



Yountville, CA

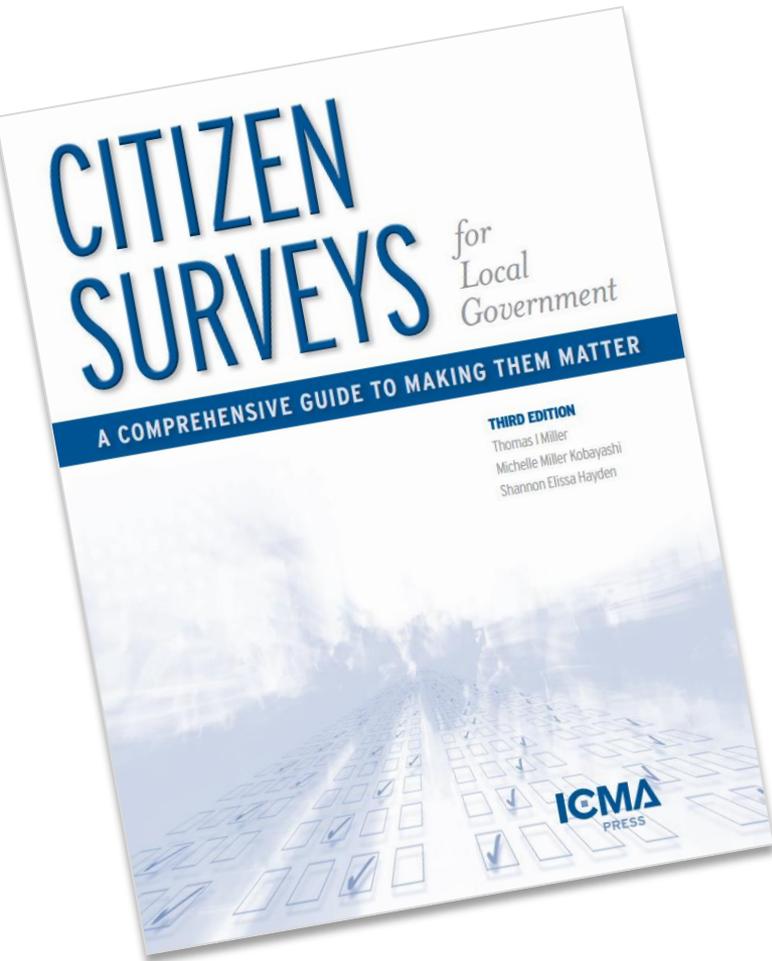
Key Findings 2016

The NCS is presented by NRC in collaboration with ICMA



Leaders at the Core of Better Communities

About NRC



- 21 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Yountville

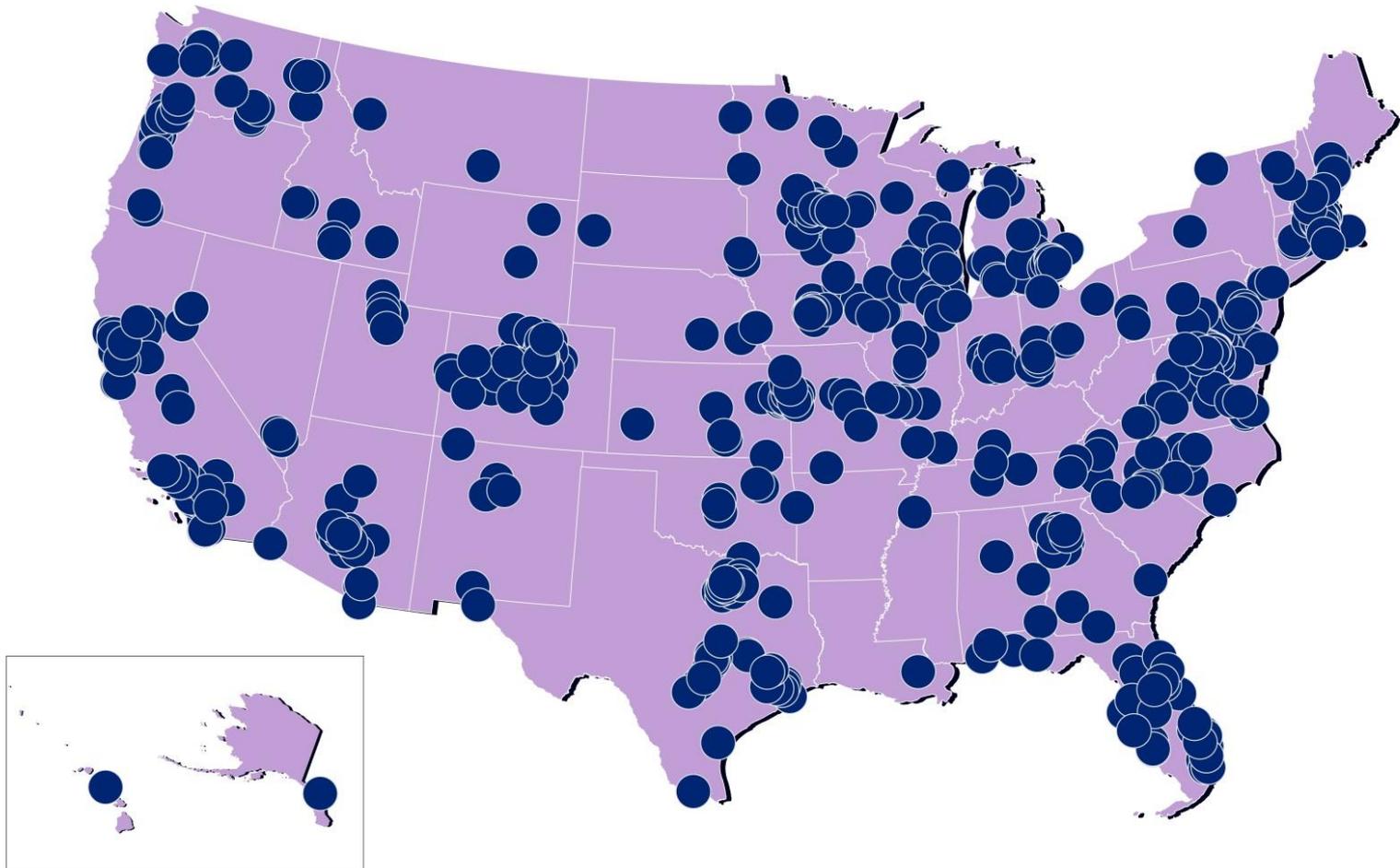
- 1st time conducting the NCS
- Random scientific sample of all households
 - 370 returned surveys; 34% response rate
 - $\pm 5\%$ margin of error

Online
option

Spanish

Custom
benchmarks

National Benchmark Comparisons



2016 National Benchmark Comparisons

57

received
higher
ratings

59

received **similar**
ratings

17

received
lower
ratings

2016 Custom Benchmark Comparisons

44

received
higher
ratings

68

received **similar**
ratings

21

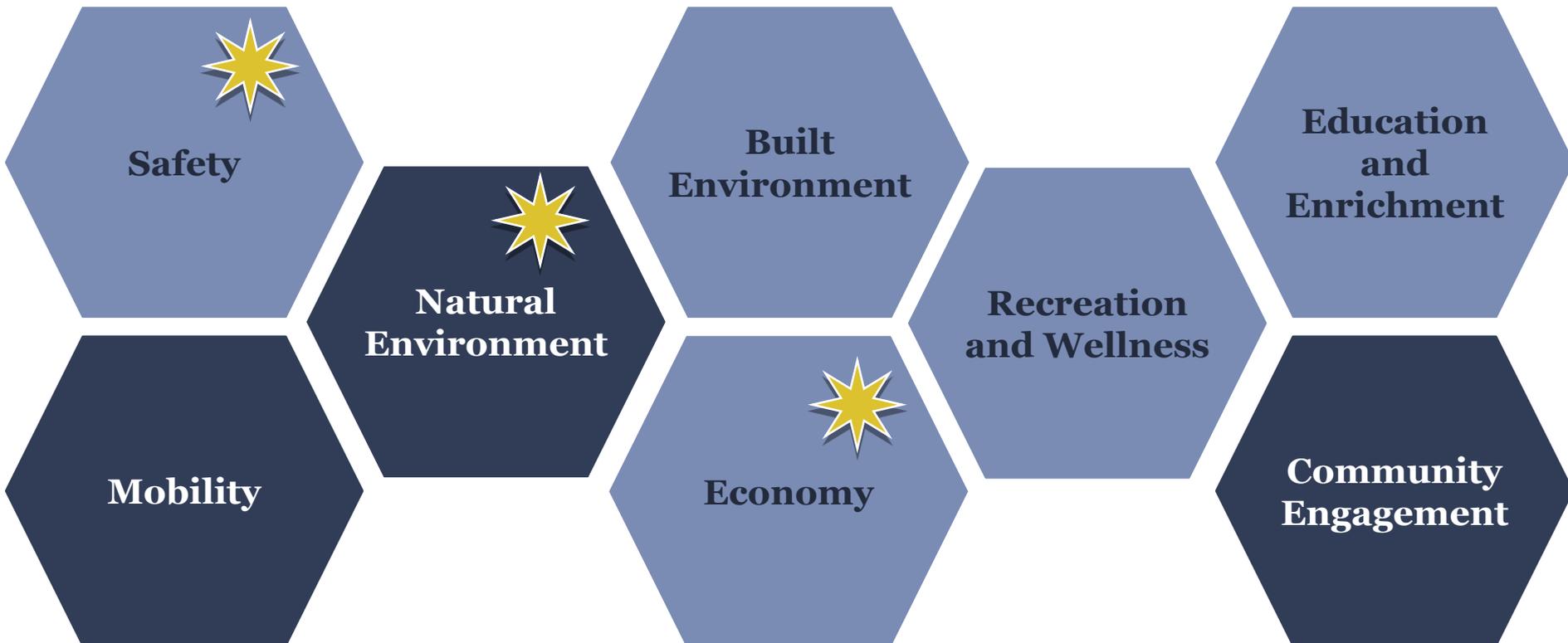
received
lower
ratings

Key Focus Areas

Legend

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

★ Most important

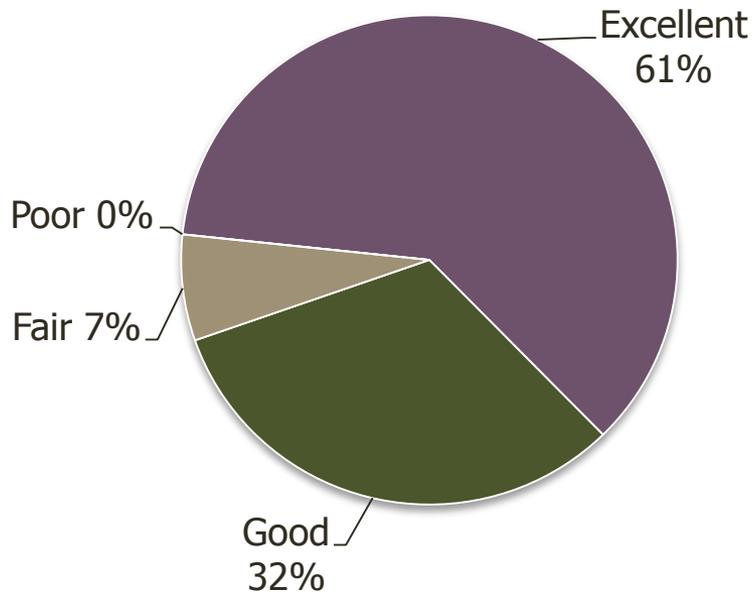


Key
Finding
#1

**Residents enjoy
high quality of life**

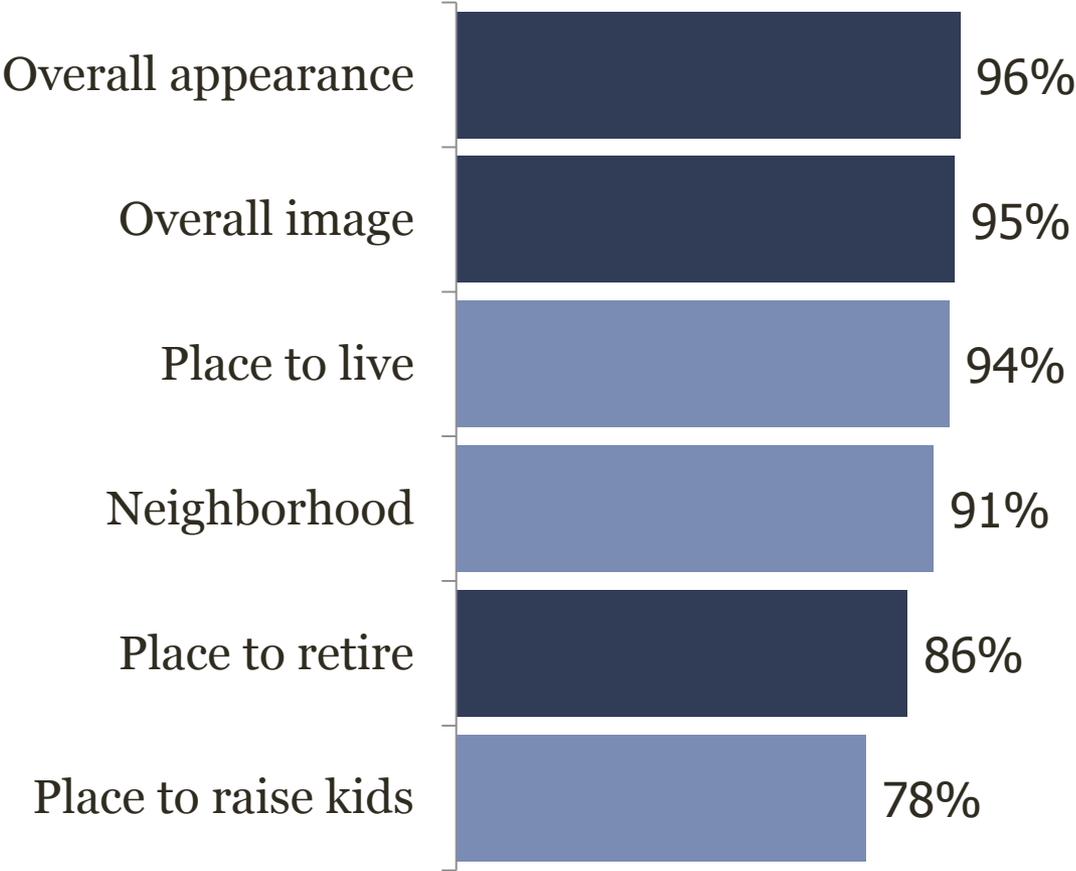
Overall Quality of Life

Overall Quality of Life in Yountville



**Higher
than
benchmarks**

Quality of Life Aspects



Comparison to resort benchmark:
■ Higher ■ Similar ■ Lower

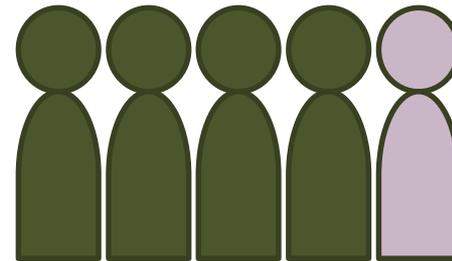
Percent excellent or good

Quality of Life

Recommend
Yountville

Remain in
Yountville

at least
4 in 5
very or somewhat likely



Public Trust

Majority
excellent or good



**Value of services for
taxes paid**

Being honest

**Treating all
residents fairly**

**Confidence in
government**

**Welcoming citizen
involvement**

**Acting in best
interest**

Mobility



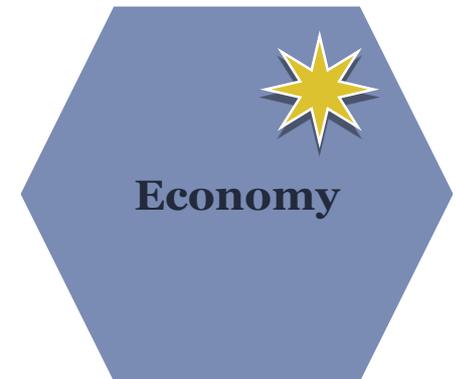
Courtesy of napa-bike rentals nvbt1987



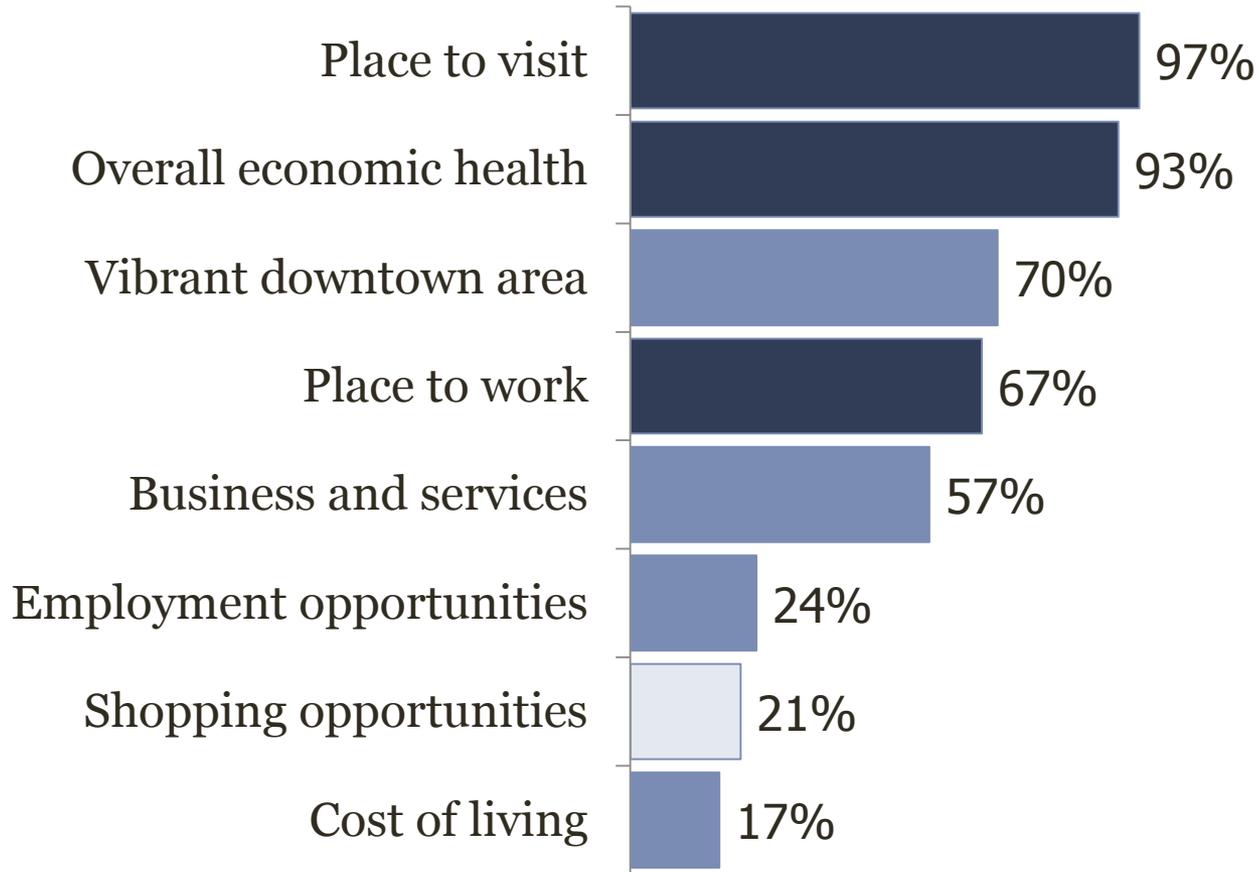
Majority of aspects were higher or much higher than both benchmarks

Key
Finding
#2

Economy is top priority



Aspects of Economy



Comparison to resort benchmark:

■ Higher ■ Similar ■ Lower

Percent excellent or good

Key
Finding
#3

Natural Environment is a valued asset



Natural Environment

**Overall natural
environment**

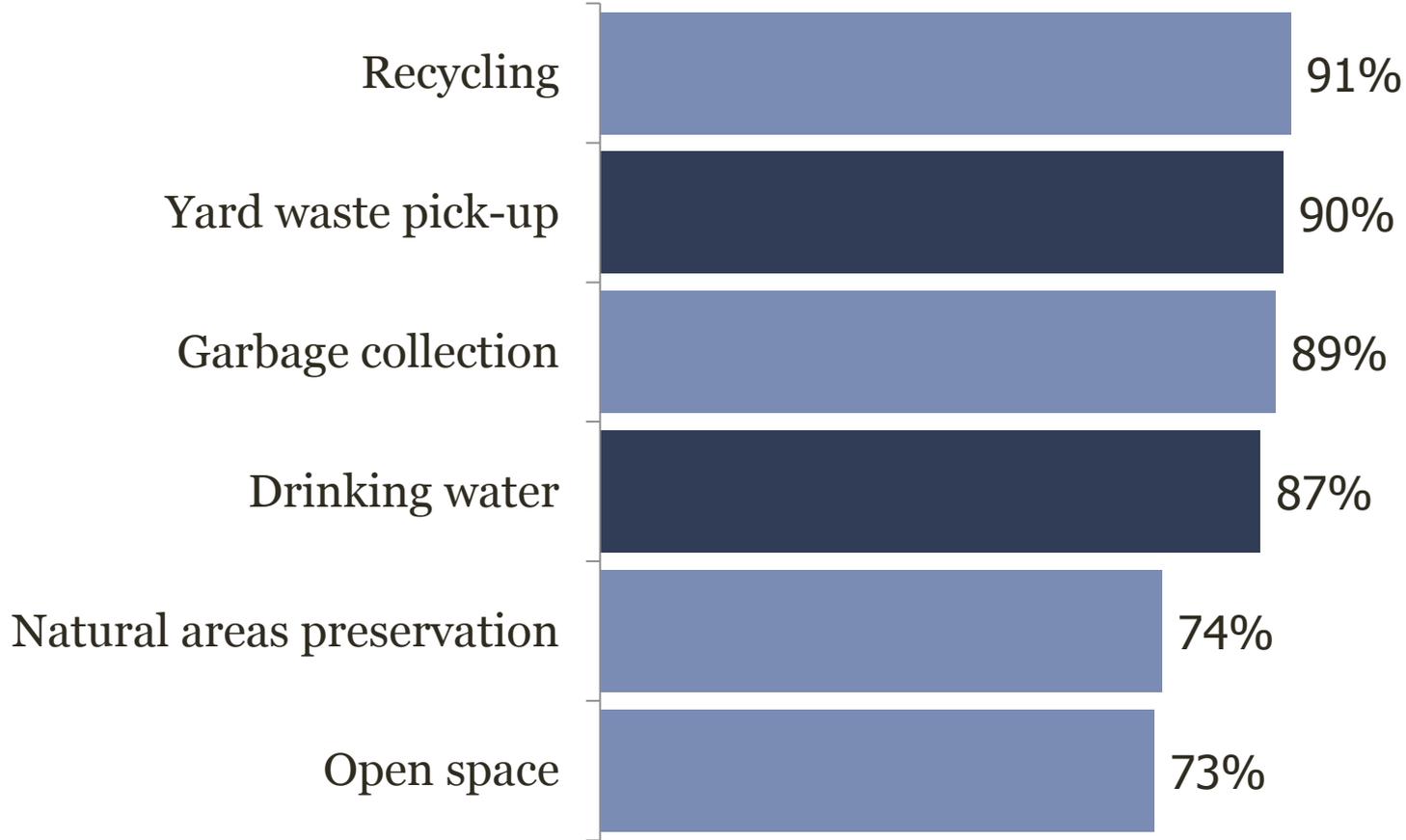
Cleanliness

Air quality

About
9 in 10
excellent or good



Natural Environment Services



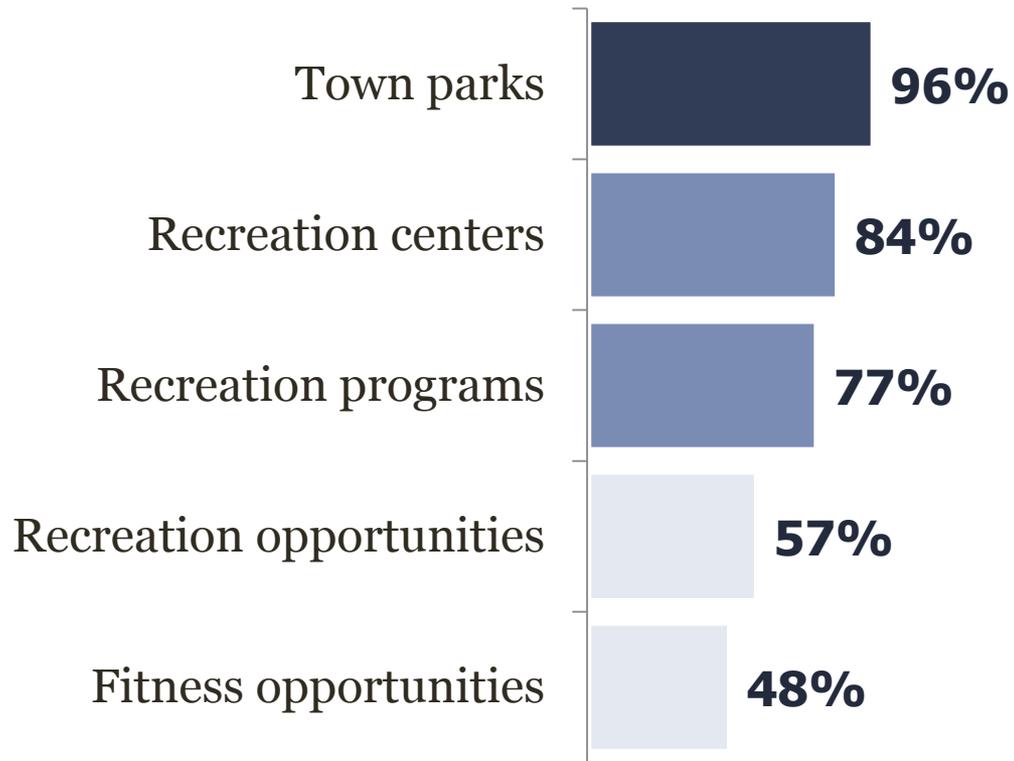
Comparison to resort benchmark:
■ Higher ■ Similar ■ Lower

Percent excellent or good

Key
Finding
#4

Recreation and Wellness has potential for improvement

Recreation

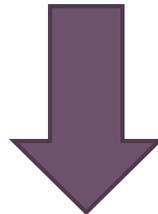


Percent excellent or good

Comparison to resort benchmarks:

■ Higher ■ Similar ■ Lower

Wellness



- Health and wellness opportunities**
- Affordable quality food**
- Health services**
- Health care**
- Preventative health services**
- Mental health care**

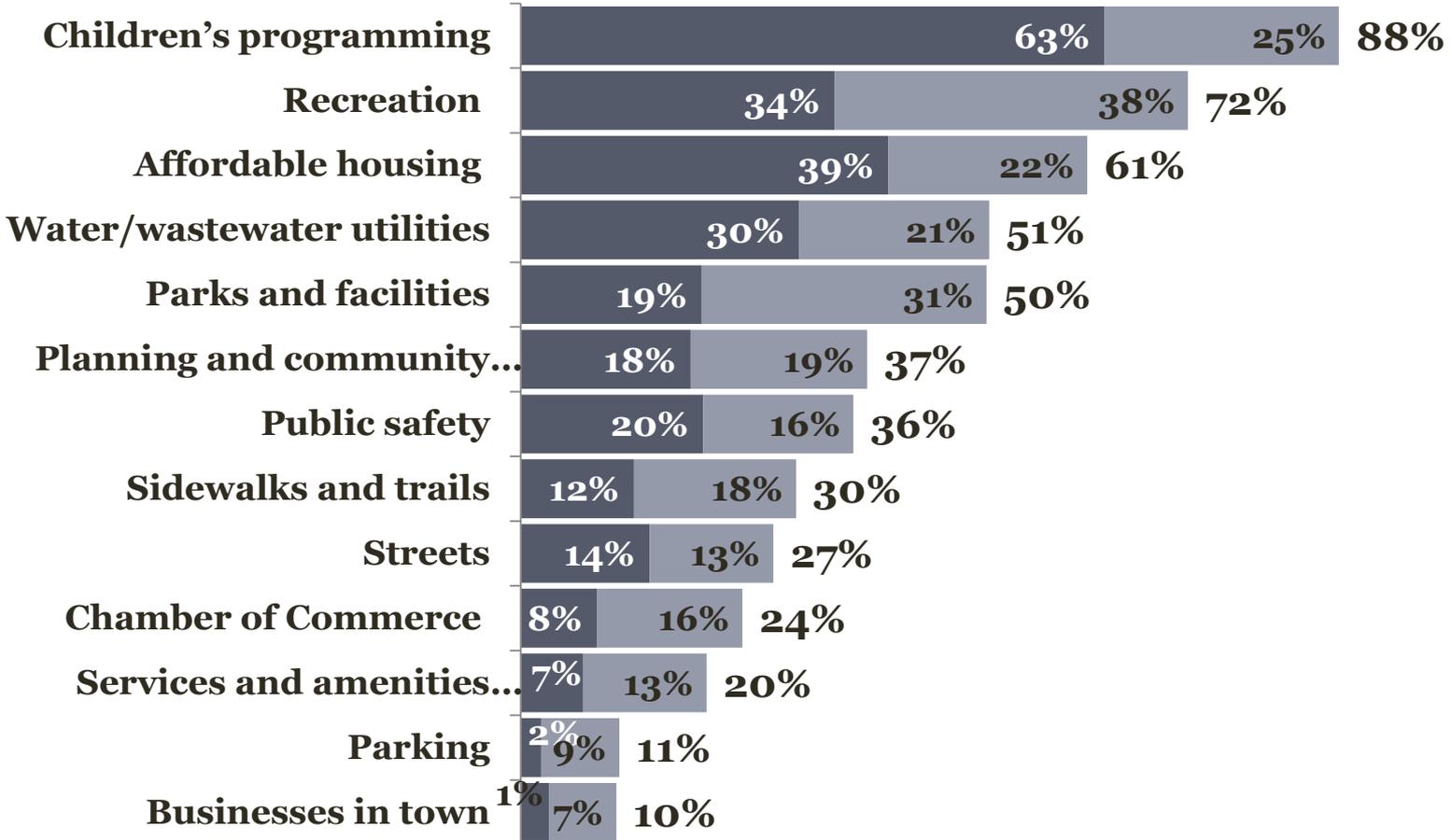


Lower than the benchmark

Special Topics

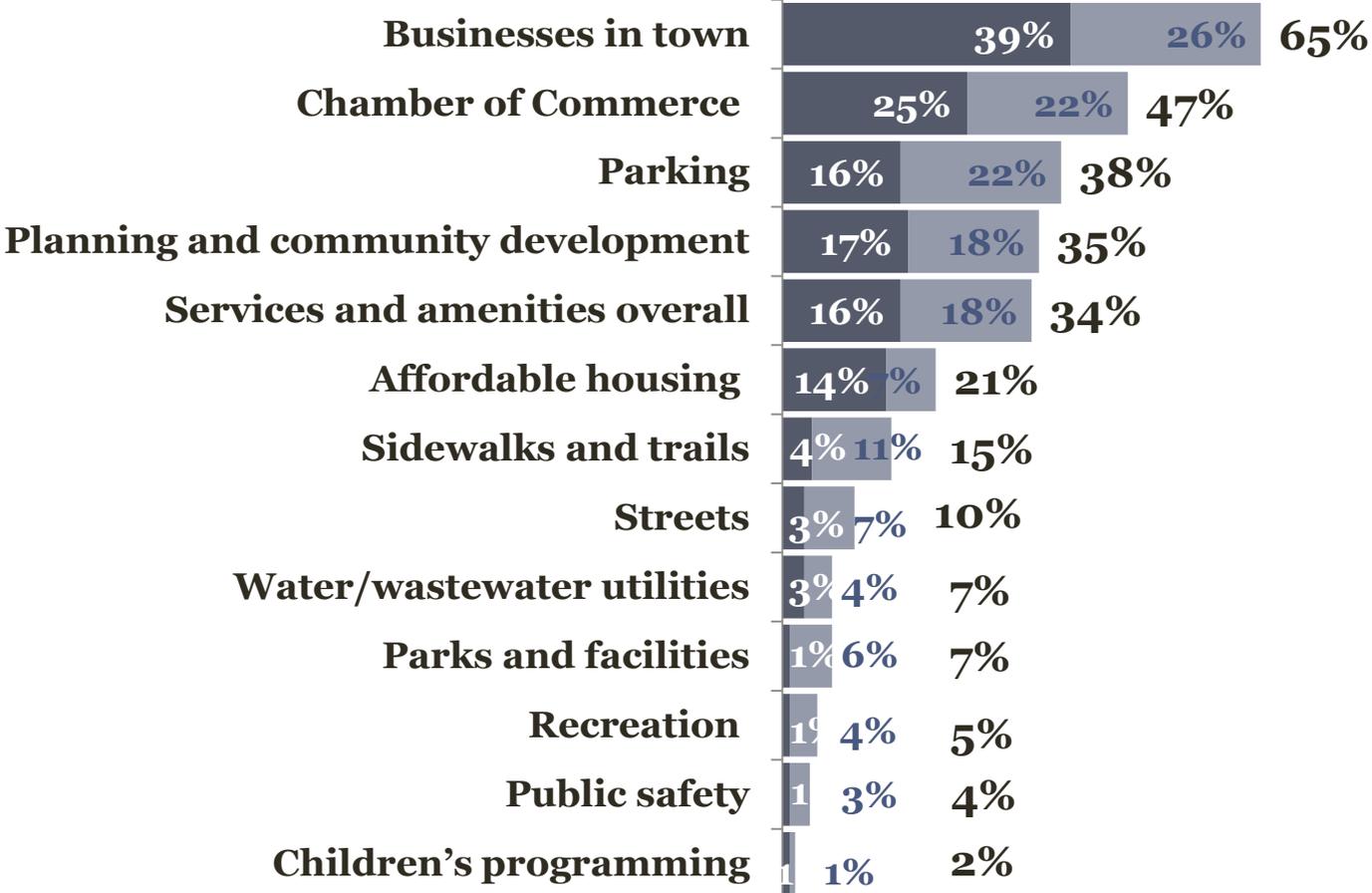
Services and Amenities for Residents

■ Residents much more ■ Residents somewhat more

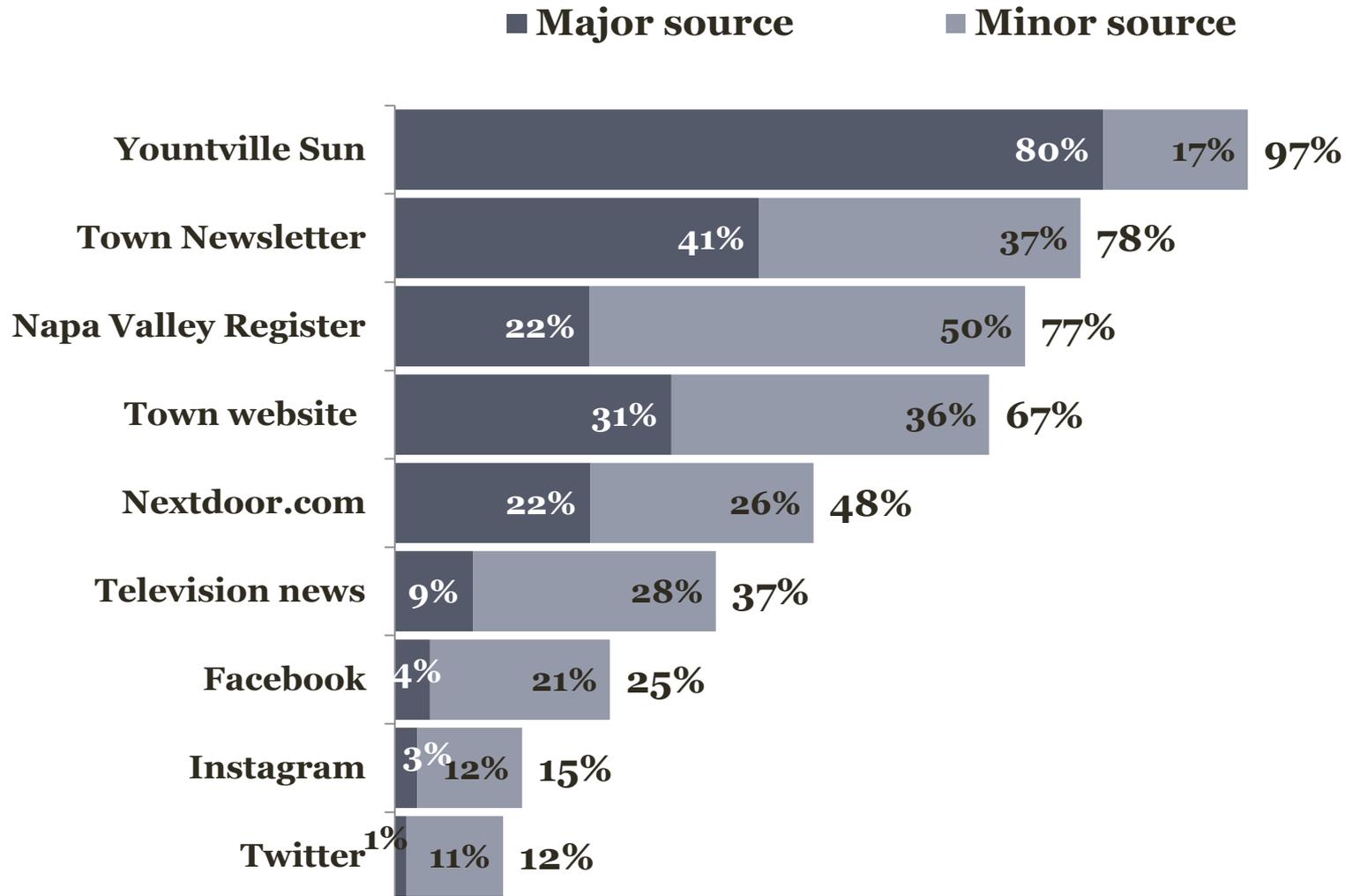


Services and Amenities for Visitors

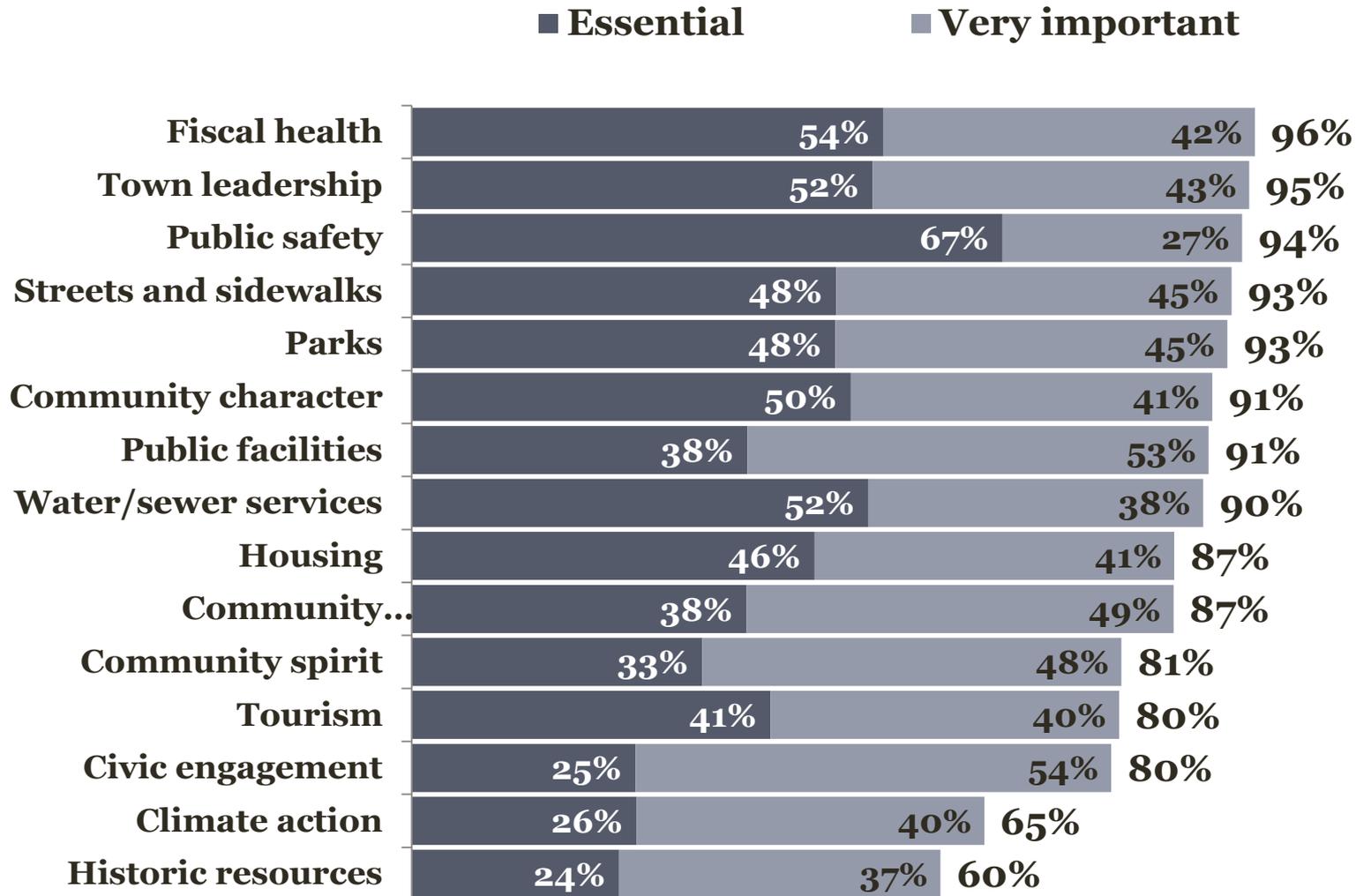
■ Visitors much more ■ Visitors somewhat more



Information Sources



Strategic Planning Areas



Conclusions

- Exceptional quality of life ratings
- Economy is a top priority
- Natural Environment is valued
- Potential room for improvement in Recreation and Wellness

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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