

**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.

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%).

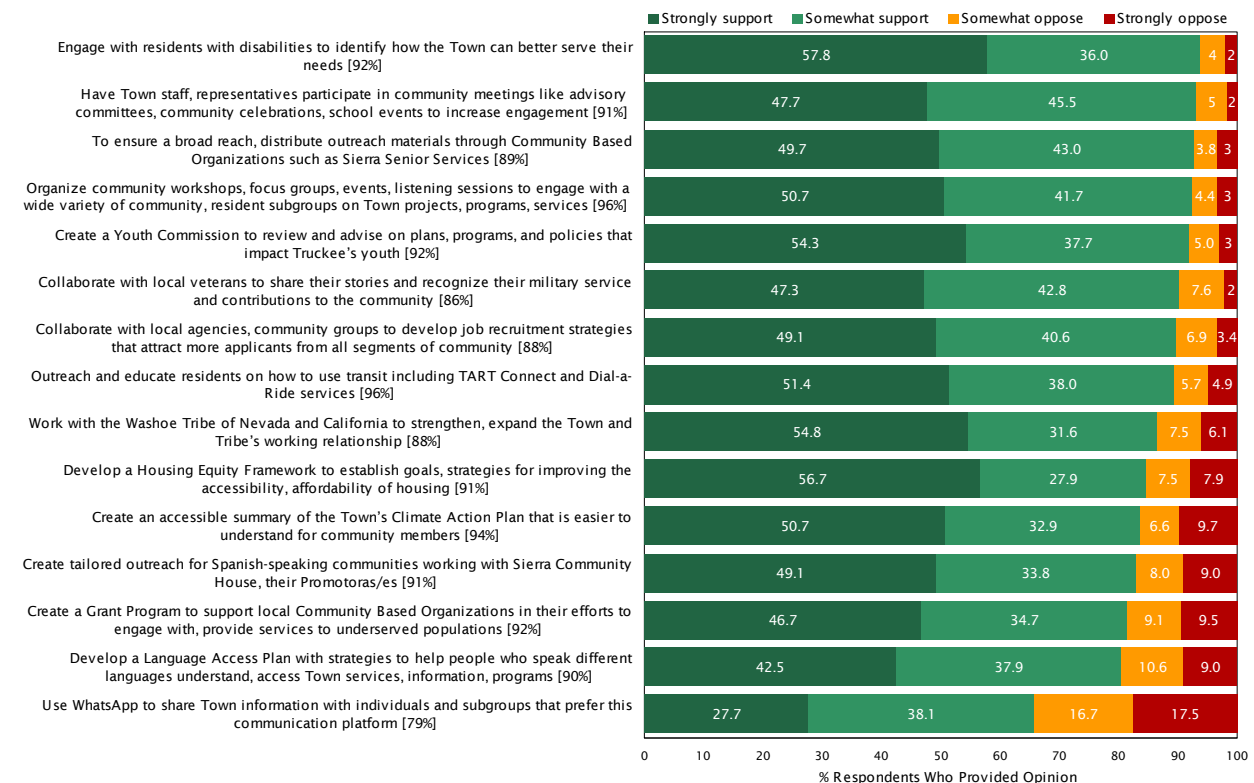
## COMMUNITY ENGAGEMENT I.D.E.A.

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>	<i>600</i>
<b>Years in Town of Truckee (QD1)</b>	
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
<b>Age (QD2)</b>	
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
<b>Home Ownership Status (QD3)</b>	
Own	73.5
Rent	21.3
Prefer not to answer	5.1
<b>Child in Hsld (QD4)</b>	
Yes	31.6
No	66.4
Prefer not to answer	2.1
<b>Employment Status (QD5)</b>	
Full time	47.6
Part time	9.9
Self-emp	14.1
Retired	19.5
Other	5.4
Prefer not to answer	3.5
<b>Work Location (QD6)</b>	
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
<b>Gender (QD7)</b>	
Male	47.8
Female	48.7
Non-binary	0.8
Prefer not to answer	2.7
<b>Ethnicity (QD8)</b>	
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).