

THE NCSTM
The National Citizen SurveyTM

Rio Rancho, NM

Comparisons by Geographic Subgroups

FINAL
2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Council District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between district are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (491 completed surveys). For each Council District (Council Districts 1, 2, 3, 4, 5 and 6), the margin of error rises to approximately plus or minus 18 percentage points since sample sizes were approximately 73 for District 1, 62 for District 2, 58 for District 3, 106 for District 4, 86 for District 5 and 106 for District 6. Notable differences between Council Districts included the following:

- Within the pillar of Community Characteristics, residents from District 4 tended to give more positive ratings, including their neighborhoods as a place to live, the overall ease of getting to places they normally have to visit, overall quality of new development in Rio Rancho, overall quality of business and service establishments and health and wellness opportunities than residents from other districts of the City. However, these respondents were less likely to rate the quality of paths and walking trails favorably than their counterparts.
- For general aspects of Governance, participants who lived in District 3 tended to give higher marks to the City of Rio Rancho overall, the value of services for the taxes paid, the overall direction of Rio Rancho and overall customer service provided by City employees, whereas respondents from District 6 tended to give the lowest ratings to these aspects.
- Differences were also noted within other facets of Governance. Respondents from District 5 were more likely to rate Mobility aspects, such as street repair and street cleaning, as excellent or good, while District 4 participants thought highly of garbage collection and recycling (Natural Environment) and District 2 residents more positively rated land use, planning, and zoning, code enforcement (Built Environment) and economic development (Economy). Where differences were significant, residents who lived in District 6 tended to be less likely to award high marks to these measures.
- Residents who lived in District 3 reported they were more likely to have made effort to make their homes more energy efficient and conserve water, whereas respondents who lived in District 2 were less likely to have observed a code violation and were more optimistic that the economy would have a positive impact on their incomes than their counterparts. Within Community Engagement, respondents from Districts 2 reported they were less likely to have talked to or visited with their neighbors than participants from other areas of the City.
- Regarding focus areas for the community, respondents from District 1 tended to place less importance on feelings of safety, the overall built environment and overall economic health of Rio Rancho, while residents from District 2 and 6 were more likely to indicate that overall safety should be at least a very important area of focus.
- Fewer residents from Districts 2 and 5 agreed that the roads in Rio Rancho needed to be improved than other residents.
- District 3 respondents were more supportive of tax increases for fire/ambulance and police services, road maintenance and the library than their counterparts.
- When differences were significant, District 2 participants were more likely to support having domestic livestock on any residential lot, including chickens, bee apiaries, general domestic livestock and fowl while respondents who lived in District 3 tended to be the least supportive of these measures.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The overall quality of life in Rio Rancho	67%	80%	73%	84%	80%	78%	77%
Overall image or reputation of Rio Rancho	58%	72%	76%	62%	76%	66%	68%
Rio Rancho as a place to live	77%	85%	78%	88%	88%	86%	84%
Your neighborhood as a place to live	79%	63%	92%	92%	87%	83%	83%
Rio Rancho as a place to raise children	74%	85%	86%	85%	79%	87%	83%
Rio Rancho as a place to retire	74%	82%	82%	85%	73%	67%	77%
Overall appearance of Rio Rancho	63%	62%	69%	68%	72%	58%	65%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall feeling of safety in Rio Rancho	83%	71%	90%	87%	81%	84%	83%
In your neighborhood during the day	81%	85%	95%	98%	91%	92%	91%
In Rio Rancho's commercial area during the day	81%	80%	92%	87%	88%	85%	86%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall ease of getting to the places you usually have to visit	66%	57%	61%	82%	70%	59%	67%
Traffic flow on major streets	51%	51%	48%	67%	52%	52%	54%
Ease of public parking	70%	63%	56%	71%	69%	62%	66%
Ease of travel by car in Rio Rancho	61%	60%	68%	68%	65%	57%	63%
Ease of travel by public transportation in Rio Rancho	7%	18%	12%	15%	20%	19%	16%
Ease of travel by bicycle in Rio Rancho	37%	23%	28%	34%	48%	17%	32%
Ease of walking in Rio Rancho	45%	41%	36%	45%	57%	41%	45%
Availability of paths and walking trails	43%	40%	57%	38%	67%	35%	47%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Quality of overall natural environment in Rio Rancho	69%	68%	63%	69%	64%	66%	67%
Air quality	77%	73%	80%	80%	76%	73%	77%
Cleanliness of Rio Rancho	52%	64%	73%	71%	71%	57%	65%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	43%	63%	47%	45%	50%	41%	48%
Public places where people want to spend time	53%	37%	60%	47%	56%	40%	49%
Variety of housing options	73%	57%	65%	61%	61%	49%	61%
Availability of affordable quality housing	66%	56%	58%	70%	61%	58%	62%
Overall quality of new development in Rio Rancho	48%	38%	32%	54%	55%	29%	43%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall economic health of Rio Rancho	51%	48%	53%	41%	43%	38%	46%
Rio Rancho as a place to work	47%	60%	40%	46%	40%	42%	46%
Rio Rancho as a place to visit	45%	56%	30%	52%	38%	34%	43%
Employment opportunities	28%	23%	20%	27%	29%	18%	24%
Shopping opportunities	55%	41%	52%	44%	45%	25%	43%
Cost of living in Rio Rancho	44%	49%	53%	51%	48%	47%	49%
Overall quality of business and service establishments in Rio Rancho	54%	48%	53%	55%	55%	30%	49%
Vibrant downtown/commercial area	19%	21%	20%	15%	13%	11%	16%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Health and wellness opportunities in Rio Rancho	62%	61%	67%	73%	71%	46%	64%
Fitness opportunities (including exercise classes and paths or trails, etc.)	56%	49%	53%	60%	63%	37%	53%
Recreational opportunities	43%	41%	56%	54%	52%	39%	47%
Availability of affordable quality food	61%	59%	64%	59%	64%	45%	59%
Availability of affordable quality health care	74%	56%	77%	66%	75%	60%	68%
Availability of preventive health services	69%	57%	81%	61%	73%	53%	65%
Availability of affordable quality mental health care	33%	46%	39%	34%	29%	22%	35%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall opportunities for education and enrichment	67%	58%	65%	63%	67%	55%	62%
Availability of affordable quality child care/preschool	39%	61%	56%	55%	53%	56%	54%
K-12 education	73%	73%	89%	83%	76%	77%	78%
Adult educational opportunities	39%	56%	54%	57%	40%	53%	50%
Opportunities to attend cultural/arts/music activities	25%	30%	34%	33%	35%	27%	31%
Opportunities to participate in religious or spiritual events and activities	65%	60%	66%	81%	63%	60%	67%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Opportunities to participate in social events and activities	28%	30%	47%	40%	39%	29%	36%
Opportunities to volunteer	51%	39%	51%	52%	60%	46%	50%
Opportunities to participate in community matters	39%	36%	54%	48%	53%	30%	44%
Openness and acceptance of the community toward people of diverse backgrounds	56%	56%	70%	63%	53%	56%	59%
Neighborliness of residents in Rio Rancho	50%	54%	62%	60%	56%	48%	55%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The City of Rio Rancho	63%	76%	82%	68%	66%	51%	67%
The value of services for the taxes paid to Rio Rancho	41%	46%	67%	43%	41%	32%	44%
The overall direction that Rio Rancho is taking	34%	60%	63%	60%	52%	31%	50%
The job Rio Rancho government does at welcoming citizen involvement	22%	66%	48%	46%	38%	26%	41%
Overall confidence in Rio Rancho government	28%	58%	47%	42%	53%	22%	42%

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Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Generally acting in the best interest of the community	30%	56%	50%	44%	56%	28%	44%
Being honest	32%	51%	50%	37%	48%	23%	40%
Treating all residents fairly	34%	55%	50%	46%	44%	33%	44%
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	61%	66%	90%	65%	66%	58%	67%
The Federal Government	49%	51%	59%	43%	34%	19%	43%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Police/Sheriff services	88%	85%	96%	85%	83%	88%	87%
Fire services	88%	94%	87%	94%	96%	91%	92%
Ambulance or emergency medical services	90%	94%	89%	93%	95%	88%	92%
Crime prevention	67%	67%	77%	80%	65%	54%	69%
Fire prevention and education	73%	77%	78%	83%	72%	64%	75%
Animal control	55%	64%	49%	61%	57%	50%	57%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Traffic enforcement	70%	64%	75%	67%	64%	49%	65%
Street repair	26%	31%	19%	21%	42%	17%	26%
Street cleaning	26%	41%	39%	36%	43%	18%	34%
Street lighting	24%	38%	43%	36%	37%	33%	35%
Traffic signal timing	30%	35%	44%	32%	40%	31%	35%
Bus or transit services	15%	23%	18%	17%	31%	16%	20%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Garbage collection	85%	63%	78%	89%	83%	75%	79%
Recycling	72%	57%	82%	85%	79%	73%	75%
Drinking water	69%	47%	48%	64%	57%	36%	54%
Rio Rancho open space	58%	65%	57%	48%	49%	35%	52%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Storm drainage	39%	48%	69%	54%	56%	38%	50%
Sewer services	63%	60%	60%	74%	69%	58%	65%
Water/Wastewater Utility billing	49%	50%	37%	57%	44%	34%	46%
Land use, planning and zoning	31%	50%	30%	44%	29%	14%	33%
Code enforcement (weeds, abandoned buildings, etc.)	14%	53%	29%	29%	20%	30%	29%
Cable television	36%	42%	27%	38%	34%	26%	34%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Economic development	47%	47%	33%	35%	27%	19%	35%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City parks	65%	76%	87%	68%	80%	69%	74%
Recreation programs or classes	44%	74%	67%	56%	56%	60%	60%
Recreation centers or facilities	53%	70%	57%	55%	50%	54%	57%
Health services	72%	65%	69%	66%	60%	53%	64%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public library services	86%	86%	95%	87%	87%	64%	84%
City-sponsored special events	50%	66%	60%	48%	37%	56%	53%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public information services	58%	61%	51%	54%	54%	38%	53%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Sense of community	53%	61%	64%	50%	58%	50%	56%
Recommend living in Rio Rancho to someone who asks	79%	90%	91%	93%	86%	86%	88%
Remain in Rio Rancho for the next five years	80%	84%	86%	92%	81%	87%	85%
Contacted the City of Rio Rancho (in-person, phone, email or web) for help or information	52%	52%	38%	59%	36%	44%	47%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Was NOT the victim of a crime	86%	91%	94%	94%	86%	81%	89%
Did NOT report a crime	71%	72%	81%	80%	74%	76%	76%
Stocked supplies in preparation for an emergency	35%	31%	28%	37%	32%	29%	32%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Walked or biked instead of driving	37%	28%	30%	46%	57%	33%	39%
Carpooled with other adults or children instead of driving alone	42%	38%	40%	33%	47%	32%	39%
Used bus, rail, subway or other public transportation instead of driving	11%	16%	15%	9%	5%	8%	10%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Recycle at home	87%	82%	87%	89%	92%	96%	89%
Made efforts to make your home more energy efficient	82%	64%	92%	77%	74%	80%	78%
Made efforts to conserve water	93%	95%	99%	98%	85%	95%	94%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
NOT under housing cost stress	78%	69%	75%	70%	68%	81%	73%
Did NOT observe a code violation	24%	53%	38%	41%	34%	34%	37%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Purchase goods or services from a business located in Rio Rancho	91%	97%	98%	98%	97%	95%	96%
Economy will have positive impact on income	22%	38%	28%	13%	25%	20%	24%
Work in Rio Rancho	28%	40%	26%	33%	23%	34%	31%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Rio Rancho recreation centers or their services	45%	61%	51%	61%	64%	49%	55%
Visited a neighborhood park or City park	70%	82%	91%	82%	80%	79%	81%
Eat at least 5 portions of fruits and vegetables a day	74%	87%	85%	89%	77%	89%	84%
Participate in moderate or vigorous physical activity	74%	81%	90%	88%	85%	90%	85%
Reported being in "very good" or "excellent" health	51%	62%	74%	65%	65%	71%	65%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Rio Rancho public libraries or their services	60%	80%	60%	70%	64%	51%	64%
Participated in religious or spiritual activities in Rio Rancho	49%	58%	43%	53%	42%	51%	49%
Attended a City-sponsored event	49%	47%	62%	60%	43%	49%	52%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Campaigned or advocated for an issue, cause or candidate	21%	11%	11%	17%	20%	25%	18%
Contacted Rio Rancho elected officials (in-person, phone, email or web) to express your opinion	17%	10%	20%	16%	18%	17%	16%
Volunteered your time to some group/activity in Rio Rancho	40%	51%	28%	42%	29%	34%	38%
Participated in a club	22%	30%	27%	26%	17%	15%	23%
Talked to or visited with your immediate neighbors	100%	75%	100%	98%	99%	91%	94%
Done a favor for a neighbor	88%	63%	76%	85%	87%	80%	80%
Attended a local public meeting	10%	23%	17%	18%	12%	18%	16%
Watched (online or on television) a local public meeting	21%	30%	17%	19%	20%	21%	21%
Read or watch local news (via television, paper, computer, etc.)	80%	92%	93%	86%	78%	90%	86%
Vote in local elections	84%	86%	69%	79%	76%	90%	81%

Table 28: Community Focus Areas

	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Percent rating positively (e.g., essential/very important)							
Overall feeling of safety in Rio Rancho	80%	95%	94%	90%	93%	95%	91%
Overall ease of getting to the places you usually have to visit	77%	72%	80%	82%	79%	80%	78%
Quality of overall natural environment in Rio Rancho	73%	82%	71%	79%	77%	70%	76%
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	61%	68%	79%	81%	76%	69%	73%
Health and wellness opportunities in Rio Rancho	68%	81%	75%	78%	79%	74%	76%
Overall opportunities for education and enrichment	71%	81%	83%	76%	87%	79%	79%
Overall economic health of Rio Rancho	84%	99%	97%	96%	94%	93%	94%
Sense of community	81%	81%	81%	68%	75%	67%	75%

Table 29: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "major source" or "minor source").	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City website (www.rnm.gov)	85%	88%	89%	85%	78%	90%	86%
Mailers from the City	86%	82%	89%	82%	76%	89%	84%
City communications via social media (i.e. Facebook, Twitter or YouTube)	55%	57%	57%	55%	49%	52%	54%
City Council and other public meetings	69%	67%	65%	70%	60%	74%	67%
Local media websites	74%	84%	77%	82%	67%	75%	76%
Local media outlets (newspapers, radio, local television stations)	86%	89%	81%	91%	86%	90%	87%
Word-of-mouth (friends, co-workers, family, etc.)	85%	85%	86%	89%	79%	82%	84%

Table 30: Importance of City Notifications

Please rate how important, if at all, it is to you or members of your household to be notified by the City about each of the following: (Percent rating as "essential" or "very important").	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Special events (i.e. camps, classes, workshops, pet adoptions, police and community events, concerts, etc.)	68%	72%	65%	65%	61%	53%	64%
Road construction and closures	93%	88%	87%	80%	78%	89%	86%
Water and sewer line repair work	87%	90%	89%	86%	77%	86%	86%
Elections	87%	74%	75%	71%	78%	76%	77%
New businesses opening in the city	65%	73%	68%	53%	62%	64%	64%

Table 31: Support for Road Improvement

	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
To what extent do you agree with the following statement: "The roads in Rio Rancho need to be improved."	98%	85%	92%	98%	85%	92%	92%

Table 32: Support for Tax Revenue for Road Improvements

If Rio Rancho was to propose a tax increase dedicated to road improvements, to what extent would you support or oppose each of the following type of tax increases?: (Percent rating as "Strongly support" or "somewhat support")	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
A property tax increase of \$10 per year on a home valued at \$100,000	80%	76%	72%	84%	76%	68%	76%
A property tax increase of \$40 per year on a home valued at \$100,000	45%	43%	40%	47%	42%	38%	43%
A property tax increase of \$75 per year on a home valued at \$100,000	31%	25%	13%	17%	22%	25%	22%
A Gross Receipts Tax (sales tax) increase of 1.25 cents extra on \$10 of qualifying goods	43%	29%	47%	33%	32%	29%	35%

Table 33: Support for Tax Revenue for City Services

Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services: (Percent rating as "Strongly support" or "somewhat support")	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Fire/ambulance services	77%	70%	89%	66%	66%	66%	72%
Police services	73%	69%	86%	62%	59%	69%	69%
Road maintenance	79%	62%	80%	75%	73%	62%	72%
Parks and recreation	68%	61%	67%	63%	60%	52%	62%
Library	62%	63%	73%	58%	57%	40%	58%
Senior center services	70%	62%	61%	63%	58%	46%	60%

Table 34: Support for Domestic Livestock

Current regulations allow: up to five chickens on residential property of at least ½ of an acre (21,780 sq. ft.); horses and goats on property of at least 1 acre (43,560 sq. ft.). To what extent would you support or oppose allowing residential property owners to have chickens, bees, domestic livestock (i.e. horses, cattle, mules, donkeys, burros, swine, goats, sheep), or fowl (i.e. guineas, ducks, turkeys, geese)?: (Percent rating as "Strongly support" or "somewhat support")	Council District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Up to five chickens on lots of more than ½ of an acre.	69%	78%	71%	73%	68%	60%	70%
Up to five chickens on any sized residential lot.	33%	60%	27%	44%	38%	45%	42%
A home bee apiary on lots of more than ½ of an acre.	59%	75%	65%	70%	65%	58%	65%
A home bee apiary on any residential lot.	29%	59%	19%	44%	37%	38%	38%
Domestic livestock on lots of more than ½ of an acre.	61%	67%	51%	58%	59%	49%	57%
Domestic livestock on any residential lot.	22%	44%	11%	15%	26%	21%	23%
Fowl on lots of more than ½ of an acre.	57%	72%	60%	65%	60%	49%	61%
Fowl on any residential lot.	23%	51%	22%	28%	28%	34%	31%