



COMMUNITY OPINION SURVEY
2025 SUMMARY REPORT

PREPARED FOR THE
TOWN OF TRUCKEE



APRIL 2025



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INTRODUCTION

Located in the Sierra Nevada mountains just west of the Nevada state line, the Town of Truckee is currently home to an estimated 16,942 residents.¹ Established in 1863 and incorporated in 1993, the Town of Truckee's team of full- and part-time employees provides a full suite of municipal services including administrative services, community development, public works and engineering, and police services. In addition to being a residential and economic hub for the region, Truckee is a popular vacation destination drawing visitors, tourists, and second homeowners to the area for its scenic beauty and recreational opportunities.

As part of its commitment to provide high quality services and responsive local governance, the Town of Truckee engages its residents on a daily basis and receives regular feedback on issue, policy, and performance matters. 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 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 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, facilities, and policies provided by the Town. Ultimately, the survey results and analyses presented in this report provide Town Council and staff with information that can be used to make sound, strategic decisions in a variety of areas, including service and program improvements/enhancements, measuring and tracking internal performance, planning, budgeting, policymaking, and community engagement.

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 importance for residents, as well as their perceptions of the quality of life in Truckee;
- Measure residents' satisfaction with the Town's efforts to provide municipal services *overall* and in a variety of specific service areas;
- Profile satisfaction with the Town's communication efforts, residents' preferred methods of communication, and support for various community engagement strategies, *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

1. Source: U.S. Census Bureau, American Community Survey (ACS) 2023 5-Year Estimate.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 32). In brief, the survey was administered to a random sample of 600 adults who reside within the Town of Truckee. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between April 1 and April 7, 2025, the average interview lasted 18 minutes.

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 section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. 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 (see *Questionnaire & Toplines* on page 35), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the Town of Truckee for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by town staff 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 Truckee. 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, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,500 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the Town of Truckee with a statistically reliable understanding of the opinions, priorities, and concerns of its residents. Operating from the philosophy that you can't manage what you don't measure, the Town intends to use this baseline survey (and future tracking surveys) as a community needs assessment and performance measure tool. In short, the survey presents an opportunity to profile residents' needs and priorities, measure how well the Town is performing in meeting these needs through existing services and facilities, and gauge residents' opinions on a variety of quality-of-life, issue, and policy-related matters. More than just a data-gathering exercise, the information gained from the surveys will help the Town adjust and improve its services—all toward the goal of building and sustaining a high level of community satisfaction.

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 survey results answer key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

What do residents most value about Truckee that town government should seek to preserve?

A clear theme of the survey results is that residents are focused on maintaining—rather than changing—the character of Truckee. The vast majority of residents shared positive assessments for Truckee as a place to recreate (93% excellent or good), for the overall quality of life in Truckee (88%), and as a place to raise a family (71%). The natural features of Truckee, local recreational opportunities, and community character are prized by residents and top the list of things they most like about living in Truckee. Specifically, when asked what town government should seek to preserve in the future, the natural beauty, mountains, and open space in and surrounding Truckee (21%), limited growth and development in the area (17%), small town feel (13%), network of trails (13%), access to nature/open spaces (10%) and recreation (8%), and bike paths/trails (6%) were the most frequent mentions. For more on this topic, see *Quality of Life* on page 7 and *What do you Like Most About Living in Truckee?* on page 8).

What changes do residents seek to improve the quality of life in Truckee?

Consistent with the aforementioned theme of maintaining the town's character, many of the changes that residents desire could more appropriately be described as efforts to preserve, restore, or enhance *existing* qualities of Truckee. When asked what they would most like to change about Truckee to make it a better place to live, approximately one-in-ten respondents could not think of a desired change (8%) or reported that no changes are needed (3%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in Truckee. Among the specific changes desired, the most common were providing more affordable housing/workforce housing (20%), reducing the cost of living (14%), reducing traffic congestion (9%), limiting growth and devel-

opment (7%), and improving/repairing local roads and infrastructure (6%). For more on this topic, see *What Should be Changed?* on page 9.

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

Truckee residents are generally quite satisfied with the Town's efforts to provide municipal services. Nearly eight-in-ten Truckee residents (79%) indicated they were either very (23%) or somewhat (56%) satisfied with the Town's efforts to provide municipal services, 16% were very or somewhat dissatisfied, whereas 5% were unsure or unwilling to share their opinion. Moreover, the high level of satisfaction exhibited by respondents as a whole was generally echoed across resident subgroups, with satisfaction ranging from a low of 71% to a high of 90% across all identified subgroups (see *Overall Satisfaction* on page 11).

The high level of satisfaction expressed with the Town's performance *in general* was also mirrored in residents' assessments of the Town's performance in providing many specific services, with the highest satisfaction scores assigned to the Town's efforts to provide trails for walking, hiking, and biking (97% very or somewhat satisfied), provide snow removal on trails and sidewalks (95%), keep public areas, buildings, and facilities clean and attractive (92%), provide snow removal on Town streets (92%), maintain a low crime rate (91%), and provide police services (90%). Town staff were also a bright spot in the survey, with more than nine-in-ten residents who had interacted with staff during the 12 months preceding the interview describing staff as professional (95%), responsive (91%), and helpful (91%). For more on these topics, see *Specific Services* on page 12 and *Town Staff* on page 16.

Where should the Town focus its efforts in the future?

In addition to measuring the Town's current performance, a primary goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although residents are generally satisfied with the Town's performance, there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what they most want to preserve about Truckee in the future (see *What do you Like Most About Living in Truckee?* on page 8), what town government could do to make Truckee a better place to live (see *What Should be Changed?* on page 9), and resident satisfaction across 19 specific service areas (see *Specific Services* on page 12), facilitating the creation of more affordable housing/workforce housing, managing traffic congestion, limiting/managing growth and development, and promoting economic development to attract new businesses and good-paying jobs to the community stood out as key areas of opportunity and interest for Truckee residents.

With the recommendation that the Town focus on these areas, it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. It may be, for example, that many residents are simply not aware of the Town's ongoing infrastructure improvement efforts, or the limits of what a Town can do to address traffic congestion. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

What are residents' views on growth and development in Truckee?

The broad topic of land use/managing growth and development is a particularly salient and multi-faceted topic with Truckee residents. It surfaces in various ways when asked what they like most about Truckee, what they'd like to change, and when asked to rate the Town's performance. That said, it's important to recognize that although a significant proportion of residents have concerns about growth and development, their concerns are nuanced, different, and to some extent opposing. At the risk of overgeneralizing, for some residents the concern is that development is occurring too aggressively, that approved projects aren't consistent with the Town's character, and both trends pose a long-term threat to what they value most about Truckee. For others, the planning and permitting process is perceived as too difficult (too many regulations, codes, and red tape), expensive, and/or time-consuming to navigate, which makes it unnecessarily challenging to move forward with new construction projects (see *Why Dissatisfied with Regulation of New Construction?* on page 14). Cutting across this broad dimension of growth and development *in general* is a widespread recognition that there is not enough affordable housing in Truckee, and there is a need for economic development to attract new businesses and good-paying jobs to the community.

How well is the Town communicating with Truckee residents?

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

With this context in mind, the Town of Truckee appears to be doing a solid job communicating with residents. Overall, 72% of respondents indicated they were satisfied with the Town's efforts to communicate

with residents through newsletters, the Internet, social media, and other means, with the remaining respondents either dissatisfied (21%) or unsure or unwilling to share their opinion (8%). Additionally, more than two-thirds of residents described themselves as very (18%) or somewhat attentive (53%) to matters of town government.

Looking forward, the survey does provide some guidance as to the most effective ways that the Town can communicate with residents, as well as how preferred methods of communication may vary based on factors such as age, ethnicity, and satisfaction with the Town's performance. Overall, email was the most preferred method for Town communications (35%), followed by electronic newsletters and news briefs (19%), and social media like Facebook, Instagram, and Twitter/X (11%). Other methods preferred by at least 5% of residents included text messages (8%), the Town's website (7%), direct mail (6%), and local news media (6%). For more on this topic, see *Communication* on page 21.

Are residents supportive of the I.D.E.A. program?

The Town of Truckee is dedicated to ensuring that the services, programs, and information it provides are accessible to all community members—residents, staff, and visitors alike. The I.D.E.A program (Inclusion, Diversity, Equity & Accessibility) is designed to create an inclusive, welcoming, and supportive environment where everyone feels valued and respected. Through its commitment to these principles, Truckee seeks to build a stronger, more cohesive community.

The final substantive section of the survey was designed to gauge residents' support for 15 actions the Town government could take to improve community outreach, engagement, and involvement on important issues, as well as access to services. Across the board, Truckee residents were strongly supportive of the Town's proposed actions, with all but one action being supported by at least eight-in-ten respondents (see *Community Engagement I.D.E.A.* on page 26).

At the top of the list, more than nine-in-ten respondents indicated they support the Town engaging with residents with disabilities to identify how the Town can better serve their needs (94%), having Town staff and representatives participate in community meetings like advisory committees, community celebrations, and school events to increase engagement (93%), ensuring a broad reach by distributing outreach materials through Community Based Organizations such as Sierra Senior Services (93%), organizing community workshops, focus groups, events, and listening sessions to engage with a wide variety of community and resident subgroups on Town projects, programs, and services (92%), creating a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth (92%), and collaborating with local veterans to share their stories and recognize their military service and contributions to the community (90%).

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents’ top of mind perceptions about the quality of life in Truckee, what they would most like to preserve about the Town, as well as ways to improve the quality of life in Truckee.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the Town of Truckee on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents shared the most positive opinions for Truckee as a place to recreate (93% excellent or good), for the overall quality of life in Truckee (88%), and as a place to raise a family (71%). Although still generally positive, residents provided more mixed ratings for Truckee as a place to retire (45%), as a place to work (45%), and as a place to shop and dine (41%).

Question 1 *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 RATING TOWN OF TRUCKEE



For the interested reader, tables 1-4 show how the ratings for each dimension tested in Question 1 varied according to length of residence, home ownership, age, gender, employment status, overall satisfaction with the Town’s efforts to provide municipal services, ethnicity, and presence of a child in the home.

TABLE 1 RATING TOWN OF TRUCKEE BY YEARS IN TRUCKEE & HOME OWNERSHIP STATUS (SHOWING % EXCELLENT)

	Years in Town of Truckee (QD1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Truckee as a place to recreate	86.4	78.1	72.8	68.5	74.8	73.2
The overall quality of life in Truckee	47.6	38.7	38.4	33.8	38.1	36.9
Truckee as a place to raise a family	31.0	29.8	39.2	35.2	34.5	32.4
Truckee as a place to retire	19.3	17.5	15.9	9.3	13.5	15.6
Truckee as a place to work	9.5	6.3	11.1	13.4	9.3	18.4
Truckee as a place to shop and dine	8.0	5.4	7.4	7.0	7.5	5.0

TABLE 2 RATING TOWN OF TRUCKEE BY AGE & GENDER (SHOWING % EXCELLENT)

	Age (QD2)					Gender (QD7)	
	Under 35	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
Truckee as a place to recreate	76.3	70.3	78.9	75.1	67.6	75.3	72.4
The overall quality of life in Truckee	38.9	33.1	31.8	43.9	40.7	40.8	35.3
Truckee as a place to raise a family	32.4	34.8	36.2	36.9	28.2	34.1	35.2
Truckee as a place to retire	9.3	10.0	7.7	17.1	21.4	13.5	13.2
Truckee as a place to work	15.1	10.2	8.7	11.3	9.3	11.9	10.2
Truckee as a place to shop and dine	9.4	4.5	4.9	6.8	8.9	8.3	5.5

TABLE 3 RATING TOWN OF TRUCKEE BY EMPLOYMENT STATUS & OVERALL SATISFACTION (SHOWING % EXCELLENT)

	Employment Status (QD5)					Overall Satisfaction (Q4)	
	Full time	Part time	Self-emp	Retired	Other	Satisfied	Dissatisfied
Truckee as a place to recreate	75.1	77.1	76.7	68.9	79.1	76.7	57.4
The overall quality of life in Truckee	33.7	39.2	42.6	41.5	47.7	42.5	14.5
Truckee as a place to raise a family	34.1	38.1	29.1	33.6	47.5	38.5	14.0
Truckee as a place to retire	8.9	10.2	6.5	30.5	15.5	15.6	4.2
Truckee as a place to work	10.5	17.6	10.0	10.5	15.7	12.3	6.8
Truckee as a place to shop and dine	4.2	15.2	9.0	8.4	7.3	7.9	2.4

TABLE 4 RATING TOWN OF TRUCKEE BY ETHNICITY & CHILD IN HSLD (SHOWING % EXCELLENT)

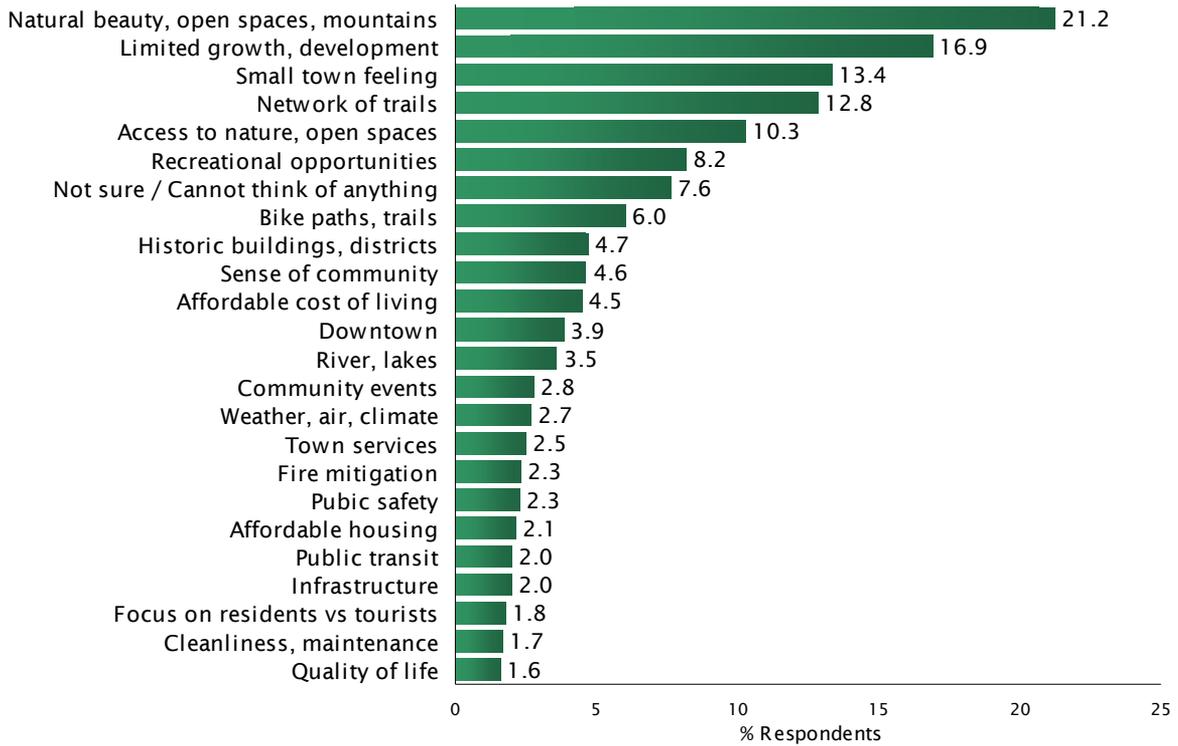
	Ethnicity (QD8)			Child in HslD (QD4)	
	Caucasian / White	Latino / Hispanic	Mixed / Other	Yes	No
Truckee as a place to recreate	78.3	62.1	56.5	70.9	75.9
The overall quality of life in Truckee	38.6	40.6	38.5	28.9	42.6
Truckee as a place to raise a family	33.9	40.8	29.8	42.8	30.2
Truckee as a place to retire	12.9	13.5	25.4	7.6	16.4
Truckee as a place to work	10.3	14.5	9.1	7.9	12.7
Truckee as a place to shop and dine	7.6	1.4	11.3	4.9	8.1

WHAT DO YOU LIKE MOST ABOUT LIVING IN TRUCKEE? The next question in this series asked residents to identify what they like most about living in Truckee that the Town government should make sure to preserve in the future. Question 2 was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute 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 in Figure 2 on the next page.

Truckee residents were most apt to cite natural features of Truckee, recreational opportunities, and community character as what they like most about Truckee and would like to preserve in the future. Specifically, respondents placed the natural beauty, mountains, and open space at the top of the list of things they like most about living in Truckee (21%), followed by limited growth and development in the area (17%), the small town feel of Truckee (13%), network of trails (13%), access to nature/open spaces (10%) and recreation (8%), and bike paths/trails (6%). Approximately 8% of residents could not think of anything specific when asked what they like most about Truckee that should be preserved in the future.

Question 2 *What do you like most about Truckee that the town government should make sure to preserve in the future?*

FIGURE 2 LIKE MOST ABOUT TRUCKEE

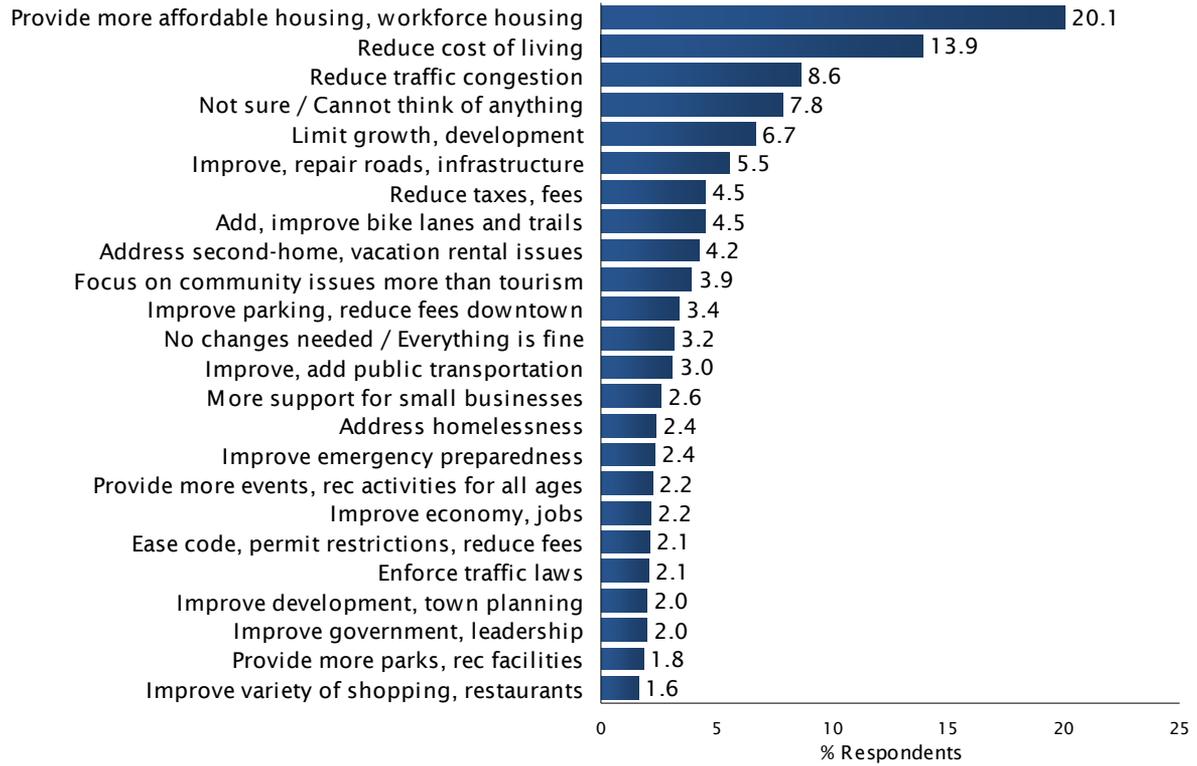


WHAT SHOULD BE CHANGED? In an open-ended manner similar to that described above for Question 2, all respondents were also asked to indicate the one thing that the Town government could *change* to make Truckee a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 3 on the next page.

Approximately one-in-ten respondents could not think of a desired change (8%) or reported that no changes are needed (3%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in Truckee. Among the specific changes desired, the most common were providing more affordable housing/workforce housing (20%), reducing the cost of living (14%), reducing traffic congestion (9%), limiting growth and development (7%), and improving/repairing local roads and infrastructure (6%).

Question 3 *If the town government could change one thing to make Truckee a better place to live, what change would you like to see?*

FIGURE 3 CHANGES TO IMPROVE TOWN OF TRUCKEE



TOWN SERVICES

After measuring respondents' perceptions of the quality of life in Truckee, 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 Truckee is doing to provide town 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 4 below, nearly eight-in-ten Truckee residents (79%) indicated they were either very (23%) or somewhat (56%) satisfied with the Town's efforts to provide municipal services. Approximately 16% were very or somewhat dissatisfied, whereas 5% were unsure or unwilling to share their opinion. Figures 5 and 6 on the next page demonstrate that the high level of satisfaction exhibited by respondents as a whole was generally echoed across resident sub-groups, with satisfaction ranging from a low of 71% to a high of 90% across all identified sub-groups.

Question 4 *Next, I would like to ask a series of questions about services provided by the Town of Truckee. Generally speaking, are you satisfied or dissatisfied with the job the Town of Truckee is doing to provide town services?*

FIGURE 4 OVERALL SATISFACTION

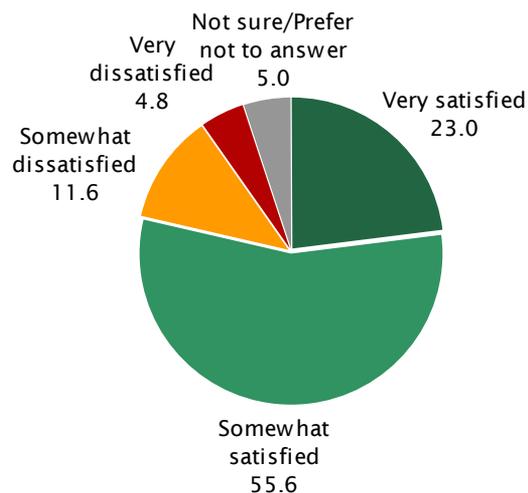


FIGURE 5 OVERALL SATISFACTION BY YEARS IN TRUCKEE, AGE & ETHNICITY

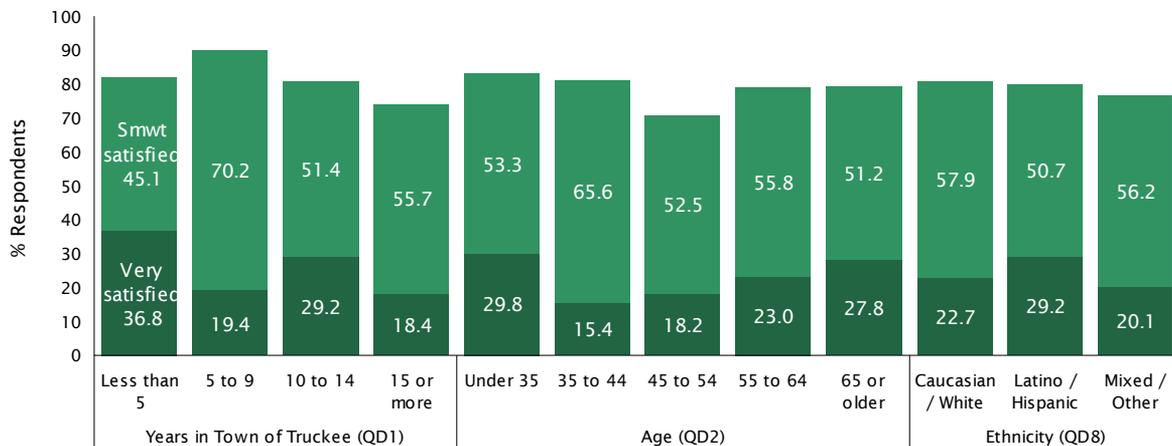
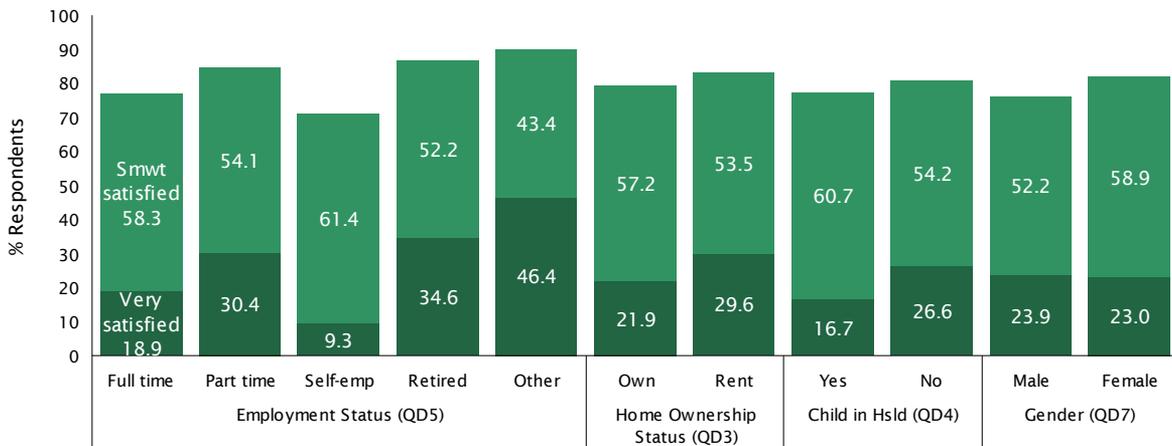


FIGURE 6 OVERALL SATISFACTION BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER



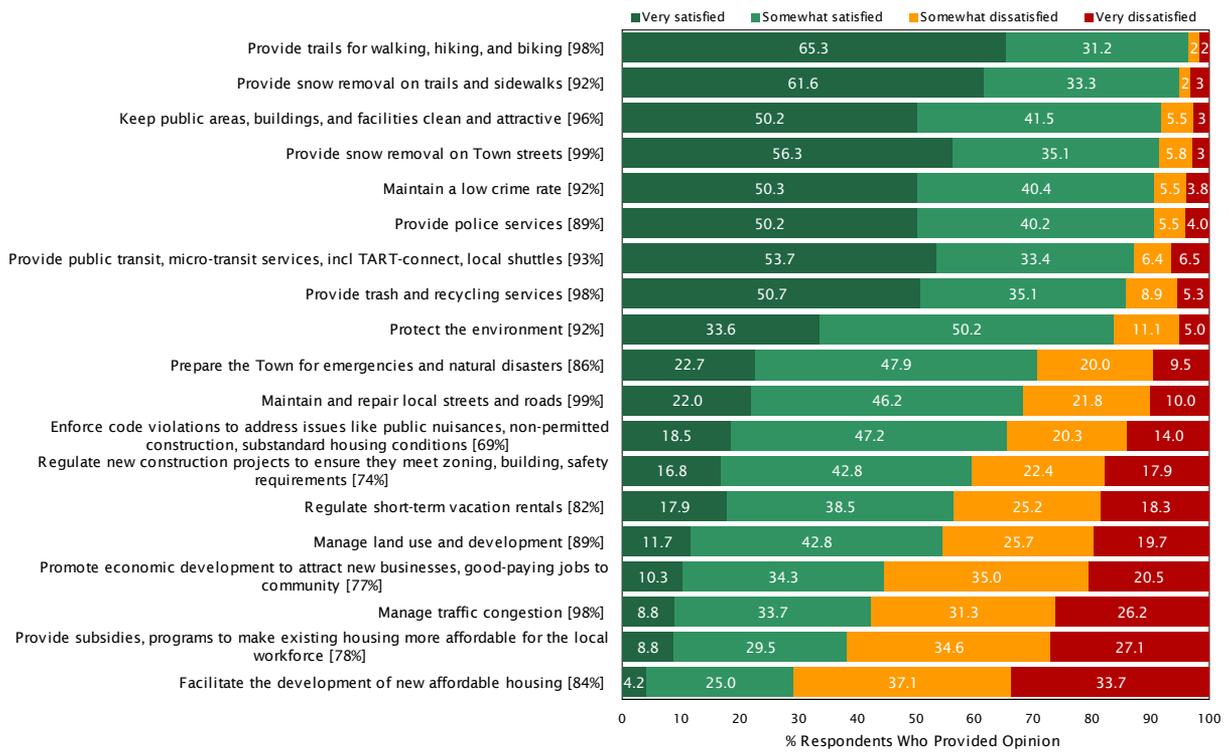
SPECIFIC SERVICES Whereas Question 4 addressed the Town’s *overall* performance, Question 5 asked respondents to rate their level of satisfaction with the Town’s efforts to provide 19 *specific* services. Although the order of the items was randomized for each respondent to avoid a systematic position bias, Figure 7 on the next page sorts the list of services according to the percentage 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 provided an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion.

At the top of the list, respondents were most satisfied with the Town’s efforts to provide trails for walking, hiking, and biking (97% very or somewhat satisfied), followed by efforts to provide snow removal on trails and sidewalks (95%), keep public areas, buildings, and facilities clean and attractive (92%), provide snow removal on Town streets (92%), maintain a low crime rate (91%), and provide police services (90%).

At the other end of the spectrum, respondents were less satisfied with the Town’s performance in facilitating the development of new affordable housing (29%), providing subsidies and programs to make existing housing more affordable for the local workforce (38%), managing traffic congestion (43%), and promoting economic development to attract new businesses and good-paying jobs to the community (45%).

Question 5 For each of the services I read next, 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 7 SATISFACTION WITH SERVICES



DIFFERENTIATORS OF OPINION Table 5 on the next page displays how the level of satisfaction with each specific service tested in Question 5 varied according to residents’ overall performance ratings for the Town (see *Overall Satisfaction* on page 11). The table divides residents who were satisfied with the Town’s *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the Town’s efforts to provide each service tested in Question 5 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, residents satisfied with the Town’s *overall* performance in providing municipal services were also more likely to express satisfaction with the Town’s efforts to provide each of the services tested in Question 5. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the Town’s efforts to promote economic development to attract new businesses and good-pay-

ing jobs to the community, regulate new construction projects to ensure they meet zoning, building, and safety requirements, manage land use and development, and manage traffic congestion.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the Town’s efforts to provide trails for walking, hiking and biking, provide snow removal on Town streets, and provide snow removal on trails and sidewalks.

TABLE 5 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION

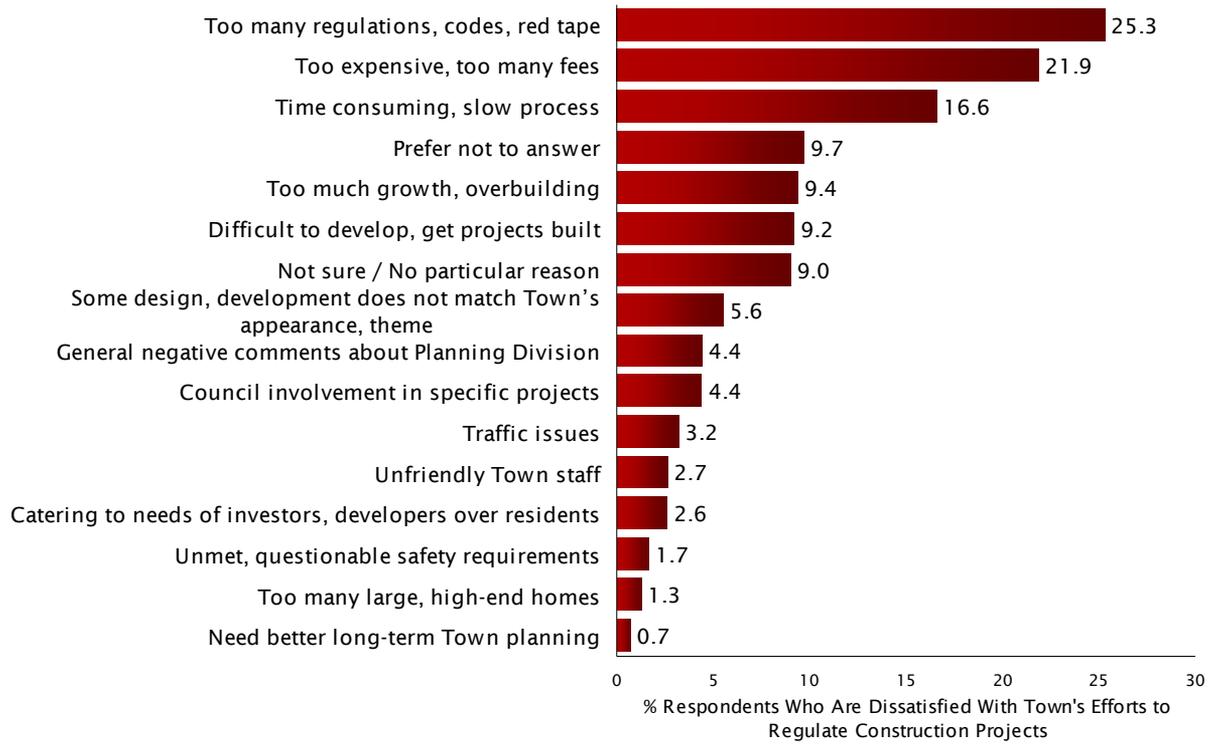
		Satisfaction With Town's Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Promote economic development to attract new businesses, good-paying jobs to community	53.5	7.0	46.5
	Regulate new construction projects to ensure they meet zoning, building, safety requirements	68.4	22.1	46.3
	Manage land use and development	61.8	20.9	40.9
	Manage traffic congestion	48.9	14.9	34.0
	Protect the environment	89.5	56.4	33.1
	Provide trash and recycling services	90.9	58.1	32.8
	Enforce codes to address issues like public nuisances, non-permitted construction, housing conditions	72.0	40.3	31.7
	Regulate short-term vacation rentals	62.3	30.8	31.5
	Maintain and repair local streets and roads	72.6	44.7	27.9
	Prepare the Town for emergencies and natural disasters	75.7	48.0	27.7
	Provide public transit, micro-transit services, incl TART-connect, local shuttles	91.3	67.4	23.9
	Facilitate the development of new affordable housing	34.5	12.1	22.5
	Maintain a low crime rate	94.2	73.6	20.6
	Provide subsidies, programs to make existing housing more affordable for the local workforce	42.9	22.4	20.6
	Provide police services	93.6	76.7	16.9
	Keep public areas, buildings, and facilities clean and attractive	94.5	77.9	16.7
	Provide snow removal on trails and sidewalks	97.6	82.7	14.8
Provide snow removal on Town streets	93.9	79.3	14.6	
Provide trails for walking, hiking, and biking	97.9	88.5	9.4	

WHY DISSATISFIED WITH REGULATION OF NEW CONSTRUCTION? Approximately 40% of those who expressed an opinion (30% of all respondents) indicated in Question 5 they were *dissatisfied* with the Town’s efforts to regulate new construction projects to ensure they meet zoning, building, and safety requirements. Respondents who fit this category were subsequently asked to describe the reason for their opinion. Question 6 was administered in an open-ended manner, thereby allowing respondents to mention any reasons that came to mind without being prompted by or constrained to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 8 on the next page.

Approximately one-quarter (25%) of respondents reasoned that there are too many regulations, codes, and/or red tape, 22% cited the expense and fees associated with plan review and permitting, while 17% expressed frustration with the time it takes to work through the process. Others explained their dissatisfaction by noting there is too much growth/overbuilding in the area (9%) or that its simply too difficult to get through the process and build (9%).

Question 6 *Is there a particular reason why you are dissatisfied with the Town's efforts to regulate new construction projects to ensure they meet zoning, building, and safety requirements?*

FIGURE 8 REASONS FOR DISSATISFACTION WITH TOWN'S EFFORTS TO REGULATE NEW CONSTRUCTION PROJECTS



CUSTOMER SERVICE & LOCAL GOVERNANCE

Although much of the survey focused on quality of life and residents' satisfaction with the Town's efforts to provide specific services, Truckee also recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the Town is accessible and responsive to residents' needs? Do residents feel that staff serves their needs in a professional manner? How well do residents trust the Town, and do they view the Town as fiscally responsible? Answers to questions like these are as important as service or policy-related questions in measuring the Town performance in meeting residents' needs. Accordingly, they were the focus of the next section of the survey.

TOWN STAFF Residents were first asked if they had been in contact with Town of Truckee staff in the preceding 12 months. Figure 9 provides the findings of this question and shows that nearly half (45%) of respondents indicated they had contact with town staff during the 12 months prior to the interview. Recent contact with Town of Truckee staff varied somewhat across resident subgroups, with those who have lived in Truckee 10-14 years, respondents between 45 and 54 years of age, part-time employees, those residing with children, and individuals who were generally dissatisfied with the Town's overall performance in providing municipal services being the most likely to report interacting with Town staff (see figures 10-12).

Question 7 *In the past 12 months, have you been in contact with Town of Truckee staff?*

FIGURE 9 CONTACTED TOWN OF TRUCKEE STAFF IN PAST 12 MONTHS

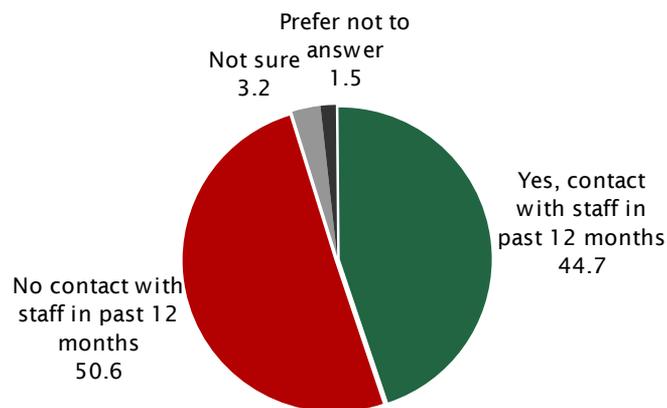


FIGURE 10 CONTACTED TOWN OF TRUCKEE STAFF IN PAST 12 MONTHS BY YEARS IN TRUCKEE & AGE

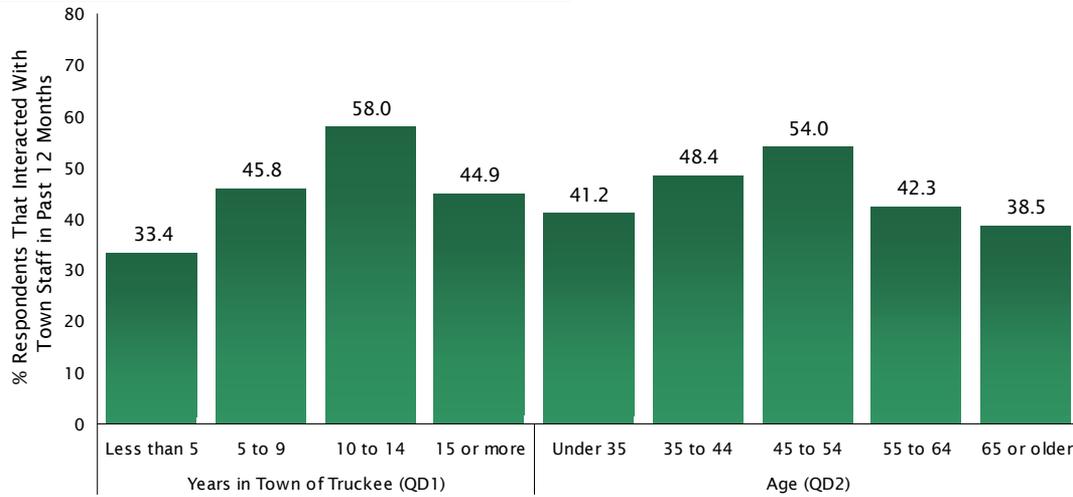


FIGURE 11 CONTACTED TOWN OF TRUCKEE STAFF IN PAST 12 MONTHS BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD

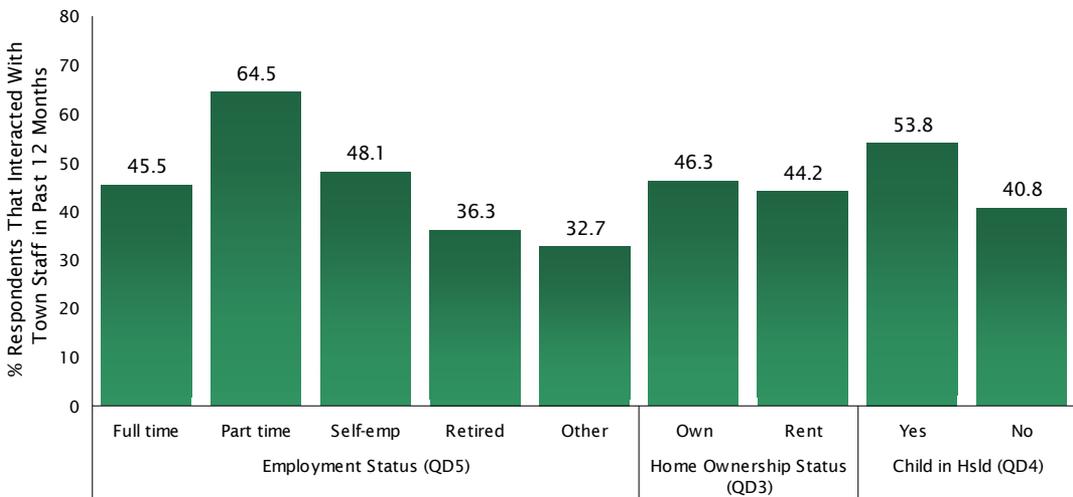
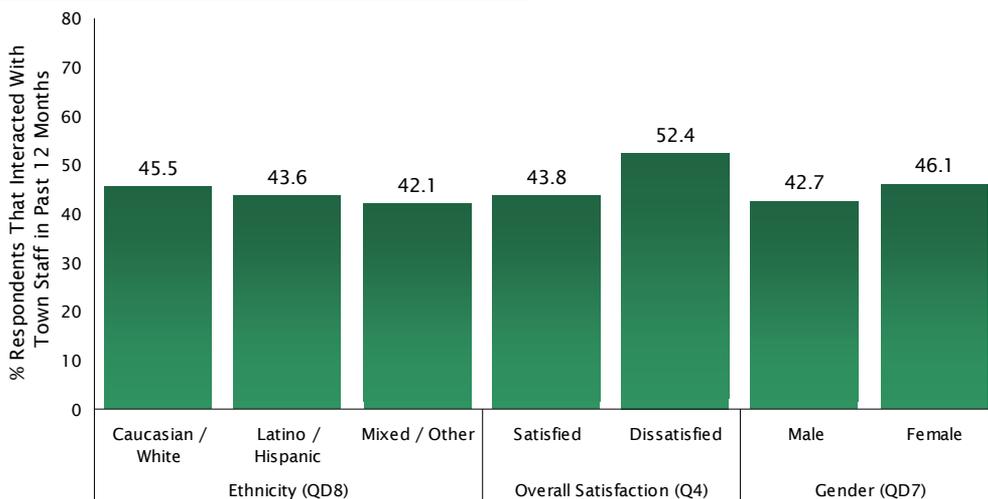


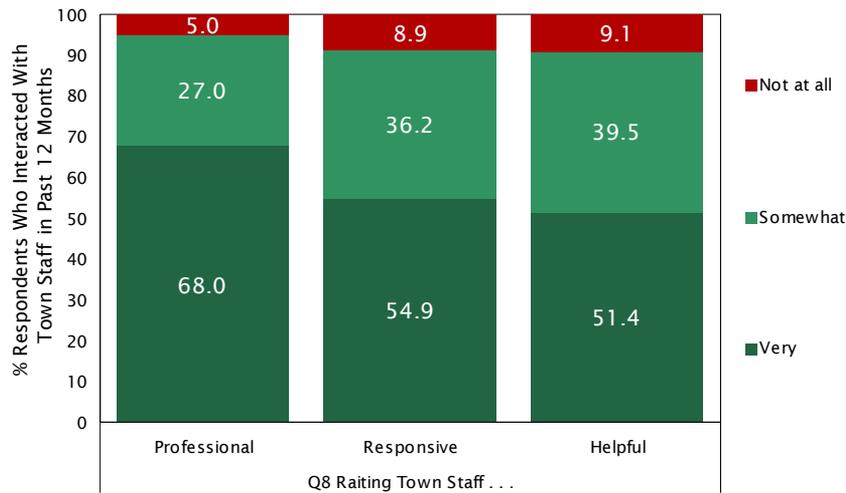
FIGURE 12 CONTACTED TOWN OF TRUCKEE STAFF IN PAST 12 MONTHS BY ETHNICITY, OVERALL SATISFACTION & GENDER



Respondents who reported contact with town staff during the 12 months preceding the interview were subsequently asked to rate staff on three dimensions: professionalism, responsiveness, and helpfulness. As shown in Figure 13 below, staff were given high marks on all three dimensions tested, with more than nine-in-ten rating staff as professional (95%), responsive (91%), and helpful (91%).

Question 8 *In your opinion, is the staff at the Town very _____, somewhat _____, or not at all _____.*

FIGURE 13 RATING TOWN STAFF...



PERCEPTIONS OF TOWN GOVERNMENT The final question in this series was designed to profile respondents’ perceptions of town government on a variety of dimensions, including fiscal responsibility and responsiveness. For each of the six statements shown on the left of Figure 14, respondents were asked if they agreed or disagreed with the statement, or if they had no opinion. The percentages shown are among those who provided an opinion.

More than two-thirds of residents with an opinion agreed that the Town of Truckee welcomes people with diverse backgrounds and perspectives (73%) and indicated they trust the Town of Truckee (67%). More than half of respondents agreed with the remaining statements, including that the Town is responsive to residents’ needs (63%), manages its finances well (58%), listens to residents when making important decisions (58%), and is transparent in how it operates (56%).

Tables 6-9 display the level of agreement with each statement (among those with an opinion) across subgroups of Truckee residents. Although the pattern of responses varies by statement, it is noteworthy that long-time residents (15+ years) and home owners were less likely than their counterparts to agree with five of the six statements.

Question 9 Next, I'm going to read you a series of statements about the Town of Truckee. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion?

FIGURE 14 AGREEMENT WITH STATEMENTS

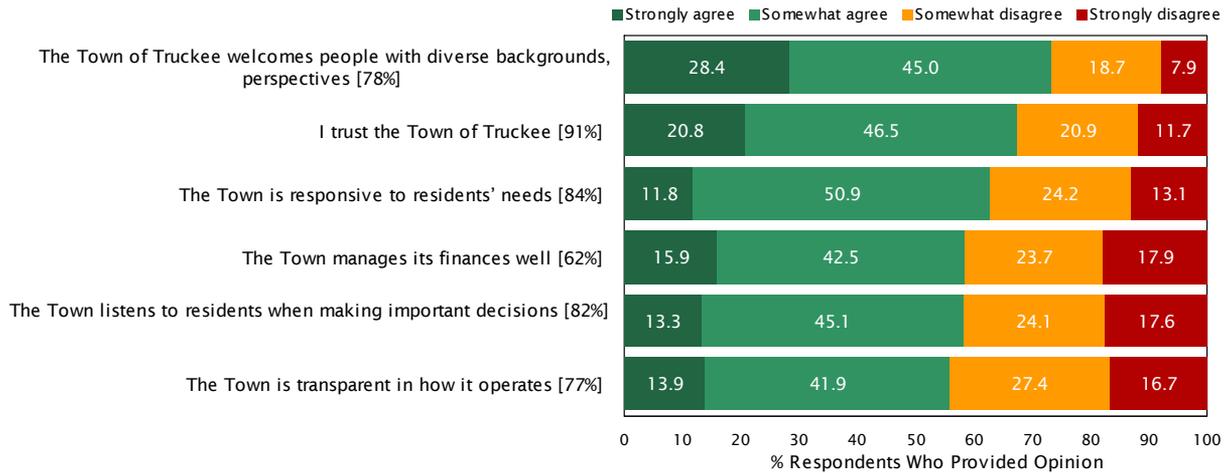


TABLE 6 AGREEMENT WITH STATEMENTS BY YEARS IN TRUCKEE & HOME OWNERSHIP STATUS (SHOWING % STRONGLY & SOMEWHAT AGREE AMONG THOSE WHO PROVIDED OPINION)

	Years in Town of Truckee (QD1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
The Town of Truckee welcomes people with diverse backgrounds and perspectives	76.5	75.2	66.8	73.7	75.5	69.9
I trust the Town of Truckee	87.5	68.9	69.3	60.4	65.8	75.2
The Town is responsive to residents' needs	82.6	69.1	69.0	54.0	62.0	67.4
The Town manages its finances well	67.4	61.7	73.1	52.4	58.0	59.9
The Town listens to residents when making important decisions	82.4	67.9	65.2	48.2	55.6	68.6
The Town is transparent in how it operates	71.2	54.5	66.6	50.1	52.0	70.1

TABLE 7 AGREEMENT WITH STATEMENTS BY AGE & GENDER (SHOWING % STRONGLY & SOMEWHAT AGREE AMONG THOSE WHO PROVIDED OPINION)

	Age (QD2)					Gender (QD7)	
	Under 35	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
The Town of Truckee welcomes people with diverse backgrounds and perspectives	72.0	61.2	73.4	80.9	81.1	74.4	74.0
I trust the Town of Truckee	73.8	71.2	63.2	65.7	62.4	64.8	72.4
The Town is responsive to residents' needs	67.3	67.9	61.4	61.6	54.9	59.7	66.8
The Town manages its finances well	59.4	58.5	61.0	56.6	55.8	58.0	60.1
The Town listens to residents when making important decisions	69.7	68.3	54.1	51.1	47.8	58.2	59.1
The Town is transparent in how it operates	60.9	56.2	53.0	52.7	54.9	54.8	58.8

TABLE 8 AGREEMENT WITH STATEMENTS EMPLOYMENT STATUS & OVERALL SATISFACTION (SHOWING % STRONGLY & SOMEWHAT AGREE AMONG THOSE WHO PROVIDED OPINION)

	Employment Status (QD5)					Overall Satisfaction (Q4)	
	Full time	Part time	Self-emp	Retired	Other	Satisfied	Dissatisfied
The Town of Truckee welcomes people with diverse backgrounds and perspectives	69.2	79.5	73.2	81.7	75.8	78.1	50.7
I trust the Town of Truckee	69.1	75.5	58.6	69.4	72.1	77.6	17.9
The Town is responsive to residents' needs	61.3	78.2	61.6	62.5	75.0	72.6	20.3
The Town manages its finances well	59.1	74.0	45.4	58.3	65.0	69.7	18.8
The Town listens to residents when making important decisions	59.1	72.6	53.4	55.9	63.7	70.0	11.5
The Town is transparent in how it operates	55.6	69.7	44.1	59.1	73.8	64.9	18.5

TABLE 9 AGREEMENT WITH STATEMENTS BY ETHNICITY & CHILD IN HSLD (SHOWING % STRONGLY & SOMEWHAT AGREE AMONG THOSE WHO PROVIDED OPINION)

	Ethnicity (QD8)			Child in Hsld (QD4)	
	Caucasian / White	Latino / Hispanic	Mixed / Other	Yes	No
The Town of Truckee welcomes people with diverse backgrounds and perspectives	73.4	76.1	73.9	65.3	76.7
I trust the Town of Truckee	69.8	67.6	71.9	60.5	71.3
The Town is responsive to residents' needs	65.5	59.8	62.7	61.6	64.4
The Town manages its finances well	58.9	66.1	63.3	63.4	56.4
The Town listens to residents when making important decisions	60.1	66.1	57.6	58.4	59.3
The Town is transparent in how it operates	58.5	52.0	59.7	53.5	57.7

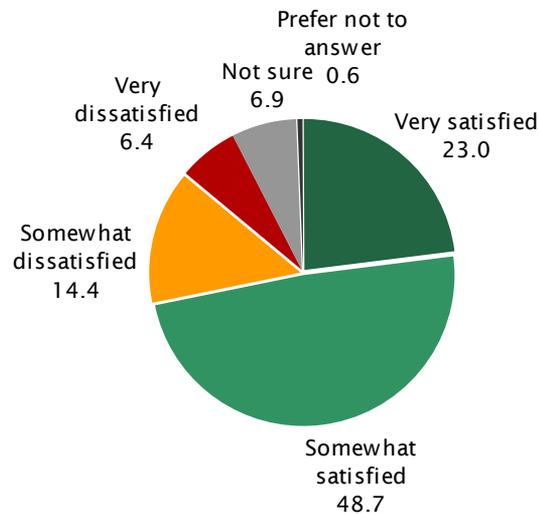
COMMUNICATION

The importance of town communication with residents cannot be over-stated. Much of a town’s success is shaped by the quality of information that is exchanged in both directions, from the Town to the community and from the community to the Town. This study is just one example of Truckee’s efforts to enhance the information flow to the Town to better understand the community’s concerns, perceptions, and needs. Some of Truckee’s many efforts to communicate with its residents include its timely press releases, social media accounts, periodic newsletters, and website. In this section, we present the results of several communication-related questions.

SATISFACTION WITH COMMUNICATION Question 10 asked Truckee residents to report their satisfaction with town-resident communication. Overall, 72% of respondents indicated they were satisfied with the Town’s efforts to communicate with residents through newsletters, the Internet, social media, and other means (Figure 15). The remaining respondents were either dissatisfied with the Town’s efforts in this respect (21%) or unsure or unwilling to share their opinion (8%).

Question 10 *Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, social media, and other means?*

FIGURE 15 SATISFACTION WITH TOWN COMMUNICATION



The next three figures (figures 16-18) display how satisfaction with the Town’s efforts to communicate with residents varied across a number of demographic subgroups. Satisfaction with the Town’s communication efforts was widespread, with the vast majority of nearly all subgroups indicating they were satisfied. As one might expect, residents dissatisfied with the Town’s overall performance in providing municipal services also tended to be less satisfied with the Town’s communication efforts when compared with those generally satisfied with the Town’s overall performance (45% vs. 79%).

FIGURE 16 SATISFACTION WITH TOWN COMMUNICATION BY YEARS IN TRUCKEE & AGE

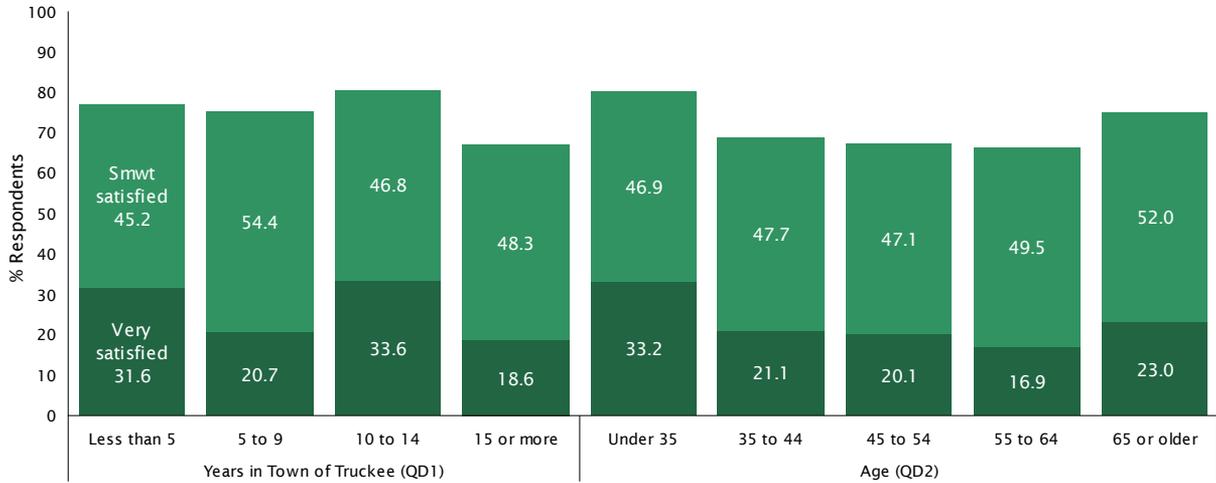


FIGURE 17 SATISFACTION WITH TOWN COMMUNICATION BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD

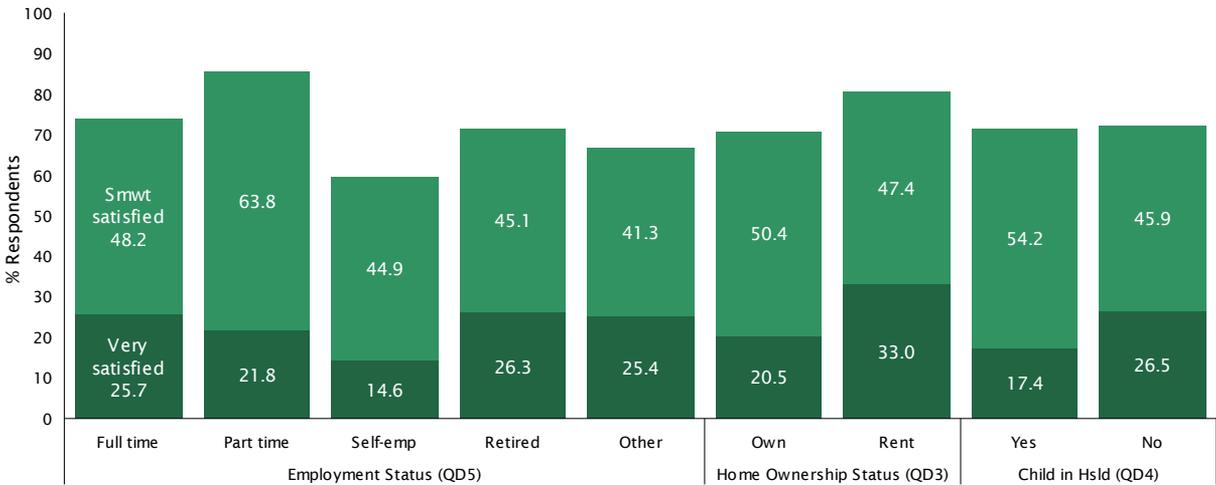
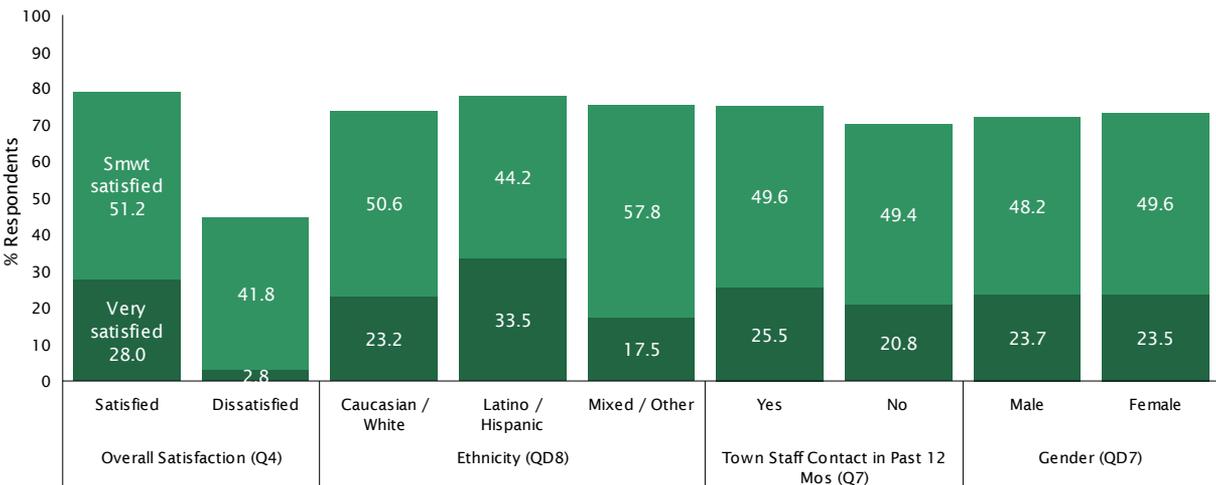


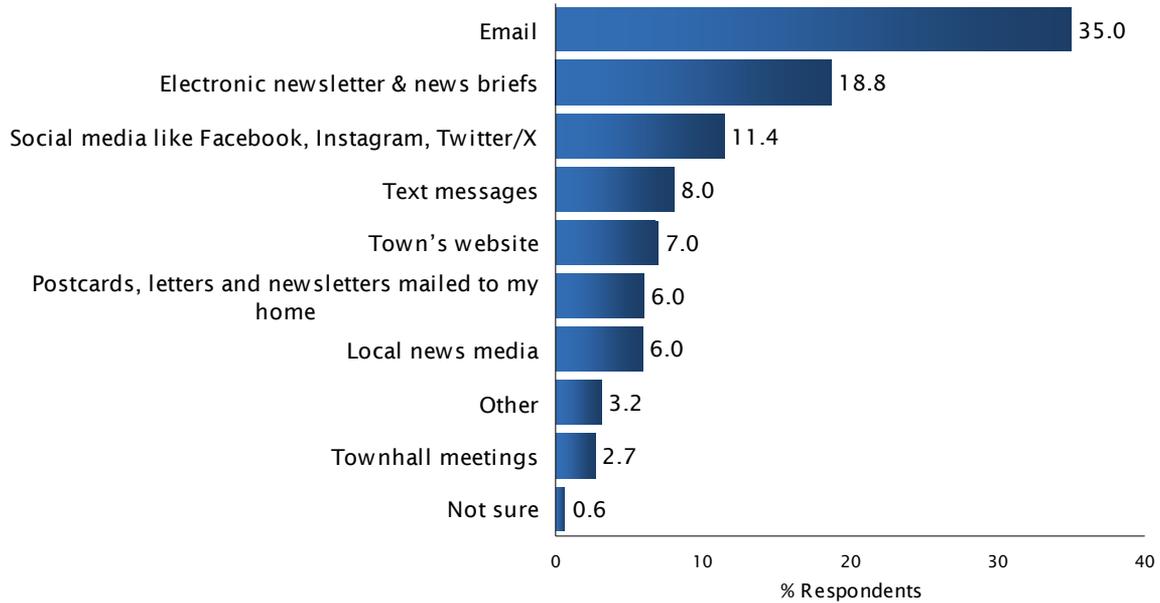
FIGURE 18 SATISFACTION WITH TOWN COMMUNICATION BY OVERALL SATISFACTION, ETHNICITY, TOWN STAFF CONTACT IN PAST 12 MONTHS & GENDER



PREFERRED COMMUNICATION METHOD Truckee residents were next asked to identify their preferred way of receiving Town of Truckee information. As shown in Figure 19 below, email (35%) was the most preferred method, followed by electronic newsletters and news briefs (19%), and social media like Facebook, Instagram, and Twitter/X (11%). Other methods preferred by at least 5% of residents included text messages (8%), the Town’s website (7%), direct mail (6%), and local news media (6%).

Question 11 *What is your preferred way to receive Town of Truckee information?*

FIGURE 19 PREFERRED INFORMATION SOURCES



ATTENTION PAID TO LOCAL GOVERNMENT The next question in this section asked respondents to rate how attentive they are to the issues, decisions, and activities of the Truckee town government using a scale of very attentive, somewhat attentive, slightly attentive, or not at all attentive. Overall, 18% of respondents described themselves as very attentive to matters of town government, 53% somewhat attentive, and 25% slightly attentive. Approximately 2% of respondents confided that they do not pay any attention to the activities of their town government, and 1% declined to state (see Figure 20). When compared to their respective counterparts, those who have lived in Truckee at least 10 years, seniors, individuals working part-time, renters, those residing with children, individuals who were generally dissatisfied with the Town’s overall performance and communications efforts, Caucasians, those who had contact with Town staff in the 12 months prior to the interview, and females were most apt to describe themselves as being at least somewhat attentive to the issues, decisions, and activities of the Truckee town government (see figures 21-23).

Question 12 How much attention do you pay to the issues, decisions and activities of the Truckee town government?

FIGURE 20 ATTENTIVENESS TO GOVERNMENT ISSUES, DECISIONS, ACTIVITIES

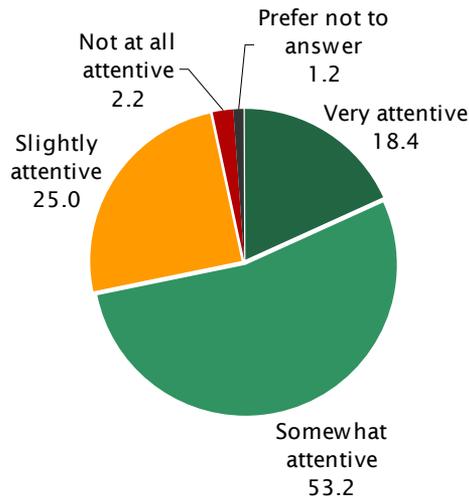


FIGURE 21 ATTENTIVENESS TO GOVERNMENT ISSUES, DECISIONS, ACTIVITIES BY YEARS IN TRUCKEE & AGE

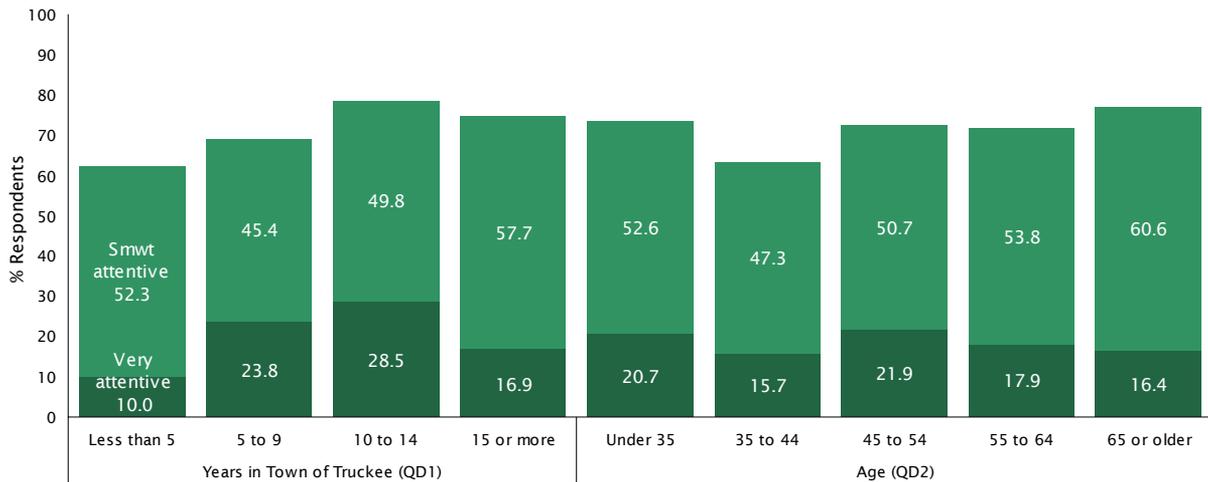


FIGURE 22 ATTENTIVENESS TO GOVERNMENT ISSUES, DECISIONS, ACTIVITIES BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD

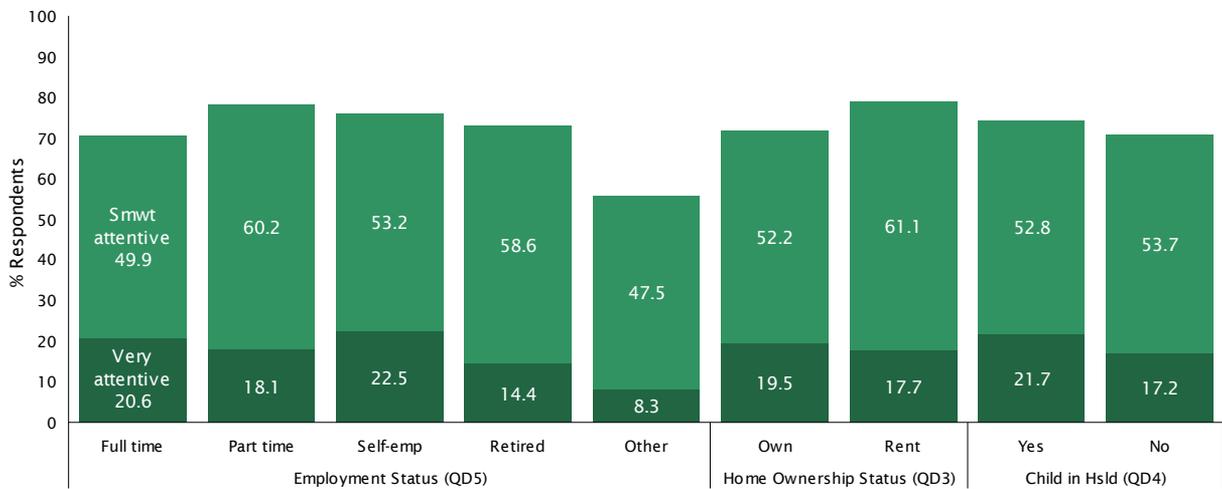
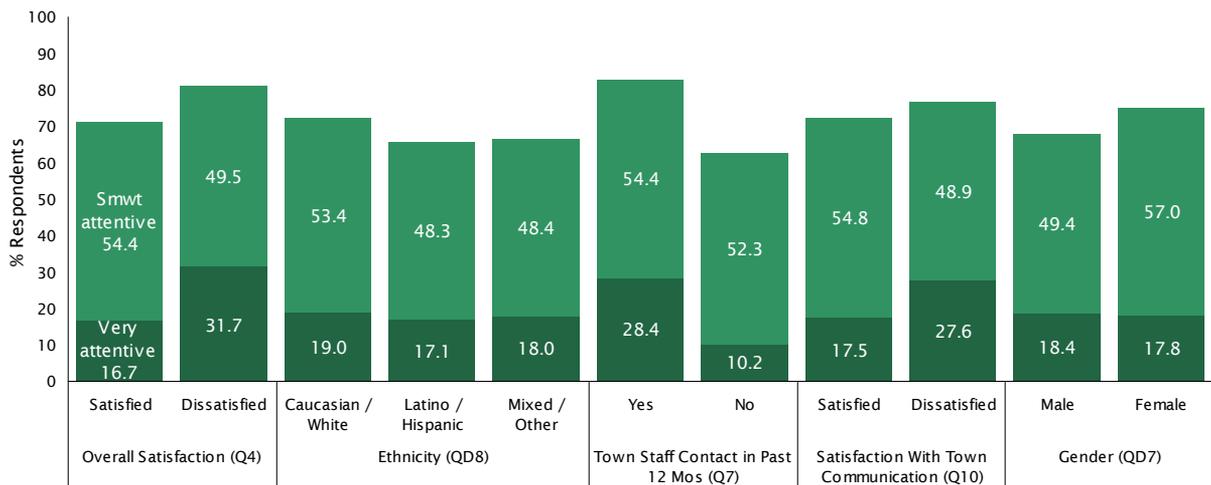


FIGURE 23 ATTENTIVENESS TO GOVERNMENT ISSUES, DECISIONS, ACTIVITIES BY OVERALL SATISFACTION, ETHNICITY, TOWN STAFF CONTACT IN PAST 12 MONTHS & GENDER



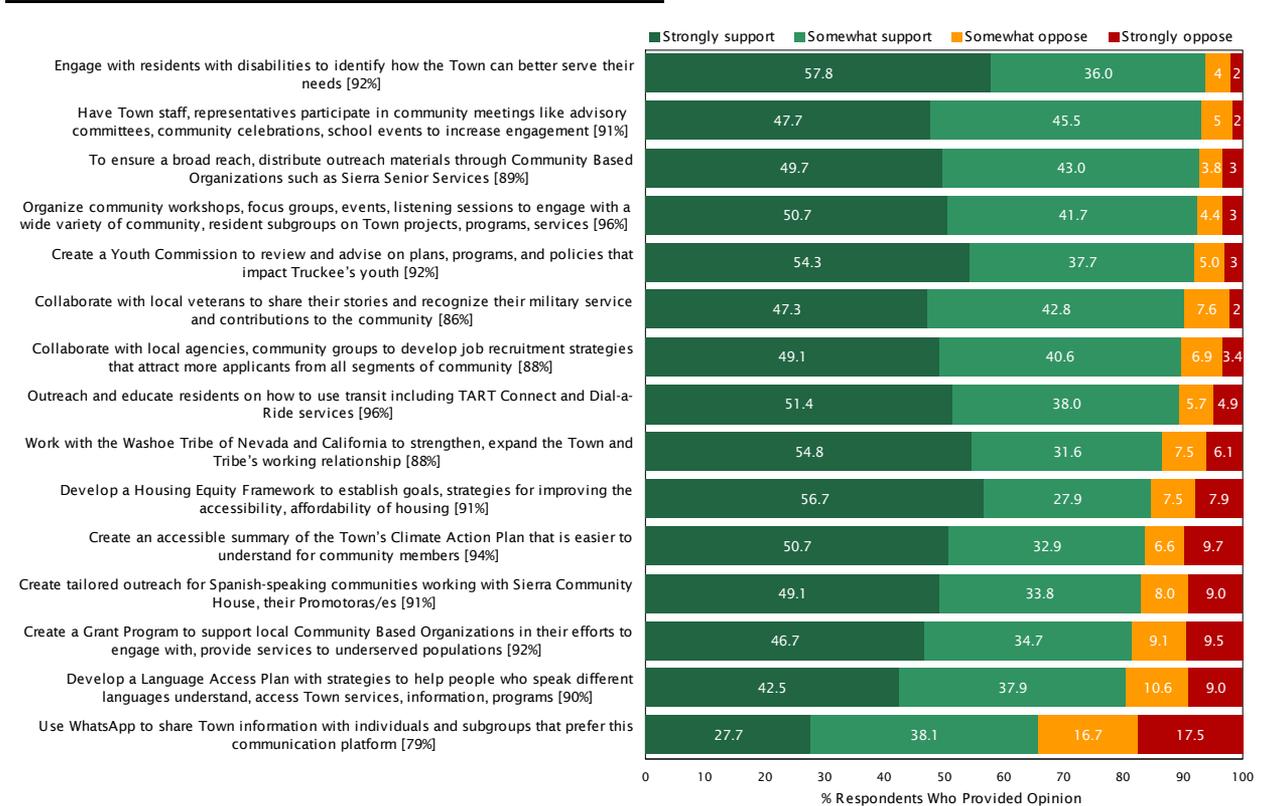
COMMUNITY ENGAGEMENT I.D.E.A.

The Town of Truckee is dedicated to ensuring that the services, programs, and information it provides are accessible to all community members—residents, staff, and visitors alike. The I.D.E.A program (Inclusion, Diversity, Equity & Accessibility) is designed to create an inclusive, welcoming, and supportive environment where everyone feels valued and respected. Through its commitment to these principles, Truckee seeks to build a stronger, more cohesive community.

The final substantive section of the survey was designed to gauge residents’ support for various actions the Town government could take to improve community outreach, engagement, and involvement on important issues, as well as access to services. For each of the actions shown on the left of Figure 24, respondents were simply asked if they support or oppose the Town taking the action, or if they were unsure. To ease comparisons, only respondents who provided an opinion (support or oppose) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (support or oppose) is presented in brackets beside the item label in the figure, while the bars represent the answers of those with an opinion.

Question 13 *The Town of Truckee is in the process of developing an action plan to improve community outreach, engagement, and involvement on important issues, as well as access to services. As I read the following actions, please tell me whether you would support or oppose the Town taking this action. Here is the (first/next) one: _____. Do you support or oppose the Town taking this action, or are you not sure?*

FIGURE 24 SUPPORT FOR TOWN DEVELOPING



As shown in the figure, a majority of Truckee residents supported the Town taking every action tested in Question 13, with all but one action being supported by at least eight-in-ten respondents. At the top of the list, more than nine-in-ten respondents indicated they support the Town engaging with residents with disabilities to identify how the Town can better serve their needs (94%), having Town staff and representatives participate in community meetings like advisory committees, community celebrations, and school events to increase engagement (93%), ensuring a broad reach by distributing outreach materials through Community Based Organizations such as Sierra Senior Services (93%), organizing community workshops, focus groups, events, and listening sessions to engage with a wide variety of community and resident subgroups on Town projects, programs, and services (92%), creating a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth (92%), and collaborating with local veterans to share their stories and recognize their military service and contributions to the community (90%).

Tables 10-13 display the percentage who supported each action, with the top five supported actions within each subgroup highlighted in green to ease comparisons.

TABLE 10 SUPPORT FOR I.D.E.A ACTIONS BY YEARS IN TRUCKEE & HOME OWNERSHIP STATUS (SHOWING % STRONGLY & SOMEWHAT SUPPORT AMONG THOSE WHO PROVIDED OPINION)

	Years in Town of Truckee (QD1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Engage with residents with disabilities to identify how the Town can better serve their needs	95.9	93.0	95.8	93.4	93.1	96.4
Have Town staff, representatives participate in community meetings like advisory committees, community celebrations, school events to increase engagement	94.6	94.7	95.4	92.1	92.2	97.9
To ensure a broad reach, distribute outreach materials through Community Based Organizations such as Sierra Senior Services	95.7	91.4	94.7	92.5	92.2	96.2
Organize community workshops, focus groups, events, listening sessions to engage with a wide variety of community, resident subgroups on Town projects, programs, services	96.0	92.4	94.9	91.0	92.0	96.5
Create a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth	94.4	92.1	92.4	91.5	90.8	96.9
Collaborate with local veterans to share their stories and recognize their military service and contributions to the community	87.0	83.4	84.7	95.3	91.0	88.3
Collaborate with local agencies, community groups to develop job recruitment strategies that attract more applicants from all segments of community	95.3	88.7	92.5	87.8	88.5	94.1
Outreach and educate residents on how to use transit including TART Connect and Dial-a-Ride services	96.7	89.5	82.5	89.1	88.3	95.3
Work with the Washoe Tribe of Nevada and California to strengthen, expand the Town and Tribe's working relationship	92.8	77.3	87.6	87.5	85.0	91.0
Develop a Housing Equity Framework to establish goals, strategies for improving the accessibility, affordability of housing	89.3	71.7	87.5	86.9	81.9	94.7
Create an accessible summary of the Town's Climate Action Plan that is easier to understand for community members	93.7	81.0	78.9	82.8	81.2	93.6
Create tailored outreach for Spanish-speaking communities working with Sierra Community House, their Promotoras/es	94.2	78.0	84.0	80.9	81.1	89.3
Create a Grant Program to support local Community Based Organizations in their efforts to engage with, provide services to underserved populations	93.5	79.7	76.4	79.6	77.4	94.7
Develop a Language Access Plan with strategies to help people who speak different languages understand, access Town services, information, programs	91.7	77.2	81.2	77.9	78.0	86.3
Use WhatsApp to share Town information with individuals and subgroups that prefer this communication platform	64.5	66.8	61.9	67.3	64.1	70.9

TABLE 11 SUPPORT FOR I.D.E.A ACTIONS BY AGE & GENDER (SHOWING % STRONGLY & SOMEWHAT SUPPORT AMONG THOSE WHO PROVIDED OPINION)

	Age (QD2)					Gender (QD7)	
	Under 35	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
Engage with residents with disabilities to identify how the Town can better serve their needs	98.2	95.0	90.1	95.7	90.2	91.1	96.0
Have Town staff, representatives participate in community meetings like advisory committees, community celebrations, school events to increase engagement	98.2	97.6	89.5	89.3	91.2	89.7	97.0
To ensure a broad reach, distribute outreach materials through Community Based Organizations such as Sierra Senior Services	94.1	91.1	92.8	94.4	91.6	89.9	96.7
Organize community workshops, focus groups, events, listening sessions to engage with a wide variety of community, resident subgroups on Town projects, programs, services	94.6	93.3	90.9	91.9	91.3	89.4	95.9
Create a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth	98.2	94.0	91.5	87.7	87.7	86.8	96.9
Collaborate with local veterans to share their stories and recognize their military service and contributions to the community	92.1	86.3	91.1	92.3	89.1	88.1	92.0
Collaborate with local agencies, community groups to develop job recruitment strategies that attract more applicants from all segments of community	89.3	97.7	87.6	89.0	84.3	85.9	93.3
Outreach and educate residents on how to use transit including TART Connect and Dial-a-Ride services	87.7	94.6	84.9	89.8	89.6	86.2	92.6
Work with the Washoe Tribe of Nevada and California to strengthen, expand the Town and Tribe's working relationship	79.7	92.5	84.0	88.2	87.5	78.4	94.0
Develop a Housing Equity Framework to establish goals, strategies for improving the accessibility, affordability of housing	82.5	89.2	86.3	85.4	79.3	75.7	93.7
Create an accessible summary of the Town's Climate Action Plan that is easier to understand for community members	82.9	89.6	83.1	82.0	79.9	75.1	92.5
Create tailored outreach for Spanish-speaking communities working with Sierra Community House, their Promotoras/es	92.2	86.5	81.0	79.2	75.3	74.8	91.4
Create a Grant Program to support local Community Based Organizations in their efforts to engage with, provide services to underserved populations	90.4	90.4	76.9	75.5	73.0	71.9	91.2
Develop a Language Access Plan with strategies to help people who speak different languages understand, access Town services, information, programs	89.3	86.2	79.9	74.4	71.0	71.2	89.0
Use WhatsApp to share Town information with individuals and subgroups that prefer this communication platform	76.4	61.4	68.2	63.2	58.6	61.6	70.6

TABLE 12 SUPPORT FOR I.D.E.A ACTIONS BY EMPLOYMENT STATUS & OVERALL SATISFACTION (SHOWING % STRONGLY & SOMEWHAT SUPPORT AMONG THOSE WHO PROVIDED OPINION)

	Employment Status (QD5)					Overall Satisfaction (Q4)	
	Full time	Part time	Self-emp	Retired	Other	Satisfied	Dissatisfied
Engage with residents with disabilities to identify how the Town can better serve their needs	92.9	97.9	92.0	93.6	100.0	96.3	82.0
Have Town staff, representatives participate in community meetings like advisory committees, community celebrations, school events to increase engagement	93.0	96.7	93.2	94.3	96.8	95.5	81.3
To ensure a broad reach, distribute outreach materials through Community Based Organizations such as Sierra Senior Services	92.5	95.6	92.0	93.2	100.0	94.6	83.7
Organize community workshops, focus groups, events, listening sessions to engage with a wide variety of community, resident subgroups on Town projects, programs, services	91.3	92.5	91.1	94.3	100.0	94.9	80.0
Create a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth	92.8	96.0	90.1	88.4	97.1	95.4	75.8
Collaborate with local veterans to share their stories and recognize their military service and contributions to the community	88.9	94.6	90.2	91.1	90.2	92.1	84.0
Collaborate with local agencies, community groups to develop job recruitment strategies that attract more applicants from all segments of community	90.2	91.6	86.1	88.0	100.0	92.5	73.7
Outreach and educate residents on how to use transit including TART Connect and Dial-a-Ride services	88.7	90.6	89.2	89.3	100.0	93.0	68.9
Work with the Washoe Tribe of Nevada and California to strengthen, expand the Town and Tribe's working relationship	84.7	94.7	83.5	88.2	87.4	88.3	75.1
Develop a Housing Equity Framework to establish goals, strategies for improving the accessibility, affordability of housing	84.0	92.5	88.1	83.4	85.5	86.7	70.1
Create an accessible summary of the Town's Climate Action Plan that is easier to understand for community members	82.6	88.4	83.8	85.0	94.1	88.4	58.9
Create tailored outreach for Spanish-speaking communities working with Sierra Community House, their Promotoras/es	84.2	91.6	80.8	77.9	95.7	86.6	63.6
Create a Grant Program to support local Community Based Organizations in their efforts to engage with, provide services to underserved populations	85.0	87.5	74.1	74.1	96.5	87.2	54.3
Develop a Language Access Plan with strategies to help people who speak different languages understand, access Town services, information, programs	83.1	90.9	79.1	72.3	82.0	83.9	61.1
Use WhatsApp to share Town information with individuals and subgroups that prefer this communication platform	64.5	65.7	68.9	60.5	93.4	70.1	45.7

TABLE 13 SUPPORT FOR I.D.E.A ACTIONS BY ETHNICITY & CHILD IN HSLD (SHOWING % STRONGLY & SOMEWHAT SUPPORT AMONG THOSE WHO PROVIDED OPINION)

	Ethnicity (QD8)			Child in HslD (QD4)	
	Caucasian / White	Latino / Hispanic	Mixed / Other	Yes	No
Engage with residents with disabilities to identify how the Town can better serve their needs	94.4	92.9	93.7	94.9	93.8
Have Town staff, representatives participate in community meetings like advisory committees, community celebrations, school events to increase engagement	93.3	98.5	88.2	93.3	93.4
To ensure a broad reach, distribute outreach materials through Community Based Organizations such as Sierra Senior Services	93.1	94.9	88.6	91.9	93.4
Organize community workshops, focus groups, events, listening sessions to engage with a wide variety of community, resident subgroups on Town projects, programs, services	92.0	99.0	88.2	93.0	92.1
Create a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth	91.6	100.0	85.4	92.3	92.3
Collaborate with local veterans to share their stories and recognize their military service and contributions to the community	90.7	95.5	74.4	92.5	88.9
Collaborate with local agencies, community groups to develop job recruitment strategies that attract more applicants from all segments of community	88.1	100.0	88.2	92.2	89.0
Outreach and educate residents on how to use transit including TART Connect and Dial-a-Ride services	89.7	91.9	89.5	86.7	91.5
Work with the Washoe Tribe of Nevada and California to strengthen, expand the Town and Tribe's working relationship	86.8	90.3	86.5	85.3	87.0
Develop a Housing Equity Framework to establish goals, strategies for improving the accessibility, affordability of housing	85.2	90.4	80.9	85.4	84.9
Create an accessible summary of the Town's Climate Action Plan that is easier to understand for community members	85.3	85.9	78.0	81.4	85.9
Create tailored outreach for Spanish-speaking communities working with Sierra Community House, their Promotoras/es	83.7	92.1	79.6	82.8	84.2
Create a Grant Program to support local Community Based Organizations in their efforts to engage with, provide services to underserved populations	82.6	91.9	71.3	83.0	81.5
Develop a Language Access Plan with strategies to help people who speak different languages understand, access Town services, information, programs	81.4	91.5	74.9	82.1	80.0
Use WhatsApp to share Town information with individuals and subgroups that prefer this communication platform	64.9	79.8	59.6	61.3	68.2



BACKGROUND & DEMOGRAPHICS

TABLE 14 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	600
Years in Town of Truckee (QD1)	
Less than 5	16.9
5 to 9	17.9
10 to 14	13.5
15 or more	51.0
Prefer not to answer	0.7
Age (QD2)	
Under 35	20.0
35 to 44	20.2
45 to 54	19.6
55 to 64	18.9
65 or older	20.9
Prefer not to answer	0.3
Home Ownership Status (QD3)	
Own	73.5
Rent	21.3
Prefer not to answer	5.1
Child in Hsld (QD4)	
Yes	31.6
No	66.4
Prefer not to answer	2.1
Employment Status (QD5)	
Full time	47.6
Part time	9.9
Self-emp	14.1
Retired	19.5
Other	5.4
Prefer not to answer	3.5
Work Location (QD6)	
Work from home	17.0
Commute outside home	35.0
Mixture of both	19.5
Not employed	24.8
Prefer not to answer	3.7
Gender (QD7)	
Male	47.8
Female	48.7
Non-binary	0.8
Prefer not to answer	2.7
Ethnicity (QD8)	
Caucasian / White	75.5
Latino / Hispanic	12.4
Mixed / Other	6.0
Prefer not to answer	6.2

Table 14 presents the key demographic information collected during the survey. 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, and ensure that the resulting sample matched the profile of Truckee's adult population on key characteristics according to the latest Census (ACS) estimates (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 Truckee 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 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 questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they had contact with Town of Truckee staff during the 12 months preceding the interview (Question 7) were asked to comment on staff's professionalism, helpfulness, and responsiveness (Question 8). The questionnaire included with this report (see *Questionnaire & Toplines* on page 35) identifies the skip patterns 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 interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the Town prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

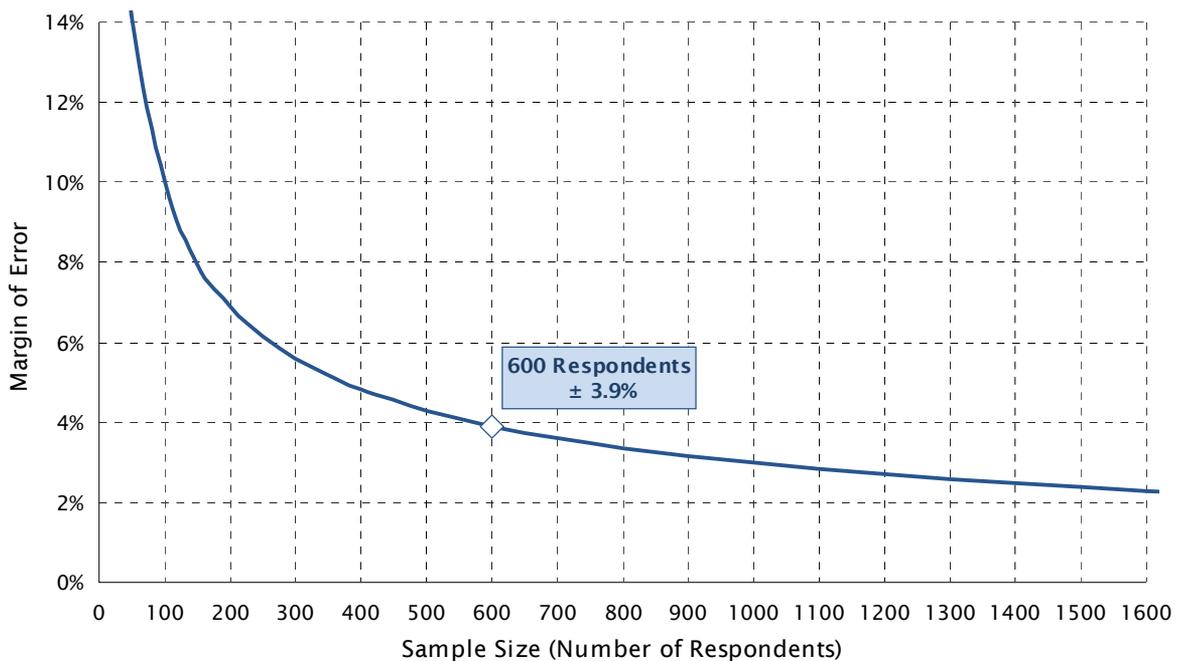
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Truckee households was utilized for this study, ensuring that all households in Truckee had the opportunity to be randomly selected for the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Truckee residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). 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. A total of 600 completed surveys were gathered online and by telephone between April 1 and April 7, 2025.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents of the Town. Because not every adult resident in Truckee 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 adult residents for a particular question and what would have been found if all of the estimated 13,200 adult residents² had been interviewed.

Figure 25 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. For this survey, the maximum margin of error is $\pm 3.9\%$ for questions answered by all 600 respondents.

FIGURE 25 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 25 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 subgroup) 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 subgroups.

2. Source: U.S. Census Bureau, American Community Survey (ACS) 2023 5-Year Estimate.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age and ethnicity according to Census estimates.

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 tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

QUESTIONNAIRE & TOPLINES



Town of Truckee
Community Satisfaction Survey
Final Toplines (n=600)
April 2025

Section 1: Introduction to Study

Hi, may I please speak to ____? Hi, my name is ____ and I'm calling from TNR on behalf of the Town of Truckee (Truck-ee). The Town is conducting a survey of residents about important issues in Truckee and would like to get your opinions.

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

If needed: The survey should take about 13 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 needed: Your responses to the survey will be confidential.

Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in Truckee.

Q1 How would you rate: ____? Would you say it is excellent, good, fair, poor or very poor?

		Excellent	Good	Fair	Poor	Very poor	Not sure	Prefer not to answer
	<i>Always ask A first, then randomize B-F</i>							
A	The overall quality of life in Truckee	38%	50%	10%	1%	1%	0%	0%
B	Truckee as a place to raise a family	34%	37%	13%	3%	1%	10%	2%
C	Truckee as a place to retire	13%	32%	20%	15%	6%	12%	1%
D	Truckee as a place to work	11%	34%	28%	9%	3%	12%	2%
E	Truckee as a place to shop and dine	7%	34%	38%	14%	7%	0%	0%
F	Truckee as a place to recreate	74%	19%	4%	1%	1%	2%	0%

Q2 What do you like most about Truckee that the town government should make sure to preserve in the future? Verbatim responses recorded and later grouped into categories shown below.

Natural beauty, open spaces, mountains	21%
Limited growth, development	17%
Small town feeling	13%
Network of trails	13%
Access to nature, open spaces	10%
Recreational opportunities	8%
Not sure / Cannot think of anything	8%
Bike paths, trails	6%
Sense of community	5%
Historic buildings, districts	5%
Affordable cost of living	4%

	River, lakes	4%
	Downtown	4%
	Weather, air, climate	3%
	Community events	3%
	Town services	3%
	Cleanliness, maintenance	2%
	Public safety	2%
	Public transit	2%
	Affordable housing	2%
	Quality of life	2%
	Fire mitigation	2%
	Infrastructure	2%
	Focus on residents vs tourists	2%
Q3	If the town government could change one thing to make Truckee a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Provide more affordable housing, workforce housing	20%
	Reduce cost of living	14%
	Reduce traffic congestion	9%
	Not sure / Cannot think of anything	8%
	Limit growth, development	7%
	Improve, repair roads, infrastructure	6%
	Reduce taxes, fees	5%
	Address second-home, vacation rental issues	4%
	Add, improve bike lanes and trails	4%
	Focus on community issues more than tourism	4%
	Improve parking, reduce fees downtown	3%
	Improve, add public transportation	3%
	More support for small businesses	3%
	No changes needed / Everything is fine	3%
	Improve variety of shopping, restaurants	2%
	Improve emergency preparedness	2%
	Improve development, town planning	2%
	Ease code, permit restrictions, reduce fees	2%
	Enforce traffic laws	2%
	Provide more events, rec activities for all ages	2%

Improve government, leadership	2%
Address homelessness	2%
Improve economy, jobs	2%
Provide more parks, rec facilities	2%

Section 3: Town Services

Next, I would like to ask a series of questions about services provided by the Town of Truckee.

Q4	Generally speaking, are you satisfied or dissatisfied with the job the Town of Truckee is doing to provide town services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1	Very satisfied 23%
	2	Somewhat satisfied 56%
	3	Somewhat dissatisfied 12%
	4	Very dissatisfied 5%
	98	Not sure 5%
	99	Prefer not to answer 0%

For each of the services I read next, I'd like you to tell me how satisfied you are with the job the Town is doing to provide the service.

Q5 Are you satisfied or dissatisfied with the Town's efforts to: _____, or do you not have an opinion? *Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer
	<i>Randomize.</i>						
A	Provide police services	45%	36%	5%	4%	10%	1%
B	Maintain a low crime rate	46%	37%	5%	3%	7%	1%
C	Prepare the Town for emergencies and natural disasters	20%	41%	17%	8%	13%	1%
D	Manage traffic congestion	9%	33%	31%	26%	2%	1%
E	Provide public transit and micro-transit services, including TART-connect and local shuttles	50%	31%	6%	6%	6%	1%
F	Keep public areas, buildings, and facilities clean and attractive	48%	40%	5%	3%	3%	0%
G	Maintain and repair local streets and roads	22%	46%	21%	10%	1%	0%
H	Promote economic development to attract new businesses and good-paying jobs to the community	8%	26%	27%	16%	21%	3%
I	Protect the environment	31%	46%	10%	5%	7%	1%
J	Manage land use and development	10%	38%	23%	17%	11%	1%

K	Regulate new construction projects to ensure they meet zoning, building, and safety requirements	13%	32%	17%	13%	23%	2%
L	Provide snow removal on Town streets	56%	35%	6%	3%	1%	0%
M	Provide snow removal on trails and sidewalks	56%	30%	2%	3%	8%	1%
N	Enforce code violations to address issues like public nuisances, non-permitted construction, and substandard housing conditions	13%	33%	14%	10%	28%	2%
O	Regulate short-term vacation rentals	15%	31%	21%	15%	17%	2%
P	Provide trails for walking, hiking, and biking	64%	31%	2%	2%	1%	1%
Q	Facilitate the development of new affordable housing	4%	21%	31%	28%	13%	3%
R	Provide subsidies and programs to make existing housing more affordable for the local workforce	7%	23%	27%	21%	20%	2%
S	Provide trash and recycling services	50%	35%	9%	5%	1%	0%

Ask Q6 if Q5K=(3,4). Otherwise skip to Q7.

Q6	Is there a particular reason why you are dissatisfied with the Town's efforts to regulate new construction projects to ensure they meet zoning, building, and safety requirements? <i>If yes, ask: Please describe your reason to me. Verbatim responses recorded and later grouped into categories shown below.</i>						
	Too many regulations, codes, red tape						25%
	Too expensive, too many fees						22%
	Time consuming, slow process						17%
	Too much growth, overbuilding						9%
	Difficult to develop, get projects built						9%
	Not sure / No particular reason						9%
	Some design, development does not match Town's appearance, theme						6%
	General negative comments about Planning Division						4%
	Council involvement in specific projects						4%
	Traffic issues						3%
	Unfriendly Town staff						3%
	Catering to needs of investors, developers over residents						3%
	Unmet, questionable safety requirements						2%
	Too many large, high-end homes						1%
	Need better long-term Town planning						1%

Section 4: Customer Service & Local Governance								
Q7	In the past 12 months, have you been in contact with Town of Truckee staff?							
	1	Yes	45%		Ask Q8			
	2	No	51%		Skip to Q9			
	98	Not sure/No opinion	3%		Skip to Q9			
	99	Prefer not to answer	2%		Skip to Q9			
Q8	In your opinion, is the <u>staff</u> at the Town very _____, somewhat _____, or not at all _____?							
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer	
A	Helpful		51%	39%	9%	1%	1%	
B	Professional		67%	27%	5%	0%	1%	
C	Responsive		54%	36%	9%	1%	1%	
Q9	Next, I'm going to read you a series of statements about the Town of Truckee. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion? <i>If agree or disagree, ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?</i>							
	<i>Randomize</i>		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure	Prefer not to answer
A	The Town is responsive to residents' needs		10%	43%	20%	11%	15%	1%
B	The Town manages its finances well		10%	26%	15%	11%	36%	2%
C	The Town listens to residents when making important decisions		11%	37%	20%	14%	17%	1%
D	I trust the Town of Truckee		19%	43%	19%	11%	7%	1%
E	The Town is transparent in how it operates		11%	32%	21%	13%	22%	1%
F	The Town of Truckee welcomes people with diverse backgrounds and perspectives		22%	35%	15%	6%	19%	4%

Section 5: Communication		
Q10	Overall, are you satisfied or dissatisfied with the Town's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1	Very satisfied 23%
	2	Somewhat satisfied 49%
	3	Somewhat dissatisfied 14%
	4	Very dissatisfied 6%
	98	Not sure 7%
	99	Prefer not to answer 1%
Q11	What is your <i>preferred</i> way to receive Town of Truckee information?	
	1	Social media like Facebook, Instagram, Twitter/X 11%
	2	Town's website 7%
	3	Electronic newsletter & news briefs 19%
	4	Postcards, letters and newsletters mailed to my home 6%
	5	Email 35%
	6	Text messages 8%
	7	Local news media 6%
	8	Townhall meetings 3%
	9	Other 3%
	98	Not sure 1%
	99	Prefer not to answer 1%
Q12	How much attention do you pay to the issues, decisions and activities of the Truckee town government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?	
	1	Very attentive 18%
	2	Somewhat attentive 53%
	3	Slightly attentive 25%
	4	Not at all attentive 2%
	99	Prefer not to answer 1%

Section 6: Community Engagement I.D.E.A.							
Q13	The Town of Truckee is in the process of developing an action plan to improve community outreach, engagement, and involvement on important issues, as well as access to services. As I read the following actions, please tell me whether you would support or oppose the Town taking this action.						
	Here is the (first/next) one: _____. Do you support or oppose the Town taking this action, or are you not sure? <i>If agree or disagree, ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i>						
	<i>Randomize</i>	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A	Organize community workshops, focus groups, events, and listening sessions to engage with a wide variety of community and resident subgroups on Town projects, programs, and services	49%	40%	4%	3%	4%	0%
B	Create tailored outreach for Spanish-speaking communities working with Sierra Community House and their Promotoras/es	45%	31%	7%	8%	8%	1%
C	To ensure a broad reach, distribute outreach materials through Community Based Organizations such as Sierra Senior Services	44%	38%	3%	3%	10%	1%
D	Have Town staff and representatives participate in community meetings like advisory committees, community celebrations, and school events to increase engagement.	43%	41%	5%	2%	9%	0%
E	Work with the Washoe Tribe of Nevada and California to strengthen and expand the Town and Tribe's working relationship.	48%	28%	7%	5%	11%	1%
F	Develop a Housing Equity Framework to establish goals and strategies for improving the accessibility and affordability of housing.	51%	25%	7%	7%	8%	2%
G	Create a Youth Commission to review and advise on plans, programs, and policies that impact Truckee's youth.	50%	35%	5%	3%	7%	1%
H	Create a Grant Program to support local Community Based Organizations (CBOs) in their efforts to engage with and provide services to underserved populations.	43%	32%	8%	9%	8%	1%
I	Develop a Language Access Plan with strategies to help people who speak different languages understand and access Town services, information, and programs.	38%	34%	10%	8%	8%	2%
J	Use WhatsApp to share Town information with individuals and subgroups that prefer this communication platform.	22%	30%	13%	14%	20%	1%

K	Create an accessible summary of the Town's Climate Action Plan that is easier to understand for community members	48%	31%	6%	9%	5%	1%
L	Collaborate with local agencies and community groups to develop job recruitment strategies that attract more applicants from all segments of the community.	43%	36%	6%	3%	11%	1%
M	Outreach and educate residents on how to use transit including TART Connect and Dial-a-Ride services.	49%	36%	5%	5%	4%	0%
N	Collaborate with local veterans to share their stories and recognize their military service and contributions to the community	41%	37%	7%	2%	12%	2%
O	Engage with residents with disabilities to identify how the Town can better serve their needs.	53%	33%	4%	2%	8%	0%

Section 7: Background & Demographics

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

D1	How long have you lived in the Town of Truckee?	
	1	Less than 1 year
	2	1 to 4 years
	3	5 to 9 years
	4	10 to 14 years
	5	15 years or longer
	99	Prefer not to answer
D2	In what year were you born? Year recorded into age categories shown below.	
	18 to 24	6%
	25 to 34	14%
	35 to 44	20%
	45 to 54	20%
	55 to 64	19%
	65 or older	21%
	Prefer not to answer	0%

D3	Do you own or rent your residence in Truckee?			
	1	Own	74%	
	2	Rent	21%	
	3	Live rent-free with others	3%	
	99	Prefer not to answer	2%	
D4	Do you currently have any children under the age of 18 living in your home?			
	1	Yes	32%	
	2	No	66%	
	99	Prefer not to answer	2%	
D5	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, self-employed, a student, a homemaker, retired, or are you in-between jobs right now?			
	1	Employed full-time	48%	Ask D6
	2	Employed part-time	10%	Ask D6
	3	Self-employed	14%	Ask D6
	4	Student	3%	Skip to D7
	5	Homemaker	1%	Skip to D7
	6	Retired	19%	Skip to D7
	7	In-between jobs	1%	Skip to D7
	99	Prefer not to answer	4%	Skip to D7
D6	Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?			
	1	Working from home	24%	
	2	Commuting to a workplace outside home	49%	
	3	Mixture of both	27%	
	99	Prefer not to answer	0%	
D7	What is your gender?			
	1	Male	48%	
	2	Female	49%	
	3	Non-binary	1%	
	99	Prefer not to answer	3%	

D8 What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>			
1	Caucasian/White	75%	Skip to end
2	Latino/Hispanic	12%	Ask D9
3	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	2%	Skip to end
4	African-American/Black	2%	Skip to end
5	American Indian or Alaskan Native	<1%	Skip to end
6	Pacific Islander	<1%	Skip to end
7	Middle Eastern	<1%	Skip to end
8	Mixed Heritage	1%	Skip to end
98	Other	<1%	Skip to end
99	Prefer not to answer	6%	Skip to end

D9 In general, when at home do you personally speak _____?			
1	Only Spanish	9%	
2	Mostly Spanish, but some English	14%	
3	Spanish and English equally	21%	
4	Mostly English, but some Spanish	24%	
5	Only English	32%	
98	Speak other language at home	0%	
99	Prefer not to answer	0%	

Thanks so much for participating in this important survey! This survey was conducted for the Town of Truckee.

Post-Interview & Sample Items			
S1 Survey Language			
	English	96%	
	Spanish	4%	