



**City of Las Cruces**  
Community Development  
Memorandum

To: Planning and Zoning Commission

From: Marc A South, Planner *MS*

Subject: Comprehensive Plan Update Survey

Date: January 9, 2015

File No.: M-15-010

In 2013 upon the recommendation of the Planning and Zoning Commission, the City Council adopted the administrative update to the Comprehensive Plan, known as Comprehensive Plan 2040. This completed the first phase of a multi-phase update approach for the Comprehensive Plan update.

As part of Phase II of the Comprehensive Plan 2040 Update, the City will go through a more robust public input process, including a city-wide survey to find out from residents of the City what their interests and concerns are.

Late last year, City staff began the process of developing and administering a statistically valid survey covering the whole of the City. We determined that the best way to proceed with this would be to work with a polling/research firm to develop the survey instrument. After a Request for Proposal (RFP) was developed and publicized, a bid was accepted from Research & Polling, Inc (RPI), Albuquerque, NM. RPI will administer (beginning in February) a telephone survey (including both landline and cell phones) to approximately 600 households within the City. The sample size will allow for results that are within 5 percentage points (+/- 5%) of accuracy 95% of the time for the City as a whole.

We have developed the survey around the key themes of mixed-use/walkability; alternative housing options; and, future development preferences. Staff will be on hand to further discuss the survey and these themes as may be necessary.

Attachment: Comprehensive Plan 2040 Update – Tentative Schedule

Cc: Srijana Basnyat, Senior Planner *SB*  
Vincent Banegas, Deputy Director  
David Weir, Community Development Director *DW*