



Envision Wildomar 2040 Let’s Envision Wildomar Survey Summary

CURRENT VISION STATEMENT

“The City of Wildomar will be a safe and active community with responsible growth and quality infrastructure while keeping a hometown feel.”

- City Council Adopted Vision Statement (February 2017)

OVERVIEW

The Let’s Envision Wildomar Survey was conducted over an 8-week period to capture community values, concerns, and aspirations for the City of Wildomar over the next 20 years. Community responses to the survey will be used to craft the General Plan Vision Statement and ensure that the General Plan Update reflects the values of the community. The survey was available online in English and Spanish from June 13, 2022 to August 7, 2022. The survey was promoted on the Envision Wildomar 2040 project website, through the City’s weekly email listserv, City Facebook page, and shared by the Murrieta/Wildomar Chamber of Commerce. The survey was also promoted at two in-person pop-up events, including the Chamber’s Coffee with the City on June 14, 2022 at the Corporate Room and Wildomar’s 14th Birthday Celebration on July 9, 2022 at Marna O’ Brien Park. The survey included four questions followed by optional demographic questions. The following summarizes community responses to each question. Responses to each question were organized into themes. The top 10 themes are shown for each question, followed by the number of times each theme appeared for each question. Complete survey responses are included in an appendix to this summary.

222 Total Survey Responses

Q1: What do you like about Wildomar? (Use 3 words or phrases)

Words	Count	Rank
Small Town	78	1
Rural	70	2
Proximity to goods/services	34	3
Quiet	31	4
Friendly	31	4
Open Space	30	5
Community	26	6
No Traffic	17	7
Affordable	16	8
Safe	16	8
Freeway access	14	9
Family Oriented	13	10

Q2: What challenges face the City of Wildomar? (Use 3 words or phrases)

Words	Count	Rank
Infrastructure	92	1
Safety	50	2
Urbanization	48	3
Traffic	44	4
Businesses that reflect community needs	26	5
Homelessness	23	6
Drug use	15	7
Cleanliness	14	8
Timely Development	12	9
Employment for all skill levels	12	9
City Funding	11	10

Q3: What would you like to see more of? (Use 3 words or phrases)

Words	Count	Rank
Community Amenities	70	1
Infrastructure	69	2
Safety measures	50	3
Commercial	40	4
Trails	22	5
Open space	20	6
Community Events	19	7
Restaurants	19	7
Fresh Food options	15	8
less development	13	9
Cleanliness	11	10

Q4: What's your vision of Wildomar? (Open Ended)

Words	Count	Rank
Community Amenities	54	1
Rural	44	2
Infrastructure	44	2
Small Town Feel	36	3
Open Space	31	4
Safe	28	5
Less development	28	5
Activities	26	6
Planned Growth	24	7
Cleanliness	22	8
Commercial	19	9
Family Oriented	18	10

Summary of Demographic Question Responses

- 96% of responses live in Wildomar’s zip code (92595); 191 Responses
- Race / Ethnicity (195 responses)
 - White 133 (68%)
 - Two or More 24 (23%)
 - Hispanic or Latino 18 (9%)
 - Other 10 (5%)
 - Black or African 3 (1.5%)
 - Asian 2 (1%)

Age	Count	Rank	Percent
20-29	5	6	2.36%
30-39	34	4	16.04%
40-49	42	2	19.81%
50-59	41	3	19.34%
60-69	58	1	27.36%
70+	32	5	15.09%
Grand Total	212		100.00%