

City of Las Vegas

Agenda Item 1



AGENDA SUMMARY PAGE

CITY COUNCIL MEETING OF: APRIL 1, 2015

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH N. FRETWELL

☐ Consent ☒ Discussion

SUBJECT:
ADMINISTRATIVE

ABOVEANCE ITEM: Report from the ETC Institute regarding the 2014 Community Survey findings - All Wards

Fiscal Impact:

☐ No Impact ☐ Augmentation Required
☐ Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

The city of Las Vegas has conducted an annual citizen survey since 2010. In 2013 and 2014, the survey has been conducted by ETC Institute and has enabled the city to measure improvements by tracking performance over time as well as benchmark performance against large cities in the nation. The survey identifies which aspects of the community provide the greatest leverage on citizens' overall satisfaction - and how satisfaction, in turn, influences the community's image and citizen behaviors such as volunteering, remaining in the community, recommending it to others and encouraging start-up businesses in the community. The survey also focuses on respondents' satisfaction with city services and which services should be given the highest priority.

RECOMMENDATION:

Report only

BACKUP DOCUMENTATION:

Submitted at Meeting PowerPoint Presentation by Ron Vine

Minutes:

CITY MANAGER ELIZABETH FRETWELL invited RON VINE, Senior Vice President of the ETC Institute (ETC) to the podium and stated that ETC is one of the nation's leaders in community based market research. ETC helps corporate, governmental and non-profit organizations gather and interpret data from the general public and special interest groups regarding a wide range of issues, and has done surveys for more than 700 cities in the United States. CITY MANAGER FRETWELL was proud of the survey results, reporting that the

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residents have a very high perception of the City. Las Vegas scored 20 points higher than peer cities in the large city category for the quality of services the City provides, which is a testament to the City's employees and the City Council's leadership and vision. The survey shows that for every complaint received, 14 other residents are happy. In 2013, the rating for a place to work was significantly below the peer average; the rating is on an up-arrow trend as it has increased by six points. She reported the same thing for the youth programs and some of that progress is related to how the City is investing in the budget. Some areas need emphasis and staff tried to build a budget around those areas including economic development, police services, maintenance and cleanliness of the city streets, police visibility and crime prevention. If the City can make a marked difference in police, homelessness, cleanliness, transportation infrastructure projects and economic development activities, the up-arrow trends will continue.

MR. VINE reviewed a PowerPoint presentation which was submitted as backup documentation that showed the major findings and conclusions of the survey. The purpose of the survey was to assess the residents' satisfaction of services provided by the City, tracking the City's performance, comparing the City's performance to other local entities and to help determine priorities for the City. A six-page survey was administered by mail, phone and online; 922 surveys were completed which included at least 50 surveys from each ward, and all demographic groups were well represented.

MR. VINE stated that the bottom line is that residents have a positive perception of City services and most areas of the city are satisfied with the services. To enhance overall satisfaction with city government, the City should focus on economic development, police services and maintenance and beautification of city streets.

The first major finding of the survey indicates that residents have a positive perception of City services, noting that there is at least a 2:1 ratio of satisfaction of quality of City services with the exception of satisfaction with the overall quality of public schools. MR. VINE also pointed out that economic development was a category of City services that received the lowest satisfaction score.

In response to MAYOR GOODMAN'S inquiry, MR. VINE confirmed that the survey results also show the statistics by ward. COUNCILMAN ROSS was surprised at the number of neutral responses received regarding economic development. CITY MANAGER FRETWELL pointed out that a question regarding downtown development had been added to the survey a couple of years ago and it showed a significant positive number. She stated that the City needs to focus on the overall jobs climate and what is being done in economic development to help the overall community. COUNCILMAN BARLOW stated that employment is related to education and the quality and level of education needs to improve so there is an educated work force. MR. VINE agreed that there is a correlation between public education and other issues, and public education is always a big driver in the community.

The second major finding of the survey indicates that the City is moving in the right direction and since the previous survey, the City has either stayed the same or improved the level of

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satisfaction in every major service category. COUNCILWOMAN TARKANIAN pointed out that the satisfaction regarding the adequacy of city street lighting is still down from 2010. The survey results confirm complaints that have been received from residents since changing the type of lighting provided. CITY MANAGER FRETWELL stated that staff had a discussion regarding the issue and JORGE CERVANTES, Executive Director of Community Development, will be looking at the data to see which areas of the city showed concerns and what can be done about the street lighting. MAYOR GOODMAN stated that residents understand that the LED lighting is a sustainability issue, but residents expressed concern about the spread of the light path and the intensity of the light not being as good as what was previously provided.

The third major finding in the survey indicates that the overall satisfaction with City services is high in most areas of the city. In response to COUNCILMAN BARLOW'S inquiry, COUNCILMAN ROSS stated that the northernmost fire stations in Ward 6 are Fire Station 41 and Fire Station 48. COUNCILMAN BARLOW pointed out that Fire Station 108 recently opened and wondered if a higher satisfaction rate would be seen next year. CITY MANAGER FRETWELL stated that there was a very small number of dissatisfied residents regarding fire services but satisfaction may grow due to new station deployment and less reliance on sister agencies. COUNCILMAN ROSS pointed out that City services are also providing services to Clark County islands and North Las Vegas as mutual aid.

MR. VINE stated that street maintenance and code enforcement are areas of concern in some areas and economic development and jobs were concerns in all parts of the city.

COUNCILWOMAN TARKANIAN stated that the City tries to distribute money evenly amongst the wards, but every ward is not equal as far as needs. The older wards need more maintenance as shown by the survey. MR. VINE stated that areas to be most concerned about would be those where part of the community is very satisfied and part of the community is very dissatisfied.

COUNCILMAN COFFIN believed that the street maintenance and code enforcement satisfaction differences between Wards 1, 3 and 5 and the new wards were important to consider. He pointed out that because the results represent average responses, some of the residents were probably dissatisfied. He did not believe that there would be enough money available to distribute it equally and still take care of the concern areas.

Another major finding in the survey indicates that the overall satisfaction with City services is significantly higher in Las Vegas than other large cities, but the City is trailing in some areas not directly related to City services. Areas that are lower include the overall quality of metropolitan police services, quality of life, the City's efforts to be inclusive and promote diversity, quality of the public schools, a place to work and a place to raise children. Residents feeling safe in parks was also trailing other large cities.

The fourth major finding in the survey indicates that to enhance overall satisfaction with City government, the City should focus on economic development, police services and street maintenance. MR. VINE reviewed the major categories of City services and summarized the priorities as rated by importance and satisfaction which included economic development,

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homeless services, clean-up of junk and debris, efforts to prevent crime, visibility of police, graffiti removal, cleanliness of streets, downtown parking and neighborhood clean-ups. MAYOR GOODMAN stated that the City and non-profits are working hard on the homeless services issue and mentioned that the federal government has cut back on its grants.

MAYOR GOODMAN requested that the report be placed on the City's website.

COUNCILMAN ROSS thanked MR. VINE and CITY MANAGER FRETWELL. He said that the survey says a lot about the leadership of the City Council and the City Manager and her executive team.

MAYOR GOODMAN believed that as everyone works together, some of the issues identified will be remediated. CITY MANAGER FRETWELL confirmed for MAYOR GOODMAN that this survey is conducted each year in the fall and is usually brought to the City Council in February.

MAYOR GOODMAN thanked MR. VINE for the easy to read report.

