

**CITY OF GOODYEAR
COUNCIL ACTION REPORT**

**SUBJECT: 2018 Goodyear Citizen
Satisfaction Survey Results**

STAFF PRESENTER: Christina Plante,
Neighborhood Services Coordinator

CASE NUMBER: None

OTHER PRESENTER: Erin Caldwell,
MSPH, Director of Research, National
Research Center, Inc.

PROPOSED ACTION:

Staff will present results of the 2018 citizen satisfaction survey and take questions from council.

BACKGROUND AND PREVIOUS ACTIONS:

The purpose of this work session is to provide an overview of the 2018 citizen satisfaction survey results and answer any question council may have.

The city of Goodyear conducts a citizen survey to gauge residents' satisfaction of city services and better understand the perception of our community. The results of the survey provide the city with valuable insight about which services Goodyear residents consider the highest quality, which could be improved and if there are any services they are unhappy with. In years past, City Council and management have utilized the results to make improvements to city services and/or consider new programs.

The National Research Center, Inc. (NRC) conducts the survey on the city's behalf, using The National Citizen Survey (NCS) which is specific to local governments, allowing Goodyear to benchmark results against like-sized cities. The survey – a collaborative effort between NRC and the International City/County Management Association (ICMA) – 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). It also allows for a limited number of custom questions.

Past Goodyear citizen surveys conducted by NRC were administered in:

- January/February of 2014
- October/ November of 2015

The most recent survey was administered in March/April of 2018. The questions have remained the same as a means to continue to develop a trend analysis.

A copy of the 2018 survey results are attached.

STAFF ANALYSIS:

	2018 Survey	2015 Survey
Surveys mailed	3,200	3,000
Surveys delivered	3,093	2,810
Responses received	751	657
Response rate	24%	23%
Opt-in online responses*	456	N/A

*Online opt-in responses are reflected in a supplemental report; however, data was not weighted to current population estimates, and; therefore, does not represent a scientific sampling of our population.

	2018 Survey	2015 Survey
Rated Goodyear as an excellent or good place to live	95%	93%
Think Goodyear is a great place to raise their kids	88%	85%
Love Goodyear as a place to retire	87%	84%
Like to be outdoors so much that they want our parks improved	84%	85%
Think our safety services, including EMS, Fire and Police is excellent or good	4 in 5	4 in 5

FISCAL ANALYSIS:

The results of this study offer one of many sources used to help guide future budget decisions.

RECOMMENDATION:

Results of the 2018 citizen satisfaction survey are being presented for the purpose of information.

ATTACHMENTS:

The NCS User Guide
Community Livability Report
Trends over Time
Dashboard Summary of Findings
Comparisons by Demographic Subgroups
Comparisons by Geographic Subgroups
Technical Appendices
Supplemental Online Survey Results