

SURVEY

The N4N survey was developed and administered using the credibility standards of the American Association for Public Opinion Research (AAPOR)

The survey’s objective was to collect and evaluate the opinions of La Quinta residents living near STVRs. One question the survey was designed to provide data for was question #3 in the Introduction section of this report “Do code enforcement citations accurately reflect the impact “nightly” STVRs have on neighbors’ lives?”

For details on the survey’s analytics (confidence level, confidence interval, sample size, percentage and population size) see Attachment 4-1

The required sample size to meet the AAPOR criteria of a 95% confidence level with a confidence interval of +/- 4% (margin of sampling error) was calculated to be 526. The population size for this survey was estimated to be 4,428. Total number of residents to take the survey (sample size) is 632

American Association for Public Opinion Research – Standard Disclosure Form

Basic Disclosure Elements	Details
Survey Sponsor	N4N
Population Represented	La Quinta Residents
Number of subjects surveyed	Total responses - 632
Medium of conducting the survey	Constant contact website
How subjects were selected	Participation was Voluntary. Notice of survey availability was posted on social media, email lists and ad in the GEM
How the questions were ask	Self-administer
Type of sample (probability/non-probability)	Probability
Exact wording of all questions	Complete survey is Attachment 4-1
When and where the questions were ask	Survey was posted online from Nov 25th through Dec 11th
AAPOR credible margin of sampling error	+/-4% at the 95% confidence level with 50% probable answer
Survey actual margin of sampling error	+/-3.65% at 95% confidence level with 50% probable answer

The survey was developed by an independent group living outside of La Quinta that had no involvement with N4N. Once the draft survey was delivered, N4N added additional questions to address potentially unique solutions to the La Quinta STVR problems. To protect against questions being leading or biased the final survey draft was given to three reviewers not N4N members to evaluate and make any changes necessary. The survey was then tested by 6 randomly selected people in order to evaluate the online survey process, question clarity, and verify the test could be completed within 5 minutes.

The final step before activating the survey online was to verify its credibility against the AAPOR standard.

The survey was self-administered online to avoid any interviewer involvement, adding to the integrity of the answers.

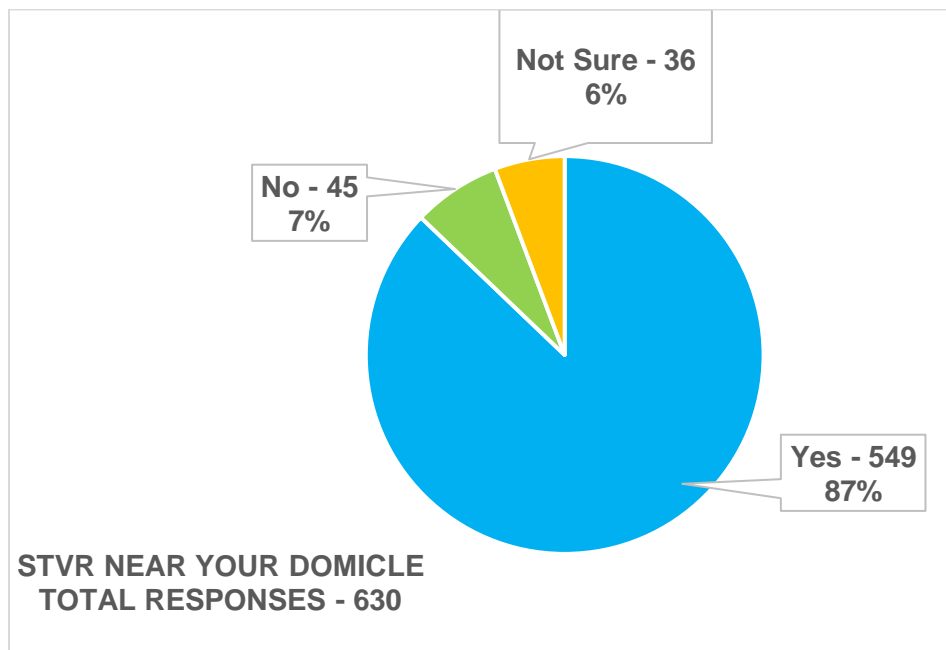
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In an attempt to have as many La Quinta communities as possible participate in the survey it was decided to take an ad out in the GEM. Being that N4N is not a member of the Chamber of Commerce the ad was reviewed and approved by GEM management. When the GEM staff member called with the approval she said “they were surprised at how unbiased the survey was.”

For total transparency a blank survey as administered is Attachment 4-2. The GEM ad is Attachment 4-3.

To baseline the number of STVRs for this report, we used the total number of active STVR permits on October 31, 2020; 1260. (Source: City Staff report to City Council dated November 17, 2020). These 1260 STVRs are made up of 203 in commercial transient zones and 1057 in residential zones.

546 residents (87%) who voluntarily took the survey live near an STVR, with 76% (472) experience problem(s) with their neighboring STVR.



Question #5 – Are you aware of any STVRs located near your domicile?

A collection of the survey data is presented as charts in Attachment 4-4, with all accompanying comments in Attachment 6-1. This data is distributed throughout the report as needed to support N4N recommendations for the City Council to consider adopting as amendments to the La Quinta STVR program and to depict an accurate picture of the impact STVRs are having on neighbors.