



Date: May 13, 2025

Honorable Mayor and Council Members

Author and Title: Jen Callaway, Town Manager

Title: **2025 Community Opinion Survey**

Jen Callaway, Town Manager

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**Recommended Action:** Staff recommends that the Council accept the Community Opinion Survey 2025 Summary Report.

**BACKGROUND:** In early 2025 staff engaged True North Research, Inc. to conduct a community opinion survey to provide a statistically reliable understanding of its residents' satisfaction, priorities, and concerns as they relate to services, facilities, and policies provided by the Town. The survey aligns nicely with the other two reports, in that the Town staff, Council and community have statistically valid information to use for sound and strategic decision making in a variety of areas, including service and program improvements/enhancements, measuring and tracking internal performance, planning, budgeting, policymaking, and community engagement.

This 2025 survey, Attachment 1, is the first organization-wide community opinion survey completed by the Town and is intended to be used as a baseline survey, repeated every 3-5 years to continue to monitor community opinions, preferences and overall satisfaction with the Town. Broadly speaking, the survey 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.

As highlighted in the Community Opinion Survey Summary Report, Attachment 1, the survey is an opportunity to understand 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 overall quality of life and a variety of issues, and policy-related matters. The information gained from this survey is intended to help the Town adjust and improve its services – all towards the goal of building and sustaining a high level of community satisfaction.

**Discussion:**

As noted in the report, the survey was administered to a random sample of 600 adults who reside within the Town of Truckee and was administered in both English and Spanish. It should be noted, the survey also included one question related to the Town's work in I.D.E.A (Inclusion, Diversity, Equity and

Accessibility). This question was intended to specifically inform the Town's IDEA Action Plan work, which is scheduled to be brought back to Council in June. True North Research will be presenting the report of their findings to the Council on May 13<sup>th</sup> but will not be speaking directly to the question related to I.D.E.A. during this update as it was intended to inform a separate work item. However, it is also worth noting that there is overwhelming community support for the 15 efforts highlighted in this question related to I.D.E.A. work.

Overall, the prevailing theme highlighted in the survey results is that residents are focused on maintaining, rather than changing, the character of Truckee. Respondents were focused on areas that align with preserving, restoring, or enhancing existing qualities in Truckee. Residents also focused on housing as being a top priority, reducing traffic and cost of living, while limiting growth and development and improving and repairing local roads.

As Town Manager for the Town of Truckee, I am incredibly proud of our Town staff and team. The survey results demonstrate that Town residents are generally quite satisfied with the Town's efforts to provide municipal services (79%) and 72% of respondents being satisfied with the Town's communication, a program that is only been developed and evolved over the last three years. I am proud of the Town staff for the overwhelmingly positive response that the Town staff is professional, responsive, and helpful. This aligns with my perceptions of the Town staff who genuinely care about the work they do on behalf of, and in service too, the community. The Town staff should be applauded for these outstanding ratings. Lastly, thank you to the community for being partners, it is the partnership of us all, including the Town and special district agencies, that lead to the high quality of life and delivery of quality municipal services within the Truckee community.

**CONCLUSION:** Staff recommend that the Town Council accept the Community Opinion Survey 2025 Summary report, understanding that staff's intention is to use this survey as a baseline survey, conducting similar community surveys every three to five years, and using the feedback to inform future policy and budget discussions, as well as service improvements and enhancements.

**Attachments:**

Attachment 1. Community Opinion Survey 2025 Summary Report.

**Priority:**

<input checked="" type="checkbox"/> Enhanced Communication	<input checked="" type="checkbox"/> Climate and Greenhouse Gas Reduction	<input checked="" type="checkbox"/> Housing
<input checked="" type="checkbox"/> Infrastructure Investment	<input checked="" type="checkbox"/> Emergency and Wildfire Preparedness	<input checked="" type="checkbox"/> Core Service

**Fiscal Impact:** None

**Public Communication:** Posted on the Town's website and shared with community stakeholders on May 5, 2025. Publication of this staff report.