

Las Cruces Planning Survey
MARCH 2015
FINAL
n = 600 City of Las Cruces Residents

Hello. My name is (*your name*). I'm calling from Research & Polling, Inc. on behalf of the City of Las Cruces. We are conducting a survey for the City about citizens' attitudes and opinions. We are not selling anything. Your household was selected at random, and all of your answers are confidential. May I please speak to someone who is at least 18? (REPEAT INTRODUCTION WITH 18+ RESPONDENT, IF PERSON ANSWERING PHONE IS UNDER 18)

A. Do you live within the city limits of Las Cruces?

1. Yes
2. No/don't know/won't say (*Thank and Terminate*)

1. What would you say are the three things that you think make Las Cruces special? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

- | | |
|---|---|
| 001. Climate/weather is pleasant | 009. Good economy |
| 002. Friendly people | 010. Good food |
| 003. Cultural diversity | 011. Laid back atmosphere |
| 004. Clean air/environment | 012. Mountain vistas/views |
| 005. Cost of living/housing is low/reasonable | 013. New Mexico State University (NMSU) |
| 006. Crime rate is low | 014. Old Mesilla |
| 007. Educational system/schools are good | 015. Proximity to mountains/wilderness |
| 008. Family lives here | |
| 499. Nothing in particular | |
| 500. Don't know/won't say | |
| Other (<i>SPECIFY</i>) _____ | |

2. What are three things that you would like to change about Las Cruces? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

- | | |
|---|-------------------------------------|
| 001. Lower crime rate | 009. More parks/open spaces |
| 002. Increase wages | 010. Reduce taxes |
| 003. Increase availability of jobs | 011. Lower cost of living/housing |
| 004. Improve educational system/schools | 012. Improve/more youth activities |
| 005. Improve roads/streets/highway conditions | 013. Improve/more senior activities |
| 006. Improve economy | 014. Too hot/milder temperature |
| 007. Improve public safety | 015. Too dry/wetter weather |
| 008. More to do (in general) | 016. Reduce population growth |
| 499. Nothing in particular | |
| 500. Don't know/won't say | |
| Other (<i>SPECIFY</i>) _____ | |

3. What types of businesses, stores, or other things would you like to have more of within walking distance of your home? (Probe) What else? (DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)

- | | |
|-------------------------------------|---|
| 001. Bank | 010. Drug Store/pharmacy |
| 002. Bakery/deli/produce market | 011. Gas Station |
| 003. Bar/nightclub | 012. Grocery store |
| 004. Big Box store (Wal-Mart, etc.) | 013. Restaurant |
| 005. Bookstore | 014. Sports facility/Recreation Center |
| 006. Clothing Store | 015. Department Store (Dillard's, Macy's, etc.) |
| 007. Coffee shop | 016. Shopping Mall |
| 008. Convenience Store | 017. Medical/Dental offices |
| 009. Dry Cleaner | |
| 499. None in particular | |
| 500. Don't know/won't say | |
| Other (SPECIFY) _____ | |

I would like to read a list of things that you may or may not feel are needed within walking or biking distance from your home. Please rate how much you think each is needed using a 5-point scale, where 5 is *seriously needed* and 1 is *not needed at all*.

<i>(RANDOMIZE)</i>	<u>Seriously Needed</u>	<u>Not Needed At All</u>	<u>Don't Know/ Won't Say</u>			
4. Restaurants	5.....	4.....	3.....	2.....	1.....	6
5. Retail shops	5.....	4.....	3.....	2.....	1.....	6
6. A grocery store	5.....	4.....	3.....	2.....	1.....	6
7. Access to public transportation (bus stops/routes).....	5.....	4.....	3.....	2.....	1.....	6
8. Pedestrian friendly streets	5.....	4.....	3.....	2.....	1.....	6
9. More places to walk or bike to	5.....	4.....	3.....	2.....	1.....	6
10. More public art	5.....	4.....	3.....	2.....	1.....	6
11. More public parks or open spaces.....	5.....	4.....	3.....	2.....	1.....	6
12. More community events such as a Farmers Market and other types of outdoor festivals and gatherings.....	5.....	4.....	3.....	2.....	1.....	6
13. Child daycare	5.....	4.....	3.....	2.....	1.....	6
14. Work opportunities.....	5.....	4.....	3.....	2.....	1.....	6
15. Affordable healthy food	5.....	4.....	3.....	2.....	1.....	6
16. Senior daycare.....	5.....	4.....	3.....	2.....	1.....	6

Please tell me if you do each of the following: *several times per week or more; at least once per week; once or twice a month; rarely or never?* How often do you...(READ STATEMENT AND REPEAT RESPONSE CATEGORIES AS NECESSARY)

		<i>Several Times Per Week Or More</i>	<i>At Least Once Per Week</i>	<i>Once or Twice A Month</i>	<i>Rarely or Never</i>	<i>Don't Know/ Won't Say</i>
(RANDOMIZE)						
17.	Walk several blocks or more to a destination or for exercise	4	3	2	1	5
18.	Ride a bicycle	4	3	2	1	5
19.	Take public transit	4	3	2	1	5
20.	Walk or bike to city parks or recreation areas	4	3	2	1	5
21.	What would encourage you to walk or bike in your neighborhood more often?(DO NOT READ CATEGORIES) (TAKE UP TO 3 RESPONSES)					
001.	Bike lanes separated from auto traffic					
002.	Lower speed limits					
003.	More crosswalks					
004.	More stop lights/signs					
005.	Wider/better sidewalks					
006.	Walking/biking trails					
007.	Additional trees/shade					
008.	Pedestrian friendly streets					
009.	More bike lanes in general					
010.	Better health					
011.	Stores close by					
012.	More things to walk to (in general)					
013.	More sidewalks					
014.	Safer neighborhoods					
015.	Better street lighting					
499.	Nothing in particular					
500.	Don't know/won't say					
	Other (<i>SPECIFY</i>) _____					

I would like to read a list of things that you may or may not feel would improve the walking or biking experience in your neighborhood. Please rate how much you think each is needed using a 5-point scale, where 5 is *seriously needed* and 1 is *not needed at all*.

		<i>Seriously Needed</i>	<i>Not Needed At All</i>	<i>Don't Know/ Won't Say</i>			
(RANDOMIZE)							
22.	Wider sidewalks	5	4	3	2	1	6
23.	Sidewalks that are set away from the street curb <i>(poller: buffer between street and sidewalk)</i>	5	4	3	2	1	6
24.	Additional trees/shade	5	4	3	2	1	6
25.	Lower speed limits	5	4	3	2	1	6
26.	More crosswalks	5	4	3	2	1	6
27.	Dedicated bike paths that are built away from the street <i>(poller: not part of street)</i>	5	4	3	2	1	6

Let's assume for a minute that you were deciding to move somewhere else in the next five years. Thinking about your preferences relating to housing, would you rather...(READ AND ROTATE ANSWERS):

28. 1. Live in a community where the types of homes are similar.
 OR
 2. Live in a community where there is a mix of apartments, town houses and single-family homes.
 3. Depends (*Volunteered*)
 4. Don't know/won't say (*DO NOT READ*)

Of these two options, would you rather... (READ AND ROTATE ANSWERS):

29. 1. Live in a neighborhood with smaller yards but is within walking distance to parks, playgrounds and recreation areas.
 OR
 2. Live in a neighborhood with larger yards but is not within walking distance to parks, playground and recreation areas.
 3. Depends (*Volunteered*)
 4. Don't know/won't say (*DO NOT READ*)

Continuing to assume that you were deciding to move somewhere else in the next five years, I am going to read some characteristics that you may look for in a neighborhood or community. Please rate how important each of the following features of a neighborhood are using a 5-point scale where 5 is *very important* and 1 is *not important at all*. The first one is....

<i>(RANDOMIZE)</i>	<i>Very Important</i>	<i>Not Important At All</i>	<i>Don't Know/ Won't Say</i>
30. Easy access to public transportation	5.....4.....3.....2.....1.....6		
31. Having sidewalks and paths for walking and biking	5.....4.....3.....2.....1.....6		
32. Being able to walk to work or school	5.....4.....3.....2.....1.....6		
33. Being able to walk to the grocery store or other stores.....	5.....4.....3.....2.....1.....6		
34. Being able to walk to city parks or recreational areas	5.....4.....3.....2.....1.....6		
35. Being able to walk to dining and entertainment	5.....4.....3.....2.....1.....6		
36. Being able to walk to your family or friends.....	5.....4.....3.....2.....1.....6		
37. Living in a place that's away from it all.....	5.....4.....3.....2.....1.....6		
38. Easy access to major highways.....	5.....4.....3.....2.....1.....6		
39. Having a community garden close by.....	5.....4.....3.....2.....1.....6		
40. Convenient access to city facilities such as recreation centers, senior centers, libraries, and museums	5.....4.....3.....2.....1.....6		
41. Privacy from neighbors.....	5.....4.....3.....2.....1.....6		

42. Using the same 5-point scale, how important is it to you that neighborhoods offer a variety of housing options for adults and families of all ages, including independent and assisted senior living opportunities?

<i>Very</i> <u>Important</u>		<i>Not Important</i> <u>At All</u>	<i>Don't Know/ Won't Say</i>
5	4	3	2
		1	6

43. Thinking about the future, do you feel Las Cruces should grow by (rotate options):

1. Acquiring land outside the current city limits
- OR**
2. Developing or redeveloping land currently within the city limits of Las Cruces
3. Both types of growth (*DO NOT READ*)
4. No growth at all (*DO NOT READ*)
5. Don't know/won't say

44. Do you feel future growth within the city limits of Las Cruces should focus on the core areas of the city that are underdeveloped or underused, or by developing vacant land currently existing at the edges of the City?

1. Develop in the core areas of the city
2. Develop undeveloped land at the edges of the City
3. Both types of growth (*DO NOT READ*)
4. No growth at all (*DO NOT READ*)
5. Don't know/won't say

45. Mixed-use development combines two or more different types of land uses offering a variety of residential, commercial, retail, and entertainment opportunities that are in close proximity to each other. Do you *agree* or *disagree* that Las Cruces should encourage more mixed-use development when planning for the future? (*PAUSE*) Is that strongly or somewhat agree/disagree?

4. Strongly agree
3. Somewhat agree
2. Somewhat disagree
1. Strongly disagree
5. Depends (Volunteered)
6. Don't know/won't say

46. Using a 5-point scale where 5 is *very interested* and 1 is *not interested at all*, please rate your level of interest in living a mixed-use area where you could live, work, shop, and play all within walking or biking distance of each other.

<i>Very</i> <u>Interested</u>		<i>Not Interested</i> <u>At All</u>	<i>Don't Know/ Won't Say</i>
5	4	3	2
		1	6

47. Infill development is the process of building or rebuilding housing and commercial buildings on vacant and underused lots within the city. Through infill, areas could become more dense with a higher number of residential, commercial, and/or retail establishments. Do you agree or disagree that the City of Las Cruces should encourage infill in areas where it is appropriate? (PAUSE) Is that strongly or somewhat agree/disagree?

- | | |
|----------------------|-----------------------------------|
| 4. Strongly agree | 1. Strongly disagree |
| 3. Somewhat agree | 5. Depends (<i>Volunteered</i>) |
| 2. Somewhat disagree | 6. Don't know/won't say |

48. Do you agree or disagree that the City of Las Cruces should require that all new development within the city meet specific energy efficiency and environmental responsibility standards? (PAUSE) Is that strongly or somewhat agree/disagree?

- | | |
|----------------------|-----------------------------------|
| 4. Strongly agree | 1. Strongly disagree |
| 3. Somewhat agree | 5. Depends (<i>Volunteered</i>) |
| 2. Somewhat disagree | 6. Don't know/won't say |

49. Are you: (READ CATEGORIES)

- | | |
|--|--|
| 01. Employed full-time | 05. Full-time homemaker (<i>SKIP TO Q. 51</i>) |
| 02. Employed part-time | 06. Full-time student (<i>SKIP TO Q. 51</i>) |
| 03. Retired (<i>SKIP TO Q. 51</i>) | 07. Disabled (<i>SKIP TO Q. 51</i>) |
| 04. Unemployed, looking for work (<i>SKIP TO Q. 51</i>) | |
| 99. Won't say (<i>DO NOT READ</i>) (<i>SKIP TO Q.51</i>) | |
| Other (<i>SPECIFY</i>) _____ (<i>SKIP TO Q. 51</i>) | |

50. Do you travel outside of Las Cruces to get to work?

1. Yes
2. No
3. Don't know/won't say

THANK YOU FOR YOUR PATIENCE; WE ARE ALMOST DONE. NOW, I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.

51. Into which age category do you fit? (READ CATEGORIES)

1. 18 to 34 years
2. 35 to 49 years
3. 50 to 64 years
4. 65 years or older
5. Won't say (*DO NOT READ*)

52. Do you rent or own your place of residence?

1. Rent
2. Own
3. Don't know/won't say

53. Do you have a parent currently living with you?

1. Yes
2. No
3. Don't know/won't say

54. How many children under 18 are living in your home, if any? (DO NOT READ CATEGORIES)

- | | |
|----------|----------------------------|
| 1. One | 4. Four or more |
| 2. Two | 5. None |
| 3. Three | 6. Won't say (DO NOT READ) |

55. Which of the following categories best describes your total household income? (READ CATEGORIES)

- | | |
|-------------------------|----------------------------|
| 1. Less than \$20,000 | 4. \$60,000 to \$79,999 |
| 2. \$20,000 to \$39,999 | 5. \$80,000 and over |
| 3. \$40,000 to \$59,999 | 6. Won't say (DO NOT READ) |

56. Do you consider yourself to be: (READ CATEGORIES)

- | | |
|---------------------------|-------------------------------|
| 1. Hispanic | 4. Native American Indian |
| 2. Anglo/Caucasian | 5. Or of other/mixed descent? |
| 3. Black/African-American | 6. Won't say (DO NOT READ) |

57. What is the highest level of education you have attained? (READ CATEGORIES)

- | | |
|---|---|
| 1. Some high school | 4. College graduate (4 years) |
| 2. High school graduate | 5. Graduate degree (MD, PhD, J.D., Masters) |
| 3. Some college/associate degree/vocational certificate | 6. Won't say (DO NOT READ) |

58. How long have you been a resident of Las Cruces? (READ CATEGORIES)

- | | |
|----------------------|----------------------------|
| 1. Less than 5 years | 4. More than 20 years |
| 2. 5 to 10 years | 5. Won't say (DO NOT READ) |
| 3. 11 to 20 years | |

59. What are the nearest major cross streets to your residence?

Street #1 (required) _____

Street #2 (required) _____

500. Won't say

60. Do you have a cell phone only, a land line only or both?

- | | |
|--------------------|-------------------------|
| 1. Cell phone only | 3. Both |
| 2. Land line only | 4. Don't know/won't say |

THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.

NOTE TO INTERVIEWER, WAS RESPONDENT:

1. Male
2. Female

Respondent's Phone Number _____

Interviewer Name _____

Interviewer Code _____

POLLER: Which list is this survey from?

1. Landline
2. Cell phone