



Cathedral City






Opinions on Services and Plans for Cathedral City

Highlights of a Survey of Cathedral City Residents



OPINION
RESEARCH
& STRATEGY

Research Specifics and Methodology

Survey Dates	January 4-17, 2023
Research Population	Cathedral City Residents Ages 18+
Total Interviews	572
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish
Note	Not All Results Will Sum to 100% Due to Rounding
Pre-Survey Focus Groups	Focus groups conducted on December 5 and 6, 2022 to inform survey development and broaden community participation

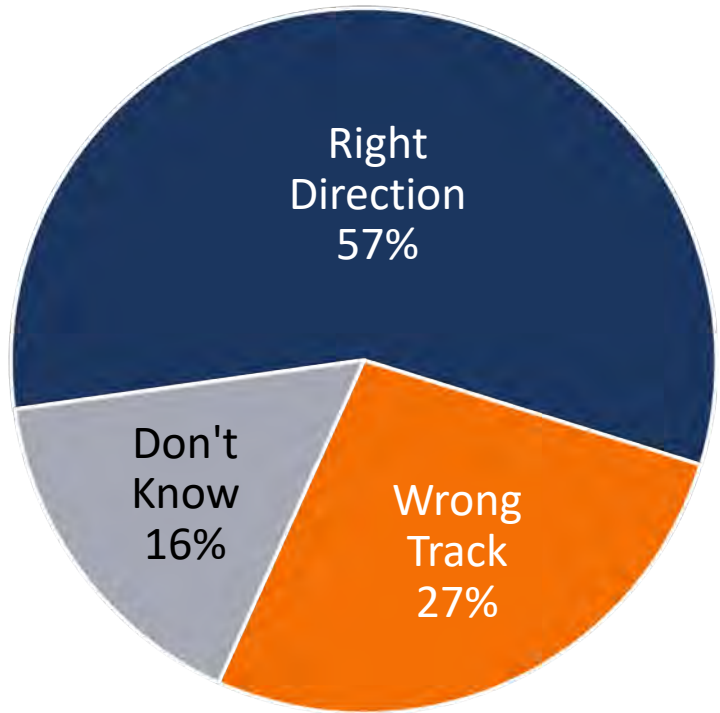
Pre-Survey Focus Groups

- 3 focus group sessions:
 - Residents in neighborhood between Landau Blvd. and Date Palm Drive; Dinah Shore Drive and 30th Ave.
 - Seniors
 - Spanish-speakers
- Many participants thought of Cathedral City in comparison to its neighbors: more affordable, but less activities
- Different perspectives on the vision for Cathedral City's future which were tested in survey
- Almost all participants felt the City should be doing more to communicate with residents with many unaware of the tools the City uses now



General Community Attitudes

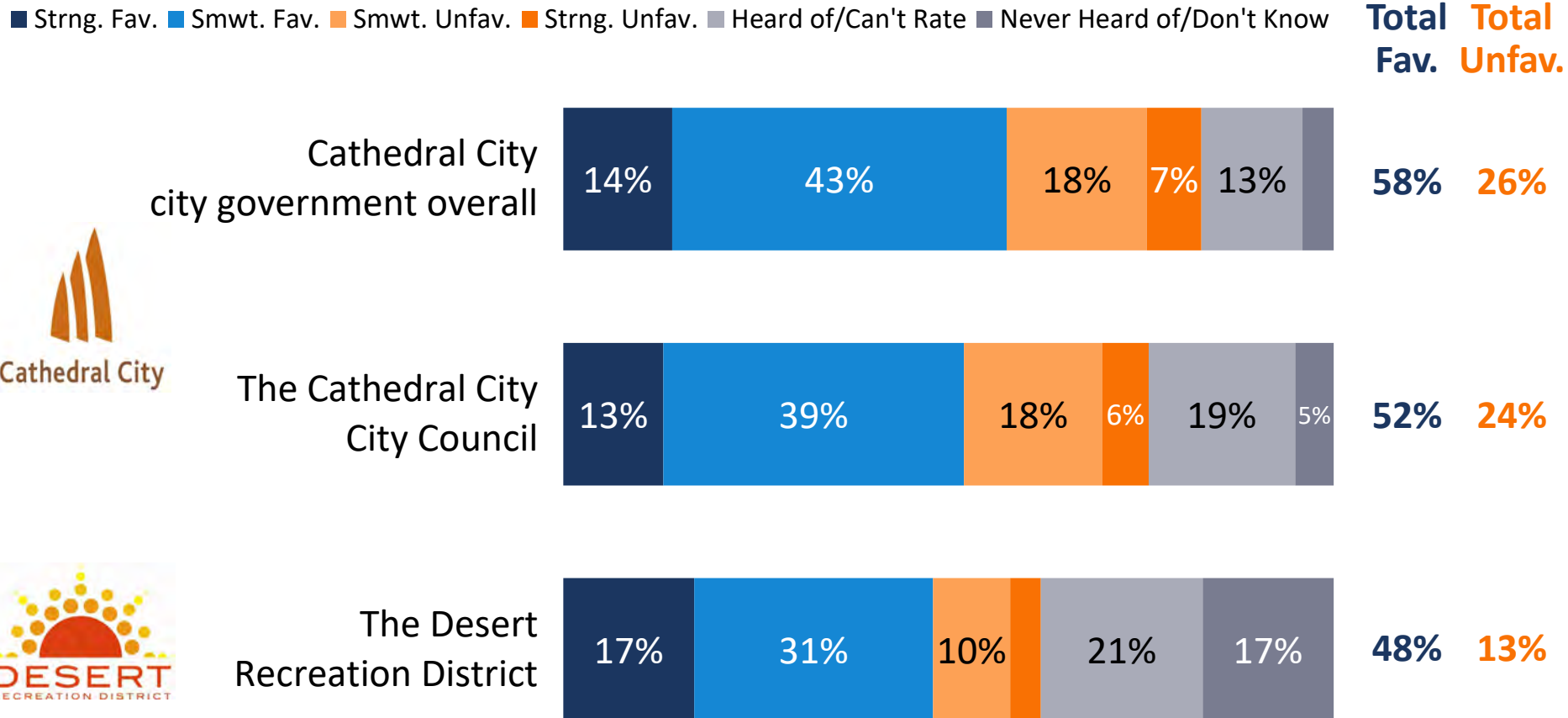
By more than two-to-one, residents think things in Cathedral City are headed in the right direction.



Demographic Group	Right Direction	Wrong Track	Don't Know
Age			
18-39	59%	31%	9%
40-64	56%	26%	18%
65+	57%	23%	20%
Race/Ethnicity			
Whites	50%	28%	22%
Latinos	63%	26%	11%
Gender			
Men	59%	28%	13%
Women	56%	25%	18%
Residence			
Homeowners	59%	28%	13%
Renters	52%	24%	24%

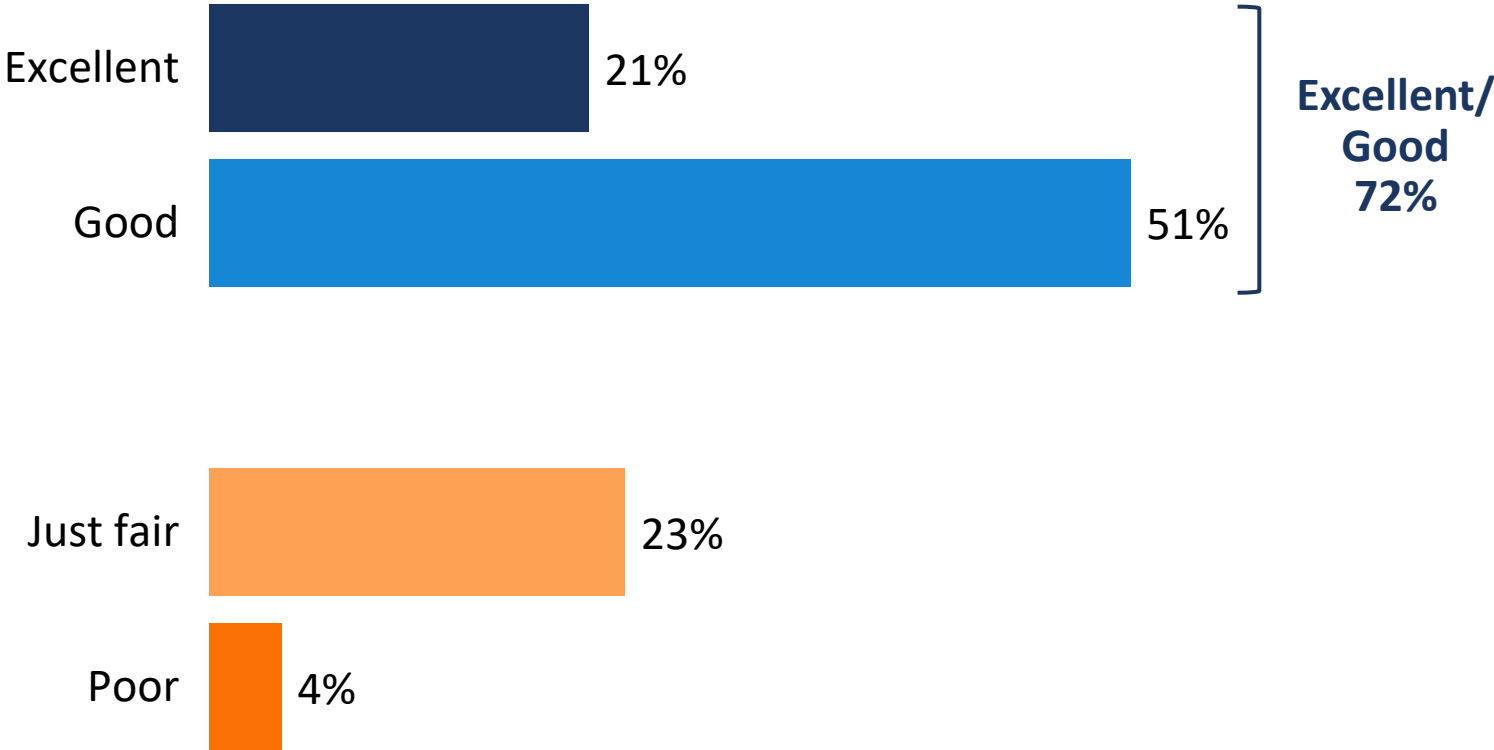
Nearly six-in-ten residents have a favorable opinion of City government and approximately half view the City Council and Desert Recreation District favorably.

(Ranked by Total Favorable)



Q5. I'm going to read you a list of local public institutions. I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, or you have heard of it but cannot rate it, please just say so.

More than seven-in-ten residents think Cathedral City is an excellent or good place to live.



The most commonly offered reason for liking living in Cathedral City is the convenience of its location.

(Open-ended; Multiple Responses Accepted; 2% and Above Shown)

What do you like best about living in Cathedral City?	%
Location/Other cities/Convenience	32%
Affordability	11%
Friendly/sense of community	11%
Access to shopping/activities	8%
Safe/less crime/good Police and Fire departments	7%
My neighborhood/house/HOA	6%
Quiet/peaceful	6%
Diversity/acceptance/inclusion	5%
Weather/climate	4%
Small/quaint/small town feel	3%
Appropriate development/growth	3%
Clean neighborhoods/parks	2%
General positive	2%
Access to parks and recreational activities/clean parks	2%
Access to arts, culture, entertainment	2%
Other	5%
None/nothing	6%
Refused	3%

Verbatim Comments from Respondents

The central location in the Coachella Valley; Having access to all the amenities in the Valley; Well-priced compared to Palm Springs and other communities nearby.

It is an open and free place to live, not like gated places

It's more affordable than Palm Springs, Rancho Mirage or Palm Desert

It's in the middle of Palm Desert and Palm Springs so it's not that far of a drive to get to either

Friendly and diverse people live here

Good services, safety, good mixture of lifestyles.

Located centrally for easy access to all shops and entertainment

The quiet neighborhood and family atmosphere



Issues for the City to Address

The most top-of-mind issues that residents want City government to address are homelessness, crime and safety, and the condition of roads and other infrastructure.

(Open-ended; Multiple Responses Accepted; 2% and Above Shown)

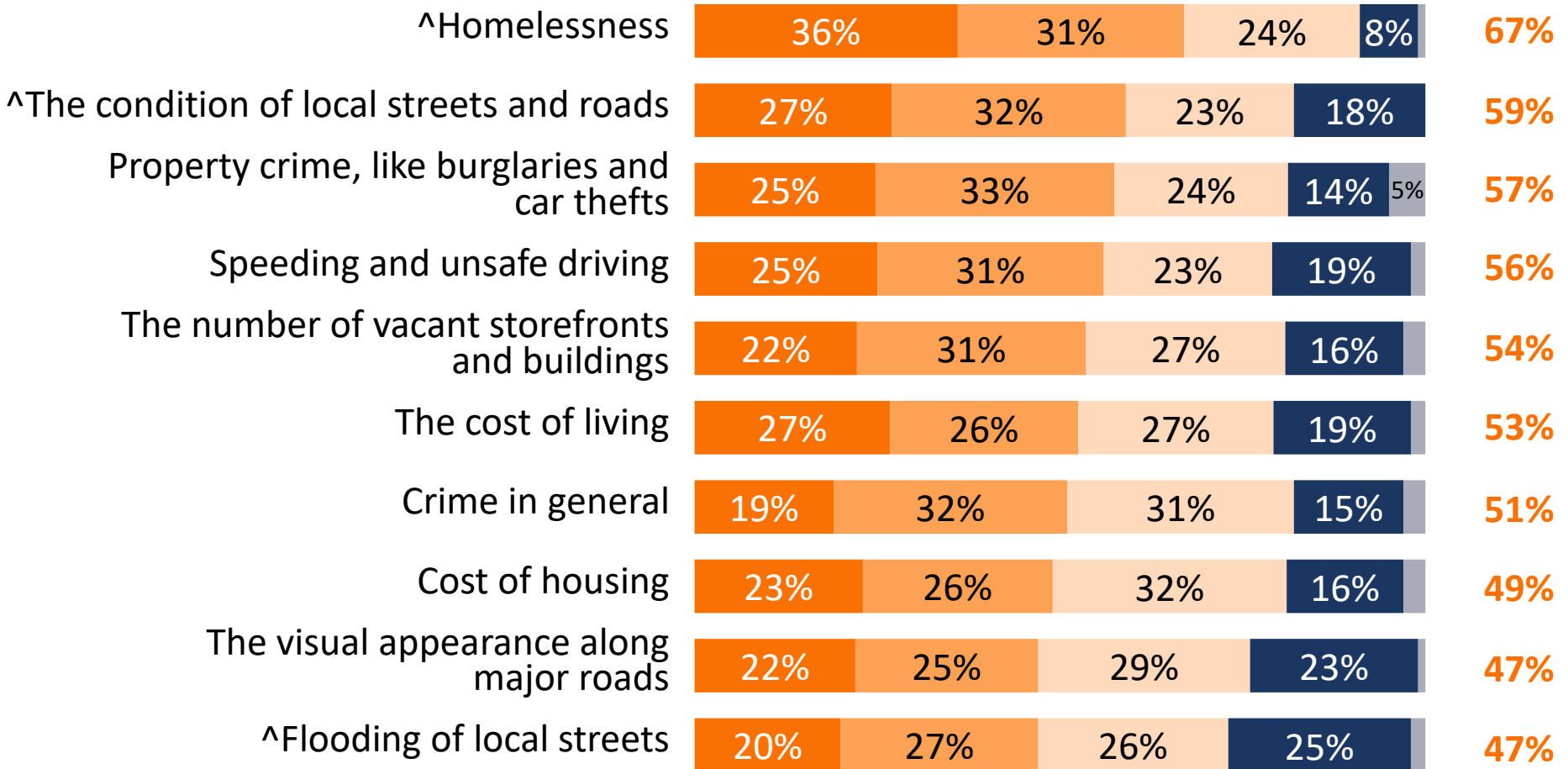
Serious Issues	%
Homelessness	20%
Crime/safety/drugs/gangs	16%
Condition of roads/bridges/infrastructure	15%
Economic development/blight/vacant buildings	10%
Cost of living	7%
Affordable housing	5%
Traffic/speeding	5%
Taxes	4%
Government	4%
Police presence/policing	3%
Cleanliness/trash	3%
Sidewalks/crosswalks	2%
Condition/lack of parks and recreation	2%
Code enforcement	2%
Noise/nuisance/fireworks	2%
Flooding	2%
Other	9%
None/nothing	3%
Don't know/unsure	4%
Refused	3%

When choosing from a list of issues, homelessness continues to rate as the most serious problem.

(Ranked by Extremely/Very Serious Problem)

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't Know

Ext./Very Ser. Prob.



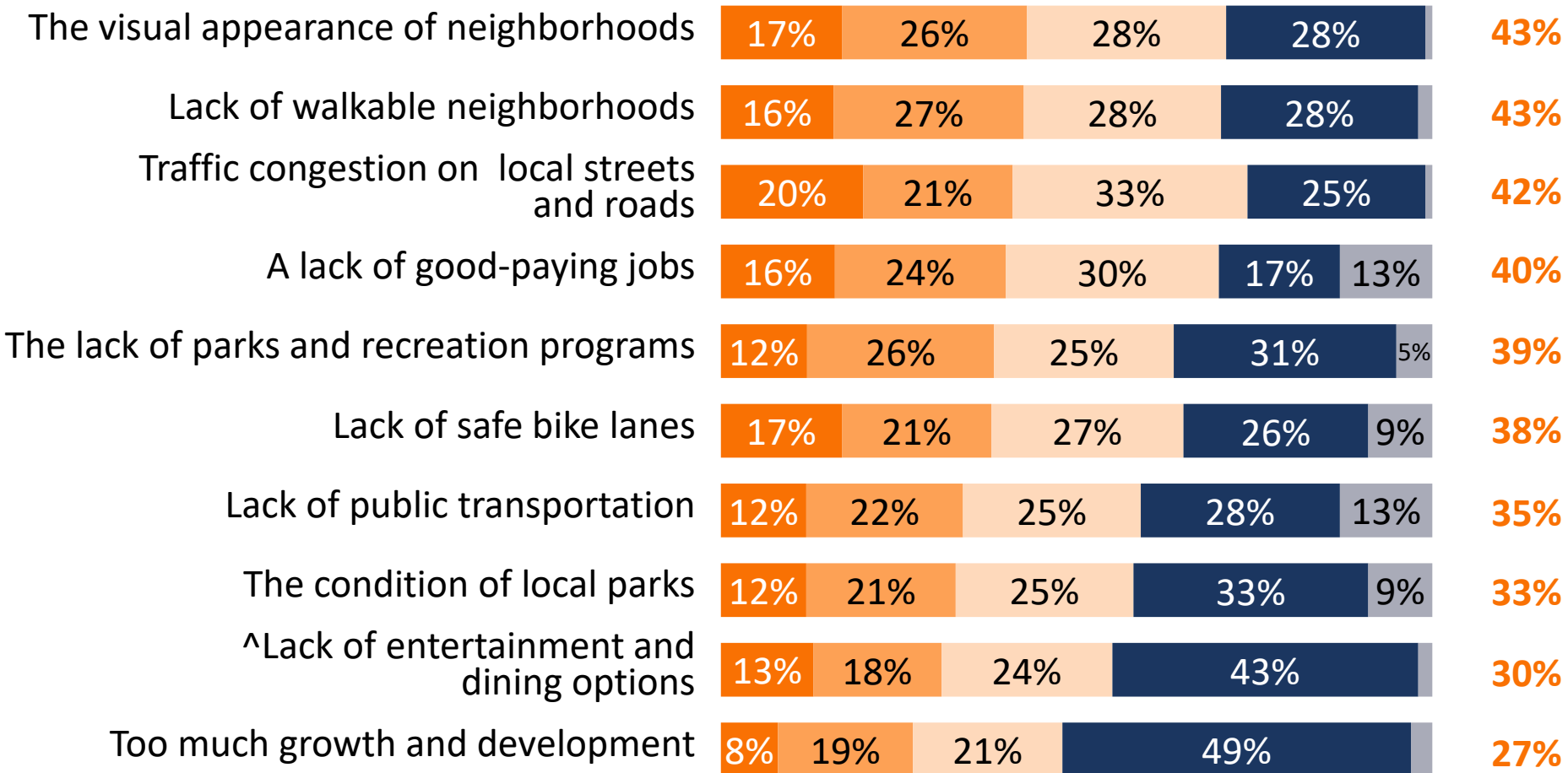
Q9. I am now going to mention a list of issues that some people have mentioned are problems in Cathedral City. Please tell me whether you personally consider that issue to be an extremely serious problem, a very serious problem, somewhat serious, or not too serious in Cathedral City today.

^Not Part of Split Sample

Continued

(Ranked by Extremely/Very Serious Problem)

■ Ext. Ser. Prob.
 ■ Very Ser. Prob.
 ■ Smwvt. Ser. Prob.
 ■ Not Too Ser. Prob.
 ■ Don't Know
 ■ Ext./Very Ser. Prob.



Q9. I am now going to mention a list of issues that some people have mentioned are problems in Cathedral City. Please tell me whether you personally consider that issue to be an extremely serious problem, a very serious problem, somewhat serious, or not too serious in Cathedral City today.

^Not Part of Split Sample

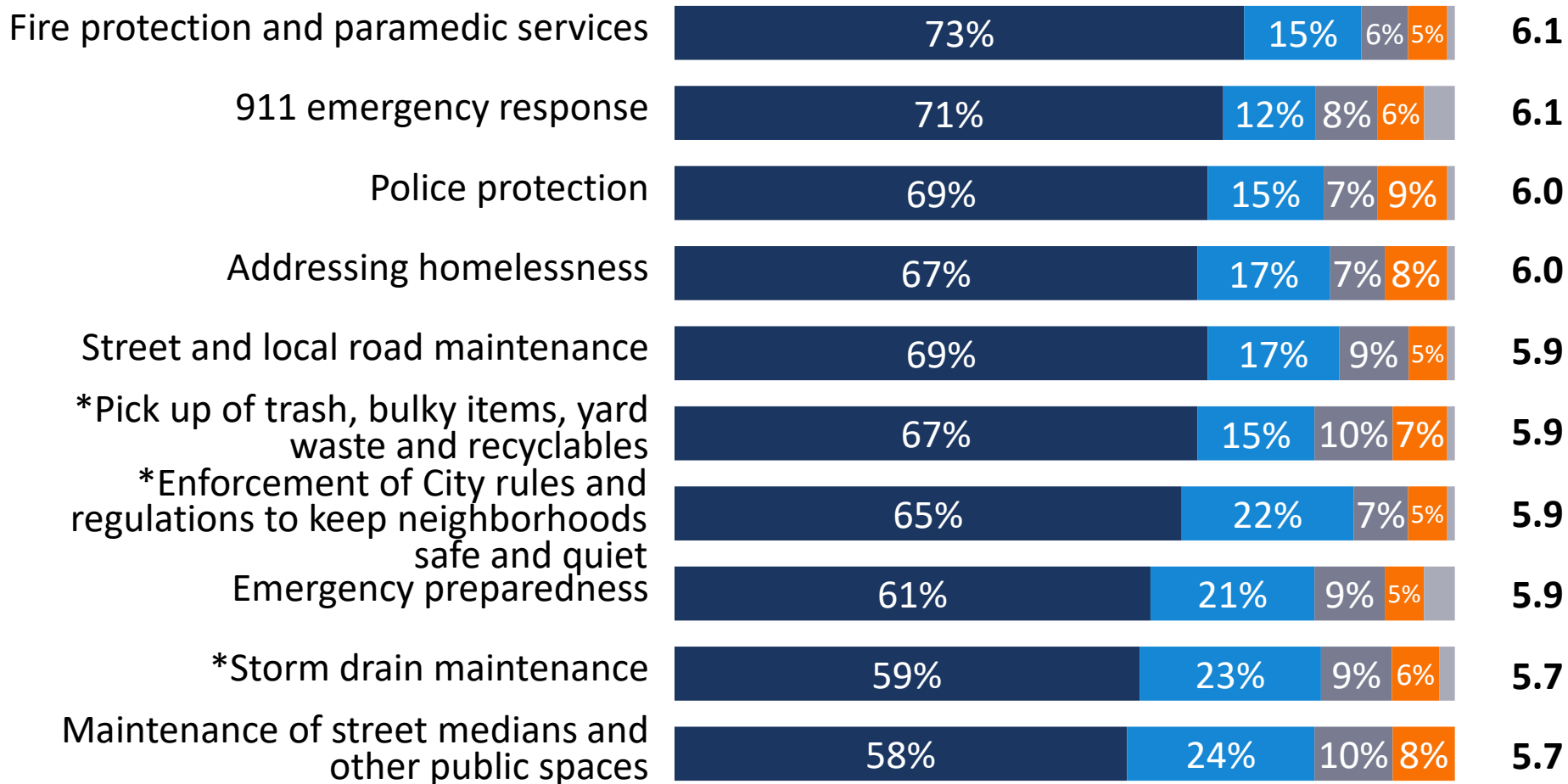


Importance of and Satisfaction with City Services

Many services are considered highly important, including public safety and addressing homeless

(Ranked by Mean Score)

■ 6-7 (Very Impt.) ■ 5 ■ 4 ■ 1 (Not at All Impt.)-3 ■ Don't Know **Mean Score**

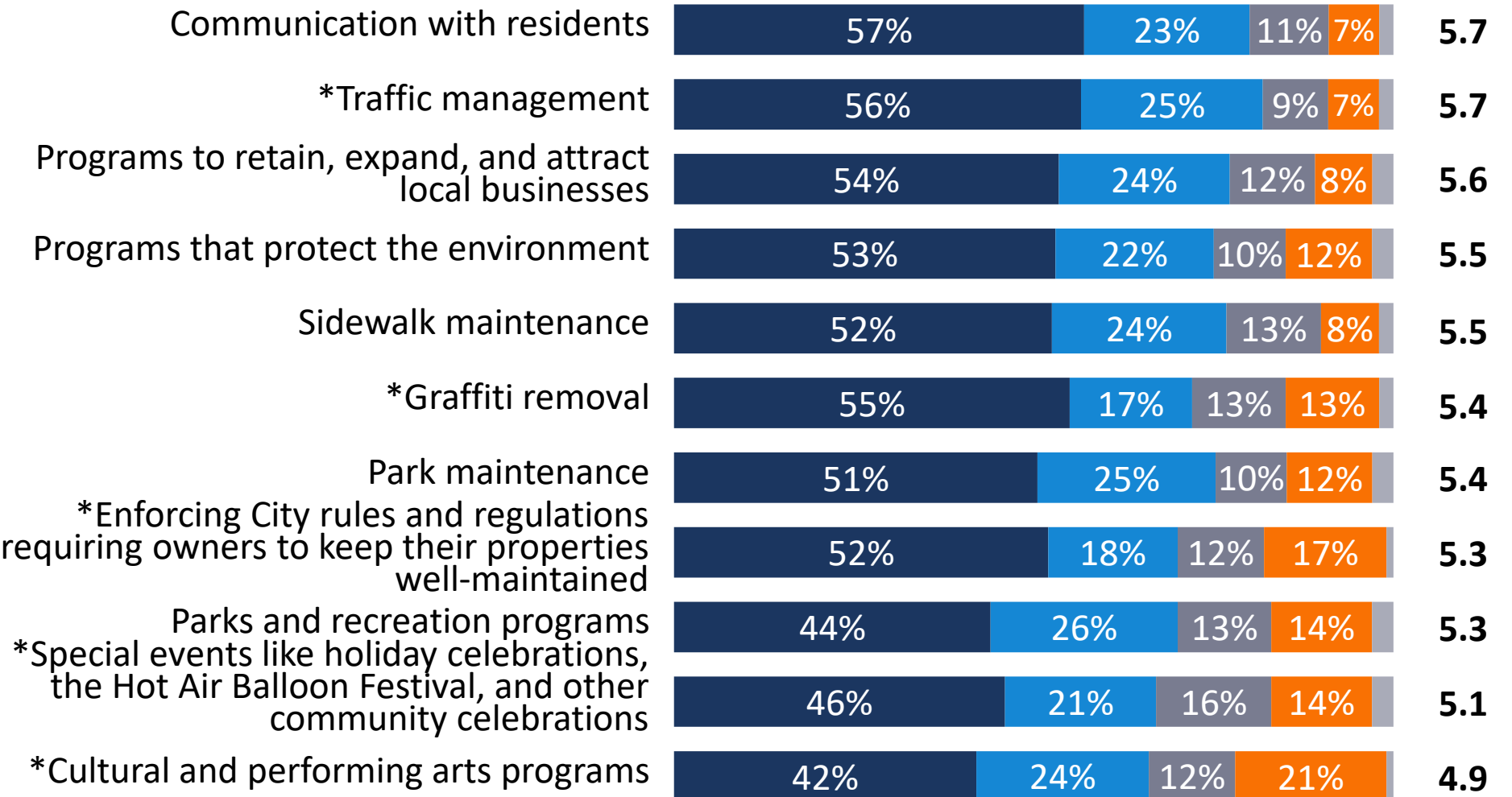


Q10. I would like to ask you some more questions about the services provided by Cathedral City's city government. Please tell me how important that service is to you personally. We will use a scale of 1 to 7, where 1 means **NOT AT ALL IMPORTANT** and 7 means **VERY IMPORTANT**. *Split Sample

Continued

(Ranked by Mean Score)

■ 6-7 (Very Impt.) ■ 5 ■ 4 ■ 1 (Not at All Impt.)-3 ■ Don't Know **Mean Score**



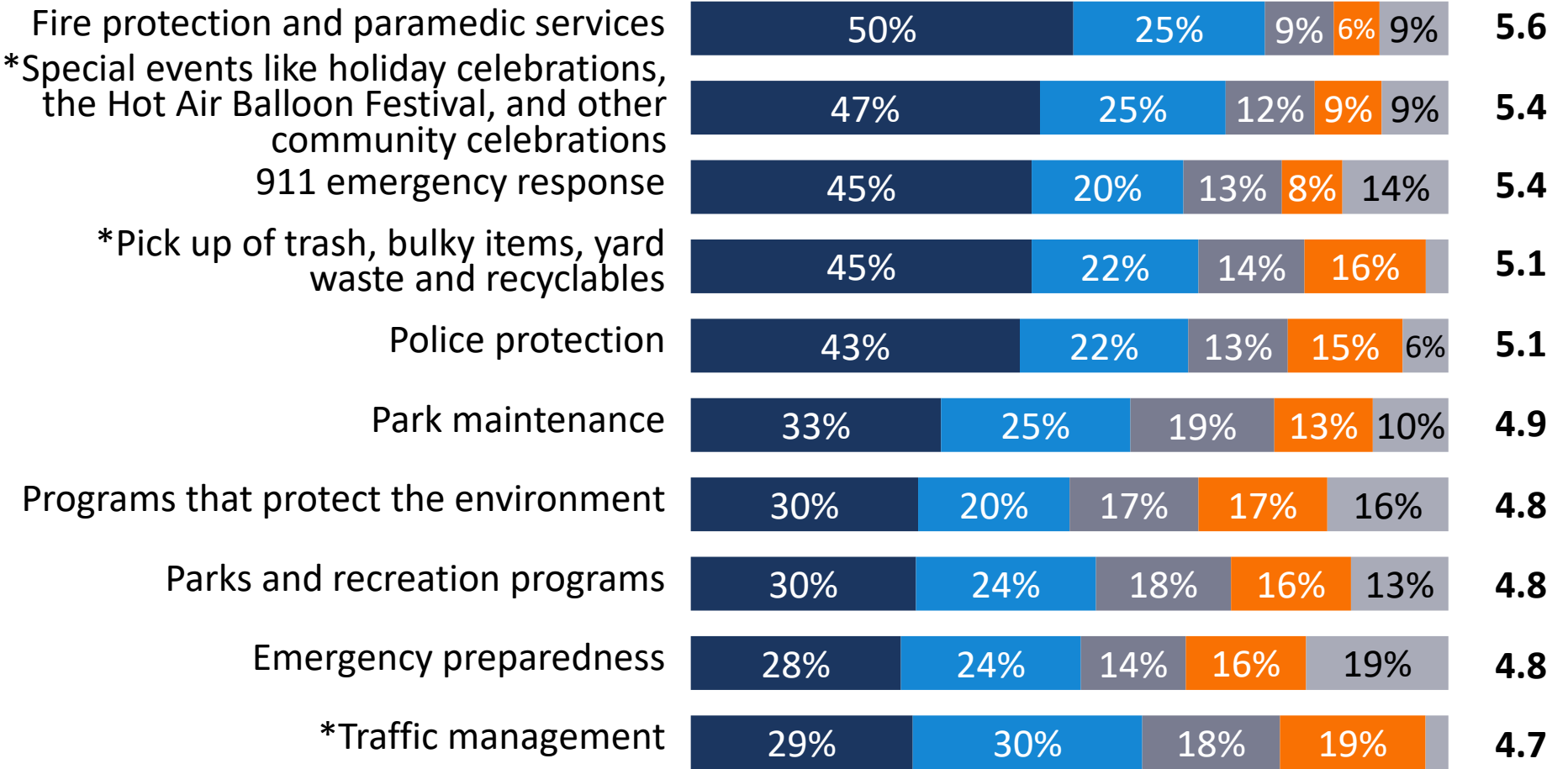
Q10. I would like to ask you some more questions about the services provided by Cathedral City's city government. Please tell me how important that service is to you personally. We will use a scale of 1 to 7, where 1 means **NOT AT ALL IMPORTANT** and 7 means **VERY IMPORTANT**. *Split Sample

Residents are most satisfied with fire protection and 911 response, special events, trash pickup and police protection.

(Ranked by Mean Score)

■ 6-7 (Very Satisfied) ■ 5 ■ 4 ■ 1 (Not at All Satisfied)-3 ■ Don't Know

Mean Score

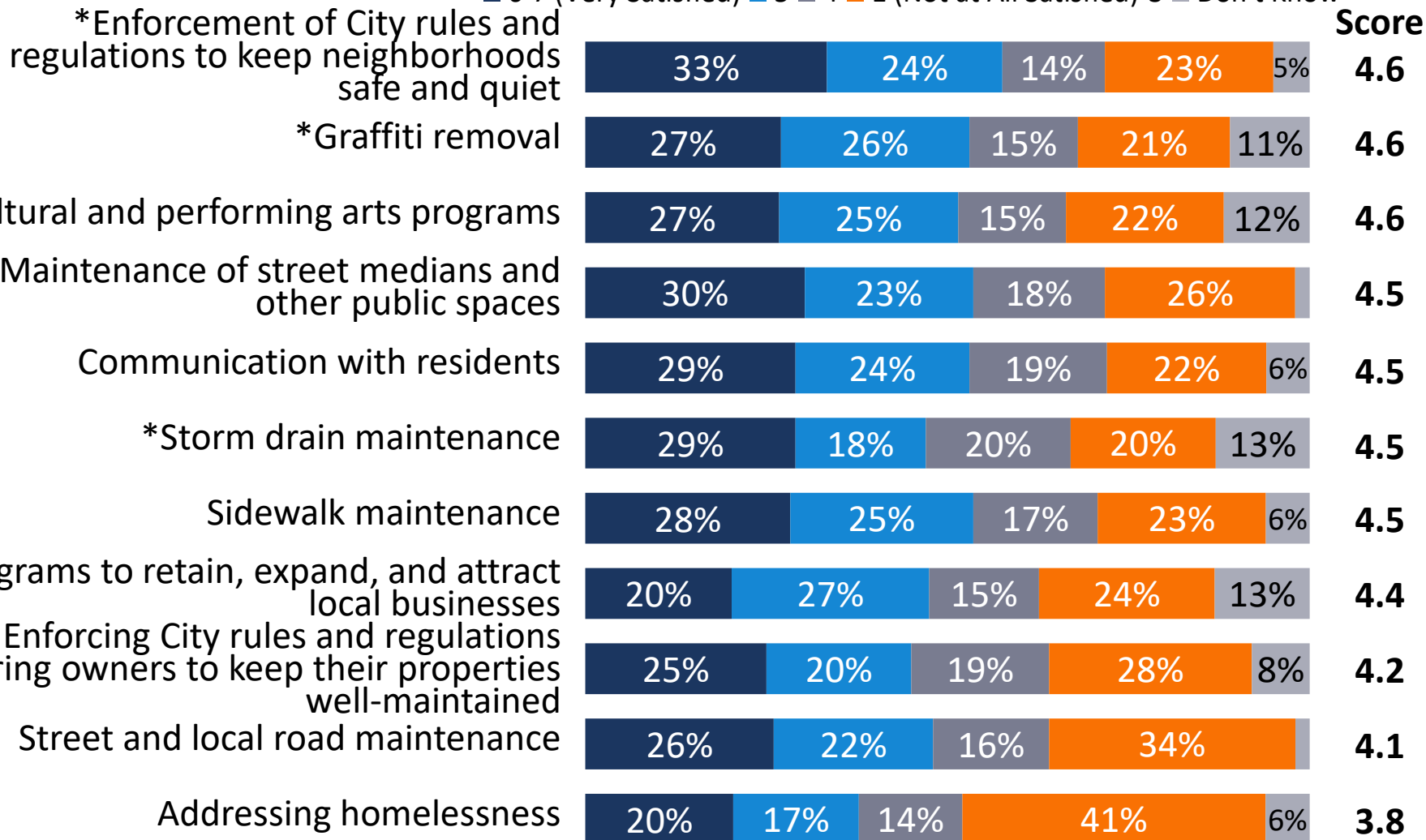


Q11. I am going to mention each service again. This time I would like you to tell me how satisfied you are with the job the City is doing in providing that service. We will use a scale of 1 to 7, where 1 means you are **NOT AT ALL SATISFIED** with the service and 7 means you are **VERY SATISFIED** with the service.
 *Split Sample

Continued

(Ranked by Mean Score)

■ 6-7 (Very Satisfied) ■ 5 ■ 4 ■ 1 (Not at All Satisfied)-3 ■ Don't Know **Mean Score**

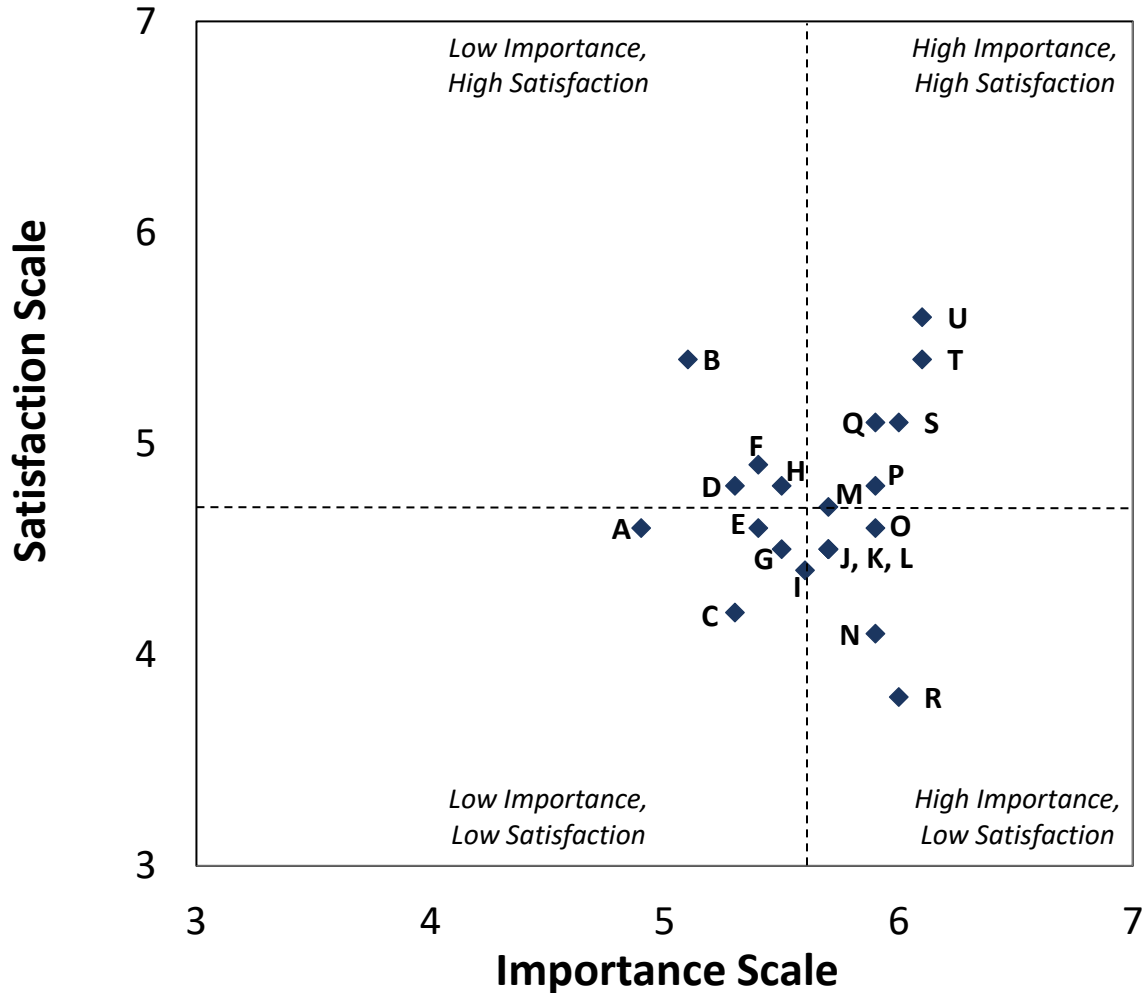


Q11. I am going to mention each service again. This time I would like you to tell me how satisfied you are with the job the City is doing in providing that service. We will use a scale of 1 to 7, where 1 means you are **NOT AT ALL SATISFIED** with the service and 7 means you are **VERY SATISFIED** with the service.

*Split Sample

Comparison of Importance of and Satisfaction with Services/Features

(Importance and Satisfaction Mean Scores)



- A. Cultural and performing arts programs
- B. Special events like holiday celebrations, the Hot Air Balloon Festival, and other community celebrations
- C. Enforcing City rules and regulations requiring owners to keep their properties well-maintained
- D. Parks and recreation programs
- E. Graffiti removal
- F. Park maintenance
- G. Sidewalk maintenance
- H. Programs that protect the environment
- I. Programs to retain, expand, and attract local businesses
- J. Maintenance of street medians and other public spaces
- K. Communication with residents
- L. Storm drain maintenance
- M. Traffic management
- N. Street and local road maintenance
- O. Enforcement of City rules and regulations to keep neighborhoods safe and quiet
- P. Emergency preparedness
- Q. Pick up of trash, bulky items, yard waste and recyclables
- R. Addressing homelessness
- S. Police protection
- T. 911 emergency response
- U. Fire protection and paramedic services

Services/Features with Higher Importance and Higher Satisfaction Ratings

- Fire protection and paramedic services
- 911 emergency response
- Pick up of trash, bulky items, yard waste and recyclables
- Police protection
- Emergency preparedness
- Traffic management

Services/Features with Higher Importance and Lower Satisfaction Ratings

- Addressing homelessness
- Street and local road maintenance
- Communication with residents
- Storm drain maintenance
- Maintenance of street medians and other public spaces
- Enforcement of City rules and regulations to keep neighborhoods safe and quiet

Services/Features with Lower Importance and Higher Satisfaction Ratings

- Special events like holiday celebrations, the Hot Air Balloon Festival, and other community celebrations
- Parks and recreation programs
- Park maintenance
- Programs that protect the environment

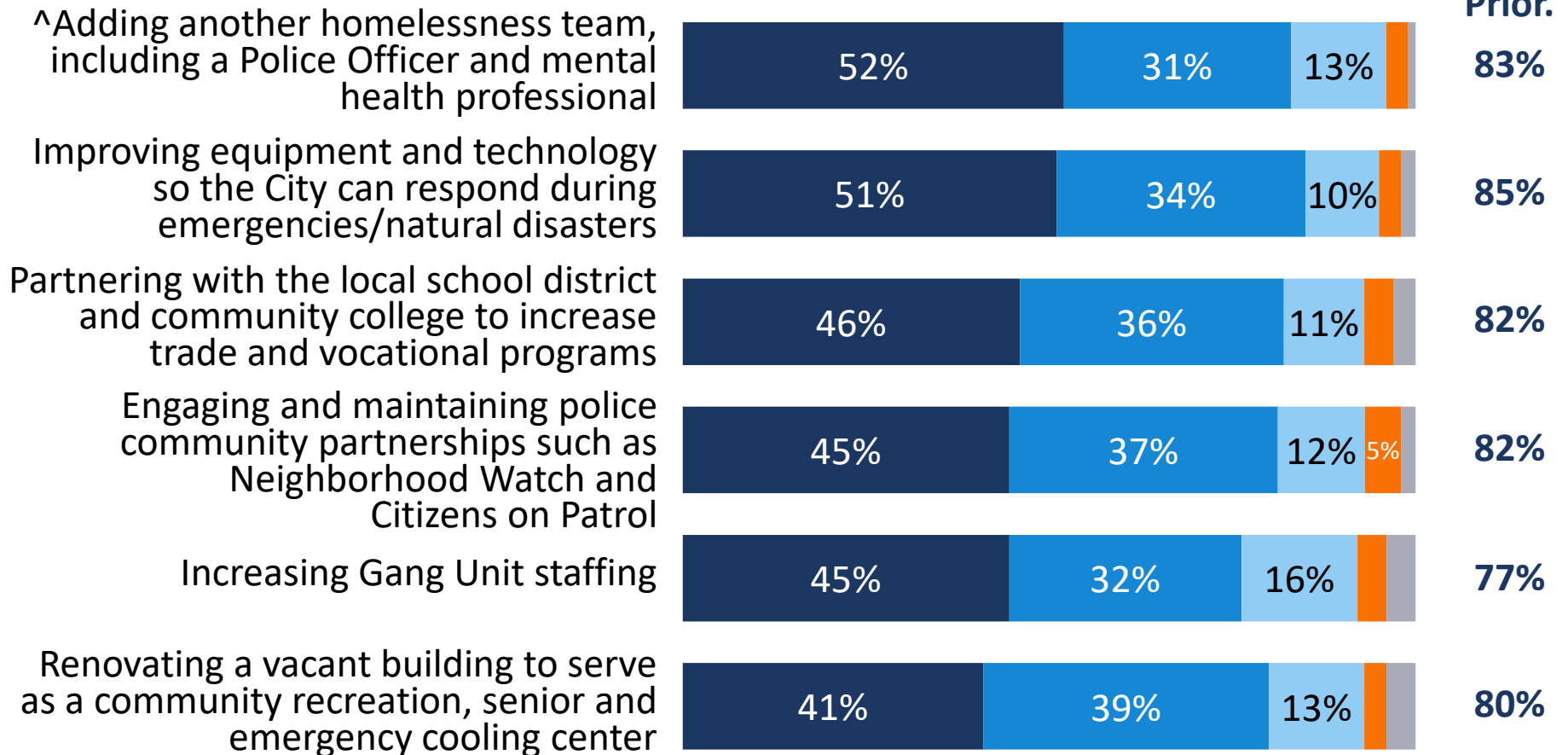


Priorities for Future Planning

Several ideas are considered high priorities including adding a police/mental health homelessness team, emergency preparation, trade/vocational programs, police-community partnerships and gang unit staffing.

(Ranked by High Priority)

■ High Prior. ■ Med. Prior. ■ Low Prior. ■ Not a Prior. ■ Don't Know **High/Med. Prior.**



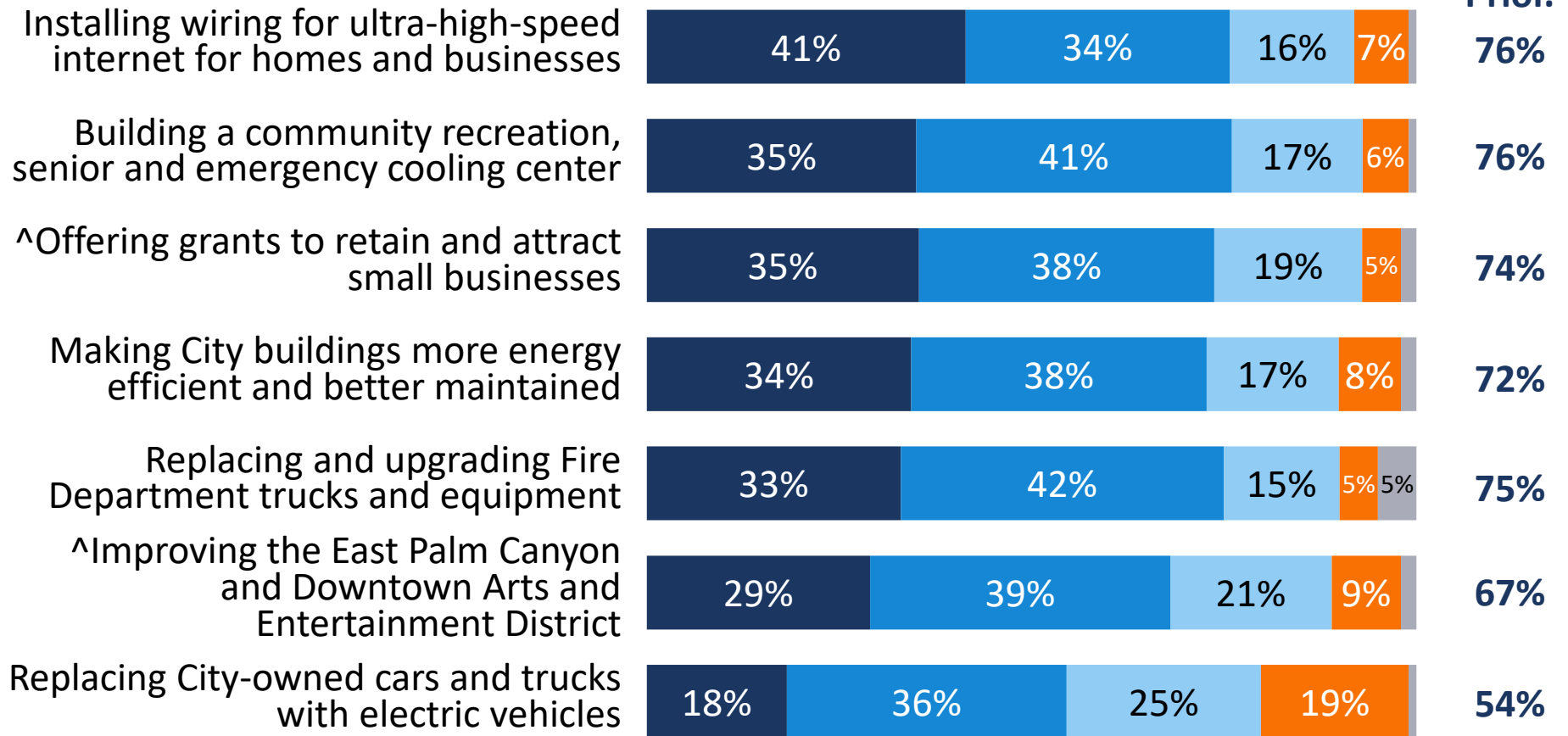
Q12. I am going to ask you about some new ideas that could be considered for some of the City government's long-term plans. These are ideas that are not part of the City's planning, but could be worked on over the next few years. Keeping in mind that not every idea can be a high priority, please tell me how much of a priority that idea is to you personally: a high priority, medium priority, low priority, or not a priority at all. ^Not Part of Split Sample

Continued

(Ranked by High Priority)

■ High Prior. ■ Med. Prior. ■ Low Prior. ■ Not a Prior. ■ Don't Know

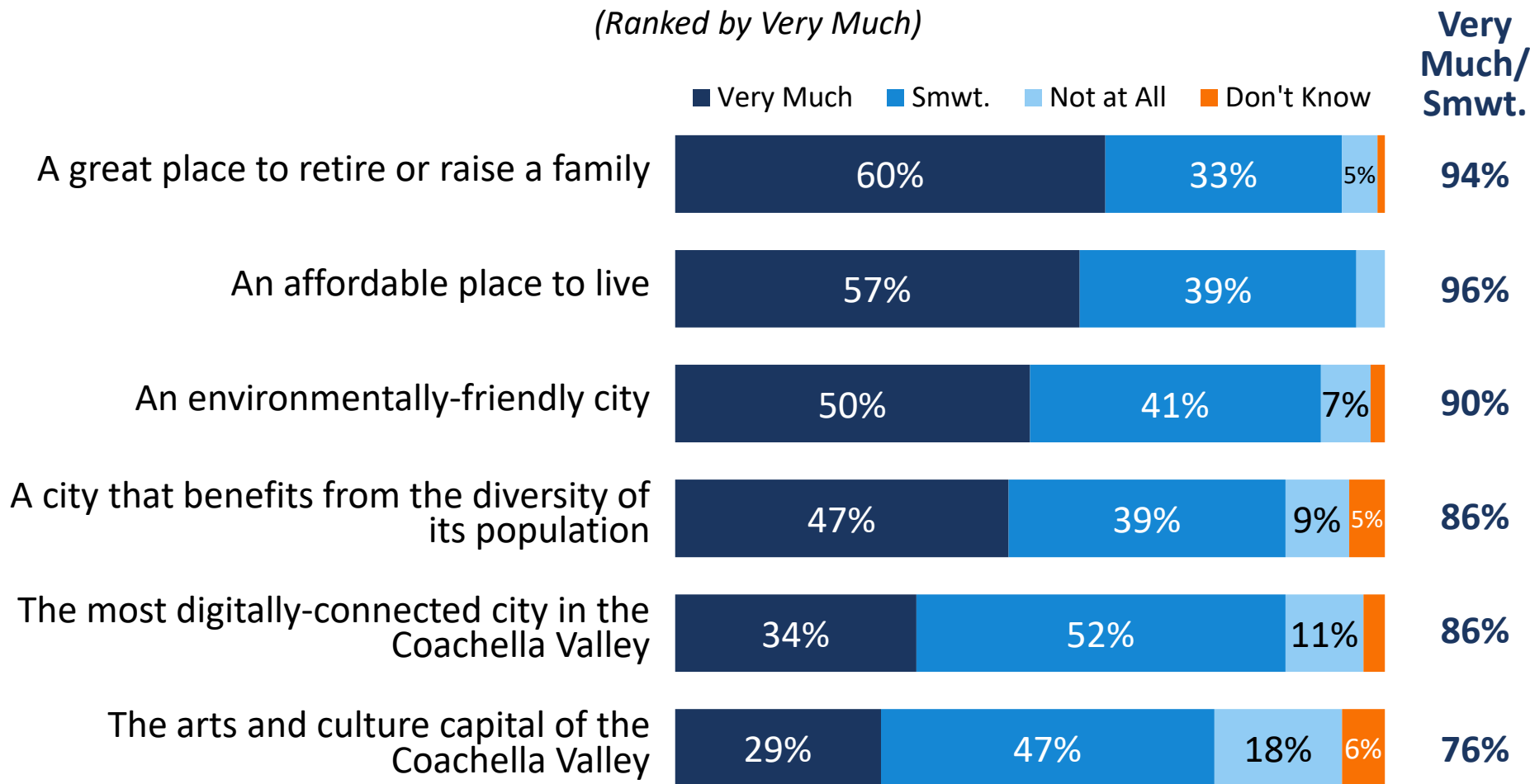
**High/Med.
Prior.**



Q12. I am going to ask you about some new ideas that could be considered for some of the City government's long-term plans. These are ideas that are not part of the City's planning, but could be worked on over the next few years. Keeping in mind that not every idea can be a high priority, please tell me how much of a priority that idea is to you personally: a high priority, medium priority, low priority, or not a priority at all. ^Not Part of Split Sample

Residents most strongly respond to the idea of Cathedral City being defined as “A great place to retire or raise a family” and “An affordable place to live.”

(Ranked by Very Much)



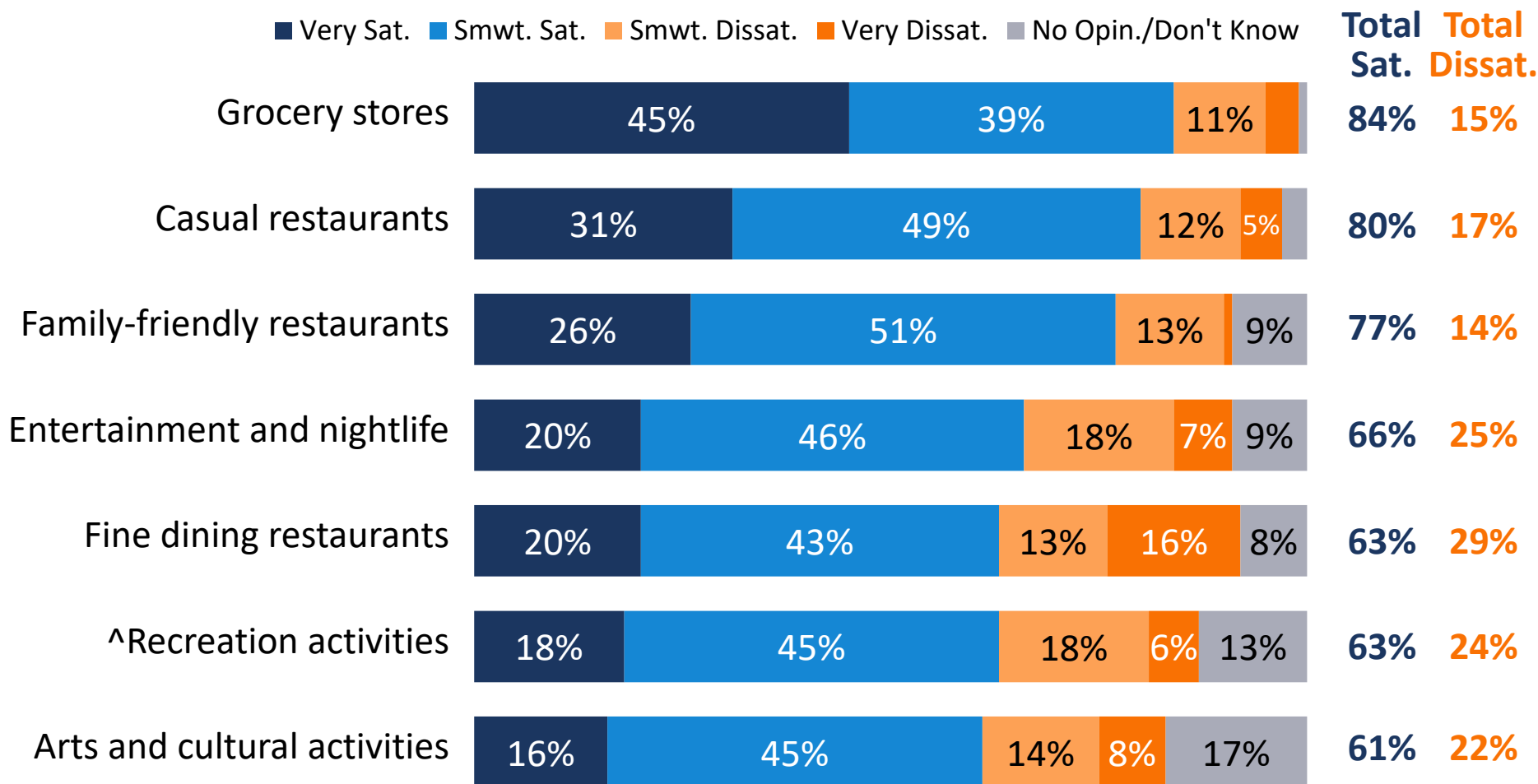


Satisfaction with Community Amenities

There is more satisfaction with the availability of grocery stores, casual restaurants and family-friendly restaurants than other community amenities.

(Ranked by Total Satisfied)

■ Very Sat. ■ Smwt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./Don't Know



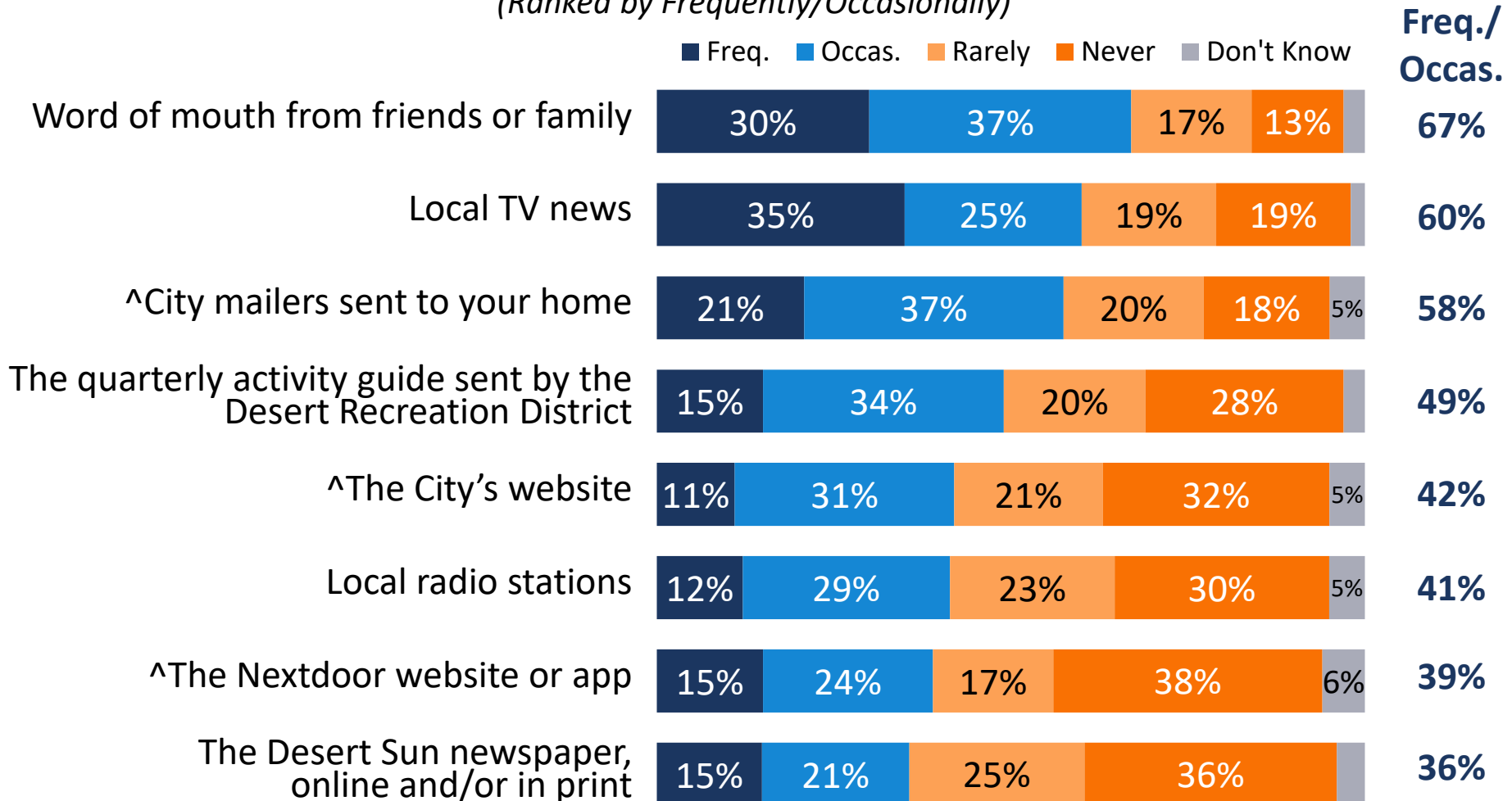
Q14. I am going to read you a list of amenities and services that can be found in many cities. Please tell me how satisfied you are with your ability to find that amenity or service in Cathedral City: very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. ^Not Part of Split Sample



Communicating with Residents

Residents most often get local information from word of mouth, local TV news, and City mailers.

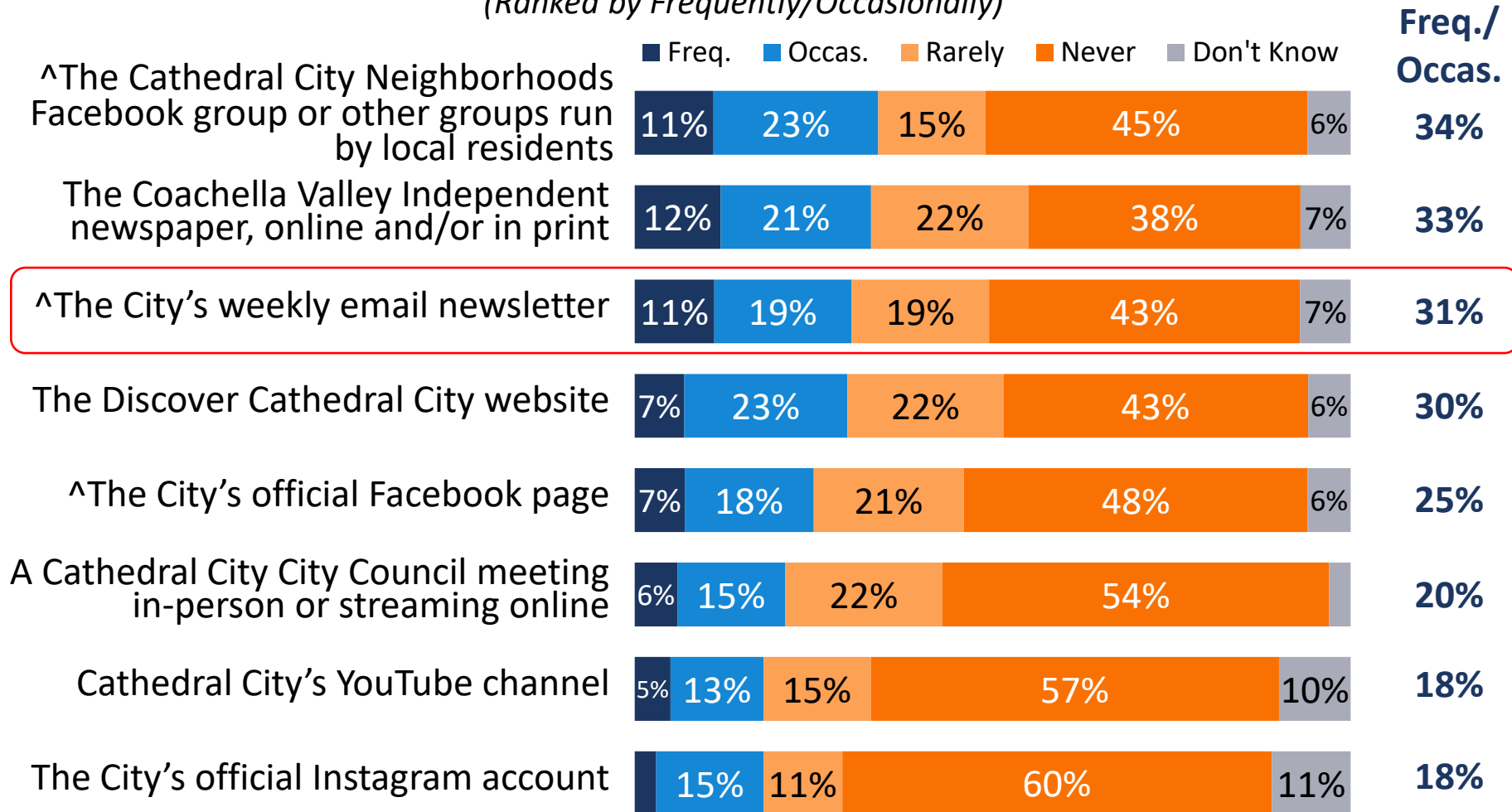
(Ranked by Frequently/Occasionally)



Q15. I am now going to read you a list of sources from which people get information about programs, events and issues in Cathedral City. I'd like you to tell me how often you use it to get information about such issues: frequently, occasionally, rarely, or never. ^Not Part of Split Sample

Continued

(Ranked by Frequently/Occasionally)



Q15. I am now going to read you a list of sources from which people get information about programs, events and issues in Cathedral City. I'd like you to tell me how often you use it to get information about such issues: frequently, occasionally, rarely, or never. ^Not Part of Split Sample



Conclusions

Conclusions

- By two-to-one residents think things in Cathedral City are headed in the right direction.
- A small majority has a favorable opinion of the City government and City Council, but in both cases, those opinions are fairly soft with less than 15% who have “strongly favorable” opinions.
- There is a sense of Cathedral City as an affordable community compared to nearby cities, where residents have convenient access to many of the community amenities they need, but at least somewhat by going to those other places.
- Most residents are satisfied with the availability of grocery stores and casual/family restaurants, with the sense that the city does not have as much entertainment and nightlife, fine dining restaurants, or recreation, arts and cultural activities.

Conclusions; Continued

- Three concerns are most common:
 - Homelessness
 - Crime
 - The condition of roads and other infrastructure
- There is a broad sense that the services offered by the City are important.
- At least pluralities are satisfied with the way the City is providing all of the services tested in the survey, except for addressing homelessness.
- Residents are most satisfied with several of the services they rate as most important, particularly public safety services.

Conclusions; Continued

- Of the ideas tested for future strategic planning, many are considered high priorities. The top priorities are:
 - Adding a police/mental health homelessness team
 - Preparing for emergencies and natural disasters
 - Partnering with local education agencies to offer trade/vocational programs
 - Improving police-community partnerships
 - Increasing gang unit staffing
- A variety of information sources of commonly used, including word of mouth and local TV news, while relatively few are getting the City's weekly email newsletter.



Cathedral City

Opinions on Services and Plans for Cathedral City

Highlights of a Survey of Cathedral City Residents



OPINION
RESEARCH
& STRATEGY