



THE NCSTM
The National Citizen SurveyTM

Yountville, CA

Community Livability Report

2016



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Yountville. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

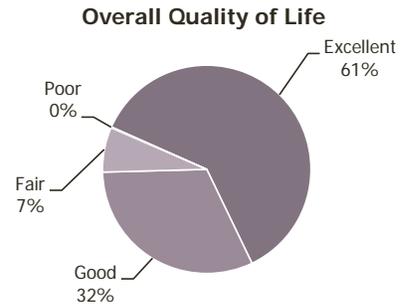
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 370 residents of the Town of Yountville. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Yountville

Almost all rated the quality of life in Yountville as excellent or good. Residents rated the overall quality of life higher than the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

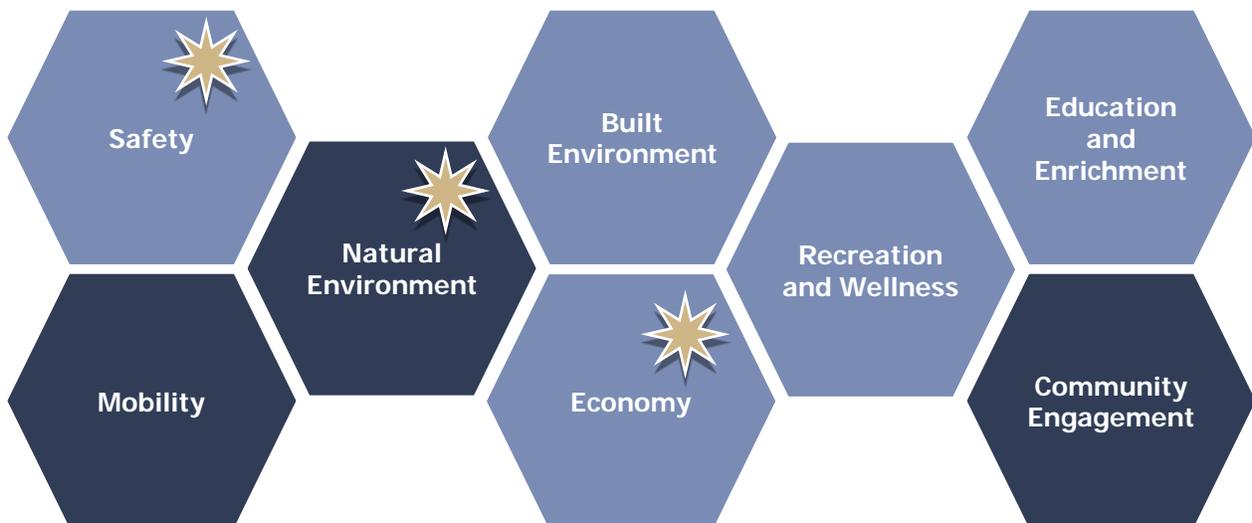
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Natural Environment and Economy as priorities for the Yountville community in the coming two years. It is noteworthy that Yountville residents gave strong ratings to Natural Environment as well as to Mobility and Community Engagement. Ratings for Safety, Economy, Built Environment, Recreation and Wellness and Education and Enrichment were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Yountville’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Yountville, 94% of residents rated the Town as an excellent or good place to live. Respondents' ratings of Yountville as a place to live were higher than ratings in other communities across the nation.

In addition to rating the Town as a place to live, respondents rated several aspects of community quality including Yountville as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Yountville and its overall appearance. At least 4 in 5 respondents gave positive ratings to Yountville's overall image, overall appearance, their neighborhoods as a place to live and Yountville as a place to retire. These ratings were higher than the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Almost all residents rated their overall feeling of safety in Yountville positively and these rating were higher than the national benchmark. Further, almost all residents rated their feelings of safety in their neighborhood and in downtown/commercial areas positively. Within the facet of Mobility, residents were most pleased with Yountville's ease of walking, with about 96% of residents giving them positive ratings that were higher than the national benchmark. Residents were the least pleased with public parking but ratings were similar to those found in other communities across the nation. About 9 in 10 residents rated the overall natural environment, air quality and cleanliness of Yountville positively with ratings higher than the national benchmark. Ratings for Built Environment varied with positive ratings ranging from 17% for affordable quality housing to 90% for public places where people want to spend time; the rating for affordable quality housing was lower than the national benchmark while the rating for public places was higher. Within Economy, ratings were once again varied: residents rated half of the eight aspects higher than the national benchmark with 93% of respondents rating Yountville's overall economic health as excellent or good, while two ratings, cost of living and shopping opportunities were rated lower than in comparison communities. Residents rated aspects of Yountville's Recreation and Wellness characteristics and opportunities less positively, with about 4 in 10 giving a positive rating to health and wellness and fitness opportunities; each of these were rated lower than the national benchmark. Ratings within Education and Enrichment varied with 7 in 10 residents positively rating cultural/arts/music activities while about 4 in 10 residents rated child care and preschool positively. Residents gave positive ratings to all aspects of Community Engagement and ratings for social events and activities, neighborliness, and opportunities to participate in community matters were rated higher than the national benchmark.



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Percent rating positively (e.g., excellent/good)

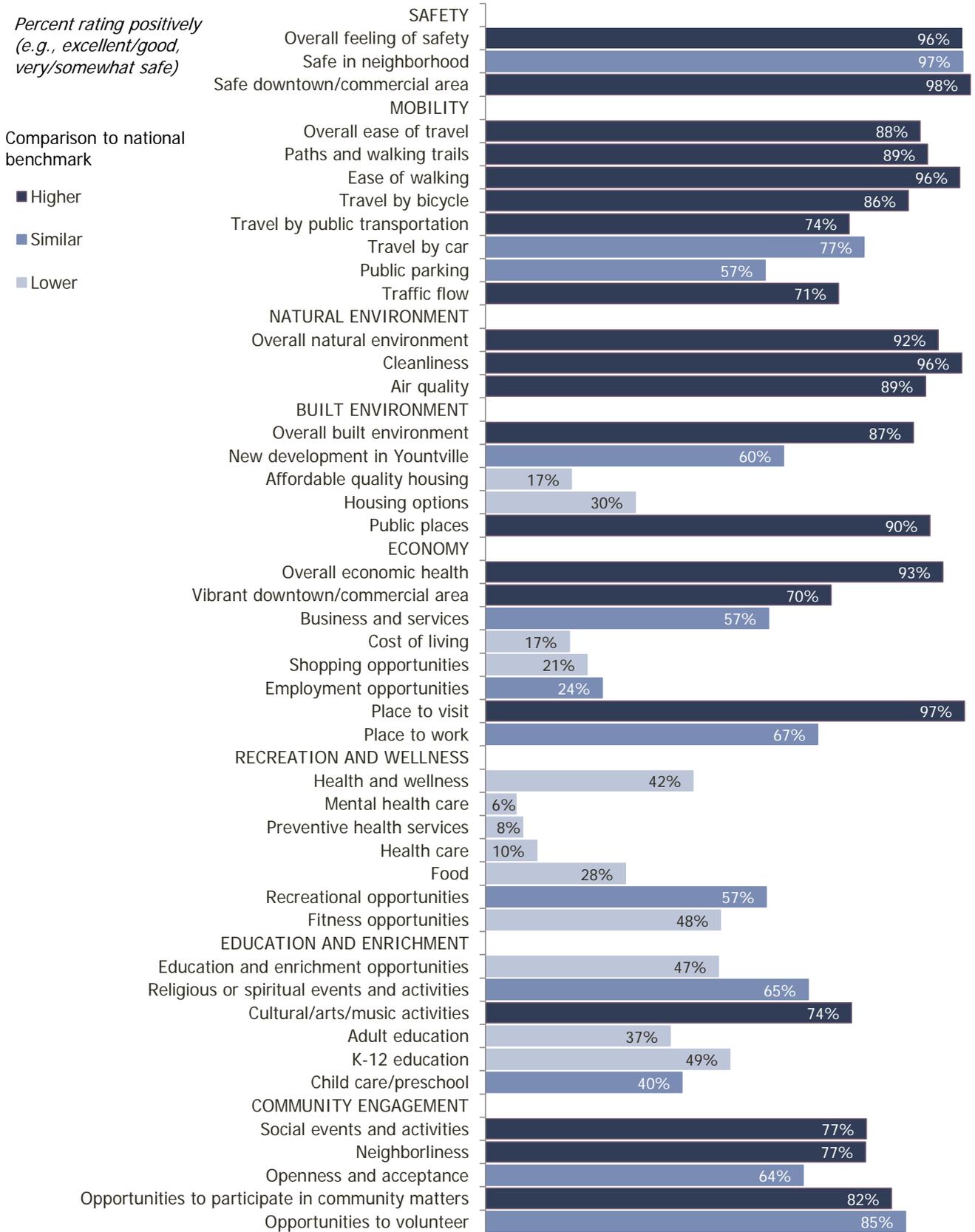
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



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Figure 1: Aspects of Community Characteristics



Governance

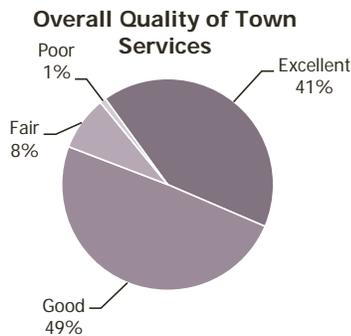
How well does the government of Yountville meet the needs and expectations of its residents?

The overall quality of the services provided by Yountville as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Residents' ratings for Yountville's quality of services were higher than the national benchmark with almost all of respondents rating them as excellent or good.

Survey respondents also rated various aspects of Yountville's leadership and governance. About 7 in 10 residents gave high ratings to the value of services for taxes paid, welcoming citizen involvement, confidence in Town government, acting in the best interest of Yountville, being honest and treating all citizens fairly. Even more (93%) rated the customer service of Yountville employees as excellent or good. All of these ratings were higher than those seen in comparison communities.

Respondents evaluated over 30 individual services and amenities available in Yountville. Almost all services and amenities were rated positively by at least half of respondents and were similar to or higher than the national benchmark comparisons. Respondents rated Yountville's crime prevention efforts higher than the national benchmark within the facet of Safety, and ratings for the remaining six Safety services were similar to the national benchmark. Mobility ratings were particularly high and positively rated by nearly 7 in 10 residents; almost all ratings were higher than the ratings in comparison communities. Within the facet of Natural Environment, recycling, yard waste pick-up and drinking water received ratings that were higher than the national benchmark. Residents were pleased with the economic development in Yountville; 71% of respondents rated this aspect of

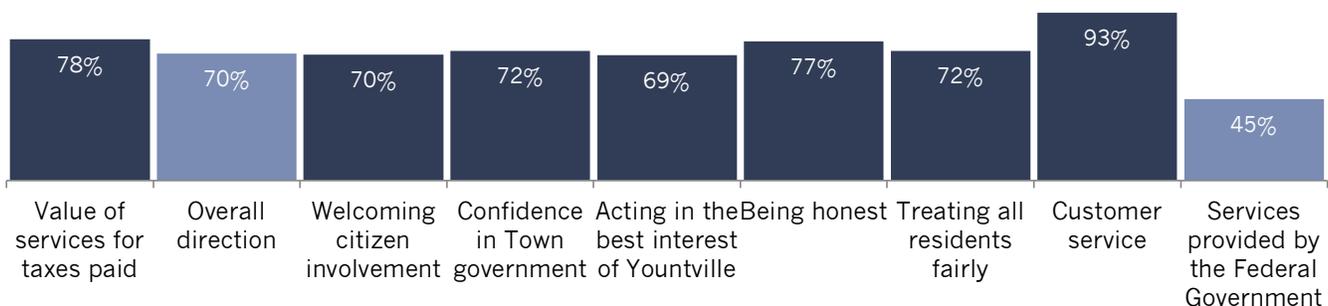
Economy positively and this rating was higher than the national benchmark. Almost all (96%) residents rated Town parks as excellent or good, a rating higher when compared to communities across the nation; more than 7 in 10 residents positively rated recreation programs and centers, ratings similar to the national benchmark. Within Education and Enrichment, about 8 in 10 respondents positively rated the Town's public libraries and special events. More than 80% of residents rated Yountville's public information services positively and similar to the national benchmark.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



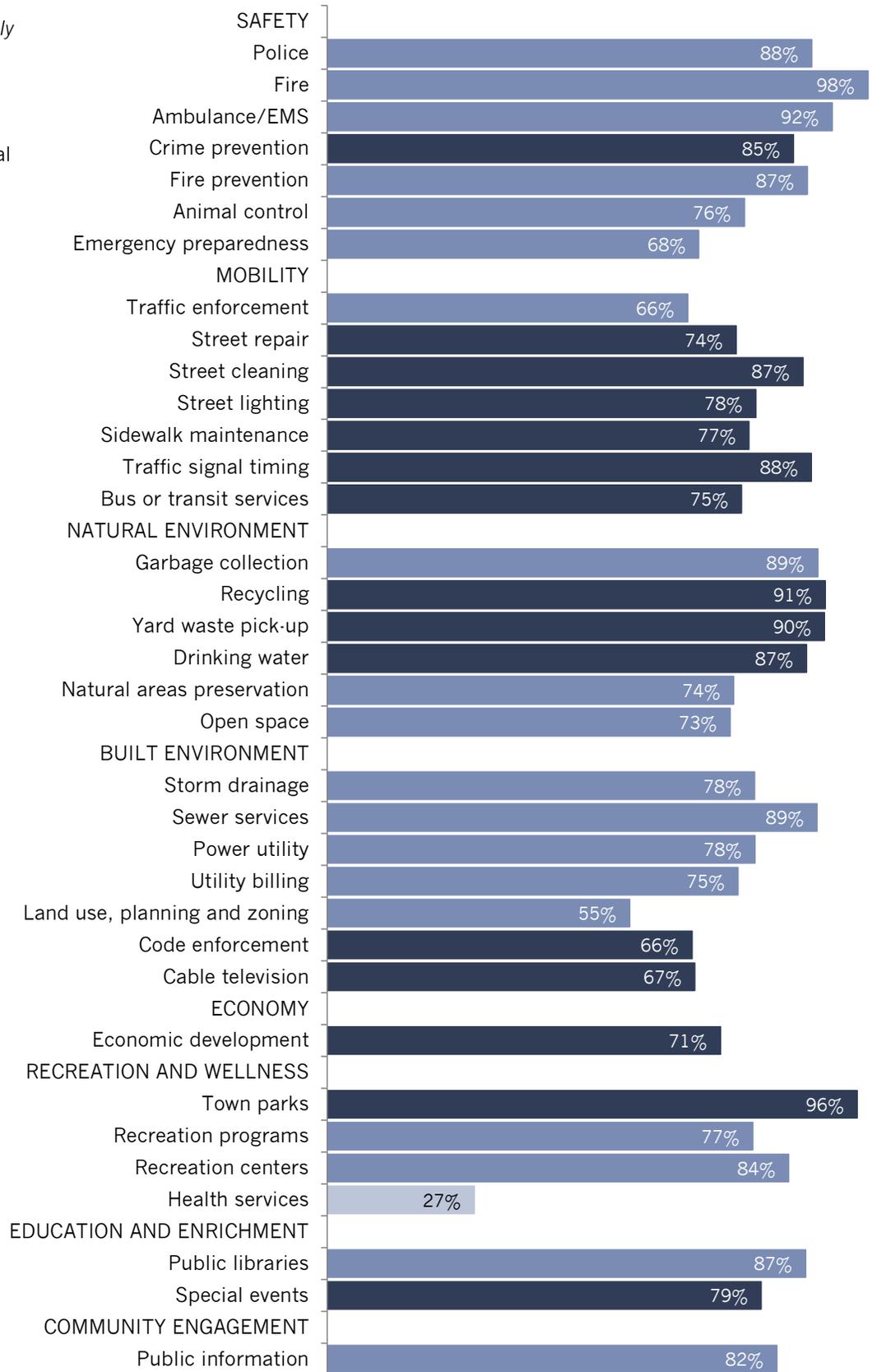
The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

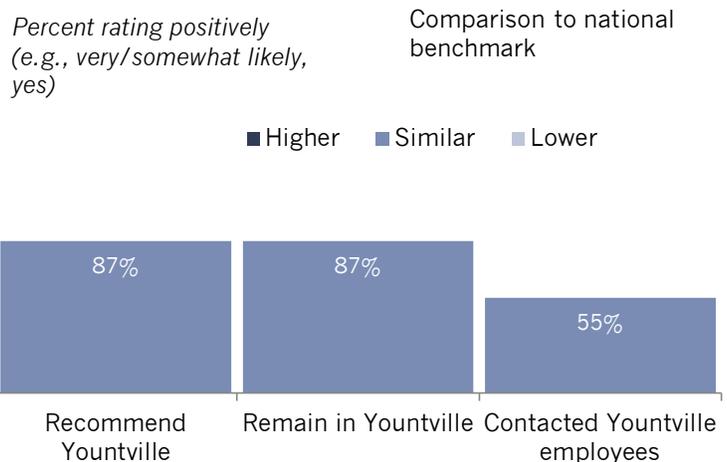
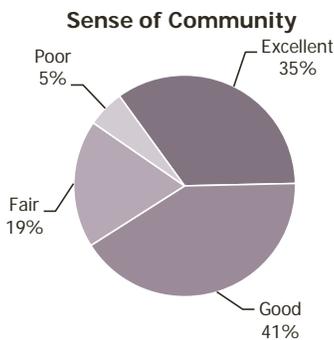


Participation

Are the residents of Yountville connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. A majority of respondents rated the sense of community in Yountville as excellent or good, a rating higher than benchmark comparisons. More than 8 in 10 residents would recommend living in Yountville and reported they were somewhat or very likely to remain in the town. These ratings were similar to the national benchmark.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Within the facet of Safety, about 81% of residents indicated they had NOT reported a crime and 92% had NOT been the victim of a crime; these rates were similar to the national benchmark. Nearly half of respondents reported that they had stocked supplies for an emergency, a rate higher than in comparison communities. Rates of Participation within the facet of Mobility were higher than or similar to the national benchmark, with roughly 4 in 10 residents who reported they had used public transportation or carpooled instead of driving alone and more than 8 in 10 who reported they had walked or biked instead of driving. Almost all residents indicated that they had conserved water and recycled at home, rates of participation higher than in comparison communities across the nation. Ratings varied within Economy, most residents had purchased goods or services in Yountville but only one-third of residents felt that the economy would have a positive impact on their income and reported that they worked in Yountville. Within the facet of Recreation and Wellness, 61% of respondents reported using Yountville's recreation centers and 89% said they had visited a Town park, both of which were similar rates of use as seen in comparison communities. About 72% of residents said they had attended a Town-sponsored event (higher than the benchmark comparison), while only 24% reported participating in religious or spiritual activities (lower than the benchmark comparison). Within Community Engagement, all Participation aspects were rated similar to the national benchmark, with the exception of the number of residents who indicated that they had attended a local public meeting (34%) which was higher than the national benchmark.



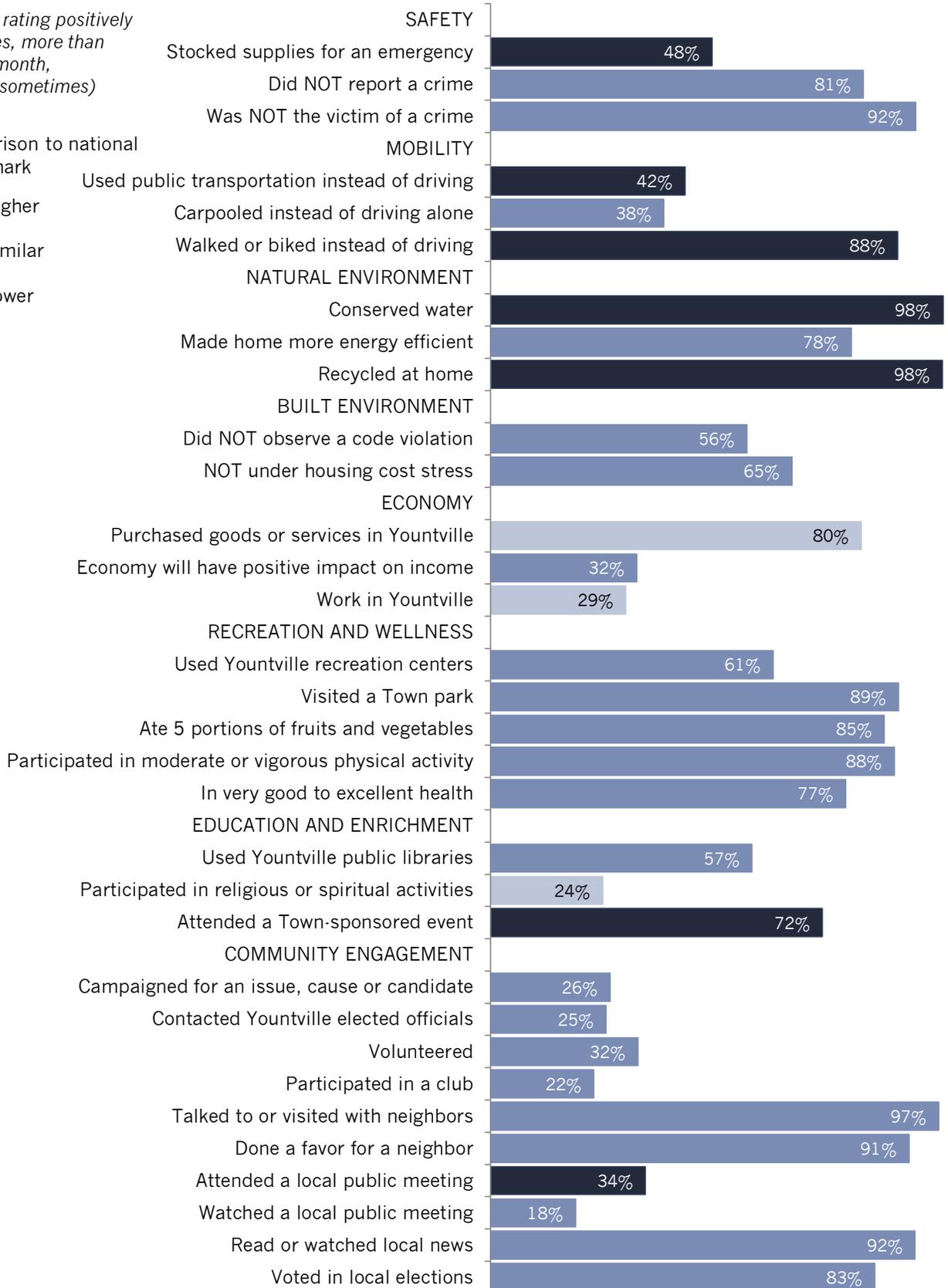
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

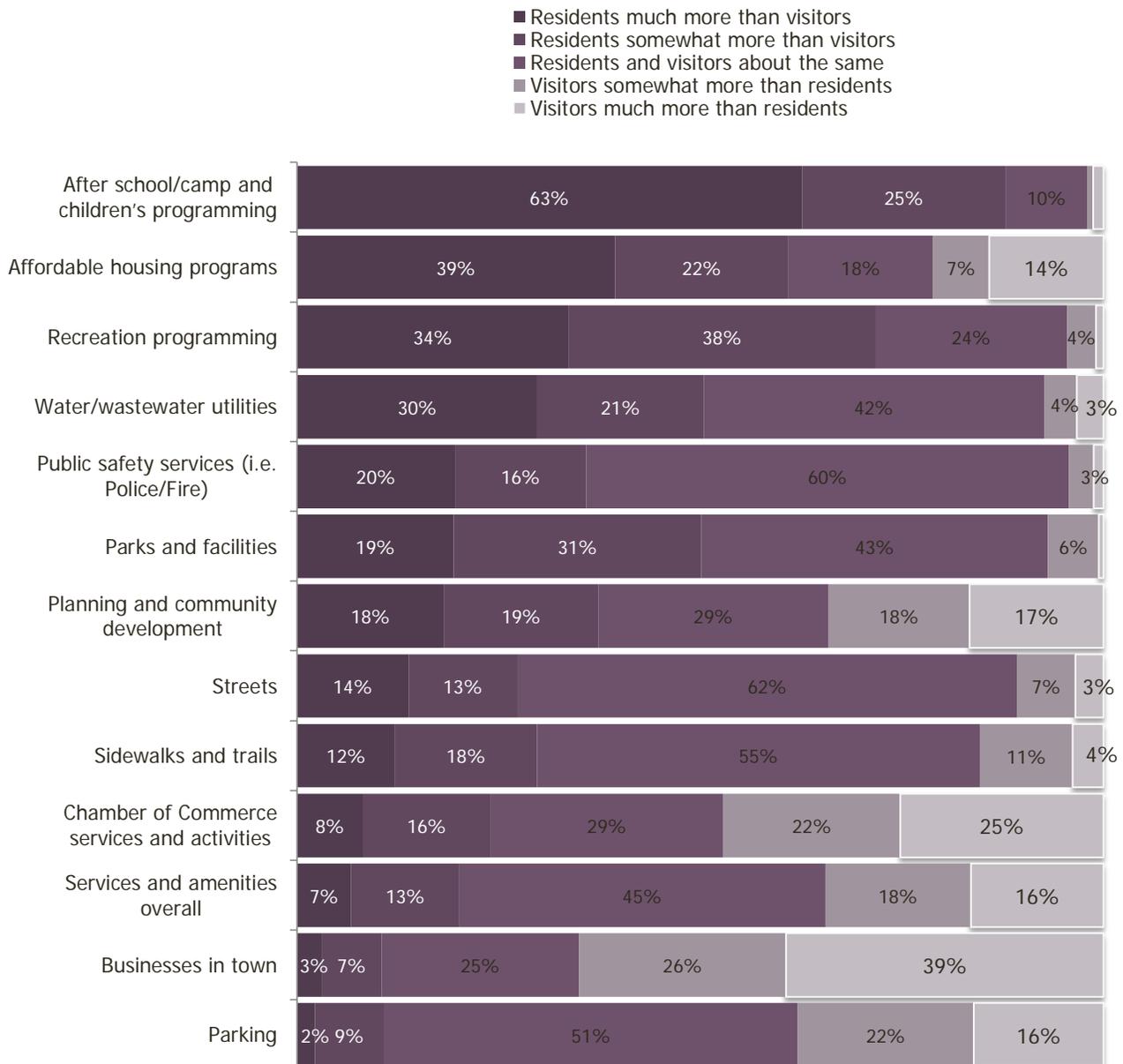


Special Topics

The Town of Yountville included three questions of special interest on The NCS. The first question asked respondents to rate the extent they think the Town supports residents versus visitors. A majority indicated that they felt the Town supported residents more than visitors for after school/camp and children’s programming, recreation programming, affordable housing programs and water/wastewater utilities. A majority of respondents thought that the Town supported residents and visitors about the same when it came to public safety services, streets, sidewalks and trails and parking. A majority of respondents felt that the Town supported visitors more than residents regarding businesses in town.

Figure 4: Services and Amenities Support

To what extent do you think the Town supports residents and visitors with its services and amenities?

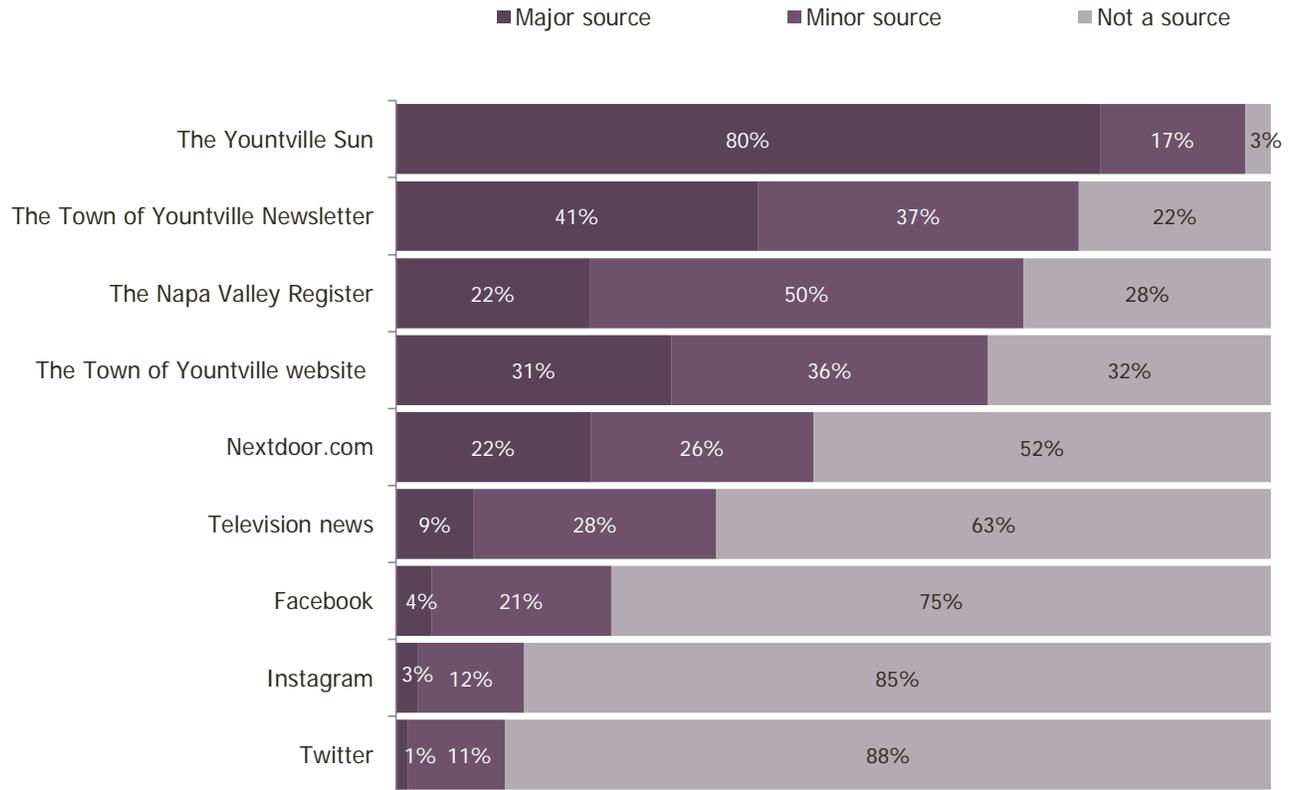


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When asked about sources of information about the Town government, more than 9 in 10 Yountville residents rated *The Yountville Sun* as a major or minor source of information. More than 7 in 10 indicated that they received information from The Town of Yountville Newsletter and the Napa Valley Register. Less than half of residents indicated Nextdoor.com, television news or social media as major or minor sources of information.

Figure 5: Sources of Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Yountville:

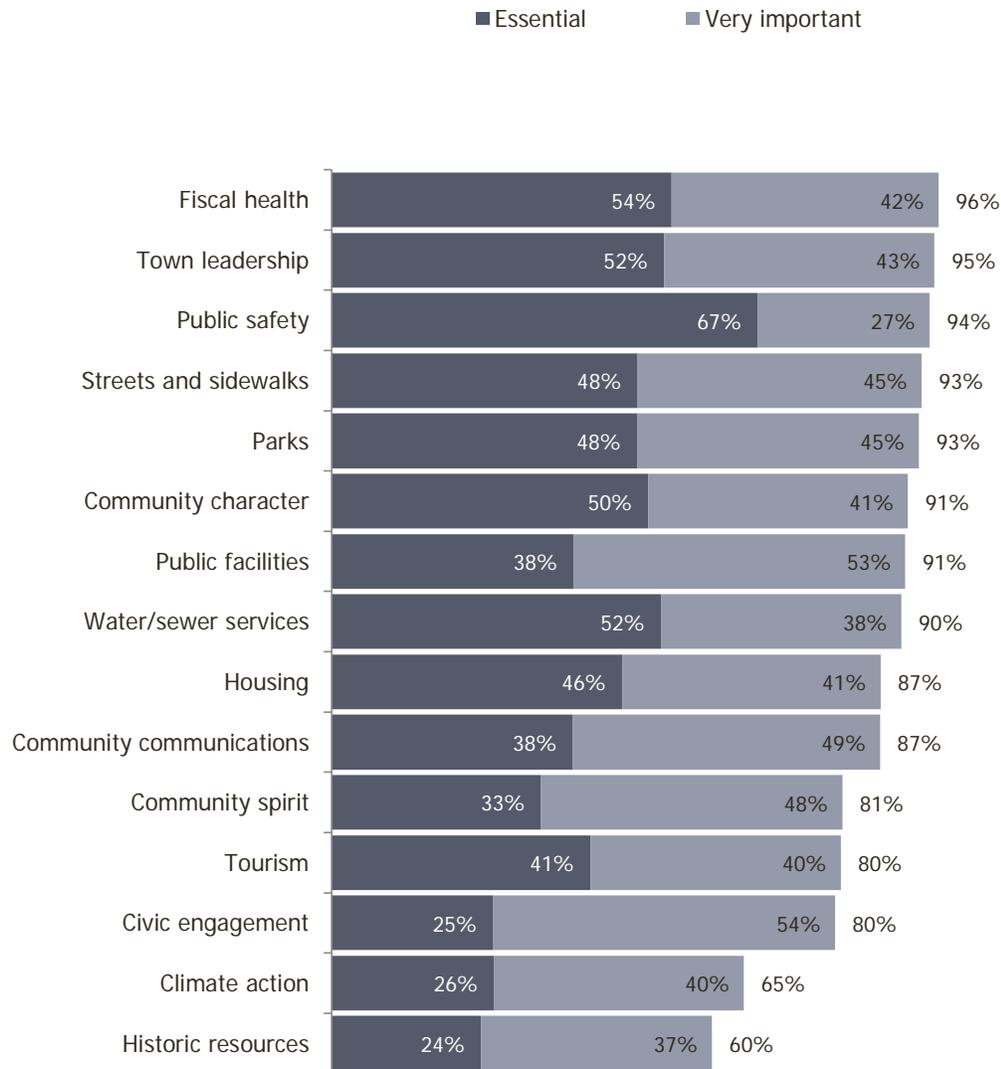


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When asked to indicate the importance of potential strategic planning areas for the Town of Yountville to the overall quality of life, a majority indicated that all items were essential or very important. More than 9 in 10 rated fiscal health, Town leadership, public safety, streets and sidewalks, parks, community character and public facilities as essential or very important. A similar proportion also indicated that water/sewer services, housing and community communications were essential or very important to the overall quality of life in Yountville.

Figure 6: Strategic Planning Areas

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Yountville:



Conclusions

Residents of Yountville enjoy a high quality of life.

Almost all residents rated their overall quality of life as excellent or good and more than 4 in 5 residents would be likely to recommend Yountville as a place to live and were likely to remain in Yountville. Yountville's neighborhoods, as well as the Town's overall image and appearance received high ratings by at least 9 in 10 residents. Most of the aspects that aid in community livability were rated positively and were at least similar to those seen in comparison communities.

Economy was rated positively and is important to residents.

Survey participants indicated that Economy is an important facet for Yountville to focus on in the coming years. A majority of residents rated Yountville's overall economic health as excellent or good and 97% of respondents identified the Town as an excellent or good place to visit. Most respondents had purchased goods or services in Yountville and about 32% of respondents believed the economy would have a positive impact on their income. Nearly three-quarters of residents positively rated Yountville's economic development under the pillar of Governance. The cost of living and shopping opportunities, however, were rated positively by about 2 in 10 residents, a rating lower than those seen in communities across the nation.

Yountville's Natural Environment is a valued community asset.

Natural Environment was rated as one of the top priorities for the Yountville community and ratings were consistently found to be higher than the ratings in comparison communities. Residents gave positive ratings to the overall natural environment in Yountville, as well as its cleanliness and air quality. Nearly 9 in 10 respondents rated Yountville's recycling, yard waste pick-up and drinking water as excellent or good; ratings that were higher than ratings given in other communities across the nation. Within the pillar of Participation, more than 9 in 10 residents reported that they had conserved water and recycled at home.

Residents use Recreation and Wellness amenities and services but there is room for improvement.

Residents' rates of participation in Recreation and Wellness are positive and similar to those seen in communities across the nation; however, many of the features within this facet were rated positively by less than half of residents. In particular, ratings for health and wellness, mental health care, preventive health services, health care, food and fitness opportunities were given excellent or good ratings by less than 5 in 10 residents, all ratings lower when compared to other communities. Despite these particular ratings, 96% of residents gave favorable ratings to Town parks, a rating higher than the national benchmark.