



2021 City of Las Vegas Community Survey Findings Report

Presented to the City of
Las Vegas, Nevada
January 2022



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Executive Summary

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Purpose

During the fall of 2021, ETC Institute administered a community survey for the City of Las Vegas. It was the ninth time the survey was administered; the first survey was conducted in 2010. The purpose of the survey was to assess satisfaction with the delivery of major City services, quality of life and determine budget priorities for the City of Las Vegas.

Methodology

A seven-page survey was mailed to a stratified random sample of households in the City. The sample was stratified to ensure the completion of at least 150 surveys in each of City's six Council Wards. The mailed survey included a postage-paid return envelope, cover letter explaining the purpose of the survey and where residents could complete the online version of the survey.

Approximately ten days after the surveys were mailed, residents who received the survey were contacted by e-mail to encourage participation. Of the households that received a survey, 976 completed the survey. The results for the random sample of 976 households have a 95% level of confidence with a precision of at least +/- 3.1%.

“Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 5 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey (Section 1)
- trend charts comparing the results of the 2021 survey to the 2017 and 2013 surveys (Section 2)
- benchmarking data that show how the results for the City of Las Vegas compare to other communities (Section 3)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 4)
- tabular data showing the overall results for all questions on the survey (Section 5)
- a copy of the cover letter and survey instrument (Section 6)

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Overall Satisfaction with City Services

Sixty-eight percent (68%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City of Las Vegas. The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of fire services (90%), the reliability of sewer service (87%), the overall quality of emergency medical services (85%), and the overall quality of city sewer utilities (77%).

Perceptions of the City

Residents were asked to rate several items that may influence their perceptions of the City. The items that had the highest levels of satisfaction, based upon the combined “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall quality of neighborhoods (70%), the quality of services provided by the City (68%), the overall image of the City (64%), and the overall quality of life in the City (60%).

Overall Ratings of the City

Sixty-eight percent (68%) of those surveyed, who had an opinion, gave positive ratings for Las Vegas as a place to work; 65% gave positive ratings for Las Vegas as a place to retire, and 64% gave positive ratings for the City as a place to have a business.

Satisfaction with Specific City Services

Maintenance Services. The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance of city buildings (73%), the maintenance of traffic signals and street signs (67%), and the maintenance of neighborhood streets (66%).

Transportation Services. The highest levels of satisfaction with transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the ease of travel on City streets in Las Vegas (50%), the ease of walking in the City (44%) and the feeling of safety driving on City streets (37%).

Public Safety Services. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: firefighting services (84%), how quickly fire/emergency medical services personnel respond to emergencies (80%), and emergency medical services (72%).

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Residents were also asked to rate how safe they felt in various situations in the City. The areas where residents felt most safe, based upon the combined percentage of “very safe” and “safe” responses among those who had an opinion, were: in neighborhoods during the day (86%), when walking in neighborhoods (73%), in City facilities (72%), and in Downtown Las Vegas during the day (64%).

Customer Service. Twenty-six percent (26%) of residents surveyed indicated they had interacted with the City with a question, problem, or complaint during the past year. Those who interacted with the City were asked to indicate how often City employees displayed various behaviors. The items that residents rated highest, based upon the combined percentage of residents who reported the City employee “always” or “usually” displayed the behavior, were: they were courteous and polite (81%), they were knowledgeable and technically competent (72%), and they gave prompt, accurate and complete answers (67%).

Community Development and Beautification. The highest levels of satisfaction with community development and beautification related services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: business licensing (53%), enforcing parking regulations (47%), graffiti removal (45%), exterior maintenance of business property (44%), and enforcing sign regulations (43%).

City Communication. The highest levels of satisfaction with the City’s communication services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of the City’s web page (51%), the availability of information about City programs and services (47%), and the City’s efforts to keep residents informed on local issues (43%).

Parks, Recreation, Cultural and Community Services. The highest levels of satisfaction with the City’s parks, recreation, cultural and community services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the number of city parks (67%), the maintenance of sports fields (66%), and the number of park amenities (59%).

Additional Findings

- **Likelihood of Recommending the Community as a Place to Live.** Residents were asked to rate the likelihood that they would recommend their community as a place to live on a 10-point scale, where a rating of 10 meant “very likely” and a rating of 1 meant “not at all likely.” More than two-thirds (68%) of the residents surveyed gave a rating of 10, 9, 8 or 7; 13% gave a rating of 6 or 5, 11% gave a rating of 4 or 3, and 9% gave a rating of 2 or 1.
- **Ease of Contacting the City.** Sixty-seven percent (67%) of residents who had contacted the City during the past year felt it was “very easy” or “somewhat easy” to reach the person they needed; 20% felt it was “difficult” to reach the person needed; 11% felt it was “very difficult,” and 2% did not have an opinion.

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- **Use of Various City Services.** The City services that residents had used or visited most often during the past year were: City parks (66%), the City's website (51%) and City bike lanes and bike trails (33%).
- **Primary Sources of City Information.** The two primary sources from which residents reported they received information about City issues, services and events were: the television news (66%), Facebook, Twitter or other social media (28%), and the Las Vegas Review Journal/Las Vegas Sun (28%). The sources of information that residents reported they depend on most to stay informed about the City, based upon the combined percentage of residents who reported they "frequently" or "occasionally" use the source listed, were: non City-owned media (90%), the Internet (not including the City's website) (83%), and person to person/word of mouth (81%).

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Short-Term Trends: 2017 vs. 2021

The tables below and on the following page show the trends in satisfaction and priorities between 2017 and 2021. Increases or decreases of 5% or more are considered significant.

| Satisfaction Trends: 2017 vs. 2021 | | | | |
|--|------|------|------------|---|
| Service | 2017 | 2021 | Difference | Category |
| Overall quality of city customer service | 57% | 64% | 7% | Major Categories of City Services |
| Reliability of sewer service | 82% | 87% | 5% | Major Categories of City Services |
| Overall quality of city sewer utilities | 72% | 77% | 5% | Major Categories of City Services |
| Maintenance of city buildings | 68% | 73% | 5% | Maintenance Services |
| Quality of landscaping along City streets | 58% | 62% | 4% | Maintenance Services |
| Maintenance of curbs/gutters on city streets | 52% | 56% | 4% | Maintenance Services |
| Quality of animal control | 49% | 53% | 4% | Public Safety Services |
| Overall quality of parks & rec programs/services | 67% | 71% | 4% | Major Categories of City Services |
| Adequacy of city street lighting | 53% | 57% | 4% | Maintenance Services |
| Emergency medical services | 68% | 72% | 4% | Public Safety Services |
| Overall maintenance of city parks | 63% | 66% | 3% | Major Categories of City Services |
| Maintenance of traffic signals and street signs | 64% | 67% | 3% | Maintenance Services |
| Ease of registering for programs | 43% | 46% | 3% | Parks, Recreation, Cultural, & Community Services |
| Firefighting services | 81% | 84% | 3% | Public Safety Services |
| Overall quality of emergency medical services | 83% | 85% | 2% | Major Categories of City Services |
| Downtown development | 61% | 63% | 2% | Major Categories of City Services |
| Overall quality of City community centers | 60% | 62% | 2% | Major Categories of City Services |
| Overall effectiveness of city communication | 51% | 53% | 2% | Major Categories of City Services |
| Fire/medical personnel response to emergencies | 78% | 80% | 2% | Public Safety Services |
| Fire prevention inspections | 50% | 52% | 2% | Public Safety Services |
| Law enforcement in City parks/facilities | 37% | 39% | 2% | Public Safety Services |
| Business licensing | 51% | 53% | 2% | Community Development/Beautification |
| Exterior maintenance of business property | 42% | 44% | 2% | Community Development/Beautification |
| Number of city parks | 65% | 67% | 2% | Parks, Recreation, Cultural, & Community Services |
| Arts, culture and special events programs | 49% | 51% | 2% | Parks, Recreation, Cultural, & Community Services |
| Fees charged for recreation programs | 38% | 40% | 2% | Parks, Recreation, Cultural, & Community Services |
| Fees charged for cultural programs | 35% | 37% | 2% | Parks, Recreation, Cultural, & Community Services |
| Youth Camps | 30% | 32% | 2% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of fire services | 89% | 90% | 1% | Major Categories of City Services |
| Municipal courts | 50% | 51% | 1% | Public Safety Services |
| Facility and park rentals | 43% | 44% | 1% | Parks, Recreation, Cultural, & Community Services |
| Economic development (jobs) | 42% | 42% | 0% | Major Categories of City Services |
| Downtown parking access and information | 30% | 30% | 0% | Community Development/Beautification |
| City youth enrichment programs | 42% | 42% | 0% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of streets in your neighborhood | 67% | 66% | -1% | Maintenance Services |
| Maintenance/preservation of downtown Las Vegas | 59% | 58% | -1% | Maintenance Services |
| Maintenance of sidewalks in Las Vegas | 56% | 55% | -1% | Maintenance Services |
| Graffiti removal | 46% | 45% | -1% | Community Development/Beautification |
| Enforcing sign regulations | 44% | 43% | -1% | Community Development/Beautification |
| Enforcing clean-up/removal of junk & debris | 37% | 36% | -1% | Community Development/Beautification |
| City community centers and programs | 50% | 49% | -1% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of Metropolitan police services | 70% | 68% | -2% | Major Categories of City Services |
| Overall maintenance of city streets | 48% | 46% | -2% | Major Categories of City Services |
| The visibility of police in commercial areas | 53% | 51% | -2% | Public Safety Services |
| The visibility of police in neighborhoods | 46% | 44% | -2% | Public Safety Services |
| Enforcing parking regulations | 49% | 47% | -2% | Community Development/Beautification |
| Maintenance of sports fields | 68% | 66% | -2% | Parks, Recreation, Cultural, & Community Services |
| Walking and biking trails in the City | 54% | 52% | -2% | Parks, Recreation, Cultural, & Community Services |
| City swimming pools and aquatic programs | 50% | 48% | -2% | Parks, Recreation, Cultural, & Community Services |
| City Jail (Misdemeanor Detention Center) | 37% | 34% | -3% | Public Safety Services |
| Exterior maintenance of residential property | 42% | 39% | -3% | Community Development/Beautification |
| Neighborhood clean-ups sponsored by the City | 41% | 38% | -3% | Community Development/Beautification |
| Enforcement of local traffic laws | 45% | 42% | -3% | Public Safety Services |
| Overall enforcement of city codes/ordinances | 49% | 45% | -4% | Major Categories of City Services |
| How quickly police respond to emergencies | 52% | 48% | -4% | Public Safety Services |
| Overall quality of local police protection | 58% | 53% | -5% | Public Safety Services |
| Cleanliness of city streets/other public areas | 50% | 45% | -5% | Maintenance Services |
| Building inspections | 45% | 40% | -5% | Community Development/Beautification |
| Zoning services | 44% | 39% | -5% | Community Development/Beautification |
| The City's efforts to prevent crime | 46% | 41% | -5% | Public Safety Services |
| Senior citizens programs and centers | 46% | 41% | -5% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of building inspections by City | 50% | 44% | -6% | Major Categories of City Services |
| Building permits | 45% | 39% | -6% | Community Development/Beautification |
| Homeless services | 20% | 13% | -7% | Parks, Recreation, Cultural, & Community Services |

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| Priority Trends: 2017 vs. 2021 | | | | |
|--|------|------|------------|---|
| Service | 2017 | 2021 | Difference | Category |
| Overall maintenance of city streets | 45% | 54% | 9% | Major Categories of City Services |
| Visibility of police in neighborhoods | 46% | 55% | 9% | Public Safety Services |
| Cleanliness of city streets/other public areas | 60% | 69% | 9% | Maintenance Services |
| Enforcement of local traffic laws | 27% | 35% | 8% | Public Safety Services |
| Enforcing clean-up/removal of junk & debris | 54% | 62% | 8% | Community Development & Beautification Services |
| Enforcing parking regulations | 16% | 23% | 7% | Community Development & Beautification Services |
| Maintenance of sports fields | 14% | 21% | 7% | Parks, Recreation, Cultural, & Community Services |
| City's efforts to prevent crime | 54% | 61% | 7% | Public Safety Services |
| Overall quality of emergency medical services | 28% | 34% | 6% | Major Categories of City Services |
| Overall quality of local police protection | 29% | 35% | 6% | Public Safety Services |
| Exterior maintenance of business property | 28% | 34% | 6% | Community Development & Beautification Services |
| Walking & biking trails in City | 27% | 33% | 6% | Parks, Recreation, Cultural, & Community Services |
| Homeless services | 47% | 52% | 5% | Parks, Recreation, Cultural, & Community Services |
| Overall enforcement of city codes/ordinances | 22% | 27% | 5% | Major Categories of City Services |
| Business licensing | 5% | 10% | 5% | Community Development & Beautification Services |
| Maintenance of city buildings | 19% | 24% | 5% | Maintenance Services |
| Arts, culture & special events programs | 20% | 25% | 5% | Parks, Recreation, Cultural, & Community Services |
| Visibility of police in commercial areas | 29% | 33% | 4% | Public Safety Services |
| Enforcing sign regulations | 16% | 20% | 4% | Community Development & Beautification Services |
| Building permits | 4% | 8% | 4% | Community Development & Beautification Services |
| Zoning services | 7% | 11% | 4% | Community Development & Beautification Services |
| Neighborhood clean-ups sponsored by the City | 38% | 42% | 4% | Community Development & Beautification Services |
| Overall maintenance of city parks | 20% | 23% | 3% | Major Categories of City Services |
| Overall quality of fire services | 17% | 20% | 3% | Major Categories of City Services |
| Building inspections | 7% | 10% | 3% | Community Development & Beautification Services |
| Graffiti removal | 45% | 48% | 3% | Community Development & Beautification Services |
| Senior citizens programs & centers | 33% | 36% | 3% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of parks & rec programs/services | 26% | 28% | 2% | Major Categories of City Services |
| Overall quality of City community centers | 12% | 14% | 2% | Major Categories of City Services |
| Maintenance of streets in your neighborhood | 41% | 43% | 2% | Maintenance Services |
| Maintenance/preservation of downtown Las Vegas | 32% | 34% | 2% | Maintenance Services |
| Law enforcement in City parks & facilities | 21% | 23% | 2% | Public Safety Services |
| Reliability of sewer service | 9% | 11% | 2% | Major Categories of City Services |
| Facility & park rentals | 4% | 6% | 2% | Parks, Recreation, Cultural, & Community Services |
| Overall effectiveness of city communication | 17% | 19% | 2% | Major Categories of City Services |
| Fire/medical personnel response to emergencies | 17% | 19% | 2% | Public Safety Services |
| How quickly police respond to emergencies | 33% | 35% | 2% | Public Safety Services |
| Exterior maintenance of residential property | 34% | 36% | 2% | Community Development & Beautification Services |
| Overall quality of Metropolitan police services | 47% | 48% | 1% | Major Categories of City Services |
| Maintenance of sidewalks in Las Vegas | 35% | 36% | 1% | Maintenance Services |
| Overall quality of building inspections by City | 7% | 8% | 1% | Major Categories of City Services |
| Ease of registering for programs | 10% | 11% | 1% | Parks, Recreation, Cultural, & Community Services |
| City swimming pools and aquatic programs | 10% | 11% | 1% | Parks, Recreation, Cultural, & Community Services |
| Fees charged for recreation programs | 14% | 15% | 1% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of traffic signals and street signs | 40% | 41% | 1% | Maintenance Services |
| Quality of landscaping along City streets | 34% | 35% | 1% | Maintenance Services |
| Overall quality of city sewer utilities | 7% | 7% | 0% | Major Categories of City Services |
| Adequacy of city street lighting | 43% | 43% | 0% | Maintenance Services |
| Emergency medical services | 18% | 18% | 0% | Public Safety Services |
| Quality of animal control | 13% | 13% | 0% | Public Safety Services |
| Municipal courts | 9% | 9% | 0% | Public Safety Services |
| Number of City parks | 21% | 21% | 0% | Parks, Recreation, Cultural, & Community Services |
| Fees charged for cultural programs | 8% | 8% | 0% | Parks, Recreation, Cultural, & Community Services |
| City Jail (Misdemeanor Detention Center) | 8% | 7% | -1% | Public Safety Services |
| Fire prevention inspections | 6% | 5% | -1% | Public Safety Services |
| Overall quality of city customer service | 14% | 13% | -1% | Major Categories of City Services |
| Maintenance of curbs/gutters on city streets | 31% | 30% | -1% | Maintenance Services |
| Firefighting services | 10% | 9% | -1% | Public Safety Services |
| City youth enrichment programs | 19% | 18% | -1% | Parks, Recreation, Cultural, & Community Services |
| City community centers & programs | 17% | 16% | -1% | Parks, Recreation, Cultural, & Community Services |
| Youth camps | 12% | 8% | -4% | Parks, Recreation, Cultural, & Community Services |
| Downtown parking access and information | 40% | 36% | -4% | Community Development & Beautification Services |
| Downtown development | 24% | 19% | -5% | Major Categories of City Services |
| Economic development (jobs) | 46% | 40% | -6% | Major Categories of City Services |

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Long-Term Trends: 2013 vs. 2021

The tables below and on the following page show the trends in satisfaction and priorities between 2013 and 2021. Increases or decreases of 5% or more are considered significant.

| Satisfaction Trends: 2013 vs. 2021 | | | | |
|---|------|------|------------|---|
| Service | 2013 | 2021 | Difference | Category |
| Economic development (jobs) | 26% | 42% | 16% | Major Categories of City Services |
| Overall quality of Metropolitan police services | 61% | 68% | 7% | Major Categories of City Services |
| Firefighting services | 77% | 84% | 7% | Public Safety Services |
| Overall quality of city sewer utilities | 72% | 77% | 5% | Major Categories of City Services |
| Business licensing | 48% | 53% | 5% | Community Development & Beautification Services |
| Overall effectiveness of city communication | 49% | 53% | 4% | Major Categories of City Services |
| Overall quality of emergency medical services | 82% | 85% | 3% | Major Categories of City Services |
| Quality of animal control | 50% | 53% | 3% | Public Safety Services |
| Overall quality of local police protection | 50% | 53% | 3% | Public Safety Services |
| Municipal courts | 48% | 51% | 3% | Public Safety Services |
| Overall quality of fire services | 88% | 90% | 2% | Major Categories of City Services |
| Overall quality of city customer service | 62% | 64% | 2% | Major Categories of City Services |
| Maintenance of city buildings | 71% | 73% | 2% | Maintenance Services |
| Emergency medical services | 70% | 72% | 2% | Public Safety Services |
| Reliability of sewer service | 86% | 87% | 1% | Major Categories of City Services |
| Maintenance of traffic signals and street signs | 66% | 67% | 1% | Maintenance Services |
| Ease of registering for programs | 45% | 46% | 1% | Parks, Recreation, Cultural, & Community Services |
| Fire/medical personnel response to emergencies | 80% | 80% | 0% | Public Safety Services |
| The visibility of police in commercial areas | 51% | 51% | 0% | Public Safety Services |
| How quickly police respond to emergencies | 48% | 48% | 0% | Public Safety Services |
| Exterior maintenance of business property | 44% | 44% | 0% | Community Development & Beautification Services |
| Maintenance of curbs/gutters on city streets | 57% | 56% | -1% | Maintenance Services |
| Quality of landscaping along City streets | 63% | 62% | -1% | Maintenance Services |
| The visibility of police in neighborhoods | 45% | 44% | -1% | Public Safety Services |
| Youth Camps | 33% | 32% | -1% | Parks, Recreation, Cultural, & Community Services |
| Law enforcement in City parks/facilities | 41% | 39% | -2% | Public Safety Services |
| Exterior maintenance of residential property | 41% | 39% | -2% | Community Development & Beautification Services |
| Downtown development | 65% | 63% | -2% | Major Categories of City Services |
| Enforcement of local traffic laws | 44% | 42% | -2% | Public Safety Services |
| Fees charged for cultural programs | 39% | 37% | -2% | Parks, Recreation, Cultural, & Community Services |
| Graffiti removal | 48% | 45% | -3% | Community Development & Beautification Services |
| Facility and park rentals | 47% | 44% | -3% | Parks, Recreation, Cultural, & Community Services |
| Fees charged for recreation programs | 43% | 40% | -3% | Parks, Recreation, Cultural, & Community Services |
| Maintenance/preservation of downtown Las Vegas | 61% | 58% | -3% | Maintenance Services |
| Fire prevention inspections | 55% | 52% | -3% | Public Safety Services |
| Enforcing parking regulations | 50% | 47% | -3% | Community Development & Beautification Services |
| Enforcing sign regulations | 46% | 43% | -3% | Community Development & Beautification Services |
| Enforcing clean-up/removal of junk & debris | 39% | 36% | -3% | Community Development & Beautification Services |
| Downtown parking access and information | 33% | 30% | -3% | Community Development & Beautification Services |
| Arts, culture and special events programs | 54% | 51% | -3% | Parks, Recreation, Cultural, & Community Services |
| Zoning services | 43% | 39% | -4% | Community Development & Beautification Services |
| The City's efforts to prevent crime | 45% | 41% | -4% | Public Safety Services |
| Overall maintenance of city parks | 71% | 66% | -5% | Major Categories of City Services |
| Neighborhood clean-ups sponsored by the City | 43% | 38% | -5% | Community Development & Beautification Services |
| City community centers and programs | 54% | 49% | -5% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of streets in your neighborhood | 72% | 66% | -6% | Maintenance Services |
| Maintenance of sidewalks in Las Vegas | 61% | 55% | -6% | Maintenance Services |
| Maintenance of sports fields | 72% | 66% | -6% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of building inspections by City | 50% | 44% | -6% | Major Categories of City Services |
| Building inspections | 46% | 40% | -6% | Community Development & Beautification Services |
| City Jail (Misdemeanor Detention Center) | 41% | 34% | -7% | Public Safety Services |
| Number of city parks | 74% | 67% | -7% | Parks, Recreation, Cultural, & Community Services |
| Overall enforcement of city codes/ordinances | 52% | 45% | -7% | Major Categories of City Services |
| Adequacy of city street lighting | 64% | 57% | -7% | Maintenance Services |
| Walking and biking trails in the City | 60% | 52% | -8% | Parks, Recreation, Cultural, & Community Services |
| Homeless services | 21% | 13% | -8% | Parks, Recreation, Cultural, & Community Services |
| Building permits | 48% | 39% | -9% | Community Development & Beautification Services |
| Overall maintenance of city streets | 56% | 46% | -10% | Major Categories of City Services |
| Cleanliness of city streets/other public areas | 56% | 45% | -11% | Maintenance Services |
| Senior citizens programs and centers | 54% | 41% | -13% | Parks, Recreation, Cultural, & Community Services |

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| Priority Trends: 2013 vs. 2021 | | | | |
|---|------|------|------------|---|
| Service | 2013 | 2021 | Difference | Category |
| Overall maintenance of city streets | 39% | 54% | 15% | Major Categories of City Services |
| Enforcing clean-up/removal of junk & debris | 47% | 62% | 15% | Community Development & Beautification Services |
| Overall quality of emergency medical services | 20% | 34% | 14% | Major Categories of City Services |
| City's efforts to prevent crime | 47% | 61% | 14% | Public Safety Services |
| Cleanliness of city streets/other public areas | 55% | 69% | 14% | Maintenance Services |
| Neighborhood clean-ups sponsored by the City | 30% | 42% | 12% | Community Development & Beautification Services |
| Exterior maintenance of business property | 23% | 34% | 11% | Community Development & Beautification Services |
| Maintenance of streets in your neighborhood | 33% | 43% | 10% | Maintenance Services |
| Walking & biking trails in City | 24% | 33% | 9% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of city buildings | 15% | 24% | 9% | Maintenance Services |
| Fees charged for recreation programs | 6% | 15% | 9% | Parks, Recreation, Cultural, & Community Services |
| Senior citizens programs & centers | 27% | 36% | 9% | Parks, Recreation, Cultural, & Community Services |
| Visibility of police in neighborhoods | 47% | 55% | 8% | Public Safety Services |
| Homeless services | 44% | 52% | 8% | Parks, Recreation, Cultural, & Community Services |
| Arts, culture & special events programs | 18% | 25% | 7% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of sports fields | 14% | 21% | 7% | Parks, Recreation, Cultural, & Community Services |
| How quickly police respond to emergencies | 28% | 35% | 7% | Public Safety Services |
| Overall enforcement of city codes/ordinances | 21% | 27% | 6% | Major Categories of City Services |
| Maintenance of sidewalks in Las Vegas | 30% | 36% | 6% | Maintenance Services |
| Quality of landscaping along City streets | 29% | 35% | 6% | Maintenance Services |
| Number of City parks | 15% | 21% | 6% | Parks, Recreation, Cultural, & Community Services |
| Maintenance/preservation of downtown Las Vegas | 29% | 34% | 5% | Maintenance Services |
| Overall maintenance of city parks | 18% | 23% | 5% | Major Categories of City Services |
| Enforcing parking regulations | 18% | 23% | 5% | Community Development & Beautification Services |
| Overall quality of local police protection | 30% | 35% | 5% | Public Safety Services |
| Enforcement of local traffic laws | 30% | 35% | 5% | Public Safety Services |
| Visibility of police in commercial areas | 28% | 33% | 5% | Public Safety Services |
| Overall effectiveness of city communication | 15% | 19% | 4% | Major Categories of City Services |
| Fire/medical personnel response to emergencies | 15% | 19% | 4% | Public Safety Services |
| Enforcing sign regulations | 16% | 20% | 4% | Community Development & Beautification Services |
| Zoning services | 7% | 11% | 4% | Community Development & Beautification Services |
| Ease of registering for programs | 7% | 11% | 4% | Parks, Recreation, Cultural, & Community Services |
| Adequacy of city street lighting | 39% | 43% | 4% | Maintenance Services |
| Overall quality of fire services | 17% | 20% | 3% | Major Categories of City Services |
| Law enforcement in City parks & facilities | 20% | 23% | 3% | Public Safety Services |
| Business licensing | 7% | 10% | 3% | Community Development & Beautification Services |
| Reliability of sewer service | 9% | 11% | 2% | Major Categories of City Services |
| Overall quality of building inspections by City | 6% | 8% | 2% | Major Categories of City Services |
| Building inspections | 8% | 10% | 2% | Community Development & Beautification Services |
| Building permits | 6% | 8% | 2% | Community Development & Beautification Services |
| Fees charged for cultural programs | 6% | 8% | 2% | Parks, Recreation, Cultural, & Community Services |
| Facility & park rentals | 4% | 6% | 2% | Parks, Recreation, Cultural, & Community Services |
| Emergency medical services | 16% | 18% | 2% | Public Safety Services |
| City community centers & programs | 14% | 16% | 2% | Parks, Recreation, Cultural, & Community Services |
| Graffiti removal | 46% | 48% | 2% | Community Development & Beautification Services |
| Exterior maintenance of residential property | 34% | 36% | 2% | Community Development & Beautification Services |
| City Jail (Misdemeanor Detention Center) | 6% | 7% | 1% | Public Safety Services |
| Overall quality of city customer service | 13% | 13% | 0% | Major Categories of City Services |
| Overall quality of city sewer utilities | 7% | 7% | 0% | Major Categories of City Services |
| Fire prevention inspections | 5% | 5% | 0% | Public Safety Services |
| Maintenance of traffic signals and street signs | 42% | 41% | -1% | Maintenance Services |
| Quality of animal control | 14% | 13% | -1% | Public Safety Services |
| Firefighting services | 10% | 9% | -1% | Public Safety Services |
| Downtown parking access and information | 37% | 36% | -1% | Community Development & Beautification Services |
| Downtown development | 21% | 19% | -2% | Major Categories of City Services |
| Municipal courts | 13% | 9% | -4% | Public Safety Services |
| Overall quality of Metropolitan police services | 52% | 48% | -4% | Major Categories of City Services |
| Maintenance of curbs/gutters on city streets | 34% | 30% | -4% | Maintenance Services |
| Youth camps | 15% | 8% | -7% | Parks, Recreation, Cultural, & Community Services |
| Economic development (jobs) | 54% | 40% | -14% | Major Categories of City Services |

2021 City of Las Vegas Community Survey

Executive Summary



How the City of Las Vegas Compares to Other Communities Regionally

Satisfaction ratings for the City of Las Vegas **rated at or above the Mountain regional average in 31 of the 54 areas** that were assessed. The Mountain Region includes the states of Colorado, Wyoming, Utah, Nevada, New Mexico, and Arizona. The City rated significantly higher than the Mountain regional average (difference of 5% or more) in 21 of these areas. The table below shows how the City of Las Vegas compares to the Mountain regional average:

| Service | Las Vegas | Mountain Region | Difference | Category |
|---|-----------|-----------------|------------|---|
| Maintenance of streets in your neighborhood | 66% | 46% | 20% | City Maintenance |
| Overall effectiveness of city communication | 53% | 39% | 14% | Major Categories of City Services |
| Maintenance of city buildings | 73% | 59% | 14% | City Maintenance |
| Quality of City video programming | 39% | 26% | 13% | City Communication |
| Maintenance of sports fields | 66% | 53% | 13% | Parks, Recreation, Cultural, & Community Services |
| Arts, culture, and special events programs | 51% | 38% | 13% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of parks & rec programs/services | 71% | 59% | 12% | Major Categories of City Services |
| Quality of services provided by the City | 68% | 56% | 12% | Perceptions of the City |
| Fees charged for recreation programs | 40% | 29% | 11% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of customer service | 64% | 53% | 11% | Major Categories of City Services |
| Senior citizens programs and centers | 41% | 30% | 11% | Parks, Recreation, Cultural, & Community Services |
| Ease of registering for programs | 46% | 37% | 9% | Parks, Recreation, Cultural, & Community Services |
| City efforts to keep you informed | 43% | 35% | 8% | City Communication |
| All City wide youth sports | 49% | 41% | 8% | Parks, Recreation, Cultural, & Community Services |
| Quality of City's web page | 51% | 44% | 7% | City Communication |
| Availability of information about City | 47% | 40% | 7% | City Communication |
| Quality of animal control | 53% | 47% | 6% | Public Safety |
| City swimming pools and aquatic programs | 48% | 42% | 6% | Parks, Recreation, Cultural, & Community Services |
| As a place to work | 68% | 63% | 5% | Overall Ratings of the City |
| Quality of landscaping along City streets | 62% | 57% | 5% | City Maintenance |
| Quality of City's social media | 41% | 36% | 5% | City Communication |
| How quickly police respond to emergencies | 48% | 44% | 4% | Public Safety |
| City community centers and programs | 49% | 45% | 4% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of city sewer utilities | 77% | 74% | 3% | Major Categories of City Services |
| All City wide adult sports | 40% | 37% | 3% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of sidewalks | 55% | 53% | 2% | City Maintenance |
| The visibility of police in neighborhoods | 44% | 42% | 2% | Public Safety |
| Maintenance of traffic signals and street signs | 67% | 66% | 1% | City Maintenance |
| Fire/medical personnel response to emergencies | 80% | 79% | 1% | Public Safety |
| Firefighting services | 84% | 84% | 0% | Public Safety |
| The visibility of police in commercial areas | 51% | 51% | 0% | Public Safety |
| Overall maintenance of city streets | 46% | 48% | -2% | Major Categories of City Services |
| Overall image of the City | 64% | 66% | -2% | Perceptions of the City |
| Enforcing sign regulations | 43% | 46% | -3% | Community Development/Beautification |
| Exterior maintenance of residential property | 39% | 43% | -4% | Community Development/Beautification |
| Walking and biking trails in the city | 52% | 57% | -5% | Parks, Recreation, Cultural, & Community Services |
| Enforcing clean-up/removal of junk & debris | 36% | 41% | -5% | Community Development/Beautification |
| Level of public involvement in local decision making | 23% | 28% | -5% | City Communication |
| Overall quality of local police protection | 53% | 59% | -6% | Public Safety |
| Feeling of safety in your neighborhood during the day | 86% | 92% | -6% | Perceptions of Safety |
| Feeling of safety in your neighborhood at night | 60% | 66% | -6% | Perceptions of Safety |
| Adequacy of city street lighting | 57% | 65% | -8% | City Maintenance |
| As a place to retire | 65% | 75% | -10% | Overall Ratings of the City |
| Enforcement of local traffic laws | 42% | 52% | -10% | Public Safety |
| Exterior maintenance of business property | 44% | 55% | -11% | Community Development/Beautification |
| Emergency medical services | 72% | 86% | -14% | Public Safety |
| Overall enforcement of city codes/ordinances | 45% | 60% | -15% | Major Categories of City Services |
| Overall value you receive for tax dollars/fees | 40% | 55% | -15% | Perceptions of the City |
| Feeling of safety overall as a place to live | 63% | 81% | -18% | Perceptions of Safety |
| Feeling of safety in City parks | 44% | 64% | -20% | Perceptions of Safety |
| Cleanliness of city streets/other public areas | 45% | 67% | -22% | City Maintenance |
| The City's efforts to prevent crime | 41% | 67% | -26% | Public Safety |
| Overall quality of public schools | 20% | 57% | -37% | Perceptions of the City |
| As a place to raise children | 33% | 71% | -38% | Overall Ratings of the City |

2021 City of Las Vegas Community Survey

Executive Summary



How the City of Las Vegas Compares to Other Communities Nationally

Satisfaction ratings for the City of Las Vegas **rated at or above the national average in 22 of the 54 areas** that were assessed. The City rated significantly higher than the national average (difference of 5% or more) in 18 of these areas. The table below shows how the City of Las Vegas compares to the national average:

| Service | Las Vegas | U.S. | Difference | Category |
|---|-----------|------|------------|---|
| Overall quality of customer service | 64% | 51% | 13% | Major Categories of City Services |
| Maintenance of sports fields | 66% | 53% | 13% | Parks, Recreation, Cultural, & Community Services |
| Senior citizens programs and centers | 41% | 28% | 13% | Parks, Recreation, Cultural, & Community Services |
| Overall quality of city sewer utilities | 77% | 65% | 12% | Major Categories of City Services |
| Overall quality of parks & rec programs/services | 71% | 59% | 12% | Major Categories of City Services |
| Arts, culture, and special events programs | 51% | 39% | 12% | Parks, Recreation, Cultural, & Community Services |
| City swimming pools and aquatic programs | 48% | 36% | 12% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of streets in your neighborhood | 66% | 55% | 11% | City Maintenance |
| City community centers and programs | 49% | 38% | 11% | Parks, Recreation, Cultural, & Community Services |
| Maintenance of city buildings | 73% | 63% | 10% | City Maintenance |
| All City wide youth sports | 49% | 39% | 10% | Parks, Recreation, Cultural, & Community Services |
| Quality of services provided by the City | 68% | 59% | 9% | Perceptions of the City |
| As a place to work | 68% | 60% | 8% | Overall Ratings of the City |
| As a place to retire | 65% | 57% | 8% | Overall Ratings of the City |
| Ease of registering for programs | 46% | 39% | 7% | Parks, Recreation, Cultural, & Community Services |
| Fees charged for recreation programs | 40% | 34% | 6% | Parks, Recreation, Cultural, & Community Services |
| All City wide adult sports | 40% | 34% | 6% | Parks, Recreation, Cultural, & Community Services |
| Overall effectiveness of city communication | 53% | 48% | 5% | Major Categories of City Services |
| Maintenance of sidewalks | 55% | 51% | 4% | City Maintenance |
| Quality of landscaping along City streets | 62% | 60% | 2% | City Maintenance |
| Quality of City's web page | 51% | 50% | 1% | City Communication |
| Overall image of the City | 64% | 64% | 0% | Perceptions of the City |
| Firefighting services | 84% | 85% | -1% | Public Safety |
| Fire/medical personnel response to emergencies | 80% | 81% | -1% | Public Safety |
| Quality of animal control | 53% | 55% | -2% | Public Safety |
| Feeling of safety in your neighborhood during the day | 86% | 89% | -3% | Perceptions of Safety |
| Quality of City's social media | 41% | 44% | -3% | City Communication |
| Maintenance of traffic signals and street signs | 67% | 71% | -4% | City Maintenance |
| Overall value you receive for tax dollars/fees | 40% | 44% | -4% | Perceptions of the City |
| Quality of City video programming | 39% | 43% | -4% | City Communication |
| Availability of information about City | 47% | 51% | -4% | City Communication |
| Overall maintenance of city streets | 46% | 52% | -6% | Major Categories of City Services |
| Overall enforcement of city codes/ordinances | 45% | 52% | -7% | Major Categories of City Services |
| City efforts to keep you informed | 43% | 51% | -8% | City Communication |
| Exterior maintenance of business property | 44% | 53% | -9% | Community Development/Beautification |
| Enforcing sign regulations | 43% | 52% | -9% | Community Development/Beautification |
| Adequacy of city street lighting | 57% | 66% | -9% | City Maintenance |
| Emergency medical services | 72% | 81% | -9% | Public Safety |
| Feeling of safety in your neighborhood at night | 60% | 71% | -11% | Perceptions of Safety |
| Overall quality of local police protection | 53% | 64% | -11% | Public Safety |
| The visibility of police in commercial areas | 51% | 62% | -11% | Public Safety |
| Walking and biking trails in the city | 52% | 63% | -11% | Parks, Recreation, Cultural, & Community Services |
| Feeling of safety overall as a place to live | 63% | 75% | -12% | Perceptions of Safety |
| Exterior maintenance of residential property | 39% | 51% | -12% | Community Development/Beautification |
| Enforcing clean-up/removal of junk & debris | 36% | 50% | -14% | Community Development/Beautification |
| Cleanliness of city streets/other public areas | 45% | 60% | -15% | City Maintenance |
| Level of public involvement in local decision making | 23% | 38% | -15% | City Communication |
| How quickly police respond to emergencies | 48% | 65% | -17% | Public Safety |
| The visibility of police in neighborhoods | 44% | 62% | -18% | Public Safety |
| Enforcement of local traffic laws | 42% | 60% | -18% | Public Safety |
| Feeling of safety in City parks | 44% | 64% | -20% | Perceptions of Safety |
| The City's efforts to prevent crime | 41% | 63% | -22% | Public Safety |
| Overall quality of public schools | 20% | 56% | -36% | Perceptions of the City |
| As a place to raise children | 33% | 71% | -38% | Overall Ratings of the City |

2021 City of Las Vegas Community Survey

Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the City's overall satisfaction rating are listed below:

- Overall maintenance of city streets (IS=0.2905)
- Economic development (jobs) (IS=0.2337)
- Overall quality of Metropolitan police services (IS=0.1546)
- Overall enforcement of city codes/ordinances (IS=.1458)

The table below shows the Importance-Satisfaction rating for all 15 major categories of City services that were rated.

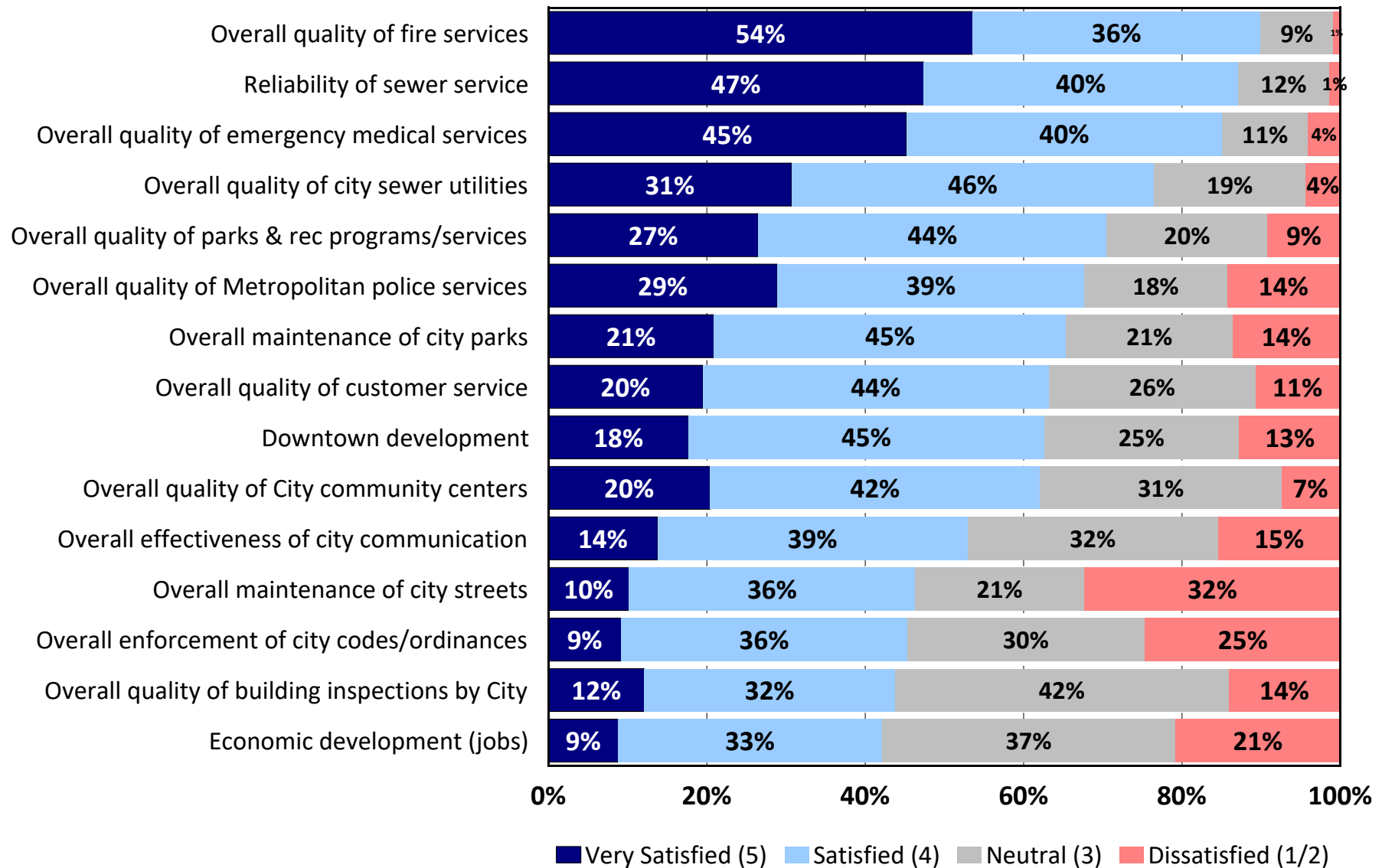
| Importance-Satisfaction Rating | | | | | | |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| 2021 Las Vegas Community Survey | | | | | | |
| MAJOR CATEGORIES OF CITY SERVICES | | | | | | |
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
| Very High Priority (IS > .20) | | | | | | |
| Overall maintenance of city streets | 54% | 1 | 46% | 12 | 0.2905 | 1 |
| Economic development (jobs) | 40% | 3 | 42% | 15 | 0.2337 | 2 |
| High Priority (IS .10-.20) | | | | | | |
| Overall quality of Metropolitan police services | 48% | 2 | 68% | 6 | 0.1546 | 3 |
| Overall enforcement of city codes/ordinances | 27% | 6 | 45% | 13 | 0.1458 | 4 |
| Medium Priority (IS < .10) | | | | | | |
| Overall effectiveness of city communication | 19% | 10 | 53% | 11 | 0.0874 | 5 |
| Overall quality of parks & rec programs/services | 28% | 5 | 71% | 5 | 0.0809 | 6 |
| Overall maintenance of city parks | 23% | 7 | 66% | 7 | 0.0772 | 7 |
| Downtown development | 19% | 9 | 63% | 9 | 0.0707 | 8 |
| Overall quality of City community centers | 14% | 11 | 62% | 10 | 0.0517 | 9 |
| Overall quality of emergency medical services | 34% | 4 | 85% | 3 | 0.0516 | 10 |
| Overall quality of building inspections by City | 8% | 14 | 44% | 14 | 0.0470 | 11 |
| Overall quality of customer service | 13% | 12 | 64% | 8 | 0.0461 | 12 |
| Overall quality of fire services | 20% | 8 | 90% | 1 | 0.0201 | 13 |
| Overall quality of city sewer utilities | 7% | 15 | 77% | 4 | 0.0163 | 14 |
| Reliability of sewer service | 11% | 13 | 87% | 2 | 0.0143 | 15 |



Charts and Graphs

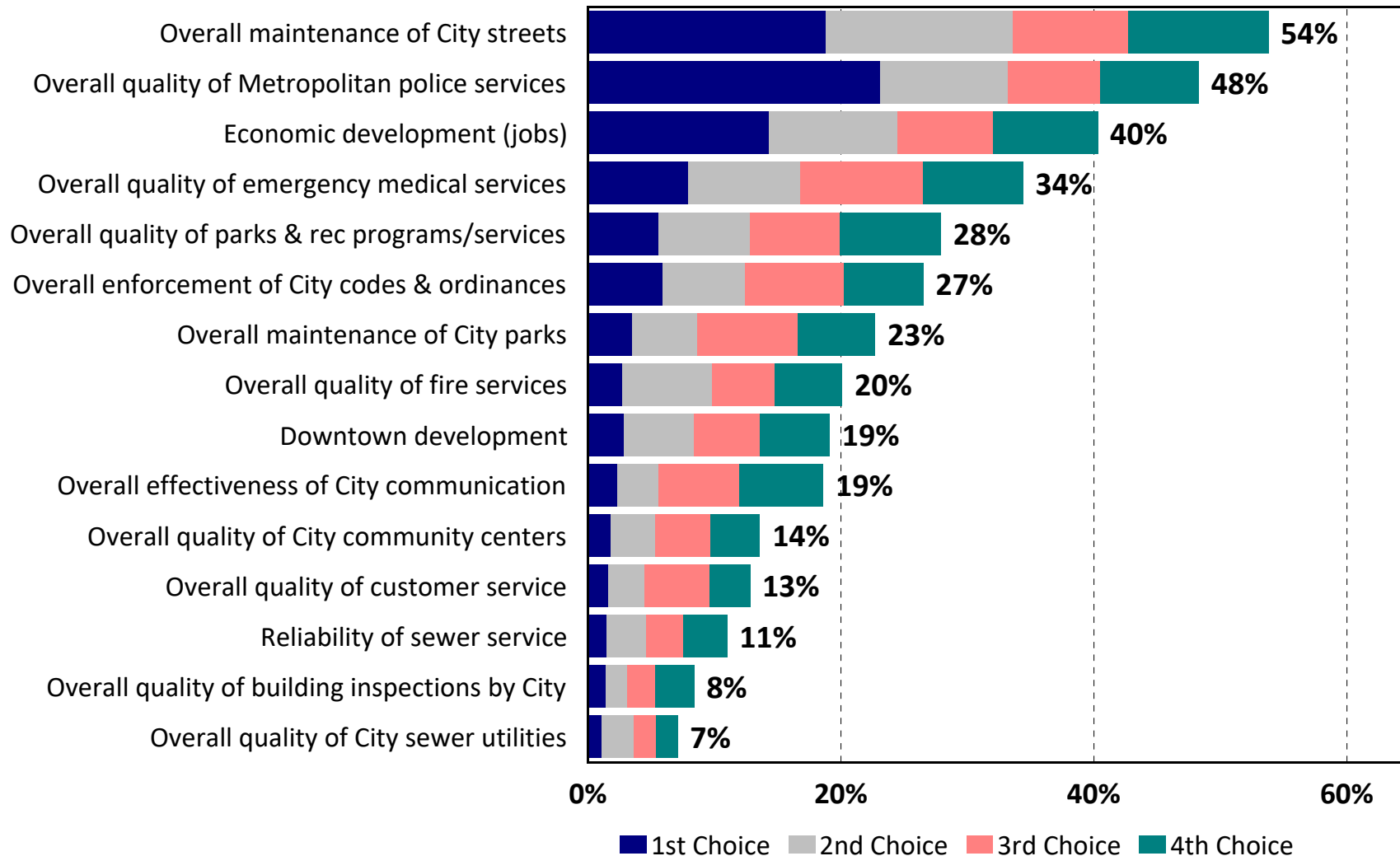
Q1. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)



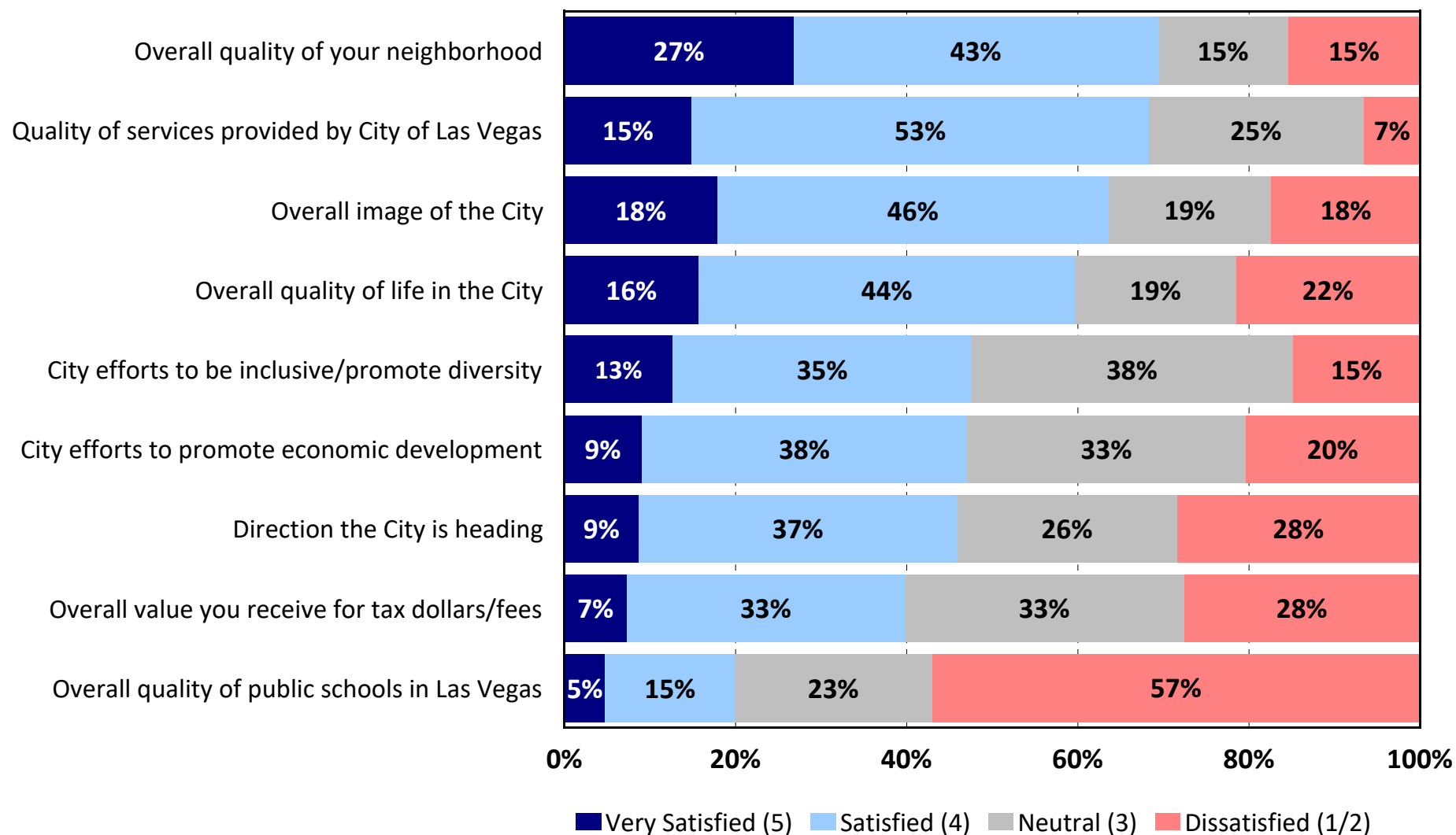
Q2. Major Categories of City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



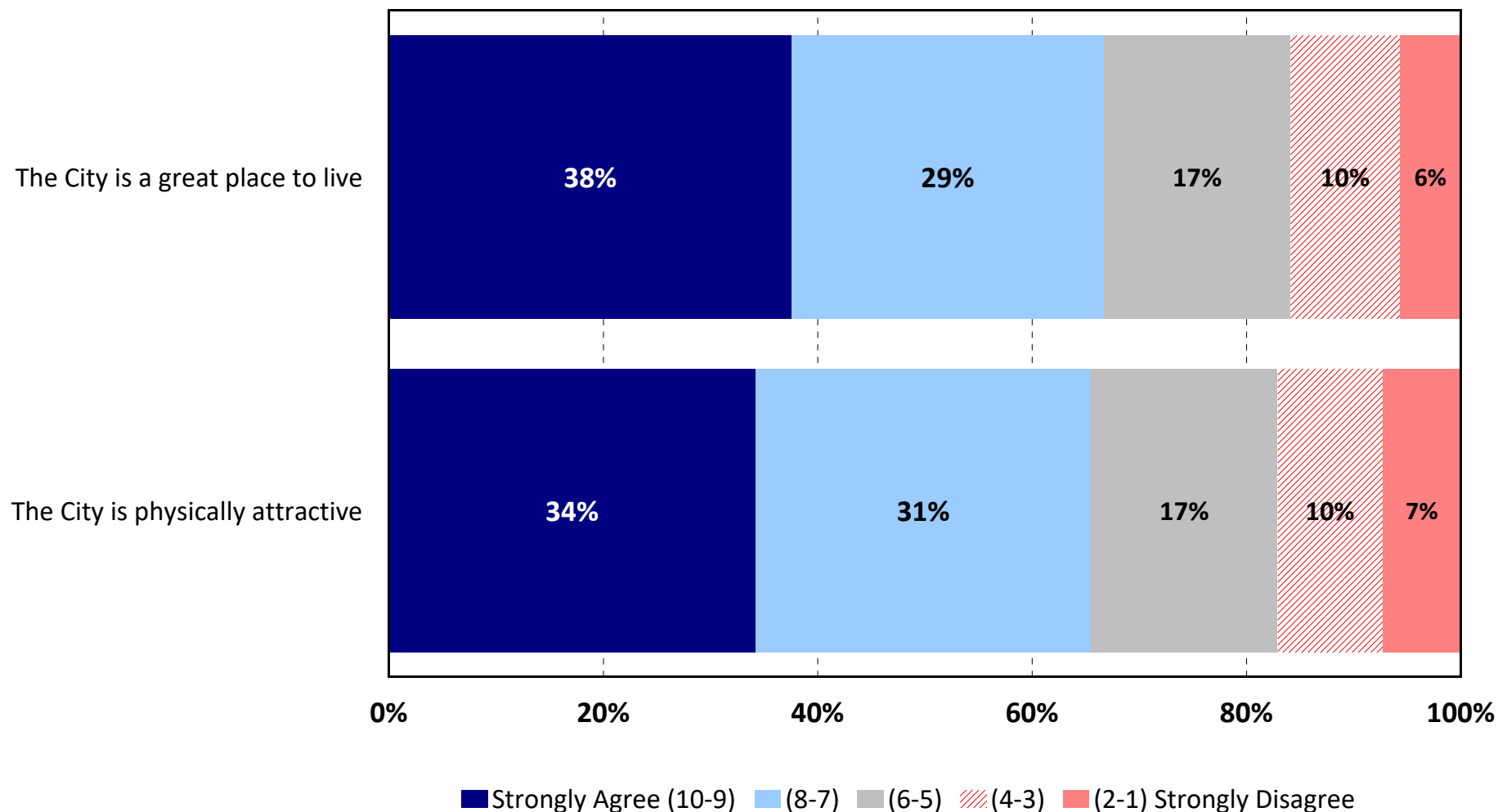
Q3. Satisfaction With Items That Influence Perceptions of the City of Las Vegas

by percentage of respondents (excluding don't knows)



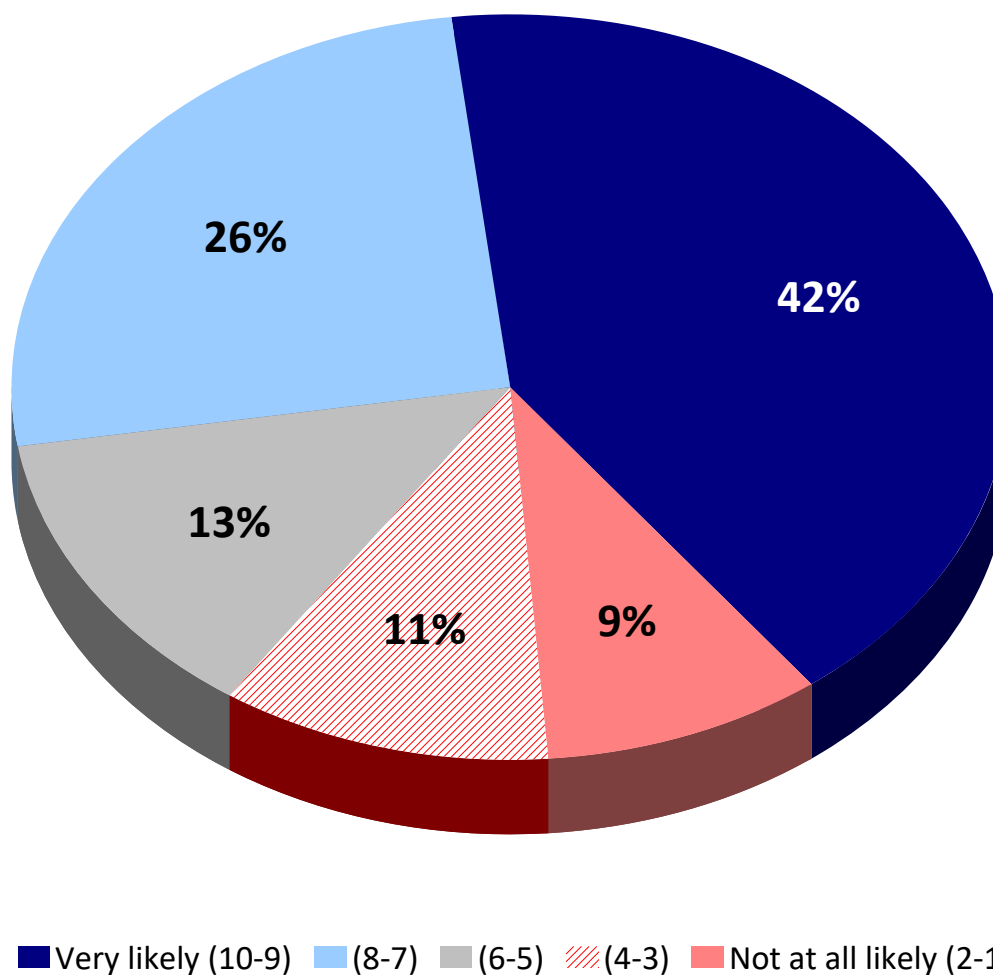
Q4. Agreement with Various Statements About the City of Las Vegas

by percentage of respondents who rated the statement on a 10-point scale, where a rating of 10 meant "strongly agree" and a rating of 1 meant "strongly disagree" (excluding don't knows)



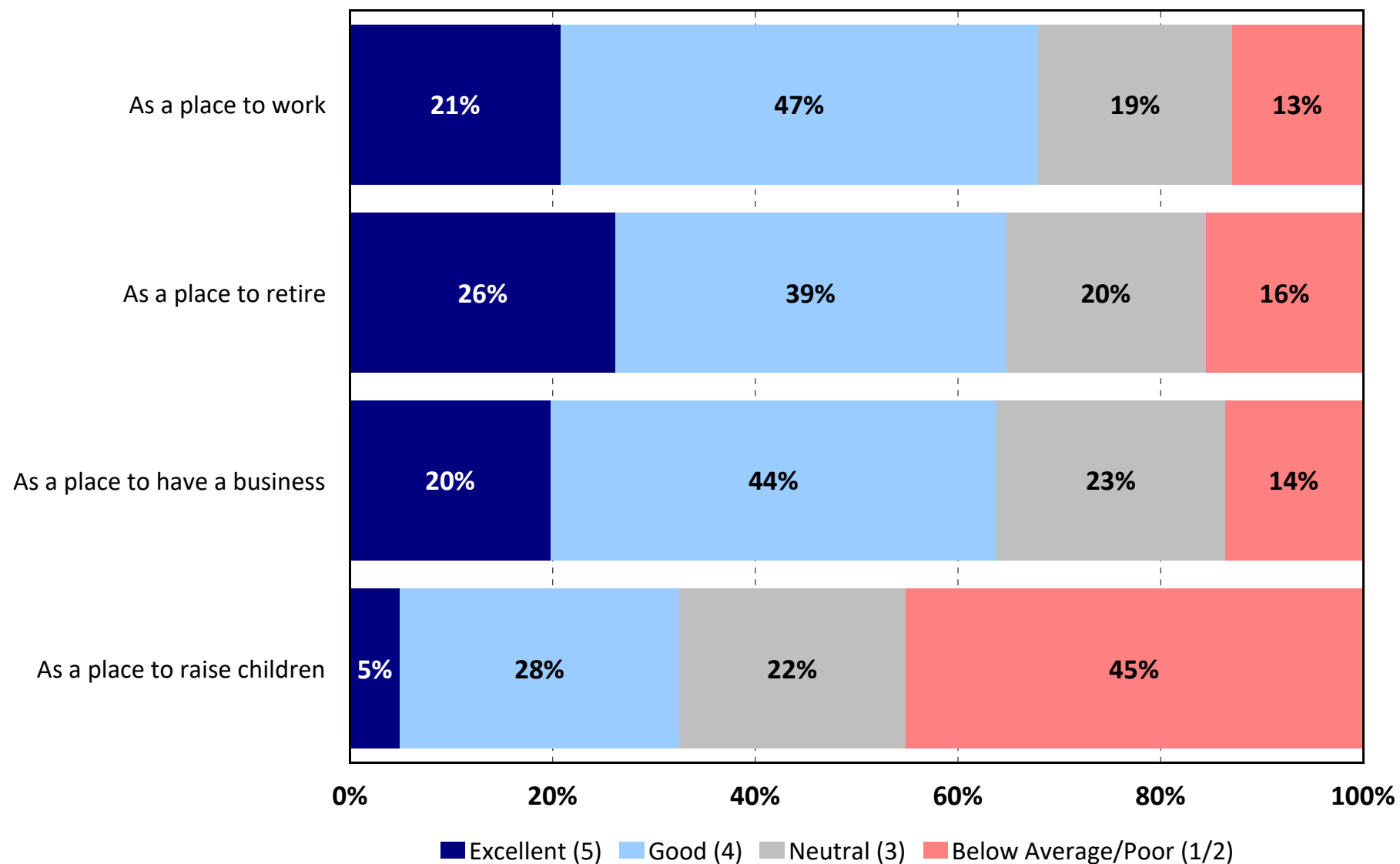
Q5. How likely would you be to recommend the community as a place to live?

by percentage of respondents who rated how likely they would be to recommend their community as a place to live on a 10-point scale, where a rating of 10 meant "very likely" and a rating of 1 meant "not likely at all"



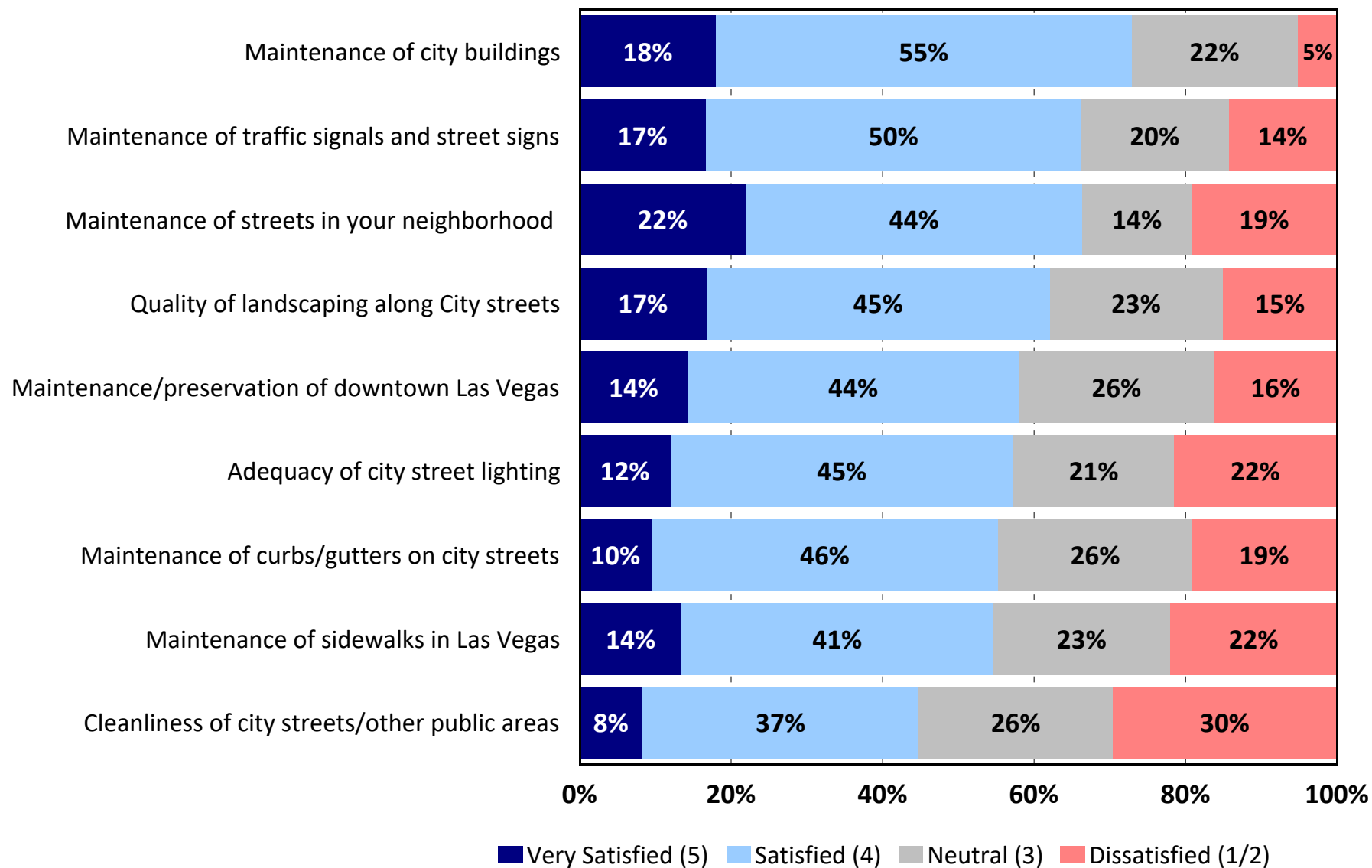
Q6. Overall Ratings of the City

by percentage of respondents (excluding don't knows)



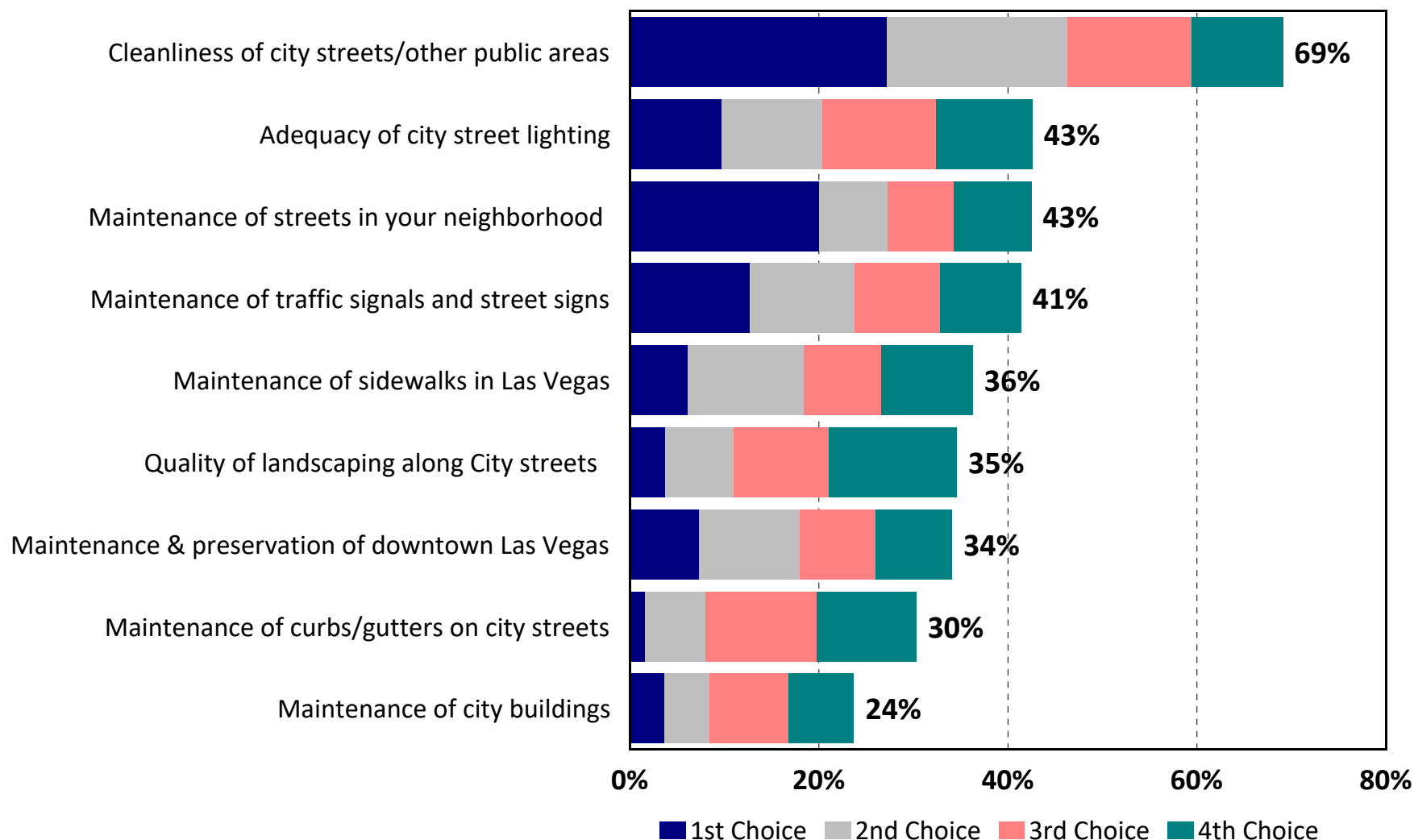
Q7. Satisfaction with Maintenance Services

by percentage of respondents (excluding don't knows)



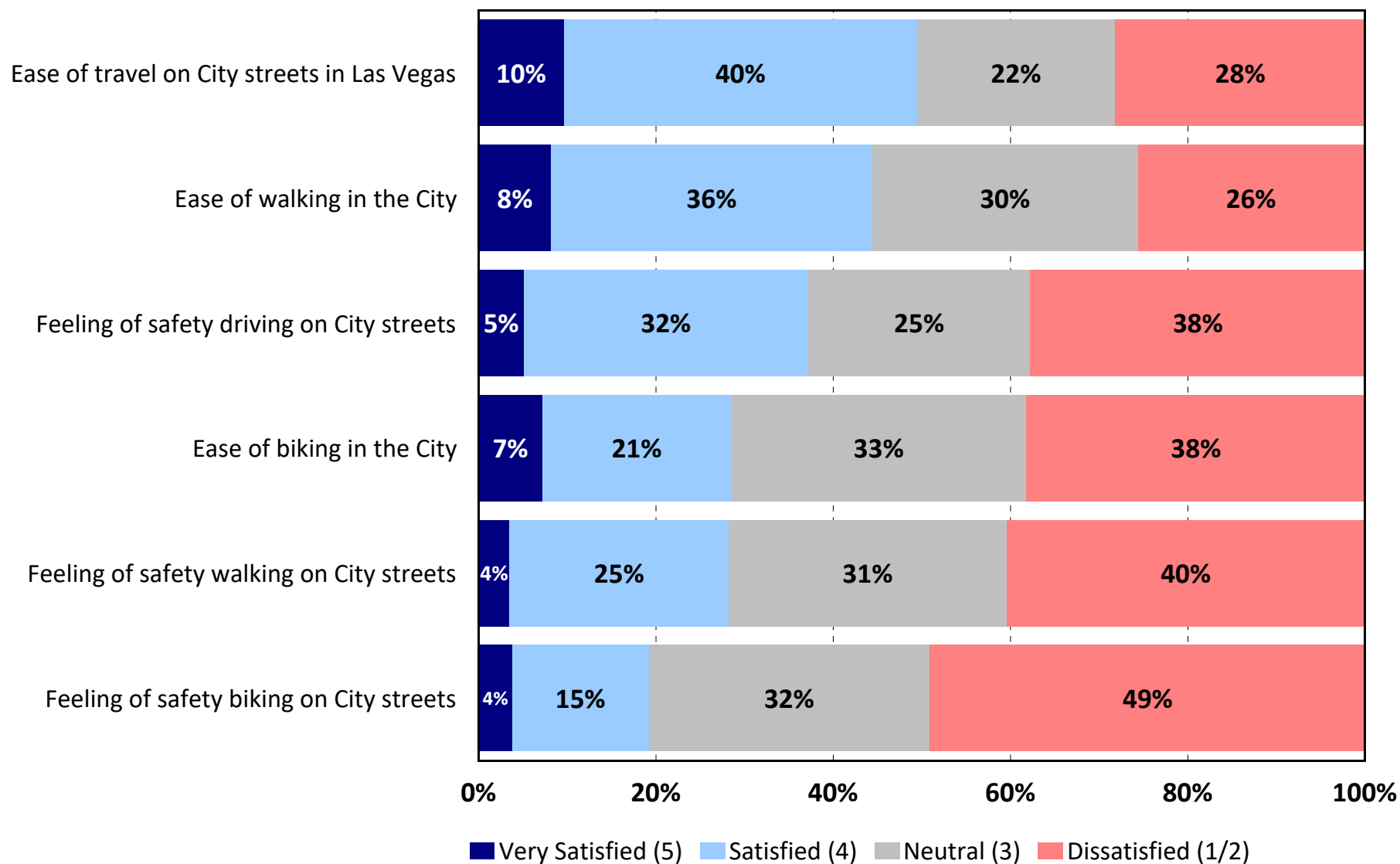
Q8. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



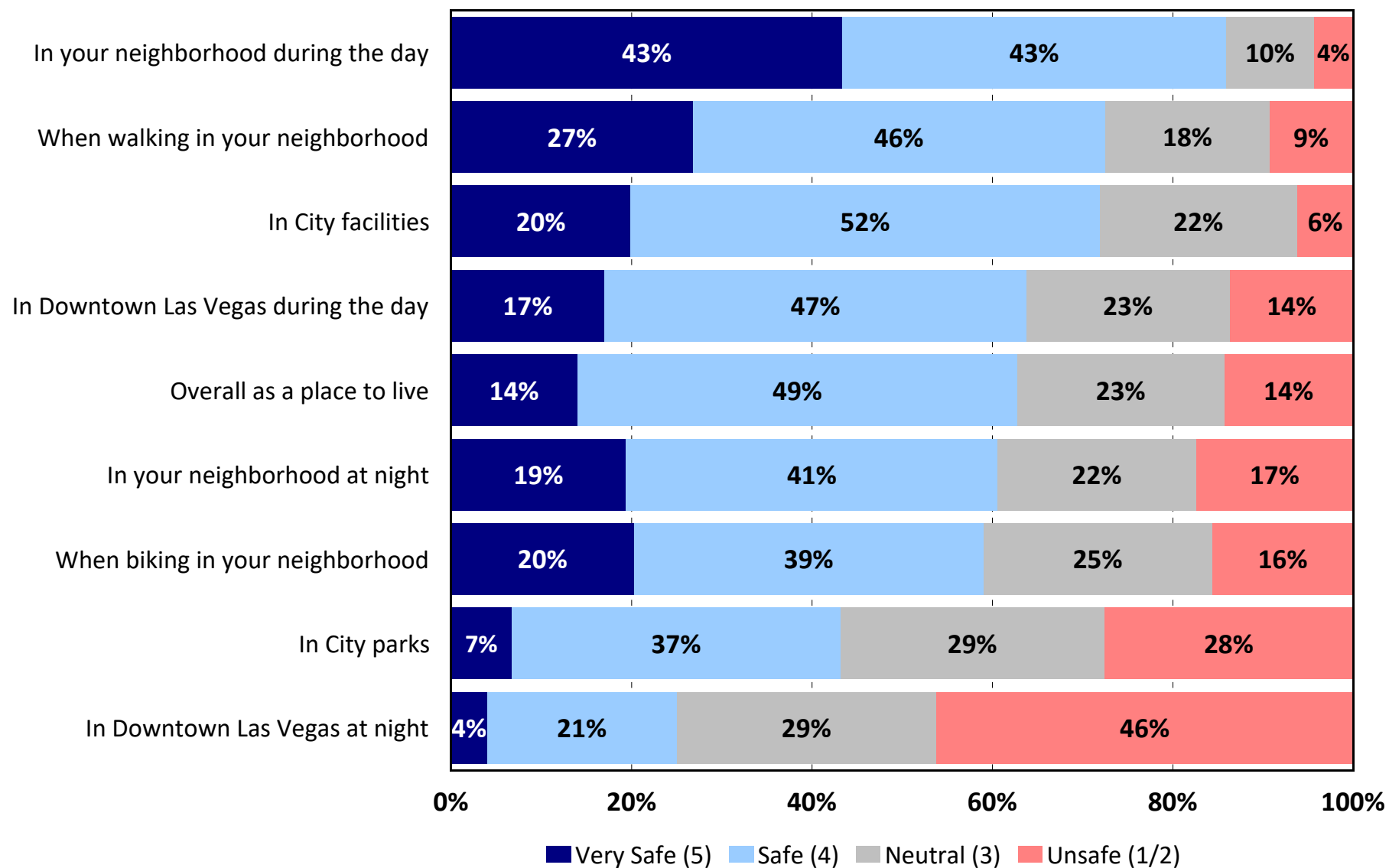
Q9. Satisfaction with Transportation Services

by percentage of respondents (excluding don't knows)



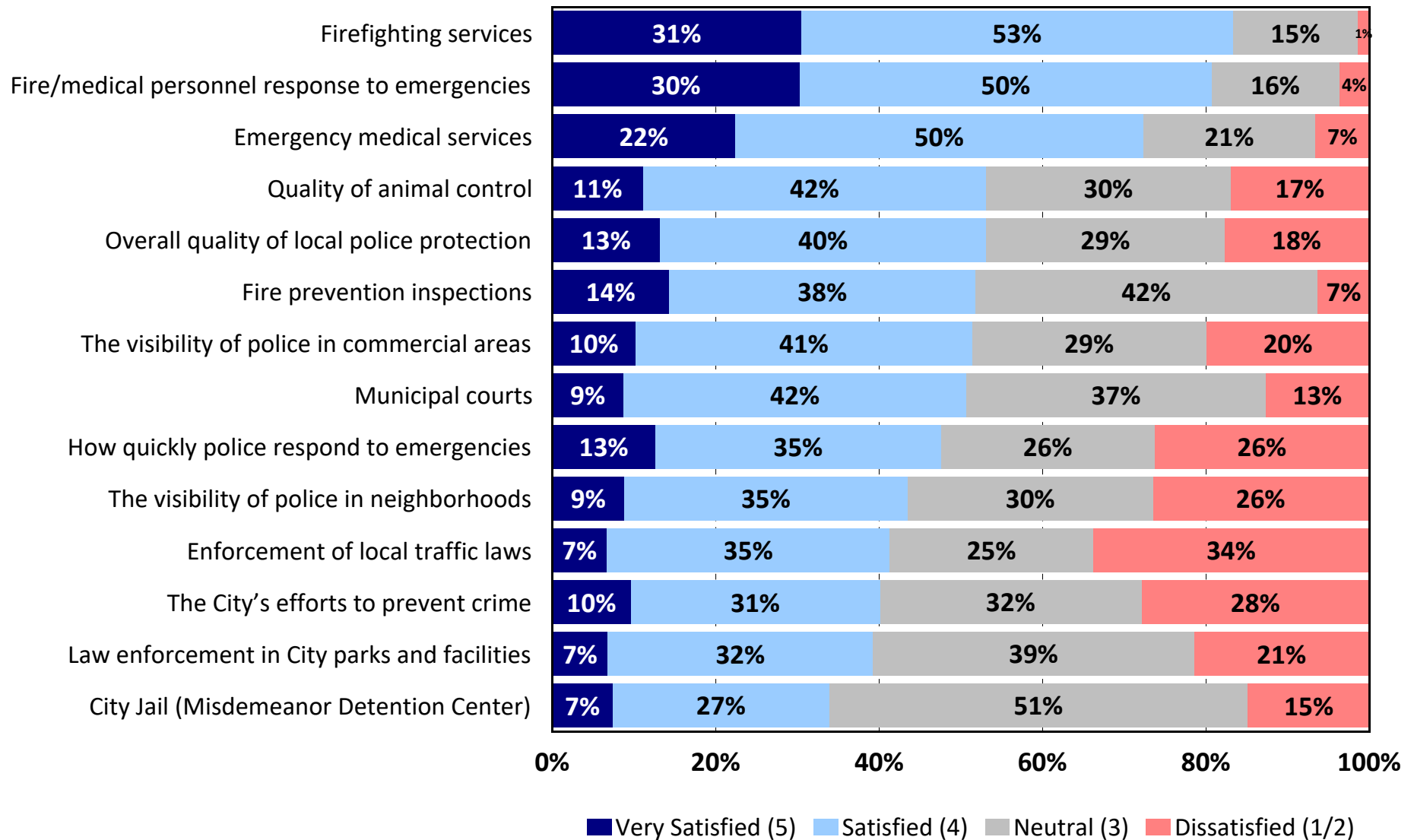
Q10. Feeling of Safety in the City

by percentage of respondents (excluding don't knows)



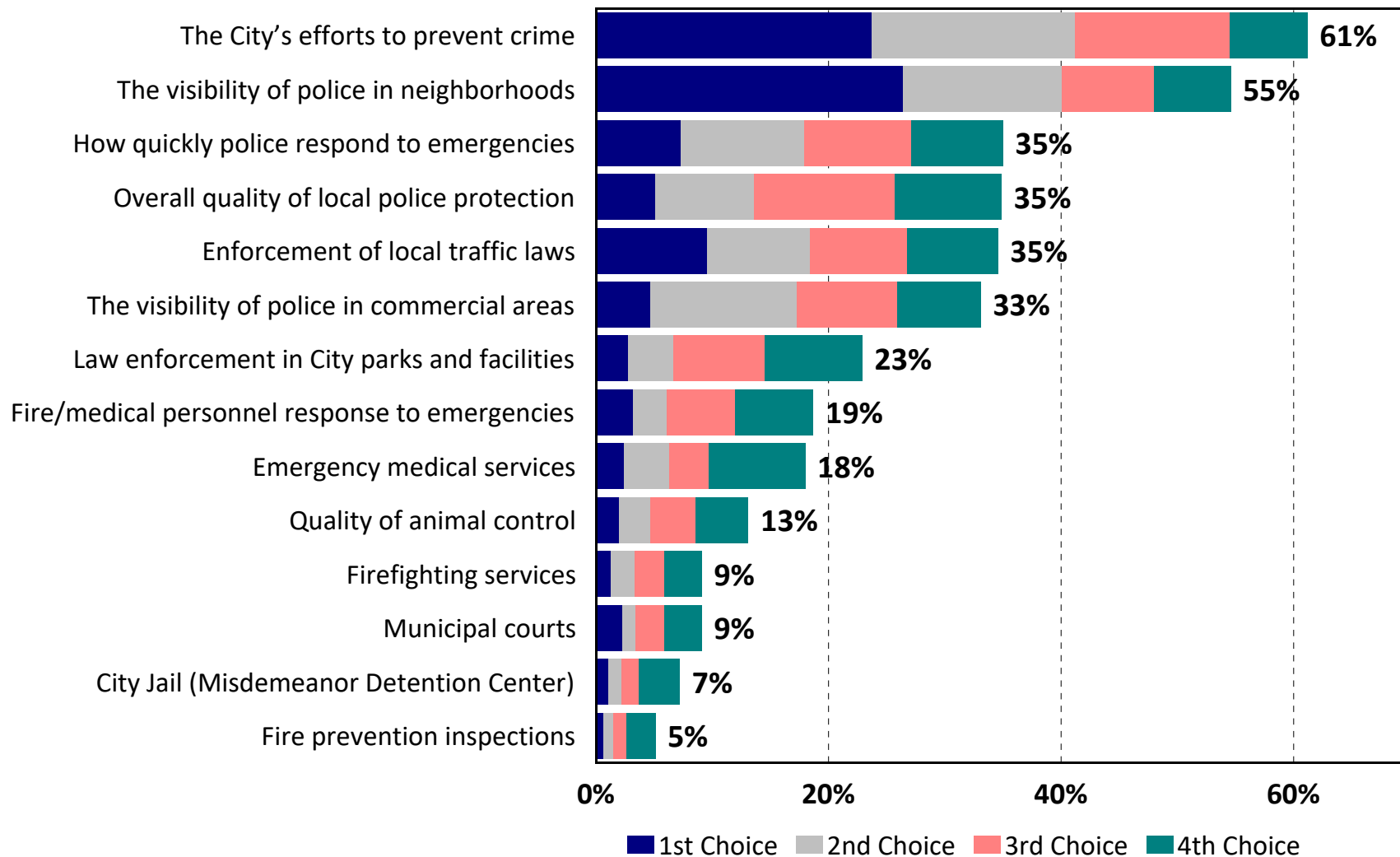
Q11. Satisfaction With Public Safety Services

by percentage of respondents (excluding don't knows)



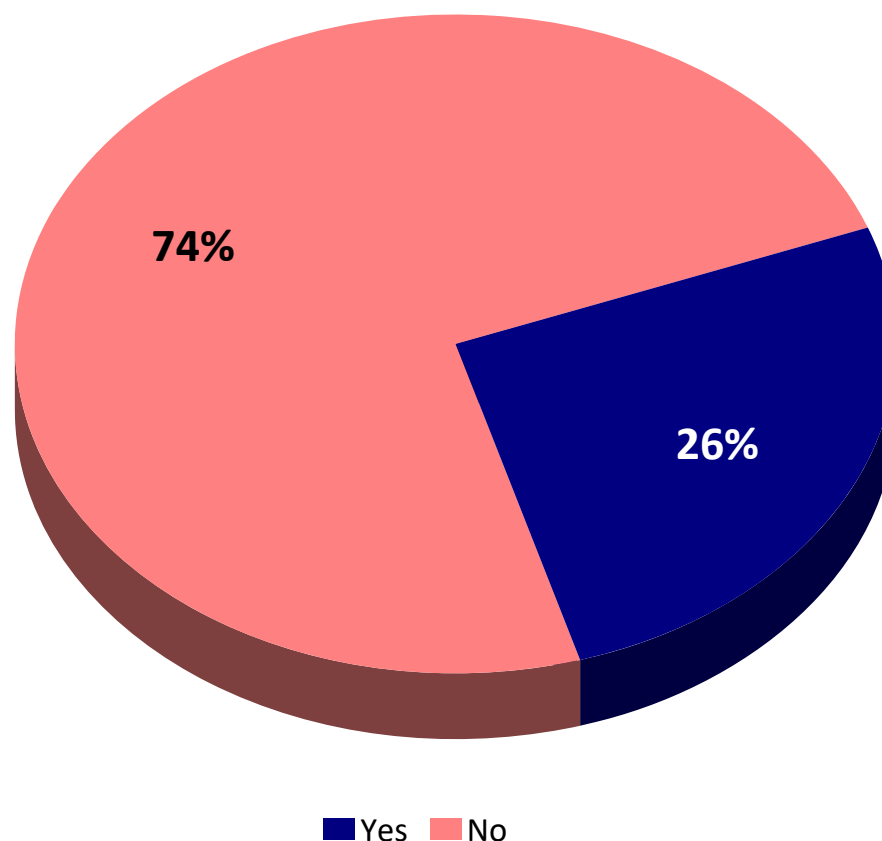
Q12. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



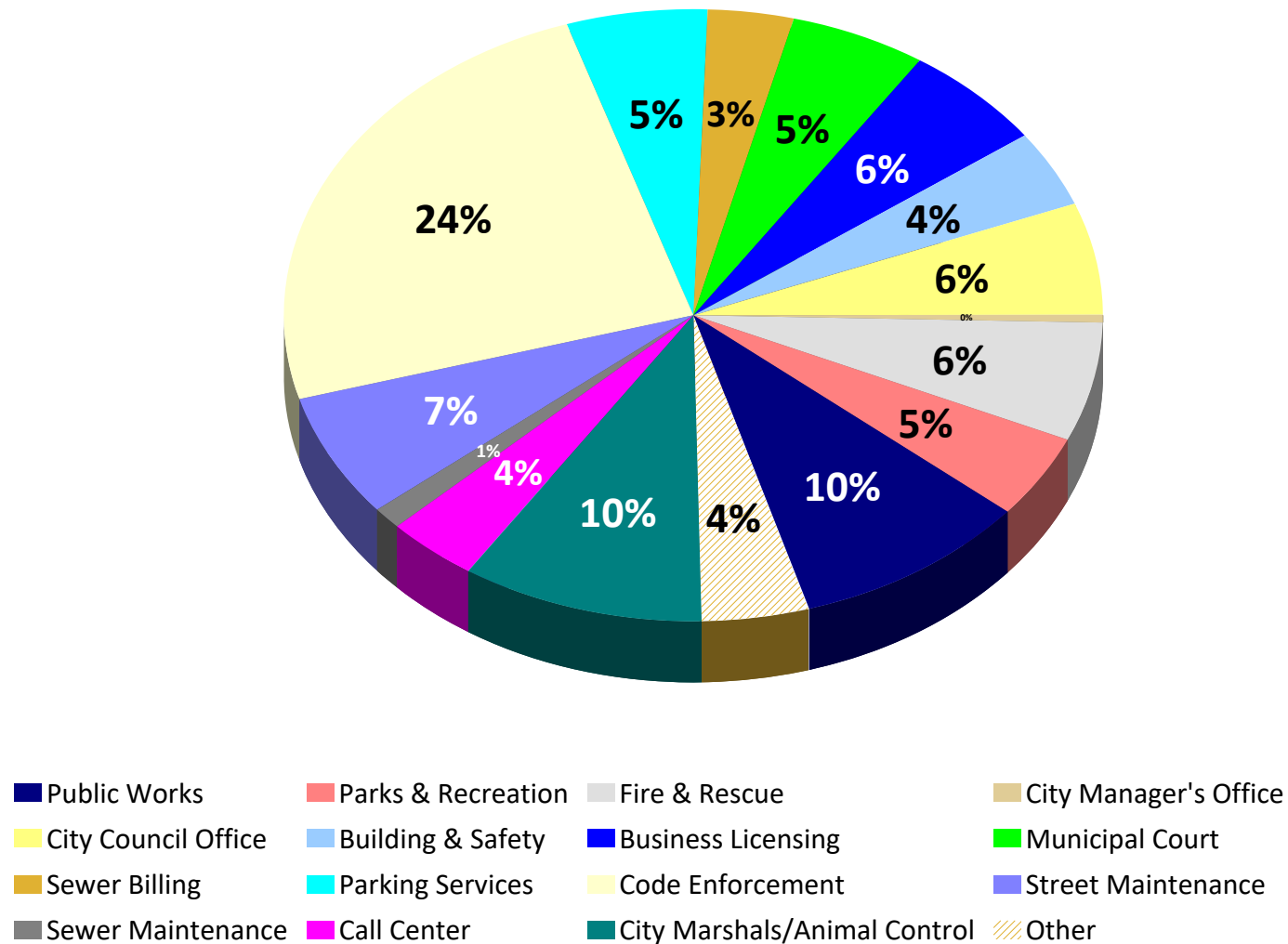
Q13. Have you interacted with (call, on-line or visit) the City with a question, problem, or complaint during the past year?

by percentage of respondents



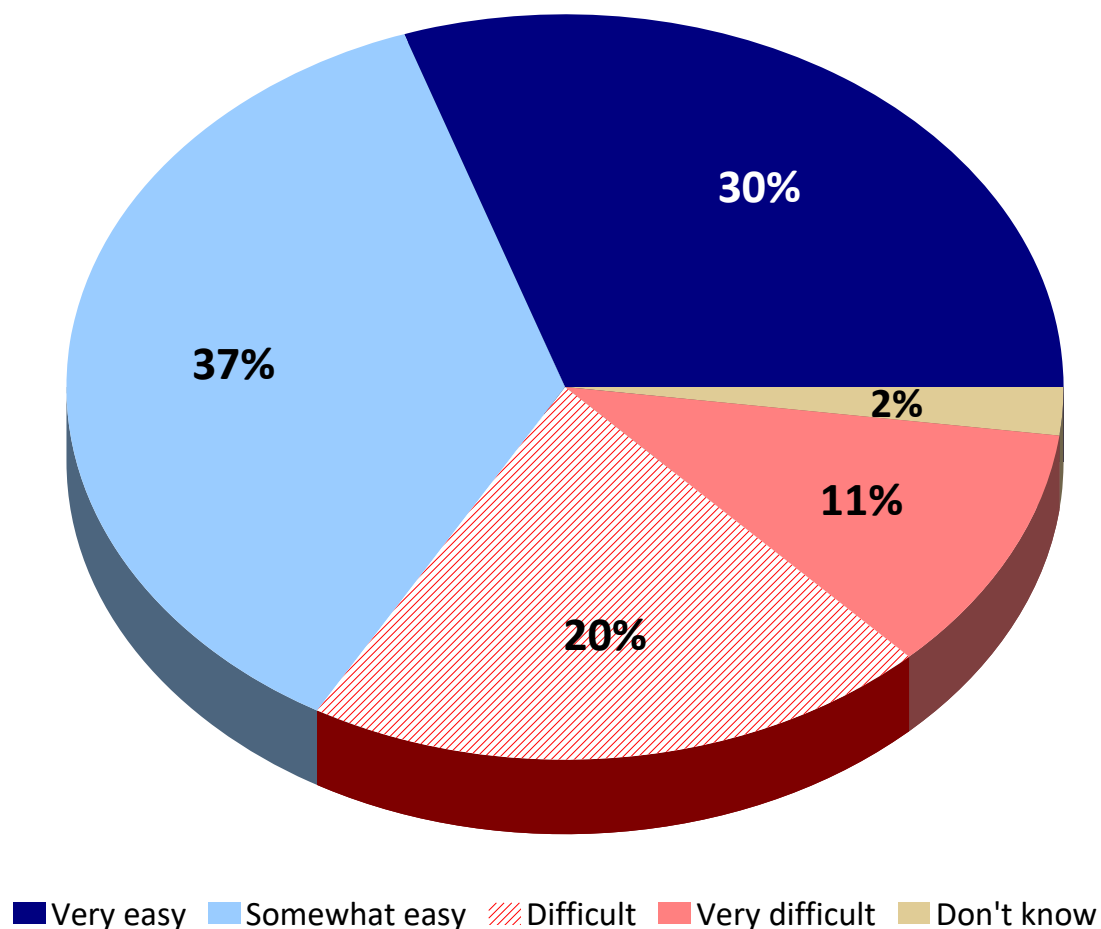
Q13a. Which department did you contact most recently?

by percentage of respondents who indicated they had interacted with the City during the past year
(excluding “not provided”)



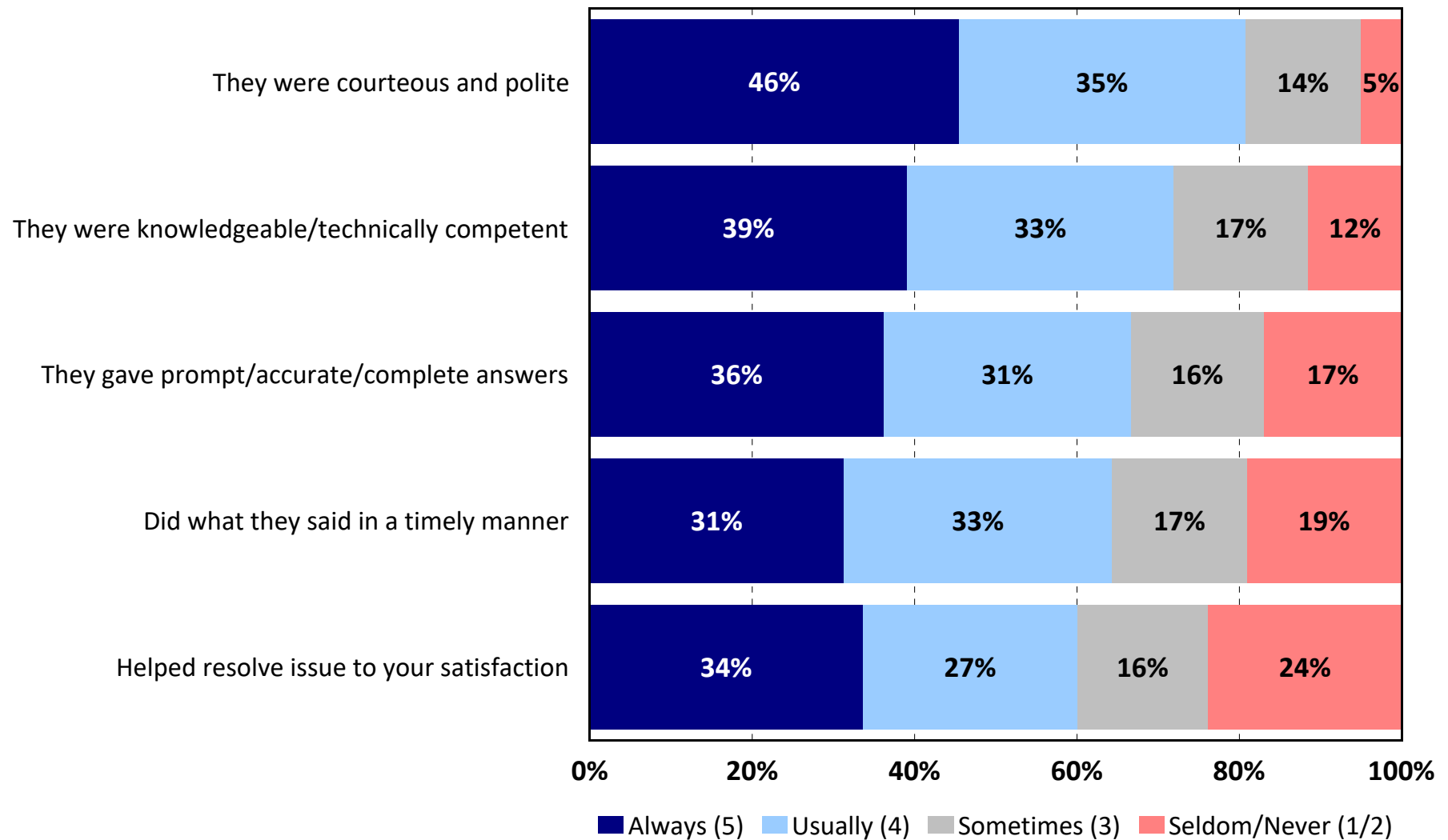
Q13b. How easy was it to contact the person you needed to reach in the Department you listed in Q13a?

by percentage of respondents who indicated they had interacted with the City during the past year



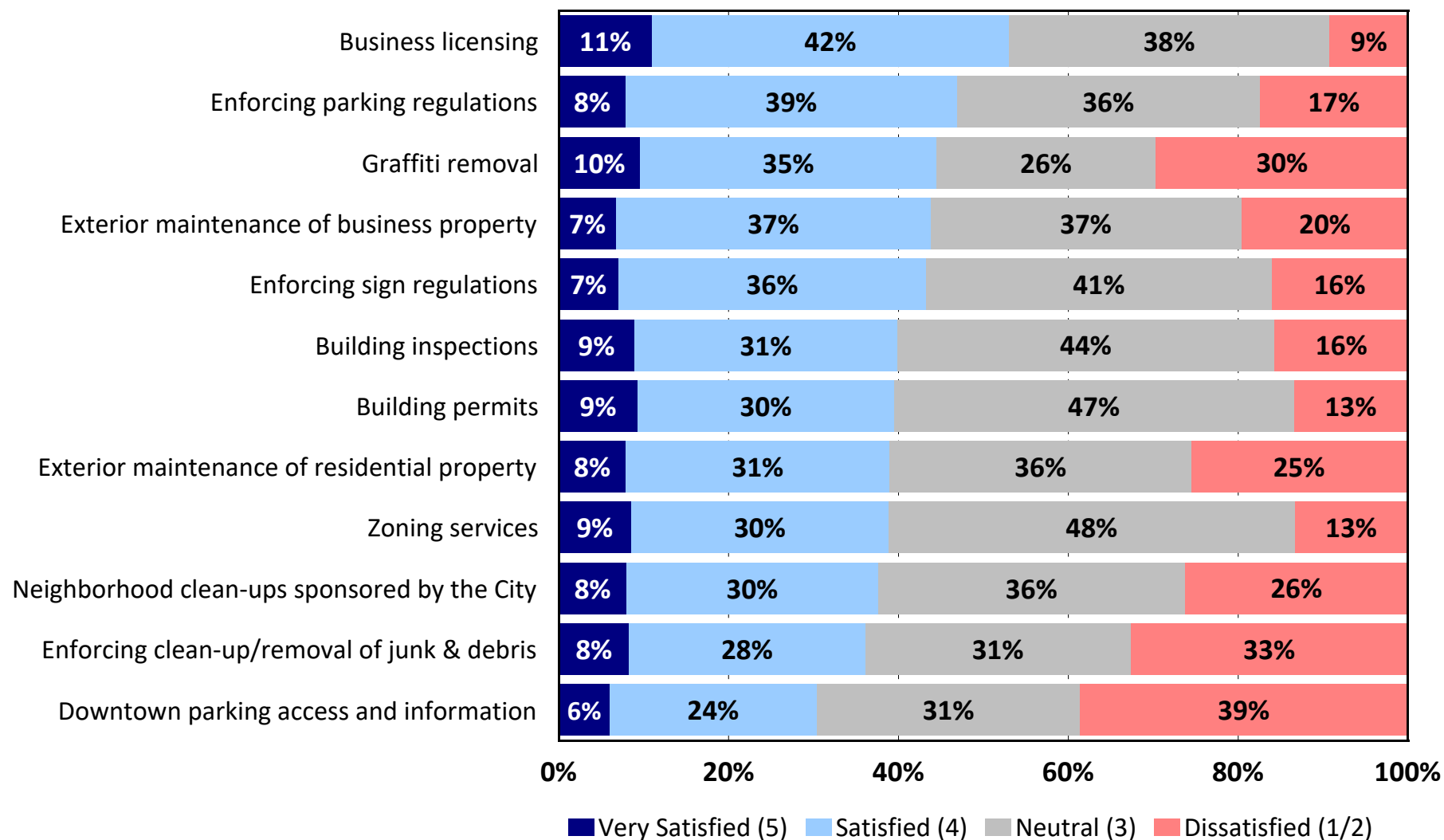
Q13c. How often did the City employee you interacted with display the following behaviors?

by percentage of respondents who had contacted the City during the past year (excluding don't knows)



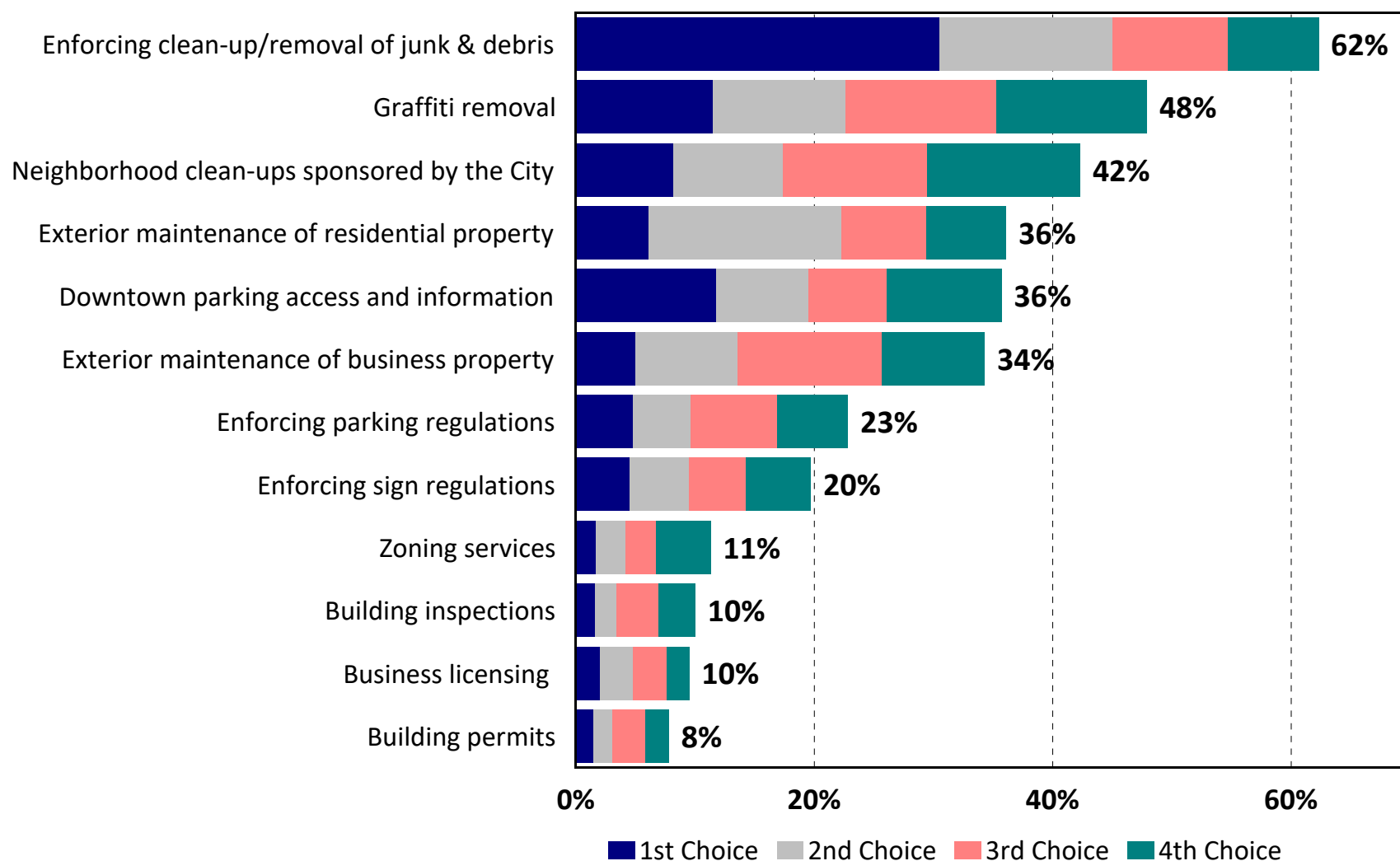
Q14. Satisfaction with Community Development and Beautification Services in the City

by percentage of respondents (excluding don't knows)



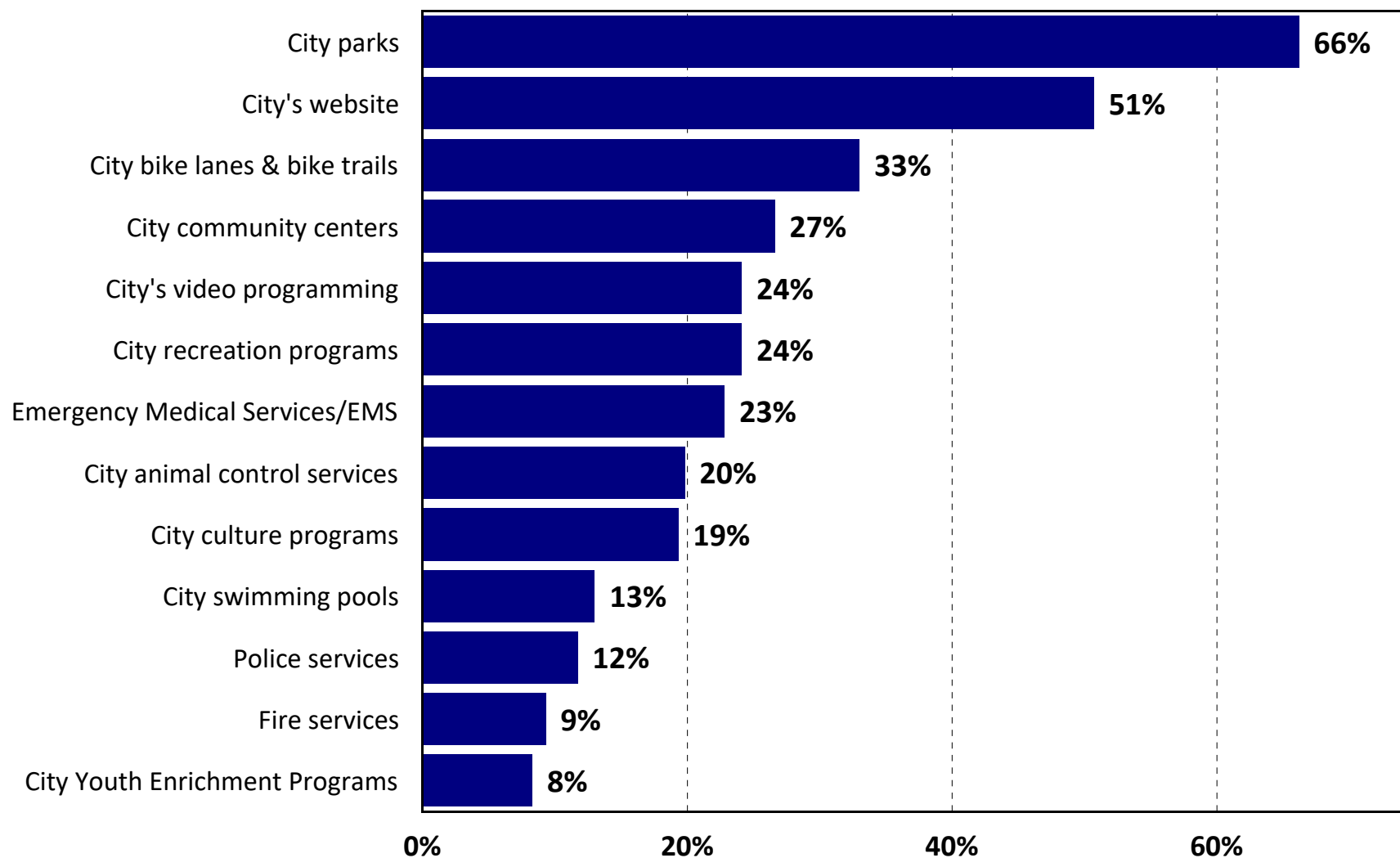
Q15. Community Development and Beautification Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



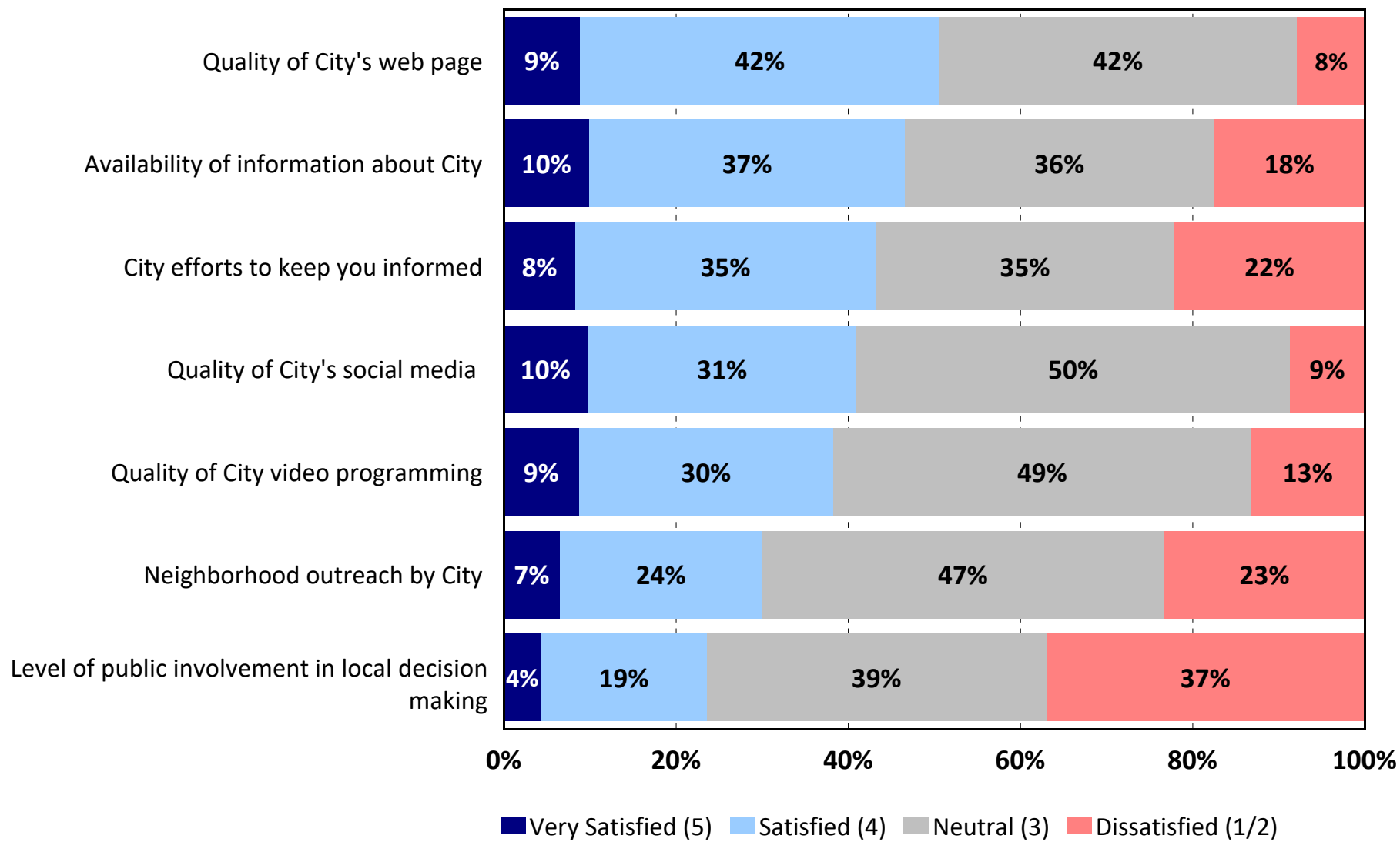
Q16. Which of the following City Services have you used or visited in the past year?

by percentage of respondents (multiple selections were allowed)



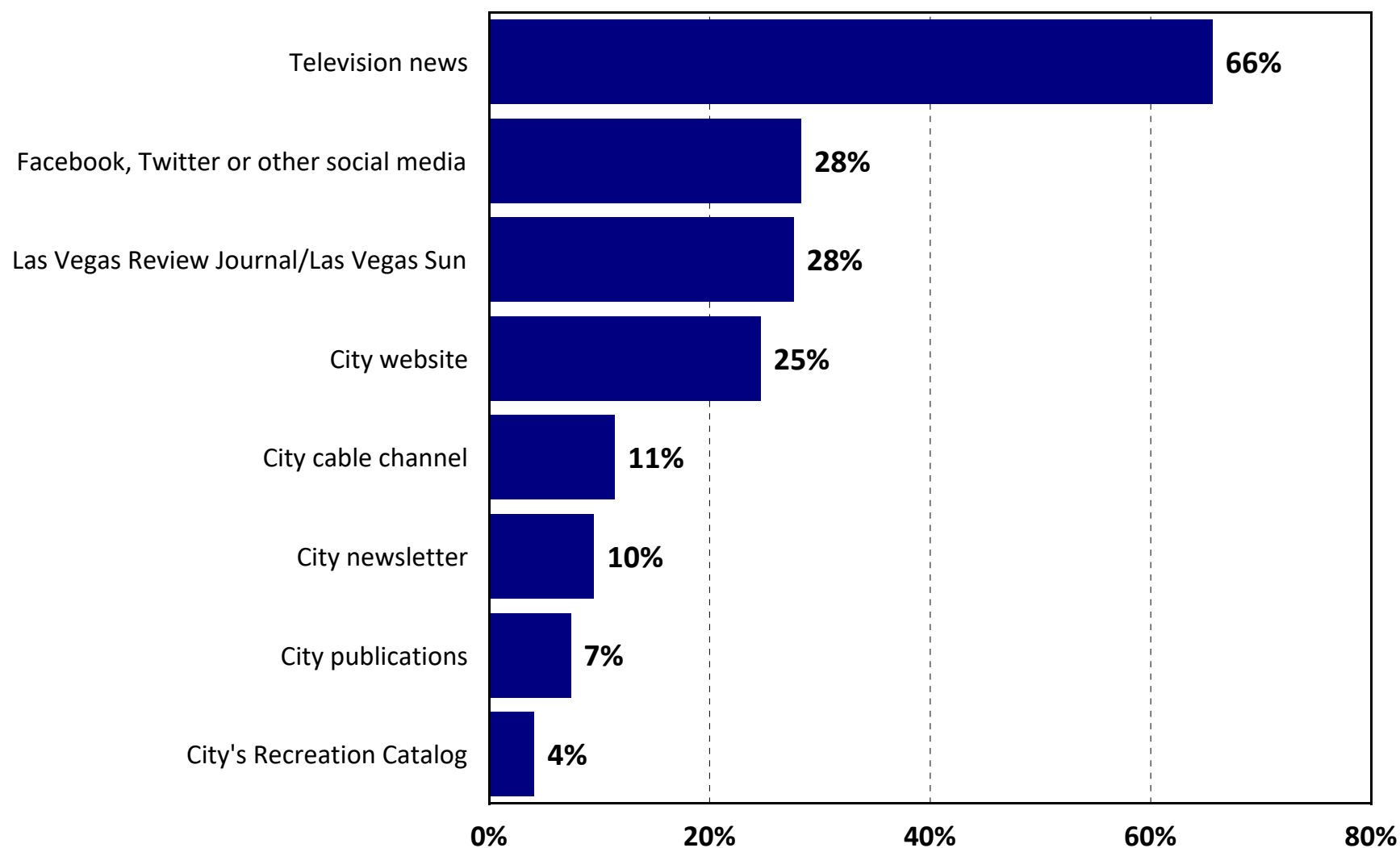
Q17. Satisfaction with City Communication

by percentage of respondents (excluding don't knows)



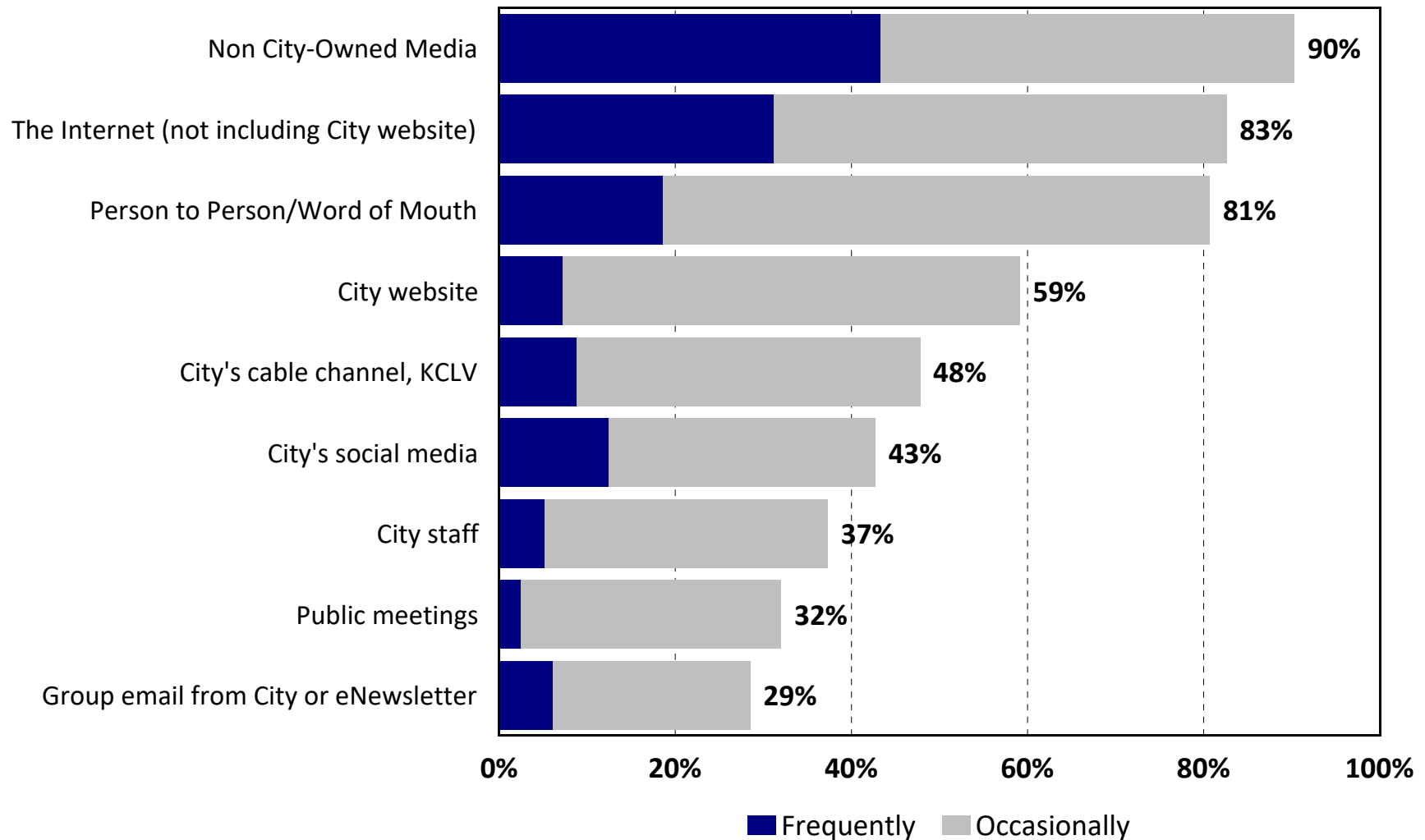
Q18. Which of the following are your primary sources of information about City issues, services, and events?

by percentage of respondents (multiple selections were allowed)



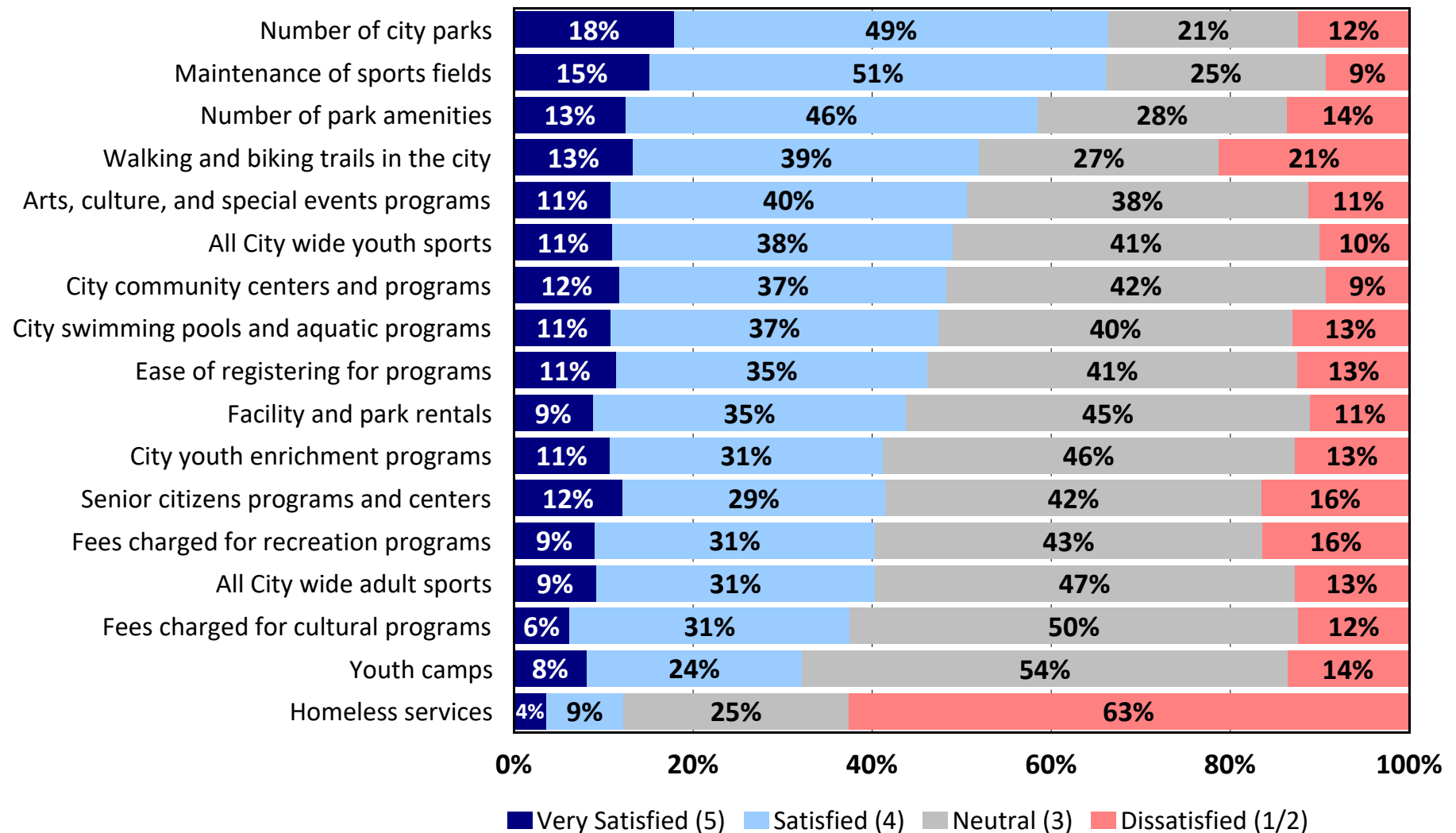
Q19. Sources of Information Residents Depend on Most Often to Stay Informed About the City

by percentage of respondents who indicated they use the type of communication “frequently” or “occasionally”
(without “not applicable”)



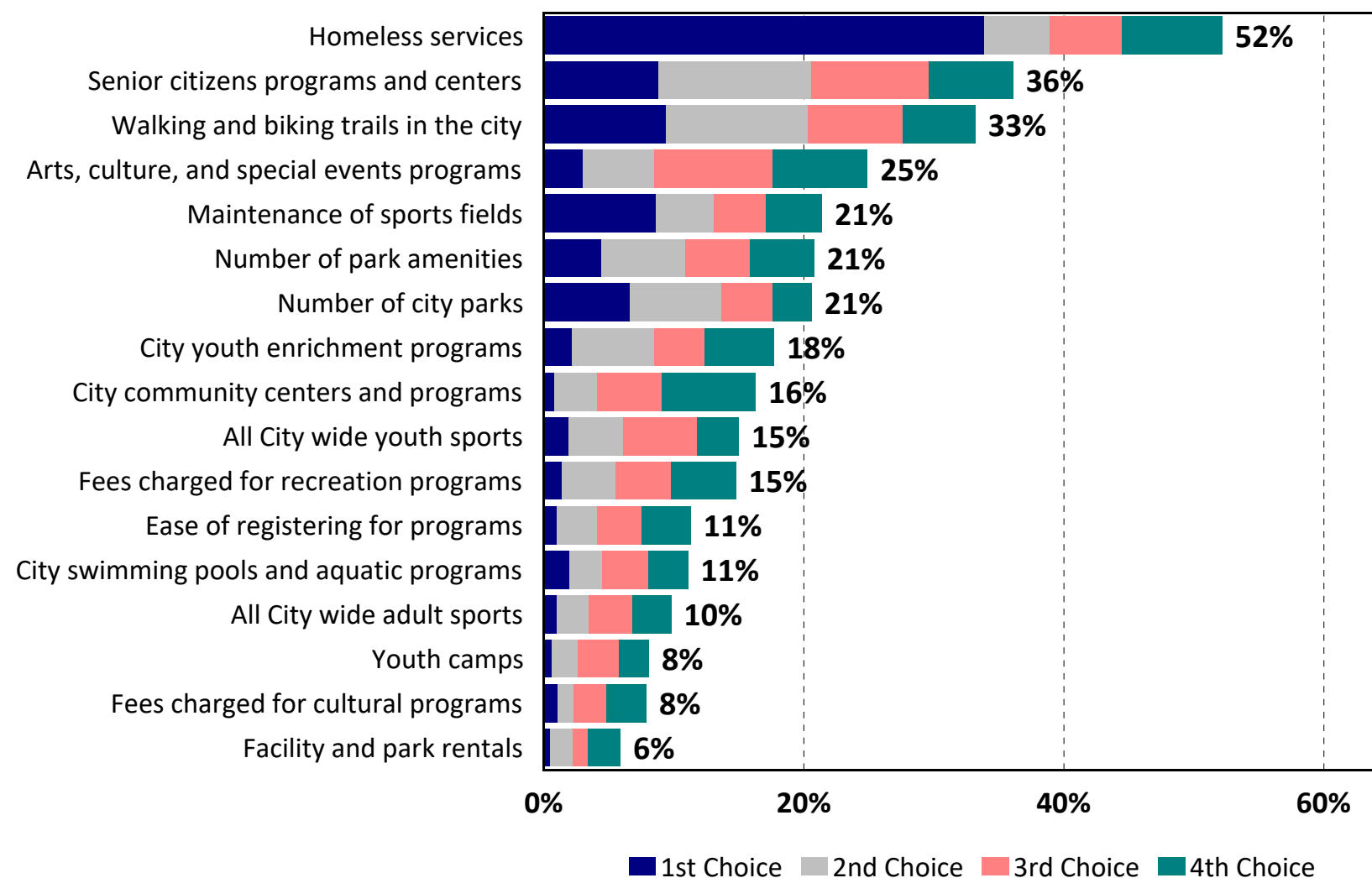
Q20. Satisfaction with Parks, Recreation, Cultural, and Community Services

by percentage of respondents (excluding don't knows)



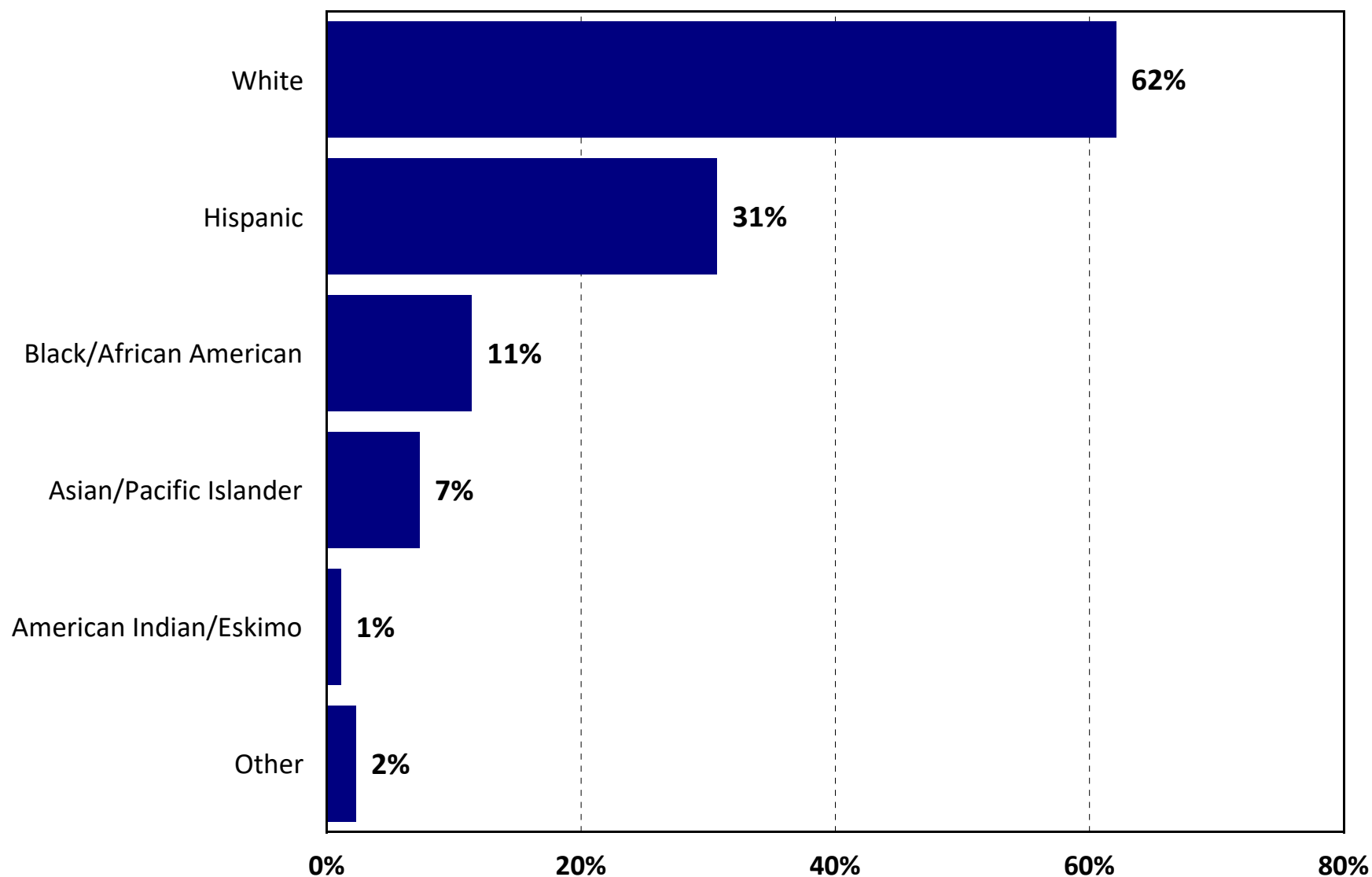
Q21. Parks, Recreation, Cultural, and Community Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top four choices



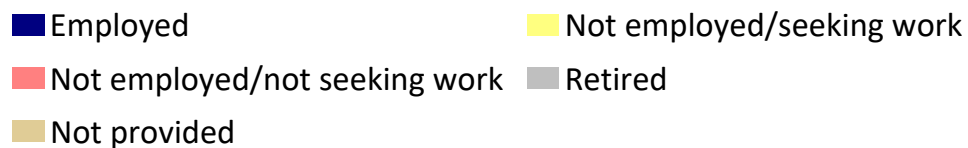
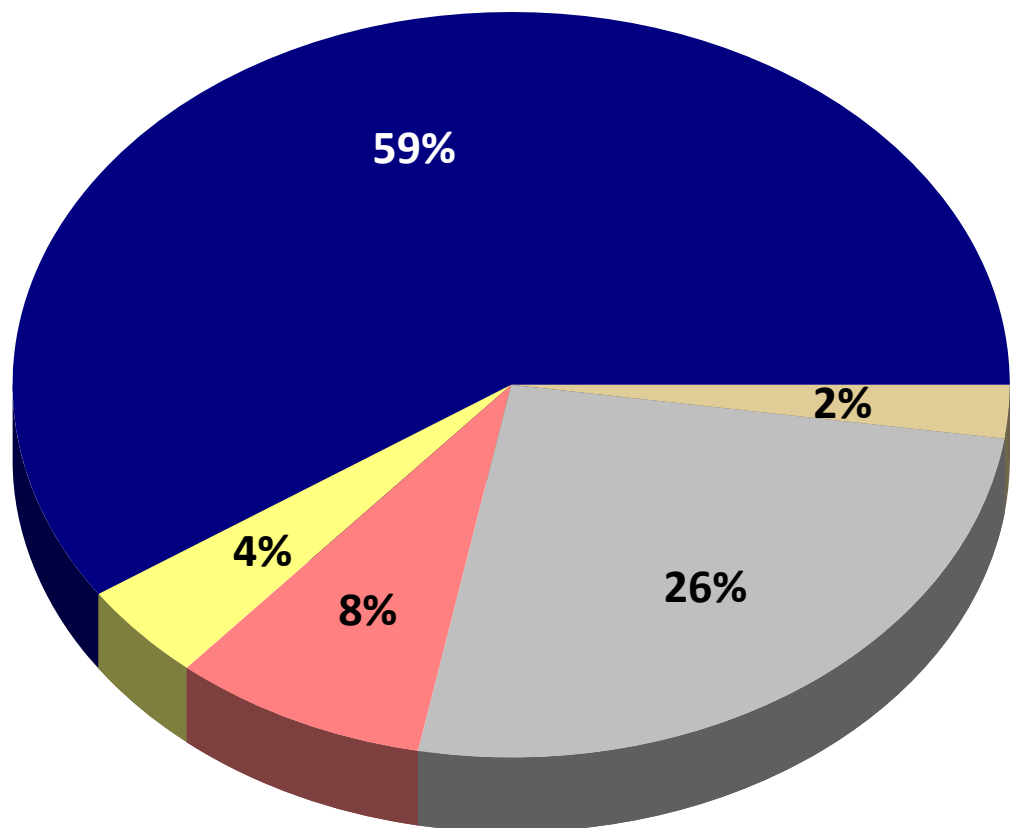
Q22. Race/Ethnicity of Respondents

by percentage of respondents (multiple responses allowed)



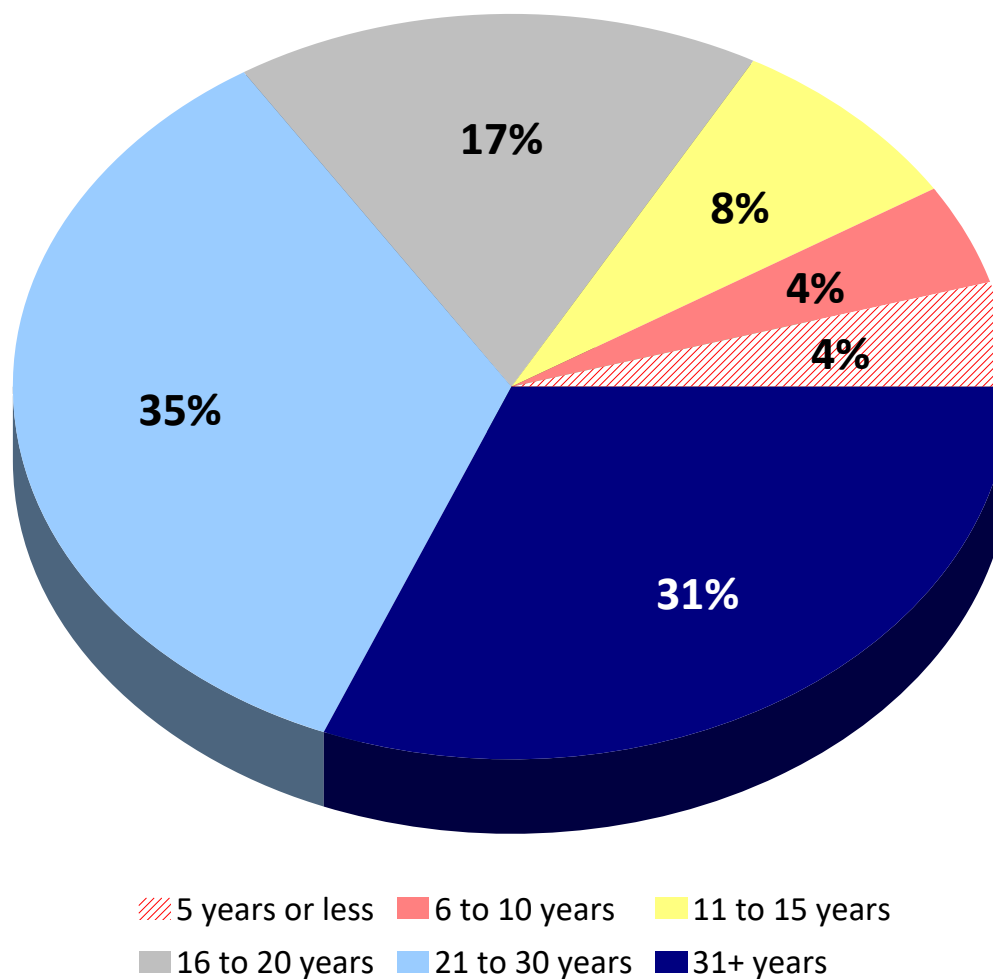
Q23. Which of the following BEST describes your employment status?

by percentage of respondents



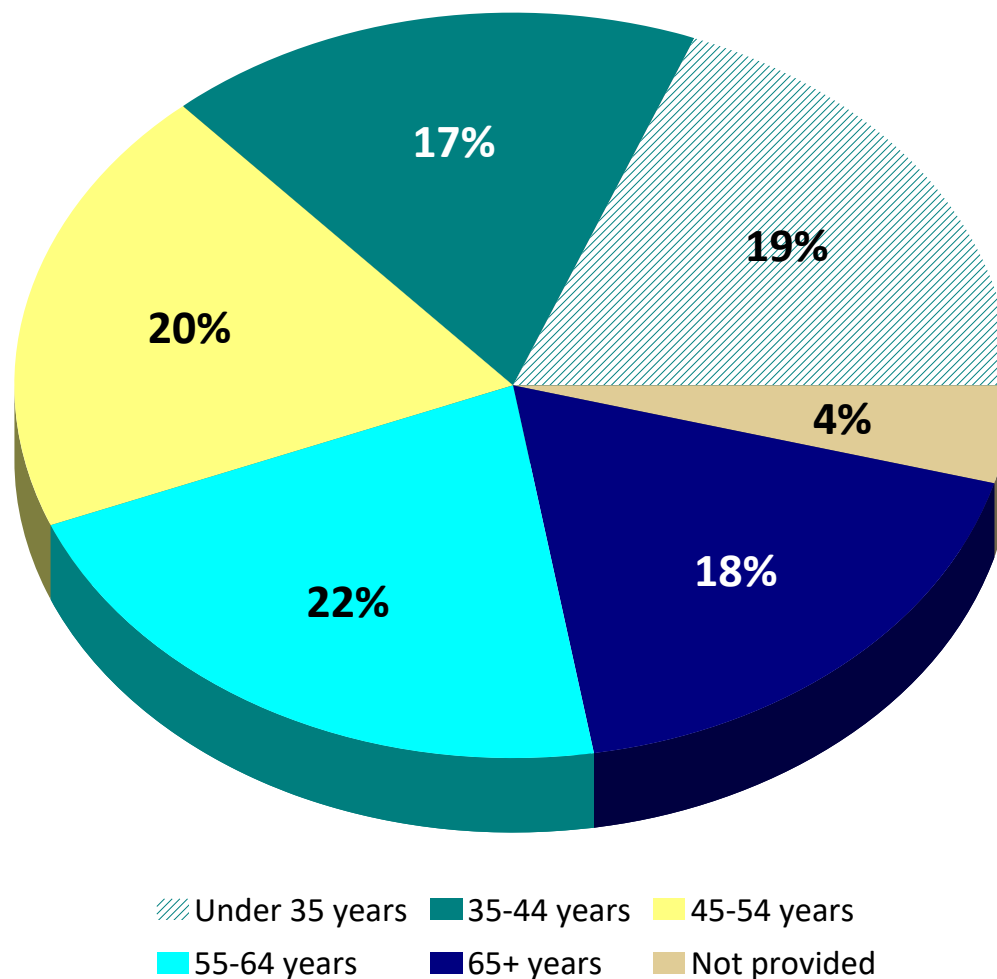
Q24. Number of Years Residents Have Lived in Las Vegas

by percentage of respondents



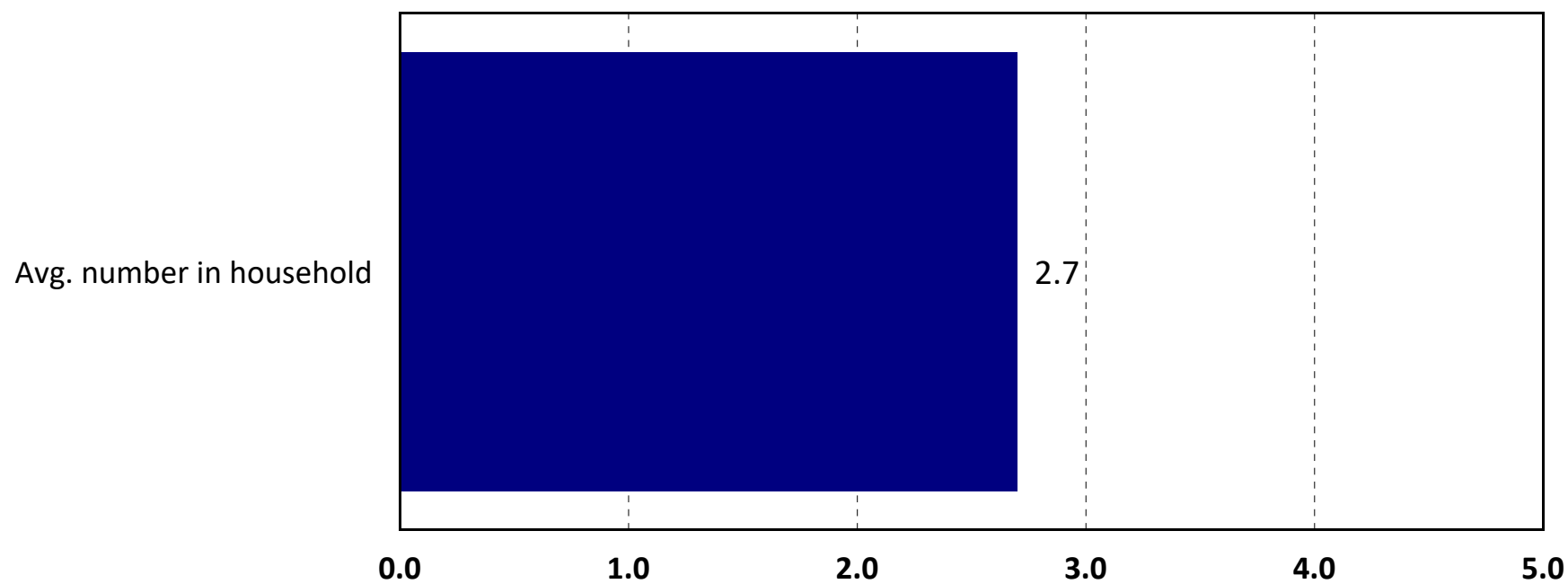
Q25. Age of Respondents

by percentage of respondents (excluding not provided)



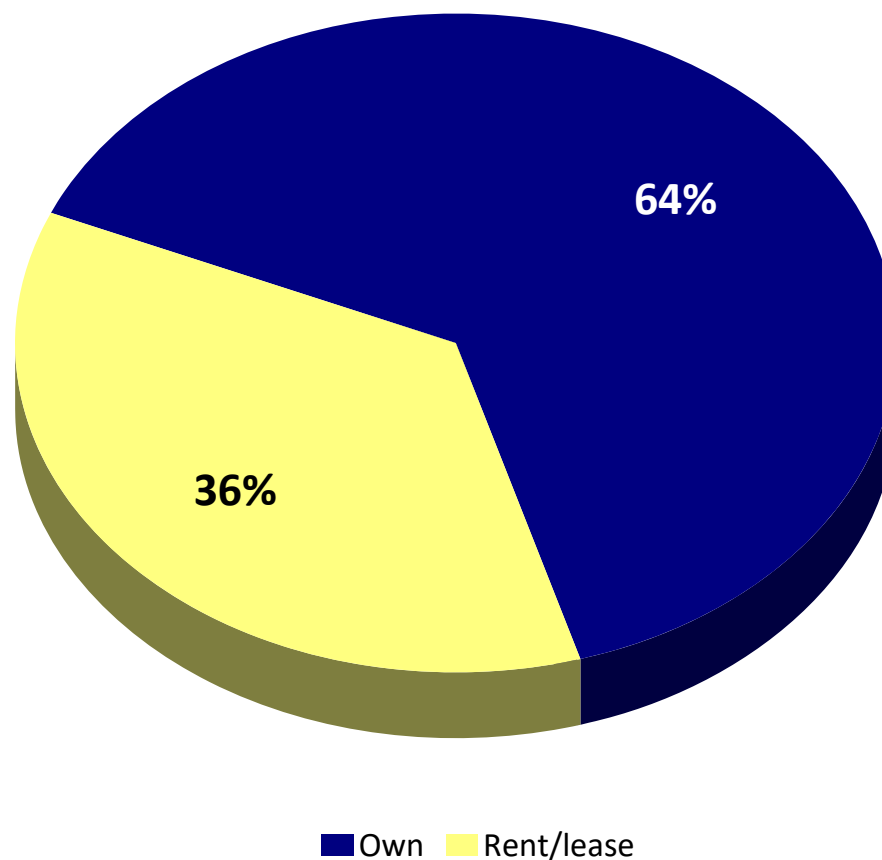
Q27. Average Household Size:

by number of persons in the household



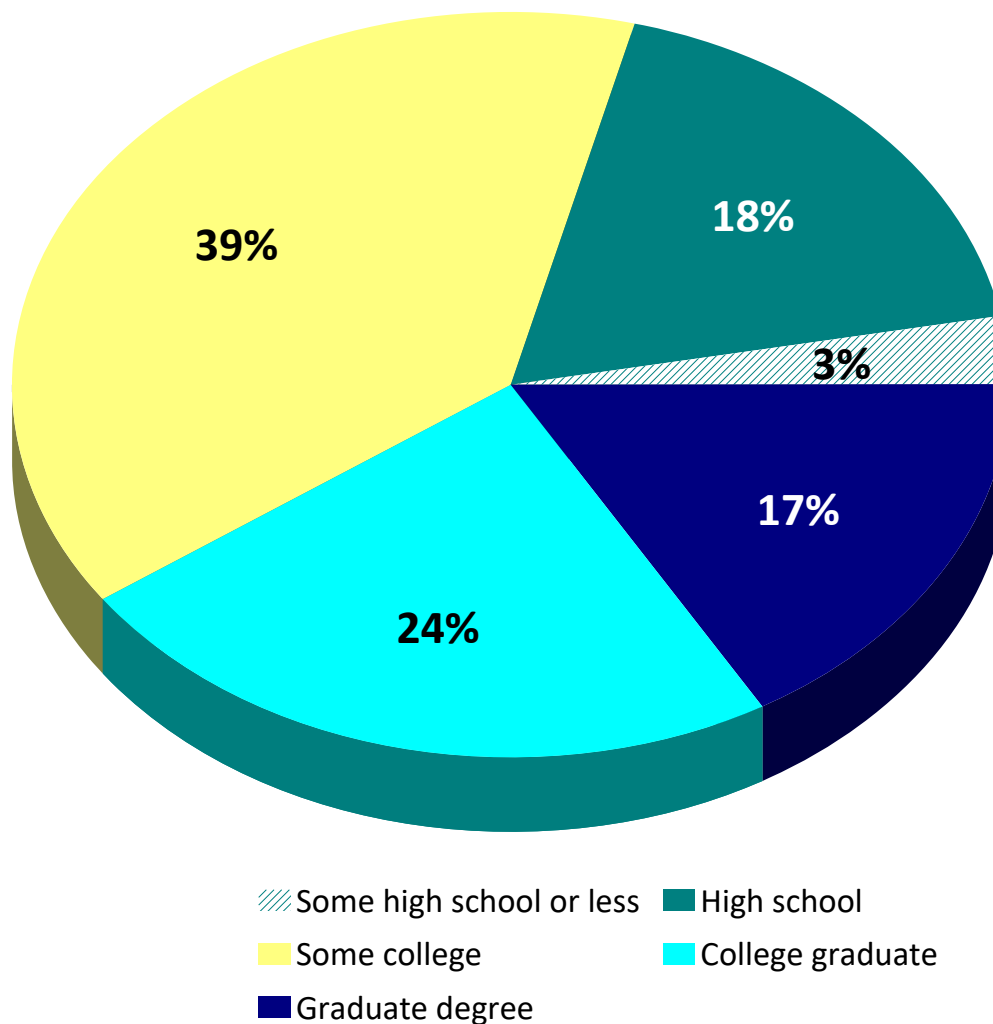
Q27. Do you own or rent/lease your current residence?

by percentage of respondents



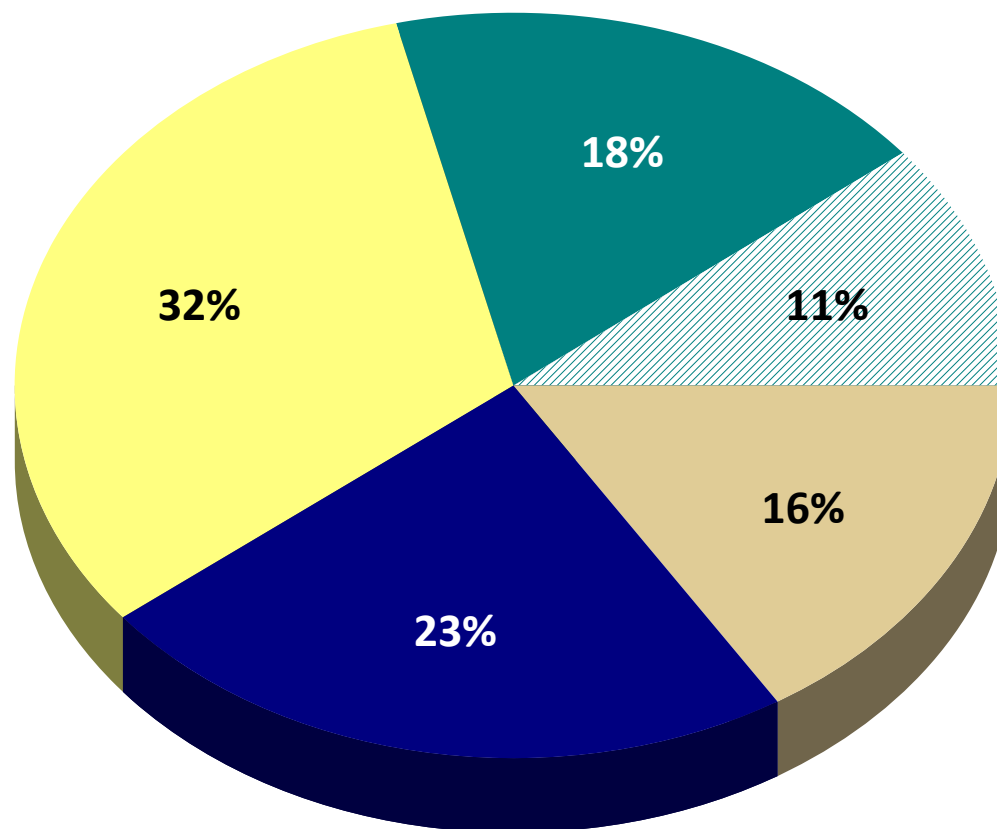
Q28. Which of the following is the highest level of education you have completed?

by percentage of respondents (excluding not provided)



Q29. Total Annual Household Income of Respondents

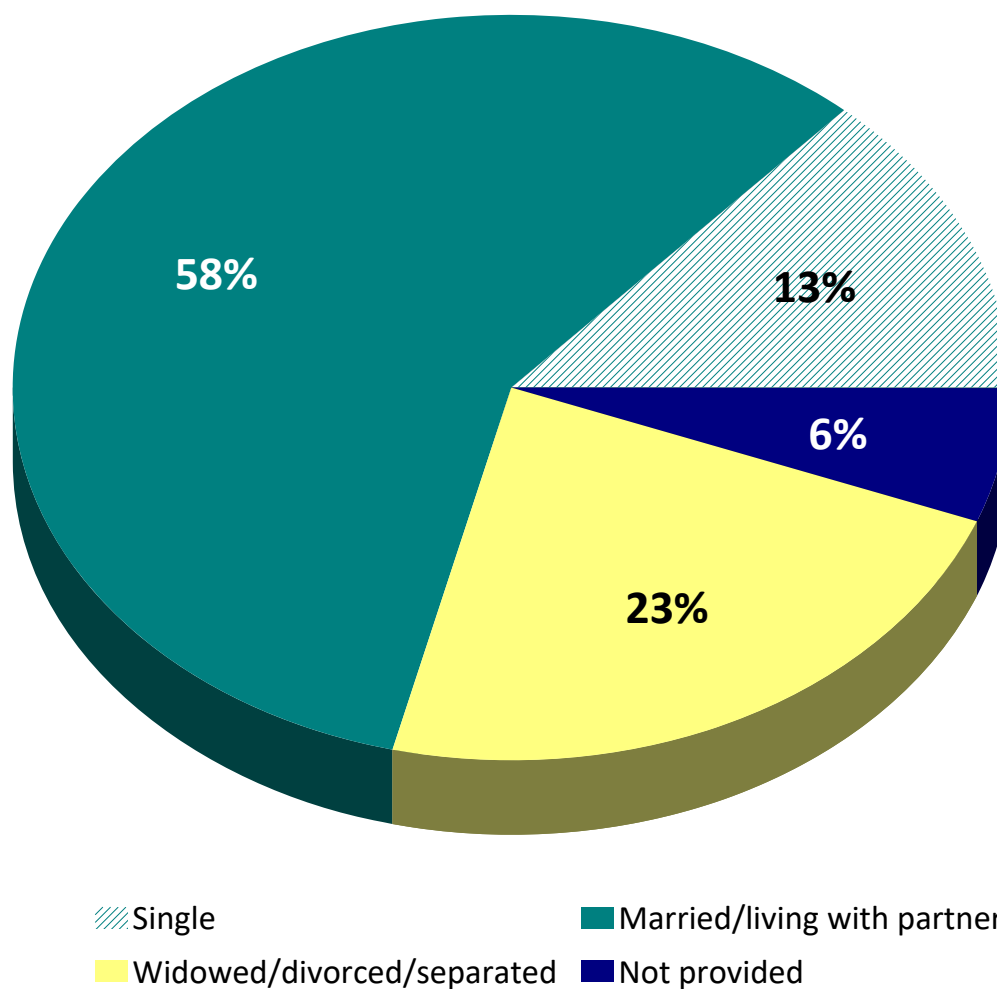
by percentage of respondents



▨ Under \$25,000
 ■ \$25,000-\$49,999
 ■ \$50,000-\$99,999
■ \$100,000 +
 ■ Not provided

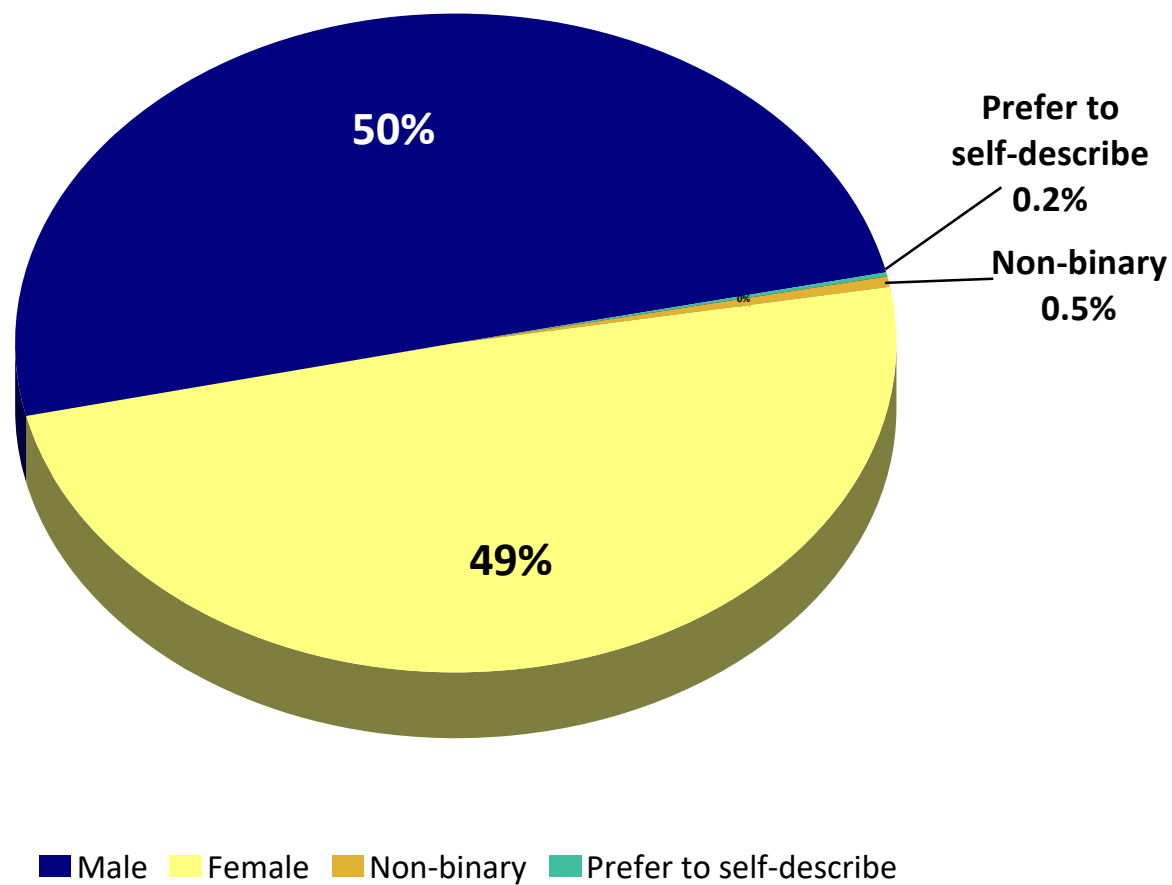
Q30. What is your current marital status?

by percentage of respondents (excluding not provided)



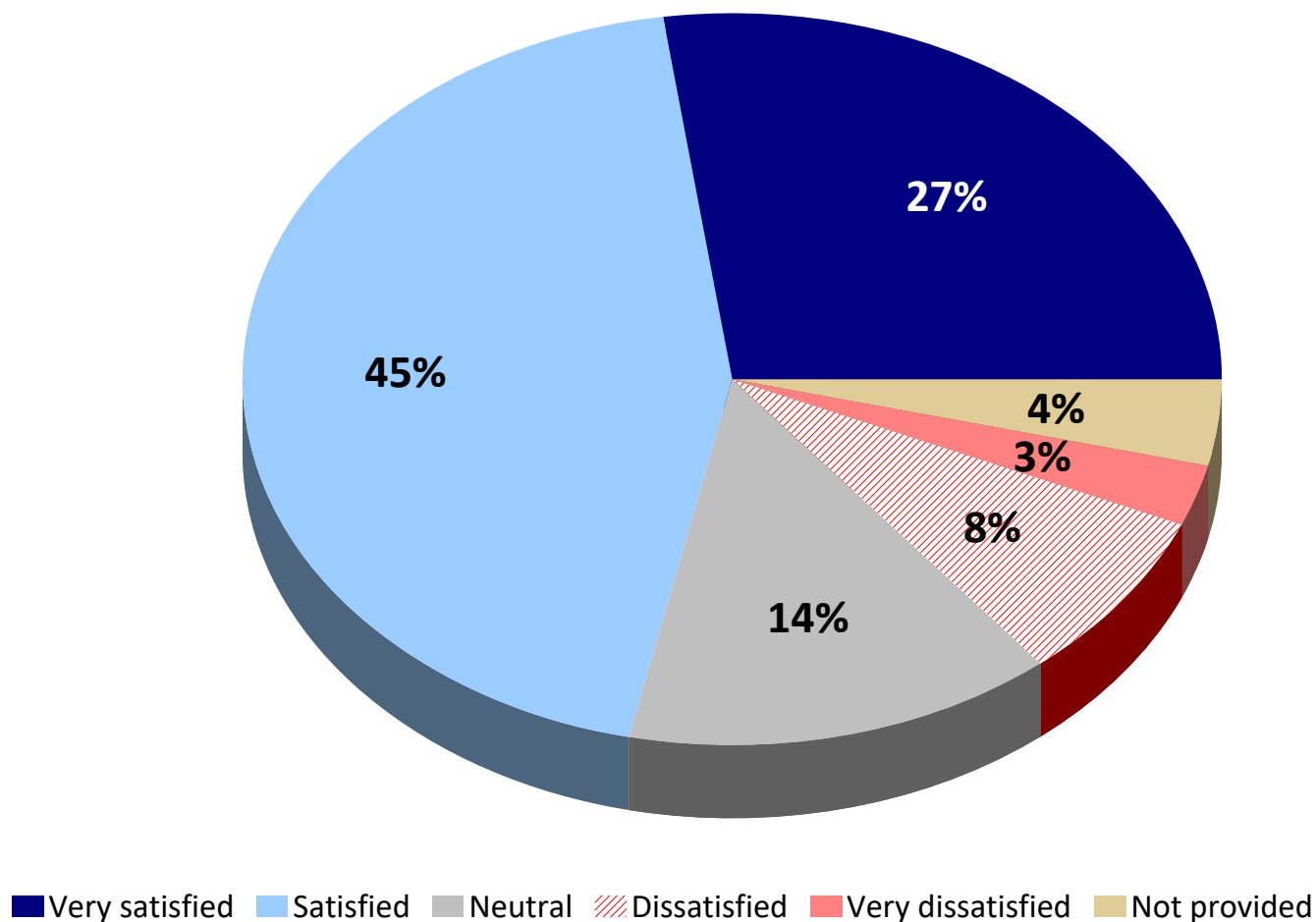
Q31. Gender of Respondents

by percentage of respondents



Q32. All things considered, how satisfied are you with your life as a whole these days?

by percentage of respondents



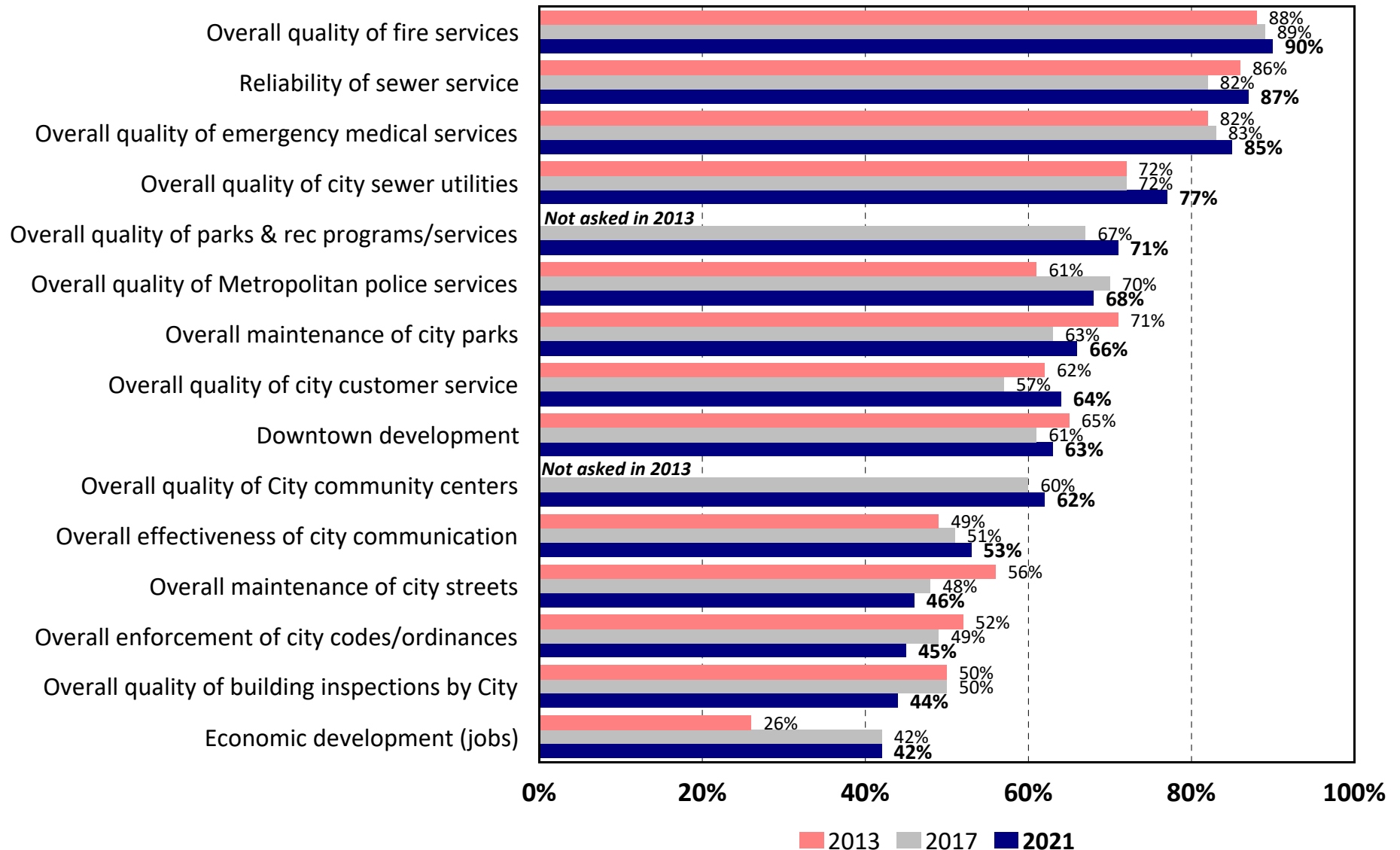


Trend Charts

Satisfaction With Major Categories of City Services

Trends: 2013 to 2021

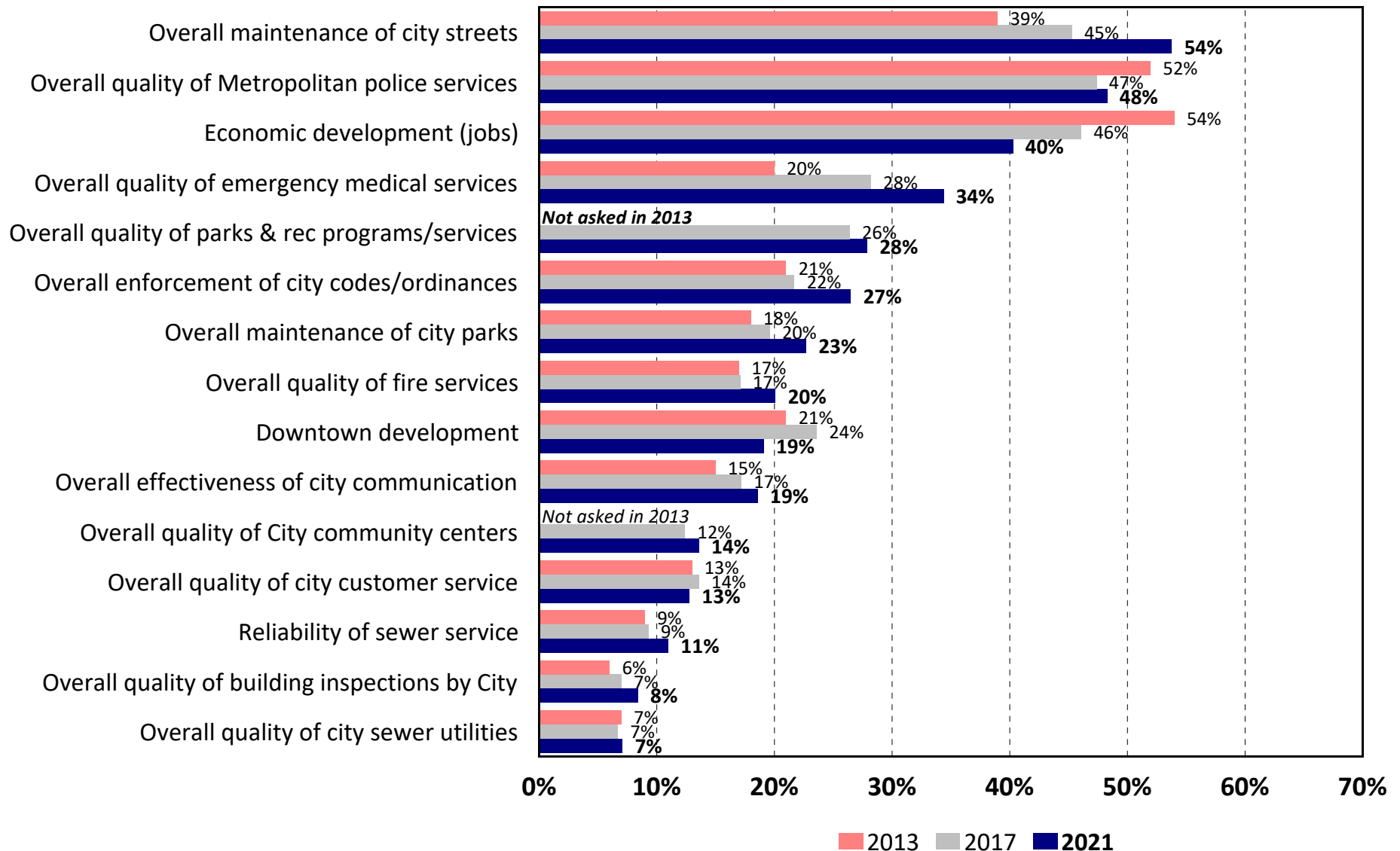
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Major Categories of City Services

Trends: 2013 to 2021

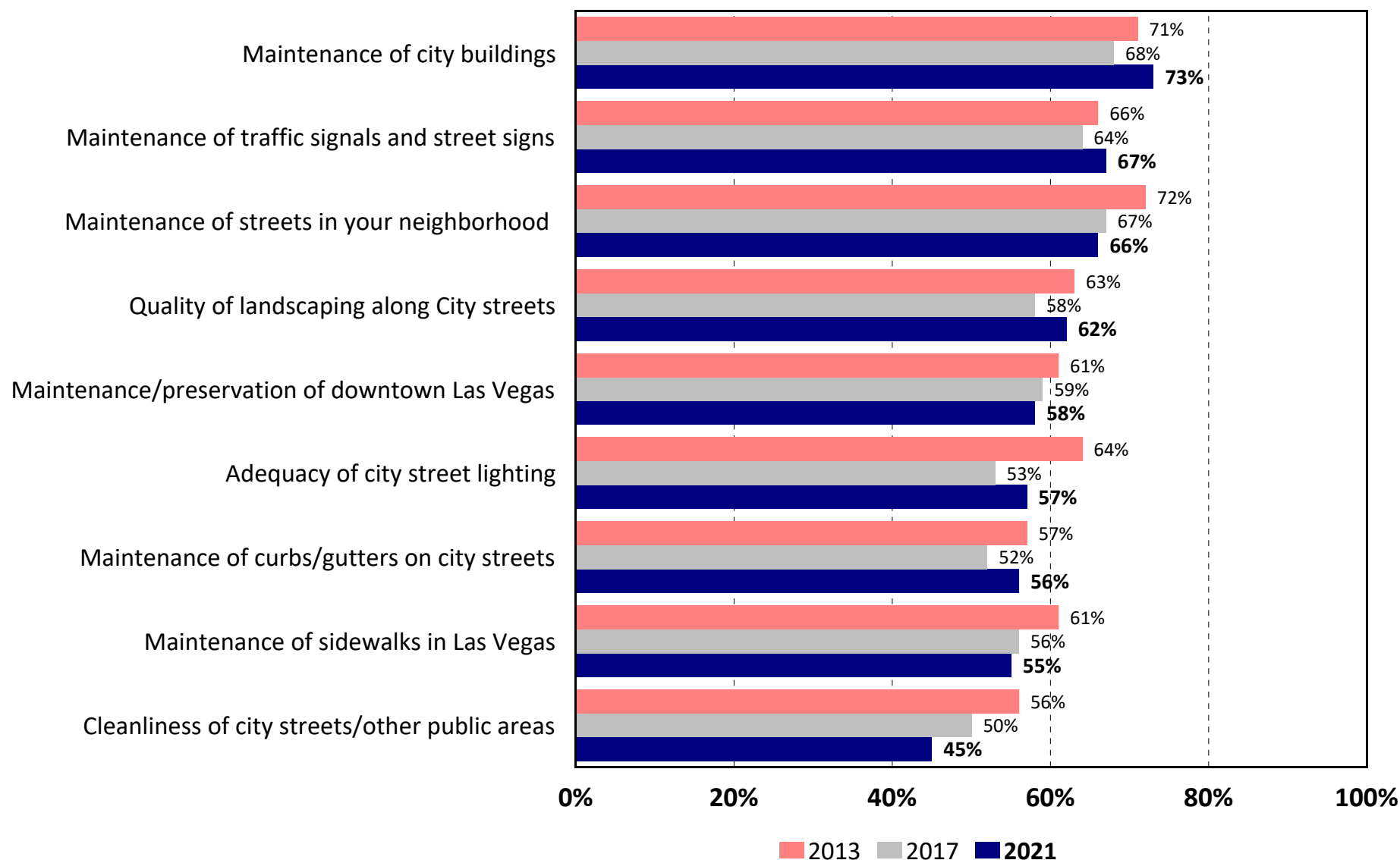
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction With Maintenance Services

Trends: 2013 to 2021

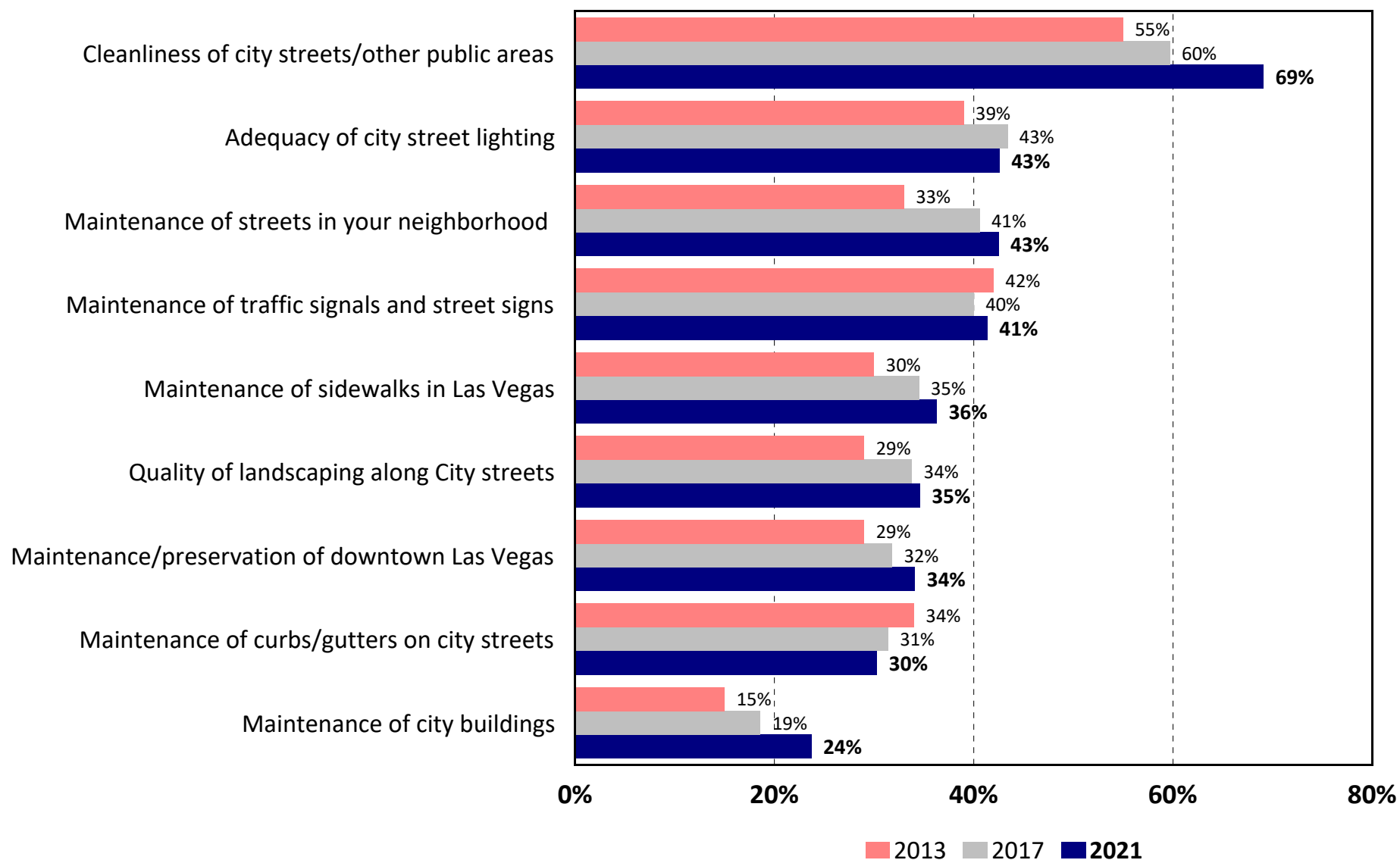
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Maintenance Services

Trends: 2013 to 2021

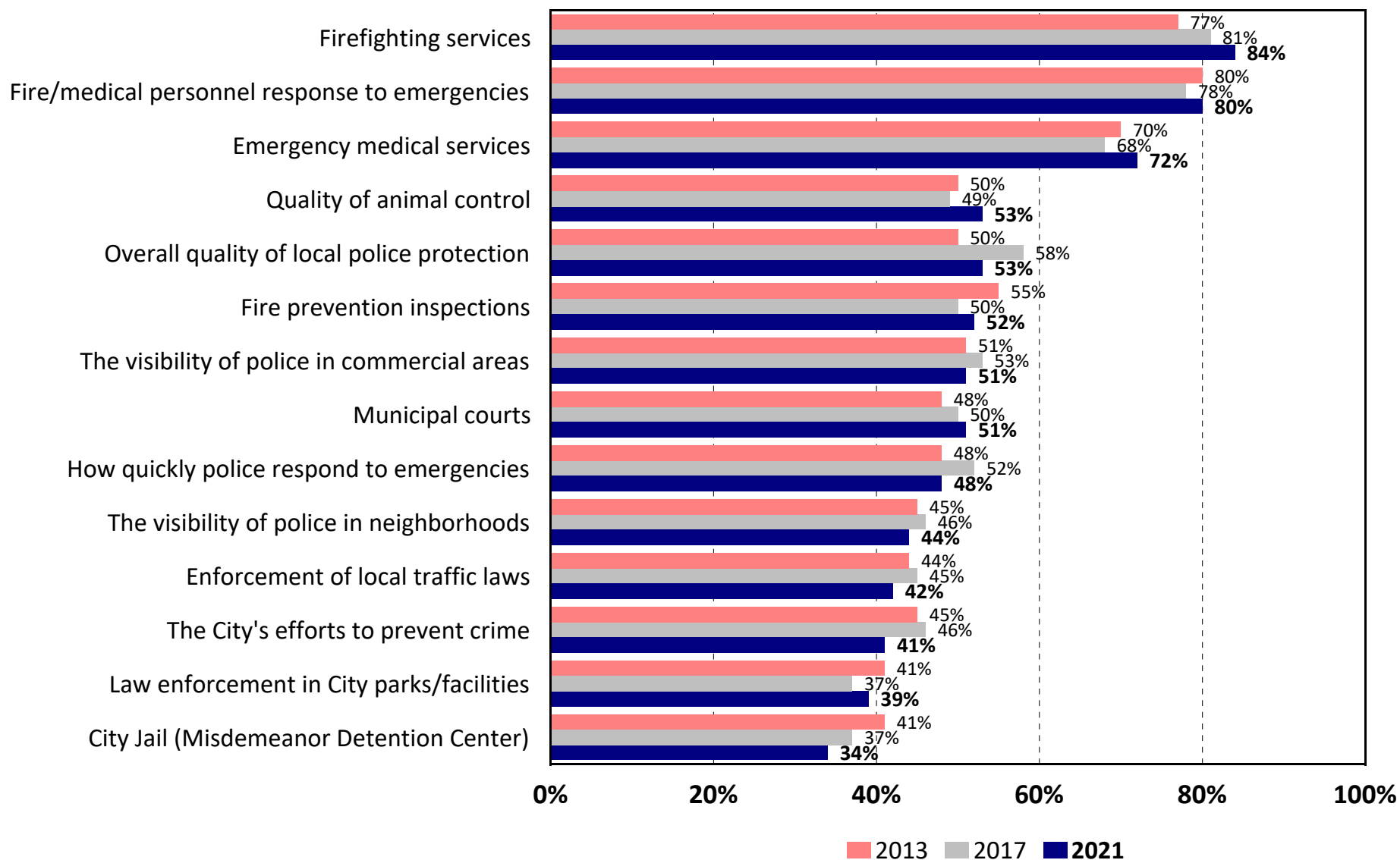
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction With Public Safety Services

Trends: 2013 to 2021

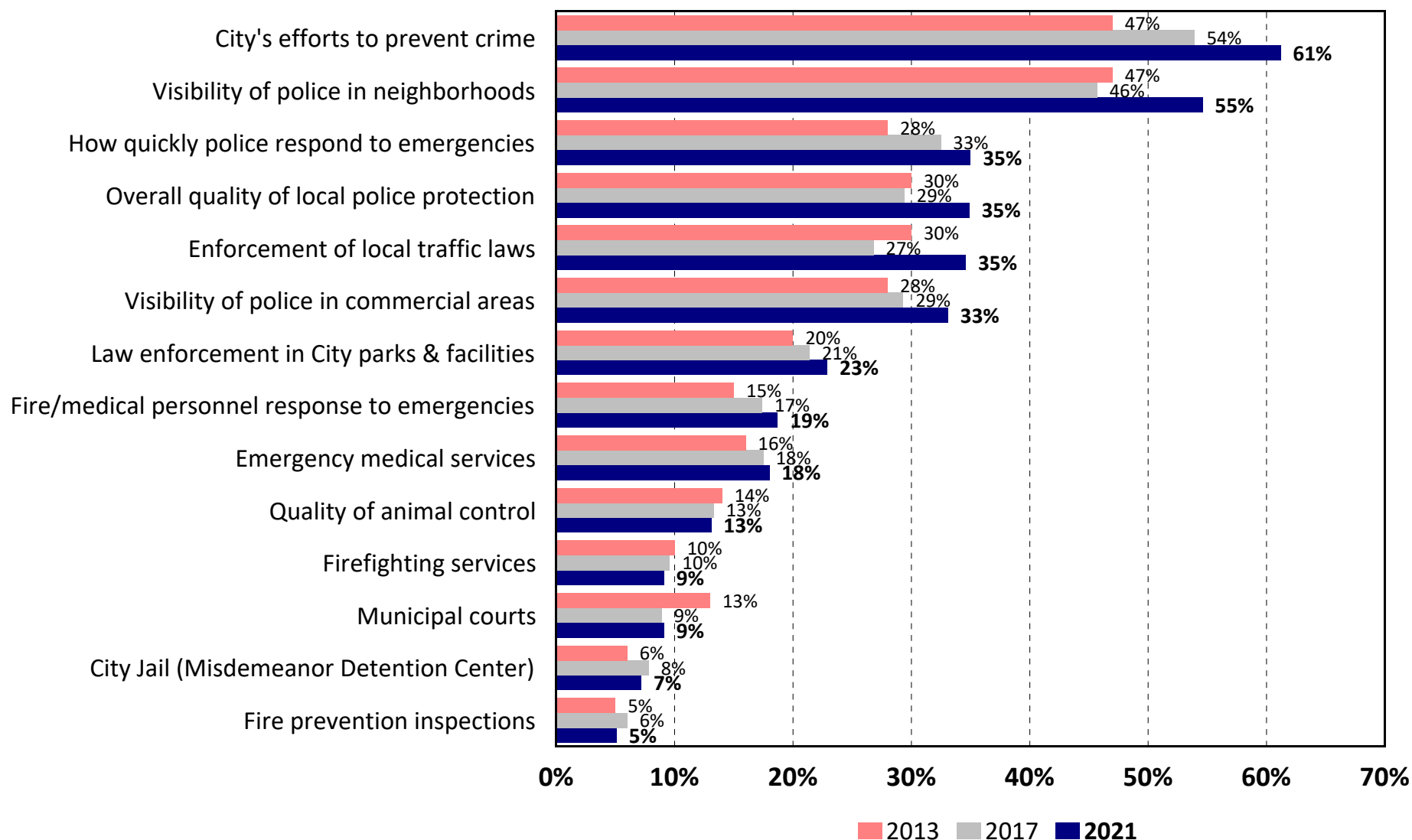
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Public Safety Services

Trends: 2013 to 2021

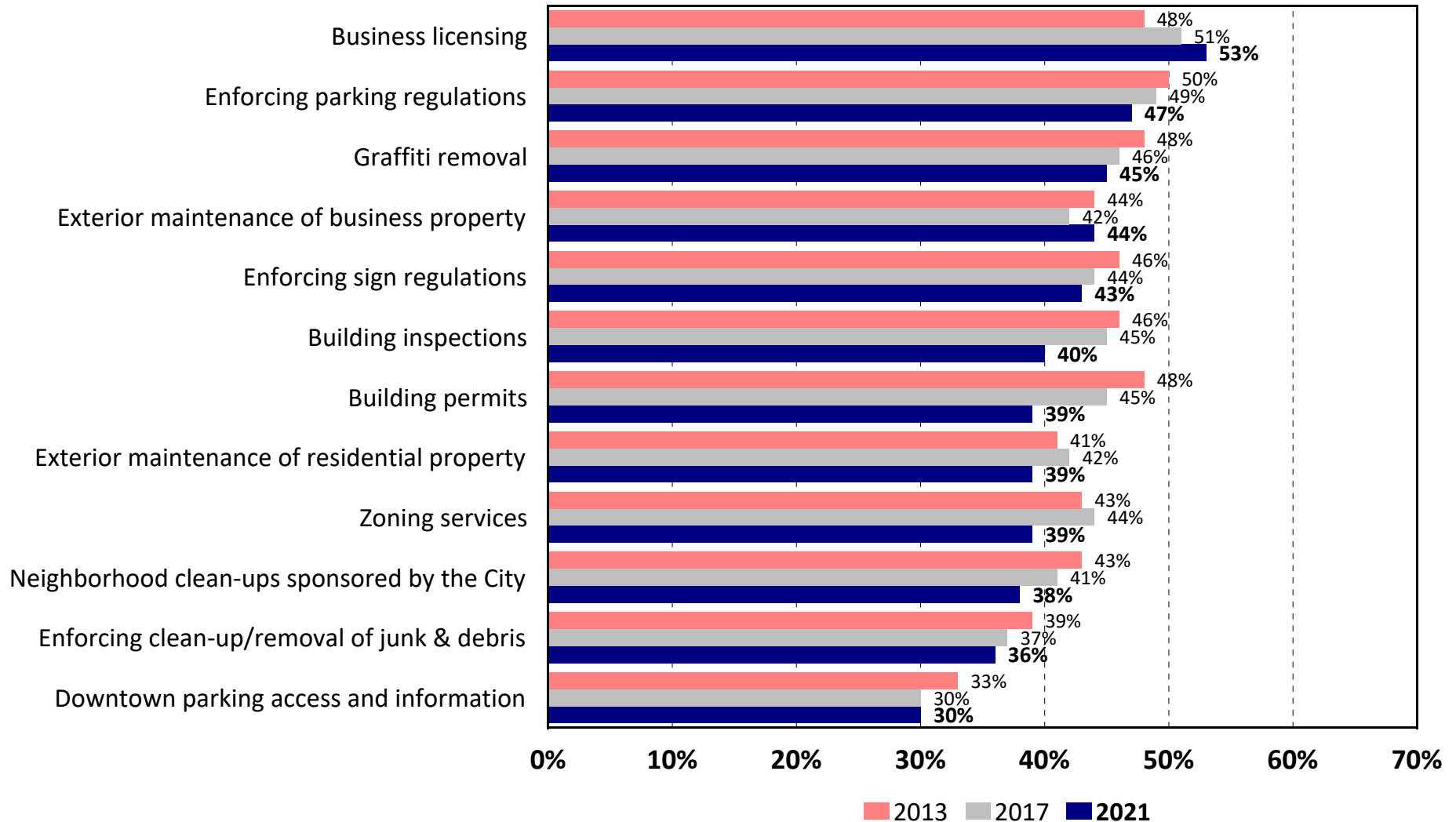
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction with Community Development and Beautification Services in the City

Trends: 2013 to 2021

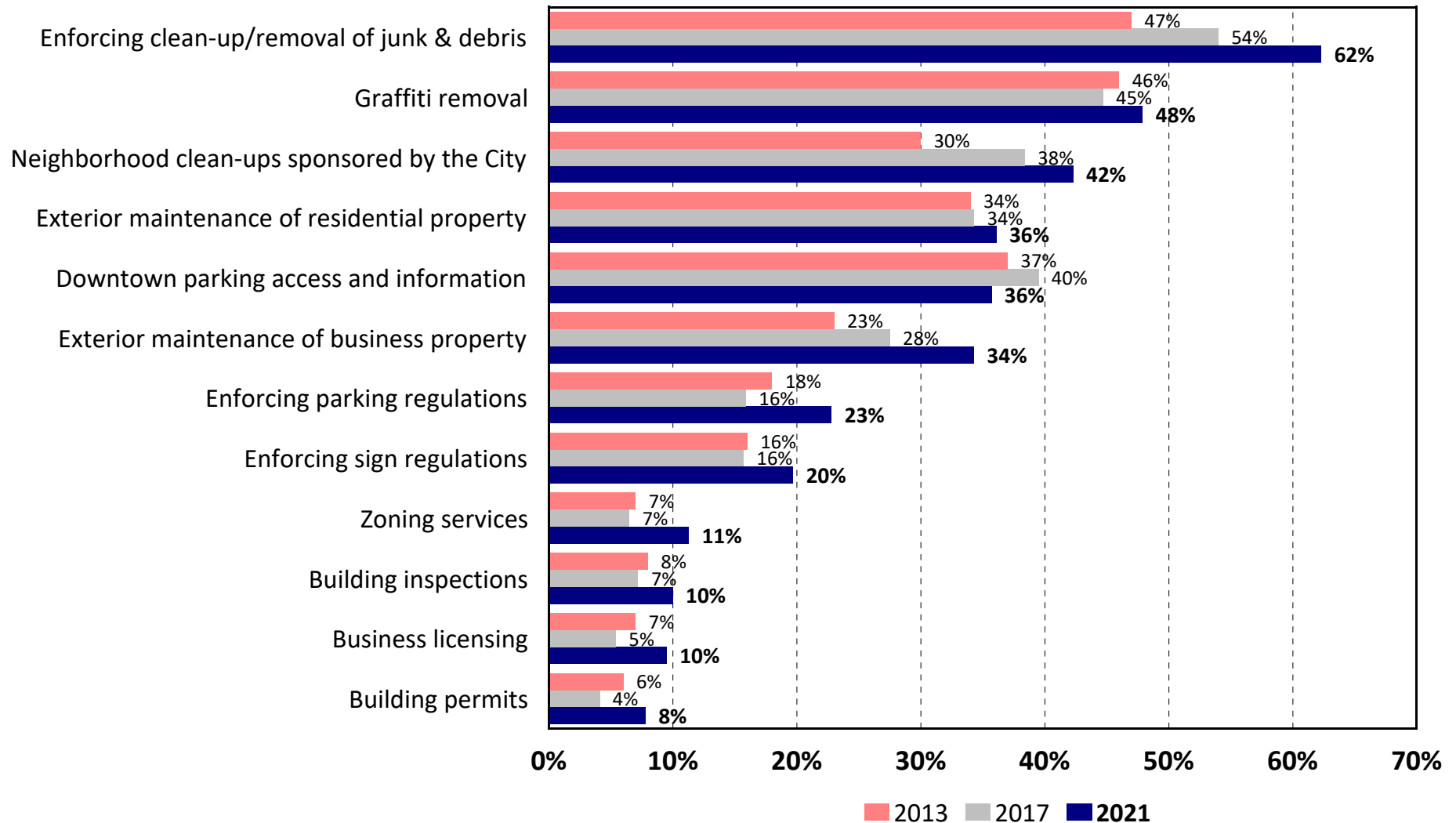
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Community Development and Beautification Services

Trends: 2013 to 2021

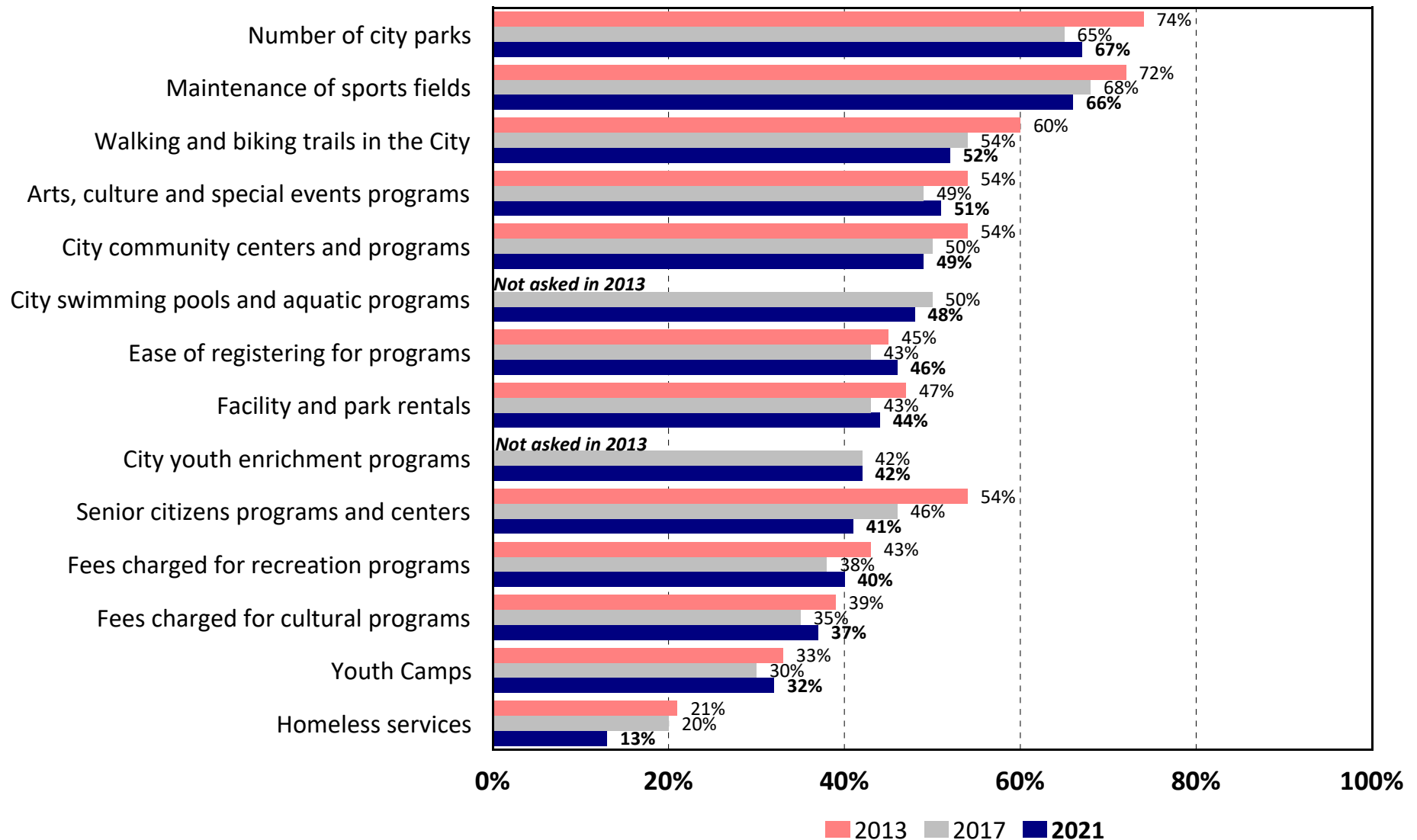
by percentage of respondents surveyed who selected the item as one of their top four choices



Satisfaction with Parks, Recreation, Cultural, and Community Services

Trends: 2013 to 2021

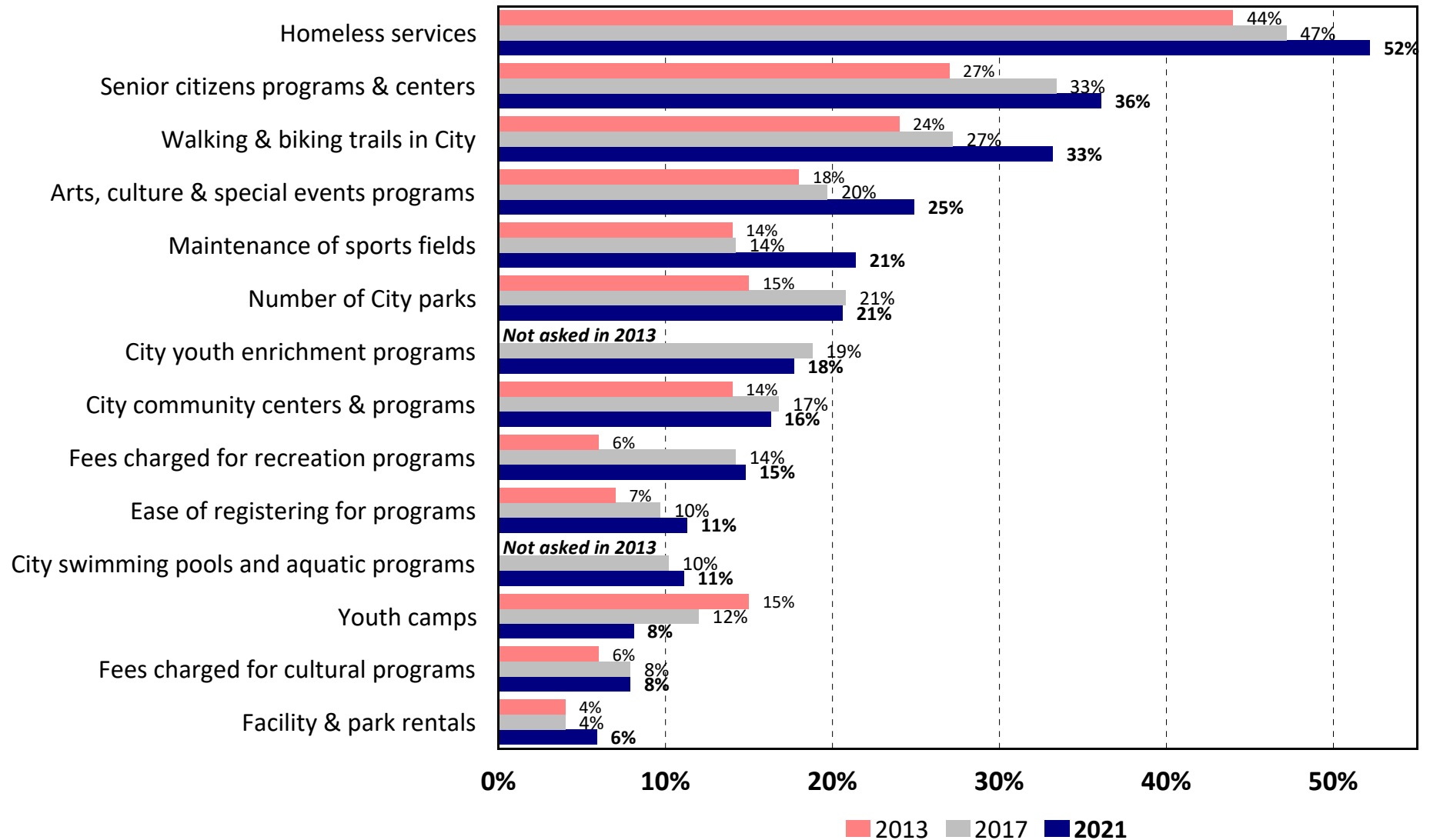
by percentage of respondents who rated the item a 4 or 5 on a 5-point scale (excluding don't knows)



Top Priorities for Parks, Recreation, Cultural, and Community Services

Trends: 2013 to 2021

by percentage of respondents surveyed who selected the item as one of their top four choices





Benchmarking Analysis



Benchmarking Analysis

Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically-valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 500 communities in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of more than 5,000 residents across the United States, (2) a regional survey that was administered by ETC Institute during the summer of 2020 to a random sample of residents living in the Mountain Region of the United States. The Mountain Region includes the states of Colorado, Wyoming, Utah, Nevada, New Mexico, and Arizona; and (3) from individual surveys that were administered in 15 large communities (population of 250,000 or more) between January 2019 and December 2021. The “Large U.S. City Average” shown in the performance range charts is the average rating of the 15 communities listed below:

- Austin, Texas
- Bucks County, Pennsylvania
- Dallas, Texas
- Durham, North Carolina
- Durham County, North Carolina
- El Paso, Texas
- Fort Worth, Texas
- Johnson County, Kansas
- Kansas City, Missouri
- Mecklenburg County, North Carolina
- Miami, Florida
- Nashville, Tennessee
- Oklahoma City, Oklahoma
- Plano, Texas
- Raleigh, North Carolina

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall ratings for Las Vegas compare to the national average and the Mountain regional average. The blue bar shows the ratings for Las Vegas, the yellow bar for the Mountain Region, and the red bar for the national average.

Benchmarking Analysis



Performance Range Charts. The second set of charts shows comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in large communities that have participated in the DirectionFinder® Survey since January 2019. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Las Vegas compare to the large community national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Las Vegas rated above the large community national average. If the yellow dot is located to the left of the vertical dash, the City rated below the large community national average.

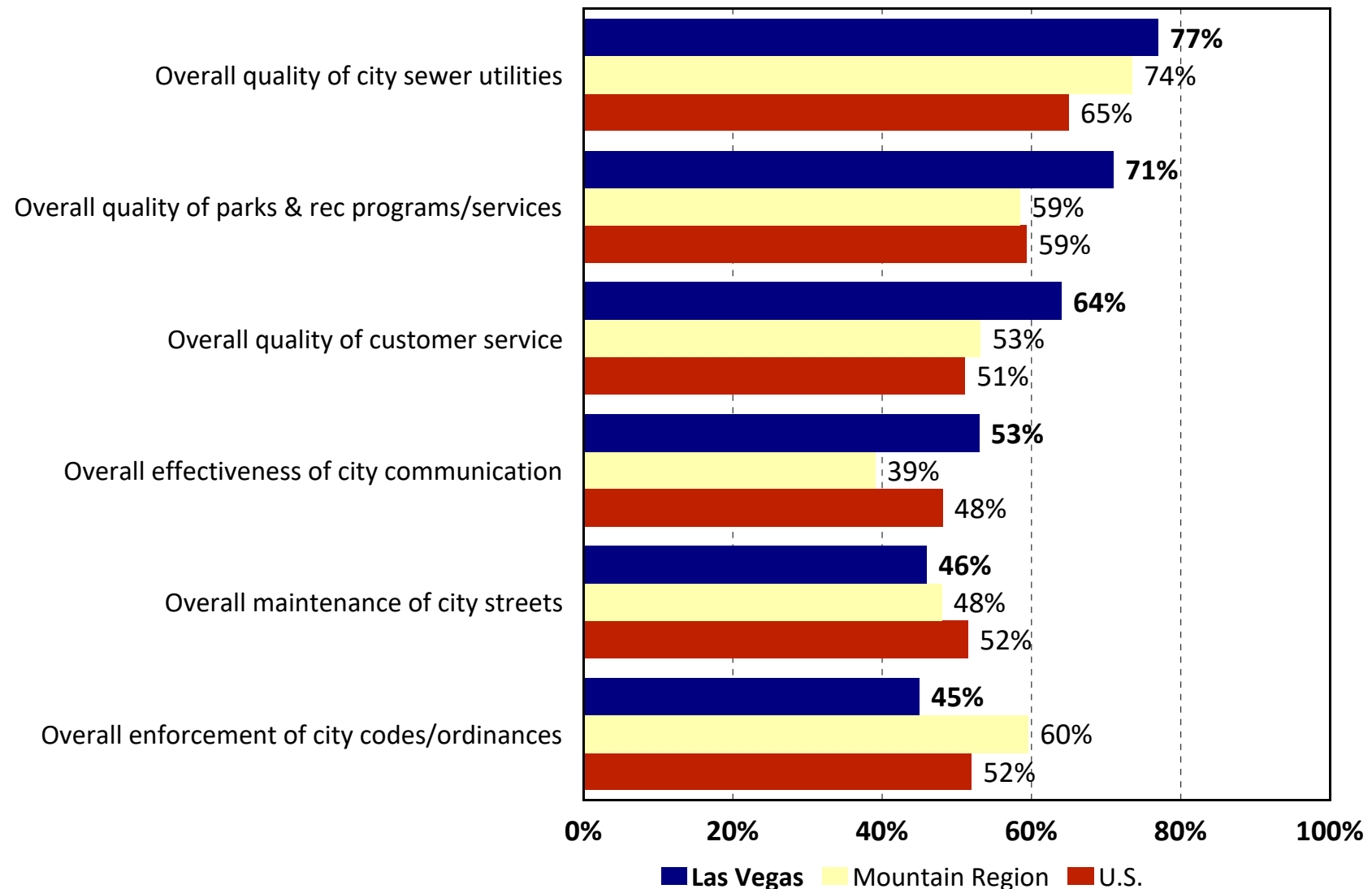
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Las Vegas is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of City Services

Las Vegas vs. Mountain Region vs. the U.S.

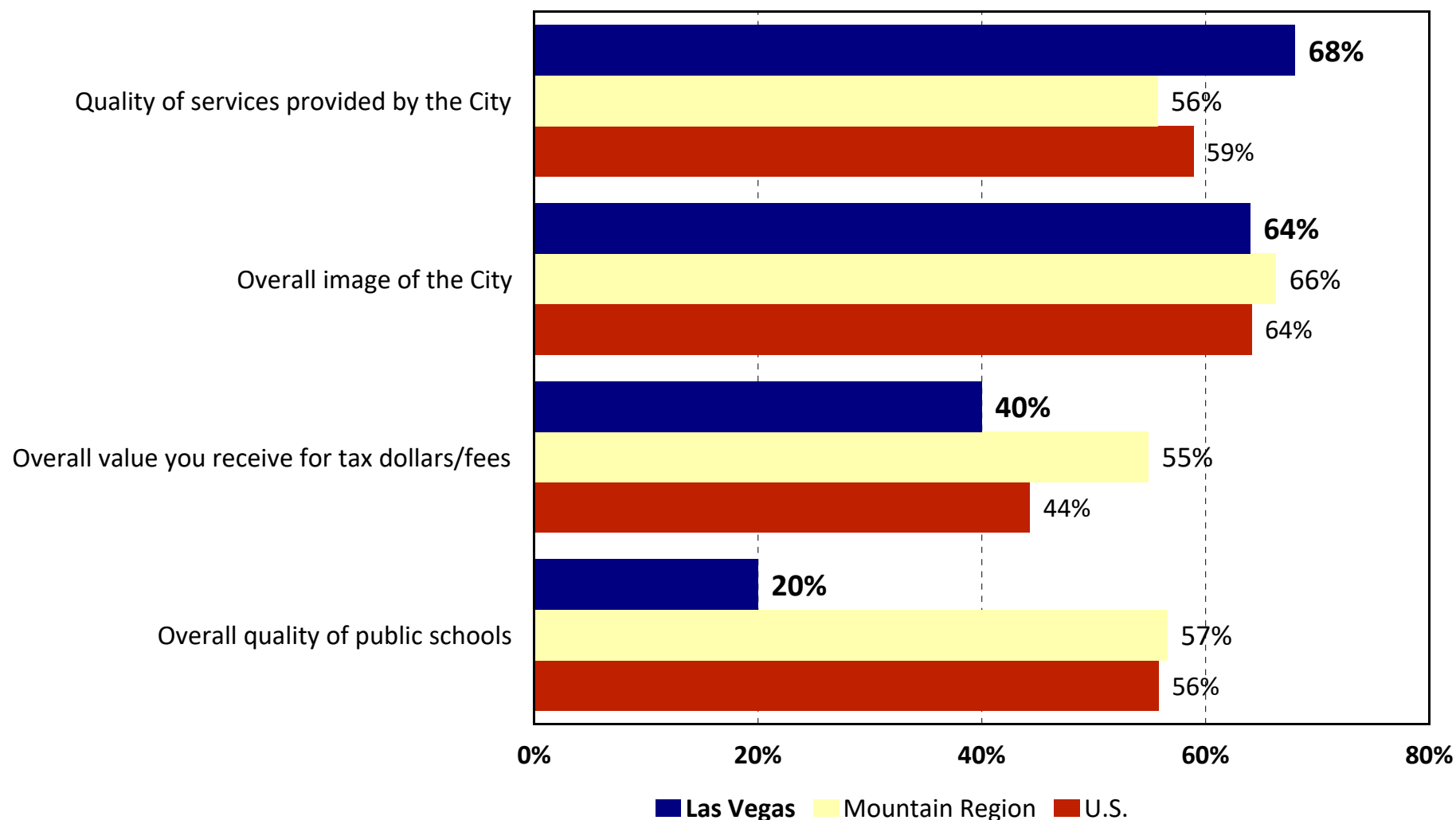
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City

Las Vegas vs. Mountain Region vs. the U.S.

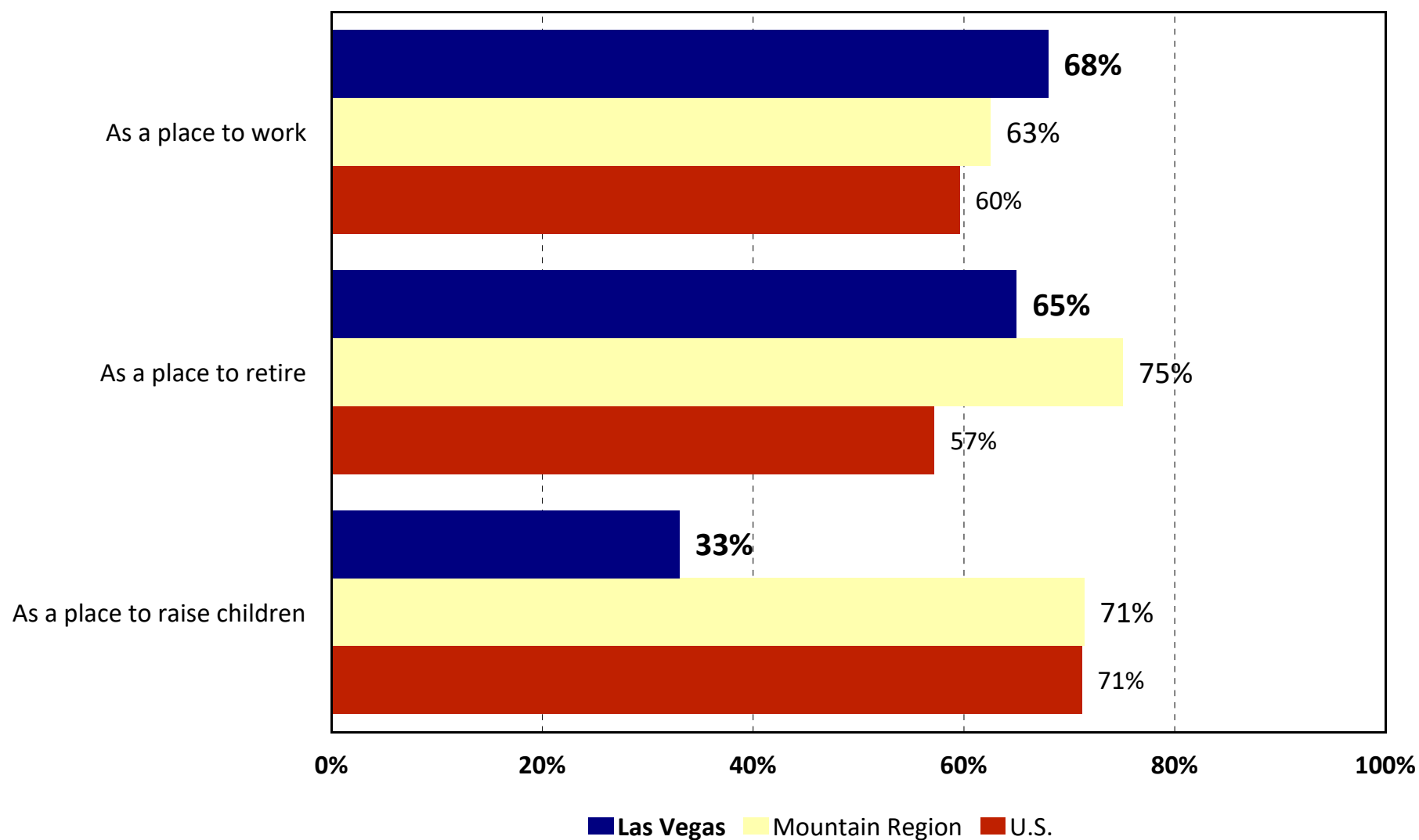
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the City

Las Vegas vs. Mountain Region vs. the U.S.

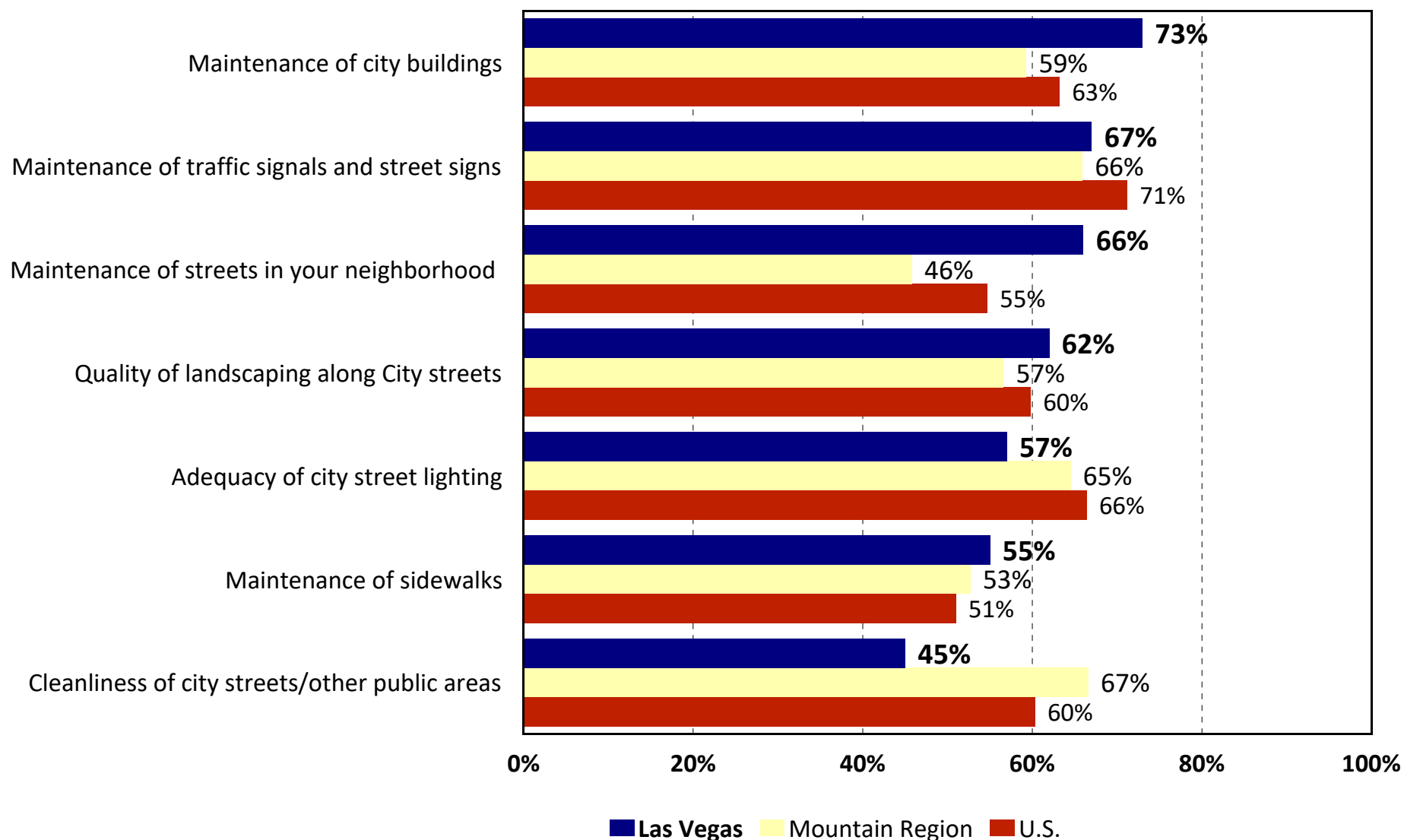
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with City Maintenance

Las Vegas vs. Mountain Region vs. the U.S.

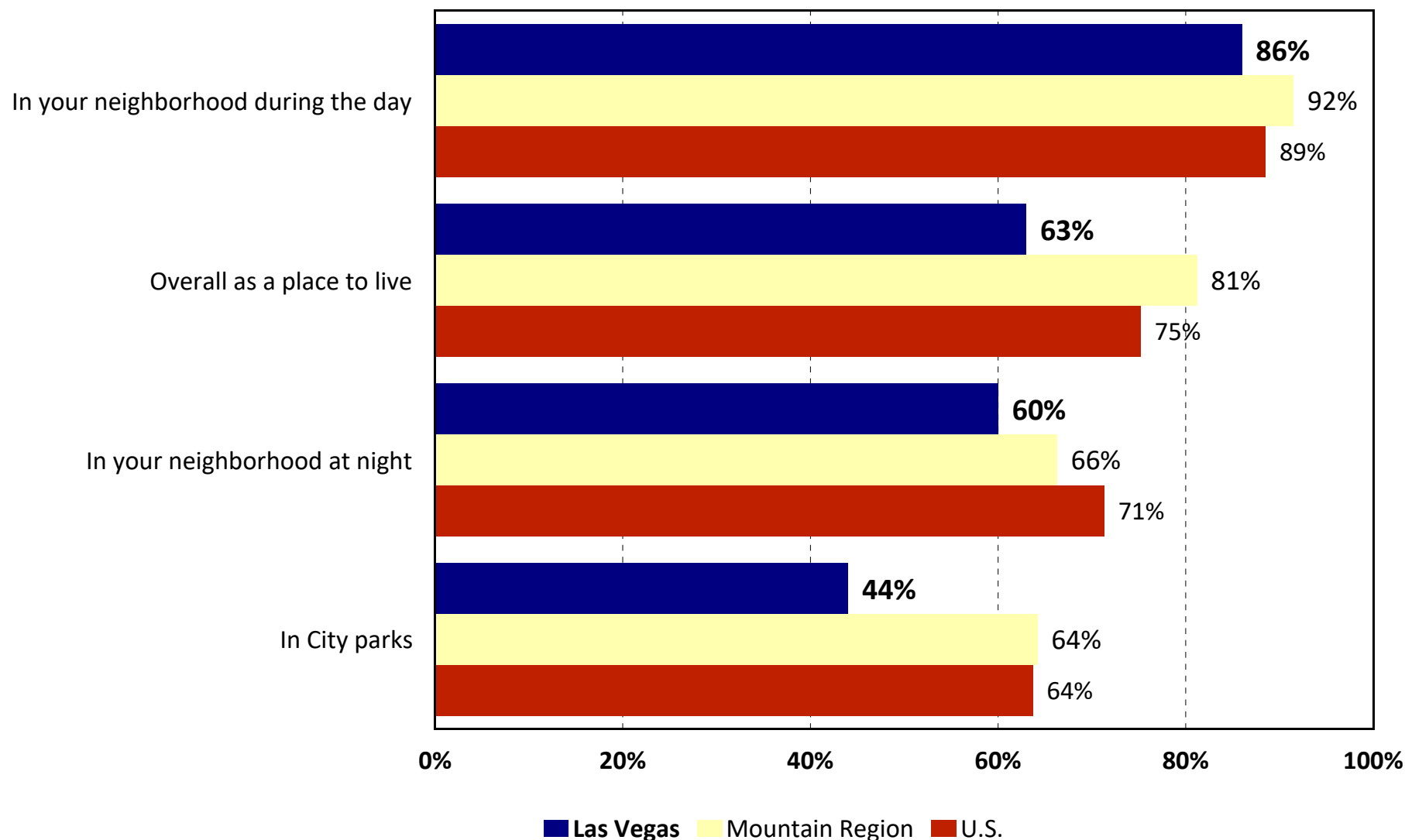
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



How Safe Residents Feel in Their Community

Las Vegas vs. Mountain Region vs. the U.S.

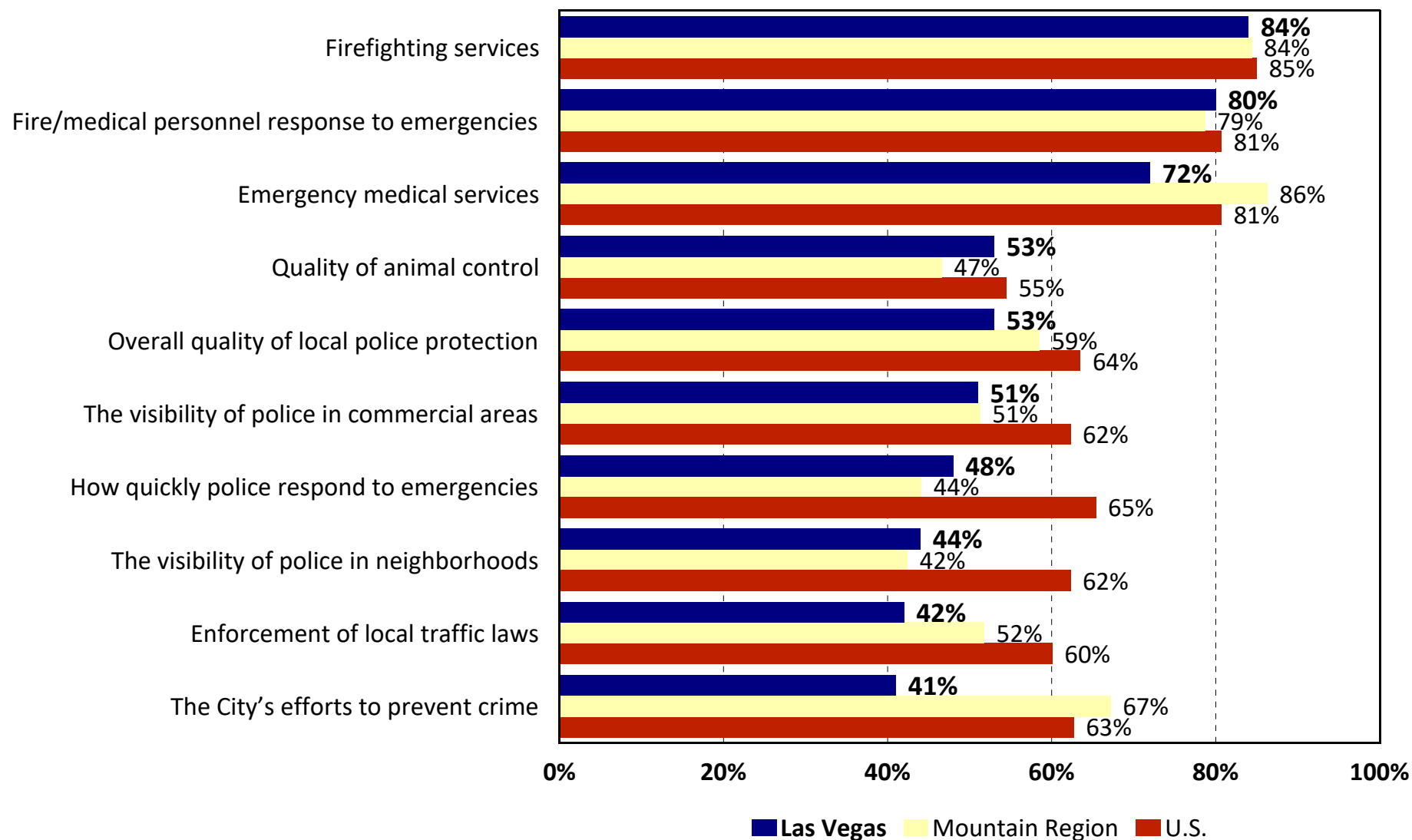
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Public Safety

Las Vegas vs. Mountain Region vs. the U.S.

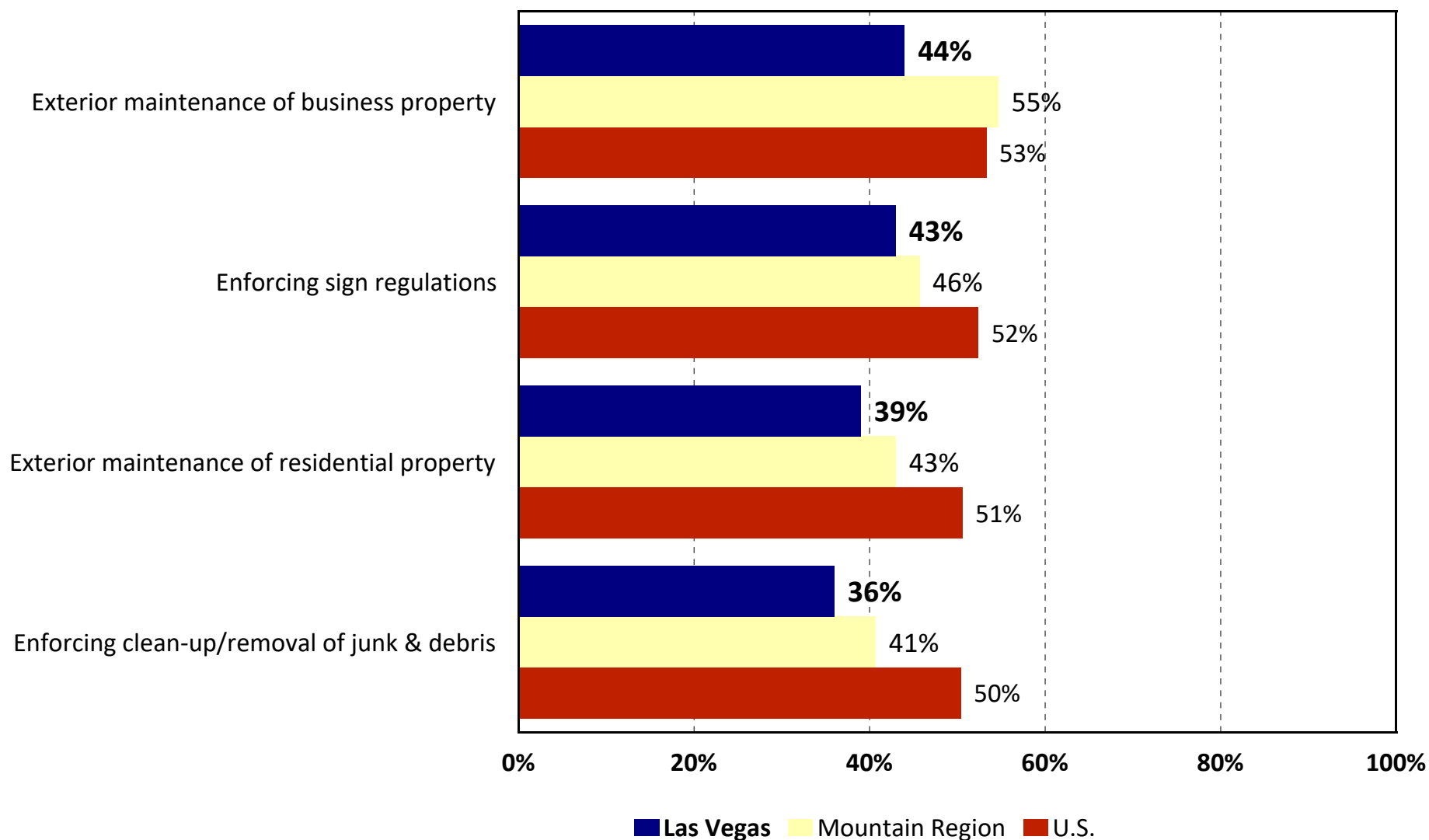
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Community Development/Beautification

Las Vegas vs. Mountain Region vs. the U.S.

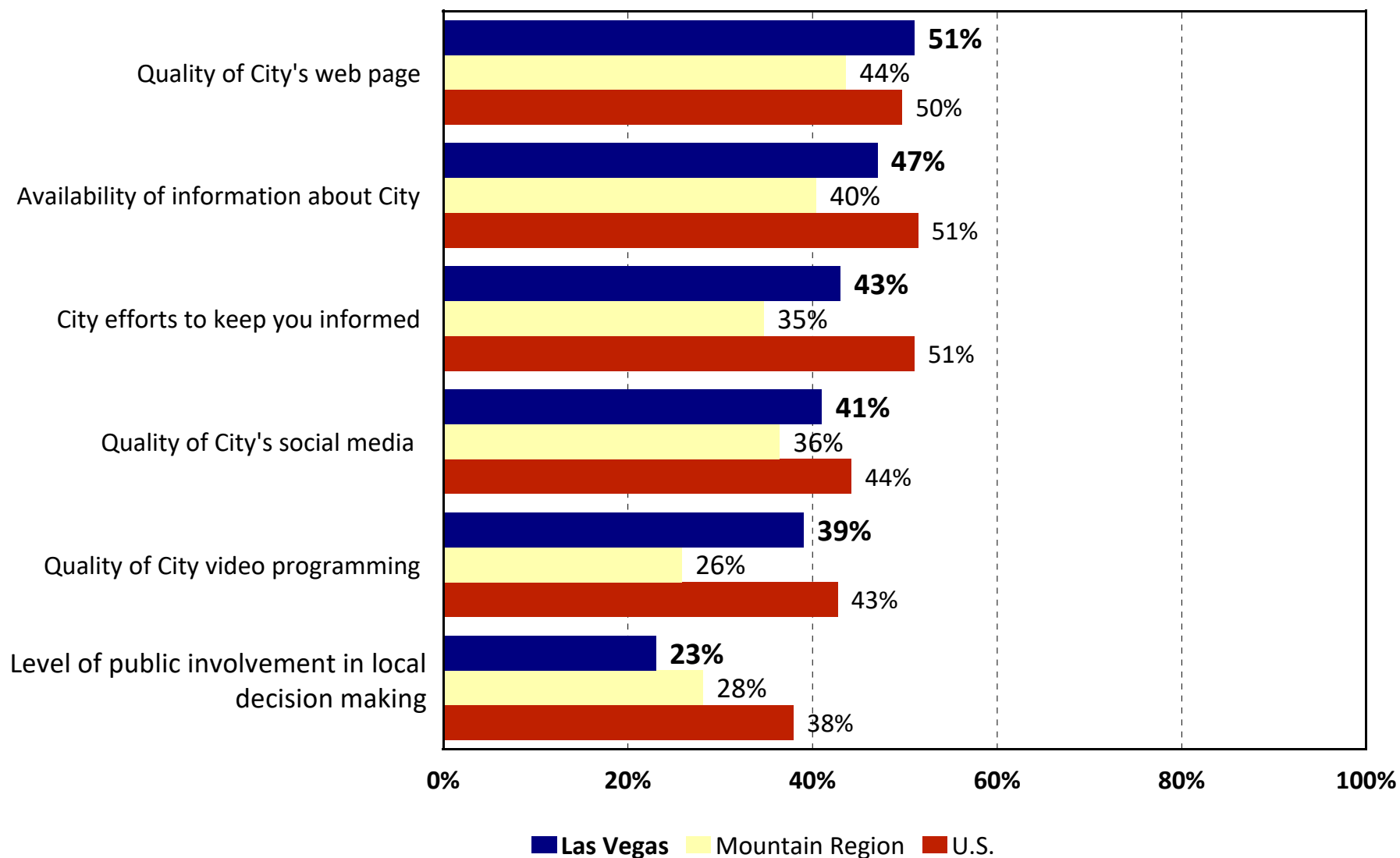
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Communication

Las Vegas vs. Mountain Region vs. the U.S.

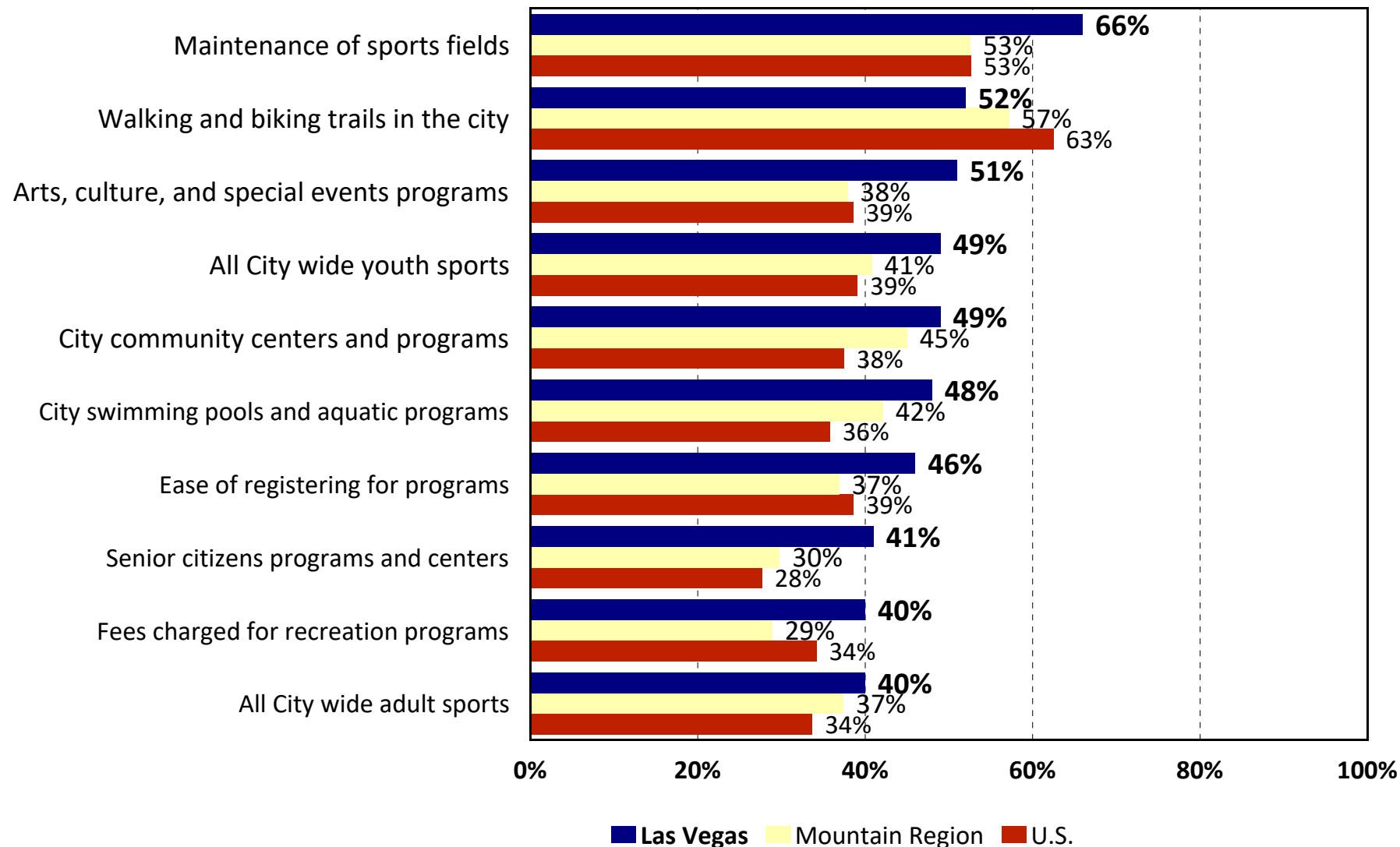
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Parks and Recreation

Las Vegas vs. Mountain Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Comparison to a Range of Performance

Benchmarking Communities

- Austin, TX
- Bucks County, PA
- Dallas, TX
- Durham, NC
- Durham County, NC
- El Paso, TX
- Fort Worth, TX
- Johnson County, KS
- Kansas City, MO
- Mecklenburg County, NC
- Miami, FL
- Nashville, TN
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC

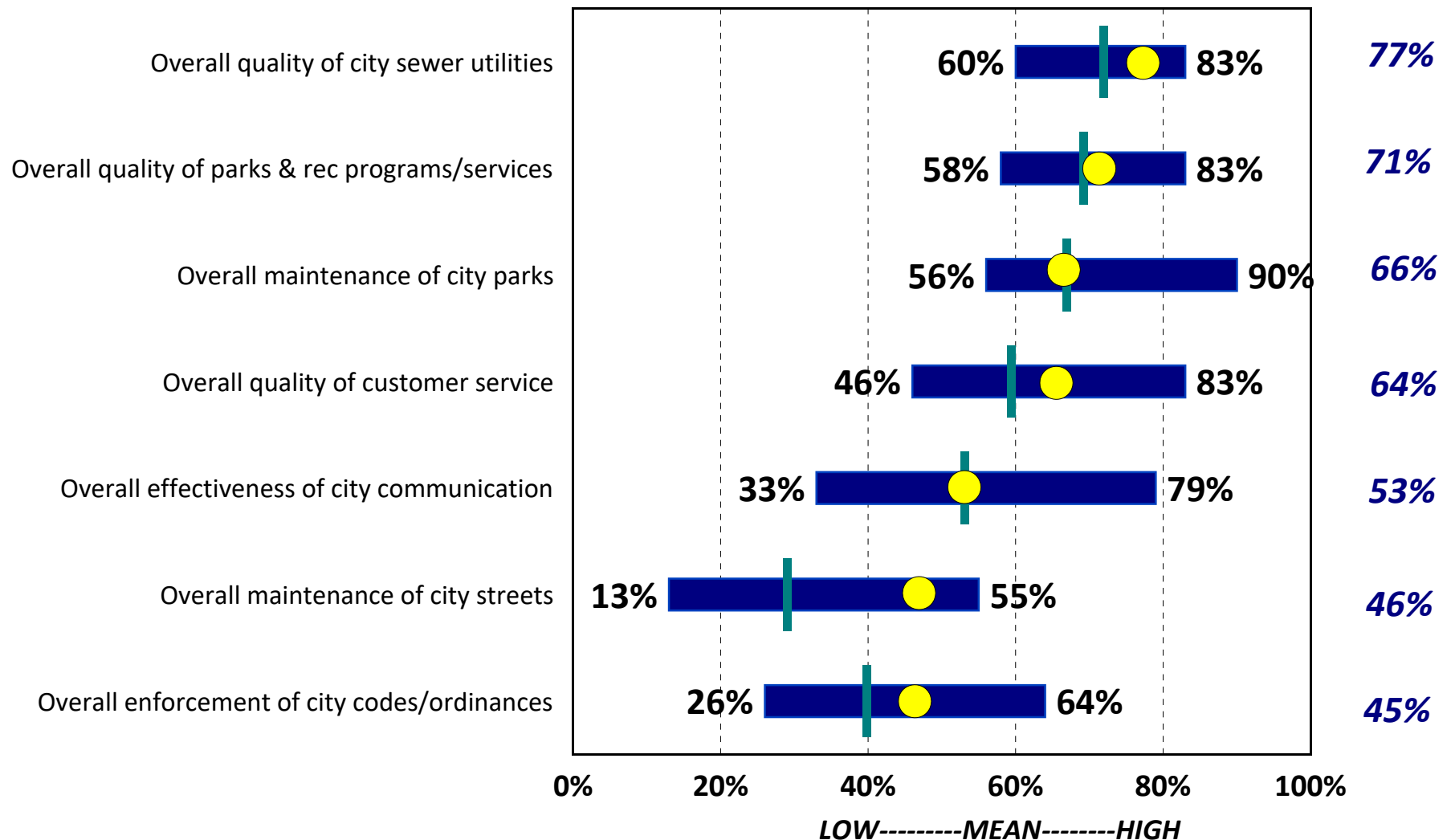
Overall Satisfaction with Major Categories of City Services

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



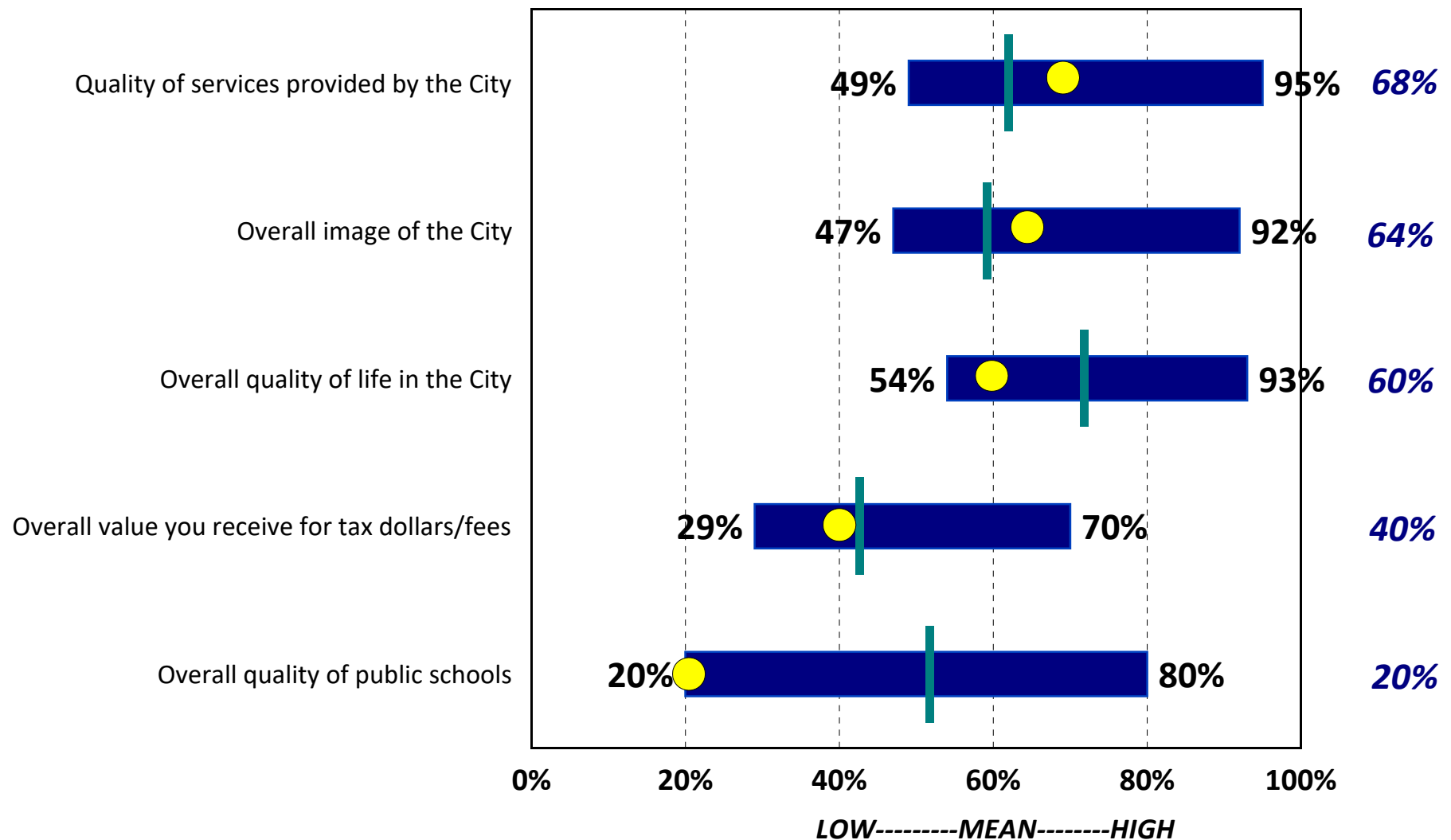
Perceptions Residents Have of the City in Which They Live

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



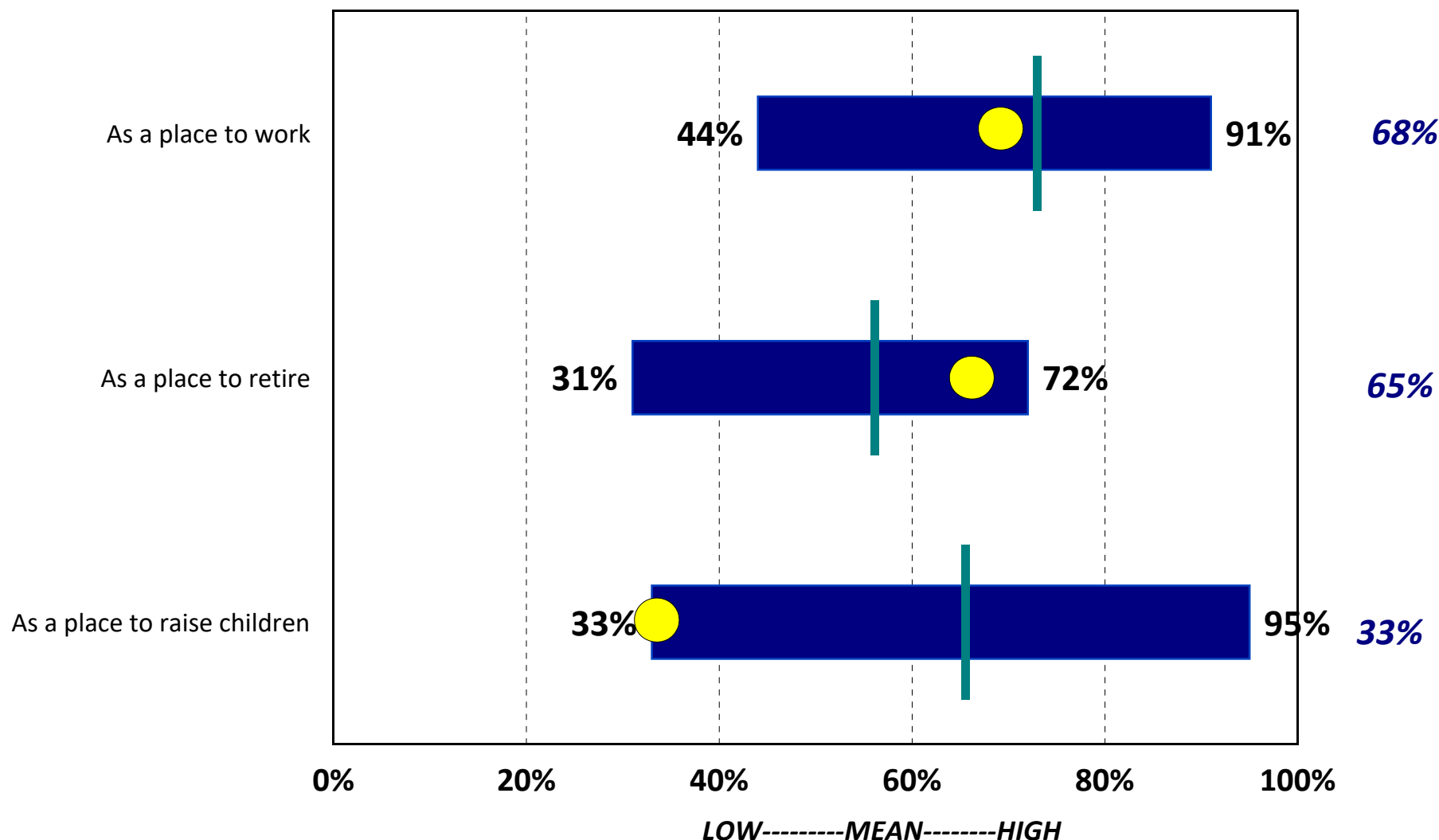
Overall Ratings of the City in Which Residents Live

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



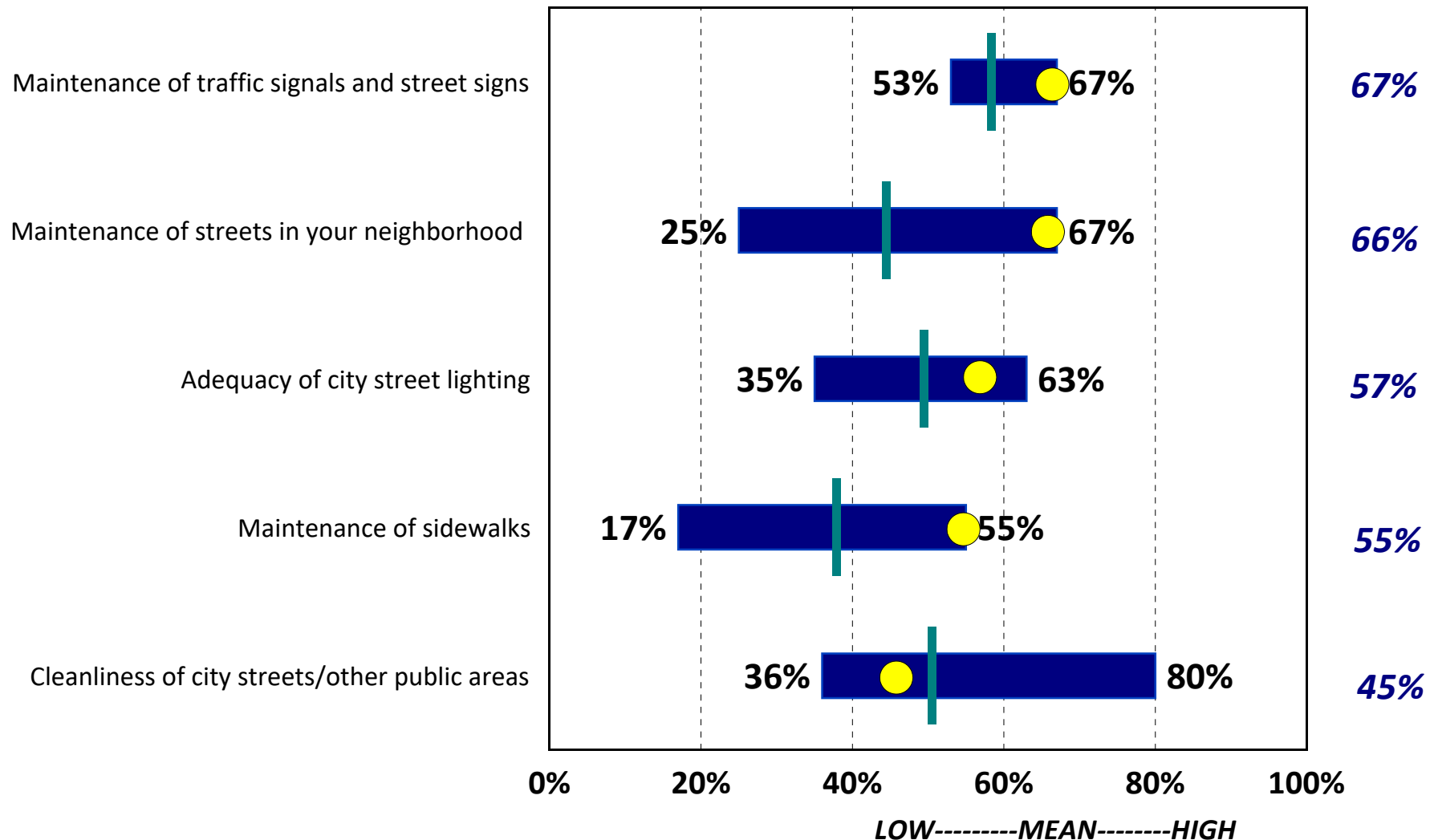
Overall Satisfaction with City Maintenance

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

Las Vegas, NV



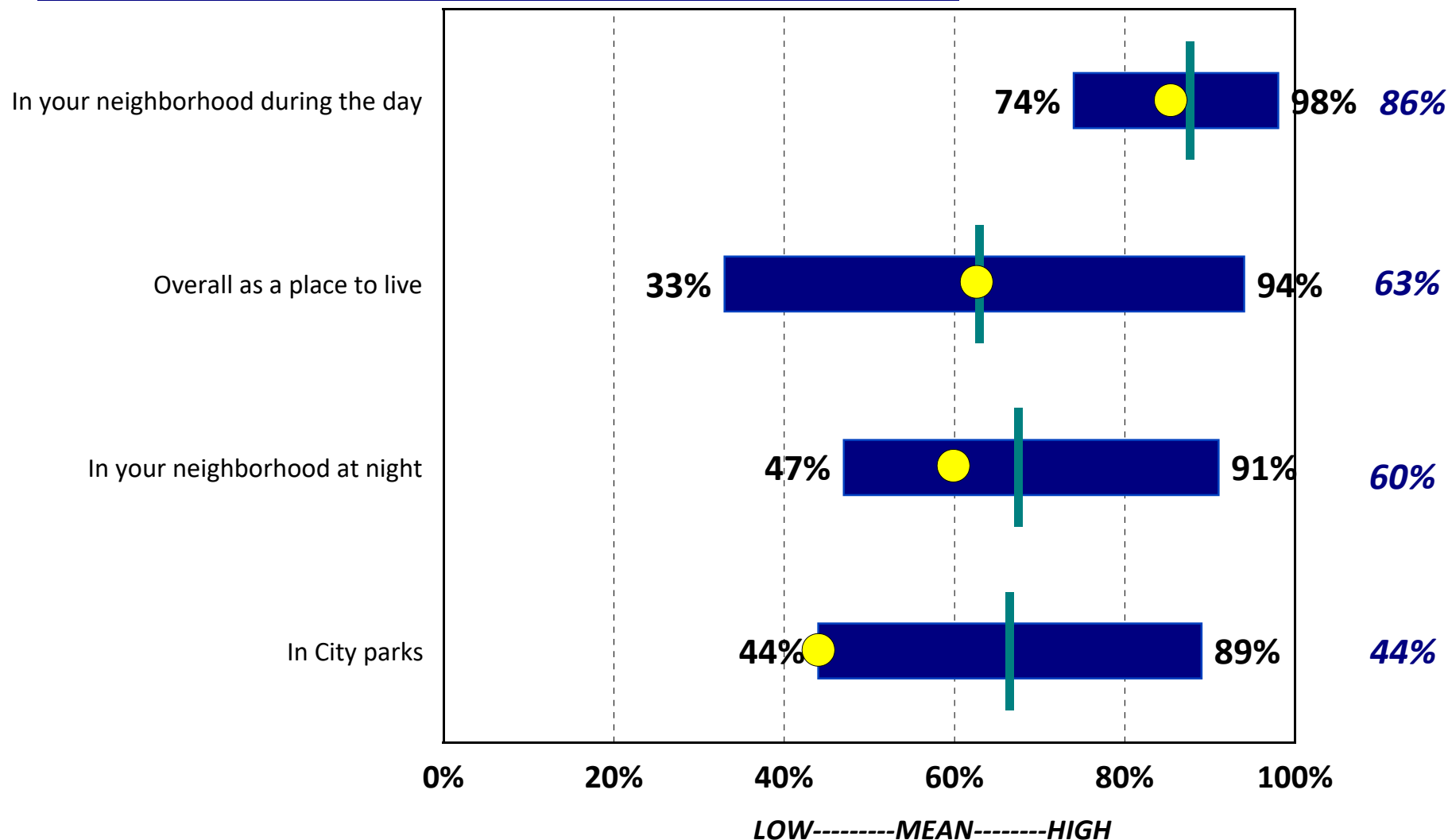
Feeling of Safety in the Community

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

Las Vegas, NV



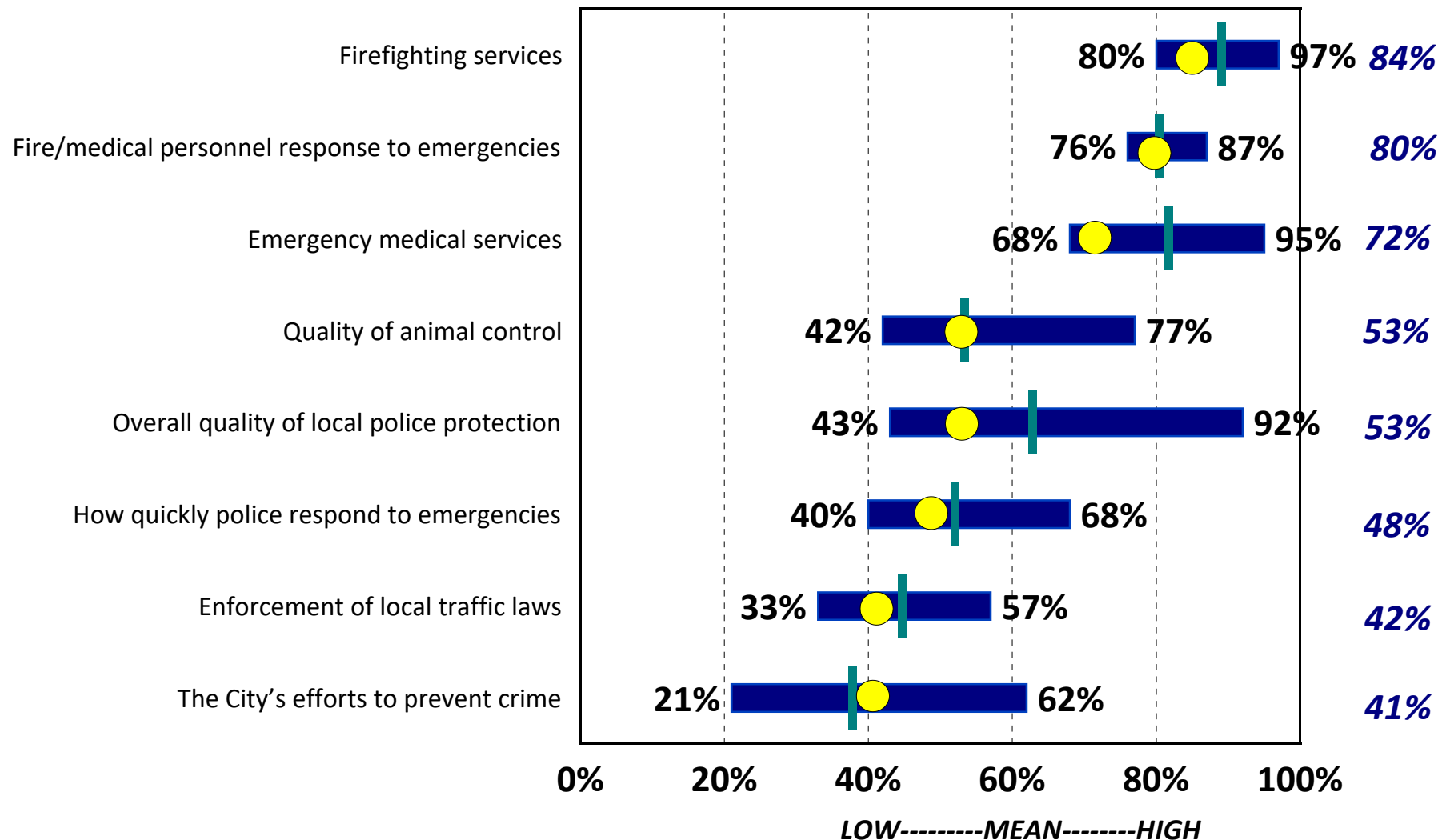
Overall Satisfaction with Public Safety

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



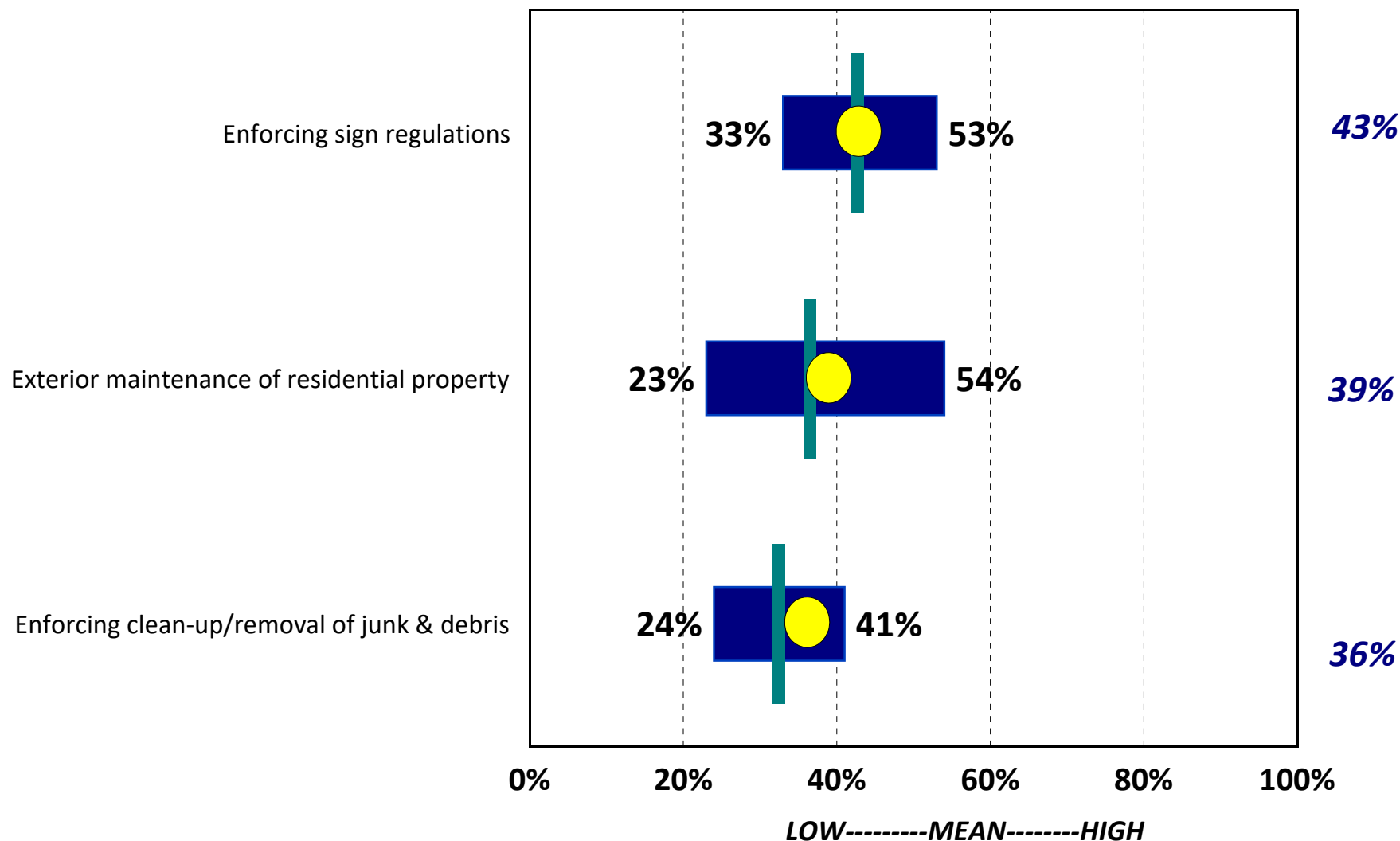
Satisfaction with Community Development and Beautification

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

Las Vegas, NV



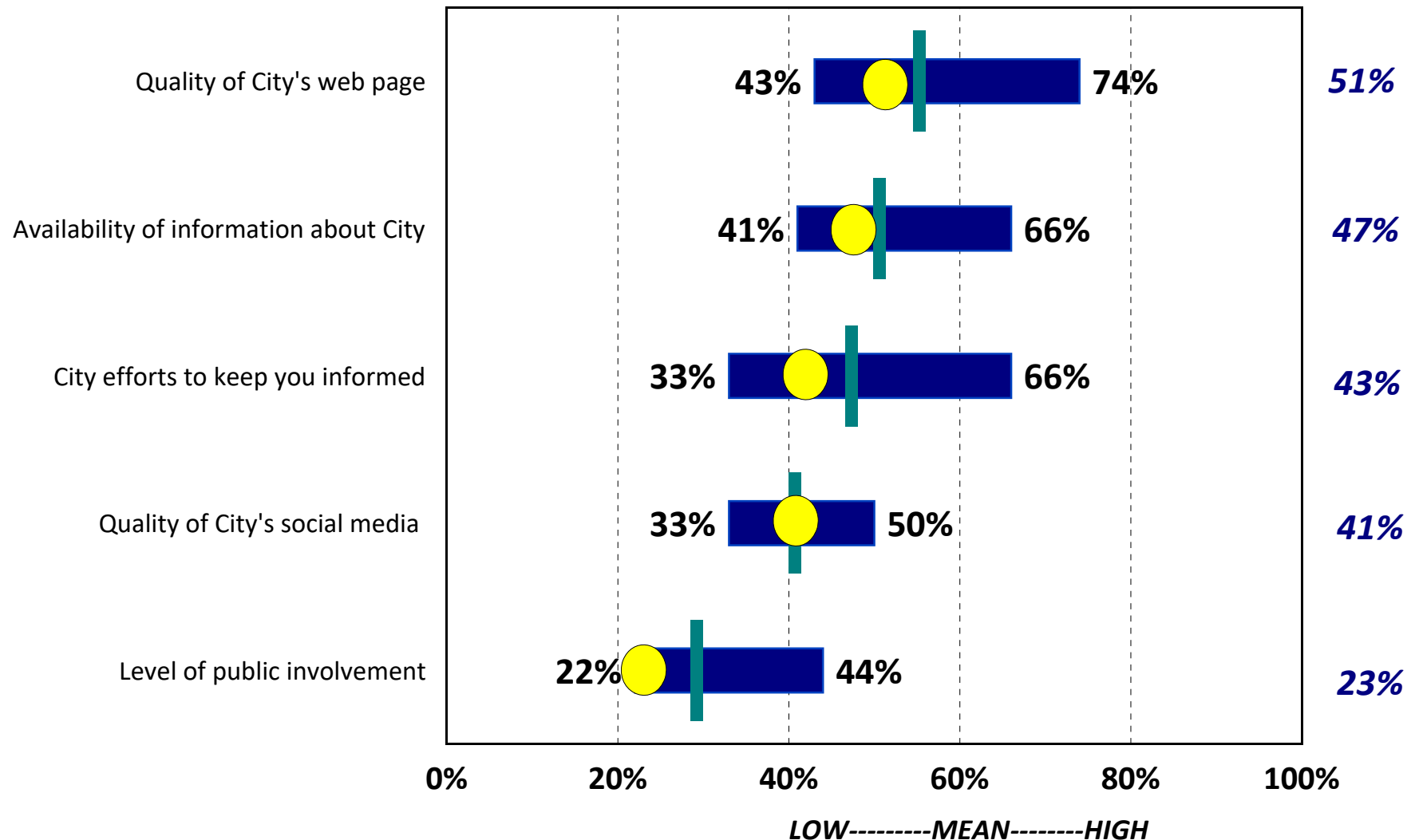
Satisfaction with City Communication

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

Las Vegas, NV



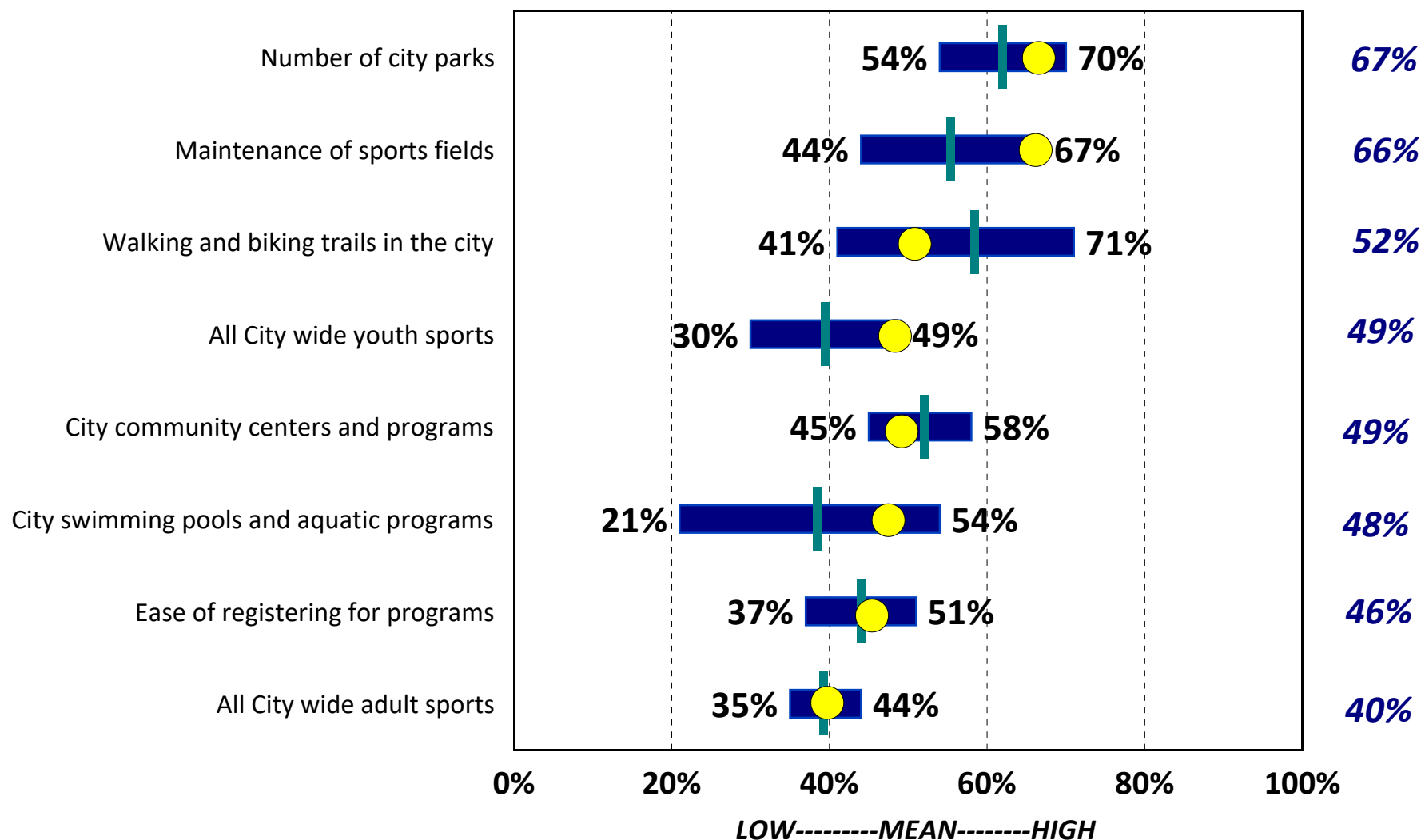
Satisfaction with Parks and Recreation Services

2021

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Cities w/population > 250,000 only

● Las Vegas, NV



4 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. More than half (53.8%) of households selected "*overall maintenance of city streets*" as one of the most important items for the City to emphasize.

With regard to satisfaction, 46% of respondents surveyed rated "*overall maintenance of city streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 53.8% was multiplied by 54% (1-0.46). This calculation yielded an I-S rating of 0.2905, which ranked first out of fifteen categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Las Vegas are provided on the following pages.

Importance-Satisfaction Rating

2021 Las Vegas Community Survey

MAJOR CATEGORIES OF CITY SERVICES

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS > .20)</u> | | | | | | |
| Overall maintenance of city streets | 54% | 1 | 46% | 12 | 0.2905 | 1 |
| Economic development (jobs) | 40% | 3 | 42% | 15 | 0.2337 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Overall quality of Metropolitan police services | 48% | 2 | 68% | 6 | 0.1546 | 3 |
| Overall enforcement of city codes/ordinances | 27% | 6 | 45% | 13 | 0.1458 | 4 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Overall effectiveness of city communication | 19% | 10 | 53% | 11 | 0.0874 | 5 |
| Overall quality of parks & rec programs/services | 28% | 5 | 71% | 5 | 0.0809 | 6 |
| Overall maintenance of city parks | 23% | 7 | 66% | 7 | 0.0772 | 7 |
| Downtown development | 19% | 9 | 63% | 9 | 0.0707 | 8 |
| Overall quality of City community centers | 14% | 11 | 62% | 10 | 0.0517 | 9 |
| Overall quality of emergency medical services | 34% | 4 | 85% | 3 | 0.0516 | 10 |
| Overall quality of building inspections by City | 8% | 14 | 44% | 14 | 0.0470 | 11 |
| Overall quality of customer service | 13% | 12 | 64% | 8 | 0.0461 | 12 |
| Overall quality of fire services | 20% | 8 | 90% | 1 | 0.0201 | 13 |
| Overall quality of city sewer utilities | 7% | 15 | 77% | 4 | 0.0163 | 14 |
| Reliability of sewer service | 11% | 13 | 87% | 2 | 0.0143 | 15 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2021 Las Vegas Community Survey

MAINTENANCE SERVICES

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS > .20)</u> | | | | | | |
| Cleanliness of city streets/other public areas | 69% | 1 | 45% | 9 | 0.3801 | 1 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Adequacy of city street lighting | 43% | 2 | 57% | 6 | 0.1832 | 2 |
| Maintenance of sidewalks in Las Vegas | 36% | 5 | 55% | 8 | 0.1634 | 3 |
| Maintenance of streets in your neighborhood | 43% | 3 | 66% | 3 | 0.1445 | 4 |
| Maintenance/preservation of downtown Las Vegas | 34% | 7 | 58% | 5 | 0.1432 | 5 |
| Maintenance of traffic signals and street signs | 41% | 4 | 67% | 2 | 0.1366 | 6 |
| Maintenance of curbs/gutters on city streets | 30% | 8 | 56% | 7 | 0.1333 | 7 |
| Quality of landscaping along City streets | 35% | 6 | 62% | 4 | 0.1315 | 8 |
| <u>Medium Priority (IS < .10)</u> | | | | | | |
| Maintenance of city buildings | 24% | 9 | 73% | 1 | 0.0640 | 9 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2021 Las Vegas Community Survey

PUBLIC SAFETY SERVICES

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS > .20)</u> | | | | | | |
| The City's efforts to prevent crime | 61% | 1 | 41% | 12 | 0.3611 | 1 |
| The visibility of police in neighborhoods | 55% | 2 | 44% | 10 | 0.3058 | 2 |
| Enforcement of local traffic laws | 35% | 5 | 42% | 11 | 0.2007 | 3 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| How quickly police respond to emergencies | 35% | 3 | 48% | 9 | 0.1820 | 4 |
| Overall quality of local police protection | 35% | 4 | 53% | 5 | 0.1640 | 5 |
| The visibility of police in commercial areas | 33% | 6 | 51% | 7 | 0.1622 | 6 |
| Law enforcement in City parks and facilities | 23% | 7 | 39% | 13 | 0.1397 | 7 |
| <u>Medium Priority (IS < .10)</u> | | | | | | |
| Quality of animal control | 13% | 10 | 53% | 4 | 0.0616 | 8 |
| Emergency medical services | 18% | 9 | 72% | 3 | 0.0504 | 9 |
| City Jail (Misdemeanor Detention Center) | 7% | 13 | 34% | 14 | 0.0475 | 10 |
| Municipal courts | 9% | 12 | 51% | 8 | 0.0446 | 11 |
| Fire/medical personnel response to emergencies | 19% | 8 | 80% | 2 | 0.0374 | 12 |
| Fire prevention inspections | 5% | 14 | 52% | 6 | 0.0245 | 13 |
| Firefighting services | 9% | 11 | 84% | 1 | 0.0146 | 14 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2021 Las Vegas Community Survey

COMMUNITY DEVELOPMENT AND BEAUTIFICATION SERVICES

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance- Satisfaction Rating | I-S Rating Rank |
|--|---------------------|---------------------------|----------------|----------------------|---------------------------------------|--------------------|
| <u>Very High Priority (IS > .20)</u> | | | | | | |
| Enforcing clean-up/removal of junk & debris | 62% | 1 | 36% | 11 | 0.3987 | 1 |
| Graffiti removal | 48% | 2 | 45% | 3 | 0.2635 | 2 |
| Neighborhood clean-ups sponsored by the City | 42% | 3 | 38% | 10 | 0.2623 | 3 |
| Downtown parking access and information | 36% | 5 | 30% | 12 | 0.2499 | 4 |
| Exterior maintenance of residential property | 36% | 4 | 39% | 8 | 0.2202 | 5 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Exterior maintenance of business property | 34% | 6 | 44% | 4 | 0.1921 | 6 |
| Enforcing parking regulations | 23% | 7 | 47% | 2 | 0.1208 | 7 |
| Enforcing sign regulations | 20% | 8 | 43% | 5 | 0.1123 | 8 |
| <u>Medium Priority (IS < .10)</u> | | | | | | |
| Zoning services | 11% | 9 | 39% | 9 | 0.0689 | 9 |
| Building inspections | 10% | 10 | 40% | 6 | 0.0600 | 10 |
| Building permits | 8% | 12 | 39% | 7 | 0.0476 | 11 |
| Business licensing | 10% | 11 | 53% | 1 | 0.0447 | 12 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

2021 Las Vegas Community Survey

PARKS, RECREATION, CULTURAL, AND COMMUNITY SERVICES

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS > .20)</u> | | | | | | |
| Homeless services | 52% | 1 | 13% | 17 | 0.4541 | 1 |
| Senior citizens programs and centers | 36% | 2 | 41% | 12 | 0.2130 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Walking and biking trails in the city | 33% | 3 | 52% | 4 | 0.1594 | 3 |
| Arts, culture, and special events programs | 25% | 4 | 51% | 5 | 0.1220 | 4 |
| City youth enrichment programs | 18% | 8 | 42% | 11 | 0.1027 | 5 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Fees charged for recreation programs | 15% | 11 | 40% | 13 | 0.0888 | 6 |
| Number of park amenities | 21% | 6 | 59% | 3 | 0.0853 | 7 |
| City community centers and programs | 16% | 9 | 49% | 7 | 0.0831 | 8 |
| All City wide youth sports | 15% | 10 | 49% | 6 | 0.0765 | 9 |
| Maintenance of sports fields | 21% | 5 | 66% | 2 | 0.0728 | 10 |
| Number of city parks | 21% | 7 | 67% | 1 | 0.0680 | 11 |
| Ease of registering for programs | 11% | 12 | 46% | 9 | 0.0610 | 12 |
| All City wide adult sports | 10% | 14 | 40% | 14 | 0.0588 | 13 |
| City swimming pools and aquatic programs | 11% | 13 | 48% | 8 | 0.0577 | 14 |
| Youth camps | 8% | 15 | 32% | 16 | 0.0551 | 15 |
| Fees charged for cultural programs | 8% | 16 | 37% | 15 | 0.0498 | 16 |
| Facility and park rentals | 6% | 17 | 44% | 10 | 0.0330 | 17 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

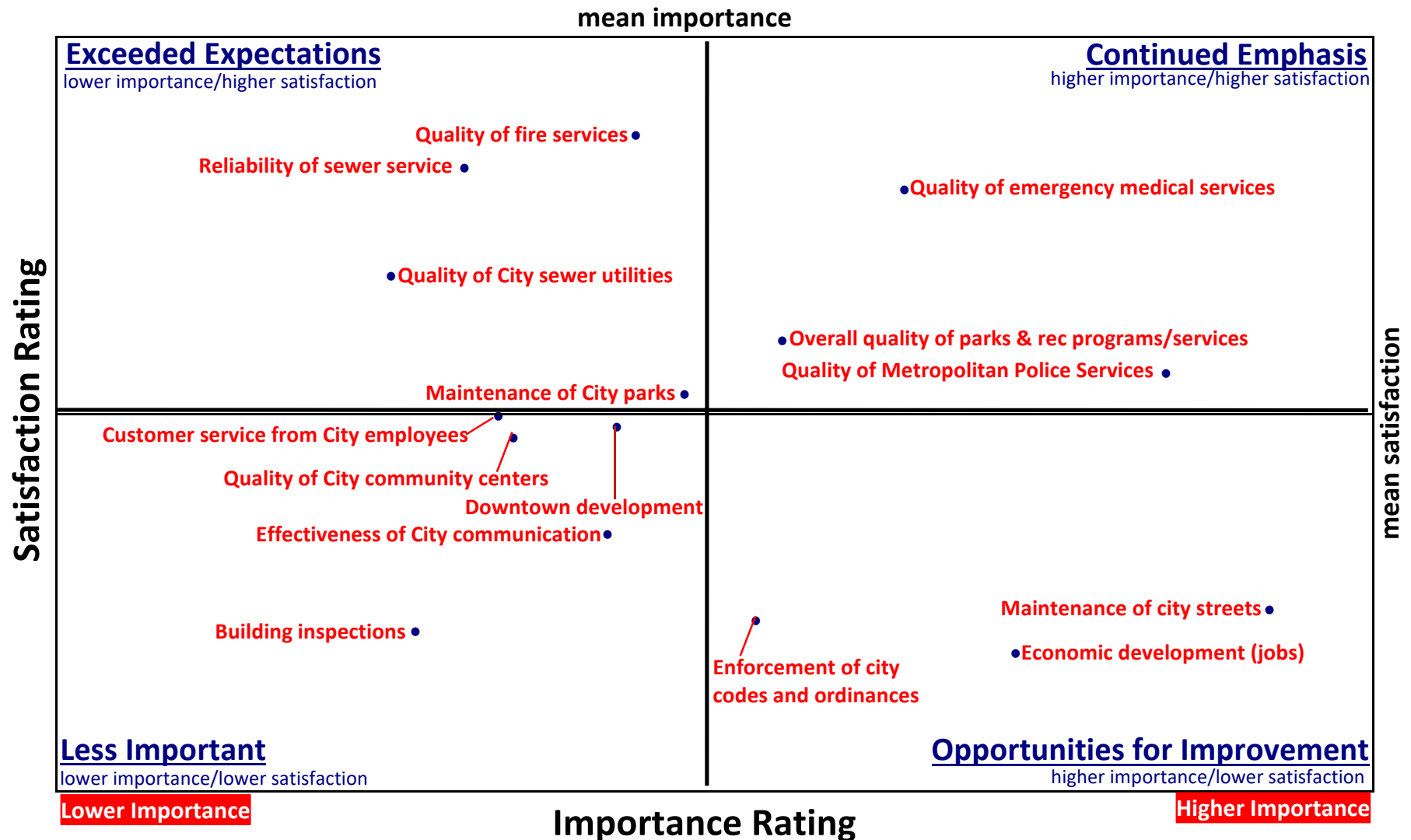
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrix charts showing the results for the City of Las Vegas are provided on the following pages.

2021 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

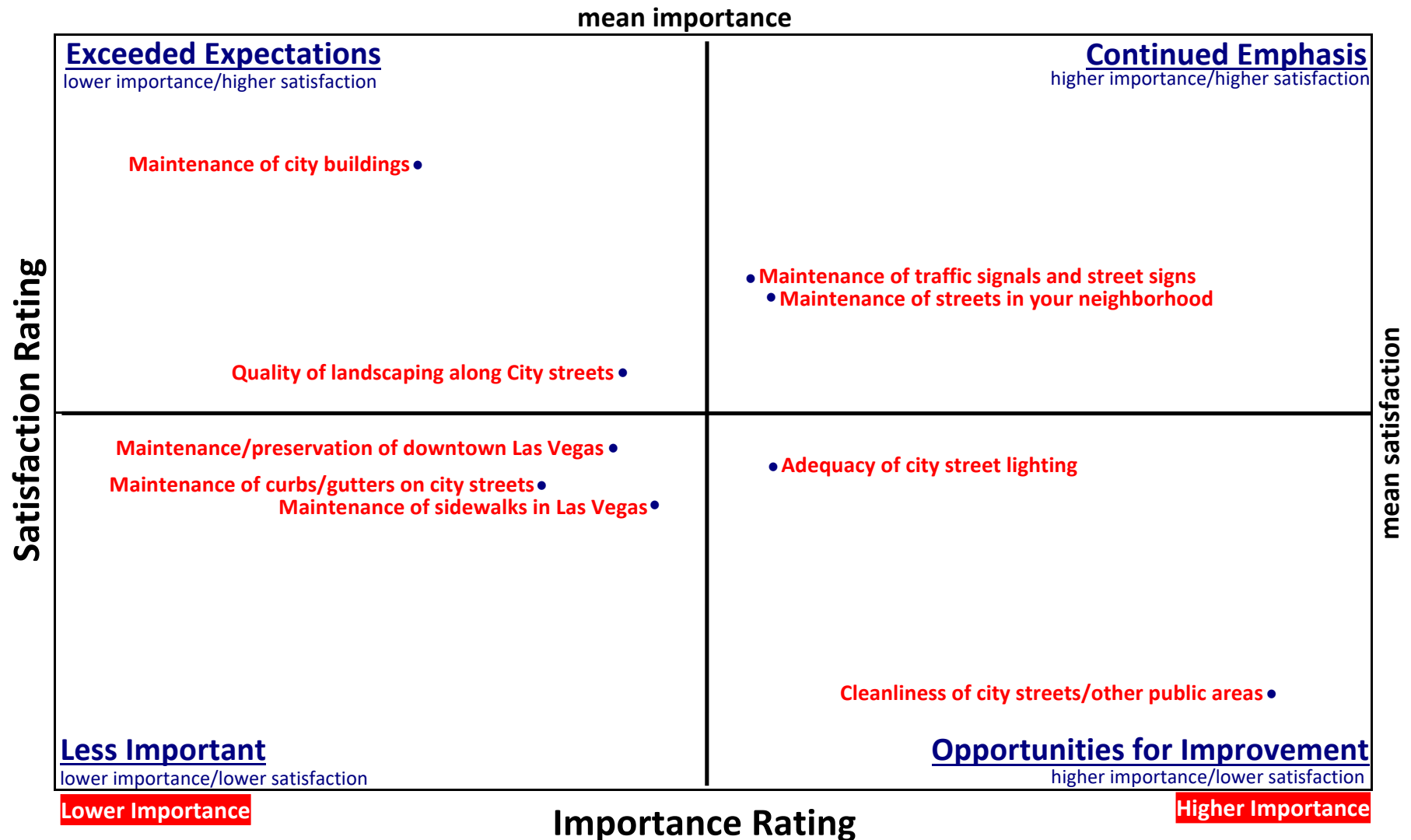


2021 City of Las Vegas DirectionFinder

Importance-Satisfaction Assessment Matrix

-Maintenance Services-

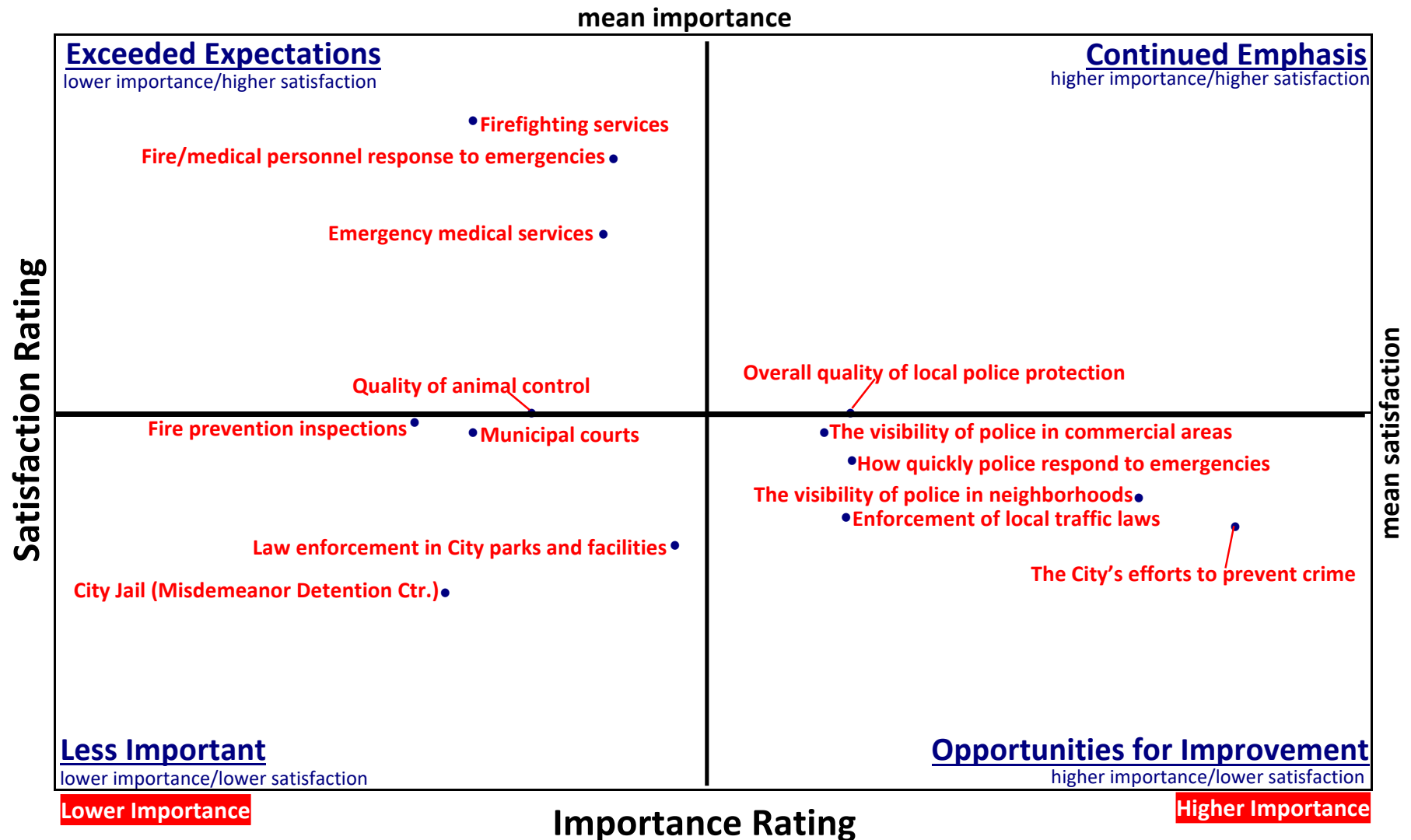
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 City of Las Vegas DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

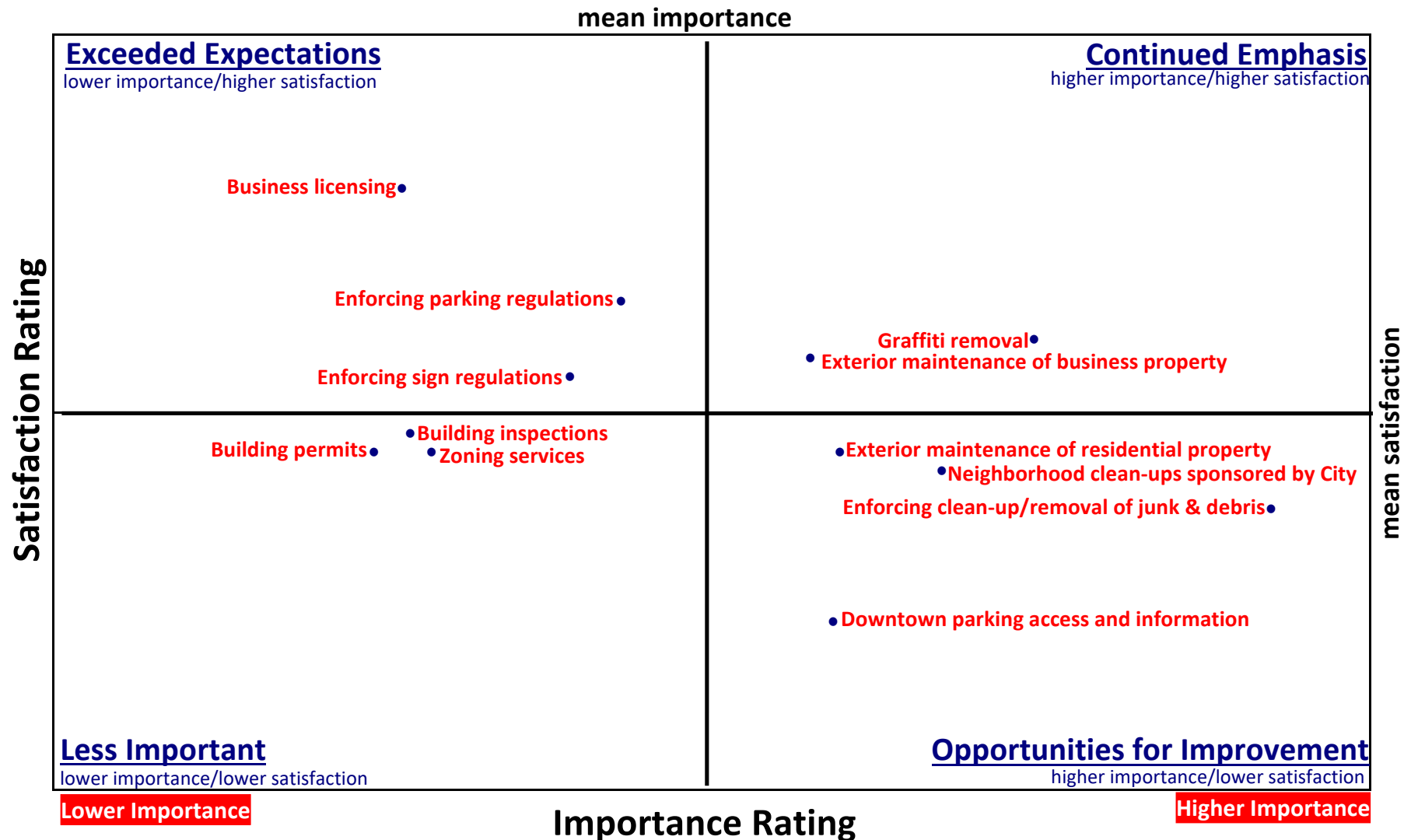


2021 City of Las Vegas DirectionFinder

Importance-Satisfaction Assessment Matrix

-Community Development and Beautification Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

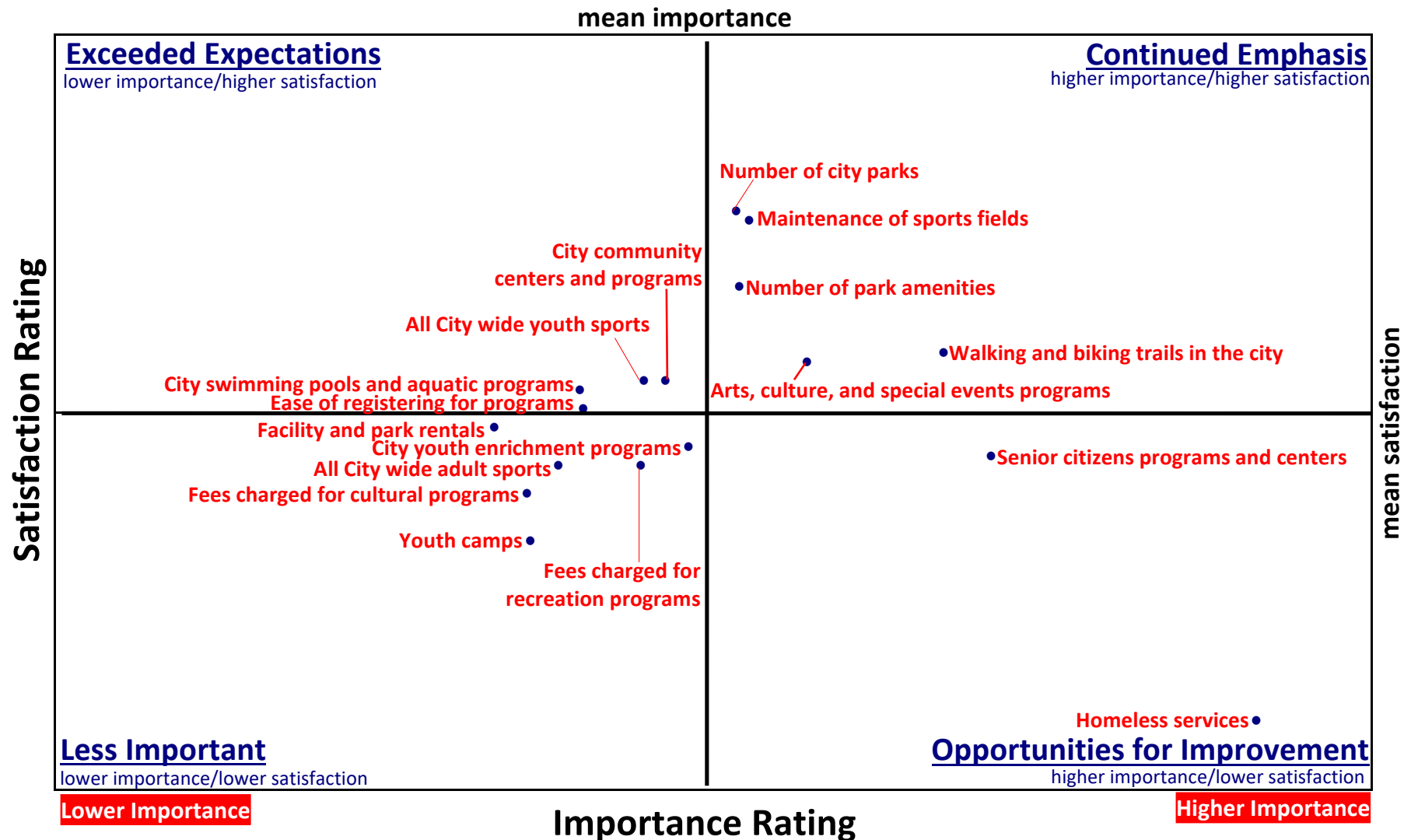


2021 City of Las Vegas DirectionFinder

Importance-Satisfaction Assessment Matrix

-Parks, Recreation, Cultural, and Community Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





Tabular Data

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Las Vegas on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q1-1. Reliability of sewer service | 45.5% | 38.1% | 11.1% | 1.1% | 0.2% | 4.0% |
| Q1-2. Overall quality of fire services | 46.0% | 31.1% | 7.9% | 0.7% | 0.1% | 14.1% |
| Q1-3. Overall quality of emergency medical services | 39.0% | 34.4% | 9.3% | 2.7% | 0.8% | 13.7% |
| Q1-4. Overall quality of City parks & recreation programs & services | 25.0% | 41.5% | 19.2% | 6.8% | 1.8% | 5.7% |
| Q1-5. Overall quality of City community centers | 14.2% | 29.1% | 21.3% | 3.8% | 1.3% | 30.2% |
| Q1-6. Overall maintenance of City parks | 19.6% | 41.7% | 19.7% | 9.5% | 3.2% | 6.4% |
| Q1-7. Overall maintenance of City streets | 10.1% | 35.9% | 21.2% | 23.4% | 8.7% | 0.7% |
| Q1-8. Overall quality of City sewer utilities | 27.2% | 40.6% | 16.9% | 3.4% | 0.5% | 11.5% |
| Q1-9. Overall enforcement of City codes & ordinances | 8.0% | 31.4% | 26.0% | 15.2% | 6.4% | 13.1% |
| Q1-10. Overall quality of building inspections by City | 7.5% | 19.6% | 26.0% | 6.1% | 2.6% | 38.2% |
| Q1-11. Overall quality of customer service you receive from City employees | 16.8% | 37.6% | 22.4% | 6.7% | 2.5% | 14.0% |
| Q1-12. Overall effectiveness of City communication | 12.2% | 34.5% | 28.0% | 11.6% | 2.0% | 11.7% |
| Q1-13. Economic development (jobs) | 7.1% | 26.6% | 29.7% | 10.9% | 5.7% | 20.0% |
| Q1-14. Downtown development | 15.9% | 40.4% | 22.1% | 7.8% | 3.8% | 10.0% |
| Q1-15. Overall quality of Metropolitan police services | 27.6% | 37.0% | 17.1% | 8.7% | 4.9% | 4.7% |

WITHOUT "DON'T KNOW"

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Las Vegas on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q1-1. Reliability of sewer service | 47.4% | 39.7% | 11.5% | 1.2% | 0.2% |
| Q1-2. Overall quality of fire services | 53.6% | 36.3% | 9.2% | 0.8% | 0.1% |
| Q1-3. Overall quality of emergency medical services | 45.2% | 39.9% | 10.8% | 3.1% | 1.0% |
| Q1-4. Overall quality of City parks & recreation programs & services | 26.5% | 44.0% | 20.3% | 7.2% | 2.0% |
| Q1-5. Overall quality of City community centers | 20.4% | 41.7% | 30.5% | 5.4% | 1.9% |
| Q1-6. Overall maintenance of City parks | 20.9% | 44.5% | 21.0% | 10.2% | 3.4% |
| Q1-7. Overall maintenance of City streets | 10.2% | 36.1% | 21.4% | 23.5% | 8.8% |
| Q1-8. Overall quality of City sewer utilities | 30.7% | 45.8% | 19.1% | 3.8% | 0.6% |
| Q1-9. Overall enforcement of City codes & ordinances | 9.2% | 36.1% | 30.0% | 17.5% | 7.3% |
| Q1-10. Overall quality of building inspections by City | 12.1% | 31.7% | 42.1% | 10.0% | 4.1% |
| Q1-11. Overall quality of customer service you receive from City employees | 19.5% | 43.7% | 26.1% | 7.7% | 2.9% |
| Q1-12. Overall effectiveness of City communication | 13.8% | 39.1% | 31.7% | 13.1% | 2.3% |
| Q1-13. Economic development (jobs) | 8.8% | 33.3% | 37.1% | 13.6% | 7.2% |
| Q1-14. Downtown development | 17.7% | 44.9% | 24.6% | 8.7% | 4.2% |
| Q1-15. Overall quality of Metropolitan police services | 28.9% | 38.8% | 18.0% | 9.1% | 5.2% |

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q2. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of sewer service | 15 | 1.5 % |
| Overall quality of fire services | 26 | 2.7 % |
| Overall quality of emergency medical services | 77 | 7.9 % |
| Overall quality of City parks & recreation programs & services | 55 | 5.6 % |
| Overall quality of City community centers | 18 | 1.8 % |
| Overall maintenance of City parks | 34 | 3.5 % |
| Overall maintenance of City streets | 183 | 18.8 % |
| Overall quality of City sewer utilities | 11 | 1.1 % |
| Overall enforcement of City codes & ordinances | 58 | 5.9 % |
| Overall quality of building inspections by City | 14 | 1.4 % |
| Overall quality of customer service you receive from City employees | 16 | 1.6 % |
| Overall effectiveness of City communication | 22 | 2.3 % |
| Economic development (jobs) | 140 | 14.3 % |
| Downtown development | 27 | 2.8 % |
| Overall quality of Metropolitan police services | 225 | 23.1 % |
| <u>None chosen</u> | <u>55</u> | <u>5.6 %</u> |
| Total | 976 | 100.0 % |

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q2. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of sewer service | 30 | 3.1 % |
| Overall quality of fire services | 69 | 7.1 % |
| Overall quality of emergency medical services | 87 | 8.9 % |
| Overall quality of City parks & recreation programs & services | 70 | 7.2 % |
| Overall quality of City community centers | 34 | 3.5 % |
| Overall maintenance of City parks | 50 | 5.1 % |
| Overall maintenance of City streets | 144 | 14.8 % |
| Overall quality of City sewer utilities | 24 | 2.5 % |
| Overall enforcement of City codes & ordinances | 63 | 6.5 % |
| Overall quality of building inspections by City | 17 | 1.7 % |
| Overall quality of customer service you receive from City employees | 28 | 2.9 % |
| Overall effectiveness of City communication | 32 | 3.3 % |
| Economic development (jobs) | 100 | 10.2 % |
| Downtown development | 55 | 5.6 % |
| Overall quality of Metropolitan police services | 99 | 10.1 % |
| <u>None chosen</u> | <u>74</u> | <u>7.6 %</u> |
| Total | 976 | 100.0 % |

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q2. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of sewer service | 28 | 2.9 % |
| Overall quality of fire services | 49 | 5.0 % |
| Overall quality of emergency medical services | 95 | 9.7 % |
| Overall quality of City parks & recreation programs & services | 69 | 7.1 % |
| Overall quality of City community centers | 43 | 4.4 % |
| Overall maintenance of City parks | 78 | 8.0 % |
| Overall maintenance of City streets | 89 | 9.1 % |
| Overall quality of City sewer utilities | 18 | 1.8 % |
| Overall enforcement of City codes & ordinances | 76 | 7.8 % |
| Overall quality of building inspections by City | 21 | 2.2 % |
| Overall quality of customer service you receive from City employees | 50 | 5.1 % |
| Overall effectiveness of City communication | 62 | 6.4 % |
| Economic development (jobs) | 73 | 7.5 % |
| Downtown development | 51 | 5.2 % |
| Overall quality of Metropolitan police services | 71 | 7.3 % |
| None chosen | 103 | 10.6 % |
| Total | 976 | 100.0 % |

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q2. 4th choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of sewer service | 34 | 3.5 % |
| Overall quality of fire services | 52 | 5.3 % |
| Overall quality of emergency medical services | 77 | 7.9 % |
| Overall quality of City parks & recreation programs & services | 78 | 8.0 % |
| Overall quality of City community centers | 38 | 3.9 % |
| Overall maintenance of City parks | 60 | 6.1 % |
| Overall maintenance of City streets | 108 | 11.1 % |
| Overall quality of City sewer utilities | 17 | 1.7 % |
| Overall enforcement of City codes & ordinances | 61 | 6.3 % |
| Overall quality of building inspections by City | 30 | 3.1 % |
| Overall quality of customer service you receive from City employees | 31 | 3.2 % |
| Overall effectiveness of City communication | 64 | 6.6 % |
| Economic development (jobs) | 81 | 8.3 % |
| Downtown development | 54 | 5.5 % |
| Overall quality of Metropolitan police services | 76 | 7.8 % |
| None chosen | 115 | 11.8 % |
| Total | 976 | 100.0 % |

SUM OF TOP 4 CHOICES

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

| <u>Q2. Sum of top 4 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of sewer service | 107 | 11.0 % |
| Overall quality of fire services | 196 | 20.1 % |
| Overall quality of emergency medical services | 336 | 34.4 % |
| Overall quality of City parks & recreation programs & services | 272 | 27.9 % |
| Overall quality of City community centers | 133 | 13.6 % |
| Overall maintenance of City parks | 222 | 22.7 % |
| Overall maintenance of City streets | 524 | 53.7 % |
| Overall quality of City sewer utilities | 70 | 7.2 % |
| Overall enforcement of City codes & ordinances | 258 | 26.4 % |
| Overall quality of building inspections by City | 82 | 8.4 % |
| Overall quality of customer service you receive from City employees | 125 | 12.8 % |
| Overall effectiveness of City communication | 180 | 18.4 % |
| Economic development (jobs) | 394 | 40.4 % |
| Downtown development | 187 | 19.2 % |
| Overall quality of Metropolitan police services | 471 | 48.3 % |
| <u>None chosen</u> | <u>55</u> | <u>5.6 %</u> |
| Total | 3612 | |

Q3. Perceptions. Several items that may influence your perception of the city of Las Vegas are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q3-1. Overall quality of services provided by City of Las Vegas | 14.2% | 51.1% | 24.1% | 5.5% | 0.8% | 4.2% |
| Q3-2. Overall image of City | 17.4% | 44.6% | 18.5% | 13.5% | 3.5% | 2.5% |
| Q3-3. Overall quality of life in City | 15.4% | 43.1% | 18.4% | 16.2% | 4.9% | 1.9% |
| Q3-4. Overall quality of your neighborhood | 26.4% | 42.0% | 15.0% | 11.8% | 3.4% | 1.4% |
| Q3-5. Overall quality of public schools in City of Las Vegas | 4.1% | 12.8% | 19.6% | 22.1% | 26.2% | 15.2% |
| Q3-6. Overall value that you receive for your City tax dollars & fees | 7.0% | 31.1% | 31.3% | 18.9% | 7.6% | 4.2% |
| Q3-7. City efforts to promote economic development | 8.0% | 33.6% | 28.7% | 13.4% | 4.6% | 11.7% |
| Q3-8. City efforts to be inclusive & to promote diversity in the community | 11.1% | 30.4% | 32.7% | 9.7% | 3.3% | 12.8% |
| Q3-9. Direction City is heading | 8.3% | 35.3% | 24.4% | 17.8% | 9.1% | 5.0% |

WITHOUT "DON'T KNOW"

Q3. Perceptions. Several items that may influence your perception of the city of Las Vegas are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q3-1. Overall quality of services provided by City of Las Vegas | 14.9% | 53.4% | 25.1% | 5.8% | 0.9% |
| Q3-2. Overall image of City | 17.9% | 45.7% | 19.0% | 13.9% | 3.6% |
| Q3-3. Overall quality of life in City | 15.7% | 44.0% | 18.8% | 16.5% | 5.0% |
| Q3-4. Overall quality of your neighborhood | 26.8% | 42.6% | 15.2% | 12.0% | 3.4% |
| Q3-5. Overall quality of public schools in City of Las Vegas | 4.8% | 15.1% | 23.1% | 26.1% | 30.9% |
| Q3-6. Overall value that you receive for your City tax dollars & fees | 7.3% | 32.5% | 32.6% | 19.7% | 7.9% |
| Q3-7. City efforts to promote economic development | 9.0% | 38.1% | 32.5% | 15.2% | 5.2% |
| Q3-8. City efforts to be inclusive & to promote diversity in the community | 12.7% | 34.9% | 37.5% | 11.2% | 3.8% |
| Q3-9. Direction City is heading | 8.7% | 37.2% | 25.7% | 18.8% | 9.6% |

Q4. Please rate your level of agreement with the following statements on a scale of 1 to 10, where a 10 means "Strongly Agree" and 1 means "Strongly Disagree."

(N=976)

| | Strongly agree | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | Strongly disagree | Don't know |
|-------------------------------------|----------------|-------|-------|-------|-------|------|------|------|------|-------------------|------------|
| Q4-1. City is a great place to live | 22.8% | 14.1% | 16.0% | 12.7% | 9.6% | 7.5% | 6.0% | 4.0% | 1.1% | 4.5% | 1.5% |
| Q4-2. City is physically attractive | 18.2% | 15.4% | 18.2% | 12.5% | 10.7% | 6.5% | 5.1% | 4.5% | 1.4% | 5.7% | 1.7% |

WITHOUT "DON'T KNOW"

Q4. Please rate your level of agreement with the following statements on a scale of 1 to 10, where a 10 means "Strongly Agree" and 1 means "Strongly Disagree." (without "don't know")

(N=976)

| | Strongly agree | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | Strongly disagree |
|-------------------------------------|----------------|-------|-------|-------|-------|------|------|------|------|-------------------|
| Q4-1. City is a great place to live | 23.2% | 14.4% | 16.2% | 12.9% | 9.8% | 7.6% | 6.1% | 4.1% | 1.1% | 4.6% |
| Q4-2. City is physically attractive | 18.6% | 15.6% | 18.6% | 12.7% | 10.8% | 6.6% | 5.2% | 4.6% | 1.5% | 5.8% |

Q5. On a scale of 1 to 10, where a 10 means "Very Likely" and a 1 means "Not at All Likely," please indicate how likely you would be to recommend your community as a place to live.

(N=976)

| | Very likely | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | Not at all likely | Don't know |
|--|-------------|-------|-------|-------|------|------|------|------|------|-------------------|------------|
| Q5-1. Recommend the community as a place to live | 29.8% | 10.8% | 13.2% | 11.8% | 7.9% | 4.9% | 4.7% | 5.6% | 0.8% | 8.1% | 2.4% |

WITHOUT "DON'T KNOW"

Q5. On a scale of 1 to 10, where a 10 means "Very Likely" and a 1 means "Not at All Likely," please indicate how likely you would be to recommend your community as a place to live. (without "don't know")

(N=976)

| | Very likely | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | Not at all likely |
|--|-------------|-------|-------|-------|------|------|------|------|------|-------------------|
| Q5-1. Recommend the community as a place to live | 30.5% | 11.0% | 13.5% | 12.1% | 8.1% | 5.0% | 4.8% | 5.8% | 0.8% | 8.3% |

Q6. Ratings of the City. Please rate Las Vegas on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

(N=976)

| | Excellent | Good | Neutral | Below average | Poor | Don't know |
|-------------------------------------|-----------|-------|---------|---------------|-------|------------|
| Q6-1. As a place to raise children | 4.6% | 25.7% | 20.8% | 24.6% | 17.6% | 6.7% |
| Q6-2. As a place to work | 20.1% | 45.4% | 18.5% | 8.4% | 4.0% | 3.6% |
| Q6-3. As a place to retire | 25.3% | 37.2% | 19.2% | 7.9% | 7.1% | 3.4% |
| Q6-4. As a place to have a business | 16.8% | 37.3% | 19.2% | 6.6% | 4.9% | 15.3% |

WITHOUT "DON'T KNOW"

Q6. Ratings of the City. Please rate Las Vegas on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following. (without "don't know")

(N=976)

| | Excellent | Good | Neutral | Below average | Poor |
|-------------------------------------|-----------|-------|---------|---------------|-------|
| Q6-1. As a place to raise children | 4.9% | 27.6% | 22.3% | 26.3% | 18.9% |
| Q6-2. As a place to work | 20.8% | 47.1% | 19.2% | 8.7% | 4.1% |
| Q6-3. As a place to retire | 26.2% | 38.5% | 19.8% | 8.2% | 7.3% |
| Q6-4. As a place to have a business | 19.8% | 44.0% | 22.6% | 7.7% | 5.8% |

Q7. Maintenance. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q7-1. Maintenance of streets in your neighborhood | 21.4% | 43.3% | 14.0% | 12.7% | 6.0% | 2.5% |
| Q7-2. Maintenance of sidewalks in City of Las Vegas | 12.9% | 39.3% | 22.4% | 15.7% | 5.3% | 4.3% |
| Q7-3. Maintenance of traffic signals & street signs | 16.3% | 48.4% | 19.1% | 9.7% | 4.2% | 2.4% |
| Q7-4. Maintenance & preservation of Downtown Las Vegas | 12.7% | 38.7% | 22.8% | 10.5% | 3.9% | 11.4% |
| Q7-5. Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 14.7% | 44.8% | 17.8% | 3.6% | 0.7% | 18.4% |
| Q7-6. Overall cleanliness of City streets & other public areas | 8.1% | 35.6% | 24.9% | 19.8% | 9.0% | 2.7% |
| Q7-7. Adequacy of City street lighting | 11.7% | 44.0% | 20.6% | 15.8% | 5.0% | 3.0% |
| Q7-8. Maintenance of curbs & gutters on City streets | 9.1% | 43.9% | 24.5% | 13.7% | 4.5% | 4.3% |
| Q7-9. Quality of landscaping along City streets | 16.3% | 44.0% | 22.1% | 11.2% | 3.6% | 2.9% |

WITHOUT "DON'T KNOW"

Q7. Maintenance. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q7-1. Maintenance of streets in your neighborhood | 22.0% | 44.4% | 14.4% | 13.0% | 6.2% |
| Q7-2. Maintenance of sidewalks in City of Las Vegas | 13.5% | 41.1% | 23.4% | 16.4% | 5.6% |
| Q7-3. Maintenance of traffic signals & street signs | 16.7% | 49.5% | 19.5% | 10.0% | 4.3% |
| Q7-4. Maintenance & preservation of Downtown Las Vegas | 14.3% | 43.7% | 25.8% | 11.8% | 4.4% |
| Q7-5. Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 18.0% | 54.9% | 21.9% | 4.4% | 0.9% |
| Q7-6. Overall cleanliness of City streets & other public areas | 8.3% | 36.5% | 25.6% | 20.3% | 9.3% |
| Q7-7. Adequacy of City street lighting | 12.0% | 45.3% | 21.2% | 16.3% | 5.2% |
| Q7-8. Maintenance of curbs & gutters on City streets | 9.5% | 45.8% | 25.6% | 14.3% | 4.7% |
| Q7-9. Quality of landscaping along City streets | 16.8% | 45.3% | 22.8% | 11.5% | 3.7% |

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q8. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of streets in your neighborhood | 195 | 20.0 % |
| Maintenance of sidewalks in City of Las Vegas | 60 | 6.1 % |
| Maintenance of traffic signals & street signs | 124 | 12.7 % |
| Maintenance & preservation of Downtown Las Vegas | 71 | 7.3 % |
| Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 36 | 3.7 % |
| Overall cleanliness of City streets & other public areas | 265 | 27.2 % |
| Adequacy of City street lighting | 95 | 9.7 % |
| Maintenance of curbs & gutters on City streets | 16 | 1.6 % |
| Quality of landscaping along City streets | 36 | 3.7 % |
| None chosen | 78 | 8.0 % |
| Total | 976 | 100.0 % |

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q8. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of streets in your neighborhood | 71 | 7.3 % |
| Maintenance of sidewalks in City of Las Vegas | 120 | 12.3 % |
| Maintenance of traffic signals & street signs | 108 | 11.1 % |
| Maintenance & preservation of Downtown Las Vegas | 104 | 10.7 % |
| Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 46 | 4.7 % |
| Overall cleanliness of City streets & other public areas | 186 | 19.1 % |
| Adequacy of City street lighting | 104 | 10.7 % |
| Maintenance of curbs & gutters on City streets | 62 | 6.4 % |
| Quality of landscaping along City streets | 71 | 7.3 % |
| None chosen | 104 | 10.7 % |
| Total | 976 | 100.0 % |

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q8. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of streets in your neighborhood | 68 | 7.0 % |
| Maintenance of sidewalks in City of Las Vegas | 80 | 8.2 % |
| Maintenance of traffic signals & street signs | 88 | 9.0 % |
| Maintenance & preservation of Downtown Las Vegas | 78 | 8.0 % |
| Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 82 | 8.4 % |
| Overall cleanliness of City streets & other public areas | 128 | 13.1 % |
| Adequacy of City street lighting | 117 | 12.0 % |
| Maintenance of curbs & gutters on City streets | 115 | 11.8 % |
| Quality of landscaping along City streets | 99 | 10.1 % |
| None chosen | 121 | 12.4 % |
| Total | 976 | 100.0 % |

Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q8. 4th choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of streets in your neighborhood | 80 | 8.2 % |
| Maintenance of sidewalks in City of Las Vegas | 95 | 9.7 % |
| Maintenance of traffic signals & street signs | 84 | 8.6 % |
| Maintenance & preservation of Downtown Las Vegas | 79 | 8.1 % |
| Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 67 | 6.9 % |
| Overall cleanliness of City streets & other public areas | 95 | 9.7 % |
| Adequacy of City street lighting | 100 | 10.2 % |
| Maintenance of curbs & gutters on City streets | 102 | 10.5 % |
| Quality of landscaping along City streets | 132 | 13.5 % |
| None chosen | 142 | 14.5 % |
| Total | 976 | 100.0 % |

SUM OF TOP 4 CHOICES**Q8. Which FOUR of the City maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

| <u>Q8. Sum of top 4 choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance of streets in your neighborhood | 414 | 42.4 % |
| Maintenance of sidewalks in City of Las Vegas | 355 | 36.4 % |
| Maintenance of traffic signals & street signs | 404 | 41.4 % |
| Maintenance & preservation of Downtown Las Vegas | 332 | 34.0 % |
| Maintenance of City buildings (City Hall, Senior Centers, Community Centers & Fire Stations) | 231 | 23.7 % |
| Overall cleanliness of City streets & other public areas | 674 | 69.1 % |
| Adequacy of City street lighting | 416 | 42.6 % |
| Maintenance of curbs & gutters on City streets | 295 | 30.2 % |
| Quality of landscaping along City streets | 338 | 34.6 % |
| None chosen | 78 | 8.0 % |
| Total | 3537 | |

Q9. Transportation. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q9-1. Ease of travel on City streets in Las Vegas | 9.2% | 38.4% | 21.5% | 19.7% | 7.6% | 3.6% |
| Q9-2. Ease of biking in City | 4.6% | 13.6% | 21.3% | 15.2% | 9.3% | 36.0% |
| Q9-3. Ease of walking in City | 7.3% | 32.0% | 26.5% | 15.4% | 7.2% | 11.7% |
| Q9-4. Feeling of safety when driving on City streets | 4.9% | 31.3% | 24.3% | 24.2% | 12.6% | 2.8% |
| Q9-5. Feeling of safety when walking on City streets | 3.2% | 22.5% | 28.7% | 22.8% | 14.0% | 8.7% |
| Q9-6. Feeling of safety when biking on City streets | 2.5% | 10.0% | 20.6% | 17.4% | 14.5% | 34.9% |

WITHOUT "DON'T KNOW"

Q9. Transportation. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q9-1. Ease of travel on City streets in Las Vegas | 9.6% | 39.9% | 22.3% | 20.4% | 7.9% |
| Q9-2. Ease of biking in City | 7.2% | 21.3% | 33.3% | 23.7% | 14.6% |
| Q9-3. Ease of walking in City | 8.2% | 36.2% | 30.0% | 17.4% | 8.1% |
| Q9-4. Feeling of safety when driving on City streets | 5.1% | 32.1% | 25.0% | 24.9% | 13.0% |
| Q9-5. Feeling of safety when walking on City streets | 3.5% | 24.7% | 31.4% | 25.0% | 15.4% |
| Q9-6. Feeling of safety when biking on City streets | 3.8% | 15.4% | 31.7% | 26.8% | 22.4% |

Q10. Feeling of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=976)

| | Very safe | Safe | Neutral | Unsafe | Very unsafe | Don't know |
|---|-----------|-------|---------|--------|-------------|------------|
| Q10-1. In your neighborhood during the day | 42.6% | 41.7% | 9.6% | 3.3% | 0.9% | 1.8% |
| Q10-2. In your neighborhood at night | 19.0% | 40.3% | 21.5% | 12.5% | 4.5% | 2.3% |
| Q10-3. In City parks | 5.9% | 32.3% | 25.8% | 18.6% | 5.7% | 11.6% |
| Q10-4. In Downtown Las Vegas during the day | 15.7% | 43.2% | 20.8% | 11.1% | 1.6% | 7.6% |
| Q10-5. In Downtown Las Vegas at night | 3.6% | 19.1% | 26.1% | 28.3% | 13.6% | 9.3% |
| Q10-6. When biking in your neighborhood | 13.6% | 25.9% | 17.0% | 8.3% | 2.2% | 33.0% |
| Q10-7. When walking in your neighborhood | 25.7% | 44.0% | 17.6% | 6.6% | 2.3% | 3.9% |
| Q10-8. Overall as a place to live | 13.7% | 47.7% | 22.3% | 10.7% | 3.3% | 2.3% |
| Q10-9. In City facilities | 17.5% | 45.8% | 19.3% | 3.8% | 1.6% | 12.0% |

WITHOUT "DON'T KNOW"

Q10. Feeling of Safety. On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=976)

| | Very safe | Safe | Neutral | Unsafe | Very unsafe |
|---|-----------|-------|---------|--------|-------------|
| Q10-1. In your neighborhood during the day | 43.4% | 42.5% | 9.8% | 3.3% | 0.9% |
| Q10-2. In your neighborhood at night | 19.4% | 41.2% | 22.0% | 12.8% | 4.6% |
| Q10-3. In City parks | 6.7% | 36.5% | 29.2% | 21.1% | 6.5% |
| Q10-4. In Downtown Las Vegas during the day | 17.0% | 46.8% | 22.5% | 12.0% | 1.8% |
| Q10-5. In Downtown Las Vegas at night | 4.0% | 21.0% | 28.8% | 31.2% | 15.0% |
| Q10-6. When biking in your neighborhood | 20.3% | 38.7% | 25.4% | 12.4% | 3.2% |
| Q10-7. When walking in your neighborhood | 26.8% | 45.7% | 18.3% | 6.8% | 2.3% |
| Q10-8. Overall as a place to live | 14.0% | 48.8% | 22.9% | 10.9% | 3.4% |
| Q10-9. In City facilities | 19.9% | 52.0% | 21.9% | 4.3% | 1.9% |

Q11. Public Safety. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Las Vegas.

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| Q11-1. Visibility of police in neighborhoods | 8.5% | 33.5% | 29.0% | 18.9% | 6.7% | 3.5% |
| Q11-2. Visibility of police in commercial areas | 9.6% | 38.8% | 26.9% | 15.1% | 3.9% | 5.6% |
| Q11-3. City's efforts to prevent crime | 9.0% | 28.7% | 30.0% | 16.3% | 9.9% | 6.0% |
| Q11-4. How quickly police respond to emergencies | 10.2% | 28.5% | 21.2% | 13.9% | 7.5% | 18.6% |
| Q11-5. Enforcement of local traffic laws | 6.4% | 32.7% | 23.5% | 17.6% | 14.2% | 5.6% |
| Q11-6. Overall quality of local police protection | 12.4% | 37.5% | 27.5% | 11.8% | 4.8% | 6.0% |
| Q11-7. Law enforcement in City parks & facilities | 5.2% | 25.0% | 30.4% | 12.0% | 4.5% | 22.8% |
| Q11-8. Firefighting services | 25.4% | 44.0% | 12.7% | 0.7% | 0.4% | 16.8% |
| Q11-9. How quickly fire/emergency medical services personnel respond to emergencies | 24.4% | 40.6% | 12.6% | 2.6% | 0.4% | 19.5% |
| Q11-10. Fire prevention inspections | 7.5% | 19.7% | 21.9% | 2.7% | 0.7% | 47.5% |
| Q11-11. Quality of animal control | 8.5% | 32.1% | 22.8% | 8.1% | 4.9% | 23.6% |
| Q11-12. City jail (Misdemeanor Detention Center) | 2.6% | 9.2% | 17.8% | 3.2% | 2.0% | 65.2% |
| Q11-13. Emergency medical services | 17.9% | 40.0% | 16.9% | 4.2% | 1.1% | 19.9% |
| Q11-14. Municipal courts | 5.1% | 24.8% | 21.6% | 5.0% | 2.5% | 41.0% |

WITHOUT "DON'T KNOW"

Q11. Public Safety. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the City of Las Vegas. (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q11-1. Visibility of police in neighborhoods | 8.8% | 34.7% | 30.0% | 19.5% | 6.9% |
| Q11-2. Visibility of police in commercial areas | 10.2% | 41.2% | 28.6% | 16.0% | 4.1% |
| Q11-3. City's efforts to prevent crime | 9.6% | 30.5% | 32.0% | 17.3% | 10.6% |
| Q11-4. How quickly police respond to emergencies | 12.6% | 35.0% | 26.1% | 17.1% | 9.2% |
| Q11-5. Enforcement of local traffic laws | 6.7% | 34.6% | 24.9% | 18.7% | 15.1% |
| Q11-6. Overall quality of local police protection | 13.2% | 39.9% | 29.2% | 12.5% | 5.1% |
| Q11-7. Law enforcement in City parks & facilities | 6.8% | 32.4% | 39.4% | 15.5% | 5.8% |
| Q11-8. Firefighting services | 30.5% | 52.8% | 15.3% | 0.9% | 0.5% |
| Q11-9. How quickly fire/emergency medical services personnel respond to emergencies | 30.3% | 50.4% | 15.6% | 3.2% | 0.5% |
| Q11-10. Fire prevention inspections | 14.3% | 37.5% | 41.8% | 5.1% | 1.4% |
| Q11-11. Quality of animal control | 11.1% | 42.0% | 29.9% | 10.6% | 6.4% |
| Q11-12. City jail (Misdemeanor Detention Center) | 7.4% | 26.5% | 51.2% | 9.1% | 5.9% |
| Q11-13. Emergency medical services | 22.4% | 49.9% | 21.1% | 5.2% | 1.4% |
| Q11-14. Municipal courts | 8.7% | 42.0% | 36.6% | 8.5% | 4.2% |

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q12. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Visibility of police in neighborhoods | 258 | 26.4 % |
| Visibility of police in commercial areas | 46 | 4.7 % |
| City's efforts to prevent crime | 231 | 23.7 % |
| How quickly police respond to emergencies | 71 | 7.3 % |
| Enforcement of local traffic laws | 94 | 9.6 % |
| Overall quality of local police protection | 50 | 5.1 % |
| Law enforcement in City parks & facilities | 27 | 2.8 % |
| Firefighting services | 13 | 1.3 % |
| How quickly fire/emergency medical services personnel respond to emergencies | 31 | 3.2 % |
| Fire prevention inspections | 6 | 0.6 % |
| Quality of animal control | 20 | 2.0 % |
| City jail (Misdemeanor Detention Center) | 11 | 1.1 % |
| Emergency medical services | 23 | 2.4 % |
| Municipal courts | 22 | 2.3 % |
| None chosen | 73 | 7.5 % |
| Total | 976 | 100.0 % |

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q12. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Visibility of police in neighborhoods | 134 | 13.7 % |
| Visibility of police in commercial areas | 123 | 12.6 % |
| City's efforts to prevent crime | 171 | 17.5 % |
| How quickly police respond to emergencies | 103 | 10.6 % |
| Enforcement of local traffic laws | 86 | 8.8 % |
| Overall quality of local police protection | 83 | 8.5 % |
| Law enforcement in City parks & facilities | 38 | 3.9 % |
| Firefighting services | 20 | 2.0 % |
| How quickly fire/emergency medical services personnel respond to emergencies | 28 | 2.9 % |
| Fire prevention inspections | 9 | 0.9 % |
| Quality of animal control | 26 | 2.7 % |
| City jail (Misdemeanor Detention Center) | 11 | 1.1 % |
| Emergency medical services | 38 | 3.9 % |
| Municipal courts | 11 | 1.1 % |
| None chosen | 95 | 9.7 % |
| Total | 976 | 100.0 % |

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q12. 3rd choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Visibility of police in neighborhoods | 77 | 7.9 % |
| Visibility of police in commercial areas | 84 | 8.6 % |
| City's efforts to prevent crime | 130 | 13.3 % |
| How quickly police respond to emergencies | 90 | 9.2 % |
| Enforcement of local traffic laws | 82 | 8.4 % |
| Overall quality of local police protection | 118 | 12.1 % |
| Law enforcement in City parks & facilities | 76 | 7.8 % |
| Firefighting services | 25 | 2.6 % |
| How quickly fire/emergency medical services personnel respond to emergencies | 58 | 5.9 % |
| Fire prevention inspections | 11 | 1.1 % |
| Quality of animal control | 38 | 3.9 % |
| City jail (Misdemeanor Detention Center) | 15 | 1.5 % |
| Emergency medical services | 33 | 3.4 % |
| Municipal courts | 24 | 2.5 % |
| None chosen | 115 | 11.8 % |
| Total | 976 | 100.0 % |

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q12. 4th choice</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Visibility of police in neighborhoods | 64 | 6.6 % |
| Visibility of police in commercial areas | 70 | 7.2 % |
| City's efforts to prevent crime | 65 | 6.7 % |
| How quickly police respond to emergencies | 77 | 7.9 % |
| Enforcement of local traffic laws | 76 | 7.8 % |
| Overall quality of local police protection | 90 | 9.2 % |
| Law enforcement in City parks & facilities | 82 | 8.4 % |
| Firefighting services | 31 | 3.2 % |
| How quickly fire/emergency medical services personnel respond to emergencies | 65 | 6.7 % |
| Fire prevention inspections | 24 | 2.5 % |
| Quality of animal control | 44 | 4.5 % |
| City jail (Misdemeanor Detention Center) | 34 | 3.5 % |
| Emergency medical services | 81 | 8.3 % |
| Municipal courts | 31 | 3.2 % |
| None chosen | 142 | 14.5 % |
| Total | 976 | 100.0 % |

SUM OF TOP 4 CHOICES

Q12. Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

| Q12. Sum of top 4 choices | Number | Percent |
|--|--------|---------|
| Visibility of police in neighborhoods | 533 | 54.6 % |
| Visibility of police in commercial areas | 323 | 33.1 % |
| City's efforts to prevent crime | 597 | 61.2 % |
| How quickly police respond to emergencies | 341 | 34.9 % |
| Enforcement of local traffic laws | 338 | 34.6 % |
| Overall quality of local police protection | 341 | 34.9 % |
| Law enforcement in City parks & facilities | 223 | 22.8 % |
| Firefighting services | 89 | 9.1 % |
| How quickly fire/emergency medical services personnel respond to emergencies | 182 | 18.6 % |
| Fire prevention inspections | 50 | 5.1 % |
| Quality of animal control | 128 | 13.1 % |
| City jail (Misdemeanor Detention Center) | 71 | 7.3 % |
| Emergency medical services | 175 | 17.9 % |
| Municipal courts | 88 | 9.0 % |
| None chosen | 73 | 7.5 % |
| Total | 3552 | |

Q13. Customer Service. Have you contacted the City (by phone, online, or visiting) with a question, problem, or complaint during the past year?

| Q13. Have you contacted City with a question, problem, or complaint during past year | Number | Percent |
|--|--------|---------|
| Yes | 256 | 26.2 % |
| No | 720 | 73.8 % |
| Total | 976 | 100.0 % |

Q13a. Which Department did you contact most recently?

| <u>Q13a. Which Department did you contact most recently</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Public Works | 23 | 9.0 % |
| Parks & Recreation | 11 | 4.3 % |
| Fire & Rescue | 15 | 5.9 % |
| City Manager's Office | 1 | 0.4 % |
| City Council Office | 14 | 5.5 % |
| Building & Safety | 10 | 3.9 % |
| Business Licensing | 14 | 5.5 % |
| Municipal Court | 13 | 5.1 % |
| Sewer Billing | 8 | 3.1 % |
| Parking Services | 13 | 5.1 % |
| Code Enforcement | 59 | 23.0 % |
| Street Maintenance | 16 | 6.3 % |
| Sewer Maintenance | 3 | 1.2 % |
| Call Center | 9 | 3.5 % |
| City Marshals/Animal Control | 23 | 9.0 % |
| Other | 10 | 3.9 % |
| Not provided | 14 | 5.5 % |
| Total | 256 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q13a. Which Department did you contact most recently? (without "not provided")**

| <u>Q13a. Which Department did you contact most recently</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Public Works | 23 | 9.5 % |
| Parks & Recreation | 11 | 4.5 % |
| Fire & Rescue | 15 | 6.2 % |
| City Manager's Office | 1 | 0.4 % |
| City Council Office | 14 | 5.8 % |
| Building & Safety | 10 | 4.1 % |
| Business Licensing | 14 | 5.8 % |
| Municipal Court | 13 | 5.4 % |
| Sewer Billing | 8 | 3.3 % |
| Parking Services | 13 | 5.4 % |
| Code Enforcement | 59 | 24.4 % |
| Street Maintenance | 16 | 6.6 % |
| Sewer Maintenance | 3 | 1.2 % |
| Call Center | 9 | 3.7 % |
| City Marshals/Animal Control | 23 | 9.5 % |
| Other | 10 | 4.1 % |
| Total | 242 | 100.0 % |

Q13a-17. Other

| Q13a-17. Other | Number | Percent |
|---|--------|---------|
| Animal control | 3 | 30.0 % |
| Police | 1 | 10.0 % |
| Street lights | 1 | 10.0 % |
| City code | 1 | 10.0 % |
| Metro police | 1 | 10.0 % |
| Sanitation clean up of trash | 1 | 10.0 % |
| Called police after someone hit my brick wall | 1 | 10.0 % |
| Animal license | 1 | 10.0 % |
| Total | 10 | 100.0 % |

Q13b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 13a?

| Q13b. How easy was it to contact the person you needed to reach | Number | Percent |
|---|--------|---------|
| Very easy | 77 | 30.1 % |
| Somewhat easy | 94 | 36.7 % |
| Difficult | 52 | 20.3 % |
| Very difficult | 28 | 10.9 % |
| Don't know | 5 | 2.0 % |
| Total | 256 | 100.0 % |

WITHOUT "DON'T KNOW"**Q13b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 13a? (without "don't know")**

| Q13b. How easy was it to contact the person you needed to reach | Number | Percent |
|---|--------|---------|
| Very easy | 77 | 30.7 % |
| Somewhat easy | 94 | 37.5 % |
| Difficult | 52 | 20.7 % |
| Very difficult | 28 | 11.2 % |
| Total | 251 | 100.0 % |

Q13c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=256)

| | Always | Usually | Sometimes | Seldom | Never | Don't know |
|---|--------|---------|-----------|--------|-------|------------|
| Q13c-1. They were courteous & polite | 43.4% | 33.6% | 13.7% | 3.9% | 0.8% | 4.7% |
| Q13c-2. They gave prompt, accurate, & complete answers to questions | 34.8% | 29.3% | 15.6% | 12.9% | 3.5% | 3.9% |
| Q13c-3. They did what they said they would do in a timely manner | 28.5% | 30.1% | 15.2% | 10.2% | 7.0% | 9.0% |
| Q13c-4. They were knowledgeable & technically competent | 35.9% | 30.1% | 15.2% | 7.4% | 3.1% | 8.2% |
| Q13c-5. They helped you resolve an issue to your satisfaction | 31.3% | 24.6% | 14.8% | 11.3% | 10.9% | 7.0% |

WITHOUT "DON'T KNOW"

Q13c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=256)

| | Always | Usually | Sometimes | Seldom | Never |
|---|--------|---------|-----------|--------|-------|
| Q13c-1. They were courteous & polite | 45.5% | 35.2% | 14.3% | 4.1% | 0.8% |
| Q13c-2. They gave prompt, accurate, & complete answers to questions | 36.2% | 30.5% | 16.3% | 13.4% | 3.7% |
| Q13c-3. They did what they said they would do in a timely manner | 31.3% | 33.0% | 16.7% | 11.2% | 7.7% |
| Q13c-4. They were knowledgeable & technically competent | 39.1% | 32.8% | 16.6% | 8.1% | 3.4% |
| Q13c-5. They helped you resolve an issue to your satisfaction | 33.6% | 26.5% | 16.0% | 12.2% | 11.8% |

Q14. Community Development and Beautification. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q14-1. Enforcing clean-up & removal of junk/debris on private property | 6.8% | 22.6% | 25.5% | 18.5% | 8.1% | 18.4% |
| Q14-2. Enforcing exterior maintenance of residential property | 6.7% | 26.1% | 29.8% | 14.7% | 6.7% | 16.1% |
| Q14-3. Enforcing exterior maintenance of business property | 5.4% | 29.5% | 29.2% | 11.5% | 4.2% | 20.2% |
| Q14-4. Enforcing sign regulations | 5.2% | 27.0% | 30.3% | 9.1% | 2.9% | 25.4% |
| Q14-5. Enforcing parking regulations | 6.4% | 31.5% | 28.8% | 9.8% | 4.2% | 19.4% |
| Q14-6. Business licensing | 5.8% | 22.3% | 20.1% | 3.1% | 1.8% | 46.8% |
| Q14-7. Zoning services | 4.4% | 15.8% | 24.8% | 4.9% | 1.9% | 48.2% |
| Q14-8. Building permits | 4.4% | 14.3% | 22.3% | 4.1% | 2.3% | 52.6% |
| Q14-9. Building inspections | 4.2% | 14.7% | 21.0% | 5.1% | 2.4% | 52.7% |
| Q14-10. Graffiti removal | 7.9% | 28.8% | 21.3% | 19.5% | 5.1% | 17.4% |
| Q14-11. Neighborhood clean-ups sponsored by City | 5.2% | 19.4% | 23.7% | 11.4% | 5.7% | 34.6% |
| Q14-12. Downtown parking access & information | 4.7% | 19.1% | 24.2% | 22.0% | 8.1% | 21.9% |

WITHOUT "DON'T KNOW"

Q14. Community Development and Beautification. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q14-1. Enforcing clean-up & removal of junk/debris on private property | 8.3% | 27.8% | 31.3% | 22.7% | 9.9% |
| Q14-2. Enforcing exterior maintenance of residential property | 7.9% | 31.1% | 35.5% | 17.5% | 7.9% |
| Q14-3. Enforcing exterior maintenance of business property | 6.8% | 37.0% | 36.6% | 14.4% | 5.3% |
| Q14-4. Enforcing sign regulations | 7.0% | 36.3% | 40.7% | 12.2% | 3.8% |
| Q14-5. Enforcing parking regulations | 7.9% | 39.0% | 35.7% | 12.2% | 5.2% |
| Q14-6. Business licensing | 11.0% | 42.0% | 37.8% | 5.8% | 3.5% |
| Q14-7. Zoning services | 8.5% | 30.4% | 47.8% | 9.5% | 3.8% |
| Q14-8. Building permits | 9.3% | 30.2% | 47.1% | 8.6% | 4.8% |
| Q14-9. Building inspections | 8.9% | 31.0% | 44.4% | 10.8% | 5.0% |
| Q14-10. Graffiti removal | 9.6% | 34.9% | 25.8% | 23.6% | 6.2% |
| Q14-11. Neighborhood clean-ups sponsored by City | 8.0% | 29.6% | 36.2% | 17.4% | 8.8% |
| Q14-12. Downtown parking access & information | 6.0% | 24.4% | 31.0% | 28.2% | 10.4% |

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q15. Top choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Enforcing clean-up & removal of junk/debris on private property | 298 | 30.5 % |
| Enforcing exterior maintenance of residential property | 60 | 6.1 % |
| Enforcing exterior maintenance of business property | 49 | 5.0 % |
| Enforcing sign regulations | 44 | 4.5 % |
| Enforcing parking regulations | 47 | 4.8 % |
| Business licensing | 20 | 2.0 % |
| Zoning services | 17 | 1.7 % |
| Building permits | 15 | 1.5 % |
| Building inspections | 16 | 1.6 % |
| Graffiti removal | 112 | 11.5 % |
| Neighborhood clean-ups sponsored by City | 80 | 8.2 % |
| Downtown parking access & information | 115 | 11.8 % |
| None chosen | 103 | 10.6 % |
| Total | 976 | 100.0 % |

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| <u>Q15. 2nd choice</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Enforcing clean-up & removal of junk/debris on private property | 142 | 14.5 % |
| Enforcing exterior maintenance of residential property | 158 | 16.2 % |
| Enforcing exterior maintenance of business property | 84 | 8.6 % |
| Enforcing sign regulations | 49 | 5.0 % |
| Enforcing parking regulations | 47 | 4.8 % |
| Business licensing | 27 | 2.8 % |
| Zoning services | 24 | 2.5 % |
| Building permits | 16 | 1.6 % |
| Building inspections | 18 | 1.8 % |
| Graffiti removal | 108 | 11.1 % |
| Neighborhood clean-ups sponsored by City | 90 | 9.2 % |
| Downtown parking access & information | 75 | 7.7 % |
| None chosen | 138 | 14.1 % |
| Total | 976 | 100.0 % |

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q15. 3rd choice | Number | Percent |
|---|--------|---------|
| Enforcing clean-up & removal of junk/debris on private property | 95 | 9.7 % |
| Enforcing exterior maintenance of residential property | 69 | 7.1 % |
| Enforcing exterior maintenance of business property | 118 | 12.1 % |
| Enforcing sign regulations | 47 | 4.8 % |
| Enforcing parking regulations | 71 | 7.3 % |
| Business licensing | 27 | 2.8 % |
| Zoning services | 24 | 2.5 % |
| Building permits | 26 | 2.7 % |
| Building inspections | 34 | 3.5 % |
| Graffiti removal | 124 | 12.7 % |
| Neighborhood clean-ups sponsored by City | 118 | 12.1 % |
| Downtown parking access & information | 64 | 6.6 % |
| None chosen | 159 | 16.3 % |
| Total | 976 | 100.0 % |

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q15. 4th choice | Number | Percent |
|---|--------|---------|
| Enforcing clean-up & removal of junk/debris on private property | 74 | 7.6 % |
| Enforcing exterior maintenance of residential property | 65 | 6.7 % |
| Enforcing exterior maintenance of business property | 84 | 8.6 % |
| Enforcing sign regulations | 53 | 5.4 % |
| Enforcing parking regulations | 58 | 5.9 % |
| Business licensing | 19 | 1.9 % |
| Zoning services | 45 | 4.6 % |
| Building permits | 20 | 2.0 % |
| Building inspections | 30 | 3.1 % |
| Graffiti removal | 123 | 12.6 % |
| Neighborhood clean-ups sponsored by City | 125 | 12.8 % |
| Downtown parking access & information | 94 | 9.6 % |
| None chosen | 186 | 19.1 % |
| Total | 976 | 100.0 % |

SUM OF TOP 4 CHOICES

Q15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

| Q15. Sum of top 4 choices | Number | Percent |
|---|--------|---------|
| Enforcing clean-up & removal of junk/debris on private property | 609 | 62.4 % |
| Enforcing exterior maintenance of residential property | 352 | 36.1 % |
| Enforcing exterior maintenance of business property | 335 | 34.3 % |
| Enforcing sign regulations | 193 | 19.8 % |
| Enforcing parking regulations | 223 | 22.8 % |
| Business licensing | 93 | 9.5 % |
| Zoning services | 110 | 11.3 % |
| Building permits | 77 | 7.9 % |
| Building inspections | 98 | 10.0 % |
| Graffiti removal | 467 | 47.8 % |
| Neighborhood clean-ups sponsored by City | 413 | 42.3 % |
| Downtown parking access & information | 348 | 35.7 % |
| None chosen | 103 | 10.6 % |
| Total | 3421 | |

Q16. Usage of City Services. Please indicate if you or other members of your household have used the services listed below during the past year.

(N=976)

| | Yes | No | Not provided |
|---|-------|-------|--------------|
| Q16-1. City Emergency Medical Services (EMS) | 21.7% | 73.6% | 4.7% |
| Q16-2. City Youth Enrichment Programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program, Strong Start Academy) | 7.8% | 85.8% | 6.5% |
| Q16-3. City's video programming including cable television & web streaming | 22.3% | 70.3% | 7.4% |
| Q16-4. City's website | 47.0% | 45.7% | 7.3% |
| Q16-5. Police services provided at City parks & facilities by Deputy City Marshals | 10.9% | 81.7% | 7.5% |
| Q16-6. Fire services | 8.6% | 83.9% | 7.5% |
| Q16-7. City parks | 62.0% | 31.7% | 6.4% |
| Q16-8. City recreation programs | 22.4% | 70.5% | 7.1% |
| Q16-9. City swimming pools | 12.2% | 81.5% | 6.4% |
| Q16-10. City culture programs (Rainbow Company Youth Theater, Las Vegas Valley Book Festival, classes offered at cultural centers, City galleries, amphitheaters, etc.) | 17.8% | 74.4% | 7.8% |
| Q16-11. City community centers | 24.5% | 67.5% | 8.0% |
| Q16-12. City animal control services | 18.3% | 74.1% | 7.6% |
| Q16-13. City bike lanes & bike trails | 30.6% | 62.1% | 7.3% |

WITHOUT "NOT PROVIDED"**Q16. Usage of City Services. Please indicate if you or other members of your household have used the services listed below during the past year. (without "not provided")**

(N=976)

| | Yes | No |
|---|-------|-------|
| Q16-1. City Emergency Medical Services (EMS) | 22.8% | 77.2% |
| Q16-2. City Youth Enrichment Programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program, Strong Start Academy) | 8.3% | 91.7% |
| Q16-3. City's video programming including cable television & web streaming | 24.1% | 75.9% |
| Q16-4. City's website | 50.7% | 49.3% |
| Q16-5. Police services provided at City parks & facilities by Deputy City Marshals | 11.7% | 88.3% |
| Q16-6. Fire services | 9.3% | 90.7% |
| Q16-7. City parks | 66.2% | 33.8% |
| Q16-8. City recreation programs | 24.1% | 75.9% |
| Q16-9. City swimming pools | 13.0% | 87.0% |
| Q16-10. City culture programs (Rainbow Company Youth Theater, Las Vegas Valley Book Festival, classes offered at cultural centers, City galleries, amphitheaters, etc.) | 19.3% | 80.7% |
| Q16-11. City community centers | 26.6% | 73.4% |
| Q16-12. City animal control services | 19.8% | 80.2% |
| Q16-13. City bike lanes & bike trails | 33.0% | 67.0% |

Q17. Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Las Vegas.

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q17-1. Availability of information about City programs & services | 8.6% | 32.1% | 31.4% | 12.5% | 2.8% | 12.7% |
| Q17-2. City efforts to keep you informed about local issues | 7.5% | 31.5% | 31.3% | 16.7% | 3.3% | 9.8% |
| Q17-3. Level of public involvement in local decision making | 3.6% | 16.1% | 32.9% | 22.3% | 8.5% | 16.6% |
| Q17-4. Quality of City video programming including cable television & web streaming | 5.3% | 18.1% | 29.7% | 5.5% | 2.6% | 38.7% |
| Q17-5. Quality of City's social media on Facebook, Twitter, Nextdoor Instagram, LinkedIn | 5.1% | 16.5% | 26.5% | 3.3% | 1.3% | 47.2% |
| Q17-6. Quality of City's web page | 6.0% | 28.4% | 28.3% | 4.5% | 0.9% | 31.9% |
| Q17-7. Neighborhood outreach by City | 3.9% | 14.0% | 28.0% | 10.7% | 3.3% | 40.2% |

WITHOUT "DON'T KNOW"

Q17. Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the City of Las Vegas. (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q17-1. Availability of information about City programs & services | 9.9% | 36.7% | 35.9% | 14.3% | 3.2% |
| Q17-2. City efforts to keep you informed about local issues | 8.3% | 34.9% | 34.7% | 18.5% | 3.6% |
| Q17-3. Level of public involvement in local decision making | 4.3% | 19.3% | 39.4% | 26.8% | 10.2% |
| Q17-4. Quality of City video programming including cable television & web streaming | 8.7% | 29.6% | 48.5% | 9.0% | 4.2% |
| Q17-5. Quality of City's social media on Facebook, Twitter, Nextdoor Instagram, LinkedIn | 9.7% | 31.3% | 50.3% | 6.2% | 2.5% |
| Q17-6. Quality of City's web page | 8.9% | 41.7% | 41.5% | 6.6% | 1.4% |
| Q17-7. Neighborhood outreach by City | 6.5% | 23.5% | 46.7% | 17.8% | 5.5% |

Q18. Which of the following are your primary sources of information about City issues, services, and events?

Q18. What are your primary sources of information
about City issues, services, & events

| | Number | Percent |
|---|--------|---------|
| City newsletter | 93 | 9.5 % |
| Las Vegas Review Journal/Las Vegas Sun | 269 | 27.6 % |
| Television news | 640 | 65.6 % |
| Facebook, Twitter or other social media | 276 | 28.3 % |
| City cable channel | 111 | 11.4 % |
| City website | 240 | 24.6 % |
| City publications | 72 | 7.4 % |
| City's Recreation Catalog | 40 | 4.1 % |
| Other | 43 | 4.4 % |
| Total | 1784 | |

Q18-9. Other

| Q18-9. Other | Number | Percent |
|--|--------|---------|
| Internet | 5 | 11.9 % |
| Friends | 4 | 9.5 % |
| Google | 2 | 4.8 % |
| Word of mouth | 2 | 4.8 % |
| Radio | 2 | 4.8 % |
| City councilmans Facebook page | 1 | 2.4 % |
| Notices by mail | 1 | 2.4 % |
| Online news service and google news | 1 | 2.4 % |
| Current City employees | 1 | 2.4 % |
| Web browser | 1 | 2.4 % |
| Nevada Current | 1 | 2.4 % |
| Local NPR radio | 1 | 2.4 % |
| Email subscription to city departments | 1 | 2.4 % |
| NV Indy | 1 | 2.4 % |
| Office of Cultural Arts newsletters | 1 | 2.4 % |
| Outdoor visual | 1 | 2.4 % |
| Online news services | 1 | 2.4 % |
| KSNV news | 1 | 2.4 % |
| The weekly magazine in the grocery store about Las Vegas | 1 | 2.4 % |
| Television websites | 1 | 2.4 % |
| KNPR radio | 1 | 2.4 % |
| Ring app | 1 | 2.4 % |
| Podcast | 1 | 2.4 % |
| News station | 1 | 2.4 % |
| Neighborhood | 1 | 2.4 % |
| News break | 1 | 2.4 % |
| My husband | 1 | 2.4 % |
| Meetings | 1 | 2.4 % |
| Ward 2 information, Pecolle Ranch Newsletter | 1 | 2.4 % |
| Friends and neighbors | 1 | 2.4 % |
| Youtube | 1 | 2.4 % |
| Emails | 1 | 2.4 % |
| Total | 42 | 100.0 % |

Q19. In general, please indicate whether you "Frequently," "Occasionally" or "Never" depend on the following types of communication to stay informed about the City of Las Vegas. If you do not have access to the type of communication listed, please select "Not Applicable."

(N=976)

| | Frequently | Occasionally | Never | Not applicable |
|---|------------|--------------|-------|----------------|
| Q19-1. Group email from City or eNewsletter | 4.6% | 16.9% | 54.1% | 24.4% |
| Q19-2. Person to person/word of mouth | 16.2% | 54.0% | 16.8% | 13.0% |
| Q19-3. Non City-owned media (local newspapers, television, radio, magazines, web sites) | 38.7% | 42.0% | 8.6% | 10.7% |
| Q19-4. Internet (not including City's website) | 28.1% | 46.2% | 15.6% | 10.1% |
| Q19-5. City's social media (Facebook, Twitter, & other social media) | 10.7% | 25.9% | 49.1% | 14.3% |
| Q19-6. City's cable channel, KCLV | 7.6% | 33.6% | 45.0% | 13.8% |
| Q19-7. City staff | 4.3% | 26.3% | 51.4% | 17.9% |
| Q19-8. Public meetings | 2.0% | 24.2% | 55.7% | 18.0% |
| Q19-9. City website (lasvegasnevada.gov) | 6.1% | 44.5% | 35.0% | 14.3% |

WITHOUT "NOT APPLICABLE"

Q19. In general, please indicate whether you "Frequently," "Occasionally" or "Never" depend on the following types of communication to stay informed about the City of Las Vegas. If you do not have access to the type of communication listed, please select "Not Applicable." (without "not applicable")

(N=976)

| | Frequently | Occasionally | Never |
|---|------------|--------------|-------|
| Q19-1. Group email from City or eNewsletter | 6.1% | 22.4% | 71.5% |
| Q19-2. Person to person/word of mouth | 18.6% | 62.1% | 19.3% |
| Q19-3. Non City-owned media (local newspapers, television, radio, magazines, web sites) | 43.3% | 47.0% | 9.6% |
| Q19-4. Internet (not including City's website) | 31.2% | 51.4% | 17.3% |
| Q19-5. City's social media (Facebook, Twitter, & other social media) | 12.4% | 30.3% | 57.3% |
| Q19-6. City's cable channel, KCLV | 8.8% | 39.0% | 52.2% |
| Q19-7. City staff | 5.2% | 32.1% | 62.7% |
| Q19-8. Public meetings | 2.5% | 29.5% | 68.0% |
| Q19-9. City website (lasvegasnevada.gov) | 7.2% | 51.9% | 40.9% |

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| Q20-1. Maintenance of sports fields | 11.3% | 37.7% | 18.2% | 4.8% | 2.0% | 25.9% |
| Q20-2. Number of City parks | 15.6% | 42.2% | 18.4% | 8.9% | 1.9% | 12.9% |
| Q20-3. Number of park amenities | 10.6% | 38.9% | 23.6% | 10.0% | 1.5% | 15.4% |
| Q20-4. Walking & biking trails in City | 10.9% | 31.7% | 21.8% | 13.8% | 3.6% | 18.2% |
| Q20-5. City swimming pools & aquatic programs | 6.3% | 21.1% | 22.8% | 6.3% | 1.2% | 42.3% |
| Q20-6. Senior citizens programs & centers | 6.8% | 16.5% | 23.6% | 7.0% | 2.3% | 44.0% |
| Q20-7. All City wide adult sports | 4.7% | 15.9% | 24.0% | 4.7% | 1.8% | 48.9% |
| Q20-8. All City wide youth sports | 6.0% | 20.9% | 22.5% | 4.3% | 1.2% | 45.0% |
| Q20-9. Ease of registering for programs | 5.9% | 18.1% | 21.5% | 5.1% | 1.4% | 47.8% |
| Q20-10. Fees charged for recreation programs | 4.9% | 17.0% | 23.6% | 6.5% | 2.5% | 45.6% |
| Q20-11. Arts, culture, & special events programs in both indoor & outdoor City facilities & public right of way areas | 7.1% | 25.9% | 24.8% | 5.3% | 2.0% | 34.8% |
| Q20-12. City community centers & programs | 7.0% | 21.6% | 25.1% | 3.7% | 1.8% | 40.8% |
| Q20-13. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 4.7% | 13.4% | 20.3% | 4.5% | 1.1% | 55.9% |
| Q20-14. Facility & park rentals | 4.2% | 16.7% | 21.5% | 4.1% | 1.2% | 52.3% |
| Q20-15. Youth camps | 2.8% | 8.2% | 18.4% | 3.1% | 1.5% | 66.0% |
| Q20-16. Homeless services | 2.3% | 5.3% | 15.6% | 18.0% | 20.7% | 38.1% |

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | Don't know |
|--|----------------|-----------|---------|--------------|----------------------|------------|
| Q20-17. Fees charged for cultural programs | 2.9% | 14.4% | 23.2% | 3.5% | 2.3% | 53.8% |

WITHOUT "DON'T KNOW"

Q20. Parks, Recreation, Cultural, Community, and Youth Development Services. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=976)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| Q20-1. Maintenance of sports fields | 15.2% | 50.9% | 24.6% | 6.5% | 2.8% |
| Q20-2. Number of City parks | 17.9% | 48.5% | 21.2% | 10.2% | 2.2% |
| Q20-3. Number of park amenities | 12.5% | 46.0% | 27.8% | 11.9% | 1.8% |
| Q20-4. Walking & biking trails in City | 13.3% | 38.7% | 26.7% | 16.9% | 4.4% |
| Q20-5. City swimming pools & aquatic programs | 10.8% | 36.6% | 39.6% | 10.8% | 2.1% |
| Q20-6. Senior citizens programs & centers | 12.1% | 29.4% | 42.0% | 12.4% | 4.0% |
| Q20-7. All City wide adult sports | 9.2% | 31.1% | 46.9% | 9.2% | 3.6% |
| Q20-8. All City wide youth sports | 11.0% | 38.0% | 41.0% | 7.8% | 2.2% |
| Q20-9. Ease of registering for programs | 11.4% | 34.8% | 41.3% | 9.8% | 2.8% |
| Q20-10. Fees charged for recreation programs | 9.0% | 31.3% | 43.3% | 11.9% | 4.5% |
| Q20-11. Arts, culture, & special events programs in both indoor & outdoor City facilities & public right of way areas | 10.8% | 39.8% | 38.1% | 8.2% | 3.1% |
| Q20-12. City community centers & programs | 11.8% | 36.5% | 42.4% | 6.2% | 3.1% |
| Q20-13. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 10.7% | 30.5% | 46.0% | 10.2% | 2.6% |
| Q20-14. Facility & park rentals | 8.8% | 35.0% | 45.1% | 8.6% | 2.6% |
| Q20-15. Youth camps | 8.1% | 24.1% | 54.2% | 9.0% | 4.5% |
| Q20-16. Homeless services | 3.6% | 8.6% | 25.2% | 29.1% | 33.4% |
| Q20-17. Fees charged for cultural programs | 6.2% | 31.3% | 50.1% | 7.5% | 4.9% |

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q21. Top choice | Number | Percent |
|--|--------|---------|
| Maintenance of sports fields | 84 | 8.6 % |
| Number of City parks | 64 | 6.6 % |
| Number of park amenities | 43 | 4.4 % |
| Walking & biking trails in City | 92 | 9.4 % |
| City swimming pools & aquatic programs | 20 | 2.0 % |
| Senior citizens programs & centers | 86 | 8.8 % |
| All City wide adult sports | 10 | 1.0 % |
| All City wide youth sports | 19 | 1.9 % |
| Ease of registering for programs | 10 | 1.0 % |
| Fees charged for recreation programs | 14 | 1.4 % |
| Arts, culture, & special events programs in both indoor & outdoor | | |
| City facilities & public right of way areas | 29 | 3.0 % |
| City community centers & programs | 8 | 0.8 % |
| City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 21 | 2.2 % |
| Facility & park rentals | 5 | 0.5 % |
| Youth camps | 6 | 0.6 % |
| Homeless services | 331 | 33.9 % |
| Fees charged for cultural programs | 11 | 1.1 % |
| None chosen | 123 | 12.6 % |
| Total | 976 | 100.0 % |

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q21. 2nd choice | Number | Percent |
|--|--------|---------|
| Maintenance of sports fields | 44 | 4.5 % |
| Number of City parks | 69 | 7.1 % |
| Number of park amenities | 63 | 6.5 % |
| Walking & biking trails in City | 106 | 10.9 % |
| City swimming pools & aquatic programs | 24 | 2.5 % |
| Senior citizens programs & centers | 115 | 11.8 % |
| All City wide adult sports | 24 | 2.5 % |
| All City wide youth sports | 41 | 4.2 % |
| Ease of registering for programs | 30 | 3.1 % |
| Fees charged for recreation programs | 40 | 4.1 % |
| Arts, culture, & special events programs in both indoor & outdoor | | |
| City facilities & public right of way areas | 54 | 5.5 % |
| City community centers & programs | 32 | 3.3 % |
| City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 61 | 6.3 % |
| Facility & park rentals | 17 | 1.7 % |
| Youth camps | 20 | 2.0 % |
| Homeless services | 49 | 5.0 % |
| Fees charged for cultural programs | 12 | 1.2 % |
| None chosen | 175 | 17.9 % |
| Total | 976 | 100.0 % |

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q21. 3rd choice | Number | Percent |
|--|--------|---------|
| Maintenance of sports fields | 39 | 4.0 % |
| Number of City parks | 38 | 3.9 % |
| Number of park amenities | 49 | 5.0 % |
| Walking & biking trails in City | 71 | 7.3 % |
| City swimming pools & aquatic programs | 34 | 3.5 % |
| Senior citizens programs & centers | 88 | 9.0 % |
| All City wide adult sports | 32 | 3.3 % |
| All City wide youth sports | 56 | 5.7 % |
| Ease of registering for programs | 33 | 3.4 % |
| Fees charged for recreation programs | 42 | 4.3 % |
| Arts, culture, & special events programs in both indoor & outdoor | | |
| City facilities & public right of way areas | 89 | 9.1 % |
| City community centers & programs | 49 | 5.0 % |
| City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 38 | 3.9 % |
| Facility & park rentals | 12 | 1.2 % |
| Youth camps | 31 | 3.2 % |
| Homeless services | 55 | 5.6 % |
| Fees charged for cultural programs | 24 | 2.5 % |
| None chosen | 196 | 20.1 % |
| Total | 976 | 100.0 % |

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

| Q21. 4th choice | Number | Percent |
|--|--------|---------|
| Maintenance of sports fields | 42 | 4.3 % |
| Number of City parks | 29 | 3.0 % |
| Number of park amenities | 48 | 4.9 % |
| Walking & biking trails in City | 55 | 5.6 % |
| City swimming pools & aquatic programs | 30 | 3.1 % |
| Senior citizens programs & centers | 63 | 6.5 % |
| All City wide adult sports | 29 | 3.0 % |
| All City wide youth sports | 31 | 3.2 % |
| Ease of registering for programs | 37 | 3.8 % |
| Fees charged for recreation programs | 49 | 5.0 % |
| Arts, culture, & special events programs in both indoor & outdoor | | |
| City facilities & public right of way areas | 71 | 7.3 % |
| City community centers & programs | 70 | 7.2 % |
| City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 52 | 5.3 % |
| Facility & park rentals | 24 | 2.5 % |
| Youth camps | 22 | 2.3 % |
| Homeless services | 75 | 7.7 % |
| Fees charged for cultural programs | 30 | 3.1 % |
| None chosen | 219 | 22.4 % |
| Total | 976 | 100.0 % |

SUM OF TOP 4 CHOICES

Q21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

| Q21. Sum of top 4 choices | Number | Percent |
|--|--------|---------|
| Maintenance of sports fields | 209 | 21.4 % |
| Number of City parks | 200 | 20.5 % |
| Number of park amenities | 203 | 20.8 % |
| Walking & biking trails in City | 324 | 33.2 % |
| City swimming pools & aquatic programs | 108 | 11.1 % |
| Senior citizens programs & centers | 352 | 36.1 % |
| All City wide adult sports | 95 | 9.7 % |
| All City wide youth sports | 147 | 15.1 % |
| Ease of registering for programs | 110 | 11.3 % |
| Fees charged for recreation programs | 145 | 14.9 % |
| Arts, culture, & special events programs in both indoor & outdoor | | |
| City facilities & public right of way areas | 243 | 24.9 % |
| City community centers & programs | 159 | 16.3 % |
| City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 172 | 17.6 % |
| Facility & park rentals | 58 | 5.9 % |
| Youth camps | 79 | 8.1 % |
| Homeless services | 510 | 52.3 % |
| Fees charged for cultural programs | 77 | 7.9 % |
| None chosen | 123 | 12.6 % |
| Total | 3314 | |

Q22. Which of the following best describes your race/ethnicity?

| <u>Q22. What best describes your race/ethnicity</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Asian/Pacific Islander | 71 | 7.3 % |
| Black/African American | 111 | 11.4 % |
| White | 606 | 62.1 % |
| Hispanic | 300 | 30.7 % |
| American Indian/Eskimo | 11 | 1.1 % |
| Other | 22 | 2.3 % |
| Total | 1121 | |

Q22-6. Self-describe your race/ethnicity:

| <u>Q22-6. Please define your race/ethnicity.</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Mixed | 10 | 45.5 % |
| More than one | 2 | 9.1 % |
| Irish American | 1 | 4.5 % |
| White/Hispanic mix | 1 | 4.5 % |
| Polish Italian American | 1 | 4.5 % |
| Italian American | 1 | 4.5 % |
| Asian, Persian | 1 | 4.5 % |
| Many | 1 | 4.5 % |
| Multiple races | 1 | 4.5 % |
| Euro American | 1 | 4.5 % |
| Armenian | 1 | 4.5 % |
| Many races | 1 | 4.5 % |
| Total | 22 | 100.0 % |

Q23. Which of following BEST describes your employment status?

| Q23. What best describes your employment status | Number | Percent |
|---|--------|---------|
| Employed | 583 | 59.7 % |
| Not employed, but seeking work | 42 | 4.3 % |
| Not employed, but not seeking work (e.g., homemaker, student) | 81 | 8.3 % |
| Retired | 249 | 25.5 % |
| Not provided | 21 | 2.2 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q23. Which of following BEST describes your employment status? (without "not provided")**

| Q23. What best describes your employment status | Number | Percent |
|---|--------|---------|
| Employed | 583 | 61.0 % |
| Not employed, but seeking work | 42 | 4.4 % |
| Not employed, but not seeking work (e.g., homemaker, student) | 81 | 8.5 % |
| Retired | 249 | 26.1 % |
| Total | 955 | 100.0 % |

Q24. How many years have you lived in Las Vegas?

| Q24. How many years have you lived in Las Vegas | Number | Percent |
|---|--------|---------|
| 0-5 | 42 | 4.3 % |
| 6-10 | 42 | 4.3 % |
| 11-15 | 78 | 8.0 % |
| 16-20 | 160 | 16.4 % |
| 21-30 | 332 | 34.0 % |
| 31+ | 294 | 30.1 % |
| Not provided | 28 | 2.9 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q24. How many years have you lived in Las Vegas? (without "not provided")**

| Q24. How many years have you lived in Las Vegas | Number | Percent |
|---|--------|---------|
| 0-5 | 42 | 4.4 % |
| 6-10 | 42 | 4.4 % |
| 11-15 | 78 | 8.2 % |
| 16-20 | 160 | 16.9 % |
| 21-30 | 332 | 35.0 % |
| 31+ | 294 | 31.0 % |
| Total | 948 | 100.0 % |

Q25. What is your age?

| Q25. What is your age | Number | Percent |
|-----------------------|--------|---------|
| 18-34 | 187 | 19.2 % |
| 35-44 | 169 | 17.3 % |
| 45-54 | 190 | 19.5 % |
| 55-64 | 210 | 21.5 % |
| 65+ | 180 | 18.4 % |
| Not provided | 40 | 4.1 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q25. What is your age? (without "not provided")**

| Q25. What is your age | Number | Percent |
|-----------------------|--------|---------|
| 18-34 | 187 | 20.0 % |
| 35-44 | 169 | 18.1 % |
| 45-54 | 190 | 20.3 % |
| 55-64 | 210 | 22.4 % |
| 65+ | 180 | 19.2 % |
| Total | 936 | 100.0 % |

Q26. How many people live in your household?

_____ Mean

Avg Household Size 2.7

Q27. Do you own or rent/lease your current residence?

| Q27. Do you own or rent/lease your current residence | Number | Percent |
|--|--------|---------|
| Own | 616 | 63.1 % |
| Rent/lease | 343 | 35.1 % |
| Not provided | 17 | 1.7 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q27. Do you own or rent/lease your current residence? (without "not provided")**

| Q27. Do you own or rent/lease your current residence | Number | Percent |
|--|--------|---------|
| Own | 616 | 64.2 % |
| Rent/lease | 343 | 35.8 % |
| Total | 959 | 100.0 % |

Q28. Which of the following is the highest level of education you have completed?

| Q28. What is the highest level of education you have completed | Number | Percent |
|--|--------|---------|
| Some high school or less | 26 | 2.7 % |
| High school | 166 | 17.0 % |
| Some college | 351 | 36.0 % |
| College graduate | 215 | 22.0 % |
| Graduate degree | 152 | 15.6 % |
| Not provided | 66 | 6.8 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q28. Which of the following is the highest level of education you have completed? (without "not provided")**

| Q28. What is the highest level of education you have completed | Number | Percent |
|--|--------|---------|
| Some high school or less | 26 | 2.9 % |
| High school | 166 | 18.2 % |
| Some college | 351 | 38.6 % |
| College graduate | 215 | 23.6 % |
| Graduate degree | 152 | 16.7 % |
| Total | 910 | 100.0 % |

Q29. Would you say your total annual household income is...

| Q29. What is your total household income | Number | Percent |
|--|--------|---------|
| Under \$25K | 104 | 10.7 % |
| \$25K to \$49,999 | 176 | 18.0 % |
| \$50K to \$99,999 | 312 | 32.0 % |
| \$100K+ | 226 | 23.2 % |
| Not provided | 158 | 16.2 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q29. Would you say your total annual household income is... (without "not provided")**

| Q29. What is your total household income | Number | Percent |
|--|--------|---------|
| Under \$25K | 104 | 12.7 % |
| \$25K to \$49,999 | 176 | 21.5 % |
| \$50K to \$99,999 | 312 | 38.1 % |
| \$100K+ | 226 | 27.6 % |
| Total | 818 | 100.0 % |

Q30. What is your current marital status?

| Q30. What is your current marital status | Number | Percent |
|--|--------|---------|
| Single | 131 | 13.4 % |
| Married/living with partner | 565 | 57.9 % |
| Widowed/divorced/separated | 224 | 23.0 % |
| Not provided | 56 | 5.7 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q30. What is your current marital status? (without "not provided")**

| Q30. What is your current marital status | Number | Percent |
|--|--------|---------|
| Single | 131 | 14.2 % |
| Married/living with partner | 565 | 61.4 % |
| Widowed/divorced/separated | 224 | 24.3 % |
| Total | 920 | 100.0 % |

Q31. Your gender:

| <u>Q31. Your gender</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Male | 485 | 49.7 % |
| Female | 476 | 48.8 % |
| Non-binary | 5 | 0.5 % |
| Prefer to self-describe | 2 | 0.2 % |
| Not provided | 8 | 0.8 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q31. Your gender: (without "not provided")**

| <u>Q31. Your gender</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Male | 485 | 50.1 % |
| Female | 476 | 49.2 % |
| Non-binary | 5 | 0.5 % |
| Prefer to self-describe | 2 | 0.2 % |
| Total | 968 | 100.0 % |

Q31-4. Self-describe your gender:

| <u>Q31-4. Self-describe your gender</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Gender fluid | 2 | 100.0 % |
| Total | 2 | 100.0 % |

Q32. All things considered, how satisfied are you with your life as a whole these days?

Q32. How satisfied are you with your life as a whole
these days

| | Number | Percent |
|-------------------|--------|---------|
| Very satisfied | 265 | 27.2 % |
| Satisfied | 435 | 44.6 % |
| Neutral | 138 | 14.1 % |
| Dissatisfied | 76 | 7.8 % |
| Very dissatisfied | 26 | 2.7 % |
| Not provided | 36 | 3.7 % |
| Total | 976 | 100.0 % |

WITHOUT "NOT PROVIDED"**Q32. All things considered, how satisfied are you with your life as a whole these days? (without "not provided")**

Q32. How satisfied are you with your life as a whole
these days

| | Number | Percent |
|-------------------|--------|---------|
| Very satisfied | 265 | 28.2 % |
| Satisfied | 435 | 46.3 % |
| Neutral | 138 | 14.7 % |
| Dissatisfied | 76 | 8.1 % |
| Very dissatisfied | 26 | 2.8 % |
| Total | 940 | 100.0 % |

Ward

| Ward | Number | Percent |
|-------|--------|---------|
| 1 | 150 | 15.4 % |
| 2 | 165 | 16.9 % |
| 3 | 153 | 15.7 % |
| 4 | 186 | 19.1 % |
| 5 | 154 | 15.8 % |
| 6 | 168 | 17.2 % |
| Total | 976 | 100.0 % |



Survey Instrument



**LAS VEGAS
CITY COUNCIL**

CAROLYN G. GOODMAN
Mayor

STAVROS S. ANTHONY
Mayor Pro Tem

MICHELE FIORE

CEDRIC CREAR

BRIAN KNUDSEN

VICTORIA SEAMAN

OLIVIA DIAZ

JORGE CERVANTES
City Manager

CITY HALL

495 S. MAIN ST.
LAS VEGAS, NV 89101
702.229.6011 | VOICE
711 | TTY



cityoflasvegas
lasvegasnevada.gov

November 10, 2021

Dear Las Vegas Resident:

You have been selected to participate in a study assessing city services, quality of life and budget priorities for the city of Las Vegas. Only a small group of city residents have been invited to share their views; thus it is very important that we hear from you.

Enclosed is a short survey that should take fewer than 10 minutes to complete. If there are individual questions not applicable to you, select "Don't Know," and complete the rest of the survey, please. Then return the survey in the enclosed postage-paid envelope **within the next 10-days**.

This survey also may be completed online at www.LasVegasGov.org. To help us verify that you are one of the households that was randomly selected for the survey, you will be asked to enter your home address at the end of the survey. Your address information will also help us ensure that we hear from people in all areas of the city. Your responses will be **strictly confidential** – your name will not be released for any purpose.

Your feedback is very important. It will help the city see where improvements can have the greatest benefit for the community and help ensure tax dollars are being spent wisely.

Please focus your responses on services provided within the boundaries of the city of Las Vegas. Keep in mind that the city does not have authority over the Las Vegas Metropolitan Police Department or the Clark County School District. However, the city is responsible for law enforcement in city facilities and parks, which is provided by the deputy city marshals.

The city of Las Vegas and ETC Institute are working together on this study. ETC Institute is a national leader in the field of community-based market research. You can learn more about ETC Institute at <http://www.etcinstitute.com/>. If you have questions on this survey, please contact the City Manager's Office at 702-229-6501.

Thank you for your help and your insight. We look forward to getting your response.

Jorge Cervantes
City Manager



2021 Las Vegas Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to involve residents in long-range planning and investment decisions. You may also complete this survey on-line by going to www.LasVegasGov.org. If you have questions, please call the City Manager's Office at 702-229-6501. Thank you!

1. Please rate your overall satisfaction with major categories of services provided by the city of Las Vegas on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| Major Categories of City Services | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Reliability of sewer service | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Overall quality of fire services | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Overall quality of emergency medical services | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Overall quality of city parks and recreation programs and services | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Overall quality of city community centers | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Overall maintenance of city parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Overall maintenance of city streets | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Overall quality of city sewer utilities | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall enforcement of city codes and ordinances | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Overall quality of building inspections by the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Overall quality of customer service you receive from city employees | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Overall effectiveness of city communication | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Economic development (jobs) | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Downtown development | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. Overall quality of Metropolitan police services | 5 | 4 | 3 | 2 | 1 | 9 |

2. Which FOUR of the major categories of city services listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

3. **Perceptions.** Several items that may influence your perception of the city of Las Vegas are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

| Quality of Life | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 1. Overall quality of services provided by the city of Las Vegas | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. Overall image of the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. Overall quality of life in the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. Overall quality of your neighborhood | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. Overall quality of public schools in the city of Las Vegas | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. The overall value that you receive for your city tax dollars and fees | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. City efforts to promote economic development | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. City efforts to be inclusive and to promote diversity in the community | 5 | 4 | 3 | 2 | 1 | 9 |
| 9. The direction the city is heading | 5 | 4 | 3 | 2 | 1 | 9 |

4. Please rate your level of agreement with the following statements on a scale of 1 to 10, where a 10 means "Strongly Agree" and 1 means "Strongly Disagree."

| Strongly Agree | | | | | | | | | | Strongly Disagree | | Don't Know |
|----------------|-----------------------------------|----|---|---|---|---|---|---|---|-------------------|---|------------|
| 1. | The city is a great place to live | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |
| 2. | The city is physically attractive | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 |

5. On a scale of 1 to 10, where a 10 means "Very Likely" and a 1 means "Not at All Likely," please indicate how likely you would be to recommend your community as a place to live.

| Very Likely | | | | | | | | | | | Not at All Likely | | Don't Know |
|-------------|--|----|---|---|---|---|---|---|---|---|-------------------|----|------------|
| 1. | Recommend the community as a place to live | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 99 | |

6. **Ratings of the City.** Please rate Las Vegas on a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

| Ratings of the City | | Excellent | Good | Neutral | Below Average | Poor | Don't Know |
|---------------------|-------------------------------|-----------|------|---------|---------------|------|------------|
| 1. | As a place to raise children | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | As a place to work | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | As a place to retire | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | As a place to have a business | 5 | 4 | 3 | 2 | 1 | 9 |

7. **Maintenance.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the city.

| City Maintenance | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|------------------|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Maintenance of streets in YOUR neighborhood | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | Maintenance of sidewalks in the city of Las Vegas | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | Maintenance of traffic signals and street signs | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | Maintenance and preservation of downtown Las Vegas | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. | Maintenance of city buildings (City Hall, Senior Centers, Community Centers and Fire Stations) | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. | Overall cleanliness of city streets and other public areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. | Adequacy of city street lighting | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. | Maintenance of curbs and gutters on city streets | 5 | 4 | 3 | 2 | 1 | 9 |
| 9. | Quality of landscaping along city streets | 5 | 4 | 3 | 2 | 1 | 9 |

8. Which FOUR of the city maintenance services listed in Question 7 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 7.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

9. **Transportation.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

| Transportation | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|----------------|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | Ease of travel on city streets in Las Vegas | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | Ease of biking in the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | Ease of walking in the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | Feeling of safety when driving on city streets | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. | Feeling of safety when walking on city streets | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. | Feeling of safety when biking on city streets | 5 | 4 | 3 | 2 | 1 | 9 |

10. **Feeling of Safety.** On a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

| Feeling of Safety | Very Safe | Safe | Neutral | Unsafe | Very Unsafe | Don't Know |
|---|-----------|------|---------|--------|-------------|------------|
| 1. In your neighborhood during the day | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. In your neighborhood at night | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. In city parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. In Downtown Las Vegas during the day | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. In Downtown Las Vegas at night | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. When biking in your neighborhood | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. When walking in your neighborhood | 5 | 4 | 3 | 2 | 1 | 9 |
| 8. Overall as a place to live | 5 | 4 | 3 | 2 | 1 | 9 |
| 9. In city facilities | 5 | 4 | 3 | 2 | 1 | 9 |

As you answer the following public safety questions, keep in mind that the city does not have authority over the Las Vegas Metropolitan Police Department. However, the city is responsible for law enforcement in city facilities and parks, which is provided by the Deputy City Marshals.

11. **Public Safety.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following public safety services provided by the city of Las Vegas.

| Public Safety | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| 01. The visibility of police in neighborhoods | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. The visibility of police in commercial areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. The city's efforts to prevent crime | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. How quickly police respond to emergencies | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Enforcement of local traffic laws | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Overall quality of local police protection | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Law enforcement in city parks and facilities | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Firefighting services | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. How quickly fire/emergency medical services personnel respond to emergencies | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Fire prevention inspections | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Quality of animal control | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. City Jail (Misdemeanor Detention Center) | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Emergency medical services | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Municipal courts | 5 | 4 | 3 | 2 | 1 | 9 |

12. **Which FOUR of the public safety items listed in Question 11 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** [Write-in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

13. Customer Service. Have you contacted the city (by phone, on-line, or visiting) with a question, problem, or complaint during the past year?

____(1) Yes [Answer Q13a-c.] ____ (2) No [Skip to Q14.]

13a. Which Department did you contact most recently?

- | | | |
|--------------------------------|-----------------------------|---------------------------------------|
| ____(01) Public Works | ____(07) Business Licensing | ____(13) Sewer Maintenance |
| ____(02) Parks and Recreation | ____(08) Municipal Court | ____(14) Park Maintenance |
| ____(03) Fire and Rescue | ____(09) Sewer Billing | ____(15) Call Center |
| ____(04) City Manager's Office | ____(10) Parking Services | ____(16) City Marshals/Animal Control |
| ____(05) City Council Office | ____(11) Code Enforcement | ____(17) Other: _____ |
| ____(06) Building & Safety | ____(12) Street Maintenance | |

13b. How easy was it to contact the person you needed to reach in the Department you indicated in Question 13a?

____(1) Very easy ____ (3) Difficult ____ (9) Don't know
 ____ (2) Somewhat easy ____ (4) Very difficult

13c. Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

| | | Always | Usually | Sometimes | Seldom | Never | Don't Know |
|----|---|--------|---------|-----------|--------|-------|------------|
| 1. | They were courteous and polite | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | They gave prompt, accurate, and complete answers to questions | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | They did what they said they would do in a timely manner | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | They were knowledgeable and technically competent | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. | They helped you resolve an issue to your satisfaction | 5 | 4 | 3 | 2 | 1 | 9 |

14. Community Development and Beautification. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

| | Community Development and Beautification | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|-----|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. | Enforcing the clean-up and removal of junk/debris on private property | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. | Enforcing the exterior maintenance of residential property | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. | Enforcing the exterior maintenance of business property | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. | Enforcing sign regulations | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. | Enforcing parking regulations | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. | Business licensing | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. | Zoning services | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. | Building permits | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. | Building inspections | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. | Graffiti removal | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. | Neighborhood clean-ups sponsored by the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. | Downtown parking access and information | 5 | 4 | 3 | 2 | 1 | 9 |

15. Which FOUR of the community development items listed in Question 14 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 14.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

16. Usage of City Services. Please indicate if you or other members of your household have used the services listed below during the past year.

| Services | | | |
|----------|---|-----|----|
| 01. | City Emergency Medical Services (EMS) | Yes | No |
| 02. | City Youth Enrichment Programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program, Strong Start Academy) | Yes | No |
| 03. | The city's video programming including cable television and web streaming | Yes | No |
| 04. | The city's website | Yes | No |
| 05. | Police services provided at city parks and facilities by Deputy City Marshals | Yes | No |
| 06. | Fire services | Yes | No |
| 07. | City parks | Yes | No |
| 08. | City recreation programs | Yes | No |
| 09. | City swimming pools | Yes | No |
| 10. | City culture programs (Rainbow Company Youth Theater, Las Vegas Valley Book Festival, classes offered at cultural centers, city galleries, amphitheaters, etc.) | Yes | No |
| 11. | City community centers | Yes | No |
| 12. | City animal control services | Yes | No |
| 13. | City bike lanes and bike trails | Yes | No |

17. Communication. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication provided by the city of Las Vegas.

| City Communications | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---------------------|--|----------------|-----------|---------|--------------|-------------------|------------|
| 1. | The availability of information about city programs and services | 5 | 4 | 3 | 2 | 1 | 9 |
| 2. | City efforts to keep you informed about local issues | 5 | 4 | 3 | 2 | 1 | 9 |
| 3. | The level of public involvement in local decision making | 5 | 4 | 3 | 2 | 1 | 9 |
| 4. | The quality of city video programming including cable television and web streaming | 5 | 4 | 3 | 2 | 1 | 9 |
| 5. | The quality of the city's social media on Facebook, Twitter, Nextdoor, Instagram, LinkedIn | 5 | 4 | 3 | 2 | 1 | 9 |
| 6. | The quality of the city's web page | 5 | 4 | 3 | 2 | 1 | 9 |
| 7. | Neighborhood outreach by the city | 5 | 4 | 3 | 2 | 1 | 9 |

18. Which of the following are your primary sources of information about city issues, services, and events? [Check all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> (1) City newsletter | <input type="checkbox"/> (6) City website |
| <input type="checkbox"/> (2) Las Vegas Review Journal/Las Vegas Sun | <input type="checkbox"/> (7) City publications |
| <input type="checkbox"/> (3) Television News | <input type="checkbox"/> (8) City's Recreation Catalog |
| <input type="checkbox"/> (4) Facebook, Twitter or other social media | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) City cable channel | |

19. In general, please indicate whether you "Frequently," "Occasionally" or "Never" depend on the following types of communication to stay informed about the city of Las Vegas. If you do not have access to the type of communication listed, please select "Not Applicable."

| Type of Communication | Frequently | Occasionally | Never | Not Applicable |
|---|------------|--------------|-------|----------------|
| 1. Group E-Mail from the city or e-newsletter | 3 | 2 | 1 | 9 |
| 2. Person to person/word of mouth | 3 | 2 | 1 | 9 |
| 3. Non city-owned media (local newspapers, television, radio, magazines, web sites) | 3 | 2 | 1 | 9 |
| 4. The Internet (not including the city's website) | 3 | 2 | 1 | 9 |
| 5. The city's social media (Facebook, Twitter, and other social media) | 3 | 2 | 1 | 9 |
| 6. The city's cable channel, KCLV | 3 | 2 | 1 | 9 |
| 7. City staff | 3 | 2 | 1 | 9 |
| 8. Public meetings | 3 | 2 | 1 | 9 |
| 9. City website (lasvegasnevada.gov) | 3 | 2 | 1 | 9 |

20. **Parks, Recreation, Cultural, Community, and Youth Development Services.** Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

| Services | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| 01. Maintenance of sports fields | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Number of city parks | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Number of parks amenities | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Walking and biking trails in the city | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. City swimming pools and aquatic programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Senior citizens programs and centers | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. All citywide adult sports | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. All citywide youth sports | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Ease of registering for programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Fees charged for recreation programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Arts, culture, and special events programs in both indoor and outdoor City facilities and public right of way areas | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. City community centers and programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. City youth enrichment programs (Safekey, Batteries Included, Youth Neighborhood Association Partnership Program) | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Facility and park rentals | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. Youth camps | 5 | 4 | 3 | 2 | 1 | 9 |
| 16. Homeless services | 5 | 4 | 3 | 2 | 1 | 9 |
| 17. Fees charged for cultural programs | 5 | 4 | 3 | 2 | 1 | 9 |

21. Which FOUR of the parks, recreation, cultural, community, and youth development services listed in Question 20 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question 20.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

Demographics

22. Which of the following best describes your race/ethnicity? [Check all that apply.]

____(1) Asian/Pacific Islander ____ (3) White ____ (5) American Indian/Eskimo
____(2) Black/African American ____ (4) Hispanic ____ (6) Other: _____

23. Which of following BEST describes your employment status?

____(1) Employed ____ (3) Not Employed, but NOT seeking work (e.g., homemaker, student)
____(2) Not Employed, but seeking work ____ (4) Retired

24. How many years have you lived in Las Vegas? _____ years

25. What is your age? _____ years

26. Including yourself, how many people in your household are...

Under age 12: ____ Ages 18-34: ____ Ages 45-54: ____ Ages 65+: ____
Ages 12-17: ____ Ages 35-44: ____ Ages 55-64: ____

27. Do you own or rent/lease your current residence? ____ (1) Own ____ (2) Rent/lease

28. Which of the following is the highest level of education you have completed?

____(1) Some high school or less ____ (3) Some college ____ (5) Graduate degree
____(2) High school ____ (4) College graduate

29. Would you say your total annual household income is...

____(1) Under \$25,000 ____ (2) \$25,000 to \$49,999 ____ (3) \$50,000 to \$99,999 ____ (4) \$100,000 or more

30. What is your current marital status?

____(1) Single ____ (2) Married/Living with partner ____ (3) Widowed/Divorced/Separated

31. Your gender:

____(1) Male ____ (2) Female ____ (3) Non-binary ____ (4) Prefer to self-describe: _____

32. All things considered, how satisfied are you with your life as a whole these days?

____(1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
____(2) Satisfied ____ (4) Dissatisfied

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the city are having problems with city services. If your address is not correct, please provide the correct information. Thank you.