



City of Goodyear

Meeting Minutes

City Council Work Session

Meeting Location:
Goodyear Justice Center
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Mayor Georgia Lord
Vice Mayor Wally Campbell
Councilmember Joe Pizzillo
Councilmember Sheri Lauritano
Councilmember Bill Stipp
Councilmember Brannon Hampton
Councilmember Laura Kaino

Monday, September 24, 2018

5:00 PM

Goodyear Justice Center

1 CALL TO ORDER

Mayor Lord called the Work Session to order at 5:00 PM.

2. ROLL CALL

Present 7 - Mayor Lord, Vice Mayor Campbell, Councilmember Pizzillo, Councilmember Lauritano, Councilmember Stipp, Councilmember Hampton, and Councilmember Kaino

Mayor Lord extended a thank you to people who sent her cards and flowers during her absence.

3. AGENDA ITEMS FOR DISCUSSION:

- 3.1 [2018-6334ws](#) Staff will present results of the 2018 citizen satisfaction survey and take questions from Council.

Neighborhood Services Coordinator Christina Plante and Erin Caldwell, Director of Research for the National Research Center, presented.

Ms. Plante stated that the last survey was in 2015, with a report delivered in early 2016. The most recent survey was administered in March and April of 2018.

Ms. Caldwell gave an overview of the National Citizen Survey (NCS), which has over 400 participants and 46 states that have at least one participating jurisdiction. The current survey is the third time Goodyear has participated in the NCS.

The scientific sample that participated in the survey included 3,200 households which were randomly selected to receive the survey by mail three times. 751 completed surveys were received, totaling a 24% response rate. Ratings can be compared with benchmark cities across the country who participate in the NCS as well as surveys from other organizations.

Ms. Caldwell gave a summary of the findings from the survey, with the key focus areas for residents

being:

- > Safety
- > Economy
- > Mobility
- > Natural Environment
- > Built Environment
- > Recreation and Wellness
- > Education and Enrichment
- > Community Engagement

Safety and economy were rated the most important areas by residents.

Ms. Caldwell explained that one of the noteworthy highlights from the survey was that Goodyear was rated as a good or excellent place to live by 95% of residents.

- > 9 in 10 residents rated the neighborhoods as excellent or good and as a favorable place to raise children and retire.
- > 8 in 10 residents rated the overall appearance and image of the city as excellent or good.
- > 9 in 10 would recommend Goodyear as a place to live and plan to remain in Goodyear.
- > 9 in 10 rated the safety services and overall feeling of safety as excellent or good.
- > 4 in 5 rated crime and fire prevention as favorable.
- > 8 in 10 rated the overall quality of city services as excellent or good, with favorable ratings for overall direction, welcoming citizen involvement, acting in the best interest of the city and treating all residents fairly.
- > 6 in 10 respondents felt the value for taxes paid was good or higher.

Ms. Caldwell stated that the highest rated city services included waste collection, sewer and public libraries. The lower rated, but still positive, services included emergency preparedness, land use and drinking water. Although land use was one of the lower rated services, Ms. Caldwell explained that residents generally felt that Goodyear is a well-planned, easily travelled community. 85% of residents rated the overall ease of travel within Goodyear as excellent or good. The ratings for travel that were above the national benchmark included travel by car, sidewalk maintenance, street cleaning, street lighting and street repair. Public transit was rated favorably by only a third of residents which is consistent with other communities. There was an increase in ratings of transit and walking from 2015 to 2018.

Resident use of public transit was rated at 1 in 10 while carpooling rated 4 in 10. These rates are similar to other communities. Air quality was rated excellent or good by only 56% of residents, a decrease from 2015 and lower than the national benchmark.

Ms. Caldwell reviewed the top planning characteristics from the survey. Cost of living, housing options and affordable quality housing were rated above the national benchmark comparisons.

The NCS allows for topics of special interest within the survey, which included program funding

importance. The higher rated programs included maintaining and improving parks, providing recreational opportunities, bringing higher education to Goodyear and providing senior services. Programs that rated lower in importance were building a community center, supporting the arts, building a city center/city hall and building a performing arts center.

Economic health and economic development ratings increased from 2015 and were both rated similar to national benchmarks. Ms. Caldwell gave an overview of the types of employers residents wanted to see within the city. Medical and healthcare were rated highest, followed by retail, high tech manufacturing and office/professional services.

Ms. Caldwell stated that residents were asked how often they travel outside of Goodyear to participate in various activities. Two-thirds of residents responded that they go outside of Goodyear at least two times a month to shop or eat while 25% said they go outside of Goodyear at least twice a week. The proportion of residents going outside of the city to attend a movie has decreased from 2015. Only 3 in 10 respondents feel that Goodyear has an excellent or good downtown/commercial area, which is below the benchmark comparison.

Ms. Caldwell reviewed the sources of city information, noting that the city website and InFocus newsletter were considered by 9 in 10 residents as a minor source for information. The city's social media and email notifications rated low as an information source.

Ms. Caldwell stated the conclusions from the survey. Goodyear continues to be a highly desirable and safe place to live, is a well-planned, easily travelled community, that trust in city government is high and city services are well-regarded.

COUNCIL DISCUSSION:

Council asked if the city has an opportunity to ask more questions specific to Goodyear. Ms. Caldwell replied that the NCS has a small section that allows for city-specific questions. Some communities have chosen to conduct focused surveys in the years between when the NCS is conducted, which is typically every two-to-three years. Ms. Plante added that the city had five custom questions, and the decision was made to not change the custom questions so that we could evaluate the improvement from the previous survey. They can focus on additional questions for the next survey.

Council expressed concern that the questions were not known by Council beforehand. Would like to find out what specific areas the city should focus on. This would be a good topic for the upcoming Council retreat.

Council was pleased with the survey results overall.

Council was concerned by the percentage of residents traveling outside of the city for food, entertainment and shopping. Would like economic development to focus on these areas.

Council confirmed that the survey stated many items that are already known, such as residents want

more retail.

Council asked about the water quality and whether it was taken into account that the city doesn't provide water service north of the freeway? Ms. Plante confirmed that it was.

Council would like a question added as to where residents consider the "downtown" area.

Council questioned the survey response of 4 in 5 residents did not report a crime. Ms. Caldwell clarified that the question actually asked residents whether they reported a crime.

Council would like to see opportunities for survey respondents to add open-ended responses.

Council questioned the 24% response rate and whether that was an average response rate. Ms. Caldwell responded that the response rate is normal and is one of the challenges survey researchers face. This was a reason that the open participation survey was conducted as a way to see if it could replace the scientific survey in the future. Also, they are exploring the format and whether an online survey would garner a higher response rate.

Council thanked staff for the work that was put into the survey.

4. INFORMATION ITEMS

None.

5. ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Work Session at 5:34 p.m.

Darcie McCracken, City Clerk

Georgia Lord, Mayor

Date: _____