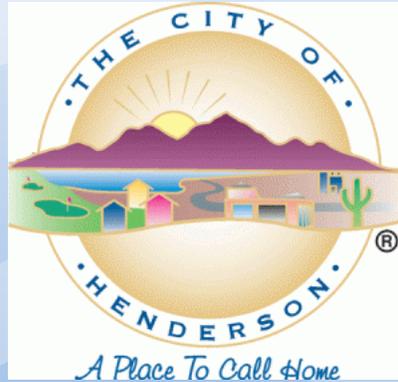


Findings Report for a Statistically Valid Community Survey



Submitted to

The City of Henderson, NV

By



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Section 1
Executive Summary

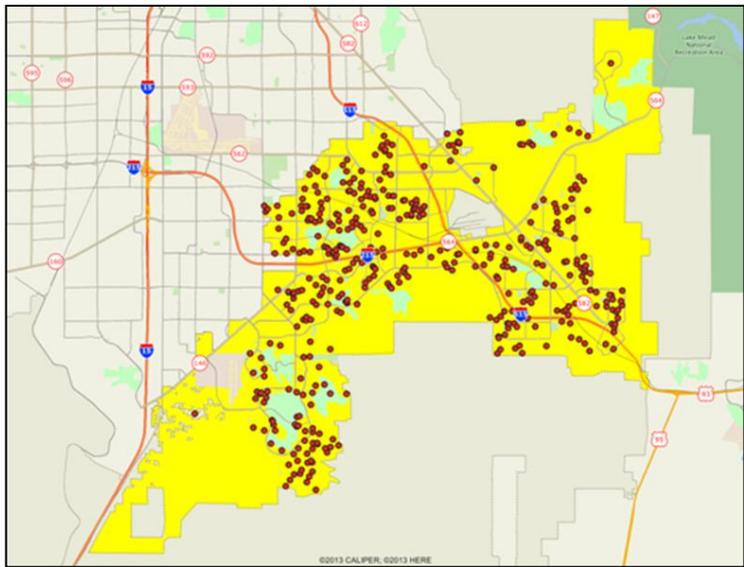


Purpose and Methodology

ETC Institute administered the second DirectionFinder® survey for the City of Henderson during fall of 2014. This first survey was administered in 2010. The survey was administered as part of the City’s effort to assess citizen satisfaction with the quality of services and to establish priorities of service delivery. The information gathered from the survey will help the City establish budget priorities and refine policy decisions.

Resident Survey. A seven-page survey was mailed to a random sample of households in the City of Henderson during the fall of 2014. Approximately seven days after the surveys were mailed

residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 30 completed the survey online and 397 returned it by mail for a total of 427 completed surveys. The results for the random sample of 427 households have a 95% level of confidence with a precision of at least +/- 4.3%. There were no statistically significant differences in the results of the survey based on the method of administration (online vs. mail). In order to better



understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Henderson with the results from other communities in the *DirectionFinder*® database. 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 provided in the tabular data section 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:

- A summary of the methodology for administering the survey and major findings
- Charts showing the overall results of the survey
- Benchmarking data that shows how the results for the City of Henderson compare to other similar size cities and across the U.S.
- Emerging trends from the previous survey efforts
- Importance Satisfaction Analysis
- GIS Maps
- Tabular analysis and cross-tabular analysis
- A copy of the survey instrument

Henderson Trends (2011 to 2015)

Henderson overall satisfaction has improved in every category area tested on the survey since 2011. The mean rating was at or above the mean rating of the Henderson 2011 survey findings in 32 out of 37 areas that were comparatively assessed on the survey. The City rated slightly below the 2011 mean in only four areas. Seven (7) categories were assessed in comparison to the 2011 mean satisfaction rating. Below is a listing of category areas that increased in satisfaction compared to areas assessed.

Categories in which areas of satisfaction increased in every area assessed include:

❖ Major City Services	10/10
❖ Issues that Influence Perceptions of the City	3/3
❖ Feeling of Safety in the Community	3/3
❖ Park and Recreation	4/4

Major Findings

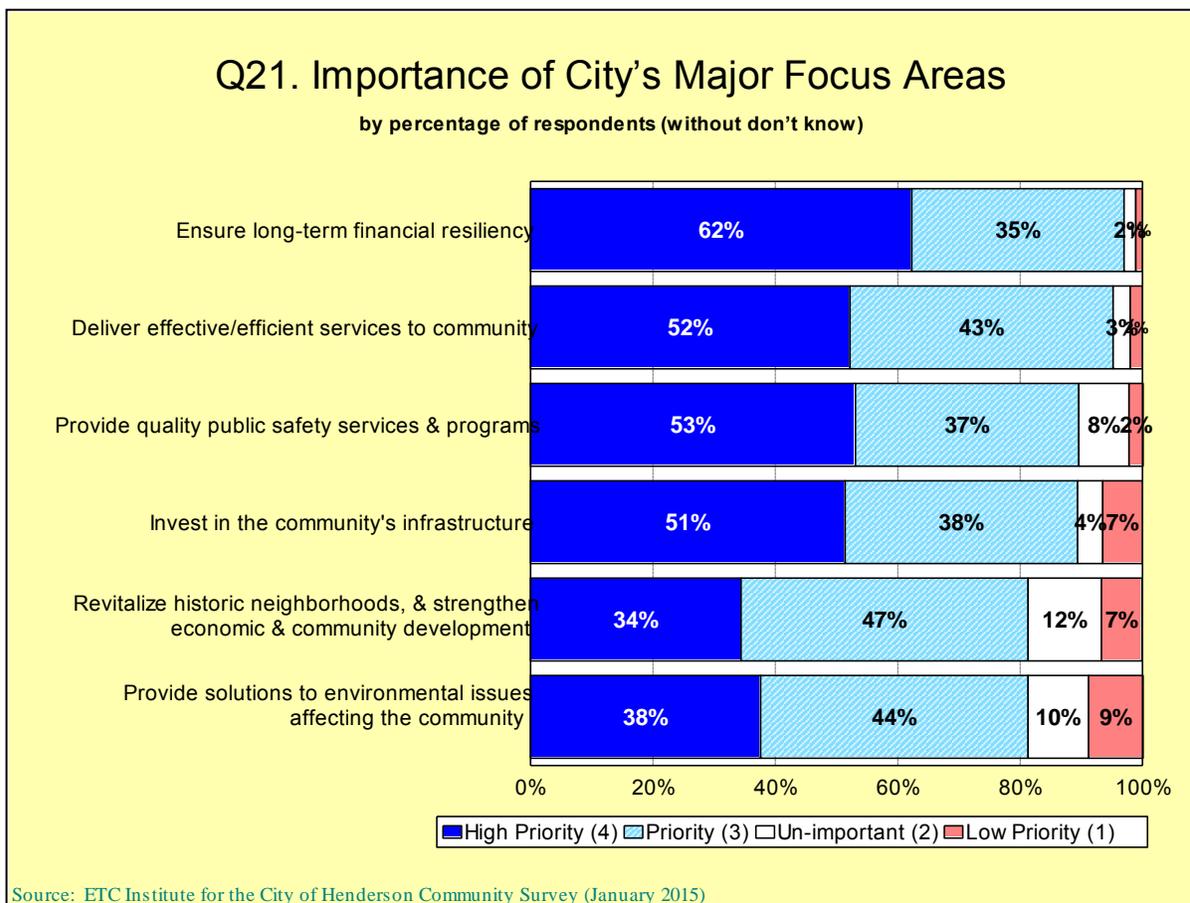
- **Most of the residents surveyed were satisfied with City services.** Ninety-eight percent (98%) of the residents surveyed *who had an opinion* were satisfied (rating of 3 or 4 on a 4-point scale) with the quality of the City's fire services, 98% were satisfied with ambulance and emergency medical services, 98% were satisfied with the quality of life in the City, and 97% were satisfied with the election and voter registration process. *Satisfaction with the overall quality of services provided by the City rated significantly above the national average.*

- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Henderson over the next two years were: (1) roadways and infrastructure (48%), and (2) crime prevention (41%).
- **Perceptions of the City.** Ninety-nine (99%) of the residents surveyed *who had an opinion* indicated that they were satisfied with Henderson as a place to live, 96% were satisfied with their neighborhood as a place to live, and 94% were satisfied with Henderson as a place to raise a family.
- **Public Safety.** The city services that residents were most satisfied with include; 97% how quickly fire personnel respond to emergencies, 96% quality of ambulance and emergency medical services, 96% police and fire dispatchers' (911) attitude, and 95% fire prevention and education. **Residents thought the public safety services that should receive the most emphasis over the next two years was to maintain a low crime rate (33%), provide neighborhood police patrols (32%), and the City's efforts to prevent crime (31%).**
- **Community Safety.** Based on the percentage of residents who either felt "very safe" or "somewhat safe," 92% of residents felt safe in their neighborhood. Other similar feelings of safety include: From violent crime (92%) and in City parks (90%).
- **City Maintenance/Public Works.** The areas of maintenance that were rated best by residents included: cleanliness of streets and other public areas (92%), condition of sidewalks (89%), and maintenance and condition of streets in neighborhoods (86%). Residents were generally least satisfied with traffic flow on major City streets, and traffic signal timing. **The maintenance issue that should receive the most emphasis over the next two years is Maintenance and condition of city streets (47%), traffic flow on major City streets (40%), and traffic signal timing (38%).**
- **Parks and Recreation.** Ninety-eight percent (98%) of the residents *who had an opinion* were satisfied (rating of 3 or 4 on a 4-point scale) with the maintenance of City parks and recreation facilities, 97% were satisfied with maintenance of City pools, 95% were satisfied with the maintenance and condition of walking and biking trails, and 94% were satisfied with the quality of youth recreation programs. **Residents thought the area of parks and recreation that should receive the most emphasis over the next two years was the maintenance of City parks and facilities (45%). This has continued to be the most important to residents since the 2011 survey efforts.**
- **Cultural Arts and Tourism.** Based on the sum of residents who were either "very satisfied" or "somewhat satisfied," (88%) of residents were the most satisfied with opportunities to attend concerts. Other similar levels of satisfaction include: opportunities to attend festivals and events (87%) and opportunities to attend cultural arts programs (84%).

- **City Communications.** The top three information sources respondents use to find out about city communication and programming include Henderson Happenings (66%), printed newspaper (41%), and television-local news (38%). Eighty-four percent (84%) of the residents surveyed *who had an opinion* were satisfied (rating of 3 or 4 on a 4-point scale) with the accessibility and openness of public information and 81% were satisfied with the availability of information about City programs and services.
- **Economic Development.** Based on the sum of residents who were either “very satisfied” or “somewhat satisfied,” 85% were satisfied with overall economic development. Other similar levels of satisfaction include: helping local businesses grow (74%) and efforts to diversify the economy from a dependence on tourism (71%).

Top Priorities

Among six areas that residents were asked to prioritize, by the areas that the residents indicated as the highest priority, the top three were 1) ensure long-term financial resiliency, 2) deliver effective and efficient services to the community, and 3) provide quality public safety services and programs.



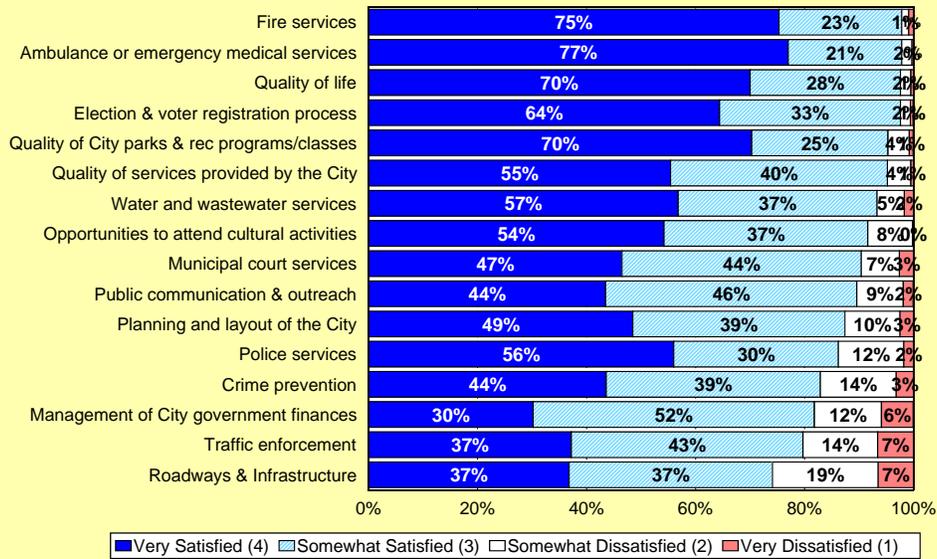
Other Findings:

- Residents receive information about City communication and programming from, Henderson Happenings (66%), printed newspaper (41%), television-local news (38%), cityofhenderson.com (35%), mailers, flyers and posters (34%), and word of mouth (24%).
- Ninety-seven percent (97%) of residents are likely to recommend living in Henderson to someone who asks.
- Residents were asked their willingness to pay more each year to maintain the services at its current level. The top three services included: Police services (58%), fire emergency response (45%), and ambulance/emergency medical services (40%).

Section 2
Charts and Graphs

Q1. Overall Satisfaction With City of Henderson Services

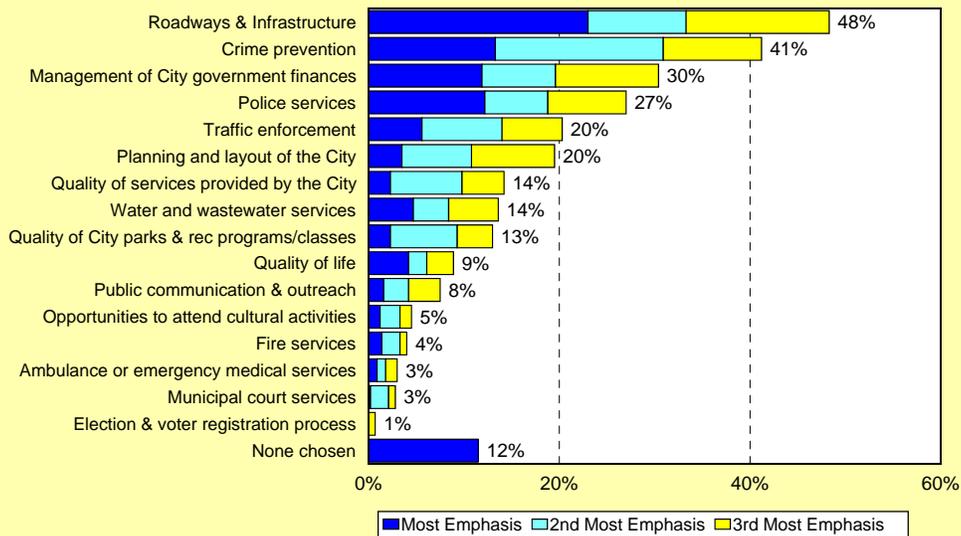
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q2. City of Henderson Services That Should Receive the Most Emphasis From City Leaders Over the Next 2 Years

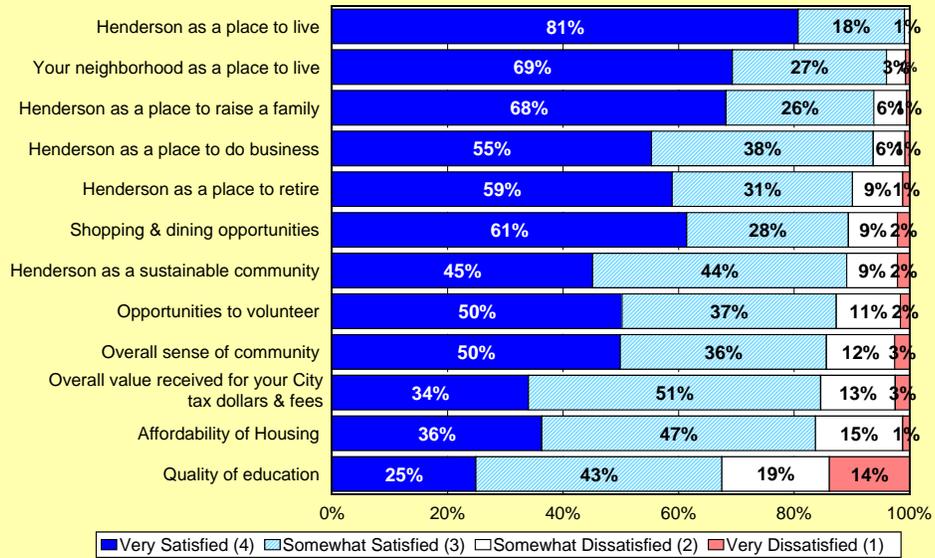
by percentage of respondents (based on top 3 choices)



Source: ETC Institute (2015)

Q3. Perceptions of Henderson as a Community

by percentage of respondents (excluding don't know)

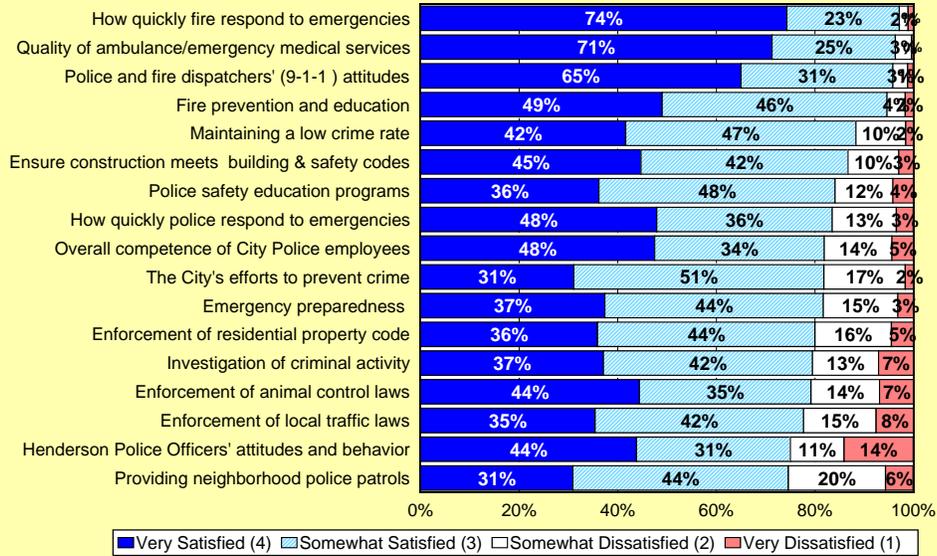


Source: ETC Institute (2015)

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Q4. Overall Satisfaction With City of Henderson Public Safety Services

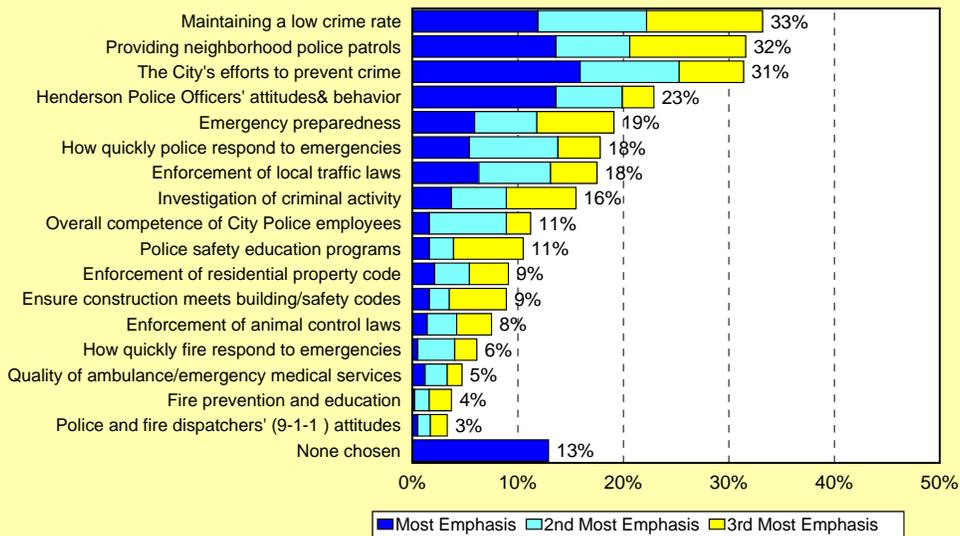
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q5. City of Henderson Public Safety Items That Should Receive the Most Emphasis From City Leaders Over the Next 2 Years

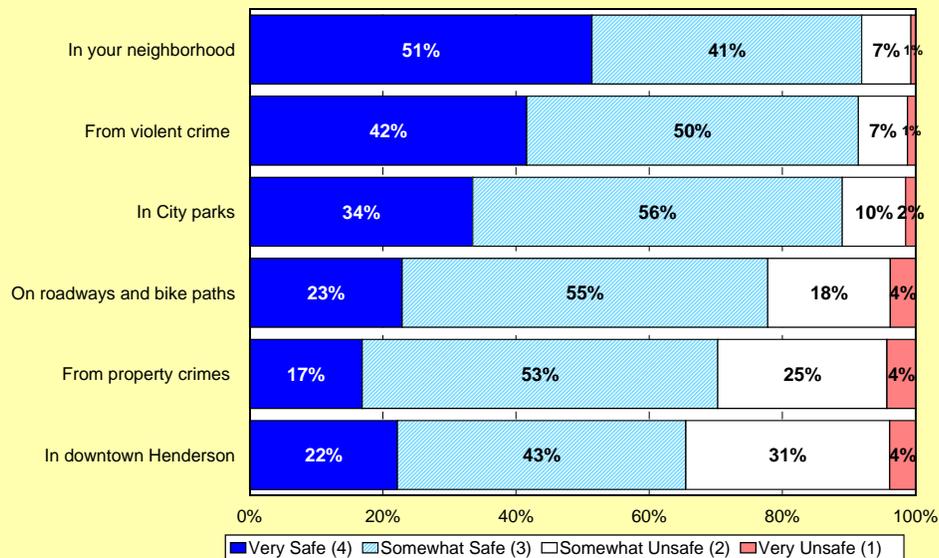
by percentage of respondents (based on top 3 choices)



Source: ETC Institute (2015)

Q6. Community Safety: How Safe Do You Feel:

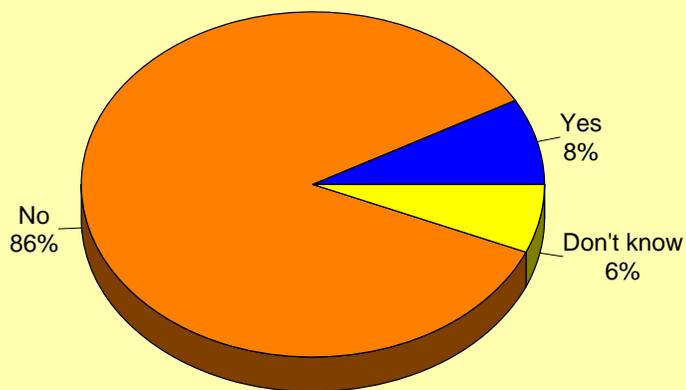
by percentage of respondents (without no opinion)



Source: ETC Institute (2015)

Q7. During the Past 12 Months Were You or Anyone in Your Household a Victim of a Crime?

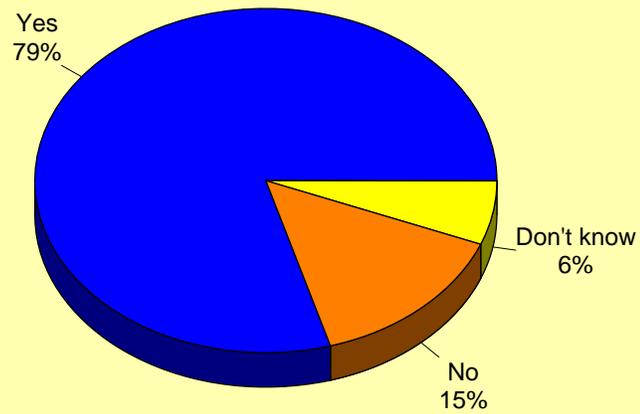
by percentage of respondents



Source: ETC Institute (2015)

Q7a. If YES, You Were a Victim of a Crime, Did You Report the Crime to the Police?

by percentage of respondents

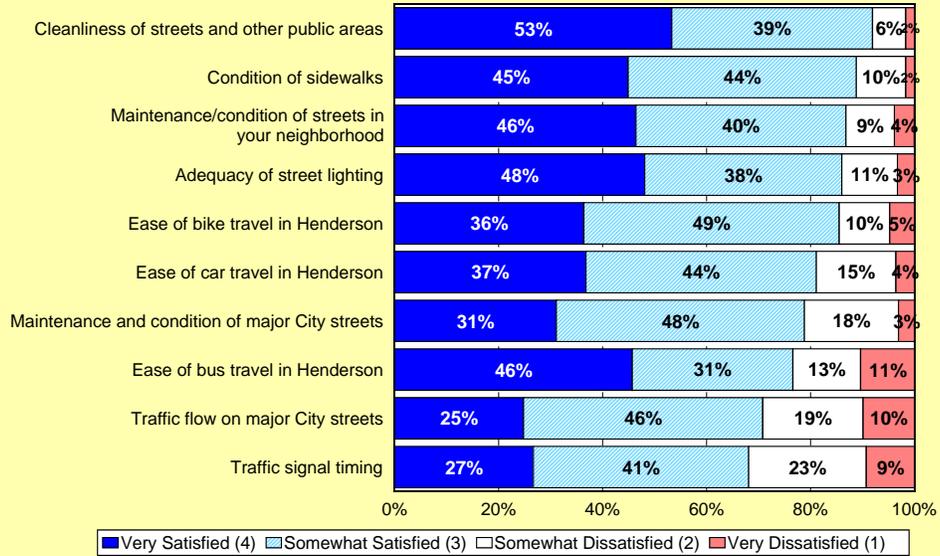


Source: ETC Institute (2015)

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Q8. Overall Satisfaction With City of Henderson Public Works

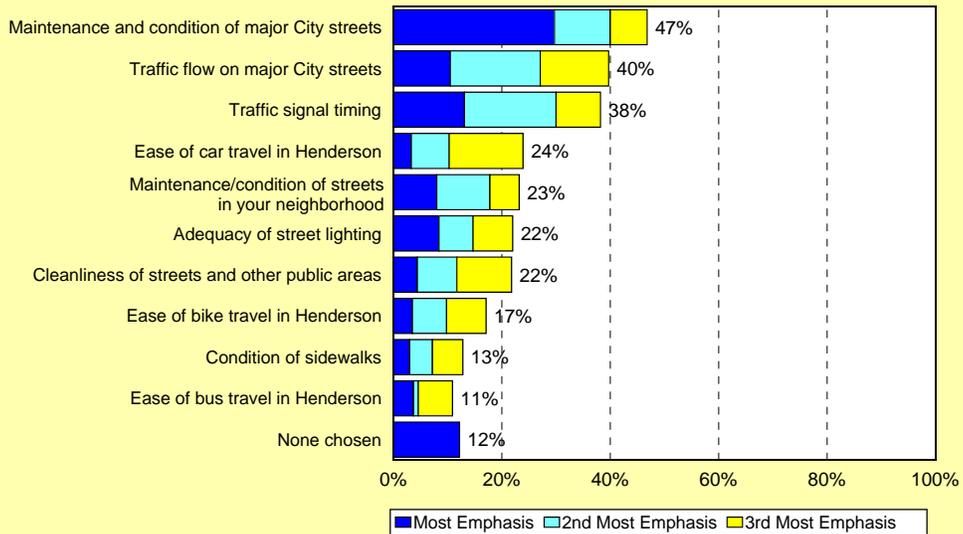
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q9. City of Henderson Public Works That Should Receive the Most Emphasis From City Leaders Over the Next 2 Years

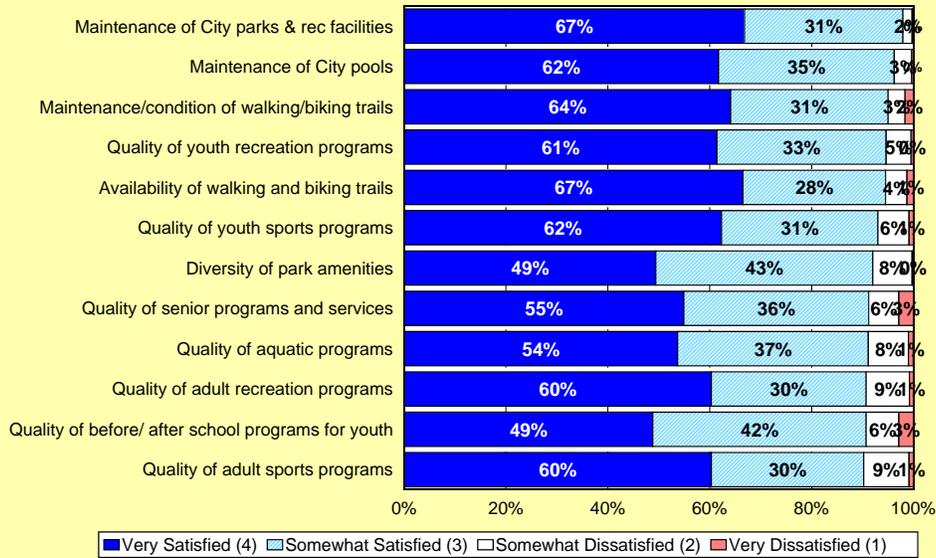
by percentage of respondents (based on top 3 choices)



Source: ETC Institute (2015)

Q10. Overall Satisfaction With City of Henderson Parks and Recreation

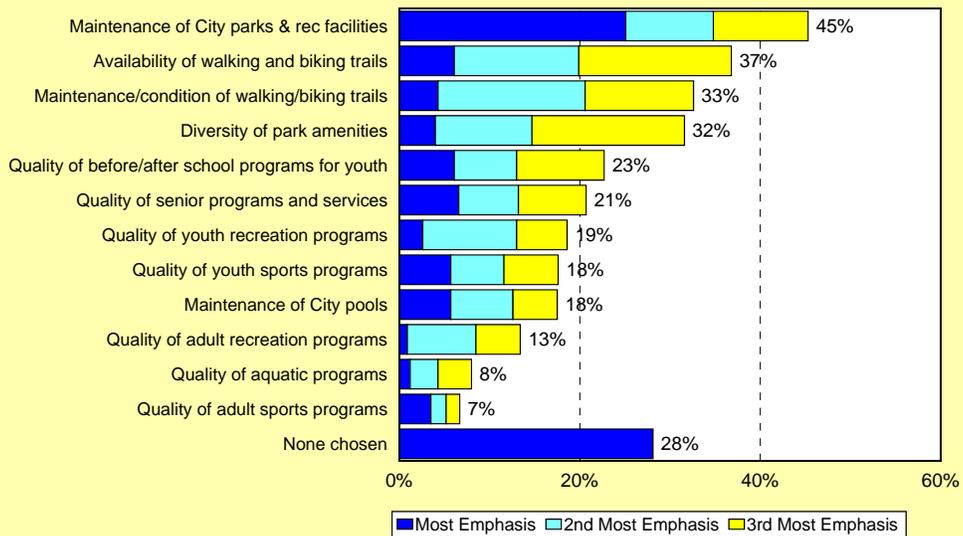
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q11. City of Henderson Parks and Recreation That Should Receive the Most Emphasis From City Leaders Over the Next 2 Years

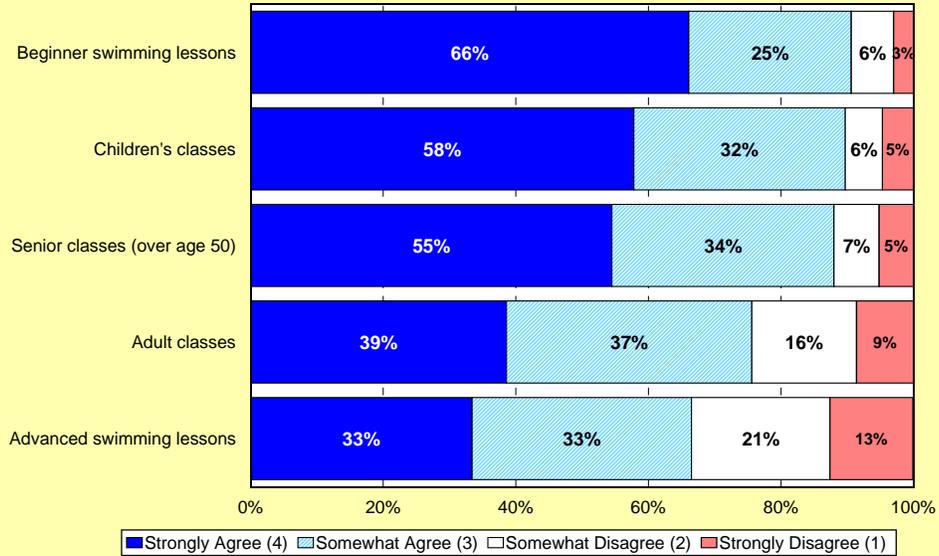
by percentage of respondents (based on top 3 choices)



Source: ETC Institute (2015)

Q12. Preferences on Subsidizing Recreation Programs

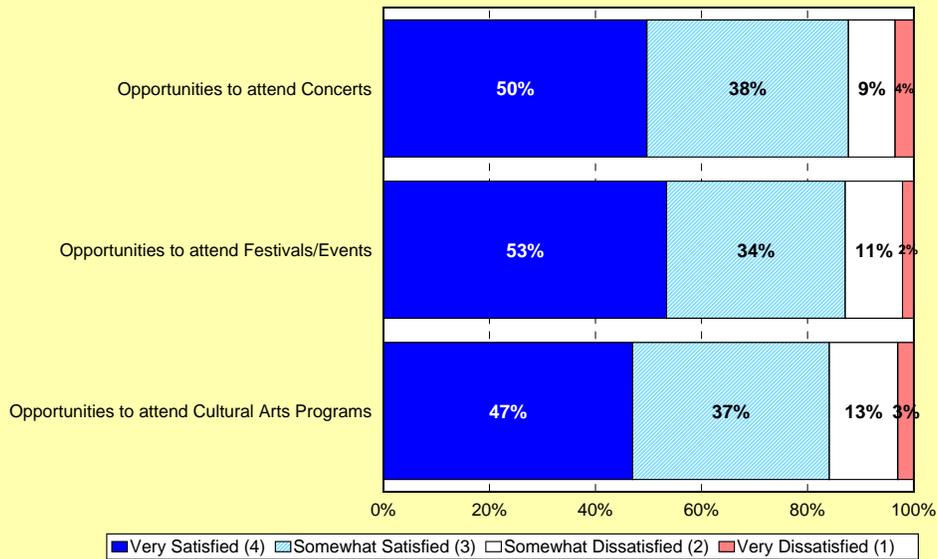
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q13. Overall Satisfaction With City of Henderson Cultural Arts & Tourism

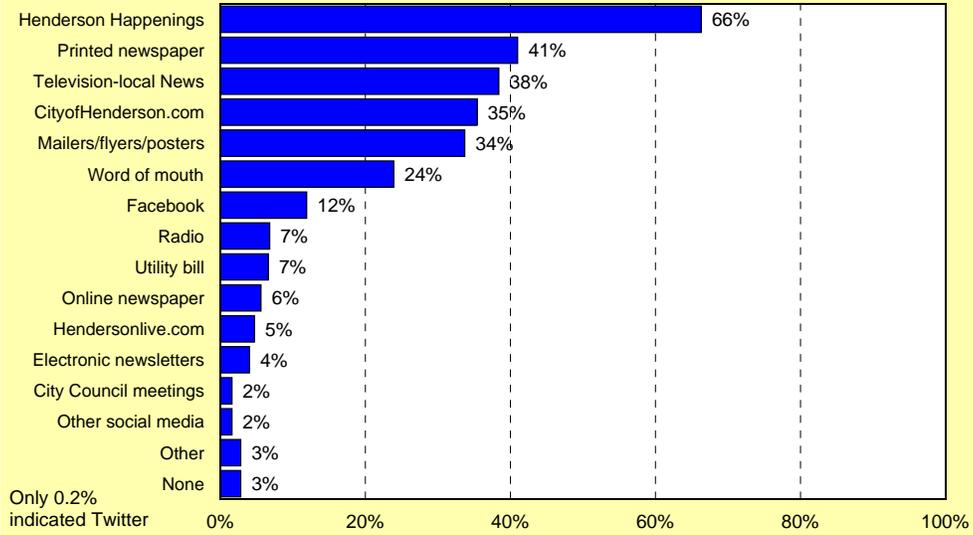
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q15. Top 3 Information Sources Respondents Use to Find Out About City Communication and Programming

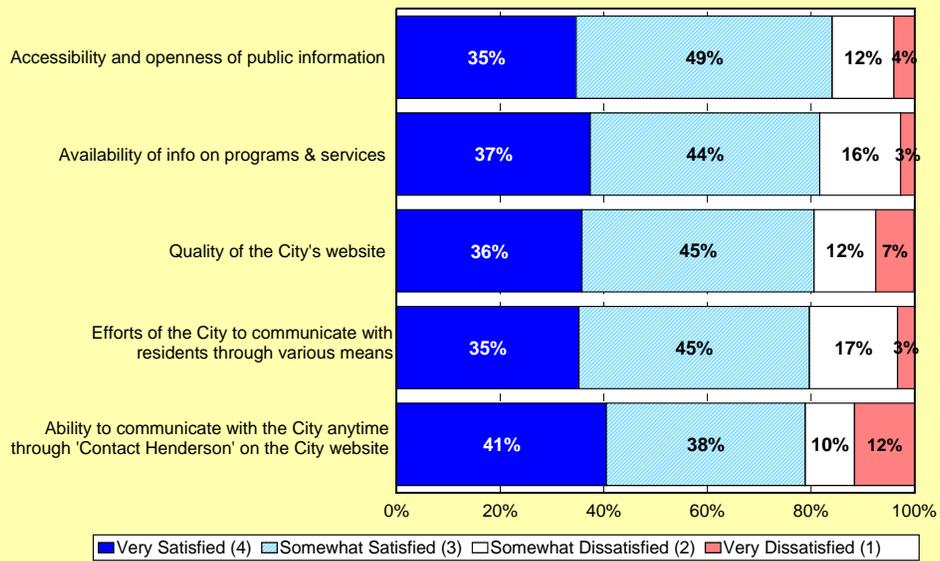
by percentage of respondents (based on top 3 choices)



Source: ETC Institute (2015)

Q16. Overall Satisfaction With City of Henderson City Communication

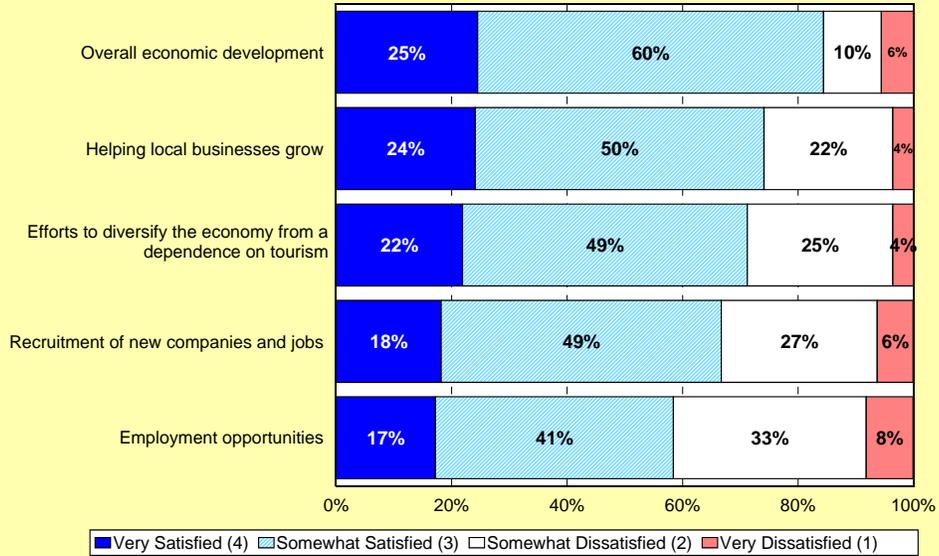
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q17. Overall Satisfaction With City of Henderson Economic Development

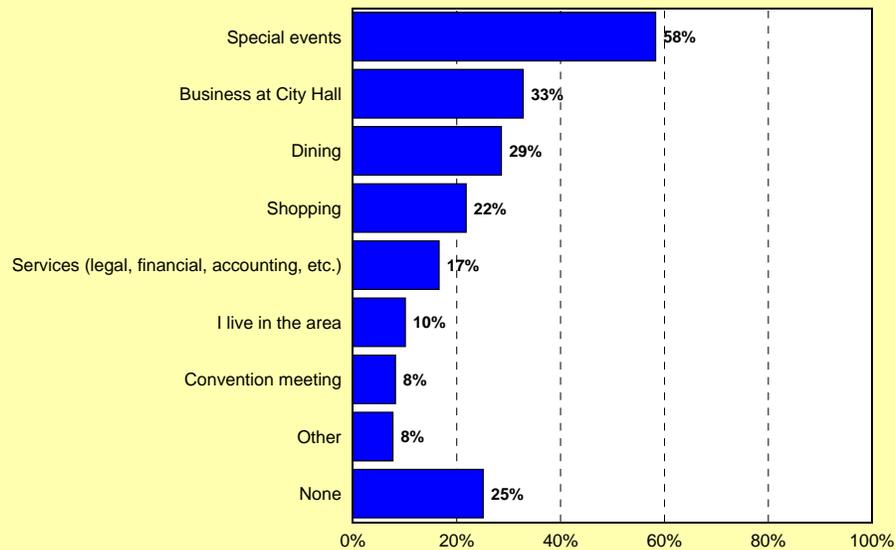
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q18. Purposes for Visiting Water Street District

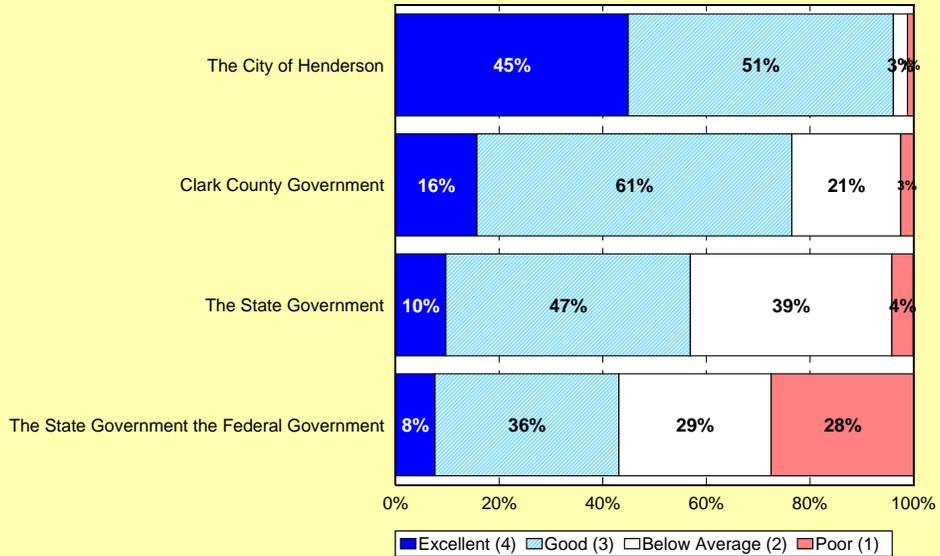
by percentage of respondents



Source: ETC Institute (2015)

Q19. Overall Quality of Services Provided

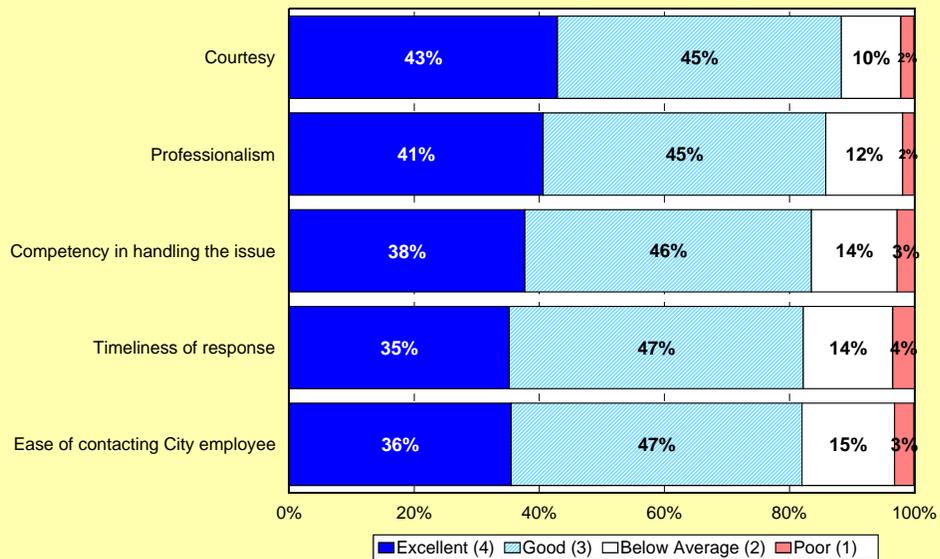
by percentage of respondents (excluding don't know)



Source: ETC Institute (2015)

Q20. Overall Quality of Interactions With City of Henderson Employees

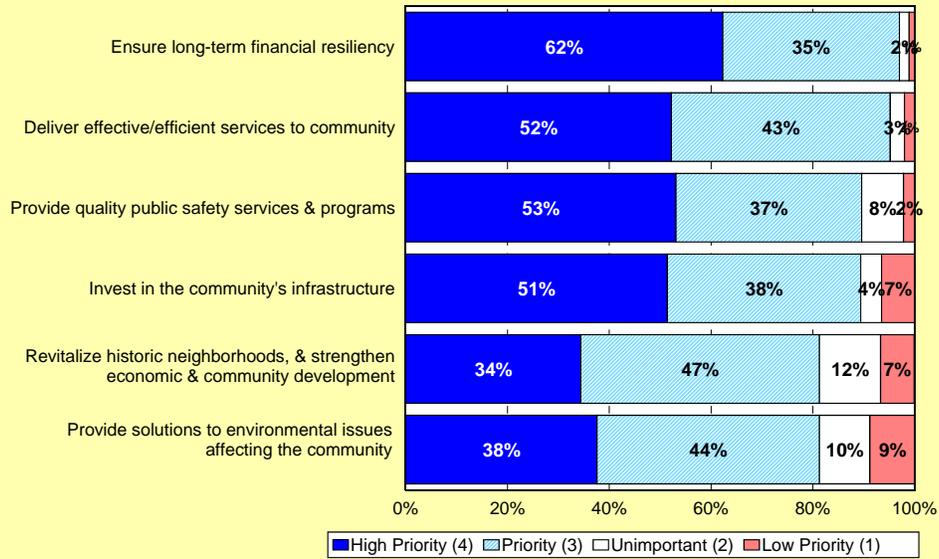
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q21. Priorities of City's Major Focus Areas

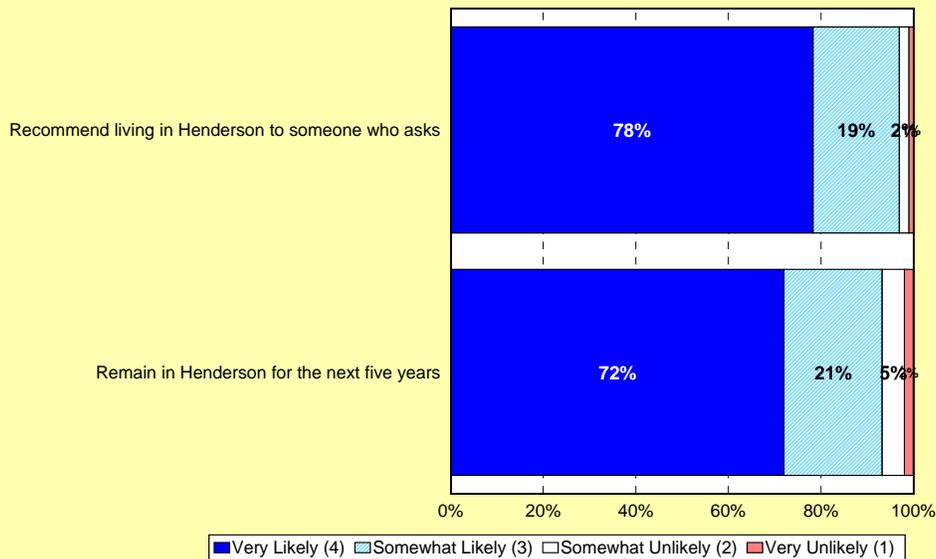
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q22. How Likely Respondents Are to Participate in the Following:

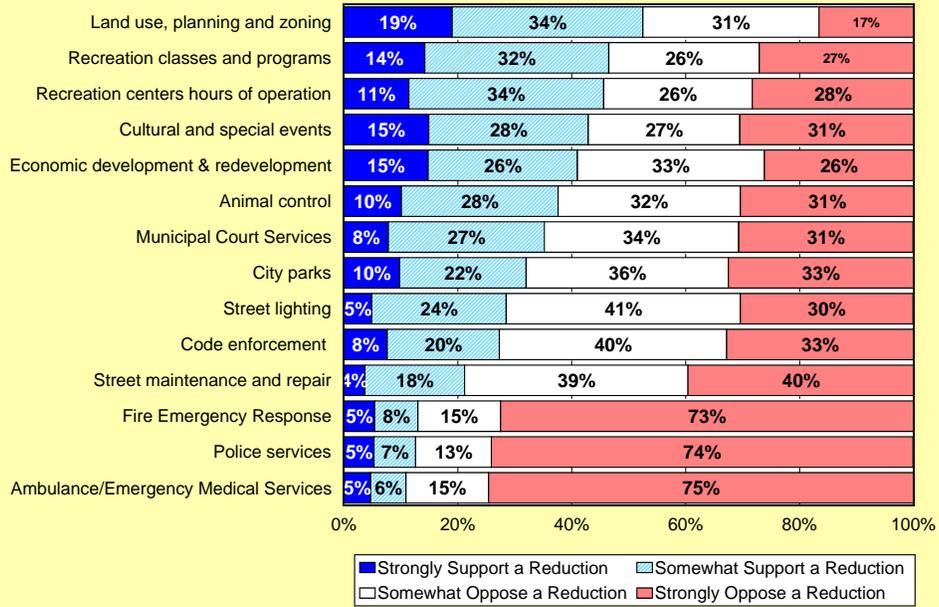
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q23. Support or Opposition to a Reduction in Services

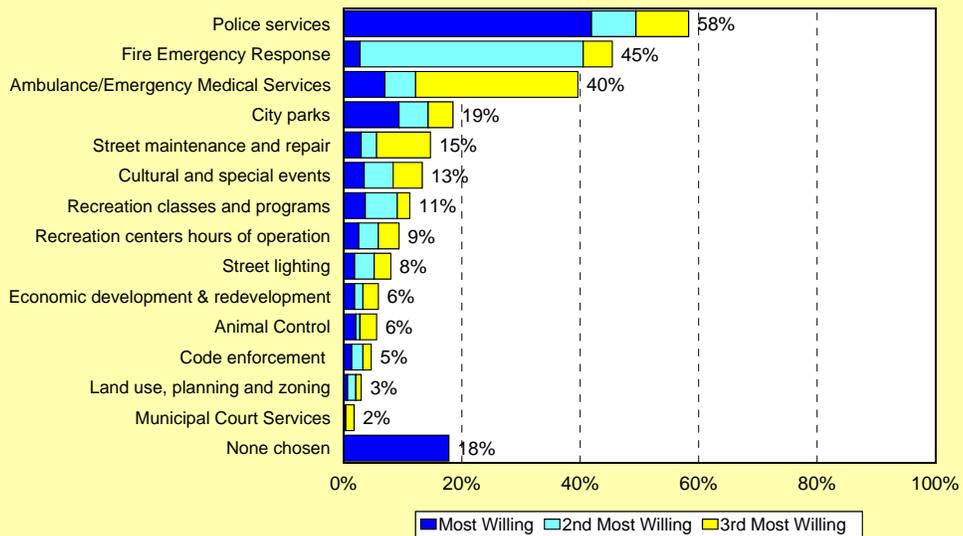
by percentage of respondents (without don't know)



Source: ETC Institute (2015)

Q24. Services Respondent Household's Are the Most Willing to Pay More Each Year to Maintain the Service at its Current Level

by percentage of respondents (based on top 3 choices)



Source: ETC Institute (2015)

Q25. Demographics: Lived in the City of Henderson

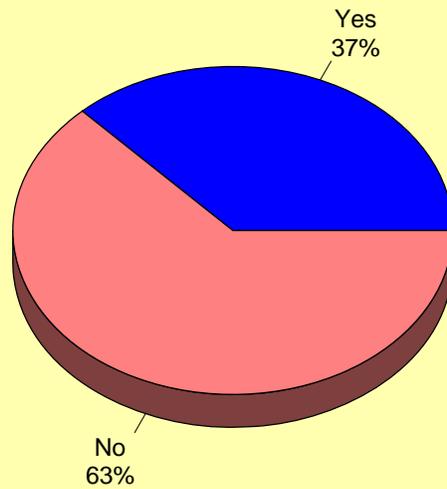
by percentage of respondents



Source: ETC Institute (2015)

Q25a. Demographics: Works Within City of Henderson Limits

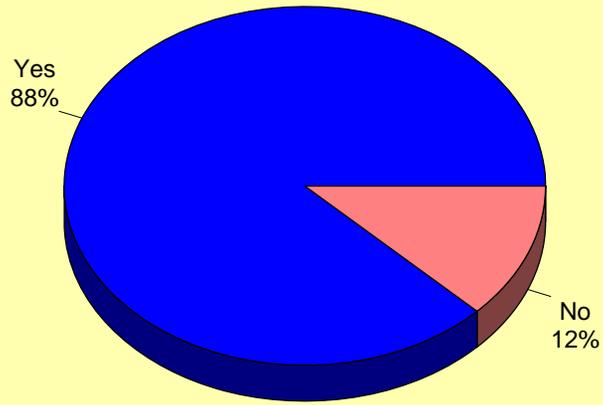
by percentage of respondents (without not provided)



Source: ETC Institute (2015)

Q26. Demographics: Registered Voter

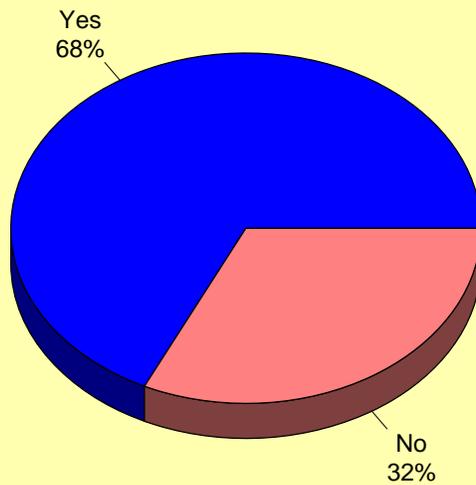
by percentage of respondents (without not provided)



Source: ETC Institute (2015)

Q27. Demographics: If Respondent Voted in the Last Local Election

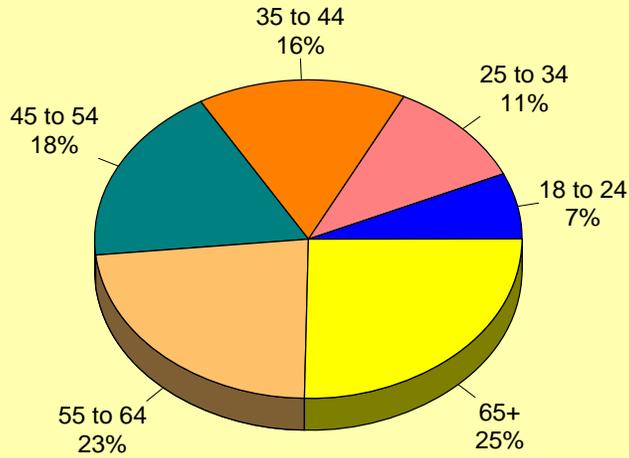
by percentage of respondents (without not provided)



Source: ETC Institute (2015)

Q28. Demographics: Age of Respondent

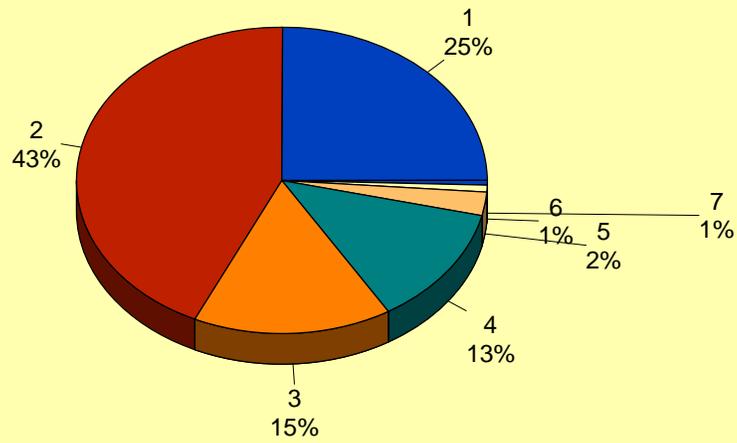
by percentage of respondents (without not provided)



Source: ETC Institute (2015)

Q29. Demographics: How Many Dependents (Including Respondent) Were Claimed on the 2013 Federal Taxes

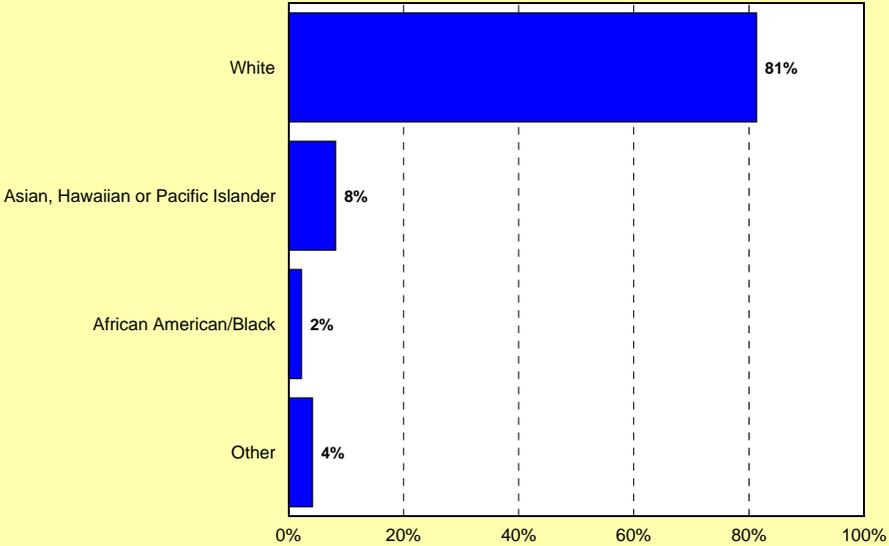
by percentage of respondents



Source: ETC Institute (2015)

Q30. Demographics: Which Best Describes Race/Ethnicity

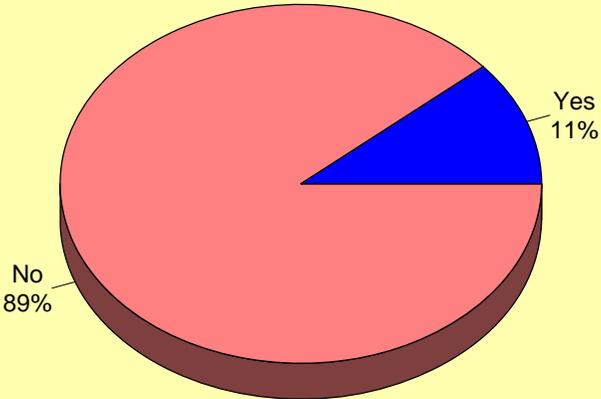
by percentage of respondents



Source: ETC Institute (2015)

Q31. Demographics: Hispanic or Latino Ancestry

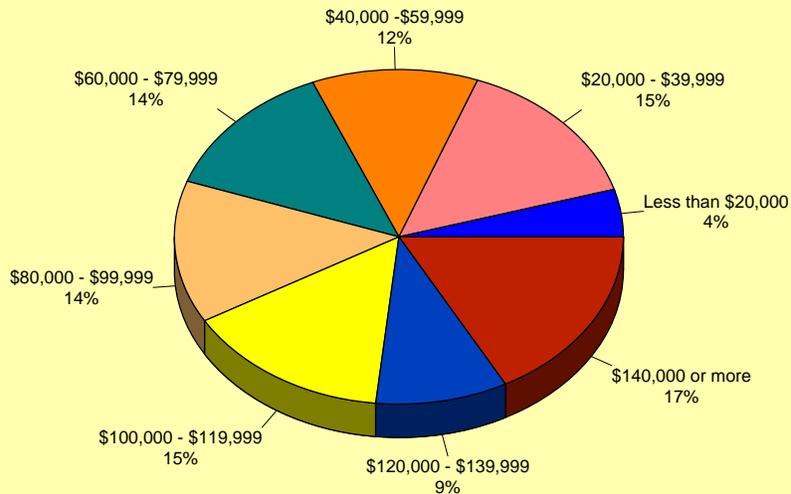
by percentage of respondents (without not provided)



Source: ETC Institute (2015)

Q28. Demographics: Annual Household Income

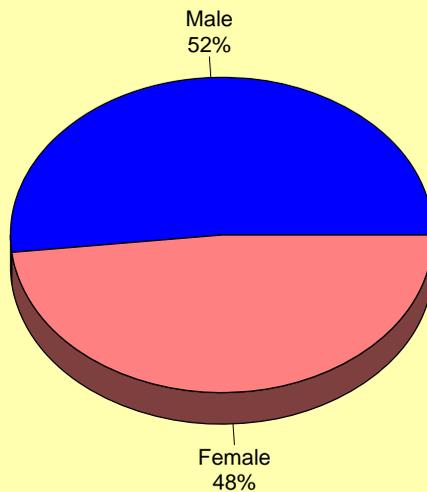
by percentage of respondents (not provided)



Source: ETC Institute (2015)

Q33. Demographics: Gender

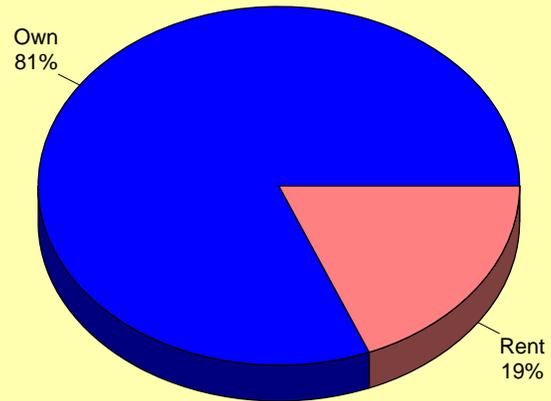
by percentage of respondents



Source: ETC Institute (2015)

Q34. Demographics: Own or Rent

by percentage of respondents (without not provided)



Source: ETC Institute (2015)