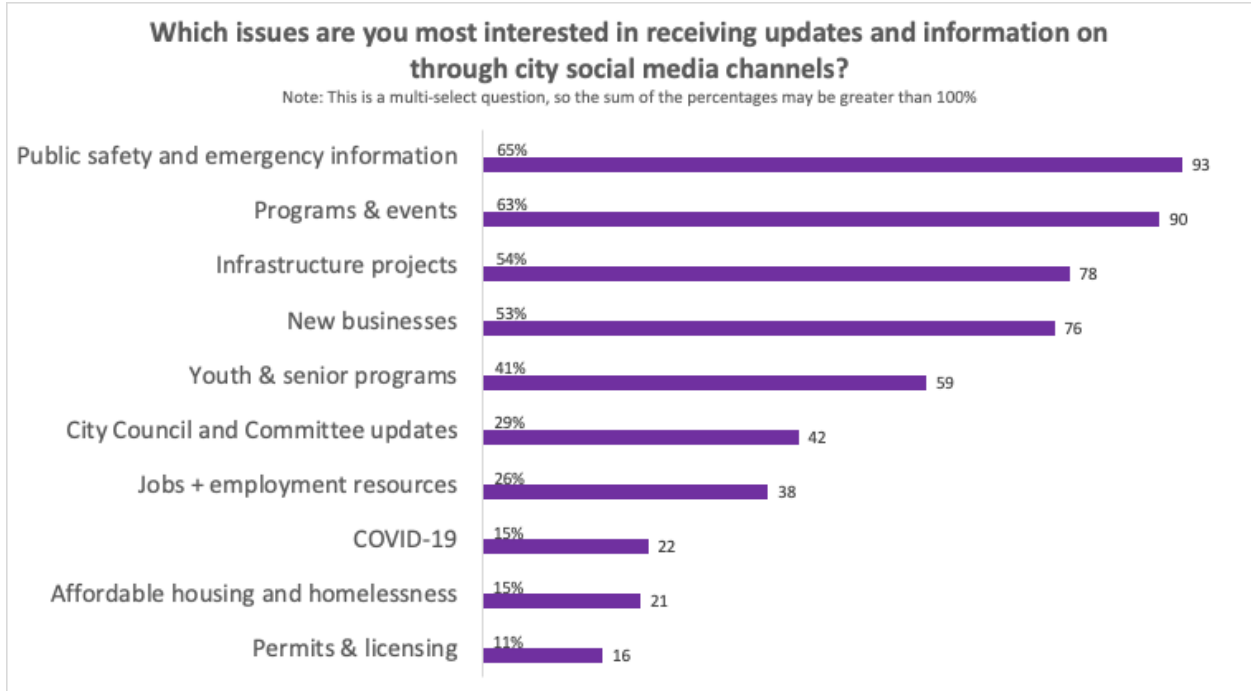


## **Most residents want to hear more updates regarding Public Safety and emergency information and updates regarding programs and events; the leading suggestion for improvement was to increase communication efforts and transparency.**

The following report analyzes resident feedback collected in a **Community Asks survey regarding Ridgecrest's official City communications**, designed by Zencity and deployed by Ridgecrest, CA. The survey was open to responses between June 8 – June 26, 2022, comprised one multi-select closed-ended question and one open-ended question and **received 146 total responses**.

**The closed-answer multi-selection question asked respondents “Which issues are you most interested in receiving updates and information on through city social media channels?”** The following answers were offered as options: ‘COVID-19’; ‘Public safety and emergency information’; ‘Programs & events’; ‘Permits & licensing’; ‘Affordable housing and homelessness’; ‘Infrastructure projects (streets, sewer, water, transportation)’; ‘New businesses’; ‘Jobs + employment resources’; ‘Youth & senior programs’; ‘City Council and Committee updates’. **Respondents were not limited to any number of options.**

**Over two-thirds of respondents cited that updates and information about Public safety and emergency information, and Programs & events (65% and 63% respectively) as the most interesting to them.** Over half of respondents indicated that they would like to receive updates regarding Infrastructure projects (streets, sewer, water, transportation) and New businesses (54% and 53% respectively). The complete list of responses is as follows:

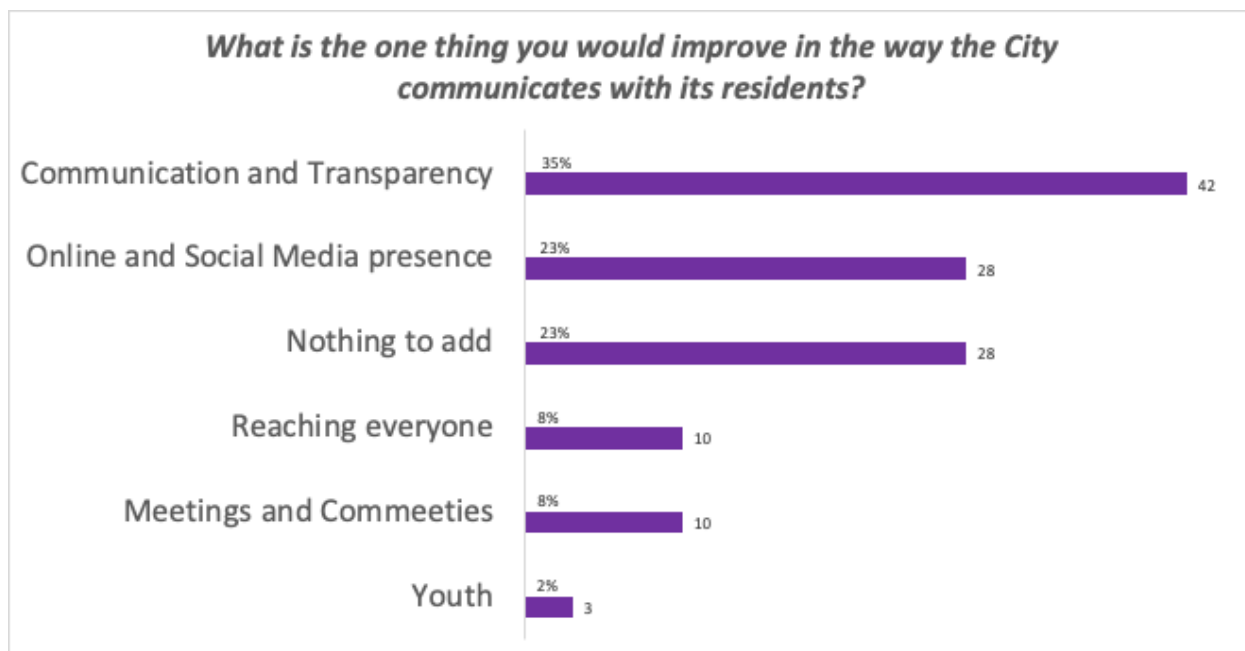


To view the complete list of responses on the platform, click [here](#).

The open-ended question read: *"What is the one thing you would improve in the way the City communicates with its residents?"* and received **120 responses**.\* An analysis of these responses identified the following most prominent factors:\*\*

- **Communication and Transparency (42 responses)**: The primary suggestion cited by over a third of the respondents was to **improve communication efforts** by the City's officials and departments and **more transparency over municipal affairs such as budget**. Several suggested more frequent communication with residents **by paper mail, such as newsletters**. A couple of suggestions centered around updates regarding road works, and some suggested the City should communicate more through advertising.
- **Nothing to add at this time (28 responses)**: About a quarter of respondents did not offer a suggestion for improvement, whether because they didn't have anything to add at this time or expressed satisfaction (5 respondents) with the City's efforts so far.
- **Online and Social Media presence (28 responses)**: About a quarter of respondents suggested the City should improve communication over social media and online. Several respondents asked for regular **email newsletters**, and a few responses asked for more **Mayor's updates on social media**.
- **Meetings and Committees (10 responses)**: Several respondents asked for the City to uphold more Council meetings and improve online access to meetings' agendas. A few respondents requested to schedule **more meetings after working hours**.

- **Reaching everyone (10 responses):** Several respondents cited that the City should focus on improving access to official publications for all demographic groups, especially those outside social media. A few suggested the City should **communicate more using digital billboards** and uphold more live events and daily updates.
- **Youth (3 responses):** A few respondents asked for more activities for kids and better communication regarding youth activities. Two of those responses specifically mentioned a swimming pool.



In summary, **Over two-thirds of the respondents (65% and 63%, respectively) felt the City should communicate more often about Public safety and emergency information and Programs & events.** Over half of the respondents wish to be updated more about Infrastructure projects (streets, sewer, water, transportation) and New businesses (54% and 53%, respectively). Among the open-ended responses, the leading suggestion cited for improvement was to **increase communication efforts and transparency.** Many respondents also suggested that they would like to hear more from the city on social media and online.

*\*Reflects the removal of blank responses.*

*\*\*We note that the above groupings are not mutually exclusive, as respondents sometimes expressed multiple attitudes within individual responses.*