



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

## Rio Rancho, NM

Comparisons by Geographic Subgroups

2017



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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 Council 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 all respondents (476 completed surveys) is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Area	Number of Completed Surveys
Council District 1	79
Council District 2	71
Council District 3	54
Council District 4	101
Council District 5	78
Council District 6	93

Notable differences between Council Districts included the following:

- When differences were found in perspectives on community characteristics, District 6 residents were more likely to give higher evaluations than their counterparts. While District 3 included the fewest survey respondents, those residents tended to give lower marks to government performance and services and District 4 residents were more likely to give positive service assessments compared to residents in the other five Districts.
- District 4 residents were more likely to support a property tax increase to support public safety facility improvements, equipment and vehicles compared to their peers.
- District 1 residents reported being most in favor of the continuance of the GO Road Bond, perhaps because they were among the Districts which gave the lowest ratings for street repair. Additionally, District 1 residents were among the top most pleased with the Sara Road Improvements.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The overall quality of life in Rio Rancho	80%	77%	71%	75%	66%	88%	76%
Overall image or reputation of Rio Rancho	65%	58%	63%	68%	53%	61%	61%
Rio Rancho as a place to live	86%	86%	87%	82%	80%	92%	85%
Your neighborhood as a place to live	66%	79%	86%	81%	78%	85%	79%
Rio Rancho as a place to raise children	77%	78%	66%	79%	75%	81%	76%
Rio Rancho as a place to retire	68%	82%	61%	72%	68%	85%	72%
Overall appearance of Rio Rancho	57%	60%	60%	64%	64%	71%	63%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall feeling of safety in Rio Rancho	69%	67%	81%	77%	79%	88%	77%
In your neighborhood during the day	90%	91%	90%	91%	95%	99%	93%
In Rio Rancho's commercial area during the day	86%	85%	81%	80%	92%	96%	87%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	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	69%	73%	68%	79%	73%	71%	72%
Traffic flow on major streets	62%	38%	46%	67%	64%	56%	56%
Ease of public parking	76%	56%	73%	81%	70%	81%	73%
Ease of travel by car in Rio Rancho	68%	74%	61%	80%	71%	77%	72%
Ease of travel by public transportation in Rio Rancho	11%	17%	25%	5%	2%	18%	13%
Ease of travel by bicycle in Rio Rancho	49%	36%	38%	39%	38%	29%	38%
Ease of walking in Rio Rancho	45%	40%	45%	56%	51%	55%	49%
Availability of paths and walking trails	53%	42%	49%	59%	50%	47%	50%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Quality of overall natural environment in Rio Rancho	76%	69%	60%	64%	57%	75%	67%
Air quality	74%	65%	82%	82%	65%	76%	74%
Cleanliness of Rio Rancho	62%	59%	68%	73%	56%	77%	66%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	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)	46%	62%	54%	50%	53%	51%	53%
Public places where people want to spend time	60%	39%	48%	47%	49%	48%	49%
Variety of housing options	66%	59%	56%	60%	47%	74%	60%
Availability of affordable quality housing	69%	60%	66%	69%	60%	74%	66%
Overall quality of new development in Rio Rancho	46%	35%	45%	55%	46%	56%	47%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall economic health of Rio Rancho	35%	41%	43%	39%	44%	48%	42%
Rio Rancho as a place to work	29%	59%	46%	48%	43%	50%	46%
Rio Rancho as a place to visit	30%	47%	43%	40%	41%	44%	41%
Employment opportunities	25%	25%	15%	29%	20%	25%	23%
Shopping opportunities	39%	37%	39%	44%	38%	46%	41%
Cost of living in Rio Rancho	56%	43%	51%	59%	58%	62%	55%
Overall quality of business and service establishments in Rio Rancho	53%	46%	40%	55%	57%	64%	52%
Vibrant commercial area	32%	25%	30%	36%	37%	27%	32%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Health and wellness opportunities in Rio Rancho	66%	73%	63%	69%	66%	68%	67%
Fitness opportunities (including exercise classes and paths or trails, etc.)	71%	59%	38%	61%	64%	64%	60%
Recreational opportunities	56%	39%	34%	52%	53%	57%	49%
Availability of affordable quality food	58%	47%	51%	54%	58%	62%	55%
Availability of affordable quality health care	57%	60%	57%	68%	65%	63%	62%
Availability of preventive health services	60%	66%	50%	63%	72%	61%	62%
Availability of affordable quality mental health care	40%	43%	25%	30%	25%	32%	32%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall opportunities for education and enrichment	51%	62%	52%	61%	60%	70%	59%
Availability of affordable quality child care/preschool	41%	56%	28%	53%	46%	54%	45%
K-12 education	65%	72%	63%	68%	82%	66%	69%
Adult educational opportunities	49%	49%	31%	51%	41%	54%	46%
Opportunities to attend cultural/arts/music activities	34%	37%	7%	40%	33%	36%	31%
Opportunities to participate in religious or spiritual events and activities	65%	62%	53%	70%	87%	77%	70%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Opportunities to participate in social events and activities	40%	37%	24%	40%	39%	51%	38%
Opportunities to volunteer	62%	47%	32%	60%	50%	69%	53%
Opportunities to participate in community matters	63%	49%	24%	57%	44%	58%	49%
Openness and acceptance of the community toward people of diverse backgrounds	63%	63%	46%	76%	60%	78%	64%
Neighborliness of residents in Rio Rancho	57%	46%	40%	69%	51%	61%	54%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The City of Rio Rancho	54%	60%	60%	73%	61%	72%	63%
The value of services for the taxes paid to Rio Rancho	40%	56%	38%	57%	40%	32%	44%
The overall direction that Rio Rancho is taking	39%	58%	53%	56%	56%	51%	52%
The job Rio Rancho government does at welcoming citizen involvement	51%	59%	21%	50%	45%	55%	47%
Overall confidence in Rio Rancho government	37%	56%	34%	58%	41%	39%	44%
Generally acting in the best interest of the community	53%	63%	43%	67%	55%	52%	56%
Being honest	43%	60%	51%	61%	47%	60%	53%
Treating all residents fairly	46%	57%	51%	66%	57%	61%	56%
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	63%	66%	64%	78%	67%	75%	69%
The Federal Government	32%	32%	17%	44%	27%	34%	31%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Police/Sheriff services	74%	74%	78%	92%	88%	86%	82%
Fire services	91%	84%	82%	95%	84%	96%	88%
Ambulance or emergency medical services	89%	81%	75%	88%	88%	92%	86%
Crime prevention	68%	49%	44%	73%	51%	63%	59%
Fire prevention and education	76%	63%	43%	82%	50%	81%	67%
Animal control	73%	60%	52%	63%	48%	51%	58%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Traffic enforcement	64%	46%	55%	76%	68%	57%	62%
Street repair	16%	24%	23%	37%	26%	18%	24%
Street cleaning	36%	32%	32%	39%	35%	37%	35%
Street lighting	46%	46%	45%	50%	51%	48%	48%
Snow removal	48%	41%	16%	42%	27%	36%	35%
Sidewalk maintenance	23%	38%	25%	45%	49%	33%	36%
Traffic signal timing	51%	38%	39%	53%	43%	49%	46%
Bus or transit services	42%	29%	14%	22%	38%	47%	31%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Garbage collection	78%	79%	79%	85%	88%	92%	83%
Recycling	72%	79%	64%	70%	81%	81%	75%
Drinking water	72%	71%	38%	65%	60%	48%	59%
Rio Rancho open space	63%	64%	39%	65%	64%	64%	60%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Storm drainage	47%	56%	56%	62%	69%	60%	58%
Sewer services	62%	74%	60%	70%	65%	73%	67%
Water/Wastewater Utility billing	38%	54%	32%	48%	44%	55%	45%
Land use, planning and zoning	33%	41%	46%	48%	23%	36%	38%
Code enforcement (weeds, abandoned buildings, etc.)	40%	42%	42%	34%	29%	35%	37%
Cable television	36%	50%	23%	38%	24%	26%	33%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Economic development	32%	49%	46%	44%	37%	28%	39%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City parks	84%	71%	80%	87%	83%	80%	81%
Recreation programs or classes	71%	54%	47%	70%	69%	59%	62%
Recreation centers or facilities	68%	51%	48%	63%	68%	53%	59%
Health services	72%	64%	64%	73%	61%	65%	67%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public library services	86%	79%	70%	89%	88%	80%	82%
City-sponsored special events	54%	64%	37%	49%	47%	63%	53%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public information services	64%	61%	45%	60%	57%	47%	56%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Sense of community	49%	45%	36%	62%	45%	56%	49%
Recommend living in Rio Rancho to someone who asks	93%	88%	78%	82%	83%	94%	86%
Remain in Rio Rancho for the next five years	84%	84%	78%	82%	81%	93%	84%
Contacted the City of Rio Rancho (in-person, phone, email or web) for help or information	51%	56%	51%	43%	44%	42%	48%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Was NOT the victim of a crime	89%	79%	79%	86%	92%	82%	85%
Did NOT report a crime	57%	74%	65%	73%	78%	77%	71%
Stocked supplies in preparation for an emergency	44%	29%	18%	34%	32%	23%	30%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Walked or biked instead of driving	36%	42%	48%	43%	57%	17%	41%
Carpooled with other adults or children instead of driving alone	50%	32%	60%	34%	36%	34%	41%
Used bus, rail, subway or other public transportation instead of driving	7%	7%	23%	4%	13%	8%	10%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Recycle at home	91%	89%	92%	83%	91%	94%	90%
Made efforts to make your home more energy efficient	75%	85%	90%	83%	76%	79%	81%
Made efforts to conserve water	94%	95%	90%	90%	89%	95%	92%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
NOT under housing cost stress	74%	68%	85%	82%	65%	78%	75%
Did NOT observe a code violation	39%	45%	51%	49%	45%	46%	46%



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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	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	99%	100%	100%	100%	98%	99%	99%
Economy will have positive impact on income	22%	26%	27%	28%	22%	27%	25%
Work in Rio Rancho	32%	54%	24%	38%	30%	24%	34%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Rio Rancho recreation centers or their services	60%	46%	45%	66%	38%	54%	52%
Visited a neighborhood park or City park	80%	80%	78%	84%	78%	82%	80%
Eat at least 5 portions of fruits and vegetables a day	83%	78%	83%	84%	83%	83%	82%
Participate in moderate or vigorous physical activity	82%	91%	89%	75%	75%	84%	82%
Reported being in "very good" or "excellent" health	57%	66%	82%	63%	58%	64%	65%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Rio Rancho public libraries or their services	73%	73%	59%	67%	65%	56%	66%
Participated in religious or spiritual activities in Rio Rancho	38%	35%	36%	51%	52%	55%	45%
Attended a City-sponsored event	51%	41%	30%	43%	43%	27%	39%

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Table 27: Participation - Community Engagement

	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)							
Campaigned or advocated for an issue, cause or candidate	30%	26%	17%	27%	26%	31%	26%
Contacted Rio Rancho elected officials (in-person, phone, email or web) to express your opinion	33%	22%	18%	15%	14%	17%	20%
Volunteered your time to some group/activity in Rio Rancho	37%	33%	21%	39%	37%	40%	34%
Participated in a club	27%	18%	22%	22%	14%	17%	20%
Talked to or visited with your immediate neighbors	90%	88%	86%	89%	95%	95%	90%
Done a favor for a neighbor	81%	75%	77%	78%	79%	94%	81%
Attended a local public meeting	29%	15%	22%	21%	20%	20%	21%
Watched (online or on television) a local public meeting	29%	17%	17%	26%	6%	19%	19%
Read or watch local news (via television, paper, computer, etc.)	87%	91%	86%	84%	76%	81%	84%
Vote in local elections	87%	92%	87%	86%	67%	85%	84%

Table 28: Community Focus Areas

	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	88%	95%	97%	93%	95%	99%	95%
Overall ease of getting to the places you usually have to visit	74%	80%	88%	72%	75%	85%	79%
Quality of overall natural environment in Rio Rancho	72%	83%	75%	74%	70%	81%	76%
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	75%	85%	78%	76%	78%	78%	78%
Health and wellness opportunities in Rio Rancho	82%	78%	82%	72%	78%	85%	79%
Overall opportunities for education and enrichment	85%	82%	83%	83%	73%	83%	81%
Overall economic health of Rio Rancho	96%	92%	93%	98%	91%	91%	94%
Sense of community	82%	85%	78%	79%	79%	79%	80%

Table 29: Support for Property Tax Increase to Support Public Safety Facility Improvements, Equipment and Vehicles

	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Please rate to what extent you would support or oppose a \$25 property tax increase (per \$100,000 in home value) that would be used for public safety facility improvements, equipment and vehicles (e.g., ambulances, fire trucks and police cars):	65%	59%	65%	75%	47%	57%	61%

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Table 30: Support for Continuance of the GO Road Bond

	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
In 2016, Rio Rancho voters passed the GO Road Bond, which allocated funds for the reconstruction and improvement of City roads (High Resort Boulevard and Sara Road). Please rate how likely or unlikely you would be to vote in favor of the continuance of the GO Road Bond if current property tax levels would not change:	94%	65%	83%	87%	80%	78%	81%

Table 31: Support for City Acquiring Club Rio Rancho

	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
To what extent would you support or oppose a gross receipts tax (GRT) increase of about 6 cents for a \$100 purchase of goods and services (1/16 of 1%) to have the City acquire and maintain the property formerly known as Club Rio Rancho/Chamisa Hills Golf and Country Club as natural open space, excluding amenities such as trails and landscaping?	53%	42%	46%	60%	53%	37%	49%

Table 32: Quality of Road Projects

Please rate the quality of the following recent roadway construction projects: (Percent rating as "excellent" or "good").	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Idalia Road Reconstruction	74%	72%	73%	81%	65%	85%	75%
High Resort Boulevard Reconstruction	74%	71%	68%	85%	78%	87%	77%
Sara Road Improvements	90%	73%	72%	90%	75%	79%	81%
Broadmoor Boulevard Extension	75%	74%	76%	92%	74%	87%	80%

Table 33: Support for Senior Center Locations

The City of Rio Rancho has received \$3.4 million to build the first phase of a new senior center. Please rate to what extent you would support or oppose the construction of a new senior center at each of the following locations. (Percent rating as "strongly" or "somewhat support").	District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Unser Blvd near Rust Medical Center	86%	61%	59%	72%	84%	65%	71%
Enchanted Hills	56%	57%	87%	57%	60%	80%	65%
City Center (in partnership with UNM)	59%	72%	63%	58%	56%	63%	62%
Loma Colorado (the area near the library, aquatic center, etc.)	81%	76%	59%	77%	69%	85%	75%