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2020

2019 LAS CRUCES PUBLIC SAFETY COMMUNITY SURVEY RESULTS

PRESENTED TO:

CITY OF LAS CRUCES
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Project Description & Methodology

The City of Las Cruces has implemented the PEAK Performance process to enhance the effectiveness and efficiency of its service to the public, focusing on an improved customer experience for both residents and guests to the community. PEAK stands for:

- ✓ Perform Mission
- ✓ Evaluation Measures
- ✓ Assess Outcomes
- ✓ Keep Climbing

The City of Las Cruces seeks to be a customer focused, higher performing organization through PEAK Performance, achieving better customer service, continuous improvements, improved transparency, and better communication among departments and employees.

To achieve PEAK Performance goals, each City department created a Strategic Business Plan with targeted strategic results and related measures. Many of the measures can only be quantified by surveying impacted constituents. Accordingly, the City of Las Cruces commissioned Southwest Planning & Marketing (SWPM) to develop and conduct surveys to collect data on these measures.

This report summarizes the results of the Public Safety (Police & Fire) Community Survey.

The survey was administered via email invitations with an embedded survey link to an email list of households connected to City of Las Cruces utilities (list was provided by the city). Residents were also given the opportunity to respond to the survey via a link on the city's website. Both English and Spanish versions of the survey were made available.

A total of 1,720 responses to the survey were received. The overall data for the entire sample is accurate to plus or minus 2.3% at the 95% confidence level.¹ That means that 95% of the time the data for the entire population would not vary by more than 2.3% from the results obtained from the sample in this survey.

SWPM reviewed census population data to ensure that the findings were generally representative of the City of Las Cruces population. The responses fell well within acceptable confidence levels.

The survey instrument was designed by SWPM in collaboration with City of Las Cruces staff and approved by executive leadership.

¹ Based on City of Las Cruces population of 102,926 as estimated by the U.S. Census Bureau, July 1, 2018.

The survey instrument was primarily designed to provide input to the following measures from the departments' Strategic Business Plans:

Police Department

- ✓ By 2020, 75% of residents will say they feel safe in the City of Las Cruces.

Fire Department & Emergency Medical Services

- ✓ There were no fire-related measures that required a community survey.

Because the surveying project also afforded the opportunity to obtain input from city constituents, the survey instrument was designed secondarily to gather data on a variety of other items of interest to each department, with an overall focus on eliciting data on customer awareness and satisfaction with the departments' various programs and services.

The findings from the research are presented in the following sections: 1) Findings – Strategic Business Plan Measures, 2) Findings – Q&A Presentation of All Data, 3) Appendix A: Survey Instrument, and 4) Appendix B: Verbatim (Unedited) Responses to Open-Ended Questions (available as a separate attachment).

Due to the amount and complexity of the data contained within the results, no crosstabulations are included in this analysis. However, it is understood and expected that the city and/or the departments involved in this survey

project may request and will be provided with crosstabulation data specific to their needs.

An abundance of qualitative data is provided in the verbatim responses to the open-ended questions contained in Appendix B as a separate attachment. The departments are encouraged to carefully read these comments to gain additional insight into the needs of their constituents.

Findings – Strategic Business Plan Measures

Police Services

- ✓ By 2020, 75% of residents will say they feel safe in the City of Las Cruces.

The following table demonstrates the level of safety respondents feel on average on a scale of 1 to 5 where 1 was Very Unsafe and 5 is Very Safe (percentages reflect the combination of the 4s and 5s):

How safe do you feel...?	Safety %	Mean
In your neighborhood during the day	77.4%	4.2
In your neighborhood during the night	65.2%	3.8
In Las Cruces' downtown/commercial area during the day	69.2%	3.9
While driving on the streets of Las Cruces	53.1%	3.5

77.4% of respondents indicated that they feel “Safe(4)/Very Safe(5)” in their neighborhood during the day.

65.2% of respondents indicated that they feel “Safe(4)/Very Safe(5)” in their neighborhood during the night.

69.2% of respondents indicated that they feel “Safe(4)/Very Safe(5)” in Las Cruces' downtown/commercial area during the day.

53.1% of respondents indicated that they feel “Safe(4)/Very Safe(5)” driving on the streets of Las Cruces.

Overall, 66.2% of respondents indicated that they feel “Safe(4)/Very Safe(5)” in the City of Las Cruces.

The area with the most room for improvement is the safety of residents while driving around town. This is supported by the results on a related question on which respondents were asked to rate the overall quality of a variety of police services: respondents rated “traffic enforcement” the lowest with an average of 3.1 on a scale from 1 to 5 where 1 was Poor and 5 was Excellent.

Fire & Emergency Medical Services

- ✓ There were no fire-related measures that required a community survey. However, the Fire Department had numerous other topics of interest around which survey questions were generated. The results from those questions are presented herein.

Findings – Q&A Presentation of All Data

Police Services

Q1. Please rate the quality of each of the following services in Las Cruces (1 is “poor” and 5 is “excellent”):

	1-Poor	2	3	4	5-Excellent	Mean
Police services (in general)	3.2%	7.4%	26.5%	38.1%	24.9%	3.7
Uniformed police patrol services	4.2%	10.5%	27.1%	34.3%	23.8%	3.6
Detective investigative services	7.0%	13.5%	31.5%	31.4%	16.6%	3.4
Crime prevention	8.8%	18.4%	31.7%	27.9%	13.1%	3.2
Traffic enforcement	12.9%	15.6%	31.3%	25.1%	15.1%	3.1
Animal control	8.4%	12.8%	31.6%	28.9%	18.2%	3.4
Codes enforcement	14.5%	15.2%	30.0%	26.4%	14.0%	3.1

Q2. Please rate how safe or unsafe you feel (1 is “very unsafe” and 5 is “very safe”):

	1-Very Unsafe	2	3	4	5-Very Safe	Mean
In your neighborhood during the day	2.8%	4.9%	14.9%	28.4%	49.0%	4.2
In your neighborhood during the night	3.5%	9.0%	22.4%	33.3%	31.9%	3.8
In Las Cruces’ downtown/commercial area during the day	2.8%	6.8%	21.2%	32.9%	36.3%	3.9
While driving on the streets of Las Cruces	5.4%	13.6%	27.9%	31.9%	21.2%	3.5

Q3. Please rate how important, if at all, you think it is for the Las Cruces community to focus on the overall feeling of safety in Las Cruces in the coming two years:

Response	20%	40%	60%	80%	100%	Frequency
Very Important						85.2%
Somewhat Important						13.5%
Not At All Important						1.3%

Q4. Please indicate whether or not you have done/experienced:

Response	20%	40%	60%	80%	100%	Frequency
Household member was a victim of a crime in Las Cruces						36.7%
Reported a crime to the police in Las Cruces						83.4%

Q5. In the last 12 months, how many conversations have you had with your neighbors about neighborhood safety?

Response	20%	40%	60%	80%	100%	Frequency
None						40.8%
1						11.0%
2						18.1%
3-5						21.1%
6-12						5.9%
More than 12						3.1%

Q6. We would now like to ask you some questions concerning your attitudes about your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1- Strongly Disagree	2- Disagree	3- Somewhat Disagree	4- Neither Agree or Disagree	5- Somewhat Agree	6- Agree	7- Strongly Agree	Mean
I feel safe walking down my street during the day	1.0%	1.5%	3.5%	4.9%	10.3%	16.5%	62.3%	6.2
I feel safe walking down my street after dark	6.1%	5.7%	9.5%	14.2%	18.5%	16.0%	29.9%	5.0
My neighborhood has a reputation as being a safe place	3.3%	3.5%	4.8%	10.7%	12.5%	18.3%	47.1%	5.7
I feel the police have a strong presence in my neighborhood	16.8%	13.6%	15.0%	20.2%	14.4%	7.6%	12.5%	3.7
My neighborhood has a crime watch group	46.5%	8.2%	7.8%	14.8%	5.9%	4.2%	12.5%	2.9
I participate in my neighborhood crime watch group	63.1%	7.6%	5.2%	9.4%	4.1%	3.0%	7.5%	2.2
My neighborhood is making efforts to start community safety meetings/groups	62.3%	7.6%	7.3%	11.4%	3.2%	2.7%	5.5%	2.2
My neighbors are likely to call the police if a suspicious person is hanging around the neighborhood	9.7%	6.6%	9.2%	15.5%	17.4%	13.4%	28.2%	4.8
My community has a Resident's Academy offered by the local police department	71.1%	6.1%	3.8%	10.9%	2.8%	0.9%	4.5%	1.9
I am interested in learning more about the duties and responsibilities of a police officer	33.4%	7.9%	7.2%	18.7%	9.1%	5.5%	18.1%	3.5

Q7. Please express your opinions or thoughts with respect to the following:

	1-Not Well At All	2- Slightly Well	3- Moderately Well	4-Very Well	5- Extremely Well	Mean
How well do you know the police officers in your neighborhood?	78.2%	8.5%	5.8%	2.7%	4.8%	1.5
Generally speaking, how well would you say you trust police officers in your neighborhood to effectively respond to an emergency?	12.2%	10.0%	23.0%	22.9%	31.9%	3.5

Q8. How satisfied are you with the City of Las Cruces Police?

	1-Extremely Dissatisfied	2-Moderately Dissatisfied	3-Slightly Dissatisfied	4-Neither Satisfied nor Dissatisfied	5-Slightly Satisfied	6-Moderately Satisfied	7-Extremely Satisfied	Mean
Efforts to address violent crimes	7.6%	6.0%	9.8%	22.5%	19.3%	15.6%	19.2%	4.6
Efforts to address property related crimes	10.2%	8.4%	13.5%	22.5%	16.6%	12.4%	16.3%	4.3
Efforts to enforce traffic laws	16.9%	9.0%	14.3%	18.0%	15.6%	10.0%	16.3%	4.0
I feel the police have a strong presence in my neighborhood	30.7%	12.4%	12.8%	17.0%	10.9%	5.8%	10.5%	3.2
Responsiveness to public concerns	13.3%	8.8%	12.9%	24.0%	14.1%	10.9%	16.2%	4.1
Honesty and integrity	5.3%	5.8%	8.1%	19.2%	16.3%	16.7%	28.7%	5.0
General attitude and behavior towards residents	7.2%	4.8%	8.7%	18.0%	14.6%	17.1%	29.7%	5.0
Overall competence	5.1%	4.9%	8.2%	17.7%	17.8%	21.0%	25.2%	5.0
Efforts to work with the community to solve problems	9.6%	8.2%	10.5%	19.9%	16.6%	15.2%	19.9%	4.5
Efforts to work with the community to build a safe community	9.5%	8.7%	9.8%	20.5%	16.2%	15.4%	19.9%	4.5
Visibility in your neighborhood	29.0%	13.2%	14.2%	16.5%	9.0%	7.2%	10.9%	3.3
Efforts to proactively prevent crime in your neighborhood	25.5%	11.5%	11.4%	23.0%	9.1%	7.9%	11.5%	3.5
Efforts to deal with problems that really concern people in your neighborhood	22.3%	9.4%	11.8%	23.2%	11.6%	8.8%	13.0%	3.7

Q9. We would now like to ask you some questions about your attitudes about LCPD police officers' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree	Mean
When police officers promise to do something, they do so	11.7%	8.0%	7.9%	23.3%	13.2%	14.4%	21.6%	4.5
When I have problems, the police officers are sympathetic and reassuring	13.0%	7.3%	8.7%	21.2%	13.4%	14.3%	22.1%	4.5
The police officers are dependable	8.9%	7.3%	8.1%	18.9%	15.4%	14.6%	26.8%	4.8
The police officers provide their services at the time they promise to do so	11.2%	7.0%	7.7%	23.3%	14.6%	14.1%	22.0%	4.5
The police officers keep their records accurately	10.8%	8.0%	8.1%	28.7%	13.6%	12.8%	17.9%	4.4
The police officers give individual attention to residents	13.9%	7.7%	9.6%	23.6%	11.4%	14.2%	19.7%	4.3
The police officers know the residents' needs	18.8%	8.7%	11.1%	25.4%	10.7%	10.4%	14.8%	3.9
The police officers have residents' best interests at heart	12.1%	6.5%	7.9%	20.4%	12.4%	15.3%	25.4%	4.6
The police officers are effective in listening to residents' needs	14.2%	7.7%	9.0%	22.8%	13.4%	11.8%	21.0%	4.3

Q10. We would now like to ask you some questions about your attitudes about LCPD police officers' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1- Strongly Disagree	2- Disagree	3- Somewhat Disagree	4- Neither Agree or Disagree	5- Somewhat Agree	6- Agree	7- Strongly Agree	Mean
In the past two years police officer response in my neighborhood has gotten better	16.2%	9.4%	10.1%	34.7%	8.8%	7.7%	13.0%	3.9
I have complete trust that the police will treat me fairly	11.6%	6.3%	8.9%	16.4%	11.4%	17.4%	28.0%	4.7
The police department can be trusted	8.8%	6.3%	8.5%	17.5%	11.9%	19.1%	27.9%	4.9
I can discuss problems with the police department without it being used against me	12.3%	6.6%	8.1%	23.1%	9.5%	13.9%	26.4%	4.6
I can count on the police department for help if I have difficulties in my neighborhood	9.9%	6.0%	9.0%	17.9%	12.7%	14.6%	29.8%	4.8
The police officers are too busy to respond promptly to resident requests	20.4%	12.0%	12.3%	25.0%	11.1%	7.5%	11.6%	3.6
The police officers are always willing to help residents	10.3%	5.2%	8.7%	21.1%	13.8%	14.0%	26.8%	4.7
The police officers tell residents exactly when services will be performed	14.9%	8.2%	10.5%	31.5%	10.5%	9.3%	15.0%	4.0
The police officers provide prompt services	11.7%	7.8%	10.6%	22.2%	13.5%	12.1%	22.0%	4.4

Q11. How many interactions did you have with police officer(s)/LCPD during the past year?

Response	20%	40%	60%	80%	100%	Frequency
0 interactions						45.6%
1-2 interactions						40.2%
3-5 interactions						10.5%
6-9 interactions						1.5%
10 or more interactions						2.2%

Q12. Please check any interactions you have had with the police during the past year; (check all that apply)

Response	20%	40%	60%	80%	100%	Frequency
I have initiated contact with police						68.9%
Officers initiated contact with me						29.8%
None of the above						15.7%

Q14. The Las Cruces Police Department is having difficulty recruiting and retaining qualified personnel. Would you support pay increases to recruit and retain police personnel?







Response	20%	40%	60%	80%	100%	Frequency
Yes						68.5%
No						5.2%
Maybe						26.3%

Fire & Medical Emergency Services

Q15. Please rate the quality of each of the following services in Las Cruces:

	1-Poor	2	3	4	5-Excellent	Mean
Fire services	0.5%	1.9%	12.8%	34.1%	50.7%	4.3
Ambulance or emergency medical services	1.3%	3.7%	14.7%	36.6%	43.7%	4.2
Fire prevention and education	3.8%	8.3%	28.1%	31.5%	28.4%	3.7

Q16. In the last 12 months, how many conversations have you had with your neighbors about fire safety?

Response	20%	40%	60%	80%	100%	Frequency
None						77.9%
1						7.8%
2						8.5%
3-5						4.5%
6-12						0.6%
More than 12						0.7%

Q17. We would now like to ask you some questions concerning your attitudes about your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree	Mean
I feel the fire fighters have a strong presence in my neighborhood	19.1%	8.5%	8.2%	23.4%	10.2%	9.8%	20.8%	4.1
My community has a Hands-Only CPR training offered by the local fire department	33.9%	8.2%	6.5%	26.7%	4.8%	5.4%	14.3%	3.3
I am interested in learning more about the duties and responsibilities of fire fighters	23.7%	6.7%	7.7%	25.9%	10.3%	6.7%	19.0%	3.9

Q18. Please express your opinions or thoughts with respect to the following:

	1-Not Well At All	2-Slightly Well	3-Moderately Well	4-Very Well	5-Extremely Well	Mean
How well do you know the fire fighters in your neighborhood?	70.4%	10.0%	9.3%	4.7%	5.7%	1.7
Generally speaking, how well would you say you trust fire fighters in your neighborhood to effectively respond to an emergency?	5.4%	4.1%	14.3%	22.2%	53.8%	4.1

Q19. How satisfied are you with the City of Las Cruces Fire Department's performance in the following areas:

	1- Extremely Dissatisfied	2- Moderately Dissatisfied	3-Slightly Dissatisfied	4-Neither Satisfied nor Dissatisfied	5- Slightly Satisfied	6- Moderately Satisfied	7- Extremely Satisfied	Mean
Efforts to address fire related emergencies	3.5%	1.7%	3.9%	21.3%	10.5%	14.6%	44.5%	5.6
Efforts to address medical related emergencies	2.9%	1.9%	3.7%	17.0%	11.1%	17.3%	46.0%	5.7
Responsiveness to public concerns in a timely manner	4.3%	1.6%	4.5%	21.4%	11.2%	15.6%	41.5%	5.5
Honesty and integrity	2.5%	1.1%	2.9%	15.9%	7.5%	18.0%	52.0%	5.9
General courteous attitude and helpful behavior towards residents	2.7%	1.3%	2.9%	14.3%	8.9%	16.1%	53.8%	5.9
Overall competence in services provided	2.2%	1.2%	3.0%	15.4%	8.5%	16.4%	53.4%	5.9
Efforts to engage with the community to solve problems	5.8%	3.2%	6.5%	26.3%	10.0%	12.5%	35.7%	5.1
Efforts to work with the community to build a safe community	5.5%	3.7%	6.6%	26.4%	10.9%	12.8%	34.0%	5.1
Visibility in your neighborhood	21.4%	7.9%	10.1%	24.0%	7.8%	8.2%	20.6%	4.0
Efforts to proactively prevent fire emergencies through public education in your neighborhood	18.2%	8.3%	9.6%	29.2%	9.4%	6.1%	19.2%	4.0
Efforts to deal with problems that really concern people in your neighborhood	14.6%	6.2%	9.3%	30.7%	10.2%	7.8%	21.2%	4.2
Overall professionalism in their appearance and behaviors	3.1%	1.7%	2.9%	13.5%	8.2%	17.2%	53.5%	5.9

Q20. We would now like to ask you some questions about your attitudes about LCFD fire fighters' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1- Strongly Disagree	2- Disagree	3- Somewhat Disagree	4- Neither Agree or Disagree	5- Somewhat Agree	6- Agree	7- Strongly Agree	Mean
When fire fighters promise to do something, they do so	5.0%	2.0%	4.2%	29.7%	10.2%	13.5%	35.5%	5.2
When I have problems, the fire fighters are sympathetic and reassuring	5.1%	2.5%	2.8%	26.9%	9.3%	15.3%	38.0%	5.3
The fire fighters are dependable	2.9%	2.2%	3.2%	17.5%	9.0%	15.3%	49.9%	5.7
The fire fighters provide their services at the time they promise to do so	3.7%	2.4%	2.8%	23.2%	8.6%	16.1%	43.2%	5.5
The fire fighters give individual attention to residents	6.6%	3.0%	4.0%	25.5%	8.6%	14.3%	38.0%	5.2
The fire fighters know the residents' needs	8.2%	3.8%	5.5%	29.6%	10.2%	12.0%	30.7%	4.9
The fire fighters have residents' best interests at heart	4.6%	2.3%	2.7%	19.5%	6.5%	17.9%	46.5%	5.6
The fire fighters are effective in listening to residents' needs	6.1%	3.7%	3.5%	25.4%	11.4%	13.9%	36.1%	5.2
The alternate response vehicle program provides quicker response and efficiency	7.4%	2.5%	5.2%	34.6%	7.9%	10.4%	32.0%	4.9
The squad program alleviates long waits for ambulance services	7.9%	2.4%	5.2%	31.8%	8.6%	12.1%	32.1%	5.0

Q21. We would now like to ask you some questions about your attitudes about LCPD fire fighters' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1- Strongly Disagree	2- Disagree	3- Somewhat Disagree	4- Neither Agree or Disagree	5- Somewhat Agree	6- Agree	7- Strongly Agree	Mean
In the past two years fire fighter response in my neighborhood has gotten better	8.5%	3.9%	6.2%	40.9%	7.3%	10.3%	23.0%	4.6
I have complete trust that the fire department will treat me fairly	2.7%	1.6%	3.4%	13.5%	8.1%	17.8%	53.0%	5.9
The fire department can be trusted	2.5%	1.7%	2.3%	13.4%	7.8%	17.8%	54.5%	5.9
I can discuss problems with the fire department without it being used against me	4.0%	2.2%	3.4%	21.6%	6.3%	15.9%	46.5%	5.6
I can count on the fire department for help if I have difficulties in my neighborhood	3.3%	2.4%	2.7%	19.1%	9.6%	16.0%	46.8%	5.6
The fire fighters are too busy to respond promptly to resident requests	29.3%	14.5%	8.6%	22.9%	4.0%	5.6%	15.1%	3.4
The fire fighters are always willing to help residents	2.6%	1.6%	3.9%	19.0%	9.2%	16.8%	47.0%	5.7
The fire fighters answer residents' questions and keep residents informed about their services	6.5%	3.5%	5.2%	27.2%	11.0%	14.8%	31.8%	5.0
The fire fighters provide prompt services	2.7%	2.0%	3.4%	16.1%	9.2%	17.1%	49.5%	5.8
Fire department staff appropriately reflects the diversity of the community	4.6%	1.4%	5.2%	27.5%	7.7%	12.3%	41.4%	5.3
I am unfamiliar with the functions and programs offered by the fire department	15.3%	7.0%	7.4%	18.3%	9.0%	12.0%	30.9%	4.6

Q22. Which of the following services would you like to see the fire department provide that would better prepare you to deal with an emergency? (check all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Fire safety information/training						55.3%
Fire prevention						48.0%
First aid/injury prevention						54.5%
Hands-on CPR training						58.6%
Disaster planning						55.6%

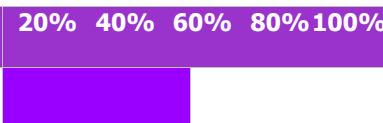





Q23. Which of the following services would you like to see the fire department provide that would add value to you as a resident? (check all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Mobile mental health crisis intervention						52.1%
Mobile integrated healthcare (navigating healthcare)						35.4%
Home safety inspections						58.7%
Ambulance transportation						48.8%

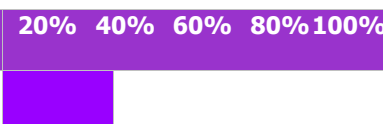

Q24. How do you most often hear about the programs and services provided by the LCFD? (check all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Social media						34.8%
Las Cruces Bulletin						38.2%
Las Cruces Sun News						35.1%
Local TV news coverage						30.1%
Public meetings/events						11.2%
Other:						14.4%

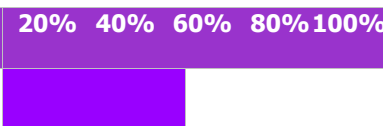


Q25. How would you prefer to hear about the programs and services provided by the LCFD? (check all that apply)

Response	20%	40%	60%	80%	100%	Frequency
Social media						48.9%
Las Cruces Bulletin						41.8%
Las Cruces Sun News						38.3%
Local TV news coverage						43.6%
Public meetings/events						28.3%
Other:						10.0%




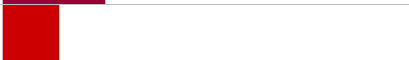

Q26. Do you know who is currently responsible for providing ambulance service to the City of Las Cruces?

Response	20%	40%	60%	80%	100%	Frequency
Yes						28.9%
No						71.1%






Q27. Do you think the fire department should take an active role in community ambulance transportation?

Response	20%	40%	60%	80%	100%	Frequency
Yes						47.5%
No						10.2%
Maybe						42.3%






Q28. In the case of a house fire, how long should it take the fire department to arrive once they are notified?

Response	20% 40% 60% 80% 100%	Frequency
Less than 3 minutes		21.3%
3-5 minutes		47.3%
6-8 minutes		20.8%
9-11 minutes		8.9%
Over 11 minutes		1.7%

Q29. In the case of a critical medical emergency, such as a heart attack, trouble breathing, or severe trauma, how long should it take the fire department to arrive once they are notified?

Response	20% 40% 60% 80% 100%	Frequency
Less than 3 minutes		32.5%
3-5 minutes		43.4%
6-8 minutes		16.2%
9-11 minutes		6.9%
Over 11 minutes		0.9%

Q30. In the case of a minor medical emergency, such as a twisted ankle, a fall with no apparent injuries, or when you are ill and just need help, how long should it take the fire department to arrive once they are notified?

Response	20% 40% 60% 80% 100%	Frequency
Less than 3 minutes		2.8%
3-5 minutes		10.3%
6-8 minutes		17.4%
9-11 minutes		29.0%
Over 11 minutes		40.5%

Q31. How many interactions did you have with fire fighter(s)/LCFD during the past year?






Response	20%	40%	60%	80%	100%	Frequency
0 interactions						68.2%
1-2 interactions						22.6%
3-5 interactions						5.5%
6-9 interactions						1.4%
10 or more interactions						2.3%

Q32. Which of the following best describes the types of services you received from the City of Las Cruces Fire Department during the past year? (check all that apply)]




Response	20%	40%	60%	80%	100%	Frequency
Fire response						15.2%
Medical response (including vehicle accidents)						56.8%
Technical Rescue response						1.9%
Hazardous Materials incident						1.9%
Resident assistance or service request						25.8%
Severe weather or national disaster						1.9%
Fire inspection or fire code issue						13.6%
Public education or fire prevention presentation						20.8%
Referrals or follow-up information about your concern						4.5%

Respondents' Demographic Information






1. What is your employment status?

Response	20% 40% 60% 80% 100%	Frequency
Working full time for pay		42.1%
Working part time for pay		7.6%
Unemployed, looking for paid work		2.9%
Unemployed, not looking for paid work		1.5%
Fully retired		45.9%

2. Do you work inside the boundaries of Las Cruces?

Response	20% 40% 60% 80% 100%	Frequency
Yes, outside the home		40.8%
Yes, from home		9.2%
No		50.0%

3. How many years have you lived in Las Cruces?

Response	20% 40% 60% 80% 100%	Frequency
Less than 2 years		14.4%
2-5 years		21.0%
6-10 years		14.6%
11-20 years		18.6%
More than 20 years		31.4%

4. Which best describes the building you live in?

Response	20% 40% 60% 80% 100%	Frequency
One family house detached from any other houses		81.1%
Building with two or more homes (duplex, townhome, apartment or condominium)		13.2%
Mobile home		4.7%
Other		0.9%

5. Is this house, apartment or mobile home...

Response	20% 40% 60% 80% 100%	Frequency
Rented		18.1%
Owned		81.9%

6. 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)?

Response	20% 40% 60% 80% 100%	Frequency
Less than \$300 per month		9.1%
\$300 to \$599 per month		14.8%
\$600 to \$999 per month		30.6%
\$1,000 to \$1,499 per month		24.8%
\$1,500 to \$2,499 per month		16.3%
\$2,500 or more per month		4.5%

7. Including yourself, how many people live in your household?

Response	20%	40%	60%	80%	100%	Frequency
1						23.6%
2						50.4%
3						12.2%
4						7.9%
5						4.1%
6						1.1%
7						0.4%
9						0.2%
Other Responses						0.1%

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

Response	20%	40%	60%	80%	100%	Frequency
Yes						20.6%
No						79.4%

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

Response	20%	40%	60%	80%	100%	Frequency
Yes						48.4%
No						51.6%

10. 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.)

Response	20% 40% 60% 80% 100%	Frequency
Less than \$25,000		11.3%
\$25,000 to \$49,999		24.7%
\$50,000 to \$99,999		36.3%
\$100,000 to \$149,999		17.9%
\$150,000 or more		9.7%

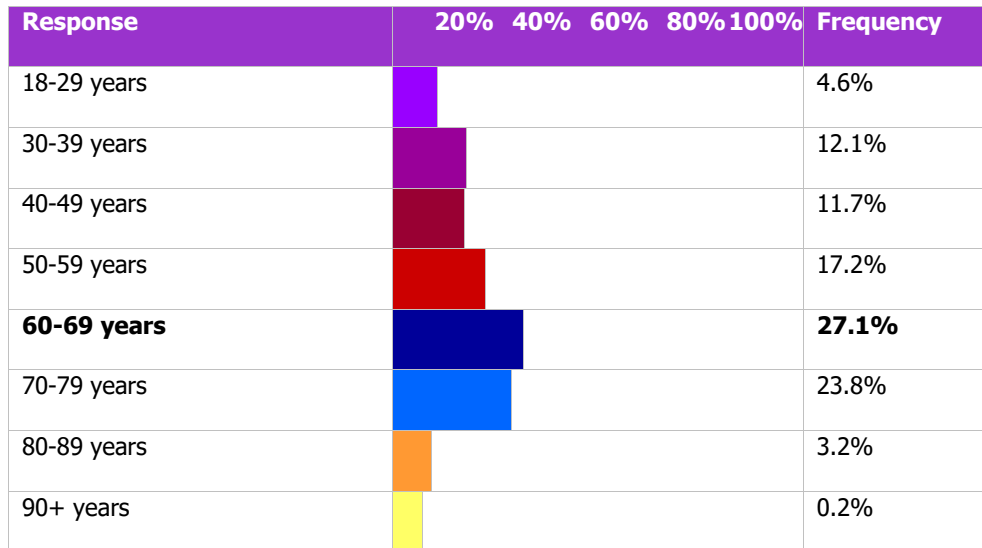
11. Are you Spanish, Hispanic or Latino?

Response	20% 40% 60% 80% 100%	Frequency
No, not Spanish, Hispanic or Latino		73.7%
Yes, I consider myself to be Spanish, Hispanic or Latino		26.3%

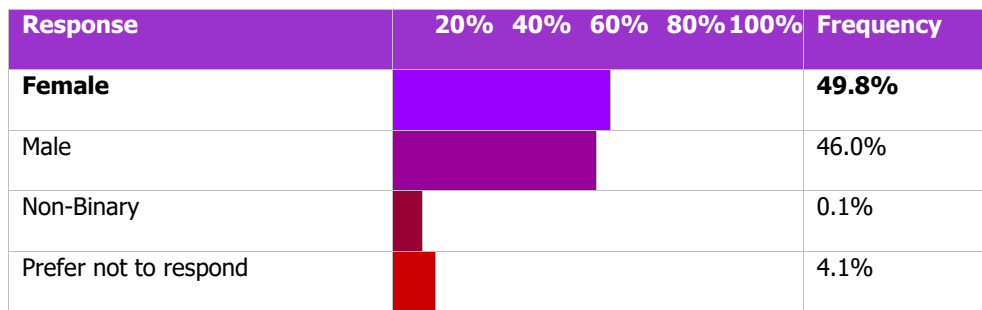
12. American Indian or Alaskan Native [Question: What is your race? (Check all that apply)]

Response	20% 40% 60% 80% 100%	Frequency
American Indian or Alaskan Native		4.2%
Asian, Asian Indian or Pacific Islander		1.7%
Black or African American		2.2%
White		87.1%
Other		8.7%

13. In which category is your age?



14. What is your gender?



15. What is the zip code at your primary place of residence?

Response	20%	40%	60%	80%	100%	Frequency
88001						17.2%
88003						0.1%
88004						0.0%
88005						17.9%
88006						0.0%
88007						3.2%
88011						38.6%
88012						22.9%
88013						0.1%
Other:						0.0%

16. What City of Las Cruces Council District do you live in?

Response	20%	40%	60%	80%	100%	Frequency
District 1						3.7%
District 2						6.2%
District 3						3.9%
District 4						6.3%
District 5						9.6%
District 6						9.6%
Don't know/not sure						60.8%

Appendix A: Survey Instrument

Thank you for taking a few minutes to provide your input to help the City of Las Cruces improve the programs and services offered by the Police and Fire Departments (Public Safety). All responses will be kept strictly confidential and will not be identified with any individual respondent.

Please only complete this survey if you are at least 18 years of age and a resident of the City of Las Cruces.

Click "Next" to complete the survey.

Police Department

The mission of the Las Cruces Police Department is to provide community-focused public safety and law enforcement services to area residents, businesses and visitors so they can live and thrive in a safe, peaceful environment.

Q1. Please rate the quality of each of the following services in Las Cruces:

	1-Poor	2	3	4	5-Excellent
<u>Police services (in general)</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Uniformed police patrol services</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Detective investigative services</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Crime prevention</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Traffic enforcement</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Animal control</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Codes enforcement</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. Please rate how safe or unsafe you feel:

	1-Very Unsafe	2	3	4	5-Very Safe
<u>In your neighborhood during the day</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>In your neighborhood during the night</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>In Las Cruces' downtown/commercial area during the day</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>While driving on the streets of Las Cruces</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. Please rate how important, if at all, you think it is for the Las Cruces community to focus on the overall feeling of safety in Las Cruces in the coming two years:

- Very Important
- Somewhat Important
- Not At All Important

Q4. Please indicate whether or not you have done/experienced the following in the last 12 months: (check all that apply)

- Household member was a victim of a crime in Las Cruces
- Reported a crime to the police in Las Cruces

Q5. In the last 12 months, how many conversations have you had with your neighbors about neighborhood safety?

- None
- 1
- 2
- 3-5
- 6-12
- More than 12

Q6. We would now like to ask you some questions concerning your attitudes about your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1- Strongly Disagree	2-Disagree	3- Somewhat Disagree	4-Neither Agree or Disagree	5- Somewhat Agree	6-Agree	7-Strongly Agree
<u>I feel safe walking down my street during the day</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I feel safe walking down my street after dark</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>My neighborhood has a reputation as being a safe place</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I feel the police have a strong presence in my neighborhood</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>My neighborhood has a crime watch group</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I participate in my neighborhood crime watch group</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>My neighborhood is making efforts to start community safety meetings/groups</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>My neighbors are likely to call the police if a suspicious person is hanging around the neighborhood</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>My community has a Resident's Academy offered by the local police department</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I am interested in learning more about the duties and responsibilities of a police officer</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Please express your opinions or thoughts with respect to the following:

	1-Not Well At All	2-Slightly Well	3-Moderately Well	4-Very Well	5-Extremely Well
How well do you know the police officers in your neighborhood?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally speaking, how well would you say you trust police officers in your neighborhood to effectively respond to an emergency?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. How satisfied are you with the City of Las Cruces Police Department's performance in the following areas:

	1-Extremely Dissatisfied	2-Moderately Dissatisfied	3-Slightly Dissatisfied	4-Neither Satisfied nor Dissatisfied	5-Slightly Satisfied	6-Moderately Satisfied	7-Extremely Satisfied
Efforts to address violent crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efforts to address property related crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efforts to enforce traffic laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel the police have a strong presence in my neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness to public concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honesty and integrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General attitude and behavior towards residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall competence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efforts to work with the community to solve problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efforts to work with the community to build a safe community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efforts to proactively prevent crime in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efforts to deal with problems that really concern people in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. We would now like to ask you some questions about your attitudes about LCPD police officers' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree
<u>When police officers promise to do something, they do so</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>When I have problems, the police officers are sympathetic and reassuring</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers are dependable</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers provide their services at the time they promise to do so</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers keep their records accurately</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers give individual attention to residents</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers know the residents' needs</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers have residents' best interests at heart</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers are effective in listening to residents' needs</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. We would now like to ask you some questions about your attitudes about LCPD police officers' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree
<u>In the past two years police officer response in my neighborhood has gotten better</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I have complete trust that the police will treat me fairly</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police department can be trusted</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I can discuss problems with the police department without it being used against me</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I can count on the police department for help if I have difficulties in my neighborhood</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers are too busy to respond promptly to resident requests</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The police officers are always willing to help residents</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The police officers tell residents exactly when services will be performed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The police officers provide prompt services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. How many interactions did you have with police officer(s) during the past year?

- 0 interactions
- 1-2 interactions
- 3-5 interactions
- 6-9 interactions
- 10 or more interactions

Q12. Please check any interactions you have had with the police in the last 12 months:

- I have initiated contact with police
- Officers initiated contact with me
- None of the above

Q13. What is the number one thing that the City of Las Cruces Police Department can do to improve service to the community:

The Las Cruces Police Department is having difficulty recruiting and retaining qualified personnel.

Q14. Would you support pay increases to recruit and retain police personnel?

- Yes
- No
- Maybe

Q14a. Please explain:

Fire Department

The mission of the Las Cruces Fire Department is to provide Prevention, Response and Recovery services to Residents, Businesses and Visitors so they can experience a safer community and receive compassionate care in their time of need.

Services include fire, ambulance or emergency medical services, fire prevention and education, and other emergency response services.

Q15. Please rate the quality of each of the following services in Las Cruces:

	1-Poor	2	3	4	5-Excellent
<u>Fire services</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Ambulance or emergency medical services</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Fire prevention and education</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16. In the last 12 months, how many conversations have you had with your neighbors about fire safety?

- None
- 1
- 2
- 3-5
- 6-12
- More than 12

Q17. We would now like to ask you some questions concerning your attitudes about your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree
I feel the fire fighters have a strong presence in my neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My community has a Hands-Only CPR training offered by the local fire department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in learning more about the duties and responsibilities of fire fighters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18. Please express your opinions or thoughts with respect to the following:

	1-Not Well At All	2-Slightly Well	3-Moderately Well	4-Very Well	5-Extremely Well
How well do you know the fire fighters in your neighborhood?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally speaking, how well would you say you trust fire fighters in your neighborhood to effectively respond to an emergency?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19. How satisfied are you with the City of Las Cruces Fire Department's performance in the following areas:

	1-Extremely Dissatisfied	2-Moderately Dissatisfied	3-Slightly Dissatisfied	4-Neither Satisfied nor Dissatisfied	5-Slightly Satisfied	6-Moderately Satisfied	7-Extremely Satisfied
<u>Efforts to address fire related emergencies</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Efforts to address medical related emergencies</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Responsiveness to public concerns in a timely manner</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Honesty and integrity</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>General courteous attitude and helpful behavior towards residents</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Overall competence in services provided</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Efforts to engage with the community to solve problems</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Efforts to work with the community to build a safe community</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Visibility in your neighborhood</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Efforts to proactively prevent fire emergencies through public education in your neighborhood</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>Efforts to deal with problems that really concern people in your neighborhood</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Overall professionalism in their appearance and behaviors</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20. We would now like to ask you some questions about your attitudes about LCFD fire fighters' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree
<u>When fire fighters promise to do something, they do so</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>When I have problems, the fire fighters are sympathetic and reassuring</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters are dependable</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters provide their services at the time they promise to do so</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters give individual attention to residents</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters know the residents' needs</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters have residents' best interests at heart</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The fire fighters are effective in listening to residents' needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The alternate response vehicle program provides quicker response and efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The squad program alleviates long waits for ambulance services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21. We would now like to ask you some questions about your attitudes about LCPD fire fighters' efforts in your neighborhood. Please indicate the extent to which you agree with the following statements about your neighborhood:

	1-Strongly Disagree	2-Disagree	3-Somewhat Disagree	4-Neither Agree or Disagree	5-Somewhat Agree	6-Agree	7-Strongly Agree
In the past two years fire fighter response in my neighborhood has gotten better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have complete trust that the fire department will treat me fairly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fire department can be trusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can discuss problems with the fire department without it being used against me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can count on the fire department for help if I have difficulties in my neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fire fighters are too busy to respond promptly to resident requests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<u>The fire fighters are always willing to help residents</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters answer residents' questions and keep citizens informed about their services</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>The fire fighters provide prompt services</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Fire department staff appropriately reflects the diversity of the community</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I am unfamiliar with the functions and programs offered by the fire department</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following questions ask for your opinions about how the City of Las Cruces Fire Department can improve their community services.

Q22. Which of the following services would you like to see the fire department provide that would better prepare you to deal with an emergency? (check all that apply)

- Fire safety information/training
- Fire prevention
- First aid/injury prevention
- Hands-on CPR training
- Disaster planning

Q23. Which of the following services would you like to see the fire department provide that would add value to you as a resident? (check all that apply)

- Mobile mental health crisis intervention
- Mobile integrated healthcare (navigating healthcare)
- Home safety inspections
- Ambulance transportation

Q24. How do you most often hear about the programs and services provided by the LCFD? (check all that apply)

- Social media
- Las Cruces Bulletin
- Las Cruces Sun News
- Local TV news coverage
- Public meetings/events
- Other: _____

Q25. How would you prefer to hear about the programs and services provided by the LCFD? (check all that apply)

- Social media
- Las Cruces Bulletin
- Las Cruces Sun News
- Local TV news coverage
- Public meetings/events
- Other: _____

Q26. Do you know who is currently responsible for providing ambulance service to the City of Las Cruces?

- Yes _____ (please specify the responsible party)
- No

Q27. Do you think the fire department should take an active role in community ambulance transportation?

- Yes
- No
- Maybe

Q28. In the case of a house fire, how long should it take the fire department to arrive once they are notified?

- Less than 3 minutes
- 3-5 minutes
- 6-8 minutes
- 9-11 minutes
- Over 11 minutes

Q29. In the case of a critical medical emergency, such as a heart attack, trouble breathing, or severe trauma, how long should it take the fire department to arrive once they are notified?

- Less than 3 minutes
- 3-5 minutes
- 6-8 minutes
- 9-11 minutes
- Over 11 minutes

Q30. In the case of a minor medical emergency, such as a twisted ankle, a fall with no apparent injuries, or when you are ill and just need help, how long should it take the fire department to arrive once they are notified?

- Less than 3 minutes
- 3-5 minutes
- 6-8 minutes
- 9-11 minutes
- Over 11 minutes

Q31. How many interactions did you have with fire fighter(s) during the past year?

- 0 interactions
- 1-2 interactions
- 3-5 interactions
- 6-9 interactions
- 10 or more interactions

Q32. Which of the following best describes the types of services you received from the City of Las Cruces Fire Department? (check all that apply)

- Fire response
- Medical response (including vehicle accidents)
- Technical Rescue response
- Hazardous Materials incident
- Resident assistance or service request
- Severe weather or natural disaster
- Fire inspection or fire code issue
- Public education or fire prevention presentation
- Referrals or follow-up information about your concern

The following questions are for categorization purposes only and are optional. All responses will be kept strictly confidential and will not be identified with any individual respondent.

D1. What is your employment status?

- Working full time for pay
- Working part time for pay
- Unemployed, looking for paid work
- Unemployed, not looking for paid work
- Fully retired

D2. Do you work inside the boundaries of Las Cruces?

- Yes, outside the home
- Yes, from home
- No

D3. How many years have you lived in Las Cruces?

- 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
- Building with two or more homes (duplex, townhome, apartment or condominium)
- Mobile home
- Other

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

- Rented
- Owned

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. Including yourself, how many people live in your household? __

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. 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 \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

D12. What is your race? (check all that apply)

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

D13. In which category is your age?

- 18-29 years
- 30-39 years
- 40-49 years
- 50-59 years
- 60-69 years
- 70-79 years
- 80-89 years
- 90+ years

D14. What is your gender?

- Female
- Male
- Non-Binary
- Prefer not to respond

D15. What is the zip code at your primary place of residence?

- 88001
- 88003
- 88004
- 88005
- 88006
- 88007
- 88011
- 88012
- 88013
- Other: _____

D16. What City of Las Cruces Council District do you live in?

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- Don't know/Not sure

Appendix B: Verbatim (Unedited) Responses to Open-Ended Questions (See Separate Document)