



# City of Las Cruces<sup>®</sup>

PEOPLE HELPING PEOPLE

## COUNCIL WORK SESSION SUMMARY ROUTING SLIP

Meeting Date June 8, 2015

TITLE: **COMPREHENSIVE PLAN PUBLIC OPINION SURVEY.**

- Are there attachments to the Council Work Session Summary? Yes  No
- Will there be a Video Presentation for this item? Yes  No
- Will there be a PowerPoint Presentation for this item? Yes  No
- If "yes", will a copy of the PowerPoint Presentation be included on the Council Work Session Agenda? Yes  No

DEPARTMENT / ORGANIZATION	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact		528-3271	20 July 2015
Department Director		528-3067	5-20-15
Other			
Assistant City Manager/CAO (if applicable)			
Assistant City Manager/COO (if applicable)		-221	5/21/15
City Manager			



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## Council Work Session Summary

**Meeting Date:** June 8, 2015

**TITLE:** COMPREHENSIVE PLAN PUBLIC OPINION SURVEY.

**PURPOSE(S) OF DISCUSSION:**

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

**BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:**

In January 2015, Community Development presented to the Planning & Zoning Commission information regarding a city-wide survey that was about to be conducted by Research & Polling, Inc. (RPI) for the Community Development Department.

The purpose of this survey was to be part of a robust public input process for the Comprehensive Plan update.

We have now received the final report detailing the results of this survey from RPI.

The key findings of the survey are as follows:

- 1) Overall there is strong public sentiment for growth that is oriented toward infill development using "New Urbanist" (mixed-use) principles, with 82% of respondents favoring infill development where it is appropriate, and approximately 80% of respondents stating that they *agree* or *strongly agree* with mixed uses in neighborhoods;
- 2) Residents reported wanting an increase in a wide range of community assets within walking distances of their residences, led by such perceived assets as employment opportunities (72%), and access to affordable healthy food (63%); and,
- 3) Approximately two-thirds of residents indicated a desire for additional trees and shade (67%), and dedicated bike paths that are built away from the street (68%). They also indicated support for future sidewalks to be set away from the street curbs (58%).

Another significant conclusion that needs to be noted is that there are some significant differences in responses between various demographic segments of the community.

In general, the highest levels of support for the types of development that frequently occurred during the post-World War II era, which emphasized single use, auto-dependent

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neighborhoods were found among older, and higher-income residents. While these residents are found across the various zip codes within the City, they were most prominent in zip code 88012 (which is the area of Las Cruces bounded by I-25 and US 70). These same residents also stressed the importance of “easy access to major highways.”

The respondents to the survey who were most supportive of mixed-use development and who indicated that they would be *very interested* in living in a mixed-use area were those who had lived in Las Cruces fewer than 5 years (59%), those under the age of 50 (46%), and those who live in the 88001 zip code (46%) (which is the area roughly bounded by I-25, University Ave., El Paseo Rd., and Main St.).

Mr. Brian Sanderoff from RPI will be in attendance to present the findings and provide more detail and relevance to the final results.

**SUPPORT INFORMATION:**

1. Attachment “A”, Survey instrument that was administered to approximately 600+ residents of the City.
2. Attachment “B”, Final report detailing the results of this survey from RPI.
3. Attachment “C”, Memorandum M-15-010 dated January 9, 2015 discussing in greater detail the process of selecting the survey firm and the technical standards to be followed in conducting the survey.