

2023 Community Survey

City of Las Vegas, Nevada



PRESENTED BY



MARCH 2024

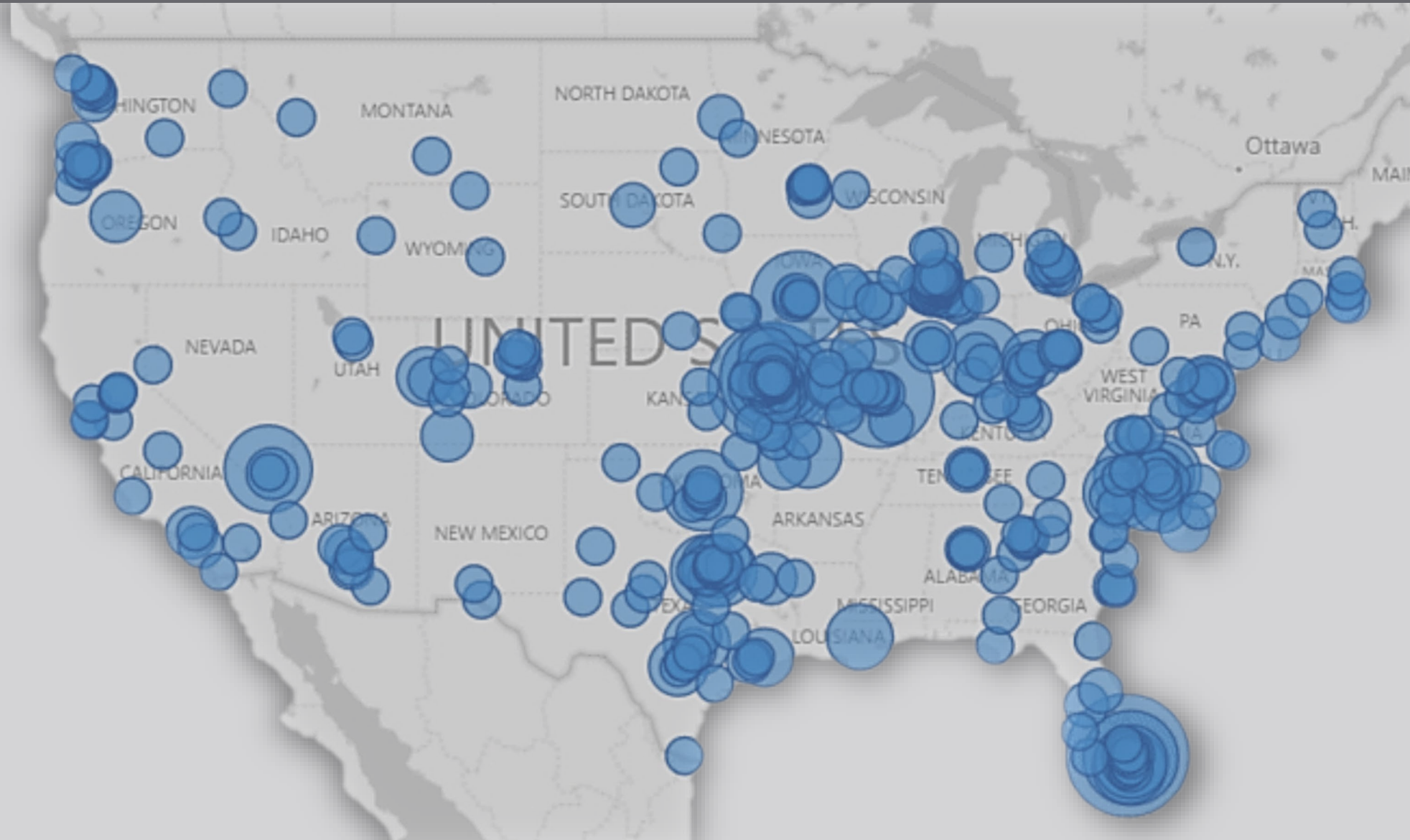
Submitted at Meeting

Date: 3/6/2024 Item: 51

by Jason Morado, ETC Institute

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



Purpose

- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the City's performance with other communities regionally and nationally

Methodology

- Survey Description

- Seven-page survey; takes an average of 15-20 minutes to complete
- 10th Community Survey conducted for the City of Las Vegas

- Method of Administration

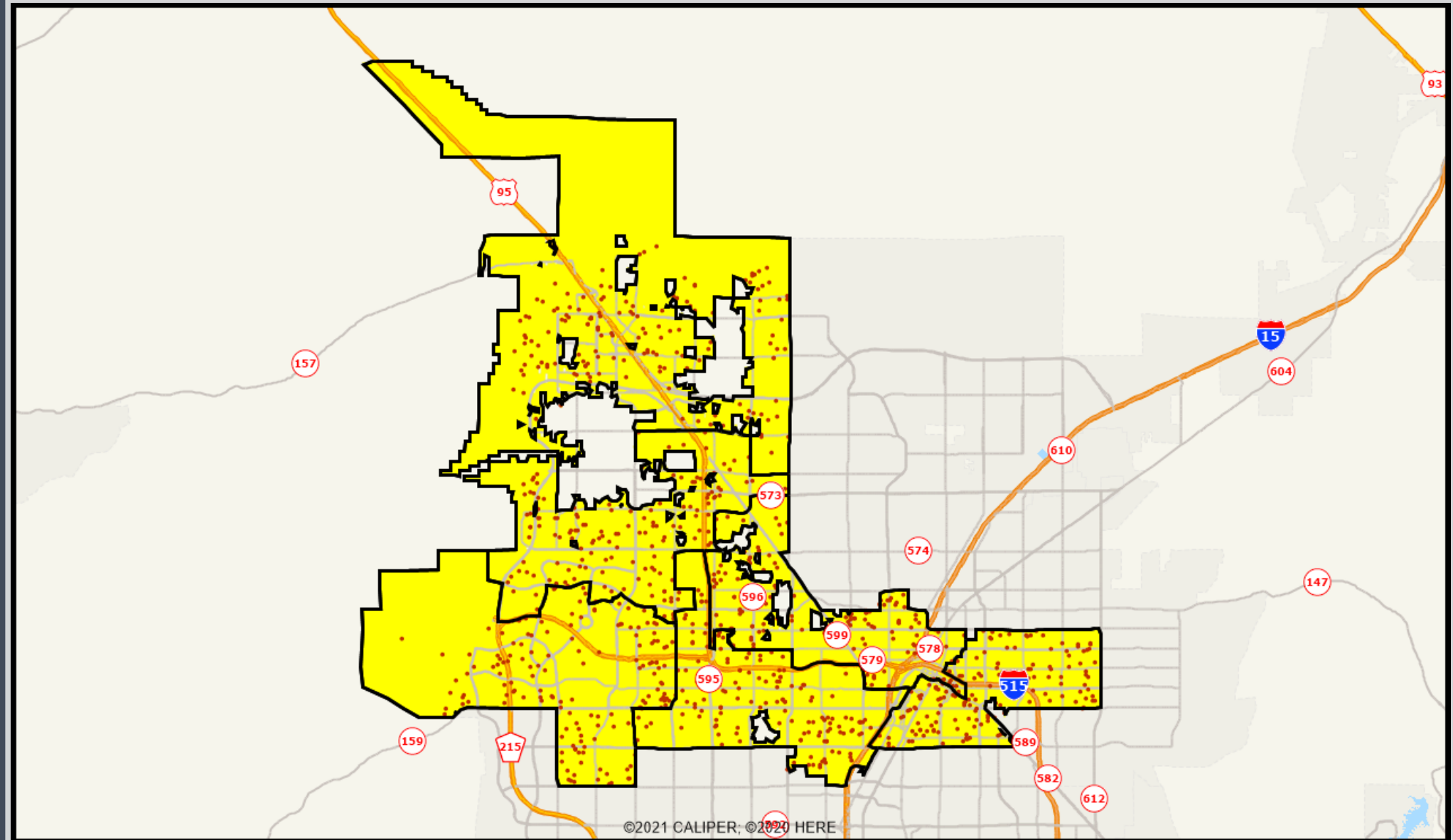
- By mail and online to randomly selected sample of City residents

- Sample Size

- 912 completed surveys (goal was 900); includes at least 150 in each of the City's six Council Wards
- Margin of error: +/- 3.2% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City
 - Race/Ethnicity
 - Gender
 - Income



What We Learned

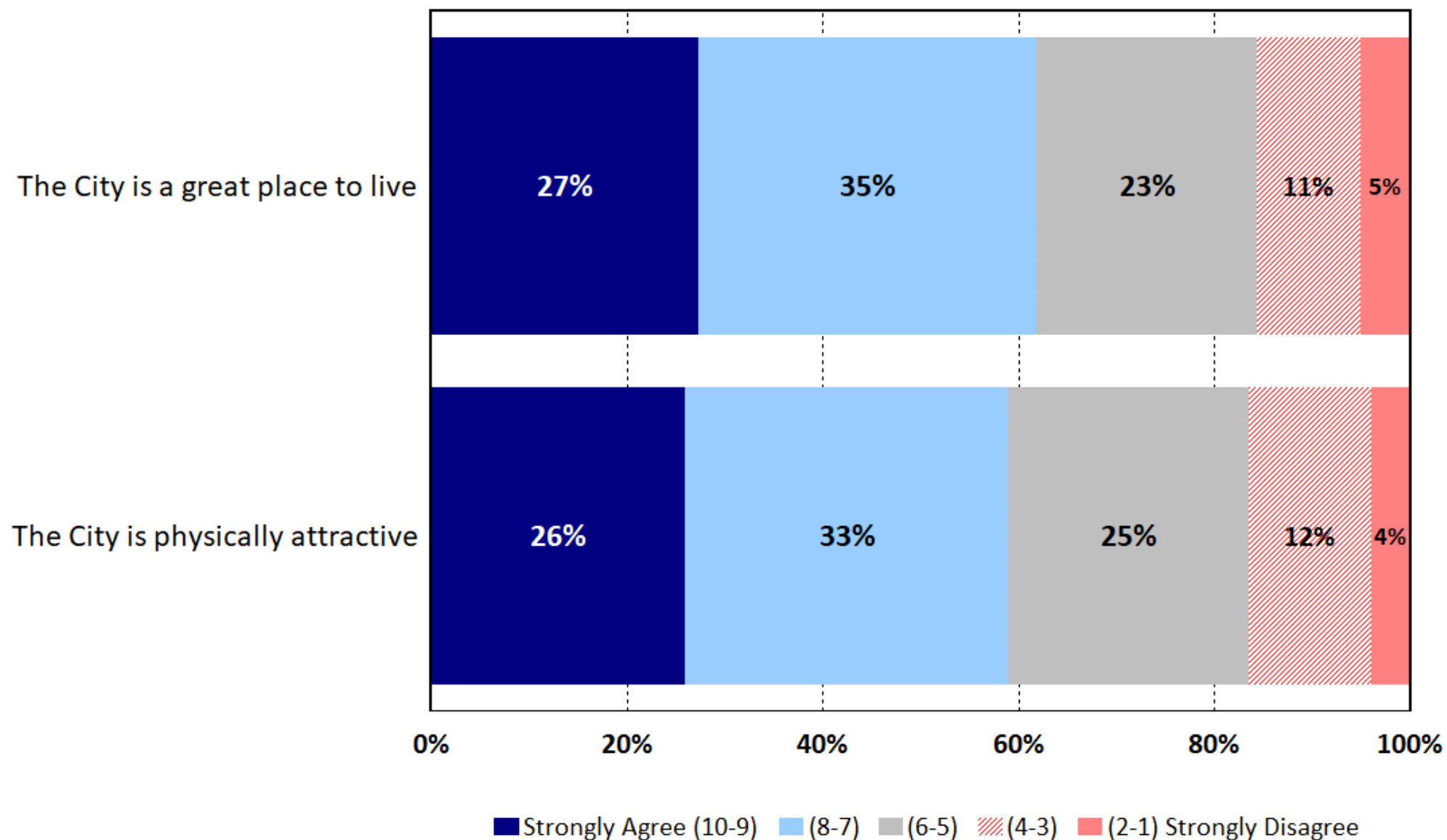
- The Majority of Respondents Feel Las Vegas Is a Great Place to Live
- Las Vegas Rates 18% Above the Large U.S. City Average in the Overall Quality of City Services
- Las Vegas Rates 26% Above the Large U.S. City Average in Customer Service Provided by City Employees
- Top Overall Priorities
 - Maintenance of City Streets
 - Economic Development
 - Police Services

Topic #1

**Residents Have a Positive Perception
of the City**

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

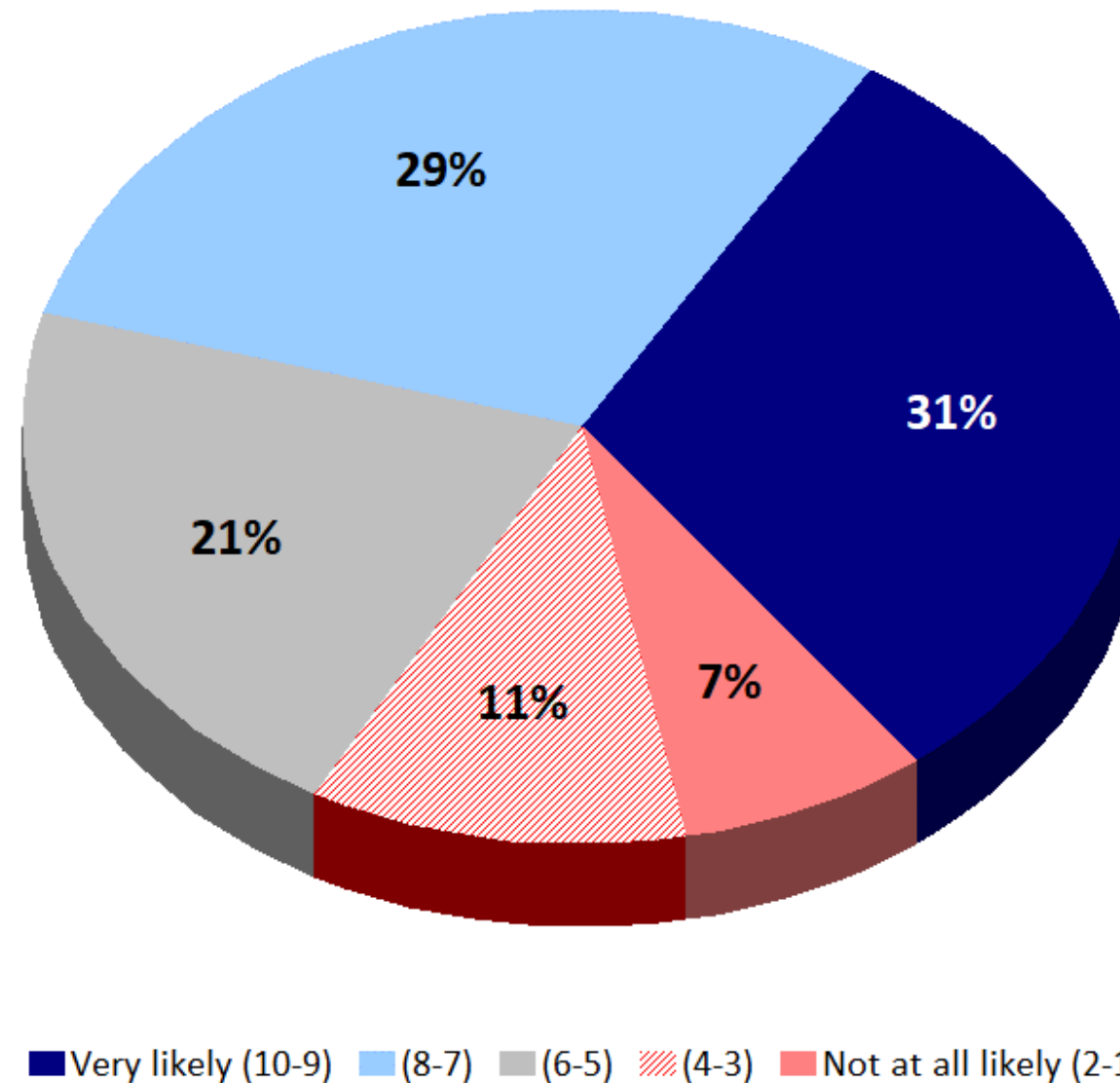
by percentage of respondents who rated the statement on a 10-point scale, where a rating of 10 meant "strongly agree" and a rating of 1 meant "strongly disagree" (excluding don't knows)



The Majority of Respondents Feel Las Vegas Is a Great Place to Live

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

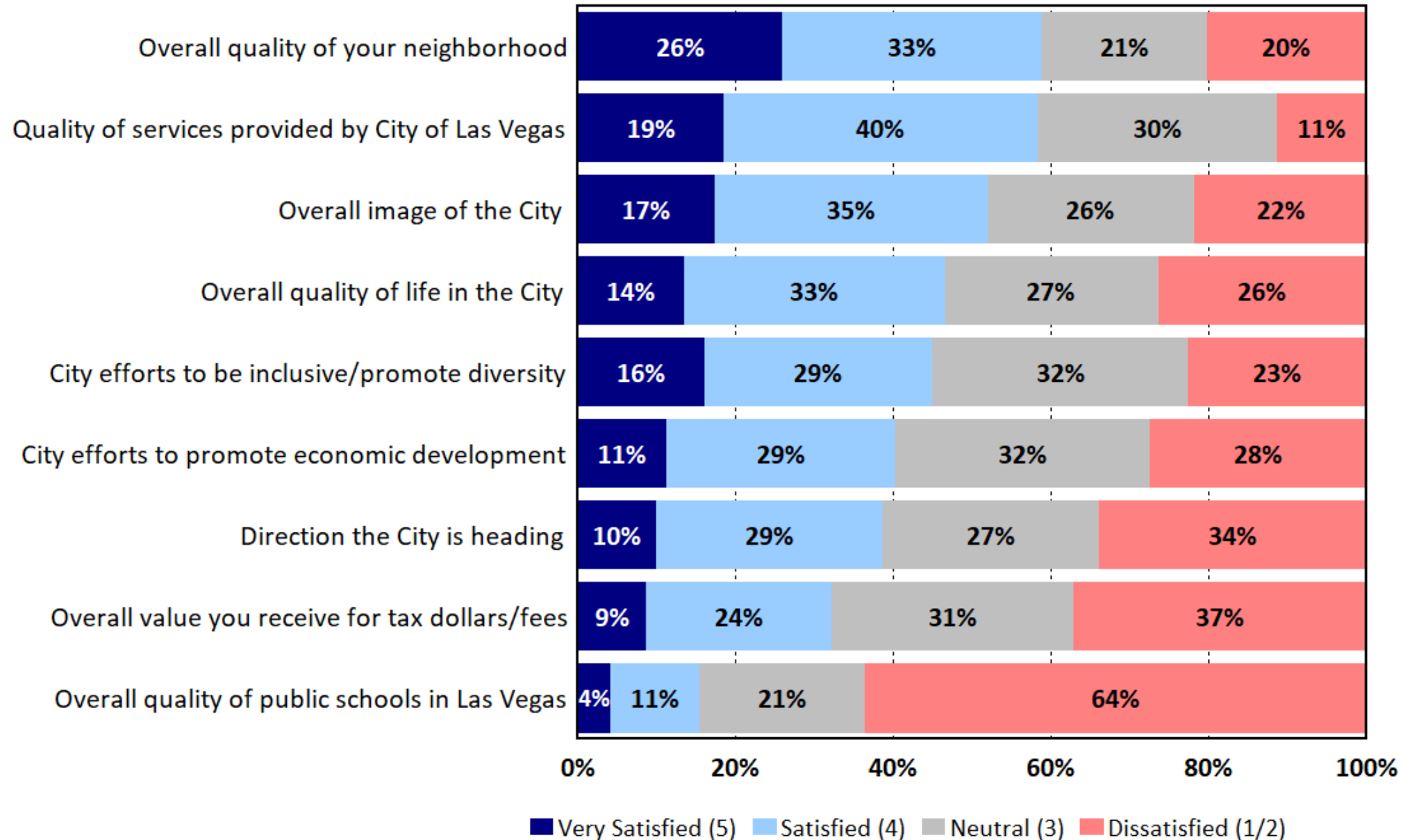
by percentage of respondents who rated how likely they would be to recommend their community as a place to live on a 10-point scale, where a rating of 10 meant "very likely" and a rating of 1 meant "not at all likely"



The Majority of Respondents Would Recommend Las Vegas as a Place to Live

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

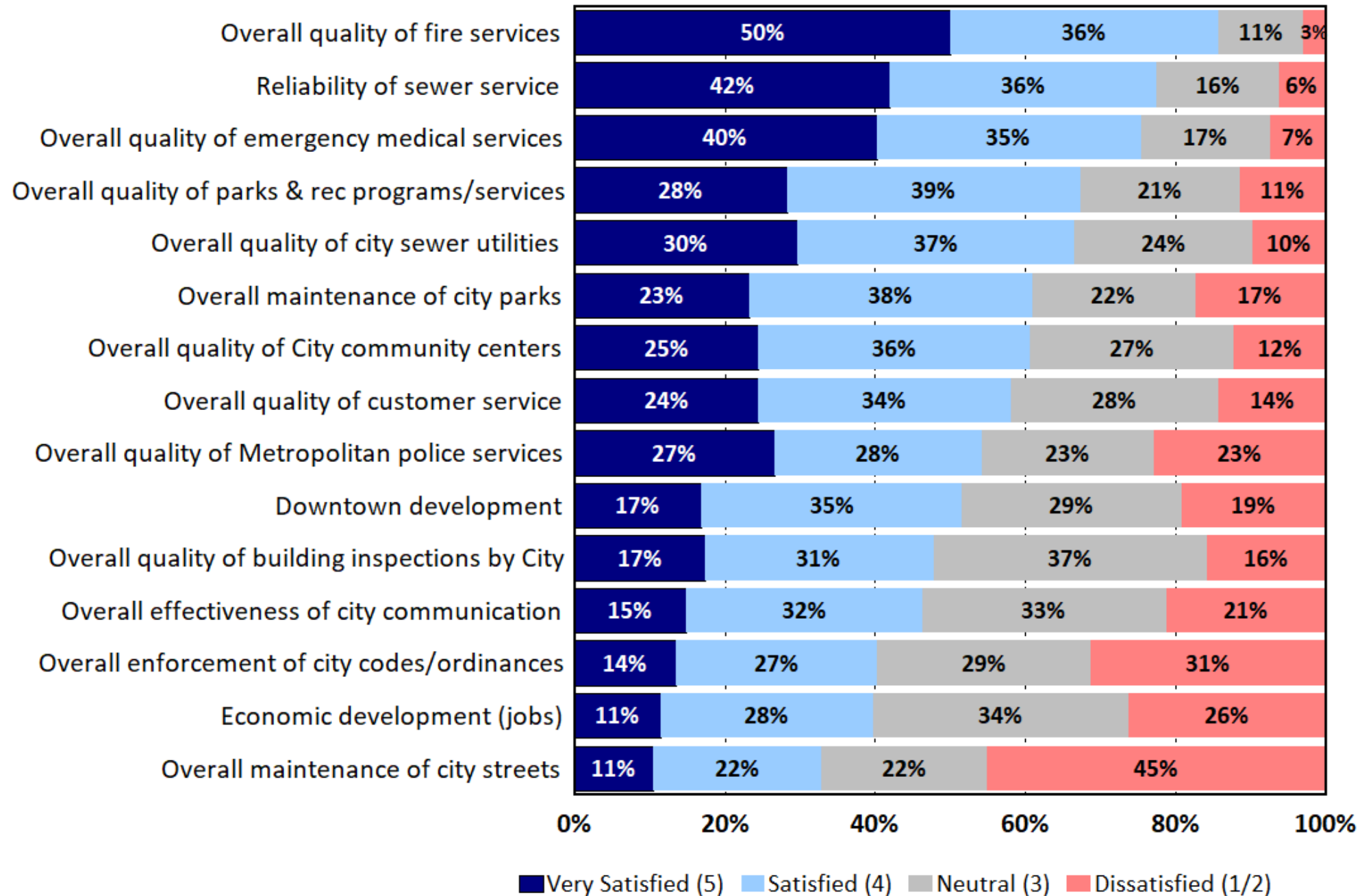
by percentage of respondents (excluding don't knows)



59% Are Satisfied with the Overall Quality of City Services; Only 11% Are Dissatisfied

Q1. Satisfaction with Major Categories of City Services

by percentage of respondents (excluding don't knows)



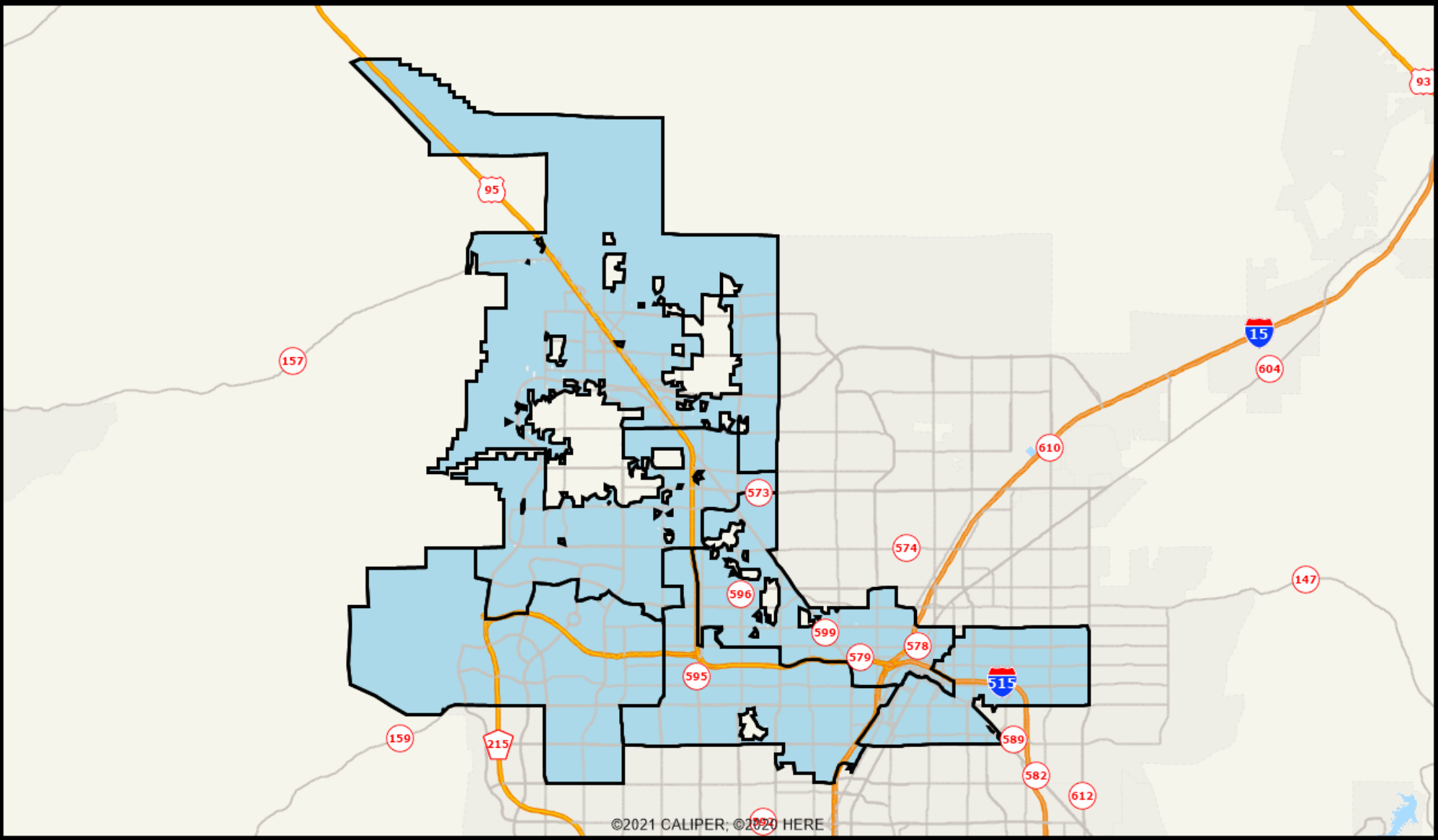
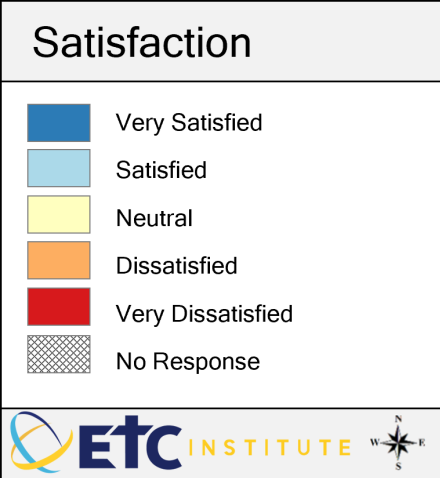
Most City Services Received High Ratings

Topic #2

**Satisfaction with the Overall Quality of City
Services Is High in All Areas of the City**

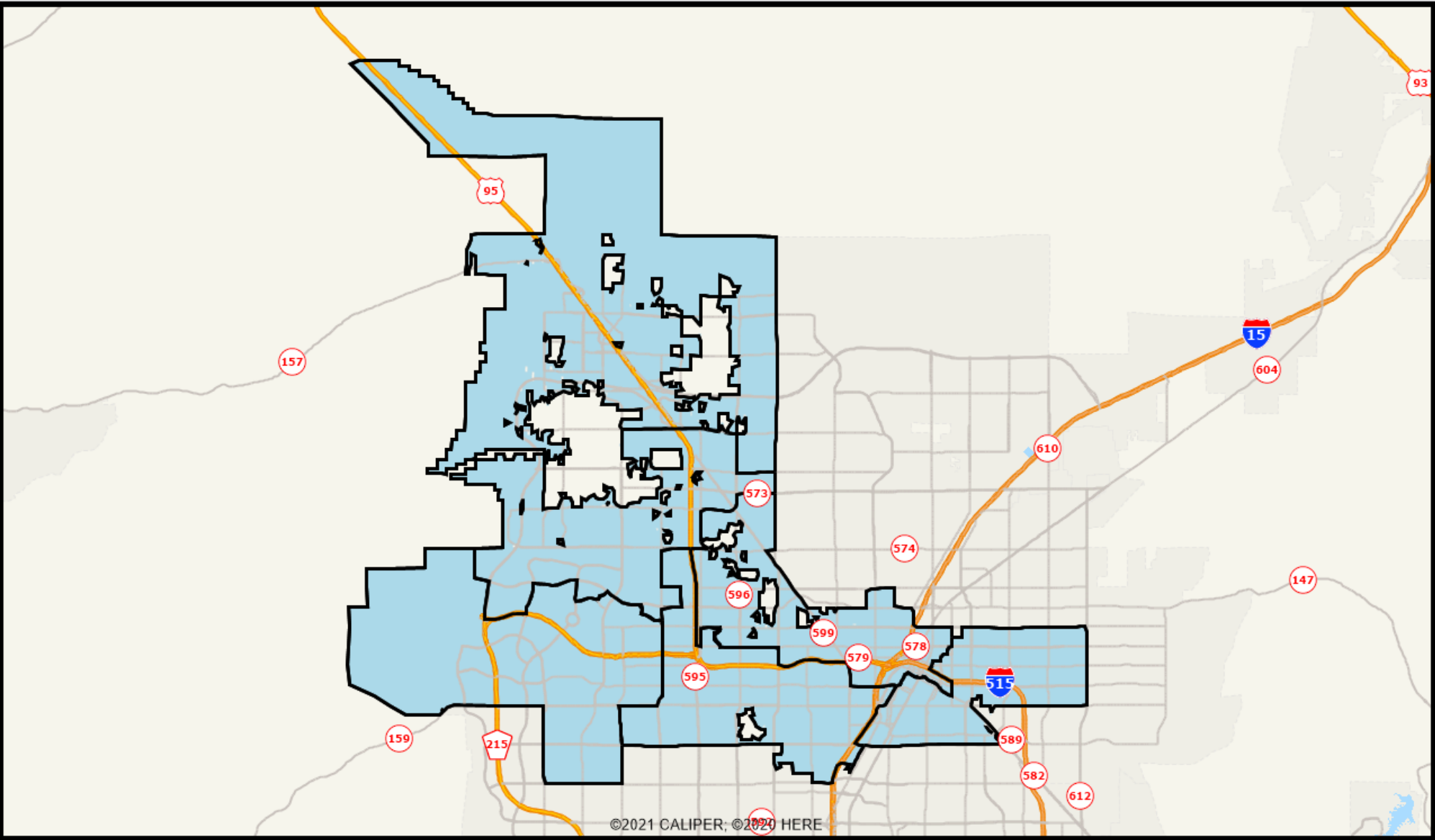
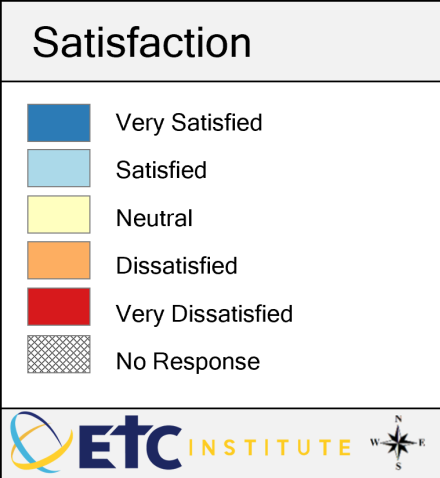
Overall Quality of City Services

All Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services



Customer Service Provided by City Employees

All Areas Are in Blue, Indicating
That Residents in All Parts of the
City Are Satisfied with Customer
Service from City Employees



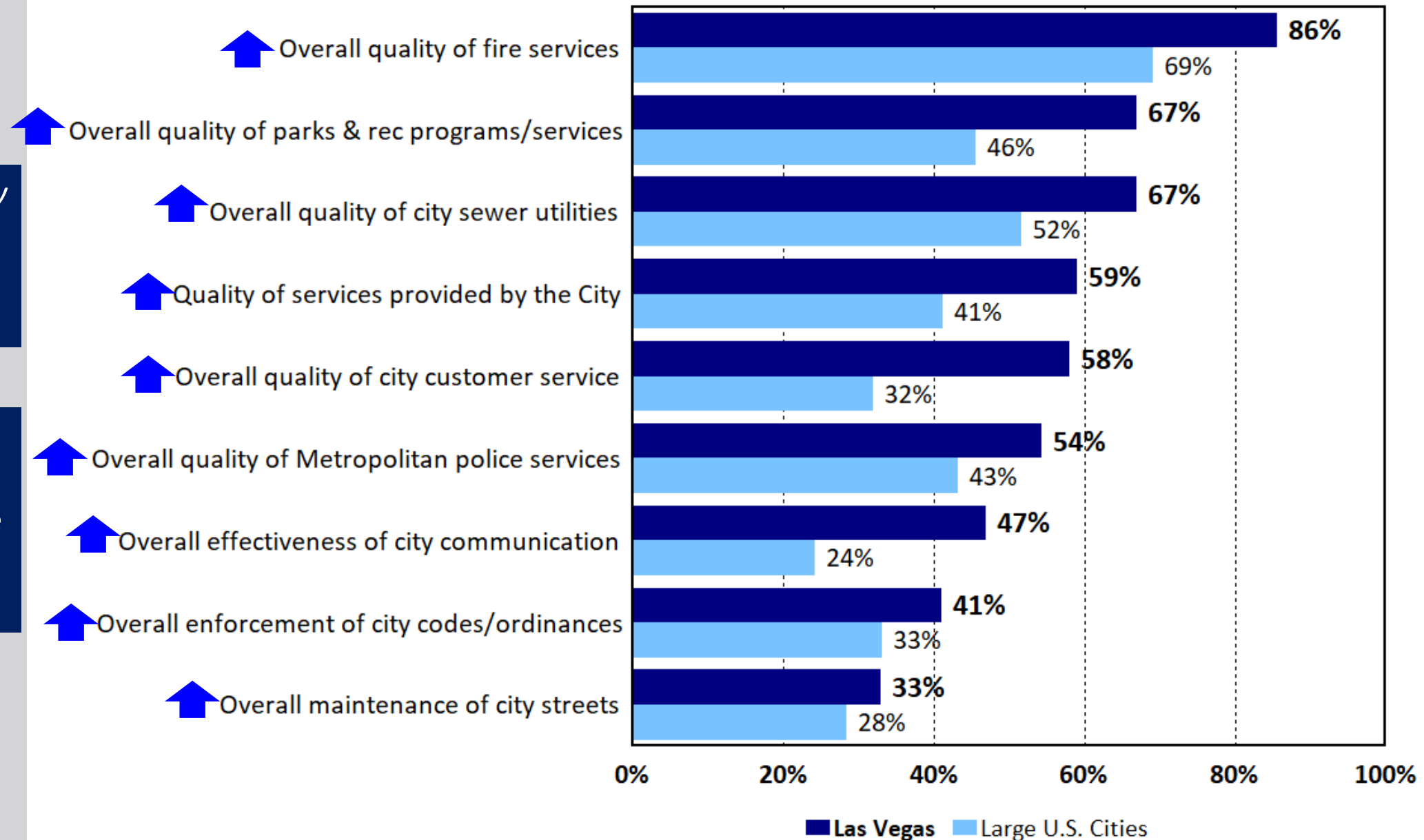
Topic #3

Comparisons to Other Communities

Overall Satisfaction with Major Categories of City Services

Las Vegas vs. Large U.S. City Average

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 Quality of City Services Rates 18% Above the Large U.S. City Average

Customer Service from City Employees Rates 26% Above the Large U.S. City Average

Significantly Higher ↑

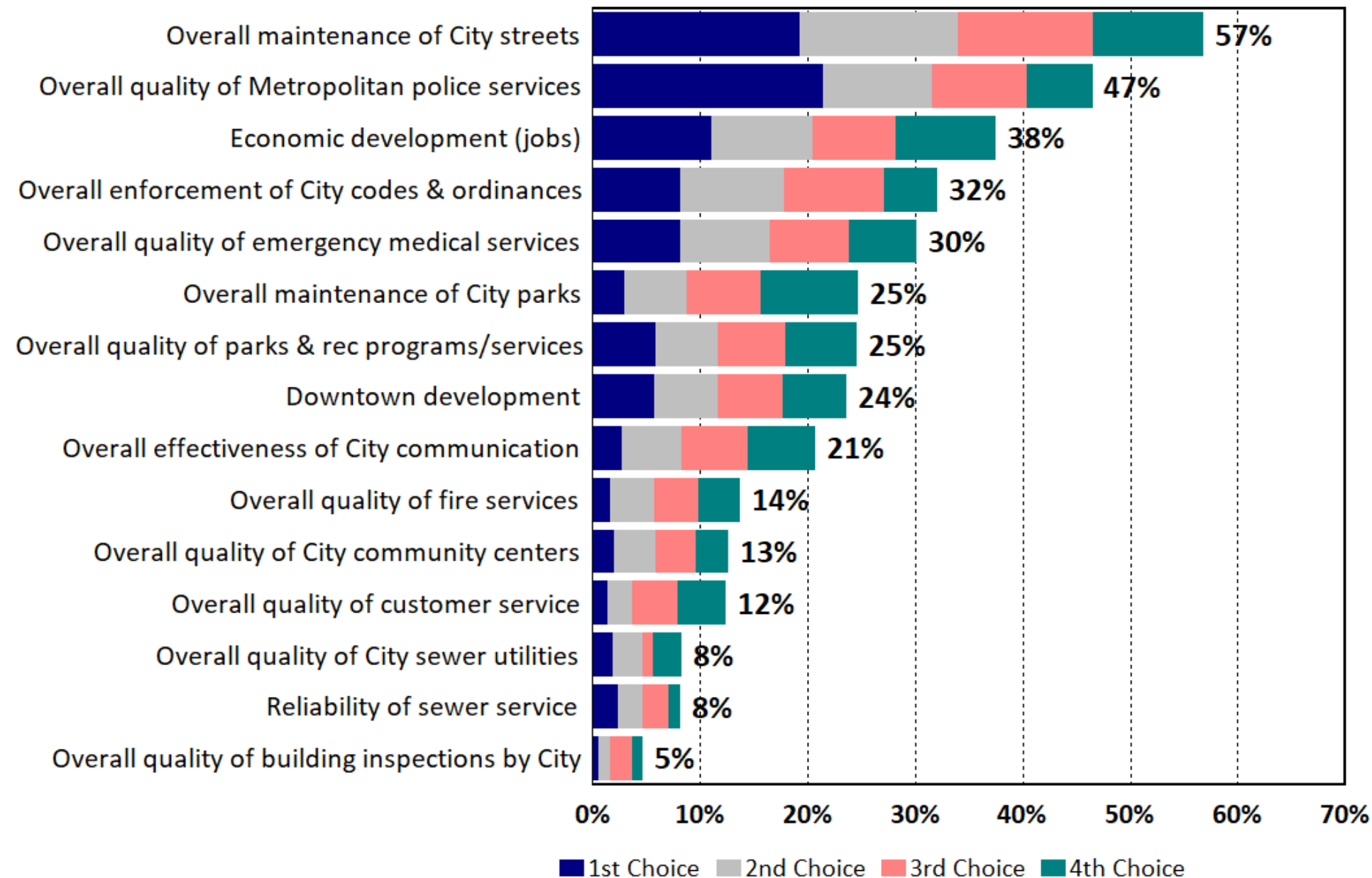
Significantly Lower ↓

Topic #4

Top Priorities

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



Importance-Satisfaction Rating

2023 Las Vegas Community Survey

MAJOR CATEGORIES OF CITY SERVICES

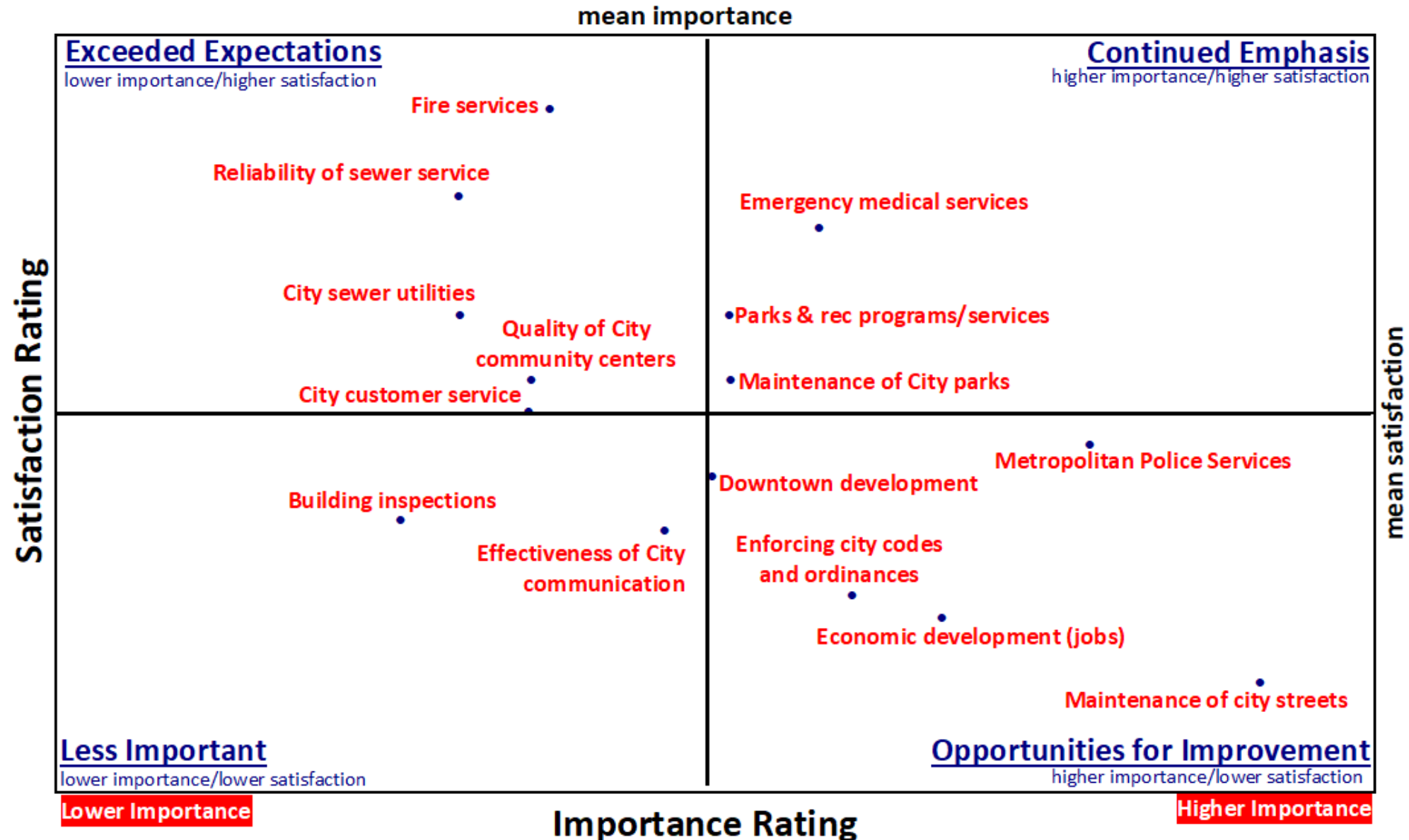
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Overall maintenance of city streets	57%	1	33%	15	0.3806	1
Economic development (jobs)	38%	3	39%	14	0.2288	2
Overall quality of Metropolitan police services	47%	2	55%	9	0.2093	3
<u>High Priority (IS .10-.20)</u>						
Overall enforcement of city codes/ordinances	32%	4	41%	13	0.1894	4
Downtown development	24%	8	52%	10	0.1133	5
Overall effectiveness of city communication	21%	9	47%	12	0.1097	6
<u>Medium Priority (IS <.10)</u>						
Overall maintenance of city parks	25%	6	61%	6	0.0963	7
Overall quality of parks & rec programs/services	25%	7	67%	4	0.0812	8
Overall quality of emergency medical services	30%	5	75%	3	0.0753	9
Overall quality of city customer service	12%	12	58%	8	0.0521	10
Overall quality of City community centers	13%	11	61%	7	0.0491	11
Overall quality of city sewer utilities	8%	13	67%	5	0.0274	12
Overall quality of building inspections by City	5%	15	48%	11	0.0244	13
Overall quality of fire services	14%	10	86%	1	0.0192	14
Reliability of sewer service	8%	14	78%	2	0.0180	15

Overall Priorities

2023 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)



Importance-Satisfaction Rating

2023 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	73%	1	33%	9	0.4904	1
Adequacy of city street lighting	45%	2	44%	7	0.2531	2
Maintenance of sidewalks in Las Vegas	38%	5	45%	6	0.2101	3
Maintenance of curbs/gutters on city streets	36%	6	43%	8	0.2041	4
<u>High Priority (IS .10-.20)</u>						
Maintenance of streets in your neighborhood	40%	4	51%	4	0.1950	5
Maintenance/preservation of downtown	35%	7	47%	5	0.1860	6
Maintenance of traffic signals and street signs	42%	3	57%	2	0.1806	7
Quality of landscaping along City streets	29%	8	51%	3	0.1436	8
<u>Medium Priority (IS <.10)</u>						
Maintenance of city buildings	21%	9	63%	1	0.0759	9

Importance-Satisfaction Rating

2023 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>						
City's efforts to prevent crime	60%	1	34%	12	0.3934	1
Visibility of police in neighborhoods	52%	2	40%	9	0.3096	2
How quickly police respond to emergencies	42%	3	34%	11	0.2746	3
Enforcement of local traffic laws	38%	4	33%	13	0.2539	4
Overall quality of local police protection	36%	5	43%	7	0.2069	5
<u>High Priority (IS .10-.20)</u>						
Visibility of police in commercial areas	27%	6	47%	5	0.1415	6
Law enforcement in City parks/facilities	18%	7	36%	10	0.1165	7
<u>Medium Priority (IS <.10)</u>						
Quality of animal control	17%	9	43%	8	0.0941	8
Municipal courts	11%	11	44%	6	0.0588	9
Emergency medical services	15%	10	61%	3	0.0566	10
Fire/medical personnel response to emergencies	18%	8	70%	2	0.0531	11
City Jail (Misdemeanor Detention Center)	7%	13	32%	14	0.0496	12
Fire prevention inspections	5%	14	49%	4	0.0235	13
Firefighting services	8%	12	78%	1	0.0167	14

Importance-Satisfaction Rating

2023 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	57%	1	12%	17	0.5051	1
Senior citizens programs and centers	37%	2	45%	9	0.2052	2
<u>High Priority (IS .10-.20)</u>						
Walking and biking trails in the City	31%	3	51%	4	0.1519	3
Arts, culture and special events programs	28%	4	49%	5	0.1428	4
City youth enrichment programs	20%	7	40%	13	0.1200	5
<u>Medium Priority (IS <.10)</u>						
Fees charged for recreation programs	16%	8	41%	12	0.0962	6
Number of park amenities	22%	5	57%	3	0.0959	7
City community centers and programs	16%	9	48%	7	0.0832	8
Number of city parks	21%	6	64%	1	0.0767	9
Ease of registering for programs	14%	11	44%	11	0.0756	10
All Citywide adult sports	10%	13	38%	14	0.0608	11
City swimming pools and aquatic programs	11%	12	47%	8	0.0557	12
Maintenance of sports fields	14%	10	64%	2	0.0511	13
All Citywide youth sports	10%	14	48%	6	0.0510	14
Youth Camps	8%	15	38%	15	0.0490	15
Fees charged for cultural programs	6%	16	36%	16	0.0403	16
Facility and park rentals	4%	17	45%	10	0.0215	17

Importance-Satisfaction Rating

2023 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	60%	1	35%	9	0.3868	1
Neighborhood clean-ups sponsored by the City	46%	3	31%	11	0.3174	2
Downtown parking access and information	43%	4	27%	12	0.3161	3
Graffiti removal	49%	2	36%	8	0.3130	4
Exterior maintenance of residential property	35%	5	35%	10	0.2275	5
<u>High Priority (IS .10-.20)</u>						
Exterior maintenance of business property	32%	6	40%	5	0.1938	6
Enforcing parking regulations	27%	7	39%	6	0.1623	7
Enforcing sign regulations	20%	8	39%	7	0.1232	8
<u>Medium Priority (IS <.10)</u>						
Building inspections	11%	9	44%	2	0.0622	9
Building permits	7%	10	42%	4	0.0406	10
Zoning services	7%	11	42%	3	0.0377	11
Business licensing	6%	12	52%	1	0.0307	12

Summary

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Questions?

Thank You!!