



Community Pride. Progressive Vision.

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The City of La Vista, Nebraska

Summary Report

2008



National Research Center, Inc.

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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).

Understanding the Results

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 84 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 350 residents, for a response rate of 31%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 350 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of La Vista. (For more information on the survey methodology, see Appendix B in the Report of Results. A copy of the survey materials can be found in Appendix C of the Report of Results.)

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). While symmetrical scales often are the right choice in other measurement tasks, we have 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).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

PROFILE OF LA VISTA

As assessed by the survey, about 18% of La Vista residents have lived in the community for more than 20 years and 62% are over age 34. Another 11% are over age 64. Eighty-four percent are currently employed; 43% rent; 57% own and 60% live in detached single family homes. Over 81% of La Vista residents have at least some college and 59% have annual household incomes above \$50,000. Four percent of La Vista residents reported that they are Spanish, Hispanic or Latino and 95% said they are White or Caucasian.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in La Vista. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of La Vista. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of La Vista.

Quality of Life

When asked to rate the overall quality of life in La Vista, 28% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” La Vista as a place to raise children received an average rating of 75 on a 100-point scale.

Ratings of Community Characteristics

The highest rated characteristics of La Vista were overall quality of new development, educational opportunities, overall appearance, and overall image/reputation. When asked about potential problems in La Vista, the three concerns rated by the highest proportion of respondents as a “major problem” were taxes, drugs, and unsupervised youth. The rate of population growth in La Vista was viewed as “too fast” by 16% of respondents, while 8% thought it was “too slow.”

Perceptions of Safety

When evaluating safety in the community, 84% of respondents felt “somewhat” or “very safe” from violent crimes in La Vista. In their neighborhood after dark, 85% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 13% of households reported that at least one member 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.

Community Participation

Participation in the civic, social and economic life of La Vista during the past year was assessed on the survey. Among those completing the questionnaire, 16% reported volunteering in the past year.

LOCAL GOVERNMENT

Several aspects of the government of the City of La Vista were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of La Vista. Those who had any contact with a City of La Vista employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of La Vista, residents gave an average rating of 73 on a 100-point scale.

Service Provided by La Vista

The overall quality of services provided by the City of La Vista was rated as 70 on a 100-point scale.

The City of La Vista Employees

Impressions of the City of La Vista employees were assessed on the questionnaire. Those who had been in contact with a City of La Vista employee in the past year (47%) rated their overall impression as 72 on a 100-point scale.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of La Vista as listed below. The results for these questions are also available in the Report of Results.

Policy Question #1

A proposal for a new aquatic facility to replace the existing swimming pool has been made available for public review and comment. To what extent do you support or oppose the new aquatic facility?

Strongly support	39%
Somewhat support	41%
Somewhat oppose	7%
Strongly oppose	13%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #2

Funding for a new aquatic facility would require a bond issue. The cost estimate for the current concept is \$8.5 million, resulting in a property tax increase of \$113 annually for a home valued at \$150,000. To what extent would you support or oppose this bond issue?

Strongly support	17%
Somewhat support	29%
Somewhat oppose	22%
Strongly oppose	32%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

How frequently, if ever, do you or other members of your household utilize the City of La Vista Web site for news and information about the City and/or City services?

Always	2%
Very often	3%
Occasionally	38%
Never	57%
Total	100%

Note: "don't know" responses have been removed.
