

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Las Cruces, NM

Dashboard Summary of Findings

2017



2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Las Cruces’ performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Las Cruces’ community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, most aspects of Community Characteristics and Participation received positive ratings, while aspects of Governance were mixed. Within the pillar of Community Characteristics, aspects of Built Environment, Economy and Recreation and Wellness tended to receive ratings that were lower than the benchmark. Within Governance, aspects of Safety, Mobility, Built Environment, Economy, Recreation and Wellness and Education and Enrichment tended to be lower than the benchmark comparison. In the third pillar, fewer residents participated in behaviors and activities related to Mobility compared to their peers, while participation levels in all the other facets were similar to the benchmark. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	1	32	17	0	23	23	1	31	3
General	1	5	1	0	3	0	0	3	0
Safety	0	3	0	0	1	6	0	3	0
Mobility	0	8	0	0	3	5	0	1	2
Natural Environment	0	2	1	0	5	1	0	3	0
Built Environment	0	2	3	0	3	4	0	1	1
Economy	0	2	6	0	0	1	1	2	0
Recreation and Wellness	0	2	4	0	0	4	0	5	0
Education and Enrichment	0	4	1	0	0	2	0	2	0
Community Engagement	0	4	1	0	8	0	0	11	0

Legend	
	Higher
	Similar
	Lower

# The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	60%	Customer service	↔	↔	58%	Recommend Las Cruces	↔	↔	78%
	Overall quality of life	↔	↔	73%	Services provided by Las Cruces	↔	↔	64%	Remain in Las Cruces	↔	↔	79%
	Place to retire	↔	↑	82%	Services provided by the Federal Government	↔	↔	45%	Contacted Las Cruces employees	↓	↔	44%
	Place to raise children	↔	↓	62%								
	Place to live	↔	↔	79%								
	Neighborhood	↔	↔	73%								
Safety	Overall image	↔	↔	58%								
	Overall feeling of safety	↔	↔	70%	Police	↔	↓	61%	Was NOT the victim of a crime	↔	↔	85%
	Safe in neighborhood	↔	↔	89%	Crime prevention	↔	↓	46%	Did NOT report a crime	↔	↔	73%
	Safe downtown/commercial area	↔	↔	86%	Fire	↓	↔	79%	Stocked supplies for an emergency	↔	↔	35%
					Fire prevention	↔	↓	60%				
					Ambulance/EMS	↓	↓	72%				
Mobility					Emergency preparedness	↓	↓	35%				
					Animal control	↔	↓	47%				
	Traffic flow	↔	↔	41%	Traffic enforcement	↔	↓	43%	Carpooled instead of driving alone	↔	↔	44%
	Travel by car	↔	↔	68%	Street repair	↔	↓	24%	Walked or biked instead of driving	↔	↓	46%
	Travel by bicycle	↔	↔	40%	Street cleaning	↓	↓	43%	Used public transportation instead of driving	↔	↓	10%
	Ease of walking	↑	↔	60%	Street lighting	↔	↔	48%				
	Travel by public transportation	↔	↔	35%	Snow removal	↔	↓	45%				
Natural Environment	Overall ease travel	↔	↔	70%	Sidewalk maintenance	↔	↔	37%				
	Public parking	↔	↔	56%	Traffic signal timing	↔	↓	34%				
	Paths and walking trails	↔	↔	54%	Bus or transit services	↔	↔	41%				
	Overall natural environment	↑	↔	75%	Garbage collection	↔	↔	83%	Recycled at home	↔	↔	94%
	Air quality	↔	↔	73%	Recycling	↔	↔	74%	Conserved water	↔	↔	90%
	Cleanliness	↔	↓	53%	Yard waste pick-up	↔	↔	59%	Made home more energy efficient	↔	↔	77%
					Drinking water	↔	↓	52%				
Built Environment					Open space	↔	↔	54%				
					Natural areas preservation	↔	↔	47%				
	New development in Las Cruces	↔	↓	38%	Sewer services	↔	↔	66%	NOT experiencing housing cost stress	↔	↔	67%
	Affordable quality housing	↔	↔	45%	Storm drainage	↓	↓	32%	Did NOT observe a code violation	↔	↓↓	33%
	Housing options	↔	↔	48%	Power utility	↔	↔	63%				
	Overall built environment	↔	↓	46%	Utility billing	↔	↔	56%				
	Public places	↔	↓	48%	Land use, planning and zoning	↓	↓	25%				
				Code enforcement	↓	↓	29%					
				Cable television	↔	↓	40%					

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↓↓	31%	Economic development	↓	↓	28%	Economy will have positive impact on income	↔	↔	22%
	Shopping opportunities	↔	↓	41%					Purchased goods or services in Las Cruces	↔	↔	98%
	Employment opportunities	↔	↓	17%					Work in Las Cruces	↔	↑	58%
	Place to visit	↑	↔	64%								
	Cost of living	↑	↔	56%								
	Vibrant downtown/commercial area	↔	↓	28%								
	Place to work	↔	↓	41%								
Recreation and Wellness	Business and services	↓	↓	44%								
	Fitness opportunities	↔	↔	63%	City parks	↔	↓	60%	In very good to excellent health	↔	↔	55%
	Recreational opportunities	↔	↔	52%	Recreation centers	↔	↓	45%	Used Las Cruces recreation centers	↔	↔	59%
	Health care	↔	↓	39%	Recreation programs	↔	↓	48%	Visited a City park	↔	↔	83%
	Mental health care	↔	↓	28%	Health services	↔	↓	47%	Ate 5 portions of fruits and vegetables	↔	↔	81%
	Health and wellness	↔	↓	53%					Participated in moderate or vigorous physical activity	↔	↔	81%
	Preventive health services	↔	↓	46%								
Education and Enrichment	K-12 education	↓	↓↓	38%	Public libraries	↔	↓	64%	Used Las Cruces public libraries	↔	↔	57%
	Cultural/arts/music activities	↔	↔	50%	Special events	↔	↓	49%	Attended a City-sponsored event	↑	↔	59%
	Child care/preschool	↔	↔	42%								
	Adult education	↔	↔	59%								
	Overall education and enrichment	↔	↔	58%								
Community Engagement	Opportunities to participate in community matters	↔	↔	56%	Public information	↔	↔	46%	Sense of community	↔	↔	51%
	Opportunities to volunteer	↔	↔	64%	Overall direction	↔	↔	47%	Voted in local elections	↔	↔	80%
	Openness and acceptance	↔	↔	55%	Value of services for taxes paid	↔	↔	40%	Talked to or visited with neighbors	↔	↔	86%
	Social events and activities	↔	↓	45%	Welcoming citizen involvement	↔	↔	35%	Attended a local public meeting	↔	↔	18%
	Neighborliness	↔	↔	52%	Confidence in City government	↔	↔	36%	Watched a local public meeting	↔	↔	30%
					Acting in the best interest of Las Cruces	↔	↔	42%	Volunteered	↔	↔	42%
					Being honest	↔	↔	38%	Participated in a club	↔	↔	29%
					Treating all residents fairly	↔	↔	43%	Campaigned for an issue, cause or candidate	↔	↔	28%
									Contacted Las Cruces elected officials	↔	↔	23%
									Read or watched local news	↔	↔	86%
								Done a favor for a neighbor	↔	↔	76%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available