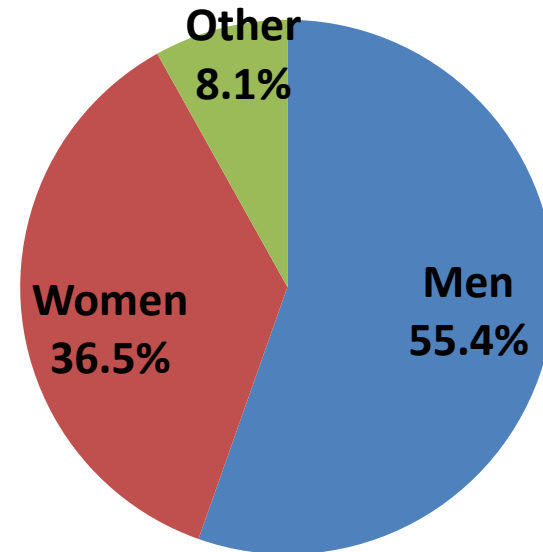
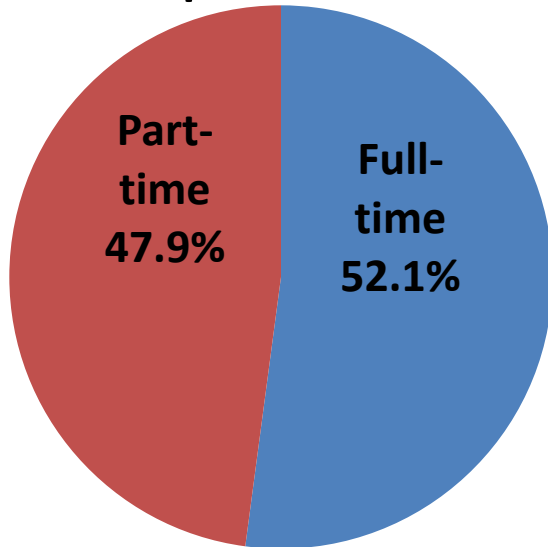


Elephant Butte Resident Survey Results and Implications

August 14, 2009

General

345 total respondents
– 22% response rate



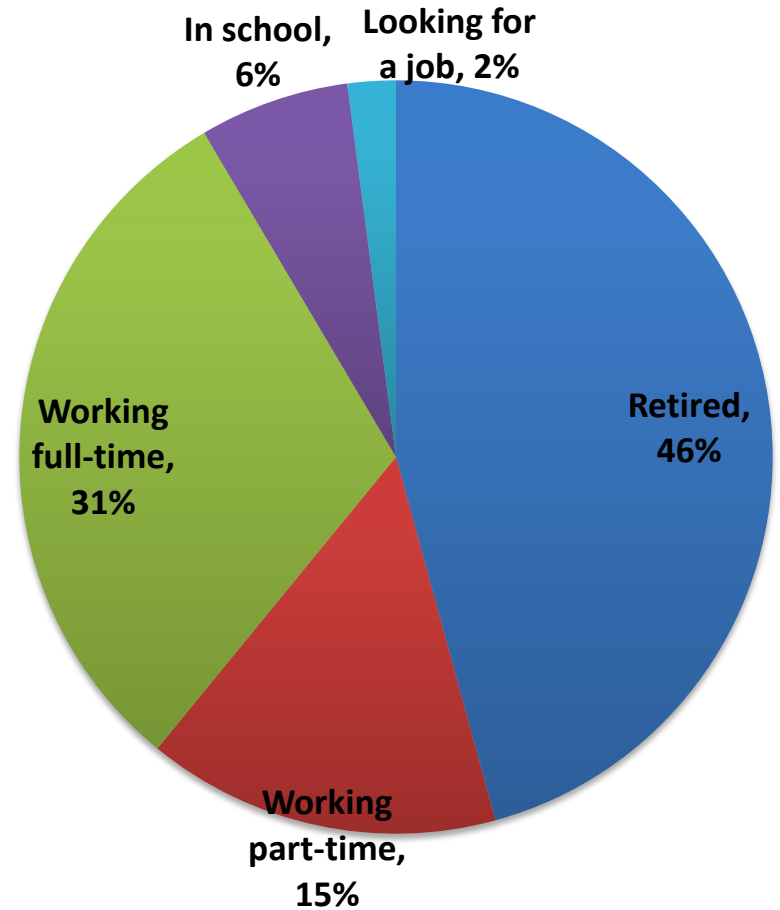
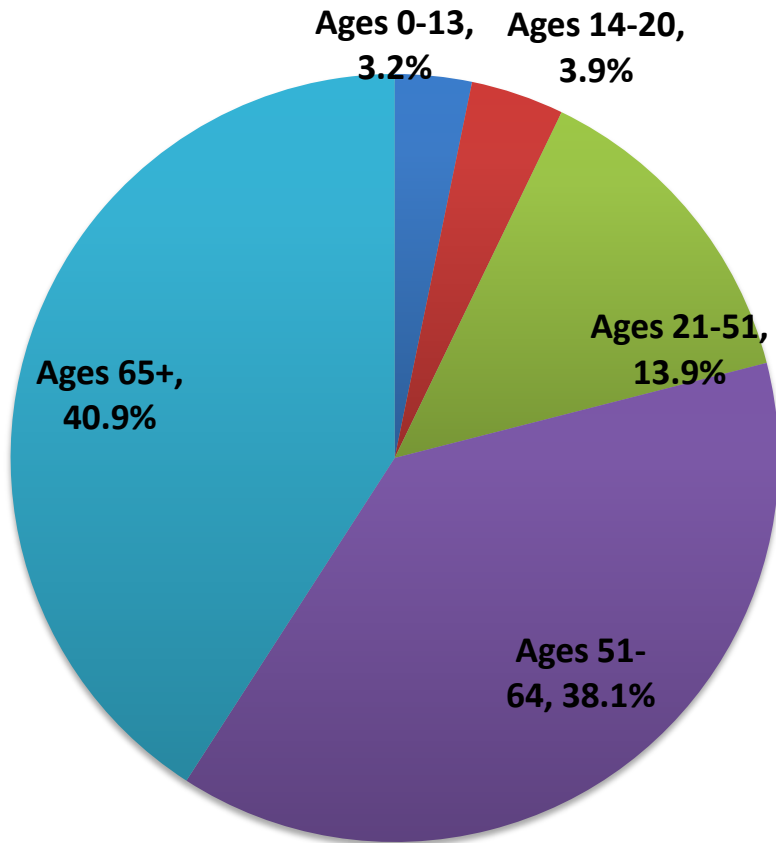
Average Age: 63.5

Average Length of Time Lived in Elephant Butte: 11.9 years

Average Length of Time Owned Property in EB: 13.1 years

Average Length of Time Spent in EB (Part-time): 7.4 days/mo or 10.9 weeks/yr

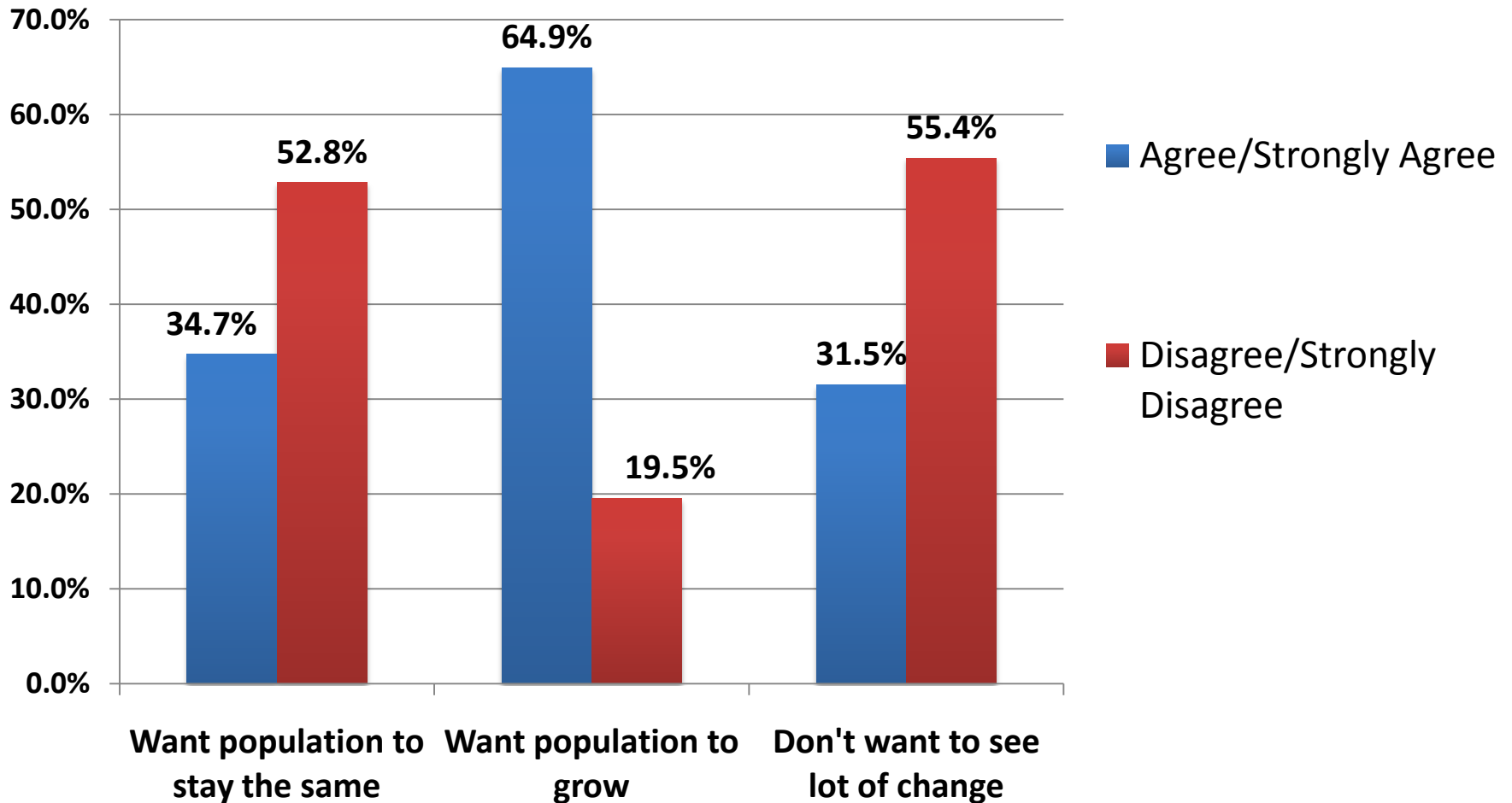
General



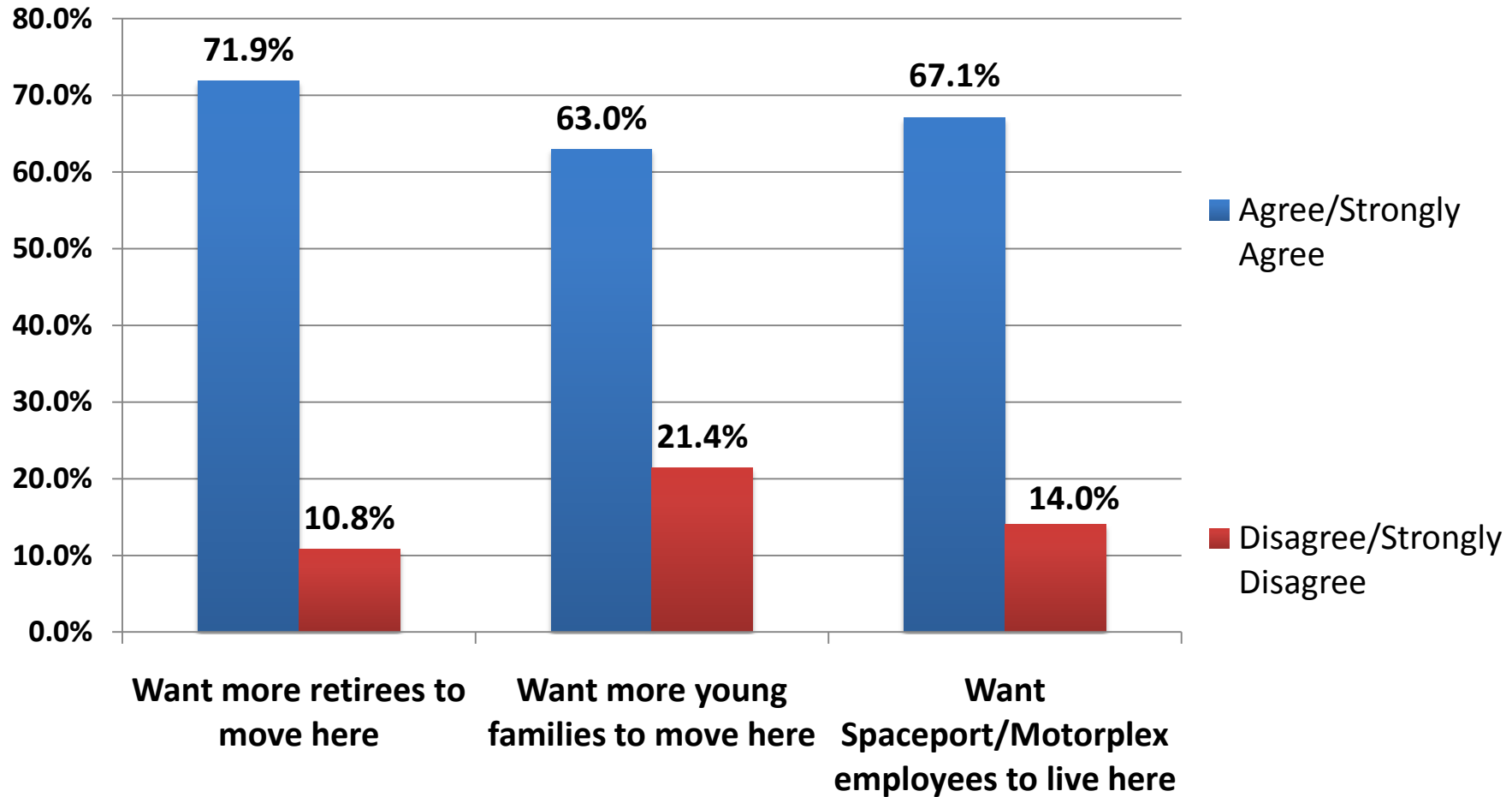
Findings

- Growth and Change
- Town Identity
- Development
- Government Role
- Town Appearance

Attitudes about Growth



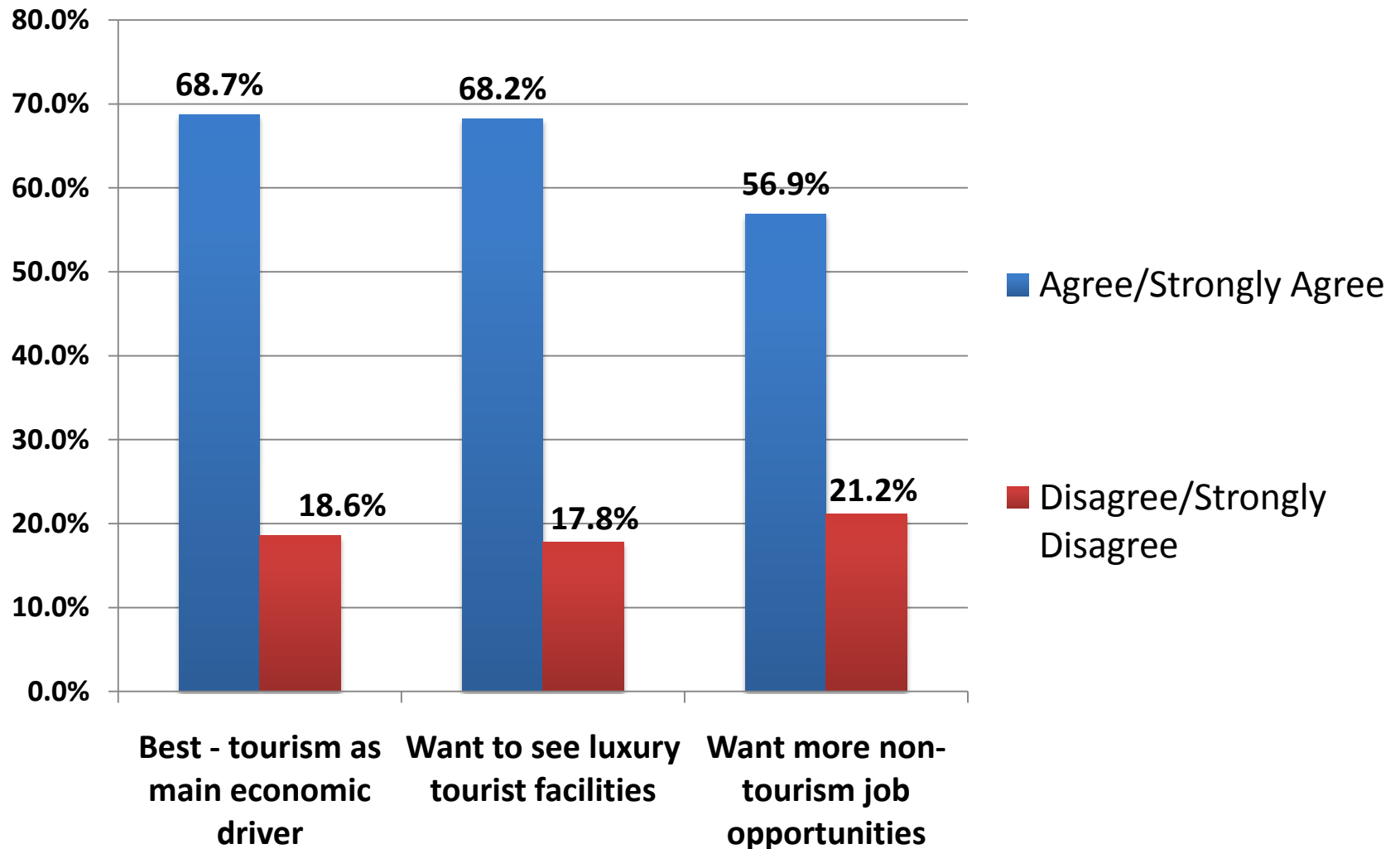
Attitudes about Growth



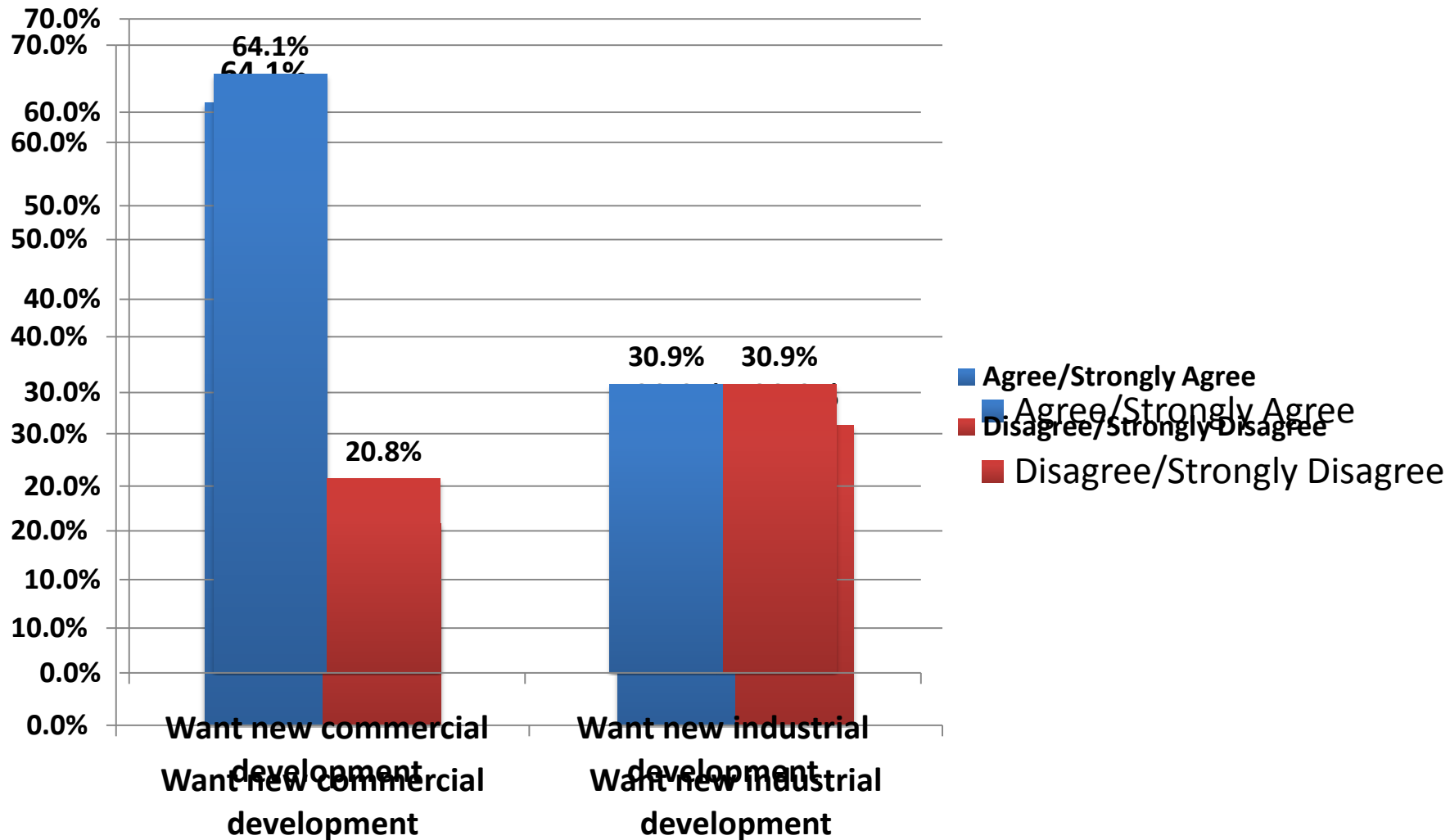
Attitudes about Identity

2.01	A retirement resort community.
2.18	A family resort community.
2.54	A resort / technology-based business community.
2.61	A resort / cultural destination / technology-based based community.
2.75	A resort / cultural destination community.

Attitudes about Identity - Tourism

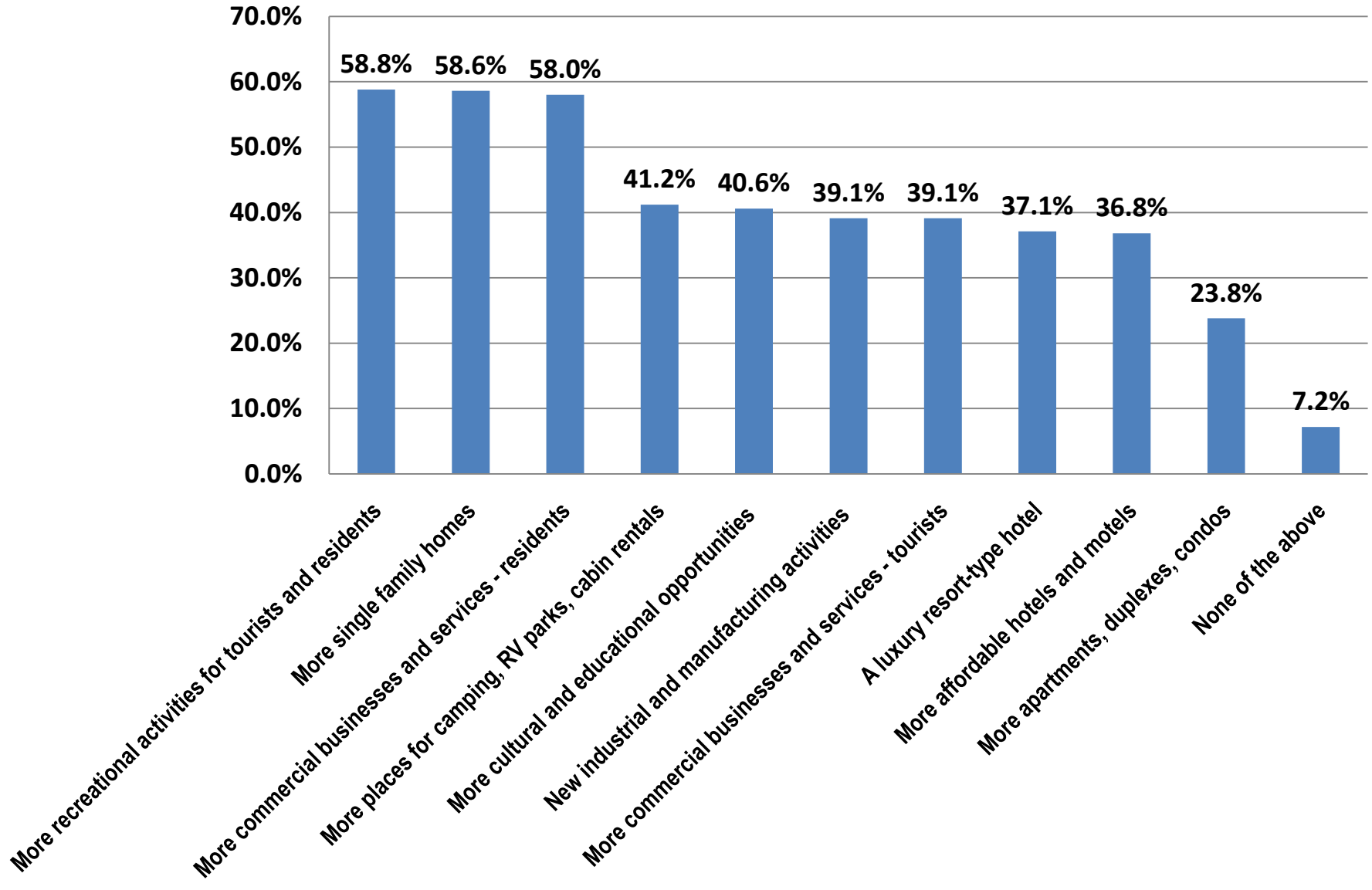


Attitudes about Development



Attitudes about Development

Which of the following would you like to see in Elephant Butte in the future?



Attitudes about Government Role

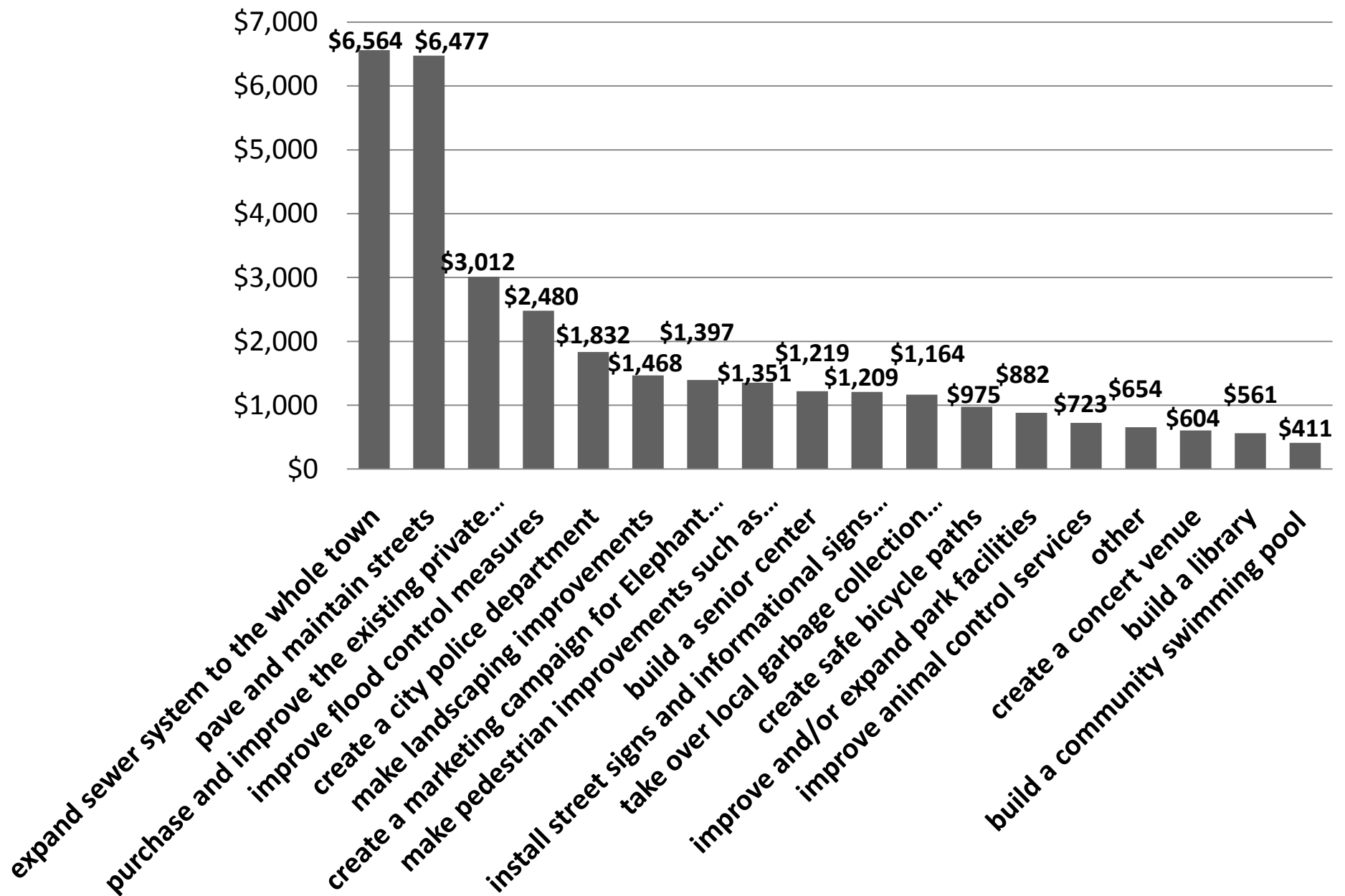
What should be the main goal of public spending?

1.49	To improve services and facilities for existing residents.
2.53	To improve services and facilities to attract new residents.
2.67	To improve services and facilities to attract new businesses.
2.83	To improve services and facilities for visitors.

What should City focus on in terms of budget and programming items?

1.32	Ensuring that infrastructure facilities are sufficient to meet current and future needs.
2.78	Improving the town's appearance.
3.13	Expanding and improving recreational opportunities.
3.2	Working to attract new businesses to locate here.
3.85	Taking over services such as garbage collection and law enforcement.

Total allocated to projects by all respondents



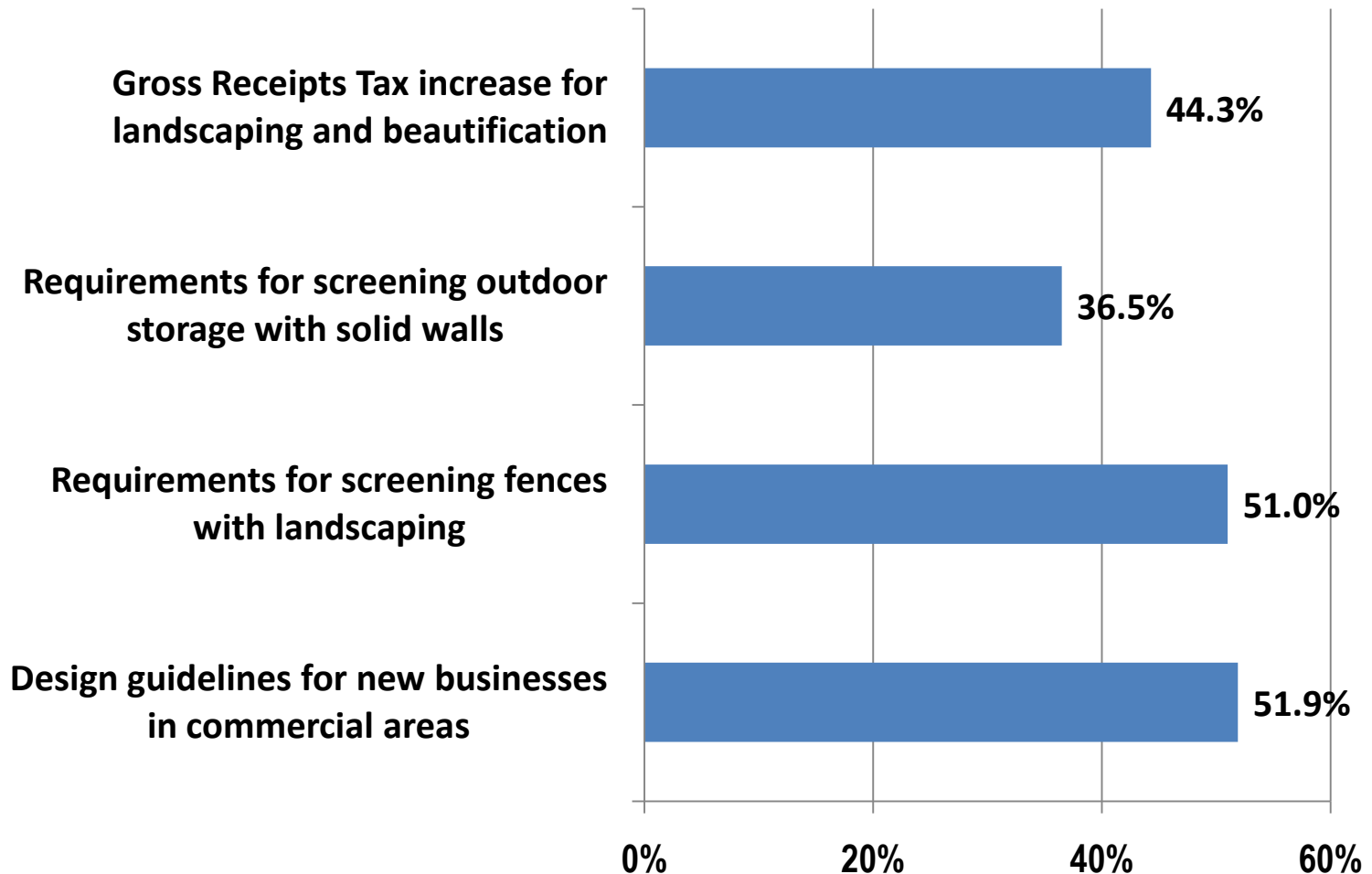
Attitudes about Government Role

Total Respondents Allocating Money for Different Items

Items	#	%		#	%
Pave and maintain streets	243	70.4%	Create safe bicycle paths	83	24.1%
Expand sewer system to the whole town	210	60.9%	Build a senior center	72	20.9%
Improve flood control measures	136	39.4%	Improve and/or expand park facilities	71	20.6%
Purchase and improve the existing private water system	134	38.8%	Take over local garbage collection responsibilities	67	19.4%
Make pedestrian improvements such as sidewalks and walking paths	110	31.9%	Improve animal control services	64	18.6%
Make landscaping improvements	104	30.1%	Create a concert venue	54	15.7%
Install street signs and informational signs where needed	98	28.4%	Build a library	52	15.1%
Create a marketing campaign for Elephant Butte	94	27.2%	Build a community swimming pool	35	10.1%
Create a city police department	90	26.1%	Other	20	5.8%

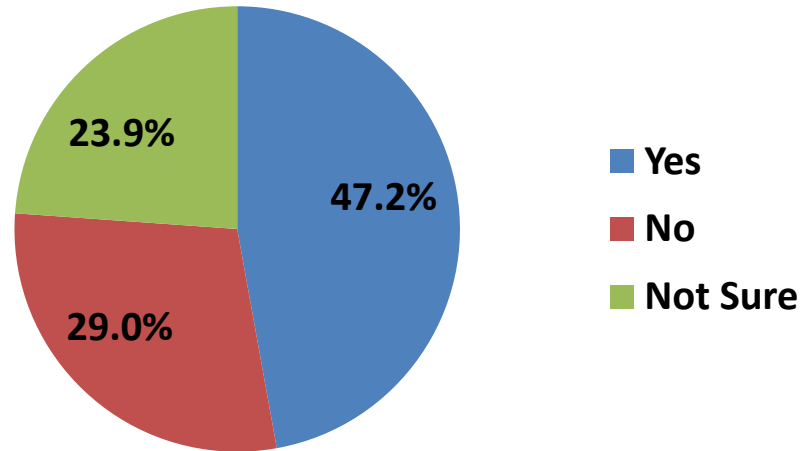
Attitudes about Town Appearance

Support for Strategies to Improve Appearance: % In Favor



Attitudes about Appearance: Theme

Should Elephant Butte develop a theme?



1.66	Oasis theme
1.76	Nautical theme
1.97	Beach town theme
1.98	Elephant theme

Summary

- Some ambivalence about growth
 - Leaning towards support
- Continue tourism
- Expand as residential community
- Expand commercial, recreational opportunities
- Mixed feelings about industry
- Government: focus on infrastructure
- Mixed results: improving town appearance

Strategies

- Zoning for desired land uses
- Annexation
- Infrastructure
 - Roadway improvements
 - Water and sewer system improvements and expansion
 - Parks, recreation, trail improvements

Strategies

- Government role
 - Find funds for design and construction of infrastructure improvements
 - Further discussion of design standards within the zoning code – i.e. landscaping standards
 - Making sure development process is clear for new development
 - Enforcement of existing codes

Strategies

- Chamber of Commerce role
 - Promotion of community
 - Tourism
 - Spaceport employees
 - Retirees
 - Facilitate small business development
 - Information about SBA and other resources

ELEPHANT BUTTE: RESIDENT SURVEY RESULTS

INTRODUCTION

The City of Elephant Butte distributed by mail a four-page survey to property owners in May 2009. In total, 345 surveys were returned and analyzed. Survey respondents were slightly older than the estimated median age for Elephant Butte, and achieved a higher level of education when compared with the 2000 Census. Slightly more respondents (52.1%) were full-time residents than part-time residents.

The survey revealed that there is some ambiguity about future growth and development in Elephant Butte, though a slight majority favors change. Over 60% wants to see the population grow. Furthermore, while there is strong support for Elephant Butte to remain primarily a tourist community, other indicators suggest residents' desire to become a bedroom community for future Spaceport employees. These include majority support for additional housing options, commercial development of services for residents, and the desire to have more retirees, young families, and Spaceport employees moving to the community.

There was significant agreement about how the local government should prioritize spending and programming. Residents identified infrastructure needs and services/facilities for current residents as the most important things on which the government

should focus. When asked to distribute a budget over multiple items, expanding the sewer system and paving/maintaining roads were by far the most popular items.

Residents indicated that improving the town's appearance is important, though there is not strong consensus on how to achieve this. Design guidelines and screening requirements received support by a slight majority, and just under half of respondents indicated support for a Gross Receipts Tax increase.

The complete survey with results can be found at the end of this document.



GROWTH AND DEVELOPMENT

Survey respondents are somewhat divided in their attitudes towards overall growth and development in Elephant Butte, but a majority leans towards favoring population growth in the community.

The mean response to the statement "I would like the population size in Elephant Butte to stay pretty much the same in the future," was 3.19, reflecting the split in opinion between "agree" and "disagree". Breaking down the data indicates that 52.8% are in disagreement with the statement, while 34.7% are in agreement. Part-time residents overall are more

supportive of population growth than full-time residents. Only 28% agreed with the statement, compared to 41.1% of full-time residents.

Similarly, the mean response to the statement "I don't want to see a lot of change in Elephant Butte in the future" was 3.32, with 55.4% disagreeing and 31.5% in agreement. Only 25.6% of part-time residents agreed, compared to 38.1% of full-time residents. However, in Question 13, when asked which of ten options residents would like to see in future (with the possibility of choosing as many as

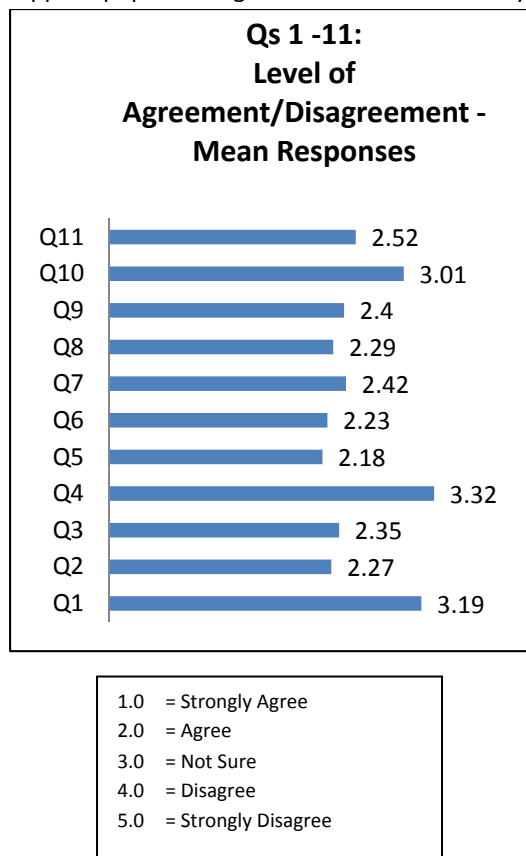
they like), only 7.2% selected “none of the above,” suggesting that most people do in fact want to see the development of some new amenities.

In addition, there was an overall positive response to the statement “I want the population of Elephant Butte to grow in the future,” which produced a mean of 2.40 – falling in the range of “agree” – with 64.9% altogether in agreement. There was not a significant difference in the attitudes of part-time and full-time residents.

Furthermore, responses to other questions indirectly support population growth in the community. For

example, the three statements expressing a desire to see retirees, future Spaceport/Motorplex employees, and young families moving to Elephant Butte received positive support, returning means of 2.18, 2.23 and 2.42 respectively, well within the “agree” response range.

In sum, the survey results suggest that respondents do want Elephant Butte to grow in population, though may be unsure about the level of development and change they will accept. Part-time residents in general are more accepting of growth and change.



Q1. I would like the population size in Elephant Butte to stay pretty much the same in the future.

Q2. I think it's best if Elephant Butte continues to focus on tourism as its main economic development strategy.

Q3. I would like to see new commercial development in Elephant Butte.

Q4. I don't want to see a lot of change in Elephant Butte in the future.

Q5. I would like to see more retirees moving to Elephant Butte.

Q6. I hope that employees at the new Spaceport and Hot Springs Motorplex will live in Elephant Butte.

Q7. I would like to see more young families moving to Elephant Butte.

Q8. I would like to see more job opportunities not related to tourism in Elephant Butte.

Q9. I want the population of Elephant Butte to grow in the future.

Q10. I would like to see new industrial development in Elephant Butte.

Q11. I would like to see the development of luxury tourist facilities in Elephant Butte.

IDENTITY

Elephant Butte has established itself as a retirement community and recreational destination. With recent regional developments, it has an opportunity to expand this identity into becoming more of a family-based tourist destination, a cultural destination, or even a technology-based industrial/business community. The survey indicates that Elephant Butte residents prefer to continue to

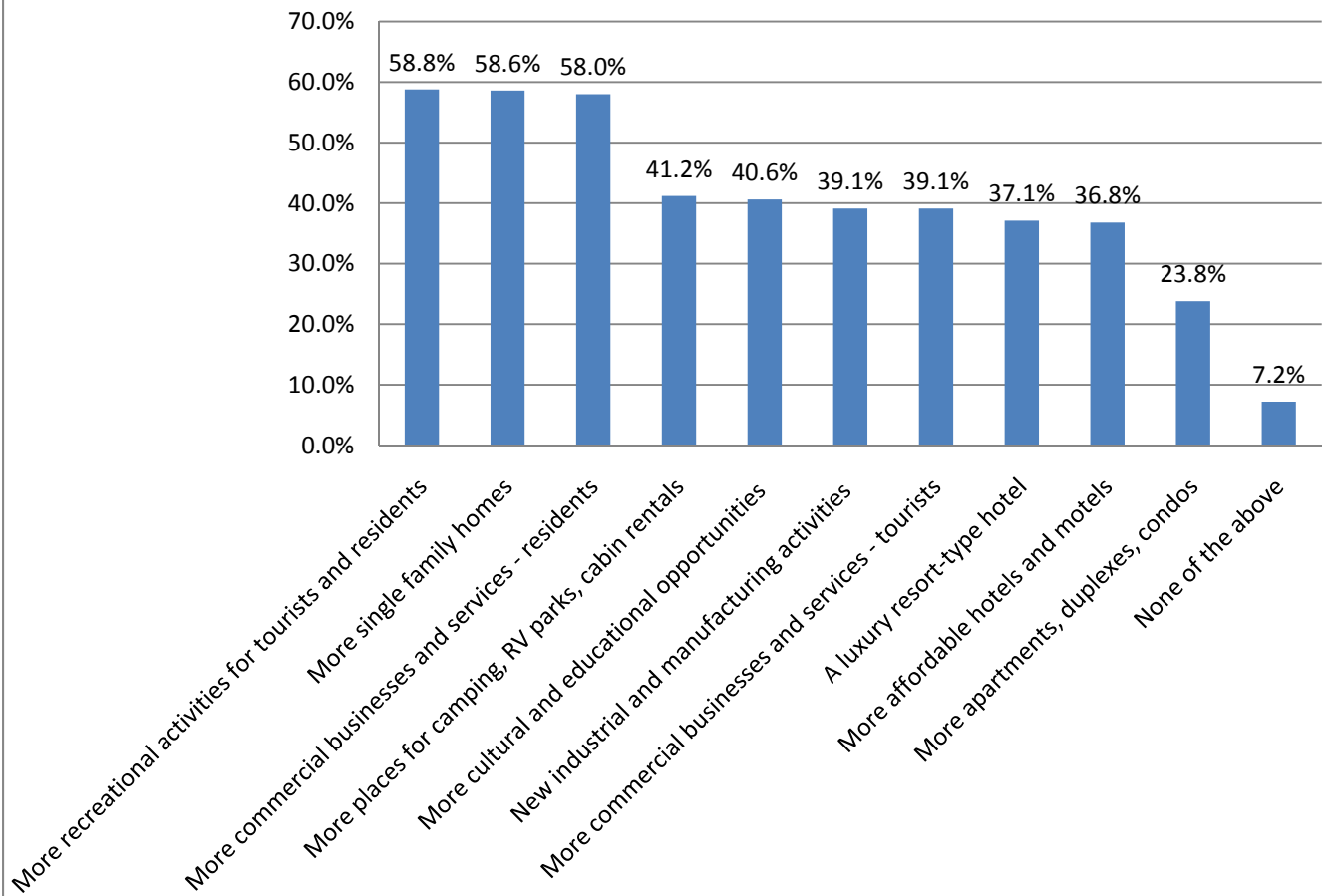
focus on tourism as their main economic generator, and remain a retirement resort community. Nevertheless, there is support for more commercial development and residential growth, which could position Elephant Butte as a bedroom community for the Spaceport and Motorplex.

Survey respondents were asked to rank several “identity” options. From most preferred to least preferred options, the results were retirement resort (mean ranking 2.01), family resort (2.18), resort/technology-based business community (2.54), resort/cultural destination/technology-based business community (2.61), and resort/cultural destination community (2.75).

Other indicators show the community’s continued preference for a tourism-based economy, but also demonstrate some desire to diversify. The mean response to the statement “I think it’s best if Elephant Butte continues to focus on tourism as its main economic development strategy” was 2.27, with 68.7% in favor. Nevertheless, the statement “I would like to see more job opportunities not related

to tourism in Elephant Butte” returned a mean of 2.29, with part-time residents more in favor (75.8% in agreement compared to 60.7% of full-time residents). The statement “I would like to see the development of luxury tourist facilities in Elephant Butte” returned a mean of 2.52, still in agreement but not as strong as other indicators. In Question 13, asking which of several options residents would like to see in the future, the choice “luxury resort-type hotel” received 128 votes (37.1% of respondents in favor). More people (41.2%) were in favor of creating additional options for camping, RV parks and cabin rentals, though slightly less (36.8%) were in favor of more affordable hotels and motels.

Question 13: Which of the following would you like to see in Elephant Butte in the future? (% of total respondents)



There is also strong support for establishing Elephant Butte as a year-round residential community, with expanded commercial, recreational and cultural opportunities. The statement “I would like to see new commercial development in Elephant Butte” returned a mean of 2.27. In Question 13, 58% of respondents indicated that they would like to see more commercial businesses and services serving residents, while 39.1% would like to see more commercial businesses and services serving tourists. The option “more recreational activities for tourists and residents” received the most votes, with 58.8% of all respondents selecting this choice. Creating more cultural and educational opportunities was also important, with 40.6% in favor. Finally, there is a desire to expand housing options in Elephant Butte. A majority of respondents (58.6%) indicated that they would like to see more single family homes in the community, though only 23.8% want to see more apartments, duplexes or condos. Full-time residents were more in favor of multifamily options than part-time residents (28.3% compared to 19.4%, respectively).

GOVERNMENT PRIORITIES

Respondents were asked to rank four options in level of importance to be the main goal(s) of public spending in Elephant Butte (Question 14). The results, from most to least preferred were: to improve services and facilities for current residents (mean ranking 1.49), to improve services and facilities in order to attract new residents to the community (2.53), to improve services and facilities in order to attract new businesses to the community (2.67), and to improve services and facilities for visitors to the community (2.83). This further supports the desire to attract more residents and improve the community for current residents.

Survey respondents were also asked how the City should prioritize budget and programming items (Question 15). From most to least preferred, the results were: ensuring that infrastructure facilities (sewer, water, roads, etc.) are sufficient to meet the current and future needs of the community (mean ranking 1.32), improving the town’s appearance (2.78), expanding and improving recreational

Finally, there is ambivalence about whether or not residents would like to see industrial development in the community. The statement “I would like to see new industrial development in Elephant Butte” received a mean of 3.01, with 39% of respondents in agreement, 39% in disagreement, and 22% unsure about their opinion. Similarly, the option “new industrial and manufacturing activities to support the Spaceport and Hot Spring Motorplex” in Question 13 received 135 votes, or 39.1% of respondents. This may be due in part to the wide range of activities and levels of intensity encompassed under the umbrella of industrial development. Residents describe Elephant Butte as quiet, laid-back, rural, sleepy, peaceful, clean and beautiful, and value these attributes. Any industrial development should be small-scale, and not contribute to air, noise, or groundwater pollution, and be located in appropriate areas so as not to diminish the existing character of the community.

opportunities for residents and visitors (3.13), working to attract new businesses to locate here (3.20), and taking over services such as law enforcement, garbage collection, etc. (3.85).



Responses to Question 16, which asked survey-takers to divide \$100 among various potential City budget items, bear out residents’ support of local infrastructure projects. Results were tabulated based on the total amount of money allocated by all

respondents, as well as the total number of respondents who allocated money to each item. The top-scoring items were “expand sewer system to the whole town” and “pave and maintain streets,” which received a total of \$6564 and \$6477, respectively, from all survey respondents, and had the most number of total allocations (60.9% and 70.4% of all respondents contributing, respectively). The third and fourth top items were “purchase and improve the existing private water system” and “improve flood control measures,” which received \$3,012 total

(38.8% of respondents contributing) and \$2,480 total (39.4% of respondents contributing), respectively. The fifth highest item in terms of total money allocated was “create a City police department” with \$1,832, though only 26.1% of respondents chose to contribute to this item. The fifth highest item in terms of total respondents contributing was “make pedestrian improvements such as sidewalks and walking paths,” to which 31.9% of respondents contributed, though total allocations were only \$1,351.

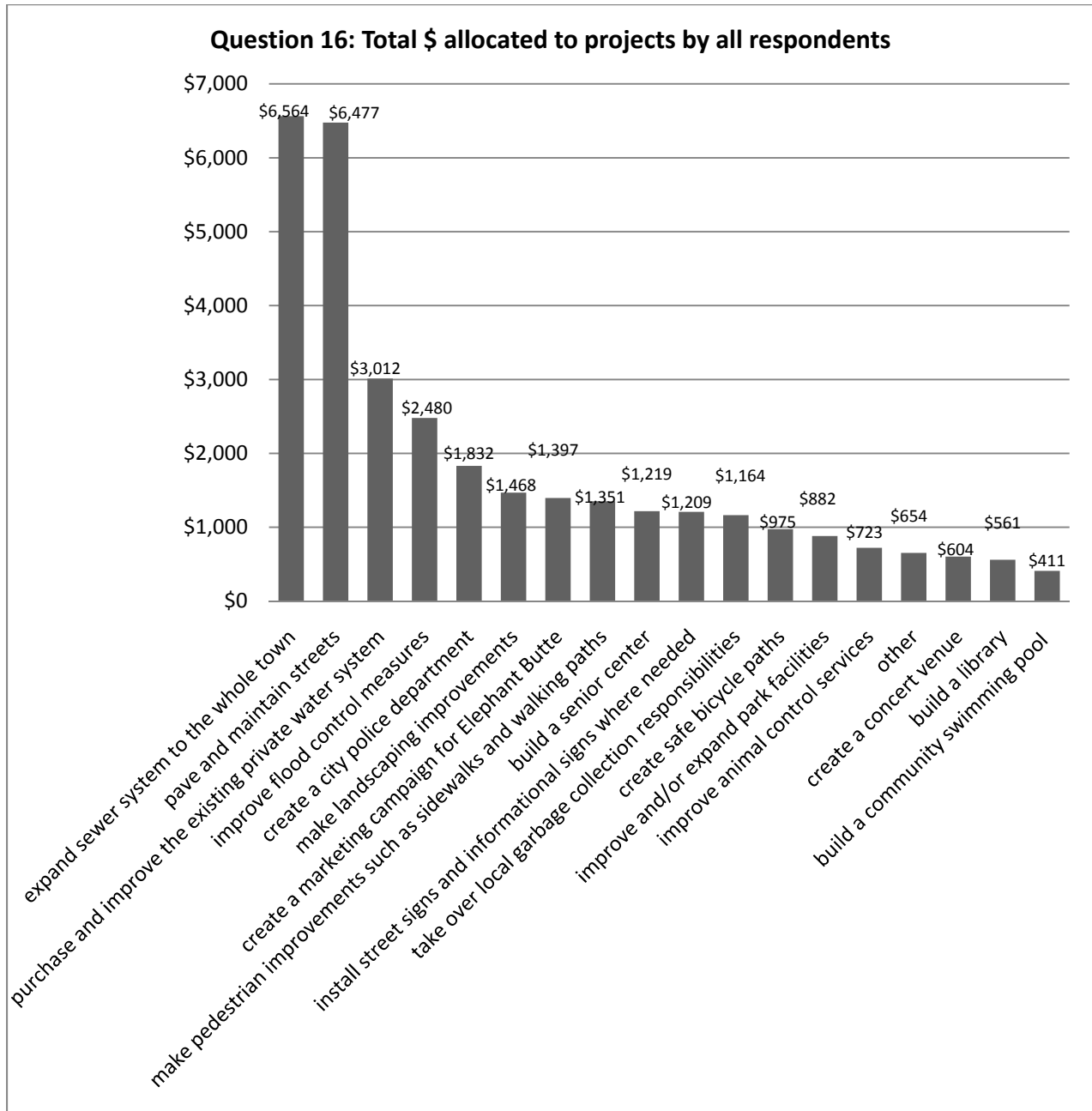


TABLE 1. QUESTION 16 - TOTAL NUMBER AND % OF RESPONDENTS ALLOCATING \$ FOR POTENTIAL CITY BUDGET ITEMS

Items	#	%		#	%
Pave and maintain streets	243	70.4%	Create safe bicycle paths	83	24.1%
Expand sewer system to the whole town	210	60.9%	Build a senior center	72	20.9%
Improve flood control measures	136	39.4%	Improve and/or expand park facilities	71	20.6%
Purchase and improve the existing private water system	134	38.8%	Take over local garbage collection responsibilities	67	19.4%
Make pedestrian improvements such as sidewalks and walking paths	110	31.9%	Improve animal control services	64	18.6%
Make landscaping improvements	104	30.1%	Create a concert venue	54	15.7%
Install street signs and informational signs where needed	98	28.4%	Build a library	52	15.1%
Create a marketing campaign for Elephant Butte	94	27.2%	Build a community swimming pool	35	10.1%
Create a city police department	90	26.1%	Other	20	5.8%

Respondents who chose “other” as a budget item made suggestions including children’s recreational

activities, a museum, weed and litter clean-up, and contributing to the City’s rainy day or reserve fund.

TOWN APPEARANCE

The survey confirmed that residents are concerned about the appearance of Elephant Butte, though there is not a clear consensus about how to address the issue.

As noted, the option “improving the town’s appearance” was ranked by respondents as the second most important item on which the City should focus its budgeting and programming priorities in Question 15 (mean ranking 2.78). When asked to distribute \$100 among various budget items in Question 16, however, “make landscaping improvements” did not score in the top five. It came in sixth both for total dollars allocated (\$1,468) and total contributions (104 or 30.1% of respondents).

Question 17 asked respondents whether or not they would be in favor of several policies to help improve the town’s appearance. Two options received a majority of support, though by a very slim margin. The option “design guidelines for new businesses in commercial areas to create consistency in signs, building materials and colors and landscaping,” had the most support, with 51.9% of respondents in favor. The option “requirements for screening unsightly fences on main corridors with landscaping,” had 51.0% in favor. The least-favored

option was “requirements for screening outdoor storage from public view with solid walls,” receiving just 36.5% of votes in favor.

Not quite half of survey respondents (44.3%) indicated that they would support a “Gross Receipts Tax increase to be used for City-wide beautification and landscaping.” A greater percentage of part-time residents were in favor compared to full-time residents (44.4% and 42.8%, respectively), though this may not be statistically significant. Business owners were also proportionately more in favor than non-business owners (61.0% compared to 42.1%). Only 41 survey respondents identified themselves as local business-owners, however, so results may not be indicative of the larger population. Overall, respondents in favor of a Gross Receipts Tax increase were about evenly divided between a one-eighth cent and one-fourth cent increase, with a slight majority favoring the one-fourth cent increase (48.4% of respondents in favor of a tax increase chose the one-eighth cent option, compared to 51.6% who favored a one-fourth cent increase).

Survey respondents were also asked whether or not they thought it would be beneficial for Elephant Butte to develop a theme or “look.” There was some

support for this idea, but not overwhelming; 47.2% responded “yes,” 29.0% responded “no,” and 23.9% responded “not sure.” Several comments written in vehemently expressed opposition to the idea of a unified theme. Of those who did support the idea of a theme, there was no clear forerunner of the options presented. From most to least popular in terms of mean ranking, the alternatives were: oasis

theme (palm trees, water, shade) (mean ranking 1.66), nautical theme (boats, anchors fish) (1.76), beach town theme (sun, beachwear, recreation) (1.97), and elephant theme (1.98). Many people added comments, suggesting that Elephant Butte have a simpler, general “theme” such as focusing on the desert/Southwestern landscape, the lake, and keeping the town clean and well-landscaped.

RESPONDENT CHARACTERISTICS

In total, 345 surveys were received. Of those, 55.4% were filled out by men, 36.5% were filled out by women, and 8.1% were left blank or had written comments indicating that couples jointly completed the survey. The average age of respondents was 63.5 (median – 63.0). This is slightly higher than the 2009 estimate for median age, which is 59.1. On average, there were 1.6 members per household. The percentage of survey respondents with household members in various age groups were as follows: 4.1% had household members in the 0-13 age range, 4.9% in the 14-20 range, 17.4% in the 21-51 range, 47.8% in the 51-64 range, and 51.3% in the 65 or older range.

Respondents were about evenly divided between full- and part-time residents; 52.1% were full-time, and 47.9% were part-time. The average length of time that full-time residents have lived in Elephant Butte is 11.9 years, while the average length of time respondents have owned property (whether they are full- or part-time residents) is 13.1 years. The average length of time spent in Elephant Butte by part-time residents was either 7.4 days per month or 10.9 weeks per year.

Over half of survey respondents (55.4%) indicated that they first came to Elephant Butte for recreation.

In addition, 35.7% noted that they came to retire. Many people wrote in comments as well as to why they first came to the community. These included remarks such as for the weather, friends, to get away from the big city, and for the natural beauty.

Forty-one respondents (12.3%) indicated that they are business owners in Elephant Butte.

The majority of respondents (57.7%) have a retired person living in their household, while 38.6% have someone working full-time, and 19.1% working part-time. Only 8.1% of respondent households include someone in school, and 2.6% have someone looking for a job.

Responses to the question asking the highest level of education obtained by the respondent are: 28.4% have some college education, 22.6% have Bachelor’s degrees, 19.7% have Master’s degree or higher, 18.0% have a high school diploma or equivalent, 13.9% have an Associate’s degree or training certificate, 0.9% have less than high school diploma. Survey respondents may not be directly representative of the Elephant Butte population, as they have a higher education level than was indicated in the 2000 Census.



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RESIDENT SURVEY, CITY OF ELEPHANT BUTTE MAY 2009

Major changes are occurring in and around Elephant Butte that will bring new housing, employment, and recreational opportunities to our community. The Turtleback Mountain Resort, the Hot Springs Motorplex in Truth or Consequences, and Spaceport America will create over 5,000 new homes and between 2,500 and 5,000 new jobs in the area by 2020.

Faced with these developments, the community of Elephant Butte must determine how it will position itself in the region. What is our identity? What do we want to be in the future? How will we adapt? These are important questions, and we want to get input from all of our residents.

By completing this survey, you can help the City plan for the future, as well as determine spending priorities. Please complete the survey, and return it at the **Comprehensive Plan Community Meeting, June 4th, 6:30 – 8:30 PM, Elephant Butte Community Center, 313 Rio Grande Circle**. If you cannot attend, you can deliver the survey in person or mail it by **June 3rd** to:

MAIL

Alan Briley, City Manager
City of Elephant Butte
PO Box 1080
Elephant Butte, NM 87935

HAND DELIVER

City Hall
103 Water Ave.
Elephant Butte

Thank you sincerely for your participation!

Section I.

Please read the following statements and place an X in the column that best reflects your level of agreement for each one.

RESPONSES = MEAN RANKING [% Agree or Strongly Agree; % Disagree or Strongly Disagree]

		Strongly agree (1)	Agree (2)	Not sure (3)	Disagree (4)	Strongly Disagree (5)
1.	I would like the population size in Elephant Butte to stay pretty much the same in the future.	3.19 [34.7% A/SA.; 52.8% D/SD]				
2.	I think it's best if Elephant Butte continues to focus on tourism as its main economic development strategy.	2.27 [68.7% A/SA; 18.6% D/SD]				
3.	I would like to see new commercial development in Elephant Butte.	2.35 [64.1% A/SA; 20.8% D/SD]				
4.	I don't want to see a lot of change in Elephant Butte in the future.	3.32 [31.5% A or SA; 55.4% D or SD]				
5.	I would like to see more retirees moving to Elephant Butte.	2.18 [71.9% A or SA; 10.8% D or SD]				
6.	I hope that employees at the new Spaceport and Hot Springs Motorplex will live in Elephant Butte.	2.23[67.1% A or SA; 14.0% D or SD]				
7.	I would like to see more young families moving to Elephant Butte.	2.42 [63.0% A or SA; 21.4% D or SD]				
8.	I would like to see more job opportunities not related to tourism in Elephant Butte.	2.29 [68.2% A or SA; 17.8% D or SD]				
9.	I want the population of Elephant Butte to grow in the future.	2.40 [64.9% A or SA; 19.5% D or SD]				
10.	I would like to see new industrial development in Elephant Butte.	3.01 [39.0% A or SA; 39.0% D or SD]				
11.	I would like to see the development of luxury tourist facilities in Elephant Butte.	2.52 [56.9% A or SA; 21.2% D or SD]				

Section II.

Please read the following questions and respond in the way that best reflects your views.

12. What should Elephant Butte strive to be in the future? (Mark in order of preference from 1 – 4, with 1 being the most preferred option.) **RESPONSES = MEAN RANKING**

- 2.01** (a). A retirement resort community.
2.18 (b). A family resort community.
2.54 (c). A resort / technology-based business community.
2.75 (d). A resort / cultural destination community.
2.61 (e). A resort / cultural destination / technology-based based community.
(f). Other: _____

13. Which of the following would you like to see in Elephant Butte in the future? (Mark as many as are applicable).

RESPONSES = % OF RESPONDENTS IN FAVOR (TOTAL VOTES)

- 58.6% (202)** (a). More single family homes.
23.8% (82) (b). More apartments, duplexes, and condos.
41.2% (142) (c). More places for camping, RV parks, or cabin rentals.
36.8% (127) (d). More affordable hotels and motels.
37.1% (128) (e). A luxury resort-type hotel.
58.8% (203) (f). More recreational activities for tourists and residents.
40.6% (140) (g). More cultural and educational opportunities (such as libraries and concerts).
58.0% (200) (h). More commercial businesses and services serving residents.
39.1% (135) (i). More commercial businesses and services serving tourists.
39.1% (135) (j). New industrial and manufacturing activities to support the Spaceport and Hot Springs MP.
7.2% (25) (k). None of the above.

13b. If you marked more than one response above, please list your TOP 3 choices here in order of importance, with the most important one first:

14. What do you think should be the main goal of public spending in Elephant Butte? (Mark in order of importance from 1 – 4, with 1 being the most important).

RESPONSES = MEAN RANKING

- 1.49** (a). to improve services and facilities for current residents.
2.84 (b). to improve services and facilities for visitors to the community.
2.53 (c). to improve services and facilities in order to attract new residents to the community.
2.67 (d). to improve services and facilities in order to attract new businesses to the community.

15. When creating its programming and budgeting priorities, what should the City focus on? (Mark in order of importance from 1 – 5, with 1 being the most important).

RESPONSES = MEAN RANKING

- 1.32** (a). Ensuring that infrastructure facilities (sewer, water, roads, etc.) are sufficient to meet the current and future needs of the community.
3.13 (b). Expanding and improving recreational opportunities for residents and visitors.
2.78 (c). Improving the town's appearance.
3.20 (d). Working to attract new businesses to locate here.
3.85 (e). Taking over services such as law enforcement, garbage collection, etc.

16. Local governments have limited funds, so dedicating money to one project often means sacrificing another. We'd like you to help determine the priorities for part of the City's budget. Please read the following options for potential City projects, services, and facilities. Pretend that you have \$100 to spend on these projects. How

would you spend it? You may use all \$100 for one item, or divide it among several options as you see fit. Make sure that your total adds up to \$100. **RESPONSES = TOTAL \$ ALLOCATED [AVG \$] (TOTAL VOTES)**

- \$3,012 [\$22.47] (134) (a). Purchase and improve the existing private water system.
- \$6,564 [\$31.26] (210) (b). Expand sewer system to the whole town.
- \$1,351 [\$12.28] (110) (c). Make pedestrian improvements such as sidewalks and walking paths.
- \$975 [\$11.75] (83) (d). Create safe bicycle paths.
- \$882 [\$12.42] (71) (e). Improve and/or expand park facilities.
- \$1,468 [\$14.12] (104) (f). Make landscaping improvements.
- \$1,209 [\$12.33] (98) (g). Install street signs and informational signs where needed.
- \$6,477 [\$26.65] (243) (h). Pave and maintain streets.
- \$723 [\$11.30] (64) (i). Improve animal control services.
- \$2,480 [\$18.24] (136) (j). Improve flood control measures.
- \$411 [\$11.74] (35) (k). Build a community swimming pool.
- \$1,219 [\$16.93] (72) (l). Build a senior center.
- \$561 [\$10.79] (52) (m). Build a library.
- \$604 [\$11.19] (54) (n). Create a concert venue.
- \$1,832 [\$20.36] (90) (o). Create a City police department.
- \$1,164 [\$17.37] (67) (p). Take over local garbage collection responsibilities.
- \$1,397 [\$14.86] (20) (q). Create a marketing campaign for Elephant Butte.
- \$654 [\$32.68] (20) (r). Other: _____

17. Many people are concerned about the need to improve Elephant Butte's appearance. Which of the following would you support in order to help beautify the community? (Mark as many as are applicable).

RESPONSES = % OF RESPONDENTS IN FAVOR (TOTAL VOTES)

- 51.0% (176) (a). Requirements for screening unsightly fences on main corridors with landscaping.
- 36.5% (126) (b). Requirements for screening outdoor storage from public view with solid walls.
- 44.3% (153) (c). Gross Receipts Tax increase to be used for City-wide beautification and landscaping.
 - 21.4% (74) 1. 1/8 cent increase
 - 22.9% (79) 2. 1/4 cent increase
 - 3. No increase
- 51.9% (179) (d). Design guidelines for new businesses in commercial areas to create consistency in signs, building materials and colors and landscaping.

18. Where should community beautification efforts be concentrated? (Mark in order of importance from 1 – 3, with 1 being the most important).

RESPONSES = MEAN RANKING

- 1.75 (a). Entryways to community
- 1.48 (b). Main corridors/commercial districts in the community
- 2.45 (c). Residential areas

19. Do you think it would be beneficial for Elephant Butte to develop a theme or "look" for marketing and promotion purposes?

RESPONSES = % OF RESPONDENTS IN FAVOR (TOTAL VOTES)

- 47.2% (158) (a). Yes
- 29.0% (97) (b). No
- 23.9% (80) (c). Not sure

19a. If you chose "Yes" for Question 19, which of the following themes do you prefer? (Mark in order of importance from 1 – 3, with 1 being the most important).

RESPONSES = MEAN RANKING (TOTAL VOTES)

- 1.76 (108) (a). Nautical theme (boats, anchors, fish)
- 1.66 (92) (b). Oasis theme (palm trees, water, shade)
- 1.97 (109) (c). Beach town theme (sun, beachwear, recreation)
- 1.98 (57) (d). Elephant theme
- (e). Other: _____

Section III.

The following questions will help us determine whether or not the survey respondents are representative of the whole community. Responses are anonymous and individual surveys will remain confidential.

20. What is your gender? Male **60.3% (191 Total)** Female **39.7% (126 Total)**

21. What is your age? **Mean = 63.5** **Median = 63.0**

22. Total number of people living in your household: **Mean = 1.6**

22 a. How many people in your household fall into each age range?

RESPONSES = % (#) OF HOUSEHOLDS WITH PEOPLE IN EACH AGE RANGE

Ages 0-13 **4.1% (14)** Ages 14 – 20 **4.9% (17)** Ages 21 – 51 **17.4% (60)** Ages 51-64 **47.8% (165)** Ages 65+ **51.3% (177)**

23. Are you a full-time resident of Elephant Butte? (yes or no) **YES = 52.1% (173); NO = 47.9% (159)**
(If 'no', skip to Question 23b).

23a. How long have you lived in Elephant Butte? **Mean = 1.9 years**

23b. How long have you owned property in Elephant Butte? **Mean = 13.1 mean**

23c. If you answered, 'no' to Question 23, how much time do you spend in Elephant Butte?

Mean = 7.4 days per month OR **Mean = 1.09 weeks per year**

24. Why did you first come to Elephant Butte?

RESPONSES = % (#)

- 2.9% (10)** (a). Grew up here.
7.2% (25) (b). To be with family.
7.8% (27) (c). Because of a work opportunity.
35.7% (123) (d). To retire.
55.4% (191) (e). For recreation.
16.2% (56) (f). Other: _____

25. Do you own a business in Elephant Butte? (yes or no) **YES = 12.3% (41); NO = 87.7% (292)**

26b. If you answered 'yes,' what kind of business? (Optional) _____

26. Including yourself, how many people living in your household are:

27. RESPONSES = % (#) OF HOUSEHOLDS WITH PEOPLE IN EACH CATEGORY

Retired **57.7% (199)** Working part-time **19.1% (66)** Working full-time **38.6% (133)**

In school **8.1% (28)** Looking for a job **2.6% (9)**

28. What is the highest level of education you have obtained?

29. RESPONSES = % (#)

- 0.9% (3)** Less than high school
18.0% (62) High school diploma or GED
28.4% (98) Some college education
13.9% (48) Associate's degree or training certificate
22.6% (78) Bachelor's degree
19.7% (68) Master's degree or higher

THANK YOU FOR YOUR PARTICIPATION!