



# CITY OF LA VISTA, NE 2013

## Benchmark Report

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## UNDERSTANDING THE BENCHMARK COMPARISONS

### COMPARISON DATA

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<b>Region</b>	
West Coast <sup>1</sup>	17%
West <sup>2</sup>	20%
North Central West <sup>3</sup>	11%
North Central East <sup>4</sup>	13%
South Central <sup>5</sup>	7%
South <sup>6</sup>	26%
Northeast West <sup>7</sup>	2%
Northeast East <sup>8</sup>	4%
<b>Population</b>	
Less than 40,000	46%
40,000 to 74,999	19%
75,000 to 149,000	17%
150,000 or more	18%

<sup>1</sup> Alaska, Washington, Oregon, California, Hawaii

<sup>2</sup> Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

<sup>3</sup> North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

<sup>4</sup> Illinois, Indiana, Ohio, Michigan, Wisconsin

<sup>5</sup> Oklahoma, Texas, Louisiana, Arkansas

<sup>6</sup> West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

<sup>7</sup> New York, Pennsylvania, New Jersey

<sup>8</sup> Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

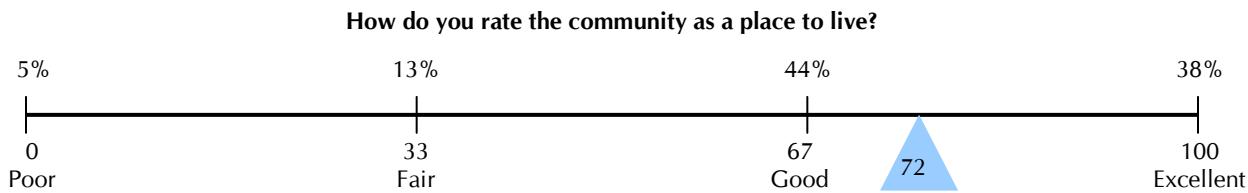
## PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent" = 100, "good" = 67, "fair" = 33 and "poor" = 0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor", the result would be 0 on the 100-point scale. If half the respondents gave a score of "excellent" and half gave a score of "poor," the average would be in the middle of the scale (like the center post of a teeter totter) between "fair" and "good." An example of how to convert survey frequencies into an average rating appears below.

### Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with "don't know"	Step 1: Remove the percent of "don't know" responses	Total without "don't know"	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	= 36 ÷ (100-5) =	38%	100	= 38% x 100 =	38
Good	42%	= 42 ÷ (100-5) =	44%	67	= 44% x 67 =	30
Fair	12%	= 12 ÷ (100-5) =	13%	33	= 13% x 33 =	4
Poor	5%	= 5 ÷ (100-5) =	5%	0	= 5% x 0 =	0
Don't know	5%		--			
Total	100%		100%			72



## INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The final column shows the comparison of your jurisdiction's average rating to the benchmark.

Where comparisons for quality ratings were available, the City of La Vista's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of La Vista's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater than the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

## NATIONAL BENCHMARK COMPARISONS

Overall Community Quality Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Overall quality of life in La Vista	74	122	424	Much above
Your neighborhood as place to live	76	74	286	Much above
La Vista as a place to live	80	83	349	Much above
Recommend living in La Vista to someone who asks	84	51	219	Much above
Remain in La Vista for the next five years	80	85	218	Similar

Community Transportation Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ease of bus travel in La Vista	32	177	206	Much below
Ease of bicycle travel in La Vista	48	145	278	Similar
Ease of walking in La Vista	60	102	272	Above
Availability of paths and walking trails	52	131	219	Below
Traffic flow on major streets	61	20	274	Much above

Frequency of Bus Use Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Ridden a local bus within La Vista	4	168	180	Much less

Drive Alone Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Average percent of work commute trips made by driving alone	85	8	205	Much more

Transportation and Parking Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Street repair	62	39	406	Much above
Street cleaning	69	18	276	Much above
Street lighting	67	12	302	Much above
Snow removal	72	16	272	Much above
Sidewalk maintenance	61	42	268	Much above
Traffic signal timing	61	7	232	Much above
Bus or transit services	39	179	207	Much below
Amount of public parking	61	12	218	Much above

Housing Characteristics Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Availability of affordable quality housing	61	9	289	Much above
Variety of housing options	63	33	211	Much above

Housing Costs Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	19	199	208	Much less

Built Environment Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Quality of new development in La Vista	58	81	265	Above
Overall appearance of La Vista	59	185	324	Similar

Population Growth Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Population growth seen as too fast	8	232	239	Much less

Nuisance Problems Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	11	106	237	Similar

Planning and Community Code Enforcement Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Land use, planning and zoning	52	73	281	Much above
Code enforcement (weeds, abandoned buildings, etc.)	52	105	336	Much above
Animal control	64	34	300	Much above

Economic Sustainability and Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Employment opportunities	39	133	288	Similar
Shopping opportunities	41	220	274	Much below
La Vista as a place to work	58	120	315	Above
Overall quality of business and service establishments in La Vista	53	145	209	Below

Economic Development Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Economic development	50	96	268	Above

Job and Retail Growth Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Retail growth seen as too slow	70	17	239	Much more
Jobs growth seen as too slow	65	203	241	Much less

Personal Economic Future Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Positive impact of economy on household income	21	67	233	Above

Community and Personal Public Safety Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
In your neighborhood during the day	95	38	321	Much above
In your neighborhood after dark	82	51	310	Much above
In La Vista's downtown area during the day	88	115	273	Above
In La Vista's downtown area after dark	75	75	278	Much above
Violent crime (e.g., rape, assault, robbery)	84	59	276	Much above
Property crimes (e.g., burglary, theft)	74	45	277	Much above
Environmental hazards, including toxic waste	88	11	211	Much above

Crime Victimization and Reporting Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Victim of crime	8	194	248	Less
Reported crimes	75	170	245	Less

Public Safety Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Police services	79	29	395	Much above
Fire services	79	129	322	Similar
Ambulance or emergency medical services	79	95	304	Above
Crime prevention	72	39	324	Much above
Fire prevention and education	72	62	268	Above
Traffic enforcement	71	8	343	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	60	85	231	Above

Contact with Police and Fire Departments Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with the City of La Vista Police Department	32	91	117	Less
Overall impression of most recent contact with the City of La Vista Police Department	76	18	121	Much above
Had contact with the City of La Vista Fire Department	10	75	89	Less
Overall impression of most recent contact with the City of La Vista Fire Department	81	63	91	Similar

Community Environment Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Cleanliness of La Vista	66	90	221	Above
Preservation of natural areas such as open space, farmlands and greenbelts	54	109	218	Similar

Frequency of Recycling Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recycled used paper, cans or bottles from your home	60	220	232	Much less

Utility Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sewer services	69	63	288	Much above
Storm drainage	66	28	340	Much above

Community Recreational Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Recreation opportunities	48	231	284	Much below

Participation in Parks and Recreation Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used La Vista recreation centers	46	174	202	Much less
Participated in a recreation program or activity	32	222	233	Much less
Visited a neighborhood park or City park	77	231	242	Much less

Parks and Recreation Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
City parks	69	170	296	Similar
Recreation programs or classes	65	134	308	Similar
Recreation centers or facilities	64	108	262	Similar

Cultural and Educational Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to attend cultural activities	39	257	288	Much below
Educational opportunities	63	80	253	Much above

Participation in Cultural and Educational Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Used La Vista public libraries or their services	60	195	211	Much less
Participated in religious or spiritual activities in La Vista	25	143	150	Much less

Cultural and Educational Services Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public library services	77	83	314	Above

Community Quality and Inclusiveness Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Sense of community	60	117	291	Similar
Openness and acceptance of the community toward people of diverse backgrounds	62	70	262	Above
Availability of affordable quality child care	54	34	233	Much above
La Vista as a place to raise kids	78	85	350	Much above
La Vista as a place to retire	60	167	333	Similar

Services Provided for Population Subgroups Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services to seniors	64	79	284	Above
Services to youth	63	70	266	Much above
Services to low income people	55	31	238	Much above

Civic Engagement Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in community matters	55	125	210	Similar
Opportunities to volunteer	55	186	211	Much below

Participation in Civic Engagement Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	15	234	242	Much less
Volunteered your time to some group or activity in La Vista	16	238	239	Much less
Participated in a club or civic group in La Vista	11	176	178	Much less
Provided help to a friend or neighbor	92	148	177	Similar

Voter Behavior Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Registered to vote	80	181	243	Less
Voted in last general election	74	124	243	Similar

Use of Information Sources Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Read La Vista Newsletter	87	60	172	Much more
Visited the City of La Vista Web site	60	115	207	Similar

Local Government Media Services and Information Dissemination Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Public information services	65	70	262	Above

Social Engagement Opportunities Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Opportunities to participate in social events and activities	54	121	201	Similar
Opportunities to participate in religious or spiritual events and activities	60	136	162	Much below

Contact with Immediate Neighbors Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Has contact with neighbors at least several times per week	39	186	198	Much less

Public Trust Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Value of services for the taxes paid to La Vista	59	62	378	Much above
The overall direction that La Vista is taking	59	60	312	Much above
Job La Vista government does at welcoming citizen involvement	52	110	304	Above
Overall image or reputation of La Vista	63	148	309	Similar

Services Provided by Local, State and Federal Governments Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Services provided by the City of La Vista	72	46	395	Much above
Services provided by the Federal Government	42	109	244	Similar
Services provided by the State Government	48	43	245	Above
Services provided by Sarpy County Government	60	10	179	Much above

Contact with City Employees Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Had contact with City employee(s) in last 12 months	33	266	278	Much less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks				
	La Vista average rating	Rank	Number of Jurisdictions for Comparison	Comparison to benchmark
Knowledge	77	55	313	Much above
Responsiveness	77	45	311	Much above
Courteousness	80	36	259	Much above
Overall impression	77	37	354	Much above

## JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK .....	3,976	Laguna Beach, CA.....	22,723
Auburn, AL.....	53,380	Laguna Hills, CA.....	30,344
Dothan, AL.....	65,496	Livermore, CA.....	80,968
Gulf Shores, AL .....	9,741	Lodi, CA .....	62,134
Tuskegee, AL.....	9,865	Long Beach, CA .....	462,257
Vestavia Hills, AL .....	34,033	Marin County, CA.....	252,409
Fayetteville, AR .....	73,580	Menlo Park, CA.....	32,026
Fort Smith, AR .....	86,209	Mission Viejo, CA.....	93,305
Little Rock, AR .....	193,524	Newport Beach, CA .....	85,186
Casa Grande, AZ .....	48,571	Palm Springs, CA .....	44,552
Chandler, AZ.....	236,123	Palo Alto, CA .....	64,403
Cococino County, AZ.....	134,421	Pasadena, CA.....	137,122
Dewey-Humboldt, AZ .....	3,894	Richmond, CA .....	103,701
Flagstaff, AZ .....	65,870	San Carlos, CA .....	28,406
Florence, AZ .....	25,536	San Diego, CA .....	1,307,402
Fountain Hills, AZ .....	22,489	San Francisco, CA .....	805,235
Gilbert, AZ .....	208,453	San Jose, CA.....	945,942
Goodyear, AZ .....	65,275	San Luis Obispo County, CA.....	269,637
Green Valley, AZ .....	21,391	San Mateo, CA .....	97,207
Kingman, AZ .....	28,068	San Rafael, CA .....	57,713
Marana, AZ .....	34,961	Santa Clarita, CA.....	176,320
Maricopa, AZ .....	43,482	Santa Monica, CA .....	89,736
Maricopa County, AZ.....	3,817,117	Seaside, CA.....	33,025
Mesa, AZ.....	439,041	South Lake Tahoe, CA.....	21,403
Nogales, AZ .....	20,837	Stockton, CA.....	291,707
Peoria, AZ .....	154,065	Sunnyvale, CA .....	140,081
Phoenix, AZ .....	1,445,632	Temecula, CA .....	100,097
Pinal County, AZ .....	375,770	Thousand Oaks, CA .....	126,683
Prescott Valley, AZ .....	38,822	Visalia, CA .....	124,442
Queen Creek, AZ .....	26,361	Walnut Creek, CA.....	64,173
Scottsdale, AZ .....	217,385	Adams County, CO .....	441,603
Sedona, AZ .....	10,031	Arapahoe County, CO.....	572,003
Surprise, AZ .....	117,517	Archuleta County, CO.....	12,084
Tempe, AZ .....	161,719	Arvada, CO .....	106,433
Yuma, AZ.....	93,064	Aspen, CO .....	6,658
Yuma County, AZ.....	195,751	Aurora, CO .....	325,078
Apple Valley, CA.....	69,135	Boulder, CO .....	97,385
Benicia, CA .....	26,997	Boulder County, CO .....	294,567
Brea, CA.....	39,282	Broomfield, CO .....	55,889
Brisbane, CA .....	4,282	Castle Rock, CO.....	48,231
Burlingame, CA .....	28,806	Centennial, CO .....	100,377
Citrus Heights, CA .....	83,301	Clear Creek County, CO .....	9,088
Concord, CA .....	122,067	Colorado Springs, CO .....	416,427
Coronado, CA .....	18,912	Commerce City, CO.....	45,913
Cupertino, CA .....	58,302	Craig, CO.....	9,464
Davis, CA .....	65,622	Crested Butte, CO .....	1,487
Dublin, CA.....	46,036	Denver, CO .....	600,158
El Cerrito, CA .....	23,549	Douglas County, CO .....	285,465
Elk Grove, CA .....	153,015	Eagle County, CO .....	52,197
Fremont, CA.....	214,089	Edgewater, CO .....	5,170
Galt, CA .....	23,647	El Paso County, CO.....	622,263

Englewood, CO	30,255	Delray Beach, FL	60,522
Estes Park, CO	5,858	Destin, FL	12,305
Fort Collins, CO	143,986	Escambia County, FL	297,619
Frisco, CO	2,683	Gainesville, FL	124,354
Fruita, CO	12,646	Hillsborough County, FL	1,229,226
Georgetown, CO	1,034	Jupiter, FL	55,156
Gilpin County, CO	5,441	Lee County, FL	618,754
Golden, CO	18,867	Martin County, FL	146,318
Grand County, CO	14,843	Miami Beach, FL	87,779
Greeley, CO	92,889	North Palm Beach, FL	12,015
Gunnison County, CO	15,324	Oakland Park, FL	41,363
Highlands Ranch, CO	96,713	Ocala, FL	56,315
Hudson, CO	2,356	Oviedo, FL	33,342
Jackson County, CO	1,394	Palm Bay, FL	103,190
Jefferson County, CO	534,543	Palm Beach County, FL	1,320,134
Lafayette, CO	24,453	Palm Coast, FL	75,180
Lakewood, CO	142,980	Panama City, FL	36,484
Larimer County, CO	299,630	Pasco County, FL	464,697
Littleton, CO	41,737	Pinellas County, FL	916,542
Lone Tree, CO	10,218	Port Orange, FL	56,048
Longmont, CO	86,270	Port St. Lucie, FL	164,603
Louisville, CO	18,376	Sanford, FL	53,570
Loveland, CO	66,859	Sarasota, FL	51,917
Mesa County, CO	146,723	St. Cloud, FL	35,183
Montrose, CO	19,132	Titusville, FL	43,761
Northglenn, CO	35,789	Winter Garden, FL	34,568
Park County, CO	16,206	Albany, GA	77,434
Parker, CO	45,297	Alpharetta, GA	57,551
Pitkin County, CO	17,148	Cartersville, GA	19,731
Pueblo, CO	106,595	Conyers, GA	15,195
Rifle, CO	9,172	Decatur, GA	19,335
Salida, CO	5,236	McDonough, GA	22,084
Summit County, CO	27,994	Peachtree City, GA	34,364
Teller County, CO	23,350	Roswell, GA	88,346
Thornton, CO	118,772	Sandy Springs, GA	93,853
Vail, CO	5,305	Savannah, GA	136,286
Westminster, CO	106,114	Smyrna, GA	51,271
Wheat Ridge, CO	30,166	Snellville, GA	18,242
Windsor, CO	18,644	Suwanee, GA	15,355
Coventry, CT	2,990	Valdosta, GA	54,518
Hartford, CT	124,775	Honolulu, HI	953,207
Dover, DE	36,047	Altoona, IA	14,541
Milford, DE	9,559	Ames, IA	58,965
Rehoboth Beach, DE	1,327	Ankeny, IA	45,582
Brevard County, FL	543,376	Bettendorf, IA	33,217
Cape Coral, FL	154,305	Cedar Falls, IA	39,260
Charlotte County, FL	159,978	Cedar Rapids, IA	126,326
Clearwater, FL	107,685	Clive, IA	15,447
Collier County, FL	321,520	Des Moines, IA	203,433
Cooper City, FL	28,547	Dubuque, IA	57,637
Dade City, FL	6,437	Indianola, IA	14,782
Dania Beach, FL	30,183	Muscatine, IA	22,886
Daytona Beach, FL	61,005	Urbandale, IA	39,463

West Des Moines, IA.....	56,609	Barnstable, MA .....	45,193
Boise, ID .....	205,671	Burlington, MA .....	24,498
Hailey, ID .....	7,960	Cambridge, MA.....	105,162
Jerome, ID.....	10,890	Needham, MA .....	28,886
Meridian, ID.....	75,092	Annapolis, MD.....	38,394
Moscow, ID .....	23,800	Baltimore, MD .....	620,961
Pocatello, ID .....	54,255	Baltimore County, MD .....	805,029
Post Falls, ID .....	27,574	Dorchester County, MD .....	32,618
Twin Falls, ID .....	44,125	Gaithersburg, MD .....	59,933
Batavia, IL .....	26,045	La Plata, MD .....	8,753
Bloomington, IL.....	76,610	Montgomery County, MD .....	971,777
Centralia, IL.....	13,032	Prince George's County, MD .....	863,420
Collinsville, IL .....	25,579	Rockville, MD .....	61,209
Crystal Lake, IL.....	40,743	Takoma Park, MD .....	16,715
DeKalb, IL .....	43,862	Freeport, ME .....	1,485
Elmhurst, IL .....	44,121	Lewiston, ME .....	36,592
Evanston, IL.....	74,486	Saco, ME .....	18,482
Freeport, IL.....	25,638	Scarborough, ME.....	4,403
Highland Park, IL.....	29,763	South Portland, ME .....	25,002
Lincolnwood, IL .....	12,590	Ann Arbor, MI.....	113,934
Lyons, IL.....	10,729	Battle Creek, MI .....	52,347
Naperville, IL .....	141,853	Bloomfield Hills, MI.....	3,869
Normal, IL.....	52,497	Escanaba, MI.....	12,616
Oak Park, IL .....	51,878	Farmington Hills, MI .....	79,740
O'Fallon, IL .....	28,281	Flushing, MI .....	8,389
Orland Park, IL.....	56,767	Gladstone, MI .....	4,973
Palatine, IL .....	68,557	Howell, MI .....	9,489
Park Ridge, IL .....	37,480	Hudsonville, MI .....	7,116
Peoria County, IL.....	186,494	Jackson County, MI .....	160,248
Riverside, IL .....	8,875	Kalamazoo, MI.....	74,262
Sherman, IL .....	4,148	Kalamazoo County, MI .....	250,331
Shorewood, IL .....	15,615	Midland, MI .....	41,863
Skokie, IL .....	64,784	Novi, MI .....	55,224
Sugar Grove, IL .....	8,997	Otsego County, MI .....	24,164
Wilmington, IL .....	5,724	Petoskey, MI .....	5,670
Brownsburg, IN .....	21,285	Port Huron, MI .....	30,184
Fishers, IN .....	76,794	Rochester, MI .....	12,711
Munster, IN .....	23,603	South Haven, MI .....	4,403
Noblesville, IN .....	51,969	Albert Lea, MN .....	18,016
Abilene, KS .....	6,844	Beltrami County, MN .....	44,442
Arkansas City, KS.....	12,415	Blaine, MN .....	57,186
Fairway, KS .....	3,882	Bloomington, MN .....	82,893
Garden City, KS.....	26,658	Carver County, MN.....	91,042
Gardner, KS.....	19,123	Chanhassen, MN.....	22,952
Johnson County, KS.....	544,179	Coon Rapids, MN .....	61,476
Lawrence, KS.....	87,643	Dakota County, MN .....	398,552
Mission, KS .....	9,323	Duluth, MN .....	86,265
Olathe, KS.....	125,872	East Grand Forks, MN .....	8,601
Roeland Park, KS .....	6,731	Edina, MN.....	47,941
Wichita, KS .....	382,368	Elk River, MN .....	22,974
Bowling Green, KY.....	58,067	Fridley, MN .....	27,208
New Orleans, LA.....	343,829	Hutchinson, MN .....	14,178
Andover, MA.....	8,762	Inver Grove Heights, MN .....	33,880

Mankato, MN .....	39,309	Summit, NJ .....	21,457
Maple Grove, MN .....	61,567	Albuquerque, NM .....	545,852
Mayer, MN .....	1,749	Farmington, NM .....	45,877
Minneapolis, MN .....	382,578	Los Alamos County, NM .....	17,950
Olmsted County, MN .....	144,248	Rio Rancho, NM .....	87,521
Savage, MN .....	26,911	San Juan County, NM .....	130,044
Scott County, MN .....	129,928	Carson City, NV .....	55,274
Shorewood, MN .....	7,307	Henderson, NV .....	257,729
St. Louis County, MN .....	200,226	North Las Vegas, NV .....	216,961
Washington County, MN .....	238,136	Reno, NV .....	225,221
Woodbury, MN .....	61,961	Sparks, NV .....	90,264
Blue Springs, MO .....	52,575	Washoe County, NV .....	421,407
Branson, MO .....	10,520	Geneva, NY .....	13,261
Cape Girardeau, MO .....	37,941	New York City, NY .....	8,175,133
Clay County, MO .....	221,939	Ogdensburg, NY .....	11,128
Clayton, MO .....	15,939	Blue Ash, OH .....	12,114
Columbia, MO .....	108,500	Delaware, OH .....	34,753
Ellisville, MO .....	9,133	Dublin, OH .....	41,751
Harrisonville, MO .....	10,019	Hamilton, OH .....	62,477
Jefferson City, MO .....	43,079	Hudson, OH .....	22,262
Lee's Summit, MO .....	91,364	Kettering, OH .....	56,163
Maryland Heights, MO .....	27,472	Orange Village, OH .....	3,323
Platte City, MO .....	4,691	Piqua, OH .....	20,522
Raymore, MO .....	19,206	Springboro, OH .....	17,409
Richmond Heights, MO .....	8,603	Sylvania Township, OH .....	18,965
Riverside, MO .....	2,937	Upper Arlington, OH .....	33,771
Rolla, MO .....	19,559	West Carrollton, OH .....	12,692
Wentzville, MO .....	29,070	Westerville, OH .....	36,120
Billings, MT .....	104,170	Broken Arrow, OK .....	98,850
Bozeman, MT .....	37,280	Edmond, OK .....	81,405
Missoula, MT .....	66,788	Norman, OK .....	110,925
Asheville, NC .....	83,393	Oklahoma City, OK .....	579,999
Cabarrus County, NC .....	178,011	Stillwater, OK .....	45,688
Cary, NC .....	135,234	Tulsa, OK .....	391,906
Charlotte, NC .....	731,424	Albany, OR .....	50,158
Davidson, NC .....	10,944	Ashland, OR .....	20,078
Durham, NC .....	228,330	Bend, OR .....	76,639
High Point, NC .....	104,371	Corvallis, OR .....	54,462
Hillsborough, NC .....	6,087	Forest Grove, OR .....	21,083
Huntersville, NC .....	46,773	Hermiston, OR .....	16,745
Indian Trail, NC .....	33,518	Jackson County, OR .....	203,206
Mecklenburg County, NC .....	919,628	Keizer, OR .....	36,478
Mooresville, NC .....	32,711	Lake Oswego, OR .....	36,619
Stallings, NC .....	13,831	Lane County, OR .....	351,715
Wake Forest, NC .....	30,117	McMinnville, OR .....	32,187
Wilmington, NC .....	106,476	Medford, OR .....	74,907
Winston-Salem, NC .....	229,617	Portland, OR .....	583,776
Wahpeton, ND .....	7,766	Springfield, OR .....	59,403
Grand Island, NE .....	48,520	Tualatin, OR .....	26,054
Lincoln, NE .....	258,379	Umatilla, OR .....	6,906
Papillion, NE .....	18,894	Wilsonville, OR .....	19,509
Dover, NH .....	29,987	Chambersburg, PA .....	20,268
Lebanon, NH .....	13,151	Cumberland County, PA .....	235,406

Kennett Square, PA.....	6,072
Kutztown Borough, PA.....	5,012
Radnor Township, PA.....	30,878
State College, PA.....	42,034
West Chester, PA.....	18,461
East Providence, RI.....	47,037
Newport, RI.....	24,672
Greer, SC .....	25,515
Rock Hill, SC.....	66,154
Rapid City, SD.....	67,956
Sioux Falls, SD .....	153,888
Cookeville, TN .....	30,435
Germantown, TN .....	38,844
Johnson City, TN .....	63,152
Morristown, TN.....	29,137
Nashville, TN .....	601,222
White House, TN .....	10,255
Arlington, TX.....	365,438
Austin, TX .....	790,390
Benbrook, TX .....	21,234
Bryan, TX .....	76,201
Burleson, TX.....	36,690
College Station, TX.....	93,857
Colleyville, TX.....	22,807
Corpus Christi, TX .....	305,215
Dallas, TX.....	1,197,816
Denton, TX.....	113,383
Duncanville, TX .....	38,524
El Paso, TX .....	649,121
Flower Mound, TX .....	64,669
Fort Worth, TX .....	741,206
Georgetown, TX .....	47,400
Houston, TX.....	2,099,451
Hurst, TX.....	37,337
Hutto, TX .....	14,698
La Porte, TX.....	33,800
League City, TX .....	83,560
McAllen, TX .....	129,877
McKinney, TX .....	131,117
New Braunfels, TX .....	57,740
Plano, TX .....	259,841
Round Rock, TX .....	99,887
Rowlett, TX .....	56,199
San Marcos, TX .....	44,894
Southlake, TX .....	26,575
Temple, TX.....	66,102
The Woodlands, TX.....	93,847
Tomball, TX .....	10,753
Watauga, TX.....	23,497
Westlake, TX .....	992
Park City, UT.....	7,558
Provo, UT.....	112,488
Riverdale, UT .....	8,426
Salt Lake City, UT .....	186,440
Sandy, UT .....	87,461
Saratoga Springs, UT .....	17,781
Springville, UT .....	29,466
Washington City, UT.....	18,761
Albemarle County, VA .....	98,970
Arlington County, VA.....	207,627
Ashland, VA.....	7,225
Botetourt County, VA .....	33,148
Chesapeake, VA .....	222,209
Chesterfield County, VA.....	316,236
Fredericksburg, VA.....	24,286
Hampton, VA .....	137,436
Hanover County, VA.....	99,863
Herndon, VA .....	23,292
James City County, VA .....	67,009
Lexington, VA .....	7,042
Lynchburg, VA .....	75,568
Montgomery County, VA .....	94,392
Newport News, VA.....	180,719
Norfolk, VA .....	242,803
Purcellville, VA .....	7,727
Radford, VA .....	16,408
Roanoke, VA .....	97,032
Spotsylvania County, VA.....	122,397
Virginia Beach, VA.....	437,994
Williamsburg, VA.....	14,068
York County, VA.....	65,464
Montpelier, VT .....	7,855
Airway Heights, WA .....	6,114
Auburn, WA .....	70,180
Bellevue, WA .....	122,363
Clark County, WA .....	425,363
Edmonds, WA .....	39,709
Federal Way, WA .....	89,306
Gig Harbor, WA .....	7,126
Hoquiam, WA .....	8,726
Kirkland, WA .....	48,787
Lynnwood, WA .....	35,836
Maple Valley, WA .....	22,684
Mountlake Terrace, WA .....	19,909
Pasco, WA .....	59,781
Redmond, WA .....	54,144
Renton, WA .....	90,927
Sammamish, WA .....	45,780
SeaTac, WA .....	26,909
Shoreline, WA .....	53,007
Snoqualmie, WA .....	10,670
Spokane Valley, WA .....	89,755
Tacoma, WA .....	198,397
Vancouver, WA .....	161,791
West Richland, WA .....	11,811
Woodland, WA .....	5,509

Yakima, WA .....	91,067	Oshkosh, WI .....	66,083
Chippewa Falls, WI .....	13,661	Racine, WI .....	78,860
Columbus, WI .....	4,991	Wauwatosa, WI .....	46,396
De Pere, WI .....	23,800	Wind Point, WI .....	1,723
Eau Claire, WI .....	65,883	Casper, WY .....	55,316
Madison, WI .....	233,209	Cheyenne, WY .....	59,466
Merrill, WI .....	9,661	Gillette, WY .....	29,087



# CITY OF LA VISTA, NE 2013

## Report of Open-ended Question

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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of La Vista staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of La Vista staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### ABOUT CLOSED-ENDED AND OPEN-ENDED QUESTIONS

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must "create" their own answers and state them in their own words. The verbatim responses are categorized by topic area using codes. An "other" category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- This type of question tends to capture response options that come to mind most quickly.
- The final result can be richer, since verbatim responses are included in an appendix, giving you and others a chance to "hear" the voice of respondents in their own words.
- There is a smaller risk of missing important dimensions.

### VERBATIMS

Respondents were asked to record their opinions about the priorities of La Vista in the following question:

- What should be the highest priorities for the City of La Vista to make this community a better place to live?

The verbatim responses were categorized by topic area and those topics are reported in a table on the following page with the percent of responses given in each category. Because some comments from residents covered more than a single topic, each topic mentioned by a resident was categorized and counted for the table below. Those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic. Verbatim comments that contain more than one topic nevertheless appear only once (in the category of the first topic listed), however the analysis in the table below counts each of the topic areas given by all respondents regardless where those topics appeared in the comment.

Results from the open-ended question are best understood by reviewing the table of frequencies that summarize responses as well as the actual verbatim responses themselves.

What should be the highest priorities for the City of La Vista to make this community a better place to live?	
	Percent of Respondents
84th Street improvements	40%
More retail/restaurants, economic growth, jobs	17%
Recreation, parks, community activities	9%
Code enforcement, transportation, traffic, street improvements	7%
Safety	6%
Schools, education, youth	5%
Taxes, government	4%
Other	7%
Don't know/nothing	4%
Total	100%

## VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

### WHAT SHOULD BE THE HIGHEST PRIORITIES FOR THE CITY OF LA VISTA TO MAKE THIS COMMUNITY A BETTER PLACE TO LIVE?

#### 84th Street improvements

- Get businesses in the Brentwood & mall across it
- 84th St. Corridor - Wal-Mart/Baker Bldgs. - More good paying jobs more businesses to bring in more tax dollars - when making street repairs repair ALL of the pot holes not just some - IE 71st Ave. Josephine ALL the way north
- #1 84th street corridor development #2 Library & recreations availability for SIDs.
- Redeveloping 84th street.
- Improve 84th St. Create a downtown area.
- Revitalization of 84th street!
- 84th street! "planning" seems to be taking a long time with not much improvement seen. I think La Vista could support something like Aksarben village or midtown crossing.
- 84th street! & know removal in cul de sacs!
- 84th st corridor filled in carefully
- See what they now do to get business back on the small malls on 84th street.
- Complete 84th St.
- Continue the plan for development/improvement of 84th St. Limit/discourage future apartment development. Too many as is. Higher crime areas w/transient population.
- Developing 84th street for business & recreation.
- More job opportunities fit the old Wal-Mart mall.
- More retail businesses - especially on 84th street.
- Redevelop 84th street corridor
- 84th street improvement
- Bring new businesses to the area. Clean up the vacant buildings along 84th
- More shopping - Brentwood square and old Wal-Mart location - appears everything is moving to Papillion!
- Develop 84th street
- Concentrate on empty lot and no business on 84th and Brentwood. Where Wal-Mart used to be.
- New stores along 84th street
- Re-develop 84th st corridor.
- Encourage new stores in the shopping centers at 84th & Brentwood.
- Develop a defined downtown area. With buildings and services for government and private use. Make 84 St. A show piece. Make it look like a real town to others!
- Economic development & job creation. Also making use of empty retail spaces. There are several in the community-old Wal-Mart on 84th. The avenue-west of 84th. Grass growing in parking lots doesn't give the community a "safe" feeling.
- More development on 84th street. It looks so empty.
- Vision 84 south port shit or get off the pot!!
- Fill all old retail building sitting empty along 84th street.

- Development dors 84th street a NEW water park continued funding for education/teachers
- Development of 84th street corridor
- 84th street needs redeveloped - with all commercial property occupied. An ice rink would have been nice to equal ice time for the high school - but that has never been looked at.
- They need to add business to 84th St. To offer more jobs and to give the city a better appearance. Having empty run-down buildings makes it look bad and if there were places close that people could afford to shop at they would and it would keep the money here.
- 84th street, new businesses
- Bringing business & jobs back to the 84th st area
- Improve 84th St. Corridor
- Forget spending 8 to 10 million on a pool used 3 month per year spend your time looking for business or retail for 84 st per year example (sears-k-mart) (Shopko) La Vista-84 st would of been excellent for new SAC credit office being built in Papillion. Look at Ralston 84 st retail - all bay's are full refer last questions - why does La Vista charge a occupation tax on utilities - also why do I see 4 or 5 different trash service's services the city - city gov should do a better job for residents - (cut living expenses)
- Do something with Brentwood area and old Wal-Mart area
- Fix 84th St. Harrison to tiles. It is such an eyesore & contributes to La Vista's poor reputation.
- Fixup 84th street, do something with the pool-really, needs to be replaced. Get started on development by Cabela's-keep citizens more informed-quarterly newsletter is joke. Support the library a community center, these are both places that are for everyone. Find someway to encourage business to stay in La Vista. It seems everytime 2 business leaves we have more empty houses.
- 84th St. Development where do Wal-Mart was located.
- Improve overall appearance-especially 84th St. Improve shopping opportunities-providence recreational opportunities improve public transportation
- Develop more business growth on 84th st
- Revitalize 84th St. Brentwood square-Wal-Mart building-whole street
- Fix up 84th street. The old Baker's and Wal-Mart have been empty for too long.
- 84th street corridor - old Wal-Mart bldg and mostly empty strip mall
- Fixing the 84st corridor
- Follow thru with the vision 84 project
- Do something about the loss of shopping opportunities along 84th street. Get traffic lights more synchronized
- Improvement of 84th street Wal-Mart area both sides of 84th - Baker's area included.
- Get 84th st business back.
- Get Brentwood and the vacant Wal-Mart shopping center back up & running!!
- Get more business along 84th corridor. More restaurant.
- 84th street development
- Do something with empty buildings (old Wal-Mart) or turn them into a "downtown" La Vista
- Renovation of the 84th-st corridor. The loss at business has a negative impact in all residents.
- 84th street-Both business where walnut store is located & across the street needs business. We need a "midtown crossing" type of business movie more shopping & parking changes near Hacknash clothing store & Rehab. Would have better business & you could pull cas to the store door. Lots need to be changed on the Office Depot side. There is a clothing store going out of business there. I would love to stop but would prefer to pull up in front of the store especially in winter time. Too many stores are going out of business there. Also would love to see a Costco. So tired of Wal-Mart which draws in too many Mexicans in our area. This is when I have felt unsafe. Thank you.

- Leave the golf course alone & get business into the old Wal-Mart. Bakers location. Revamp w/o taking out something that helps pay for itself some what. Prove the police can & will be available to protect our community.
- Redevelopment of 84th St. Corridor
- I am concerned with the lack of progress on the 84th street corridor. This was once a vibrant shopping area that I supported and it makes me sad to see it become more rundown with more and more stores and businesses leaving everyday.
- Redevelop 84th street
- Get more businesses in old Wal-Mart joint & Bakers square all traffic goes to Papillion to Wal-Mart, houses & Shadowlake
- Something done to add business into the abandoned buildings left by Wal-Mart and Bakers, summer kitchen.
- Clean up 84th a Brentwood area! worried about the empty building & parking lots.
- Fill or re-evaluate vacant buildings- commercial areas- along 84th St.
- The old Wal-Mart area needs development. Hope to see more stores open up in that building.
- Better development of 84th st corridor
- Trying to replace business that have moved (ie, summer kitchen, Wal-Mart, etc) so locations aren't empty for long periods of time.
- Something done with the Wal-Mart area on 84th keeping the golf course it's a source of income for the city a park would be an expense.
- I agree with a lot of the "vision 84" plan marking it a destination for people. Mixed use housing. Easier public transportation for easier walking) etc.
- 84th street renewal
- Developing vision 84 provision for bicycle traffic bike lanes increase walking trials
- Get more business into the area on 84th street, maintain the golf course, walking trails could in other areas of the city
- Revitalize 84th st & old Wal-Mart & Bakers locations/ shopping centers. They look horrible empty and run down.
- Make vision 84 a reality. More sit down restaurants such as olive garden & red lobster. Also would like to have on Aldi's grocery store.
- Get the 84th street full of business the town is dieing. Fix the problems on 84th and take care of business-the Wal-Mart could be an movie theater. Fix it.
- The city of La Vista needs to work on building up 84th street and getting things in to the building that have been empty for many years that is a very popular street and it does not look good for the city to have all those building empty. I would really appreciate and my neighbors and friends if something good happen on 84th in the up coming year.
- Get the 84th street corridor back in business - I do not enjoy quality of life decreasing due to increasing taxes and lack of local stores - I hated to see every thing move to Papillion.
- Complete vision 84 to bring retail & food services to the abandoned shopping plaza's.
- The 84th street improvements will help. We need to cut down on the empty business.
- Do something with the all Wal-Mart are along bath side of 84th st - Brentwood area! La vista seems like a very nice community
- Something should be done about the old Bakers stores and the string buildings connected with the old Wal-Mart store
- Filling vacant building with businesses, especially the Wal-Mart ace.
- Vision 84, provide an excellent place for west La Vista, east La Vista & neighboring city residents to want to go. Make it as nice and as exciting as possible, don't hold back. A movie theatre would be an excellent addition.

- Do something with all the empty buildings on 84th street-the old Wal-Mart & the old Bakers. It looks trashy.
- Fix 84th st; 9th more business fix storm sewers/street east & 72nd st
- Revive the Wal-Mart shopping center with a restaurant and more stores
- Bring business back to 84th streets
- Vision 84
- 84th street Wal-Mart area is dead
- Bring some life back to 84th street retail areas, starting to look old and trashy.
- Teardown long standing, empty building & mall structures (Wal-Mart on 84th & Bakers/Gordmans). The reference to "down town" is strange. Where is down town" in La Vista. I've never seen it!
- Clean up 84th street Harrison to Giles more economic development neighborhood clean ups make home owners more responsible more community involvement to improve the growth of La Vista and keep businesses here.
- Re-development of 84th street.
- More business on 84th street.
- Need to fix the 84th street corridor. It looks seedy and unkept with hardly any business.
- Rehabilitating the old Bakers & Wal-Mart & areas bring in new shopping options. For example whole foods and or a bookstore (this was Papillion, but I miss having borders there!) or a movie theater!!
- Do something with the 84th & Giles empty store fronts on both sides of the street
- 84th st business Wal-Mart strip mall & the one across the street - they are empty and look bad. This reduces tax revenue, shopping options for residents and malls are town look bad.
- It would be nice to have the Baker's old Store made into something for employment to our community also the old Wal-Mart
- I think along something with the empty business on 84th St. I don't believe this reflects well on the city.
- 84th street, it's like driving thru a ghost town. It looks like dump. Need to concentrate efforts there & not so much west. It seems all soon shopping, dining & entertainment is moving south to Papillion. Clean up 84th street
- It breaks my heart to see all the shops on 84th empty the city needs to now the speed limit down on 84th & get some retail in there that would be desirable and noticed from the road. We don't have to swamp the whole thing get actually seek businesses and help support them. Don't totally redo the pool-make repairs and offer fun specials on the pool & golf course 84th is our downtown gets make it look like one- put a separate street in the parking lots of shopping centers on both sides- see the parking lot often as a street to get to no streets frills are now no grocery stores in La Vista why?
- 84th st improvement project
- Bring in more business fill vacant buildings improve the 84th street shopping area.
- Develop 84th st - on the east & west side between Harrison & Giles.
- Do something with the empty lots on 84th.
- Build 84th back up to prosperity make the pool a destination spot in metro Omaha area.
- 1 Bring in business to 84th St. 2 Improve school buildings (especially security)
- 84th street re-develop. South port/East port/west port business growth.
- Revitalization of abandoned Bakers & Wal-Mart facilities.
- Abort vision 84 project as it is today & start over with fresh perspective. Let the people decide & eliminate dictation of policy
- Redevelopment of the old Wal-Mart mall and development of swimming pools.

## More retail/restaurants, economic growth, jobs

- More shopping opportunities, more restaurants traffic flow on 84th street
- Better paying jobs & more recreational activities for kids as well as adults.
- More opportunities for jobs, cleaning up certain parts of the city, better and stronger city image, new flag/symbol, and more interaction with citizens.
- Provide more shopping
- Need more business development new swimming pool more modern better enforcement of speeding in school zones & pool parking
- Local job market
- More retail development, stop asking about a new pool and find a private ind. To build a water park with there money and not the tax payers of La Vista
- More retail
- Family style restaurants; movie theatres traffic control of running yellow lights bike lanes on road; more security of schools and home areas; La Vista city shopping areas to increase city revenue.
- Bringing in new retail to fill empty buildings.
- Get more business in the empty buildings it a down town area we have no place to shop in La Vista. We have to go to Papillion
- Work harder on getting business's here, like Papillion is doing and leave the golf course alone for the people that cant afford to pay higher fee, La Vista falls is now operating in the black so why take a good thing away
- Job growth, and more staff "to do". Also I am a paid firefighter and tried to help the city out with my services. They told me I had to go to school. I am more qualified then the fire chief of La Vista. I know Ralston VFD takes a large amount of La Vistas calls. I live less then 3/4 mile from fire station. This makes very little sense to me and hurts the people of La Vista. If you have question please contact me. [REDACTED]
- Develop the 24th street corridor encourage more shopping and restaurants.
- More grocery store options.
- We need more retail/restaurant areas soon! This vision 84 seems to be at a stall. We go to Papillion or Omaha for all our shopping needs. La vista looks run down and there is so much going on in other surrounding cities. La vista needs to get on it and get some retailers in here quickly. Maybe look at how hard it is for a new retailer to enter La Vista and offer incentives for building here.
- Figure that how to have combined in retail. Same in empty buildings and stay in La Vista instead of business moving to not trains (1) would be able to have a number of retail business like more grocery stores in La Vista around the 84th. Give a chance. Right now people live to places. Wood like to see shops though to walk to some where that would and coffee other beverages. Not really much here.
- Focus on bringing in new business and retail.
- Open more shopping centers, restaurants ect like Papillion.
- Quality restaurants. Develop open areas at 96th & Giles F/I Get the trailer at Cabelas out of there makes the place seem low rent put in a good sign or nothing at all.
- Business and economic growth.
- Bring in commercial/retailer to fill vacant retail buildings.
- A grocery store in the city so seniors can ride the city bus for grocery shopping- that is not available now.
- New stores & restaurants
- Retail shopping.

- Employment
- Attract businesses to the empty retail stores or tear the empty buildings down. Stop new development, preserve open spaces.
- More shopping and recreation, especially an upgraded city pool
- More business, such as shopping opportunities
- Job growth, affordable housing, bringing businesses to the city (both national chains & local) w/ possible advertising help
- Continue developing and bringing new businesses to area & increase property value
- Bring in higher quality retail business along with fine dining. La vista has more of there. I either go to Papillion or Omaha for this service. And please do something about the 84th corridor. It is very disappointing to see that nothing has been done in years! Even Ralston is doing more then La Vista is. How embarrassing.
- Encouraging retail growth (e.g. Filling empty store fronts @ location like 96th & Giles and maintaining the excellent parks & library programs!
- Try to fill empty retail buildings. Better upkeep on streets, overpass/bridges.
- Retail shopping
- Attract more restaurants (Non-fast food) - Finish movie theater/entertainment / restaurant area by Cabela's
- Attract new places to shop & more dinning
- A grocery store, department stores I feel La Vista is a very safe place to live.
- There is a downtown? Where? when you focus on Harrison to Just Giles. This city offers nothing but interstate access and its close to Papillion without paying their taxes Fancy police office and civil buildings, but what else is there? mini golf course? We dont even have a grocery store. Papillion does. Empty Wal-Mart buildings. Ralston FD seen as to be more of a first responder than our own FD. Oh try asking those companies that rent store space what they are asking for. Thats why they are empty.
- Economic growth
- Jobs shopping
- I would like to see more businesses above to La Vista.
- Attract more retail businesses. Seems like we are losing to Papillion. I opposed the pool because I was to conduct they added way to much to businesses. And our citizens paying for it would not have a discounted rate.
- Economical development - less trashy looking/closed businesses. It's horrible, not attractive at all communication about city events should be consistent. It's not always in the newsletter how do people know what's going on?
- Anchor shopping store in Brentwood square and fill empty spaces.
- Put a theater in fix up neighborhood parks
- More shopping and "destination" areas
- More shopping business
- To keep encouraging businesses to build in the community I believe having the police usable in the community is very important to keep the riff traffic or gapes out of the community.
- Job growth
- Utilize business space that is currently empty
- More shopping options.

## Recreation, parks, community activities

- Community activities and involvement; continued patrol to keep crime low; more parks and trails to encourage physical activity between people.
- Recreational activities
- Children's parks-some are dilapidated and unsafe. I drive to nicer parks passing the ones in my neighborhood because they're so awful
- Need new swimming pool (bigger & better & safe)
- Leave the golf course as is put new swim area in place of old
- Up grade the park on 76th & gasugh. The area between 72 & 84th is being neglected due to the manual development on the west side. Stricter law enforcement in the area between 72 & 84th I've seen the seen car parked for 6 mos or more in front of my house & not moved. It wouldnt start. It finally burned up at 4 o'clock in the morning. Accident? I wonder cops are called frequently to our neighborhood. feuding neighbours.
- 1) Pool, & recreation & job preparation programs for teens so they stay out of trouble. 2) Getting business in the areas on 84th st that are currently vacant.
- Walking trails for all neighborhoods.
- Better parks, more activities,
- Water park, more schools
- Parks! I love going to central park with my son during the day, but as soon as the middle school & high school get out its not great. I know that teens have just as much right to the parks as I do but I wish there was maybe more of a police presence. Especially in the evening. It's always whenever when a car just parks in the parking lot doesn't get out, and then leaves. Anyway, we love the parks and the new vision 84 plan!
- Build the swimming pool/water park. Take better care of the streets/parking lots/sidewalks. Pot holes are terrible.
- Providing recreational opportunities and keeping the city clean.
- Need a pool but not a fancy big one keep golf house We will have hyper inflation, so do not build the new plan.
- Parks add more flowers/ bushes, nicer signage more colorful Make vision 84 happen. It looks great & offers wonderful opportunities in jobs/parks/beautification/housing.
- More family functions - such as pancake breakfast @ city park w/Ron brown. Living w/ motivation & values. Healthy few lies build communities.
- Build & improve existing green space Giles to Brentwood & beyond. Reduce police force, we have to many on traffic. To much roads make 2 Kms speed limits consistent. Giles Rd has 4 different speed zones from I 80 to 72I to many speed traps. 96th street seems issue. Stop multiple pass after cleaning. Last same, plow west past my house 13 times in 5 hours 2" of snow. Make police slogan protect & serve from serve & harass to many cops not enough issues Tax A
- 1. Create a community garden on the vacant space on the boulevard 2. put in a ice skating area in central park 3. pick up traffic at central park, provide an additional auto for handicapped services during lunch pick ups, service is poor.
- Along the creek where all the houses were tore down for the papio creek fix needs something done a park or dog park
- Keep a public pool, change the law so households can have more than two dogs and enforce snow removal on side walks better.
- 1) A better pool 2) More bisness opeetunies to replace the old Wal-Mart store building 3) Reestablish left turn on parkd view & 84th.

- I strongly feel that La Vista needs to work towards the swimming pool & more. Our children need thatomenity for a safe & close place to go in the summer.
- Put in the water park I want a lazy river! Get rid of the costly golf corse make a park tear down the shopping site (Wal-Mart) and add to the water park of park
- Dog park, more restaurants, get the facilities going by Cabelas and do something with the old Wal-Mart store/area
- Fix Thompson creek
- As opposed to a single pool. I think a center like the liod center in believed would be a great addition. The current center lacks, side pool and walking track
- Develop a community recreation center newer longer to allow access for young and old, inden track & pool fitness activities etc. Clean up 84th St.

### **Code enforcement, transportation, traffic, street improvements**

- Cleaner streets, moving of tall weeds, that is very unwelcome to me
- Cleaness
- Renovation of blighted areas/commercial & residential. Curbing large scale commercial development in favor of more people-friendly retail environment, vision 84 is a great model carry that through the rest of the community.
- Bus service
- Traffic law enforcement; aggressive efforts to end blight and replace vacant business sites, such as the old Wal-Mart location.
- Getting rid of empty buildings
- Install a traffic signal on 107th files for safer, access for Brentwood aprt residents to get out.
- Clean safe environment for families continuing to offer the excellent education opportunities, focusing on families instead of profits.
- Clean up some neighborhoods east of 84th St.
- Repair & maintain streets on east side of 72nd Street. Secure rental housing to conform to safe standards.
- Clean up properties apartment complexes, stronger enforcement of city codes, fine enforcement after notified and person does not clean up property, too many vacant business buildings. La Vista still has reputation of "trashy"!
- Cleanliness, growth of business ex: movie theaters, restaurants.
- Fix roads. . . Then go back, and fix more roads. . .
- Maintenance and road repairs
- Keep there property clean a picked up on the outside of there homes. Also all these empty businesses is very sad waste of property.
- Clean up streets more and trash and the roads fix and a traffic light that work more on Grandville pkwy light by resume and the apartment shadow ridge.
- I moved to La Vista (Harrison Heights) mid July - the only think I can evaluate at the time is La Vista transportation (for the elderly. they do a great job!)
- Need to clear up some of there yards that people have moved out and it gets very run down, not appealing. 72nd & joseph ave. Plus people doing wood carving in (front) year. Bad looking. This is a neighborhood not a business area.
- I was recently sent a letter from the board of La Vista and it stated that we could not leave out trash cans & they must be in your garage if not trash day, while I understand the concern, I have had a change in my neighbor in the last 2 yrs. The new neighbor doesn't take care of his house. They neglect their lawn, so no matter how much we do to try to improve ours his always creeps into ours. Not to mention I think the first time they mowed their lawn was the first day of

winter. They have never showed since moving in last year I slipped & fell on this ice on his driveway & again on the sidewalk going to net my mail & nothing has changed this year, I think peoples safety is more important

## Safety

- To keep up the safety of all those who live in the community and to keep up with the quality of services and the quality of life.
- Safe neighborhoods good schools.
- Safety against crime
- Keep safe from crime & gangs, keep clean bring in new business pay for more sales tax for the city and business more people spending money in La Vista
- Safety
- Fire & ambulance need to be overhauled. A city this size should have a full time paid ambulance & partial paid fire dept.
- Full time fire department, commercial development, increase size or police dept., More corporation between La Vista & Papillion, all year school, code enforcement.
- Safety street repairs shopping
- Better police training, stop police car chases for minor traffic enforcement "ie" ran stop sign, no tail lite or 1-head lite.
- Safety from any gang activity curfews are good to keep.
- Safety, keeping taxes in line.
- Put up additional street lights on some streets in front of houses where the area is dark to help deter crime. Park crest drive for example.
- Keep it a safe place to live, would like to see more business & development of cover City Park c & signed up for emails to keep informed but dont get them.
- Good police and fire department service continue good show. Removal service and good streets. Clean and maintain parks.
- Full time fire and medical!
- Stricter drug test for fire department but if it is ok for volunteers to smoke weed they should be more discreet and not smoke weed in their cars with lights on them or small like marijuana when they go to Wal-Mart. Or don't put pictures of marijuana users and names on website.
- Full time fire department move quickly on improvements along 84th st get rid of the learning community (I understand this must be done @ state level)
- Have the law enforcement officers do their job well and treat all citizens with respect and fair, no matter of race or nationality.

## Schools, education, youth

- Good school system (expand) get rid of all the fire work stands especially New Year fireworks (wtf.)
- Reduced drug & alcohol abuse, especially in the PLHS community. Its hidden well but 1 used to go these so I know.
- Have more programs or classes to teach english to the other cultures that want to reside in La Vista.
- Support of youth activity, sports, education, community service - These "kids" are the future of La Vista & Sary county. I am 91 so many of the question are not applicable to me - keep our youngsters safe, happy, well educated & all will be well - God bless

- More elementary schools - get rid of the portable classrooms. They make the neighborhood look very trashy.
- Continued focus on high-quality education; community safety. (low crime rates). Emphasis on public health & wellness (parks, bike paths, trails, etc.) Community enjoyment & activity.
- Provide more activities for teens, such as movie theater. Skating & movies for the entire family fill the empty buildings instead of building more past 120th & Giles rd.
- More youth activities, more lighting in neighborhoods, more apartments
- Improve youth recreational opportunities. Provide more shopping centers or activities for the youth and their family to enjoy on 84th by using the old Wal-Mart Bakers buildings.
- Place for children - teens to go to learn and activities - sports
- Schools
- More activities for children / teens such as movie theater, skating rink, game\ gallery build up the area business where Baker was & where Wal-Mart was.
- #1 - The education @ schools for a disabled child is outstanding but there is nothing for them to do outside of school. None of the parks have any activities for a wheelchair bound child to do. A swing or 2 at a few parks would be incredible! Someday you can have a park where all my children can play at!
- Our youths.

### **Taxes, government**

- Use/spend tax money wisely. We don't need subsidize the building of hotels if we are not paid when built. If golf course is losing money change it to make it profitable or close it.
- Property taxes to high.
- Keep taxes at a minimum -The city doesn't need to have the best of everything.
- Consider casino's to lower taxes and increase revenue: solicit grocery stores retail in general. Less police presence!!
- Provide tax breaks to singles. With no children. This can increase home ownership of the smaller homes available in La Vista.
- Watch the house taxes. We are getting ready to retire in a few years and when you pay over \$300 per mo on taxes we are not sure if we will be able to handle that to stay here. We hate the thought that just because we are at the age of retirement you can't afford to stay in your home. Especially when you pay taxes all your life. We need to think about all of us baby boomers coming into cities
- More direct response to questions/complaints from the citizens. I called 5 weeks in a row to complain about the neighbors abandoned car before it was ticketed. I called to request a drive-by from Santa and was assured the would come by and he didn't. During movie nights in the summer a visit by police would be nice. I don't care about progress to the west, but I miss Bakers, Wal-Mart, avenue, Gordman's etc, I hear we are having hobby lobby too. Fixit! I've paid my taxes for 30 years - make my life better.
- When asking input from your residents, to actually listen and try to help instead of giving them the run-around when there is an issue of concern.
- Make sure we keep Doug Kindig as our mayor and that he keeps up the energy he displays for our city.
- Reasonable spending and lower taxes.
- Keep taxes under control, Economic Development stay in touch with citizens.
- La Vista-Papillion & surrounding area spends money that you don't have you tax-spend us right out of. Your community families in La Vista especially are healthy you cannot control growth. Government growth!

- Lower real estate taxes- we're in the same school district as Papillion yet a house in Papillion with the same assessed amount has an annual tax of 150 less than mine.
- Lower taxes
- Lower taxes of all kinds, reduce the involvement of government in our lives.
- Communication between the city of La Vista & its people. I live in an apartment complex so now could that be possible?

## Other

- Having property management of apartment buildings look into all cases of rude neighbors without blaming the victim for the problems they are having.
- For me personally: get Thompson creek stabilization done.
- It sure is not turning a pay to play golf course into a city park that will only cost money to maintain. Biggest problem with city is no downtown. What we have is 2 big shopping centers that are almost totally empty & turning the golf course into a park will make no difference in changing this. Where are the owners of the shop centers? Do they not care if they make money on their investment here? Do they still think they can command a premium lease price in these times? What is Papillion doing different that they get business growth? may be Papillion & La Vista should become one city.
- Combine w/ Papillion become more effecient build a olive garden
- (1) Popeye's never shovels walks. (2) Townhouse's across from fire station on Parkview need to cleanup, they look trashy and give La Vista a bad image (3) Empty strip malls, don't look good for La Vista. (4) Parks need to be updated with equipment for children, Ralston's are awesome! (5) Update schools to be safer from tragedy.
- I feel one trash service should be in the area after children are in school - so many trash company in the morning make it very unsafe for children going to school. Our streets are not wide enough for the trucks our snow removable in not very good in old La Vista.
- Keep improving
- Use xmas lighting, that is connected to xmas. Instead of modern art.
- Helping the elderly & retired citizens with snow removal in the winter a lot of them should no be removing snow due to bypass surgeries-male & female
- This is just my thought, and its selfish to my situation. I would love trees planted along Harrison to block some of the traffic noise.
- I would like to see Ralston, La Vista and Papillion merger and make a single town instead of competing.
- Snow removal special on front of "driveway" La Vista central park tennis course need some work Note: In 2005 or 2006 I send in written request for street sign for my son who is deaf and never hear back from any body from La Vista.
- Improve by replacing all old sewer lines, even if this means digging up neighborhood streets, this means the old sewer mains in the middle of old neighborhood streets.
- Two things - require apt complexes to offer recycling. Any company offered incentives to build in vista should be partially responsible for demolition of buildings left behind if they relocate Gordmans, Wal-Mart, Bakers
- What the city allowed to happen in cimarron woods is unacceptable. They allowed a showcase neighborhood for the 96th St. Corridor to mix in shacks in a premiere neighborhood. At least southwinds managed to stay the course in consistent housing. Whoever allowed that to happen needs to be fired.
- Should have a place for moved grass deposits - municipal golf course - develop south port as a visitor center

- Environmental quality Increased biodiversity Decreased local threats to natural biodiversity
- Update books in library, bring in more retail stores, increase biking/walking paths
- animals seen round police facility. Try to keep not all business instead of Papillion

### **Don't know/nothing**

- Continue in the same direction.
- Just help our service in La Vista on track - make necessary changes when needed! Great job in keeping our taxes in check!
- Keep doing what your doing
- Don't know
- Maintain current level
- Completely satisfied
- I've only lived in Lv for 3 mo. Sorry I can't be more help. I spend most of my time & \$\$ in Papillion. (Sarpy county YMCA) and shopping there.
- No comment
- Don't know.
- Just moved here in June don't know anything.
- It appears from this survey that you are trying all the right things. You certainly show much, much interest in bettering La Vista. Glad & moved here 10 months ago!
- I have only lived in La Vista for one year & because I'm a senior and dont get out that much experience a whole varieties of things I'm impressed with what I've experienced so far. Great police patrol!
- Do what you can afford
- Fine the way it is.



# CITY OF LA VISTA, NE

## 2013



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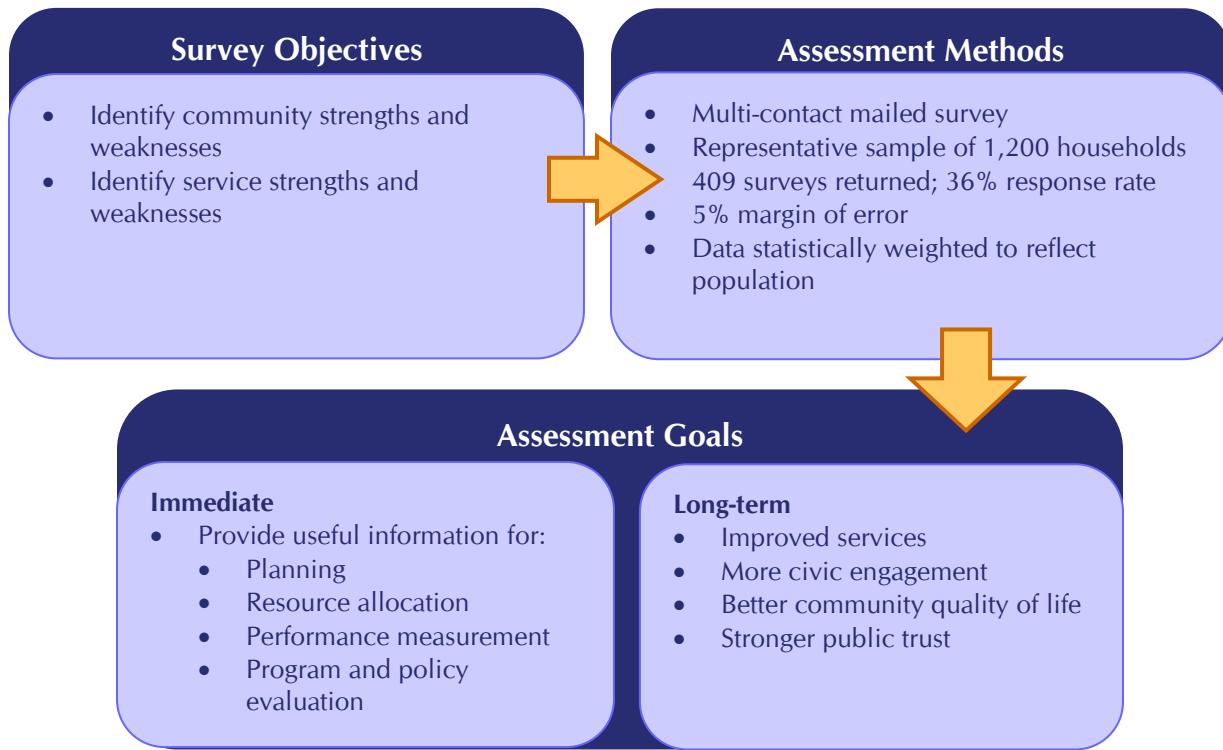
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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 409 completed surveys were obtained, providing an overall response rate of 36%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of La Vista was developed in close cooperation with local jurisdiction staff. La Vista staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of La Vista staff also augmented The National Citizen Survey™ basic service through a variety of options including several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of La Vista Survey (409 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of La Vista, but from City of La Vista services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of La Vista chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of La Vista survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of La Vista results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of La Vista’s rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of La Vista survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of La Vista and believed the City was a good place to live. The overall quality of life in the City of La Vista was rated as "excellent" or "good" by 90% of respondents. Almost all reported they plan on staying in the City of La Vista for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the cleanliness of La Vista, the variety of housing options and educational opportunities. The three characteristics receiving the least positive ratings were opportunities to attend cultural activities, employment opportunities and ease of bus travel in La Vista.

Ratings of community characteristics were compared to the benchmark database. Of the 25 characteristics for which comparisons were available, 10 were above the national benchmark comparison, seven were similar to the national benchmark comparison and eight were below.

Residents in the City of La Vista were minimally civically engaged. While only 15% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 92% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of La Vista, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of La Vista as "excellent" or "good." This was higher than the benchmark. Those residents who had interacted with an employee of the City of La Vista in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as "excellent" or "good."

On average, residents gave generally favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 29 services for which comparisons were available, 23 were above the benchmark comparison, five were similar to the benchmark comparison and one was below.

Respondents were asked to rate how frequently they participated in various activities in La Vista. The most popular activities included providing help to a friend or neighbor and reading the La Vista newsletter; while the least popular activities were participating in a club and riding a local bus. Generally, participation rates in the various activities in the community were lower than other communities.

Compared to the 2007 survey results, ratings increased for snow removal, traffic signal timing, safety from property crimes and for City employee's knowledge, courtesy and overall impression. However, ratings decreased for the overall quality of new development, the overall appearance of La Vista, land use, planning and zoning, code enforcement, shopping opportunities and economic development.

A Key Driver Analysis was conducted for the City of La Vista which examined the relationships between ratings of each service and ratings of the City of La Vista's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of La Vista can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Fire services

Of these services, those deserving the most attention may be that which was similar to the benchmark comparisons: fire services. For economic development services, the City of La Vista was above the benchmark and should continue to ensure high quality performance.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of La Vista – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of La Vista. Residents were asked whether they planned to move soon or if they would recommend the City of La Vista to others. Intentions to stay and willingness to make recommendations provide evidence that the City of La Vista offers services and amenities that work.

Most of the City of La Vista's residents gave high ratings to their neighborhoods and the community as a place to live. Further, many reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

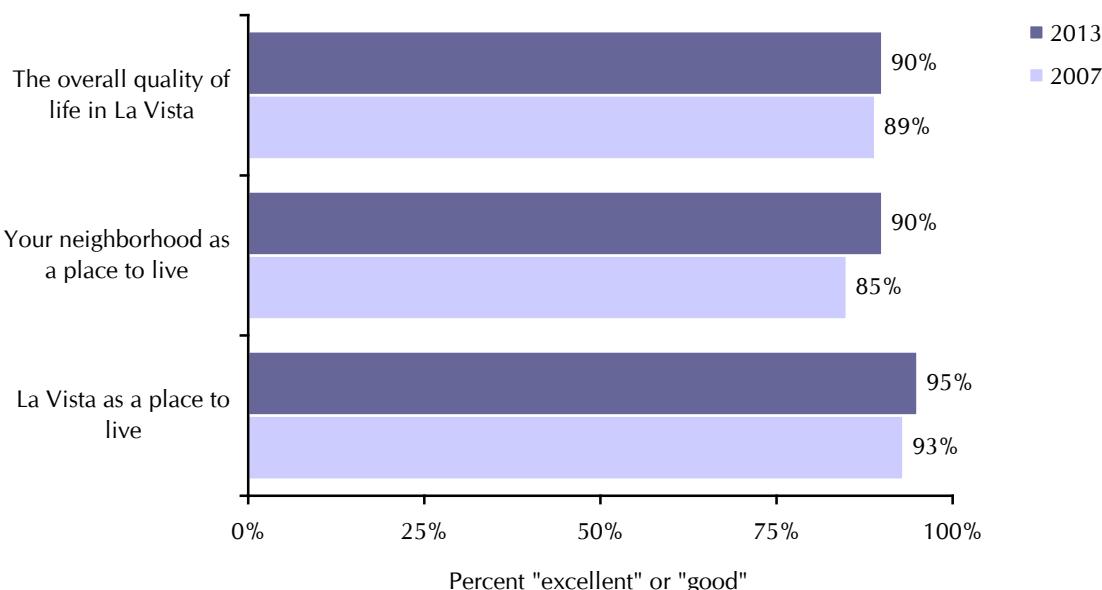


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

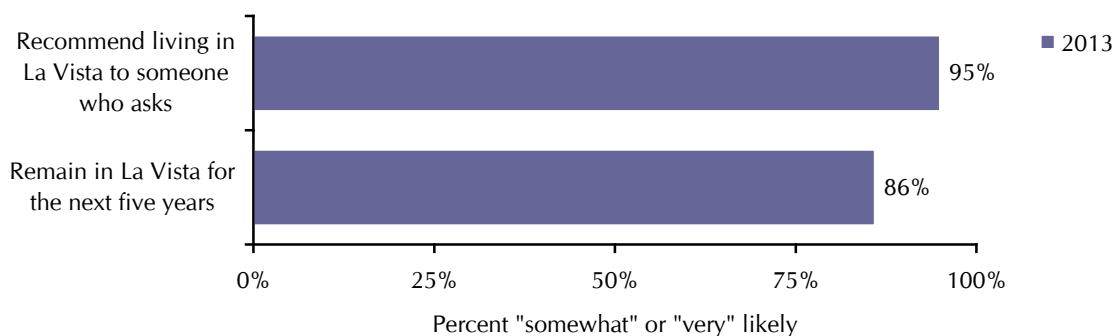


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in La Vista	Much above
Your neighborhood as place to live	Much above
La Vista as a place to live	Much above
Recommend living in La Vista to someone who asks	Much above
Remain in La Vista for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Traffic flow was given the most positive rating, followed by ease of walking. These ratings varied compared the national benchmark and were similar to years past where questions were asked.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

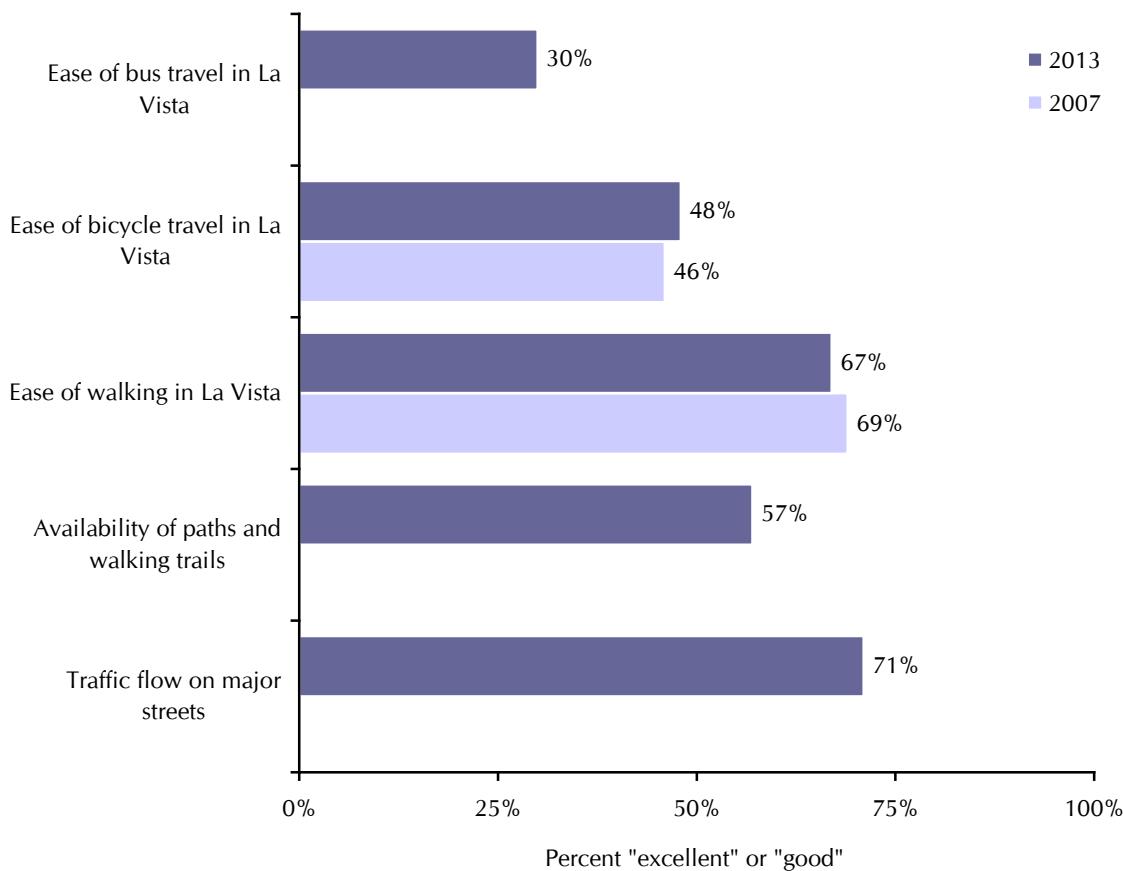


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of bus travel in La Vista	Much below
Ease of bicycle travel in La Vista	Similar
Ease of walking in La Vista	Above
Availability of paths and walking trails	Below
Traffic flow on major streets	Much above

Eight transportation services were rated in La Vista. As compared to most communities across America, ratings tended to be favorable. Seven services were much above the benchmark and one service was much below the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

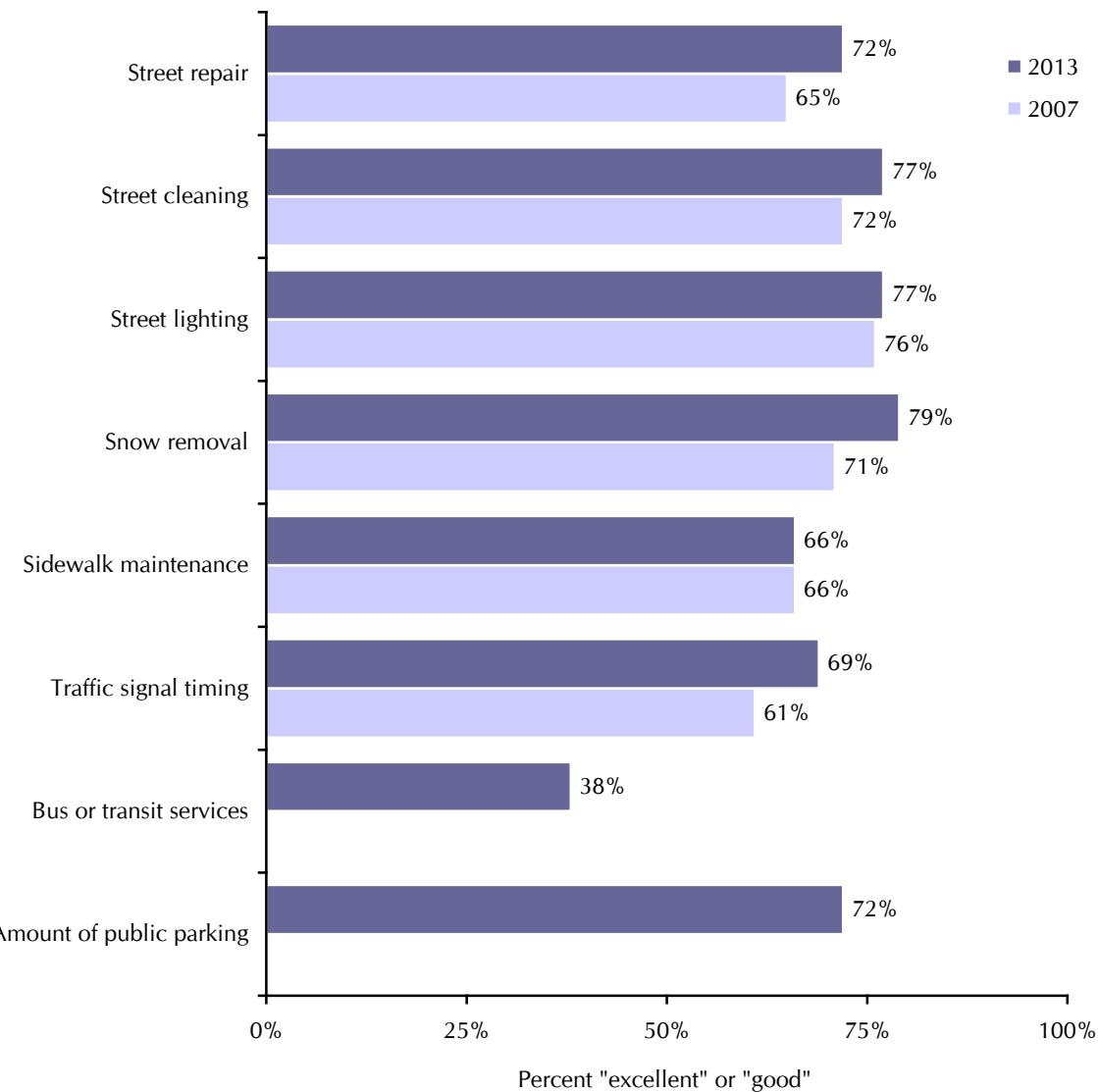


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Snow removal	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Much above
Bus or transit services	Much below
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 11% of work commute trips were made by carpooling and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

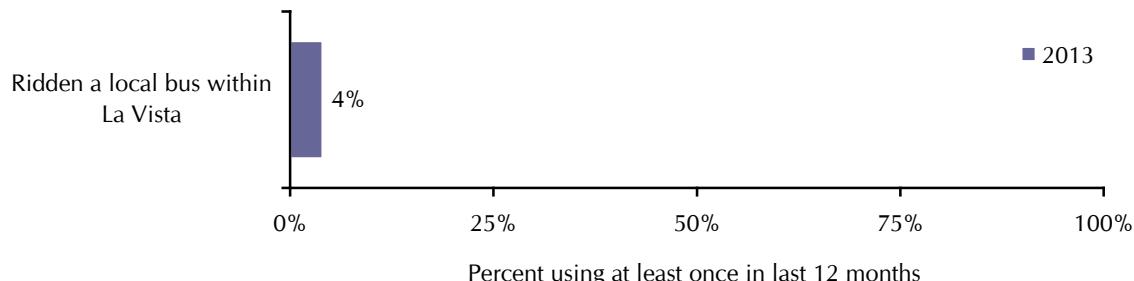


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within La Vista	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

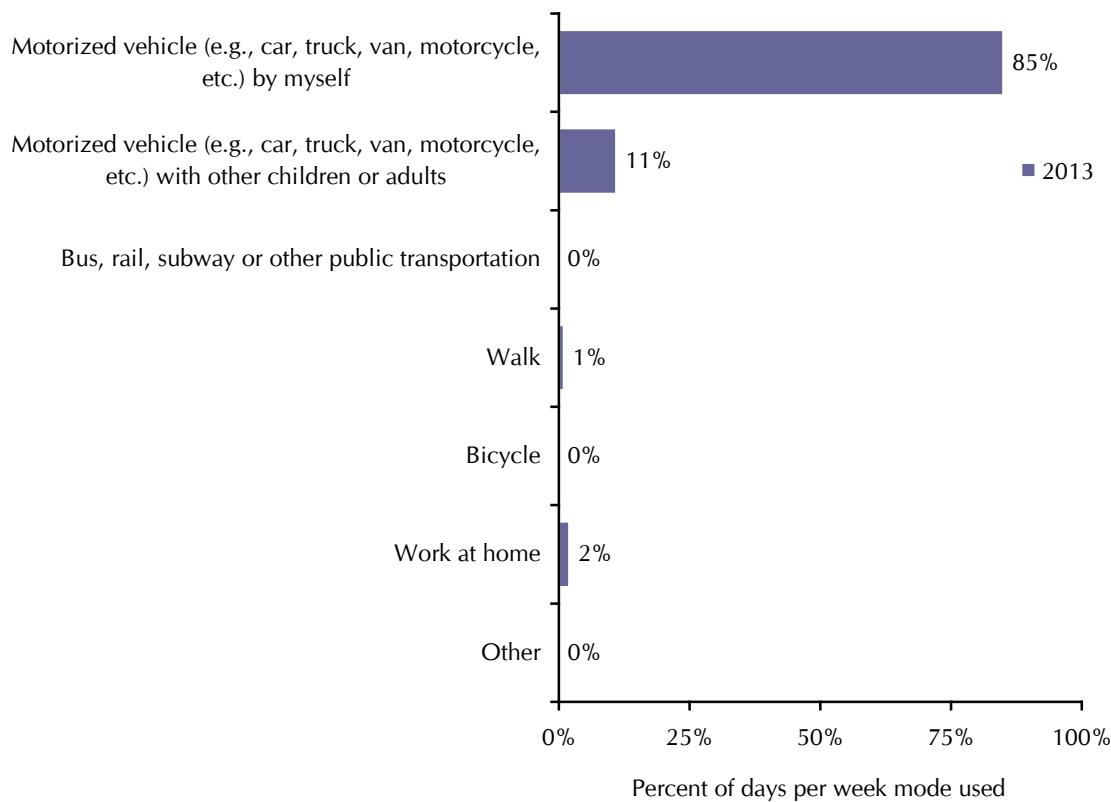


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much more

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of La Vista residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 70% of respondents, while the variety of housing options was rated as "excellent" or "good" by 74% of respondents. The rating of perceived affordable housing availability was better in the City of La Vista than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

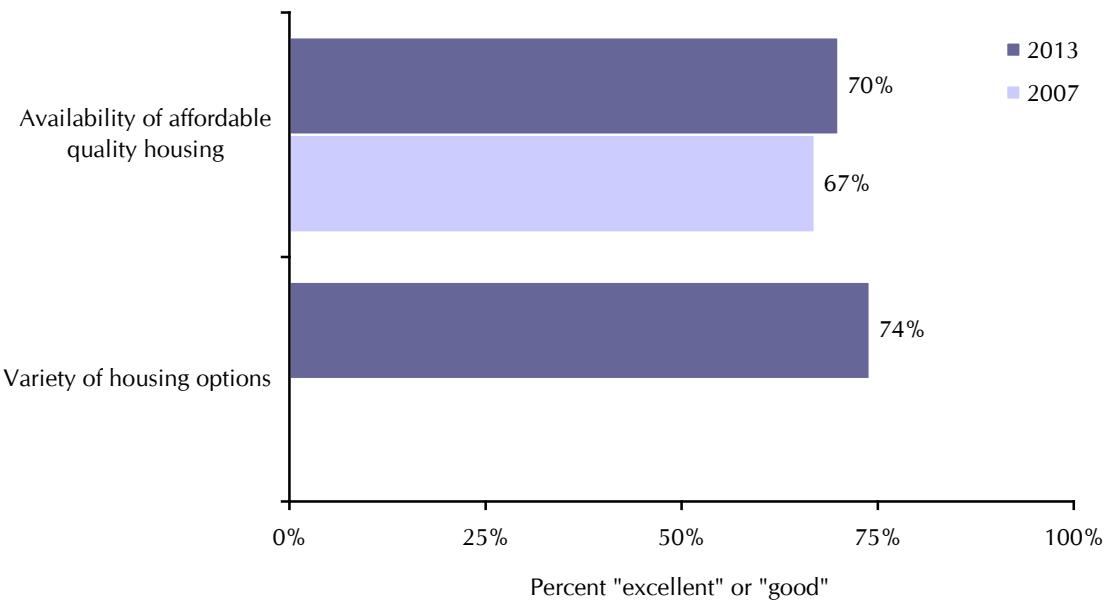


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

To augment the perceptions of affordable housing in La Vista, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of La Vista experiencing housing cost stress. Almost 20% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

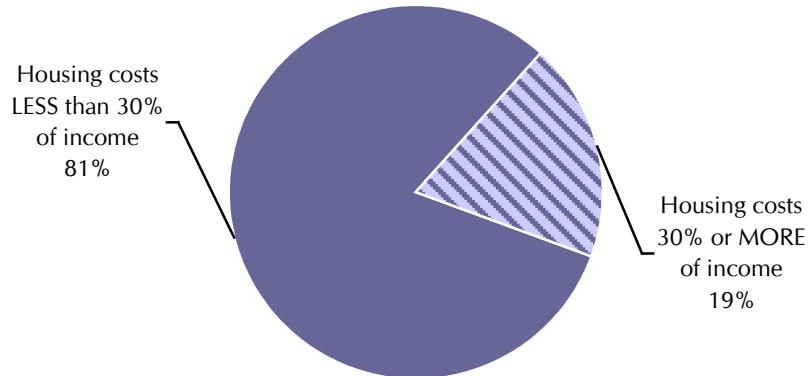


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of La Vista and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of La Vista was rated as "excellent" by 20% of respondents and as "good" by an additional 44%. The overall appearance of La Vista was rated as "excellent" or "good" by 65% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of La Vista, 11% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmark. Ratings decreased for the overall quality of new development and the overall appearance of La Vista as well as for the services of land use, planning and zoning and code enforcement when compared to past years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

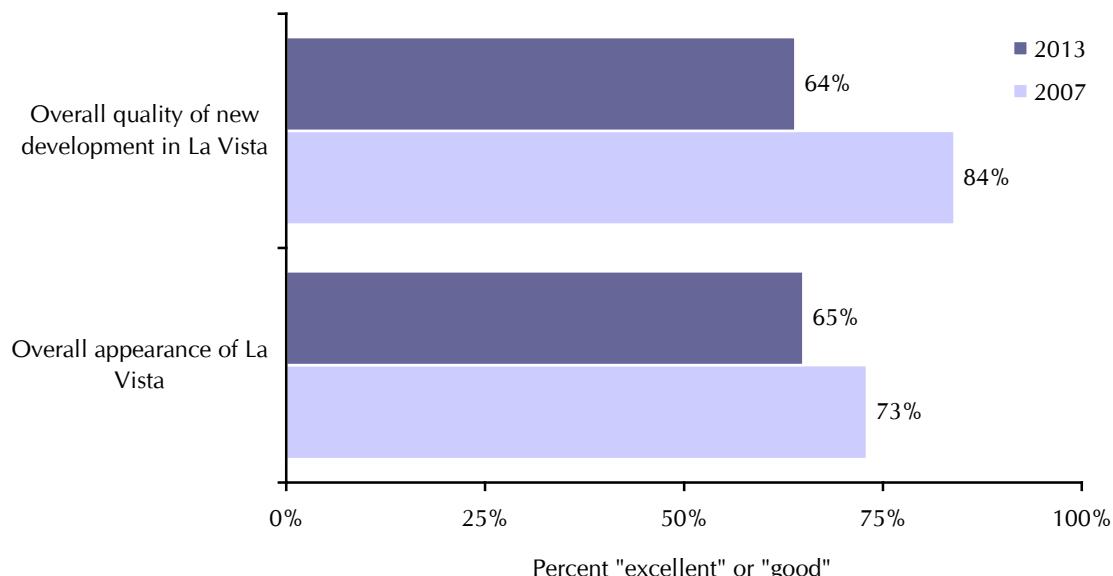


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in La Vista	Above
Overall appearance of La Vista	Similar

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

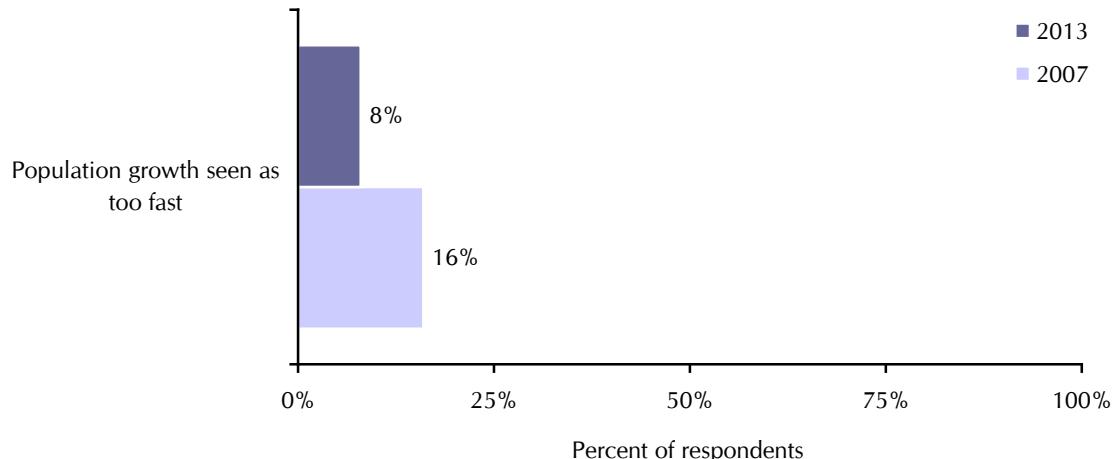


FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

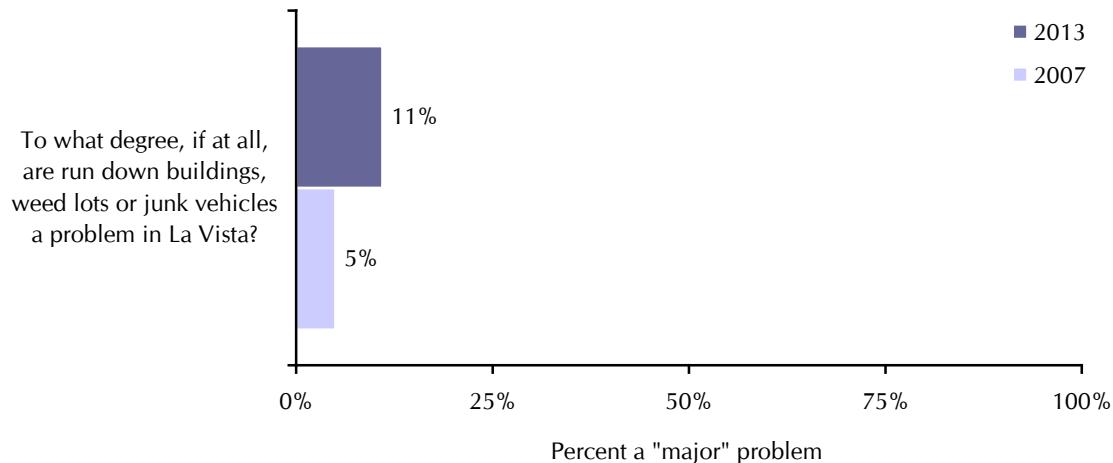


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar

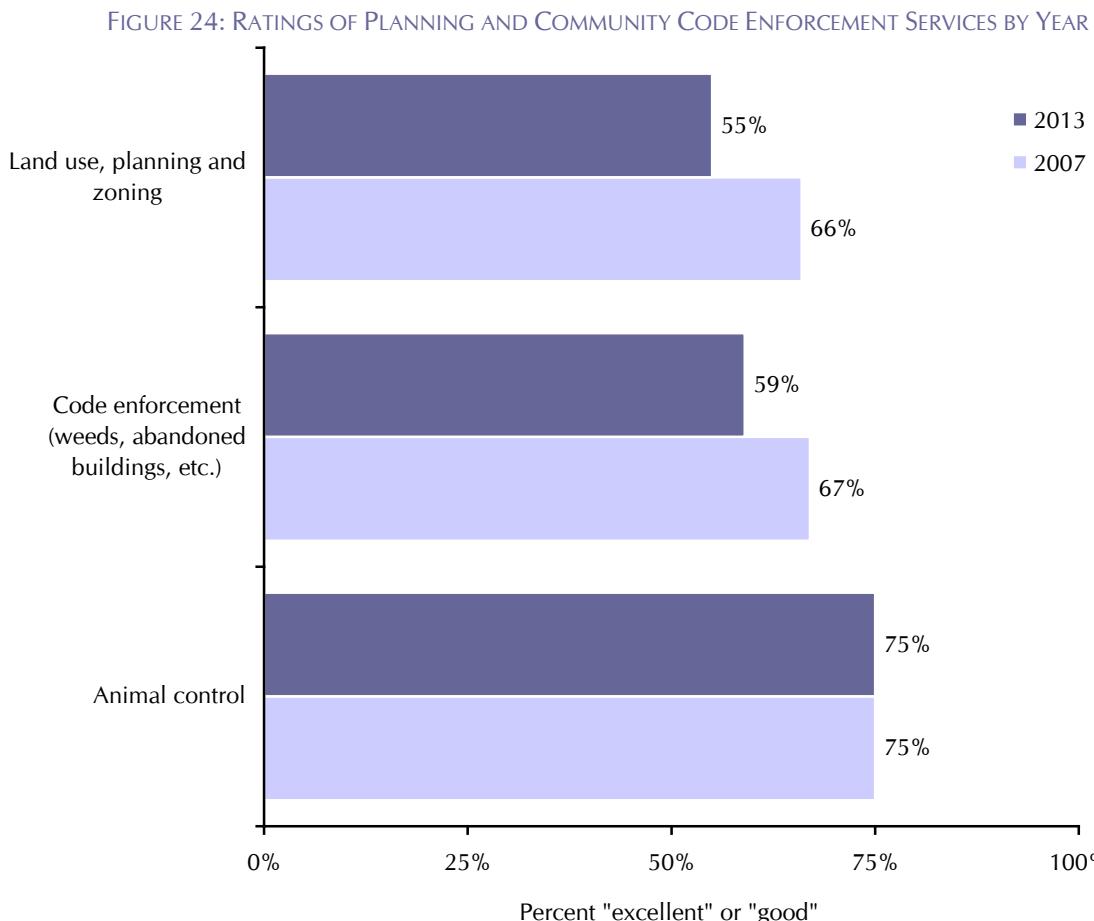


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were La Vista as a place to work and the overall quality of business and service establishments in La Vista. Receiving the lowest rating was employment opportunities. When compared to the 2007 survey, ratings decreased for shopping opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

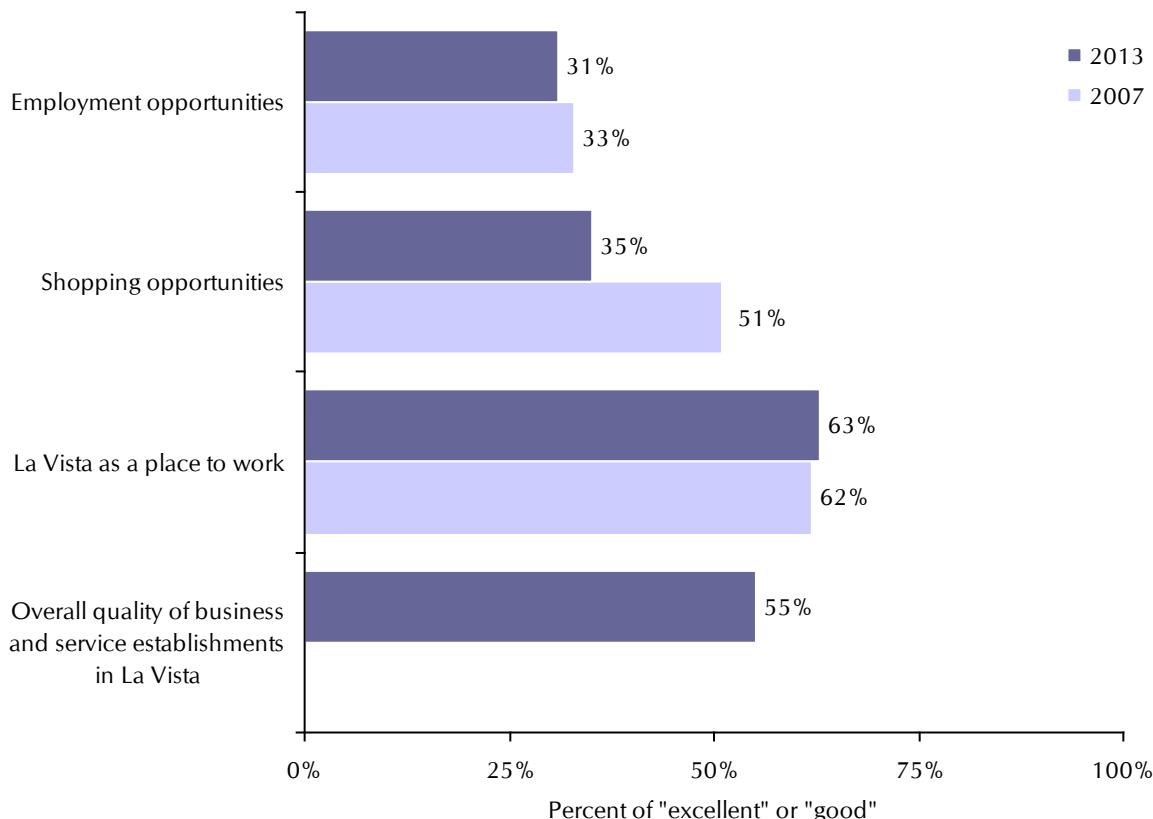


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Similar
Shopping opportunities	Much below
La Vista as a place to work	Above
Overall quality of business and service establishments in La Vista	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in La Vista, 65% responded that it was "too slow," while 70% reported retail growth as "too slow." More residents in La Vista compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

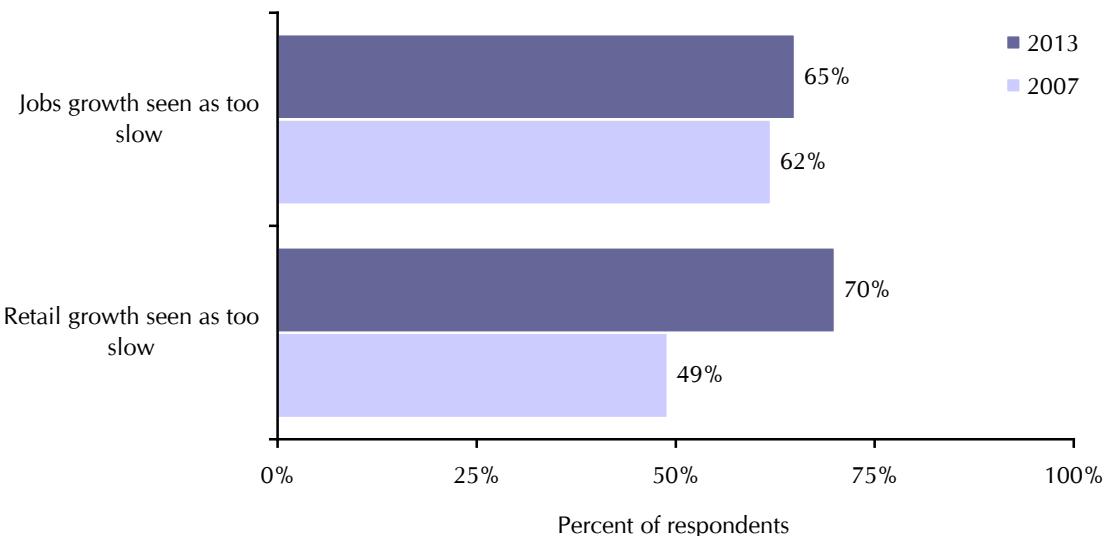


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

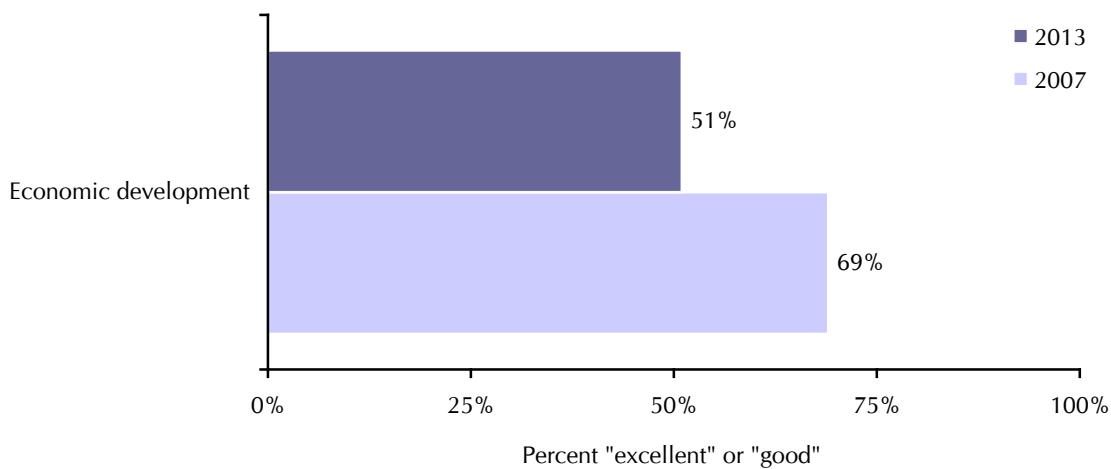


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Twenty-three percent of the City of La Vista residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was more than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

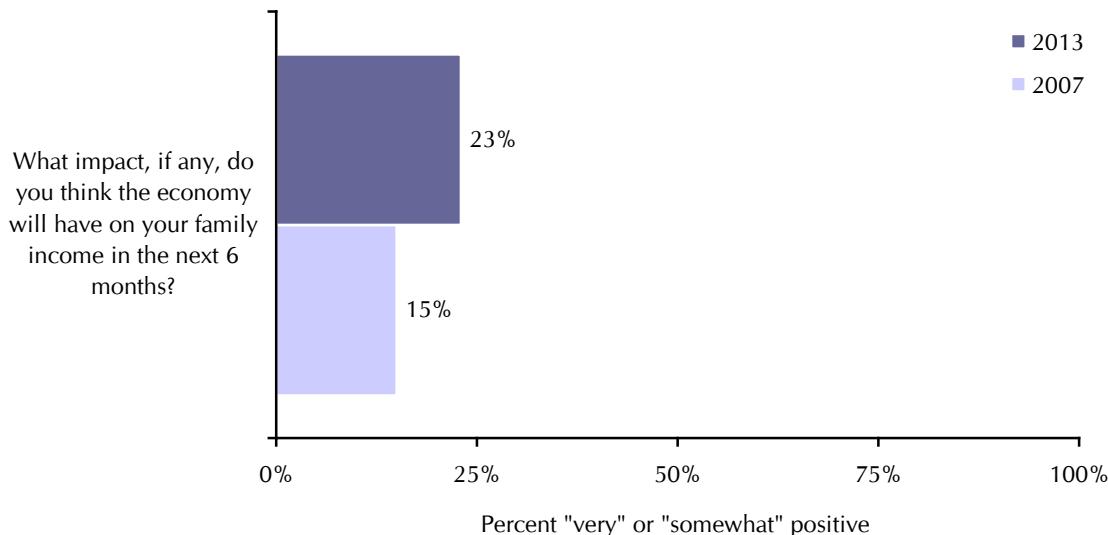


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of La Vista. About 89% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 91% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Ratings increased for safety from property crimes when compared to the previous survey.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

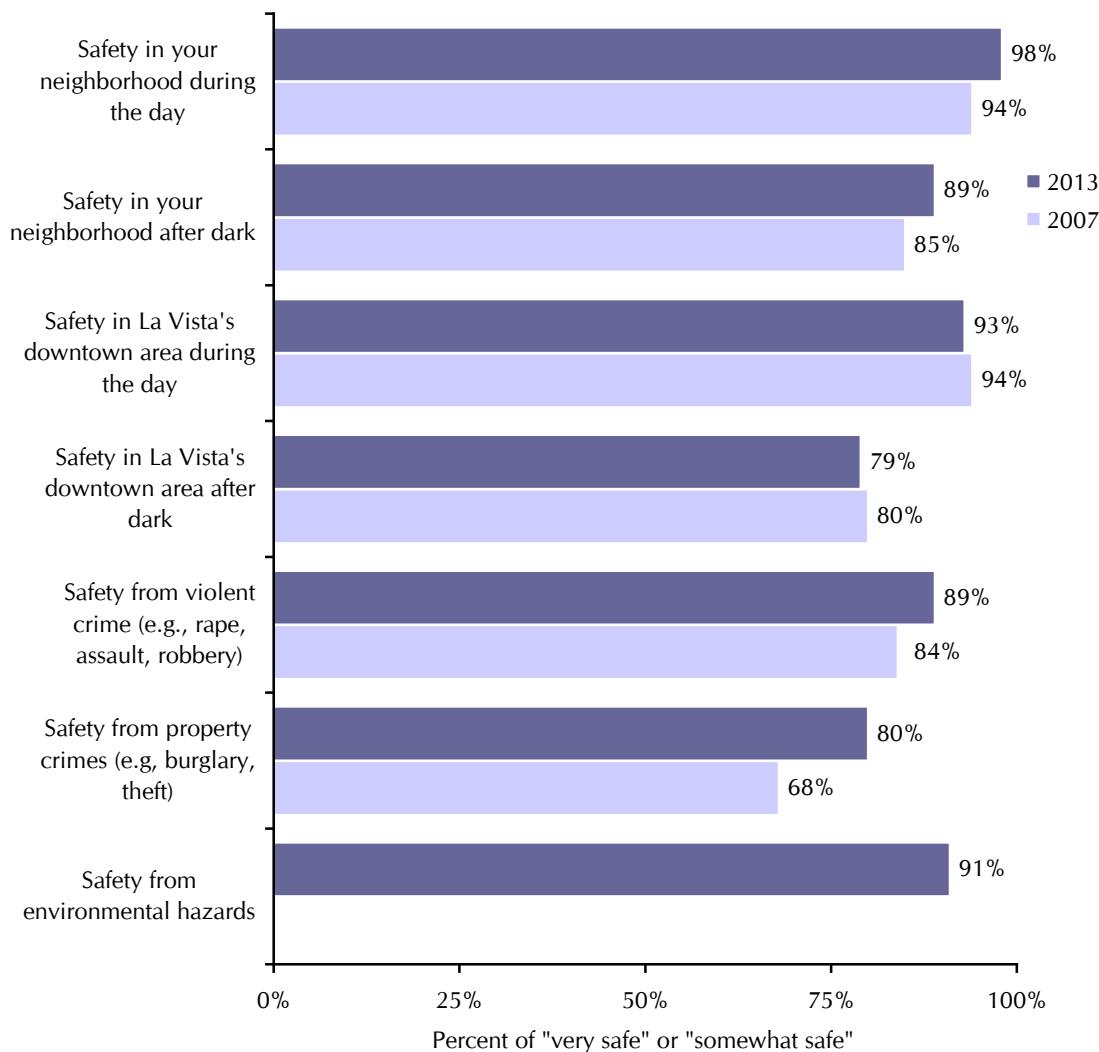


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In La Vista's downtown area during the day	Above
In La Vista's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 75% had reported it to police. Compared to other jurisdictions fewer La Vista residents had been victims of crime in the 12 months preceding the survey and fewer of La Vista residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

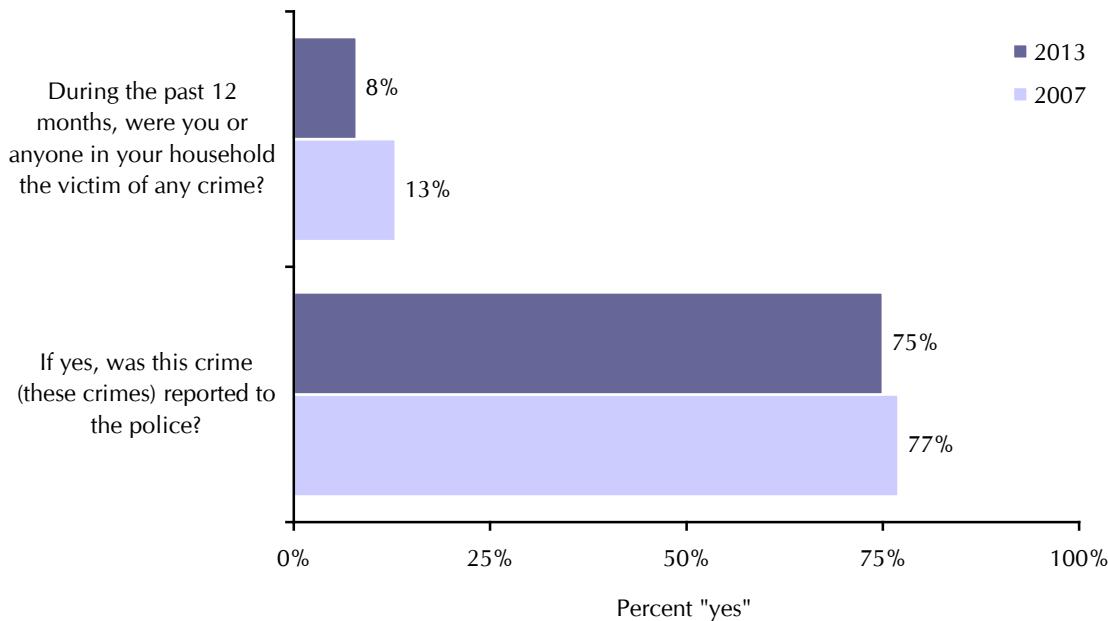


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Less

Residents rated seven City public safety services; of these, six were rated above the benchmark comparison, one was rated similar to the benchmark comparison and none were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. All were rated similar compared to previous years when questions were asked.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

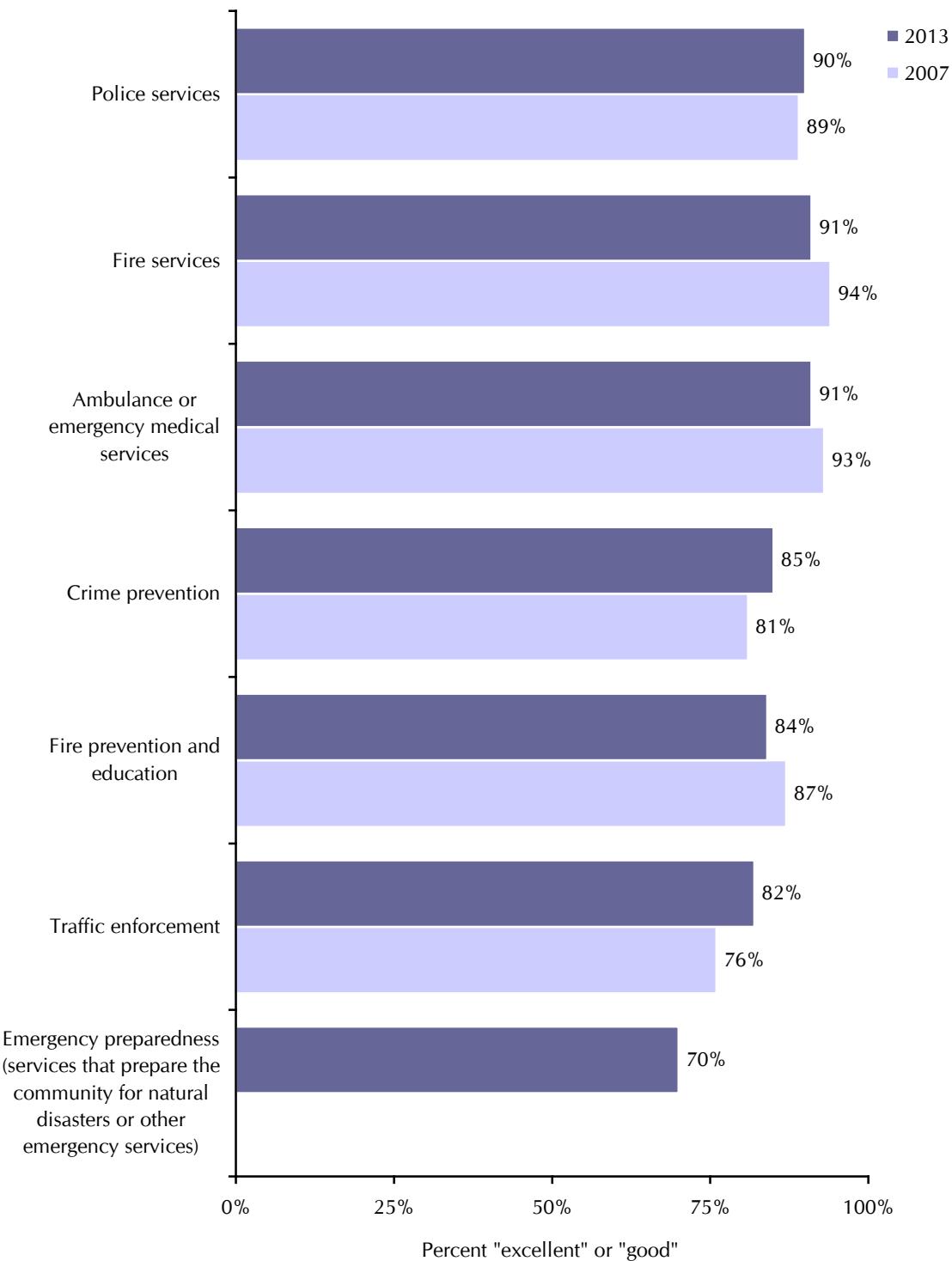


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Similar
Ambulance or emergency medical services	Above
Crime prevention	Much above
Fire prevention and education	Above
Traffic enforcement	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

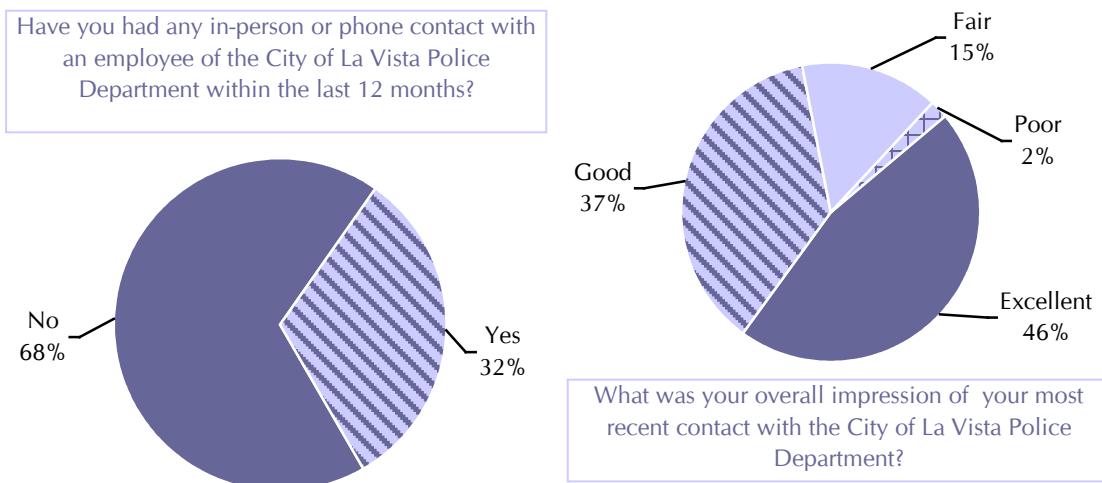


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

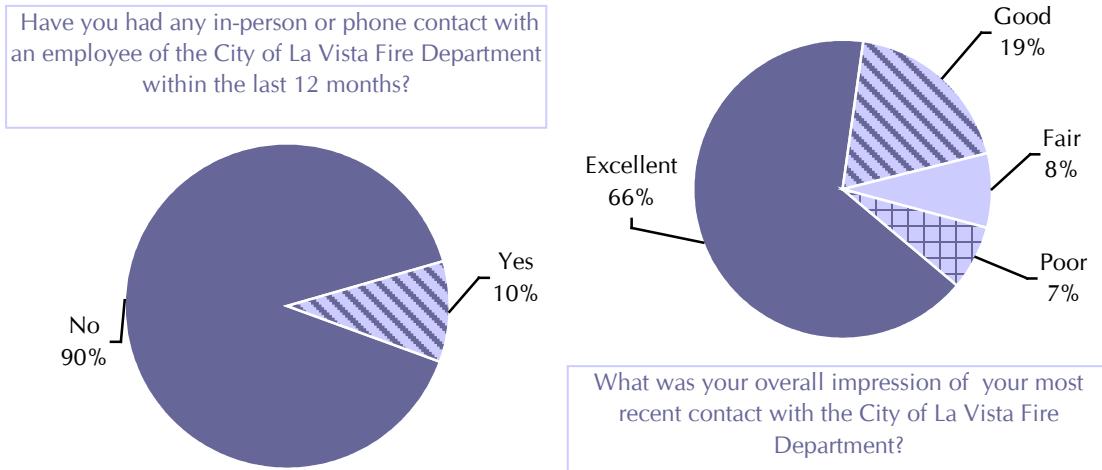


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of La Vista Police Department	Less
Overall impression of most recent contact with the City of La Vista Police Department	Much above
Had contact with the City of La Vista Fire Department	Less
Overall impression of most recent contact with the City of La Vista Fire Department	Similar

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of La Vista were asked to evaluate their local environment and the services provided to ensure its quality. The cleanliness of La Vista received the highest rating, and it was above the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

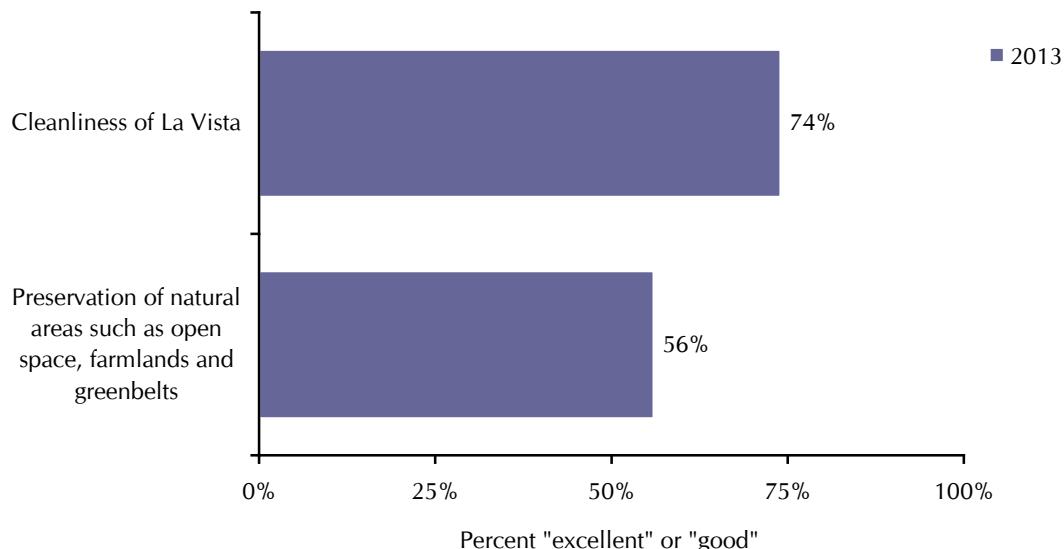


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of La Vista	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Similar

Resident recycling was less than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

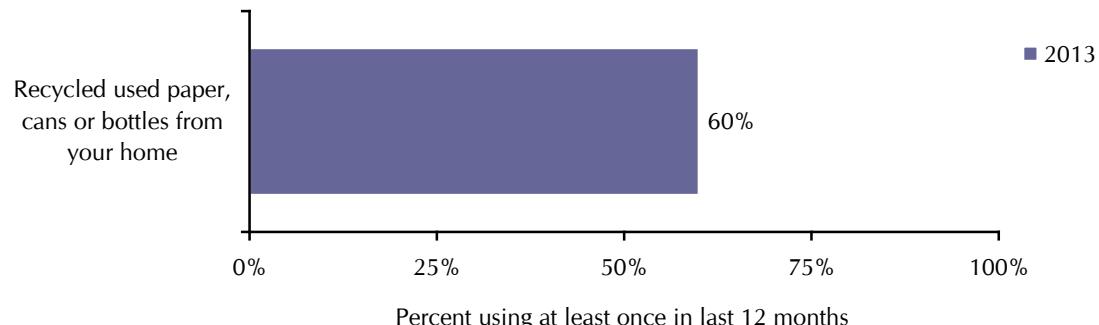


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much less

Of the two utility services rated by those completing the questionnaire, both were much higher than the benchmark comparison. These service ratings trends were stable when compared to past surveys.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

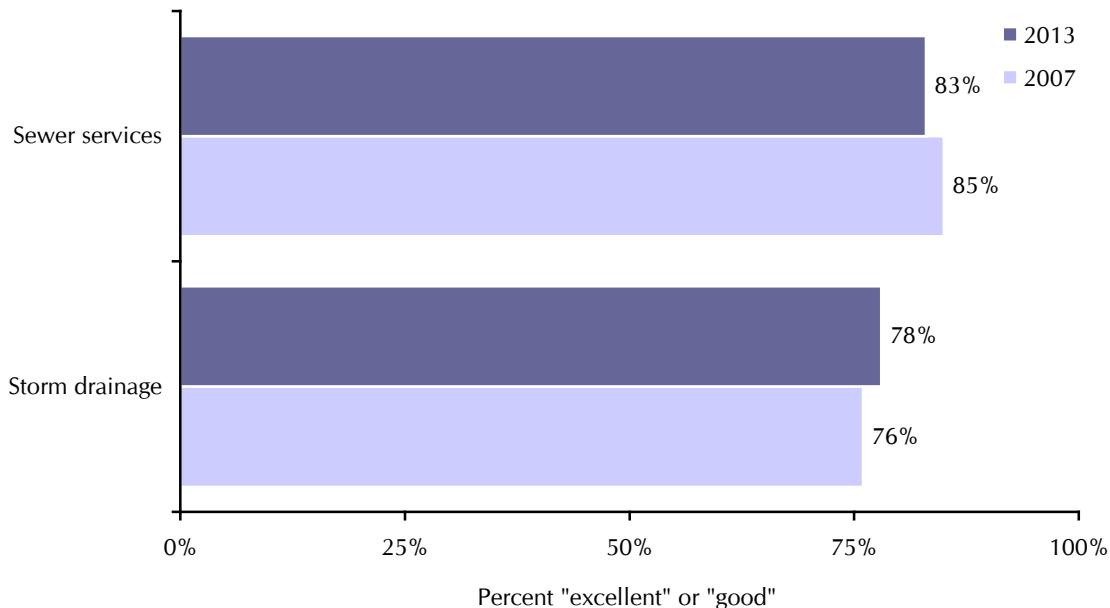


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Much above
Storm drainage	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of La Vista were rated somewhat positively as were services related to parks and recreation. Recreation programs and recreation facilities were rated similar to the benchmark. City parks received the highest rating and were similar to the national benchmark. Parks and recreation ratings have stayed constant over time.

Resident use of La Vista parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used La Vista recreation centers was smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in La Vista was lower than use in comparison jurisdictions. Use of recreation centers increased when compared to the 2007 survey.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

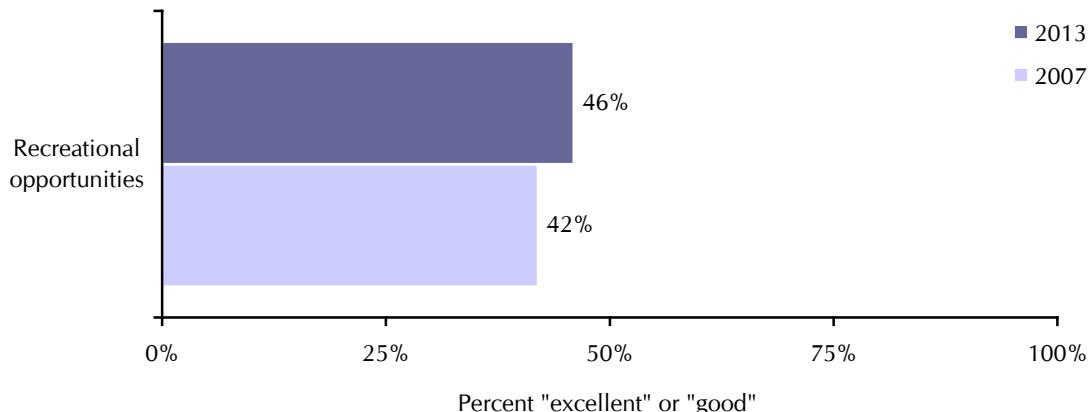


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

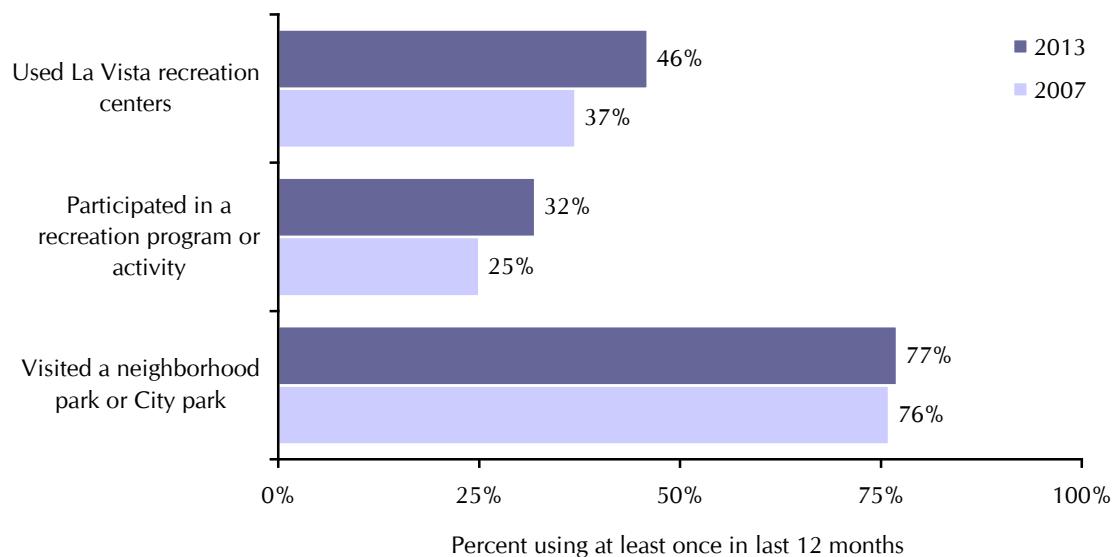


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used La Vista recreation centers	Much less
Participated in a recreation program or activity	Much less
Visited a neighborhood park or City park	Much less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

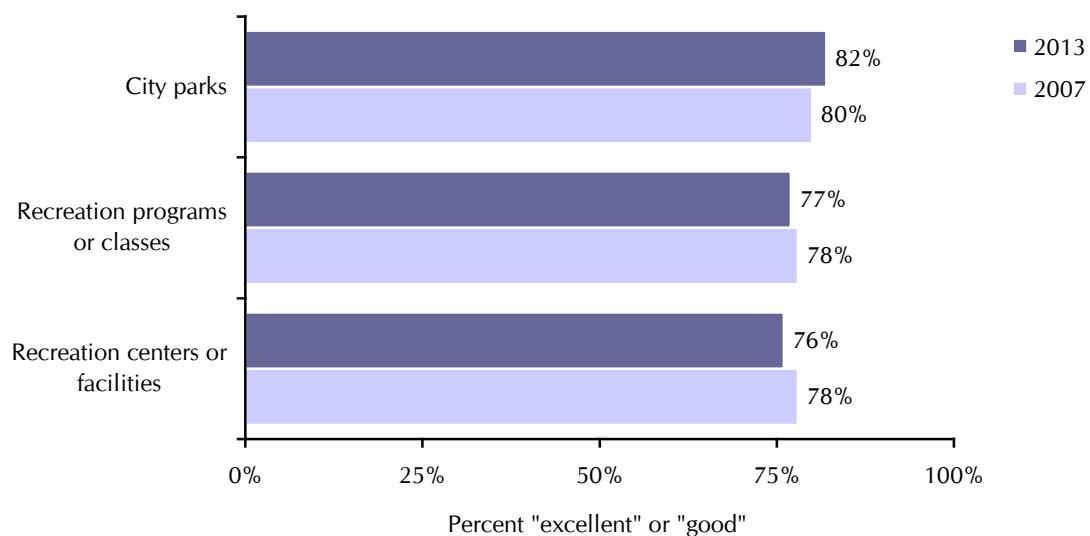


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as "excellent" or "good" by 31% of respondents. Educational opportunities were rated as "excellent" or "good" by 73% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, while cultural activity opportunities were rated much below the benchmark comparison.

About 60% of La Vista residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

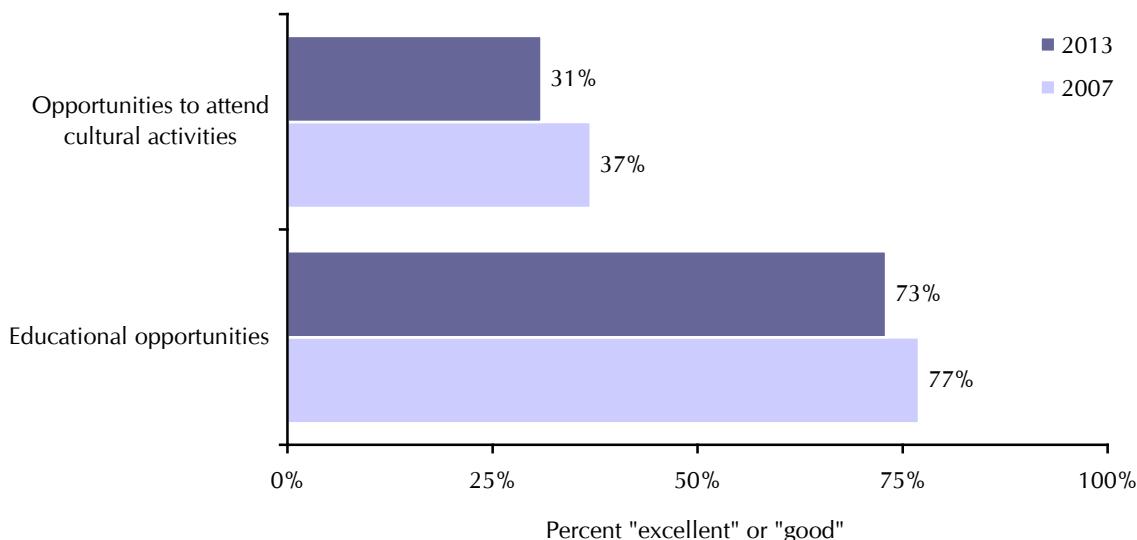


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

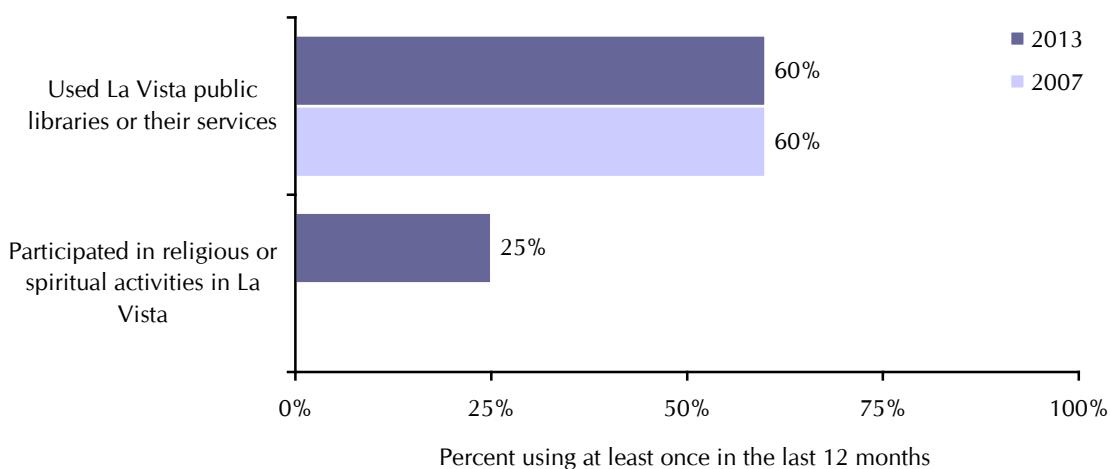


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used La Vista public libraries or their services	Much less
Participated in religious or spiritual activities in La Vista	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

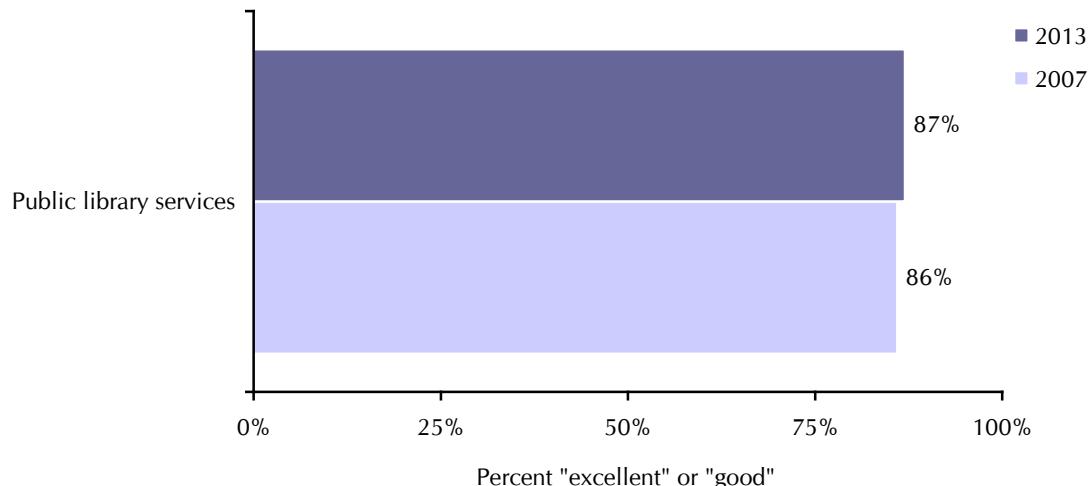


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public library services	Above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of La Vista as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of La Vista as an "excellent" or "good" place to raise kids and a moderate percentage rated it as an "excellent" or "good" place to retire. Most residents felt that the local sense of community was "excellent" or "good." Most survey respondents felt the City of La Vista was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmark.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

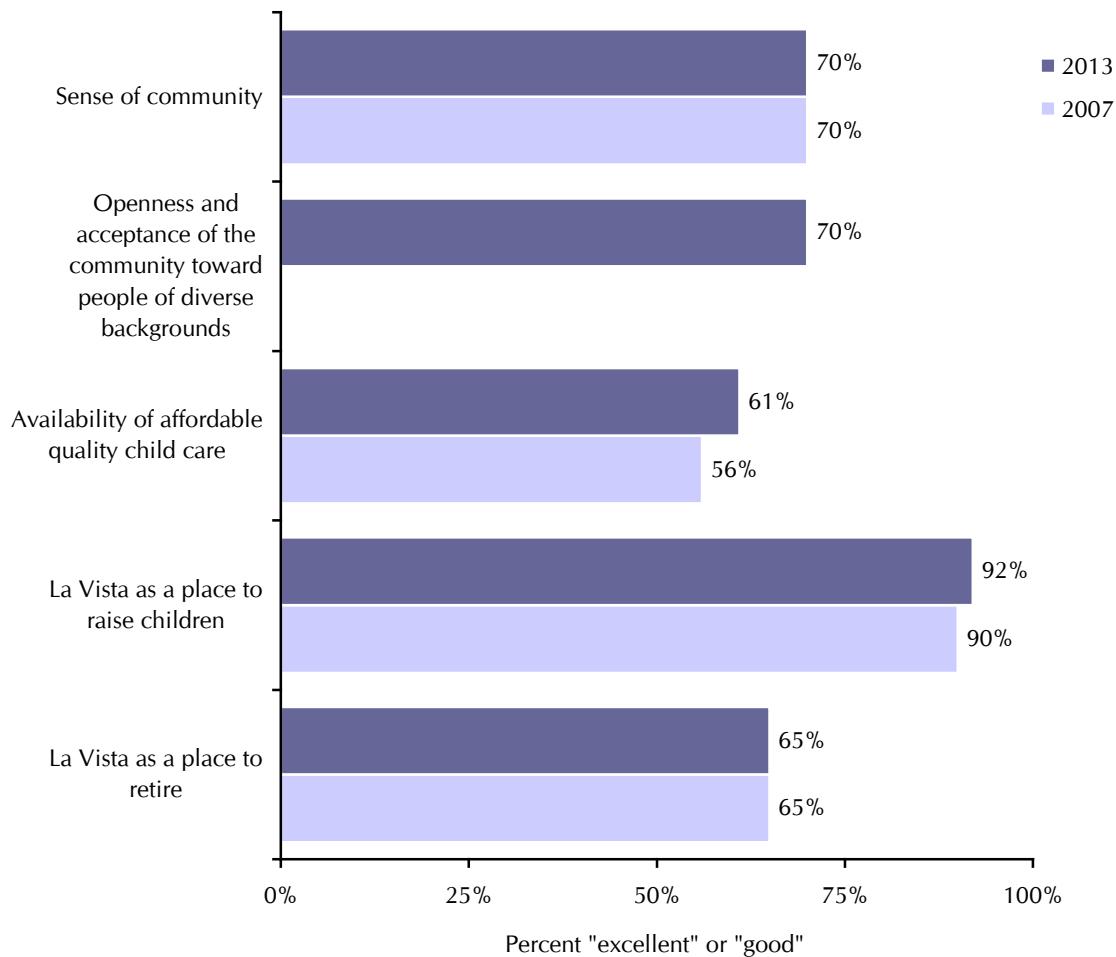


FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Above
Availability of affordable quality child care	Much above
La Vista as a place to raise kids	Much above
La Vista as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 61% to 72% with ratings of "excellent" or "good." All services were above the benchmark.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

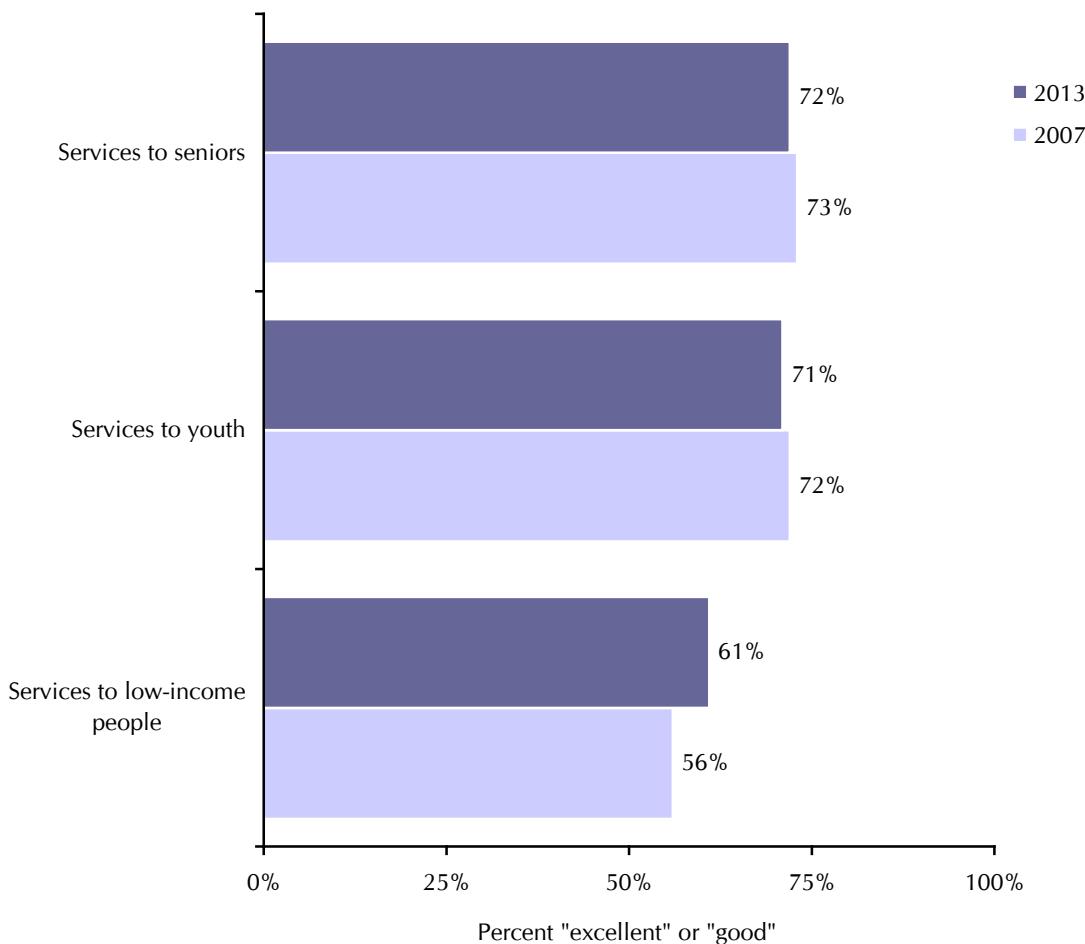


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Above
Services to youth	Much above
Services to low income people	Much above

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of La Vista. Survey participants rated the volunteer opportunities in the City of La Vista somewhat favorably. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was similar to the benchmark while the rating for opportunities to volunteer was below.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

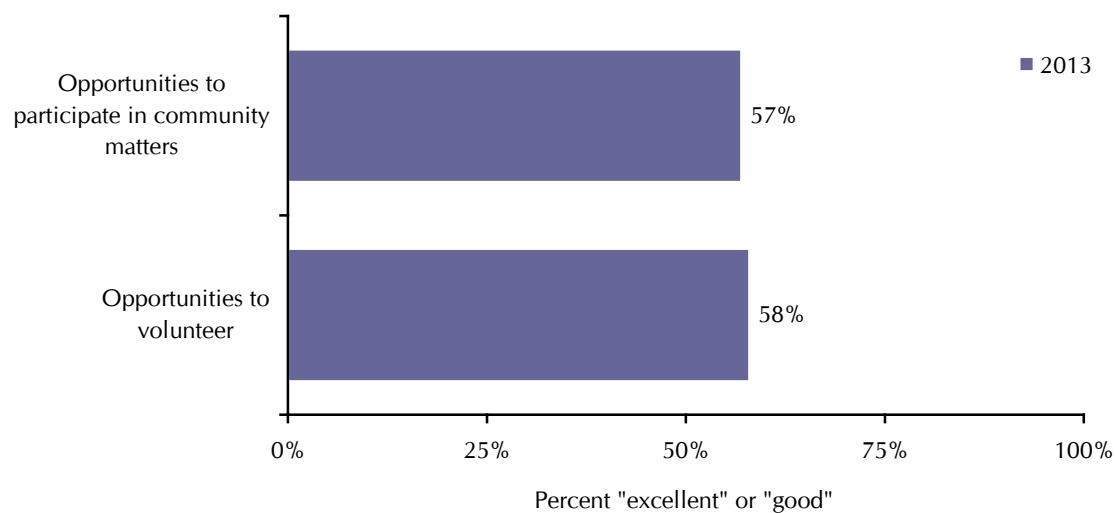


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Much below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while attending a meeting of local elected officials, volunteering time to a group and participating in a club all showed lower rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

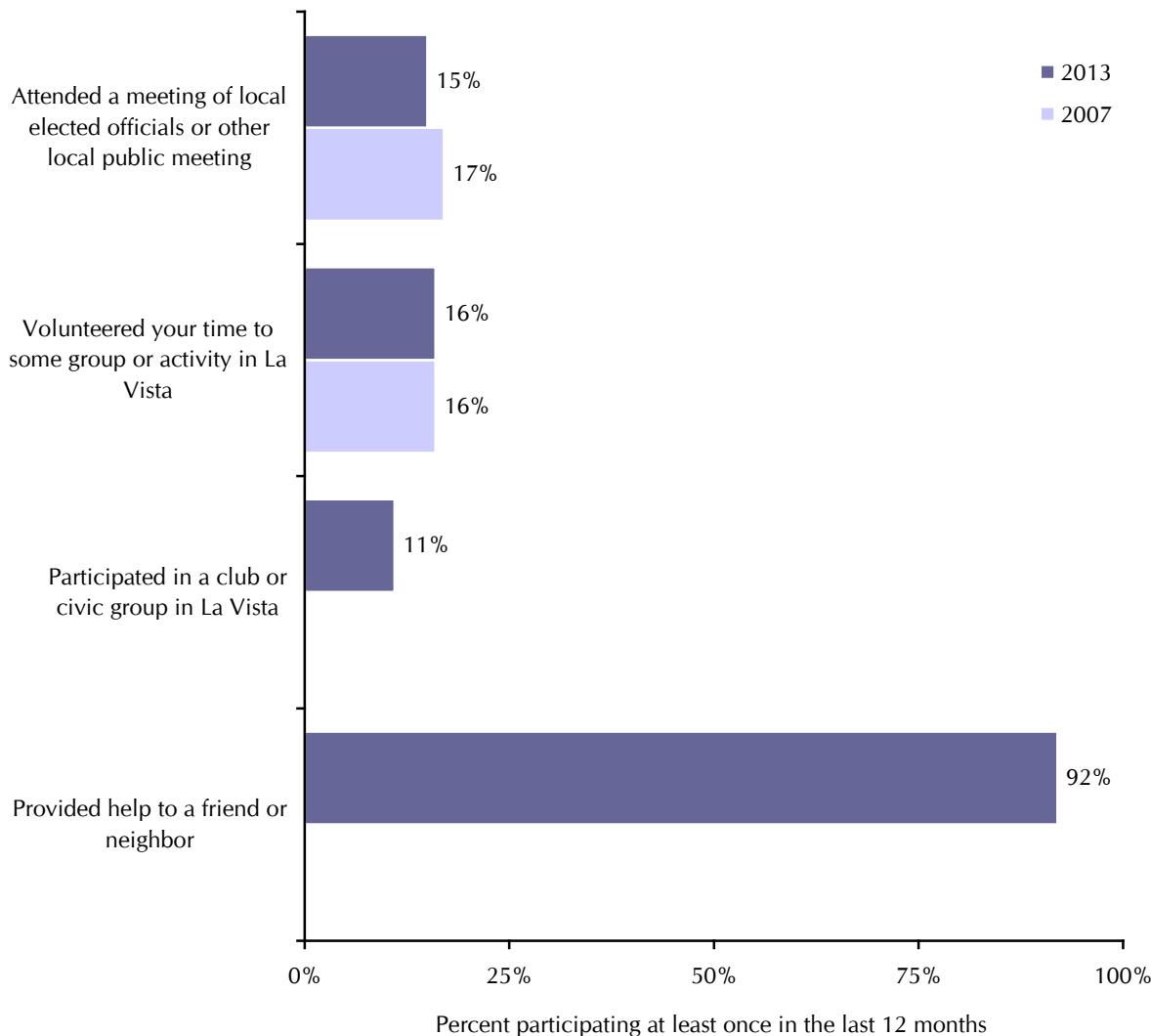
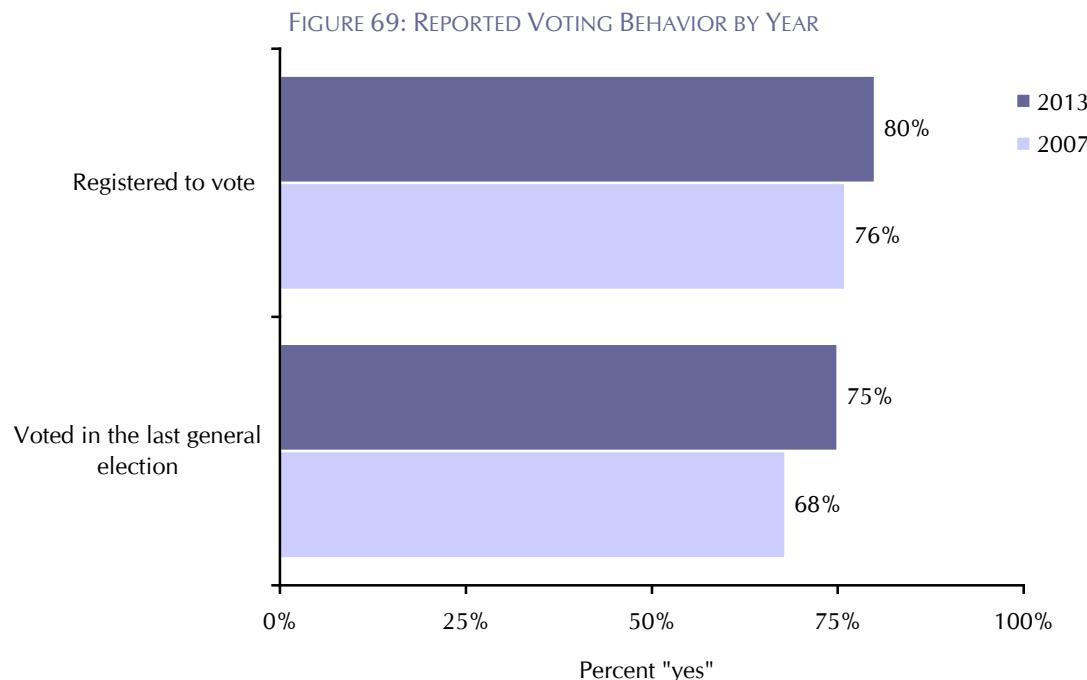


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Volunteered your time to some group or activity in La Vista	Much less
Participated in a club or civic group in La Vista	Much less
Provided help to a friend or neighbor	Similar

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

City of La Vista residents showed the largest amount of civic engagement in the area of electoral participation. Eighty percent reported they were registered to vote and 75% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 70: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Less
Voted in last general election	Similar

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of La Vista Web site in the previous 12 months, 60% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 71: USE OF INFORMATION SOURCES

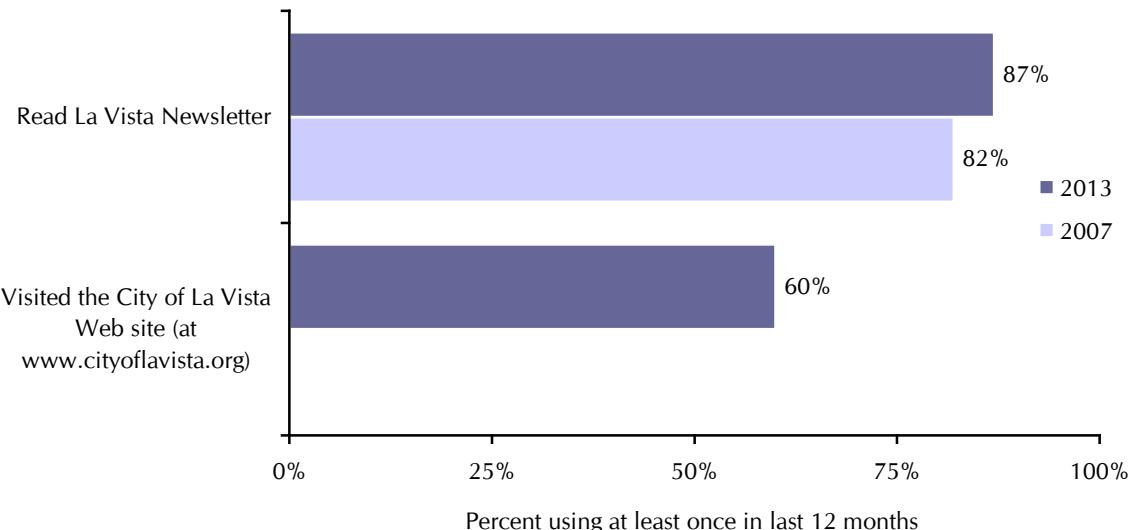


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read La Vista Newsletter	Much more
Visited the City of La Vista Web site	Similar

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

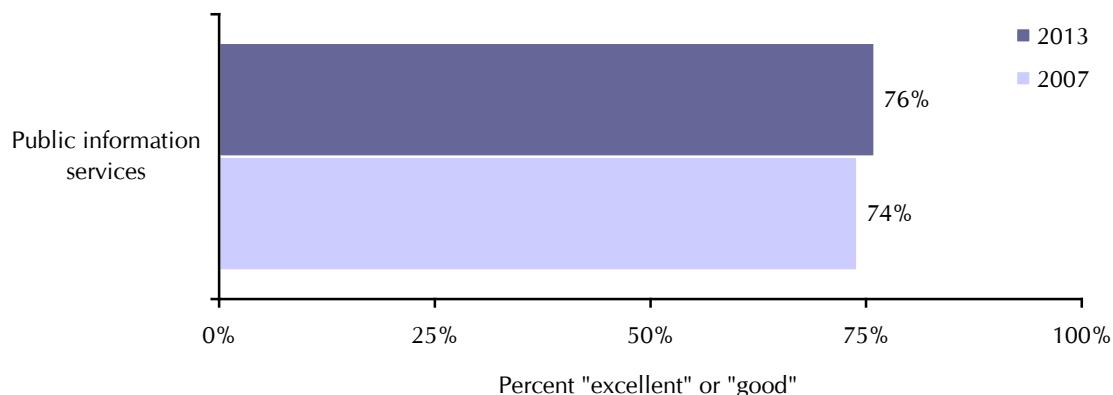


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 58% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

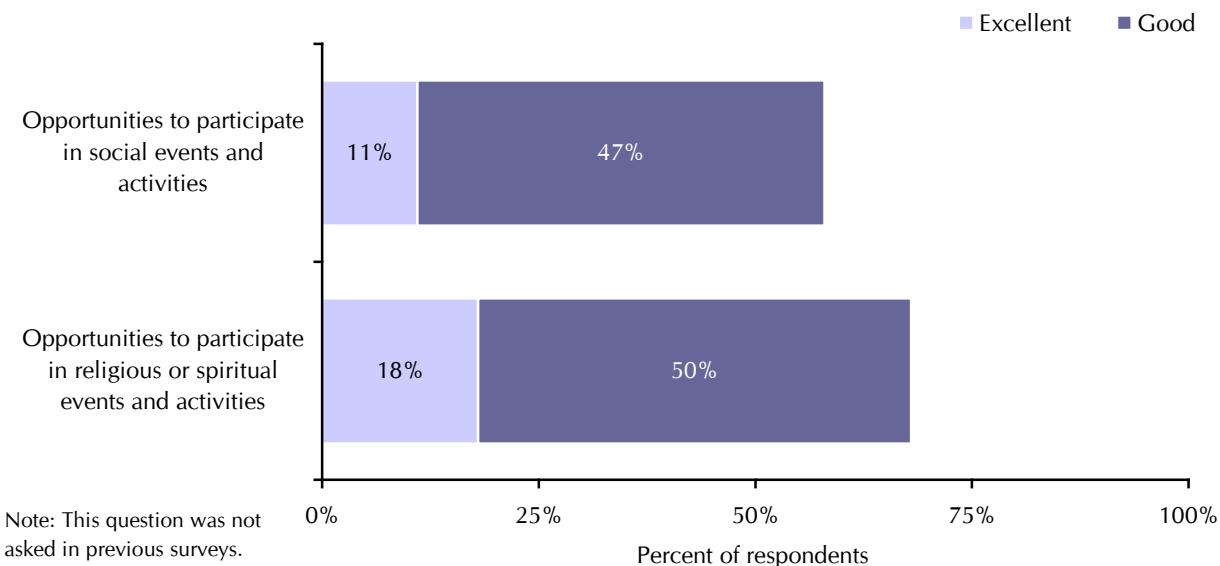
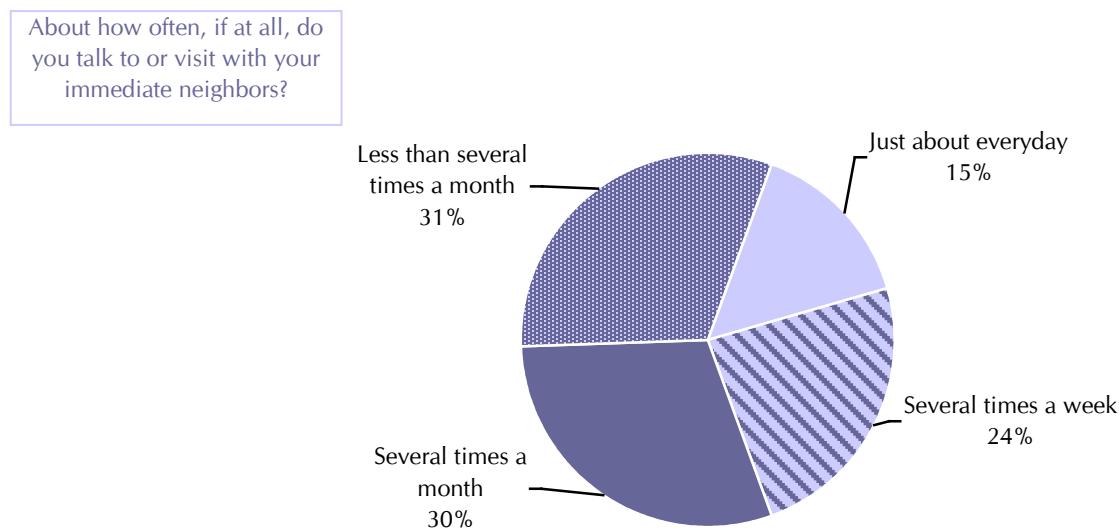


FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Much below

Residents in La Vista reported a fair amount of neighborliness. More than 39% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

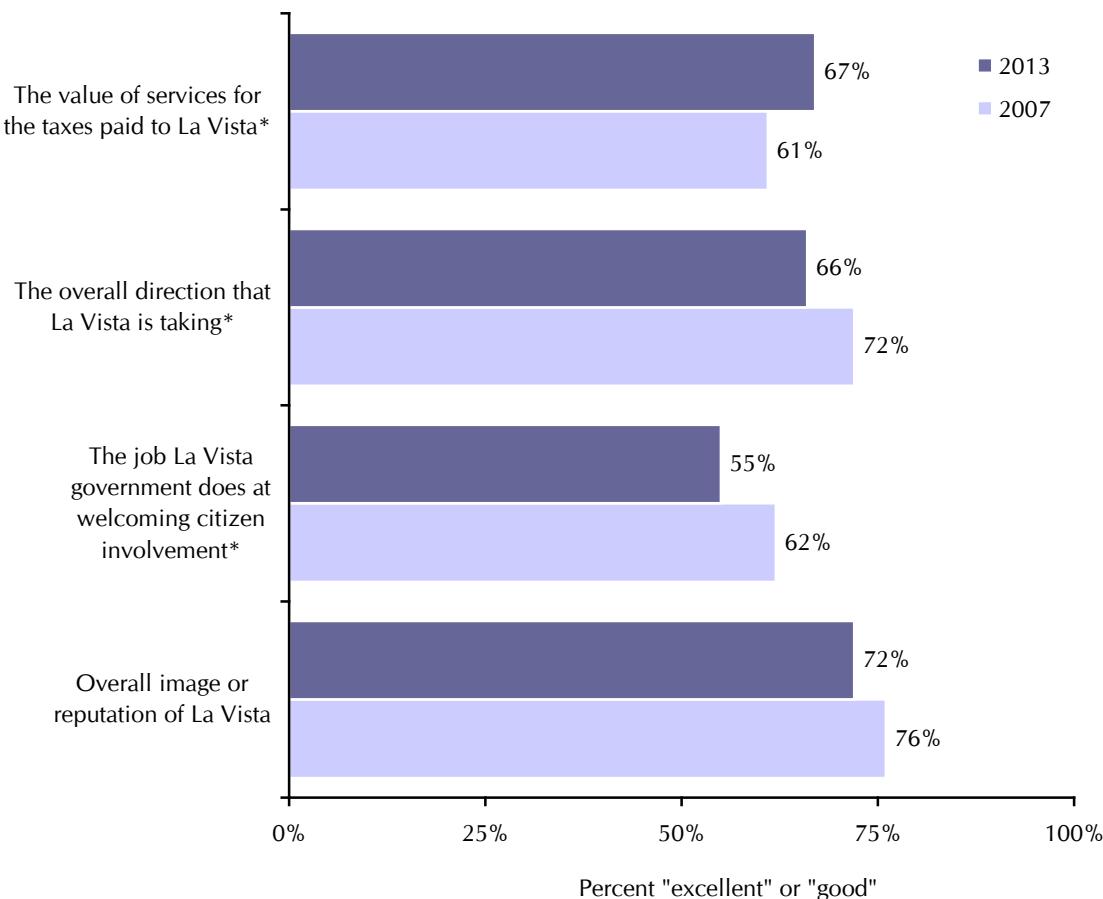
	Comparison to benchmark
Has contact with neighbors at least several times per week	Much less

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of La Vista is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of La Vista could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of La Vista may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of La Vista does at welcoming citizen involvement, 55% rated it as "excellent" or "good." Of these four ratings, three were above the benchmark and one was similar to the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR



\* For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 80: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to La Vista	Much above
The overall direction that La Vista is taking	Much above
Job La Vista government does at welcoming citizen involvement	Above
Overall image or reputation of La Vista	Similar

On average, residents of the City of La Vista gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of La Vista was rated as "excellent" or "good" by 86% of survey participants. The City of La Vista's rating was much above the benchmark when compared to other communities in the nation. Ratings of overall City services have remained stable over the last five years.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

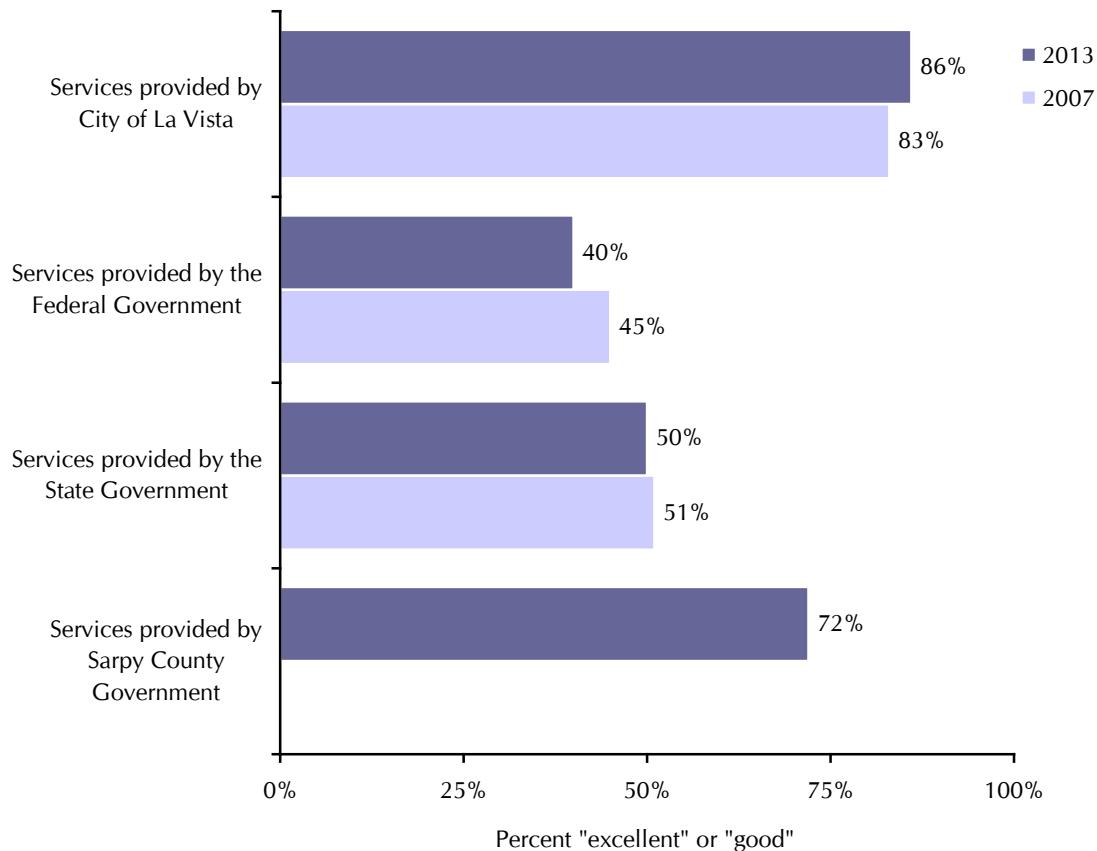


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of La Vista	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Above
Services provided by Sarpy County Government	Much above

## City of La Vista Employees

The employees of the City of La Vista who interact with the public create the first impression that most residents have of the City of La Vista. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of La Vista. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of La Vista staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 33% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 89% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the national benchmark and most were higher than past survey years.

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

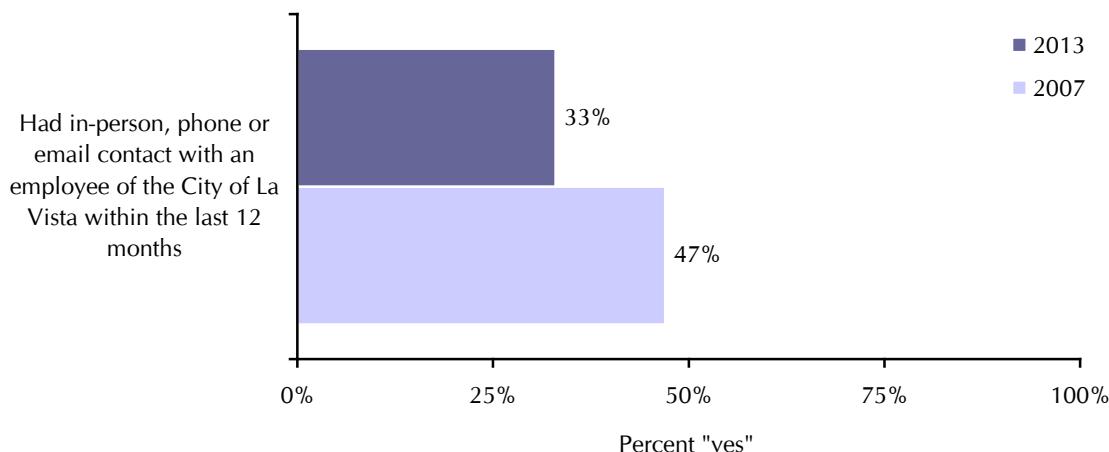


FIGURE 84: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

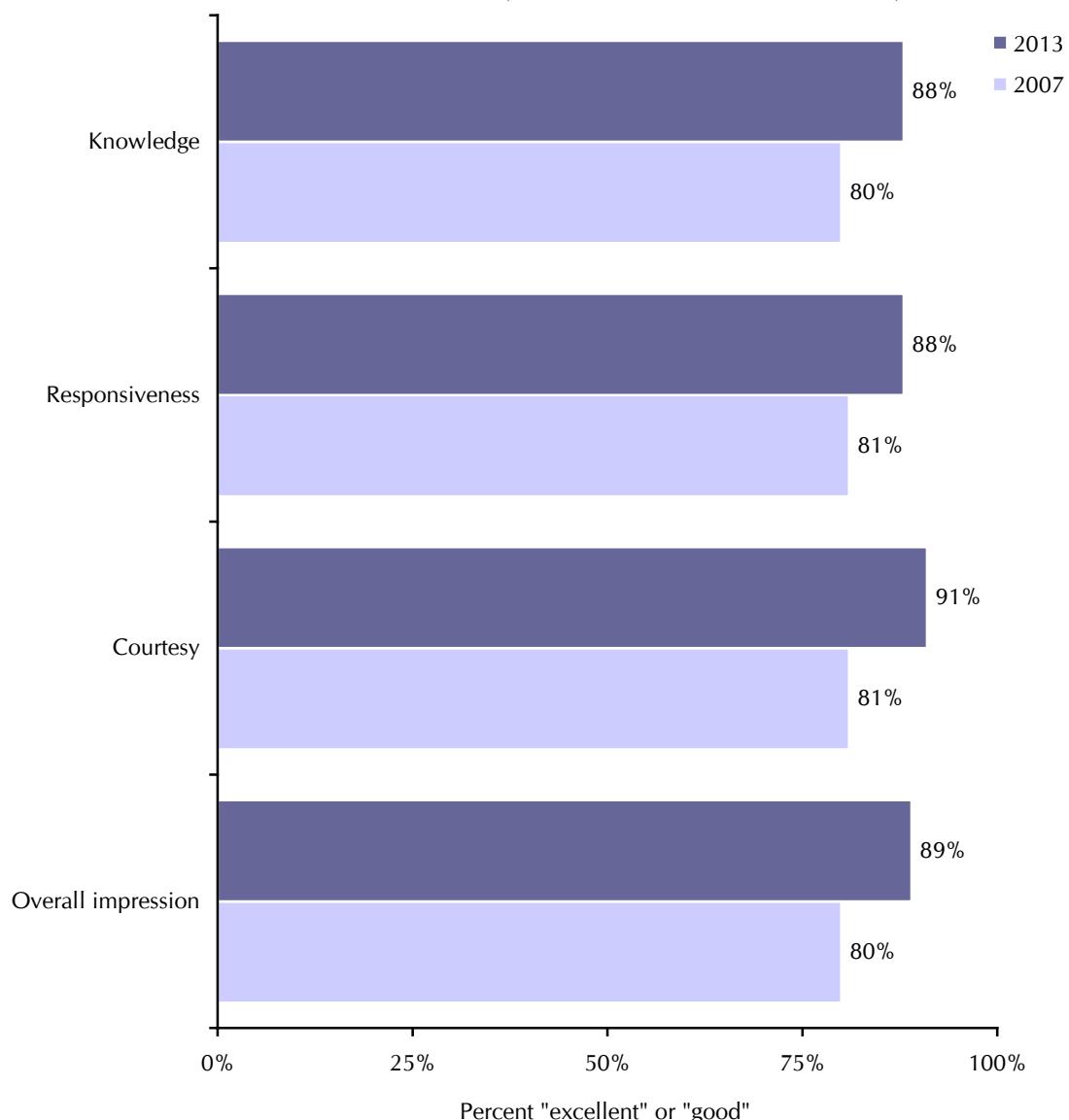


FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of La Vista by examining the relationships between ratings of each service and ratings of the City of La Vista's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of La Vista can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the La Vista Key Driver Analysis were:

- Economic development
- Fire services

## CITY OF LA VISTA ACTION CHART

The 2013 City of La Vista Action Chart™ on the following page combines three dimensions of performance:

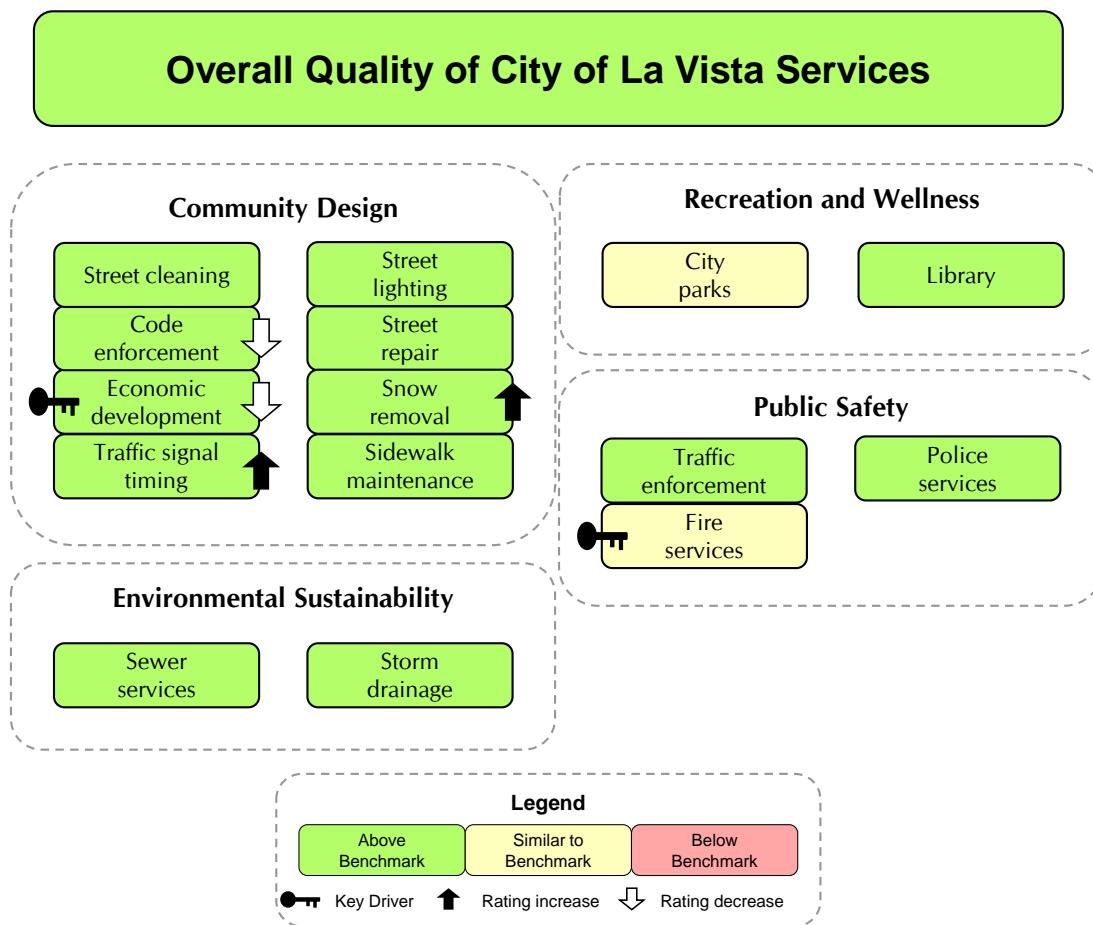
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (key) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Fifteen services were included in the KDA for the City of La Vista. Of these, 13 were above the benchmark, none were below the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of La Vista, no key drivers were below the benchmark. Therefore, La Vista may wish to seek improvements to fire services, as this key driver received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 87: CITY OF LA VISTA ACTION CHART™



## USING YOUR ACTION CHART™

The key drivers derived for the City of La Vista provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of La Vista, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in La Vista, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do La Vista residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of La Vista key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 88: KEY DRIVERS COMPARED

Service	City of La Vista Key Driver	National Key Driver	Core Service
Police services		✓	✓
• <b>Fire services</b>	✓		✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Storm drainage			✓
Sewer services			✓
◦ City parks			
Code enforcement			✓
• <b>Economic development</b>	✓	✓	
◦ Public library			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

### Custom Question 1

How likely or unlikely would you be to support an additional 1/2 cent sales tax for infrastructure improvements in both neighborhood parks and the development of Civic Center Park as identified in Vision 84?		Percent of respondents
Strongly support		35%
Somewhat support		36%
Somewhat oppose		15%
Strongly oppose		14%
Total		100%

### Custom Question 2

If the City were to offer more civic engagement opportunities (i.e. focus groups, town meetings, online forums, etc.) how likely or unlikely would you be to participate?		Percent of respondents
Very likely		9%
Somewhat likely		43%
Somewhat unlikely		26%
Very unlikely		21%
Total		100%

### Custom Question 3

How important, if at all, do you feel it is for the City of La Vista to continue to provide a swimming pool amenity?		Percent of respondents
Essential		21%
Very important		32%
Somewhat important		29%
Not at all important		18%
Total		100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in La Vista:	Excellent	Good	Fair	Poor	Total
La Vista as a place to live	45%	51%	5%	0%	100%
Your neighborhood as a place to live	39%	50%	9%	1%	100%
La Vista as a place to raise children	43%	49%	7%	1%	100%
La Vista as a place to work	23%	41%	26%	10%	100%
La Vista as a place to retire	23%	42%	28%	8%	100%
The overall quality of life in La Vista	31%	60%	10%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to La Vista as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	16%	54%	25%	5%	100%
Openness and acceptance of the community toward people of diverse backgrounds	17%	53%	28%	2%	100%
Overall appearance of La Vista	18%	47%	29%	7%	100%
Cleanliness of La Vista	25%	49%	24%	2%	100%
Overall quality of new development in La Vista	20%	44%	27%	9%	100%
Variety of housing options	19%	56%	21%	4%	100%
Overall quality of business and service establishments in La Vista	14%	41%	34%	11%	100%
Shopping opportunities	11%	24%	42%	23%	100%
Opportunities to attend cultural activities	6%	25%	47%	22%	100%
Recreational opportunities	10%	36%	42%	13%	100%
Employment opportunities	8%	23%	46%	23%	100%
Educational opportunities	22%	51%	22%	5%	100%
Opportunities to participate in social events and activities	11%	47%	37%	6%	100%
Opportunities to participate in religious or spiritual events and activities	18%	50%	27%	6%	100%
Opportunities to volunteer	12%	46%	37%	5%	100%
Opportunities to participate in community matters	12%	45%	39%	4%	100%
Ease of bus travel in La Vista	9%	21%	29%	42%	100%
Ease of bicycle travel in La Vista	13%	35%	35%	17%	100%
Ease of walking in La Vista	20%	46%	27%	6%	100%
Availability of paths and walking trails	15%	42%	28%	15%	100%
Traffic flow on major streets	18%	53%	23%	6%	100%
Amount of public parking	16%	55%	24%	5%	100%

Question 2: Community Characteristics						
Please rate each of the following characteristics as they relate to La Vista as a whole:			Excellent	Good	Fair	Poor
			Total			
Availability of affordable quality housing			16%	54%	27%	3%
Availability of affordable quality child care			12%	50%	28%	10%
Overall image or reputation of La Vista			19%	52%	26%	3%
						100%

Question 3: Growth						
Please rate the speed of growth in the following categories in La Vista over the past 2 years:		Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast
		Total				
Population growth	0%	10%	81%	7%	2%	100%
Retail growth (stores, restaurants, etc.)	28%	42%	28%	1%	1%	100%
Jobs growth	19%	46%	34%	0%	1%	100%

Question 4: Code Enforcement		Percent of respondents
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in La Vista?		
Not a problem		20%
Minor problem		45%
Moderate problem		24%
Major problem		11%
Total		100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in La Vista:		Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
		Total				
Violent crime (e.g., rape, assault, robbery)	49%	41%	8%	2%	0%	100%
Property crimes (e.g., burglary, theft)	27%	53%	11%	7%	1%	100%
Environmental hazards, including toxic waste	61%	31%	7%	1%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	81%	17%	1%	0%	0%	100%
In your neighborhood after dark	44%	45%	8%	3%	1%	100%
In La Vista's downtown area during the day	62%	31%	5%	2%	0%	100%
In La Vista's downtown area after dark	29%	50%	13%	7%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of La Vista Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of La Vista Police Department within the last 12 months?	68%	32%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of La Vista Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of La Vista Police Department?	46%	37%	15%	2%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	25%
Yes	75%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in La Vista?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used La Vista public libraries or their services	40%	22%	22%	9%	7%	100%
Used La Vista recreation centers	54%	25%	14%	5%	3%	100%
Participated in a recreation program or activity	68%	18%	9%	3%	1%	100%
Visited a neighborhood park or City park	23%	29%	30%	11%	8%	100%
Ridden a local bus within La Vista	96%	2%	1%	0%	1%	100%
Attended a meeting of local elected officials or other local public meeting	85%	8%	6%	1%	0%	100%
Read La Vista Newsletter	13%	24%	51%	7%	4%	100%
Visited the City of La Vista Web site (at <a href="http://www.cityoflavista.org">www.cityoflavista.org</a> )	40%	29%	21%	6%	3%	100%
Recycled used paper, cans or bottles from your home	40%	6%	9%	14%	31%	100%
Volunteered your time to some group or activity in La Vista	84%	11%	3%	1%	1%	100%
Participated in religious or spiritual activities in La Vista	75%	13%	4%	3%	5%	100%
Participated in a club or civic group in La Vista	89%	6%	2%	2%	1%	100%
Provided help to a friend or neighbor	8%	30%	42%	11%	10%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	15%
Several times a week	24%
Several times a month	30%
Less than several times a month	31%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in La Vista:	Excellent	Good	Fair	Poor	Total
Police services	47%	43%	9%	1%	100%
Fire services	49%	42%	6%	3%	100%
Ambulance or emergency medical services	49%	42%	6%	3%	100%
Crime prevention	32%	53%	14%	1%	100%
Fire prevention and education	34%	50%	14%	2%	100%
Traffic enforcement	35%	47%	13%	5%	100%
Street repair	22%	49%	18%	10%	100%
Street cleaning	35%	42%	19%	4%	100%
Street lighting	31%	46%	18%	5%	100%
Snow removal	42%	37%	16%	6%	100%
Sidewalk maintenance	20%	46%	29%	5%	100%
Traffic signal timing	23%	46%	22%	9%	100%
Bus or transit services	14%	24%	29%	33%	100%
Storm drainage	23%	55%	19%	2%	100%
Sewer services	27%	56%	16%	1%	100%
City parks	29%	53%	14%	4%	100%
Recreation programs or classes	20%	56%	22%	2%	100%
Recreation centers or facilities	18%	58%	22%	1%	100%
Land use, planning and zoning	11%	43%	35%	10%	100%
Code enforcement (weeds, abandoned buildings, etc.)	13%	46%	26%	15%	100%
Animal control	21%	54%	21%	4%	100%
Economic development	13%	38%	35%	14%	100%
Services to seniors	21%	52%	26%	1%	100%
Services to youth	18%	53%	27%	2%	100%
Services to low-income people	14%	47%	30%	9%	100%
Public library services	44%	42%	13%	1%	100%
Public information services	22%	54%	20%	4%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	51%	22%	9%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	13%	43%	36%	7%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of La Vista	30%	56%	14%	0%	100%
The Federal Government	6%	34%	40%	20%	100%
The State Government	5%	44%	41%	10%	100%
Sarpy County Government	12%	60%	24%	4%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in La Vista to someone who asks	58%	36%	4%	1%	100%
Remain in La Vista for the next five years	58%	28%	7%	6%	100%

Question 16: Impact of the Economy					
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents				
Very positive	4%				
Somewhat positive	18%				
Neutral	43%				
Somewhat negative	28%				
Very negative	7%				
Total	100%				

Question 17: Contact with Fire Department					
Have you had any in-person or phone contact with an employee of the City of La Vista Fire Department within the last 12 months?	No	Yes	Total		
Have you had any in-person or phone contact with an employee of the City of La Vista Fire Department within the last 12 months?	90%	10%	100%		

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of La Vista Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of La Vista Fire Department?	66%	19%	8%	7%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of La Vista within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of La Vista in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	45%	43%	11%	1%	100%
Responsiveness	47%	41%	8%	4%	100%
Courtesy	51%	40%	6%	3%	100%
Overall impression	46%	42%	8%	3%	100%

Question 21: Government Performance					
Please rate the following categories of La Vista government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to La Vista	15%	53%	27%	6%	100%
The overall direction that La Vista is taking	19%	47%	27%	7%	100%
The job La Vista government does at welcoming citizen involvement	12%	43%	34%	11%	100%

Question 22a: Custom Question 1	
How likely or unlikely would you be to support an additional 1/2 cent sales tax for infrastructure improvements in both neighborhood parks and the development of Civic Center Park as identified in Vision 84?	Percent of respondents
Strongly support	35%
Somewhat support	36%
Somewhat oppose	15%
Strongly oppose	14%
Total	100%

Question 22b: Custom Question 2	
If the City were to offer more civic engagement opportunities (i.e. focus groups, town meetings, online forums, etc.) how likely or unlikely would you be to participate?	Percent of respondents
Very likely	9%
Somewhat likely	43%
Somewhat unlikely	26%
Very unlikely	21%
Total	100%

Question 22c: Custom Question 3	
How important, if at all, do you feel it is for the City of La Vista to continue to provide a swimming pool amenity?	Percent of respondents
Essential	21%
Very important	32%
Somewhat important	29%
Not at all important	18%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	18%
Yes, full-time	72%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	0%
Work at home	2%
Other	0%

Question D3: Length of Residency	
How many years have you lived in La Vista?	Percent of respondents
Less than 2 years	17%
2 to 5 years	29%
6 to 10 years	18%
11 to 20 years	15%
More than 20 years	21%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	61%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	36%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	45%
Owned by you or someone in this house with a mortgage or free and clear	55%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	8%
\$600 to \$999 per month	50%
\$1,000 to \$1,499 per month	29%
\$1,500 to \$2,499 per month	9%
\$2,500 or more per month	1%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	61%
Yes	39%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	86%
Yes	14%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	40%
\$100,000 to \$149,999	12%
\$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	2%
White	92%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	34%
35 to 44 years	16%
45 to 54 years	22%
55 to 64 years	12%
65 to 74 years	8%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	19%
Yes	80%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	25%
Yes	74%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	20%
Land line	61%
Both	19%
Total	100%

## FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in La Vista:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	n	%	n	%	n	%	n	%	n	%	n
La Vista as a place to live	45%	178	51%	203	5%	18	0%	0	0%	0	100%	400
Your neighborhood as a place to live	39%	156	50%	201	9%	37	1%	4	0%	1	100%	400
La Vista as a place to raise children	39%	152	44%	172	6%	24	1%	4	11%	43	100%	396
La Vista as a place to work	15%	59	27%	106	17%	69	7%	27	35%	137	100%	397
La Vista as a place to retire	17%	66	31%	123	21%	81	6%	23	26%	103	100%	396
The overall quality of life in La Vista	31%	123	60%	237	10%	38	0%	0	0%	0	100%	398

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to La Vista as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	n	%	n	%	n	%	n	%	n	%	n
Sense of community	16%	62	51%	203	24%	94	5%	20	4%	16	100%	395
Openness and acceptance of the community toward people of diverse backgrounds	15%	58	47%	187	25%	98	2%	7	12%	46	100%	396
Overall appearance of La Vista	18%	70	47%	187	29%	114	7%	26	0%	1	100%	398
Cleanliness of La Vista	25%	99	49%	194	24%	96	2%	6	0%	1	100%	397
Overall quality of new development in La Vista	19%	76	42%	169	26%	103	9%	36	4%	15	100%	400
Variety of housing options	18%	72	53%	212	21%	82	4%	16	4%	15	100%	397
Overall quality of business and service establishments in La Vista	13%	54	40%	161	34%	135	10%	42	2%	8	100%	400
Shopping opportunities	11%	43	24%	96	42%	168	23%	91	0%	1	100%	398
Opportunities to attend cultural activities	5%	20	19%	76	38%	148	17%	67	21%	81	100%	393
Recreational opportunities	9%	36	33%	131	38%	152	11%	46	9%	35	100%	400
Employment opportunities	5%	21	15%	61	31%	123	15%	60	33%	131	100%	396
Educational opportunities	18%	73	42%	167	18%	71	4%	18	18%	71	100%	399

Question 2: Community Characteristics														
Please rate each of the following characteristics as they relate to La Vista as a whole:			Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in social events and activities	9%	36	39%	157	31%	123	5%	19	16%	63	100%	397		
Opportunities to participate in religious or spiritual events and activities	12%	48	34%	133	18%	72	4%	15	32%	128	100%	397		
Opportunities to volunteer	8%	30	29%	115	23%	93	3%	12	37%	147	100%	397		
Opportunities to participate in community matters	8%	33	33%	128	28%	110	3%	13	28%	109	100%	392		
Ease of bus travel in La Vista	4%	16	9%	35	13%	50	18%	71	56%	222	100%	394		
Ease of bicycle travel in La Vista	9%	35	23%	91	24%	93	11%	45	33%	132	100%	396		
Ease of walking in La Vista	19%	75	42%	168	25%	98	6%	24	9%	34	100%	399		
Availability of paths and walking trails	13%	52	37%	146	25%	99	13%	51	11%	45	100%	393		
Traffic flow on major streets	18%	71	52%	209	23%	91	6%	24	1%	3	100%	398		
Amount of public parking	15%	60	51%	202	22%	88	4%	17	7%	30	100%	396		
Availability of affordable quality housing	14%	56	48%	192	24%	98	3%	11	10%	42	100%	399		
Availability of affordable quality child care	5%	20	22%	87	13%	50	5%	18	55%	213	100%	388		
Overall image or reputation of La Vista	19%	76	52%	207	25%	101	3%	11	1%	4	100%	399		

Question 3: Growth															
Please rate the speed of growth in the following categories in La Vista over the past 2 years:		Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	0%	1	8%	30	60%	237	5%	19	1%	5	26%	104	100%	396	
Retail growth (stores, restaurants, etc.)	25%	101	38%	150	25%	98	1%	4	1%	5	10%	40	100%	398	
Jobs growth	11%	43	26%	102	19%	76	0%	0	0%	2	44%	173	100%	396	

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in La Vista?		Percent of respondents
		Count
Not a problem		18%
Minor problem		42%
Moderate problem		22%
Major problem		10%
Don't know		8%
Total		100%
		394

Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in La Vista:		Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know	Total
Violent crime (e.g., rape, assault, robbery)	48%	189	40%	158	8%	31	2%	9	0%	2	2%	8	100% 396
Property crimes (e.g., burglary, theft)	26%	104	52%	204	11%	44	7%	28	1%	5	2%	10	100% 395
Environmental hazards, including toxic waste	54%	214	27%	108	7%	26	1%	3	0%	1	11%	42	100% 395

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:		Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know	Total
In your neighborhood during the day	81%	319	17%	67	1%	5	0%	1	0%	1	0%	2	100% 395
In your neighborhood after dark	43%	171	45%	176	8%	30	3%	12	1%	2	1%	4	100% 395
In La Vista's downtown area during the day	50%	196	25%	99	4%	14	1%	5	0%	1	19%	74	100% 390
In La Vista's downtown area after dark	22%	85	38%	146	10%	39	5%	21	1%	3	24%	95	100% 389

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of La Vista Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of La Vista Police Department within the last 12 months?	67%	264	32%	125	1%	5	100%	394

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of La Vista Police Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of La Vista Police Department?	46%	57	37%	46	15%	19	2%	2	0%	0	100% 125

Question 9: Crime Victim					
During the past 12 months, were you or anyone in your household the victim of any crime?				Percent of respondents	Count
No				91%	362
Yes				8%	32
Don't know				1%	2
Total				100%	396

Question 10: Crime Reporting				
If yes, was this crime (these crimes) reported to the police?			Percent of respondents	Count
No			25%	8
Yes			75%	24
Don't know			0%	0
Total			100%	32

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in La Vista?	Question 11: Resident Behaviors										
	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total
Used La Vista public libraries or their services	40%	160	22%	85	22%	87	9%	37	7%	26	100% 396
Used La Vista recreation centers	54%	213	25%	97	14%	55	5%	20	3%	10	100% 396
Participated in a recreation program or activity	68%	268	18%	72	9%	37	3%	11	1%	4	100% 391
Visited a neighborhood park or City park	23%	89	29%	112	30%	116	11%	44	8%	31	100% 392
Ridden a local bus within La Vista	96%	371	2%	8	1%	6	0%	1	1%	3	100% 388
Attended a meeting of local elected officials or other local public meeting	85%	338	8%	33	6%	22	1%	2	0%	0	100% 396
Read La Vista Newsletter	13%	49	24%	94	51%	197	7%	29	4%	16	100% 385
Visited the City of La Vista Web site (at <a href="http://www.cityoflavista.org">www.cityoflavista.org</a> )	40%	159	29%	115	21%	84	6%	24	3%	12	100% 393
Recycled used paper, cans or bottles from your home	40%	157	6%	24	9%	33	14%	56	31%	121	100% 391
Volunteered your time to some group or activity in La Vista	84%	326	11%	43	3%	12	1%	5	1%	4	100% 391
Participated in religious or spiritual activities in La Vista	75%	294	13%	51	4%	17	3%	13	5%	20	100% 394
Participated in a club or civic group in La Vista	89%	347	6%	25	2%	9	2%	6	1%	4	100% 391
Provided help to a friend or neighbor	8%	32	30%	119	42%	165	11%	42	10%	38	100% 397

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	15%	59
Several times a week	24%	96
Several times a month	30%	116
Less than several times a month	31%	123
Total	100%	394

Question 13: Service Quality												
Please rate the quality of each of the following services in La Vista:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	44%	173	40%	159	9%	34	0%	2	7%	26	100%	394
Fire services	40%	158	35%	137	5%	20	2%	9	18%	69	100%	394
Ambulance or emergency medical services	34%	135	30%	117	4%	16	2%	9	30%	117	100%	394
Crime prevention	27%	105	44%	174	12%	46	1%	5	16%	62	100%	392
Fire prevention and education	25%	97	35%	139	10%	39	2%	6	29%	113	100%	393
Traffic enforcement	31%	122	43%	167	12%	46	4%	16	10%	39	100%	389
Street repair	22%	85	48%	186	17%	68	9%	37	4%	15	100%	391
Street cleaning	34%	132	40%	159	19%	73	4%	15	4%	14	100%	394
Street lighting	30%	119	45%	177	18%	71	5%	19	2%	8	100%	394
Snow removal	41%	163	36%	143	15%	60	6%	22	1%	5	100%	394
Sidewalk maintenance	19%	74	43%	169	28%	109	4%	17	6%	24	100%	393
Traffic signal timing	22%	87	44%	173	22%	85	9%	34	3%	13	100%	391
Bus or transit services	5%	18	8%	30	9%	37	11%	42	68%	262	100%	388
Storm drainage	19%	76	46%	178	16%	63	2%	8	17%	67	100%	392
Sewer services	22%	84	45%	176	13%	50	1%	4	19%	74	100%	387
City parks	25%	100	48%	187	13%	50	4%	14	11%	42	100%	393
Recreation programs or classes	11%	42	30%	116	11%	44	1%	3	47%	186	100%	392
Recreation centers or facilities	11%	45	36%	140	14%	54	1%	3	38%	147	100%	389
Land use, planning and zoning	8%	29	29%	113	24%	92	7%	26	33%	127	100%	389
Code enforcement (weeds, abandoned buildings, etc.)	10%	38	35%	136	19%	76	11%	44	25%	100	100%	393
Animal control	14%	56	37%	143	14%	56	2%	9	32%	125	100%	389
Economic development	11%	42	30%	118	28%	109	11%	44	20%	79	100%	391
Services to seniors	8%	32	20%	80	10%	41	1%	2	60%	236	100%	390
Services to youth	9%	35	26%	100	13%	51	1%	4	52%	201	100%	390
Services to low-income people	5%	19	16%	63	10%	41	3%	12	66%	256	100%	391
Public library services	33%	128	31%	122	9%	36	1%	2	26%	99	100%	387

Question 13: Service Quality													
Please rate the quality of each of the following services in La Vista:		Excellent		Good		Fair		Poor		Don't know		Total	
Public information services		15%	58	37%	144	14%	55	3%	10	31%	119	100%	386
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)		10%	39	27%	105	11%	45	5%	18	47%	185	100%	391
Preservation of natural areas such as open space, farmlands and greenbelts		7%	29	24%	94	20%	79	4%	16	44%	170	100%	388

Question 14: Government Services Overall													
Overall, how would you rate the quality of the services provided by each of the following?		Excellent		Good		Fair		Poor		Don't know		Total	
The City of La Vista		29%	114	54%	210	14%	53	0%	2	3%	13	100%	391
The Federal Government		5%	19	29%	111	34%	132	16%	64	16%	62	100%	388
The State Government		4%	17	38%	148	35%	135	9%	33	14%	54	100%	388
Sarpy County Government		10%	39	51%	201	21%	81	4%	14	14%	55	100%	390

Question 15: Recommendation and Longevity													
Please indicate how likely or unlikely you are to do each of the following:		Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in La Vista to someone who asks		57%	224	36%	141	4%	16	1%	5	2%	7	100%	392
Remain in La Vista for the next five years		57%	224	27%	108	7%	29	6%	23	2%	9	100%	393

Question 16: Impact of the Economy			
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Percent of respondents	Count
Very positive		4%	15
Somewhat positive		18%	69
Neutral		43%	171
Somewhat negative		28%	110
Very negative		7%	28
Total		100%	393

Question 17: Contact with Fire Department							
Have you had any in-person or phone contact with an employee of the City of La Vista Fire Department within the last 12 months?				No	Yes	Don't know	Total
Have you had any in-person or phone contact with an employee of the City of La Vista Fire Department within the last 12 months?	90%	359	10%	40	0%	0	100% 399

Question 18: Ratings of Contact with Fire Department									
What was your overall impression of your most recent contact with the City of La Vista Fire Department?	Excellent	Good	Fair	Poor	Don't know	Total			
What was your overall impression of your most recent contact with the City of La Vista Fire Department?	66%	27	19%	8	8%	3	7%	3	0% 0 100% 40

Question 19: Contact with City Employees									
Have you had any in-person, phone or email with an employee of the City of La Vista within the last 12 months (including police, receptionists, planners or any others)?								Percent of respondents	Count
No								67%	264
Yes								33%	133
Total								100%	396

Question 20: City Employees												
What was your impression of the employee(s) of the City of La Vista in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	45%	59	43%	57	11%	14	1%	2	0%	0	100%
Responsiveness	46%	62	41%	54	8%	11	4%	5	0%	1	100%	133
Courtesy	51%	68	40%	53	6%	8	3%	4	0%	0	100%	133
Overall impression	46%	61	42%	56	8%	11	3%	4	0%	0	100%	133

Question 21: Government Performance												
Please rate the following categories of La Vista government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to La Vista	12%	49	45%	178	23%	91	5%	19	15%	61	100%
The overall direction that La Vista is taking	17%	68	43%	172	25%	99	7%	26	8%	31	100%	397
The job La Vista government does at welcoming citizen involvement	9%	34	32%	127	25%	100	9%	34	25%	101	100%	396

Question 22a: Custom Question 1												
How likely or unlikely would you be to support an additional 1/2 cent sales tax for infrastructure improvements in both neighborhood parks and the development of Civic Center Park as identified in Vision 84?										Percent of respondents	Count	
Strongly support										32%	125	
Somewhat support										33%	129	
Somewhat oppose										14%	54	
Strongly oppose										12%	48	
Don't know										9%	36	
Total										100%	393	

Question 22b: Custom Question 2			
If the City were to offer more civic engagement opportunities (i.e. focus groups, town meetings, online forums, etc.) how likely or unlikely would you be to participate?	Percent of respondents	Count	
Very likely	9%	35	
Somewhat likely	40%	160	
Somewhat unlikely	24%	97	
Very unlikely	20%	78	
Don't know	7%	28	
Total	100%	398	

Question 22c: Custom Question 3			
How important, if at all, do you feel it is for the City of La Vista to continue to provide a swimming pool amenity?	Percent of respondents	Count	
Essential	19%	77	
Very important	31%	121	
Somewhat important	27%	107	
Not at all important	17%	68	
Don't know	6%	23	
Total	100%	396	

Question D1: Employment Status			
Are you currently employed for pay?	Percent of respondents	Count	
No	18%	67	
Yes, full-time	72%	274	
Yes, part-time	10%	40	
Total	100%	382	

Question D2: Mode of Transportation Used for Commute		
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used	
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%	
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%	
Bus, rail, subway or other public transportation	0%	
Walk	1%	
Bicycle	0%	
Work at home	2%	
Other	0%	

Question D3: Length of Residency		
How many years have you lived in La Vista?	Percent of respondents	Count
Less than 2 years	17%	67
2 to 5 years	29%	111
6 to 10 years	18%	68
11 to 20 years	15%	56
More than 20 years	21%	82
Total	100%	383

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	61%	235
House attached to one or more houses (e.g., a duplex or townhome)	3%	10
Building with two or more apartments or condominiums	36%	137
Mobile home	0%	0
Other	1%	3
Total	100%	385

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	45%	169
Owned by you or someone in this house with a mortgage or free and clear	55%	210
Total	100%	379

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	11
\$300 to \$599 per month	8%	30
\$600 to \$999 per month	50%	188
\$1,000 to \$1,499 per month	29%	110
\$1,500 to \$2,499 per month	9%	34
\$2,500 or more per month	1%	5
Total	100%	378

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	61%	234
Yes	39%	148
Total	100%	382

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	86%	328
Yes	14%	53
Total	100%	381

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	11%	40
\$25,000 to \$49,999	33%	121
\$50,000 to \$99,999	40%	145
\$100,000 to \$149,999	12%	44
\$150,000 or more	4%	16
Total	100%	367

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	370
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	11
Total	100%	381

Question D11: Race			
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count	
American Indian or Alaskan Native	3%	10	
Asian, Asian Indian or Pacific Islander	2%	8	
Black or African American	2%	9	
White	92%	351	
Other	3%	11	

Total may exceed 100% as respondents could select more than one option

Question D12: Age			
In which category is your age?	Percent of respondents	Count	
18 to 24 years	3%	12	
25 to 34 years	34%	130	
35 to 44 years	16%	61	
45 to 54 years	22%	82	
55 to 64 years	12%	47	
65 to 74 years	8%	29	
75 years or older	5%	19	
Total	100%	381	

Question D13: Gender			
What is your sex?	Percent of respondents	Count	
Female	53%	203	
Male	47%	178	
Total	100%	381	

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	19%	73
Yes	78%	297
Ineligible to vote	1%	3
Don't know	3%	10
Total	100%	383

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	25%	95
Yes	74%	282
Ineligible to vote	1%	5
Don't know	0%	1
Total	100%	382

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	16
Yes	96%	364
Total	100%	380

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	53%	203
Yes	47%	177
Total	100%	380

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	20%	33
Land line	61%	100
Both	19%	31
Total	100%	163

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

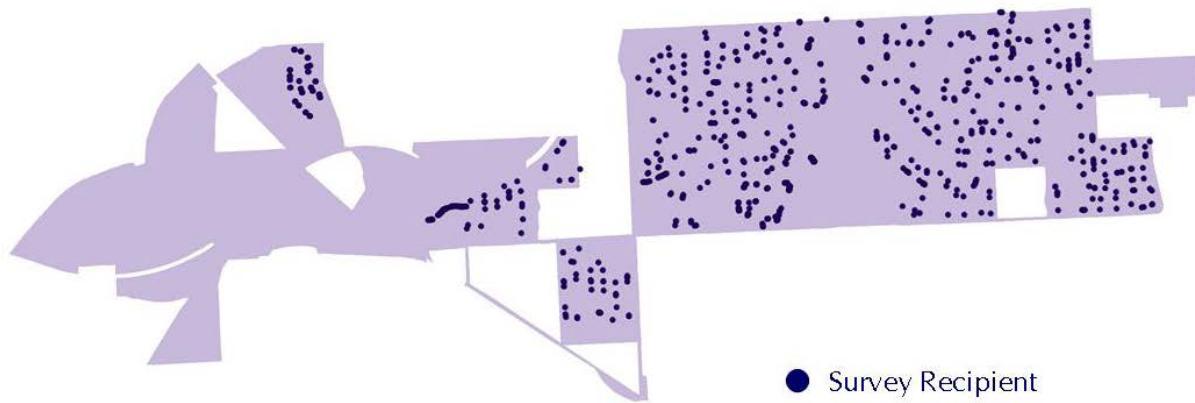
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of La Vista were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of La Vista boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of La Vista households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of La Vista boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of La Vista. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 89: LOCATION OF SURVEY RECIPIENTS

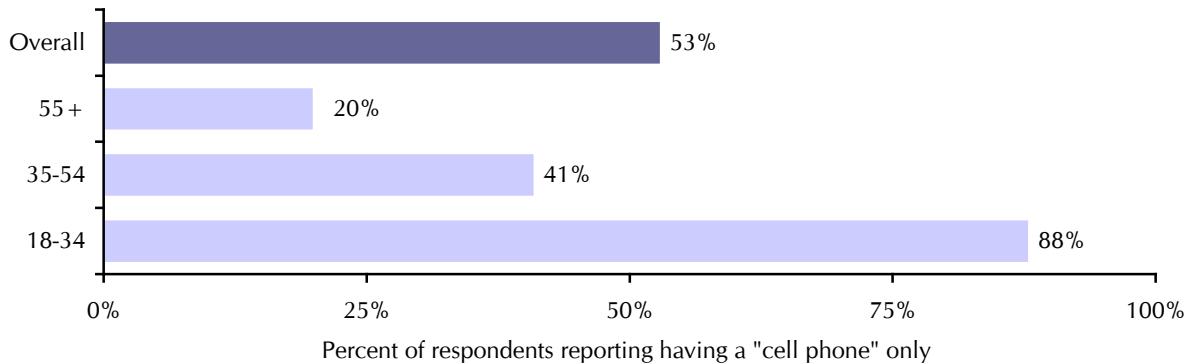
**The National Citizen Survey™**  
La Vista, NE 2013



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, La Vista has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 90: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN LA VISTA



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 4, 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval for the City of La Vista survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (409 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

## **SURVEY PROCESSING (DATA ENTRY)**

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and 2005-2009 American Community Survey and other population norms for adults in the City of La Vista. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

La Vista Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	45%	37%	45%
Own home	55%	63%	55%
Detached unit	61%	65%	61%
Attached unit	39%	35%	39%
<b>Race and Ethnicity</b>			
White	89%	94%	90%
Not white	11%	6%	10%
Not Hispanic	95%	98%	97%
Hispanic	5%	2%	3%
White alone, not Hispanic	87%	93%	87%
Hispanic and/or other race	13%	7%	13%
<b>Sex and Age</b>			
Female	53%	61%	53%
Male	47%	39%	47%
18-34 years of age	38%	17%	37%
35-54 years of age	38%	37%	38%
55+ years of age	24%	46%	25%
Females 18-34	20%	11%	20%
Females 35-54	20%	23%	20%
Females 55+	13%	27%	14%
Males 18-34	18%	7%	18%
Males 35-54	18%	13%	18%
Males 55+	11%	19%	11%

<sup>1</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of La Vista to the Benchmark Database

The City of La Vista chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of La Vista Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of La Vista's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of La Vista's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater than the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of La Vista.

Dear La Vista Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of La Vista. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Douglas D. Kindig  
Mayor

Dear La Vista Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of La Vista. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

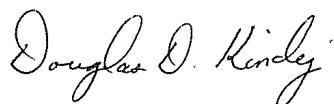


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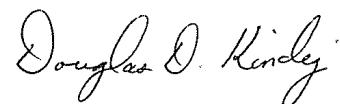


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Douglas D. Kindig  
Mayor



City Hall  
8116 Park View Blvd.  
La Vista, NE 68128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City Hall  
8116 Park View Blvd.  
La Vista, NE 68128

Presorted  
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City Hall  
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La Vista, NE 68128

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



January 2013

Dear City of La Vista Resident:

The City of La Vista wants to know what you think about our community and municipal government. You have been randomly selected to participate in La Vista's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of La Vista residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 402-331-4343.

Please help us shape the future of La Vista. Thank you for your time and participation.

Sincerely,

Douglas D. Kindig  
Mayor

**City Hall**  
8116 Park View Blvd.  
La Vista, NE 68128-2198  
p: 402-331-4343  
f: 402-331-4375

**Community Development**  
8116 Park View Blvd.  
p: 402-331-4343  
f: 402-331-4375

**Fire**  
8110 Park View Blvd.  
p: 402-331-4748  
f: 402-331-0410

**Golf Course**  
8305 Park View Blvd.  
p: 402-339-9147

**Library**  
9110 Giles Rd.  
p: 402-537-3900  
f: 402-537-3902

**Police**  
7701 South 96th St.  
p: 402-331-1582  
f: 402-331-7210

**Public Works**  
9900 Portal Rd.  
p: 402-331-8927  
f: 402-331-1051

**Recreation**  
8116 Park View Blvd.  
p: 402-331-3455  
f: 402-331-0299



January 2013

Dear City of La Vista Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of La Vista wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of La Vista's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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7701 South 96th St.  
p: 402-331-1582  
f: 402-331-7210

**Public Works**  
9900 Portal Rd.  
p: 402-331-8927  
f: 402-331-1051

**Recreation**  
8116 Park View Blvd.  
p: 402-331-3455  
f: 402-331-0299

# The City of La Vista 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in La Vista:**

	Excellent	Good	Fair	Poor	Don't know
La Vista as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
La Vista as a place to raise children.....	1	2	3	4	5
La Vista as a place to work .....	1	2	3	4	5
La Vista as a place to retire.....	1	2	3	4	5
The overall quality of life in La Vista .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to La Vista as a whole:**

	Excellent	Good	Fair	Poor	Don't know
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of La Vista.....	1	2	3	4	5
Cleanliness of La Vista .....	1	2	3	4	5
Overall quality of new development in La Vista.....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in La Vista.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of bus travel in La Vista .....	1	2	3	4	5
Ease of bicycle travel in La Vista .....	1	2	3	4	5
Ease of walking in La Vista .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets .....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Overall image or reputation of La Vista .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in La Vista over the past 2 years:**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

**4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in La Vista?**

Not a problem     Minor problem     Moderate problem     Major problem     Don't know

**5. Please rate how safe or unsafe you feel from the following in La Vista:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

**6. Please rate how safe or unsafe you feel:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In La Vista's downtown area during the day .....	1	2	3	4	5	6
In La Vista's downtown area after dark.....	1	2	3	4	5	6

**7. Have you had any in-person or phone contact with an employee of the City of La Vista Police Department within the last 12 months?**

No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

**8. What was your overall impression of your most recent contact with the City of La Vista Police Department?**

Excellent     Good     Fair     Poor     Don't know

**9. During the past 12 months, were you or anyone in your household the victim of any crime?**

No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

**10. If yes, was this crime (these crimes) reported to the police?**

No     Yes     Don't know

**11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in La Vista?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used La Vista public libraries or their services .....	1	2	3	4	5
Used La Vista recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within La Vista .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Read La Vista Newsletter .....	1	2	3	4	5
Visited the City of La Vista Web site (at <a href="http://www.cityoflavista.org">www.cityoflavista.org</a> ) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in La Vista .....	1	2	3	4	5
Participated in religious or spiritual activities in La Vista .....	1	2	3	4	5
Participated in a club or civic group in La Vista.....	1	2	3	4	5
Provided help to a friend or neighbor.....	1	2	3	4	5

**12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?**

Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of La Vista 2013 Citizen Survey

## 13. Please rate the quality of each of the following services in La Vista:

	Excellent	Good	Fair	Poor	Don't know
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of La Vista.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Sarpy County Government.....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in La Vista to someone who asks .....	1	2	3	4	5
Remain in La Vista for the next five years.....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

Very positive     Somewhat positive     Neutral     Somewhat negative     Very negative

**17. Have you had any in-person or phone contact with an employee of the City of La Vista Fire Department within the last 12 months?**

No → Go to Question 19       Yes → Go to Question 18       Don't know → Go to Question 19

**18. What was your overall impression of your most recent contact with the City of La Vista Fire Department?**

Excellent       Good       Fair       Poor       Don't know

**19. Have you had any in-person, phone or email contact with an employee of the City of La Vista within the last 12 months (including police, receptionists, planners or any others)?**

No → Go to Question 21       Yes → Go to Question 20

**20. What was your impression of the employee(s) of the City of La Vista in your most recent contact? (Rate each characteristic below.)**

	Excellent	Good	Fair	Poor	Don't know
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**21. Please rate the following categories of La Vista government performance:**

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to La Vista .....	1	2	3	4	5
The overall direction that La Vista is taking .....	1	2	3	4	5
The job La Vista government does at welcoming citizen involvement.....	1	2	3	4	5

**22. Please check the response that comes closest to your opinion for each of the following questions:**

**a. How likely or unlikely would you be to support an additional ½ cent sales tax for infrastructure improvements in both neighborhood parks and the development of Civic Center Park as identified in Vision 84?**

Strongly support     Somewhat support     Somewhat oppose     Strongly oppose     Don't know

**b. If the city were to offer more civic engagement opportunities (i.e. focus groups, town meetings, online forums, etc.), how likely or unlikely would you be to participate?**

Very likely     Somewhat likely     Somewhat unlikely     Very unlikely     Don't know

**c. How important, if at all, do you feel it is for the City of La Vista to continue to provide a swimming pool amenity?**

Essential     Very important     Somewhat important     Not at all important     Don't know

**d. What should be the highest priorities for the City of La Vista to make this community a better place to live?**

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# The City of La Vista 2013 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself .....	_____ days
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults .....	_____ days
Bus, rail, subway or other public transportation .....	_____ days
Walk .....	_____ days
Bicycle .....	_____ days
Work at home .....	_____ days
Other .....	_____ days

**D3. How many years have you lived in La Vista?**

- Less than 2 years  11-20 years
- 2-5 years  More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No
- Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No
- Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

**D13. What is your sex?**

- Female
- Male

**D14. Are you registered to vote in your jurisdiction?**

- No
- Ineligible to vote
- Yes
- Don't know

**D15. Many people don't have time to vote in elections.**

**Did you vote in the last general election?**

- No
- Ineligible to vote
- Yes
- Don't know

**D16. Do you have a cell phone?**

- No
- Yes

**D17. Do you have a land line at home?**

- No
- Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell
- Land line
- Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



City Hall  
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