



CITIZEN SATISFACTION SURVEY
SUMMARY REPORT

PREPARED FOR THE
TOWN OF YUCCA VALLEY



JULY 2023



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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 21,663 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.

To monitor its progress in meeting residents' needs, the Town of Yucca Valley engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the Town in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the Town receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either *very* pleased or *very* displeased with the service they have received, their collective opinions are not necessarily representative of the Town's resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the Town with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services and facilities provided by the Town. Ultimately, the survey results and analyses presented in this report provide Town Council and staff with information that can be used to make sound, strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy, and planning.

To assist in this effort, the Town selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in Yucca Valley;
- Measure residents' overall satisfaction with the Town's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on topics such as community events, recreation facilities, the High Desert Nature Museum, budget priorities, and customer service;
- Determine satisfaction with (and perceived effectiveness of) the Town's communication with residents; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

1. Source: US Census 2021 American Community Survey (ACS) 5-Year Estimate.

This is not the first statistically reliable community survey conducted for the Town of Yucca Valley. Similar studies were conducted in 2017, 2019, and 2021, and many of the questions included in the 2023 survey were purposely tracked from the prior studies. Because there is a natural interest in tracking the Town’s performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in the 2021 study.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2023 alongside the results found in the 2021 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2021) and the current (2023)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2023.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 39). In brief, the survey was administered to a random sample of 453 adults who reside within the Town of Yucca Valley. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between June 20 and June 30, 2023, the average interview lasted 20 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 section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey and a discussion of their implications. For the interested reader, this section is 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 42), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the Town of Yucca Valley for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by town representatives and staff improved the overall quality of the research presented here.

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 concerns 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 1,200 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.



KEY FINDINGS

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, concerns, satisfaction, and priorities. Operating from the philosophy that you can't manage what you don't measure, since 2017 the Town has periodically used the survey as a community needs assessment and performance measurement tool. In short, the study presents 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. More than just a profiling exercise, the Town has utilized the information gained from the studies to adjust and improve its services—all toward the goal of building and sustaining a high level of community satisfaction.

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 collective results of the survey answer some of the key questions that motivated the research.

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

The arrival of COVID-19 in early 2020 in California triggered a statewide shelter-in-place mandate, effectively shuttering most sectors of the world's fifth largest economy for three months. The two years that followed were a difficult period punctuated by high unemployment, economic uncertainty, and with substantial disruptions to services, supply lines, productivity, and project schedules. Although the public health impacts of the pandemic eased in 2022, the economic fallout (labor shortages, supply chain disruptions, and inflationary trends) continued and in some cases increased. Inflation hit a 40-year high, equities remained well below where they began the year, and both the cost of housing and the cost of borrowing for a mortgage trended sharply upward.

The *2023 Citizen Satisfaction Survey* marks the first opportunity the Town of Yucca Valley has had to survey its residents since the pandemic was officially declared over in May of this year. Despite all of the challenges and changes that have occurred in the community over the past three years, the survey results continue to paint a picture of stability and solid stewardship when it comes to the Town's provision of municipal services.

Overall, two-thirds of Yucca Valley residents (67%) in 2023 indicated they were satisfied with the Town's efforts to provide municipal services, which is identical to the figure recorded in 2021. This sentiment was also widespread, with at least six-in-ten respondents in every identified demographic subgroup reporting they were satisfied with the Town's overall performance.

The high level of satisfaction expressed with the Town's performance *in general* was also mirrored in residents' assessments of the Town's performance in providing most specific services, with the highest satisfaction scores assigned to the Town's efforts to provide fire protection, prevention, and emergency medical services (88% very or somewhat satisfied), provide special events like community festivals and the 4th of July celebration (82%), provide parks, sports fields, and recreation facilities (79%), provide police services (75%), and keep public buildings, parks, and facilities clean and attractive (74%). The survey also recorded statistically significant increases in resident satisfaction for several services between 2021 and 2023, including the Town's efforts to manage traffic congestion (+10%), provide special community events (+10%), enforce regulations on short-term vacation rentals (+7%), and provide fire protection and EMS services (+5%).

When it comes to Town staff, they are another bright spot in the survey results. The 2023 survey recorded a 10% increase in the percentage of respondents who interacted with Town staff during the 12 months prior to the survey (39%), and the percentage who rated staff as professional (90%), helpful (88%), and accessible (87%) also trended in the positive direction during this period.

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, change policies, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although most Yucca Valley residents are satisfied with the Town's efforts to provide municipal services (see above), 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 feel the Town could do to make Yucca Valley a better place to live (see *What Should We Change?* on page 10), their satisfaction with the Town's provision of various municipal services (see *Satisfaction with Specific Services* on page 13), and how residents prioritized items for future funding (see *Future Priorities* on page 27), the themes of economic development, addressing homelessness, maintaining public safety, maintaining streets and infrastructure, managing traffic congestion, and continuing to enforce regulations on short-term vacation rentals stood out in the survey as being key areas of opportunity and interest for Yucca Valley residents.

With respect to **economic development**, this has been a consistent area of interest for Yucca Valley residents. Although Yucca Valley is positively viewed for its overall quality of life and as a place to retire and raise a family (see *Quality of Life* on page 8), it is also widely perceived to be a

challenging place to work, shop, and dine. Indeed, less than one-in-five residents surveyed (18%) in 2023 used excellent or good to describe Yucca Valley as a place to shop and dine, with similar ratings for Yucca Valley as a place to work (21% excellent or good). Providing additional high-end restaurants and retail stores were also two of the top four items mentioned when residents were asked what the Town government could do to make Yucca Valley a better place to live. These sentiments remain consistent with the results of the 2017, 2019, and 2021 surveys and 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.

To what extent are residents interested in community events and recreational facilities?

As a whole, Yucca Valley residents reported a high level of engagement and strong interest when it comes to community events and facilities. Two-thirds of respondents (66%) indicated that they and/or another member of their household had attended a community activity or event hosted by the Town during the past two years. Moreover, when asked about their interest in future events, at least two-thirds of respondents expressed interest in every type of event tested, with a Farmer's Market (94% very or somewhat interested), street fairs (90%), and art and cultural events such as art festivals and summer concerts (89%) garnering the most interest.

With respect to recreational facilities and amenities, at least two-thirds of respondents indicated that they and/or others in their household had visited a park or playground in Yucca Valley (74%) and hiked on local trails (67%) during the prior 12 month period, while approximately one-third reported they had used baseball or softball fields (36%), soccer fields (34%), and basketball courts (30%) in Yucca Valley.

The majority of households surveyed (51%) had also visited the High Desert Nature Museum during the past two years, most often viewing exhibits, viewing live animal exhibits, engaging in the Museum's Kids Corner/Activity area, and attending special events when at the Museum. And although more than eight-in-ten visitors (85%) rated their experiences at the Museum as excellent or good, some did see opportunities to improve the High Desert Museum by providing more educational events, expanding the facility, and adding more exhibits.

How well is the Town communicating with Yucca Valley residents?

The importance of the Town's communications with residents cannot be over-stated. Much of Yucca Valley's success is shaped by the quality of information that is exchanged in both directions, from the Town to the community and from the community to the Town. 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. Some of Yucca Valley's many efforts to communicate with its

residents include its newsletters, timely press releases, social media posts, and its website.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

The present survey provides positive news with respect to town-resident communication. Residents' satisfaction with the Town's efforts to communicate with them improved significantly from 2021 to 2023, with a 10% increase in the percentage who reported being *very* satisfied with the Town's communication efforts, and a similar increase in the percentage who had visited the Town's website in the past year. Overall, 66% of respondents indicated they were satisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means, whereas 27% were dissatisfied and 7% were unsure or unwilling to answer the question.

Looking forward, the survey does provide some guidance as to the most effective ways that the Town can communicate with residents, as well as how preferred methods of communication may vary based on factors such as age and satisfaction with the City's performance (see *Communications* on page 32). Overall, respondents indicated that the most effective communication methods were email and electronic newsletters (85% very or somewhat effective), a smart phone app that would allow residents to communicate with the Town, report issues, and receive updates (85%), text messages (83%), and materials mailed to their home (81%).

It is important to recognize that the challenges associated with town-resident communication will continue to change (and may continue to grow) as secondary sources proliferate and technology changes. To stay ahead of the curve, Yucca Valley, like other municipalities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly.

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 (65% excellent or good), for its overall quality of life (61%), and as a place to raise a family (44%). When compared with the other dimensions tested, residents provided lower ratings for Yucca Valley as a place to work (21%) and as a place to shop and dine (18%). The percentage of residents who were unsure or did not have an opinion ranged from a low of 1% (overall quality of life) to a high of 13% (as a place to work).

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

FIGURE 1 RATING YUCCA VALLEY

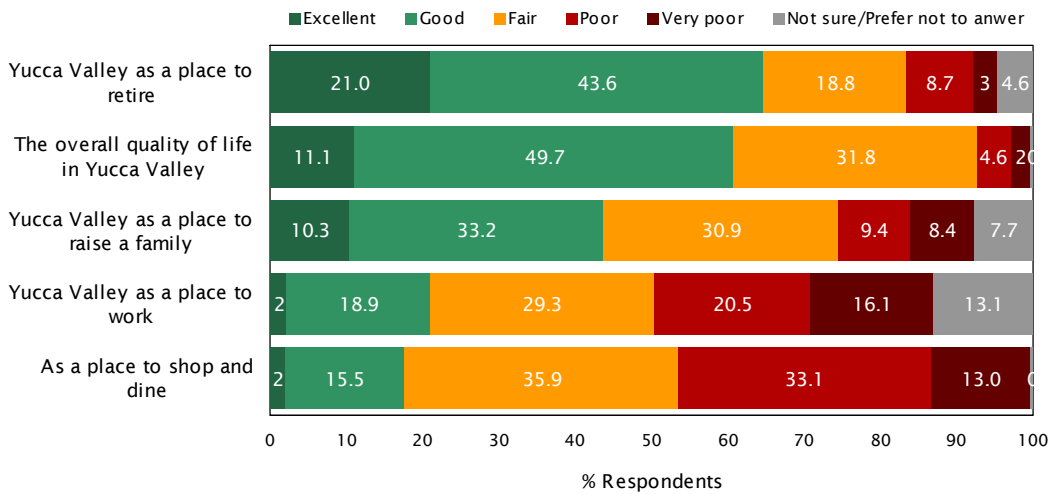


Table 1 on the next page displays the percentage of respondents who rated each dimension as excellent or good by study year. Although none of the changes between 2021 and 2023 achieved statistical significance, it is worth noting that the percentage who rated Yucca Valley as an excellent or good place to retire increased by nearly 5% during this period, while the percentage who provided the same ratings to the overall quality of life in town decreased by nearly 5%. For the interested reader, tables 2 and 3 show how the ratings for each dimension tested in Question 2 varied according to age, presence of a child in the home, length of residence, home ownership, and overall satisfaction with the Town’s efforts to provide municipal services.

TABLE 1 RATING YUCCA VALLEY BY STUDY YEAR

	Study Year				Change in % Excellent + Good '21 to '23
	2023	2021	2019	2017	
Yucca Valley as a place to retire	67.7	63.0	67.3	70.5	+4.7
As a place to shop and dine	17.7	18.0	N/A	N/A	-0.3
Yucca Valley as a place to work	24.2	25.3	19.3	18.8	-1.2
Yucca Valley as a place to raise a family	47.2	48.6	53.4	59.5	-1.5
The overall quality of life in Yucca Valley	61.0	65.7	63.3	61.4	-4.7

TABLE 2 RATING YUCCA VALLEY BY AGE CHILD IN HSLD (SHOWING % EXCELLENT & GOOD)

	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
Yucca Valley as a place to retire	73.2	58.8	61.2	63.9	64.9	70.9	60.7	65.9
Overall quality of life in Yucca Valley	40.8	43.3	67.3	69.6	66.5	70.2	49.8	65.0
Yucca Valley as a place to raise a family	37.6	47.5	45.9	36.4	52.3	42.5	49.7	41.9
Yucca Valley as a place to work	11.6	30.4	14.9	19.7	22.8	22.1	18.7	22.1
As a place to shop and dine	15.2	18.3	17.6	16.8	17.5	19.2	16.2	18.3

TABLE 3 RATING YUCCA VALLEY BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION (SHOWING % EXCELLENT & GOOD)

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
Yucca Valley as a place to retire	77.4	69.9	59.7	57.1	66.3	61.3	77.4	34.5
Overall quality of life in Yucca Valley	61.4	62.5	64.9	58.8	65.5	47.8	72.1	33.9
Yucca Valley as a place to raise a family	42.4	40.6	37.7	47.5	42.4	43.4	51.4	26.6
Yucca Valley as a place to work	18.9	22.2	21.6	21.8	22.2	16.3	25.6	10.3
As a place to shop and dine	24.7	18.3	14.8	14.5	13.3	25.3	24.1	3.8

WHAT DO YOU LIKE MOST ABOUT YUCCA VALLEY? The next question in this series asked residents to identify what they like most about Yucca Valley that the town government should make sure to preserve in the future. 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 15% were unsure or unable to offer a specific aspect of Yucca Valley that they would like preserved in the future. Among the specific responses that were offered, the surrounding nature/environmental preservation was mentioned most often (18%), followed by the Town’s small town atmosphere (12%), that the Town attracts and supports small businesses (8%), the recreational facilities (8%) and community activities/events offered by the Town (7%), and a desire to continue limiting growth/population (7%).

Table 4 on the next page provides the top five responses to Question 3 in the 2017, 2019, 2021, and 2023 surveys. Although the categories have changed somewhat over time, the top responses cluster around a common theme: preserving Yucca Valley’s quiet, small-town atmosphere and surrounding natural environment. It is worth noting that for the first time in 2023, references to attracting and supporting small businesses/opposing large businesses made it to the top five responses.

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

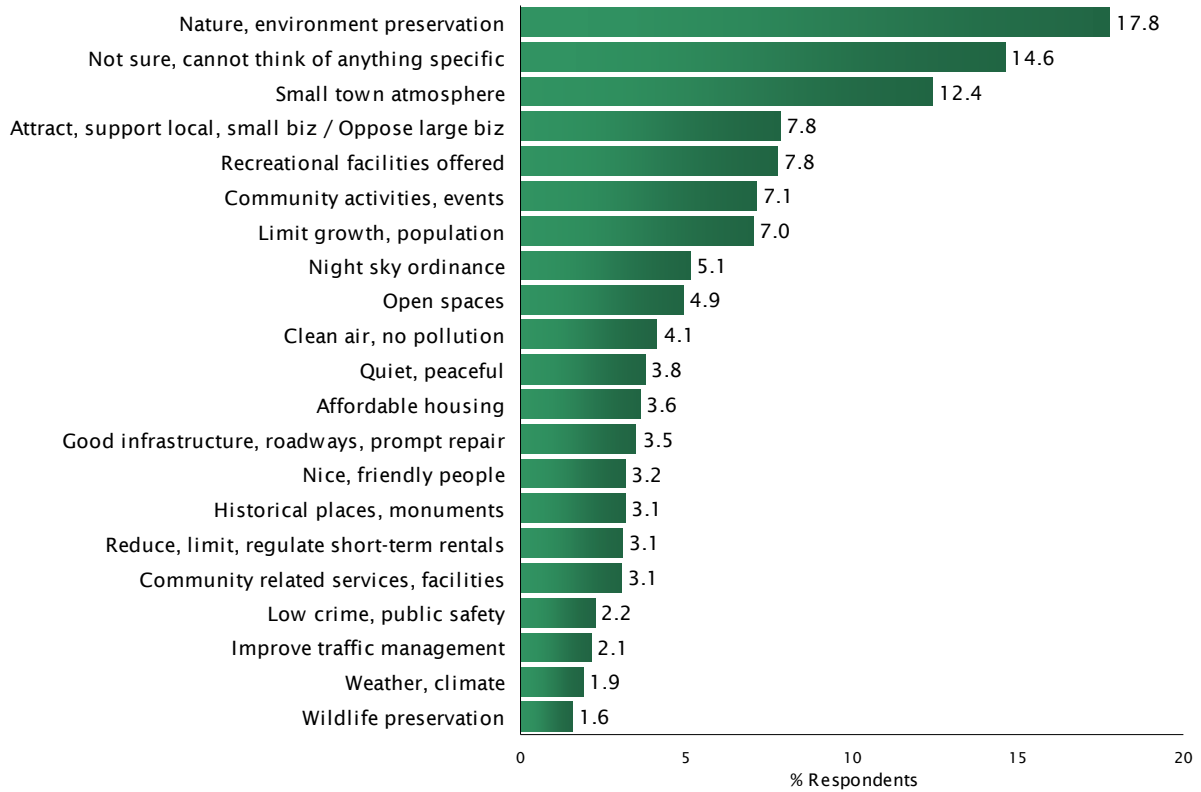


TABLE 4 LIKE MOST ABOUT YUCCA VALLEY BY STUDY YEAR

Study Year			
2023	2021	2019	2017
Nature, environment preservation	Small town atmosphere	Not sure, cannot think of anything specific	Not sure, cannot think of anything specific
Not sure, cannot think of anything specific	Not sure, cannot think of anything specific	Small town atmosphere	Small town atmosphere
Small town atmosphere	Nature, environment preservation	Nature, environment preservation	Nature, environment preservation
Attract, support local, small biz / Oppose large biz	Open spaces	Rec facilities offered	Rec facilities offered
Recreational facilities offered	Limit growth, population	Night sky ordinance	Low crime, public safety

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 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 in 2023 were to reduce, limit, and/or regulate short-term vacation rentals (13%), provide additional high-end restaurants and dining options (11%), improve infrastructure (9%), and provide more high-end shopping centers and retail stores (9%). Beautifying/cleaning up the Town (7%), providing more affordable housing (7%), providing more recreation facilities (6%) and activities (6%), and improving the local economy/job market (5%) were also mentioned by at least 5% of respondents. Table 5 provides the top five responses to Question 4 by study year. The top five issues in 2023 were the same as in 2021, with the exception of beautifying/cleaning-up the town (new to top 5 this cycle).

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

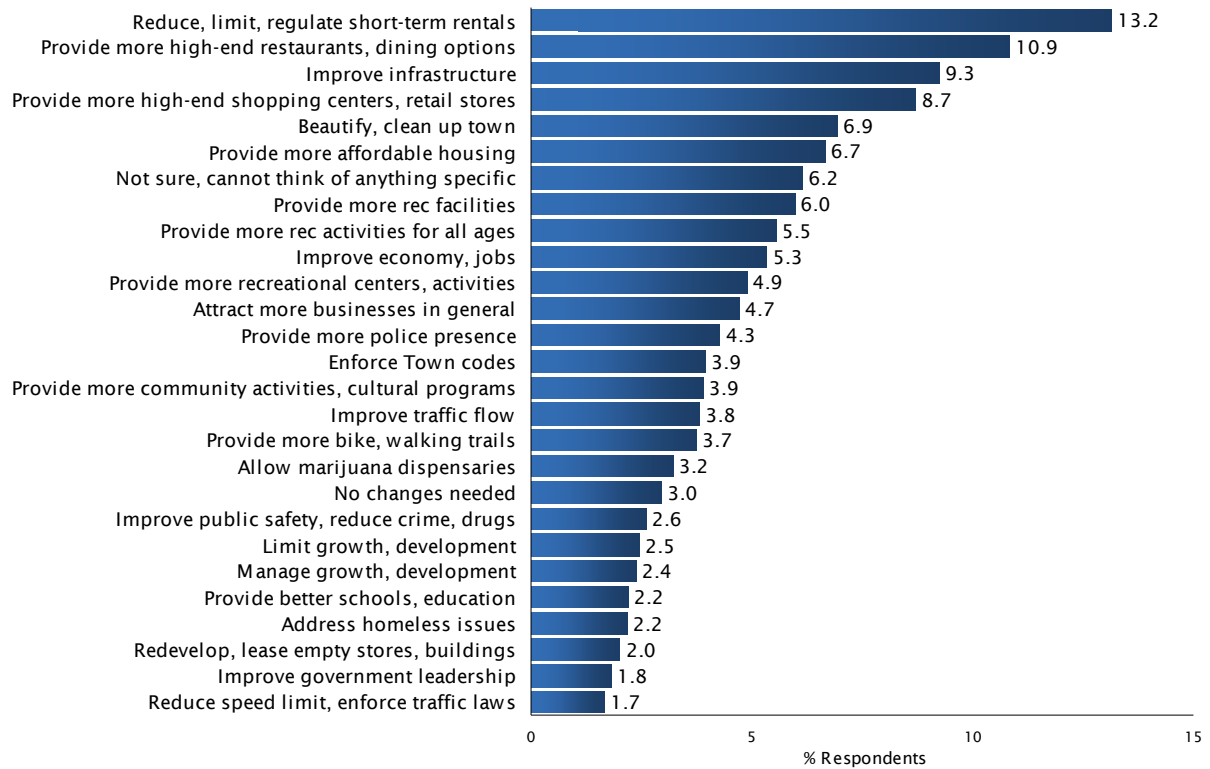


TABLE 5 CHANGES TO IMPROVE YUCCA VALLEY BY STUDY YEAR

Study Year			
2023	2021	2019	2017
Reduce, limit, regulate short-term rentals	Reduce, limit, regulate short-term rentals	Improve infrastructure	Improve infrastructure
Provide more high-end restaurants, dining options	Provide more high-end restaurants, dining options	Attract more business	Increase public safety, reduce crime, drugs
Improve infrastructure	Not sure, cannot think of anything specific	Not sure, cannot think of anything specific	Improve economy, jobs
Provide more high-end shopping centers, retail stores	Provide more high-end shopping centers, retail stores	Improve economy, jobs	Not sure, cannot think of anything specific
Beautify, clean up town	Improve infrastructure	Provide more rec activities for all ages	Provide more recreational centers, activities

TOWN SERVICES

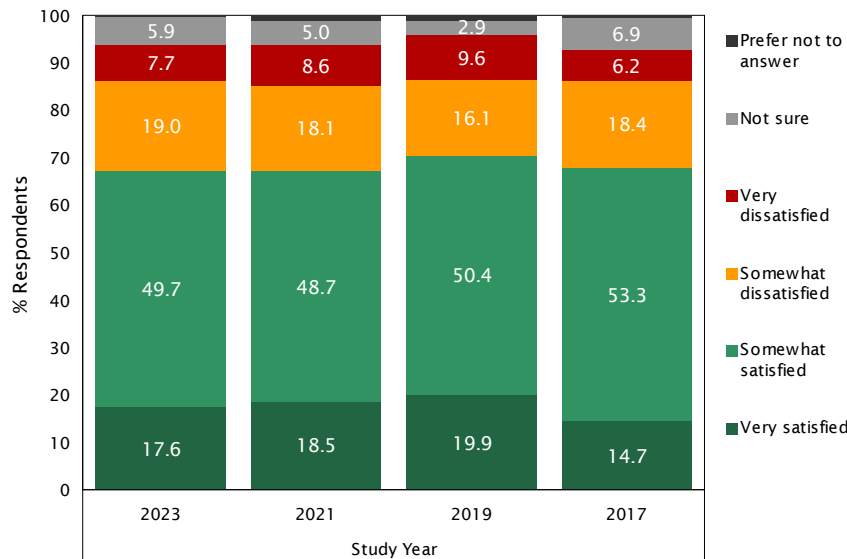
After measuring respondents’ perceptions about the quality of life in Yucca Valley, the survey next turned to assessing their opinions about the Town’s performance in providing municipal services.

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, two-thirds of Yucca Valley residents indicated they were either very satisfied (18%) or somewhat satisfied (50%) with the Town’s efforts to provide municipal services. Approximately one-quarter (27%) were very or somewhat dissatisfied, whereas the remaining 6% were unsure or did not provide a response. When compared with the 2021 survey, the 2023 results are strikingly similar—there were no statistically significant changes in respondents’ satisfaction with the Town’s overall performance in providing municipal services during this period.

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 BY STUDY YEAR



Figures 5 and 6 show how ratings of the Town’s overall performance in providing municipal services varied by length of residence, presence of a child in the home, home ownership status, gender, age, and employment status. From a *demographic* perspective, satisfaction with the Town’s overall performance in providing municipal services was quite consistent across sub-groups, ranging from a low of 61% to a high of 76%.

FIGURE 5 OVERALL SATISFACTION BY YEARS IN YUCCA VALLEY, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

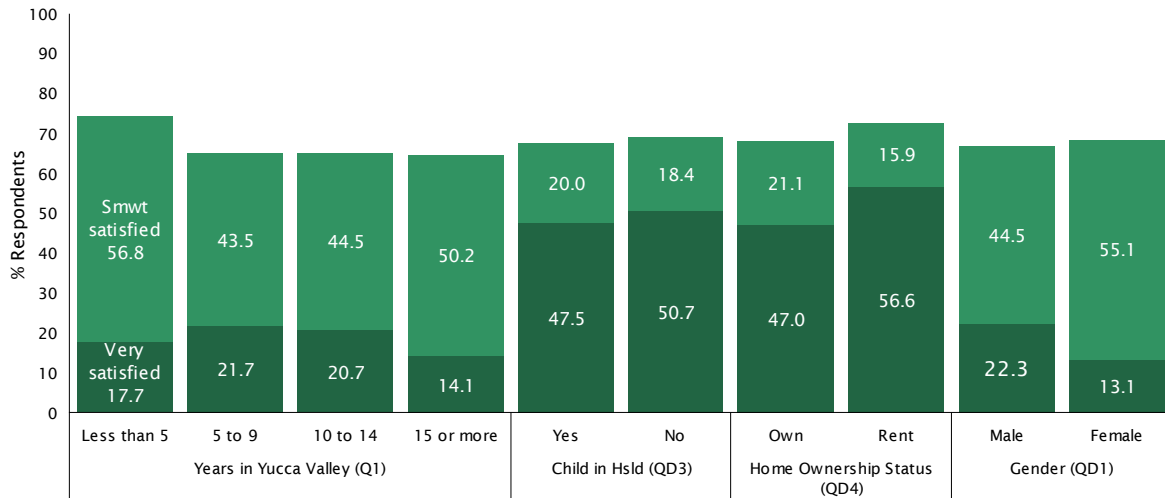
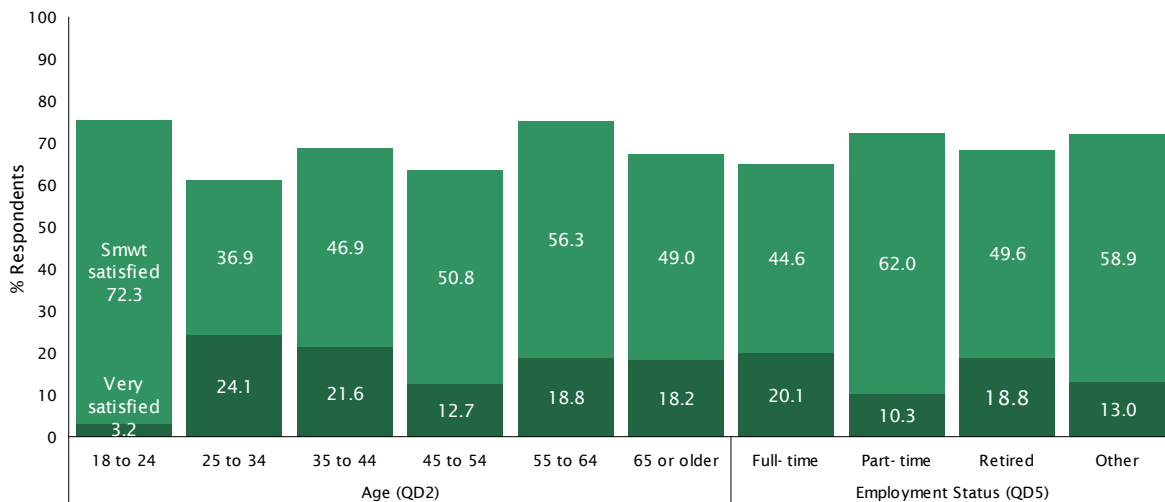


FIGURE 6 OVERALL SATISFACTION BY AGE & EMPLOYMENT STATUS



SATISFACTION WITH SPECIFIC SERVICES Whereas Question 5 addressed the Town’s *overall* performance, Question 6 asked respondents to rate how satisfied they were with each of the 15 services shown in Figure 7 on the next page. Although presented in a random order for each respondent to avoid a systematic position-order bias, the services are sorted from high to low in the figure based on the combined 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

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

At the top of the list, respondents were most satisfied with the Town’s efforts to provide fire protection, prevention, and emergency medical services (88% very or somewhat satisfied), provide special events like community festivals and the 4th of July celebration (82%), provide parks, sports fields, and recreation facilities (79%), provide police services (75%), and keep public buildings, parks, and facilities clean and attractive (74%). Respondents were notably less satisfied with the Town’s efforts to attract new employers and jobs to town (29%) and address homelessness (35%).

Question 6 For each of the services I read, please 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 7 SATISFACTION WITH SERVICES

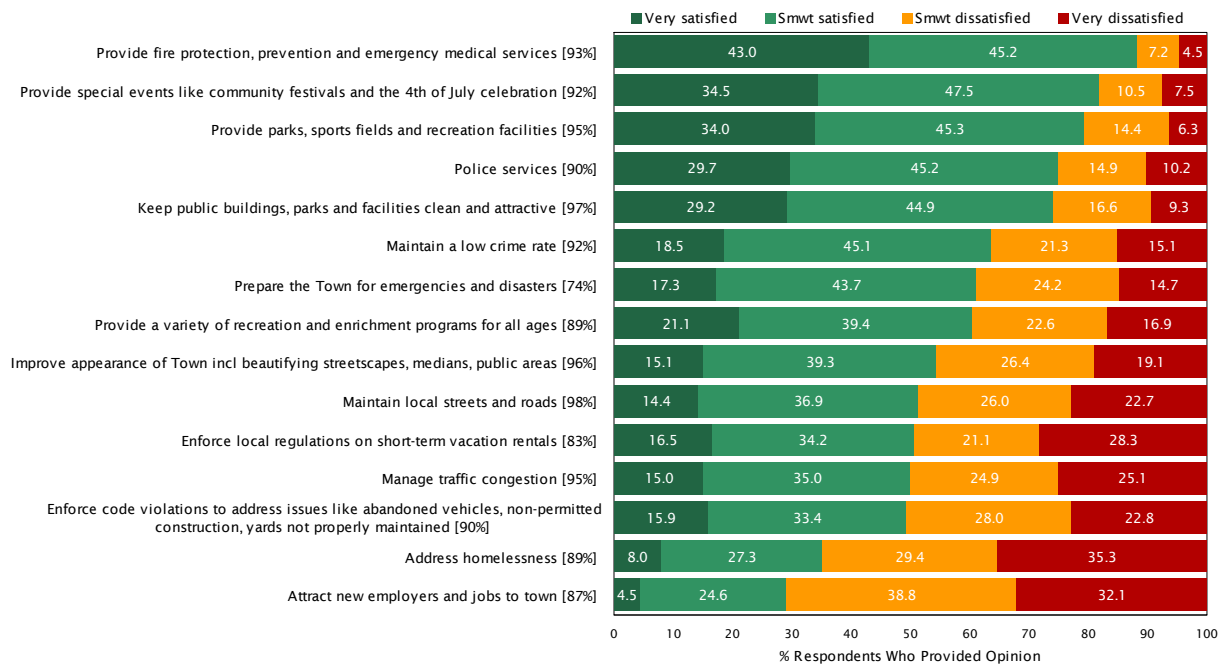


Table 4 on the next page shows the difference in the percentage of residents who reported being satisfied with the Town’s efforts to provide each service by study year. Although most service areas experienced small changes in satisfaction ratings over the past two years, six of 15 service areas exhibited a statistically significant change. From 2021 to 2023, there were statistically significant increases in satisfaction with the Town’s efforts to manage traffic congestion (+10%), provide special community events (+10%), enforce short-term vacation rental regulations (+7%), and provide fire protection and EMS services (+5%), and significant decreases in satisfaction with the Town’s efforts to attract new employers and jobs to Yucca Valley (-11%) and prepare for natural disasters and other emergencies (-8%).

TABLE 6 SATISFACTION WITH SERVICES BY STUDY YEAR

	Study Year				Change in Satisfaction 2021 to 2023
	2023	2021	2019	2017	
Manage traffic congestion	50.0	40.1	46.2	N/A	+10.0†
Provide special events like community festivals and the 4th of July celebration	81.9	72.0	84.4	83.2	+9.9†
Enforce local regulations on short-term vacation rentals	50.7	43.5	N/A	N/A	+7.2†
Provide fire protection, prevention and emergency medical services	88.3	83.0	86.6	86.5	+5.3†
Maintain a low crime rate	63.6	60.0	62.7	56.7	+3.7
Provide parks, sports fields and recreation facilities	79.3	75.6	78.7	79.0	+3.6
Keep public buildings, parks and facilities clean and attractive	74.1	71.8	80.7	81.6	+2.3
Maintain local streets and roads	51.3	49.0	46.6	49.3	+2.3
Provide a variety of recreation and enrichment programs for all ages	60.5	62.5	72.5	68.3	-2.0
Police services	74.9	77.2	75.4	75.5	-2.3
Address homelessness	35.3	37.7	37.9	N/A	-2.4
Improve the appearance of the Town including beautifying streetscapes, medians, and public areas	54.5	57.0	62.9	65.0	-2.6
Enforce code violations to address issues like abandoned vehicles, non-permitted construction, yards not properly maintained	49.3	53.1	57.9	60.5	-3.8
Prepare the Town for emergencies and disasters	61.0	69.1	65.3	N/A	-8.0†
Attract new employers and jobs to town	29.0	40.2	34.7	45.5	-11.2†

† Statistically significant change (p < 0.05) between the 2021 and 2023 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 7 displays how the level of satisfaction with each specific service tested in Question 6 varied according to residents' overall performance ratings for the Town (see *Overall Satisfaction* on page 12). The table divides the 67% of residents who were satisfied with the Town's *overall performance* (Question 6) into one group and the 27% who were dissatisfied into a second group. The percentage figures in the columns indicate the percentage of respondents in the group that were satisfied with the identified service. Also displayed in the far right column is the difference between the two groups in terms of the percentage who indicated they were satisfied with the Town's efforts to provide each service tested in Question 6. For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

Thus, for example, among those who were generally satisfied with the Town's overall performance in providing municipal services, 77% were also satisfied with the Town's efforts to maintain a low crime rate, whereas just 32% of those generally dissatisfied with the Town's overall performance were satisfied with this specific service area. This results in a large gap in satisfaction between these two groups (45%) for this service.

TABLE 7 SATISFACTION WITH SPECIFIC SERVICES BY OVERALL SATISFACTION WITH TOWN

	Satisfaction with Town's Overall Performance (Q5)		Difference Between Groups For Each Service	
	Very or somewhat satisfied	Very or somewhat dissatisfied		
% Respondents Satisfied with Each Service	Maintain a low crime rate	76.5	32.1	44.5
	Maintain local streets and roads	64.2	21.2	43.0
	Improve appearance of Town incl beautifying streetscapes, medians, public areas	67.6	25.5	42.1
	Provide a variety of recreation and enrichment programs for all ages	71.9	30.5	41.4
	Prepare the Town for emergencies and disasters	72.4	31.8	40.5
	Keep public buildings, parks and facilities clean and attractive	86.2	46.5	39.6
	Provide parks, sports fields and recreation facilities	88.7	54.7	34.0
	Enforce local regulations on short-term vacation rentals	59.8	28.3	31.4
	Police services	83.7	52.7	31.0
	Attract new employers and jobs to town	39.9	9.1	30.8
	Manage traffic congestion	58.2	28.0	30.2
	Provide fire protection, prevention and emergency medical services	95.9	68.8	27.1
	Enforce code violations to address issues like abandoned vehicles	57.5	31.1	26.4
	Address homelessness	44.6	18.2	26.4
Provide special events like community festivals and the 4th of July celebration	88.7	65.4	23.3	

When compared with their counterparts, those satisfied with the Town's performance in providing services *overall* were also more likely to express satisfaction with the Town's efforts to provide each of the individual services tested in Question 6. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the Town's efforts to maintain a low crime rate, maintain local streets and roads, improve the

appearance of the Town including beautifying streetscapes, medians and public areas, and provide a variety of recreation and enrichment programs for residents of all ages.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the Town's efforts to provide special community events, address homelessness, and enforce code violations.

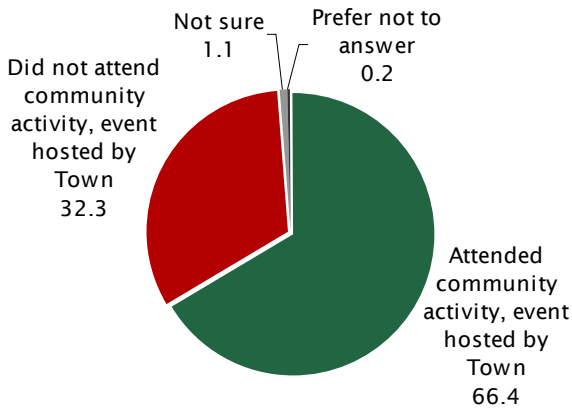
COMMUNITY EVENTS & FACILITIES

By providing areas and opportunities to recreate, relax, and play, the Town of Yucca Valley’s parks, recreation facilities, and scheduled activities, classes, and special events promote a sense of community in the Town, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike. This section of the survey sought to profile household recreation activities and interests.

COMMUNITY EVENT PARTICIPATION The first question in this series asked about their household’s participation in community events hosted by the Town of Yucca Valley in the past two years, potentially including fairs, concerts, and holiday celebrations. Overall, two-thirds of respondents (66%) indicated that they and/or other members of their household had attended a community activity or event hosted by the Town during the period of interest (Figure 8).

Question 7 *The Town of Yucca Valley hosts a number of community events throughout the year, including fairs, concerts, and holiday celebrations. In the past two years, have you or others in your household attended a community activity or event hosted by the Town of Yucca Valley?*

FIGURE 8 ATTENDED COMMUNITY ACTIVITY, EVENT HOSTED BY TOWN OF YUCCA VALLEY IN PAST 2 YEARS



When compared to their respective counterparts, those who had lived in Yucca Valley at least 15 years, households with children, renters, females, individuals under the age of 45, and those working on a part-time basis were the most likely to report that they and/or others in their household had participated in an event or activity hosted by the Town during the two years preceding the interview.

FIGURE 9 ATTENDED COMMUNITY ACTIVITY, EVENT HOSTED BY TOWN OF YUCCA VALLEY IN PAST 2 YEARS BY YEARS IN YUCCA VALLEY, OVERALL SATISFACTION, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

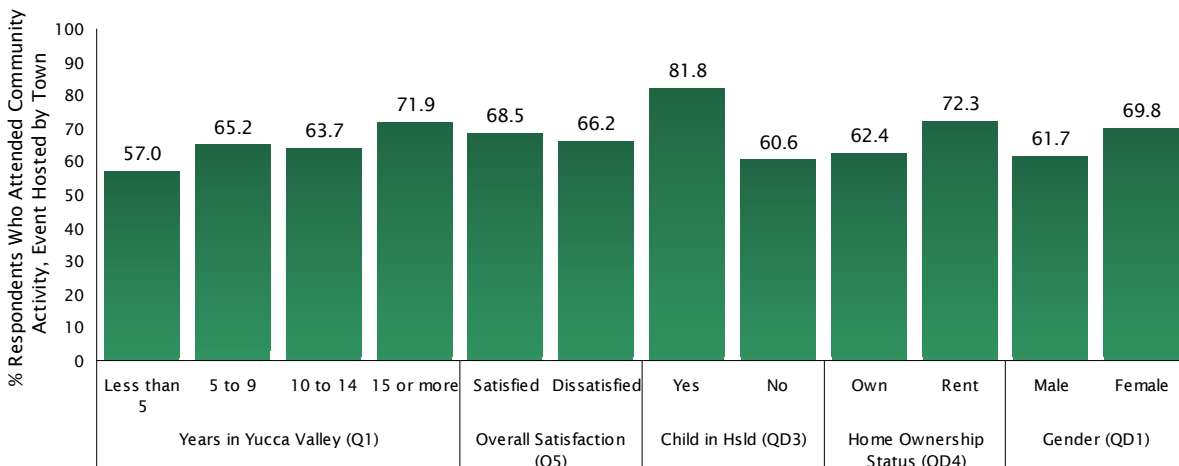
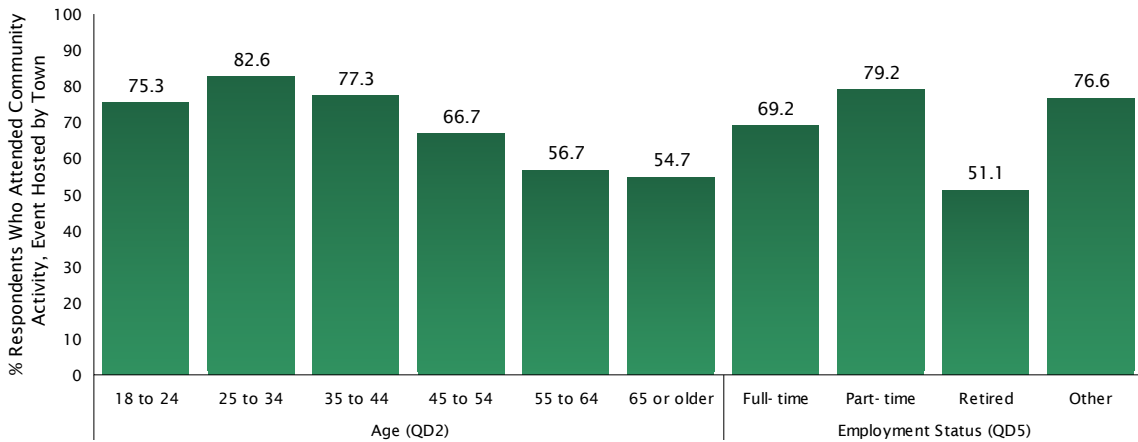


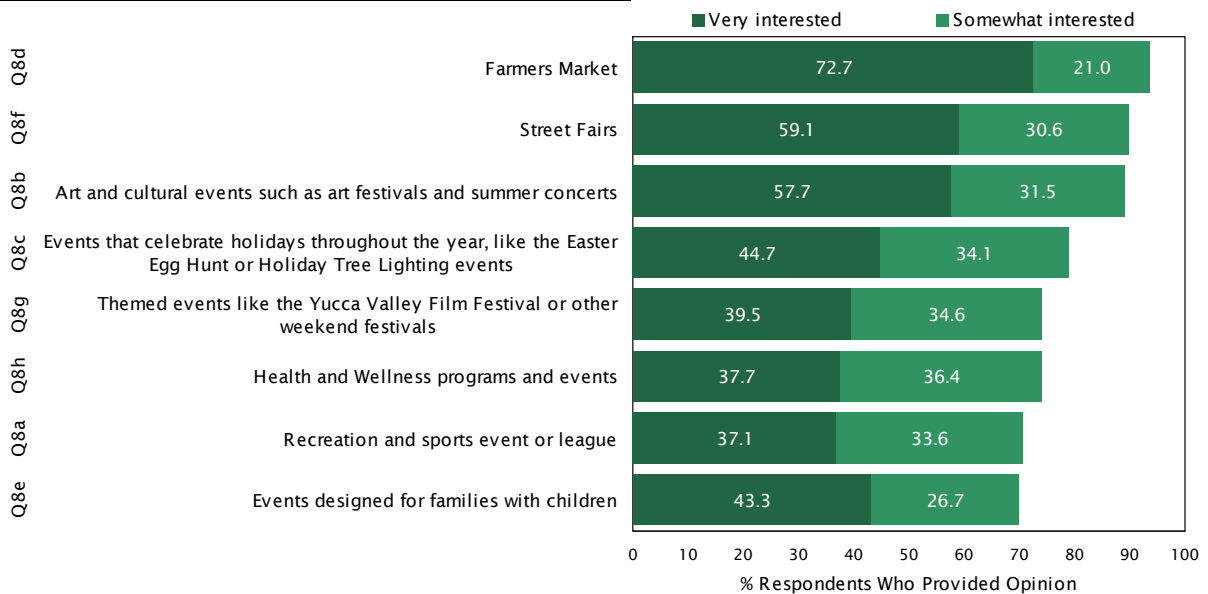
FIGURE 10 ATTENDED COMMUNITY ACTIVITY, EVENT HOSTED BY TOWN OF YUCCA VALLEY IN PAST 2 YEARS BY AGE & EMPLOYMENT STATUS



INTEREST IN SPECIFIC COMMUNITY EVENTS The next question in series (Question 8) presented residents with the list of community events described in Figure 11 and asked them whether they—or someone in their household—would be very interested, somewhat interested, or not interested in participating each type of event during the upcoming year. The events are sorted in the figure from high to low based on the percentage of respondents who indicated that someone in their household was *at least* somewhat interested in participating.

Question 8 *As I read a short list of community events, please tell me whether you or others in your household would be very interested, somewhat interested, or not interested in participating in this type of event in the next year.*

FIGURE 11 INTEREST IN PARTICIPATING IN EVENT NEXT YEAR



Among the events tested, a Farmer’s Market garnered the most interest (94% very or somewhat interested), followed by street fairs (90%), and art and cultural events such as art festivals and summer concerts (89%). It is worth noting, however, that every event tested found interest among more than two-thirds of residents surveyed. Tables 8 and 9 display the level of interest in

each type of community event tested in Question 8 by age of respondent, presence of a child in the home, length of residence, home ownership status, and overall satisfaction with the Town’s efforts to provide municipal services.

TABLE 8 INTEREST IN PARTICIPATING IN EVENT NEXT YEAR BY AGE & CHILD IN HSLD

	Age (QD2)						Child in Hslid (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Farmers Market	93.6	83.8	77.6	78.0	67.8	60.6	80.1	70.2
Street Fairs	73.2	79.4	70.2	56.1	54.4	42.8	69.5	55.3
Art and cultural events such as art festivals and summer concerts	77.6	71.8	53.7	61.9	59.5	44.7	62.8	56.2
Events that celebrate holidays throughout the year, like the Easter Egg Hunt	41.1	57.0	56.9	47.0	46.1	31.6	70.2	36.3
Events designed for families with children	44.3	71.3	59.9	39.2	39.8	23.9	80.5	30.8
Themed events like the Yucca Valley Film Festival or other weekend festivals	59.2	53.7	39.1	38.8	35.9	28.0	45.8	37.8
Health and Wellness programs and events	54.0	49.4	36.6	32.5	36.7	30.9	47.8	34.2
Recreation and sports event or league	42.0	55.6	48.8	36.9	38.4	18.2	59.2	29.3

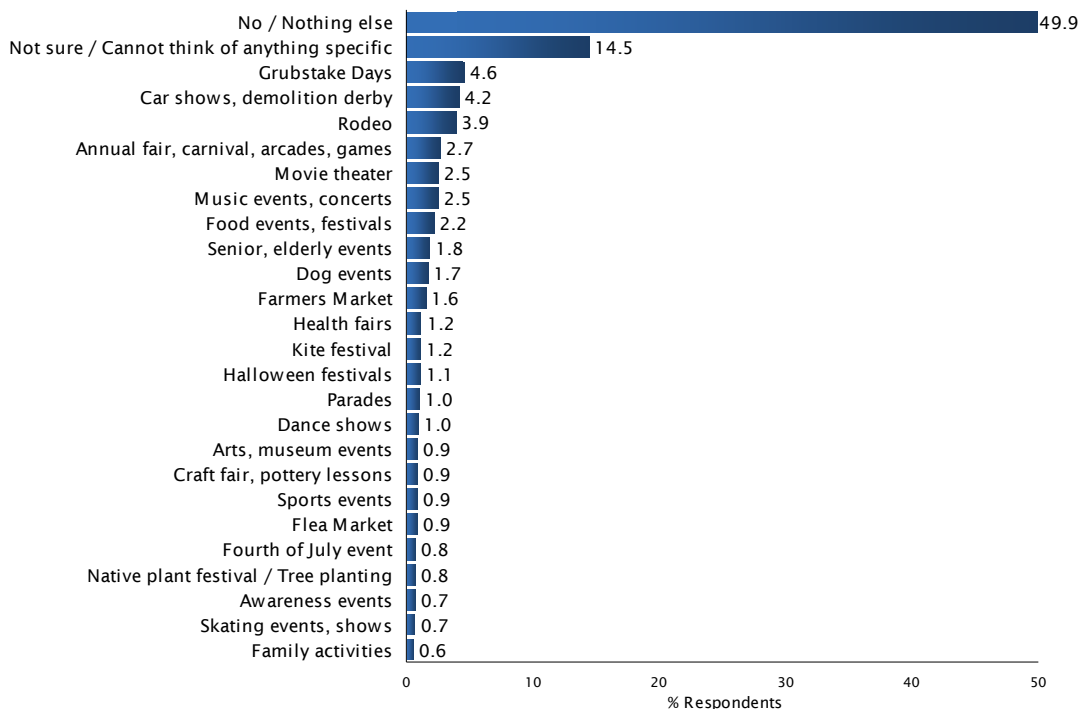
TABLE 9 INTEREST IN PARTICIPATING IN EVENT NEXT YEAR BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
Farmers Market	84.7	70.3	64.4	68.9	69.7	78.8	74.4	72.6
Street Fairs	71.6	59.8	59.6	52.5	55.2	66.8	60.0	53.8
Art and cultural events such as art festivals and summer concerts	74.7	57.7	44.7	51.5	52.7	69.6	60.5	52.7
Events that celebrate holidays throughout the year, like the Easter Egg Hunt	46.8	48.3	41.2	41.7	37.2	58.9	45.7	43.3
Events designed for families with children	42.1	51.2	54.1	37.6	36.9	55.9	42.9	45.2
Themed events like the Yucca Valley Film Festival or other weekend festivals	57.3	41.2	36.4	30.8	35.8	47.2	42.8	33.9
Health and Wellness programs and events	49.2	46.8	26.2	29.4	29.9	53.9	41.1	32.4
Recreation and sports event or league	33.9	44.1	45.4	33.2	30.4	48.7	37.5	37.5

ADDITIONAL EVENTS OF INTEREST? Recognizing that the list of events tested in Question 8 was not exhaustive, Question 9 provided respondents with an open-ended opportunity to suggest other types of events they would be interested in attending (Figure 12).

Question 9 *Is there a specific type of event I didn't mention that your household would be very interested in attending in Yucca Valley?*

FIGURE 12 DESIRED EVENT IN YUCCA VALLEY

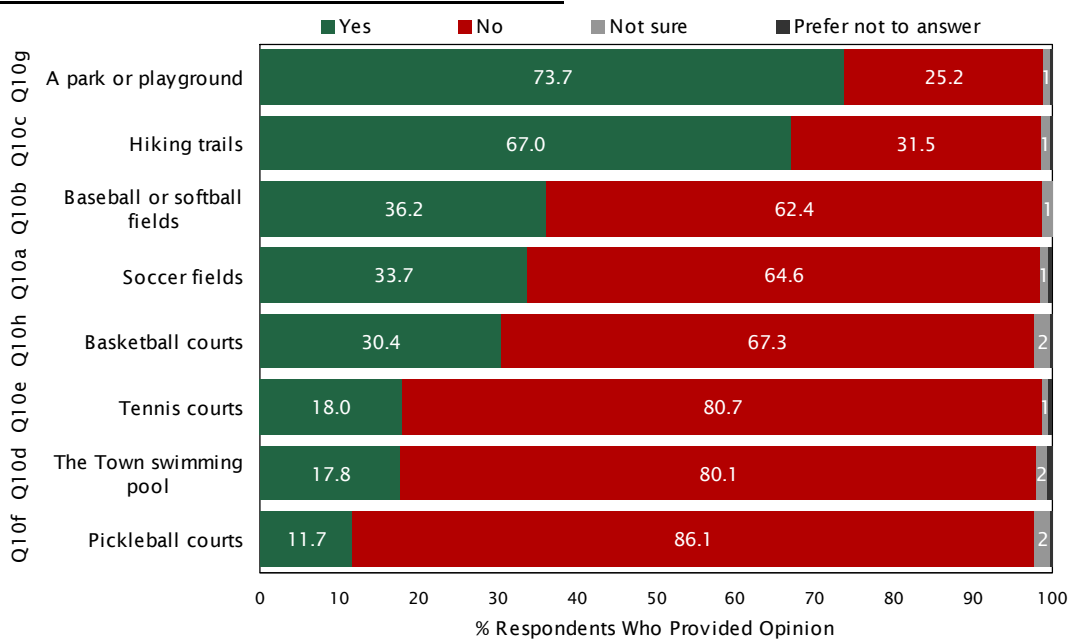


As shown in Figure 12, most respondents could not think of an additional community event of interest (15%) or stated flatly that they did not have interest in additional types of community events beyond those already tested in Question 9 (50%). Among the specific events that were mentioned, Grubstake Days (5%), car shows/demolition derby (4%), and a rodeo (4%) were the most common.

RECREATION FACILITIES & AMENITIES Having gauged participation in community events, the survey transitioned to identify the types of recreation facilities and amenities in Yucca Valley that respondents had made use of during the preceding year. At least two-thirds of respondents indicated that they and/or others in their household had visited a park or playground in Yucca Valley (74%) and hiked on local trails (67%) during the prior 12 month period, while approximately one-third reported they had used baseball or softball fields (36%), soccer fields (34%), and basketball courts (30%) in Yucca Valley. When compared to the other facilities and amenities tested in Question 10, residents were less apt to report visiting local tennis courts (18%), the Town swimming pool (18%), and pickleball courts (12%) during this period.

Question 10 *The Town of Yucca Valley also provides a variety of recreation facilities and amenities for residents' use. During the past year, have you or others in your household used: _____ in the Town of Yucca Valley?*

FIGURE 13 HSLD MEMBER USED...



Tables 10 and 11 on the next page show how reported use of each recreation facility or amenity tested in Question 10 varied across resident subgroups. When compared to their respective counterparts, use of recreation facilities in Yucca Valley was typically higher among younger residents (under 45 years of age), households with children, and renters.

TABLE 10 HSLD MEMBER USED... 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
A park or playground	86.3	91.1	80.8	77.5	64.3	62.7	94.8	65.9
Hiking trails	78.7	83.5	82.9	76.7	61.5	46.3	80.9	61.8
Baseball or softball fields	52.8	61.6	52.2	38.5	22.2	17.3	69.6	24.1
Soccer fields	44.3	71.0	49.9	29.6	18.8	11.4	66.1	22.0
Basketball courts	73.4	53.6	31.2	30.8	16.3	11.4	55.6	21.9
Tennis courts	10.8	38.1	20.6	18.3	15.5	7.4	26.5	14.4
The Town swimming pool	20.4	27.3	23.1	23.2	10.3	9.6	31.0	12.9
Pickleball courts	3.2	22.9	16.3	12.8	10.7	5.9	19.3	9.2

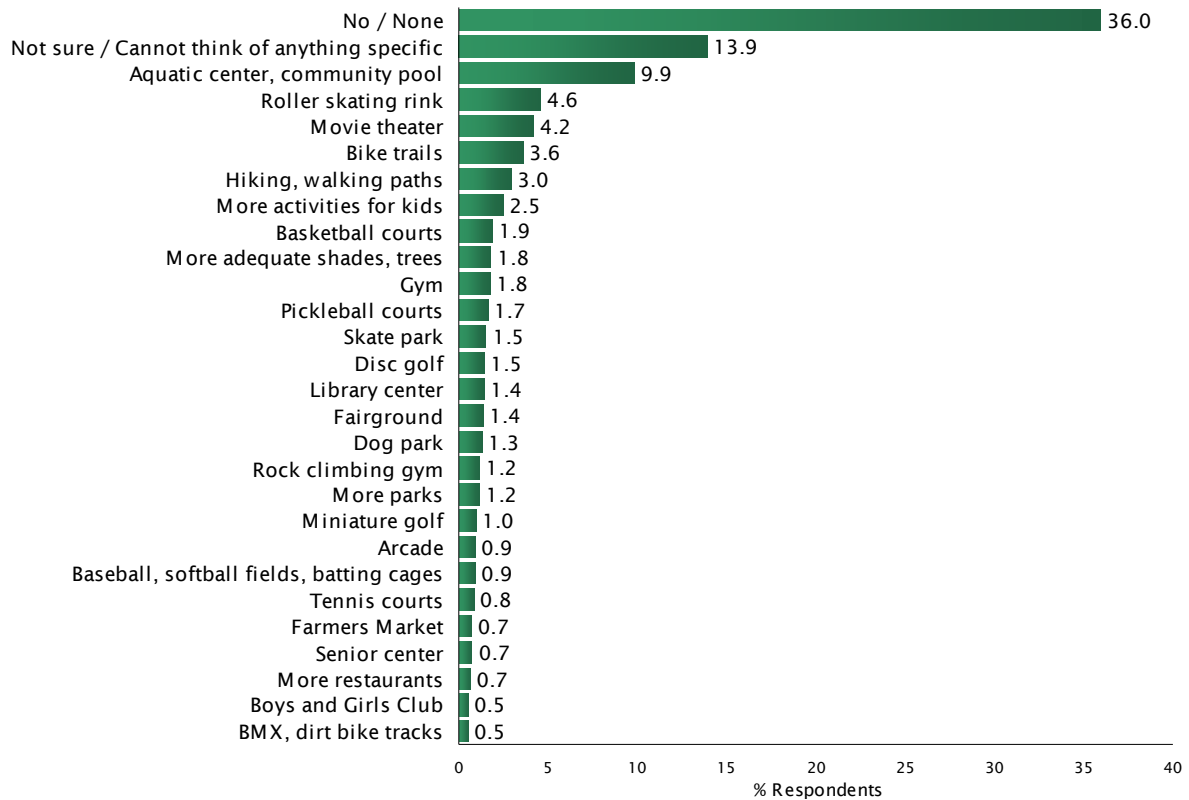
TABLE 11 HSLD MEMBER USED... BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
A park or playground	76.9	73.1	69.7	73.0	66.5	88.2	75.9	72.8
Hiking trails	68.2	66.8	59.1	68.0	62.0	76.2	71.1	63.2
Baseball or softball fields	27.3	41.9	34.0	39.2	29.3	50.3	37.8	37.3
Soccer fields	23.1	31.5	34.7	40.7	25.7	51.7	34.9	38.0
Basketball courts	39.7	32.7	24.1	26.3	20.1	51.4	34.7	22.1
Tennis courts	10.9	19.9	18.5	20.2	17.0	17.4	18.8	19.3
The Town swimming pool	15.7	15.4	16.1	20.6	18.8	16.7	17.2	22.7
Pickleball courts	7.1	10.0	15.1	14.4	11.1	12.8	12.4	11.8

DESIRED RECREATION FACILITY OR AMENITY When provided an open-ended opportunity to identify a recreation facility or amenity not currently offered in Yucca Valley that they think should be a high priority for the Town’s future, half of respondents could not think of a facility (14%) or stated that no additional facilities were needed (36%). Among the specific facilities and amenities that were suggested, an aquatic center/swimming pool (10%), roller skating rink (5%), movie theater (4%), additional bike trails (4%), and additional hiking/walking trails (3%) were the most common suggestions (see Figure 14 on the next page).

Question 11 *Is there a recreation facility or amenity not currently offered in Yucca Valley that you think should be a high priority for the Town's future?*

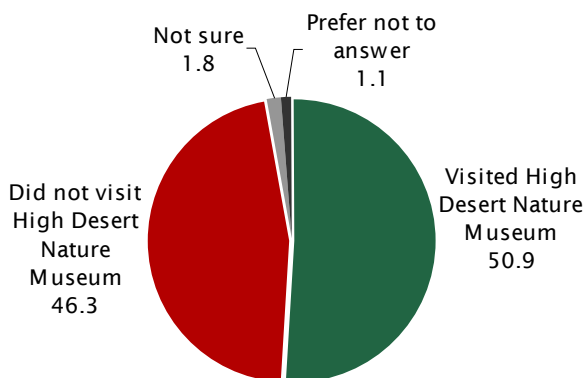
FIGURE 14 DESIRED REC FACILITY, AMENITY



VISITS TO HIGH DESERT NATURE MUSEUM For more than 50 years, the High Desert Nature Museum has been a family-oriented facility dedicated to educating residents and tourists about the rich cultural heritage and natural history of the desert environment. Just over half (51%) of respondents indicated their household had visited the Museum during the two years preceding the interview (Figure 15).

Question 12 *During the past two years, have you or others in your household visited the High Desert Nature Museum in Yucca Valley?*

FIGURE 15 VISITED THE HIGH DESERT NATURE MUSEUM



Although visits to the High Desert Museum were common among all Yucca Valley sub-groups, they were most common among long-time residents (15+ years), households with children, renters, residents between 25 and 44 years of age, and those currently employed on a part-time basis (see figures 16 & 17).

FIGURE 16 VISITED THE HIGH DESERT NATURE MUSEUM BY YEARS IN YUCCA VALLEY, OVERALL SATISFACTION, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

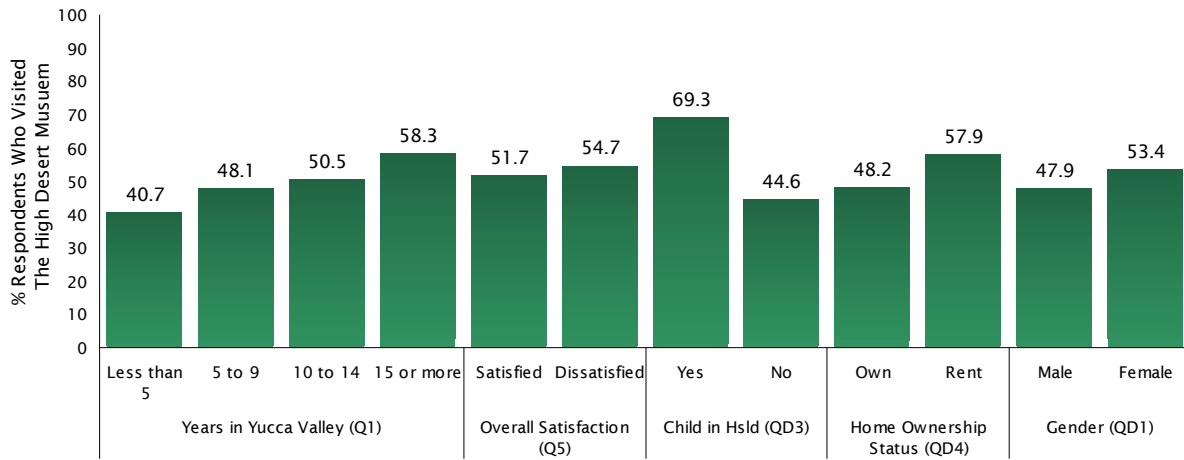
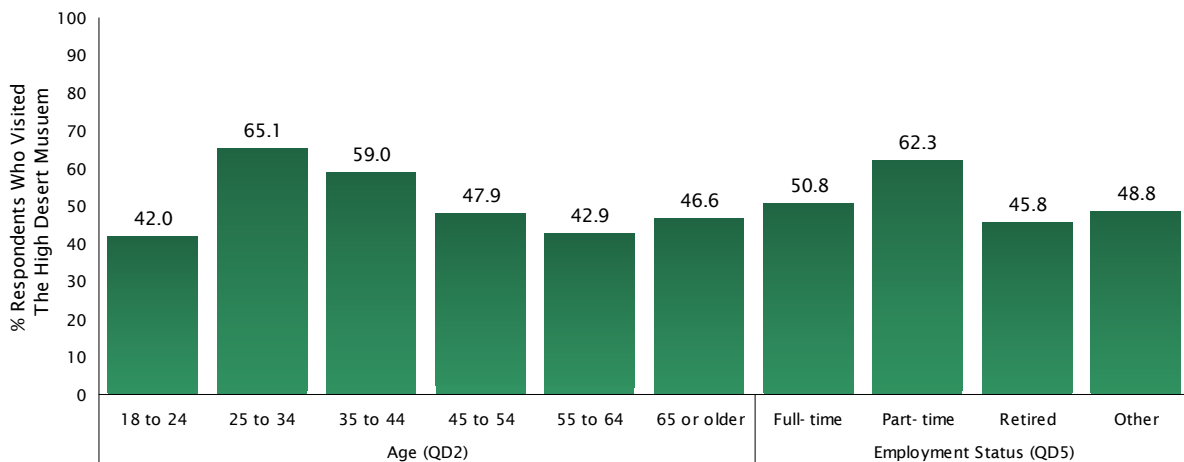


FIGURE 17 VISITED THE HIGH DESERT NATURE MUSEUM BY AGE & EMPLOYMENT STATUS



ACTIVITIES AT MUSEUM Respondents who reported that they and/or others in their household had visited the High Desert Nature Museum during the preceding two years were subsequently asked whether they had engaged in each of the activities shown in Figure 18 while at the Museum. Among the activities tested, most respondents reported viewing exhibits (92%), viewing a live animal exhibit (59%), and visiting/engaging in the Museum’s Children’s Corner/Activity area (59%). Nearly half attended a special event at the Museum (46%), while four-in-ten indicated they participated in a children’s program (41%), listened to a musical event or concert (41%), and listened to a lecture or presentation (37%). Tables 12 and 13 show how engagement in each activity during their recent visits to the Museum varied across subgroups of respondents.

Question 13 During your visits to the High Desert Nature Museum, did you or others in your household: _____?

FIGURE 18 DURING THE HIGH DESERT NATURE MUSEUM HSLD MEMBER...

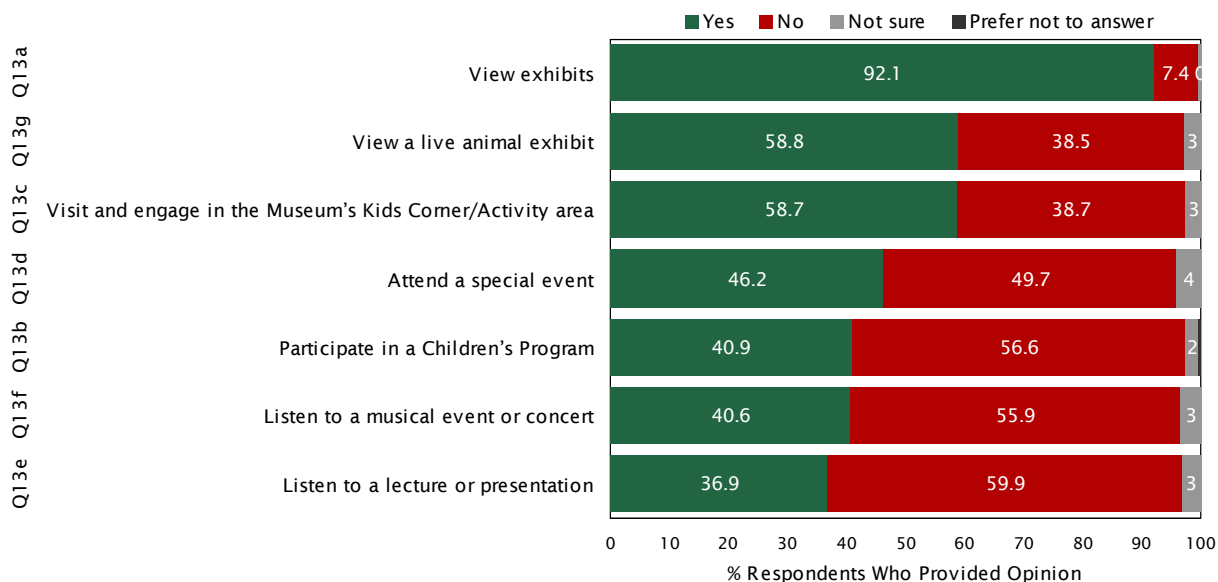


TABLE 12 DURING THE HIGH DESERT NATURE MUSEUM HSLD MEMBER...BY AGE & CHILD IN HSLD

	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
View exhibits	81.9	95.1	87.4	95.7	92.1	93.4	90.5	93.0
View a live animal exhibit	61.8	62.9	63.8	67.6	66.1	44.0	68.4	53.2
Visit and engage in the Museum's Kids Corner/Activity area	54.2	75.4	75.0	60.3	61.0	36.8	83.8	44.6
Attend a special event	36.1	54.6	48.6	35.7	47.2	48.6	54.7	42.0
Participate in a Children's Program	36.1	55.4	59.8	39.5	40.8	22.5	61.5	29.1
Listen to a musical event or concert	56.3	49.0	30.1	35.4	42.0	42.1	45.8	38.2
Listen to a lecture or presentation	36.1	55.8	32.6	28.1	31.1	35.0	42.4	34.2

TABLE 13 DURING THE HIGH DESERT NATURE MUSEUM HSLD MEMBER...BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
View exhibits	90.1	95.6	91.8	91.6	93.3	88.4	89.2	98.4
View a live animal exhibit	52.9	55.9	53.3	63.1	57.3	62.4	57.7	65.2
Visit and engage in the Museum's Kids Corner/Activity area	50.7	64.3	67.0	57.8	53.8	70.4	61.8	53.9
Attend a special event	53.5	43.1	24.0	48.8	46.9	50.4	44.2	53.6
Participate in a Children's Program	29.5	51.8	41.7	40.6	34.2	54.1	44.0	36.5
Listen to a musical event or concert	38.4	24.0	30.6	49.7	39.9	42.7	40.5	41.6
Listen to a lecture or presentation	42.4	36.1	38.6	34.9	37.9	38.7	38.0	36.8

RATING MUSEUM EXPERIENCES Among respondents whose household had visited the High Desert Nature Museum during the preceding two years, the vast majority rated their experiences at the Museum as excellent (45%) or good (40%). Approximately 14% rated their overall experiences at the Museum as fair, whereas less than 1% used poor or very poor to describe their experiences at the Museum (see Figure 19 on next page). Although a majority of all visitor sub-groups rated their experiences as excellent or good, residents 55 to 64 years of age, females, households without children, and home owners were noticeably more likely than their respective counterparts to rate their experiences as excellent or good (see figures 20 & 21).

Question 14 Overall, how would you rate your experiences when visiting the High Desert Nature Museum? Would you say there were excellent, good, fair, poor, or very poor?

FIGURE 19 OVERALL RATING EXPERIENCE OF THE HIGH DESERT NATURE MUSEUM

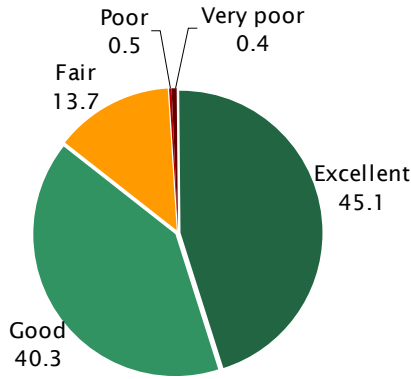


FIGURE 20 OVERALL RATING EXPERIENCE OF THE HIGH DESERT NATURE MUSEUM BY YEARS IN YUCCA VALLEY, OVERALL SATISFACTION & AGE

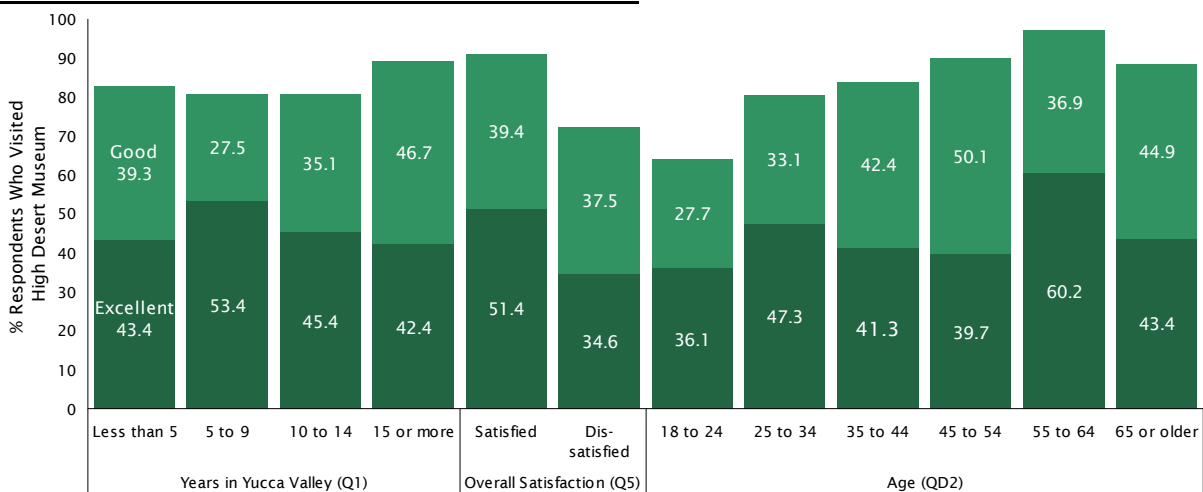
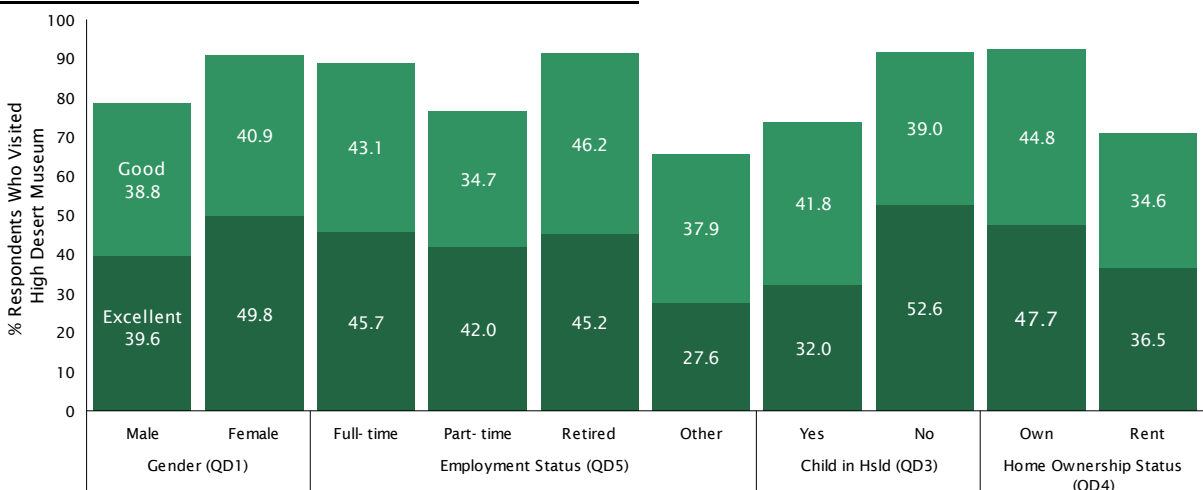


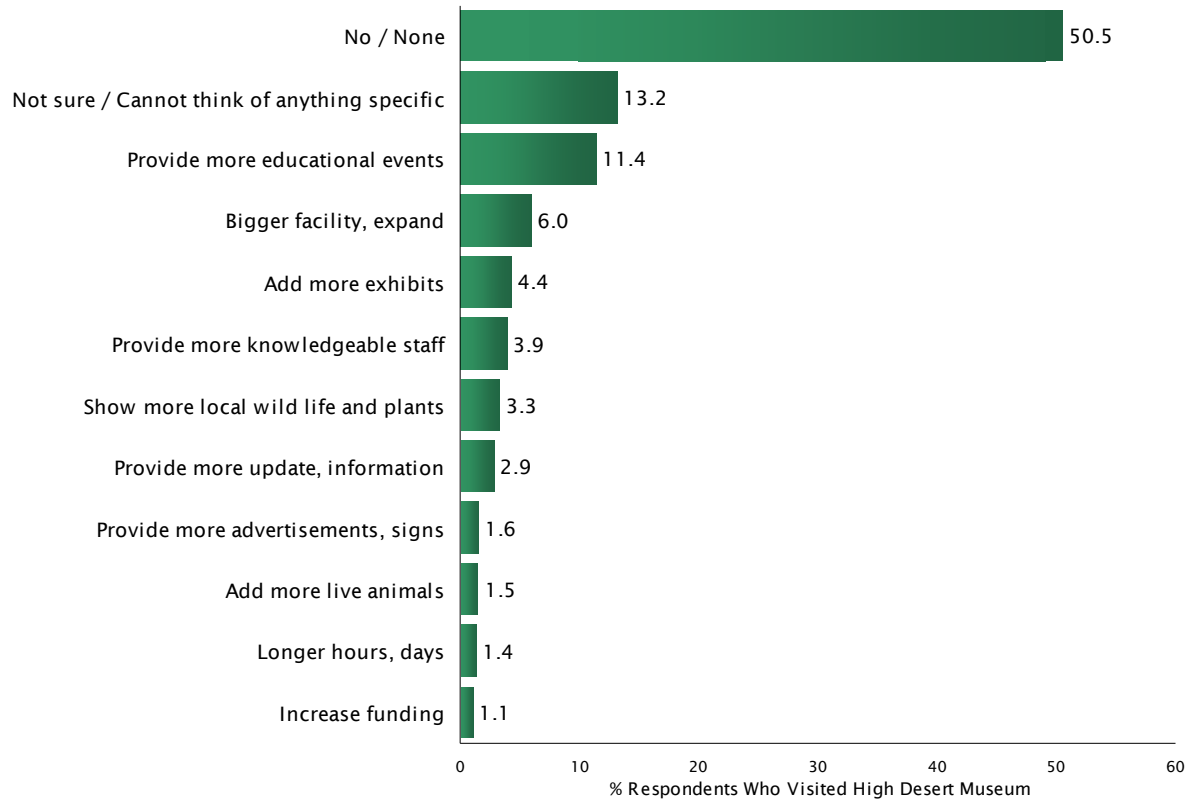
FIGURE 21 OVERALL RATING EXPERIENCE OF THE HIGH DESERT NATURE MUSEUM BY AGE, EMPLOYMENT STATUS, CHILD IN HSLD & HOME OWNERSHIP STATUS



WAYS TO IMPROVE MUSEUM The final question in this series provided those who had visited the High Desert Nature Museum with an open-ended opportunity to suggest ways that the Museum could be improved. Most respondents had no suggestions (51%) or could not think of anything specific (13%). The most common suggestions for how the Museum could be improved included providing more educational events (11%), having a larger facility/expanding the Museum (6%), adding more exhibits (4%), providing more knowledgeable staff (4%), showing more local wildlife/plants (3%), and providing updated information (3%).

Question 15 *Do you have any suggestions for how the High Desert Nature Museum could be improved?*

FIGURE 22 SUGGESTIONS TO IMPROVE THE HIGH DESERT NATURE MUSEUM

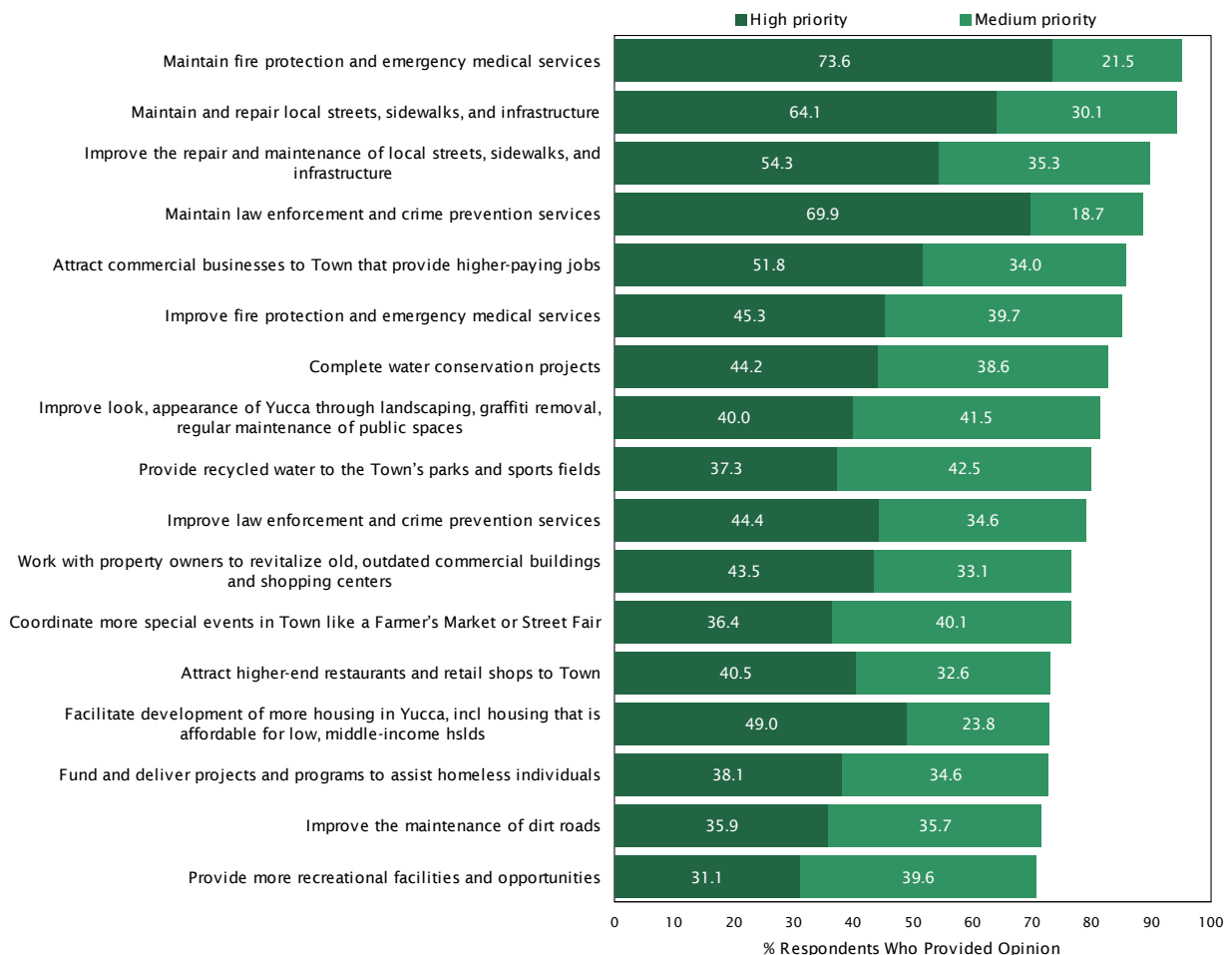


FUTURE PRIORITIES

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. Question 16 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. The format of the question was straightforward: after informing respondents that the Town does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each project shown in Figure 23 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 16 *The Town of Yucca Valley has limited financial resources to provide local services, programs and projects desired by residents. Because it can't fund every service, program and project, however, the Town 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.*

FIGURE 23 HIGH PRIORITIES



The projects and programs are sorted in Figure 23 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. Note that a split-sample approach was also utilized for some items, testing how residents prioritize *maintaining* versus *improving* service levels.³ Among the items tested, maintaining fire protection and emergency medical services was assigned the highest priority (95% high or medium priority), followed by maintaining and repairing local streets, sidewalks and infrastructure (94%), *improving* the repair and maintenance of local streets, sidewalks, and infrastructure (90%), and maintaining law enforcement and crime prevention services (89%). At least eight-in-ten respondents also rated as a high or medium priority attracting commercial businesses to Town that offer higher-paying jobs (86%), *improving* fire protection and emergency medical services (85%), completing water conservation projects (83%), and improving the look and appearance of Yucca Valley through landscaping, graffiti removal, and regular maintenance of public spaces (82%). Tables 14 and 15 show how the percentage who rated each item a *high* priority varied across Yucca Valley subgroups, with the top five items highlighted in green to ease comparisons.

TABLE 14 HIGH PRIORITIES 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
	Maintain fire protection and emergency medical services	90.5	57.2	66.8	75.8	79.0	81.6	65.9
Maintain law enforcement and crime prevention services	77.4	44.4	64.1	77.5	85.1	77.1	63.5	72.0
Maintain and repair local streets, sidewalks, and infrastructure	56.6	63.0	63.8	59.8	60.5	73.1	54.0	68.0
Improve the repair and maintenance of local streets, sidewalks, and infrastructure	77.4	46.0	49.8	68.4	50.9	59.8	61.2	51.8
Attract commercial businesses to Town that provide higher-paying jobs	54.8	54.6	47.9	54.9	44.3	55.9	56.3	50.4
Facilitate development of more housing in Yucca, incl housing that is affordable for low, middle-income hslDs	68.8	62.9	45.4	50.5	46.1	37.1	54.3	47.3
Improve fire protection and emergency medical services	35.5	44.1	43.1	49.2	49.7	46.4	32.5	50.2
Improve law enforcement and crime prevention services	16.2	26.4	36.2	39.9	52.2	64.3	40.9	45.8
Complete water conservation projects	47.2	51.2	34.5	45.8	42.9	45.9	40.5	45.6
Work with property owners to revitalize old, outdated commercial buildings and shopping centers	48.4	47.9	44.6	44.5	42.4	41.5	44.0	43.1
Attract higher-end restaurants and retail shops to Town	30.3	25.1	48.6	38.3	43.3	49.7	36.5	42.0
Improve look, appearance of Yucca through landscaping, graffiti removal, regular maintenance of public spaces	38.8	25.4	37.3	43.0	42.1	48.1	34.8	41.0
Fund and deliver projects and programs to assist homeless individuals	68.8	37.3	31.2	54.0	30.6	32.2	44.1	36.1
Provide recycled water to the Town's parks and sports fields	38.8	24.7	35.3	46.2	35.2	42.9	36.8	37.2
Coordinate more special events in Town like a Farmer's Market or Street Fair	35.6	39.9	39.6	27.6	28.7	43.0	38.3	35.8
Improve the maintenance of dirt roads	39.7	21.9	29.2	46.4	34.7	43.0	30.6	37.8
Provide more recreational facilities and opportunities	54.0	29.5	45.6	35.7	26.1	19.7	54.2	23.0

TABLE 15 HIGH PRIORITIES BY YEARS IN YUCCA VALLEY, HOME OWNERSHIP STATUS & OVERALL SATISFACTION

	Years in Yucca Valley (Q1)				Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Satisfied	Dissatisfied
	Maintain fire protection and emergency medical services	84.2	69.0	78.2	70.3	75.1	70.6	74.2
Maintain law enforcement and crime prevention services	61.6	60.7	82.8	76.0	71.5	63.8	67.7	74.9
Maintain and repair local streets, sidewalks, and infrastructure	62.1	66.2	49.9	66.9	64.5	57.2	62.3	64.4
Improve the repair and maintenance of local streets, sidewalks, and infrastructure	54.5	60.1	39.7	54.3	50.5	62.3	47.5	68.1
Attract commercial businesses to Town that provide higher-paying jobs	47.2	50.5	45.4	56.9	52.9	48.6	51.9	51.5
Facilitate development of more housing in Yucca, incl housing that is affordable for low, middle-income hslDs	50.3	45.1	48.9	50.3	38.1	69.7	45.6	56.6
Improve fire protection and emergency medical services	45.8	45.3	43.8	44.8	45.5	44.6	46.2	48.5
Improve law enforcement and crime prevention services	27.4	40.0	66.8	49.7	49.0	35.1	44.3	48.7
Complete water conservation projects	55.0	48.1	47.1	36.8	41.5	48.7	44.5	43.2
Work with property owners to revitalize old, outdated commercial buildings and shopping centers	50.9	49.3	44.2	36.1	41.8	47.7	42.7	47.8
Attract higher-end restaurants and retail shops to Town	43.0	39.1	41.7	38.9	43.7	34.0	40.1	41.2
Improve look, appearance of Yucca through landscaping, graffiti removal, regular maintenance of public spaces	39.0	48.1	29.0	38.3	44.7	28.9	41.1	38.1
Fund and deliver projects and programs to assist homeless individuals	42.8	42.5	38.6	33.8	28.0	60.8	35.2	44.6
Provide recycled water to the Town's parks and sports fields	43.8	42.4	36.7	32.0	35.5	38.3	37.0	41.7
Coordinate more special events in Town like a Farmer's Market or Street Fair	38.9	45.5	25.5	32.7	34.9	39.5	35.0	43.5
Improve the maintenance of dirt roads	35.3	39.6	40.6	33.4	35.5	35.4	34.9	37.5
Provide more recreational facilities and opportunities	35.6	31.2	33.7	27.7	26.9	40.9	30.4	37.1

3. A split-sample is when half of respondents receive one item (e.g., maintaining fire protection and emergency medical services) and the other half receive an alternative version (e.g., improving fire protection and emergency medical services).

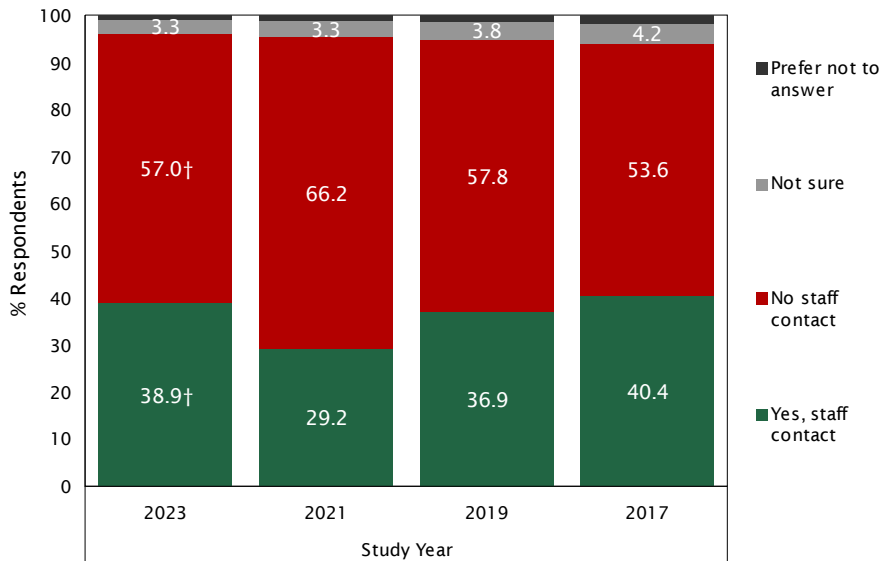
CUSTOMER SERVICE

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 With the pandemic now over, it was not surprising that the percentage of respondents who reported being in contact with Town staff during the 12 months preceding the interview rebounded from a low of 29% in 2021 to 39% in 2023, which is similar to the levels recorded pre-pandemic (Figure 24). When compared with their respective counterparts, residents who have lived in Yucca Valley for 10 to 14 years, home owners, females, residents over the age of 35, and those employed on a part-time basis were the most likely to report having been in contact with Town staff during the 12 months preceding the interview (see figures 25 & 26).

Question 17 *In the past 12 months, have you been in contact with staff from the Town of Yucca Valley?*

FIGURE 24 CONTACT TOWN STAFF IN PAST 12 MONTHS BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2021 and 2023 studies.

FIGURE 25 CONTACT TOWN STAFF IN PAST 12 MONTHS BY YEARS IN YUCCA VALLEY, OVERALL SATISFACTION, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

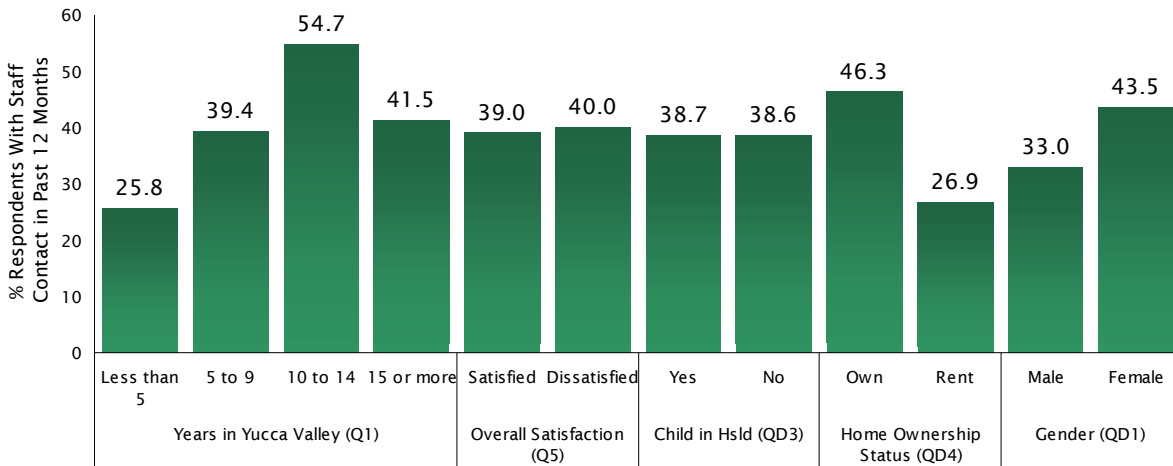
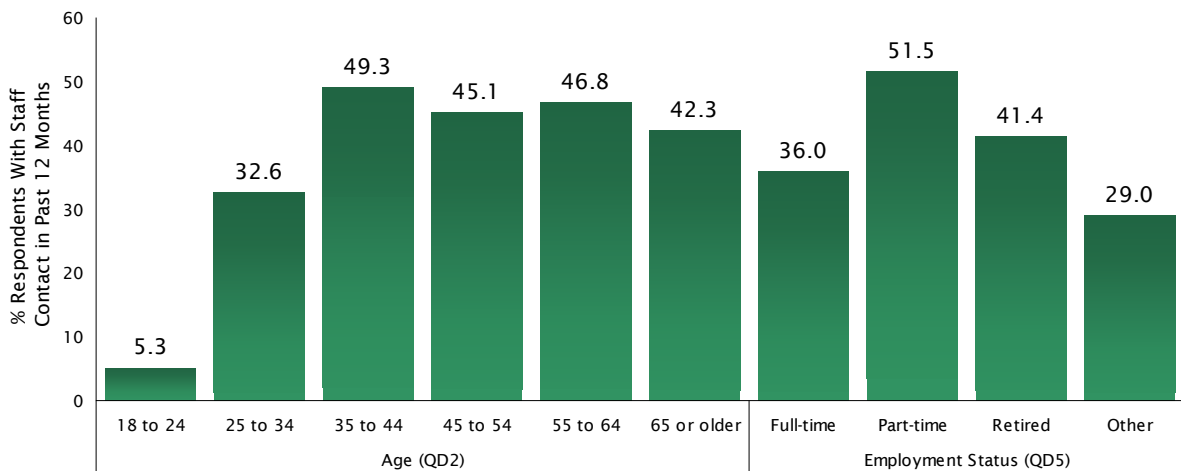


FIGURE 26 CONTACT TOWN STAFF IN PAST 12 MONTHS BY AGE & EMPLOYMENT STATUS



ASSESSMENT OF TOWN STAFF The next question in this series asked respondents who had been in contact with staff to rate staff members’ accessibility, helpfulness, and professionalism. The findings of this question, presented in Figure 27 on the next page, show that staff received high ratings for all three dimensions tested. Approximately nine-in-ten respondents who had interacted with Yucca Valley staff in the past 12 months felt that staff were very or somewhat *professional* (90%), very or somewhat *helpful* (88%), and very or somewhat *accessible* (87%). There were no statistically significant changes in how staff were rated between 2021 and 2023 (see Table 16).

Question 18 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 27 RATING ASPECTS OF TOWN STAFF

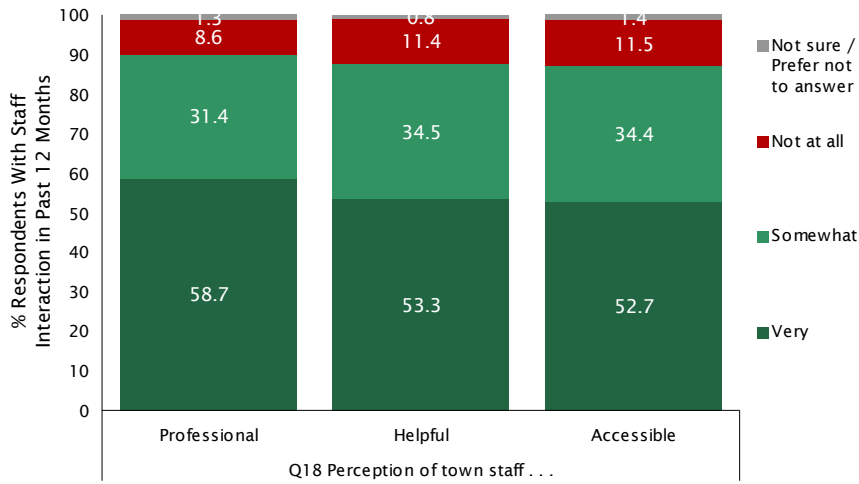


TABLE 16 RATING ASPECTS OF TOWN STAFF BY STUDY YEAR

	Study Year				Change in % Very + Smwt 2021 to 2023
	2023	2021	2019	2017	
Helpful	87.8	82.7	85.8	92.0	+5.1
Professional	90.1	89.6	88.7	94.6	+0.5
Accessible	87.1	87.3	89.7	95.3	-0.2

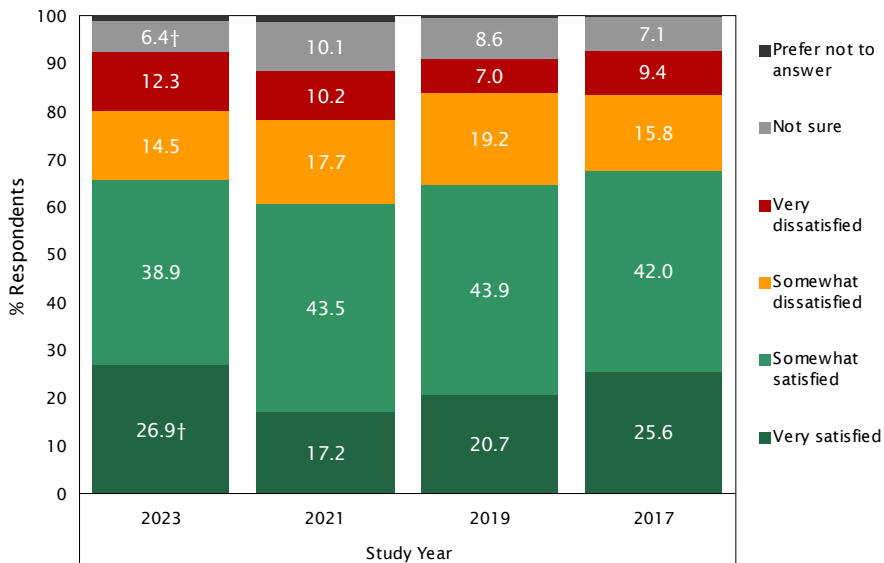
COMMUNICATIONS

The importance of the Town’s communications with residents cannot be over-stated. Much of Yucca Valley’s success is shaped by the quality of information that is exchanged in both directions, from the Town to the community and from the community to the Town. 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. Some of Yucca Valley’s many efforts to communicate with its residents include its newsletters, timely press releases, social media posts, and its website. In this section, we present the results of several communication-related questions.

OVERALL SATISFACTION Question 19 asked Yucca Valley residents to report their satisfaction with town-resident communication. As shown in the figure below, two-thirds of respondents (66%) indicated they were satisfied with the Town’s efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means in 2023. The remaining respondents were either dissatisfied with the Town’s efforts in this respect (27%), unsure of their opinion (6%), or unwilling to share their opinion (1%). When compared to 2021, the percentage of respondents very satisfied with the Town’s efforts to communicate with residents increased significantly (+10%) in 2023, while the percentage unsure decreased significantly (-4%). Figures 29 and 30 on the next page show how satisfaction with the Town’s communication efforts in 2023 varied across subgroups of Yucca Valley residents.

Question 19 Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means?

FIGURE 28 SATISFACTION WITH COMMUNICATION BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2021 and 2023 studies.

FIGURE 29 SATISFACTION WITH COMMUNICATION BY YEARS IN YUCCA VALLEY, OVERALL SATISFACTION, CHILD IN HSLD, HOME OWNERSHIP STATUS &

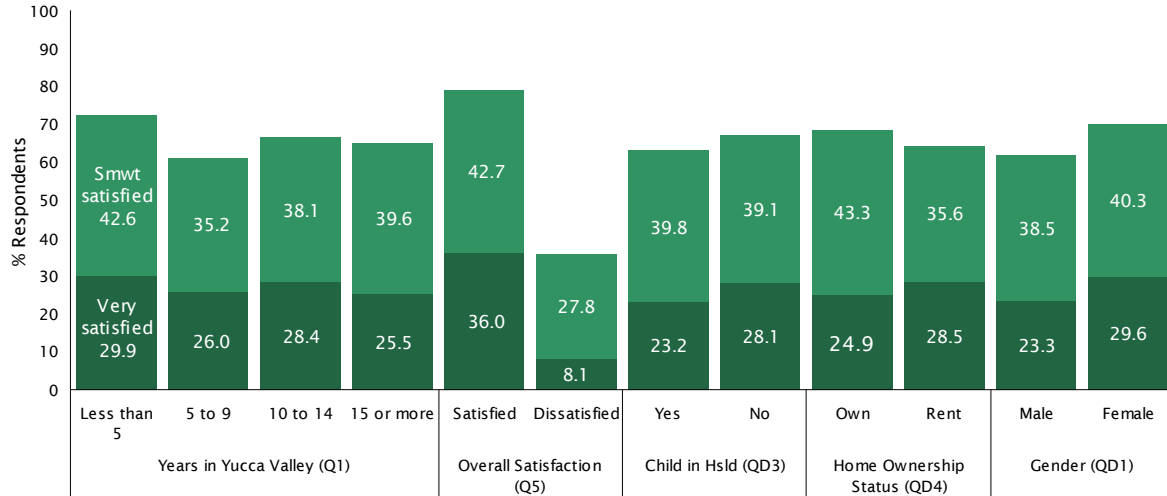
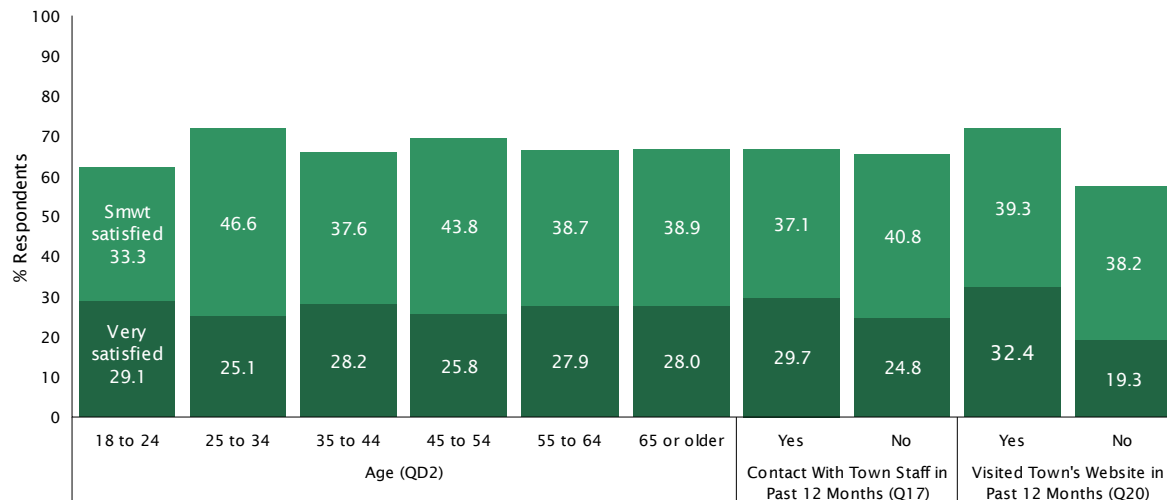


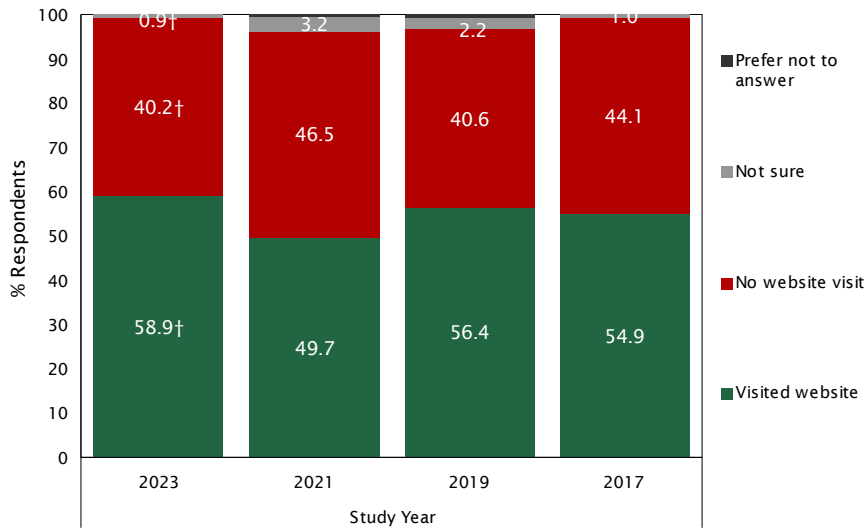
FIGURE 30 SATISFACTION WITH COMMUNICATION BY AGE, CONTACT WITH TOWN STAFF IN PAST 12 MONTHS & VISITED TOWN’S WEBSITE IN PAST 12 MONTHS



TOWN WEBSITE The survey next asked whether the respondent had visited the Town’s website during the 12 months prior to the interview. In 2023, approximately 59% of respondents indicated they had visited the Town’s website during the 12 months preceding the interview, which represents a statistically significant increase of 9% when compared to the 2021 study findings (Figure 31). Residents who have lived in Yucca Valley between 10 and 14 years, those with a child in the home, home owners, females, respondents between 45 to 54 years of age, those who had been in contact with Town staff in the past 12 months, and those who were generally satisfied with the Town’s communication efforts were the most likely to report having visited the Town’s website during this period (see figures 32 & 33).

Question 20 In the past 12 months, have you visited the Town's website?

FIGURE 31 VISITED TOWN'S WEBSITE IN PAST 12 MONTHS BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2021 and 2023 studies.

FIGURE 32 VISITED TOWN'S WEBSITE IN PAST 12 MONTHS BY YEARS IN YUCCA VALLEY, OVERALL SATISFACTION, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

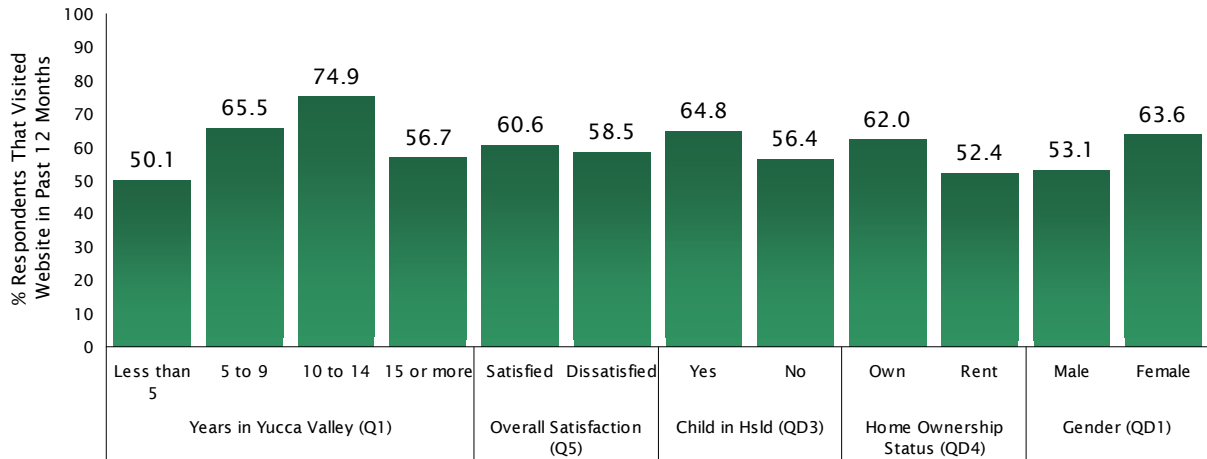
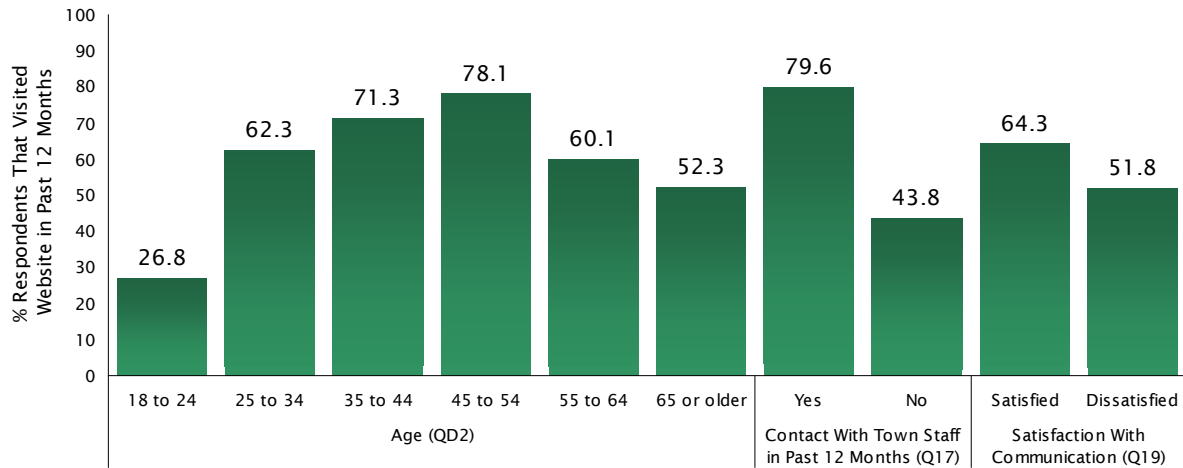


FIGURE 33 VISITED TOWN’S WEBSITE IN PAST 12 MONTHS BY AGE, CONTACT WITH TOWN STAFF IN PAST 12 MONTHS & SATISFACTION WITH COMMUNICATION



RATING OF TOWN’S WEBSITE Respondents who reported that they had visited the Town’s website during the 12 months preceding the interview were subsequently asked to rate the website with respect to its overall quality, the variety of content and resources on the site, and the ability to find what they were looking for on the site. Figure 34 shows that visitors were generally pleased with the Town’s website, with a clear majority providing a rating of excellent or good for the variety of content and resources (65%), overall quality of the site (63%), and the ability to find what they were looking for on the site (61%). Although ratings for each dimension trended positively between 2021 and 2023, the differences did not achieve statistical significance (see Table 17 on the next page).

Question 21 Overall, how would you rate: _____? Would you say it is excellent, good, fair, poor, or very poor?

FIGURE 34 TOWN’S WEBSITE RATING...

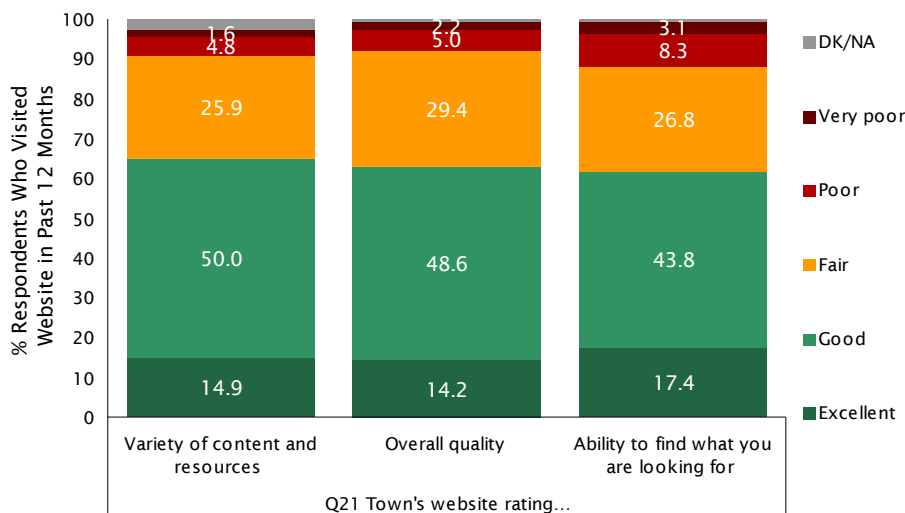


TABLE 17 TOWN’S WEBSITE RATING... BY STUDY YEAR

	Study Year		Change in % Excellent + Good 2021 to 2023
	2023	2021	
Overall quality	62.8	60.1	+2.7
Ability to find what you are looking for	61.3	54.7	+6.6
Variety of content and resources	64.9	58.0	+6.9

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 35, respondents were simply asked to indicate if it would be an effective way for the Town to communicate with them. Overall, respondents indicated that the most effective method was by email and electronic newsletters (85% very or somewhat effective), followed by a smart phone app that would allow residents to communicate with the Town, report issues, and receive updates (85%), text messages (83%), and materials mailed to their home (81%). At least seven-in-ten residents also rated the Town’s website (77%), social media sites such as Facebook, Twitter, and Instagram (77%), town hall style meetings (75%), and announcements on local radio stations (71%) as effective ways for the Town to communicate. When compared with the other methods tested, advertisements in local papers (55%) was viewed as the least effective method.

Question 22 *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 35 EFFECTIVENESS OF COMMUNICATION METHODS

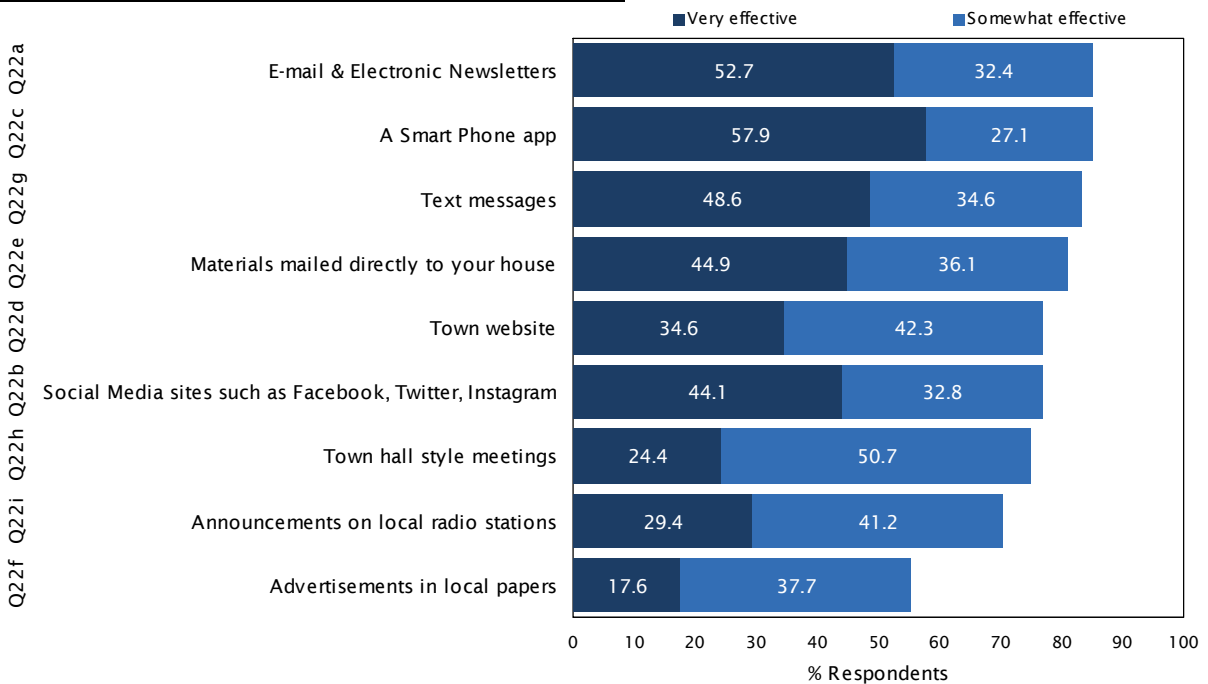


Table 18 demonstrates how communication preferences varied by respondents’ overall satisfaction with the Town’s performance in providing municipal services and respondent age, with the top three methods within each subgroup highlighted green. It’s worth noting that even among

seniors, digital methods of communication (email, e-newsletters, and a smart phone app) were viewed by the largest percentage of respondents as being effective ways for the Town to communicate.

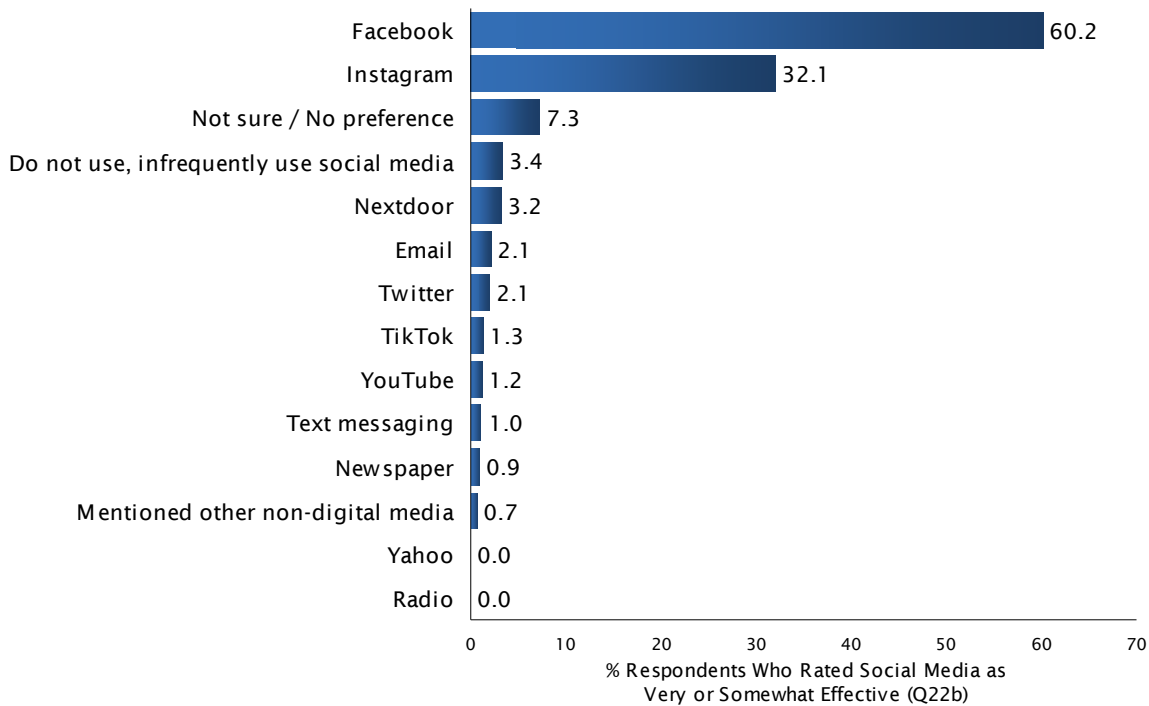
TABLE 18 EFFECTIVENESS OF COMMUNICATION METHODS BY OVERALL SATISFACTION & AGE

	Overall Satisfaction (Q5)		Age (QD2)					
	Satisfied	Dissatisfied	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
A Smart Phone app	58.7	54.6	57.1	78.1	62.7	59.0	60.6	44.9
E-mail & Electronic Newsletters	53.3	50.0	50.8	69.7	52.6	46.5	53.5	47.8
Text messages	48.4	47.4	49.6	59.7	60.4	50.0	45.1	39.9
Materials mailed directly to your house	43.2	49.2	57.1	53.0	36.8	40.7	39.7	44.5
Social Media sites	46.2	39.9	54.8	63.4	48.8	49.6	38.6	30.2
Town website	39.7	23.0	29.1	35.2	35.5	40.6	39.9	31.6
Announcements on local radio stations	28.9	34.1	31.2	31.0	35.3	41.8	28.3	22.1
Town hall style meetings	23.6	28.8	10.8	27.3	22.9	26.0	26.5	28.2
Advertisements in local papers	16.4	20.3	18.4	10.2	16.9	20.3	13.4	25.4

PREFERRED SOCIAL MEDIA SITE The final substantive question of the survey asked respondents who indicated in response to Question 22 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 below, Facebook was the dominant choice, being mentioned by 60% of respondents as the social media site they use most often. The next most frequently mentioned sites were Instagram (32%), Nextdoor (3%), and Twitter (2%). It’s also worth noting that 7% were unsure or did not have a preferred social media site.

Question 23 *What is your preferred Social Media site - the one you currently use most often?*

FIGURE 36 PREFERRED SOCIAL MEDIA





BACKGROUND & DEMOGRAPHICS

TABLE 19 DEMOGRAPHICS OF SAMPLE

	Study Year			
	2023	2021	2019	2017
Total Respondents	453	569	522	467
Years in Yucca Valley (Q1)				
Less than 5	23.4	28.0	29.0	32.1
5 to 9	21.4	21.0	14.6	14.0
10 to 14	9.5	9.8	10.5	14.9
15 or more	45.0	40.3	45.5	38.8
Prefer not to answer	0.8	0.9	0.5	0.4
Gender (QD1)				
Male	46.9	45.8	45.1	48.1
Female	51.6	51.9	51.2	51.3
Prefer not to answer	1.4	2.2	3.7	0.6
Age (QD2)				
18 to 24	9.4	9.3	6.5	7.5
25 to 34	16.9	16.6	17.8	16.2
35 to 44	15.1	11.8	12.6	16.0
45 to 54	11.5	15.9	15.5	16.1
55 to 64	17.6	17.4	18.5	16.4
65 or older	25.6	25.1	24.5	23.2
Prefer not to answer	3.9	4.0	4.7	4.7
Child in Hsld (QD3)				
Yes	25.8	25.9	30.1	34.1
No	73.3	71.1	66.7	64.9
Prefer not to answer	0.9	3.0	3.2	1.1
Home Ownership Status (QD4)				
Own	64.0	64.6	62.6	68.5
Rent	28.8	32.7	31.9	29.5
Prefer not to answer	7.2	2.7	5.5	2.0
Employment Status (QD5)				
Employed full-time	43.6	44.1	41.7	44.9
Employed part-time	9.0	7.6	9.0	8.8
Student	1.9	2.4	3.1	4.6
Homemaker	4.5	4.2	2.9	4.5
Retired	29.6	29.2	33.2	31.0
In-between jobs	4.4	6.0	4.8	1.9
Note sure / Prefer not to answer	7.0	6.5	5.2	4.4

Table 19 presents the key demographic information collected during the survey by study year. 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 indicated they had been in contact with Town staff during the preceding year (Question 17) were subsequently asked to rate Town staff's performance on several dimensions (Question 18). The questionnaire included with this report (see *Questionnaire & Toplines* on page 42) 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 the Town prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

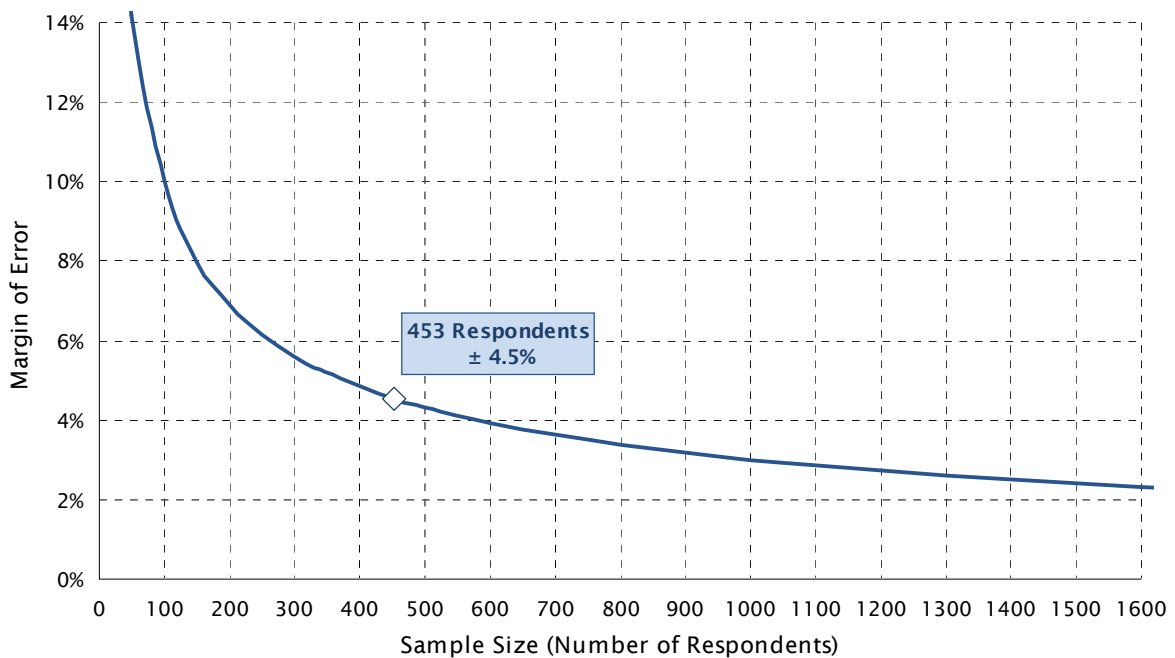
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Yucca Valley households was utilized for this study, ensuring that all households in Yucca Valley had the opportunity to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Yucca Valley residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 20 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 453 completed surveys were gathered online and by telephone between June 20 and June 30, 2023.

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 453 adult residents for a particular question and what would have been found if all of the estimated 16,648 adult residents⁴ had been interviewed.

Figure 37 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 $\pm 4.5\%$ for questions answered by all 453 respondents.

FIGURE 37 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 37 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.

4. Source: U.S. Census Bureau 2021 American Community Survey 5-Year estimate.

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, home ownership status, and ethnicity according to Census estimates.

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

QUESTIONNAIRE & TOPLINES



**Town of Yucca Valley
Community Satisfaction Survey
Final Toplines (n=453)
July 2023**

yucaSection 1: Introduction to Study

Hi, may I please speak to: _____. Hi, my name is _____ and I'm calling from TNR on behalf of the Town of Yucca (YUK-uh) Valley. The Town is conducting a survey of residents on important local issues and would like to get your opinions. Your answers will be confidential.
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							7%
	2	1 to 4 years							17%
	3	5 to 9 years							21%
	4	10 to 14 years							9%
	5	15 years or longer							45%
	99	Prefer not to answer							1%
Q2	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Read A first, then randomize items B-E</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The overall quality of life in Yucca Valley		11%	50%	32%	5%	2%	0%	0%
B	Yucca Valley as a place to raise a family		10%	33%	31%	9%	8%	7%	1%
C	Yucca Valley as a place to retire		21%	44%	19%	9%	3%	4%	1%
D	Yucca Valley as a place to work		2%	19%	29%	20%	16%	12%	1%
E	As a place to shop and dine		2%	16%	36%	33%	13%	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 recorded and later grouped into categories shown below.	
	Nature, environment preservation	18%
	Not sure, cannot think of anything specific	15%
	Small town atmosphere	12%
	Recreational facilities offered (parks, tennis courts, pools)	8%
	Attract, support local, small businesses / Oppose large businesses	8%
	Community activities, events	7%
	Limit growth, population	7%
	Open spaces	5%
	Night sky ordinance	5%
	Quiet, peaceful	4%
	Clean air, no pollution	4%
	Affordable housing	4%
	Nice, friendly people	3%
	Community related services, facilities	3%
	Historical places, monuments	3%
	Good infrastructure, roadways, prompt repair	3%
	Reduce, limit, regulate short-term rentals	3%
	Wildlife preservation	2%
	Low crime, public safety	2%
	Improve traffic management	2%
	Weather, climate	2%
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 recorded and later grouped into categories shown below.	
	Reduce, limit, regulate short-term rentals	13%
	Provide more high-end restaurants, dining options	11%
	Improve infrastructure	9%
	Provide more high-end shopping centers, retail stores	9%
	Provide more affordable housing	7%
	Beautify, clean up town	7%
	Provide more rec activities for all ages	6%
	Provide more rec facilities	6%
	Not sure, cannot think of anything specific	6%

Improve economy, jobs	5%
Attract more businesses in general	5%
Provide more recreational centers, activities	5%
Improve traffic flow	4%
Provide more police presence	4%
Provide more community activities, cultural programs	4%
Provide more bike, walking trails	4%
Enforce Town codes	4%
Allow marijuana dispensaries	3%
Improve public safety, reduce crime, drugs	3%
No changes needed	3%
Limit growth, development	2%
Provide better schools, education	2%
Reduce speed limit, enforce traffic laws	2%
Redevelop, lease empty stores, buildings	2%
Address homeless issues	2%
Improve government leadership	2%
Manage growth, development	2%

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	18%
	2	Somewhat satisfied	50%
	3	Somewhat dissatisfied	19%
	4	Very dissatisfied	8%
	98	Not sure	6%
	99	Prefer not to answer	0%

Q6		For each of the services I read, please 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</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services	27%	41%	13%	9%	8%	2%
B	Maintain a low crime rate	17%	42%	20%	14%	7%	1%
C	Prepare the Town for emergencies and disasters	13%	33%	18%	11%	24%	1%
D	Provide fire protection, prevention and emergency medical services	40%	42%	7%	4%	7%	0%
E	Manage traffic congestion	14%	33%	24%	24%	5%	0%
F	Address homelessness	7%	24%	26%	31%	11%	0%
G	Keep public buildings, parks and facilities clean and attractive	28%	44%	16%	9%	3%	0%
H	Maintain local streets and roads	14%	36%	25%	22%	2%	0%
I	Provide parks, sports fields and recreation facilities	32%	43%	14%	6%	5%	1%
J	Provide a variety of recreation and enrichment programs for all ages	19%	35%	20%	15%	10%	0%
K	Attract new employers and jobs to town	4%	21%	34%	28%	13%	1%
L	Provide special events like community festivals and the 4 th of July celebration	32%	44%	10%	7%	7%	1%
M	Improve the appearance of the Town including beautifying streetscapes, medians, and public areas	14%	38%	25%	18%	4%	1%
N	Enforce code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained	14%	30%	25%	20%	8%	2%
O	Enforce local regulations on short-term vacation rentals	14%	28%	17%	24%	16%	1%

Section 4: Community Events & Facilities		
Q7 The Town of Yucca Valley hosts a number of community events throughout the year, including fairs, concerts, and holiday celebrations. In the past two years, have you or others in your household attended a community activity or event hosted by the Town of Yucca Valley?		
1	Yes	66%
2	No	32%
98	Not sure	1%
99	Prefer not to answer	0%

<p>Q8 As I read a short list of community events, please tell me whether you or others in your household would be very interested, somewhat interested, or not interested in participating in this type of event in the next year.</p> <p>Here is the (first/next) one: _____. Would you or others in your household be very interested, somewhat interested, or not interested in this type of event?</p>						
	<i>Randomize</i>	Very Interested	Somewhat Interested	Not Interested	Not sure	Prefer not to answer
A	Recreation and sports event or league	37%	34%	27%	2%	1%
B	Art and cultural events such as art festivals and summer concerts	58%	32%	9%	1%	1%
C	Events that celebrate holidays throughout the year, like the Easter Egg Hunt or Holiday Tree Lighting events	45%	34%	19%	1%	1%
D	Farmers Market	73%	21%	6%	0%	1%
E	Events designed for families with children	43%	27%	27%	2%	2%
F	Street Fairs	59%	31%	9%	1%	1%
G	Themed events like the Yucca Valley Film Festival or other weekend festivals	40%	35%	23%	2%	1%
H	Health and Wellness programs and events	38%	36%	21%	4%	1%
<p>Q9 Is there a specific type of event I <i>didn't</i> mention that your household would be very interested in attending in Yucca Valley? <i>If yes, ask:</i> Please describe it to me. Verbatim responses recorded and later grouped into categories shown below.</p>						
	No / Nothing else	50%				
	Not sure / Cannot think of anything specific	14%				
	Grubstake Days	5%				
	Rodeo	4%				
	Car shows, demolition derby	4%				
	Movie theater	3%				
	Music events, concerts	3%				
	Annual fair, carnival, arcades, games	3%				
	Farmers Market	2%				
	Food events, festivals	2%				
	Dog events	2%				
	Senior, elderly events	2%				
	Parades	1%				
	Fourth of July event	1%				
	Flea Market	1%				
	Arts, museum events	1%				

	Halloween festivals	1%			
	Dance shows	1%			
	Skating events, shows	1%			
	Family activities	1%			
	Native plant festival / Tree planting	1%			
	Health fairs	1%			
	Kite festival	1%			
	Sports events	1%			
	Craft fair, pottery lessons	1%			
	Awareness events	1%			
Q10	The Town of Yucca Valley also provides a variety of recreation facilities and amenities for residents' use. During the past year, have you or others in your household used: _____ in the Town of Yucca Valley?				
	<i>Randomize</i>	Yes	No	Not sure	Prefer not to answer
A	Soccer fields	34%	65%	1%	0%
B	Baseball or softball fields	36%	62%	1%	0%
C	Hiking trails	67%	31%	1%	0%
D	The Town swimming pool	18%	80%	2%	1%
E	Tennis courts	18%	81%	1%	0%
F	Pickleball courts	12%	86%	2%	0%
G	A park or playground	74%	25%	1%	0%
H	Basketball courts	30%	67%	2%	0%
Q11	Is there a recreation facility or amenity <i>not</i> currently offered in Yucca Valley that you think should be a high priority for the Town's future? <i>If yes, ask: Please describe it to me. Verbatim responses recorded and later grouped into categories shown below.</i>				
	No / None	36%			
	Not sure / Cannot think of anything specific	14%			
	Aquatic center, community pool	10%			
	Roller skating rink	5%			
	Movie theater	4%			
	Bike trails	4%			
	Hiking, walking paths	3%			
	More activities for kids	3%			
	Gym	2%			
	Pickleball courts	2%			

Basketball courts	2%				
Provide more adequate shades, trees	2%				
Rock climbing gym	1%				
Skate park	1%				
Miniature golf	1%				
Dog park	1%				
Disc golf	1%				
Senior center	1%				
More parks	1%				
Farmers Market	1%				
BMX, dirt bike tracks	1%				
Arcade	1%				
Tennis courts	1%				
Library center	1%				
Fairground	1%				
Baseball, softball fields, batting cages	1%				
Boys and Girls Club	1%				
Q12 During the past two years, have you or others in your household visited the High Desert Nature Museum in Yucca Valley?					
1	Yes	51%	Ask Q13		
2	No	46%	Skip to Q16		
98	Not sure	2%	Skip to Q16		
99	Prefer not to answer	1%	Skip to Q16		
Q13 During your visits to the High Desert Nature Museum, did you or others in your household: _____?					
	<i>Randomize</i>	Yes	No	Not sure	Prefer not to answer
A	View exhibits	92%	7%	0%	0%
B	Participate in a Children's Program	41%	57%	2%	0%
C	Visit and engage in the Museum's Kids Corner/Activity area	59%	39%	3%	0%
D	Attend a special event	46%	50%	4%	0%
E	Listen to a lecture or presentation	37%	60%	3%	0%
F	Listen to a musical event or concert	41%	56%	3%	0%
G	View a live animal exhibit	59%	38%	3%	0%

Q14	Overall, how would you rate your experiences when visiting the High Desert Nature Museum? Would you say there were excellent, good, fair, poor, or very poor?		
	1	Excellent	45%
	2	Good	40%
	3	Fair	14%
	4	Poor	0%
	5	Very Poor	0%
	98	Not Sure	0%
	99	Prefer not to answer	0%
Q15	Do you have any suggestions for how the High Desert Nature Museum could be improved? <i>If yes, ask:</i> Please describe your suggested improvement. Verbatim responses recorded and later grouped into categories shown below.		
	No / None		51%
	Not sure / Cannot think of anything specific		13%
	Provide more educational events		11%
	Bigger facility, expand		6%
	Provide more knowledgeable staff		4%
	Add more exhibits		4%
	Show more local wildlife and plants		3%
	Provide more update, information		3%
	Provide more advertisements, signs		2%
	Longer hours, days		1%
	Add more live animals		1%
	Increase funding		1%

Section 5: Future Priorities							
The Town of Yucca Valley has limited financial resources to provide local services, programs and projects desired by residents. Because it can't fund every service, program and project, however, the Town must set priorities.							
Q16	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. Split Sample B1/B2, C1/C2, D1/D2</i>	High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
A	Improve the maintenance of dirt roads	36%	36%	22%	5%	1%	0%
B1	Improve fire protection and emergency medical services	45%	40%	9%	2%	3%	0%
B2	Maintain fire protection and emergency medical services	74%	22%	4%	1%	0%	1%
C1	Improve law enforcement and crime prevention services	44%	35%	11%	4%	5%	1%
C2	Maintain law enforcement and crime prevention services	70%	19%	9%	0%	1%	1%
D1	Maintain and repair local streets, sidewalks, and infrastructure	64%	30%	3%	2%	1%	0%
D2	Improve the repair and maintenance of local streets, sidewalks, and infrastructure	54%	35%	8%	1%	1%	1%
E	Coordinate more special events in Town like a Farmer's Market or Street Fair	36%	40%	19%	4%	0%	0%
F	Complete water conservation projects	44%	39%	13%	3%	1%	0%
G	Provide recycled water to the Town's parks and sports fields	37%	43%	16%	3%	1%	0%
H	Provide more recreational facilities and opportunities	31%	40%	23%	4%	2%	0%
I	Improve the look and appearance of Yucca Valley through landscaping, graffiti removal, and regular maintenance of public spaces	40%	41%	15%	3%	1%	0%
J	Work with property owners to revitalize old, outdated commercial buildings and shopping centers	44%	33%	17%	6%	0%	0%
K	Facilitate the development of more housing in Yucca Valley, including housing that is affordable for low and middle-income households	49%	24%	15%	11%	1%	1%
L	Attract higher-end restaurants and retail shops to Town	40%	33%	18%	9%	0%	0%
M	Attract commercial businesses to Town that provide higher-paying jobs	52%	34%	9%	5%	0%	0%
N	Fund and deliver projects and programs to assist homeless individuals	38%	35%	18%	7%	2%	0%

Section 6: Customer Service							
Q17	In the past 12 months, have you been in contact with staff from the Town of Yucca Valley?						
	1	Yes	39%	Ask Q18			
	2	No	57%	Skip to Q19			
	98	Not sure	3%	Skip to Q19			
	99	Prefer not to answer	1%	Skip to Q19			
Q18	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.						
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful		53%	34%	11%	1%	0%
B	Professional		59%	31%	9%	1%	1%
C	Accessible		53%	34%	11%	1%	0%

Section 7: Communications					
Q19	Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means? Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?				
	1	Very satisfied	27%		
	2	Somewhat satisfied	39%		
	3	Somewhat dissatisfied	15%		
	4	Very dissatisfied	12%		
	98	Not Sure	6%		
	99	Prefer not to answer	1%		
Q20	In the past 12 months, have you visited the Town's website?				
	1	Yes	59%	Ask Q21	
	2	No	40%	Skip to Q22	
	98	Not sure	1%	Skip to Q22	
	99	Prefer not to answer	0%	Skip to Q22	

Q21 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 Town's website	14%	49%	29%	5%	2%	1%	0%
B	The ability to find what you are looking for on the website	17%	44%	27%	8%	3%	1%	0%
C	The variety of content and resources available on the website	15%	50%	26%	5%	2%	2%	0%
Q22 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	E-mail & Electronic Newsletters	53%	32%	12%	3%			
B	Social Media sites such as Facebook, Twitter and Instagram	44%	33%	19%	4%			
C	A Smart Phone application that would allow you to communicate with the Town, report issues, and receive updates	58%	27%	12%	3%			
D	Town website	35%	42%	20%	3%			
E	Materials mailed directly to your house	45%	36%	18%	1%			
F	Advertisements in local papers	18%	38%	41%	4%			
G	Text messages	49%	35%	14%	3%			
H	Town hall style meetings	24%	51%	21%	4%			
I	Announcements on local radio stations	29%	41%	26%	3%			
<i>Ask Q23 if Q22B=(1,2).</i>								
Q23 What is your preferred Social Media site - the one you currently use most often? Verbatim responses recorded and later grouped into categories shown below.								
Facebook		60%						
Instagram		32%						
Not sure / No preference		7%						
Nextdoor		3%						
Do not use, infrequently use social media		3%						
Twitter		2%						
Email		2%						
Newspaper		1%						

Text messaging	1%
Mentioned other non-digital media	1%
TikTok	1%
YouTube	1%

Section 8: Background & Demographics

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

D1	What is your gender?	
	1 Male	47%
	2 Female	52%
	3 Other	0%
	99 Prefer not to answer	1%
D2	In what year were you born? Year recoded into age groups shown below.	
	18 to 24	9%
	25 to 34	17%
	35 to 44	15%
	45 to 54	11%
	55 to 64	18%
	65 or older	26%
	Prefer not to answer	4%
D3	Do you have one or more children under the age of 18 living in your household?	
	1 Yes	26%
	2 No	73%
	99 Prefer not to answer	1%
D4	Do you own or rent your residence in Yucca Valley?	
	1 Own	64%
	2 Rent	29%
	99 Prefer not to answer	7%

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	44%
	2	Employed part-time	9%
	3	Student	2%
	4	Homemaker	4%
	5	Retired	30%
	6	In-between jobs	4%
	98	Not sure	2%
	99	Prefer not to answer	5%

Thanks so much for participating in this important survey!

Post-Interview & Sample Items

S1	Survey Language		
	1	English	94%
	2	Spanish	6%