

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™

## Los Alamos County, NM

The National Community Survey™

2024 Results

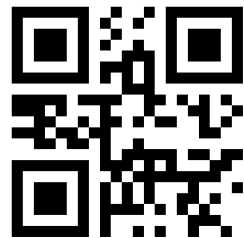




## Civic Communication & Analytics Platform

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# Resident Surveys in Local Governance



**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



**Inform budget,  
land use,  
strategic  
planning  
decisions**

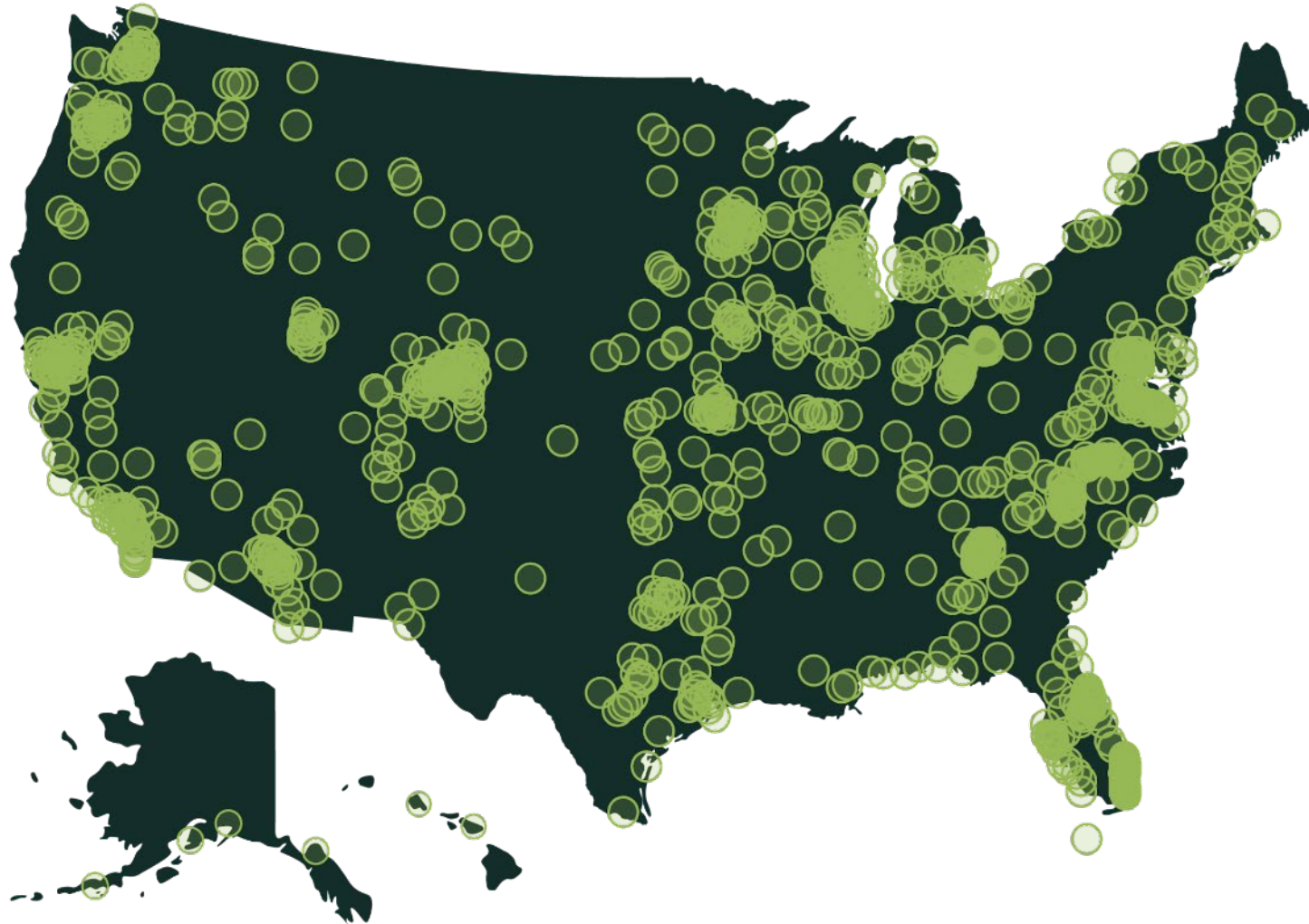


**Benchmark  
against other  
communities**

# The NCS™ Facets of Community Livability



# Polco's Benchmarking Database



More than  
**500**  
comparison  
communities  
across the  
nation.

Representing  
the opinions  
of more than  
**50 million**  
residents.

# The National Community Survey™ in Los Alamos County

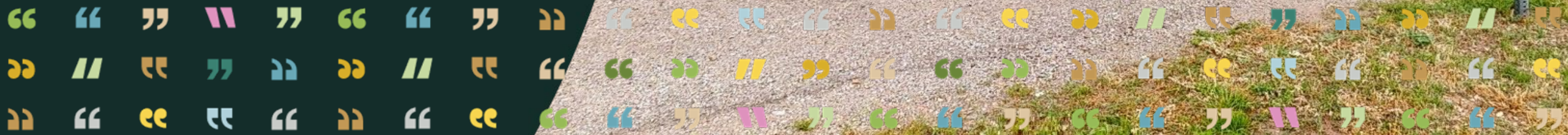


## The NCS™ for Los Alamos County, NM

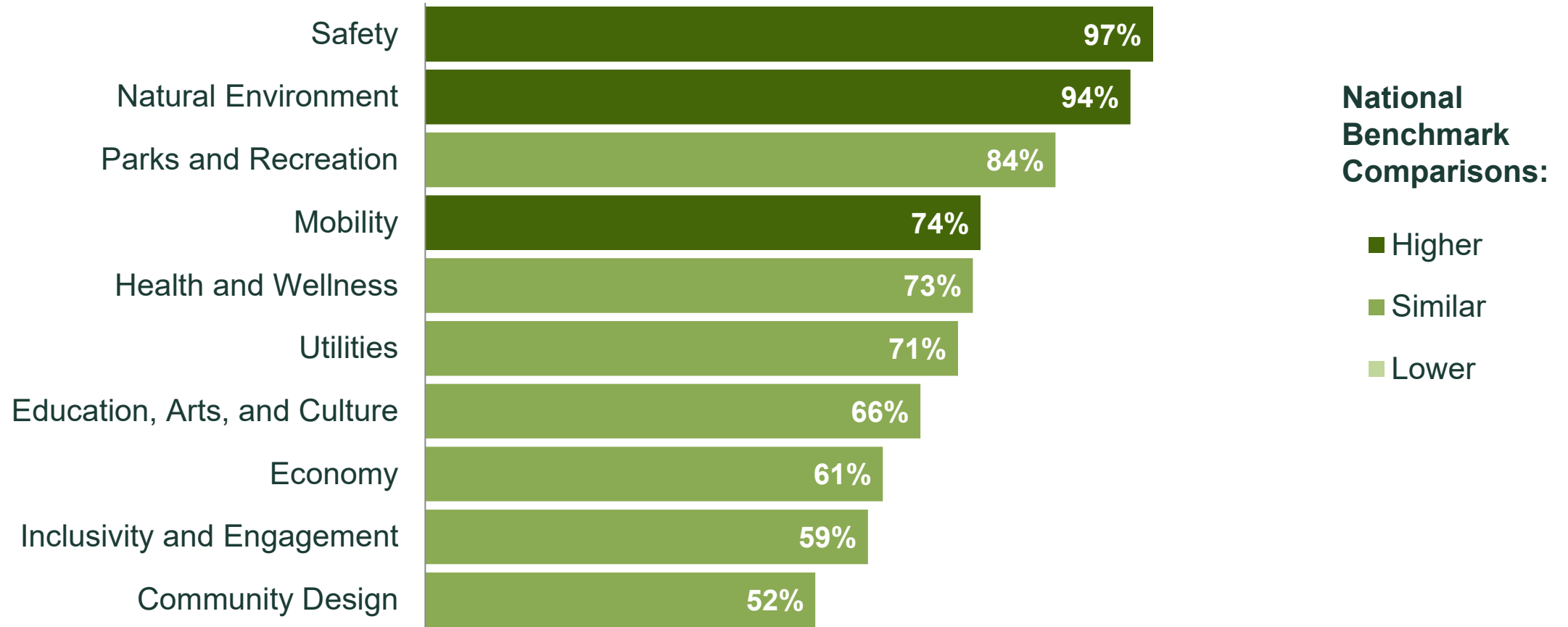
- 3<sup>rd</sup> time conducting The NCS (previous surveys in 2022 and 2020)
- Survey conducted from August 2, 2024 – September 6, 2024
- Mailing approach employed:
  - Probability-based sample of 3,500 randomly selected households
  - 419 total responses received
  - 12% overall response rate
  - Non-probability, open-participation survey: 217 responses
- Results statistically weighted to reflect Los Alamos County overall
- 95% confidence interval with a +/- 5% margin of error



# Overview of Survey Results



# Facets of Community Livability: Quality

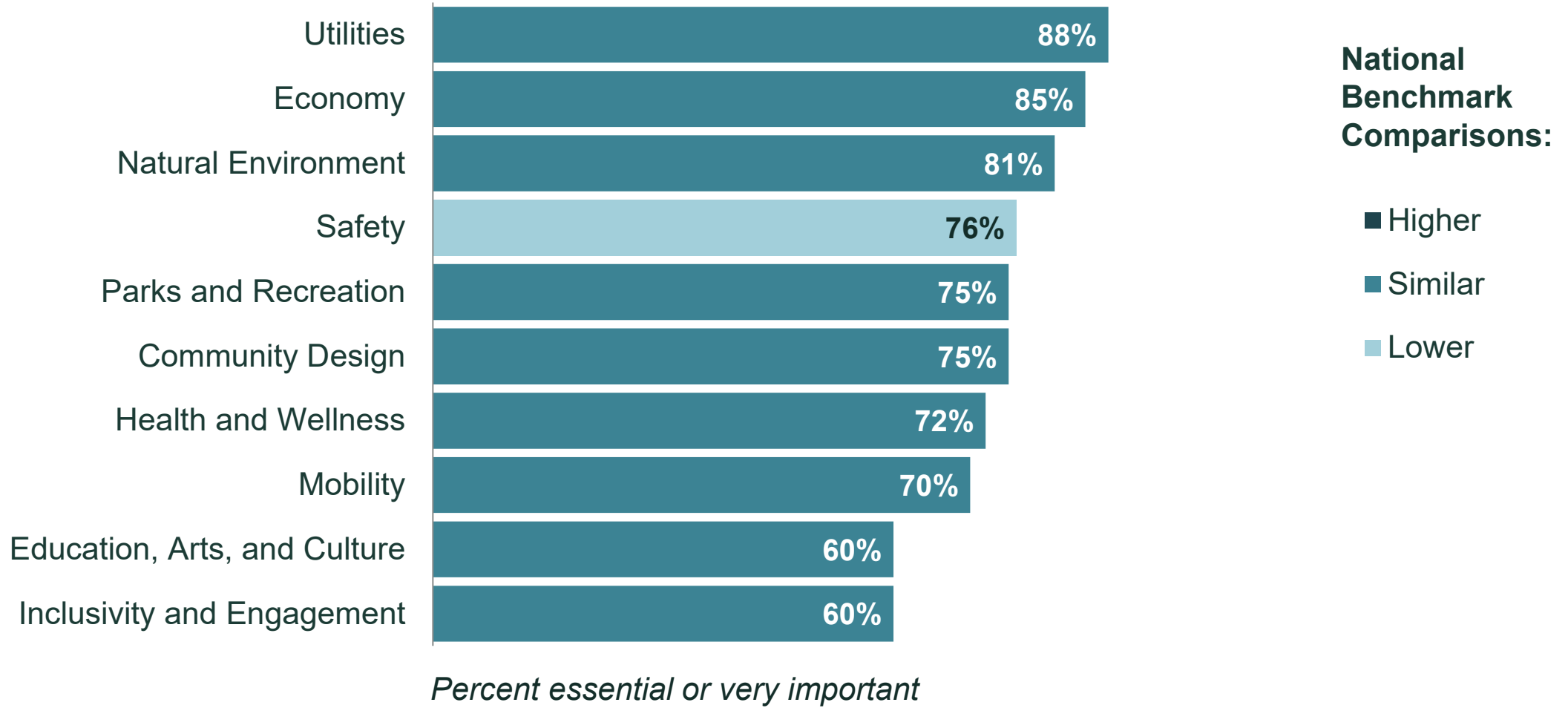


*Percent excellent or good*

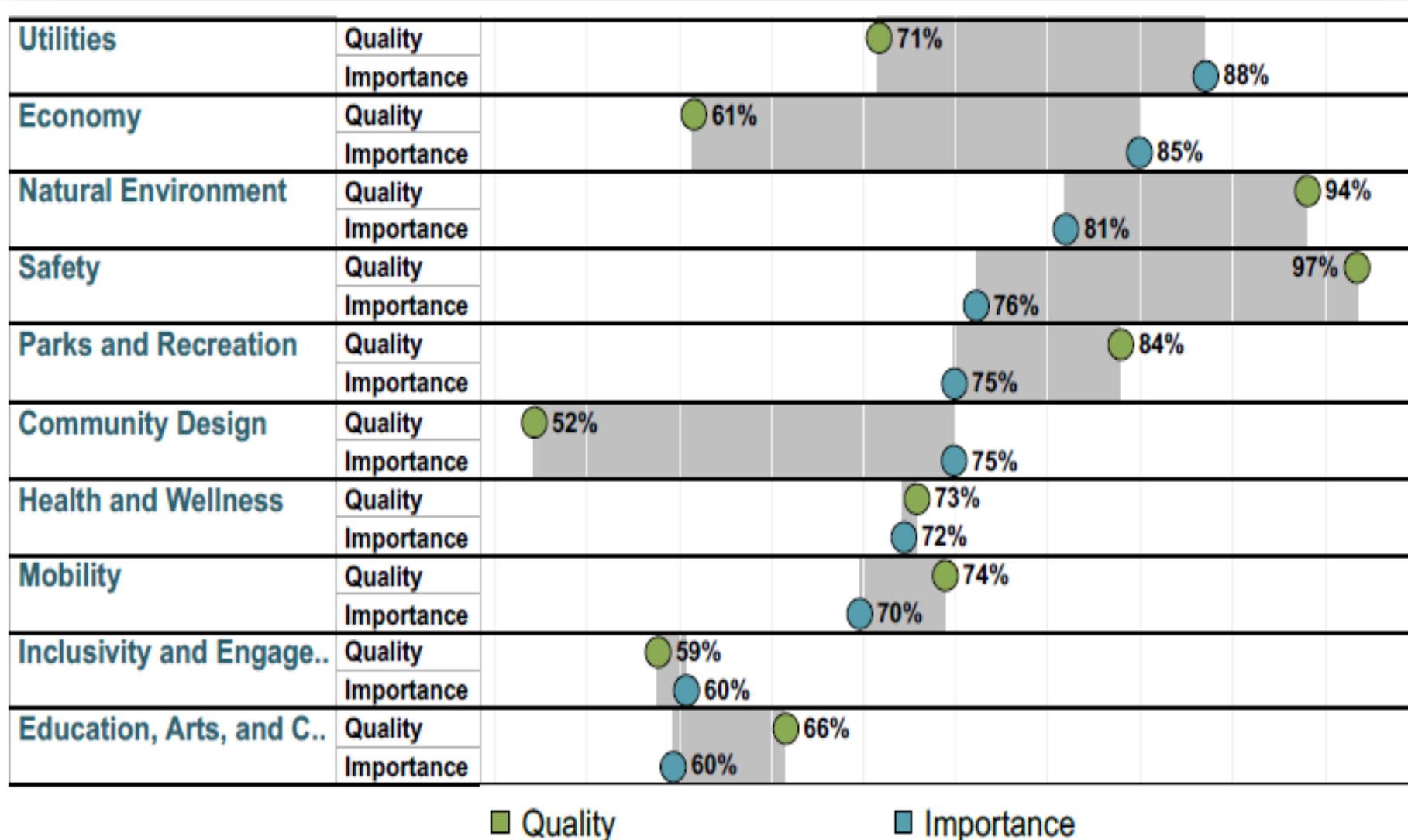




# Facets of Community Livability: Importance



# Balancing Quality and Importance





# Comparisons to National Benchmarks



34 received **higher** ratings

71 received **similar** ratings

17 received **lower** ratings





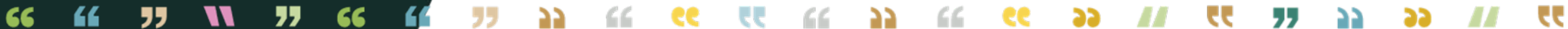
## Comparisons to Previous Survey (2022)



31 received **higher** ratings

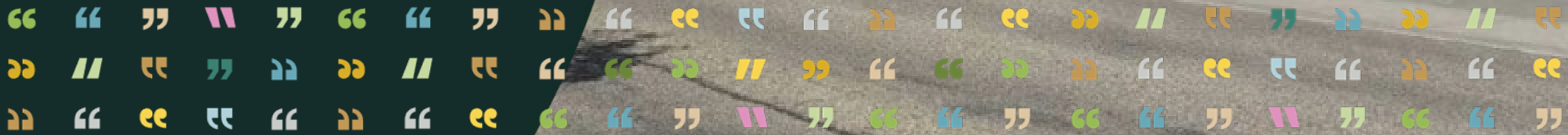
84 received **similar** ratings

2 received **lower** ratings





# Key Findings





# Highest-performing areas



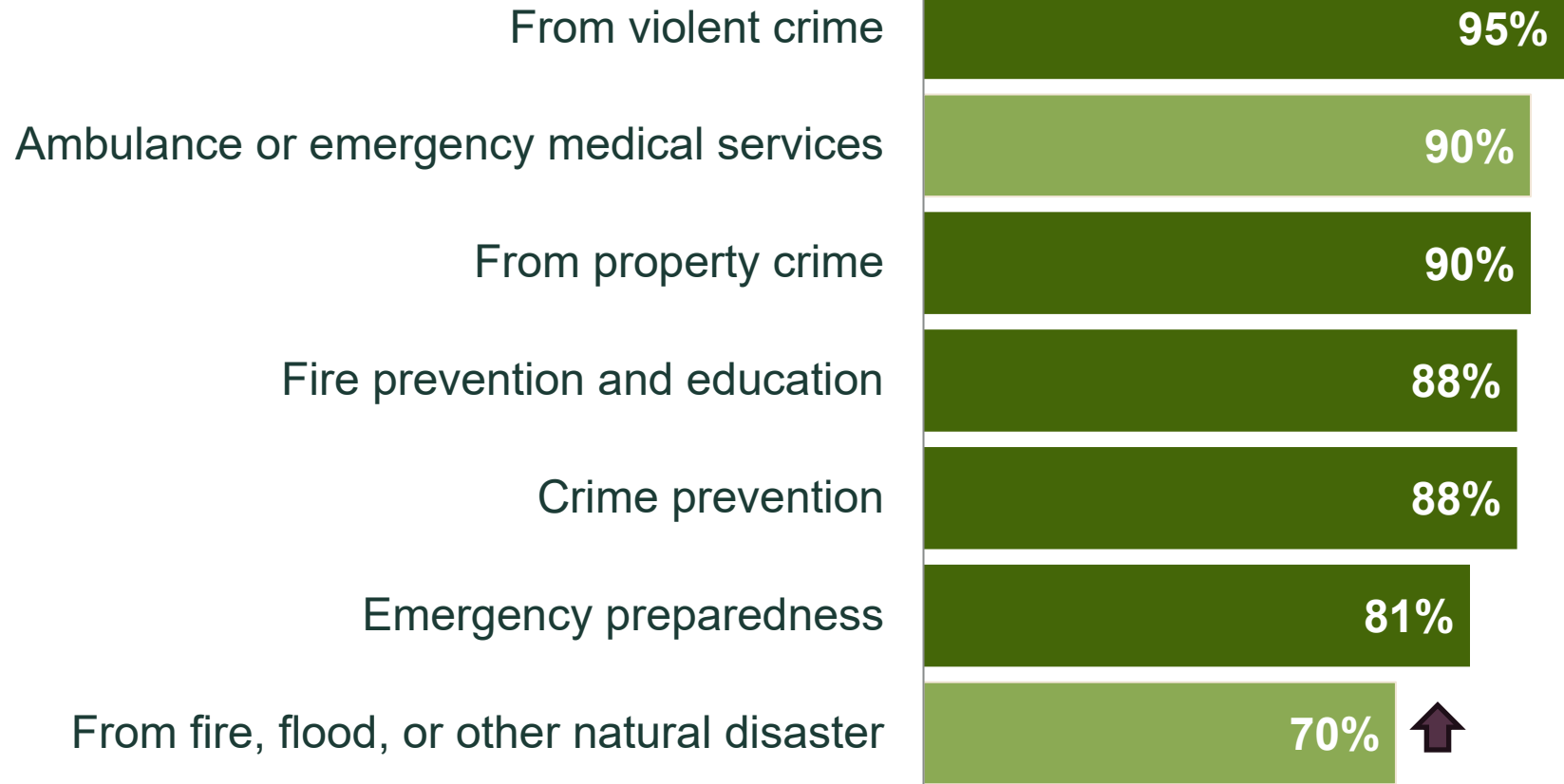
# Safety in Los Alamos County



Please rate the following categories of Los Alamos County:

## National Benchmark Comparison

- Higher
- Similar
- Lower



*Percent excellent or good*

*Statistically significant increase from 2022*

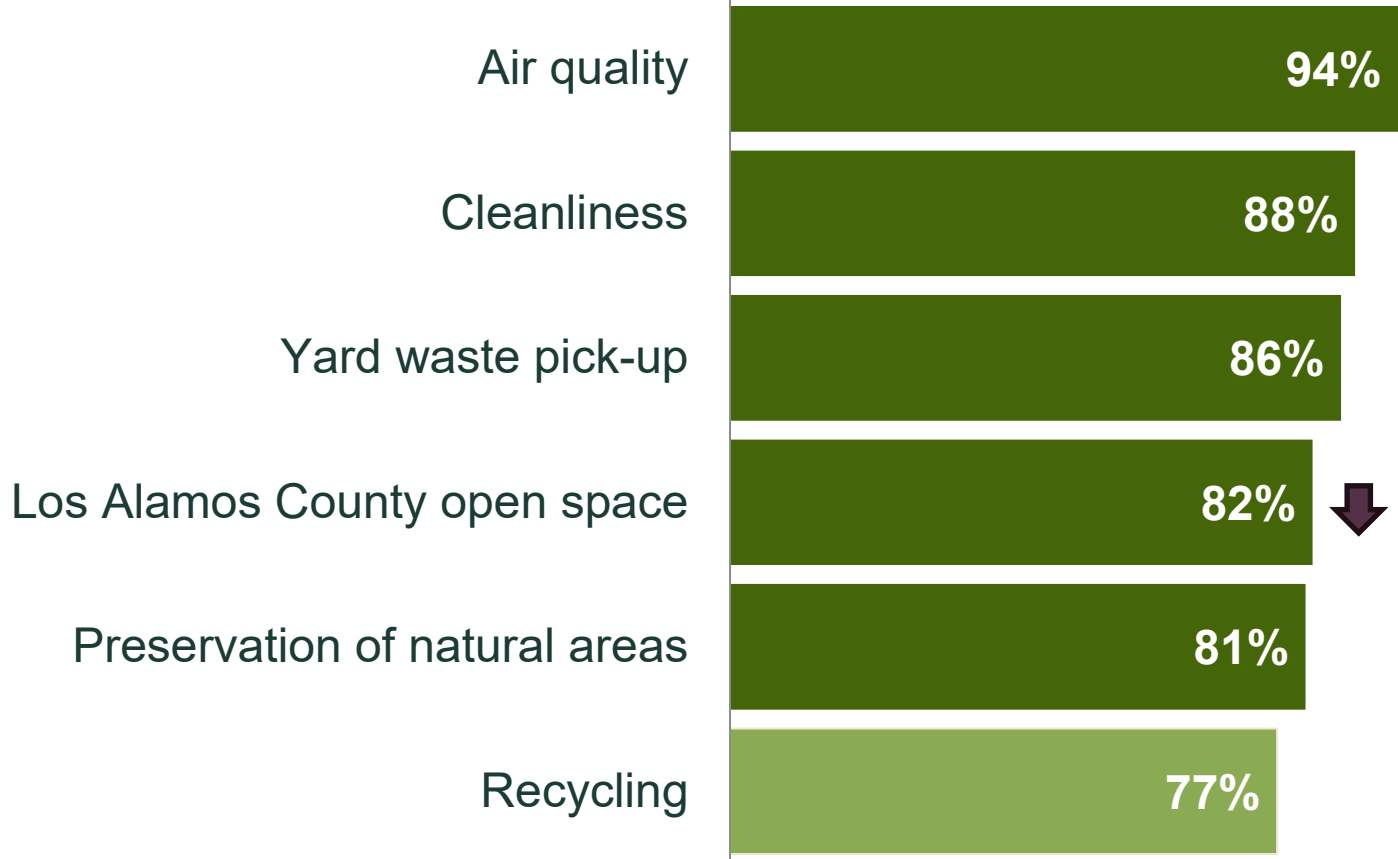
# Natural Environment in Los Alamos County



Please rate the following categories of Los Alamos County:

**National Benchmark Comparison**

- Higher
- Similar
- Lower



*Percent excellent or good*  
↓ *Statistically significant decrease from 2022*



# Parks and Recreation in Los Alamos County



Please rate the following categories of Los Alamos County:

**National Benchmark Comparison**

- Higher
- Similar
- Lower

Availability of paths and walking trails

90%

County parks

87%

Fitness opportunities

87%

Recreational opportunities

81%

Recreation centers or facilities

71%



*Percent excellent or good*

*Statistically significant increase from 2022*

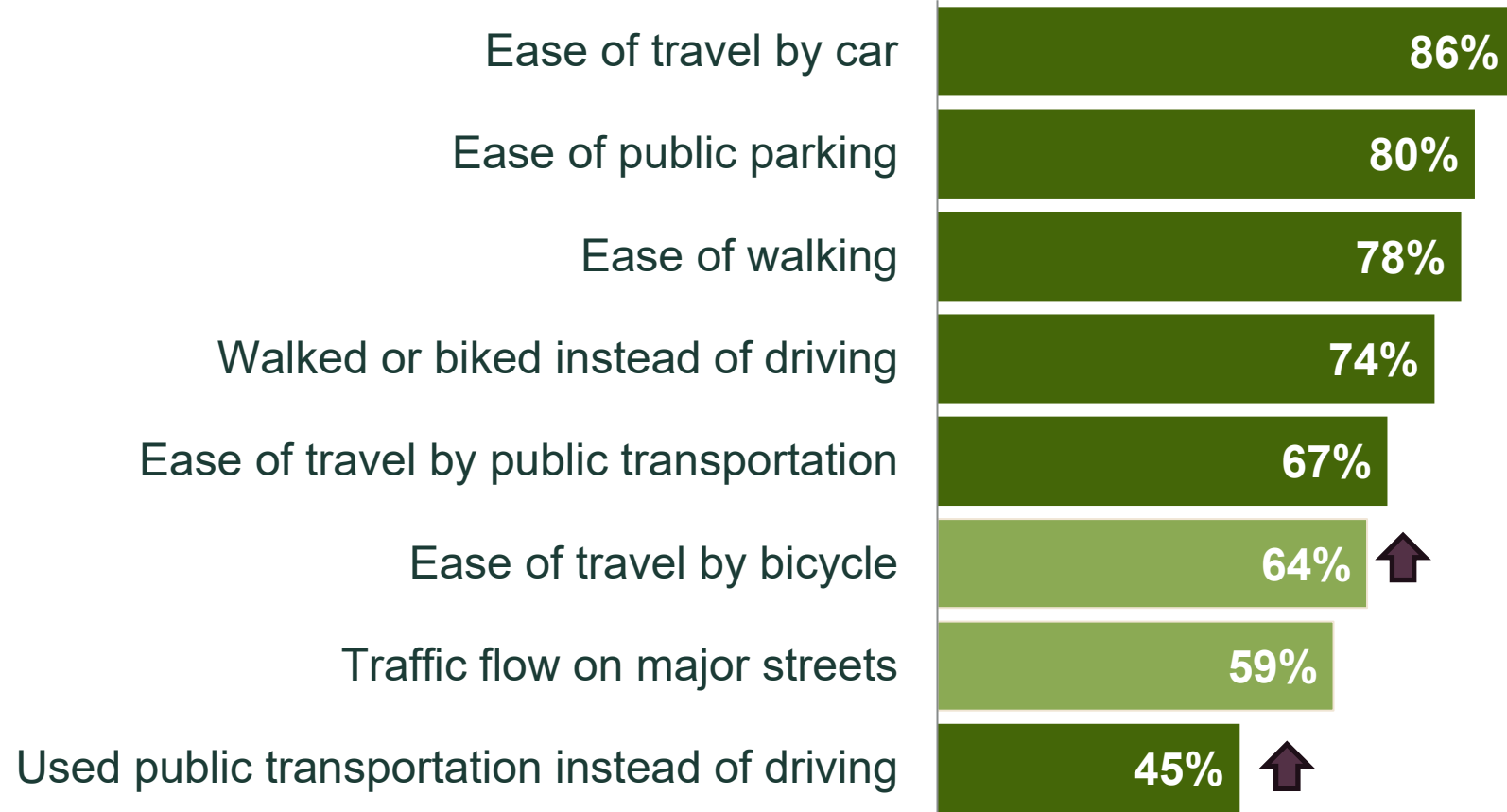
# Mobility in Los Alamos County



Please rate the following categories of Los Alamos County:

## National Benchmark Comparison

- Higher
- Similar
- Lower



*Percent excellent or good*

*↑ Statistically significant increase from 2022*

# Education, Arts, and Culture in Los Alamos County



Please rate the following categories of Los Alamos County:

## National Benchmark Comparison

- Higher
- Similar
- Lower



*Percent excellent or good*

 *Statistically significant increase from 2022*

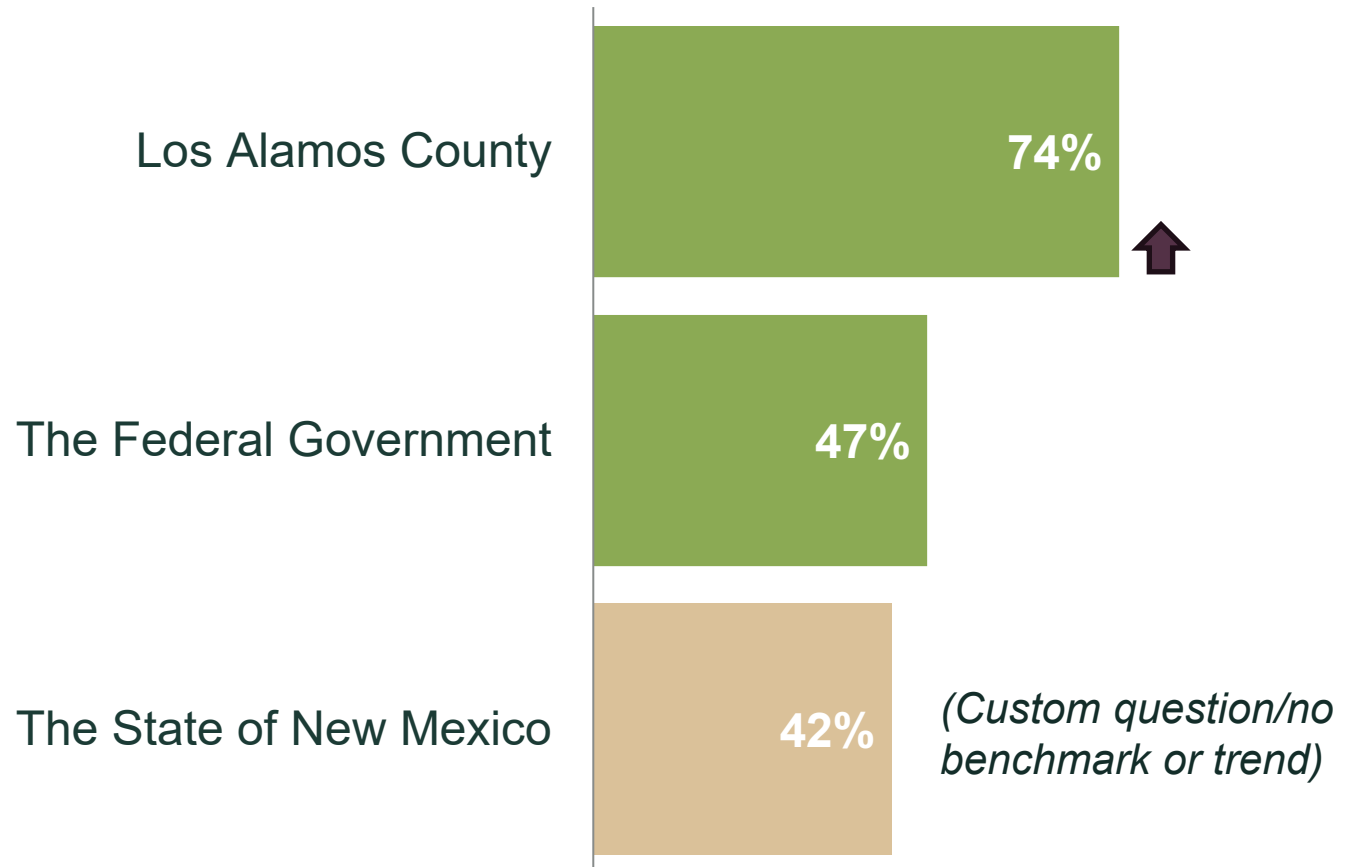
# Governance in Los Alamos County



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

## National Benchmark Comparison

- Higher
- Similar
- Lower



Percent excellent or good

↑ Statistically significant increase from 2022



# Economy in Los Alamos County

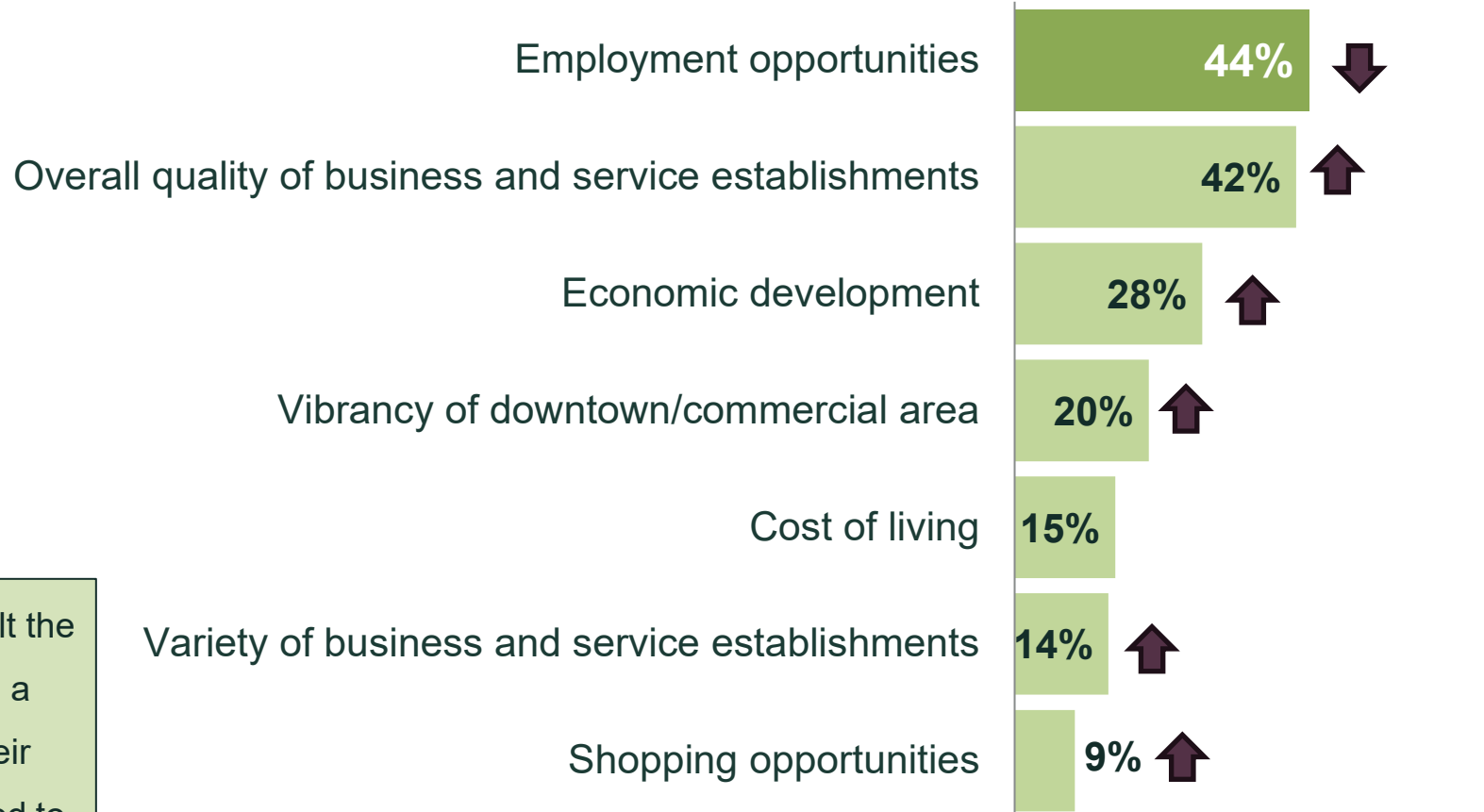


Please rate the following categories of Los Alamos County:

## National Benchmark Comparison

- Higher
- Similar
- Lower

27% of respondents felt the economy would have a positive impact on their family income, compared to 12% in 2022.



Percent excellent or good

↓ ↑ Statistically significant increase or decrease from 2022

# Affordability in Los Alamos County



Please rate the following categories of Los Alamos County:

## National Benchmark Comparison

■ Higher

■ Similar

■ Lower



*Percent excellent or good*

↑ *Statistically significant increase from 2022*

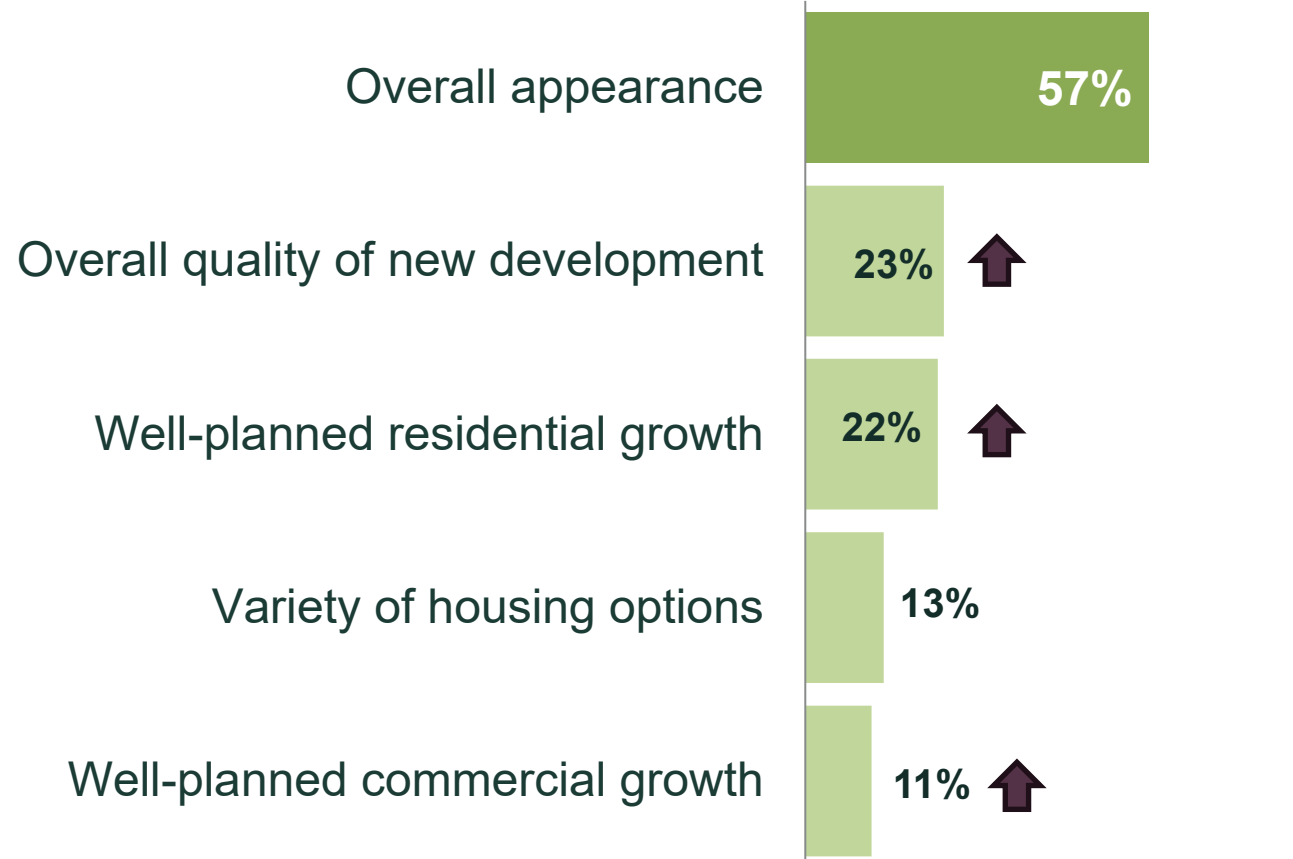
# Community Design in Los Alamos County



Please rate each of the following in the Los Alamos County community:

## National Benchmark Comparison

- Higher
- Similar
- Lower



Percent excellent or good

↑ Statistically significant increase from 2022





# Additional Special Topics

13. Please rate how much of a priority, if at all, should be placed on each of the Council's 22 priorities for the community:

	High priority	Medium priority	Low priority	Not a priority
<b><u>Quality Governance</u></b>				
Communication and engagement.....	1	2	3	4
Intergovernmental, Tribal and regional relations.....	1	2	3	4
Fiscal stewardship.....	1	2	3	4
<b><u>Operational Excellence</u></b>				
Effective, efficient and reliable services.....	1	2	3	4
Infrastructure asset management.....	1	2	3	4
Employee recruitment and retention.....	1	2	3	4
<b><u>Economic Vitality</u></b>				
Housing.....	1	2	3	4
Local business.....	1	2	3	4
Downtown revitalization.....	1	2	3	4
Tourism and special events.....	1	2	3	4
Community broadband.....	1	2	3	4
<b><u>Quality of Life</u></b>				
Health, wellbeing and social services.....	1	2	3	4
Diversity, equity and inclusivity.....	1	2	3	4
Mobility.....	1	2	3	4
Educational, historical and cultural amenities.....	1	2	3	4
Open space, parks and recreation.....	1	2	3	4
Public safety.....	1	2	3	4
<b><u>Environmental Stewardship</u></b>				
Natural resource protection.....	1	2	3	4
Greenhouse gas reduction.....	1	2	3	4
Carbon-neutral energy supply.....	1	2	3	4
Water conservation.....	1	2	3	4
Waste management.....	1	2	3	4

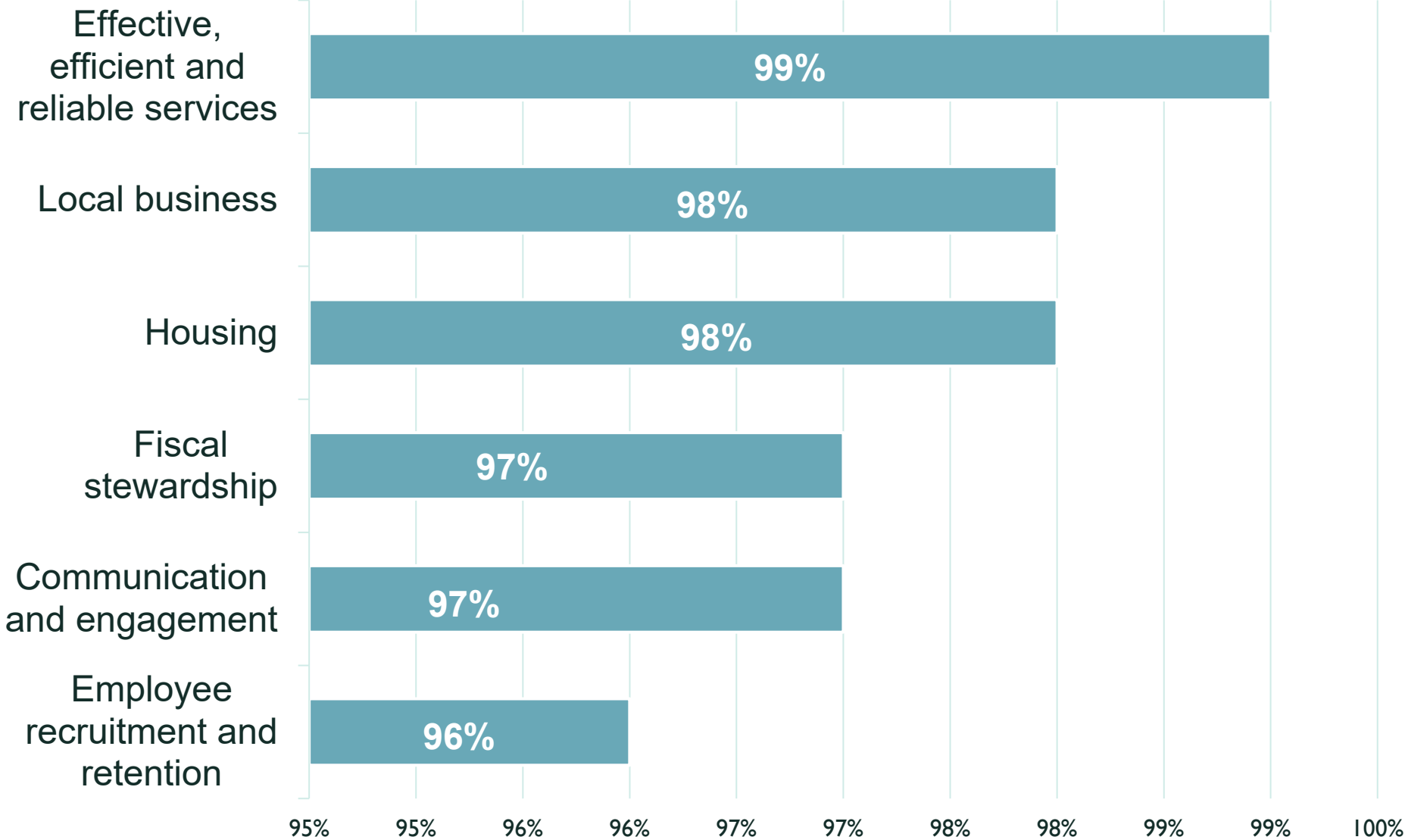
14. Please rate how much of a source of information about Los Alamos County, if at all, each of the following have been for your household over the past 12 months.

	Major source	Minor source	Not a source
Traditional media (print and online news sources, television, radio).....	1	2	3
Social media platforms (Facebook, Instagram, Nextdoor, X, Threads, BlueSky, TikTok).....	1	2	3
Utility bill inserts.....	1	2	3
E-newsletters (County Line, DPU Scoop, Bottom Line, Library News).....	1	2	3
Los Alamos County website (losalamosnm.us).....	1	2	3
Public meetings.....	1	2	3
Other:.....	1	2	3

# Custom Question



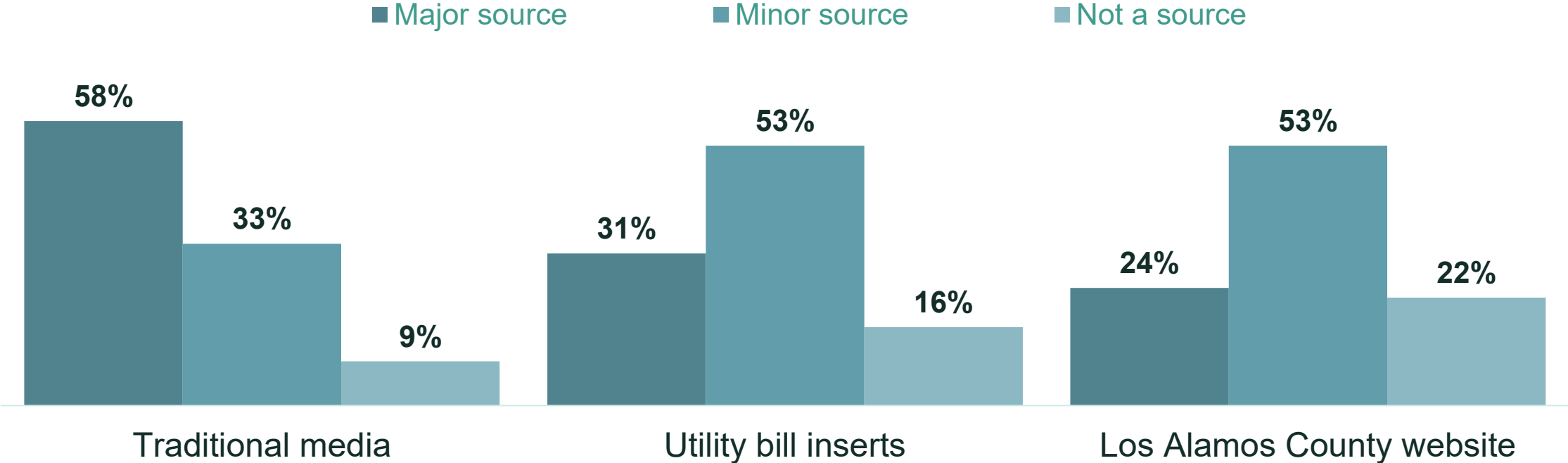
**Please rate how much of a priority, if at all, should be placed on each of the Council's 22 priorities for the community:**



# Custom Question



Please rate how much of a source of information about Los Alamos County, if at all, each of the following have been for your household over the past 12 months.





# Summary of Conclusions

## Highest-performing areas:

- Residents feel safe in Los Alamos County.
- Citizens value Los Alamos County's natural environment and recreational opportunities.
- Residents appreciate the County's arts, education, and culture, especially public library services.
- Local government was rated higher than the Federal Government.

## Lowest-performing areas:

- Items related to the local economy and businesses remained lower than the national benchmark.
- Affordability stood out as a priority.
- Some ratings related to community design scored lower than the national benchmark



# Next Steps: ENGAGE With Community Members



ENGAGE

Participants

Content

Outreach

Polco Library



This library contains curated surveys and polls created by survey scientists at National Research Center, Polco's dedicated research team. You can use these as they are, look around for inspiration, or make a copy and customize to fit your needs.

All content in the Polco Library is proprietary and is for exclusive use on the Polco platform. The use of Polco Library content in unsolicited ways is prohibited. Please refer to our [Terms of Use](#) for details.

We also have toolkits which cover a range of questions based around certain topics. The modules in our toolkit can be used individually by your organization over time to provide an environmental scan.

Available toolkits:

- COVID-19
- Libraries
- School Districts

Customizable surveys and polls created by survey scientists at Polco.

**Public Safety Communications**

Governance Safety

As part of our ongoing efforts to better serve the community, we need input from you! Take this quick survey to share your feedback about the (XYZ)'s communication pertaining to public safety issues and news. Your responses will be kept confidential, and no identifying

communications governance safety outreach View

information public safety emergency communication

**Emergency Communications**

Safety Governance Used by 2 profiles

As we continue our efforts to meet the dynamic needs of (ABC) residents, we need your critical input. Please take this quick survey to share your thoughts on emergency preparedness and related (XYZ) communications. The results will help us improve our

information alert urgent public safety View

communications emergency preparedness alerts news

disaster emergency 311 disaster preparedness safety

communication governance

Search

Filter or search to find the content you are looking for.

Content Type

All

Domain

All

Text search

communication

Popular tags

communications government information communication news media customer service governance safety public safety

Clear all tags Search

State of Wisconsin | WI

Post

Do we need a new park?

Read Post

Contains: text, image, data points, survey, prioritization



## Park Initiative Survey

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

## Map of projected park



Included in Current Subscription



Optional Add-on

Los Alamos County currently has 1,122 subscribers on Polco.

# Questions?

# Thank you!

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