

# CITIZEN SATISFACTION STUDY

CONDUCTED FOR THE  
TOWN OF YUCCA VALLEY

PRESENTED BY  
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10/11/2023

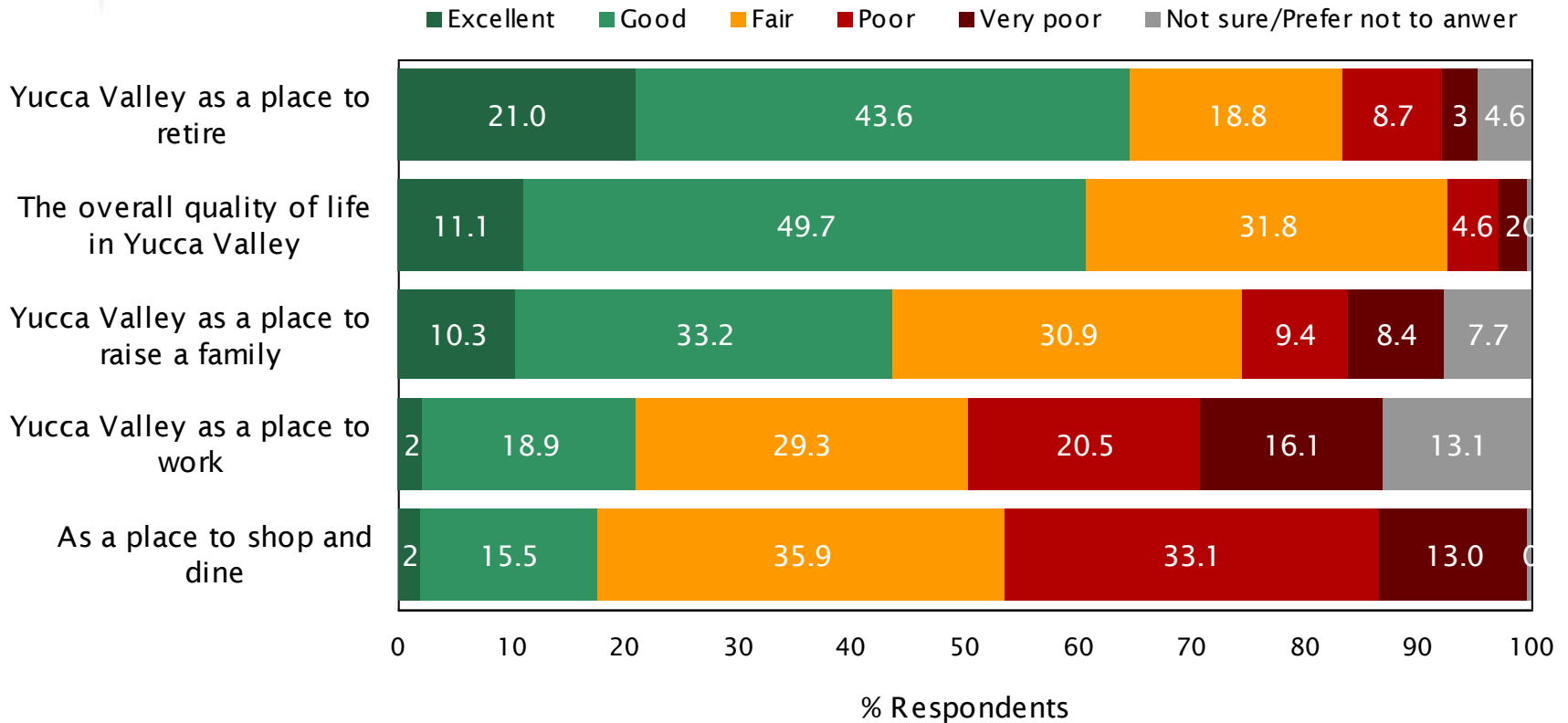




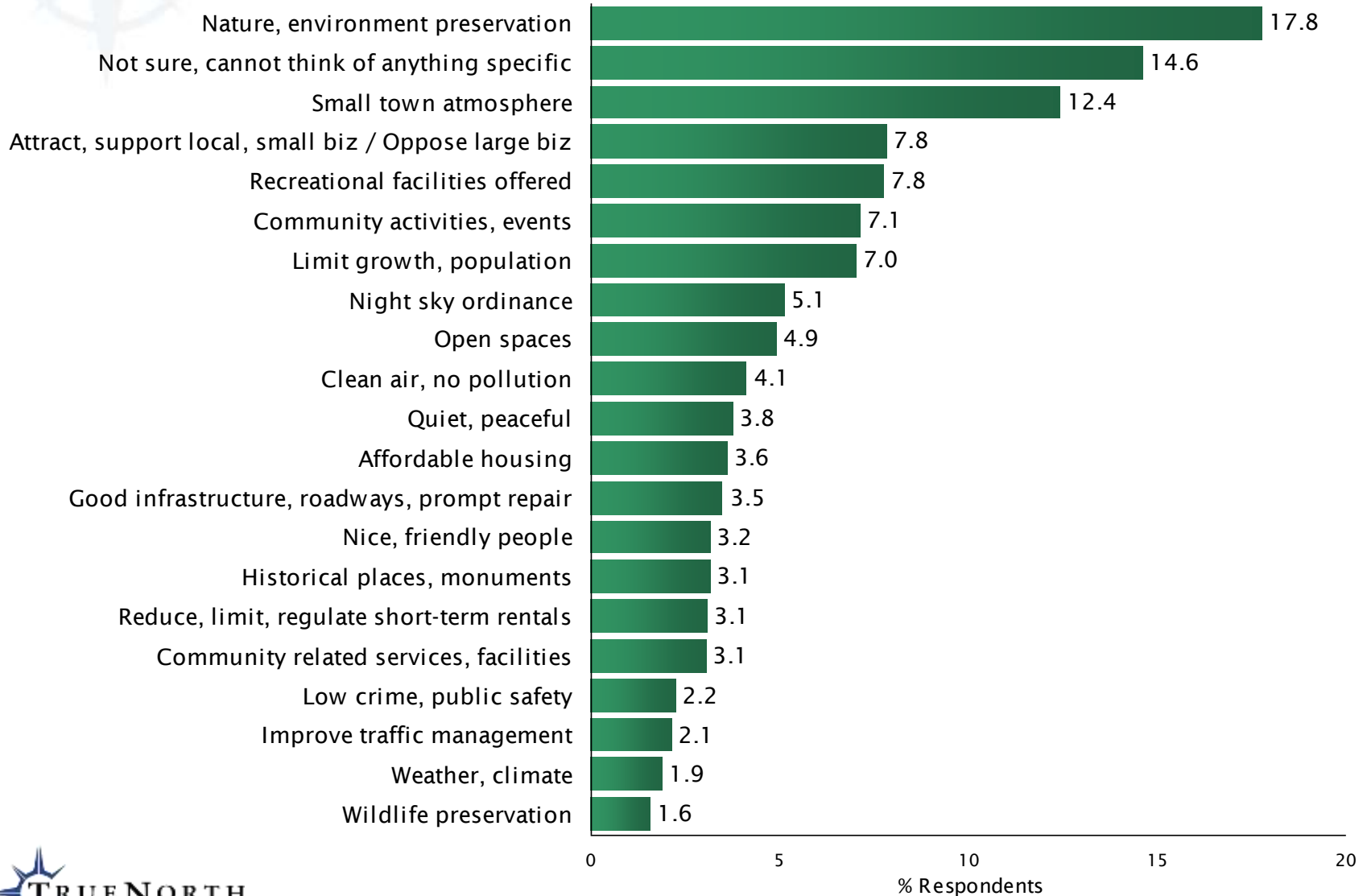
# METHODOLOGY OF STUDY

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

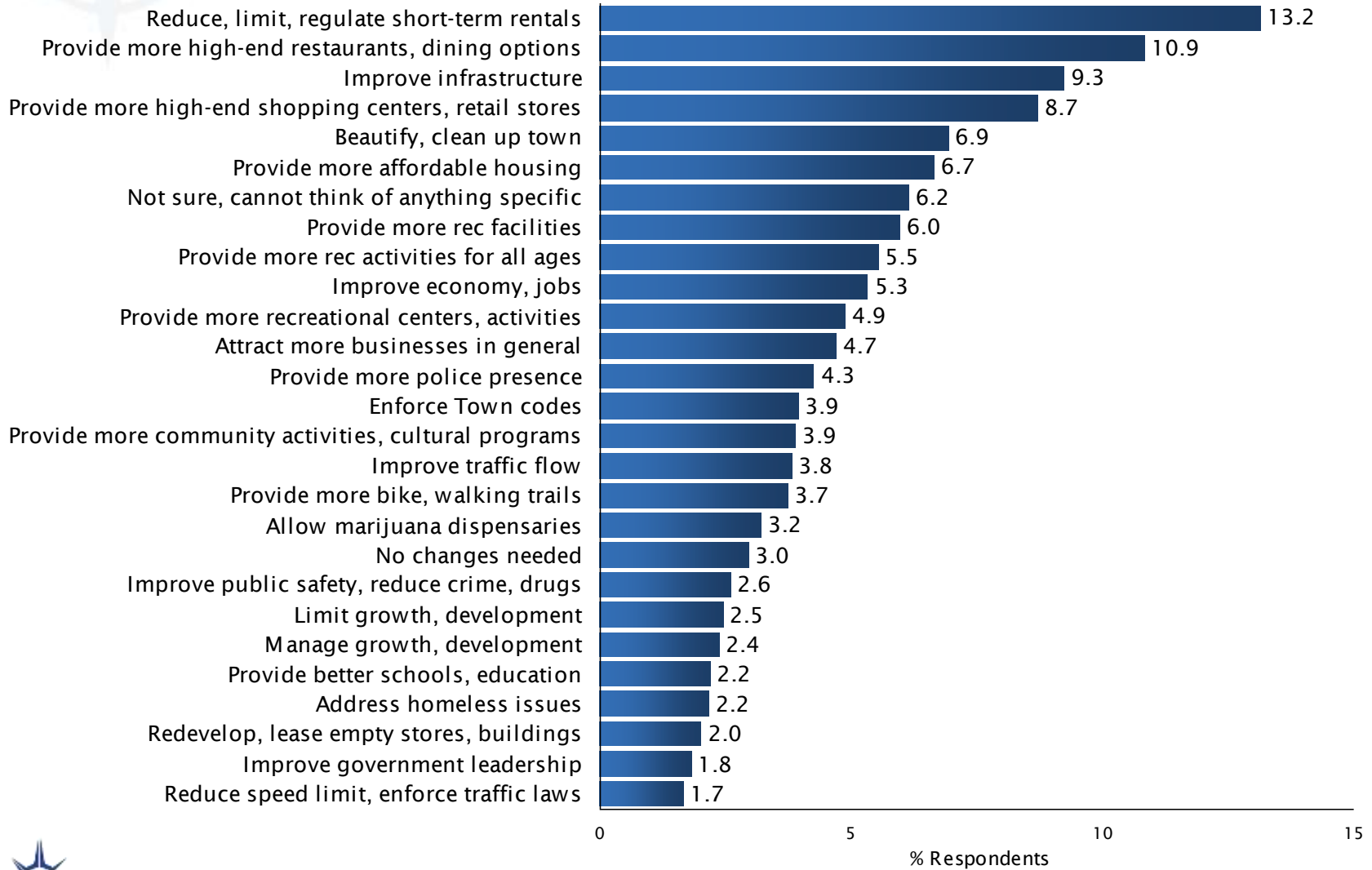
# RATING YUCCA VALLEY



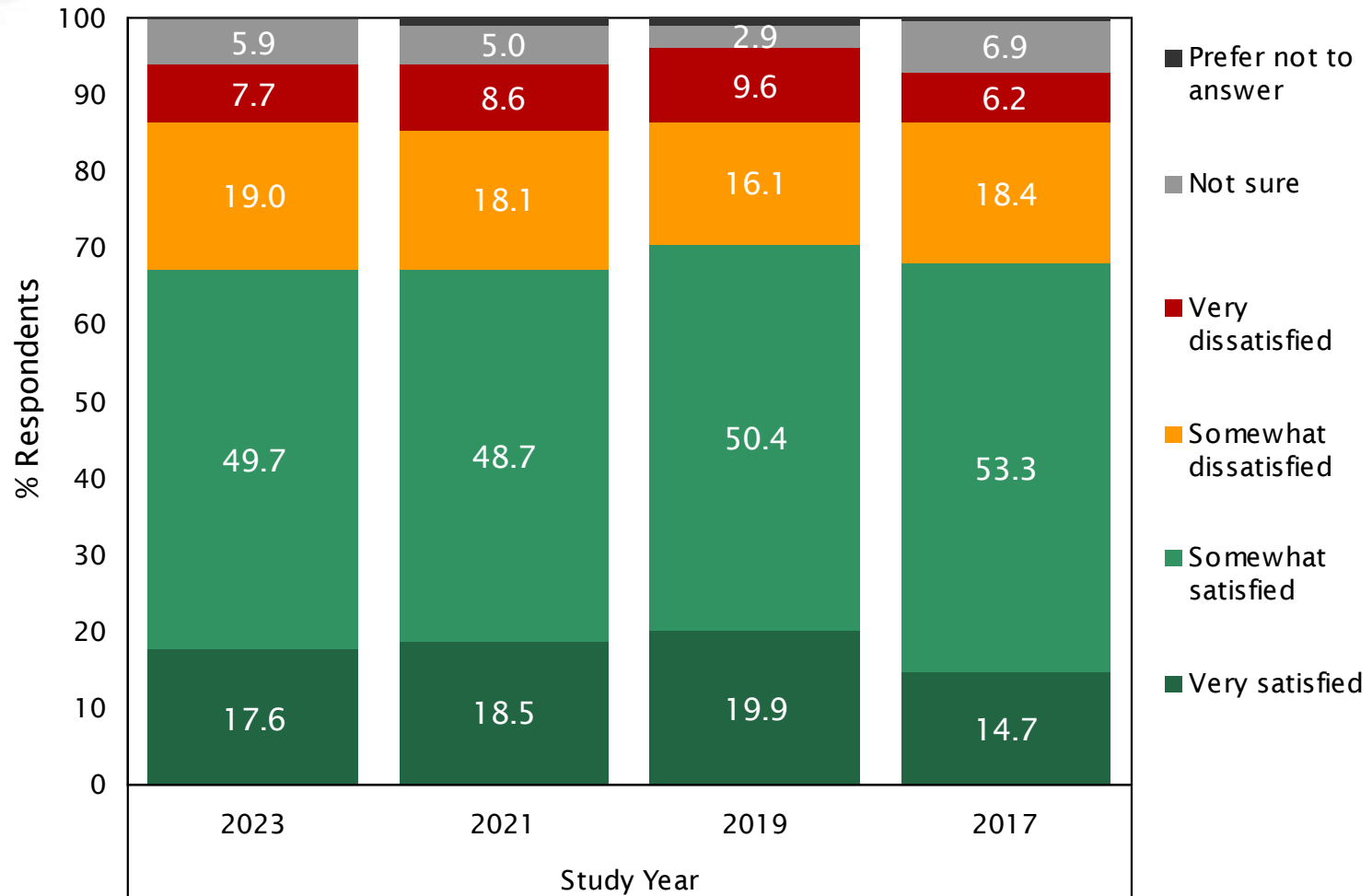
# LIKE MOST & WANT TO PRESERVE



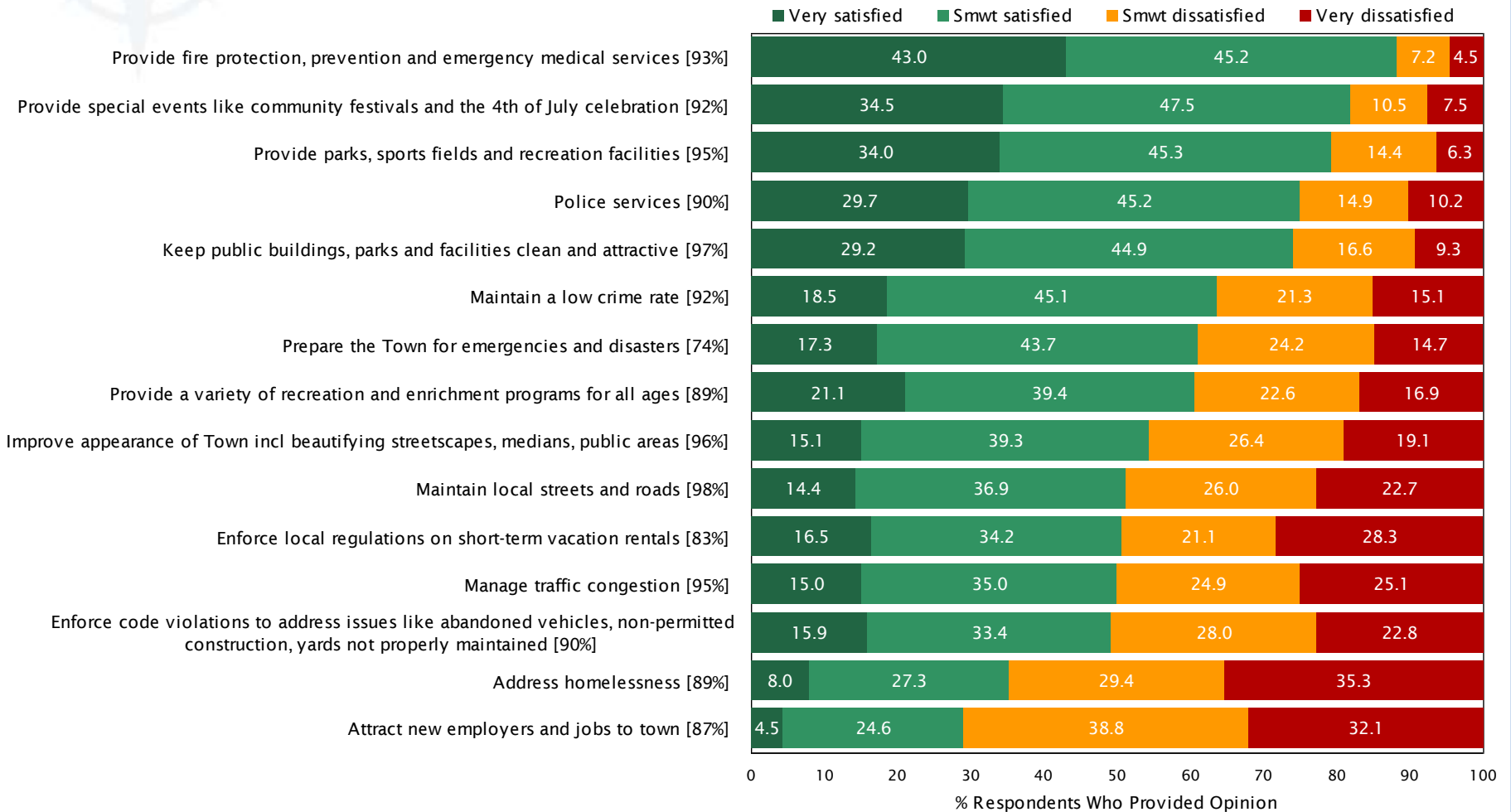
# CHANGES TO IMPROVE YUCCA VALLEY



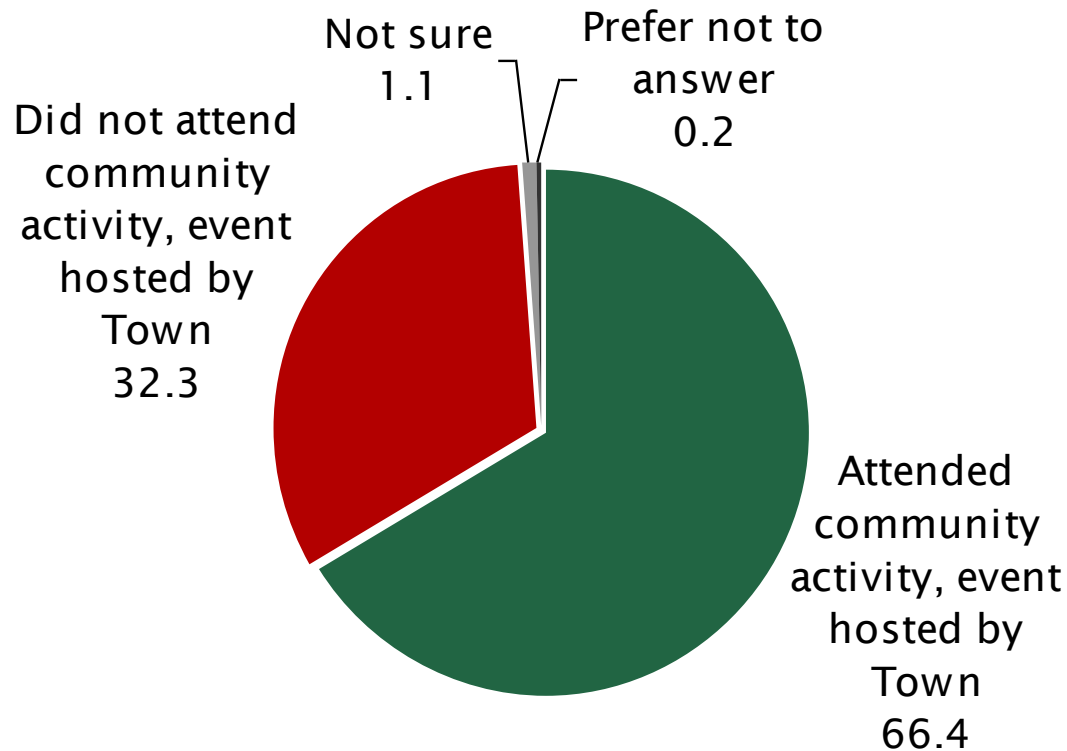
# OVERALL SATISFACTION BY STUDY YEAR



# SATISFACTION WITH SERVICES

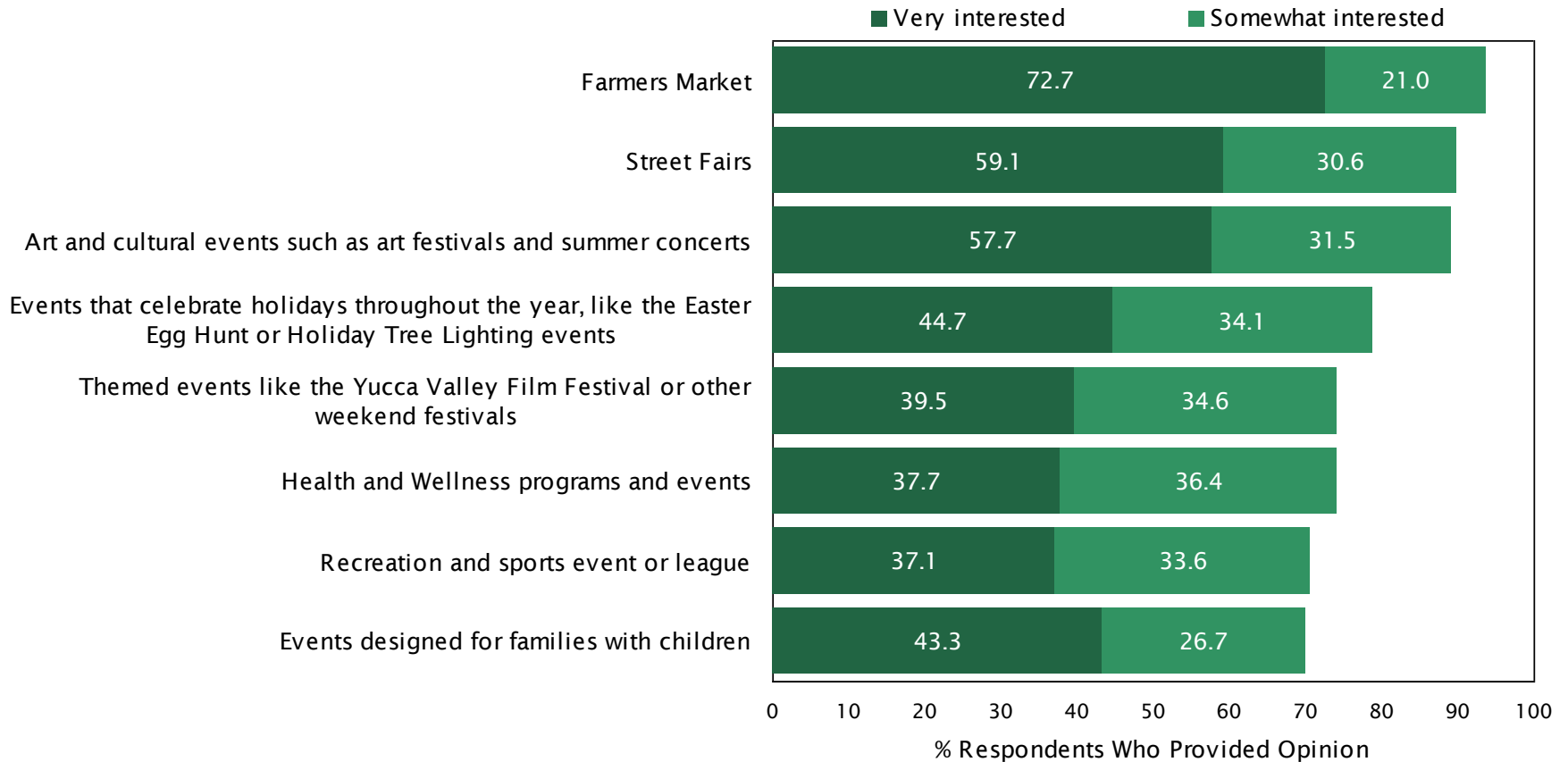


# ATTENDED COMMUNITY, ACTIVITY EVENT HOSTED BY TOWN OF YUCCA VALLEY IN PAST 2 YEARS

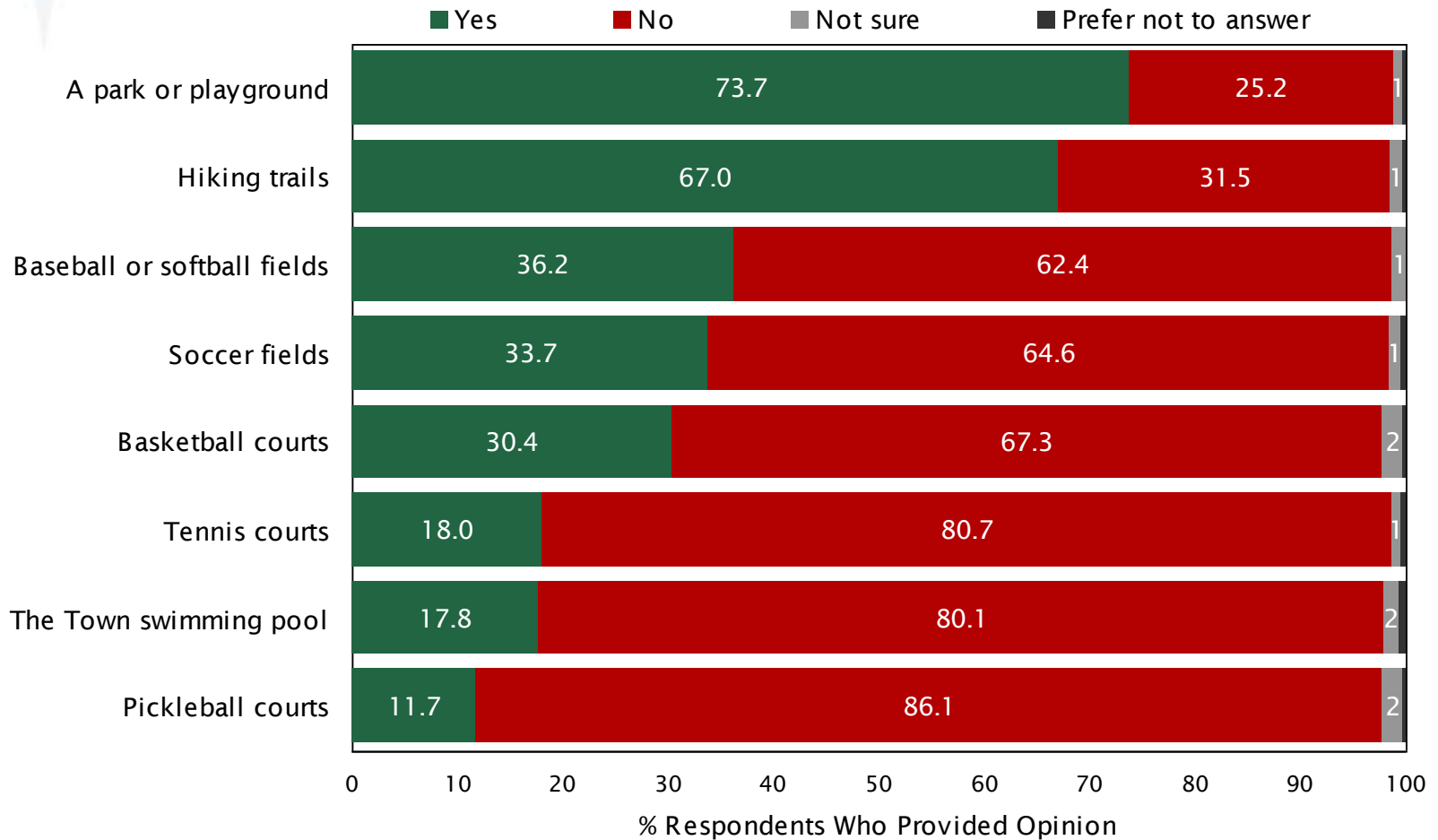




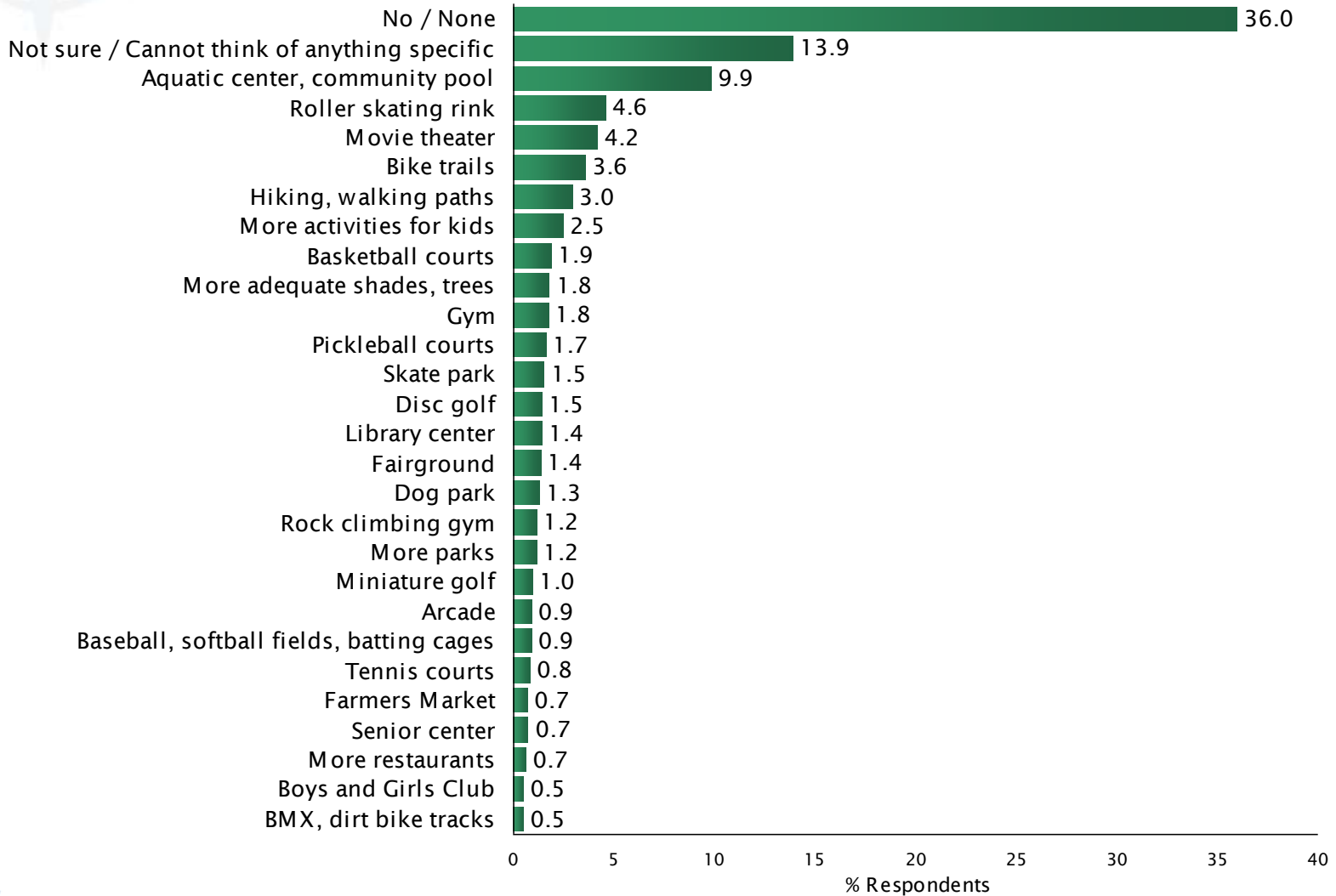
# INTEREST IN COMMUNITY EVENTS



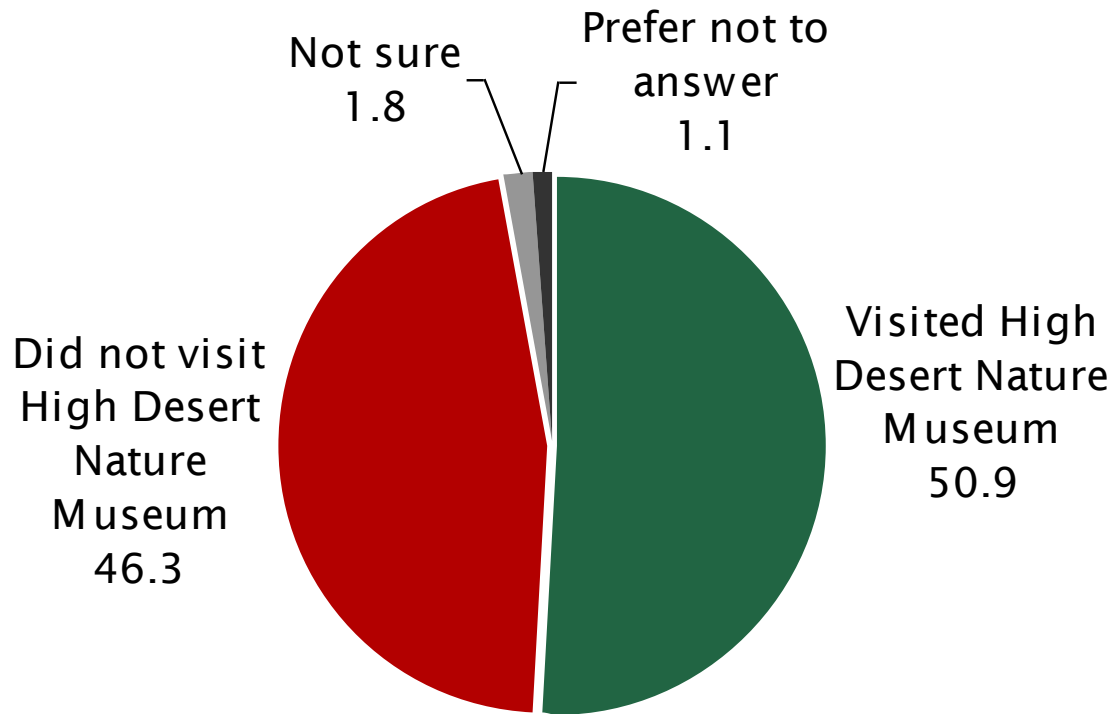
# HOUSEHOLD USE OF FACILITIES



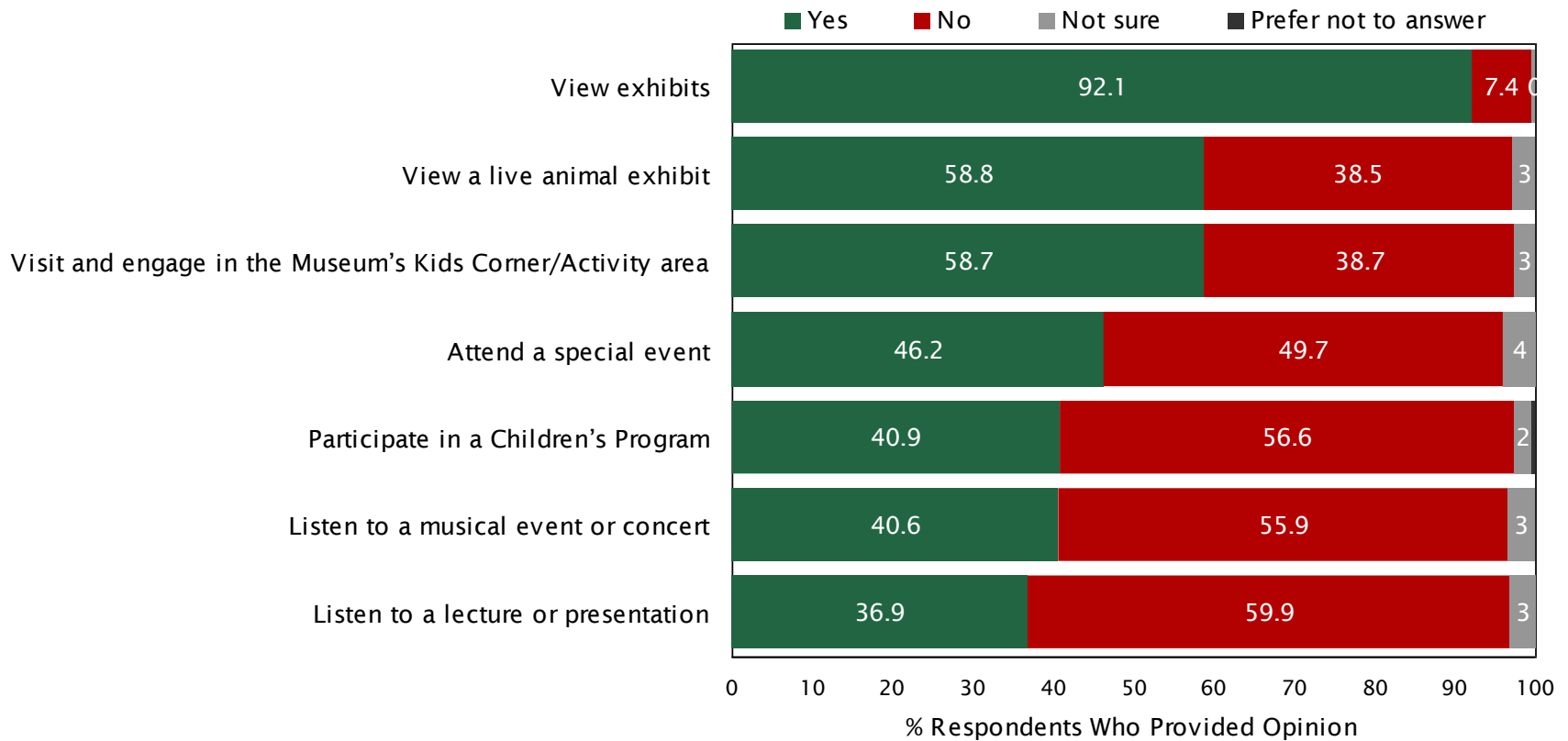
# DESIRED REC FACILITY OR AMENITY



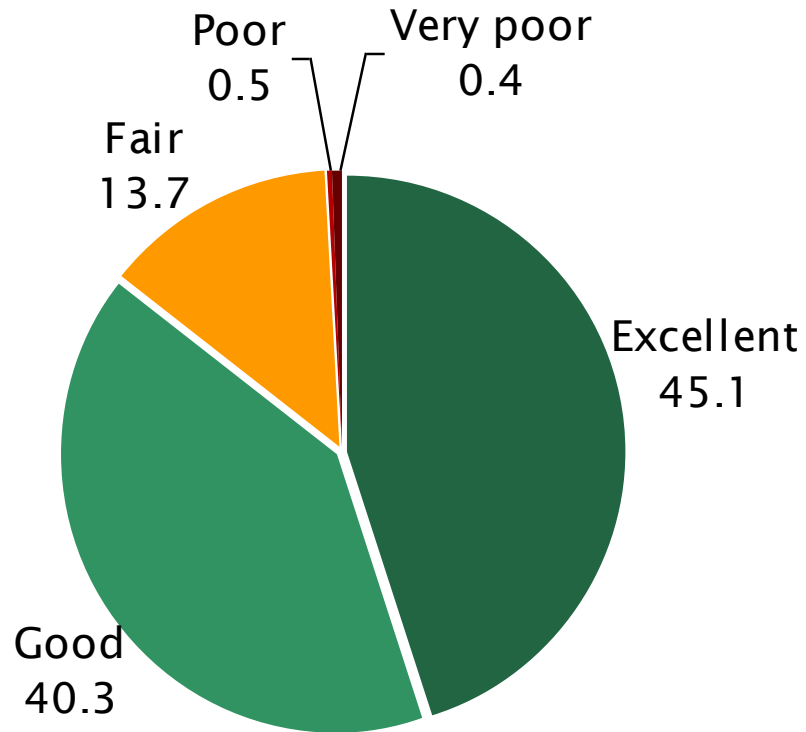
# VISITED THE HIGH DESERT NATURE MUSEUM



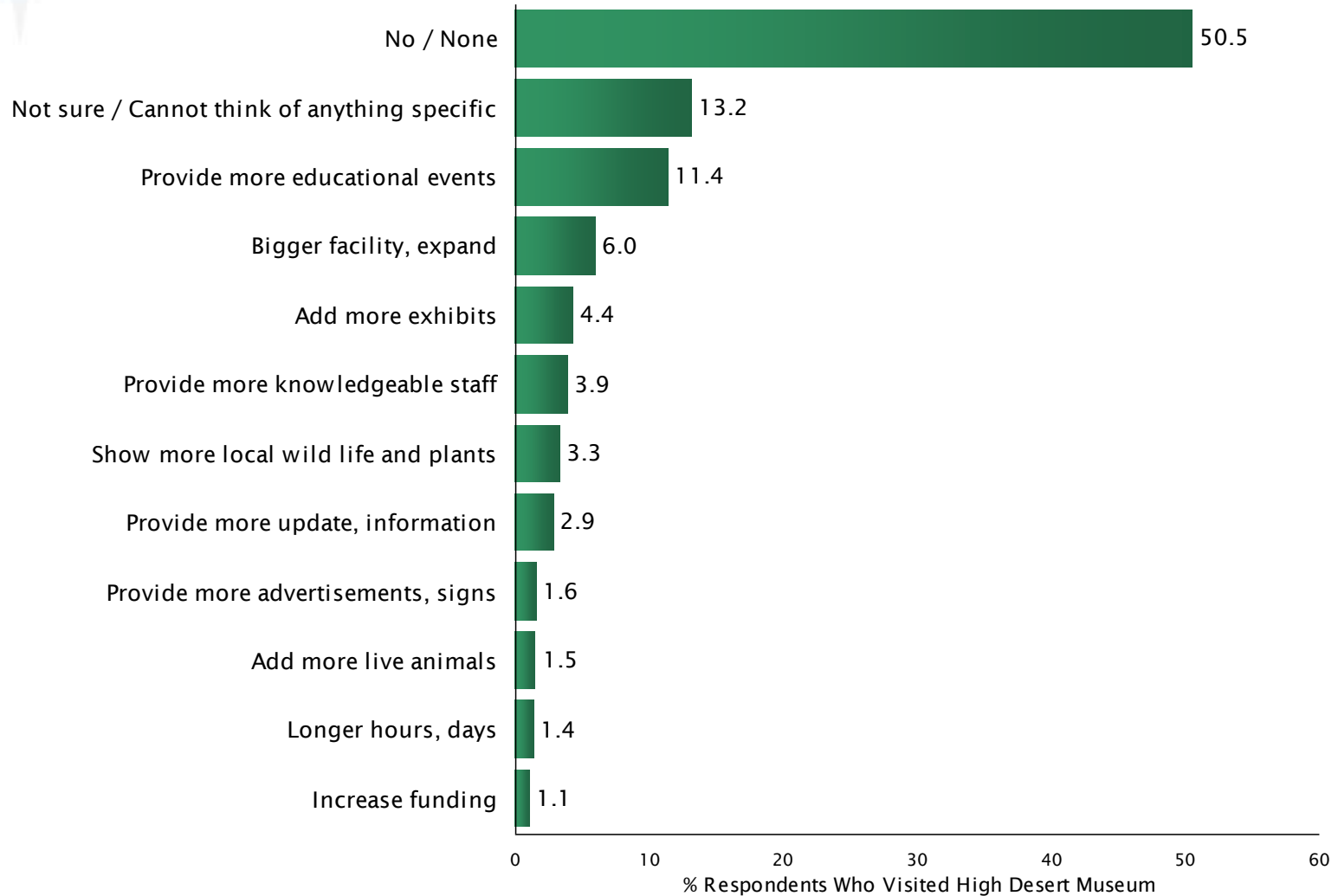
# ACTIVITIES ENGAGED IN AT MUSEUM



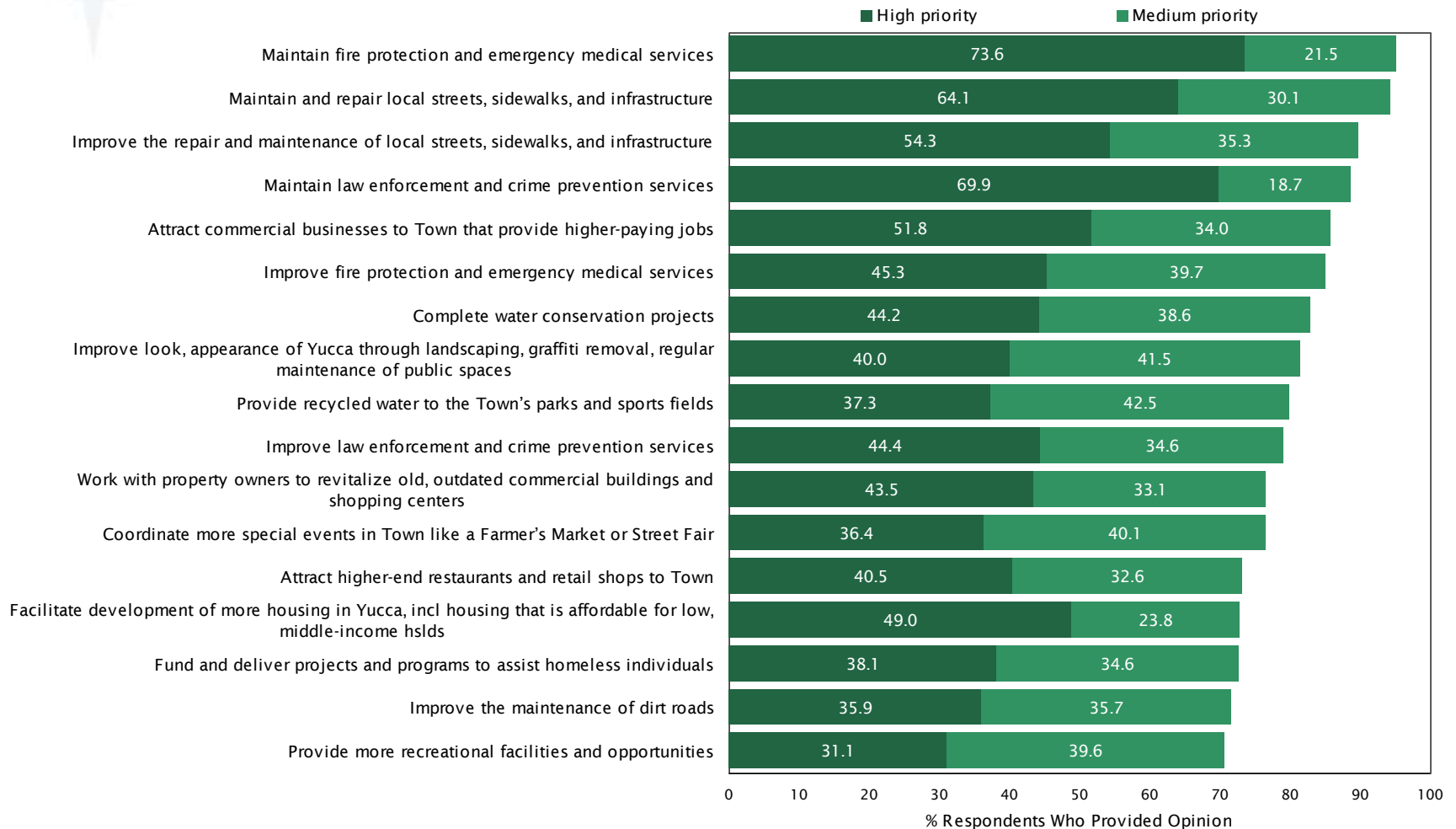
# RATING EXPERIENCES AT MUSEUM



# SUGGESTIONS TO IMPROVE MUSEUM

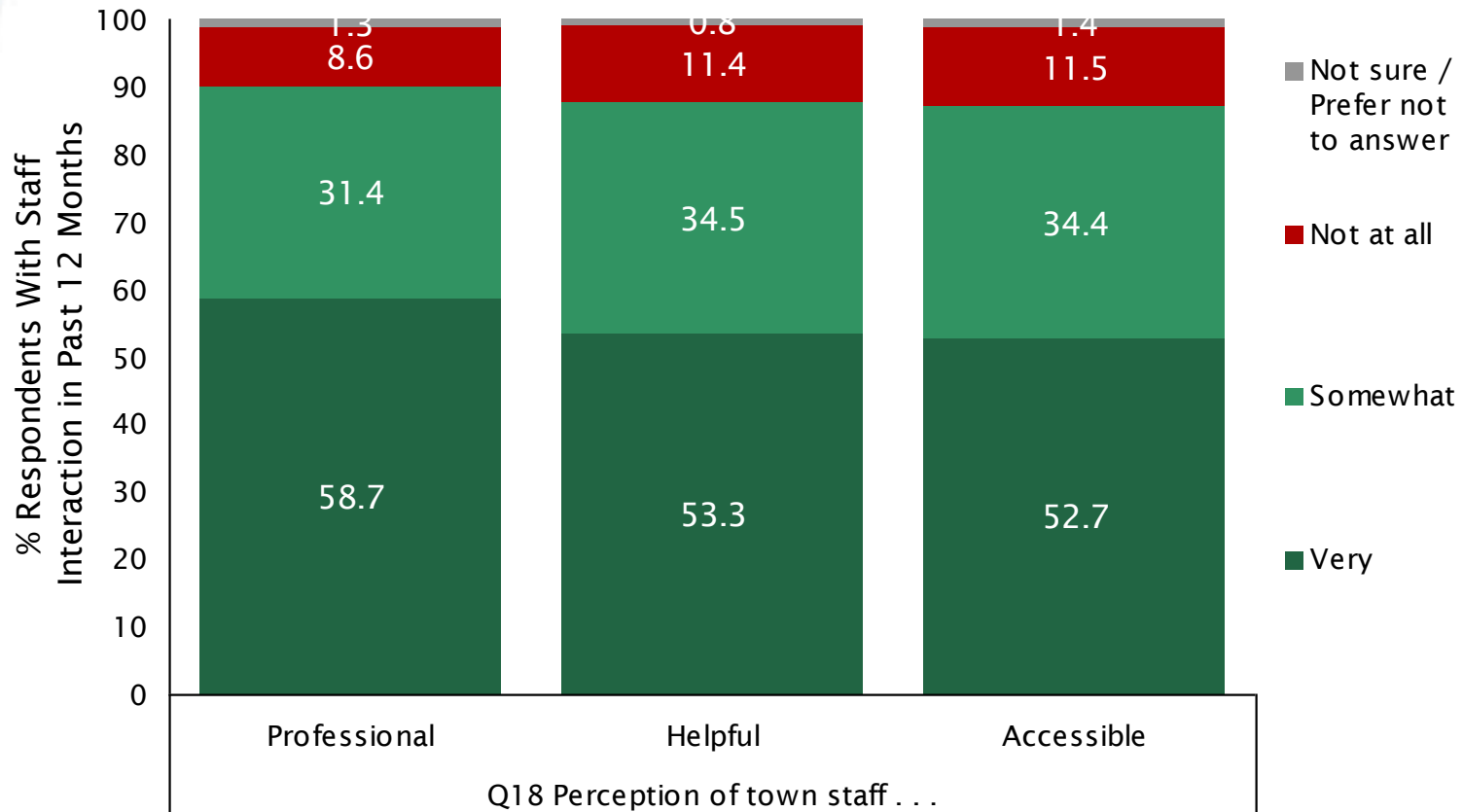


# PRIORITIES FOR TOWN FUNDING





# RATING CUSTOMER SERVICE

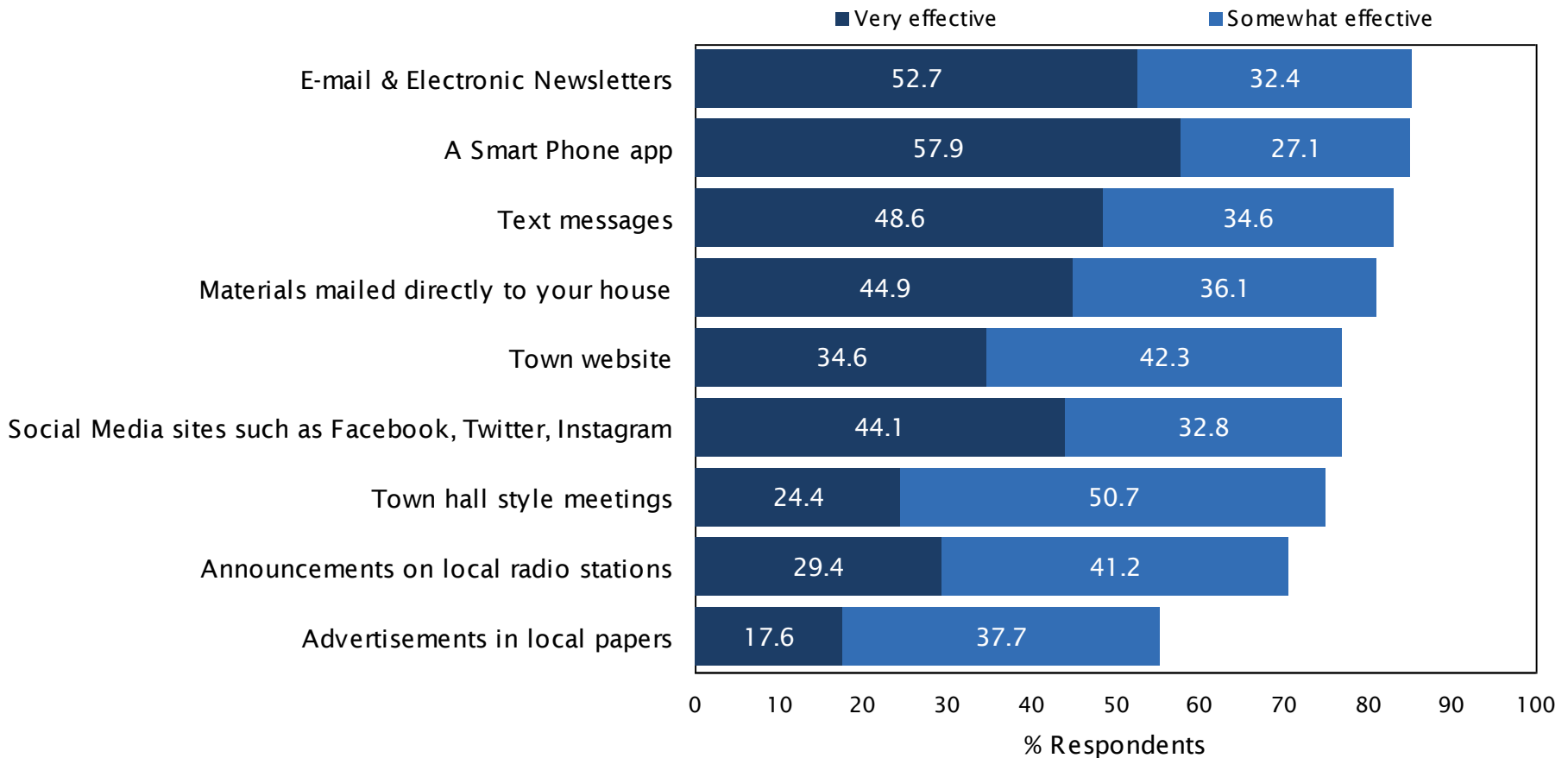


# SATISFACTION WITH COMMUNICATION

## BY STUDY YEAR



# EFFECTIVENESS OF COMMUNICATION METHODS





# FINAL THOUGHTS

- **Despite the many challenges and changes over the past four years, resident satisfaction with Town's performance has remained remarkably stable.**
- **Top performance areas include:**
  - Fire protection, prevention & emergency services
  - Special community events
  - Parks, sports fields, and recreational facilities
  - Police services
- **Customer service is highly regarded**
  - At least 85% of customers gave high marks for Town staff's accessibility, professionalism, and helpfulness
- **Opportunity Areas**
  - Economic development/attracting new businesses, employers and jobs
  - Addressing homelessness
  - Improved public safety
  - Maintenance of streets and Infrastructure
  - Improve look, appearance and maintenance of public areas
  - Continue enforcing regulations on short-term vacation rentals