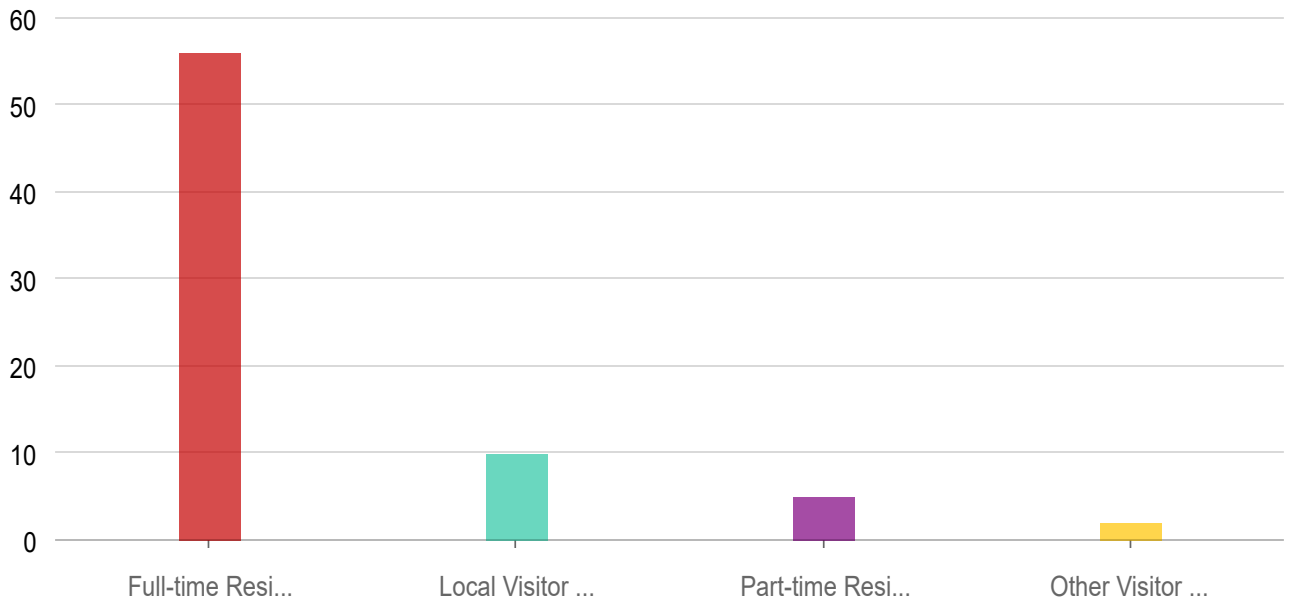


Wayfinding Master Plan

How do you classify yourself in Palm Desert?



Answers

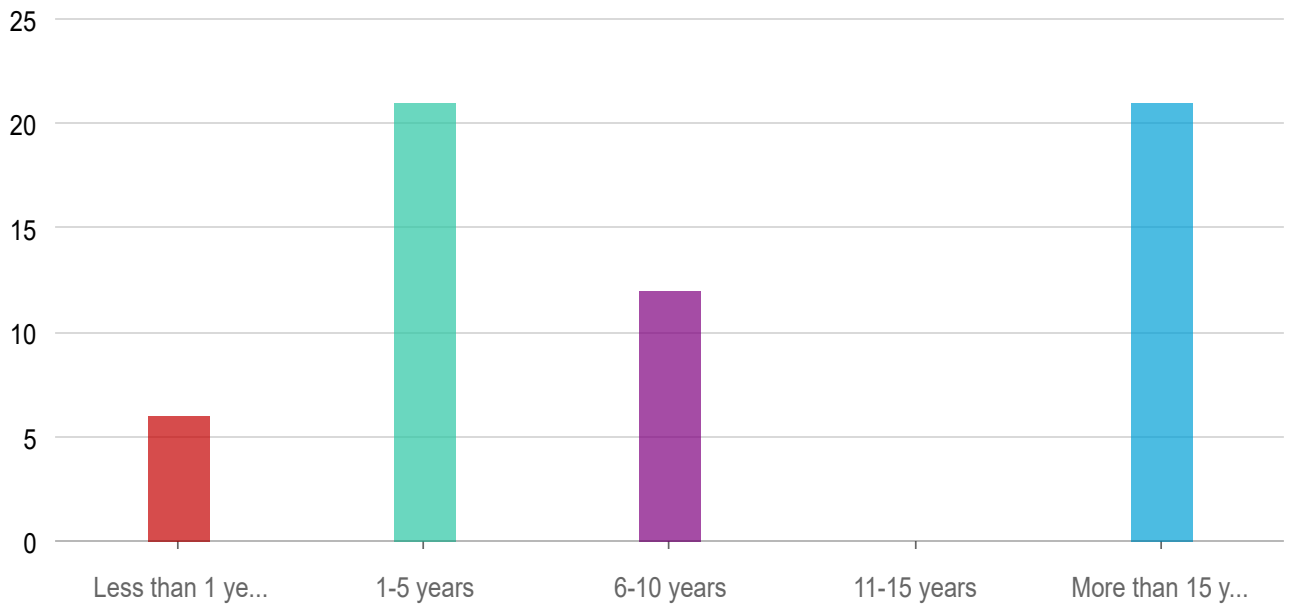
Count

Percentage

Full-time Resident (live in Palm Desert more than 6 months annually)	56	76.71%
Local Visitor (live in Coachella Valley, but not in Palm Desert)	10	13.7%
Part-time Resident (live in Palm Desert less than 6 months annually)	5	6.85%
Other Visitor (live outside of Coachella Valley)	2	2.74%

Answered: 73 Skipped: 0

If a resident, how long have you lived in Palm Desert?



Answers

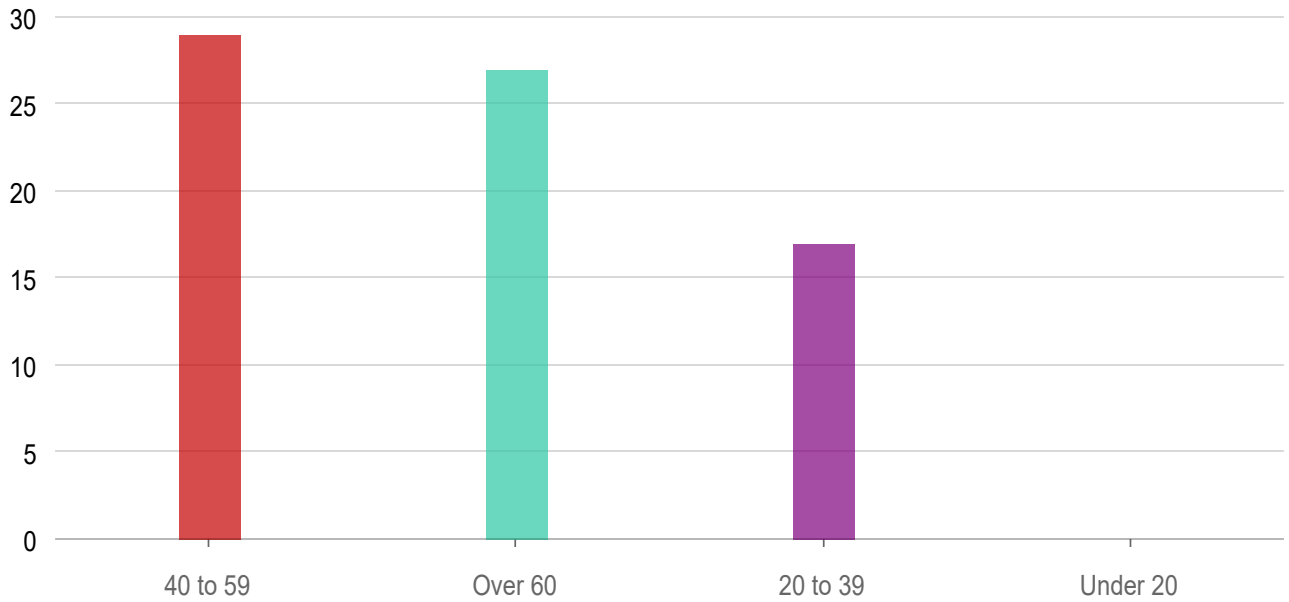
Count

Percentage

Answers	Count	Percentage
Less than 1 year	6	8.22%
1-5 years	21	28.77%
6-10 years	12	16.44%
11-15 years	0	0%
More than 15 years	21	28.77%

Answered: 60 Skipped: 13

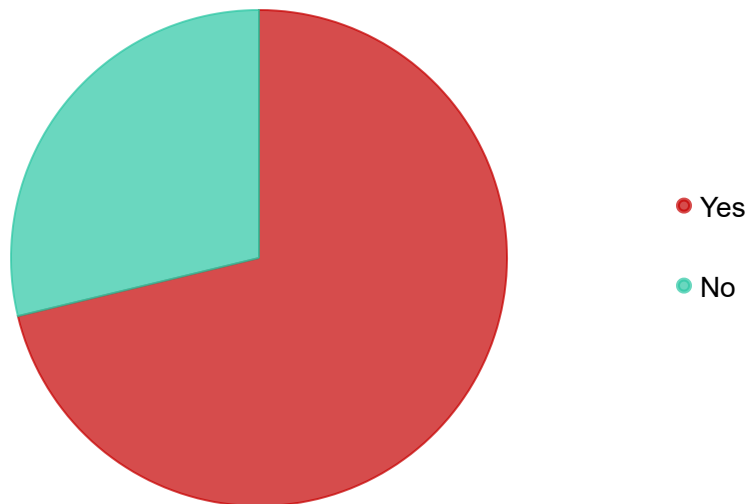
What is your age?



Answers	Count	Percentage
40 to 59	29	39.73%
Over 60	27	36.99%
20 to 39	17	23.29%
Under 20	0	0%

Answered: 73 Skipped: 0

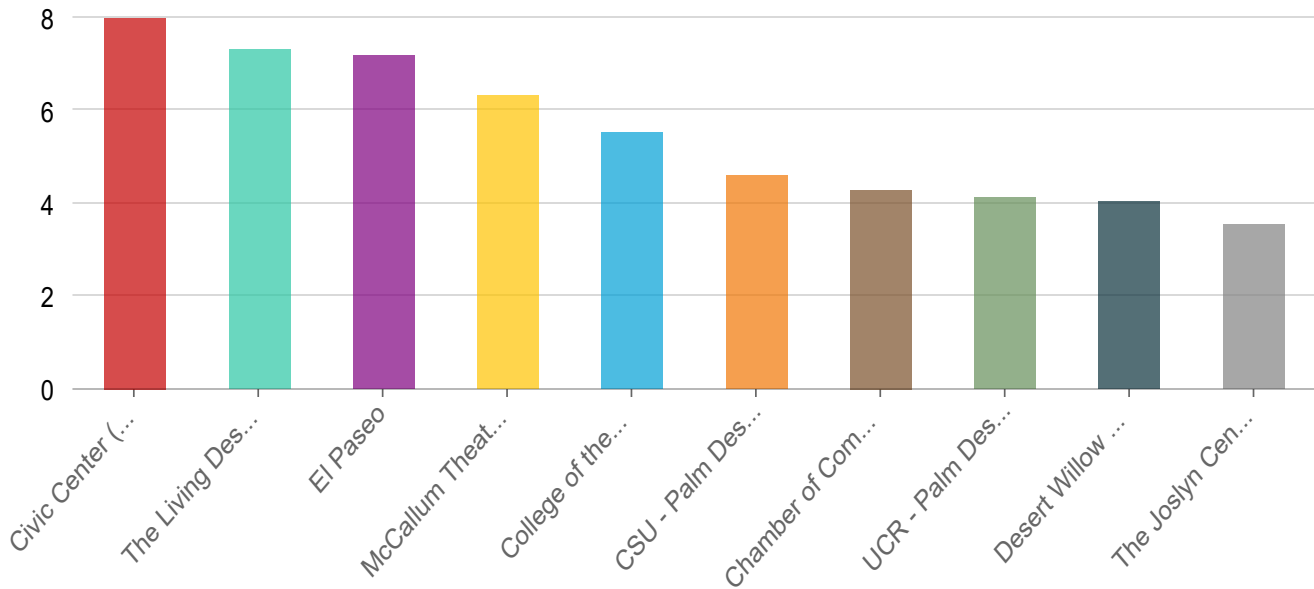
Do you find the current wayfinding signs useful and accessible?



towns	1
though.	1

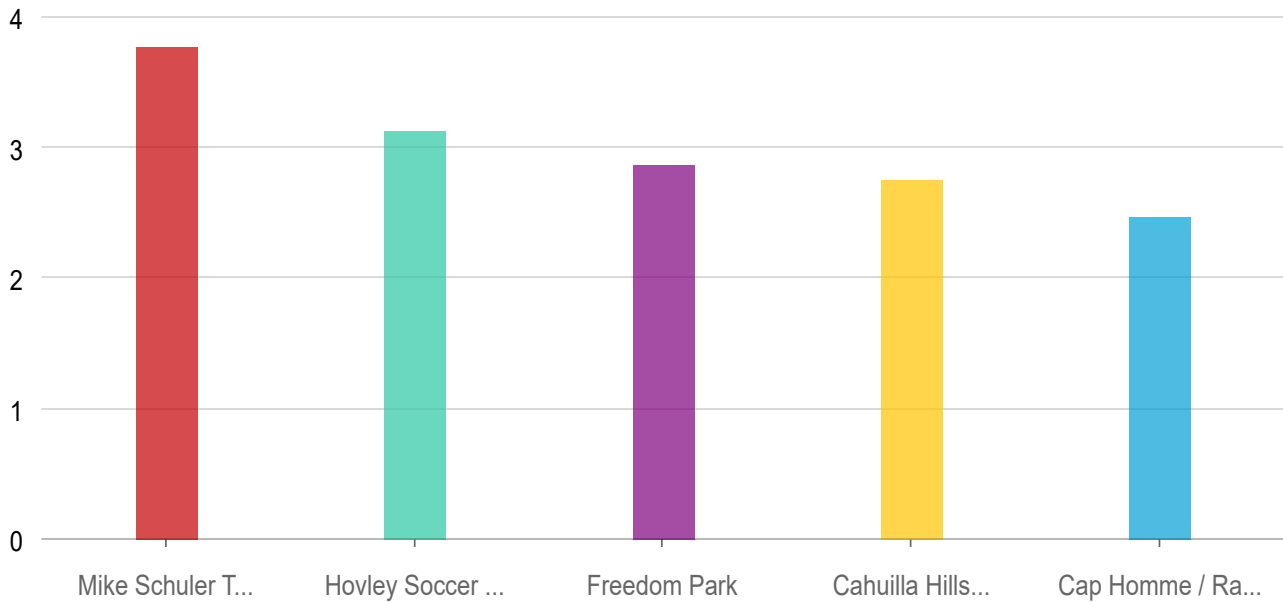
Answered: 19 Skipped: 54

Rank these 10 destinations of community importance in Palm Desert, with 1...



Rank	Answers	1	2	3	4	5	Average score	
1	Civic Center (includes park and facilities)	38.89% 28	15.28% 11	9.72% 7	12.5% 9	9.72% 7	4.17% 3	5.56% 8.00 4
2	The Living Desert Zoo and Gardens	25% 18	26.39% 19	9.72% 7	8.33% 6	2.78% 2	8.33	7.32
3	El Paseo	22.22% 16	12.5% 9	19.44% 14	13.89% 10	11.11% 8	2.78% 2	8.33% 7.19 6
4	McCallum Theatre	4.17% 3	12.5% 9	19.44% 14	15.28% 11	18.06% 13	6.94	6.33
5	College of the Desert	5.56% 4	11.11% 8	8.33% 6	12.5% 9	13.89% 10	12.5% 9	8.33% 5.53 6
6	CSU - Palm Desert Campus	0% 0	8.33% 6	9.72% 7	5.56% 4	8.33% 6	9.72	4.61

Rank these 5 parks and trails of community importance in Palm Desert, with 1...



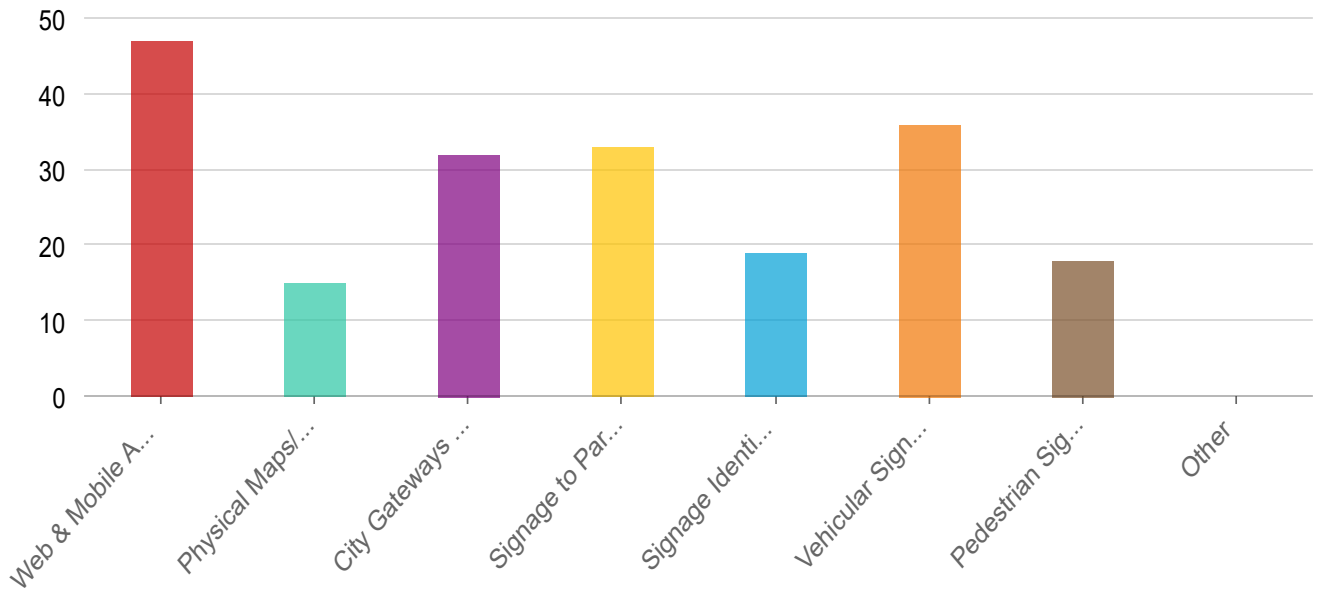
Rank	Answers	1	2	3	4	Average score
1	Mike Schuler Trail (Bump and Grind Trail)	48.57% 34	17.14% 12	10% 7	11.43% 8	3.77 12.86% 9
2	Hovley Soccer Park	18.57% 13	25.71% 18	18.57% 13	24.29% 17	3.13
3	Freedom Park	18.57% 13	20% 14	18.57% 13	15.71% 11	2.87 27.14% 19
4	Cahuilla Hills Park	5.71% 4	25.71% 18	28.57% 20	18.57% 13	2.76
5	Cap Homme / Ralph Adams Park	8.57% 6	11.43% 8	24.29% 17	30% 21	2.47 25.71% 18

Answered: 70 Skipped: 3

Are there other destinations, parks or trails that should be mentioned?

The word cloud requires at least 20 answers to show.

What wayfinding ideas would you find most helpful? Select your top 3.



Answers

Count

Percentage

Answers	Count	Percentage
Web & Mobile App Directions	47	64.38%
Physical Maps/Guides	15	20.55%
City Gateways & Landmarks	32	43.84%
Signage to Parking	33	45.21%
Signage Identifying City Districts	19	26.03%
Vehicular Signage to Destinations	36	49.32%
Pedestrian Signage to Destinations	18	24.66%
Other	0	0%

Answered: 72 Skipped: 1