



COOPERATIVE EXTENSION

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Moapa Community Strategic Planning Survey Results: Issue Identification

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Introduction

Moapa is a small rural community located 45 miles north of the fastest growing city in the United States, Las Vegas, Nevada. Also, 25 miles north of Moapa is the community of Mesquite, which is the fastest growing rural community in Nevada. Beginning to feel the economic and environmental effects in Moapa from neighboring growth, the Moapa Town Advisory Board asked a group of residents to lead the efforts to begin a community directed strategic planning process.

Purpose

Under the direction and commitment of the *Committee for Moapa's Tomorrow**, strategic planning committee, this survey was designed to provide an opportunity and invite every resident of Moapa to provide input in shaping the future of Moapa. By participating in this survey, results will assist the community in developing:

- *SHARED VISION.* Description of how residents would like Moapa to be in the year 2025.
- *SHARED VALUES.* Description of resident's specific desires, beliefs, and feelings that are consistent with the communities shared vision.
- *SHARED CRITERIA.* Create specific criteria that offer guidance to the community when responding to specific issues or projects.

* Committee For Moapa's Tomorrow: Tom Brady, Berdette Clark, Diane Crowel, Don Davis, Steve Dowler, Lola Egan, Todd Lewis, Mona Long, Bruce Lund, Shari and Bob Lyman, Elise McAllister, David Perkins

Methodology

Starting in June of 2001, the Committee for Moapa's Tomorrow (CMT) designed, tested, and distributed a community wide survey in both English and Spanish. To ensure that every resident of Moapa had the opportunity to participate in the survey, it was sent to every P.O. Box requesting return in a provided postage-paid envelope. Survey notices were made in the valley newspaper and posted in the Moapa Post Office, Public Library, and a Moapa restaurant for 20 days. Surveys with return envelopes were also available at a Moapa restaurant and the public library for the 20 days. Of the 618 questionnaires sent, 110 were returned for a return rate of 18%.

After receiving completed questionnaires, Nevada Cooperative Extension hand entered the responses into a computer software program, SPSS. Closed ended, multiple choice, responses were coded, while open-ended responses were typed verbatim as they appeared on the questionnaire. Where multiple responses were requested or voluntarily offered, they were included in the overall sample size for that specific question. For example, question #1, "What are the two things you and your family like about living in Moapa," recorded 230 separate open-ended responses. Responses were then grouped by CMT by common theme categories. Categories, with examples, are presented in the survey summary section for each question.

Survey Result Summary

A total of 110 completed surveys were received for a return rate of 18%. Although some responses to specific questions may indicate contradictions, there appears to be a consistent theme. Respondents expressed rural character as a quality indicator for living in Moapa and protecting this rural character is important as the community and economic base grows. Approximately 50% of respondents feel that economic growth needs to take place in Moapa, but needs to be approached through balanced planning and leadership to preserve the environmental and community qualities. Respondents also indicated that they would like to see an increase in the variety of services and activities available in Moapa. This includes emergency 911 services, recreational activities and facilities, and targeted retail businesses and industry recruitment. Below is a brief list summarizing key respondent indicators:

- 63% of respondents like the Rural/Quiet Identity of Moapa
- 36% of respondents would like to improve availability of Public Services and more enforcement of zoning regulations.
- 50% of respondents feel economic growth is needed. 27% of respondents felt there was not enough economic growth in Moapa.
- 75% of respondents would like to see an industrial area established preferably near Lasco (50%).
- 38% of respondents would like to see an increase in governmental services including elderly assistance, utility drop boxes, DMV, and Post Office.
- Outdoor recreation including, off-road driving (48%), hiking (37%), shooting (36%), horseback riding (35%) and picnicking (35%), are the most common recreational activities Moapa residents actively participate in.
- Approximately 33% of respondents indicated that they currently swim for recreational activity and 40% would like to see community swimming availability expanded.
- 25% of respondents would favor a new indoor swimming pool.
- 91% of respondents were in favor of getting a 911 emergency phone system.
- 39% expressed concern that pollution is an environmental challenge for Moapa as community and economic growth occurs.
- 42% of respondents expressed a concern that over development without planning could challenge Moapa with maintaining community character.

SURVEY RESULTS

1. *What are one or two things you and your family like most about living in Moapa?*

Summary Statement

Moapa residents offered 230 individual responses for what they most like about living in Moapa. Responses were grouped into four common categories including: Rural / Quiet Identity, Social Character, Geographic Character, and Outdoor Recreation. The common theme among each respondent was the rural characteristic of Moapa, which over 87% of the respondents categorized as open space, low population, rural town atmosphere, unobstructive views, community events, and low crime. Other qualities include clean air, nice climate, close to freeway access, and various outdoor recreation opportunities.

Supporting Survey Data

Rural / Quiet Identity <i>Examples: open space, low population, rural town, good views</i>	143	62.2%
Social Character <i>Examples: community events, people, low crime</i>	58	25.2%
Geographic Character <i>Examples: clean air, nice climate, close to freeway</i>	21	9.1%
Outdoor Recreation <i>Examples: public lands, ride 4-wheelers, ride horses</i>	8	3.5%

2. *What are one or two things you and your family would like to change in Moapa?*

Summary Statement

Moapa residents offered 138 individual responses for consideration to change in Moapa. Responses were grouped into six categories including Public Services and Enforcement, Privately owned Businesses and Services, Infrastructure, Government Relations, Community Relations, and Keep the Community as is. Respondents indicated that the greatest change in Moapa should be through improved public services and enforcement of zoning regulations (36%). Public Services most commonly stated were to improve community recreation center through expanded services, provide more kids services and activities, enforce or encourage property clean-up and enforce current residential and commercial zoning regulations. Between 13 and 15% of respondents would like to improve Moapa's privately owned businesses, infrastructure and government relations. 10% of respondents feel a need to improve community relations

through creating a sense of community and controlling growth through planning. Finally, 10% of respondents would prefer to keep Moapa as it is with no change.

Supporting Survey Data

Public Services and Enforcement <i>Examples: improved recreation center, clean up properties, residential and commercial zoning, kids services</i>	50	36.2%
Privately owned Businesses and Services <i>Examples: shopping/town center, lower gas prices, medical center, financial services</i>	21	15.2%
Infrastructure <i>Examples: Paved roads and signage, post office and home Delivery, speed limit increase on Henrie road</i>	20	14.5%
Government Relations <i>Examples: County/City/Town, Moapa Incorporation</i>	19	13.7%
Community Relations <i>Examples: people, controlled growth, sense of community</i>	14	10.2%
Keep Community as is	14	10.2%

3. Please indicate how strongly you and your family would support the following ways to stimulate economic growth in Moapa by circling the numbers that best fit your opinions.

Summary Statement

Economic growth was expressed as a need in Moapa by nearly 50% of the total 110 respondents. This growth would preferably come by increased agricultural development (77%), light and medium industries (66%), and utilities (power plant) (55%). Tourism development is also supported by 48% of all respondents but only 40% of respondents would support resort and casino development. Finally retirement developments were supported by 41% of all respondents while 23% were indifferent or expressed no real opinion.

Additional Points

- Nearly 50% of respondents support economic growth, while an additional 10% were indifferent about whether they would like to see economic growth or have Moapa stay the same.
- Respondents were equally divided, approximately 40% support and strongly support and 40% not support and strongly not support, for the development of Resorts with no gaming and development of the casino industry as a means for economic growth. However, 48% of respondents expressed they would support or strongly support tourism development.
- Retirement development was supported by 42% of respondents , while 23% were indifferent.

Supporting Survey Data

() = # of responses <i>N=110</i>	Strongly Not Support	Would Not Support	Don't Care	Would Support	Strongly Support	No Response
Stay as it is, no economic growth	20.9% (23)	27.3% (30)	10.0% (11)	12.7% (14)	16.4% (18)	12.7% (14)
Resorts with no gaming	26.4% (29)	13.6% (15)	15.5% (17)	21.8% (24)	14.5% (16)	8.2% (9)
Casino Industry	30.9% (34)	7.3% (8)	18.2% (20)	25.5% (28)	10.9% (12)	7.3% (8)
Tourism	18.2% (20)	3.6% (4)	24.5% (27)	32.7% (36)	15.5% (17)	5.5% (6)
Light Industry	7.3% (8)	0.9% (1)	17.3% (19)	48.2% (53)	17.3% (19)	9.1% (10)
Medium Industry	8.2% (9)	10.9% (12)	11.8% (13)	42.7% (47)	20.0% (22)	6.4% (7)
Power Plants	17.3% (19)	9.1% (10)	12.7% (14)	35.5% (39)	20.0% (22)	5.5% (6)
Retirement Developments	17.3% (19)	10.0% (11)	22.7% (25)	21.8% (24)	20.0% (20)	8.2% (9)
Agriculture	1.8% (2)	0.0% (0)	14.5% (16)	33.6% (37)	43.6% (48)	6.4% (7)
Mining/Rock & Gravel Operation	19.1% (21)	10.0% (11)	20.0% (22)	24.5% (27)	21.8% (24)	4.5% (5)

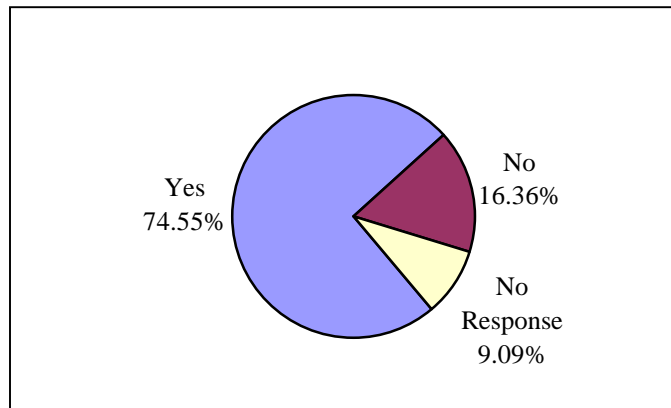
4. *Would you and your family like to see a designated industrial area?*

Summary Statement

Nearly 75% of all 110 respondents indicated that they would like to see a designate industrial area in Moapa. Nearly half of all respondents would prefer an industrial site be located near Lasco.

Supporting Survey Data

Yes	82
No	18
No Response	10



4a. *If yes where?*

By Lasco	54	49.1%
By Nevada Power	10	9.1%
Near I-15	7	6.4%
Near Railroad	6	5.4%
Away from Residential	5	4.5%
Away from Rt. 168	2	1.8%
Above Warm Springs	2	1.8%
Logandale/Overton	1	1.0%
No Response	23	20.9%

5. *What retail businesses would you and your family like to have located in Moapa?*

Summary Statement

Moapa residents offered 308 individual responses for new or expanded retail businesses in Moapa. Over 18% of all respondents expressed the need for a grocery store in Moapa. However, a full service shopping center was identified as a need in Moapa by nearly 10% of all respondents, which represents a variety of retail businesses including a grocery store. Also receiving a great deal of response is the desire to see increased and new financial services (13%) and Fast Food Restaurant operations (11%). Nearly 7% of all responses would like to see no retail businesses created in Moapa.

Supporting Survey Data

Grocery Store	57	18.5%
Bank/Credit Union	41	13.3%
Fast Food - Restaurant	34	11.0%
Full Service Shopping Center	30	9.7%
Auto Service	30	9.7%
Gas Station – Truck Stop	25	8.1%
None	20	6.5%
Hardware – Lumber	16	5.2%
Medical Center	15	4.9%
Other <i>Example: hair salon, Laundromat, entertainment, motel, apartments/mobile home park, feed store</i>	40	13.1

6. *What services would you and your family like to have located in Moapa?*

Summary Statement

Moapa residents offered 65 individual responses for new or expanded services in Moapa. Responses were fairly consistent with question #2 that expressed areas for change in Moapa. Responses were mainly divided between government provided services and service related facility construction. Nearly 38% of the responses would like to see increased governmental services from elderly assistance, utility drop box, DMV to

Post Office. Nearly 30% of responses would favor new and improved recreational center & park and swimming pool. Approximately 17% of responses would like to see no change in the services Moapa receives.

Supporting Survey Data

None	11	16.9%
Swimming Pool	10	15.4%
Misc. Government Services <i>Examples: elderly, employment, permits & licenses, disability, police substation, library, utility drop box</i>	10	15.4%
DMV	9	13.8%
Improved Recreational Center & Park	8	12.3%
Post Office	4	6.2%
Other	13	20.0%

7. *Please check appropriate boxes about your family's local recreational activities.*

Summary Statement

Respondents indicated that they currently participate in recreational activities including off-road driving (48%), hiking (37%), shooting (36%) horseback riding (35%), and picnicking (35%). Approximately one-third of respondents indicated that they currently swim as a recreational activity and 40% of all respondents would like to see swimming opportunities in the community be expanded. An expanded community recreational center was also supported by 36% of respondents. Picnicking, Muddy River use, hiking, bike riding, and ball fields were expressed by approximately 30% of respondents as a expanded need for the community.

Supporting Survey Data

() = # of Responses N=110	Do Now	Would like expanded opportunity	Not Interested	No Response
Horseback Riding	35.5% (39)	20.9% (23)	31.8% (35)	11.8% (13)
Off-road Driving	48.2% (53)	20.0% (22)	19.31% (21)	12.7% (14)
Hiking	37.3% (41)	30.0% (33)	20.0% (22)	12.7% (14)
Swimming	33.6% (37)	40.0% (44)	12.7% (14)	13.6% (15)
Use the Muddy River	17.3% (19)	32.7% (36)	30.0% (33)	17.3% (19)
Bike Riding	25.5% (28)	29.1% (32)	27.3% (30)	18.2% (20)
Picnicking	34.5% (38)	34.5% (38)	14.5% (16)	16.4% (18)
Shooting	36.4% (40)	20.96% (23)	25.5% (28)	17.3% (19)
Hunting	32.7% (36)	17.3% (19)	31.8% (35)	18.2% (20)
Recreational Center	22.7% (25)	36.4% (40)	21.8% (24)	19.1% (21)
Ball Fields	24.5% (27)	29.1% (32)	27.3% (30)	19.1% (21)

8. *What other recreational activities would you and your family like to see in Moapa?*

Summary Statement

Moapa residents offered 123 individual responses for recreational activities they would like see improved or developed in Moapa. Nearly one-quarter of responses favored the additions of a new community indoor swimming pool. 23% of responses favored sporting recreational activities including skate boarding/roller skating, sports facilities, and golf. Other recreational activity responses include walking trails (7.3%) and extracurricular cardiovascular classes (6.5%).

Supporting Survey Data

Swimming Pool	29	23.6%
Children's Activities	13	10.6%
Skate Boarding/Roller Skating	12	9.7%
Sports Facilities <i>Examples: soccer, tennis, football, weight lifting</i>	9	7.3%
Walking Trails / Muddy River Access	9	7.3%
Classes <i>Examples: karate, gymnastics, dance, aerobics, & continuing ed.</i>	8	6.5%
Golf	7	5.7%
Other <i>Examples: bowling, movies, 4-wheeling, camping, Fishing, horse activity facilities, bike trails, archery, Shooting range</i>	36	29.3%

9. *Indicate how strongly you and your family would support community effort devoted to these issues by circling the numbers that best fit your opinions.*

Summary Statement

Getting a 911 emergency phone system in Moapa is supported by nearly 91% of all respondents. Also respondents indicated significant support for improving the fire hydrant system (82%) and reducing air population (73%). Although the majority of respondents, 50% or greater, supported the listed issues, efforts devoted to incorporating Moapa was supported by 39% of respondents and not supported by 33% of respondents.

Supporting Survey Data

() = # of Responses <i>N=110</i>	Strongly Not Support	Would Not Support	Don't Care	Would Support	Strongly Support	No Response
Reducing air pollution	4.6% (4)	6.4% (7)	12.7% (14)	37.3% (41)	35.5% (39)	4.5% (5)
Improving flood control	4.6% (4)	0.9% (1)	17.3% (19)	40.0% (44)	30.0% (33)	8.2% (9)
Increasing the number of paved roads	13.6% (15)	9.1% (10)	18.2% (20)	17.3% (19)	40.9% (45)	0.9% (1)
Improving the fire hydrant system	1.8% (2)	1.8% (2)	12.7% (14)	36.4% (40)	45.5% (50)	1.8% (2)
Widening route 168 from I-15 to Henrie Road to create a turn lane	11.8% (13)	5.5% (6)	23.6% (26)	23.6% (26)	31.8% (35)	3.6% (4)
Establishing a Bus service to Las Vegas /Mesquite/St. George	7.3% (8)	4.5% (5)	30.0% (33)	31.8% (35)	23.6% (26)	2.7% (3)
Getting a 911 emergency phone system	1.8% (2)	0.0% (0)	6.4% (7)	41.8% (46)	49.1% (54)	0.9% (1)
Incorporating Moapa	24.5% (27)	8.2% (9)	16.4% (18)	11.8% (13)	27.3% (30)	11.8% (13)
Joining Lincoln County/Creating a new county	15.5% (17)	13.6% (15)	6.4% (7)	13.6% (15)	44.5% (49)	6.4% (7)

10. What do you and your family see as the main challenges or threats to Moapa in the next 25 years for the: Economy, Environment, Community

Summary Statement - Economy

Nearly 27% of 94 responses indicated that Moapa’s economy is not experiencing enough economic growth. This felling provides challenges to Moapa in sustaining and developing adequate wages, job, and job training as expressed by 16% of responses. On the other hand, responses also expressed that Moapa has been experiencing too much growth (11%) and needs to protect Moapa’s rural character (13%) through improved leadership and planning.

Supporting Survey Data - Economy

Not Enough Growth	25	26.6%
Low Wages / Lack of Jobs / Job Training	15	16.0%
Protecting Rural Character	12	12.8%
Too much growth	10	10.6%
Lack of retail and financial services	8	8.5%
Other <i>Examples: government interference, cost of water and Energy, poor leadership</i>	24	25.5%

Summary Statement - Environment

Over 39% of 79 responses expressed that pollution is an environmental challenge for Moapa. As a related or cause of pollution, is the concern that too much growth in Moapa may provide challenges to Moapa (25%). Less than 10% of responses, in each category, indicated that loss of public spaces, government regulations, and limited water would be an environmental challenge to Moapa. However, nearly 14% of the total responses indicated that Moapa’s lack of planning could threaten the environmental resources in Moapa.

Supporting Survey Data - Environment

Pollution	31	39.3%
Too much growth	20	25.3%
Loss of public open spaces, denied access	7	8.9%
Government regulations / Poor leadership	5	6.3%
Limited Water	5	6.3%
Other <i>Examples: lack of development plan, lack of species and Natural resource protections, flood control, need to remove Tamarisk – salt cedar</i>	11	13.9%

Summary Statement - Community

Nearly 28% of 84 responses to the challenges to the Community of Moapa expressed that too much growth or over development could threaten the community. This could threaten the sustainability of community character, which was identified by over 14% of the responses. Other significant challenges to the community were identified as lack of community services (12%), lack of family and community activities (8%), and lack of social harmony (7%).

Supporting Survey Data - Community

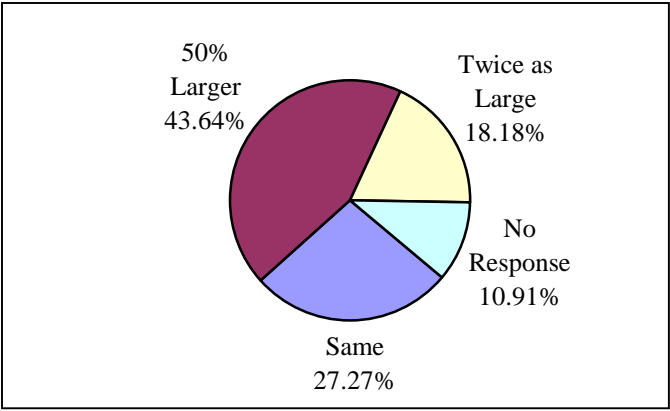
Too much growth – over-development	23	27.4%
Maintaining community character	12	14.3%
Lack of community services	10	11.9%
Lack of family and community activities	7	8.3%
People – lack of social harmony	6	7.1%
Increasing crime	6	7.1%
Other <i>Examples: excessive low income housing, lack of growth, High cost of living, county interference, poor leadership, Management of natural resources, poor roads</i>	20	23.9%

11. Please indicate what would be the ideal population of Moapa in 2025 by circling your response below.

Summary Statement

44% of 110 survey respondents indicated that Moapa’s ideal population by 2025 would be 50% greater than today’s population. However, 27% would like Moapa’s population to remain the same while 18% would like the population to double.

About the Same as Now	30
50% Larger	48
Twice as large	20
No Response	12

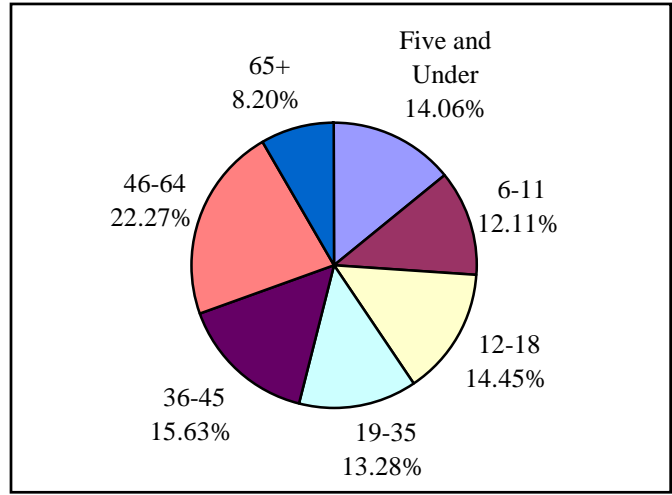


SURVEY RESPONDENT DEMOGRAPHICS

12. Please give the number of people living in your household in each age category.

Households responding to this survey represented a population of 256 that is 35% of the total reported census population in 2000. Overall, the population responding to the survey was well represented across all age categories. Approximately 41% of the sample was 18 years and younger, 29% between the ages 19 and 45, and 30% over the age of 45.

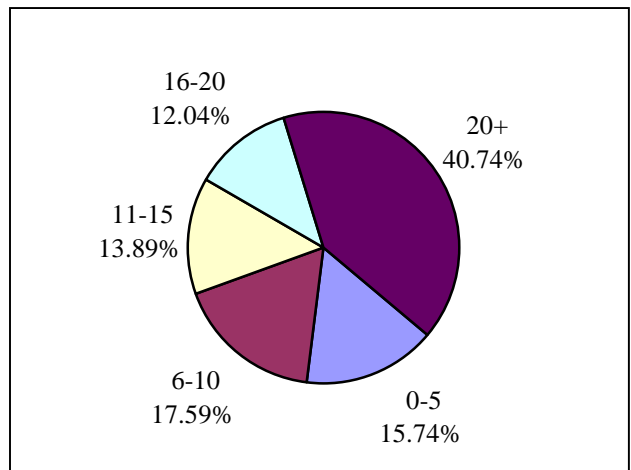
Five and under	36
6-11	31
12-18	37
19-35	34
36-45	40
46-64	57
65+	21



13. How many years have you lived in Moapa?

Nearly 41% of 110 survey respondents indicated that they have lived in Moapa for over 20 years. Approximately 85% of survey respondents have lived in Moapa more than 5 years.

0-5	17
6-10	19
11-15	15
16-20	13
20+	44
No Response	2



14. What best describes your type of work? Please check categories for each adult member of your household. If more than one adult share the same type, show how many?

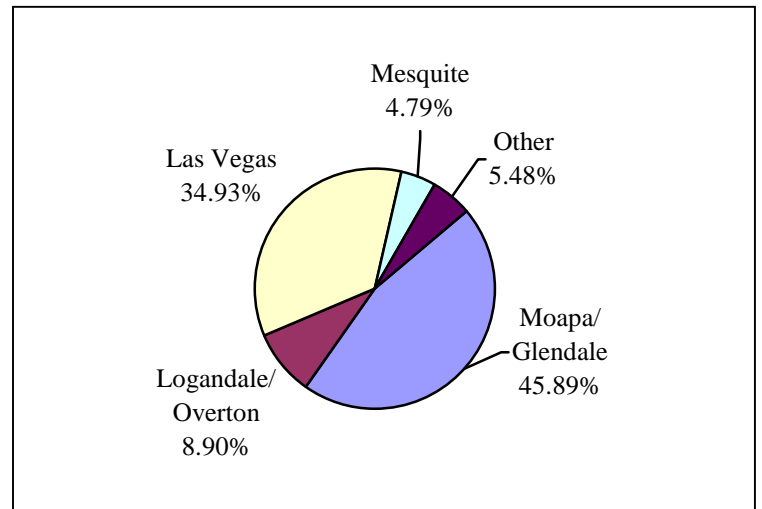
Nearly 15% of the 213 responses described their type of work in construction. Approximately 27% of respondents indicated that they were homemakers (13%) or retired (14%).

Agriculture	11	Service Industry	13
Business Owner	13	Utilities	9
Construction	31	Management	7
Education	15	Manufacturing	8
Government	14	Homemaker	27
Professional Clerical/Office	16	Retired	30
Sales	0	Other	

15. Please check the primary area where you work.

Over 45% of 146 responses indicated that place of work was Moapa/Glendale. This high percentage may be influenced by the large percentage of homemaker and retired population in Moapa. However, nearly 35% of respondents indicated that the location of work was Las Vegas.

Moapa/Glendale	67
Logandale/Overton	13
Las Vegas	51
Mesquite	7
St. George	0
Other	8



16. Please check the ethnic group of which you are a member.

Nearly 80% of 115 survey respondents were of the white ethnic group. 11% classified themselves as Hispanic/Latino, 6% Native American/Alaskan Native, and 6% Asian/Pacific Islander, and other.

White	90
Asian/Pacific Islander	3
African American	0
Native American/ Alaskan Native	7
Hispanic/Latino	12
Other	3

