

Ward 3 | Rafael Rivera Revitalization Plan Survey Results

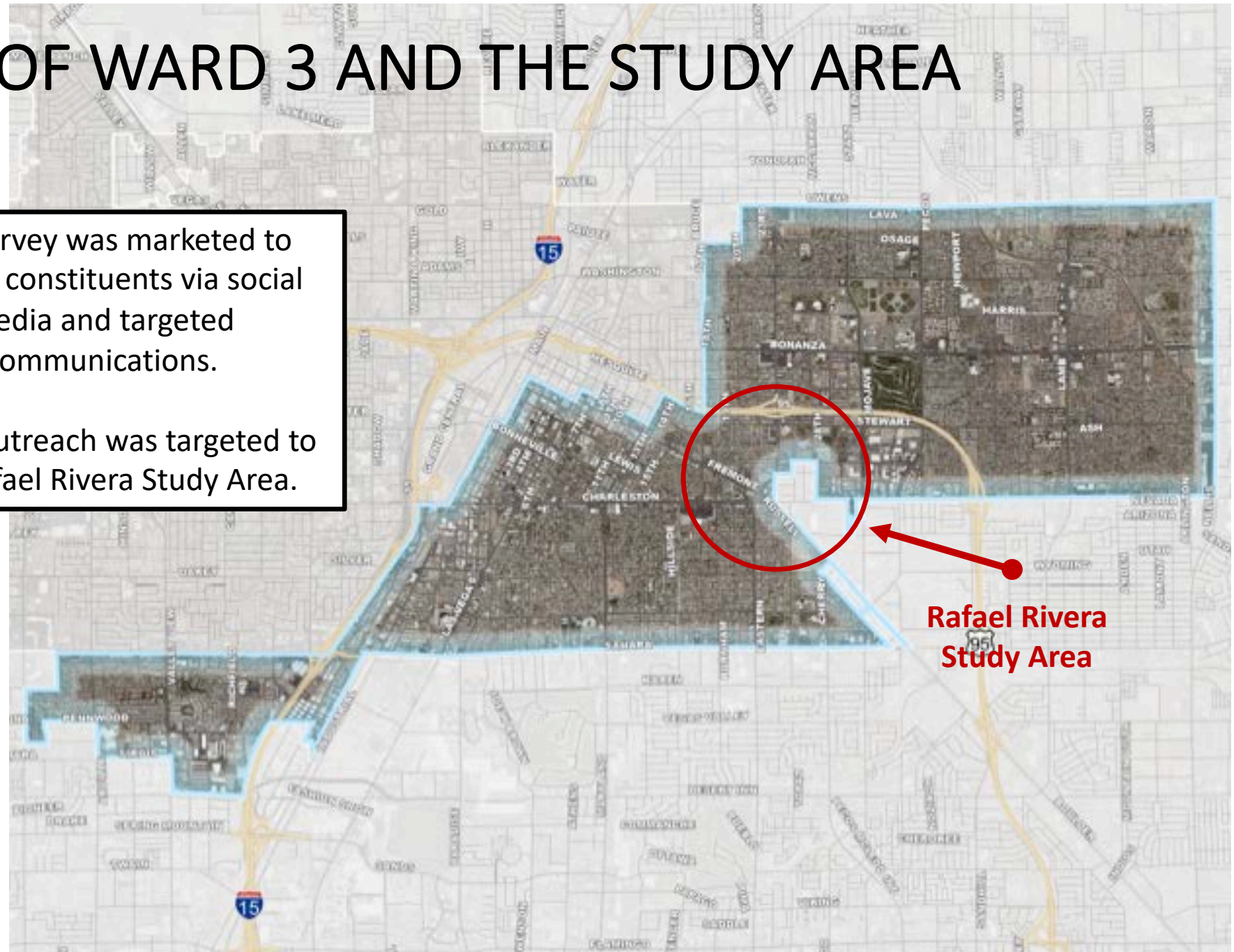
January 2022



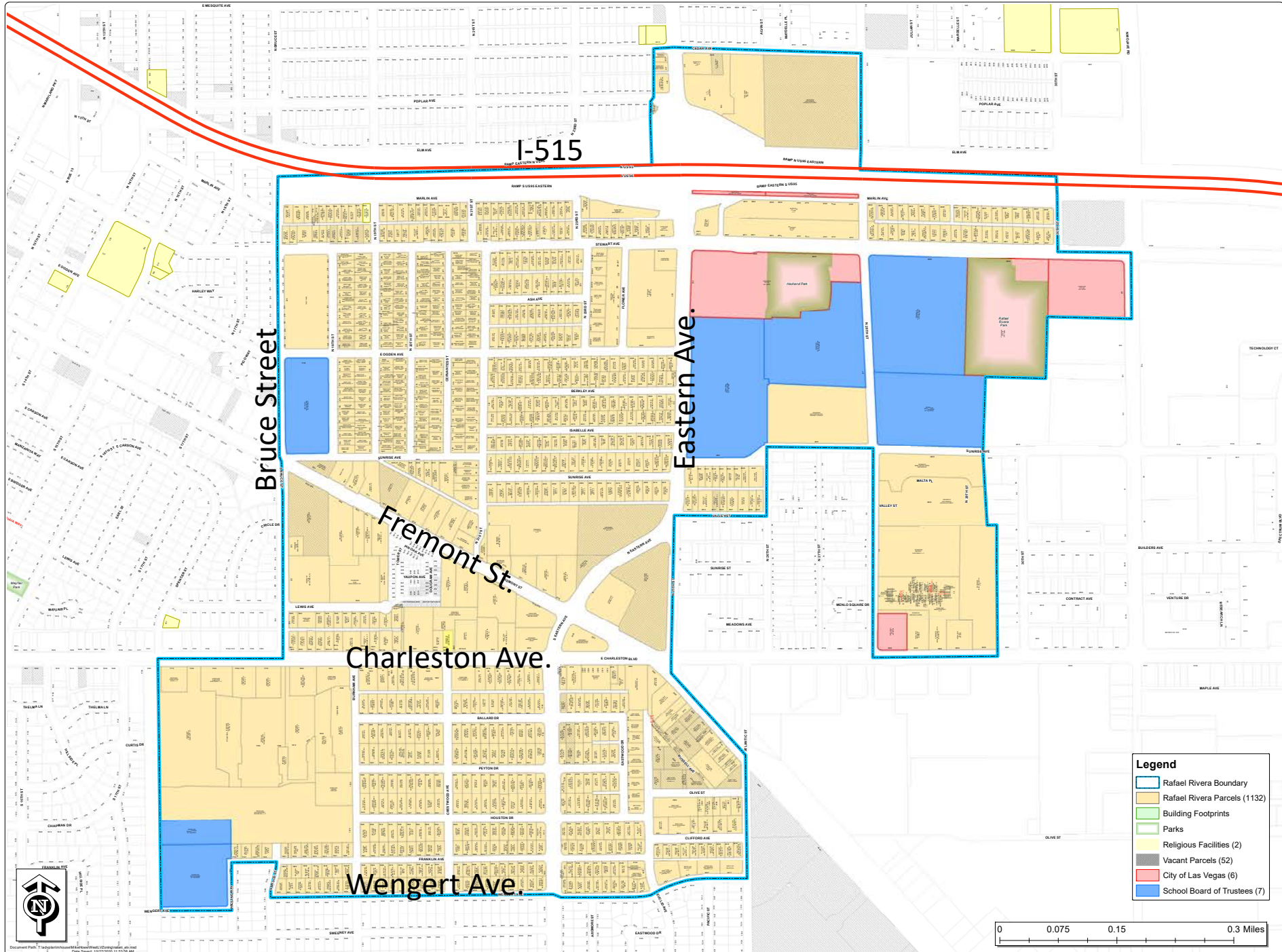
MAP OF WARD 3 AND THE STUDY AREA

The survey was marketed to Ward 3 constituents via social media and targeted communications.

Direct outreach was targeted to the Rafael Rivera Study Area.



RAFAEL RIVERA STUDY AREA IN DETAIL



SURVEY DISTRIBUTION

- All bilingual
- Online via social media, promotion
- Door-to-door engagement:
 - Contracted with the Kenny Guinn Center
 - Approx. 400 residents engaged
 - Approx. 200 businesses engaged



ONLINE COMMUNITY SURVEY

- Survey Opened August 10
- Survey Closed November 5
- 18% of respondents completed it in Spanish



Visited

1798



Completed

553



Avg. Time to Complete

17m 53s



SURVEY RESPONDENTS

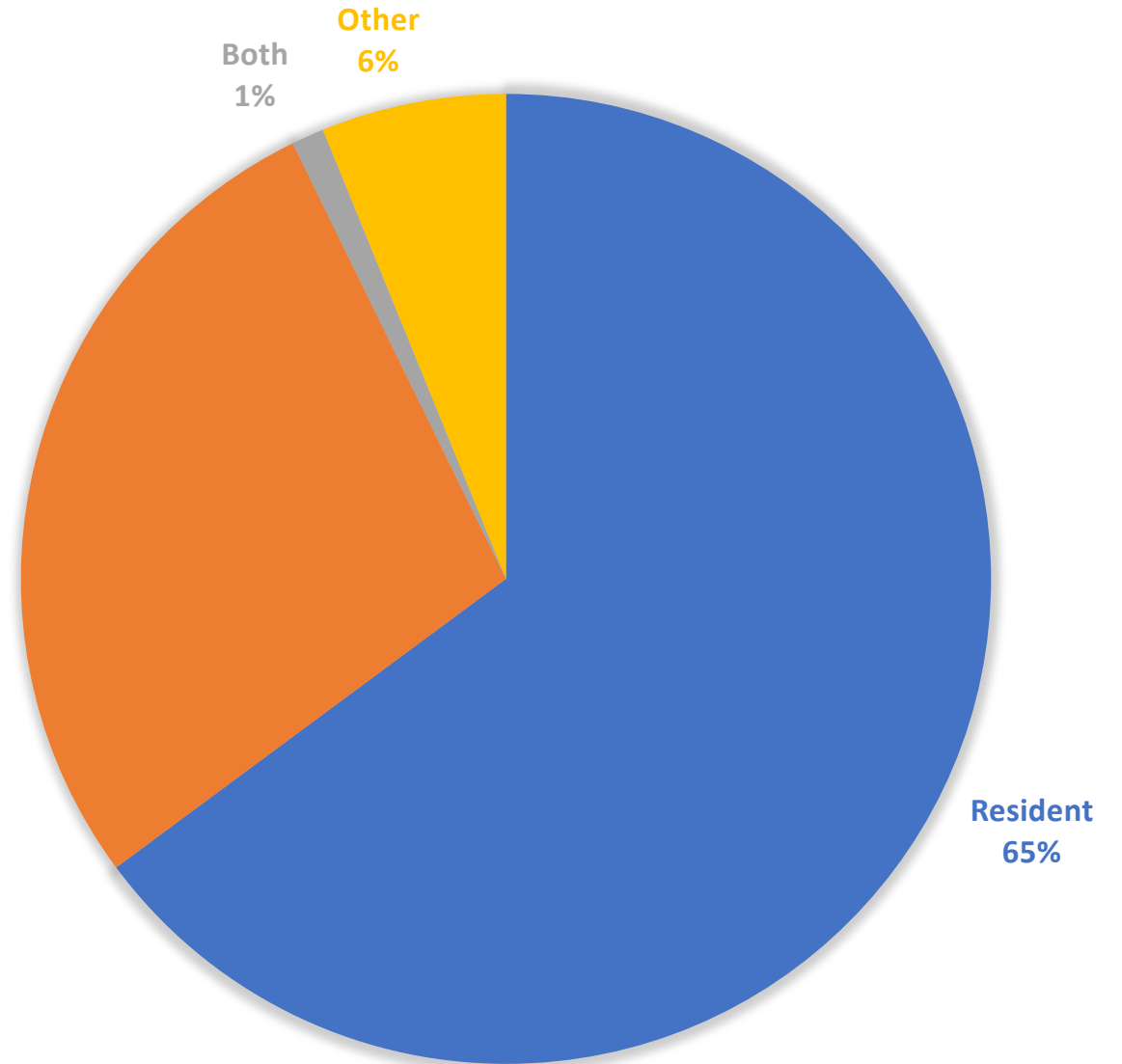
Residents – 358

Businesses – 154

Both Residents and Business – 6

Other (Employees, Etc.) – 34

Business Owner
28%

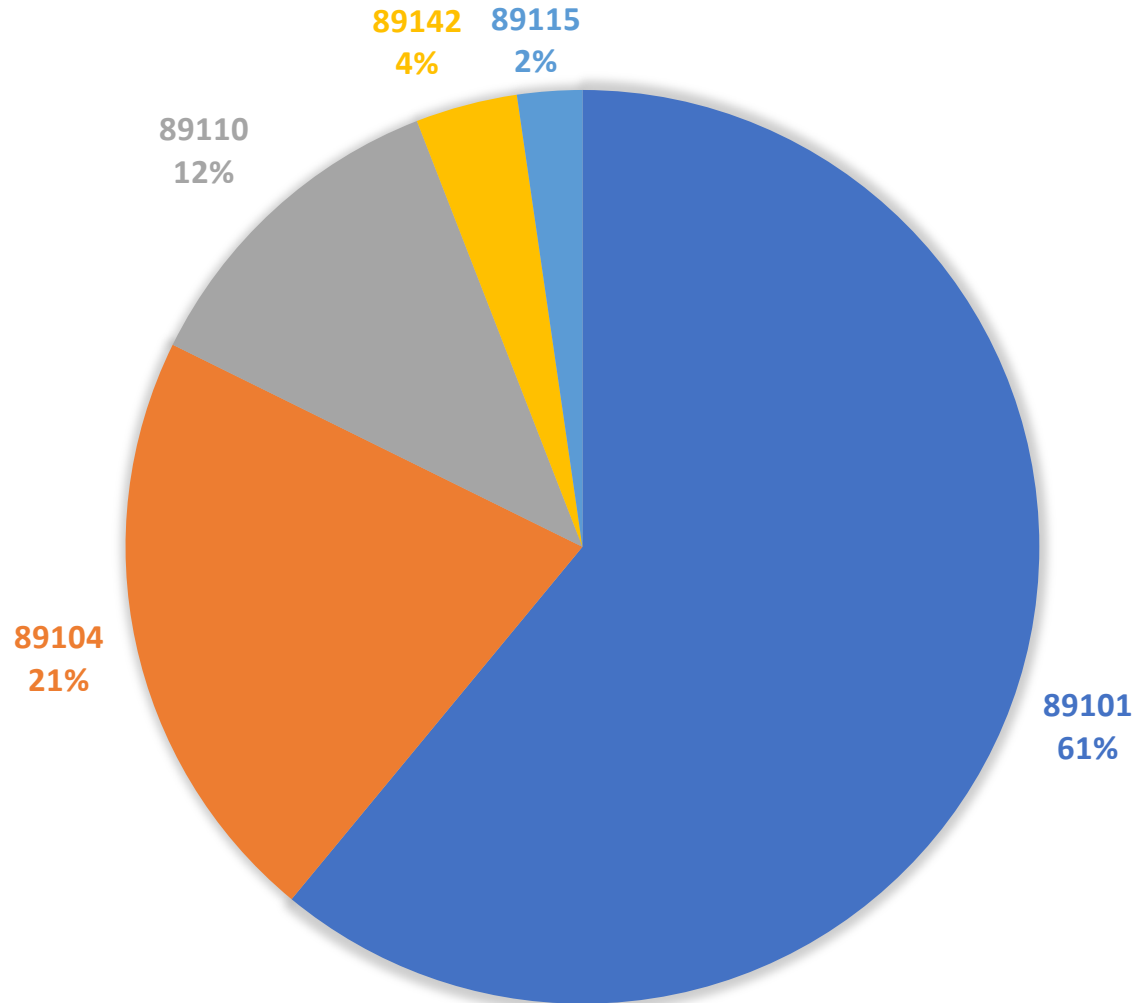


RESIDENT RESPONSES



RESIDENT RESPONSES

Zip Codes of Respondents



Other Zip Codes Mentioned

- 89107 (3)
- 89031 (2)
- 89156 (2)
- 89169 (2)
- 89108 (1)
- 89123 (1)

115 residents provided contact information

Zip codes 89101 and 89104 were cross-tabulated to better understand specific needs of those areas



RESIDENT RESPONSES

What do you like best about living in your neighborhood?

Rank (Votes)	Response
1 (121)	It has community amenities (businesses, parks, libraries, schools, etc.) that I like
2 (113)	To be near family
3 (103)	The schools are good
4 (89)	It has affordable housing options
5 (68)	It is close to my work

OTHER RESPONSES:

- There is a sense of community! I want to be a part of it and help grow it.
- It's quiet and comfortable
- Many long-time residents here, I like my neighbors; very diverse and friendly
- It is a central area; A lot of things are close by and there is good access to the highways
- History and character – "I've been living here 25 years and have seen the ugly and the beauty"
- It is family oriented
- It is near transit
- It used to be affordable but is changing

89101:

Good schools was #1, followed by amenities, affordable housing and family

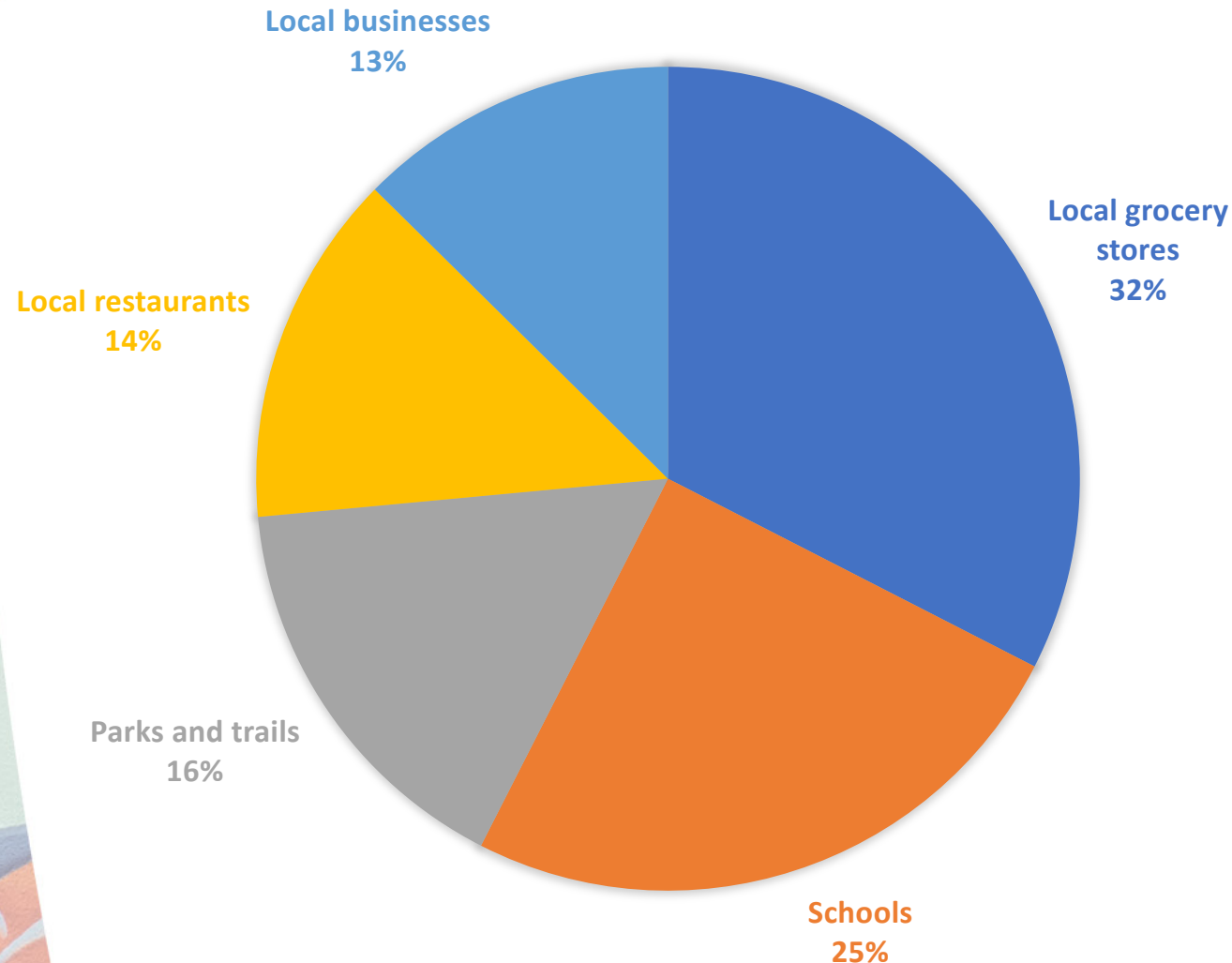
89104:

Being near family was #1, followed by amenities, affordable housing and schools



RESIDENT RESPONSES

What community amenities do you utilize the most?



Top Write-In Responses:

- La Bonita Supermarket (50)
- Albertson's (30)
- Smiths (21)
- Cardenas (17)
- Walmart (9)
- Marianas (8)

Other Local Business Mentions:

- Agua El Manantial
- Mariscos El Diamante
- La Casita de Doña Machi
- Lindo Michoacan
- Los Compadres
- Los Tacos
- Pupusas Food Truck
- Tacos El Gordo

***244 write-in responses**



What community amenities do you utilize the most?

CONTINUED

Community-Serving Facilities:

- Sunrise Library (5)
- Community Centers:
 - East Las Vegas Community Center (5)
 - Hollywood Recreation Center (5)
 - Was a mention that community centers need to be improved with swimming pools, after school activities, gymnastics, programming for kids to keep them busy and help the mothers, which would reduce after-school crime
- Parks and trails (*Respondents didn't mention them by name*)
- Churches
- Doctors appointments/health clinics
- Equipo Academy

Commercial Businesses:

- Walmart (9)
- McDonalds (7)
- CVS (7)
- 7-11 (6)
- Walgreens (5)



RESIDENT RESPONSES

What are your biggest concerns? (Ranked + Write-In)

89104 Variations:

1)Homeless 2)Affordability
3)Public Safety 4)Cleaner

Rank (Votes)	Issue Area	Comments
1 (149)	Concerns with the homeless population	Problem encampments are growing; more crime and drug use occurring around them
2 (130)	Needs to be cleaner/beautified	Roads, buildings and landscapes are messy and not appealing; lots of trash everywhere; aesthetically unpleasant; doesn't look like the city cares; too many vacant lots
3 (121)	Public safety issues	More security/policing desired; lots of theft (car parts in particular mentioned); increase in gang activity being seen; increases in drug use and addiction; lighting needed everywhere
4 (95)	Housing affordability	Rents have gone up during the pandemic; need programs to help renters become owners
5 (85)	Lack of adequate sidewalks + bike lanes to safely move around	Crosswalks (for children at schools); lack of road safety (cars speed, don't stop); sidewalks inadequate
6 (74)	Quality of schools/education	Concerns about operations of schools and meeting needs of local youth
7 (50)	Lack of access to child care	Need things to keep kids out of trouble; rec centers, programming, etc. after school
8 (48)	Lack of access to health care	Clinics, pediatricians; and need specialty doctors here (too far away currently)
9 (41)	Lack of services	Sometimes we have to travel far for basic needs to be met
10 (34)	Lack of access to healthy food	More fresh food markets
11 (27)	Lack of accessible transportation	Bus transportation is too infrequent
12 (25)	Lack of jobs	Need job training opportunities here; current jobs don't pay enough to live

RESIDENT RESPONSES

If you could change one thing about Ward 3, what would it be?

(212 write-in responses)

Rank (Votes)	Issue Area	Comments
1 (47)	Safety	More police patrols; address violence; add police presence in parks; address drug activity; put cameras in the area; address theft; better interaction with the with LVMPD and residents of these neighborhoods; take more of a community policing approach
2 (44)	Address homelessness	Near apartment buildings, under freeway; drug use in encampments; more regulations needed
3 (37)	Clean and beautify	Lots of trash; need to clean the streets, address vandalism; address illegal dumping; homeowner cleanup needed, especially back yards; abandoned things on empty properties; have businesses keep their area clean
4 (17)	Affordable housing	Cheaper rents; Want the ability to afford to buy a house; Need rent control; Inattentive landlords; Need to beautify rundown apartment complexes
5 (13)	Lighting	Pedestrian lighting, lighting in alleys, street lights – there is very little lighting at night
6 (11)	Crosswalks and road safety	More of them; Safer street crossings and more pedestrian lights; Stop signs with flashing lights; Crosswalk guards by schools and more safety during school; Really look at Charleston St; Address speeding cars; Overall, make more walkable

RESIDENT RESPONSES

If you could change one thing about Ward 3, what would it be?

(212 write-in responses)

CONTINUED

Rank (Votes)	Issue Area	Comments
7 (9)	Sidewalks	More, nicer sidewalks; Create safety for kids; ADA accessibility; Many aren't paved and often have a light/directional pole which doesn't allow for wheelchair or stroller clearance
8 (6)	Improved educational opportunities	More funds for schools; Better level of school education
9 (6)	More things for youth to do after school	Things to lower the levels of criminality among the youth - more things to do, more places to play, more community centers for children; Infrastructure, we need a big and new community center, not parks because during summer vacations there are lots of kids indoors in their homes and it's too hot for them to play during the day or its too late for older youth to be outside – create a new center with full gym with equipment, big indoor swimming lanes, indoor skating park, art display center, bowling alley, rock climbing center, a state of the art for video game players center or animation, café center, a child care center, indoor basketball court, indoor volleyball courts and a venue for weddings, birthday parties, etc.
10 (6)	Improved job opportunities	Work/jobs – more job options for people who need it, the jobs in the district pay very little; Invest in the future - job centers for anyone to get certified for the ongoing demanding job market; Partner with high schools, churches, libraries and community centers

RESIDENT RESPONSES

If you could change one thing about Ward 3, what would it be?

(212 write-in responses)

CONTINUED

Rank (Votes)	Issue Area	Comments
11 (6)	Improved aesthetics	Make buildings look new again; Street beautification; Neater homes
12 (5)	Address vacant lots	And also address trash that piles up on them
13 (4)	Greening	Add fruit trees, more trees to reduce heat
14 (4)	Get the city more involved with the community	For the city to be more involved with the community; More community events; Make sure there are Spanish speakers who work for the city available
24 (4)	Transportation access	Establish better bus schedules, more buses, more frequent bus stops, improve access
15 (3)	More parking	Throughout the area, to support businesses
16 (3)	Slow traffic down	To promote pedestrian safety

RESIDENT RESPONSES

If you could change one thing about Ward 3, what would it be?

(212 write-in responses)

CONTINUED

Rank (Votes)	Issue Area	Comments
17 (3)	Bring new businesses in	Create a more diverse local business economy
18 (3)	Access to healthcare	Free healthcare; Put more quality specialty health care doctors in this area, they are otherwise a long way away; More pediatricians in particular
19 (3)	Overall improve	The area can be nicer but it needs more attention paid to it
20 (2)	Address noise pollution	From cars, in particular
21 (1)	Build more parks	More playgrounds for children would be nice
22 (1)	Better roads	Need to take care of and improve roadways
23 (1)	Bike lanes	That are safe to move around in
25 (1)	Improve the quality of life	Overall, make investments that support the lives of the people here
26 (1)	Address vendors selling things on the street	

RESIDENT RESPONSES

What resources would be useful to you?

Rank (Vote)	Resource	Comment
1 (150)	Information about affordable housing programs and/or improved housing facilities	Rents are rising and it's harder to stay in place; landlords don't take care of property or care about us
2 (121)	Support with health care, including mental health and dental care	Specialty services in particular were mentioned – people saying they have to travel far to access them
3 (101)	Support with childcare	More mentions of after-school care were made than anything else; things for youth to do (e.g. facilities, activities (sports teams for youth, etc.), opportunities for children with disabilities (and adults too)
4 (86)	Community events	A desire to see the city in the community – office hours, multi-lingual outreach, things to build community pride, more opportunities for community engagement
5 (84)	Job training and/or job placement services)	A need to increase wages and find new opportunities; Help people get to jobs when many don't have cars
6 (52)	Assistance with transportation	Re-examine service; too infrequent to get people where they need to go on time; electric charging stations?



RESIDENT RESPONSES

What resources would be useful to you?

Write-in Responses

CONTINUED

Issue Area	Comments
Healthy food access	Better grocery stores, more access to healthy food
Address safety for our youth	Pedestrian crossings at schools
Public safety	Improved public safety response
Cleanliness	Clean up Boulder Highway; yard and house cleanup; Improved code enforcement response; Educate the public on regulations; Neighborhood cleanups to assist those who can't do it themselves
Sidewalks	Improve throughout the community
Put a park under the bridge	To activate the area and prevent crime
Homelessness	Accountability for homeless outreach services working with Clark County/HELP of Southern Nevada
Diversity	Support for the LGBTQ community



Additional Comments/Concerns About Ward 3

Write-in Responses

Issue Area	Comments
Build community (10)	High need for civic engagement; Build community pride; Create access to municipal resources and services, information and representatives; Provide open offices with the City locally; Help support a positive community; Improve living conditions overall; More community programs; Bridge the gap between cultures; Neighborhood has been rundown – the City needs to work twice as hard on improvements to this Ward versus others due to the years of failed leadership and neglect here – things have spiraled out of control; Instead of hearing that the east side is ghetto, let's educate the public to take pride and be involved
Housing affordability (5)	Landlords/property management companies price gouge; Lack of housing stock; Address dirty and neglected apartments; Address rent increases; How do we get landlords to stop pushing for unreasonable rent, especially during a pandemic? Does this add to the homelessness problem?
Security (5)	Need more police; Address increasing drug sales; It's not family friendly – it's not safe for a mom to go out at sunset and take a leisurely walk with her kids; Involve the police in community events so the community can be comfortable, rely on them, and not be wary of them



RESIDENT RESPONSES

Additional Comments/Concerns About Ward 3

Write-in Responses

CONTINUED

Issue Area	Comments
Homeless (4)	Address the homeless and trash generated at encampments; The homeless problem has taken over the neighborhood, including the city park on South 16 th St, and over the last 3 years I've lived in the neighborhood we refuse to let our 5 year old daughter play in the park – either provide resources to the homeless or have Marshals patrol the parks more and keep the homeless moving; Need to address increased drug usage among the homeless community
Support schools and create safety around them (3)	Help with uniforms for those that can't afford; Safer schools and surroundings are needed (crosswalks); Add team sports, art, physical activities; Clean up around Hollingsworth Elementary Schools
Cleaning (3)	Clean the streets (esp. the syringes in them) and the common areas too; Address homes with a lot of garbage in the yard; A great neighborhood should look appealing – visual interest is an important factor in the place you live in; In addition to cleaning properties and streets, add interesting architecture and design and intriguing storefronts
Improve pedestrian situation (3)	Drivers don't respect pedestrians; Address speeding cars; repaint our crosswalks



RESIDENT RESPONSES

Additional Comments/Concerns About Ward 3

CONTINUED

Write-in Responses

Issue Area	Comments
Community economic growth and opportunity (4)	Invest in the future – provide more opportunities for younger generations; Create easy access to get certified from cybersecurity to clean energy; Provide job and training centers for the ongoing demanding job market; More job opportunities
Maintenance	Compared to the whole valley, our ward has the most potholes, bumpy roads and always floods with the slightest rain, even though it always seems to have some sort of construction or cones in it
Revitalize the 95/Eastern area	Invest and improve it
Clean up walking trails	Are not being used due to homeless camping or dog owners not cleaning up – close them or clean them
Healthcare	Bring a hospital to this side of town
Support seniors	Bring a facility for the older population to this part of town
Trees and greening	More overall greening needed
Street lights	Add throughout the community



RESIDENT RESPONSES

Best Times to Participate in Community Meetings

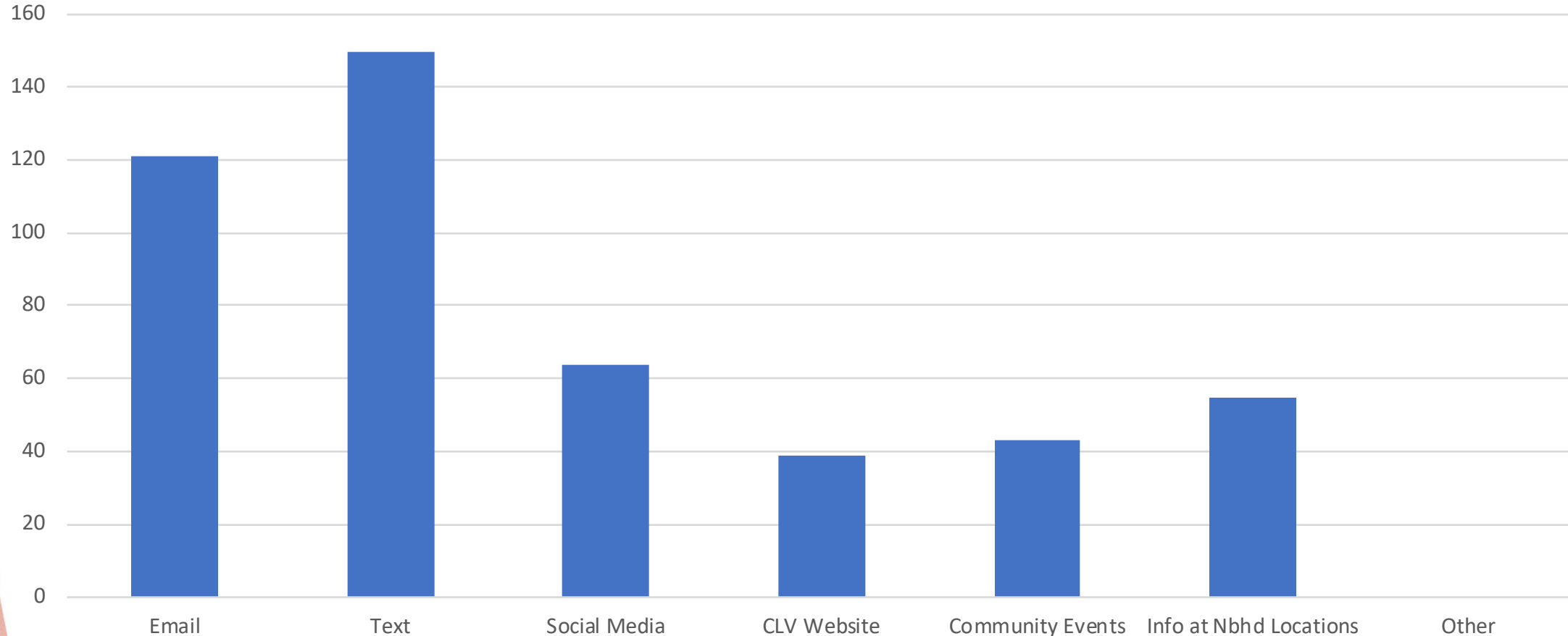
- Ideal times to engage with residents are on **weekend afternoons**, or **weekday mornings**



RESIDENT RESPONSES

Best Ways to Communicate With You

- Best communication method is sending **text messages**, followed by **email**
- Other communication methods shared include phone calls, radio, television and Slack
- 134 of the 358 residential respondents (37%) shared contact information with us

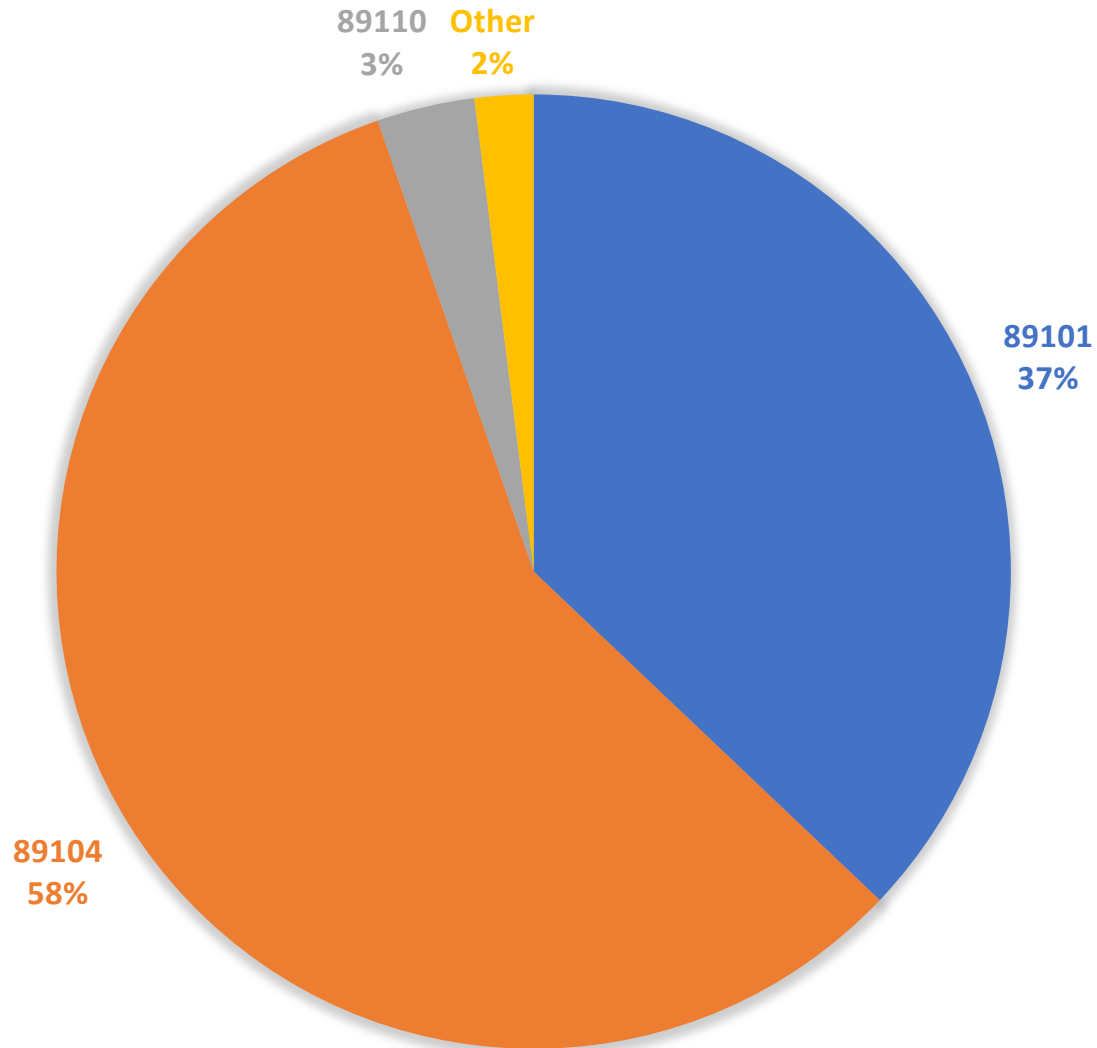


BUSINESS RESPONSES



BUSINESS RESPONSES

Zip Codes of Business Respondents



Other Zip Codes Mentioned:

- 89106
- 89142

48 businesses provided contact information

Zip codes 89101 and 89104 were cross-tabulated to better understand specific needs of those areas



BUSINESS RESPONSES

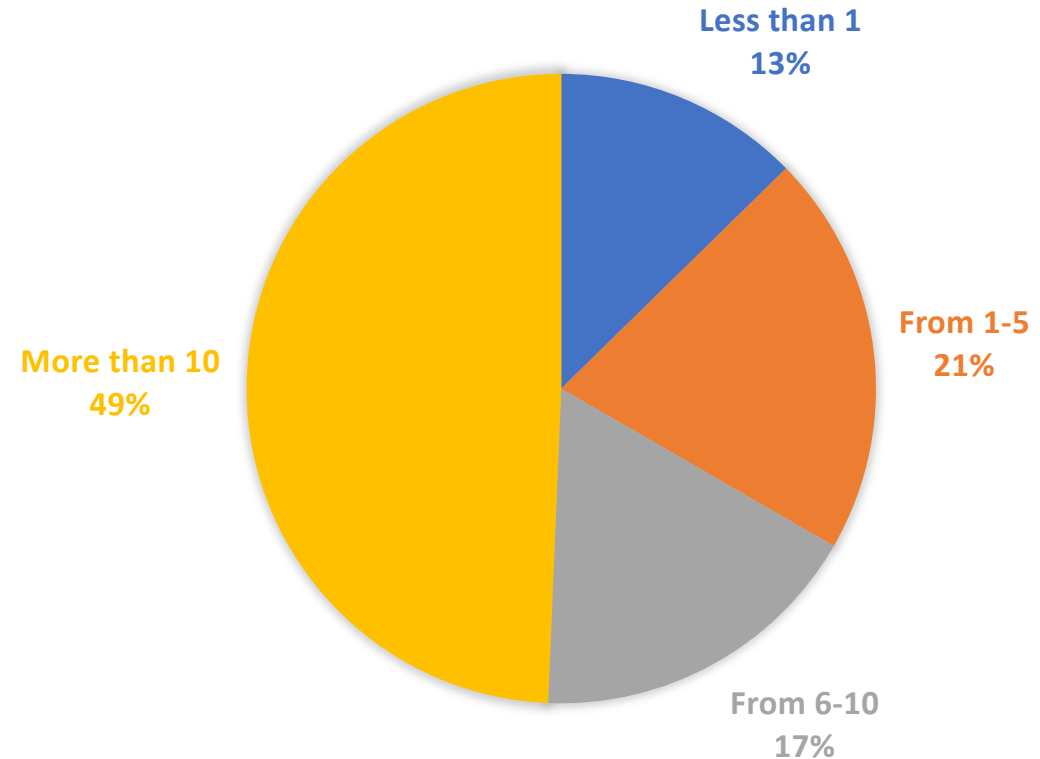
Details on Business Respondents

Rank (Total)	Type of Business
1 (45)	Retail
2 (17)	Personal care and services
3 (16)	Restaurant
4 (14)	Finance, insurance, real estate
5 (6)	Automotive
6 (3)	Lodging
7 (2)	Education
8 (1)	Construction

Other Types of Business Respondents:

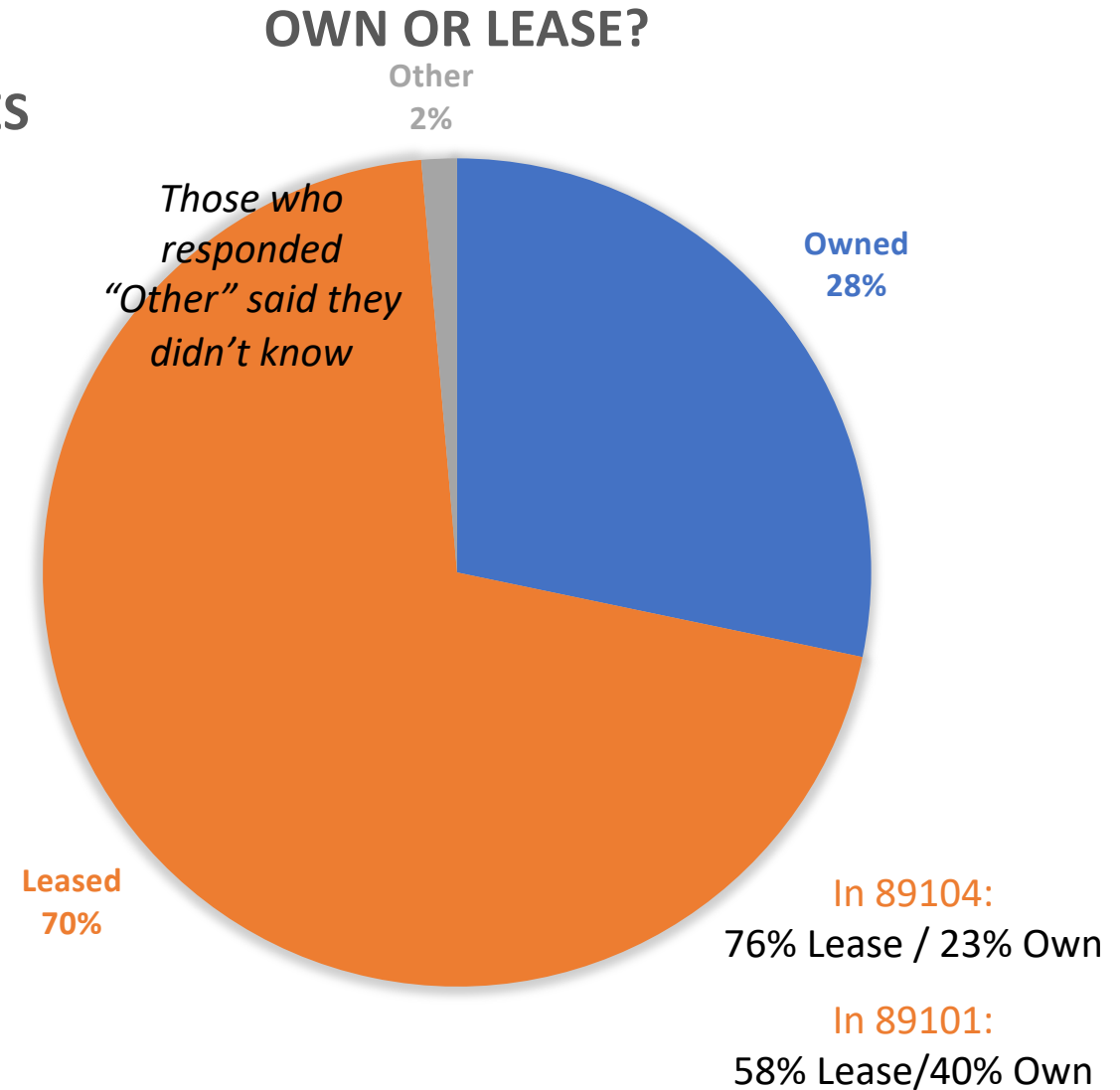
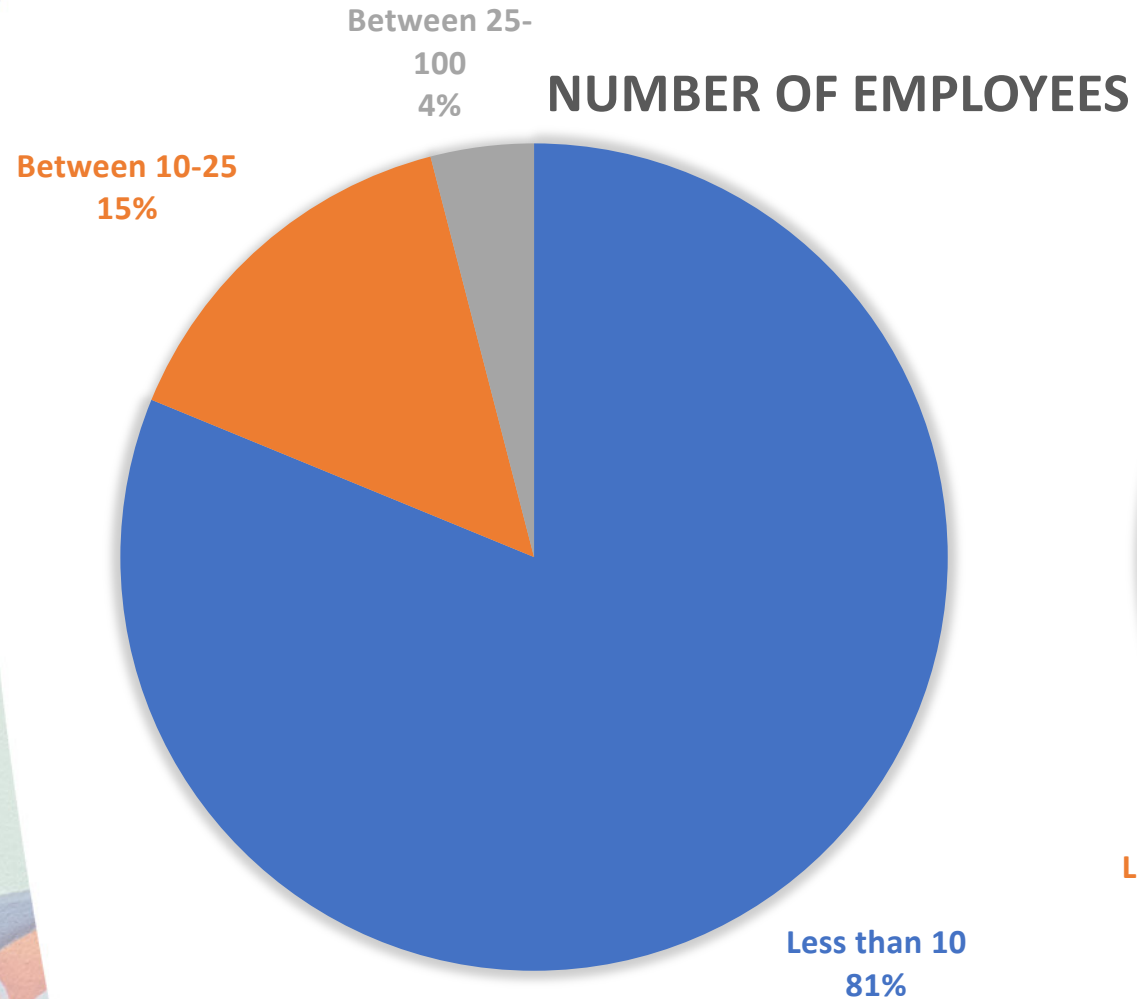
Community Organizations, Rental and Leasing Companies, Counseling Services, Legal Services, Property Management, Tourism and Travel

YEARS IN OPERATION



BUSINESS RESPONSES

Details on Business Respondents



BUSINESS RESPONSES

How can the City support your business?

Other Responses:

- Celebrate Latino businesses and community

Rank (Votes)	Issue Area	Comments
1 (98)	Address homelessness	Increasing issue near business operations
2 (79)	Improve the cleanliness	Address overall aesthetics; Utilize façade improvement program; Clean up the trash everywhere
3 (75)	Improve safety	More policing needed; deal with prostitution
4 (57)	Add trees and greenery	To improve aesthetics and cool area down
5 (44)	Improve traffic safety (e.g. slow traffic, more pedestrian lights)	Repaint lines in streets, address pot holes
6 (40)	Add lighting	Throughout the neighborhood
7 (40)	Add amenities like bus stop shelters, trash cans, benches	Create a more welcoming community
8 (35)	Support the addition of more businesses	How can the city support business creation and success?
9 (34)	Improve sidewalks and bicycle lanes	Repair, add, clean up
10 (29)	Add neighborhood signage	And address signage clutter
11 (18)	Increase public transportation options	Frequency

BUSINESS RESPONSES

Other Ideas to Improve and Support Your Business *(51 write in responses)*

Issue Area	Comments
Safety/Security (16)	Safety issues have gotten really bad; More police patrols needed; Metro does not respond in a timely manner; Drug addict problem increasing; Increased vandalism to our businesses; Prostitution problem increasing; Surveillance needed
Homelessness (10)	Better solutions for the homeless population – more shelters? Because they have no place to go they often hang out at businesses; More facilities to support the homeless and mentally challenges
Aesthetics and maintenance (9)	Overall maintenance needed throughout the district; Improve the appearance of the neighborhood – it is very dirty and unsafe; Add trash cans; Too many cluttered signs; Clean the alleys
More support for businesses (6)	Better marketing for businesses; Zoning restrictions impede marketing; Help us advertise our businesses; Business licensing very cumbersome and expensive; Zoning for auto dealerships
Access to information (5)	Promote resources within the district; Notify businesses if there is construction in the area so we can support clients in how to get to/from; Disseminate information
Lighting (3)	More lighting in the streets is needed

Other Ideas to Improve and Support Your Business (51 write in responses)

CONTINUED

Issue Area	Comments
More foot traffic (3)	Bring more retail stores in; Need more community activities
Pedestrian improvements (3)	Add pedestrian walkways/safety crosswalks; Address road safety
Façade Improvement Program (2)	Needed <i>*Since we have this program, we need to get out information about it</i>
Parks (2)	Add park with playground for kids; More parks in general
Street Repair	Need to make repairs to streets across the Ward
Affordable housing	Keep housing affordable for renters or it will lead to more homelessness
Support local nonprofits	So that they can support the community
Address empty lots	Look into all the empty business lots/buildings as it would boost curb appeal



BUSINESS RESPONSES

For 89101 - Challenge to hire people is #1

Rank (Votes)	Biggest Business Concerns
1 (63)	Declining sales
2 (60)	Future economic uncertainty
3 (59)	Challenge to hire people
4 (41)	Supply chain issues/challenging to get materials
5 (34)	Lease/loan payments
6 (16)	Technology issues
7 (11)	Making payroll

Other:

- Theft
- Employees won't stay because of safety issues, homeless issues
- Rent price control
- Need to make business regulations and restrictions easier
- Technology is hurting us – everyone is ordering on Amazon
- Parking challenges with expanding neighboring businesses
- Bad internet

Other:

- Marketing, advertising
- Clean up the area to make it more attractive
- Easier zoning, faster permitting
- Open network on insurance
- Help getting loans
- The bandwidth of the area is very limited – old technology

Rank (Votes)	Things Most Beneficial to Support Your Business
1 (67)	Access to financial support
2 (52)	Tax deferrals/reductions
3 (35)	Technology assistance
4 (32)	Support to change my business model



Additional Comments and Concerns

Issue Area	Comments
Business support (6)	Loan assistance, publicity, business financing, support to obtain beer and wine licenses, helping declining sales
Rehabilitation, rejuvenation (3)	Is needed in this area, make it safer for everyone including those in need of help; Please give us any help you can!
Safety (2)	Especially at night; help with homeless and prostitutes
Pedestrian safety	Make roads more safe and add walk signs for people to cross
Broadband infrastructure	Very limited in this area – need new/upgraded infrastructure

Quote from the Survey:

“Solo agradecer su preoccupation por esta comunidad creo que juntos podemos hacer de Las Vegas un lugar mucho mejor para todos principalmente para futuras generaciones.”

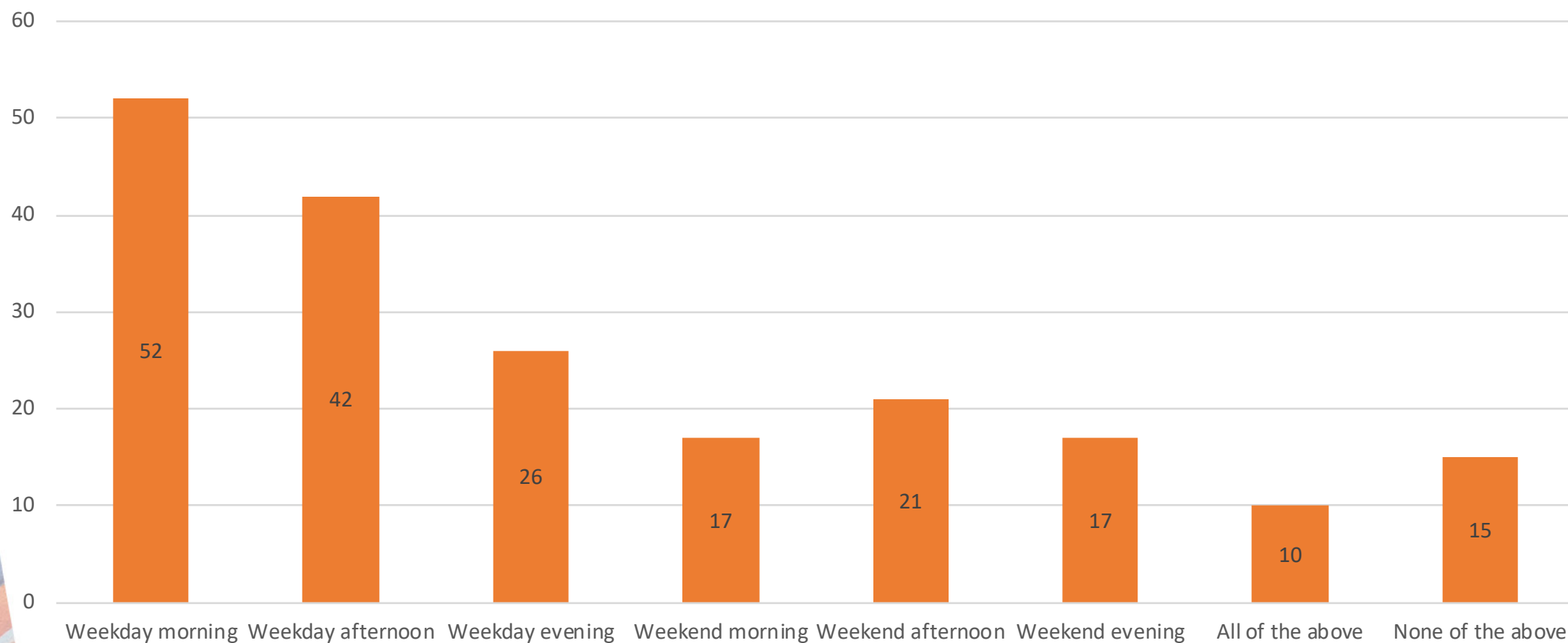
“I just want to thank you for your concern for this community and believe that together we can make Las Vegas a much better place for all of us, especially for future generations.”



BUSINESS RESPONSES

Best Times to Participate in Community Meetings

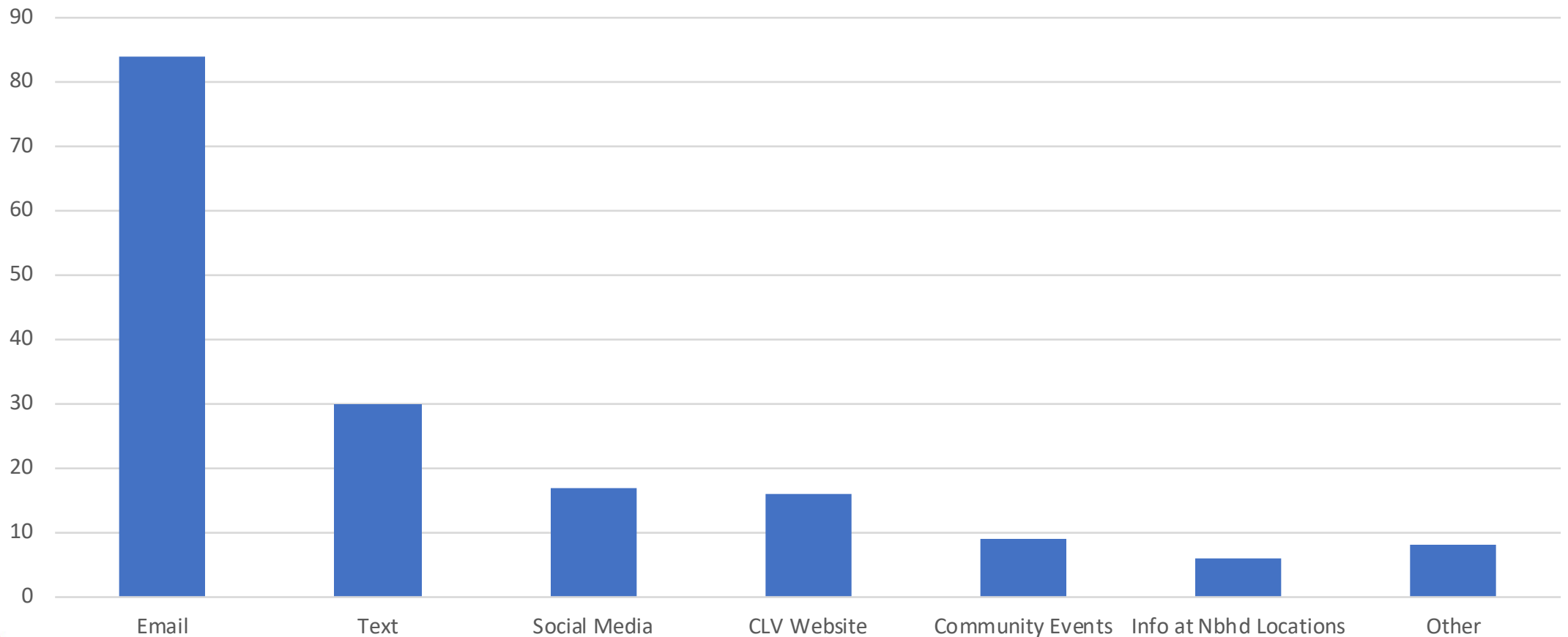
- Ideal times to engage with businesses are on **weekday mornings**, or **weekday afternoons**



BUSINESS RESPONSES

Best Ways to Communicate With You

- Best communication method is via **email**
- Other communication methods shared include phone calls, regular mail or in person visits
- 48 of the 154 business respondents (31%) shared contact information with us

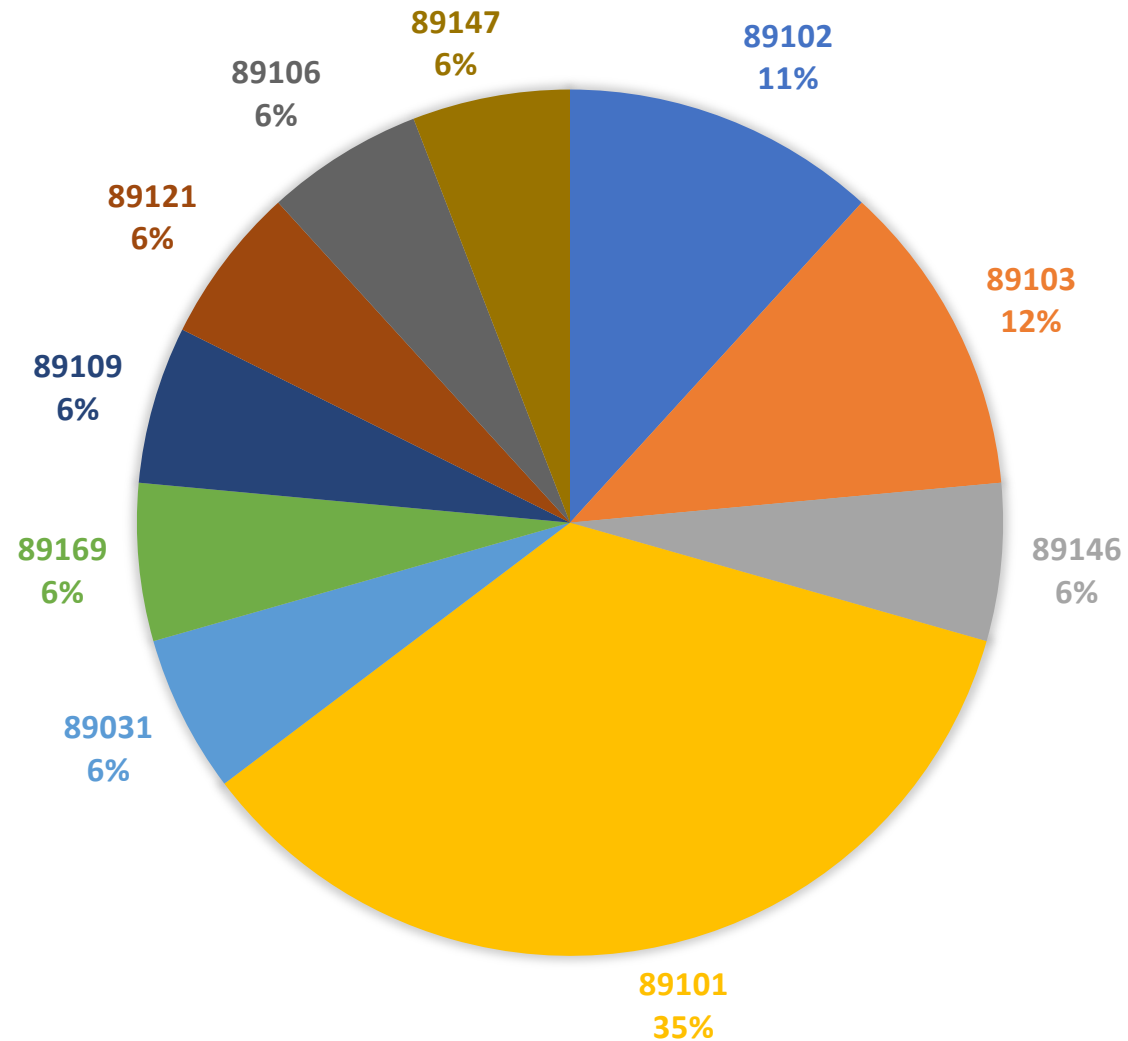


OTHER RESPONDENTS



OTHER RESPONSES

Zip Codes of “Other” Respondents

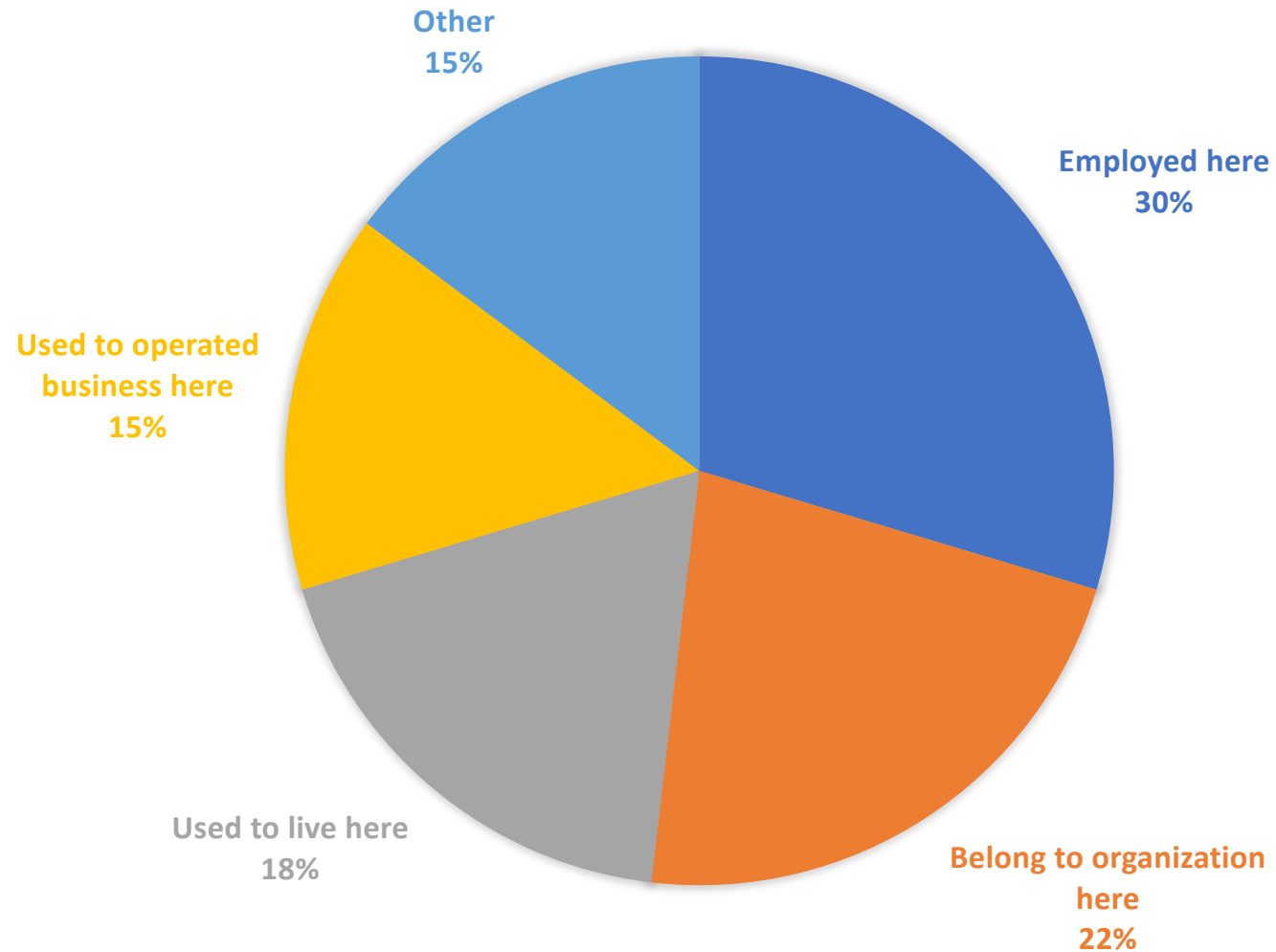


7 “Other” respondents provided their contact information



OTHER RESPONSES

Involvement in/Relationship to Ward 3



Other Responses:

- My child goes to school here
- Working with Councilwoman Diaz
- Have friends and neighbors here
- Advocate for Ward 3



OTHER RESPONSES

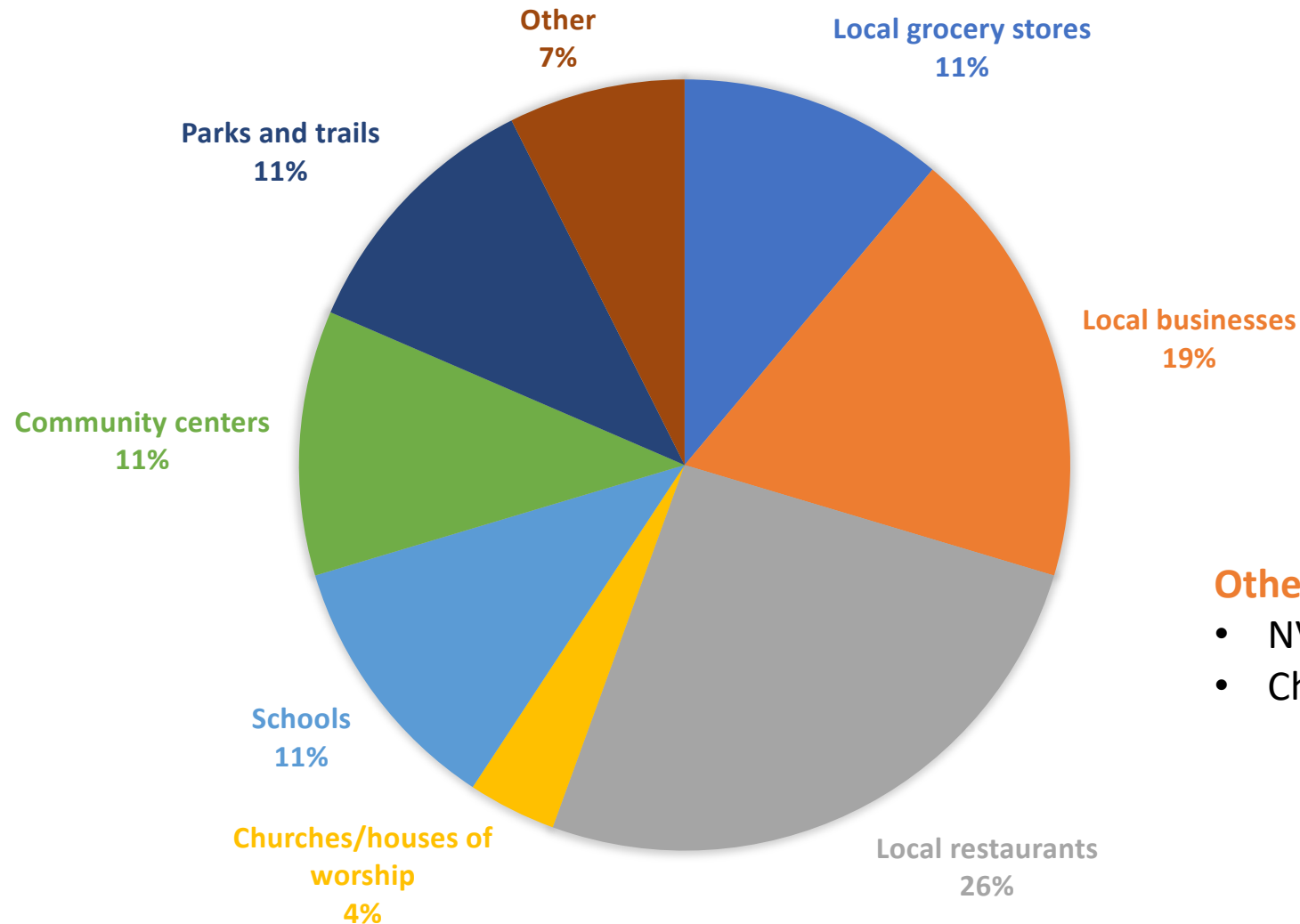
What do you appreciate most about Ward 3?

Issue Area	Comment
Culture (5)	Community is vibrant; Ethnic diversity and working class citizens; Nice people
Supporting the community as a community organization and/or partners (2)	Enjoy providing the opportunity to assist residents to fulfill their education and career objectives and increase employment in high wage, high demand jobs
Location (2)	Centrality to the Valley
Schools	N/A
Shopping	N/A
Job opportunities	N/A
Library	N/A



OTHER RESPONSES

What community amenities/resources do you utilize the most in Ward 3?



Others Mentioned:

- NV Business Hub
- Chamber



OTHER RESPONSES

Specific restaurants, businesses or community facilities frequented in Ward 3

Restaurants/Businesses

- Cardenas (2)
- Marianas (2)
- Markets*
- Rinçon de Los Remedios
- El Paso Juarez Border Food
- Casa Don Juan
- Vegan restaurant between Maryland and Sahara
- Laundry*
- Container Park
- Fergusons Downtown
- Businesses at intersection of Eastern & Fremont & Charleston*

Community Facilities

- East Las Vegas Community Center (2)*
- Gary Reese Freedom Park
- Desert Pines High School
- Make the Road NV
- Roy Martin Middle School*
- East Las Vegas Library
- Churches*
- Vegas Chamber and Nevada Business Hub

*Note: Items marked with an * are located in the study area*



OTHER RESPONSES

If you could change one thing about Ward 3 – what would it be?

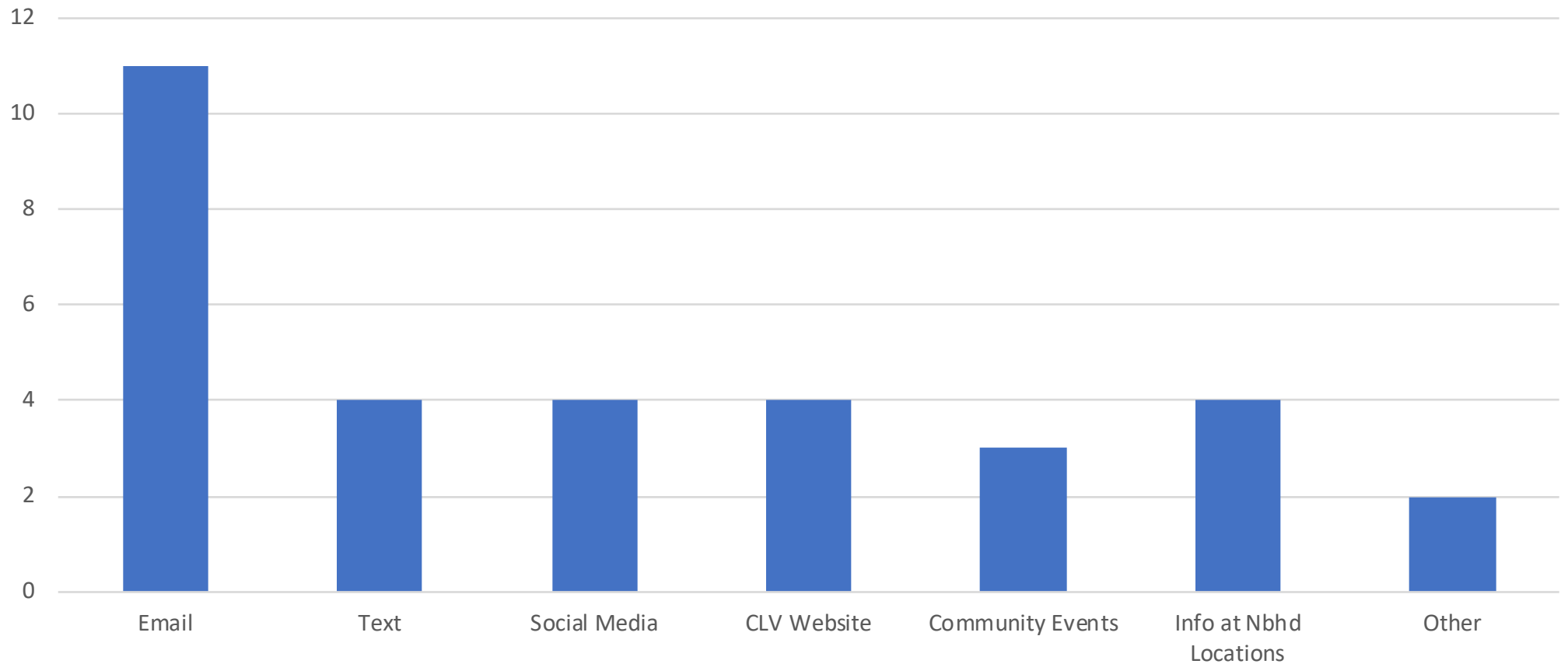
Issue Area	Comment
Homelessness (4)	Significant issues that is creating challenges for all
Aesthetics (2)	Neighborhood needs an update; address old buildings
Security (2)	Address drug dealing and other criminal activity
Workforce Development	Provide additional workforce development opportunities in the community
Public housing	More public housing connected to robust, permanent public transportation
Cleaning	Need to find a solution to keep it cleaner
Traffic	There is a lot and not a lot of safety measures for pedestrians



OTHER RESPONSES

Best Ways to Communicate With You

- Best communication method is via **email**



Ward 3 | Rafael Rivera Revitalization Plan Survey Results

January 2022

