

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Community Livability Report

2018



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Contents

About..... 1

Quality of Life in Goodyear 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 13



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Goodyear. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. 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).

The Community Livability Report provides the opinions of a representative sample of 751 residents of the City of Goodyear. The margin of error around any reported percentage is 4% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



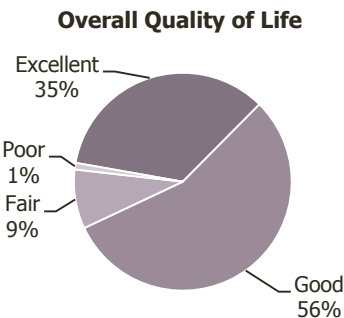
Quality of Life in Goodyear

About 9 in 10 residents rated the quality of life in Goodyear as excellent or good. This rating was similar to the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

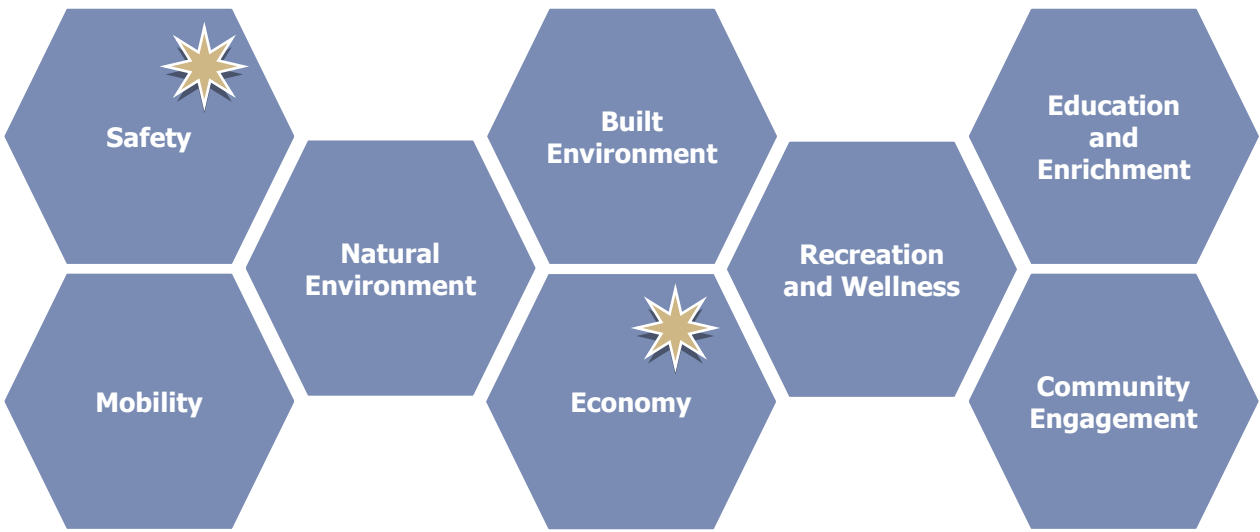
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Goodyear community in the coming two years. Ratings across all facets tended to be positive and similar to the national benchmarks. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Goodyear’s unique questions.



- Legend**
- Higher than national benchmark
 - Similar to national benchmark
 - Lower than national benchmark

★ Most important



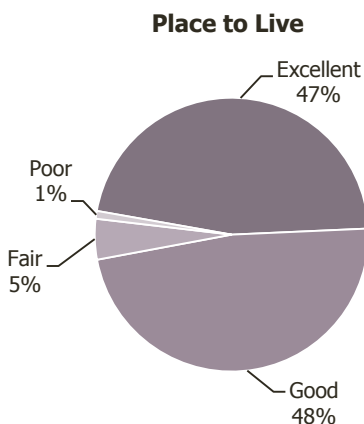
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Goodyear, 95% rated the City as an excellent or good place to live. Respondents' ratings of Goodyear as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Goodyear as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Goodyear and its overall appearance. At least 8 in 10 respondents gave excellent or good ratings to each aspect. Most ratings were similar to the national benchmark; however ratings for Goodyear as a place to retire were higher than ratings observed elsewhere.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. About 4 in 5 or more rated each aspect of Safety positively and these ratings were similar to the national comparisons. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement were rated positively by a majority of residents and all ratings were similar to ratings in comparison jurisdictions.



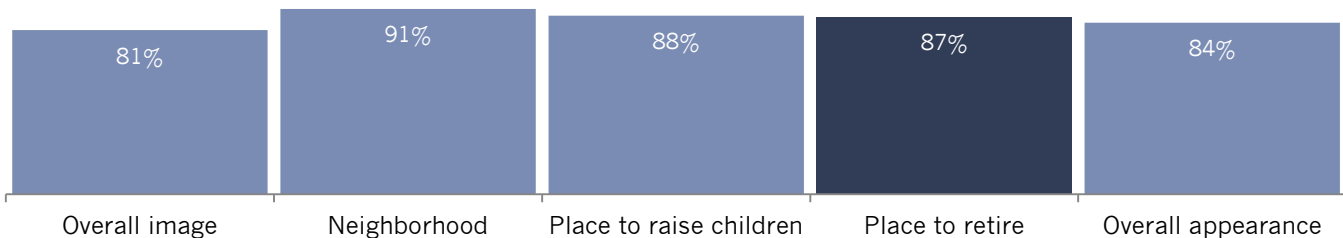
Most ratings were positive and similar to the benchmarks within Mobility; however ratings of ease of travel by car and traffic flow in Goodyear were higher than national averages. All aspects of Natural Environment received high marks from a majority of residents, however ratings for air quality were lower than ratings observed elsewhere and this rating decreased from 2015 to 2018 (for more information see the *Trends over Time* report under separate cover). At least 6 in 10 had positive perceptions of Goodyear's Built Environment and ratings were similar to or higher than the benchmarks. Most ratings within Economy were positive and similar to the benchmarks; however ratings of Goodyear's vibrant downtown/commercial area were lower than the national average while ratings for cost of living were higher.

Goodyear residents gave higher marks to the overall economic health, employment opportunities and Goodyear as a place to work in 2018 compared to 2015 survey results.

Percent rating positively (e.g., excellent/good)

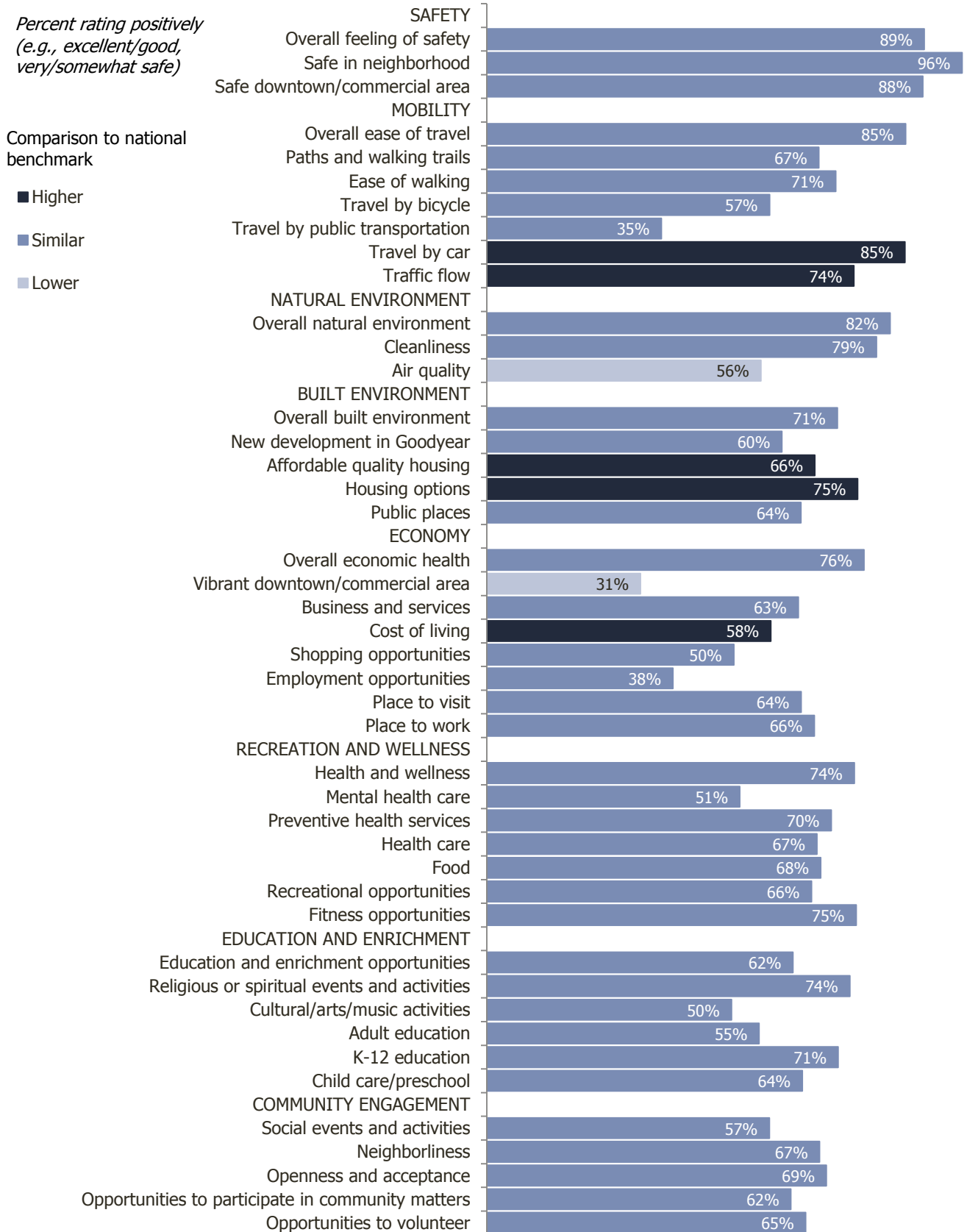
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



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Figure 1: Aspects of Community Characteristics



Governance

How well does the government of Goodyear meet the needs and expectations of its residents?

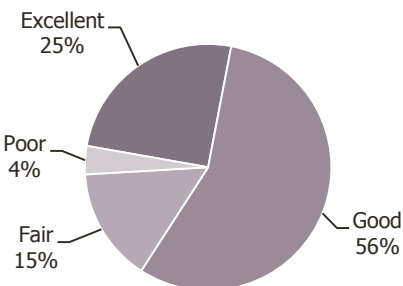
The overall quality of the services provided by Goodyear as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 4 in 5 respondents positively rated the overall quality of services provided by the City while about half as many gave positive marks to the overall quality of services provided by the Federal Government. Ratings given to both the City and the Federal governments were similar to those observed in comparison communities.

Survey respondents also rated various aspects of Goodyear's leadership and governance. Goodyear residents had very favorable views of their local government. At least 6 in 10 positively rated each aspect and most ratings were higher than the national benchmarks. Further, when comparing Goodyear's most recent survey results to 2015, residents gave higher marks to the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and to the overall customer service provided by City employees.

Respondents evaluated over 30 individual services and amenities available in Goodyear. Safety services received high marks from at least 6 in 10 respondents and ratings for police services and crime prevention were higher than national averages. Within Mobility, ratings for three aspects were similar to the benchmark while ratings for four were higher (street repair, street cleaning, street lighting and sidewalk maintenance). Ratings across all other facets were rated as excellent or good by a majority of respondents and tended to be similar to the benchmarks.

Ratings for drinking water were lower than ratings observed elsewhere while ratings for storm drainage and code enforcement were higher than in comparison communities. Ratings for more than one-third of City services were higher in 2018 than in 2015.

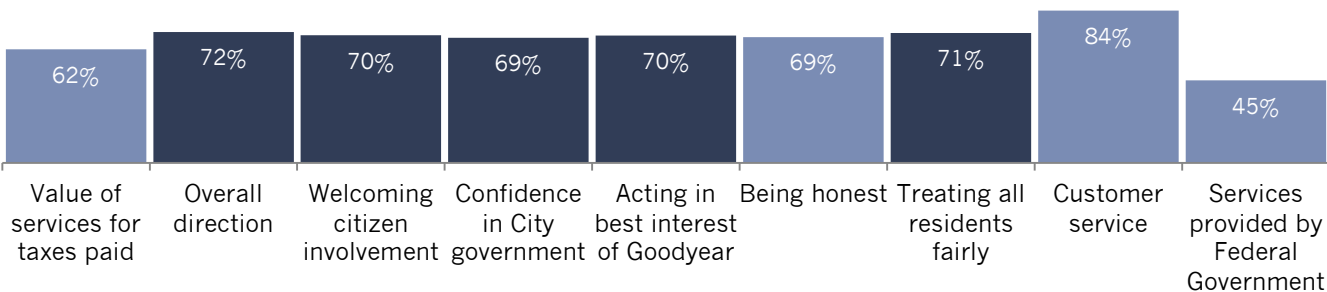
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



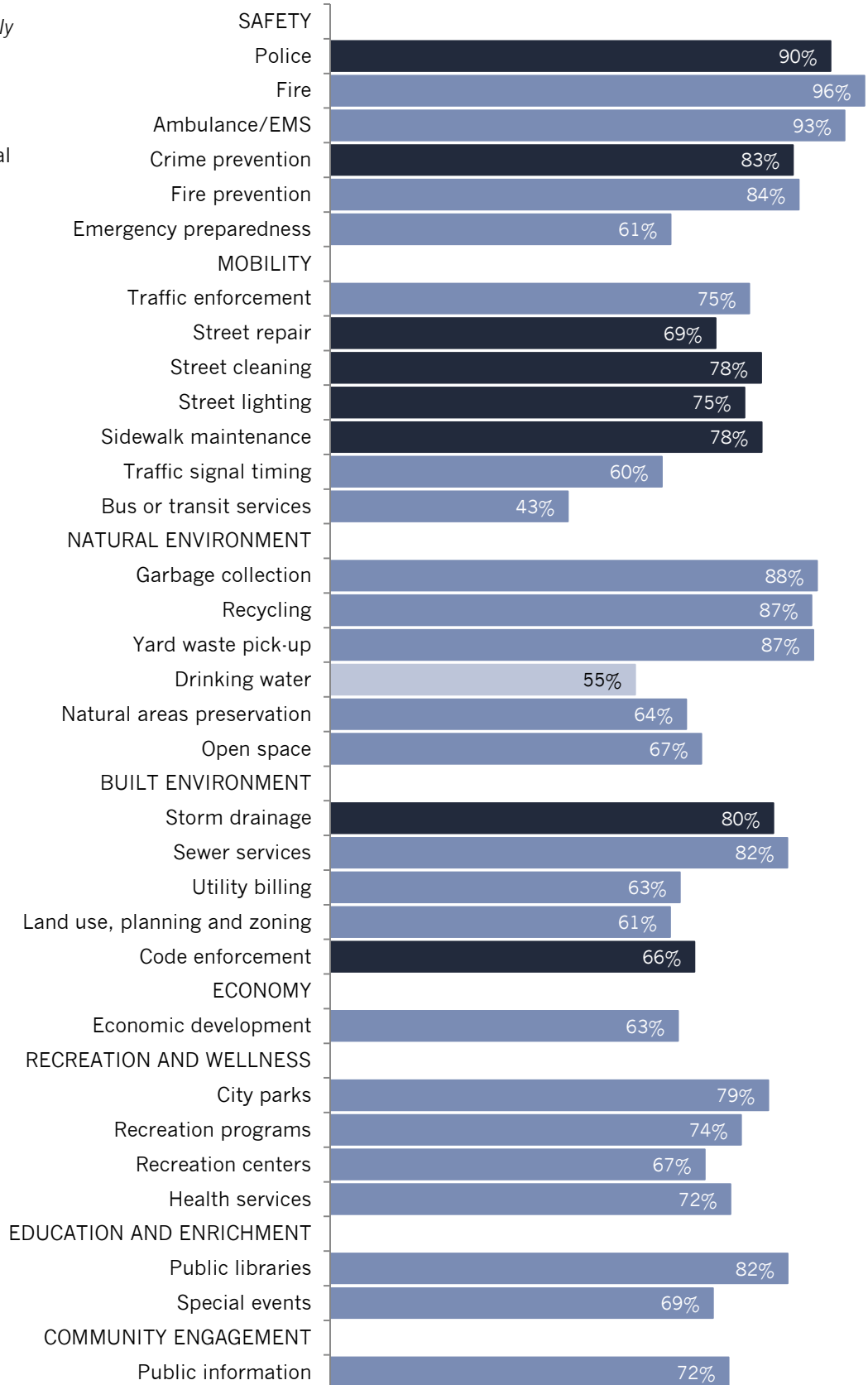
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

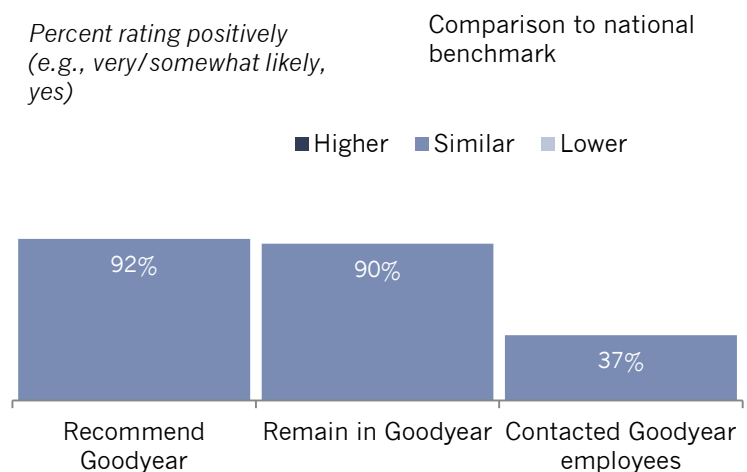
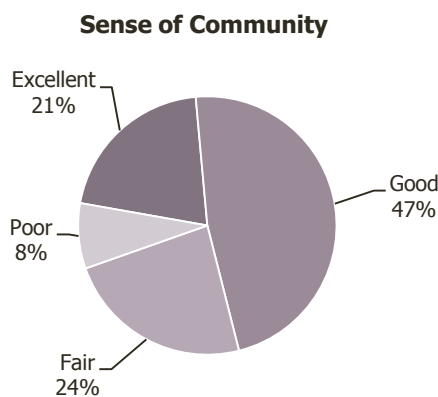


Participation

Are the residents of Goodyear connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 7 in 10 gave excellent or good ratings to the overall sense of community in Goodyear and this rating had increased over time. About 9 in 10 respondents were likely to recommend living in Goodyear and planned to remain in Goodyear themselves.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Most Goodyear residents reported rates of Participation that were similar to levels observed in comparison communities, and most rates remained stable over time. Fewer Goodyear residents had used public transportation instead of driving, worked in Goodyear, used Goodyear public libraries, volunteered their time or had watched a local public meeting in the 12 months prior to the survey than residents in comparison communities. Conversely, more Goodyear residents reported that they had a positive economic outlook in 2018 than those in comparison communities; and this rate increased from 2015 to 2018.



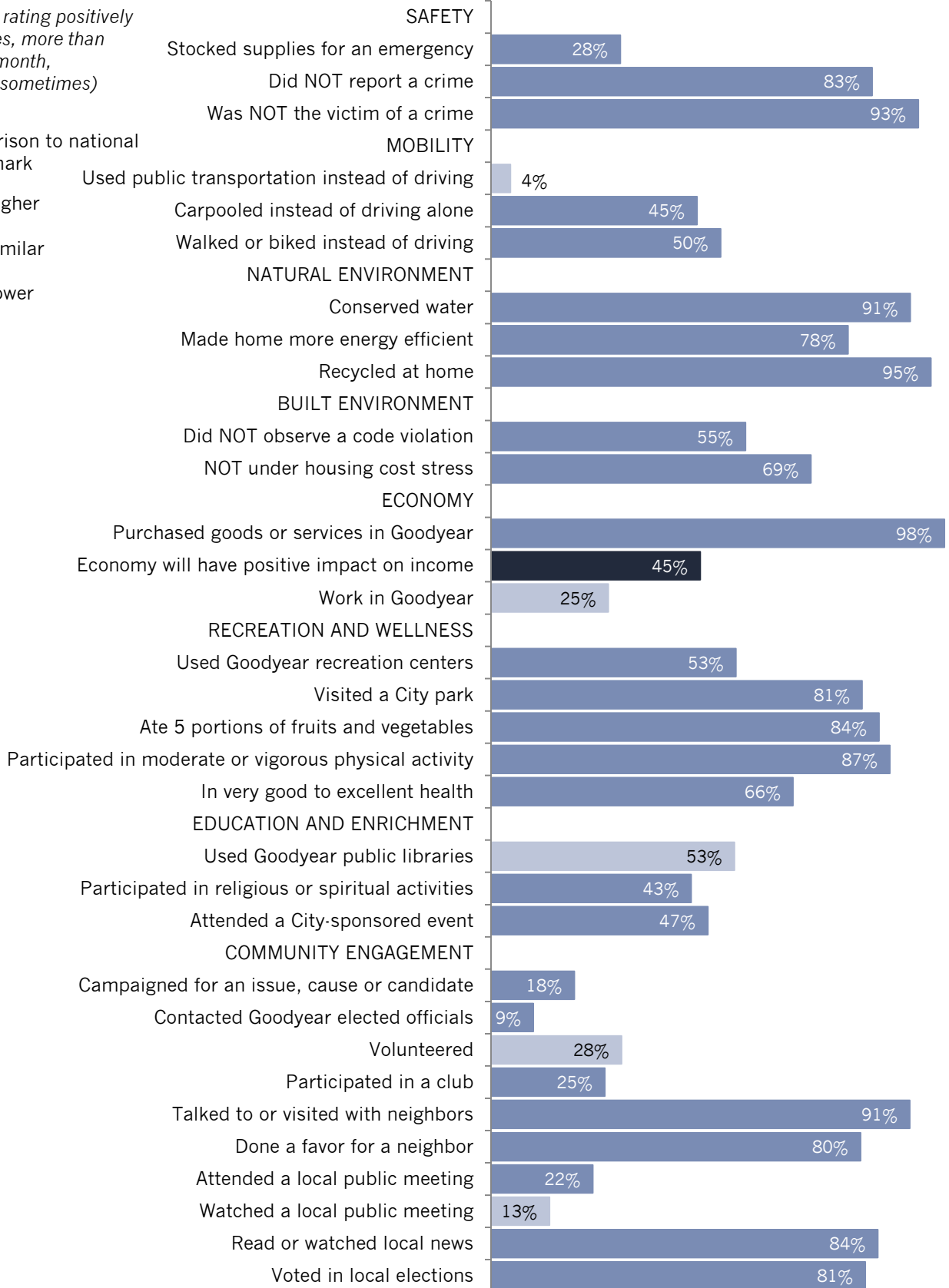
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



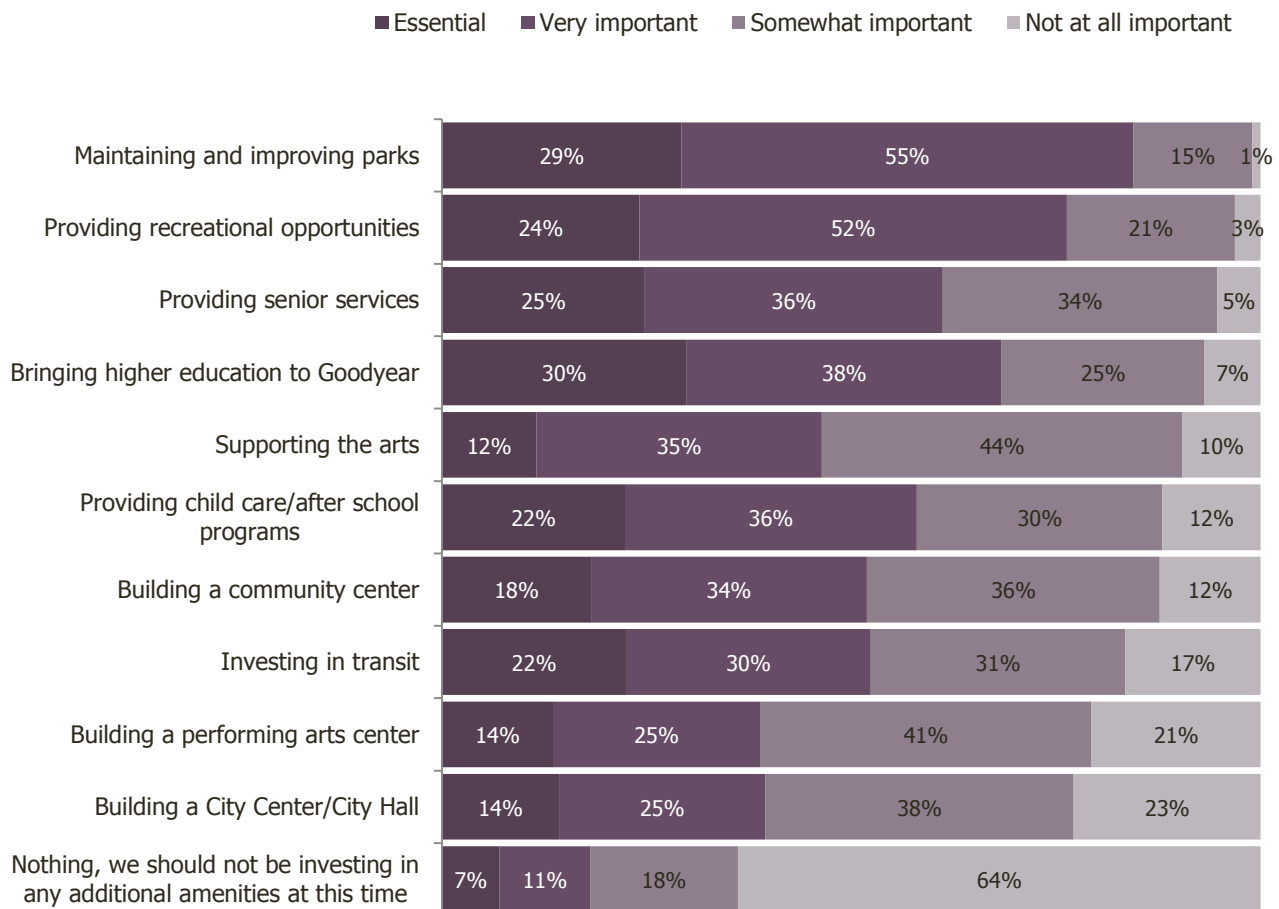
Special Topics

The City of Goodyear included four questions of special interest on The NCS. Residents were asked about a range of topics including funding for City programs and amenities, the importance of adding different types of employers, frequency of travel outside of Goodyear for different purposes and information sources.

When asked to rate the priority of a variety of community improvements, a majority of residents responded that the funding of each program or amenity was at least somewhat important. Maintaining and improving parks, providing recreational opportunities, providing senior services and bringing higher education to Goodyear were deemed as the most important of the options given.

Figure 4: Importance of Program Funding

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear:

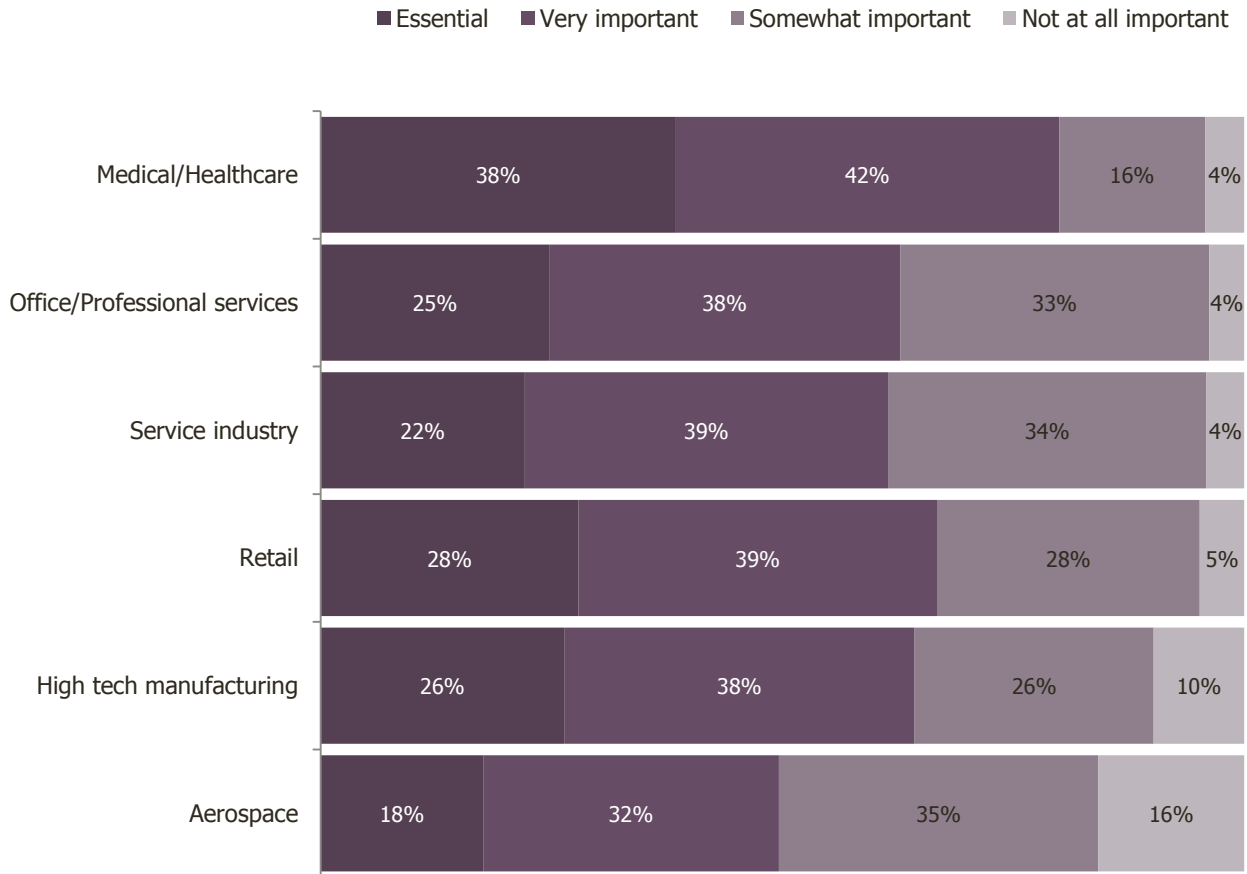


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Survey respondents were then asked to rate the importance of the City adding various types of employers to Goodyear. Each option was rated as at least somewhat important by most residents. Adding medical/healthcare employers was rated as essential or very important by the highest proportion of residents, followed by office/professional services, service industry jobs and retail employers.

Figure 5: Type of Employers

Please rate how important, if at all, it is for the City to add these types of employers:

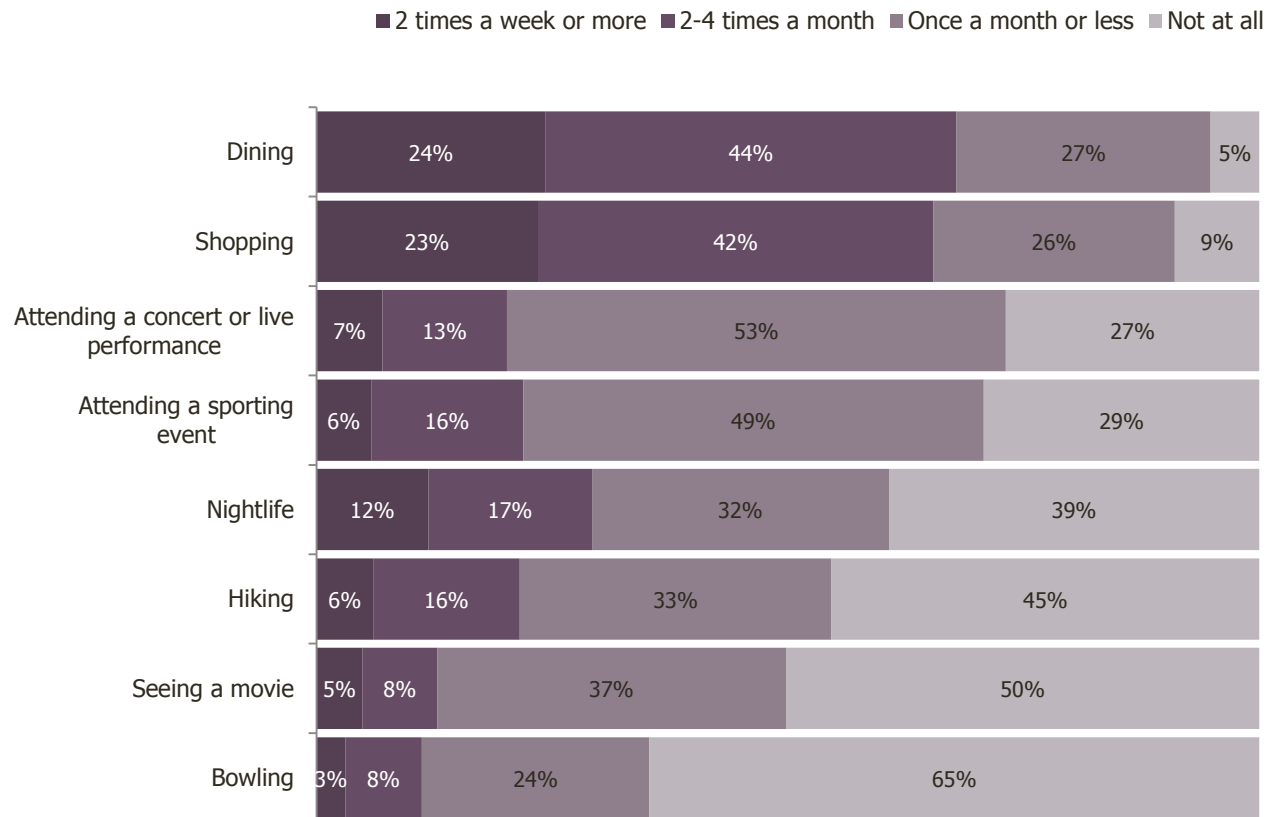


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The next question had to do with the frequency in which residents traveled outside of Goodyear for different purposes. More than 9 in 10 said they left Goodyear for dining or shopping, and 6 in 10 traveled outside the city more than once a month for these purposes. About 70% of residents travelled outside of Goodyear at least once a year to attend concerts and sporting events

Figure 6: Travel Outside of Goodyear

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?

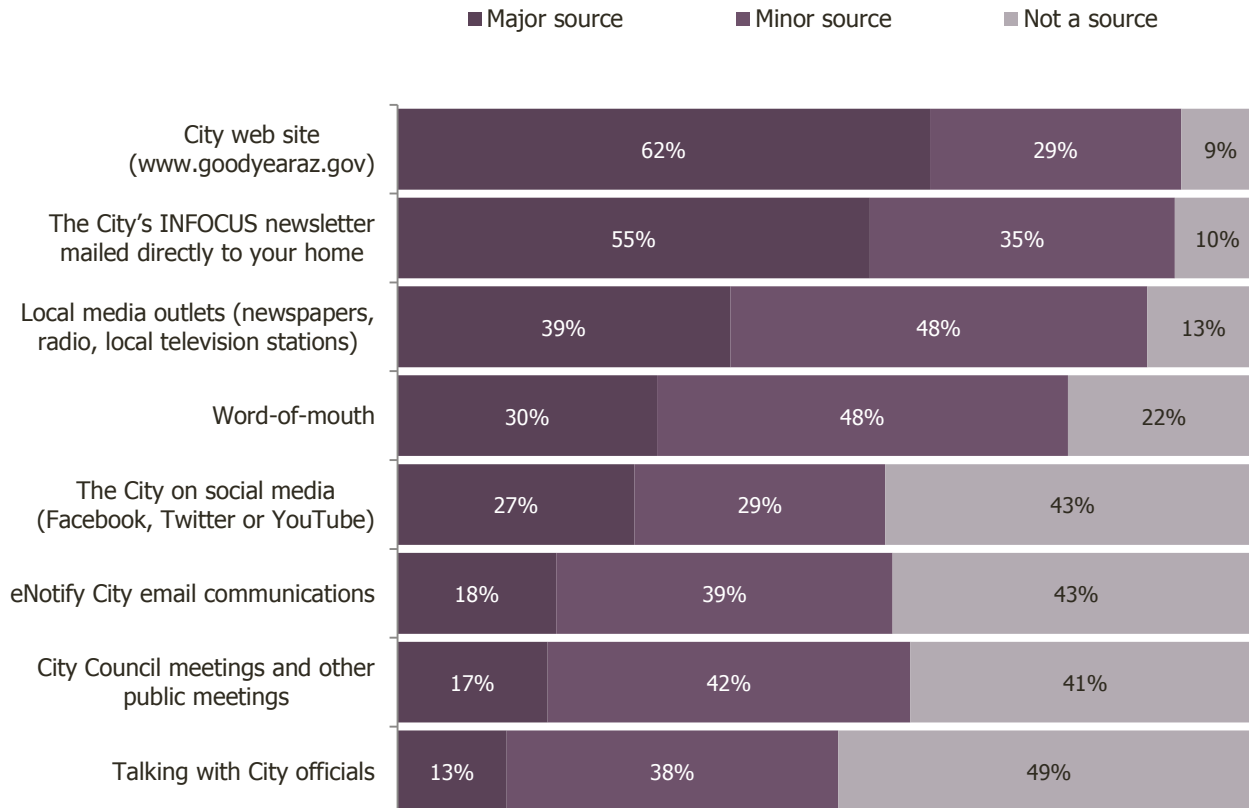


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The final custom question had to do with information sources. A majority cited the City web site and the City's INFOCUS newsletter as major sources of information. Local media outlets also were commonly used. All sources were rated as at least a minor source of information by a majority of respondents.

Figure 7: Sources of Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



Conclusions

Goodyear continues to be a highly desirable and safe place to live.

The city of Goodyear received myriad positive marks in this survey. At least 4 in 5 respondents gave excellent or good ratings to the overall quality of life in Goodyear, the city as a place to live, their neighborhoods, the overall image of the city, Goodyear as a place to raise children and a place to retire, and to the overall appearance of the city. These strong ratings tended to remain stable over time and were mostly similar to the national benchmarks. However, ratings for Goodyear as a place to retire were higher than the national average and resident perception of the overall image of Goodyear improved in 2018. When asked if they were likely to recommend living in Goodyear or if they were likely to remain in Goodyear for the next 5 years, at least 9 in 10 respondents indicated that they were.

Residents identified Safety as one of the most important focus areas for the community and the survey results showed that the city is meeting resident expectations. Nearly all Goodyear residents felt safe in their neighborhoods and downtown and had a positive overall feeling of safety in the city. Safety-related services also received high marks from a majority of respondents; scores for police and crime prevention were above the national benchmarks. Ratings for fire prevention increased from 2015 to 2018.

Trust in City Government is high, and City services are well-regarded.

At least 6 in 10 Goodyear residents gave high marks to each aspect of Goodyear's leadership and governance and almost all ratings were higher than the benchmarks. Further, ratings for the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and for the overall customer service provided by City employees all increased in 2018.

Almost all residents gave excellent or good ratings to the overall quality of City services and individual services were also rated positively by most residents. More than one-third of the aspects of Governance increased from 2015 to 2018.

Goodyear is a well-planned, easily travelled community.

About 7 in 10 respondents rated the overall built environment of Goodyear as excellent or good. Ratings of land use, planning and zoning as well as code enforcement increased from 2015. Housing options and affordable quality housing were scored more positively by Goodyear residents than their national counterparts. .

In terms of travel, about 85% of respondents gave high marks to the overall ease of travel in Goodyear, as well as for the overall ease of car travel. Ratings for the overall ease of car travel and for traffic flow were more positive than national averages. Further, Mobility services were strong with four services receiving ratings higher than the national comparison (street repair, sidewalk maintenance, street lighting and street cleaning). Ease of walking received higher ratings in 2018 than in 2015. However, fewer Goodyear residents reported using public transportation instead of driving and carpooling instead of driving alone compared to residents in communities across the country. This may be of consequence because air quality was the one issue on the survey that received both a rating lower than the national benchmark and also showed downward trend since the 2015 survey implementation.