

Resident Satisfaction Survey



final report



Apple Valley

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report prepared for the
TOWN OF APPLE VALLEY



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INTRODUCTION

Located in the heart of the Victor Valley, the Town of Apple Valley was incorporated in 1988, more than 125 years after its first road was laid. Once known primarily for its ranches, orchards, and destination resorts, Apple Valley is now a balanced mix of homes, businesses, and recreation facilities. Home to an estimated 70,322 residents,¹ the Town maintains a team of full- and part-time employees to provide a comprehensive suite of services through sixteen main departments: Administration, Animal Control, Building and Safety, Code Enforcement, Economic Development, Engineering, Finance, Information Technology, Public Services, Parks, Recreation, Planning, Police², Public Information, Public Works, and the Town Clerk's office.

To monitor its progress in meeting residents' needs, the Town engages its residents on a daily basis and receives constant *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 the 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 those who are 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 will provide 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 concern for residents, as well as their perceptions of the Town.
- Measure residents' overall satisfaction with the Town's efforts to provide municipal services, and their satisfaction with a variety of specific services.
- Evaluate the use and perception of a variety of parks and recreation facilities and programs.
- Gather perceptions of local issues such as traffic, economic development, and code enforcement.
- Determine the effectiveness of the Town's communication with residents.
- Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs, and interests.

1. Source: 2007 American Community Survey Population Estimates.

2. Since its incorporation, the Town has contracted with the San Bernardino County Sheriff's Department.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 43). In brief, a total of 600 randomly selected adult residents participated in the survey between December 20, 2008 and January 2, 2009³. The telephone interviews were conducted in English and Spanish and averaged 21 minutes in length.

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 sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, 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, and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

ACKNOWLEDGEMENTS True North thanks Kathie Martin, Public Information Officer at the Town of Apple Valley, and other staff members for contributing valuable input during the design stage of this study. Their collective experience, insight, and local knowledge 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 Apple 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, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 500 survey research studies for public agencies, including more than 250 studies for California municipalities and special districts.

3. Interviewing was suspended for the Christmas and New Year's holidays.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- An overwhelming majority (82%) of respondents shared favorable opinions of the quality of life in Apple Valley, with 23% reporting it is excellent and 59% stating it is good. Fourteen percent (14%) of residents indicated that the quality of life in the Town is fair, and only 4% of residents used poor or very poor to describe the quality of life in the Town.
- When asked what changes the Town government could make to improve the quality of life in Apple Valley, approximately 11% of respondents were either unsure or indicated they desired no changes from the Town, which were the most common responses overall. Regarding specific suggestions for change and improvement, improving and maintaining streets and roads (8%), improving the local economy (7%), reducing or limiting growth (7%), and improving public safety (7%) were the most common mentions.

TOWN SERVICES

- The vast majority (85%) of Apple Valley residents indicated they were either very satisfied (40%) or somewhat satisfied (45%) with the Town's overall efforts to provide municipal services. A small portion of residents (11%) reported that they were dissatisfied, and 4% were unsure.
- Residents were asked to rate the importance of 14 specific services provided by the Town of Apple Valley. Overall, Apple Valley residents rated maintaining local streets and roads as the most important of the services tested (93% extremely or very important), followed by providing police services (92%), and preparing the Town for emergencies (87%). At the other end of the spectrum, providing special community events, such as the Freedom Festival and Sunset Concert Series (41%), providing animal control services (62%), and providing a variety of recreation programs (66%) were viewed as comparatively less important.
- The survey also asked about satisfaction with the Town's efforts to provide the same 14 services. Although residents were generally satisfied, they were most satisfied with efforts to provide reliable garbage and recycling services (96% very or somewhat satisfied), followed by provide special community events, such as the Freedom Festival and Sunset Concert Series (93%), provide animal control services (89%), provide senior services (88%), provide police services (88%), and maintain the appearance of public landscapes and facilities (88%). Respondents were comparatively less satisfied with the Town's efforts to manage traffic congestion in Town (70%), attract businesses and jobs to the area (70%), and maintain local streets and roads (72%).

PERCEIVED SAFETY

- Nearly all residents stated that they feel safe walking alone in their neighborhoods (90%) and in business areas (90%) in Apple Valley during the day. After dark, however, the proportion who indicated that they feel safe in residential and business areas declined to 66% and 56%, respectively.

PARKS, RECREATION & SPECIAL EVENTS

- Seventy percent (70%) of respondents indicated that they or someone in their household had visited an Apple Valley park or recreation facility in the past year.
- Nearly half (46%) of Apple Valley households reported that they visit a town park or recreation facility at least once per month.
- Nearly three-quarters (73%) of those who had visited an Apple Valley park or recreation facility rated the appearance and cleanliness of the sites as excellent or good.
- Sixty-two percent (62%) of those who had visited an Apple Valley park or recreation facility rated the quality of the amenities and equipment at the sites as excellent or good.
- Sixty-two percent (62%) of those who had visited an Apple Valley park or recreation facility rated the safety of parks and recreation facilities as excellent or good.
- Approximately one-third (31%) of Apple Valley households had participated in a recreational program offered by the Town during the past year.
- Among those who participated in a recreation program during this period, 84% rated the quality of Apple Valley's recreation programs as excellent (39%) or good (45%), 12% felt they were fair, and 3% cited them as poor or very poor.
- Almost half (46%) of households surveyed had attended at least one community event sponsored by the Town of Apple Valley during the 12 months prior to the interview.
- Among those who attended at least one community event during this period, 85% rated the quality of Apple Valley's community events as excellent (37%) or good (48%), 11% felt they were fair, and 4% cited them as poor or very poor.
- Among the 25% of respondents who expressed an interest in the Town providing additional community events, 7% mentioned concerts or music events, 4% sporting events, 3% programs for young children, and 3% mentioned activities for teenagers. No other specific type of event was mentioned by at least 3% of respondents.
- Overall, 75% of households surveyed reported some form of involvement in parks, recreation and community events in Apple Valley.

TRAFFIC

- More than three quarters (79%) of residents rated traffic circulation in residential areas as excellent or good. Perceptions of overall circulation (57%) and circulation on major streets (46%) were considerably less positive, although residents voiced the greatest amount of concern regarding circulation on the way into and out of town, with only 31% citing it as excellent or good compared with 38% citing it as poor or very poor.

NEIGHBORHOOD ISSUES

- The most commonly experienced neighborhood problem among those tested was insufficient street lighting (mentioned by 53% as a big or moderate problem), followed by speeding vehicles (46%), and foreclosed homes that are not being maintained (40%).
- Among those with an opinion regarding the City's efforts to enforce code violations, 21% of respondents indicated that they were dissatisfied with the Town's efforts in this respect. The remaining respondents were either somewhat (36%) or very (42%) satisfied with the Town's code enforcement efforts.

- When those who were dissatisfied with the Town's code enforcement efforts were asked if there was a particular reason for their dissatisfaction, the most commonly-cited issue was unkempt yards and properties (30%) which, combined with more specific mention of trash and dumping violations (14%) and abandoned and foreclosed properties (8%), accounted for more than half (52%) of responses. Abandoned vehicles was also cited by 17% of residents who were dissatisfied with existing code enforcement.

SHOPPING & ECONOMIC DEVELOPMENT

- More than two-thirds (68%) of residents indicated that there were retail stores and/or restaurants that they currently patronize outside of town that they would like to have available locally in Apple Valley.
- Sit-down restaurant chains such as Claim Jumper, Sizzler, Red Lobster, Soup Plantation, and Applebee's accounted for nearly half (48%) of the businesses that residents desired. Gourmet and Organic grocery stores such as Trader Joe's, Whole Foods, and Henry's were also popular mentions, cited by 20% of respondents.

SPENDING PRIORITIES

- When asked to prioritize among a series of projects and programs that could be funded by the Town of Apple Valley in the future, providing incentives to attract new employers and jobs to town was assigned the highest priority (67% high priority), followed by improving the maintenance of streets and roads (55%), and hiring more police officers (46%).

COMMUNICATION

- Overall, 78% of respondents indicated they were satisfied with Town's efforts to communicate with residents through newsletters, the Internet, or other means.
- The most frequently-cited sources for town information were the *Daily Press* (36%) and the Town Newsletter (35%), followed by the Internet in general (18%) and the Town's website (15%). No other sources were mentioned by at least 10% of respondents.
- Approximately one-third (32%) of residents expressed interest in receiving more information from the Town about one or more topics.
- The most commonly-mentioned topic of interest was information on employment opportunities and local jobs, requested by 14% of those who received the question. Crime statistics and public safety topics (13%) and upcoming local events (11%) were also popular information requests. Information on future Town planning and growth (8%), updates on road maintenance and repairs (8%), programs and classes offered for youth (7%), and agendas and minutes from Town meetings (5%) were mentioned by at least 5% of respondents.
- Nearly half (47%) of residents indicated they had visited the Town's web site during the 12 months prior to the interview.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the Town of Apple Valley with a statistically reliable understanding of its residents' satisfaction, priorities, and needs as they relate to services and facilities provided by the Town. As such, it can provide the Town with information needed to make sound, strategic decisions in a variety of areas—including service improvements and enhancements, measuring and tracking internal performance, budgeting, and planning. 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.

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

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

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

The vast majority (85%) of Apple Valley residents reported being satisfied with the Town's overall performance in providing municipal services. The high level of satisfaction expressed with the Town's performance *in general* was also mirrored in residents' assessment of the Town's performance in providing specific services. For every service area tested, the Town is meeting the needs and expectations of at least 70% of its residents, and for most of the services the Town is meeting or exceeding the needs of at least 80% of its residents.

The Town's performance in providing municipal services has also contributed to a high quality of life in Apple Valley. More than 8 in 10 residents surveyed (82%) rated the quality of the life in the Town as excellent or good. Moreover, when asked about desired changes to improve Apple Valley, no single category stood out as being widely perceived as a problem. In fact, the most common response among respondents was that they could not think of any changes that were needed.

To the extent that the survey results can be viewed as a report card on the Town's performance, Apple Valley receives A's and B's for all service areas. When compared with more than one hundred similar studies for California municipalities conducted by the Principals at True North, the results found in this study place the Town of Apple Valley comfortably within the top one-third in terms of service performance and overall quality of life.

Where should the Town focus its efforts in the future?

Perhaps the most important recommendation, and one that is occasionally overlooked in customer satisfaction research, is for the Town to recognize the many things that it does well and to focus on continuing to perform at a high level in these areas. As noted throughout this report, residents were generally pleased with the Town's efforts to provide services and facilities and have a favorable opinion of the Town's performance in most areas. The top priority for the Town should thus be to do what it takes to maintain the high quality of services that it currently provides.

However, as the Town continues to strive for improvement, the results of this study do suggest opportunities to further bolster resident satisfaction. Considering the list of services and their respective priority status for future Town attention provided in the body of this report (see *Performance Needs & Priorities* on page 15), respondents' open-ended responses about ways the Town can be improved (see Figure 4 on page 11), and the priority they assigned for potential funding projects (see *Spending Priorities* on page 35), the top candidates for improvement are: managing traffic congestion, attracting new businesses and jobs to the area/economic development, maintaining local streets and roads, managing growth, and improving public safety.

Having recommended that the Town focus on these service areas, we feel it is equally important to stress that the appropriate strategy for improving resident satisfaction in these areas would likely be a combination of focused communication and actual service improvements. It may be, for example, that many residents are simply not aware of the Town's economic development plans, or its plans for managing the impacts of future developments. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness/understanding on these matters will be a key to maintaining and improving residents' overall satisfaction in the short- and long-term.

Is Town-resident communication a concern for Apple Valley?

The aforementioned recommendations notwithstanding, the Town of Apple Valley appears to do a solid job communicating with residents through newsletters, its website, and other media. With 78% of residents indicating satisfaction with Town-resident communication and residents citing a variety of different sources for receiving town-related information, Apple Valley's performance in communicating with residents is respectable.

Nevertheless, the study does indicate opportunities to improve Town-resident communication. With just one-third of residents indicating that they rely on the Town newsletter, for example, there is a clear opportunity to increase the effectiveness of this source -- through increasing its publication frequency, making it more visible to residents/better penetration, and/or improving the content to increase readership. It is worth

noting that nearly one-third of residents indicated that there are specific topics which they'd like to receive more information about from the Town, and the newsletter represents the most viable vehicle for this information.

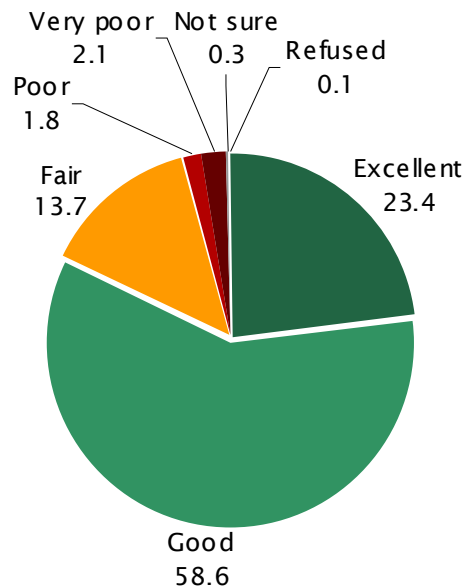
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' perceptions of the quality of life in Apple Valley, as well as what the Town government could do to improve the quality of life in the Town, now and in the future.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in the Town, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, an overwhelming majority (82%) of respondents shared favorable opinions of the quality of life in Apple Valley, with 23% reporting it is excellent and 59% stating it is good. Fourteen percent (14%) of residents indicated that the quality of life in the Town is fair, and only 4% of residents used poor or very poor to describe the quality of life in the Town.

Question 2 *How would you rate the overall quality of life in Apple Valley? Would you say it is excellent, good, fair, poor or, very poor?*

FIGURE 1 QUALITY OF LIFE



For the interested reader, figures 2 and 3 on the next page show how ratings of the quality of life in the Town varied by years of residence in the Town, age of the respondent, presence of a child in the home, home ownership status, employment status, and whether or not the respondent regularly commutes outside Apple Valley to work or school.

FIGURE 2 QUALITY OF LIFE BY YEARS IN APPLE VALLEY & AGE

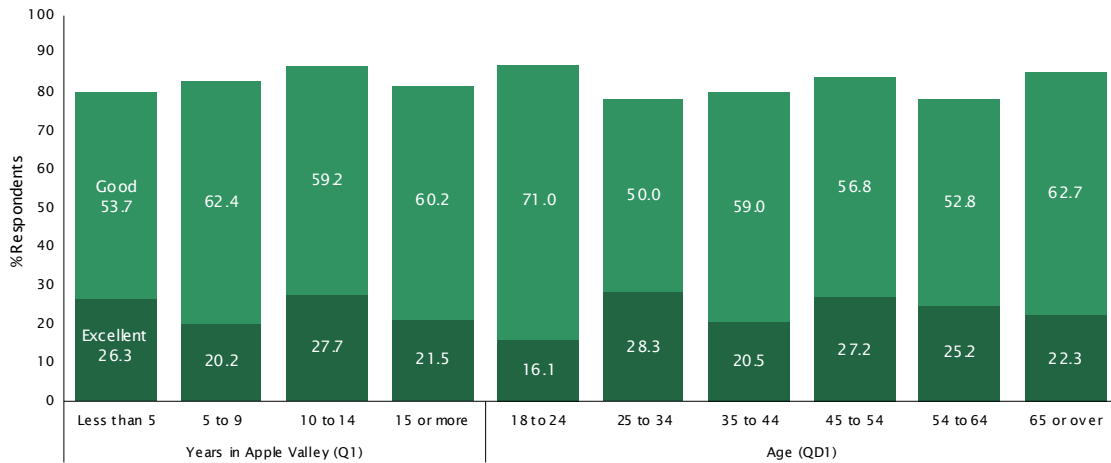
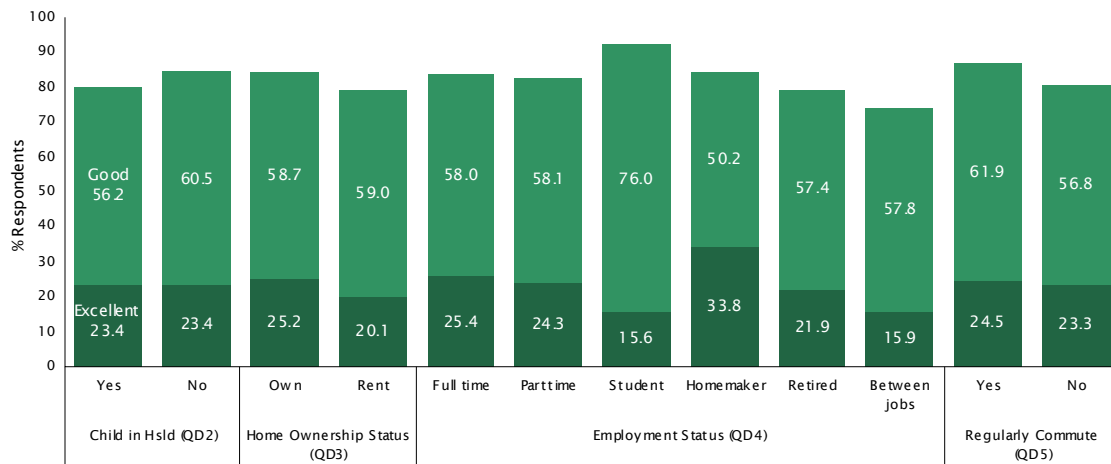


FIGURE 3 QUALITY OF LIFE BY CHILD IN HSLD, HOME OWNERSHIP STATUS, EMPLOYMENT STATUS & REGULARLY COMMUTE

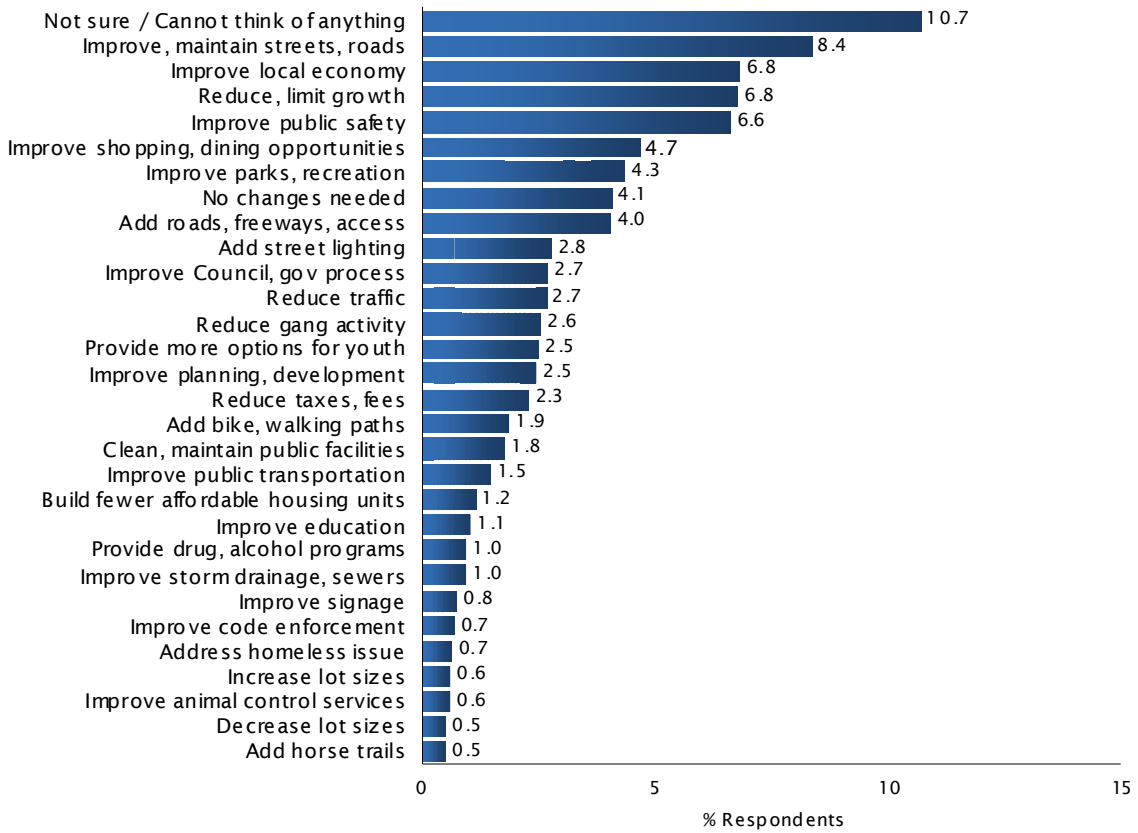


WAYS TO IMPROVE QUALITY OF LIFE Respondents were next asked to indicate one thing the Town could change to make Apple Valley a better place to live, now and in the future. This question was asked in an open-ended manner, which allowed respondents to mention any improvement that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown on the next page in Figure 4.

Approximately 11% of respondents were either unsure of a change that would make Apple Valley a better place to live or indicated they desired no changes from the Town, which were the most common responses overall. Regarding specific suggestions for change and improvement, improving and maintaining streets and roads (8%), improving the local economy (7%), reducing or limiting growth (7%), and improving public safety (7%) were the most common mentions.

Question 3 *If the Town government could change one thing to make Apple Valley a better place to live now and in the future, what change would you like to see?*

FIGURE 4 ONE CHANGE TO IMPROVE APPLE VALLEY



TOWN SERVICES

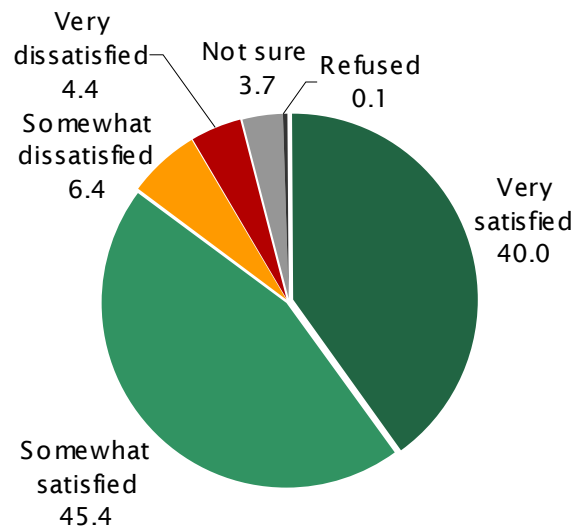
After measuring respondents' perceptions of the quality of life in Apple Valley, the survey next turned to assessing their opinions about the Town's performance in providing various municipal services.

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 Apple Valley is doing to provide 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 5, the vast majority (85%) of Apple Valley residents indicated they were either very satisfied (40%) or somewhat satisfied (45%) with the Town's efforts to provide municipal services. A small portion of residents (11%) reported that they were dissatisfied, and 4% were unsure.

Question 4 *Generally speaking, are you satisfied or dissatisfied with the job the Town is doing to provide services?*

FIGURE 5 OVERALL SATISFACTION



For the interested reader, figures 6 and 7 on the next page show how ratings of the quality of life in the Town varied by years of residence, age of the respondent, presence of a child in the home, home ownership status, employment status, and whether or not the respondent regularly commutes outside Apple Valley to work or school. Overall satisfaction levels were fairly consistent across the groups, with all but one sub-group (those presently unemployed) above 80% very or somewhat satisfied.

FIGURE 6 OVERALL SATISFACTION BY YEARS IN APPLE VALLEY & AGE

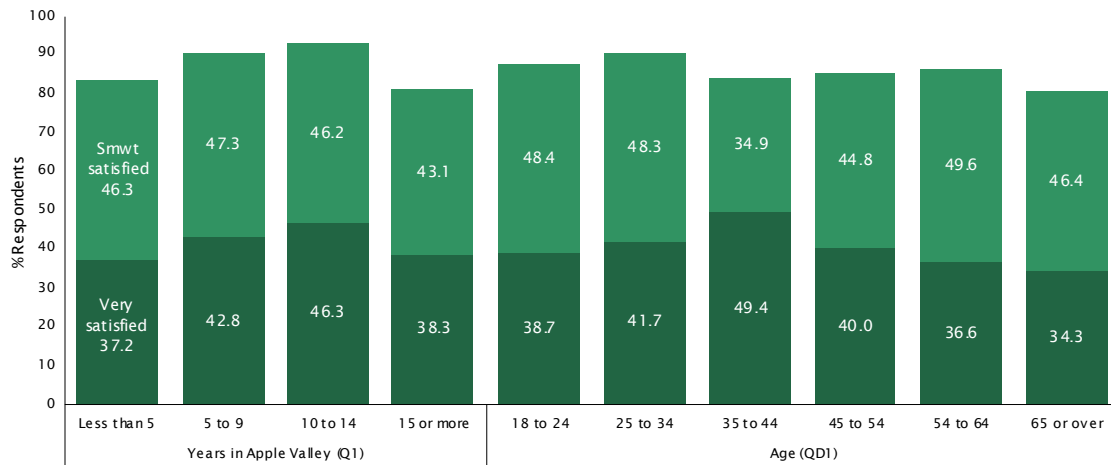
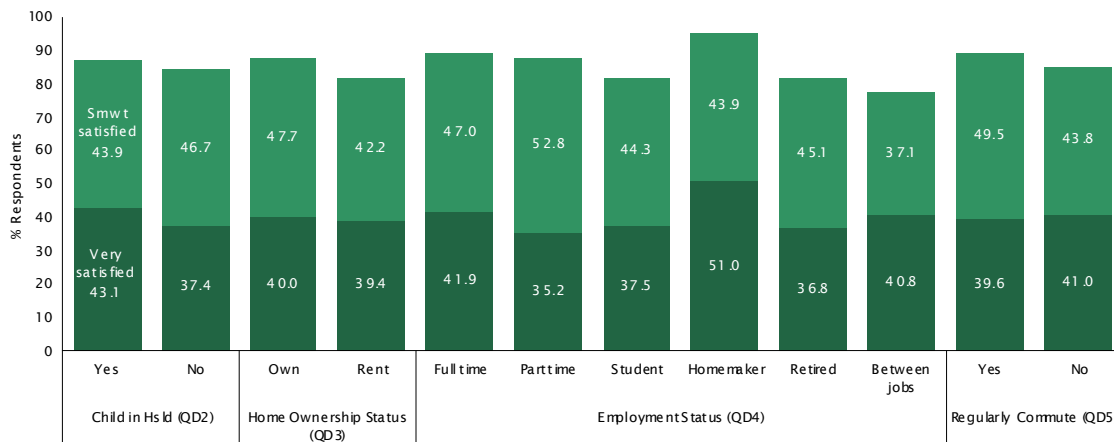


FIGURE 7 OVERALL SATISFACTION BY CHILD IN HSLD, HOME OWNERSHIP STATUS, EMPLOYMENT STATUS & REGULARLY COMMUTE



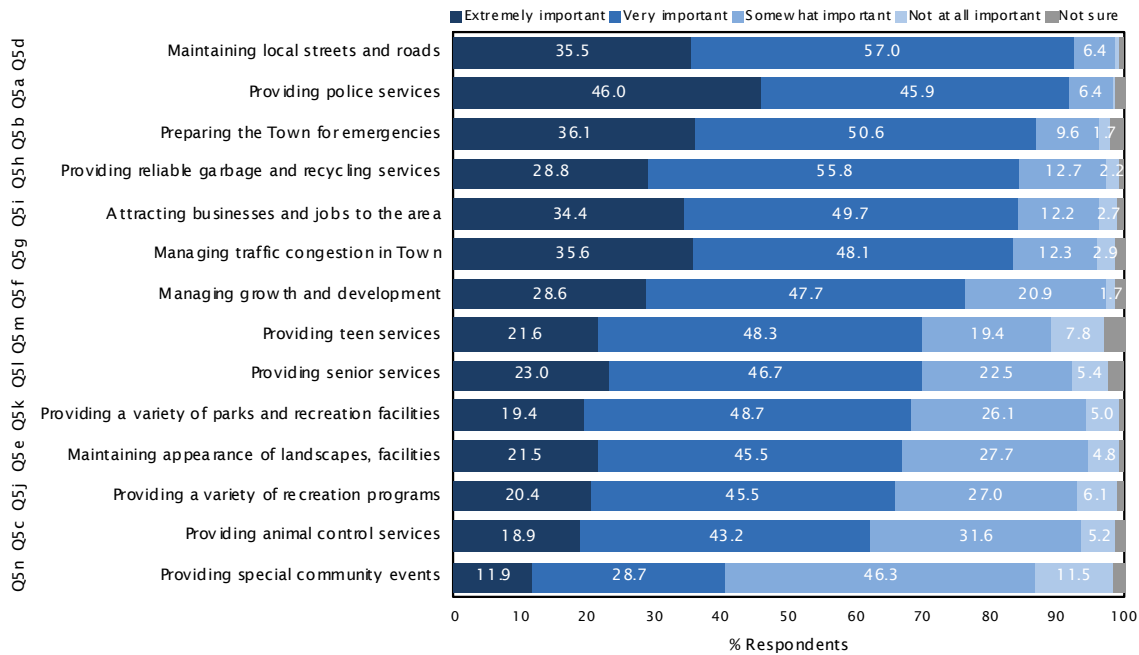
SPECIFIC SERVICES Whereas Question 4 addressed the Town’s *overall* performance, the next two questions asked respondents to rate the importance of *specific* services offered by the Town, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important, or not at all important. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 8 presents the services ranked by order of importance according to the proportion of respondents who rated a service as *at least* very important. Overall, Apple Valley residents rated maintaining local streets and roads as the most important of the services tested (93% extremely or very important), followed by providing police services (92%), and preparing the Town for emergencies (87%).

At the other end of the spectrum, providing special community events, such as the Freedom Festival and Sunset Concert Series (41%), providing animal control services (62%), and providing a variety of recreation programs (66%) were viewed as comparatively less important.

Question 5 For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

FIGURE 8 IMPORTANCE OF SERVICES



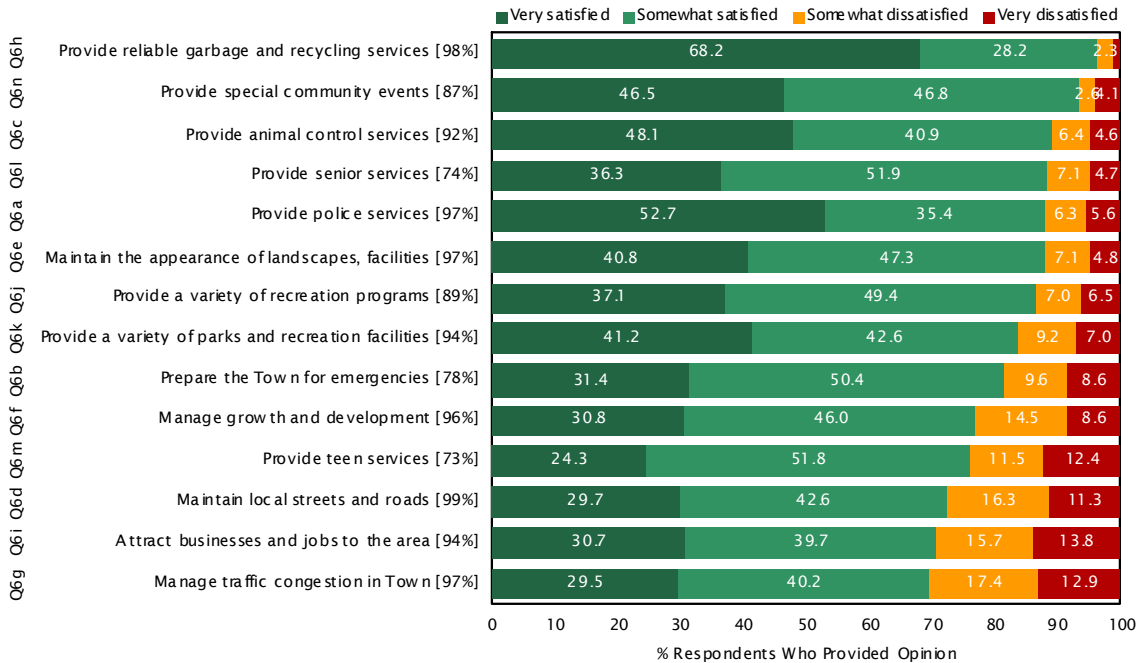
Turning to the satisfaction component, Figure 9 sorts the same list of services according to the proportion of respondents who indicated they were either very or somewhat satisfied with the Town’s efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (either satisfied or dissatisfied) are included in the figures. Those who did not have an opinion were removed from this analysis.⁴

At the top of the list (see Figure 9), respondents were most satisfied with the Town’s efforts to provide reliable garbage and recycling services (96% very or somewhat satisfied), followed by provide special community events, such as the Freedom Festival and Sunset Concert Series (93%), provide animal control services (89%), provide senior services (88%), provide police services (88%), and maintain the appearance of public landscapes and facilities (88%). Respondents were comparatively less satisfied with the Town’s efforts to manage traffic congestion in Town (70%), attract businesses and jobs to the area (70%), and maintain local streets and roads (72%). It is important to note, however, that even for these latter services the vast majority of respondents indicated they were satisfied with the Town’s performance.

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

Question 6 For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the Town is doing to provide the service. Are you satisfied or dissatisfied with the Town's efforts to: _____, or do you not have an opinion?

FIGURE 9 SATISFACTION WITH SERVICES



PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of satisfaction with the Town's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify service areas where the Town has the greatest opportunities to improve resident satisfaction—and identify for which services the Town is meeting, and even exceeding, the majority of residents' needs.

Rather than rely on sample *averages* to conduct this analysis, True North has developed and refined an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this *variation* is required for assessing how well the Town is meeting the needs of its residents.⁵ Table 1 on the next page presents a two-dimensional grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* response options, whereas the vertical scale corresponds to the four *satisfaction* response options.

5. Any tool that relies solely on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a Town is not comprised of *average* residents—it is comprised of unique individuals who vary substantially in their opinions of the Town's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the Town is meeting the needs of its residents.

The 16 cells within the grid are grouped into one of six categories based on how well the Town is meeting, or not meeting, a resident’s needs for a particular service. The six groups are as follows:

- Exceeding Needs* The Town is exceeding a respondent’s needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance the respondent assigned to the service.
- Meeting Needs, Moderately* The Town is moderately meeting a respondent’s needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
- Meeting Needs, Marginally* The Town is marginally meeting a respondent’s needs if the respondent is satisfied with the Town’s efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
- Not Meeting Needs, Marginally* The Town is marginally *not* meeting a respondent’s needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
- Not Meeting Needs, Moderately* The Town is moderately *not* meeting a respondent’s needs if a) a respondent is very dissatisfied with the Town’s efforts to provide the service, but the service is viewed just somewhat or not at all important, or b) a respondent is somewhat dissatisfied and the service is viewed as very important.
- Not Meeting Needs, Severely* The Town is severely *not* meeting a respondent’s needs if a) a respondent is dissatisfied and the service is viewed as extremely important, or b) a respondent is very dissatisfied and the service is viewed as very important.

TABLE 1 NEEDS & PRIORITY MATRIX

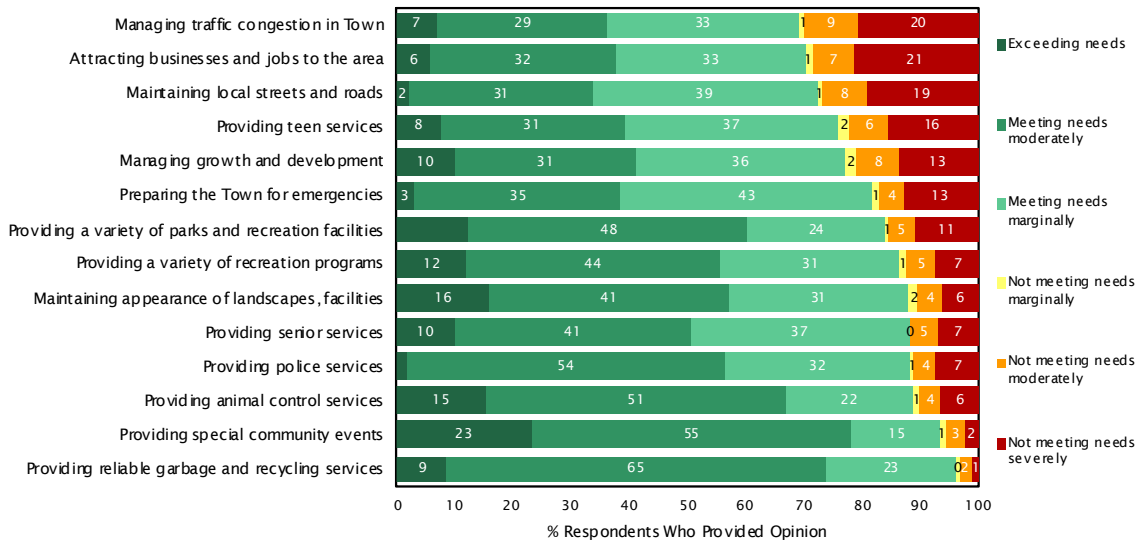
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs,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

Using this framework, True North categorized respondents individually for each of the 14 services tested. For example, a respondent who indicated that managing traffic congestion in Town was somewhat important and they were very satisfied with the Town’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service if they were somewhat dissatisfied with the Town’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 10 below presents each of the 14 services, along with the percentage of respondents grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 10 is consistent with that presented in Table 1. For example, in the service area of managing traffic congestion in Town, the Town is exceeding the needs of 7% of respondents, moderately meeting the needs of 29% of respondents, marginally meeting the needs of 33% of respondents, marginally not meeting the needs of 1% of respondents, moderately not meeting the needs of 9% of respondents, and severely not meeting the needs of 20% of respondents.

Operating from the management philosophy that, all other things being equal, the Town should focus on improving services that have the highest percentage of residents for which the Town is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, managing traffic congestion in Town is the top priority, followed by attracting businesses and jobs to the area, maintaining local streets and roads, providing teen services, and managing growth and development.

FIGURE 10 RESIDENT SERVICE NEEDS



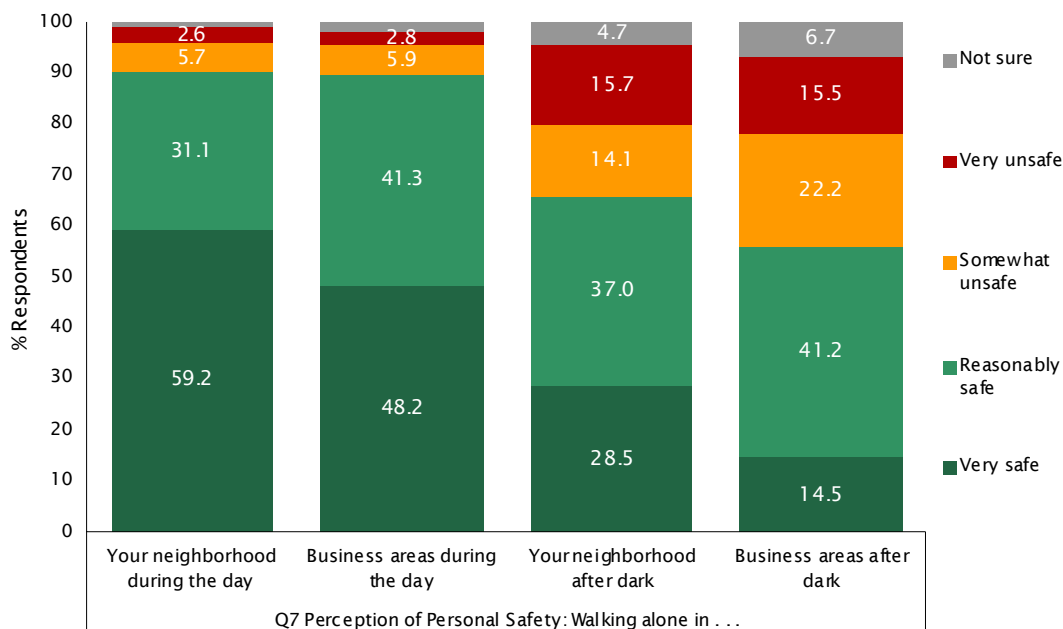
PERCEIVED SAFETY

Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents do not *feel* safe then they will not enjoy the many cultural, recreational, and shopping opportunities available in the Town of Apple Valley that will enhance their quality of life.

Accordingly, Question 7 was designed to measure how safe respondents feel in each of the four scenarios presented at the bottom of Figure 11 according to the scale shown to the right of the figure. As shown in the figure, residents' feelings of safety varied considerably depending on the setting. Nearly all residents stated that they feel safe walking alone in their neighborhoods (90%) and in business areas (90%) during the day. After dark, the proportion who indicated that they feel safe in residential and business areas declined substantially to 66% and 56%, respectively.

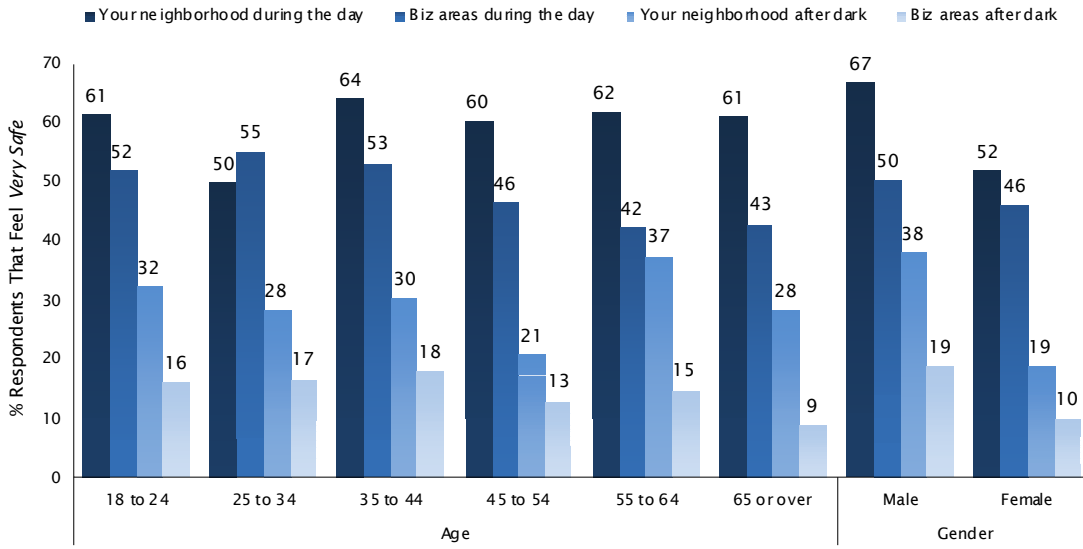
Question 7 *Next, I'd like to ask a few questions about personal safety and security in the Town of Apple Valley. When you are: _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?*

FIGURE 11 PERCEPTION OF PERSONAL SAFETY



Feelings of safety were related to respondent age and gender. Figure 12 displays the percentage of respondents who indicated that they felt very or reasonably in each scenario by their age and gender group, respectively. Consistent with most research on fear of crime and victimization, women were less likely than men to feel safe, particularly after dark. Contrary to typical findings on the topic, however, older individuals were similar to their younger counterparts regarding perceived safety in their neighborhoods before and after dark.

FIGURE 12 PERCEPTION OF PERSONAL SAFETY BY AGE & GENDER



PARKS, RECREATION & SPECIAL EVENTS

By providing areas and opportunities to recreate, relax, and play, the Town of Apple Valley's parks, recreation facilities, and scheduled activities, classes, and special events help to 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. The next eight questions of the survey sought to profile residents' use and perceptions of community parks and recreational facilities, as well as their participation in, and opinions about, Town-sponsored programs and special events.

HOUSEHOLD PARK OR RECREATION FACILITY VISITS The first question in this series asked about household visits to an Apple Valley park or recreation facility in the past 12 months. As shown in the next figure, 70% of respondents indicated that they or someone in their household had visited a park or recreation facility in the past year.

Question 8 *Have you or anyone else in your household visited a park or recreation facility in Apple Valley in the past 12 months?*

FIGURE 13 HOUSEHOLD PARK OR REC FACILITY VISIT IN PAST 12 MONTHS

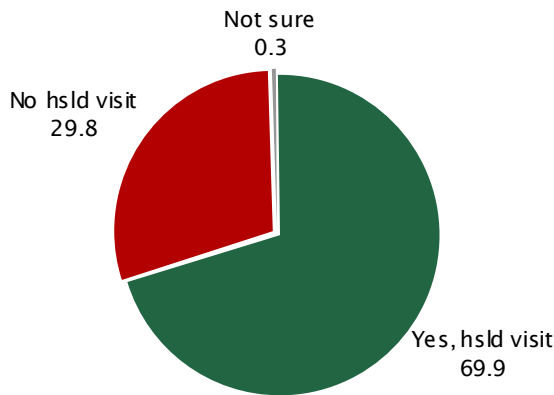
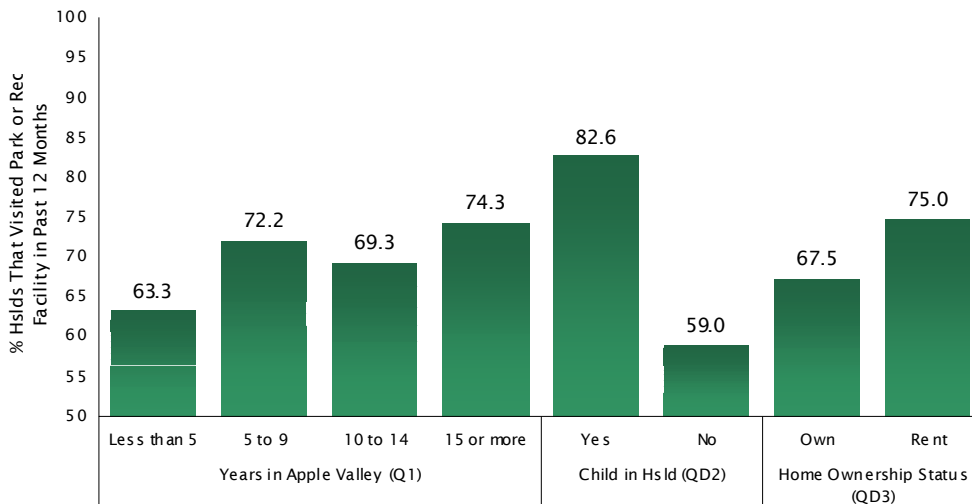


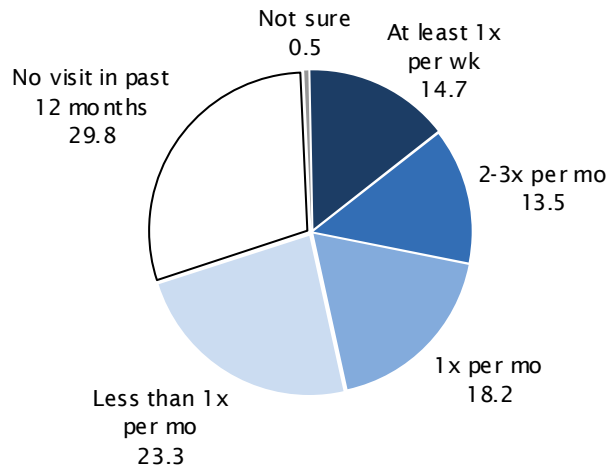
Figure 14 below examines the responses to Question 8 by length of residence in Apple Valley, presence of a child in the home, and home ownership status. In general, long-time residents, those with children in the home, and renters were more likely than their counterparts to have visited a park or recreation facility in the past 12 months.

FIGURE 14 HOUSEHOLD PARK OR REC FACILITY VISIT IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY, CHILD IN HSLD & HOME OWNERSHIP STATUS



The next question asked those in households that had visited a park and recreation facility how often they do so. Figure 15 presents the findings of this question, also including those who had not visited in the past 12 months, so the numbers reflect the percentage of *all* households. As shown in the figure, 15% of all Apple Valley households reported visiting a park or recreation facility at least once per week. Combining categories, we see that nearly half (46%) of households surveyed visited at least once per month.

FIGURE 15 FREQUENCY OF PARK AND REC FACILITY VISITS



Question 9 *How frequently do you or other members of your household typically visit the parks and recreation facilities in Apple Valley? At least once per week, two to three times per month, once per month, or less often than once per month?*

PARKS AND RECREATION FACILITY RATINGS All respondents, regardless of a personal or household visits identified in Question 8, were next asked to rate the appearance and cleanliness, amenities and equipment, and safety of the Town’s parks and recreation facilities using a using a five-point scale of excellent, good, fair, poor, or very poor.

As shown in Figure 16 on the next page, the majority of all respondents cited the parks and recreation facilities as excellent or good on each of the three aspects tested. Figure 17 looks at the responses from only those residents in households with a park or recreation facility visit and finds them even more favorable, with 73% indicating the appearance and cleanliness are either excellent or good, and 62% rating the amenities and equipment and the safety of the facilities as excellent or good.

Question 10 How do you rate the: _____ Apple Valley parks and recreation facilities? Would you say it is excellent, good, fair, poor, or very poor?

FIGURE 16 QUALITY OF PARKS AND REC FACILITIES

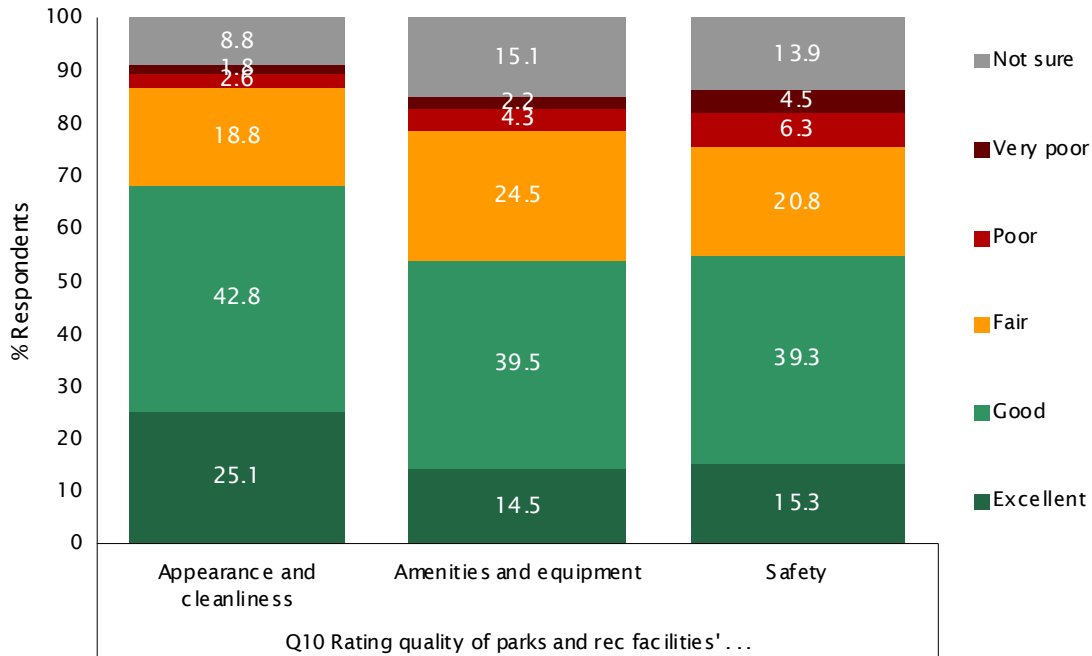
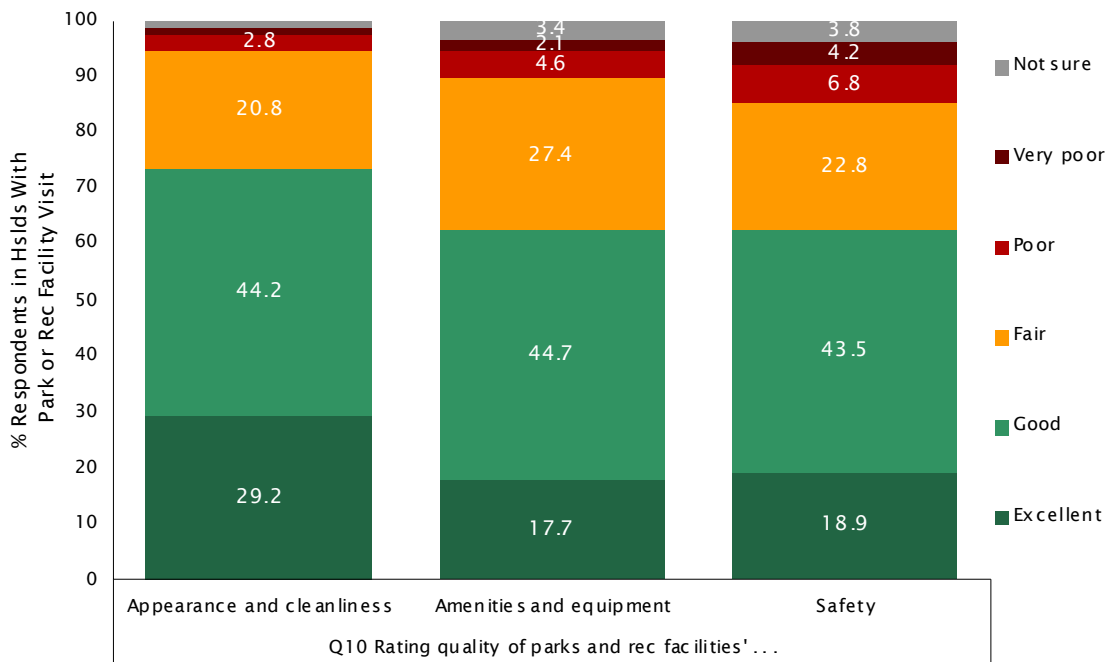


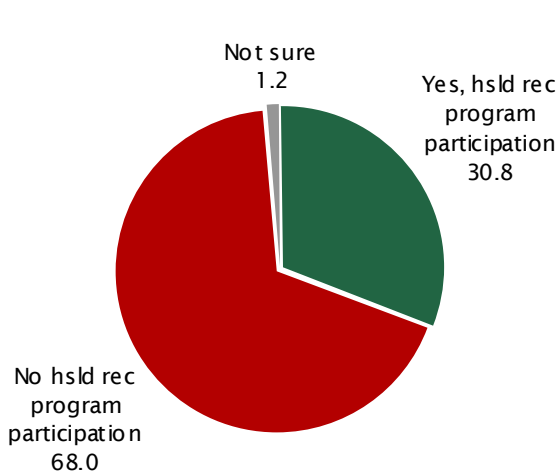
FIGURE 17 QUALITY OF PARKS AND REC FACILITIES SHOWING ONLY HSLDS WITH A PARK OR REC FACILITY VISIT



HOUSEHOLD RECREATION PROGRAM PARTICIPATION The Town of Apple Valley provides extensive opportunities for active and passive recreation and personal enrichment for its residents. Question 11 of the survey asked respondents if they or anyone in their household had participated in such a program in the past 12 months. As shown in the next figure, approximately one-third (31%) of Apple Valley households had participated in a recreational program in the past year.

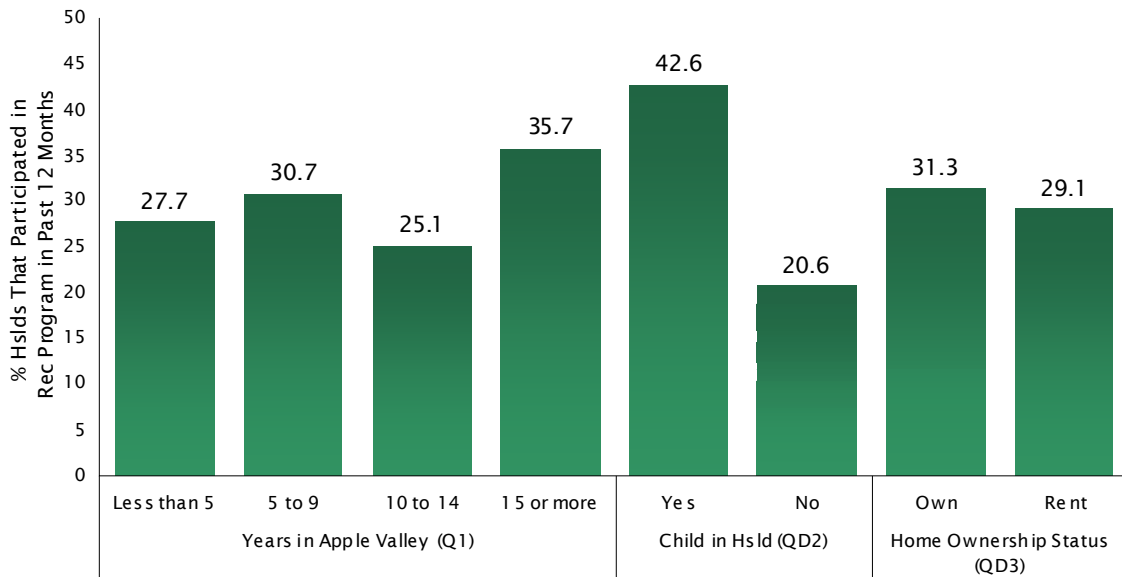
Question 11 *In the past 12 months, have you or any member of your household participated in a recreational program offered by the Town of Apple Valley?*

FIGURE 18 HOUSEHOLD REC PROGRAM PARTICIPATION IN PAST 12 MONTHS



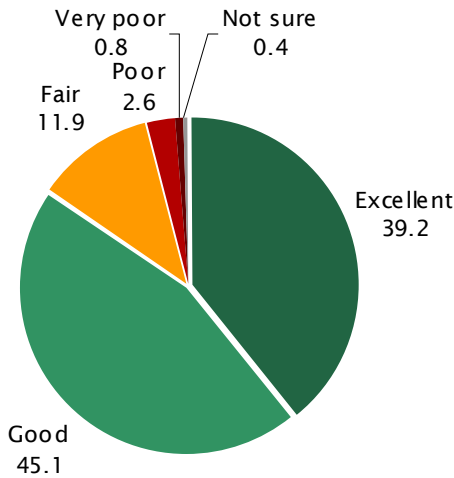
The next figure examines household recreation program participation by several variables and shows that long-time residents and those with children in the household were more likely than their counterparts to have participated in a recreation program.

FIGURE 19 HOUSEHOLD REC PROGRAM PARTICIPATION IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY, CHILD IN HSLD & HOME OWNERSHIP STATUS



Respondents who reported that one or more members of their household had participated in an Apple Valley recreational program in the past 12 months were subsequently asked to rate the overall quality of the program(s) using a five-point scale of excellent, good, fair, poor, or very poor. As displayed in Figure 20, 84% rated the quality of Apple Valley’s recreation programs as excellent (39%) or good (45%), 12% felt they were fair, and 3% cited them as poor or very poor.

FIGURE 20 QUALITY OF REC PROGRAMS



Question 12 Overall, how would you rate the quality of Apple Valley's recreational programs that your household participated in? Would you say it was excellent, good, fair, poor, or very poor?

HOUSEHOLD COMMUNITY EVENT ATTENDANCE The Town of Apple Valley offers a year-round calendar of special events such as the Rockin Flea Market, Freedom Festival, Holiday Craft Fair, Sunset Concert Series, and Equine Extravaganza. The next question of the survey asked about household participation in one or more special events in the past year. As shown in Figure 21, almost half (46%) of households surveyed had attended at least one community event.

Question 13 In the past 12 months, have you or any member of your household attended one or more special community events in Apple Valley such as concerts, holiday celebrations, or the Fall Festival?

FIGURE 21 HOUSEHOLD COMMUNITY EVENT ATTENDANCE IN PAST 12 MONTHS

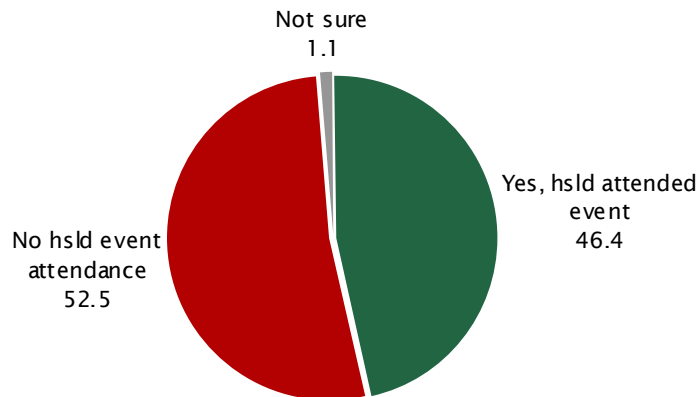
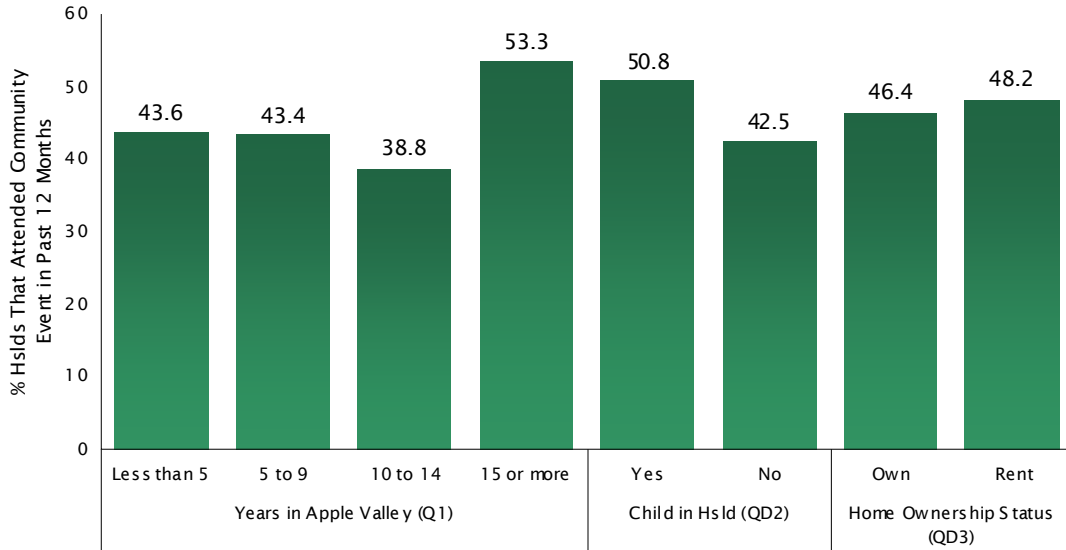


Figure 22 displays household attendance at a community event by several demographic variables. Long-time residents and those with a child in the home were considerably more likely than their counterparts to have attended at least one event in the past 12 months.

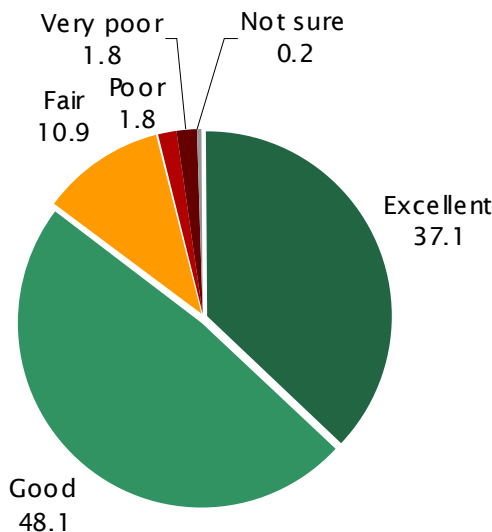
FIGURE 22 HOUSEHOLD COMMUNITY EVENT ATTENDANCE IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY, CHILD IN HSLD & HOME OWNERSHIP STATUS



Respondents who reported that one or more members of their household had attended an Apple Valley community event in the past 12 months were asked to rate the overall quality of the event(s) using a five-point scale of excellent, good, fair, poor, or very poor. As displayed in Figure 23, 85% rated the quality of Apple Valley’s community events as excellent (37%) or good (48%), 11% felt they were fair, and 4% cited them as poor or very poor.

Question 14 *In general, how would you rate your experience while attending the events? Would you say it was excellent, good, fair, poor, or very poor?*

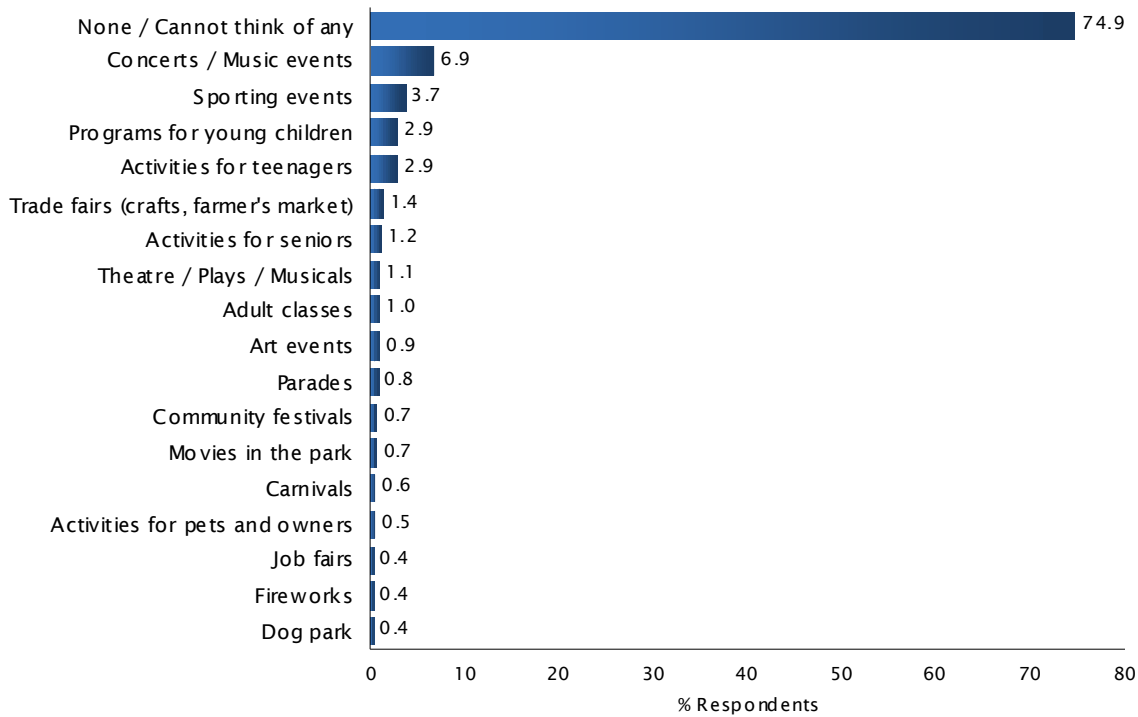
FIGURE 23 QUALITY OF SPECIAL COMMUNITY EVENTS



The final question of this series asked all respondents if there were any additional types of events that they would like the Town to offer the community and, if yes, to briefly describe the event. Verbatim responses were gathered and later grouped into the categories shown below in Figure 24, which shows that the vast majority (75%) of residents indicated that they were not interested in additional events or could not think of anything specific. Among the 25% who expressed interest in additional events, 7% mentioned concerts or music events, 4% sporting events, 3% programs for young children, and 3% mentioned activities for teenagers. No other specific type of event was mentioned by at least 3% of respondents.

Question 15 *Is there a specific type of community event that you'd like to see offered in Apple Valley that isn't currently being offered? If yes, ask: Please briefly describe it to me.*

FIGURE 24 ADDITIONAL COMMUNITY EVENTS DESIRED



HOUSEHOLD PARK AND RECREATION INVOLVEMENT The structure of the survey allows us to identify not only the percentage of households that visited a recreation facility, participated in a recreation program, or attended a community event, but also to look at the summation and intersection of these three components to determine more precisely household involvement. Figure 25 is a Venn diagram that displays the distribution of households across these three community service areas, identifying the proportion involved in one, two, or all three in the past 12 months. Overall, 75% of households surveyed reported some form of community involvement, with more than half (52%) citing at least two forms, and 21% having performed all three (i.e., park and recreation facility visit, recreation program participation, and community event attendance).

FIGURE 25 HOUSEHOLD PARK AND RECREATION INVOLVEMENT IN PAST 12 MONTHS

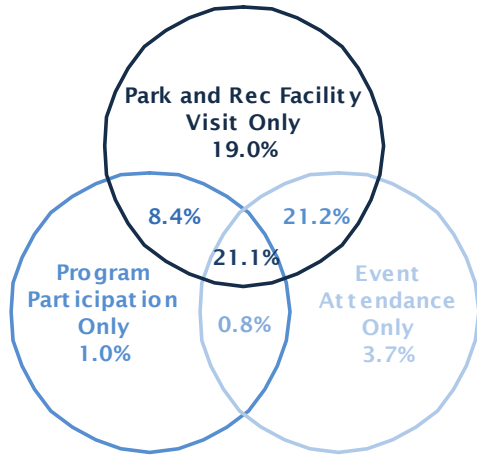
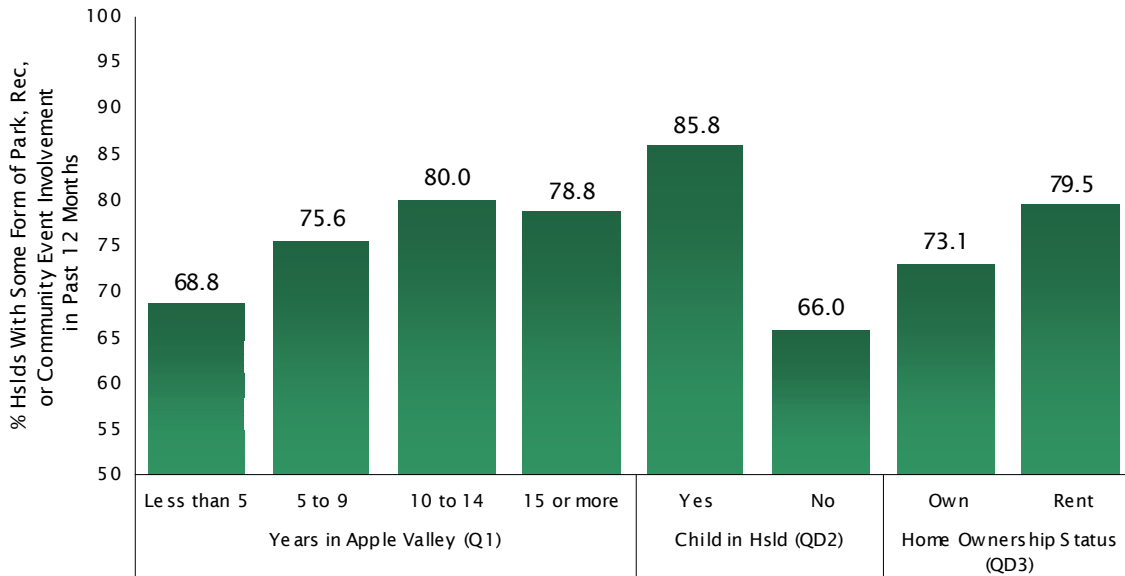


Figure 26 below displays household involvement in at least one of the three community service areas tested in the survey (park and recreation facility visit, recreation program participation, or community event attendance) by years of residence, presence of a child in the home, and home ownership status. Most notably, 86% of households with a child in the home reported some type of involvement in the past year, compared with 66% among those without a child in the home.

FIGURE 26 HOUSEHOLD PARK AND RECREATION INVOLVEMENT IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY, CHILD IN HSLD & HOME OWNERSHIP STATUS



T R A F F I C

In most California cities and towns, traffic congestion ranks among the most pressing problems that residents would like local and regional governments to solve. As noted previously (see *Resident Service Needs* on page 17), when considering perceived importance and current satisfaction levels, managing traffic congestion in Town was found to be the top priority among residents.

TRAFFIC CIRCULATION To drill deeper on this issue and to establish a benchmark for future surveys, the survey measured residents' perceptions of traffic circulation in the Town *overall*, on the way into and out of town, on major streets, and in residential areas. As shown in Figure 27, more than three quarters (79%) of residents rated traffic circulation in residential areas as excellent or good. Perceptions of overall circulation (57%) and circulation on major streets (46%) were considerably less positive, although residents voiced the greatest amount of concern regarding circulation on the way into and out of town, with only 31% citing it as excellent or good compared with 38% citing it as poor or very poor.

Question 16 *Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Apple Valley without encountering long delays. Would you rate: _____ as excellent, good, fair, poor or very poor?*

FIGURE 27 QUALITY OF TRAFFIC CIRCULATION

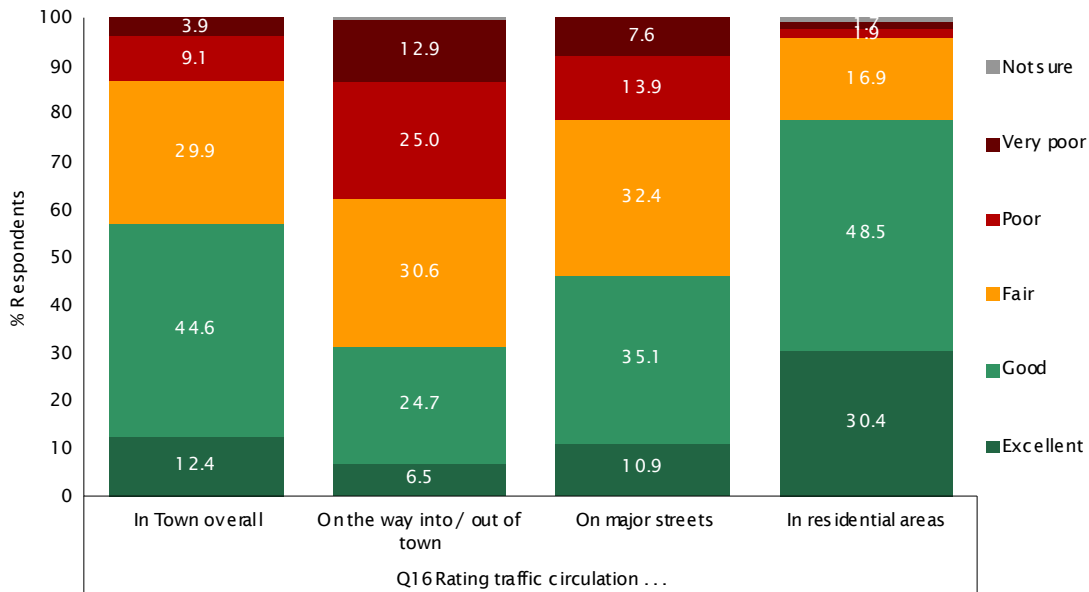
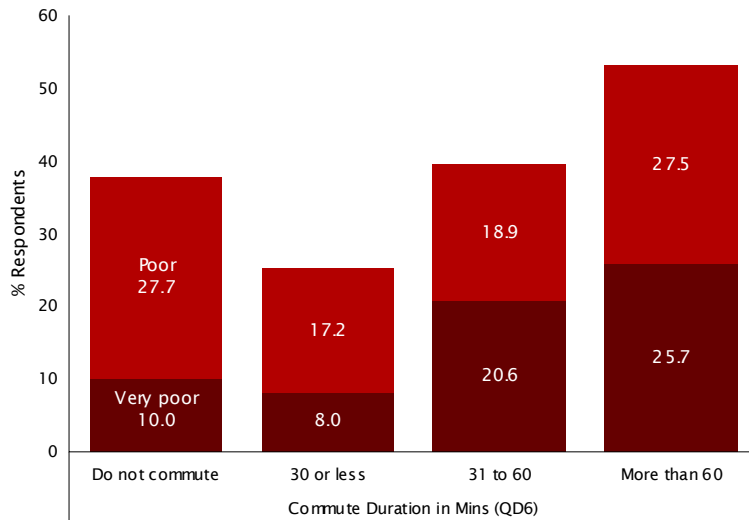


FIGURE 28 QUALITY OF TRAFFIC ON WAY INTO / OUT OF TOWN BY COMMUTE DISTANCE



Looking more specifically at circulation into and out of town, Figure 28 to the left shows that residents who regularly commute an hour or more outside of the Town for work or school were the most likely to rate traffic circulation into and out of town the worst, with 53% citing it as poor or very poor.

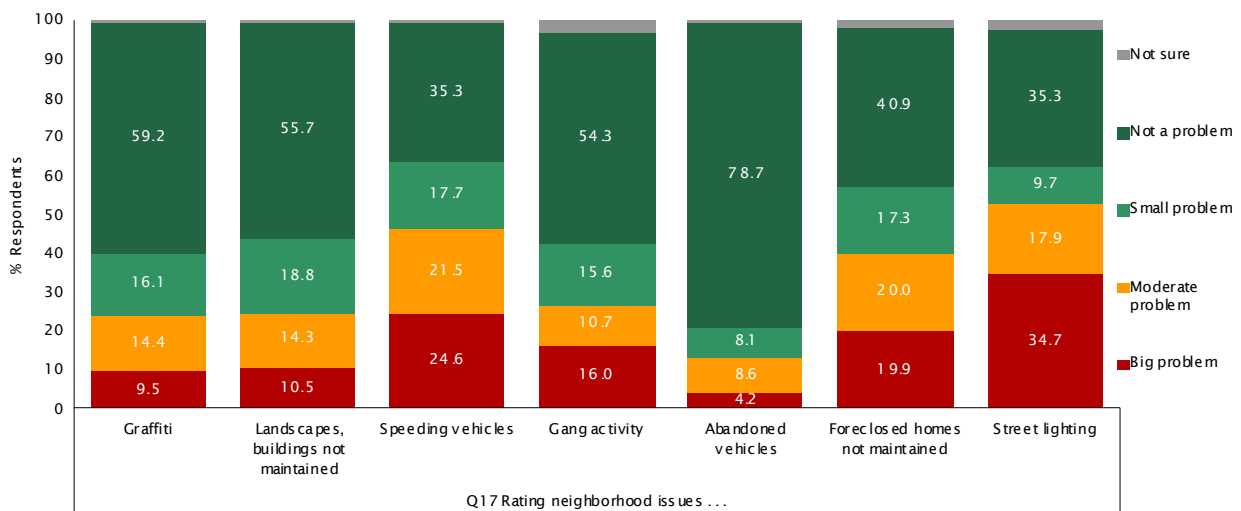
NEIGHBORHOOD ISSUES

Research has shown that personal fear of crime and perceptions of safety can be influenced by factors that, although they are not directly related to crime, when present in a community are suggestive of an unsafe environment. Graffiti, unkempt yards, and abandoned vehicles, for example, are problems that can lead a resident to feel that their neighborhood is not safe. If nothing else, these things can detract from the overall quality of life in a neighborhood.

Accordingly, the survey presented respondents with each of the issues shown at the bottom of Figure 29 and asked, for each, whether the issue is a big problem, moderate problem, small problem, or not a problem in their neighborhood. The most commonly experienced neighborhood problem among those tested was insufficient street lighting (mentioned by 53% as a big or moderate problem), followed by speeding vehicles (46%), and foreclosed homes that are not being maintained (40%).

Question 17 *As I read the following issues, please indicate whether each issue is a big problem, a moderate problem, a small problem, or not a problem in your neighborhood.*

FIGURE 29 PERCEPTION OF NEIGHBORHOOD ISSUES



CODE ENFORCEMENT Respondents were next informed that the Town has created codes to address and prevent a variety of issues that can affect a neighborhood, such as abandoned vehicles, non-permitted construction, junk storage, and yards not being properly maintained. They were then asked if, in general, they are satisfied or dissatisfied with the Town’s efforts to *enforce* code violations, or if they do not have an opinion on the matter.

As shown in the left side of Figure 30, approximately 24% of respondents did not have an opinion. Looking only at those who provided an opinion (the right side of the figure), we see that 21% of respondents indicated that they were dissatisfied with the Town’s efforts in this respect, whereas the remaining respondents were either somewhat (36%) or very (42%) satisfied with the Town’s code enforcement efforts.

At the bottom of the page, Figure 31 displays responses to Question 18 by length of residence and home ownership status of the respondent. Satisfaction levels were fairly consistent across the groups, although long-time residents exhibited somewhat less satisfaction than their counterparts.

Question 18 *The Town of Apple Valley has created codes to address and prevent a variety of issues that can affect a neighborhood, such as abandoned vehicles, non-permitted construction, junk storage, and yards not being properly maintained. Overall, are you satisfied or dissatisfied with the Town's efforts to enforce code violations, or do you not have an opinion?*

FIGURE 30 SATISFACTION WITH CODE ENFORCEMENT SHOWING ALL RESPONDENTS AND ONLY THOSE WHO PROVIDED AN OPINION

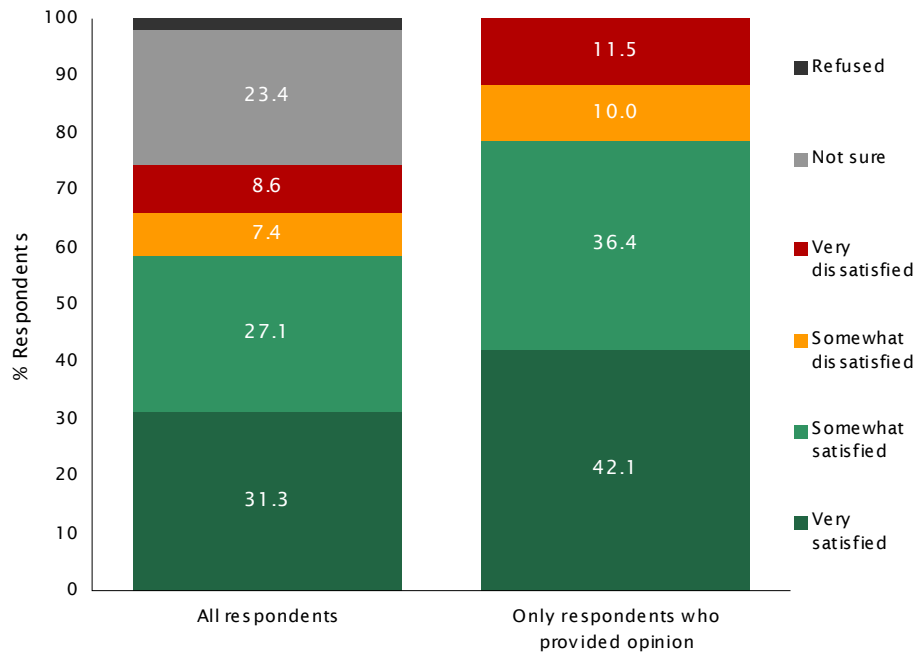
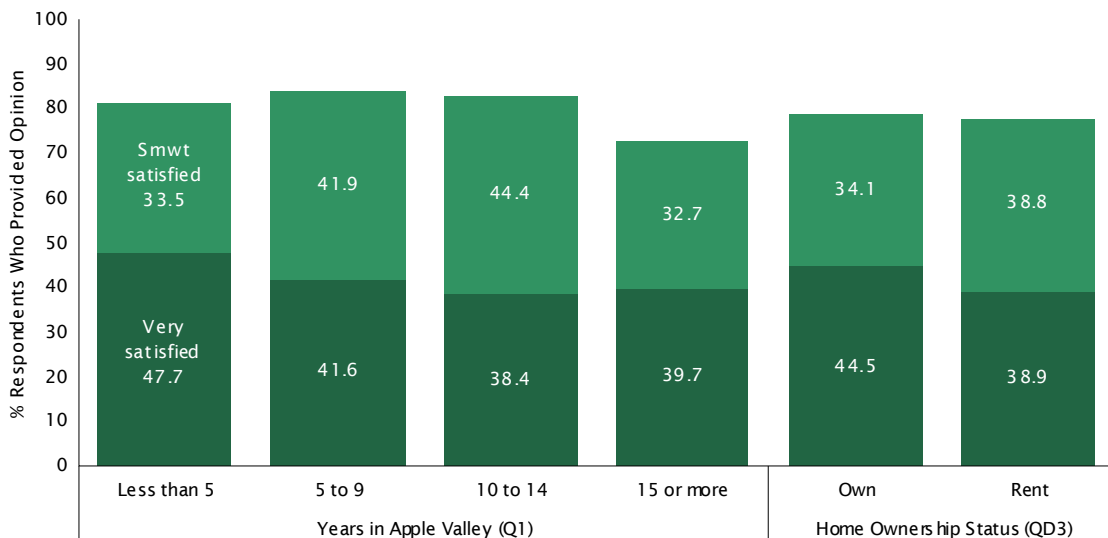


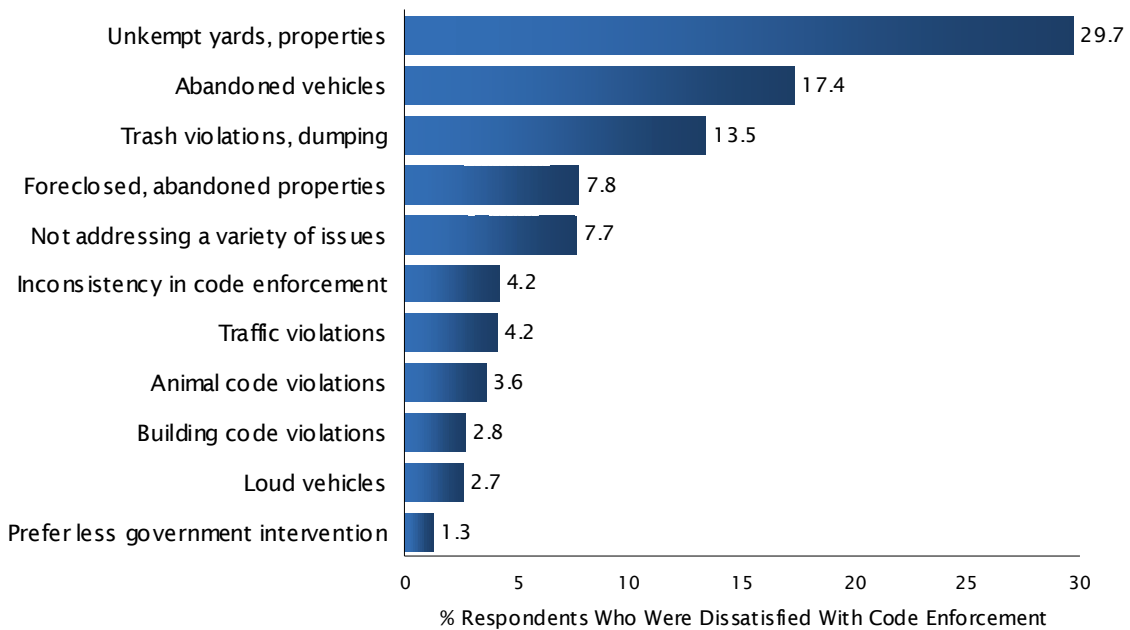
FIGURE 31 SATISFACTION WITH CODE ENFORCEMENT BY YEARS IN APPLE VALLEY & HOME OWNERSHIP STATUS



Residents who were dissatisfied with the Town's efforts to enforce code violations were presented with Question 19, which asked if there was a particular issue or code violation to blame for their dissatisfaction. This question was asked in an open-ended manner, which allowed respondents to mention any issue that came to mind without being prompted by or restricted to a particular list of options. The responses were later grouped into the categories presented in the figure below. The most commonly-cited issue was unkempt yards and properties (30%) which, combined with more specific mention of trash and dumping violations (14%) and abandoned and foreclosed properties (8%), accounts for more than half (52%) of responses. Abandoned vehicles was also cited by 17% of residents who were dissatisfied with code enforcement.

Question 19 *Is there a particular issue or code violation that the Town isn't addressing that leads you to be dissatisfied?*

FIGURE 32 ISSUE OR CODE VIOLATION CAUSING DISSATISFACTION

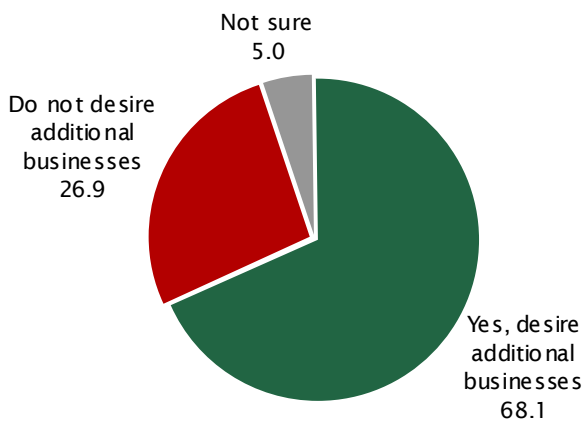


SHOPPING & ECONOMIC DEVELOPMENT

One of the key challenges for any Town is to create sustainable economic development and redevelopment initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives will depend in part on the shopping behaviors and preferences of Apple Valley residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included two questions designed to identify residents' desire for new shopping opportunities.

All residents were first asked to indicate whether, among the retail stores and restaurants their household currently visits outside of Town, there are any they would like to have available in Apple Valley. More than two-thirds (68%) of residents answered this question in the affirmative (Figure 33).

FIGURE 33 DESIRE ADDITIONAL RETAIL STORES AND RESTAURANTS IN APPLE VALLEY



Question 20 *Thinking of the retail stores and restaurants that your household visits outside of Town, are there any that you would like to have available in Apple Valley?*

For the interested reader, the next two figures examine responses to Question 14 by a variety of demographics.

FIGURE 34 DESIRE ADDITIONAL RETAIL STORES AND RESTAURANTS IN APPLE VALLEY BY YEARS IN APPLE VALLEY & AGE

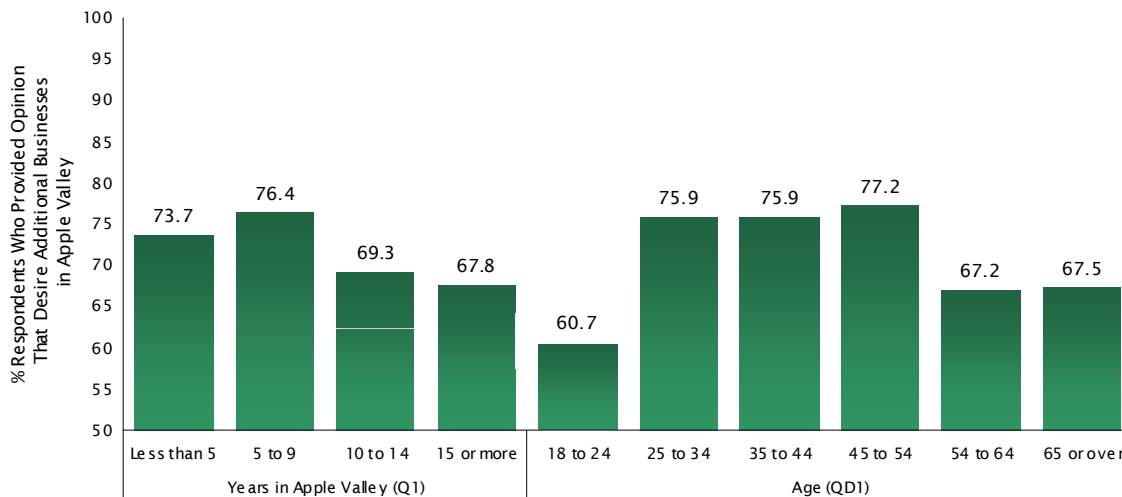
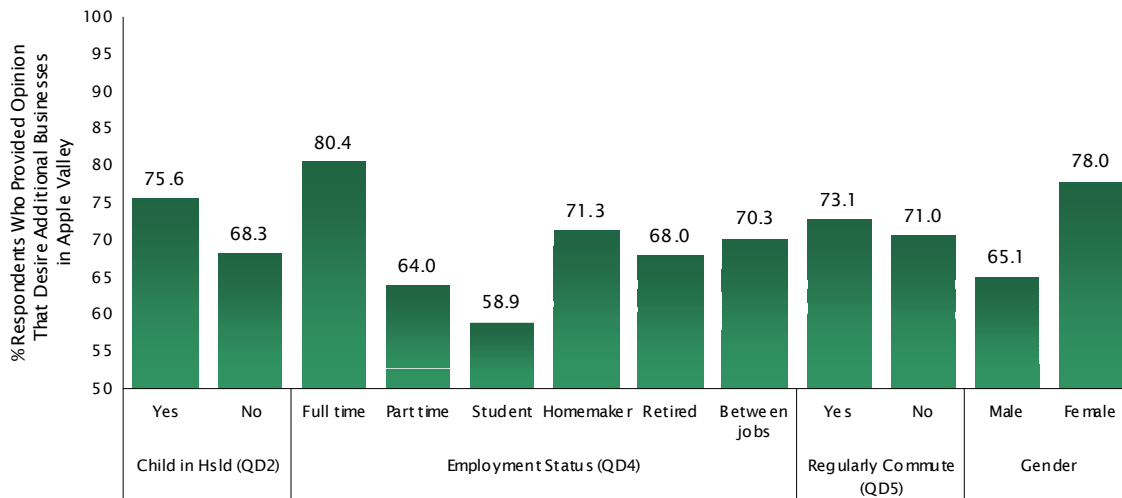


FIGURE 35 DESIRE ADDITIONAL RETAIL STORES AND RESTAURANTS IN APPLE VALLEY BY CHILD IN HOME, EMPLOYMENT STATUS, REGULARLY COMMUTE & GENDER

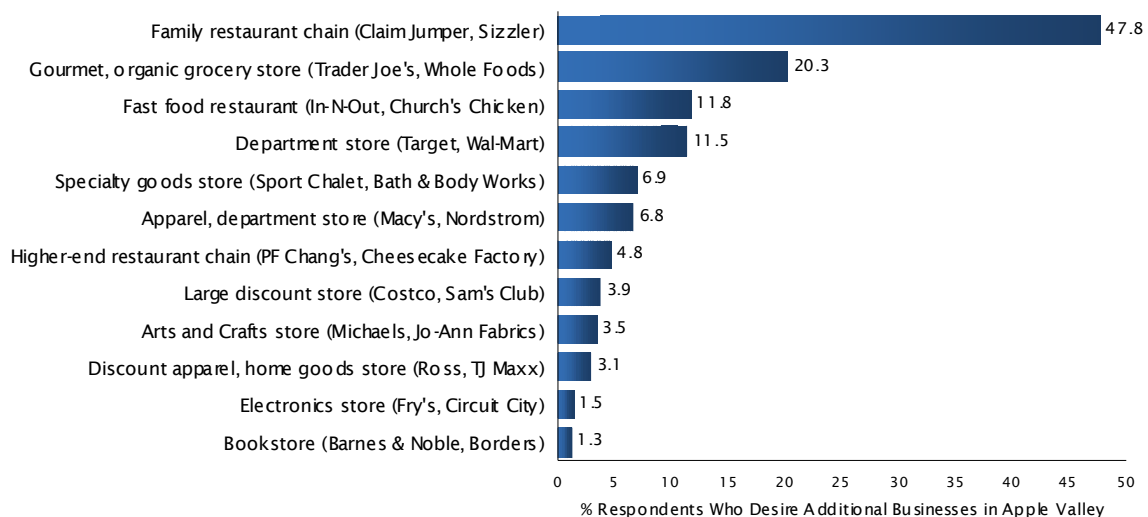


Those who were interested in new businesses in Town were next asked to name the one or two retail stores or restaurants they were most interested in having located in Apple Valley. This question was asked in an open-ended manner, allowing respondents to name any business that came to mind without being limited to a list of options. In total, more than 80 specific businesses were mentioned, along with more general categories of shops and places to eat. True North reviewed these verbatim responses and grouped them into the broader categories shown in Figure 21, which also provides examples of each category in parentheses.

As shown in the figure, almost half (48%) of the responses were requests for sit-down restaurant chains such as Claim Jumper, Sizzler, Red Lobster, Soup Plantation, and Applebee's. Gourmet and Organic grocery stores such as Trader Joe's, Whole Foods, and Henry's were also popular mentions, cited by 20% of respondents.

Question 21 *What are the names of the one or two stores or restaurants you would most like to have located in Apple Valley?*

FIGURE 36 TYPES OF STORES AND RESTAURANTS DESIRED IN APPLE VALLEY



SPENDING PRIORITIES

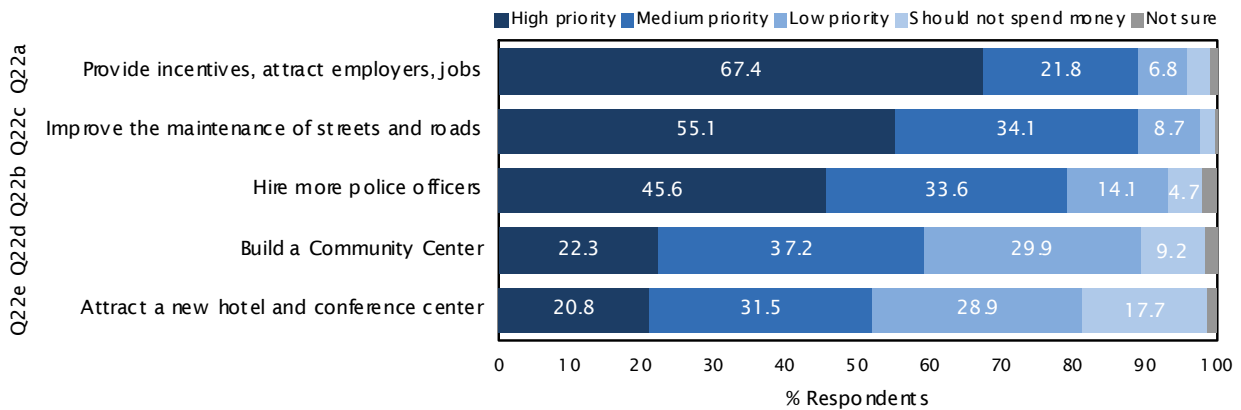
It is often the case that residents' desires for public facilities and programs exceed a town's financial resources. In such cases, a town must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents.

Question 22 was designed to provide Apple 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 projects and programs that may be desired by residents, respondents were asked whether each project or program shown in Figure 37 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.

The projects and programs are sorted in Figure 37 from high to low based on the proportion of respondents who indicated that an item was a *high* priority for future Town spending. Among the projects and programs tested, providing incentives to attract new employers and jobs to town was assigned the highest priority (67% high priority), followed by improving the maintenance of streets and roads (55%), and hiring more police officers (46%).

Question 22 *The Town of Apple Valley has the financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the Town must set priorities. As I read each of the following items, I'd like you to indicate whether you think the Town should make the item a high priority, a medium priority, or a low priority for future Town 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 37 SPENDING PRIORITIES

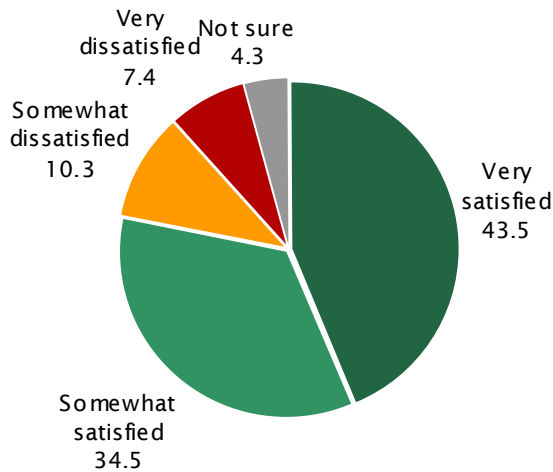


COMMUNICATION

The importance of Town-resident communication cannot be overstated. Much of a town’s success is shaped by the quality of information that is exchanged in both directions, from the town to its residents and vice-versa. This study is just one example of Apple Valley’s efforts to enhance the information flow to the Town to better understand citizens’ concerns, perceptions, and needs. In this section of the report, we present the results of several communication-related questions.

OVERALL SATISFACTION Question 23 of the survey asked residents to report their satisfaction with Town-resident communication in the Town of Apple Valley. Overall, 78% of respondents indicated they were satisfied with Town’s efforts to communicate with residents through newsletters, the Internet, or other means. The remaining respondents were either dissatisfied with the Town’s efforts in this respect (18%) or unsure of their opinion (4%).

FIGURE 38 SATISFACTION WITH COMMUNICATION



Question 23 *Are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, and other means?*

Figures 39 and 40 display how overall satisfaction with the Town’s efforts to communicate with residents varied by length of residence, age, home ownership status, employment status, and whether or not the respondent regularly commutes outside of Apple Valley.

FIGURE 39 SATISFACTION WITH COMMUNICATION BY YEARS IN APPLE VALLEY & AGE

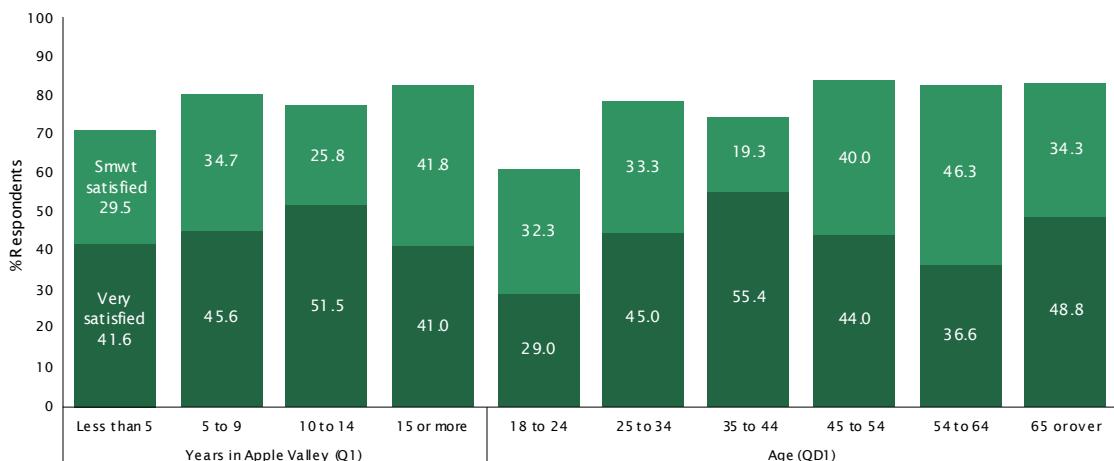
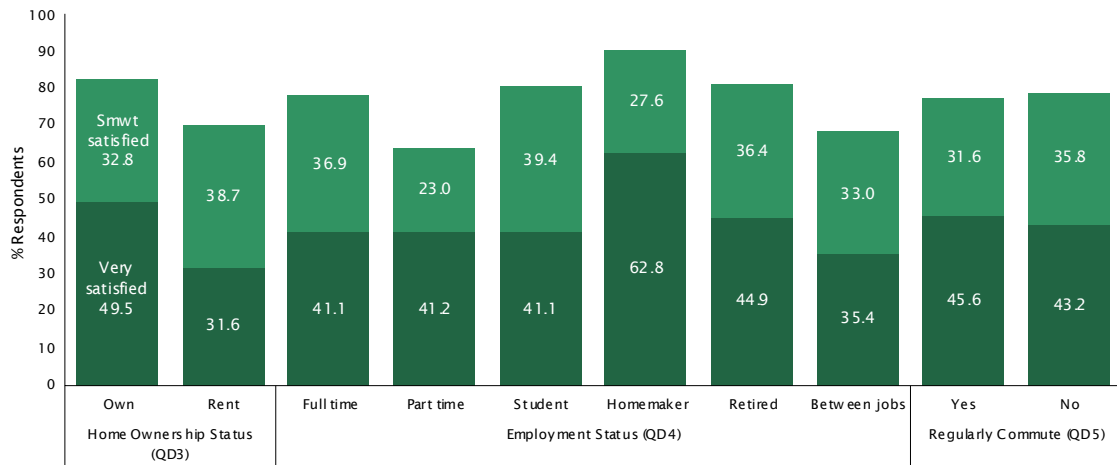


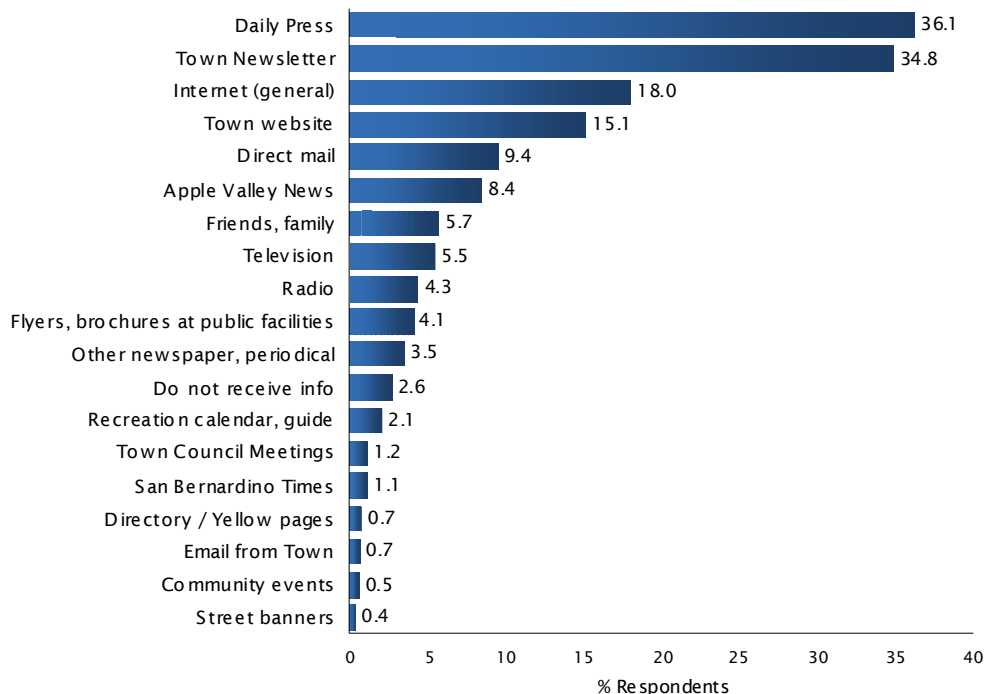
FIGURE 40 SATISFACTION WITH COMMUNICATION BY HOME OWNERSHIP STATUS, EMPLOYMENT STATUS & REGULARLY COMMUTE



INFORMATION SOURCES To help the Town identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about Apple Valley news, information, and programming. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 41 represent the percentage of residents who mentioned a particular source, and thus sum to more than 100.

Question 24 *What information sources do you use to find out about Apple Valley news, information and programming?*

FIGURE 41 SOURCES FOR TOWN INFO



The most frequently-cited sources for town information were the *Daily Press* (36%) and the Town Newsletter (35%), followed by the Internet in general (18%), and the Town’s website (15%). No other sources were mentioned by at least 10% of respondents. For the interested reader, Table 2 displays the most frequently-cited sources for Town information by age of the respondent.

TABLE 2 TOP INFO SOURCES BY AGE

Age (QD1)					
18 to 24	25 to 34	35 to 44	45 to 54	54 to 64	65 or over
Daily Press	Town Newsletter	Daily Press	Town Newsletter	Daily Press	Daily Press
Town Newsletter	Daily Press	Town Newsletter	Daily Press	Town Newsletter	Town Newsletter
Town website	Internet (general)	Internet (general)	Town website	Internet (general)	Direct mail
Internet (general)	Town website	Town website	Internet (general)	Town website	Internet (general)
Television	Apple Valley News	Direct mail	Direct mail	Apple Valley News	Friends, family

TOPICS OF INTEREST Respondents were next asked if there was a particular topic or issue that they’d like to receive more information about from the Town. Approximately one-third (32%) of residents answered Question 25 in the affirmative (Figure 42). As shown in figures 43 and 44, interest in receiving additional information from the Town on a particular topic was related to length of residence, age, and employment status.

Question 25 *Is there a particular topic or issue that you'd like to receive more information about from the Town?*

FIGURE 42 DESIRE ADDITIONAL INFO FROM TOWN

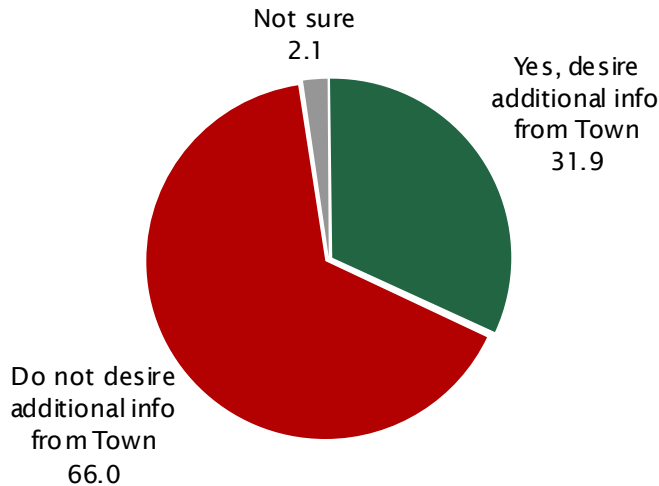


FIGURE 43 DESIRE ADDITIONAL INFO FROM TOWN BY YEARS IN APPLE VALLEY & AGE

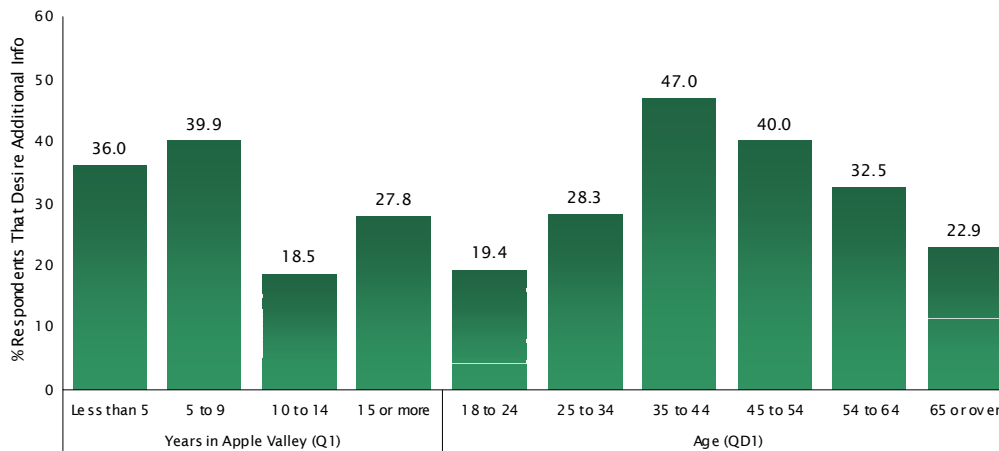
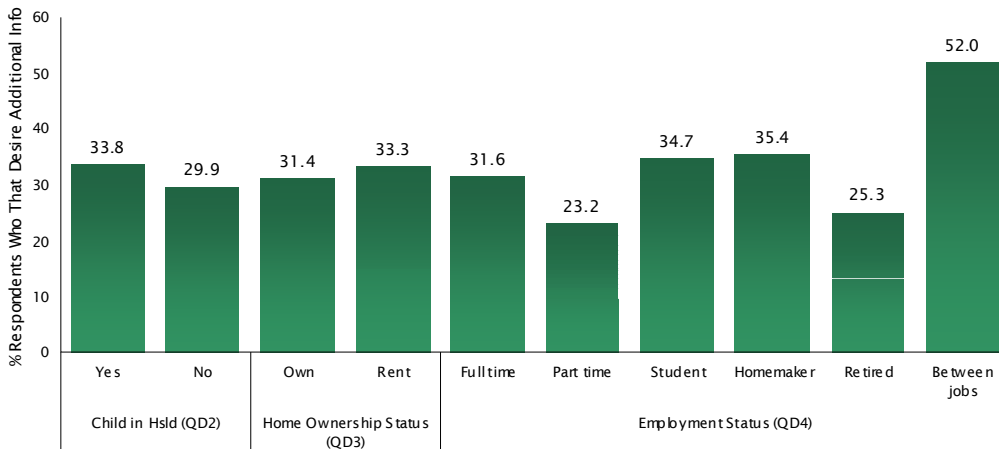


FIGURE 44 DESIRE ADDITIONAL INFO FROM TOWN BY CHILD IN HSLD, HOME OWNERSHIP STATUS & EMPLOYMENT STATUS

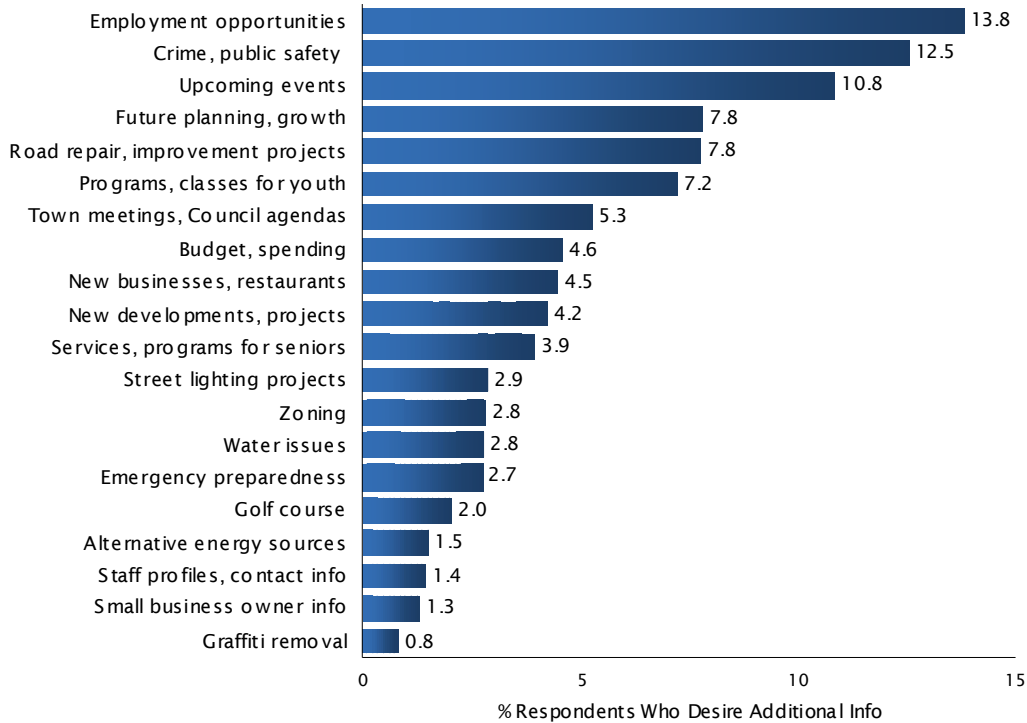


Respondents who expressed interest in receiving additional information from the Town were subsequently asked to briefly describe the topic. Similar to previous questions in the survey, the question was posed in an open-ended manner, allowing respondents to mention whatever topic or issue came to mind. Verbatim responses were later grouped into the categories shown in Figure 45.

The most commonly-mentioned topic was information on employment opportunities and local jobs, requested by 14% of those who received the question. Crime statistics and public safety topics (13%) and upcoming local events (11%) were also popular information requests. Information on future Town planning and growth (8%), updates on road maintenance and repairs (8%), programs and classes offered for youth (7%), and agendas and minutes from Town meetings (5%) were mentioned by at least 5% of respondents.

Question 26 Please briefly describe the topic [or issue that you'd like to receive more information about from the Town].

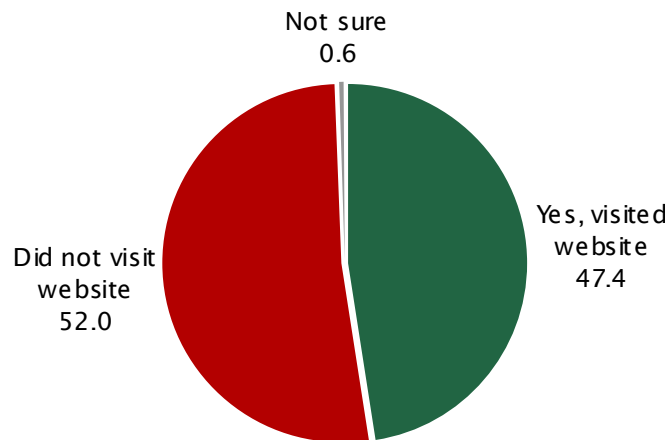
FIGURE 45 ADDITIONAL INFO TOPICS DESIRED



TOWN WEBSITE The series of questions regarding communication concluded by asking all respondents if they had visited the Town of Apple Valley’s website in the past 12 months. As shown in Figure 46, nearly half (47%) of residents indicated they had visited the site during this period.

Question 27 In the past 12 months, have you visited the Town of Apple Valley's website?

FIGURE 46 VISITED TOWN WEBSITE IN PAST 12 MONTHS



Visiting the Town’s website was related to several resident characteristics. Most notably, newer residents, those between the ages of 35 and 44, those in households that have at least one child, homeowners, and individuals employed full- or part-time were the most likely subgroups to have visited the website in the past year.

FIGURE 47 VISITED TOWN WEBSITE IN PAST 12 MONTHS BY YEARS IN APPLE VALLEY & AGE

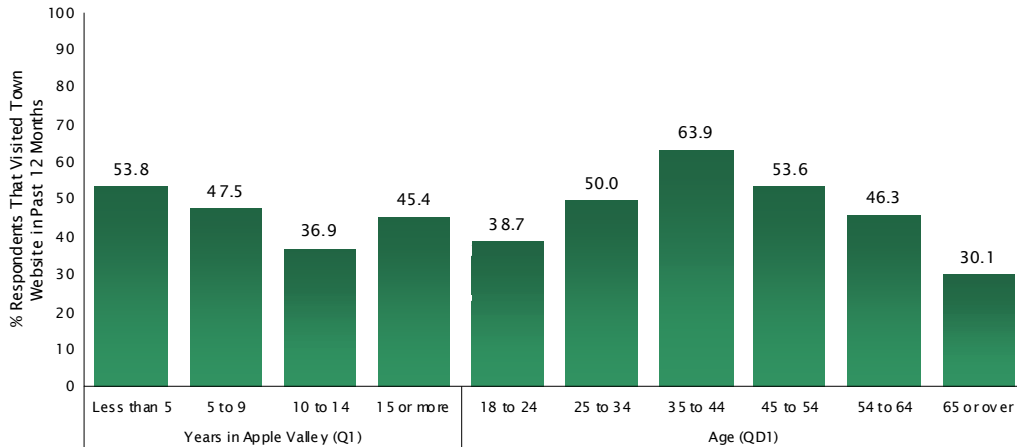
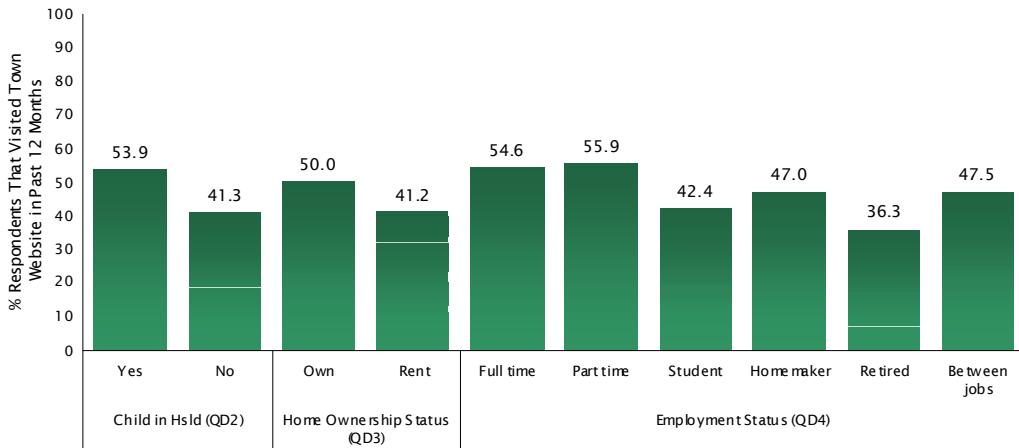


FIGURE 48 VISITED TOWN WEBSITE IN PAST 12 MONTHS BY CHILD IN HSLD, HOME OWNERSHIP STATUS & EMPLOYMENT STATUS





BACKGROUND & DEMOGRAPHICS

TABLE 3 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	<i>600</i>
QD1 Age	%
18 to 24	13.4
25 to 34	18.1
35 to 44	17.1
45 to 54	18.3
54 to 64	12.9
65 or over	18.3
Refused	2.0
QD2 Children in household	
Yes	45.6
No	53.8
Refused	0.6
QD3 Home ownership status	
Own	68.7
Rent	29.3
Refused	1.9
QD4 Employment status	
Full time	35.2
Part time	9.5
Student	8.8
Home-maker	10.9
Retired	25.6
Between jobs	7.6
Refused	2.5
QD5 Regularly commute outside Apple Valley for work or school	
Yes	33.2
No	20.2
Do not work or attend school	44.0
Refused	2.6
QD6 Typical commute length in minutes	
Do not commute to work or school	64.2
30 or less	9.3
31 to 59	5.5
60 to 89	6.1
90 to 119	2.0
120 or more	8.6
Refused	4.2
QD7 Gender	
Male	50.6
Female	49.4
QD8 Interview language	
English	97.6
Spanish	2.4

Table 3 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the Town of Apple 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 Apple Valley to develop a questionnaire that covered the topics of interest and avoided the 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 the 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 of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who had visited the Town of Apple Valley's website in the past year were asked about their satisfaction with the resources available on the site. The questionnaire included with this report (see *Questionnaire & Toplines* on page 46) identifies the skip patterns that were 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 the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in Apple Valley prior to formally beginning the survey. Once finalized, the survey was also professionally translated into Spanish to give respondents the option of participating in English or Spanish.

SAMPLE Households within the Town of Apple Valley were chosen for this study using a random digit dial (RDD) sampling method. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the area. After estimating the number of listed households within each phone exchange that are located within the area, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the area. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this

behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed—to the extent needed—to ensure a representative sample. In addition to following this protocol, the sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

Additionally, because the Town of Apple Valley shares phone exchanges with neighboring cities and unincorporated areas of the County, respondents were initially asked the ZIP code of their residence (see Question SC1). Only those in ZIP codes 92307 and 92308 who indicated that they live inside the Town limits of Apple Valley (QSC2) were eligible to participate in the study.

STATISTICAL MARGIN OF ERROR By using an RDD probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents in the Town of Apple Valley. The results of the survey can thus be used to estimate the opinions of *all* adult residents in the Town. Because not all adult residents 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 600 respondents for a particular question and what would have been found if all of the estimated 48,618 adult residents⁶ had been interviewed.

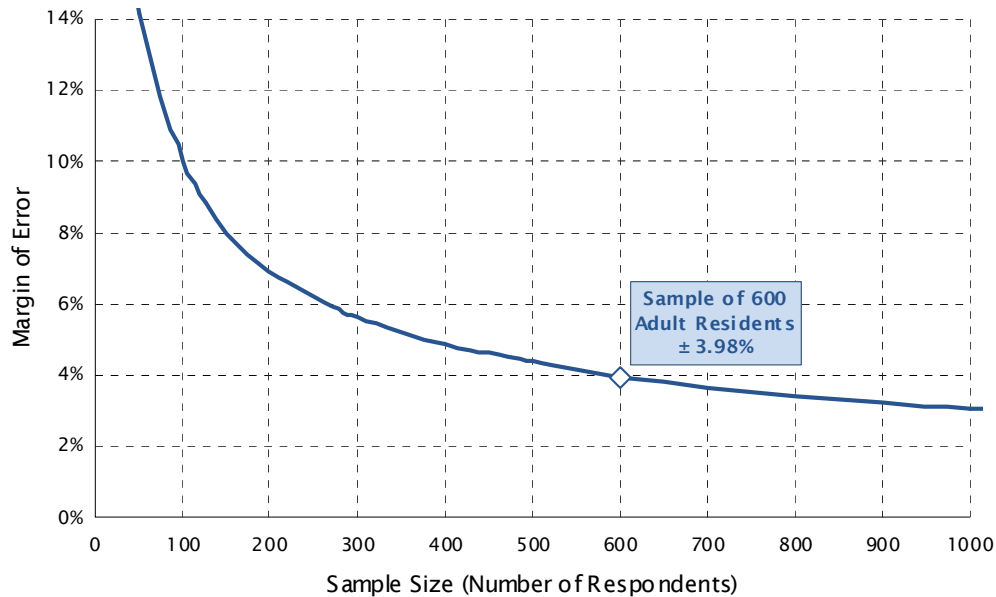
For example, in estimating the percentage of adult residents who have visited the Town’s website in the past 12 months (Question 27), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of respondents who visited the Town’s website in the past 12 months (0.47 for 47% in this example), N is the population size of all adult residents (48,618), n is the sample size that received the question (600), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of $\pm 3.97\%$. This means that, with 47% of survey respondents indicating they had visited the Town’s website in the past 12 months, we can be 95% confident that the actual percentage of all adult residents who visited the website during this period is between 43% and 51%.

Figure 49 on the next page 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 (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 3.98\%$ for questions answered by all 600 respondents.

6. Source: 2007 American Community Survey Population Estimates.

FIGURE 49 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING

Within this report, figures and tables show how responses to certain questions varied by sub-groups such as years living in Apple Valley, age of the respondent, and home ownership status. Figure 49 above 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 sub-group) 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 sub-groups.

DATA COLLECTION The method of data collection for this study was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between December 20, 2008 and January 2, 2009. 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. Additionally, interviewing was suspended two days before and after Christmas, and on New Year's Eve and New Year's Day. The interviews averaged 21 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



Town of Apple Valley
Resident Satisfaction Study
Final Toplines
January 2009

Section 1: Introduction to Study

Hi, my name is _____, and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in the Town of Apple Valley and we would like to get your opinions.

If needed: This is a survey about community issues in Apple Valley. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 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 the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

If there is no adult currently available, then ask for a callback time.

NOTE: Adjust this screener as needed to match sample quotas on gender & age

If respondent asks why we want to speak to a particular demographic group, explain: It's important that the sample of people for the survey is representative of the adult population in the Town for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

SC1 To begin, I have a few screening questions. What is the zip code at your residence? *Read zip code back to them to confirm correct*

1	92307, 92308	100%	Go to SC2
2	Any Other Zip Code	0%	Terminate

SC2 Do you live in the Town of Apple Valley, or outside of the Town limits, or are you not sure?

1	Inside	100%	Qualified for Study
2	Outside	0%	Terminate
3	Not sure	0%	Terminate
99	Refused	0%	Terminate

Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the Town of Apple Valley.

Q1	How long have you lived in Apple Valley?		
	1	Less than 1 year	7%
	2	1 to 4 years	24%
	3	5 to 9 years	23%
	4	10 to 14 years	12%
	5	15 years or longer	35%
	99	Refused	0%
Q2	How would you rate the overall quality of life in Apple Valley? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	23%
	2	Good	59%
	3	Fair	14%
	4	Poor	2%
	5	Very poor	2%
	98	Not sure	0%
	99	Refused	0%
Q3	If the Town government could change one thing to make Apple Valley a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and grouped into categories shown below.		
	Not sure / Cannot think of anything		11%
	Improve, maintain streets, roads		8%
	Improve public safety		7%
	Improve local economy		7%
	Reduce, limit growth		7%
	Improve shopping, dining opportunities		5%
	No changes needed		4%
	Improve parks, recreation		4%
	Add roads, freeways, access		4%
	Reduce traffic		3%
	Provide more options for youth		3%
	Reduce gang activity		3%
	Add street lighting		3%

Improve Council, gov process	3%
Improve planning, development	2%
Reduce taxes, fees	2%
Clean, maintain public facilities	2%
Add bike, walking paths	2%
Improve education	1%
Improve signage	1%
Address homeless issue	1%
Improve public transportation	1%
Improve storm drainage, sewers	1%
Provide drug, alcohol programs	1%
Add horse trails	1%
Improve animal control services	1%
Improve code enforcement	1%
Build fewer affordable housing units	1%
Increase lot sizes	1%
Decrease lot sizes	1%

Section 4: Town Services

Next, I'm going to ask a series of questions about services provided by the Town of Apple Valley.

Q4 Generally speaking, are you satisfied or dissatisfied with the job the Town is doing to provide services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

1	Very satisfied	40%
2	Somewhat satisfied	45%
3	Somewhat dissatisfied	6%
4	Very dissatisfied	4%
98	Not sure	4%
99	Refused	0%

Q5							
For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important. <i>Make sure respondent understands the 4 point scale.</i>							
	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	No Opinion	Refused
A	Providing police services	46%	46%	6%	0%	1%	0%
B	Preparing the Town for emergencies	36%	51%	10%	2%	2%	0%
C	Providing animal control services	19%	43%	32%	5%	1%	0%
D	Maintaining local streets and roads	35%	57%	6%	1%	1%	0%
E	Maintaining the appearance of public landscapes and facilities	21%	45%	28%	5%	1%	0%
F	Managing growth and development	29%	48%	21%	2%	1%	0%
G	Managing traffic congestion in Town	36%	48%	12%	3%	1%	0%
H	Providing reliable garbage and recycling services	29%	56%	13%	2%	1%	0%
I	Attracting businesses and jobs to the area	34%	50%	12%	3%	1%	0%
J	Providing a variety of recreation programs	20%	46%	27%	6%	1%	0%
K	Providing a variety of parks and recreation facilities	19%	49%	26%	5%	1%	0%
L	Providing senior services	23%	47%	23%	5%	2%	0%
M	Providing teen services	22%	48%	19%	8%	3%	0%
N	Providing special community events, such as the Freedom Festival and Sunset Concert Series	12%	29%	46%	11%	2%	0%
Q6							
For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the Town is doing to provide the service. Are you satisfied or dissatisfied with the Town's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
A	Provide police services	51%	34%	6%	5%	3%	0%
B	Prepare the Town for emergencies	25%	39%	8%	7%	21%	0%
C	Provide animal control services	44%	38%	6%	4%	8%	0%
D	Maintain local streets and roads	29%	42%	16%	11%	1%	0%
E	Maintain the appearance of public landscapes and facilities	40%	46%	7%	5%	3%	0%

Town of Apple Valley Resident Survey

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F	Manage growth and development	29%	44%	14%	8%	4%	0%
G	Manage traffic congestion in Town	29%	39%	17%	13%	3%	0%
H	Provide reliable garbage and recycling services	67%	28%	2%	1%	2%	0%
I	Attract businesses and jobs to the area	29%	37%	15%	13%	6%	0%
J	Provide a variety of recreation programs	33%	44%	6%	6%	11%	0%
K	Provide a variety of parks and recreation facilities	39%	40%	9%	7%	6%	0%
L	Provide senior services	27%	38%	5%	3%	26%	0%
M	Provide teen services	18%	38%	8%	9%	27%	0%
N	Provide special community events, such as the Freedom Festival and Sunset Concert Series	40%	41%	2%	4%	13%	0%

Section 5: Perceived Safety

Q7 Next, I'd like to ask a few questions about personal safety and security in the Town of Apple Valley.

When you are: _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

<i>Randomize</i>		Very Safe	Reasonably Safe	Somewhat Unsafe	Very Unsafe	Not sure	Refused
A	Walking alone in your neighborhood during the day	59%	31%	6%	3%	1%	0%
B	Walking alone in your neighborhood after dark	29%	37%	14%	16%	5%	0%
C	Walking alone in business areas during the day	48%	41%	6%	3%	2%	0%
D	Walking alone in business areas after dark	14%	41%	22%	15%	7%	0%

Section 6: Parks, Recreation & Special Events

Q8 Have you or anyone else in your household visited a park or recreation facility in Apple Valley in the past 12 months?

1	Yes	70%	Ask Q9
2	No	30%	Skip to Q10
98	Not sure	0%	Skip to Q10
99	Refused	0%	Skip to Q10

Q9	How frequently do you or other members of your household typically visit the parks and recreation facilities in Apple Valley? At least once per week, two to three times per month, once per month, or less often than once per month?								
	1	At least once per week						21%	
	2	2 to 3 times per month						19%	
	3	Once per month						26%	
	4	Less often than once per month						33%	
	98	Not sure						0%	
	99	Refused						0%	
Q10	How do you rate the: ----- Apple Valley parks and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Refused
A	Appearance and cleanliness of		25%	43%	19%	3%	2%	9%	0%
B	Amenities and equipment at		14%	40%	24%	4%	2%	14%	1%
C	Safety of		15%	39%	21%	6%	4%	14%	0%
Q11	In the past 12 months, have you or any member of your household participated in a recreational program offered by the Town of Apple Valley?								
	1	Yes	31%			Ask Q12			
	2	No	68%			Skip to Q13			
	98	Not sure	1%			Skip to Q13			
	99	Prefer not to answer	0%			Skip to Q13			
Q12	Overall, how would you rate the quality of Apple Valley's recreational programs that your household participated in? Would you say it was excellent, good, fair, poor or very poor?								
	1	Excellent						39%	
	2	Good						45%	
	3	Fair						12%	
	4	Poor						3%	
	5	Very poor						1%	
	98	Not sure						0%	
	99	Refused						0%	

Q13	In the past 12 months, have you or any member of your household attended one or more special community events in Apple Valley such as concerts, holiday celebrations, or the Fall Festival?			
	1	Yes	46%	Ask Q14
	2	No	53%	Skip to Q15
	98	Not sure	1%	Skip to Q15
	99	Refused	0%	Skip to Q15
Q14	In general, how would you rate your experience while attending the events? Would you say it was excellent, good, fair, poor or very poor?			
	1	Excellent	37%	
	2	Good	48%	
	3	Fair	11%	
	4	Poor	2%	
	5	Very poor	2%	
	98	Not sure	0%	
	99	Refused	0%	
Q15	Is there a specific type of community event that you'd like to see offered in Apple Valley that isn't currently being offered? <i>If yes, ask: Please briefly describe it to me. Verbatim responses recorded and grouped into categories shown below.</i>			
	None / Cannot think of any		75%	
	Concerts		7%	
	Sporting events		4%	
	Activities for teenagers		3%	
	Programs for young children		3%	
	Trade fairs (crafts, farmer's market)		1%	
	Theatre / Plays / Musicals		1%	
	Activities for seniors		1%	
	Parades		1%	
	Adult classes		1%	
	Community festivals		1%	
	Art events		1%	
	Movies in the park		1%	
	Carnivals		1%	

Section 7: Traffic								
Q16	Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Apple Valley without encountering long delays. Would you rate: _____ as excellent, good, fair, poor or very poor?							
	<i>Read in Order</i>	Excellent	Good	Fair	Poor	Very poor	Not sure	Refused
A	Overall traffic circulation in Town	12%	45%	30%	9%	4%	0%	0%
B	Traffic on the way in or out of Town	7%	25%	31%	25%	13%	0%	0%
C	Traffic circulation on major streets in Town	11%	35%	32%	14%	8%	0%	0%
D	Traffic circulation in residential areas in Town	30%	48%	17%	2%	2%	1%	0%

Section 8: Neighborhood Issues							
Q17	As I read the following issues, please indicate whether each issue is a big problem, a moderate problem, a small problem, or not a problem in your neighborhood.						
	<i>Randomize</i>	Big Problem	Moderate Problem	Small Problem	Not a Problem	Not sure	Refused
A	Graffiti	9%	14%	16%	59%	1%	0%
B	Landscapes and buildings not being properly maintained	10%	14%	19%	56%	1%	0%
C	Speeding vehicles	25%	22%	18%	35%	1%	0%
D	Gang activity	16%	11%	16%	54%	3%	0%
E	Abandoned vehicles	4%	9%	8%	79%	0%	0%
F	Foreclosed homes that aren't being maintained	20%	20%	17%	41%	2%	0%
G	Street lighting	35%	18%	10%	35%	2%	0%

Q18	The Town of Apple Valley has created codes to address and prevent a variety of issues that can affect a neighborhood, such as abandoned vehicles, non-permitted construction, junk storage, and yards not being properly maintained.		
	Overall, are you satisfied or dissatisfied with the Town's efforts to enforce code violations, 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>		
	1	Very satisfied	31% Skip to Q20
	2	Somewhat satisfied	27% Skip to Q20
	3	Somewhat dissatisfied	7% Ask Q19
	4	Very dissatisfied	9% Ask Q19
98	Not sure	23% Skip to Q20	
99	Refused	2% Skip to Q20	
Q19	Is there a particular issue or code violation that the Town isn't addressing that leads you to be dissatisfied? <i>If yes, ask: Please briefly describe it to me. Verbatim responses recorded and grouped into categories shown below.</i>		
		Unkempt yards, properties	30%
		Abandoned vehicles	17%
		Trash violations, dumping	13%
		Not sure / Refused	13%
		Foreclosed, abandoned properties	8%
		Not enforcing a variety of issues	8%
		Animal code violations	4%
		Traffic violations	4%
		Inconsistency in code enforcement	4%
		Loud vehicles	3%
		Building code violations	3%
		Prefer less government intervention	1%

Section 9: Shopping & Economic Development

Next, I'd like to ask you a few questions about your shopping preferences.

Q20	Thinking of the retail stores and restaurants that your household visits outside of Town, are there any that you would like to have available in Apple Valley?		
	1	Yes	68% Ask Q21
	2	No	27% Skip to Q22
	98	Not sure	5% Skip to Q22
	99	Refused	0% Skip to Q22

Q21	What are the names of the one or two stores or restaurants you would most like to have located in Apple Valley? Verbatim responses recorded and grouped into categories shown below (More than 80 specific stores and restaurants were mentioned by respondents).	
	Family restaurant chain (Claim Jumper, Sizzler)	48%
	Gourmet, organic grocery store (Trader Joe's, Whole Foods)	20%
	Fast food restaurant (In-N-Out, Church's Chicken)	12%
	Department store (Target, Kohl's, Wal-Mart)	11%
	Apparel, department store (Macy's, Nordstrom)	7%
	Specialty goods store (Sport Chalet, Bath & Body Works)	7%
	Upper-scale restaurant chain (PF Chang's, Cheesecake Factory)	5%
	Large discount store (Costco, Sam's Club)	4%
	Discount apparel, home goods store (Ross, TJ Maxx)	3%
	Arts and Crafts store (Michaels, Jo-Ann Fabrics)	3%
	Bookstore (Barnes & Noble, Borders)	1%
	Electronics store (Fry's, Circuit City)	1%

Section 10: Spending Priorities

The Town of Apple Valley has the financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the Town must set priorities.

Q22 As I read each of the following items, I'd like you to indicate whether you think the Town should make the item a high priority, a medium priority, or a low priority for future Town 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?

		High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Refused
	<i>Randomize</i>						
A	Provide incentives to attract new employers and jobs to town	67%	22%	7%	3%	1%	0%
B	Hire more police officers	46%	34%	14%	5%	2%	0%
C	Improve the maintenance of streets and roads	55%	34%	9%	2%	0%	0%
D	Build a Community Center	22%	37%	30%	9%	1%	0%
E	Provide incentives to attract a new hotel and conference center to Town, which will help the local economy	21%	31%	29%	18%	1%	0%

Section 11: Communication		
Q23	Are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1 Very satisfied	44%
	2 Somewhat satisfied	35%
	3 Somewhat dissatisfied	10%
	4 Very dissatisfied	7%
	98 Not sure	4%
	99 Refused	0%
Q24	What information sources do you use to find out about Apple Valley news, information and programming? <i>Don't read list. Record up to first 3 responses.</i>	
	1 Town Newsletter/Our Town (quarterly)	35%
	2 Daily Press (daily paper)	36%
	3 San Bernardino Times (daily paper)	1%
	4 Apple Valley News (weekly paper)	8%
	5 Town Council Meetings	1%
	6 Radio	4%
	7 Television (general)	5%
	8 Town's website	15%
	9 Internet (not Town's site)	18%
	10 Email notification from Town	1%
	11 Flyers or brochures (mailed to house)	9%
	12 Flyers or brochures (displayed at public facilities)	4%
	13 Street banners	0%
	14 Community events	1%
	15 Friends/Family/Associates	6%
	18 Directory/Yellow pages	1%
	19 Other Newspaper, periodical	4%
	20 Recreation calendar, guide	2%
	16 Other (unique responses)	1%
	17 Do Not Receive Information about Town	3%
	98 Not sure	3%
	99 Refused	0%

Q25		Is there a particular topic or issue that you'd like to receive more information about from the Town?	
1	Yes	32%	Ask Q26
2	No	66%	Skip to Q27
98	Not sure	2%	Skip to Q27
99	Refused	0%	Skip to Q27
Q26		Please briefly describe the topic. <i>Probe:</i> Any other topics? Verbatim responses recorded and grouped into categories shown below.	
	Employment opportunities	14%	
	Crime, public safety	13%	
	Upcoming events	11%	
	Road repair, improvement projects	8%	
	Future planning, growth	8%	
	Programs, classes for youth	7%	
	Town meetings, Council agendas	5%	
	Budget, spending	5%	
	Services, programs for seniors	4%	
	New developments, projects	4%	
	New businesses, restaurants	4%	
	Street lighting projects	3%	
	Zoning	3%	
	Water issues	3%	
	Emergency preparedness	3%	
	Golf course	2%	
	Alternative energy sources	2%	
	Graffiti removal	1%	
	Staff profiles, contact info	1%	
	Small business owner info	1%	
Q27		In the past 12 months, have you visited the Town of Apple Valley's website?	
1	Yes	47%	
2	No	52%	
98	Not sure	1%	
99	Refused	0%	

Section 12: Background/Demographics

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

D1	In what year were you born? Year of birth recorded, then grouped into age categories shown below.			
	18 to 24		13%	
	25 to 34		18%	
	35 to 44		17%	
	45 to 54		18%	
	54 to 64		13%	
	65 and over		18%	
	Refused		2%	
D2	Do you have one or more children under the age of 18 living in your household?			
	1	Yes	46%	
	2	No	54%	
	99	Refused	1%	
D3	Do you own or rent your residence in Apple Valley?			
	1	Own	69%	
	2	Rent	29%	
	99	Refused	2%	
D4	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	35%	Ask D5
	2	Employed part-time	10%	Ask D5
	3	Student	9%	Ask D5
	4	Homemaker	11%	Skip to end
	5	Retired	26%	Skip to end
	6	In-between jobs	8%	Skip to end
	99	Refused	2%	Skip to end

D5	Do you commute outside of Apple Valley on a regular basis for (your job/school)? <i>Response from D4.</i>		
	1	Yes	62%
	2	No	38%
	99	Refused	0%
D6	How much time does it typically take you to commute to (your job/school), round-trip? <i>Verbatim responses recorded in minutes, then grouped into categories shown below.</i>		
	30 or less		28%
	31 to 59		17%
	60 to 89		18%
	90 to 119		6%
	120 or more		26%
	Not sure / Refused		5%
D7	Gender (not asked)		
	1	Male	51%
	2	Female	49%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey! This survey was conducted for the Town of Apple Valley			