CITIZEN SATISFACTION STUDY

CONDUCTED FOR THE TOWN OF YUCCA VALLEY

PRESENTED BY TIMOTHY MCLARNEY, Ph.D.

10/11/2023



METHODOLOGY OF STUDY

- O How did we select residents to survey?
 - Stratified random sample of adult residents
 - o Balanced, representative sample that aligns with Census estimates
- O How did we recruit participation?
 - o Personalized email, text, and telephone calls
 - o PINs to restrict access and ensure one complete per respondent
- O How were respondents able to share their opinions?
 - OSecure, PIN-protected website that scales to the device
 - o Telephone (land line or mobile)
 - o English & Spanish
- O What was the sample size?
 - o 453 completed interviews
 - Overall margin of error of ± 4.5% @ 95% level of confidence



RATING YUCCA VALLEY

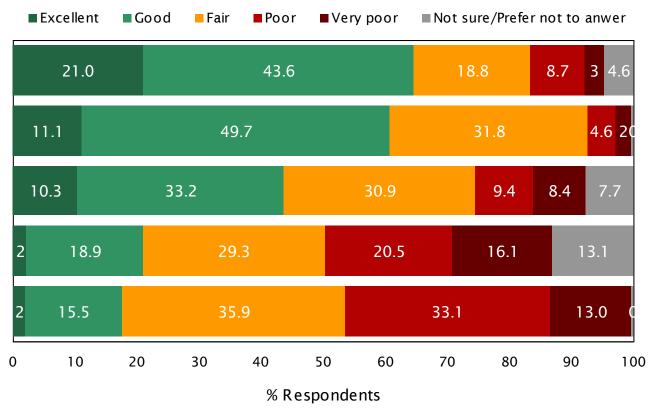
Yucca Valley as a place to retire

The overall quality of life in Yucca Valley

Yucca Valley as a place to raise a family

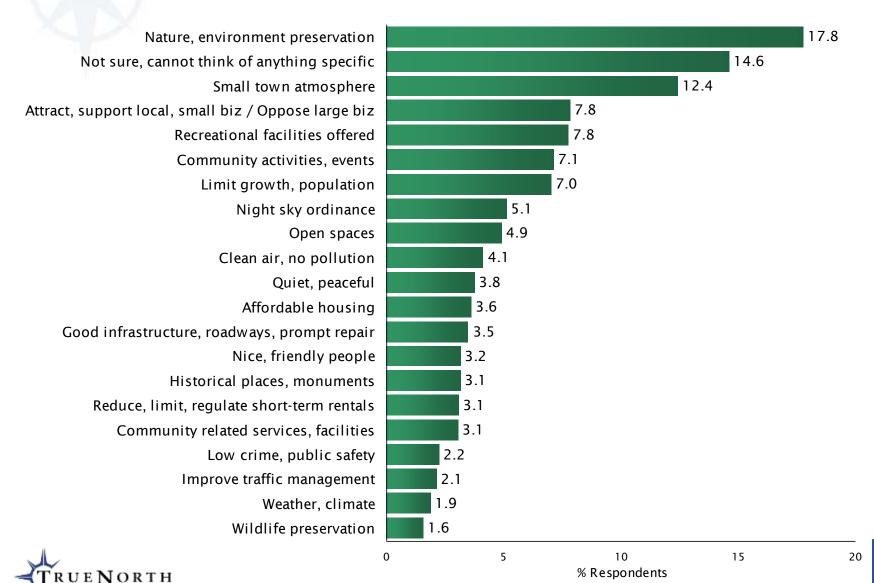
Yucca Valley as a place to work

As a place to shop and dine

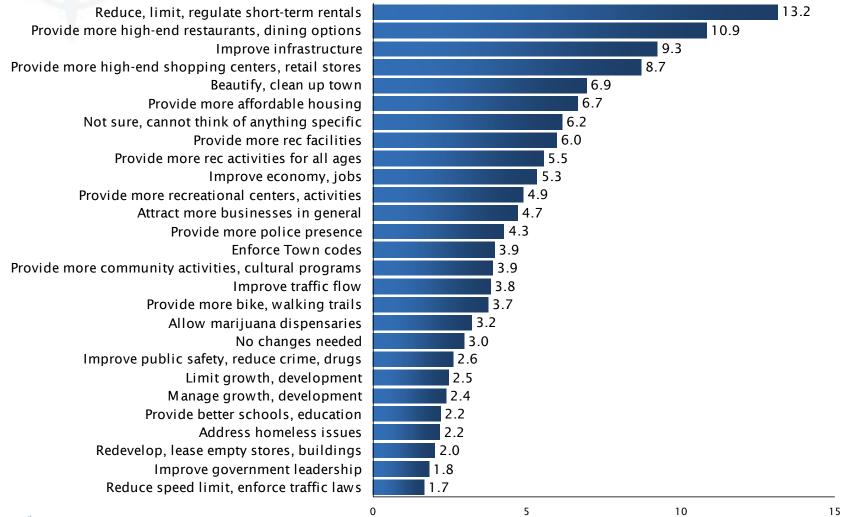




LIKE MOST & WANT TO PRESERVE



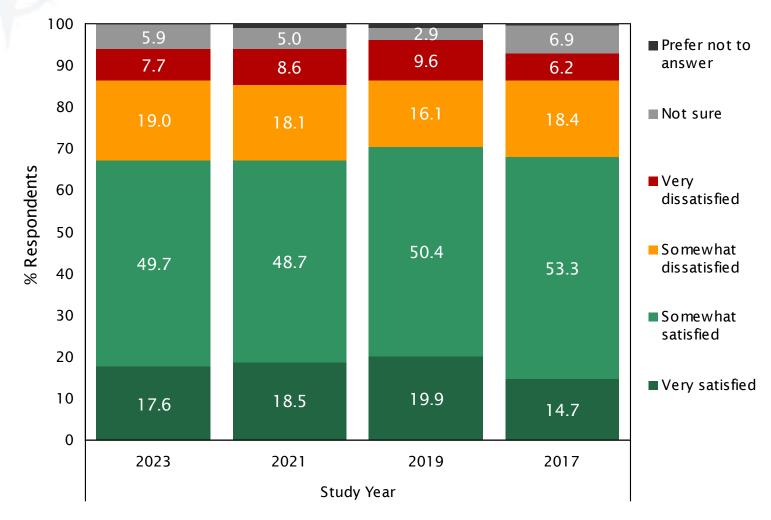
CHANGES TO IMPROVE YUCCA VALLEY



% Respondents



OVERALL SATISFACTION BY STUDY YEAR





SATISFACTION WITH SERVICES

Provide fire protection, prevention and emergency medical services [93%]

Provide special events like community festivals and the 4th of July celebration [92%]

Provide parks, sports fields and recreation facilities [95%]

Police services [90%]

Keep public buildings, parks and facilities clean and attractive [97%]

Maintain a low crime rate [92%]

Prepare the Town for emergencies and disasters [74%]

Provide a variety of recreation and enrichment programs for all ages [89%]

Improve appearance of Town incl beautifying streetscapes, medians, public areas [96%]

Maintain local streets and roads [98%]

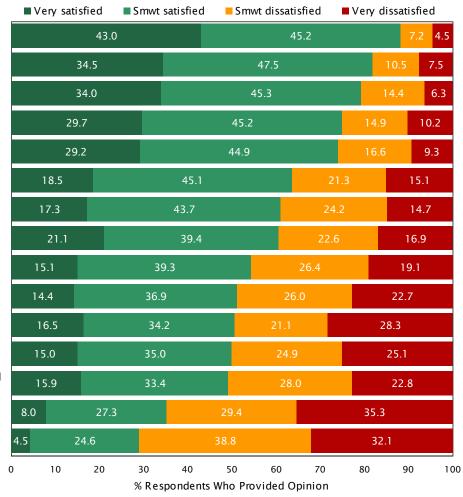
Enforce local regulations on short-term vacation rentals [83%]

Manage traffic congestion [95%]

Enforce code violations to address issues like abandoned vehicles, non-permitted construction, yards not properly maintained [90%]

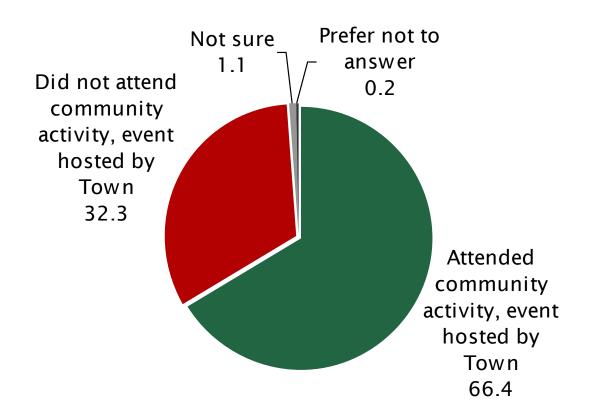
Address homelessness [89%]

Attract new employers and jobs to town [87%]





ATTENDED COMMUNITY, ACTIVITY EVENT HOSTED BY TOWN OF YUCCA VALLEY IN PAST 2 YEARS





INTEREST IN COMMUNITY EVENTS



Street Fairs

Art and cultural events such as art festivals and summer concerts

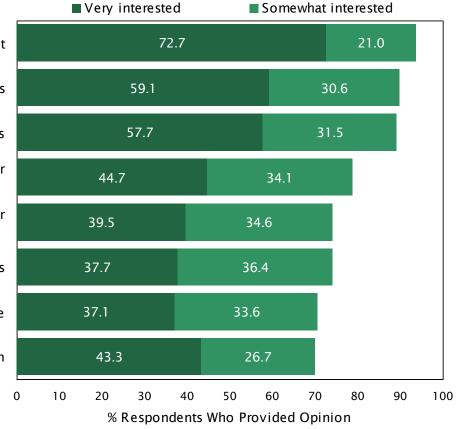
Events that celebrate holidays throughout the year, like the Easter Egg Hunt or Holiday Tree Lighting events

Themed events like the Yucca Valley Film Festival or other weekend festivals

Health and Wellness programs and events

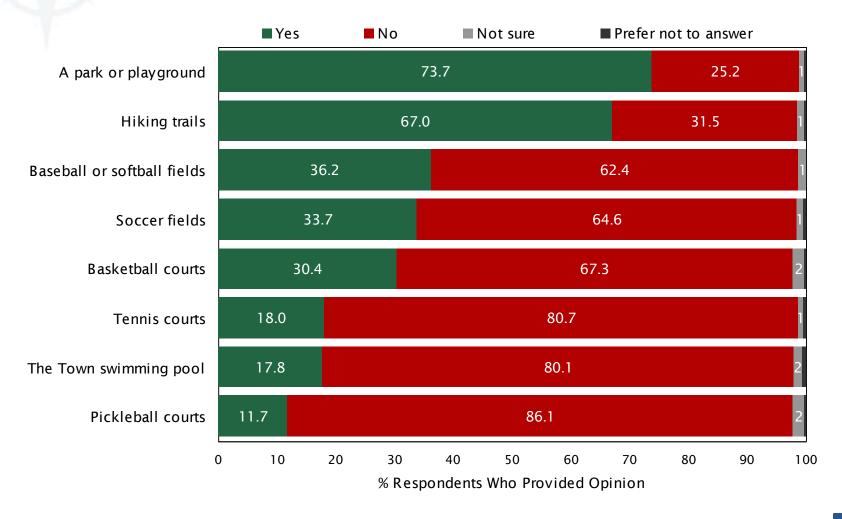
Recreation and sports event or league

Events designed for families with children



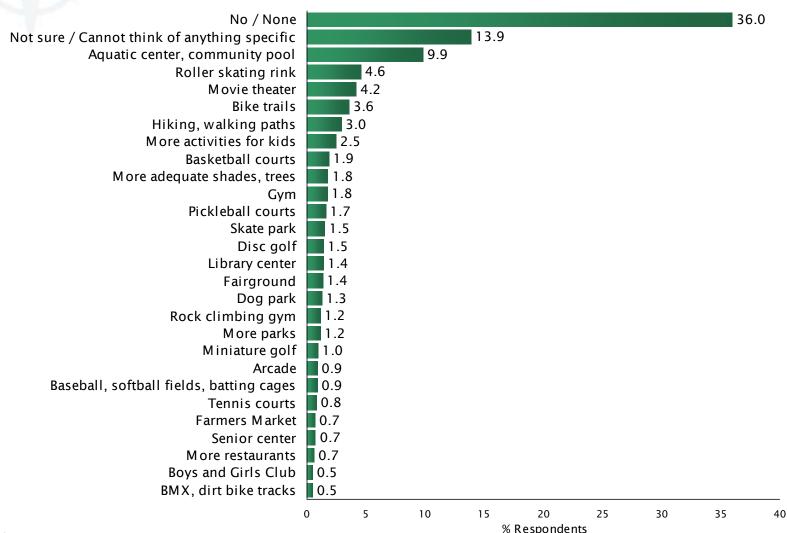


HOUSEHOLD USE OF FACILITIES



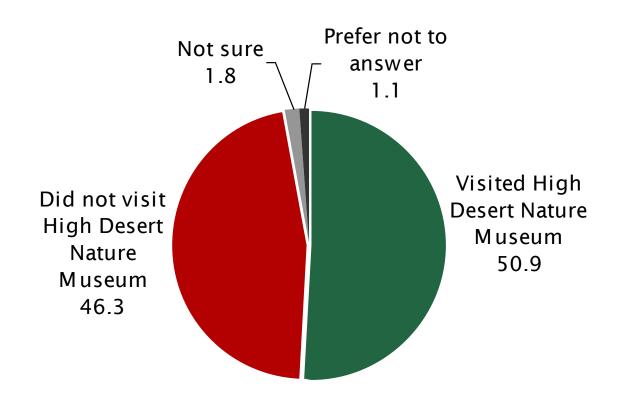


DESIRED REC FACILITY OR AMENITY



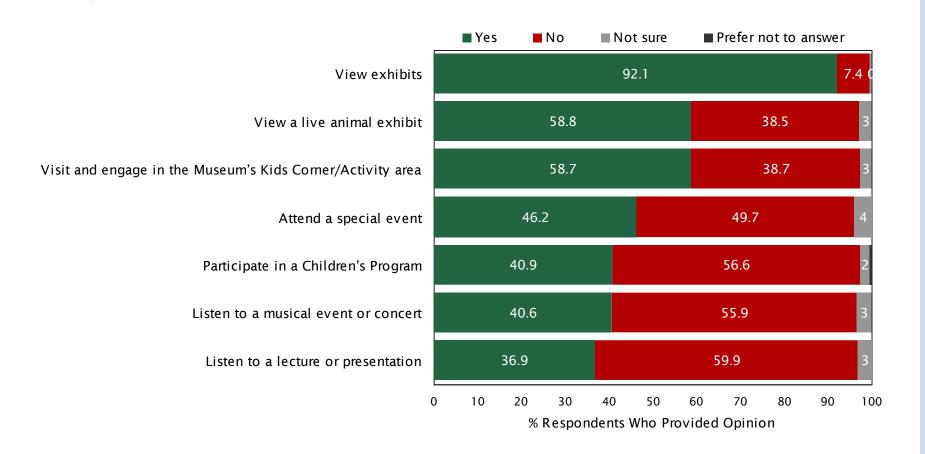


VISITED THE HIGH DESERT NATURE MUSEUM



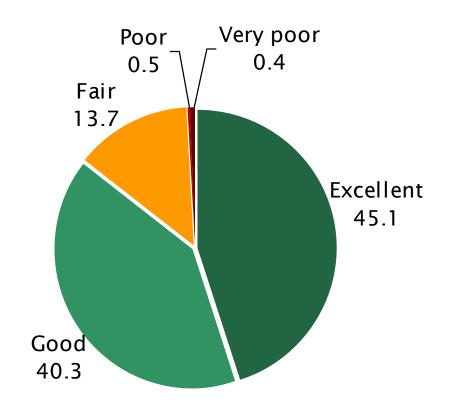


ACTIVITIES ENGAGED IN AT MUSEUM



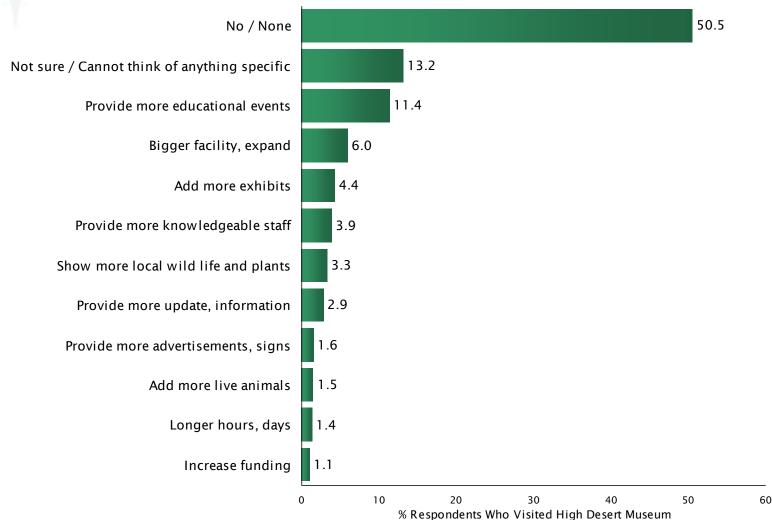


RATING EXPERIENCES AT MUSEUM



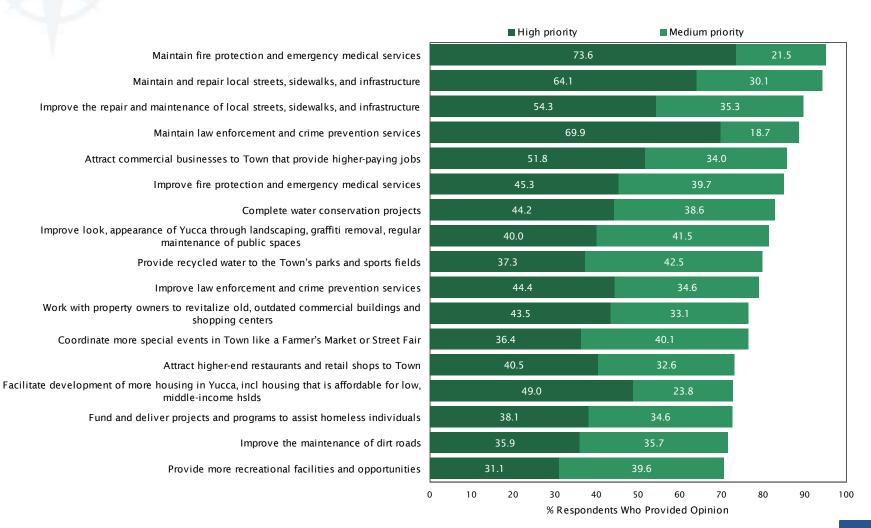


SUGGESTIONS TO IMPROVE MUSEUM





PRIORITIES FOR TOWN FUNDING





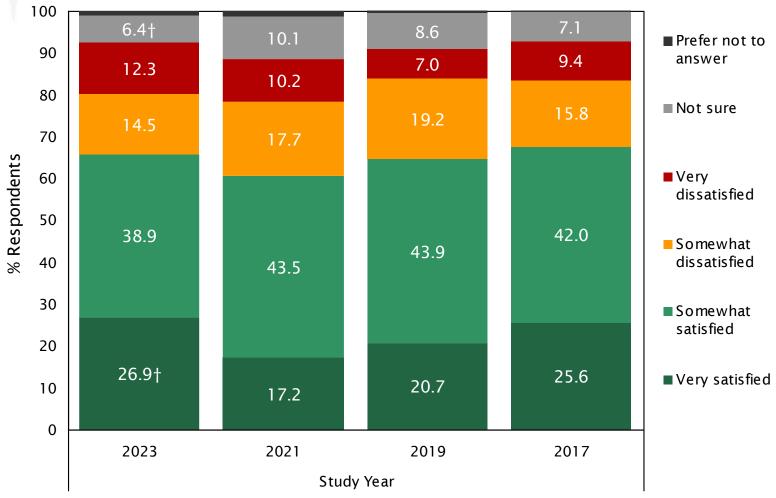
RATING CUSTOMER SERVICE





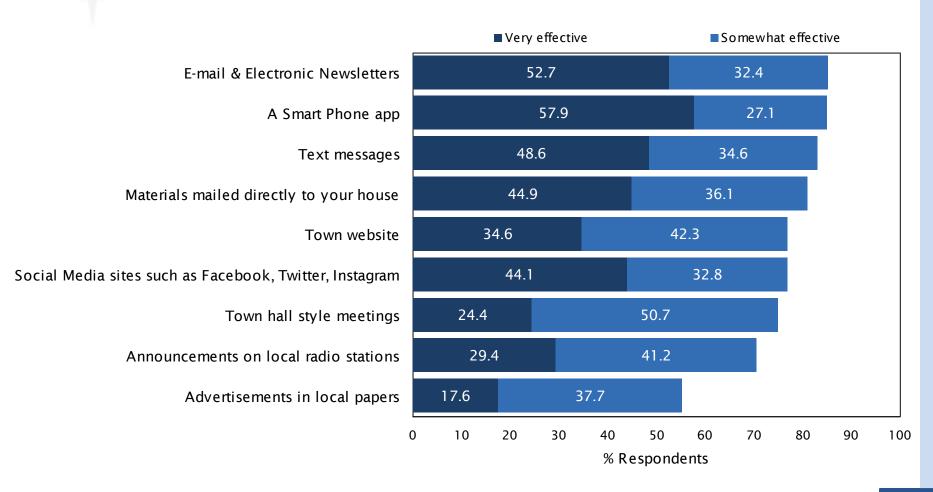
SATISFACTION WITH COMMUNICATION

BY STUDY YEAR





EFFECTIVENESS OF COMMUNICATION METHODS





FINAL THOUGHTS

 Despite the many challenges and changes over the past four years, resident satisfaction with Town's performance has remained remarkably stable.

Top performance areas include:

- o Fire protection, prevention & emergency services
- Special community events
- o Parks, sports fields, and recreational facilities
- o Police services

Customer service is highly regarded

 At least 85% of customers gave high marks for Town staff's accessibility, professionalism, and helpfulness

Opportunity Areas

- o Economic development/attracting new businesses, employers and jobs
- o Addressing homelessness
- Improved public safety
- Maintenance of streets and Infrastructure
- o Improve look, appearance and maintenance of public areas
- Continue enforcing regulations on short-term vacation rentals

