

Citizen's Survey Final

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Presentation by Mark Winson, Assistant City Manager/CAO, of the results of the National Citizen Survey conducted in December, 2012.



CITY OF LAS CRUCES, NM 2013

Benchmark Report



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UNDERSTANDING THE BENCHMARK COMPARISONS

COMPARISON DATA

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast ¹	17%
West ²	20%
North Central West ³	11%
North Central East ⁴	13%
South Central ⁵	7%
South ⁶	26%
Northeast West ⁷	2%
Northeast East ⁸	4%
Population	
Less than 40,000	46%
40,000 to 74,999	19%
75,000 to 149,000	17%
150,000 or more	18%

¹ Alaska, Washington, Oregon, California, Hawaii

² Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

³ North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

⁴ Illinois, Indiana, Ohio, Michigan, Wisconsin

⁵ Oklahoma, Texas, Louisiana, Arkansas

⁶ West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

⁷ New York, Pennsylvania, New Jersey

⁸ Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

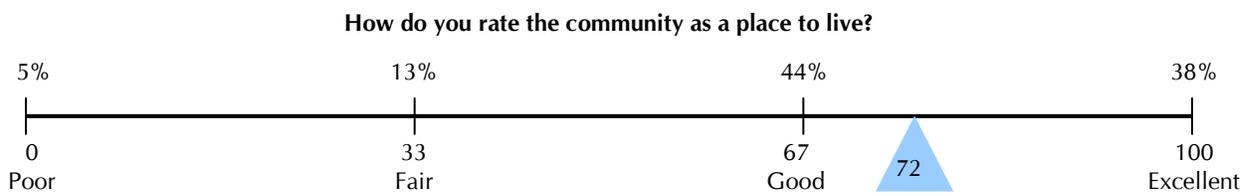
PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “excellent” = 100, “good” = 67, “fair” = 33 and “poor” = 0. If everyone reported “excellent,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “excellent” and half gave a score of “poor,” the average would be in the middle of the scale (like the center post of a teeter totter) between “fair” and “good.” An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with “don’t know”	Step 1: Remove the percent of “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	= 36 ÷ (100-5) =	38%	100	= 38% x 100 =	38
Good	42%	= 42 ÷ (100-5) =	44%	67	= 44% x 67 =	30
Fair	12%	= 12 ÷ (100-5) =	13%	33	= 13% x 33 =	4
Poor	5%	= 5 ÷ (100-5) =	5%	0	= 5% x 0 =	0
Don’t know	5%		--			
Total	100%		100%			72



INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC’s database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction’s rating on the 100-point scale. The second column is the rank assigned to your jurisdiction’s rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction’s average rating to the benchmark.

Where comparisons for quality ratings were available, the City of Las Cruces’ results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Las Cruces’ rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more” or “less” if the difference between your jurisdiction’s rating and the benchmark is greater than the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between your jurisdiction’s rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in Las Cruces	58	349	418	Much below
Your neighborhood as place to live	62	233	281	Much below
Las Cruces as a place to live	64	270	344	Much below
Recommend living in Las Cruces to someone who asks	67	173	215	Much below
Remain in Las Cruces for the next five years	69	185	214	Much below

Community Transportation Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of car travel in Las Cruces	52	163	273	Similar
Ease of bus travel in Las Cruces	34	168	201	Much below
Ease of bicycle travel in Las Cruces	39	214	272	Much below
Ease of walking in Las Cruces	47	207	266	Much below
Availability of paths and walking trails	48	152	215	Much below
Traffic flow on major streets	35	227	269	Much below

Frequency of Bus Use Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within Las Cruces	21	85	176	Similar

Drive Alone Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	71	148	201	Less

Transportation and Parking Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair	31	349	400	Much below
Street cleaning	43	240	270	Much below
Street lighting	44	268	296	Much below
Snow removal	35	263	267	Much below
Sidewalk maintenance	40	222	262	Much below
Traffic signal timing	33	226	227	Much below
Bus or transit services	40	175	202	Much below
Amount of public parking	46	112	214	Similar

Housing Characteristics Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality housing	43	158	283	Similar
Variety of housing options	48	157	206	Below

Housing Costs Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	34	112	203	Similar

Built Environment Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in Las Cruces	51	179	260	Similar
Overall appearance of Las Cruces	48	271	318	Much below

Population Growth Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	42	99	234	Similar

Nuisance Problems Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	19	47	233	Much more

Planning and Community Code Enforcement Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	38	213	276	Much below
Code enforcement (weeds, abandoned buildings, etc.)	33	296	332	Much below
Animal control	46	252	296	Much below

Economic Sustainability and Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	26	227	283	Much below
Shopping opportunities	43	209	269	Much below
Las Cruces as a place to work	39	276	310	Much below
Overall quality of business and service establishments in Las Cruces	46	180	205	Much below

Economic Development Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Economic development	39	201	263	Much below

Job and Retail Growth Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	44	77	234	More
Jobs growth seen as too slow	80	97	236	More

Personal Economic Future Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	19	99	229	Similar

Community and Personal Public Safety Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
In your neighborhood during the day	84	247	315	Below
In your neighborhood after dark	67	227	304	Below
In Las Cruces' downtown area during the day	77	218	267	Much below
In Las Cruces' downtown area after dark	50	212	272	Much below
Violent crime (e.g., rape, assault, robbery)	61	227	271	Much below
Property crimes (e.g., burglary, theft)	52	218	272	Much below
Environmental hazards, including toxic waste	72	150	207	Below

Crime Victimization and Reporting Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Victim of crime	10	149	243	Similar
Reported crimes	53	239	240	Much less

Public Safety Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Police services	57	341	389	Much below
Fire services	73	262	317	Below
Ambulance or emergency medical services	64	289	300	Much below
Crime prevention	46	272	318	Much below
Fire prevention and education	55	251	263	Much below
Traffic enforcement	39	335	337	Much below
Courts	45	179	187	Much below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	41	210	226	Much below

Contact with Police and Fire Departments Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with the City of Las Cruces Police Department	31	91	114	Less
Overall impression of most recent contact with the City of Las Cruces Police Department	56	111	118	Much below
Had contact with the City of Las Cruces Fire Department	22	7	86	Much more
Overall impression of most recent contact with the City of Las Cruces Fire Department	83	51	88	Similar

Community Environment Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cleanliness of Las Cruces	48	182	217	Much below
Quality of overall natural environment in Las Cruces	59	141	216	Below
Preservation of natural areas such as open space, farmlands and greenbelts	44	184	214	Much below
Air quality	58	143	224	Similar

Frequency of Recycling Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	90	74	227	Much more

Utility Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Power (electric and/or gas) utility	57	105	113	Much below
Sewer services	57	231	283	Below
Drinking water	45	269	293	Much below
Storm drainage	41	315	335	Much below
Yard waste pick-up	61	161	237	Below
Recycling	65	204	316	Similar
Garbage collection	70	189	324	Similar

Community Recreational Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	41	256	279	Much below

Participation in Parks and Recreation Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Las Cruces recreation centers	56	107	196	Similar
Participated in a recreation program or activity	42	169	228	Less
Visited a neighborhood park or City park	89	73	236	Similar

Parks and Recreation Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	62	246	292	Much below
Recreation programs or classes	54	259	303	Much below
Recreation centers or facilities	52	216	257	Much below

Cultural and Educational Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	43	220	282	Much below
Educational opportunities	52	165	248	Below

Participation in Cultural and Educational Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used Las Cruces public libraries or their services	67	151	206	Less

Cultural and Educational Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public schools	46	191	227	Much below
Public library services	60	292	310	Much below

Community Health and Wellness Access and Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality health care	40	190	230	Much below
Availability of preventive health services	43	147	161	Much below

Health and Wellness Services Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Health services	48	153	177	Much below

Community Quality and Inclusiveness Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	50	227	285	Much below
Openness and acceptance of the community toward people of diverse backgrounds	58	108	257	Similar
Availability of affordable quality child care	38	174	229	Below
Las Cruces as a place to raise kids	53	303	344	Much below
Las Cruces as a place to retire	64	107	327	Above

Services Provided for Population Subgroups Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	48	249	278	Much below
Services to youth	38	240	260	Much below
Services to low income people	42	170	234	Below

Civic Engagement Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	49	180	206	Much below
Opportunities to volunteer	58	167	206	Much below

Participation in Civic Engagement Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	29	70	237	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	46	57	192	Much more
Volunteered your time to some group or activity in Las Cruces	54	59	234	Much more
Participated in a club or civic group in Las Cruces	42	19	174	Much more
Provided help to a friend or neighbor	95	71	173	Similar

Voter Behavior Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	84	123	238	Similar
Voted in last general election	76	100	238	Similar

Use of Information Sources Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Read Las Cruces Newsletter	76	107	169	Similar
Visited the City of Las Cruces Web site	65	80	202	More

Local Government Media Services and Information Dissemination Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cable television	38	165	171	Much below
Public information services	52	202	257	Much below

Social Engagement Opportunities Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	47	167	198	Much below

Contact with Immediate Neighbors Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	50	90	194	Similar

Public Trust Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to Las Cruces	48	221	372	Similar
The overall direction that Las Cruces is taking	48	199	306	Similar
Job Las Cruces government does at welcoming citizen involvement	38	270	298	Much below
Overall image or reputation of Las Cruces	54	210	304	Below

Services Provided by Local, State and Federal Governments Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of Las Cruces	55	304	389	Much below
Services provided by the Federal Government	48	18	240	Above
Services provided by the State Government	48	53	241	Above
Services provided by Doña Ana County Government	47	121	175	Similar

Contact with City Employees Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	52	129	272	Similar

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	Las Cruces average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Knowledge	64	262	307	Much below
Responsiveness	59	270	305	Much below
Courteousness	64	219	254	Much below
Overall impression	61	281	348	Below

JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK.....	3,976	Laguna Beach, CA.....	22,723
Auburn, AL.....	53,380	Laguna Hills, CA.....	30,344
Dothan, AL.....	65,496	Livermore, CA.....	80,968
Gulf Shores, AL.....	9,741	Lodi, CA.....	62,134
Tuskegee, AL.....	9,865	Long Beach, CA.....	462,257
Vestavia Hills, AL.....	34,033	Marin County, CA.....	252,409
Fayetteville, AR.....	73,580	Menlo Park, CA.....	32,026
Fort Smith, AR.....	86,209	Mission Viejo, CA.....	93,305
Little Rock, AR.....	193,524	Newport Beach, CA.....	85,186
Casa Grande, AZ.....	48,571	Palm Springs, CA.....	44,552
Chandler, AZ.....	236,123	Palo Alto, CA.....	64,403
Cococino County, AZ.....	134,421	Pasadena, CA.....	137,122
Dewey-Humboldt, AZ.....	3,894	Richmond, CA.....	103,701
Flagstaff, AZ.....	65,870	San Carlos, CA.....	28,406
Florence, AZ.....	25,536	San Diego, CA.....	1,307,402
Fountain Hills, AZ.....	22,489	San Francisco, CA.....	805,235
Gilbert, AZ.....	208,453	San Jose, CA.....	945,942
Goodyear, AZ.....	65,275	San Luis Obispo County, CA.....	269,637
Green Valley, AZ.....	21,391	San Mateo, CA.....	97,207
Kingman, AZ.....	28,068	San Rafael, CA.....	57,713
Marana, AZ.....	34,961	Santa Clarita, CA.....	176,320
Maricopa, AZ.....	43,482	Santa Monica, CA.....	89,736
Maricopa County, AZ.....	3,817,117	Seaside, CA.....	33,025
Mesa, AZ.....	439,041	South Lake Tahoe, CA.....	21,403
Nogales, AZ.....	20,837	Stockton, CA.....	291,707
Peoria, AZ.....	154,065	Sunnyvale, CA.....	140,081
Phoenix, AZ.....	1,445,632	Temecula, CA.....	100,097
Pinal County, AZ.....	375,770	Thousand Oaks, CA.....	126,683
Prescott Valley, AZ.....	38,822	Visalia, CA.....	124,442
Queen Creek, AZ.....	26,361	Walnut Creek, CA.....	64,173
Scottsdale, AZ.....	217,385	Adams County, CO.....	441,603
Sedona, AZ.....	10,031	Arapahoe County, CO.....	572,003
Surprise, AZ.....	117,517	Archuleta County, CO.....	12,084
Tempe, AZ.....	161,719	Arvada, CO.....	106,433
Yuma, AZ.....	93,064	Aspen, CO.....	6,658
Yuma County, AZ.....	195,751	Aurora, CO.....	325,078
Apple Valley, CA.....	69,135	Boulder, CO.....	97,385
Benicia, CA.....	26,997	Boulder County, CO.....	294,567
Brea, CA.....	39,282	Broomfield, CO.....	55,889
Brisbane, CA.....	4,282	Castle Rock, CO.....	48,231
Burlingame, CA.....	28,806	Centennial, CO.....	100,377
Citrus Heights, CA.....	83,301	Clear Creek County, CO.....	9,088
Concord, CA.....	122,067	Colorado Springs, CO.....	416,427
Coronado, CA.....	18,912	Commerce City, CO.....	45,913
Cupertino, CA.....	58,302	Craig, CO.....	9,464
Davis, CA.....	65,622	Crested Butte, CO.....	1,487
Dublin, CA.....	46,036	Denver, CO.....	600,158
El Cerrito, CA.....	23,549	Douglas County, CO.....	285,465
Elk Grove, CA.....	153,015	Eagle County, CO.....	52,197
Fremont, CA.....	214,089	Edgewater, CO.....	5,170
Galt, CA.....	23,647	El Paso County, CO.....	622,263

Englewood, CO.....	30,255	Delray Beach, FL.....	60,522
Estes Park, CO.....	5,858	Destin, FL.....	12,305
Fort Collins, CO.....	143,986	Escambia County, FL.....	297,619
Frisco, CO.....	2,683	Gainesville, FL.....	124,354
Fruita, CO.....	12,646	Hillsborough County, FL.....	1,229,226
Georgetown, CO.....	1,034	Jupiter, FL.....	55,156
Gilpin County, CO.....	5,441	Lee County, FL.....	618,754
Golden, CO.....	18,867	Martin County, FL.....	146,318
Grand County, CO.....	14,843	Miami Beach, FL.....	87,779
Greeley, CO.....	92,889	North Palm Beach, FL.....	12,015
Gunnison County, CO.....	15,324	Oakland Park, FL.....	41,363
Highlands Ranch, CO.....	96,713	Ocala, FL.....	56,315
Hudson, CO.....	2,356	Oviedo, FL.....	33,342
Jackson County, CO.....	1,394	Palm Bay, FL.....	103,190
Jefferson County, CO.....	534,543	Palm Beach County, FL.....	1,320,134
Lafayette, CO.....	24,453	Palm Coast, FL.....	75,180
Lakewood, CO.....	142,980	Panama City, FL.....	36,484
Larimer County, CO.....	299,630	Pasco County, FL.....	464,697
Littleton, CO.....	41,737	Pinellas County, FL.....	916,542
Lone Tree, CO.....	10,218	Port Orange, FL.....	56,048
Longmont, CO.....	86,270	Port St. Lucie, FL.....	164,603
Louisville, CO.....	18,376	Sanford, FL.....	53,570
Loveland, CO.....	66,859	Sarasota, FL.....	51,917
Mesa County, CO.....	146,723	St. Cloud, FL.....	35,183
Montrose, CO.....	19,132	Titusville, FL.....	43,761
Northglenn, CO.....	35,789	Winter Garden, FL.....	34,568
Park County, CO.....	16,206	Albany, GA.....	77,434
Parker, CO.....	45,297	Alpharetta, GA.....	57,551
Pitkin County, CO.....	17,148	Cartersville, GA.....	19,731
Pueblo, CO.....	106,595	Conyers, GA.....	15,195
Rifle, CO.....	9,172	Decatur, GA.....	19,335
Salida, CO.....	5,236	McDonough, GA.....	22,084
Summit County, CO.....	27,994	Peachtree City, GA.....	34,364
Teller County, CO.....	23,350	Roswell, GA.....	88,346
Thornton, CO.....	118,772	Sandy Springs, GA.....	93,853
Vail, CO.....	5,305	Savannah, GA.....	136,286
Westminster, CO.....	106,114	Smyrna, GA.....	51,271
Wheat Ridge, CO.....	30,166	Snellville, GA.....	18,242
Windsor, CO.....	18,644	Valdosta, GA.....	54,518
Coventry, CT.....	2,990	Honolulu, HI.....	953,207
Hartford, CT.....	124,775	Altoona, IA.....	14,541
Dover, DE.....	36,047	Ames, IA.....	58,965
Milford, DE.....	9,559	Ankeny, IA.....	45,582
Rehoboth Beach, DE.....	1,327	Bettendorf, IA.....	33,217
Brevard County, FL.....	543,376	Cedar Falls, IA.....	39,260
Cape Coral, FL.....	154,305	Cedar Rapids, IA.....	126,326
Charlotte County, FL.....	159,978	Clive, IA.....	15,447
Clearwater, FL.....	107,685	Des Moines, IA.....	203,433
Collier County, FL.....	321,520	Dubuque, IA.....	57,637
Cooper City, FL.....	28,547	Indianola, IA.....	14,782
Dade City, FL.....	6,437	Muscataine, IA.....	22,886
Dania Beach, FL.....	30,183	Urbandale, IA.....	39,463
Daytona Beach, FL.....	61,005	West Des Moines, IA.....	56,609

Boise, ID	205,671	Burlington, MA	24,498
Hailey, ID	7,960	Cambridge, MA.....	105,162
Jerome, ID.....	10,890	Needham, MA	28,886
Meridian, ID.....	75,092	Annapolis, MD.....	38,394
Moscow, ID	23,800	Baltimore, MD	620,961
Pocatello, ID	54,255	Baltimore County, MD	805,029
Post Falls, ID	27,574	Dorchester County, MD	32,618
Twin Falls, ID.....	44,125	Gaithersburg, MD	59,933
Batavia, IL	26,045	La Plata, MD	8,753
Bloomington, IL.....	76,610	Montgomery County, MD	971,777
Centralia, IL.....	13,032	Prince George's County, MD	863,420
Collinsville, IL	25,579	Rockville, MD.....	61,209
Crystal Lake, IL.....	40,743	Takoma Park, MD	16,715
DeKalb, IL	43,862	Freeport, ME	1,485
Elmhurst, IL	44,121	Lewiston, ME	36,592
Evanston, IL	74,486	Saco, ME	18,482
Freeport, IL.....	25,638	Scarborough, ME.....	4,403
Highland Park, IL.....	29,763	South Portland, ME	25,002
Lincolnwood, IL	12,590	Ann Arbor, MI.....	113,934
Lyons, IL.....	10,729	Battle Creek, MI	52,347
Naperville, IL	141,853	Bloomfield Hills, MI.....	3,869
Normal, IL	52,497	Escanaba, MI.....	12,616
Oak Park, IL	51,878	Farmington Hills, MI	79,740
O'Fallon, IL	28,281	Flushing, MI	8,389
Orland Park, IL.....	56,767	Gladstone, MI	4,973
Palatine, IL	68,557	Howell, MI	9,489
Park Ridge, IL.....	37,480	Hudsonville, MI	7,116
Peoria County, IL.....	186,494	Jackson County, MI	160,248
Riverside, IL	8,875	Kalamazoo, MI.....	74,262
Sherman, IL	4,148	Kalamazoo County, MI	250,331
Shorewood, IL	15,615	Midland, MI	41,863
Skokie, IL	64,784	Novi, MI	55,224
Sugar Grove, IL	8,997	Otsego County, MI.....	24,164
Wilmington, IL	5,724	Petoskey, MI	5,670
Brownsburg, IN	21,285	Port Huron, MI.....	30,184
Fishers, IN	76,794	Rochester, MI.....	12,711
Munster, IN	23,603	South Haven, MI	4,403
Noblesville, IN.....	51,969	Albert Lea, MN	18,016
Abilene, KS	6,844	Beltrami County, MN	44,442
Arkansas City, KS.....	12,415	Blaine, MN	57,186
Fairway, KS	3,882	Bloomington, MN	82,893
Garden City, KS.....	26,658	Carver County, MN.....	91,042
Gardner, KS.....	19,123	Chanhassen, MN.....	22,952
Johnson County, KS.....	544,179	Coon Rapids, MN	61,476
Lawrence, KS.....	87,643	Dakota County, MN.....	398,552
Mission, KS	9,323	Duluth, MN	86,265
Olathe, KS	125,872	East Grand Forks, MN	8,601
Roeland Park, KS.....	6,731	Edina, MN.....	47,941
Wichita, KS	382,368	Elk River, MN	22,974
Bowling Green, KY.....	58,067	Fridley, MN	27,208
New Orleans, LA.....	343,829	Hutchinson, MN	14,178
Andover, MA.....	8,762	Inver Grove Heights, MN.....	33,880
Barnstable, MA.....	45,193	Mankato, MN.....	39,309

Maple Grove, MN	61,567	Summit, NJ	21,457
Mayer, MN.....	1,749	Albuquerque, NM.....	545,852
Minneapolis, MN	382,578	Farmington, NM.....	45,877
Olmsted County, MN	144,248	Los Alamos County, NM	17,950
Savage, MN.....	26,911	Rio Rancho, NM	87,521
Scott County, MN.....	129,928	San Juan County, NM.....	130,044
Shorewood, MN.....	7,307	Carson City, NV	55,274
St. Louis County, MN	200,226	Henderson, NV	257,729
Washington County, MN.....	238,136	North Las Vegas, NV.....	216,961
Woodbury, MN.....	61,961	Reno, NV	225,221
Blue Springs, MO	52,575	Sparks, NV	90,264
Branson, MO.....	10,520	Washoe County, NV	421,407
Cape Girardeau, MO.....	37,941	Geneva, NY	13,261
Clay County, MO	221,939	New York City, NY	8,175,133
Clayton, MO	15,939	Ogdensburg, NY	11,128
Columbia, MO	108,500	Blue Ash, OH	12,114
Ellisville, MO	9,133	Delaware, OH	34,753
Harrisonville, MO	10,019	Dublin, OH	41,751
Jefferson City, MO	43,079	Hamilton, OH.....	62,477
Lee's Summit, MO.....	91,364	Hudson, OH	22,262
Maryland Heights, MO.....	27,472	Kettering, OH	56,163
Platte City, MO	4,691	Orange Village, OH	3,323
Raymore, MO	19,206	Piqua, OH.....	20,522
Richmond Heights, MO	8,603	Springboro, OH	17,409
Riverside, MO	2,937	Sylvania Township, OH	18,965
Rolla, MO	19,559	Upper Arlington, OH	33,771
Wentzville, MO	29,070	West Carrollton, OH.....	12,692
Billings, MT.....	104,170	Westerville, OH	36,120
Bozeman, MT.....	37,280	Broken Arrow, OK	98,850
Missoula, MT	66,788	Edmond, OK	81,405
Asheville, NC.....	83,393	Norman, OK	110,925
Cabarrus County, NC	178,011	Oklahoma City, OK	579,999
Cary, NC	135,234	Stillwater, OK.....	45,688
Charlotte, NC.....	731,424	Tulsa, OK.....	391,906
Davidson, NC	10,944	Albany, OR	50,158
Durham, NC	228,330	Ashland, OR	20,078
High Point, NC.....	104,371	Bend, OR.....	76,639
Hillsborough, NC	6,087	Corvallis, OR	54,462
Huntersville, NC	46,773	Forest Grove, OR	21,083
Indian Trail, NC.....	33,518	Hermiston, OR.....	16,745
Mecklenburg County, NC.....	919,628	Jackson County, OR	203,206
Mooresville, NC	32,711	Keizer, OR	36,478
Stallings, NC	13,831	Lake Oswego, OR.....	36,619
Wake Forest, NC.....	30,117	Lane County, OR	351,715
Wilmington, NC.....	106,476	McMinnville, OR	32,187
Winston-Salem, NC.....	229,617	Medford, OR.....	74,907
Wahpeton, ND.....	7,766	Portland, OR	583,776
Grand Island, NE.....	48,520	Springfield, OR	59,403
La Vista, NE.....	15,758	Tualatin, OR	26,054
Lincoln, NE	258,379	Umatilla, OR.....	6,906
Papillion, NE	18,894	Wilsonville, OR	19,509
Dover, NH	29,987	Chambersburg, PA	20,268
Lebanon, NH	13,151	Cumberland County, PA	235,406

Kennett Square, PA.....	6,072	Salt Lake City, UT	186,440
Kutztown Borough, PA.....	5,012	Sandy, UT	87,461
Radnor Township, PA.....	30,878	Saratoga Springs, UT	17,781
State College, PA.....	42,034	Springville, UT	29,466
West Chester, PA.....	18,461	Washington City, UT.....	18,761
East Providence, RI.....	47,037	Albemarle County, VA	98,970
Newport, RI.....	24,672	Arlington County, VA.....	207,627
Greer, SC	25,515	Ashland, VA.....	7,225
Rock Hill, SC.....	66,154	Botetourt County, VA	33,148
Rapid City, SD.....	67,956	Chesapeake, VA.....	222,209
Sioux Falls, SD	153,888	Chesterfield County, VA.....	316,236
Cookeville, TN	30,435	Fredericksburg, VA.....	24,286
Germantown, TN	38,844	Hampton, VA.....	137,436
Johnson City, TN	63,152	Hanover County, VA.....	99,863
Morristown, TN.....	29,137	Herndon, VA	23,292
Nashville, TN.....	601,222	James City County, VA	67,009
White House, TN	10,255	Lexington, VA	7,042
Arlington, TX.....	365,438	Lynchburg, VA	75,568
Austin, TX	790,390	Montgomery County, VA	94,392
Benbrook, TX	21,234	Newport News, VA.....	180,719
Bryan, TX	76,201	Norfolk, VA	242,803
Burleson, TX.....	36,690	Purcellville, VA	7,727
College Station, TX.....	93,857	Radford, VA	16,408
Colleyville, TX.....	22,807	Roanoke, VA.....	97,032
Corpus Christi, TX	305,215	Spotsylvania County, VA.....	122,397
Dallas, TX.....	1,197,816	Virginia Beach, VA.....	437,994
Denton, TX.....	113,383	Williamsburg, VA.....	14,068
Duncanville, TX	38,524	York County, VA.....	65,464
El Paso, TX	649,121	Montpelier, VT.....	7,855
Flower Mound, TX	64,669	Airway Heights, WA	6,114
Fort Worth, TX	741,206	Auburn, WA	70,180
Georgetown, TX.....	47,400	Bellevue, WA.....	122,363
Houston, TX.....	2,099,451	Clark County, WA.....	425,363
Hurst, TX.....	37,337	Edmonds, WA.....	39,709
Hutto, TX	14,698	Federal Way, WA.....	89,306
La Porte, TX.....	33,800	Gig Harbor, WA.....	7,126
League City, TX	83,560	Hoquiam, WA.....	8,726
McAllen, TX	129,877	Kirkland, WA	48,787
McKinney, TX	131,117	Lynnwood, WA.....	35,836
New Braunfels, TX	57,740	Maple Valley, WA.....	22,684
Plano, TX	259,841	Mountlake Terrace, WA	19,909
Round Rock, TX	99,887	Pasco, WA	59,781
Rowlett, TX	56,199	Redmond, WA	54,144
San Marcos, TX	44,894	Renton, WA	90,927
Southlake, TX.....	26,575	Sammamish, WA	45,780
Temple, TX.....	66,102	SeaTac, WA	26,909
The Woodlands, TX.....	93,847	Shoreline, WA	53,007
Tomball, TX	10,753	Snoqualmie, WA.....	10,670
Watauga, TX.....	23,497	Spokane Valley, WA	89,755
Westlake, TX.....	992	Tacoma, WA.....	198,397
Park City, UT.....	7,558	Vancouver, WA	161,791
Provo, UT.....	112,488	West Richland, WA.....	11,811
Riverdale, UT	8,426	Woodland, WA.....	5,509

Yakima, WA.....	91,067	Oshkosh, WI.....	66,083
Chippewa Falls, WI.....	13,661	Racine, WI.....	78,860
Columbus, WI.....	4,991	Wauwatosa, WI.....	46,396
De Pere, WI.....	23,800	Wind Point, WI.....	1,723
Eau Claire, WI.....	65,883	Casper, WY.....	55,316
Madison, WI.....	233,209	Cheyenne, WY.....	59,466
Merrill, WI.....	9,661	Gillette, WY.....	29,087



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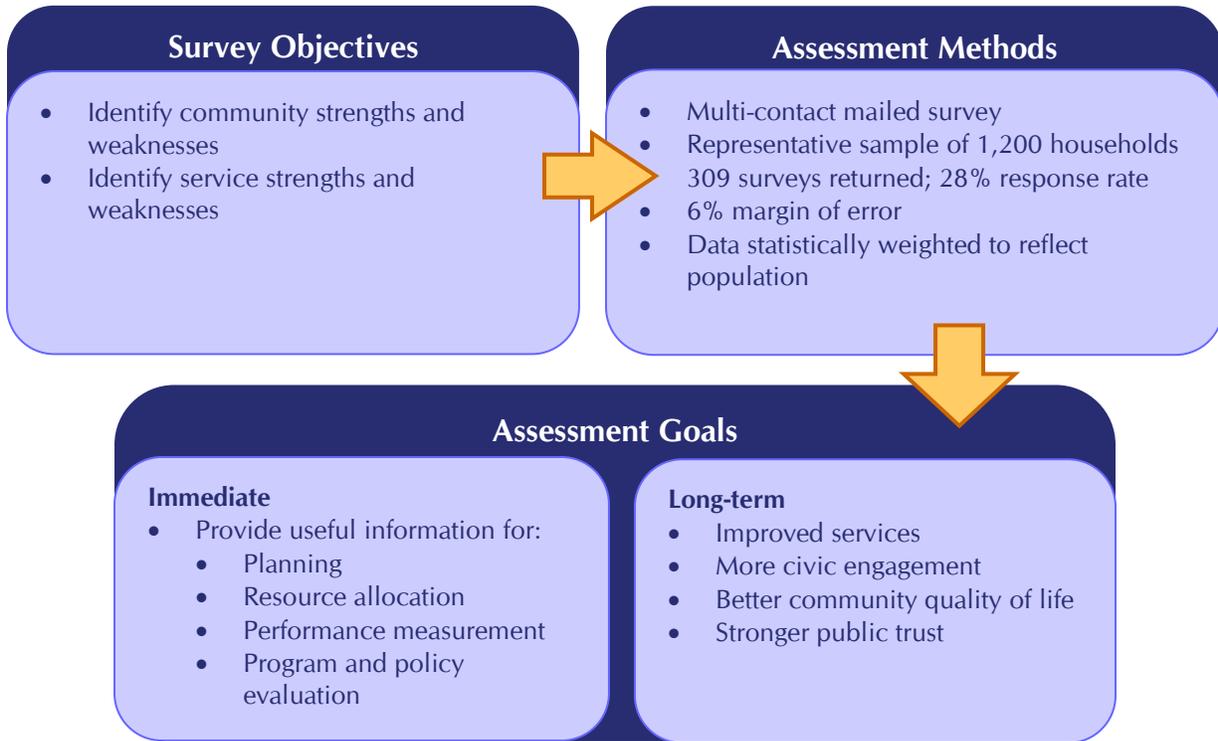
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 309 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 20% to 40%.

The National Citizen Survey™ customized for the City of Las Cruces was developed in close cooperation with local jurisdiction staff. Las Cruces staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Las Cruces staff also augmented The National Citizen Survey™ basic service through a variety of options including several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Las Cruces Survey (309 completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Las Cruces, but from City of Las Cruces services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Las Cruces chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Las Cruces survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Las Cruces results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Las Cruces' rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Las Cruces survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Las Cruces and believed the City was a good place to live. The overall quality of life in the City of Las Cruces was rated as “excellent” or “good” by 67% of respondents. Most respondents reported they plan on staying in the City of Las Cruces for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were openness and acceptance of the community toward people of diverse backgrounds, opportunities to volunteer and air quality. The three characteristics receiving the least positive ratings were employment opportunities, traffic flow on major streets and ease of bus travel in Las Cruces.

Ratings of community characteristics were compared to the benchmark database. Of the 29 characteristics for which comparisons were available, six were similar to the national benchmark comparison and 23 were below.

Residents in the City of Las Cruces were very civically engaged. While only 29% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Las Cruces, which was much higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. About half rated the overall direction being taken by the City of Las Cruces as “good” or “excellent.” This was similar to the benchmark. Those residents who had interacted with an employee of the City of Las Cruces in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave somewhat unfavorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, two were similar to the benchmark comparison and 36 were below.

Respondents were asked to rate how frequently they participated in various activities in Las Cruces. The most popular activities included visiting a City park and providing help to a friend or neighbor; while the least popular activities were attending a local public meeting and riding a bus within Las Cruces. Generally, participation rates in the various activities in the community were varied compared to other communities.

A Key Driver Analysis was conducted for the City of Las Cruces which examined the relationships between ratings of each service and ratings of the City of Las Cruces' services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Las Cruces can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Public schools
- Sewer services
- Storm drainage

Of these services, those deserving the most attention may be those that were below the benchmark comparisons: police services, public schools, sewer services and storm drainage.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Las Cruces – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Las Cruces. Residents were asked whether they planned to move soon or if they would recommend the City of Las Cruces to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Las Cruces offers services and amenities that work.

Many Las Cruces’ residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, many reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

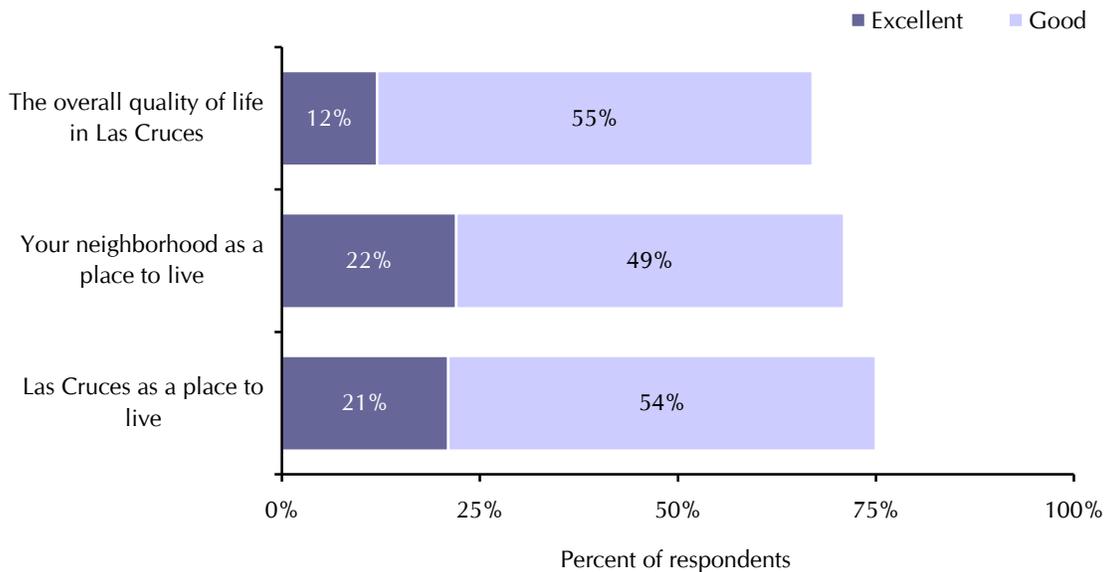


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

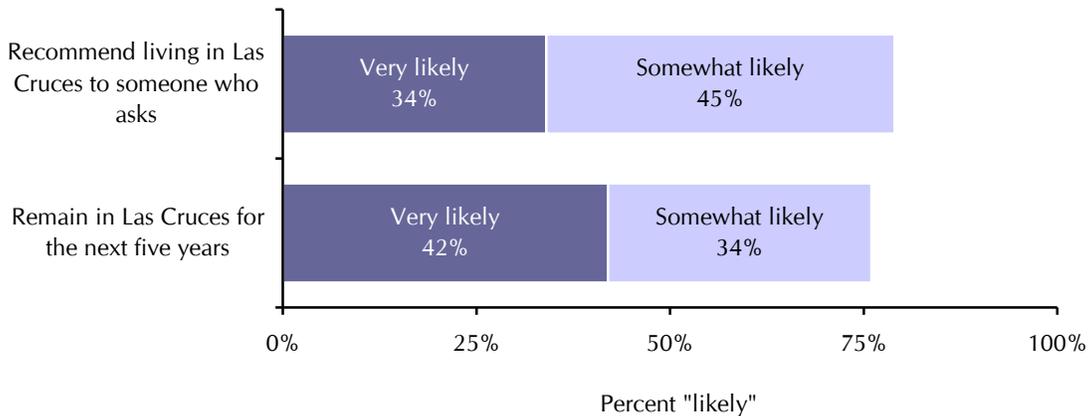


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Las Cruces	Much below
Your neighborhood as place to live	Much below
Las Cruces as a place to live	Much below
Recommend living in Las Cruces to someone who asks	Much below
Remain in Las Cruces for the next five years	Much below

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by availability of paths and walking trails.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

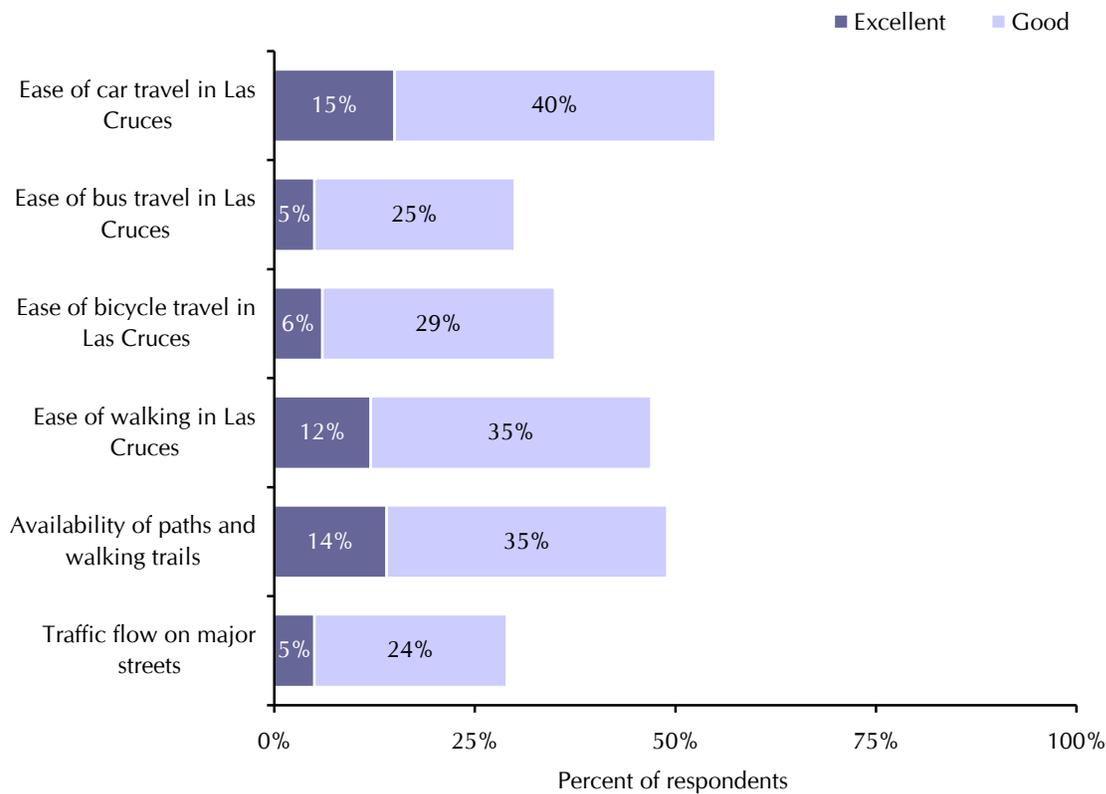


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Las Cruces	Similar
Ease of bus travel in Las Cruces	Much below
Ease of bicycle travel in Las Cruces	Much below
Ease of walking in Las Cruces	Much below
Availability of paths and walking trails	Much below
Traffic flow on major streets	Much below

Eight transportation services were rated in Las Cruces. As compared to most communities across America, ratings tended to be negative. Amount of public parking was similar to the benchmark, while all others were rated below the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

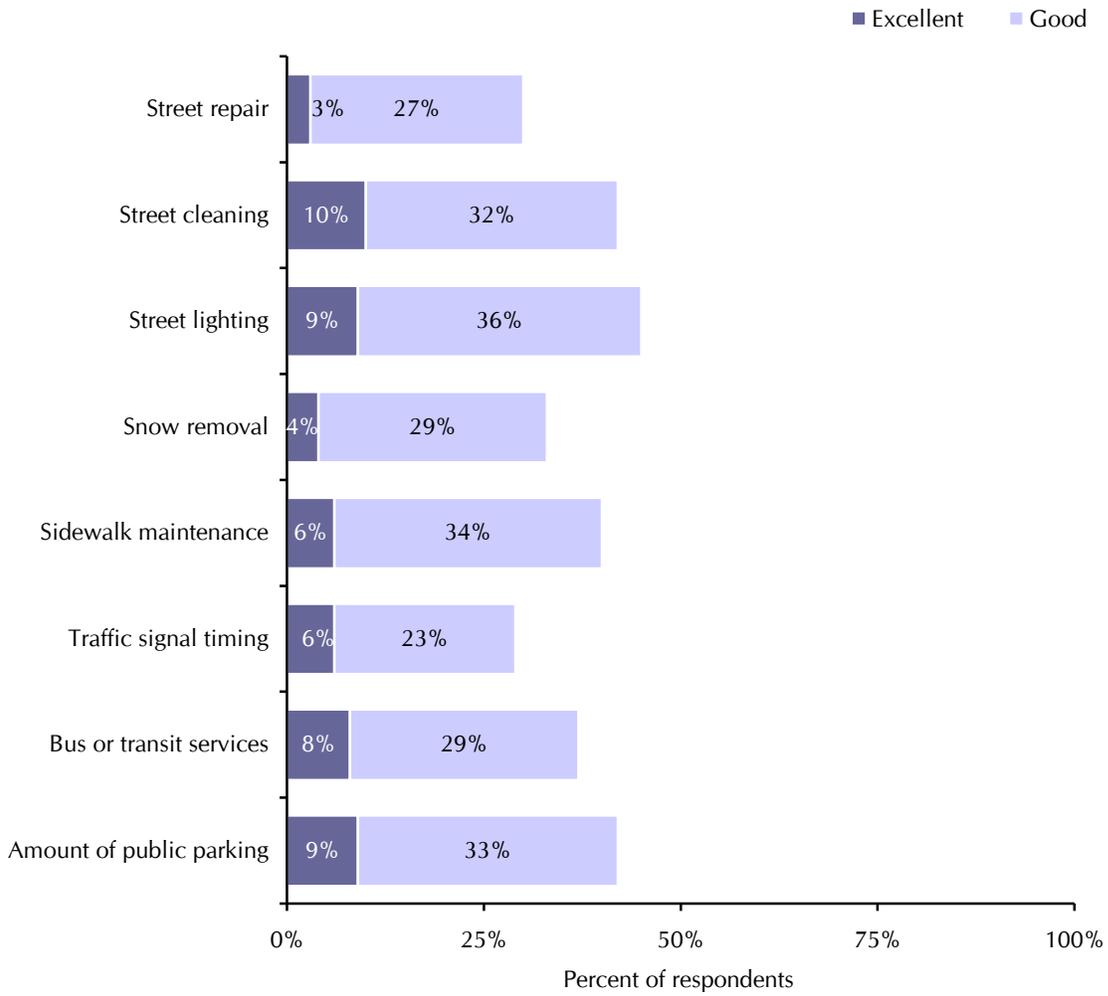


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much below
Street cleaning	Much below
Street lighting	Much below
Snow removal	Much below
Sidewalk maintenance	Much below
Traffic signal timing	Much below
Bus or transit services	Much below
Amount of public parking	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 15% of work commute trips were made by carpooling and 3% by public transportation.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

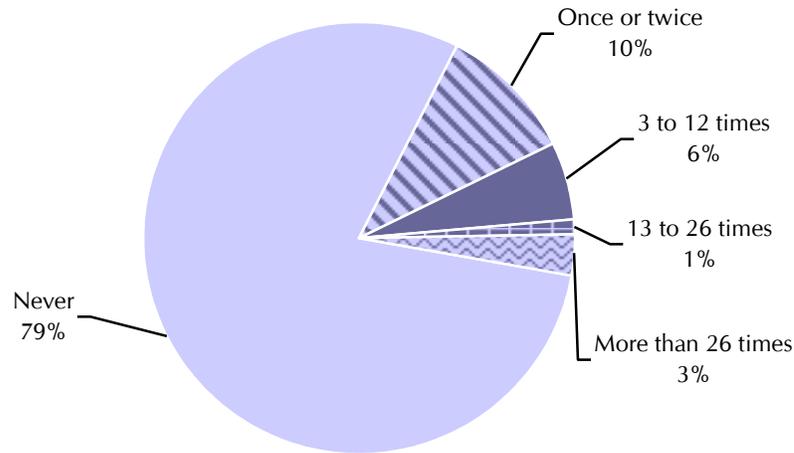


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

Comparison to benchmark	
Ridden a local bus within Las Cruces	Similar

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

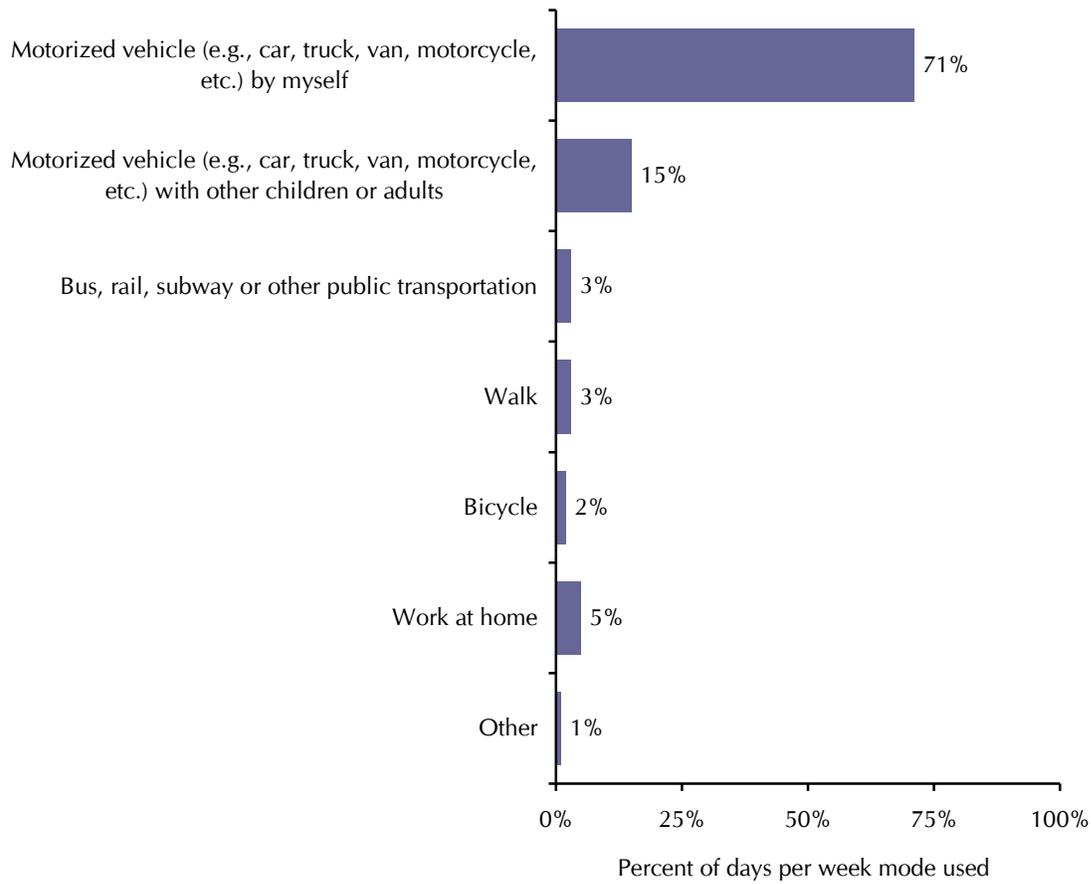


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Less

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Las Cruces residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 41% of respondents, while the variety of housing options was rated as “excellent” or “good” by 54% of respondents. The rating of perceived affordable housing availability was similar in the City of Las Cruces than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

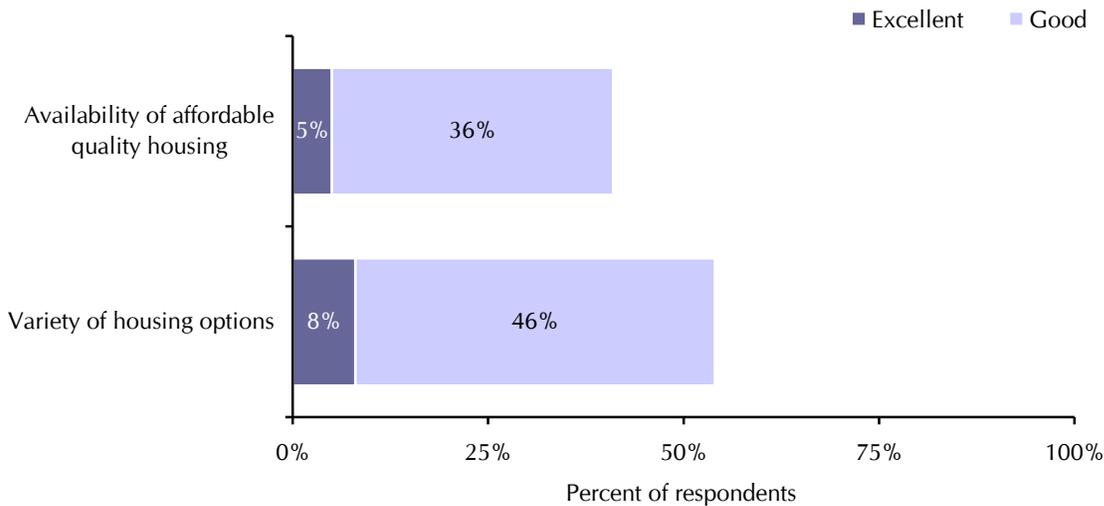


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Similar
Variety of housing options	Below

To augment the perceptions of affordable housing in Las Cruces, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Las Cruces experiencing housing cost stress. About 34% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

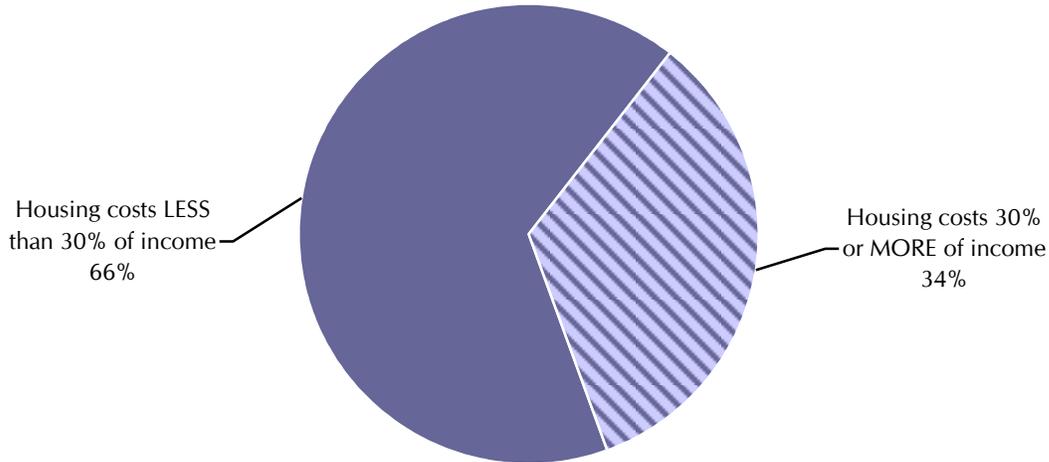


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Las Cruces and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Las Cruces was rated as "excellent" by 8% of respondents and as "good" by an additional 49% and was similar to the benchmark. The overall appearance of Las Cruces was rated as "excellent" or "good" by 45% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Las Cruces, 19% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated below the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

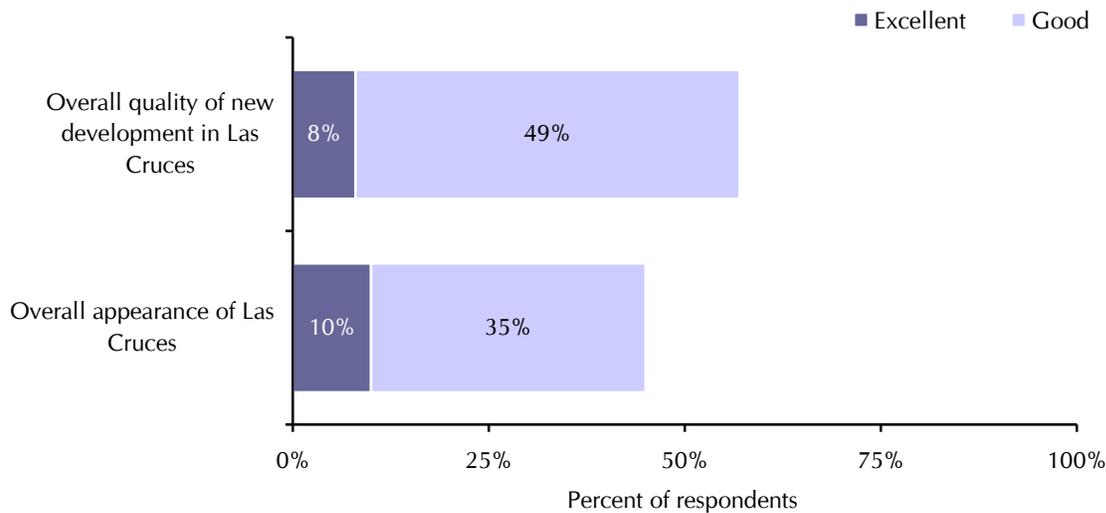


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Las Cruces	Similar
Overall appearance of Las Cruces	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH

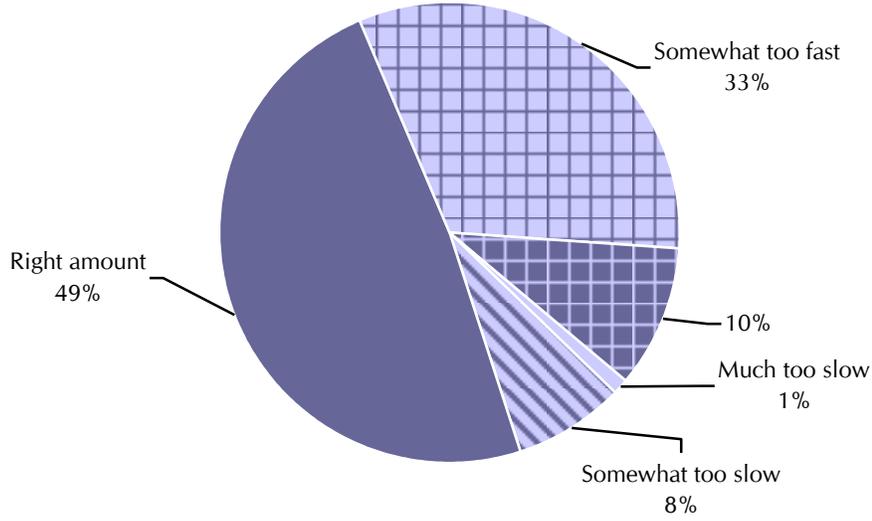


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Similar

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

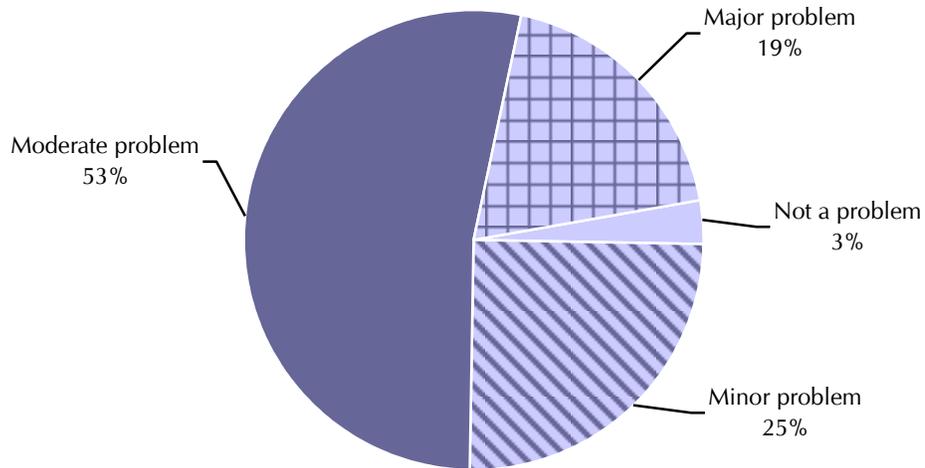


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much more

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

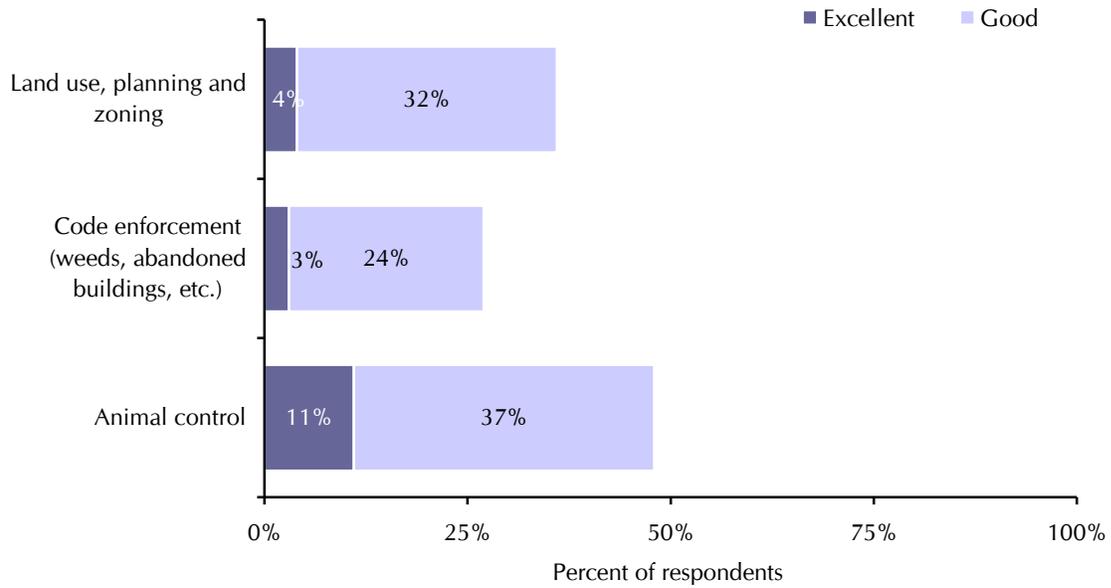


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below
Animal control	Much below

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishments in Las Cruces and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

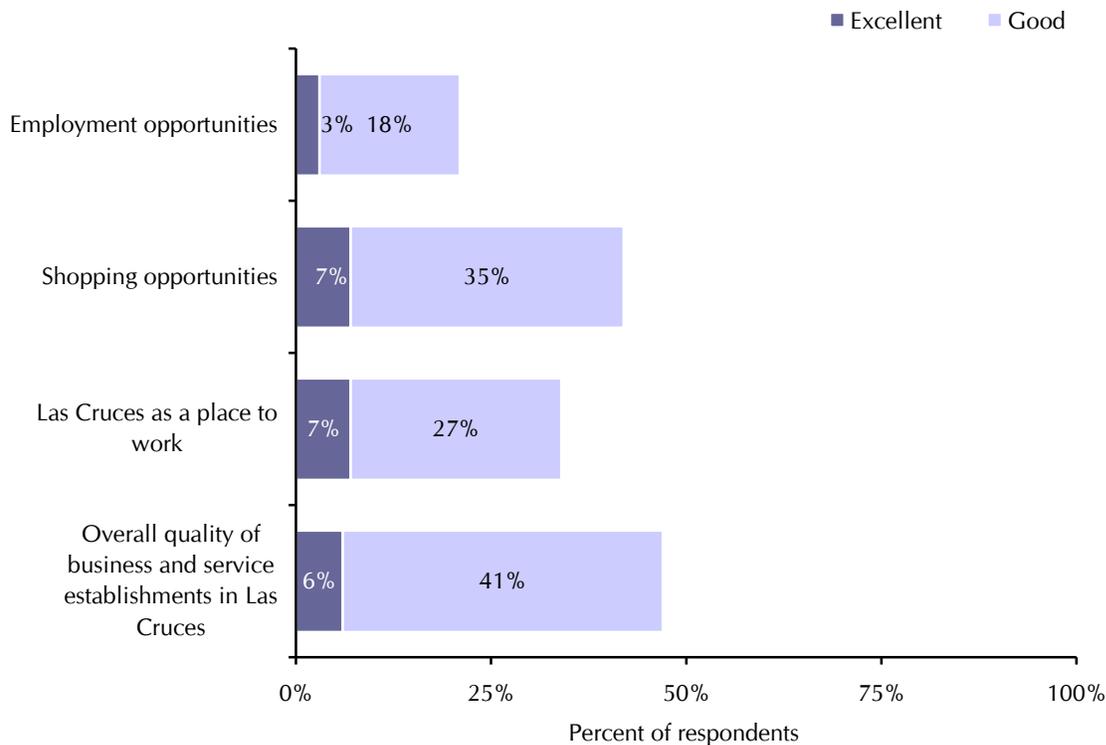


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Much below
Las Cruces as a place to work	Much below
Overall quality of business and service establishments in Las Cruces	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Las Cruces, 81% responded that it was “too slow,” while 45% reported retail growth as “too slow.” More residents in Las Cruces compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

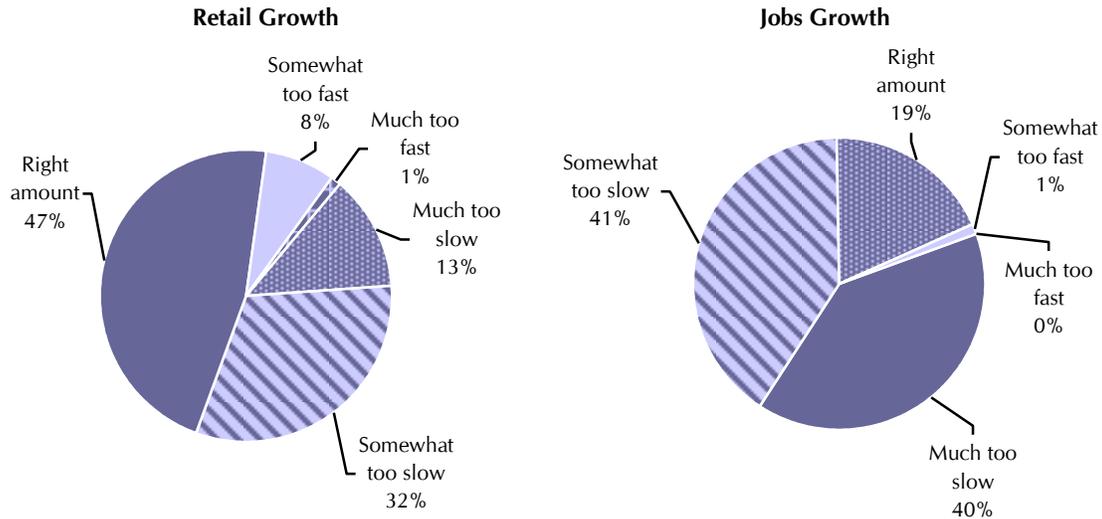


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	More
Jobs growth seen as too slow	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

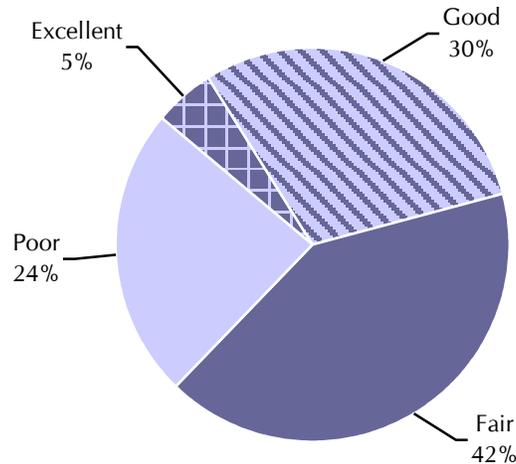


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

Residents were asked to reflect on their economic prospects in the near term. Nineteen percent of the City of Las Cruces residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 40% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

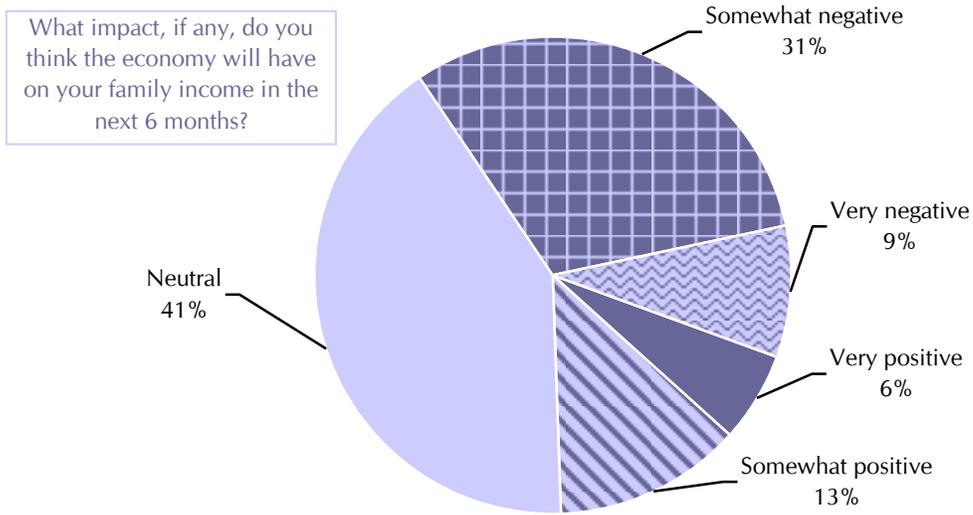


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Las Cruces. About 61% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 69% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

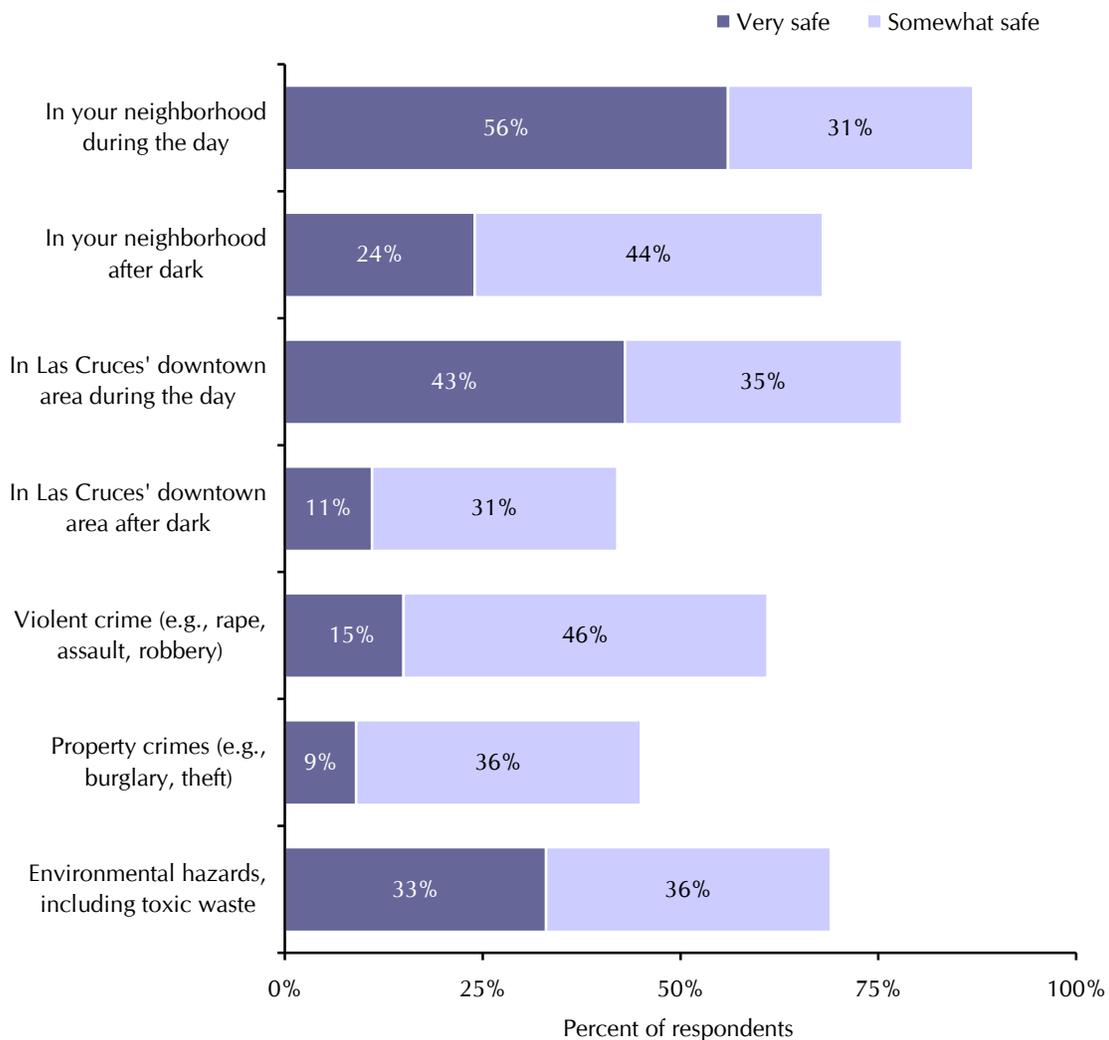


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Below
In your neighborhood after dark	Below
In Las Cruces' downtown area during the day	Much below
In Las Cruces' downtown area after dark	Much below
Violent crime (e.g., rape, assault, robbery)	Much below
Property crimes (e.g., burglary, theft)	Much below
Environmental hazards, including toxic waste	Below

As assessed by the survey, 10% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 53% had reported it to police. Compared to other jurisdictions about the same percent of Las Cruces residents had been victims of crime in the 12 months preceding the survey and fewer Las Cruces residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

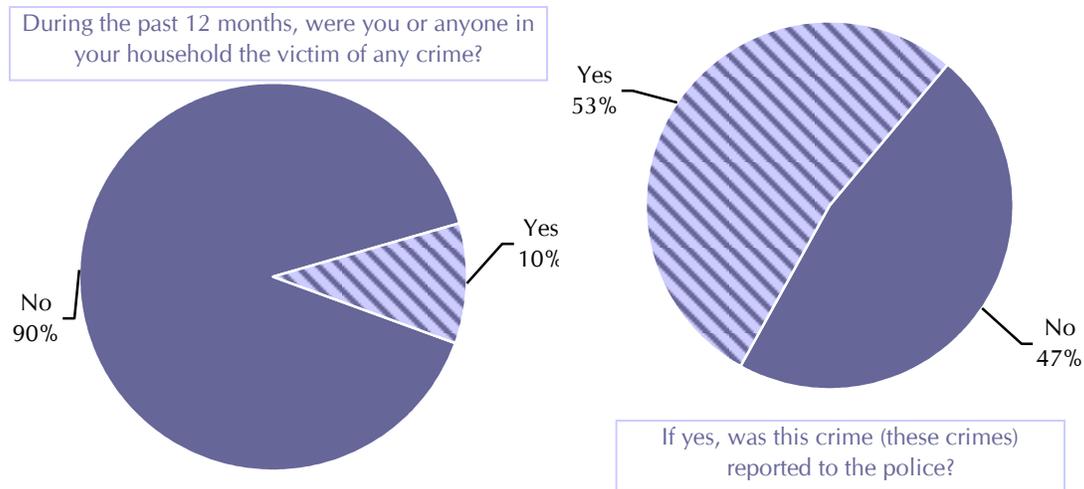


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much less

Residents rated eight City public safety services. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

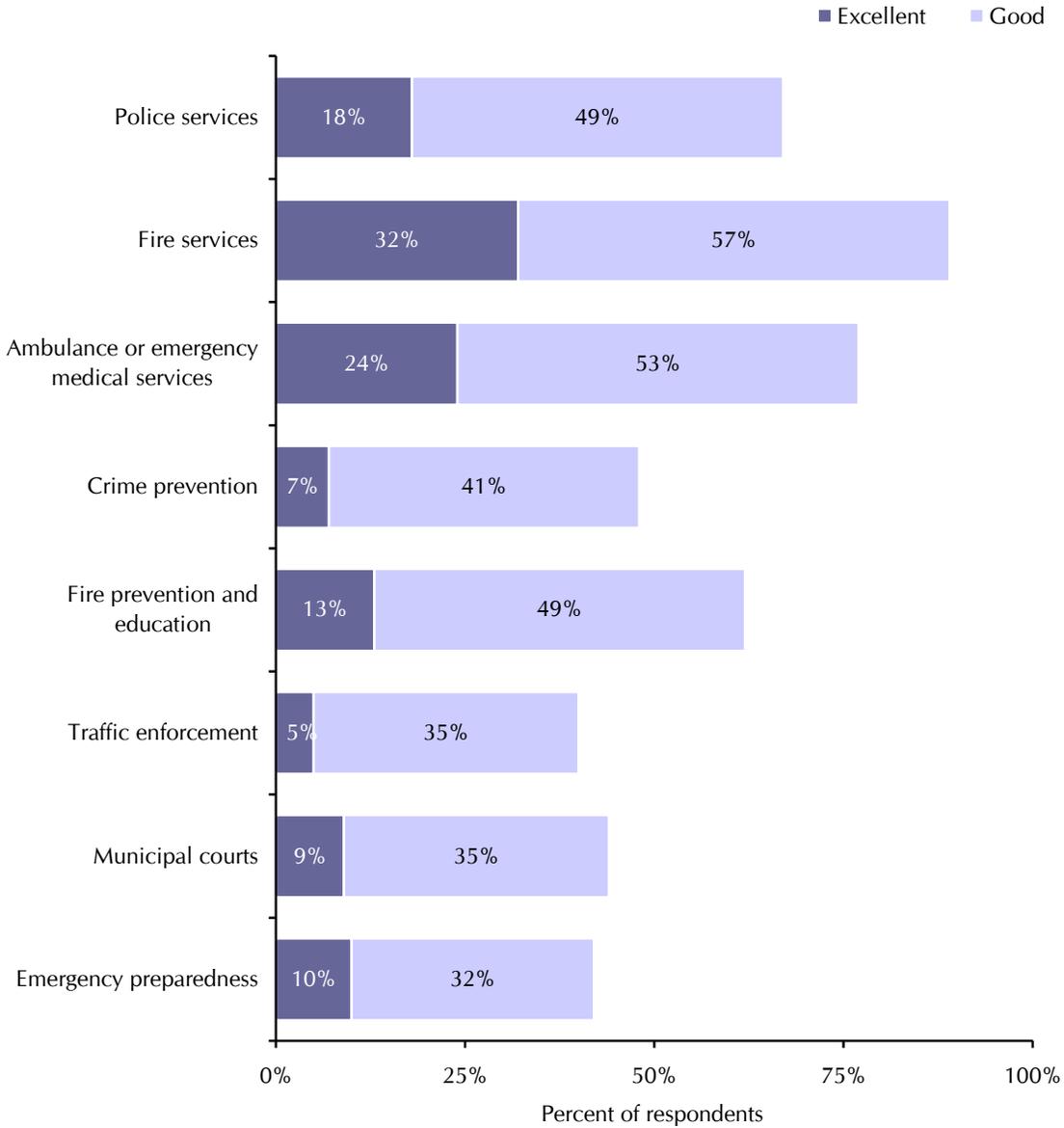


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much below
Fire services	Below
Ambulance or emergency medical services	Much below
Crime prevention	Much below
Fire prevention and education	Much below
Traffic enforcement	Much below
Courts	Much below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

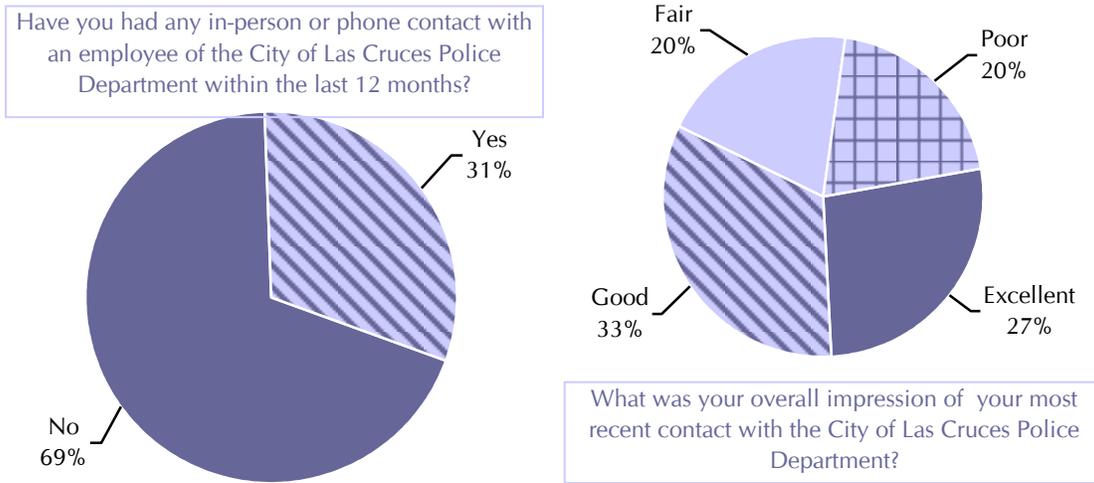


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

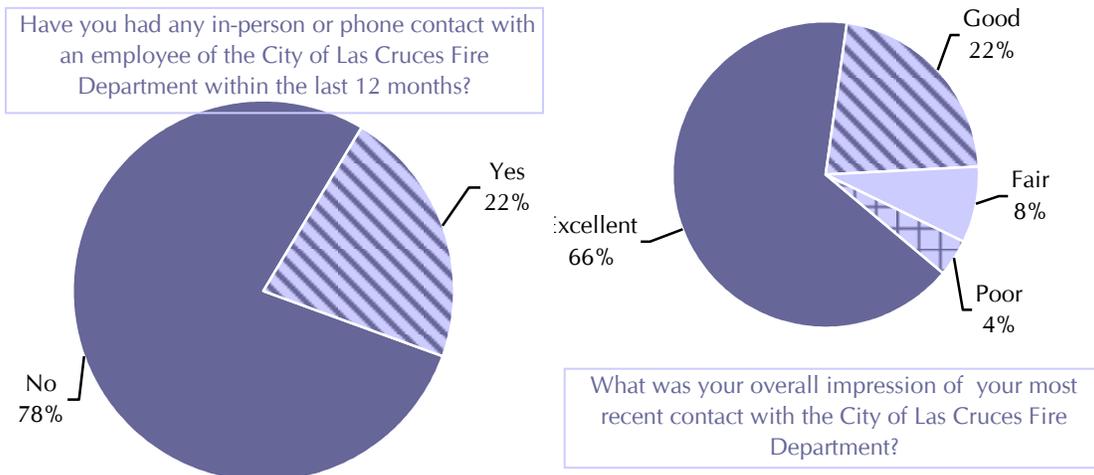


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Las Cruces Police Department	Less
Overall impression of most recent contact with the City of Las Cruces Police Department	Much below
Had contact with the City of Las Cruces Fire Department	Much more
Overall impression of most recent contact with the City of Las Cruces Fire Department	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Las Cruces were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 62% of survey respondents. Air quality received the highest rating, and it was similar to the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

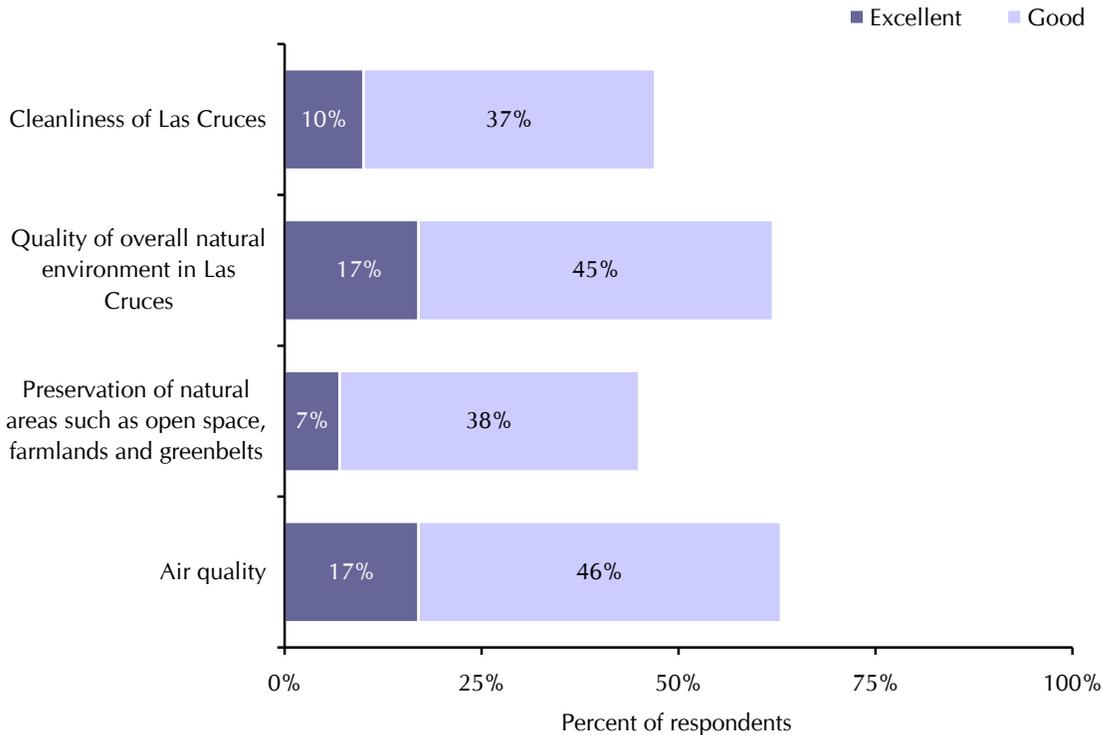


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Las Cruces	Much below
Quality of overall natural environment in Las Cruces	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Much below
Air quality	Similar

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

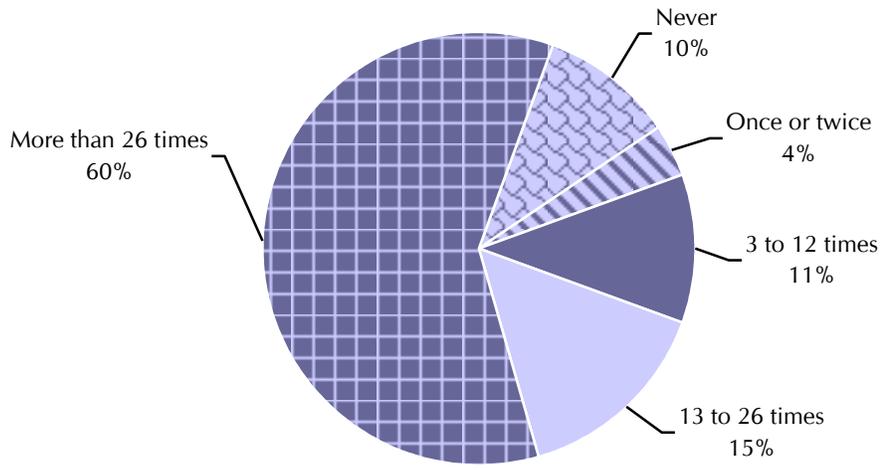


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, two were similar and five were below the benchmark comparison.

FIGURE 47: RATINGS OF UTILITY SERVICES

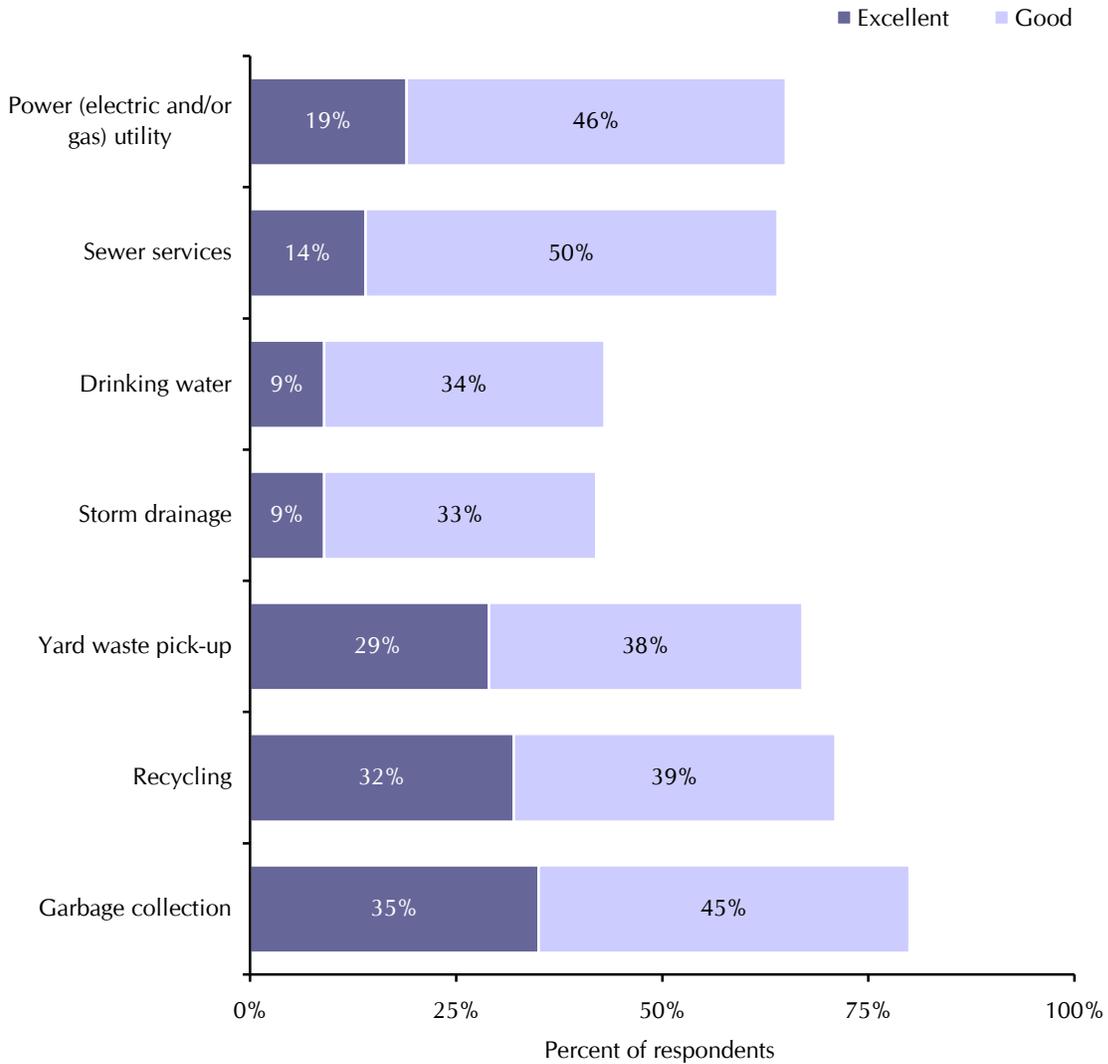


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Much below
Sewer services	Below
Drinking water	Much below
Storm drainage	Much below
Yard waste pick-up	Below
Recycling	Similar
Garbage collection	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Las Cruces received mixed ratings as well as services related to parks and recreation. City parks received the highest rating of 70% "excellent" or "good." A majority of respondents rated recreation programs and classes and recreation centers and facilities as "excellent" or "good."

Resident use of Las Cruces parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Las Cruces recreation centers was about the same as the percent of users in comparison jurisdictions. Similarly, visiting a City park in Las Cruces was about the same as in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

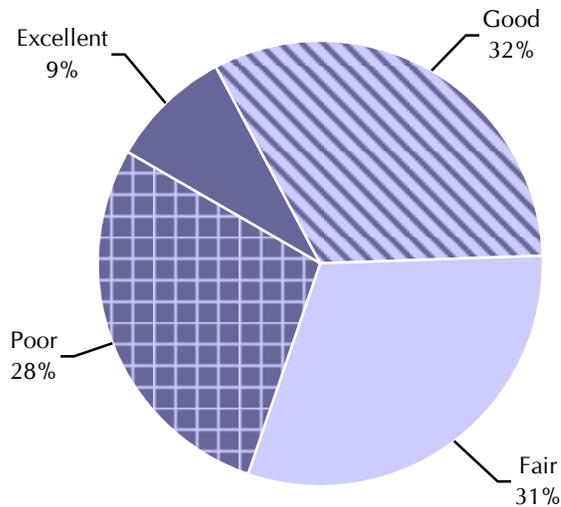


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Much below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

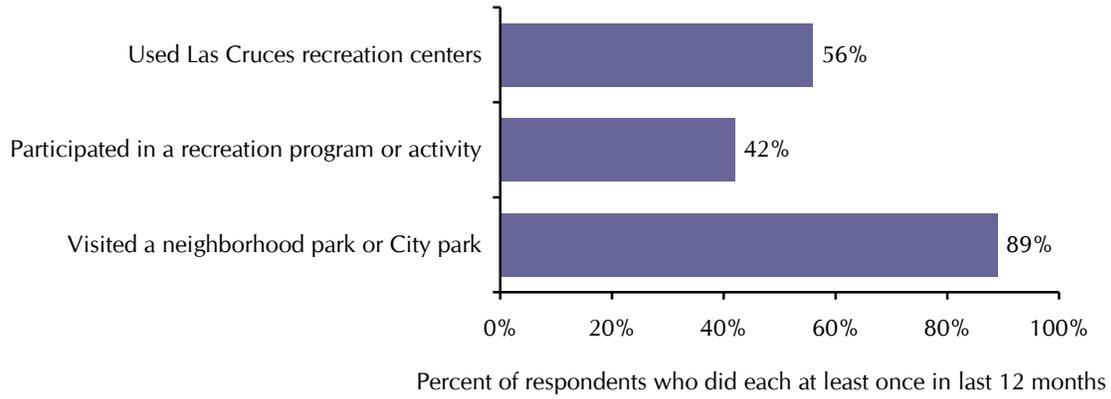


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Las Cruces recreation centers	Similar
Participated in a recreation program or activity	Less
Visited a neighborhood park or City park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

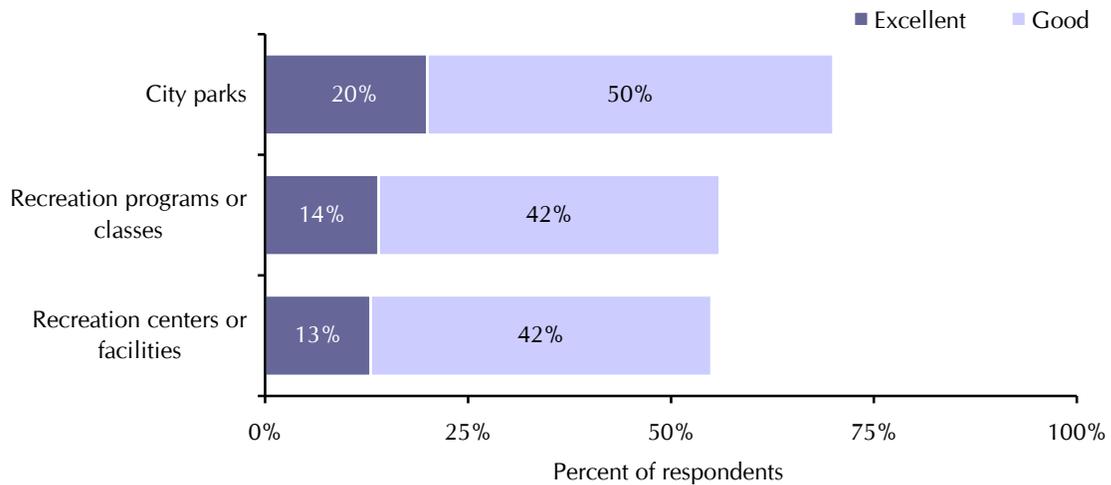


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much below
Recreation programs or classes	Much below
Recreation centers or facilities	Much below

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 42% of respondents. Educational opportunities were rated as “excellent” or “good” by 58% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as were cultural activity opportunities.

About 67% of Las Cruces residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

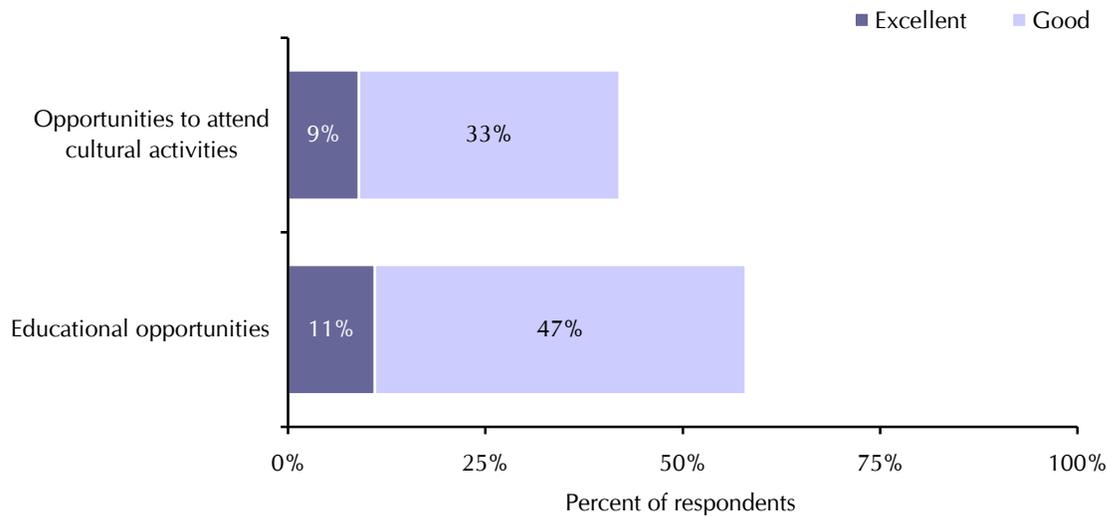


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

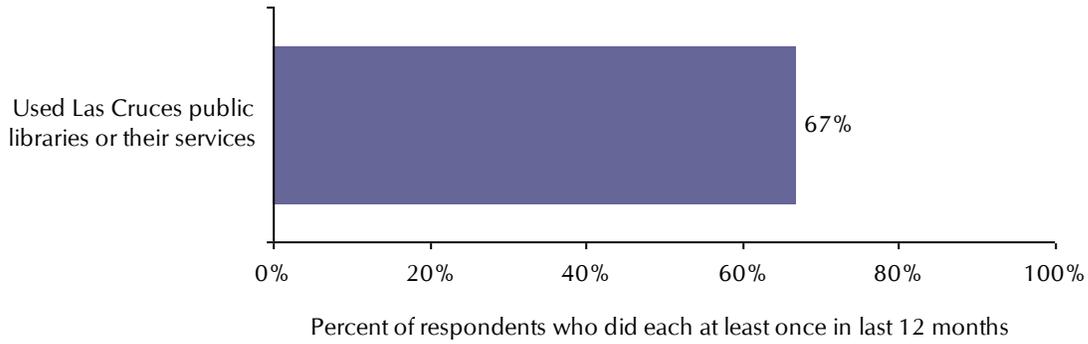


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Las Cruces public libraries or their services	Less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

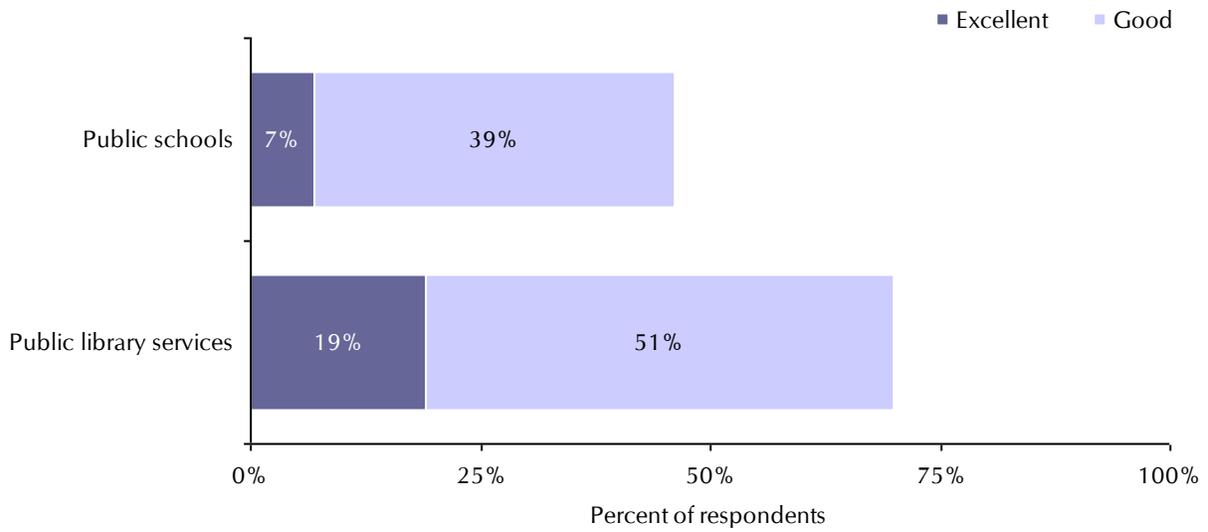


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much below
Public library services	Much below

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Las Cruces were asked to rate the community’s health services as well as the availability of health care and preventive health care services. The availability of affordable quality health care and preventative health services were rated moderately by survey respondents. Those ratings were below the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

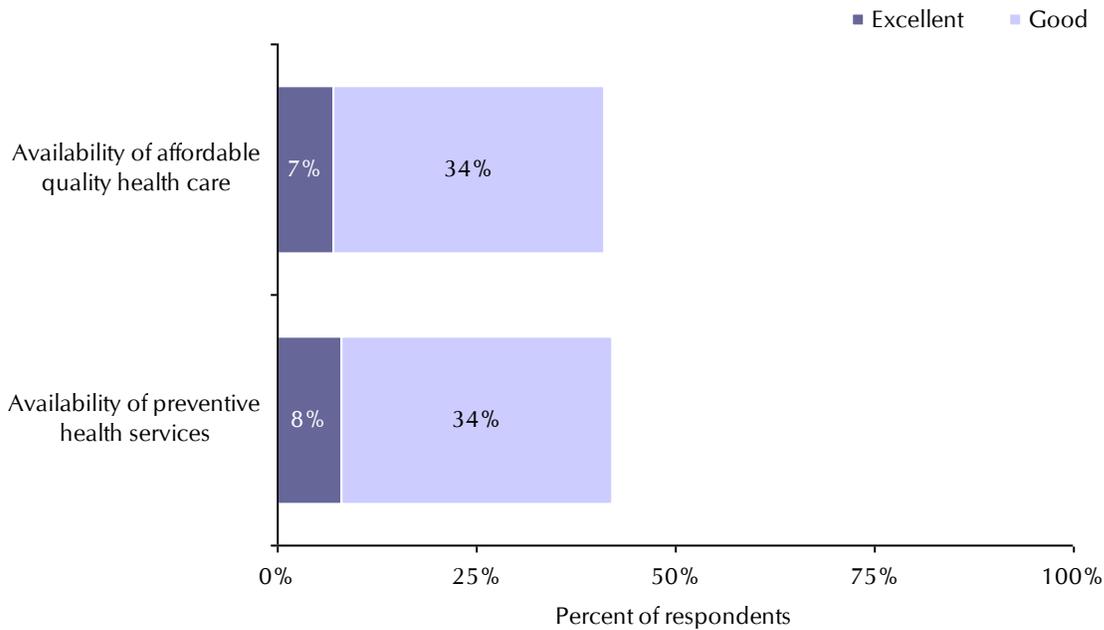


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much below
Availability of preventive health services	Much below

Health services in Las Cruces were rated “excellent” or “good” by 53% of respondents and were below the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

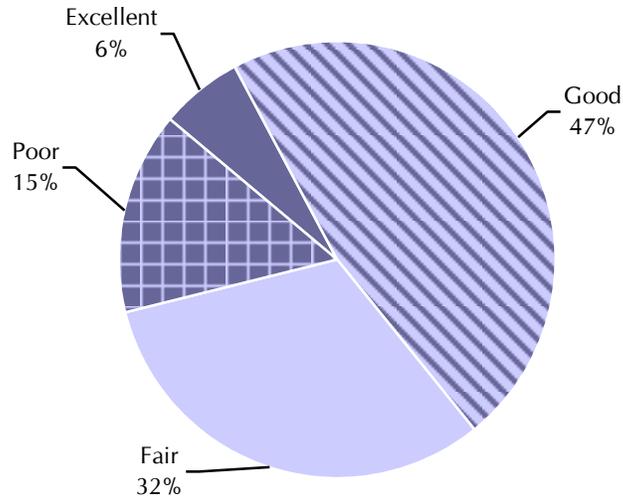


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Las Cruces as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A moderate percentage of residents rated the City of Las Cruces as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. A majority of residents felt that the local sense of community was “excellent” or “good.” More survey respondents felt the City of Las Cruces was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

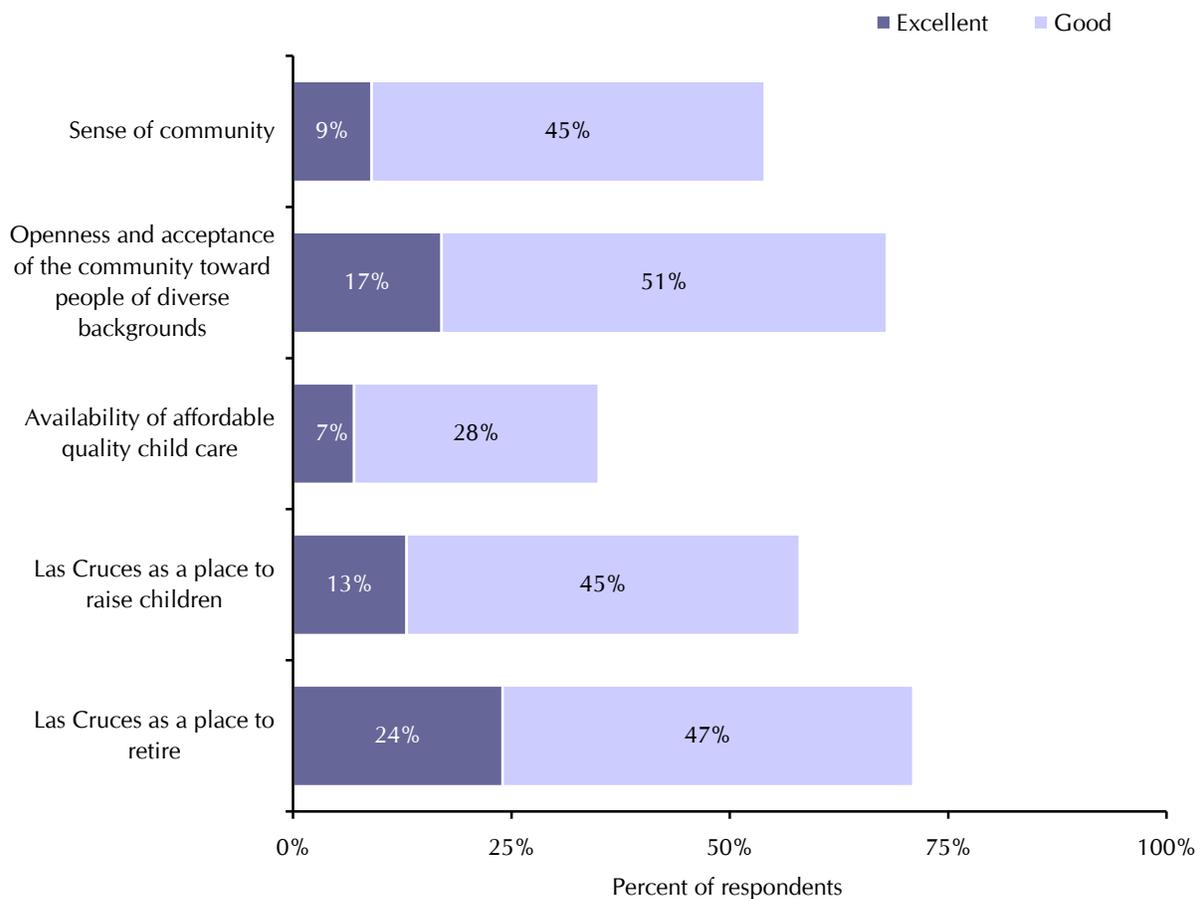


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Below
Las Cruces as a place to raise kids	Much below
Las Cruces as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 41% to 55% with ratings of “excellent” or “good.”

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

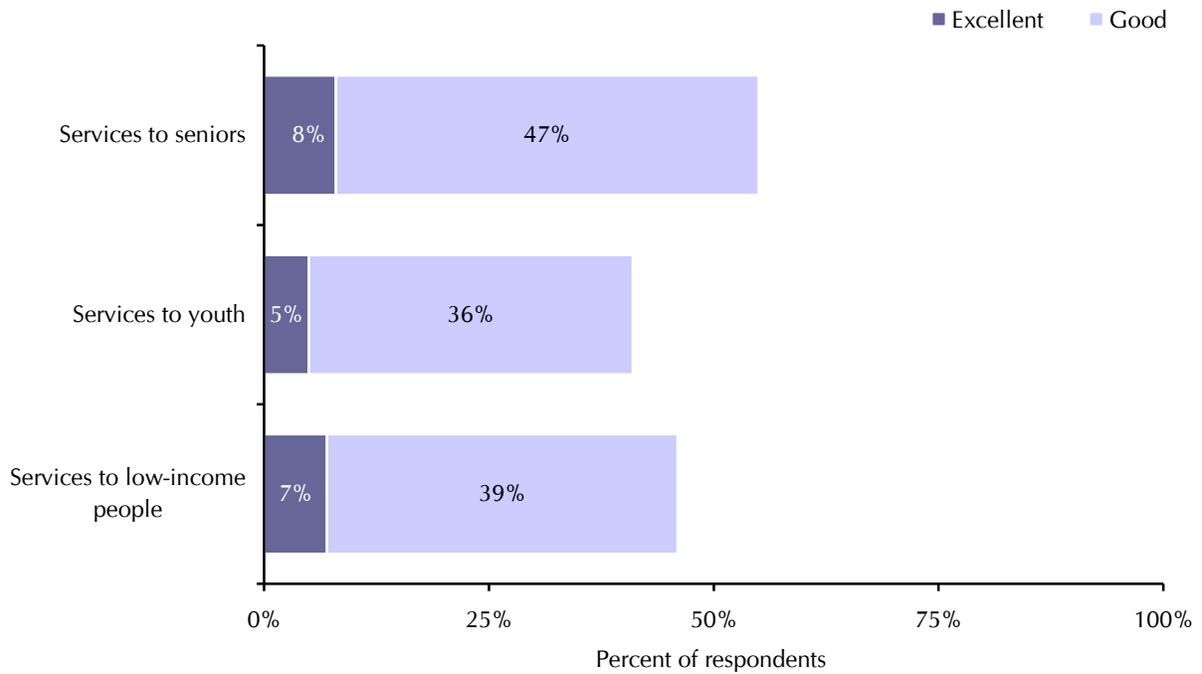


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much below
Services to youth	Much below
Services to low income people	Below

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteer opportunities and their participation as citizens of the City of Las Cruces. Survey participants rated the volunteer opportunities in the City of Las Cruces somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

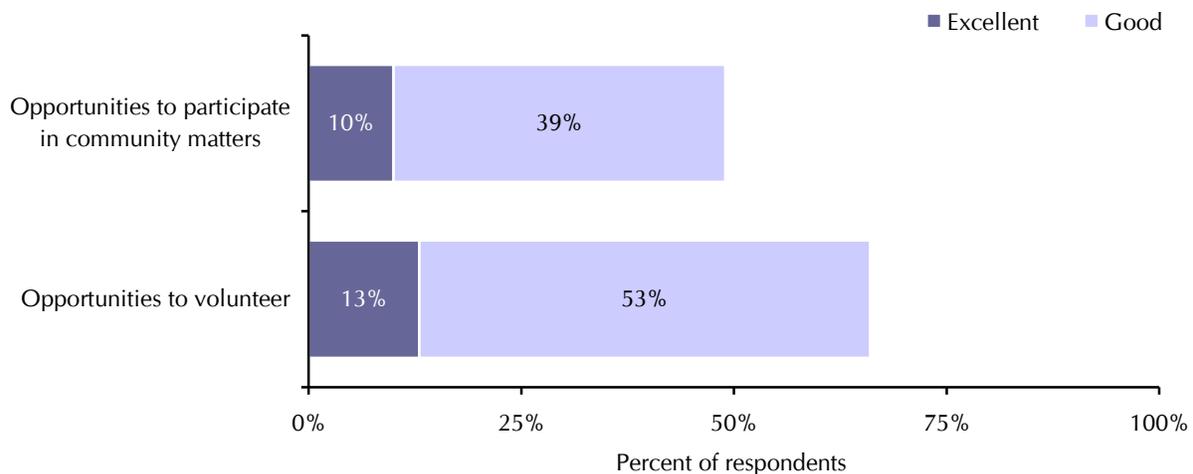


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much below
Opportunities to volunteer	Much below

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Attending a meeting of local elected officials and providing help to a friend or neighbor showed similar rates of involvement; while watching a meeting of local elected officials, volunteering time to some group or activity and participating in a club or civic group showed higher rates.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

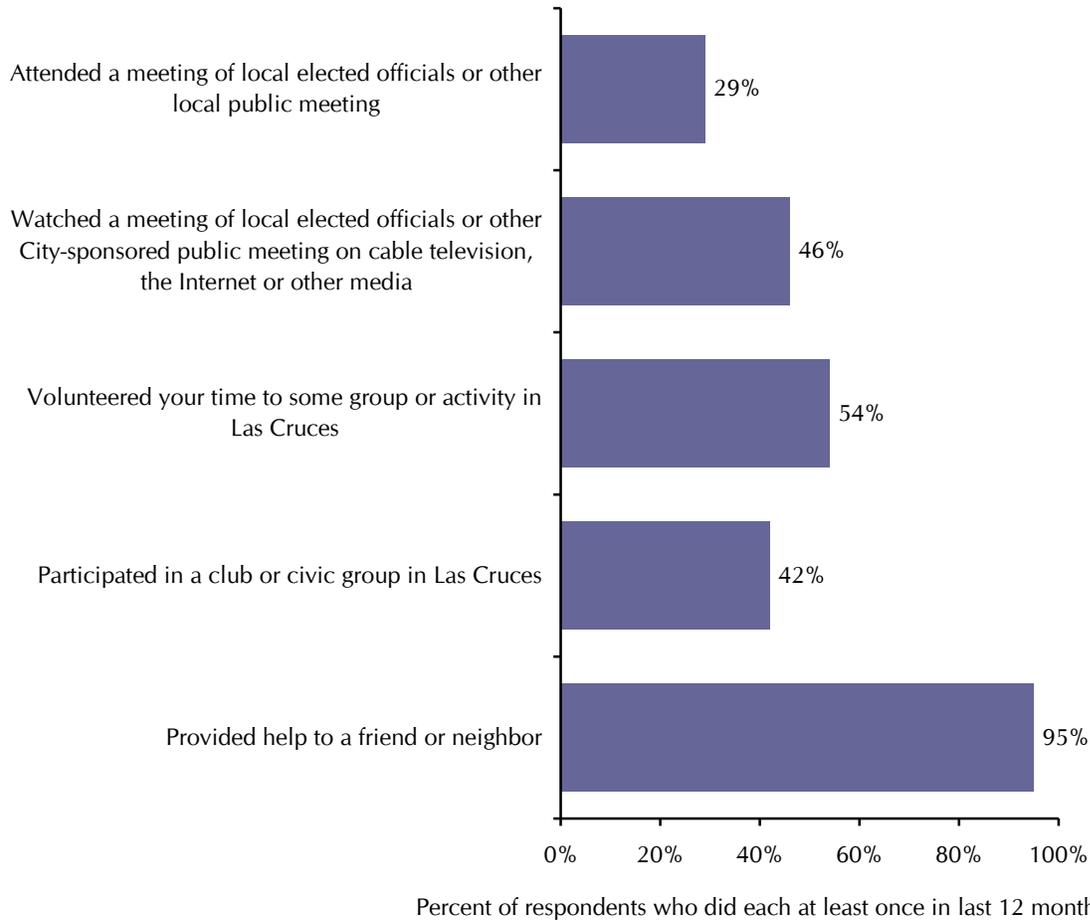


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much more
Volunteered your time to some group or activity in Las Cruces	Much more
Participated in a club or civic group in Las Cruces	Much more
Provided help to a friend or neighbor	Similar

City of Las Cruces residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-four percent reported they were registered to vote and 76% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR

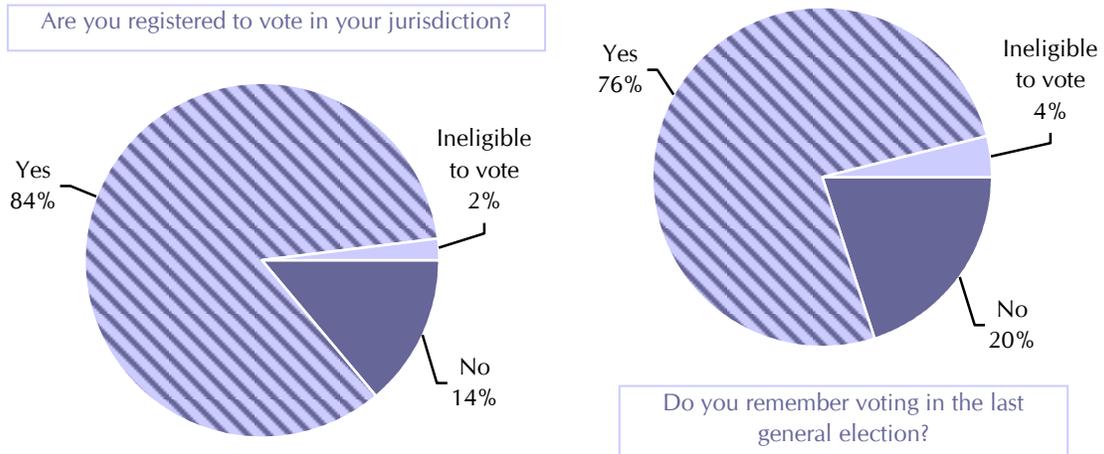


FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Las Cruces Web site in the previous 12 months, 65% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

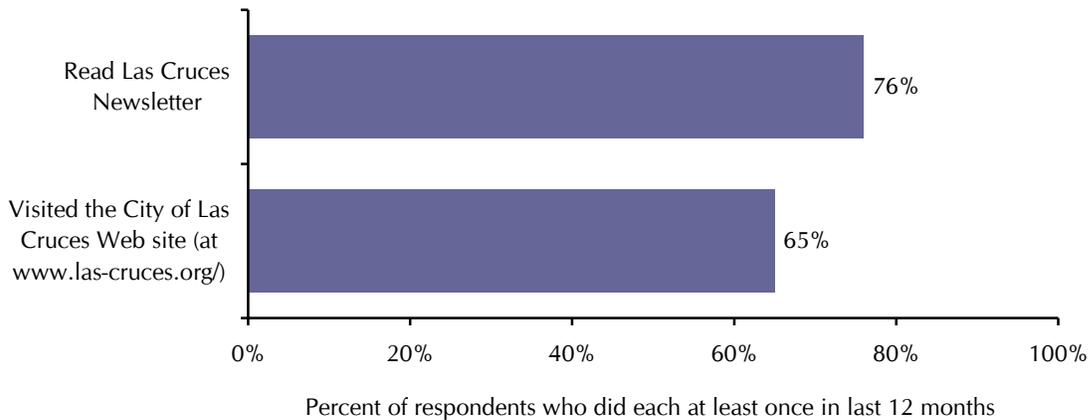


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Las Cruces Newsletter	Similar
Visited the City of Las Cruces Web site	More

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

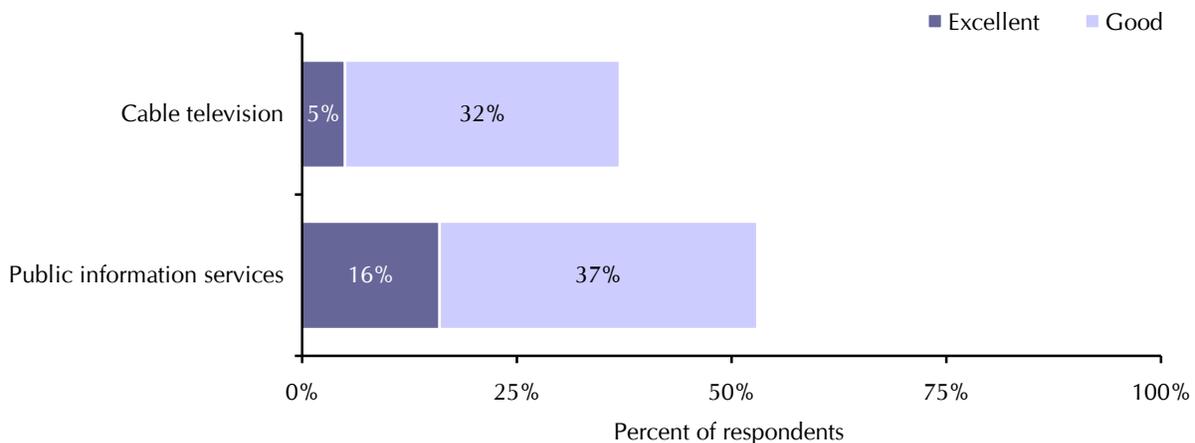


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much below
Public information services	Much below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 46% of respondents.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

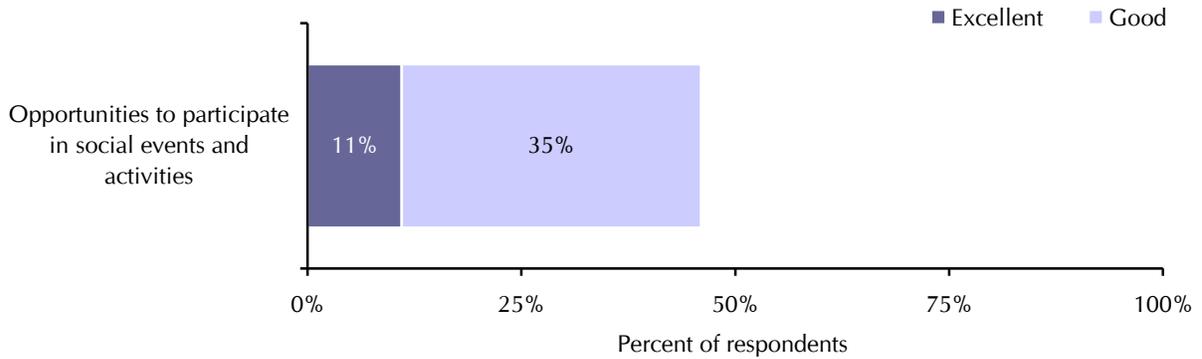


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below

Residents in Las Cruces reported a strong amount of neighborliness. About 49% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

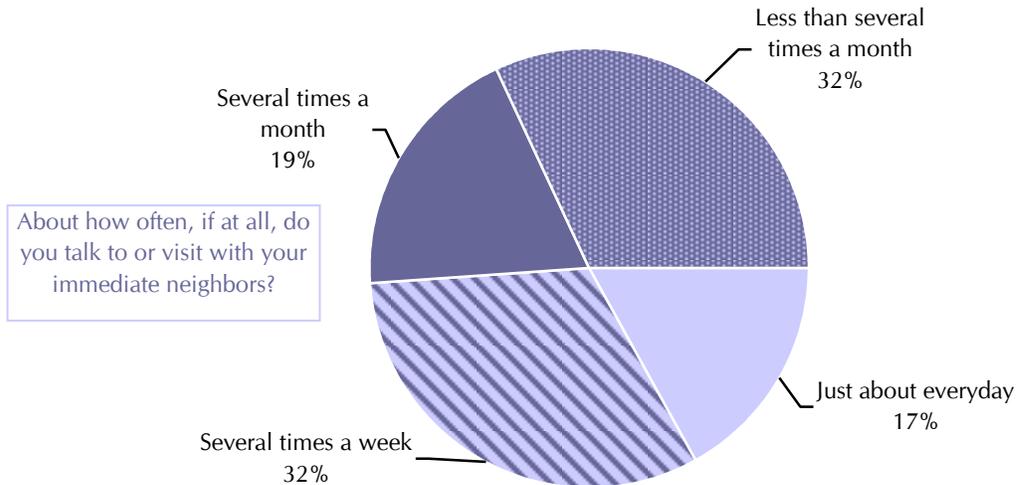


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Las Cruces is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Las Cruces could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Las Cruces may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Las Cruces does at welcoming citizen involvement, 33% rated it as “excellent” or “good.” Of these four ratings, two were similar to the benchmark and two were below the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS

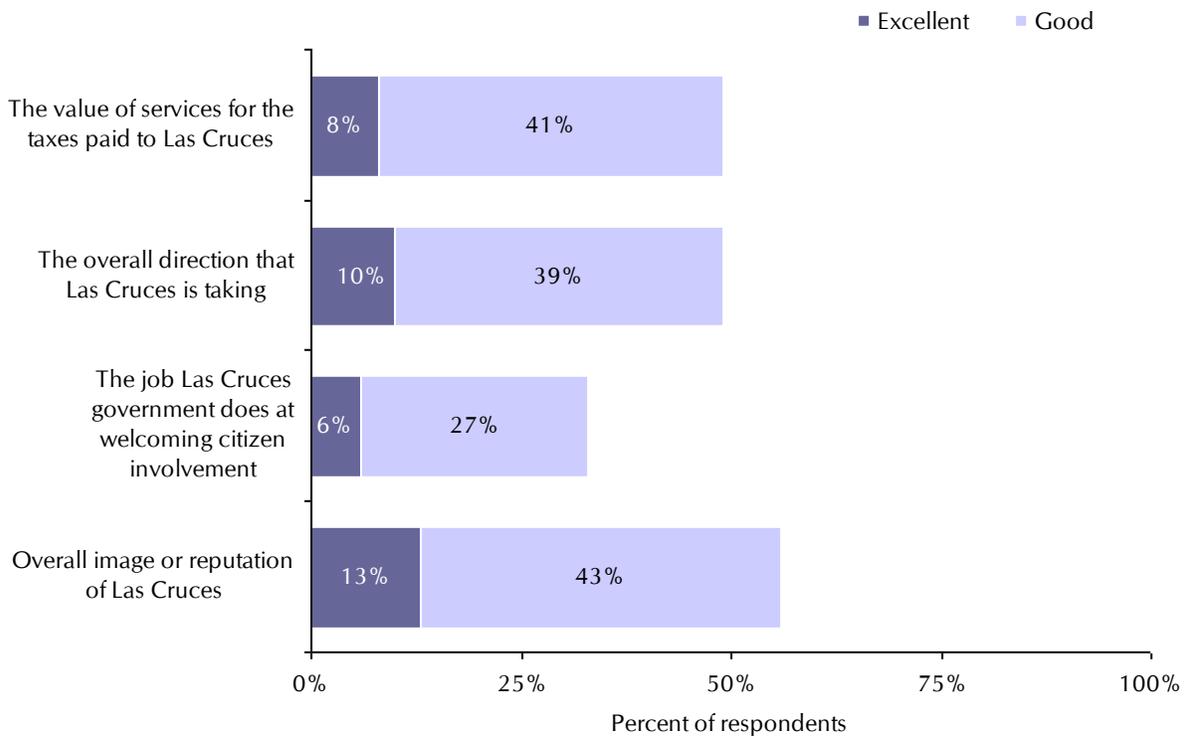


FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Las Cruces	Similar
The overall direction that Las Cruces is taking	Similar
Job Las Cruces government does at welcoming citizen involvement	Much below
Overall image or reputation of Las Cruces	Below

On average, residents of the City of Las Cruces gave the highest evaluations to their own local government and the lowest average rating to Doña Ana County. The overall quality of services delivered by the City of Las Cruces was rated as “excellent” or “good” by 61% of survey participants.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

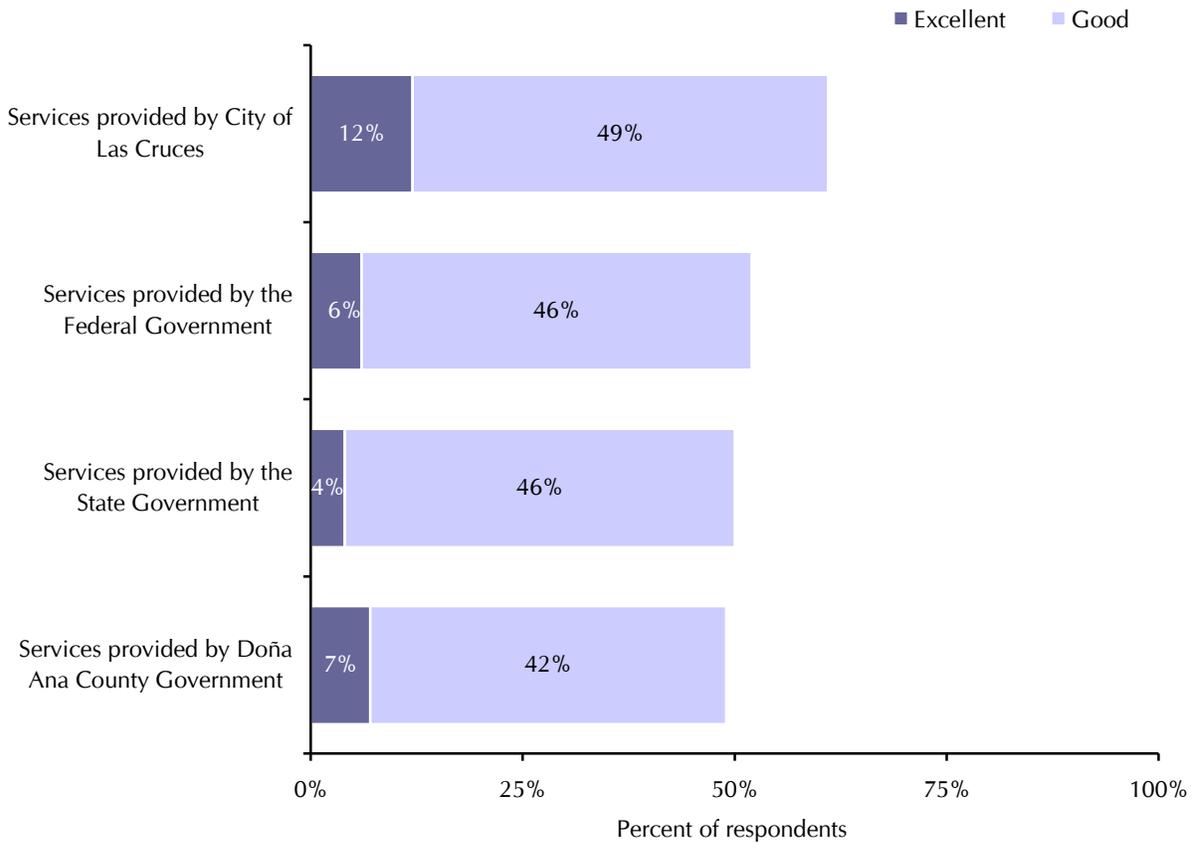


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Las Cruces	Much below
Services provided by the Federal Government	Above
Services provided by the State Government	Above
Services provided by Doña Ana County Government	Similar

City of Las Cruces Employees

The employees of the City of Las Cruces who interact with the public create the first impression that most residents have of the City of Las Cruces. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Las Cruces. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Las Cruces staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 52% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 70% of respondents rated their overall impression as "excellent" or "good."

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

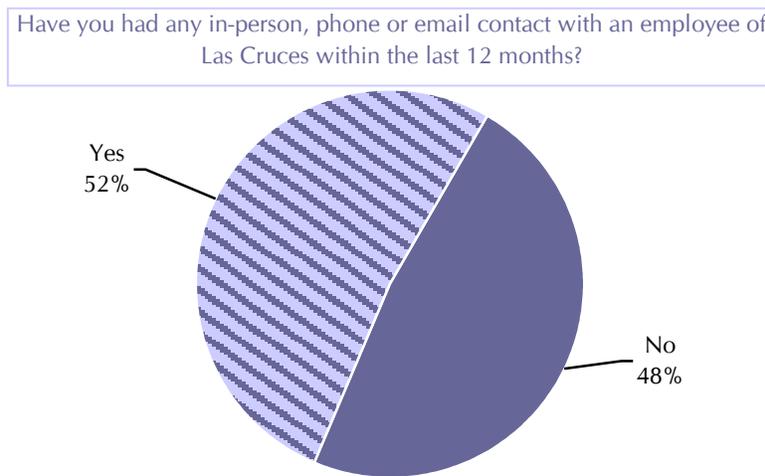


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Similar

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

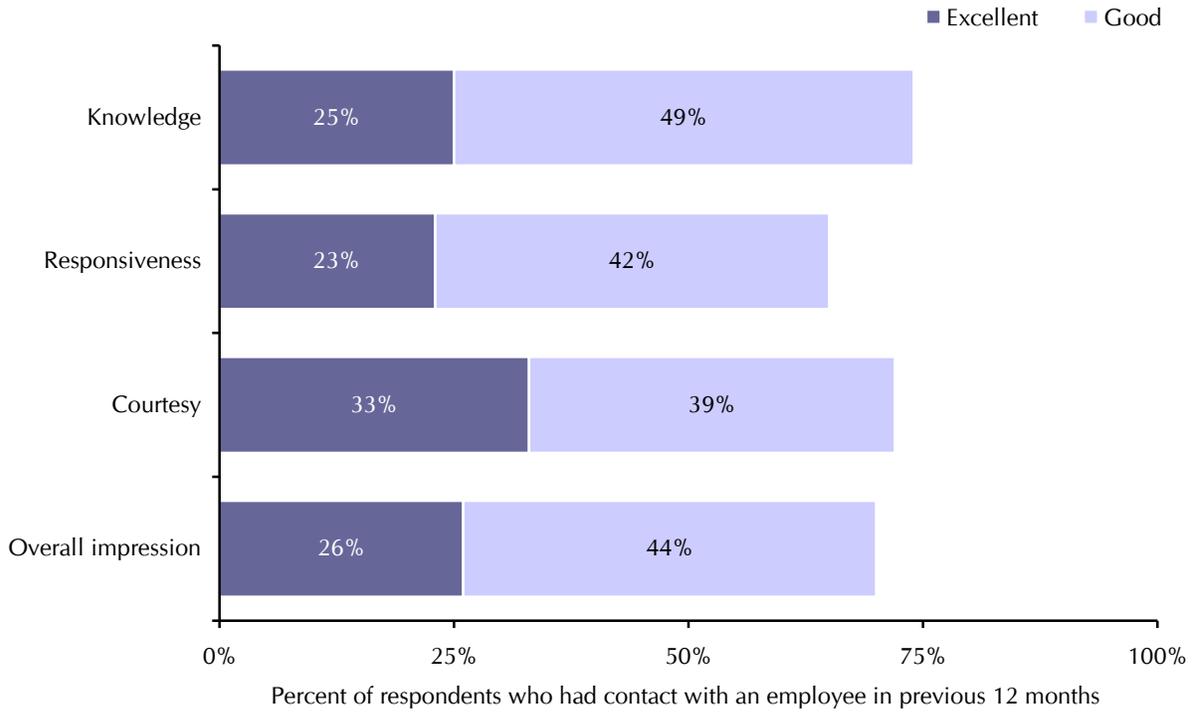


FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much below
Responsiveness	Much below
Courteousness	Much below
Overall impression	Below

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Las Cruces by examining the relationships between ratings of each service and ratings of the City of Las Cruces' overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Las Cruces can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Las Cruces Key Driver Analysis were:

- Police services
- Public schools
- Sewer services
- Storm drainage

CITY OF LAS CRUCES ACTION CHART™

The 2012 City of Las Cruces Action Chart™ on the following page combines two dimensions of performance:

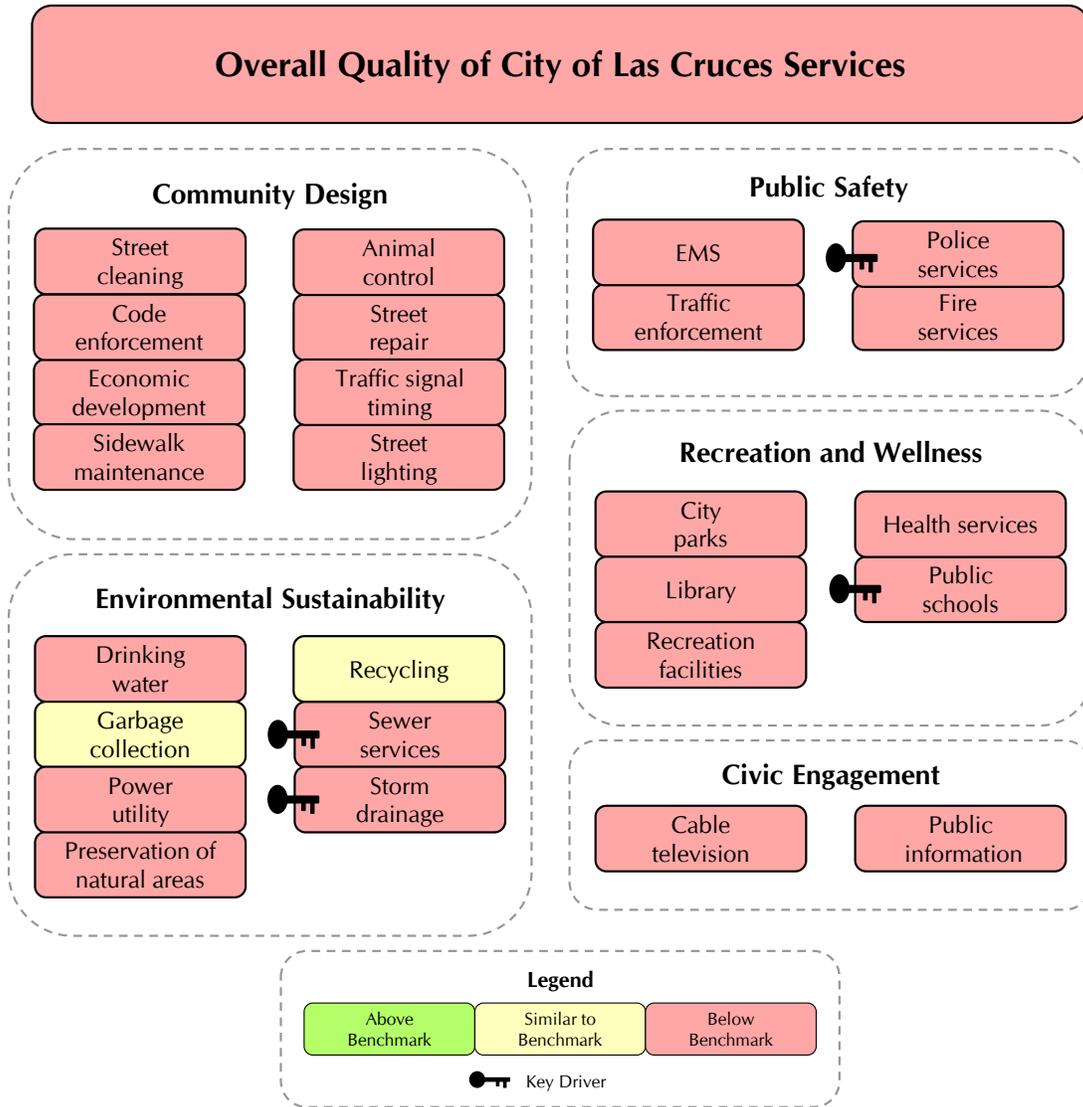
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-six services were included in the KDA for the City of Las Cruces. Of these, 24 were below the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Las Cruces, police services, public schools, sewer services and storm drainage were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Excluding “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 91: CITY OF LAS CRUCES ACTION CHART



Using Your Action Chart™

The key drivers derived for the City of Las Cruces provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Las Cruces, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Las Cruces, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Las Cruces residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Las Cruces key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	City of Las Cruces Key Driver	National Key Driver	Core Service
• Police services	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
• Storm drainage	✓		✓
Drinking water			✓
• Sewer services	✓		✓
Power (electric and/or gas) utility			✓
◦ City parks			
◦ Recreation centers or facilities			
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
Public information services		✓	
• Public schools	✓	✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1	
To what extent would you support or oppose a tax revenue increase dedicated to funding quality of life issues in Las Cruces (possibly including parks, ball fields, gymnasiums, museums, libraries, community centers, median landscaping or swimming pools)?	Percent of respondents
Strongly support	30%
Somewhat support	41%
Somewhat oppose	15%
Strongly oppose	14%
Total	100%

Custom Question 2	
To what extent would you support or oppose a tax revenue increase to support transportation needs, including improved roads, traffic management, transit/public transportation, bicycle and pedestrian trails?	Percent of respondents
Strongly support	35%
Somewhat support	40%
Somewhat oppose	14%
Strongly oppose	11%
Total	100%

Custom Question 3					
If the City had to reduce spending due to reduced revenues, how much you would support or oppose service reductions in each of the following areas?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Senior services (community centers, meal programs)	19%	24%	36%	20%	100%
Public safety (police and fire services)	18%	12%	22%	48%	100%
Transit systems (Roadrunner bus routes, dial-a-ride)	17%	39%	28%	15%	100%
Other	17%	43%	31%	9%	100%
Museums/libraries	16%	40%	26%	17%	100%
Parks and recreation (parks, playgrounds, pools, ball fields)	13%	33%	40%	15%	100%
Streets (maintenance and traffic systems)	13%	22%	43%	22%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Las Cruces:	Excellent	Good	Fair	Poor	Total
Las Cruces as a place to live	21%	54%	21%	4%	100%
Your neighborhood as a place to live	22%	49%	22%	7%	100%
Las Cruces as a place to raise children	13%	45%	30%	12%	100%
Las Cruces as a place to work	7%	27%	41%	25%	100%
Las Cruces as a place to retire	24%	47%	27%	3%	100%
The overall quality of life in Las Cruces	12%	55%	28%	5%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	9%	45%	32%	14%	100%
Openness and acceptance of the community toward people of diverse backgrounds	17%	51%	23%	9%	100%
Overall appearance of Las Cruces	10%	35%	42%	13%	100%
Cleanliness of Las Cruces	10%	37%	42%	12%	100%
Overall quality of new development in Las Cruces	8%	49%	33%	11%	100%
Variety of housing options	8%	46%	31%	16%	100%
Overall quality of business and service establishments in Las Cruces	6%	41%	36%	17%	100%
Shopping opportunities	7%	35%	38%	20%	100%
Opportunities to attend cultural activities	9%	33%	35%	22%	100%
Recreational opportunities	9%	32%	31%	28%	100%
Employment opportunities	3%	18%	33%	46%	100%
Educational opportunities	11%	47%	28%	14%	100%
Opportunities to participate in social events and activities	11%	35%	38%	16%	100%
Opportunities to volunteer	13%	53%	27%	7%	100%
Opportunities to participate in community matters	10%	39%	37%	14%	100%
Ease of car travel in Las Cruces	15%	40%	31%	14%	100%
Ease of bus travel in Las Cruces	5%	25%	39%	32%	100%
Ease of bicycle travel in Las Cruces	6%	29%	43%	22%	100%
Ease of walking in Las Cruces	12%	35%	34%	19%	100%
Availability of paths and walking trails	14%	35%	32%	19%	100%
Traffic flow on major streets	5%	24%	41%	30%	100%
Amount of public parking	9%	33%	45%	13%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	5%	36%	42%	17%	100%
Availability of affordable quality child care	7%	28%	37%	28%	100%
Availability of affordable quality health care	7%	34%	32%	27%	100%
Availability of preventive health services	8%	34%	39%	19%	100%
Air quality	17%	46%	28%	8%	100%
Quality of overall natural environment in Las Cruces	17%	45%	34%	3%	100%
Overall image or reputation of Las Cruces	13%	43%	37%	7%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Las Cruces over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	8%	49%	33%	10%	100%
Retail growth (stores, restaurants, etc.)	13%	32%	47%	8%	1%	100%
Jobs growth	40%	41%	19%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Las Cruces?	Percent of respondents
Not a problem	3%
Minor problem	25%
Moderate problem	53%
Major problem	19%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Las Cruces:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	15%	46%	15%	21%	4%	100%
Property crimes (e.g., burglary, theft)	9%	36%	18%	29%	8%	100%
Environmental hazards, including toxic waste	33%	36%	20%	9%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	56%	31%	6%	5%	1%	100%
In your neighborhood after dark	24%	44%	14%	14%	4%	100%
In Las Cruces' downtown area during the day	43%	35%	10%	10%	3%	100%
In Las Cruces' downtown area after dark	11%	31%	16%	33%	10%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Las Cruces Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Las Cruces Police Department within the last 12 months?	69%	31%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Las Cruces Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Las Cruces Police Department?	27%	33%	20%	20%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Las Cruces?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Las Cruces public libraries or their services	33%	30%	23%	7%	7%	100%
Used Las Cruces recreation centers	44%	26%	20%	6%	4%	100%
Participated in a recreation program or activity	58%	17%	18%	4%	4%	100%
Visited a neighborhood park or City park	11%	21%	39%	20%	10%	100%
Ridden a local bus within Las Cruces	79%	10%	6%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	71%	24%	5%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	54%	34%	11%	0%	0%	100%
Read Las Cruces Newsletter	24%	25%	34%	10%	8%	100%
Visited the City of Las Cruces Web site (at www.las-cruces.org/)	35%	21%	32%	9%	4%	100%
Recycled used paper, cans or bottles from your home	10%	4%	11%	15%	60%	100%
Volunteered your time to some group or activity in Las Cruces	46%	21%	16%	7%	10%	100%
Participated in a club or civic group in Las Cruces	58%	15%	16%	5%	6%	100%
Provided help to a friend or neighbor	5%	20%	36%	21%	19%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	17%
Several times a week	32%
Several times a month	19%
Less than several times a month	32%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Las Cruces:	Excellent	Good	Fair	Poor	Total
Police services	18%	49%	20%	13%	100%
Fire services	32%	57%	9%	3%	100%
Ambulance or emergency medical services	24%	53%	16%	7%	100%
Crime prevention	7%	41%	36%	16%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Las Cruces:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	13%	49%	29%	10%	100%
Municipal courts	9%	35%	38%	18%	100%
Traffic enforcement	5%	35%	30%	29%	100%
Street repair	3%	27%	31%	39%	100%
Street cleaning	10%	32%	35%	23%	100%
Street lighting	9%	36%	33%	22%	100%
Snow removal	4%	29%	33%	33%	100%
Sidewalk maintenance	6%	34%	33%	27%	100%
Traffic signal timing	6%	23%	34%	36%	100%
Bus or transit services	8%	29%	37%	26%	100%
Garbage collection	35%	45%	17%	4%	100%
Recycling	32%	39%	19%	10%	100%
Yard waste pick-up	29%	38%	19%	14%	100%
Storm drainage	9%	33%	31%	27%	100%
Drinking water	9%	34%	40%	17%	100%
Sewer services	14%	50%	30%	6%	100%
Power (electric and/or gas) utility	19%	46%	23%	12%	100%
City parks	20%	50%	25%	5%	100%
Recreation programs or classes	14%	42%	35%	9%	100%
Recreation centers or facilities	13%	42%	32%	13%	100%
Land use, planning and zoning	4%	32%	42%	23%	100%
Code enforcement (weeds, abandoned buildings, etc.)	3%	24%	41%	31%	100%
Animal control	11%	37%	29%	22%	100%
Economic development	5%	30%	42%	24%	100%
Health services	6%	47%	32%	15%	100%
Services to seniors	8%	47%	23%	21%	100%
Services to youth	5%	36%	25%	33%	100%
Services to low-income people	7%	39%	27%	27%	100%
Public library services	19%	51%	21%	9%	100%
Public information services	16%	37%	36%	11%	100%
Public schools	7%	39%	37%	16%	100%
Cable television	5%	32%	35%	27%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	32%	31%	27%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	7%	38%	36%	19%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Las Cruces	12%	49%	33%	7%	100%
The Federal Government	6%	46%	36%	13%	100%
The State Government	4%	46%	38%	12%	100%
Doña Ana County Government	7%	42%	36%	15%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Las Cruces to someone who asks	34%	45%	10%	11%	100%
Remain in Las Cruces for the next five years	42%	34%	10%	13%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	6%
Somewhat positive	13%
Neutral	41%
Somewhat negative	31%
Very negative	9%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Las Cruces Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Las Cruces Fire Department within the last 12 months?	78%	22%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Las Cruces Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Las Cruces Fire Department?	66%	22%	8%	4%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Las Cruces within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Las Cruces in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	25%	49%	17%	8%	100%
Responsiveness	23%	42%	24%	11%	100%
Courtesy	33%	39%	15%	14%	100%
Overall impression	26%	44%	18%	13%	100%

Question 21: Government Performance					
Please rate the following categories of Las Cruces government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Las Cruces	8%	41%	38%	13%	100%
The overall direction that Las Cruces is taking	10%	39%	36%	15%	100%
The job Las Cruces government does at welcoming citizen involvement	6%	27%	43%	25%	100%

Question 22a: Custom Question 1	
To what extent would you support or oppose a tax revenue increase dedicated to funding quality of life issues in Las Cruces (possibly including parks, ball fields, gymnasiums, museums, libraries, community centers, median landscaping or swimming pools)?	Percent of respondents
Strongly support	30%
Somewhat support	41%
Somewhat oppose	15%
Strongly oppose	14%
Total	100%

Question 22b: Custom Question 2	
To what extent would you support or oppose a tax revenue increase to support transportation needs, including improved roads, traffic management, transit/public transportation, bicycle and pedestrian trails?	Percent of respondents
Strongly support	35%
Somewhat support	40%
Somewhat oppose	14%
Strongly oppose	11%
Total	100%

Question 22c: Custom Question 3					
If the City had to reduce spending due to reduced revenues, how much you would support or oppose service reductions in each of the following areas?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Streets (maintenance and traffic systems)	13%	22%	43%	22%	100%
Public safety (police and fire services)	18%	12%	22%	48%	100%
Parks and recreation (parks, playgrounds, pools, ball fields)	13%	33%	40%	15%	100%
Senior services (community centers, meal programs)	19%	24%	36%	20%	100%
Transit systems (Roadrunner bus routes, dial-a-ride)	17%	39%	28%	15%	100%
Museums/libraries	16%	40%	26%	17%	100%
Other	17%	43%	31%	9%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	38%
Yes, full-time	49%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	3%
Walk	3%
Bicycle	2%
Work at home	5%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Las Cruces?	Percent of respondents
Less than 2 years	10%
2 to 5 years	22%
6 to 10 years	12%
11 to 20 years	14%
More than 20 years	41%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	63%
House attached to one or more houses (e.g., a duplex or townhome)	8%
Building with two or more apartments or condominiums	24%
Mobile home	4%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	45%
Owned by you or someone in this house with a mortgage or free and clear	55%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	11%
\$300 to \$599 per month	25%
\$600 to \$999 per month	36%
\$1,000 to \$1,499 per month	21%
\$1,500 to \$2,499 per month	6%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	63%
Yes	37%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	74%
Yes	26%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	30%
\$25,000 to \$49,999	27%
\$50,000 to \$99,999	31%
\$100,000 to \$149,999	8%
\$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	50%
Yes, I consider myself to be Spanish, Hispanic or Latino	50%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	1%
White	78%
Other	20%

Total may exceed 100% as respondents could select more than one option

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	8%
25 to 34 years	26%
35 to 44 years	11%
45 to 54 years	18%
55 to 64 years	13%
65 to 74 years	12%
75 years or older	11%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	84%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	20%
Yes	76%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	8%
Yes	92%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	59%
Yes	41%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	23%
Land line	55%
Both	22%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Las Cruces:	Excellent		Good		Fair		Poor		Don't know		Total	
	Las Cruces as a place to live	21%	65	54%	162	21%	64	4%	11	0%	0	100%
Your neighborhood as a place to live	22%	67	48%	145	22%	66	7%	20	1%	4	100%	302
Las Cruces as a place to raise children	11%	32	38%	112	25%	74	10%	31	17%	50	100%	299
Las Cruces as a place to work	7%	20	24%	71	38%	111	23%	67	8%	25	100%	294
Las Cruces as a place to retire	20%	60	39%	117	23%	68	2%	6	16%	47	100%	299
The overall quality of life in Las Cruces	12%	35	54%	162	28%	83	5%	16	1%	3	100%	299

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	8%	25	44%	130	31%	92	13%	40	3%	8	100%
Openness and acceptance of the community toward people of diverse backgrounds	16%	46	48%	142	22%	64	9%	26	7%	19	100%	298
Overall appearance of Las Cruces	10%	31	34%	102	41%	124	13%	38	2%	7	100%	301
Cleanliness of Las Cruces	10%	29	36%	107	41%	122	11%	34	2%	7	100%	298
Overall quality of new development in Las Cruces	7%	22	45%	136	30%	91	10%	31	7%	21	100%	300
Variety of housing options	7%	21	43%	127	29%	85	15%	45	7%	20	100%	298
Overall quality of business and service establishments in Las Cruces	6%	17	40%	120	34%	104	16%	48	4%	13	100%	302
Shopping opportunities	7%	21	34%	103	37%	112	20%	60	2%	7	100%	302
Opportunities to attend cultural activities	9%	27	32%	95	33%	100	21%	64	5%	14	100%	300
Recreational opportunities	8%	25	29%	88	29%	87	26%	78	7%	21	100%	299
Employment opportunities	2%	7	16%	48	28%	85	40%	121	14%	41	100%	301

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Las Cruces as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	11%	32	45%	133	26%	79	14%	41	5%	14	100%
Opportunities to participate in social events and activities	10%	31	31%	93	35%	104	14%	42	9%	28	100%	298
Opportunities to volunteer	12%	35	46%	137	24%	70	6%	17	12%	37	100%	296
Opportunities to participate in community matters	9%	27	33%	99	31%	94	11%	35	16%	48	100%	301
Ease of car travel in Las Cruces	14%	43	39%	116	29%	88	13%	39	4%	13	100%	300
Ease of bus travel in Las Cruces	3%	8	15%	44	23%	69	19%	56	41%	124	100%	301
Ease of bicycle travel in Las Cruces	4%	13	21%	61	31%	93	16%	48	27%	80	100%	295
Ease of walking in Las Cruces	11%	33	32%	97	31%	95	18%	53	8%	24	100%	302
Availability of paths and walking trails	13%	38	33%	98	30%	88	18%	52	7%	21	100%	296
Traffic flow on major streets	5%	14	23%	70	40%	119	28%	85	4%	12	100%	299
Amount of public parking	8%	24	31%	93	43%	128	13%	38	5%	15	100%	298
Availability of affordable quality housing	4%	13	31%	93	37%	109	15%	43	13%	40	100%	297
Availability of affordable quality child care	4%	12	16%	48	21%	62	16%	47	44%	130	100%	299
Availability of affordable quality health care	6%	18	30%	90	28%	84	23%	69	12%	37	100%	298
Availability of preventive health services	6%	19	28%	85	33%	99	16%	48	16%	47	100%	300
Air quality	17%	51	45%	135	28%	82	8%	23	3%	7	100%	298
Quality of overall natural environment in Las Cruces	17%	50	44%	131	33%	100	3%	10	3%	10	100%	300
Overall image or reputation of Las Cruces	12%	36	41%	125	35%	108	6%	19	5%	15	100%	303

Question 3: Growth														
Please rate the speed of growth in the following categories in Las Cruces over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	2	7%	21	41%	124	27%	83	8%	25	16%	48	100%
Retail growth (stores, restaurants, etc.)	12%	35	29%	88	43%	129	7%	22	1%	3	8%	23	100%	300
Jobs growth	34%	101	34%	103	16%	48	1%	2	0%	0	16%	47	100%	301

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Las Cruces?	Percent of respondents	Count
Not a problem	3%	9
Minor problem	24%	72
Moderate problem	51%	153
Major problem	18%	54
Don't know	4%	13
Total	100%	301

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Las Cruces:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	14%	43	45%	134	14%	43	20%	60	4%	13	2%	5	100%
Property crimes (e.g., burglary, theft)	9%	25	36%	104	18%	52	28%	83	7%	22	2%	6	100%	293
Environmental hazards, including toxic waste	30%	89	33%	96	19%	55	9%	25	2%	6	8%	23	100%	294

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	56%	169	31%	94	6%	18	5%	15	1%	4	0%	1	100%
In your neighborhood after dark	24%	71	43%	130	14%	43	14%	42	4%	12	1%	2	100%	302
In Las Cruces' downtown area during the day	40%	120	32%	97	9%	28	9%	27	2%	7	7%	21	100%	300
In Las Cruces' downtown area after dark	9%	27	26%	79	13%	41	28%	84	8%	25	15%	46	100%	302

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Las Cruces Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Las Cruces Police Department within the last 12 months?	68%	204	31%	93	1%	2	100%	299

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Las Cruces Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Las Cruces Police Department?	27%	25	32%	30	20%	19	20%	18	1%	1	100%	93

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	90%	269
Yes	10%	30
Don't know	0%	1
Total	100%	300

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	47%	14
Yes	53%	16
Don't know	0%	0
Total	100%	30

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Las Cruces?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Las Cruces public libraries or their services	33%	99	30%	91	23%	69	7%	21	7%	20	100%	300
Used Las Cruces recreation centers	44%	132	26%	78	20%	59	6%	18	4%	13	100%	299
Participated in a recreation program or activity	58%	174	17%	50	18%	53	4%	11	4%	11	100%	299
Visited a neighborhood park or City park	11%	32	21%	62	39%	115	20%	58	10%	28	100%	295
Ridden a local bus within Las Cruces	79%	234	10%	28	6%	19	1%	4	3%	10	100%	295
Attended a meeting of local elected officials or other local public meeting	71%	212	24%	71	5%	15	0%	1	0%	0	100%	299
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	54%	162	34%	101	11%	34	0%	1	0%	1	100%	299
Read Las Cruces Newsletter	24%	70	25%	74	34%	99	10%	28	8%	22	100%	294
Visited the City of Las Cruces Web site (at www.las-cruces.org/)	35%	105	21%	63	32%	94	9%	26	4%	11	100%	299
Recycled used paper, cans or bottles from your home	10%	29	4%	12	11%	34	15%	46	60%	178	100%	299
Volunteered your time to some group or activity in Las Cruces	46%	135	21%	62	16%	48	7%	20	10%	30	100%	296
Participated in a club or civic group in Las Cruces	58%	172	15%	45	16%	48	5%	14	6%	19	100%	297
Provided help to a friend or neighbor	5%	15	20%	58	36%	106	21%	62	19%	56	100%	298

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	17%	52
Several times a week	32%	98
Several times a month	19%	56
Less than several times a month	32%	97
Total	100%	302

Question 13: Service Quality												
Please rate the quality of each of the following services in Las Cruces:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	16%	47	45%	130	18%	51	12%	35	9%	26	100%
Fire services	25%	74	46%	132	7%	20	2%	6	20%	58	100%	290
Ambulance or emergency medical services	19%	56	43%	124	13%	38	6%	17	19%	54	100%	289
Crime prevention	5%	16	34%	97	30%	86	13%	37	19%	54	100%	290
Fire prevention and education	9%	26	35%	102	21%	60	7%	21	28%	80	100%	289
Municipal courts	6%	16	22%	63	24%	70	11%	32	37%	107	100%	288
Traffic enforcement	5%	14	31%	90	27%	77	26%	74	12%	35	100%	289
Street repair	3%	9	26%	75	30%	86	37%	109	4%	12	100%	291
Street cleaning	10%	28	31%	88	33%	94	21%	62	5%	16	100%	288
Street lighting	8%	24	34%	98	31%	90	21%	60	6%	19	100%	291
Snow removal	2%	7	16%	46	19%	52	19%	52	44%	125	100%	282
Sidewalk maintenance	5%	15	30%	85	28%	82	24%	68	13%	37	100%	287
Traffic signal timing	6%	18	22%	64	33%	97	35%	102	3%	8	100%	290
Bus or transit services	4%	13	16%	46	20%	57	14%	41	45%	131	100%	288
Garbage collection	34%	100	43%	127	16%	47	4%	10	3%	8	100%	292
Recycling	31%	89	37%	108	18%	51	9%	27	5%	14	100%	290
Yard waste pick-up	21%	59	28%	78	14%	39	10%	28	28%	78	100%	282

Question 13: Service Quality												
Please rate the quality of each of the following services in Las Cruces:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Storm drainage	8%	22	28%	79	26%	73	23%	64	17%	47	100%	285
Drinking water	9%	25	33%	95	39%	112	17%	48	3%	9	100%	290
Sewer services	12%	35	43%	125	26%	74	5%	15	14%	40	100%	287
Power (electric and/or gas) utility	19%	54	45%	129	23%	66	11%	33	2%	6	100%	289
City parks	19%	54	48%	139	24%	70	5%	13	4%	13	100%	289
Recreation programs or classes	10%	27	29%	82	23%	67	6%	18	32%	93	100%	288
Recreation centers or facilities	10%	28	31%	90	24%	69	9%	27	26%	76	100%	289
Land use, planning and zoning	3%	7	22%	64	29%	85	16%	48	30%	87	100%	290
Code enforcement (weeds, abandoned buildings, etc.)	2%	7	20%	57	33%	96	25%	73	19%	56	100%	289
Animal control	9%	26	30%	87	23%	68	18%	51	20%	58	100%	290
Economic development	3%	10	23%	66	32%	91	18%	51	23%	65	100%	282
Health services	5%	14	42%	120	28%	82	13%	37	12%	35	100%	290
Services to seniors	6%	16	31%	92	15%	45	14%	41	34%	98	100%	292
Services to youth	3%	9	23%	67	16%	47	21%	61	37%	108	100%	291
Services to low-income people	4%	12	24%	68	16%	47	16%	46	40%	115	100%	288
Public library services	16%	45	41%	121	17%	50	7%	20	19%	55	100%	291
Public information services	12%	35	29%	83	28%	81	9%	26	22%	65	100%	289
Public schools	6%	17	30%	89	28%	83	13%	37	23%	67	100%	292
Cable television	4%	12	26%	74	29%	82	22%	64	19%	54	100%	286
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	15	18%	49	17%	48	15%	42	44%	123	100%	278
Preservation of natural areas such as open space, farmlands and greenbelts	5%	14	28%	77	26%	73	14%	39	27%	74	100%	277

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Las Cruces	11%	33	47%	138	32%	94	7%	19	2%	7	100%
The Federal Government	5%	15	41%	119	32%	93	12%	34	11%	32	100%	292
The State Government	4%	11	42%	121	34%	100	11%	31	10%	29	100%	292
Doña Ana County Government	6%	18	36%	106	32%	93	13%	39	12%	36	100%	292

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Las Cruces to someone who asks	33%	98	44%	128	10%	29	11%	33	2%	6	100%
Remain in Las Cruces for the next five years	41%	118	33%	96	10%	28	13%	36	3%	9	100%	287

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	6%	17
Somewhat positive	13%	37
Neutral	41%	121
Somewhat negative	31%	89
Very negative	9%	26
Total	100%	292

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Las Cruces Fire Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the City of Las Cruces Fire Department within the last 12 months?	78%	235	22%	66	0%	1	100%	302

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Las Cruces Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Las Cruces Fire Department?	66%	44	22%	14	8%	6	4%	3	0%	0	100%	66

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Las Cruces within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	48%	146
Yes	52%	158
Total	100%	303

Question 20: City Employees												
What was your impression of the employee(s) of the City of Las Cruces in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	25%	40	49%	77	17%	27	8%	13	1%	1	100%	158
Responsiveness	22%	35	42%	66	24%	38	11%	17	1%	1	100%	158
Courtesy	33%	52	39%	61	15%	23	14%	21	0%	0	100%	157
Overall impression	25%	40	44%	69	17%	27	13%	20	1%	1	100%	158

Question 21: Government Performance												
Please rate the following categories of Las Cruces government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Las Cruces	7%	20	35%	106	32%	97	11%	33	15%	46	100%	302
The overall direction that Las Cruces is taking	9%	26	35%	105	32%	97	13%	40	11%	34	100%	303
The job Las Cruces government does at welcoming citizen involvement	4%	13	21%	62	33%	99	19%	58	23%	69	100%	302

Question 22a: Custom Question 1		
To what extent would you support or oppose a tax revenue increase dedicated to funding quality of life issues in Las Cruces (possibly including parks, ball fields, gymnasiums, museums, libraries, community centers, median landscaping or swimming pools)?	Percent of respondents	Count
Strongly support	28%	86
Somewhat support	38%	115
Somewhat oppose	14%	42
Strongly oppose	13%	40
Don't know	7%	20
Total	100%	304

Question 22b: Custom Question 2		
To what extent would you support or oppose a tax revenue increase to support transportation needs, including improved roads, traffic management, transit/public transportation, bicycle and pedestrian trails?	Percent of respondents	Count
Strongly support	33%	99
Somewhat support	38%	113
Somewhat oppose	13%	40
Strongly oppose	10%	30
Don't know	6%	19
Total	100%	300

Question 22c: Custom Question 3										
If the City had to reduce spending due to reduced revenues, how much you would support or oppose service reductions in each of the following areas?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	Streets (maintenance and traffic systems)	13%	38	22%	65	43%	125	22%	65	100%
Public safety (police and fire services)	18%	53	12%	34	22%	65	48%	143	100%	295
Parks and recreation (parks, playgrounds, pools, ball fields)	13%	37	33%	96	40%	117	15%	45	100%	296
Senior services (community centers, meal programs)	19%	56	24%	71	36%	107	20%	60	100%	294
Transit systems (Roadrunner bus routes, dial-a-ride)	17%	51	39%	115	28%	82	15%	45	100%	292
Museums/libraries	16%	48	40%	120	26%	78	17%	50	100%	296
Other	17%	36	43%	91	31%	65	9%	19	100%	211

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	38%	114
Yes, full-time	49%	147
Yes, part-time	12%	37
Total	100%	299

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	3%
Walk	3%
Bicycle	2%
Work at home	5%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Las Cruces?	Percent of respondents	Count
Less than 2 years	10%	31
2 to 5 years	22%	67
6 to 10 years	12%	37
11 to 20 years	14%	42
More than 20 years	41%	124
Total	100%	301

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	63%	189
House attached to one or more houses (e.g., a duplex or townhome)	8%	23
Building with two or more apartments or condominiums	24%	71
Mobile home	4%	13
Other	1%	4
Total	100%	301

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	45%	129
Owned by you or someone in this house with a mortgage or free and clear	55%	160
Total	100%	289

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	11%	31
\$300 to \$599 per month	25%	72
\$600 to \$999 per month	36%	102
\$1,000 to \$1,499 per month	21%	61
\$1,500 to \$2,499 per month	6%	16
\$2,500 or more per month	2%	5
Total	100%	287

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	63%	183
Yes	37%	107
Total	100%	290

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	74%	220
Yes	26%	79
Total	100%	299

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	30%	86
\$25,000 to \$49,999	27%	75
\$50,000 to \$99,999	31%	87
\$100,000 to \$149,999	8%	22
\$150,000 or more	4%	12
Total	100%	281

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	50%	146
Yes, I consider myself to be Spanish, Hispanic or Latino	50%	147
Total	100%	293

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	5
Asian, Asian Indian or Pacific Islander	1%	3
Black or African American	1%	3
White	78%	226
Other	20%	57

Total may exceed 100% as respondents could select more than one option

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	8%	24
25 to 34 years	26%	78
35 to 44 years	11%	33
45 to 54 years	18%	55
55 to 64 years	13%	38
65 to 74 years	12%	36
75 years or older	11%	31
Total	100%	296

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	157
Male	46%	136
Total	100%	294

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	13%	40
Yes	83%	247
Ineligible to vote	2%	6
Don't know	2%	5
Total	100%	298

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	20%	60
Yes	74%	222
Ineligible to vote	4%	11
Don't know	2%	6
Total	100%	299

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	24
Yes	92%	271
Total	100%	294

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	59%	175
Yes	41%	121
Total	100%	297

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	23%	22
Land line	55%	54
Both	22%	21
Total	100%	97

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

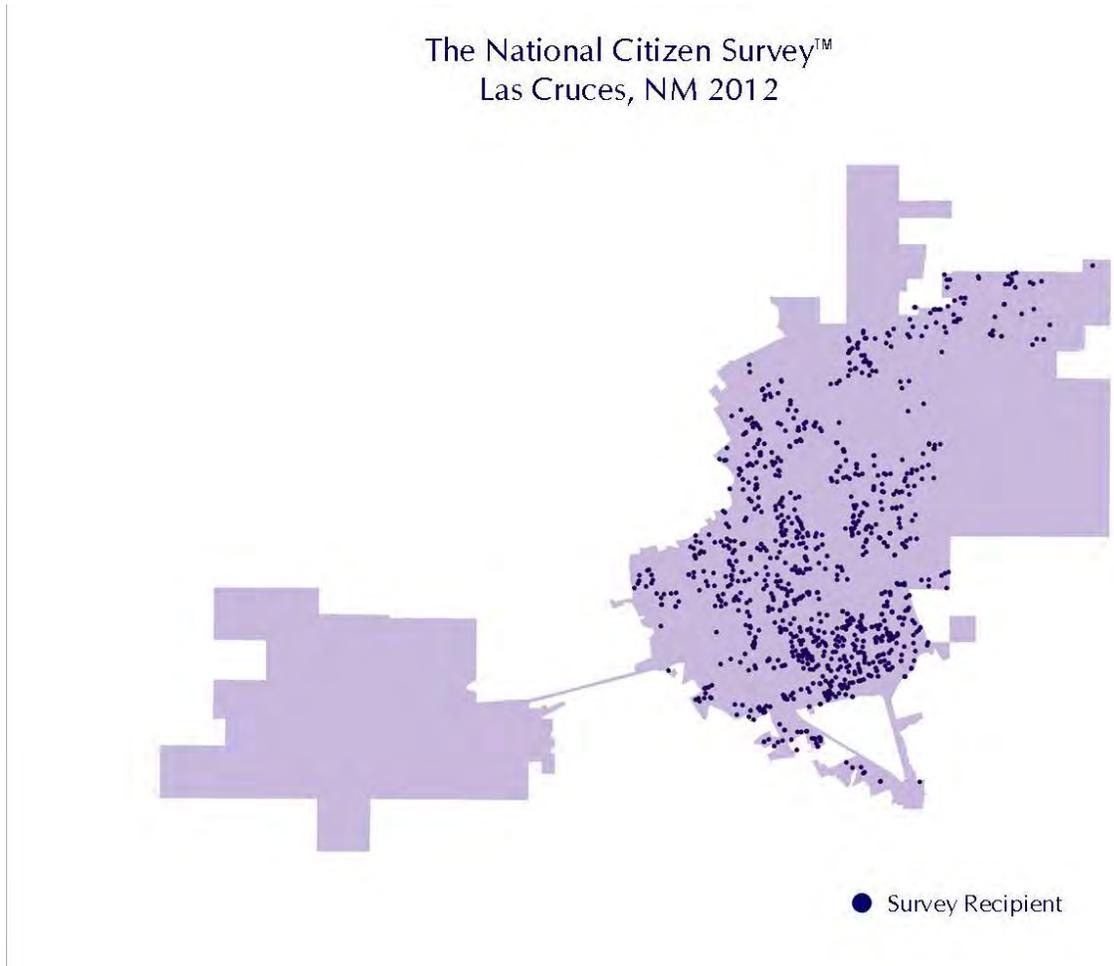
Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Las Cruces were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Las Cruces boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Las Cruces households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Las Cruces boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Las Cruces. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

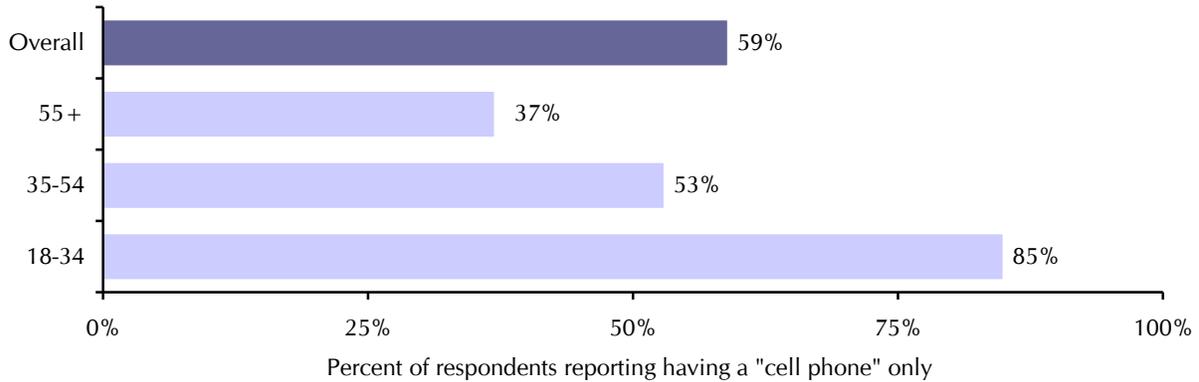
FIGURE 93: LOCATION OF SURVEY RECIPIENTS



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Las Cruces has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN LAS CRUCES



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 21, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Assistant City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following eight weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Las Cruces survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (309 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Las Cruces. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, housing tenure, race, ethnicity and gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to five demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents

an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table below.

Las Cruces, NM Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	44%	33%	45%
Own home	56%	67%	55%
Detached unit	68%	69%	67%
Attached unit	32%	31%	33%
Race and Ethnicity			
White	77%	74%	77%
Not white	23%	26%	23%
Not Hispanic	49%	70%	50%
Hispanic	51%	30%	50%
White alone, not Hispanic	43%	59%	46%
Hispanic and/or other race	57%	41%	54%
Sex and Age			
Female	52%	55%	54%
Male	48%	45%	46%
18-34 years of age	38%	14%	35%
35-54 years of age	30%	24%	30%
55+ years of age	32%	62%	36%
Females 18-34	19%	10%	18%
Females 35-54	16%	15%	17%
Females 55+	17%	31%	19%
Males 18-34	19%	4%	17%
Males 35-54	14%	9%	13%
Males 55+	14%	31%	16%

¹Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Las Cruces to the Benchmark Database

The City of Las Cruces chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Las Cruces Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Las Cruces' results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Las Cruces' rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Las Cruces.

Dear Las Cruces Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Las Cruces. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Mark Winson
Assistant City Manager/CAO

Dear Las Cruces Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Las Cruces. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Sincerely,



Mark Winson
Assistant City Manager/CAO



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



November 2012

Dear City of Las Cruces Resident:

The City of Las Cruces wants to know what you think about our community and municipal government. You have been randomly selected to participate in Las Cruces' 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Las Cruces residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 575-541-2261.

Please help us shape the future of Las Cruces. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Winson".

Mark Winson
Assistant City Manager/CAO



December 2012

Dear City of Las Cruces Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Las Cruces wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Las Cruces' Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Las Cruces residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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Please help us shape the future of Las Cruces. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Winson".

Mark Winson
Assistant City Manager/CAO

The City of Las Cruces 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Las Cruces:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Las Cruces as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Las Cruces as a place to raise children	1	2	3	4	5
Las Cruces as a place to work	1	2	3	4	5
Las Cruces as a place to retire	1	2	3	4	5
The overall quality of life in Las Cruces.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Las Cruces as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Las Cruces	1	2	3	4	5
Cleanliness of Las Cruces.....	1	2	3	4	5
Overall quality of new development in Las Cruces	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Las Cruces	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Las Cruces	1	2	3	4	5
Ease of bus travel in Las Cruces.....	1	2	3	4	5
Ease of bicycle travel in Las Cruces	1	2	3	4	5
Ease of walking in Las Cruces.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Las Cruces.....	1	2	3	4	5
Overall image or reputation of Las Cruces.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Las Cruces over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Las Cruces?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Las Cruces:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Las Cruces' downtown area during the day	1	2	3	4	5	6
In Las Cruces' downtown area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Las Cruces Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Las Cruces Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Las Cruces?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Las Cruces public libraries or their services	1	2	3	4	5
Used Las Cruces recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Las Cruces	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read Las Cruces Newsletter	1	2	3	4	5
Visited the City of Las Cruces Web site (at www.las-cruces.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Las Cruces	1	2	3	4	5
Participated in a club or civic group in Las Cruces	1	2	3	4	5
Provided help to a friend or neighbor.....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Las Cruces 2012 Citizen Survey

13. Please rate the quality of each of the following services in Las Cruces:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Las Cruces	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Doña Ana County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Las Cruces to someone who asks	1	2	3	4	5
Remain in Las Cruces for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the City of Las Cruces Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18
 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Las Cruces Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Las Cruces within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21
 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Las Cruces in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Las Cruces government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Las Cruces.....	1	2	3	4	5
The overall direction that Las Cruces is taking.....	1	2	3	4	5
The job Las Cruces government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. To what extent would you support or oppose a tax revenue increase dedicated to funding quality of life issues in Las Cruces (possibly including parks, ball fields, gymnasiums, museums, libraries, community centers, median landscaping or swimming pools)?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

b. To what extent would you support or oppose a tax revenue increase to support transportation needs, including improved roads, traffic management, transit/public transportation, bicycle and pedestrian trails?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

c. If the City had to reduce spending due to reduced revenues, how much you would support or oppose service reductions in each of the following areas?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Streets (maintenance and traffic systems).....	1	2	3	4
Public safety (police and fire services).....	1	2	3	4
Parks and recreation (parks, playgrounds, pools, ball fields).....	1	2	3	4
Senior services (community centers, meal programs).....	1	2	3	4
Transit systems (Roadrunner bus routes, dial-a-ride).....	1	2	3	4
Museums/libraries.....	1	2	3	4
Other.....	1	2	3	4

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Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Las Cruces?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Las Cruces[®]

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