



THE NCSTM
The National Community SurveyTM

Rio Rancho, NM

Trends over Time

2019



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Summary

The National Community 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 research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the City of Rio Rancho to its previous survey results in 2008, 2015 and 2017. Additional reports and technical appendices are available under separate cover.

Trend data for Rio Rancho 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.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2017 and 2019 surveys, otherwise the comparisons between 2017 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Rio Rancho for 2019 generally remained stable. Of the 130 items for which comparisons were available, 94 items were rated similarly in 2017 and 2019, 14 items showed a decrease in ratings and 22 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, 12 aspects increased from 2017 to 2019, with most of these changes concentrated in the facets of Economy (overall economic health, employment opportunities, cost of living and Rio Rancho as a place to work) and Education and Enrichment (K-12 education, opportunities to attend religious or spiritual events and activities, and overall opportunities for education and enrichment). Other areas where increases were seen included the overall image or reputation of Rio Rancho, air quality, availability of affordable quality mental health care and preventive health services, and opportunities to participate in social events and activities. There were four aspects for which ratings decreased: traffic flow, ease of travel by car, overall ease of travel and availability of affordable quality housing.
- In Governance, assessments of crime prevention, recreation programs or classes and public information services improved from 2017 to 2019. Additionally, more residents gave positive reviews to government performance for being honest. Several aspects of Mobility decreased in 2019, including street lighting, sidewalk maintenance, traffic signal timing and bus or transit services. Evaluations of garbage collection, drinking water and storm drainage also decreased over time.
- From 2017 to 2019, levels of participation for most items remained stable in Rio Rancho. An increased proportion of residents reported they had used Rio Rancho recreation centers or their services, used Rio Rancho public libraries, participated in a club or believed the local economy would have a positive impact on their income. Additionally, more residents gave favorable ratings to the sense of community in Rio Rancho in 2019. Conversely, more residents reported they had observed a code violation and fewer residents reported they had made efforts to make their home more energy efficient or were in good health.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
	2008	2015	2017	2019		2008	2015	2017	2019
Overall quality of life	77%	77%	76%	78%	Similar	Similar	Similar	Similar	Similar
Overall image	63%	68%	61%	69%	Higher	Lower	Similar	Similar	Similar
Place to live	82%	84%	85%	83%	Similar	Similar	Similar	Similar	Similar
Neighborhood	79%	83%	79%	80%	Similar	Similar	Similar	Similar	Similar
Place to raise children	81%	83%	76%	80%	Similar	Higher	Similar	Similar	Similar
Place to retire	74%	77%	72%	75%	Similar	Much higher	Similar	Similar	Similar
Overall appearance	57%	65%	63%	67%	Similar	Lower	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2008	2015	2017	2019		2008	2015	2017	2019
Safety	Overall feeling of safety	NA	83%	77%	82%	Similar	NA	Similar	Similar	Similar
	Safe in neighborhood	93%	91%	93%	95%	Similar	Higher	Similar	Similar	Similar
	Safe in commercial area	92%	86%	87%	90%	Similar	Higher	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	67%	72%	61%	Lower	NA	Similar	Similar	Similar
	Paths and walking trails	35%	47%	50%	51%	Similar	Much lower	Lower	Similar	Lower
	Ease of walking	39%	45%	49%	44%	Similar	Much lower	Lower	Lower	Lower
	Travel by bicycle	33%	32%	38%	35%	Similar	Much lower	Lower	Lower	Lower
	Travel by public transportation	NA	16%	13%	9%	Similar	NA	Much lower	Much lower	Much lower
	Travel by car	45%	63%	72%	61%	Lower	Much lower	Similar	Similar	Similar
	Public parking	NA	66%	73%	72%	Similar	NA	Similar	Higher	Higher
	Traffic flow	34%	54%	56%	42%	Lower	Lower	Similar	Similar	Similar
Natural Environment	Overall natural environment	65%	67%	67%	67%	Similar	Lower	Similar	Similar	Lower
	Cleanliness	61%	65%	66%	66%	Similar	Lower	Similar	Similar	Similar
	Air quality	81%	77%	74%	81%	Higher	Much higher	Similar	Similar	Similar
Built Environment	Overall built environment	NA	48%	53%	48%	Similar	NA	Similar	Similar	Similar
	New development in Rio Rancho	57%	43%	47%	51%	Similar	Similar	Similar	Similar	Similar
	Affordable quality housing	55%	62%	66%	56%	Lower	Much higher	Higher	Higher	Higher
	Housing options	65%	61%	60%	64%	Similar	Much higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2008	2015	2017	2019		2008	2015	2017	2019
Economy	Public places	NA	49%	49%	54%	Similar	NA	Similar	Lower	Similar
	Overall economic health	NA	46%	42%	49%	Higher	NA	Similar	Lower	Similar
	Vibrant commercial area	NA	16%	32%	28%	Similar	NA	Much lower	Lower	Lower
	Business and services	41%	49%	52%	52%	Similar	Much lower	Similar	Similar	Similar
	Cost of living	NA	49%	55%	61%	Higher	NA	Similar	Similar	Higher
	Shopping opportunities	27%	43%	41%	38%	Similar	Much lower	Similar	Similar	Lower
	Employment opportunities	21%	24%	23%	34%	Higher	Much lower	Similar	Lower	Similar
	Place to visit	NA	43%	41%	42%	Similar	NA	Lower	Lower	Lower
	Place to work	49%	46%	46%	56%	Higher	Lower	Lower	Lower	Similar
	Recreation and Wellness	Health and wellness	NA	64%	67%	66%	Similar	NA	Similar	Similar
Mental health care		NA	35%	32%	47%	Higher	NA	Lower	Similar	Similar
Preventive health services		NA	65%	62%	69%	Higher	NA	Similar	Similar	Similar
Health care		52%	68%	62%	67%	Similar	Similar	Similar	Similar	Similar
Food		NA	59%	55%	58%	Similar	NA	Similar	Similar	Similar
Recreational opportunities		39%	47%	49%	55%	Similar	Much lower	Lower	Lower	Similar
Fitness opportunities		NA	53%	60%	61%	Similar	NA	Lower	Similar	Similar
Education and Enrichment		Education and enrichment opportunities	NA	62%	59%	67%	Higher	NA	Similar	Similar
	Religious or spiritual events and activities	NA	67%	70%	76%	Higher	NA	Similar	Similar	Similar
	Cultural/arts/music activities	24%	31%	31%	32%	Similar	Much lower	Lower	Lower	Lower
	Adult education	NA	50%	46%	50%	Similar	NA	Similar	Similar	Similar
	K-12 education	70%	78%	69%	78%	Higher	Higher	Similar	Similar	Similar
	Child care/preschool	NA	54%	45%	47%	Similar	NA	Similar	Similar	Similar
Community Engagement	Social events and activities	33%	36%	38%	46%	Higher	Much lower	Lower	Lower	Lower
	Neighborhoodliness	NA	55%	54%	58%	Similar	NA	Similar	Similar	Similar
	Openness and acceptance	NA	59%	64%	67%	Similar	NA	Similar	Similar	Similar
	Opportunities to participate in community matters	50%	44%	49%	54%	Similar	Much lower	Lower	Similar	Similar
	Opportunities to volunteer	55%	50%	53%	59%	Similar	Much lower	Lower	Lower	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
	2008	2015	2017	2019		2008	2015	2017	2019
Services provided by Rio Rancho	65%	67%	63%	65%	Similar	Similar	Similar	Similar	Similar
Customer service	68%	67%	69%	74%	Similar	Lower	Similar	Similar	Similar
Value of services for taxes paid	48%	44%	44%	46%	Similar	Much lower	Similar	Similar	Similar
Overall direction	53%	50%	52%	53%	Similar	Much lower	Similar	Similar	Similar
Welcoming resident involvement	44%	41%	47%	47%	Similar	Much lower	Similar	Similar	Similar
Confidence in City government	NA	42%	44%	49%	Similar	NA	Similar	Similar	Similar
Acting in the best interest of Rio Rancho	NA	44%	56%	54%	Similar	NA	Similar	Similar	Similar
Being honest	NA	40%	53%	60%	Higher	NA	Lower	Similar	Similar
Treating all residents fairly	NA	44%	56%	58%	Similar	NA	Similar	Similar	Similar
Services provided by the Federal Government	41%	43%	31%	41%	Higher	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
		2008	2015	2017	2019		2008	2015	2017	2019
Safety	Police	84%	87%	82%	86%	Similar	Much higher	Similar	Similar	Similar
	Fire	92%	92%	88%	93%	Similar	Higher	Similar	Similar	Similar
	Ambulance/EMS	89%	92%	86%	90%	Similar	Higher	Similar	Similar	Similar
	Crime prevention	68%	69%	59%	67%	Higher	Higher	Similar	Similar	Similar
	Fire prevention	73%	75%	67%	72%	Similar	Similar	Similar	Similar	Similar
	Animal control	61%	57%	58%	60%	Similar	Similar	Similar	Similar	Similar
	Traffic enforcement	69%	65%	62%	66%	Similar	Higher	Similar	Similar	Similar
	Street repair	36%	26%	24%	24%	Similar	Much lower	Lower	Lower	Lower
	Street cleaning	42%	34%	35%	31%	Similar	Much lower	Lower	Lower	Lower
	Street lighting	41%	35%	48%	39%	Lower	Much lower	Lower	Similar	Lower
Mobility	Snow removal	NA	NA	35%	31%	Similar	NA	NA	Lower	Much lower
	Sidewalk maintenance	42%	NA	36%	28%	Lower	Much lower	NA	Lower	Lower
	Traffic signal timing	45%	35%	46%	36%	Lower	Similar	Lower	Similar	Similar
	Bus or transit services	NA	20%	31%	21%	Lower	NA	Much lower	Lower	Much lower
	Garbage collection	80%	79%	83%	77%	Lower	Similar	Similar	Similar	Similar
Natural Environment	Recycling	71%	75%	75%	73%	Similar	Similar	Similar	Similar	Similar
	Drinking water	57%	54%	59%	51%	Lower	Lower	Lower	Similar	Lower
	Open space	NA	52%	60%	62%	Similar	NA	Similar	Similar	Similar
	Storm drainage	NA	50%	58%	43%	Lower	NA	Lower	Similar	Lower
Built Environment	Sewer services	76%	65%	67%	69%	Similar	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
		2008	2015	2017	2019		2008	2015	2017	2019
	Water/wastewater utility billing	NA	46%	45%	43%	Similar	NA	Lower	Lower	Lower
	Land use, planning and zoning	29%	33%	38%	42%	Similar	Much lower	Lower	Similar	Similar
	Code enforcement	35%	29%	37%	38%	Similar	Much lower	Lower	Lower	Similar
	Cable television	49%	34%	33%	35%	Similar	Similar	Lower	Lower	Lower
Economy	Economic development	37%	35%	39%	43%	Similar	Much lower	Similar	Similar	Similar
Recreation and Wellness	City parks	74%	74%	81%	79%	Similar	Similar	Similar	Similar	Similar
	Recreation programs	67%	60%	62%	73%	Higher	Similar	Similar	Similar	Similar
	Recreation centers	60%	57%	59%	65%	Similar	Lower	Similar	Similar	Similar
Education and Enrichment	Health services	NA	64%	67%	65%	Similar	NA	Similar	Similar	Similar
	Special events	NA	53%	53%	57%	Similar	NA	Similar	Similar	Similar
Community Engagement	Public libraries	83%	84%	82%	86%	Similar	Similar	Similar	Similar	Similar
	Public information	56%	53%	56%	63%	Higher	Similar	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
	2008	2015	2017	2019		2008	2015	2017	2019
Sense of community	56%	56%	49%	55%	Higher	Similar	Similar	Similar	Similar
Recommend Rio Rancho	86%	88%	86%	87%	Similar	Similar	Similar	Similar	Similar
Remain in Rio Rancho	86%	85%	84%	83%	Similar	Higher	Similar	Similar	Similar
Contacted Rio Rancho employees	64%	47%	48%	46%	Similar	Higher	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
		2008	2015	2017	2019		2008	2015	2017	2019
Safety	Stocked supplies for an emergency	NA	32%	30%	31%	Similar	NA	Similar	Similar	Similar
	Did NOT report a crime	NA	76%	71%	75%	Similar	NA	Similar	Similar	Similar
	Was NOT the victim of a crime	90%	89%	85%	87%	Similar	Higher	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	10%	10%	8%	Similar	NA	Lower	Lower	Lower
	Carpooled instead of driving alone	NA	39%	41%	37%	Similar	NA	Similar	Similar	Similar
	Walked or biked instead of driving	NA	39%	41%	38%	Similar	NA	Lower	Lower	Lower
Natural Environment	Conserved water	NA	94%	92%	91%	Similar	NA	Higher	Higher	Similar
	Made home more energy efficient	NA	78%	81%	75%	Lower	NA	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
		2008	2015	2017	2019		2008	2015	2017	2019
Built Environment	Recycled at home	79%	89%	90%	92%	Similar	Similar	Similar	Similar	Similar
	Did NOT observe a code violation	NA	37%	46%	39%	Lower	NA	Lower	Similar	Lower
	NOT under housing cost stress	NA	73%	75%	76%	Similar	NA	Similar	Similar	Similar
Economy	Purchased goods or services in Rio Rancho	NA	96%	99%	98%	Similar	NA	Similar	Similar	Similar
	Economy will have positive impact on income	11%	24%	25%	35%	Higher	Much lower	Similar	Similar	Similar
	Work in Rio Rancho	NA	31%	34%	38%	Similar	NA	Lower	Similar	Similar
Recreation and Wellness	Used Rio Rancho recreation centers	48%	55%	52%	58%	Higher	Much lower	Similar	Similar	Similar
	Visited a City park	81%	81%	80%	82%	Similar	Lower	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	84%	82%	78%	Similar	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	85%	82%	84%	Similar	NA	Similar	Similar	Similar
	In very good to excellent health	NA	65%	65%	58%	Lower	NA	Similar	Similar	Similar
Education and Enrichment	Used Rio Rancho public libraries	72%	64%	66%	72%	Higher	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	49%	45%	47%	Similar	NA	Similar	Similar	Similar
	Attended a City-sponsored event	NA	52%	39%	42%	Similar	NA	Similar	Lower	Lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	18%	26%	24%	Similar	NA	Similar	Similar	Similar
	Contacted Rio Rancho elected officials	NA	16%	20%	18%	Similar	NA	Similar	Similar	Similar
	Volunteered	33%	38%	34%	37%	Similar	Much lower	Similar	Similar	Similar
	Participated in a club	19%	23%	20%	26%	Higher	Much lower	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	94%	90%	89%	Similar	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	80%	81%	80%	Similar	NA	Similar	Similar	Similar
	Attended a local public meeting	30%	16%	21%	18%	Similar	Similar	Similar	Similar	Similar
	Watched a local public meeting	38%	21%	19%	17%	Similar	Much lower	Similar	Similar	Similar
	Read or watched local news	NA	86%	84%	81%	Similar	NA	Similar	Similar	Similar
	Voted in local elections	NA	81%	84%	90%	Similar	NA	Similar	Similar	Similar