and Twitter (5%).

Question 21 *What is your preferred Social Media site - the one you currently use most often?*

FIGURE 32 SOCIAL MEDIA OF PREFERENCE





BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	467
Years in Yucca Valley (Q1)	
Less than 1	3.1
1 to 4	29.0
5 to 9	14.0
10 to 14	14.9
15 or longer	38.8
Prefer not to answer	0.4
Age (QD2)	
18 to 24	7.5
25 to 34	16.2
35 to 44	16.0
45 to 54	16.1
55 to 64	16.4
65 or older	23.2
Prefer not to answer	4.7
Child in Hsld (QD3)	
Yes	34.1
No	64.9
Prefer not to answer	1.1
Home Ownership Status (QD4)	
Own	68.5
Rent	29.5
Prefer not to answer	2.0
Employment Status (QD5)	
Employed full time	44.9
Employed part time	8.8
Student	4.6
Homemaker	4.5
Retired	31.0
In between jobs	1.9
Prefer not to answer	4.4
Commute Outside Yucca Valley For Work (QD6)	
Not employed	42.0
Yes	30.2
No	22.0
Prefer not to answer	5.9
One Way Work Commute Mins (QD7)	
No commute	63.9
20 or fewer	2.9
25 to 40	8.9
45 to 60	10.9
65 or more	4.4
Prefer not to answer	9.0
Gender (QD1)	
Male	48.1
Female	51.3
Prefer not to answer	0.6

Table 8 presents the key demographic and background information that was collected during the survey. 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 had interacted with Town of Yucca Valley staff in the 12 months preceding the interview (Question 15) were asked to rate staff's performance (Question 16). The questionnaire included with this report (see *Questionnaire & Toplines* on page 40) 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 Yucca Valley prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

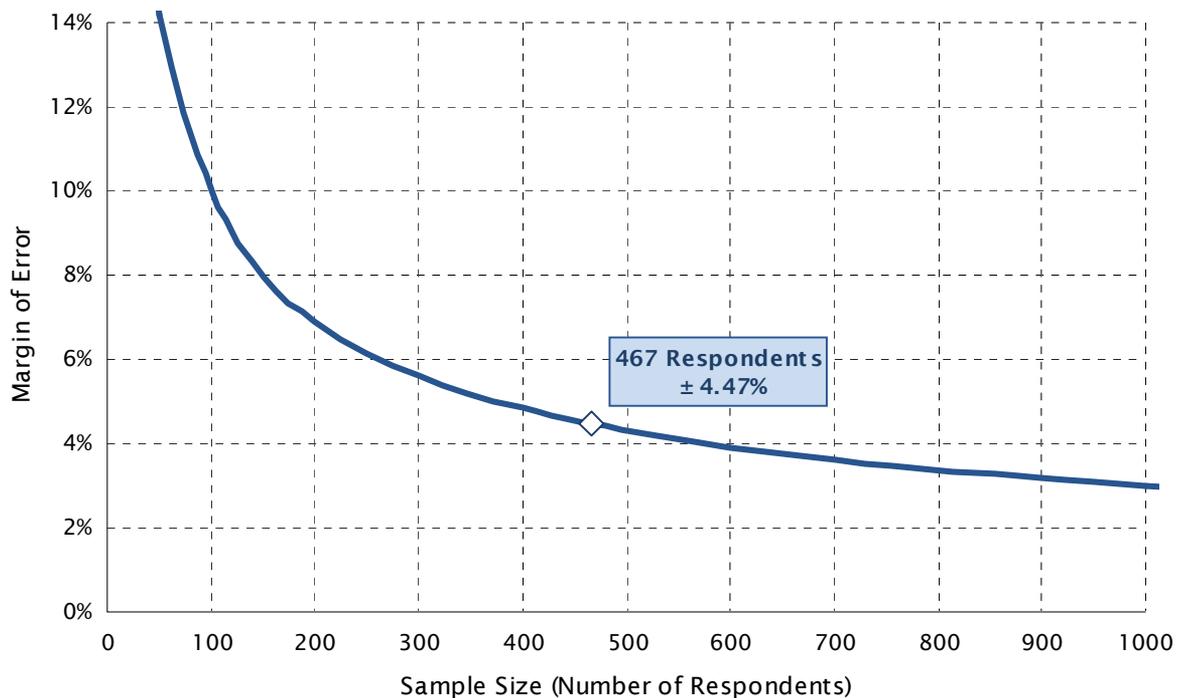
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Yucca Valley households was utilized to develop a random sample for this study, ensuring that all households in Yucca Valley had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, households were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only Yucca Valley residents who received an invitation could access the online survey site. Following a seven day period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households throughout the Town that had yet to participate in the online survey as a result of the emailed or mailed invitation.

Telephone interviews averaged 22 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 467 completed surveys were gathered online and by telephone between July 10 and July 20, 2017.

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 467 adult residents for a particular question and what would have been found if all of the estimated 16,376 adult residents⁴ had been interviewed.

Figure 33 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 $\pm 4.47\%$ for questions answered by all 467 respondents.

FIGURE 33 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 33 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.

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 according to Census estimates.

4. Source: Estimated derived from the California Department of Finance City/County Population Estimate for 2017 and US Census age profile for Yucca Valley, 2010.

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 charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



**Town of Yucca Valley
Community Satisfaction Survey
Final Toplines
July 2017**

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	3%
2	1 to 4 years	29%
3	5 to 9 years	14%
4	10 to 14 years	15%
5	15 years or longer	39%
99	Prefer not to answer	0%

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

		Excellent	Good	Fair	Poor	Very Poor	No Opinion	Prefer not to answer
	<i>Randomize A-F, always ask G last</i>							
A	Yucca Valley as a place to live	16%	52%	23%	7%	1%	0%	0%
B	Yucca Valley as a place to raise a family	12%	43%	23%	11%	3%	7%	1%
C	Yucca Valley as a place to retire	24%	44%	20%	6%	3%	3%	0%
D	Yucca Valley as a place to work	3%	14%	34%	23%	14%	11%	1%
E	The quality of education in local schools	5%	24%	27%	14%	6%	23%	1%
F	Local access to higher education opportunities	5%	24%	31%	21%	9%	8%	2%
G	The overall quality of life in Yucca Valley	11%	50%	29%	8%	2%	0%	0%

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 recorder and later grouped into categories shown below.	
	Not sure, cannot think of anything specific	20%
	Small town atmosphere	18%
	Nature, environment preservation (Joshua trees)	16%
	Recreational facilities offered (parks, tennis courts, pools)	8%
	Low crime, public safety	7%
	Open spaces	6%
	Community activities, events (concerts)	5%
	Economic, job growth	5%
	Manage growth, overdevelopment	5%
	Preserve historical places, monuments	4%
	Community, public services (library, museums, centers)	4%
	Quiet, peaceful	3%
	Low population	3%
	Wildlife preservation, animal shelters	3%
	Good infrastructure, roadways, prompt repair	3%
	Night sky ordinance	3%
	Accessibility to town meetings, Town-resident communication	3%
	Other (unique responses)	3%
	Clean air, no pollution	2%
	Nice friendly people	2%
	Low cost of living (housing, utilities)	2%
	Artistic community	1%
	Weather, climate	1%
	Improve fiscal responsibility, budgeting	1%
	Address homeless issues	1%
	Improve traffic management	1%
	Remove marijuana ban	1%
	Great location	1%
	Less government regulation	1%
	Update sewer system	1%
	Nothing, do not like anything	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 recorder and later grouped into categories shown below.	
	Improve infrastructure	15%
	Increase public safety, reduce crime, drugs	13%
	Improve economy, jobs	12%
	Not sure, cannot think of anything specific	10%
	Provide more recreational centers, activities	8%
	Allow marijuana dispensaries	7%
	Provide more youth programs, activities	6%
	Limit growth, population	6%
	Improve traffic flow	6%
	Provide more shopping centers, retail stores	5%
	Address homeless issues	5%
	No changes needed	4%
	Provide more restaurants, food centers	3%
	Beautify, clean up town	3%
	Provide better schools, education	3%
	Improve public transportation	2%
	Provide, improve medical access, providers, offices	2%
	Improve City-resident communication	2%
	Preserve protect nature, native plants, trees (Joshua)	2%
	Provide more community activities, cultural programs	2%
	Address sewer issues (cost, projects, improvements)	2%
	Provide affordable housing	1%
	Lower taxes	1%
	Improve government (leadership, agenda)	1%
	Improve downtown area	1%

Section 3: City 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						15%
	2	Somewhat satisfied						53%
	3	Somewhat dissatisfied						18%
	4	Very dissatisfied						6%
	98	Not sure						7%
	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, but always ask F immediately following E.</i>		Extremely Important	Very Important	Somewhat Important	Not at all Important	No Opinion	Prefer not to answer
A	Providing police services		63%	29%	6%	1%	0%	0%
B	Maintaining a low crime rate		69%	26%	4%	1%	0%	0%
C	Preparing the Town for emergencies		44%	40%	13%	2%	1%	0%
D	Providing fire protection, prevention and emergency medical services		66%	28%	5%	0%	0%	0%
E	Managing traffic congestion on Highway 62		44%	35%	16%	4%	1%	0%
F	Managing traffic congestion on town streets, not including Highway 62		27%	38%	27%	8%	1%	0%
G	Keeping public buildings, parks and facilities clean and attractive		44%	42%	13%	1%	0%	0%
H	Maintaining local streets and roads		52%	38%	10%	0%	0%	0%
I	Providing parks, sports fields and recreation facilities		39%	40%	17%	4%	0%	0%
J	Providing a variety of recreation programs for all ages		36%	37%	23%	3%	0%	0%
K	Promoting economic development to stimulate the local economy		40%	35%	20%	4%	0%	0%
L	Attracting new employers and jobs to town		44%	33%	17%	6%	0%	0%
M	Managing growth and development		39%	40%	18%	3%	0%	0%
N	Providing special events like community festivals and the 4 th of July celebration		27%	32%	32%	8%	1%	0%
O	Providing trash collection, recycling and household hazardous waste services		43%	41%	14%	2%	0%	0%

P	Improving the appearance of the Town including beautifying streetscapes, medians, and public areas	29%	32%	30%	8%	1%	0%
Q	Enforcing code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained	32%	30%	28%	10%	0%	0%
R	Providing animal care and control services	27%	43%	26%	3%	1%	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, but always ask F immediately following E.</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Prefer not to answer
A	Provide police services	31%	42%	14%	9%	3%	0%
B	Maintain a low crime rate	17%	38%	23%	19%	4%	0%
C	Prepare the Town for emergencies	16%	41%	16%	6%	19%	1%
D	Provide fire protection, prevention and emergency medical services	38%	44%	8%	5%	5%	0%
E	Manage traffic congestion on Highway 62	14%	40%	21%	21%	3%	0%
F	Manage traffic congestion on town streets, not including Highway 62	18%	47%	18%	12%	5%	0%
G	Keep public buildings, parks and facilities clean and attractive	28%	52%	14%	4%	3%	0%
H	Maintain local streets and roads	13%	36%	25%	25%	0%	0%
I	Provide parks, sports fields and recreation facilities	29%	48%	14%	6%	3%	0%
J	Provide a variety of recreation programs for all ages	18%	45%	20%	10%	7%	0%
K	Promote economic development to stimulate the local economy	11%	36%	28%	14%	10%	1%
L	Attract new employers and jobs to town	9%	31%	29%	19%	12%	0%
M	Manage growth and development	13%	39%	27%	15%	6%	0%
N	Provide special events like community festivals and the 4 th of July celebration	33%	44%	12%	4%	6%	1%
O	Provide trash collection, recycling and household hazardous waste services	38%	44%	8%	6%	3%	1%
P	Improve the appearance of the Town including beautifying streetscapes, medians, and public areas	17%	46%	21%	13%	3%	0%

Q	Enforce code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained	14%	40%	21%	14%	10%	1%
R	Provide animal care and control services	26%	49%	11%	5%	8%	1%

Section 4: Community Programs

Q8 Next, I'm going to read a short list of community services provided by the Town of Yucca Valley. For each that I read, please indicate whether you utilized this service in the past year, did not utilize the service but were aware it is offered, of if you were not aware that the service is offered.

Here is the (first/next) one: _____. Did you utilize this service in the past year? *If no, ask: Were you aware that the service is offered by the Town?*

	<i>Randomize</i>	Yes, Utilized Service	Did not use service, but was aware offered	Not aware service is offered	Not Sure	Prefer not to answer
A	Youth Basketball Program	6%	59%	31%	3%	1%
B	Summer Aquatics Program	14%	54%	30%	2%	1%
C	July 4 th Fireworks Celebration	53%	41%	5%	1%	1%
D	Concerts in the Park	30%	54%	14%	1%	1%
E	Recreation Classes	11%	53%	32%	3%	1%
F	Adult Softball League	5%	59%	32%	3%	0%
G	High Desert Nature Museum	46%	41%	11%	1%	0%

Only ask Q9 for items where Q8 = 1.

Q9 Based on your experiences, how would you rate the quality of the _____? Would you say it was excellent, good, fair, poor or very poor?

	<i>Randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Prefer not to answer
A	Youth Basketball Program	38%	51%	3%	9%	0%	0%
B	Summer Aquatics Program	48%	44%	7%	0%	0%	0%
C	July 4 th Fireworks Celebration	49%	35%	12%	3%	1%	0%
D	Concerts in the Park	55%	36%	7%	1%	0%	0%
E	Recreation Classes	39%	51%	8%	0%	0%	1%
F	Adult Softball League	54%	35%	11%	0%	0%	0%
G	High Desert Nature Museum	51%	38%	9%	1%	0%	0%

Q10	As I read each of the following recreation and community facilities , I'd like you to indicate whether you think the Town should make the facility a high priority, a medium priority, or a low priority for the future. If you feel the Town should not spend any money on a particular facility, just say so. Please keep in mind that not all of the facilities can be high priorities.						
	Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the future - 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	Build a new Community Swimming Pool	43%	29%	18%	7%	3%	0%
B	Improve the Little League Fields	22%	41%	24%	8%	5%	0%
C	Build a new Multi-purpose Event Center & Gymnasium	31%	34%	20%	13%	2%	0%
D	Build a new Rodeo Grounds	9%	24%	30%	33%	3%	0%
E	Build a new Community Theater & Arts Center	25%	34%	26%	13%	2%	0%

Section 5: Economic Development							
Q11	Although it will require the Town to dedicate additional resources and funds to this purpose, there are variety of things that the Town can do to help stimulate the local economy and job market.						
	Would you support or oppose the Town: _____. <i>Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i>						
	<i>Randomize</i>	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	Providing incentives to attract new employers and good paying jobs	54%	29%	8%	5%	3%	0%
B	Providing sales tax rebates to attract new retail businesses to Town	32%	37%	15%	12%	4%	0%
C	Working with private property owners to redevelop and revitalize older, outdated buildings and shopping centers	49%	32%	10%	6%	3%	0%
D	Beautifying the Town by improving infrastructure, signage, landscaping, and streetscapes	42%	37%	12%	7%	2%	0%
E	Forming a <i>Regional Economic Development Organization</i> with the County and City of 29 Palms to develop and implement strategies for attracting jobs to the region	45%	34%	7%	7%	6%	1%
F	Providing a Business Development Liaison to assist new development projects through the review and approval process	32%	36%	15%	10%	6%	1%

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G	Providing a business assistance program for existing businesses	40%	38%	9%	7%	5%	1%
H	Attracting new hotels to support the tourism industry and attract visitors for Joshua Tree National Park, Sands to Snow Monument, and local businesses	37%	32%	15%	13%	3%	1%
Q12	Are there any <u>other</u> activities that you think the Town should be doing to stimulate the local economy and attract new employers to Yucca Valley? <i>If yes, ask:</i> Please briefly describe them to me. Verbatim responses recorder and later grouped into categories shown below.						
	Not sure, cannot think of anything	57%					
	Provide more recreational, community facilities	6%					
	Improve economy, jobs	4%					
	Provide better variety of town events, activities	3%					
	Provide more activities for children, youth	3%					
	Provide better shops, retail stores	3%					
	Allow medical marijuana dispensaries	2%					
	Improved, less regulation on businesses	2%					
	Improve infrastructure	2%					
	Clean up, beautify town	2%					
	Better restaurants, dining	2%					
	Lower taxes	2%					
	Support local, small business	2%					
	Maintain town appearance, buildings, landscape	2%					
	Improve public safety	2%					
	Improve education, schools	2%					
	Improve sewer system	1%					
	Streamline business regulations, startup requirements	1%					
	Revitalize old downtown	1%					
	Address homeless issues	1%					
	Keep small town feel	1%					
	Improve, provide public transportation	1%					
	Provide programs for seniors	1%					
	Improve town advertising, marketing	1%					
	Improve, provide more health services, providers	1%					
	Improve, attract more tourism	1%					

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Section 6: Priorities								
Q13	Prior to taking this survey, were you aware that Yucca Valley voters approved a local sales tax increase last November that will provide additional funding for public safety services and infrastructure improvements?							
	1	Yes						76%
	2	No						24%
	99	Prefer not to answer						0%
The voter-approved sales tax increase will provide additional funding for public safety services and infrastructure improvements. For <i>other</i> services and project areas, however, the Town has limited resources and thus must set priorities.								
Q14	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	No Opinion	Prefer not to answer
A	Improve the availability of high-speed Internet service in town		42%	23%	22%	11%	1%	1%
B	Develop a network of trails for walking, hiking and biking		33%	34%	21%	11%	0%	0%
C	Expand and improve the services that are provided to seniors		32%	44%	16%	5%	3%	0%
D	Provide funding to secure a new fire station		36%	35%	17%	8%	3%	0%
E	Beautify the Town through improvements to infrastructure, streetscapes, signage and landscaping		30%	31%	28%	9%	0%	1%
F	Increase enforcement of code violations to address issues that negatively impact the appearance of neighborhoods like abandoned vehicles, non-permitted construction, and yards not being properly maintained		33%	30%	23%	12%	2%	0%
G	Attract new employers and jobs to Town		47%	33%	12%	7%	0%	0%
H	Build new recreation and community facilities		29%	36%	24%	10%	0%	0%

Section 7: Customer Service							
Q15	In the past 12 months, have you been in contact with staff from the Town of Yucca Valley?						
	1	Yes	40%	Ask Q16			
	2	No	54%	Skip to Q17			
	98	Not sure	4%	Skip to Q17			
	99	Prefer not to answer	2%	Skip to Q17			
Q16	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.						
	Randomize		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful		60%	32%	7%	1%	0%
B	Professional		66%	29%	5%	1%	0%
C	Accessible		58%	37%	5%	0%	0%

Section 8: Communications				
Q17	Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>			
	1	Very satisfied	26%	
	2	Somewhat satisfied	42%	
	3	Somewhat dissatisfied	16%	
	4	Very dissatisfied	9%	
	98	Not sure	7%	
	99	Prefer not to answer	0%	
Q18	In the past 12 months, have you visited the Town's website?			
	1	Yes	55%	Ask Q19
	2	No	44%	Skip to Q20
	98	Not sure	1%	Skip to Q20
	99	Prefer not to answer	0%	Skip to Q20

Q19 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 website	13%	49%	29%	6%	1%	3%	0%
B	The ability to find what you are looking for on the website	15%	44%	30%	9%	1%	2%	0%
C	The variety of content and resources available on the website	16%	50%	28%	3%	0%	3%	0%
Q20 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	Email & Electronic Newsletters	55%	34%	10%	1%			
B	Social Media sites such as Facebook, Twitter and Instagram	43%	36%	19%	2%			
C	A Smart Phone application that would allow you to communicate with the Town, report issues, and receive updates	48%	29%	20%	3%			
D	Town website	44%	45%	9%	2%			
E	Materials mailed directly to your house	49%	33%	17%	1%			
F	Advertisements in local papers	32%	40%	27%	1%			
G	Text messages	30%	37%	30%	3%			
H	Town hall style meetings	31%	51%	17%	1%			
I	Public service announcements on local radio stations	41%	37%	19%	2%			
<i>Ask Q21 if Q20b = (1,2).</i>								
Q21 What is your preferred Social Media site - the one you currently use most often? Verbatim responses recorder and later grouped into categories shown below.								
Facebook		65%						
Prefer not to answer		8%						
Not sure		7%						
Twitter		5%						
Instagram		5%						
None		4%						
Email		2%						
Newspaper		1%						

Website / Online (general, unspecified)	1%
YouTube	1%
Radio	1%
Google	1%

Section 9: Background & Demographics

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

D1	What is your gender? (recorded by voice if telephone interview)		
	1	Male	48%
	2	Female	51%
	99	Prefer not to answer	1%
D2	In what year were you born? Year recoded into age groups shown below.		
	18 to 24		8%
	25 to 34		16%
	35 to 44		16%
	45 to 54		16%
	55 to 64		16%
	65 or more		23%
	Prefer not to answer		5%
D3	Do you have one or more children under the age of 18 living in your household?		
	1	Yes	34%
	2	No	65%
	99	Prefer not to answer	1%
D4	Do you own or rent your residence in Yucca Valley?		
	1	Own	68%
	2	Rent	29%
	99	Prefer not to answer	2%

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	45%	Ask D6
	2	Employed part-time	9%	Ask D6
	3	Student	5%	Skip to End
	4	Homemaker	4%	Skip to End
	5	Retired	31%	Skip to End
	6	In-between jobs	2%	Skip to End
	98	Not sure	1%	Skip to End
	99	Prefer not to answer	4%	Skip to End
D6	Do you commute to a location outside of Yucca Valley for your job?			
	1	Yes	56%	Ask D7
	2	No	41%	Skip to End
	99	Prefer not to answer	3%	Skip to End
D7	How long does it typically take you to commute to work, <u>one way</u> ? If respondent says it depends or not sure, ask them to estimate their average time. Response recorded using 5-minute increments, and later grouped into the categories shown below.			
	20 or fewer		10%	
	25 to 40		29%	
	45 to 60		36%	
	More than 60		15%	
	Prefer not to answer		10%	
Thanks so much for participating in this important survey! This survey was conducted for the Town of Yucca Valley.				