

Citizen Survey

Citizen Survey

At the Monday, July 23 Council Work Session there will be a presentation and discussion on the ICMA Community Survey that the City will have done later this year.

The survey covers a wide array of topics, will have a 95% confidence level and will provide a comparison with national norms.

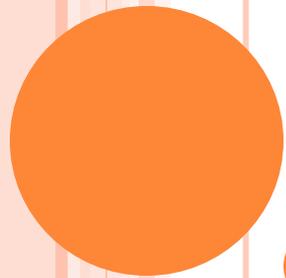
The City can include three (3) custom questions with this survey.

We have polled departments and staff across the organization for potential questions and the Administration has reduced the suggested questions to these three:

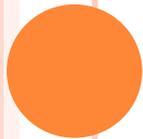
- 1. Would you be in favor of a tax increase if the money generated is specifically dedicated to quality of life issues, such as parks, ball fields, gymnasiums, museums, community centers, median landscaping, swimming pools, in Las Cruces?**
 Yes No Maybe

- 2. Would you pay additional local taxes for better roads, traffic synchronization, bicycle and pedestrian trails?**
 Yes No Maybe

- 3. If the City had to reduce spending in one of the following areas due to reduced revenues, in which area would support reductions? Choose one only.**
 - Streets (Maintenance and traffic systems)**
 - Public Safety (Police and Fire services)**
 - Parks and Recreation (Parks, playgrounds, pools, ball fields)**
 - Senior Services (Community Centers, meal programs)**
 - Transit Systems (Roadrunner bus routes, dial-a-ride)**
 - Museums**
 - Other _____**



ICMA COMMUNITY SURVEY



July 23, 2012

THE NATIONAL CITIZEN SURVEY

- Administered by ICMA
- Used by Local Governments in 30 States
- Results compared to norms developed from over 450 citizen surveys
- Margin of error +/- 5%
- Minimum of 1,200 responses
- Minimum of 150 responses per Council District



THE NATIONAL CITIZEN SURVEY

- Area Covered:
 - Quality of Life
 - Quality of Local Public and Private Services
 - Speed of Growth
 - Perception of Safety
 - Use of City Services and Participation
 - Quality of Specific City Services
 - City Performance



THE NATIONAL CITIZEN SURVEY

○ Time Line

August 2012

Contract with ICMA

September 2012

Post card notification

Surveys mailed

October 2012

Data Collection

November 2012

Results and reports

December 2012

Presentation to Council



THE NATIONAL CITIZEN SURVEY

- Three Custom Questions
 - Administration has developed three
 - Council suggestions
 - Ranking and Selection



THE NATIONAL CITIZEN SURVEY

Administration Proposal

- 1. Would you be in favor of a tax increase if the money generated is specifically dedicated to quality of life issues, such as parks, ball fields, gymnasiums, museums, community centers, median landscaping, swimming pools, in Las Cruces?**



THE NATIONAL CITIZEN SURVEY

Administration Proposal

2. Would you pay additional local taxes for better roads, traffic synchronization, bicycle and pedestrian trails?



THE NATIONAL CITIZEN SURVEY

Administration Proposal

3. If the City had to reduce spending in one of the following areas due to reduced revenues, in which area would support reductions? Choose one only.

- o **Streets (Maintenance and traffic systems)**
- o **Public Safety (Police and Fire services)**
- o **Parks and Recreation (Parks, playgrounds, pools, ball fields)**
- o **Senior Services (Community Centers, meal programs)**
- o **Transit Systems (Roadrunner bus routes, dial-a-ride)**
- o **Museums**
- o **Other _____**



QUESTIONS?

